

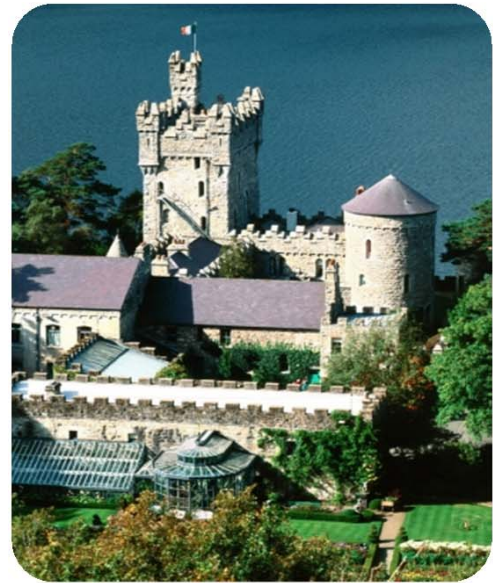


Nordics Market Profile



When do holidaymakers arrive?

Month Of Arrival	%
January - March	15%
January	4%
February	7%
March	4%
April	8%
May	7%
June	16%
July	15%
August	10%
September	13%
October	9%
November	5%
December	1%
October - December	15%





When did holidaymakers decide to visit?*

Month Decided to visit	%
Pre-September (previous year)	7%
Oct-December (previous year)	17%
January	9%
February	6%
March	13%
April	11%
May	11%
June	10%
July	7%
August	5%
September	5%
October	1%
November	1%
December	0%



When did holidaymakers make a reservation?*

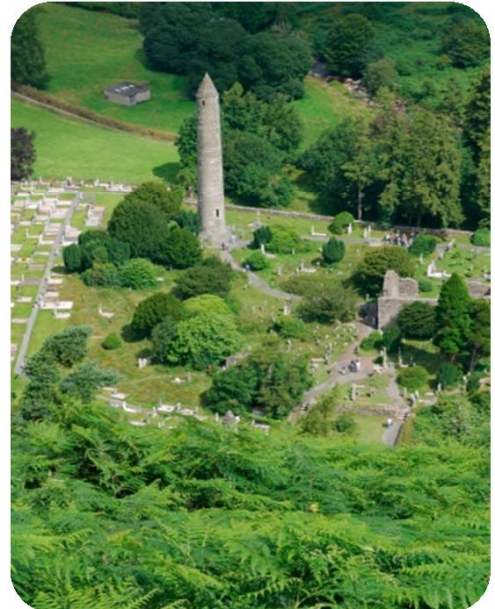
Month reserved part of trip	%
Pre-September (previous year)	1%
Oct-December (previous year)	9%
January	13%
February	7%
March	14%
April	9%
May	12%
June	12%
July	9%
August	6%
September*	6%
October*	0%
November*	1%
December*	0%

How do holidaymakers travel to the island of Ireland?

Air vs. Sea	%
Air	97%
Sea	3%

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

Length of stay	%
1-5 nights	65%
6-8 nights	29%
9-14 nights	4%
15+ nights	2%
Average number of nights	6





Where do holidaymakers stay? (Distribution of bednights)

Accommodation	%
Hotels	51%
Guesthouses & B&B's	18%
Rented	9%
Caravan/Camping	0%
Friends & Relatives	8%
Other	14%

Where do holidaymakers visit on the island of Ireland?

Regions visited	%
Dublin	95%
Midlands East	4%
South Eastern	6%
South West	15%
Midwest	11%
Western	19%
Northwest	2%
Northern Ireland	8%

How many holidaymakers use a car?

Car Usage	%
Car Not Used	86%
Car Hire	13%
Car Brought	1%

How do holidaymakers make their travel arrangements?

Travel Arrangement	%
Package	20%
Independent	80%

Use of internet to book part of trip**

	%
Yes	83%
No	17%

Items booked online**

	%
Air-Sea tickets	83%
Accommodation	67%
Car hire	10%
Other	0%





Sites visited if using the internet**

	%
Travel Agent's website	10%
Specific accommodation provider's website	14%
Specific Air/Sea Carrier's website	52%
General holiday search portal	29%
Tourist Board's website	16%
Other site with general info on Irish holidays	7%
User Generated Sites e.g. Blogs / Trip Advisor	4%
Car Hire Website	5%
Social Networking Sites e.g. Facebook	1%
Other	2%

Have holidaymakers been to the island of Ireland before?

Familiarity	%
First visit	73%
Repeat visit	27%
Born on the island of Ireland	0%

What is the social class profile of holidaymakers?

Social Class	%
AB	34%
C1	48%
C2	16%
DEF	2%

What age are holidaymakers?

Age	%
Under 16	2%
16-24	24%
25-34	16%
35-44	15%
45-54	17%
55+	26%

Who do holidaymakers travel with?

Party Composition	%
Alone	22%
Couple	43%
With family	9%
Other Adult Party	27%





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

	%
Any Of The Below	88%
Ancient Celtic sites	11%
Churches/Cathedrals	54%
Historic Houses/Castles	58%
Monuments	28%
Heritage/Interpretative Centres	52%
Museums/Art Galleries	42%
Other Sites Of Cultural Historical Interest	10%
None Of These	12%

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

	%
Visited Gardens	31%
Visited National Parks/Forests	26%
Attended An Organised Sporting Event	2%
Tracing Roots/Geneology	0%
Attended Cultural Event/Festival	11%
Used Spa Facilities	0%
None Of These	49%

What activities do our holidaymakers engage in? **

	%
Fishing	0%
Equestrian Pursuits	1%
Cycling	0%
Golf	1%
Hiking/Cross-Country Walking	5%
Other Water Based Activities	0%

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

Regionality Segments	%
Dublin Only	65%
Tourer	16%
Static Regional	4%
Two Bases	14%

Where do our holidaymakers come from? **

	%
Norway	29%
Sweden	47%
Denmark	18%
Finland/Iceland	6%



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

