

US Visitors and Holidaymakers to Ireland 1999-2009

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Visitors (000s)	860	958	829	759	809	867	854	945	975	849	809

Visitors - Route of Entry (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Britain - Sea	9	8	7	6	4	4	3	3	3	2	2
Mainland Europe - Sea	*	*	*	*	*	*	*	*	*	*	*
Mainland Europe - Air	4	5	6	7	6	7	9	12	13	17	17
Transatlantic - Air	52	53	58	56	61	58	61	59	60	57	58
Britain - Air	34	32	28	30	28	31	25	24	21	22	21
Via N. Ireland	1	2	1	1	*	*	1	2	3	2	1

Visitors - Month of Arrival (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
January - April	21	21	26	23	23	24	23	21	21	25	22
May - June	22	22	23	21	22	22	23	23	24	24	22
July - August	28	27	28	25	25	23	25	26	25	26	26
September	11	11	8	10	10	10	10	11	10	9	10
October - December	18	19	16	21	20	21	19	19	20	17	19

Visitors - Use of Car (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Car brought	3	4	4	2	2	1	1	*	1	*	*
Car hired	42	44	44	39	42	43	38	35	36	34	33
Car not used	54	53	53	59	56	57	61	64	64	66	67

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Visitors - Regions Visited (%)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Dublin	64	68	69	62	66	66	71	72	70	68
Midlands/East	14	16	13	13	10	12	10	10	12	11
South East	22	24	24	26	23	21	34	20	18	15
South West	48	44	43	44	44	43	40	41	36	35
Shannon	38	37	40	38	40	35	27	29	28	23
West	36	38	35	39	38	34	33	33	29	28
North West	13	10	11	11	11	11	9	10	9	7
<i>Average no. visited</i>	<i>2.35</i>	<i>2.37</i>	<i>2.35</i>	<i>2.33</i>	<i>2.32</i>	<i>2.22</i>	<i>2.24</i>	<i>2.15</i>	<i>2.02</i>	<i>1.87</i>

Visitors - Regional Nights (%)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Dublin	28	29	33	28	33	34	38	38	36	32
Midlands/East	7	7	5	4	7	5	7	3	6	5
South East	5	7	5	6	6	5	8	4	3	4
South West	22	18	20	21	19	18	19	18	18	24
Shannon	15	14	16	14	10	13	7	15	16	12
West	18	20	16	21	22	19	18	18	18	19
North West	5	4	5	5	4	6	3	4	3	4
Dublin	28	29	33	28	33	34	38	38	36	32
Midlands/East & South East	12	14	10	10	13	10	15	7	9	9
Western Seaboard	60	56	57	61	55	56	47	55	55	59

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Visitors - Accommodation Used (%)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Hotels	49	56	55	48	58	55	53	59	54	51
Guesthouse/B&Bs	44	40	46	47	40	34	31	27	24	22
Rented	6	4	5	7	6	8	8	8	10	9
Hostels	8	7	7	7	9	10	10	9	10	9
Caravan/Camping	*	*	*	*	*	*	*	*	*	*
Friends/Relatives	22	22	23	23	19	24	25	19	23	30

Visitors - Accommodation Nights (%)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Hotels	23	30	27	18	27	26	23	26	23	18
Guesthouse/B&Bs	26	25	25	25	20	16	15	12	11	10
Rented	9	11	12	22	18	19	21	30	33	29
Caravan/Camping	*	*	*	*	*	*	*	*	*	*
Hostels	5	3	3	3	4	4	4	4	4	4
Friends/Relatives	25	21	21	19	18	21	24	14	20	26
Other	12	10	12	13	13	14	13	14	9	13

Visitors - Value for money (%)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Very good	22	21	7	4	3	3	2	4	4	5
Good	45	50	38	19	16	21	25	26	20	26
Fair	26	23	37	41	32	32	31	31	31	31
Poor	7	4	14	28	32	26	27	25	28	23
Very poor	1	1	4	7	17	17	15	15	18	16
Very good/good	63	72	45	23	19	24	27	30	23	31
Poor/very poor	10	5	18	36	49	43	42	40	46	39

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Holiday - Month of Arrival (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
January - April	17	17	24	21	21	24	18	20	18	23	22
May - June	24	26	24	26	23	27	27	31	29	30	26
July - August	33	29	30	25	27	24	29	25	27	24	27
September	13	10	8	12	11	11	9	11	12	12	8
October - December	14	17	13	16	19	14	18	13	15	12	17

Holiday - Route of Entry (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Indirect Air (via Britain/Mainland Europe)	30	30	31	34	27	33	27	30	30	33	30
Transatlantic Air	59	59	61	60	68	63	69	66	66	66	68
Sea	11	11	8	6	5	4	4	3	3	2	1

Holiday - Length of Stay (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
1 - 3 nights	9	9	9	11	11	10	12	17	17	17	21
1 - 5 nights	23	25	25	23	24	22	28	31	31	32	38
1 - 8 nights	62	56	59	56	59	49	65	69	70	62	73
9 or more nights	39	44	41	44	41	41	35	31	30	38	27

Holiday - Use of Car (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Car brought	5	5	6	2	2	*	1	1	1	6	*
Car hired	52	49	49	45	47	48	44	41	43	42	41
Car not used	44	45	46	53	51	51	55	59	56	52	59

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Holiday - Regions Visited (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Dublin	63	68	72	71	68	71	72	77	76	70	78
Midlands/East	15	14	15	14	14	10	11	8	10	12	10
South East	30	30	30	31	34	29	28	31	27	18	20
South West	63	61	53	54	56	55	55	52	53	36	44
Shannon	50	47	45	48	49	47	42	38	38	28	30
West	51	40	43	40	46	43	36	40	40	29	32
North West	17	14	11	12	13	13	12	9	11	9	7
<i>Average No. Visited</i>	<i>2.89</i>	<i>2.74</i>	<i>2.69</i>	<i>2.70</i>	<i>2.80</i>	<i>2.68</i>	<i>2.56</i>	<i>2.55</i>	<i>2.55</i>	<i>2.02</i>	<i>2.21</i>

Holiday - Regional Nights (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Dublin	21	24	30	27	26	31	29	33	34	32	35
Midlands/East	4	5	4	5	4	5	4	4	3	5	5
South East	6	6	7	7	8	8	8	8	7	7	7
South West	27	28	21	23	24	24	25	25	23	24	23
Shannon	15	16	15	17	15	14	15	11	12	16	12
West	19	16	19	16	16	15	14	17	18	12	14
North West	5	5	4	5	8	4	5	3	3	4	5
<i>Dublin</i>	<i>21</i>	<i>24</i>	<i>30</i>	<i>27</i>	<i>26</i>	<i>31</i>	<i>29</i>	<i>33</i>	<i>34</i>	<i>32</i>	<i>35</i>
<i>Midlands East & South East</i>	<i>10</i>	<i>11</i>	<i>11</i>	<i>12</i>	<i>12</i>	<i>13</i>	<i>12</i>	<i>12</i>	<i>10</i>	<i>12</i>	<i>12</i>
<i>Western Seaboard</i>	<i>66</i>	<i>65</i>	<i>59</i>	<i>61</i>	<i>63</i>	<i>57</i>	<i>59</i>	<i>56</i>	<i>56</i>	<i>56</i>	<i>54</i>

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Holiday - Accommodation Used (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Hotels	46	52	60	58	53	62	62	62	68	64	63
Guesthouse/B&Bs	55	53	47	56	60	50	44	42	36	35	31
Rented	5	5	4	4	6	4	7	7	6	5	6
Hostels	13	10	9	7	7	10	11	13	11	15	14
Caravan/Camping	*	1	*	*	1	1	1	1	1	1	*
Friends/Relatives	18	13	12	16	11	12	11	10	5	8	14

Holiday - Accommodation Nights (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Hotels	24	30	36	33	27	35	41	36	45	43	36
Guesthouse/B&Bs	38	39	34	33	45	33	30	27	24	27	24
Rented	5	5	5	6	8	5	7	7	5	9	10
Hostels	9	7	4	4	4	5	6	9	8	9	9
Caravan/Camping	*	1	*	*	*	*	*	*	*	1	*
Friends/Relatives	18	14	11	14	9	13	11	8	3	8	18

Holiday - Activities Engaged in (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Golf	6	9	6	5	4	7	7	7	8	3	6
Fishing	2	1	2	2	1	1	1	1	1	-	1
Hiking/Walking	9	6	6	4	4	6	9	8	14	14	24
Cycling	4	3	3	6	2	2	1	1	3	2	2
Equestrian Pursuits	2	2	2	2	1	1	2	1	3	1	1
Historical/Cultural visits	53	64	77	62	66	82	80	87	89	80	87
Visits to gardens	13	17	16	11	14	17	19	23	23	27	36

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Holiday - Travel Arrangement (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Package/Inclusive*	42	40	37	32	32	30	32	26	33	28	27
Independent	58	60	63	68	68	70	68	74	67	72	73

Holiday - Experience of Ireland (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
First Visit	71	74	70	67	71	69	68	71	77	75	72
Repeat Visitor	29	26	30	33	29	31	32	29	23	25	28

Holiday - Party Composition (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Alone	22	19	21	29	19	18	24	21	19	21	24
Couple	44	44	38	37	45	38	39	44	44	42	37
Family	15	15	19	17	17	23	24	18	20	18	23
Adult party	18	22	22	17	18	21	14	17	17	19	17

Holiday - Party Age (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Under 19 Years	4	4	14	7	6	12	7	8	7	6	7
19 - 34 Years	33	30	25	23	26	26	29	33	25	32	34
35 - 54 years	36	34	28	34	40	35	33	35	39	32	33
55 - 64 years	16	22	15	19	16	17	17	15	20	20	16
65+ years	11	9	18	18	13	10	14	8	9	10	10

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Holiday - Region of Residence (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
New England	17	17	16	15	15	12	18	13	10	8	16
- Massachusetts	9	10	8	10	9	7	11	8	5	3	10
- Connecticut	4	4	4	3	2	2	4	2	2	2	2
Mid Atlantic	27	24	20	20	21	17	18	21	21	19	14
- New York	15	13	14	11	11	8	11	10	11	12	8
- New Jersey	5	5	2	4	6	4	2	3	3	3	2
- Pennsylvania	7	6	4	5	4	6	5	4	6	5	4
Mid West	21	21	23	21	19	23	18	18	21	24	23
- Ohio	2	1	3	3	2	4	2	1	2	3	3
- Illinois	9	9	8	6	7	7	6	7	6	7	8
- Michigan	2	2	2	2	2	3	2	1	3	3	1
South	18	22	23	21	23	23	24	23	22	27	24
- Florida	3	3	5	3	4	5	5	4	4	6	5
- Texas	3	2	2	3	3	2	2	4	3	6	3
- Virginia	2	3	2	2	4	2	2	3	4	3	4
- Maryland	2	4	3	2	3	2	2	2	2	2	1
West	17	17	18	24	21	25	21	24	25	22	23
- California	5	7	5	13	11	14	11	14	10	9	10

Holiday - Value for money (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Very good	11	20	21	8	5	3	3	2	3	4	5
Good	40	47	52	40	19	15	22	25	26	22	26
Fair	38	27	23	37	43	33	37	33	30	28	31
Poor	9	5	4	13	29	33	23	28	26	29	23
Very poor	2	*	1	3	4	16	14	12	15	18	15

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Holiday - Ethnic Links %	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Irish Born	6	6	4	4	2	4	2	2	2	3	2
Parent	6	6	7	6	6	4	6	3	3	2	3
Grand Parent	17	15	16	15	12	12	13	12	12	9	12
Other Ancestor	41	46	40	30	30	34	37	32	28	30	25
None	29	26	33	45	50	46	42	51	55	56	58
<i>Any</i>	<i>71</i>	<i>74</i>	<i>67</i>	<i>55</i>	<i>50</i>	<i>54</i>	<i>58</i>	<i>49</i>	<i>45</i>	<i>44</i>	<i>42</i>