



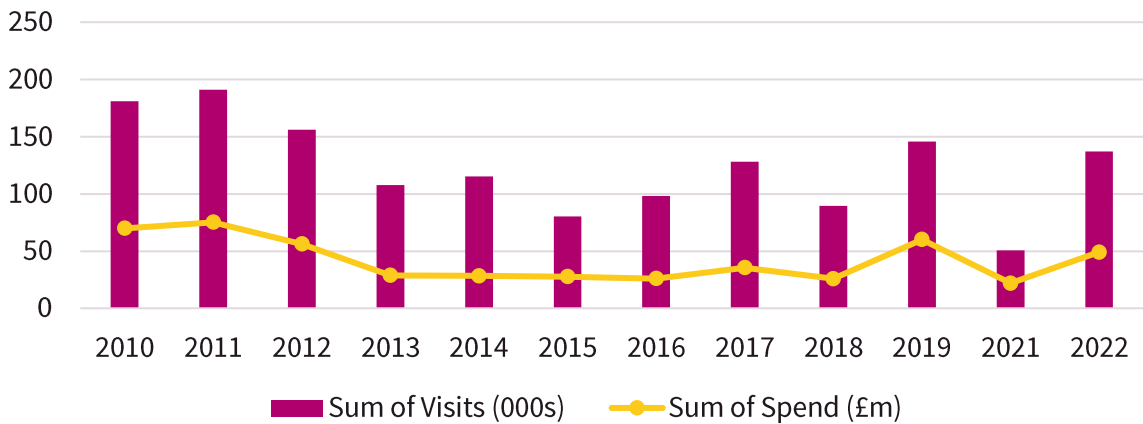
Insight Department:
Ireland Factsheet | 2022

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INSIGHT DEPARTMENT: IRELAND FACTSHEET 2022

In 2022, Ireland was Scotland's seventh largest international source market by number of visits, fourteenth by expenditure and fifteenth by number of nights. Irish visitors accounted for 4% of all overseas visits and 2% of all overseas spend in Scotland. 2022 saw a strong recovery with visits and spend both returning to pre-pandemic levels.

Visits and spend over time



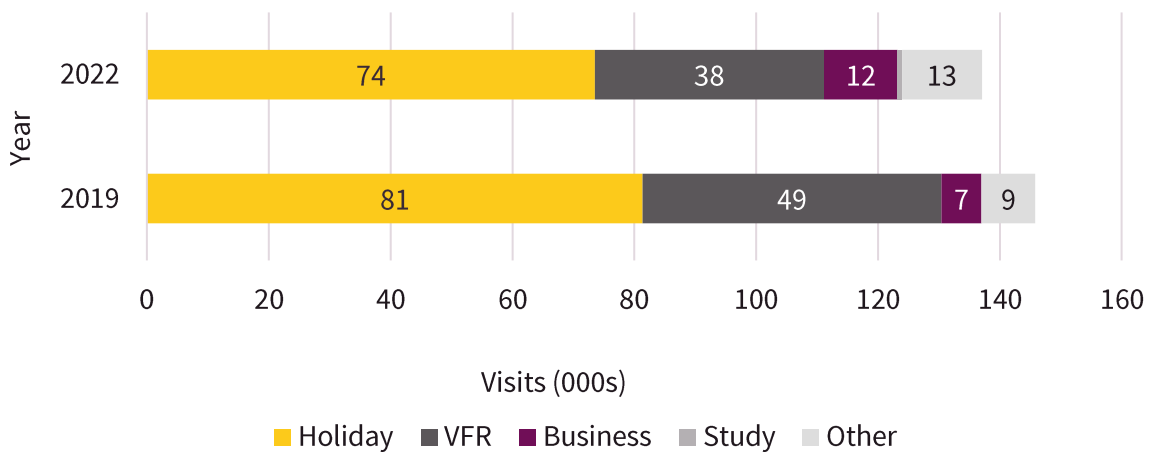
The total number of visits decreased by 6% compared to 2019, whilst the total nights decreased by 3%. Although total tourism expenditure decreased by 18%, 2022 was still a slightly better performing year compared to most others within the past decade.

Year	Visits	Nights	Spend (£m)
2019	146,000	475,000	60
2022	137,000	462,000	49
Change	-6%	-3%	-18%

Visitors from Ireland spent on average £54 less during their visit compared to 2019. The average length of visit was marginally higher at 3.4 nights, while the average spend per night was 16% lower, at £106. This is despite visits to see friends or relatives dropping slightly in proportion, and the proportion of holiday visits remaining the same in comparison to 2019.

Year	Spend/visit	Nights/visit	Spend/night
2019	£412	3.3	£127
2022	£358	3.4	£106
Change	-13%	3%	-16%

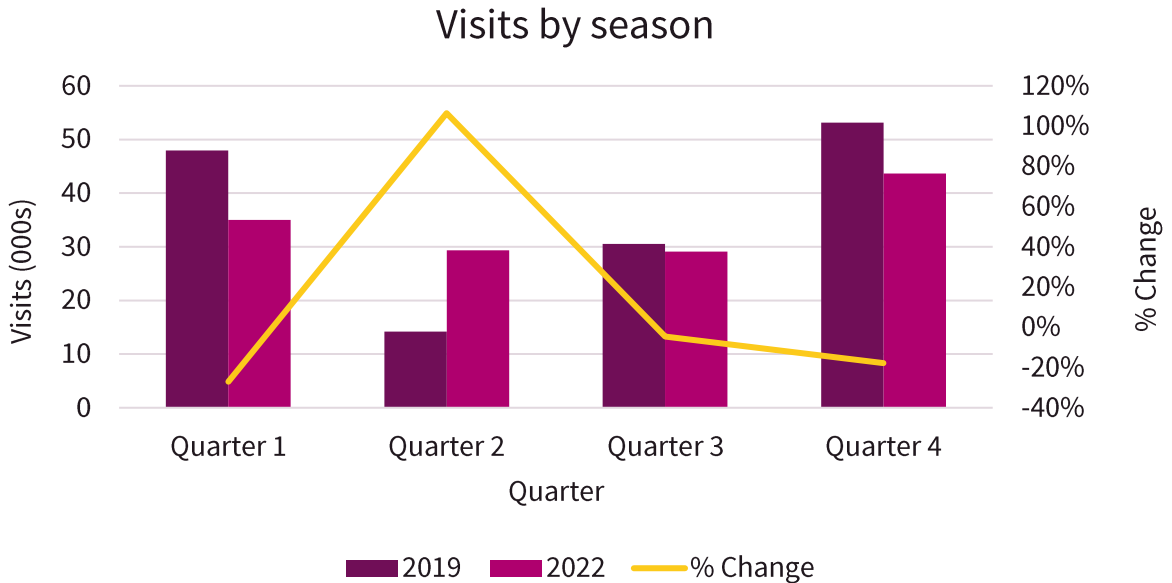
Visits by purpose of visit



Just over half of all visits were for the purpose of taking holidays, while around one-quarter were to visit friends or relatives and 9% for business. A shift in visit intention can be seen compared to pre-pandemic times, as business visits over doubled from 4% to 9% of Irish visitors. Additionally, whilst the proportion of holidays dropped by just 2%, visits to see friends or relatives decreased by 27%. However, there was an increase in the proportion of Irish visitors taking visits for ‘other’ reasons such as medical and religious tourism.

Purpose of visit	2019 visits (000s)	Visitor proportion (%)	2022 visits (000s)	Visitor proportion (%)
Business	7	4%	12	9%
Holiday	81	56%	74	54%
VFR	49	34%	38	27%
Study	0	0%	1	1%
Other	9	6%	13	10%

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In 2022, the proportion of visits to Scotland by Irish visitors had a profile like that of 2019, with the winter months being more favorable than the summer months. The fourth quarter (October to December) remained the most popular season despite there being a reduction of 18% in the number of visits. The second quarter (April to June) however, saw double the number of Irish visitors compared to Q2 of 2019.

Season	2019 visits (000s)	Visitor proportion (%)	2022 visits (000s)	Visitor proportion (%)
Quarter 1	48	33%	35	26%
Quarter 2	14	10%	29	21%
Quarter 3	31	21%	29	21%
Quarter 4	53	36%	44	32%

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About this data

All data is sourced from the International Passenger Survey by the Office for National Statistics. Refer to the [ONS website](#) for more on IPS methodology.

Important Notice On Continued Impact of COVID in relation to IPS Data Collection

The International Passenger Survey (IPS) was suspended on 16 March 2020 due to the coronavirus (COVID-19) pandemic. Interviewing initially began at UK airports at the start of 2021, though the IPS remained suspended at some seaports and train stations during the year. To produce statistics for the periods impacted the Office for National Statistics (ONS) have applied the following processes to the data since March 2020:

- **March 2020** - With the data collected for most of March when the IPS was running the ONS had part of the data needed for the month. To produce estimates for the full month of March the ONS worked on the assumption that passenger characteristics in the second, unsampled, half of the month were represented by those sampled in the first half.
- **April – December 2020 (Q2, Q3, Q4 2020)** - The travel and tourism figures for this period are based entirely on administrative sources and modelling as no data was collected during this period.
- **2021** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) in Q4 2021 due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for this quarter. Data for those travelling via Dover was only collected from Q3 2021. In addition, no estimates are included for any travel across the Irish border. Please see [visitbritain.org](https://www.visitbritain.org) for more information.
- **January to June 2022** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) during this period due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for Q1-Q2 2022. The ONS restarted IPS interviews at all ports from July 2022. Please see [visitbritain.org](https://www.visitbritain.org) for more information.

Please refer to the [ONS website](#) for the official release and more information on IPS methodology and UK outbound travel and for Full Year 2022 details are on this [ONS page](#).

Appendix

International Passenger Survey 2022

USING AND INTERPRETING STATISTICAL DATA

Sources: Data is sourced from the Office for National Statistics' International Passenger Survey (IPS).

Information about the survey can be found on the VisitBritain website

www.visitbritain.org (Insights & Statistics section) or the Office for National Statistics website www.statistics.gov.uk/hub/index.html.

Sample Sizes: Some analysis within this report may be based on small sample sizes. Before using the data, it is important to recognise the limitations of using a small sample size. Further information, including methodology and sample sizes, can be found on the VisitBritain website www.visitbritain.org (Insights & Statistics section).

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CONTACT US

Insight Department

VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh EH6 6JH

0131 472 2222

research@visitscotland.com

visitscotland.com

visitscotland.org

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