

Activity product usage among overseas visitors in 2013

July 2014

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Activity product usage among overseas visitors in 2013

Table 1 – Overseas visitors engaging in activities

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Nos. engaging (000s)	127	241	99	204	742
Expenditure (€m)	100	232	97	217	650

Table 2 – Market distribution of overseas visitors (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Britain	39	18	30	42	22
Mainland Europe	51	64	39	27	55
<i>France</i>	12	13	8	6	12
<i>Germany</i>	18	13	10	6	16
North America	8	9	26	24	18
Other long haul	2	9	4	7	5

Activity product usage among overseas holidaymakers in 2013

Table 3 – Market distribution of overseas holidaymakers

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Nos. engaging (000s)	87	141	58	125	558

Table 4 - Market distribution of overseas holidaymakers (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Britain	34	14	19	38	20
Mainland Europe	59	68	44	28	58
<i>France</i>	14	14	7	6	13
<i>Germany</i>	24	17	12	7	18
North America	7	10	37	29	18
Other long haul	-	8	-	5	4

Profile of overseas visitors by activity in 2013

Table 5 – Purpose of visit (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Holiday	56	39	45	44	55
Business	3	8	7	11	4
Visiting friends/relatives	37	33	37	38	32
Other	3	20	11	7	9

Table 6 – Route of entry (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Air from Britain	20	17	21	31	22
Air from Mainland Europe	33	61	47	28	46
Transatlantic air	7	9	21	22	16
Sea from Britain	31	7	8	17	12
Sea from Mainland Europe	9	5	3	2	5

Table 7 - Length of stay (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
1-3 nights	6	11	10	19	12
4-5 nights	15	9	15	19	17
6-8 nights	33	25	27	23	30
9-14 nights	26	21	26	28	24
15+ nights	20	33	22	12	17
<i>Average length of stay</i>	<i>14.5</i>	<i>32.3</i>	<i>17.6</i>	<i>13.0</i>	<i>16.1</i>

Table 8 – Experience of Ireland (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Irish born	14	8	16	19	9
On first visit	24	52	40	28	47
Repeat	62	40	45	53	44

Table 9 – Social class (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Managerial/professional (AB)	33	32	43	43	38
White collar (C1)	45	52	47	45	51
Skilled worker (C2)	17	11	8	10	9
Unskilled worker (DE)	6	5	2	2	3

Table 10 – Party composition (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Travelling alone	38	62	51	48	43
Couple	34	18	22	31	32
Family	17	10	14	10	13
Other adult party	11	10	13	11	12

Table 11 – Respondent age (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
16-24 years	14	35	32	13	22
25-34 years	17	25	24	20	27
35-44 years	16	16	13	19	17
45-54 years	20	14	16	20	16
55-64 years	21	7	11	17	13
65+ years	13	4	4	11	6

Table 12 – Use of car (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Car brought	36	9	8	17	13
Car hired	25	21	37	31	34
Car not used	39	70	56	52	53

Table 13 – Regions visited (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Dublin	21	58	42	48	51
East & Midlands	14	11	20	18	12
South-East	10	13	11	10	15
South-West	38	38	41	36	51
Shannon	13	15	16	20	18
West	28	34	32	17	30
North-West	16	10	8	8	8

Table 14 – Nights by region (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Dublin	22	51	28	41	41
East & Midlands	9	7	13	13	7
South-East	5	5	5	4	5
South-West	27	14	16	25	25
Shannon	6	6	5	7	7
West	20	14	21	6	12
North-West	12	4	11	5	4

Table 15 – Accommodation nights (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Hotels	4	4	12	21	9
Guesthouses/B&Bs	11	6	7	7	12
Caravan/camping	3	1	1	-	2
Rented	29	44	18	13	31
Friends/relatives	36	18	22	31	20
Hostels	1	7	5	2	6
Other	16	20	36	27	20

Table 16 – Breakdown of spend (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Bed and board	20	27	26	37	25
Other food and drink	27	31	33	25	29
Sightseeing/entertainment	8	9	9	13	11
Internal transport	21	11	11	7	17
Shopping	9	17	14	13	14
Miscellaneous	15	5	5	5	4

Profile of overseas holidaymakers by activity in 2013

Table 17 – Route of entry (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Air from Britain	7	10	9	21	17
Air from Mainland Europe	31	55	48	24	45
Transatlantic air	5	14	33	28	18
Sea from Britain	44	12	6	23	13
Sea from Mainland Europe	13	10	4	5	7

Table 18 – Length of stay (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
1-3 nights	4	9	9	13	11
4-5 nights	14	8	14	16	15
6-8 nights	35	38	39	30	37
9-14 nights	26	30	26	32	27
15+ nights	20	16	11	9	9
<i>Average length of stay</i>	<i>11.8</i>	<i>11.0</i>	<i>10.2</i>	<i>9.6</i>	<i>9.1</i>

Table 19 – Experience of Ireland (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Irish born	5	3	5	6	2
On first visit	29	65	56	40	60
Repeat	65	32	40	53	39

Table 20 – Social class (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Managerial/professional (AB)	40	36	47	53	40
White collar (C1)	43	53	44	36	50
Skilled worker (C2)	13	9	7	8	8
Unskilled worker (DE)	4	2	2	3	2

Table 21 - Party composition (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Travelling alone	19	32	27	25	24
Couple	44	36	32	42	44
Family	20	17	24	15	15
Other adult party	17	16	17	18	17

Table 22 – Respondent age (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
16-24 years	6	23	26	7	18
25-34 years	14	28	24	15	25
35-44 years	19	19	12	19	18
45-54 years	20	19	23	21	18
55-64 years	24	11	12	21	15
65+ years	17	5	3	16	6

Table 23 – Use of car (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Car brought	50	16	8	24	15
Car hired	30	32	52	45	45
Car not used	20	52	40	31	39

Table 24 – Regions visited (%)

Regions visited (%)	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Dublin	17	60	54	45	56
East & Midlands	7	11	14	16	13
South-East	12	21	13	12	18
South-West	49	58	49	52	60
Shannon	15	25	29	29	23
West	33	48	49	22	39
North-West	16	11	5	10	8

Table 25 – Nights by region (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Dublin	4	29	25	23	24
East & Midlands	6	3	8	8	4
South-East	5	5	5	4	5
South-West	38	32	20	39	39
Shannon	8	10	12	10	7
West	24	17	28	10	16
North-West	15	4	3	6	4

Table 26 – Accommodation nights (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Hotels	6	14	21	34	20
Guesthouses/B&Bs	22	24	21	17	29
Caravan/camping	5	9	2	-	5
Rented	26	6	11	9	14
Friends/relatives	15	15	8	16	9
Hostels	2	19	11	1	14
Other	24	13	26	23	10

Table 27 – Type of arrangement (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Package *	8	15	19	16	14
Independent	92	85	81	84	86

* Prepaid an inclusive price for fares to/from Ireland and at least on other element of the holiday.

Table 28 – Breakdown of spend (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Bed and board	21	25	28	28	19
Other food and drink	24	28	30	29	30
Sightseeing/entertainment	6	10	9	18	13
Internal transport	24	13	11	5	21
Shopping	8	23	15	18	14
Miscellaneous	18	2	5	1	4

Notes

- Note 1: Holidaymakers are defined as visitors who stated that their main reason for visiting Ireland was a holiday.
- Note 2: Respondent age – This refers to the age of visitors/holidaymakers stating they have engaged in this activity.
- Note 3: In the tables, * means less than 0.5%, - means 0%.
- Note 4: Regions visited – where visitors/holidaymakers spent at least one overnight