

# Key Tourism Facts 2023



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### Quick definitions:



**Visitor:** a traveller taking a trip to a destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited



**Tourist:** a visitor whose trip includes an overnight stay



**Holidaymaker:** a tourist whose main reason for travelling is holiday/leisure/recreation



**41%**  
of overseas  
tourists come  
here on holidays



Overseas holiday-makers spent on average

**€154**

per person per day while in Ireland

In 2023 we welcomed  
more holidaymakers from  
**North America** than from **Britain**



#### Please Note:

Overseas tourism statistics are generated using NISRA's Northern Ireland Passenger Survey and the CSO's Inbound Tourism statistical series. As a result of a change in the CSO's data collection methodology for 2023, results in this Key Tourism Facts are not directly comparable to previous years.

Tourism is one of Ireland's most important industries, contributing to the economic and social fabric of the island. It is a leading creator of jobs and revenue, and because consumption takes place where the service is available, it is one of the few sectors that significantly benefits remote rural areas which often lack an intensive industry base.

In 2023, out-of-state (overseas and Northern Ireland) tourist expenditure amounted to €6 billion. With a further €970 million spent by overseas visitors on fares to Irish carriers, foreign exchange earnings were €7 billion. Domestic tourism expenditure amounted to €3.1 billion, making tourism a €10 billion industry.

Before allowing for receipts paid to Irish air and sea carriers by overseas tourists, the Government earned an estimated €2.7 billion through taxation of tourism<sup>1</sup>. This grows to €2.9 billion when carrier receipts are factored into the analysis.



## Employment in Tourism Industries

The Central Statistics Office (CSO) produces an estimate of employment that differs from the traditional Labour Force Survey (LFS). It utilises the Revenue Commissioners' PAYE Modernisation tax data to develop a timely, objective employee headcount<sup>2</sup>. Estimates are available for what the CSO refers to as 'Tourism Industries', a more inclusive measure to that of Accommodation & Food Services derived from a list of activities developed by the statistical office of the European Union, Eurostat. Tourism Industries' employee headcount was estimated to be c.226,700 in Q3 2023.



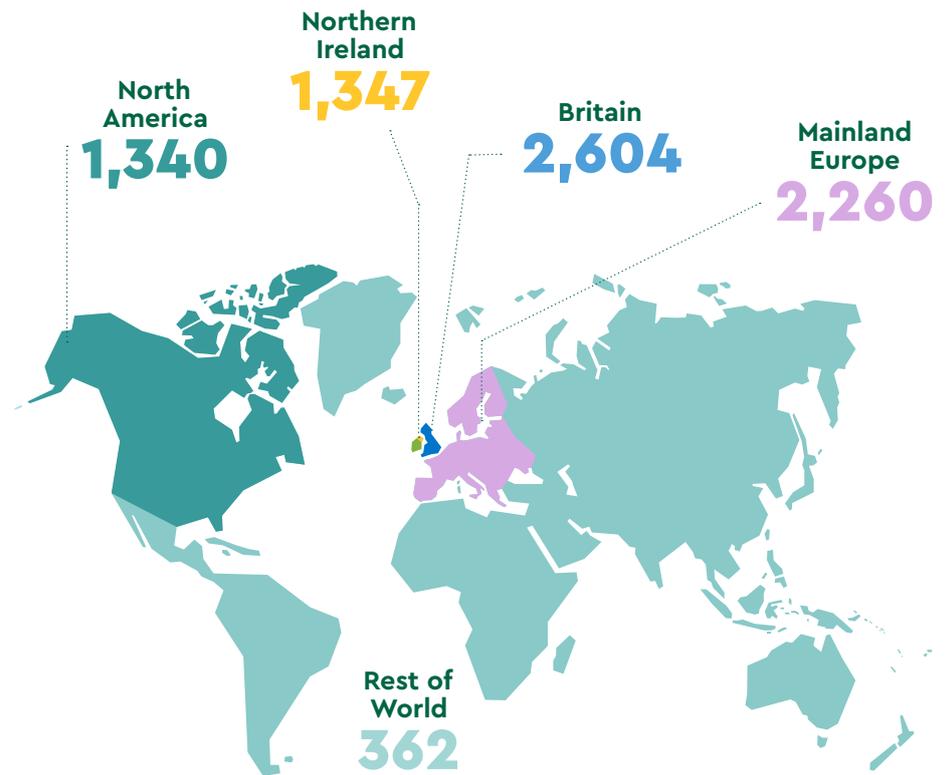
## Additional Insights

**Jobs:** Every €1m of tourist expenditure helps to support 22 employees in tourism industries.

- 1 For every euro spent by a visitor, it is estimated that 29c comes back to the Exchequer to pay for public services, once taxation from the wider impacts of tourism is taken into account.
- 2 Classes S (self-employed) & M (primarily pensioners) are excluded from the headcount. For more see Background Notes - CSO - Central Statistics Office

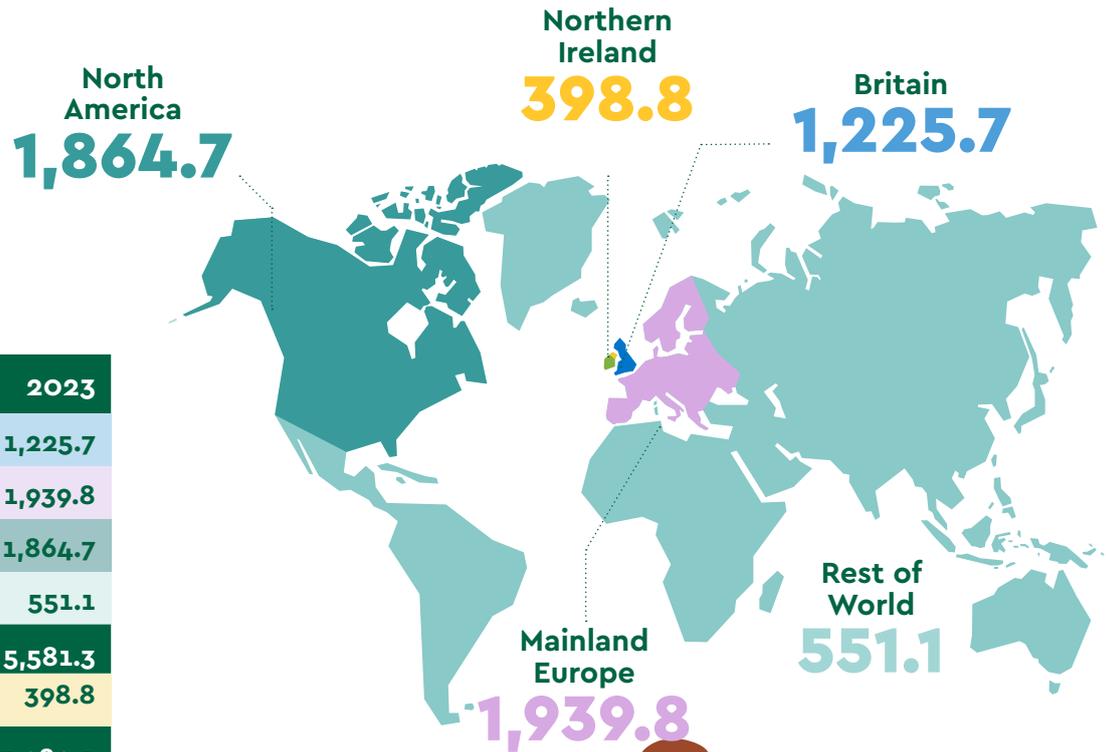


Tourist Numbers (ooo's)	2023
<b>Britain</b>	<b>2,604</b>
<b>Mainland Europe</b>	<b>2,260</b>
France	386
Germany	453
Italy	223
Spain	276
Netherlands	172
Belgium	78
Denmark	44
Sweden	54
Switzerland	78
Austria	37
Norway	26
Poland	114
All Other Europe	320
<b>North America</b>	<b>1,340</b>
USA	1,173
Canada	167
<b>Rest of World</b>	<b>362</b>
Australia, New Zealand	145
Other areas	216
<b>Total Overseas</b>	<b>6,564</b>
Northern Ireland	1,347
<b>Total Out-of-State</b>	<b>7,911</b>
Domestic trips	14,309



Source: CSO/Fáilte Ireland/TSB, NISRA

Please note sum of individual countries may not match the totals listed due to rounding.



Revenue (€m)	2023
Britain	1,225.7
Mainland Europe	1,939.8
North America	1,864.7
Rest of World	551.1
<b>Total Overseas</b>	<b>5,581.3</b>
Northern Ireland	398.8
<b>Total out of state</b>	<b>5,980.1</b>
Carrier receipts	967
Overseas same-day visits	15
<b>Total Foreign Exchange Earnings</b>	<b>6,962</b>
Domestic trips	3,121
<b>Total Tourism Revenue</b>	<b>10,083</b>
Tourism Revenue Excluding Carrier Receipts	9,116



Source: CSO/Fáilte Ireland/TSB NISRA/Central Bank of Ireland

## SOME USEFUL FIGURES

### PER DIEMS spend per person per day 2023

- Overseas tourists €105
- Overseas holidaymakers €154
- Domestic overnight trips €92



Every **€1m** of tourist expenditure helps to support **22** tourism jobs.



**1,000** additional overseas tourists support **20 jobs** in the tourism industry.



For every euro spent on tourism (domestic and overseas), **29c** is generated in tax.

## REGIONAL PERFORMANCE 2023

Border		
Market	Numbers (000s)	Revenue (€m)
Britain	223	123
Mainland Europe	124	89
North America	84	115
Other Areas	31	10
All overseas	462	337
Northern Ireland	569	118
Domestic	1,520	343

Dublin		
Market	Numbers (000s)	Revenue (€m)
Britain	1,216	365
Mainland Europe	1,402	798
North America	1,007	811
Other Areas	245	315
All overseas	3,870	2,289
Northern Ireland	298	90
Domestic	2,416	490

West		
Market	Numbers (000s)	Revenue (€m)
Britain	259	129
Mainland Europe	360	238
North America	417	297
Other Areas	76	59
All overseas	1,112	723
Northern Ireland	151	51
Domestic	1,951	426

Mid West		
Market	Numbers (000s)	Revenue (€m)
Britain	280	118
Mainland Europe	188	182
North America	217	139
Other Areas	39	48
All overseas	724	487
Northern Ireland	15	2
Domestic	1,433	300



South West		
Market	Numbers (000s)	Revenue (€m)
Britain	407	226
Mainland Europe	437	381
North America	396	285
Other Areas	81	70
All overseas	1,321	962
Northern Ireland	56	26
Domestic	3,031	839

NUTS 3 Region*	County
Dublin	Dublin
Mid East/ Midlands	Kildare Louth Laois Longford Meath Offaly Westmeath Wicklow
South East	Carlow Kilkenny Waterford Wexford
South West	Cork Kerry
Mid West	Clare Limerick Tipperary
West	Galway Mayo Roscommon
Border	Cavan Donegal Leitrim Monaghan Sligo

\* As defined by Eurostat

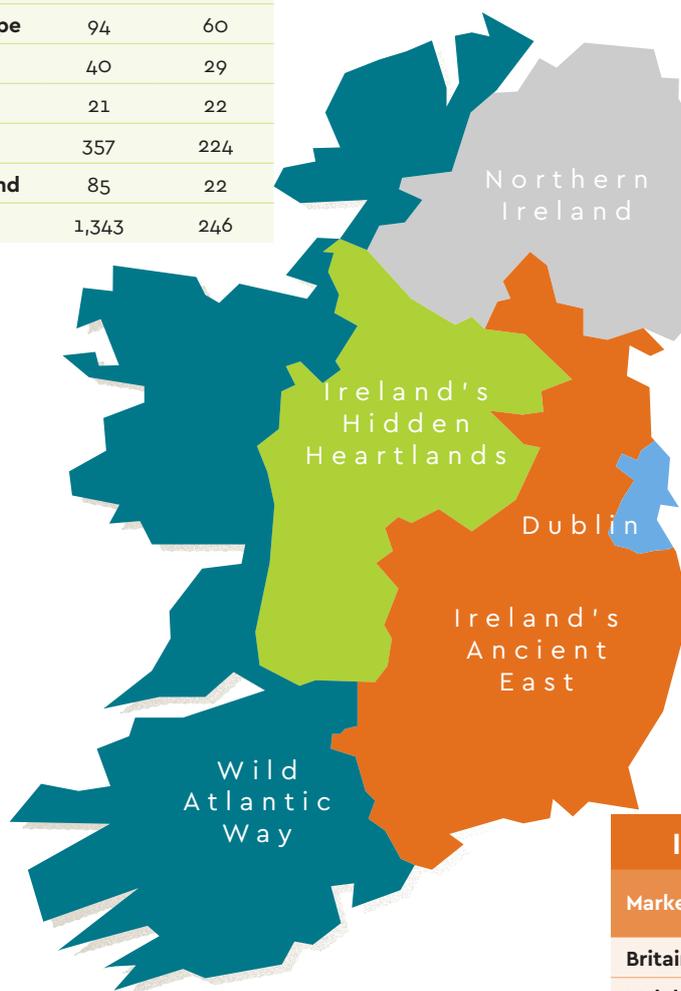
Mid East / Midlands		
Market	Numbers (000s)	Revenue (€m)
Britain	345	161
Mainland Europe	245	163
North America	119	135
Other Areas	46	43
All overseas	755	502
Northern Ireland	236	101
Domestic	1,965	351

South East		
Market	Numbers (000s)	Revenue (€m)
Britain	209	105
Mainland Europe	154	90
North America	134	82
Other Areas	24	6
All overseas	521	283
Northern Ireland	22	11
Domestic	1,993	371

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

## BRAND REGIONAL PERFORMANCE 2023

Ireland's Hidden Heartlands		
Market	Numbers (000s)	Revenue (€m)
Britain	203	112
Mainland Europe	94	60
North America	40	29
Other Areas	21	22
All overseas	357	224
Northern Ireland	85	22
Domestic	1,343	246



Dublin		
Market	Numbers (000s)	Revenue (€m)
Britain	1,216	365
Mainland Europe	1,402	798
North America	1,007	811
Other Areas	245	315
All overseas	3,870	2,289
Northern Ireland	298	90
Domestic	2,416	490

Ireland's Ancient East		
Market	Numbers (000s)	Revenue (€m)
Britain	700	332
Mainland Europe	519	374
North America	315	234
Other Areas	85	76
All overseas	1,619	1,016
Northern Ireland	534	204
Domestic	4,720	928

Wild Atlantic Way		
Market	Numbers (000s)	Revenue (€m)
Britain	662	417
Mainland Europe	694	708
North America	670	790
Other Areas	131	138
All overseas	2,157	2,053
Northern Ireland	430	82
Domestic	5,831	1,454

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

## WHAT WAS THEIR MAIN REASON FOR VISITING IRELAND?

Reason for visit (ooo's)	Total	Britain	Mainland Europe	North America	Rest of World
Holiday	2,688	698	947	899	145
Visit Friends/Relatives	2,428	1,222	761	279	167
Business	939	463	368	83	26
Other	509	221	184	80	23

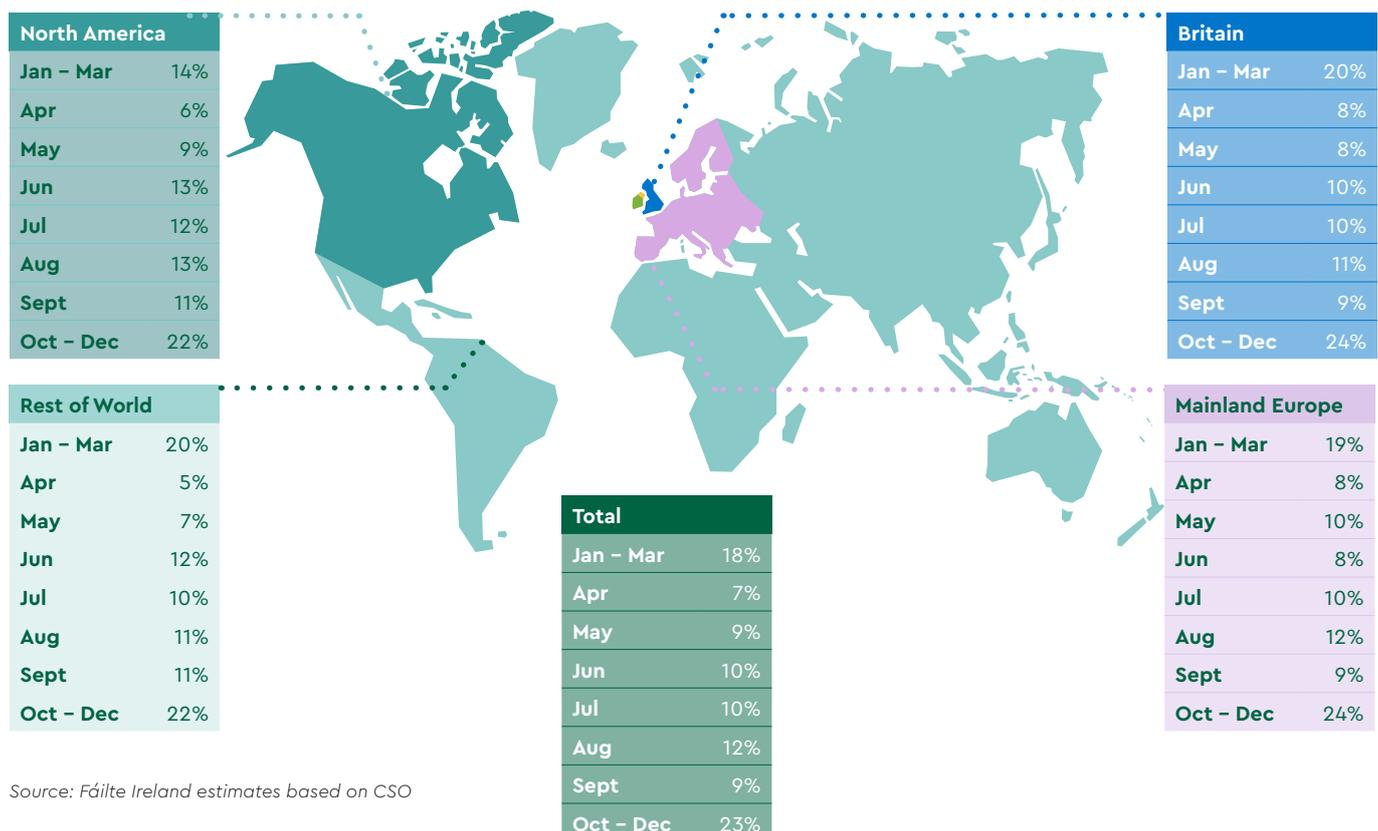
Source: CSO and NISRA

## WHAT WAS THEIR BREAKDOWN OF SPEND IN IRELAND?

Breakdown of spend in Ireland (%)	Total	Britain	Mainland Europe	North America	Rest of World
Accommodation	32%	28%	35%	33%	35%
Other food & drink	34%	38%	32%	32%	33%
Entertainment	7%	5%	7%	8%	8%
Internal transport	11%	11%	12%	12%	10%
Shopping	14%	15%	14%	15%	14%
Miscellaneous	1%	2%	1%	1%	1%

Source: Fáilte Ireland's Survey of Overseas Travellers

## WHEN DID THEY ARRIVE? (%)



Source: Fáilte Ireland estimates based on CSO

## HOW DID THEY ARRIVE/DEPART? (%)

	Total	Britain	Mainland Europe	North America	Rest of World
<b>Air</b>					
From Britain	35%	71%	4%	19%	32%
From Mainland Europe	36%	2%	89%	17%	27%
Transatlantic	12%	0%	0%	59%	2%
Asia/Middle East	2%	0%	1%	0%	30%
<b>Sea</b>					
From Britain	8%	18%	1%	1%	4%
From Mainland Europe	1%	0%	4%	0%	0%
Via Northern Ireland	5%	9%	0%	3%	5%

Source: CSO



## WHERE DID THEY STAY?

Accommodation Nights %	Total	Britain	Mainland Europe	North America	Rest of World
Hotels	23%	25%	18%	39%	7%
Guesthouses/B&Bs	7%	5%	7%	11%	2%
Rented accommodation	15%	7%	14%	12%	35%
Caravan, camping, campervan, motorhome	2%	3%	3%	*	*
Holiday home (no payment)	8%	13%	5%	10%	6%
Hostels	2%	1%	2%	2%	3%
Friends/relatives	28%	45%	26%	16%	29%
Other	16%	3%	25%	10%	18%

Source: Fáilte Ireland's Survey of Overseas Travellers

Nights (Million) 2023	52.9	13.8	21.3	11.4	6.5
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Source: CSO and NISRA  
(\* indicates less than 0.5 percent)

## WHAT ACTIVITIES DID THEY ENGAGE IN? (000'S)



Hiking/Cross Country Walking  
**1,736**



Cycling  
**252**



Golf  
**163**



Angling  
**91**

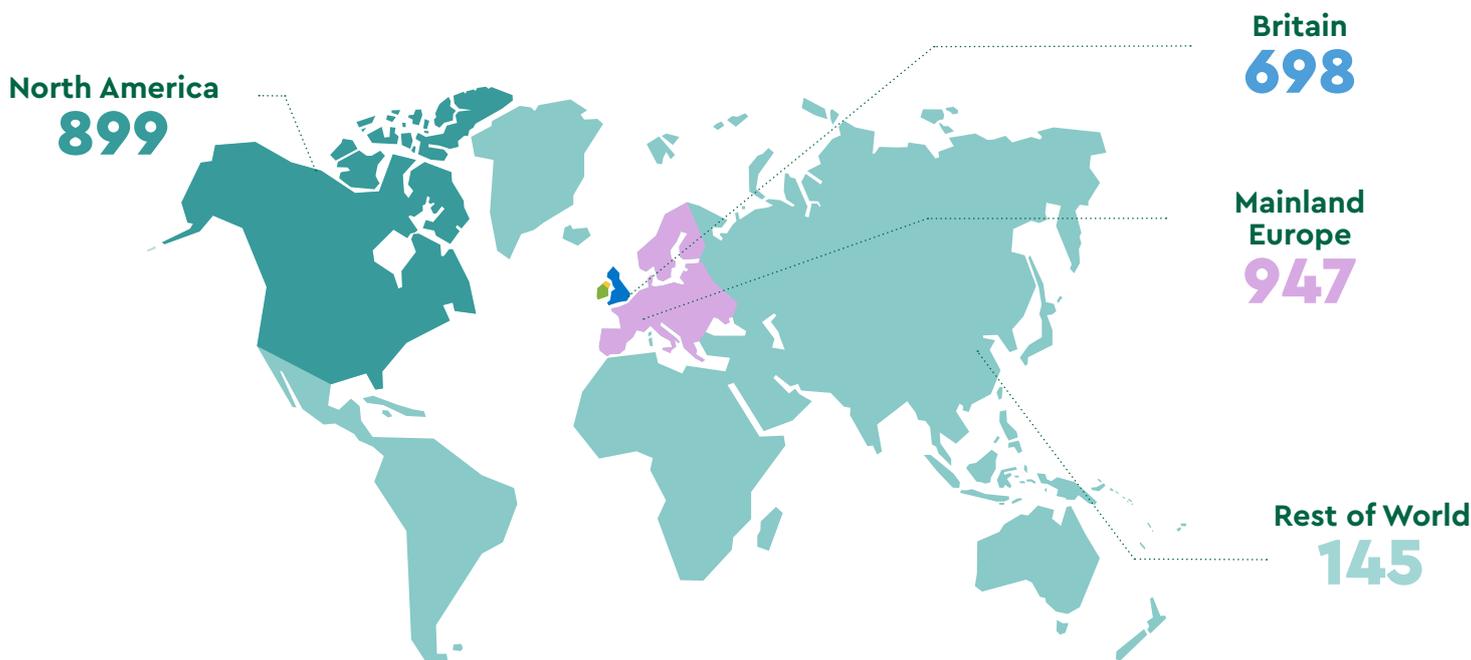


Equestrian  
**56**



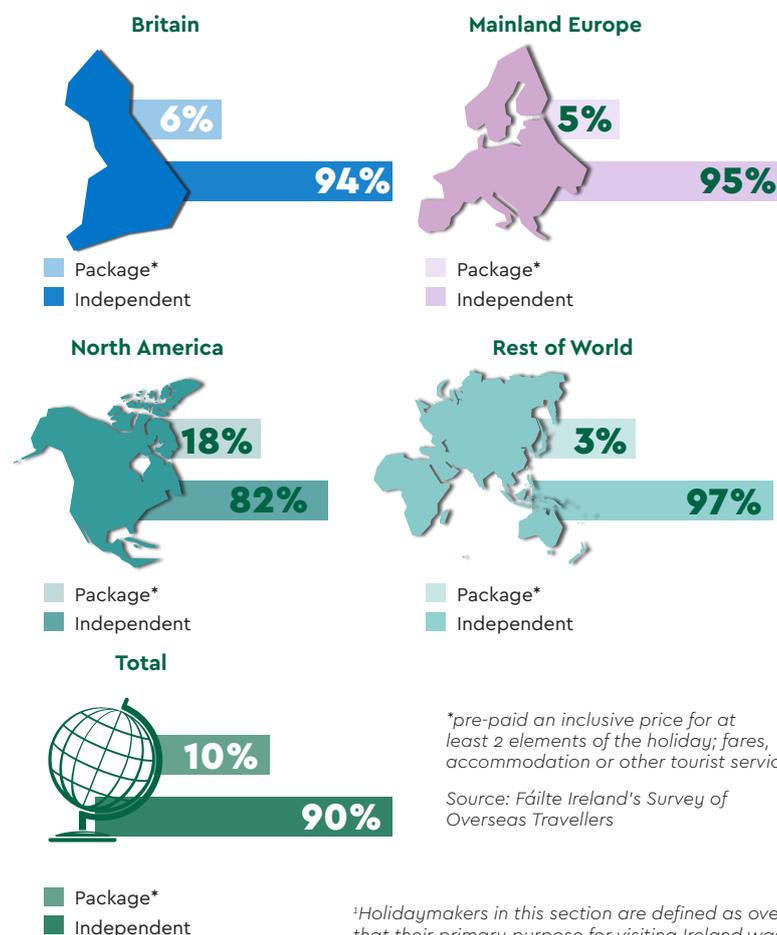
Source: Fáilte Ireland estimates based on Survey of Overseas Travellers

## WHAT WAS THE TOTAL NUMBER OF HOLIDAYMAKERS IN 2023? (000'S)



Source: CSO and NISRA

## HOW DID THEY ARRANGE THEIR HOLIDAY? (%)



## WHAT WERE THE CHARACTERISTICS OF HOLIDAYMAKERS TO IRELAND? (%)

Experience of Ireland		Use of Car	
First Visit	64%	Car Brought	6%
Repeat	34%	Car Hired	29%
Irish Born	2%	Car borrowed /Other	3%
		Car Not Used	62%
Age		Social Class	
Under 25 years	17%	AB	28%
25-34 years	23%	C1C2	68%
35-44 years	17%	DEF	4%
45+ years	42%	Party Composition	
		Alone	20%
		Couple	47%
		Family	17%
		Other Adult Group	17%

Source: Fáilte Ireland's Survey of Overseas Travellers

Domestic trips by purpose of travel		(000's)
<b>Holiday trips</b>		
Long (4+ nights)		1,100
Short (1-3 nights)		5,276
<b>Visiting friends/relative trips</b>		<b>5,728</b>
<b>Business trips</b>		<b>687</b>
<b>Other trips</b>		<b>1,518</b>
<b>TOTAL TRIPS</b>		<b>14,309</b>

Source: CSO Household Travel Survey 2023

Domestic expenditure by purpose of travel		(€mnn)
<b>Holiday trips</b>		
Long (4+ nights)		467
Short (1-3 nights)		1,448
<b>Visiting friends/relative trips</b>		<b>706</b>
<b>Business trips</b>		<b>183</b>
<b>Other trips</b>		<b>317</b>
<b>TOTAL TRIPS</b>		<b>3,121</b>

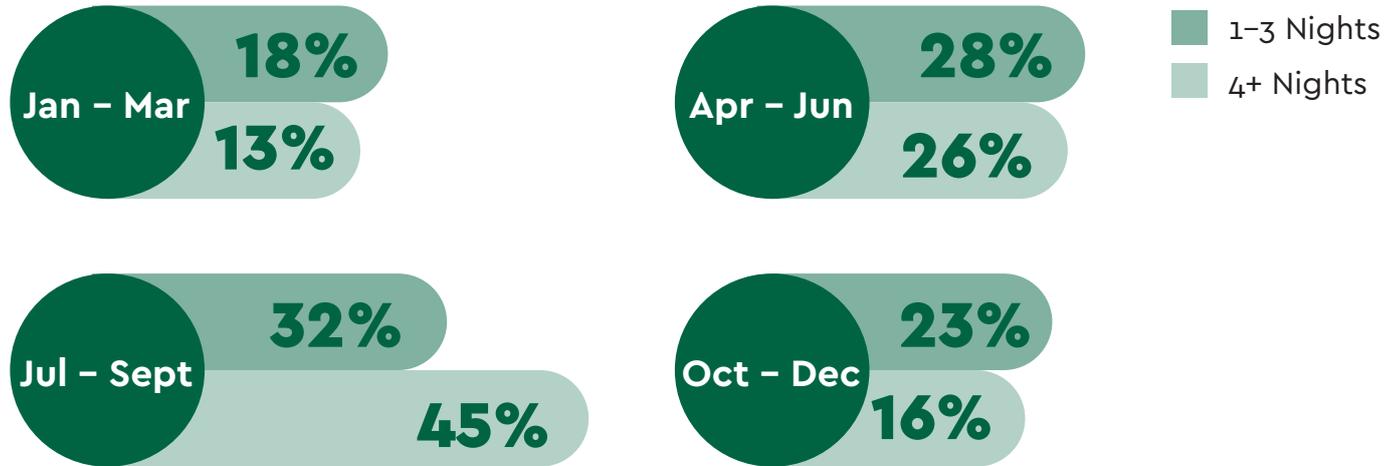
Source: CSO Household Travel Survey 2023



## WHERE DID DOMESTIC HOLIDAYMAKERS STAY? (ACCOMMODATION BEDNIGHTS %)

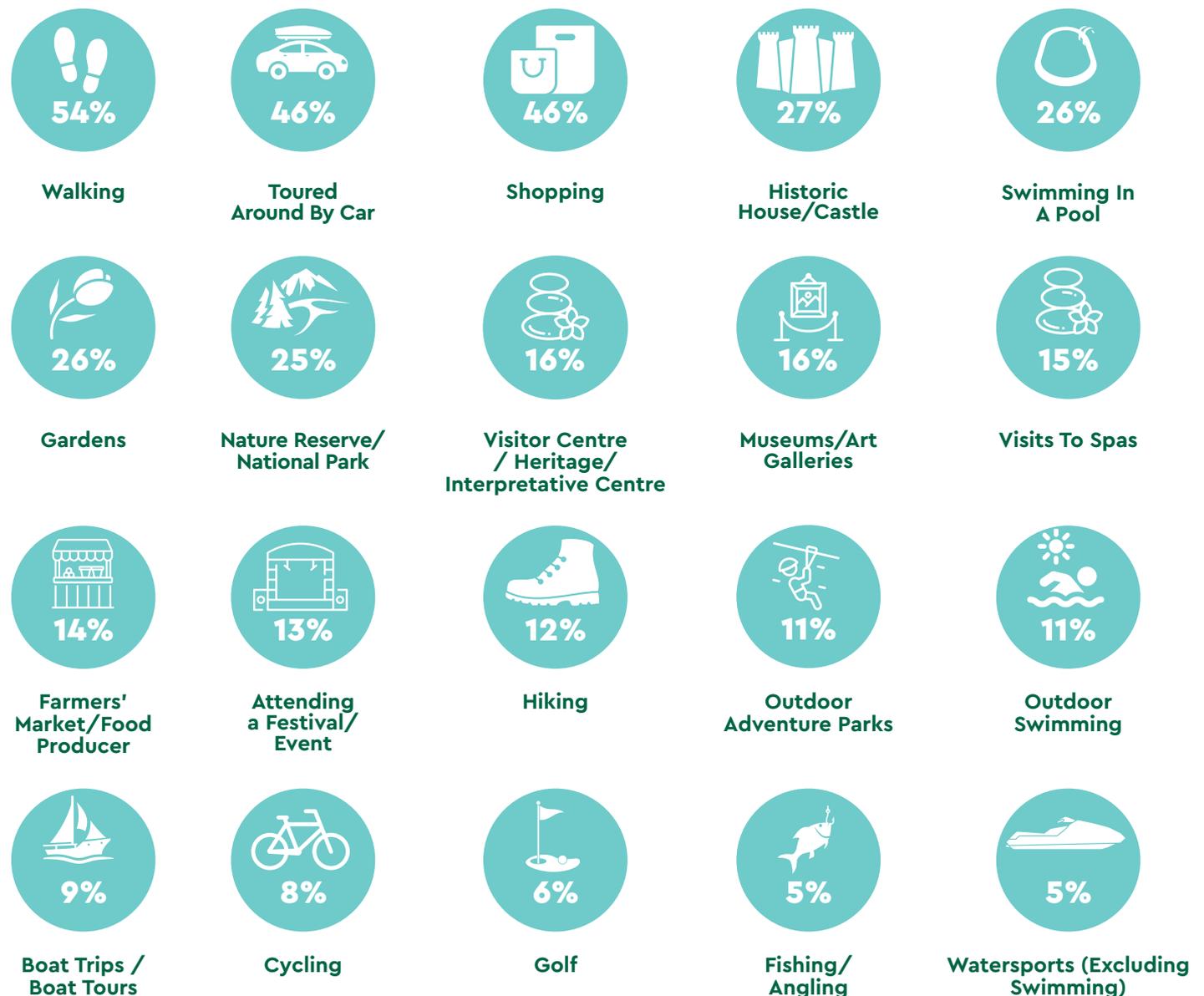


## SEASONALITY OF DOMESTIC HOLIDAYMAKERS BY LENGTH OF STAY (%)



Source: CSO Household Travel Survey 2023

## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN? (%)



## ACCOMMODATION IN 2023

Type of Premises	Number of Premises	Rooms	Room Occupancy %
Hotels	835	64,452	77%
Guesthouses	118	1,656	77%
Bed and Breakfasts	635	2,627	64%
Type of Premises / Units/Pitches	Number of Premises / Units/Pitches	Beds	Room Occupancy %
Welcome Standard (premises)	1,407	17,032	n/a
Hostels (premises)	56	5,246	65%
Self-catering (units)	1,565	8,259	47%
Caravan & Camping (pitches)	81	30,439	44%



Source: Capita

Source: Fáilte Ireland Accommodation Survey

## ATTENDANCE AT POPULAR VISITOR ATTRACTIONS IN IRELAND 2023

Top Fee-Charging Attractions		
Name of Attraction	County	Visits
Guinness Storehouse	Dublin	1,469,536
Cliffs of Moher Visitor Experience	Clare	1,300,000
Dublin Zoo	Dublin	1,161,937
Book of Kells	Dublin	968,654
Emerald Park	Meath	700,000
Dublin Castle	Dublin	622,346
St Patrick's Cathedral	Dublin	576,647
Blarney Castle & Gardens	Cork	470,000
Powerscourt House, Gardens & Waterfall	Wicklow	453,068
Kilkenny Castle	Kilkenny	452,383

Top Free Attractions		
Name of Attraction	County	Visits
Phoenix Park Visitor Centre	Dublin	1,965,555
National Gallery of Ireland	Dublin	1,014,976
Kilkenny Castle Parklands	Kilkenny	869,953
Castletown House Parklands	Kildare	698,229
National Botanic Gardens	Dublin	663,631
Irish Museum of Modern Art	Dublin	626,629
Doneraile Park	Cork	523,800
National Museum of Ireland – Archaeology	Dublin	510,236
Chester Beatty Library	Dublin	490,282
National Museum of Ireland – Decorative Arts & History	Dublin	467,331