

Great Britain

Market Profile



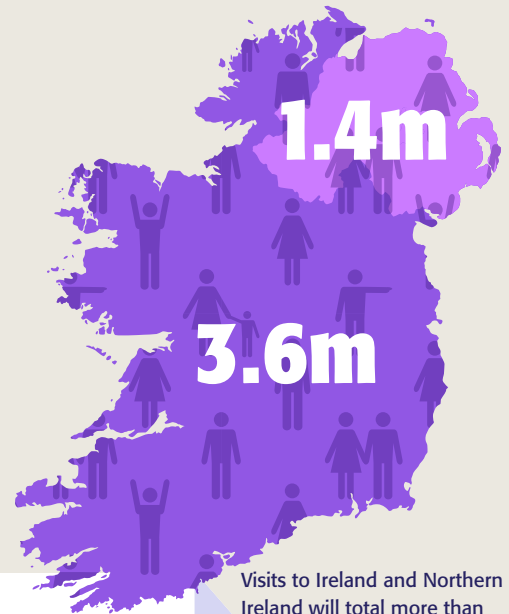
Tourism Ireland

Great Britain
accounts for
47%
of all visits to the
island of Ireland



Visitor Market

The island welcomed **4.9 million** visitors from Great Britain in 2016. 81% of these visitors were from England, 15% from Scotland and 4% from Wales.



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

+8%

Visitor Growth in 2016



Ireland



Northern Ireland

7%

Share of Outbound Visits

Great Britain is the world's 4th largest outbound visitor market with British visitors making over 70 million trips annually, 80% travel to Europe and 7% to the island of Ireland.

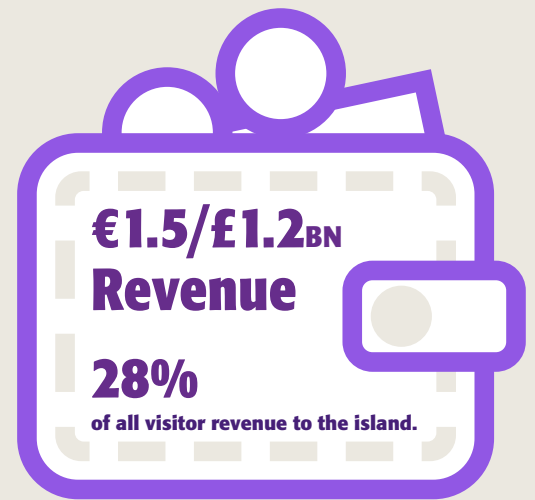
Latest Performance

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

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Revenue and Bednights

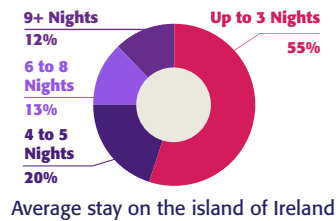
Spend by visitors from Great Britain increased by +11% in 2016, an additional €143m/£116m when compared to 2015.



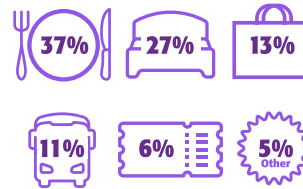
23m
Bed Nights

British visitor bed nights increased by +7% in 2016, with 39% spent in paid accommodation, principally hotels and 47% of nights spent with friends and relatives.

4.8 Nights
Average Stay

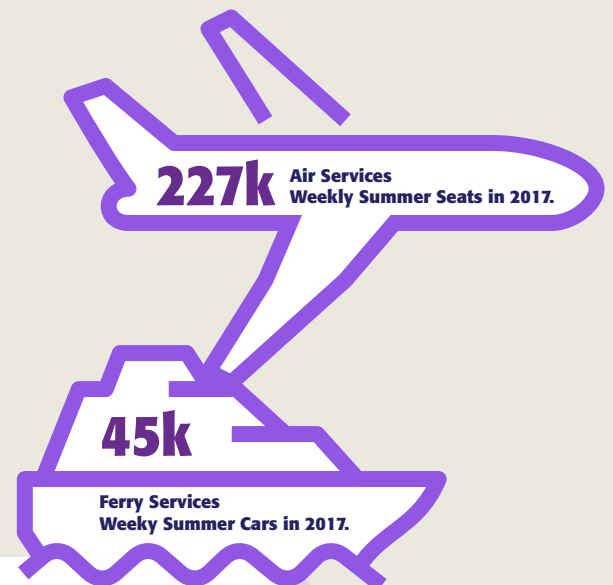


€306/£247
Spend per Visitor



Air and Sea Access Links

Sea services remain constant with 214 sailings per week, air services have declined by -4%.



154k
Seats per Week
to Ireland



1,096 Departures
23 British Airports
5 Airlines

72k
Seats per Week
to Northern Ireland



611 Departures
22 British Airports
7 Airlines

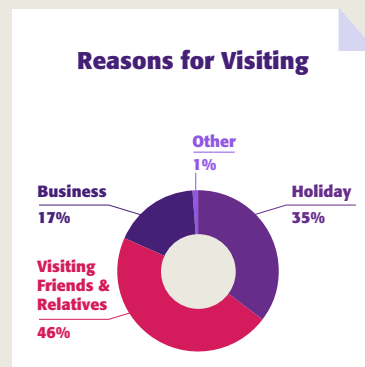
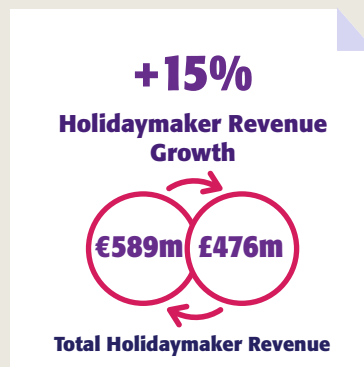
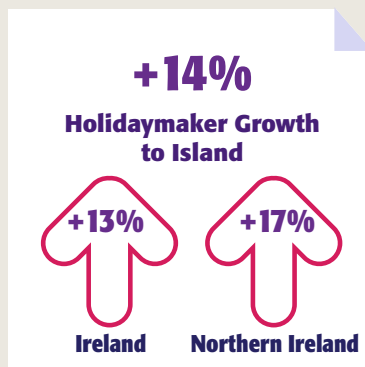
Industry Opportunities

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

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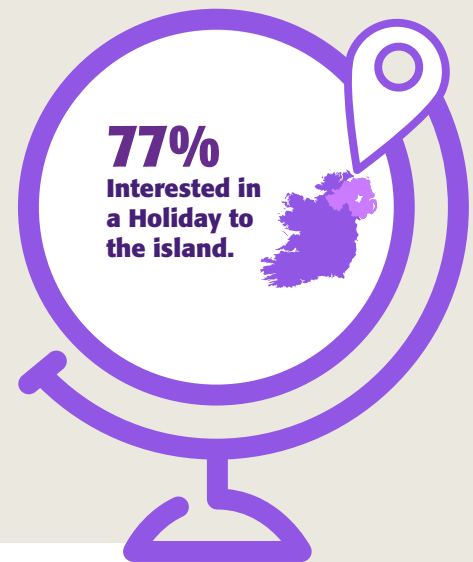
Holiday Market

The volume of holidaymakers from Great Britain increased by 204k in 2016, Britain accounts for 36% of all holidaymakers to the island.



Interest in Visiting

The island of Ireland is the 5th most popular outbound destination British holidaymakers are interested in visiting.



Driving Holiday Growth

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

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Our Best Prospects

The island attracts holidaymakers from Great Britain with varying motivations, two core segments account for 54% of all British holidaymakers to the island.



433k
Culturally Curious Holidaymakers

Culturally Curious holidaymakers are interested in meeting the locals, exploring the place and broadening the mind.

479k
Social Energiser Holidaymakers

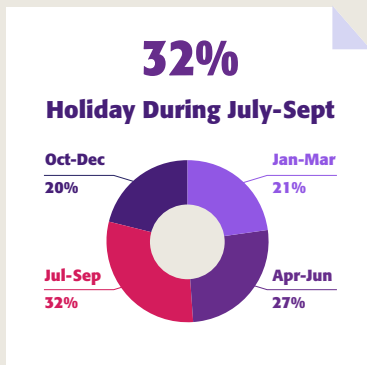
Social Energisers are particularly interested in partying, meeting other tourists, experiencing adrenaline filled adventures and activities/places with a wow factor.

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.

Off Peak Visits

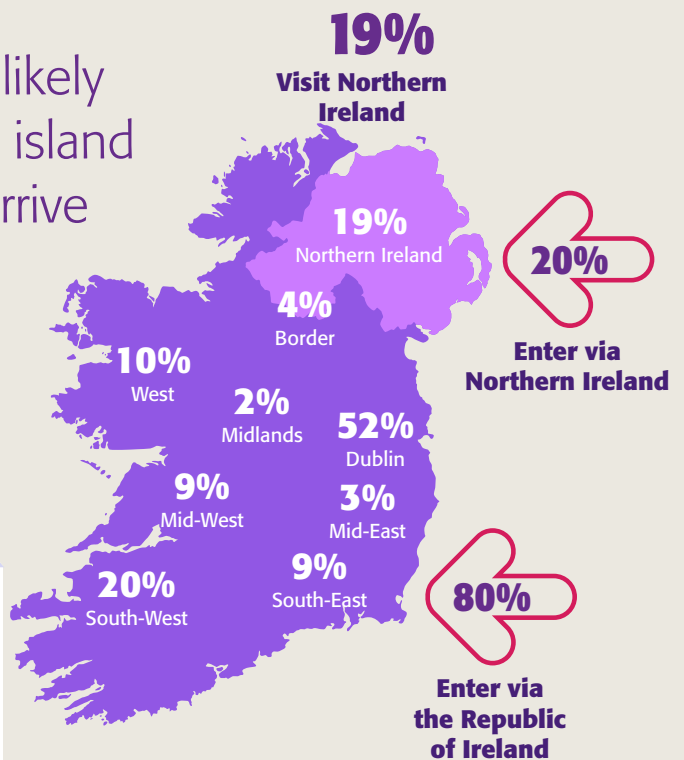
British holidaymakers are the most likely of all our markets to holiday on the island during the off-peak months, 41% arrive throughout October to March.



38%
Plan 2-3 Months in Advance

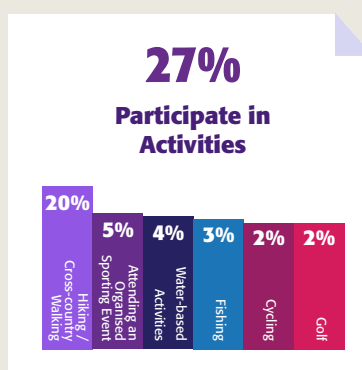
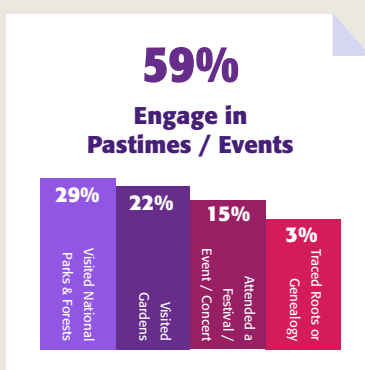
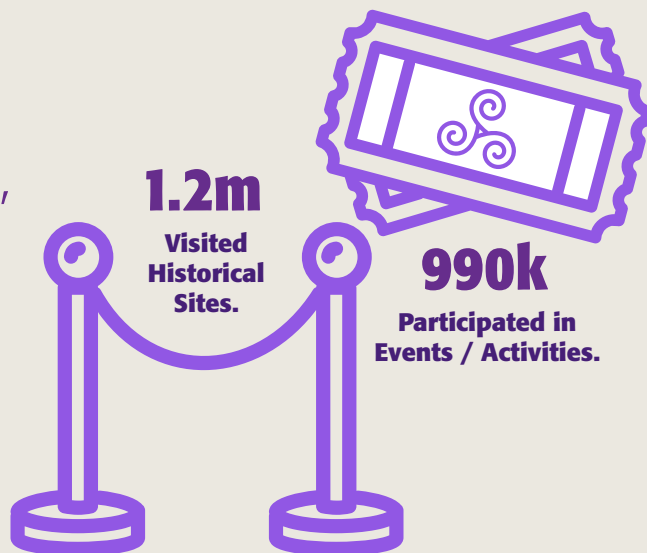
Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making times. Get involved in our eMarketing partnership programme.

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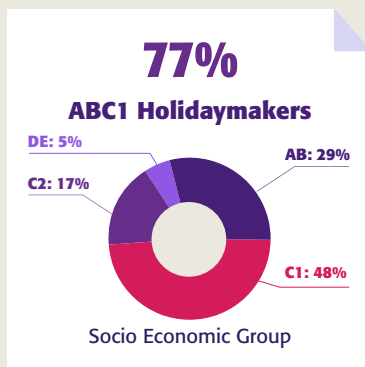
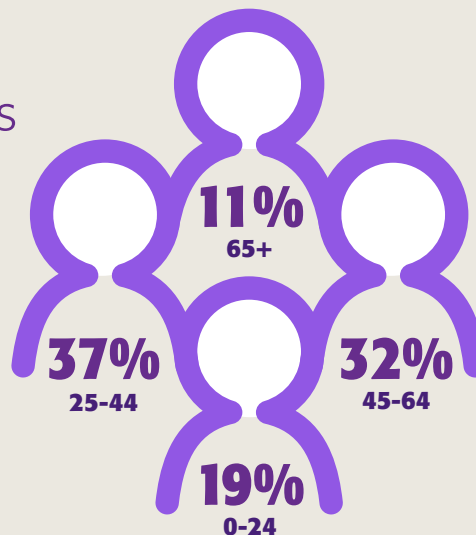
Active Holidaymakers

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



Repeat Holidaymakers

Over half (53%) of British Holidaymakers to the island have been here before, demonstrating a strong appeal.



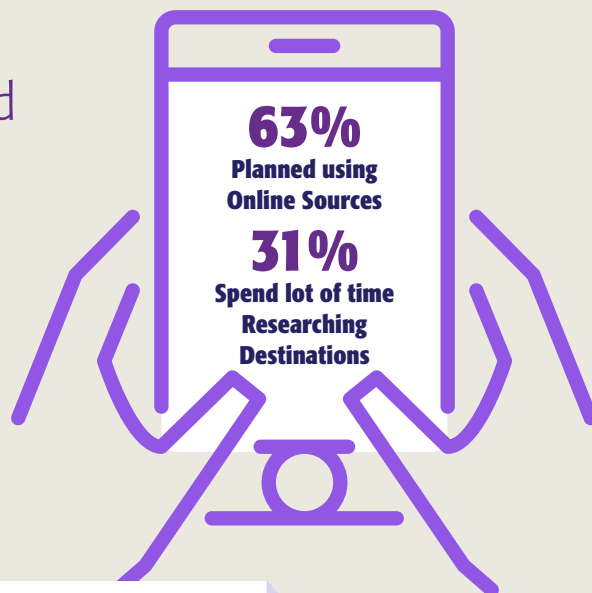
Personal Invitation

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

The British holidaymaker is a connected holidaymaker using offline and online sources to be inspired and book their holidays.



52%

Use Search Engines for Inspiration

British holidaymakers use a variety of digital sources to inspire them and help to choose a destination. More than half use search engines, while 34% use travel review sites.

46%

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.

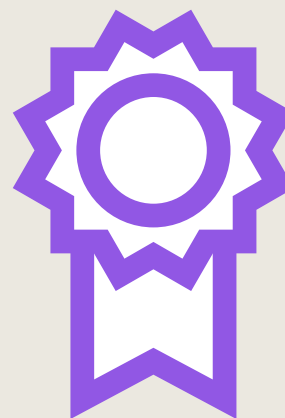
75%

Book on Laptop / PC

Holidaymakers use multiple devices when planning a holiday, it is important that your website is optimised across mobile, tablet, laptop and desktop.

Partnering for Success

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



Get in contact with the teams that can partner with you to help deliver on our ambition of driving more visitors and revenue from Great Britain to the island of Ireland.

[READ MORE](#)

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

[READ MORE](#)

Select the marketing opportunity that's right for you to help attract additional visitors and grow your business from Great Britain 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 and Fáilte Ireland's Survey of Overseas Travellers and Tourism Ireland overseas research programme.