



Manufacturing and Services Office of Travel and Tourism Industries

2008 Market Profile: Ireland



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	277	260	254	345	383	414	491	531	254
Percentage Change (%)	-3%	-6%	-2%	36%	11%	8%	18%	8%	92%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts	Data Unavailable								
Change (%) in Total Exports	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Personal Computer	57%	54%	-3 pts.
Airlines Directly	19%	24%	4 pts.
Friends/Relatives	16%	21%	5 pts.
Travel Agency	20%	21%	1 pt.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	68%	65%	-3 pts.
Visit Friends/Relatives	15%	20%	6 pts.
Business/Professional	15%	11%	-3 pts.
Convention/Conference	1%	2%	1 pt.
Study/Teaching	1%	1%	0 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	78%	75%	-3 pts.
Visit Friends/Relatives	31%	37%	6 pts.
Business/Professional	15%	12%	-3 pts.
Convention/Conference	2%	2%	0 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	87%	93%	6 pts.
Business & Convention	17%	14%	-2 pts.
Business & Convention	16%	17%	1 pt.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	54%	56%	2 pts.
City Subway/Tram/Bus	27%	28%	1 pt.
Company or Private Auto	19%	24%	5 pts.
Rented Auto	21%	22%	1 pt.
Airlines in U.S.	17%	15%	-2 pts.

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	93%	92%	-1 pt.
Dining in Restaurants	92%	90%	-2 pts.
Sightseeing in Cities	54%	59%	5 pts.
Visit Historical Places	48%	52%	4 pts.
Amusement/Theme Parks	28%	35%	6 pts.
Visit Small Towns	19%	27%	8 pts.
Concert/Play/Musical	26%	27%	1 pt.
Guided Tours	24%	25%	1 pt.
Art Gallery/Museum	21%	25%	4 pts.
Cultural Heritage Sites	19%	23%	3 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	90	96	6 days
Advance Trip Decision Time (med. days)	60	60	0 days
Prepaid Package	10%	11%	1 pt.
First International Trip to the U.S.	26%	24%	-2 pts.
Length of Stay in U.S. (mean nights)	14.6	12.7	-2 nights
Length of Stay in U.S. (median nights)	7.0	8.0	1 night
Number of States Visited (% 1 state)	75%	78%	3 pts.
Average Number of States Visited	1.4	1.3	0 states
Hotel/Motel (% 1+ nights)	85%	79%	-6 pts.
Average # of Nights in Hotel/Motel	9.0	7.6	-1 night
Travel Party Size (mean # of persons)	1.9	1.7	-0.2
Gender: % Male (among adults)	42%	50%	9 pts.
Household Income (mean average)	\$119,200	\$115,300	-\$3,900
Household Income (median average)	\$113,700	\$107,900	-\$5,800
Average Age: Female	38	40	2 years
Average Age: Male	40	41	1 year

U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
No destinations meet the minimum sample requirement.				

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (n/a) Estimate not available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Ireland traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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