

As part of its plans to drive sustainable tourism development across Ireland, Fáilte Ireland has conducted research among Irish communities to understand public views on tourism.

Residents in Ireland value & support tourism in their communities

The research* which was carried out among residents in the 26 counties show that **public sentiment** towards both overseas and domestic tourism is **very positive**.



9 in 10 agree that tourism is good for their county

- The perceived value tourism brings to communities and the support it gets from residents is crucial to the successful development of sustainable destinations.
- Equally important is the authenticity of an Irish welcome, which is why Fáilte Ireland monitors residents' attitudes to tourism over time to inform future national and regional plans.



88% say they have personally benefitted from tourism activity.

Key benefits are linked with economic drivers & cultural knowledge.

Top 3 perceived benefits



46%
Employment opportunities



45%
Local businesses opening/staying open



39%
Opportunities to learn more about different cultures

And while tourism activity may have some negative impacts on locals, it is widely acknowledged that those issues are being addressed.



2 in 10 agree that tourists put too much pressure on their county



71% say they have experienced some negative impacts from tourism activity.

Litter, parking & traffic are the main concerns.

Top 3 perceived negative impacts



28%
More litter & waste generation



27%
Greater difficulty finding a car park



26%
Takes longer to get to places due to traffic/congestion

Importantly,



79% believe enough action is taken to address those issues.



- There were two visiting overseas tourists for every resident in Ireland in 2019 (2:1 ratio).
- This is a much higher ratio than in New Zealand (0.8:1 ratio) & Australia (0.4:1 ratio), however, people in Ireland are more welcoming of overseas tourists than residents in those two island destinations.

*Online survey of a representative sample of the population. Sample included 2,600 adults who reside in the Republic of Ireland. Research conducted from April to September 2023.

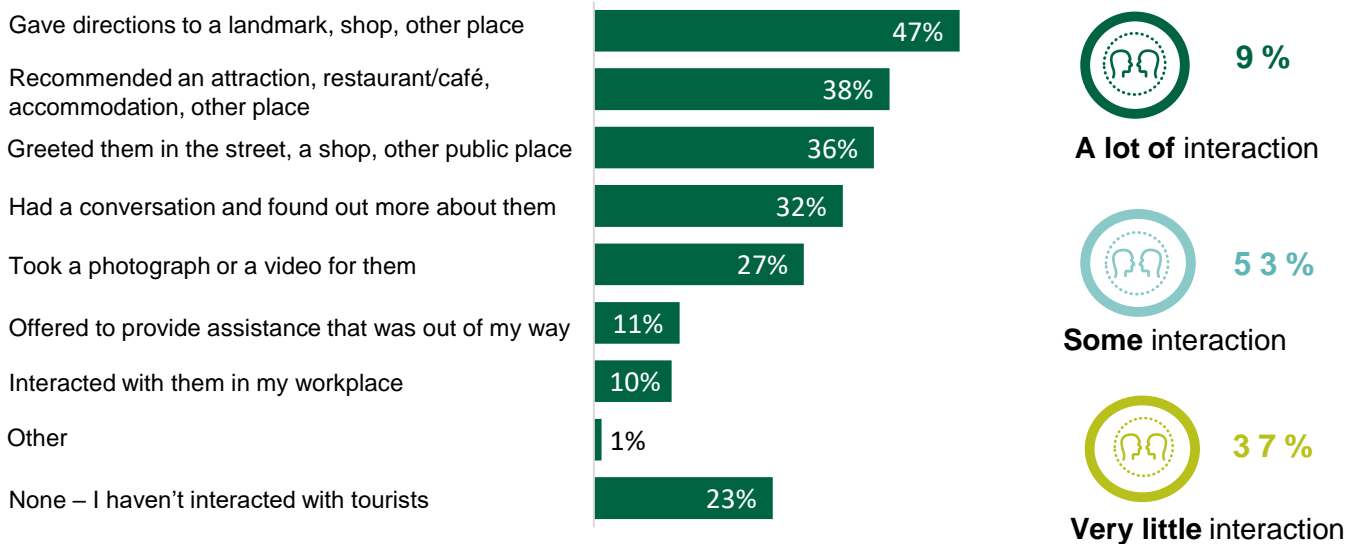
Meeting Tourists*

- Engaging with friendly people enhance a tourist's experience in Ireland.
- Recommendations from family & friends, along with the Internet, play a key part of influencing holidaymakers (a type of tourist) in their destination choice.

Region	Interaction
West	86%
South-West	81%
Mid-East	78%
Border	77%
Dublin	76%
South-East	76%
Mid-West	74%
Midlands	66%
Republic of Ireland	77%

- 77%** of Irish residents **had interactions with tourists** in the past 12 months.
- Any lack of interaction with tourists is likely due to a lack of opportunity.
- Of those who interacted with visitors in the past 12 months, **62%** said they **had some or a lot of interaction**.

Types of Interactions with Tourists



*Results from the level of interactions with tourists are from the Apr-Sep 2022 wave

What next? Areas of focus for tourism

Top three areas residents would like the tourism industry to focus on:

- 34%** More local employment
- 33%** Infrastructure improvement
- 25%** More off-peak season tourism

The key areas residents identified are reflected in Fáilte Ireland's plans to drive sustainable tourism development across Ireland.

To find out more about Fáilte Ireland's 2024 plans click [here](#)

Tourism businesses have an important role to play in sustainability

Half of residents in Ireland believe it is 'very important', and another third believe it is 'somewhat important', that local tourism businesses take more action in the areas of economic, social and environmental sustainability.



53%

Very important



36%

Somewhat important



9%

Neither important nor unimportant



1%

Not important