

# Activity Product Usage among Overseas Visitors in 2011

October 2012

## Angling

113,000 overseas visitors engaged in angling while in Ireland in 2011, almost half came from Britain.

## Hiking/Cross-Country Walking

Over 776,000 overseas visitors claim to have gone hiking/cross-country walking in 2011, Around a third of these visitors stated that walking was an important factor in their choice of Ireland as a holiday destination (241,000).

## Cycling

178,000 overseas visitors engaged in cycling while in Ireland in 2011, more than half were from Mainland Europe.

## Golf

The level of participation in golf by overseas visitors continued to grow in 2011 to 181,000. More than a quarter of overseas golfers were from North America.

## Equestrian

72,000 overseas visitors engaged in some form of equestrian pursuit in 2011.

## Summary of Overseas Visitors Engaging in Activities in 2011

<b>Overseas Visitors</b>	<b>Angling</b>	<b>Hiking/Cross Country Walking</b>	<b>Cycling</b>	<b>Golf</b>	<b>Equestrian</b>
Nos. Engaging (000s)	113	776	178	181	72
<b>Share by Market (%)</b>					
Britain	48	32	19	45	16
M. Europe	45	43	53	22	52
<i>France</i>	12	11	12	6	9
<i>Germany</i>	12	9	9	3	12
N. America	4	18	18	29	22
Other Long Haul	3	6	10	2	10

- Source: Survey of Overseas Travellers 2011