

# Regional tourism performance in 2016

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***Issued By:***

Research & Evaluation  
Fáilte Ireland  
Amiens St  
Dublin 1  
Tel: 01-884 7700  
Website: [www.failteireland.ie](http://www.failteireland.ie)  
Email: [research.statistics@failteireland.ie](mailto:research.statistics@failteireland.ie)

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<sup>1</sup> CSO Domestic data revised December 2017

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Please note: tourists and holidaymakers can visit more than one county or region during one trip, therefore the sum of visits/holidays to regions and counties add up to more than the national total.

## Regional Performance - Tourists in 2016<sup>2</sup>

| REGION            |                       | Britain | Mainland Europe | North America | Other Areas | All Overseas | Northern Ireland | Domestic Trips |
|-------------------|-----------------------|---------|-----------------|---------------|-------------|--------------|------------------|----------------|
| <b>Dublin</b>     | Tourists (000s)       | 1,893   | 2,231           | 1,169         | 394         | 5,687        | 310              | 1,432          |
|                   | Tourist Revenue (€mn) | 368     | 764             | 496           | 347         | 1,975        | 106              | 278            |
| <b>Mid East</b>   | Tourists (000s)       | 241     | 234             | 108           | 42          | 626          | 37               | 707            |
|                   | Tourist Revenue (€mn) | 68      | 99              | 65            | 18          | 251          | 14               | 125            |
| <b>Midlands</b>   | Tourists (000s)       | 128     | 64              | 28            | 6           | 226          | 18               | 404            |
|                   | Tourist Revenue (€mn) | 31      | 25              | 13            | 2           | 72           | 6                | 67             |
| <b>South East</b> | Tourists (000s)       | 358     | 290             | 227           | 71          | 946          | 67               | 1,357          |
|                   | Tourist Revenue (€mn) | 112     | 73              | 56            | 32          | 273          | 25               | 235            |
| <b>South West</b> | Tourists (000s)       | 593     | 772             | 591           | 122         | 2,079        | 84               | 2,022          |
|                   | Tourist Revenue (€mn) | 200     | 280             | 317           | 52          | 849          | 38               | 405            |
| <b>Mid West</b>   | Tourists (000s)       | 377     | 401             | 357           | 80          | 1,215        | 9                | 823            |
|                   | Tourist Revenue (€mn) | 102     | 133             | 120           | 36          | 390          | 2                | 171            |
| <b>West</b>       | Tourists (000s)       | 350     | 733             | 479           | 114         | 1,675        | 155              | 1,600          |
|                   | Tourist Revenue (€mn) | 110     | 191             | 210           | 33          | 543          | 54               | 332            |
| <b>Border</b>     | Tourists (000s)       | 360     | 263             | 144           | 47          | 815          | 679              | 1,014          |
|                   | Tourist Revenue (€mn) | 120     | 92              | 60            | 13          | 286          | 123              | 185            |

<sup>2</sup> Small sample size by market – Midlands & Mid East

## Regional Performance - Holidaymakers in 2016<sup>3</sup>

| REGION            |                            | Britain | Mainland Europe | North America | Other Areas | All Overseas | Domestic Trips |
|-------------------|----------------------------|---------|-----------------|---------------|-------------|--------------|----------------|
| <b>Dublin</b>     | Holidaymakers (000s)       | 842     | 1,310           | 884           | 202         | 3,238        | 501            |
|                   | Holidaymaker Revenue (€mn) | 152     | 376             | 354           | 103         | 985          | 123            |
| <b>Mid East</b>   | Holidaymakers (000s)       | 56      | 125             | 75            | 10          | 266          | 340            |
|                   | Holidaymaker Revenue (€mn) | 14      | 40              | 25            | 3           | 82           | 75             |
| <b>Midlands</b>   | Holidaymakers (000s)       | 26      | 28              | 19            | 1           | 73           | 179            |
|                   | Holidaymaker Revenue (€mn) | 4       | 6               | 6             | *           | 16           | 37             |
| <b>South East</b> | Holidaymakers (000s)       | 147     | 203             | 182           | 44          | 577          | 850            |
|                   | Holidaymaker Revenue (€mn) | 47      | 35              | 39            | 16          | 138          | 172            |
| <b>South West</b> | Holidaymakers (000s)       | 328     | 593             | 486           | 85          | 1,492        | 1,191          |
|                   | Holidaymaker Revenue (€mn) | 121     | 217             | 293           | 36          | 667          | 286            |
| <b>Mid West</b>   | Holidaymakers (000s)       | 147     | 301             | 305           | 49          | 802          | 408            |
|                   | Holidaymaker Revenue (€mn) | 49      | 63              | 79            | 11          | 202          | 115            |
| <b>West</b>       | Holidaymakers (000s)       | 163     | 568             | 373           | 71          | 1,176        | 882            |
|                   | Holidaymaker Revenue (€mn) | 54      | 147             | 137           | 24          | 362          | 211            |
| <b>Border</b>     | Holidaymakers (000s)       | 121     | 185             | 99            | 24          | 429          | 518            |
|                   | Holidaymaker Revenue (€mn) | 46      | 59              | 39            | 8           | 152          | 118            |

<sup>3</sup> Small sample size by market – Midlands & Mid East  
 Base size too small to include Northern Ireland figures

## Overseas tourists (000s) to counties in 2016

| County            | Total | Britain | Mainland Europe | North America | Other Areas |
|-------------------|-------|---------|-----------------|---------------|-------------|
| Dublin            | 5,687 | 1,893   | 2,231           | 1,169         | 394         |
| Kildare           | 211   | 96      | 75              | 25            | 15          |
| Meath             | 155   | 61      | 50              | 33            | 11          |
| Wicklow           | 272   | 88      | 114             | 52            | 17          |
| Laois             | 46    | 27      | 11              | 6             | 1           |
| Longford          | 25    | 14      | 8               | 3             | *           |
| Offaly            | 52    | 30      | 14              | 6             | 2           |
| Westmeath         | 107   | 60      | 31              | 13            | 3           |
| Carlow            | 75    | 40      | 23              | 7             | 5           |
| Kilkenny          | 293   | 65      | 114             | 89            | 24          |
| Tipperary (South) | 144   | 60      | 43              | 29            | 11          |
| Waterford         | 273   | 90      | 78              | 84            | 21          |
| Wexford           | 238   | 134     | 58              | 33            | 13          |
| Cork              | 1,377 | 460     | 532             | 306           | 78          |
| Kerry             | 1,076 | 173     | 416             | 418           | 69          |
| Clare             | 635   | 141     | 219             | 235           | 40          |
| Limerick          | 568   | 209     | 184             | 134           | 41          |
| Tipperary (North) | 56    | 34      | 13              | 6             | 3           |
| Galway            | 1,449 | 259     | 666             | 422           | 102         |
| Mayo              | 309   | 85      | 125             | 86            | 14          |
| Roscommon         | 52    | 25      | 10              | 14            | 3           |
| Cavan             | 125   | 77      | 20              | 20            | 8           |
| Donegal           | 283   | 84      | 113             | 62            | 24          |
| Leitrim           | 49    | 22      | 12              | 10            | 4           |
| Monaghan          | 65    | 43      | 13              | 8             | 1           |
| Sligo             | 184   | 52      | 83              | 38            | 11          |
| Louth             | 176   | 96      | 53              | 19            | 7           |

• "\*" indicates less than 1,000.

• Total visits to region are less than the sum of visits to the counties because overseas tourists can visit more than one county.

• Data is based on three-year rolling averages.

## Overseas tourist revenue (€mn) by county in 2016

| County            | Total | Britain | Mainland Europe | North America | Other Areas |
|-------------------|-------|---------|-----------------|---------------|-------------|
| Dublin            | 1,975 | 368     | 763             | 496           | 347         |
| Kildare           | 115   | 31      | 43              | 34            | 7           |
| Meath             | 48    | 15      | 21              | 10            | 3           |
| Wicklow           | 86    | 22      | 35              | 21            | 8           |
| Laois             | 13    | 6       | 4               | 3             | *           |
| Longford          | 8     | 4       | 3               | 1             | *           |
| Offaly            | 14    | 7       | 3               | 3             | 1           |
| Westmeath         | 36    | 13      | 15              | 7             | 1           |
| Carlow            | 37    | 15      | 12              | 6             | 3           |
| Kilkenny          | 56    | 19      | 14              | 12            | 10          |
| Tipperary (South) | 46    | 21      | 13              | 10            | 3           |
| Waterford         | 73    | 25      | 24              | 15            | 10          |
| Wexford           | 60    | 32      | 10              | 12            | 6           |
| Cork              | 579   | 137     | 212             | 191           | 38          |
| Kerry             | 270   | 63      | 68              | 126           | 14          |
| Clare             | 138   | 37      | 47              | 47            | 8           |
| Limerick          | 223   | 54      | 72              | 70            | 27          |
| Tipperary (North) | 30    | 11      | 14              | 4             | 1           |
| Galway            | 455   | 75      | 168             | 184           | 29          |
| Mayo              | 68    | 26      | 20              | 20            | 3           |
| Roscommon         | 20    | 9       | 3               | 7             | 2           |
| Cavan             | 51    | 25      | 10              | 11            | 4           |
| Donegal           | 90    | 33      | 30              | 23            | 4           |
| Leitrim           | 19    | 8       | 5               | 4             | 1           |
| Monaghan          | 27    | 17      | 7               | 4             | *           |
| Sligo             | 48    | 15      | 19              | 12            | 2           |
| Louth             | 50    | 22      | 21              | 6             | 2           |

- "\*" indicates less than €1mn.
- Data is based on three-year rolling averages.

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## Irish residents' trips by county

Number of trips (000s) by the main county visited, 2012 - 2016

|   | 2012         | 2013         | 2014         | 2015         | 2016         |
|---|--------------|--------------|--------------|--------------|--------------|
| <b>Total domestic – trips (000s) <sup>1</sup></b> | <b>8,291</b> | <b>8,413</b> | <b>8,991</b> | <b>9,125</b> | <b>9,359</b> |
| Cavan and Leitrim                                 | 196          | 242          | 179          | 234          | 221          |
| Clare   | 388          | 347          | 388          | 410          | 423          |
| Cork  | 944          | 902          | 973          | 967          | 1,178        |
| Donegal   | 300          | 313          | 329          | 314          | 374          |
| Dublin  | 1,642        | 1,525        | 1,639        | 1,599        | 1,432        |
| Galway  | 720          | 834          | 916          | 895          | 1,019        |
| Kerry   | 708          | 823          | 862          | 779          | 844          |
| Kildare and Carlow                                | 250          | 228          | 253          | 306          | 241          |
| Kilkenny  | 197          | 291          | 200          | 228          | 288          |
| Laois and Offaly                                  | 155          | 169          | 205          | 193          | 179          |
| Limerick  | 188          | 271          | 253          | 257          | 211          |
| Louth and Monaghan                                | 110          | 148          | 197          | 142          | 197          |
| Mayo  | 385          | 458          | 524          | 463          | 508          |
| Meath   | 184          | 182          | 183          | 208          | 223          |
| Roscommon and Longford                            | 156          | 97           | 137          | 160          | 136          |
| Sligo   | 242          | 207          | 223          | 263          | 222          |
| Tipperary   | 202          | 184          | 161          | 217          | 198          |
| Waterford   | 304          | 273          | 317          | 285          | 335          |
| Westmeath   | 177          | 167          | 187          | 209          | 162          |
| Wexford   | 575          | 518          | 603          | 679          | 637          |
| Wicklow   | 267          | 234          | 259          | 315          | 330          |

<sup>1</sup> Data is published at county level above a threshold of 150,000 trips for most recent year. Data is amalgamated below this threshold.

Source: Central Statistics Office Household Travel Survey, 2012-2016

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## Irish residents' trip expenditure by county

Expenditure by main county visited, 2012- 2016

|  | <b>2012</b>    | <b>2013</b>    | <b>2014</b>    | <b>2015</b>    | <b>2016</b>    |
|--|----------------|----------------|----------------|----------------|----------------|
| <b>Total domestic expenditure (€million)</b> | <b>1,514.2</b> | <b>1,533.0</b> | <b>1,713.5</b> | <b>1,725.3</b> | <b>1,797.7</b> |
| Cavan and Leitrim                            | 30.3           | 39.5           | 24.9           | 39.4           | 38.7           |
| Clare  | 88.1           | 87.2           | 83.2           | 101.1          | 122.1          |
| Cork   | 180.3          | 150.9          | 171.3          | 170.9          | 195.9          |
| Donegal                                      | 73.0           | 67.8           | 89.2           | 75.6           | 99.9           |
| Dublin                                       | 273.5          | 267.2          | 283.7          | 264.0          | 278.2          |
| Galway                                       | 143.4          | 150.7          | 201.0          | 194.0          | 193.9          |
| Kerry  | 171.6          | 200.7          | 198.4          | 202.7          | 196.1          |
| Kildare and Carlow                           | 35.1           | 24.9           | 30.4           | 39.9           | 29.3           |
| Kilkenny                                     | 28.5           | 36.1           | 24.0           | 30.1           | 39.3           |
| Laois and Offaly                             | 19.0           | 20.5           | 27.9           | 24.8           | 23.9           |
| Limerick                                     | 25.2           | 37.4           | 39.2           | 32.1           | 33.6           |
| Louth and Monaghan                           | 15.2           | 18.7           | 30.5           | 24.3           | 31.3           |
| Mayo   | 84.5           | 109.6          | 118.6          | 93.3           | 105.5          |
| Meath  | 28.6           | 20.7           | 20.3           | 23.6           | 25.7           |
| Roscommon and Longford                       | 19.0           | 19.0           | 26.8           | 28.2           | 17.5           |
| Sligo  | 39.1           | 42.2           | 43.0           | 61.2           | 45.3           |
| Tipperary                                    | 29.6           | 22.8           | 27.7           | 37.5           | 33.4           |
| Waterford                                    | 63.8           | 51.2           | 73.7           | 62.3           | 63.9           |
| Westmeath                                    | 18.2           | 19.6           | 20.8           | 28.2           | 20.1           |
| Wexford                                      | 109.1          | 111.9          | 140.2          | 139.9          | 131.8          |
| Wicklow                                      | 39.1           | 34.6           | 38.6           | 51.7           | 71.6           |

Source: Fáilte Ireland's own estimates based on CSO Household Travel Survey, 2016



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## Profile of overseas tourists by region in 2016<sup>4</sup>

| Main reason for visit (%)  | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|----------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Holiday                    | 57     | 42       | 32       | 61         | 72         | 66       | 70   | 53     |
| Business                   | 15     | 13       | 14       | 7          | 5          | 8        | 4    | 8      |
| Visiting friends/relatives | 23     | 40       | 50       | 28         | 20         | 22       | 22   | 38     |
| Other                      | 5      | 5        | 3        | 3          | 3          | 4        | 4    | 2      |

| Month of departure (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| January-March          | 20     | 16       | 23       | 13         | 15         | 14       | 12   | 15     |
| April                  | 8      | 8        | 7        | 7          | 9          | 9        | 6    | 6      |
| May                    | 10     | 8        | 5        | 10         | 13         | 11       | 12   | 10     |
| June                   | 10     | 10       | 11       | 11         | 10         | 9        | 9    | 9      |
| July                   | 11     | 12       | 11       | 13         | 13         | 13       | 15   | 14     |
| August                 | 11     | 14       | 14       | 15         | 13         | 14       | 18   | 18     |
| September              | 9      | 7        | 7        | 12         | 11         | 12       | 12   | 11     |
| October-December       | 22     | 24       | 22       | 19         | 18         | 19       | 18   | 17     |

| Route of entry (%)       | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|--------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Air from Britain         | 36     | 34       | 44       | 28         | 30         | 38       | 25   | 25     |
| Air from Mainland Europe | 46     | 38       | 27       | 29         | 36         | 31       | 41   | 31     |
| Transatlantic Air        | 11     | 11       | 8        | 18         | 18         | 18       | 18   | 18     |
| Asia/Middle East Air     | 2      | 3        | 1        | 2          | 1          | 2        | 2    | 4      |
| Sea from Britain         | 4      | 13       | 19       | 20         | 12         | 9        | 10   | 19     |
| Sea from Mainland Europe | 1      | 1        | 1        | 3          | 3          | 3        | 3    | 3      |

| Accommodation used (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Hotel                  | 50     | 28       | 27       | 37         | 37         | 39       | 47   | 32     |
| Guesthouse/B&B         | 10     | 14       | 10       | 18         | 26         | 18       | 33   | 18     |
| Rented                 | 6      | 3        | 3        | 4          | 7          | 6        | 11   | 5      |
| Caravan & camping      | *      | 1        | 1        | 2          | 2          | 2        | 2    | 1      |
| Hostel                 | 8      | 1        | -        | 3          | 7          | 5        | 15   | 3      |
| Friends/relatives      | 22     | 48       | 57       | 33         | 24         | 27       | 29   | 34     |
| Other                  | 4      | 8        | 4        | 7          | 6          | 6        | 7    | 7      |

<sup>4</sup> Small sample size by market – Midlands & Mid East

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| Accommodation bednights (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|-----------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Hotel                       | 21     | 29       | 9        | 16         | 20         | 12       | 16   | 14     |
| Guesthouse/B&B              | 5      | 20       | 3        | 11         | 13         | 6        | 12   | 10     |
| Rented                      | 32     | 4        | 27       | 15         | 19         | 27       | 24   | 14     |
| Caravan & camping           | *      | 4        | *        | 1          | 1          | 1        | 1    | 1      |
| Hostel                      | 4      | 1        | -        | 1          | 3          | 1        | 5    | 2      |
| Friends/relatives           | 18     | 16       | 54       | 40         | 26         | 25       | 26   | 39     |
| Other                       | 20     | 26       | 7        | 16         | 18         | 28       | 16   | 20     |

| Other regions visited (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|---------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Dublin                    |        | 25       | 25       | 16         | 46         | 37       | 56   | 37     |
| Mid East                  | 3      |          | 8        | 3          | 7          | 6        | 8    | 8      |
| Midlands                  | 1      | 3        |          | 1          | 2          | 3        | 3    | 3      |
| South East                | 6      | 12       | 10       |            | 18         | 15       | 16   | 13     |
| South West                | 15     | 17       | 11       | 13         |            | 36       | 39   | 23     |
| Mid West                  | 7      | 9        | 10       | 4          | 22         |          | 18   | 16     |
| West                      | 15     | 16       | 17       | 7          | 32         | 25       |      | 29     |
| Border                    | 4      | 8        | 8        | 3          | 8          | 9        | 13   |        |

| Experience of Ireland (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|---------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Irish born                | 8      | 20       | 25       | 17         | 10         | 12       | 9    | 17     |
| On first visit            | 46     | 26       | 14       | 34         | 45         | 39       | 49   | 27     |
| Repeat                    | 46     | 54       | 60       | 49         | 45         | 49       | 42   | 56     |

| Party composition (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|-----------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Travelling alone      | 54     | 56       | 63       | 42         | 38         | 45       | 40   | 46     |
| Couple                | 22     | 27       | 19       | 33         | 35         | 30       | 33   | 31     |
| Family                | 9      | 9        | 14       | 15         | 13         | 12       | 12   | 13     |
| Other adult party     | 15     | 8        | 4        | 10         | 14         | 13       | 15   | 10     |

| Social class (%)              | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|-------------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Managerial/ professional (AB) | 30     | 33       | 33       | 31         | 36         | 24       | 28   | 28     |
| White collar (C1)             | 58     | 53       | 47       | 54         | 52         | 62       | 59   | 57     |
| Skilled worker (C2)           | 9      | 10       | 15       | 10         | 8          | 11       | 10   | 10     |
| Unskilled worker (DE)         | 3      | 3        | 5        | 4          | 4          | 3        | 3    | 4      |

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| Age (%)        | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|----------------|--------|----------|----------|------------|------------|----------|------|--------|
| Under 19 years | 7      | 8        | 14       | 9          | 7          | 6        | 6    | 8      |
| 19-24 years    | 17     | 10       | 9        | 8          | 11         | 11       | 15   | 8      |
| 25-34 years    | 27     | 23       | 17       | 21         | 23         | 25       | 25   | 20     |
| 35-44 years    | 15     | 14       | 10       | 10         | 13         | 15       | 11   | 11     |
| 45-54 years    | 16     | 15       | 19       | 15         | 16         | 15       | 15   | 16     |
| 55-64 years    | 12     | 17       | 15       | 20         | 18         | 16       | 16   | 18     |
| 65+ years      | 7      | 13       | 16       | 16         | 13         | 12       | 12   | 18     |

**Profile of overseas holidaymakers by region in 2016<sup>5</sup>**

| Month of departure (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| January-March          | 18     | 9        | 7        | 7          | 9          | 10       | 7    | 9      |
| April                  | 9      | 9        | 7        | 6          | 7          | 8        | 7    | 4      |
| May                    | 10     | 10       | 3        | 12         | 14         | 12       | 14   | 12     |
| June                   | 10     | 12       | 16       | 12         | 11         | 11       | 10   | 11     |
| July                   | 14     | 17       | 27       | 16         | 17         | 15       | 20   | 18     |
| August                 | 11     | 21       | 16       | 20         | 15         | 15       | 16   | 21     |
| September              | 11     | 9        | 15       | 14         | 13         | 15       | 14   | 14     |
| October-December       | 17     | 11       | 9        | 13         | 13         | 15       | 13   | 11     |

| Route of entry (%)       | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|--------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Air from Britain         | 28     | 10       | 9        | 13         | 23         | 22       | 19   | 11     |
| Air from Mainland Europe | 48     | 42       | 33       | 31         | 37         | 36       | 44   | 36     |
| Transatlantic Air        | 16     | 22       | 12       | 25         | 21         | 26       | 20   | 23     |
| Asia/Middle East Air     | 1      | -        | -        | 1          | *          | 1        | 1    | 2      |
| Sea from Britain         | 6      | 21       | 40       | 24         | 13         | 10       | 11   | 20     |
| Sea from Mainland Europe | 1      | 5        | 7        | 7          | 5          | 5        | 5    | 7      |

| Accommodation used (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Hotel                  | 57     | 38       | 36       | 46         | 43         | 49       | 59   | 43     |
| Guesthouse/B&B         | 18     | 35       | 37       | 31         | 36         | 31       | 45   | 33     |
| Rented                 | 7      | 3        | -        | 5          | 9          | 6        | 11   | 6      |
| Caravan & camping      | 1      | 4        | 5        | 4          | 3          | 4        | 4    | 5      |
| Hostel                 | 15     | 2        | -        | 4          | 8          | 5        | 18   | 4      |
| Friends/relatives      | 3      | 8        | 12       | 5          | 4          | 3        | 6    | 3      |
| Other                  | 2      | 12       | 10       | 7          | 5          | 3        | 3    | 7      |

<sup>5</sup> Small sample size by market – Midlands & Mid East

**Regional Performance 2016**

| <b>Accommodation bednights (%)</b> | <b>Dublin</b> | <b>Mid East</b> | <b>Midlands</b> | <b>South East</b> | <b>South West</b> | <b>Mid West</b> | <b>West</b> | <b>Border</b> |
|------------------------------------|---------------|-----------------|-----------------|-------------------|-------------------|-----------------|-------------|---------------|
| Hotel                              | 53            | 29              | 35              | 34                | 40                | 35              | 34          | 31            |
| Guesthouse/B&B                     | 17            | 20              | 26              | 23                | 22                | 25              | 27          | 21            |
| Rented                             | 8             | 4               | -               | 10                | 14                | 16              | 10          | 14            |
| Caravan & camping                  | 1             | 4               | 3               | 4                 | 3                 | 4               | 4           | 3             |
| Hostel                             | 15            | 1               | -               | 3                 | 5                 | 4               | 10          | 3             |
| Friends/relatives                  | 4             | 16              | 19              | 12                | 8                 | 6               | 7           | 4             |
| Other                              | 2             | 26              | 17              | 14                | 8                 | 10              | 8           | 24            |

| <b>Other regions visited (%)</b> | <b>Dublin</b> | <b>Mid East</b> | <b>Midlands</b> | <b>South East</b> | <b>South West</b> | <b>Mid West</b> | <b>West</b> | <b>Border</b> |
|----------------------------------|---------------|-----------------|-----------------|-------------------|-------------------|-----------------|-------------|---------------|
| Dublin                           |               | 53              | 61              | 65                | 64                | 61              | 74          | 67            |
| Mid East                         | 4             |                 | 15              | 13                | 9                 | 9               | 10          | 14            |
| Midlands                         | 1             | 4               |                 | 3                 | 2                 | 3               | 3           | 4             |
| South East                       | 12            | 28              | 27              |                   | 27                | 24              | 24          | 24            |
| South West                       | 30            | 51              | 39              | 70                |                   | 61              | 59          | 46            |
| Mid West                         | 16            | 28              | 35              | 34                | 34                |                 | 28          | 31            |
| West                             | 28            | 45              | 59              | 49                | 47                | 41              |             | 59            |
| Border                           | 8             | 19              | 23              | 16                | 11                | 14              | 18          |               |

| <b>Experience of Ireland (%)</b> | <b>Dublin</b> | <b>Mid East</b> | <b>Midlands</b> | <b>South East</b> | <b>South West</b> | <b>Mid West</b> | <b>West</b> | <b>Border</b> |
|----------------------------------|---------------|-----------------|-----------------|-------------------|-------------------|-----------------|-------------|---------------|
| Irish born                       | *             | 4               | 2               | 1                 | 2                 | 1               | *           | 1             |
| On first visit                   | 72            | 65              | 46              | 68                | 67                | 69              | 71          | 53            |
| Repeat                           | 28            | 31              | 52              | 31                | 31                | 30              | 29          | 46            |

| <b>Party composition (%)</b> | <b>Dublin</b> | <b>Mid East</b> | <b>Midlands</b> | <b>South East</b> | <b>South West</b> | <b>Mid West</b> | <b>West</b> | <b>Border</b> |
|------------------------------|---------------|-----------------|-----------------|-------------------|-------------------|-----------------|-------------|---------------|
| Travelling alone             | 19            | 16              | 5               | 10                | 14                | 14              | 17          | 14            |
| Couple                       | 41            | 52              | 55              | 57                | 52                | 50              | 45          | 56            |
| Family                       | 14            | 16              | 24              | 18                | 16                | 17              | 18          | 16            |
| Other adult party            | 26            | 16              | 15              | 14                | 18                | 20              | 20          | 15            |

| <b>Social class (%)</b>       | <b>Dublin</b> | <b>Mid East</b> | <b>Midlands</b> | <b>South East</b> | <b>South West</b> | <b>Mid West</b> | <b>West</b> | <b>Border</b> |
|-------------------------------|---------------|-----------------|-----------------|-------------------|-------------------|-----------------|-------------|---------------|
| Managerial/ professional (AB) | 26            | 28              | 46              | 33                | 33                | 25              | 29          | 31            |
| White collar (C1)             | 60            | 58              | 44              | 54                | 56                | 62              | 59          | 54            |
| Skilled worker (C2)           | 10            | 10              | 6               | 10                | 7                 | 10              | 9           | 11            |
| Unskilled worker (DE)         | 3             | 3               | 4               | 3                 | 3                 | 3               | 3           | 3             |

## Regional Performance 2016

| Age (%)        | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|----------------|--------|----------|----------|------------|------------|----------|------|--------|
| Under 19 years | 6      | 7        | 5        | 7          | 6          | 6        | 6    | 8      |
| 19-24 years    | 18     | 9        | 11       | 6          | 10         | 8        | 12   | 7      |
| 25-34 years    | 27     | 22       | 16       | 22         | 23         | 24       | 25   | 18     |
| 35-44 years    | 13     | 11       | 6        | 11         | 11         | 12       | 11   | 10     |
| 45-54 years    | 16     | 13       | 16       | 14         | 16         | 17       | 16   | 17     |
| 55-65 years    | 12     | 22       | 24       | 23         | 21         | 18       | 17   | 21     |
| 65+ years      | 8      | 16       | 22       | 17         | 14         | 15       | 12   | 19     |

| Gender (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|------------|--------|----------|----------|------------|------------|----------|------|--------|
| Male       | 42     | 54       | 57       | 49         | 45         | 46       | 43   | 51     |
| Female     | 58     | 46       | 43       | 51         | 55         | 54       | 57   | 49     |

| Marital status (%)                | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|-----------------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Married/living as married         | 47     | 64       | 69       | 70         | 62         | 61       | 56   | 70     |
| Single/widowed/divorced/separated | 52     | 35       | 31       | 30         | 38         | 38       | 44   | 30     |

| Dependent children (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Yes                    | 17     | 18       | 12       | 17         | 18         | 19       | 18   | 15     |
| No                     | 83     | 82       | 88       | 83         | 82         | 81       | 82   | 85     |

| Use of car (%)       | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|----------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Car brought/borrowed | 4      | 22       | 39       | 25         | 15         | 13       | 15   | 26     |
| Car hired            | 26     | 54       | 53       | 52         | 52         | 53       | 51   | 51     |
| Car not used         | 70     | 24       | 8        | 23         | 33         | 34       | 34   | 23     |

| Whether travelling on a package (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|-------------------------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Package                             | 19     | 17       | 12       | 24         | 26         | 31       | 25   | 29     |
| Independent                         | 81     | 83       | 88       | 76         | 74         | 69       | 75   | 71     |

| Value for Money (%) | Dublin | Mid East | Midlands | South East | South West | Mid West | West | Border |
|---------------------|--------|----------|----------|------------|------------|----------|------|--------|
| Good                | 59     | 59       | 48       | 60         | 59         | 55       | 59   | 58     |
| Fair                | 35     | 39       | 39       | 36         | 37         | 39       | 36   | 36     |
| Poor                | 6      | 2        | 13       | 5          | 4          | 6        | 4    | 5      |

## Regional Performance 2016

**Profile of domestic tourists by region in 2016**

| <b>Trips and revenue</b>             | <b>Dublin</b> | <b>Mid East</b> | <b>Midlands</b> | <b>South East</b> | <b>South West</b> | <b>Mid West</b> | <b>West</b> | <b>Border</b> |
|--------------------------------------|---------------|-----------------|-----------------|-------------------|-------------------|-----------------|-------------|---------------|
| Domestic trips (000s)                | 1,432         | 707             | 404             | 1,357             | 2,022             | 823             | 1,600       | 1,014         |
| Proportion of all domestic trips (%) | 15            | 8               | 4               | 14                | 22                | 9               | 17          | 11            |
| Domestic revenue (€m)                | 278           | 125             | 67              | 235               | 405               | 171             | 332         | 185           |

| <b>Purpose of trip (%)</b> | <b>Dublin</b> | <b>Mid East</b> | <b>Midlands</b> | <b>South East</b> | <b>South West</b> | <b>Mid West</b> | <b>West</b> | <b>Border</b> |
|----------------------------|---------------|-----------------|-----------------|-------------------|-------------------|-----------------|-------------|---------------|
| Holiday                    | 35            | 48              | 44              | 63                | 59                | 50              | 55          | 51            |
| Visiting friends/relatives | 35            | 37              | 38              | 30                | 28                | 38              | 31          | 37            |
| Business                   | 11            | 3               | 8               | 2                 | 4                 | 4               | 4           | 3             |
| Other                      | 19            | 12              | 10              | 6                 | 9                 | 9               | 11          | 9             |

| <b>Timing of domestic trips (%)</b> | <b>Dublin</b> | <b>Mid East</b> | <b>Midlands</b> | <b>South East</b> | <b>South West</b> | <b>Mid West</b> | <b>West</b> | <b>Border</b> |
|-------------------------------------|---------------|-----------------|-----------------|-------------------|-------------------|-----------------|-------------|---------------|
| January-March                       | 28            | 20              | 28              | 20                | 20                | 23              | 22          | 21            |
| April-June                          | 21            | 22              | 19              | 22                | 26                | 20              | 21          | 20            |
| July-September                      | 23            | 34              | 28              | 39                | 38                | 36              | 35          | 34            |
| October-December                    | 28            | 25              | 24              | 19                | 16                | 21              | 22          | 24            |

## Accommodation capacity by region in 2016

| Approved room capacity             | Dublin        | Mid East     | Midlands     | South East   | South West    | Mid West     | West         | Border       |
|------------------------------------|---------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|
| <b>Hotels</b>                      |               |              |              |              |               |              |              |              |
| 5*                                 | 1,693         | 479          | 118          | 248          | 932           | 254          | 233          | 96           |
| 4*                                 | 9,485         | 1,811        | 1,383        | 2,912        | 4,773         | 1,749        | 3,306        | 3,024        |
| 3*                                 | 6,678         | 1,226        | 506          | 1,940        | 3,661         | 2,720        | 3,015        | 2,487        |
| 2*                                 | 634           | 162          | 73           | 211          | 262           | 347          | 309          | 311          |
| 1*                                 | 184           | 33           | 15           | 43           | 85            | 32           | 125          | 34           |
| Other                              | -             | -            | -            | -            | -             | -            | -            | -            |
| <b>Total Hotels</b>                | <b>18,674</b> | <b>3,711</b> | <b>2,095</b> | <b>5,354</b> | <b>9,713</b>  | <b>5,102</b> | <b>6,988</b> | <b>5,952</b> |
| <b>Guesthouses and B&amp;Bs</b>    |               |              |              |              |               |              |              |              |
| Guesthouses and B&Bs               | 775           | 417          | 273          | 921          | 2,311         | 881          | 1,381        | 520          |
| <b>Total Paid Serviced</b>         | <b>19,449</b> | <b>4,128</b> | <b>2,368</b> | <b>6,275</b> | <b>12,024</b> | <b>5,983</b> | <b>8,369</b> | <b>6,472</b> |
| <b>Self-catering (registered)*</b> |               |              |              |              |               |              |              |              |
| Self-catering (registered)*        | 77            | 72           | -            | 207          | 1,172         | 465          | 229          | 200          |
| <b>Hostels**</b>                   |               |              |              |              |               |              |              |              |
| Hostels**                          | 3,071         | 298          | 52           | 107          | 1,670         | 519          | 1,441        | 388          |
| <b>Welcome Standard***</b>         |               |              |              |              |               |              |              |              |
| Welcome Standard***                | 10            | 15           | 8            | 33           | 30            | 23           | 21           | 44           |

\* Self-catering registered figures are units (e.g.houses)

\*\* Hostel figures are beds available.

\*\*\* Atypical tourist accommodation (premises)

## Regional Performance 2016

**Notes**

- Note 1: Holidaymakers are defined as tourists who stated that their main reason for visiting Ireland was a holiday.
- Note 2: Approved Room Capacity is supplied by by Capita (Register of Accommodation)
- Note 3: In the tables, \* means less than 0.5%, - means 0%.
- Note 4: Estimates are based on information from the CSO's Country of Residence Survey (CRS), Passenger Card Inquiry (PCI) and Household Travel Survey, NISRA's Northern Ireland Passenger Survey (NIPS) and Continuous Household Survey (CHS) and Fáilte Ireland's Survey of Overseas Travellers.

**Definition of NUTS 3 Regions**

| <b>NUTS 3 Region</b> | <b>County</b>        |
|----------------------|----------------------|
| <b>Dublin</b>        | Dublin City & County |
|                      |                      |
| <b>Mid East</b>      | Kildare              |
|                      | Meath                |
|                      | Wicklow              |
|                      |                      |
| <b>Midland</b>       | Laois                |
|                      | Longford             |
|                      | Offaly               |
|                      | Westmeath            |
|                      |                      |
| <b>South East</b>    | Carlow               |
|                      | Kilkenny             |
|                      | Tipperary (South)    |
|                      | Waterford            |
|                      | Wexford              |
|                      |                      |
| <b>South West</b>    | Cork                 |
|                      | Kerry                |
|                      |                      |
| <b>Mid West</b>      | Clare                |
|                      | Limerick             |
|                      | Tipperary (North)    |
|                      |                      |
| <b>West</b>          | Galway               |
|                      | Mayo                 |
|                      | Roscommon            |
|                      |                      |
| <b>Border</b>        | Cavan                |
|                      | Donegal              |
|                      | Leitrim              |
|                      | Monaghan             |
|                      | Sligo                |
|                      | Louth                |