



Manufacturing and Services

Office of Travel and Tourism Industries

2007 Market Profile: Ireland



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	286	277	260	254	345	383	414	491	205
Percentage Change (%)	16%	-3%	-6%	-2%	36%	11%	8%	18%	72%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	n/a	n/a	n/a	n/a	n/a	n/a	\$1,461	\$1,718	n/a
Travel Receipts	n/a	n/a	n/a	n/a	n/a	n/a	\$1,227	\$1,424	n/a
Passenger Fare Receipts	n/a	n/a	n/a	n/a	n/a	n/a	\$234	\$294	n/a
Change (%) in Total Exports	n/a	n/a	n/a	n/a	n/a	n/a	n/a	18%	n/a

Note: 2006 is the first year that international visitor spending data for Ireland were reported; therefore, year-to-year comparisons are not possible prior to 2007.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Personal Computer	54%	57%	3 pts.
Travel Agency	21%	20%	-1 pt.
Airlines Directly	16%	19%	3 pts.
Friends/Relatives	20%	16%	-4 pts.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	62%	68%	6 pts.
Business/Professional	11%	15%	4 pts.
Visit Friends/Relatives	23%	15%	-8 pts.
Convention/Conference	1%	1%	0 pts.
Study/Teaching	1%	1%	0 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	78%	78%	0 pts.
Visit Friends/Relatives	39%	31%	-8 pts.
Business/Professional	13%	15%	3 pts.
Convention/Conference	6%	2%	-3 pts.
Study/Teaching	1%	2%	1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	92%	87%	-5 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)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	53%	54%	1 pt.
City Subway/Tram/Bus	25%	27%	2 pts.
Rented Auto	20%	21%	0 pts.
Company or Private Auto	21%	19%	-1 pt.
Airlines in U.S.	18%	17%	-1 pt.

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Shopping	94%	93%	-1 pt.
Dining in Restaurants	86%	92%	6 pts.
Sightseeing in Cities	53%	54%	1 pt.
Visit Historical Places	51%	48%	-3 pts.
Amusement/Theme Parks	26%	28%	3 pts.
Concert/Play/Musical	17%	26%	8 pts.
Guided Tours	23%	24%	1 pt.
Art Gallery/Museum	24%	21%	-3 pts.
Visit National Parks	18%	21%	3 pts.
Cultural Heritage Sites	17%	19%	2 pts.
Visit Small Towns	12%	19%	7 pts.

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	86	90	4 days
Advance Trip Decision Time (med. days)	60	60	0 days
Prepaid Package	5%	10%	5 pts.
First International Trip to the U.S.	24%	26%	2 pts.
Length of Stay in U.S. (mean nights)	11.6	14.6	3 nights
Length of Stay in U.S. (median nights)	8	7	-1 night
Number of States Visited (% 1 state)	68%	75%	8 pts.
Average Number of States Visited	1.4	1.4	0 states
Hotel/Motel (% 1+ nights)	79%	85%	6 pts.
Average # of Nights in Hotel/Motel	8.0	9.0	1 night
Travel Party Size (mean # of persons)	1.8	1.9	0.1
Gender: % Male (among adults)	50%	42%	-8 pts.
Household Income (mean average)	\$101,600	\$119,200	\$17,600
Household Income (median average)	\$93,400	\$113,700	\$20,300
Average Age: Female	40	38	-2 years
Average Age: Male	41	40	-2 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (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.

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