

	A	B	C	D	E	F	G	H	I	J	K
1	IRELAND Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		411	360	347	332	367	400	450	442	31
7		% Change	-23	-12	-4	-4	11	9	13	-2	7
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^P	Change 2016 / 2009
11	Total Travel & Tourism Exports²		\$1,457	\$1,275	\$1,359	\$1,363	\$1,464	\$1,634	\$1,841	n/a	n/a
12	Travel Receipts (at U.S. destinations)		\$1,179	\$1,031	\$1,096	\$1,111	\$1,180	\$1,298	\$1,516	n/a	n/a
13	Education Receipts		\$45	\$52	\$50	\$47	\$40	\$42	\$45	n/a	n/a
14	Other Business/Personal Receipts		\$1,118	\$968	\$1,033	\$1,050	\$1,129	\$1,248	\$1,465	n/a	n/a
15	Health/Border/Seasonal		\$16	\$11	\$13	\$14	\$11	\$8	\$6	n/a	n/a
16	Passenger Fare Receipts (on U.S. carriers)		\$278	\$244	\$263	\$252	\$284	\$336	\$325	n/a	n/a
17	% Change in Total Receipts		-35	-12	7	0	7	12	13	n/a	n/a
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
21	Airlines		52	57	5.0						
22	Online Travel Agency		26	29	3.3						
23	Personal Recommendation		20	20	0.5						
24	Travel Agency Office		17	19	1.8						
25	Corporate Travel Dept.		11	12	0.5						
26	Tour Operator/Travel Club		10	10	-0.2						
27	Travel Guides		6	9	2.8						
28	National/State/City Travel Office		4	6	2.3						
29	Other		1.9	1.2	-0.7						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
32	Vacation/Holiday		61	60	-1.2						
33	Visit Friends/Relatives		21	23	2.5						
34	Business		12	12	0.1						
35	Convention/Conference/Trade Show		3	4	0.9						
36	Education		2.8	0.8	-2.0						
37	Religion/Pilgrimages		0.1	0.2	0.1						
38	Health Treatment		0.1	0.1	0.0						
39	Other		0.4	0.3	-0.1						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
42	Vacation/Holiday		67	70	3.3						
43	Visit Friends/Relatives		34	37	2.9						
44	Business		14	13	-0.3						
45	Convention/Conference/Trade Show		4	7	2.2						
46	Education		3.8	1.2	-2.6						
47	Religion/Pilgrimages		0.3	0.2	-0.1						
48	Health Treatment		0.1	0.1	0.0						
49	Other		0.5	0.2	-0.3						
50											
51	Net Purposes of Trip:										
52	Leisure & VFR		84	86	1.6						
53	Business & Convention		17	18	1.1						
54											

	A	B	C	D	E	F	G	H	I	J	K
1	IRELAND Profile										
2	Arrivals to the U.S.										
3											
55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56		Taxicab/Limousine	39	45	5.5						
57		City Subway/Tram/Bus	40	36	-3.7						
58		Auto, Private or Company	35	30	-5.1						
59		Rented Auto	22	22	0.0						
60		Air Travel between U.S. Cities	25	21	-3.1						
61		Bus between Cities	19	17	-1.6						
62		Ride-Sharing Service	-	12	-						
63		Ferry/River Taxi/Srt Scenic Cruise	11	12	0.4						
64		Railroad between Cities	5	8	3.0						
65		Cruise Ship/River Boat 1+ Nights	5	6	1.0						
66		Rented Bicycle/Motorcycle/Moped	4	2	-2.0						
67		Motor Home/Camper	0.3	0.8	0.5						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69		Shopping	87	87	0.3						
70		Sightseeing	80	84	3.6						
71		Experience Fine Dining	34	40	5.5						
72		National Parks/Monuments	37	39	1.7						
73		Historical Locations	31	34	3.0						
74		Art Gallery/Museum	27	31	4.0						
75		Guided Tours	33	30	-2.5						
76		Small Towns/Countryside	33	30	-3.1						
77		Amusement/Theme Parks	30	27	-3.3						
78		Concert/Play/Musical	21	25	3.3						
79		Nightclubbing/Dancing	22	21	-0.6						
80		Sporting Event	17	15	-2.1						
81		Casinos/Gamble	15	12	-2.5						
82		Cultural / Ethnic Heritage Sites	15	11	-3.6						
83		Water Sports	13	11	-1.9						
84		Camping/Hiking	6	5	-1.9						
85		American Indian Communities	2	3	1.1						
86		Hunting/Fishing	1	3	1.5						
87		Golfing/Tennis	5	3	-2.6						
88		Environ./Eco. Excursions	2.6	1.1	-1.5						
89		Snow Sports	1.6	0.2	-1.4						
90		Other	1.4	0.8	-0.6						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93		Advance Trip Decision Time (mean days)	110	113	2.5						
94		Advance Trip Decision Time (median days)	90	90	0.0						
95		Prepaid Package	12	11	-0.5						
96		First International Trip to the U.S.	18	18	-0.7						
97		Length of Stay in U.S. (mean nights)	16.2	12.4	-3.8						
98		Length of Stay in U.S. (median nights)	8	8	0.0						
99		Number of States Visited (% 1 state)	81	81	0.4						
100		Average Number of States Visited	1.3	1.3	0.0						
101		Hotel/Motel (% 1+ nights)	73	73	-0.6						
102		Average # of Nights in Hotel/Motel	11.8	7.6	-4.2						
103		Travel Party Size (mean # of persons)	1.7	1.7	0.0						
104		Gender: % Male (among adults)	47	50	3.0						
105		Household Income (mean average)	\$ 95,845	\$ 85,517	-\$10,328						
106		Household Income (median average)	\$ 78,890	\$ 75,071	-\$3,819						
107		Average Age: Female (among adults)	39	39	0.6						
108		Average Age: Male (among adults)	42	43	0.6						
109											

	A	B	C	D	E	F	G	H	I	J	K
1	IRELAND Profile										
2	Arrivals to the U.S.										
3											
110	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015^r (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
111	No destinations meet the minimum sample requirement.										
112											
113	Notes:										
114	(1) 2016 arrivals and percent change reflect a combination of additional records counted and market conditions.										
115											
116	(2) <i>Total Travel & Tourism Exports</i> = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).										
117	International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: http://travel.trade.gov/pdf/restructuring-travel.pdf										
118	(3) Percentage-point and percentage changes are based on non-rounded data.										
119											
120	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
121											
122	(-) No estimate available.										
123											
124	(n/a) Estimate not yet available.										
125											
126	(**) Estimate not shown due to sample size fewer than 400 for this year.										
127											
128	(r) Estimate was revised.										
129											
130	(p) Estimate is preliminary and subject to revision.										
131											
132	Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html										
133											
134	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
135											
136	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
137	http://travel.trade.gov/research/programs/ifs/customized.html										
138											
139	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
140											
141	Publication Date: August 2017										