

Profile of overseas visitors who stayed in hotels in 2011

Revised July 2013

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Hotel guestnights by overseas visitors (000s)

	2007	2008	2009	2010	2011
Total overseas	7,289	6,424	6,549	6,159	5,939
Northern Ireland	862	782	863	961	899
Republic of Ireland	12,687	13,348	13,567	13,314	13,986
Total	20,839	20,554	20,949	20,433	20,824

Table 1 Supply of hotel accommodation by region

	2007	2008	2009	2010	2011
Dublin					
Premises	150	157	160	159	157
Rooms	16,282	17,713	19,111	19,185	18,900

East & Midlands					
Premises	113	127	130	124	119
Rooms	5,196	6,714	7,143	6,932	6,763

South East					
Premises	106	112	112	111	105
Rooms	5,019	5,435	5,600	5,625	5,387

South West					
Premises	162	164	166	163	161
Rooms	9,263	10,055	10,440	10,303	10,133

Shannon					
Premises	82	91	92	90	88
Rooms	4,653	5,345	5,424	5,371	5,340

West					
Premises	140	147	148	145	141
Rooms	6,304	6,918	7,143	7,278	7,236

North West					
Premises	104	109	107	110	112
Rooms	4,605	5,208	5,287	5,523	5,616

Table 2 Hotel occupancy Rates (%)

	2007	2008	2009	2010	2011
Room occupancy rates	64	58	56	56	56
Bed occupancy rates	46	43	42	41	41

Table 4 Purpose of visit - overseas visitors (%)

	All	Britain	Mainland Europe	North America	Other Areas
Holiday	42	24	47	61	58
Visiting friends & relatives	14	17	10	15	14
Business	40	52	41	21	25
Other	4	6	3	3	3

Table 5 Route of entry (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Sea from Britain	8	8	10	2	1
Sea from Mainland Europe	1	*	*	4	1
Air from Britain	40	50	87	2	14
Air from Mainland Europe	34	34	2	92	9
Transatlantic air	16	7	-	*	74

Table 6 Month of arrival (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
January-March	17	20	28	13	7
April	12	16	8	11	10
May	10	9	9	10	12
June	12	9	11	11	20
July	11	8	7	17	11
August	11	6	8	17	16
September	8	7	10	7	10
October-December	20	24	20	15	14

Table 7 Length of stay (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
	All				
1-3 nights	45	67	65	23	9
4-5 nights	20	19	22	25	12
6-8 nights	18	8	8	28	38
9-14 nights	15	5	6	20	40
15+ nights	3	1	-	5	2
<i>Average length of stay (nights)</i>	<i>5.5</i>	<i>3.7</i>	<i>3.7</i>	<i>6.7</i>	<i>8.0</i>

Table 8 Experience of Ireland (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Irish-born	6	3	5	*	1
First visit	41	23	38	75	74
Repeat	53	74	56	25	25

Table 9 Social class (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Managerial/professional (AB)	36	39	27	28	44
White collar (C1)	52	55	44	59	44
Skilled worker (C2)	10	7	24	9	9
Unskilled worker (DE)	2	*	6	4	2

Table 10 Party composition (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Alone	48	81	20	15	17
Couple	27	4	43	48	45
Family	10	*	12	14	20
Other adult party	16	14	25	24	19

Table 11 Party age (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Under 16 years	3	*	3	3	2
16-18 years	2	*	1	4	2
19-24 years	8	3	10	13	9
25-34 years	22	25	17	26	21
35-44 years	20	32	22	19	10
45-54 years	20	25	20	17	21
55-64 years	16	12	18	13	21
65+ years	9	3	9	5	14

Table 12 Use of car (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Car brought	8	8	8	5	2
Car hired	25	16	9	34	50
Car not used	68	76	83	62	48

Table 13 Nights by region (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Dublin	45	55	65	47	34
East & Midlands	7	8	4	3	2
South-East	5	5	2	5	6
South-West	18	13	18	18	29
Shannon	9	10	3	7	11
West	12	8	4	15	13
North-West	4	1	2	4	4

Table 14 Regions visited (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Dublin	75	67	81	91	84
East & Midlands	12	12	5	10	9
South-East	12	5	6	17	28
South-West	27	13	16	35	64
Shannon	16	10	4	21	40
West	19	6	6	36	44
North-West	7	2	2	10	12

Table 15 Accommodation nights (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Hotels	69	92	86	63	71
Guesthouses/ B&Bs	11	3	3	24	19
Caravan/camping	*	-	1	1	-
Rented	4	2	2	5	6
Friends/relatives	10	3	6	3	2
Hostels	1	*	1	3	1
Other	5	-	1	1	1

Table 16 Type of arrangement (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Package*	n.a.	n.a.	9	24	43
Independent	n.a.	n.a.	91	76	57

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

Table 17 Breakdown of spend (%)

	All Visitors	All Business	Holidaymakers		
			Britain	Mainland Europe	North America
Bed and board	36	49	39	31	29
Other food and drink	32	25	36	34	34
Sightseeing/entertainment	6	4	9	8	8
Internal transport	11	13	7	12	10
Shopping	13	7	9	14	18
Miscellaneous	1	1	*	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: 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 hotel.
- Note 5: In the tables, * means less than 0.5%, - means 0%.