

Cultural product usage among overseas visitors in 2012

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Cultural product usage among overseas visitors in 2012

Table 1 – Numbers of overseas visitors engaging in cultural activities (000s)

Gardens	Cultural/ historical visits	Houses/castles	Monuments	Museums/art galleries	Heritage/ Interpretive centres
1,204	3,346	2,226	1,380	1,556	1,579

Table 2 – Market distribution of overseas visitors (%)

	Gardens	Cultural/ historical visits	Houses/ castles	Monuments	Museums /art galleries	Heritage/ Interpretive centres
Britain	18	24	17	12	15	17
Mainland Europe	52	45	46	48	48	46
<i>France</i>	11	8	8	10	8	7
<i>Germany</i>	9	10	12	10	11	13
North America	21	23	27	27	27	28
Other long haul	9	8	9	13	10	9

Cultural product usage among overseas holidaymakers in 2012

Table 3 – Numbers of overseas holidaymakers engaging in cultural activities (000s)

Gardens	Cultural/ historical visits	Houses/castles	Monuments	Museums/art galleries	Heritage/ Interpretive centres
816	2,263	1,624	988	1,069	1,207

Table 4 - Market distribution of overseas holidaymakers (%)

	Gardens	Cultural/ historical visits	Houses/ castles	Monuments	Museums /art galleries	Heritage/ Interpretive centres
Britain	16	22	17	10	15	16
Mainland Europe	52	44	44	47	44	45
<i>France</i>	12	8	8	10	8	7
<i>Germany</i>	11	12	13	12	13	14
North America	25	27	30	31	32	31
Other long haul	7	8	9	12	9	8

Profile of overseas visitors by cultural activity in 2012

Table 5 – Purpose of visit (%)

	Gardens	Visits to sites of historical/ cultural interest
Holiday	58	54
Business	1	5
Visiting friends/relatives	30	30
Other	11	10

Table 6 – Route of entry

	Gardens	Visits to sites of historical/ cultural interest
Air from Britain	23	25
Air from Mainland Europe	50	48
Transatlantic air	17	17
Sea from Britain	6	7
Sea from Mainland Europe	4	3

Table 7 - Length of stay (%)

	Gardens	Visits to sites of historical/ cultural interest
1-3 nights	15	21
4-5 nights	19	21
6-8 nights	27	27
9-14 nights	23	17
15+ nights	16	13
<i>Average length of stay</i>	<i>16.3</i>	<i>13.3</i>

Table 8 – Experience of Ireland (%)

	Gardens	Visits to sites of historical/ cultural interest
Irish born	6	7
On first visit	59	56
Repeat	35	37

Table 9 – Social class (%)

	Gardens	Visits to sites of historical/ cultural interest
Managerial/professional (AB)	29	29
White collar (C1)	56	55
Skilled worker (C2)	11	12
Unskilled worker (DE)	3	3

Table 10 – Party composition (%)

	Gardens	Visits to sites of historical/ cultural interest
Travelling alone	38	44
Couple	32	29
Family	14	12
Other adult party	16	15

Table 11 – Party age (%)

	Gardens	Visits to sites of historical/ cultural interest
16-24 years	29	27
25-34 years	20	24
35-44 years	13	15
45-54 years	15	15
55-64 years	14	11
65+ years	9	9

Table 12 – Use of car (%)

	Gardens	Visits to sites of historical/ cultural interest
Car brought	8	7
Car hired	27	24
Car not used	65	69

Table 13 – Regions visited (%)

	Gardens	Visits to sites of historical/ cultural interest
Dublin	72	69
East & Midlands	12	10
South-East	16	14
South-West	39	34
Shannon	17	16
West	30	26
North-West	8	6

Table 14 – Nights by region (%)

Nights by region (%)	Gardens	Visits to sites of historical/ cultural interest
Dublin	54	51
East & Midlands	8	6
South-East	4	7
South-West	14	19
Shannon	5	6
West	12	9
North-West	3	2

Table 15 – Accommodation nights (%)

	Gardens	Visits to sites of historical/ cultural interest
Hotels	12	16
Guesthouses/B&Bs	9	10
Caravan/camping	2	1
Rented	30	35
Friends/relatives	21	20
Hostels	6	5
Other	19	13

Table 16 – Breakdown of spend (%)

	Gardens	Visits to sites of historical/ cultural interest
Bed and board	27	27
Other food and drink	34	35
Sightseeing/entertainment	8	8
Internal transport	11	11
Shopping	16	15
Miscellaneous	3	3

Profile of overseas holidaymakers by cultural activity in 2012

Table 17 – Route of entry (%)

	Gardens	Visits to sites of historical/ cultural interest
Air from Britain	21	21
Air from Mainland Europe	45	43
Transatlantic air	23	22
Sea from Britain	6	9
Sea from Mainland Europe	5	4

Table 18 – Length of stay (%)

	Gardens	Visits to sites of historical/ cultural interest
1-3 nights	16	22
4-5 nights	18	22
6-8 nights	32	34
9-14 nights	27	18
15+ nights	7	5
<i>Average length of stay</i>	<i>8.3</i>	<i>7.3</i>

Table 19 – Experience of Ireland (%)

	Gardens	Visits to sites of historical/ cultural interest
Irish born	2	2
On first visit	70	68
Repeat	28	31

Table 20 – Social class (%)

	Gardens	Visits to sites of historical/ cultural interest
Managerial/professional (AB)	33	31
White collar (C1)	54	55
Skilled worker (C2)	11	12
Unskilled worker (DE)	3	2

Table 21 - Party composition (%)

	Gardens	Visits to sites of historical/ cultural interest
Travelling alone	19	24
Couple	44	41
Family	16	15
Other adult party	21	20

Table 22 – Party age (%)

	Gardens	Visits to sites of historical/ cultural interest
16-24 years	22	23
25-34 years	21	24
35-44 years	15	15
45-54 years	18	16
55-64 years	15	11
65+ years	10	10

Table 23 – Use of car (%)

	Gardens	Visits to sites of historical/ cultural interest
Car brought	9	9
Car hired	36	33
Car not used	55	59

Table 24 – Regions visited (%)

Regions visited (%)	Gardens	Visits to sites of historical/ cultural interest
Dublin	76	76
East & Midlands	11	10
South-East	22	19
South-West	32	41
Shannon	24	21
West	38	34
North-West	11	7

Table 25 – Nights by region (%)

	Gardens	Visits to sites of historical/ cultural interest
Dublin	36	38
East & Midlands	4	4
South-East	6	6
South-West	28	23
Shannon	8	8
West	14	17
North-West	4	3

Table 26 – Accommodation nights (%)

	Gardens	Visits to sites of historical/ cultural interest
Hotels	35	40
Guesthouses/B&Bs	26	23
Caravan/camping	4	2
Rented	11	9
Friends/relatives	7	9
Hostels	12	11
Other	5	6

Table 27 – Type of arrangement (%)

	Gardens	Visits to sites of historical/ cultural interest
Package *	24	19
Independent	76	81

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

Table 28 – Breakdown of spend (%)

	Gardens	Visits to sites of historical/ cultural interest
Bed and board	27	27
Other food and drink	34	36
Sightseeing/entertainment	8	8
Internal transport	13	12
Shopping	16	15
Miscellaneous	2	2

Notes

- Note 1: Holidaymakers are defined as visitors who stated that their main reason for visiting Ireland was a holiday.
- Note 2: Party age – This includes the ages of those accompanying the survey respondent..
- Note 3: In the tables, * means less than 0.5%, - means 0%.
- Note 4: Regions visited – where visitors/holidaymakers spent at least one overnight
- Note 5: Visits to sites of historical cultural interest includes visits to houses, castles, monuments, museums, art galleries, heritage and interpretive centres.