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# Market Insights

## Great Britain

# Market insights

## Introduction

This section of the toolkit will help you to better understand your customer – essential no matter how small or big your operation is, and no matter whether you are experienced or new to developing visitor experiences.

Read the profiles of the domestic market and of Ireland's four main overseas markets to understand who the customer is and what they like to do.



Over these pages, we profile the Great Britain (GB) market.

## International markets

Before ever we heard of Covid-19, over 70% of our international tourism revenue came from four markets: Great Britain (GB), United States (US), Germany and France.

While international travel will take some time to recover, it is likely that when it does these markets will continue to play a key role for Ireland.

Recovery will take place within a very competitive landscape but it's all to play for, with the majority of holidaymakers in the early stages of holiday planning, either just thinking through ideas, or starting to research.

The opportunities are there – make sure your experience appeals to your target customer and that it is visible and bookable in the online channels they use for holiday planning.

Let's look at the GB market.



# Great Britain

## 10 facts about the GB market

01.

Ireland's biggest overseas market; 3.5 million tourists in 2019.

02.

The average length of stay among British holidaymakers at 4.36 nights is lower than other overseas markets.

03.

They have a very real expectation of Irish friendliness.

04.

They like the good life; city and scenery exploring, food and drink, and shopping.

05.

They're interested in iconic attractions but also open to new things.

06.

They plan their trip 2-3 months in advance.



07.

When planning a holiday in Ireland 74% use internet searches (e.g. Google), 31% get recommendations from other friends and family, 11% use guidebooks and 6% use social media.

08.

Value for money is very important.

09.

79% of them are ABC1 holidaymakers.

10.

43% are over 45 but the average age of GB holidaymakers to Ireland is falling.



## What do GB tourists do when in Ireland?



### 70% visit sites of historical interest

- ✓ 41% Heritage / visitor centres
- ✓ 35% Churches / cathedrals
- ✓ 33% Historic houses / castles
- ✓ 30% Museums and galleries
- ✓ 28% Monuments
- ✓ 16% Ancient Celtic sites



### 70% engage in pastimes/events

- ✓ 43% Shopping
- ✓ 28% National parks and forests
- ✓ 23% Gardens
- ✓ 15% Festivals / events / concerts
- ✓ 2% traced roots or genealogy



### 33% participate in activities

- ✓ 14% Hiking / cross-country walking
- ✓ 4% Golf
- ✓ 3% Organised sport event
- ✓ 3% Cycling
- ✓ 2% Water-based activities
- ✓ 2% Fishing
- ✓ 1% Equestrian

## Experiences that GB visitors are interested in doing in Ireland

1.	Sit outside a pub/café and people watch	48%
2.	Spend an afternoon exploring/strolling around a picturesque town	45%
3.	Listen to live traditional music in a local pub	41%
4.	Go whale and dolphin watching off the West Coast	40%
5.	Take a trip to the rugged, remote islands off the coasts	37%
6.	Experience the local music and entertainment scene (nightlife)	36%
7.	Take a boat tour around Ireland's coastal villages	35%
8.	Visit tombs and historical sites older than the pyramids	33%
9.	Visit a festival celebrating local culture, food and heritage	33%
10.	Walk along some of the highest cliffs in Europe	32%
11.	Learn about Ireland's whiskey and beer making traditions on a brewery/distillery tour	31%

## What is it about Ireland that is a must see for them?

- ✓ Uniquely Irish experiences – music, food and craic all add to a holiday experience. Can your visitor experience authentically immerse them in Irish culture?
- ✓ Walking – both easy sightseeing and more demanding trails – appeals to many.
- ✓ What's on locally – festivals and events to see the real Ireland and soak up the atmosphere.
- ✓ Accessing nature close to urban centres – best of both worlds of urban and rural experiences.

The information presented here is sourced from Fáilte Ireland and Tourism Ireland.

See *British Travel Profile, Targeting GB Holidaymakers* and *Great Britain Market Profile 2019*.

More than half come here on a repeat visit - great opportunity for repeats and referrals.



Most likely of all our visitors to visit off-peak; 41% arrive between October and March.

