

Overseas Golf Market Research

Amárach interviewed 749 golfers visiting Ireland during summer 2011 (8 minute interviews in 26 golf clubs).

Top line findings were:

A reason to visit Golf is clearly a reason for people to choose Ireland as a holiday destination, with 71% saying it was their reason for coming.

Travel behaviour 44% of those surveyed were travelling with friends (more common among North Americans; average size of party was 4), 33% as a couple (more common among Europeans). 30% of golfers interviewed were on a package – 80% of these were Ireland-only packages.

Repeat visitors Golfing visitors are likely to return (79% of those surveyed were return visitors) and very likely to play golf again on their return.

Satisfaction Satisfaction is high: 94% “satisfied” or “very satisfied”. Reasons given were excellent courses, beautiful scenery and friendly/helpful people. 85% were satisfied with the value for money.

“It is great to get a round of golf in when I come over on business.”

GB

“Good for exercise and excellent scenery.”

Japan

“The golf is fantastic, each course has its own individual uniqueness.”

USA

“Great course, beautiful scenery and very friendly club house/reception.”

Northern Ireland

“Delightful country.”

France

“It can be quite expensive, but it is worthwhile.”

Germany

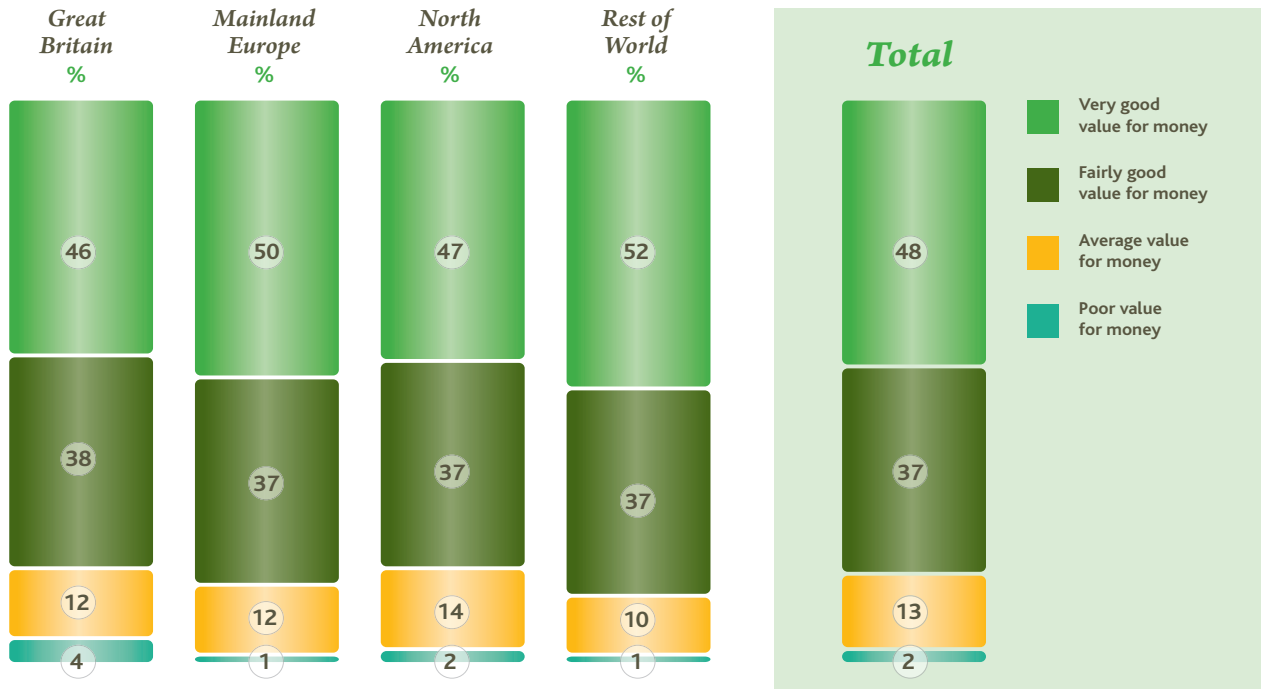
“My family love it here, it is so relaxing.”

Canada

“The course is different to Holland and the greens are well kept.”

Holland

Value for money



Spend Spend per person, adjusted to account for seasonal factors, is approximately €1300 - almost three times what visitors to the country spend in general. This would equate to a value of about €204 million for the golf market per annum.

Thus, the Amárach research indicates that the conventional CSO/SOT data underestimates golfers' expenditure. To verify and detail this, Fáilte Ireland is planning another survey in 2012 specifically focused on expenditure.

