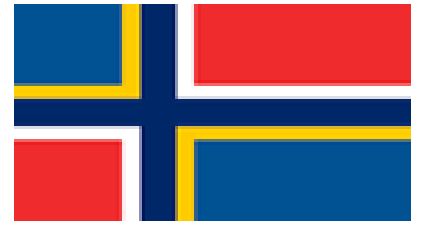


# THE NORDICS

## Market Profile 2019



The Nordics is the joint seventh-largest market for overseas tourism to the island of Ireland

### Tourist Market

The island of Ireland welcomed 256,000 tourists from the Nordic countries in 2019, an increase of +30% since 2014.



Tourist growth in 2019 vs 2014

- Ireland: +30%
- Northern Ireland: +32%

**46m**  
outbound  
trips

Over 46 million outbound trips from Nordic countries were reported in 2019, 87% of which were within Europe.



Access the latest performance on tourists, holidaymakers and revenue.

[Read more here.](#)



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

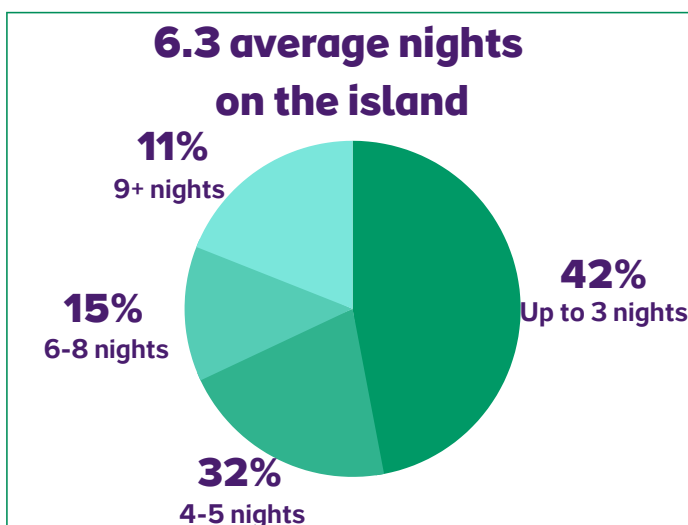
# Revenue and Bednights

In 2019, Nordic tourists spent €116/£101 million on the island of Ireland, making the Nordics the island's 11th largest source market of overseas revenue.

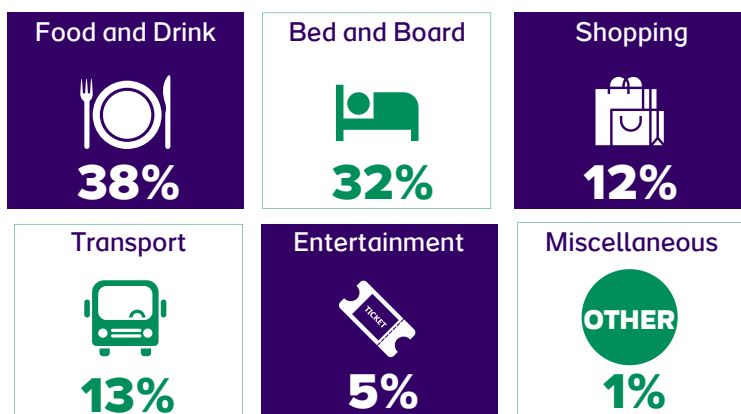
**1.6m** Nordic tourists spent a total of 1.6 million bednights on the island of Ireland in 2019; and had an average stay of 6.3 nights.



**€116m/£101m**  
**REVENUE**  
in 2019

## €477/£415 spend per tourist




# Air and Sea Access Links

There were 10,500 air seats each week from the Nordic countries to the island of Ireland, in the peak summer months of 2019.

**10.5k** 10,500 one-way seats per week to the island of Ireland:

- All 5 Nordic countries
- 7 Nordic cities


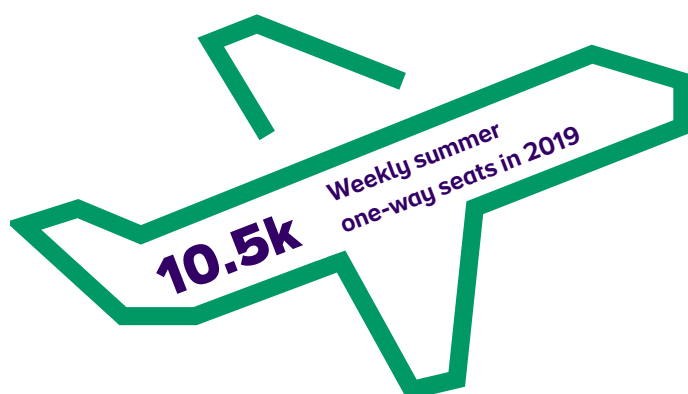


**7** 7 operating airlines:

- Finnair
- Flexflight
- Great Dane Airlines
- Icelandair
- Norwegian
- Ryanair
- SAS



Tourism Ireland works with air and sea carriers to create co-operative marketing opportunities in which our industry partners can get involved. [Read more here.](#)

# Holidaymakers

The island of Ireland welcomed 134,000 Nordic holidaymakers. The Nordics market is the ninth-largest source of overseas holidaymakers for Ireland.

**668k**

**HOLIDAY  
BEDNIGHTS**



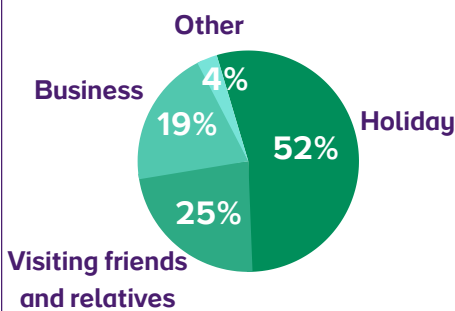
Nordic holidaymakers stayed an average of five nights on the island of Ireland; and three nights in Northern Ireland.



**134k**

**holidaymakers  
in 2019**

## Reasons for visiting



**Holidaymaker  
average spend  
€477/£415**



# Interest in Visiting

84% of holidaymakers from the Nordics\* are interested in taking a holiday or short break to the island of Ireland.

**TOP  
10**

Few (five) destinations can boast greater interest levels than the island of Ireland among Nordic\* holidaymakers.

\*Research based on the Swedish market

**27%**

**Intend visiting  
within three years**

Over one in four expressed the intention to take a holiday or short break on the island of Ireland in the next three years.



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

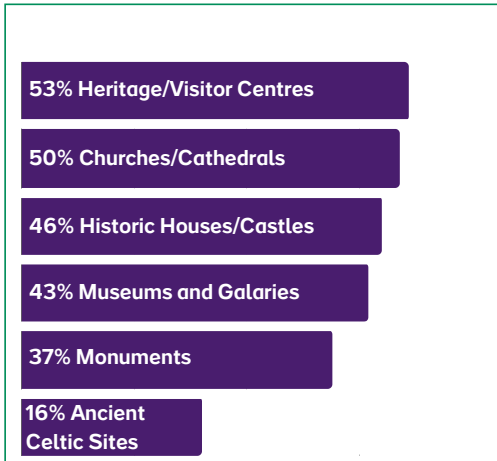
[Read more here.](#)

# Holidaymakers

Most Nordic holidaymakers will visit places of historical interest and/or engage in a more active pastime during their trip.



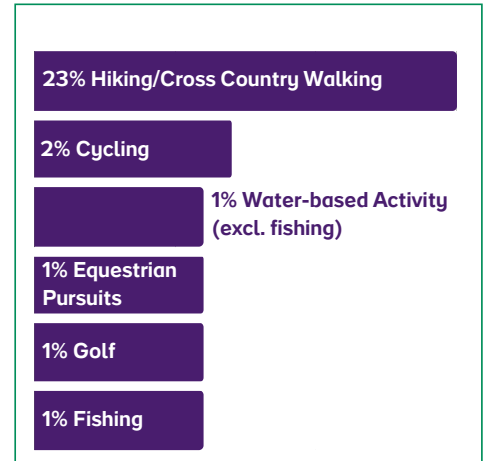
**89%** Visited sites of historical interest



**77%** Engaged in pastimes/events

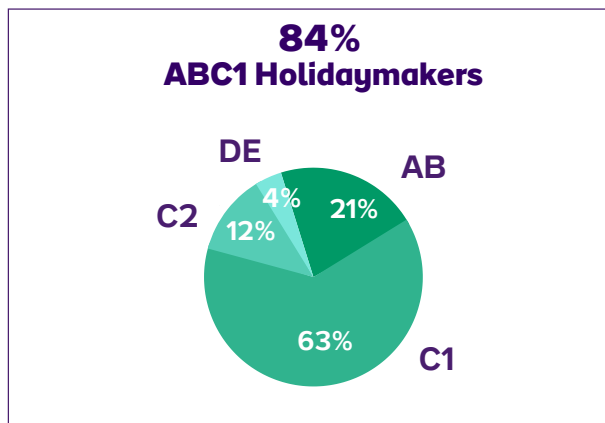
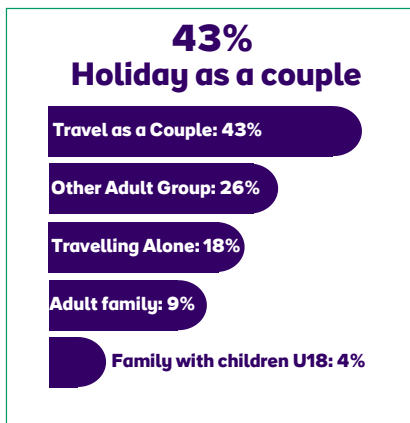
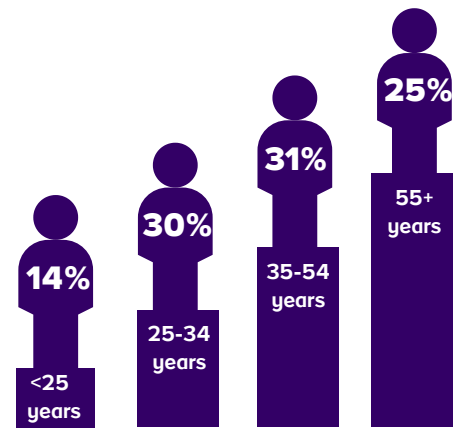


**29%** Participated in activities



# Holidaymaker Profile

Over half (57%) of the Nordic holidaymakers who visited the island of Ireland in 2019 were aged 55+ years. Almost half (43%) travelled as a couple.



**31% Repeat Holidaymakers**

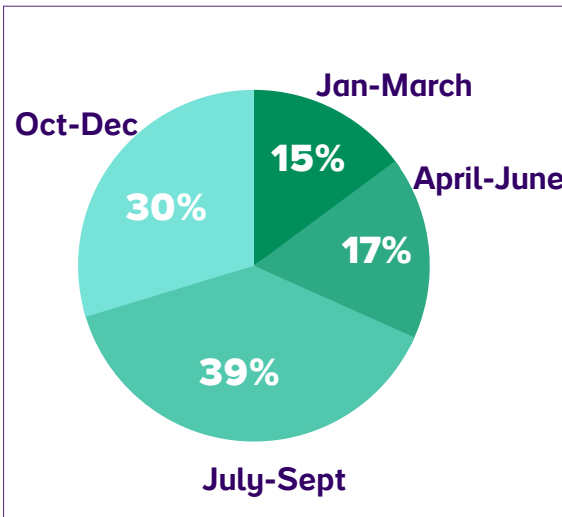
Almost one-third (31%) of Nordic holidaymakers to the island in 2019 had previously visited.

# The Nordic Holidaymaker

Dublin is a 'must' for the majority of Nordic holidaymakers, with most limiting their stay here to Dublin only. Of those who include an overnight in the regions, most combine that trip with Dublin also. Only one in five Nordic holidaymakers use a car while on the island. The second half of the year is especially popular among Nordic holidaymakers, accounting for over two-thirds (68%) of trips.

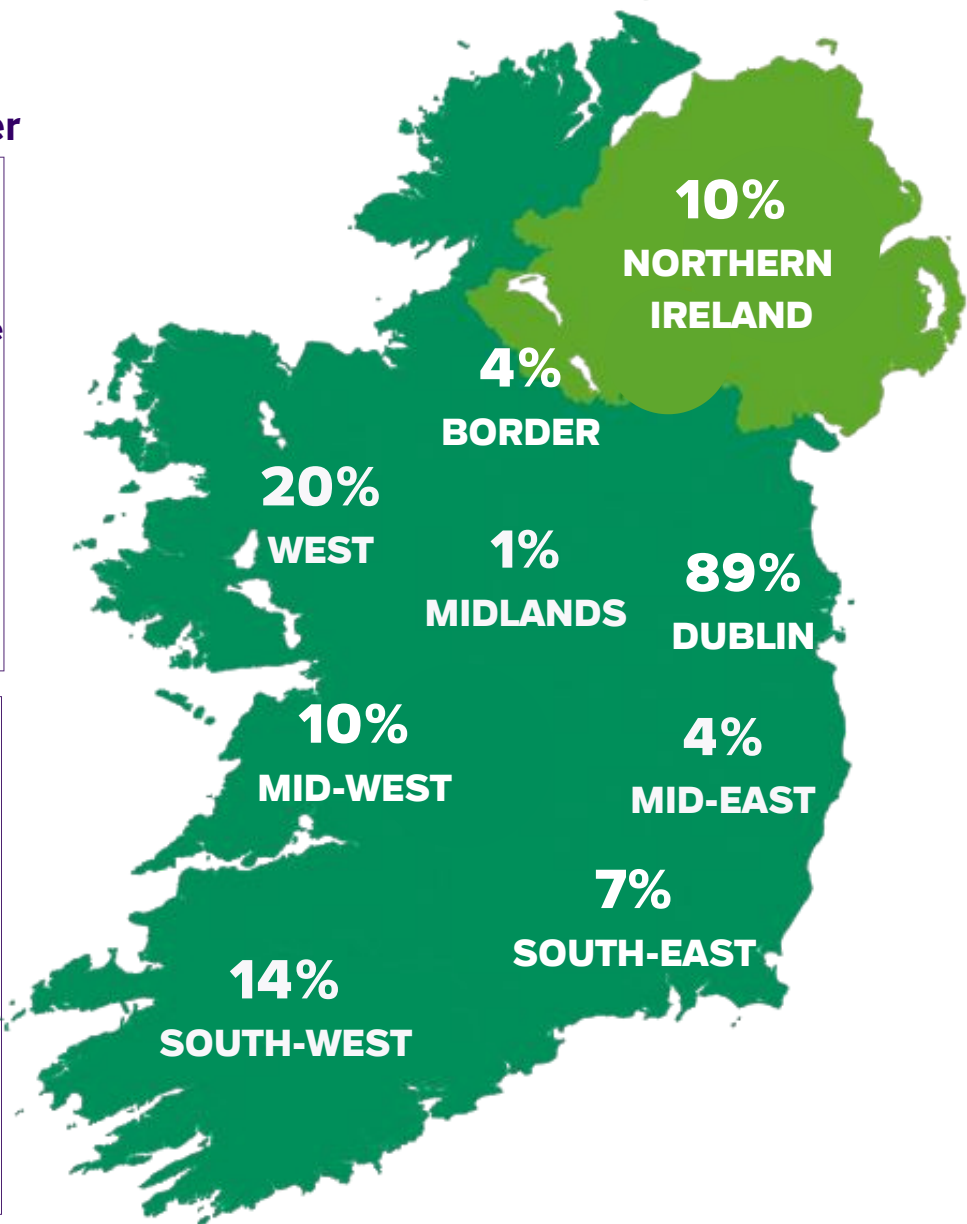
## 68%

Holiday during July-December



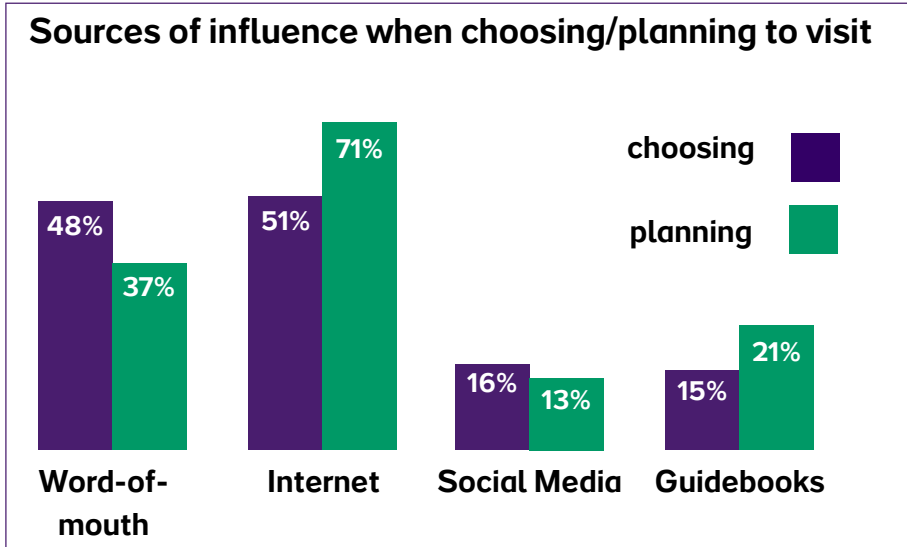
Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making periods. Why not get involved in our eMarketing partnership programme?

[Read More](#)



# Online and Offline Inspiration

Word-of-mouth remains the most powerful influencer among holidaymakers from the Nordics, when choosing to visit Ireland.



**Planned via the internet**  
Among the 71% of Nordic holidaymakers who used the internet to help plan their trip to Ireland, the websites most frequently used were accommodation providers, review websites and carriers.



# 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 Nordics team who can partner with you to help deliver more tourists and holidaymakers from the Nordics to your business and the island of Ireland.  
[Read More](#)

**Market Insights**  
Learn about opportunities in other markets and keep up-to-date on the latest tourist numbers and market intelligence.  
[Read More](#)

**Marketing Opportunities**  
Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from the Nordics 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 Travellers and Tourism Ireland's overseas research programme.