

Rural Tourism

**Meet the Challenges
Greet the Opportunities**

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A Rural Tourism Enterprise which one?

Is there a serious tourism industry here ?

Looking for markets ??? Where?

Where do Rural Tourists stay ??

Accommodation or Activity or both?

What do tourists Do ??

Average occupancy

**What is an
Opportunity
?**

**A good chance or
prospect to
Advance and
Achieve
a Goal**

**What is a
Challenge
?**

**A call to Engage
in -----
Process**

**Share of the 7m
Tourists**

Rural Tourism

Has endless Options

Hostels

Wigwams

Equestrian

Walking

B&B

Self Catering

Caravan & Camping

Water Sports

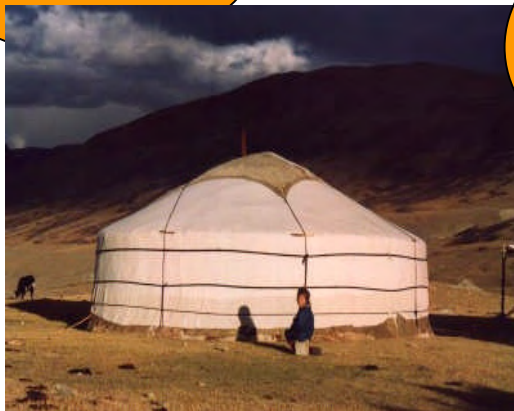
Yurts

Maize

Painting/crafts

Cycling

Culture/ Heritage



2008

7.4m Tourists

**Total Earnings
from
Tourism**

€6.3 Billion

**€4.8 B
Foreign Earnings**

**€1.5 B
Domestic Earnings**

Modest growth of 3- 4%p.a. to 2013

Where did Tourists come from ?

<u>Britain</u>	<u>3.5 million</u>
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<u>Mainland Europe</u>	<u>2.561m</u>
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Germany	. 456 m
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France	. 412 m
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Spain & Italy

<u>USA</u>	<u>.849m</u>
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Where did they stay ?

British Market

47%

20%

B&Bs

18%

Self Catering

5%

Hostels

4% Caravan & Camping



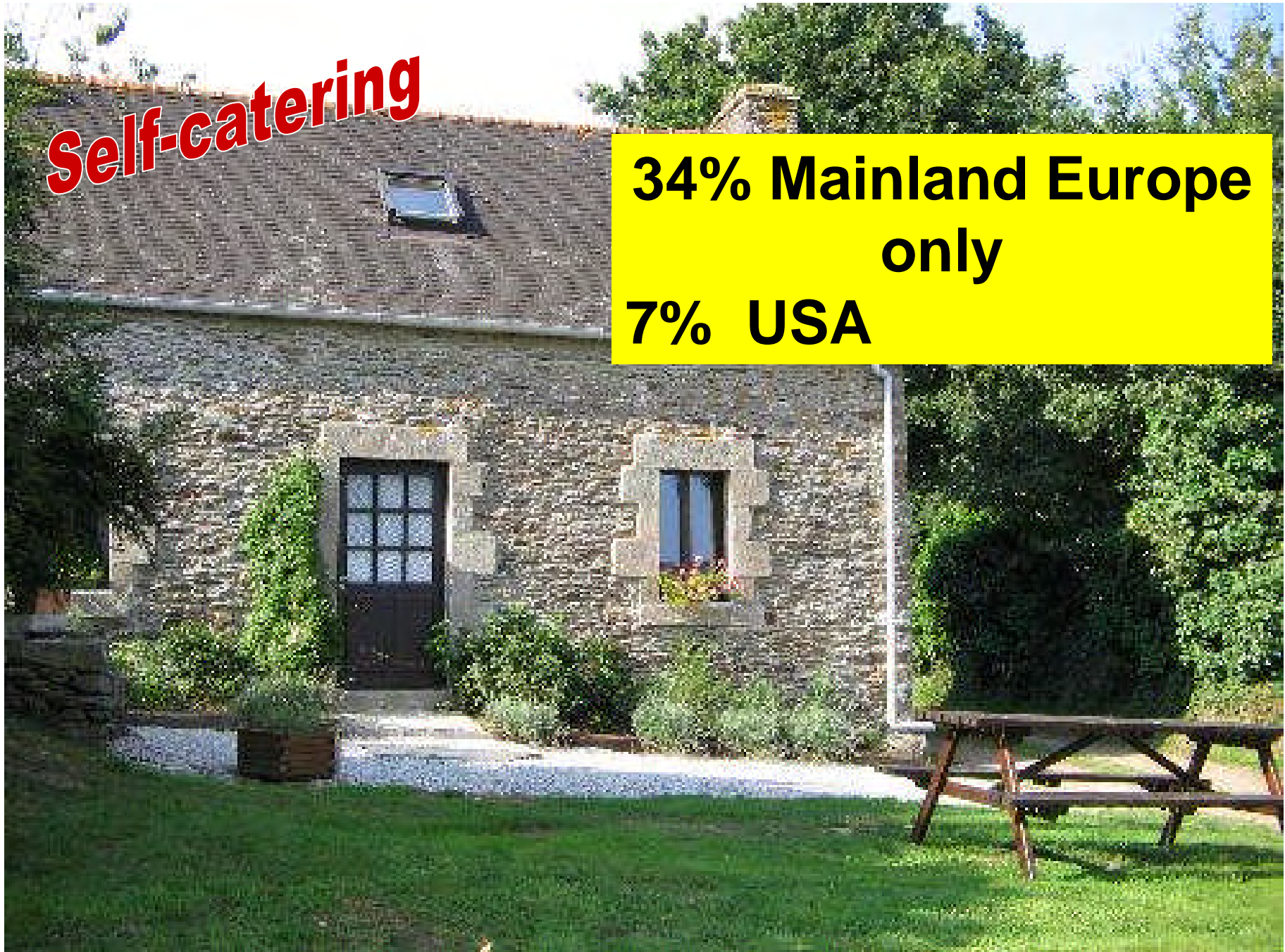
B & Bs

**USA biggest market for B&B
36% stayed in B&Bs**

Self-catering

**34% Mainland Europe
only**

7% USA



Hostels

A photograph of a hostel room. The room features several sets of wooden bunk beds arranged in rows. The beds have white linens and patterned pillows. A window on the left is covered with red curtains. A tall wooden locker unit stands on the right. The room has a red carpet and a small hanging lamp. The word "Hostels" is written in large, stylized red letters with a black outline in the upper left corner.

30% Mainland Europe

5% UK

Caravan & Camping



2% in Total

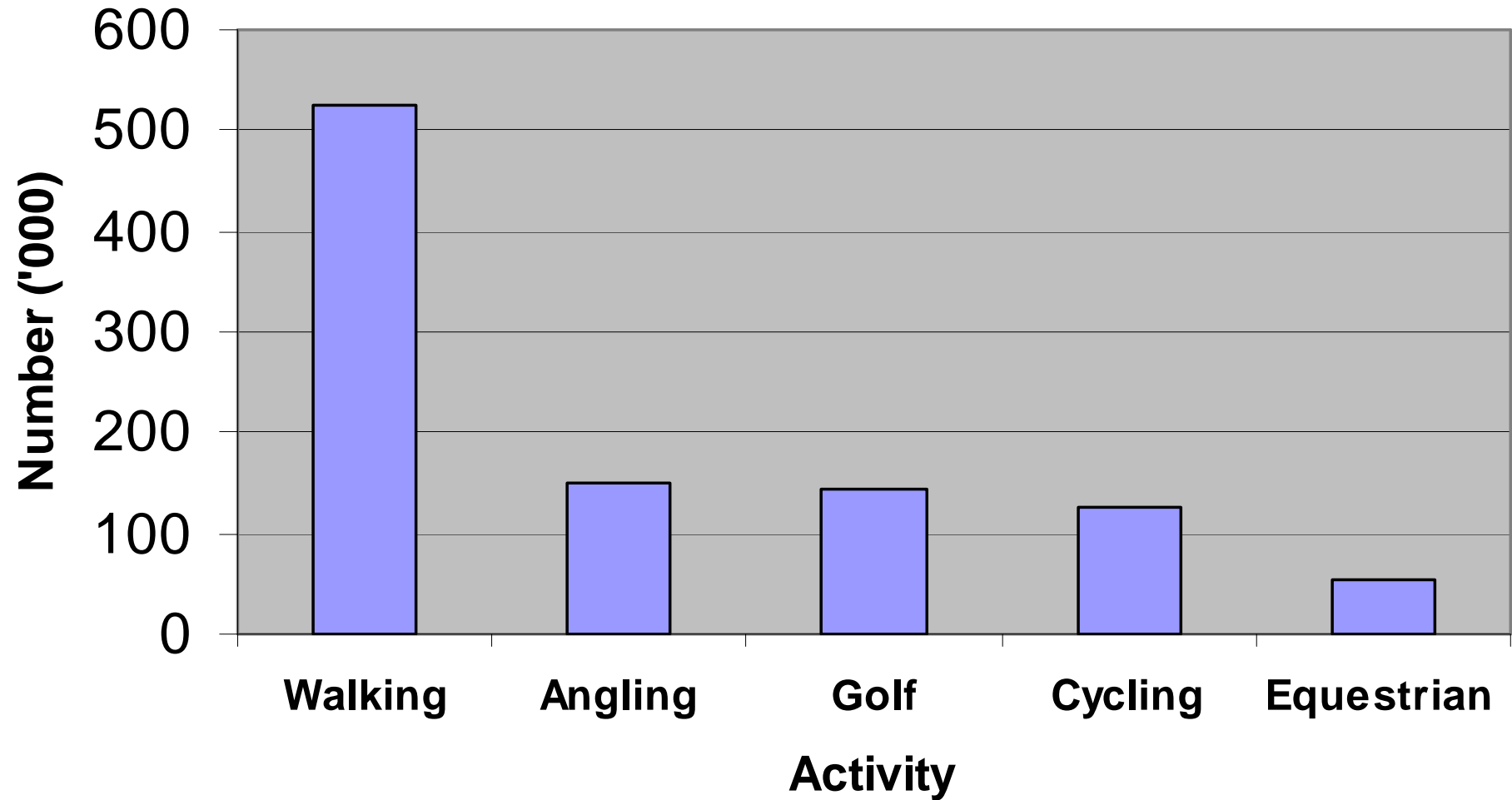
8% Mainland Europe



How does the Tourist spend their Euro ?

Accommodation	27 c	
Activity	9c	
Food	16c	(52%)
Gifts	12c	(64%)
Travel in rural area	16c	
Snacks	9c	
Other	11c	

What Did the Tourists Do ???



Walking

Biggest activity market
• 5 million Tourists

10% Americans
9% UK
13 % Mainland Europe



Angling



140,000 Tourists

2% Mainland Europe

3% Britian

The Biggest Activity

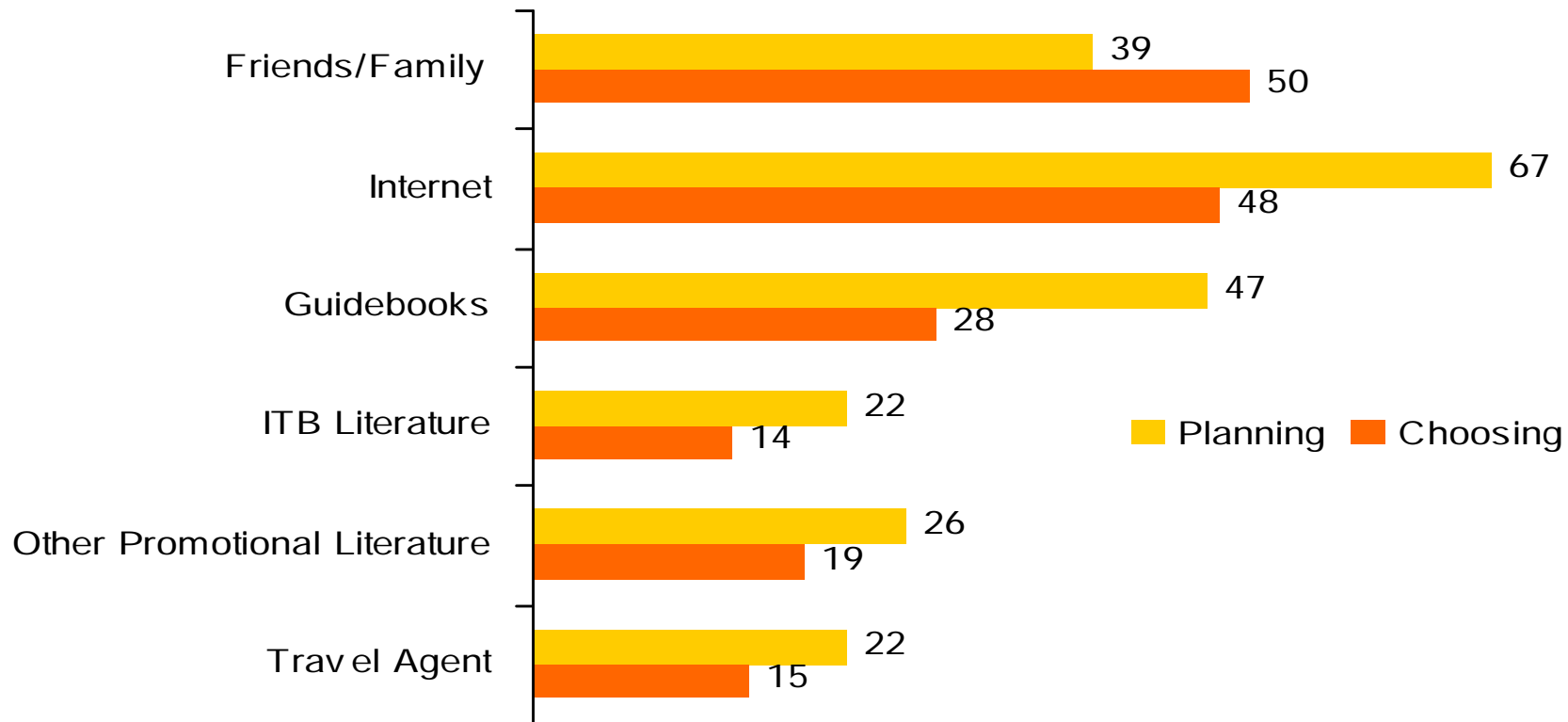
Culture /Heritage

82% Americans

63% Mainland Europe

50% UK

Where did Tourists get Information (%)



Potential Income

Occupancy

B&Bs 34% in '08

Self- Catering 46% '08

Hostels 60% '08