

Activity Product Usage among Overseas Visitors in 2010

Angling

127,000 overseas visitors engaged in angling while in Ireland in 2010.

Hiking/Cross-Country Walking

Over 700,000 overseas visitors claim to have gone hiking/cross-country walking in 2010, more than a third of whom stated that walking was an important factor in their choice of Ireland as a holiday destination (259,000).

Cycling

168,000 overseas visitors engaged in cycling while in Ireland in 2010.

Golf

The level of participation in golf by overseas visitors continued to grow in 2010 to 160,000.

Equestrian

62,000 overseas visitors engaged in some form of equestrian pursuit in 2010.

Summary of Overseas Visitors Engaging in Activities in 2010

	Overseas Visitors	Spend in Ireland ^d	Activity Important in Choice of Ireland	
			Overseas Holidaymakers	
	(000s)	(€mn)	(000s)	(€mn)
Hiking/Cross Country Walking	713	656	259	226
Golf	160	152	67	75
Angling	127	89	56	46
Cycling	168	182	57	55
Equestrian	62	65	22	20

Overseas Visitors	Angling	Hiking/Cross Country Walking	Cycling	Golf	Equestrian
Nos. Engaging (000s)	127	713	168	160	62
Share by Market (%)					
Britain	57	29	22	48	37
M. Europe	36	45	56	21	35
<i>France</i>	9	12	13	5	10
<i>Germany</i>	9	11	12	9	11
N. America	4	22	16	29	24
Other Long Haul	2	3	7	3	2

- means less than 0.5%
- n/a – not available
- Source: Survey of Overseas Travellers 2010

Last revised 22nd May 2012
