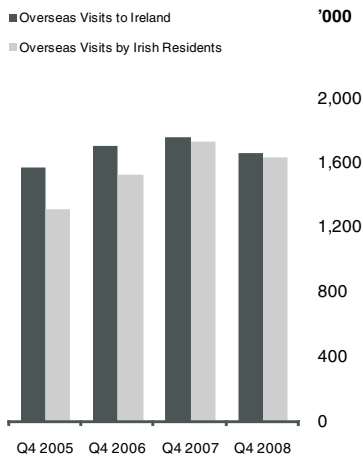




Tourism and Travel

Quarter 4 2008

Number of Visits Q4, 2005-2008



	Visits to Ireland '000	Irish Visits Abroad '000
Oct - Dec 2005	1,574	1,316
Oct - Dec 2006	1,701	1,530
Oct - Dec 2007	1,756	1,734
Oct - Dec 2008	1,665	1,636

Number of Irish Visits Abroad down 6%

The number of Irish Visits abroad from October to December 2008 was 1,636,000, a decrease of 6% on the corresponding period in 2007. Overseas trips abroad on Transatlantic routes grew by 4% to 152,000, while trips on Continental European routes decreased by 11% to 806,000. *See Tables 9(b) and Graph.*

In Q4 2008 there were 1,665,000 Overseas Visits to Ireland compared with 1,756,000 in the same period of 2007, a decrease of over 5%. The number of Overseas Visits by residents of USA and Canada fell by 14% to 179,000 and visits by residents of Great Britain decreased by 8% on Q4 2007. The number of visits by residents of Other Areas grew by 6% while visits by residents of Other European Countries remained almost unchanged. *See Table 1(b) and Graph.*

Earnings from Visitors to Ireland accounted for €913m while expenditure by Irish Visitors Abroad amounted to €1,469m in Q4 2008, resulting in a net outflow of €556m. *See Table 15.*

The Tourism figures in this release also show that:

- ◆ Irish visits abroad for the reason of Visits to Friends/Relatives decreased by 13% on the same period in 2007. Overseas Visits to Ireland for the reason of Holiday/Leisure/Recreation showed a decrease of 11% compared to Q4 2007. *See Tables 1(a) and 9(a).*
- ◆ Just under 18% of Overseas Visits to Ireland for business reasons were same-day visits. Overall there were 159,000 same-day visits to Ireland in the Fourth Quarter of 2008. In the same period, there were 42,000 overseas same-day visits by Irish Residents. *See Tables 1(a), 3 and 11.*
- ◆ The number of nights spent in hotels by Overseas Visitors decreased by 18%, compared to the same period in 2007. A 37% decrease was seen in nights spent by visitors from North America in hotels. *See Tables 6 and 7.*

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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	2007	2008	2007				2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
			Total Overseas Visits	8,012	7,839	1,478	2,131	2,646	1,756	1,542
Route of Travel										
Air Cross-Channel	3,754	3,690	767	985	1,102	901	822	960	1,065	843
Sea Cross-Channel	1,013	890	131	281	439	162	141	258	353	138
Continental European	2,575	2,656	490	670	854	562	480	756	836	583
Transatlantic	669	603	90	195	252	132	99	184	218	101
Area of Residence										
Great Britain	4,032	3,872	771	1,070	1,269	922	849	1,023	1,149	851
Other Europe	2,590	2,610	496	662	874	558	480	729	840	561
USA & Canada	1,073	1,005	156	319	390	208	156	312	357	179
Other Areas	317	352	54	80	113	69	57	95	126	73
Reason for Journey										
Business	1,211	1,334	255	288	323	345	310	336	330	359
Holiday/Leisure/Recreation	4,035	3,698	714	1,178	1,430	713	665	1,119	1,277	637
Visit to Friends/Relatives	2,247	2,276	428	524	699	597	487	557	642	589
Other	519	531	82	141	194	102	80	147	224	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 4)

'000

Visits	Oct - Dec				
	2004	2005	2006	2007	2008
Total Overseas Visits	1,428	1,574	1,701	1,756	1,665
Route of Travel					
Air Cross-Channel	841	897	912	901	843
Sea Cross-Channel	186	170	160	162	138
Continental European	285	395	506	562	583
Transatlantic	116	112	123	132	101
Area of Residence					
Great Britain	839	906	919	922	851
Other Europe	322	428	516	558	561
USA & Canada	196	178	196	208	179
Other Areas	70	62	71	69	73
Reason for Journey					
Business	252	252	326	345	359
Holiday/Leisure/Recreation	595	611	671	713	637
Visit to Friends/Relatives	507	620	633	597	589
Other	74	91	71	102	80

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

'000

Visits	2007	2008	2007				2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
	Total Overseas Visits	8,012	7,839	1,478	2,131	2,646	1,756	1,542	2,159	2,472
Same-day visits (i.e. no overnight in Ireland)	422	551	75	111	137	98	86	150	155	159
Visits with at least one overnight in Ireland	7,590	7,288	1,403	2,019	2,509	1,659	1,456	2,009	2,317	1,506

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

'000					
Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Total Same-Day Visits (i.e. no overnight in Ireland)	63	50	33	13	159
Area of Residence					
Great Britain	51	37	15	7	109
Other Europe	6	7	9	6	28
USA & Canada	5	6	7	1	18
Other Areas	1	0	2	-	4

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, Oct - Dec 2008

'000					
Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Total Visits with at least one overnight in Ireland	295	588	556	67	1,506
Area of Residence					
Great Britain	152	272	299	18	742
Other Europe	116	193	184	40	533
USA & Canada	19	89	49	5	161
Other Areas	8	33	24	4	70

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

	Nights									
Length of Stay	2007	2008	2007				2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
Total Visits with at least one overnight in Ireland	7.3	8.1	6.4	6.7	8.6	6.8	6.7	7.6	10.1	7.2
Route of Travel										
Air Cross-Channel	4.8	5.1	4.4	4.6	5.3	4.6	4.3	4.7	6.3	4.6
Sea Cross-Channel	8.4	8.7	7.7	7.3	9.7	7.1	8.2	8.2	9.3	8.7
Continental European	9.9	11.6	8.8	8.8	11.6	9.4	9.9	10.2	14.9	9.9
Transatlantic	9.5	10.2	8.6	8.9	10.0	10.2	8.9	10.4	10.5	10.4
Area of Residence										
Great Britain	4.7	4.8	4.0	4.4	5.8	4.2	4.1	4.6	6.1	4.1
Other Europe	9.6	11.4	8.3	8.8	11.6	8.5	9.7	10.2	14.5	9.7
USA & Canada	9.1	9.3	8.9	8.5	9.1	10.0	8.1	9.1	9.6	9.9
Other Areas	14.5	15.2	16.4	12.4	13.8	16.5	15.5	13.3	16.5	15.3
Reason for Journey										
Business	5.2	4.7	5.0	4.1	5.7	5.8	3.8	4.9	5.6	4.3
Holiday/Leisure/Recreation	6.8	7.1	5.0	6.5	8.6	5.6	5.6	6.7	8.6	6.5
Visit to Friends/Relatives	7.9	8.3	8.2	7.4	8.4	7.5	8.6	7.5	9.3	7.6
Other	13.1	23.0	14.4	11.1	13.2	14.8	15.6	21.5	26.5	23.2

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

	'000									
Bednights	2007	2008	2007				2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
Accommodation	55,628	59,336	9,041	13,610	21,652	11,328	9,826	15,316	23,335	10,860
Hotel	13,474	13,584	2,241	3,473	4,956	2,804	2,421	3,972	4,892	2,300
Guest house/B&B	6,017	5,469	606	2,022	2,577	812	504	1,853	2,406	706
Rented house/Apartment	10,388	12,452	2,021	2,602	3,537	2,229	1,888	3,083	5,078	2,402
Caravan/Camping	1,083	778	14	291	748	31	33	198	516	31
Hostel	1,684	1,704	276	455	689	265	232	574	526	372
Friends/Relatives	17,292	17,846	3,446	3,589	6,238	4,020	3,911	3,982	5,978	3,975
Other	5,689	7,503	437	1,178	2,907	1,167	836	1,655	3,939	1,074

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

'000

Bednights	2007	2008	2007				2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
Great Britain	17,487	17,058	2,833	4,364	6,707	3,582	3,261	4,330	6,460	3,007
Hotel	4,993	4,770	991	1,345	1,475	1,182	1,157	1,249	1,377	987
Guest house/B&B	1,552	1,329	212	472	665	203	133	382	636	179
Rented house/Apartment	2,408	2,556	287	690	1,197	233	339	664	1,255	298
Caravan/Camping	364	234	4	80	267	13	15	72	128	19
Hostel	173	156	34	39	75	25	24	29	62	40
Friends/Relatives	7,143	6,957	1,177	1,529	2,692	1,745	1,458	1,564	2,602	1,334
Other	854	1,056	128	209	336	181	135	370	400	151
Other Europe	24,288	28,608	4,044	5,675	9,959	4,612	4,515	7,175	11,727	5,189
Hotel	4,508	5,019	691	1,145	1,873	799	669	1,609	2,014	726
Guest house/B&B	2,578	2,595	254	813	1,171	341	241	854	1,184	315
Rented house/Apartment	5,698	6,758	1,257	1,402	1,637	1,402	1,054	1,677	2,704	1,322
Caravan/Camping	670	522	10	194	452	15	18	123	369	12
Hostel	862	1,009	154	197	394	117	127	341	293	248
Friends/Relatives	6,174	7,246	1,500	1,151	2,103	1,420	1,847	1,527	2,041	1,831
Other	3,798	5,459	178	773	2,329	518	559	1,044	3,121	735
USA & Canada	9,381	8,533	1,317	2,592	3,445	2,028	1,200	2,618	3,118	1,597
Hotel	3,356	3,106	444	852	1,351	710	499	934	1,230	444
Guest house/B&B	1,401	1,065	112	560	546	182	78	460	394	132
Rented house/Apartment	1,376	1,435	241	331	402	402	169	434	403	429
Caravan/Camping	47	9	0	16	29	2	0	1	8	0
Hostel	333	326	46	128	108	51	43	140	105	38
Friends/Relatives	2,149	1,794	391	538	828	393	289	429	636	439
Other	719	798	83	167	181	288	122	220	341	115
Other Areas	4,472	5,139	845	979	1,541	1,105	850	1,193	2,030	1,067
Hotel	617	690	115	131	257	114	96	180	270	144
Guest house/B&B	485	480	27	177	195	86	53	156	192	79
Rented house/Apartment	906	1,703	235	179	301	191	325	309	716	353
Caravan/Camping	3	13	0	2	0	1	0	2	11	0
Hostel	317	214	42	90	112	72	39	63	66	46
Friends/Relatives	1,826	1,849	378	371	615	462	317	462	698	371
Other	318	190	48	29	61	179	20	20	77	73

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, Oct - Dec 2008

Bednights	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Accommodation Used	1,272	3,814	4,220	1,554	10,860
Hotel	677	1,252	284	88	2,300
Guest house/B&B	65	401	138	102	706
Rented house/Apartment	301	989	516	596	2,402
Caravan/Camping	3	17	5	6	31
Hostel	8	266	17	82	372
Friends/Relatives	121	544	3,111	198	3,975
Other	96	344	150	483	1,074

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

'000

Visits	2007	2008	2007				2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
			Total Overseas Visits	7,713	7,877	1,575	2,049	2,356	1,734	1,762
Route of Travel										
Air Cross-Channel	2,356	2,468	600	578	574	604	642	609	613	604
Sea Cross-Channel	333	357	53	97	108	75	67	89	129	73
Continental European	4,583	4,533	841	1,286	1,548	908	944	1,238	1,544	806
Transatlantic	441	520	81	88	126	146	109	115	142	152
Reason for Journey										
Business	886	922	236	245	174	232	229	283	189	221
Holiday/Leisure/Recreation	4,654	4,824	890	1,254	1,599	911	1,044	1,243	1,642	894
Visit to Friends/Relatives	1,753	1,804	365	424	465	499	423	445	503	433
Other	420	327	84	126	118	92	67	79	94	87

Table 9 (b) Overseas Visits by Irish Residents - Estimated Number of Visits Classified by Route of Travel and Reason for Journey, (Quarter 4)

'000

Visits	Oct - Dec				
	2004	2005	2006	2007	2008
	Total Overseas Visits	1,190	1,316	1,530	1,734
Route of Travel					
Air Cross-Channel	498	535	562	604	604
Sea Cross-Channel	78	59	68	75	73
Continental European	524	614	781	908	806
Transatlantic	90	108	119	146	152
Reason for Journey					
Business	166	197	219	232	221
Holiday/Leisure/Recreation	616	684	793	911	894
Visit to Friends/Relatives	324	363	431	499	433
Other	85	72	87	92	87

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

	'000									
Visits	2007	2008	2007				2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
Total Overseas Visits	7,713	7,877	1,575	2,049	2,356	1,734	1,762	2,051	2,428	1,636
Same-day visits (i.e. no overnight abroad)	205	201	59	50	55	41	42	76	41	42
Visits with at least one overnight abroad	7,508	7,676	1,517	1,999	2,300	1,693	1,721	1,975	2,387	1,593

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

	'000									
Visits	2007	2008	2007				2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
Total Overseas Visits	205	201	59	50	55	41	42	76	41	42
Route of Travel										
Air Cross-Channel	134	119	43	37	26	28	33	42	15	28
Sea Cross-Channel	28	21	5	9	11	4	1	7	9	4
Continental European	42	59	11	4	19	9	7	27	16	9
Transatlantic	1	1	0	0	0	1	0	0	0	1
Reason for Journey										
Business	109	93	33	31	26	19	24	40	13	16
Holiday/Leisure/Recreation	57	70	14	11	19	13	8	29	19	15
Visit to Friends/Relatives	32	31	10	6	8	8	9	5	8	10
Other	6	7	1	2	2	0	1	2	2	2

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

'000					
Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Total Same-Day Visits (i.e. no overnight abroad)	16	15	10	2	42
Route of Travel					
Air Cross-Channel	15	8	5	1	28
Sea Cross-Channel	1	2	1	1	4
Continental European	0	4	4	1	9
Transatlantic	0	0	0	0	1

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

'000					
Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Total Visits with at least one overnight abroad	206	879	424	84	1,593
Route of Travel					
Air Cross-Channel	100	228	221	27	576
Sea Cross-Channel	8	21	36	4	69
Continental European	87	527	133	50	798
Transatlantic	11	104	35	2	152

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	2007	2008	2007				2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
All Overseas Visits	8.1	8.5	6.6	7.4	10.5	7.0	7.4	7.1	10.5	7.9
Route of Travel										
Air Cross-Channel	8.5	8.1	7.3	7.9	11.9	7.2	7.0	6.3	10.2	8.6
Sea Cross-Channel	6.5	7.7	5.2	5.9	8.7	5.0	7.2	6.3	7.8	5.7
Continental European	7.8	8.5	6.0	7.2	9.9	6.8	7.4	7.3	10.5	7.3
Transatlantic	10.2	11.0	8.5	10.1	13.4	8.3	10.3	9.9	14.8	8.7
Reason for Journey										
Business	6.1	6.7	5.6	5.7	8.5	5.2	4.9	4.7	8.3	8.7
Holiday/Leisure/Recreation	8.4	8.5	6.2	7.7	10.7	7.2	7.2	7.4	10.8	7.2
Visit to Friends/Relatives	8.3	8.8	7.9	8.2	10.1	7.1	9.1	7.4	10.0	8.4
Other	8.2	10.9	7.6	5.1	12.4	7.7	9.0	9.4	13.2	10.1

Table 15 Tourism and Travel Estimated Earnings and Expenditure

€ million

Period	Earnings from all Visits to Ireland ¹	Expenditure by all Irish Visitors abroad ²	Balance ³
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	4,902	6,163	-1,261
2008 Year ⁴	4,784	6,914	-2,131
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	1,291	1,526	-235
July – September	1,768	2,098	-330
October – December	1,024	1,396	-373
2008 January – March	824	1,452	-628
April – June	1,313	1,627	-315
July – September	1,734	2,366	-632
October – December ⁴	913	1,469	-556

¹ Expenditure (excluding international fares) plus passenger fare receipts of Irish carriers from visitors to Ireland² Expenditure (including international fares) less passenger fare payments by Irish visitors abroad to Irish carriers³ + = Net inflow - = Net outflow⁴ Provisional

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 1st 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 4 2008 was just over 93,100 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 4 2008 was just over 70,100 passengers.