

Activity Product Usage among Overseas Visitors in 2009¹

Angling

An estimated 128,000 overseas visitors engaged in angling while in Ireland in 2009, and spent an estimated €124 million.

Hiking/Cross-Country Walking

Over 800,000 overseas visitors claimed to have gone hiking/cross-country walking in 2009. Holidaymakers who stated that walking was an important factor in their choice of Ireland as a holiday destination number 351,000 and they spent an estimated €271 million while in Ireland in 2009.

Cycling

113,000 overseas visitors engaged in cycling while in Ireland in 2009, and accounted for €119 million of overseas visitor spend.

Golf

The level of participation in golf by overseas visitors amounted to 140,000. Overseas golfers spent an estimated €143 million in Ireland.

Equestrian

An estimated 46,000 overseas visitors engaged in some form of equestrian pursuit in 2009 and spent an estimated €38 million while in Ireland.

Summary of Overseas Visitors Engaging in Activities in 2009

	Overseas Participants (000s)	Spend in Ireland (€mn)	Activity Important in Choice of Ireland ²	
			Overseas Holidaymakers (000s)	Spend in Ireland (€mn)
Hiking/Cross Country Walking	818	648	351	271
Golf	140	143	70	76
Angling	128	124	56	50
Cycling	113	119	41	38
Equestrian	46	38	14	16

Overseas Visitors	Angling	Hiking/Cross Country Walking	Cycling	Golf	Equestrian
Nos. Engaging (000s)	128	818	113	140	46
Share by Market (%)					
Britain	44	28	14	37	30
M. Europe	46	46	62	26	46
<i>France</i>	8	11	16	7	11
<i>Germany</i>	16	11	12	8	7
<i>Italy</i>	2	6	10	1	4
N. America	5	22	15	31	17
Other Long Haul	4	5	9	5	9

- means less than 0.5%
- Source: Survey of Overseas Travellers 2009

Last revised 21st May 2012

¹ The Central Statistics Office published revised Overseas Tourism and Travel Data for 2009 on 30th April 2012, following a change in methodology (for further information please refer to www.cso.ie) As a consequence, Fáilte Ireland estimates have also been revised. Data from 2009 onwards is not comparable with previous years.

² A new methodology was employed to calculate spend by overseas visitors engaging in activities in 2009, therefore 2009 data is not comparable with previous years