

Flows in Ireland

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Abstracts

Ireland continued to exceed industry expectations, with 3% overall growth in inbound arrivals in 2017. A favourable sterling exchange rate meant that any potential adverse Brexit impact on visitor numbers from the UK was not felt. The UK continued to be biggest inbound market in Ireland in 2017, with a total of 5.4 million trips. Although the impact of a hard Brexit is expected to have a negative impact over the forecast period, the most likely determinant of UK visitors will be the relative str...

Euromonitor International's 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 2012-2016, 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 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, 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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Strong Inbound Growth From the UK, Despite Brexit

Personalisation and Ancillary Revenues Boost Airlines and Lodging Sales

Airbnb A Star Performer, But Challenges Loom on the Horizon

Irish Hotels Explore New Forms of Auxiliary Revenue

Future Irish Tourism Inflows Heavily Linked To the Performance of Airlines

SWOT

Summary 1 Destination Ireland: SWOT

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