# **Clare Key Tourism Facts**



### OVERSEAS TOURISTS

2023



348,000 Visited Clare



€184m Generated in Revenue



€530 Average spend per capita



**5** Average nights spent in Clare

### WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	65%
Visiting Friends/Family	25%
Business	8%
Other	3%

### WHERE DID OVERSEAS HOLIDAYMAKERS STAY IN CLARE? (ACCOMMODATION BEDNIGHTS %)



### DOMESTIC TOURISTS

**674,000** Visited Clare



€180m Generated in Revenue

() €26

€268 Average spend per capita

**3** Average nights spent in Clare

### 2 in 3

Overseas holidaymakers visiting Clare were travelling to Ireland for the first time

Source: Overseas – Fáilte Ireland estimates based on Survey of Overseas Travellers, Domestic – CSO Household Survey.

## **Domestic Travel Characteristics**



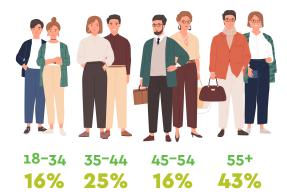
This factsheet presents the characteristics of visitors on a General Leisure or Holiday trip. Domestic Visitors includes those from the Republic of Ireland and Northern Ireland.

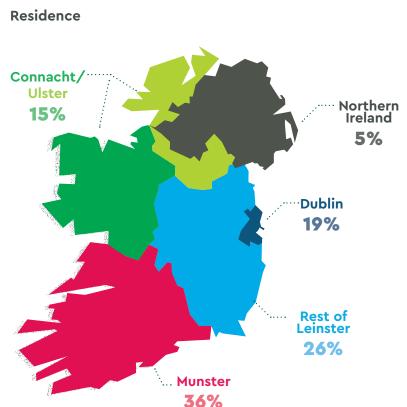
### WHAT WERE THE CHARACTERISTICS OF DOMESTIC HOLIDAYMAKERS?

Lifestage	
Unconstrained Adults Aged <45	17%
Unconstrained Adults Aged 45+	42%
Families	41%

Social Grade		
ABC1	55%	
C2DE	45%	

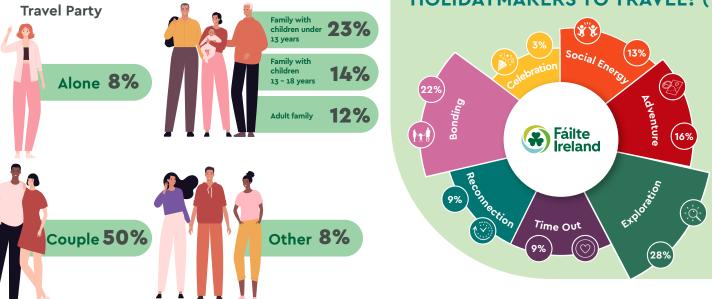
Age





Fáilte Ireland

#### WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



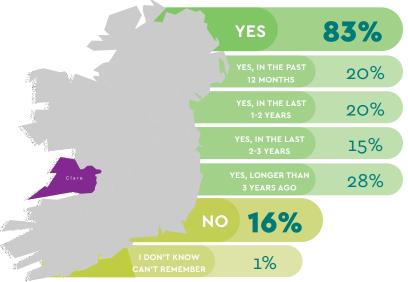
Source: Fáilte Irelands Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

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### HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE





57%

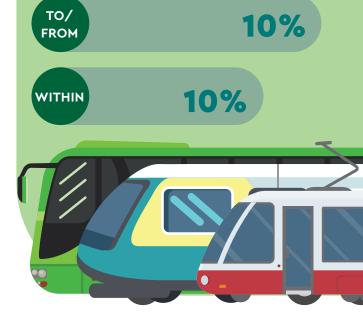
Walking

Attending a

Festival/Event

7%

Golf



### WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?



Hiking



Heritage/ Interpretive Centres



Cycling





Outdoor Swimming

Adventure Park

28%

Houses/Castles



Visits to Spas



Fishing/Angling



Nature Reserve/

National Park

12%

Museums/Art

Galleries

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62%

**Toured Around** 

By Car

25%

Gardens



Boat Trip



Watersports (excluding swimming)



Shopping



Learning Activity/ Course



Farmers Market



Swimming Pool