

Sligo Key Tourism Facts

2023



DOMESTIC TOURISTS



302,000 Visited Sligo



€56m Generated in Revenue



€185 Average spend per capita



2.1 Average nights spent in Sligo

WHAT WERE THE CHARACTERISTICS OF DOMESTIC HOLIDAYMAKERS?

Lifestage	
Unconstrained Adults Aged <45	11%
Unconstrained Adults Aged 45+	51%
Families	39%

Social Grade	
ABC1	68%
C2DE	32%

Age



18-34 **18%** 35-44 **9%** 45-54 **16%** 55+ **56%**

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

Travel Party



Alone 7%



Family with children under 13 years **19%**

Family with children 13 – 18 years **5%**

Adult family **12%**



Couple 53%



Other 12%

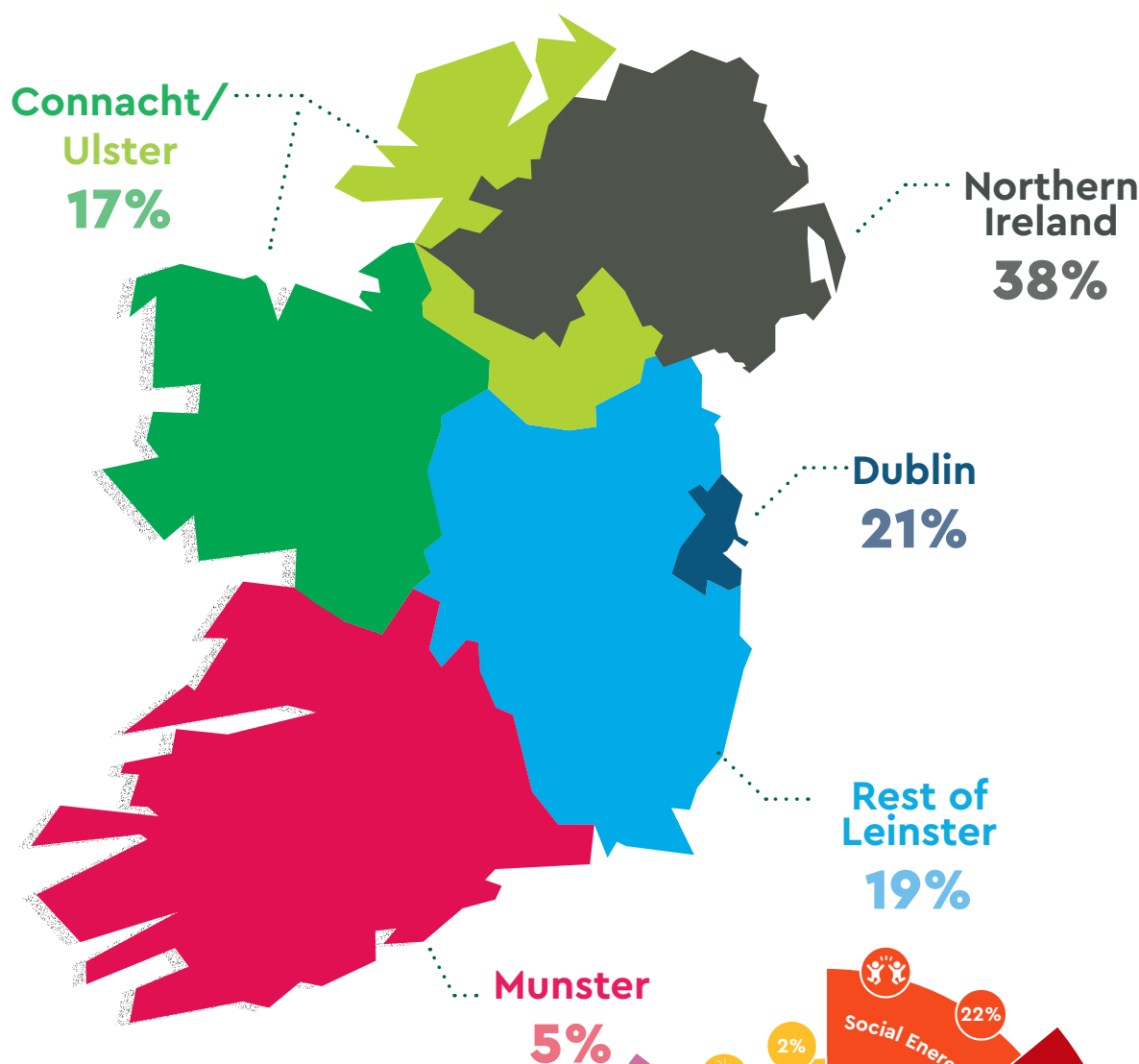
Domestic Travel Characteristics



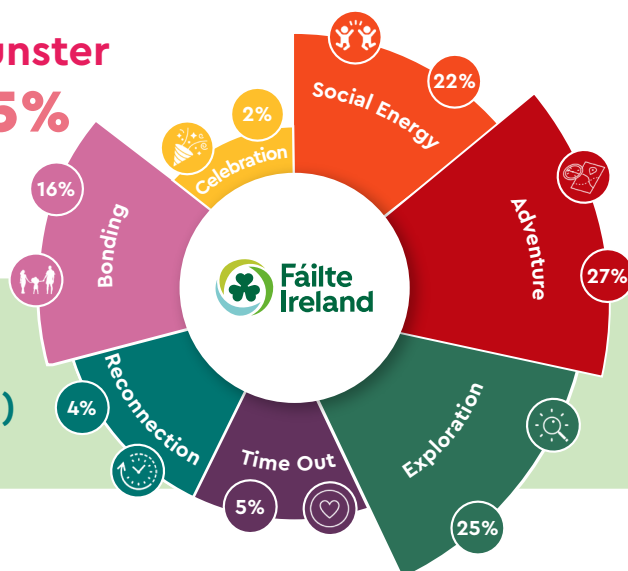
2023

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.

Residence

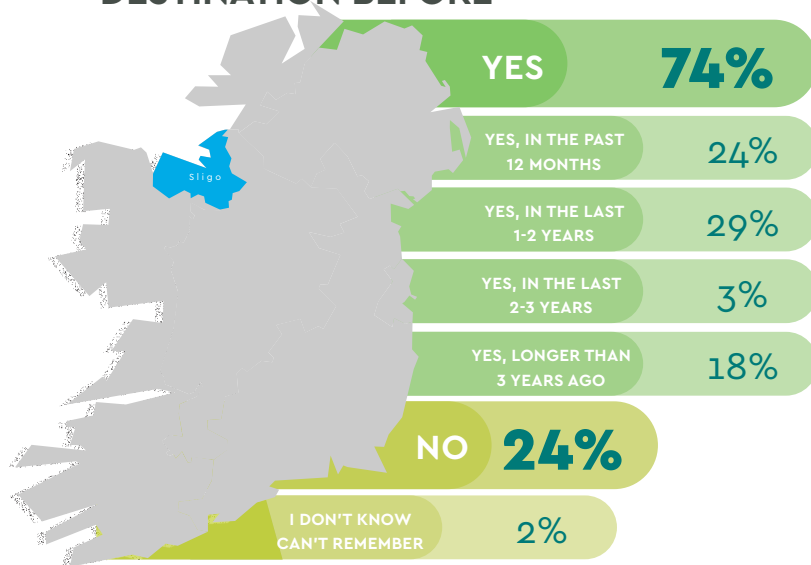


WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

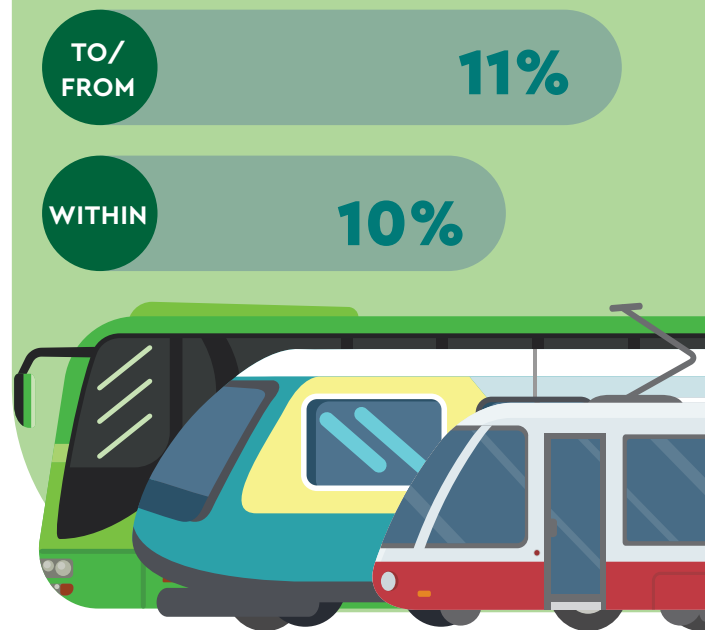


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



PUBLIC TRANSPORTATION USED



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

