



Fáilte Ireland

National Tourism Development Authority

Coach tourism 2014

An overview of overseas coach travel
to the Republic of Ireland 2014

September 2015

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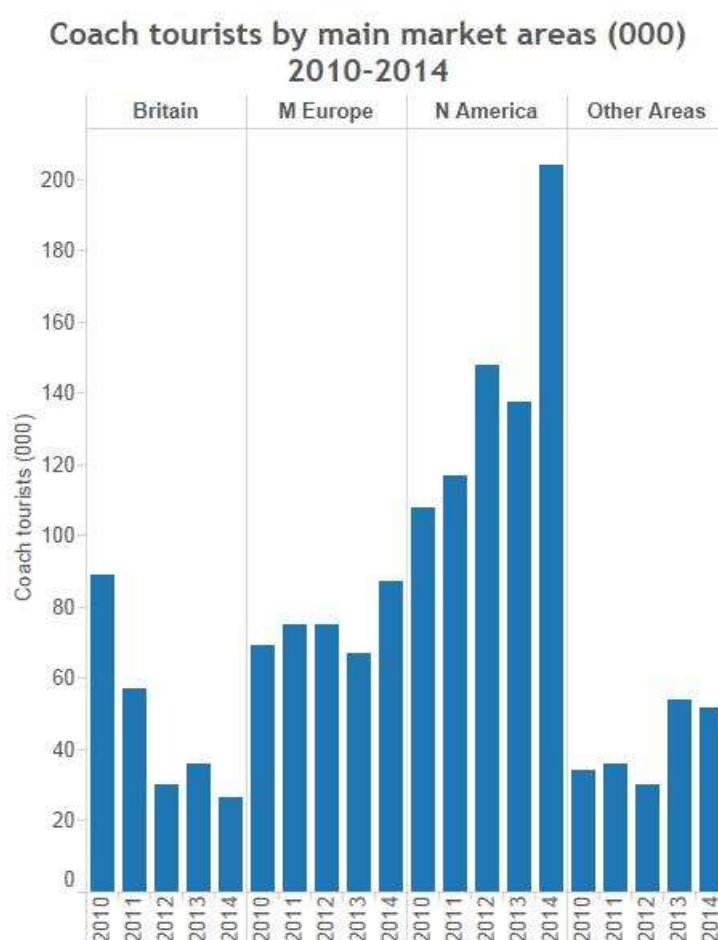
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1. Coach tourist numbers to Ireland 2010-2014

There were 369,000 overseas coach tourists to Ireland in 2014 contributing an estimated €273 million to the Irish economy.

Total overseas coach tourists 2010-2014 (000)					
	2010	2011	2012	2013	2014
TOTAL	300	284	283	294	369

The top market for coach tourists to Ireland since 2010 has been North America which experienced strong growth in 2014. The British market has declined over this period with mainland Europe remaining stable and visitors from long haul areas showing growth.

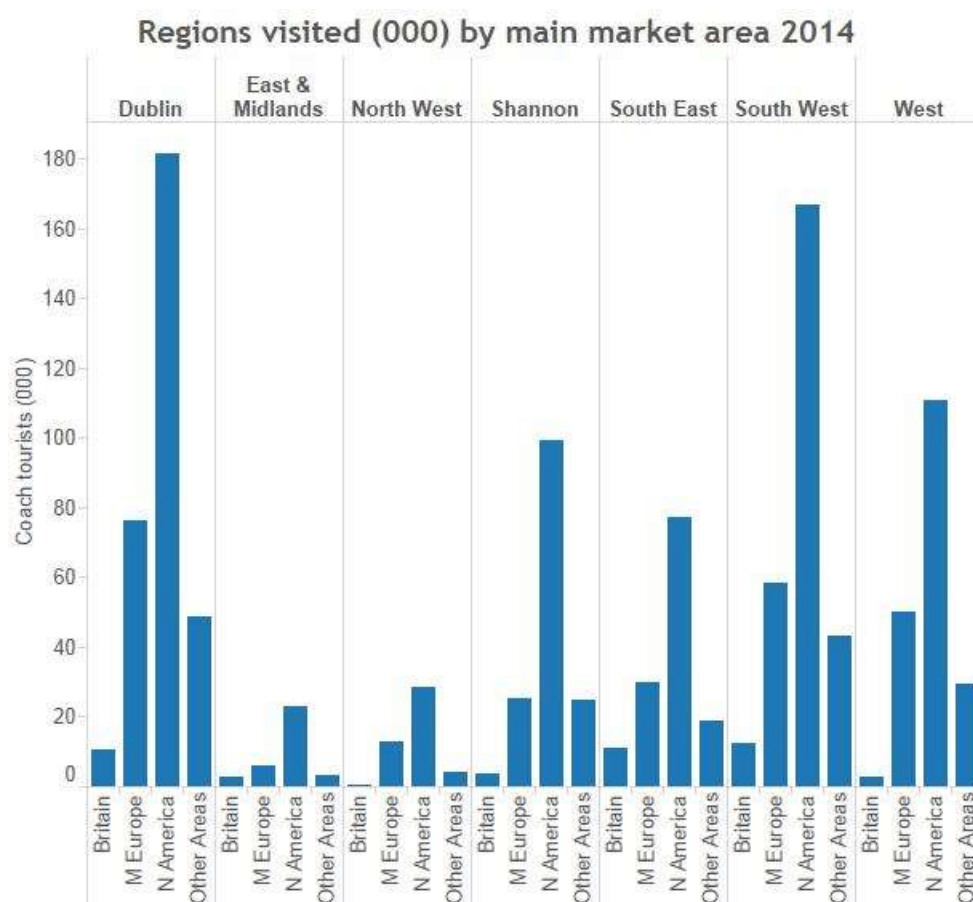


Source: Coach tourist numbers are estimates based on data from Failte Ireland's survey of overseas tourists and figures provided by the sea carriers.

2. Travel behaviour

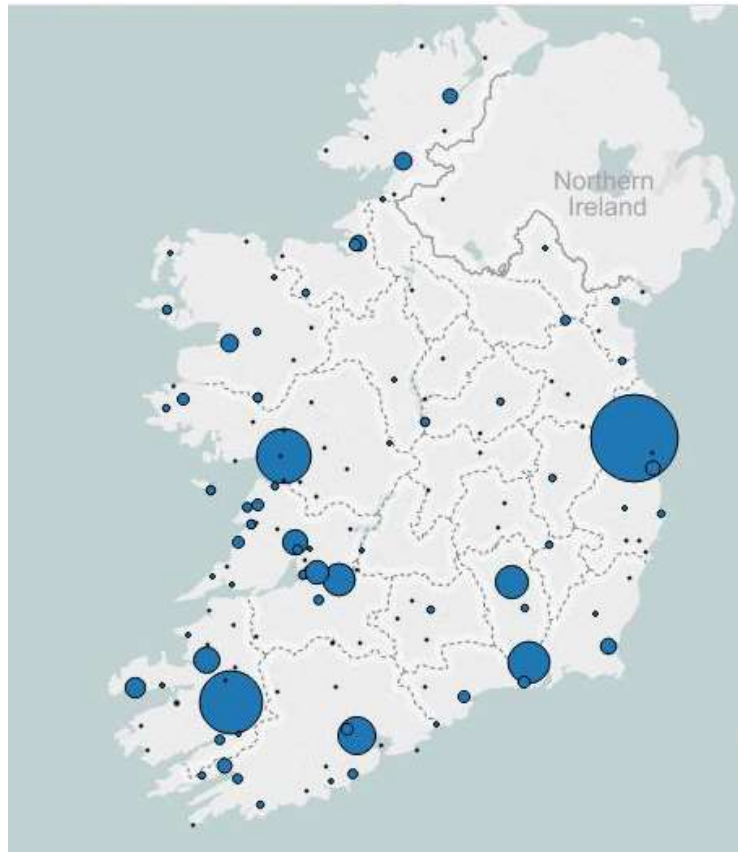
2.1 Regions visited

Dublin and the South West are the most popular regions for overseas coach tourists to visit while for all regions Americans are the top market.



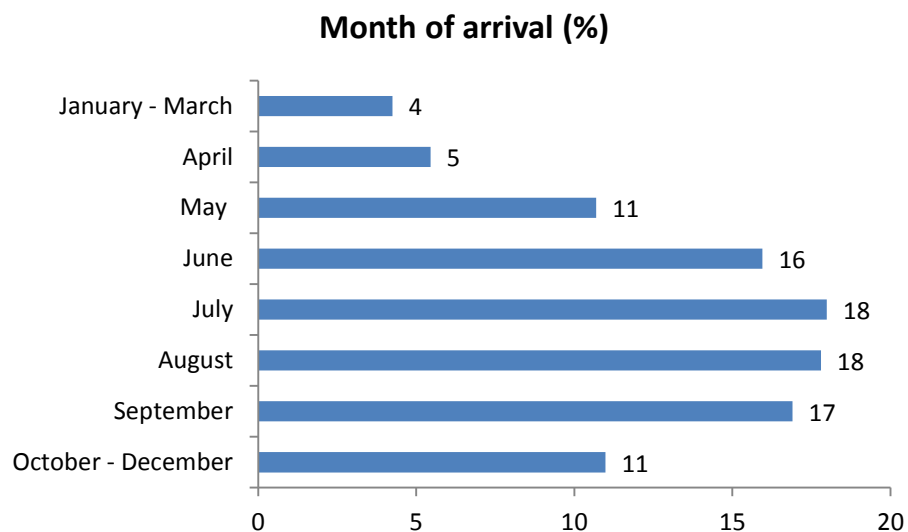
This graphic shows the locations where coach tourists spent at least one overnight on their visit to Ireland with the size of the circle indicating relative numbers.

Locations of overnight stays by Coach Tourists 2014



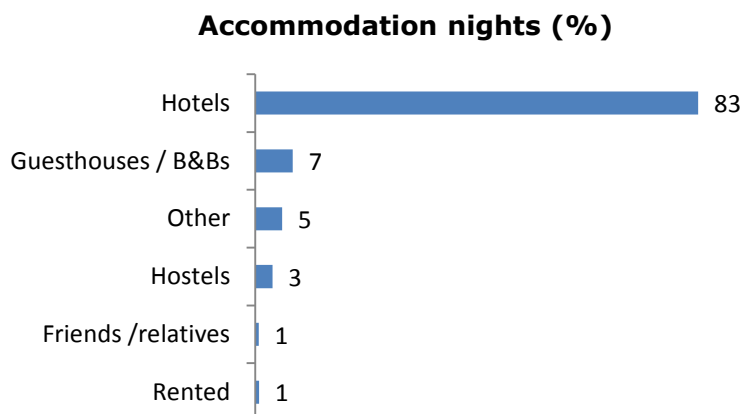
2.2 Month of arrival

Coach arrivals occurred fairly equally between the months of June to September helping to spread seasonality around the peak period.



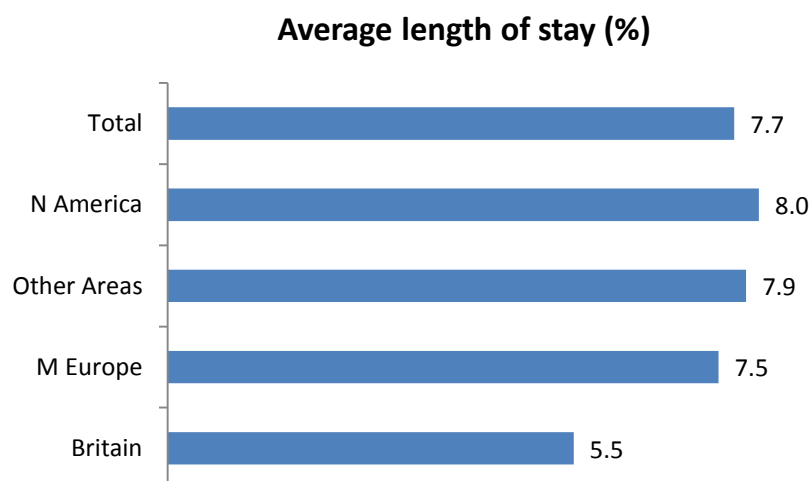
2.3 Accommodation used

Hotels were by far the most popular type of accommodation accounting for 83% of coach tourist nights. Seven per cent of accommodation nights were in guesthouses/B&Bs.



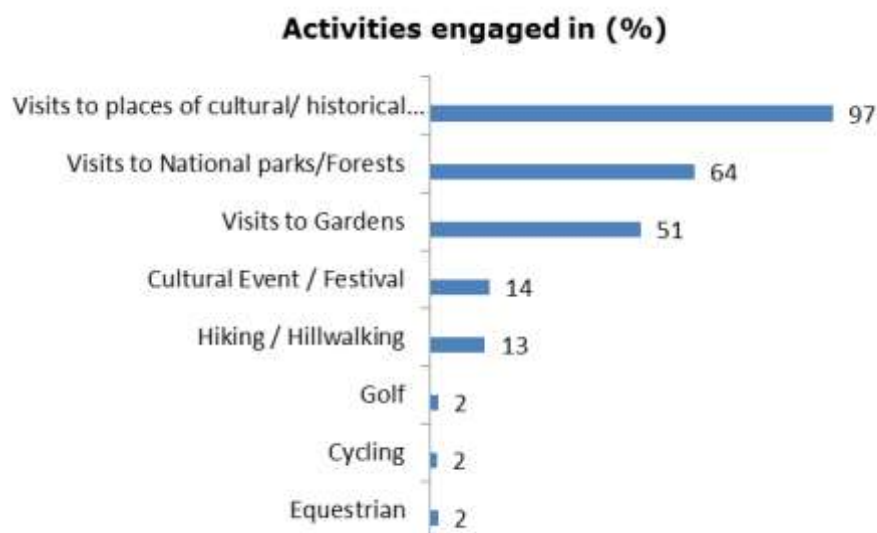
2.4 Average length of stay

The average length of stay for a coach visitor in 2014 was 7.7 nights. North Americans stayed longest - on average 8.0 nights while British visitors had the shortest stay at 5.5 nights.



2.5 Activities engaged in

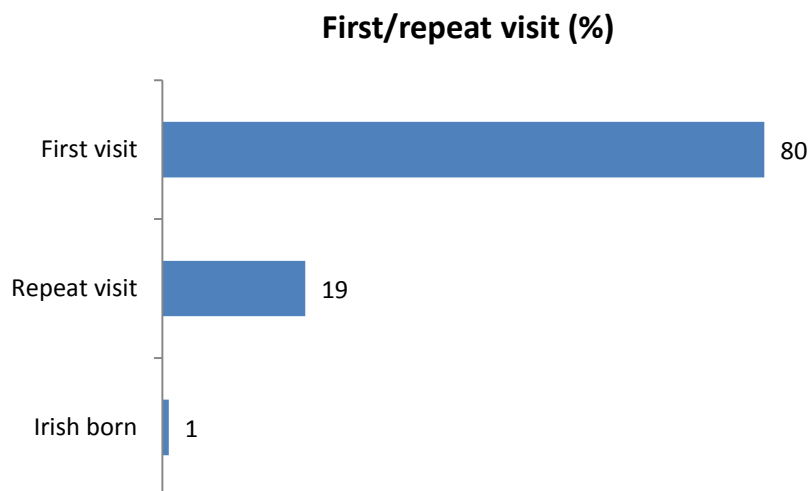
Almost all of coach tourists (97%) visited places of cultural/historical interest. Visits to national parks/forests (64%) and gardens (51%) were the next most popular activities. Cultural events/festivals were attended by 14% of visitors. Of the more active pursuits hiking/hill walking was the most popular with 13% engaging in this activity.



3. Coach characteristics

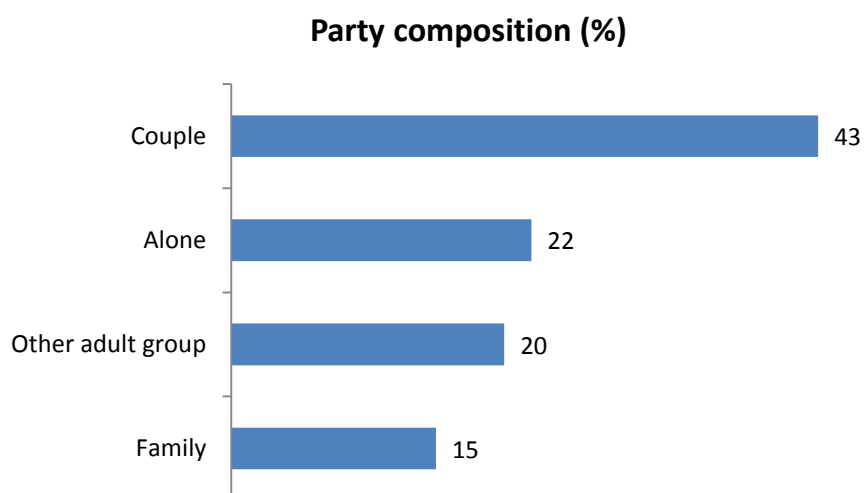
3.1 Experience of Ireland

For most visitors (80%) it was their first trip to Ireland with just under a fifth on a repeat visit. Just 1% of visitors were Irish born.



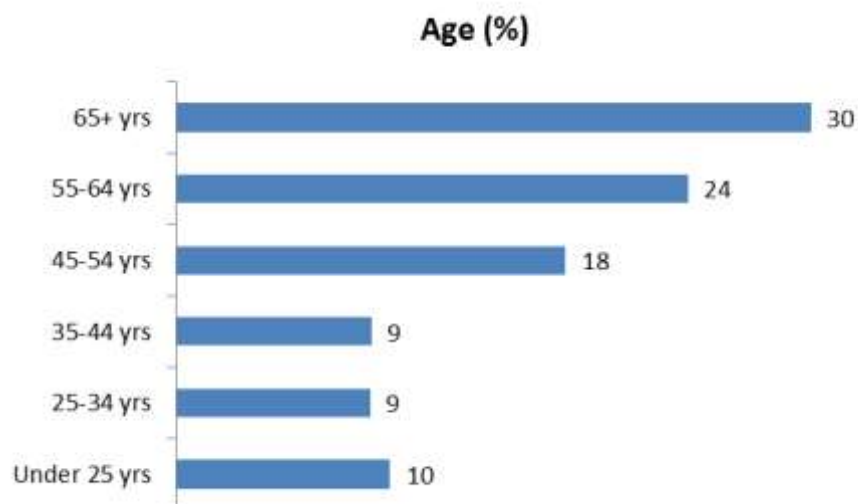
3.2 Party composition

Coach tourists were most likely to travel in a couple (43%). One fifth travel as an adult group with 22% travelling alone. Fifteen per cent travelled in a family group.



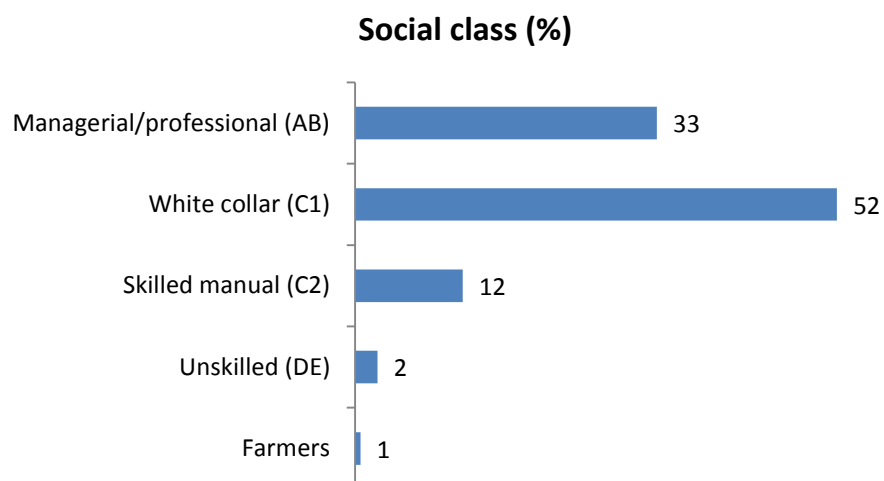
3.3 Age

The age profile for visiting coach tourists tends towards the older age groups with more than half (54%) aged over 54 years.



3.4 Social class

Over half (52%) of those on a coach tour to Ireland were white collar workers (C1) with just under a third (33%) coming from the managerial/professional class (AB).



Source: The characteristics of coach tourists in Ireland are based on Fáilte Ireland's survey of overseas tourists.

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 Offaly (West) Tipperary (North)
West	Galway Mayo Roscommon
North West	Donegal Sligo Leitrim Cavan Monaghan

Appendix 2 - Coach tourist tables 2014

Coach tourists (000)	2010	2011	2012	2013	2014
Britain	89	57	30	36	27
N America	108	117	148	137	204
M Europe	69	75	75	67	87
Other Areas	34	36	30	54	51
Total	300	284	283	294	369

Regions visited (%)	Total	Britain	North America	Mainland Europe	Other Areas
Dublin	86	40	89	87	94
East & Midlands	9	10	11	7	6
South East	37	41	38	34	37
South West	76	47	82	67	84
Shannon	41	13	49	29	48
West	52	11	54	57	57
North West	12	2	14	15	8

Length of stay (%)	Total	Britain	North America	Mainland Europe	Other Areas
Up to 3 nights	8	15	4	10	13
4 to 5 nights	12	39	9	14	8
6 to 8 nights	53	39	53	56	56
9 to 12 nights	20	5	25	17	15
13 + nights	7	1	9	3	8
Average no. of nights	7.7	5.5	8.0	7.5	7.9

When did they arrive (%)	Total	Britain	North America	Mainland Europe	Other Areas
January- March	4	2	4	4	5
April	5	14	7	3	-
May	11	12	11	13	3
June	16	16	13	21	18
July	18	21	15	20	23
August	18	15	14	24	24
September	17	11	20	12	17
October-December	11	9	15	3	10

Accommodation nights (%)	Total	Britain	North America	Mainland Europe	Other Areas
Hotels	83	87	88	75	72
Guesthouses / B&Bs	7	4	7	7	9
Rented	1	1	1	1	-
Caravan & camping	*	1	-	1	-
Hostels	3	-	2	2	12
Friends /relatives	1	1	1	-	-
Other	5	5	1	14	6

Experience of Ireland (%)	Total	Britain	North America	Mainland Europe	Other Areas
First visit	80	45	81	80	94
Repeat visit	19	53	18	19	6
Irish born	1	2	1	-	-

Activities engaged in (%)	Total	Britain	North America	Mainland Europe	Other Areas
Equestrian	2	1	2	1	4
Golf	2	2	3	1	-
Cycling	2	1	-	3	8
Angling	-	1	-	1	-
Hiking/hillwalking	13	8	12	16	19
Visits to places of cultural/ historical interest	97	96	97	98	99
Cultural event /festival	14	6	17	14	9
Visits to gardens	51	49	49	61	40
Visits to national parks/forests	64	47	66	67	58

Age (%)	Total	Britain	North America	Mainland Europe	Other Areas
Under 25 years	10	1	9	16	10
25-34 years	9	3	9	12	8
35-44 years	9	3	10	12	4
45-54 years	18	7	16	15	36
55-64 years	24	22	27	24	11
65+ years	30	64	29	20	30

Social Class (%)	Total	Britain	North America	Mainland Europe	Other Areas
Manager/professional (AB)	33	22	34	35	29
White collar worker (C1)	52	47	54	53	48
Skilled worker (C2)	12	25	9	11	16
Unskilled worker (DE)	2	4	2	1	5
Farmer (F)	1	2	-	1	2

Party Composition (%)	Total	Britain	North America	Mainland Europe	Other Areas
Alone	22	17	18	22	39
Couple	43	58	45	40	34
Family	15	4	21	9	10
Other Adult Group	20	21	17	29	18