



Regional Origin-Destination Matrices –

An Irish Case Study

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Reactions to central paper

Importance of regions

Ranking

Inter-regional attractions index

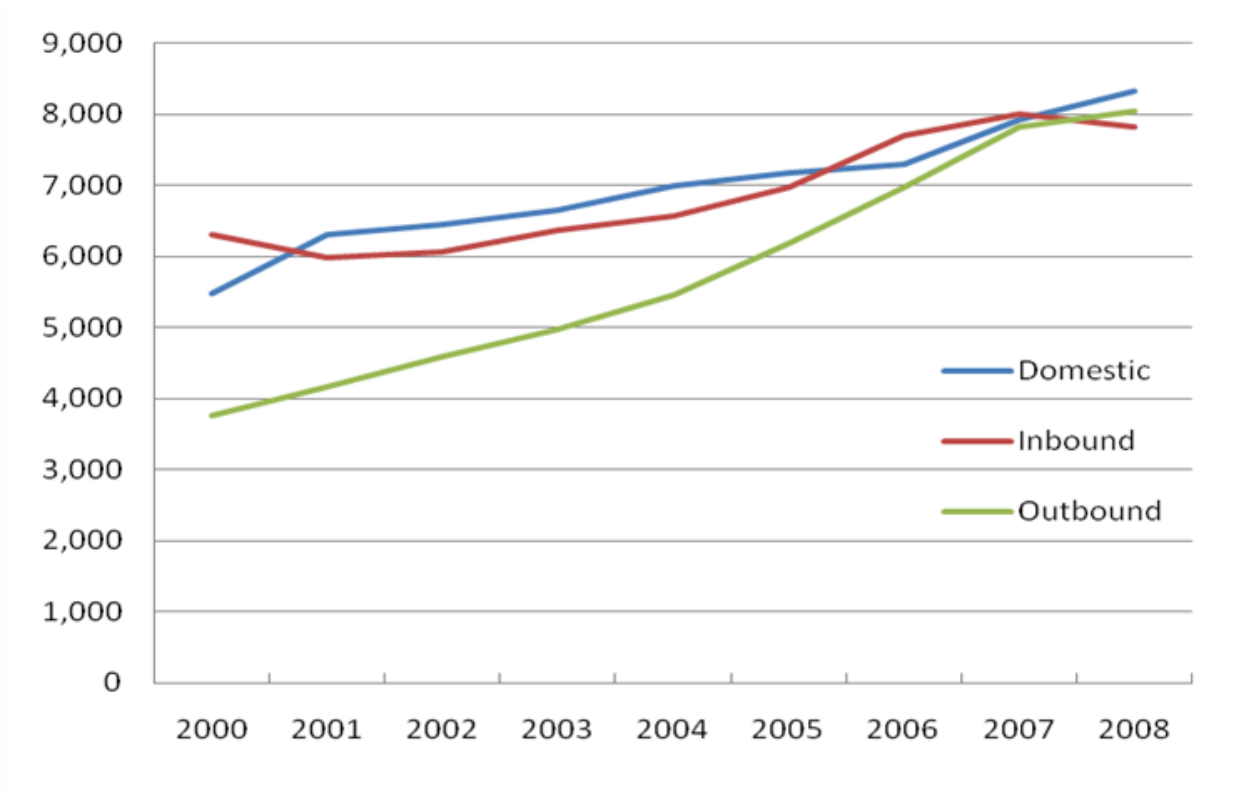
Analysis of net flows

PPPs



Domestic Tourism – in Context

Domestic, Inbound & Outbound Trips, 2000 - 2008

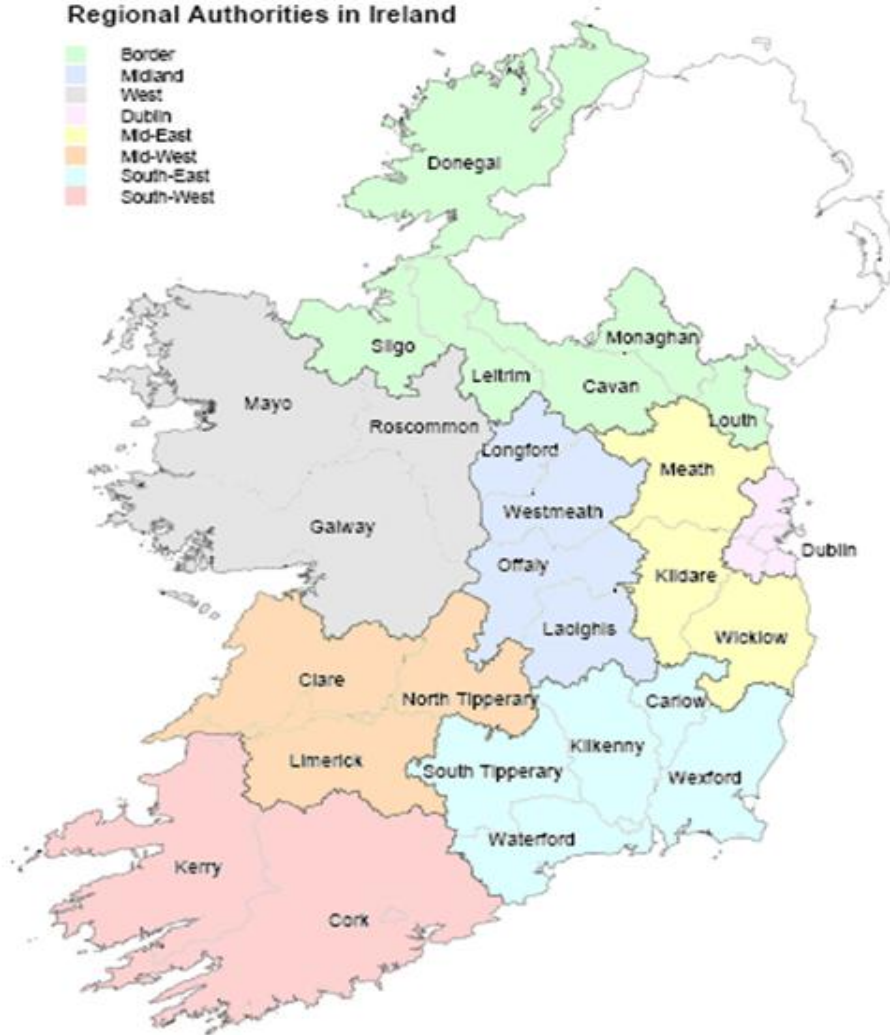




NUTS 3 Regions

Regional Authorities in Ireland

- Border
- Midland
- West
- Dublin
- Mid-East
- Mid-West
- South-East
- South-West





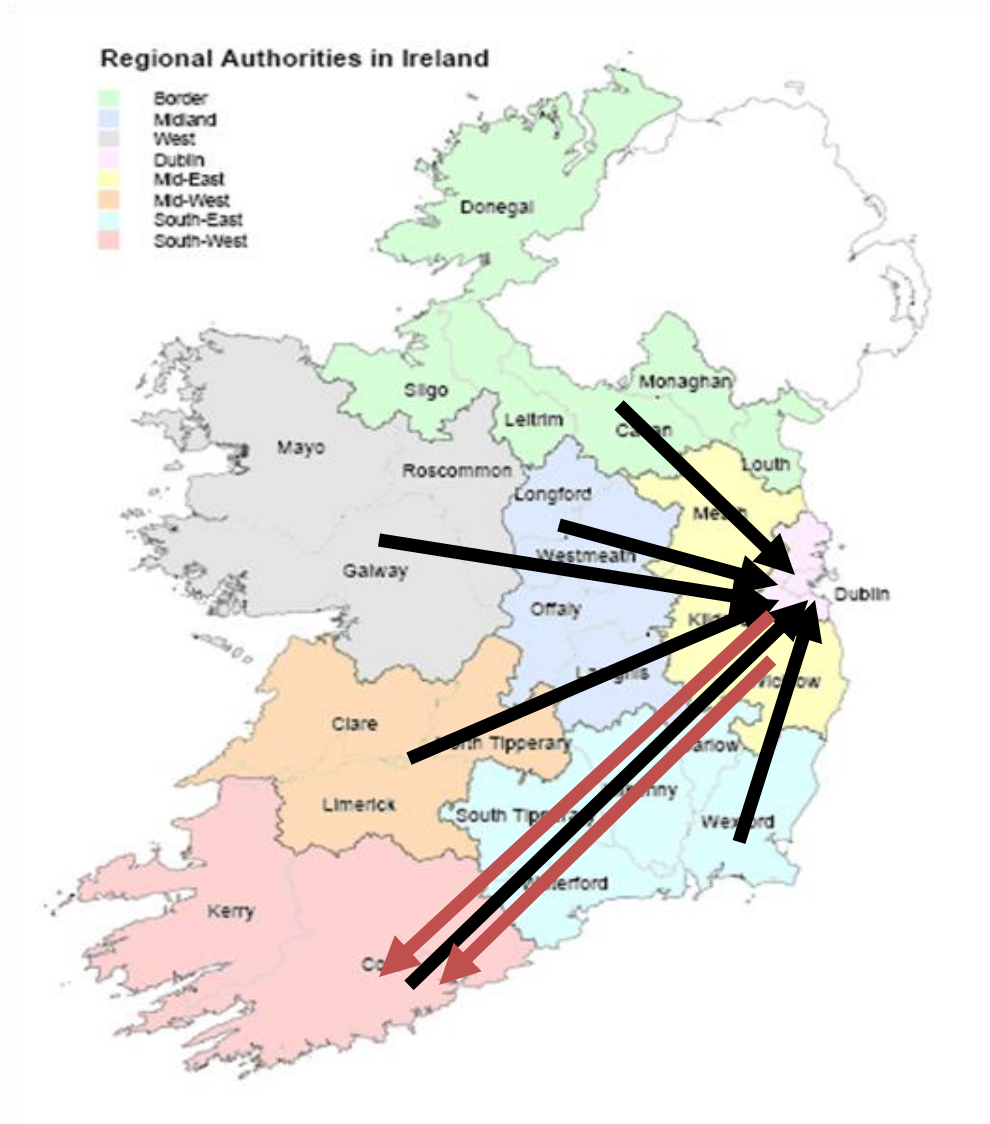
Business Trips

Origin – Destination

31% into Dublin

37% into GDA

18% into South-West

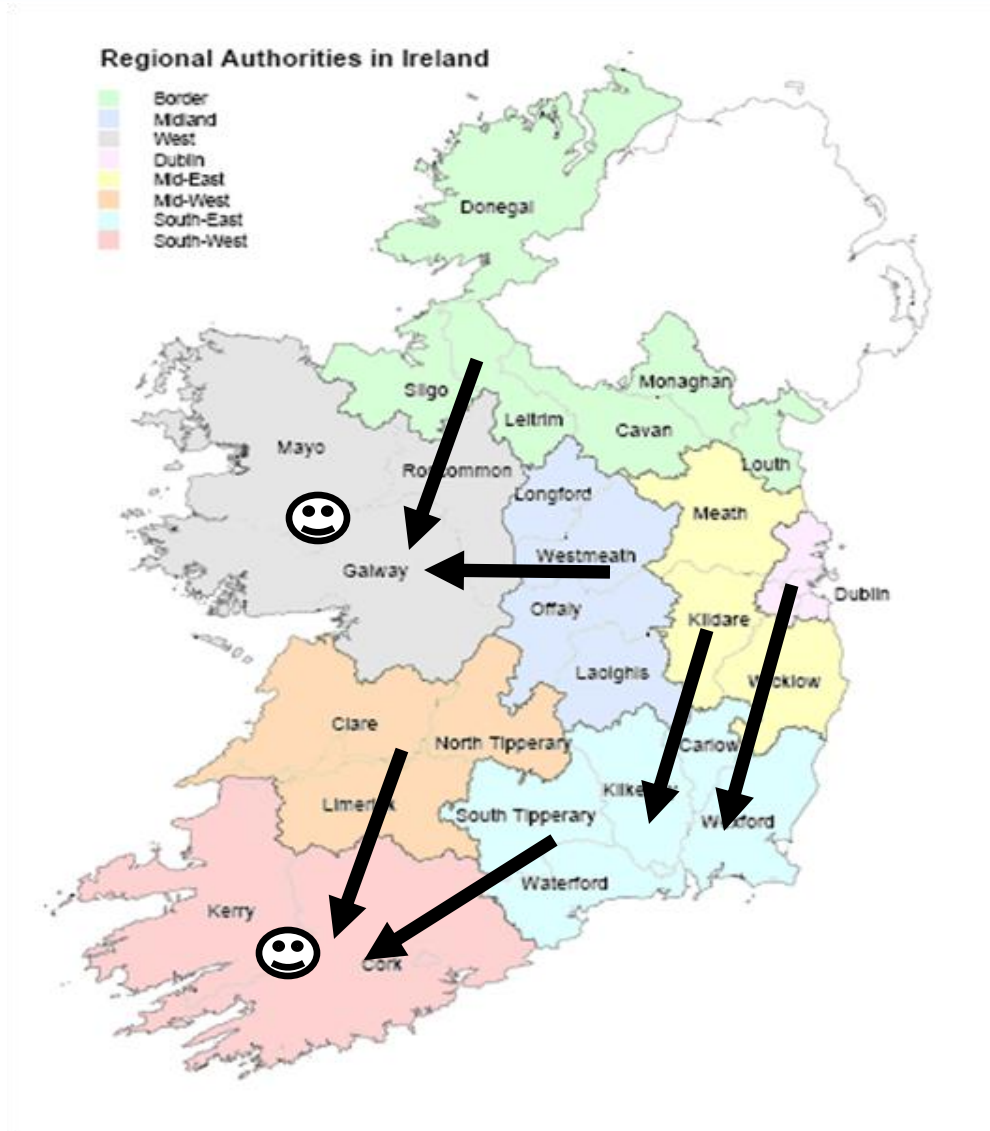




Holiday Trips

Origin – Destination

26% into South-West
19% into South-East
17% into West



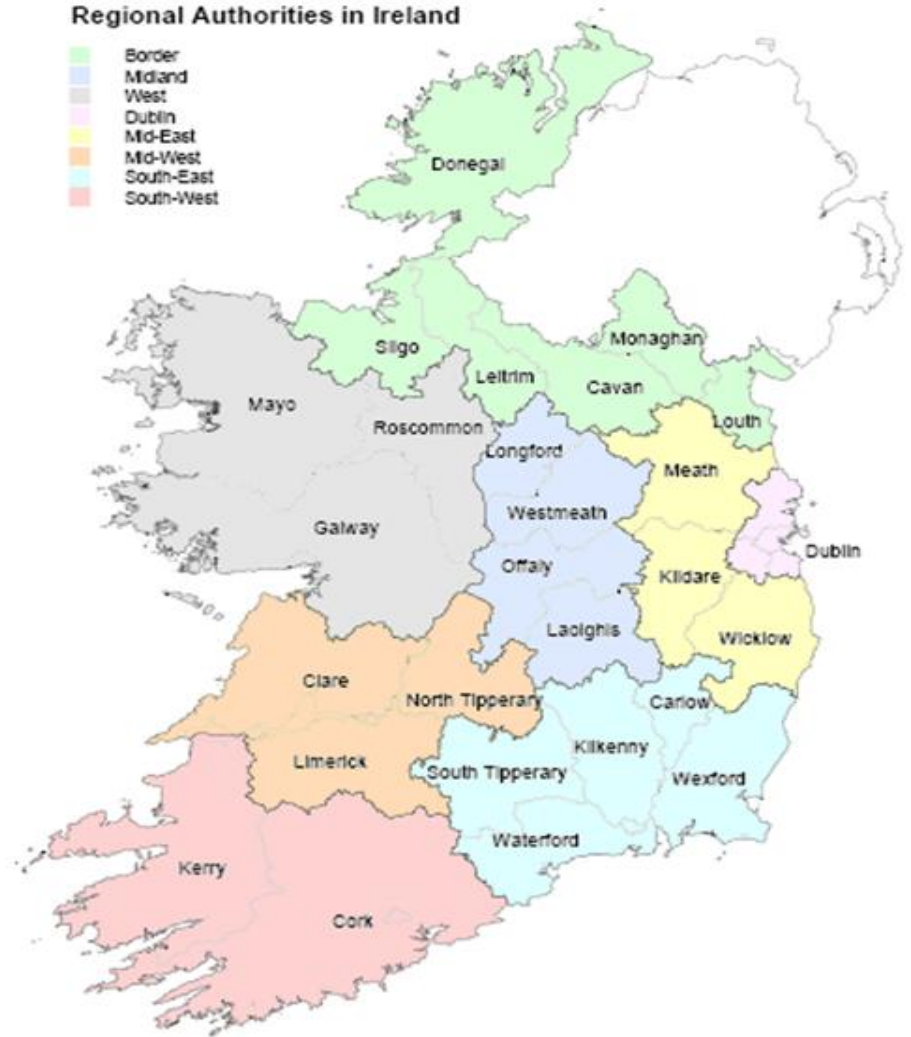
Holiday Trips - Winners & Losers

Region	Ranking	Outbound 000's	Inbound 000's	Absolute Difference 000's	% Difference
West	1	342	731	389	114
South-East	2	427	843	416	97
South-West	3	681	1,145	464	68
Border	4	357	497	140	39
Mid-West	5	356	386	30	8
Midland	6	229	125	-104	-45
Mid-East	7	506	239	-267	-53
Dublin	8	1497	433	-1064	-71

Region	Ranking	Outbound € million	Inbound € million	Absolute Difference € million	% Difference
West	1	71	183	113	159
South-East	2	95	201	106	111
South-West	3	145	294	148	102
Border	4	80	106	26	32
Mid-West	5	73	76	3	4
Mid-East	6	125	61	-64	-51
Midland	7	53	24	-29	-55
Dublin	8	386	83	-303	-79

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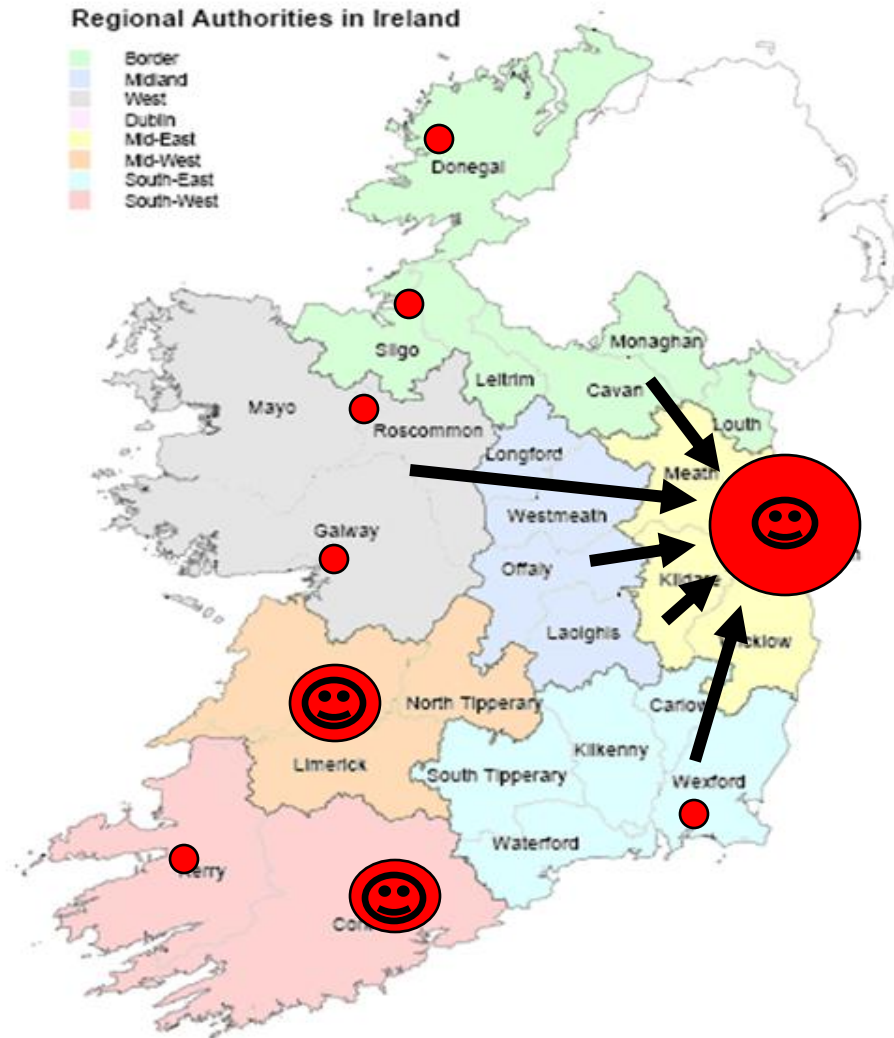


Outbound Trips

Origin – Port

66% to Dublin airport
 10% to Cork airport
 9% to Shannon
 3% to other 6 airports
 2% to NI airports

5% to sea ports
 5% visiting NI





Conclusions & recommendations

O-D matrices give fuller picture

Cities exert a gravitational pull but still may be net losers

Regional travel patterns differ by purpose

Distance matters

Regional airports must hit a critical mass

Day Visits could have significant impact

Visualisation

Links with Transport NTS and other sources