

Profile of overseas visitors to cultural historical sites in 2011

Revised July 2013

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Table 1 Overseas visitors to cultural/historical sites (000s)

Visitors	3,176
Holidaymakers	2,237

Table 2 Market distribution of overseas visitors (%)

	Visitors	Holidaymakers
Britain	29	29
Mainland Europe	43	41
North America	21	24
Other Areas	19	7

Table 3 Type of attractions visited - overseas visitors (%)

	All	Britain	Mainland Europe	North America	Other Areas
Houses/castle	82	23	46	23	8
Monuments	67	21	47	24	8
Museums/art galleries	61	23	46	24	8
Heritage/interpretive	57	21	46	26	8

Table 4 Purpose of visit - overseas visitors (%)

	All	Britain	Mainland Europe	North America
Holiday	56	46	53	68
Visiting friends & relatives	33	47	30	24
Business	2	1	2	3
Other	10	3	15	6

Table 5 Route of entry (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Sea from Britain	8	7	23	2	3
Sea from Mainland Europe	3	4	-	8	1
Air from Britain	25	24	74	2	15
Air from Mainland Europe	48	44	2	87	11
Transatlantic air	16	20	-	*	70

Table 6 Month of arrival (%)

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
January-March	16	13	21	12	10
April	9	9	9	11	8
May	10	11	12	10	11
June	14	15	14	13	19
July	13	13	9	15	12
August	15	15	11	17	11
September	9	9	9	8	12
October-December	15	14	16	13	12

Table 7 Length of stay (%)

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
1-3 nights	19	23	51	18	12
4-5 nights	19	18	20	21	12
6-8 nights	25	28	15	29	34
9-14 nights	22	25	12	25	38
15+ nights	14	5	3	8	3
<i>average length of stay (nights)</i>	<i>13.8</i>	<i>7.4</i>	<i>5.3</i>	<i>7.9</i>	<i>8.2</i>

Table 8 Experience of Ireland (%)

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Irish-born	6	1	4	1	*
First visit	56	67	40	71	74
Repeat	38	32	56	28	25

Table 9 Social class (%)

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Managerial/professional (AB)	28	31	27	26	40
White collar (C1)	57	55	49	61	50
Skilled worker (C2)	11	11	17	10	8
Unskilled worker (DE)	3	3	6	3	1

Table 10 Party composition (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Alone	38	21	22	18	22
Couple	33	42	46	43	40
Family	13	14	12	14	17
Other adult party	17	22	20	25	21

Table 11 Respondent age (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
16-24 years	23	18	13	20	17
25-34 years	24	25	16	30	21
35-44 years	15	17	19	19	15
45-54 years	16	19	22	16	19
55-64 years	13	15	20	10	18
65+ years	8	7	10	4	9

Table 12 Use of car (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Car brought	8	8	20	9	4
Car hired	26	34	13	36	47
Car not used	67	58	68	55	53

Table 13 Nights by region (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Dublin	45	37	40	38	37
East & Midlands	6	3	5	3	3
South-East	5	6	6	7	6
South-West	16	27	37	22	28
Shannon	8	8	2	7	12
West	16	15	6	17	14
North-West	4	4	4	5	3

Table 14 Regions visited (%)

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Dublin	69	77	63	80	80
East & Midlands	11	9	7	11	9
South-East	15	18	8	20	26
South-West	35	44	27	39	60
Shannon	17	22	4	20	39
West	27	34	7	39	45
North-West	8	10	3	12	11

Table 15 Accommodation nights (%)

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Hotels	13	37	37	28	51
Guesthouse/ B&Bs	9	25	14	29	24
Caravan/camping	1	3	2	6	-
Rented	31	10	16	10	8
Friends/ relatives	23	9	19	8	5
Hostels	6	13	5	16	10
Other	17	3	7	3	2

Table 16 Type of arrangement (%)

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Package*	n.a.	21	7	18	36
Independent	n.a.	79	93	82	64

* 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	Britain	Mainland Europe	North America
Bed and board	27	29	35	29	29
Other food and drink	35	34	36	34	33
Sightseeing/entertainment	8	8	10	8	8
Internal transport	11	12	9	13	12
Shopping	16	15	9	15	17
Miscellaneous	2	1	2	1	1

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%.