

Golf 2009

Overseas Visitors who played golf while in Ireland spent an estimated €110 million in 2009.

Overseas Participants in Golf (000s)

Visitors	Holidaymakers
143	93

Market Distribution (%)	Visitors	Holidaymakers
Britain	38	34
Mainland Europe	26	30
North America	30	33
Other Areas	6	2

Purpose of Visit - Overseas Visitors (%)	All	Britain	M. Europe	N. America
Holiday	55	49	54	70
Visiting Friends and Relatives	28	34	26	23
Business	12	14	13	6
Other	4	4	6	-

Month of Arrival (%)	Visitors		Holidaymakers		
	All	All	Britain	M. Europe	N. America
January - March	6	4	6	5	2
April	6	5	4	5	5
May	11	9	9	11	7
June	12	15	14	15	15
July	20	22	20	20	26
August	17	21	24	22	18
September	12	13	10	11	16
October - December	15	11	13	10	10

Route of Entry (%)	Visitors		Holidaymakers		
	All	All	Britain	M. Europe	N. America
Sea from Britain	13	14	36	5	1
Sea from M Europe	2	2	-	8	-
Air from Britain	34	30	64	4	17
Air from M Europe	27	24	-	83	5
Transatlantic Air	23	30	-	-	77

Length of Stay (%)	Visitors		Holidaymakers		
	All	All	Britain	M. Europe	N. America
1-3 nights	15	13	25	6	7
4-5 nights	16	14	13	13	15
6-8 nights	30	38	31	39	44
9-14 nights	22	24	19	25	27
15+ nights	16	12	12	17	8
Average Length of Stay (Nights)	13.4	9.6	8.4	11.5	10.1

Accommodation Nights (%)	Visitors		Holidaymakers		
	All	All	Britain	M. Europe	N. America
Hotels	16	29	23	21	38
Guesthouse/ B&Bs	10	22	11	21	32
Caravan/Camping	1	2	3	3	2
Rented	28	17	30	11	13
Friends/ Relatives	28	15	17	23	7
Hostels	1	2	-	4	1
Other	17	14	17	18	8

Regions Visited (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Dublin	39	39	23	37	52
East & Midlands	16	15	17	19	11
South-East	14	13	10	19	13
South-West	39	50	38	63	51
Shannon	22	29	13	15	50
West	22	25	27	29	23
North-West	8	10	7	11	10

Nights by Region (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Dublin	20	18	7	13	25
East & Midlands	13	7	9	7	5
South-East	13	7	7	13	4
South-West	31	37	40	52	24
Shannon	9	14	6	3	30
West	10	14	27	9	9
North-West	4	4	5	3	4

Regions Where Activity Engaged in (%)	Overseas Visitors			
	All	Britain	M. Europe	N. America
Dublin	21	18	23	19
East & Midlands	18	20	15	17
South-East	9	12	15	2
South-West	36	30	44	42
Shannon	18	11	9	34
West	12	14	12	12
North-West	7	8	4	9

Experience of Ireland (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Irish-Born	18	5	10	2	3
First Visit	31	42	13	49	60
Repeat	51	53	77	48	38

Party Composition (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Alone	36	17	17	19	16
Couple	40	50	54	48	49
Family	12	14	13	11	15
Other Adult Party	12	19	16	22	21

Social Class (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Managerial/Professional (AB)	37	40	28	39	51
White Collar (C1)	52	49	55	53	43
Skilled Worker (C2)	7	6	9	4	3
Unskilled Worker (DE)	5	5	8	4	3

Respondent Age (%)	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
16-18 years	2	1	-	2	2
19-24 years	5	4	2	5	6
25-34 years	17	10	4	14	10
35-44 years	22	22	22	24	8
45-54 years	27	31	36	26	30
55-64 years	18	22	30	17	29
65+ years	9	10	6	11	16

	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Use of Car (%)					
Car Brought	15	15	35	12	-
Car Hired	42	56	41	67	63
Car Not Used	44	29	24	21	37

	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Type Arrangement (%)					
Package*	n.a.	18	7	21	26
Independent	n.a.	82	93	79	74

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

	Visitors	Holidaymakers			
	All	All	Britain	M. Europe	N. America
Breakdown Of Spend (%)					
Bed and Board	25	27	27	28	28
Other Food and Drink	33	33	34	34	33
Sightseeing/Entertainment	12	12	14	12	12
Internal Transport	11	11	9	12	11
Shopping	16	13	13	10	14
Miscellaneous	4	3	3	4	2

	Holidaymakers	
	Quality	Price
Satisfaction with Golf (%)		
Very Satisfied	58	19
Satisfied	39	40
Neither	3	23
Dissatisfied	*	16
Very Dissatisfied	*	2

Source: Visitor Attitudes Survey

PRODUCTS

GOLF 2009

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

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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%.