

# Cork Key Tourism Facts



# 2023

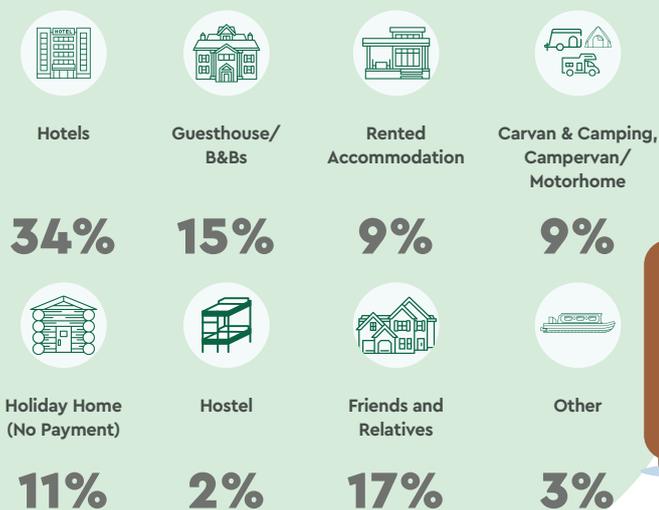
## OVERSEAS TOURISTS

- 891,000** Visited Cork
- €633m** Generated in Revenue
- €711** Average spend per capita
- 7** Average nights spent in Cork

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

Main Reason for visit	%
Holidaymaker	44%
Visiting Friends/Family	33%
Business	17%
Other	5%

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



## DOMESTIC TOURISTS

- 1.7m** Visited Cork
- €402m** Generated in Revenue
- €236** Average spend per capita
- 2.6** Average nights spent in Cork



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

# Domestic Travel Characteristics



# 2023

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	27%
Unconstrained Adults Aged 45+	33%
Families	40%

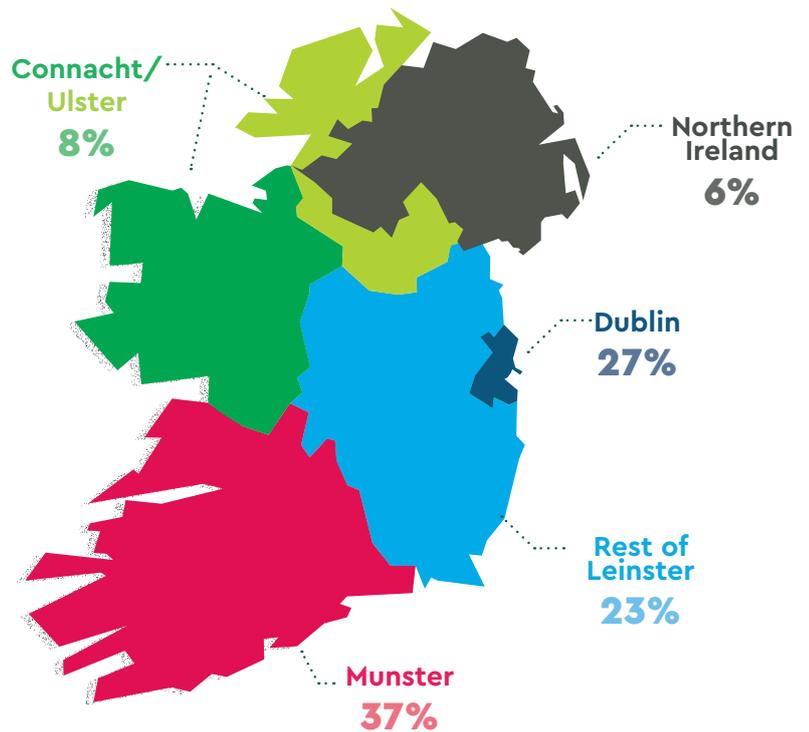
Social Grade	
ABC1	52%
C2DE	48%

### Age

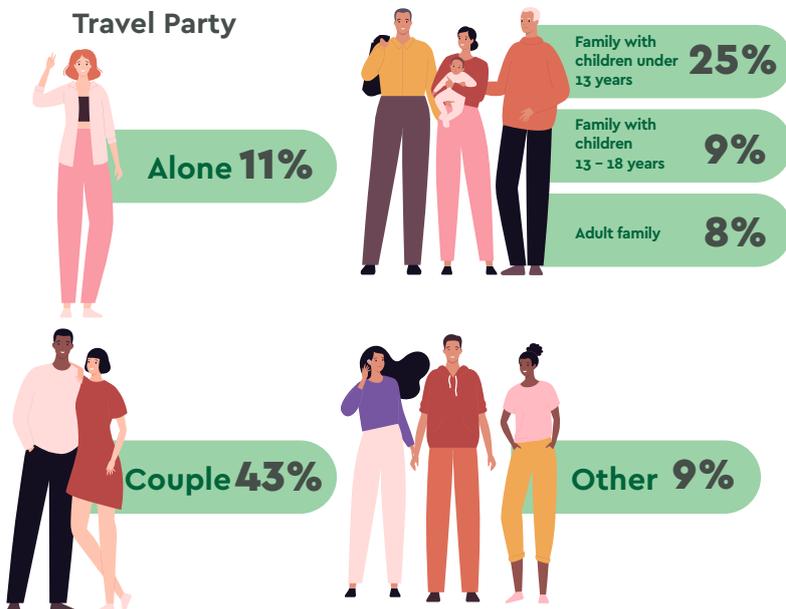


18-34 **30%**    35-44 **25%**    45-54 **20%**    55+ **26%**

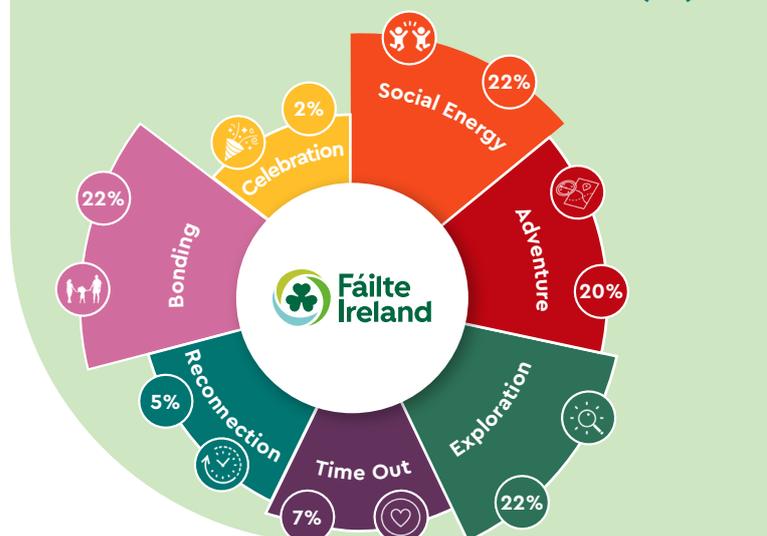
### Residence



### Travel Party

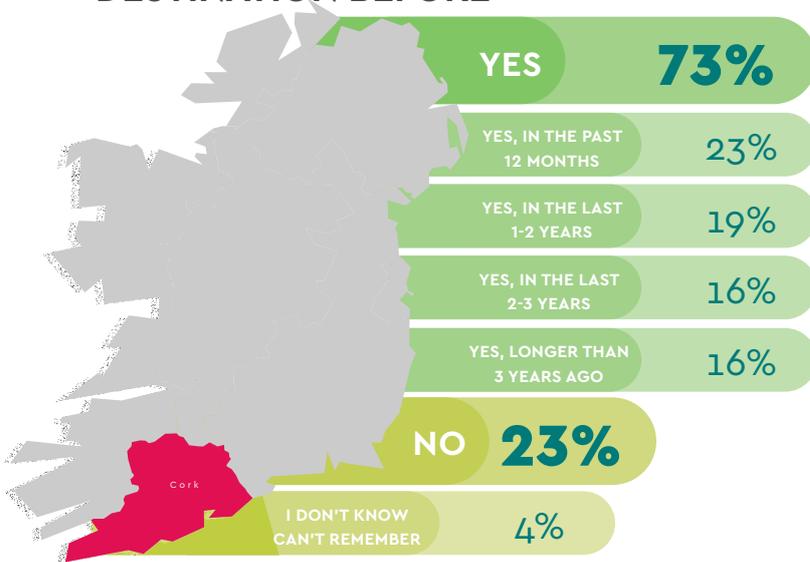


## WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

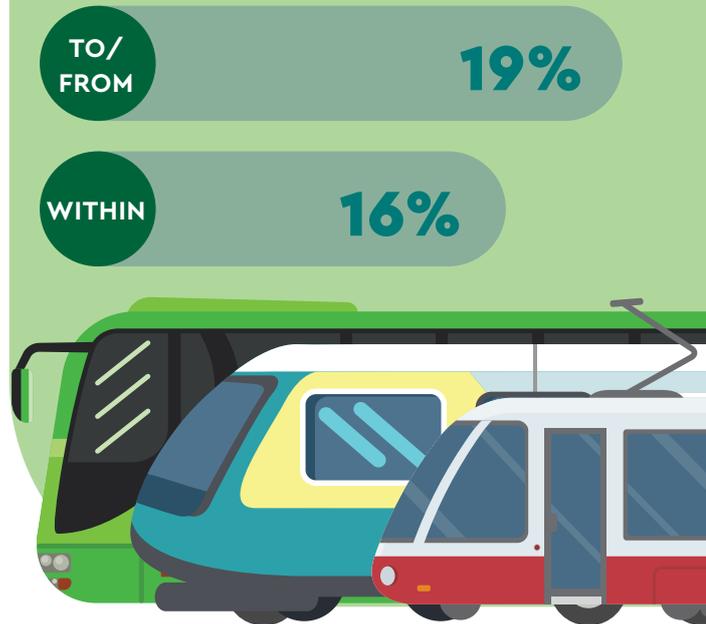


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

## HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



## PUBLIC TRANSPORTATION USED



## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

