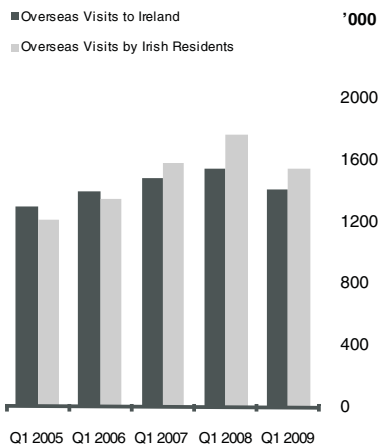




Tourism and Travel

Quarter 1 2009

Number of Visits



	Visits to Ireland '000	Irish Visits Abroad '000
Jan - Mar 2006	1,390	1,346
Jan - Mar 2007	1,478	1,575
Jan - Mar 2008	1,542	1,762
Jan - Mar 2009	1,402	1,540

Number of Irish Visits Abroad down 13%

The number of Irish Visits abroad from January to March 2009 was 1,540,000, a decrease of 13% on the corresponding period in 2008. This is the first fall in Irish trips abroad in Q1 since 2000. The largest decrease in trips taken was in the continental route where trips fell by 17% compared to Q1 2008. Trips on the sea cross-channel route increased by 1%. *See Tables 9(b), 13 and Graph.*

1,402,000 Overseas Visits were made to Ireland in the first Quarter of 2009 compared with 1,542,000 in the same period of 2008, a decrease of 9%. However, year on year comparisons between 2008 and 2009 should take account of Easter occurring in Quarter 1 in 2008 and Quarter 2 in 2009. *See Table 1(b) and Graph.*

The number of Overseas Visits by residents of Great Britain decreased by 15%. The number of Visits by residents of Other European Countries increased by 2% while visits by residents of Other Areas decreased by 14% on Q1 2008. Overseas Visits by residents of USA and Canada fell by 9%. *See Table 1(b) and Graph.*

The expenditure figures for January - March 2009 show a net outflow of €606m. Earnings from Visitors to Ireland accounted for €694m while expenditure by Irish Visitors Abroad amounted to €1,300m. *See Table 15.*

The Tourism figures in this release also show that:

- ◆ The number of bednights spent on Overseas Visits to Ireland decreased by 12% with the number of nights spent in hotels decreasing by 20%, compared to the same period in 2008. *See Table 6.*
- ◆ The average length of stay decreased slightly for Visits to Ireland to 6.6 nights while Irish Visits abroad averaged 7.4 nights. *See Tables 5 and 14.*

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Table 1 (a) Overseas Visits to Ireland by Non-Residents - Estimated Number of Overseas Visits Classified by Route of Travel, Area of Residence and Reason for Journey

	'000						
Visits	2007	2008	2008				2009
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar
Total Overseas Visits	8,012	7,839	1,542	2,159	2,472	1,665	1,402
Route of Travel							
Air Cross-Channel	3,754	3,690	822	960	1,065	843	724
Sea Cross-Channel	1,013	890	141	258	353	138	96
Continental European	2,575	2,656	480	756	836	583	497
Transatlantic	669	603	99	184	218	101	86
Area of Residence							
Great Britain	4,032	3,872	849	1,023	1,149	851	722
Other Europe	2,590	2,610	480	729	840	561	489
USA & Canada	1,073	1,005	156	312	357	179	142
Other Areas	317	352	57	95	126	73	49
Reason for Journey							
Business	1,211	1,334	310	336	330	359	287
Holiday/Leisure/Recreation	4,035	3,698	665	1,119	1,277	637	543
Visit to Friends/Relatives	2,247	2,276	487	557	642	589	449
Other	519	531	80	147	224	80	123

Table 1 (b) Overseas Visits to Ireland by Non-Residents - Estimated Number of Overseas Visits Classified by Route of Travel, Area of Residence and Reason for Journey, (Quarter 1)

'000

Visits	Jan - Mar				
	2005	2006	2007	2008	2009
Total Overseas Visits	1,290	1,390	1,478	1,542	1,402
Route of Travel					
Air Cross-Channel	767	839	767	822	724
Sea Cross-Channel	151	116	131	141	96
Continental European	287	338	490	480	497
Transatlantic	86	96	90	99	86
Area of Residence					
Great Britain	767	820	771	849	722
Other Europe	321	373	496	480	489
USA & Canada	154	150	156	156	142
Other Areas	49	47	54	57	49
Reason for Journey					
Business	237	247	255	310	287
Holiday/Leisure/Recreation	533	570	714	665	543
Visit to Friends/Relatives	414	469	428	487	449
Other	106	103	82	80	123

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

'000

Visits	2007	2008	2008				2009
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
Total Overseas Visits	8,012	7,839	1,542	2,159	2,472	1,665	1,402
Same-day visits (i.e. no overnight in Ireland)	422	551	86	150	155	159	94
Visits with at least one overnight in Ireland	7,590	7,288	1,456	2,009	2,317	1,506	1,308

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

'000

Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Total Same-Day Visits (i.e. no overnight in Ireland)	47	22	17	8	94
Area of Residence					
Great Britain	36	15	6	4	61
Other Europe	8	4	5	1	19
USA & Canada	3	2	5	2	12
Other Areas	1	1	1	-	2

Table 4 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Classified by Area of Residence and Reason for Journey, Jan - Mar 2009

'000

Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Total Visits with at least one overnight in Ireland	240	521	432	115	1,308
Area of Residence					
Great Britain	140	253	230	38	661
Other Europe	77	180	149	63	469
USA & Canada	17	68	35	10	130
Other Areas	6	19	18	3	47

Table 5 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Estimated Average Length of Stay (Nights) - Classified by Route of Travel, Area of Residence and Reason for Journey

Length of Stay	Nights						
	2007	2008	2008				2009
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
Total Visits with at least one overnight in Ireland	7.3	8.1	6.7	7.6	10.1	7.2	6.6
Route of Travel							
Air Cross-Channel	4.8	5.1	4.3	4.7	6.3	4.6	4.4
Sea Cross-Channel	8.4	8.7	8.2	8.2	9.3	8.7	7.9
Continental European	9.9	11.6	9.9	10.2	14.9	9.9	9.1
Transatlantic	9.5	10.2	8.9	10.4	10.5	10.4	8.6
Area of Residence							
Great Britain	4.7	4.8	4.1	4.6	6.1	4.1	4.1
Other Europe	9.6	11.4	9.7	10.2	14.5	9.7	8.5
USA & Canada	9.1	9.3	8.1	9.1	9.6	9.9	9.0
Other Areas	14.5	15.2	15.5	13.3	16.5	15.3	15.8
Reason for Journey							
Business	5.2	4.7	3.8	4.9	5.6	4.3	4.2
Holiday/Leisure/Recreation	6.8	7.1	5.6	6.7	8.6	6.5	5.3
Visit to Friends/Relatives	7.9	8.3	8.6	7.5	9.3	7.6	8.0
Other	13.1	23.0	15.6	21.5	26.5	23.2	12.4

Table 6 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Number of Bednights Classified by Type of Accommodation used

Bednights	'000						
	2007	2008	2008				2009
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
Accommodation	55,628	59,337	9,826	15,316	23,335	10,860	8,618
Hotel	13,474	13,584	2,421	3,972	4,892	2,300	1,931
Guest house/B&B	6,017	5,469	504	1,853	2,406	706	404
Rented house/Apartment	10,388	12,452	1,888	3,083	5,078	2,402	1,804
Caravan/Camping	1,083	778	33	198	516	31	10
Hostel	1,684	1,704	232	574	526	372	333
Friends/Relatives	17,292	17,846	3,911	3,982	5,978	3,975	3,263
Other	5,689	7,503	836	1,655	3,939	1,074	872

Table 7 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Number of Bednights Classified by Area of Residence and Type of Accommodation used

Bednights	'000						
	2007	2008	2008				2009
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar
Great Britain	17,487	17,057	3,261	4,330	6,460	3,007	2,696
Hotel	4,993	4,770	1,157	1,249	1,377	987	836
Guest house/B&B	1,552	1,329	133	382	636	179	114
Rented house/Apartment	2,408	2,556	339	664	1,255	298	361
Caravan/Camping	364	234	15	72	128	19	7
Hostel	173	156	24	29	62	40	52
Friends/Relatives	7,143	6,957	1,458	1,564	2,602	1,334	1,213
Other	854	1,056	135	370	400	151	115
Other Europe	24,288	28,608	4,516	7,175	11,727	5,189	4,001
Hotel	4,508	5,019	669	1,609	2,014	726	618
Guest house/B&B	2,578	2,595	241	854	1,184	315	195
Rented house/Apartment	5,698	6,758	1,054	1,677	2,704	1,322	1,069
Caravan/Camping	670	522	18	123	369	12	3
Hostel	862	1,009	127	341	293	248	204
Friends/Relatives	6,174	7,246	1,847	1,527	2,041	1,831	1,282
Other	3,798	5,459	559	1,044	3,121	735	630
USA & Canada	9,381	8,532	1,199	2,618	3,118	1,597	1,177
Hotel	3,356	3,106	499	934	1,230	444	379
Guest house/B&B	1,401	1,065	78	460	394	132	64
Rented house/Apartment	1,376	1,435	169	434	403	429	213
Caravan/Camping	47	9	0	1	8	0	0
Hostel	333	326	43	140	105	38	57
Friends/Relatives	2,149	1,794	289	429	636	439	378
Other	719	798	122	220	341	115	86
Other Areas	4,472	5,139	849	1,193	2,030	1,067	743
Hotel	617	690	96	180	270	144	99
Guest house/B&B	485	480	53	156	192	79	32
Rented house/Apartment	906	1,703	325	309	716	353	160
Caravan/Camping	3	13	0	2	11	0	0
Hostel	317	214	39	63	66	46	20
Friends/Relatives	1,826	1,849	317	462	698	371	391
Other	318	190	20	20	77	73	40

Table 8 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Number of Bednights Classified by Type of Accommodation used and Reason for Journey, Jan - Mar 2009

'000					
Bednights	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Accommodation Used	1,008	2,739	3,435	1,436	8,618
Hotel	505	1,071	197	158	1,931
Guest house/B&B	30	230	75	69	404
Rented house/Apartment	328	532	277	667	1,804
Caravan/Camping	5	4	1	0	10
Hostel	5	218	31	79	333
Friends/Relatives	93	430	2,633	108	3,263
Other	42	254	220	355	872

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

	'000						
Visits	2007	2008	2008				2009
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	
Total Overseas Visits	7,713	7,877	1,762	2,051	2,428	1,636	1,540
Route of Travel							
Air Cross-Channel	2,356	2,468	642	609	613	604	585
Sea Cross-Channel	333	357	67	89	129	73	68
Continental European	4,583	4,533	944	1,238	1,544	806	782
Transatlantic	441	520	109	115	142	152	104
Reason for Journey							
Business	886	922	229	283	189	220	193
Holiday/Leisure/Recreation	4,654	4,824	1,044	1,243	1,642	894	880
Visit to Friends/Relatives	1,753	1,804	423	445	503	433	362
Other	420	328	67	79	94	88	104

Table 9 (b) Overseas Visits by Irish Residents - Estimated Number of Visits Classified by Route of Travel and Reason for Journey, (Quarter 1)

	'000						
Visits	Jan - Mar						
	2004	2005	2006	2007	2008	2009	
Total Overseas Visits	1,039	1,208	1,346	1,575	1,762	1,540	
Route of Travel							
Air Cross-Channel	485	526	559	600	642	585	
Sea Cross-Channel	65	73	54	53	67	68	
Continental European	432	534	656	841	944	782	
Transatlantic	57	75	77	81	109	104	
Reason for Journey							
Business	160	168	201	236	229	193	
Holiday/Leisure/Recreation	523	618	679	890	1,044	880	
Visit to Friends/Relatives	280	316	335	365	423	362	
Other	76	106	131	84	67	104	

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

Visits	'000						
	2007	2008	2008				2009
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar
Total Overseas Visits	7,713	7,877	1,762	2,051	2,428	1,636	1,540
Same-day visits (i.e. no overnight abroad)	205	201	42	76	41	42	50
Visits with at least one overnight abroad	7,508	7,676	1,721	1,975	2,387	1,593	1,490

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

Visits	'000						
	2007	2008	2008				2009
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar
Total Overseas Visits	205	201	42	76	41	42	50
Route of Travel							
Air Cross-Channel	134	119	33	42	15	28	39
Sea Cross-Channel	28	21	1	7	9	4	4
Continental European	42	59	7	27	16	9	6
Transatlantic	1	1	0	0	0	1	1
Reason for Journey							
Business	109	93	24	40	13	16	30
Holiday/Leisure/Recreation	57	70	8	29	19	15	9
Visit to Friends/Relatives	32	31	9	5	8	10	9
Other	6	7	1	2	2	2	1

Table 12 Overseas Same-Day Visits by Irish Residents - Classified by Route of Travel and Reason for Journey, Jan - Mar 2009

'000					
Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Total Same-Day Visits (i.e. no overnight abroad)	30	9	9	1	50
Route of Travel					
Air Cross-Channel	29	5	4	1	39
Sea Cross-Channel	0	2	2	-	4
Continental European	1	2	2	1	6
Transatlantic	0	1	0	-	1

Table 13 Overseas Visits by Irish Residents, with at least one overnight abroad - Classified by Route of Travel and Reason for Journey, Jan - Mar 2009

'000					
Visits	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Total Visits with at least one overnight abroad	165	870	354	101	1,490
Route of Travel					
Air Cross-Channel	78	236	174	58	546
Sea Cross-Channel	11	20	28	4	63
Continental European	67	544	131	35	777
Transatlantic	9	70	21	4	103

Table 14 Overseas Visits by Irish Residents, with at least one overnight abroad - Estimated Average Length of Stay (Nights) - Classified by Route of Travel and Reason for Journey

Length of Stay	Nights						
	2007	2008	2008				2009
			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar
All Overseas Visits	8.1	8.5	7.3	7.1	10.5	7.8	7.4
Route of Travel							
Air Cross-Channel	8.5	8.1	6.8	6.3	10.2	8.5	6.8
Sea Cross-Channel	6.5	7.7	6.6	6.3	7.8	5.7	4.8
Continental European	7.8	8.5	7.4	7.3	10.5	7.3	7.7
Transatlantic	10.2	11.0	10.3	9.9	14.8	8.7	9.4
Reason for Journey							
Business	6.1	6.5	4.6	4.7	8.3	8.0	5.4
Holiday/Leisure/Recreation	8.4	8.5	7.1	7.4	10.8	7.2	7.4
Visit to Friends/Relatives	8.3	8.8	9.0	7.4	10.0	8.4	9.2
Other	8.2	11.1	9.0	9.4	13.2	11.1	4.1

Table 15 Tourism and Travel Estimated Earnings and Expenditure

€ million

Period	Earnings from all Visits to Ireland ¹	Expenditure by all Irish Visitors abroad ²	Balance ³
2003 Year	4,057	4,158	-101
2004 Year	4,065	4,179	-114
2005 Year	4,272	4,773	-501
2006 Year	4,692	5,318	-626
2007 Year	4,902	6,163	-1,261
2008 Year	4,781	6,912	-2,131
2003 January – March	641	739	-98
April – June	1,059	1,071	-12
July – September	1,495	1,536	-41
October – December	861	811	+50
2004 January – March	675	768	-93
April – June	1,113	1,048	+65
July – September	1,427	1,521	-93
October – December	850	842	+8
2005 January – March	712	876	-164
April – June	1,124	1,152	-28
July – September	1,506	1,710	-204
October – December	929	1,035	-106
2006 January – March	733	1,008	-276
April – June	1,231	1,312	-81
July – September	1,746	1,818	-71
October – December	982	1,180	-198
2007 January – March	819	1,143	-324
April – June	1,291	1,526	-235
July – September	1,768	2,098	-330
October – December	1,024	1,396	-373
2008 January – March	824	1,452	-628
April – June	1,313	1,627	-315
July – September	1,734	2,366	-632
October – December ⁵	911	1,467	-556
2009 January – March ⁴	694	1,300	-606

¹ Expenditure (excluding international fares) plus passenger fare receipts of Irish carriers from visitors to Ireland² Expenditure (including international fares) less passenger fare payments by Irish visitors abroad to Irish carriers³ + = Net inflow - = Net outflow⁴ Provisional⁵ Revised

Background Notes

Introduction This quarterly series gives details on the number of overseas visits to Ireland and Irish visits abroad for the quarter. It includes data on the reason for journey, average length of stay (nights) and expenditure. The quarterly series supplements the annual release, which provides more extensive annual information on tourism and travel.

Commercial Drivers From the 1st January 2000 Commercial Drivers on sea routes are excluded from visitor numbers.

The agreed European interpretation of Annex 1 of Commission Decision of 9 December 1998 implementing Council Directive 95/57/EC is that commercial drivers should be considered travellers rather than visitors.

One of the fundamental criteria that are used to distinguish a visitor from a traveller is that the *trip should be to a place other than that of the usual environment*. Places that are frequently visited are part of a person's *usual environment* even though they may be located at a considerable distance (or in another country) from the place of residence. Persons who work in means of transport are included in visitor numbers under "Business" unless their trips consist of frequent routine travel, in which case they may be excluded by the *usual environment* criterion.

Sources The Central Statistics Office carries out two sample surveys of passengers, the Country of Residence Survey and the Passenger Card Inquiry. The results of these surveys are used in conjunction with passenger movement figures supplied by the transport companies to provide estimates for overseas tourism and travel.

The Country of Residence Survey is a continuous sample survey of passengers (both inward and outward) at all major airports and seaports to provide an estimated distribution of passengers by country of residence. This distribution is applied to the total passenger movement figures to provide estimates of Irish visits abroad and visits to Ireland by non-residents. Visits to Ireland are further categorised into the areas of residence shown in this release. The sample size of the Country of Residence Survey in Quarter 1 2009 was just under 68,800 passengers.

The Passenger Card Inquiry is a continuous sample survey of incoming and departing passengers at airports and seaports. This survey provides information on the reason for journey, area of residence, length of stay, expenditure and fare costs. The results are combined with the overall visit estimates from the Country of Residence Survey to provide the overseas tourism and travel estimates shown in this release. The sample size of the Passenger Card Inquiry in Quarter 1 2009 was just under 52,500 passengers.