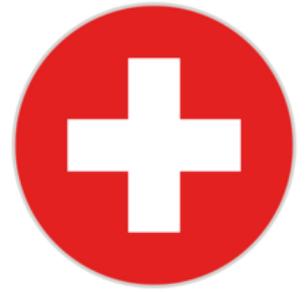


# SWITZERLAND

## MARKET PROFILE 2024



### INBOUND TOURISTS

The island of Ireland welcomed around 95,000 Swiss tourists who spent almost €106/£93 million and stayed 740,000 nights.



#### WHERE DID OUR TOURISTS VISIT?

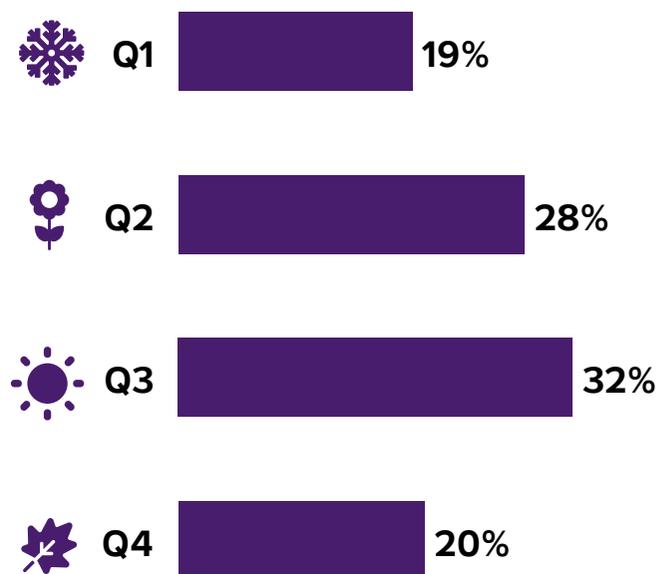
Of the Swiss tourists that visited the island of Ireland in 2024, 6% overnighted both sides of the border.



\*Visits to Ireland and Northern Ireland total more than the island figure due to tourists overnighting in both.

#### WHEN DID OUR TOURISTS VISIT?

Three-fifths (60%) of Swiss tourists visited the island during Q2 and Q3 (April - September).



# INBOUND TOURISTS

## WHAT WERE OUR TOURISTS' REASONS FOR VISITING?

Half (50%) of Swiss tourists visiting the island of Ireland came for a holiday, accounting for 58% of Swiss tourism revenue. Business and VFR tourists represented around one-fifth each of all trips. Tourists who came for "other reasons" though few in number (8% of trips) accounted for a quarter (23%) of nights.

	REVENUE	SHARE	TRIPS	SHARE	NIGHTS	SHARE
 HOLIDAY	€62/£54m	58%	48k	50%	380k	51%
 VFR	€11/£9m	10%	19k	20%	123k	17%
 BUSINESS	€18/£16m	17%	21k	22%	65k	9%
 OTHER	€16/£14m	15%	7k	8%	171k	23%

## HOW MUCH DID OUR TOURISTS SPEND AND HOW LONG DID THEY STAY?

On average, Swiss tourists spent €1,116/£971 per trip or €144/£125 per night and stayed 7.8 nights on the island of Ireland.



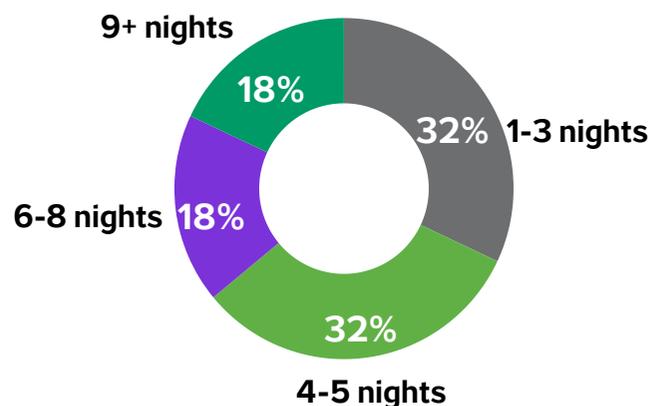
## HOW DID OUR TOURISTS SPEND THEIR MONEY?

Swiss tourists spent (35%) on food and drink than any other item.

<b>Food &amp; Drink</b>  <b>35%</b>	<b>Accomm.</b>  <b>30%</b>	<b>Shopping</b>  <b>16%</b>
<b>Transport</b>  <b>12%</b>	<b>Entertainment</b>  <b>6%</b>	<b>Misc.</b>  <b>1%</b>

## HOW LONG DID OUR TOURISTS STAY?

Over a third (36%) of Swiss tourists stayed 6+ nights on the island of Ireland.



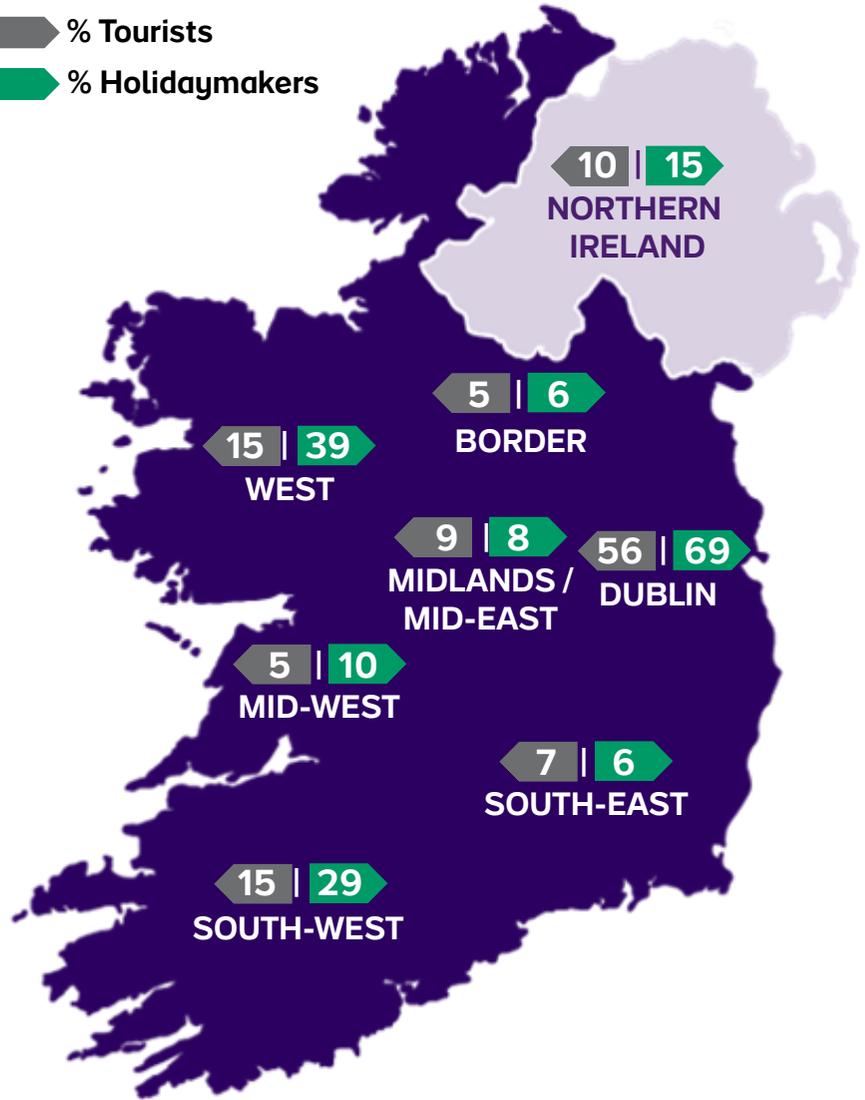
# INBOUND TOURISTS AND HOLIDAYMAKERS

## WHAT AREAS DID OUR TOURISTS AND HOLIDAYMAKERS VISIT?

Dublin, the West, and the South-West were the most popular regions for Swiss tourists and holidaymakers.

▶ % Tourists  
▶ % Holidaymakers

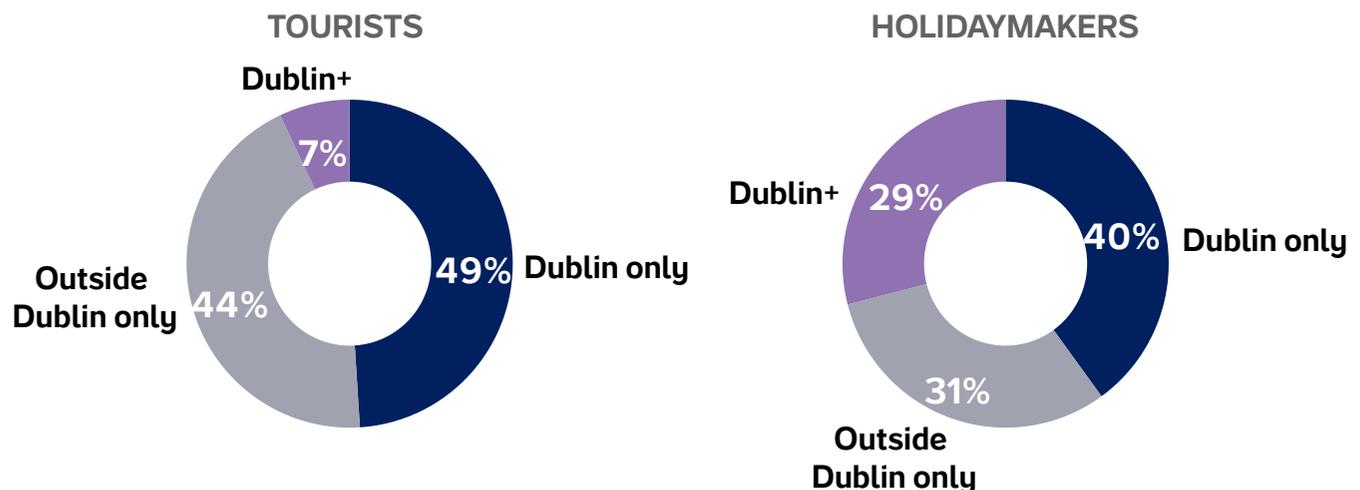
Rank	Tourists	Holidaymakers
#1	Dublin	Dublin
#2	West	West
#3	South-West	South-West



Dublin: Dublin City and County. Midlands / Mid-East: Laois, Longford, Louth, Offaly, Westmeath, Kildare, Meath, Wicklow. South-East: Carlow, Kilkenny, Waterford, Wexford. South-West: Cork, Kerry. Mid-West: Clare, Limerick, Tipperary. West: Galway, Mayo, Roscommon. Border: Cavan, Donegal, Leitrim, Monaghan, Sligo. Northern Ireland: Antrim, Armagh, Down, Fermanagh, Derry/Londonderry, Tyrone

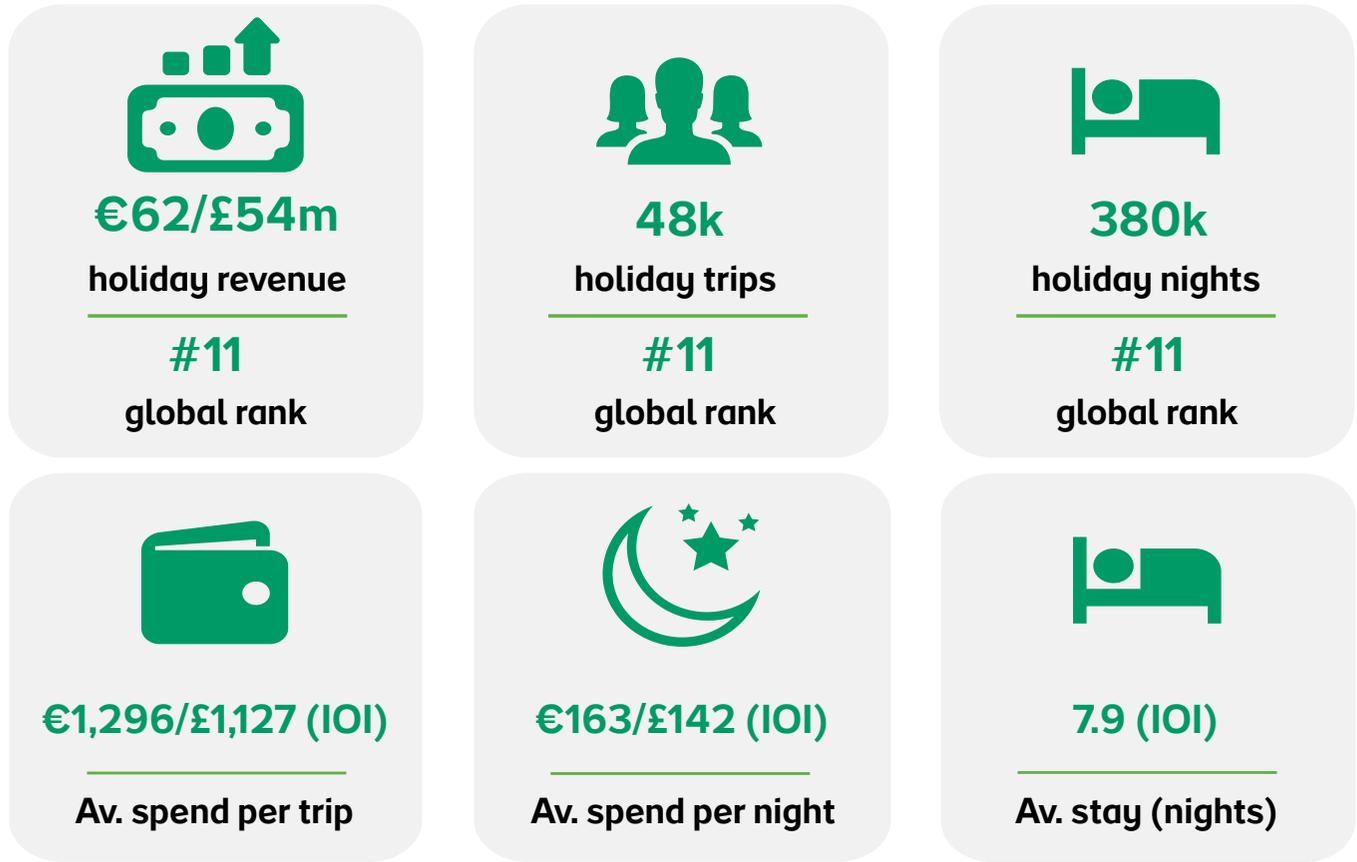
## WHERE DID OUR TOURISTS AND HOLIDAYMAKERS VISIT?

Dublin was a must-visit for the majority of Swiss holidaymakers (79%), whereas Swiss tourists most often visited either Dublin or the Regions, with few doing both.



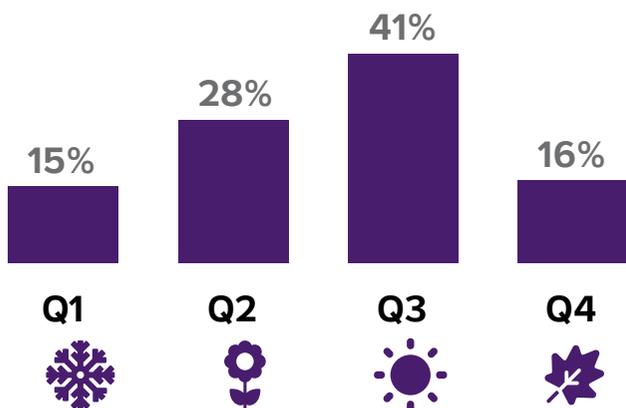
# INBOUND HOLIDAYMAKERS

On average, Swiss holidaymakers spent €1,296/£1,127 per trip or €163/£142 per night and stayed 7.9 nights on the island of Ireland.



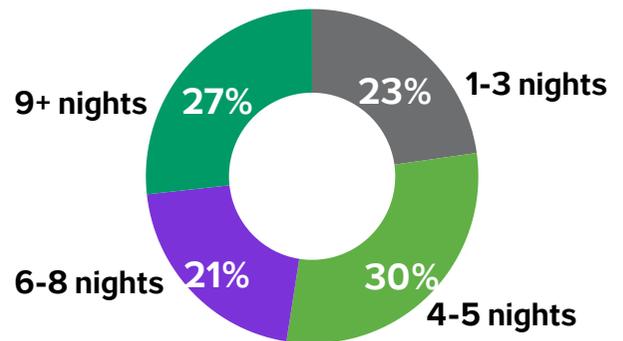
## WHEN DID OUR HOLIDAYMAKERS VISIT?

Q3 (July - September) was the most popular period for Swiss holidaymakers to visit the island of Ireland.



## HOW LONG DID OUR HOLIDAYMAKERS STAY?

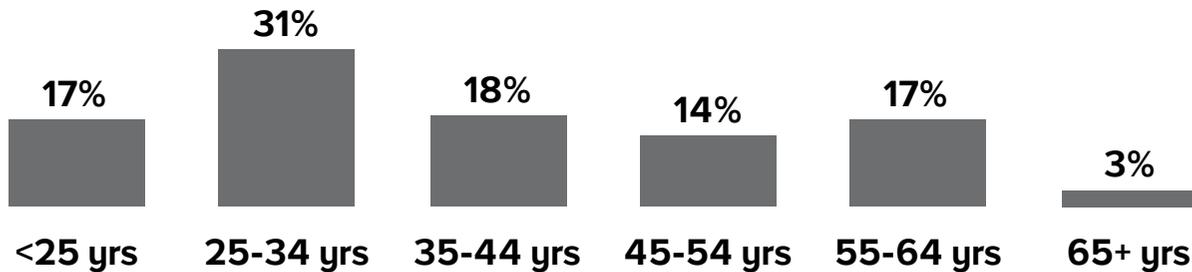
Almost half (47%) of Swiss holidaymakers stayed six or more nights on the island of Ireland.



# INBOUND HOLIDAYMAKERS

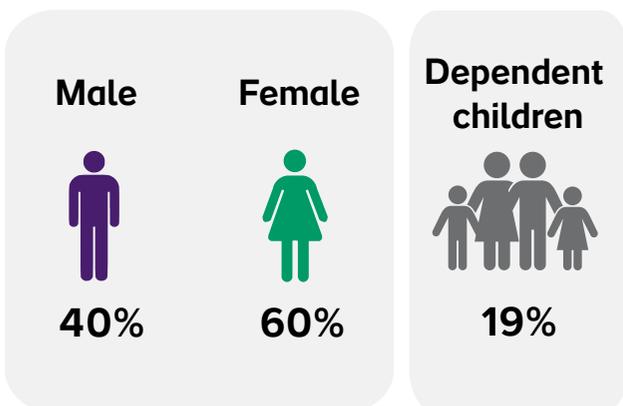
## WHAT AGE WERE OUR HOLIDAYMAKERS?

Almost one-third (31%) of Swiss holidaymakers were 25 - 34 years old.



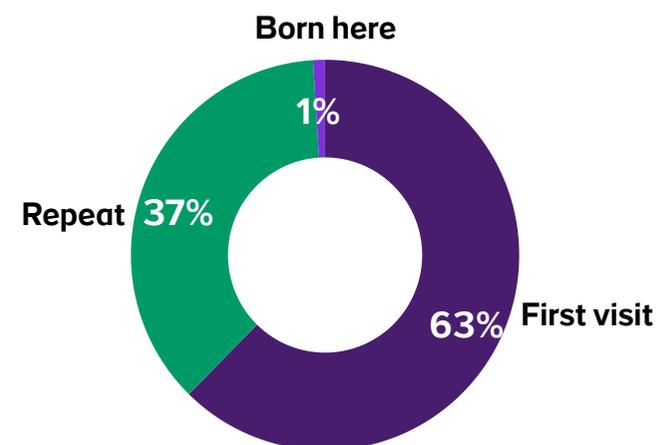
## HOLIDAYMAKER GENDER AND DEPENDENT CHILDREN

One in five (19%) Swiss holidaymakers had dependent children in the household.



## HAD OUR HOLIDAYMAKERS BEEN HERE BEFORE?

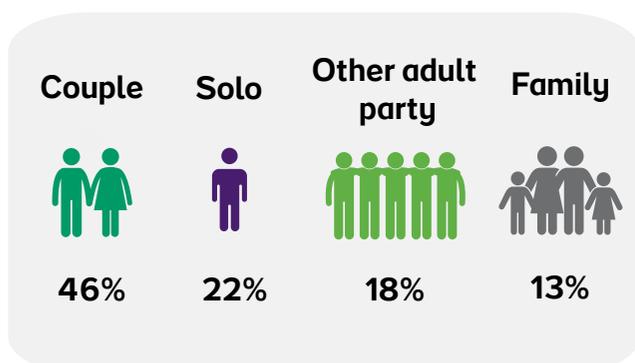
It was a first visit for three-fifths (63%) of Swiss holidaymakers.



## WHO DID OUR HOLIDAYMAKERS TRAVEL WITH?

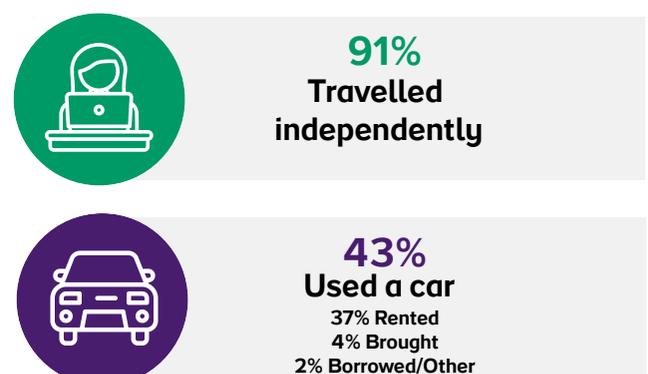
Almost half (46%) of Swiss holidaymakers travelled with their spouse/partner.

A fifth (22%) travelled on their own.



## HOW DID OUR HOLIDAYMAKERS TRAVEL AND GET AROUND?

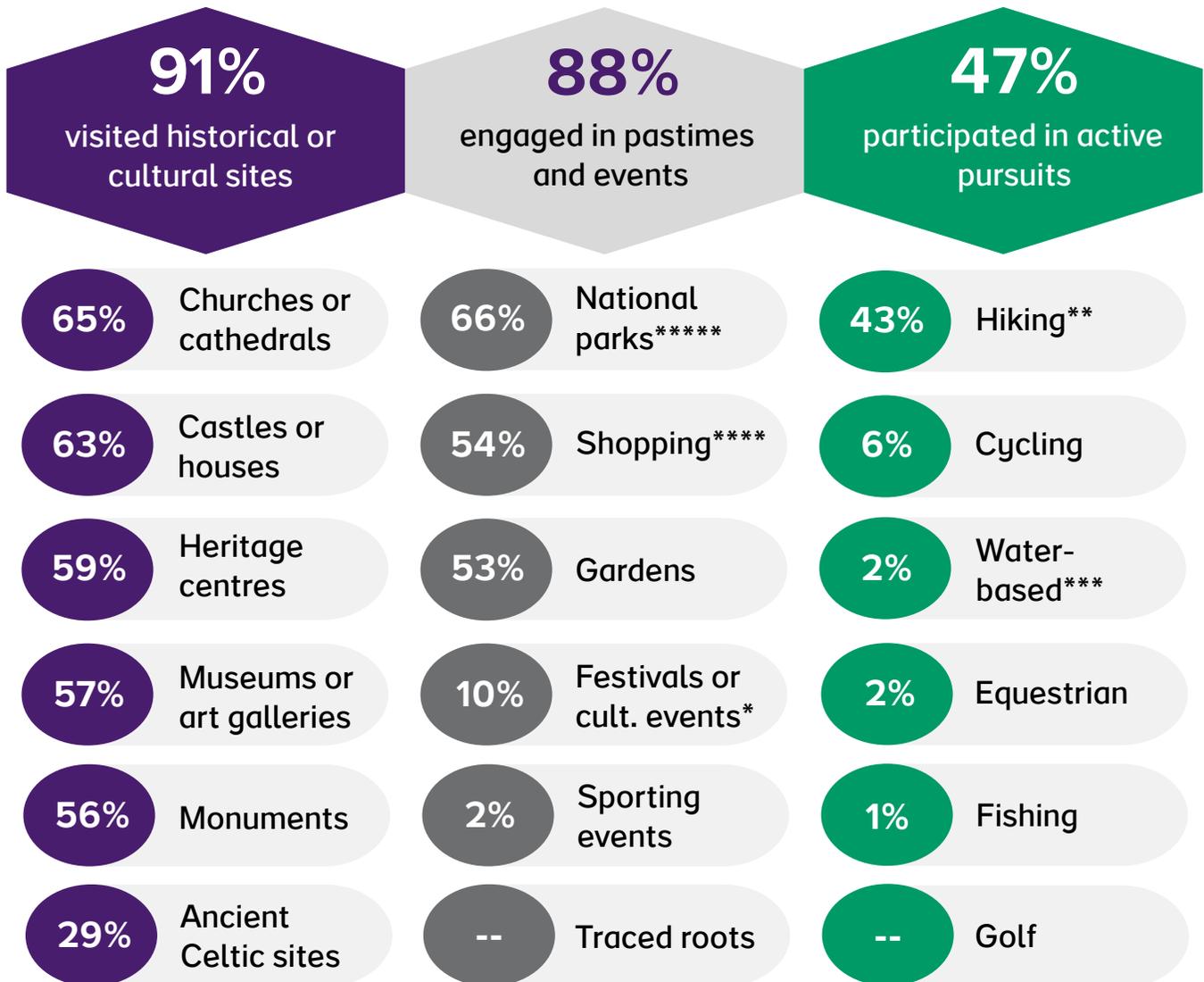
The majority (91%) of Swiss holidaymakers travelled independently and two-fifths (43%) used a car while on the island of Ireland.



# INBOUND HOLIDAYMAKERS

## WHAT WERE OUR HOLIDAYMAKERS' INTERESTS AND ACTIVITIES?

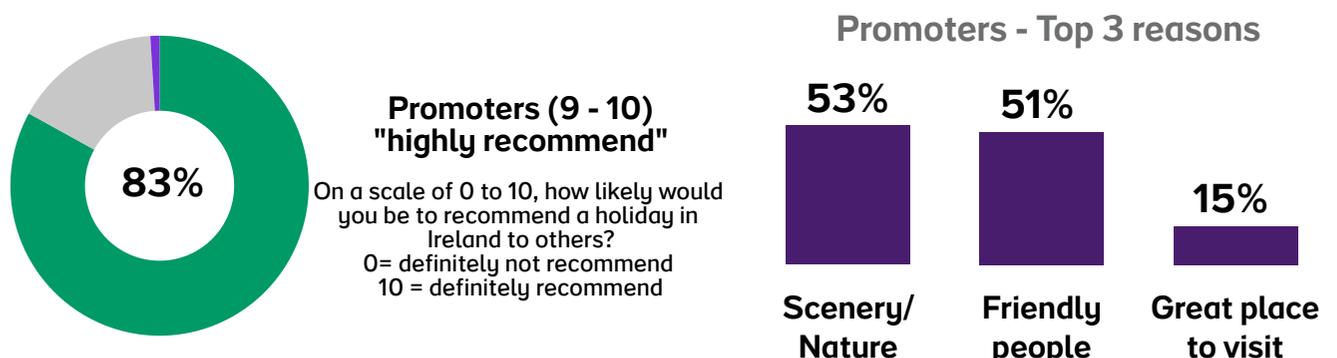
Swiss holidaymakers are active tourists. They explored our historical sites and engaged in multiple events and activities while on the island of Ireland.



\*incl. concerts | \*\*incl. cross country walking | \*\*\*excl. fishing and swimming | \*\*\*\*excl. food/drink/souvenirs | \*\*\*\*\*incl. forests

## LIKELIHOOD TO RECOMMEND A HOLIDAY IN IRELAND TO OTHERS

The majority (83%) of Swiss holidaymakers would recommend a holiday in Ireland to others. The main reasons given are the scenery and nature (53%), the friendly people (51%) and that it's generally a great place to visit (15%).

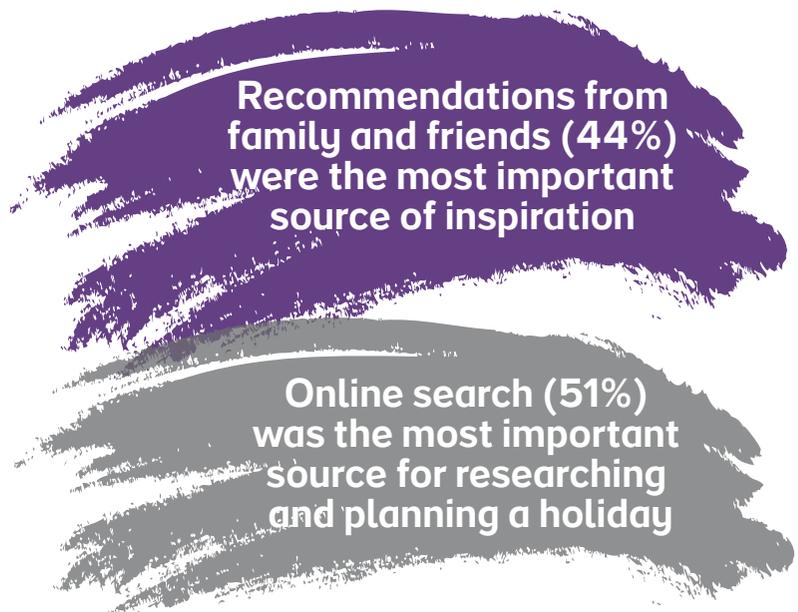


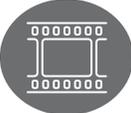
# OUTBOUND HOLIDAYMAKERS

## SOURCES OF INSPIRATION, RESEARCH AND PLANNING

Outbound holidaymakers use multiple sources of inspiration when choosing their holiday destination, including family and friends' recommendations, online search and travel websites.

While social media, for example, is cited in its own right, it's often also a channel for the discovery of travel articles and recommendations.



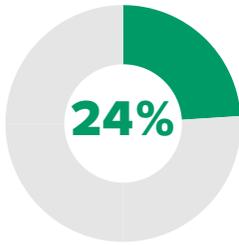
-  **44%** family and friends' recommendations
-  **37%** online search
-  **28%** travel websites and online travel agents\*\*
-  **23%** destination website
-  **23%** films, TV shows, travel shows
-  **23%** social media
-  **22%** travel articles, blogs

-  **51%** online search
-  **40%** travel websites and online travel agents\*\*
-  **37%** destination websites
-  **29%** family and friends' recommendations
-  **24%** travel articles, blogs
-  **23%** guidebooks
-  **19%** social media

\*\*Travel websites include company websites and booking platforms

# ENRICHMENT EXPLORERS

## OUR TARGET SEGMENT



Global share of outbound holidaymakers\*



### WHO ARE THE ENRICHMENT EXPLORERS AS PEOPLE?

Embracing a lifestyle centred around exploration, they exude passion and consistently seek fresh experiences. They place emphasis on human connection which extends to their travels, with great importance placed on engaging with local communities. They have a wide variety of hobbies and interests, with learning and experiencing new things high on their priority list – even during their free time on holiday.

### WHAT DO THEY LOOK FOR ON A HOLIDAY?

Passionate about travelling, these holidaymakers enjoy going off the tourist trail to get the most authentic experience. Regardless of the destination, Enrichment Explorers aspire to immerse themselves in the country's richness, exploring wildlife and nature and discovering their passion for art, history and culture.

**They are less likely to have children and most likely to travel with a partner**

### TOP 10 HOLIDAY NEEDS

- |   |  |
|---|--|
| <p>1  To feel connected to nature</p> <p>2  To broaden and stimulate my mind</p> <p>3  To feel the character of the place and people</p> <p>4  To appreciate historical/modern architecture</p> <p>5  To experience the vibrancy of the place and people</p> | <p>6  To experience living like a local</p> <p>7  To enjoy authentic moments with friendly locals</p> <p>8  To be transported back in history</p> <p>9  To discover and explore somewhere new</p> <p>10  To enjoy the beauty of the landscape</p> |
|---|--|

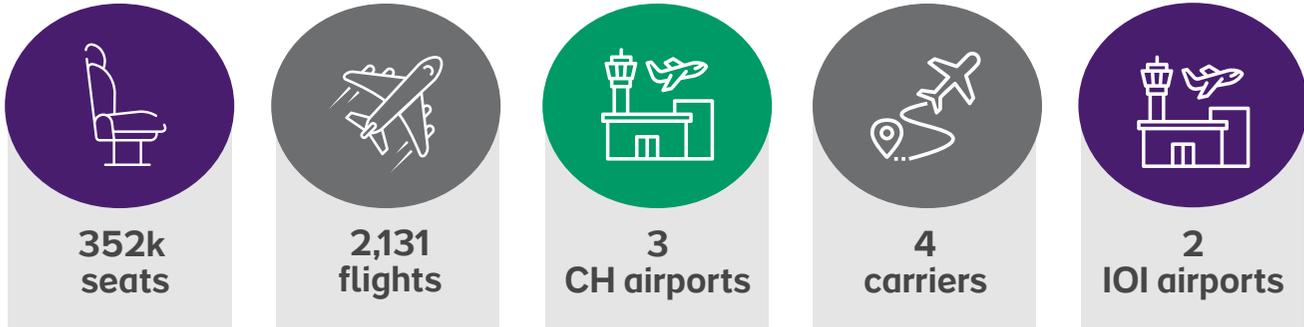
\*Based on 13,000 surveys in 7 markets: Great Britain, USA, Canada, France, Germany, Italy, Spain.

## OUTBOUND TOURISTS

Switzerland was the world's fifteenth-largest outbound market in 2024 and 90% of all outbound trips from Switzerland were to other parts of Europe.

## ACCESS BY AIR

There were almost 352,000 direct one-way air seats available on over 2,100 flights from Switzerland to the island of Ireland in 2024. Three gateways from Switzerland to airports on the island of Ireland were serviced by 4 carriers.



In addition to scheduled services a seasonal summer charter service from Edelweiss operated from Zurich to Cork

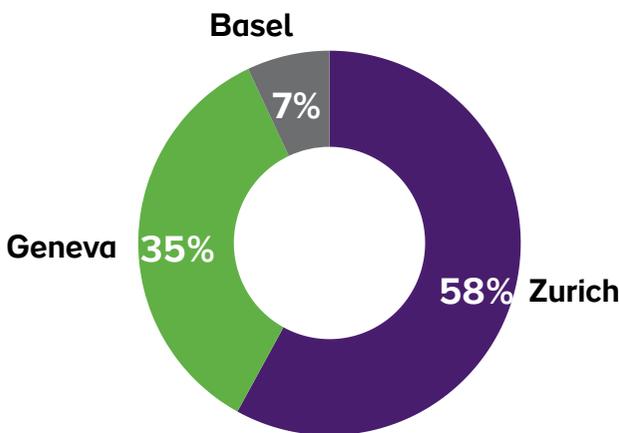
### WHERE CAN OUR TOURISTS FLY FROM?

Zurich accounted for three-fifths (58%) of seats in 2024.

### WHO CAN OUR TOURISTS FLY WITH?

Four carriers operated between Switzerland and the island of Ireland. In 2024, Aer Lingus (45%) and SWISS (40%) were responsible for delivering the majority (85%) of seats to the island of Ireland.

Share of seats by airport



Share of seats by carrier

