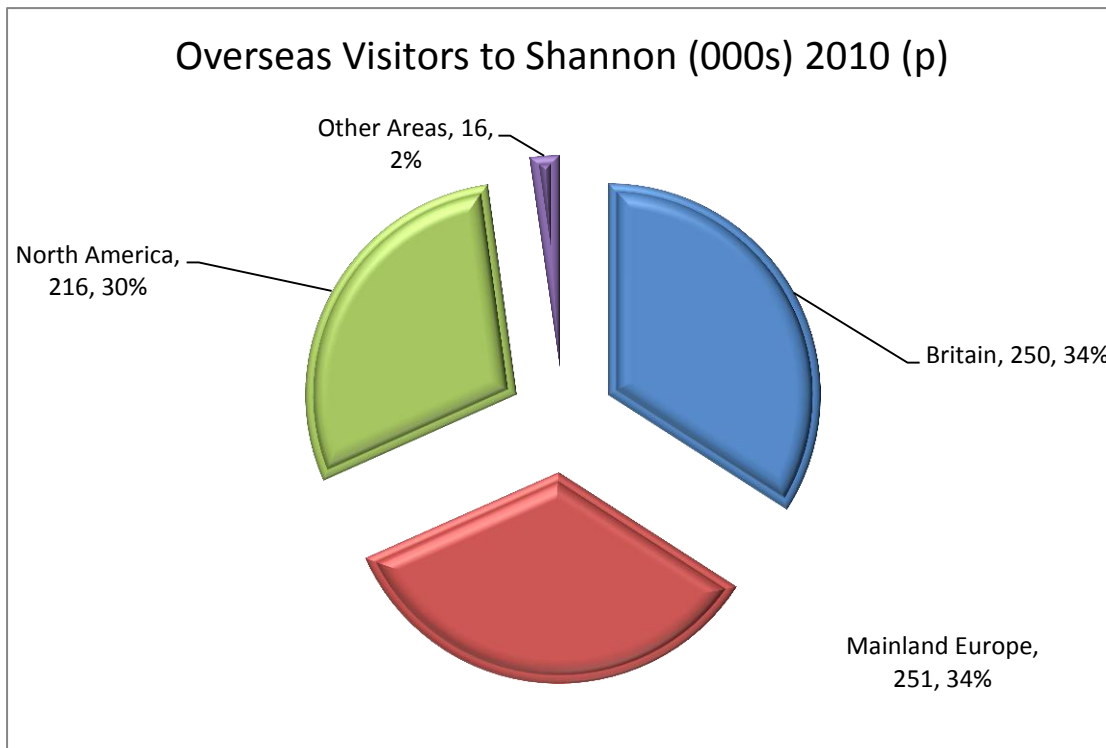


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Over 700,000 overseas tourists visited the Shannon region in 2010. The region welcomed a quarter of a million British and Mainland European visitors and over 200,000 North Americans. While most overseas tourists who visit the region are on holiday, two in five British tourists are visiting family and friends – more than a quarter of British visitors to Shannon are Irish-born. Clare attracted over 400,000 overseas tourists in 2010 and Limerick over 300,000.



The British Market to Shannon 2010

Visitors

Visiting friends/relatives is the most cited reason for travelling to the Shannon region in 2010, followed by holiday, almost half stay in the homes of family and/or friends and one third stay in hotels.

British visitors to Shannon are not inclined to move beyond the region, of those that do, the South West, Dublin and the West are equally popular.

They are likely to have been to Ireland before and they tended to travel alone. Half are over 45 years of age.



Holidaymakers

July and August are the most popular month for British holidaymakers. In 2010, while over half arrived by air, 45% came by sea and a similar proportion brought their own car.

Hotels are the preferred types of accommodation for British holidaymakers to Shannon, however, guesthouses/B&Bs and the homes of family and friends are also popular.

The South West and the West are popular destinations for those who travelled beyond the region.

They were likely to be Irish born or repeat visitors and tend to travel as part of a couple. More than two thirds are managers, professional and white collar workers and more than 45 years of age.

Almost three in five describe their trip as a countryside holiday.

The European Market to Shannon 2010

Visitors

European visitors to Shannon tend to be in the region on holiday, and consequently the peak months are the most popular months for visits to Shannon.

They travel to Ireland by air and prefer to stay in hotels or guesthouses/B&Bs. Rented accommodation accounts for more than a quarter of nights spent in Shannon.

Dublin, the South West and West are the most popular other destinations for European visitors to Shannon.

They tend to travel either alone or as part of a couple and while just over half (52%) are on their first visit to Ireland, 45% have been to Ireland before.

A quarter are aged between 25 and 34 years of age and they are managers, professionals and white collar workers.

Holidaymakers

The months of July and August are the preferred months for European holidaymakers to visit the Shannon region. While most travel by air, almost a quarter travel by sea.

Guesthouses/B&Bs are the most popular types of accommodation for European holidaymakers in Shannon and



many visit other regions, particularly the South West, the West and Dublin.

They tend to be on their first visit to Ireland and travel as a couple. Almost a quarter are aged between 25 and 34 years.

Car is the most popular form of transport while in Ireland, almost half using a hire car. They tend to describe their trip either as a countryside holiday or a mixture of urban and rural.

North American Market to Shannon



Visitors

North Americans tend to visit Shannon on holiday. The months of June, June, July and September were the most popular months for visiting Shannon in 2010.

They prefer to stay in hotels, guesthouses and B&Bs, however, almost a quarter of North American nights in the region are spent in rented accommodation.

They are likely to visit other regions, particularly, Dublin and the South West.

The majority are on their first visit and are likely to travel as a couple. They are managers, professionals or white collar workers and are aged 45 years or more.

Holidaymakers

In 2010, June and September were the most popular time for North American holidaymakers to visit Shannon and they travelled by air direct to Ireland.

Hotels and guesthouses/B&Bs are the most popular types of accommodation. They tend to visit more than one region with the South West and Dublin being the most popular other destinations.

They travel as a couple and are white collar worker, aged 45 years or more.

Two thirds rent a car while in Ireland and almost a quarter are on an organised coach trip involving an overnight. In 2010, half were on a package holiday.

OVERSEAS TOURISM TO SHANNON

Number of Tourist Visits (000s)	2006	2007	2008	2009	2010 p
Britain	572	485	407	246	250
Mainland Europe	332	378	356	278	251
North America	289	296	275	212	216
Other Areas	59	40	50	54	53
Total Overseas Tourists	1,253	1,198	1,088	791	770

Tourism Revenue (€ m)	2006	2007	2008	2009	2010 p
Britain	141	135	118	86	66
Mainland Europe	95	114	151	62	86
North America	64	106	112	74	61
Other Areas	17	13	17	29	11
Total Overseas Revenue	317	368	398	250	223

Overseas Tourists (000s)	Visitors		Holidaymakers	
	No.	Nights	No.	Nights
Britain	250	1,129	68	334
Mainland Europe	251	1,827	178	620
N. America	216	918	173	488
Other Areas	53	241	39	142
Total Overseas Tourists	770	4,115	458	1,584

Overseas Tourists (%)	Visitors		Holidaymakers	
	No.	Nights	No.	Nights
Britain	32%	27%	15%	21%
Mainland Europe	33%	44%	39%	39%
N. America	28%	22%	38%	31%
Other Areas	7%	6%	9%	9%

OVERSEAS TOURISM TO SHANNON

Overseas Tourists to Counties (000s)	Total	Britain	M. Europe	N. America	Other Areas
Clare	415	109	131	144	31
Limerick	337	122	117	79	19
Tipperary (North)	45	22	14	5	4
Offaly (West)	9	2	4	2	1

Revenue Generated by Overseas Tourists to Counties (€ m)	Total	Britain	M. Europe	N. America	Other Areas
Clare	82	33	23	23	4
Limerick	119	27	52	36	4
Tipperary (North)	20	6	9	2	3
Offaly (West)	3	1	1	1	*

Main Reason of Visit (%)	Total	Britain	M. Europe	N. America	Other Areas
Holiday	59	27	71	80	74
Business	13	23	11	4	9
Visiting Friends/ Relatives	22	42	14	12	14
Other	6	8	5	4	4

Month of Arrival (%)	Total	Britain	M. Europe	N. America	Other Areas
January-March	12	14	12	9	9
April	8	10	7	6	7
May	10	8	11	12	8
June	13	11	13	16	13
July	16	14	20	14	14
August	14	14	16	11	18
September	11	7	10	17	9
October-December	16	22	11	14	22

Route of Entry (%)	Total	Britain	M. Europe	N. America	Other Areas
Air from Britain	31	68	5	15	62
Air from Mainland Europe	28	1	75	8	28
Transatlantic Air	23	-	1	76	-
Sea from Britain	12	31	5	1	6
Sea from Mainland Europe	5	-	14	*	3

Accommodation Used (%)	Total	Britain	M. Europe	N. America	Other Areas
Hotel	39	33	27	59	42
Guesthouse/ B&B	21	11	25	26	31
Rented	6	3	8	6	3
Caravan & Camping	3	1	8	1	1
Hostel	5	2	8	2	10
Friends/ Relatives	26	49	19	11	18
Other	4	3	7	3	1

Accommodation Bednights (%)	Total	Britain	M. Europe	N. America	Other Areas
Hotel	13	18	5	22	20
Guest house/ B&B	8	8	6	10	15
Rented	22	7	28	24	26
Caravan & Camping	2	1	3	*	*
Hostel	4	1	7	1	5
Friends/ Relatives	27	59	19	17	25
Other	24	6	32	24	9

Other Regions Visited (%)	Total	Britain	M. Europe	N. America	Other Areas
Dublin	40	12	45	59	63
East & Midlands	11	5	14	13	17
South East	19	9	21	24	36
South West	39	12	42	60	55
West	29	12	42	31	40
North West	9	3	10	15	7

Experience of Ireland (%)	Total	Britain	M. Europe	N. America	Other Areas
Irish Born	12	28	3	5	9
On First Visit	42	7	52	61	71
Repeat	46	64	45	34	20

Party Composition (%)	Total	Britain	M. Europe	N. America	Other Areas
Travelling Alone	40	59	38	23	43
Couple	34	22	35	46	35
Family	13	10	12	19	9
Other Adult Party	12	9	15	12	13

Social Class (%)	Total	Britain	M. Europe	N. America	Other Areas
Managerial/ Professional (AB)	25	27	20	30	23
White Collar (C1)	57	43	68	57	70
Skilled Worker (C2)	15	25	9	12	7
Unskilled Worker (DE)	3	5	3	1	-

Age (%)	Total	Britain	M. Europe	N. America	Other Areas
Under 19 years	7	6	7	8	5
19-24 years	10	6	16	8	16
25-34 years	17	15	25	13	12
35-44 years	15	19	16	12	12
45-54 years	19	16	19	22	17
55-64 years	17	16	10	23	24
65+ years	14	22	7	14	14

Holidaymakers to Shannon

Month of Arrival (%)	Total	Britain	M. Europe	N. America	Other Areas
January-March	8	15	6	6	6
April	6	7	5	7	8
May	11	6	12	12	12
June	16	11	16	17	15
July	18	18	24	14	15
August	18	19	23	13	18
September	14	11	10	19	11
October-December	9	13	4	12	15

Route of Entry (%)	Total	Britain	M. Europe	N. America	Other Areas
Air from Britain	18	55	3	13	69
Air from Mainland Europe	32	-	73	9	19
Transatlantic Air	35	-	-	77	-
Sea from Britain	7	45	6	1	8
Sea from Mainland Europe	7	-	18	*	4

Accommodation Used (%)	Total	Britain	M. Europe	N. America	Other Areas
Hotel	46	30	29	66	37
Guesthouse/ B&B	32	18	36	30	43
Rented	6	10	6	6	-
Caravan & Camping	5	6	12	-	-
Hostel	7	6	11	3	15
Friends/ Relatives	5	21	5	2	10
Other	2	8	4	1	-

Accommodation Bednights (%)	Total	Britain	M. Europe	N. America	Other Areas
Hotel	29	16	13	53	16
Guesthouse/ B&B	22	8	25	21	39
Rented	14	17	13	16	-
Caravan & Camping	6	5	13	-	-
Hostel	6	1	9	3	17
Friends/ Relatives	14	32	12	6	27
Other	9	21	15	1	-

Other Regions Visited (%)	Total	Britain	M. Europe	N. America	Other Areas
Dublin	61	21	60	66	77
East & Midlands	18	13	19	16	21
South East	31	19	31	30	49
South West	64	31	62	70	76
West	45	29	61	34	51
North West	14	1	15	16	9

Experience of Ireland (%)	Total	Britain	M. Europe	N. America	Other Areas
Irish Born	2	15	*	1	1
On First Visit	66	26	66	72	83
Repeat	32	59	34	27	17

Party Composition (%)	Total	Britain	M. Europe	N. America	Other Areas
Travelling Alone	16	19	14	14	25
Couple	52	55	53	51	48
Family	17	11	13	22	14
Other Adult Party	15	16	19	13	13

Social Class (%)	Total	Britain	M. Europe	N. America	Other Areas
Managerial/ Professional (AB)	27	30	21	32	25
White Collar (C1)	61	39	70	55	71
Skilled Worker (C2)	11	28	7	12	4
Unskilled Worker (DE)	1	3	2	*	-

Age (%)	Total	Britain	M. Europe	N. America	Other Areas
Under 19 years	7	1	8	9	6
19-24 years	8	4	12	5	14
25-34 years	16	8	23	13	6
35-44 years	15	15	19	12	11
45-54 years	21	26	19	22	17
55-65 years	19	23	11	23	29
65+ years	14	22	8	16	18

Gender (%)	Total	Britain	M. Europe	N. America	Other Areas
Male	43	54	45	40	40
Female	57	46	55	60	60

Marital Status (%)	Total	Britain	M. Europe	N. America	Other Areas
Married/ Living as Married	66	68	59	72	61
Singled/ Widowed/ Divorced/ Separated	34	32	41	28	39

Dependent Children (%)	Total	Britain	M. Europe	N. America	Other Areas
Yes	16	21	20	13	11
No	84	79	80	87	89

Internal Transport Used (%)	Total	Britain	M. Europe	N. America	Other Areas
Intercity train	3	5	3	3	6
Intercity bus	7	11	12	3	4
Local train	3	-	1	4	9
Local bus	7	9	9	4	7
Organised coach tour (involving an overnight)	17	8	11	24	17
Organised coach tour (not involving an overnight)	4	3	1	5	11
Hired car/ minibus	57	30	48	68	64
Private car	17	52	25	5	9
Campervan	2	-	4	-	-
Car with caravan	*	-	*	-	-
Motorcycle/ bicycle	3	3	4	2	-
Walking (for transport not leisure)	12	6	12	13	13
Hitch-hiking	1	-	1	-	4
Taxi	7	9	6	8	2

Use of Car (%)	Total	Britain	M. Europe	N. America	Other Areas
Car brought	12	45	21	*	7
Car hired	57	30	48	68	64
Car not used	31	25	31	32	32

Whether Travelling on a Package (%)	Total	Britain	M. Europe	N. America	Other Areas
Package	35	8	22	51	29
Independent	65	92	78	49	71

Type of holiday (%)	Total	Britain	M. Europe	N. America	Other Areas
A city break	7	10	6	6	9
A predominantly city-urban based holiday	7	7	6	7	10
A predominantly countryside holiday	43	59	49	37	30
A City-urban and countryside holiday	44	24	39	50	51

Promotable holiday (%)	Total	Britain	M. Europe	N. America	Other Areas
Hired car - paid accommodation	44	16	37	52	56
Touring - paid accommodation	25	26	23	25	25
Youth Budget	5	6	7	1	10
Activity specialist	19	18	21	20	8

Value for Money (%)	Total	Britain	M. Europe	N. America	Other Areas
Good	36	22	32	42	38
Fair	34	30	40	29	37
Poor	30	48	28	29	24

TOP 10 TOURISM ATTRACTIONS IN SHANNON 2010

Name of Attraction	County	2010
Cliffs of Moher Visitor Experience	Clare	720,574
Bunratty Castle & Folk Park	Clare	263,336
Holy Cross Abbey	Tipperary	240,000
Aillwee Cave & Burren Birds of Prey Centre	Clare	92,123
O'Briens Tower	Clare	82,884
Curraghchase Forest Park	Limerick	80,000
Glór - Irish Music Centre	Clare	50,726
Ballyhoura Mountain Bike Trails	Limerick	50,000
King John's Castle	Limerick	37,953
Kilkee Water World	Clare	34,000
Birr Castle Demesne and Ireland's Historic Science Centre	Offaly	33,500
Foynes Flying Boat Museum	Limerick	32,000

ACCOMMODATION IN SHANNON

Approved Room Capacity	2006	2007	2008	2009	2010
Hotels					
5*	163	163	163	254	254
4*	533	533	1,347	1,418	1,540
3*	2,591	2,593	3,071	3,165	3,048
2*	229	229	638	533	507
1*	22	22	32	32	22
Other	671	1,113	94	22	-
Total Hotels	4,209	4,653	5,345	5,424	5,371
Guesthouses and B&Bs	1,915	1,789	1,655	1,555	1,384
Total Paid Serviced	6,124	6,442	7,000	6,979	6,755
Hostels*	688	590	556	693	693

As of January 2010

* Hostel figures are beds available.

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