

Profile of overseas visitors who fished while in Ireland in 2011

Revised July 2013

Table of Contents

Table 1 Overseas participants in angling (000s)	1
Table 2 Market distribution of - overseas visitors (%)	1
Table 3 Type of angling- overseas visitors %	1
Table 4 Purpose of visit- overseas visitors (%).....	1
Table 5 Route of entry - overseas holidaymakers (%)	2
Table 6 Month of arrival - overseas holidaymakers (%)	2
Table 7 Length of stay - overseas holidaymakers (%)	2
Table 8 Experience of Ireland - overseas holidaymakers (%).....	2
Table 9 Social class - overseas holidaymakers (%)	3
Table 10 Party composition - overseas holidaymakers (%)	3
Table 11 Respondent age - overseas holidaymakers (%)	3
Table 12 Use of car - overseas holidaymakers (%)	3
Table 13 Nights by region - overseas visitors (%)	3
Table 14 Regions visited - overseas visitors (%)	4
Table 15 Accommodation nights - overseas holidaymakers (%).....	4
Table 16 Type of arrangement - overseas holidaymakers (%)	4
Table 17 Breakdown of spend - overseas holidaymakers (%)	4
Table 18 Regions angling engaged in - overseas visitors (%)	5

Overseas visitors who engaged in angling while in Ireland spent an estimated €94 million in 2011.

Table 1 Overseas participants in angling (000s)

Visitors	111
Holidaymakers	86

Table 2 Market distribution of overseas visitors (%)

	Visitors	Holidaymakers
Britain	48	46
Mainland Europe	45	48
<i>France</i>	12	12
<i>Germany</i>	11	12
North America	4	5
Other Areas	3	1

Table 3 Type of angling¹ - overseas visitors (%)

Coarse	24
Game	33
Sea	45

Table 4 Purpose of visit - overseas visitors (%)

	All	Britain	Mainland Europe
Holiday	56	49	64
Visiting friends & relatives	36	45	26
Business	6	5	7
Other	3	1	4

¹ A small proportion of those who fish while in Ireland engage in more than one type of angling.

Table 5 Route of entry - overseas holidaymakers (%)

	All	Britain	Mainland Europe
Sea from Britain	38	78	12
Sea from Mainland Europe	15	-	29
Air from Britain	9	22	1
Air from Mainland Europe	32	-	59
Transatlantic air	5	-	-

Table 6 Month of arrival - overseas holidaymakers (%)

	All	Britain	Mainland Europe
January-March	3	4	3
April	11	10	12
May	14	12	16
June	18	21	17
July	19	16	20
August	15	15	13
September	12	17	8
October-December	8	5	11

Table 7 Length of stay - overseas holidaymakers (%)

	All	Britain	Mainland Europe
1-3 nights	3	3	4
4-5 nights	13	16	11
6-8 nights	41	47	37
9-14 nights	26	19	33
15+ nights	17	15	16
<i>Average length of stay (nights)</i>	<i>11.9</i>	<i>11.1</i>	<i>11.5</i>

Table 8 Experience of Ireland - overseas holidaymakers (%)

	All	Britain	Mainland Europe
Irish-born	5	12	-
First visit	30	9	39
Repeat	64	79	61

Table 9 Social class - overseas holidaymakers (%)

	All	Britain	Mainland Europe
Managerial/professional (AB)	37	37	31
White collar (C1)	47	37	57
Skilled worker (C2)	14	22	9
Unskilled worker (DE)	3	4	3

Table 10 Party composition - overseas holidaymakers (%)

	All	Britain	Mainland Europe
Alone	21	30	13
Couple	36	29	41
Family	26	26	25
Other adult party	17	15	21

Table 11 Respondent age - overseas holidaymakers (%)

	All	Britain	Mainland Europe
16-24 years	4	3	5
25-34 years	16	14	18
35-44 years	27	23	29
45-54 years	23	26	20
55-64 years	20	24	20
65+ years	9	11	8

Table 12 Use of car - overseas holidaymakers (%)

	All	Britain	Mainland Europe
Car brought	47	66	38
Car hired	33	14	42
Car not used	20	20	20

Table 13 Nights by region - overseas visitors (%)

	All	Britain	Mainland Europe
Dublin	7	1	11
East & Midlands	5	6	6
South-East	10	19	4
South-West	48	54	37
Shannon	9	3	14
West	14	11	17
North-West	8	7	10

Table 14 Regions visited - overseas visitors (%)

	All	Britain	Mainland Europe
Dublin	19	4	25
East & Midlands	13	11	16
South-East	16	13	16
South-West	53	56	47
Shannon	15	7	22
West	28	20	30
North-West	13	11	15

Table 15 Accommodation nights - overseas holidaymakers (%)

	All	Britain	Mainland Europe
Hotels	8	7	6
Guesthouse/ B&Bs	16	12	18
Caravan/camping	4	3	6
Rented	27	33	24
Friends/ relatives	22	23	14
Hostels	3	-	6
Other	21	20	25

Table 16 Type of arrangement - overseas holidaymakers (%)

	All	Britain	Mainland Europe
Package*	13	8	15
Independent	87	92	85

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

Table 17 Breakdown of spend - overseas holidaymakers (%)

	All	Britain	Mainland Europe
Bed and board	35	42	28
Other food and drink	33	28	36
Sightseeing/entertainment	8	8	7
Internal transport	10	9	13
Shopping	11	9	13
Miscellaneous	3	3	3

Table 18 Regions angling engaged in - overseas visitors (%)

	All	Britain	Mainland Europe
Dublin	7	2	16
East & Midlands	11	17	8
South East	12	15	12
South West	45	57	57
Shannon	10	3	9
West	24	22	37
North West	10	6	21

Estimates are based on information from the CSO's Country of Residence Survey (CRS) and Fáilte Ireland's Survey of Overseas Travellers

Notes to Tables:

- 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 that they have engaged in this activity.
- Note 3: Regions visited - where visitors/holidaymakers spent at least one overnight.
- Note 4: In the tables, * means less than 0.5%, - means 0%.