

Cultural product usage among overseas tourists in 2014

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Cultural product usage among overseas tourists in 2014

Table 1 – Numbers of overseas tourists engaging in cultural activities (000s)

Gardens	Cultural/historical visits	Houses/castles	Monuments	Museums/art galleries	Heritage/Interpretive centres
1,903	4,347	2,994	2,060	2,105	2,238

Table 2 – Market distribution of overseas tourists (%)

	Gardens	Cultural/historical visits	Houses/castles	Monuments	Museums/art galleries	Heritage/Interpretive centres
Britain	19	26	20	15	19	22
Mainland Europe	49	43	44	48	46	42
<i>France</i>	9	7	7	8	7	6
<i>Germany</i>	12	10	11	10	10	11
North America	24	23	27	29	26	28
Other long haul	8	8	9	8	8	8

Cultural product usage among overseas holidaymakers in 2014

Table 3 – Numbers of overseas holidaymakers engaging in cultural activities (000s)

Gardens	Cultural/historical visits	Houses/castles	Monuments	Museums/art galleries	Heritage/Interpretive centres
1,375	2,854	2,115	1,499	1,404	1,646

Table 4 - Market distribution of overseas holidaymakers (%)

	Gardens	Cultural/historical visits	Houses/castles	Monuments	Museums/art galleries	Heritage/Interpretive centres
Britain	16	23	18	14	18	21
Mainland Europe	49	42	43	46	44	41
<i>France</i>	10	8	7	8	7	6
<i>Germany</i>	13	12	13	12	12	11
North America	28	27	31	33	31	32
Other long haul	6	7	8	7	6	6

Profile of overseas tourists by cultural activity in 2014

Table 5 – Purpose of visit (%)

	Gardens	Visits to sites of historical/ cultural interest
Holiday	56	45
Business	2	9
Visiting friends/relatives	30	35
Other	13	11

Table 6 - Length of stay (%)

	Gardens	Visits to sites of historical/ cultural interest
1-3 nights	16	22
4-5 nights	19	21
6-8 nights	27	25
9-14 nights	20	17
15+ nights	17	14
<i>Average length of stay</i>	<i>16.7</i>	<i>14.6</i>

Table 7 – Experience of Ireland (%)

	Gardens	Visits to sites of historical/ cultural interest
Irish born	5	6
On first visit	61	55
Repeat	33	39

Table 8 – Social class (%)

	Gardens	Visits to sites of historical/ cultural interest
Managerial/professional (AB)	33	30
White collar (C1)	52	55
Skilled worker (C2)	12	12
Unskilled worker (DE)	3	4

Table 9 – Party composition (%)

	Gardens	Visits to sites of historical/ cultural interest
Travelling alone	40	43
Couple	33	29
Family	14	13
Other adult party	13	14

Table 10 – Party age (%)

	Gardens	Visits to sites of historical/ cultural interest
16-24 years	25	26
25-34 years	21	21
35-44 years	12	12
45-54 years	14	15
55-64 years	16	14
65+ years	12	11

Table 11 – Use of car (%)

	Gardens	Visits to sites of historical/ cultural interest
Car brought	20	34
Car hired	24	19
Car not used	57	47

Table 12 – Regions visited (%)

	Gardens	Visits to sites of historical/ cultural interest
Dublin	71	65
East & Midlands	12	10
South-East	16	13
South-West	40	36
Shannon	16	16
West	26	24
North-West	7	7

Table 13 – Nights by region (%)

	Gardens	Visits to sites of historical/ cultural interest
Dublin	55	45
East & Midlands	8	8
South-East	4	5
South-West	17	21
Shannon	4	8
West	10	10
North-West	2	3

Table 14– Accommodation nights (%)

	Gardens	Visits to sites of historical/ cultural interest
Hotels	16	16
Guesthouses/B&Bs	8	6
Caravan/camping	1	1
Rented	35	31
Friends/relatives	15	18
Hostels	5	5
Other	21	23

Table 15 – Breakdown of spend (%)

	Gardens	Visits to sites of historical/ cultural interest
Bed and board	32	32
Other food and drink	26	32
Sightseeing/entertainment	9	8
Internal transport	16	13
Shopping	12	13
Miscellaneous	5	2

Profile of overseas holidaymakers by cultural activity in 2014

Table 16 – Length of stay (%)

	Gardens	Visits to sites of historical/ cultural interest
1-3 nights	15	21
4-5 nights	20	19
6-8 nights	36	33
9-14 nights	23	21
15+ nights	6	7
<i>Average length of stay</i>	7.8	7.8

Table 17 – Experience of Ireland (%)

	Gardens	Visits to sites of historical/ cultural interest
Irish born	1	1
On first visit	71	69
Repeat	28	30

Table 18 – Social class (%)

	Gardens	Visits to sites of historical/ cultural interest
Managerial/professional (AB)	37	30
White collar (C1)	51	54
Skilled worker (C2)	11	13
Unskilled worker (DE)	2	3

Table 19 - Party composition (%)

	Gardens	Visits to sites of historical/ cultural interest
Travelling alone	21	20
Couple	44	42
Family	18	18
Other adult party	17	20

Table 20– Party age (%)

	Gardens	Visits to sites of historical/ cultural interest
16-24 years	20	20
25-34 years	21	21
35-44 years	12	12
45-54 years	16	17
55-64 years	17	17
65+ years	14	13

Table 21 – Use of car (%)

	Gardens	Visits to sites of historical/ cultural interest
Car brought	20	31
Car hired	31	31
Car not used	48	39

Table 22 – Regions visited (%)

	Gardens	Visits to sites of historical/ cultural interest
Dublin	75	74
East & Midlands	11	8
South-East	22	18
South-West	53	49
Shannon	23	24
West	37	35
North-West	8	8

Table 23 – Nights by region (%)

	Gardens	Visits to sites of historical/ cultural interest
Dublin	35	36
East & Midlands	4	4
South-East	6	6
South-West	29	27
Shannon	7	10
West	15	14
North-West	3	3

Table 24 – Accommodation nights (%)

	Gardens	Visits to sites of historical/ cultural interest
Hotels	44	45
Guesthouses/B&Bs	23	19
Caravan/camping	3	3
Rented	11	12
Friends/relatives	6	6
Hostels	9	10
Other	4	5

Table 25 – Type of arrangement (%)

	Gardens	Visits to sites of historical/ cultural interest
Package *	26	24
Independent	74	76

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

Table 26– Breakdown of spend (%)

	Gardens	Visits to sites of historical/ cultural interest
Bed and board	31	34
Other food and drink	25	30
Sightseeing/entertainment	10	8
Internal transport	18	14
Shopping	14	13
Miscellaneous	2	1

Notes

- Note 1: Holidaymakers are defined as tourists who stated that their main reason for visiting Ireland was a holiday.
- Note 2: Party age – This includes the ages of those accompanying the survey respondent..
- Note 3: In the tables, * means less than 0.5%, - means 0%.
- Note 4: Regions visited – where tourists/holidaymakers spent at least one overnight
- Note 5: Visits to sites of historical cultural interest includes visits to houses, castles, monuments, museums, art galleries, heritage and interpretive centres.