

Incoming Ireland

Country and people¹

Capital	Dublin (506,000 inhabitants)
Area	70,273 km ²
Inhabitants	5.1 million (2018)* (growth rate 1.1 %, 2018) 5.4 million (Forecast 2025)
Mean age	37.1 years
Economy	GDP per capita: 68,493 Euro (2019) (GDP – real growth rate 3.8 %, 2019)*
Unemployment rate	5.4 % (2019)*
Inflation rate	1.0 % (2019)* *Forecast
Gini coefficient	0.30/rank 19 (OECD-average 0.318)

General travel behaviour 2019

»Destinations of trips abroad«

- rank 1 Great Britain
- rank 2 Spain
- rank 3 USA
- rank 7 Germany**

»Intensity of travel abroad«

221.4 %
(resident population from 15 years on)
= 2.2 trips
per person

»Percentage of overnight stays domestic in accommodation establishments²«



Ireland domestic 50 %
Ireland non-resident 50 %

Destination Germany

»Year 2019«

224,422 arrivals from Ireland
535,632 overnight stays (camping included)

»Volume of overnight stays«

increase 2010–2019 by +61.6 %;
growth 2018–2019: -0.2 %;
Ø average annual rate of change
2010–2019: +5.3 %

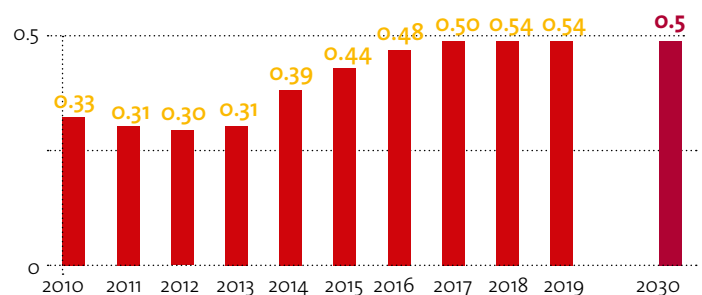
»Total sales turnover for incoming trips«

round 0.2 billion Euro (2019)

»DZT-forecast until 2030«

0.5 million overnight stays

»Overnight stays — current and long-term development³« in millions

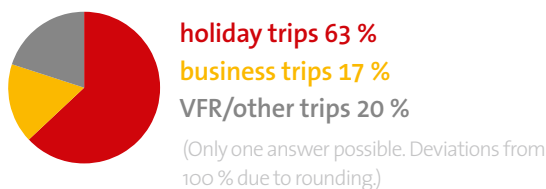


Most popular destinations in 2019

Federal states ³	Cities ³ (more than 100,000 inhabitants)
rank 1: Berlin with 33.0 % of all overnight stays (o. s.)	rank 1: Berlin with 177,056 o. s.
rank 2: Bavaria with 22.5 % of all o. s.	rank 2: Munich with 78,074 o. s.
rank 3: North Rhine-Westphalia with 10.5 % of all o. s.	rank 3: Frankfurt with 39,698 o. s.
rank 4: Hesse with 10.4 % of all o. s.	rank 4: Hamburg with 34,140 o. s.

Purpose of all incoming trips

(0.2 million arrivals)



Business trips



Holiday trips

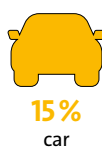




Promotable business trips



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

- 74 % accommodation paid for (54 % hotel)
- 100 % of all trips are booked in advance
- 97 % online booking



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