

CHARACTERISTICS OF TRAVELERS FROM IRELAND TO CALIFORNIA - 2010

Ireland was one of California's smaller overseas markets with approximately 47,000 visitors to California in 2010. Collectively visitors from Ireland spent approximately \$52 million in California.

Irish visitors to California during 2009 reported spending \$90 per day during a 12.2 night average stay or approximately \$1,098 per visitor. The average spending for all overseas visitors to California was about \$1,209 (\$107 per day; 11.3 nights in California).

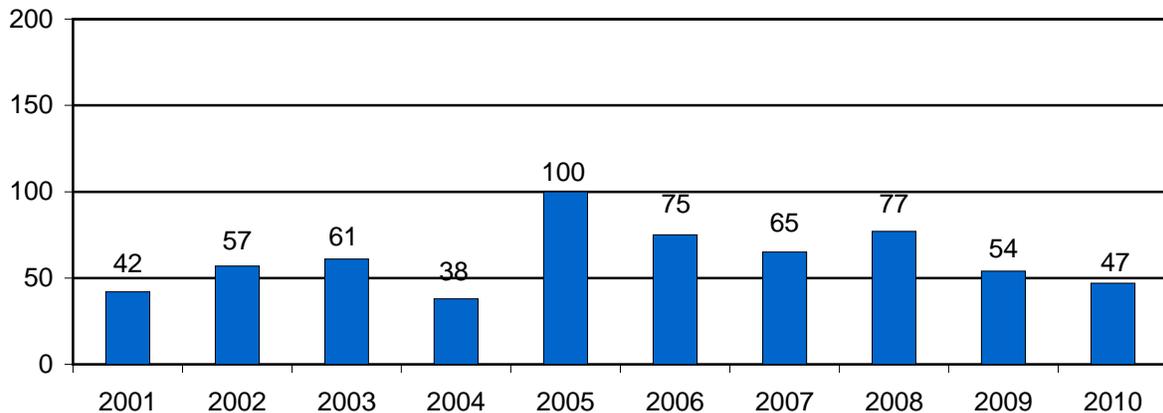
Visitors From Ireland

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
2000	285,697	32.3%	92,000
2001	276,806	15.3%	42,000
2002	259,687	21.8%	57,000
2003	254,320	23.9%	61,000
2004	345,119	11.1%	38,000
2005	383,400	26.2%	100,000
2006	414,423	18.2%	75,000
2007	491,055	13.2%	65,000
2008	531,198	14.5%	77,000
2009	411,203	13.1%	54,000
2010	360,492	13.0%	47,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

Number of Visitors from Ireland to CA, 2001-2010 (in 000s)



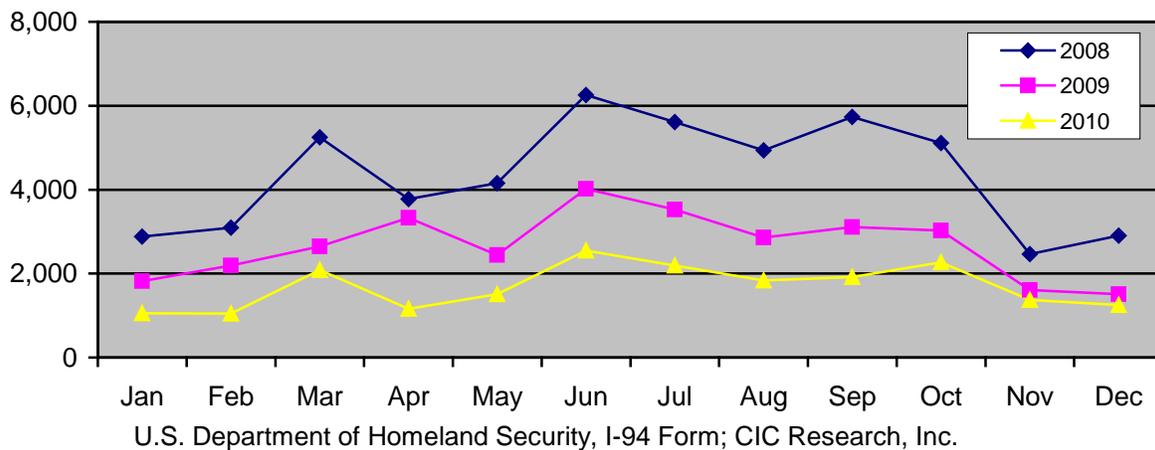
Source: International Trade Administration, Office of Travel and Tourism Industries.

The volume of visitors to California from Ireland has increased and decreased over the past 10 years, reaching a peak in 2005 of 100,000 visitors and a market share of 26.2%. Both California's volume of visitors from Ireland as well as its market share decreased from the previous year to 47,000 visitors and a market share of 13.0%.

Irish Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Ireland to California were lower in 2010 compared with 2008 and 2009. During 2010, Irish resident arrivals at California ports-of-entry peaked in June. The lowest volumes were recorded in January and February.

**Residents of Ireland
Monthly Port of Entry Arrivals to CA
2008-2010**



Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Ireland are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from Ireland are more likely to:

- Travel to California primarily for leisure/recreation/holidays
- Use a personal computer to book their air travel
- Choose an airline based on airfare
- Fly in economy/tourist/coach class
- Travel with friends
- Visit San Francisco as part of their trip
- Go sightseeing in cities, visit historical places, cultural heritage sites, tour the countryside, visit art galleries or museums, casinos/gambling, and go on guided tours
- Use taxis or limousines or city subways/trams/buses for transportation in the U.S.
- Pay in cash for trip expenses
- Work in a professional/technical position

Conversely, visitors from Ireland are less likely to:

- Travel to California for business purposes
- Use a travel agent for booking their air trip
- Fly in executive/business class
- Travel with family or relatives
- Visit Los Angeles as part of their U.S. trip
- Work in a managerial/executive position

Characteristics of Travelers from Ireland to California, 2010

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Ireland (n = 187)	Leisure Visitors from Ireland (n = 142)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	48%	62%	73%
Visit Friends/Relatives	22%	23%	27%
Business/Professional	21%	11%	-
Convention/Conference	5%	3%	-
Other Purpose	5%	1%	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	67%	73%	81%
Visit Friends/Relatives	39%	47%	45%
Business/Professional	24%	18%	5%
Convention/Conference	9%	3%	-
Sources Used to Plan Trip**			
Personal Computer	44%	50%	50%
Travel Agency	40%	35%	41%
Airlines Directly	23%	25%	27%
Friends/Relatives	17%	12%	12%
Travel Guides	10%	9%	10%
Corporate Travel Department	8%	4%	-
Tour Company	5%	8%	11%
State/City Travel Office	4%	1%	1%
Newspapers/Magazines	3%	1%	7%
Advance Planning for Trip			
7 days or less	6%	7%	7%
8 - 30 days	28%	21%	14%
31 - 60 days	20%	26%	27%
61 - 90 days	12%	11%	13%
More than 3 Months	34%	35%	40%
Total	100%	100%	100%
Average Planning Time in Days	98 days	107 days	120 days
Advance Airline Reservations			
7 days or less	12%	9%	9%
8 - 30 days	38%	28%	23%
31 - 60 days	17%	26%	26%
61 - 90 days	10%	10%	11%
91 - 120 days	7%	7%	8%
121 - 180 days	10%	13%	15%
6 Months or More	7%	7%	8%
Total	100%	100%	100%
Average Booking in Days	68 days	77 days	83 days

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

** Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries
"Survey of International Air Travelers."

**Characteristics of Travelers from Ireland to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Ireland (n = 187)	Leisure Visitors from Ireland (n = 142)
Means of Booking Air Trip			
Travel Agent	46%	35%	39%
Personal Computer	26%	46%	43%
Airlines Directly	13%	8%	9%
Corporate Travel Department	8%	4%	-
Tour Operator	4%	1%	2%
Travel Club	1%	4%	6%
Other/Don't Know	2%	3%	2%
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	29%	46%	52%
Schedule	14%	20%	13%
Non-Stop Flight	14%	14%	16%
Mileage Bonus/Frequent Flyer Program	10%	3%	-
Previous Good Experience	9%	3%	4%
Safety Reputation	8%	1%	1%
Airline Loyalty	4%	2%	3%
In-flight Service	4%	4%	4%
Employer policy	3%	1%	-
Other	6%	8%	9%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	84%	96%	97%
Executive/Business	15%	2%	2%
First Class	2%	2%	1%
Total	100%	100%	100%
Use of Package			
Yes	14%	14%	18%
No	86%	86%	82%
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	-	-
8 - 30 days	27%	46%	48%
31 - 60 days	15%	11%	9%
61 - 90 days	10%	-	-
91 - 120 days	11%	12%	13%
121 - 180 days	20%	19%	19%
6 Months or More	14%	12%	12%
Total	100%	100%	100%

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**Characteristics of Travelers from Ireland to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Ireland (n = 187)	Leisure Visitors from Ireland (n = 142)
Travel Companions**			
Traveling Alone	39%	33%	25%
Spouse	27%	35%	44%
Family/Relatives	25%	13%	13%
Friends	11%	21%	26%
Business Associates	8%	4%	-
Tour Group	2%	1%	1%
Average Travel Party Size	1.6	1.6	1.8
Median Travel Party Size	1.0	1.0	2.0
Type of Lodging**			
Hotel / Motel	78%	70%	71%
Private Home	29%	43%	40%
Other	4%	3%	1%
Length of Stay			
Mean Nights in the U.S.	22.8 nights	20.5 nights	19.3 nights
Mean Nights in California	11.3 nights	12.2 nights	10.6 nights
% of California Nights	50%	60%	55%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	27%	18%	23%
Average Trips to the U.S. in Past Year	1.8 trips	1.6 trips	1.4 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	4.2 trips	3.8 trips
Average Number of States Visited	2.1 states	2.1 states	2.2 states
Average Number of Destinations Visited	3.0 dest.	3.2 dest.	3.5 dest.
Places Visited in the U.S.**			
Los Angeles	60%	48%	54%
San Francisco	47%	58%	60%
Las Vegas	29%	32%	42%
New York City	16%	16%	17%
San Diego	14%	17%	20%
Flagstaff	8%	5%	7%
Anaheim-Santa Ana	7%	9%	10%
Grand Canyon	5%	5%	6%
San Jose	5%	5%	3%
DC Metro Area	5%	5%	1%
Yosemite	4%	5%	6%
Chicago	4%	6%	4%
Monterey-Salinas	4%	4%	5%
Miami	4%	-	-
Riverside/San Bernardino	4%	5%	6%
Seattle	3%	-	-
Sacramento	3%	5%	4%

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**Characteristics of Travelers from Ireland to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Ireland (n = 187)	Leisure Visitors from Ireland (n = 142)
Activities Experienced While in the U.S.**			
Shopping	88%	95%	96%
Dining Out	85%	92%	92%
Sightseeing in Cities	57%	71%	80%
Historical Places	47%	67%	72%
Amusement/Theme Parks	40%	49%	54%
National Parks	38%	48%	54%
Visiting Small Towns	38%	42%	50%
Cultural Heritage Sites	31%	48%	53%
Touring Countryside	31%	42%	48%
Art Gallery/Museum	26%	36%	41%
Casinos/Gambling	25%	39%	46%
Guided Tours	23%	43%	51%
Transportation While in the U.S.**			
Rented Auto	41%	30%	32%
Taxi/Limousine	39%	59%	57%
Airlines in U.S.	37%	46%	48%
Company or Private Auto	28%	20%	23%
City Subway/Tram/Bus	25%	42%	46%
Railroad between Cities	12%	15%	16%
Bus between Cities	10%	15%	14%
Motor Home/Camper	2%	1%	1%
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,797	\$3,053	\$3,355
Per Visitor/Trip (U.S.)	\$2,435	\$1,855	\$1,880
Per Visitor Per Day	\$107	\$90	\$98
Per Visitor/Trip (California)	\$1,209	\$1,098	\$1,039
Spending by Category (Per Visitor/Trip)			
Lodging	\$661	\$502	\$533
Food/Beverages	\$514	\$431	\$500
Gifts/Souvenirs	\$421	\$291	\$266
Transportation in the U.S.	\$384	\$305	\$213
Entertainment	\$243	\$243	\$295
Expenses at the Airport	\$34	\$30	\$26
Other	\$179	\$53	\$46
Total Spending Per Visitor/Trip	\$2,435	\$1,855	\$1,880

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**Characteristics of Travelers from Ireland to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Ireland (n = 187)	Leisure Visitors from Ireland (n = 142)
Payment Method for Trip Expenses			
Credit Cards	52%	43%	44%
Cash	39%	49%	49%
Debit Cards	7%	8%	7%
Travelers Checks	1%	1%	1%
Total	100%	100%	100%
Age			
Average Age - Males	43 years	43 years	44 years
Average Age - Females	40 years	38 years	40 years
Occupation			
Professional/Technical	33%	46%	46%
Manager/Executive	29%	13%	11%
Student	10%	9%	6%
Retired	9%	12%	16%
Clerical/Sales	8%	7%	8%
Other	12%	13%	15%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	8%	4%	2%
\$20,000 - \$39,999	13%	17%	17%
\$40,000 - \$59,999	14%	14%	14%
\$60,000 - \$79,999	13%	10%	13%
\$80,000 - \$99,999	11%	10%	8%
\$100,000 - \$119,999	11%	15%	12%
\$120,000 - \$139,999	7%	7%	9%
\$140,000 - \$159,999	6%	7%	8%
\$160,000 - \$179,999	3%	1%	1%
\$180,000 - \$199,999	3%	6%	8%
\$200,000 and over	13%	10%	68
Total	100%	100%	100%
Average Annual Income	\$96,200	\$97,400	\$99,200

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