

SWITZERLAND

MARKET PROFILE 2025

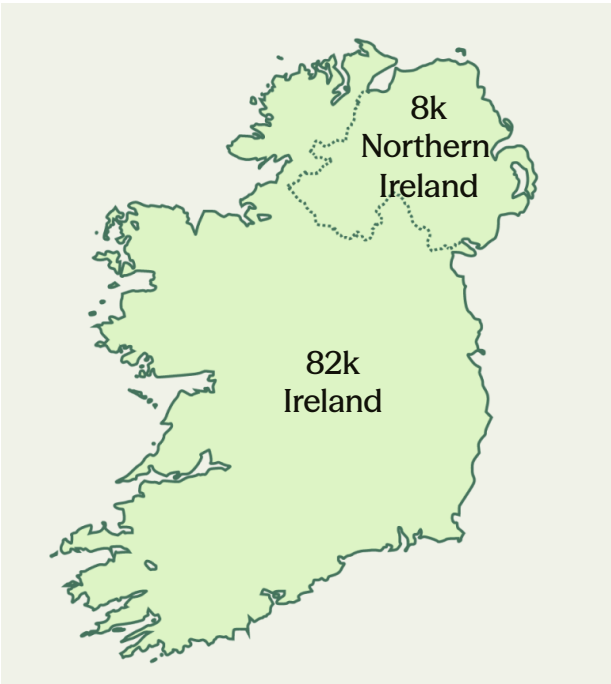


INBOUND TOURISTS

In 2025, the island of Ireland welcomed 85,000 Swiss tourists, who spent €80/£69 million and stayed 648,000 nights. Switzerland was the island's eleventh-largest overseas market by spend, the twelfth-largest by tourist numbers and the thirteenth-largest by nights.

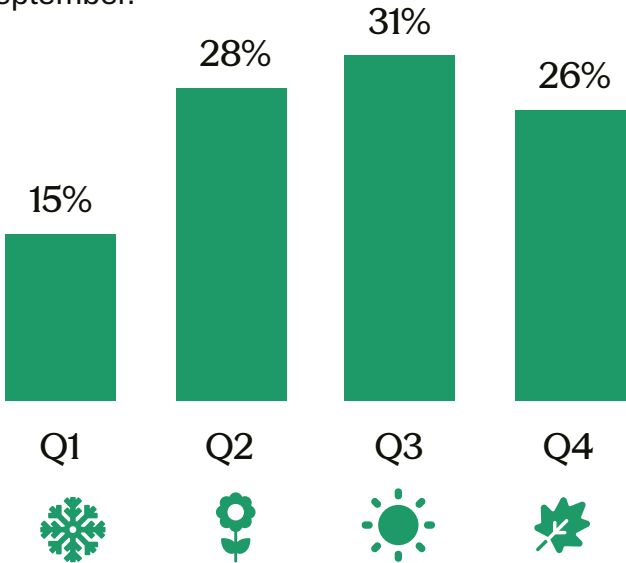


WHERE DID OUR TOURISTS VISIT?



WHEN DID OUR TOURISTS VISIT?

Swiss tourism was strongest during the spring and summer months, with three-fifths (60%) of visits taking place between April and September.



*Visits to Ireland and Northern Ireland total more than the island figure due to tourists overnighing in both
Source: CSO, NISRA, Fáilte Ireland's Survey of Overseas Travellers

INBOUND TOURISTS

WHAT WERE OUR TOURISTS' REASONS FOR VISITING?

Holiday travel remained the primary reason for Swiss visits to the island of Ireland, accounting for almost half (46%) of all trips and more than half (57%) of tourism revenue.

		REVENUE	SHARE	TRIPS	SHARE	NIGHTS	SHARE
	HOLIDAY	€45/£39m	57%	39k	46%	326k	50%
	VFR	€11/£10m	14%	22k	26%	149k	23%
	BUSINESS	€14/£12m	17%	17k	20%	88k	14%
	OTHER	€9/£8m	12%	8k	9%	85k	13%

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

In 2025, Swiss tourists stayed an average of 7.6 nights on the island of Ireland and spent €939/£817 per trip, equivalent to €123/£107 per night.



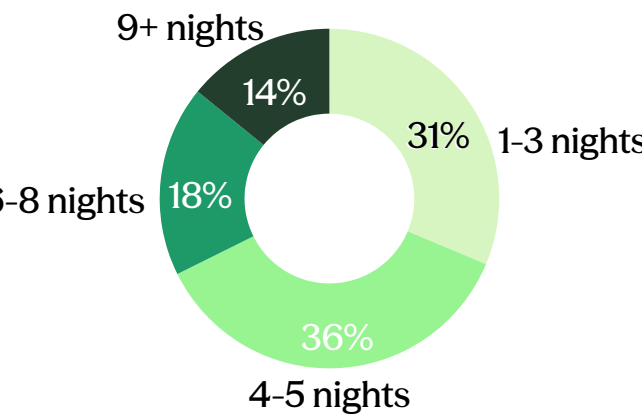
HOW DID OUR TOURISTS SPEND THEIR MONEY?

Food and drink represented the largest share of Swiss visitor expenditure (32%), ahead of accommodation and all other trip costs.

Food & drink	Accomm.	Shopping
		
32%	29%	20%
Transport	Entertainment	Misc.
		
10%	7%	1%

HOW LONG DID OUR TOURISTS STAY?

Around two in three (68%) visited the island of Ireland for a break of up to five nights.



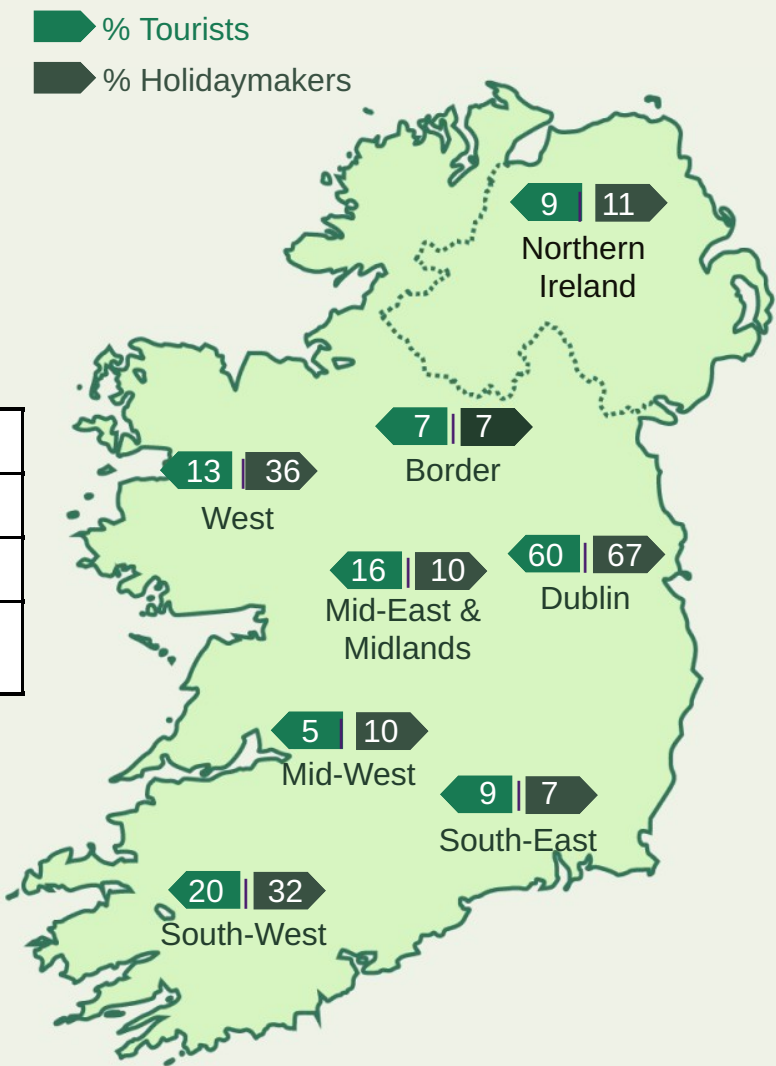
INBOUND TOURISTS AND HOLIDAYMAKERS

WHAT AREAS DID OUR TOURISTS AND HOLIDAYMAKERS VISIT?

Dublin was the most popular area for both Swiss tourists and holidaymakers.

Almost 5,000 Swiss tourists and 3,000 holidaymakers overnighted on both sides of the border.

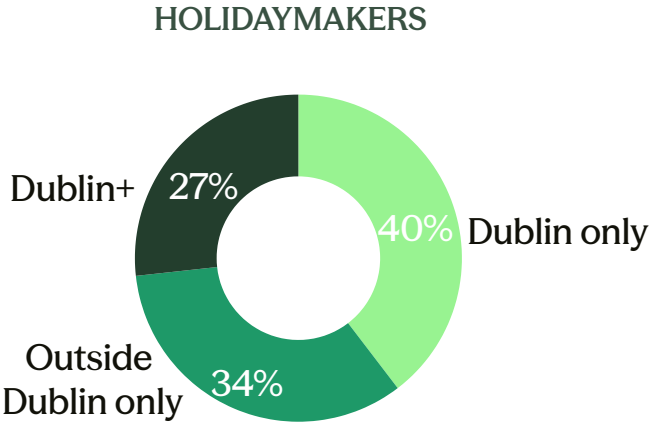
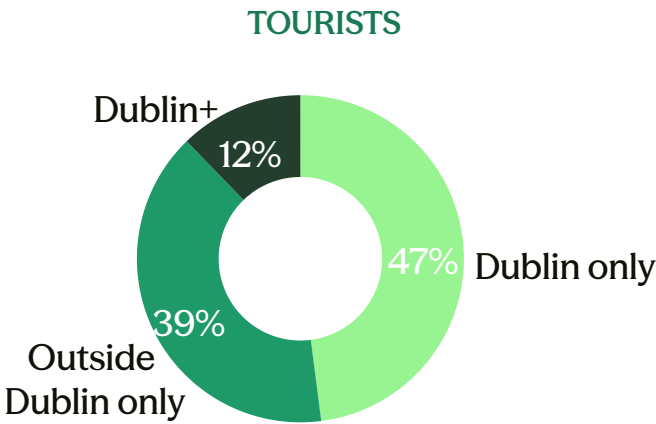
Top	Tourists	Holidaymakers
1	Dublin	Dublin
2	South-West	West
3	Mid-East & Midlands	South-West



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

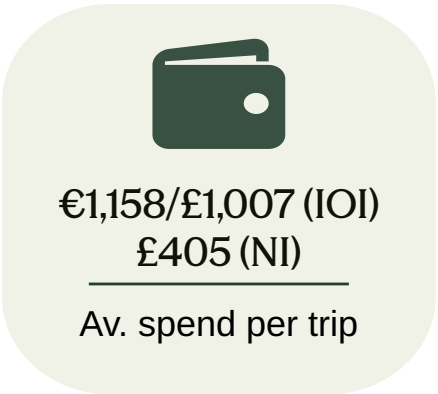
WHERE DID OUR TOURISTS AND HOLIDAYMAKERS VISIT?

Both holidaymakers and tourists are most likely to visit either Dublin or areas outside Dublin. Holidaymakers, however, are more than twice as likely to combine Dublin and beyond in the same trip.



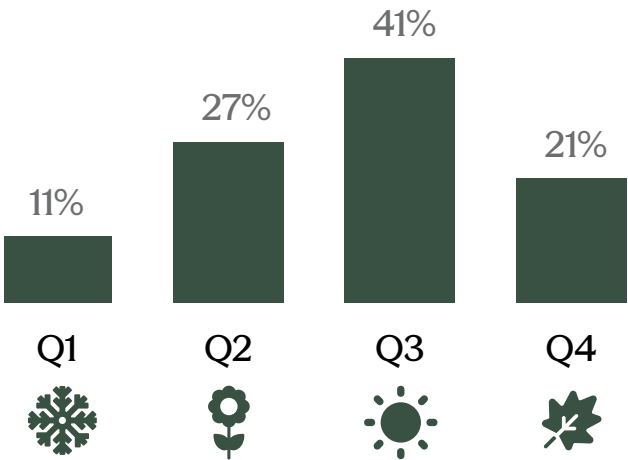
INBOUND HOLIDAYMAKERS

Switzerland was the island of Ireland's eleventh-largest source of holidaymakers, overseas holiday revenue and holiday nights. Swiss holidaymakers stayed for an average of 8.3 nights on the island of Ireland. Those visiting Northern Ireland stayed an average of 4.5 nights.



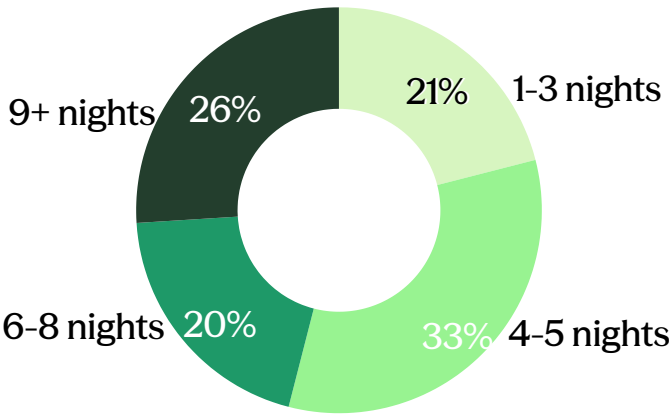
WHEN DID OUR HOLIDAYMAKERS VISIT?

Summer remained the key travel period, with more than two-thirds (68%) of Swiss holidaymakers visiting between April and September.



HOW LONG DID OUR HOLIDAYMAKERS STAY?

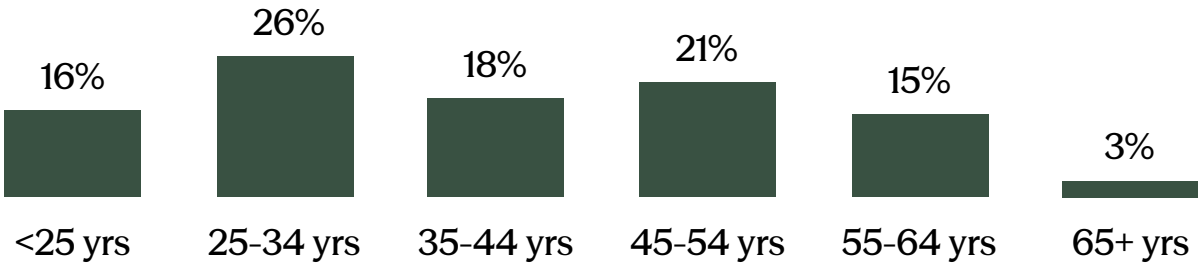
A 4–5 night stay on the island of Ireland is the most popular choice for one in three Swiss holidaymakers, though a variety of trip lengths highlights the market's flexibility.



INBOUND HOLIDAYMAKERS

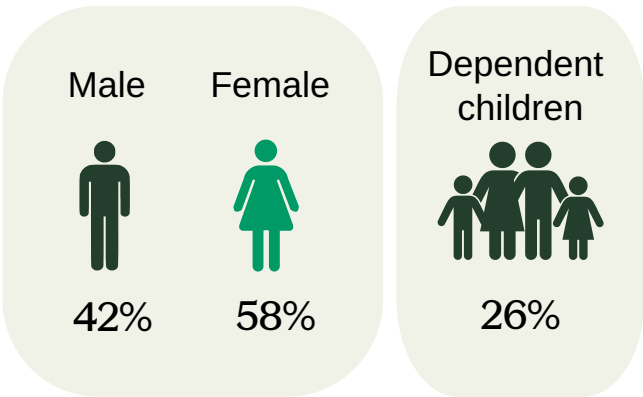
WHAT AGE WERE OUR HOLIDAYMAKERS?

The island of Ireland appeals to a broad range of Swiss holidaymakers up to 64 years.



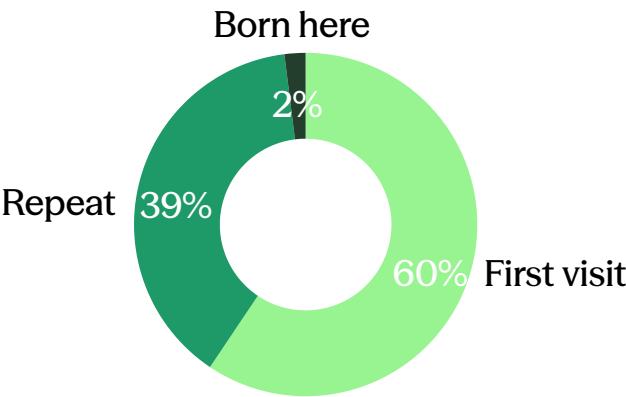
HOLIDAYMAKER GENDER AND DEPENDENT CHILDREN*

Swiss holidaymakers were broadly gender-balanced, with a slight skew towards females. Just over a quarter (26%) of Swiss holidaymakers visiting the island of Ireland had dependent children in their household.



HAD OUR HOLIDAYMAKERS BEEN HERE BEFORE?

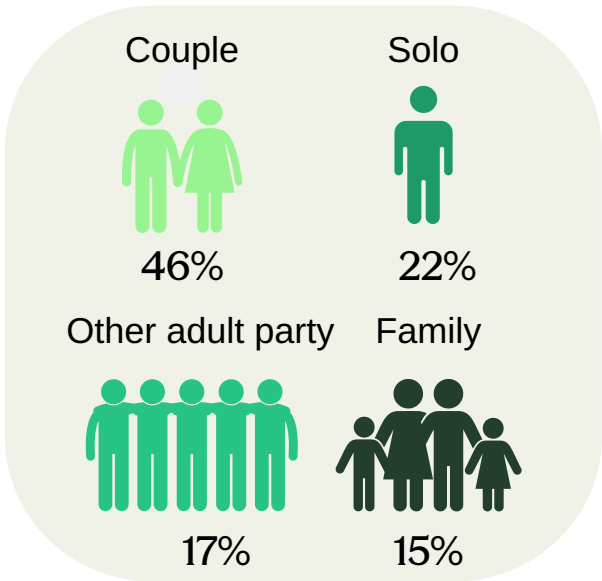
It was a first visit to the island of Ireland for around three in five (60%) Swiss holidaymakers.



WHO DID OUR HOLIDAYMAKERS TRAVEL WITH?

Travelling with a partner remained the most common travel party type, accounting for almost half (46%) of Swiss holidaymakers.

Just over one-fifth (22%) travelled solo.

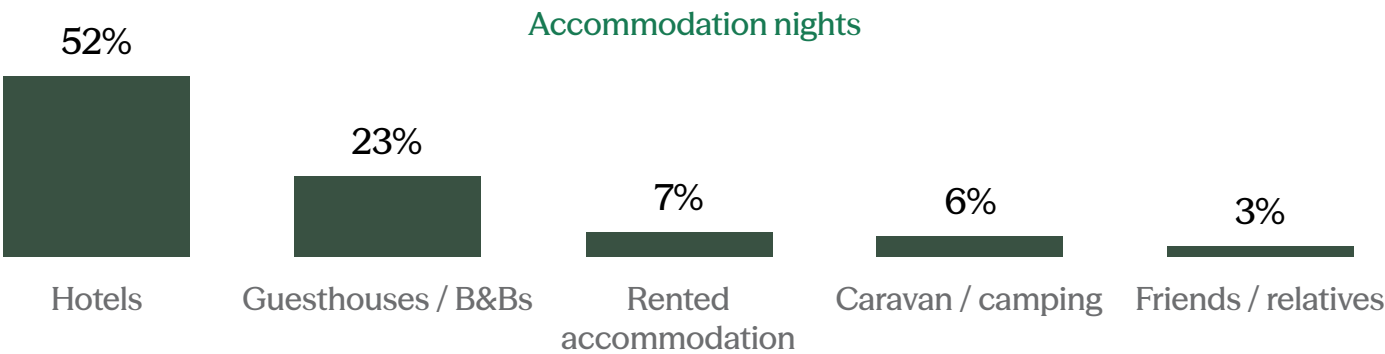


*Survey of Overseas Travellers only
Source: Fáilte Ireland's Survey of Overseas Travellers, NISRA

INBOUND HOLIDAYMAKERS

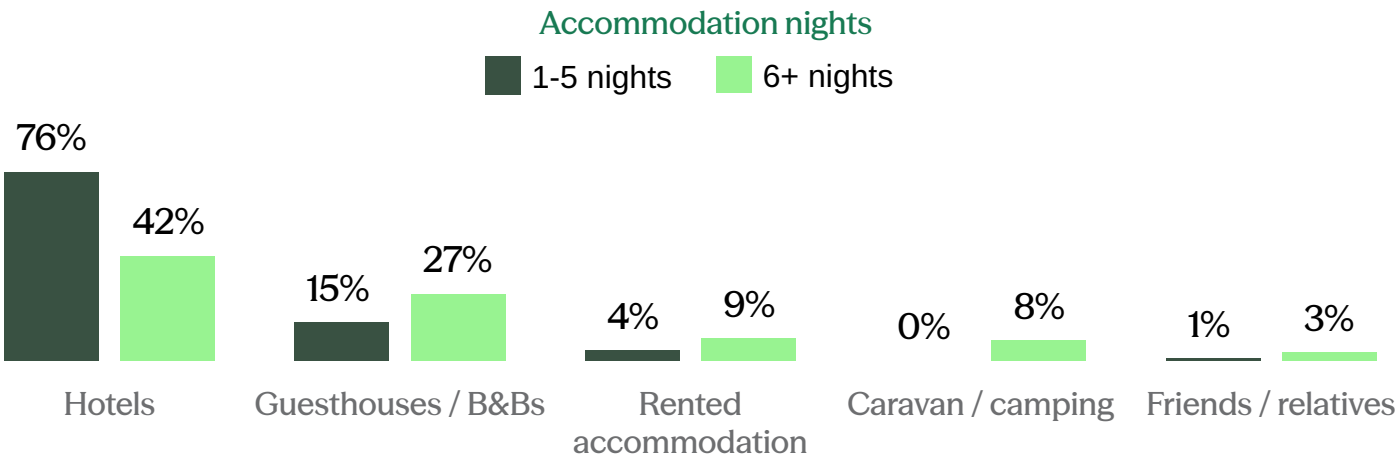
WHERE DID OUR HOLIDAYMAKERS STAY?

Over half (52%) of nights stayed by Swiss holidaymakers were in hotels, while just under one-quarter (23%) of nights were spent in guesthouses or B&Bs.



HOW DID ACCOMMODATION CHOICE VARY BY LENGTH OF STAY?*

Accommodation nights varied by trip duration, with hotels dominating short breaks (76% of nights), while hotels and guesthouses/B&Bs accounted for two-thirds of longer-stay nights.



HOW DID OUR HOLIDAYMAKERS TRAVEL AND GET AROUND?*

The majority (92%) of Swiss holidaymakers travelled independently and almost half (47%) used a car while on the island of Ireland.

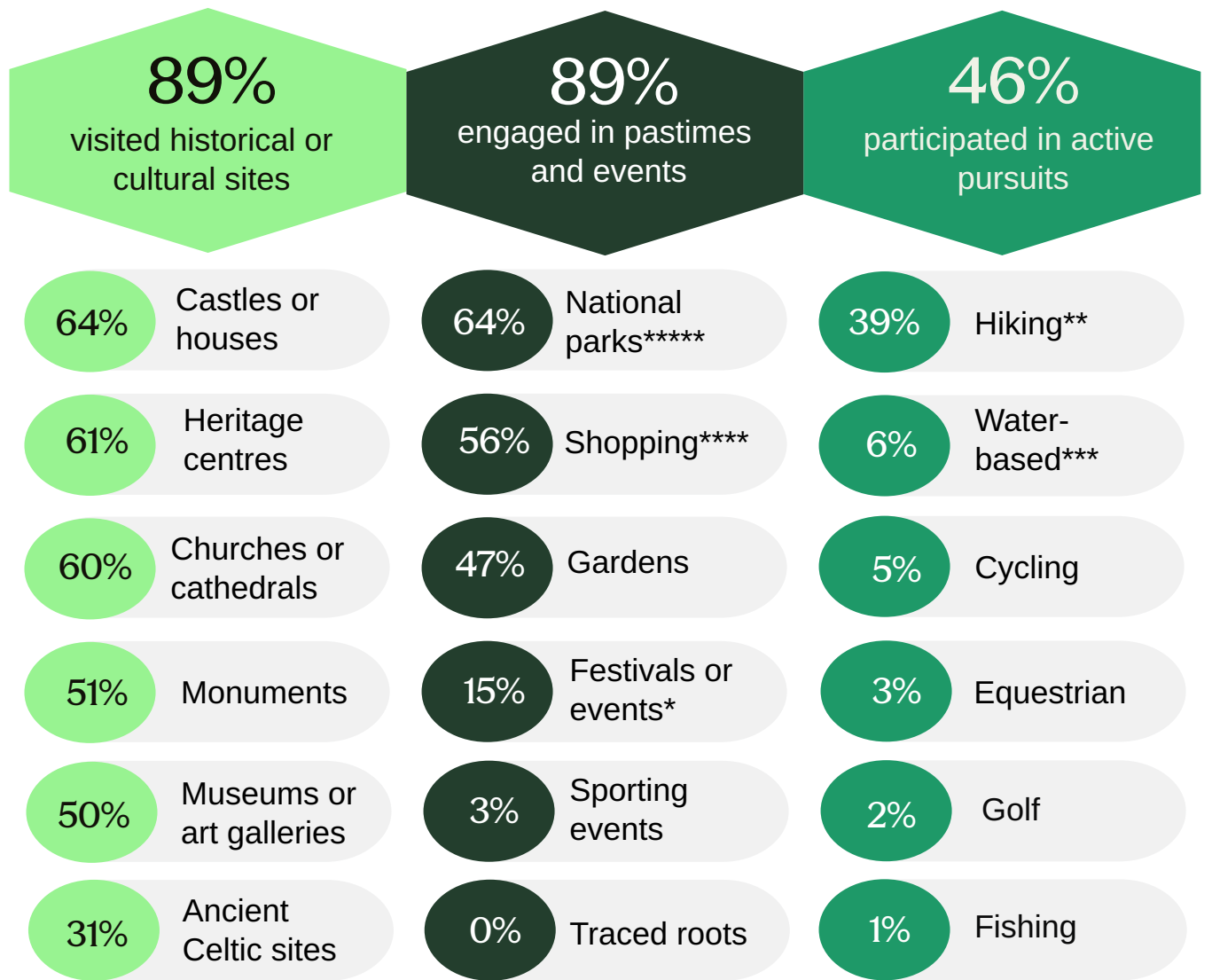


*Survey of Overseas Travellers only
Source: Fáilte Ireland's Survey of Overseas Travellers

INBOUND HOLIDAYMAKERS

WHAT WERE OUR HOLIDAYMAKERS' INTERESTS AND ACTIVITIES?

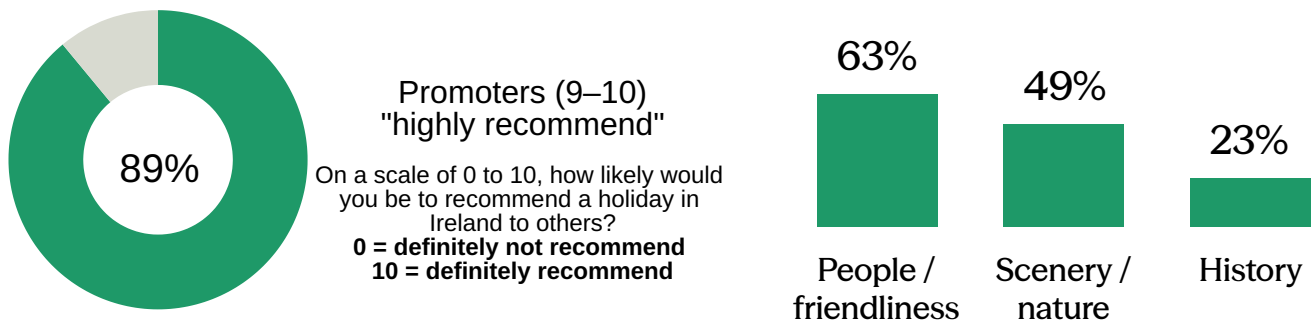
Swiss holidaymakers are highly engaged visitors, combining cultural sightseeing with a broad range of recreational and outdoor activities during their trip.



*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

Almost nine in ten (89%) Swiss holidaymakers would highly recommend a holiday in Ireland to friends and family. The main reasons given are the friendly people (63%), our scenery and nature (49%) and, to a lesser degree, our rich history (23%).



OUTBOUND HOLIDAYMAKERS

SOURCES OF INSPIRATION, RESEARCH AND PLANNING

Outbound holidaymakers from Switzerland use multiple sources of inspiration when choosing a holiday destination, including family and friends' recommendations and general online searches.

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.

Almost half were inspired by recommendations from family and friends

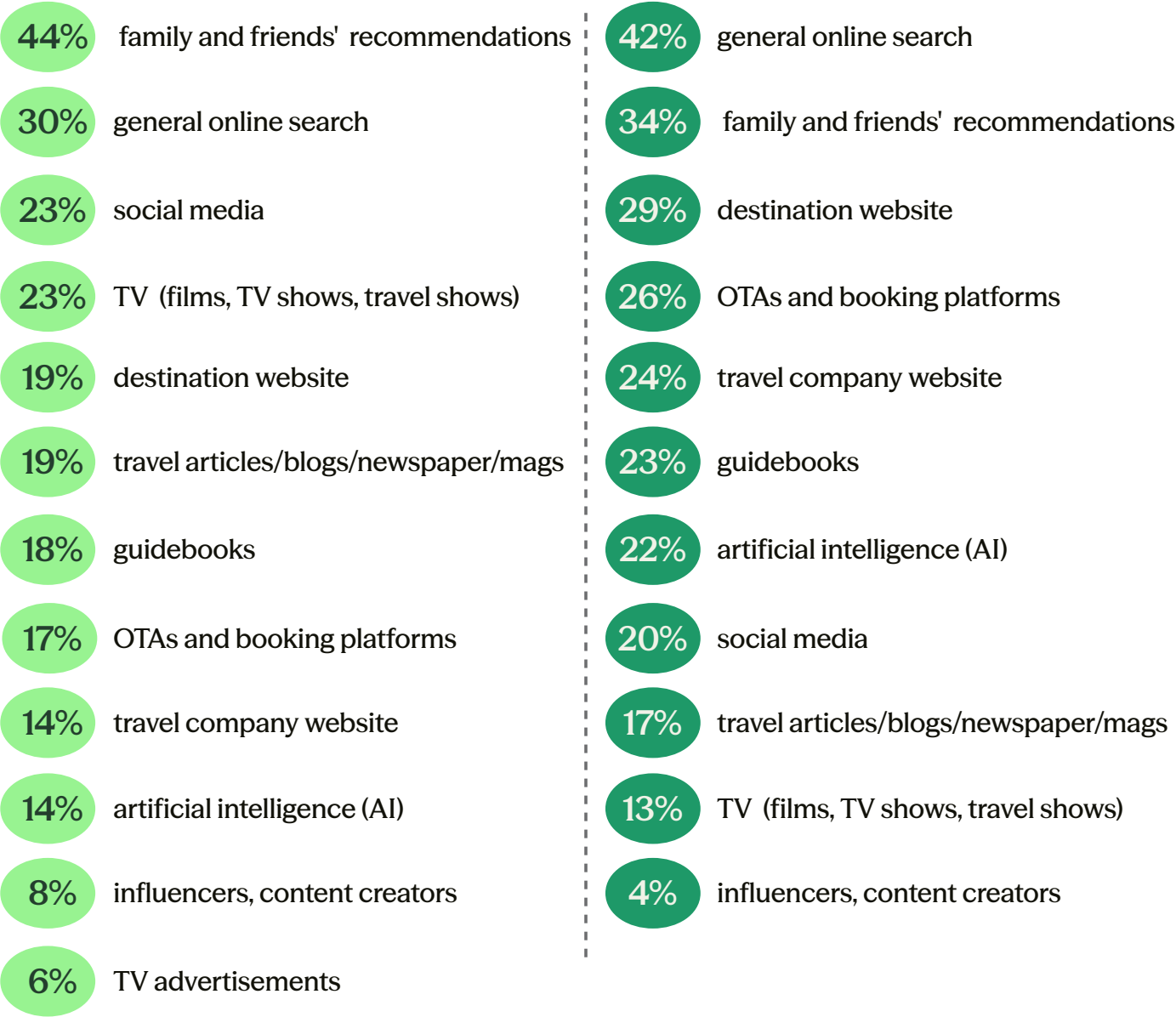
Many holidaymakers (42%) use general online search to plan their trip

DREAMING



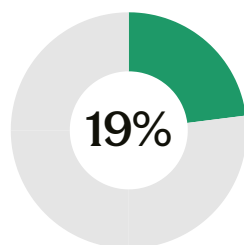
RESEARCH AND PLANNING

BASED ON RESPONDENTS' TOP 3 SOURCES

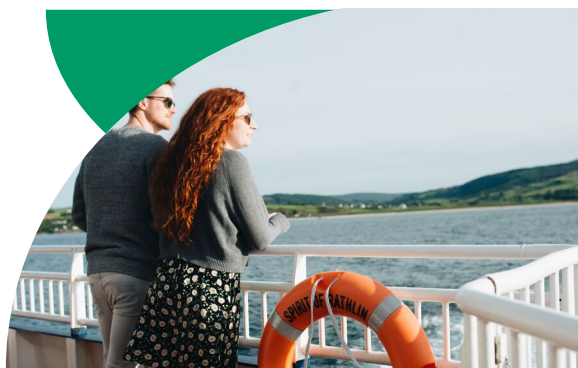
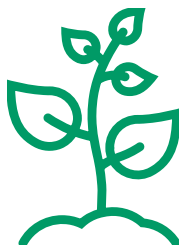


ENRICHMENT EXPLORERS

OUR TARGET SEGMENT



of Swiss
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 obtain the most authentic experience**. Regardless of the chosen 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

1



To feel connected to nature

2



To broaden and stimulate my mind

3



To feel the character of the place and people

4



To appreciate historical/modern architecture

5



To experience the vibrancy of the place and people

6



To experience living like a local

7



To enjoy authentic moments with friendly locals

8



To be transported back in history

9



To discover and explore somewhere new

10



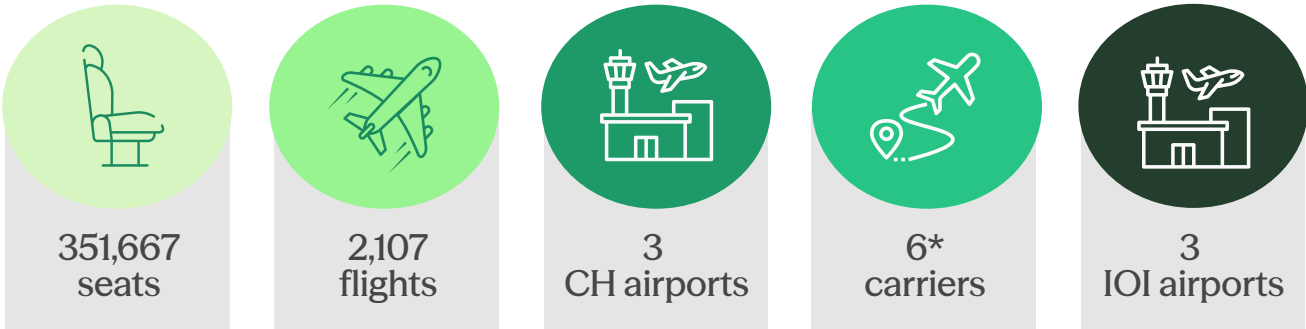
To enjoy the beauty of the landscape

OUTBOUND TOURISTS

In 2025, Switzerland was the world's twenty-third-largest outbound market, with 89% of its outbound trips going to other parts of Europe.

ACCESS BY AIR

In 2025, more than 2,100 flights from 3 gateways in Switzerland provided 351,667 direct one-way air seats to the island of Ireland.



* including Edelweiss

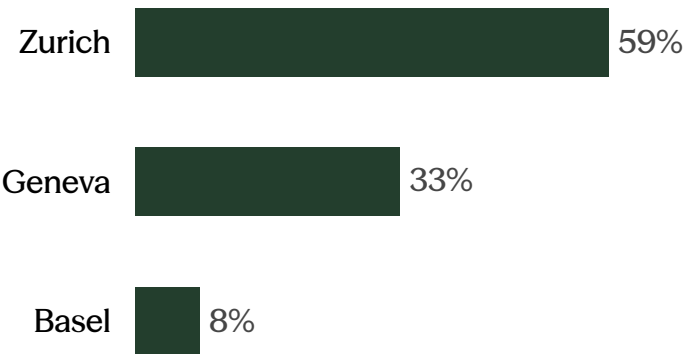
WHERE CAN OUR TOURISTS FLY FROM?

In 2025, Zurich Airport accounted for most seats (59%).

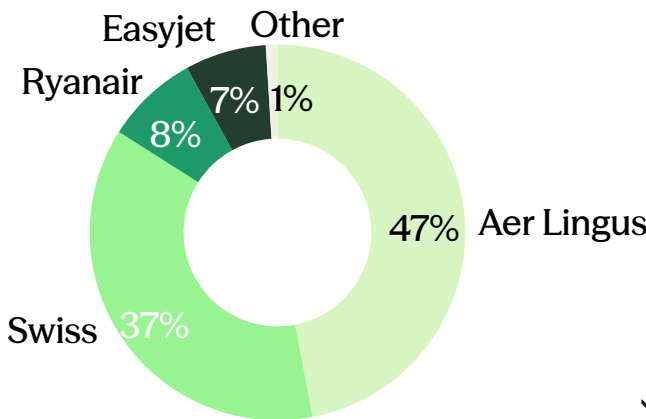
WHO CAN OUR TOURISTS FLY WITH?

Six carriers operated routes between Switzerland and the island of Ireland. Aer Lingus delivered around half (47%) of all seats followed by Swiss (37%). Their combined offering represented 84% of seats.

SHARE OF SEATS BY AIRPORT



SHARE OF SEATS BY CARRIER



Other includes TUI and Edelweiss