

# Cultural product usage among overseas visitors in 2013

July 2014

## Contents

|  |          |
|--|----------|
| <b>Cultural product usage among overseas visitors in 2013</b> .....                      | <b>1</b> |
| Table 1 – Numbers of overseas visitors engaging in cultural activities (000s) .....      | 1        |
| Table 2 – Market distribution of overseas visitors (%).....                              | 1        |
| <b>Cultural product usage among overseas holidaymakers in 2013</b> .....                 | <b>1</b> |
| Table 3 – Numbers of overseas holidaymakers engaging in cultural activities (000s) ..... | 1        |
| Table 4 – Market distribution of overseas holidaymakers (%) .....                        | 1        |
| <b>Profile of overseas visitors by cultural activity in 2012</b> .....                   | <b>2</b> |
| Table 5 – Purpose of visit (%) .....   | 2        |
| Table 6 – Route of entry .....   | 2        |
| Table 7 – Length of stay (%) .....   | 2        |
| Table 8 – Experience of Ireland (%) .....  | 2        |
| Table 9 – Social class (%).....  | 2        |
| Table 10 – Party composition (%) .....   | 3        |
| Table 11 – Party age (%).....  | 3        |
| Table 12 – Use of car (%).....   | 3        |
| Table 13 – Regions visited (%) .....   | 3        |
| Table 14 – Nights by region (%) .....  | 4        |
| Table 15 – Accommodation nights (%).....   | 4        |
| Table 16 – Breakdown of spend (%) .....  | 4        |
| <b>Profile of overseas holidaymakers by cultural activity in 2012</b> .....              | <b>5</b> |
| Table 17 – Route of entry (%) .....  | 5        |
| Table 18 – Length of stay (%) .....  | 5        |
| Table 19 – Experience of Ireland (%).....  | 5        |
| Table 20 – Social class (%) .....  | 5        |
| Table 21 – Party composition (%).....  | 5        |
| Table 22 – Party age (%).....  | 6        |
| Table 23 – Use of car (%).....   | 6        |
| Table 24 – Regions visited (%) .....   | 6        |
| Table 25 – Nights by region (%) .....  | 6        |
| Table 26 – Accommodation nights (%).....   | 7        |
| Table 27 – Type of arrangement (%) .....   | 7        |
| Table 28 – Breakdown of spend (%).....   | 7        |
| Notes .....  | 7        |

## Cultural product usage among overseas visitors in 2013

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

| Gardens | Cultural/historical visits | Houses/castles | Monuments | Museums/art galleries | Heritage/Interpretive centres |
|---------|----------------------------|----------------|-----------|-----------------------|-------------------------------|
| 1,594   | 3,723                      | 2,438          | 1,508     | 1,760                 | 1,668                         |

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

|                 | Gardens | Cultural/historical visits | Houses/castles | Monuments | Museums/art galleries | Heritage/Interpretive centres |
|-----------------|---------|----------------------------|----------------|-----------|-----------------------|-------------------------------|
| Britain         | 19      | 25                         | 20             | 14        | 16                    | 19                            |
| Mainland Europe | 45      | 43                         | 43             | 45        | 45                    | 43                            |
| <i>France</i>   | 9       | 8                          | 8              | 9         | 9                     | 7                             |
| <i>Germany</i>  | 11      | 9                          | 10             | 9         | 9                     | 11                            |
| North America   | 26      | 23                         | 28             | 31        | 29                    | 30                            |
| Other long haul | 10      | 9                          | 9              | 11        | 9                     | 8                             |

## Cultural product usage among overseas holidaymakers in 2013

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

| Gardens | Cultural/historical visits | Houses/castles | Monuments | Museums/art galleries | Heritage/Interpretive centres |
|---------|----------------------------|----------------|-----------|-----------------------|-------------------------------|
| 1,200   | 2,525                      | 1,793          | 1,119     | 1,244                 | 1,250                         |

**Table 4 - Market distribution of overseas holidaymakers (%)**

|                 | Gardens | Cultural/historical visits | Houses/castles | Monuments | Museums/art galleries | Heritage/Interpretive centres |
|-----------------|---------|----------------------------|----------------|-----------|-----------------------|-------------------------------|
| Britain         | 17      | 23                         | 19             | 13        | 15                    | 18                            |
| Mainland Europe | 44      | 43                         | 42             | 42        | 43                    | 42                            |
| <i>France</i>   | 9       | 8                          | 8              | 8         | 9                     | 8                             |
| <i>Germany</i>  | 12      | 11                         | 12             | 11        | 10                    | 12                            |
| North America   | 29      | 27                         | 31             | 34        | 33                    | 32                            |
| Other long haul | 10      | 8                          | 9              | 11        | 8                     | 8                             |

## Profile of overseas visitors by cultural activity in 2012

**Table 5 – Purpose of visit (%)**

|                            | Gardens | Visits to sites of historical/<br>cultural interest |
|----------------------------|---------|---|
| Holiday                    | 57      | 48  |
| Business                   | -       | 5   |
| Visiting friends/relatives | 31      | 35  |
| Other                      | 12      | 12  |

**Table 6 – Route of entry**

|                          | Gardens | Visits to sites of historical/<br>cultural interest |
|--------------------------|---------|---|
| Air from Britain         | 21      | 25  |
| Air from Mainland Europe | 51      | 46  |
| Transatlantic air        | 19      | 20  |
| Sea from Britain         | 7       | 8   |
| Sea from Mainland Europe | 3       | 2   |

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

|                               | Gardens     | Visits to sites of historical/<br>cultural interest |
|-------------------------------|-------------|---|
| 1-3 nights                    | 16          | 22  |
| 4-5 nights                    | 19          | 21  |
| 6-8 nights                    | 27          | 26  |
| 9-14 nights                   | 23          | 17  |
| 15+ nights                    | 16          | 14  |
| <i>Average length of stay</i> | <i>16.1</i> | <i>14.4</i>   |

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

|                | Gardens | Visits to sites of historical/<br>cultural interest |
|----------------|---------|---|
| Irish born     | 6       | 8   |
| On first visit | 61      | 58  |
| Repeat         | 33      | 34  |

**Table 9 – Social class (%)**

|                              | Gardens | Visits to sites of historical/<br>cultural interest |
|------------------------------|---------|---|
| Managerial/professional (AB) | 34      | 33  |
| White collar (C1)            | 53      | 51  |
| Skilled worker (C2)          | 11      | 12  |
| Unskilled worker (DE)        | 3       | 4   |

**Table 10 – Party composition (%)**

|                   | Gardens | Visits to sites of historical/<br>cultural interest |
|-------------------|---------|---|
| Travelling alone  | 39      | 42  |
| Couple            | 32      | 32  |
| Family            | 14      | 12  |
| Other adult party | 15      | 14  |

**Table 11 – Party age (%)**

|             | Gardens | Visits to sites of historical/<br>cultural interest |
|-------------|---------|---|
| 16-24 years | 28      | 25  |
| 25-34 years | 20      | 23  |
| 35-44 years | 12      | 12  |
| 45-54 years | 15      | 15  |
| 55-64 years | 15      | 15  |
| 65+ years   | 10      | 10  |

**Table 12 – Use of car (%)**

|              | Gardens | Visits to sites of historical/<br>cultural interest |
|--------------|---------|---|
| Car brought  | 7       | 6   |
| Car hired    | 27      | 24  |
| Car not used | 66      | 71  |

**Table 13 – Regions visited (%)**

|                 | Gardens | Visits to sites of historical/<br>cultural interest |
|-----------------|---------|---|
| Dublin          | 73      | 70  |
| East & Midlands | 12      | 11  |
| South-East      | 16      | 13  |
| South-West      | 39      | 32  |
| Shannon         | 17      | 16  |
| West            | 30      | 24  |
| North-West      | 8       | 6   |

**Table 14 – Nights by region (%)**

| <b>Nights by region (%)</b> | <b>Gardens</b> | <b>Visits to sites of historical/<br/>cultural interest</b> |
|-----------------------------|----------------|---|
| Dublin                      | 57             | 52  |
| East & Midlands             | 7              | 8   |
| South-East                  | 4              | 5   |
| South-West                  | 14             | 15  |
| Shannon                     | 4              | 6   |
| West                        | 12             | 11  |
| North-West                  | 3              | 2   |

**Table 15 – Accommodation nights (%)**

|                   | <b>Gardens</b> | <b>Visits to sites of historical/<br/>cultural interest</b> |
|-------------------|----------------|---|
| Hotels            | 14             | 16  |
| Guesthouses/B&Bs  | 9              | 8   |
| Caravan/camping   | 1              | *   |
| Rented            | 33             | 34  |
| Friends/relatives | 17             | 17  |
| Hostels           | 6              | 4   |
| Other             | 21             | 21  |

**Table 16 – Breakdown of spend (%)**

|                           | <b>Gardens</b> | <b>Visits to sites of historical/<br/>cultural interest</b> |
|---------------------------|----------------|---|
| Bed and board             | 30             | 28  |
| Other food and drink      | 26             | 22  |
| Sightseeing/entertainment | 9              | 10  |
| Internal transport        | 16             | 15  |
| Shopping                  | 13             | 12  |
| Miscellaneous             | 6              | 13  |

## Profile of overseas holidaymakers by cultural activity in 2012

**Table 17 – Route of entry (%)**

|                          | Gardens | Visits to sites of historical/<br>cultural interest |
|--------------------------|---------|---|
| Air from Britain         | 20      | 31  |
| Air from Mainland Europe | 45      | 43  |
| Transatlantic air        | 24      | 17  |
| Sea from Britain         | 7       | 7   |
| Sea from Mainland Europe | 4       | 1   |

**Table 18 – Length of stay (%)**

|                               | Gardens    | Visits to sites of historical/<br>cultural interest |
|-------------------------------|------------|---|
| 1-3 nights                    | 16         | 25  |
| 4-5 nights                    | 20         | 24  |
| 6-8 nights                    | 33         | 24  |
| 9-14 nights                   | 26         | 18  |
| 15+ nights                    | 6          | 10  |
| <i>Average length of stay</i> | <i>7.7</i> | <i>7.7</i>  |

**Table 19 – Experience of Ireland (%)**

|                | Gardens | Visits to sites of historical/<br>cultural interest |
|----------------|---------|---|
| Irish born     | 2       | 19  |
| On first visit | 71      | 38  |
| Repeat         | 27      | 43  |

**Table 20 – Social class (%)**

|                              | Gardens | Visits to sites of historical/<br>cultural interest |
|------------------------------|---------|---|
| Managerial/professional (AB) | 37      | 30  |
| White collar (C1)            | 50      | 49  |
| Skilled worker (C2)          | 10      | 15  |
| Unskilled worker (DE)        | 2       | 6   |

**Table 21 – Party composition (%)**

|                   | Gardens | Visits to sites of historical/<br>cultural interest |
|-------------------|---------|---|
| Travelling alone  | 21      | 55  |
| Couple            | 44      | 25  |
| Family            | 16      | 11  |
| Other adult party | 19      | 29  |

**Table 22 – Party age (%)**

|             | Gardens | Visits to sites of historical/<br>cultural interest |
|-------------|---------|---|
| 16-24 years | 21      | 22  |
| 25-34 years | 21      | 26  |
| 35-44 years | 13      | 12  |
| 45-54 years | 17      | 15  |
| 55-64 years | 16      | 15  |
| 65+ years   | 11      | 10  |

**Table 23 – Use of car (%)**

|              | Gardens | Visits to sites of historical/<br>cultural interest |
|--------------|---------|---|
| Car brought  | 8       | 6   |
| Car hired    | 36      | 19  |
| Car not used | 55      | 76  |

**Table 24 – Regions visited (%)**

| Regions visited (%) | Gardens | Visits to sites of historical/<br>cultural interest |
|---------------------|---------|---|
| Dublin              | 77      | 62  |
| East & Midlands     | 11      | 14  |
| South-East          | 21      | 11  |
| South-West          | 34      | 23  |
| Shannon             | 23      | 12  |
| West                | 38      | 18  |
| North-West          | 9       | 8   |

**Table 25 – Nights by region (%)**

|                 | Gardens | Visits to sites of historical/<br>cultural interest |
|-----------------|---------|---|
| Dublin          | 36      | 40  |
| East & Midlands | 4       | 12  |
| South-East      | 6       | 8   |
| South-West      | 29      | 17  |
| Shannon         | 7       | 7   |
| West            | 14      | 12  |
| North-West      | 4       | 4   |



**Table 26 – Accommodation nights (%)**

|                   | Gardens | Visits to sites of historical/<br>cultural interest |
|-------------------|---------|---|
| Hotels            | 40      | 14  |
| Guesthouses/B&Bs  | 26      | 6   |
| Caravan/camping   | 3       | *   |
| Rented            | 9       | 4   |
| Friends/relatives | 7       | 69  |
| Hostels           | 10      | 3   |
| Other             | 4       | 4   |

**Table 27 – Type of arrangement (%)**

|             | Gardens | Visits to sites of historical/<br>cultural interest |
|-------------|---------|---|
| Package *   | 25      | 1   |
| Independent | 75      | 99  |

\* *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/<br>cultural interest |
|---------------------------|---------|---|
| Bed and board             | 29      | 20  |
| Other food and drink      | 26      | 33  |
| Sightseeing/entertainment | 10      | 5   |
| Internal transport        | 18      | 13  |
| Shopping                  | 15      | 10  |
| Miscellaneous             | 2       | 19  |

**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.