



International Visitor Profile

Ireland 2008

Summary

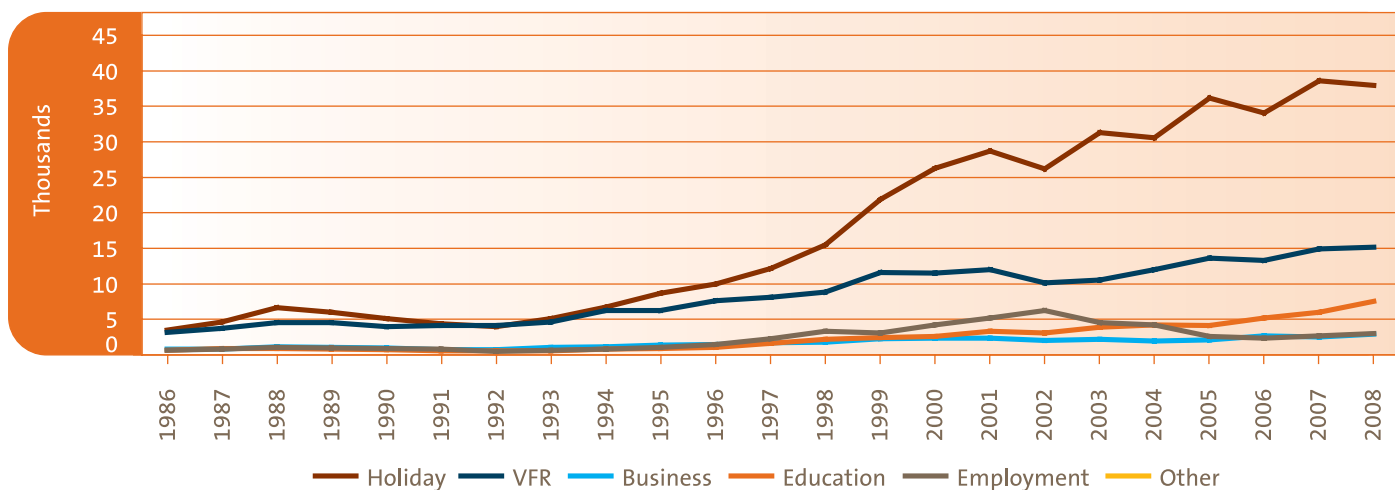
- In 2008, there were 64,967 visitors from Ireland over 15 years of age. There were 68,155 visitors from Ireland including visitors under 15 years of age.
- The average length of stay for visitors from Ireland was 55 nights compared to the national average of 32 nights.
- In 2008, visitors from Ireland spent \$523 million on trips to Australia, spending on average \$6,445 per trip.
- Visitors from Ireland spent 30% of their nights outside of the major gateways of Sydney, Melbourne, Brisbane and Perth.

For the latest forecasts for this market released by the Tourism Forecasting Committee go to www.tra.australia.com

Visitor arrivals

- In 2008, there was a 3% increase in visitors from Ireland, with growth in all visitor categories except holiday, which declined by 2%.

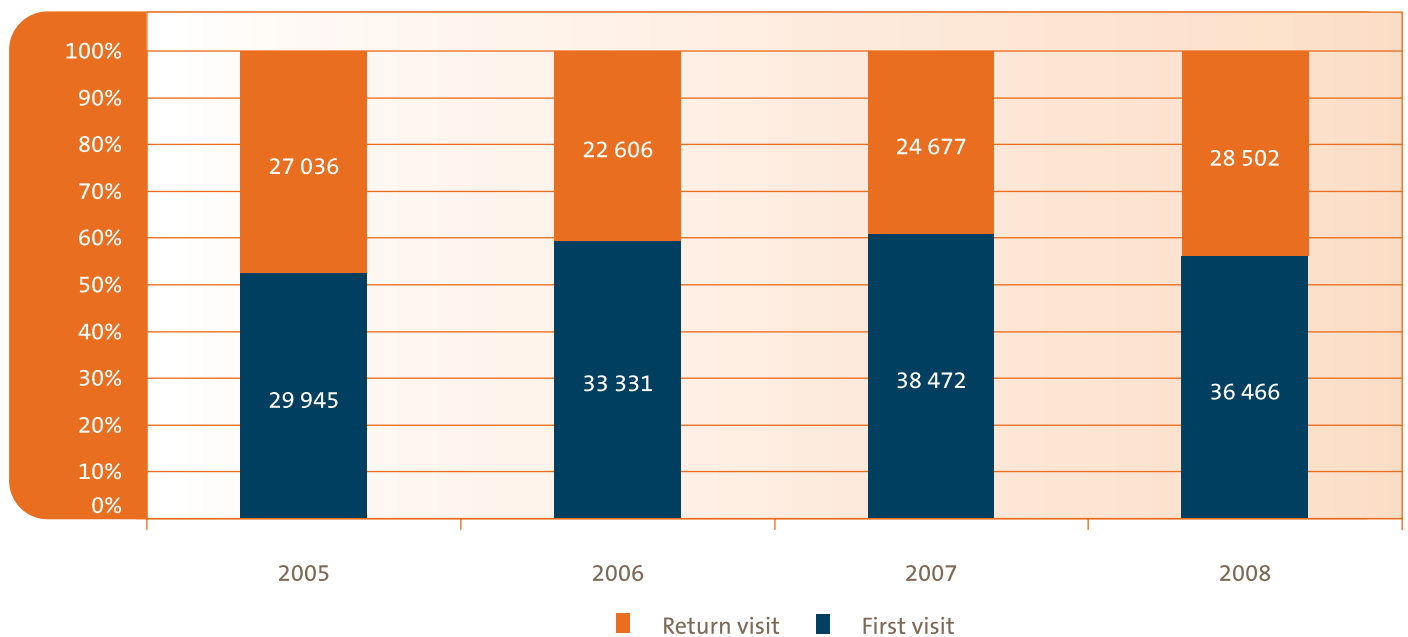
Figure 1 – Main purpose of visit, 1986-2008



Repeat visitors

- Just over half (56%) of visitors from Ireland were first-time visitors to Australia and 44% were repeat visitors.

Figure 2 – First or return visit, 2005-2008



Travel party

- In 2008, visitors from Ireland travelled alone (54%) and as an adult couple (25%).

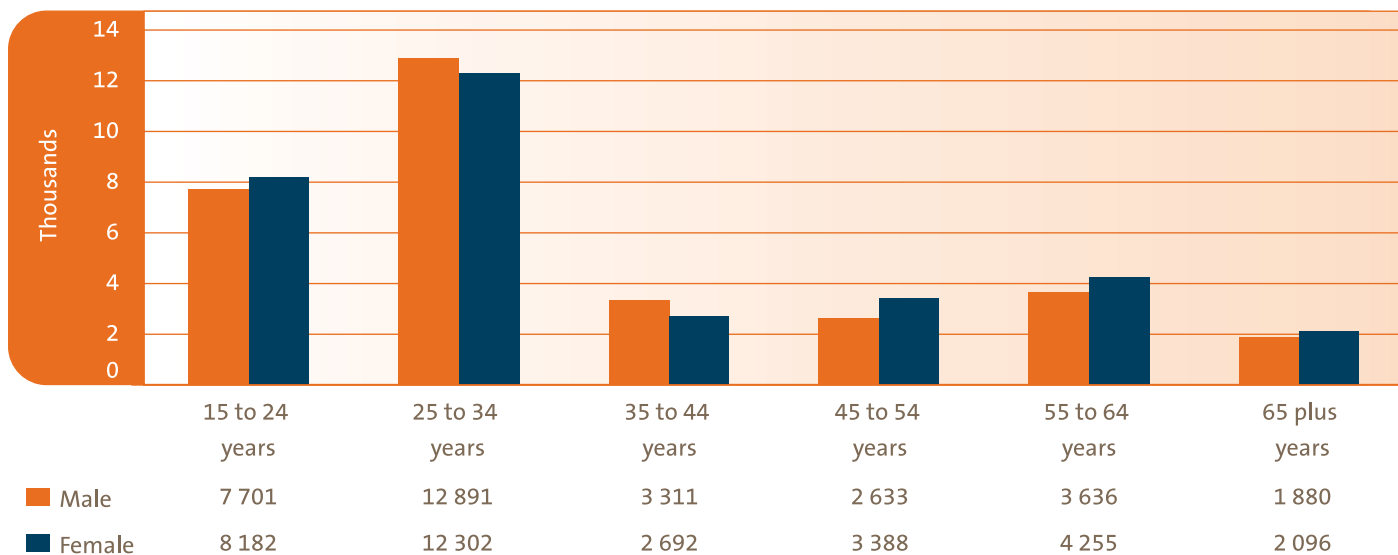
Table 1 – Travel party, 2005-2008

	2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	32	57	30	54	31	49	35	54
Adult couple	15	27	15	27	16	25	16	25
Family group – parent(s) and children	2	4	2	4	5	8	3	5
Friends or relatives	7	12	8	14	12	19	11	16
Other	0	1	0	0	0	1	0	0
Total	57	100	56	100	63	100	65	100

Demographics

- Visitors from Ireland tended to be younger with 39% of visitors aged between 25 and 34 years and 24% aged 15 to 24 years.

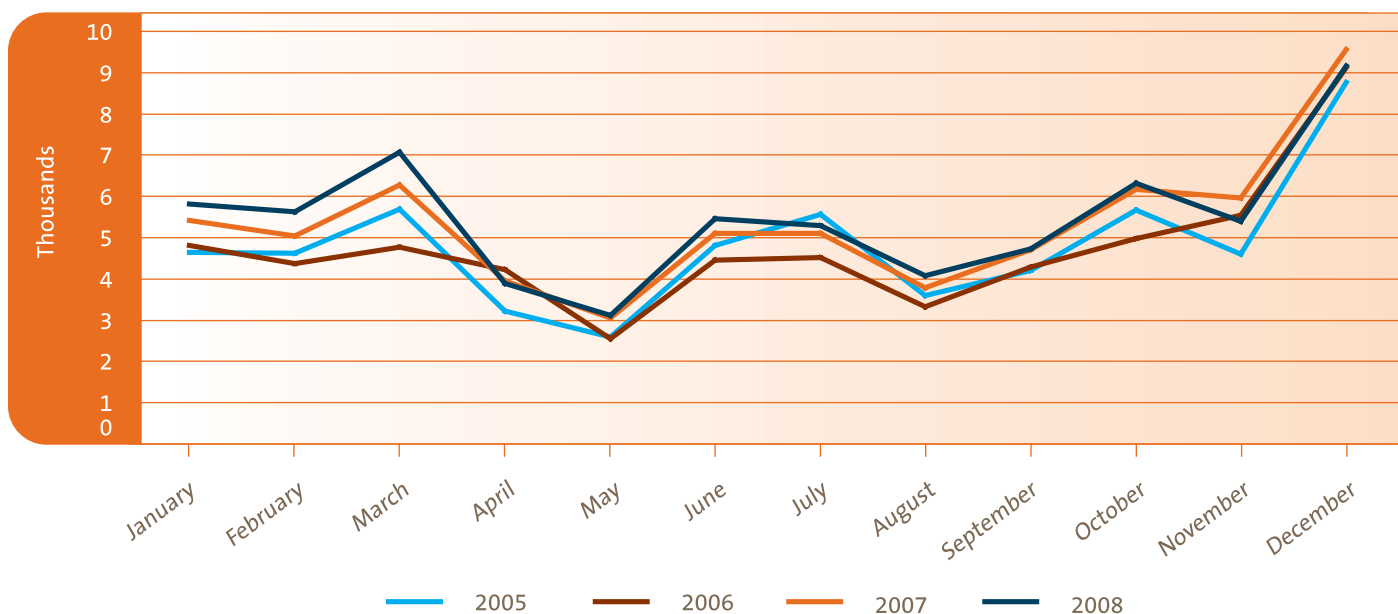
Figure 3 – Age and gender, 2008



Seasonality

- Arrivals from Ireland are traditionally highest in December and lowest in April and May.

Figure 4 – Month of arrival, 2005-2008



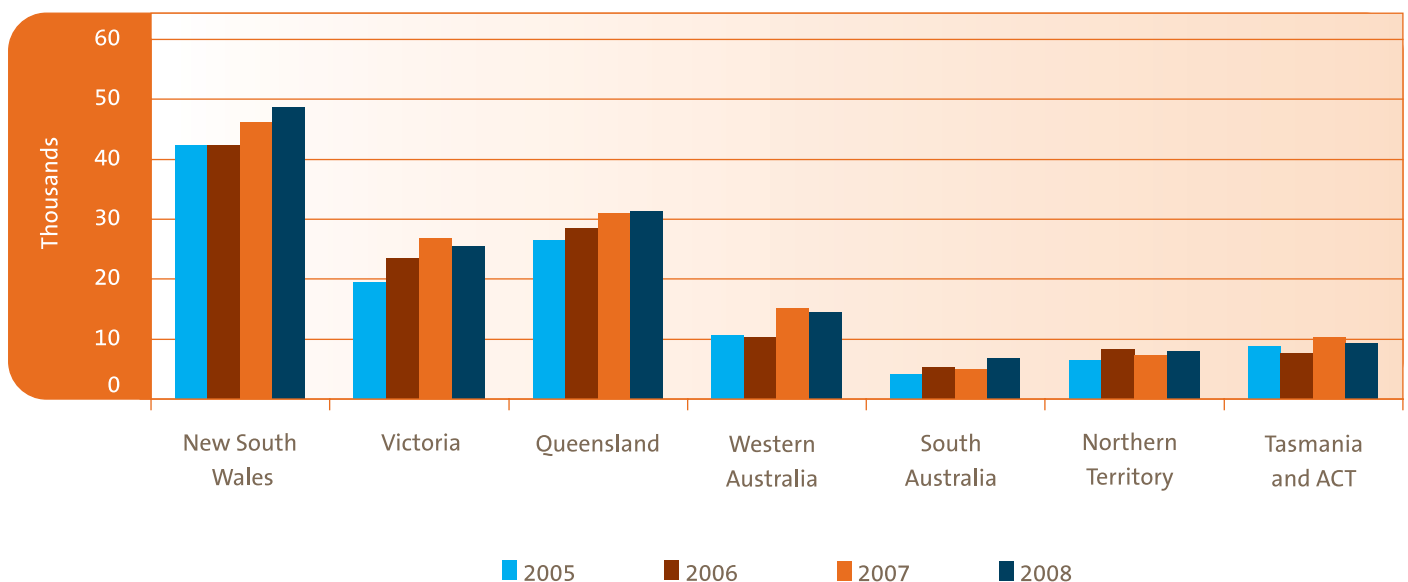
Length of stay and destination

- Visitors from Ireland travelling for holiday stayed longer than those travelling to visit friends or relatives (VFR).
- New South Wales, Queensland and Victoria were the most visited States by visitors from Ireland.

Table 2 – Duration of stay by main purpose of visit, 2005-2008

	2005		2006		2007		2008	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	51	26	64	28	51	25	69	28
Visiting friends or relatives	24	20	32	20	21	19	28	22
Other	87	31	119	66	80	16	59	16
Total	49	24	62	25	47	21	55	25

Figure 5 – State/Territory visited, 2005-2008



Dispersal

- Visitors from Ireland spent 30% of their nights outside of the major gateways of Sydney, Melbourne, Brisbane and Perth.

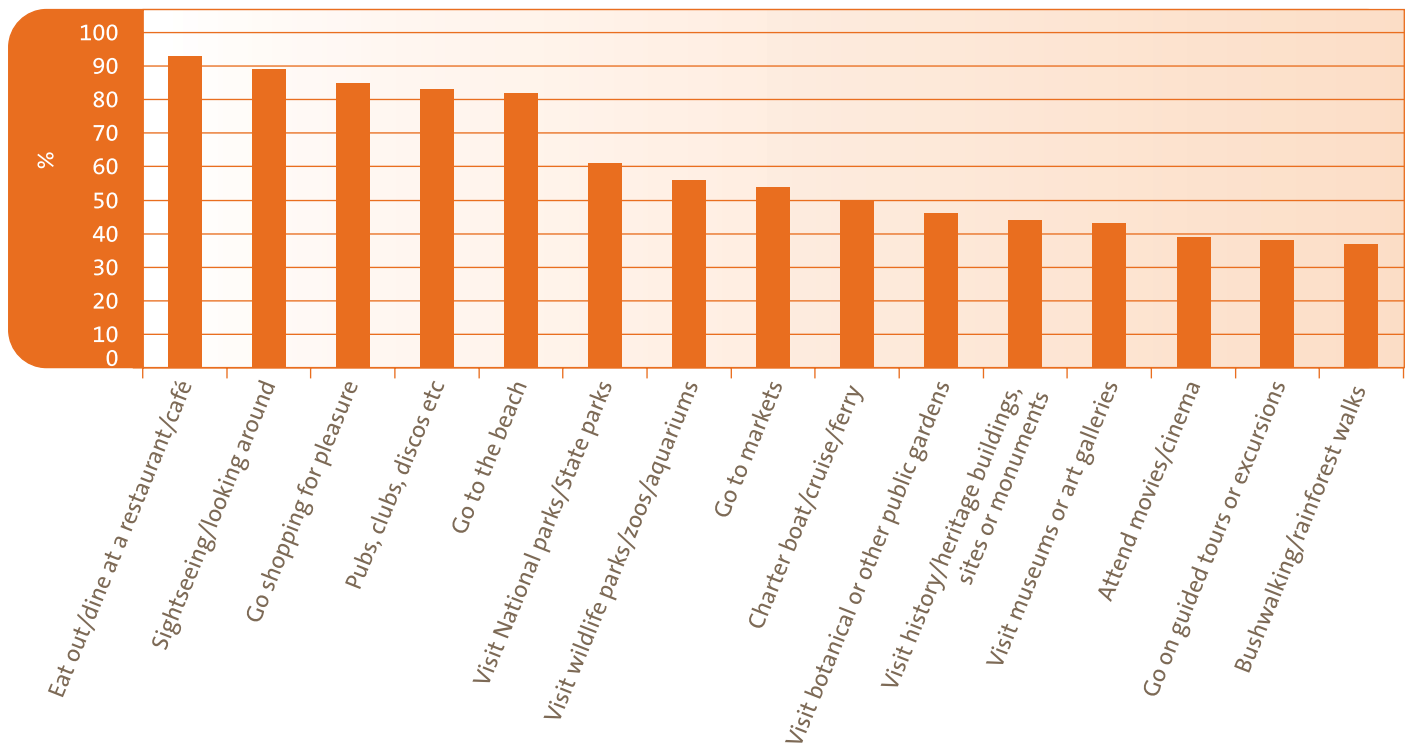
Table 3 – Dispersal by visitor nights, 2005-2008

	2005		2006		2007		2008	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	2 012	72	2 501	72	2 102	71	2 507	70
Dispersed regions	764	28	955	28	864	29	1 052	30
Total	2 776	100	3 456	100	2 966	100	3 559	100

Activities

- The most popular activities for visitors from Ireland were: eat out/dine at a restaurant/café; sightseeing/looking around; go shopping for pleasure and go to the beach.

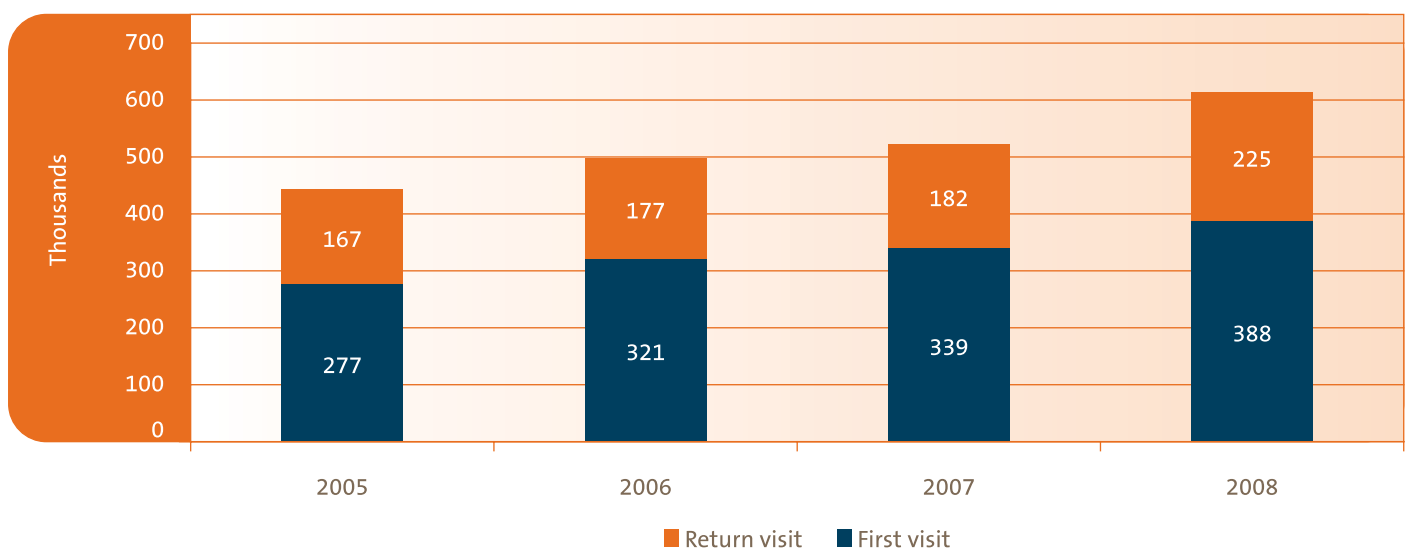
Figure 6 – Leisure activities, 2008



TIEV¹

- Visitors from Ireland had a Total Inbound Economic Value (TIEV) of \$613 million on trips to Australia in 2008; a 17% increase on 2007.

Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit, 2005-2008



¹ TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

Expenditure

- The average spend per visitor from Ireland was \$6,445.

Table 4 – Visitors and average expenditure on specified items, 2008

	Visitors ('000)	Average spend (\$)
Food, drink and accommodation	65	2 354
International airfares	60	2 177
Shopping to take home	53	323
Package tour	5	5 293
Shopping to use in Australia	42	354
Other	3	2 485
Other transport fares	58	203
Rental vehicles	20	377
Entertainment	45	189
Petrol and oil costs	28	183
Organised tours	29	612
Phone, fax and postage	46	146
Gambling	10	74
Domestic airfares	26	295
Total	65	6 445

Data sources

Tourism Research Australia, International Visitor Survey (unpublished data)

Figures 1, 3 and 4 - Department of Immigration and Citizenship

All figures refer to persons over the age of 15 years

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