

# Holidaymaker Study 2013 - South East

Is there any one thing about South East in particular that you would advise other holidaymakers to do or see?  
645 people mentioned the following:



# Holidaymaker Study 2013 - South East

## *How did holidaymakers first come across South East?*

### **Top 3 answers**

**36%** Word of mouth

**22%** Guide books

**18%** Internet

## *Why did they choose South East?*

### **Top 3 answers**

**22%** Beautiful scenery

**19%** History/culture

**11%** Visit family/friends

## *What kind of information did they look for?*

### **Top 3 answers**

**76%** Attractions to visit

**61%** Things to do and see

**50%** Accommodation

## *Before travelling, where did they source information?*

### **Top 3 answers**

**75%** Internet

**41%** Guide books

**15%** Friends/relatives

## *Most popular websites?*

### **Top 3 answers**

**88%** General search engine, eg, google

**28%** Irish tourist board, eg discoverireland,

**12%** Accommodation sites, eg, expedia, hotels.com

## *When in South East, where did they get information?*

### **Top 3 answers**

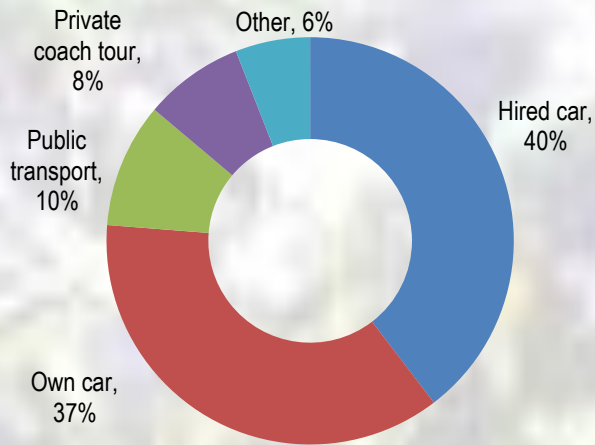
**67%** Tourist Information Office

**37%** Accommodation provider

**24%** Internet

# Holidaymaker Study 2013 - South East

## How did they get around South East?

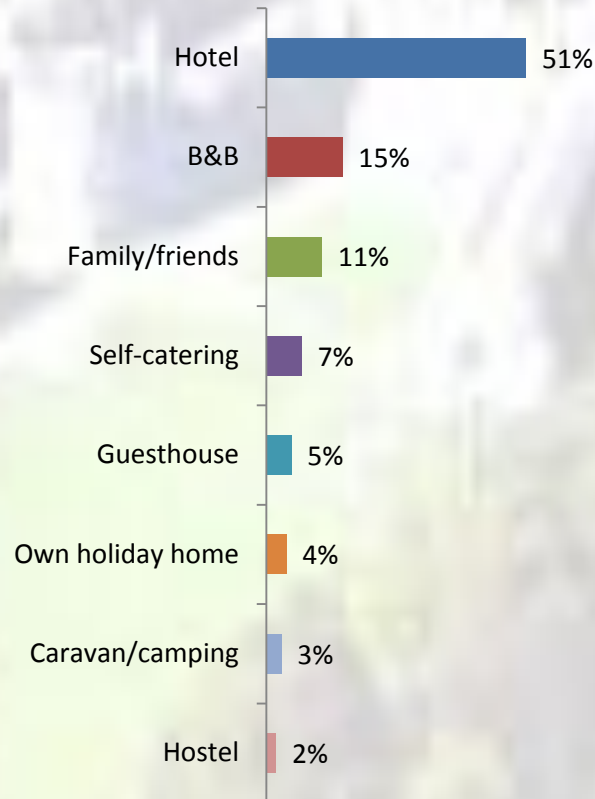


## What was their experience of getting around South East?

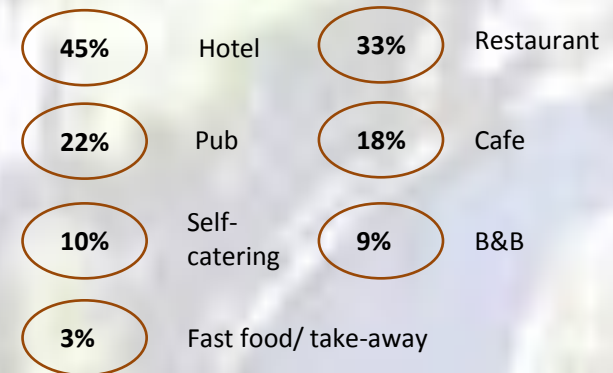
Transport to /from South East	4.18
Transport within South East	4.17
Signs for attractions	4.01
Signposting for roads/directions	3.92
Condition of the roads	3.88

Average score: 1 = very poor 5= very good  
 Re-weighted to exclude "No opinion"

## Where did they stay in South East?



## Where did they eat in South East?



## What did they think of eating out in South East?

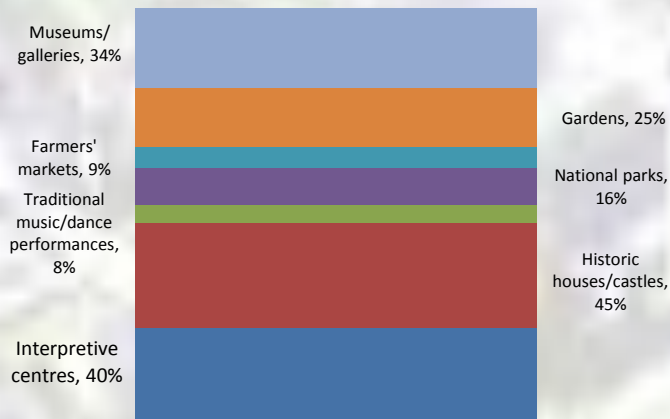
Way in which food was prepared	48%
Quality and freshness of ingredients	45%
Service	44%
Staff knowledge of menu	33%
Availability of distinctly Irish dishes	32%
Value for money	28%

Those giving a "very good" rating of food

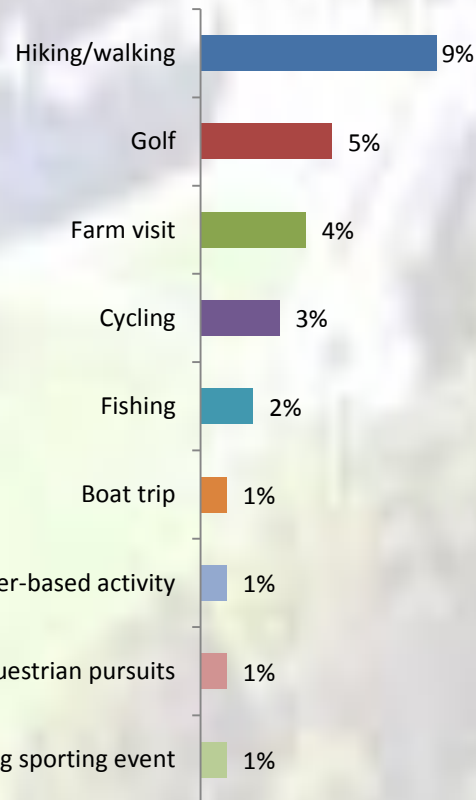


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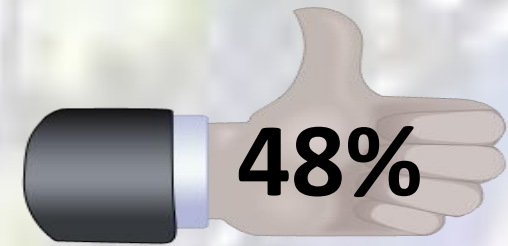
## Where did they visit in South East?



## What did they do in South East?



## The South East's Net Promoter Score (NPS)



On a scale of 0-10, % who would highly recommend South East (score of 9-10) less those that would not (score of 0-6)

## What was their overall experience of South East?

Friendliness of local people	4.65
Natural environment, eg, landscape	4.59
Quality of the buildings/architecture	4.47
Availability of things to see and do	4.46
Cleanliness of locality	4.29
Overall value for money	4.11

Average score: 1 = very poor 5= very good

## Reasons for recommending South East?

Beautiful scenery/ countryside	87%
People, nice/friendly	74%
History/culture	63%
Lots of attractions	58%
Peaceful/relaxing	57%
Great tourist location	51%
Lots to do and see	51%

# Holidaymaker Study 2013 - South East

## Holidaymakers' knowledge of the South East

**36%** of holidaymakers know that Waterford is Ireland's oldest city

**33%** of holidaymakers had heard of the Waterford Viking Triangle

*of whom* **65%** *understood it to be viking attractions*

**56%** *saw it as a cultural quarter*

## Holidaymakers' awareness of locations in the area

<b>The Hook Lighthouse</b>	<b>55%</b>
<b>Tramore</b>	<b>50%</b>
<b>New Ross</b>	<b>48%</b>
<b>Dunmore East</b>	<b>41%</b>
<b>The Barrow</b>	<b>28%</b>
<b>The Comeragh Mountains</b>	<b>25%</b>
<b>The Copper Coast</b>	<b>21%</b>

## How did we get the information?

**WHEN:** May-October 2013

**WHERE:** at key tourist locations throughout South East.

**WHO:** 993 face to face interviews with domestic and overseas holidaymakers. 65% were first time visitors to the area. They had spent at least one night in the area. More than half were aged between 25-54 years and over half were couples.