



OVERSEAS TOURISTS



3.9_m Visited Dublin



€2.3bn Generated in Revenue



€591 Average spend per capita



5.6 Average nights spent in Dublin

WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

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

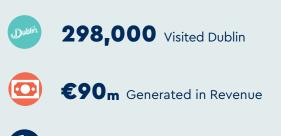
WHERE DID OVERSEAS HOLIDAYMAKERS STAY IN DUBLIN? (ACCOMMODATION BEDNIGHTS %)

, and a . E Hotels Guesthouse/ Rented Carvan & Camping, B&Bs Accommodation Campervan/ Motorhome 64% 11% 6% 1% <u>_D(0:0:0)</u> Holiday Home Hostel Friends and Other Relatives (No Payment) 1% 8% 7% 2%

DOMESTIC TOURISTS



NORTHERN IRELAND TOURISTS



€302 Average spend per capita

1.9 Average nights spent in Dublin

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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.



Domestic Travel Characteristics 2023

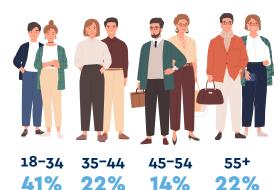
This factsheet presents the characteristics of visitors on a General Leisure or Holiday trip. Domestic Visitors includes those from the Republic of Ireland and Northern Ireland.

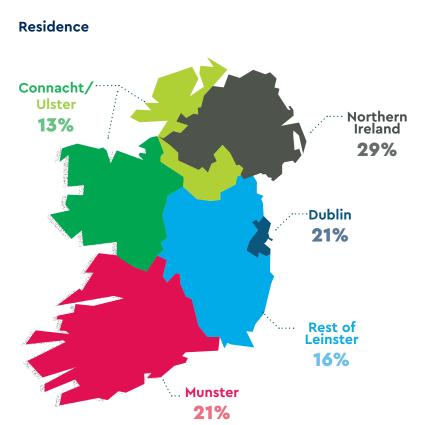
WHAT WERE THE CHARACTERISTICS OF DOMESTIC HOLIDAYMAKERS?

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

Social Grade	
ABC1	47%
C2DE	53%

Age





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WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



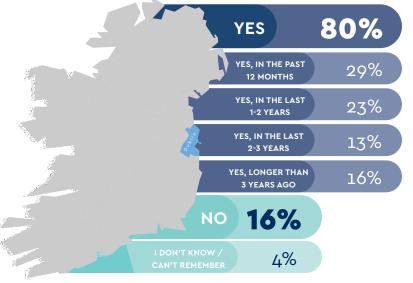
Source: Fáilte Irelands Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

Key Tourism Facts 2023 | 🞧 Back to Page 1

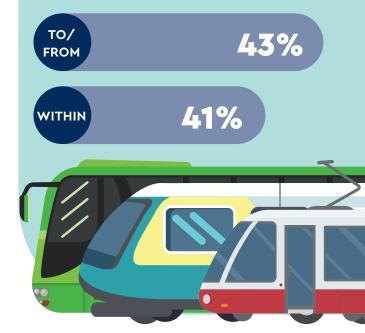
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HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



PUBLIC TRANSPORTATION USED



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?







Heritage/ Interpretive Centres



Cycling



Walking



Attending a Festival/Event



Golf



Houses/Castles



Visits to Spas



Fishing/Angling



Nature Reserve/

National Park

29°

Museums/Art

Galleries

23%

Toured Around

By Car





Gardens

Boat Trip

5%

Watersports (excluding swimming)







Learning Activity/ Course



Farmers Market





Outdoor Swimming

Adventure Park



Swimming Pool