

Profile of overseas visitors who stayed in guesthouses/B&Bs in 2011

Revised July 2013

Table of Contents

Table 1 Supply of guesthouses/B&Bs by region	1
Table 2 Market share of guesthouses/B&Bs by overseas visitors (%)	1
Table 3 Market share of nights spent in guesthouses/B&Bs by overseas visitors (%)	2
Table 4 Purpose of visit - overseas visitors (%).....	2
Table 5 Route of entry (%)	2
Table 6 Month of arrival (%)	2
Table 7 Length of stay (%)	3
Table 8 Experience of Ireland (%)	3
Table 9 Social class (%)	3
Table 10 Party composition (%)	3
Table 11 Party age (%).....	4
Table 12 Use of car (%)	4
Table 13 Nights by region (%)	4
Table 14 Regions visited (%)	5
Table 15 Accommodation nights (%).....	5
Table 16 Type of arrangement (%)	5
Table 17 Breakdown of spend (%)	6

Table 1 Supply of guesthouses/B&Bs by region

	2007	2008	2009	2010	2011
Dublin					
Premises	238	202	175	164	137
Rooms	1,614	1,474	1,343	1,223	1,005
East & Midlands					
Premises	365	336	310	284	235
Rooms	1,643	1,525	1,484	1,352	1,145
South East					
Premises	425	399	373	334	287
Rooms	2,057	1,934	1,803	1,619	1,403
South West					
Premises	881	827	762	702	613
Rooms	4,528	4,435	4,003	3,707	3,295
Shannon					
Premises	379	358	333	298	265
Rooms	1,789	1,655	1,555	1,384	1,241
West					
Premises	589	554	512	465	409
Rooms	2,822	2,779	2,493	2,276	2,044
North West					
Premises	382	364	336	302	242
Rooms	1,847	1,756	1,668	1,496	1,246

Table 2 Market share of guesthouses/B&Bs by overseas visitors (%)

	2007	2008	2009	2010	2011
Britain	36	29	28	27	20
Mainland Europe	31	39	40	41	45
North America	28	25	24	25	26
Other Areas	5	7	7	7	8

Table 3 Market share of nights spent in guesthouses/B&Bs by overseas visitors (%)

	2007	2008	2009	2010	2011
Britain	29	19	19	18	14
Mainland Europe	36	47	48	46	52
North America	27	26	26	26	26
Other Areas	8	8	8	10	9

Table 4 Purpose of visit - overseas visitors (%)

	All	Britain	Mainland Europe	North America	Other Areas
Holiday	66	36	74	77	68
Visiting friends & relatives	20	36	14	18	24
Business	11	22	10	5	5
Other	3	6	5	*	3

Table 5 Route of entry (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Sea from Britain	14	6	36	2	2
Sea from Mainland Europe	4	5	-	9	2
Air from Britain	17	16	64	1	9
Air from Mainland Europe	43	47	-	87	3
Transatlantic air	22	26	-	-	85

Table 6 Month of arrival (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
January-March	10	8	21	8	4
April	11	12	8	12	10
May	14	15	28	10	14
June	15	17	12	18	18
July	15	16	7	20	15
August	15	16	12	21	13
September	10	9	7	5	18
October-December	9	7	6	7	8

Table 7 Length of stay (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
1-3 nights	15	10	39	8	3
4-5 nights	15	12	25	12	7
6-8 nights	29	34	17	32	40
9-14 nights	31	35	13	37	43
15+ nights	10	9	6	10	7
<i>Average length of stay (nights)</i>	9.6	8.9	6.3	9.2	9.3

Table 8 Experience of Ireland (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Irish-born	4	*	2	-	-
First visit	53	65	36	69	62
Repeat	43	35	61	31	38

Table 9 Social class (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Managerial/professional (AB)	33	37	44	33	43
White collar (C1)	53	50	36	55	45
Skilled worker (C2)	11	9	10	9	10
Unskilled worker (DE)	3	3	10	2	2

Table 10 Party composition (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Alone	29	16	20	12	18
Couple	44	53	48	56	49
Family	14	15	7	13	22
Other adult party	13	16	24	19	12

Table 11 Party age (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Under 16 years	3	3	-	4	2
16-24 years	10	10	1	14	8
25-34 years	22	23	10	32	15
35-44 years	14	15	7	16	20
45-54 years	23	24	42	18	23
55-64 years	18	17	27	13	22
65+ years	10	8	12	4	11

Table 12 Use of car (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Car brought	15	10	31	11	2
Car hired	53	63	25	63	74
Car not used	33	28	45	26	23

Table 13 Nights by region (%)

	Visitors		Holidaymakers		
	All	All	Britain	Mainland Europe	North America
Dublin	25	24	30	26	23
East & Midlands	7	5	5	5	4
South-East	7	7	2	8	8
South-West	27	33	50	29	34
Shannon	10	8	5	7	12
West	17	19	15	21	15
North-West	6	4	3	4	4

Table 14 Regions visited (%)

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Dublin	63	68	35	73	66
East & Midlands	18	18	10	21	16
South-East	27	31	7	33	40
South-West	60	69	61	62	80
Shannon	30	34	10	32	52
West	47	54	22	60	58
North-West	13	13	5	16	10

Table 15 Accommodation nights (%)

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Hotels	16	19	5	14	30
Guesthouses/ B&Bs	55	65	70	69	58
Caravan/camping	*	1	-	2	-
Rented	10	6	12	5	6
Friends/relatives	12	4	10	3	2
Hostels	4	5	1	6	3
Other	3	-	2	1	1

Table 16 Type of arrangement (%)

	Visitors	Holidaymakers			
	All	All	Britain	Mainland Europe	North America
Package*	n.a.	18	6	14	28
Independent	n.a.	82	94	86	72

* 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	32	31	34	32	30
Other food and drink	32	33	35	32	33
Sightseeing/entertainment	7	7	4	8	7
Internal transport	15	15	12	16	14
Shopping	13	13	14	11	15
Miscellaneous	1	1	2	2	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: Supply information is provided by TAMS and TSA.
- 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 on all types of accommodation by those who spent at least one night in a guesthouse/B&B.
- Note 5: In the tables, * means less than 0.5%, - means 0%.