Ireland West Airport Passenger Tracking Survey

Research Context

- In 2016 seven local authorities (Mayo county council, Sligo county council, Roscommon county council, Galway city and county councils, Leitrim County Council and Donegal County Council) became shareholders in Ireland West Airport Knock acquiring a 17.5% stake on doing so.

- In 2018 RED C worked with Ireland West Airport to deliver a robust quantitative study which formed the benchmark to understanding the behaviour of incoming tourists to the region from overseas.

- The main aim was to establish the benefits that the airport brings to the region and the above counties in particular.

Research Objectives

Central Objective

Post Covid, there was a need to **update this research** and **evaluate the current position on these key metrics** among non-Irish leisure passengers to **illustrate the critically important role the airport plays** in delivering visitors to the counties who are now shareholders in the airport.

Research Objectives

More specifically the research needed to address the following:

- What counties overseas visitors are visiting when they come through the airport for a visit / holiday
- Length of stay
- Reasons for choosing the West region and specific counties
- Reasons for choosing Ireland West Airport Knock

Research Methodology

- In order to achieve these research aims, RED C interviewers interviewed n = 945 departing passengers in airport over June-September 2023.

- All respondents **are non-Irish residents**

- Before interviewing took place, the number of interviews to achieve per route was established, based on the known number of flights departing from the airport. RED C then ensured that an even spread of interviews were conducted for each route consistently over the summer.

- Interviews were spread out over the week (ensuring a fully representative sample) and took place an hour before each flight was due to depart to ensure sufficient time for interviews to take place.

- Specific routes were chosen to track across a number of destinations;

  - Birmingham
  - Bristol
  - Cologne
  - London Heathrow
  - London Stansted
  - London Luton
  - Edinburgh
  - East Midlands
  - Bergamo
  - Girona
  - Manchester
  - Liverpool
  - Milan

- Data was then weighted back to be representative of the numbers of flights for each route to ensure our data represented real life as closely as possible.

All interviews are among Non-Irish Residents

The RED C Quality Guarantee

- RED C Interviewers were hand selected by the Field Manager to join the Airport Panel, with only those who possessed excellent attention to detail, professional appearance, diligence and of a friendly disposition being chosen.

- For this project, we also used a local supervisor. This system works very well, providing a local point of contact between Head Office and our Ireland West Airport interviewing team.

- RED C's emphasis on quality is so important that we also have our own dedicated Quality Manager, whose sole role was to monitor and train interviewers to the highest quality standards, including all back-checking.

- Quality control measures included:

  - Piloting questionnaires in-house prior to dispatch.

  - Interviewers were fully briefed for the project in person by our local supervisor with detailed briefing notes provided.

  - As standard, 10% of all work was back-checked.

  - Logical data checks were included in our analysis to ensure accuracy in interviewing.

  - Once the survey was complete, data was cleaned and edited in our analysis software

IW Airport helping to deliver almost €29 million to the economy

Ireland West Airport provides an easy and accessible gateway to the West of the Ireland, allowing visitors to bypass larger airports.

1 There has been an uplift in leisure travellers to the West of Ireland of Ireland in 2023. Travellers from outside of the UK are most likely to be leisure travellers, with Galway the top destination of choice among this cohort. On average, travellers to the West of Ireland visit two counties during their trip.

2 Accessibility remains the key benefit of IW Airport, providing an easy and convenient gateway to the West of Ireland. The cost of flying out of IW Airport has also risen in importance as a benefit. These benefits should be dialled up in comms to encourage more passengers to travel through IW Airport when visiting the West of Ireland.

3 The West of Ireland offers visitors an attractive mix of shopping and outdoor pursuits. While Westport / Clew Bay is considered the main highlight for most, shopping and other outdoor activities such as hiking, driving along the coastline and visiting gardens are also enjoyed by visitors.

4 Visitors to the West of Ireland spent an average of €479 in total during their trip, to Ireland, adding approximately €29 million to the Irish economy. Among those not staying with friends / family, accommodation is the largest expense, followed by food and drink and shopping, showcasing the value these visitors bring to the West.

5 For 1 in 10 visitors, an IW flight option was essential for making the trip to the West of Ireland. These lost passengers are worth close to €3 million in revenue to the Irish economy.

+6% uplift in holiday travellers vs 2018

Reasons for Choosing
Accessibility 89% (+1 vs 2018)
Cost of flying out 10% (+5% vs 2018)

16% felt Westport / Clew Bay was the highlight of their visit

Average spend:
- Accommodation: €538 excl. nothing
- Food & drink: €254
- Shopping: €140

Absence of Ireland West Airport:
-€2,870,300 in revenue in Irish Economy

Who is using Ireland West Airport

Ireland West Airport caters to a variety of demographics, spanning young and old, varying socio economic backgrounds and split equally across gender.
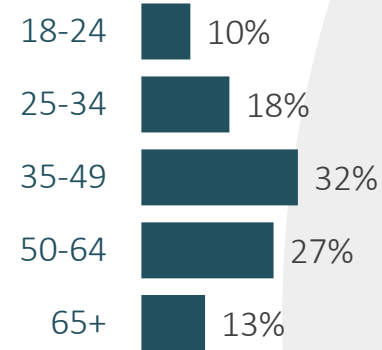
A spread of passenger profiles were interviewed

Profile of Passengers

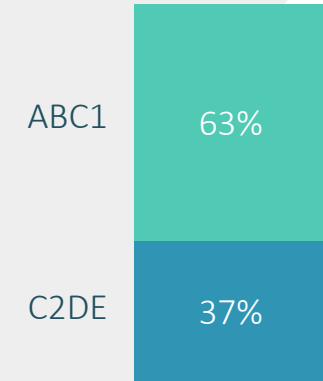All passengers interviewed **live outside Ireland**

Gender

55%

45%

Age

Age	%
18-24	10%
25-34	18%
35-49	32%
50-64	27%
65+	13%

Social Class

Class	%
ABC1	63%
C2DE	37%

Country of Residence

	%
England/Wales/Scotland	89%
Rest of Europe	10%
North/South/Central America	1%

Passport Held

	%
Great Britain (including Northern Ireland)	59%
Republic of Ireland	29%
Other Europe	10%
USA/Canada	2%
Asia/Africa	1%

(Base: All Passengers; n=945)
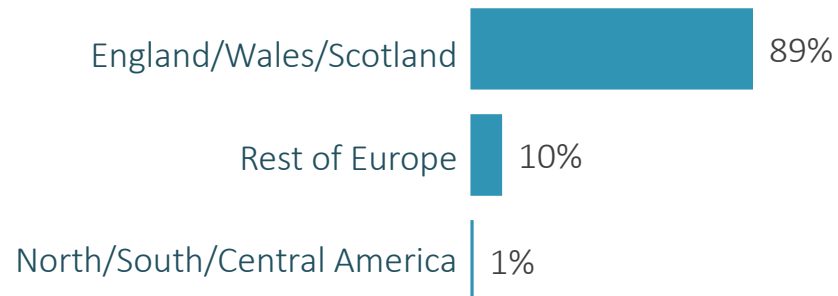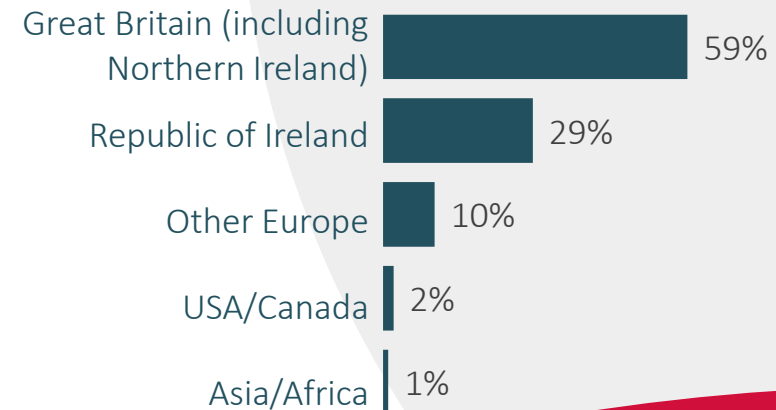
A spread of UK and European destinations were interviewed, with 88% of routes being operated by Ryanair

(Base: All Passengers; n=945)

Analysis of Sample – Routes Targeted

By Route

Route	%
London Stansted	19%
London Luton	17%
Liverpool	14%
London Heathrow	12%
Bristol	7%
East Midlands	7%
Birmingham	5%
Edinburgh	5%
Manchester	5%
Bergamo	3%
Girona	3%
Cologne	3%

Circa 75 interviews were conducted on each target destination to ensure sufficient sample for analysis. However, within the data these were weighted back to known proportions.

By Airline

Airline	%
RYANAIR	88%
Aer Lingus	12%
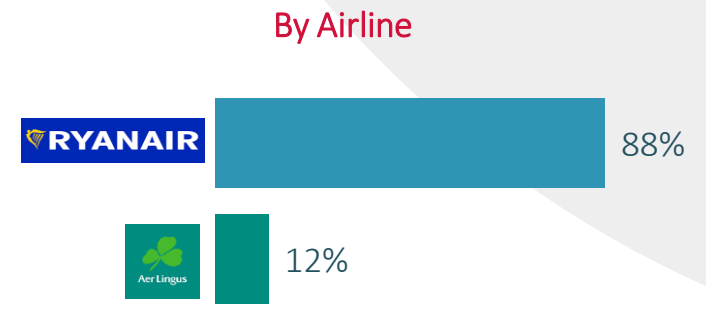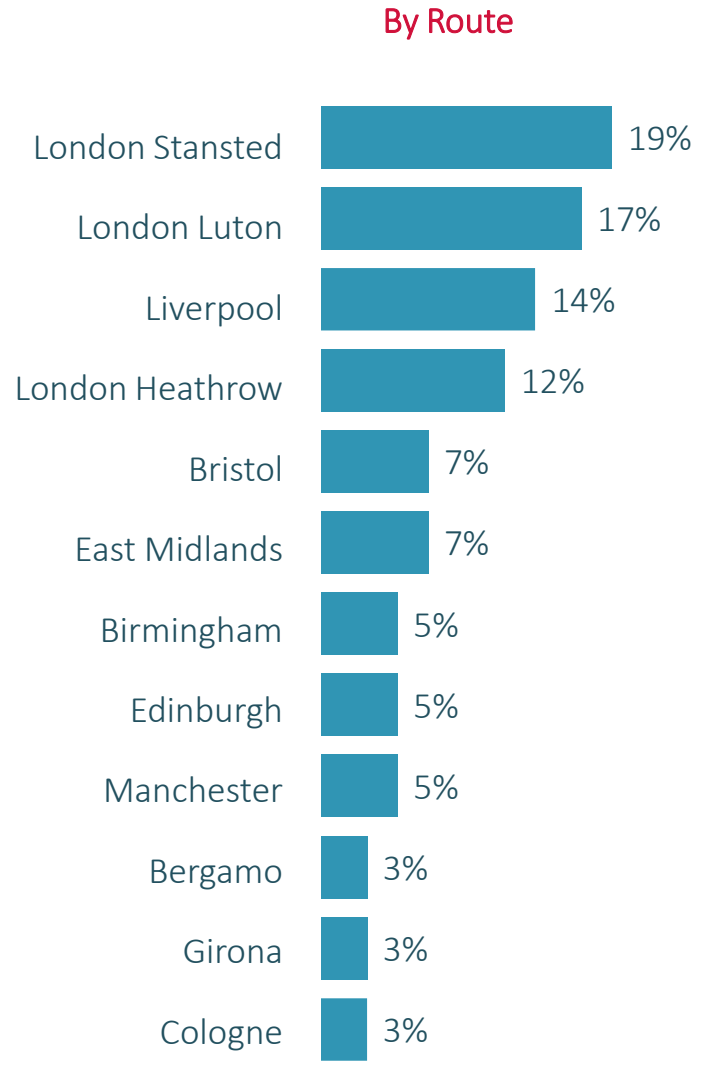
Final Destination - Yes
(All Travelling to Heathrow via Aer Lingus)

N=125

90%

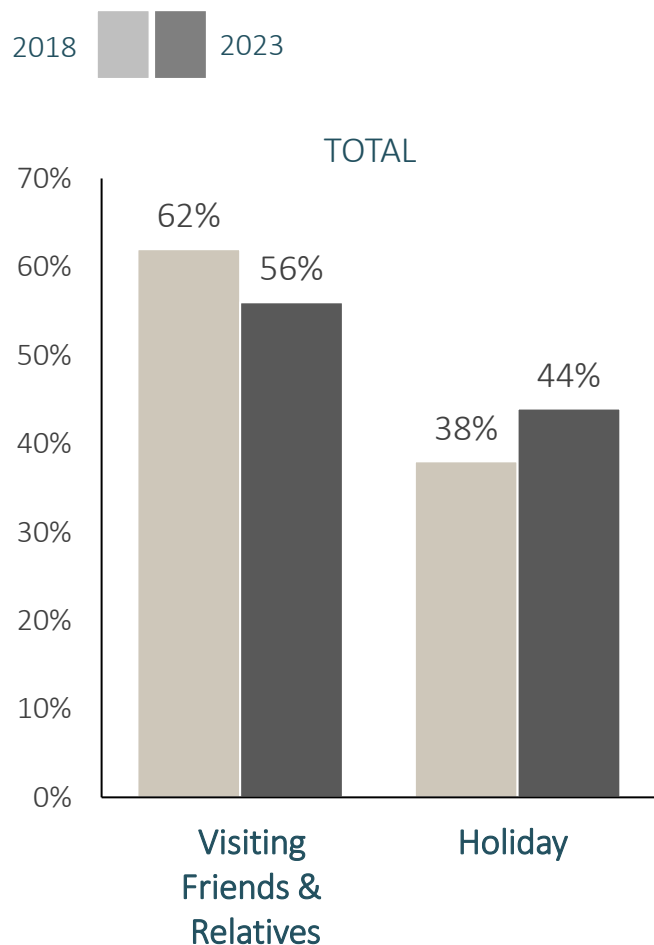# Why are Passengers choosing Ireland West Airport?

Ireland West Airport provides an easy and accessible gateway to the West of Ireland.

Just over 2 in 5 passengers visited Ireland for a holiday

While the majority of passengers surveyed came to visit friends and relatives, just over 2 in 5 were holiday travellers, rising upon last wave. Those travelling from outside the UK are most likely to be holiday travellers.

Main Purpose of Visit to Ireland

2018   2023

TOTAL

Category	2018	2023
Visiting Friends & Relatives	62%	56%
Holiday	38%	44%

Main Purpose of Visit – Holiday

BY COUNTY VISITED

Donegal (n=53)	Galway (n=358)	Sligo (n=156)	Mayo (n=746)	Roscommon (n=103)	Leitrim (n=47)
56%	63%	44%	43%	22%	33%

BY ROUTE

Birmingham (n=59)	Bristol (n=92)	London Heathrow (n=125)	London Stansted (n=89)	London Luton (n=83)	Edinburgh (n=76)	East Midlands (n=66)	Bergamo (n=65)	Girona (n=40)	Manchester (n=71)	Liverpool (n=106)	Cologne (n=73)
49%	45%	40%	29%	43%	43%	36%	92%	65%	41%	47%	75%

C.2 What was the main purpose of your visit to the Republic of Ireland?
(Base: All Passengers; n=945)

Mayo is the top visited county

Galway is the next most visited county and is most popular among those travelling from Bergamo and Girona.

Counties Visited – All Ireland

County	%	Note
Mayo	79%	*Edinburgh 88%, East Midlands 86%*
Galway	35%	*Bergamo 72%, Girona 68%*
Sligo	16%	*Edinburgh 25%, Bristol 24%*
Roscommon	11%	*East Midlands 17%*
Clare	6%	
Leitrim	5%	
Donegal	5%	*Cologne 16%*
Monaghan	1%	
Cavan	1%	
Longford	1%	
Offaly	1%	
Westmeath	1%	
Other	2%	

Stakeholder county
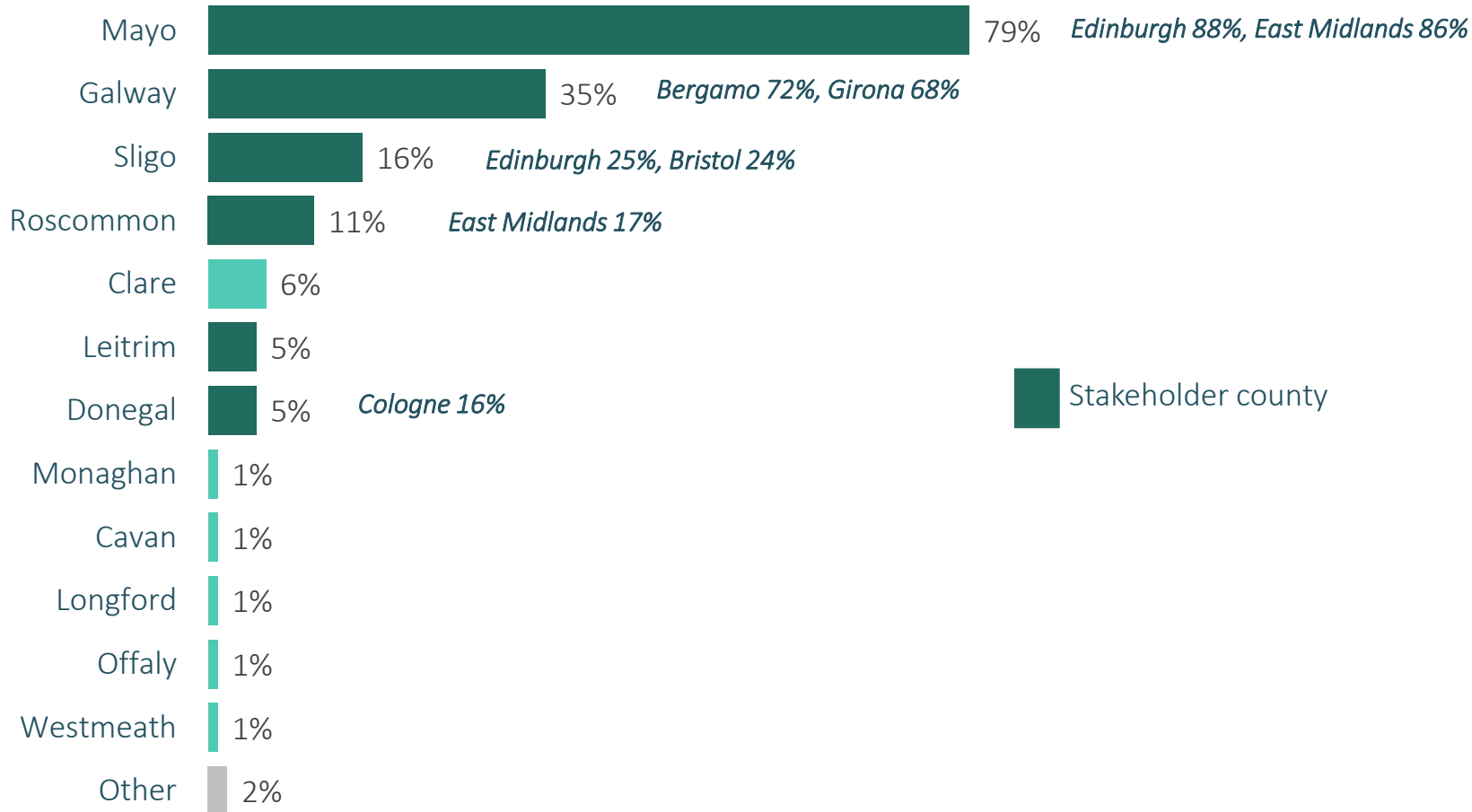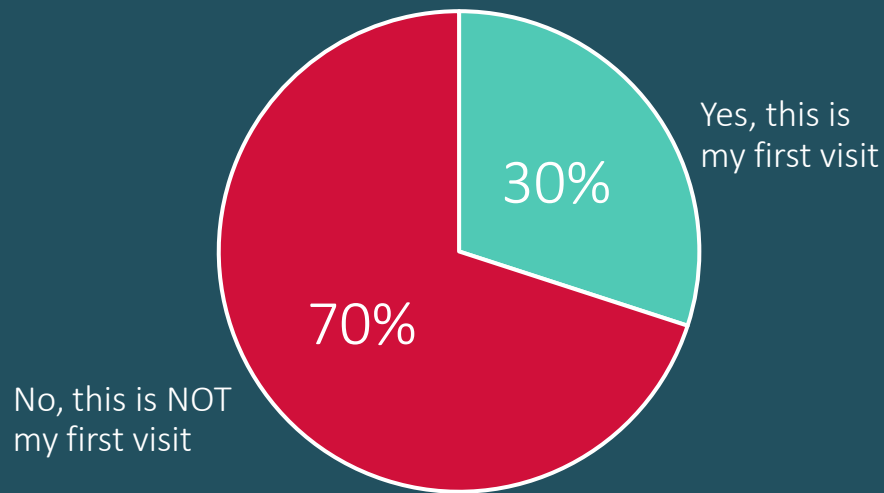
Average number of counties visited:

2

Q.1 Which of the following counties did you visit during your trip to Ireland?
(Base: All Passengers; n=945)

3 in 10 passengers are first time visitors to the West of Ireland

While there is a high level of repeat visits, 30% of passengers were visiting the West of Ireland for the first time this summer.

Incidence Of Being First Trip to the West of Ireland

Yes, this is my first visit
30%

No, this is NOT my first visit
70%

Repeat passengers have visited an average of 6 times

Incidence Of Visiting Ireland West Airport in past 3 years
All who have visited IW Airport Before (n=628)

1-2 times	32%
3-4 times	18%
5-7 times	19%
8-10 times	13%
11-14 times	6%
15+ times	12%

Average No. Visits

6

Q.9 Is this your first trip to the West / North West of Ireland?

Q.10 Including today, how many times have you travelled through Ireland West Airport Knock in the past 3 years?
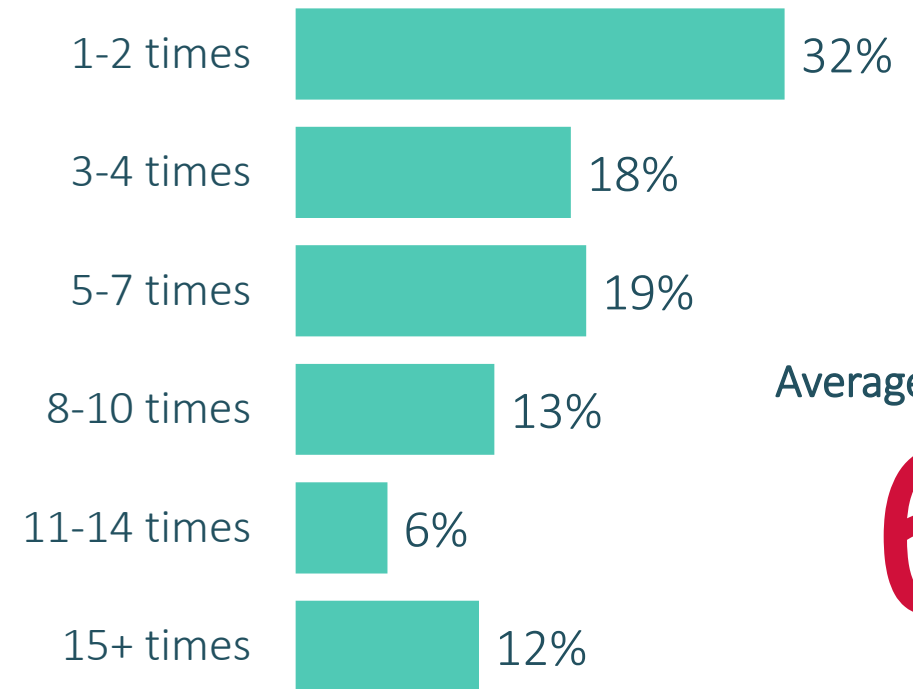
(Base: All Passengers; n=945)

Accessibility considered the main benefit of using IW Airport

The ease of travelling through a smaller airport has also risen in importance as a benefit, as well as the costs of flying out from IW Airport.

Reasons For Choosing Ireland West (IW) Airport

2023
2018

Reasons For Using Airport

It offered best access to the parts of Ireland I wanted to visit
89%
88%

I heard it was a smaller airport and easier to travel through
14%
3%

The cost of flying out of this airport was attractive
10%
5%

The time of the flight suited me
6%
1%

Was visiting the Wild Atlantic Way
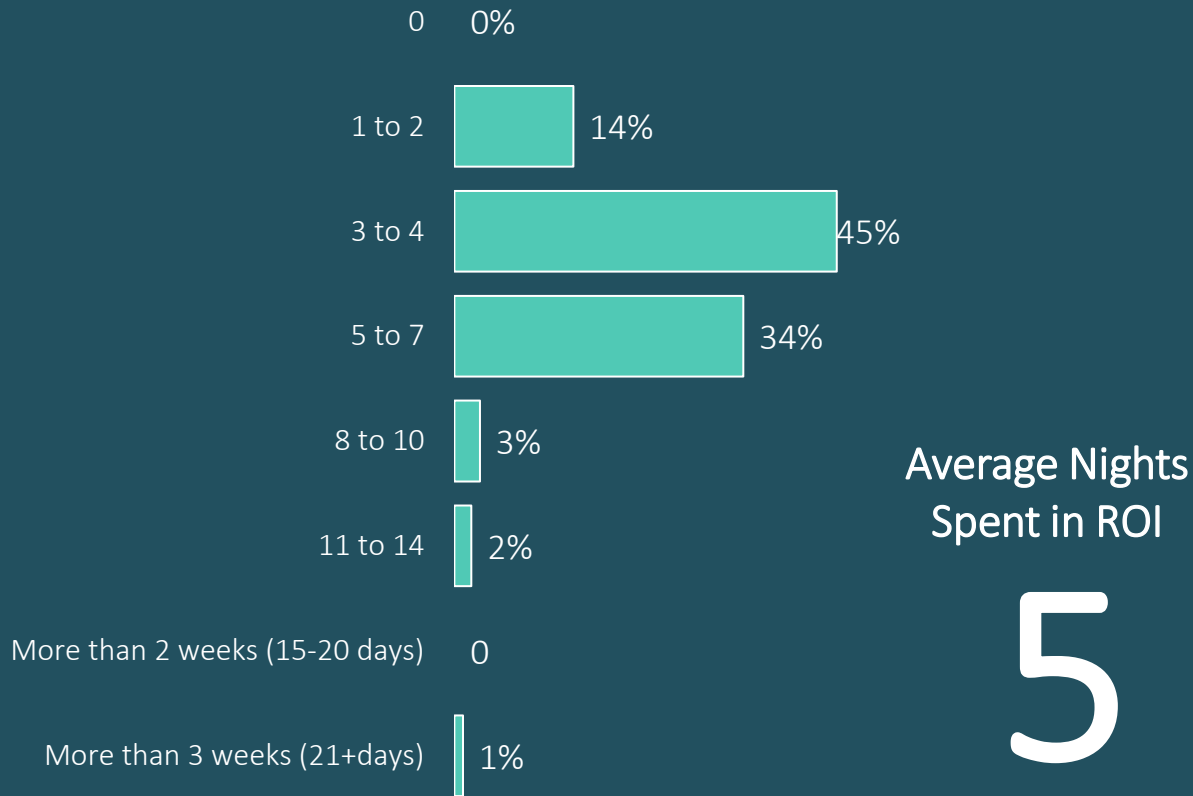1%
1%

Other
0%
2%

16

Visiting the West of Ireland

The West of Ireland offers visitors an attractive mix of shopping and outdoor pursuits

# Passengers are spending an average of 5 nights on this trip

Duration of Stay

Stay	%
0	0%
1 to 2	14%
3 to 4	45%
5 to 7	34%
8 to 10	3%
11 to 14	2%
More than 2 weeks (15-20 days)	0
More than 3 weeks (21+days)	1%

Average Nights
Spent in ROI

5

Visitors to Donegal and Leitrim spent the most nights on average

Average Nights
Spent in each Stakeholder County

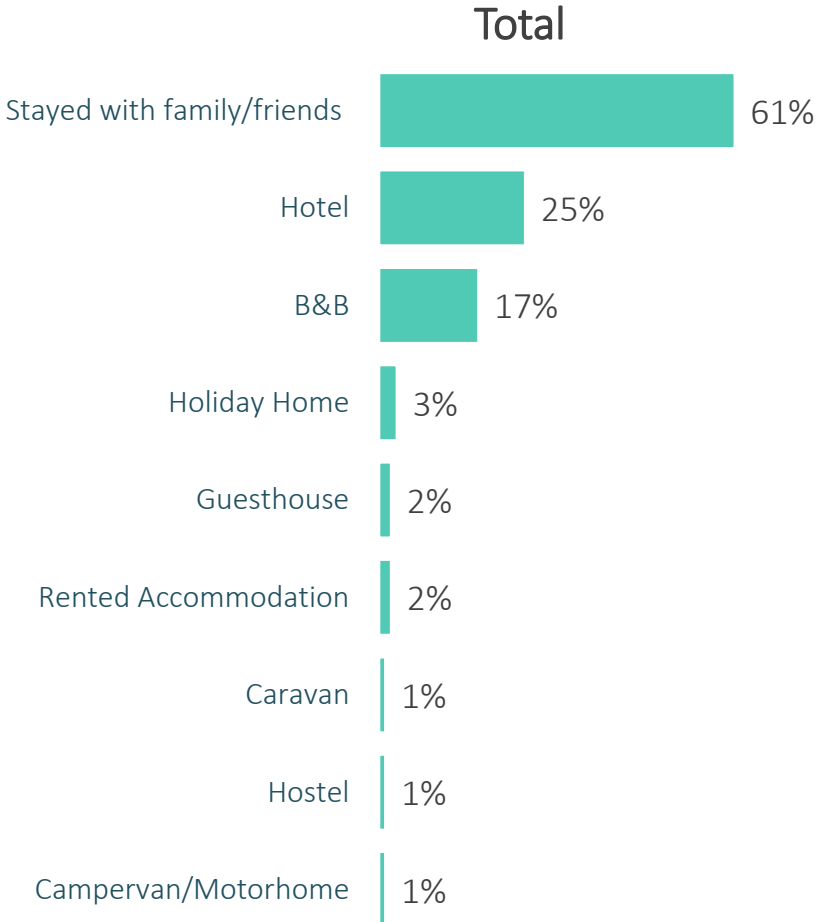| County	Nights
DONEGAL	6
LEITRIM	6
GALWAY	5
SLIGO	5
MAYO	5
ROSCOMMON	4
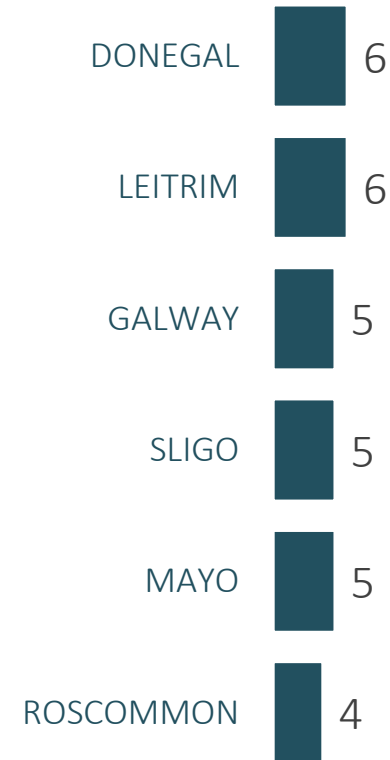
Q.3 How many nights did you spend in each of the counties mentioned previously?
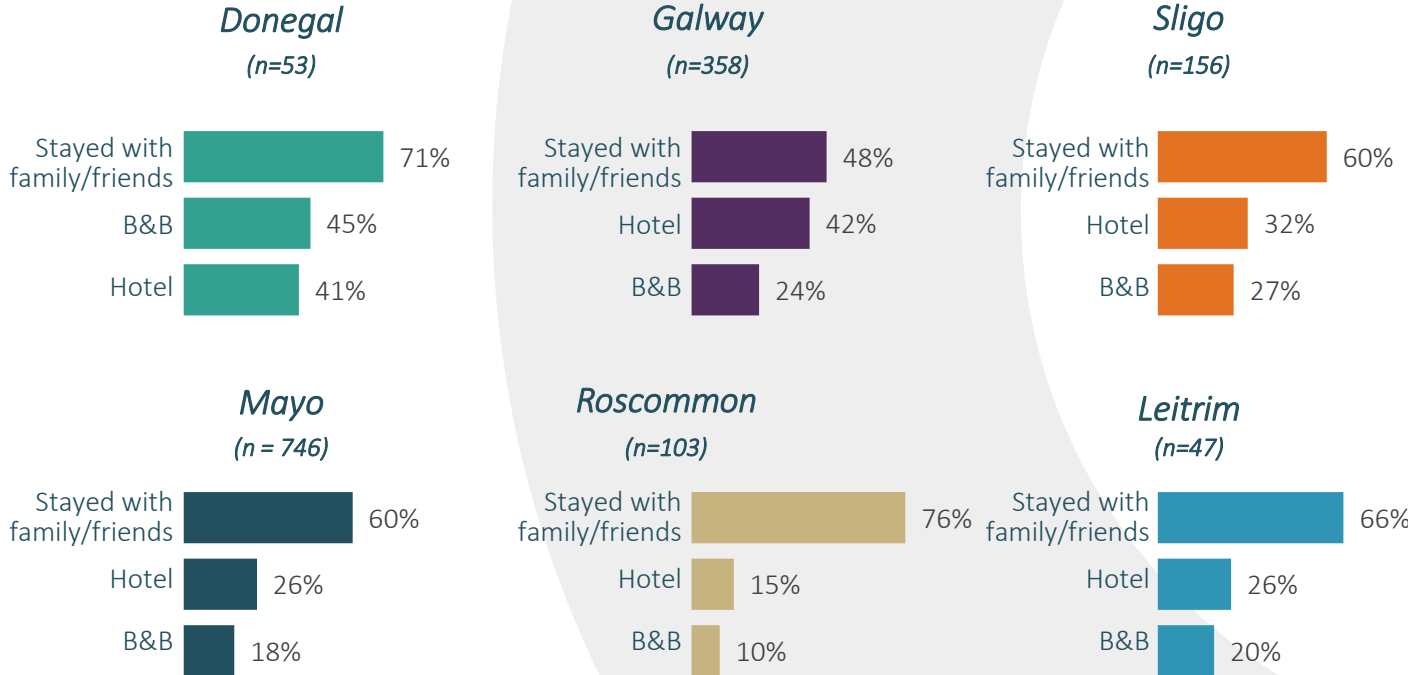(Base: All Passengers; n=945)

19

1 in 4 stay in a hotel, 1 in 6 in B&B but majority with family/friends

Hotel and B&B accommodation is particularly strong among visitors to Donegal and Galway.

Types of Accommodation Used

Total

Accommodation	%
Stayed with family/friends	61%
Hotel	25%
B&B	17%
Holiday Home	3%
Guesthouse	2%
Rented Accommodation	2%
Caravan	1%
Hostel	1%
Campervan/Motorhome	1%

TOP THREE ACCOMODATION TYPE BY COUNTY VISITED

Donegal (n=53)

	%
Stayed with family/friends	71%
B&B	45%
Hotel	41%

Galway (n=358)

	%
Stayed with family/friends	48%
Hotel	42%
B&B	24%

Sligo (n=156)

	%
Stayed with family/friends	60%
Hotel	32%
B&B	27%

Mayo (n = 746)

	%
Stayed with family/friends	60%
Hotel	26%
B&B	18%

Roscommon (n=103)

	%
Stayed with family/friends	76%
Hotel	15%
B&B	10%

Leitrim (n=47)

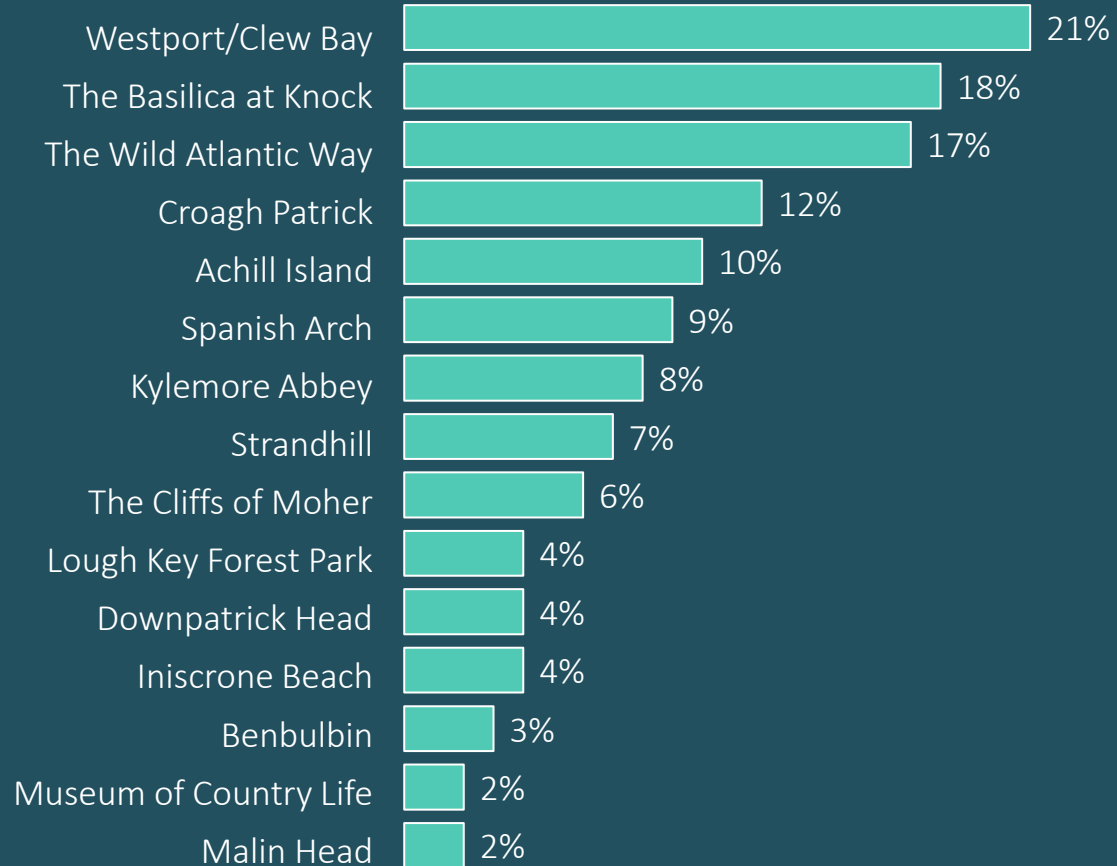|	%
Stayed with family/friends	66%
Hotel	26%
B&B	20%

Q.4 What type of accommodation did you stay in during your trip to Ireland?

(Base: All Passengers; n=945)

Westport / Clew Bay, Basilica and WAW are high on attractions visited

Attractions Visited

Attraction	%
Westport/Clew Bay	21%
The Basilica at Knock	18%
The Wild Atlantic Way	17%
Croagh Patrick	12%
Achill Island	10%
Spanish Arch	9%
Kylemore Abbey	8%
Strandhill	7%
The Cliffs of Moher	6%
Lough Key Forest Park	4%
Downpatrick Head	4%
Iniscrone Beach	4%
Benbulbin	3%
Museum of Country Life	2%
Malin Head	2%

Main Highlight of Visit (amongst visitors)

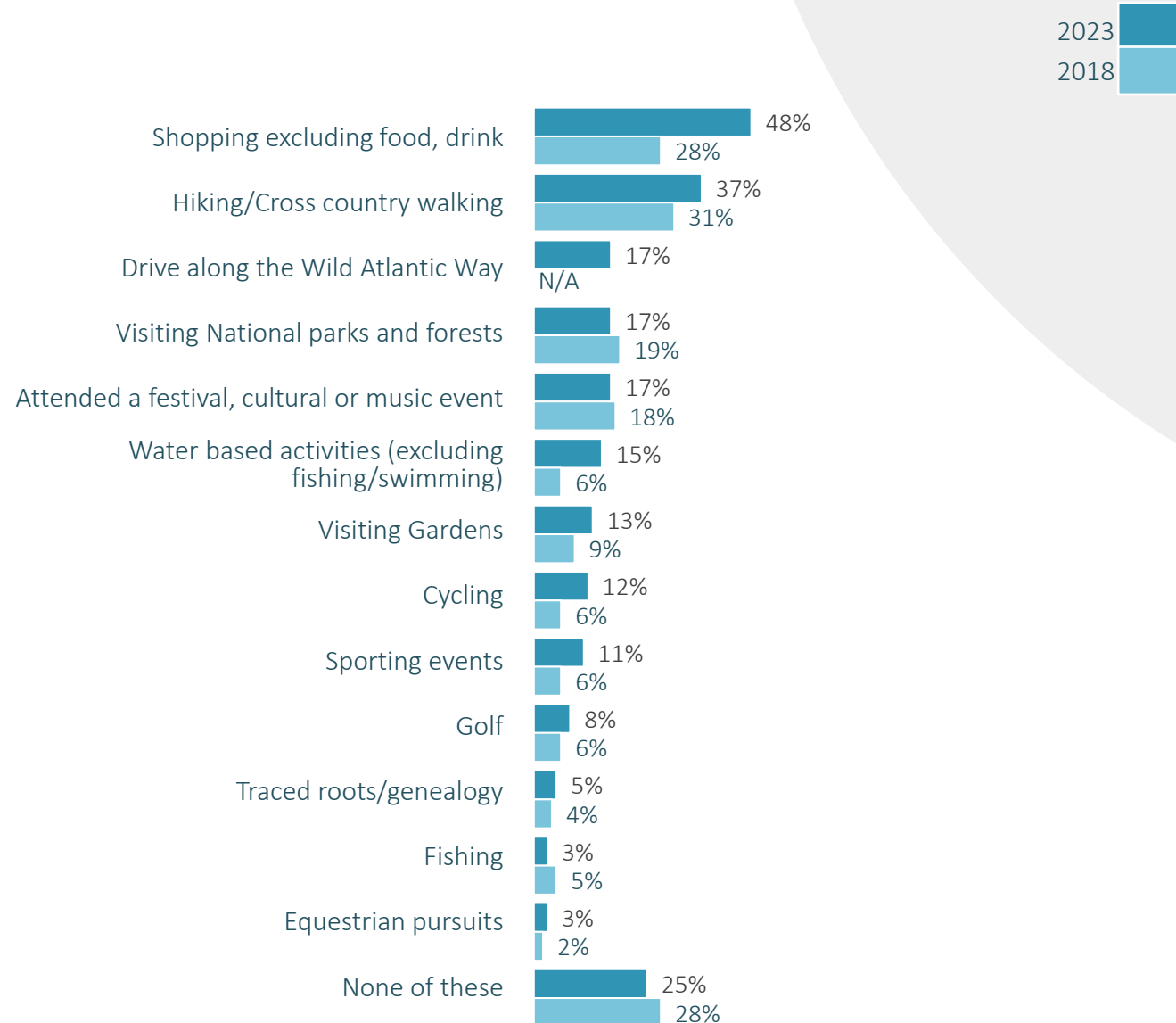| Attraction	%
Westport/Clew Bay	16%
Achill Island	11%
Kylemore Abbey	10%
Croagh Patrick	9%
The Wild Atlantic Way	8%
The Basilica at Knock	7%
Strandhill	6%
The Cliffs of Moher	4%
Downpatrick Head	3%
Iniscrone Beach	3%
Lough Key Forest Park	2%
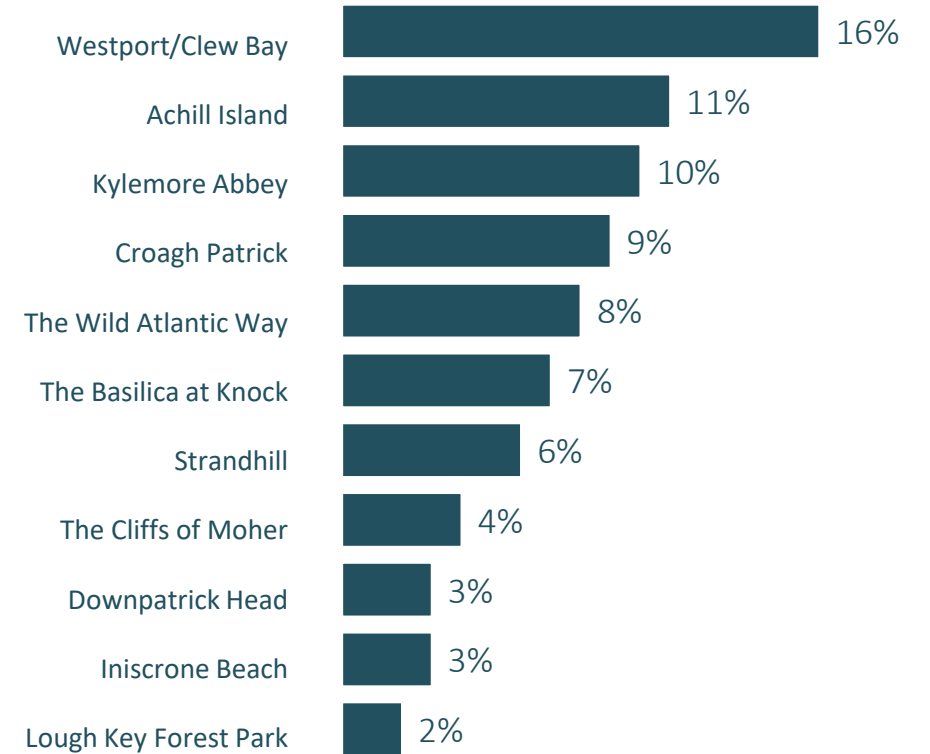
Q.5c What attraction was your highlight of your visit to this region?
(Base: All Passengers; n=945)

Shopping has become a more popular activity when visiting

Hiking, water-based activities, visiting gardens and sporting activities have also risen in popularity in 2023 and showcasing the wide range of activities the West of Ireland has to offer.

Activities Engaged in

2023
2018

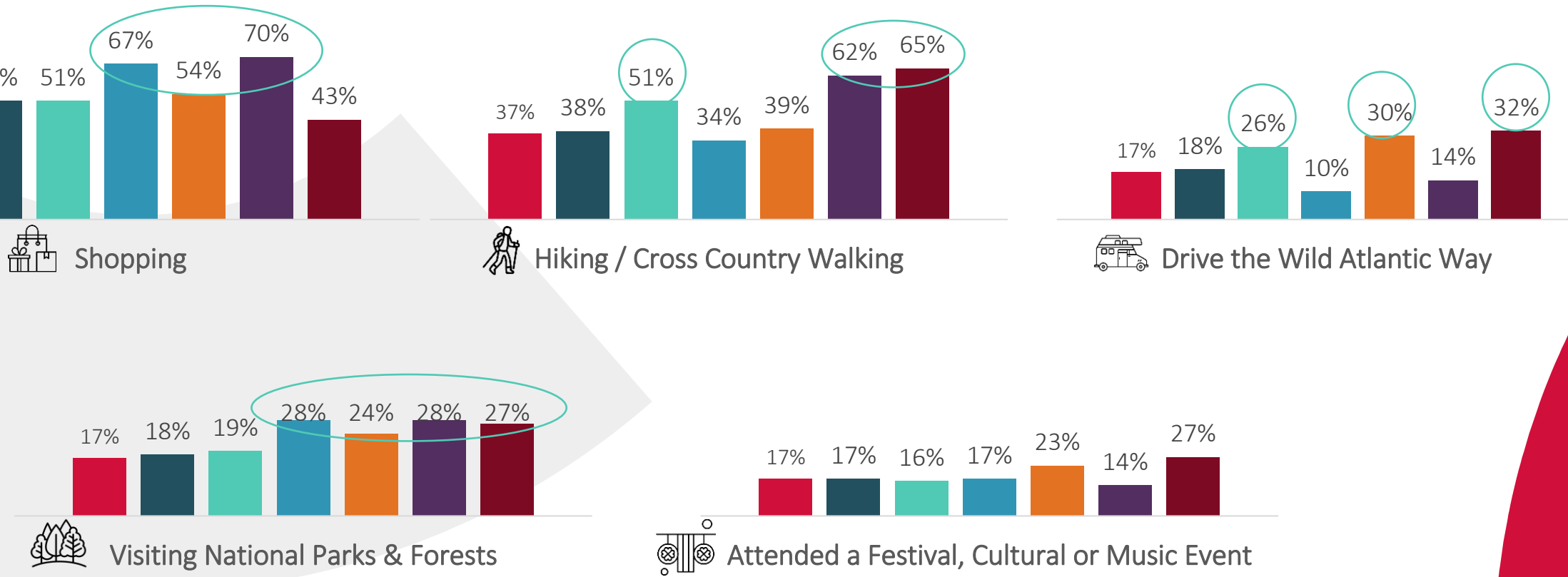| Activity	2023	2018
Shopping excluding food, drink	48%	28%
Hiking/Cross country walking	37%	31%
Drive along the Wild Atlantic Way	17%	N/A
Visiting National parks and forests	17%	19%
Attended a festival, cultural or music event	17%	18%
Water based activities (excluding fishing/swimming)	15%	6%
Visiting Gardens	13%	9%
Cycling	12%	6%
Sporting events	11%	6%
Golf	8%	6%
Traced roots/genealogy	5%	4%
Fishing	3%	5%
Equestrian pursuits	3%	2%
None of these	25%	28%

Shopping is a popular activity across all stakeholder counties

Meanwhile, the smaller counties are visited more so for outdoor activities.

Activities Engaged in x Stakeholder County

Legend: TOTAL · MAYO · SLIGO · ROSCOMMON · GALWAY · LEITRIM · DONEGAL

Shopping
- TOTAL: 48%
- MAYO: 51%
- SLIGO: 51%
- ROSCOMMON: 67%
- GALWAY: 54%
- LEITRIM: 70%
- DONEGAL: 43%

Hiking / Cross Country Walking
- TOTAL: 37%
- MAYO: 38%
- SLIGO: 51%
- ROSCOMMON: 34%
- GALWAY: 39%
- LEITRIM: 62%
- DONEGAL: 65%

Drive the Wild Atlantic Way
- TOTAL: 17%
- MAYO: 18%
- SLIGO: 26%
- ROSCOMMON: 10%
- GALWAY: 30%
- LEITRIM: 14%
- DONEGAL: 32%

Visiting National Parks & Forests
- TOTAL: 17%
- MAYO: 18%
- SLIGO: 19%
- ROSCOMMON: 28%
- GALWAY: 24%
- LEITRIM: 28%
- DONEGAL: 27%

Attended a Festival, Cultural or Music Event
- TOTAL: 17%
- MAYO: 17%
- SLIGO: 16%
- ROSCOMMON: 17%
- GALWAY: 23%
- LEITRIM: 14%
- DONEGAL: 27%

Q.5 I am going to read out a list of events or activities. Could you let me know if you engaged in any of them during this trip to the Republic of Ireland?
(Base: All Passengers; n=945)

Water based activities are most popular in Leitrim

Meanwhile Donegal is admired for its gardens while cycling activities are popular in Roscommon.

Activities Engaged in x Stakeholder County

■ TOTAL   ■ MAYO   ■ SLIGO   ■ ROSCOMMON   ■ GALWAY   ■ LEITRIM   ■ DONEGAL
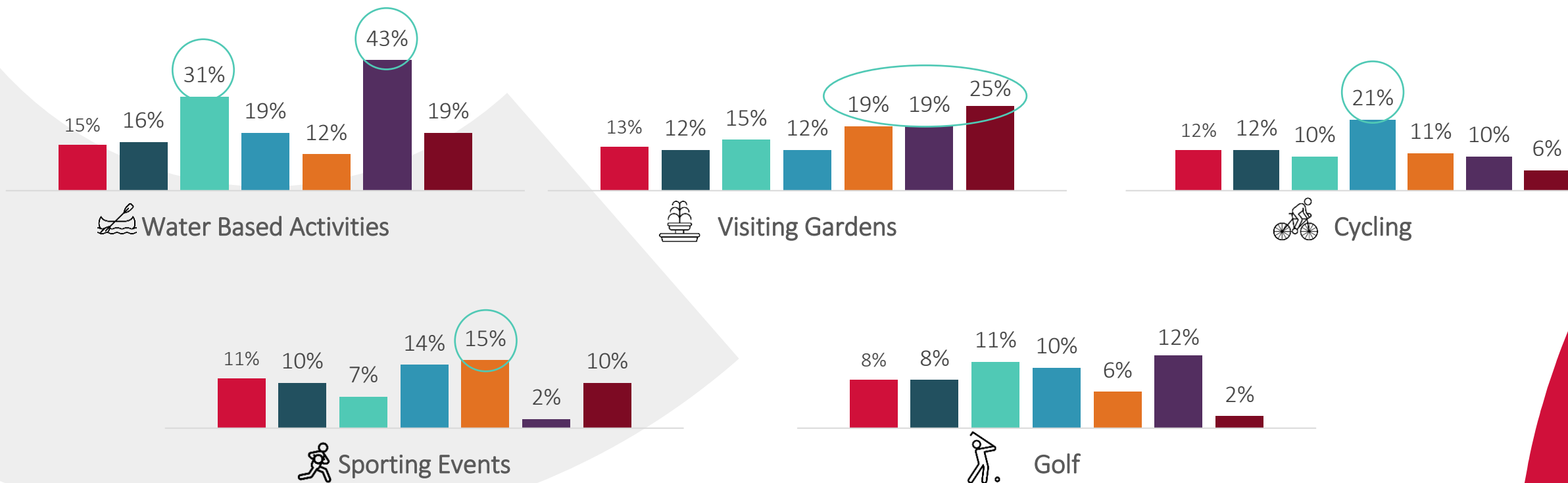
Water Based Activities
- 15%
- 16%
- 31%
- 19%
- 12%
- 43%
- 19%

Visiting Gardens
- 13%
- 12%
- 15%
- 12%
- 19%
- 19%
- 25%

Cycling
- 12%
- 12%
- 10%
- 21%
- 11%
- 10%
- 6%

Sporting Events
- 11%
- 10%
- 7%
- 14%
- 15%
- 2%
- 10%

Golf
- 8%
- 8%
- 11%
- 10%
- 6%
- 12%
- 2%

Q.5 I am going to read out a list of events or activities. Could you let me know if you engaged in any of them during this trip to the Republic of Ireland?
(Base: All Passengers; n=945)

Economic Impact of Ireland West Airport

Visitors to the West of Ireland spend an average of €450 after they arrive in Ireland, contributing €29 million to the economy during Summer months alone.

Average value per passenger is circa €450 once arriving in Ireland

Spend before and after stay in Ireland

Pre-arrival Avg. Spend

€412 (Inc. nothing)

€584 (Ex. nothing)

Post-arrival Avg. Spend

€450 (Inc. nothing)

€479 (Ex. nothing)

Avg. Number of People this covers **2**

Q.6 Please estimate the total amount of money you spent on your trip to Ireland in advance of arriving in the country?

Q.7 Please estimate the total amount of money you/your travelling party spent on your trip while in Ireland on each of the following?

(Base: All Passengers; n=945)

Up to €500+ is spent on accommodation on average

Among those not staying with friends / family, accommodation is the largest expense, with travellers paying upwards of €500 on average.

Spend <u>During Stay</u> in Ireland (excl. Nothing – All Passengers who Spent something)

Average among passengers who spent something (i.e. excluding €0)

DURING Stay

€479

Accommodation (Not Pre-paid)	Food & Drink	Entertainment	Transport	Shopping	Miscellaneous
€538	€254	€115	€97	€140	€57

Q.7 Please estimate the total amount of money you/your travelling party spent on your trip while in Ireland on each of the following?

(Base: All Passengers; n=945)

Non-Irish Residing Passengers travelling through Ireland West Airport contribute a significant amount to the economy during Summer months

Total economic contribution
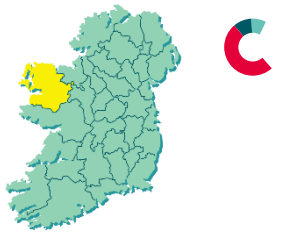from non-Irish residents

€28,703,000

Assumes the following;

- *63,783 non-Irish passengers on these flights during June-August 2023 – source: IWA estimates*

- *Average claimed spend of €450 after arrival in Ireland*

An IW flight option was essential for 1 in 10 passengers

While the majority of passengers would have flown in regardless, 1 in 10 passengers would not have made the trip to the West of Ireland without a suitable IW flight option.

Likelihood of visiting West of Ireland if IW Airport wasn't available

Would definitely not have visited — 4%
Would probably not have visited — 6%

Would definitely still have visited — 30%

Would probably still have visited — 58%

Don't know — 2%
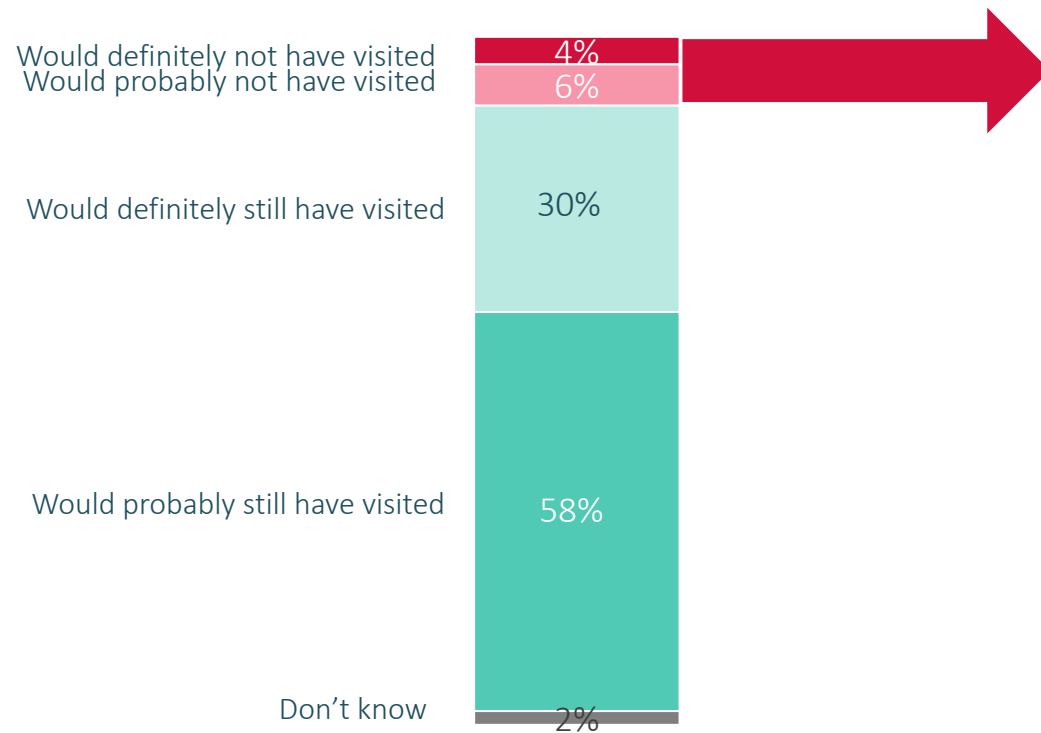
10%
would not have travelled to West of Ireland if Ireland West Airport was not available

Q.11b Would you have made your trip to the West of Ireland if there was no flight option that suited into Ireland West Airport Knock?
(Base: All Passengers; n=945)

The absence of Ireland West Airport would have a significant economic impact

Would not have made trip without availability of IWA

10%

Overall impact on Irish economy without IWA

– €2,870,300

Assumes the following;

- 63,783 non-Irish passengers on these flights during June-August 2023 – source: IWA estimates

- Average claimed spend of €450 after arrival in Ireland

- Assumes the 10% who would not have made the trip through IWA, would be unlikely to have travelled anywhere in Ireland

12

County
Summaries

County Summary - Mayo

(All passengers who visited Mayo, n=746)

Passenger Profile

Gender
54% 46%

Age
18-24	10%
25-34	19%
35-49	32%
50-64	26%
65+	13%

Social Class
ABC1 64%
C2DE 36%

Country of Residence
(Top 3)
England/Wales/Scotland	89%
Rest of Europe	9%
North/South/Central America	2%

Destination of Flight
(Top 3)
London Stansted	19%
London Luton	17%
Liverpool	14%
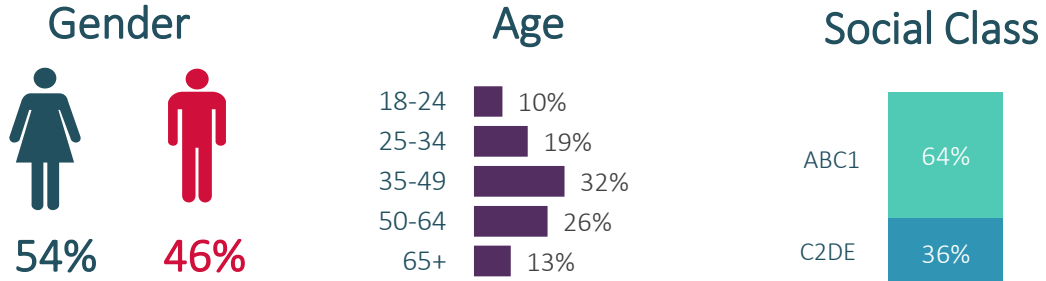
Purpose of Visit
43% Holiday/ Leisure/ Recreation
57% Visit Friends/ Relatives
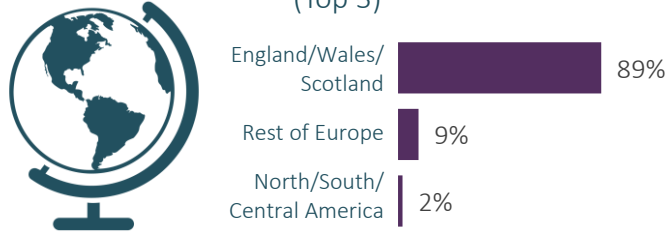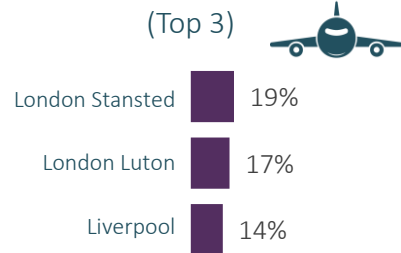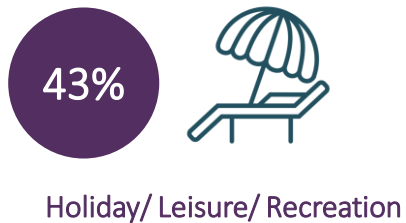
Activity in Mayo

Accommodation
(Top 3)
Stayed with family/friends	60%
Hotel	26%
B&B	18%
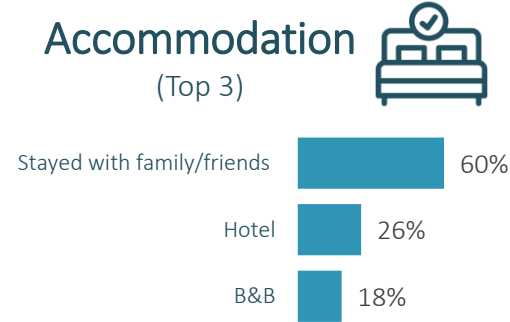
Activities Conducted
(Top 3)
Shopping excluding food, drink	51%
Hiking/Cross country walking	38%
Visiting National parks and forests	18%
Drive along the Wild Atlantic Way	18%

Counties Visited
(Top 3)
Mayo	100%
Galway	30%
Sligo	15%

Average Counties Visited 2

Average Nights
Spent

5

Attractions Visited
(Top 3)
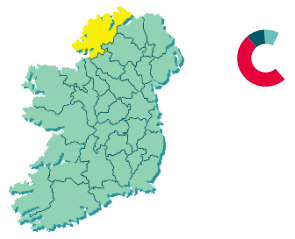|	
Westport/Clew Bay	26%
The Basilica at Knock	21%
The Wild Atlantic Way	16%

SPEND before stay €556

SPEND during stay €472
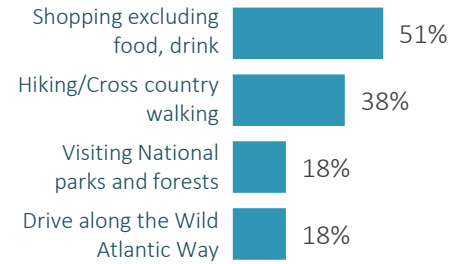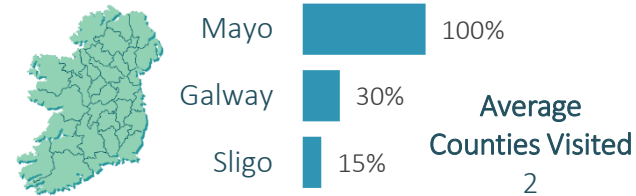
33

County Summary - Donegal

(All passengers who visited Donegal, n=53)

Passenger Profile

Gender
58% 42%

Age
18-24	17%
25-34	12%
35-49	30%
50-64	15%
65+	25%

Social Class
ABC1 52%
C2DE 48%

Country of Residence
(Top 3)
England/Wales/Scotland	77%
Rest of Europe	18%
North/South/Central America	4%

Destination of Flight
(Top 3)
London Luton	18%
London Stanstead	14%
Cologne	11%

Purpose of Visit
56% Holiday/ Leisure/ Recreation

44% Visit Friends/ Relatives
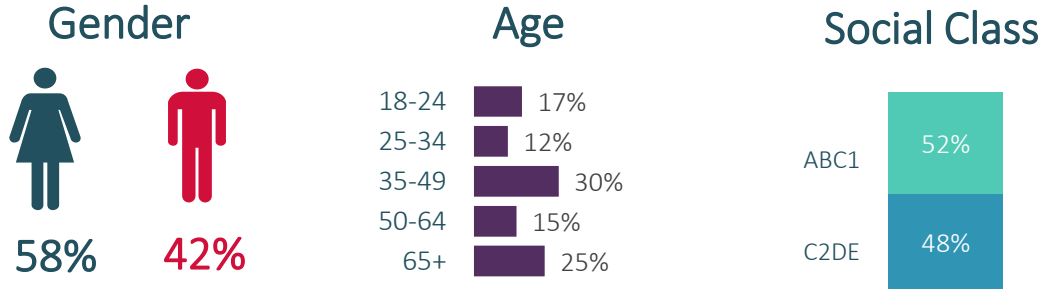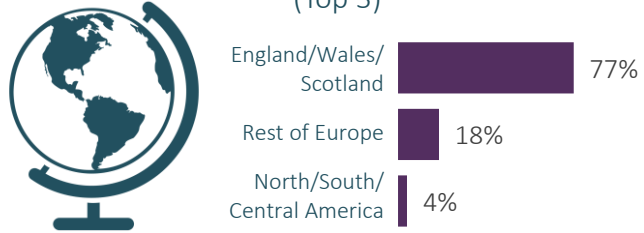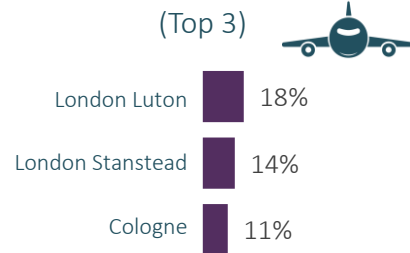
Activity in Donegal

Accommodation
(Top 3)
Stayed with family/friends	71%
B&B	45%
Hotel	41%
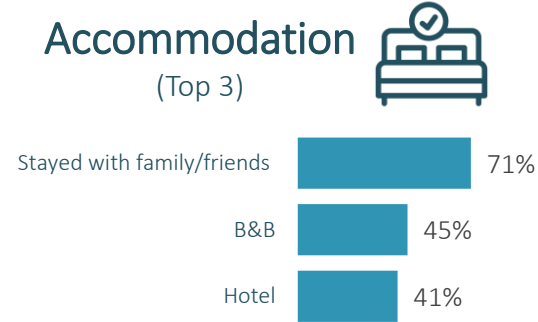
Activities Conducted
(Top 3)
Hiking/Cross country walking	65%
Shopping excluding food, drink	43%
Drive along the Wild Atlantic Way	32%

Counties Visited
(Top 3)
Donegal	100%
Mayo	53%
Sligo	53%
Galway	45%

Average Counties Visited
3

Average Nights
Spent
6

Attractions Visited
(Top 3)
Strandhill	38%
Malin Head	37%
The Cliffs of Moher	23%

SPEND before stay
€809

SPEND during stay
€722
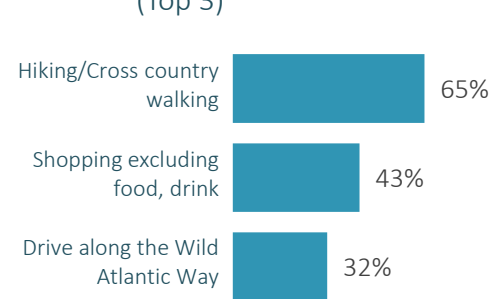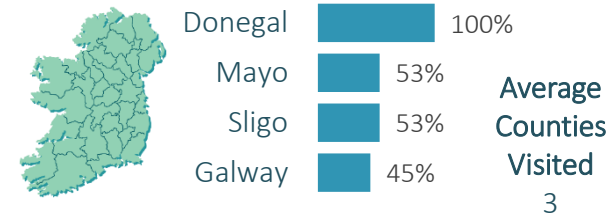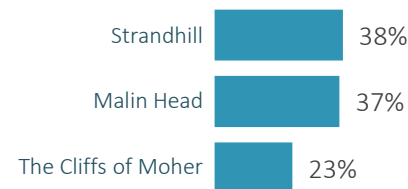
County Summary - Galway

(All passengers who visited Galway, n=358)
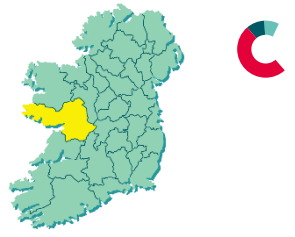
Passenger Profile

Gender

54% 46%

Age

18-24	9%
25-34	20%
35-49	36%
50-64	24%
65+	10%

Social Class

ABC1	65%
C2DE	35%

Country of Residence
(Top 3)

England/Wales/Scotland	79%
Rest of Europe	18%
North/South/Central America	3%

Destination of Flight
(Top 3)

London Stanstead	19%
Liverpool	16%
London Luton	15%

Purpose of Visit

63% Holiday/ Leisure/ Recreation

37% Visit Friends/ Relatives
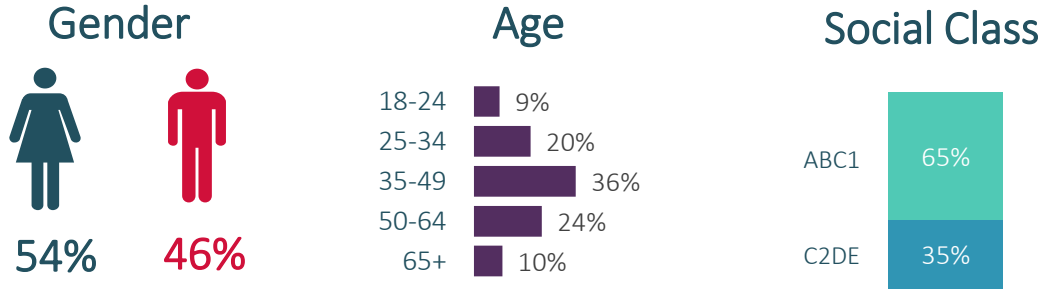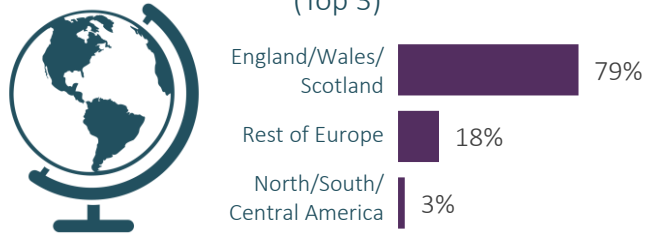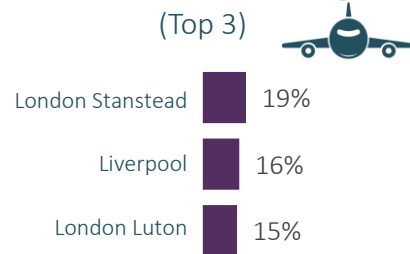
Activity in Galway

Accommodation
(Top 3)
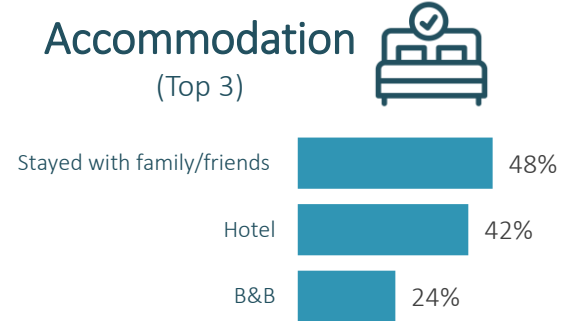
Stayed with family/friends	48%
Hotel	42%
B&B	24%

Activities Conducted
(Top 3)

Shopping excluding food, drink	54%
Hiking/Cross country walking	39%
Drive along the Wild Atlantic Way	30%

Counties Visited
(Top 3)

Galway	100%
Mayo	67%
Sligo	14%
Clare	14%

Average Counties Visited 2

Average Nights
Spent

5

Attractions Visited
(Top 3)

The Wild Atlantic Way	27%
Spanish Arch	25%
Kylemore Abbey	22%

SPEND before stay €749

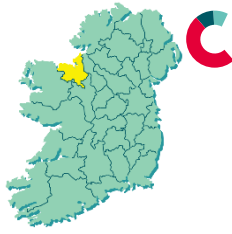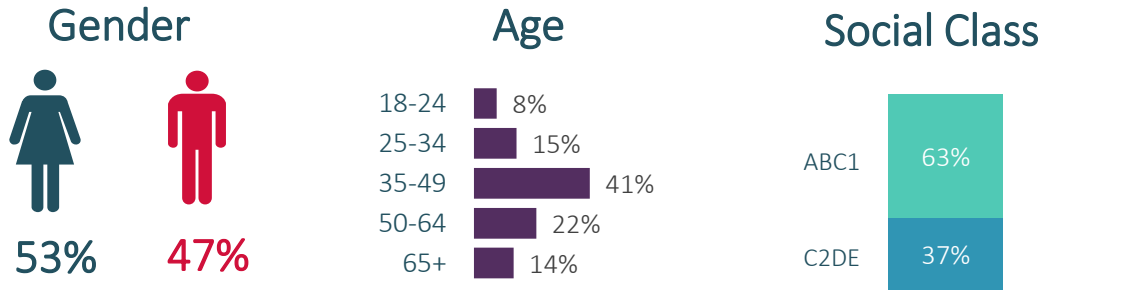SPEND during stay €604
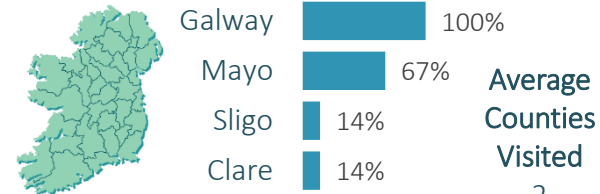
County Summary - Sligo

(All passengers who visited Sligo, n=156)

Passenger Profile

Gender
53% / 47%

Age
- 18-24: 8%
- 25-34: 15%
- 35-49: 41%
- 50-64: 22%
- 65+: 14%

Social Class
- ABC1: 63%
- C2DE: 37%

Country of Residence
(Top 3)
- England/Wales/Scotland: 89%
- Rest of Europe: 8%
- North/South/Central America: 4%

Destination of Flight
(Top 3)
- London Stanstead: 18%
- London Luton: 18%
- London Heathrow: 15%
- Bristol: 10%
- Liverpool: 10%

Purpose of Visit
- 44% Holiday/ Leisure/ Recreation
- 56% Visit Friends/ Relatives

Activity in Sligo

Accommodation
(Top 3)
- Stayed with family/friends: 60%
- Hotel: 32%
- B&B: 27%

Activities Conducted
(Top 3)
- Shopping excluding food, drink: 51%
- Hiking/Cross country walking: 51%
- Water based activities (excluding fishing/swimming): 31%
- Drive along the Wild Atlantic Way: 26%

Counties Visited
(Top 3)
- Sligo: 100%
- Mayo: 75%
- Galway: 31%

Average Counties Visited: 2

Average Nights Spent
5

Attractions Visited
(Top 3)
- Strandhill: 36%
- Westport/Clew Bay: 22%
- The Wild Atlantic Way: 22%
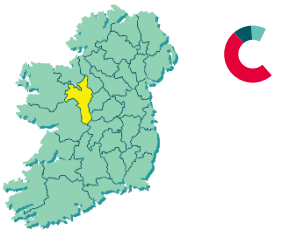- Iniscrone Beach: 19%

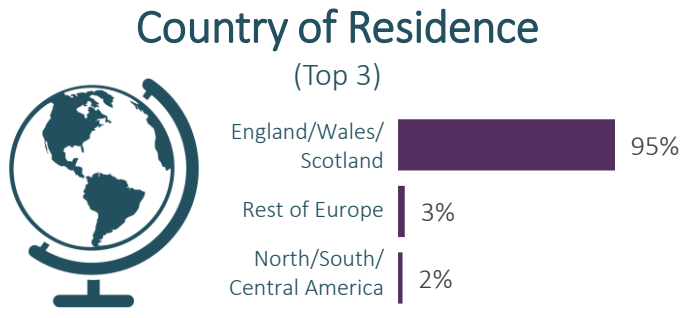SPEND before stay €634

SPEND during stay €544

County Summary - Roscommon

(All passengers who visited Roscommon, n=103)

Passenger Profile

Gender
59% 41%

Age
18-24	10%
25-34	13%
35-49	35%
50-64	26%
65+	16%

Social Class
ABC1 61%
C2DE 39%

Country of Residence
(Top 3)
England/Wales/Scotland	95%
Rest of Europe	3%
North/South/Central America	2%

Destination of Flight
(Top 3)
London Luton	16%
Liverpool	16%
London Stanstead	15%
London Heathrow	14%

Purpose of Visit
22% Holiday/ Leisure/ Recreation
78% Visit Friends/ Relatives

Activity in Roscommon

Accommodation
(Top 3)
Stayed with family/friends	76%
Hotel	15%
B&B	10%

Activities Conducted
(Top 3)
Shopping excluding food, drink	67%
Hiking/Cross country walking	34%
Visiting National parks and forests	28%

Counties Visited
(Top 3)
Roscommon	100%
Mayo	66%
Galway	22%

Average Counties Visited
2

Average Nights
Spent
4

Attractions Visited
(Top 3)
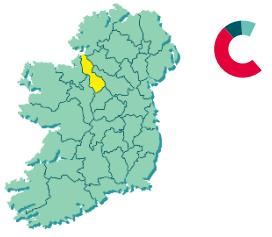|	
Lough Key Forest Park	24%
Strokestown Park	11%
Westport/Clew Bay	10%
The Basilica at Knock	10%
The Wild Atlantic Way	10%

SPEND before stay
€429

SPEND during stay
€396

County Summary - Leitrim

(All passengers who visited Leitrim, n=47)

Passenger Profile

Gender
58% 42%

Age
18-24	10%
25-34	10%
35-49	22%
50-64	25%
65+	32%

Social Class
ABC1 59%
C2DE 41%

Country of Residence
(Top 3)

England/Wales/Scotland	85%
Rest of Europe	8%
North/South/Central America	8%

Destination of Flight
(Top 3)

London Stanstead	33%
Liverpool	13%
London Luton	12%

Purpose of Visit

33% Holiday/ Leisure/ Recreation

67% Visit Friends/ Relatives
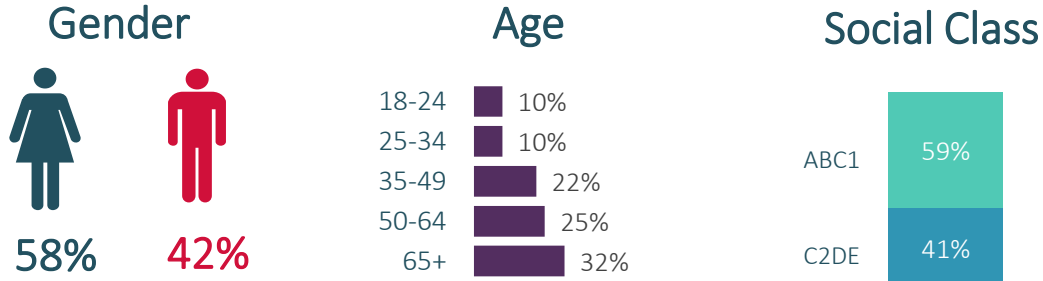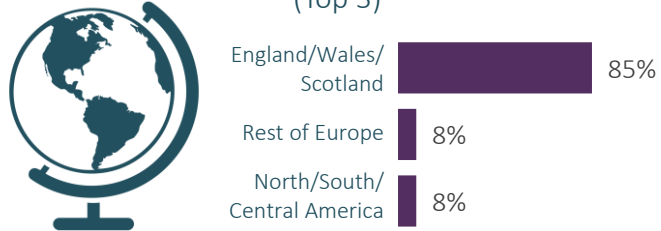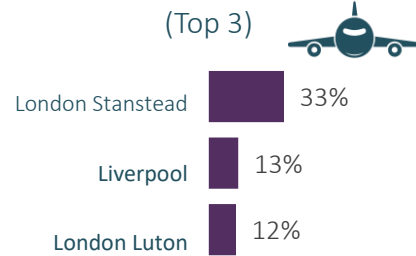
Activity in Leitrim

Accommodation
(Top 3)
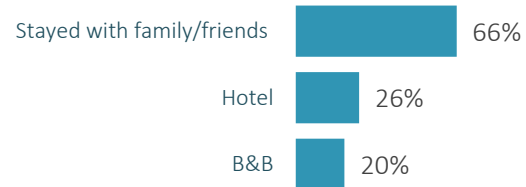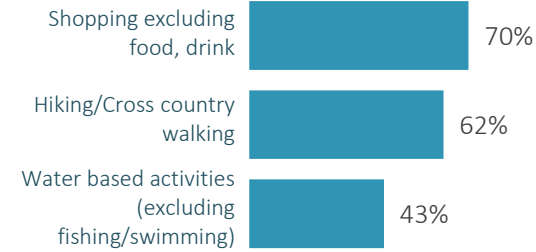
Stayed with family/friends	66%
Hotel	26%
B&B	20%

Activities Conducted
(Top 3)

Shopping excluding food, drink	70%
Hiking/Cross country walking	62%
Water based activities (excluding fishing/swimming)	43%

Counties Visited
(Top 3)

Leitrim	100%
Mayo	63%
Sligo	44%

Average Counties Visited 3

Average Nights
Spent

6

Attractions Visited
(Top 3)

Lough Key Forest Park	31%
Lough Gill	20%
Glencar Waterfall	16%

SPEND before stay €659

SPEND during stay €414

RESEARCH
EVALUATION
DIRECTION
CLARITY

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