



GB Market Profile



Holidaymakers at a glance ...

When do holidaymakers arrive?

Month Of Arrival	%
January - March	23%
January	3%
February	7%
March	13%
April	8%
May	11%
June	12%
July	10%
August	12%
September	9%
October	8%
November	6%
December	2%
October - December	15%





When did holidaymakers decide to visit? **

Month Decided to visit	%
Pre-September (previous year)	8%
Oct-December (previous year)	26%
January	9%
February	10%
March	9%
April	7%
May	7%
June	6%
July	5%
August	6%
September	4%
October	0%
November	1%
December	0%

When did holidaymakers make a reservation? **

Month reserved part of trip	%
Pre-September (previous year)	3%
Oct-December (previous year)	22%
January	9%
February	13%
March	10%
April	9%
May	10%
June	7%
July	6%
August	5%
September*	6%
October*	0%
November*	1%
December*	0%

How do holidaymakers travel to the island of Ireland?

Air vs. Sea	%
Air	69%
Sea	31%

What is the length of stay for holidaymakers?

Length of stay	%
1-5 nights	68%
6-8 nights	21%
9-14 nights	8%
15+ nights	4%
<i>Average number of nights</i>	5.2

Where do holidaymakers stay? (Distribution of bednights)

Accommodation	%
Hotels	33%
Guesthouses & B&B's	9%
Rented	13%
Caravan/Camping	2%
Friends & Relatives	26%
Other	18%





Where do holidaymakers visit on the island of Ireland?

Regions visited	%
Dublin	33%
Midlands East	7%
South Eastern	13%
South West	26%
Midwest	9%
Western	13%
Northwest	10%
Northern Ireland	18%

How many holidaymakers use a car?

Car Usage	%
Car Not Used	50%
Car Hire	21%
Car Brought	29%

How do holidaymakers make their travel arrangements?

Travel Arrangement	%
Package	6%
Independent	94%

Use of internet to book part of trip**

	%
Yes	93%
No	7%

Items booked online**

	%
Air-Sea tickets	92%
Accommodation	55%
Car hire	16%
Other	0%

Sites visited if using the internet**

	%
Travel Agent's website	3%
Specific accommodation provider's website	20%
Specific Air/Sea Carrier's website	67%
General holiday search portal	21%
Tourist Board's website	15%
Other site with general info on Irish holidays	4%
User Generated Sites e.g. Blogs / Trip Advisor	4%
Car Hire Website	6%
Social Networking Sites e.g. Facebook	1%
Other	1%





Have holidaymakers been to the island of Ireland before?

Familiarity	%
First visit	27%
Repeat visit	61%
Born on the island of Ireland	12%

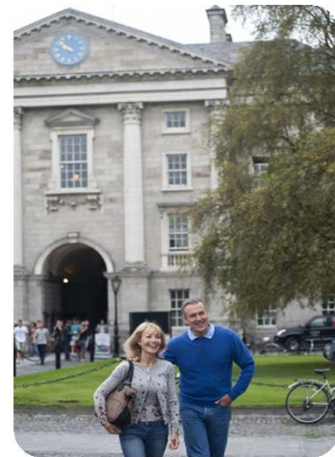


What is the social class profile of holidaymakers?

Social Class	%
AB	32%
C1	42%
C2	22%
DEF	4%

What age are holidaymakers?

Age	%
Under 16	4%
16-24	11%
25-34	20%
35-44	17%
45-54	19%
55+	29%



Who do holidaymakers travel with?

Party Composition	%
Alone	25%
Couple	38%
With family	14%
Other Adult Party	23%

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

	%
Any Of The Below	82%
Ancient Celtic sites	22%
Churches/Cathedrals	52%
Historic Houses/Castles	60%
Monuments	37%
Heritage/Interpretative Centres	45%
Museums/Art Galleries	40%
Other Sites Of Cultural Historical Interest	14%
None Of These	18%



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

	%
Visited Gardens	30%
Visited National Parks/Forests	33%
Attended An Organised Sporting Event	4%
Tracing Roots/Geneology	2%
Attended Cultural Event/Festival	11%
Used Spa Facilities	2%
None Of These	45%

What activities do our holidaymakers engage in? **

	%
Fishing	2%
Equestrian Pursuits	2%
Cycling	3%
Golf	4%
Hiking/Cross-Country Walking	14%
Other Water Based Activities	2%

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

Regionality Segments	%
Dublin Only	30%
Tourer	6%
Static Regional	49%
Two Bases	15%

Where do our holidaymakers come from? **

	%
North	2%
Yorkshire & Humberside	3%
North West	12%
East Midlands	5%
West Midlands	7%
East Anglia	4%
London (Including Middlesex)	21%
South East	16%
South West	11%
Wales	4%
Scotland	9%
Isle of Man/Channel isles	0%



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

