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**Julianne O'Leary**

Commercial Advisor, U.S. Commercial Service  
U.S. Embassy Dublin, Ireland



[Julianne.OLeary@trade.gov](mailto:Julianne.OLeary@trade.gov)



# Overview

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- Ireland and the U.K
- The Irish Economy & U.S. Relations
- Irish to U.S. Travel Market
- Tips for welcoming the Irish visitor to New England
- Resources

## Ireland & The U.K



### Ireland



### United Kingdom



- European Union (EU): 27 member countries – inc. Ireland
- United Kingdom (UK) left the EU on 31 December 2020

# The Irish Economy & U.S. Relations

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- Population of 5 million
- Capital City – Dublin
- Main international airports - Dublin, Cork, Shannon, Knock and Belfast
- Fastest growing economy in the EU.
- Only English-Speaking country in the EU
- Youngest EU population – 33% under 25
- 31.5 million Americans claim Irish heritage
- Facebook, Google, Twitter have their EU headquarters in Ireland.
- Irish exports to U.S. accounts for 31.8% of total Irish exports
- 700+ Irish firms in the U.S. & 900+ U.S. firms in Ireland



## Irish to U.S. Travel Market

### Irish Visitors to the U.S. - 2019

September	45, 928
October	53, 908
<b>Total for 2019</b>	<b>520, 692</b>

### Irish Visitors to the U.S. - 2021

September	1,521	↓
October	1,902	↓
<b>Total for 2021</b>	<b>49,399</b>	↓

### Irish Visitors to the U.S. - 2022

September	38, 919	↑
October	46, 463	↑
<b>Jan. – Oct. 2022</b>	<b>328, 540</b>	↑

- Travel and tourism sector worth over \$9 billion to the Irish economy
- COVID-19 - Restrictions removed in Ireland
- Irish visitation to the U.S. is increasing
- Ireland ranks 16<sup>th</sup> globally for visitors to the U.S.
- Per capita, Ireland send more visitors to the U.S. – 11% of population
- Focus age groups; 25-34yrs old and 45-54yrs old
- Top U.S. destinations for Irish visitors are New York, Boston, New Jersey, Chicago and Orlando.
- Key travel agents include American Holidays, Tour America & Platinum Travel.
- U.S. Preclearance in Dublin and Shannon Airports



## Tips for welcoming the Irish visitor to New England

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- Awareness of Covid restrictions prior to arrival
- Driving
- Liquor laws
- Sales Tax
- Tipping
- Tea – cold milk!
- Friendliness





## Resources

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- [Visit USA Ireland](#) – Members include Destinations, Airlines, Tour Operators, Tourist Boards, Travel Agents, Car Hire, Hotel Groups, Cruise Lines, Shopping Outlets and Attractions.
- Destination Marketing Organizations (DMOs) – Typically based in the U.K.
- [Brand USA](#) – U.K and European team based in the U.K
- [IPW](#) – 20+ Irish buyers and Media

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## Contact



### **Embassy of the United States of America**

42 Elgin Rd, Dublin 4, D04 TP03

U.S. Ambassador to Ireland - Claire D. Cronin

<https://ie.usembassy.gov/>



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