



# International Visitor Profile

## Ireland

### Visitor Profile 2007

#### Ireland Visitor Summary

- In 2007, there were 67,331 visitors to Australia, an increase of 14% from the previous year, leaving Ireland as Australia's eighteenth largest inbound market for arrivals.
- In 2007, the average length of stay for Irish visitors was 47 nights, much higher than the average of 30 nights for all visitors.
- Travellers from Ireland accounted for 2% of all international visitor nights in Australia in 2007.
- Ireland is Australia's fourteenth largest source market in terms of total expenditure. In 2007 travellers from Ireland spent a total of \$455 million on trips to Australia, with an average expenditure of \$7,211 per trip.
- In 2007, 29% of Irish visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Ireland including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on [www.TRA.Australia.com](http://www.TRA.Australia.com)

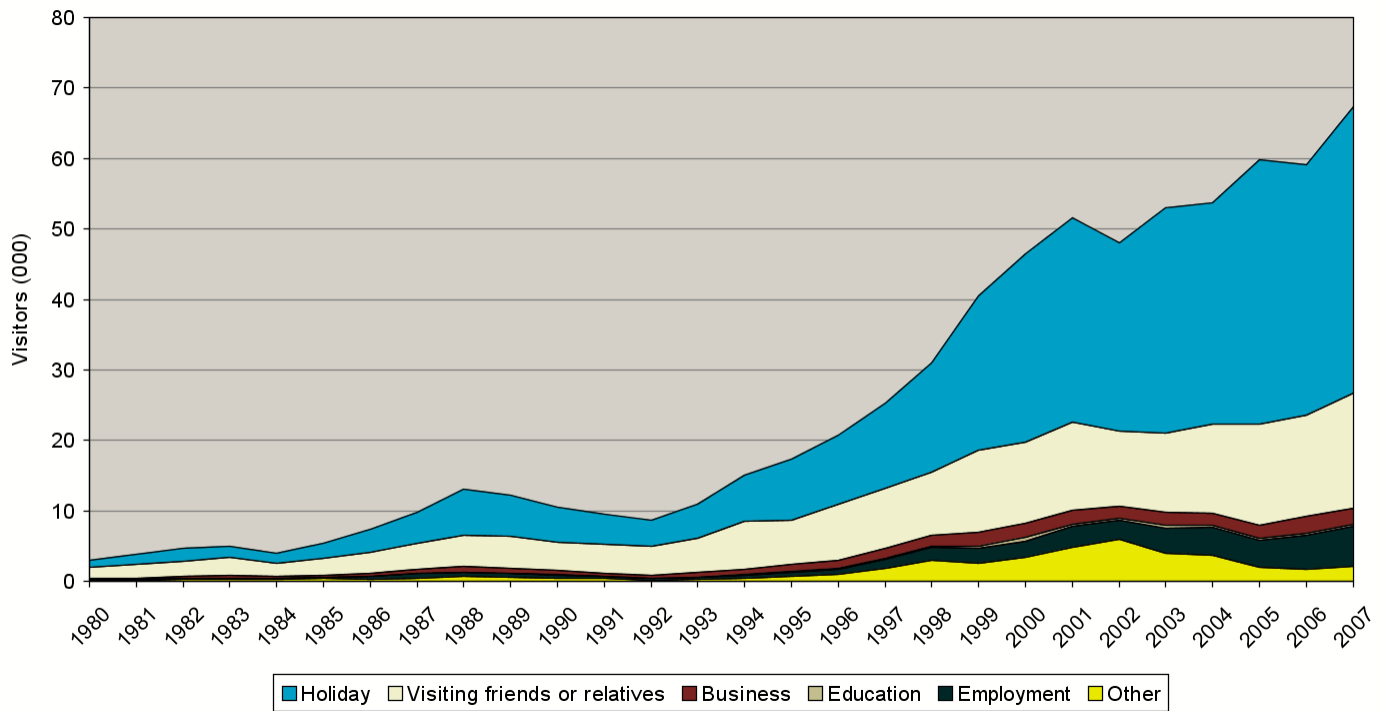
# Ireland

## Visitor Profile 2007

### Visitor Arrivals

- In 2007, the number of visitors from Ireland totalled 67,331 twenty two times the 3,040 arrivals in 1980 (Figure 1). Ireland is currently Australia's eighteenth largest inbound tourist market.
- In 2007, 40,575 visitors came for a holiday, 16,407 came to visit friends and relatives, 2,241 on business, 5,713 for employment, 284 for education and 2,111 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from Ireland was 9%.
- In 2007, 39% or 24,677 of all visitors from Ireland were repeat visitors (Figure 2). This is lower than the average of 57% across all markets.
- Total visitor arrivals from Ireland increased by 14% in 2007.

Figure 1 - Visitors from Ireland by main purpose of visit 1980 - 2007

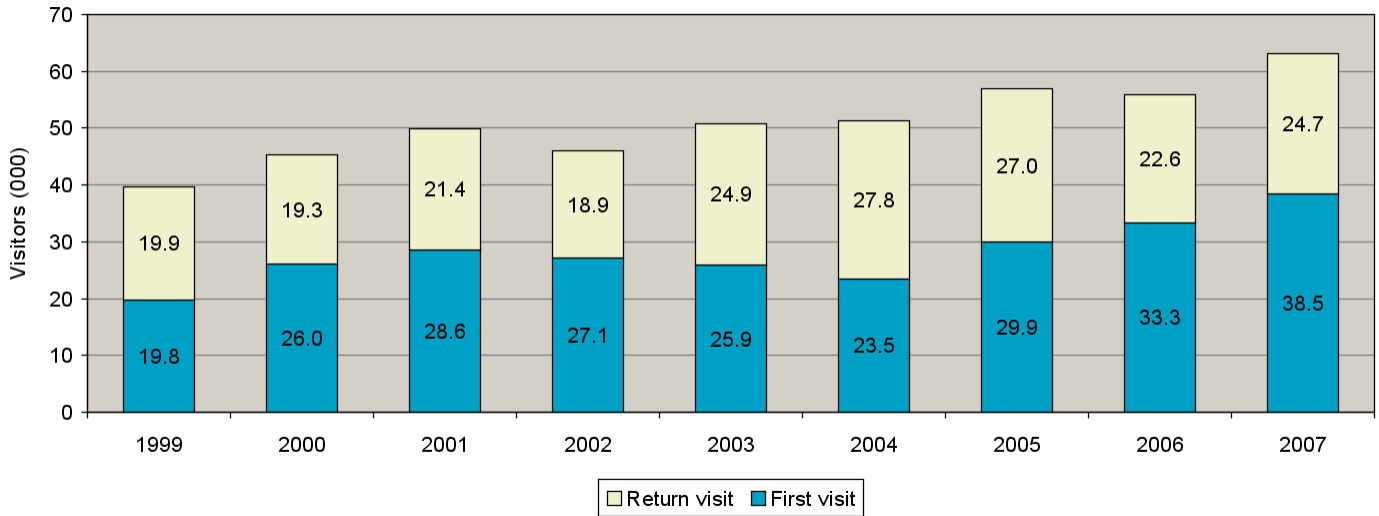


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
 Base : All international visitors

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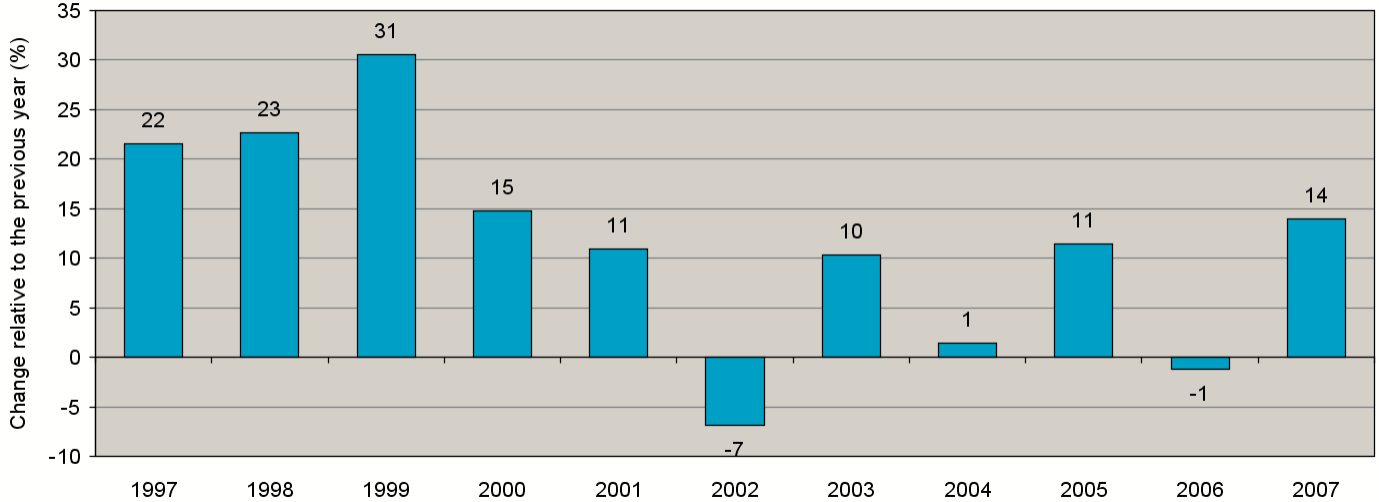
## Visitor Profile 2007

Figure 2 - Visitors from Ireland by first or return visit 1999 - 2007



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Ireland 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
 Base : All international visitors

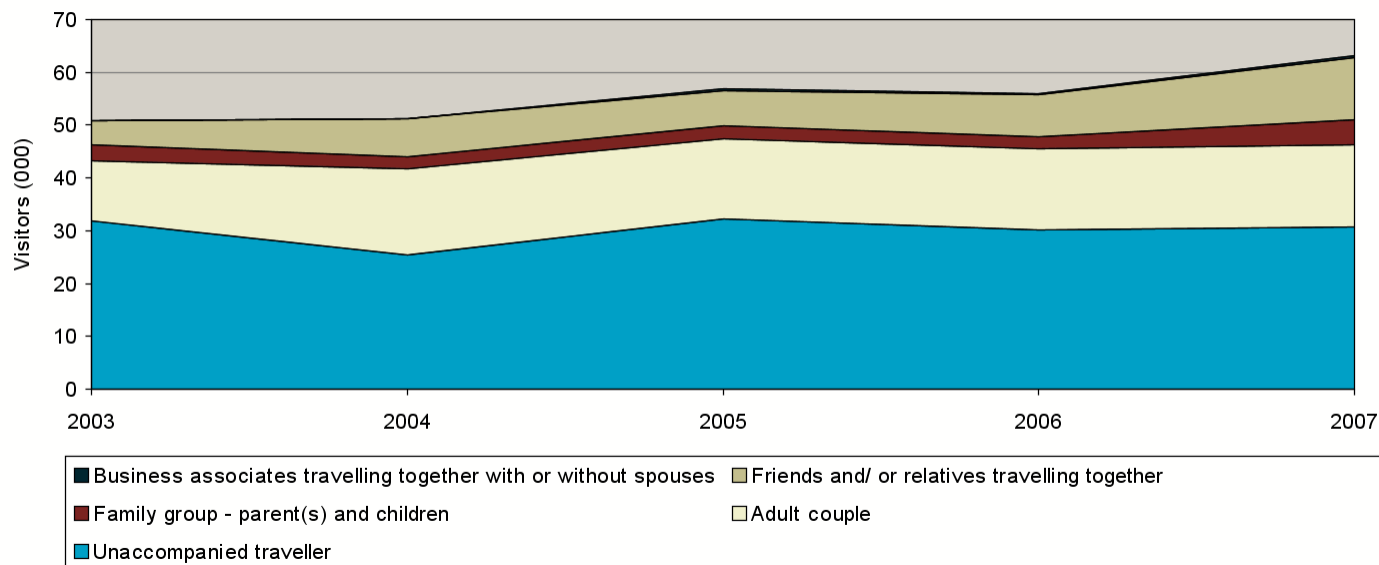
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## Visitor Profile 2007

### Travel Party

- The majority of visitors from Ireland travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Ireland was 30,729 or 49% of all visitors from Ireland.

Figure 4 - Visitors from Ireland by travel party description 2003 - 2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

Table 1 - Visitors from Ireland by travel party description 2003 - 2007.

Travel Party Description	2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	31.9	63	25.3	49	32.2	57	30.2	54	30.7	49
Adult couple	11.4	22	16.4	32	15.1	27	15.4	27	15.5	25
Family group - parent(s) and children	3.0	6	2.3	5	2.5	4	2.2	4	4.7	8
Friends and/ or relatives travelling together	4.6	9	7.2	14	6.7	12	8.1	14	11.8	19
Business associates travelling together with or without spouses	0.0	0	0.0	0	0.5	1	0.1	0	0.4	1
<b>Total</b>	<b>50.8</b>	<b>100</b>	<b>51.2</b>	<b>100</b>	<b>57.0</b>	<b>100</b>	<b>55.9</b>	<b>100</b>	<b>63.1</b>	<b>100</b>

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.  
Source: Tourism Research Australia, International Visitor Survey.

# Ireland

## Visitor Profile 2007

### Visitor Demographics

Figure 5 - Visitors from Ireland by age 1995 - 2007.

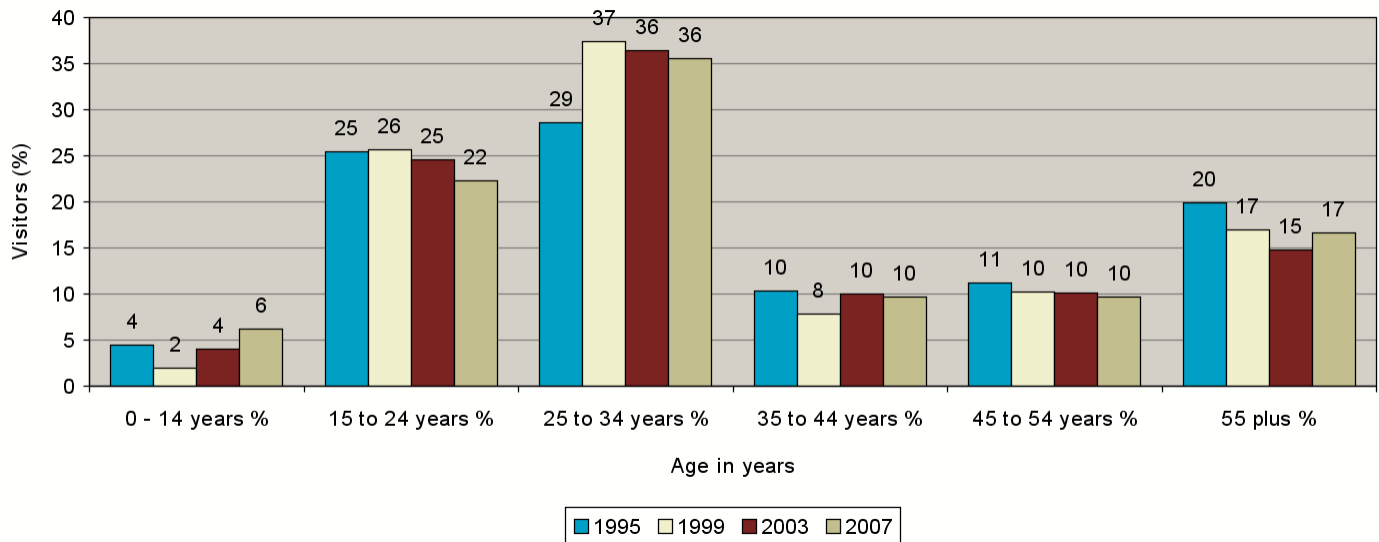
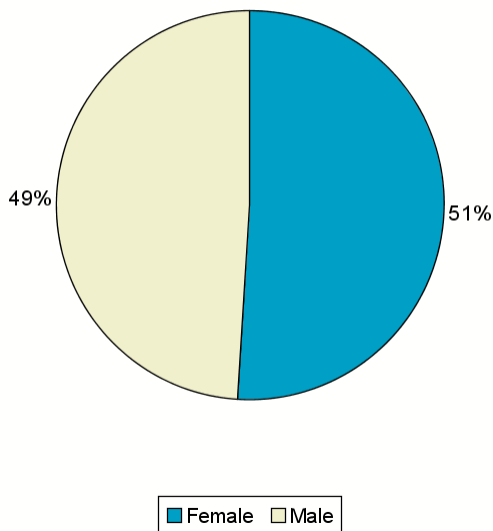


Figure 6 - Visitors from Ireland by gender 2007



- In 2007, the age distribution shows 6% were aged 0-14 years, 22% were 15-24 years, 36% were 25-34 years, 10% were 35-44 years, 10% were aged 45-54 years and 17% were 55 and over.
- Of visitors from Ireland, 49% were males or 32,898 visitors and 51% females or 34,433 visitors. The gender ratio of visitors from Ireland is 96 males per 100 females.

Source: Department of Immigration and Citizenship.  
Base : All International visitors.

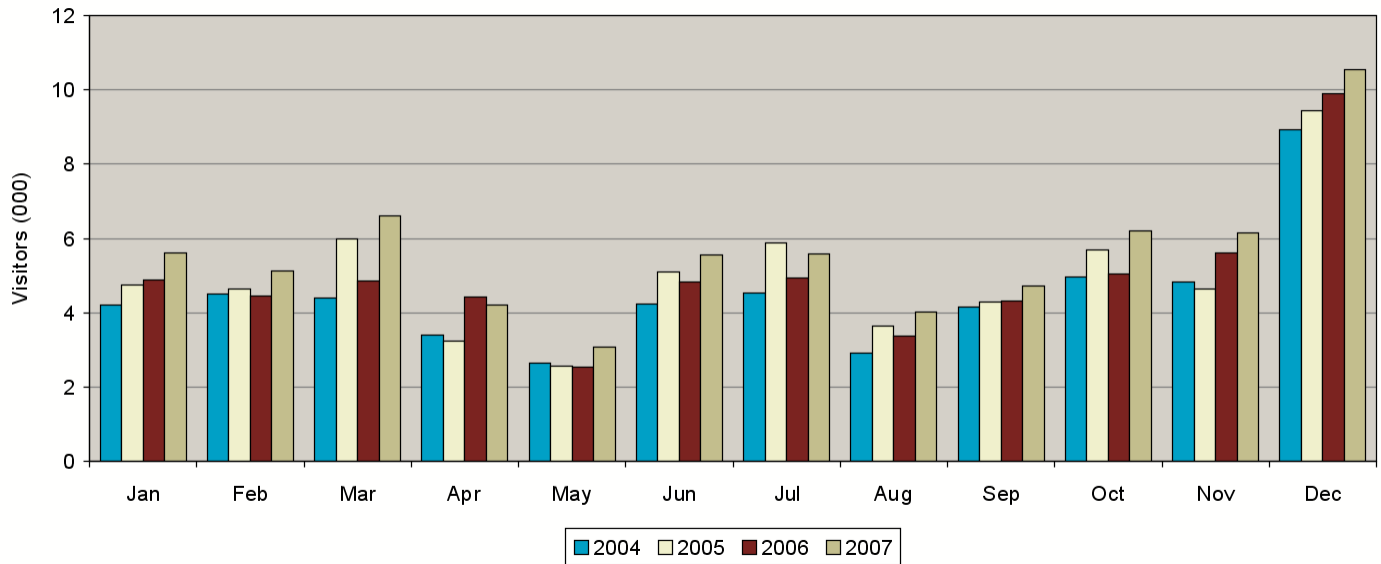
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## Visitor Profile 2007

### Seasonality

- The seasonality of visitor arrivals from Ireland is shown in Figure 7.
- In 2007, December was the peak month for visitors from Ireland, followed by October and March.

Figure 7 - Visitors from Ireland by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
 Base : All international visitors

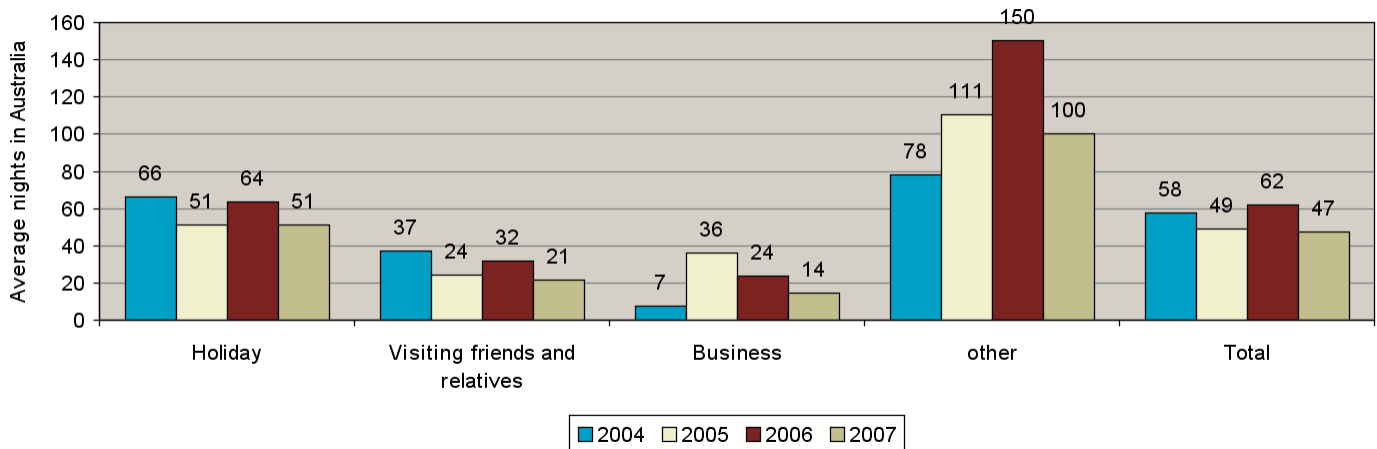
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### Duration of Stay

During 2007, visitors from Ireland spent 3.5 million nights in Australia, being 2% of all visitor nights.

Figure 8 - Duration of stay for visitors from Ireland by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Ireland by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
<b>Main purpose of journey</b>								
Holiday	66	51	64	51	26	26	28	25
Visiting friends and relatives	37	24	32	21	20	20	20	19
Business	7	36	24	14	5	11	9	10
other	78	111	150	100	42	85	150	30
Total	58	49	62	47	21	24	25	21

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

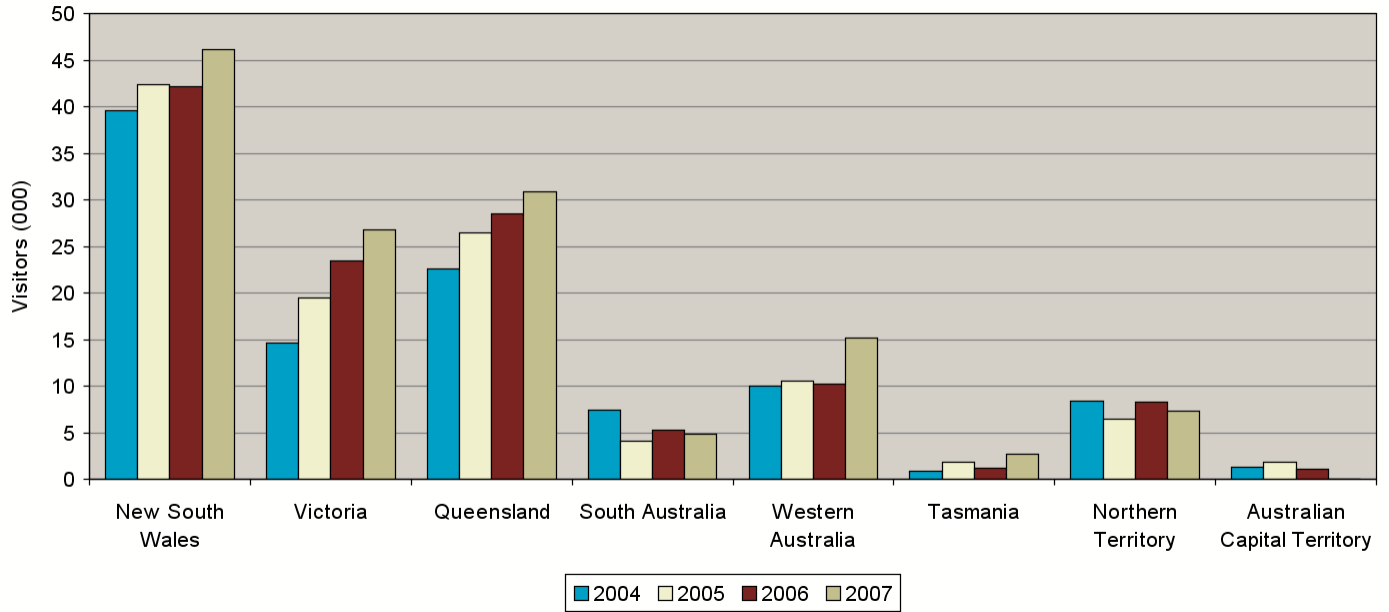
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## Visitor Profile 2007

### Destination Visited

- In 2007, the most popular State or Territory for visitors from Ireland was New South Wales with 46,105 or 73% of visitors, staying for 1.1 million nights.

Figure 9 - Visitors from Ireland by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

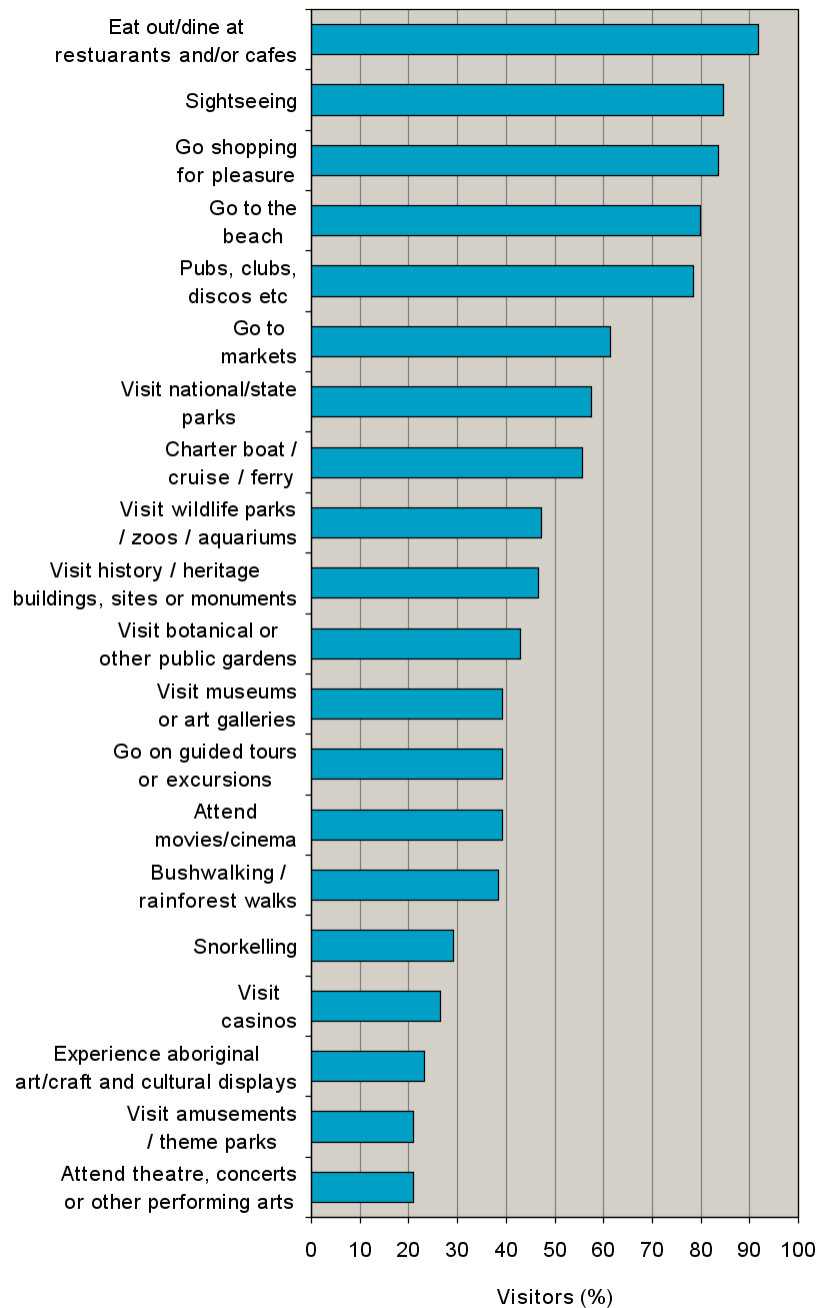
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### Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Ireland whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, sightseeing, go shopping for pleasure, go to the beach (including swimming, surfing and diving) and visit pubs, clubs and discos.

Figure 10 - Visitors from Ireland by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

# Ireland

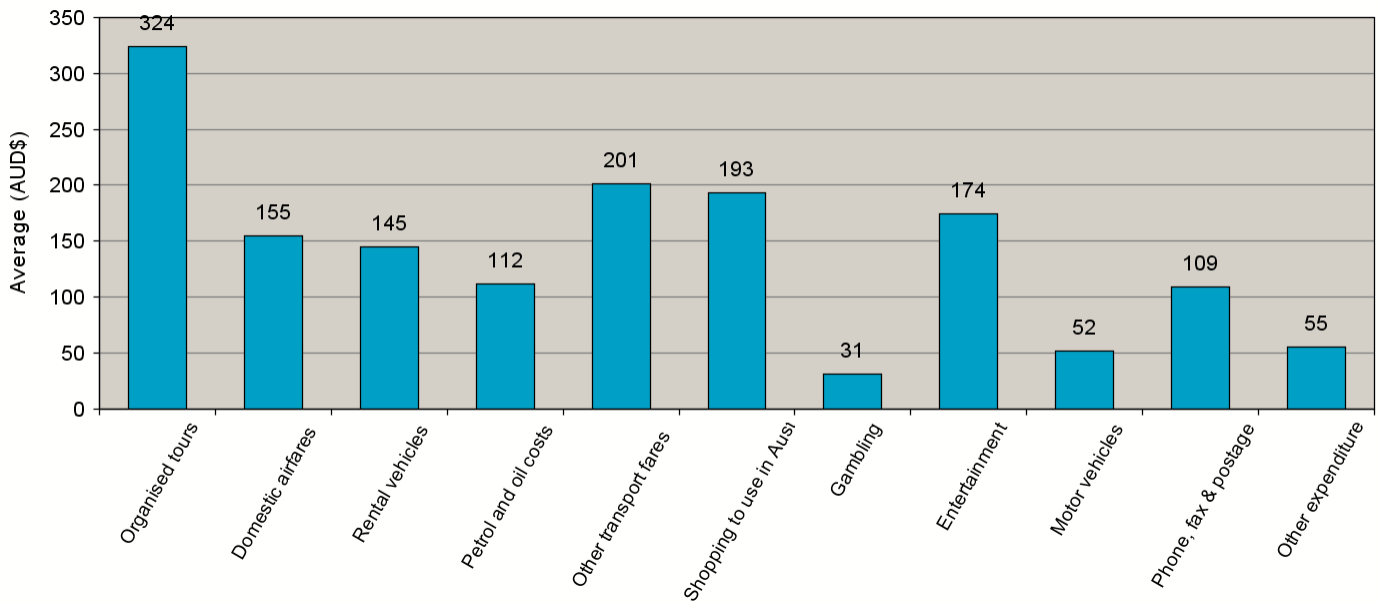
## Visitor Profile 2007

### Expenditure

Figure 11 shows expenditure by item as an average for all international visitors from Ireland. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	2,171
Food, drink & accommodation	2,458
Shopping to take home	336
Education	55
Package tour	632
Other (total of items charted)	1,551

Figure 11 - Average expenditure for visitors from Ireland by expenditure item 2007



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over  
 Note : All amounts are reported in Australian Dollars.

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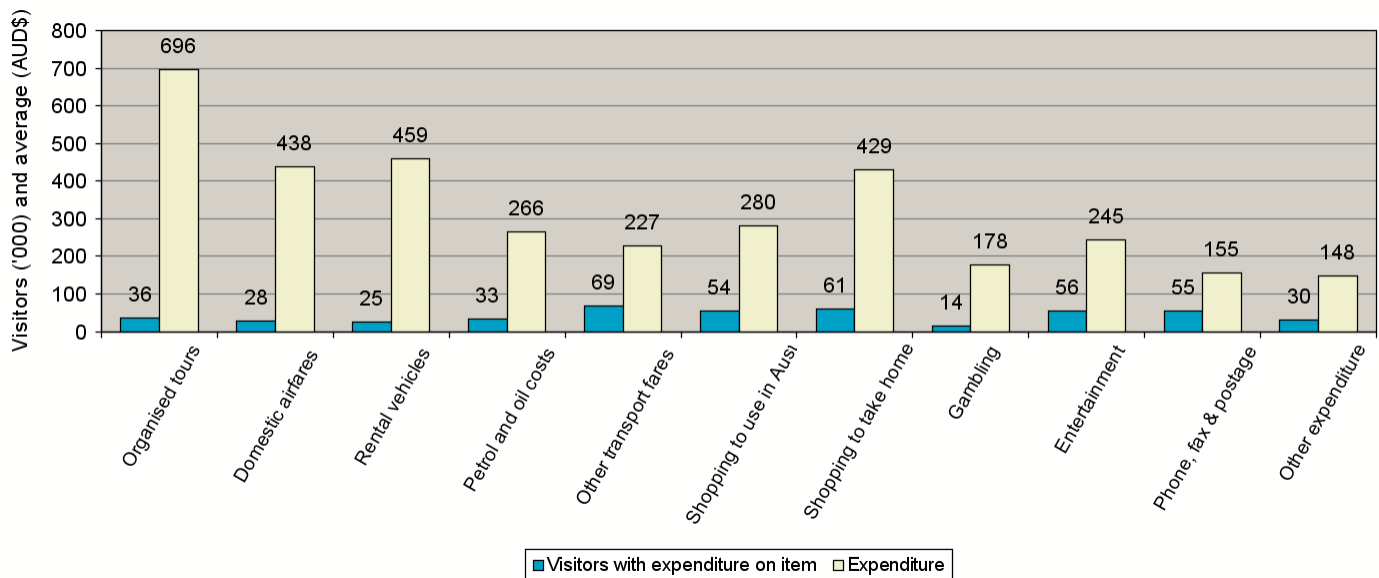
## Visitor Profile 2007

### Expenditure

- Figure 12 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 2% of all visitors from Ireland had expenditure on education fees however, this was one of the largest spending items by this measure.
- In 2007, 78% of Irish travellers purchased 'shopping to take home', 69% purchased 'shopping to use in Australia', 47% purchased an 'organised tour' and 36% purchased domestic airfares.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	67	2,524
Food, drink & accommodation	77	2,482
Motor vehicles	4	1,163
Package tour	11	4,512
Education	1	3,236

Figure 12 - Average expenditure for visitors from Ireland with expenditure on item 2007



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over  
 Note : All amounts are reported in Australian Dollars

# Ireland

## Visitor Profile 2007

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