

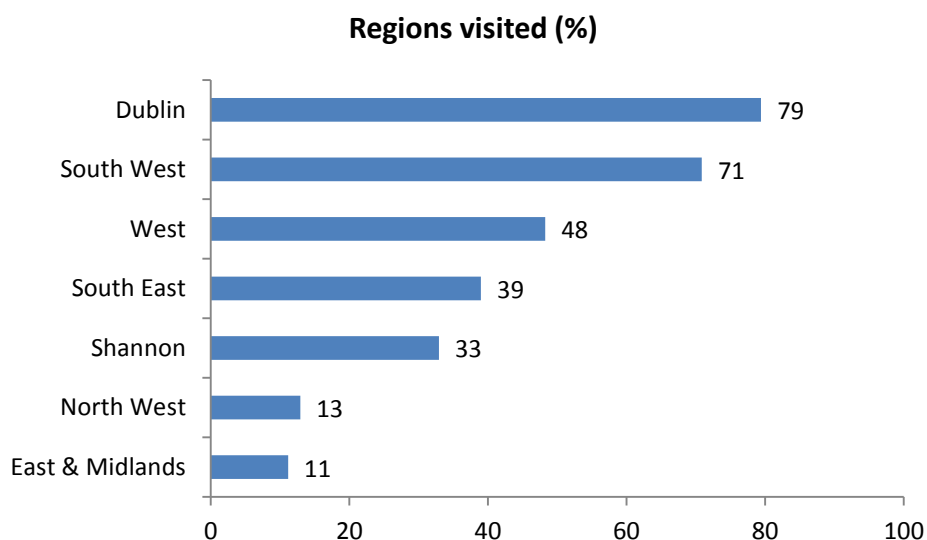
Coach Tourism in Ireland 2010

There were 300,000 overseas coach tourists to Ireland in 2010 contributing an estimated €180 million to the Irish economy.

Total Overseas Coach Tourists 2006-2010 (000)					
	2006	2007	2008	2009	2010
Britain	148	154	117	111	92
N America	124	151	110	88	115
M Europe	63	86	70	61	67
Other Areas	22	12	30	17	26
TOTAL	356	403	328	278	300

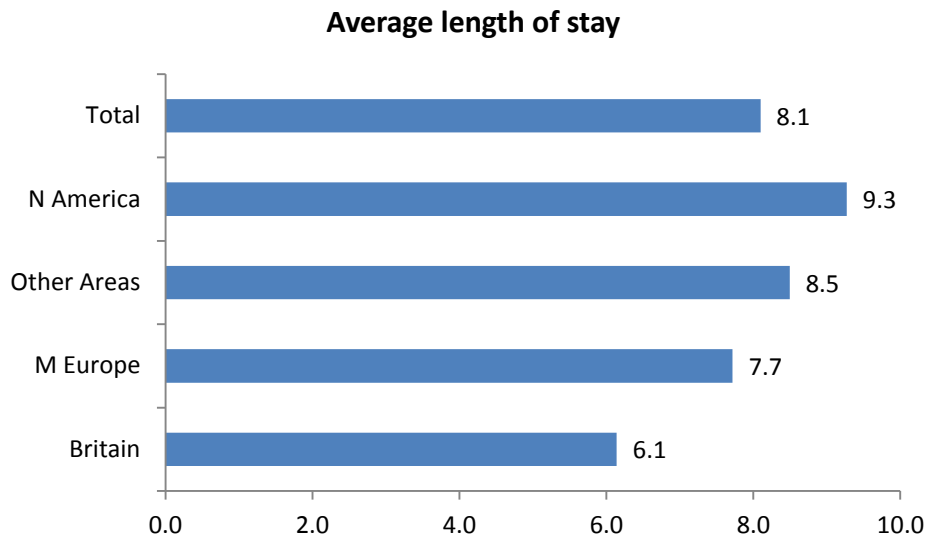
Regions visited

Dublin was the most visited region with almost 80% of overseas coach tourists spending at least one night in Dublin. Outside of Dublin the South West was the next most popular region with just over 70% visiting this region. The West (48%) and the South East (39%) also accounted for a significant proportion of coach visits.



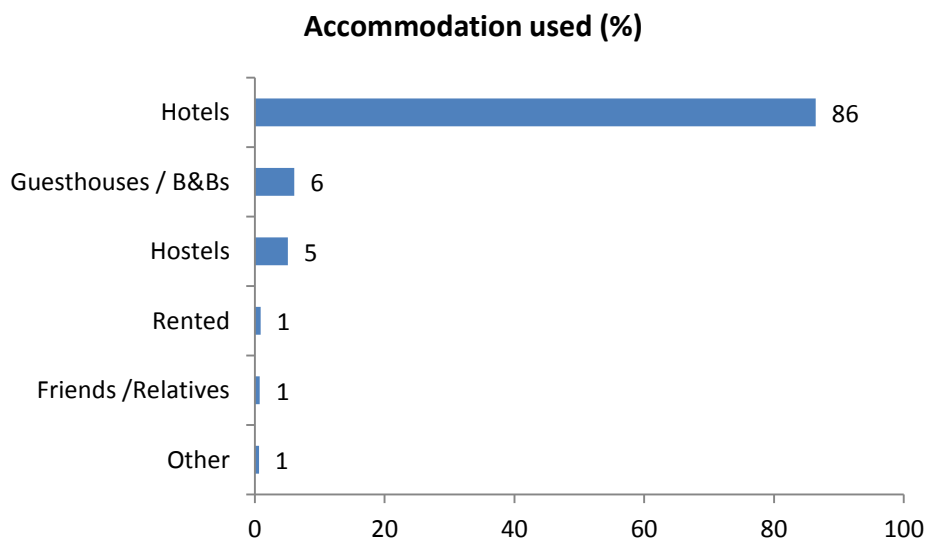
Average length of stay

The average length of stay in 2010 was 8 nights with North Americans having the longest stay at 9 nights and British visitors the shortest at 6 nights.



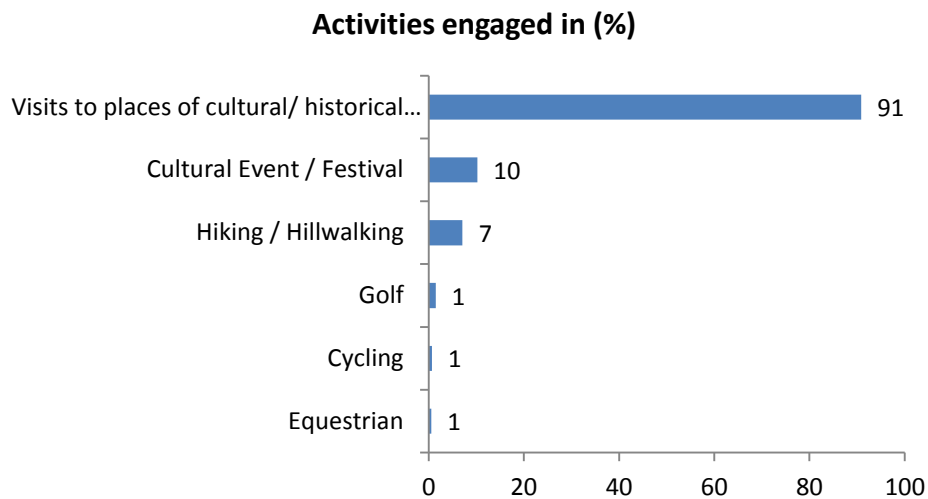
Accommodation used

Hotels are by far the main choice for accommodation with 86% using this type of accommodation. Six per cent of coach visitors stayed in Guesthouses/B&Bs and 5% used Hostels.



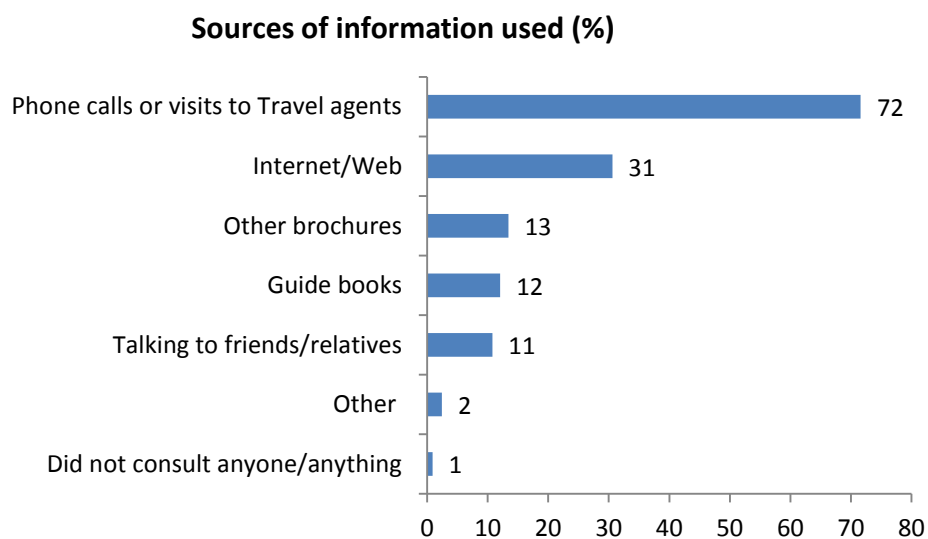
Activities engaged in

Visits to places of cultural/historical interest is the main activity for coach tourists with 91% engaging in this activity. A cultural event /festival was attended by 10% of visitors. Considering the more active pursuits Hiking/Hill walking was pursued by 7% of visitors with activities like equestrian, golf and cycling on the itinerary of just 1% in each case.



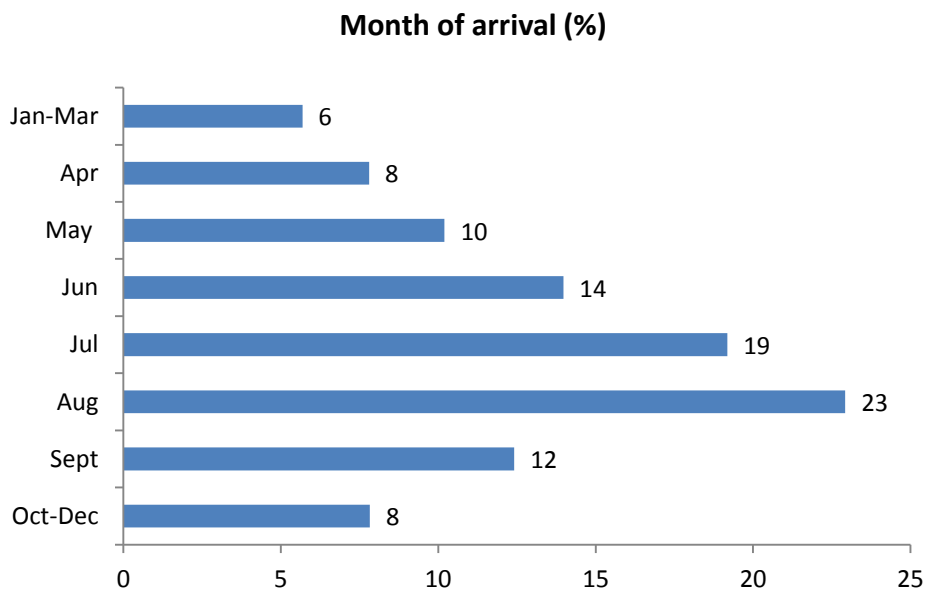
Sources of information used

Travel agents were the main source of information used for planning a coach holiday to Ireland with 72% using these services; internet was the next most used resource at 31%. There was a greater propensity amongst Americans (37%) to use the internet compared with British visitors (22%). Brochures were popular with British tourists with one third using this source.



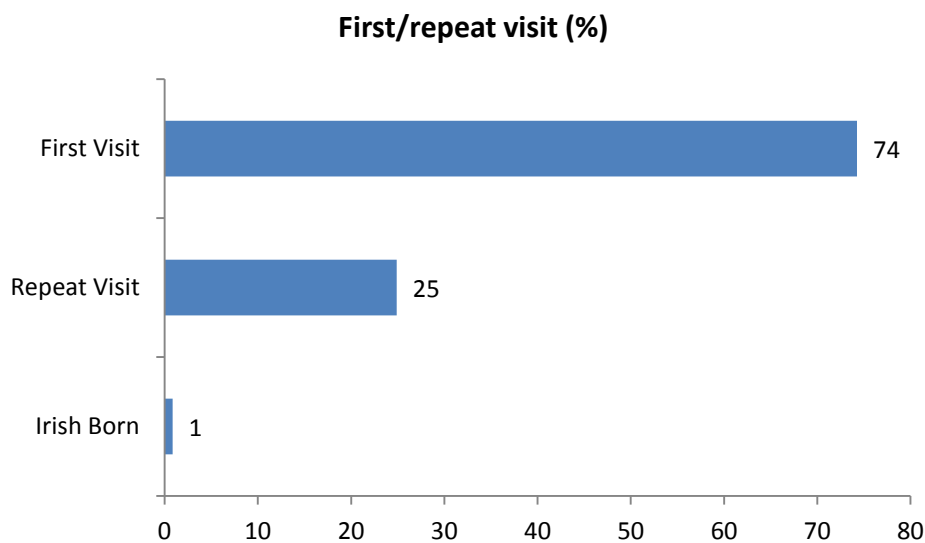
Month of arrival

July and August are the peak months for coach arrivals with 19% and 23% arriving respectively during these months.



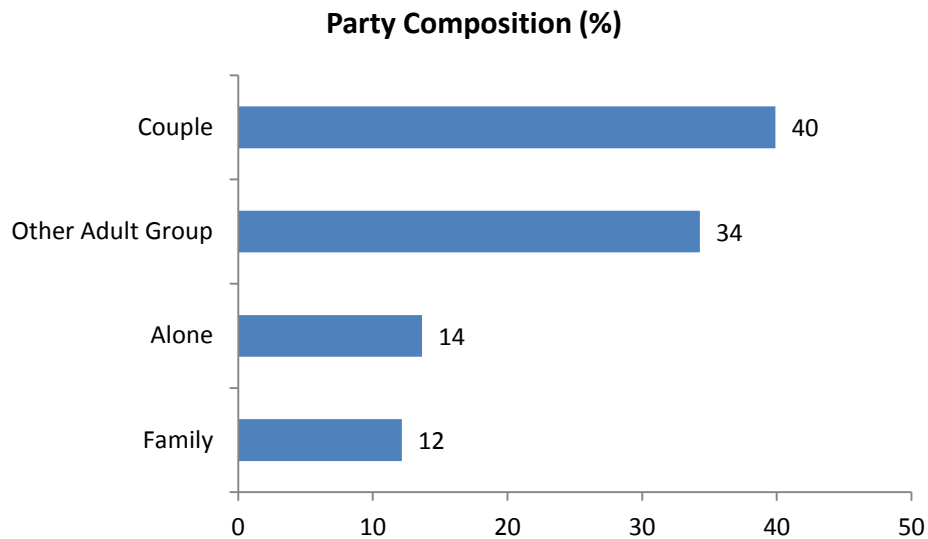
First or repeat visit

For most visitors (74%) it was their first trip to Ireland while for a quarter it was a repeat visit. Just 1% of visitors were Irish born. When broken down by market just over half of British visitors were on a first visit with 45% on a repeat visit.



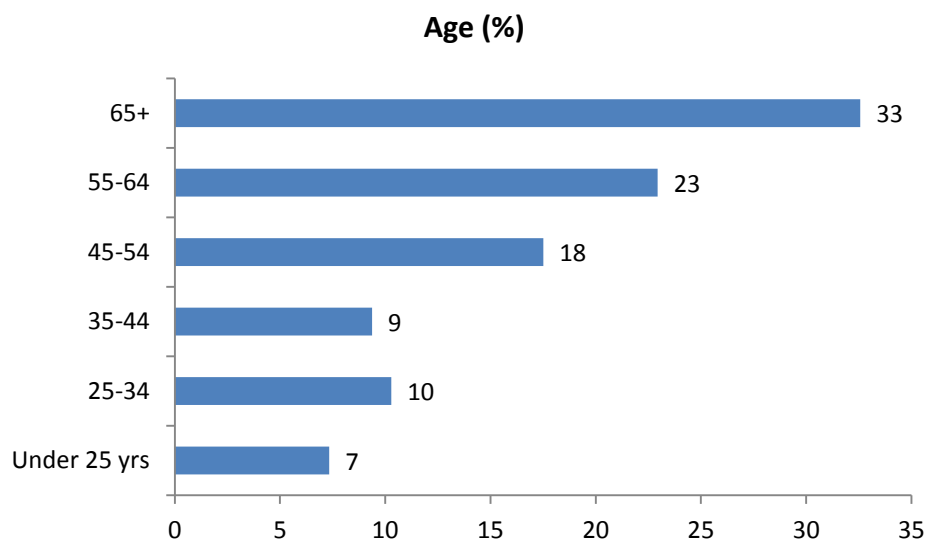
Party composition

Couples at 40% form the predominant type of party coming to Ireland on a coach touring holiday with other adult groups comprising 34% of visitors. When looking at the American market, 45% of visitors are couples with 25% falling into the other adult group category.



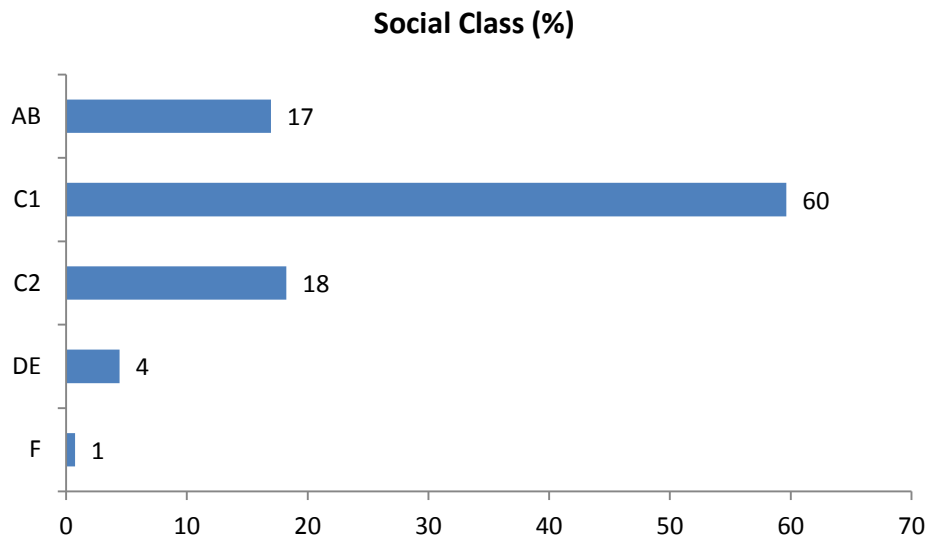
Age

The age profile for visiting coach tourists veers towards the older age groups with one third over 65 and just over 40% aged 46-64. When looking at the individual markets this is more pronounced in the British market with 60% over 65 compared with 19% for Europeans and 23% for Americans.



Social Class

Social class C1 dominates the coach touring market with 60% of visitors belonging to this class. For Americans and Europeans this percentage is even higher at 64% and 65% respectively. Britain at 28% has the highest proportion of coach visitors in the C2 segment.



Coach tourist tables 2010 – Total and by main market area (%)

Regions visited	Total	Britain	N America	M Europe	Other Areas
Dublin	79	54	92	87	97
East & Midlands	11	9	12	13	11
South East	39	42	42	25	49
South West	71	54	81	71	83
Shannon	33	10	49	33	42
West	48	24	59	63	51
North West	13	9	14	17	13

Nights	Total	Britain	N America	M Europe	Other Areas
Up to 3	6	5	4	8	6
4 to 5	18	34	10	11	25
6 to 8	46	54	36	57	30
9 to 12	20	5	35	14	21
13 +	10	1	14	10	17
Average no. of nights	8.1	6.1	9.3	7.7	8.5

Accommodation Nights	Total	Britain	N America	M Europe	Other Areas
Hotels	86	88	90	84	70
Guesthouses / B&Bs	6	2	7	7	13
Rented	1	2	-	-	-
Caravan & Camping	-	-	-	-	-
Hostels	5	6	4	2	15
Friends /Relatives	1	1	1	-	2
Other	1	-	-	6	-

First Trip to Ireland	Total	Britain	N America	M Europe	Other Areas
First Visit	74	52	84	83	88
Repeat Visit	25	45	16	17	12
Irish Born	1	3	-	-	-

Activities Engaged In	Total	Britain	N America	M Europe	Other Areas
Equestrian	1	-	1	-	1
Golf	1	-	3	1	1
Cycling	1	-	1	2	1
Angling	-	-	1	-	-
Hiking / Hillwalking	7	3	8	12	8
Visits to places of cultural/ historical interest	91	84	94	91	98
Cultural Event / Festival	10	11	10	9	9

When did they arrive	Total	Britain	N America	M Europe	Other Areas
January - March	6	7	4	6	9
April	8	3	13	6	6
May	10	9	9	13	12
June	14	8	19	15	13
July	19	24	15	22	10
August	23	35	13	24	24
September	12	11	16	11	9
October - December	8	4	11	4	17

Age	Total	Britain	N America	M Europe	Other Areas
Under 25 yrs	7	6	8	9	6
25-34	10	6	9	12	27
35-44	9	3	7	18	22
45-54	18	7	23	23	15
55-64	23	18	31	19	15
65+	33	60	23	19	15

Social Class	Total	Britain	N America	M Europe	Other Areas
AB	17	12	19	21	15
C1	60	48	64	65	65
C2	18	28	15	11	17
DE	4	10	2	2	2
F	1	1	-	1	2

Party Composition	Total	Britain	N America	M Europe	Other Areas
Alone	14	10	12	15	33
Couple	40	37	45	34	41
Family	12	8	18	11	4
Other Adult Group	34	46	25	40	22

Sources of information when planning trip to Ireland	Total	Britain	N America	M Europe	Other Areas
Talking to friends/relatives	11	9	15	7	5
Internet/Web	31	22	37	28	41
Phone calls or visits to Tourist agents	72	78	68	69	72
Guide books	12	13	11	14	6
Other brochures	13	33	4	4	10
Did not consult anyone/anything	1	-	2	1	-
Other	2	2	2	5	-

Reservation made	Total	Britain	N America	M Europe	Other Areas
Pre Sept 09	5	1	7	3	10
Oct-Dec 09	18	17	21	11	27
January	14	20	12	11	7
February	10	10	10	10	8
March	13	11	13	17	8
April	11	11	11	13	4
May	11	13	8	13	11
June	8	8	7	10	4
July	5	5	4	7	4
August	3	3	3	3	7
September	1	-	-	1	6
October	1	1	1	-	4
November	-	1	-	-	2
December	-	-	-	-	-