

Ireland

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Travel & Tourism Competitiveness Index 2017 edition



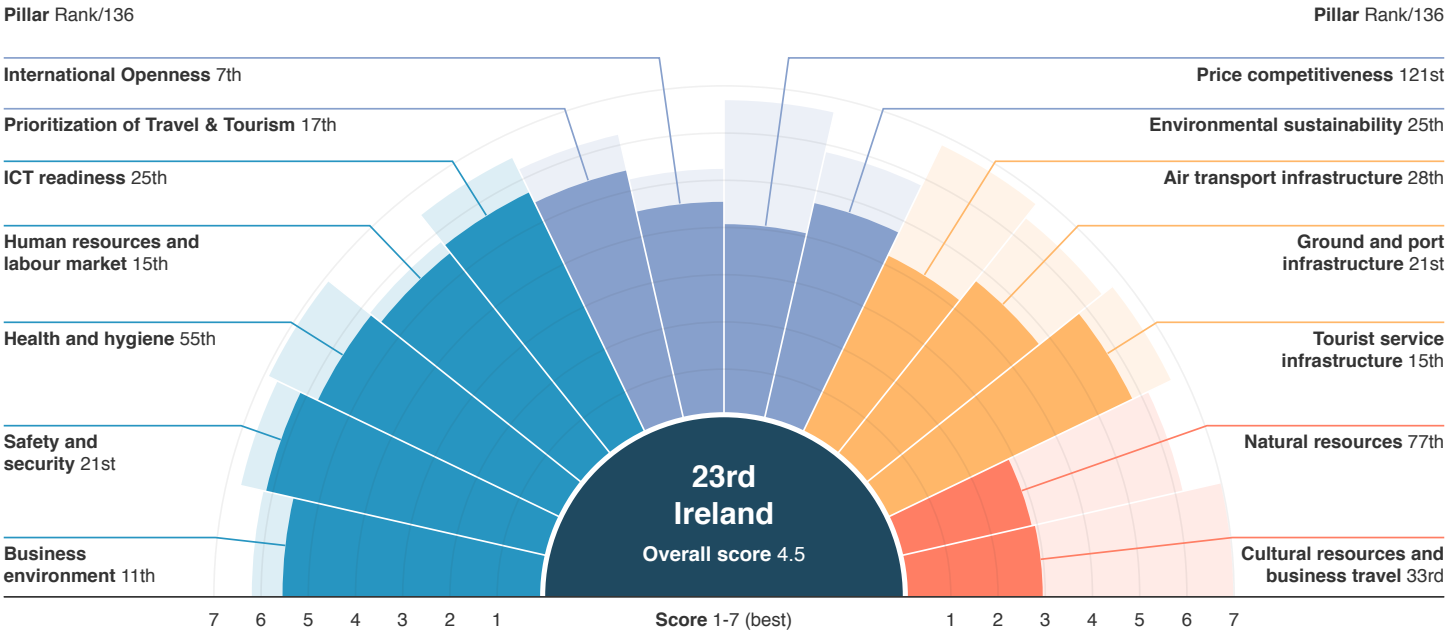
Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

International tourist arrivals	9,528,000	T&T industry GDP	US \$5,006.1 million
International tourism inbound receipts	US \$4,793.0 million	% of total	2.2%
Average receipts per arrival	US \$503.0	T&T industry employment	43,507 jobs
		% of total	2.2%

Performance Overview

Key Score — Highest score



Past performance

Travel & Tourism Competitiveness Edition	2015	2017
Rank	19 / 141	23 / 136
Score	4.5	4.5

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## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
<b>Business environment</b>	11	5.5	<b>International Openness</b>	7	4.5
Property rights	8	6.2	Visa requirements 0–100 (best)	105	23.0
Business impact of rules on FDI	1	6.4	Openness of bilateral Air Service Agreements 0–38 (best)	16	18.7
Efficiency of legal framework in settling disputes	30	4.7	Number of regional trade agreements in force number	1	53.0
Efficiency of legal framework in challenging regs	16	4.9	<b>Price competitiveness</b>	121	4.0
Time required to deal with construction permits days	71	150	Ticket taxes and airport charges 0–100 (best)	39	82.0
Cost to deal with construction permits % construction cost	107	5.4	Hotel price index US\$	67	134.7
Extent of market dominance	20	4.6	Purchasing power parity PPP \$	122	0.9
Time to start a business days	22	5.0	Fuel price levels US\$ cents/litre	130	184.0
Cost to start a business % GNI per capita	4	0.2	<b>Environmental sustainability</b>	25	4.7
Effect of taxation on incentives to work	84	3.7	Stringency of environmental regulations	26	5.2
Effect of taxation on incentives to invest	16	4.7	Enforcement of environmental regulations	23	5.1
Total tax rate % profits	26	26.0	Sustainability of travel and tourism industry development	12	5.3
<b>Safety and security</b>	21	6.1	Particulate matter (2.5) concentration µg/m3	13	3.5
Business costs of crime and violence	42	5.2	Environmental treaty ratification 0–27 (best)	15	27
Reliability of police services	19	6.1	Baseline water stress 5–0 (best)	65	1.7
Business costs of terrorism	16	6.1	Threatened species % total species	55	5.3
Index of terrorism incidence	101	6.3	Forest cover change % change	107	0.1
Homicide rate /100,000 pop.	32	1.1	Wastewater treatment %	41	51.1
<b>Health and hygiene</b>	55	5.7	Costal shelf fishing pressure tonnes/km2	67	0.2
Physician density /1,000 pop	43	2.7	<b>Air transport infrastructure</b>	28	4.2
Access to improved sanitation % pop.	68	90.5	Quality of air transport infrastructure	25	5.6
Access to improved drinking water % pop.	61	97.9	Available seat kilometres, domestic millions	85	0.7
Hospital beds /10,000 pop.	57	29.0	Available seat kilometres, international millions	38	536.2
HIV prevalence % adult pop.	60	0.3	Aircraft departures /1,000 pop.	1	147.1
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	28	2.4
<b>Human resources and labour market</b>	15	5.5	Number of operating airlines Number	49	44.0
Primary education enrollment rate net %	68	94.7	<b>Ground and port infrastructure</b>	21	4.7
Secondary education enrollment rate gross %	10	127.2	Quality of roads	32	5.0
Extent of staff training	23	4.8	Road density % total territorial area	25	-
Degree of customer orientation	21	5.5	Paved road density % total territorial area	19	-
Hiring and firing practices	14	4.8	Quality of railroad infrastructure	35	4.0
Ease of finding skilled employees	4	5.5	Railroad density km of roads/land area	30	2.7
Ease of hiring foreign labour	13	4.9	Quality of port infrastructure	26	5.2
Pay and productivity	7	5.3	Ground transport efficiency	33	4.5
Female participation in the labor force ratio to men	67	0.81	<b>Tourist service infrastructure</b>	15	5.8
<b>ICT readiness</b>	25	5.7	Hotel rooms number/100 pop.	17	1.4
ICT use for biz-to-biz transactions	21	5.7	Quality of tourism infrastructure	27	5.6
Internet use for biz-to-consumer transactions	30	5.3	Presence of major car rental companies	1	7
Internet users % pop.	27	80.1	Automated teller machines number/thousand adult pop.	25	84.8
Fixed-broadband Internet subscriptions /100 pop.	27	27.7	<b>Natural resources</b>	77	2.8
Mobile-cellular telephone subscriptions /100 pop.	93	103.7	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	21	95.0	Total known species number of species	127	266
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	81	14.4
Quality of electricity supply	18	6.5	Natural tourism digital demand 0–100 (best)	40	29
<b>Prioritization of Travel &amp; Tourism</b>	17	5.4	Attractiveness of natural assets	25	5.9
Government prioritization of travel and tourism industry	7	6.3	<b>Cultural resources and business travel</b>	33	2.9
T&T government expenditure % government budget	49	4.1	Number of World Heritage cultural sites number of sites	75	2
Effectiveness of marketing and branding to attract tourists	3	6.2	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	66	66	Sports stadiums number of large stadiums	21	21.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	28	20.0	Number of international association meetings 3-year average	33	132.0
Country brand strategy rating 1–10 (best)	56	77.2	Cultural and entertainment tourism digital demand 0–100 (best)	25	27

\* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at <http://wef.ch/ttcr>