

# Profile of overseas visitors participating in equestrian activities in 2011

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Overseas visitors who engaged in equestrian activities while in Ireland spent an estimated €79 million in 2011.

**Table 1 Overseas participants in equestrian activities (000s)**

Visitors	71
Holidaymakers	41

**Table 2 Market distribution of overseas visitors (%)**

	Visitors	Holidaymakers
Britain	16	6
Mainland Europe	52	56
North America	22	27
Other Areas	10	11

**Table 4 Purpose of visit- overseas visitors (%)**

	All	Mainland Europe
Holiday	48	49
Visiting friends & relatives	37	27
Business	6	11
Other	8	13

**Table 5 Route of entry (%)**

	Visitors	Holidaymakers
Sea from Britain	9	7
Sea from Mainland Europe	3	5
Air from Britain	26	17
Air from Mainland Europe	43	45
Transatlantic air	18	25

**Table 6 Month of arrival (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
January-March	6	4
April	9	12
May	9	12
June	10	12
July	23	27
August	19	20
September	5	5
October-December	19	7

**Table 7 Length of stay (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
1-3 nights	8	7
4-5 nights	16	17
6-8 nights	25	33
9-14 nights	28	28
15+ nights	24	15
<i>Average length of stay (nights)</i>	<i>22.6.</i>	<i>14.2</i>

**Table 8 Experience of Ireland (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
Irish-born	8	2
First visit	41	57
Repeat	51	41

**Table 9 Social class (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
Managerial/professional (AB)	36	42
White collar (C1)	50	48
Skilled worker (C2)	12	9
Unskilled worker (DE)	2	1

**Table 10 Party composition (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
	<b>All</b>	<b>All</b>
Alone	44	18
Couple	25	38
Family	21	28
Other adult party	10	16

**Table 11 Respondent age (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
16-24 years	4	2
25-34 years	18	15
35-44 years	32	30
45-54 years	14	16
55-64 years	9	11
65+ years	2	1

**Table 12 Use of car (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
Car brought	7	8
Car hired	41	59
Car not used	51	32

**Table 13 Nights by region (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
Dublin	23	20
East & Midlands	11	10
South-East	11	5
South-West	15	21
Shannon	13	13
West	19	21
North-West	7	9

**Table 14 Regions visited (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
Dublin	42	56
East & Midlands	19	16
South-East	16	15
South-West	39	42
Shannon	25	34
West	35	45
North-West	12	14

**Table 15 Accommodation nights (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
Hotels	8	23
Guesthouse/ B&Bs	7	24
Caravan/camping	9	3
Rented	30	14
Friends/ relatives	23	16
Hostels	7	13
Other	17	8

**Table 16 Type of arrangement (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
Package*	n.a.	20
Independent	n.a.	80

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

**Table 17 Breakdown of spend (%)**

	<b>Visitors</b>	<b>Holidaymakers</b>
Bed and board	28	34
Other food and drink	30	28
Sightseeing/entertainment	8	9
Internal transport	11	10
Shopping	14	14
Miscellaneous	10	5

**Table 18 Regions activity engaged in - overseas visitors (%)**

	<b>All</b>	<b>Mainland Europe</b>
Dublin	6	8
East & Midlands	20	21
South East	10	7
South West	34	32
Shannon	12	12
West	26	22
North West	13	19

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%.