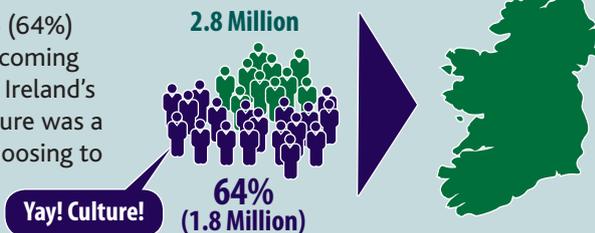


How Culture & Heritage drives Irish Tourism

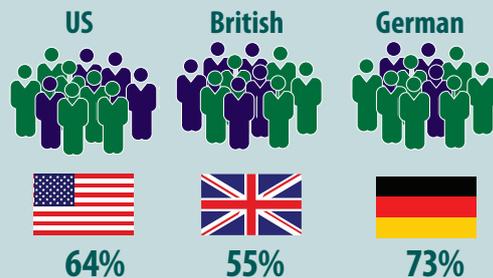
How many holidaymakers does our Heritage and Culture attract?

Over 2.8 million overseas holidaymakers came to Ireland in 2012.

More than three out of five (64%) of overseas holidaymakers coming to Ireland in 2012 said that Ireland's interesting history and culture was a very important factor in choosing to holiday in Ireland.

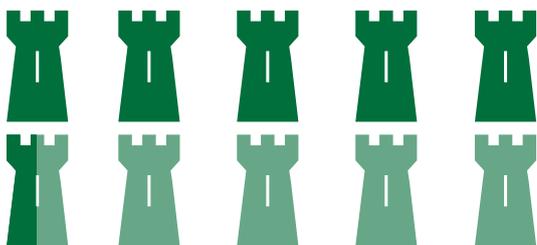


Culture and Heritage is a factor for choosing Ireland for a holiday:

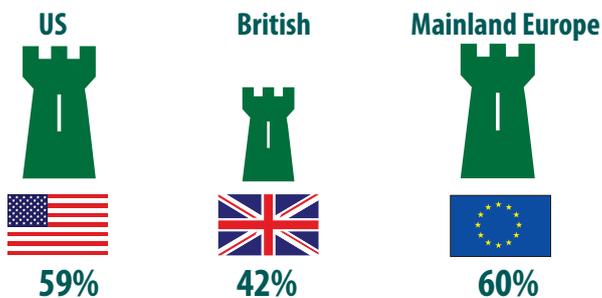


Ireland's History

Over half of overseas holidaymakers (54%) stated that they were very interested in Ireland's history.

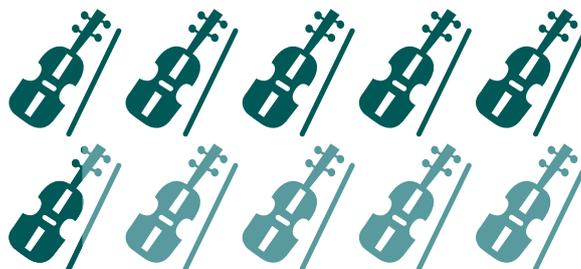


Very interested in Ireland's history

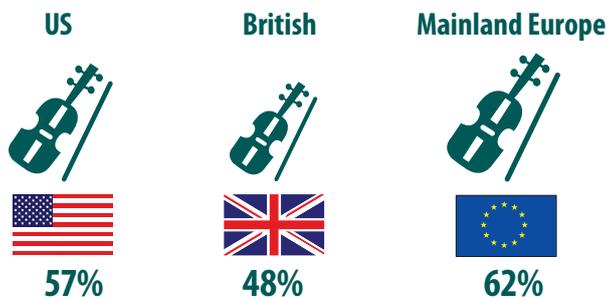


Traditional Irish Culture

Over half of overseas holidaymakers (57%) stated that they were very interested in traditional Irish culture.



Very interested in traditional Irish culture



Satisfaction

74% of overseas holidaymakers stated that they were very satisfied with their experience of Ireland's history and culture.



Very satisfied with their experience of Ireland's history and culture

