

# USA

## Market Profile



The island of Ireland welcomed

**1.8M**

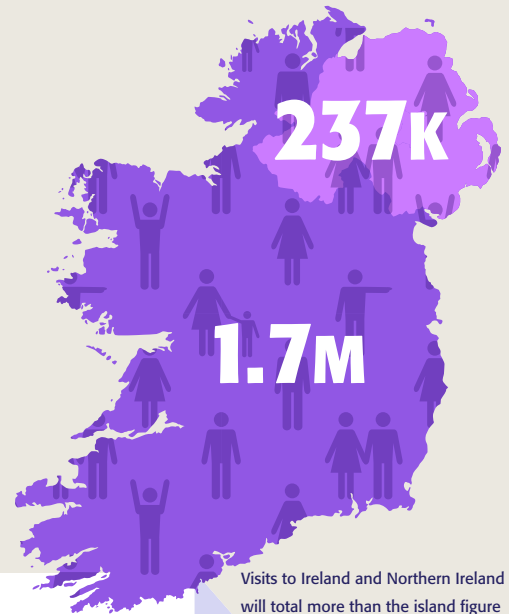
visitors from the United States in 2018



### Visitor Market

The United States is our 2<sup>nd</sup> largest source market and accounts for 16% of all visitors to the island.

#### Where do they come from?



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

#### Visitor Growth in 2018



Island of Ireland

#### 42M Departures

The US is the world's largest outbound market. In 2018, 42% of all outbound trips were to Europe and 10% of these US visitors spent time on the island of Ireland.

#### Latest Performance

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

[READ MORE](#)

# Revenue and Bednights

Spend by visitors from the US increased by +16% to €1.6/£1.4BN in 2018, an additional €230/£200M when compared to 2017.



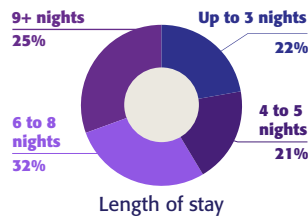
**15.3M**

**Bednights**

4 in every 5 nights are spent in paid accommodation, hotels are particularly popular among US visitors.

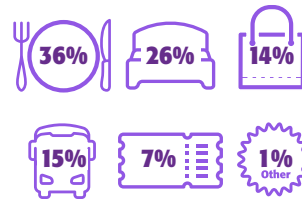
**8.5**

**Average nights on the island**



**€900/£783**

**Spend per visitor**

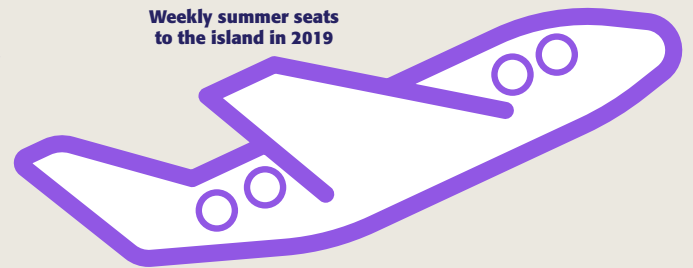


# Air Access

Almost 55,000 direct air seats were available on the 217 weekly departures during Summer 2019.

**54k**

**Weekly summer seats to the island in 2019**



**54k**  
**Seats per week to Ireland**



**6K**  
**Landing in Shannon, the rest arriving in Dublin**

**18** Gateways **5** airlines



During peak summer times in 2019, the island of Ireland received up to 217 departures per week from the US.

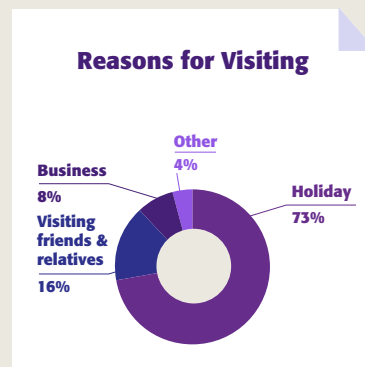
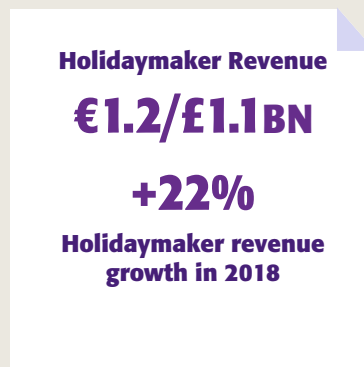
## Industry Opportunities

Tourism Ireland works with airline partners to create co-operative marketing opportunities for our industry partners to also get involved with.

[GET INVOLVED](#)

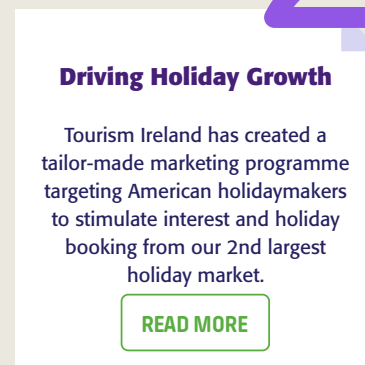
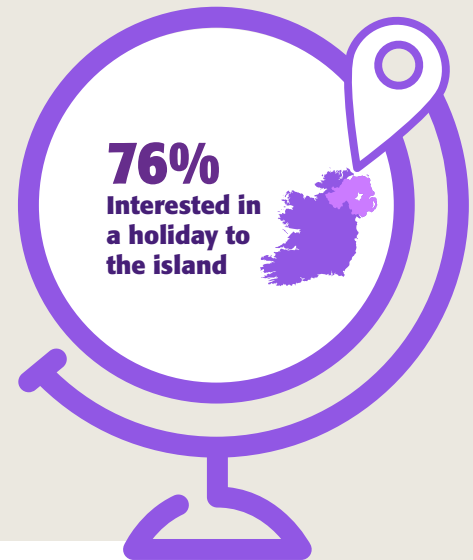
# Holiday Market

The United States is our largest market for holiday revenue and accounts for 23% of all holidaymakers to the island of Ireland in 2018.



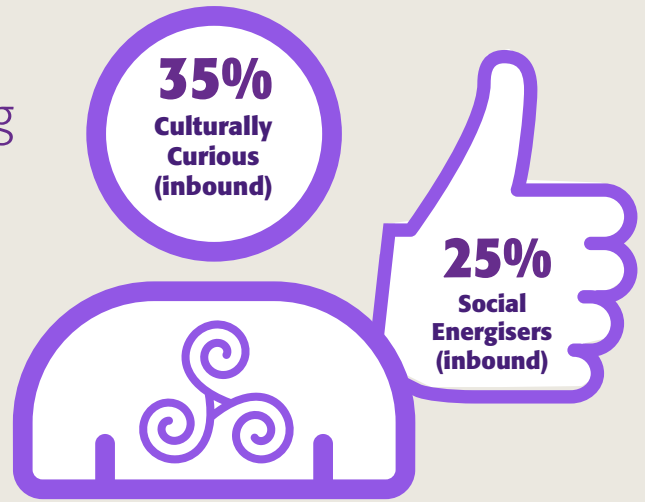
# Interest in Visiting

76% of American holidaymakers are interested in taking a holiday to the island of Ireland. The island is 8<sup>th</sup> on the list of holiday destinations they are interested in visiting.



# Our Best Prospects

The island attracts holidaymakers from the United States with varying motivations, two core segments account for 60% of all American holidaymakers to the island.



**11.5M**  
**Culturally Curious holidaymakers (outbound)**

Culturally Curious holidaymakers are interested in exploring the island of Ireland by enjoying the beauty of the landscape. They also immerse themselves into the culture by meeting the locals and enjoying local specialities.

**12.9M**  
**Social Energiser holidaymakers (outbound)**

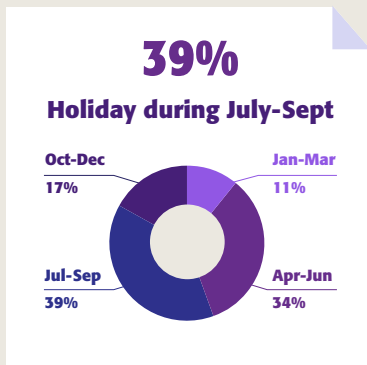
Social Energisers are particularly interested in new experiences and having a fun, social holiday somewhere different with a wow factor. They are very active on social media and regularly share with their network online.

**Memorable experiences**

Directing holidaymakers to discover hidden gems will ensure they have memorable experiences. Encourage your visitors to share experiences, driving interest from their friends and family to holiday on the island.

# American Explorer

Holidaymakers from the United States like to travel around and explore the regions of the island of Ireland. 47% of them hire a car and discover the island by self-driving.



**52%**  
**Plan their holiday 6 months in advance**

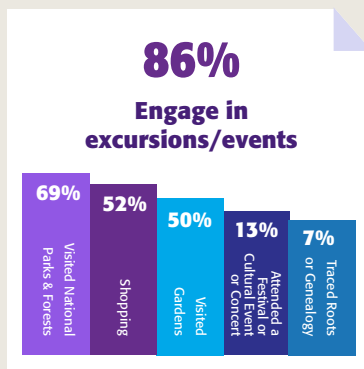
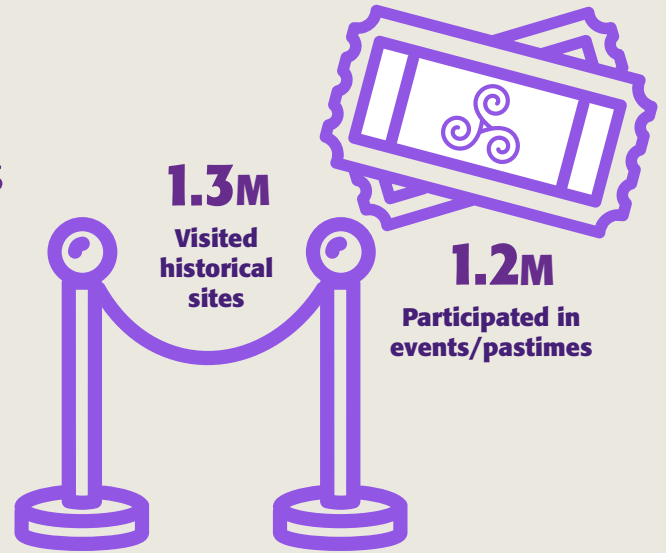
Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making periods. Why not get involved in our eMarketing partnership programme?

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Of the 24% of holidaymakers that travel on a packaged tour, 60% are escorted around the island on a guided tour. That is 14% of US holidaymakers tour the island with a guide.

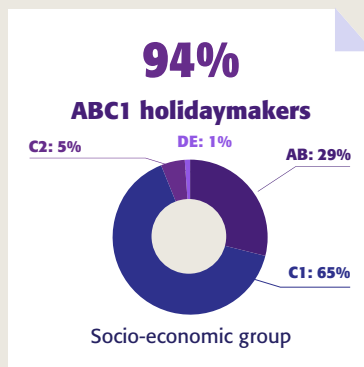
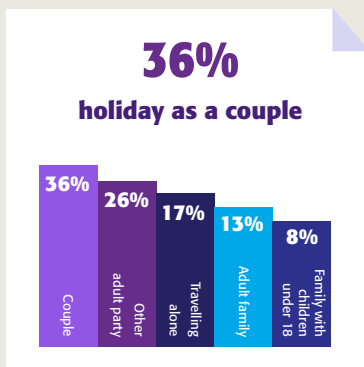
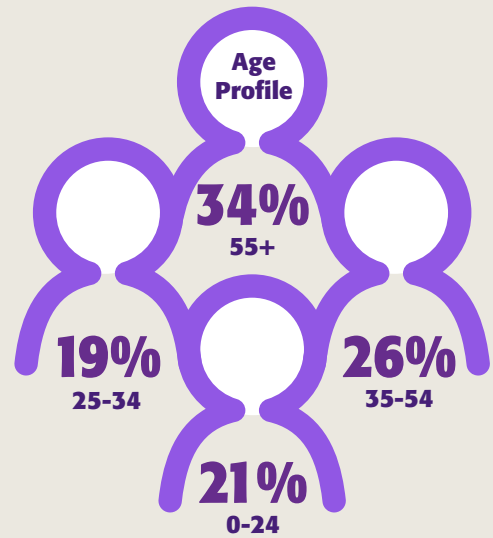
# Engaged Holidaymakers

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



# Holidaymaker Profile

60% of American holidaymakers to the island are over 35 years of age. One-in-four have been on the island before.



**23%**  
are repeat holidaymakers to the island

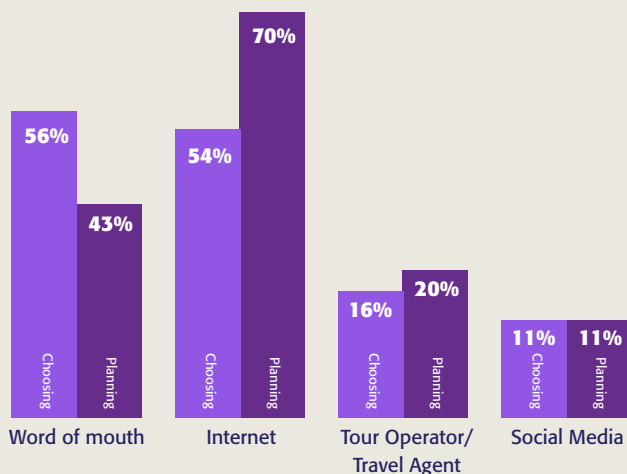
Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archive.

## Online & Offline Inspiration

When choosing Ireland as a holiday destination, 56% of American visitors were inspired by word of mouth from family, friends and work colleagues.



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



#### Planned via the Internet

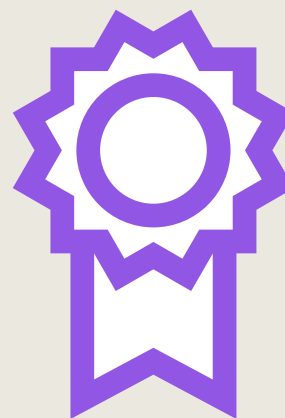
47% of all holidaymakers who used the internet to choose to visit the island of Ireland did so using an accommodation website and 27% used a carrier website.

#### Planned via Social Media

Facebook was the most popular social media outlet for holidaymakers with two thirds using it when planning to visit the island of Ireland, followed by Instagram (37%) and Youtube (20%).

## 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 US team who can partner with you to help deliver more visitors and revenue from the United States to your business and the island of Ireland.

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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 the United States and other markets.

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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.