

Regional tourism performance in 2015

October 2016

Issued By:

Research & Evaluation
Fáilte Ireland
Amiens St
Dublin 1
Tel: 01-884 7700
Website: www.failteireland.ie
Email: research.statistics@failteireland.ie

Contents

Regional distribution of overseas markets in 2015	1
Overseas tourists (000s) to counties in 2015	2
Overseas tourist revenue (€mn) by county in 2015	3
Irish residents' trips by county	4
Irish residents' trip expenditure by county	5
Profile of overseas tourists by region in 2015	6
Profile of overseas holidaymakers by region in 2015	8
Profile of domestic tourists by region in 2015	11
Accommodation capacity by region in 2015	11
Notes	12
Definition of tourism regions	12

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 tourism performance in 2015

Regional distribution of overseas markets in 2015

REGION		Britain	Mainland Europe	North America	Other Areas	Total
Dublin	Tourists (000s)	1,594	1,987	980	376	4,937
	Tourist Revenue (€mn)	322.9	657.3	457.0	289.0	1,726.2
	Holidaymakers (000s)	678	1,176	777	210	2,841
East & Midlands	Tourists (000s)	431	341	109	41	922
	Tourist Revenue (€mn)	116.7	119.0	62.0	26.0	323.7
	Holidaymakers (000s)	114	207	66	17	404
South East	Tourists (000s)	298	290	215	73	876
	Tourist Revenue (€mn)	90.8	84.1	55.0	29.0	258.9
	Holidaymakers (000s)	116	210	187	44	557
South West	Tourists (000s)	632	808	490	174	2,104
	Tourist Revenue (€mn)	191.3	333.5	209.0	58.0	791.8
	Holidaymakers (000s)	298	604	410	116	1,428
Shannon	Tourists (000s)	302	419	342	85	1,148
	Tourist Revenue (€mn)	88.6	99.2	144.0	35.0	366.8
	Holidaymakers (000s)	107	324	275	54	760
West	Tourists (000s)	331	690	436	133	1,590
	Tourist Revenue (€mn)	101.6	203.9	229.0	40.0	574.5
	Holidaymakers (000s)	145	533	355	87	1,120
North West	Tourists (000s)	302	239	110	43	694
	Tourist Revenue (€mn)	105.9	58.2	43.0	17.0	224.1
	Holidaymakers (000s)	104	190	84	25	403

Regional tourism performance in 2015

Overseas tourists (000s) to counties in 2015

County	Total	Britain	Mainland Europe	North America	Other Areas
Dublin	4,938	1,593	1,987	980	376
Carlow	62	31	23	7	1
Kilkenny	267	52	107	85	23
Tipperary (South)	133	46	45	29	12
Waterford	263	79	81	80	24
Wexford	221	113	63	30	15
Cork	1,449	505	565	266	113
Kerry	1,026	166	415	347	97
Clare	597	110	221	220	46
Limerick	537	166	200	134	37
Tipperary(North)	51	27	15	6	4
Offaly (West)	10	6	4	1	0
Galway	1,354	243	621	373	117
Mayo	302	79	121	85	17
Roscommon	50	23	11	11	4
Cavan	144	93	25	17	9
Donegal	289	84	126	55	24
Leitrim	57	29	16	8	3
Monaghan	65	45	10	6	4
Sligo	186	62	86	30	9
Kildare	214	113	71	19	10
Laois	57	31	17	6	3
Longford	30	15	10	3	2
Louth	125	62	44	13	5
Meath	134	58	48	20	9
Wicklow	248	95	112	32	10
Offaly (East)	38	19	14	4	1
Westmeath	116	55	42	15	4

• "*" 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.

Regional tourism performance in 2015

Overseas tourist revenue (€mn) by county in 2015

County	Total	Britain	Mainland Europe	North America	Other Areas
Dublin	1,726	323	657	457	289
Carlow	32	10	14	8	1
Kilkenny	45	14	14	12	5
Tipperary (South)	41	15	14	8	4
Waterford	75	23	24	16	12
Wexford	65	29	18	12	7
Cork	558	137	254	126	40
Kerry	234	54	79	83	18
Clare	127	30	29	60	9
Limerick	212	47	61	80	24
Tipperary (North)	25	11	9	4	2
Offaly (West)	2	2	*	*	-
Galway	475	69	174	197	34
Mayo	80	25	26	26	4
Roscommon	20	8	4	6	2
Cavan	50	27	7	10	6
Donegal	83	32	24	22	5
Leitrim	15	9	3	2	1
Monaghan	25	18	4	2	1
Sligo	51	20	20	6	4
Kildare	89	30	33	20	6
Laois	18	10	4	3	1
Longford	8	5	2	*	*
Louth	36	13	10	9	3
Meath	44	15	18	8	3
Wicklow	82	22	36	15	9
Offaly (East)	12	5	3	3	1
Westmeath	36	16	14	5	1

• "*" indicates less than €1mn.

• Data is based on three-year rolling averages.

Regional tourism performance in 2015

Irish residents' trips by county

Number of trips (000s) by the main county visited, 2012 - 2015

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

¹ 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, 2012-2015

Regional tourism performance in 2015

Irish residents' trip expenditure by county

Expenditure by main county visited, 2012- 2015

	2012	2013	2014	2015
Total domestic expenditure (€million)	1,514.2	1,533.0	1,713.5	1,725.3
Cavan and Leitrim	30.3	39.5	24.9	39.5
Clare	88.1	87.2	83.2	101.2
Cork	180.3	150.9	171.3	171.0
Donegal	73.0	67.8	89.2	75.7
Dublin	273.5	267.2	283.7	263.8
Galway	143.4	150.7	201.0	194.1
Kerry	171.6	200.7	198.4	202.8
Kildare and Carlow	35.1	24.9	30.4	39.9
Kilkenny	28.5	36.1	24.0	30.1
Laois and Offaly	19.0	20.5	27.9	24.8
Limerick	25.2	37.4	39.2	32.1
Louth and Monaghan	15.2	18.7	30.5	24.3
Mayo	84.5	109.6	118.6	93.3
Meath	28.6	20.7	20.3	23.6
Roscommon and Longford	19.0	19.0	26.8	28.2
Sligo	39.1	42.2	43.0	61.2
Tipperary	29.6	22.8	27.7	37.5
Waterford	63.8	51.2	73.7	62.3
Westmeath	18.2	19.6	20.8	28.2
Wexford	109.1	111.9	140.2	140.0
Wicklow	39.1	34.6	38.6	51.7

Source: Fáilte Ireland's own estimates based on CSO Household Travel Survey, 2015

Regional tourism performance in 2015

Profile of overseas tourists by region in 2015

Main reason for visit (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Holiday	58	44	64	68	66	70	58
Business	15	9	7	9	10	5	7
Visiting friends/relatives	22	44	27	19	21	20	33
Other	5	3	3	4	2	4	2

Month of departure (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
January-March	18	14	10	12	11	9	9
April	8	8	8	6	5	6	6
May	10	8	9	10	9	9	7
June	11	9	12	12	11	12	10
July	11	13	16	12	14	14	16
August	11	15	16	15	15	18	21
September	10	11	10	11	11	12	12
October-December	22	21	18	22	23	19	20

Route of entry (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Air from Britain	36	38	26	35	34	23	26
Air from Mainland Europe	45	35	27	37	30	40	31
Transatlantic Air	12	10	17	16	22	21	14
Asia/Middle East Air	2	1	3	1	1	1	3
Sea from Britain	5	14	22	8	9	11	19
Sea from Mainland Europe	1	2	4	3	3	4	6

Accommodation used (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Hotel	53	27	38	41	42	34	32
Guesthouse/B&B	7	12	17	24	17	24	19
Rented	4	3	4	7	6	6	2
Caravan & camping	*	2	3	2	3	3	5
Hostel	8	2	1	6	4	9	3
Friends/relatives	22	53	31	24	26	22	32
Other	5	5	5	5	5	7	8

Regional tourism performance in 2015

Accommodation bednights (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Hotel	24	10	13	17	19	13	14
Guesthouse/B&B	3	4	5	12	6	10	11
Rented	26	12	16	23	27	28	4
Caravan & camping	*	1	1	2	2	1	2
Hostel	4	1	*	3	1	4	2
Friends/relatives	20	49	39	22	29	24	44
Other	23	23	26	21	16	20	23

Other regions visited (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Dublin		28	43	41	40	54	45
East & Midlands	6		12	8	8	10	15
South East	7	10		18	18	16	14
South West	16	17	42		38	38	28
Shannon	9	9	24	22		21	22
West	16	16	29	29	28		39
North West	5	8	9	7	10	13	

Experience of Ireland (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Irish born	8	25	17	11	10	10	18
On first visit	47	25	38	42	44	48	29
Repeat	45	50	45	48	46	42	53

Party composition (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Travelling alone	54	56	38	40	43	41	42
Couple	23	25	35	35	32	33	35
Family	8	9	15	13	12	13	12
Other adult party	15	10	11	13	14	14	11

Social class (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Managerial/professional (AB)	31	30	32	41	27	29	26
White collar (C1)	55	51	48	45	57	55	53
Skilled worker (C2)	11	14	15	11	14	12	15
Unskilled worker (DE)	3	5	5	3	2	3	5

Regional tourism performance in 2015

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

Profile of overseas holidaymakers by region in 2015

Month of departure (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
January-March	13	4	4	6	4	4	4
April	6	6	6	7	4	5	5
May	10	11	8	9	8	10	9
June	14	17	16	17	16	16	14
July	13	22	20	14	17	17	21
August	14	18	18	19	16	19	20
September	12	13	15	14	18	16	16
October-December	18	11	12	16	17	14	10

Route of entry (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Air from Britain	28	18	13	23	19	17	15
Air from Mainland Europe	46	47	26	38	34	42	36
Transatlantic Air	18	13	31	23	30	25	19
Asia/Middle East Air	1	1	1	1	1	1	1
Sea from Britain	5	16	21	10	10	9	16
Sea from Mainland Europe	1	6	8	6	6	6	11

Accommodation used (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Hotel	63	44	49	45	49	43	42
Guesthouse/B&B	13	30	29	38	29	36	31
Rented	4	3	5	7	6	4	3
Caravan & camping	1	7	7	5	7	5	9
Hostel	13	5	3	7	7	10	3
Friends/relatives	3	10	5	5	2	3	4
Other	4	4	3	5	4	5	9

Regional tourism performance in 2015

Accommodation bednights (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Hotel	56	31	32	31	33	30	24
Guesthouse/B&B	11	20	20	26	21	31	32
Rented	8	8	15	13	17	9	5
Caravan & camping	1	5	8	7	8	5	9
Hostel	13	4	2	6	4	7	2
Friends/relatives	6	28	17	7	5	5	7
Other	5	4	6	10	12	13	21

Other regions visited (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Dublin		60	69	60	63	72	64
East & Midlands	8		19	13	14	14	22
South East	14	28		29	31	27	23
South West	31	48	74		63	56	48
Shannon	18	29	44	35		33	41
West	30	41	55	45	48		64
North West	8	20	14	12	18	19	

Experience of Ireland (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Irish born	1	2	4	2	1	1	2
On first visit	69	54	62	61	65	64	48
Repeat	30	44	33	37	33	36	51

Party composition (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Travelling alone	21	20	13	16	14	19	17
Couple	42	46	56	51	50	49	52
Family	13	11	14	16	17	14	15
Other adult party	24	22	17	16	19	18	15

Social class (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Managerial/professional (AB)	26	28	33	35	27	30	28
White collar (C1)	58	52	51	51	58	55	56
Skilled worker (C2)	13	14	13	11	14	12	13
Unskilled worker (DE)	3	5	3	2	1	2	3

Regional tourism performance in 2015

Age (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Under 19 years	7	6	6	7	6	8	6
19-24 years	16	9	6	9	11	10	9
25-34 years	26	20	19	21	20	21	17
35-44 years	13	13	10	10	12	12	9
45-54 years	17	20	16	15	17	17	21
55-65 years	13	19	24	21	18	18	21
65+ years	9	13	19	16	16	14	17

Gender (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Male	41	43	45	50	47	43	44
Female	59	57	55	50	53	57	56

Marital status (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Married/living as married	53	63	69	68	64	63	67
Single/widowed/divorced/separated	47	37	31	31	36	37	33

Dependent children (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Yes	17	19	16	18	19	19	20
No	83	81	84	82	81	81	80

Use of car (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Car brought/borrowed	5	23	24	16	14	15	28
Car hired	28	55	49	54	59	53	47
Car not used	66	22	27	31	26	32	25

Whether travelling on a package (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Package	17	18	25	23	26	22	28
Independent	83	82	75	77	74	78	72

Value for Money (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Good	61	65	57	61	49	55	60
Fair	33	30	39	36	43	39	35
Poor	5	4	4	3	7	5	5

Regional tourism performance in 2015

Profile of domestic tourists by region in 2015

Trips and revenue	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Domestic trips (000s)	1,599	1,319	1,318	1,746	890	1,482	771
Proportion of all domestic trips (%)	18	14	14	19	10	16	8
Domestic revenue (€m)	264	217	258	390	139	315	144

Purpose of trip (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Holiday	34	47	69	60	41	55	48
Visiting friends/relatives	37	34	23	27	40	31	38
Business	9	5	2	4	5	3	2
Other	20	14	5	9	14	12	12

Timing of domestic trips (%)	Dublin	East & Midlands	South East	South West	Shannon	West	North West
January-March	21	18	17	18	19	19	21
April-June	27	22	26	24	21	23	22
July-September	26	35	40	35	39	36	37
October-December	26	25	17	23	21	21	20

Accommodation capacity by region in 2015

Approved room capacity	Dublin	East & Midlands	South East	South West	Shannon	West	North West
Hotels							
5*	1,684	535	248	930	255	232	96
4*	8,610	3,429	2,786	4,729	1,877	3,028	2,474
3*	7,425	1,943	2,123	3,717	2,999	3,093	2,281
2*	728	273	232	276	376	332	289
1*	84	101	54	40	32	116	34
Other	-	-	-	-	-	-	-
Total Hotels	18,531	6,281	5,443	9,692	5,539	6,801	5,174
Guesthouses and B&Bs	850	830	1,075	2,490	1,024	1,559	833
Total Paid Serviced	19,381	7,111	6,518	12,182	6,563	8,360	6,007
Self-catering (registered)*	48	80	182	1,303	506	260	218
Hostels**	3,039	412	285	1,700	777	1,349	511

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

** Hostel figures are beds available.

Regional tourism performance in 2015
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 SouthWestern Tourism Services (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 tourism regions

Dublin	
Dublin County	
East & Midlands	
Kildare	Laois
Longford	Louth
Meath	Wicklow
Offaly (East)	Westmeath
South East	
Carlow	Kilkenny
Tipperary (South)	Waterford
Wexford	
South West	
Cork	Kerry
Shannon	
Clare	Limerick
Tipperary (North)	Offaly (West)
West	
Galway	Mayo
Roscommon	
North West	
Cavan	Donegal
Leitrim	Monaghan
Sligo	