

# Profile of overseas visitors who went hiking/hillwalking in 2011

Revised July 2013

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Overseas visitors who went hiking and or hillwalking while in Ireland spent an estimated €660 million in 2011.

**Table 1 Overseas participants in hiking/hillwalking (000s)**

Visitors	763
Holidaymakers	551

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

	Visitors	Holidaymakers
Britain	32	33
Mainland Europe	43	41
North America	18	20
Other Areas	7	6

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

	All	Britain	Mainland Europe	North America
Holiday	57	45	58	70
Visiting friends & relatives	30	49	25	20
Business	5	4	6	5
Other	8	2	12	6

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

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Sea from Britain	11	12	42	5	1
Sea from Mainland Europe	5	7	-	14	1
Air from Britain	25	19	57	2	17
Air from Mainland Europe	43	42	1	78	13
Transatlantic air	16	20	-	-	68

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

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
January-March	13	7	14	6	8
April	8	7	5	8	7
May	10	11	11	11	11
June	13	15	10	13	21
July	16	19	16	23	15
August	16	18	16	21	17
September	10	11	13	11	11
October-December	13	11	13	9	12

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

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
1-3 nights	11	9	18	6	8
4-5 nights	17	15	20	14	15
6-8 nights	28	33	38	32	31
9-14 nights	26	30	18	33	35
15+ nights	19	13	6	16	11
<i>Average length of stay (nights)</i>	<i>16.5</i>	<i>10.4</i>	<i>10.1</i>	<i>10.7</i>	<i>9.5</i>

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

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Irish-born	8	3	10	1	-
First visit	47	59	20	67	71
Repeat	44	38	69	32	29

**Table 9 Social class (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Managerial/professional (AB)	27	30	37	29	24
White collar (C1)	60	58	45	60	67
Skilled worker (C2)	10	10	14	9	8
Unskilled worker (DE)	3	2	5	2	2

**Table 10 Party composition (%)**

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Alone	39	23	24	19	22
Couple	34	44	46	42	45
Family	14	17	16	17	19
Other adult party	13	17	14	22	14

**Table 11 Respondent age (%)**

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
16-24 years	19	17	8	18	19
25-34 years	27	25	12	30	26
35-44 years	17	18	23	21	13
45-54 years	18	20	25	17	22
55-64 years	13	15	25	10	14
65+ years	5	5	7	3	6

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

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Car brought	12	15	35	18	-
Car hired	36	46	38	40	61
Car not used	52	39	27	42	39

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

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Dublin	33	24	6	23	32
East & Midlands	10	5	5	5	6
South-East	5	6	5	6	6
South-West	23	35	55	34	27
Shannon	8	8	6	8	9
West	16	18	20	18	17
North-West	5	5	5	5	4

**Table 14 Regions visited (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Dublin	49	56	16	59	75
East & Midlands	58	14	8	16	13
South-East	16	20	7	22	24
South-West	46	57	52	56	58
Shannon	20	26	9	28	32
West	34	42	24	47	45
North-West	10	10	5	12	11

**Table 15 Accommodation nights (%)**

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Hotels	9	18	10	13	33
Guesthouse/ B&Bs	11	27	13	29	28
Caravan/camping	3	6	2	12	-
Rented	29	15	24	14	13
Friends/ relatives	23	11	22	8	9
Hostels	7	14	3	16	13
Other	19	9	26	7	3

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

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Package*	n.a.	16	8	18	20
Independent	n.a.	84	92	82	80

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

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

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Bed and board	26	27	20	27	31
Other food and drink	34	34	40	33	33
Sightseeing/entertainment	8	8	10	7	8
Internal transport	12	13	12	13	14
Shopping	14	13	13	13	13
Miscellaneous	5	4	5	7	1

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

	<b>All</b>	<b>Britain</b>	<b>Mainland Europe</b>	<b>North America</b>
Dublin	13	4	17	14
East & Midlands	20	16	21	20
South East	7	9	5	6
South West	41	45	39	44
Shannon	10	5	10	13
West	26	20	29	29
North West	7	8	7	8

**Table 17 Length of walks – overseas visitors (%)**

	<b>All</b>	<b>Britain</b>	<b>Mainland Europe</b>	<b>North America</b>
Up to 5km	37	34	34	43
More than 5 km	42	43	42	45
More than 10 km	19	22	22	11
Don't know	1	2	2	-

**Table 18 Accompanied by a guide – overseas visitors (%)**

	<b>All</b>	<b>Britain</b>	<b>Mainland Europe</b>	<b>North America</b>
Yes	9	4	11	11
No	91	96	89	89

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%.