

Limerick Key Tourism Facts



2023

OVERSEAS TOURISTS

- 287,000** Visited Limerick
- €224m** Generated in Revenue
- €782** Average spend per capita
- 8** Average nights spent in Limerick

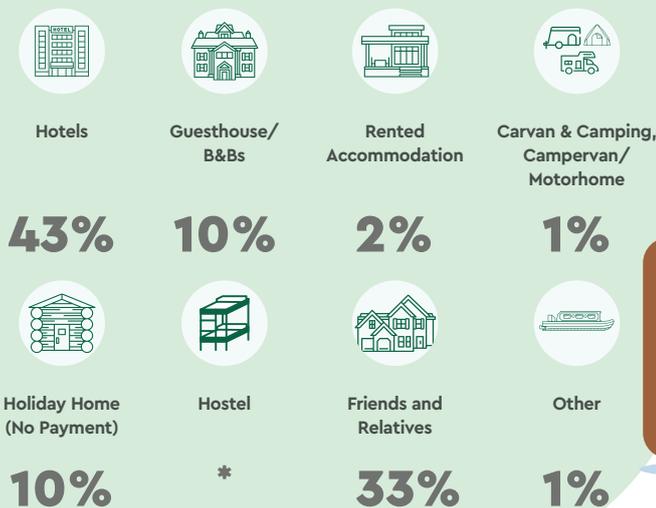
DOMESTIC TOURISTS

- 433,000** Visited Limerick
- €78m** Generated in Revenue
- €180** Average spend per capita
- 2.0** Average nights spent in Limerick

WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	41%
Visiting Friends/Family	34%
Business	16%
Other	9%

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



* is less than 1%

2 in 3
Overseas holidaymakers visiting Limerick were travelling to Ireland for the first time



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