

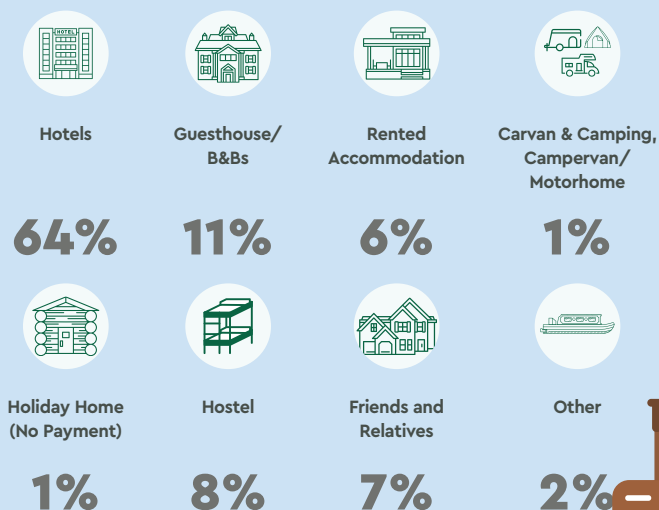
OVERSEAS TOURISTS



WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	50%
Visiting Friends/Family	27%
Business	19%
Other	4%

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



DOMESTIC TOURISTS



NORTHERN IRELAND TOURISTS



2 in 3

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

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

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	34%
Unconstrained Adults Aged 45+	25%
Families	42%

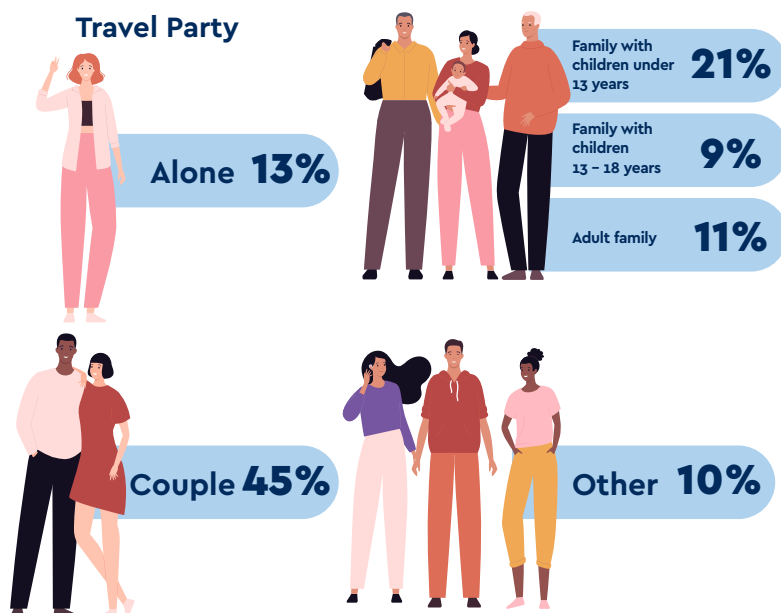
Social Grade	
ABC1	47%
C2DE	53%

Age

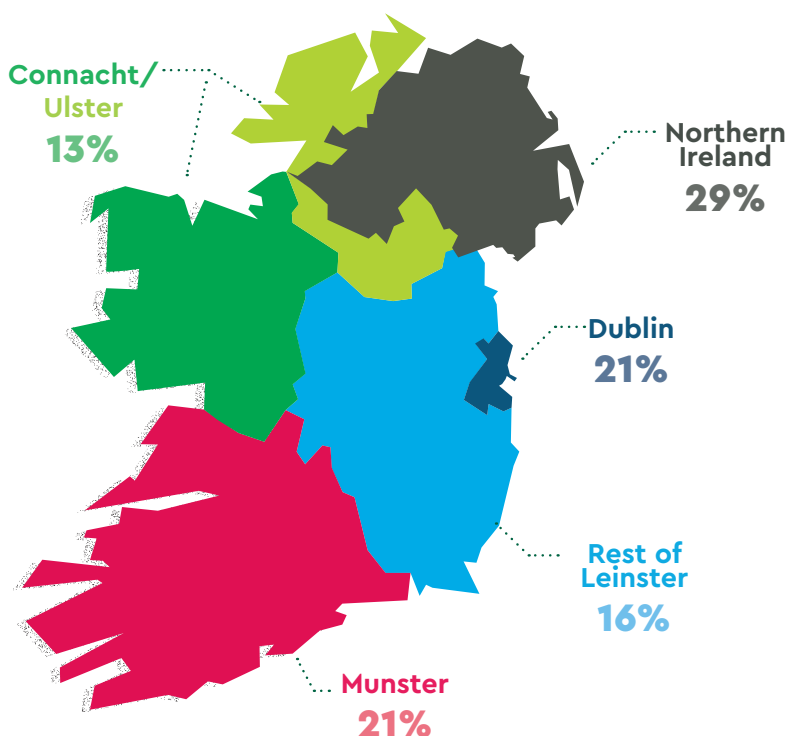


18-34 **41%** 35-44 **22%** 45-54 **14%** 55+ **22%**

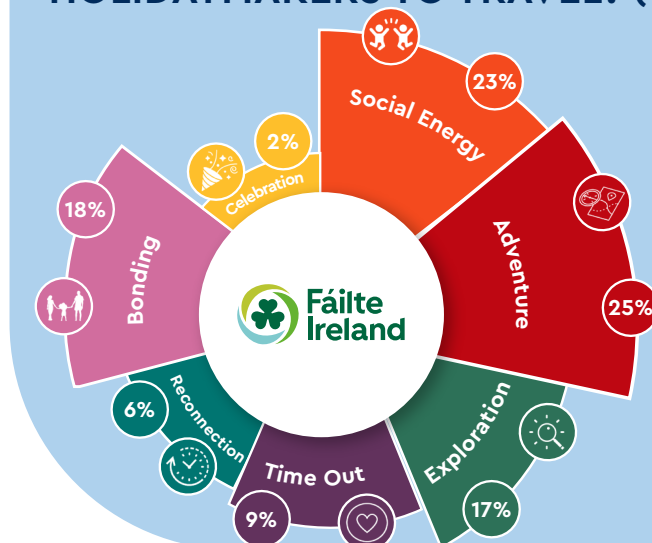
Travel Party



Residence

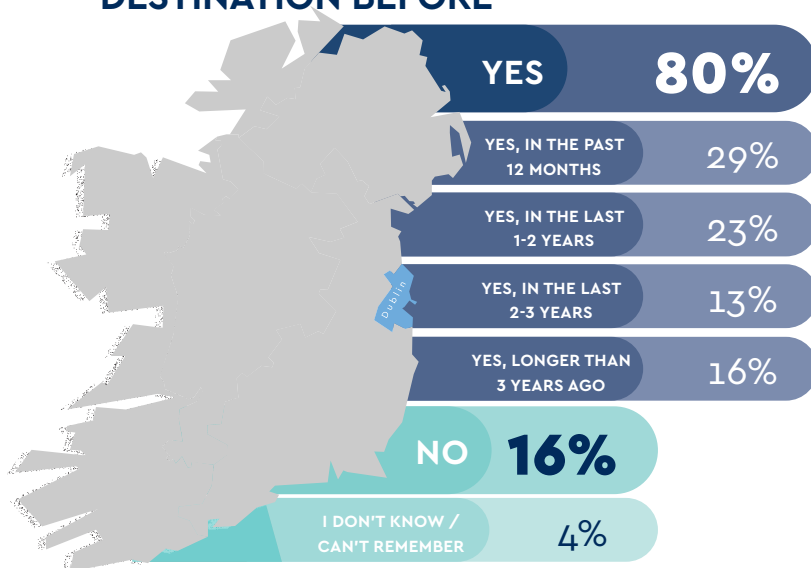


WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

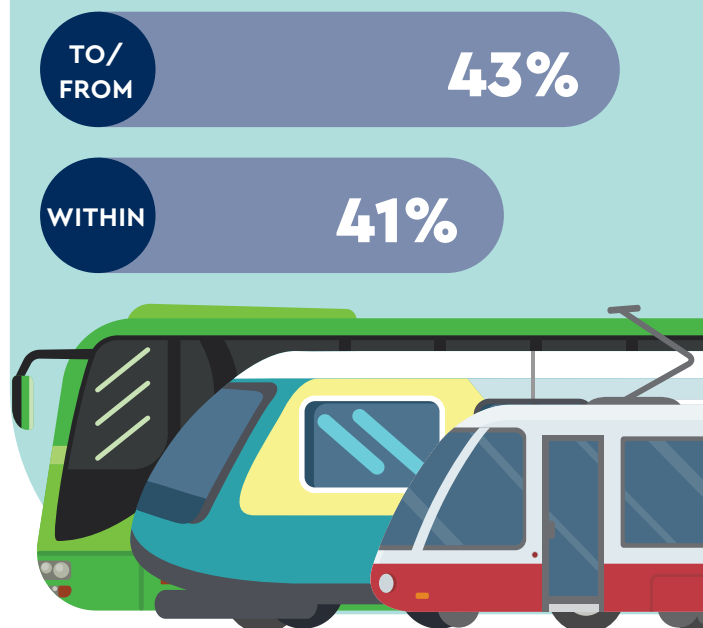


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



PUBLIC TRANSPORTATION USED



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

