

Profile of overseas visitors who cycled in 2011

Revised July 2013

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Overseas visitors who engaged in cycling while in Ireland spent an estimated €200 million in 2011.

Table 1 Overseas participants in cycling (000s)

Visitors	175
Holidaymakers	105

Table 2 Market distribution of overseas visitors (%)

	Visitors	Holidaymakers
Britain	19	15
Mainland Europe	53	49
North America	18	24
Other Areas	10	12

Table 4 Purpose of visit - overseas visitors (%)

	All	Mainland Europe
Holiday	42	48
Visiting friends & relatives	30	21
Business	9	8
Other	20	23

Table 5 Route of entry (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Sea from Britain	6	7	2
Sea from Mainland Europe	6	9	16
Air from Britain	19	14	1
Air from Mainland Europe	56	51	81
Transatlantic air	13	19	-

Table 6 Month of arrival (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
January-March	9	6	3
April	11	8	8
May	8	7	6
June	16	20	17
July	18	27	29
August	19	22	26
September	7	6	6
October-December	10	5	4

Table 7 Length of stay (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
1-3 nights	7	5	3
4-5 nights	8	5	3
6-8 nights	24	31	30
9-14 nights	26	37	40
15+ nights	36	22	23
<i>Average length of stay (nights)</i>	<i>34.6</i>	<i>14.0</i>	<i>13.1</i>

Table 8 Experience of Ireland (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Irish-born	5	2	1
First visit	57	66	65
Repeat	38	32	34

Table 9 Social class (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Managerial/professional (AB)	27	31	31
White collar (C1)	55	56	56
Skilled worker (C2)	13	11	12
Unskilled worker (DE)	4	2	2

Table 10 Party composition (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Alone	58	34	28
Couple	20	35	34
Family	10	15	16
Other adult party	12	16	21

Table 11 Respondent age (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
16-24 years	31	22	27
25-34 years	28	30	29
35-44 years	15	17	22
45-54 years	15	19	13
55-64 years	9	11	7
65+ years	2	3	2

Table 12 Use of car (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Car brought	8	11	16
Car hired	24	37	31
Car not used	68	52	52

Table 13 Nights by region (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Dublin	35	24	25
East & Midlands	12	6	5
South-East	6	5	6
South-West	21	32	33
Shannon	5	7	7
West	16	21	20
North-West	6	5	5

Table 14 Regions visited (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Dublin	54	61	59
East & Midlands	13	15	17
South-East	15	23	24
South-West	45	61	63
Shannon	20	28	26
West	42	57	60
North-West	10	14	14

Table 15 Accommodation nights (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Hotels	3	10	5
Guesthouse/ B&Bs	6	23	25
Caravan/camping	3	8	14
Rented	14	10	11
Friends/ relatives	17	20	8
Hostels	5	24	30
Other	21	5	7

Table 16 Type of arrangement (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Package*	n.a.	16	13
Independent	n.a.	84	87

* 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	Mainland Europe
Bed and board	28	29	28
Other food and drink	35	35	35
Sightseeing/entertainment	9	8	7
Internal transport	11	13	14
Shopping	13	13	15
Miscellaneous	3	2	3

Table 18 Regions cycling engaged in - overseas visitors (%)

	All	Mainland Europe
Dublin	21	21
East & Midlands	13	13
South East	6	4
South West	38	37
Shannon	8	7
West	40	41
North West	5	6

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%.