

# Donegal Key Tourism Facts



# 2023

## OVERSEAS TOURISTS

- 179,000** Visited Donegal
- €155m** Generated in Revenue
- €866** Average spend per capita
- 7** Average nights spent in Donegal

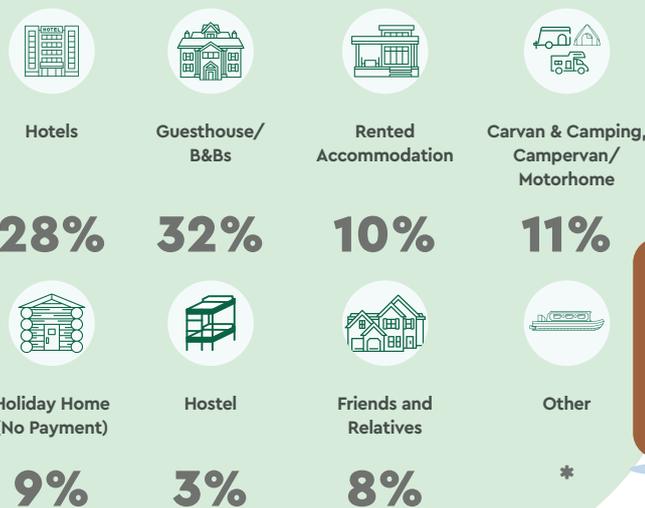
## DOMESTIC TOURISTS

- 699,000** Visited Donegal
- €187m** Generated in Revenue
- €267** Average spend per capita
- 3** Average nights spent in Donegal

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

Main Reason for visit	%
Holidaymaker	60%
Visiting Friends/Family	31%
Business	5%
Other	4%

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



**1 in 2**  
Overseas holidaymakers visiting Donegal were travelling to Ireland for the first time

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

\* is less than 1%

# 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	26%
Unconstrained Adults Aged 45+	36%
Families	37%

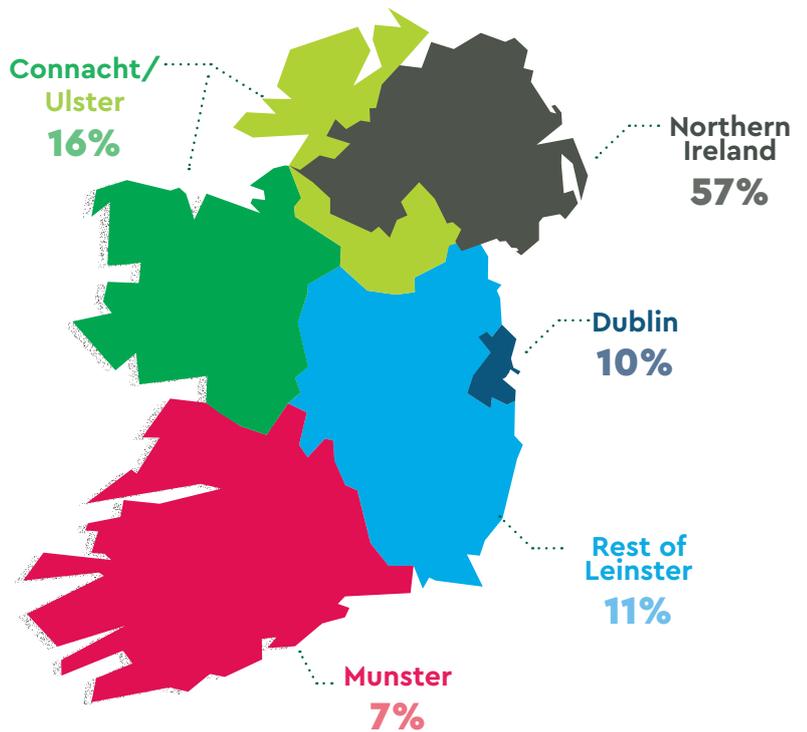
Social Grade	
ABC1	54%
C2DE	46%

### Age

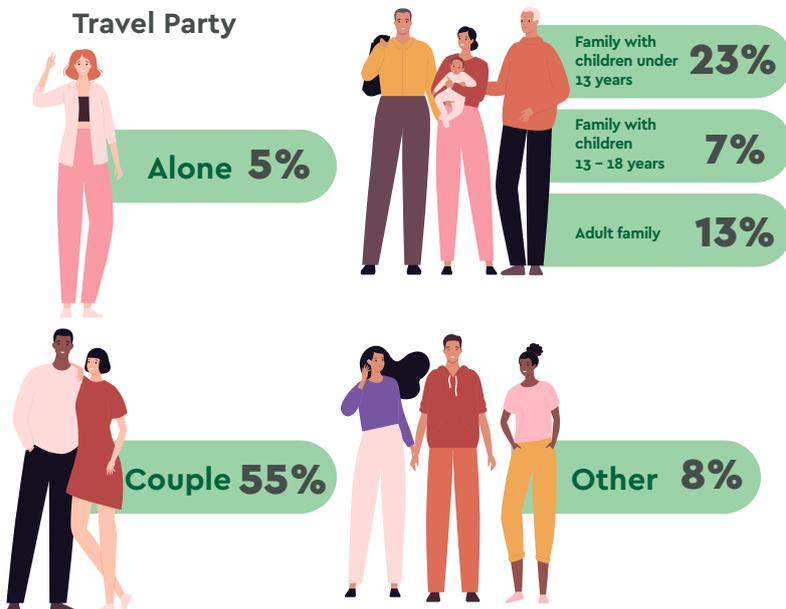


18-34 **31%**    35-44 **20%**    45-54 **17%**    55+ **33%**

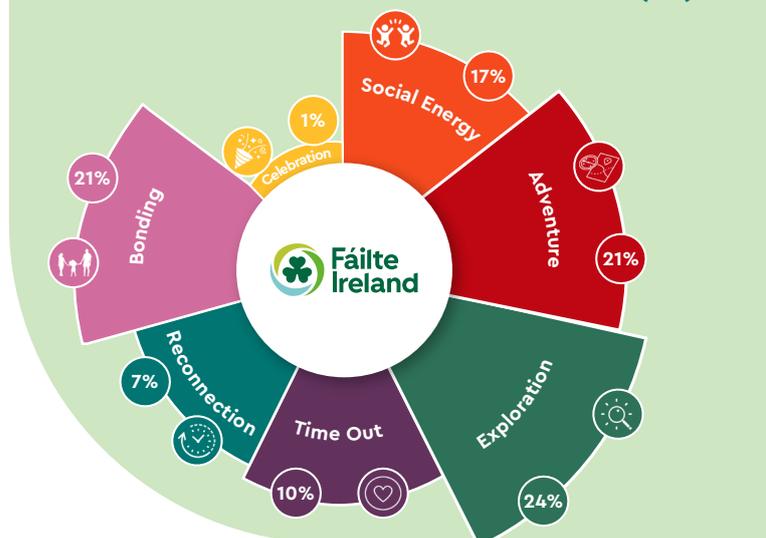
### Residence



### Travel Party



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

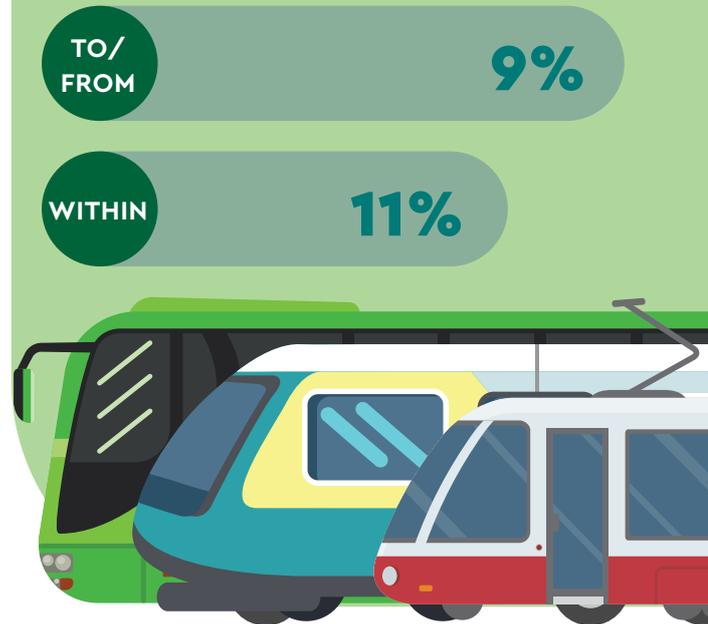


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

## HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



## PUBLIC TRANSPORTATION USED



## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

