

# Profile of overseas visitors who played golf while in Ireland in 2011

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Overseas visitors who played golf while in Ireland spent an estimated €202 million in 2011.

**Table 1 Overseas participants in golf (000s)**

Visitors	179
Holidaymakers	111

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

	Visitors	Holidaymakers
Britain	45	42
Mainland Europe	22	19
North America	29	37
Other Areas	3	2

**Table 4 Purpose of visit - overseas visitors (%)**

	All	Mainland Europe
Holiday	52	52
Visiting friends & relatives	34	29
Business	9	9
Other	5	10

**Table 5 Route of entry (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Sea from Britain	14	16	1
Sea from Mainland Europe	3	3	14
Air from Britain	29	20	3
Air from Mainland Europe	25	22	83
Transatlantic air	29	38	-

**Table 6 Month of arrival (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
January-March	10	8	5
April	8	7	5
May	9	9	15
June	12	13	20
July	17	16	17
August	16	18	15
September	15	18	15
October-December	14	11	11

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

	Visitors	Holidaymakers	
	All	All	Mainland Europe
1-3 nights	13	9	9
4-5 nights	17	14	16
6-8 nights	29	37	37
9-14 nights	28	29	25
15+ nights	13	22	12
<i>Average length of stay (nights)</i>	<i>13.0</i>	<i>9.5</i>	<i>9.8</i>

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

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Irish-born	19	9	6
First visit	25	33	36
Repeat	55	58	58

**Table 9 Social class (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Managerial/professional (AB)	40	48	47
White collar (C1)	48	42	45
Skilled worker (C2)	10	9	5
Unskilled worker (DE)	2	1	3

**Table 10 Party composition (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Alone	38	23	20
Couple	37	43	47
Family	13	16	14
Other adult party	12	19	19

**Table 11 Respondent age (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Under 19	2	1	2
19-24 years	6	4	1
25-34 years	22	18	12
35-44 years	20	21	31
45-54 years	26	28	25
55-64 years	14	18	17
65+ years	9	11	12

**Table 12 Use of car (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Car brought	15	18	14
Car hired	41	57	66
Car not used	45	25	20

**Table 13 Nights by region (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Dublin	28	13	18
East & Midlands	15	6	6
South-East	10	6	5
South-West	25	39	46
Shannon	11	19	11
West	9	11	9
North-West	4	6	6

**Table 14 Regions visited (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Dublin	36	33	32
East & Midlands	15	12	11
South-East	12	12	14
South-West	38	52	57
Shannon	23	31	11
West	19	23	21
North-West	10	12	11

**Table 15 Accommodation nights (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Hotels	14	28	23
Guesthouse/ B&Bs	10	21	18
Caravan/camping	-	1	1
Rented	23	13	14
Friends/ relatives	29	19	17
Hostels	2	1	5
Other	21	16	22

**Table 16 Type of arrangement (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Package*	n.a.	18	12
Independent	n.a.	82	88

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

**Table 17 Breakdown of spend (%)**

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Bed and board	26	28	27
Other food and drink	33	32	32
Sightseeing/entertainment	13	13	13
Internal transport	10	11	9
Shopping	14	13	15
Miscellaneous	4	3	4

**Table 18 Regions activity engaged in - overseas visitors (%)**

	<b>All</b>	<b>Mainland Europe</b>
Dublin	21	32
East & Midlands	18	18
South East	8	8
South West	37	36
Shannon	18	8
West	14	13
North West	9	7

Estimates are based on information from the CSO's Country of Residence Survey (CRS) and Fáilte Ireland's Survey of Overseas Travellers

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%.