



8<sup>th</sup> November 2018

## **AIB backs tourism and hospitality sectors at National Tourism Forum's Let's Talk Tourism event in Killarney**

### **Tourism data points include:**

- Men account for 54% of accommodation spend and 58% of bar/restaurant spend while women account for 62% of grocery spend and 73% of clothing spend on an analysis of domestic visitors – ie people spending on AIB debit and credit cards outside the county they live in.
- 42% of non-domestic ATM withdrawal amounts are from UK & Northern Ireland visitors, with Dublin, Donegal, Cork and Louth having highest UK withdrawal amounts - therefore potentially most exposed to Brexit volatility (based on 2018 data to date).
- Average ATM withdrawal per card by US visitor is €285, German visitor is €267, UK visitor is €234.
- Good Friday spending up 45% year on year on an analysis of domestic visitors since pubs were allowed open.

AIB is backing the hospitality and tourism sectors by outlining how anonymous and aggregated data can be utilised to help business customers tailor their offerings. The figures quoted are anonymised and aggregated, and are compiled from AIB credit and debit cards, AIB ATM data, and AIB Merchant Services\* card acquiring data. AIB is showcasing the data, collected by AIB and AIB Merchant Services, to the tourism and hospitality sectors at the National Tourism Forum's Let's Talk Tourism event in Killarney this Friday.

David McCarthy, Head of Hospitality & Tourism at AIB Bank, said *"AIB is the largest lender to the hospitality sector in Ireland. We continue to utilise anonymised and aggregated data to create statistics which inform our customers and stakeholders on trends in the hospitality & tourism sectors. The data we have collected allows our customers, stakeholders and industry bodies to make judgements based on sound and informative information. It allows us all to competently plan for the future in an informed manner. I am really looking forward to sharing insights with our customers at the National Tourism Forum's Let's Talk Tourism event."*

Michael Lennon, President of the Irish Hotels Federation (IHF) and General Manager of Westport Woods Hotel commented *"Data provided from the likes of AIB is a powerful tool in helping the hospitality sector make sound, informed decisions. As a hotelier, we use data every day for revenue yield management and to inform strategic decision makers within the business. For Ireland to continue to compete internationally for tourism business and maintain such a high standard of hospitality offering it is absolutely necessary that we all embrace data and utilise it to its fullest potential."*

Some of the anonymised and aggregated findings include:

### **Demographic Analysis**

- AIB's data tells us that men spend more than women in the accommodation and bars/restaurants sectors, accounting for 54% of accommodation spend and 58% of bars/restaurant spend (domestic visitors only).

- 62% of all spending in groceries is carried out by women and 73% of all spending in clothing sectors is by women (domestic visitors only).

#### **Non-domestic visitor spending analysis:**

- AIB's ATM data shows that 42% of the non-domestic ATM withdrawal value amounts are from UK (including Northern Ireland) visitors; 25% of these withdrawal amounts occur in Dublin, followed by 16% in Donegal, 10% in Cork and 5% in Louth.
- US visitors make 38% of their ATM withdrawal value amounts in Dublin, 13% in Kerry 11% in Cork and 10% in Galway. German visitors make 42% of their withdrawal value amounts in Dublin, 13% in Cork, 13% in Kerry and 10% in Galway.
- The US accounts for 19% of all non-domestic visitor ATM withdrawals and Germany comes next at 4%. The average withdrawal at an ATM by a UK visitor is €234 per card versus €285 for US visitors and €267 for German visitors.
- August is the most popular month for UK and German visitors to Ireland, July is the most popular month for US visitors.

#### **Macro impacts:**

- When pubs opened on Good Friday 2018, overall card spending by domestic visitors increased by 43% compared to Good Friday 2017, when pubs weren't open.
- Card spending dropped by 68% on Monday 16<sup>th</sup> October 2017 compared to the previous Monday. This is the impact Storm Ophelia had on the country and illustrates how as extreme weather is impacting our country, businesses need to budget for such events and perhaps plan for impact based on storm forecasts.
- When the Beast from the East hit the country this year (1<sup>st</sup>-3<sup>rd</sup> March), card spending by domestic visitors dropped by 69% on the Thursday, 84% on the Friday and 53% on the Saturday.

#### **Irish travelling abroad:**

- Irish people holidaying abroad can also be seen as potential customers for Irish hospitality providers. It is interesting, therefore, to look at where Irish people are going. Our data tells us that the UK is the most popular destination with 29% of all foreign trip spending occurring here. Spain is in second place with 16% of the total Irish foreign spend, followed by USA at 10%.
- December is the most popular time for Irish people travelling to the UK (including Northern Ireland), July is the most popular time for Irish holidaying in USA, and July is the most popular time for Irish holidaying in Spain.
- The average daily amount spent on an Irish Visa Debit card in UK is €79, €152 for USA and €121 for Spain.

#### **ENDS**

*\*AIB Merchant Services is one of Ireland's largest providers of payment solutions, with extensive operations in Ireland and Britain, and with card processing capabilities throughout continental Europe.*

*AIB is the number one provider of personal main current accounts in Ireland.*

**Further details:** Paddy McDonnell, AIB Media Relations, 01 641 2869 / 087 739 0743