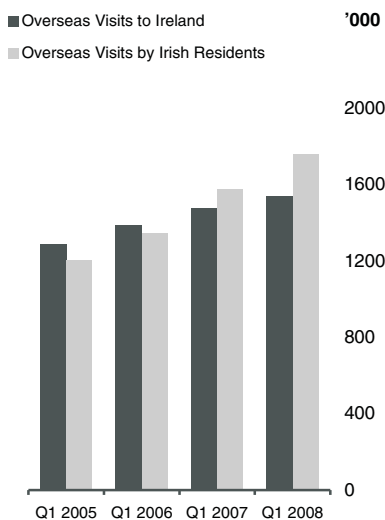




## Tourism and Travel

### Quarter 1 2008

#### Number of Visits



	Visits to Ireland '000	Irish Visits Abroad '000
Jan - Mar 2005	1,290	1,208
Jan - Mar 2006	1,390	1,346
Jan - Mar 2007	1,478	1,575
Jan - Mar 2008	1,542	1,762

#### Number of Irish Visits Abroad up 12%

The number of Irish Visits abroad from January to March 2008 was 1,762,000, an increase of 12% on the corresponding period in 2007. However in comparing Q1 2007 and Q1 2008 it should be noted that Easter occurred wholly in the first quarter in 2008. Overseas trips abroad on Transatlantic routes grew by 35% compared with Q1 2007. Irish Visits abroad for the reason of Holiday/Leisure/Recreation accounted for 71% of all Continental European trips taken. *See Tables 9(b), 13 and Graph.*

There were 1,542,000 Overseas Visits to Ireland in the First Quarter of 2008 compared with 1,478,000 in the same period of 2007, an increase of 4%. The number of Overseas Visits by residents of Great Britain grew by 10% while Overseas Visits by residents of USA and Canada remained unchanged. The number of Visits by residents of Other European Countries fell by 3% while visits by residents of Other Areas increased by 6% on Q1 2007. *See Table 1(b) and Graph.*

The expenditure figures for January - March 2008 show a net outflow of €628m. Earnings from Visitors to Ireland accounted for €824m while expenditure by Irish Visitors Abroad amounted to €1,452m. *See Table 15.*

The Tourism figures in this release also show that:

- ◆ Irish Visits abroad for the reason of Visits to Friends/Relatives grew by 16%. Overseas Visits to Ireland for the reason of Business showed an increase of 22% compared to Q1 2007. *See Tables 1(a) and 9(a).*
- ◆ The number of bednights spent on Overseas Visits to Ireland increased by 9% with the number of nights spent in hotels increasing by 8%, compared to the same period in 2007. *See Table 6.*

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**Table 1 (a) Overseas Visits to Ireland by Non-Residents - Estimated Number of Overseas Visits Classified by Route of Travel, Area of Residence and Reason for Journey**

	'000						
Visits	2006	2007	2007				2008
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar
<b>Total Overseas Visits</b>	<b>7,709</b>	<b>8,012</b>	<b>1,478</b>	<b>2,131</b>	<b>2,646</b>	<b>1,756</b>	<b>1,542</b>
<b>Route of Travel</b>							
Air Cross-Channel	3,900	3,754	767	985	1,102	901	822
Sea Cross-Channel	983	1,013	131	281	439	162	141
Continental European	2,181	2,575	490	670	854	562	480
Transatlantic	645	669	90	195	252	132	99
<b>Area of Residence</b>							
Great Britain	4,060	4,032	771	1,070	1,269	922	849
Other Europe	2,281	2,590	496	662	874	558	480
USA & Canada	1,055	1,073	156	319	390	208	156
Other Areas	314	317	54	80	113	69	57
<b>Reason for Journey</b>							
Business	1,100	1,211	255	288	323	345	310
Holiday/Leisure/Recreation	3,775	4,035	714	1,178	1,430	713	665
Visit to Friends/Relatives	2,323	2,247	428	524	699	597	487
Other	511	519	82	141	194	102	80

**Table 1 (b) Overseas Visits to Ireland by Non-Residents - Estimated Number of Overseas Visits Classified by Route of Travel, Area of Residence and Reason for Journey, (Quarter 1)**

'000

Visits	Jan - Mar				
	2004	2005	2006	2007	2008
<b>Total Overseas Visits</b>	<b>1,212</b>	<b>1,290</b>	<b>1,390</b>	<b>1,478</b>	<b>1,542</b>
<b>Route of Travel</b>					
Air Cross-Channel	743	767	839	767	822
Sea Cross-Channel	136	151	116	131	141
Continental European	229	287	338	490	480
Transatlantic	103	86	96	90	99
<b>Area of Residence</b>					
Great Britain	745	767	820	771	849
Other Europe	241	321	373	496	480
USA & Canada	173	154	150	156	156
Other Areas	53	49	47	54	57
<b>Reason for Journey</b>					
Business	246	237	247	255	310
Holiday/Leisure/Recreation	514	533	570	714	665
Visit to Friends/Relatives	351	414	469	428	487
Other	101	106	103	82	80

**Table 2 Overseas Visits to Ireland by Non-Residents distinguishing Same-Day Visits**

'000

Visits	2006	2007	2007				2008
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
<b>Total Overseas Visits</b>	<b>7,709</b>	<b>8,012</b>	<b>1,478</b>	<b>2,131</b>	<b>2,646</b>	<b>1,756</b>	<b>1,542</b>
Same-day visits (i.e. no overnight in Ireland)	424	422	75	111	137	98	86
Visits with at least one overnight in Ireland	7,285	7,590	1,403	2,019	2,509	1,659	1,456

**Table 3 Overseas Same-Day Visits to Ireland by Non-Residents - Classified by Area of Residence and Reason for Journey, Jan - Mar 2008**

'000					
Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
<b>Total Same-Day Visits (i.e. no overnight in Ireland)</b>	<b>53</b>	<b>17</b>	<b>12</b>	<b>5</b>	<b>86</b>
<b>Area of Residence</b>					
Great Britain	44	10	8	2	63
Other Europe	7	4	2	1	14
USA & Canada	2	3	1	1	8
Other Areas	0	1	1	0	2

**Table 4 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Classified by Area of Residence and Reason for Journey, Jan - Mar 2008**

'000					
Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
<b>Total Visits with at least one overnight in Ireland</b>	<b>257</b>	<b>647</b>	<b>476</b>	<b>76</b>	<b>1,456</b>
<b>Area of Residence</b>					
Great Britain	135	374	266	12	787
Other Europe	94	163	157	52	466
USA & Canada	19	89	31	9	148
Other Areas	9	21	21	3	55

**Table 5 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Estimated Average Length of Stay (Nights) - Classified by Route of Travel, Area of Residence and Reason for Journey**

Length of Stay	Nights						
	2006	2007	2007				2008
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
<b>Total Visits with at least one overnight in Ireland</b>	<b>7.6</b>	<b>7.3</b>	<b>6.4</b>	<b>6.7</b>	<b>8.6</b>	<b>6.8</b>	<b>6.7</b>
<b>Route of Travel</b>							
Air Cross-Channel	5.1	4.8	4.4	4.6	5.3	4.6	4.3
Sea Cross-Channel	8.3	8.4	7.7	7.3	9.7	7.1	8.2
Continental European	11.1	9.9	8.8	8.8	11.6	9.4	9.9
Transatlantic	9.6	9.5	8.6	8.9	10.0	10.2	8.9
<b>Area of Residence</b>							
Great Britain	4.8	4.7	4.0	4.4	5.8	4.2	4.1
Other Europe	11.2	9.6	8.3	8.8	11.6	8.5	9.7
USA & Canada	9.0	9.1	8.9	8.5	9.1	10.0	8.1
Other Areas	12.4	14.5	16.4	12.4	13.8	16.5	15.5
<b>Reason for Journey</b>							
Business	4.2	5.2	5.0	4.1	5.7	5.8	3.8
Holiday/Leisure/Recreation	7.0	6.8	5.0	6.5	8.6	5.6	5.6
Visit to Friends/Relatives	8.5	7.9	8.2	7.4	8.4	7.5	8.6
Other	15.8	13.1	14.4	11.1	13.2	14.8	15.6

**Table 6 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Number of Bednights Classified by Type of Accommodation used**

Bednights	'000						
	2006	2007	2007				2008
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
<b>Accommodation</b>	<b>55,615</b>	<b>55,627</b>	<b>9,041</b>	<b>13,610</b>	<b>21,652</b>	<b>11,328</b>	<b>9,826</b>
Hotel	12,063	13,474	2,241	3,473	4,956	2,804	2,421
Guest house/B&B	6,771	6,017	606	2,022	2,577	812	504
Rented house/Apartment	10,654	10,388	2,021	2,602	3,537	2,229	1,888
Caravan/Camping	983	1,083	14	291	748	31	33
Hostel	1,835	1,684	276	455	689	265	232
Friends/Relatives	18,230	17,292	3,446	3,589	6,238	4,020	3,911
Other	5,079	5,689	437	1,178	2,907	1,167	836

**Table 7 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Number of Bednights Classified by Area of Residence and Type of Accommodation used**

Bednights	'000						
	2006	2007	2007				2008
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
<b>Great Britain</b>	<b>17,895</b>	<b>17,487</b>	<b>2,833</b>	<b>4,364</b>	<b>6,707</b>	<b>3,582</b>	<b>3,261</b>
Hotel	4,535	4,993	991	1,345	1,475	1,182	1,157
Guest house/B&B	1,627	1,552	212	472	665	203	133
Rented house/Apartment	2,720	2,408	287	690	1,197	233	339
Caravan/Camping	320	364	4	80	267	13	15
Hostel	170	173	34	39	75	25	24
Friends/Relatives	7,651	7,143	1,177	1,529	2,692	1,745	1,458
Other	872	854	128	209	336	181	135
<b>Other Europe</b>	<b>24,902</b>	<b>24,288</b>	<b>4,044</b>	<b>5,675</b>	<b>9,959</b>	<b>4,612</b>	<b>4,515</b>
Hotel	3,626	4,508	691	1,145	1,873	799	669
Guest house/B&B	3,232	2,578	254	813	1,171	341	241
Rented house/Apartment	6,109	5,698	1,257	1,402	1,637	1,402	1,054
Caravan/Camping	603	670	10	194	452	15	18
Hostel	1,162	862	154	197	394	117	127
Friends/Relatives	6,670	6,174	1,500	1,151	2,103	1,420	1,847
Other	3,500	3,798	178	773	2,329	518	559
<b>USA &amp; Canada</b>	<b>9,052</b>	<b>9,381</b>	<b>1,317</b>	<b>2,592</b>	<b>3,445</b>	<b>2,028</b>	<b>1,200</b>
Hotel	3,167	3,356	444	852	1,351	710	499
Guest house/B&B	1,496	1,401	112	560	546	182	78
Rented house/Apartment	1,209	1,376	241	331	402	402	169
Caravan/Camping	18	47	0	16	29	2	0
Hostel	350	333	46	128	108	51	43
Friends/Relatives	2,261	2,149	391	538	828	393	289
Other	551	719	83	167	181	288	122
<b>Other Areas</b>	<b>3,768</b>	<b>4,472</b>	<b>845</b>	<b>979</b>	<b>1,541</b>	<b>1,105</b>	<b>850</b>
Hotel	735	617	115	131	257	114	96
Guest house/B&B	417	485	27	177	195	86	53
Rented house/Apartment	617	906	235	179	301	191	325
Caravan/Camping	42	3	0	2	0	1	0
Hostel	153	317	42	90	112	72	39
Friends/Relatives	1,647	1,826	378	371	615	462	317
Other	157	318	48	29	61	179	20

**Table 8 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Number of Bednights Classified by Type of Accommodation used and Reason for Journey, Jan - Mar 2008**

'000					
Bednights	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
<b>Accommodation Used</b>	<b>963</b>	<b>3,602</b>	<b>4,074</b>	<b>1,187</b>	<b>9,826</b>
Hotel	577	1,525	204	115	2,421
Guest house/B&B	59	303	96	46	504
Rented house/Apartment	204	971	300	414	1,888
Caravan/Camping	0	13	5	14	33
Hostel	22	133	57	20	232
Friends/Relatives	73	493	3,241	105	3,911
Other	28	164	171	473	836

**Table 9 (a) Overseas Visits by Irish Residents - Estimated Number of Visits Classified by Route of Travel and Reason for Journey**

								'000
Visits	2006	2007	2007				2008	
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec		
<b>Total Overseas Visits</b>	<b>6,848</b>	<b>7,713</b>	<b>1,575</b>	<b>2,049</b>	<b>2,356</b>	<b>1,734</b>	<b>1,762</b>	
<b>Route of Travel</b>								
Air Cross-Channel	2,252	2,356	600	578	574	604	642	
Sea Cross-Channel	341	333	53	97	108	75	67	
Continental European	3,867	4,583	841	1,286	1,548	908	944	
Transatlantic	387	441	81	88	126	146	109	
<b>Reason for Journey</b>								
Business	813	886	236	245	174	232	229	
Holiday/Leisure/Recreation	3,864	4,654	890	1,254	1,599	911	1,044	
Visit to Friends/Relatives	1,648	1,753	365	424	465	499	423	
Other	523	420	84	126	118	92	67	

**Table 9 (b) Overseas Visits by Irish Residents - Estimated Number of Visits Classified by Route of Travel and Reason for Journey, (Quarter 1)**

						'000
Visits	Jan - Mar					
	2004	2005	2006	2007	2008	
<b>Total Overseas Visits</b>	<b>1,039</b>	<b>1,208</b>	<b>1,346</b>	<b>1,575</b>	<b>1,762</b>	
<b>Route of Travel</b>						
Air Cross-Channel	485	526	559	600	642	
Sea Cross-Channel	65	73	54	53	67	
Continental European	432	534	656	841	944	
Transatlantic	57	75	77	81	109	
<b>Reason for Journey</b>						
Business	160	168	201	236	229	
Holiday/Leisure/Recreation	523	618	679	890	1,044	
Visit to Friends/Relatives	280	316	335	365	423	
Other	76	106	131	84	67	



**Table 10 Overseas Visits by Irish Residents distinguishing Same-Day Visits**

	'000						
Visits	2006	2007	2007				2008
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar
<b>Total Overseas Visits</b>	<b>6,848</b>	<b>7,713</b>	<b>1,575</b>	<b>2,049</b>	<b>2,356</b>	<b>1,734</b>	<b>1,762</b>
Same-day visits (i.e. no overnight abroad)	191	205	59	50	55	41	42
Visits with at least one overnight abroad	6,657	7,508	1,517	1,999	2,300	1,693	1,721

**Table 11 Overseas Same-Day Visits by Irish Residents - Classified by Route of Travel and Reason for Journey**

	'000						
Visits	2006	2007	2007				2008
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar
<b>Total Overseas Visits</b>	<b>191</b>	<b>205</b>	<b>59</b>	<b>50</b>	<b>55</b>	<b>41</b>	<b>42</b>
<b>Route of Travel</b>							
Air Cross-Channel	109	134	43	37	26	28	33
Sea Cross-Channel	37	28	5	9	11	4	1
Continental European	45	42	11	4	19	9	7
Transatlantic	0	1	0	0	0	1	0
<b>Reason for Journey</b>							
Business	94	109	33	31	26	19	24
Holiday/Leisure/Recreation	50	57	14	11	19	13	8
Visit to Friends/Relatives	38	32	10	6	8	8	9
Other	9	6	1	2	2	0	1

**Table 12 Overseas Same-Day Visits by Irish Residents - Classified by Route of Travel and Reason for Journey, Jan - Mar 2008**

'000					
Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
<b>Total Same-Day Visits (i.e. no overnight abroad)</b>	<b>24</b>	<b>8</b>	<b>9</b>	<b>1</b>	<b>42</b>
<b>Route of Travel</b>					
Air Cross-Channel	23	4	6	1	33
Sea Cross-Channel	0	1	0	-	1
Continental European	1	3	3	0	7
Transatlantic	0	-	-	-	0

**Table 13 Overseas Visits by Irish Residents, with at least one overnight abroad - Classified by Route of Travel and Reason for Journey, Jan - Mar 2008**

'000					
Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
<b>Total Visits with at least one overnight abroad</b>	<b>206</b>	<b>1,034</b>	<b>415</b>	<b>66</b>	<b>1,721</b>
<b>Route of Travel</b>					
Air Cross-Channel	103	275	207	24	609
Sea Cross-Channel	7	28	28	2	66
Continental European	84	664	154	35	937
Transatlantic	12	67	26	5	109

**Table 14 Overseas Visits by Irish Residents, with at least one overnight abroad - Estimated Average Length of Stay (Nights) - Classified by Route of Travel and Reason for Journey**

	Nights						
Length of Stay	2006	2007	2007				2008
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar
<b>All Overseas Visits</b>	<b>8.0</b>	<b>8.1</b>	<b>6.6</b>	<b>7.4</b>	<b>10.5</b>	<b>7.0</b>	<b>7.4</b>
<b>Route of Travel</b>							
Air Cross-Channel	7.5	8.5	7.3	7.9	11.9	7.2	7.0
Sea Cross-Channel	7.1	6.5	5.2	5.9	8.7	5.0	7.2
Continental European	8.0	7.8	6.0	7.2	9.9	6.8	7.4
Transatlantic	10.9	10.2	8.5	10.1	13.4	8.3	10.3
<b>Reason for Journey</b>							
Business	6.3	6.1	5.6	5.7	8.5	5.2	4.9
Holiday/Leisure/Recreation	8.0	8.4	6.2	7.7	10.7	7.2	7.2
Visit to Friends/Relatives	9.0	8.3	7.9	8.2	10.1	7.1	9.1
Other	7.0	8.2	7.6	5.1	12.4	7.7	9.0

**Table 15 Tourism and Travel Estimated Earnings and Expenditure**

€ million

Period	Earnings from all Visits to Ireland <sup>1</sup>	Expenditure by all Irish Visitors abroad <sup>2</sup>	Balance <sup>3</sup>
2002 Year	3,989	3,952	+37
2003 Year	4,057	4,158	-101
2004 Year	4,065	4,179	-114
2005 Year	4,272	4,773	-501
2006 Year	4,692	5,318	-626
2007 Year <sup>5</sup>	4,902	6,163	-1,261
2002 January – March	664	649	+15
April – June	1,082	976	+106
July – September	1,416	1,491	-75
October – December	828	837	-9
2003 January – March	641	739	-98
April – June	1,059	1,071	-12
July – September	1,495	1,536	-41
October – December	861	811	+50
2004 January – March	675	768	-93
April – June	1,113	1,048	+65
July – September	1,427	1,521	-93
October – December	850	842	+8
2005 January – March	712	876	-164
April – June	1,124	1,152	-28
July – September	1,506	1,710	-204
October – December	929	1,035	-106
2006 January – March	733	1,008	-276
April – June	1,231	1,312	-81
July – September	1,746	1,818	-71
October – December	982	1,180	-198
2007 January – March	819	1,143	-324
April – June <sup>5</sup>	1,291	1,526	-235
July – September <sup>5</sup>	1,768	2,098	-330
October – December	1,024	1,396	-373
2008 January – March <sup>4</sup>	824	1,452	-628

<sup>1</sup> Expenditure (excluding international fares) plus passenger fare receipts of Irish carriers from visitors to Ireland<sup>2</sup> Expenditure (including international fares) less passenger fare payments by Irish visitors abroad to Irish carriers<sup>3</sup> + = Net inflow - = Net outflow<sup>4</sup> Provisional<sup>5</sup> Revised

## Background Notes

**Introduction** This quarterly series gives details on the number of overseas visits to Ireland and Irish visits abroad for the quarter. It includes data on the reason for journey, average length of stay (nights) and expenditure. The quarterly series supplements the annual release, which provides more extensive annual information on tourism and travel.

**Commercial Drivers** From the 1<sup>st</sup> January 2000 Commercial Drivers on sea routes are excluded from visitor numbers.

The agreed European interpretation of Annex 1 of Commission Decision of 9 December 1998 implementing Council Directive 95/57/EC is that commercial drivers should be considered travellers rather than visitors.

One of the fundamental criteria that are used to distinguish a visitor from a traveller is that the *trip should be to a place other than that of the usual environment*. Places that are frequently visited are part of a person's *usual environment* even though they may be located at a considerable distance (or in another country) from the place of residence. Persons who work in means of transport are included in visitor numbers under "Business" unless their trips consist of frequent routine travel, in which case they may be excluded by the *usual environment* criterion.

**Sources** The Central Statistics Office carries out two sample surveys of passengers, the Country of Residence Survey and the Passenger Card Inquiry. The results of these surveys are used in conjunction with passenger movement figures supplied by the transport companies to provide estimates for overseas tourism and travel.

The Country of Residence Survey is a continuous sample survey of passengers (both inward and outward) at all major airports and seaports to provide an estimated distribution of passengers by country of residence. This distribution is applied to the total passenger movement figures to provide estimates of Irish visits abroad and visits to Ireland by non-residents. Visits to Ireland are further categorised into the areas of residence shown in this release. The sample size of the Country of Residence Survey in Quarter 1 2008 was just under 104,400 passengers.

The Passenger Card Inquiry is a continuous sample survey of incoming and departing passengers at airports and seaports. This survey provides information on the reason for journey, area of residence, length of stay, expenditure and fare costs. The results are combined with the overall visit estimates from the Country of Residence Survey to provide the overseas tourism and travel estimates shown in this release. The sample size of the Passenger Card Inquiry in Quarter 1 2008 was just over 83,100 passengers.