

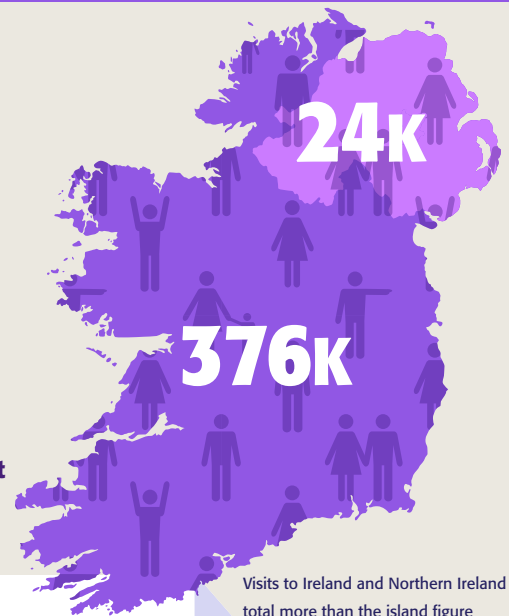
Italy

Market Profile



Visitor Market

We welcomed **384k** visitors from Italy in 2018. Italy accounts for 3% of all visitors to the island of Ireland.



Where do they come from?

- 19%** Lombardy
- 18%** Veneto
- 18%** Lazio
- 7%** Tuscany
- 7%** Emilia Romagna
- 5%** Piedmont

Visits to Ireland and Northern Ireland total more than the island figure due to visitors spending time in both locations.

Visitor Growth in 2018



Island of Ireland

34M

Outbound visits

Italy is Europe's 4th largest outbound market. Italian visitors made over 34M outbound trips in 2018 with 81% of those visits within Europe.

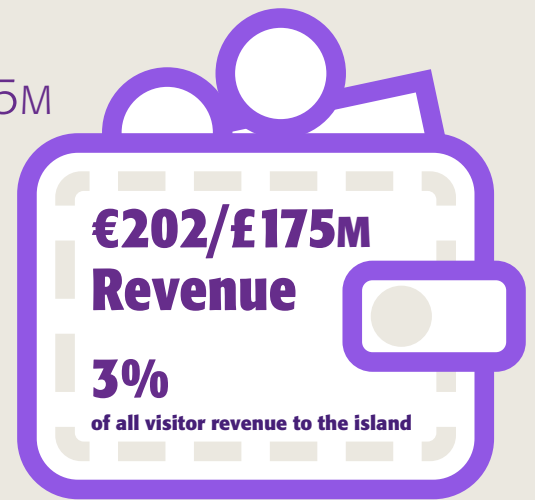
Latest performance

Read more to access the latest performance on visitors, holidaymakers and revenue from Italy.

[READ MORE](#)

Revenue and Bednights

Visitors from Italy spent over €200M/£175M in 2018, an increase of +4% over 2017. The Italian visitor spent an average 9 nights on the island with an average spend of €525/£457 per person.



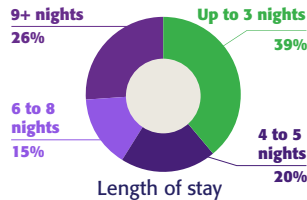
3.5M

Bednights

86% of bednights were spent in paid accommodation. Rented accommodation is the most popular type of accommodation among Italian visitors.

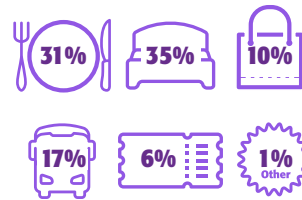
9.0

Average nights on island



€525/£457

Spend per visitor

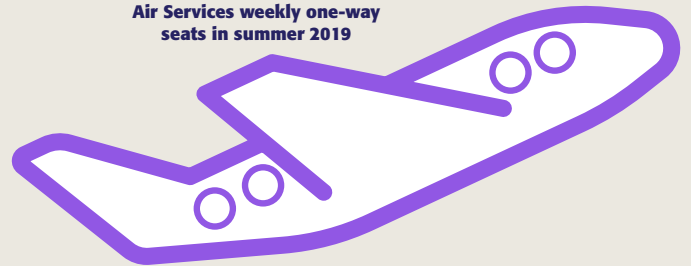


Air and Sea Access Links

Air access was at record levels from Italy in summer 2019, with 130 weekly departures bringing 24k weekly air seats to the island of Ireland.

24k

Air Services weekly one-way seats in summer 2019



23k

One-way seats per week to Ireland



123 flights
15 Italian airports
3 Airlines

1,270

One-way seats per week to Northern Ireland



7 flights
4 Italian airports
3 airlines

Industry opportunities

Tourism Ireland works with airlines and sea carriers to create co-operative marketing opportunity for our industry partners to get involved with.

[READ MORE](#)

Holiday Market

61% of all Italian visitors that come to the island of Ireland are here for a holiday, which is approximately 235k holidaymakers from Italy. This is a +17% increase when compared to 2017.



1.4M

Holidaymaker nights

The average stay for Italian holidaymakers to the island of Ireland is 5.9 nights. The average stay for holidaymakers in Northern Ireland is 4.2 nights.

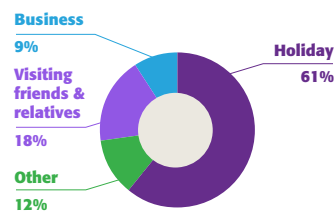
€120M/€104M

Holidaymaker Revenue



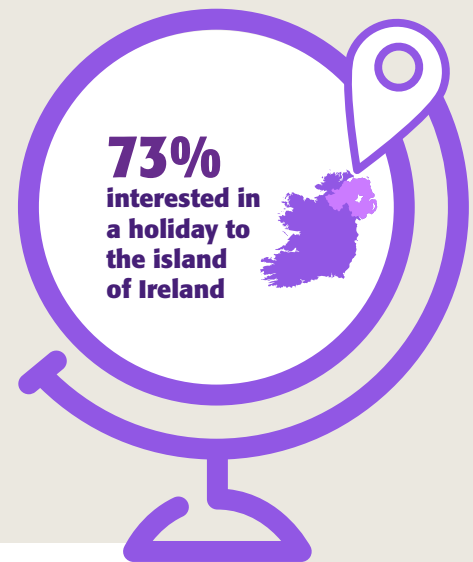
growth versus 2017

Reasons for visiting



Interest in Visiting

The island of Ireland is the 3rd most popular destination among Italian holidaymakers in terms of interest in visiting in the next 3 years.



55%

Intend to holiday to the island in the next 3 years

To ensure intent, we stimulate potential holidaymakers with our messaging to reassure them that you can fill a holiday with lots to see and do, offering the unique experience of Ireland and the friendly & welcoming people.

27%

Actively planning a holiday to the island within 12 months

The island of Ireland competes as a holiday destinations with France, Spain, Britain and Greece. After Britain, Ireland has the 2nd strongest conversion (interest to intent) rate of all outbound destinations monitored.

Driving holiday growth

Tourism Ireland has created a tailor-made marketing programme targeting holidaymakers to stimulate interest and holiday booking from our 6th largest holiday market.

[READ MORE](#)

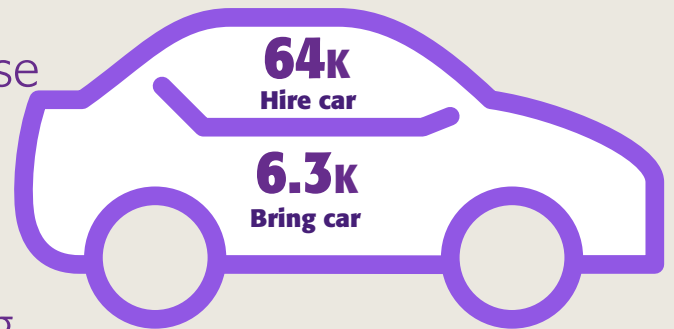
Our Best Prospects

Culturally Curious holidaymakers really like to immerse themselves in a destination by soaking up the atmosphere and mixing with the locals. They love to explore Ireland's beautiful landscape and sample local dishes. Recommendations are particularly important to them.

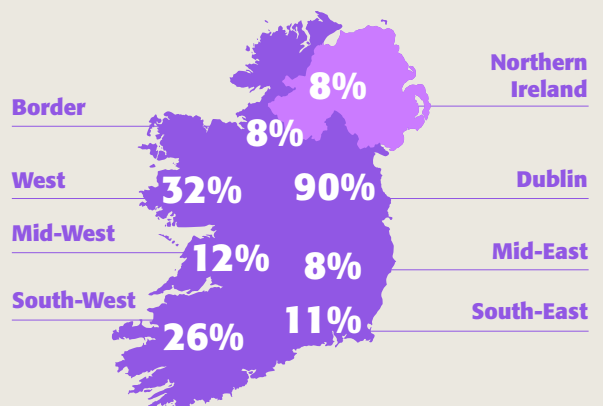


Italian Tourers

Italian holidaymakers often prefer not to drive when abroad. They use public transport and other modes of transport to get around the island of Ireland, with just 30% using a car. Holidaymakers arriving to the island in Q1-Q4 of 2018 has grown 64% since 2016.

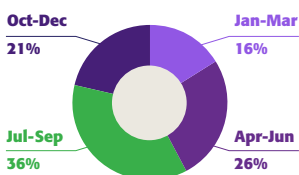


8%
Visit Northern Ireland



36%

Holiday during Jul-Sept



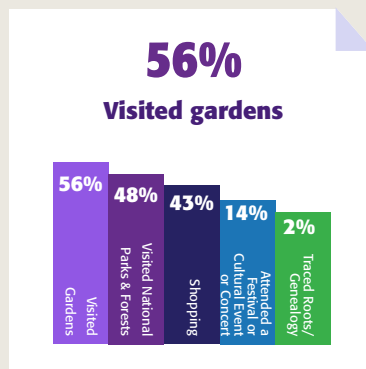
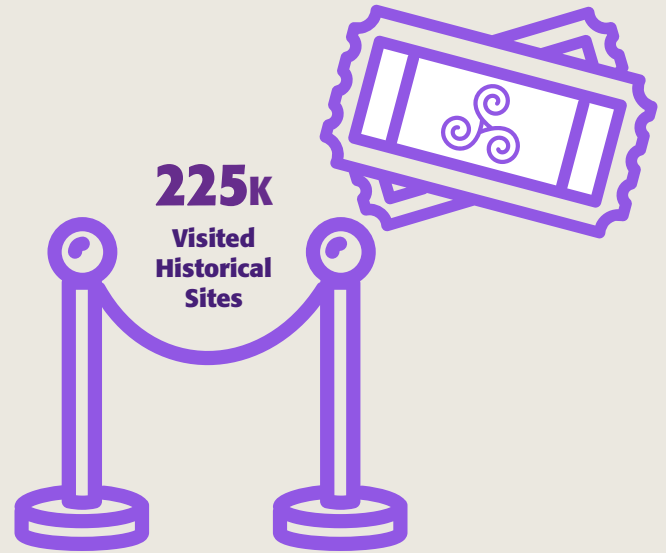
Personalised campaigns

Tourism Ireland runs targeted digital marketing campaigns to coincide with critical holiday decision-making times. Get involved in our Digital and Social Media partnership programme.

GET INVOLVED

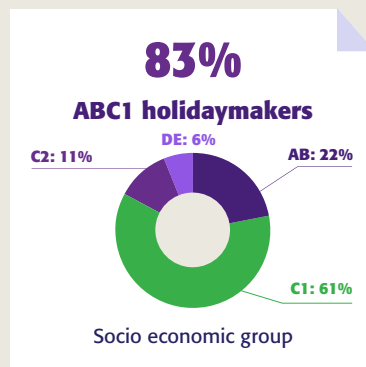
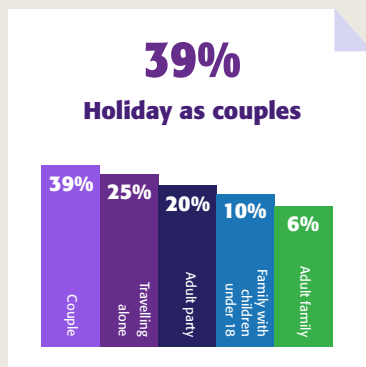
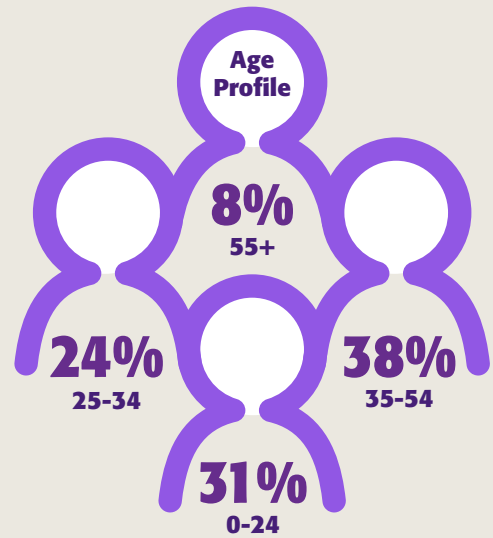
Active Holidaymakers

While the Italian holidaymaker is inspired to choose a holiday in Ireland by our stunning scenery, they are particularly interested in exploring our historical sites during their visit to the island of Ireland.



Holidaymaker Profile

54% of our Italian holidaymakers are under 35 years of age and 20% have been here before.

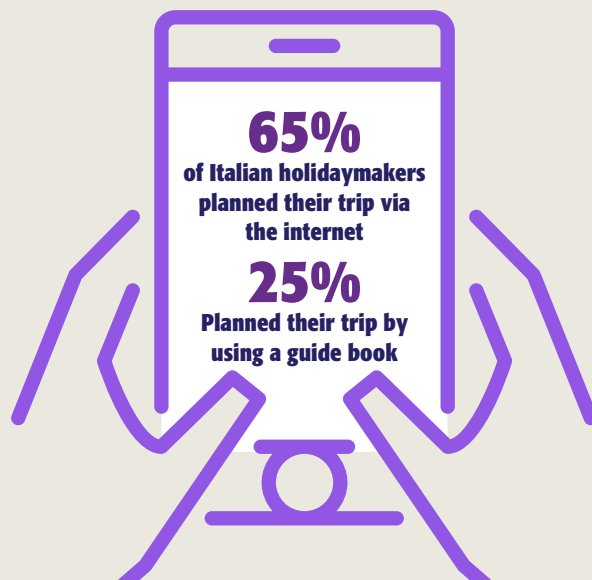


20%
Repeat holidaymakers

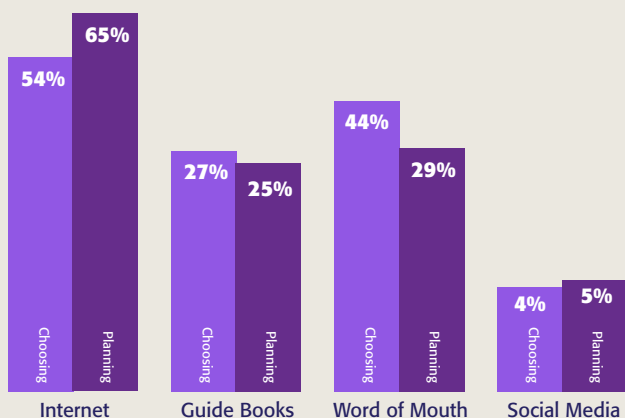
One of the highest incidences of 'first time' visits is consistently recorded among Italian holidaymakers with 80% of holidaymakers visiting for the first time in 2018.

Online & Offline Inspiration

When choosing the island of Ireland to visit, 54% of holidaymakers from Italy were inspired via the internet to come to the island for a holiday.



Just some of the sources of influence when choosing/planning visit



Planned via Social Media

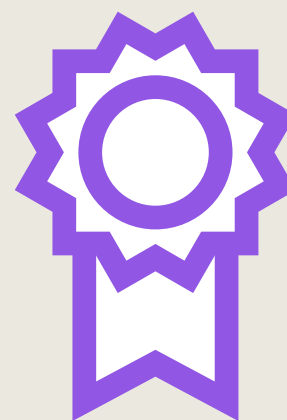
Of those who used Social Media, Facebook was the most popular social media outlet for holidaymakers with 88% using it when planning to visit the island of Ireland, followed by Youtube (32%) and Instagram (22%).

Planned via the Internet

Of all holidaymakers who used the internet to choose Ireland, 36% did so using an accommodation website and 33% used a carrier website.

Partnering for Success

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination.



Contact us

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

[READ MORE](#)

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 Italy 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, Fáilte Ireland's Survey of Overseas Travellers and Port Survey, and Tourism Ireland overseas research programme.