



# International Visitor Profile 2009

## Ireland

### Summary

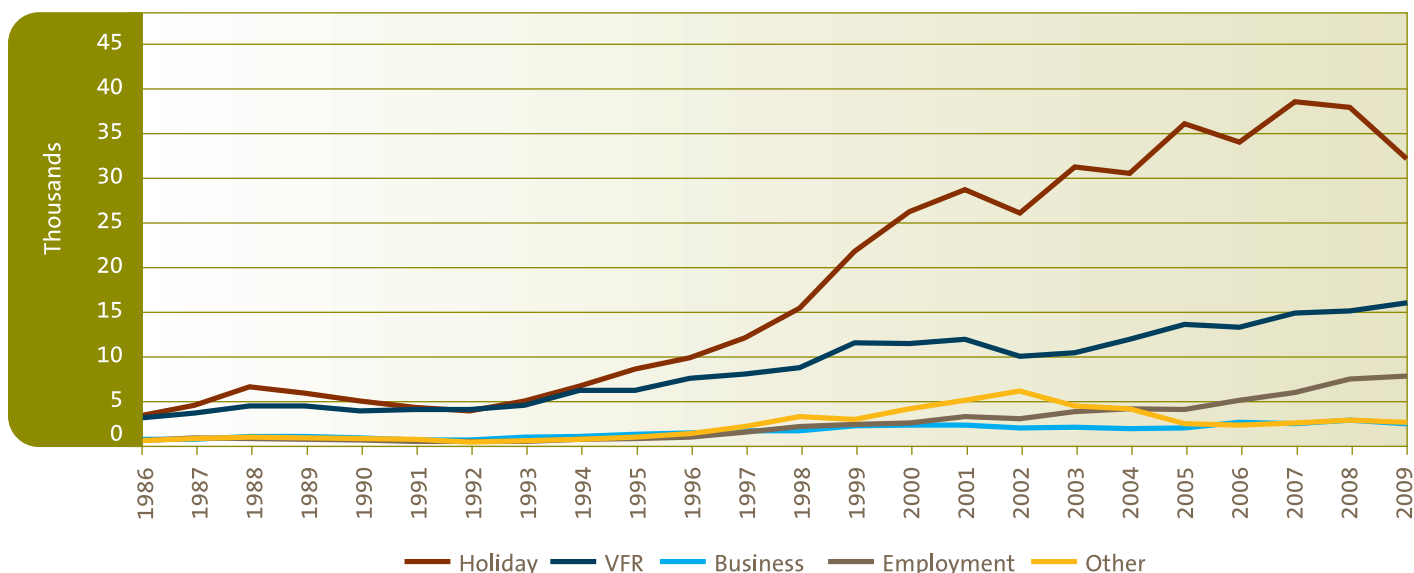
- Ireland is Australia's nineteenth largest inbound market. In 2009, there were 59,965 visitors from Ireland over 15 years of age and 62,546 visitors in total.
- The average length of stay for visitors from Ireland was 62 nights compared to the national average of 34 nights.
- Visitors from Ireland spent \$483 million on trips to Australia in 2009, spending on average \$8,055 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

### Visitor arrivals

- There was an 8% decrease in visitor arrivals from Ireland during 2009 compared to 2008. This was largely driven by a 15% decline in holiday visitors.

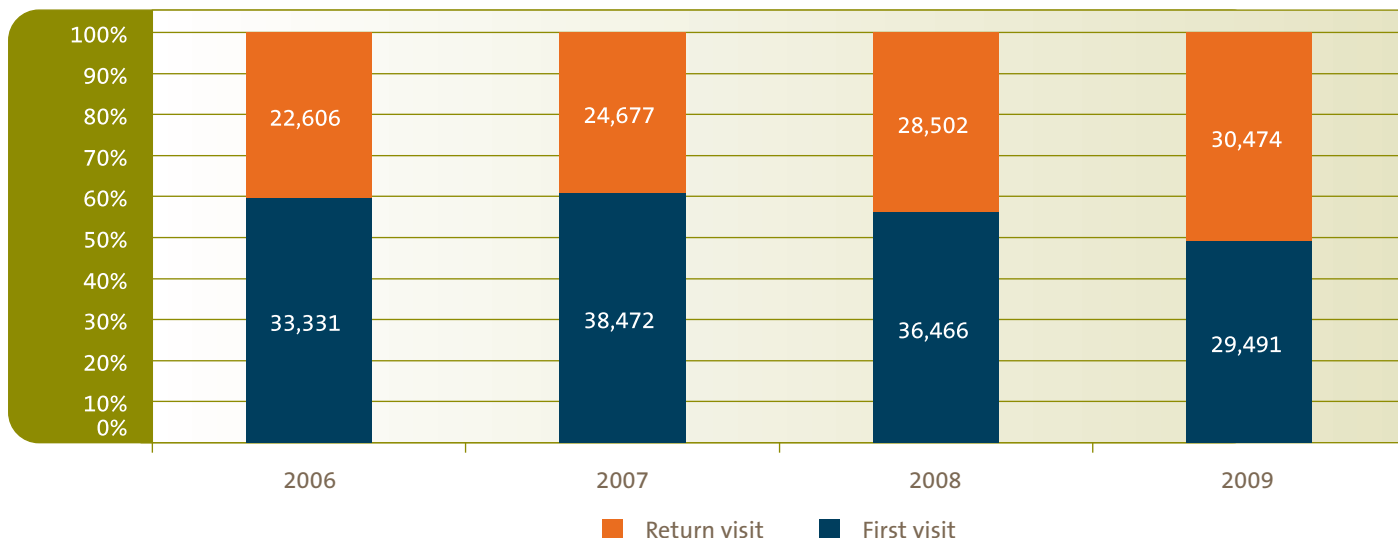
Figure 1 – Main purpose of visit



## Repeat visitors

- Nearly half (49%) of all visitors from Ireland during 2009 were first-time visitors to Australia compared to the national average of 38% first-time visitors.

Figure 2 – First or return visit



## Travel party

- Visitors from Ireland largely travelled unaccompanied (62%) and as an adult couple (20%).

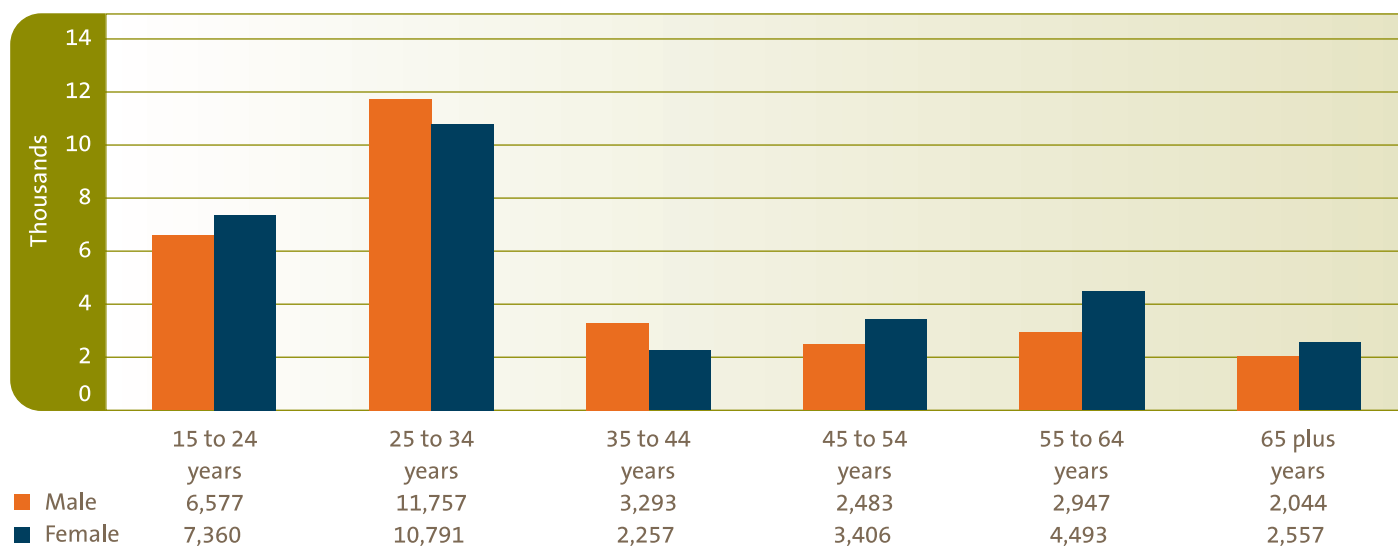
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	30	54	31	49	35	54	37	62
Adult couple	15	27	16	25	16	25	12	20
Family group –parent(s) and children	2	4	5	8	3	5	3	6
Friends or relatives	8	14	12	19	11	16	7	11
Other	0	0	0	1	0	0	0	0
Total	56	100	63	100	65	100	60	100

## Demographics

- Visitors from Ireland were young with 38% of visitors aged between 25 and 34 years and 23% between 15 and 24 years.

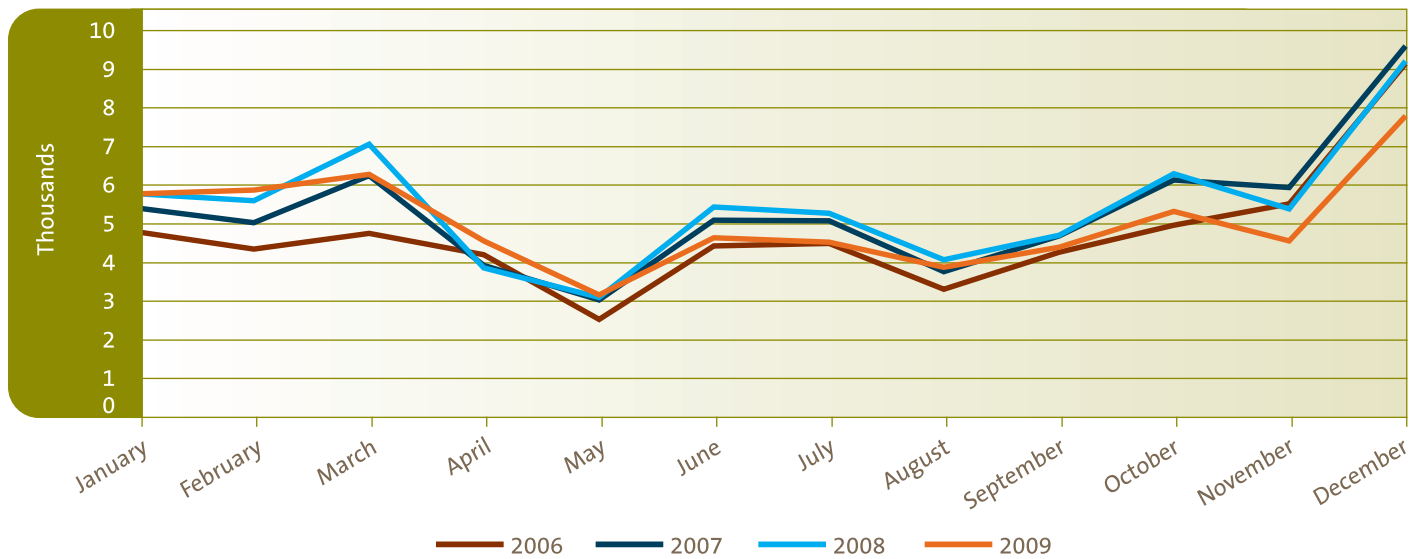
Figure 3 – Age and gender, 2009



## Seasonality

- Visitor arrivals from Ireland are traditionally higher during the warmer Australian months (December – March) and lowest during May.

**Figure 4 – Month of arrival**



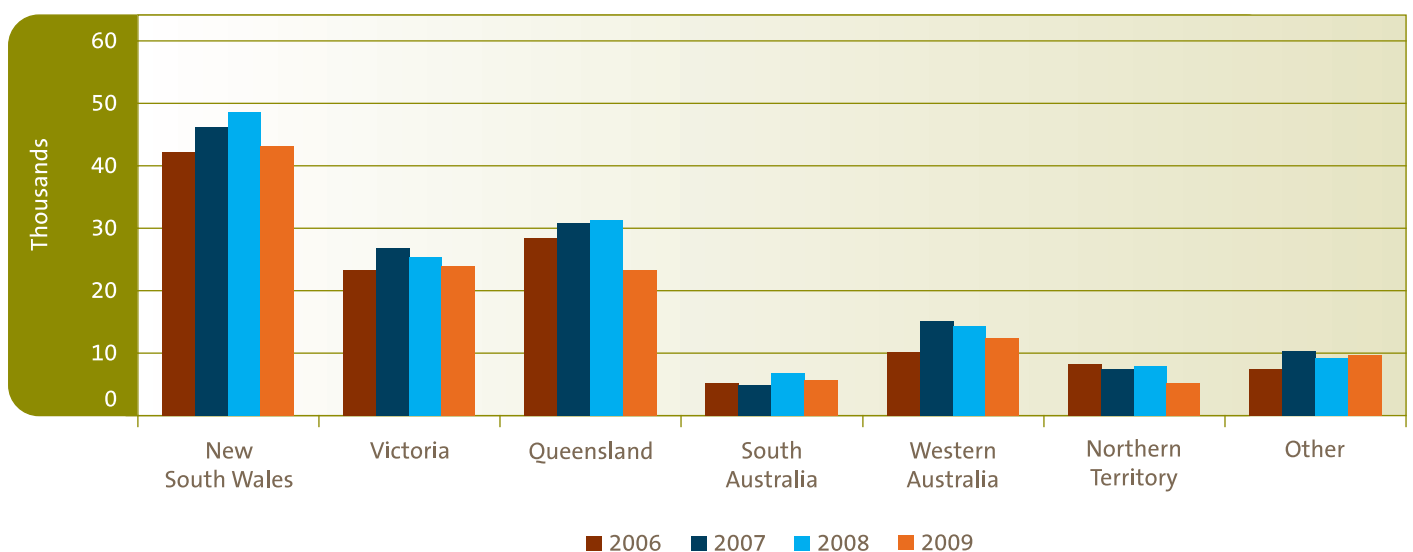
## Length of stay and destination

- Visitors travelling for the purpose of holiday had an average length of stay of 78 nights.
- The most visited states were New South Wales, Victoria, Queensland, and Western Australia.

**Table 2 – Duration of stay by main purpose of visit**

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	64	28	51	25	69	28	78	30
Visiting friends or relatives	32	20	21	19	28	22	31	20
Other	119	66	80	16	59	16	68	30
Total	62	25	47	21	55	25	62	24

**Figure 5 – State/territory visited**



## Dispersal

- Visitors from Ireland spent 71% of their nights inside the major gateways of Sydney, Melbourne, Brisbane and Perth compared to the national average of 68% of nights.

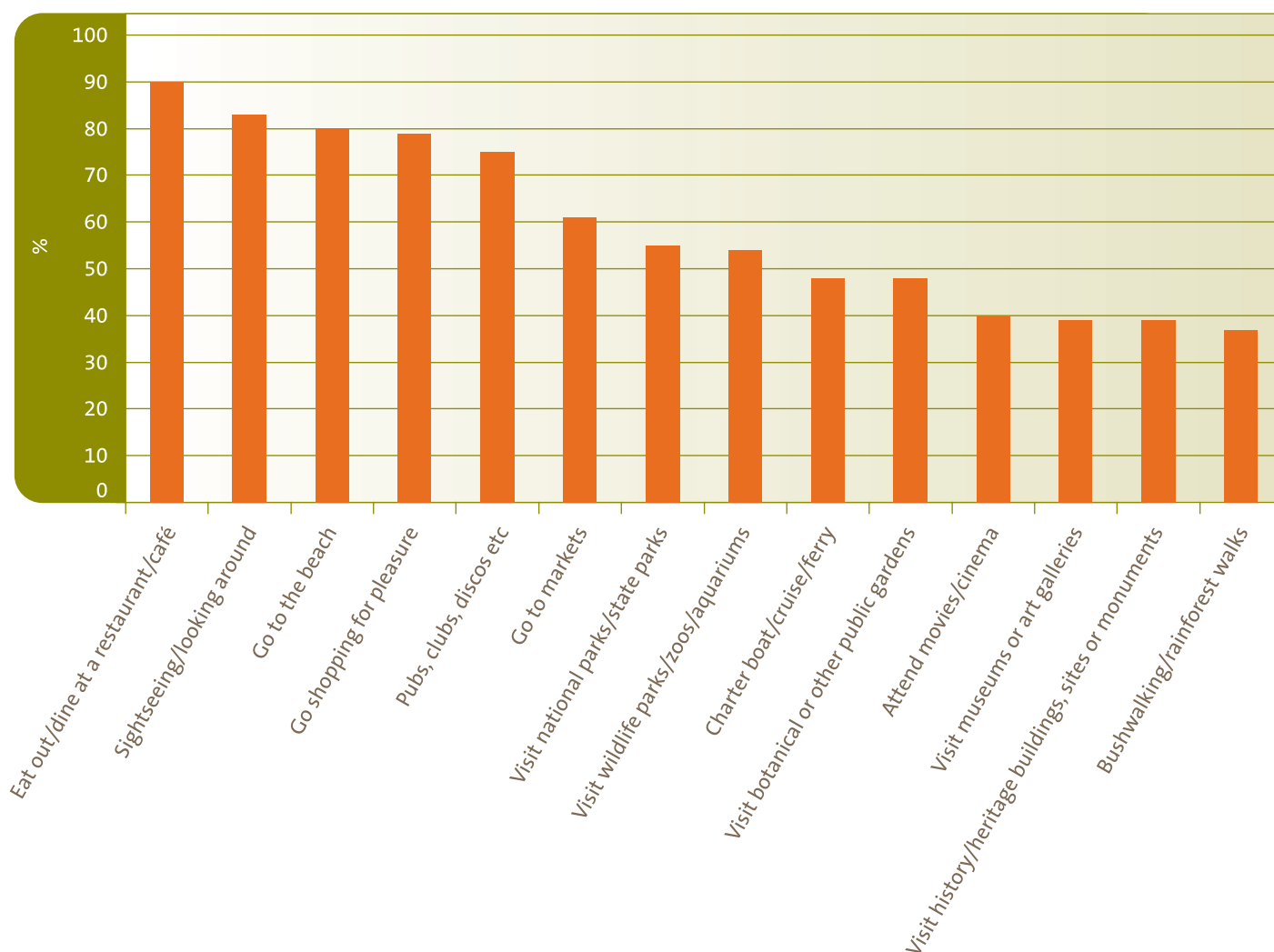
**Table 3 – Dispersal by visitor nights**

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	2,501	72	2,103	71	2,507	70	2,641	71
Dispersed regions	955	28	864	29	1,052	30	1,096	29
Total	3,456	100	2,966	100	3,559	100	3,737	100

## Activities

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

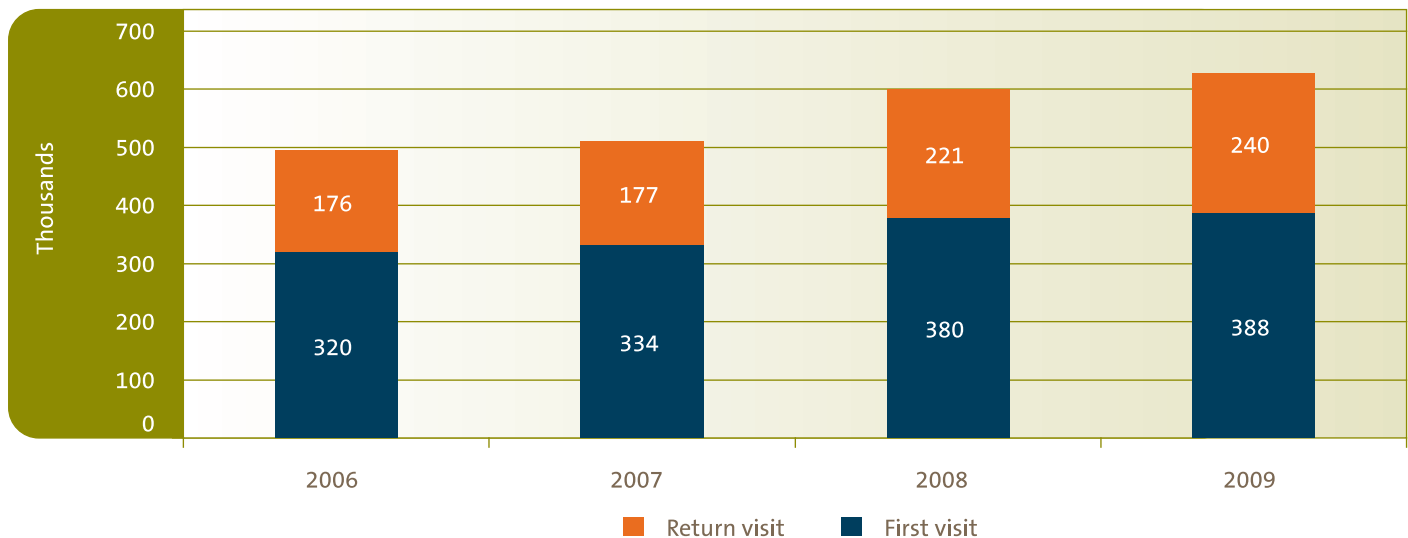
**Figure 6 – Leisure activities, 2009**



## TIEV<sup>1</sup> and expenditure

- Visitors from Ireland had a Total Inbound Economic Value (TIEV) of \$628 million on trips to Australia in 2009. This was an increase of 5% on 2008.
- Visitors from Ireland spent on average \$8,055 per trip.

**Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit**



**Table 4 – Visitors and average expenditure on specified items, 2009**

	Visitors ('000)	Average spend (\$)
Organised tours	22	738
Domestic airfares	22	448
International airfares	57	2,406
Rental vehicles	15	479
Petrol and oil costs	24	257
Other transport fares	52	309
Food, drink and accommodation	58	3,509
Shopping to use in Australia	36	510
Shopping to take home	46	480
Package tour	3	4,465
Gambling	9	144
Entertainment	44	281
Phone, fax and postage	38	233
Other	25	377
Total	60	8,055

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

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### 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