

# Germany

## Market Profile



### Visitor Market

The island of Ireland welcomed **667K** visitors from Germany in 2017. German visitors account for **6%** of all visitors to the island.

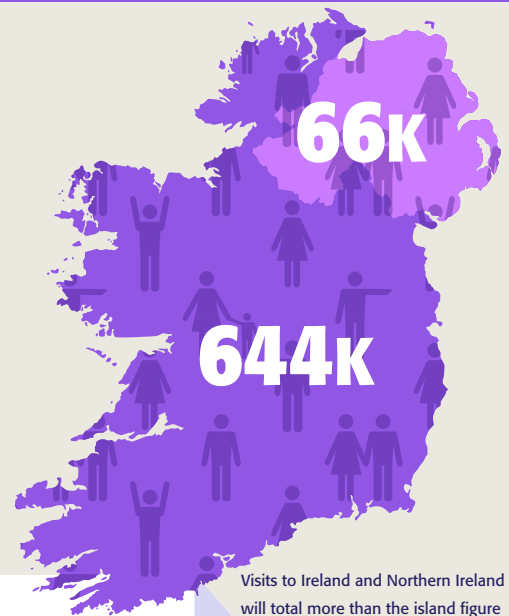
#### Where do they come from?

**20%**  
North  
Rhein-Westphalia

**16%**  
Berlin

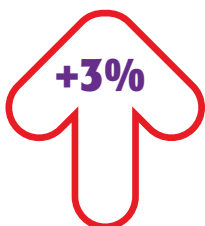
**10%**  
Baden-Württemberg

**15%**  
Bavaria



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

#### Visitor Growth in 2017



Island of Ireland

#### 107M

##### Outbound visits

Germany is the world's 2<sup>nd</sup> largest outbound market. Germans made over 107m trips in 2017 with 88% (94m) of those visits within Europe.

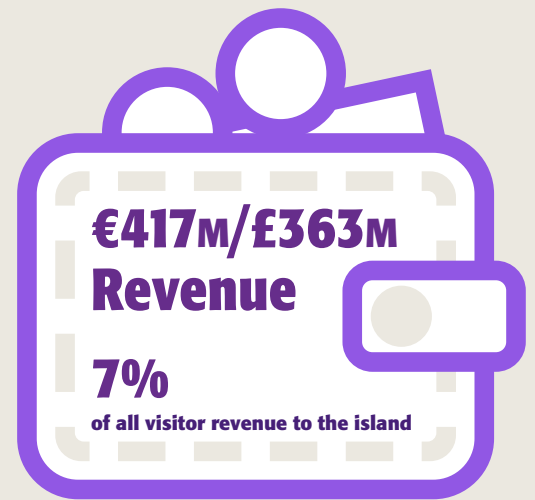
#### Latest performance

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

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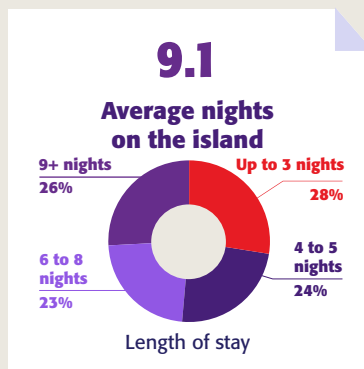
# Revenue and Bednights

German visitors spent a total of €417M/£363M on the island of Ireland in 2017. This is an additional +€12M/£11M over 2016. This represents a spend of €625/£544 per German visitor.



**6M Bednights**

4 in every 5 nights are spent in paid accommodation, with rented accommodation, guesthouses/B&B hotels and hostels particularly popular among the more value for money conscious German visitor.

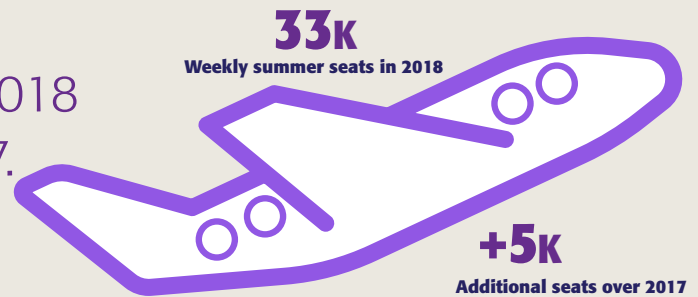


**€625/£544 Spend per visitor**

Category	Percentage
Food & Drink	34%
Accommodation	33%
Transport	14%
Other	10%
Other	7%
Other	1%

# Air Links

Air routes to the island have increased by +18% in summer 2018 when compared to summer 2017.



**33K**  
**Seats per week to Ireland**

**12 cities in Germany**  
**5 Airlines**

**378**  
**Seats per week to Northern Ireland**

**1 city in Germany**  
**1 Airline**

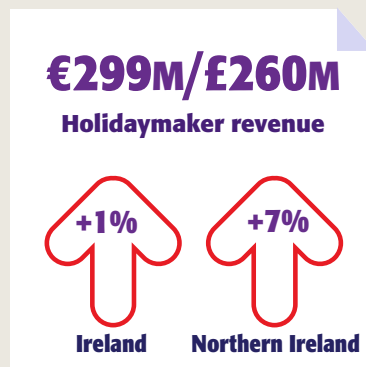
**Industry opportunities**

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

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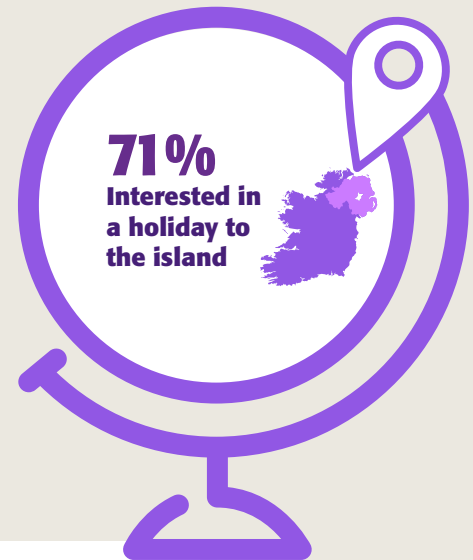
# Holiday Market

In 2017, 68% of all visitors from Germany were holidaymakers. Germany accounts for 9% of all holidaymakers to the island of Ireland.



# Interest in Visiting

The island of Ireland is the 5<sup>th</sup> most popular destination German holidaymakers are interested in visiting in the next 3 years.



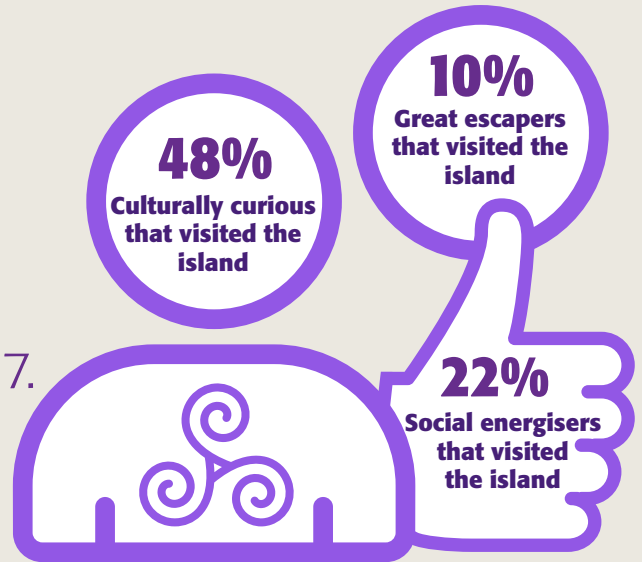
**Driving Holiday Growth**

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

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# Our Best Prospects

The island attracts holidaymakers from Germany with varying motivations, three core segments accounted for 80% of all German holidaymakers to the island in 2017.



**7.8M**  
**Culturally Curious in Germany**

Culturally Curious holidaymakers are interested in meeting the locals, getting off the beaten track and broadening their minds and feeling connected to nature.

**2.6M**  
**Social Energisers in Germany**

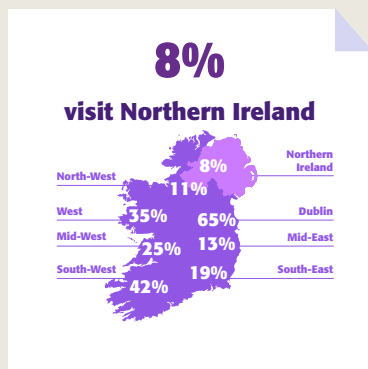
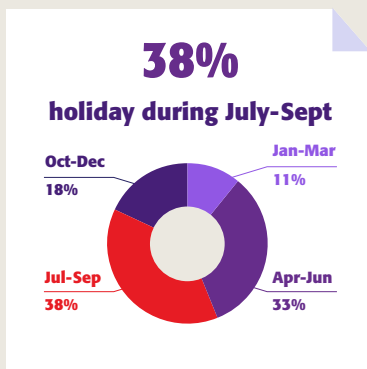
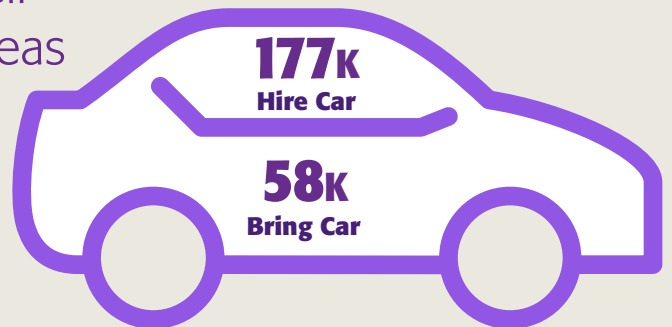
Social Energisers enjoy socialising, adrenaline-filled adventures, experiencing places/activities with a wow factor and meeting other tourists. They are very active in social media and regularly share with their network.

**6.9M**  
**Great Escapers in Germany**

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

# Regions and Seasons

More than half (53%) of German holidaymakers use a car during their trip, the highest level among overseas holidaymakers. Most of these hire a car on arrival.



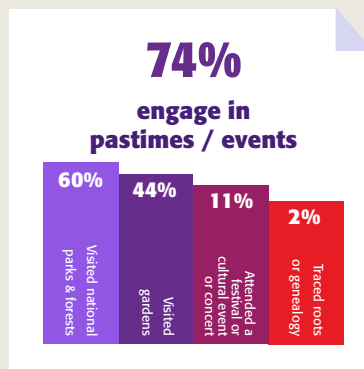
**74%**  
**book 3-4 months in advance**

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

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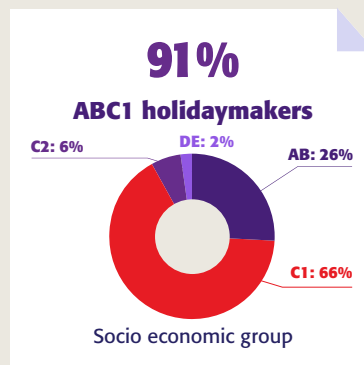
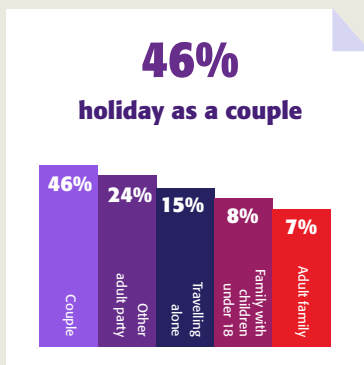
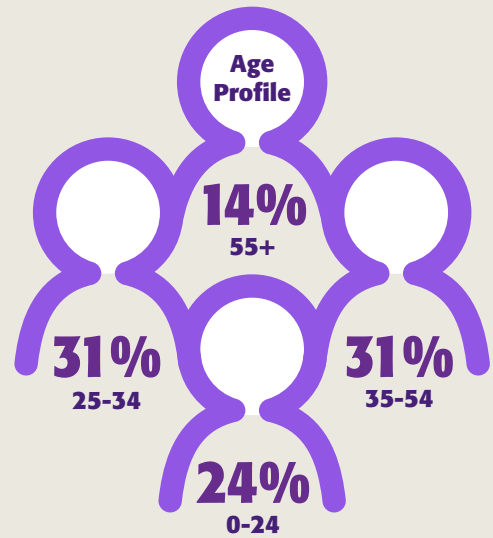
# Engaged Holidaymakers

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.



# Holidaymaker Profile

55% of all German holidaymakers to the island of Ireland are under 35 years old and 30% of holidaymakers have been here before.



**30%** repeat holidaymakers

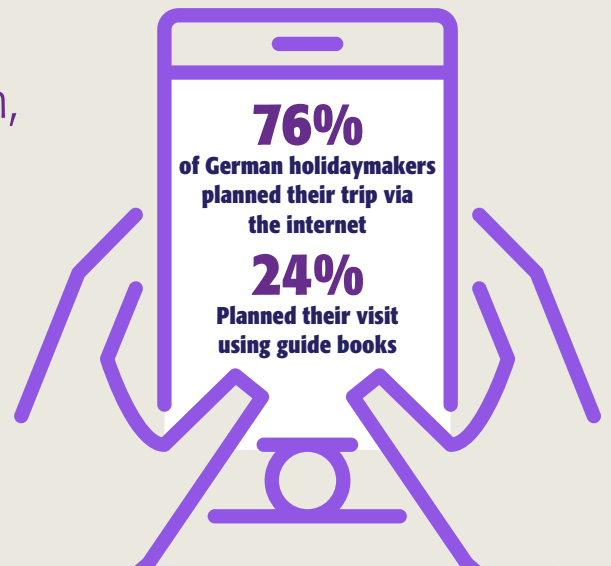
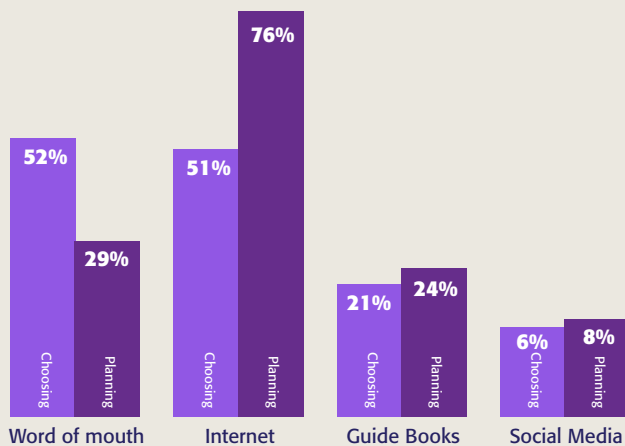
Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archive.

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# Online & Offline Inspiration

When choosing Ireland as a destination, 52% of German visitors were inspired to visit by word of mouth from family, friends and work colleagues.

**Just some of the sources of influence when choosing/planning to visit**



## Planned via Social Media

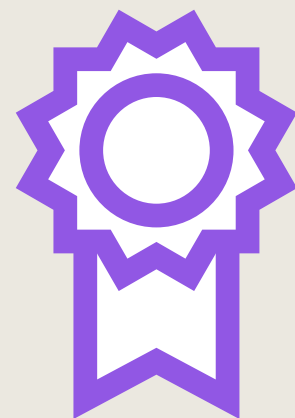
Over half (52%) of all German holidaymakers who used Social Media to plan their visit to the island of Ireland, did so using a carrier website and over one quarter (27%) used a tourist board website.

## Planned via the Internet

Facebook was the most popular (88%) social media outlet for holidaymakers when planning to visit the island of Ireland, followed by Instagram (56%) and Youtube (39%).

# 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.

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### Market Insights

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

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### 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.

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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 Travellers and Port Survey and Tourism Ireland overseas research programme.