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An Phríomh-Oifig Staidrimh

Tourism Trends

2007

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Preface

Over the last few years the Central Statistics Office (CSO) has been developing a series of thematic reports to make information more accessible to users and to facilitate evidence informed policy making debate. In general, thematic reports bring together a broad range of statistical and administrative data. There has been very positive feedback on the value of these reports and the range is gradually being extended.

Our objective in compiling 'Tourism Trends 2007' has been to pull together tourism information from a variety of sources including, but not limited to, different survey sources within the CSO, Fáilte Ireland and Eurostat. We have tried to compile a broad collection of data on tourism to provide an overview of available data, which we hope to build on in the coming years. It is intended that this will become an annual publication that can be used as a reference by individuals and organisations with an interest in tourism.

The majority of the CSO data is already publicly available in our releases or disseminated through our database direct link at the following link:

<http://www.cso.ie/px/pxeirestat/database/eirestat/Tourism.asp>

In addition, the CSO launched the Airport Pairings Database in February of 2008. This database contains passenger number information on every direct flight in and out of the nine Irish Airports on a monthly basis since January 2006. The database is available at the following link:

<http://tinyurl.com/2nypw8>.

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Commentary

Inbound Tourism

Inbound tourism refers to trips taken to the Republic of Ireland by international visitors.

In 2007 there were a total of 8,012,000 overseas trips taken to Ireland, which grew by almost 27% since 2000. Over half of all trips were for holiday purposes, 15% were for business and just over 28% were for the purpose of visiting friends and relatives. Trips for the purpose of visiting friends and relatives increased by nearly 44% since 2000, while to a lesser extent, holiday and business trips also increased by 20.5% and 12.8% respectively. Other highlights include:

- ◆ Air Cross-Channel was the preferred route of travel for almost one half of all passengers between 2000 and 2007.
- ◆ The proportion of travellers using Sea Cross-Channel as a route of travel fell from 24% in 2000 to just over 12% in 2007. On the other hand, the corresponding figures for Continental European went from 18.8% to 32.1%.
- ◆ Residents of Great Britain accounted for over half of all visitors to Ireland in 2007.
- ◆ The average length of stay for all trips in 2007 was 7.3 nights, down slightly from 2000.
- ◆ Dublin was the most popular region for holiday makers coming to Ireland in 2007 with 61% of all visitors spending at least one night in the region. The Midlands/East and the North West were the least visited regions in 2007.
- ◆ The 'Irish people' and 'the scenery' were cited as the most frequently mentioned advantages of Ireland as a holiday destination from 2002-2007.
- ◆ The 'weather', 'high cost of living' and 'bad roads' were cited as the biggest disadvantages.

Domestic Travel

Domestic travel refers to overnight trips taken by Irish residents within the Republic of Ireland. Irish residents made 7,942,000 domestic trips in 2007, up 45% from 2000. Domestic holiday trips showed the greater growth between 2000 and 2007, increasing by 70%. Trips involving visiting friends and relatives and business also recorded significant growth but to a lesser extent. The data also showed that:

- ◆ There were over twice as many trips made to the Southern & Eastern region than to the Border & Western region in 2007.
- ◆ The overall average length of stay for domestic trips was 3.3 days in 2007, down from 3.8 in 2000.
- ◆ Holidays and visiting friends/relatives accounted for just over 84% of all trips in 2007.

Outbound Tourism

Outbound travel refers to international trips taken by Irish residents.

There were 7,830,000 international trips taken by Irish residents in 2007 which was twice the number in 2000. Foreign holiday trips increased by 145% in the seven years since 2000 and this accounted for 64% of the overall increase in trips. The UK and Spain were the two most popular destinations in 2007 accounting for nearly half of all trips taken. In addition:

- ◆ Long distance destinations such as Africa and Asia & Middle East showed strong growth in the seven-year period since 2000. The number of trips to Asia & Middle East, for example, trebled to 163,000 while those to Africa more than doubled to 153,000.
- ◆ The overall average length of stay has fallen by 15% to just under 8 nights since 2000. In particular, travellers spent on average 10.7 holiday nights away in 2000 compared to just 8.6 nights in 2007.

- ◆ The proportion of trips spent on holidays increased from 59% in 2000 to 70% in 2007. The share attributable to business trips fell from 16.5% to 9.2% over the same period while that of visiting friends and relatives remained fairly constant at just over 17%.
- ◆ Holiday trips taken in the first and last quarters of the year almost trebled between 2000 and 2007 and much of this increase took place from 2003 onwards.
- ◆ Despite the growth in independent travel, package holidays still account for at least 40% of total outbound expenditure (*See Table 3.9*). In fact it is particularly high for destinations such as Central & South America (64%) and Africa (57%).
- ◆ Shopping accounts for nearly 22% of spending in North America and this has become a well established phenomenon in recent years where Irish tourists go shopping in New York and Boston.

Transportation

The data presented in this chapter is taken from the Airport Pairings database which was launched in February 2008. The data for 2007 shows that:

- ◆ London Airports were the most popular routes for arrivals and departures at Irish Airports.
- ◆ The Dublin–London Heathrow route carried the highest number of passengers with 980,592 arriving and 993,070 departing.
- ◆ Outside of the UK, the most popular route was Dublin – Charles De Gaulle (Paris) with 332,353 passengers arriving and 327,493 departing.
- ◆ Airports in the EU-27 and the United Kingdom were the point of origin and destination for almost nine out of every ten passengers arriving in and departing from Irish Airports.
- ◆ Irish airports handled 30,249,233 international flight passengers and 2,152,974 domestic flight passengers in 2007.

Accommodation

Hotel and conference centres were the preferred accommodation option for just over 40% of all domestic trips taken by Irish residents in 2007. This has grown from just over 30% in 2000. This growth would appear to have been at the expense of the guest house/bed & breakfast sector, which was the accommodation preference for only 6.6% of trips in 2007 compared to 13.2% in 2000. These trends are also reflected in the data for available accommodation in Ireland. Although the number of hotel premises has increased only marginally to 857 in the seven years since 2000, the number of available rooms has increased by 29% to 52,322. In contrast the numbers of guesthouse premises declined by just over a fifth to 387 while those in the farmhouse/town & country home sector fell by 26.6% to 2,872. Other data showed that:

- ◆ 22% of domestic holidays were spent staying with friends and relatives in 2007 which was down slightly from 2000.
- ◆ The proportion of domestic holidays spent in own holiday homes almost doubled to 6.2% in 2007 from 2000 and the number of nights spent in this accommodation showed the highest percentage increase over the seven year period.
- ◆ Average weekly employee earnings in the Hotels and Restaurants sector increased by 39% from €322.02 in 2000 to €446.34 in 2007.
- ◆ On the International front, 4% of foreign trips were spent in own holiday homes in 2007, up from just under 1% in 2000. This was matched by an eight fold increase in the number of nights spent in this type of accommodation in the same period. Hotel and conference centres were the preferred accommodation type for 47% of all foreign trips in 2007.

Tourism and the Economy

Table 6.1 shows that for 2007, total tourism and travel earnings from visitors to Ireland amounted to €4,902m, which was up 35% from 2000. On the other hand, expenditure by Irish residents while travelling abroad increased by nearly 120% to €6,163m in the same period (see *Table 6.5*). Since 2003, expenditure by Irish travellers abroad has exceeded that of visitors to Ireland resulting in Tourism no longer being a net contributor to the Irish Economy. The earnings differential has increased from €101m in 2003 to €1,261m in 2007 (see *Table 6.5*). The data also showed that:

- ◆ 60% of total earnings from visitors to Ireland were from the Air Cross-Channel and Continental European travel routes.
- ◆ Expenditure of visitors to Ireland from residents of Other Europe almost doubled to €1,400m in the seven year period to 2007.
- ◆ 62% (€4,527.5m) of total expenditure on International travel by Irish residents was in the EU-27 region in 2007.
- ◆ Expenditure on trips to Asia quadrupled to €437.2m while that for trips to Africa and Australia/New Zealand and Oceania trebled to €276m and €400.2m respectively.
- ◆ Irish residents spent €1,551m on domestic trips in 2007 and this was more than twice what was spent in 2000.
- ◆ Holiday expenditure accounted for 66% of total domestic travel expenditure.

Activities and Attractions

- ◆ The most popular activity taken on domestic holidays by Irish residents in 2007 was visiting National Parks where 28% of holiday makers took part. This was followed closely by visits to houses/castles, water sports and hiking/walking.
- ◆ Hiking/hill walking was the most popular activity for overseas visitors in 2007 with over 500,000 visitors taking part.
- ◆ The most popular overall attraction for tourists in Ireland is the Guinness Storehouse with just under 947,000 visitors in 2007.
- ◆ For free attractions, the most visited facility was the National Gallery of Ireland which handled over 740,000 visitors and was the fourth most popular attraction overall in 2007 after the Guinness Storehouse, Cliffs of Moher and Dublin Zoo.
- ◆ The Cliffs of Moher Visitor Experience recorded the largest growth in visitor number between 2002 and 2007 with an increase of just over 50% in visitor numbers to 940,455.
- ◆ Visiting National Parks was the most popular activity for Domestic holidays in 2007 accounting for over 28% of all domestic visitors.

International Comparisons

Data presented in this chapter is compiled from publications by Eurostat, the statistical arm of the European Commission.

In 2006, Receipts from visitors to Ireland accounted for 2.4% of Gross Domestic Product. Croatia and Cyprus earned the most with Tourism accounting for 19.1% in the former and 13.2% for the latter. The data also shows that:

- ◆ Holidays of shorter duration, i.e. 4-7 nights, was the preferred option by residents of most EU countries, particularly for Croatia and Finland where 70% and 68% respectively of all foreign holidays are no more than 7 night's duration. In the case of Ireland, the figure was just under 61%. The exceptions are Belgium, the Czech Republic and Netherlands where there was no distinctive preference.

- ◆ Shorter stay holidays were also the preferred option among EU countries when taking domestic holidays. At least four out of every five trips taken by Irish residents were less than eight night's duration and this was similar to Denmark, Latvia, Luxembourg, Austria, Slovenia, Finland and the United Kingdom.
- ◆ In 2007, just under 6% of the total working population in Ireland were employed in Hotels and Restaurants and this compared favourably to the more traditional tourism countries such as Malta and Greece where the proportions were 8.3% and 7% respectively.

Chapter 1

International Travel to Ireland

Table 1.1 Estimated number of overseas visits to Ireland by route of travel and area of residence, 2000 - 2007

| | '000 | | | | | | | |
|------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total Overseas Visits | 6,310 | 5,990 | 6,065 | 6,369 | 6,574 | 6,977 | 7,709 | 8,012 |
| Route of Travel | | | | | | | | |
| Air Cross-Channel | 3,047 | 2,969 | 3,073 | 3,253 | 3,413 | 3,595 | 3,900 | 3,754 |
| Sea Cross-Channel | 1,518 | 1,313 | 1,335 | 1,262 | 1,192 | 1,085 | 983 | 1,013 |
| Continental European | 1,187 | 1,170 | 1,173 | 1,287 | 1,408 | 1,705 | 2,181 | 2,575 |
| Transatlantic | 560 | 539 | 484 | 567 | 561 | 592 | 645 | 669 |
| Area of Residence | | | | | | | | |
| Great Britain | 3,559 | 3,462 | 3,579 | 3,719 | 3,681 | 3,822 | 4,060 | 4,032 |
| Other Europe | 1,453 | 1,356 | 1,392 | 1,497 | 1,600 | 1,917 | 2,281 | 2,590 |
| USA and Canada | 1,043 | 912 | 849 | 904 | 977 | 953 | 1,055 | 1,073 |
| Other Areas | 256 | 260 | 245 | 249 | 317 | 285 | 314 | 317 |

Source: CSO Tourism and Travel

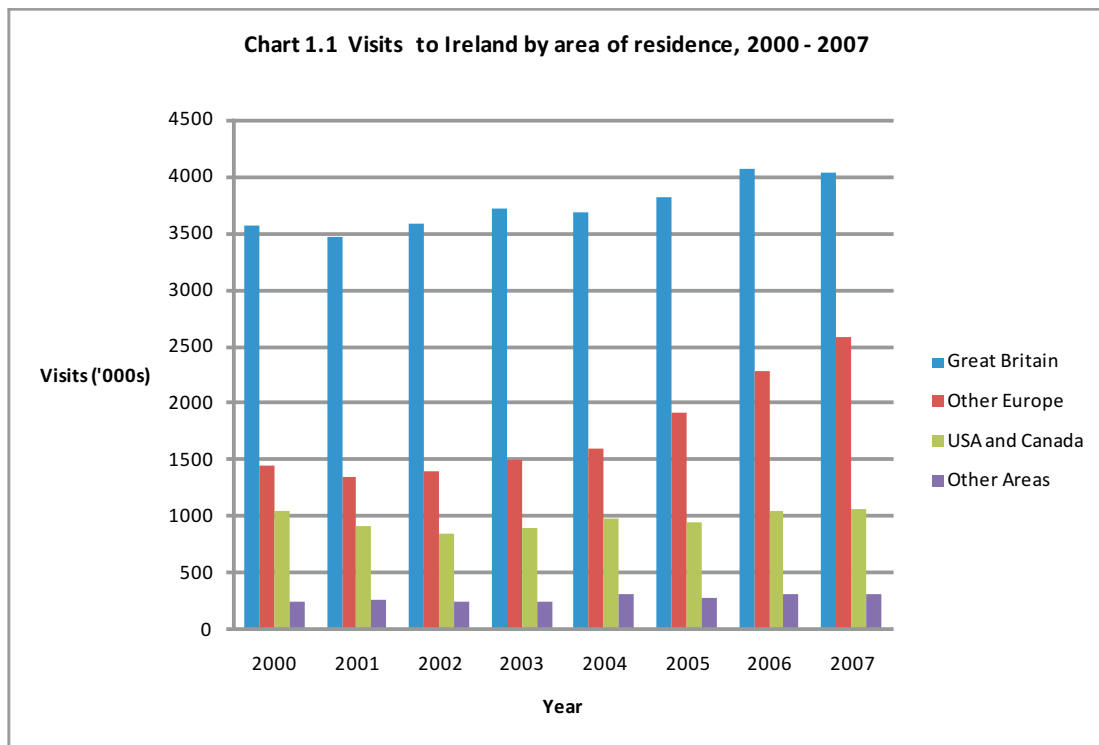


Table 1.2 Estimated number of overseas visits to Ireland by non-residents by reason for journey, 2000 - 2007

'000

| Year | Business | Holiday /Leisure /Recreation | Visit to Friends/Relatives | Other |
|------|----------|------------------------------|----------------------------|-------|
| 2000 | 1,074 | 3,346 | 1,564 | 328 |
| 2001 | 975 | 3,177 | 1,566 | 273 |
| 2002 | 906 | 3,242 | 1,603 | 314 |
| 2003 | 854 | 3,334 | 1,736 | 445 |
| 2004 | 926 | 3,413 | 1,807 | 429 |
| 2005 | 967 | 3,428 | 2,125 | 457 |
| 2006 | 1,100 | 3,775 | 2,323 | 511 |
| 2007 | 1,211 | 4,035 | 2,247 | 519 |

Source: CSO Tourism and Travel

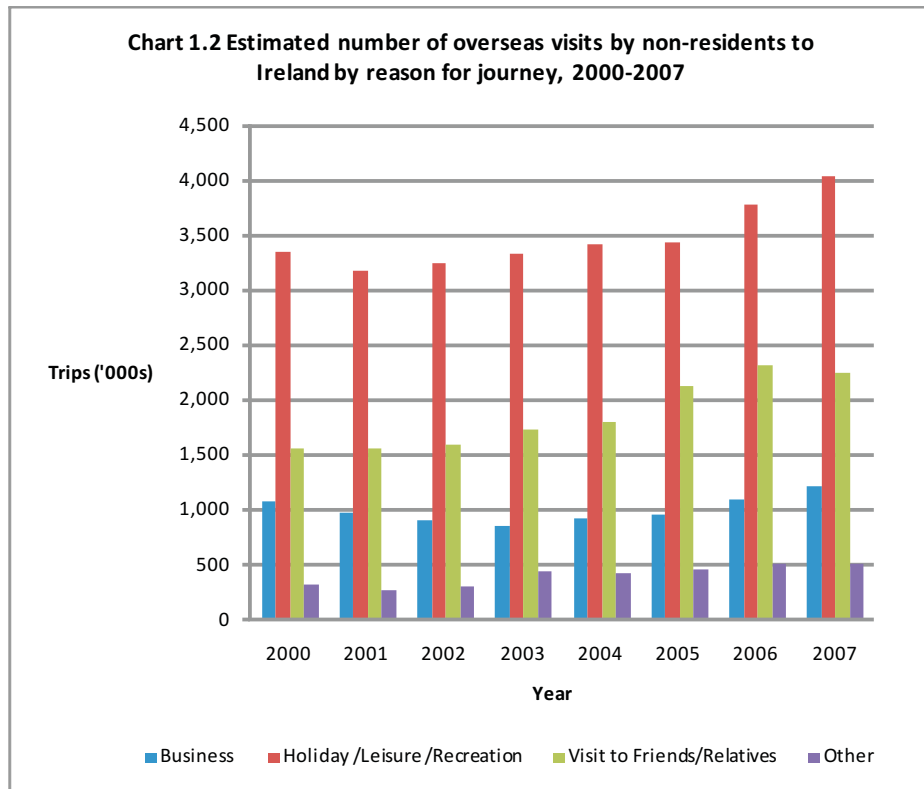


Table 1.3 Overseas visits to Ireland by non-residents - estimated average length of stay¹ (nights), classified by route of travel, area of residence and reason for journey, 2000 - 2007

| | <i>Nights</i> | | | | | | | |
|----------------------------|---------------|------|------|------|------|------|------|------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| All overseas visits | 7.7 | 7.9 | 7.7 | 7.8 | 7.5 | 7.6 | 7.6 | 7.3 |
| Route of travel | | | | | | | | |
| Air Cross-Channel | 6.3 | 6.3 | 5.7 | 5.7 | 5.7 | 5.5 | 5.1 | 4.8 |
| Sea Cross-Channel | 7.7 | 8.0 | 8.3 | 7.9 | 7.7 | 8.2 | 8.3 | 8.4 |
| Continental European | 9.7 | 10.7 | 10.8 | 11.1 | 10.5 | 10.5 | 11.1 | 9.9 |
| Transatlantic | 10.4 | 10.3 | 10.6 | 10.9 | 9.9 | 10.0 | 9.6 | 9.5 |
| Area of residence | | | | | | | | |
| Great Britain | 5.7 | 5.6 | 5.3 | 5.2 | 5.0 | 4.8 | 4.8 | 4.7 |
| Other Europe | 10.1 | 11.1 | 11.2 | 11.1 | 10.5 | 10.9 | 11.2 | 9.6 |
| USA and Canada | 9.6 | 9.7 | 9.6 | 10.0 | 9.3 | 9.5 | 9.0 | 9.1 |
| Other areas | 11.6 | 13.8 | 15.1 | 15.9 | 14.0 | 13.4 | 12.4 | 14.5 |
| Reason for journey | | | | | | | | |
| Business | 5.5 | 5.9 | 5.9 | 5.6 | 5.4 | 5.5 | 4.2 | 5.2 |
| Holiday/leisure/recreation | 7.4 | 7.4 | 7.1 | 7.1 | 7.0 | 7.1 | 7.0 | 6.8 |
| Visit to friends/relatives | 8.4 | 8.4 | 8.1 | 7.8 | 7.9 | 8.2 | 8.5 | 7.9 |
| Other | 13.4 | 16.5 | 16.7 | 16.8 | 13.6 | 12.2 | 15.8 | 13.1 |

Source: CSO Tourism and Travel

¹ At least one overnight stay in Ireland

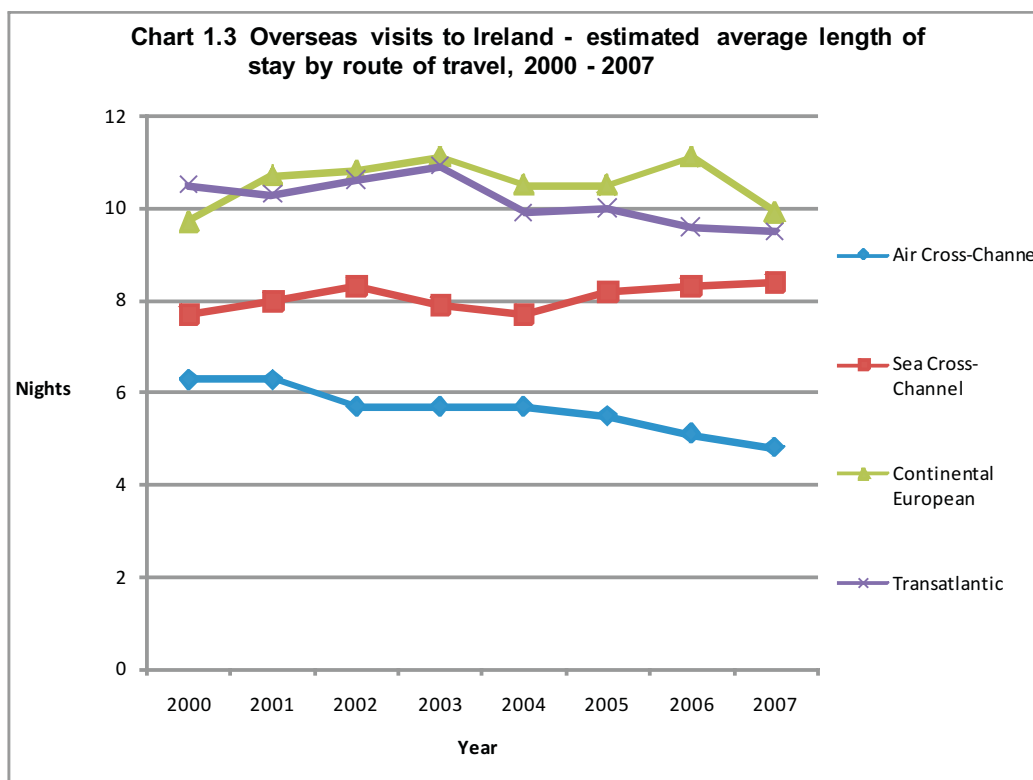


Table 1.4 Seasonality of overseas visits to Ireland, 2000 - 2007

| Month of Arrival | % | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Jan - Apr | 20 | 22 | 21 | 23 | 23 | 20 | 22 | 19 |
| May - June | 21 | 23 | 22 | 22 | 23 | 23 | 26 | 25 |
| July - August | 34 | 30 | 30 | 30 | 28 | 30 | 28 | 29 |
| September | 10 | 8 | 11 | 10 | 10 | 10 | 9 | 11 |
| October - December | 15 | 17 | 16 | 16 | 16 | 17 | 15 | 16 |

Source: Fáilte Ireland

Table 1.5 Overseas holidays to Ireland - Proportion of visitors¹ per region, 2000 - 2007

| | % | | | | | | | |
|-----------------------------------|------|------|------|------|------|------|------|------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Dublin | 54 | 56 | 56 | 58 | 61 | 63 | 64 | 61 |
| Midlands/East | 14 | 14 | 13 | 12 | 11 | 11 | 10 | 10 |
| South East | 27 | 20 | 19 | 19 | 19 | 17 | 17 | 17 |
| South West | 42 | 37 | 37 | 36 | 34 | 35 | 37 | 37 |
| Shannon | 26 | 24 | 22 | 22 | 22 | 20 | 23 | 20 |
| West | 32 | 29 | 27 | 27 | 27 | 27 | 28 | 27 |
| North West | 13 | 9 | 8 | 9 | 9 | 9 | 8 | 9 |
| Average number of regions visited | 2.08 | 1.89 | 1.82 | 1.83 | 1.83 | 1.83 | 1.87 | 1.81 |

Source : Fáilte Ireland

¹ A visit involves at least one overnight stay

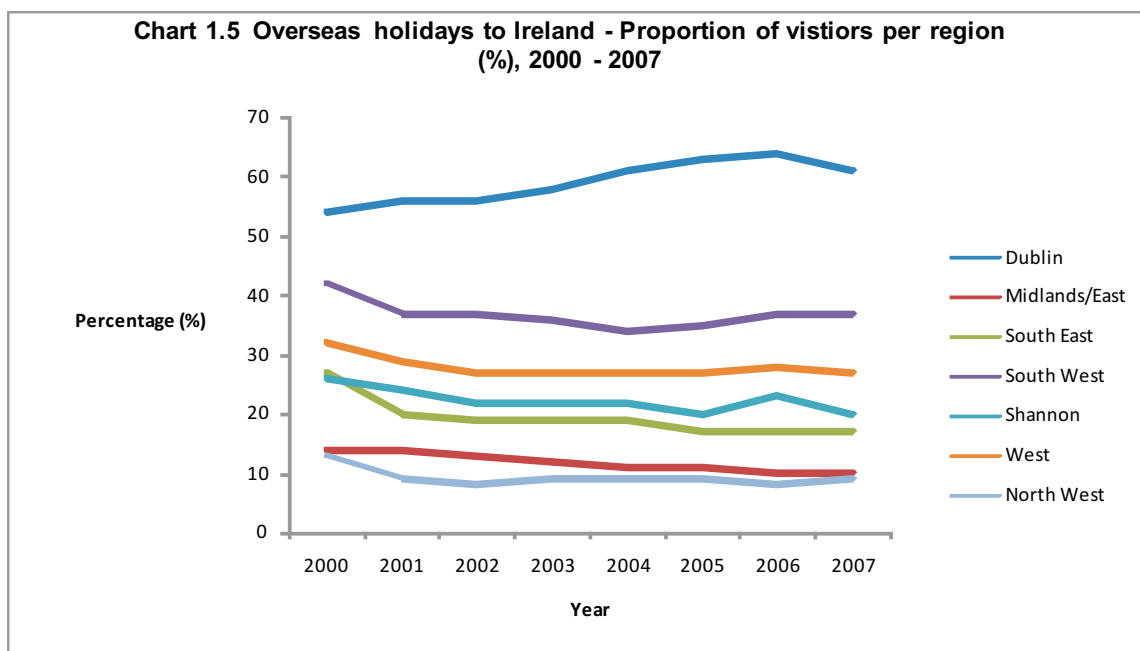


Table 1.6 Ireland's advantages - Most frequently mentioned, 2002 - 2007

| | <i>Percentage %</i> | | | | | |
|--------------------------------|---------------------|------|------|------|------|------|
| | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| The Irish people | 45 | 41 | 40 | 39 | 39 | 38 |
| The scenery | 35 | 34 | 31 | 28 | 27 | 32 |
| Culture/History | 16 | 15 | 19 | 15 | 15 | 17 |
| English speaking | 14 | 15 | 16 | 14 | 15 | 11 |
| Drinks/Pubs | 8 | 7 | 7 | 9 | 4 | 9 |
| Access/Easy to get to | 9 | 9 | 9 | 10 | 10 | 6 |
| Unspoilt environment | 11 | 11 | 9 | 9 | 6 | 6 |
| Restful/Relaxing | 13 | 10 | 10 | 10 | 8 | 5 |
| Quiet roads/Drive on same side | 4 | 5 | 6 | 5 | 4 | 3 |
| Good accommodation | 6 | 6 | 5 | 4 | 4 | 3 |
| Prices/Value | 5 | 3 | 3 | 3 | 2 | 1 |

Source: Fáilte Ireland

Note: Respondents exclude don't know/no opinion

Table 1.7 Ireland's disadvantages - Most frequently mentioned, 2002 - 2007

| | <i>Percentage %</i> | | | | | |
|-------------------------|---------------------|------|------|------|------|------|
| | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Weather | 25 | 16 | 17 | 14 | 15 | 19 |
| High cost of living | 16 | 19 | 19 | 21 | 21 | 18 |
| Bad roads | 20 | 21 | 19 | 17 | 17 | 17 |
| Poor signposting | 9 | 9 | 9 | 8 | 7 | 7 |
| Driving difficult | 5 | 7 | 4 | 6 | 7 | 4 |
| Poor internal transport | 4 | 5 | 4 | 5 | 5 | 4 |
| Difficulty of access | 3 | 5 | 4 | 3 | 4 | 3 |
| Food costs | 5 | 7 | 7 | 7 | 5 | 2 |
| Food quality | 4 | 4 | 3 | 3 | 3 | 2 |
| Litter/Hygiene | 2 | 4 | 2 | 3 | 3 | 2 |
| Access costs | 4 | 3 | 3 | 2 | 2 | 1 |

Source: Fáilte Ireland

Note: Respondents exclude don't know/no opinion

Table 1.8 Overseas holidays to Ireland by party age, 2000 - 2007

| Party Age | Percentage % | | | | | | | |
|----------------|--------------|------|------|------|------|------|------|------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Under 19 years | 8 | 11 | 9 | 8 | 9 | 9 | 9 | 7 |
| 19 - 34 Years | 34 | 27 | 28 | 29 | 29 | 32 | 30 | 27 |
| 35 - 54 Years | 36 | 36 | 37 | 41 | 37 | 37 | 33 | 36 |
| 55 - 64 Years | 15 | 14 | 13 | 13 | 17 | 13 | 18 | 16 |
| 65+ Years | 7 | 12 | 12 | 9 | 8 | 10 | 10 | 15 |

Source: Fáilte Ireland

Chapter 2

Domestic Tourism

Table 2.1 Domestic travel by Irish residents - estimated number of trips, nights and average length of stay by region visited, 2000 - 2007

| | '000 | | | | | | | |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total Domestic - Trips | 5,478 | 6,307 | 6,452 | 6,657 | 7,001 | 7,173 | 7,310 | 7,942 |
| Border, Midland and Western | 1,750 | 2,078 | 2,089 | 2,235 | 2,295 | 2,366 | 2,300 | 2,479 |
| Southern and Eastern | 3,728 | 4,229 | 4,363 | 4,422 | 4,706 | 4,807 | 5,070 | 5,463 |
| Total Domestic - Nights | 20,703 | 23,207 | 22,222 | 23,616 | 24,189 | 24,607 | 24,203 | 26,328 |
| Border, Midland and Western | 6,674 | 7,539 | 6,937 | 7,800 | 7,657 | 8,199 | 7,538 | 7,947 |
| Southern and Eastern | 14,029 | 15,668 | 15,285 | 15,816 | 16,532 | 16,408 | 16,665 | 18,381 |
| Average Length of Stay | 3.8 | 3.7 | 3.4 | 3.5 | 3.5 | 3.4 | 3.3 | 3.3 |
| Border, Midland and Western | 3.8 | 3.6 | 3.3 | 3.5 | 3.3 | 3.5 | 3.3 | 3.2 |
| Southern and Eastern | 3.8 | 3.7 | 3.5 | 3.6 | 3.5 | 3.4 | 3.3 | 3.4 |

Source: CSO Household Travel Survey

Table 2.2 Domestic travel by Irish residents - estimated number of trips, nights and average length of stay by reason for journey, 2000 - 2007

| | '000 | | | | | | | |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total Domestic - Trips | 5,478 | 6,307 | 6,452 | 6,657 | 7,001 | 7,173 | 7,310 | 7,942 |
| Holiday | 2,516 | 2,902 | 2,819 | 2,933 | 3,142 | 3,348 | 3,827 | 4,271 |
| Business | 554 | 652 | 583 | 619 | 624 | 770 | 761 | 711 |
| Visiting Friends/Relatives | 1,800 | 2,063 | 2,286 | 2,291 | 2,420 | 2,298 | 2,254 | 2,420 |
| Other | 607 | 690 | 763 | 814 | 815 | 757 | 468 | 541 |
| Total Domestic - Nights | 20,703 | 23,207 | 22,222 | 23,616 | 24,189 | 24,607 | 24,203 | 26,328 |
| Holiday | 11,465 | 13,227 | 12,098 | 13,009 | 13,506 | 13,676 | 14,374 | 16,359 |
| Business | 1,672 | 1,778 | 1,633 | 1,788 | 1,665 | 1,973 | 2,080 | 1,771 |
| Visiting Friends/Relatives | 5,651 | 5,823 | 6,120 | 6,509 | 6,478 | 6,535 | 6,168 | 6,587 |
| Other | 1,916 | 2,380 | 2,371 | 2,310 | 2,540 | 2,422 | 1,581 | 1,611 |
| Average Length of Stay | 3.8 | 3.7 | 3.4 | 3.5 | 3.5 | 3.4 | 3.3 | 3.3 |
| Holiday | 4.6 | 4.6 | 4.3 | 4.4 | 4.3 | 4.1 | 3.8 | 3.8 |
| Business | 3.0 | 2.7 | 2.8 | 2.9 | 2.7 | 2.6 | 2.7 | 2.5 |
| Visiting Friends/Relatives | 3.1 | 2.8 | 2.7 | 2.8 | 2.7 | 2.8 | 2.7 | 2.7 |
| Other | 3.2 | 3.4 | 3.1 | 2.8 | 3.1 | 3.2 | 3.4 | 3.0 |

Source: CSO Household Travel Survey

Table 2.3 Domestic travel by Irish residents - estimated number of trips, nights and average length of stay by age, 2000 - 2007

| | '000 | | | | | | | |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total Domestic - Trips | 5,478 | 6,307 | 6,452 | 6,657 | 7,001 | 7,173 | 7,310 | 7,942 |
| 0-19 years | 1,390 | 1,676 | 1,637 | 1,649 | 1,847 | 1,755 | 1,716 | 1,631 |
| 20-49 years | 2,716 | 3,330 | 3,451 | 3,433 | 3,499 | 3,526 | 3,209 | 2,826 |
| 50+ years | 1,372 | 1,301 | 1,363 | 1,574 | 1,654 | 1,893 | 2,385 | 3,486 |
| Total Domestic - Nights | 20,703 | 23,207 | 22,222 | 23,616 | 24,189 | 24,607 | 24,203 | 26,328 |
| 0-19 years | 6,134 | 7,387 | 6,958 | 7,027 | 7,745 | 7,297 | 6,848 | 7,019 |
| 20-49 years | 9,181 | 10,840 | 10,481 | 10,697 | 10,607 | 10,508 | 9,365 | 8,422 |
| 50+ years | 5,388 | 4,981 | 4,783 | 5,891 | 5,838 | 6,803 | 7,990 | 10,887 |
| Average Length of Stay | 3.8 | 3.7 | 3.4 | 3.5 | 3.5 | 3.4 | 3.3 | 3.3 |
| 0-19 years | 4.4 | 4.4 | 4.3 | 4.3 | 4.2 | 4.2 | 4.0 | 4.3 |
| 20-49 years | 3.4 | 3.3 | 3.0 | 3.1 | 3.0 | 3.0 | 2.9 | 3.0 |
| 50+ years | 3.9 | 3.8 | 3.5 | 3.7 | 3.5 | 3.6 | 3.4 | 3.1 |

Source: CSO Household Travel Survey

Table 2.4 Domestic travel by Irish residents - estimated number of trips, nights and average length of stay by gender, 2000 - 2007

| | '000 | | | | | | | |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total Domestic - Trips | 5,478 | 6,307 | 6,452 | 6,657 | 7,001 | 7,173 | 7,310 | 7,942 |
| Male | 2,613 | 3,049 | 3,143 | 3,197 | 3,299 | 3,472 | 3,477 | 3,787 |
| Female | 2,865 | 3,259 | 3,309 | 3,460 | 3,702 | 3,702 | 3,833 | 4,155 |
| Total Domestic - Nights | 20,703 | 23,207 | 22,222 | 23,616 | 24,189 | 24,607 | 24,203 | 26,328 |
| Male | 9,767 | 11,100 | 10,728 | 11,303 | 11,352 | 11,803 | 11,639 | 12,419 |
| Female | 10,937 | 12,108 | 11,494 | 12,312 | 12,838 | 12,803 | 12,564 | 13,908 |
| Average Length of Stay | 3.8 | 3.7 | 3.4 | 3.5 | 3.5 | 3.4 | 3.3 | 3.3 |
| Male | 3.7 | 3.6 | 3.4 | 3.5 | 3.4 | 3.4 | 3.3 | 3.3 |
| Female | 3.8 | 3.7 | 3.5 | 3.6 | 3.5 | 3.5 | 3.3 | 3.3 |

Source: CSO Household Travel Survey

Table 2.5 Domestic travel by Irish residents - estimated number of trips, nights and average length of stay by quarter, 2000 - 2007

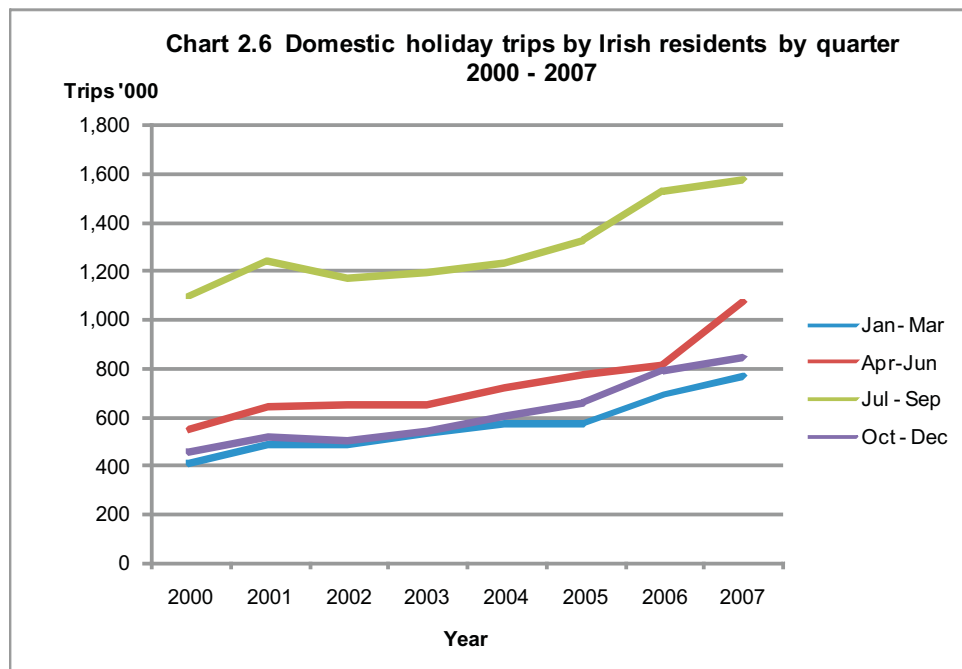
| | '000 | | | | | | | |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total Domestic - Trips | 5,478 | 6,307 | 6,452 | 6,657 | 7,001 | 7,173 | 7,310 | 7,942 |
| Jan - Mar | 1,169 | 1,235 | 1,360 | 1,447 | 1,585 | 1,490 | 1,457 | 1,579 |
| Apr - Jun | 1,185 | 1,373 | 1,446 | 1,509 | 1,533 | 1,705 | 1,721 | 1,983 |
| Jul - Sept | 1,759 | 2,128 | 2,070 | 2,087 | 2,167 | 2,300 | 2,301 | 2,448 |
| Oct - Dec | 1,365 | 1,570 | 1,575 | 1,614 | 1,715 | 1,678 | 1,831 | 1,932 |
| Total Domestic - Nights | 20,703 | 23,207 | 22,222 | 23,616 | 24,189 | 24,607 | 24,203 | 26,328 |
| Jan - Mar | 3,578 | 3,341 | 3,645 | 3,819 | 4,174 | 4,170 | 3,708 | 3,983 |
| Apr - Jun | 4,340 | 4,663 | 4,621 | 4,589 | 4,689 | 5,195 | 5,357 | 5,909 |
| Jul - Sept | 8,957 | 10,899 | 9,818 | 10,346 | 10,653 | 10,685 | 10,659 | 11,415 |
| Oct - Dec | 3,828 | 4,305 | 4,138 | 4,861 | 4,673 | 4,557 | 4,479 | 5,021 |
| Average Length of Stay | 3.8 | 3.7 | 3.4 | 3.5 | 3.5 | 3.4 | 3.3 | 3.3 |
| Jan - Mar | 3.1 | 2.7 | 2.7 | 2.6 | 2.6 | 2.8 | 2.5 | 2.5 |
| Apr - Jun | 3.7 | 3.4 | 3.2 | 3.0 | 3.1 | 3.0 | 3.1 | 3.0 |
| Jul - Sept | 5.1 | 5.1 | 4.7 | 5.0 | 4.9 | 4.6 | 4.6 | 4.7 |
| Oct - Dec | 2.8 | 2.7 | 2.6 | 3.0 | 2.7 | 2.7 | 2.4 | 2.6 |

Source: CSO Household Travel Survey

Table 2.6 Domestic holiday trips by Irish residents by quarter, 2000 - 2007

| | '000 | | | |
|------|----------|-----------|-----------|-----------|
| Year | Jan- Mar | Apr - Jun | Jul - Sep | Oct - Dec |
| 2000 | 408 | 554 | 1,098 | 456 |
| 2001 | 483 | 650 | 1,248 | 521 |
| 2002 | 485 | 652 | 1,179 | 504 |
| 2003 | 536 | 657 | 1,199 | 541 |
| 2004 | 572 | 723 | 1,239 | 608 |
| 2005 | 575 | 781 | 1,332 | 660 |
| 2006 | 691 | 816 | 1,527 | 793 |
| 2007 | 769 | 1,074 | 1,577 | 850 |

Source: CSO Household Travel Survey



Chapter 3

Outbound Tourism

Table 3.1 International travel by Irish residents - estimated number of trips by region visited, 2000 - 2007

'000

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|---------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Total International - Trips | 3,768 | 4,162 | 4,597 | 4,974 | 5,465 | 6,189 | 6,981 | 7,830 |
| EU - 27 | - | - | - | - | - | - | - | 6,460 |
| Of which: EU - 25 | | | | - | 4,614 | 5,101 | 5,775 | 6,385 |
| EU - 15 | 2,988 | 3,400 | 3,802 | 4,117 | 4,455 | 4,927 | 5,548 | 6,141 |
| Austria | 31 | 31 | 35 | 50 | 47 | 84 | 126 | 130 |
| Belgium/Luxembourg | 55 | 60 | 86 | 88 | 88 | 80 | 86 | 89 |
| Cyprus/Malta | - | - | - | - | 33 | 48 | 43 | 60 |
| Denmark/Finland/Sweden | 44 | 52 | 36 | 49 | 45 | 70 | 64 | 72 |
| Estonia/Latvia/Lithuania | - | - | - | - | 8 | 8 | 11 | 14 |
| France | 347 | 416 | 509 | 492 | 565 | 634 | 705 | 815 |
| Germany | 88 | 81 | 99 | 100 | 119 | 170 | 198 | 231 |
| Greece | 70 | 69 | 84 | 90 | 69 | 71 | 70 | 81 |
| Italy | 126 | 161 | 201 | 193 | 241 | 303 | 392 | 501 |
| Netherlands | 72 | 79 | 85 | 82 | 96 | 102 | 131 | 99 |
| Other EU | - | - | - | - | 118 | 119 | 172 | 246 |
| Portugal | 115 | 142 | 160 | 191 | 200 | 234 | 282 | 351 |
| Spain | 820 | 976 | 997 | 1,182 | 1,280 | 1,300 | 1,509 | 1,713 |
| UK (Great Britain & Northern Ireland) | 1,218 | 1,334 | 1,511 | 1,600 | 1,704 | 1,877 | 1,987 | 2,059 |
| Of which: Great Britain | 1,030 | 1,134 | 1,307 | 1,376 | 1,452 | 1,606 | 1,710 | 1,736 |
| Northern Ireland | 188 | 200 | 204 | 223 | 252 | 271 | 277 | 323 |
| Other Europe | 145 | 197 | 229 | 260 | 167 | 238 | 256 | 228 |
| North America | 439 | 360 | 339 | 384 | 449 | 571 | 577 | 685 |
| Central, South & Other Americas | 27 | 23 | 21 | 30 | 28 | 41 | 59 | 47 |
| Asia & Middle East | 55 | 62 | 65 | 64 | 89 | 95 | 135 | 163 |
| Africa | 65 | 71 | 86 | 76 | 69 | 77 | 105 | 153 |
| Australia, New Zealand & Oceania | 48 | 49 | 56 | 42 | 50 | 68 | 75 | 94 |

Source: CSO Household Travel Survey

Chart 3.1 International travel by Irish residents - top six destinations 2007

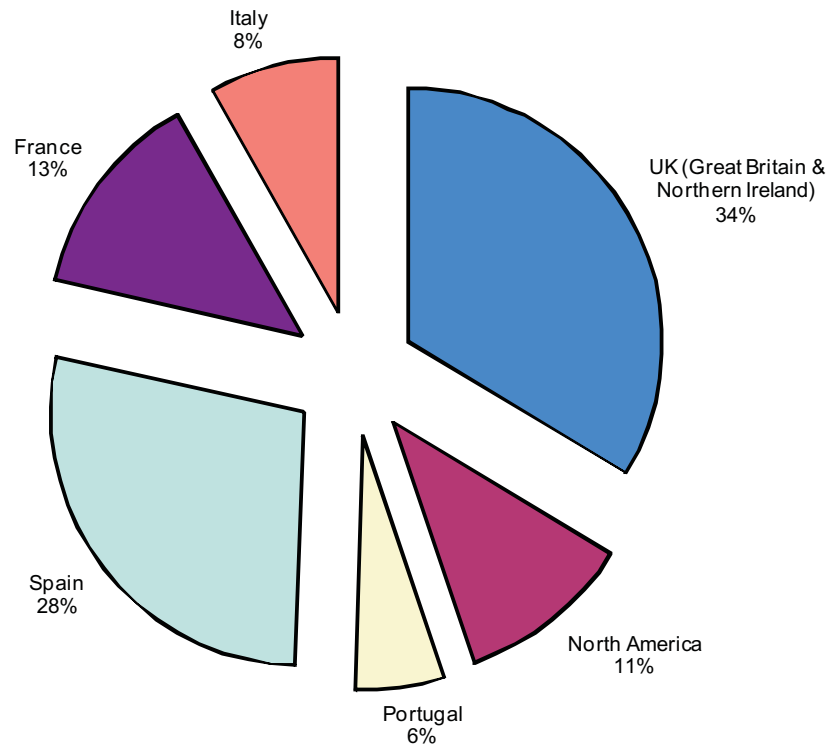


Table 3.2 International travel by Irish residents - estimated number of nights spent by region visited, 2000 - 2007

| | '000 | | | | | | | |
|---------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total international - nights | 35,544 | 37,953 | 40,660 | 43,702 | 46,302 | 51,503 | 54,266 | 62,236 |
| EU - 27 | - | - | - | - | - | - | - | 43,160 |
| Of which: EU - 25 | - | - | - | - | 33,924 | 36,168 | 38,161 | 42,447 |
| EU - 15 | 24,020 | 26,844 | 29,191 | 31,758 | 32,938 | 34,996 | 36,752 | 40,938 |
| Austria | 214 | 253 | 306 | 392 | 340 | 581 | 890 | 885 |
| Belgium/Luxembourg | 235 | 258 | 402 | 428 | 373 | 286 | 290 | 353 |
| Cyprus/Malta | - | - | - | - | 335 | 458 | 408 | 553 |
| Denmark/Finland/Sweden | 328 | 386 | 237 | 324 | 239 | 481 | 357 | 378 |
| Estonia/Latvia/Lithuania | - | - | - | - | 92 | 93 | 55 | 57 |
| France | 3,362 | 4,234 | 4,844 | 4,414 | 5,074 | 5,620 | 5,633 | 6,658 |
| Germany | 703 | 554 | 685 | 712 | 861 | 1,078 | 1,052 | 1,242 |
| Greece | 886 | 827 | 1,060 | 1,115 | 727 | 826 | 811 | 878 |
| Italy | 1,181 | 1,418 | 1,889 | 1,734 | 1,978 | 2,568 | 2,823 | 3,729 |
| Netherlands | 458 | 396 | 397 | 448 | 497 | 531 | 619 | 442 |
| Other EU | - | - | - | - | 559 | 625 | 945 | 1,612 |
| Portugal | 1,255 | 1,565 | 1,667 | 2,143 | 2,038 | 2,303 | 2,674 | 3,026 |
| Spain | 9,108 | 10,748 | 10,538 | 12,631 | 12,929 | 12,549 | 13,749 | 15,390 |
| UK (Great Britain & Northern Ireland) | 6,291 | 6,204 | 7,166 | 7,417 | 7,884 | 8,175 | 7,854 | 7,957 |
| Of which: Great Britain | 5,551 | 5,551 | 6,562 | 6,618 | 7,168 | 7,401 | 7,020 | 7,118 |
| Northern Ireland | 740 | 653 | 603 | 799 | 716 | 775 | 834 | 839 |
| Other Europe | 1,352 | 1,873 | 2,185 | 2,285 | 1,681 | 2,092 | 2,563 | 1,777 |
| North America | 6,506 | 5,412 | 5,046 | 5,722 | 6,200 | 7,726 | 6,834 | 8,941 |
| Central, South & Other Americas | 411 | 378 | 313 | 513 | 488 | 654 | 867 | 728 |
| Asia & Middle East | 873 | 1,012 | 1,060 | 999 | 1,543 | 1,559 | 2,195 | 2,710 |
| Africa | 857 | 859 | 1,153 | 1,080 | 991 | 1,108 | 1,376 | 1,917 |
| Australia, New Zealand & Oceania | 1,525 | 1,576 | 1,713 | 1,344 | 1,475 | 2,196 | 2,270 | 3,003 |

Source: CSO Household Travel Survey

Table 3.3 International travel by Irish residents - estimated average length of stay by region visited, 2000 - 2007

| | <i>Nights</i> | | | | | | | |
|---|---------------|------------|------------|------------|------------|------------|------------|------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Average length of stay - overall | 9.4 | 9.1 | 8.8 | 8.8 | 8.5 | 8.3 | 7.8 | 7.9 |
| EU - 27 | - | - | - | - | - | - | - | 6.7 |
| Of which: EU - 25 | - | - | - | - | 7.4 | 7.1 | 6.6 | 6.6 |
| EU - 15 | 8.0 | 7.9 | 7.7 | 7.7 | 7.4 | 7.1 | 6.6 | 6.7 |
| Austria | 6.9 | 8.2 | 8.7 | 7.8 | 7.2 | 6.9 | 7.1 | 6.8 |
| Belgium/Luxembourg | 4.3 | 4.3 | 4.7 | 4.9 | 4.2 | 3.6 | 3.4 | 4.0 |
| Cyprus/Malta | - | - | - | - | 10.2 | 9.5 | 9.5 | 9.2 |
| Denmark/Finland/Sweden | 7.5 | 7.4 | 6.6 | 6.6 | 5.3 | 6.9 | 5.6 | 5.3 |
| Estonia/Latvia/Lithuania | - | - | - | - | 11.5 | 11.6 | 5.0 | 4.1 |
| France | 9.7 | 10.2 | 9.5 | 9.0 | 9.0 | 8.9 | 8.0 | 8.2 |
| Germany | 8.0 | 6.8 | 6.9 | 7.1 | 7.2 | 6.3 | 5.3 | 5.4 |
| Greece | 12.7 | 12.0 | 12.6 | 12.4 | 10.5 | 11.6 | 11.6 | 10.8 |
| Italy | 9.4 | 8.8 | 9.4 | 9.0 | 8.2 | 8.5 | 7.2 | 7.4 |
| Netherlands | 6.4 | 5.0 | 4.7 | 5.5 | 5.2 | 5.2 | 4.7 | 4.5 |
| Other EU | - | - | - | - | 4.7 | 5.3 | 5.5 | 6.6 |
| Portugal | 10.9 | 11.0 | 10.4 | 11.2 | 10.2 | 9.8 | 9.5 | 8.6 |
| Spain | 11.1 | 11.0 | 10.6 | 10.7 | 10.1 | 9.7 | 9.1 | 9.0 |
| UK (Great Britain & Northern Ireland) | 5.2 | 4.7 | 4.7 | 4.6 | 4.6 | 4.4 | 4.0 | 3.9 |
| Of which: Great Britain | 5.4 | 4.9 | 5.0 | 4.8 | 4.9 | 4.6 | 4.1 | 4.1 |
| Northern Ireland | 3.9 | 3.3 | 3.0 | 3.6 | 2.8 | 2.9 | 3.0 | 2.6 |
| Other Europe | 9.3 | 9.5 | 9.5 | 8.8 | 10.1 | 8.8 | 10.0 | 7.8 |
| North America | 14.8 | 15.0 | 14.9 | 14.9 | 13.8 | 13.5 | 11.8 | 13.1 |
| Central, South & Other Americas | 15.2 | 16.4 | 14.9 | 17.1 | 17.4 | 16.0 | 14.7 | 15.5 |
| Asia & Middle East | 15.9 | 16.3 | 16.3 | 15.6 | 17.3 | 16.4 | 16.3 | 16.6 |
| Africa | 13.2 | 12.1 | 13.4 | 14.2 | 14.4 | 14.4 | 13.1 | 12.5 |
| Australia, New Zealand & Oceania | 31.8 | 32.2 | 30.6 | 32.0 | 29.5 | 32.3 | 30.3 | 31.9 |

Source: CSO Household Travel Survey

Table 3.4 International travel by Irish residents - estimated number of trips, number of nights and average length of stay by reason for journey, 2000 - 2007

| | '000 | | | | | | | |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total international - trips | 3,768 | 4,162 | 4,597 | 4,974 | 5,465 | 6,189 | 6,981 | 7,830 |
| Holiday | 2,226 | 2,569 | 2,833 | 3,162 | 3,472 | 3,931 | 4,612 | 5,448 |
| Business | 622 | 638 | 609 | 621 | 684 | 791 | 783 | 723 |
| Visiting Friends/Relatives | 663 | 704 | 856 | 876 | 985 | 1,118 | 1,317 | 1,356 |
| Other | 257 | 251 | 299 | 315 | 325 | 351 | 268 | 303 |
| Total international - nights | 35,544 | 37,953 | 40,660 | 43,702 | 46,302 | 51,503 | 54,266 | 62,236 |
| Holiday | 23,883 | 26,786 | 28,353 | 31,115 | 33,692 | 36,714 | 38,884 | 47,019 |
| Business | 3,728 | 3,462 | 3,163 | 3,421 | 3,430 | 3,870 | 4,282 | 3,669 |
| Visiting Friends/Relatives | 5,123 | 5,175 | 6,415 | 6,150 | 6,906 | 7,706 | 9,063 | 9,304 |
| Other | 2,810 | 2,530 | 2,730 | 3,015 | 2,274 | 3,211 | 2,037 | 2,244 |
| Average length of Stay | 9.4 | 9.1 | 8.8 | 8.8 | 8.5 | 8.3 | 7.8 | 7.9 |
| Holiday | 10.7 | 10.4 | 10.0 | 9.8 | 9.7 | 9.3 | 8.4 | 8.6 |
| Business | 6.0 | 5.4 | 5.2 | 5.5 | 5.0 | 4.9 | 5.5 | 5.1 |
| Visiting Friends/Relatives | 7.7 | 7.4 | 7.5 | 7.0 | 7.0 | 6.9 | 6.9 | 6.9 |
| Other | 10.9 | 10.1 | 9.1 | 9.6 | 7.0 | 9.1 | 7.6 | 7.4 |

Source: CSO Household Travel Survey

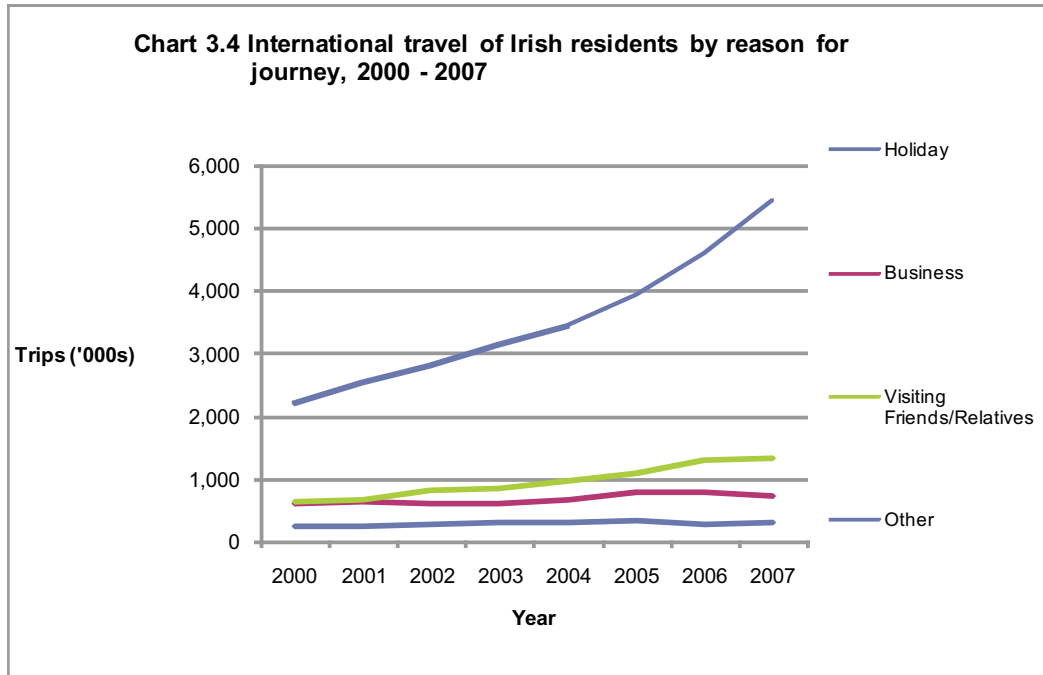


Table 3.5 International travel by Irish residents - estimated number of trips, number of nights and average length of stay by age, 2000 - 2007

| | '000 | | | | | | | |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total International - Trips | 3,768 | 4,162 | 4,597 | 4,974 | 5,465 | 6,189 | 6,981 | 7,830 |
| 0-19 years | 705 | 881 | 920 | 1,003 | 1,113 | 1,178 | 1,313 | 1,424 |
| 20-49 years | 2,020 | 2,310 | 2,561 | 2,655 | 2,868 | 3,105 | 3,211 | 3,002 |
| 50+ years | 1,043 | 971 | 1,116 | 1,317 | 1,484 | 1,910 | 2,456 | 3,404 |
| Total International - Nights | 35,544 | 37,953 | 40,660 | 43,702 | 46,302 | 51,503 | 54,266 | 62,236 |
| 0-19 years | 7,807 | 9,484 | 9,331 | 10,114 | 10,916 | 11,476 | 11,878 | 12,265 |
| 20-49 years | 17,958 | 19,418 | 21,148 | 21,904 | 22,411 | 23,876 | 22,822 | 24,031 |
| 50+ years | 9,779 | 9,051 | 10,180 | 11,685 | 12,974 | 16,151 | 19,566 | 25,940 |
| Average Length of Stay | 9.4 | 9.1 | 8.8 | 8.8 | 8.5 | 8.3 | 7.8 | 7.9 |
| 0-19 years | 11.1 | 10.8 | 10.1 | 10.1 | 9.8 | 9.7 | 9.0 | 8.6 |
| 20-49 years | 8.9 | 8.4 | 8.3 | 8.3 | 7.8 | 7.7 | 7.1 | 8.0 |
| 50+ years | 9.4 | 9.3 | 9.1 | 8.9 | 8.7 | 8.5 | 8.0 | 7.6 |

Source: CSO Household Travel Survey

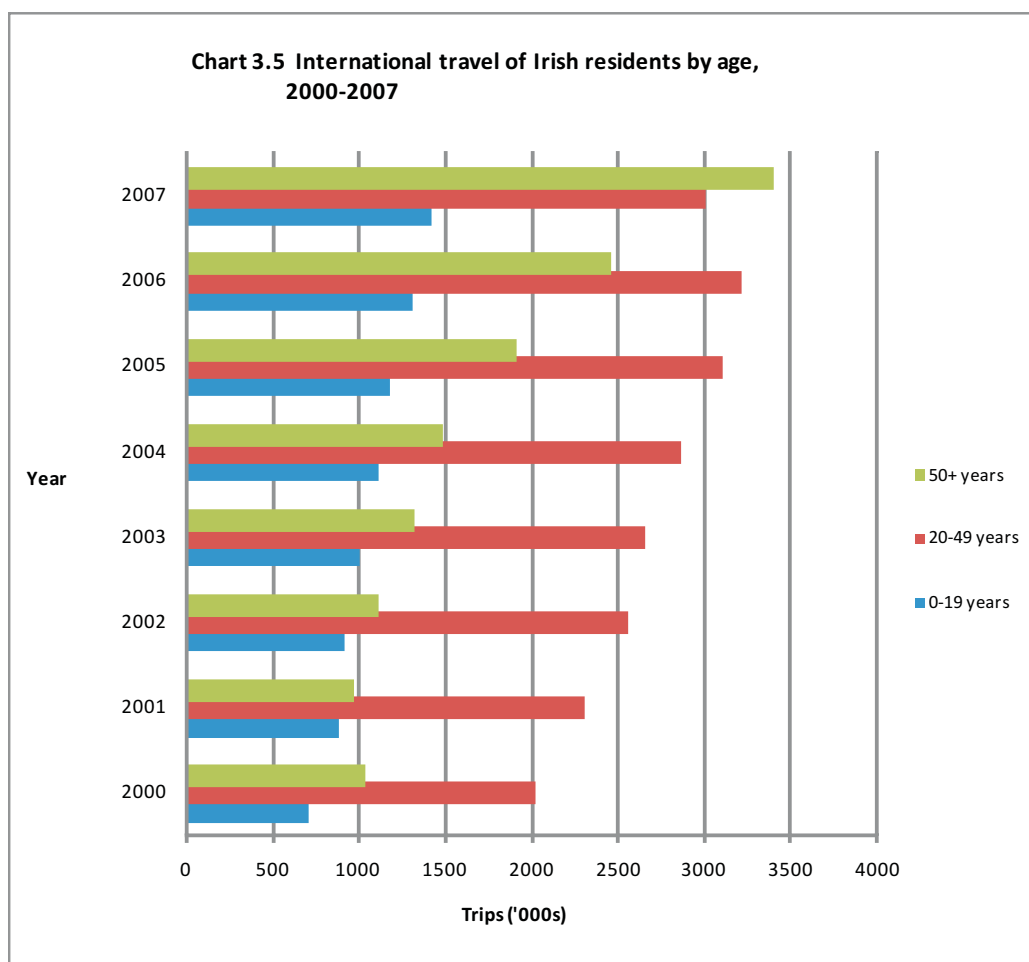


Table 3.6 International travel by Irish residents - estimated number of trips, number of nights and average length of stay by gender, 2000 - 2007

| | '000 | | | | | | | |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total International - Trips | 3,768 | 4,162 | 4,597 | 4,974 | 5,465 | 6,189 | 6,981 | 7,830 |
| Male | 1,870 | 2,084 | 2,283 | 2,459 | 2,675 | 3,079 | 3,432 | 3,886 |
| Female | 1,897 | 2,077 | 2,314 | 2,515 | 2,791 | 3,111 | 3,548 | 3,944 |
| Total International - Nights | 35,544 | 37,953 | 40,660 | 43,702 | 46,302 | 51,503 | 54,266 | 62,236 |
| Male | 16,666 | 17,975 | 19,552 | 21,009 | 21,678 | 24,475 | 26,159 | 30,355 |
| Female | 18,878 | 19,979 | 21,107 | 22,693 | 24,624 | 27,029 | 28,107 | 31,881 |
| Average Length of Stay | 9.4 | 9.1 | 8.8 | 8.8 | 8.5 | 8.3 | 7.8 | 7.9 |
| Male | 8.9 | 8.6 | 8.6 | 8.5 | 8.1 | 7.9 | 7.6 | 7.8 |
| Female | 10.0 | 9.6 | 9.1 | 9.0 | 8.8 | 8.7 | 7.9 | 8.1 |

Source: CSO Household Travel Survey

Table 3.7 International travel by Irish residents - estimated number trips, number of nights and average length of stay by region of residence, 2000 - 2007

| | '000 | | | | | | | |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total International - Trips | 3,768 | 4,162 | 4,597 | 4,974 | 5,465 | 6,189 | 6,981 | 7,830 |
| Border, Midland and Western | 685 | 759 | 855 | 927 | 1,087 | 1,329 | 1,485 | 1,619 |
| Southern and Eastern | 3,083 | 3,403 | 3,742 | 4,047 | 4,378 | 4,860 | 5,496 | 6,211 |
| Total International - Nights | 35,544 | 37,953 | 40,660 | 43,702 | 46,302 | 51,503 | 54,266 | 62,236 |
| Border, Midland and Western | 6,750 | 7,239 | 7,615 | 8,025 | 9,617 | 11,474 | 11,360 | 12,650 |
| Southern and Eastern | 28,794 | 30,714 | 33,045 | 35,677 | 36,685 | 40,029 | 42,906 | 49,587 |
| Average Length of Stay | 9.4 | 9.1 | 8.8 | 8.8 | 8.5 | 8.3 | 7.8 | 7.9 |
| Border, Midland and Western | 9.9 | 9.5 | 8.9 | 8.7 | 8.8 | 8.6 | 7.6 | 7.8 |
| Southern and Eastern | 9.3 | 9.0 | 8.8 | 8.8 | 8.4 | 8.2 | 7.8 | 8.0 |

Source: CSO Household Travel Survey

Table 3.8 International holiday trips by Irish residents by quarter, 2000 - 2007

| Year | '000 | | | |
|------|-----------|-----------|-----------|-----------|
| | Jan - Mar | Apr - Jun | Jul - Sep | Oct - Dec |
| 2000 | 344 | 642 | 847 | 393 |
| 2001 | 374 | 749 | 1,007 | 439 |
| 2002 | 459 | 771 | 1,112 | 491 |
| 2003 | 533 | 897 | 1,142 | 590 |
| 2004 | 582 | 953 | 1,275 | 662 |
| 2005 | 716 | 1,074 | 1,419 | 722 |
| 2006 | 842 | 1,243 | 1,594 | 934 |
| 2007 | 1,026 | 1,486 | 1,809 | 1,127 |

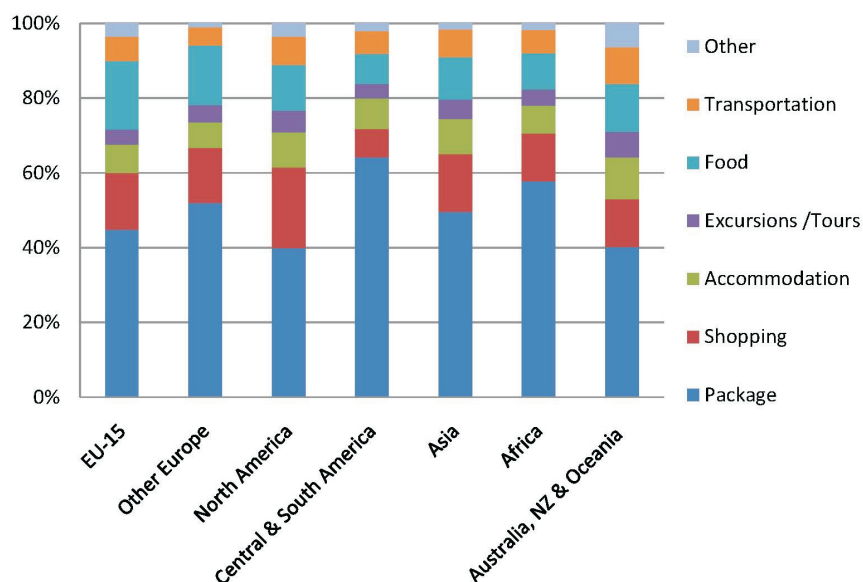
Source: CSO Household Travel

Table 3.9 Main expenditure¹ categories by destination

| | Package | Shopping | Accommodation | Excursions /Tours | Food | Transportation | Other |
|-------------------------|---------|----------|---------------|-------------------|------|----------------|-------|
| EU-15 | 44.8 | 15.3 | 7.6 | 4.0 | 18.3 | 6.5 | 3.5 |
| Other Europe | 52.0 | 14.7 | 6.9 | 4.6 | 15.9 | 4.9 | 1.0 |
| North America | 40.0 | 21.6 | 9.4 | 5.7 | 12.2 | 7.5 | 3.6 |
| Central & South America | 64.2 | 7.6 | 8.2 | 3.9 | 7.9 | 6.2 | 2.0 |
| Asia & Middle East | 49.6 | 15.5 | 9.3 | 5.3 | 11.3 | 7.5 | 1.6 |
| Africa | 57.7 | 12.8 | 7.6 | 4.2 | 9.7 | 6.3 | 1.7 |
| Australia, NZ & Oceania | 40.3 | 12.7 | 11.2 | 6.9 | 12.7 | 9.9 | 6.3 |

Source: CSO Household Travel Survey

¹ Aggregated data from Q2 2006 to Q4 2007

Chart 3.9 Main expenditure categories by destination

Chapter 4

Transportation

Table 4.1 Top 10 Overseas Arrivals for Cork Airport by Number of Passengers, 2007

| | <i>Number</i> |
|---|---------------|
| London - Heathrow (LHR), Great Britain | 233,866 |
| London - Stansted (STN), Great Britain | 150,734 |
| Amsterdam (AMS), Netherlands | 76,839 |
| Birmingham - UK (BHX), Great Britain | 60,905 |
| London - Gatwick (LGW), Great Britain | 57,165 |
| Paris - Charles De Gaulle (CDG), France | 49,601 |
| Lanzarote (ACE), Spain | 46,087 |
| Liverpool (LPL), Great Britain | 45,161 |
| Malaga (AGP), Spain | 43,190 |
| Manchester (MAN), Great Britain | 42,083 |

Source: CSO Airport Pairings

Table 4.2 Top 10 Overseas Departures for Cork Airport by Number of Passengers, 2007

| | <i>Number</i> |
|---|---------------|
| London - Heathrow (LHR), Great Britain | 235,611 |
| London - Stansted (STN), Great Britain | 154,641 |
| Amsterdam (AMS), Netherlands | 77,795 |
| Birmingham - UK (BHX), Great Britain | 62,549 |
| London - Gatwick (LGW), Great Britain | 60,214 |
| Paris - Charles De Gaulle (CDG), France | 51,422 |
| Lanzarote (ACE), Spain | 47,870 |
| Liverpool (LPL), Great Britain | 46,547 |
| Malaga (AGP), Spain | 44,431 |
| Manchester (MAN), Great Britain | 41,732 |

Source: CSO Airport Pairings

Table 4.3 Top 10 Overseas Arrivals for Dublin Airport by Number of Passengers, 2007

| | <i>Number</i> |
|---|---------------|
| London - Heathrow (LHR), Great Britain | 980,592 |
| London - Stansted (STN), Great Britain | 491,659 |
| London - Gatwick (LGW), Great Britain | 442,529 |
| Manchester (MAN), Great Britain | 345,377 |
| Paris - Charles De Gaulle (CDG), France | 332,353 |
| Birmingham - UK (BHX), Great Britain | 286,234 |
| Amsterdam (AMS), Netherlands | 251,719 |
| New York - JFK (JFK), USA | 241,644 |
| Malaga (AGP), Spain | 240,960 |
| Edinburgh (EDI), Great Britain | 221,906 |

Source: CSO Airport Pairings

Table 4.4 Top 10 Overseas Departures for Dublin Airport by Number of Passengers, 2007

| | <i>Number</i> |
|---|---------------|
| London - Heathrow (LHR), Great Britain | 993,070 |
| London - Stansted (STN), Great Britain | 492,159 |
| London - Gatwick (LGW), Great Britain | 441,121 |
| Manchester (MAN), Great Britain | 351,412 |
| Paris - Charles De Gaulle (CDG), France | 327,493 |
| Birmingham - UK (BHX), Great Britain | 287,608 |
| Amsterdam (AMS), Netherlands | 251,306 |
| Malaga (AGP), Spain | 241,370 |
| New York - JFK (JFK), USA | 231,638 |
| Edinburgh (EDI), Great Britain | 223,875 |

Source: CSO Airport Pairings

Table 4.5 Top 10 Overseas Arrivals for Knock Airport by Number of Passengers, 2007

| | <i>Number</i> |
|--|---------------|
| London - Stansted (STN), Great Britain | 59,340 |
| London - Luton (LTN), Great Britain | 53,916 |
| Manchester (MAN), Great Britain | 38,810 |
| Birmingham - UK (BHX), Great Britain | 38,802 |
| Derby - East Midlands (EMA), Great Britain | 20,614 |
| Lanzarote (ACE), Spain | 10,602 |
| New York - JFK (JFK), USA | 5,193 |
| Reus (REU), Spain | 5,121 |
| Palma (PMI), Spain | 4,560 |
| Malaga (AGP), Spain | 4,274 |

Source: CSO Airport Pairings

Table 4.6 Top 10 Overseas Departures for Knock Airport by Number of Passengers, 2007

| | <i>Number</i> |
|--|---------------|
| London - Stansted (STN), Great Britain | 59,522 |
| London - Luton (LTN), Great Britain | 56,682 |
| Manchester (MAN), Great Britain | 39,187 |
| Birmingham - UK (BHX), Great Britain | 39,172 |
| Derby - East Midlands (EMA), Great Britain | 20,682 |
| Lanzarote (ACE), Spain | 10,565 |
| New York - JFK (JFK), USA | 6,335 |
| Reus (REU), Spain | 5,360 |
| Palma (PMI), Spain | 4,547 |
| Malaga (AGP), Spain | 4,293 |

Source: CSO Airport Pairings

Table 4.7 Top 10 Overseas Arrivals for Shannon Airport by Number of Passengers, 2007

| | <i>Number</i> |
|--|---------------|
| London - Heathrow (LHR), Great Britain | 162,926 |
| London - Stansted (STN), Great Britain | 147,084 |
| New York - JFK (JFK), USA | 119,473 |
| Boston (BOS), USA | 67,717 |
| Newark (EWR), USA | 59,388 |
| London - Gatwick (LGW), Great Britain | 56,301 |
| Chicago - O'Hare (ORD), USA | 51,803 |
| Paris - Beauvais (BVA), France | 49,434 |
| Bristol (BRS), Great Britain | 47,771 |
| Derby - East Midlands (EMA), Great Britain | 47,114 |

Source: CSO Airport Pairings

Table 4.8 Top 10 Overseas Departures for Shannon Airport by Number of Passengers, 2007

| | <i>Number</i> |
|--|---------------|
| London - Heathrow (LHR), Great Britain | 163,816 |
| London - Stansted (STN), Great Britain | 145,971 |
| New York - JFK (JFK), USA | 120,294 |
| Boston (BOS), USA | 70,755 |
| Newark (EWR), USA | 65,524 |
| London - Gatwick (LGW), Great Britain | 58,384 |
| Chicago - O'Hare (ORD), USA | 56,825 |
| Paris - Beauvais (BVA), France | 50,202 |
| Bristol (BRS), Great Britain | 49,459 |
| Derby - East Midlands (EMA), Great Britain | 48,315 |

Source: CSO Airport Pairings

Table 4.9 Top 5 Overseas Arrivals for Kerry Airport by Number of Passengers, 2007

| | <i>Number</i> |
|--|---------------|
| London - Stansted (STN), Great Britain | 75,624 |
| Frankfurt - Hahn (HHN), Germany | 42,116 |
| Manchester (MAN), Great Britain | 7,851 |
| London - Luton (LTN), Great Britain | 1,758 |
| Palma (PMI), Spain | 1,240 |

Source: CSO Airport Pairings

Table 4.10 Top 5 Overseas Departures for Kerry Airport by Number of Passengers, 2007

| | <i>Number</i> |
|--|---------------|
| London - Stansted (STN), Great Britain | 76,696 |
| Frankfurt - Hahn (HHN), Germany | 43,906 |
| Manchester (MAN), Great Britain | 7,684 |
| London - Luton (LTN), Great Britain | 1,914 |
| Palma (PMI), Spain | 1,224 |

Source: CSO Airport Pairings

Table 4.11 Top 5 Overseas Arrivals for Galway Airport by Number of Passengers, 2007

| | <i>Number</i> |
|-------------------------------------|---------------|
| London - Luton (LTN), Great Britain | 38,794 |
| Manchester (MAN), Great Britain | 21,766 |
| Edinburgh (EDI), Great Britain | 11,123 |
| Leeds Bradford (LBA), Great Britain | 6,845 |
| Southampton (SOU), Great Britain | 5,590 |

Source: CSO Airport Pairings

Table 4.12 Top 5 Overseas Departures for Galway Airport by Number of Passengers, 2007

| | <i>Number</i> |
|-------------------------------------|---------------|
| London - Luton (LTN), Great Britain | 38,627 |
| Manchester (MAN), Great Britain | 21,452 |
| Edinburgh (EDI), Great Britain | 11,556 |
| Lorient (LRT), France | 7,198 |
| Liverpool (LPL), Great Britain | 5,909 |

Source: CSO Airport Pairings

Table 4.13 Top 5 Overseas Arrivals for Waterford Airport by Number of Passengers, 2007

| | <i>Number</i> |
|--------------------------------------|---------------|
| London - Luton (LTN), Great Britain | 35,375 |
| Manchester (MAN), Great Britain | 10,083 |
| Birmingham - UK (BHX), Great Britain | 7,067 |
| Lorient (LRT), France | 1,888 |
| Faro (FAO), Portugal | 1,232 |

Source: CSO Airport Pairings

Table 4.14 Top 5 Overseas Departures for Waterford Airport by Number of Passengers, 2007

| | <i>Number</i> |
|--------------------------------------|---------------|
| London - Luton (LTN), Great Britain | 36,342 |
| Manchester (MAN), Great Britain | 10,286 |
| Birmingham - UK (BHX), Great Britain | 7,180 |
| Lorient (LRT), France | 1,878 |
| Malaga (AGP), Spain | 1,199 |

Source: CSO Airport Pairings

**Table 4.15 Overseas Flights Passenger Numbers arriving in Irish Airports
by Region of Flight Origin, 2007**

| | <i>Number</i> |
|-------------------------|-------------------|
| EU 27 | 6,865,336 |
| United Kingdom | 6,039,658 |
| North America | 1,143,394 |
| Europe other than EU 27 | 374,723 |
| Asia | 69,598 |
| Africa | 51,369 |
| Total | 14,544,078 |

Source: CSO Airport Pairings

**Table 4.16 Overseas Flights Passenger Numbers departing from Irish Airports
by Region of Flight Destination, 2007**

| | <i>Number</i> |
|-------------------------|-------------------|
| EU 27 | 6,848,589 |
| United Kingdom | 6,104,986 |
| North America | 1,136,072 |
| Europe other than EU 27 | 374,638 |
| Asia | 67,709 |
| Africa | 52,240 |
| Total | 14,584,234 |

Source: CSO Airport Pairings

Table 4.17 Overall Passengers by Airport, 2007

| | Total Passengers | |
|--------------|------------------|-----------------------|
| | Domestic flights | International flights |
| Dublin | 1,087,972 | 23,307,333 |
| Shannon | 313,056 | 3,131,444 |
| Cork | 505,873 | 2,677,273 |
| Knock | 16,061 | 544,042 |
| Kerry | 122,423 | 391,138 |
| Galway* | 107,589 | 198,003 |
| Total | 2,152,974 | 30,249,233 |

Source: CSO Transport under EC Regulation 437/2003

* Passengers taken from Tourism datasource

Table 4.18 Sea Passengers to/from Ireland, 2007

| | Total | Irish trips overseas | Overseas visits to Ireland | Visits from Northern Ireland |
|---------------|------------------|----------------------|----------------------------|------------------------------|
| Total | 3,067,329 | 821,700 | 2,133,500 | 112,129 |
| Continental | 280,903 | 155,442 | 107,473 | 17,988 |
| Cross channel | 2,786,426 | 666,258 | 2,026,027 | 94,141 |

Source CSO: Tourism and Travel

Chapter 5

Accommodation

Table 5.1 Available accommodation in Ireland, 2001 - 2007

| | | <i>Numbers</i> | | | | | | |
|--|----------|----------------|--------|--------|--------|--------|--------|--------|
| | | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Hotels | Premises | 848 | 858 | 854 | 846 | 854 | 812 | 857 |
| | Rooms | 39,763 | 41,983 | 39,763 | 43,382 | 45,773 | 45,873 | 51,322 |
| Guesthouses | Premises | 489 | 486 | 480 | 461 | 448 | 409 | 387 |
| | Rooms | 5,225 | 5,336 | 5,310 | 5,226 | 5,115 | 4,632 | 4,429 |
| Farmhouses and Town & Country Homes ¹ | Premises | 3,915 | 3,700 | 3,521 | 3,278 | 3,161 | 3,110 | 2,872 |
| | Rooms | 16,242 | 15,488 | 14,724 | 13,794 | 13,275 | 12,908 | 11,871 |
| Self-catering | Premises | 139 | 189 | 177 | 178 | 177 | 195 | 227 |
| | Rooms | 23,340 | 24,207 | 21,051 | 21,331 | 22,266 | 21,672 | 22,261 |
| Hostels ² | Premises | 206 | 206 | 186 | 175 | 167 | 147 | 138 |
| | Rooms | 5,508 | 5,508 | 5,283 | 5,017 | 4,734 | 8,288 | 7,922 |

Source: Gulliver

¹ Includes specialist and pub accommodation

² Two hostel beds constitute one room

Table 5.2 Room occupancy in serviced accommodation, 2005 - 2007

| | | | | % |
|-------------|---------|------|------|------|
| | Period | 2005 | 2006 | 2007 |
| Hotels | Jan-Dec | 62 | 64 | 64 |
| Guesthouses | Apr-Oct | 57 | 61 | 63 |
| B&Bs | Apr-Oct | 48 | 46 | 48 |

Source: Fáilte Ireland

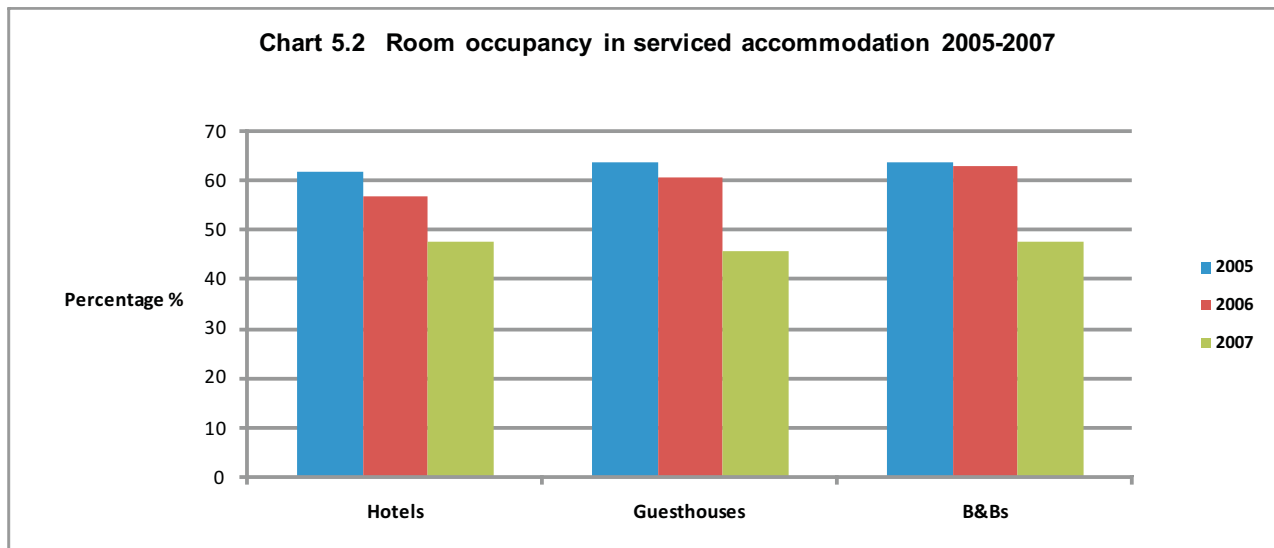


Table 5.3 Domestic travel by Irish Residents - estimated number of trips, nights & average length of stay by type of accommodation, 2000 - 2007

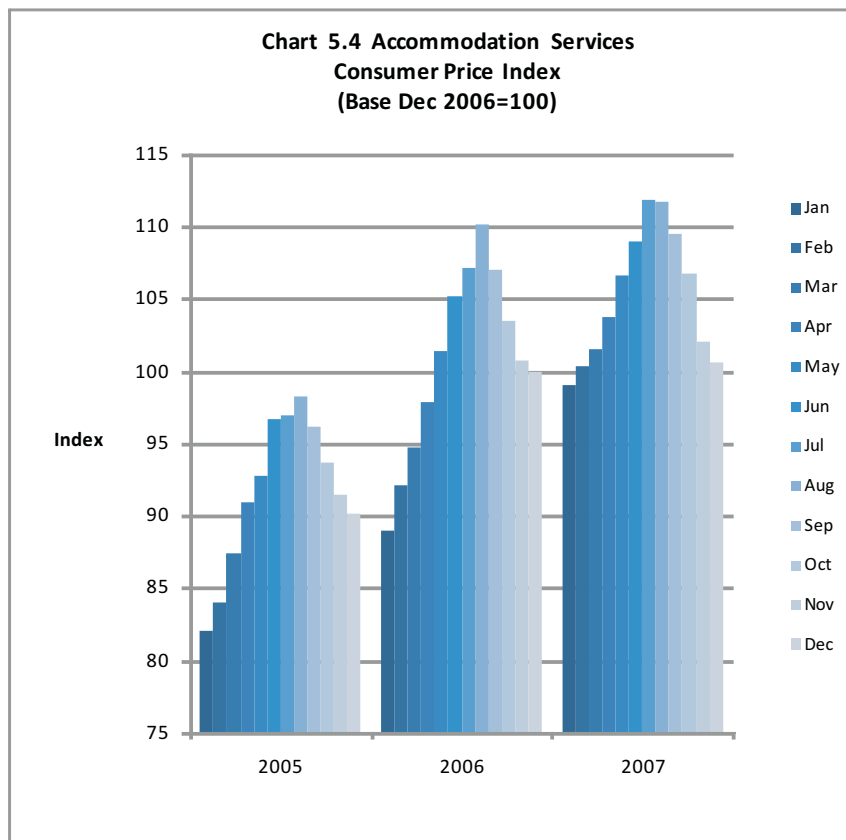
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | | | | | | | | '000 |
| Total Domestic - Trips | 5,478 | 6,307 | 6,452 | 6,657 | 7,001 | 7,173 | 7,310 | 7,942 |
| Caravan/Camping | 295 | 323 | 293 | 282 | 277 | 298 | 279 | 305 |
| Guest House/B&B | 724 | 675 | 729 | 720 | 699 | 661 | 531 | 521 |
| Own Holiday Home | 185 | 211 | 289 | 259 | 294 | 365 | 419 | 489 |
| Hotel/Conference Centre | 1,669 | 2,042 | 2,041 | 2,160 | 2,355 | 2,597 | 2,847 | 3,201 |
| Self Catering/Rented House | 456 | 550 | 494 | 576 | 583 | 547 | 480 | 556 |
| Friends/Relatives | 1,935 | 2,241 | 2,359 | 2,363 | 2,512 | 2,430 | 2,529 | 2,653 |
| Other | 214 | 264 | 246 | 298 | 282 | 278 | 224 | 217 |
| Total Domestic - Nights | 20,703 | 23,207 | 22,222 | 23,616 | 24,189 | 24,607 | 24,203 | 26,328 |
| Caravan/Camping | 1,808 | 2,177 | 1,706 | 1,879 | 1,635 | 1,595 | 1,693 | 2,077 |
| Guest House/B&B | 2,275 | 2,217 | 2,038 | 2,067 | 1,963 | 1,816 | 1,542 | 1,432 |
| Own Holiday Home | 1,082 | 1,405 | 1,742 | 1,572 | 2,014 | 2,174 | 2,459 | 2,772 |
| Hotel/Conference Centre | 4,689 | 5,316 | 5,357 | 5,762 | 5,836 | 6,358 | 6,436 | 7,359 |
| Self Catering/Rented House | 3,090 | 3,749 | 3,168 | 3,754 | 3,701 | 3,582 | 3,298 | 3,500 |
| Friends/Relatives | 6,594 | 7,023 | 6,912 | 7,175 | 7,736 | 7,562 | 7,653 | 7,812 |
| Other | 1,165 | 1,320 | 1,298 | 1,407 | 1,303 | 1,520 | 1,122 | 1,376 |
| Average Length of Stay | 3.8 | 3.7 | 3.4 | 3.5 | 3.5 | 3.4 | 3.3 | 3.3 |
| Caravan/Camping | 6.1 | 6.7 | 5.8 | 6.7 | 5.9 | 5.4 | 6.1 | 6.8 |
| Guest House/B&B | 3.1 | 3.3 | 2.8 | 2.9 | 2.8 | 2.7 | 2.9 | 2.7 |
| Own Holiday Home | 5.8 | 6.7 | 6.0 | 6.1 | 6.9 | 6.0 | 5.9 | 5.7 |
| Hotel/Conference Centre | 2.8 | 2.6 | 2.6 | 2.7 | 2.5 | 2.4 | 2.3 | 2.3 |
| Self Catering/Rented House | 6.8 | 6.8 | 6.4 | 6.5 | 6.3 | 6.5 | 6.9 | 6.3 |
| Friends/Relatives | 3.4 | 3.1 | 2.9 | 3.0 | 3.1 | 3.1 | 3.0 | 2.9 |
| Other | 5.4 | 5.0 | 5.3 | 4.7 | 4.6 | 5.5 | 5.0 | 6.3 |

Source: CSO Household Travel Survey

Table 5.4 Consumer Price Index Accommodation services, 2005 - 2007

| Accommodation services | Index | | |
|------------------------|-------|------|------|
| | 2005 | 2006 | 2007 |
| Jan | 82 | 89 | 99 |
| Feb | 84 | 92 | 100 |
| Mar | 87 | 95 | 102 |
| Apr | 91 | 98 | 104 |
| May | 93 | 101 | 107 |
| Jun | 97 | 105 | 109 |
| Jul | 97 | 107 | 112 |
| Aug | 98 | 110 | 112 |
| Sep | 96 | 107 | 110 |
| Oct | 94 | 104 | 107 |
| Nov | 92 | 101 | 102 |
| Dec | 90 | 100 | 101 |

Source: CSO Consumer Price Index (Base Dec 2006=100)



**Table 5.5: International travel by Irish Residents - estimated number of trips, nights & average length of stay
by type of accommodation, 2000-2007**

| | '000 | | | | | | | |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total International - Trips | 3,768 | 4,162 | 4,597 | 4,974 | 5,465 | 6,189 | 6,981 | 7,830 |
| Caravan/Camping | 105 | 166 | 161 | 168 | 206 | 208 | 187 | 215 |
| Guest House/B&B | 203 | 208 | 254 | 289 | 278 | 261 | 231 | 267 |
| Own Holiday Home | 29 | 47 | 80 | 99 | 98 | 175 | 282 | 313 |
| Hotel/Conference Centre | 1,567 | 1,716 | 1,868 | 1,949 | 2,311 | 2,800 | 3,179 | 3,670 |
| Self Catering/Rented House | 789 | 926 | 934 | 1,098 | 1,090 | 1,099 | 1,212 | 1,385 |
| Friends/Relatives | 919 | 936 | 1,095 | 1,123 | 1,245 | 1,401 | 1,636 | 1,721 |
| Other | 155 | 162 | 206 | 248 | 237 | 245 | 253 | 259 |
| Total International - Nights | 35,544 | 37,953 | 40,660 | 43,702 | 46,302 | 51,503 | 54,266 | 62,236 |
| Caravan/Camping | 1,546 | 2,547 | 2,231 | 2,285 | 2,776 | 2,609 | 2,349 | 2,647 |
| Guest House/B&B | 1,418 | 1,469 | 1,873 | 2,112 | 2,065 | 1,766 | 1,653 | 1,836 |
| Own Holiday Home | 500 | 639 | 969 | 1,410 | 1,392 | 2,369 | 3,578 | 4,031 |
| Hotel/Conference Centre | 11,090 | 11,367 | 12,570 | 12,260 | 14,351 | 16,965 | 18,289 | 22,623 |
| Self Catering/Rented House | 10,298 | 11,538 | 11,276 | 13,494 | 12,503 | 12,601 | 12,675 | 14,272 |
| Friends/Relatives | 8,421 | 7,858 | 8,996 | 9,055 | 10,206 | 11,617 | 12,716 | 13,509 |
| Other | 2,271 | 2,535 | 2,745 | 3,087 | 3,009 | 3,579 | 3,006 | 3,319 |
| Average Length of Stay | 9.4 | 9.1 | 8.8 | 8.8 | 8.5 | 8.3 | 7.8 | 7.9 |
| Caravan/Camping | 14.7 | 15.3 | 13.9 | 13.6 | 13.5 | 12.5 | 12.6 | 12.3 |
| Guest House/B&B | 7.0 | 7.1 | 7.4 | 7.3 | 7.4 | 6.8 | 7.2 | 6.9 |
| Own Holiday Home | 17.2 | 13.6 | 12.1 | 14.2 | 14.2 | 13.5 | 12.7 | 12.9 |
| Hotel/Conference Centre | 7.1 | 6.6 | 6.7 | 6.3 | 6.2 | 6.1 | 5.8 | 6.2 |
| Self Catering/Rented House | 13.1 | 12.5 | 12.1 | 12.3 | 11.5 | 11.5 | 10.5 | 10.3 |
| Friends/Relatives | 9.2 | 8.4 | 8.2 | 8.1 | 8.2 | 8.3 | 7.8 | 7.8 |
| Other | 14.7 | 15.6 | 13.3 | 12.4 | 12.7 | 14.6 | 11.9 | 12.8 |

Source: CSO Household Travel Survey

Table 5.6 Average Weekly Employee Earnings in Hotel and Restaurant Sector¹, 2000 - 2007

| | € | | | | | | | |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Average Weekly Earnings | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Hotels and Restaurants | 322.02 | 339.26 | 347.06 | 367.45 | 395.77 | 418.67 | 431.16 | 446.34 |

Source: CSO Earnings in Distribution & Business Services

¹Also includes Bars

Chapter 6

Tourism and the Economy

Table 6.1 Expenditure of visitors to Ireland by route of travel, 2000 - 2007

| | <i>€million</i> | | | | | | | |
|--|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Route of travel | | | | | | | | |
| Air Cross-Channel | 1,145 | 1,244 | 1,282 | 1,334 | 1,388 | 1,372 | 1,471 | 1,424 |
| Sea Cross-Channel | 485 | 513 | 566 | 515 | 487 | 493 | 453 | 465 |
| Continental European | 603 | 690 | 747 | 794 | 841 | 1,076 | 1,310 | 1,464 |
| Transatlantic | 385 | 445 | 451 | 555 | 488 | 513 | 559 | 568 |
| All overseas routes | 2,617 | 2,893 | 3,045 | 3,198 | 3,204 | 3,455 | 3,793 | 3,920 |
| Cross-Border | 207 | 222 | 221 | 226 | 228 | 235 | 237 | 256 |
| Total expenditure | | | | | | | | |
| (excluding international fares) | 2,824 | 3,115 | 3,266 | 3,424 | 3,432 | 3,689 | 4,029 | 4,176 |
| Passenger fare receipts of Irish carriers from visitors to Ireland | 813 | 820 | 723 | 633 | 634 | 583 | 663 | 726 |
| Total international tourism and travel earnings | | | | | | | | |
| | 3,637 | 3,935 | 3,989 | 4,057 | 4,065 | 4,272 | 4,692 | 4,902 |

Source: CSO Travel and Tourism Survey

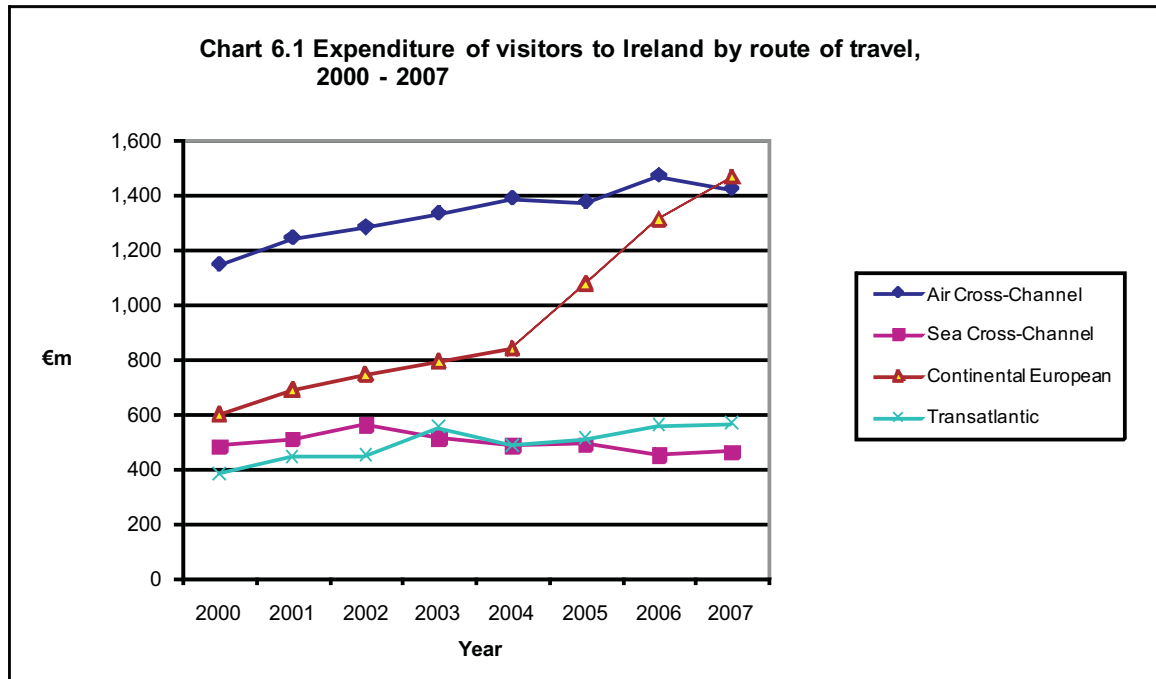


Table 6.2 Overseas visits to Ireland - estimated total expenditure by area of residence and reason for journey, 2000 - 2007

| | <i>€million</i> | | | | | | | |
|--|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total expenditure | | | | | | | | |
| (excluding international fares) | 2,617 | 2,893 | 3,045 | 3,198 | 3,204 | 3,455 | 3,793 | 3,920 |
| Area of residence | | | | | | | | |
| Great Britain | 1,042 | 1,163 | 1,251 | 1,295 | 1,253 | 1,257 | 1,373 | 1,388 |
| Other Europe | 721 | 810 | 862 | 884 | 927 | 1,232 | 1,352 | 1,400 |
| USA and Canada | 679 | 713 | 705 | 784 | 769 | 731 | 803 | 806 |
| Other Areas | 175 | 207 | 227 | 235 | 255 | 234 | 265 | 326 |
| Reason for journey | | | | | | | | |
| Business | 486 | 460 | 445 | 402 | 424 | 457 | 473 | 554 |
| Holiday/leisure/recreation | 1,386 | 1,594 | 1,696 | 1,779 | 1,774 | 1,822 | 2,029 | 2,108 |
| Visit to friends/relatives | 569 | 648 | 675 | 708 | 755 | 884 | 936 | 914 |
| Other | 175 | 191 | 230 | 309 | 251 | 292 | 353 | 344 |

Source: CSO Travel and Tourism Survey

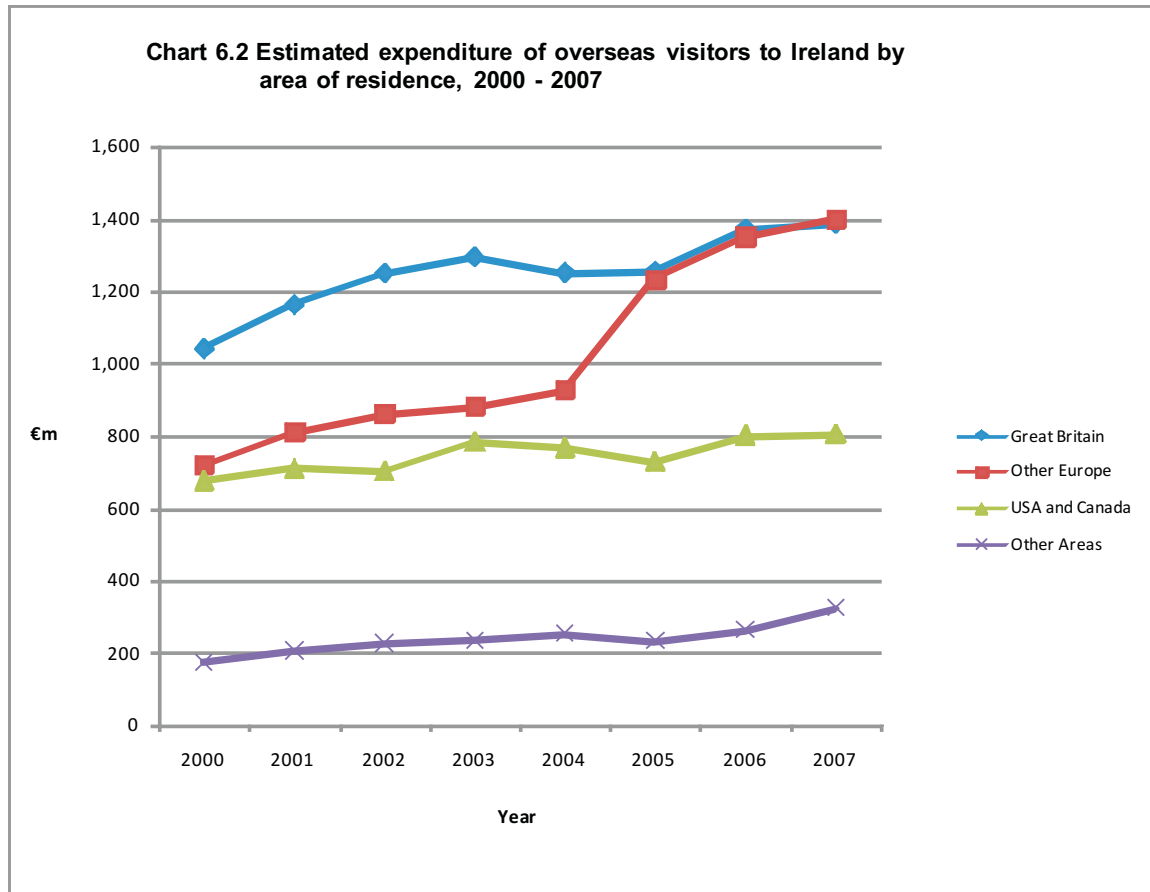


Table 6.3 International travel by Irish residents - total estimated expenditure¹ by region visited and reason for journey, 2000-2007

€ million

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Total international expenditure | 3,187.3 | 3,549.7 | 3,924.0 | 4,092.2 | 4,258.2 | 5,044.1 | 6,134.5 | 7,344.8 |
| Region visited | | | | | | | | |
| EU - 27 | - | - | - | - | - | - | - | 4,527.5 |
| Of which EU - 25 | - | - | - | - | 2,890.0 | 3,277.5 | 3,886.8 | 4,453.7 |
| EU - 15 | 1,961.4 | 2,262.4 | 2,584.2 | 2,724.4 | 2,763.7 | 3,139.7 | 3,697.6 | 4,268.1 |
| Other Europe | 148.1 | 218.9 | 250.7 | 284.3 | 178.5 | 206.3 | 285.2 | 220.9 |
| North America | 693.1 | 620.0 | 582.8 | 634.3 | 660.5 | 918.4 | 1,060.6 | 1,356.9 |
| Central & South America | 56.2 | 52.3 | 59.2 | 67.2 | 62.0 | 89.2 | 129.1 | 126.1 |
| Asia | 109.0 | 156.1 | 149.5 | 136.1 | 201.3 | 219.8 | 301.6 | 437.2 |
| Africa | 93.4 | 121.9 | 148.7 | 124.8 | 128.8 | 136.2 | 225.0 | 276.0 |
| Australia, New Zealand & Oceania | 126.1 | 118.1 | 148.9 | 121.1 | 137.1 | 196.7 | 246.2 | 400.2 |
| Reason for journey | | | | | | | | |
| Holiday | 1,984.5 | 2,252.0 | 2,565.3 | 2,720.1 | 2,927.1 | 3,407.1 | 4,363.9 | 5,542.4 |
| Business | 740.3 | 810.5 | 796.1 | 792.3 | 741.5 | 840.6 | 849.0 | 784.3 |
| Visiting friends/relatives | 297.5 | 290.4 | 351.2 | 366.7 | 387.4 | 531.7 | 696.7 | 784.7 |
| Other | 165.0 | 196.8 | 211.4 | 213.1 | 202.2 | 264.7 | 224.9 | 233.4 |

Source: CSO Household Travel Survey

¹ Expenditure includes international fares and fares paid by Irish visitors abroad to Irish carriers

Chart 6.3 Estimated total expenditure by international travel of Irish residents by region visited, 2007

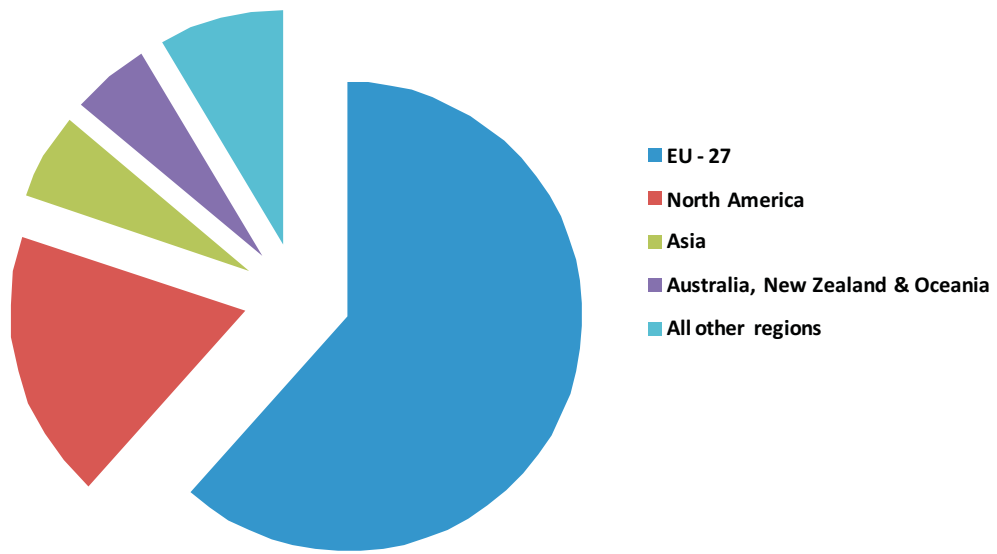


Table 6.4 Domestic travel by Irish residents - total estimated expenditure by region visited and purpose of journey, 2000 - 2007

| | <i>€ million</i> | | | | | | | |
|-----------------------------------|------------------|--------------|--------------|--------------|----------------|----------------|----------------|----------------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Total domestic expenditure | 706.6 | 879.9 | 849.4 | 970.9 | 1,037.2 | 1,164.5 | 1,375.2 | 1,551.0 |
| Region visited | | | | | | | | |
| Border, Midland and Western | 241.1 | 303.2 | 279.9 | 327.6 | 346.0 | 382.9 | 442.3 | 482.2 |
| Southern and Eastern | 465.5 | 576.7 | 569.5 | 643.3 | 691.2 | 781.6 | 932.9 | 1,068.8 |
| Reason for journey | | | | | | | | |
| Holiday | 447.7 | 549.7 | 501.6 | 575.9 | 624.9 | 706.8 | 872.7 | 1,028.1 |
| Business | 109.5 | 149.3 | 152.9 | 157.6 | 162.5 | 188.3 | 227.3 | 194.1 |
| Visiting Friends/Relatives | 81.3 | 86.6 | 97.2 | 114.0 | 121.1 | 142.4 | 181.8 | 219.7 |
| Other | 68.1 | 94.3 | 97.7 | 123.4 | 128.7 | 127.0 | 93.4 | 109.1 |

Source: CSO Household Travel Survey

Table 6.5 Tourism and Travel estimated earnings and expenditure, 2000 - 2007

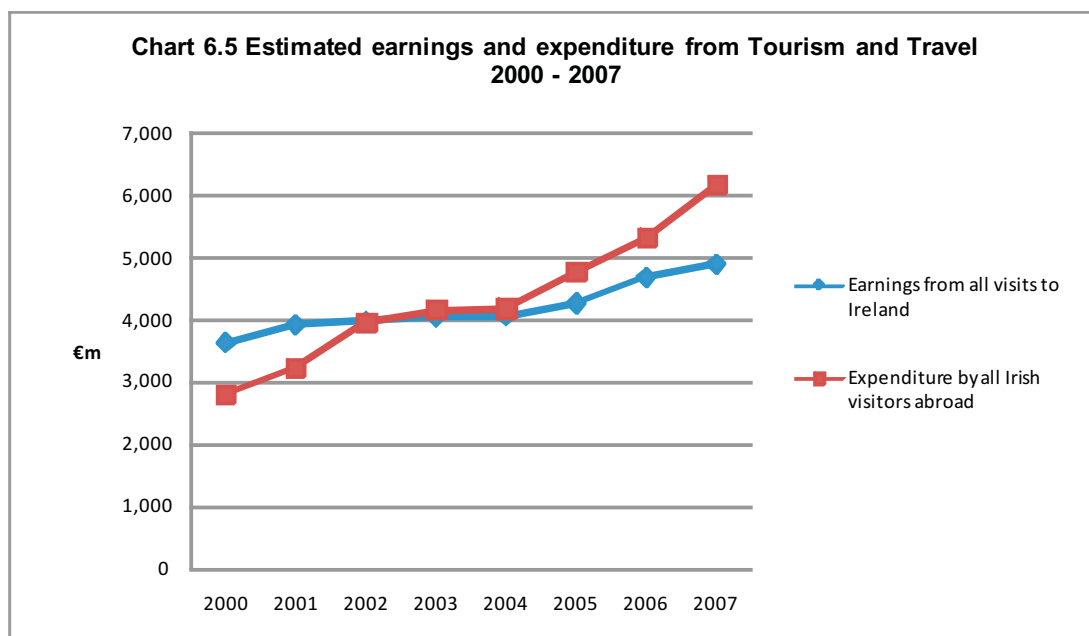
| € million | | | |
|-----------|--|---|----------------------|
| Period | Earnings from all visits to Ireland ¹ | Expenditure by all Irish visitors abroad ² | Balance ³ |
| 2000 | 3,637 | 2,804 | +832 |
| 2001 | 3,935 | 3,224 | +711 |
| 2002 | 3,989 | 3,952 | +37 |
| 2003 | 4,057 | 4,158 | -101 |
| 2004 | 4,065 | 4,179 | -114 |
| 2005 | 4,272 | 4,773 | -501 |
| 2006 | 4,692 | 5,318 | -626 |
| 2007 | 4,902 | 6,163 | -1,261 |

Source: CSO Travel and Tourism Survey

¹ Expenditure (excluding international fares) plus passenger fare receipts of Irish carriers from visitors to Ireland

² Expenditure (including international fares) less passenger fare payments by Irish visitors abroad to Irish carriers

³ + = Net inflow, - = Net outflow



Chapter 7

Activities and Attractions

Table 7.1 Activities taken on Domestic Holidays, 2000 - 2007

| | | | | | | | | % |
|--|------|------|------|------|------|------|------|------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Activities | | | | | | | | |
| National Parks | 11 | 9 | 9 | 9 | 16 | 21 | 21 | 28 |
| Houses/Castles | 15 | 13 | 14 | 13 | 17 | 22 | 25 | 26 |
| Watersports | 15 | 10 | 11 | 8 | 14 | 25 | 21 | 24 |
| Hiking/Walking | 12 | 9 | 5 | 8 | 14 | 19 | 17 | 21 |
| Spa | - | - | - | - | - | - | - | 20 |
| Gardens | 11 | 11 | 10 | 9 | 13 | 17 | 21 | 19 |
| Heritage/Interpret. Centres | 11 | 11 | 10 | 10 | 13 | 17 | 17 | 17 |
| Museums/ Art Galleries/ Monuments ¹ | 6 | 4 | 6 | 6 | 11 | 11 | 11 | 16 |
| Golf | 10 | 10 | 6 | 14 | 9 | 11 | 12 | 10 |
| Angling | 3 | 4 | 3 | 4 | 4 | 7 | 6 | 8 |
| Cycling | 3 | 3 | 2 | 1 | 4 | 6 | 4 | 6 |
| Equestrian Pursuits | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 |

Source Fáilte Ireland

¹ Museums and Art Galleries included from 2004

Note: the amounts in each column may not total 100% due to persons undertaking more than one activity

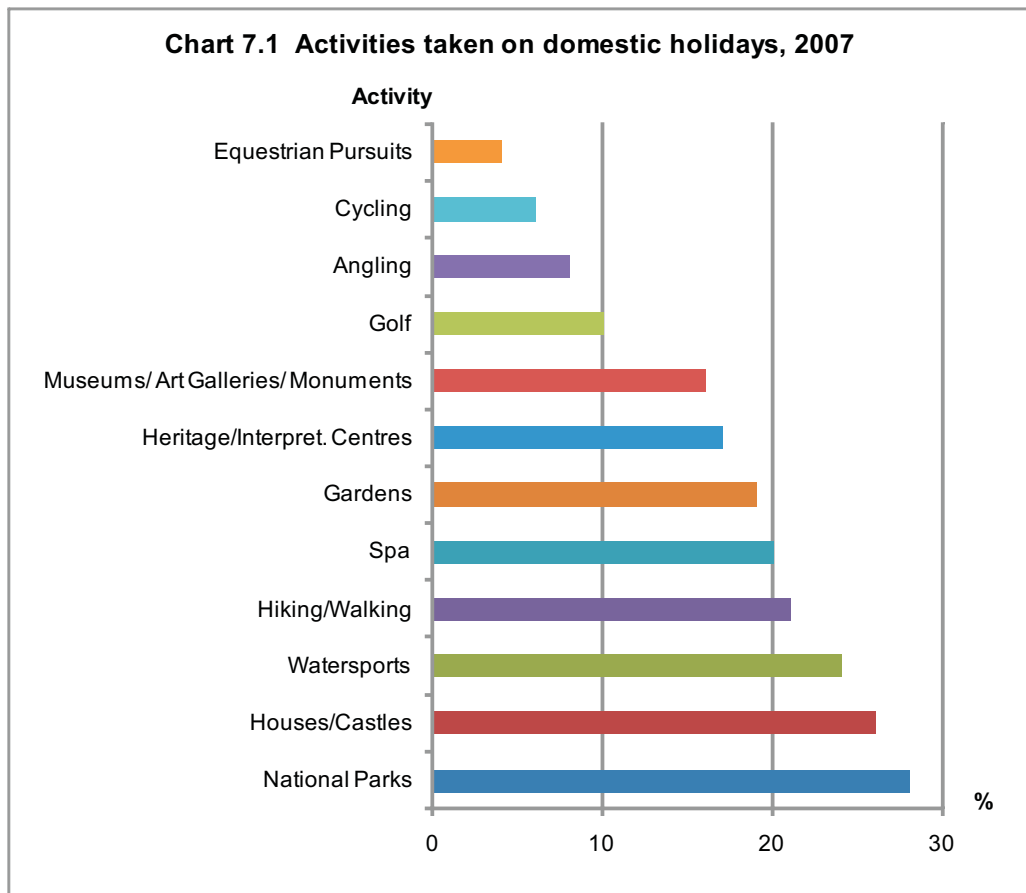


Table 7.2 Activities taken by Overseas Visitors to Ireland, 2000 - 2007

| | '000 | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|
| Activities | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Hiking/Hillwalking | 304 | 213 | 207 | 168 | 259 | 280 | 335 | 511 |
| Golf | 306 | 171 | 95 | 133 | 138 | 98 | 169 | 194 |
| Angling | 157 | 95 | 56 | 88 | 93 | 56 | 106 | 128 |
| Cycling | 130 | 101 | 111 | 100 | 85 | 43 | 78 | 102 |
| Equestrian | 79 | 46 | 37 | 28 | 31 | 27 | 37 | 50 |

Source: Fáilte Ireland

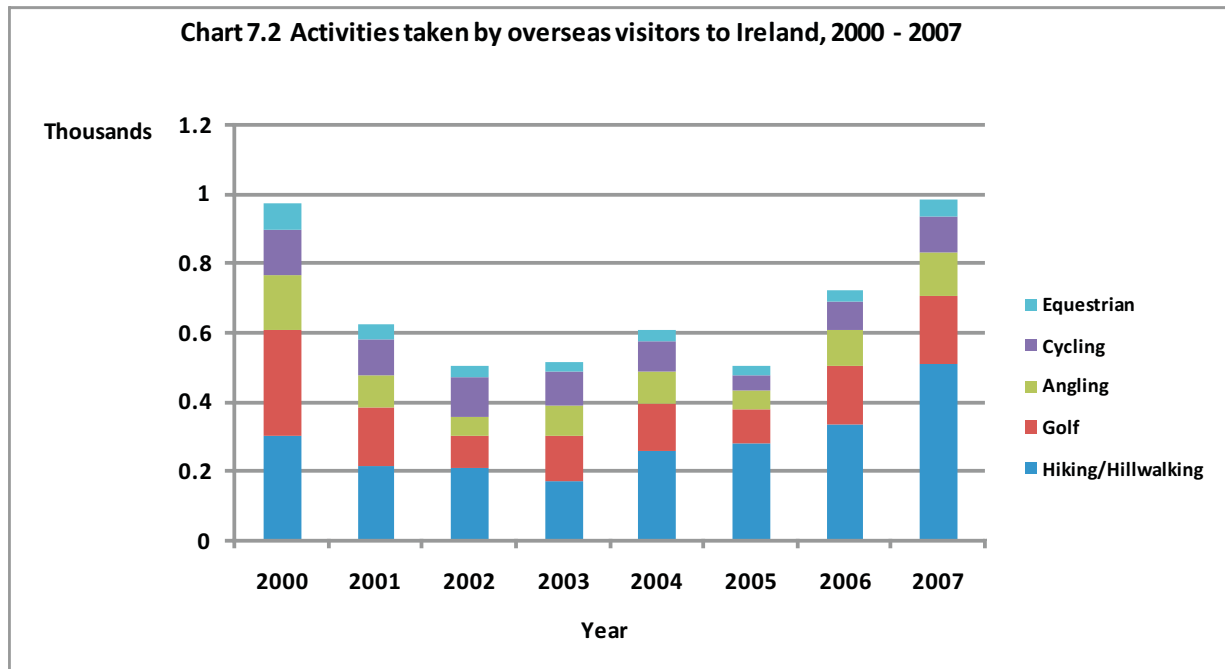


Table 7.3 Most popular fee-charging visitor attractions in the Republic of Ireland, 2001 - 2007

| Attractions | County | No. of visitors | | | | | | |
|------------------------------------|-----------|-----------------|---------|---------|---------|---------|---------|---------|
| | | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| Guinness Storehouse | Dublin | 640,720 | 725,000 | 738,000 | 764,118 | 780,851 | 858,504 | 946,577 |
| Cliffs of Moher Visitor Experience | Clare | 655,000 | 624,000 | 650,000 | 789,465 | 760,906 | 911,876 | 940,455 |
| Dublin Zoo | Dublin | 607,548 | 701,000 | 772,322 | 731,705 | 746,291 | 754,208 | 900,005 |
| Book of Kells | Dublin | 491,339 | 468,655 | 467,513 | 512,849 | 529,898 | 548,691 | 567,632 |
| National Aquatic Centre | Dublin | - | - | 187,007 | 425,284 | 273,559 | 368,225 | 565,085 |
| Blarney Castle | Cork | 318,762 | 297,181 | 300,000 | 364,468 | 385,543 | 395,454 | 401,567 |
| St Patrick's Cathedral | Dublin | 303,183 | 278,037 | 275,922 | 314,729 | 328,398 | 334,976 | 388,559 |
| Fota Wildlife Park | Cork | 246,412 | 287,407 | 301,301 | 294,089 | 294,842 | 299,119 | 362,792 |
| Bunratty Castle & Folk Park | Clare | 329,334 | 312,663 | 307,145 | 324,903 | 316,813 | 330,763 | 344,000 |
| Waterford Crystal Visitor Centre | Waterford | 347,000 | 306,000 | 303,000 | 322,000 | 315,000 | 310,000 | 312,000 |
| Kilmainham Gaol | Dublin | 115,679 | 133,937 | 153,883 | 168,027 | 182,448 | 224,742 | 266,585 |
| Rock of Cashel | Tipperary | 236,890 | 245,564 | 245,316 | 251,615 | 241,290 | 244,515 | 258,397 |

Source: Fáilte Ireland

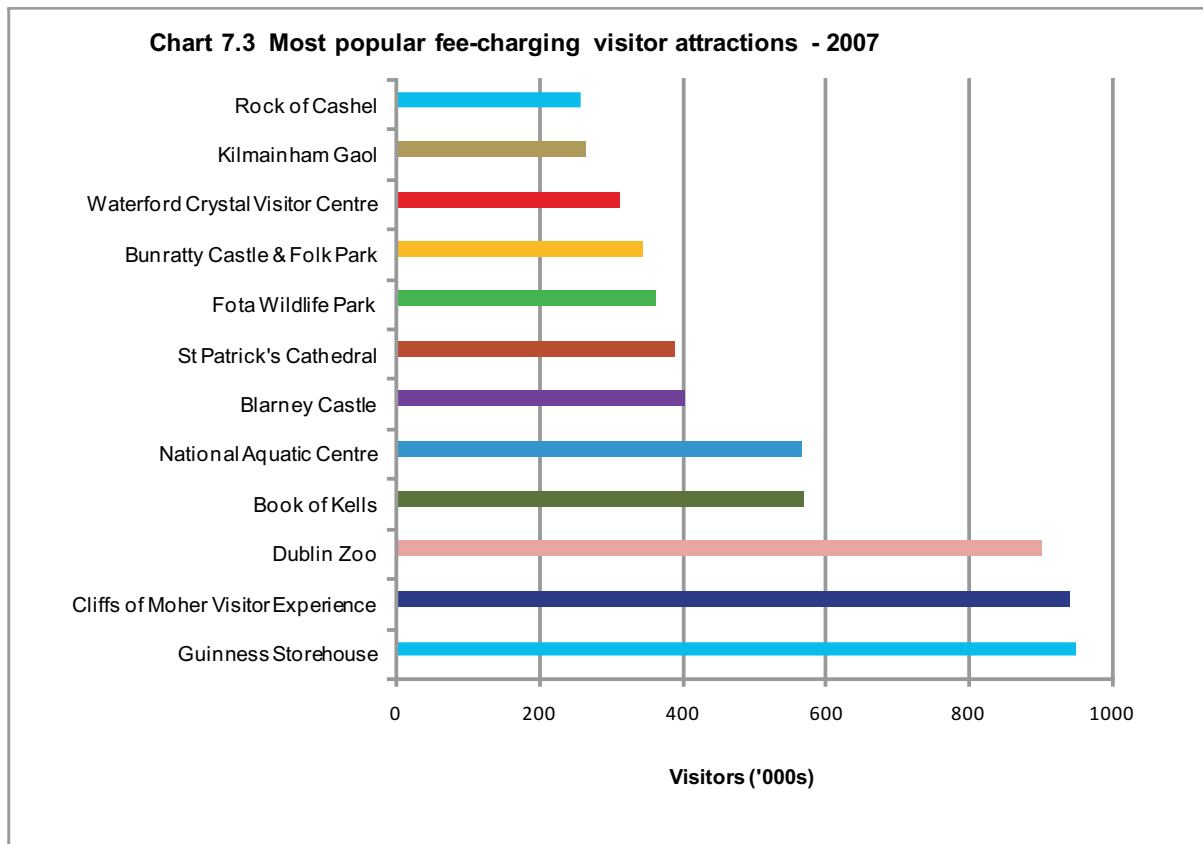


Table 7.4 Most popular free attractions in the Republic of Ireland, 2002 - 2007

| Attraction | County | No. of visitors | | | | | |
|--|-----------|-----------------|---------|---------|---------|---------|---------|
| | | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| The National Gallery of Ireland | Dublin | 700,000 | 754,636 | 744,847 | 748,938 | 756,510 | 740,407 |
| Irish Museum of Modern Art | Dublin | 293,000 | 309,000 | 350,000 | 420,000 | 435,000 | 485,000 |
| National Museum of Ireland - Archaeology | Dublin | 255,419 | 59,907 | 313,031 | 269,846 | 368,692 | 407,202 |
| National Museum of Ireland - Decorative Arts and History | Dublin | 180,832 | 138,868 | 102,932 | 125,006 | 245,291 | 374,347 |
| Holy Cross Abbey | Tipperary | 200,000 | 220,000 | 240,000 | 250,000 | 260,000 | 260,000 |
| Chester Beatty Library | Dublin | 105,389 | 134,161 | 163,523 | 172,230 | 206,695 | 252,000 |
| St Mels Cathedral | Longford | 250,000 | 250,000 | 250,000 | 250,000 | 250,000 | 250,000 |
| Dublin City Gallery the Hugh Lane | Dublin | - | - | - | - | 142,168 | 166,346 |
| National Museum of Ireland - Country Life | Mayo | 132,207 | 112,270 | 99,761 | 105,501 | 100,645 | 113,430 |
| National Museum of Ireland - Natural History | Dublin | 108,145 | 118,705 | 124,167 | 130,000 | 148,894 | 108,615 |

Source *Fáilte Ireland*

Chart 7.4 Most popular free attractions in the Republic of Ireland for 2007

Chapter 8

International Comparisons

Table 8.1 International comparison of outbound holidays by country and length of stay, 2007

| Country | Trips | | |
|----------------|------------------|------------------|---------------------|
| | 4 - 7 nights | 8 - 14 nights | 15 - 28 nights |
| Belgium | 2,289,446 | 2,173,586 | 965,461 |
| Czech Republic | 2,232,709 | 1,975,850 | 217,954 |
| Denmark | 2,614,677 | 1,266,835 | 401,215 |
| Germany | 27,438,587 | 21,625,446 | 6,458,058 |
| Estonia | 174,714 | 92,730 | 22,447 ¹ |
| Ireland | 2,649,000 | 1,319,000 | 382,000 |
| Greece | 456,140 | 260,568 | 140,028 |
| Spain | 2,485,144 | 1,654,745 | 814,595 |
| France | 7,549,333 | 4,305,382 | 1,633,076 |
| Cyprus | 251,648 | 192,681 | 105,998 |
| Latvia | 344,704 | 142,748 | 35,768 |
| Lithuania | 388,809 | 252,491 | 33,593 |
| Luxembourg | 400,851 | 211,317 | 68,849 |
| Netherlands | 4,447,000 | 4,251,000 | 2,660,000 |
| Austria | 3,255,379 | 1,617,199 | 555,135 |
| Poland | 1,629,000 | 1,205,000 | 277,000 |
| Portugal | 392,467 | 239,338 | 114,101 |
| Slovenia | 757,520 | 419,441 | 72,593 |
| Slovakia | 982,026 | 1,339,719 | 106,075 |
| Finland | 1,369,000 | 495,000 | 156,000 |
| United Kingdom | 20,255,753 | 13,657,650 | 6,919,085 |
| Croatia | 657,137 | 206,461 | 68,708 |
| Norway | 1,853,915 | 1,021,174 | 408,573 |

Source: Eurostat

Note: Figures not available for Italy

¹Estimated

Table 8.2 International comparison of domestic holidays by country and length of stay, 2007

| Country | Trips | | |
|----------------|------------------|---------------------|----------------|
| | 4 - 7 nights | 8 - 14 nights | 15 - 28 nights |
| Belgium | 756,795 | 274,499 | 114,108 |
| Czech Republic | 3,533,176 | 937,307 | 374,762 |
| Denmark | 1,265,957 | 257,329 | 36,415 |
| Germany | 29,503,719 | 10,248,381 | 2,206,899 |
| Estonia | 76,864 | 25,609 ¹ | - |
| Ireland | 1,074,000 | 211,000 | 47,000 |
| Greece | 4,115,518 | 1,503,854 | 1,204,519 |
| Spain | 21,598,439 | 6,790,154 | 3,564,000 |
| France | 43,524,209 | 18,457,237 | 7,581,544 |
| Cyprus | 155,779 | 28,045 | 12,363 |
| Latvia | 236,433 | 47,186 | 12,694 |
| Lithuania | 286,668 | 172,629 | 22,402 |
| Luxembourg | 4,348 | 251 | - |
| Netherlands | 4,552,000 | 1,354,000 | 465,000 |
| Austria | 2,481,763 | 470,730 | 139,166 |
| Poland | 8,883,000 | 3,786,000 | 962,000 |
| Portugal | 1,258,595 | 705,226 | 483,737 |
| Slovenia | 333,637 | 58,895 | - |
| Slovakia | 1,874,554 | 366,847 | 157,993 |
| Finland | 3,822,000 | 587,000 | 141,000 |
| United Kingdom | 23,338,912 | 4,484,345 | 625,395 |
| Croatia | 1,044,701 | 636,108 | 216,781 |
| Norway | 1,656,792 | 528,901 | 162,491 |

Source: Eurostat

Note: Figures not available for Italy

¹Estimated

Table 8.3 International comparisons of number of persons employed by economic activity, 2007

'000

| Countries | All economic activities | Hotels and restaurants sector | Tourist accommodation sector |
|----------------------|-------------------------|-------------------------------|------------------------------|
| EU-27 ² | 218,553 | 9,178 | 2,309 |
| Belgium | 4,380 | 151 | : |
| Bulgaria | 3,253 | 163 | 38 |
| Czech Republic | 4,922 | 182 | 47 |
| Denmark | 2,804 | 82 | 22 |
| Germany | 38,210 | 1,433 | 375 |
| Estonia | 655 | 23 | : |
| Ireland | 2,112 | 127 | : |
| Greece | 4,510 | 312 | 78 |
| Spain | 20,356 | 1,451 | 337 |
| France | 25,642 | 875 | 256 |
| Italy | 23,222 | 1,154 | 238 |
| Cyprus | 378 | 24 | 12 |
| Latvia | 1,118 | 31 | : |
| Lithuania | 1,534 | 34 | . |
| Luxembourg | . | . | : |
| Hungary | 3,926 | 163 | 37 |
| Malta | 156 | 13 | 8 |
| Netherlands | 8,464 | 359 | 72 |
| Austria | 4,028 | 259 | 94 |
| Poland | 15,241 | 291 | 90 |
| Portugal | 5,170 | 289 | 59 |
| Romania | 9,353 | 137 | 34 |
| Slovenia | 985 | 39 | : |
| Slovakia | 2,358 | 102 | 27 |
| Finland | 2,492 | 84 | 17 |
| Sweden | 4,541 | 143 | 37 |
| United Kingdom | 28,441 | 1,247 | : |
| Croatia | 1,614 | 95 | . |
| Turkey | 21,207 | 990 | : |
| Iceland ¹ | 168 | 6 | 2 |
| Norway | 2,434 | 67 | 23 |
| Switzerland | 4,122 | 154 | : |

Source: Eurostat, EU Labour Force Survey

¹ Iceland : 2006 data

² EU-27 for "All economic activities " and "Hotels and restaurants sector" include estimates for LU;
EU-27 for "Tourist accommodation sector" includes estimates for BE, EE, IE, LV,LT,LU,SI and UK.

Table 8.4 International comparisons of Tourism receipts and expenditure, 1996, 2001 and 2006

| | Receipts (EUR million) | | | International Tourism receipts relative to GDP | Expenditure (EUR million) | | | International Tourism expenditure relative to GDP |
|----------------|------------------------|--------------|--------------|--|---------------------------|--------------|--------------|--|
| | 1996 | 2001 | 2006 | 2006(%) | 1996 | 2001 | 2006 | 2006(%) |
| EU 27 (1) | - | - | 75,277 | 0.7 | - | - | 87,933 | 0.8 |
| Euro area (2) | - | - | 96,226 | 1.1 | - | - | 80,908 | 1.0 |
| Belgium | - | - | 9,187 | 2.9 | - | - | 13,710 | 4.4 |
| Bulgaria | 689 | 1,088 | 2,063 | 8.2 | 368 | 512 | 1,171 | 4.7 |
| Czech Republic | 3,210 | 3,468 | 3,993 | 3.5 | 2,327 | 1,550 | 2,119 | 1.9 |
| Denmark | 2,698 | 4,482 | 4,195 | 1.9 | 3,328 | 5,435 | 5,541 | 2.5 |
| Germany | 13,955 | 20,164 | 26,091 | 1.1 | 41,723 | 57,985 | 59,596 | 2.6 |
| Estonia | 382 | 569 | 820 | 6.3 | 79 | 214 | 469 | 3.6 |
| Ireland | 1,945 | 3,144 | 4,175 | 2.4 | 1,730 | 3,494 | 5,434 | 3.1 |
| Greece (3) | 3,858 | 10,246 | 11,037 | 6.1 | 953 | 4,663 | 2,446 | 1.4 |
| Spain | 21,711 | 34,222 | 40,710 | 4.2 | 3,880 | 7,296 | 13,265 | 1.4 |
| France | 22,343 | 33,679 | 34,172 | 1.9 | 13,983 | 20,055 | 25,626 | 1.4 |
| Italy | 23,609 | 28,959 | 30,281 | 2.1 | 12,428 | 16,539 | 18,229 | 1.2 |
| Cyprus | 1,323 | 2,240 | 1,913 | 13.2 | 288 | 478 | 780 | 5.4 |
| Latvia | 169 | 134 | 400 | 2.5 | 294 | 250 | 576 | 3.6 |
| Lithuania | 249 | 428 | 824 | 3.5 | 209 | 244 | 721 | 3.0 |
| Luxembourg | - | - | 2,883 | 8.7 | - | - | 2,491 | 7.5 |
| Hungary | 2,547 | 4,204 | 3,601 | 4.0 | 756 | 1,624 | 2,091 | 2.3 |
| Malta | 500 | 628 | 608 | 11.9 | 172 | 202 | 253 | 5.0 |
| Netherlands | 5,178 | 7,505 | 9,172 | 1.7 | 9,109 | 13,417 | 13,592 | 2.6 |
| Austria | 10,074 | 11,455 | 13,267 | 5.1 | 8,687 | 10,032 | 7,407 | 2.9 |
| Poland | 2,487 | 5,190 | 5,744 | 2.1 | 459 | 3,904 | 4,542 | 1.7 |
| Portugal | 3,687 | 6,125 | 6,648 | 4.3 | 1,763 | 2,363 | 2,625 | 1.7 |
| Romania | 417 | 404 | 1,033 | 1.1 | 525 | 501 | 1,034 | 1.1 |
| Slovenia | 977 | 1,102 | 1,503 | 5.1 | 475 | 600 | 851 | 2.9 |
| Slovakia | 530 | 1,051 | 1,209 | 2.8 | 380 | 658 | 842 | 1.9 |
| Finland | 1,463 | 1,609 | 1,879 | 1.1 | 1,824 | 2,070 | 2,724 | 1.6 |
| Sweden | 2,872 | 4,771 | 7,251 | 2.4 | 5,077 | 7,736 | 9,181 | 3.0 |
| United Kingdom | 16,824 | 21,082 | 26,691 | 1.4 | 20,450 | 42,414 | 49,876 | 2.6 |
| Croatia (3) | - | - | 5,961 | 19.1 | - | - | 604 | 1.9 |
| Turkey (3) | 4,450 | 9,033 | 14,590 | 5.0 | 996 | 1,941 | 2,308 | 0.8 |
| Norway (3) | 1,775 | 2,157 | 2,680 | 1.1 | 3,532 | 4,787 | 8,187 | 3.4 |
| Japan | 3,221 | 3,699 | 8,470 | 0.2 | 29,205 | 29,617 | 26,876 | 0.8 |
| United States | 64,411 | 99,128 | 106,667 | 1.0 | 39,022 | 70,142 | 78,252 | 0.7 |

Source: Eurostat (bop_its_det and tec00001), Economic and Social Research Institute, Bureau of Economic Analysis

(1) Extra-EU-27.

(2) Extra euro area.

(3) 2005 instead of 2006.

Table 8.5 Number of hotels and similar establishments, bedrooms and bedplaces in the EU, 1996, 2001 and 2006

| | Establishments | | | Bedrooms | | | Bed-Places | | |
|-------------------------------------|----------------|----------------|----------------|--------------|------------------|------------------|------------------|-------------------|-------------------|
| | 1996 | 2001 | 2006 | 1996 | 2001 | 2006 | 1996 | 2001 | 2006 |
| EU 27 | 200,074 | 206,078 | 201,061 | .. | 5,329,396 | 5,746,028 | 9,878,581 | 10,865,970 | 11,478,559 |
| Austria | 17,990 | 15,293 | 14,051 | 314,172 | 288,346 | 282,002 | 640,199 | 587,305 | 572,514 |
| Belgium | 2,062 | 2,034 | 1,955 | 51,114 | 64,992 | 55,957 | 117,299 | 121,512 | 123,775 |
| Bulgaria | 523 | 679 | 1,348 | .. | 45,669 | 95,632 | 107,111 | 117,369 | 211,565 |
| Cyprus | 573 | 801 | 753 | 42,891 | 46,190 | 44,404 | 83,517 | 87,834 | 89,490 |
| Czech Republic | 2,737 | 4,112 | 4,314 | 74,161 | 95,460 | 101,563 | 167,058 | 218,645 | 236,104 |
| Denmark | 478 | 484 | 473 | 30,755 | 33,412 | 36,049 | 60,080 | 66,472 | 70,769 |
| Estonia | 174 | 353 | 341 | 5,147 | 7,779 | 12,826 | 10,826 | 17,385 | 26,058 |
| Finland | 958 | 989 | 923 | 51,842 | 55,268 | 54,452 | 108,438 | 118,493 | 118,170 |
| France | 20,590 | 19,928 | 18,135 | 668,064 | 619,355 | 626,981 | 1,472,424 | 1,607,781 | 1,253,962 |
| Germany | 38,565 | 38,529 | 36,201 | 798,894 | 884,534 | 896,980 | 1,490,612 | 1,602,960 | 1,631,530 |
| Greece | 7,916 | 8,342 | 9,111 | 301,829 | 320,159 | 364,179 | 571,656 | 607,614 | 693,252 |
| Hungary | 1,687 | 1,994 | 1,921 | 50,691 | 59,897 | 64,769 | 127,650 | 148,225 | 154,060 |
| Republic of Ireland | 5,274 | 5,222 | 4,296 | .. | 61,007 | 63,087 | 96,905 | 140,966 | 148,077 |
| Italy | 34,080 | 33,421 | 33,768 | 947,429 | 975,601 | 1,034,682 | 1,764,651 | 1,891,281 | 2,086,942 |
| Latvia | 151 | 199 | 321 | 6,814 | 7,034 | 9,706 | 12,388 | 13,139 | 19,650 |
| Lithuania | 173 | 231 | 338 | 5,088 | 5,849 | 10,843 | 9,897 | 11,071 | 21,504 |
| Luxembourg | 368 | 309 | 284 | 7,787 | 7,536 | 7,474 | 14,750 | 14,185 | 14,349 |
| Malta | 255 | 210 | 173 | 17,891 | 17,969 | 18,533 | 38,052 | 39,020 | 39,518 |
| Netherlands | 1,739 | 2,858 | 3,099 | .. | 84,292 | 94,509 | 142,800 | 174,314 | 192,067 |
| Poland | 1,247 | 1,391 | 2,301 | 52,163 | 60,658 | 88,409 | 102,272 | 118,213 | 178,056 |
| Portugal | 1,744 | 1,781 | 2,028 | 91,094 | 99,120 | 117,565 | 208,205 | 228,665 | 264,037 |
| Romania | 2,362 | 2,681 | 4,125 | 97,317 | 96,333 | 110,937 | 204,374 | 199,320 | 226,383 |
| Slovenia | 398 | 381 | 358 | 16,847 | 14,970 | 16,402 | 32,666 | 27,695 | 31,145 |
| Slovakia | 476 | 764 | 922 | 19,764 | 23,967 | 28,460 | 41,700 | 48,723 | 57,985 |
| Spain | 9,482 | 16,369 | 18,304 | 538,847 | 685,668 | 814,890 | 1,025,208 | 1,333,441 | 1,614,545 |
| Sweden | 1,851 | 1,979 | 1,888 | 91,467 | 99,267 | 101,651 | 177,620 | 194,839 | 201,316 |
| United Kingdom | 46,221 | 44,744 | 39,330 | 554,400 | 569,064 | 593,086 | 1,050,223 | 1,129,503 | 1,201,736 |
| Northern Ireland¹ | 1,203 | 1,062 | 880 | 8,100 | 9,188 | 9,192 | 17,540 | 21,082 | 21,040 |

Source: Eurostat

¹ The stock for NI is the sum of hotels, guesthouses and B&Bs (after removing school and college stock).

Background Notes

Background Notes

| | |
|-------------------------|---|
| Reference Period | 2000-2007 Annual. |
| Rounding Errors | Due to rounding issues the totals given may differ in a trivial way from the sum of the individual figures given. |
| NUTS Regions | The regional classifications in this release are based on the NUTS (Nomenclature of Territorial Units) classification used by Eurostat. The NUTS 3 regions correspond to the eight Regional Authorities established under the Local Government Act, 1991 (Regional Authorities) (Establishment) Order, 1993, which came into operation on 1 January 1994. The NUTS 2 regions, which were proposed by Government and agreed by Eurostat in 1999, are groupings of the NUTS 3 regions. The composition of the regions is set out below. |

| Border, Midland and Western NUTS2 Region | | Southern and Eastern NUTS2 Region | |
|---|---|--|---|
| Border | Cavan Donegal Leitrim Louth Monaghan Sligo | Mid-East | Kildare Meath Wicklow |
| Midland | Laois Longford Offaly Westmeath | Mid-West | Clare Limerick City Limerick North Tipperary |
| West | Galway City Galway Mayo Roscommon | South-East | Carlow Kilkenny South Tipperary Waterford City Waterford Wexford |
| Dublin | Dublin City Dun Laoghaire-Rathdown Fingal South Dublin | South-West | Cork City Cork Kerry |

Fáilte Ireland Regions:

In 2005 changes were made to the Fáilte Ireland Regions. North Kerry up to this point had been included in the Shannon region. This was redefined in 2005 to be included the South West region.

| | | | |
|----------------------|---|-------------------------------|---|
| Dublin | Dublin | | |
| South East | Carlow Kilkenny Tipperary (South) Waterford Wexford | Midlands East (cont'd) | Meath Wicklow Offaly (East) Westmeath |
| South West | Cork Kerry | Shannon | Clare Limerick Tipperary (North) Offaly (West) |
| West | Galway Mayo Roscommon | North West | Cavan Donegal Leitrim Monaghan Sligo |
| Midlands East | Kildare Laois Longford Louth | | |

Definitions

Tourism The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes. Stays in prison, military service and hospital or clinics etc. are excluded. Trips taken for the purposes of work, where clearly distinguishable from business trips, should also be excluded.

From Quarter 4 2005, a number of changes were made to the Household Travel Survey questionnaire. One of these changes, to the Reason for Journey question, was to explicitly include "Work" in the "Business" category.

This change was made to address the Survey's inability to distinguish between business and work trips.

The effect of this change appears to have been a reduction in the trips in the "Other" category and an increase in the "Business" category.

Domestic tourism is defined as the activities of residents of the Republic of Ireland travelling to and staying in places only within the Republic of Ireland but outside their usual environment.

Overnight Visitor An overnight visitor is a visitor who stays at least one night in collective or private accommodation in the place, county or country visited. A visitor is defined as any person travelling to a place other than that of usual environment for less than 12 months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited (i.e. work). Consequently the following are excluded:

Short-distance local transport and commuting i.e. more or less regular trips between place of work/study and place of residence.

- Short-distance local transport and commuting i.e. more or less regular trips between place of work/study and place of residence.
- Routine or regular visits e.g. visiting parents every weekend.
- For visits of more than 12 consecutive months, a traveller will be considered a resident of that place (from a statistical standpoint).
- Migratory movements for work purposes.

The following are excluded from Domestic travel:

Residents travelling within the country with the intention of changing their usual residence.
Persons who travel to work temporarily in institutions within the country.
Persons who travel regularly or frequently between neighbouring localities to work or study.
Nomads and persons without fixed residence.
Armed forces on manoeuvre.

Tourism Expenditure Total consumption expenditure is any expenditure made by a visitor or on behalf of a visitor for and during their trip and stay at destination. Tourism expenditure includes purchases of consumer goods and services inherent in travel and stay, purchases of small durable goods for personal use, souvenirs and gifts for family and friends.

The following outlays or acquisitions are excluded:

- Purchases for commercial purposes, for resale, purchases made on behalf of an employer during a business trip.
- Capital type investments or transactions engaged in by visitors, such as land, housing, real estate, works of art and other important acquisitions (such as cars, caravans, boats, second houses), even though they may be used in the future for tourism travel purposes.
- Cash given to relatives or friends during the trip, which does not represent payment of tourism goods or services, as well as donations made to institutions.

Other Accommodation Other Accommodation includes:

Health farms
 Stays on board ships, buses and trains
 Stays at moorings or marinas
 Other commercial accommodation
 Any other accommodation n.e.c.

Trips Eurostat methodology defines a Visitor as 'any person travelling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited'. However, as the Country of Residence Survey does not establish the reason for an individual's trip or length of stay, those travelling for reason of remuneration for more than one year to this country cannot be excluded. Therefore, for the purposes of this survey, 'Trips' includes those travelling for remuneration in Ireland. Commercial Drivers travelling on sea routes are excluded.

Country of Residence Country of Residence is defined as the country in which a person has resided during the past year.

COUNTRY BREAKDOWNS

EU 27 From Q1 2007 EU 27 includes the following Countries:

| | |
|-----------------|----------------|
| Austria | Latvia |
| Belgium | Lithuania |
| <i>Bulgaria</i> | Luxembourg |
| Cyprus | Malta |
| Czech Republic | Netherlands |
| Denmark | Poland |
| Estonia | Portugal |
| Finland | <i>Romania</i> |
| France | Slovakia |
| Germany | Slovenia |
| Greece | Spain |
| Hungary | Sweden |
| Italy | United Kingdom |

EU 25 For the period 2004-2006 EU 25 includes the following Countries:

| | |
|----------------|----------------|
| Austria | Latvia |
| Belgium | Lithuania |
| Cyprus | Luxembourg |
| Czech Republic | Malta |
| Denmark | Netherlands |
| Estonia | Poland |
| Finland | Portugal |
| France | Slovakia |
| Germany | Slovenia |
| Greece | Spain |
| Hungary | Sweden |
| Italy | United Kingdom |

EU 15 EU 15 includes the following Countries:

| | |
|---------|----------------|
| Austria | Italy |
| Belgium | Luxemburg |
| Denmark | Netherlands |
| Finland | Portugal |
| France | Spain |
| Germany | Sweden |
| Greece | United Kingdom |

**Other Europe
2000-2003**

For the period 2000-2003 Other Europe includes the following Countries:

| | |
|------------------------|--|
| Albania | Latvia |
| Andorra | Liechtenstein |
| Armenia | Lithuania |
| Azerbaijan | Macedonia, The Former Yugoslav Republic of |
| Belarus | Malta |
| Bosnia and Herzegovina | Moldova, Republic of |
| Bulgaria | Monaco |
| Croatia | Norway |
| Cyprus | Poland |
| Czech Republic | Romania |
| Estonia | Russian Federation |
| Faroe Islands | San Marino |
| Georgia | Slovakia |
| Gibraltar | Slovenia |
| Guernsey | Switzerland |
| Hungary | Turkey |
| Iceland | Ukraine |
| Isle of Man | Vatican City |
| Jersey | Yugoslavia (Federal Republic of) |

**Other Europe
2004-2006**

For the period 2004-2006 Other Europe includes the following Countries:

| | |
|------------------------|--|
| Albania | Jersey |
| Andorra | Liechtenstein |
| Armenia | Macedonia, The Former Yugoslav Republic of |
| Azerbaijan | Moldova, Republic of |
| Belarus | Monaco |
| Bosnia and Herzegovina | Norway |
| <i>Bulgaria</i> | <i>Romania</i> |
| Croatia | Russian Federation |
| Faroe Islands | San Marino |
| Georgia | Switzerland |
| Gibraltar | Turkey |
| Guernsey | Ukraine |
| Iceland | Vatican City |
| Isle of Man | Yugoslavia (Federal Republic of) |

**Other Europe
2007 onwards**

From Q1 2007 Other Europe includes the following Countries:

| | |
|------------------------|--|
| <i>Aland Islands</i> | Macedonia, The Former Yugoslav Republic of |
| Albania | Moldova, Republic of |
| Andorra | Monaco |
| Belarus | <i>Montenegro</i> |
| Bosnia and Herzegovina | Norway |
| Croatia | Russian Federation |
| Faroe Islands | San Marino |
| Gibraltar | <i>Serbia</i> |
| Guernsey | Switzerland |
| Iceland | Turkey |
| Isle of Man | Ukraine |
| Jersey | Vatican City |
| Liechtenstein | |

North America

North America includes the following Countries:

Canada
United States

Central, South and Other Americas

Central, South and Other Americas includes the following Countries:

| | |
|-----------------------------|----------------------------------|
| Anguilla | Guyana |
| Antigua and Barbuda | Haiti |
| Argentina | Honduras |
| Aruba | Jamaica |
| Bahamas | Martinique |
| Barbados | Mexico |
| Belize | Montserrat |
| Bermuda | Netherlands Antilles |
| Bolivia | Nicaragua |
| Brazil | Panama |
| Cayman Islands | Paraguay |
| Chile | Peru |
| Colombia | Puerto Rico |
| Costa Rica | Saint Kitts and Nevis |
| Cuba | Saint Lucia |
| Dominica | Saint Pierre and Miquelon |
| Dominican Republic | Saint Vincent and the Grenadines |
| Ecuador | Suriname |
| El Salvador | Trinidad and Tobago |
| Falkland Islands (Malvinas) | Turks and Caicos Islands |
| French Guiana | Uruguay |
| Greenland | Venezuela |
| Grenada | Virgin Islands, British |
| Guadeloupe | Virgin Islands, US |
| Guatemala | |

Asia and Middle East

From Q1 2007 Asia and Middle East includes the following Countries:

| | |
|--|---------------------------------|
| Afghanistan | Lebanon |
| <i>Armenia</i> | Macao |
| <i>Azerbaijan</i> | Malaysia |
| Bahrain | Maldives |
| Bangladesh | Mongolia |
| Bhutan | Myanmar |
| British Indian Ocean Territory | Nepal |
| Brunei Darussalam | Oman |
| Cambodia | Pakistan |
| China | Palestinian Territory, Occupied |
| <i>Georgia</i> | Philippines |
| Hong Kong | Qatar |
| India | Saudi Arabia |
| Indonesia | Singapore |
| Iran, Islamic Republic of | Sri Lanka |
| Iraq | Syrian Arab Republic |
| Israel | Taiwan, Province of China |
| Japan | Tajikistan |
| Jordan | Thailand |
| Kazakhstan | <i>Timor Leste</i> |
| Korea, Democratic People's Republic of | Turkmenistan |
| Korea, Republic of | United Arab Emirates |
| Kuwait | Uzbekistan |
| Kyrgyzstan | Vietnam |
| Lao People's Democratic Republic | Yemen |

Africa

Africa includes the following Countries:

| | |
|--------------|------------|
| Algeria | Malawi |
| Angola | Mali |
| Benin | Mauritania |
| Botswana | Mauritius |
| Burkina Faso | Mayotte |
| Burundi | Morocco |

| | |
|---------------------------------------|------------------------------|
| Cameroon | Mozambique |
| Cape Verde | Namibia |
| Central African Republic | Niger |
| Chad | Nigeria |
| Comoros | Reunion |
| Congo | Rwanda |
| Congo, The Democratic Republic of the | Saint Helena |
| Cote d'Ivoire | Sao Tome and Principe |
| Djibouti | Senegal |
| Egypt | Seychelles |
| Equatorial Guinea | Sierra Leone |
| Eritrea | Somalia |
| Ethiopia | South Africa |
| Gabon | Sudan |
| Gambia | Swaziland |
| Ghana | Tanzania, United Republic of |
| Guinea | Togo |
| Guinea-Bissau | Tunisia |
| Kenya | Uganda |
| Lesotho | Western Sahara |
| Liberia | Zambia |
| Libyan Arab Jamahiriya | Zimbabwe |
| Madagascar | |

Australia, New Zealand and Oceania

Australia, New Zealand and Oceania includes the following Countries:

| | |
|-----------------------------------|--|
| American Samoa | New Zealand |
| Antarctica | Niue |
| Australia | Norfolk Island |
| Bouvet Island | Northern Mariana Islands |
| Christmas Island | Palau |
| Cocos (Keeling) Islands | Papua New Guinea |
| Cook Islands | Pitcairn |
| Fiji | Samoa |
| French Polynesia | Solomon Islands |
| French Southern Territories | South Georgia and the South Sandwich Islands |
| Guam | Svalbard and Jan Mayen |
| Heard Island and McDonald Islands | Tokelau |
| Kiribati | Tonga |
| Marshall Islands | Tuvalu |
| Micronesia, Federated States of | United States Minor Outlying Islands |
| Nauru | Vanuatu |
| New Caledonia | Wallis and Futuna |

