

## Guesthouses/B&B 2010

Supply of Guesthouses/B&Bs by Region	2006	2007	2008	2009	2010
<b>Dublin</b>					
<b>Premises</b>	277	238	202	175	164
<b>Rooms</b>	1,799	1,614	1,474	1,343	1,223
<b>East &amp; Midlands</b>					
<b>Premises</b>	400	365	336	310	284
<b>Rooms</b>	1,787	1,643	1,525	1,484	1,352
<b>South East</b>					
<b>Premises</b>	451	425	399	373	334
<b>Rooms</b>	2,164	2,057	1,934	1,803	1,619
<b>South West</b>					
<b>Premises</b>	942	881	827	762	702
<b>Rooms</b>	4,840	4,528	4,435	4,003	3,707
<b>Shannon</b>					
<b>Premises</b>	405	379	358	333	298
<b>Rooms</b>	1,915	1,789	1,655	1,555	1,384
<b>West</b>					
<b>Premises</b>	632	589	554	512	465
<b>Rooms</b>	3,084	2,822	2,779	2,493	2,276
<b>North West</b>					
<b>Premises</b>	412	382	364	336	302
<b>Rooms</b>	1,951	1,847	1,756	1,668	1,496

Market Share of Guesthouses/B&Bs by Overseas Visitors (%)					
	2006	2007	2008	2009	2010
<b>Britain</b>	36	36	29	28	27
<b>Mainland Europe</b>	32	31	39	40	41
<b>North America</b>	26	28	25	24	25
<b>Other Areas</b>	6	5	7	7	7

Market Share of Nights Spent in Guesthouses/B&Bs by Overseas Visitors (%)					
	2006	2007	2008	2009	2010
<b>Britain</b>	28	29	19	19	18
<b>Mainland Europe</b>	38	36	47	48	46
<b>North America</b>	26	27	25	26	26
<b>Other Areas</b>	8	8	8	8	10

Overseas Visitors (%)					
Purpose of Visit	All	Britain	M. Europe	N. America	Other Areas
<b>Holiday</b>	62	33	69	81	66
<b>Visiting Friends/Relatives</b>	18	29	13	11	24
<b>Business/Conference</b>	14	29	12	3	7
<b>Other</b>	6	9	6	4	2

	Visitors		Holidaymakers		
Route of Entry (%)	All	All	Britain	M. Europe	N. America
Sea from Britain	15	8	44	3	1
Sea from M Europe	4	5	0	10	1
Air from Britain	23	20	56	4	18
Air from M Europe	40	44	0	83	11
Transatlantic Air	18	23	0	0	69

	Visitors		Holidaymakers		
Month of Arrival (%)	All	All	Britain	M. Europe	N. America
January-March	10	7	17	6	5
April	7	7	10	4	9
May	11	12	8	9	16
June	13	13	13	13	16
July	17	20	17	25	13
August	15	17	15	21	13
September	13	13	4	13	16
October-December	14	12	17	10	12

	Visitors		Holidaymakers		
Length of Stay in Ireland (%)	All	All	Britain	M. Europe	N. America
1-3 nights	19	10	24	10	6
4-5 nights	15	13	30	12	8
6-8 nights	27	33	30	38	32
9-14 nights	27	32	13	31	40
15+ nights	12	11	3	9	14
<i>Average Length of Stay (Nights)</i>	<i>9.63</i>	<i>9.17</i>	<i>5.89</i>	<i>8.91</i>	<i>9.66</i>

	Visitors		Holidaymakers		
Experience of Ireland (%)	All	All	Britain	M. Europe	N. America
Irish-Born	5	1	7	*	*
First Visit	50	66	28	69	73
Repeat	45	33	66	31	27

	Visitors		Holidaymakers		
Social Class (%)	All	All	Britain	M. Europe	N. America
Managerial/Professional (AB)	25	24	25	19	29
White Collar (C1)	60	62	49	66	63
Skilled Worker (C2)	12	12	19	13	8
Unskilled Worker (DE)	2	2	7	2	1

	Visitors		Holidaymakers		
Party Composition (%)	All	All	Britain	M. Europe	N. America
Alone	31	16	26	13	13
Couple	41	51	43	50	53
Family	13	14	9	14	19
Other Adult Party	15	19	22	23	15

Party Age (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Under 16years	4	4	2	5	4
16-24 years	11	11	6	15	9
25-34 years	21	23	18	30	19
35-44 years	14	13	7	18	8
45-54 years	21	22	25	20	25
55-64 years	17	17	23	8	23
65+ years	12	10	19	4	12

Nights by Region (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Dublin	28	25	16	25	25
East & Midlands	8	6	11	6	6
South East	7	7	12	4	9
South West	24	29	38	30	28
Shannon	9	9	5	8	11
West	19	20	14	21	17
North West	5	4	4	5	4

Regions Visited (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Dublin	61	67	32	70	76
East & Midlands	21	23	19	22	26
South East	26	31	26	21	44
South West	49	60	45	57	68
Shannon	29	35	13	30	48
West	42	52	27	58	51
North West	13	15	5	16	15

Accommodation Nights (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Hotel	13	17	9	10	29
Guesthouse/ B&B	59	68	75	72	60
Caravan/Camping	1	1	3	1	*
Rented	7	5	6	5	4
Friends/ Relatives	10	5	5	3	3
Hostel	3	4	1	5	3
Other	7	0	1	4	1

Use of Car (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Car Brought	16	11	36	11	1
Car Hired	47	59	27	56	74
Car Not Used	37	31	37	33	26

Type of Arrangement (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Package*	n.a.	14	6	12	20
Independent	n.a.	86	94	88	80

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

	<b>Visitors</b>	<b>Holidaymakers</b>			
<b>Breakdown Of Spend (%)</b>	<b>All</b>	<b>All</b>	<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
<b>Bed and Board</b>	32	32	32	32	32
<b>Other Food and Drink</b>	32	32	40	30	32
<b>Sightseeing/Entertainment</b>	7	7	5	7	9
<b>Internal Transport</b>	13	14	11	14	14
<b>Shopping</b>	12	11	10	11	12
<b>Miscellaneous</b>	4	3	2	7	1

	<b>Holidaymakers</b>		
<b>Satisfaction with Guesthouses/B&amp;B (%)</b>	<b>Quality</b>	<b>Customer Service</b>	<b>Price</b>
Very Satisfied	44	55	34
Satisfied	43	35	39
Neither	9	7	19
Dissatisfied	2	2	7
Very Dissatisfied	1	1	2

Source: Visitor Attitudes Survey

Notes to Tables:

Note 1: Supply information is provided by TAMS and TSA.

Note 2: Holidaymakers are defined as visitors who stated that their main reason for visiting Ireland was a holiday.

Note 3: Party age - This includes the ages of those accompanying the survey respondent.

Note 4: Accommodation nights refers to nights spent in all types of accommodation by those who spent at least one night in a guesthouse/B&B..

Note 5: In the tables \* means less than 0.5%. - means 0%.

Estimates are based on information from the

Fáilte Ireland's Survey of Overseas Travellers and the Visitor Attitudes Survey.

Issued by:

Policy & Futures

Fáilte Ireland

Amiens Street

Dublin 1.

Web: [www.failteireland.ie](http://www.failteireland.ie)

August 2011