Is there any one thing about Cork City & Harbour in particular that you would advise other holidaymakers to do or see?
658 people mentioned the following:
# Holidaymaker Study 2013 – Cork City & Harbour

## How did holidaymakers first come across Cork City & Harbour?

**Top 3 answers**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>Word of mouth</td>
</tr>
<tr>
<td>16%</td>
<td>Internet</td>
</tr>
<tr>
<td>14%</td>
<td>Guidebooks</td>
</tr>
</tbody>
</table>

## Why did they choose Cork City & Harbour?

**Top 3 answers**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>24%</td>
<td>Beautiful scenery</td>
</tr>
<tr>
<td>16%</td>
<td>History/culture</td>
</tr>
<tr>
<td>13%</td>
<td>Visit family/friends</td>
</tr>
</tbody>
</table>

## What kind of information did they look for?

**Top 3 answers**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>77%</td>
<td>Attractions to visit</td>
</tr>
<tr>
<td>68%</td>
<td>Accommodation</td>
</tr>
<tr>
<td>56%</td>
<td>Things to do and see</td>
</tr>
</tbody>
</table>

## Before travelling, where did they source information?

**Top 3 answers**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>82%</td>
<td>Internet</td>
</tr>
<tr>
<td>38%</td>
<td>Guide books</td>
</tr>
<tr>
<td>23%</td>
<td>Brochures/promotional literature</td>
</tr>
</tbody>
</table>

## Most popular websites?

**Top 3 answers**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>87%</td>
<td>General search engine, eg, google</td>
</tr>
<tr>
<td>47%</td>
<td>Irish tourist board, eg discoverireland,</td>
</tr>
<tr>
<td>31%</td>
<td>Accommodation sites, eg, expedia, hotels.com</td>
</tr>
</tbody>
</table>

## When in Cork City & Harbour, where did they get information?

**Top 3 answers**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>Tourist Information Office</td>
</tr>
<tr>
<td>37%</td>
<td>Accommodation provider</td>
</tr>
<tr>
<td>14%</td>
<td>Local people</td>
</tr>
</tbody>
</table>
Holidaymaker Study 2013 – Cork City & Harbour

How did they get around Cork City & Harbour?
- Hired car, 46%
- Own car, 26%
- Private coach tour, 8%
- Public transport, 16%
- Other, 4%

Where did they stay in Cork City & Harbour?
- Hotel 43%
- B&B 19%
- Self-catering 13%
- Family/friends 13%
- Hostel 5%
- Guesthouse 3%
- Caravan/camping 2%
- Own holiday home 1%

Where did they eat in Cork City & Harbour?
- Hotel 38%
- Self-catering 18%
- Pub 16%
- Cafe 15%
- B&B 6%
- Fast food/take-away 4%

What was their experience of getting around Cork City & Harbour?
- Signposting for roads/directions: 4.01
- Signs for attractions: 4.00
- Conditions of the roads: 3.85
- Transport to/from Cork City & Harbour: 2.52
- Transport within Cork City & Harbour: 2.51

Average score: 1 = very poor 5 = very good

What did they think of eating out in Cork City & Harbour?
- Way in which food was prepared: 62%
- Staff knowledge of menu: 62%
- Availability of distinctly Irish dishes: 61%
- Service: 60%
- Quality and freshness of ingredients: 45%
- Value for money: 39%

Those giving a “very good” rating of food
Holidaymaker Study 2013 – Cork City & Harbour

Where did they visit in Cork City & Harbour?

- Museums/galleries, 32%
- Farmers' markets, 39%
- Traditional music/dance performance, 29%
- Interpretive centres, 60%
- Gardens, 52%
- National parks, 14%
- Historic houses/castles, 66%

What did they do in Cork City & Harbour?

- Hiking/walking: 16%
- Boat trip: 9%
- Cycling: 5%
- Golf: 3%
- Water-based activity: 3%
- Fishing: 3%
- Attending sporting event: 3%
- Equestrian pursuits: 1%

Cork City & Harbour’s Net Promoter Score (NPS)

On a scale of 0-10, % who would highly recommend Clare (score of 9-10) less those that would not (score of 0-6)

70%

What was their overall experience of Cork City & Harbour?

Friendliness of local people: 4.85
Natural environment, eg, landscape: 4.80
Quality of the buildings/architecture: 4.66
Overall value for money: 4.59
Availability of things to see and do: 4.57
Cleanliness of locality: 4.51

Average score: 1 = very poor 5= very good

Reasons for recommending Cork City & Harbour?

- Beautiful scenery/countryside: 74%
- People, nice/friendly: 66%
- History, culture: 43%
- Traditional Irish Culture: 41%
- Peaceful/relaxing: 30%
- Great tourist location: 29%
- Lots to do and see: 28%
Holidaymaker Study 2013 – Cork City & Harbour

59% Were interested in following ‘I-walks’ in Cork City

- 18% Followed the walk

41% Were not interested in ‘I-walks’ in Cork City

- 46% Unaware of the walks
- 48% Didn’t have the time

How did we get the information?

- WHEN: May-October 2013
- WHERE: at key tourist locations throughout Cork City & Harbour
- WHO: 1002 face to face interviews with domestic and overseas holidaymakers. 73% were first time visitors to the area. They had spent at least one night in the area. Three in every five visitors were aged between 25-54 years and almost half were couples

Likelihood of returning to Cork City & Harbour for a holiday

- 3% Definitely, I’ll be back later this year
- 18% Definitely, I’ll be back next year
- 45% Definitely, I’ll be back in the next few years
- 26% I hope so – at some time in the future
- 7% Probably not
- 1% Don’t know