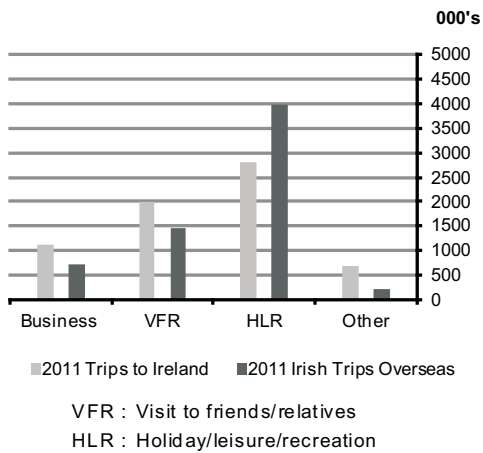




Tourism and Travel 2011

Number of trips by reason for journey - 2011



Route of Travel	Overseas trips to Ireland '000		Trips by Irish residents overseas '000	
	2010	2011	2010	2011
Cross Channel	3,404	3,666	2,893	2,758
Continental	2,073	2,303	3,434	3,323
Transatlantic	662	652	333	302
All Routes	6,139	6,621	6,660	6,383

Overseas trips to Ireland increased by 7.9% in 2011

The main results for 2011 are as follows:

Overseas travel to Ireland:

- ◆ The number of overseas trips to Ireland by non residents increased from 6.1 million in 2010 to 6.6 million trips in 2011 (+7.9%). *See table 1.*
- ◆ The number of nights spent in Ireland by overseas travellers rose by 6.1% in 2011, up from 48 million to 50.9 million. *See table 4.*
- ◆ Expenditure in Ireland by overseas travellers increased by 0.7% between 2010 and 2011, from €3,556 million to €3,580 million. *See table 7.*

Overseas travel by Irish Residents:

- ◆ In 2011 the number of overseas trips made by Irish residents fell by 4.2%, from 6.7 million to 6.4 million trips. *See table 8.*
- ◆ Total overseas tourism and travel expenditure of Irish residents declined by 7.2%, from €5,211 million in 2010 to €4,835 million in 2011. *See table 10.*

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Overseas Travel to Ireland

In 2011, over 6.6 million overseas trips were made to Ireland compared to just over 6.1 million trips in 2010, an increase of 7.9%. The number of overseas trips on cross channel and continental routes rose by 7.7% and 11.1% respectively, while transatlantic routes experienced a decrease of 1.5%. The largest increase in overseas travellers was by Other Europe (excluding Great Britain) residents, who made 238,000 additional trips in 2011 compared to 2010, an increase of 11.4%. The number of overseas trips made by residents of Great Britain increased by 123,000 (+4.4%) in 2011. The largest increase in the number of overseas trips to Ireland by reason for journey occurred amongst those coming for the purpose of holiday/leisure/recreation. These trips rose by 274,000, a rise of 10.9% compared with 2010. (See table 1)

The number of bed nights occupied by overseas travellers to Ireland rose by 6.1% in 2011, increasing from 48 million to 50.9 million bed nights. The largest increase in the number of bed nights was in the category Other Europe residents (excluding Great Britain), with an additional 2.3 million bed nights (+10.8 %) between 2010 and 2011. The largest increase by reason occurred amongst those coming to Ireland for Other reasons, which rose by over 2.7 million bed nights from 8.2 million to 10.9 million nights. The number of nights spent in hotels rose by over 1.5 million in 2011. The average length of stay by overseas travellers to Ireland fell from 7.8 nights to 7.7 nights. (See tables 4, 5 and 6)

Total overseas tourism and travel earnings increased from €3,556 million in 2010 to €3,580 million in 2011. Excluding fares, expenditure decreased by 0.7%, from €2,976 million to €2,954 million. Of this €2,954 million, 51% was spent by travellers for holiday/leisure/recreation purposes, 22% by those travelling to visit friends/relatives, 16% by business travellers and the remaining 11% by those travelling for Other reasons. Based on the area of residence of the overseas traveller, the most important markets in terms of expenditure (excluding fares) within Ireland were Other Europe (excluding Great Britain) 39%, Great Britain 29% and USA & Canada 24%. (See table 7)

Overseas Travel by Irish Residents

The number of overseas trips made by Irish residents fell by 277,000 (-4.2%) in 2011, from 6.7 million to 6.4 million. The number of overseas travellers for the purposes of visits to friends/relatives and holiday/leisure/recreation fell by 176,000 (-10.7%) and 95,000 (-2.3%) respectively. While the number of Irish residents travelling overseas on cross channel routes fell by 135,000 (-4.7%) and continental routes fell by 111,000 (-3.2%), the routes that experienced the largest percentage decline were the transatlantic routes, which fell by 9.3% (-31,000 trips). The average length of stay by Irish residents on overseas trips fell from 8.5 nights to 8.4 nights. (See tables 8 and 9)

Between 2010 and 2011, the total expenditure (including fares) of Irish residents on overseas trips fell by €329 million (-5.7%) from €5,801 million to €5,472 million. Expenditure on overseas visits to friends/relatives fell by €136 million (-14.3%) while expenditure on journeys for holiday/leisure/recreation purposes fell by €197 million (-4.8%). When adjusted to exclude fares to Irish carriers, overseas tourism and travel expenditure by Irish residents declined by 7.2% from €5,211 million in 2010 to €4,835 million in 2011. (See table 10)

Tourism & Travel Earnings and Expenditure

Table 11 shows the estimated tourism and travel earnings and expenditure for 2009 to 2011. During the period 2010 to 2011, earnings from trips to Ireland (inflow) rose marginally by 0.7%, from €3,556 million to €3,580 million, while expenditure by Irish travellers overseas (outflow) fell by 7.2%, from €5,211 million to €4,835 million. As a result, the tourism and travel annual deficit decreased by 24.2%, from -€1,655 million to -€1,255 million.

Table 1 Overseas trips to Ireland by non-residents - number of overseas trips classified by mode of travel, type of trip, route of travel, area of residence and reason for journey, 2009 - 2011

	'000		
Trips	2009	2010	2011
Total overseas trips to the Republic of Ireland	6,907	6,139	6,621
Trips by mode of travel			
Air	6,078	5,232	5,785
Sea	830	907	836
Trips by type			
Same-day trips	437	439	489
Overnight trips	6,470	5,700	6,132
Trips by route of travel			
Cross channel	3,781	3,404	3,666
Continental	2,340	2,073	2,303
Transatlantic	787	662	652
Trips by area of residence			
Great Britain	3,224	2,806	2,929
Other Europe	2,388	2,092	2,330
USA & Canada	991	929	1,004
All other areas	304	311	358
Trips by reason for journey			
Business	1,119	1,038	1,120
Visit to Friends/Relatives	2,513	1,993	2,001
Holiday/Leisure/Recreation	2,816	2,520	2,794
Other	460	589	706

Table 2 Overseas trips to Ireland by non-residents, with at least one overnight in Ireland - percentage distribution classified by area of residence and reason for journey, 2009 - 2011

Trips	Reason for journey												Total		
	Business			Visit to Friends/Relatives			Holiday/Leisure/Recreation			Other					
	2009	2010	2011	2009	2010	2011	2009	2010	2011	2009	2010	2011	2009	2010	2011
Total trips with at least one overnight in Ireland ('000s)	946	861	945	2,437	1,938	1,934	2,720	2,460	2,738	368	440	515	6,470	5,700	6,132
Area of residence (%)															
Great Britain	51	56	50	63	61	61	34	34	33	11	15	19	46	45	44
Other Europe	37	31	36	24	24	24	39	39	39	73	67	65	35	35	36
All other areas	12	13	14	13	15	14	26	27	28	16	18	16	19	20	20
All residencies	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Table 3 Overseas same-day trips to Ireland by non-residents - percentage distribution classified by area of residence and reason for journey, 2009 - 2011

Trips	Reason for journey												Total		
	Business			Visit to Friends/Relatives			Holiday/Leisure/Recreation			Other					
	2009	2010	2011	2009	2010	2011	2009	2010	2011	2009	2010	2011	2009	2010	2011
Total same-day trips (i.e. no overnight in Ireland) ('000s)	173	177	175	76	54	67	96	59	56	93	148	191	437	439	489
Area of residence (%)															
Great Britain	81	84	83	47	58	56	47	49	47	18	24	27	54	56	53
Other Europe	15	13	13	28	22	30	23	26	23	39	35	30	24	23	23
All other areas	5	4	4	25	19	14	30	25	30	43	41	43	22	21	24
All residencies	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Table 4 Overseas trips 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, 2009 - 2011

'000

Bednights	Area of Residence														
	Great Britain			Other Europe			USA & Canada			All Other Areas			Total		
	2009	2010	2011	2009	2010	2011	2009	2010	2011	2009	2010	2011	2009	2010	2011
Type of accommodation used															
Hotel	3,437	3,409	3,474	3,768	3,849	4,769	3,162	3,266	3,542	819	740	992	11,187	11,265	12,776
Guest House/B&B	894	809	771	2,252	2,034	2,293	1,027	866	865	310	281	287	4,484	3,989	4,215
Rented House/Apartment	1,538	1,466	1,329	4,999	4,409	4,907	1,727	1,543	1,281	1,158	928	972	9,422	8,346	8,490
Friends/Relatives	8,492	6,747	6,828	5,665	4,472	4,376	2,127	1,884	1,821	1,893	2,008	1,939	18,177	15,110	14,964
Other	1,234	1,470	1,568	6,922	6,116	6,799	924	1,128	1,308	475	548	759	9,553	9,261	10,433
Total	15,595	13,901	13,969	23,606	20,880	23,144	8,967	8,687	8,818	4,655	4,505	4,948	52,823	47,971	50,879

Table 5 Overseas trips 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, 2009 - 2011

'000

Bednights	Reason for Journey														
	Business			Visit to Friends/Relatives			Holiday/Leisure/Recreation			Other			Total		
	2009	2010	2011	2009	2010	2011	2009	2010	2011	2009	2010	2011	2009	2010	2011
Type of accommodation used															
Hotel	2,346	2,414	2,601	1,309	1,213	1,177	7,231	7,135	8,455	301	503	543	11,187	11,265	12,776
Guest House/B&B	304	399	258	780	509	514	2,856	2,572	2,835	544	509	609	4,484	3,989	4,215
Rented House/Apartment	1,780	1,584	1,406	1,885	1,119	950	3,134	2,603	2,306	2,623	3,040	3,828	9,422	8,346	8,490
Friends/Relatives	500	622	589	14,348	11,922	11,299	2,429	2,155	2,358	900	411	718	18,177	15,110	14,964
Other	631	627	789	1,130	1,053	1,044	4,242	3,839	3,372	3,550	3,741	5,229	9,553	9,261	10,433
Total	5,561	5,646	5,642	19,452	15,816	14,984	19,892	18,304	19,325	7,918	8,204	10,927	52,823	47,971	50,879

Table 6 All overseas trips to Ireland by non-residents - estimated average length of stay (nights) classified by area of residence and reason for journey, 2009 - 2011

Average length of stay	Nights		
	2009	2010	2011
All overseas trips to Ireland	7.6	7.8	7.7
Trips by area of residence			
Great Britain	4.8	5.0	4.8
Other Europe	9.9	10.0	9.9
USA & Canada	9.0	9.3	8.8
All other areas	15.3	14.5	13.8
Trips by reason for journey			
Business	5.0	5.4	5.0
Visit to Friends/Relatives	7.7	7.9	7.5
Holiday/Leisure/Recreation	7.1	7.3	6.9
Other	17.2	13.9	15.5

Table 7 Expenditure by overseas travellers to Ireland classified by area of residence, reason for journey and total overseas tourism and travel earnings, 2009 - 2011

	€ million		
Estimated expenditure	2009	2010	2011
Total expenditure in Ireland (excluding fares) (1)	3,410	2,976	2,954
Fare receipts of Irish carriers from overseas travellers to Ireland (2)	524	580	626
Total overseas tourism and travel earnings (1) + (2)	3,934	3,556	3,580
Total expenditure in Ireland (excluding fares) by area of residence			
Great Britain	1,037	859	843
Other Europe	1,342	1,134	1,143
USA & Canada	722	695	696
All other areas	309	287	272
Total expenditure in Ireland (excluding fares) by reason for journey			
Business	528	460	481
Visit to Friends/Relatives	955	743	648
Holiday/Leisure/Recreation	1,550	1,472	1,495
Other	378	301	329

Table 8 Overseas trips by Irish residents - number of trips classified by mode of travel, type of trip, route of travel and reason for journey, 2009 - 2011

	'000		
Trips	2009	2010	2011
Total overseas trips by Irish residents	7,021	6,660	6,383
Trips by mode of travel			
Air	6,519	6,110	5,869
Sea	502	549	514
Trips by type			
Same-day trips	132	126	151
Overnight trips	6,889	6,534	6,232
Trips by route of travel			
Cross channel	2,824	2,893	2,758
Continental	3,793	3,434	3,323
Transatlantic	403	333	302
Trips by reason for journey			
Business	711	724	714
Visit to Friends/Relatives	1,612	1,639	1,463
Holiday/Leisure/Recreation	4,506	4,076	3,981
Other	193	220	225

Table 9 All overseas trips by Irish residents - estimated average length of stay (nights) classified by route of travel and reason for journey, 2009 - 2011

	Nights		
Average length of stay	2009	2010	2011
All overseas trips by Irish residents	8.1	8.5	8.4
Trips by route of travel			
Cross channel	6.7	7.4	7.0
Continental	9.0	9.3	9.5
Transatlantic	9.2	9.1	9.7
Trips by reason for journey			
Business	3.3	3.8	4.5
Visit to Friends/Relatives	7.1	7.9	7.4
Holiday/Leisure/Recreation	9.1	9.3	9.3
Other	11.1	13.7	10.9

Table 10 Overseas trips by Irish residents - estimated expenditure classified by reason for journey and total overseas tourism and travel expenditure, 2009 - 2011

	€ million		
Estimated expenditure	2009	2010	2011
Total expenditure (including fares) (1)	6,043	5,801	5,472
Fare payments by Irish travellers abroad to Irish carriers (2)	570	590	637
Total overseas tourism and travel expenditure (1) - (2)	5,473	5,211	4,835
Total expenditure (including fares) by reason for journey			
Business	482	563	554
Visit to Friends/Relatives	927	951	815
Holiday/Leisure/Recreation	4,438	4,090	3,893
Other	195	198	210

Table 11 Tourism and travel estimated earnings from overseas travellers to Ireland and expenditure by Irish travellers overseas, 2009 - 2011

	€ million		
Estimated earnings and expenditure	2009	2010	2011
Overseas tourism and travel earnings from trips to Ireland	3,934	3,556	3,580
Overseas tourism and travel expenditure by Irish travellers abroad	5,473	5,211	4,835
Tourism and travel balance	-1,539	-1,655	-1,255

Background Notes

Introduction	The data in this release gives details on the number of overseas trips to Ireland and Irish trips abroad. It provides data on country of residence, reason for journey, the average length of stay (nights) and expenditure of overseas travellers to Ireland and by Irish residents on trips 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 trips abroad and trips to Ireland by non-residents. Trips 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 travellers 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 effective sample size for the PCI in 2011 was over 172,000 passengers.

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

The following table presents the key data changes between the old and revised 2009 data. Because of the methodological change there is a slight discontinuity with the pre-2009 results.

Table A1 Comparison of principal data headings between the original and revised data for 2009

	Original data	Revised data
Inbound		
Total trips	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 trips	7,047,000	7,021,000
Total expenditure (including international fares)	€6,582m	€6,043m

Definitions

Trip In this release, a trip is defined as a completed round journey for any purpose (i.e both tourism and non tourism) taken by a traveller to any overseas destination.

Same Day Traveller A traveller is classified as a same day traveller 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 trips 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 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 trips. It includes expenditure by travellers 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. Total expenditure does not include purchases of land, real estate or motor vehicles.

Overseas Tourism & Travel Earnings	Overseas tourism and travel earnings refers to the total expenditure by overseas travellers while in Ireland plus fares paid by them to Irish air and sea carriers.
Overseas Tourism & Travel Expenditure	Overseas tourism and travel expenditure refers to the total expenditure of Irish residents on overseas trips (including all fares) less fares paid by them to Irish air and sea carriers.
Tourism & Travel Balance	This refers to the difference between tourism and travel earnings from overseas trips to Ireland and tourism and travel expenditure on trips abroad by Irish residents.
Rounding	Individual figures have been rounded independently and the sum of component items therefore may not necessarily add to the totals shown.