

Cultural Activity Product Usage among Overseas Visitors in 2009¹

In 2009 an estimated 3.2 million overseas visitors engaged in cultural activities while in Ireland, including visits to places of historical/cultural interest and gardens, attending festival/events and tracing roots/genealogy. Visitors who engaged in these activities spent an estimated €2.4 billion² in 2009.

Cultural/Historical Visits

Almost three million overseas visitors engaged in cultural/historical visits while in Ireland in 2009. Mainland Europe is a key market for this product, accounting for 45% of those visiting cultural/historical attractions. Historical/cultural visits comprise the following:

Houses/Castles

Two and a half million overseas visitors visited houses or castles.

Monuments

2.1 million overseas visitors visited monuments while in Ireland.

Museums/Art Galleries

The level of attendance at museums/art galleries by overseas visitors was 1.7 million in 2009.

Heritage/Interpretive Centres

Over one and a half million overseas visitors went to heritage/interpretive centres while in Ireland in 2009.

Summary of Overseas Visitors Engaging in Historical/Cultural Activities in 2009

Overseas Visitors	Historical/Cultural Activities	Houses/Castles	Monuments	Museums/Art Galleries	Heritage/Interpretive Centres
No. Engaging (000s)	2,983	2,470	2,088	1,662	1,557
Share by Market (%)					
Britain	27	24	22	21	24
M. Europe	45	45	47	47	44
<i>France</i>	8	8	8	8	7
<i>Germany</i>	9	10	10	10	10
<i>Nordics</i>	3	3	3	3	3
<i>Italy</i>	6	6	7	6	5
N. America	22	23	24	25	24
Other Long Haul	7	7	7	8	9

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

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

Gardens

Just over 1.3 million overseas visitors visited gardens in 2009. Almost half of these visitors were from Mainland Europe.

Genealogy

An estimated 120,000 overseas visitors engaged in tracing roots/genealogical activities in 2009. Britain is the most important market for this activity accounting for about half of such visitors.

Festivals/Events

Attendances at festivals/events by overseas visitors amounted to an estimated 369,000.

Summary of Overseas Visitors Engaging in Other Cultural Activities in 2009

Overseas Visitors	Gardens	Genealogy	Festivals/ Events
No. Engaging (000s)	1,303	120	369
Share by Market (%)			
Britain	24	48	32
M. Europe	49	8	45
<i>France</i>	10	3	8
<i>Germany</i>	10	1	4
<i>Nordics</i>	2	--	2
<i>Italy</i>	7	1	6
N. America	20	31	19
Other Long Haul	7	13	4

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

Last revised 22nd May 2012