



The importance of the US to the Republic of Ireland's economy

US firms in Ireland

USA is the single biggest source of FDI in Ireland and accounts for over 70% of inward investment employment



The stock of US investment in Ireland is \$204bn

Some of the US companies that have invested in Ireland



€3.25bn spent by N. American visitors to Ireland in 2013



There were 1.158 million trips to Ireland from US & Canadian visitors in 2013



US & Canadian trips to Ireland have grown further so far this year, +6% y/y in Q1 2014



US & Canadian visitors account for over 25% of all overseas visitor spend

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US investment in Northern Ireland

US firms in NI

USA is NI's single biggest destination for Foreign Direct Investment in terms of jobs, with almost 23,000 people employed here by 185 US-owned firms

Source: DFP's Inter-Departmental Business Register



Retail



Over 6,000 people in NI are employed in US-owned retail firms, including Walmart-owned ASDA

Electronic components



1 in 5 computer drives has a part created in NI due to Seagate's presence in the North West

Production



Over 5,300 people in NI are employed in US-owned production firms, including Caterpillar



Quarrying & Screening



40% of the world's mobile stone crushing and gravel screening equipment is made in NI e.g. by Terex

Software & Tech



Belfast is Europe's leading destination city for software development and technical support investment, with firms such as CME

Financial services tech



10% of the Global FX market flows through Belfast every day due to the presence of firms such as Citi

Source: Invest NI

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Northern Ireland and the USA: Trade and Tourism

Visitors



There were an estimated 132,000 visitors to NI from the US in 2013, 25% of visitors from outside GB & ROI

Visitor spend



US visitors spent £52m in NI in 2013, more than twice per visitor what each Scottish visitor spent

Nights spent



The average US visitor spent 6 nights in Northern Ireland, compared to 3 for ROI visitors and 5 for GB

NI firms exported £575m worth of goods to the US in 2013



The USA is NI's largest export market after the Republic of Ireland, but total trade with China, including imports, is higher

Comparison



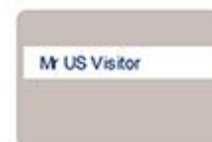
The number of US visitors to NI in 2013 exceeded the number from Germany, France, Italy and the Netherlands combined

Holiday



Almost two-thirds of US visitors came to NI to holiday, compared to 17% of GB visitors and 50% of German visitors

Value



In expenditure terms, a US visitor is worth three times to Northern Ireland the value of a visitor from the Republic of Ireland

Source: NISRA Tourism Statistics Bulletin

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