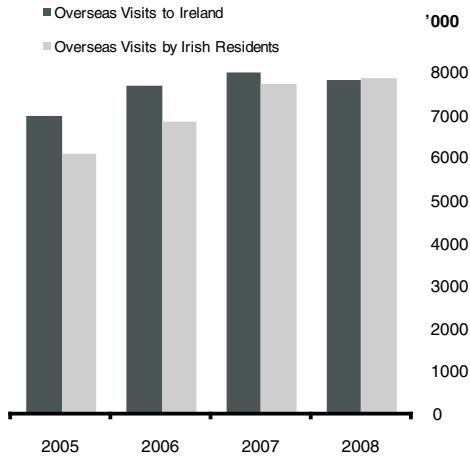




## Tourism and Travel 2008

Number of Visits 2005 - 2008



	Overseas Visits to Ireland '000	Overseas Visits by Irish Residents '000
<b>2005</b>	6,977	6,113
<b>2006</b>	7,709	6,848
<b>2007</b>	8,012	7,713
<b>2008</b>	7,839	7,877

### Irish Visits Abroad exceed Visits to Ireland for first time since series began in 1952

There were 7,839,000 Overseas Visits to Ireland in the year 2008, compared with 8,012,000 in 2007, a decrease of 2%. The number of Overseas Visits to Ireland dropped on all routes in 2008, except for the Continental European route. This increased by 3.1%. Trips on Transatlantic routes decreased by 10% in 2008 while expenditure decreased by 26%. Trips for the purpose of Business increased by just over 10%, while spending on these trips increased by over 7%. Expenditure and trips for the purpose of Holiday/Leisure and Recreation both decreased by 8%. *See Tables 1, 2, 3 and Graph.*

The number of Overseas Visits by Irish Residents increased by 2% to 7,877,000 in 2008 compared to 7,713,000 in 2007. The expenditure of Irish Visitors Abroad increased by 11% overall, with total Cross-Channel expenditure increasing by 16%. *See Tables 11, 13 and Graph.*

The expenditure figures for the year 2008 show a net outflow of €2,131m. Earnings from Visits to Ireland accounted for €4,781m, while expenditure by Irish Visitors Abroad amounted to €6,912m. *See Table 17.*

The Tourism figures in this release also show that:

- ◆ Nights spent in hotels in Ireland overall remained stable, (with just under 1% growth), but declines were experienced in hotel nights spent by both British and North American visitors. Increases were seen in hotel nights spent by residents of Other Europe and Other Areas, by 11% and 12% respectively. Almost one in five nights spent in hotels were for the purpose of Business. *See Tables 8, 9 and 10.*
- ◆ The average length of stay of Overseas Visits to Ireland during 2008 was 8.1 nights. This compares with an average of 8.5 nights for Overseas Visits by Irish Residents. *See Tables 7 and 16.*

**Note:** All percentage increases and decreases are calculated on the same period in the previous year except where specifically referenced.

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**Table 1 Visits to Ireland by Non-Residents - Estimated Expenditure (Classified by Route of Travel) and Total International Tourism and Travel Earnings**

€ million

Estimated Expenditure	2004	2005	2006	2007	2008 <sup>3</sup>
<b>Route of Travel</b>					
Air Cross-Channel	1,388	1,372	1,471	1,424	1,441
Sea Cross-Channel	487	493	453	465	396
Continental European	841	1,076	1,310	1,464	1,575
Transatlantic	488	513	559	568	421
All Overseas Routes	3,204	3,455	3,793	3,920	3,834
<b>Cross-Border<sup>1</sup></b>	228	235	237	256	262
<b>Total Expenditure (excluding international fares)</b>	<b>3,432</b>	<b>3,689</b>	<b>4,029</b>	<b>4,176</b>	<b>4,095</b>
Passenger fare receipts of Irish carriers from Visits to Ireland	634	583	663	726	686
<b>Total international tourism and travel earnings<sup>2</sup></b>	<b>4,065</b>	<b>4,272</b>	<b>4,692</b>	<b>4,902</b>	<b>4,781</b>

<sup>1</sup> Estimates are for tourist expenditure only

<sup>2</sup> Total Expenditure (excl. international fares) plus passenger fare receipts of Irish carriers from visits to Ireland

<sup>3</sup> Revised

**Table 2 Overseas Visits to Ireland by Non-Residents - Estimated Expenditure (Excluding International Fares) Classified by Area of Residence and Reason for Journey**

€ million

Estimated Expenditure	2004	2005	2006	2007	2008
<b>Total Expenditure (excluding international fares)</b>	<b>3,204</b>	<b>3,455</b>	<b>3,793</b>	<b>3,920</b>	<b>3,834</b>
<b>Area of Residence</b>					
Great Britain	1,253	1,257	1,373	1,388	1,355
Other Europe	927	1,232	1,352	1,400	1,503
USA and Canada	769	731	803	806	660
Other Areas	255	234	265	326	315
<b>Reason for Journey</b>					
Business	424	457	473	554	594
Holiday/Leisure/Recreation	1,774	1,822	2,029	2,108	1,939
Visit to Friends/Relatives	755	884	936	914	899
Other	251	292	353	344	402

**Table 3 Visits to Ireland - Estimated Number of Overseas Visits by Non-Residents (Classified by Route of Travel, Area of Residence and Reason for Journey) and of Cross-Border Visits on Rail and Scheduled Bus Services**

	'000				
Visits	2004	2005	2006	2007	2008
<b>Total Overseas Visits</b>	<b>6,574</b>	<b>6,977</b>	<b>7,709</b>	<b>8,012</b>	<b>7,839</b>
<b>Route of Travel</b>					
Air Cross-Channel	3,413	3,595	3,900	3,754	3,690
Sea Cross-Channel	1,192	1,085	983	1,013	890
Continental European	1,408	1,705	2,181	2,575	2,656
Transatlantic	561	592	645	669	603
<b>Area of Residence</b>					
Great Britain	3,681	3,822	4,060	4,032	3,872
Other Europe	1,600	1,917	2,281	2,590	2,610
USA and Canada	977	953	1,055	1,073	1,005
Other Areas	317	285	314	317	352
<b>Reason for Journey</b>					
Business	926	967	1,100	1,211	1,334
Holiday/Leisure/Recreation	3,413	3,428	3,775	4,035	3,698
Visit to Friends/Relatives	1,807	2,125	2,323	2,247	2,276
Other	429	457	511	519	531
<b>Total Cross Border visits By Scheduled Public Transport (Including same-day visits)<sup>1</sup></b>					
<b>Rail</b>	<b>215</b>	<b>210</b>	<b>196</b>	<b>232</b>	<b>220</b>
<b>Scheduled Bus</b>	<b>273</b>	<b>259</b>	<b>242</b>	<b>222</b>	<b>212</b>

<sup>1</sup> Change from 2007 - includes same day visits by scheduled public transport

**Table 4 Overseas Visits to Ireland by Non-Residents Distinguishing Same-Day Visits**

		'000
<b>Visits</b>	2007	2008
<b>Total Overseas Visits</b>	<b>8,012</b>	<b>7,839</b>
Same-day visits (i.e. no overnight in Ireland)	422	551
Visits with at least one overnight in Ireland	7,590	7,288

**Table 5 Overseas Same-Day Visits to Ireland by Non-Residents - Classified by Area of Residence and Reason for Journey, 2008**

	Reason for Journey				'000
Visits	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	Total
<b>Total Same-day Visits (i.e. no overnight in Ireland)</b>	<b>232</b>	<b>173</b>	<b>91</b>	<b>55</b>	<b>551</b>
Great Britain	189	94	47	24	354
Other Europe	26	37	18	20	101
USA & Canada	15	36	21	11	82
Other Areas	3	6	5	1	14

**Table 6 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Classified by Area of Residence and Reason for Journey, 2008**

	Reason for Journey				'000
Visits	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	Total
<b>Total Visits with at least one overnight in Ireland</b>	<b>1,102</b>	<b>3,525</b>	<b>2,185</b>	<b>476</b>	<b>7,288</b>
Great Britain	589	1,572	1,270	88	3,518
Other Europe	382	1,196	609	322	2,509
USA & Canada	91	596	191	44	922
Other Areas	41	161	115	21	338

**Table 7 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	
	2007	2008
<b>All Overseas Visits</b>	<b>7.3</b>	<b>8.1</b>
<b>Route of Travel</b>		
Air Cross-Channel	4.8	5.1
Sea Cross-Channel	8.4	8.7
Continental European	9.9	11.6
Transatlantic	9.5	10.2
<b>Area of Residence</b>		
Great Britain	4.7	4.8
Other Europe	9.6	11.4
USA and Canada	9.1	9.3
Other Areas	14.5	15.2
<b>Reason for Journey</b>		
Business	5.2	4.7
Holiday/Leisure/Recreation	6.8	7.1
Visit to Friends/Relatives	7.9	8.3
Other	13.1	23.0

**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**

Bednights	'000					
	2007	2008	2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
<b>Accommodation</b>	<b>55,628</b>	<b>59,337<sup>1</sup></b>	<b>9,826</b>	<b>15,316</b>	<b>23,335</b>	<b>10,860</b>
Hotel	13,474	13,584	2,421	3,972	4,892	2,300
Guest house/B&B	6,017	5,469	504	1,853	2,406	706
Rented house/Apartment	10,388	12,452	1,888	3,083	5,078	2,402
Caravan/Camping	1,083	778	33	198	516	31
Hostel	1,684	1,704	232	574	526	372
Friends/Relatives	17,292	17,846	3,911	3,982	5,978	3,975
Other	5,689	7,503	836	1,655	3,939	1,074

<sup>1</sup> Revised

**Table 9 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	2008			
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
<b>Great Britain</b>	<b>17,487</b>	<b>17,057</b>	<b>3,261</b>	<b>4,330</b>	<b>6,460</b>	<b>3,007</b>
Hotel	4,993	4,770	1,157	1,249	1,377	987
Guest house/B&B	1,552	1,329	133	382	636	179
Rented house/Apartment	2,408	2,556	339	664	1,255	298
Caravan/Camping	364	234	15	72	128	19
Hostel	173	156	24	29	62	40
Friends/Relatives	7,143	6,957	1,458	1,564	2,602	1,334
Other	854	1,056	135	370	400	151
<b>Other Europe</b>	<b>24,288</b>	<b>28,608</b>	<b>4,516</b>	<b>7,175</b>	<b>11,727</b>	<b>5,189</b>
Hotel	4,508	5,019	669	1,609	2,014	726
Guest house/B&B	2,578	2,595	241	854	1,184	315
Rented house/Apartment	5,698	6,758	1,054	1,677	2,704	1,322
Caravan/Camping	670	522	18	123	369	12
Hostel	862	1,009	127	341	293	248
Friends/Relatives	6,174	7,246	1,847	1,527	2,041	1,831
Other	3,798	5,459	559	1,044	3,121	735
<b>USA &amp; Canada</b>	<b>9,381</b>	<b>8,532</b>	<b>1,199</b>	<b>2,618</b>	<b>3,118</b>	<b>1,597</b>
Hotel	3,356	3,106	499	934	1,230	444
Guest house/B&B	1,401	1,065	78	460	394	132
Rented house/Apartment	1,376	1,435	169	434	403	429
Caravan/Camping	47	9	0	1	8	0
Hostel	333	326	43	140	105	38
Friends/Relatives	2,149	1,794	289	429	636	439
Other	719	798	122	220	341	115
<b>Other Areas</b>	<b>4,472</b>	<b>5,139</b>	<b>849</b>	<b>1,193</b>	<b>2,030</b>	<b>1,067</b>
Hotel	617	690	96	180	270	144
Guest house/B&B	485	480	53	156	192	79
Rented house/Apartment	906	1,703	325	309	716	353
Caravan/Camping	3	13	0	2	11	0
Hostel	317	214	39	63	66	46
Friends/Relatives	1,826	1,849	317	462	698	371
Other	318	190	20	20	77	73

**Table 10 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, 2008**

'000

Bednights	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
<b>Accommodation Used</b>	<b>5,135</b>	<b>25,148</b>	<b>18,096</b>	<b>10,957</b>	<b>59,337</b>
Hotel	2,508	9,430	1,175	472	13,584
Guest house/B&B	363	3,823	638	644	5,469
Rented house/Apartment	1,310	5,732	1,706	3,705	12,452
Caravan/Camping	10	694	46	28	778
Hostel	57	1,171	141	336	1,704
Friends/Relatives	552	2,757	13,518	1,018	17,846
Other	335	1,541	872	4,755	7,503

**Table 11 Visits Abroad by Irish Residents - Estimated Expenditure (Including International Fares) Classified by Route of Travel and Total Net International Tourism and Travel Expenditure**

€ million

Estimated Expenditure	2004	2005	2006	2007	2008 <sup>3</sup>
<b>Route of Travel</b>					
Air Cross-Channel	1,419	1,610	1,638	1,897	2,183
Sea Cross-Channel	211	202	192	190	245
Continental European	2,480	2,846	3,402	3,969	4,229
Transatlantic	551	612	686	786	926
All Overseas Routes	4,661	5,270	5,918	6,842	7,583
Cross-Border <sup>1</sup>	128	131	131	142	145
<b>Total Expenditure (including international fares)</b>	<b>4,789</b>	<b>5,401</b>	<b>6,049</b>	<b>6,984</b>	<b>7,728</b>
Passenger fare payments by Irish Visitors abroad to Irish carriers	610	629	732	821	816
<b>Total net international tourism and travel expenditure<sup>2</sup></b>	<b>4,179</b>	<b>4,773</b>	<b>5,318</b>	<b>6,163</b>	<b>6,912</b>

<sup>1</sup> Estimates are for tourist expenditure only

<sup>2</sup> Total Expenditure (incl. international fares) less passenger fare payments by Irish Visitors abroad to Irish carriers

<sup>3</sup> Revised

**Table 12 Overseas Visits by Irish Residents - Estimated Expenditure (Including International Fares) Classified by Reason for Journey**

€ million

Estimated Expenditure	2004	2005	2006	2007	2008
<b>Total Expenditure (including international fares)</b>	<b>4,661</b>	<b>5,270</b>	<b>5,918</b>	<b>6,842</b>	<b>7,583</b>
<b>Reason for Journey</b>					
Business	612	708	781	829	971
Holiday/Leisure/Recreation	2,882	3,220	3,557	4,388	4,975
Visit to Friends/Relatives	862	945	1,132	1,227	1,283
Other	304	397	448	398	355

**Table 13 Visits Abroad by Irish Residents - Estimated Number of Overseas Visits (Classified by Route of Travel and Reason for Journey) and of Cross-Border Visits on Rail and Scheduled Bus Services**

'000

Visits	2004	2005	2006	2007	2008
<b>Total Overseas Visits</b>	<b>5,409</b>	<b>6,113</b>	<b>6,848</b>	<b>7,713</b>	<b>7,877</b>
<b>Route of Travel</b>					
Air Cross-Channel	1,982	2,215	2,252	2,356	2,468
Sea Cross-Channel	384	336	341	333	357
Continental European	2,735	3,205	3,867	4,583	4,533
Transatlantic	309	357	387	441	520
<b>Reason for Journey</b>					
Business	671	738	813	886	922
Holiday/Leisure/Recreation	3,081	3,518	3,864	4,654	4,824
Visit to Friends/Relatives	1,296	1,416	1,648	1,753	1,804
Other	361	441	523	420	328
<b>Cross Border Visits</b>					
Length of Stay - Over 1 day <sup>1</sup>	252	271	277	323	367
<b>Total Cross Border visits By Scheduled Public Transport (Including same-day visits)<sup>2</sup></b>					
<b>Rail</b>	182	178	167	196	188
<b>Scheduled Bus</b>	232	219	205	189	179

<sup>1</sup> Source Household Travel Survey

<sup>2</sup> Change from 2007 - Includes same day visits by scheduled public transport

**Table 14 Overseas Visits by Irish Residents Distinguishing Same-Day Visits**

		'000
<b>Visits</b>	2007	2008
<b>Total Overseas Visits</b>	<b>7,713</b>	<b>7,877</b>
Same-day visits (i.e. no overnight abroad)	205	201
Visits with at least one overnight abroad	7,508	7,676

**Table 15 Overseas Same-Day Visits by Irish Residents - Classified by Reason for Journey and Route of Travel, 2008**

	Reason for Journey				'000
Visits	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	Total
<b>Total Same-day Visits (i.e. no overnight abroad)</b>	<b>93</b>	<b>70</b>	<b>31</b>	<b>7</b>	<b>201</b>
<b>Route of Travel</b>					
Air Cross-Channel	79	18	19	3	119
Sea Cross-Channel	5	11	3	2	21
Continental European	8	41	9	2	59
Transatlantic	1	0	0	0	1

**Table 16 Overseas Visits by Irish Residents - Estimated Average Length of Stay (Nights)  
Classified by Route of Travel and Reason for Journey**

Length of Stay	Nights				
	2004	2005	2006	2007	2008 <sup>1</sup>
<b>All Overseas Visits</b>	<b>8.5</b>	<b>8.4</b>	<b>8.0</b>	<b>8.1</b>	<b>8.5</b>
<b>Route of Travel</b>					
Air Cross-Channel	8.4	8.3	7.5	8.5	8.1
Sea Cross-Channel	8.4	6.5	7.1	6.5	7.7
Continental European	8.0	8.3	8.0	7.8	8.5
Transatlantic	14.3	11.7	10.9	10.2	11.0
<b>Reason for Journey</b>					
Business	6.3	6.6	6.3	6.1	6.5
Holiday/Leisure/Recreation	8.7	8.4	8.0	8.4	8.5
Visit to Friends/Relatives	8.8	9.1	9.0	8.3	8.8
Other	9.6	8.8	7.0	8.2	11.1

<sup>1</sup> Revised

**Table 17 Tourism and Travel Estimated Earnings and Expenditure**

Estimated Earnings and Expenditure	€ million				
	2004	2005	2006	2007	2008 <sup>1</sup>
International Tourism and Travel					
Earnings from visits to Ireland	4,065	4,272	4,692	4,902	4,781
Net International Tourism and Travel					
Expenditure by Irish Visitors abroad	4,179	4,773	5,318	6,163	6,912
<b>Tourism and Travel Balance</b>	<b>-114</b>	<b>-501</b>	<b>-626</b>	<b>-1,261</b>	<b>-2,131</b>

<sup>1</sup> Revised

## Background Notes

**Introduction** This annual series gives details on the number of overseas visits to Ireland and Irish visits abroad for the year. It includes data on the reason for journey, average length of stay (nights) and expenditure.

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

Passenger fare payments by non-residents to Irish carriers refer to total fare payments to Irish carriers, that is, including fares for non-Irish travel.

The *Country of Residence Survey* is a continuous sample survey of passengers (both inward and outward) at all major air 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 the numbers 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 in the 2008 *Country of Residence Survey* was just over 468,200 passengers.

The *Passenger Card Inquiry* is a continuous sample survey of incoming and departing passengers at major air 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 visitor estimates from the *Country of Residence Survey* to provide the overseas tourism and travel estimates shown in the tables. The sample size in the 2008 *Passenger Card Inquiry* at air and seaports was just over 341,200 passengers (172,100 inward and 169,100 outward).

The estimates for cross-border visits on rail and scheduled bus services are derived from the *Passenger Card Inquiry* on rail services and from passenger movement statistics. In this case the *Passenger Card Inquiry* results are used to estimate the country of residence distribution in addition to the reason for journey, average length of stay, expenditure and fare costs. The estimates of expenditure by cross-border visitors using private cars (or un-scheduled bus services) are based on very limited information and must be regarded as subject to error.