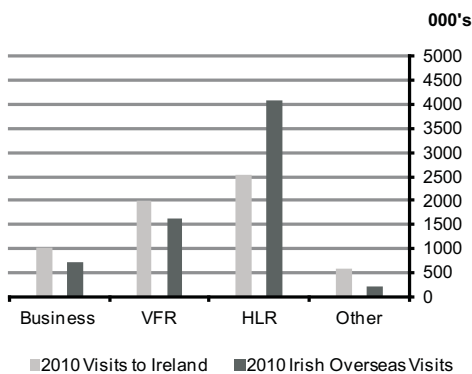




Tourism and Travel 2009-2010

Number of visits by reason for journey - 2010



■ 2010 Visits to Ireland ■ 2010 Irish Overseas Visits

VFR : Visit to friends/relatives
HLR : Holiday/leisure/recreation

Route of Travel	Overseas Visits to Ireland '000		Overseas Visits by Irish Residents '000	
	2009	2010	2009	2010
Cross Channel	3,781	3,404	2,824	2,893
Continental	2,340	2,073	3,793	3,434
Transatlantic	787	662	403	333
All Routes	6,907	6,139	7,021	6,660

Overseas visits to Ireland fell by over 11% in 2010

The main results are as follows:

Overseas visits to Ireland:

- ◆ The number of overseas visits to Ireland fell from 6.9 million in 2009 to 6.1 million visits in 2010 (-11.1%). *See table 1.*
- ◆ The number of nights spent in Ireland by overseas visitors declined by 9.2% in 2010, down from 52.8 million to 48 million. *See table 4.*
- ◆ Expenditure in Ireland by overseas visitors declined by 9.6% between 2009 and 2010, from €3,934 million to €3,556 million. *See table 7.*

Overseas visits by Irish Residents:

- ◆ In 2010 the number of overseas visits made by Irish residents fell by 5.1%, from 7.0 million to 6.7 million visits. *See table 8.*
- ◆ The overseas expenditure of Irish residents declined by 4.8%, from €5,473 million in 2009 to €5,211 million in 2010. *See table 10.*

This release contains the tourism and travel results for the years 2009 and 2010. Following a change in methodology, the data for 2009 has been revised from previously published figures. See background notes for further details of these changes.

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Overseas Travel to Ireland

In 2010 just over 6.1 million overseas visits were made to Ireland compared to over 6.9 million visits in 2009, a decline of 11.1%. The number of overseas visits fell on all routes, with the transatlantic route experiencing the largest decline, at almost 16%. Visitors using continental and cross channel routes fell by 11% and 10% respectively. There was a decline of 418,000 (-13%) in the number of visits made by residents of Great Britain. The largest reduction in the number of visits occurred amongst those visiting friends/relatives, which fell by 520,000 visits. This represents a fall of almost 21% compared with 2009. (See table 1)

The fall in the number of overseas visits to Ireland in 2010 is reflected in a reduction in the number of bed nights occupied by these visitors, which decreased by over 9%, from 52.8 million to 48 million bed nights. The largest decline in the number of bed nights was in the category Other European residents (excluding Great Britain), with a fall of over 2.7 million bed nights (-11.5 %) between 2009 and 2010. The largest decrease by reason occurred amongst those coming to Ireland to visit friends/relatives, which fell by over 3.6 million bed nights from 19.5 million to 15.8 million nights. The number of nights spent in rented houses/apartments fell by over 1 million, while the combined total number of nights spent in hotels/guesthouses fell by 2.7%. The average length of stay by overseas visitors to Ireland rose marginally from 7.6 nights to 7.8 nights. (See tables 4, 5 and 6)

Total overseas tourism and travel earnings were €3,934 million in 2009 and fell by almost 10% to €3,556 million in 2010. Excluding fares, expenditure decreased by 12.7%, from €3,410 million to €2,976 million. Of this €2,976 million, 49% was spent by visitors for holiday/leisure/recreation purposes, 25% by those visiting friends/relatives, 15% by business travellers and the remaining 10% by those travelling for other reasons. Based on the area of the residence of the overseas visitor, the most important markets in terms of expenditure (excluding fares) within Ireland were Other Europe (excluding Great Britain) 38%, Great Britain 29% and USA & Canada 23%. (See table 7)

Overseas Travel by Irish Residents

The number of overseas visits made by Irish residents fell by over 361,000 (-5.1%) in 2010, from 7.0 million to 6.7 million. This was due to a reduction of 430,000 (-9.5%) in the number of overseas visits for holiday/leisure/recreation purposes. While the number of visits on the cross channel route rose by 2.4%, overseas visits on the continental and transatlantic routes fell by over 359,000 (-9.5%) and 70,000 (-17.4%) respectively. The average length of stay by Irish residents on overseas visits rose from 8.1 nights to 8.5 nights. (See tables 8 and 9)

The total expenditure of Irish residents on overseas visits (including fares) fell by 4% from €6,043 million in 2009 to €5,801 million in 2010. This decline was due to a reduction in the expenditure of people travelling overseas on holiday/leisure/recreation visits, which fell by 7.8%. Some of this decrease was offset by an increase in the expenditure of Irish residents travelling overseas for all other reasons, most notably an increase of 16.8% in the overseas expenditure of business travellers. When adjusted to exclude fares to Irish carriers, overseas tourism and travel expenditure by Irish residents declined by 4.8%, from €5,473 million to €5,211 million. (See table 10)

Tourism & Travel Earnings

Table 11 shows the estimated tourism and travel earnings and expenditure for 2009 and 2010. Earnings from visits to Ireland (inflow) declined by 9.6%, from €3,934 million to €3,556 million, while expenditure by Irish visitors overseas (outflow) fell by 4.8%, from €5,473 million to €5,211 million. As a result, the tourism and travel annual deficit increased by just over 7.5%, from -€1,539 million to -€1,655 million.

Table 1 Overseas visits to Ireland by non-residents - number of overseas visits classified by mode of travel, type of visit, route of travel, area of residence and reason for journey, 2009¹- 2010

	'000	
Visits	2009	2010
Total overseas visits to the Republic of Ireland	6,907	6,139
Visits by mode of travel		
Air	6,078	5,232
Sea	830	907
Visits by type		
Same-day visits	437	439
Overnight visits	6,470	5,700
Visits by route of travel		
Cross channel	3,781	3,404
Continental	2,340	2,073
Transatlantic	787	662
Visits by area of residence		
Great Britain	3,224	2,806
Other Europe	2,388	2,092
USA & Canada	991	929
All other areas	304	311
Visits by reason for journey		
Business	1,119	1,038
Visit to Friends/Relatives	2,513	1,993
Holiday/Leisure/Recreation	2,816	2,520
Other	460	589

¹ Revised

Table 2 Overseas visits to Ireland by non-residents, with at least one overnight in Ireland - percentage distribution classified by area of residence and reason for journey, 2009¹ - 2010

Visits	Reason for journey									
	Business		Visit to Friends/Relatives		Holiday/Leisure/Recreation		Other		Total	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Total tourism visits with at least one overnight in Ireland ('000s)	946	861	2,437	1,938	2,720	2,460	368	440	6,470	5,700
Area of residence (%)										
Great Britain	51	56	63	61	34	34	11	15	46	45
Other Europe	37	31	24	24	39	39	73	67	35	35
All other areas	12	13	13	15	26	27	16	18	19	20
All residencies	100	100	100	100	100	100	100	100	100	100

¹ Revised

Table 3 Overseas same-day visits to Ireland by non-residents - percentage distribution classified by area of residence and reason for journey, 2009¹ - 2010

Visits	Reason for journey									
	Business		Visit to Friends/Relatives		Holiday/Leisure/Recreation		Other		Total	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Total same-day tourism visits (i.e. no overnight in Ireland) ('000s)	173	177	76	54	96	59	93	148	437	439
Area of residence (%)										
Great Britain	81	84	47	58	47	49	18	24	54	56
Other Europe	15	13	28	22	23	26	39	35	24	23
All other areas	5	4	25	19	30	25	43	41	22	21
All residencies	100	100	100	100	100	100	100	100	100	100

¹ Revised

Table 4 Overseas visits to Ireland by non-residents, with at least one overnight in Ireland - number of bednights classified by type of accommodation used and area of residence, 2009¹ - 2010

Bednights	Area of Residence									
	Great Britain		Other Europe		USA & Canada		All Other Areas		Total	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Type of accommodation used										
Hotel	3,437	3,409	3,768	3,849	3,162	3,266	819	740	11,187	11,265
Guest House/B&B	894	809	2,252	2,034	1,027	866	310	281	4,484	3,989
Rented House/Apartment	1,538	1,466	4,999	4,409	1,727	1,543	1,158	928	9,422	8,346
Friends/Relatives	8,492	6,747	5,665	4,472	2,127	1,884	1,893	2,008	18,177	15,110
Other	1,234	1,470	6,922	6,116	924	1,128	475	548	9,553	9,261
Total	15,595	13,901	23,606	20,880	8,967	8,687	4,655	4,505	52,823	47,971

¹ Revised

Table 5 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, 2009¹ - 2010

Bednights	Reason for Journey									
	Business		Visit to Friends/Relatives		Holiday/Leisure/Recreation		Other		Total	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Type of accommodation used										
Hotel	2,346	2,414	1,309	1,213	7,231	7,135	301	503	11,187	11,265
Guest House/B&B	304	399	780	509	2,856	2,572	544	509	4,484	3,989
Rented House/Apartment	1,780	1,584	1,885	1,119	3,134	2,603	2,623	3,040	9,422	8,346
Friends/Relatives	500	622	14,348	11,922	2,429	2,155	900	411	18,177	15,110
Other	631	627	1,130	1,053	4,242	3,839	3,550	3,741	9,553	9,261
Total	5,561	5,646	19,452	15,816	19,892	18,304	7,918	8,204	52,823	47,971

¹ Revised

Table 6 All overseas visits to Ireland by non-residents - estimated average length of stay (nights) classified by area of residence and reason for journey, 2009¹ - 2010

	Nights	
Average length of stay	2009	2010
All overseas visits to Ireland	7.6	7.8
Visits by area of residence		
Great Britain	4.8	5.0
Other Europe	9.9	10.0
USA & Canada	9.0	9.3
All other areas	15.3	14.5
Visits by reason for journey		
Business	5.0	5.4
Visit to Friends/Relatives	7.7	7.9
Holiday/Leisure/Recreation	7.1	7.3
Other	17.2	13.9

¹ Revised

Table 7 Expenditure by overseas visitors to Ireland classified by area of residence, reason for journey and total overseas tourism and travel earnings, 2009¹ - 2010

	€ million	
Estimated expenditure	2009	2010
Total expenditure in Ireland (excluding fares) (1)	3,410	2,976
Fare receipts of Irish carriers from overseas visitors to Ireland (2)	524	580
Total overseas tourism and travel earnings (1) + (2)	3,934	3,556
Total expenditure in Ireland (excluding fares) by area of residence		
Great Britain	1,037	859
Other Europe	1,342	1,134
USA & Canada	722	695
All other areas	309	287
Total expenditure in Ireland (excluding fares) by reason for journey		
Business	528	460
Visit to Friends/Relatives	955	743
Holiday/Leisure/Recreation	1,550	1,472
Other	378	301

¹ Revised

Table 8 Overseas visits by Irish residents - number of visits classified by mode of travel, type of visit, route of travel and reason for journey, 2009¹- 2010

	'000	
Visits	2009	2010
Total overseas visits by Irish residents	7,021	6,660
Visits by mode of travel		
Air	6,519	6,110
Sea	502	549
Visits by type		
Total same-day visits	132	126
Total overnight visits	6,889	6,534
Visits by route of travel		
Cross channel	2,824	2,893
Continental	3,793	3,434
Transatlantic	403	333
Visits by reason for journey		
Business	711	724
Visit to Friends/Relatives	1,612	1,639
Holiday/Leisure/Recreation	4,506	4,076
Other	193	220

¹ Revised

Table 9 All overseas visits by Irish residents - estimated average length of stay (nights) classified by route of travel and reason for journey, 2009¹- 2010

	Nights	
Average length of stay	2009	2010
All overseas visits by Irish residents	8.1	8.5
Visits by route of travel		
Cross channel	6.7	7.4
Continental	9.0	9.3
Transatlantic	9.2	9.1
Visits by reason for journey		
Business	3.3	3.8
Visit to Friends/Relatives	7.1	7.9
Holiday/Leisure/Recreation	9.1	9.3
Other	11.1	13.7

¹ Revised

Table 10 Overseas visits by Irish residents - estimated expenditure classified by reason for journey and total overseas tourism and travel expenditure, 2009¹- 2010

	€ million	
Estimated expenditure	2009	2010
Total expenditure (including fares) (1)	6,043	5,801
Fare payments by Irish visitors abroad to Irish carriers (2)	570	590
Total overseas tourism and travel expenditure (1) - (2)	5,473	5,211
Total expenditure (including fares) by reason for journey		
Business	482	563
Visit to Friends/Relatives	927	951
Holiday/Leisure/Recreation	4,438	4,090
Other	195	198

¹ Revised

Table 11 Tourism and travel estimated earnings from visitors to Ireland and expenditure by Irish visitors overseas, 2009¹- 2010

	€ million	
Estimated earnings and expenditure	2009	2010
Overseas tourism and travel earnings from visits to Ireland	3,934	3,556
Overseas tourism and travel expenditure by Irish visitors abroad	5,473	5,211
Tourism and travel balance	-1,539	-1,655

¹ Revised

Background Notes

Introduction	The data in this release gives details on the number of overseas visits to Ireland and Irish visits abroad for the years 2009 and 2010. It provides data on country of residence, the reason for the journey, the average length of stay (nights) and expenditure of overseas visitors to Ireland and by Irish residents on visits abroad.
Ireland	For the purposes of this release, Ireland refers to the Republic of Ireland.
Data Sources	<p>The Central Statistics Office (CSO) carries out two sample surveys of passengers at airports and seaports. These are the <i>Country of Residence Survey</i> (CRS) and the <i>Passenger Card Inquiry</i> (PCI). Data from these surveys are used in conjunction with passenger movement figures supplied by the air and sea transport companies to provide the estimates for overseas tourism and travel in this release. The <i>Country of Residence Survey</i> is a continuous sample survey of passengers (both inward and outward) which provides an estimated country of residence breakdown for passengers entering and leaving Ireland. This distribution is applied to the total passenger movement figures to provide estimates of Irish visits abroad and visits to Ireland by non-residents. Visits to Ireland are categorised into the areas of residence shown in this release.</p> <p>The Passenger Card Inquiry is a continuous sample survey of incoming and departing passengers. This survey provides information on the reason for journey, length of stay, expenditure and fare costs, in addition to residency. The results are combined with the overall residency estimates from the Country of Residence Survey to provide the overseas tourism and travel details shown in this release.</p>
Periodicity	Annual
Scope	The length of stay, residency, reason for journey, accommodation type (inbound visitors only), expenditure and fare costs for overseas travel into and out of Ireland.
Coverage	<p>This release provides information on overseas travel into and out of Ireland. The results for overseas travel to Ireland are based on the travel and expenditure patterns of departing non-resident passengers while results for overseas travel by Irish residents are based on departing and incoming Irish passengers.</p> <p>Travel by residents of Northern Ireland into or out of Ireland or travel within Ireland by Irish residents is excluded from this publication.</p>
Data Collection	This release is based on the results of the Passenger Card Inquiry. The PCI surveys passengers at Dublin, Cork, Shannon, Knock and Galway airports and at Rosslare, Ringaskiddy, Dún Laoghaire and Dublin seaports. Data on the country of residence, length of stay, reason for journey, expenditure and fare costs is collected from passengers who complete a questionnaire provided by one of a team of Central Statistics Office (CSO) interviewers.
Sample Design	<p>A sample of flights and sailings is selected to facilitate proper representation of airport/seaport pairings (e.g. Dublin-London Heathrow), day, night, weekday and weekend flights/sailings. The PCI card is then distributed by CSO interviewers to all passengers on these flights and sailings.</p> <p>Where expenditure or fare data is missing, results are imputed using the ‘nearest neighbour’ imputation methodology. In other words, these expenditures and fares are estimated using the average fares of other observations in the sample with similar characteristics.</p>
Sample Size	The sample size for the PCI in 2009 and 2010 was just under 237,600 and just over 241,600 passengers respectively.

Data Revision During 2010 and 2011 the CSO conducted an extensive review of the methodology used to compile the results presented in this publication. As a result, the data which was previously published in respect of 2009 has been revised. The principal changes include a revision to the weighting and imputation methodology and an extended and more refined editing procedure.

The following table presents the key data changes between the old and revised 2009 data. Data now published in respect of 2009 and 2010 are directly comparable. Because of the methodological change there is a slight discontinuity with the pre-2009 results.

Table A1 Principal data revisions 2009

	Published data	Revised data
Inbound		
Total visits	6,927,000	6,907,000
Total bednights consumed	52,412,000	52,823,000
Total expenditure (excluding international fares)	€3,109m	€3,410m
Outbound		
Total visits	7,047,000	7,021,000
Total expenditure (including international fares)	€6,582m	€6,043m

Definitions

Usual Environment The usual environment of an individual is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines. 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.

For the purposes of this release, visits taken on a weekly or more frequent basis are considered to be within a respondent's usual environment and are thus excluded from estimates for tourism visits. The one exception being that of holiday homes which although may be frequently visited, are considered outside the *usual environment* according to the UNWTO 2008 International Recommendations on Tourism Statistics (IRTS).

Visit In this release, a visit is defined as an overseas trip taken by a traveller to a main destination outside his/her usual environment for less than a year.

Same Day Visitor A visitor is classified as a same day visitor (or excursionist) if his/her trip does not include an overnight stay.

Transit/Transfer Passengers Transit passengers are defined as those who make a stop at an airport without any particular purpose other than being en route to another destination. These passengers generally do not disembark from their aircraft and are therefore not covered by the Passenger Card Inquiry.

Transfer passengers or 'connecting passengers' are also defined as those who make a stop at an airport without any particular purpose other than being en route to another destination. However, unlike transits, transfer passengers disembark the aircraft and pass through the airport en route to their connecting flight. Such passengers may be surveyed for the Passenger Card Inquiry and are thus included in the estimates for visits and expenditure.

Country of Residence Country of residence is defined as the country in which the person has resided for 12 months prior to interview.

Total Expenditure	<p>Total expenditure refers to the amount paid for the acquisition or consumption of goods and services for one's own use or for use by others, for and during visits. It includes expenditure by visitors themselves, as well as expenses that are paid for or reimbursed by others. For example, expenses paid by another person (e.g. gift) or expenses paid directly by the employer for employees on business travel are included.</p> <p>Total expenditure does not include purchases of land, real estate or motor vehicles.</p>
Overseas Tourism & Travel Earnings	<p>Overseas tourism and travel earnings refers to the total expenditure by overseas visitors while in Ireland plus fares paid by them to Irish air and sea carriers (<i>see table 7</i>).</p>
Overseas Tourism & Travel Expenditure	<p>Overseas tourism and travel expenditure refers to the total expenditure of Irish residents on overseas visits (including all fares) less fares paid by them to Irish air and sea carriers (<i>see table 10</i>).</p>
Tourism & Travel Balance	<p>This refers to the difference between tourism and travel earnings from overseas visits to Ireland and tourism and travel expenditure on visits abroad by Irish residents (<i>see table 11</i>).</p>
Rounding	<p>Individual figures have been rounded independently and the sum of component items therefore may not necessarily add to the totals shown.</p>