

# TOURISM FACTS 2017

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**Issued By:**

RESEARCH UNIT  
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)

*All estimates are based on information from the CSO's Tourism & Travel and Household Travel Survey (HTS); NISRA's Northern Ireland Passenger Survey (NIPS), NISRA's Continuous Household Survey (CHS); Fáilte Ireland's Survey of Overseas Travellers (SOT), Tourism Experiences Port Survey, Accommodation Occupancy Survey, Visitor Attractions Survey, Domestic Omnibus Survey and Capita (Register of Accommodation).*

*Fáilte Ireland is responsible for the development and marketing of tourism within the Republic of Ireland. Tourism Ireland is responsible for marketing the Island of Ireland overseas. Information on Tourism Ireland's marketing activities and the performance of overseas tourism to the island of Ireland is available on [www.tourismireland.com/corporate/](http://www.tourismireland.com/corporate/)*

<sup>1</sup> Revision of 2016 Carrier receipts revenue December 2018

## **TOURISM FACTS 2017**

Expenditure by tourists visiting Ireland (excluding receipts paid to Irish carriers by foreign visitors) was estimated to be worth €5.3 billion in 2017, this represents growth of 4.2% on 2016. Combining spending by international tourists with the money spent by Irish residents taking trips here and receipts paid to Irish carriers by foreign visitors, total tourism expenditure in 2017 was estimated to be €8.8 billion.

Overseas tourist visits to Ireland in 2017 grew by 3.2% to 9.0 million. Overseas tourists from Britain have fallen by 5.1%, while our other markets continue to grow. Mainland Europe recorded growth of 5%. North America also performed very strongly, increasing by 16.1%. The long haul markets have also increase by 14.2% in 2017.

Britain remains our biggest source market for overseas tourists, representing 38.1% of all such visits (and 21.3% of spending by overseas tourists). The next biggest source market is Mainland Europe, which accounts for 36.1% of international volume. Some 19.0% of overseas tourists come from North America. The balance, 6.7%, comes from other long haul markets.

### ***Economic benefits***

In 2017, out-of-state tourist expenditure amounted to €5.3 billion. With a further €1.6 billion spent by overseas visitors on fares to Irish carriers, foreign exchange earnings were €7 billion. Domestic tourism expenditure amounted to €1.9 billion, making tourism a €8.8 billion industry.

Before allowing for receipts paid to Irish air and sea carriers by overseas tourists, the government earned estimated revenue of €1.7 billion through taxation of tourism. This grows to €2 billion when carrier receipts are factored into the analysis, of which €1.6 billion came from out-of-state tourism and the balance from domestic tourism. In 2017 the tourism industry accounted for 3.9% of all tax revenue.

In 2017 the value of exported goods and services was estimated at €355.4 billion of which €7 billion can be directly attributed to tourism (i.e., foreign exchange earnings), accounting for 2.0% of export earnings. Being largely service based, tourism goods have low import content in comparison to other exports.

Total out-of-state expenditure, inclusive of carrier receipts and domestic tourism expenditure, comes to €8.8 billion, which represents 3.6% of GNP in revenue terms.

Because tourism is characterised by the fact that consumption takes place where the service is available and tourism activity is frequently concentrated in areas which lack an intensive industry base, it is credited with having a significant regional distributive effect.

### ***Direct employment in the tourism and hospitality industry***

The Central Statistics Office's official count of direct employment in 'Accommodation and food service activities', a category which includes hotels, restaurants, bars, canteens and catering, was 164,900 in Q3 2017 (7.5% of total employment). This estimate of employment is based on the CSO's Household Survey and the jobs identified are defined as 'the respondent's main job' and include both full-time and part-time.

Drawing on an alternative approach, an estimate of all jobs in the tourism and hospitality industry based on past Fáilte Ireland surveys of businesses (full-time, part-time, seasonal/casual and not confined to 'main' job) indicates total employment in the sector at approximately 240,000. This estimate includes an additional category of tourism services and attractions which is not covered by the CSO.

# Tourism Numbers 2013 – 2017

## Where did Ireland's tourists come from?

| Numbers (000s)                         | 2013         | 2014         | 2015         | 2016          | 2017          |
|--|--------------|--------------|--------------|---------------|---------------|
| <b>Britain</b>                         | <b>2,870</b> | <b>3,007</b> | <b>3,346</b> | <b>3,632</b>  | <b>3,445</b>  |
| <b>Mainland Europe</b>                 | <b>2,346</b> | <b>2,490</b> | <b>2,880</b> | <b>3,102</b>  | <b>3,256</b>  |
| France                                 | 409          | 420          | 471          | 494           | 512           |
| Germany                                | 466          | 535          | 609          | 624           | 644           |
| Italy                                  | 226          | 246          | 304          | 326           | 343           |
| Spain                                  | 249          | 274          | 322          | 370           | 411           |
| Netherlands                            | 148          | 151          | 174          | 222           | 230           |
| Belgium                                | 95           | 99           | 121          | 127           | 123           |
| Denmark                                | 51           | 55           | 66           | 64            | 70            |
| Sweden                                 | 72           | 60           | 64           | 59            | 75            |
| Switzerland                            | 73           | 84           | 105          | 107           | 104           |
| Austria                                | 51           | 57           | 53           | 58            | 60            |
| Norway                                 | 50           | 50           | 58           | 50            | 54            |
| Poland                                 | 152          | 140          | 161          | 176           | 171           |
| All Other Europe                       | 306          | 318          | 373          | 427           | 458           |
| <b>North America</b>                   | <b>1,039</b> | <b>1,146</b> | <b>1,294</b> | <b>1,477</b>  | <b>1,715</b>  |
| USA                                    | 924          | 1,005        | 1,129        | 1,294         | 1,511         |
| Canada                                 | 115          | 140          | 165          | 183           | 204           |
| <b>Rest of World</b>                   | <b>431</b>   | <b>462</b>   | <b>516</b>   | <b>531</b>    | <b>607</b>    |
| Australia, New Zealand & Other Oceania | 192          | 191          | 204          | 206           | 208           |
| Other Areas                            | 240          | 271          | 312          | 325           | 399           |
| <b>Total Overseas</b>                  | <b>6,686</b> | <b>7,105</b> | <b>8,036</b> | <b>8,742</b>  | <b>9,023</b>  |
| Northern Ireland <sup>2</sup>          | 1,572        | 1,708        | 1,492        | 1,358         | 1,315         |
| <b>Total out-of-state</b>              | <b>8,258</b> | <b>8,813</b> | <b>9,528</b> | <b>10,100</b> | <b>10,338</b> |
| Domestic trips <sup>3,4</sup>          | 8,413        | 8,991        | 9,125        | 9,359         | 9,626         |

Source surveys are designed to measure area of residence groupings (bold figures). Figures in italics are indicative of approximate overall market size but do not provide a sufficient level of precision to accurately reflect absolute market size or trends over time.

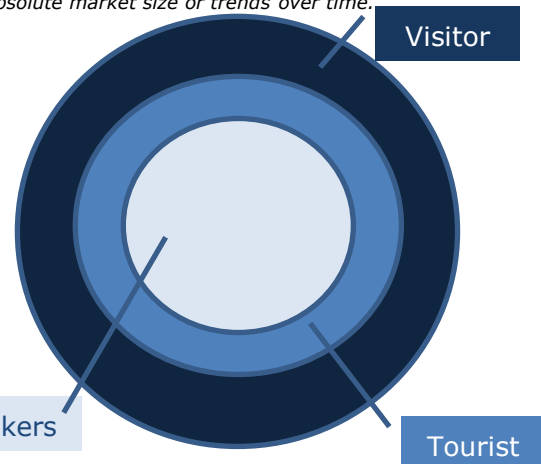
Source: CSO/Fáilte Ireland/TSB, NISRA

### Quick definitions:

**Visitor:** a traveller taking a trip to a destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited.

**Tourist:** a visitor whose trip includes an **overnight stay**.

**Holidaymaker:** a tourist whose main reason for travelling is holiday/ leisure/recreation.



<sup>2</sup> Revised by NISRA May 2015

<sup>3</sup> 2012-2015 domestic data revised due to new methodological approach by CSO, August 2016

<sup>4</sup> 2016 domestic data revised by CSO, December 2017

# Tourism Revenue 2013 – 2017

How much money did they spend?

| Revenue (€m)                                      | 2013 <sup>5</sup> | 2014           | 2015           | 2016           | 2017           |
|---|-------------------|----------------|----------------|----------------|----------------|
| <b>Britain</b>                                    | <b>890.9</b>      | <b>926.7</b>   | <b>1,017.9</b> | <b>1,109.8</b> | <b>1,046.5</b> |
| <b>Mainland Europe</b>                            | <b>1,228.2</b>    | <b>1,301.2</b> | <b>1,555.3</b> | <b>1,657.5</b> | <b>1,763.0</b> |
| <b>North America</b>                              | <b>829.0</b>      | <b>940.3</b>   | <b>1,199.7</b> | <b>1,337.4</b> | <b>1,525.5</b> |
| <b>Other Overseas</b>                             | <b>367.7</b>      | <b>428.1</b>   | <b>492.6</b>   | <b>533.3</b>   | <b>588.9</b>   |
| <b>TOTAL OVERSEAS</b>                             | <b>3,315.7</b>    | <b>3,596.4</b> | <b>4,265.3</b> | <b>4,638.0</b> | <b>4,923.9</b> |
| Northern Ireland <sup>6, 7</sup>                  | 304.5             | 334.4          | 338.2          | 366.9          | 371.3          |
| <b>TOTAL OUT-OF-STATE</b>                         | <b>3,620.3</b>    | <b>3,930.7</b> | <b>4,603.5</b> | <b>5,004.9</b> | <b>5,295.2</b> |
| Carrier receipts <sup>8</sup>                     | 976.0             | 1,166.0        | 1,322.0        | 1,487.0        | 1,611.0        |
| Overseas same-day visits                          | 35.0              | 41.0           | 38.0           | 48.0           | 53.0           |
| <b>TOTAL FOREIGN EXCHANGE EARNINGS</b>            | <b>4,631.3</b>    | <b>5,137.7</b> | <b>5,963.5</b> | <b>6,539.9</b> | <b>6,959.2</b> |
| Domestic trips <sup>9,10</sup>                    | 1,533.0           | 1,713.5        | 1,725.3        | 1,797.7        | 1,879.1        |
| <b>TOTAL TOURISM REVENUE</b>                      | <b>6,164.3</b>    | <b>6,851.2</b> | <b>7,688.8</b> | <b>8,337.6</b> | <b>8,838.3</b> |
| <i>TOURISM REVENUE EXCLUDING CARRIER RECEIPTS</i> | <i>5,188.3</i>    | <i>5,685.2</i> | <i>6,366.8</i> | <i>6,850.6</i> | <i>7,227.3</i> |

Source surveys are designed to measure area of residence groupings (bold figures).

Source: CSO/Fáilte Ireland/TSB NISRA/Central Bank of Ireland

## Revenue – some useful figures

### **Per diems – spend per person per day 2017**

|                          |     |
|--------------------------|-----|
| Overseas tourists        | €70 |
| Overseas holidaymakers   | €91 |
| Domestic overnight trips | €74 |

For every euro spent on tourism (domestic and overseas), 23c is generated in tax.

## Employment – some useful figures

Every €1mn of tourist expenditure helps to support 27 tourism jobs.  
1,000 additional overseas tourists support 20 jobs in the tourism industry.

<sup>5</sup> Revised March 2014

<sup>6</sup> NISRA GBP: Northern Ireland resident expenditure data provided in STF. 2016 Euro exchange rate 0.81948 Source: Central Bank of Ireland

<sup>7</sup> 2013 Revised by NISRA May 2015, 2015 revised 2016

<sup>8</sup> 2013 and 2014 revised by CSO March 2016, 2016 revised by CSO December 2018

<sup>9</sup> 2012-2015 domestic data revised due to new methodological approach by CSO, August 2016

<sup>10</sup> 2016 domestic data revised by CSO, December 2017

# Regional Performance 2017

Where did tourists go in 2017? (EUROSTAT NUTS 3 REGIONS, see pg 10)

| Numbers (000s)<br>Revenue (€m) | Britain | Mainland<br>Europe | North<br>America | Other<br>Areas | All<br>Overseas | Northern<br>Ireland | Domestic<br>Trips |
|--------------------------------|---------|--------------------|------------------|----------------|-----------------|---------------------|-------------------|
| Dublin                         | 1,777   | 2,353              | 1,353            | 453            | 5,936           | 332                 | 1,497             |
|                                | 324     | 747                | 589              | 321            | 1,981           | 107                 | 307               |
| Mid East <sup>11</sup>         | 270     | 228                | 94               | 42             | 633             | 57                  | 747               |
|                                | 78      | 76                 | 34               | 19             | 207             | 13                  | 125               |
| Midlands <sup>12</sup>         | 91      | 75                 | 40               | 11             | 218             | 15                  | 422               |
|                                | 33      | 34                 | 13               | 6              | 85              | 4                   | 71                |
| South East                     | 331     | 351                | 213              | 59             | 954             | 46                  | 1,374             |
|                                | 103     | 85                 | 69               | 15             | 271             | 14                  | 253               |
| South West                     | 692     | 857                | 719              | 171            | 2,439           | 69                  | 2,077             |
|                                | 213     | 341                | 337              | 77             | 968             | 36                  | 419               |
| Mid West                       | 347     | 476                | 454              | 110            | 1,387           | 41                  | 879               |
|                                | 84      | 132                | 174              | 54             | 444             | 13                  | 162               |
| West                           | 346     | 806                | 594              | 166            | 1,911           | 109                 | 1,622             |
|                                | 103     | 269                | 255              | 67             | 694             | 43                  | 353               |
| Border                         | 318     | 244                | 145              | 40             | 746             | 648                 | 1,008             |
|                                | 109     | 78                 | 54               | 31             | 271             | 141                 | 189               |

Source: CSO/Fáilte Ireland NISRA

## Overseas Tourists in 2017

How did overseas tourists spend their money in Ireland?

| Breakdown of spend in Ireland (%) | Total | Britain | Mainland<br>Europe | North<br>America | Rest of<br>World |
|-----------------------------------|-------|---------|--------------------|------------------|------------------|
| Bed & board                       | 30    | 28      | 33                 | 29               | 28               |
| Other food & drink                | 36    | 41      | 34                 | 35               | 36               |
| Sightseeing/entertainment         | 6     | 6       | 7                  | 7                | 6                |
| Internal transport                | 13    | 12      | 13                 | 14               | 12               |
| Shopping                          | 13    | 12      | 12                 | 14               | 17               |
| Miscellaneous                     | 1     | 1       | 1                  | 1                | 2                |

<sup>11</sup> Caution – small sample sizes in individual market areas

<sup>12</sup> Caution – small sample sizes in individual market areas

### When did they arrive? <sup>13</sup>

| Seasonality (%)  | Total | Britain | Mainland Europe | North America | Rest of World |
|------------------|-------|---------|-----------------|---------------|---------------|
| January-March    | 18    | 21      | 17              | 14            | 18            |
| April            | 8     | 8       | 9               | 7             | 7             |
| May              | 9     | 9       | 10              | 10            | 10            |
| June             | 10    | 8       | 10              | 12            | 11            |
| July             | 10    | 9       | 11              | 11            | 12            |
| August           | 11    | 11      | 11              | 12            | 12            |
| September        | 10    | 9       | 9               | 11            | 10            |
| October-December | 23    | 25      | 22              | 21            | 21            |

Source: Fáilte Ireland estimates based on CSO

### How did they arrive/depart?

| (%)                   | Total | Britain | Mainland Europe | North America | Rest of World |
|-----------------------|-------|---------|-----------------|---------------|---------------|
| <b>Air</b>            |       |         |                 |               |               |
| From Britain          | 35    | 74      | 5               | 20            | 31            |
| From Mainland Europe  | 40    | 1       | 88              | 25            | 29            |
| Transatlantic         | 11    | 1       | 1               | 52            | 2             |
| Asia/Middle East      | 2     | -       | -               | -             | 28            |
| <b>Sea</b>            |       |         |                 |               |               |
| From Britain          | 8     | 17      | 2               | 2             | 5             |
| From Mainland Europe  | 1     | -       | 2               | -             | -             |
| <b>Via N. Ireland</b> | 3     | 6       | 1               | 2             | 5             |

Source: CSO (\* indicates less than 0.5 percent)

### Where did they stay? (distribution of bednights)

| (%)               | Total | Britain | Mainland Europe | North America | Rest of World |
|-------------------|-------|---------|-----------------|---------------|---------------|
| Hotels            | 19    | 25      | 15              | 30            | 11            |
| Guesthouses/B&Bs  | 8     | 5       | 9               | 12            | 3             |
| Self-catering     | 20    | 8       | 21              | 20            | 33            |
| Caravan & camping | 1     | 1       | 1               | *             | *             |
| Hostels           | 3     | 2       | 4               | 5             | 2             |
| Friends/relatives | 27    | 51      | 20              | 18            | 26            |
| Other             | 22    | 8       | 30              | 15            | 25            |

Source: SOT

|                       |      |      |      |      |     |
|-----------------------|------|------|------|------|-----|
| Nights (Million) 2017 | 70.0 | 17.6 | 28.6 | 14.7 | 9.1 |
|-----------------------|------|------|------|------|-----|

Source (Fáilte Ireland Estimates)

(\* indicates less than 0.5 percent)

### What activities did they engage in?

|                              | Overseas Participants (000s) |
|------------------------------|------------------------------|
| Hiking/cross country walking | 2,352                        |
| Cycling                      | 416                          |
| Golf                         | 257                          |
| Equestrian                   | 142                          |
| Angling                      | 135                          |

### What was their main reason for visiting Ireland?

| (000s)                  | Total | Britain | Mainland Europe | North America | Rest of World |
|-------------------------|-------|---------|-----------------|---------------|---------------|
| Holiday                 | 4,721 | 1,317   | 1,871           | 1,246         | 288           |
| Visit friends/relatives | 2,615 | 1,505   | 639             | 266           | 204           |
| Business                | 1,294 | 572     | 510             | 132           | 80            |
| Other                   | 394   | 51      | 237             | 71            | 35            |

Source: CSO and NISRA

In 2017, a quarter (25%) of those coming to Ireland to visit friends/relatives were born in Ireland.

<sup>13</sup> Easter weekend fell in April 2017

# Overseas Holidaymakers 2017

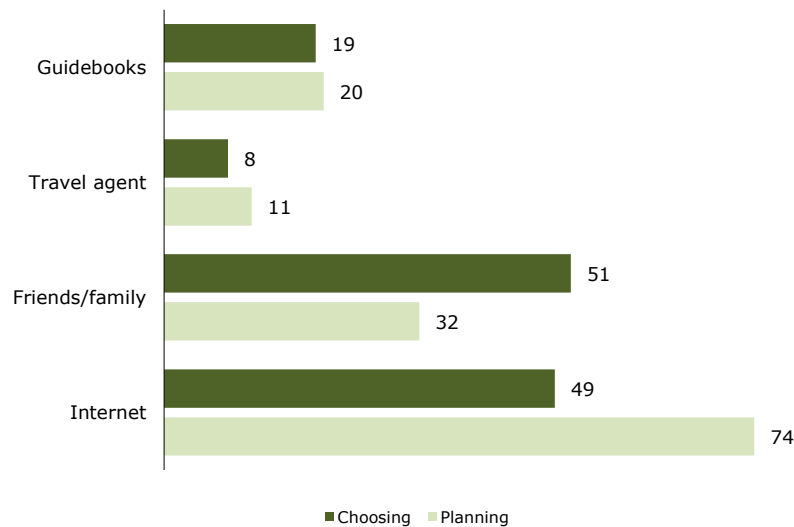
Holidaymakers in this section are defined as tourists who stated that their primary purpose for visiting Ireland was a holiday.

## What was the total number of holidaymakers in 2017?

| Holidaymakers (000s) | 2013  | 2014  | 2015  | 2016  | 2017  |
|----------------------|-------|-------|-------|-------|-------|
| Britain              | 979   | 1,057 | 1,254 | 1,423 | 1,317 |
| Mainland Europe      | 1,227 | 1,314 | 1,612 | 1,699 | 1,871 |
| North America        | 718   | 803   | 926   | 1,041 | 1,246 |
| Rest of World        | 220   | 219   | 243   | 242   | 288   |
| Total                | 3,144 | 3,393 | 4,036 | 4,406 | 4,721 |

Source: CSO and NISRA

## Sources of information for choosing/planning a holiday in Ireland (%)



Source: Fáilte Ireland's Tourism Experience Post Survey 2017

## How did they arrange their holiday?

| (%)         | Total | Britain | Mainland Europe | North America | Rest of World |
|-------------|-------|---------|-----------------|---------------|---------------|
| Package*    | 17    | 8       | 12              | 26            | 22            |
| Independent | 83    | 92      | 88              | 74            | 78            |

\* Prepaid an inclusive price for fares to/from Ireland and at least one other element of the holiday.

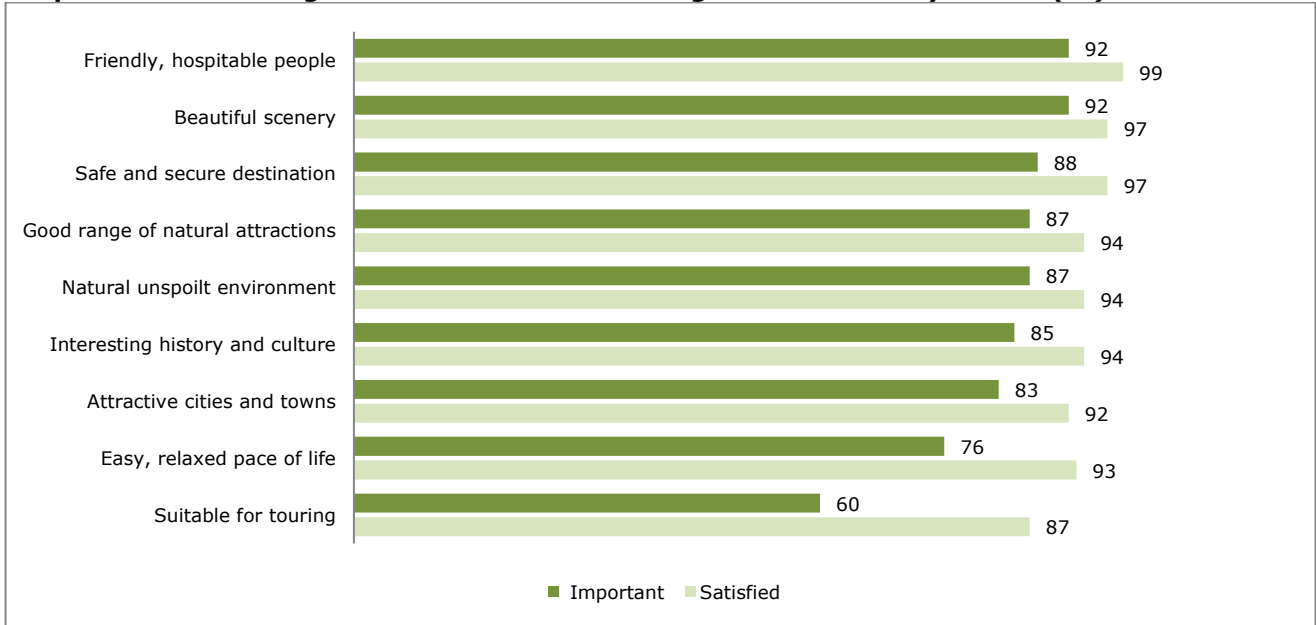
Source: Fáilte Ireland's Survey of Overseas Travellers

## What were the characteristics of holidaymakers to Ireland (%)?

| Experience of Ireland |    | Use of car   |    | Age            |    | Social class          |    | Party composition |    |
|-----------------------|----|--------------|----|----------------|----|-----------------------|----|-------------------|----|
| First visit           | 68 | Car brought  | 10 | Under 25 years | 21 | Mgr/prof (AB)         | 27 | Alone             | 20 |
| Repeat                | 31 | Car hired    | 32 | 25-34 years    | 25 | White collar (C1)     | 59 | Couple            | 43 |
| Irish-born            | 1  | Car not used | 58 | 35-44 years    | 11 | Skilled worker (C2)   | 10 | Family            | 17 |
|                       |    |              |    | 45+ years      | 42 | Unskilled worker (DE) | 3  | Other adult group | 20 |

Source: Fáilte Ireland's Survey of Overseas Travellers

**Importance and rating of destination issues among overseas holidaymakers (%)**



Source: Fáilte Ireland's Tourism Experience Post Survey 2017

- *What factors are important to holidaymakers when considering Ireland for their holiday*
- *Holidaymakers' satisfaction with their experience of Ireland*



# Domestic Tourism in 2017<sup>14</sup>

## Domestic trips (000s) by purpose of travel

|                                  | 2013         | 2014         | 2015         | 2016         | 2017         |
|----------------------------------|--------------|--------------|--------------|--------------|--------------|
| Holiday trips                    | 4,073        | 4,436        | 4,658        | 4,870        | 4,886        |
| - Long (4+ nights)               | 1,088        | 1,144        | 1,078        | 1,144        | 962          |
| - Short (1-3 nights)             | 2,985        | 3,292        | 3,580        | 3,726        | 3,924        |
| Visiting friends/relatives trips | 2,988        | 2,918        | 2,921        | 3,045        | 3,096        |
| Business trips                   | 364          | 453          | 407          | 431          | 426          |
| Other trips                      | 988          | 1,184        | 1,138        | 1,014        | 1,218        |
| <b>Total trips</b>               | <b>8,413</b> | <b>8,991</b> | <b>9,125</b> | <b>9,359</b> | <b>9,626</b> |

Source: CSO Household Travel Surveys 2013-2017

## Domestic expenditure (€m) by purpose of travel

|                                  | 2013         | 2014           | 2015           | 2016           | 2017           |
|----------------------------------|--------------|----------------|----------------|----------------|----------------|
| Holiday trips                    | 947.2        | 992.8          | 1,070.4        | 1,135.8        | 1,129.2        |
| - Long (4+ nights)               | 395.2        | 385.6          | 394.2          | 420.7          | 349.5          |
| - Short (1-3 nights)             | 552.0        | 607.1          | 676.2          | 715.0          | 779.7          |
| Visiting friends/relatives trips | 284.8        | 327.0          | 296.5          | 297.0          | 353.1          |
| Business trips                   | 84.2         | 110.3          | 98.0           | 106.3          | 123.3          |
| Other trips                      | 216.8        | 283.4          | 260.4          | 258.6          | 273.4          |
| <b>Total expenditure</b>         | <b>1,533</b> | <b>1,713.5</b> | <b>1,725.3</b> | <b>1,797.7</b> | <b>1,879.1</b> |

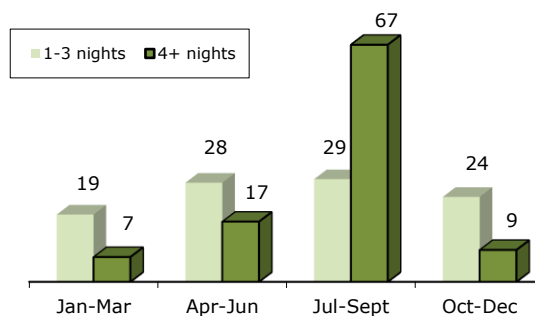
Source: CSO Household Travel Surveys 2013-2017

## Accommodation bednights domestic holidaymakers (%)

|                   | 2013 | 2014 | 2015 | 2016 | 2017 |
|-------------------|------|------|------|------|------|
| Hotels            | 34   | 34   | 35   | 36   | 37   |
| Guesthouse/B&Bs   | 3    | 4    | 4    | 4    | 4    |
| Caravan/camping   | 15   | 14   | 7    | 13   | 14   |
| Self-catering     | 22   | 23   | 22   | 20   | 20   |
| Holiday home      | 15   | 12   | 19   | 13   | 11   |
| Friends/relatives | 10   | 13   | 10   | 13   | 11   |
| Other             | 1    | 1    | 3    | 2    | 2    |

Source: CSO Household Travel Surveys 2013-2017

## Seasonality of holidaymakers (%) 2017 by length of stay



Source: CSO Household Travel Survey 2017

<sup>14</sup> 2012-2015 domestic data revised due to new methodological approach by CSO, August 2016

### **Activities engaged in by domestic holidaymakers (%)**

|                                  |    |
|----------------------------------|----|
| Houses/castles                   | 26 |
| Hiking/walking                   | 25 |
| National parks                   | 23 |
| Gardens                          | 21 |
| Visits to spas                   | 21 |
| Watersports (excluding swimming) | 19 |
| Heritage/ interpretive centres   | 18 |
| Monuments                        | 16 |
| Attending a festival/event       | 16 |
| Museums/art galleries            | 15 |
| Attending a sporting event       | 9  |
| Cycling                          | 8  |
| Golf                             | 6  |
| Angling                          | 3  |
| Attending horse racing           | 3  |

Source: Fáilte Ireland Domestic Omnibus 2017

## **The Tourism Product**

### **Accommodation in 2017**

|                                | <b>Premises</b> | <b>Rooms</b> |
|--------------------------------|-----------------|--------------|
| Hotels                         | 819             | 58,088       |
| Guesthouses                    | 190             | 2,467        |
| Bed and Breakfasts             | 1,132           | 4,815        |
|                                | <b>Premises</b> | <b>Beds</b>  |
| Self-Catering (units)          | 2,721           | 14,793       |
| Hostels                        | 90              | 7,603        |
| Welcome Standard <sup>15</sup> | 234             | 16,606       |
| Caravan & camping (pitches)    | 5,822           | 26,112       |

Source: Capita

### **Accommodation occupancy in 2017**

|                                   | <b>%</b> |
|-----------------------------------|----------|
| Hotel Room Occupancy              | 72       |
| Guesthouse Room Occupancy         | 63       |
| B&B Room Occupancy                | 46       |
| Hostels Bed Occupancy             | 65       |
| Self-Catering Bed Occupancy       | 35       |
| Caravan and Camping Bed Occupancy | 27       |

Source: Fáilte Ireland Accommodation Survey

<sup>15</sup> Excludes Marinas

## Attendance at popular visitor attractions in Ireland 2017

| Top Fee-Charging Attractions                   |           |           | Top Free Attractions   |          |           |
|--|-----------|-----------|--|----------|-----------|
| Name of Attraction                             | County    | Visits    | Name of Attractions  | County   | Visits    |
| Guinness Storehouse                            | Dublin    | 1,711,281 | National Gallery of Ireland  | Dublin   | 1,065,929 |
| Cliffs of Moher Visitor Experience             | Clare     | 1,527,000 | Castletown House Parklands   | Kildare  | 666,541   |
| Dublin Zoo                                     | Dublin    | 1,264,300 | Glendalough Site   | Wicklow  | 639,826   |
| National Aquatic Centre                        | Dublin    | 1,099,756 | National Botanic Gardens   | Dublin   | 569,652   |
| Book of Kells                                  | Dublin    | 983,410   | DLR Lexicon <sup>1</sup>   | Dublin   | 525,708   |
| Tayto Park                                     | Meath     | 735,000   | Irish Museum of Modern Art   | Dublin   | 489,295   |
| St Patrick's Cathedral                         | Dublin    | 603,000   | Doneraile Wildlife Park  | Cork     | 480,000   |
| Kylemore Abbey & Gardens                       | Galway    | 558,000   | National Museum of Ireland -<br>Archaeology, Kildare St  | Dublin   | 474,564   |
| Muckross House Gardens and<br>Traditional Farm | Kerry     | 552,923   | Science Gallery at Trinity College<br>Dublin   | Dublin   | 407,529   |
| Powerscourt Gardens & Waterfall                | Wicklow   | 501,601   | Farmleigh  | Dublin   | 359,432   |
| Fota Wildlife Park                             | Cork      | 455,559   | Newbridge Silverware Museum of<br>Style Icons  | Kildare  | 350,000   |
| Blarney Castle & Gardens                       | Cork      | 450,000   | National Museum of Ireland -<br>Natural History, Merrion St  | Dublin   | 336,412   |
| Kilmainham Gaol                                | Dublin    | 425,000   | Kilkenny Castle Parklands  | Kilkenny | 336,315   |
| Kilkenny Castle                                | Kilkenny  | 418,685   | Chester Beatty Library<br>National Museum of Ireland -<br>Decorative Arts & History,<br>Collins Barracks | Dublin   | 335,875   |
| Rock of Cashel                                 | Tipperary | 376,488   | Connemara National Park  | Galway   | 221,713   |
| Dublin Castle                                  | Dublin    | 371,000   | The National Library of Ireland  | Dublin   | 197,245   |
| Bunratty Castle & Folk Park                    | Clare     | 369,275   | Crawford Art Gallery   | Cork     | 188,814   |
| Old Jameson Distillery                         | Dublin    | 286,000   | Malin Head Viewing Point   | Donegal  | 172,329   |
| Brú na Bóinne Newgrange                        | Meath     | 281,103   | Dublin City Gallery The Hugh<br>Lane   | Dublin   | 167,410   |
| Christ Church Cathedral                        | Dublin    | 238,285   | Sliabh Liag Cliffs   | Donegal  | 164,546   |
| Glenveagh Castle and Grounds                   | Donegal   | 211,000   |  |          |           |

Source: Fáilte Ireland's Survey of Visitor Attractions - Estimates of visitors to attractions may include usage by local residents

## **NUTS 3 Region**

## **County**

**Dublin**

Dublin City & County

**South East**

Carlow  
Kilkenny  
Tipperary (South)  
Waterford  
Wexford

**South West**

Cork  
Kerry

**West**

Galway  
Mayo  
Roscommon

**Mid East**

Kildare  
Meath  
Wicklow

**Midland**

Laois  
Longford  
Offaly  
Westmeath

**Mid West**

Clare  
Limerick  
Tipperary (North)

**Border**

Cavan  
Donegal  
Leitrim  
Monaghan  
Sligo  
Louth