



Ireland's Hidden HEARTLANDS



Key Tourism Facts 2023

OVERSEAS TOURISTS



357,000 Visited Ireland's
Hidden Heartlands



€224m Generated in Revenue



€627 Average spend per capita



7.1 Average nights spent in
Ireland's Hidden Heartlands

WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	23%
Visiting Friends/Family	62%
Business	10%
Other	5%

WHERE DID OVERSEAS HOLIDAYMAKERS STAY IN IRELAND'S HIDDEN HEARTLANDS? (ACCOMMODATION BEDNIGHTS %)



Hotels

15%



Holiday Home
(No Payment)

18%



Guesthouse/
B&Bs

11%



Hostel

*



Rented
Accommodation

23%



Friends and
Relatives

24%



Carvan & Camping,
Campervan/
Motorhome

4%



Other

5%

* is less than 1%

DOMESTIC TOURISTS



1.3m Visited Ireland's Hidden Heartlands



€246m Generated in Revenue



€183 Average spend per capita



2.1 Average nights spent in
Ireland's Hidden Heartlands

NORTHERN IRELAND TOURISTS



85,000 Visited Ireland's
Hidden Heartlands



€22m Generated in Revenue



€260 Average spend per capita



2.5 Average nights spent in
Ireland's Hidden Heartlands



1 in 2

Overseas holidaymakers
visiting Ireland's Hidden
Heartlands 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	19%
Unconstrained Adults Aged 45+	31%
Families	51%

Social Grade

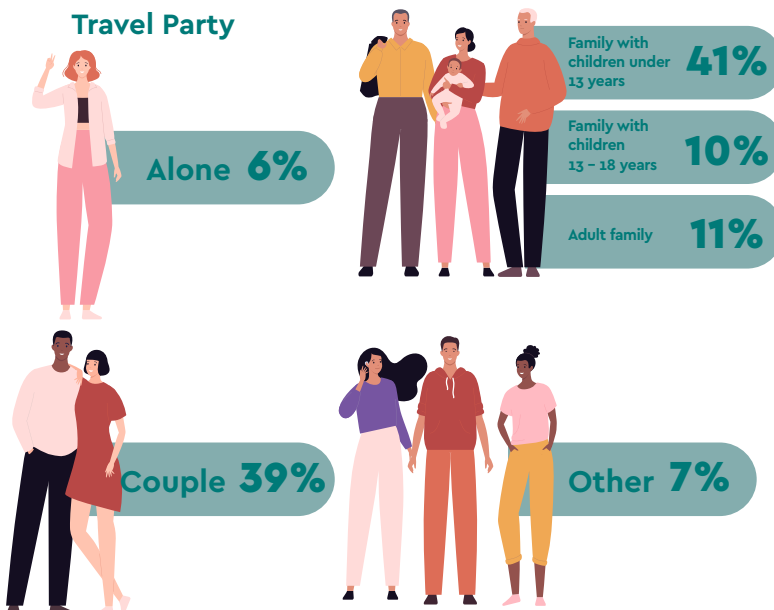
ABC1	47%
C2DE	53%

Age

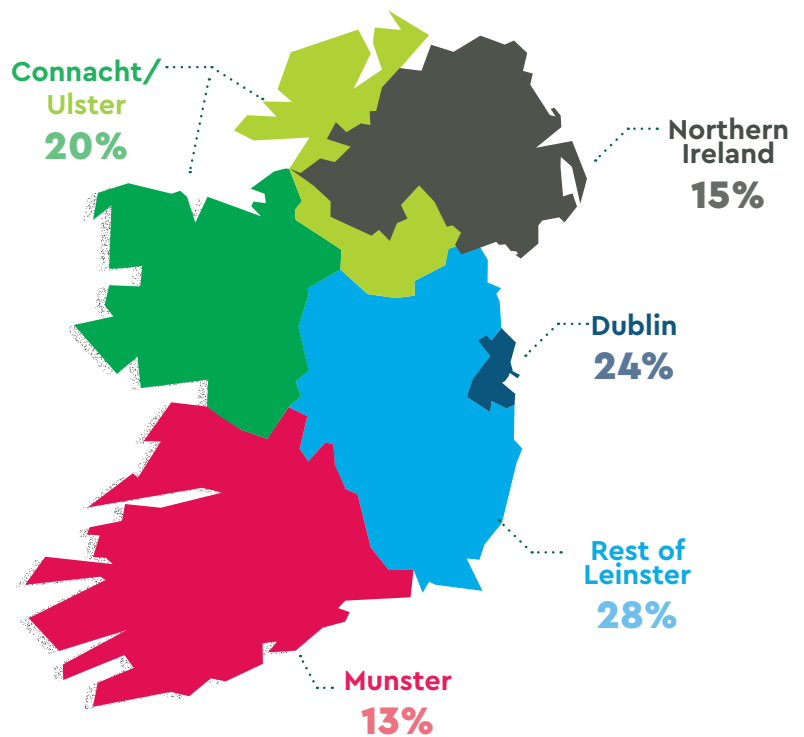


18-34	35-44	45-54	55+
24%	30%	19%	27%

Travel Party



Residence

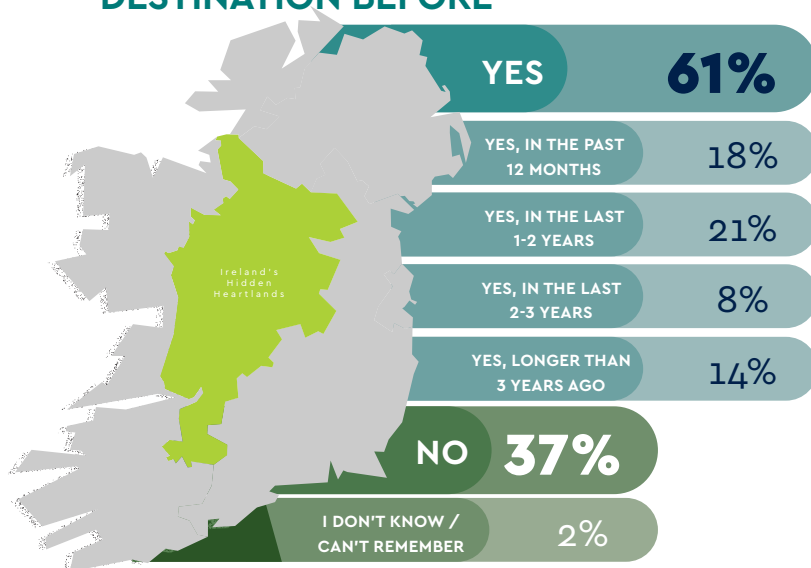


WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

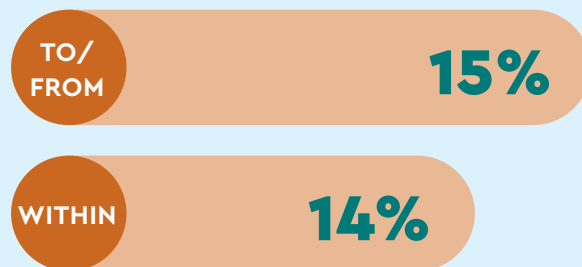


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



PUBLIC TRANSPORTATION USED



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

