

Self-Catering 2009

Supply of Rented Accommodation by Region *					
Dublin	2005	2006	2007	2008	2009
Premises	59	59	60	60	63
Rooms	128	128	130	130	163
East & Midlands					
Premises	134	134	129	148	177
Rooms	358	358	350	410	397
South East					
Premises	545	551	551	690	719
Rooms	1,261	1,289	1,289	1,780	1,956
South West					
Premises	1,355	1,571	1,920	1,980	2,302
Rooms	3,568	4,277	5,308	5,541	6,140
Shannon					
Premises	389	448	573	707	783
Rooms	1,109	1,257	1,600	2,000	2,207
West					
Premises	288	269	194	194	236
Rooms	837	778	636	636	713
North West					
Premises	230	202	1,272	374	337
Rooms	582	524	3,657	1091	4,252
TOTAL					
Premises	3,000	3,234	4,699	4,153	4,617
Rooms	7,843	8,611	12,970	11,588	15,828

* Registered premises only (group schemes)

Market Share of rented accommodation by Overseas Visitors (%)					
	2005	2006	2007	2008	2009
Britain	36	35	38	37	33
Mainland Europe	44	47	44	43	44
North America	13	13	13	15	17
Other Areas	6	6	3	5	7

Market Share of Nights Spent in Rented Accommodation by Overseas Visitors (%)					
	2005	2006	2007	2008	2009
Britain	11	9	13	10	10
Mainland Europe	62	73	68	62	63
North America	11	7	11	17	18
Other Areas	17	11	9	10	9

Purpose of Visit - Overseas Visitors (%)	All	Britain	M. Europe
Holiday	35	50	24
Visiting Friends/Relatives	9	13	6
Business	30	31	35
Other	25	6	36

	Visitors		Holidaymakers	
Route of Entry (%)	All	All	Britain	M. Europe
Sea from Britain	11	23	42	8
Sea from M Europe	3	3	-	10
Air from Britain	30	32	58	3
Air from M Europe	43	26	-	78
Transatlantic Air	13	16	-	1

	Visitors	Holidaymakers		
Month of Arrival (%)	All	All	Britain	M. Europe
January-March	21	12	9	17
April	9	9	9	7
May	10	15	17	14
June	10	10	13	7
July	13	17	19	15
August	10	13	16	14
September	11	8	7	6
October-December	17	16	11	20

	Visitors	Holidaymakers		
Length of Stay in Ireland (%)	All	All	Britain	M. Europe
1-3 nights	15	15	20	11
4-5 nights	10	11	13	6
6-8 nights	20	44	45	38
9-14 nights	12	16	15	21
15+ nights	43	14	7	24
Average Length of Stay (Nights)	44.2	10.8	7.9	12.4

	Visitors	Holidaymakers		
Experience of Ireland (%)	All	All	Britain	M. Europe
Irish-Born	5	3	7	-
First visit	39	41	22	58
Repeat	57	56	71	42

	Visitors	Holidaymakers		
Social Class (%)	All	All	Britain	M. Europe
Managerial/Professional (AB)	18	27	31	25
White Collar (C1)	63	57	50	63
Skilled Worker (C2)	15	14	15	12
Unskilled Worker (DE)	4	2	4	*

	Visitors	Holidaymakers		
Party Composition (%)	All	All	Britain	M. Europe
Alone	54	14	12	12
Couple	23	44	46	36
Family	12	28	27	34
Other Adult Party	12	14	14	19

	Visitors	Holidaymakers		
Party Age (%)	All	All	Britain	M. Europe
Under 19 years	15	19	18	26
19-24 years	19	9	9	8
25-34 years	23	17	11	20
35-44 years	16	20	21	16
45-54 years	12	13	15	14
55-64 years	10	16	15	13
65+ years	5	7	12	3

	Visitors	Holidaymakers		
Nights by Region (%)	All	All	Britain	M. Europe
Dublin	39	19	7	33
East & Midlands	7	5	6	4
South East	9	6	10	7
South West	27	33	32	30
Shannon	8	12	5	10
West	8	16	30	9
North West	2	9	10	7

	Visitors	Holidaymakers		
Regions Visited (%)	All	All	Britain	M. Europe
Dublin	46	36	22	45
East & Midlands	7	8	4	11
South East	8	10	11	9
South West	26	32	25	34
Shannon	11	14	8	17
West	16	23	30	18
North West	6	9	9	8

	Visitors	Holidaymakers		
Accommodation Nights (%)	All	All	Britain	M. Europe
Hotel	*	2	1	2
Guesthouse/ B&B	*	3	*	*
Caravan/Camping	*	*	*	*
Rented	98	91	95	88
Friends/ Relatives	1	3	3	3
Hostel	*	1	-	2
Other	1	-	1	5

	Visitors	Holidaymakers		
Use of Car (%)	All	All	Britain	M. Europe
Car Brought	14	23	37	17
Car Hired	25	47	35	47
Car Not Used	62	30	28	36

	Visitors	Holidaymakers		
Type of Arrangement (%)	All	All	Britain	M. Europe
Package*	na	12	8	17
Independent	na	88	92	83

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

	Visitors	Holidaymakers		
Breakdown Of Spend (%)	All	All	Britain	M. Europe
Bed and Board	40	33	36	31
Other Food and Drink	30	33	33	34
Sightseeing/Entertainment	6	7	5	8
Internal Transport	9	12	7	12
Shopping	13	14	16	14
Miscellaneous	2	2	2	2

	Holidaymakers		
Satisfaction with Rented Accommodation (%)	Quality	Customer Service	Price
Very Satisfied	44	45	32
Satisfied	41	38	43
Neither	9	11	16
Dissatisfied	4	4	7
Very Dissatisfied	2	1	3

Source: Visitor Attitudes Survey

Notes to Tables:

Note 1: Supply information is provided by Gulliver.

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 in all types of accommodation by those who spent at least one night in self-catering accommodation.

Note 5: In the tables * means less than 0.5%. - means 0%.

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

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