



# Netherlands Market Profile



## Holidaymakers at a glance ...

### When do holidaymakers arrive?

Month Of Arrival	%
<b>January - March</b>	<b>10%</b>
January	2%
February	4%
March	3%
April	11%
May	11%
June	16%
July	9%
August	16%
September	6%
October	7%
November	9%
December	6%
<b>October - December</b>	<b>21%</b>

### When did holidaymakers decide to visit?\*\*\*

Month Decided to visit	%
Pre-September (previous year)	10%
Oct-December (previous year)	19%
January	10%
February	18%
March	11%
April	2%
May	7%
June	9%
July	2%
August	2%
September	4%
October	2%
November	3%
December	0%

### When did holidaymakers make a reservation?\*\*\*

Month reserved part of trip	%
Pre-September (previous year)	2%
Oct-December (previous year)	14%
January	13%
February	18%
March	15%
April	4%
May	7%
June	11%
July	4%
August	3%
September*	4%
October*	2%
November*	3%
December*	0%

### How do holidaymakers travel to the island of Ireland?

Air vs. Sea	%
Air	87%
Sea	13%

### What is the length of stay for holidaymakers on the island of Ireland?

Length of stay	%
1-5 nights	49%
6-8 nights	27%
9-14 nights	19%
15+ nights	5%
<i>Average number of nights</i>	6.7

### Where do holidaymakers stay? (Distribution of bednights)

Accommodation	%
Hotels	24%
Guesthouses & B&B's	34%
Rented	25%
Caravan/Camping	5%
Friends & Relatives	3%
Other	10%

### Where do holidaymakers visit on the island of Ireland?

Regions visited	%
Dublin	37%
Midlands East	10%
South Eastern	12%
South West	64%
Midwest	16%
Western	17%
Northwest	2%
Northern Ireland	7%

### How many holidaymakers use a car?

Car Usage	%
Car Not Used	50%
Car Hire	40%
Car Brought	10%

### How do holidaymakers make their travel arrangements?

Travel Arrangement	%
Package	16%
Independent	84%

### Use of internet to book part of trip\*\*

	%
Yes	91%
No	9%

### Items booked online\*\*

	%
Air-Sea tickets	88%
Accommodation	61%
Car hire	30%
Other	0%

### Sites visited if using the internet\*\*

	%
Travel Agent's website	14%
Specific accommodation provider's website	12%
Specific Air/Sea Carrier's website	63%
General holiday search portal	20%
Tourist Board's website	16%
Other site with general info on Irish holidays	5%
User Generated Sites e.g. Blogs / Trip Advisor	2%
Car Hire Website	10%
Social Networking Sites e.g. Facebook	1%
Other	8%

### Have holidaymakers been to the island of Ireland before?

Familiarity	%
First visit	53%
Repeat visit	47%
Born on the island of Ireland	1%

### What is the social class profile of holidaymakers?

Social Class	%
AB	38%
C1	54%
C2	4%
DEF	4%

### What age are holidaymakers?

Age	%
Under 16	2%
16-24	13%
25-34	18%
35-44	21%
45-54	23%
55+	23%

### Who do holidaymakers travel with?

Party Composition	%
Alone	13%
Couple	38%
With family	10%
Other Adult Party	39%

### What sites of historical interest do our holidaymakers visit? \*\*

	%
Any Of The Below	78%
Ancient Celtic sites	26%
Churches/Cathedrals	48%
Historic Houses/Castles	55%
Monuments	34%
Heritage/Interpretative Centres	40%
Museums/Art Galleries	26%
Other Sites Of Cultural Historical Interest	10%
None Of These	22%

### What pastimes/events do our visitors engage in? \*\*

	%
Visited Gardens	31%
Visited National Parks/Forests	41%
Attended An Organised Sporting Event	3%
Tracing Roots/Geneology	1%
Attended Cultural Event/Festival	21%
Used Spa Facilities	1%
None Of These	34%

### What activities do our holidaymakers engage in? \*\*

	%
Fishing	8%
Equestrian Pursuits	0%
Cycling	7%
Golf	2%
Hiking/Cross-Country Walking	40%
Other Water Based Activities	8%

### How much travelling do our holidaymakers do in Ireland? \*\*

Regionality Segments	%
Dublin Only	20%
Tourer	18%
Static Regional	49%
Two Bases	12%

sources: Failte Ireland's Survey of Travellers (SOT) and NITB / NISRA's Northern Ireland Passenger Survey (NIPS)

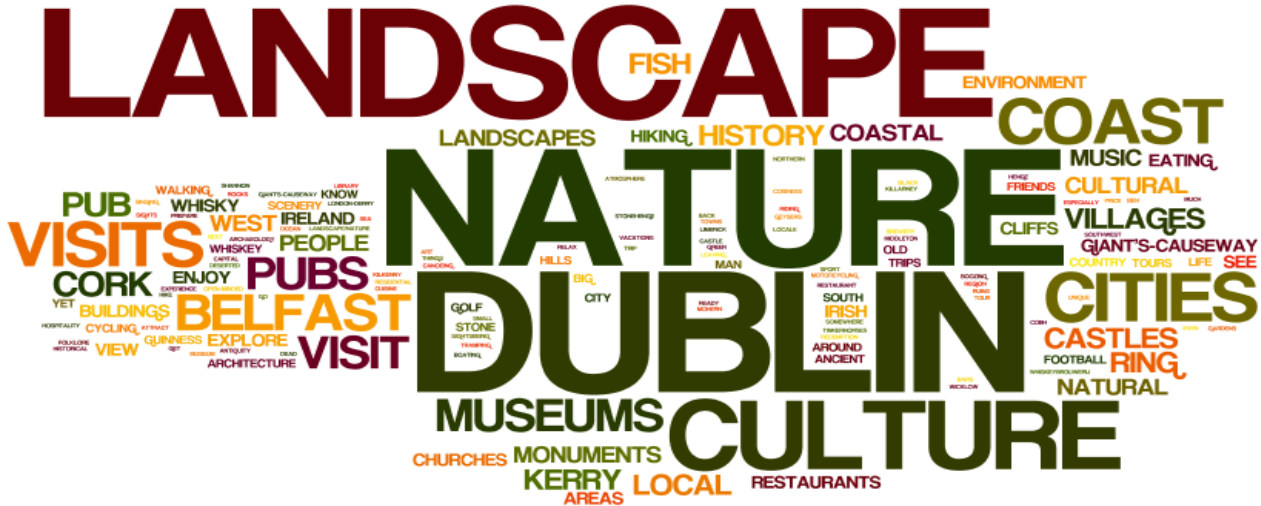
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**What do Holidaymakers think of Ireland?**

What are the top things people from the Netherlands hope to see, do or experience in Ireland?

source: Tourism Ireland's Global Brand Tracker 2012 - 1000 Dutch people surveyed at home



Did the desire for these experiences influence Dutch holidaymakers' decision to visit?\*

source: Failte Ireland's Visitor Attitude Survey 2012

\* NB: Northern Ireland attractions such as the Giant's Causeway not included in this question

% Holidaymakers who said yes	Netherlands
	%
An Irish pub	94%
An Irish castle	74%
The Cliffs of Moher	58%
Connemara	51%
Dublin's heritage and culture	50%
The Ring of Kerry	40%
The Rock of Cashel	14%



Did you experience any of the following on your holiday in Ireland?\*

source: Failte Ireland's Visitor Attitude Survey 2012

\* NB: Northern Ireland attractions such as the Giant's Causeway not included in this question

% Holidaymakers who said yes	Netherlands
	%
Have you listened to live music in a pub?	86%
Have you tasted Guinness?	86%
Have you visited coastal towns?	80%
Have you visited food or craft markets?	49%
Have you took part in a city tour?	2
Have you followed a literary trail?	1

