

# Waterford Key Tourism Facts

# 2023



## OVERSEAS TOURISTS



**159,000** Visited Waterford



**€88m** Generated in Revenue



**€550** Average spend per capita



**5** Average nights spent in Waterford

## WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	46%
Visiting Friends/Family	43%
Business	7%
Other	3%

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



Hotels

**39%**



Holiday Home (No Payment)

**3%**



Guesthouse/ B&Bs

**10%**



Hostel

**1%**



Rented Accommodation

**12%**



Friends and Relatives

**18%**



Carvan & Camping, Campervan/ Motorhome

**14%**



Other

**2%**

## DOMESTIC TOURISTS



**499,000** Visited Waterford



**€98m** Generated in Revenue



**€197** Average spend per capita



**2.2** Average nights spent in Waterford

**3 in 5**

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



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

# 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	18%
Unconstrained Adults Aged 45+	44%
Families	39%

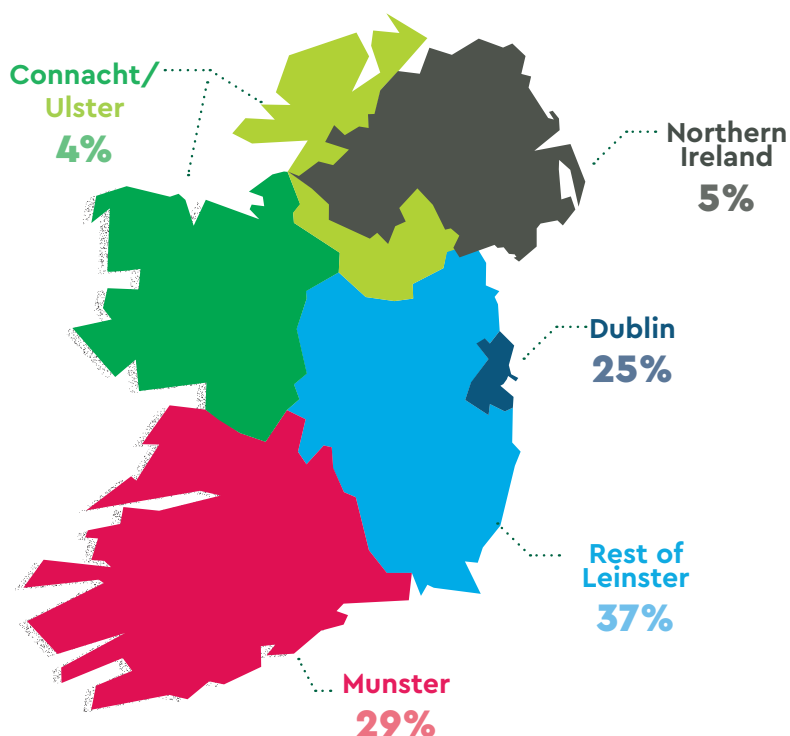
Social Grade	
ABC1	49%
C2DE	51%

### Age

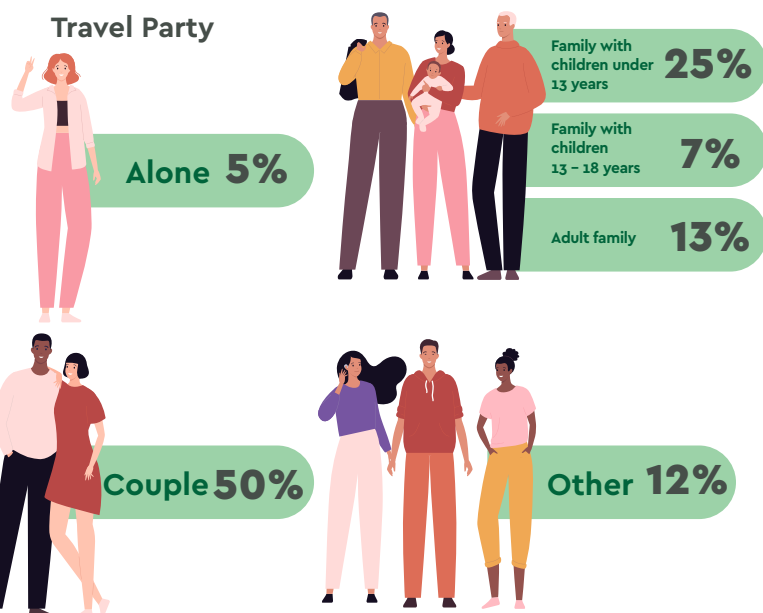


18-34 **26%**    35-44 **20%**    45-54 **19%**    55+ **35%**

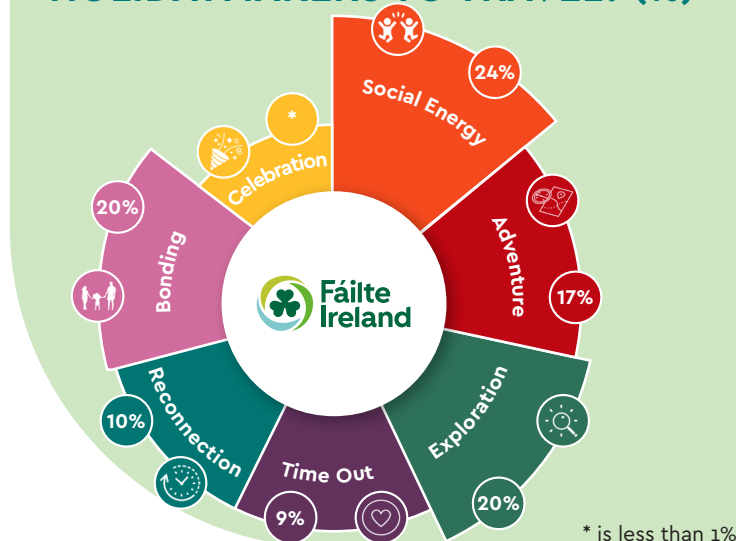
### Residence



### Travel Party

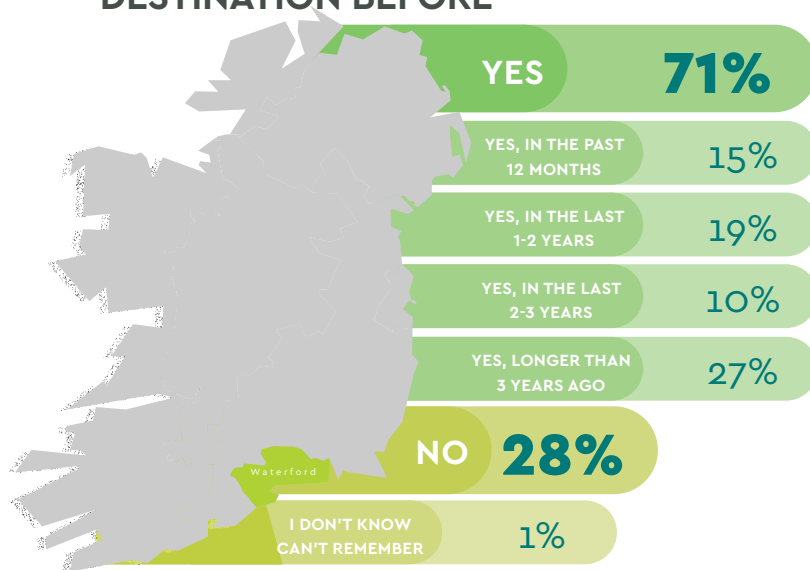


## WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

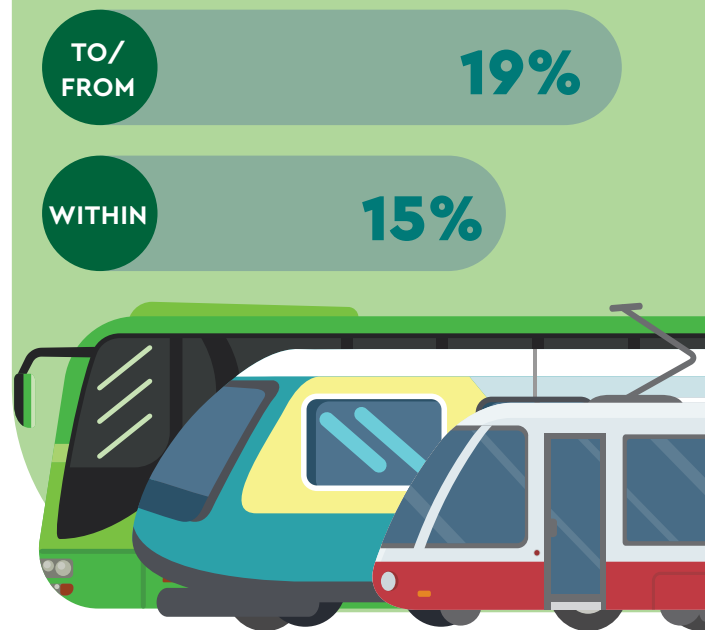


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

## HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



## PUBLIC TRANSPORTATION USED



## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

