

TOURISM FACTS 2019: Wild Atlantic Way

OVERSEAS TOURISTS



3.4mn
Overseas Tourists
visited the Wild Atlantic Way



Generating
€1.9bn
in Revenue



Spending on average,
€551
per capita on the
Wild Atlantic Way



Spending on average,
6.9
nights on the
Wild Atlantic Way

DOMESTIC TOURISTS



5.0mn
Domestic Tourists visited
the Wild Atlantic Way



Generating
€1.1bn
in Revenue

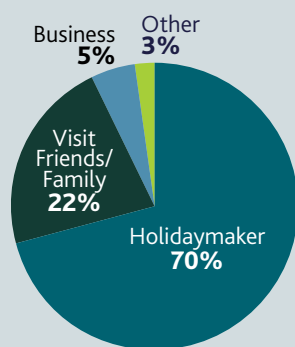


Spending on average,
€210
per capita on the
Wild Atlantic Way



Spending on average,
3.0
nights on the
Wild Atlantic Way

Purpose of Visit



Experience of Ireland

2 in 3

Overseas holidaymakers
visiting the Wild Atlantic Way
were travelling to
Ireland for
the first time



NORTHERN IRELAND TOURISTS



605,000
Northern Ireland Tourists
visited the
Wild Atlantic Way



Generating
€186mn
in Revenue



Spending on average,
€307
per capita on the
Wild Atlantic Way



Spending on average,
2.8
nights on the
Wild Atlantic Way

Accommodation Bednights (overseas holidaymakers)

