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Market Insights

**Engagement in Activities
by Overseas Markets**

Market insights

Engagement in activities by overseas markets

The table shows participation by overseas holidaymakers in a range of activities while in Ireland.

	 GB	 US	 Germany	 France
Overall participation in activities	33%	44%	58%	52%
 Walking	14%	36%	42%	37%
 Cycling	3%	3%	4%	7%
 Golf	4%	4%	1%	4%
 Water-based activities	n/a	2%	n/a	2%
 Angling	2%	n/a	1%	2%
 Equestrian	1%	2%	1%	2%
Organised sporting event	4%	n/a	n/a	n/a

Some interesting points about activities:

- ✓ Overall, participating in an activity is highest (58%) among our German visitors, compared to 33% among our British visitors.
- ✓ Note the higher participation in walking among German (42%), French (37%) and US (36%) visitors with participation among our GB visitors (14%). Yet, because the GB market is our largest in volume of visitors, it's still a very important market for walking.
- ✓ There's a higher interest among our GB visitors in attending organised sporting events – such as rugby, football and horse racing – than among other markets.
- ✓ Golf is more popular for US, GB and French visitors than it is for German visitors.

Source: Fáilte Ireland