



*London, June 27th, 2018*

# Brits are the top tourists visiting Ireland according to new research<sup>1</sup>

[www.europcar.co.uk](http://www.europcar.co.uk)

## **2017 Europcar Ireland Tourism Index reveals:**

- More than one in four (27%) of foreign tourists hailed from UK
- Nearly a quarter (23%) of tourists stayed in Airbnb or private shared accommodation
- Visiting an Irish pub was a holiday-essential for 79% of visitors
- 97% of tourists enjoyed exploring Ireland by car

In its third *Annual Tourism Index*, Europcar Ireland, subsidiary of Europcar Mobility Group, revealed current tourist attitudes and trends. From visiting a traditional Irish pub to exploring the isle by car, the research reveals what makes a trip to Ireland one to remember.

## Visitors from the UK top the chart

The Europcar Ireland research shows that most (27%) foreign tourists who visited Ireland last year came from the UK; Americans made up 13% of tourists and Italians were next at 12%. The majority (59%) of tourists from abroad had visited Ireland previously, but over two-fifths (41%) were making their very first trip to the country. Most visitors (61%) travelled to Ireland to discover what the country has to offer, while over a third (34%) were visiting family and friends or in the country for a family occasion.

## A warm welcome sees growth in Airbnb

The number of tourists staying in shared private accommodation, such as Airbnb, experienced a surge over the last two years - just 7% chose private accommodation in 2015 which rose to almost one in four (23%) tourists in 2017. According to the Europcar Ireland Annual Tourism Index this increased popularity of Airbnb may be attributed to the high-quality accommodation experience reported by tourists.

Almost three-quarters (72%) rated the standard of their Airbnb as excellent or very good, and almost every person (99%) staying in private shared accommodation last year found their hosts to be very welcoming and helpful. 93% of tourists felt their Airbnb was good

<sup>1</sup> The index was conducted among 1,131 respondents between the months of September and October 2017.



value for money, and the vast majority (72%) would prefer an Airbnb to any other type of accommodation in Ireland.

## The Irish pub experience

Ireland's acclaimed pub scene didn't fail to impress tourists in 2017, with nearly all (93%) visiting a pub during their stay. For almost four-fifths of people (79%), visiting an Irish pub was an important part of their experience of Irish culture during their holiday, and almost half (43%) rated the warm welcome and atmosphere of Irish pubs as the best part of the pub scene. Almost a third (28%) of tourists appreciated listening to traditional music in Irish pubs and 18% considered the taste of real Irish Guinness to be the highlight of the pub experience in Ireland.

## Behind the wheel

The survey found that 97% of tourists enjoyed exploring Ireland by car and the freedom it provided. More than three in five (61%) ranked roadside scenery as the biggest benefit of travelling around Ireland by car, while one in five (19%) enjoyed Ireland's small, winding country roads. The research also revealed that the Irish are largely seen as safe drivers according to tourists, with 93% reporting drivers in Ireland to be safer than, or on par with, drivers in their home country.

**-Ends-**

## About Europcar Mobility Group

Europcar Mobility Group is a major player in mobility markets and listed on Euronext Paris.

The mission of Europcar Mobility Group is to be the preferred “Mobility Service Company” by offering alternative attractive solutions to vehicle ownership, with a wide range of mobility-related services: car-rental, vans and trucks rental, chauffeur services, car-sharing and peer-to-peer.

Customers' satisfaction is at the heart of the Group's mission and all of its employees and this commitment fuels the continuous development of new services.

Europcar Mobility Group operates through multi brands meeting every customer specific needs; its 4 major brands being: Europcar® - the European leader in vehicle rental services, Goldcar® - the most important low-cost car-rental company in Europe, InterRent® – ‘mid-tier’ brand focused on leisure and Ubeeqo® – a European company specializing in fleet and mobility solutions for both the business and the end-customers market.

Europcar Mobility Group delivers its mobility solutions worldwide solutions through an extensive network in 133 countries (including 16 wholly owned subsidiaries in Europe, 2 in Australia and New Zealand, franchises and partners).

## Contacts

**For further press information please contact the Europcar UK Press Office:**

Madeleine Roles, Lucy Wright or Wendy Harrison

020 8977 9132 [europcarukteam@harrisonsadler.com](mailto:europcarukteam@harrisonsadler.com)