

## Hotels 2010

### Hotel Guestnights by Overseas Visitors (000s)

	2006	2007	2008	2009	2010
<b>Total Overseas</b>	<b>7,128</b>	<b>7,289</b>	<b>6,424</b>	<b>6,549</b>	<b>6,159</b>
Northern Ireland	801	862	782	863	961
Republic of Ireland	10,272	12,687	13,348	13,567	13,314
<b>Total</b>	<b>18,201</b>	<b>20,839</b>	<b>20,554</b>	<b>20,949</b>	<b>20,433</b>

### Supply of Hotel Accommodation by Region

	2006	2007	2008	2009	2010
<b>Dublin</b>					
Premises	137	150	157	160	159
Rooms	13,897	16,282	17,713	19,111	19,185
<b>East &amp; Midlands</b>					
Premises	106	113	127	130	124
Rooms	4,592	5,196	6,714	7,143	6,932
<b>South East</b>					
Premises	102	106	112	112	111
Rooms	4,339	5,019	5,435	5,600	5,625
<b>South West</b>					
Premises	158	162	164	166	163
Rooms	8,697	9,263	10,055	10,440	10,303
<b>Shannon</b>					
Premises	77	82	91	92	90
Rooms	4,209	4,653	5,345	5,424	5,371
<b>West</b>					
Premises	127	140	147	148	145
Rooms	5,697	6,304	6,918	7,143	7,278
<b>North West</b>					
Premises	105	104	109	107	110
Rooms	4,442	4,605	5,208	5,287	5,523

<b>Hotel Occupancy Rates (%)</b>	2006	2007	2008	2009	2010
Room Occupancy Rates	64	64	58	56	56
Bed Occupancy Rates	46	46	43	42	41

<b>Purpose of Visit - Overseas Visitors (%)</b>	All Visitors	Britain	M. Europe	N. America	Other Areas
Holiday	43	25	46	66	54
Visiting Friends/Relatives	12	15	9	11	12
Business	40	53	41	19	32
Other	5	7	4	4	2

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Route of Entry (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
Sea from Britain	10	13	11	2	1
Sea from M Europe	1	*	-	3	*
Air from Britain	41	48	87	7	22
Air from M Europe	33	33	1	87	11
Transatlantic Air	14	6	-	-	65

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Month of Arrival (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
January-March	19	23	24	13	9
April	6	7	6	5	8
May	9	9	5	10	13
June	11	10	13	11	16
July	12	10	11	17	13
August	10	6	11	20	10
September	11	9	10	10	17
October-December	21	26	21	14	15

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Length of Stay in Ireland (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
1-3 nights	48	72	61	25	16
4-5 nights	19	18	20	25	14
6-8 nights	17	5	14	30	35
9-14 nights	11	4	5	16	29
15+ nights	4	2	*	4	6
<b>Average Length of Stay (Nights)</b>	<b>5.6</b>	<b>3.8</b>	<b>4.0</b>	<b>6.4</b>	<b>7.7</b>

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Experience of Ireland (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
Irish-Born	5	3	3	*	*
First Visit	41	22	35	74	79
Repeat	54	75	61	25	21

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Social Class (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
Managerial/Professional (AB)	30	33	27	23	31
White Collar (C1)	56	57	52	61	57
Skilled Worker (C2)	12	10	18	14	11
Unskilled Worker (DE)	2	*	4	2	1

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Party Composition (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
Alone	48	84	15	14	14
Couple	28	4	49	47	48
Family	9	1	10	14	18
Other Adult Party	15	11	26	25	19

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Party Age (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
Under 16 years	3	*	1	4	4
16-18 years	2	1	4	3	3
19-24 years	8	2	8	10	8
25-34 years	21	21	20	27	17
35-44 years	20	30	19	19	10
45-54 years	23	33	19	20	21
55-64 years	15	11	17	11	24
65+ years	9	2	12	7	12

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Nights by Region (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
Dublin	46	58	57	49	36
East & Midlands	6	8	3	3	5
South East	6	8	5	5	7
South West	18	11	16	19	25
Shannon	8	7	6	6	12
West	13	6	11	14	13
North West	3	2	2	4	2

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Regions Visited (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
Dublin	75	70	74	89	85
East & Midlands	10	9	4	10	12
South East	12	6	7	14	26
South West	25	13	18	34	54
Shannon	15	9	6	16	38
West	19	6	13	33	37
North West	6	2	3	10	8

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Accommodation Nights (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
Hotel	68	81	83	72	75
Guesthouse/ B&B	9	2	6	19	17
Caravan/Camping	2	6	*	*	-
Rented	5	3	4	4	3
Friends/ Relatives	10	5	4	2	2
Hostel	1	*	1	2	1
Other	5	3	2	1	2

	<b>All Visitors</b>	<b>All Business</b>	<b>Holidaymakers</b>		
<b>Use of Car (%)</b>			<b>Britain</b>	<b>M. Europe</b>	<b>N. America</b>
Car Brought	9	12	8	4	*
Car Hired	25	16	20	28	48
Car Not Used	66	72	72	68	52

Type of Arrangement (%)	All Visitors	All Business	Holidaymakers		
			Britain	M. Europe	N. America
Package*	na	na	11	28	40
Independent	na	na	89	72	60

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

Breakdown Of Spend (%)	All Visitors	All Business	Holidaymakers		
			Britain	M. Europe	N. America
Bed and Board	33	37	31	29	32
Other Food and Drink	30	22	38	32	32
Sightseeing/Entertainment	6	5	8	8	8
Internal Transport	11	11	10	10	11
Shopping	12	7	12	16	15
Miscellaneous	7	19	1	5	1

Satisfaction with of Hotels (%)	Holidaymakers		
	Quality	Customer Service	Price
Very Satisfied	36	44	30
Satisfied	48	42	43
Neither	11	10	19
Dissatisfied	4	3	6
Very Dissatisfied	1	1	1

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 hotel.

**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.

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