



**IRELAND'S
ANCIENT EAST®**

Wander Through Time



**Fáilte
Ireland**

Key Tourism Facts

2023

OVERSEAS TOURISTS



1.6m Visited Ireland's Ancient East



€1.0bn Generated in Revenue



€627 Average spend per capita



6.6 Average nights spent in Ireland's Ancient East

WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	34%
Visiting Friends/Family	46%
Business	15%
Other	5%

WHERE DID OVERSEAS HOLIDAYMAKERS STAY IN IRELAND'S ANCIENT EAST? (ACCOMMODATION BEDNIGHTS %)



Hotels

37%



Holiday Home
(No Payment)

4%



Guesthouse/
B&Bs

18%



Hostel

2%



Rented
Accommodation

11%



Friends and
Relatives

16%



Carvan & Camping,
Campervan/
Motorhome

8%



Other

3%

DOMESTIC TOURISTS



4.7m Visited Ireland's Ancient East



€928m Generated in Revenue



€197 Average spend per capita



2.2 Average nights spent in Ireland's Ancient East

NORTHERN IRELAND TOURISTS



534,000 Visited Ireland's Ancient East



€204m Generated in Revenue



€383 Average spend per capita



3.2 Average nights spent in Ireland's Ancient East



3 in 5

Overseas
holidaymakers visiting
the Ireland's Ancient
East 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.



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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	23%
Unconstrained Adults Aged 45+	36%
Families	41%

Social Grade

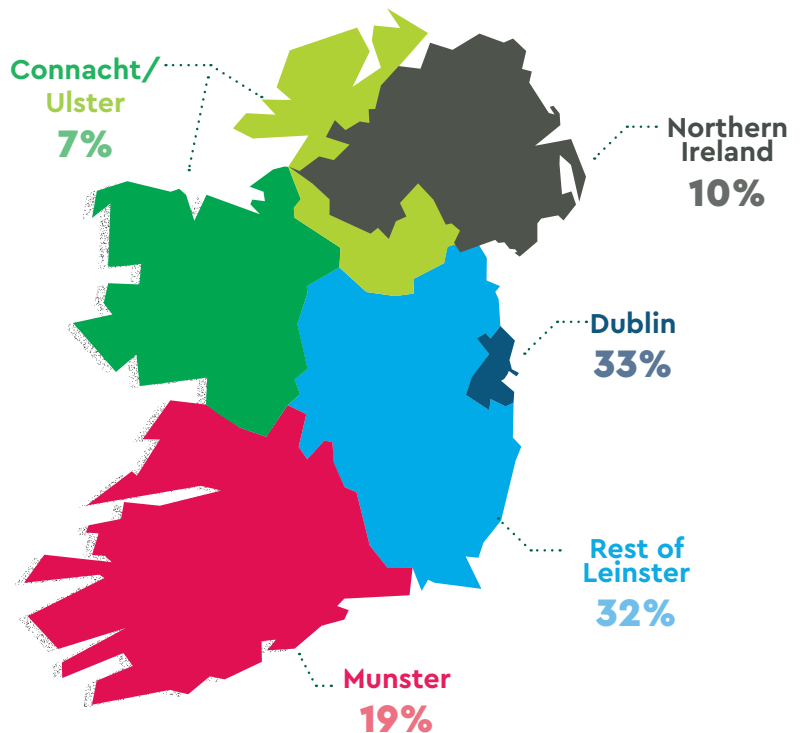
ABC1	51%
C2DE	49%

Age

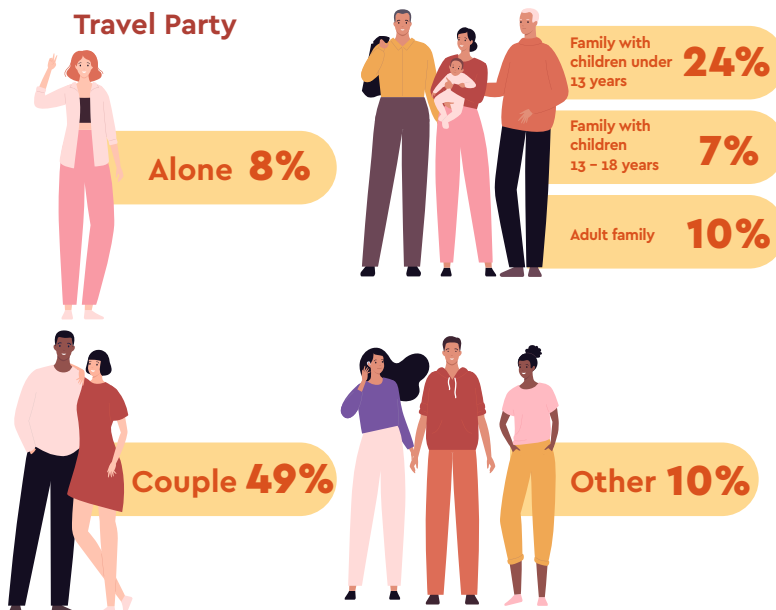


18-34 35-44 45-54 55+
26% 26% 17% 31%

Residence



Travel Party

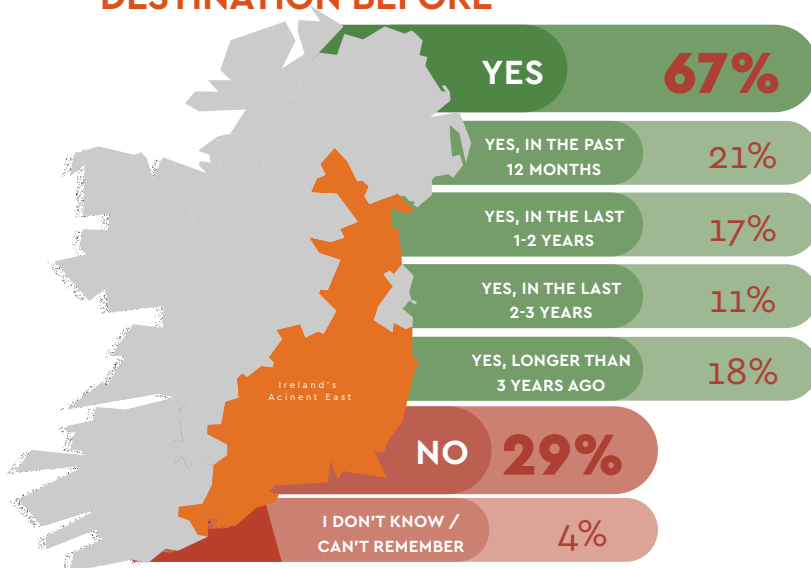


WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

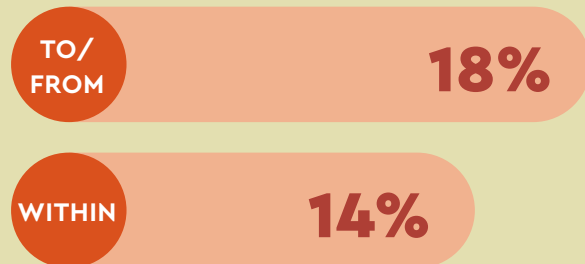


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



PUBLIC TRANSPORTATION USED



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

