

Kerry Key Tourism Facts



2023

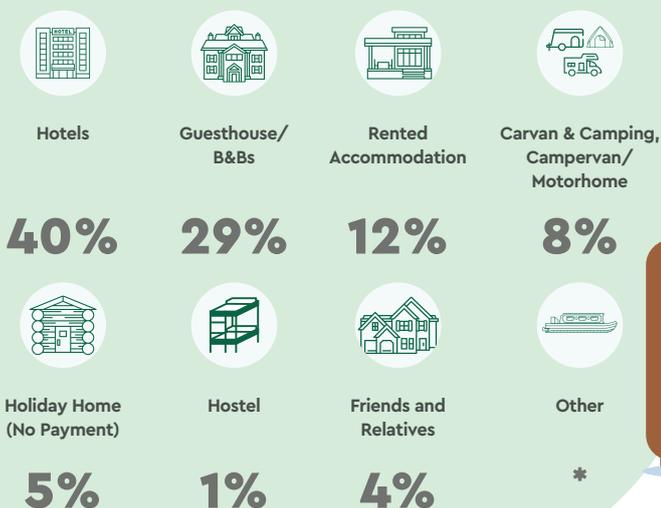
OVERSEAS TOURISTS

- 628,000** Visited Kerry
- €329m** Generated in Revenue
- €524** Average spend per capita
- 5** Average nights spent in Kerry

WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	74%
Visiting Friends/Family	19%
Business	4%
Other	2%

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



DOMESTIC TOURISTS

- 1.3m** Visited Kerry
- €433m** Generated in Revenue
- €326** Average spend per capita
- 3.7** Average nights spent in Kerry

2 in 3

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



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

* is less than 1%

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	21%
Unconstrained Adults Aged 45+	39%
Families	40%

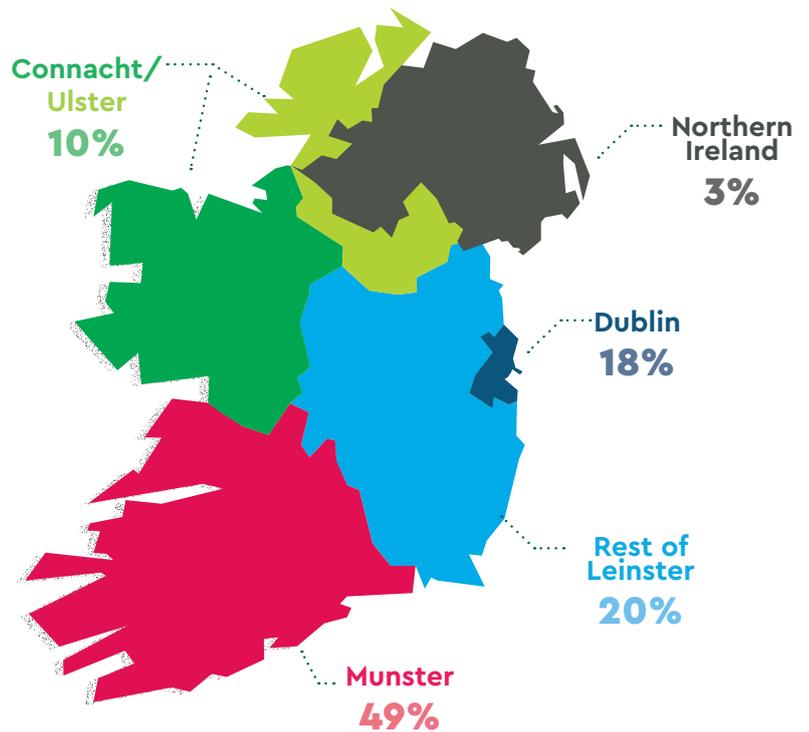
Social Grade	
ABC1	47%
C2DE	53%

Age

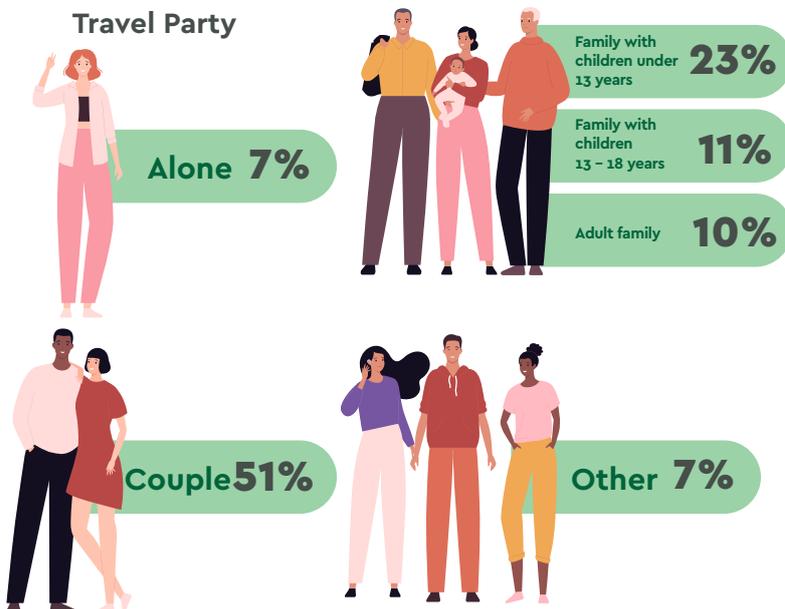


18-34 **25%** 35-44 **19%** 45-54 **18%** 55+ **37%**

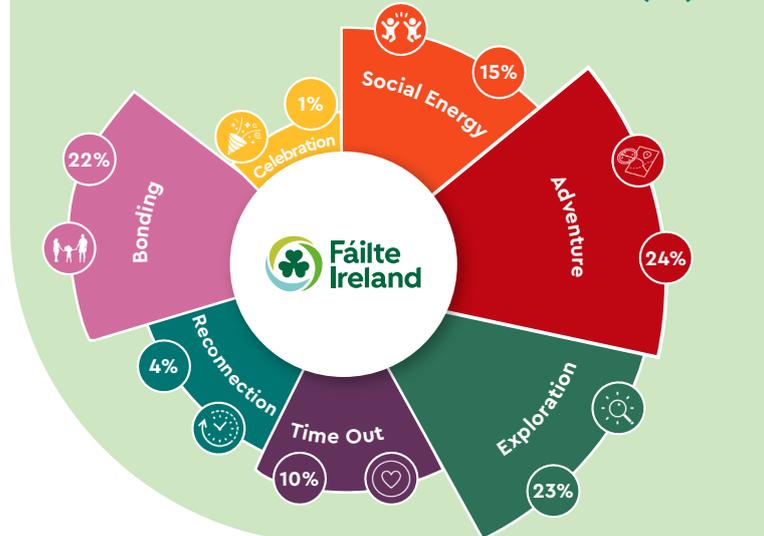
Residence



Travel Party

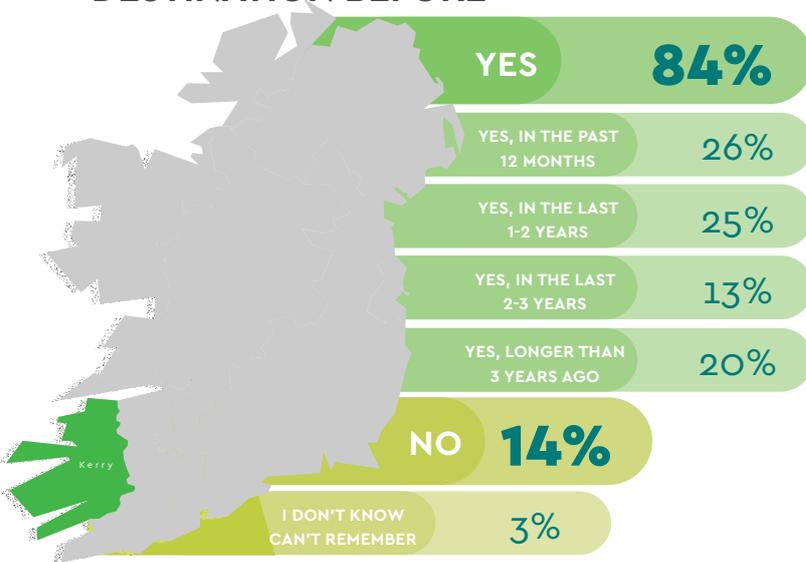


WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

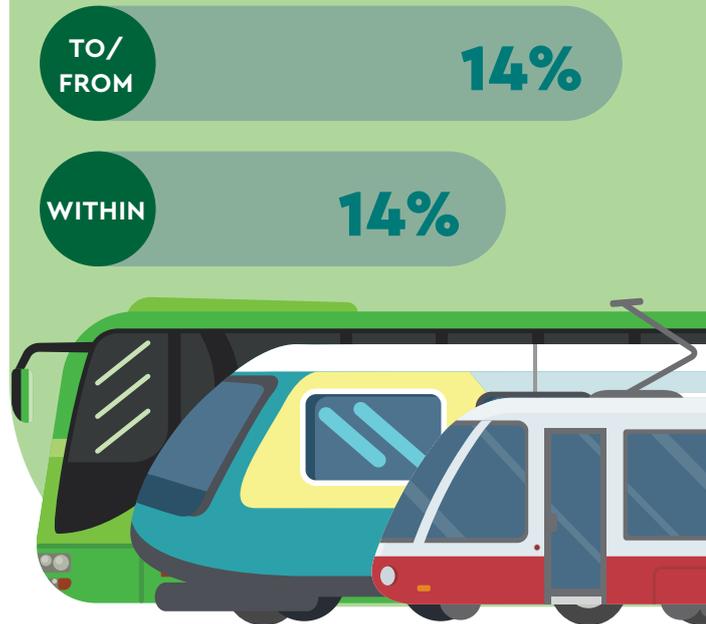


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



PUBLIC TRANSPORTATION USED



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

