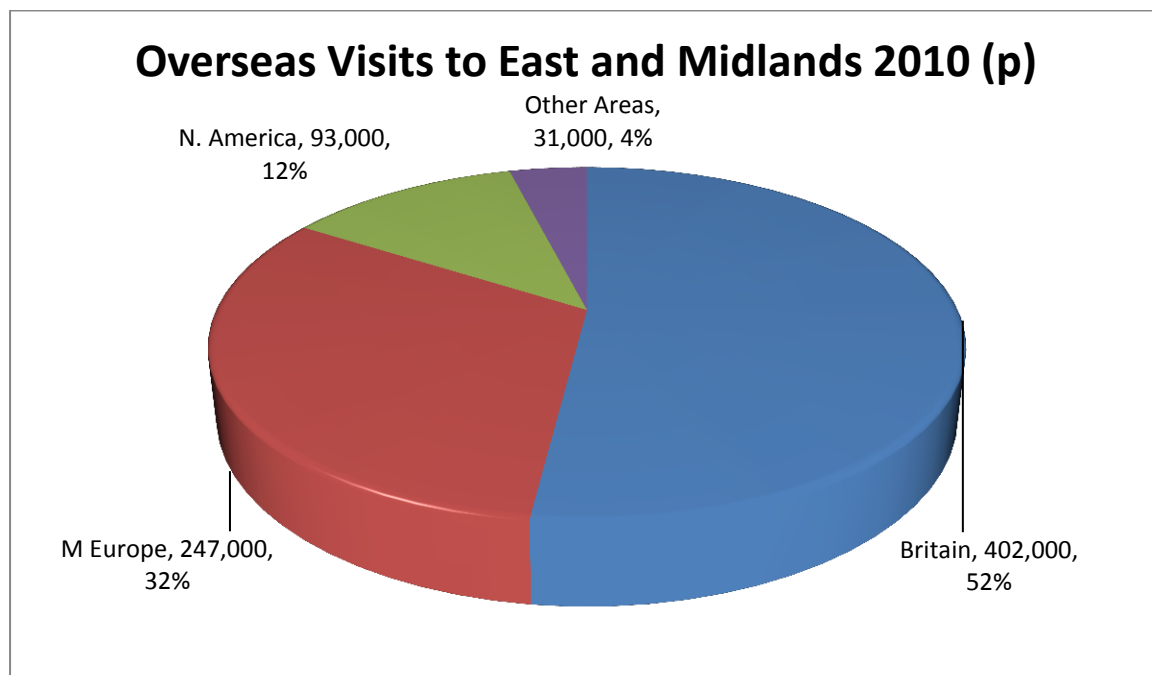
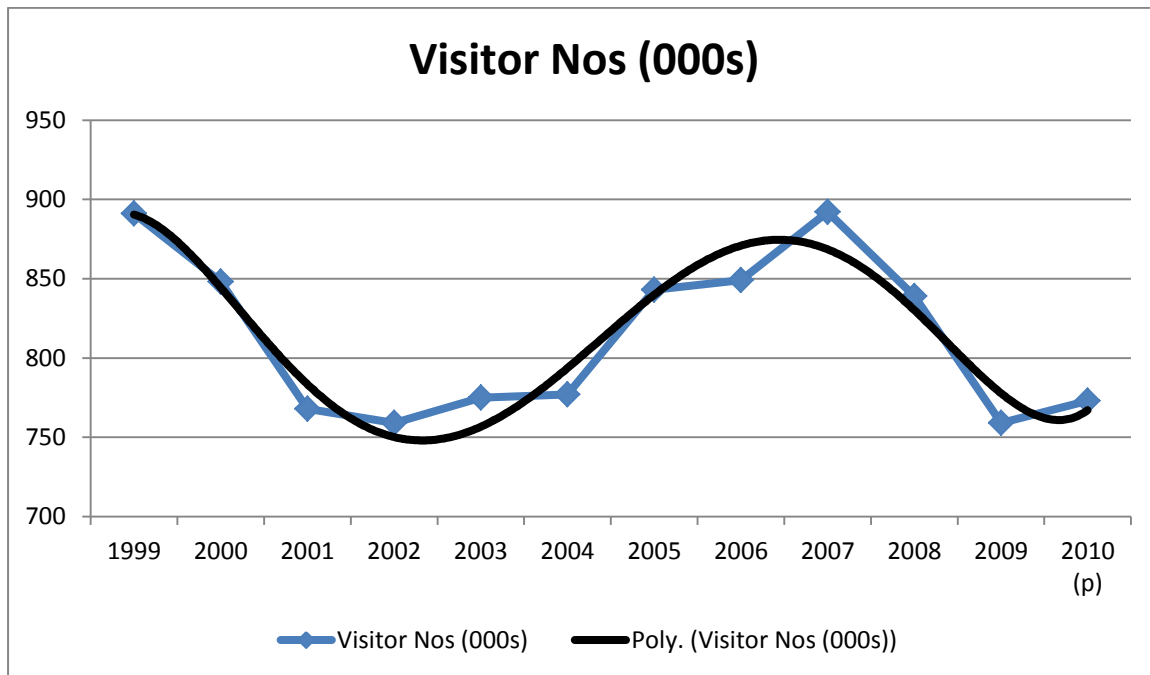


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An estimated 773,000 overseas tourists visited the East and Midlands region in 2010, almost half were visiting friends and relatives while another third were on holiday... Britain accounted for more than half of overseas visitors and almost two-thirds of British tourists are visiting friends and family in the region. Other markets are more likely to be on holiday in the East and Midlands. Wicklow is the most popular county within the region welcoming over 200,000 overseas tourists in 2010. Kildare and Meath each account for over 100,000 visitors from overseas markets.





Following a peak year in 1999, the region has experienced mixed fortunes over the last ten years. While the mid-years of the noughties saw some recovery, numbers never reached the levels achieved in 1999.

The British Market to East and Midlands

British Visitors

British visitors to the region tend to be visiting family and friends (60%) – over a third were born in Ireland and only 6% are on their first visit to Ireland. Not surprisingly, they tend to stay with their friends and family (65%) and are unlikely to travel outside the region. Most are travelling alone and over half are aged 45 and over and are white collar workers. One third arrive in Ireland by sea.

Business (17%) and holiday (16%) each account for a similar proportion of tourism to East and Midlands.

British Holidaymakers

More than a quarter of British holidaymakers travel to the region between October and March and almost half arrive by sea, and two in five bringing their own car. Almost one-third stay in guesthouses and/or B&Bs. They are less likely than other overseas visitors to travel outside the region and they tend to describe their break as a mainly rural holiday. Most are either repeat visitors (69%) or Irish born (14%) and almost 90% are independent travellers... More than two in five are travelling alone and half are white collar workers – a similar proportion are aged 45+.

The European Market to East and Midlands

Mainland European Visitors

While almost half (49%) of Mainland European visitors to East and Midlands are on holiday, almost a third (31%) visit and stay (40%) with friends and relatives and most are either Irish-born (10%) or repeat visitors (46%)

Over a third spend at least one night in Dublin and around a quarter also visit either the South West and/or the West.

Around half travel alone, the largest cohort (22%) aged between 25 and 34 years and they are white collar workers. They travel to Ireland almost exclusively by air.



Mainland European Holidaymakers

Almost two thirds of European holidaymakers arrive in Ireland between June and August, three quarters arrived by air in 2010. Guesthouses and B&Bs are the most popular type of accommodation followed by hotels.

European visitors to East & Midlands are likely to travel to other regions, in particular, Dublin, the South West and West. They are most likely to be on their first visit to Ireland – however, one third are repeat visitors.

Europeans staying in the East & Midlands are white collar workers and a quarter are aged between 25 and 34 years. They tend to travel as a couple.

More than two thirds use a car while on holiday and half say that their holiday was based mainly in the countryside.



The North American Market to East and Midlands

North American Visitors

Almost two thirds of North American visitors to the region are on holiday, however, 28% visit friends and relatives and over a third stay with family and friends. A similar proportion stay in hotels.

They are more mobile than other overseas markets, Dublin, the South West, Shannon and the West are the most popular regions.

Around half are on their first visit to Ireland. Travelling alone or as part of a couple, they are managers, professionals and white collar workers. More than half are aged over 45 years.

North American Holidaymakers

In 2010, September was the most popular month for North American holidaymakers, accounting for 25% of the year's business from this market. The majority arrived direct by air.

While hotels and guesthouses/B&Bs are the most frequently used accommodation, one in five nights are spent in the homes of friends and relatives. North American holidaymakers to this region are also likely to visit Dublin (67%) and the South West (59%).

They tend to be on their first visit to Ireland, to be managers, professionals or white collar works, travel as a couple and more than half are aged over 45 years.

Three-quarters of North American holidaymakers hired a car in 2010 and almost one in five stated that they had used an organised coach trip involving an overnight. Almost one third were on a package holiday.

Number of Tourist Visits (000s)	2006	2007	2008	2009	2010 (p)
Britain	457	471	414	361	402
Mainland Europe	236	261	262	260	247
North America	104	117	115	94	93
Other Areas	52	42	48	44	31
Total Overseas Tourists	849	892	839	759	772

Tourism Revenue (€ m)	2006	2007	2008	2009	2010 (p)
Britain	165.7	136.3	136.2	111.3	141.0
Mainland Europe	86.0	90.9	106.5	92.8	100.0
North America	49.6	32.7	37.8	30.4	29.0
Other Areas	16.8	32.5	31.4	24.0	29.0
Total Overseas Revenue	318.1	292.4	311.9	258.5	299.0

Note: The above figures are **preliminary and will change** when final tourism estimates for 2010 are available from the Central Statistics Office. This will apply particularly in respect of Visitor Nights and Visitor Revenue. As a result, extreme caution must be used when interpreting the above figures. Due to changes in survey procedure in Northern Ireland in 2010, the estimate of overseas visitors travelling to the Republic of Ireland via Northern Ireland included in the above estimates are **not directly comparable to previous years**. This is particularly the case in respect of British visitors generally and visitors to the North West in particular.

Overseas Tourists (000s)	Visitors		Holidaymakers	
	No.	Nights	No.	Nights
Britain	402	2,423	66	292
Mainland Europe	247	2,130	120	408
N. America	93	437	58	194
Other Areas	31	632	13	41
Total Overseas Tourists	773	5,622	257	935

Overseas Tourists (%)	Visitors		Holidaymakers	
	No.	Nights	No.	Nights
Britain	52%	43%	26%	31%
Mainland Europe	32%	38%	47%	44%
N. America	12%	8%	23%	21%
Other Areas	4%	11%	5%	4%

OVERSEAS TOURISM TO EAST AND MIDLANDS

Overseas Tourists to Counties (000s)	Total	Britain	M. Europe	N. America	Other Areas
Kildare	156	90	46	13	7
Laois	39	26	8	3	2
Longford	28	16	8	3	1
Louth	95	53	29	8	5
Meath	135	67	37	25	7
Wicklow	215	90	85	32	9
Offaly (East)	43	26	10	5	1
Westmeath	96	48	36	8	3

Revenue Generated by Overseas Tourists to Counties (€m)	Total	Britain	M. Europe	N. America	Other Areas
Kildare	63	28	21	8	6
Laois	15	7	6	1	1
Longford	9	6	2	1	*
Louth	34	16	9	2	7
Meath	54	26	18	4	6
Wicklow	73	35	23	10	5
Offaly (East)	14	8	4	1	2
Westmeath	35	13	16	2	4

Overseas Visitors to East & Midlands

Main Reason of Visit (%)	Total	Britain	M. Europe	N. America	Other Areas
Holiday	33	16	49	62	50
Business	15	17	14	5	14
Visiting Friends/ Relatives	45	60	31	28	27
Other	6	6	6	4	8

Month of Arrival (%)	Total	Britain	M. Europe	N. America	Other Areas
January-March	17	17	18	14	11
April	9	10	6	10	9
May	9	9	10	10	9
June	12	11	14	14	5
July	12	12	16	6	11
August	12	11	11	13	29
September	11	8	10	21	9
October-December	19	21	18	13	19

Route of Entry (%)	Total	Britain	M. Europe	N. America	Other Areas
Air from Britain	38	66	5	11	54
Air from Mainland Europe	31	*	82	16	35
Transatlantic Air	10	-	*	71	3
Sea from Britain	18	33	4	2	7
Sea from Mainland Europe	3	-	8	-	-

Accommodation Used (%)	Total	Britain	M. Europe	N. America	Other Areas
Hotel	23	24	19	35	13
Guest house/ B&B	15	8	21	26	29
Rented	4	3	6	2	7
Caravan & Camping	2	1	5	*	-
Hostel	2	1	5	2	1
Friends/ Relatives	52	65	40	35	42
Other	3	2	7	1	7

Accommodation Bednights (%)	Total	Britain	M. Europe	N. America	Other Areas
Hotel	6	7	4	19	1
Guest house/ B&B	4	4	4	9	2
Rented	20	4	23	10	52
Caravan & Camping	1	*	1	*	-
Hostel	2	*	1	19	*
Friends/ Relatives	52	83	46	39	12
Other	15	99	21	4	33

Other Regions Visited (%)	Total	Britain	M. Europe	N. America	Other Areas
Dublin	26	12	35	51	40
South East	12	5	15	27	32
South West	16	4	24	35	30
Shannon	11	3	13	29	26
West	17	7	24	29	36
North West	7	5	9	11	9

Experience of Ireland (%)	Total	Britain	M. Europe	N. America	Other Areas
Irish Born	23	35	10	16	12
On First Visit	25	6	44	47	46
Repeat	52	60	46	37	43

Party Composition (%)	Total	Britain	M. Europe	N. America	Other Areas
Travelling Alone	53	62	49	36	43
Couple	26	21	23	44	40
Family	12	12	12	13	5
Other Adult Party	10	5	16	8	11

Social Class (%)	Total	Britain	M. Europe	N. America	Other Areas
Managerial/ Professional (AB)	22	21	18	27	31
White Collar (C1)	55	51	61	58	55
Skilled Worker (C2)	18	21	16	13	14
Unskilled Worker (DE)	5	6	5	2	-

Age (%)	Total	Britain	M. Europe	N. America	Other Areas
Under 19 years	12	7	19	9	6
19-24 years	9	4	15	5	20
25-34 years	18	16	22	17	18
35-44 years	14	17	14	9	9
45-54 years	19	19	18	24	14
55-64 years	13	16	9	14	18
65+ years	15	21	4	22	16

Holidaymakers to East & Midlands

Month of Arrival (%)	Total	Britain	M. Europe	N. America	Other Areas
January-March	8	12	7	7	7
April	7	17	3	9	10
May	12	10	10	15	24
June	19	17	25	14	5
July	14	9	23	4	7
August	15	16	15	15	21
September	14	3	13	25	4
October-December	10	16	5	13	21

Route of Entry (%)	Total	Britain	M. Europe	N. America	Other Areas
Air from Britain	18	51	5	11	65
Air from Mainland Europe	40	-	70	14	30
Transatlantic Air	22	-	-	73	5
Sea from Britain	13	49	9	1	-
Sea from Mainland Europe	8	-	16	-	-

Accommodation Used (%)	Total	Britain	M. Europe	N. America	Other Areas
Hotel	29	22	21	47	17
Guest house/ B&B	42	31	43	42	65
Rented	6	17	6	*	-
Caravan & Camping	7	5	14	*	-
Hostel	6	3	10	2	3
Friends/ Relatives	10	21	7	9	15
Other	1	2	1	2	-

Accommodation Bednights (%)	Total	Britain	M. Europe	N. America	Other Areas
Hotel	22	12	12	48	9
Guest house/ B&B	26	23	27	25	54
Rented	10	24	9	1	-
Caravan & Camping	7	2	13	*	-
Hostel	3	2	5	1	5
Friends/ Relatives	29	34	32	19	31
Other	2	-	1	6	99

Other Regions Visited (%)	Total	Britain	M. Europe	N. America	Other Areas
Dublin	57	18	62	67	69
South East	35	16	34	44	59
South West	51	16	56	59	71
Shannon	34	15	29	48	61
West	49	19	57	45	83
North West	15	1	18	18	17

Experience of Ireland (%)	Total	Britain	M. Europe	N. America	Other Areas
Irish Born	3	14	1	1	-
On First Visit	59	17	66	66	76
Repeat	39	69	33	34	24

Party Composition (%)	Total	Britain	M. Europe	N. America	Other Areas
Travelling Alone	17	40	12	13	9
Couple	50	38	44	59	81
Family	15	14	16	16	3
Other Adult Party	18	8	28	12	7

Social Class (%)	Total	Britain	M. Europe	N. America	Other Areas
Managerial/ Professional (AB)	27	23	25	29	45
White Collar (C1)	57	51	60	57	55
Skilled Worker (C2)	13	17	13	12	-
Unskilled Worker (DE)	3	9	2	2	-

Age (%)	Total	Britain	M. Europe	N. America	Other Areas
Under 19 years	8	6	9	8	4
19-24 years	13	9	16	12	12
25-34 years	22	20	25	18	26
35-44 years	15	16	16	10	18
45-54 years	19	20	18	19	15
55-65 years	15	16	10	21	15
65+ years	9	12	6	12	10

Gender (%)	Total	Britain	M. Europe	N. America	Other Areas
Male	50	43	55	47	43
Female	50	57	45	53	57

Marital Status (%)	Total	Britain	M. Europe	N. America	Other Areas
Married/ Living as Married	64	54	58	76	70
Singled/ Widowed/ Divorced/ Separated	36	46	42	24	30

Dependent Children (%)	Total	Britain	M. Europe	N. America	Other Areas
Yes	17	16	21	14	10
No	83	84	79	86	90

Internal Transport Used (%)	Total	Britain	M. Europe	N. America	Other Areas
Intercity train	6	11	5	4	2
Intercity bus	9	14	11	4	3
Local train	8	10	7	9	5
Local bus	14	9	21	9	-
Organised coach tour involving an overnight)	9	-	8	17	-
Organised coach tour not involving an overnight)	2	-	2	4	-
Hired car/ minibus	54	26	45	76	92
Private car	21	57	24	2	3
Campervan	1	-	2	-	-
Car with caravan	1	-	1	-	-
Motorcycle/ bicycle	2	2	3	-	-
Walking (for transport not leisure)	19	4	22	23	26
Hit ch-hiking	1	-	1	1	-
Taxi	9	7	8	12	2

Use of Car (%)	Total	Britain	M. Europe	N. America	Other Areas
Car brought	17	40	22	1	-
Car hired	54	26	45	76	92
Car not used	29	34	33	23	8

Whether Travelling on a Package (%)	Total	Britain	M. Europe	N. America	Other Areas
Package	19	14	14	31	18
Independent	81	86	86	69	82

Type of holiday (%)	Total	Britain	M. Europe	N. America	Other Areas
A city break	7	5	6	12	2
A predominantly city-urban based holiday	6	11	7	2	7
A predominantly countryside holiday	48	66	50	34	48
A City-urban and countryside holiday	39	19	37	52	43

Promotable holiday (%)	Total	Britain	M. Europe	N. America	Other Areas
Hired car - paid accommodation	43	19	37	55	90
Touring - paid accommodation	19	22	21	14	18
Youth Budget	4	-	7	2	-
Activity specialist	24	29	22	27	3

Value for Money (%)	Total	Britain	M. Europe	N. America	Other Areas
Good	35	38	30	38	48
Fair	33	26	42	26	20
Poor	32	36	28	36	33

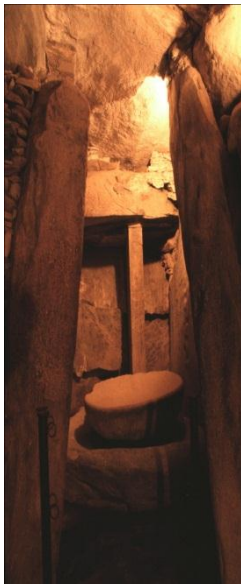
ACCOMMODATION IN EAST AND MIDLANDS

Approved Room Capacity	2006	2007	2008	2009	2010
Hotels					
5*	217	363	363	512	512
4*	588	840	2,990	3,546	3,547
3*	1,445	1,448	2,215	2,496	2,391
2*	446	407	556	443	436
1*	46	46	36	36	46
Other	1,850	2,092	554	110	0
Total Hotels	4,592	5,196	6,714	7,143	6,932
Guesthouses and B&Bs	1,787	1,643	1,525	1,484	1,352
Total Paid Serviced	6,379	6,839	8,239	8,627	8,284
Self-catering (Registered)*	134	129	148	177	154
Hostels**	501	634	634	585	598

* Self-catering registered figures are units (eg houses)

** Hostel figures are beds available.

TOP VISITOR ATTRACTIONS IN EAST AND MIDLANDS



Name of Attraction	County	2010
Brú Na Bóinne Visitor Centre	Meath	209,270
Powerscourt House & Gardens	Wicklow	201,544
Clonmacnoise	Offaly	133,015
Newgrange	Meath	122,785
Irish National Stud & Japanese Gardens	Kildare	111,943
National Sealife Centre	Wicklow	97,000
Glendalough Visitor Centre	Wicklow	70,081
Trim Castle	Meath	59,416
Avondale House & Forest Park	Wicklow	54,000
Knowth	Meath	49,414
Wicklow Gaol	Wicklow	40,600
Battle of the Boyne	Meath	40,334

Notes to Tables:

Note 1: *Holidaymakers* are defined as visitors who stated that their main reason for visiting Ireland was a holiday.

Note 2: *Approved Room Capacity* is supplied by Gulliver/TAMS/TCS Fáilte Ireland

Note 3: In the tables, * means less than 0.5%, - means 0%.

Estimates are based on information from Fáilte Ireland's Survey of Overseas Travellers in 2010, the 2010 Visitor Attractions Survey and from the CSO's Country of Residence Survey (CRS) and Household Travel Survey, and Fáilte Ireland's Survey of Overseas Travellers in previous years.

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