

## INCOMING REPUBLIC OF IRELAND

### Country and people<sup>1</sup>

Capital	Dublin (506,000 inhabitants)
Area	70,273 km <sup>2</sup>
Inhabitants	4.8 million (2018) / (growth rate 1.2%) 5.4 million (forecast 2025)
Mean age	36,8 years
Economy	GDP per capita: 65,947 Euro (GDP – real growth rate 4.1% 2019)*
Unemployment rate	4.9% (2019)*
Inflation rate	1.1% (2019)* <span style="float: right;">*forecast</span>
Gini coefficient	0,29 / rank 13 (OECD average 0,31)

## GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad: 214.3% (resident population from 15 years on)  
= 2 trips per person

Destinations of trips abroad in 2017

rank 1 – Great Britain

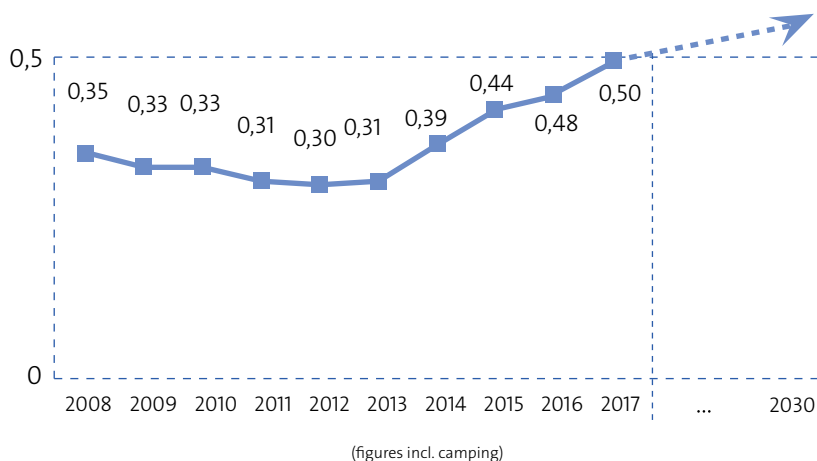
rank 2 – Spain

rank 3 – France

rank 7 – Germany

## DESTINATION GERMANY

### Overnight stays – current and long-term development<sup>2</sup> in millions



- Year 2017: 216,502 arrivals from Ireland / 498,692 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +44.2%; growth 2016–2017: +4.6%;
- Total sales turnover for incoming trips: round 0.2 billion Euro (2017)
- DZT forecast until 2030: 0.5 m overnight stays

## MOST POPULAR DESTINATIONS IN 2017

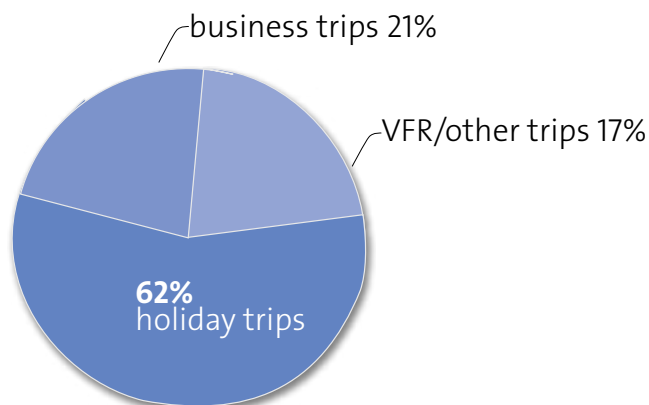
Federal states <sup>2</sup>	Cities <sup>2</sup> (more than 100.000 inhabitants)
rank 1: Berlin with 33.7% of all overnight stays	rank 1: Berlin with 168,219 overnight stays
rank 2: Bavaria with 19.4% of all overnight stays	rank 2: Munich with 59,953 overnight stays
rank 3: North Rhine-Westphalia with 11.5% of all overnight stays	rank 3: Hamburg with 35,893 overnight stays
rank 4: Baden-Württemberg with 9.0% of all overnight stays	rank 4: Frankfurt with 28,847 overnight stays

### Purpose of all incoming trips

- 62% holiday trips, 21% business trips, 17% VFR/other trips  
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 27% traditional business trips, 73% promotable business trips, of which: 78% conferences/congresses/seminars, 16% incentive
- Holiday trips: 16% holidays in tourist regions, 18% touring holidays, 55% city holidays/visit of an event

### Booking-behaviour, main mode of transport, accommodation during holiday trips

- 97% of all holiday trips are booked in advance; 97% online booking
- 12% car, 71% plane, 6% train, 4% coach
- 91% accommodation paid for (75% hotel)



## CONTACT

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## REFERENCE

World Travel Monitor 2017, IPK International; also:

<sup>1</sup> www.cia.gov, www.gtai.de

<sup>2</sup> German Federal Statistics Office 2009-2018 / German State Offices 2018

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