

## Tourism Numbers 2009-2011(p)

Numbers (000s)	2009*	2010	2011 (p)	% change 11 vs. 10
<b>Britain</b>	<b>3,034</b>	<b>2,759</b>	<b>2,786</b>	<b>+1</b>
<b>Mainland Europe</b>	<b>2,323</b>	<b>2,011</b>	<b>2,186</b>	<b>+9</b>
France	393	344	390	+13
Germany	411	381	410	+8
Italy	274	214	209	-2
Spain	255	214	233	+8
Benelux	na	195	225	+15
Nordics	167	159	172	+9
Other Europe	823	503	548	+9
<b>North America</b>	<b>920</b>	<b>864</b>	<b>915</b>	<b>+6</b>
<b>Rest of World</b>	<b>301</b>	<b>311</b>	<b>352</b>	<b>+13</b>
<b>Total Overseas</b>	<b>6,578</b>	<b>5,945</b>	<b>6,240</b>	<b>+5</b>
Domestic Trips	8,340	7,746	8,000	

na = not available

Source surveys are designed to measure area of residence groupings (bold figures). Figures in italics are indicative of approximate overall market size but do not provide a sufficient level of precision to accurately reflect absolute market size or trends over time. Source: CSO/Fáilte Ireland/NISRA Domestic Trips 2011 (p) is a Fáilte Ireland Estimate. \* revised by CSO March 2012.

## Tourism Revenue 2010-2011(p)

Revenue (€m)	2009 *	2010	2011 (p)	% change 11 vs. 10
Britain	1,035.8	876.5	854.0	-3
Mainland Europe	1,347.9	1,133.7	1,250.0	+10
North America	724.6	694.9	716.0	+3
Other Overseas	311.3	290.1	341.0	+17
<b>TOTAL OVERSEAS</b>	<b>3,419.6</b>	<b>2,995.1</b>	<b>3,160.0</b>	<b>+6</b>
<b>Carrier Receipts</b>	<b>524.0</b>	<b>580.0</b>		
<b>Overseas Same Day Visits</b>	<b>27.0</b>	<b>25.0</b>		
<b>TOTAL FOREIGN EXCHANGE EARNINGS</b>	<b>3,970.6</b>	<b>3,600.1</b>	<b>3,798.0</b>	<b>+5</b>
Domestic Trips	1,389.8	1,665.7	1,669.0	n.c
<b>TOTAL TOURISM REVENUE</b>	<b>5,360.4</b>	<b>5,265.8</b>	<b>5,467.0</b>	<b>+4</b>

Source surveys are designed to measure area of residence groupings (bold figures). Figures in italics are indicative of approximate overall market size but do not provide a sufficient level of precision to accurately reflect absolute market size or trends over time. Northern Ireland residents' expenditure in the Republic of Ireland is not included in Tourism and Travel Earnings. \* revised by CSO March 2012.

Source: CSO/Fáilte Ireland/NISRA 2011 preliminary data (p) is based on Fáilte Ireland Estimates.

### Overseas Tourism Purpose of Visit 2011(p)

<b>Nos. (000s)</b>	<b>Britain</b>	<b>M Europe</b>	<b>Nth America</b>	<b>Other Areas</b>	<b>Total</b>
Holiday	849	1,046	559	151	2,604
VFR	1,368	491	214	154	2,227
Business	508	293	92	30	923
Other	61	356	50	18	484
<b>Total</b>	<b>2,786</b>	<b>2,186</b>	<b>915</b>	<b>352</b>	<b>6,240</b>

Note: The above figures are **preliminary and will change** when final tourism estimates for 2011 are available from the Central Statistics Office. This will apply particularly in respect of Visitor Revenue and Purpose of Visit.

As a result, extreme caution must be used when interpreting the above figures.

Latest Revision 12<sup>th</sup> June 2012