

Self-Catering 2010

Supply of Rented Accommodation by Region *					
Dublin	2006	2007	2008	2009	2010
Premises	59	60	60	63	63
East & Midlands					
Premises	134	129	148	177	154
South East					
Premises	551	551	690	719	468
South West					
Premises	1,571	1,920	1,980	2,302	2,241
Shannon					
Premises	448	573	707	783	756
West					
Premises	269	194	194	236	249
North West					
Premises	202	1,272	374	337	310
TOTAL					
Premises	3,234	4,699	4,153	4,617	4,241

* Registered premises only (group schemes)

Market Share of rented accommodation by Overseas Visitors (%)

	2006	2007	2008	2009	2010
Britain	35	38	37	33	32
Mainland Europe	47	44	43	44	41
North America	13	13	15	17	20
Other Areas	6	3	5	7	7

Market Share of Nights Spent in Rented Accommodation by Overseas Visitors (%)

	2006	2007	2008	2009	2010
Britain	9	13	10	10	10
Mainland Europe	73	68	62	63	52
North America	7	11	17	18	21
Other Areas	11	9	10	9	18

Purpose of Visit - Overseas Visitors (%)	All	Britain	M. Europe
Holiday	38	43	35
Visiting Friends/Relatives	15	24	10
Business	21	22	24
Other	25	11	31

	Visitors	Holidaymakers		
Route of Entry (%)	All	All	Britain	M. Europe
Sea from Britain	13	21	49	5
Sea from M Europe	5	9	-	24
Air from Britain	29	25	50	4
Air from M Europe	40	28	1	67
Transatlantic Air	13	17	-	-

	Visitors	Holidaymakers		
Month of Arrival (%)	All	All	Britain	M. Europe
January-March	18	14	14	14
April	6	7	10	8
May	11	12	11	14
June	12	21	19	18
July	13	15	11	20
August	11	11	16	11
September	13	11	13	10
October-December	15	9	7	6

	Visitors	Holidaymakers		
Length of Stay in Ireland (%)	All	All	Britain	M. Europe
1-3 nights	8	7	12	4
4-5 nights	10	11	17	9
6-8 nights	20	35	44	30
9-14 nights	22	33	21	36
15+ nights	39	14	6	21
Average Length of Stay (Nights)	36.6	13.6	8.6	16.4

	Visitors	Holidaymakers		
Experience of Ireland (%)	All	All	Britain	M. Europe
Irish-Born	4	4	9	2
First visit	43	48	28	61
Repeat	52	48	64	37

	Visitors	Holidaymakers		
Social Class (%)	All	All	Britain	M. Europe
Managerial/Professional (AB)	21	26	32	24
White Collar (C1)	62	56	45	58
Skilled Worker (C2)	13	15	21	11
Unskilled Worker (DE)	4	4	3	6

	Visitors	Holidaymakers		
Party Composition (%)	All	All	Britain	M. Europe
Alone	48	26	32	24
Couple	22	56	45	58
Family	16	15	21	11
Other Adult Party	15	4	3	6

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

	Visitors	Holidaymakers		
Nights by Region (%)	All	All	Britain	M. Europe
Dublin	42	34	9	30
East & Midlands	10	5	9	5
South East	4	7	22	2
South West	20	30	36	38
Shannon	7	8	6	9
West	12	11	12	11
North West	4	4	6	4

	Visitors	Holidaymakers		
Regions Visited (%)	All	All	Britain	M. Europe
Dublin	45	37	23	41
East & Midlands	10	12	11	16
South East	9	12	16	11
South West	34	47	46	50
Shannon	13	20	6	19
West	20	23	16	24
North West	6	6	4	9

	Visitors	Holidaymakers		
Accommodation Nights (%)	All	All	Britain	M. Europe
Hotel	1	4	3	3
Guesthouse/ B&B	1	3	1	3
Caravan/Camping	*	1	*	1
Rented	96	89	94	88
Friends/ Relatives	2	2	2	3
Hostel	-	1	-	1
Other	-	-	-	-

	Visitors	Holidaymakers		
Use of Car (%)	All	All	Britain	M. Europe
Car Brought	17	27	42	29
Car Hired	28	49	38	46
Car Not Used	56	25	20	25

Type of Arrangement (%)	Visitors	Holidaymakers		
	All	All	Britain	M. Europe
Package*	na	13	11	12
Independent	na	87	89	88

* 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
Bed and Board	30	25	23	24
Other Food and Drink	35	40	47	37
Sightseeing/Entertainment	8	8	6	6
Internal Transport	10	13	10	16
Shopping	12	13	12	15
Miscellaneous	5	1	1	1

Satisfaction with Rented Accommodation (%)	Holidaymakers		
	Quality	Customer Service	Price
Very Satisfied	53	51	35
Satisfied	34	30	36
Neither	7	13	23
Dissatisfied	4	4	5
Very Dissatisfied	2	1	2

Source: Visitor Attitudes Survey

Notes to Tables:

Note 1: Supply information is provided by TAMS.

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 self-catering accommodation.

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

Estimates are based on information from

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

Issued by:

Policy & Futures

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August 2011