



*Coarse Anglers, Holidays and Holidays in  
Ireland for:*



**Fáilte Ireland**

National Tourism Development Authority

2011

*Executive Summary*

Research carried out by Bauer Media, publishers of:



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## Methodology

- The objective of this research was to gain insight into GB anglers' holiday habits and their perceptions of Ireland as an angling destination.
- On page advertisements directing readers to an online survey were placed in *Angling Times*, *Improve Your Coarse Fishing*, *Sea Angler*, *Trout & Salmon* and *Trout Fisherman* magazines throughout January 2011.
- In addition, emails promoting the survey were sent to the Bauer Coarse, Game and Sea email databases (these databases are made up of readers of *Angling Times*, *Improve Your Coarse Fishing*, *Sea Angler*, *Trout & Salmon*, *Trout Fisherman* and visitors of the *Go Fishing* website).
- Fishing gear worth over £3k was offered as a prize.
- 3560 surveys were completed. Of these respondents, 1807 do coarse fishing, 1409 do game angling and 1268 are involved in sea fishing.
- *This sample doesn't represent the entire GB market, rather the more passionate, dedicated sector that interacts with magazine brands.*

A double page magazine ad for the survey:



The email sent to database recipients:

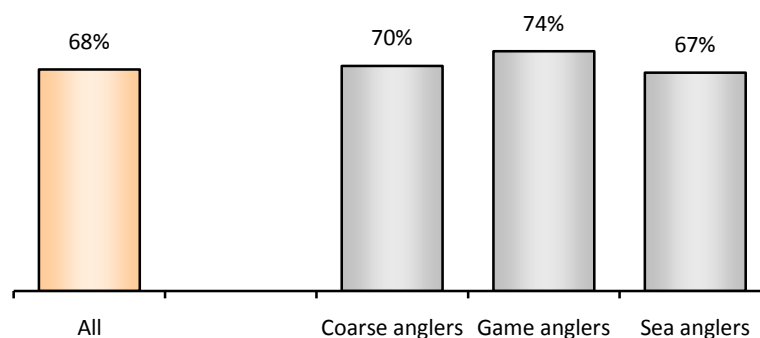


## Executive Summary

### Angling holidays in general

- Angling holidays are an important part of being a coarse angler. 70% of coarse anglers have been on a holiday in the last 3 years (higher than sea anglers). The average coarse angler has been on 3.8 angling holidays in the last 3 years - more than one a year.

*Percentage of anglers who have been on an angling holiday in the last 3 years:*



- Certain groups have a higher propensity to take angling holidays. Game anglers are slightly more likely to travel than coarse anglers - possibly because the best trout and salmon areas tend to be found in specific locations (such as Scotland). The 55-64 age group and those in social groups A and B are also more likely to take holidays, which is likely to be down to higher levels of disposable income. More experienced anglers are also more likely to travel.
- The key barriers to going on angling holidays are unsurprising and tend to reflect the commitments of 30-50 males in general. Family, time, work and money are all factors that stop anglers taking holidays.
- Of the destinations coarse anglers have been to in the last 3 years, 15% have been to Ireland in the last 3 years (27% have been to Ireland at all). Ireland is their 4th most visited location after England, Wales and Scotland.
- While 31% of coarse anglers focus entirely on fishing on their holidays, the remainder do other activities too.
- This suggests that other activities are important for anglers on holidays. Their favourite non-angling activities include sightseeing, hiking and culture/heritage.

- Of the destinations coarse anglers would like visit in future, England is top (54%), followed by Ireland (47%) then France (29%).

*Destinations anglers would like to visit in future*

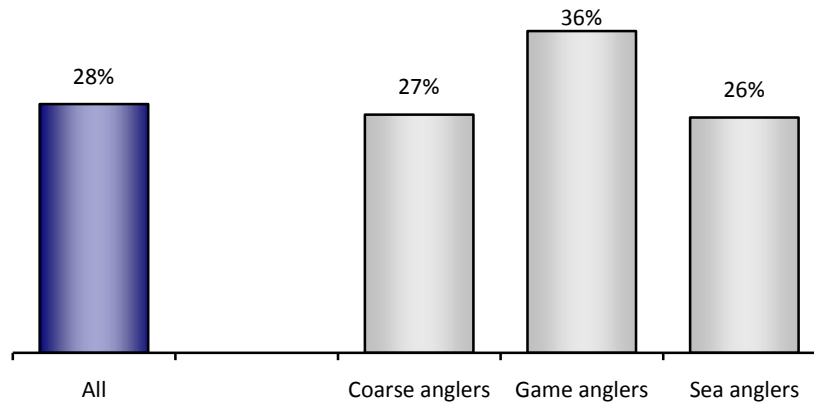
Coarse anglers	
England	54%
Ireland	47%
France	29%
Scotland	25%
Wales	22%
Other European country	20%
Norway	16%
North America	16%
Australasia	8%
Africa	8%
South America	7%
Asia	6%

- Despite the economy, 74% of coarse anglers are likely to go on an angling holiday in the next 12 months.
- The internet (80%) and magazines (58%) are the key ways for coarse anglers to find information when choosing a holiday.
- The average coarse angler will book their holiday 16 weeks prior to travelling. Almost a quarter book more than 6 months before their trip.
- When choosing a destination, quality of angling is their main concern (74%), followed by value for money (62%) then quality of accommodation (41%). Coarse anglers appear to be slightly more value-conscious than game or sea anglers.
- In terms of seasonality, summer is the most popular time for angling holidays (75% go in these months) but 53% take spring trips and 46% go in autumn. Although the winter is far quieter (11%) this is likely to be a busy time for researching/booking holidays as the average respondents books four months in advance. 18% of pike anglers take breaks during the winter.
- Coarse anglers are most likely to stay in self-catering accommodation (57%) or caravans/motorhomes (33%). Compared with sea or game anglers, they are more likely to camp (28% for all coarse, 34% for pike anglers).
- When booking, 75% prefer to book the constituent part of their holiday themselves. They are similarly independent which it comes to accommodation: self-catering is there preferred option.

## Angling holidays in Ireland

- 26% of coarse anglers have been to Ireland on a fishing trip (28% of pike anglers). As with general angling holidays, more mature age groups, higher level anglers and those in the top social grades are more likely to have been.

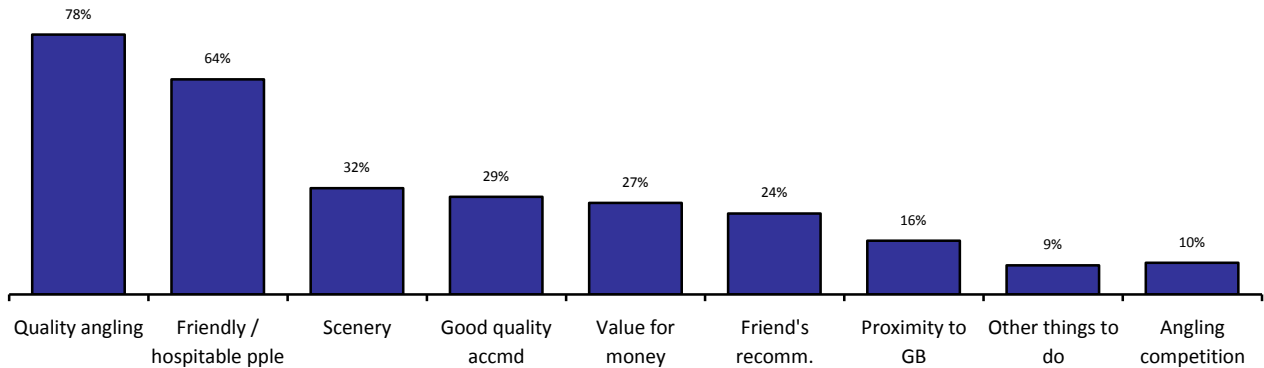
*Percentage of anglers who have been on an angling holiday to Ireland:*



- Cavan is the most popular area for visiting coarse anglers (39% of those who have been to Ireland went to the county) followed by Cork (23%) and Galway (18%).
- A number of coarse anglers who went to Ireland also took part in other types of fishing. 21% participated in game angling and 20% did sea angling.
- When rating Ireland, coarse anglers are particularly positive about the quality of availability of angler friendly accommodation and quality of angling. They are less likely to describe the weather, price of travel and availability of information as 'excellent'.
- The typical coarse angler's holiday to Ireland lasted for a week. However, 39% went for over a week. They are most likely to travel with friends (62%) or family (38%). Coarse anglers are more likely to go with friends than sea or game fishermen.

- The biggest draws for coarse anglers to Ireland as a holiday destination were quality of angling (78% - a higher rating than game or sea anglers), the Irish people (64%) and scenery (32% - although this is less of a concern than with sea or game anglers).

*Factors that attracted anglers to Ireland:*



- Of those who have been to Ireland, 63% are likely to return. This is slightly lower than game anglers (69%) and sea anglers (77%).
- The main reason for coarse anglers not having visited Ireland is that they would 'like to, but haven't got round to it'. This suggests that there is potential to increase the numbers visiting. Of those who haven't been, 34% are likely to go in future.
- In terms of coarse anglers' perceptions of Ireland as a destination, it performs well in terms of hospitable people, great scenery and great angling. Again, it performs less strongly in value for money.
- Those who have been to Ireland and those who have not have a similar perception of Ireland as a destination. The key difference is that overall, those who have been are more positive about the country.
- 43% of coarse anglers consider Ireland to be more expensive than other locations. Only 6% think it tends to be cheaper.

## Coarse anglers

- The disciplines in angling are not completely distinct and there is crossover between them. 22% of coarse anglers do sea fishing and 20% take part in game angling.
- Coarse angling is male-dominated. 96% are men and only 2% are women.
- The average coarse angler is 50. 41% are over 55. 24% are retired.
- Pike anglers tend to be younger; their average age is 47 and 30% are over 55.