



Fáilte Ireland

National Tourism Development Authority

Coach tourism 2013

An overview of overseas coach travel
to the Republic of Ireland 2013

November 2014

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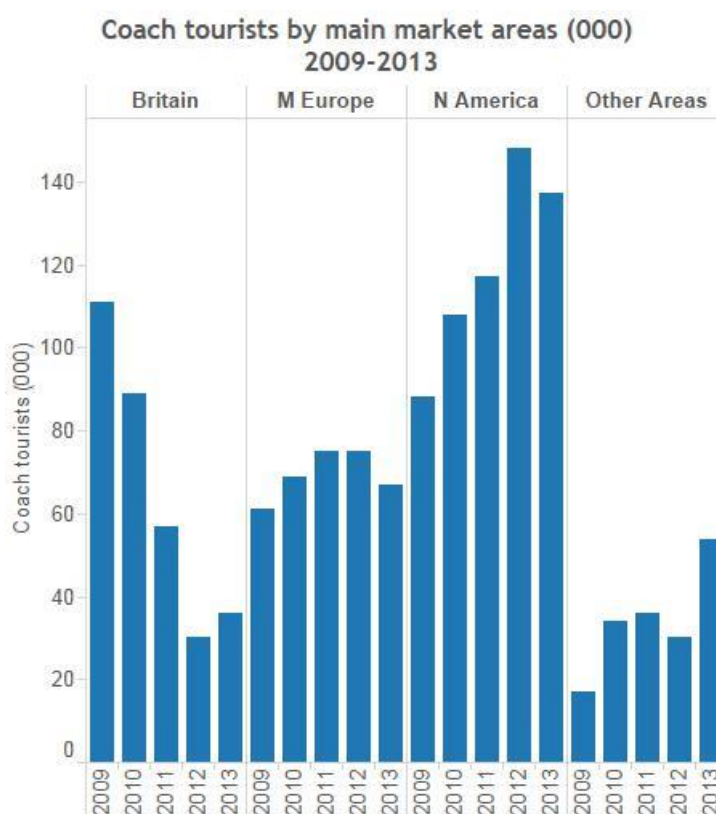
1. Coach tourist numbers to Ireland 2009-2013

There were 294,000 overseas coach tourists to Ireland in 2013 contributing an estimated €210 million to the Irish economy.

Total overseas coach tourists 2009-2013 (000)

	2009	2010	2011	2012	2013
Overseas Coach Tourists	278	300	284	283	294

The top market for coach tourists to Ireland since 2010 has been North America. British coach numbers showed an increase in 2013 arresting steep declines evident since 2009. Coach tourists from long haul destinations are also showing an upward trend.

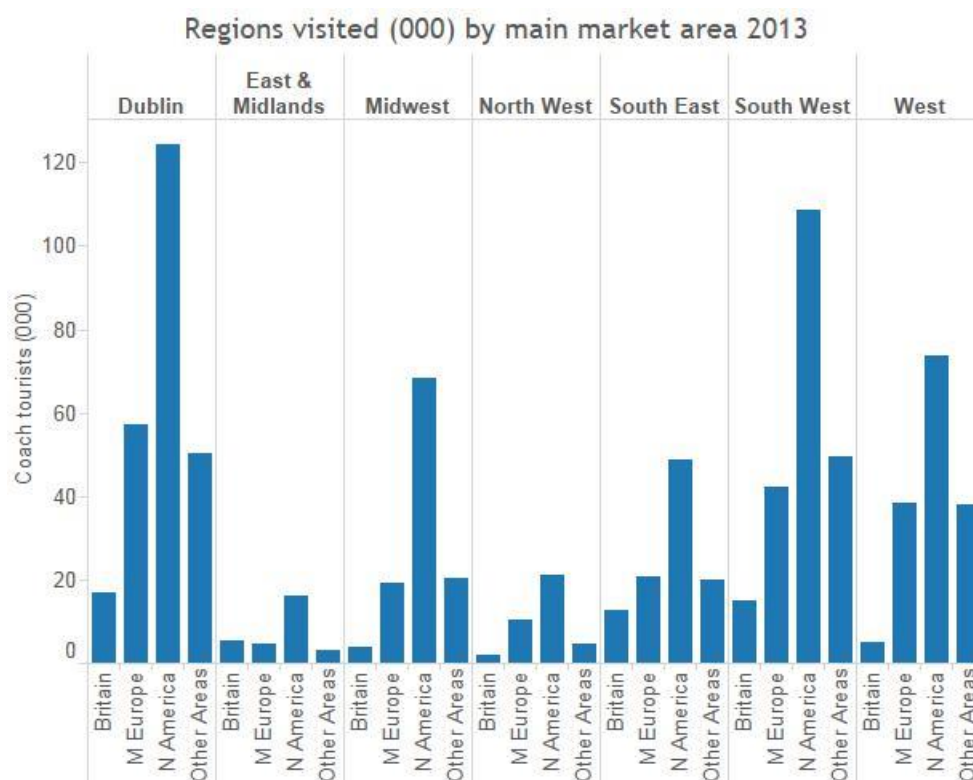


Source: Coach tourist numbers are estimates based on data from Failte Ireland's survey of overseas travellers and figures provided by the sea carriers.

2. Travel behaviour

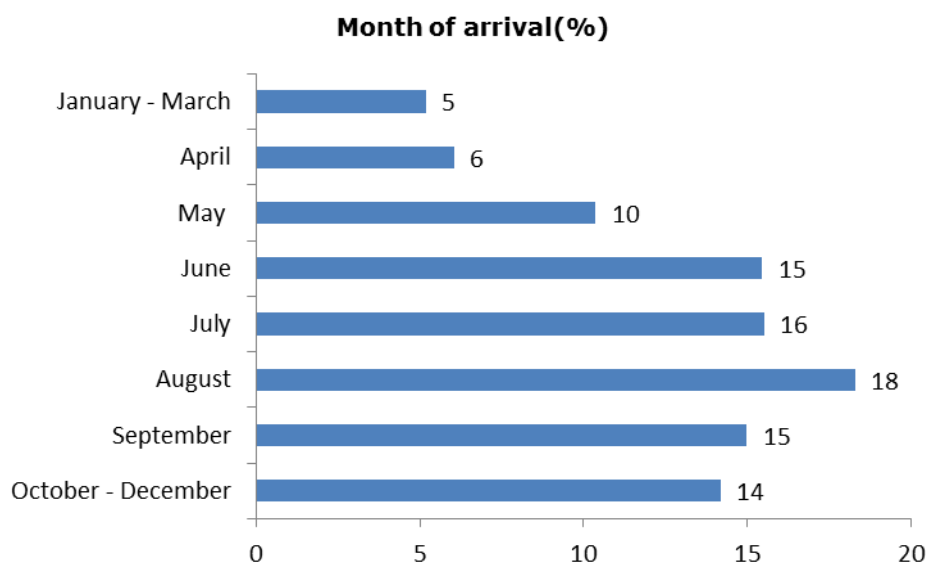
2.1 Regions visited

Dublin was the most visited region with over 85% of overseas coach tourists spending at least one night in Dublin. Outside of Dublin, the South West and the West were the next most popular destinations for coach tourists.



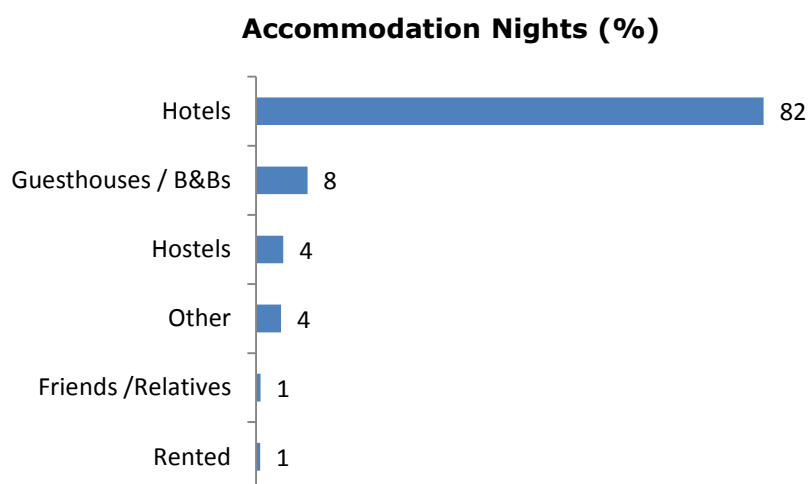
2.2 Month of arrival

The peak months for coach travel in 2013 were from June to September with just under two-thirds (64%) of coach travel taking place in these months. The last quarter of the year (October-November) recorded 14% of coach travel as opposed to the first quarter (January-March) which had just 5% of travel.



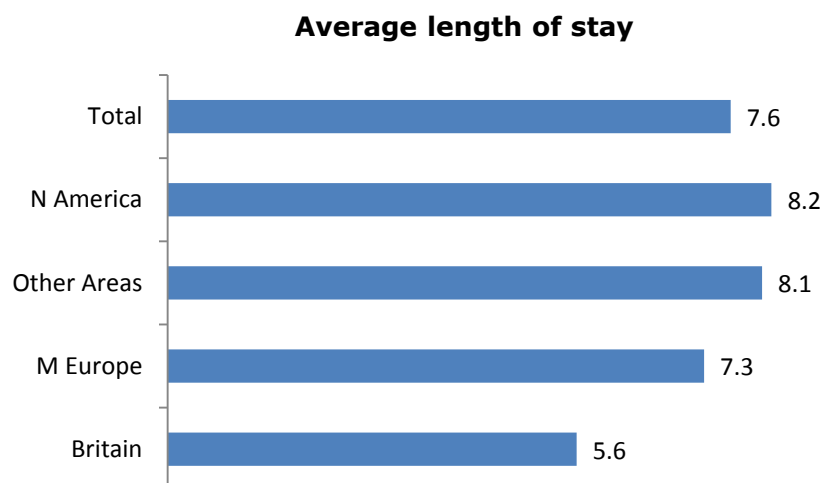
2.3 Accommodation used

Hotels were by far the most popular type of accommodation accounting for 82% of coach tourist nights. Eight per cent of accommodation nights were in guesthouses/B&Bs and 4% were in hostels.



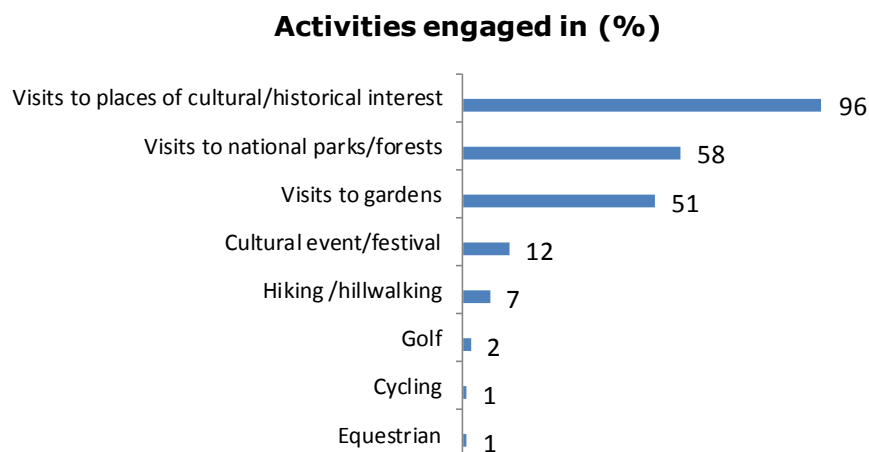
2.4 Average length of stay

The average length of stay for a coach visitor in 2013 was 7.6 nights. North Americans stayed longest - on average 8.2 nights while British visitors had the shortest stay at 5.6 nights.



2.5 Activities engaged in

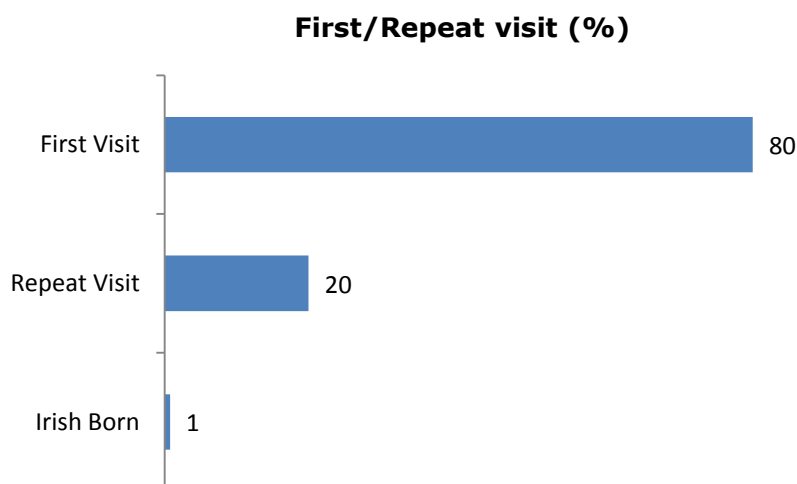
Almost all of coach tourists (96%) visited places of cultural/historical interest. Visits to national parks/forests (58%) and gardens (51%) were the next most popular activities. Cultural events/festivals were attended by 12% of visitors. Of the more active pursuits hiking/hillwalking was the most popular with 7% engaging in this activity.



3. Coach characteristics

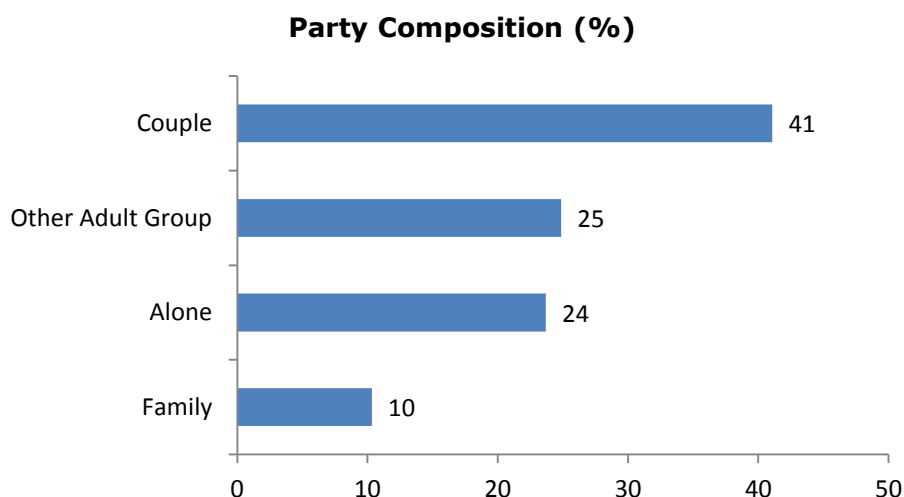
3.1 Experience of Ireland

For most visitors (80%) it was their first trip to Ireland while for a fifth it was a repeat visit. Just 1% of visitors were Irish born.



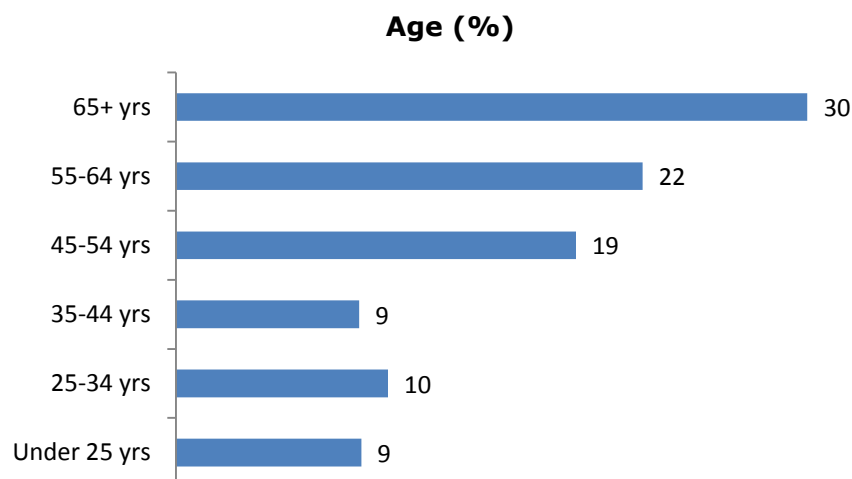
3.2 Party composition

Coach tourists were most likely to travel in a couple (41%). One quarter travel as an adult group with just under a quarter travelling alone. Ten per cent travelled in a family group.



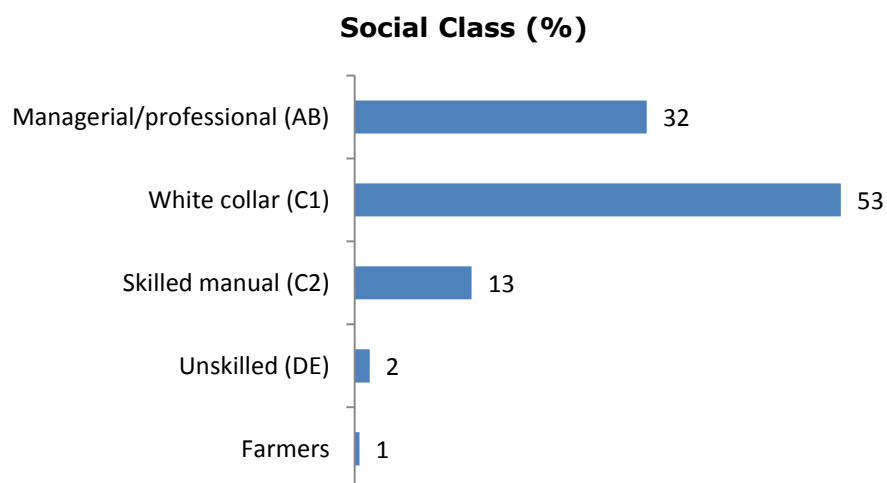
3.3 Age

The age profile for visiting coach tourists tends towards the older age groups with more than half (52%) aged over 54 years.



3.4 Social class

Over half (53%) of those on a coach tour to Ireland were white collar workers (C1) with just under a third (32%) coming from the managerial/professional class (AB).



Source: The characteristics of coach tourists in Ireland are based on Fáilte Ireland's survey of overseas travellers.

Appendix 1 - Definition of Tourism Regions

Tourist Region	Counties
Dublin	Dublin City and County
East & Midlands	Louth Meath Longford Westmeath Offaly (East) Laois Kildare Wicklow
South East	Carlow Kilkenny Tipperary (South) Kilkenny Wexford Waterford
South West	Cork Kerry
Shannon	Clare Limerick Offaly (West) Tipperary (North)
West	Galway Mayo Roscommon
North West	Donegal Sligo Leitrim Cavan Monaghan

Appendix 2 - Coach tourism tables 2013

Coach tourists (000)	2009	2010	2011	2012	2013
Britain	111	89	57	30	36
N America	88	108	117	148	137
M Europe	61	69	75	75	67
Other Areas	17	34	36	30	54
Total	278	300	284	283	294

Regions visited (%)	Total	Britain	North America	Mainland Europe	Other Areas
Dublin	85	47	91	85	94
East & Midlands	10	15	12	7	6
South East	35	36	35	31	37
South West	73	42	79	63	92
Shannon	38	10	50	29	38
West	53	14	54	57	71
North West	13	5	15	16	9

Length of stay (%)	Total	Britain	North America	Mainland Europe	Other Areas
Up to 3 nights	7	11	4	9	9
4 to 5 nights	16	47	11	15	13
6 to 8 nights	47	37	47	53	44
9 to 12 nights	23	2	32	19	23
13 + nights	7	3	7	4	12
Average no. of nights in Ireland	7.6	5.6	8.2	7.3	8.1

When did they depart	Total	Britain	North America	Mainland Europe	Other Areas
January - March	5	5	5	5	6
April	6	13	8	3	-
May	10	9	8	16	11
June	15	12	15	17	16
July	16	17	14	19	13
August	18	20	13	26	21
September	15	12	19	11	11
October - December	14	12	17	3	23

Accommodation nights (%)	Total	Britain	North America	Mainland Europe	Other Areas
Hotels	82	92	91	69	65
Guesthouses / B&Bs	8	1	5	12	17
Rented	1	2	*	1	-
Caravan & camping	*	1	-	1	-
Hostels	4	-	1	2	18
Friends /relatives	1	1	1	*	-
Other	4	2	1	14	1

Experience of Ireland (%)	Total	Britain	North America	Mainland Europe	Other Areas
First visit	80	46	84	80	91
Repeat visit	20	52	15	20	9
Irish born	1	2	1	*	-

Activities engaged in (%)	Total	Britain	North America	Mainland Europe	Other Areas
Equestrian	1	1	2	1	-
Golf	2	2	4	1	*
Cycling	1	1	*	2	1
Angling	*	1	-	1	*
Hiking/hillwalking	7	5	4	12	12
Visits to places of cultural/ historical interest	96	94	94	97	99
Cultural event/festival	12	4	14	12	13
Visits to gardens	51	45	50	56	53
Visits to national parks/forests	58	45	60	64	56

Age (%)	Total	Britain	North America	Mainland Europe	Other Areas
Under 25 years	9	1	9	16	4
25-34 years	10	4	9	12	15
35-44 years	9	3	12	11	2
45-54 years	19	7	20	17	27
55-64 years	22	19	24	21	22
65+ years	30	66	26	21	29

Social Class (%)	Total	Britain	North America	Mainland Europe	Other Areas
Manager/professional (AB)	32	16	39	34	22
White collar worker (C1)	53	47	51	55	61
Skilled worker (C2)	13	31	9	8	16
Unskilled worker (DE)	2	4	2	1	*
Farmer (F)	1	2	*	1	1

Party Composition (%)	Total	Britain	North America	Mainland Europe	Other Areas
Alone	24	11	20	21	47
Couple	41	39	43	41	39
Family	10	3	17	7	3
Other adult group	25	47	21	32	12

Note: "-" = 0%, "*" denotes less than 0.5%