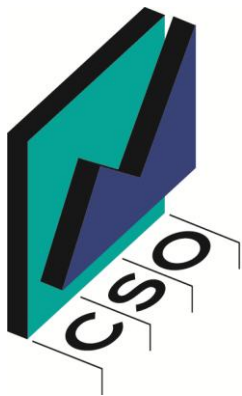


Visitors to Ireland and Northern Ireland 2014: A Statistical Profile of Tourism



An Phríomh-Oifig Staidrimh
Central Statistics Office



A Joint Publication

Material jointly compiled, edited and presented by the Central Statistics Office, Ireland and Northern Ireland Statistics & Research Agency.

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Foreword

This report presents statistical information on inbound tourism activity for Ireland and Northern Ireland in a single publication. It covers visitors coming to Ireland and Northern Ireland from outside the island of Ireland and includes information on overnight visitors, accommodation used, the reason for visiting, expenditure, key markets and complementary information on air and sea passenger throughput. It is the result of close collaboration between the statistical services in both jurisdictions – the Central Statistics Office (CSO) Ireland and the Northern Ireland Statistics and Research Agency (NISRA). The publication draws together previously published statistics to enable readers to compare and contrast the different inbound tourism markets in Ireland and Northern Ireland.

We trust that this report will be a valuable source of information on the tourism industry in both parts of the island of Ireland.

We expect this publication will be of particular value to Government Departments and Agencies, as well as to the Cross Border Bodies established under the 1998 Belfast Agreement.

This report is published on both the CSO and NISRA websites.

Pádraig Dalton

Director General

CSO

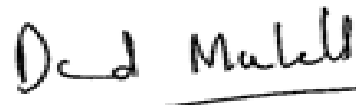


11th February 2016

David Marshall

Director of Sources

NISRA



Introduction

'Visitors to Ireland and Northern Ireland 2014: A Statistical Profile of Tourism' has been jointly prepared by the Central Statistics Office (CSO) in Ireland and the Northern Ireland Statistics and Research Agency (NISRA) in Northern Ireland. It provides users with the opportunity to compare and contrast the inbound tourism markets in Ireland and Northern Ireland. In Northern Ireland, NISRA is responsible for collecting and collating tourism data while the CSO has a similar role in Ireland.

Tourism statistics for both Ireland (Republic of Ireland) and Northern Ireland (NI) have been available for some time and the introduction of the UN World Tourism Organisation's (UNWTO) definition of tourism trips has enabled a comparison of information from the two jurisdictions. The UNWTO defines an overnight tourism trip as a trip to a main destination outside the visitor's usual environment, for at least one night but less than a year, for the main purpose of business, leisure or other personal purpose other than to be employed.

Eurostat, the Statistical Office of the European Union (EU), is regularly provided with tourism information on both Ireland and Northern Ireland using the UNWTO definition. The information in this report is presented using Eurostat's NUTS (Nomenclature of Territorial Units for Statistics) level 1 classification which defines 'Ireland' and 'Northern Ireland'. Therefore, Ireland and Northern Ireland have been used throughout this report to refer to the Republic of Ireland and Northern Ireland respectively.

Statistical Notes:

- (1) For the purpose of this report Ireland refers to the Republic of Ireland.**
- (2) The data refer to overnight trips and exclude same day visits. They will, therefore, differ in this respect from other published statistics.**
- (3) Overnight trips made by residents of Ireland or Northern Ireland within the island of Ireland have been excluded from these figures. The data therefore refer to overnight tourism trips made by visitors to Ireland and Northern Ireland who reside outside the island of Ireland.**
- (4) The number of trips for Ireland and Northern Ireland cannot be combined to produce a figure for Ireland as a whole. This is due to some visitors staying overnight in Ireland as well as in Northern Ireland during the same trip. Nights and expenditure figures, however, are mutually exclusive and can be combined to provide an overall figure for the island of Ireland.**
- (5) A €/£ 2014 average annual exchange rate of 0.8068 (or 1.239501 £/€) has been applied throughout this report.**

Summary of Findings

- In 2014, almost 7 million overnight trips were made to Ireland and close to 2 million overnight trips to Northern Ireland by inbound tourists. Related expenditure was a total of €3,505m (£2,828m) in Ireland and £446m (€553m) in Northern Ireland.
- Average expenditure per trip was lower in Northern Ireland than in Ireland. This was due to a shorter average length of trip taken in Northern Ireland of 5 nights compared to 8 nights in Ireland. However, overall expenditure per night was similar in both parts of the island.
- Almost half (48%) of all visits made to Ireland were for holiday/leisure purposes while the main reason for visits to Northern Ireland was to visit friends or relatives (51%).
- While visits to friends or relatives tended to be slightly longer in duration than holiday or business visits, the average expenditure for these trips was lower. The average nightly expenditure for holiday visits was almost twice that for visits to friends or relatives in both Ireland and Northern Ireland.
- Although residents of Great Britain (England, Scotland, and Wales) were the largest single group of visitors to Ireland (41%), they represented a smaller proportion of the total overnight trips (to Ireland) than was the case in Northern Ireland (66%).
- The proportion of overnight visitors from mainland Europe to Ireland (36%) was more than double that to Northern Ireland (15%).
- The top 5 markets in terms of visitors to Ireland were Great Britain, North America (USA and Canada), Germany, France, and Italy. For those visiting Northern Ireland the top markets were Great Britain, North America, Germany, France and Australia.
- While over half of all visitors to Northern Ireland (55%) stayed with friends or relatives, less than a third of visitors to Ireland (29%) did likewise. A higher proportion of visitors to Ireland than Northern Ireland chose to use hotel accommodation during their trip.
- Visitors from North America (Canada and USA) spent more per night in Ireland than in Northern Ireland. This may be partially explained by the larger proportion of North American visitors to Ireland who stayed in commercial accommodation than those who visited Northern Ireland, who were more likely to stay with friends or relatives.

- Almost 90% of all hotels registered in the island of Ireland were located in Ireland. One fifth of hotels on the island of Ireland were located in Dublin and Belfast.
- Over 26 million passengers were handled by the nine airports in Ireland during 2014. Dublin Airport, with 82% of the passengers, experienced the largest throughput. In Northern Ireland, almost 7 million passengers were handled by the three airports with Belfast International Airport accounting for over half (58%) of these passengers.
- Air travel represented over 90% of the total airport/seaport passengers in Ireland and almost 80% in Northern Ireland, demonstrating the greater importance of sea ferry travel to Northern Ireland. Over 2.75 million passengers passed through Ireland's seaports in 2014 while in Northern Ireland, the throughput was almost 2.1 million passengers.

Overnight Tourism Trips, Nights and Expenditure, 2014

The measurement of overnight trips is determined by the UN World Tourism Organisation (UNWTO) definition of what constitutes an overnight tourism trip. For a trip to be included, it must be for at least one night and it should not be part of a usual pattern. By both following the same definition, comparisons can be made between Ireland and Northern Ireland.

Over 6.8 million overnight trips were made to Ireland in 2014. This resulted in 54.7 million bed nights and generated expenditure of £2,828 million/€3,505 million. This equated to an average trip duration of 8 nights and an average expenditure of £414/€514 per trip. Average expenditure was £52/€64 per night.

Almost 1.8 million overnight trips were made to Northern Ireland in 2014. Associated nights and expenditure were 8.9 million and £446 million/€553 million respectively. The average length of trip was 5 nights with an average spend per trip of £249/€309. The average expenditure per night was £50/€62.

At almost four times greater, there were significantly more (overnight) trips made to Ireland than to Northern Ireland. Overall expenditure associated with these trips was more than six times higher in Ireland than Northern Ireland while the total number of nights was six times greater.

Average expenditure per trip was lower in Northern Ireland. This is explained by the shorter average length of trip taken in Northern Ireland of 5 nights compared to 8 nights in Ireland. However, expenditure per night was similar in both parts of the island.

Overnight Tourism Trips, Nights and Expenditure - Ireland and Northern Ireland

2014

Ireland

- Trips ('000)	6,824
- Nights ('000)	54,677
- Expenditure	£2,828m/€3,505m

Northern Ireland

- Trips ('000)	1,789
- Nights ('000)	8,945
- Expenditure	£446m/€553m

Note: Excludes overnight trips made by residents of Ireland and NI

The number of trips for Ireland and NI cannot be combined to produce a figure for Ireland as a whole. This is due to some visitors taking a trip in both Ireland and NI. Nights and expenditure figures, however, are mutually exclusive.

A €/£ exchange rate of 0.8068 (or 1.239501 £/€) has been applied

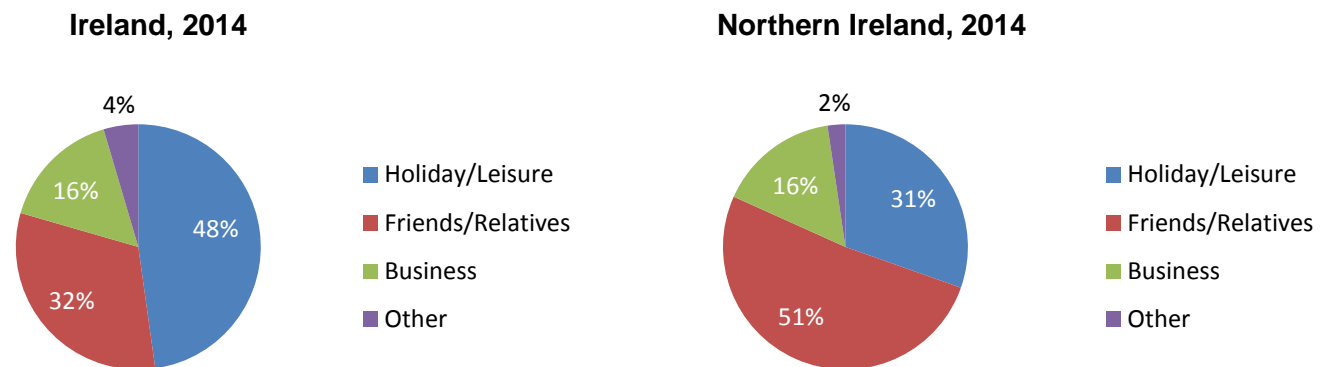
Overnight Tourism Trips to Ireland and Northern Ireland, 2014 - Reason for Visit

Almost half (48%) of all overnight trips made to Ireland in 2014 were for holiday or leisure purposes. Close to one third of trips were to visit friends or relatives (32%), while 16% were for business purposes. The average expenditure per trip by those on holiday was £450/€558, while those visiting friends or relatives spent an average of £292/€361 on each trip.

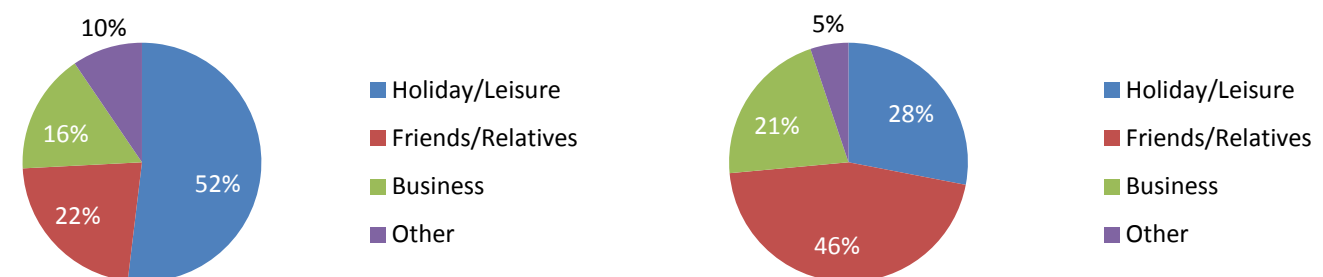
In contrast, just over half (51%) of those visiting Northern Ireland did so for the purpose of visiting friends or relatives. Around 31% of trips made to Northern Ireland were for a holiday and a further 16% of trips were for business reasons. The average spend per trip was £221/€274 by those visiting friends or relatives and £230/€285 by holidaymakers.

Northern Ireland has a greater dependency than Ireland on those visiting friends and relatives, and a smaller proportion of holiday/leisure visitors. This indicates a less developed tourism industry in Northern Ireland than in Ireland where holiday/leisure visitors represent almost half of all overnight tourism trips.

Percentage of Overnight Trips by Reason, 2014
[Link to data](#)



Percentage of Total Expenditure by Reason, 2014
[Link to data](#)



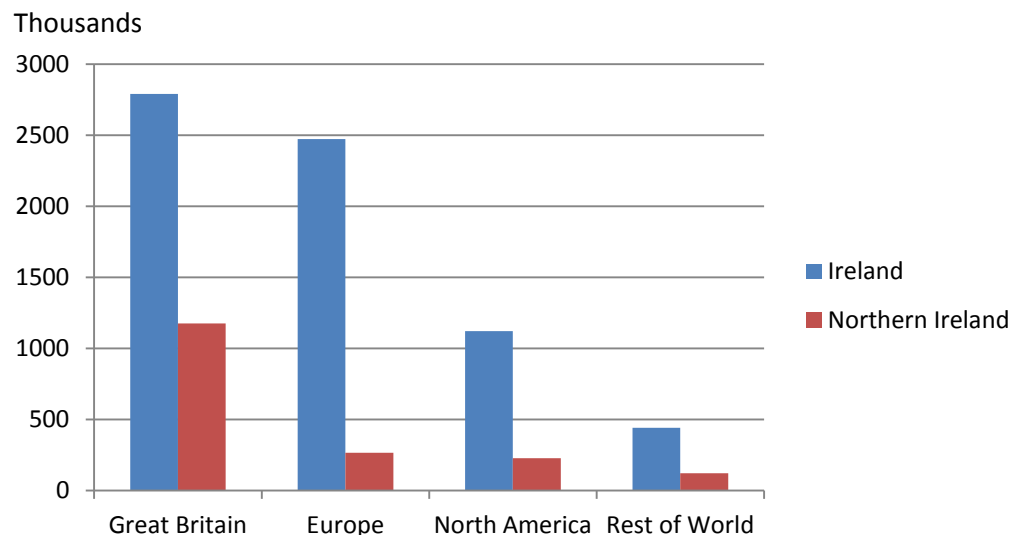
Overnight Tourism Trips to Ireland and Northern Ireland, 2014 - Main Markets

Residents of Great Britain took more overnight trips to Ireland than visitors from any other part of the world, staying an average of 5.1 nights per trip. Those from mainland Europe and North America stayed an average of 9.7 and 8.8 nights respectively while, with an average of 14.9 nights per trip, residents of other overseas countries (Rest of World) tended to stay longer.

Like Ireland, it was residents of Great Britain that made the majority of trips to Northern Ireland in 2014. Their average trip length was 4.3 nights while residents of mainland Europe, North America and Rest of World stayed an average of 7.0, 5.3 and 7.3 nights in Northern Ireland respectively.

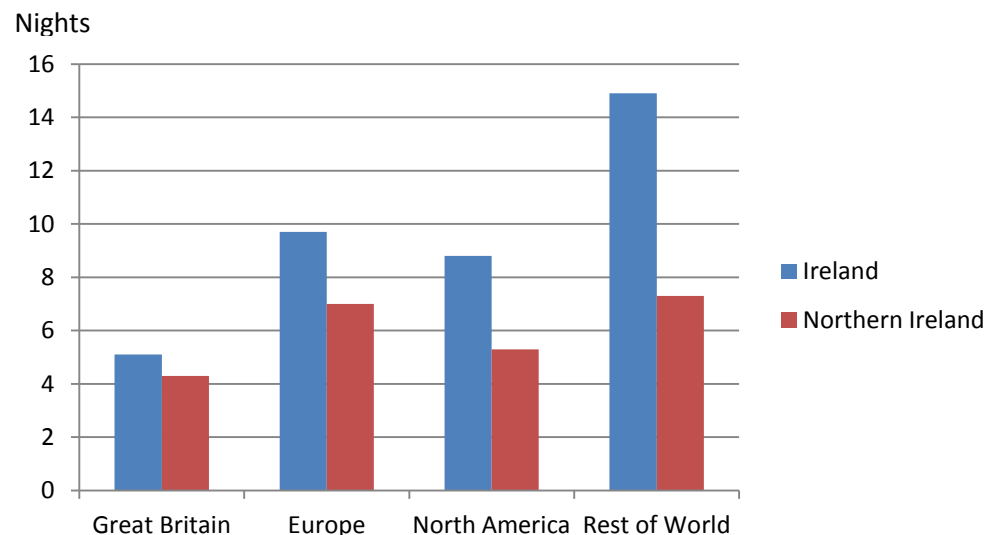
The importance of visitors from Great Britain to both Ireland and Northern Ireland is demonstrated by the number of overnight trips made by these residents. Visitors from Great Britain formed a much greater proportion of the trips to Northern Ireland (66%) than those to Ireland (41%), showing a greater reliance in Northern Ireland on visitors from Great Britain. The proportion of overnight visitors from mainland Europe to Ireland (36%) was more than double that of Northern Ireland (15%).

Number of Overnight Trips, 2014



[Link to data](#)

Average Length of Stay (Nights), 2014

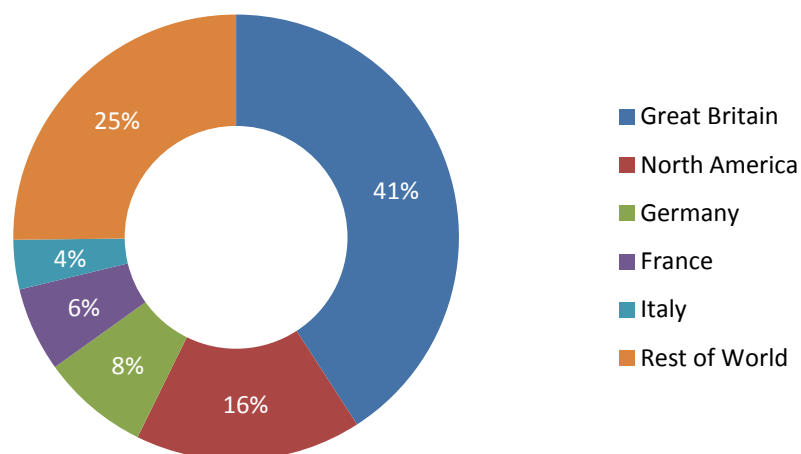


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Overnight Tourism Trips to Ireland and Northern Ireland, 2014 - Visitors' Country/Region of Residence – Top Markets

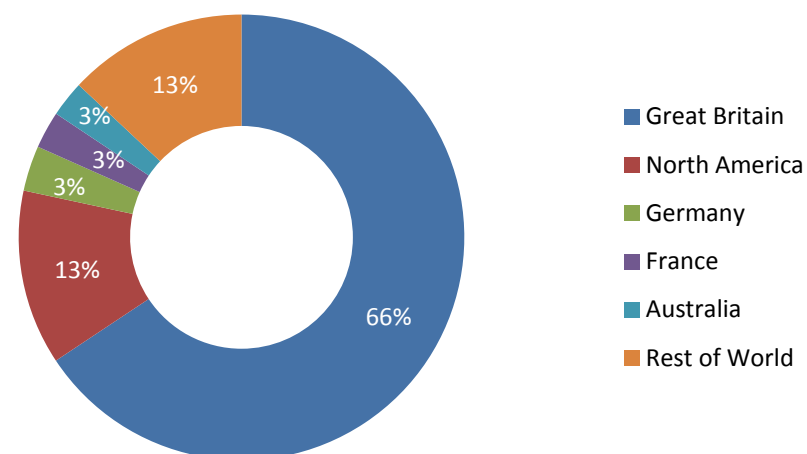
The profile of visitors can also be presented by looking at the top 5 countries/regions that visitors come from. The top 5 ranked markets in terms of visitors to Ireland were Great Britain, North America (USA and Canada), Germany, France and Italy. For those visiting Northern Ireland the top 5 markets were Great Britain, North America, Germany, France and Australia.

Top Markets Ireland, 2014



[Link to data](#)

Top Markets Northern Ireland, 2014



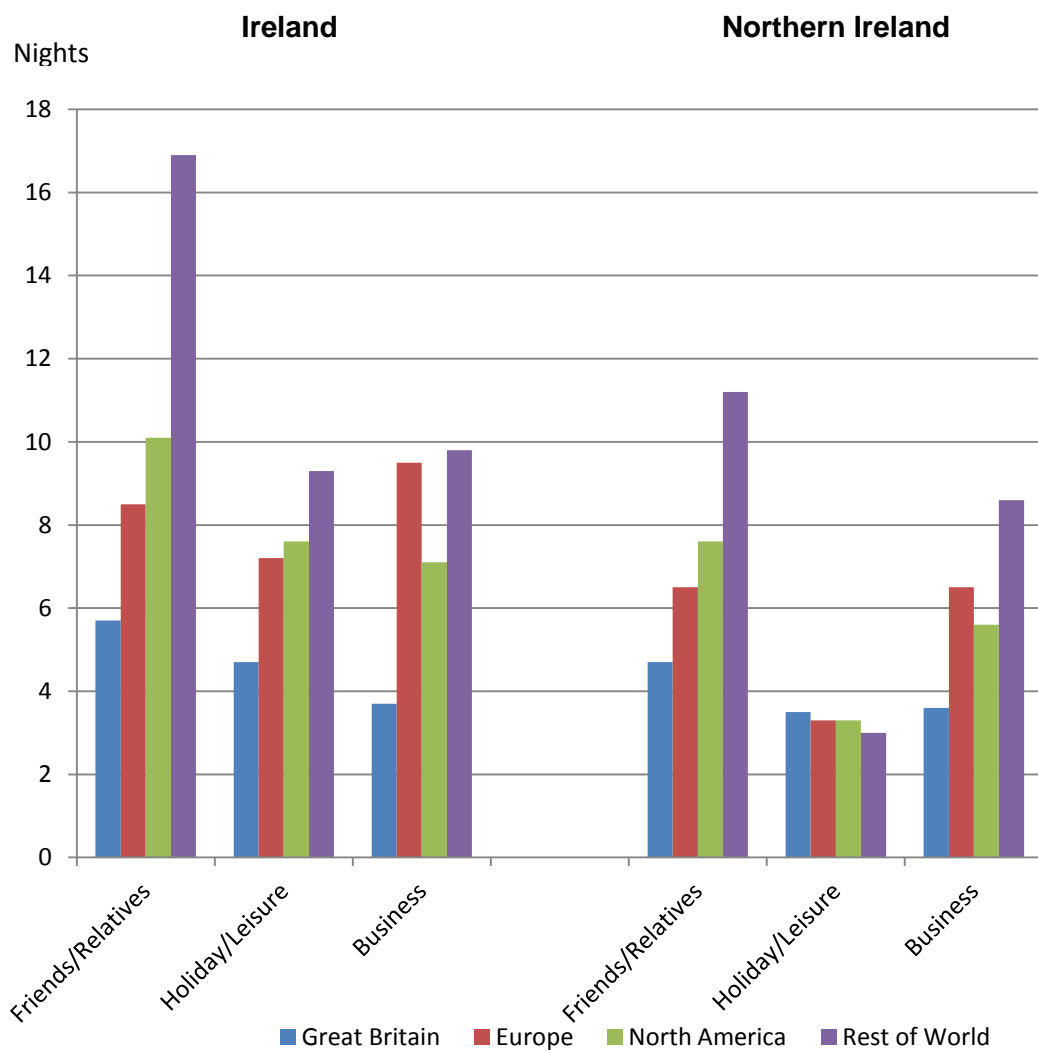
[Link to data](#)

It is interesting to note that the top 4 markets from which visitors hail were the same for both jurisdictions. The top 5 markets provided three quarters (75%) of visitors to Ireland while in Northern Ireland the top group formed a much larger proportion (87%) of visitors. A further 1.7 million visitors to Ireland came from the rest of the world (excluding the top five markets), while 233,000 visitors from outside the top five countries/regions visited Northern Ireland.

As before, the importance of the Great Britain market is highlighted, particularly for Northern Ireland. This is evidence of the close proximity and direct access routes with Great Britain.

Overnight Tourism Trips to Ireland and Northern Ireland, 2014 - Average Length of Stay (Nights) per Trip by Reason and Region of Residence

Average Length of Stay (Nights) per Trip by Reason and Region of Residence, 2014



[Link to data](#)

This section looks at the average number of nights per trip, broken down by the reason for taking the trip with the country/region of residence.

Those visiting friends or relatives in Ireland tended to stay longer on average than those who visited for holiday/leisure purposes.

Visitors to Ireland from Great Britain visiting friends or relatives in Ireland stayed on average 5.7 nights while those from much further overseas (Rest of World) stayed almost 3 times as long. For those holidaying in Ireland, average trip lengths were also shorter for visitors from Great Britain (4.7 nights) than those from further away (Rest of World at 9.3 nights).

Like those visiting Ireland, the overall average length of trip to Northern Ireland was greater for those visiting friends or relatives. Visitors from Great Britain stayed an average of 4.7 nights while those from 'Rest of World' stayed an average of 11.2 nights when visiting friends or relatives. The length of stay for those visiting for holiday purposes was somewhat shorter for all visitor groups.

The average length of stay for all visits to Ireland was longer than those in Northern Ireland regardless of the reason for visit or the visitors' region of residence.

Overnight Tourism Trips to Ireland and Northern Ireland, 2014 - Average Expenditure by Reason for Visit and Region of Residence

Those who visited Ireland for holiday or leisure reasons in 2014 tended to spend more on average during their trip than those on business or visiting friends or relatives. For those who came to Ireland on holiday or for leisure purposes, the largest average amount spent during a trip was by residents of North America. Of those who were visiting friends or relatives, visitors from Great Britain spent the least average amount during their trip.

Those visiting Northern Ireland for business reasons in 2014 spent a larger average amount during their trip than those who were visiting friends or relatives, or those visiting for holiday purposes. Residents of Great Britain visiting friends or relatives tended to spend less during their trip than when visiting for holiday or business purposes. Conversely, visitors from other regions who were visiting friends or relatives spent more on average on their trip than those who were holidaying here.

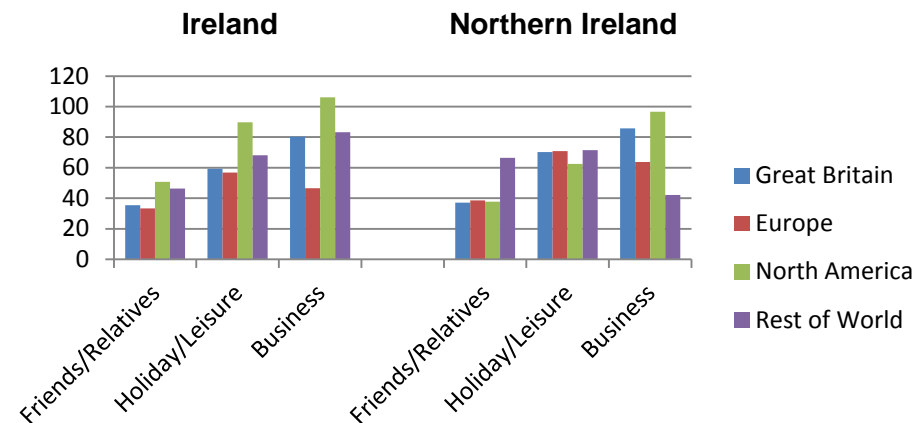
While it is useful to look at expenditure per trip, these figures do not take factors such as the length of trip into account. An analysis of expenditure per night shows that those coming to Ireland for holiday purposes spent significantly more per night than those coming to visit friends and relatives. Visitors from Great Britain, North America and the Rest of the World spent more per night on business trips than on holiday trips or on visits to friends and relatives.

Like those visiting Ireland, visitors to Northern Ireland for holiday purposes tended to spend significantly more per night than those visiting friends or relatives. Visitors from Great Britain and North America, who were visiting for business purposes, tended to spend more than visitors from the same region who were visiting friends and relatives or holidaying in Northern Ireland.

Expenditure (£s) per Trip, 2014

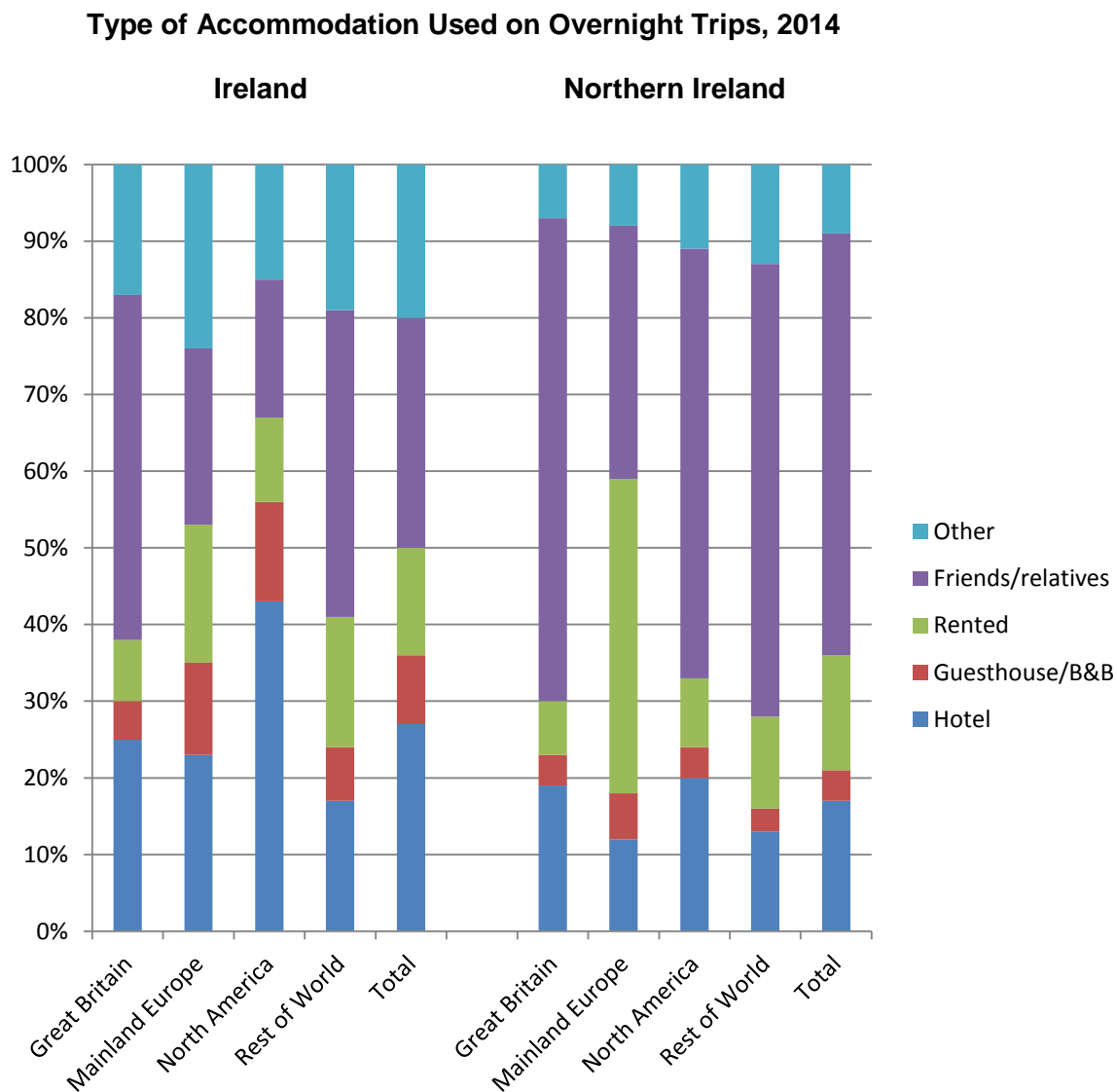


Expenditure (£s) per Night, 2014



Sterling has been used for the purposes of comparison. To see trip expenditure data and Euro figures click [here](#). For expenditure per night data click [here](#).

Overnight Tourism Trips to Ireland and Northern Ireland, 2014 - Type of Accommodation Used on Overnight Trips (%)



[Link to data](#)

Overnight visitors to Ireland in 2014 tended to stay with friends and relatives (29%) or in a hotel (27%). Only 9% of visitors stayed in guesthouse/bed and breakfast accommodation. Those from different regions tended to favour the use of different types of accommodation. Visitors from Great Britain and Rest of World regions were more likely to stay with friends or relatives while those coming from North America opted to use hotel accommodation to a greater degree. The same proportion of European visitors (23%) stayed with friends or relatives as those who used hotel accommodation.

In contrast, over half of those visiting Northern Ireland stayed with friends or relatives. A further 17% of visitors used a hotel while 4% stayed in guesthouse/bed and breakfast accommodation. Visitors to Northern Ireland from Great Britain, North America and Rest of World were more likely to stay with friends or relatives on their trip while those from mainland Europe favoured rented accommodation.

Those visiting Northern Ireland were almost twice as likely as those who visited Ireland to have stayed with friends or relatives. A higher proportion of visitors to Ireland chose to use hotel accommodation during their 2014 trip than those visiting Northern Ireland.

Accommodation - Hotels, 2014

Number of Hotels, Rooms and Bedspaces in Ireland and Northern Ireland				
2014		Number of hotels	Rooms	Bedspaces
Ireland				
-	Dublin	147	18,531	41,816
-	Rest of Ireland	651	37,709	88,639
Total		798	56,240	130,455
Northern Ireland				
-	Belfast	31	3,361	7,002
-	Rest of Northern Ireland	103	4,448	10,468
Total		134	7,809	17,470
Island of Ireland		932	64,049	147,925

Hotels in Ireland

- Under the Tourist Traffic Acts 1939 – 2003 any tourism business calling itself a hotel must be registered with Fáilte Ireland. In order to register as a hotel, the property should have a minimum of 10 guest bedrooms with en suite bathrooms, and offer breakfast and dinner. If the hotel business is located within the Dublin Metropolitan District, it should have a minimum of 15 guest bedrooms with en suite bathrooms.
- Ireland hotel data was at January 2015 (Source: Fáilte Ireland).

Hotels in Northern Ireland

- To offer tourist accommodation in Northern Ireland you must be registered with Tourism NI. Tourism NI refer to this process as certification. It is illegal to offer tourist accommodation in Northern Ireland without a certificate from Tourism NI.
- NI hotel data was at December 2014 (Source: Tourism NI)
- A double room is counted as two bedspaces

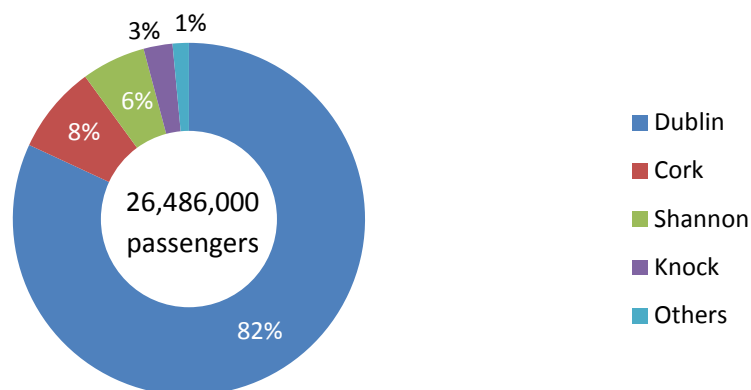
Hotel accommodation was the most popular type of serviced accommodation used by visitors in both Ireland and Northern Ireland. This section looks at the available stock of hotel accommodation in both areas.

There were 798 hotels registered in Ireland in 2014 (January 2015) with a total of 56,240 rooms and 130,455 bed spaces. This equates to an average hotel size of 70 rooms and 163 bedspaces per hotel. With 147 hotels, Dublin had 18% of Ireland's hotels. Dublin hotels represented approximately one third of Ireland's total hotel room (33%) and bedspace stock (32%). With an average of 126 rooms and 284 bedspaces, Dublin hotels tend to be larger than those for Ireland as a whole. Outside Dublin hotels had, on average, 58 rooms and 136 bedspaces.

Northern Ireland had a total of 134 hotels in 2014. The number of rooms and bedspaces associated with these hotels was 7,809 and 17,470 respectively. This translates to an average of 58 rooms and 130 bedspaces per hotel. Thirty-one of these hotels were located in Belfast, accounting for almost a quarter (23%) of Northern Ireland's hotels and 43% and 40% of rooms and bedspaces respectively. Hotels in Belfast were significantly larger than the average for Northern Ireland as a whole, with an average of 108 rooms and 226 bedspaces. Outside of Belfast, hotels had, on average, 43 bedrooms and 102 bedspaces.

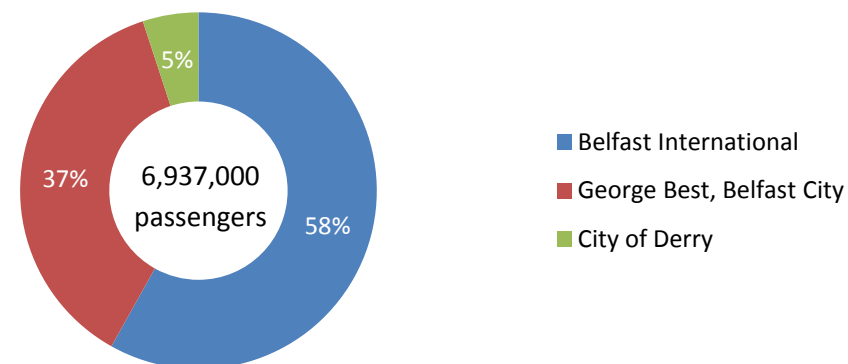
Airport Passengers - Throughput in Ireland and Northern Ireland, 2014

Ireland, 2014



[Link to data](#)

Northern Ireland, 2014



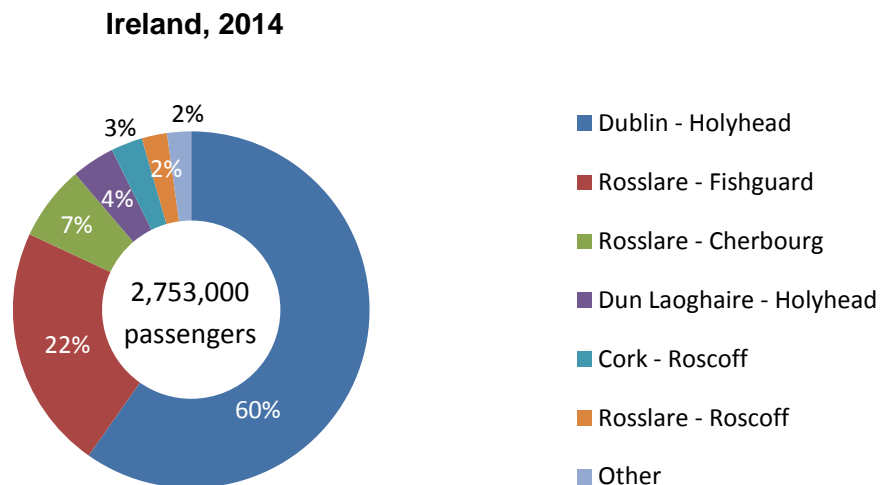
[Link to data](#)

Over 26 million passengers were handled by the nine main airports in Ireland during 2014. Dublin airport, with 82% of these passengers, experienced the largest throughput of all airports. In Northern Ireland, Belfast International airport, with 58% of all passengers, carried the largest number of passengers in 2014. Belfast City airport handled a further 37% of passengers with the remaining 5% travelling via the City of Derry airport.

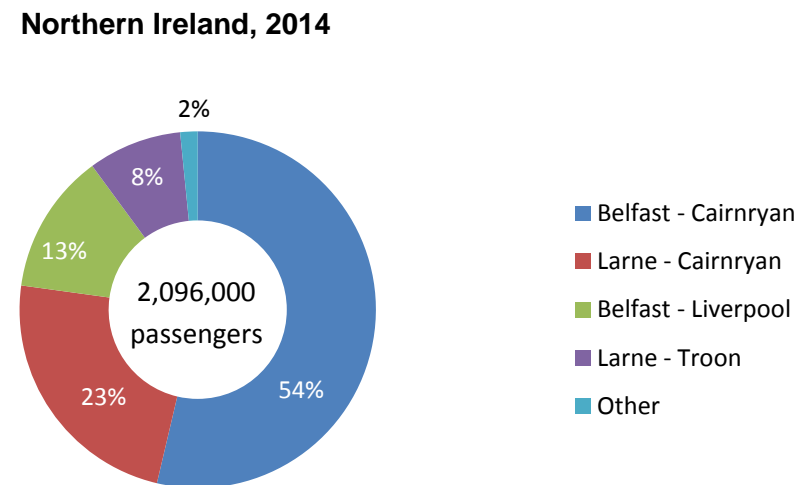
Ireland's airports combined carried just under four times as many passengers as those in Northern Ireland. Dublin airport carried almost two-thirds (65%) of all passengers across both Ireland and Northern Ireland combined. It is worth noting that it is not uncommon for Northern Ireland residents to travel through airports in Ireland.

The importance of the Great Britain market to Ireland is demonstrated by the number of routes to Great Britain in the top 10 most popular air routes. ([click here for data](#)) The top three routes in terms of passenger numbers are all to/from London airports, highlighting the importance of these links. It is also worth noting that three of the top ten routes were European while only one was American. All of the top 10 most popular routes for those travelling by air to/from Northern Ireland were to airports in Great Britain. The importance of London Gatwick and London Heathrow is demonstrated by the fact that they accounted for one-fifth of all air passenger transport into and out of Northern Irish airports. This, of course, does not mean that these airports are the final destination for travellers as they may be used to access other parts of the world.

Seaport Passengers - Throughput in Ireland and Northern Ireland, 2014



[Link to data](#)



[Link to data](#)

Over 2.75 million passengers passed through Ireland's seaports in 2014. The most popular route was between Dublin and Holyhead which handled more than 1.6 million passengers. Just over 0.6 million passengers used the Rosslare/Fishguard route. Almost 90% of all passengers using a ferry service into or out of Ireland were using ports in Great Britain, highlighting the importance of these links.

In Northern Ireland, almost 2.1 million passengers travelled by ferry. The most popular route was between Belfast and Cairnryan which carried over 1.1 million passengers. It is interesting to note that, unlike Ireland, all Northern Ireland ferry routes are to Great Britain and to Scotland in particular.

Northern Ireland routes to Great Britain represented 43% of the total combined sea passenger transport to/from the island of Ireland (both North and South), far greater than the relative population share would suggest. In 2011, the population of Northern Ireland represented just over 28% of the total population of the island of Ireland.

Air travel represented over 90% of the total air/sea port passengers in Ireland and almost 80% in Northern Ireland, demonstrating the greater importance of sea ferry travel to Northern Ireland. It should be noted that passengers from Northern Ireland may also travel through seaports in Ireland.

Background

1. This report is the result of collaborative work between the Central Statistics Office, Ireland and the Northern Ireland Statistics and Research Agency and presents statistics on external visitors to Ireland and Northern Ireland during January to December 2014. The report brings together previously published information into a single publication.
2. For the purposes of this publication, Ireland refers to the Republic of Ireland.
3. A €/£ 2014 average annual exchange rate of 0.8068 (or 1.239501 £/€) has been applied. These were sourced from HM Customs and Revenue. [Link](#).

Northern Ireland

4. The production of Northern Ireland's tourism statistics is conducted in line with the UK Statistics Authority [Code of Practice for Official Statistics](#). This means that the statistics
 - a. meet identified user needs,
 - b. are well explained and readily accessible,
 - c. are produced according to sound methods, and
 - d. are managed impartially and objectively in the public interest
5. Sources used in this publication are the Northern Ireland Passenger Survey which is carried out by NISRA in Northern Ireland and the Survey of Overseas Travellers carried out by Fáilte Ireland. NISRA uses the Survey of Overseas Travellers to gain information on the overnight trips to Northern Ireland for visitors who exit through Republic of Ireland ports. NISRA provide a quality report of all of the sources used to compile a complete picture of Tourism in Northern Ireland. This report can be accessed at this [link](#).
6. Trip estimates in this publication are derived from sample surveys and are therefore subject to sampling errors. Sampling errors are determined both by the sample design and sample size. Generally speaking, the larger the sample the smaller the associated sampling error. Confidence intervals around the estimates of all overnight trips in Northern Ireland are +/-6% for the 2014 calendar year. Estimates around the associated expenditure stands at +/-11%. Information on confidence intervals in Northern Ireland tourism statistics can be accessed at this [link](#).

Ireland

7. The Central Statistics Office (CSO) Ireland carries out two sample surveys of passengers at airports and seaports. These are the *Country of Residence Survey (CRS)* and the *Passenger Card Inquiry (PCI)*. Data from these surveys are used in conjunction with passenger movement figures supplied by the air and sea transport companies to provide the estimates for overseas tourism and travel. The *Country of Residence Survey* is a continuous sample survey of passengers (both inward and outward) which provides an estimated country of residence breakdown for passengers entering and leaving Ireland. This distribution is applied to the total passenger movement figures to provide estimates of Irish trips abroad and trips to Ireland by non-residents. Trips to Ireland are categorised into the areas of residence.
8. The Passenger Card Inquiry is a continuous sample survey of incoming and departing passengers. This survey provides information on the reason for journey, length of stay, expenditure and fare costs, in addition to residency. The results are combined with the overall residency estimates from the Country of Residence Survey to provide the overseas tourism and travel details.
9. The Passenger Card Inquiry surveys passengers at Dublin, Cork, Shannon and Knock airports and at Rosslare, Ringaskiddy, Dún Laoghaire and Dublin seaports. Data on the country of residence, length of stay, reason for journey, expenditure and fare costs is collected from passengers who complete a questionnaire provided by one of a team of Central Statistics Office (CSO) interviewers. This data is also collected by the Office of National Statistics staff on behalf of the CSO at Holyhead seaport covering passengers coming into the Republic of Ireland from Holyhead.

The quality reports for these two surveys can be accessed at the following links:-

[Link to Country of Residence Survey Quality Report](#)

[Link to Passenger Card Inquiry Quality Report](#)

Annex of Tables

Table A1: Overnight Tourism Trips to Ireland and Northern Ireland by Reason for Visit, 2014

2014	Number (‘000)	Expenditure (£m) (€m)	
Ireland			
- Holiday/Leisure	3,261	1,468	1,819
- Visiting friends/relatives	2,162	630	781
- Business	1,089	461	571
- Other	312	269	333
Total	6,824	2,828	3,505
Northern Ireland			
- Holiday/Leisure	544	125	155
- Visiting friends/relatives	918	203	252
- Business	285	95	118
- Other	42	23	29
Total	1,789	446	553

Sources: CSO, Ireland. NISRA.

Table A2: Overnight Tourism Trips to Ireland and Northern Ireland by Main Markets and Average Length of Stay (Nights), 2014

2014	Number ('000) and % of trips	Average length of stay (nights)
Ireland		
➤ Great Britain	2,789 (41%)	5.1
➤ Mainland Europe	2,473 (36%)	9.7
- France	418	9.6
- Germany	533	9.7
- Other Europe	1,521	9.7
➤ North America (USA and Canada)	1,121 (16%)	8.8
➤ Rest of World	442 (6%)	14.9
- Australia and New Zealand	181	13.1
- Other	261	16.1
Northern Ireland		
➤ Great Britain	1,175 (66%)	4.3
➤ Mainland Europe	265 (15%)	7.0
- France	48	10.9
- Germany	59	5.1
- Other Europe	158	6.5
➤ North America (USA and Canada)	227 (13%)	5.3
➤ Rest of World	122 (7%)	7.3
- Australia and New Zealand	55	6.1
- Other	67	8.2

Sources: CSO, Ireland. NISRA.

Table A3: Overnight Tourism Trips to Ireland and Northern Ireland by Visitors' Country/Region of Residence – Top Five Markets, 2014

2014	Ireland			Northern Ireland		
	Market	Number of Trips	Percentage of Total Trips	Market	Number of Trips	Percentage of Total Trips
1.	Great Britain	2,789,000	41%	Great Britain	1,175,000	66%
2.	North America (USA and Canada)	1,121,000	16%	North America (USA and Canada)	227,000	13%
3.	Germany	533,000	8%	Germany	59,000	3%
4.	France	418,000	6%	France	48,000	3%
5.	Italy	245,000	4%	Australia	47,000	3%
Total (top 5)		5,106,000			1,556,000	
Total trips		6,824,000			1,789,000	
Top 5 markets as % of total overnight trips		75%			87%	

Sources: CSO, Ireland. NISRA.

Table A4: Overnight Tourism Trips to Ireland and Northern Ireland - Average Length of Stay (Nights) per Trip by Reason and Country/Region of Residence, 2014

2014	Great Britain	Mainland Europe	North America	Rest of World	Average length of stay
Ireland					
- Visit friends/relatives	5.7	8.5	10.1	16.9	7.6
- Holiday/leisure	4.7	7.2	7.6	9.3	6.7
- Business	3.7	9.5	7.1	9.8	6.6
Northern Ireland					
- Visit friends/relatives	4.7	6.5	7.6	11.2	5.5
- Holiday/leisure	3.5	3.3	3.3	3.0	3.3
- Business	3.6	6.5	5.6	8.6	4.2

Sources: CSO, Ireland. NISRA.

Table A5: Average Expenditure per Trip by Reason by Region of Residence, 2014 (£ Sterling and € Euro)

2014	Great Britain	Mainland Europe	North America	Rest of World	All Visitors
Ireland (£ Sterling)					
- Visit friends/relatives	203	284	512	781	292
- Holiday/leisure	278	409	683	635	450
- Business	301	442	753	819	423
Northern Ireland (£ Sterling)					
- Visit friends/relatives	175	251	288	745	221
- Holiday/leisure	245	231	205	218	230
- Business	305	412	545	364	335

2014	Great Britain	Mainland Europe	North America	Rest of World	All Visitors
Ireland (€ Euro)					
- Visit friends/relatives	251	352	635	968	361
- Holiday/leisure	345	507	847	787	558
- Business	373	548	933	1,015	525
Northern Ireland (€ Euro)					
- Visit friends/relatives	216	312	357	924	274
- Holiday/leisure	304	286	255	270	285
- Business	378	502	675	451	416

Figures rounded to the nearest £/€

Sources: CSO, Ireland. NISRA.

Table A6: Average Expenditure per Night by Reason by Region of Residence, 2014 (£ Sterling and € Euro)

2014	Great Britain	Mainland Europe	North America	Rest of World	All Visitors
Ireland (£ Sterling)					
- Visit friends/relatives	35	33	51	46	38
- Holiday/leisure	59	57	90	68	67
- Business	80	46	106	83	65
Northern Ireland (£ Sterling)					
- Visit friends/relatives	37	39	38	66	40
- Holiday/leisure	70	71	62	72	69
- Business	86	64	97	42	80

2014	Great Britain	Mainland Europe	North America	Rest of World	All Visitors
Ireland (€ Euro)					
- Visit friends/relatives	44	41	63	57	48
- Holiday/leisure	73	70	111	85	84
- Business	100	58	131	103	80
Northern Ireland (€ Euro)					
- Visit friends/relatives	46	48	47	82	50
- Holiday/leisure	87	88	77	89	85
- Business	106	79	120	52	99

Figures rounded to the nearest £/€

Sources: CSO, Ireland. NISRA.

Table A7: Type of Accommodation Used on Overnight Trips (%), 2014

2014	Great Britain	Mainland Europe	North America	Rest of World	All Visitors
Ireland	%	%	%	%	%
- Hotel	25	23	44	17	27
- Guesthouse/ B&B	5	12	13	7	9
- Rented	8	18	11	17	14
- Stay with friends/relatives	45	23	18	39	29
- Other	17	25	15	19	20
Total	100	100	100	100	100
Northern Ireland	%	%	%	%	%
- Hotel	19	12	20	13	17
- Guesthouse/ B&B	4	6	4	3	4
- Rented	7	41	9	12	15
- Stay with friends/relatives	63	33	55	59	55
- Other	7	8	11	13	9
Total	100	100	100	100	100

Figures have been rounded to the nearest whole number. For this reason, the figures shown may not always total to 100%.

Sources: CSO, Ireland. NISRA.

Table A8: Airport Passengers – Throughput (Arrivals and Departures) in Airports in Ireland and Northern Ireland, 2014

2014	
Ireland	Passengers
1. Dublin	21,695,000
2. Cork	2,138,000
3. Shannon	1,555,000
4. Knock	704,000
5. Kerry	295,000
6. Donegal	35,000
7. Waterford	33,000
8. Connemara	19,000
9. Inishmore	11,000
Total	26,486,000
Northern Ireland	
	Passengers
1. Belfast International	4,032,000
2. George Best Belfast City	2,555,000
3. City of Derry	350,000
Total	6,937,000

Table A9: Airport Passengers – Throughput (Arrivals and Departures) of Top 5 Airports in Ireland and Northern Ireland, 2014

2014	
	Passengers
1. Dublin	21,695,000
2. Belfast International	4,032,000
3. George Best Belfast City	2,555,000
4. Cork	2,138,000
5. Shannon	1,555,000
Total (top 5 airports)	31,975,000
Total (all airports)	33,423,000
Top 5 airport passenger numbers as % of all passengers	96%

Figures include all passengers including residents and do not refer solely to tourism travel

Figures have been rounded to the nearest thousand. For this reason, the figures shown may not equal the total provided.

Sources: Airports of Ireland, CAA

Table A10: Airport Routes – Top 10 Most Popular Air Routes, 2014 – Arrivals and Departures

2014	Arrivals	Departures	Total
Ireland			
1. London Heathrow	1,113,000	1,172,000	2,286,000
2. London Stansted	751,000	729,000	1,480,000
3. London Gatwick	654,000	634,000	1,288,000
4. Manchester	469,000	472,000	941,000
5. Birmingham	405,000	404,000	809,000
6. Paris – Charles de Gaulle	380,000	380,000	760,000
7. New York JFK	360,000	362,000	722,000
8. Amsterdam Schiphol	341,000	346,000	686,000
9. Edinburgh	275,000	274,000	548,000
10. Frankfurt	252,000	255,000	507,000
Total top 10 most popular routes	5,000,000	5,026,000	10,026,000
Northern Ireland			
1. London Gatwick	360,000	356,000	716,000
2. London Heathrow	329,000	342,000	670,000
3. Manchester	252,000	251,000	503,000
4. Liverpool John Lennon	249,000	251,000	500,000
5. Birmingham	241,000	242,000	483,000
6. London Stansted	218,000	215,000	433,000
7. Glasgow	199,000	199,000	398,000
8. Edinburgh	189,000	188,000	378,000
9. London Luton	122,000	121,000	243,000
10. Bristol	115,000	116,000	231,000
Total top 10 most popular routes	2,274,000	2,280,000	4,554,000

Ireland airports included: Dublin, Cork, Shannon, Cork, Kerry

Northern Ireland airports included: Belfast International, George Best Belfast City, City of Derry

Note that passenger numbers have been combined for routes to/from the same airport and include all passengers incl residents and do not refer solely to tourism travel.

Figures have been rounded to the nearest thousand. For this reason, the figures shown may not equal the total provided

Sources: Airports of Ireland, CAA

Table A11: Seaport Passengers – Throughput in Seaports in Ireland and Northern Ireland by Route, 2014

2014		Total
Ireland		
Route		
- Cork	Roscoff	79,000
- Dublin	Holyhead	1,645,000
- Dublin	Liverpool	49,000
- Dublin	Other	3,000
- Dun Laoghaire	Holyhead	108,000
- Rosslare	Fishguard	611,000
- Rosslare	Milford Haven (inc Pembroke)	8,000
- Rosslare	Cherbourg	187,000
- Rosslare	Roscoff	63,000
Total		2,753,000
Northern Ireland		
Route		
- Belfast	Heysham	6,000
- Belfast	Liverpool	267,000
- Belfast	Cairnryan	1,124,000
- Larne	Cairnryan	492,000
- Larne	Troon	178,000
- Warrenpoint	Heysham	7,000
- Belfast	Douglas	17,000
- Larne	Douglas	3,000
Total		2,096,000

Sources: Ports of Ireland, Department for Transport UK

Figures include all passengers including residents and do not refer solely to tourism travel

Figures have been rounded to the nearest thousand. For this reason, the figures shown may not equal the total provided.