

# Profile of overseas visitors to gardens in 2011

Revised July 2013

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**Table 1 Overseas visitors to gardens (000s)**

Visitors	1,526
Holidaymakers	1,091

**Table 2 Market distribution of overseas visitors (%)**

	Visitors	Holidaymakers
Britain	22	22
Mainland Europe	46	43
North America	23	27
Other Areas	9	8

**Table 4 Purpose of visit - overseas visitors (%)**

	All	Britain	Mainland Europe	North America
Holiday	60	51	57	76
Visiting friends & relatives	28	43	28	17
Business	2	1	2	2
Other	10	5	13	6

**Table 5 Route of entry (%)**

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Sea from Britain	6	6	21	3	2
Sea from Mainland Europe	3	4	-	9	1
Air from Britain	25	24	77	3	18
Air from Mainland Europe	49	44	1	84	11
Transatlantic air	17	21	-	-	69

**Table 6 Month of arrival (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
January-March	15	11	17	11	7
April	9	10	8	9	13
May	10	11	12	10	10
June	13	14	13	13	17
July	15	17	15	19	15
August	14	15	12	17	13
September	10	10	10	9	12
October-December	13	12	12	10	12

**Table 7 Length of stay (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
1-5 nights	34	35	62	32	25
6-8 nights	27	31	23	31	35
9-14 nights	23	26	11	27	32
15+ nights	16	8	3	9	7
<i>Average length of stay (nights)</i>	<i>15.5</i>	<i>8.6</i>	<i>7.1</i>	<i>8.7</i>	<i>8.6</i>

**Table 8 Experience of Ireland (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Irish-born	5	2	8	1	-
First visit	58	69	38	73	77
Repeat	36	29	55	26	23

**Table 9 Social class (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Managerial/professional (AB)	25	28	26	25	33
White collar (C1)	60	58	53	63	55
Skilled worker (C2)	11	11	16	10	10
Unskilled worker (DE)	3	3	5	3	2

**Table 10 Party composition (%)**

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Alone	35	18	17	17	18
Couple	33	44	49	44	43
Family	15	17	16	15	22
Other adult party	16	20	18	24	17

**Table 11 Respondent age (%)**

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Under 19	12	8	6	9	7
19-24 years	16	14	11	16	11
25-34 years	19	20	12	23	17
35-44 years	13	15	16	16	13
45-54 years	16	19	24	17	19
55-64 years	14	16	18	12	19
65+ years	9	10	13	6	14

**Table 12 Use of car (%)**

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Car brought	7	8	18	11	1
Car hired	29	37	27	33	49
Car not used	64	55	56	56	50

**Table 13 Nights by region (%)**

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Dublin	51	37	28	38	34
East & Midlands	8	4	5	4	4
South-East	5	6	7	5	7
South-West	15	27	37	27	28
Shannon	6	8	3	7	10
West	12	14	16	14	13
North-West	3	4	4	4	3

**Table 14 Regions visited (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Dublin	71	75	50	78	29
East & Midlands	12	11	6	13	4
South-East	17	22	9	19	12
South-West	37	32	31	46	22
Shannon	18	24	5	23	14
West	29	37	19	38	15
North-West	8	10	3	11	4

**Table 15 Accommodation nights (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Hotels	12	33	32	26	48
Guesthouse/ B&Bs	10	26	11	29	27
Caravan/camping	2	4	1	8	-
Rented	29	13	21	10	11
Friends/ relatives	22	9	20	8	5
Hostels	6	11	5	13	7
Other	20	4	11	5	2

**Table 16 Type of arrangement (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Package*	n.a.	24	11	20	35
Independent	n.a.	76	89	80	65

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

**Table 17 Breakdown of spend (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Bed and board	27	29	23	30	31
Other food and drink	34	34	41	33	32
Sightseeing/entertainment	8	8	10	8	8
Internal transport	11	12	10	13	12
Shopping	16	15	14	15	16
Miscellaneous	3	2	3	2	1

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

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%.