



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



2011

***Executive Summary***

Research carried out by Bauer Media, publishers of:

**Contents**

**Methodology**

**Executive Summary**

## 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:

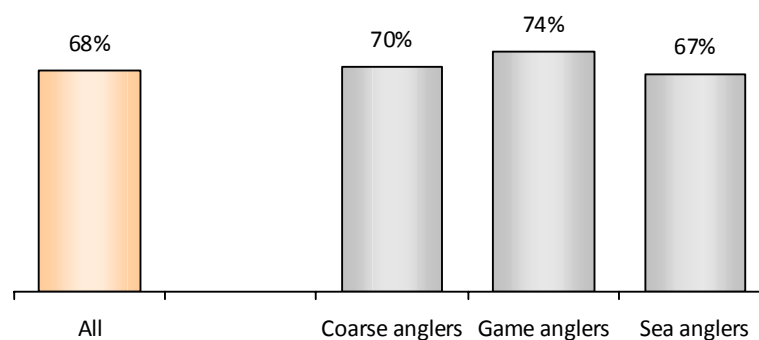


## Executive Summary

### Angling holidays in general

- Angling holidays are an important part of being a game angler. 74% of game anglers have been on a holiday in the last 3 years (higher than sea or coarse anglers). This rises to 83% for salmon fishermen. The average game angler has been on 4.5 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. As mentioned, game anglers are slightly more likely to travel - 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 game anglers have been to in the last 3 years, 19% have been to Ireland in the last 3 years (36% have been to Ireland at all - higher than coarse or sea fishermen). Ireland is their 4th most visited location after Scotland, England and Wales.
- While 37% of game anglers focus entirely on fishing on their holidays, the remainder do other activities too. Salmon anglers are more single-minded with 45% focussing on the angling element.
- 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 game anglers would like visit in future, Scotland is top (58%), followed by Ireland (48%) then Norway (34%).

*Destinations anglers would like to visit in future*

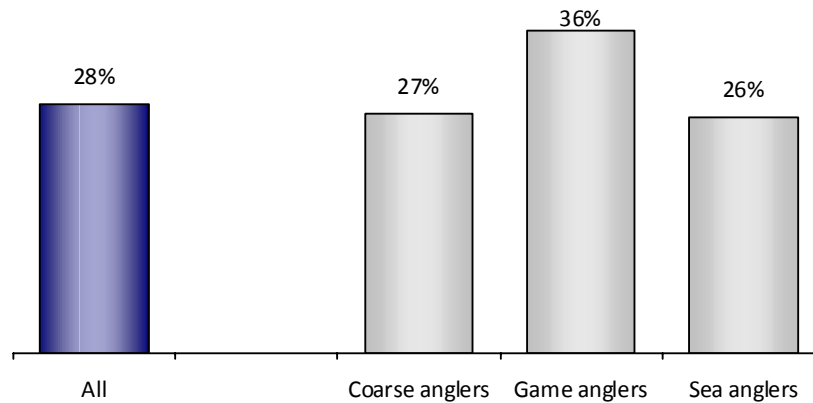
Game anglers	
Scotland	58%
Ireland	48%
Norway	34%
England	32%
North America	30%
Wales	26%
Other European country	14%
South America	14%
Australasia	11%
France	10%
Africa	6%
Asia	5%

- Despite the economy, 78% of game anglers are likely to go on an angling holiday in the next 12 months (higher than sea or coarse fishermen). This rises to 84% for salmon anglers.
- The internet (79%) and magazines (66%) are the key ways for game anglers to find information when choosing a holiday.
- The average game 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 (82%), followed by value for money (61%) then quality of accommodation (40%).
- In terms of seasonality, summer is the most popular time for angling holidays (68% go in these months) but 61% take spring trips and 58% go in autumn. Although the winter is far quieter (12%) this is likely to be a busy time for researching/booking holidays as the average respondents books four months in advance.
- Game anglers are most likely to stay in self-catering accommodation (57%) or hotels (43%). Compared with sea or coarse anglers, they are far more likely use hotels or B&Bs.
- When booking, 86% 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

- 36% of game anglers have been to Ireland on a fishing trip - higher than sea or coarse 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.

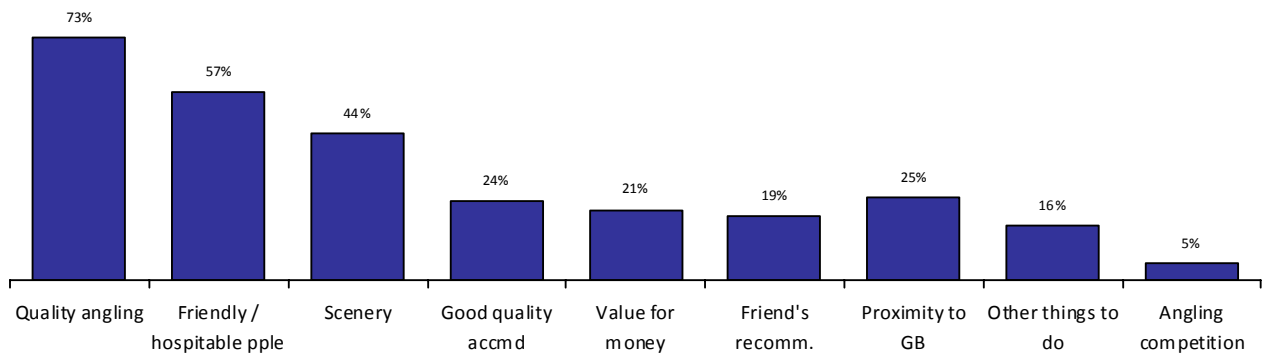
*Percentage of anglers who have been on an angling holiday to Ireland:*



- Galway is the most popular area for visiting game anglers (32% of those who have been to Ireland went to the county) followed by Mayo (31%) and Cork (27%).
- A number of game anglers who went to Ireland also took part in other types of fishing. 21% participated in coarse angling and 25% did sea angling.
- 69% of visiting game anglers took part in brown trout fishing and 65% fished for salmon.
- When rating Ireland, game anglers are particularly positive about the quality of angling and availability of angler friendly accommodation. They are less likely to describe the weather, price of travel and overall value as 'excellent'.
- The typical game angler's holiday to Ireland lasted for a week. However, 35% went for over a week. They are most likely to travel with friends (55%) or family (46%).

- The biggest draws for game anglers to Ireland as a holiday destination were quality of angling (73%), the Irish people (57%) and scenery (44%).

*Factors that attracted anglers to Ireland:*



- Of those who have been to Ireland, 69% are likely to return. This rises to 74% for salmon anglers.
- The overwhelming reason for game 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, 41% are likely to go in future.
- In terms of game 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.
- 44% of game anglers consider Ireland to be more expensive than other locations. Only 8% think it tends to be cheaper.

## Game anglers

- The disciplines in angling are not completely distinct and there is crossover between them. 25% of game anglers do sea fishing and 22% take part in coarse angling.
- Brown trout fishing is the most popular form of game fishing with 84% doing it. 46% fish for salmon. Again there is crossover between the sub-disciplines with 84% of salmon anglers also being brown trout anglers.
- Game angling is male-dominated. 96% are men and only 2% are women.
- The average game angler is 53 (a higher average age than sea or coarse anglers). 48% are over 55. 30% are retired.