

British Visitors and Holidaymakers to Ireland 1999-2009

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Visitors (000s)	3,430	3,428	3,340	3,452	3,553	3,526	3,640	3,821	3,776	3,579	3,031
Revenue (€m)	1,011.9	1,087.7	1,210.6	1,283.3	1,319.1	1,276.1	1,274.2	1,372.4	1,387.3	1,348.5	1,034.6

Visitors - Route of Entry (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Britain - Sea	38	34	31	31	29	28	23	19	22	19	22
Mainland Europe - Sea	-	*	-	-	-	-	-	-	-	-	*
Mainland Europe - Air	*	*	*	*	*	1	1	1	1	1	1
Transatlantic - Air	*	*	*	*	1	1	1	1	*	*	*
Britain - Air	57	60	64	65	67	67	72	78	74	78	75
Via N. Ireland	5	5	5	4	3	4	3	2	2	2	2

Visitors - Month of Arrival (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
January - April	26	28	25	28	28	28	28	28	28	30	30
May - June	19	18	18	18	18	17	17	18	17	19	18
July - August	24	23	24	23	23	23	23	21	22	22	22
September	10	9	9	9	9	8	9	9	9	8	8
October - December	22	22	24	21	22	23	23	23	23	21	22

Visitors - Use of Car (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Car brought	32	32	29	28	26	25	21	18	20	18	20
Car hired	11	14	13	13	12	14	13	18	18	19	16
Car not used	54	54	58	59	62	61	66	64	62	63	65

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Visitors - Regions Visited (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Dublin	46	48	48	49	51	52	53	49	46	47	48
Midlands/East	15	14	13	13	12	13	13	12	12	12	12
South East	13	16	14	13	12	14	12	10	12	10	9
South West	21	21	19	21	18	18	18	22	22	19	18
Shannon	14	10	11	11	10	11	9	15	13	11	8
West	15	12	13	13	10	12	12	12	12	14	12
North West	10	8	7	6	7	7	6	5	6	6	6

Visitors - Regional Nights (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Dublin	25	25	31	31	31	30	32	29	27	29	31
Midlands/East	12	12	9	13	11	9	11	12	10	10	11
South East	8	11	13	11	11	12	10	10	10	10	8
South West	20	20	19	19	21	21	23	24	26	23	22
Shannon	13	8	9	10	8	10	7	10	10	9	8
West	12	14	12	11	11	12	11	11	12	13	14
North West	9	9	7	5	7	6	6	4	6	6	6
Dublin	25	25	31	31	31	30	32	29	27	29	31
Midlands/East & South East	20	23	22	24	22	21	21	22	20	20	19
Western Seaboard	54	51	47	45	47	49	47	49	54	51	50

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Visitors - Accommodation Used (%)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Hotels	35	35	37	38	41	41	42	40	41	34
Guesthouse/B&Bs	27	25	22	19	15	12	12	10	8	8
Rented	6	7	7	8	9	9	6	7	7	6
Hostels	2	2	2	2	2	2	2	2	2	2
Caravan/Camping	1	1	2	1	1	1	1	1	1	1
Friends/Relatives	35	36	37	37	38	43	41	42	44	52

Visitors - Accommodation Nights (%)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Hotels	18	16	21	19	21	22	22	19	22	16
Guesthouse/B&Bs	20	21	17	15	10	8	9	7	6	5
Rented	9	13	13	13	17	12	14	18	13	13
Caravan/Camping	2	2	2	1	1	2	2	2	1	*
Hostels	3	1	1	1	1	1	1	1	1	1
Friends/Relatives	44	41	40	44	42	47	46	45	47	58
Other	4	6	6	7	8	8	6	8	10	7

Visitors - Value for money (%)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Very good	30	24	9	8	6	5	5	9	7	3
Good	43	42	42	28	30	29	28	34	27	25
Fair	22	28	34	37	37	38	40	38	36	28
Poor	4	5	13	19	19	18	19	15	21	26
Very poor	1	1	3	7	8	9	8	5	9	18
Very good/Good	73	66	51	37	36	34	33	42	34	28
Poor/Very poor	4	6	15	26	27	28	28	20	30	44

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Main Purpose of Visit (000s)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Holiday	1,720	1,644	1,623	1,751	1,779	1,718	1,662	1,765	1,778	1,596	1,118
Visiting friends/relatives	1,064	1,111	1,113	1,118	1,208	1,178	1,343	1,335	1,287	1,289	1,325
Business	499	546	489	446	431	440	432	512	525	599	483
Other	148	128	112	136	136	190	203	209	186	93	105

Holiday Segments (000s)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Hired Car - Paid Accommodation	198	164	162	203	145	205	213	357	352	273	89
Touring - Paid Accommodation	464	393	388	536	473	490	340	271	281	165	114
Dublin Break	303	323	319	387	539	500	607	523	458	508	426
Youth Budget	118	127	125	104	105	104	102	97	75	75	68

Holiday - Month of Arrival (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
January - April	18	23	20	24	25	26	22	28	19	28	27
May - June	23	17	24	20	21	18	21	23	22	24	20
July - August	29	32	28	27	26	28	28	25	29	20	26
September	13	10	8	11	10	9	11	9	11	9	10
October - December	18	17	20	18	18	19	18	15	19	18	17

Holiday - Route of Entry (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Air	46	50	57	61	64	64	76	78	75	84	80
Sea	53	50	43	39	36	36	24	22	25	16	19

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Holiday - Length of Stay (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
1 - 3 Nights	26	27	34	34	42	39	47	41	38	47	50
1 - 5 Nights	46	43	52	56	63	56	66	63	55	69	71
1 - 8 nights	73	75	76	84	86	84	85	85	79	88	90
9 or more nights	27	26	23	16	14	16	15	15	21	12	10

Holiday - Use of Car (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Car brought	47	46	38	36	34	33	21	21	24	21	16
Car hired	15	13	15	16	12	16	16	25	27	28	20
Car not used	38	41	47	49	54	51	63	55	49	50	64

Holiday - Regions Visited (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Dublin	44	45	48	50	53	56	59	53	46	50	56
Midlands/East	14	12	13	11	10	10	9	8	9	7	4
South East	16	24	15	15	12	14	11	11	14	9	7
South West	30	30	27	29	26	25	23	29	31	25	21
Shannon	18	13	11	12	9	12	9	17	14	11	7
West	21	19	18	16	14	16	15	15	15	17	15
North West	10	9	6	4	5	4	4	4	6	6	4

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Holiday - Regional Nights (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Dublin	19	22	25	30	29	27	33	29	22	26	34
Midlands/East	9	8	8	9	8	6	7	7	6	6	4
South East	8	13	10	9	9	11	9	9	9	8	7
South West	23	22	27	27	29	25	22	27	35	32	24
Shannon	16	9	9	9	7	10	8	11	8	9	6
West	16	16	15	12	12	14	14	12	13	15	19
North West	8	9	6	4	6	5	6	4	7	5	6
Dublin	19	22	25	30	29	27	33	29	22	26	34
Midlands/East & South East	17	21	18	18	17	17	16	16	15	14	11
Western Seaboard	63	56	57	52	54	54	50	54	63	61	55

Holiday - Accommodation Used (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Hotels	27	36	35	39	44	45	49	52	50	56	51
Guesthouse/B&Bs	42	37	34	35	28	23	20	24	20	14	13
Rented	11	12	11	10	13	16	14	13	18	14	14
Hostels	4	5	3	3	5	5	5	5	5	5	7
Caravan/Camping	4	3	2	3	2	2	2	3	4	3	2
Friends/Relatives	22	17	22	19	15	16	17	11	13	13	15

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Holiday - Accommodation Nights (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Hotels	14	20	17	24	25	26	27	31	28	36	29
Guesthouse/B&Bs	34	32	31	29	24	18	18	19	15	11	10
Rented	13	13	16	15	18	21	19	18	25	21	20
Caravan/Camping	6	4	2	4	2	3	3	5	5	2	2
Hostels	3	3	3	2	3	4	3	3	3	3	4
Friends/Relatives	25	21	23	21	21	18	25	14	13	16	22
Other	5	5	8	5	7	10	5	10	11	11	13

Holiday - Activities Engaged in (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fishing	5	6	3	1	2	3	2	4	5	4	3
Equestrian Pursuits	2	2	1	1	*	*	*	1	1	1	*
Golf	7	8	4	2	3	2	2	5	4	3	3
Cycling	2	2	1	1	2	*	1	1	2	1	1
Hiking/Walking	8	6	3	3	2	3	2	8	17	8	13
Historical/Cultural visits	36	45	39	31	32	37	39	53	61	52	55
Visits to gardens	9	12	7	6	4	6	6	12	16	14	22

Holiday - Travel Arrangement (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Package/Inclusive	25	27	18	17	19	16	15	11	14	10	8
Independent	75	73	82	83	81	84	85	89	86	90	92

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Holiday - Experience of Ireland (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Irish Born	14	12	11	10	11	9	11	9	7	8	8
First Visit	40	40	38	41	40	42	38	37	35	30	34
Repeat Visitor	45	48	58	49	49	50	50	54	58	62	57

Holiday - Party Composition (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Alone	14	15	21	23	23	22	21	18	15	19	24
Couple	47	48	45	48	50	45	49	47	54	46	44
Family	19	16	17	12	11	18	12	18	15	15	13
Adult party	20	22	18	16	17	15	17	16	16	19	18

Holiday - Party Age (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Under 19 Years	9	7	9	8	6	7	9	6	6	7	8
19 - 34 Years	28	33	24	28	27	26	32	26	21	25	32
35 - 54 years	39	38	42	39	43	41	38	35	38	37	37
55 - 64 years	15	15	13	11	14	16	12	21	17	15	14
65+ years	8	8	11	14	10	9	9	12	18	17	9

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Holiday - Region of Residence (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
North	2	2	4	3	3	1	1	3	2	2	4
Yorkshire & Humberside	7	4	6	6	5	6	7	7	5	5	5
North West	12	8	8	7	10	12	13	9	11	9	11
East Midlands	5	6	6	6	8	7	8	6	7	4	3
West Midlands	6	9	6	6	11	8	4	3	6	9	14
East Anglia	3	3	3	3	3	4	3	4	5	5	3
London	23	16	24	23	21	21	20	21	17	20	15
South East	22	26	27	27	23	25	26	27	25	21	21
South West	7	12	6	7	7	7	6	11	9	10	12
Wales	7	6	3	7	6	4	4	2	6	5	5
Scotland	6	6	6	5	4	5	7	7	6	9	8

Holiday - Value for money (%)	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Very good	23	32	26	9	9	7	7	6	11	7	3
Good	47	46	42	47	31	33	29	31	36	24	21
Fair	25	19	26	32	37	35	40	38	37	33	29
Poor	4	3	4	11	17	18	15	18	11	24	26
Very poor	1	1	1	1	6	6	8	7	5	12	21
Very good/Good	70	78	68	56	40	41	36	37	47	31	23
Poor/Very poor	5	4	5	12	23	24	23	25	17	36	47

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