

## Cultural Activity Product Usage among Overseas Visitors in 2010

In 2010 an estimated 3 million overseas visitors engaged in cultural activities while in Ireland, including visits to places of historical/cultural interest and gardens, attending festival/events and tracing roots/genealogy generating approximately €2.4 billion.

### Cultural/Historical Visits<sup>1</sup>

Mainland Europe is a key market for this product, accounting for 43% of those visiting cultural/historical attractions. Historical/cultural visits comprise the following:

#### Houses/Castles

Almost two and a half million overseas visitors visited houses or castles.

#### Monuments

Two million overseas visitors visited monuments while in Ireland.

#### Museums/Art Galleries

The level of attendance at museums/art galleries by overseas visitors was approximately 1.7 million in 2010.

#### Heritage/Interpretive Centres

Over one and a half million overseas visitors went to heritage/interpretive centres while in Ireland in 2010.

### Summary of Overseas Visitors Engaging in Historical/Cultural Activities in 2010

Overseas Visitors	Any Visits to Places of Historical/Cultural Interest	Visits to:			
		Houses/Castles	Monuments	Museums/Art Galleries	Heritage/Interpretive Centres
No. Engaging (000s)	2,827	2,414	2,003	1,688	1,579
<b>Share by Market (%)</b>					
Britain	28	24	23	21	24
M. Europe	43	44	45	47	44
<i>France</i>	7	7	7	7	6
<i>Germany</i>	9	10	10	10	10
<i>Italy</i>	6	6	6	7	6
N. America	22	24	24	24	25
Other Long Haul	7	8	8	8	8

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

### Gardens

Almost 1.3 million overseas visitors visited gardens in 2010 with almost half of these visitors from Mainland Europe.

### Genealogy

An estimated 90,000 overseas visitors engaged in tracing roots/genealogical activities in 2010. North America was the most important market for this activity in 2010 accounting for half of such visitors.

<sup>1</sup> These estimates are not discrete as almost all of these visitors engage in more than one cultural visit while in Ireland.

## Festivals/Events

Attendances at festivals/events by overseas visitors were estimated to be 443,000.

## Summary of Overseas Visitors Engaging in Other Cultural Activities in 2010

<b>Overseas Visitors</b>	<b>Gardens</b>	<b>Genealogy</b>	<b>Festivals/ Events</b>
No. Engaging (000s)	1,290	90	443
<b>Share by Market (%)</b>			
Britain	24	26	32
M. Europe	47	9	40
<i>France</i>	8	-	7
<i>Germany</i>	10	6	9
<i>Italy</i>	6	-	5
N. America	21	50	22
Other Long Haul	8	16	6

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

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