

Profile of overseas visitors who stayed in rented accommodation in 2011

Revised July 2013

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Table 1 Supply of rented accommodation by region ¹

	2007	2008	2009	2010	2011
Dublin					
Units	60	60	63	63	63
East & Midlands					
Units	129	148	177	154	129
South East					
Units	551	690	719	468	436
South West					
Units	1,920	1,980	2,302	2,241	1,961
Shannon					
Units	573	707	783	756	700
West					
Units	194	194	236	249	235
North West					
Units	246	374	337	310	294
Total					
Units	3,673	4,153	4,617	4,241	3,818

Table 2 Market share of rented accommodation by overseas visitors (%)

	2007	2008	2009	2010	2011
Britain	38	37	33	32	28
Mainland Europe	44	43	44	41	48
North America	13	15	17	20	17
Other Areas	3	5	7	7	7

¹ Registered units only (group schemes)

Table 3 Market share of nights spent in rented accommodation by overseas visitors (%)

	2007	2008	2009	2010	2011
Britain	13	10	10	10	6
Mainland Europe	68	62	63	52	58
North America	11	17	18	21	13
Other Areas	9	10	9	18	23

Table 4 Purpose of visit - overseas visitors (%)

	All	Mainland Europe
Holiday	37	30
Visiting friends & relatives	16	10
Business	22	27
Other	25	32

Table 5 Route of entry (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Sea from Britain	13	23	13
Sea from Mainland Europe	3	7	17
Air from Britain	22	19	1
Air from Mainland Europe	49	29	69
Transatlantic air	13	22	-

Table 6 Month of arrival (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
January-March	17	11	7
April	9	9	19
May	7	8	11
June	17	20	14
July	11	14	20
August	12	17	17
September	13	13	7
October-December	14	9	5

Table 7 Length of stay (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
1-3 nights	11	10	2
4-5 nights	10	8	7
6-8 nights	19	37	39
9-14 nights	22	32	31
15+ nights	39	12	21
Average length of stay (nights)	40.7	9.6	11.1

Table 8 Experience of Ireland (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Irish-born	5	5	2
First visit	38	44	58
Repeat	57	51	40

Table 9 Social class (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Managerial/professional (AB)	26	35	41
White collar (C1)	56	46	42
Skilled worker (C2)	13	16	16
Unskilled worker (DE)	4	3	1

Table 10 Party composition (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Alone	54	19	11
Couple	23	45	42
Family	14	19	29
Other adult party	10	16	18

Table 11 Party age (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Under 19 years	10	9	14
19-24 years	17	7	8
25-34 years	19	14	19
35-44 years	14	15	15
45-54 years	18	26	22
55-64 years	15	18	15
65+ years	8	11	7

Table 12 Use of car (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Car brought	15	28	27
Car hired	25	47	58
Car not used	60	26	15

Table 13 Nights by region (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Dublin	47	16	17
East & Midlands	4	5	5
South-East	3	6	3
South-West	15	38	29
Shannon	6	6	4
West	22	20	29
North-West	2	9	13

Table 14 Regions visited (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Dublin	53	45	54
East & Midlands	9	7	10
South-East	7	10	8
South-West	32	47	44
Shannon	10	16	13
West	21	25	40
North-West	7	12	21

Table 15 Accommodation nights (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Hotels	1	7	7
Guesthouses/ B&Bs	1	11	12
Caravan/camping	*	*	1
Rented	97	79	79
Friends/relatives	*	1	*
Hostel	*	1	1
Other	1	1	-

Table 16 Type of arrangement (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Package*	n.a.	11	18
Independent	n.a.	89	82

* Prepaid an inclusive price for fares to/from Ireland and at least one other element of the holiday.

Table 17 Breakdown of spend (%)

	Visitors	Holidaymakers	
	All	All	Mainland Europe
Bed and board	34	27	23
Other food and drink	34	37	39
Sightseeing/entertainment	8	9	8
Internal transport	10	14	13
Shopping	12	12	15
Miscellaneous	2	2	2

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

Notes to Tables:

- Note 1: Supply information is provided by TAMS and TSA.
- Note 2: Holidaymakers are defined as visitors who stated that their main reason for visiting Ireland was a holiday.
- Note 3: Party age - This includes the ages of those accompanying the survey respondent.
- Note 4: Accommodation nights refers to nights spent on all types of accommodation by those who spent at least one night in rented accommodation.
- Note 5: In the tables, * means less than 0.5%, - means 0%.