

Tourism Flows in Ireland

Market Direction | 2022-09-06 | 26 pages | Euromonitor

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Report description:

After two years of severe COVID-19 travel restrictions, inbound arrivals to Ireland more than doubled during 2022 but remained well below their pre-pandemic level. During July 2022, monthly international tourist visits to Ireland were 11% lower than in July 2019 (at just over one million), according to trade group the Irish Tourism Industry Confederation (ITIC).

Euromonitor International's Tourism Flows in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Domestic Tourism, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tourism Flows market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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TOURISM FLOWS IN IRELAND

KEY DATA FINDINGS

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In spite of strong recovery, inbound arrivals remain well below their pre-pandemic level

Surge in demand for Mediterranean destinations, but long-haul demand remains muted

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Outbound departures will recover faster

Climate change could lead more Irish consumers to holiday at home

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