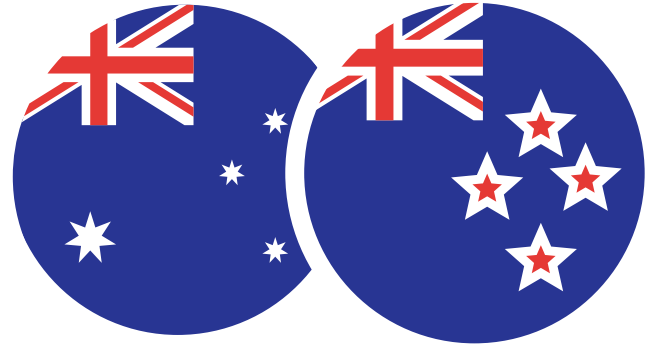


AUSTRALIA & NEW ZEALAND Market Profile 2019



The island of Ireland welcomed over a quarter of a million tourists from Australia and New Zealand in 2019

Tourist Market

The island of Ireland welcomed 252,000 tourists from Australia and New Zealand in 2019, making Australia and New Zealand our ninth-largest source market.

Where do our holidaymakers come from?

New Zealand	New South Wales	Victoria	Queensland	Western Australia	South Australia	Other
15%	28%	21%	15%	14%	4%	3%

+21%

+21% growth in tourists from Australia and New Zealand to the island of Ireland since 2014.

22m
outbound
trips

There were 22 million outbound trips from Australia and New Zealand in 2019; 6 million (29%) of these were to Europe.



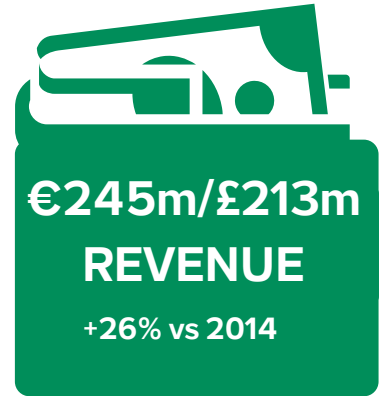
Access the latest performance on tourists, holidaymakers and revenue.
[Read more here.](#)



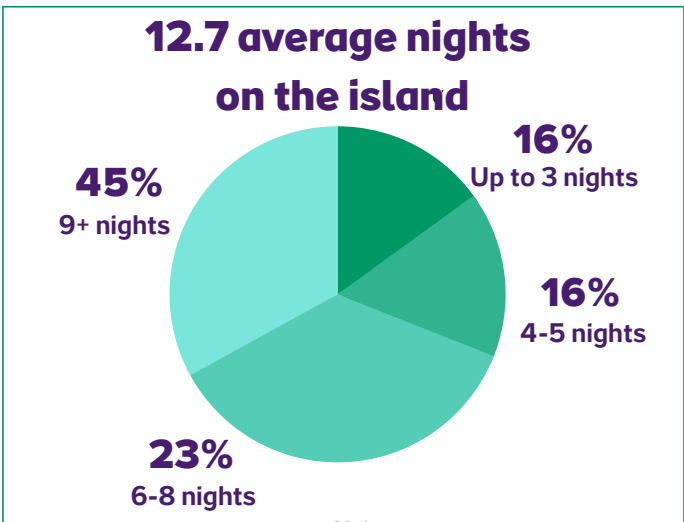
Visits to Ireland and Northern Ireland will total more than the island figure due to tourists spending time in both locations.

Revenue and Bednights

In 2019, tourists from Australia and New Zealand spent a total of €245/£213 million on the island of Ireland, representing 4% of all overseas tourism revenue.



3.2m Australian and New Zealand tourists spent a total of 3.2 million nights on the island of Ireland in 2019 - an average of 12.7 nights per tourist, longer than the average stay of tourists from almost any other market.



€974/£848
spend per tourist

In 2019, Australian and New Zealand tourists to the island of Ireland spent an average of €974/£848 during their visit. There was an average daily spend of €79 in Ireland and £56 in Northern Ireland.

Interest in Visiting

62% of Australian holidaymakers are interested in taking a holiday to the island of Ireland.

18% 18% of Australian and New Zealand holidaymakers visited the island on a package holiday in 2019.

Package holidays

56% of Australian and New Zealand holidaymakers found Ireland was either good or very good value for money when visiting in 2019.

Value for Money

Driving Holiday Growth

Tourism Ireland has created a tailor-made marketing programme targeting Australian holidaymakers to stimulate interest and holiday bookings from this market. [Get involved](#)

Active Holidaymakers

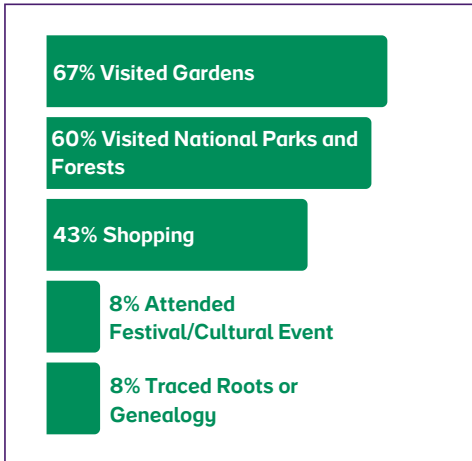
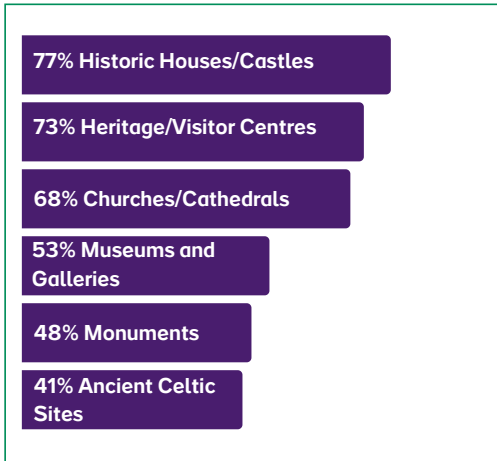
Australian and New Zealand holidaymakers are active tourists, exploring historical sites and engaging in multiple events and activities while on the island.



97% Visited sites of historical interest

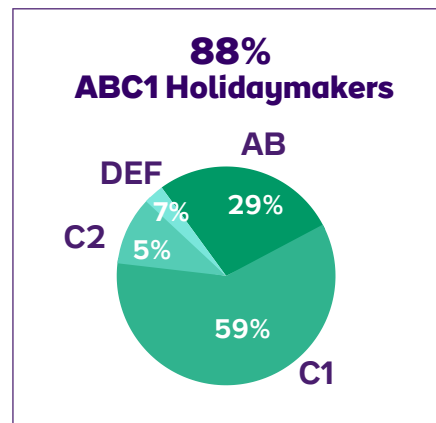
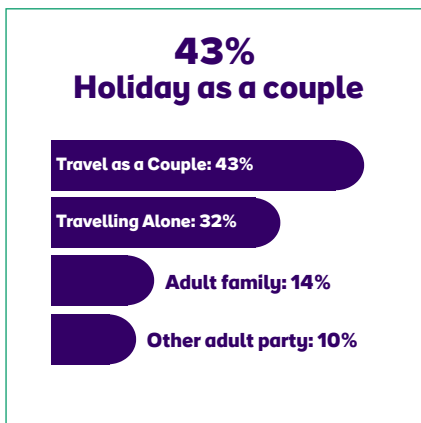
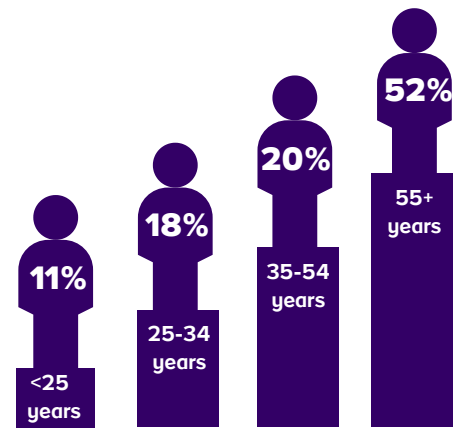
91% Engaged in excursions/events

39% Participated in activities



Holidaymaker Profile

Over half (52%) of holidaymakers from Australia and New Zealand are 55+ years. 43% travel to Ireland with a partner/spouse and one-third travel here alone.

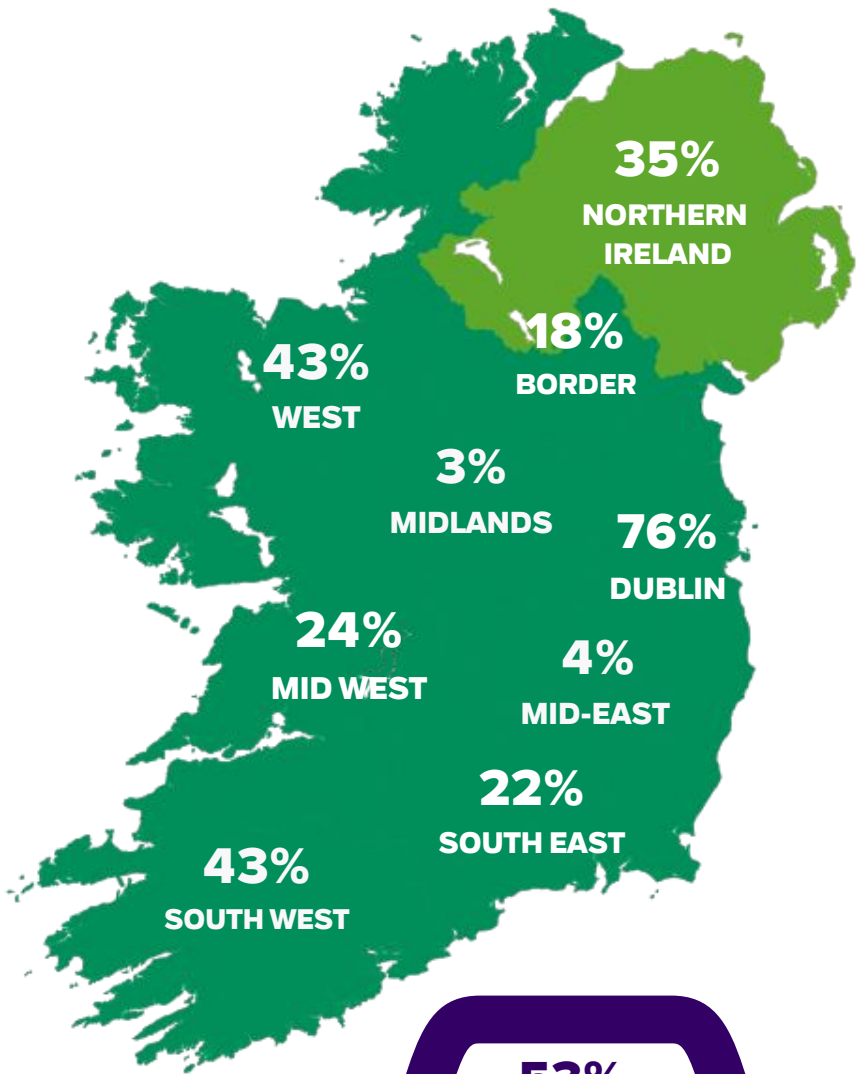
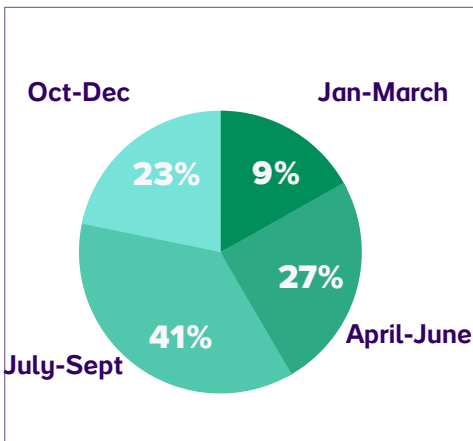


Australian and New Zealand Explorer

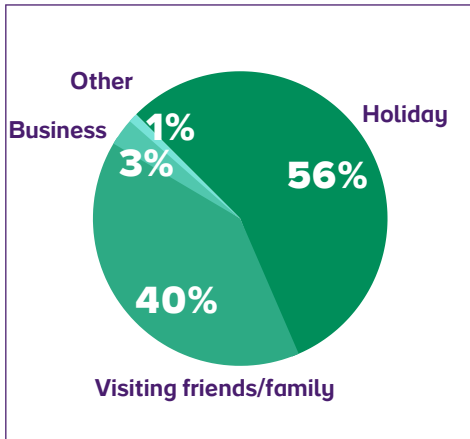
In 2019, we welcomed over 140,000 Australian and New Zealand holidaymakers to the island of Ireland, an increase of +9% over 2018. Australian and New Zealand holidaymakers enjoy travelling around and exploring the regions of Ireland, with 53% using a car.

68%

Holiday during April-September



Reasons for visiting



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](#)



Partnering for Success

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



Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from Australia and New Zealand.

[Read More](#)



Market Insights

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

[Read More](#)



Contact Us

Get in contact with our Australian and New Zealand team who can partner with you to help deliver more visitors and revenue from Australia to your business and the island of Ireland.

[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.