

# Australia

## Market Profile



The island of Ireland welcomed

**193k**

visitors from  
Australia in 2016



### Visitor Market

Australia is our 11<sup>th</sup> largest source market and accounts for 2% of all visitors to the island.



**+2%**

Visitor growth in 2016



Ireland Northern Ireland

**16.7M**

Outbound



There were 16.7M outbound trips from Australia in 2016

**Latest Performance**

To access the latest performance on visitors, holidaymakers and revenue from Australia.

[READ MORE](#)

## Revenue and Bednights

Spend by visitors from Australia and New Zealand increased by +4% to €237M/£191M in 2016. This represents 4% of all overseas visitor revenue to the island.



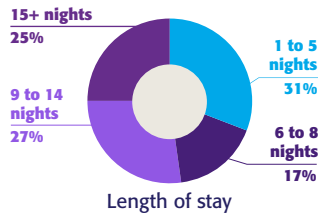
**3.1M**

**Bednights**



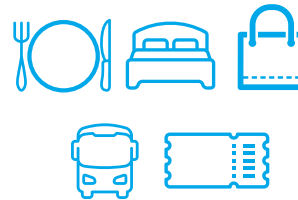
**14**

**Average nights on the island**



**€1,045/£844**

**Spend per visitor**



Data in this section refers to Australia and New Zealand combined.

## Interest in Visiting

62% of Australian holidaymakers are interested in taking a holiday to the island of Ireland.



**19%**

**are on package holiday**

19% of Australian holidaymakers visited the island on a package holiday, with 90% of these travelling as part of an escorted tour.

**69%**

**of Australians think Ireland is good or very good value for money**

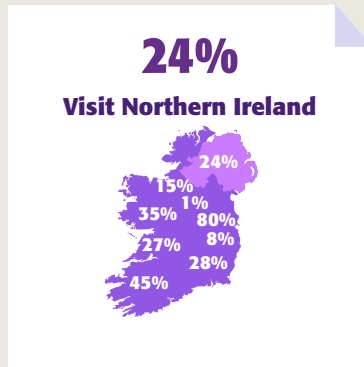
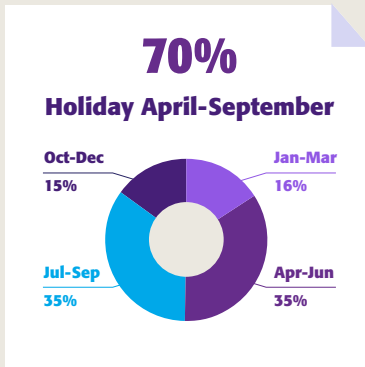
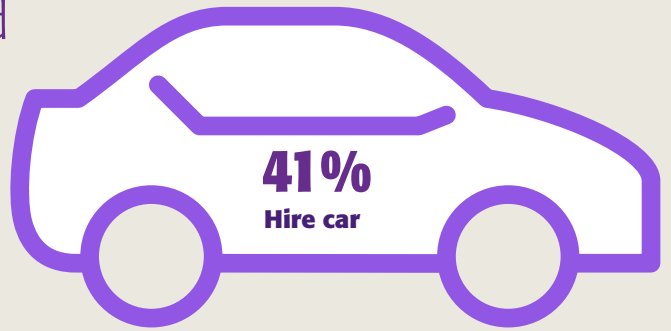
**Driving Holiday Growth**

Tourism Ireland has created a tailor-made marketing programme targeting Australian holidaymakers to stimulate interest and holiday booking from this market.

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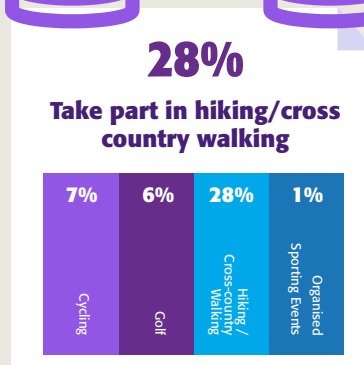
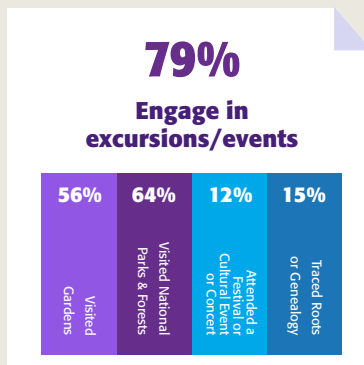
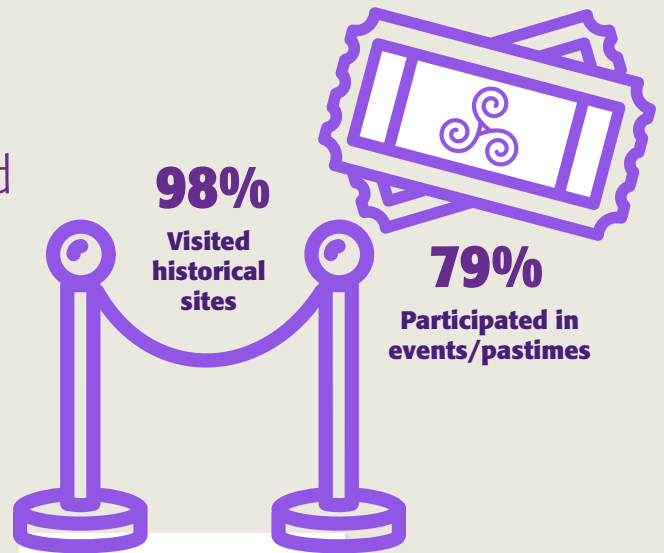
# Australian Explorer

We welcomed 106k Australian holidaymakers in 2016. Australian holidaymakers like to travel around and explore the regions of Ireland. 41% of them hire a car and discover the island by self-driving.



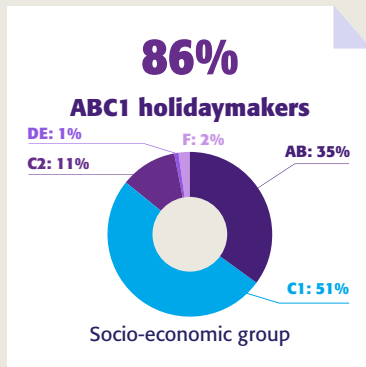
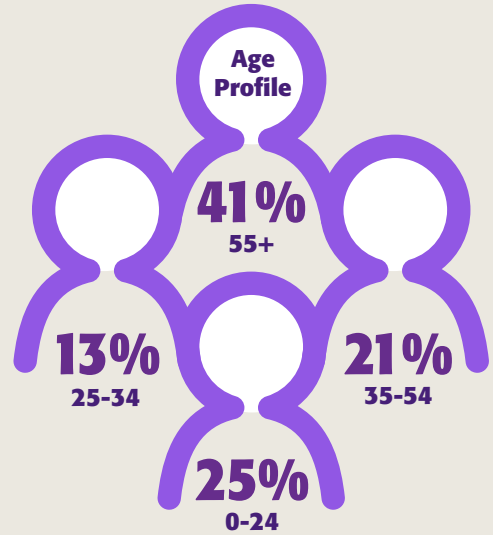
# Active Holidaymakers

Australian holidaymakers are active visitors, exploring historical sites and engaging in multiple events and activities while on the island.



# Holidaymaker Profile

62% of Australian holidaymakers to the island are over 35 years of age. 85% of all Australian visitors are first time visitors.

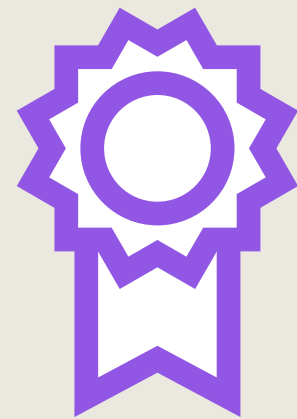


**46%**  
**Holiday as a couple**

Holidaymakers from Australia are more likely to holiday as a couple (46%), with 27% travelling alone, 15% travelling with another adult, and the other 12% travelling with their children or other adult family.

# Partnering for Success

Get in contact with our team in Australia who can partner with you to help deliver more visitors and revenue from Australia to your business and the island of Ireland.



**Contact us**

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**Market Insights**

Learn about opportunities in other markets and keep up-to-date on latest visitor numbers and market intelligence.

[READ MORE](#)

**Marketing Opportunities**

Select the marketing opportunity that's right for you to help attract additional visitors and grow your business from Australia and other markets.

[READ MORE](#)

All the information contained within this publication is based on information provided by NISRA's Northern Ireland Passenger Survey, The CSO's Country of Residence Survey and the Passenger Card Inquiry and Fáilte Ireland's Survey of Overseas Travellers and Tourism Ireland overseas research programme.