

Cultural/Historic Visits 2009

Overseas Participants in Cultural/Historical Visits

Visitors	Holidaymakers
3,045	2,140

Market Origin (%)

Britain
Mainland Europe
North America
Other Areas

Visitors	Holidaymakers
28	29
45	43
21	23
6	6

Type of Attraction Visited - Overseas Visitors %

Houses/Castles
Monuments
Museums/Art Galleries
Heritage/Interpretive Centres

All	Britain	M. Europe	N. America	Other Areas
83	26	45	22	7
70	24	46	23	7
56	23	46	24	7
52	25	43	23	8

Purpose of Visit - Overseas Visitors (%)

Holiday
Visiting Friends/Relatives
Business
Other

All	Britain	M. Europe	N. America
59	55	55	72
29	39	28	18
4	2	5	3
8	3	12	6

Month of Arrival (%)

January - March
April
May
June
July
August
September
October -December

Visitors	Holidaymakers			
	All	Britain	M. Europe	N. America
17	14	21	13	12
9	9	7	10	9
10	11	13	10	9
12	13	9	13	18
15	16	15	18	15
13	13	8	14	13
9	9	11	9	9
16	15	17	14	15

Route of Entry (%)

Sea from Britain
Sea from M Europe
Air from Britain
Air from M Europe
Transatlantic Air

Visitors	Holidaymakers			
	All	Britain	M. Europe	N. America
6	5	12	3	1
2	3	-	6	*
30	30	86	3	18
46	43	2	87	14
16	20	-	*	66

Length of Stay (%)

1-3 nights
 4-5 nights
 6-8 nights
 9-14 nights
 15+ nights
Average Length of Stay (Nights)

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
23	27	48	21	18
20	21	27	21	17
25	29	17	30	36
18	17	5	20	22
14	7	3	8	7
14.5	7.5	4.7	8.2	8.0

Accommodation Nights (%)

Hotels
 Guesthouse/ B&Bs
 Caravan/Camping
 Rented
 Friends/ Relatives
 Hostels
 Other

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
12	32	38	28	39
8	24	13	29	22
1	3	2	6	*
31	10	17	8	10
23	14	15	11	15
5	12	7	13	11
20	5	8	5	3

Nights by Region (%)

Dublin
 East & Midlands
 South-East
 South-West
 Shannon
 West
 North-West

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
43	38	42	39	35
6	4	2	4	4
9	7	6	8	7
18	24	22	24	25
8	9	6	6	11
13	14	16	15	15
3	3	5	4	3

Regions Visited (%)

Dublin
 East & Midlands
 South-East
 South-West
 Shannon
 West
 North-West

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
67	75	62	78	79
11	9	2	13	9
14	17	7	18	22
31	38	22	40	47
16	21	7	20	31
25	29	14	33	34
6	6	2	8	7

Experience of Ireland (%)

Irish-Born
 First Visit
 Repeat

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
5	1	4	*	*
56	67	47	71	75
39	31	49	29	24

Party Composition (%)

Alone
 Couple
 Family
 Other Adult Party

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
36	21	18	19	20
33	43	49	43	39
15	17	13	15	23
16	20	19	23	18

Social Class (%)

Managerial/Professional (AB)
 White Collar (C1)
 Skilled Worker (C2)
 Unskilled (DE)

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
18	20	17	20	23
65	64	62	65	64
13	12	16	13	10
3	3	5	2	2

Respondent Age (%)

16-24 years
 25-34 years
 35-44 years
 45-54 years
 55-64 years
 65+ years

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
22	18	19	18	17
27	25	16	32	22
14	15	14	19	12
18	20	23	18	22
13	14	16	9	17
7	7	11	3	11

Use of Car (%)

Car Brought
 Car Hired
 Car Not Used

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
6	6	10	8	*
26	33	22	31	42
68	62	68	61	58

Type of Arrangement (%)

Package*
 Independent
 * Prepaid an inclusive price for fares to/from Ireland and a

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
n.a.	19	9	18	29
n.a.	81	91	82	71

Breakdown Of Spend (%)

Bed and Board
 Other Food and Drink
 Sightseeing/Entertainment
 Internal Transport
 Shopping
 Miscellaneous

Visitors	Holidaymakers			
	All	All	Britain	M. Europe
30	31	27	31	31
34	33	38	33	31
7	8	9	7	8
11	12	9	12	12
16	15	14	15	17
3	1	2	1	1

Satisfaction with Quality of (%)

Historic Houses/Castles
 Monuments/Historic Sites
 Museums/Art Galleries
 Heritage/Interpretive Centres
 Source: Visitor Attitudes Survey

Very Satisfied	Satisfied	Neither	Dissatisfied	Very Dissatisfied
24	31	7	1	*
25	30	7	1	*
16	17	5	1	*
15	16	6	1	*

PRODUCTS**Historical/Cultural 2009**

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.

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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%.