

# Galway Key Tourism Facts



# 2023

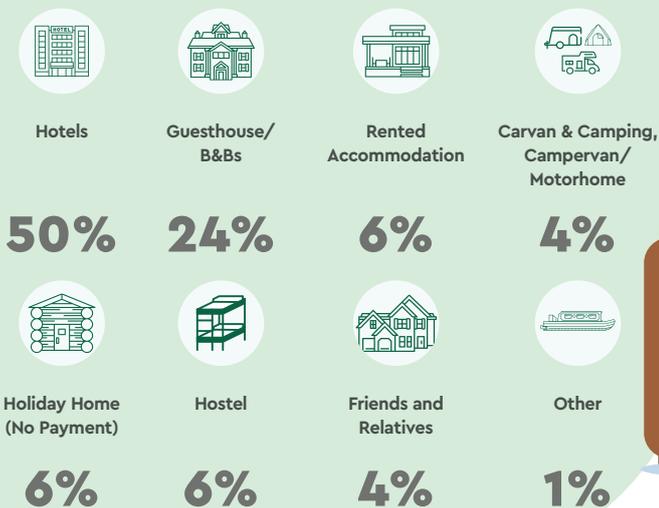
## OVERSEAS TOURISTS

- 969,000** Visited Galway
- €585m** Generated in Revenue
- €603** Average spend per capita
- 5** Average nights spent in Galway

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

Main Reason for visit	%
Holidaymaker	69%
Visiting Friends/Family	23%
Business	5%
Other	3%

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



## DOMESTIC TOURISTS

- 1.2m** Visited Galway
- €236m** Generated in Revenue
- €199** Average spend per capita
- 2.2** Average nights spent in Galway



**3 in 4** Overseas holidaymakers visiting Galway 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



# 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+	35%
Families	38%

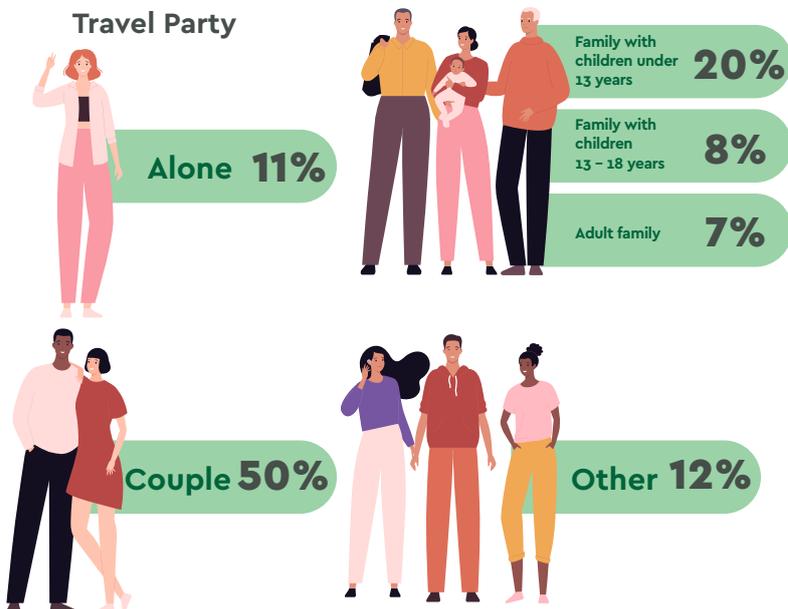
Social Grade	
ABC1	51%
C2DE	49%

### Age

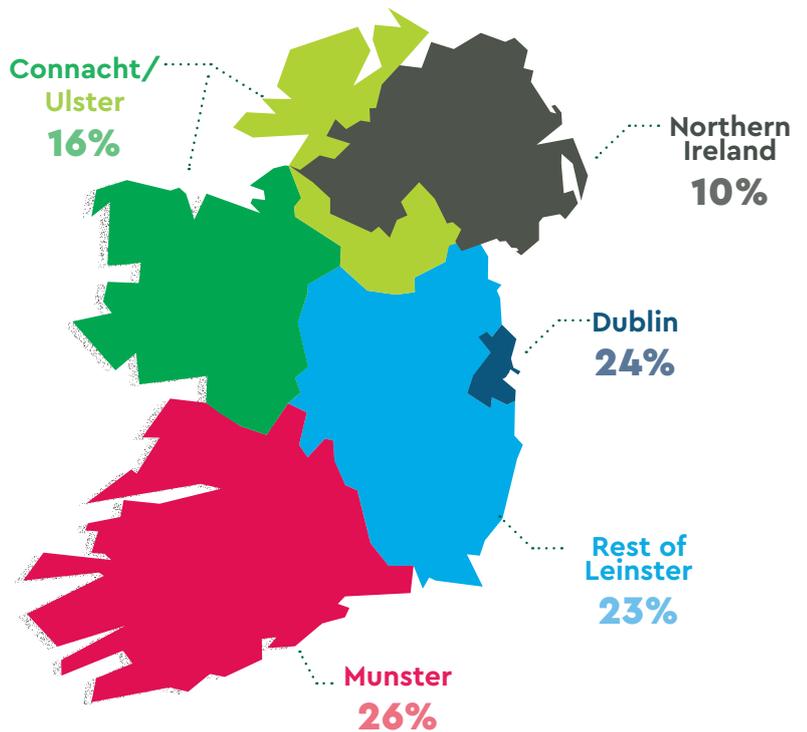


18-34	35-44	45-54	55+
29%	21%	20%	30%

### Travel Party



### Residence

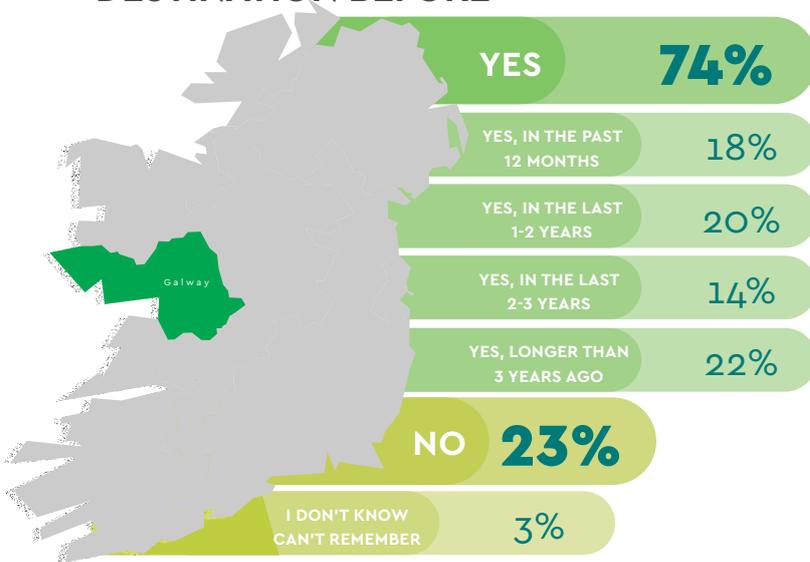


## WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

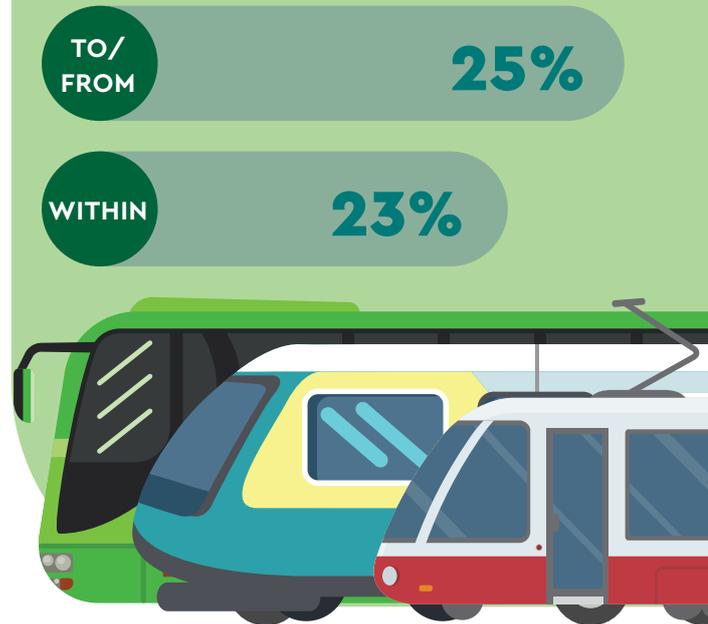


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

## HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



## PUBLIC TRANSPORTATION USED



## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

