

Hostels 2010

Supply of Hostel Accommodation by Region	2006	2007	2008	2009	2010
Dublin					
Premises	20	18	18	18	18
Beds	2,770	2,514	2,560	2,776	2,776
East & Midlands					
Premises	11	13	13	12	12
Beds	501	634	634	585	598
South East					
Premises	11	10	11	10	9
Beds	427	366	397	317	255
South West					
Premises	47	42	42	41	40
Beds	2,217	2,148	2,041	2,214	2,160
Shannon					
Premises	18	16	15	15	15
Beds	688	590	556	693	693
West					
Premises	20	19	18	19	19
Beds	1,016	996	950	1,038	1,038
North West					
Premises	20	20	18	18	17
Beds	669	674	616	617	603
Market Share of Hostels by Overseas Visitors (%)					
	2006	2007	2008	2009	2010
Britain	19	18	15	13	11
Mainland Europe	45	49	50	54	56
North America	27	26	27	24	23
Other Areas	9	8	9	9	10

Market Share of Nights Spent in Hostels by Overseas Visitors (%)					
	2006	2007	2008	2009	2010
Britain	10	9	13	7	7
Mainland Europe	52	55	55	60	62
North America	19	21	24	23	22
Other Areas	18	13	8	11	9

Purpose of Visit- Overseas Visitors (%)	All	M. Europe	N. America
Holiday	69	65	75
Visiting Friends/Relatives	15	17	10
Business	6	6	5
Other	11	12	10

Route of Entry (%)	Visitors	Holidaymakers		
	All	All	M. Europe	N. America
Sea from Britain	2	2	*	1
Sea from M Europe	4	5	4	5
Air from Britain	23	27	7	28
Air from M Europe	60	55	88	24
Transatlantic Air	11	11	*	41

Month of Arrival (%)	Visitors	Holidaymakers		
	All	All	M. Europe	N. America
January-March	19	17	16	9
April	6	5	4	7
May	9	8	7	14
June	12	14	12	21
July	13	13	15	9
August	12	13	14	13
September	11	11	14	8
October-December	18	19	17	18

Length of Stay in Ireland (%)	Visitors	Holidaymakers		
	All	All	M. Europe	N. America
1-3 nights	23	27	20	37
4-5 nights	19	20	18	25
6-8 nights	22	25	30	14
9-14 nights	18	20	23	18
15+ nights	17	8	9	5
Average Length of Stay (Nights)	15.7	8.7	9.7	6.5

Experience of Ireland (%)	Visitors	Holidaymakers		
	All	All	M. Europe	N. America
Irish-Born	1	*	-	-
First Visit	75	82	78	84
Repeat	24	17	22	16

	Visitors	Holidaymakers		
Social Class (%)	All	All	M. Europe	N. America
Managerial/Professional (AB)	11	9	9	8
White Collar (C1)	77	78	78	80
Skilled Worker (C2)	10	10	10	10
Unskilled Worker (DE)	2	3	3	2

	Visitors	Holidaymakers		
Party Composition (%)	All	All	M. Europe	N. America
Alone	50	40	35	41
Couple	17	21	24	20
Family	5	6	4	9
Other Adult Party	28	33	37	29

	Visitors	Holidaymakers		
Party Age (%)	All	All	M. Europe	N. America
Under16 years	2	1	1	*
16-18 years	9	6	8	3
19-24 years	47	48	45	55
25-34 years	29	31	32	28
35-44 years	5	6	7	6
45-54 years	5	4	5	4
55-64 years	3	2	*	3
65+ years	1	1	1	-

	Visitors	Holidaymakers		
Nights by Region (%)	All	All	M. Europe	N. America
Dublin	53	49	48	52
East & Midlands	6	3	3	4
South East	2	3	3	3
South West	16	21	20	22
Shannon	6	6	6	3
West	16	16	18	15
North West	1	2	2	1

Regions Visited (%)	Visitors	Holidaymakers		
	All	All	M. Europe	N. America
Dublin	89	91	87	97
East & Midlands	9	8	12	5
South East	10	13	12	11
South West	33	37	35	29
Shannon	15	16	18	8
West	39	40	40	34
North West	5	5	6	3

Accommodation Nights (%)	Visitors	Holidaymakers		
	All	All	M. Europe	N. America
Hotel	1	3	2	4
Guesthouse/ B&B	4	10	6	8
Caravan/Camping	5	2	4	1
Rented	16	12	20	*
Friends/ Relatives	7	3	2	4
Hostel	46	69	65	81
Other	21	1	1	2

Use of Car (%)	Visitors	Holidaymakers		
	All	All	M. Europe	N. America
Car Brought	2	3	3	-
Car Hired	15	16	22	10
Car Not Used	83	82	75	90

Type of Arrangement (%)	Visitors	Holidaymakers		
	All	All	M. Europe	N. America
Package*	na	8	5	8
Independent	na	92	95	92

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

Breakdown Of Spend (%)	Visitors	Holidaymakers		
	All	All	M. Europe	N. America
Bed and Board	28	29	30	30
Other Food and Drink	33	34	34	33
Sightseeing/Entertainment	9	8	8	8
Internal Transport	13	14	15	14
Shopping	13	13	12	13
Miscellaneous	5	1	1	1

Satisfaction with Hostels (%)	Holidaymakers		
	Quality	Customer Service	Price
Very Satisfied	25	40	32
Satisfied	49	39	38
Neither	19	18	18
Dissatisfied	4	3	8
Very Dissatisfied	3	*	4

Source: Visitor Attitudes Survey

Notes to Tables:

Note 1: Supply information is provided by TAMS.

Note 2: Holidaymakers are defined as visitors who stated that their main reason for visiting Ireland was a holiday.

Note 3: Party age - This includes the ages of those accompanying the survey respondent.

Note 4: Accommodation nights refers to nights spent in all types of accommodation by those who spent at least one night in a hostel.

Note 5: In the tables * means less than 0.5%. - means 0%.

Estimates are based on information from

Fáilte Ireland's Survey of Overseas Travellers and the Visitor Attitudes Survey.

Issued by:

Policy & Futures

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August 2011