

Germany

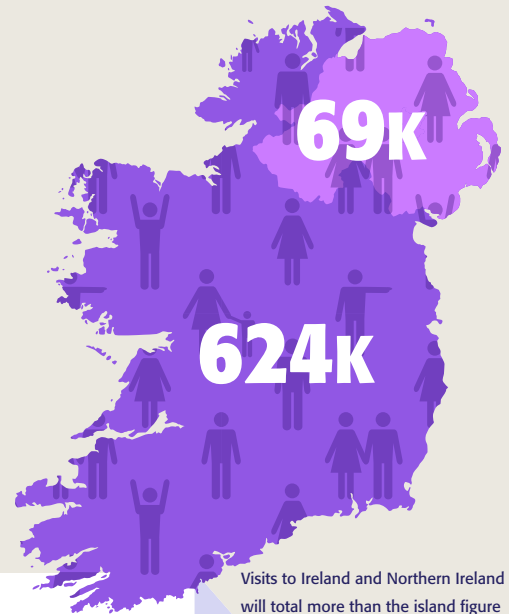
Market Profile



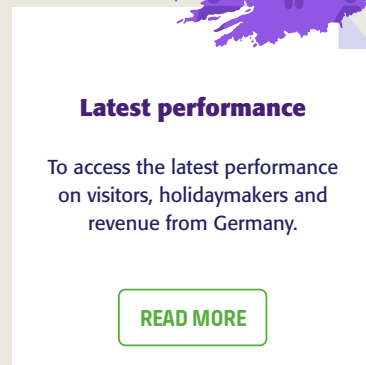
Visitor Market

The island of Ireland welcomed **651K** visitors from Germany in 2016. German visitors account for **6%** of all visitors to the island.

Where do they come from?

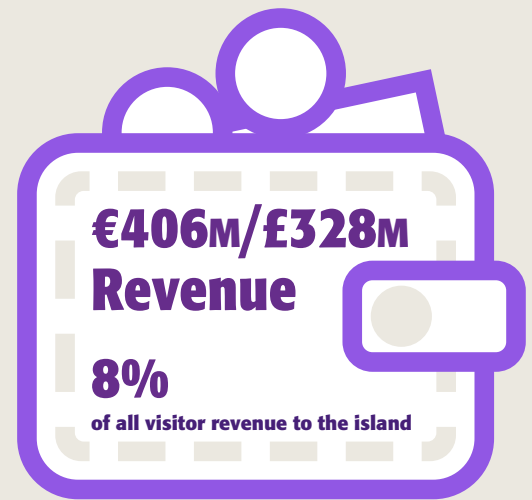


Visits to Ireland and Northern Ireland will total more than the island figure due to visitors spending time in both locations.



Revenue and Bednights

German visitors spent a total of €406M/£328M on the island of Ireland in 2016. This represents a spend of €625/£504 per German visitor.



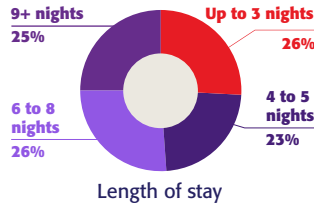
5.8M

Bednights

Over half (51%) of these bednights were in paid accommodation, principally hotels, B&Bs, guesthouses and rented accommodation.

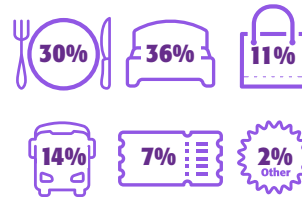
9

Average nights on the island



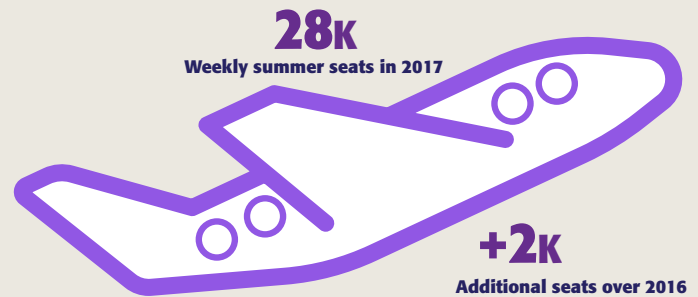
€625/£504

Spend per visitor



Air Links

Air routes to the island have increased +8% in Summer 2017. The growth in seat capacity is a result of new direct air capacity from Berlin to Northern Ireland as well as an increase of 1,500 seats per week to the republic.



28k

Seats per week to Ireland



9 cities in Germany
5 Airlines

567

Seats per week to Northern Ireland

The Ryanair direct flight from Berlin to Belfast creates opportunities for German holidaymakers to start their holiday in Northern Ireland.

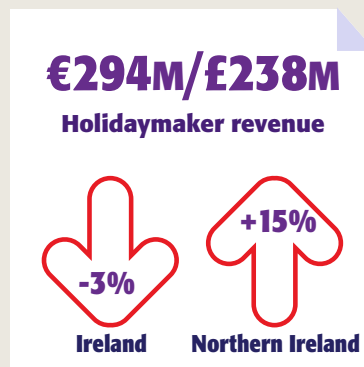
Industry opportunities

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

GET INVOLVED

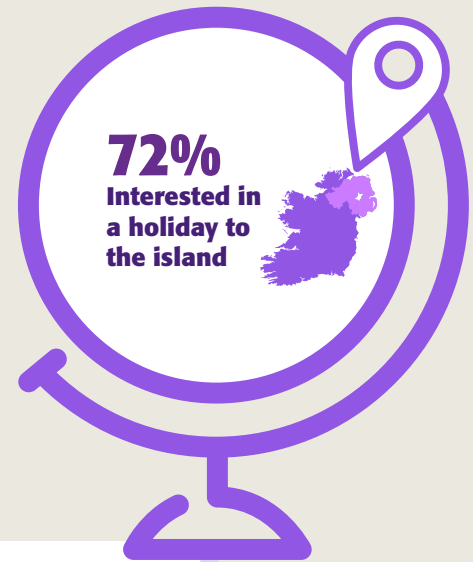
Holiday Market

In 2016, 66% of all visitors from Germany were holidaymakers.



Interest in Visiting

The island of Ireland is the 8th most popular destination German holidaymakers are interested in visiting.



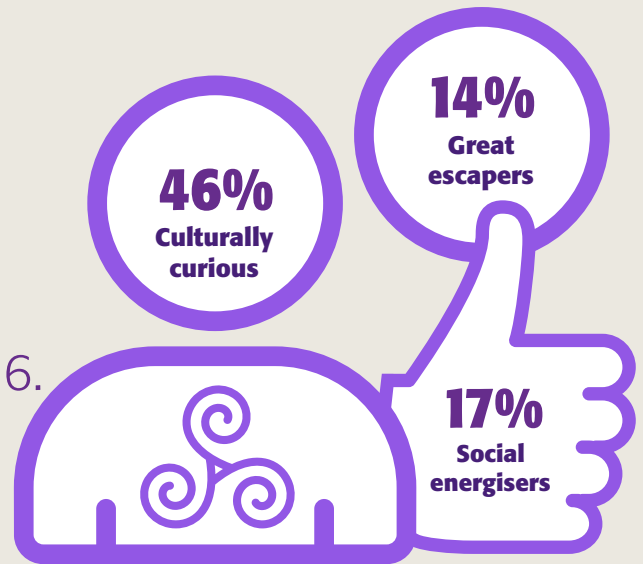
Driving Holiday Growth

Tourism Ireland has created a tailor-made marketing programme targeting German holidaymakers to stimulate interest and holiday booking from our 3rd largest holiday market.

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Our Best Prospects

The island attracts holidaymakers from Germany with varying motivations, three core segments accounted for 77% of all German holidaymakers to the island in 2016.



199K

Culturally curious holidaymakers

Culturally Curious holidaymakers are interested in meeting the locals, getting off the beaten track and broadening their minds, travelling with a companion or independently.

72K

Social energiser holidaymakers

Social Energisers are interested in socialising, enjoying adrenaline-filled adventures, watching sporting events and meeting other tourists. They are very active in social media and regularly share online with their network.

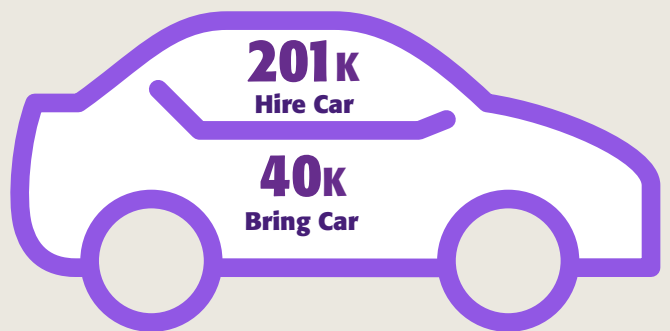
59K

Great Escaper holidaymakers

Great Escapers like to revisit places of nostalgic importance, enjoy peace and quiet, and like to feel connected to nature.

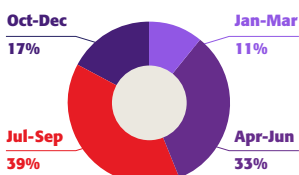
Regions and Seasons

German holidaymakers have the highest level of car hire while on the island of Ireland with 56% using a car. The majority of German holidaymakers arrive between April - September.



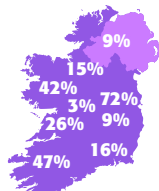
39%

holiday during July-Sept



9%

visit Northern Ireland



74%

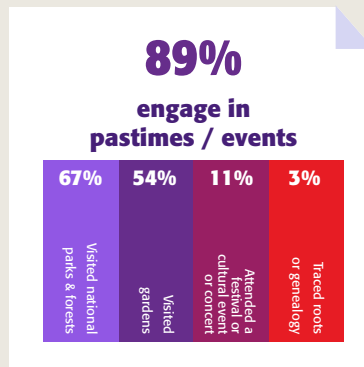
book 3-4 months in advance

Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making times.

[GET INVOLVED](#)

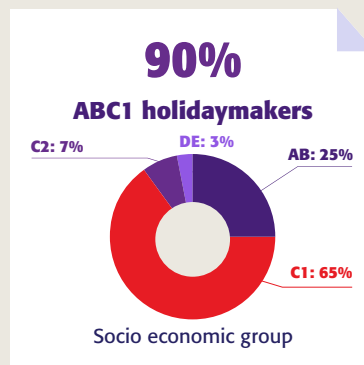
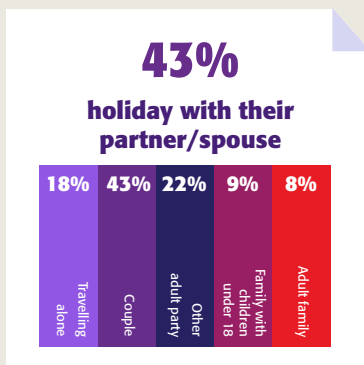
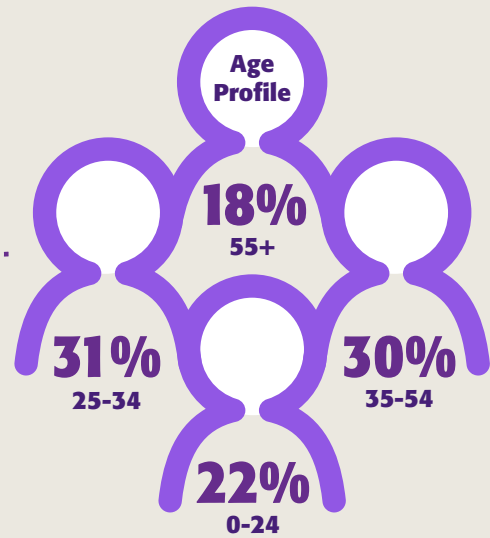
Engaged Holidaymakers

German holidaymakers are our most active visitors, exploring our historical sites and engaging in multiple events/activities while on the island. Hiking and cross-country walking is more popular with German holidaymakers than any other market.



Repeat Holidaymakers

Over half of all German holidaymakers to the island are under 35, with almost a third of those having been here before.



32%
repeat holidaymakers

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

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Online & Offline Inspiration

When booking their longer holidays, German holidaymakers use multiple sources of information for inspiration.



66%

Use Google search for inspiration

German holidaymakers use a variety of digital sources to inspire them and help to choose a holiday destination. More than half use search engines, while 42% use price comparison websites.

43%

Talk to friends & relatives for inspiration

Traditional media and other sources continue to be important with inspiration coming from friends, ads, guidebooks, TV and radio programmes.

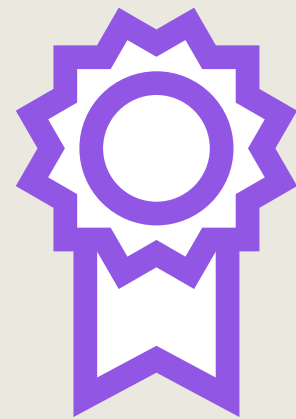
19%

Book packaged holidays to the island of Ireland

While the majority of holidaymakers choose to book independently (81%), the German market has the highest European levels of packaged holiday bookings to the island of Ireland.

Partnering for Success

Get in contact with our team in Germany who can partner with you to help.



Contact us

Get in contact with our German team who can partner with you to help deliver more visitors and revenue from Germany 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 Germany 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.