

Activity product usage among overseas visitors in 2012

January 2014

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Activity product usage among overseas visitors in 2012

Table 1 – Overseas visitors engaging in activities

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Nos. engaging (000s)	118	149	66	171	578
Expenditure (€m)	94	200	79	183	660

Table 2 – Market distribution of overseas visitors (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Britain	53	24	30	47	25
Mainland Europe	34	59	55	23	49
<i>France</i>	6	18	18	5	9
<i>Germany</i>	11	9	13	6	3
North America	9	11	15	19	20
Other long haul	4	6	-	11	5

Activity product usage among overseas holidaymakers in 2012

Table 3 – Market distribution of overseas holidaymakers

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Nos. engaging (000s)	86	73	43	106	371

Table 4 - Market distribution of overseas holidaymakers (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Britain	49	16	24	44	17
Mainland Europe	38	67	52	24	55
<i>France</i>	7	25	20	4	11
<i>Germany</i>	12	11	13	7	16
North America	10	16	23	20	25
Other long haul	4	1	-	13	3

Profile of overseas visitors by activity in 2012

Table 5 – Purpose of visit (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Holiday	57	45	50	49	55
Business	3	7	8	9	9
Visiting friends/relatives	36	28	34	35	31
Other	4	20	8	7	9

Table 6 – Route of entry (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Air from Britain	23	19	21	29	24
Air from Mainland Europe	28	57	49	26	43
Transatlantic air	5	11	18	24	16
Sea from Britain	33	7	8	19	12
Sea from Mainland Europe	10	6	3	3	5

Table 7 - Length of stay (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
1-3 nights	6	8	7	16	10
4-5 nights	14	9	15	19	17
6-8 nights	34	24	29	27	28
9-14 nights	26	25	27	25	25
15+ nights	20	34	22	12	19
<i>Average length of stay</i>	<i>16.0</i>	<i>34.4</i>	<i>20.2</i>	<i>12.5</i>	<i>16.8</i>

Table 8 – Experience of Ireland (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Irish born	14	6	10	18	9
On first visit	24	54	41	25	47
Repeat	62	40	50	57	44

Table 9 – Social class (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Managerial/professional (AB)	29	29	36	43	32
White collar (C1)	49	56	52	45	56
Skilled worker (C2)	17	11	10	10	8
Unskilled worker (DE)	5	5	2	2	3

Table 10 – Party composition (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Travelling alone	38	62	49	43	42
Couple	31	19	23	33	32
Family	17	9	19	12	13
Other adult party	12	10	10	12	12

Table 11 – Respondent age (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
16-24 years	11	32	27	11	19
25-34 years	16	25	30	20	27
35-44 years	18	16	13	21	18
45-54 years	24	16	20	23	18
55-64 years	21	8	9	16	13
65+ years	10	3	2	10	5

Table 12 – Use of car (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Car brought	38	9	8	19	13
Car hired	23	23	43	35	34
Car not used	39	68	50	46	53

Table 13 – Regions visited (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Dublin	18	54	44	41	49
East & Midlands	13	12	21	16	13
South-East	9	15	15	10	16
South-West	42	43	40	35	50
Shannon	13	17	20	20	19
West	24	40	38	18	32
North-West	13	11	10	8	48

Table 14 – Nights by region (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Dublin	31	44	22	37	34
East & Midlands	6	12	13	13	10
South-East	5	5	7	5	6
South-West	26	14	15	25	24
Shannon	5	5	10	8	9
West	15	14	26	8	14
North-West	11	5	7	3	4

Table 15 – Accommodation nights (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Hotels	3	3	10	17	9
Guesthouses/B&Bs	8	6	9	7	11
Caravan/camping	8	3	7	-	3
Rented	27	46	23	18	30
Friends/relatives	35	18	24	29	22
Hostels	2	6	5	2	7
Other	17	17	22	26	18

Table 16 – Regions where activity engaged in (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Dublin	6	23	6	26	12
East & Midlands	11	14	23	17	20
South-East	9	6	8	8	8
South-West	42	38	32	34	45
Shannon	12	9	11	16	11
West	23	37	29	13	23
North-West	10	6	9	7	7

Table 17 – Breakdown of spend (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Bed and board	28	28	27	25	25
Other food and drink	35	34	31	33	34
Sightseeing/entertainment	8	8	8	12	8
Internal transport	11	11	11	9	13
Shopping	13	13	13	13	14
Miscellaneous	4	6	10	8	5

Profile of overseas holidaymakers by activity in 2012

Table 18 – Route of entry (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Air from Britain	7	13	14	21	18
Air from Mainland Europe	28	51	47	21	41
Transatlantic air	4	17	26	30	20
Sea from Britain	46	9	8	23	13
Sea from Mainland Europe	15	10	5	4	8

Table 19 – Length of stay (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
1-3 nights	3	5	7	10	9
4-5 nights	15	6	16	16	16
6-8 nights	37	33	37	35	35
9-14 nights	27	37	26	28	29
15+ nights	17	18	14	10	11
<i>Average length of stay</i>	<i>11.3</i>	<i>12.0</i>	<i>14.2</i>	<i>9.6</i>	<i>9.9</i>

Table 20 – Experience of Ireland (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Irish born	7	2	4	8	2
On first visit	29	66	53	35	60
Repeat	64	31	43	57	37

Table 21 – Social class (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Managerial/professional (AB)	36	32	44	52	34
White collar (C1)	48	58	46	37	56
Skilled worker (C2)	13	9	8	10	8
Unskilled worker (DE)	3	2	2	2	2

Table 22 - Party composition (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Travelling alone	20	36	25	24	25
Couple	42	35	34	42	43
Family	21	14	26	16	15
Other adult party	18	14	15	18	17

Table 23 – Respondent age (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
16-24 years	3	20	17	4	15
25-34 years	16	28	32	16	25
35-44 years	19	19	13	21	20
45-54 years	23	19	28	26	21
55-64 years	25	9	10	20	14
65+ years	14	5	1	13	5

Table 24 – Use of car (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Car brought	52	14	10	24	17
Car hired	29	35	61	49	44
Car not used	10	52	29	28	39

Table 25 – Regions visited (%)

Regions visited (%)	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Dublin	15	60	55	36	55
East & Midlands	9	13	18	13	14
South-East	11	22	14	12	19
South-West	53	60	47	52	60
Shannon	14	26	33	26	24
West	30	55	50	22	42
North-West	11	15	9	11	9

Table 26 – Nights by region (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Dublin	5	26	17	18	23
East & Midlands	4	4	8	8	5
South-East	9	5	6	6	6
South-West	45	30	20	39	38
Shannon	7	8	44	12	7
West	23	22	31	11	18
North-West	8	5	4	6	4

Table 27 – Accommodation nights (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Hotels	6	13	24	31	19
Guesthouses/B&Bs	17	25	24	15	27
Caravan/camping	4	10	2	1	6
Rented	34	9	13	11	14
Friends/relatives	14	14	13	20	10
Hostels	4	25	12	1	15
Other	21	5	12	22	8

Table 28 – Type of arrangement (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Package *	8	16	16	17	16
Independent	92	84	84	83	84

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

Table 29 – Breakdown of spend (%)

	Angling	Cycling	Equestrian	Golf	Hiking/Walking
Bed and board	34	28	33	27	26
Other food and drink	32	35	29	34	35
Sightseeing/entertainment	7	8	9	12	8
Internal transport	11	15	11	10	14
Shopping	11	13	13	13	13
Miscellaneous	5	2	5	3	5

Notes

- Note 1: Holidaymakers are defined as visitors who stated that their main reason for visiting Ireland was a holiday.
- Note 2: Respondent age – This refers to the age of visitors/holidaymakers stating they have engaged in this activity.
- Note 3: In the tables, * means less than 0.5%, - means 0%.
- Note 4: Regions visited – where visitors/holidaymakers spent at least one overnight