

## Gardens 2009

### Overseas Tourist who visited Gardens (000s)

Visitors	Holidaymakers
1,331	971

Market Origin (%)	Visitors	Holidaymakers
Britain	26	25
Mainland Europe	49	48
North America	19	21
Other Areas	6	5

Purpose of Visit - Overseas Visitors	All	Britain	M. Europe	N. America
Holiday	66	65	61	79
Visiting Friends/Relatives	22	30	22	13
Business	5	3	6	4
Other	7	2	12	4

Month of Arrival (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
January - March	12	9	10	8	6
April	11	11	9	10	15
May	12	14	18	12	14
June	13	15	14	14	16
July	16	16	13	19	15
August	14	14	11	17	13
September	11	11	11	10	12
October -December	11	10	14	10	9

Route of Entry (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Sea from Britain	7	8	22	5	2
Sea from M Europe	3	4	-	9	-
Air from Britain	28	28	77	2	20
Air from M Europe	46	41	1	84	10
Transatlantic Air	16	19	-	-	68

Length of Stay (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
1-5 nights	32	32	52	29	21
6-8 nights	29	33	28	34	37
9-14 nights	22	25	15	25	32
15+ nights	17	10	4	12	10
<b>Average Length of Stay (Nights)</b>	<b>14.8</b>	<b>9.1</b>	<b>6.5</b>	<b>9.7</b>	<b>9.6</b>

Accommodation Nights (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Hotels	15	31	30	25	45
Guest house/B&Bs	12	26	15	29	24
Caravan/Camping	2	4	2	7	-
Rented	31	13	27	12	10
Friends/ Relatives	18	9	11	9	5
Hostels	4	8	5	8	8
Other	19	9	11	10	7

Nights by Region (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Dublin	39	31	21	34	32
East & Midlands	7	4	6	4	3
South-East	7	7	9	6	8
South-West	25	31	39	32	26
Shannon	7	9	4	7	13
West	11	14	18	13	14
North-West	3	4	3	4	4

Regions Visited (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Dublin	65	69	45	71	28
East & Midlands	12	12	9	13	4
South-East	19	24	16	20	12
South-West	43	53	40	52	21
Shannon	20	26	9	25	14
West	30	37	22	37	16
North-West	9	10	6	10	5

Experience of Ireland (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Irish-Born	4	2	6	1	1
First Visit	59	66	36	72	79
Repeat	37	32	58	27	20

Party Composition (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Alone	30	16	12	17	16
Couple	37	46	56	42	45
Family	16	18	16	18	22
Other Adult Party	17	19	16	23	18

Social Class (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Managerial/Professional (AB)	22	25	22	23	29
White Collar (C1)	63	61	56	66	58
Skilled Worker (C2)	11	11	14	10	9
Unskilled Worker (DE)	4	4	8	2	3

Party Age (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Under 19 years	13	9	6	11	7
19 - 24 years	12	9	8	9	10
25 - 34 years	19	19	12	23	17
35 - 44 years	13	14	13	17	12
45 - 54 years	16	18	18	17	21
55 - 64 years	15	16	19	13	19
65+ years	12	15	25	11	14

Use of Car (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Car Brought	9	10	20	12	-
Car Hired	32	39	34	37	46
Car Not Used	59	51	46	51	54

Type of Arrangement (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Package*	n.a.	27	16	26	37
Independent	n.a.	73	84	74	63

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

Breakdown Of Spend (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Bed and Board	28	29	27	30	30
Other Food and Drink	34	33	36	34	32
Sightseeing/Entertainment	7	7	8	7	7
Internal Transport	11	11	9	13	10
Shopping	17	16	15	15	18
Miscellaneous	3	3	5	3	3

**Satisfaction with Quality of Gardens (%)**

Very Satisfied	25
Satisfied	19
Neither	4
Dissatisfied	1
Very Dissatisfied	*

Source: Visitor Attitudes Survey

**PRODUCTS**

**GARDENS 2009**

Estimates are based on information from the CSO's Country of Residence Survey (CRS) and Fáilte Ireland's Survey of Overseas Travellers 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: Party Age - This includes the ages of those accompanying the survey respondent.  
 Note 3: Regions Visited - where visitors/holidaymakers spent at least one overnight.  
 Note 4: In the tables, \* means less than 0.5%, - means 0%.