

Equestrian 2010

Overseas Visitors who engaged in equestrian activities while in Ireland spent an estimated €65 million in 2010.

Overseas Participants in Equestrian Activities (000s)	Visitors	Holidaymakers
	62	43

Market Distribution (%)	Visitors	Holidaymakers
Britain	37	35
Mainland Europe	35	35
North America	24	28
Other Areas	2	2

Purpose of Visit (%)	All	M Europe
Holiday	48	51
Visiting Friends/Relatives	32	20
Business	10	13
Other	11	16

Route of Entry (%)	Visitors	Holidaymakers	
	All	All	M. Europe
Sea from Britain	10	8	-
Sea from M Europe	4	6	14
Air from Britain	36	24	-
Air from M Europe	35	39	85
Transatlantic Air	15	23	-

Month of Arrival (%)	Visitors	Holidaymakers	
	All	All	M. Europe
January - March	4	2	-
April	9	11	9
May	11	12	6
June	12	16	19
July	19	22	31
August	23	23	21
September	5	7	4
October - December	18	9	8

Length of Stay (%)	Visitors	Holidaymakers	
	All	All	M. Europe
1-3 nights	14	11	1
4-5 nights	14	13	9
6-8 nights	26	34	37
9-14 nights	21	26	32
15+ nights	25	15	21
Average Length of Stay (Nights)	25.8	13.6	11.4

	Visitors	Holidaymakers	
Experience of Ireland (%)	All	All	M. Europe
Irish-Born	9	2	2
First Visit	38	53	65
Repeat	52	45	34

	Visitors	Holidaymakers	
Social Class (%)	All	All	M. Europe
Managerial/Professional (AB)	29	33	40
White Collar (C1)	51	49	49
Skilled Worker (C2)	18	16	11
Unskilled Worker (DE)	1	2	1

	Visitors	Holidaymakers	
Party Composition (%)	All	All	M. Europe
Alone	44	23	30
Couple	21	33	29
Family	27	31	32
Other Adult Party	9	14	10

	Visitors	Holidaymakers	
Respondent Age (%)	All	All	M. Europe
15-18 years	6	4	8
19-24 years	21	12	12
25-34 years	26	28	35
35-44 years	15	18	18
45-54 years	23	29	20
54-65 years	8	7	6
65+ years	1	2	-

	Visitors	Holidaymakers	
Use of Car (%)	All	All	M. Europe
Car Brought	9	10	14
Car Hired	38	55	47
Car Not Used	53	35	39

	Visitors	Holidaymakers	
Nights by Region (%)	All	All	M. Europe
Dublin	32	17	16
East & Midlands	15	10	4
South-East	11	11	
South-West	15	26	25
Shannon	12	13	14
West	11	17	14
North-West	3	13	16

	Visitors	Holidaymakers	
Regions Visited (%)	All	All	M. Europe
Dublin	37	46	36
East & Midlands	18	17	20
South-East	18	20	20
South-West	37	45	41
Shannon	21	25	26
West	34	43	30
North-West	15	22	25

	Visitors	Holidaymakers	
Accommodation Nights (%)	All	All	M. Europe
Hotels	6	23	14
Guesthouse/ B&Bs	7	27	30
Caravan/Camping	8	3	5
Rented	35	19	20
Friends/ Relatives	17	9	5
Hostels	5	10	13
Other	22	10	14

	Visitors	Holidaymakers	
Type of Arrangement (%)	All	All	M. Europe
Package*	n.a.	17	17
Independent	n.a.	83	83

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

Region Activity Engaged In - Overseas Visitors (%)	All	M. Europe
Dublin	6	8
East & Midlands	19	17
South-East	13	16
South-West	33	35
Shannon	11	12
West	24	15
North-West	14	15

	Visitors	Holidaymakers	
Breakdown Of Spend (%)	All	All	M. Europe
Bed and Board	28	39	27
Other Food and Drink	28	28	31
Sightseeing/Entertainment	7	9	10
Internal Transport	8	9	14
Shopping	11	11	15
Miscellaneous	17	5	3

Satisfaction with Equestrian Activities (%)	Quality	Price
Very Satisfied	39	36
Satisfied	37	38
Neither	16	21
Dissatisfied	6	5
Very Dissatisfied	2	*

Source: Visitor Attitudes Survey

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Estimates are based on information from the CSO's Country of Residence Survey (CRS) and Fáilte Ireland's Survey of Overseas Travellers (SOT) and the Visitor Attitudes Survey. Respondents to the SOT are aged 16 years and over.

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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%.