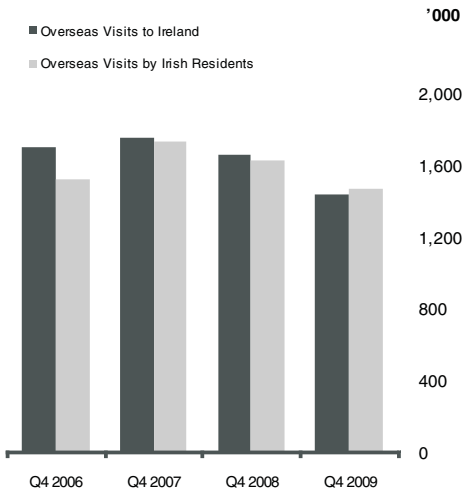


## Tourism and Travel

### Quarter 4 2009

#### Number of Visits Q4, 2006-2009



	Visits to Ireland '000	Irish Visits Abroad '000
<b>Oct - Dec 2006</b>	1,701	1,530
<b>Oct - Dec 2007</b>	1,756	1,734
<b>Oct - Dec 2008</b>	1,665	1,636
<b>Oct - Dec 2009</b>	1,446	1,473

#### Overseas visits to Ireland down 13% in Q4 2009

In the fourth quarter of 2009, 1,446,000 overseas trips were made to Ireland compared with 1,665,000 in the same period of 2008, this represented a decrease of 13%. Business trips decreased by 30%, while trips spent visiting friends/relatives increased by 5%. *See Table 1(b) and Graph.*

The number of trips abroad by Irish residents during the period October to December 2009 was 1,473,000, a decrease of 10% on the corresponding period in 2008. Trips for holiday/leisure/recreation purposes fell by the largest amount, a decrease of 136,000 (-15%). Overseas trips on transatlantic routes decreased by 35% while trips on sea cross-channel routes grew by 4%. *See Table 9(b) and Graph.*

The expenditure figures for October - December 2009 show a net outflow of €506m. Earnings from visitors to Ireland accounted for €746m, while expenditure by Irish visitors abroad amounted to €1,251m. *See Table 12.*

The Tourism figures in this release also show that between the fourth quarter of 2008 and the fourth quarter of 2009:

- ◆ The number of nights spent in Ireland by overseas visitors decreased by 10%. However, the average length of stay increased marginally to 7.3 nights. *See Tables 5 and 6.*
- ◆ The number of nights spent by overseas visitors in rented houses/apartments fell by 21%, while nights spent in hotels decreased by 19%. *See Table 6.*
- ◆ Residents from Great Britain spent 30% less nights in hotels and 49% less nights in guest houses/B&Bs, but spent 23% more nights visiting friends/relatives. *See Table 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	2008	2009	2008				2009			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
<b>Total Overseas Visits</b>	<b>7,839</b>	<b>6,927</b>	<b>1,542</b>	<b>2,159</b>	<b>2,472</b>	<b>1,665</b>	<b>1,402</b>	<b>1,902</b>	<b>2,177</b>	<b>1,446</b>
<b>Route of Travel</b>										
Air Cross-Channel	3,690	3,114	822	960	1,065	843	724	822	868	700
Sea Cross-Channel	890	784	141	258	353	138	96	218	322	147
Continental European	2,656	2,429	480	756	836	583	497	682	757	494
Transatlantic	603	601	99	184	218	101	86	180	230	105
<b>Area of Residence</b>										
Great Britain	3,872	3,257	849	1,023	1,149	851	722	858	956	720
Other Europe	2,610	2,382	480	729	840	561	489	658	757	478
USA & Canada	1,005	980	156	312	357	179	142	305	356	177
Other Areas	352	308	57	95	126	73	49	80	107	71
<b>Reason for Journey</b>										
Business	1,334	1,061	310	336	330	359	287	271	250	253
Holiday/Leisure/Recreation	3,698	3,027	665	1,119	1,277	637	543	895	1,074	515
Visit to Friends/Relatives	2,276	2,343	487	557	642	589	449	588	689	616
Other	531	496	80	147	224	80	123	147	164	62

**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				
	2005	2006	2007	2008	2009
<b>Total Overseas Visits</b>	<b>1,574</b>	<b>1,701</b>	<b>1,756</b>	<b>1,665</b>	<b>1,446</b>
<b>Route of Travel</b>					
Air Cross-Channel	897	912	901	843	700
Sea Cross-Channel	170	160	162	138	147
Continental European	395	506	562	583	494
Transatlantic	112	123	132	101	105
<b>Area of Residence</b>					
Great Britain	906	919	922	851	720
Other Europe	428	516	558	561	478
USA & Canada	178	196	208	179	177
Other Areas	62	71	69	73	71
<b>Reason for Journey</b>					
Business	252	326	345	359	253
Holiday/Leisure/Recreation	611	671	713	637	515
Visit to Friends/Relatives	620	633	597	589	616
Other	91	71	102	80	62

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

'000

Visits	2008	2009	2008				2009			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
	<b>Total Overseas Visits</b>	<b>7,839</b>	<b>6,927</b>	<b>1,542</b>	<b>2,159</b>	<b>2,472</b>	<b>1,665</b>	<b>1,402</b>	<b>1,902</b>	<b>2,177</b>
Same-day visits (i.e. no overnight in Ireland)	551	479	86	150	155	159	94	144	138	103
Visits with at least one overnight in Ireland	7,288	6,448	1,456	2,009	2,317	1,506	1,308	1,758	2,039	1,343

**Table 3 Overseas Same-Day Visits to Ireland by Non-Residents - Classified by Area of Residence and Reason for Journey, Oct - Dec 2009**

						'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>52</b>	<b>30</b>	<b>18</b>	<b>3</b>	<b>103</b>	
<b>Area of Residence</b>						
Great Britain	41	18	7	2	67	
Other Europe	8	8	6	2	23	
USA & Canada	3	4	4	0	12	
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, Oct - Dec 2009**

						'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>201</b>	<b>485</b>	<b>598</b>	<b>59</b>	<b>1,343</b>	
<b>Area of Residence</b>						
Great Britain	109	206	327	10	653	
Other Europe	69	173	183	30	455	
USA & Canada	17	82	65	2	165	
Other Areas	6	24	23	16	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	2008	2009	2008				2009			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
<b>Total Visits with at least one overnight in Ireland</b>	<b>8.1</b>	<b>8.1</b>	<b>6.7</b>	<b>7.6</b>	<b>10.1</b>	<b>7.2</b>	<b>6.6</b>	<b>9.0</b>	<b>9.0</b>	<b>7.3</b>
<b>Route of Travel</b>										
Air Cross-Channel	5.1	5.5	4.3	4.7	6.3	4.6	4.4	5.6	6.6	5.3
Sea Cross-Channel	8.7	8.8	8.2	8.2	9.3	8.7	7.9	9.6	9.3	7.0
Continental European	11.6	10.7	9.9	10.2	14.9	9.9	9.1	12.5	11.0	9.4
Transatlantic	10.2	10.1	8.9	10.4	10.5	10.4	8.6	10.0	10.7	10.5
<b>Area of Residence</b>										
Great Britain	4.8	5.1	4.1	4.6	6.1	4.1	4.1	5.2	6.4	4.3
Other Europe	11.4	10.6	9.7	10.2	14.5	9.7	8.5	13.0	10.7	9.5
USA & Canada	9.3	9.3	8.1	9.1	9.6	9.9	9.0	9.0	9.2	10.2
Other Areas	15.2	15.6	15.5	13.3	16.5	15.3	15.8	14.1	17.9	13.7
<b>Reason for Journey</b>										
Business	4.7	6.0	3.8	4.9	5.6	4.3	4.2	7.3	5.9	6.8
Holiday/Leisure/Recreation	7.1	6.9	5.6	6.7	8.6	6.5	5.3	7.3	8.3	5.2
Visit to Friends/Relatives	8.3	8.1	8.6	7.5	9.3	7.6	8.0	7.6	9.0	7.7
Other	23.0	20.0	15.6	21.5	26.5	23.2	12.4	28.4	17.7	21.9

**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	2008	2009	2008				2009			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
<b>Accommodation</b>	<b>59,337</b>	<b>52,412</b>	<b>9,826</b>	<b>15,316</b>	<b>23,335</b>	<b>10,860</b>	<b>8,618</b>	<b>15,764</b>	<b>18,253</b>	<b>9,779</b>
Hotel	13,584	10,902	2,421	3,972	4,892	2,300	1,931	2,994	4,125	1,852
Guest house/B&B	5,469	4,344	504	1,853	2,406	706	404	1,713	1,621	606
Rented house/Apartment	12,452	10,312	1,888	3,083	5,078	2,402	1,804	3,632	2,981	1,895
Caravan/Camping	778	932	33	198	516	31	10	416	457	49
Hostel	1,704	1,549	232	574	526	372	333	432	539	244
Friends/Relatives	17,846	18,504	3,911	3,982	5,978	3,975	3,263	4,423	6,712	4,105
Other	7,503	5,870	836	1,655	3,939	1,074	872	2,154	1,817	1,028

**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	2008		2009		2008				2009			
	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec				
<b>Great Britain</b>	<b>17,057</b>	<b>15,231</b>	<b>3,261</b>	<b>4,330</b>	<b>6,460</b>	<b>3,007</b>	<b>2,696</b>	<b>4,061</b>	<b>5,666</b>	<b>2,809</b>		
Hotel	4,770	3,673	1,157	1,249	1,377	987	836	1,028	1,115	695		
Guest house/B&B	1,329	916	133	382	636	179	114	321	390	91		
Rented house/Apartment	2,556	1,615	339	664	1,255	298	361	455	596	204		
Caravan/Camping	234	223	15	72	128	19	7	106	107	3		
Hostel	156	140	24	29	62	40	52	37	29	22		
Friends/Relatives	6,957	7,735	1,458	1,564	2,602	1,334	1,213	1,769	3,119	1,635		
Other	1,056	929	135	370	400	151	115	345	311	159		
<b>Other Europe</b>	<b>28,608</b>	<b>24,331</b>	<b>4,516</b>	<b>7,175</b>	<b>11,727</b>	<b>5,189</b>	<b>4,001</b>	<b>8,221</b>	<b>7,787</b>	<b>4,322</b>		
Hotel	5,019	3,882	669	1,609	2,014	726	618	1,102	1,573	589		
Guest house/B&B	2,595	2,201	241	854	1,184	315	195	884	760	362		
Rented house/Apartment	6,758	6,028	1,054	1,677	2,704	1,322	1,069	2,427	1,542	990		
Caravan/Camping	522	680	18	123	369	12	3	299	334	44		
Hostel	1,009	928	127	341	293	248	204	198	383	142		
Friends/Relatives	7,246	6,427	1,847	1,527	2,041	1,831	1,282	1,712	1,896	1,536		
Other	5,459	4,185	559	1,044	3,121	735	630	1,598	1,299	658		
<b>USA &amp; Canada</b>	<b>8,532</b>	<b>8,172</b>	<b>1,199</b>	<b>2,618</b>	<b>3,118</b>	<b>1,597</b>	<b>1,177</b>	<b>2,382</b>	<b>2,920</b>	<b>1,693</b>		
Hotel	3,106	2,689	499	934	1,230	444	379	701	1,172	437		
Guest house/B&B	1,065	963	78	460	394	132	64	407	375	117		
Rented house/Apartment	1,435	1,557	169	434	403	429	213	466	399	479		
Caravan/Camping	9	18	0	1	8	0	0	8	8	2		
Hostel	326	314	43	140	105	38	57	106	94	56		
Friends/Relatives	1,794	2,190	289	429	636	439	378	553	755	504		
Other	798	442	122	220	341	115	86	141	116	98		
<b>Other Areas</b>	<b>5,139</b>	<b>4,678</b>	<b>849</b>	<b>1,193</b>	<b>2,030</b>	<b>1,067</b>	<b>743</b>	<b>1,101</b>	<b>1,880</b>	<b>955</b>		
Hotel	690	658	96	180	270	144	99	163	265	130		
Guest house/B&B	480	265	53	156	192	79	32	101	95	36		
Rented house/Apartment	1,703	1,111	325	309	716	353	160	284	444	223		
Caravan/Camping	13	11	0	2	11	0	0	3	8	0		
Hostel	214	167	39	63	66	46	20	91	33	24		
Friends/Relatives	1,849	2,151	317	462	698	371	391	390	942	429		
Other	190	315	20	20	77	73	40	70	92	113		

**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 2009**

'000

Bednights	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
<b>Accommodation Used</b>	<b>1,360</b>	<b>2,531</b>	<b>4,597</b>	<b>1,289</b>	<b>9,779</b>
Hotel	424	1,060	283	84	1,852
Guest house/B&B	53	218	140	196	606
Rented house/Apartment	428	521	431	514	1,895
Caravan/Camping	41	6	1	1	49
Hostel	6	196	38	4	244
Friends/Relatives	97	424	3,488	95	4,105
Other	312	105	216	395	1,028

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

'000										
Visits	2008	2009	2008				2009			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
<b>Total Overseas Visits</b>	<b>7,877</b>	<b>7,047</b>	<b>1,762</b>	<b>2,051</b>	<b>2,428</b>	<b>1,636</b>	<b>1,540</b>	<b>1,900</b>	<b>2,137</b>	<b>1,473</b>
<b>Route of Travel</b>										
Air Cross-Channel	2,468	2,365	642	609	613	604	585	571	604	605
Sea Cross-Channel	357	421	67	89	129	73	68	122	156	76
Continental European	4,533	3,859	944	1,238	1,544	806	782	1,105	1,281	693
Transatlantic	520	402	109	115	142	152	104	102	97	99
<b>Reason for Journey</b>										
Business	922	731	229	283	189	221	193	183	166	188
Holiday/Leisure/Recreation	4,824	4,135	1,044	1,243	1,642	894	880	1,136	1,363	758
Visit to Friends/Relatives	1,804	1,761	423	445	503	433	362	443	516	440
Other	328	420	67	79	94	88	104	137	92	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				
	2005	2006	2007	2008	2009
<b>Total Overseas Visits</b>	<b>1,316</b>	<b>1,530</b>	<b>1,734</b>	<b>1,636</b>	<b>1,473</b>
<b>Route of Travel</b>					
Air Cross-Channel	535	562	604	604	605
Sea Cross-Channel	59	68	75	73	76
Continental European	614	781	908	806	693
Transatlantic	108	119	146	152	99
<b>Reason for Journey</b>					
Business	197	219	232	221	188
Holiday/Leisure/Recreation	684	793	911	894	758
Visit to Friends/Relatives	363	431	499	433	440
Other	72	87	92	87	87



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

'000

Visits	2008	2009	2008				2009			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
<b>Total Overseas Visits</b>	<b>7,877</b>	<b>7,047</b>	<b>1,762</b>	<b>2,051</b>	<b>2,428</b>	<b>1,636</b>	<b>1,540</b>	<b>1,900</b>	<b>2,137</b>	<b>1,473</b>
Same-day visits (i.e. no overnight abroad)	201	194	42	76	41	42	50	44	43	57
Visits with at least one overnight abroad	7,676	6,853	1,721	1,975	2,387	1,593	1,490	1,855	2,094	1,416

**Table 11 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	2008	2009	2008				2009			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
<b>All Overseas Visits</b>	<b>8.5</b>	<b>9.1</b>	<b>7.4</b>	<b>7.4</b>	<b>10.6</b>	<b>7.9</b>	<b>7.5</b>	<b>8.5</b>	<b>11.4</b>	<b>8.0</b>
<b>Route of Travel</b>										
Air Cross-Channel	8.1	8.1	7.0	6.5	10.3	8.6	7.0	7.4	10.5	7.3
Sea Cross-Channel	7.7	8.9	7.2	7.9	8.7	6.3	5.6	8.5	10.6	8.7
Continental European	8.5	9.3	7.4	7.5	10.5	7.3	7.7	8.8	11.2	8.2
Transatlantic	11.0	12.8	10.3	9.9	14.8	8.8	9.4	10.7	20.7	10.7
<b>Reason for Journey</b>										
Business	6.5	8.7	4.9	5.0	8.8	8.1	5.9	8.0	13.8	7.7
Holiday/Leisure/Recreation	8.5	9.0	7.2	7.6	10.8	7.2	7.4	8.2	11.3	8.0
Visit to Friends/Relatives	8.8	9.4	9.1	7.5	10.1	8.5	9.3	9.1	10.8	8.0
Other	11.1	8.8	9.0	10.0	13.5	11.2	4.3	9.7	12.2	9.2

**Table 12 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>
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	4,781	6,912	-2,131
2009 Year <sup>4</sup>	3,879	6,148	-2,270
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	911	1,467	-556
2009 January – March	694	1,300	-606
April – June	1,117	1,586	-468
July – September	1,321	2,012	-691
October – December <sup>4</sup>	746	1,251	-506

<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

## Background Notes

**Introduction** This quarterly series gives details on the number of overseas visits to Ireland and Irish visits abroad. It provides data on the purpose of the 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 at airports and seaports. These are 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 the estimates for overseas tourism and travel in this release.

The Country of Residence Survey is a continuous sample survey of passengers (both inward and outward) which provides 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 categorised into the areas of residence shown in this release. The sample size for the Country of Residence Survey in Quarter 4, 2009 was just under 72,700 passengers.

The Passenger Card Inquiry is a continuous sample survey of incoming and departing passengers. This survey provides information on the reason for the 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 for the Passenger Card Inquiry in Quarter 4, 2009 was just under 47,000 passengers.