

# 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



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

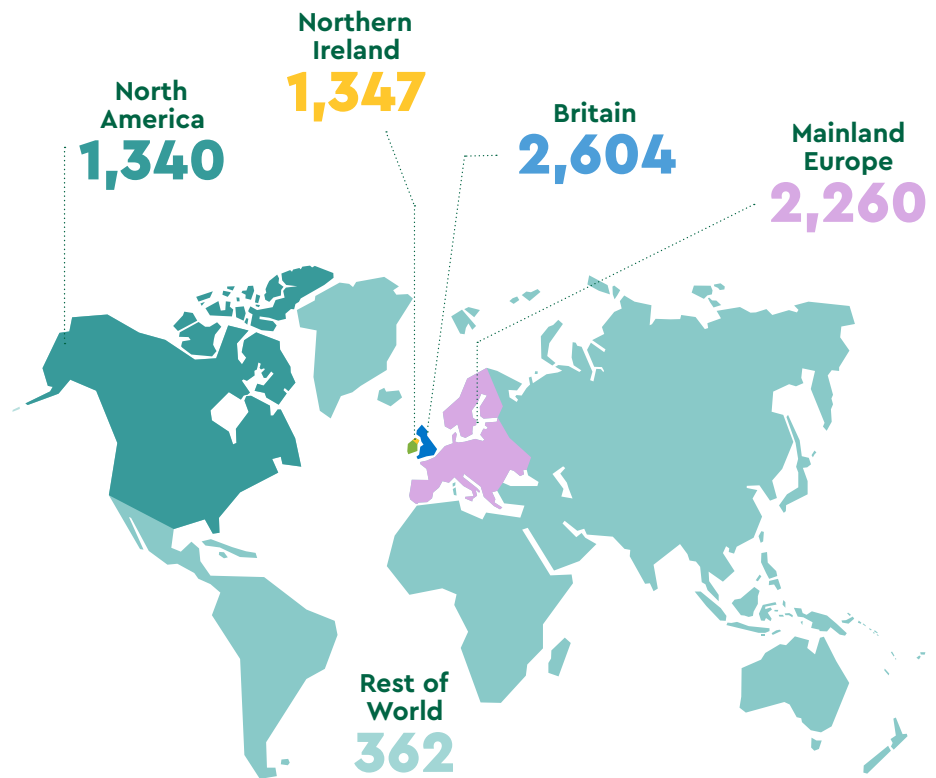
**Jobs:** Every €1m of tourist expenditure helps to support 22 employees in tourism industries.

- <sup>1</sup> 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.
- <sup>2</sup> Classes S (self-employed) & M (primarily pensioners) are excluded from the headcount. For more see Background Notes - CSO – Central Statistics Office



# Where did Ireland's tourists come from? (ooo's)

| Tourist Numbers<br>(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       |

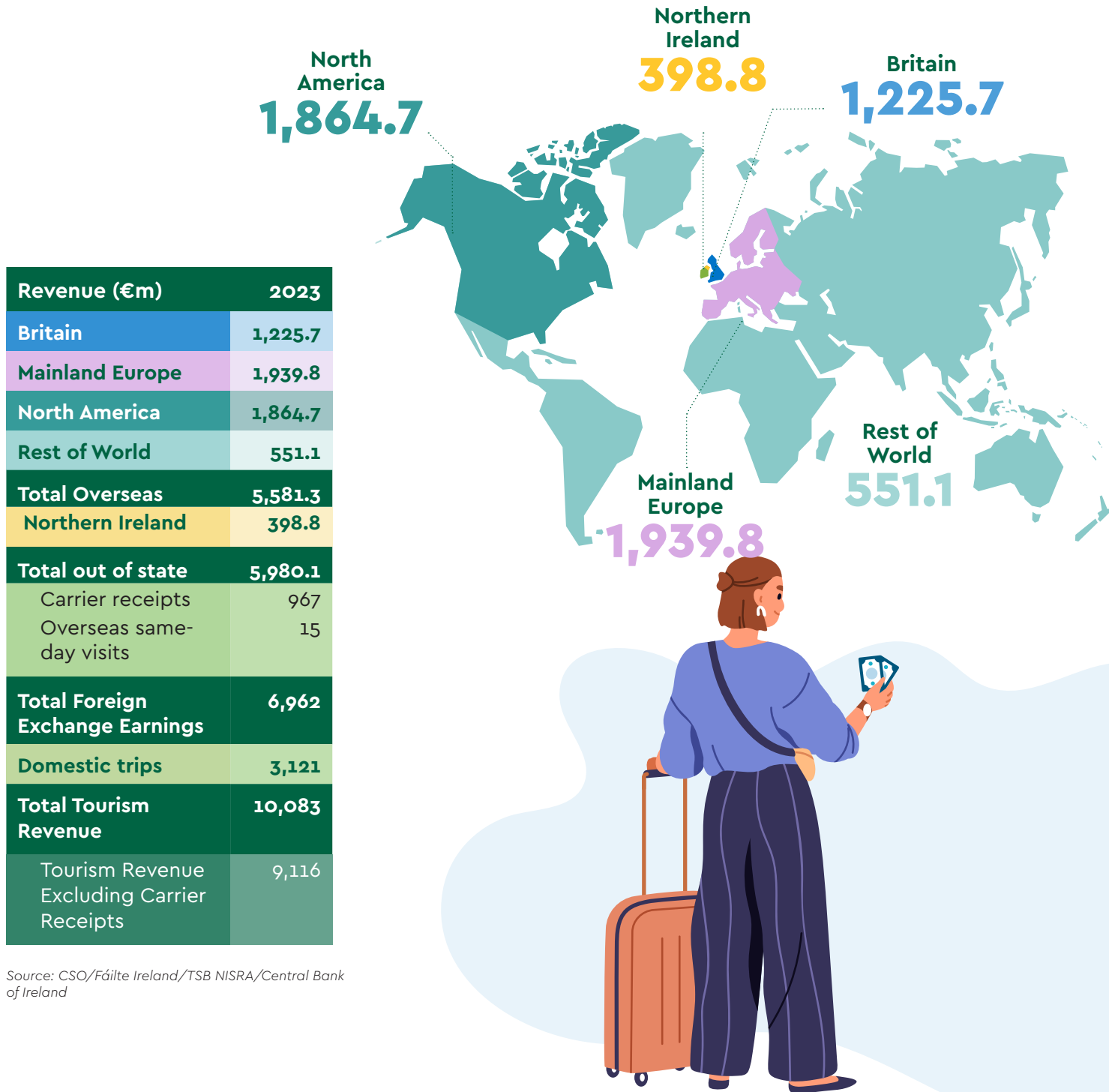


Source: CSO/Fáilte Ireland/TSB, NISRA

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



# How much money did they spend? (€mn)



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.

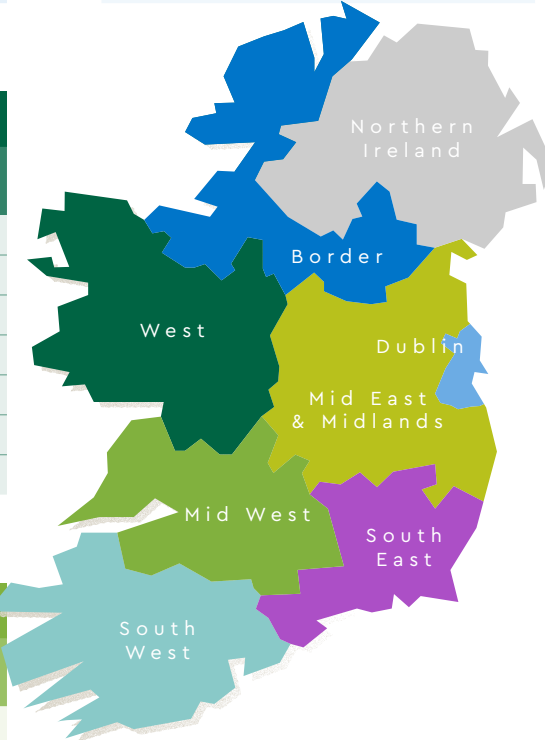
## REGIONAL PERFORMANCE 2023

| 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<br>Louth<br>Laois<br>Longford<br>Meath<br>Offaly<br>Westmeath<br>Wicklow |
| South East         | Carlow<br>Kilkenny<br>Waterford<br>Wexford                                       |
| South West         | Cork<br>Kerry  |
| Mid West           | Clare<br>Limerick<br>Tipperary   |
| West               | Galway<br>Mayo<br>Roscommon  |
| Border             | Cavan<br>Donegal<br>Leitrim<br>Monaghan<br>Sligo                                 |

\* As defined by Eurostat

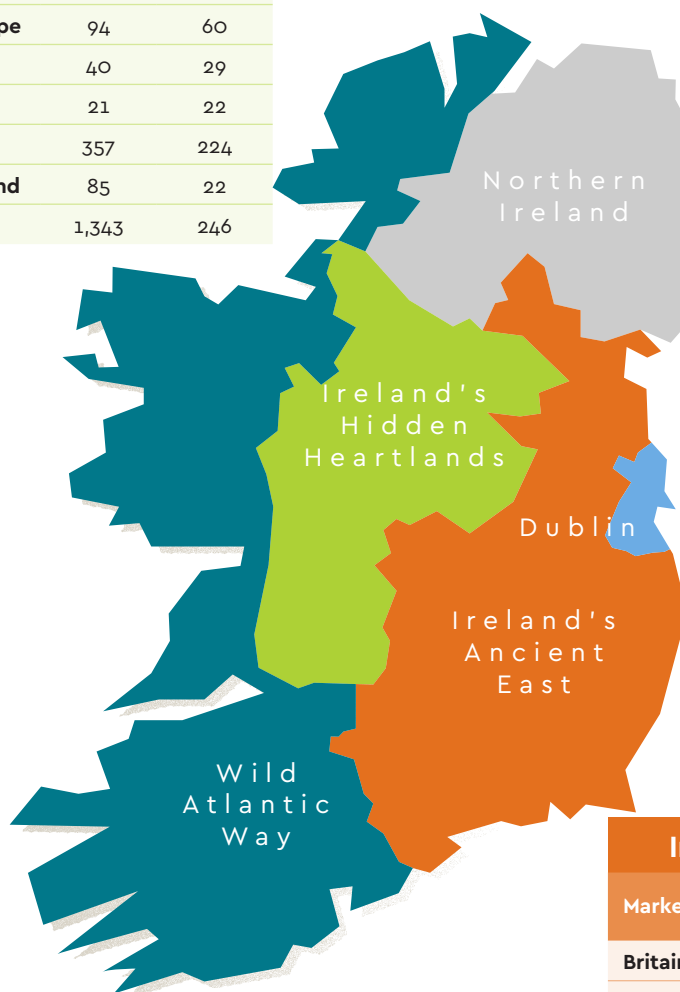
| Mid East / Midlands |                |              |
|---------------------|----------------|--------------|
| Market              | Numbers (000s) | Revenue (€m) |
| Britain             | 345            | 161          |
| Mainland Europe     | 245            | 163          |
| North America       | 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          |

| 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        |

| 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          |

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            |

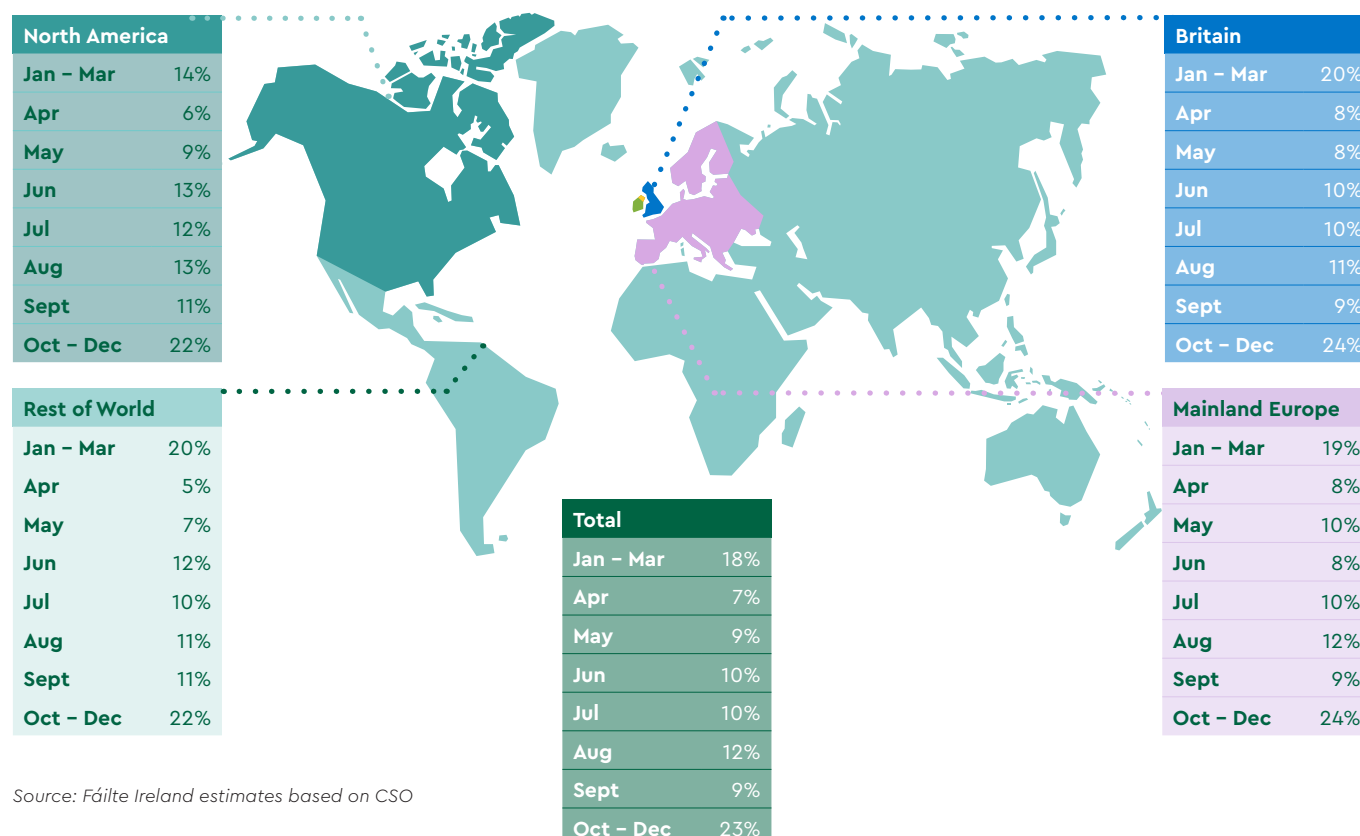
Source: CSO and NISRA

## 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 |
|-----------------------|------|------|------|------|-----|

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**

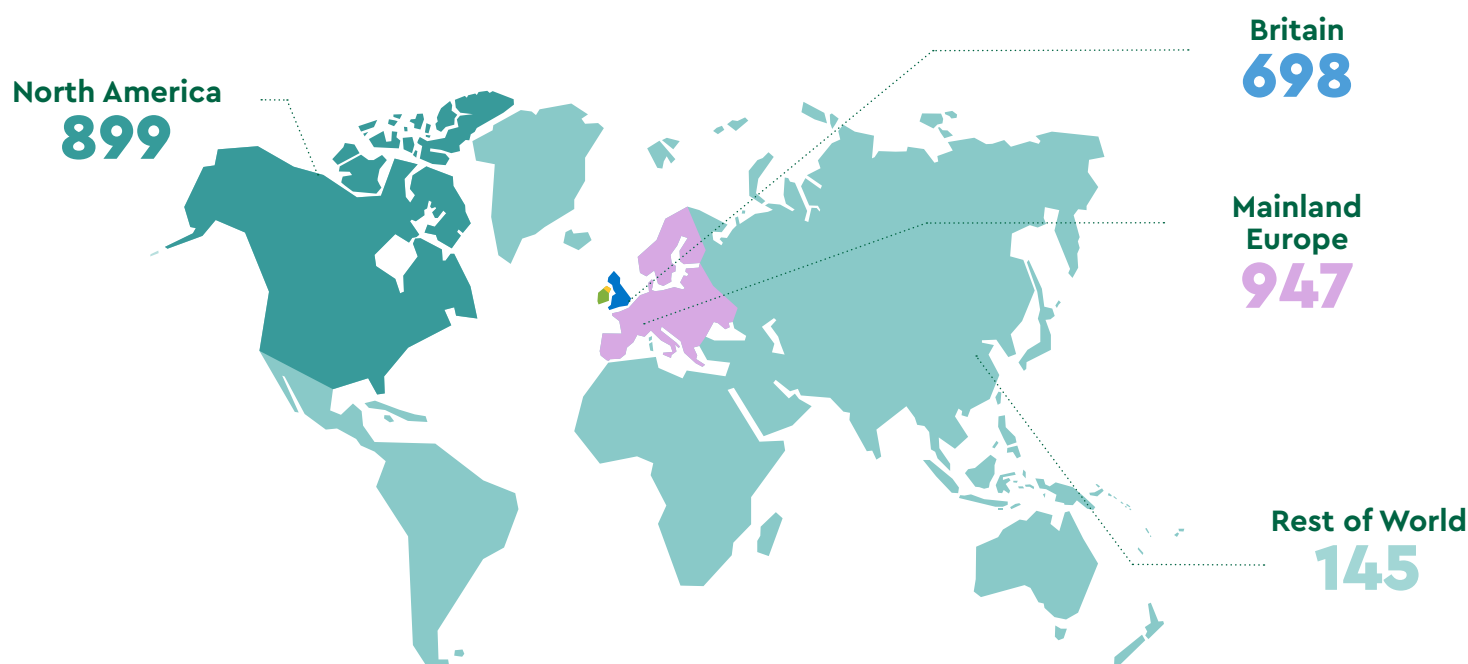


Equestrian  
**56**



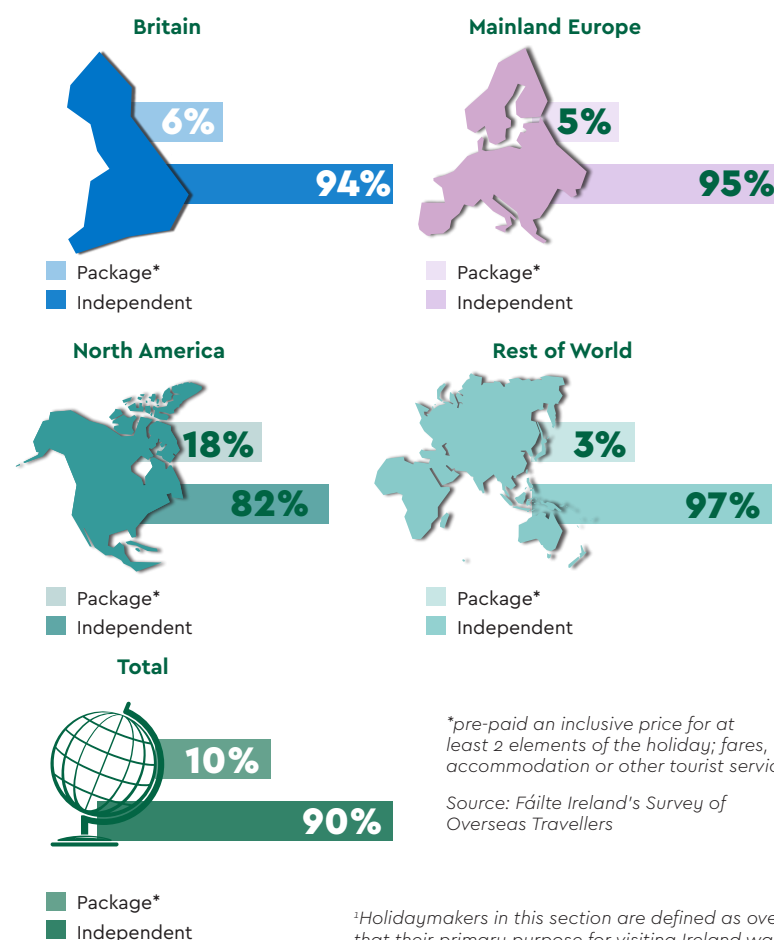
Source: Fáilte Ireland estimates based on Survey of Overseas Travellers

## 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 |     |
|-----------------------|-----|
| First Visit           | 64% |
| Repeat                | 34% |
| Irish Born            | 2%  |

| Use of Car          |     |
|---------------------|-----|
| Car Brought         | 6%  |
| Car Hired           | 29% |
| Car borrowed /Other | 3%  |
| Car Not Used        | 62% |

| Age            |     |
|----------------|-----|
| Under 25 years | 17% |
| 25-34 years    | 23% |
| 35-44 years    | 17% |
| 45+ years      | 42% |

| Social Class |     |
|--------------|-----|
| AB           | 28% |
| C1C2         | 68% |
| DEF          | 4%  |

| 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>                        | <b>6,376</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>                             | <b>1,915</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> |

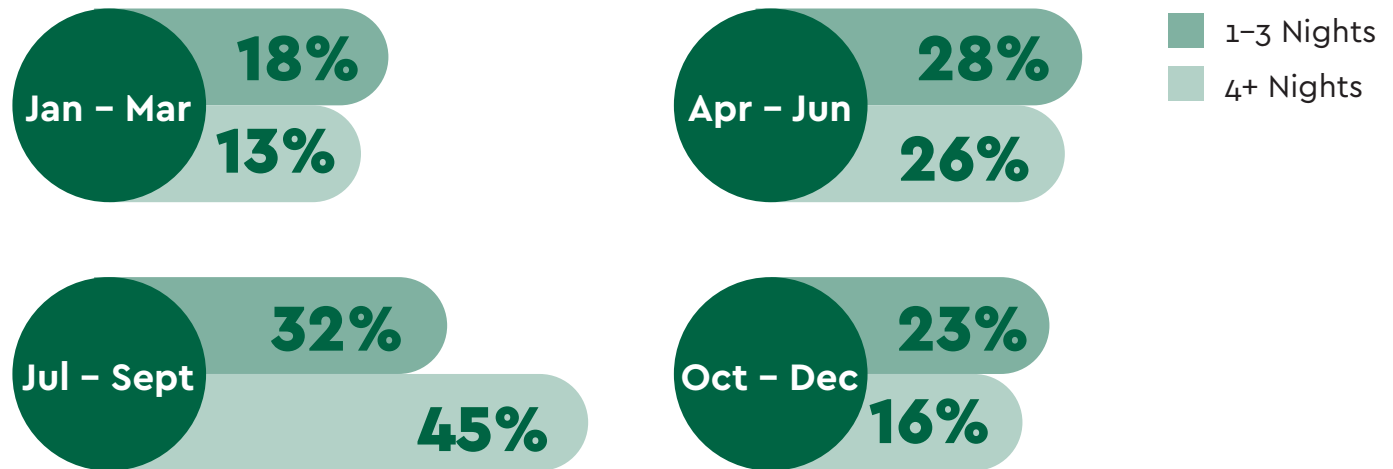
Source : CSO Household Travel Survey 2023



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

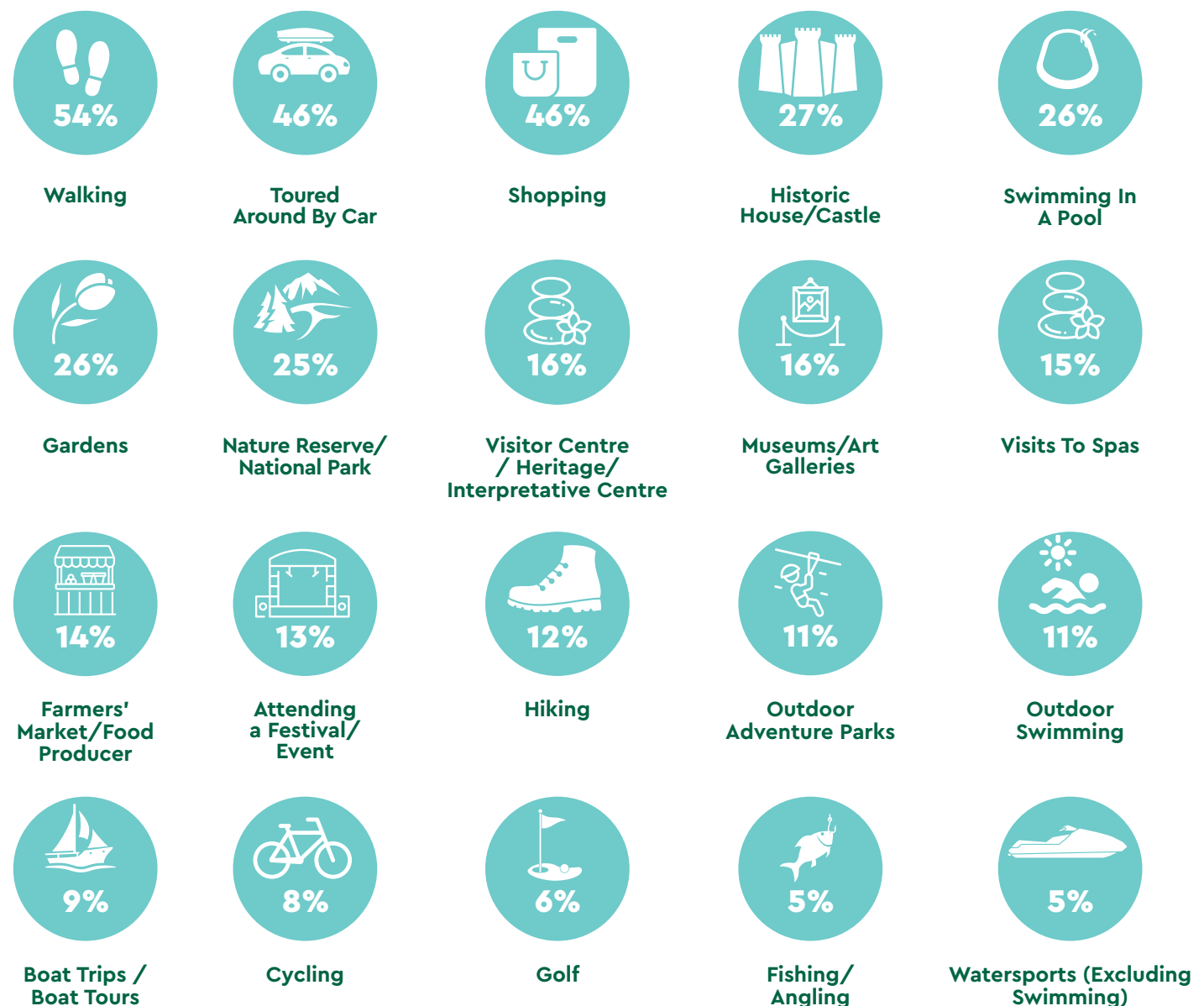
|   |   |   |   |   |   |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| <b>Hotels</b>   | <b>Guesthouse/<br/>B&amp;Bs</b>   | <b>Self<br/>Catering</b>  | <b>Holiday<br/>Home</b>   | <b>Friends/<br/>Relatives</b>   | <b>Other</b>  |
| <b>26%</b>  | <b>4%</b>   | <b>14%</b>  | <b>7%</b>   | <b>42%</b>  | <b>6%</b>   |

## 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   |