

Hiking Hillwalking 2009

Overseas Visitors who went hiking/ and or hillwalking while in Ireland spent an estimated €494 million in 2009.

	Visitors	Holidaymakers
Overseas Participants in Hiking/hillwalking (000s)	830	576

All Visitors

Holidaymakers

	Visitors	Holidaymakers
Market Distribution (%)		
Britain	29	25
Mainland Europe	45	47
North America	21	23
Other Overseas	5	4

Purpose of Visit - Overseas Visitors (%)	All	Britain	M.Europe	N. America
Holiday	64	60	63	74
Visiting Friends/Relatives	24	35	20	18
Business	6	3	7	4
Other	6	2	10	3

Route of Entry (%)	Visitors		Holidaymakers		
	All	All	Britain	M.Europe	N. America
Sea from Britain	10	12	28	8	3
Sea from M Europe	5	7	-	15	-
Air from Britain	29	26	71	2	14
Air from M Europe	38	36	1	75	11
Transatlantic Air	17	19	1	-	71

Month of Arrival (%)	Visitors		Holidaymakers		
	All	All	Britain	M.Europe	N. America
January- March	10	7	7	5	10
April	7	6	5	7	5
May	9	11	10	10	13
June	13	15	14	14	18
July	18	20	19	22	17
August	17	19	20	21	15
September	11	11	12	10	10
October- December	16	12	14	10	13

Length of Stay (%)	Visitors		Holidaymakers		
	All	All	Britain	M.Europe	N. America
1-3 nights	10	9	16	5	8
4-5 nights	15	14	17	12	13
6-8 nights	30	35	39	33	35
9-14 nights	23	27	17	30	31
15+ nights	21	15	11	19	12
Average Length of Stay (Nights)	17.1	10.2	7.8	11.5	10.4

Experience of Ireland (%)	Visitors	Holidaymakers			
	All	All	Britain	M.Europe	N. America
Irish-Born	6	3	8	1	-
First Visit	47	54	23	63	71
Repeat	47	43	69	36	29

Social Class (%)	Visitors	Holidaymakers			
	All	All	Britain	M.Europe	N. America
Managerial/Professional (AB)	24	25	24	25	26
White Collar (C1)	61	60	55	63	61
Skilled Worker (C2)	11	11	16	10	9
Unskilled Worker (DE)	4	4	5	2	4

Party Composition (%)	Visitors	Holidaymakers			
	All	All	Britain	M.Europe	N. America
Alone	32	18	16	17	18
Couple	37	47	52	44	45
Family	17	19	18	20	21
Other Adult Party	14	16	13	19	16

Respondent Age (%)	Visitors	Holidaymakers			
	All	All	Britain	M.Europe	N. America
15-24 years	18	15	8	17	19
25-34 years	26	24	13	30	24
35-44 years	18	19	20	21	16
45-54 years	20	23	29	19	22
55-64 years	12	13	17	10	14
65+ years	6	6	12	3	5

Use of Car (%)	Visitors	Holidaymakers			
	All	All	Britain	M.Europe	N. America
Car Brought	14	17	26	22	-
Car Hired	42	51	52	44	62
Car Not Used	44	32	22	34	38

Regions Visited (%)	Visitors	Holidaymakers			
	All	All	Britain	M.Europe	N. America
Dublin	43	47	16	51	68
East & Midlands	13	13	7	17	11
South-East	16	21	12	23	24
South-West	46	55	46	59	57
Shannon	24	29	18	31	38
West	35	40	27	45	41
North-West	10	10	5	12	12

Nights by Region (%)	Visitors	Holidaymakers			
	All	All	Britain	M.Europe	N. America
Dublin	31	19	6	20	28
East & Midlands	6	5	5	5	3
South-East	5	6	8	5	6
South-West	26	36	48	36	27
Shannon	12	10	10	9	15
West	16	18	19	19	16
North-West	4	5	4	5	4

Accommodation Nights (%)	Visitors	Holidaymakers			
	All	All	Britain	M.Europe	N. America
Hotels	7	14	10	11	25
Guest house/ B&Bs	12	27	16	28	32
Caravan/Camping	4	8	5	14	1
Rented	37	17	32	14	10
Friends/ Relatives	18	11	18	7	11
Hostels	6	12	4	14	15
Other	17	11	15	12	7

Type Arrangement (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Package*	n.a.	15	10	19	15
Independent	n.a.	85	90	81	85

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

Regions Where Activities Engaged in (%)	Overseas Visitors			
	All	Britain	M. Europe	North America
Dublin	10	3	13	13
East & Midlands	18	15	20	18
South-East	6	7	5	5
South-West	41	40	42	44
Shannon	12	10	12	15
West	26	25	29	28
North-West	7	6	7	8

Breakdown Of Spend (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Bed and Board	28	28	24	29	31
Other Food and Drink	33	33	36	33	32
Sightseeing/Entertainment	8	8	9	8	8
Internal Transport	13	14	11	15	15
Shopping	15	13	17	14	12
Miscellaneous	4	4	3	2	3

Satisfaction with of Hiking/Walking (%)	Holidaymakers	
	Quality	Price
Very Satisfied	57	60
Satisfied	33	22
Neither	8	14
Dissatisfied	2	2
Very Dissatisfied	1	1

Source: Visitor Attitudes Survey

Types of Hiking/Walking Done (%)	All	Visitors Only		
		Britain	M. Europe	N. America
Walking on Roads	36	30	41	34
Walking on Pathways	52	50	53	53
Cross-country Walks	39	40	42	33
Hill Walks	33	28	35	34
"Way-marked" Ways	18	21	17	18
Looped Walks	9	6	9	11
Other	10	13	8	8

Length of Walks (%)	Visitors Only			
	All	Britain	M. Europe	N. America
Up to 5 km	39	38	36	43
More than 5 km	39	40	38	43
Don't Know	20	20	25	11

Length of Walks by Type of Walking Done (%)	Visitors Only				
	Roads	Pathways	Cross-Country	Hill Walks	Way-marked Ways
Up to 5 km	38	38	29	29	26
More than 5 km	37	41	43	38	36
Don't Know	23	21	26	32	38

Accompanied by a Guide (%)	Visitors Only			
	All	Britain	M. Europe	N. America
Yes	8	5	10	9
No	92	95	90	91

PRODUCTS

Hiking /Hillwalking 2009

Estimates are based on information from the CSO's Country of Residence Survey (CRS) and Fáilte Ireland's Survey of Overseas Travellers (SOT) and the Visitor Attitudes Survey.

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Notes to Tables:

- 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 that they have engaged in this activity.
 Note 3: Regions Visited - where visitors/holidaymakers spent at least one overnight.
 Note 4: In the tables, * means less than 0.5%, - means 0%.

Other
42
39
13