



Fáilte Ireland

National Tourism Development Authority

Domestic Tourism 2013

An overview of Irish residents' travel
within the Republic of Ireland in 2013

May 2014

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Key Terms Explained

For the purposes of this study:

- i. Domestic tourism relates to travel by Irish residents to places only within the Republic of Ireland involving a stay of at least one night.
- ii. A trip refers to the travel by a person from the time of departure from his/her usual residence until he/she returns. A trip can be made up of visits to different places.
- iii. Definitions of Tourist Regions are available in Appendix I.
- iv. In the tables "-" means 0, "*" is <0.5%

1. Overview

In 2013, there were 7.1 million trips were taken by Irish residents within the Republic, with an associated expenditure of €1.4 billion – this represents an increase of 1% in trips on 2012 while expenditure increased by 2%.

Domestic trips and revenue

	2010	2011	2012	2013	% 13 vs 12
Domestic Trips (000)	7,300	7,169	7,031	7,111	+1
Expenditure (€m)	1,560.5	1,415.9	1,345.4	1,373.2	+2

Source: Central Statistics Office

Domestic holidays were up by 3% on 2012 to 3.5 million trips, with holiday revenue up by 7% to €840 million. Short holidays (1-3 nights) decreased by 2% to 2.5 million trips, while holidays lasting 4 or more nights increased by 18% to 920,000 trips. Expenditure on short holiday trips (€492m) was down marginally on 2012 while long holiday expenditure (€348m) grew by 20%.

There were 341,000 domestic business trips (-11%) taken in 2013 with an associated spend of €78 million (+4%). Visits to friends/relatives accounted for 2.5 million trips (+3%) with an expenditure of €267 million (-1%).

Domestic trips (000) by purpose of travel

	2010	2011	2012	2013	% 13 vs 12
Holiday	3,978	3,696	3,374	3,460	3
- Long (4 + nights)	1,151	1,040	780	920	18
- Short (1-3 nights)	2,828	2,656	2,594	2,541	-2
Visiting Friends/Relatives	1,997	2,231	2,374	2,452	3
Business	370	350	322	341	-11
Other	955	891	960	858	8
Total Trips	7,300	7,169	7,031	7,111	-2

Domestic revenue (€m) by purpose of travel

	2010	2011	2012	2013	% 13 vs 12
Holiday	971.9	864.9	784.8	840.3	7
- Long (4 + nights)	394.2	348.6	290.9	348.0	20
- Short (1-3 nights)	577.7	516.3	493.9	492.2	-
Visiting Friends/Relatives	270.5	265.9	269.6	266.7	-1
Business	85.9	76.9	75.7	78.4	4
Other Trips	232.2	208.2	215.3	187.9	-13
Total	1,560.5	1,415.9	1,345.4	1,373.2	2

Source: Central Statistics Office

2. Incidence of taking a holiday in Ireland

The number of people taking a holiday trip in Ireland has been on an upward trend since 2009 with two-thirds of the population taking a holiday trip in 2013 – up 12 percentage points from 2009. Short holiday trips have been the main contributor to this upward trend with short holiday trips up 11 points since 2009.

Incidence of taking a holiday trip (%)

	2009	2010	2011	2012	2013
Any holiday trip in Ireland	55	58	57	65	67
Any holiday trip in Ireland of 4+ nights	21	20	19	17	20
Any holiday trip in Ireland of 1 to 3 nights	44	48	46	51	55

Source: Fáilte Ireland

3. Booking a domestic holiday

How far in advance was the holiday booking made?

Just under one-fifth (19%) of holiday bookings were made within a few days of taking the trip while 39% were booked between one and four weeks of the holiday. Twelve per cent of domestic holidaymakers did not make a booking.

Advance booking made (%)

	2009	2010	2011	2012	2013
A few days in advance	22	19	27	22	19
1-2 weeks in advance	30	30	27	27	26
3-4 weeks in advance	14	13	12	12	13
1-2 months in advance	15	17	18	19	17
More than two months in advance	9	8	9	10	12
Did not make a booking	9	13	8	9	12

Source: Fáilte Ireland

How was the booking made?

Forty-five per cent of respondents used the internet to book their holiday, while phone and email were used by 36% and 7% respectively.

Booking method (%)

	2009	2010	2011	2012	2013 ¹
Internet	43	39	47	47	45
Phone	46	41	40	40	36
Email	15	6	11	11	7
Post	2	1	2	1	-

Source: Fáilte Ireland

¹ In 2013, more than 10% of holidaymakers did not book their holiday in advance.

4. Where did they go on holiday?

Region visited for a holiday

The South West is the most popular holiday destination for Irish residents accounting for 23% of all holiday trips taken in 2013. The West (18%) was the next most popular destination followed by the South East (16%).

Regions visited - domestic holidays (%)

	2010	2011	2012	2013
Dublin	10	12	15	14
East & Midlands	8	11	12	12
South East	19	21	18	16
South West	26	24	22	23
Shannon	9	9	10	8
West	18	18	16	18
North West	9	8	8	9

Based on Fáilte Ireland estimates

Regional distribution of holiday nights

In line with holiday trips the South West region accounted for the highest percentage of holiday nights (27%) in 2013. Nineteen per cent of holiday nights were spent in the West and the South East had a 17% share.

Regional distribution of holiday nights (%)

	2010	2011	2012	2013
Dublin	7	7	12	9
East & Midlands	6	8	8	9
South East	18	20	18	17
South West	32	29	27	27
Shannon	8	10	10	10
West	19	16	17	19
North West	10	8	7	10

Based on Fáilte Ireland estimates

Holiday expenditure by region (%)

Twenty-six per cent of total domestic holiday expenditure was spent in the South West, while the West and the South East contributed 21% and 15% respectively to total holiday spend.

Holiday expenditure by Region (%)

	2010	2011	2012	2013
Dublin	9	11	15	14
East & Midlands	7	9	9	10
South East	18	20	15	15
South West	28	27	26	26
Shannon	8	9	9	7
West	20	18	18	21
North West	9	6	7	7

Based on Fáilte Ireland estimates

5. Accommodation and transport used on holiday

Accommodation used on holiday

Thirty six per cent of holiday bednights in 2013 was spent in hotels. Rented accommodation accounted for 20% while holiday homes and staying with friends/relatives accounted for 16% and 10% respectively.

Accommodation used on holiday – accommodation bednights (%)

	2010	2011	2012	2013
Hotel	32	32	39	36
Guesthouse/B&B	3	3	4	3
Caravan/Camping	17	13	11	14
Rented	17	20	18	20
Holiday Home	19	20	13	16
Friend/Relative	10	9	13	10
Other	2	2	2	2

Source: CSO Household Travel Survey

Types of transport used

Most holidaymakers (86%) used a private car to travel on holiday. Taxis were used by 11% while Intercity train and bus services were used by 8% and 7% respectively.

Types of transport used on holiday (%)

	2009	2010	2011	2012	2013
Private car	84	85	85	84	86
Intercity train service	10	8	11	11	8
Taxi	19	12	10	10	11
Intercity bus service	10	6	7	8	7
Daytime coach trip	4	3	3	3	3
Coach tour with overnight stays	1	1	1	2	1
Hired car	1	1	1	1	1
Other	2	1	1	1	1

Source: Fáilte Ireland

6. Holiday trips by age

Domestic holidays prove more popular in older age groups - those aged 40 and over took 62% of all holiday trips in 2013.

Holiday trips by age (%)				
	2010	2011	2012	2013
0-14 years	19	19	17	18
15-19 years	3	4	3	4
20-29 years	4	4	4	4
30-39 years	15	15	12	12
40-49 years	19	19	18	19
50-59 years	16	18	18	17
60-69 years	14	14	17	16
70+ years	9	7	10	10

Source: Central Statistics Office

7. When did they go on holiday?

July-September are the peak months for domestic holidays accounting for 44% of all domestic holidays in 2013. Sixty-eight per cent of long holidays were taken during these months in 2013, compared with 36% of short holidays which have a more even spread throughout the year.

Seasonality (%) – all domestic holidays				
	2010	2011	2012	2013
January – March	12	15	18	15
April – June	28	26	23	23
July – September	44	40	41	44
October – December	16	19	17	17

Seasonality (%) – short domestic holidays				
	2010	2011	2012	2013
January – March	16	19	22	18
April – June	31	30	24	26
July – September	34	30	36	36
October – December	19	22	19	20

Seasonality (%) – long domestic holidays				
	2010	2011	2012	2013
January – March	4	4	8	7
April – June	21	18	20	16
July – September	68	68	61	68
October-December	8	11	11	10

Source: Fáilte Ireland

8. What did they do on holiday?

Activities engaged in on holiday

Visiting houses/castles (24%) and national parks (20%) were the most popular passive pursuits for domestic holidaymakers in 2013 while hiking/walking (24%) and water-sports (22%) were the most popular active pursuits. Twenty per cent of domestic holidaymakers visited a spa while on holiday. Fifteen per cent of holidaymakers reported visiting heritage/interpretive centres with 15% also visiting gardens.

Activities (%) – domestic holidays

	2009	2010	2011	2012	2013
Houses/castles	24	18	21	22	24
Hiking/walking	21	20	21	22	24
Water based activities	27	21	20	22	22
National parks	23	18	23	23	20
Visits to a spa	23	19	18	20	20
Heritage/interpretive centres	21	14	14	18	15
Gardens	20	15	17	17	15
Museums/art galleries	14	10	13	14	13
Golf	10	8	9	9	8
Cycling	6	6	6	9	8
Angling	6	4	5	5	4
Attending Horse Racing	5	3	5	5	4
Equestrian pursuits	3	3	2	3	2

Source: Fáilte Ireland

9. Were they happy with overall value for money?

Thirty-three per cent of holidaymakers considered value for money very good with 52% rating it good. Just over 2% were dissatisfied with the value for money on offer.

Ratings for value for money (%)

	2012	2013
Very good	33	33
Good	53	52
Fair	12	13
Poor	1	2
Very poor	*	*
No opinion	1	1

Source: Fáilte Ireland

10. Satisfaction with holiday break

Ninety-seven per cent of domestic holidaymakers reported being satisfied with their holiday in Ireland in 2013 with just 2% registering dissatisfaction. Of those who were satisfied, 79% reported being very satisfied with 18% being fairly satisfied.

Satisfied with holiday break (%)			
	2011	2012	2013
Very satisfied	79	77	79
Fairly satisfied	19	21	18
Neither	1	1	1
Fairly dissatisfied	-	1	1
Very dissatisfied	1	1	1

Source: Fáilte Ireland

11. Advantages/disadvantages of holidaying in Ireland

Avoiding the inconvenience of air/sea travel (35%) is the advantage most often cited for holidaying in Ireland. Being less expensive than going abroad (11%) and having lots of things to see & do (10%) are the next most important advantages given. When it comes to the disadvantages of holidaying in Ireland, poor weather (58%) has an unassailable lead. After weather, the cost of accommodation (28%) and food (28%) are felt to be too high.

Advantages of holidaying in Ireland (%)		
	2012	2013
Avoid inconvenience of air/sea travel	38	35
Less expensive than going abroad/good value for money	14	11
Lots of things to see & do	17	10
Friendly people	12	7
Familiarity/know what to expect	10	7

Disadvantages of holidaying in Ireland (%)		
	2012	2013
Poor weather/rain/cold	63	58
Accommodation too expensive	30	28
Food too expensive	27	28
Cost of visiting attractions/places of interest	12	7

Source: Fáilte Ireland

Appendix 1

Definition of Tourism Regions

Tourist Region	Counties
Dublin	Dublin City and County
East & Midlands	Louth Meath Longford Westmeath Offaly (East) Laois Kildare Wicklow
South East	Carlow Kilkenny Tipperary (South) Kilkenny Wexford Waterford
South West	Cork Kerry
Shannon	Clare Limerick
West	Offaly (West) Tipperary (North) Galway Mayo Roscommon
North West	Donegal Sligo Leitrim Cavan Monaghan