

Domestic vs Overseas Tourism - Ireland - November 2015

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“Authenticity and discovery are important to Irish consumers when taking a short break or holiday.”

– James Wilson, Research Analyst

This report looks at the following areas:

- What types of trips are Irish consumers taking within Ireland?
- Where are Irish consumers taking short breaks and holidays?
- What do Irish consumers like to do when taking a short break or holiday?
- What are the main drivers of the Irish tourism industry?

Irish consumers show a preference for taking short breaks and holidays that they have booked themselves. Eating in local restaurants, shopping and visiting pubs and bars are the most popular activities when on a short break or holiday, with a majority of Irish consumers taking part in them. The strong retail offering, particularly in Belfast and Dublin, and the promotion of Ireland’s food and drink proposition in recent years has positioned the region as a leading shopping and culinary destination. Events such as the 2016 Year of Food in NI will continue to strengthen this proposition and further boost the appeal of Ireland as a short break and holiday destination to both domestic and overseas visitors.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Issues covered in this report

Executive Summary

The market

Figure 1: Estimated total visitor expenditure, % of total, NI and RoI, 2015

Forecast

Figure 2: Indexed estimated total visitor numbers, NI and RoI, 2010-20

Market factors

Weak euro offers GB and US visitors better price value

Price of hotels in Ireland continues to increase in 2015

Air fares remain low

Visitor attractions perform well in 2014

NI consumers still struggling financially while recovery is felt in RoI

Companies, brands and innovations

The consumer

Irish consumers prefer to book their own short breaks and holidays

Figure 3: Types of trips that consumers have taken in Northern Ireland and/or the Republic of Ireland in the last 12 months, NI and RoI, September 2015

Figure 4: Types of trips that consumers have taken overseas in the last 12 months, NI and RoI, September 2015

RoI consumers taking short breaks and holidays in rural counties

Figure 5: Locations visited by consumers for their last short break in Northern Ireland or the Republic of Ireland, NI and RoI, September 2015

Figure 6: Locations visited by consumers for their last holiday in Northern Ireland or the Republic of Ireland, NI and RoI, September 2015

Great Britain preferred for short breaks overseas, mainland Spain for holidays

Figure 7: Locations visited by consumers for their last short break overseas, NI and RoI, September 2015

Figure 8: Locations visited by consumers for their last holiday overseas, NI and RoI, September 2015

Eating, drinking and shopping the preferred leisure activities for Irish consumers

Figure 9: Types of activities done by consumers during last short break (in Ireland or abroad), NI and RoI, September 2015

Figure 10: Types of activities done by consumers during last holiday (in Ireland or abroad), NI and RoI, September 2015

What it means

Issues and Insights

What types of trips are Irish consumers taking within Ireland?

The facts

The implications

Where are Irish consumers taking short breaks and holidays?

The facts

The implications

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What do Irish consumers like to do when taking a short break or holiday?

The facts

The implications

What are the main drivers of the Irish tourism industry?

The facts

The implications

The Market – What You Need to Know

Visitors numbers to Ireland to continue growing

Weak euro to benefit tourism in RoI

Accommodation sector sees recovery

RoI consumers feeling economic recovery, NI consumers still struggling

Price of air travel in decline

Market Size and Forecast

Visitors numbers to Ireland continue growing in 2015

Figure 11: Estimated total visitor numbers, 000s, IoI, NI and RoI, 2010-20

2015 to see strong growth in overseas visitors

Figure 12: Overseas visitor numbers, IoI, NI and RoI, 2010-20

Domestic trips remain popular among Irish consumers

Figure 13: Domestic visitor numbers, IoI, NI and RoI, 2010-20

Visitor spending to increase during 2015

Figure 14: Estimated total visitor expenditure, IoI, NI and RoI, 2010-20

Overseas visitors driving tourism spending in NI

Figure 15: Estimated domestic and overseas visitor expenditure, NI, 2010-20

Overseas visitors spending €375 on average in RoI

Figure 16: Estimated domestic and overseas visitor expenditure, RoI, 2010-20

Market Drivers

Strength of the Sterling a boost for GB and NI consumers visiting RoI

Figure 17: Annualised exchange rates involving Pound Sterling, the Euro and the US Dollar, 2010-15*

Hotel prices continue to grow in 2015

Figure 18: Average yearly inflation rate of accommodation services, UK (including NI) and RoI, 2010-15*

Figure 19: Average hotel prices per room per night, by city, NI and RoI, 2012-15

Lowest cost overseas destinations in Eastern Europe

Figure 20: Post Office City Costs Barometer, 2012-15

Cost of air travel falls for RoI consumers; increases for NI consumers

Figure 21: Average yearly inflation rate of air passenger transport, UK (including NI) and RoI, 2010-15*

Figure 22: Price of UK Brent crude oil per barrel in US Dollars (\$), 2011-15*

Visitor attractions in RoI see positive growth in 2014

Figure 23: Visitors to top 10 fee- and non-fee-charging tourist attractions, RoI, 2013-14

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Giant's Causeway remains top attraction in NI

Figure 24: Top 10 visitor attractions, by number of visitors, NI, 2013-14

Arts and culture services in NI to be impacted by public spending cuts

Economic recovery felt by RoI consumers

Figure 25: Financial health of Irish consumers, RoI, October 2014-September 2015

NI consumers still struggling financially

Figure 26: Financial health of Irish consumers, NI, October 2014-September 2015

Competitive Strategies – What You Need to Know

Great Britain

Ireland

Northern Ireland

Republic of Ireland

Germany

USA

France

Spain

Competitive Strategies – Key Markets

Market Focus – Great Britain

VisitBritain

Figure 27: Visitors to top 10 fee- and non-fee-charging tourist attractions, England, 2013-14

Current Campaigns

GREAT Britain

Social media important to reaching global audience

Bond is Great

Market Focus – Ireland

Tourism Ireland

Game of Thrones campaign

Market Focus – Northern Ireland

Tourism NI

#FestivalOfLight

Market Focus – Republic of Ireland

Fáilte Ireland

Rebranding of Dublin as 'A breath of fresh air' to attract international visitors

Market Focus – Germany

The German National Tourist Board

Traditions and Customs

#JoinGermanTradition

Market focus – USA

Brand USA

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Brand USA launches interactive map with Instagram and Spotify

Brand USA launched digital tourism campaign 'Flavours of USA'

Market focus – France

Atout France

Atout France encourages tourists to 'Fall for France'.

France launches publicity campaign 'Be Nicer to Travellers'

Rebranding of national portal to France.fr

Market focus – Spain

Turespaña

Current campaigns

Turespaña launches digital marketing campaign 'Spain in detail'

The Consumer – What You Need to Know

Irish consumers opting for independent short breaks and holidays

NI consumers heading to Dublin while RoI consumers escaping to the country

Great Britain popular for short breaks while consumers head to the sun for longer trips

Eat, drink, shop – Irish consumers' top priorities when taking a short break or holiday

The Consumer – Types of Holidays and Short Breaks

Irish consumers taking independent short breaks 'at home'

Figure 28: Types of trips that consumers have taken in Northern Ireland and/or the Republic of Ireland in the last 12 months, NI and RoI, September 2015

RoI men and ABC1s most likely to take an independent short break

Figure 29: Consumers that have taken an independent short break (1-3 nights) in Northern Ireland and/or the Republic of Ireland in the last 12 months, by gender and social class, NI and RoI, September 2015

Independent holiday trips popular for overseas trips

Figure 30: Types of trips that consumers have taken overseas in the last 12 months, NI and RoI, September 2015

RoI Boomers prefer overseas holidays

Figure 31: Consumers that have taken an independent holiday (4 or more nights) overseas in the last 12 months, by gender and social class, NI and RoI, September 2015

The Consumer – Places in Ireland Visited

Munster popular for short breaks with RoI consumers, while NI consumers prefer Dublin

Figure 32: Locations visited by consumers for their last short break in Northern Ireland or the Republic of Ireland, NI and RoI, September 2015

Millennials and late Gen Xers taking short city breaks

Figure 33: Consumers that have taken a short break in the city of Belfast, by gender and age, NI and RoI, September 2015

Figure 34: Consumers that have taken a short break in the city of Dublin by gender and age, NI and RoI, September 2015

Short break destinations also popular for longer trips

Figure 35: Locations visited by consumers for their last holiday in Northern Ireland or the Republic of Ireland, NI and RoI, September 2015

The Consumer – Overseas Places Visited

Great Britain popular for short breaks

Figure 36: Locations visited by consumers for their last short break overseas, NI and RoI, September 2015

Short breaks to Great Britain appeal to Millennials and late Gen Xers in RoI

Figure 37: Consumers that have taken a short break in Great Britain, by gender and age, NI and RoI September 2015

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Irish consumers heading to the sun

Figure 38: Locations visited by consumers for their last holiday overseas, NI and, RoI, September 2015

Mainland Spain popular among young and old RoI consumers

Figure 39: Consumers that have visited Spain for a holiday, by gender and age, RoI, September 2015

RoI Millennials and late Gen Xers taking holidays in Great Britain

Figure 40: Consumers that have visited Great Britain for a holiday, by gender and age, NI and RoI, September 2015

The Consumer – Short Break Activities

Consumers prefer to eat, drink and shop when on a short break

Figure 41: Types of activities done by consumers during last short break (in Ireland or abroad), NI and RoI, September 2015

Local food and drink important to Boomers

Figure 42: Types of activities done by consumers during last short break (in Ireland or abroad), by gender and age, NI, September 2015

Figure 43: Types of activities done by consumers during last short break (in Ireland or abroad), by gender and age, RoI, September 2015

Exploring the countryside appeals to the over-45s in NI

Figure 44: Types of activities done by consumers during last short break (in Ireland or abroad), by gender and age, NI, September 2015

Young RoI consumers are keen explorers

Figure 45: Types of activities done by consumers during last short break (in Ireland or abroad), by gender and age, RoI, September 2015

The Consumer – Holiday Activities

Eating, drinking and shopping also the main priorities for consumers while on holiday

Figure 46: Types of activities done by consumers during last holiday (in Ireland or abroad), NI and RoI, September 2015

Local dining experience an important part of over-45s holiday

Figure 47: Types of activities done by consumers during last holiday (in Ireland or abroad), by Gender and age, NI, September 2015

Eating in local pubs and restaurants preferred by women and the over-45s in RoI

Figure 48: Types of activities done by consumers during last holiday (in Ireland or abroad), by Gender and age, RoI, September 2015

Irish women keen explorers of towns and cities when on holiday

Figure 49: Types of activities done by consumers during last holiday (in Ireland or abroad), by gender and age, NI, September 2015

Figure 50: Types of activities done by consumers during last holiday (in Ireland or abroad), by gender and age, RoI, September 2015

Beach holidays popular among consumers with children of all ages

Figure 51: Consumers who relaxed on beach during their last holiday (in Ireland or abroad), by presence of children in the household, NI and RoI, September 2015

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

Appendix – The Consumer

NI Toluna

Figure 52: Types of trips that consumers have taken in Northern Ireland and/ or the Republic of Ireland in the last 12 months, by demographics, NI, September 2015

Figure 53: Types of trips that consumers have taken overseas in the last 12 months, by demographics, NI, September 2015

Figure 54: Locations visited by consumers for their last short break in Northern Ireland or the Republic of Ireland, by demographics, NI, September 2015

Figure 55: Locations visited by consumers for their last short break in Northern Ireland or the Republic of Ireland, by demographics, NI, September 2015 (continued)

Figure 56: Locations visited by consumers for their last short break in Northern Ireland or the Republic of Ireland, by demographics, NI, September 2015 (continued)

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Figure 57: Locations visited by consumers for their last holiday in Northern Ireland or the Republic of Ireland, by demographics, NI, September 2015

Figure 58: Locations visited by consumers for their last holiday in Northern Ireland or the Republic of Ireland, by demographics, NI, September 2015 (continued)

Figure 59: Locations visited by consumers for their last holiday in Northern Ireland or the Republic of Ireland, by demographics, NI, September 2015 (continued)

Figure 60: Locations visited by consumers for their last short break overseas, by demographics, NI, September 2015

Figure 61: Locations visited by consumers for their last short break overseas, by demographics, NI, September 2015 (continued)

Figure 62: Locations visited by consumers for their last short break overseas, by demographics, NI, September 2015 (continued)

Figure 63: Locations visited by consumers for their last holiday overseas, by demographics, NI, September 2015

Figure 64: Locations visited by consumers for their last holiday overseas, by demographics, NI, September 2015 (continued)

Figure 65: Locations visited by consumers for their last holiday overseas, by demographics, NI, September 2015 (continued)

Figure 66: Types of activities done by consumers during last short break (in Ireland or abroad), by demographics, NI, September 2015

Figure 67: Types of activities done by consumers during last short break (in Ireland or abroad), by demographics, NI, September 2015 (continued)

Figure 68: Types of activities done by consumers during last short break (in Ireland or abroad), by demographics, NI, September 2015 (continued)

Figure 69: Types of activities done by consumers during last holiday (in Ireland or abroad), by demographics, NI, September 2015

Figure 70: Types of activities done by consumers during last holiday (in Ireland or abroad), by demographics, NI, September 2015 (continued)

Figure 71: Types of activities done by consumers during last holiday (in Ireland or abroad), by demographics, NI, September 2015 (continued)

RoI Toluna

Figure 72: Types of trips that consumers have taken in Northern Ireland and/ or the Republic of Ireland in the last 12 months, by demographics, RoI, September 2015

Figure 73: Types of trips that consumers have taken overseas in the last 12 months, by demographics, RoI, September 2015

Figure 74: Locations visited by consumers for their last short break in Northern Ireland or the Republic of Ireland, by demographics, RoI, September 2015

Figure 75: Locations visited by consumers for their last short break in Northern Ireland or the Republic of Ireland, by demographics, RoI, September 2015 (continued)

Figure 76: Locations visited by consumers for their last short break in Northern Ireland or the Republic of Ireland, by demographics, RoI, September 2015 (continued)

Figure 77: Locations visited by consumers for their last holiday in Northern Ireland or the Republic of Ireland, by demographics, RoI, September 2015

Figure 78: Locations visited by consumers for their last holiday in Northern Ireland or the Republic of Ireland, by demographics, RoI, September 2015 (continued)

Figure 79: Locations visited by consumers for their last holiday in Northern Ireland or the Republic of Ireland, by demographics, RoI, September 2015 (continued)

Figure 80: Locations visited by consumers for their last short break overseas, by demographics, RoI, September 2015

Figure 81: Locations visited by consumers for their last short break overseas, by demographics, RoI, September 2015 (continued)

Figure 82: Locations visited by consumers for their last short break overseas, by demographics, RoI, September 2015 (continued)

Figure 83: Locations visited by consumers for their last holiday overseas, by demographics, RoI, September 2015

Figure 84: Locations visited by consumers for their last holiday overseas, by demographics, RoI, September 2015 (continued)

Figure 85: Locations visited by consumers for their last holiday overseas, by demographics, RoI, September 2015 (continued)

Figure 86: Types of activities done by consumers during last short break (in Ireland or abroad), by demographics, RoI, September 2015

Figure 87: Types of activities done by consumers during last short break (in Ireland or abroad), by demographics, RoI, September 2015 (continued)

Figure 88: Types of activities done by consumers during last short break (in Ireland or abroad), by demographics, RoI, September 2015 (continued)

Figure 89: Types of activities done by consumers during last holiday (in Ireland or abroad), by demographics, RoI, September 2015

Figure 90: Types of activities done by consumers during last holiday (in Ireland or abroad), by demographics, RoI, September 2015 (continued)

Figure 91: Types of activities done by consumers during last holiday (in Ireland or abroad), by demographics, RoI, September 2015 (continued)

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