

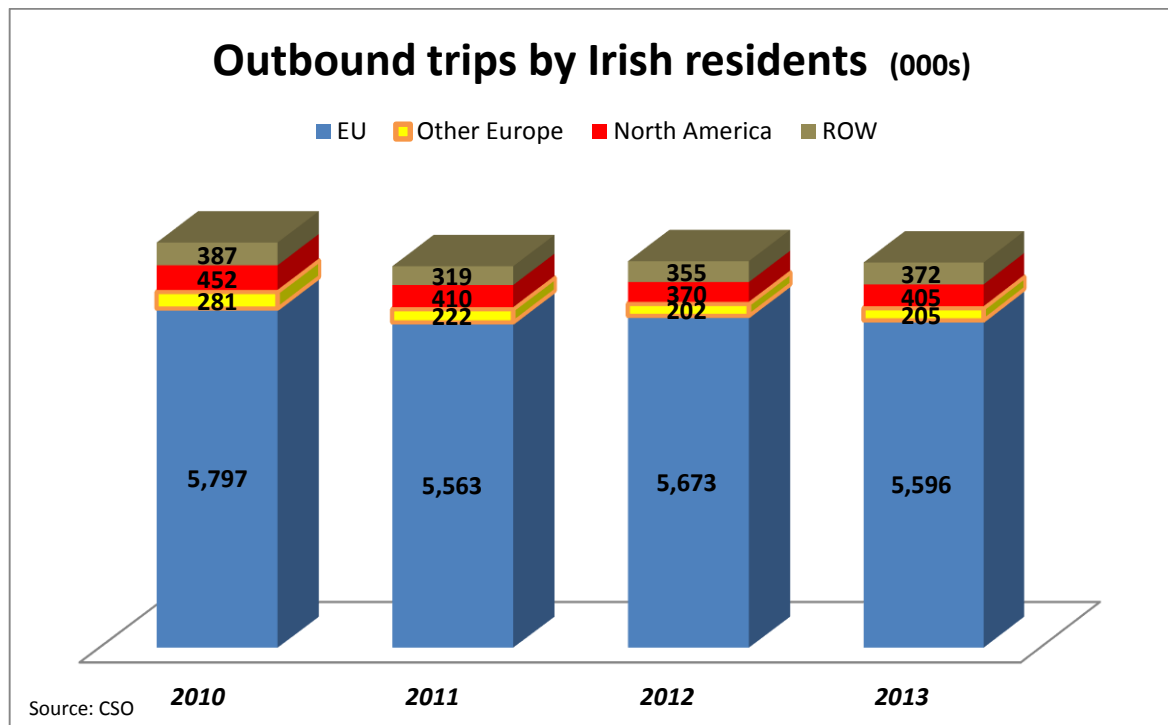
Outbound travel from Ireland 2013



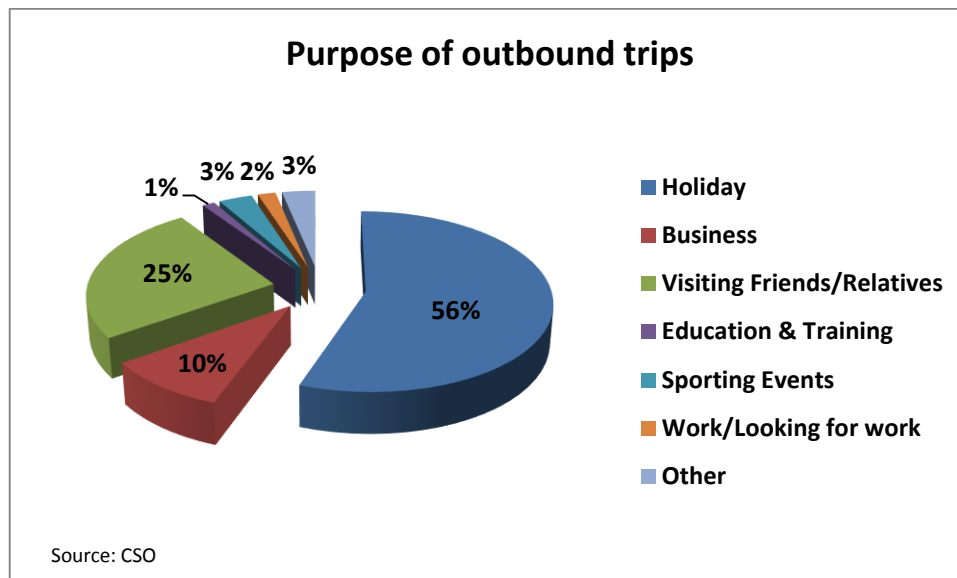
2013 - A disappointing year for outbound travel

Economic conditions continued to depress demand for outbound travel in 2013. However, it is still a sizeable market with Irish residents spending €5.4 billion on travel out of state – almost four times what is spent on domestic travel.

A total of 6.6 million outbound trips accounted for 52 million nights spent out of Ireland. The level of demand was almost unchanged from a year earlier.



Within the overall demand, holiday or leisure travel showed no growth, VFR trips were up 5%, with business travel particularly buoyant (up 14%).



- The average length of stay abroad continued to slide, now at 7.9 nights per trip compared to 8.3 nights three years ago – a further indicator of the impact of the tight economic environment.
- 30% of trips (2m) were of 3 nights or less abroad. Over the past four years the impact of the downturn appears to have equally impacted both short breaks and longer trips abroad.
- The top destinations were Britain (almost 2 million trips) and Spain (1.4m), followed by France (0.5m) and North America (0.4m).
- Almost 84% of trips are by air, with airlines inching up their share and absolute volume in 2013, while trips by sea appear to have declined last year, although more people did take their car abroad.
- Almost one third of trips were taken between July and September, with 27% in the April-June quarter and 20% each in the first and last quarters of the year.
- Over 80% of travel bookings (airline and ferry) were made online, while over 50% of accommodation reservations were made via the internet. (CSO: Q4, 2014 data).

Top Destinations 2013

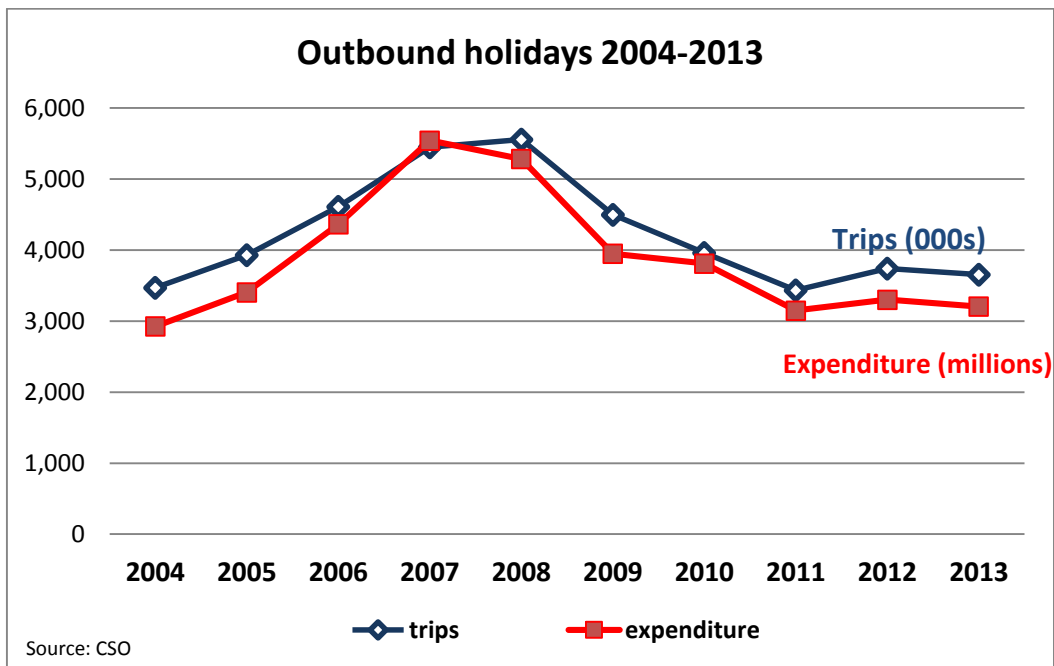
	<i>All trips</i>
Great Britain	1,972,000
Spain	1,383,000
France	528,000
North America	405,000
Portugal	330,000
Italy	288,000

Source: CSO



Holiday travel abroad

After a short lived recovery in demand in 2012, pure holiday travel and expenditure dipped marginally last year, to just under 3.7 million trips and €3.2 billion respectively. Demand for outbound holidays has fallen by a third since the height of the Celtic Tiger years, with expenditure on out of state holidays down 40% in current terms.



- The average holiday stay abroad last year was 8.7 nights, a decrease on four year ago when the average was over 9.5 nights.
- Not surprisingly, holiday travel is more highly peaked than is the case for all trips, with just over two thirds of all holiday trips taken between April and September, with the three months July/August/September accounting for 37% of the yearly total.
- 70% of package holidays (Q4, '13) were booked on line.

Analysis based on CSO statistical release, **Household Travel Survey, Quarter 4 2013** (28 April 2014)

<http://www.cso.ie/en/releasesandpublications/er/hts/householdtravelsurveyquarter42013/#.U3Sijf1OVIY>