

TOURISM FACTS 2019: Ireland's Hidden Heartlands

OVERSEAS TOURISTS



449,000

Overseas Tourists visited
Ireland's Hidden Heartlands



Generating
€178mn
in Revenue



Spending on average,
€397
per capita in Ireland's
Hidden Heartlands



Spending on average,
6.1
nights in Ireland's
Hidden Heartlands

DOMESTIC TOURISTS



784,000

Domestic Tourists visited
Ireland's Hidden Heartlands



Generating
€129mn
in Revenue

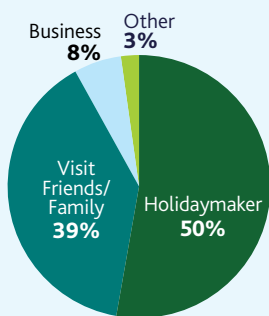


Spending on average,
€164
per capita in Ireland's
Hidden Heartlands



Spending on average,
2.3
nights in Ireland's
Hidden Heartlands

Purpose of Visit



Experience of Ireland

3 in 5

Overseas holidaymakers
visiting Ireland's
Hidden Heartlands
were travelling
to Ireland for
the first time



NORTHERN IRELAND TOURISTS



120,000

Northern Ireland
Tourists visited
Ireland's Hidden Heartlands



Generating
€34mn
in Revenue



Spending on average,
€280
per capita in Ireland's
Hidden Heartlands



Spending on average,
2.6
nights in Ireland's
Hidden Heartlands

Accommodation Bednights (overseas holidaymakers)

