

# Wexford Key Tourism Facts



# 2023

## DOMESTIC TOURISTS

- 919,000** Visited Wexford
- €210m** Generated in Revenue
- €228** Average spend per capita
- 2.6** Average nights spent in Wexford



## WHAT WERE THE CHARACTERISTICS OF DOMESTIC HOLIDAYMAKERS?

Lifestage	
Unconstrained Adults Aged <45	21%
Unconstrained Adults Aged 45+	38%
Families	41%

Social Grade	
ABC1	51%
C2DE	49%

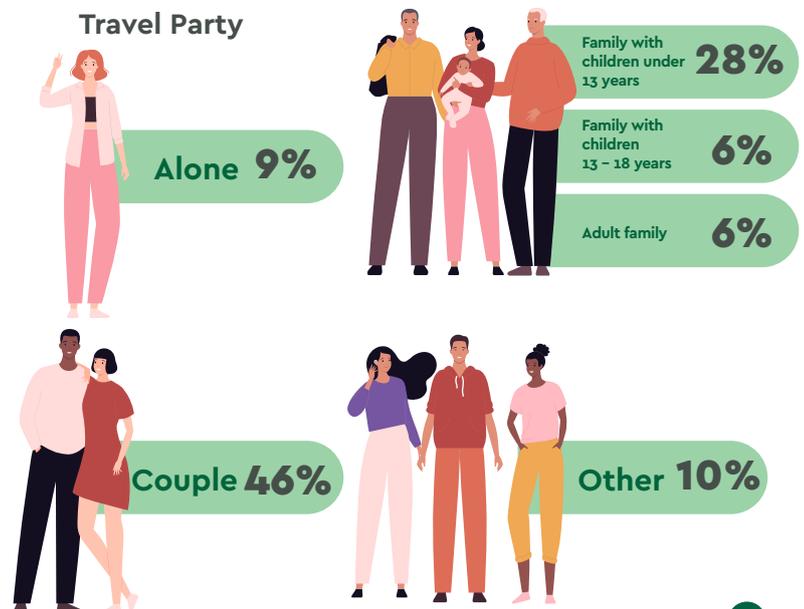
### Age



18-34 **20%**    35-44 **28%**    45-54 **15%**    55+ **36%**

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

### Travel Party

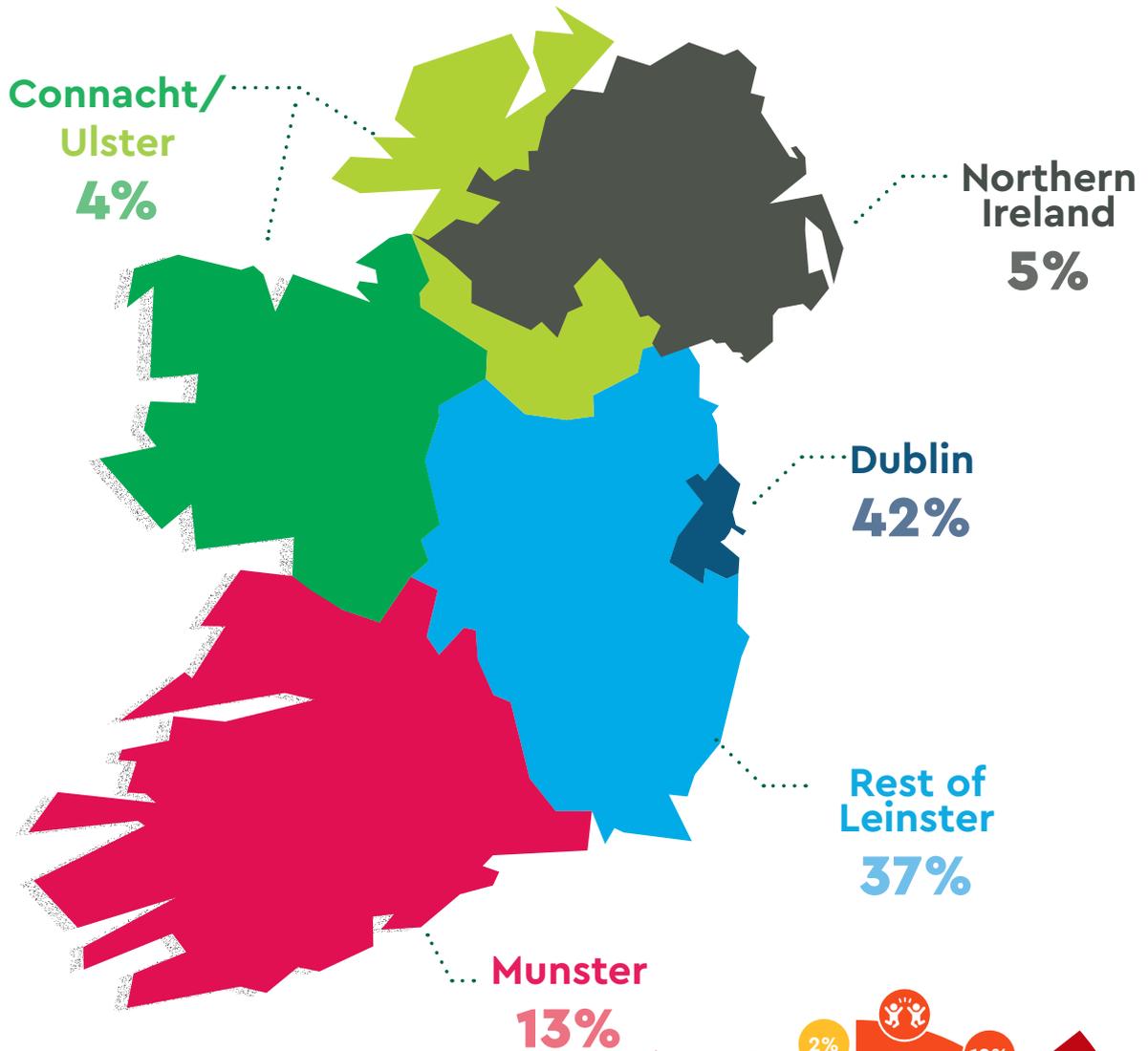


# Domestic Travel Characteristics

# 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

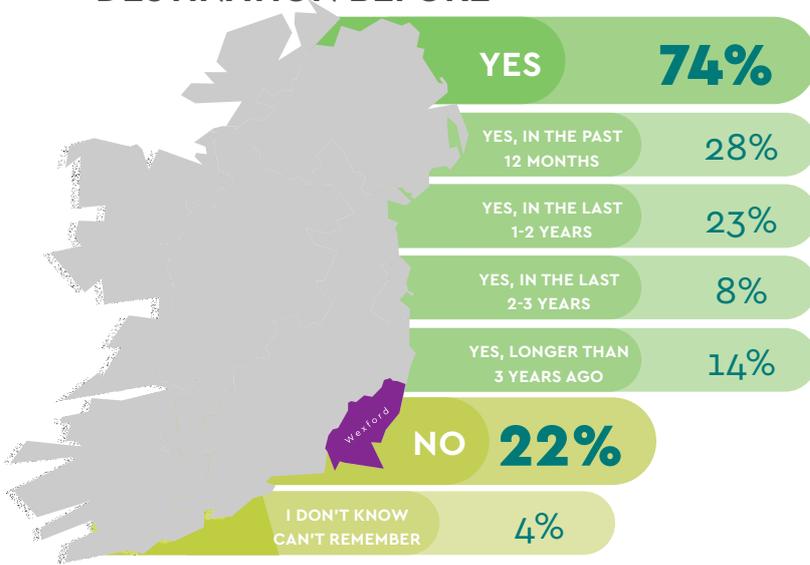


## WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

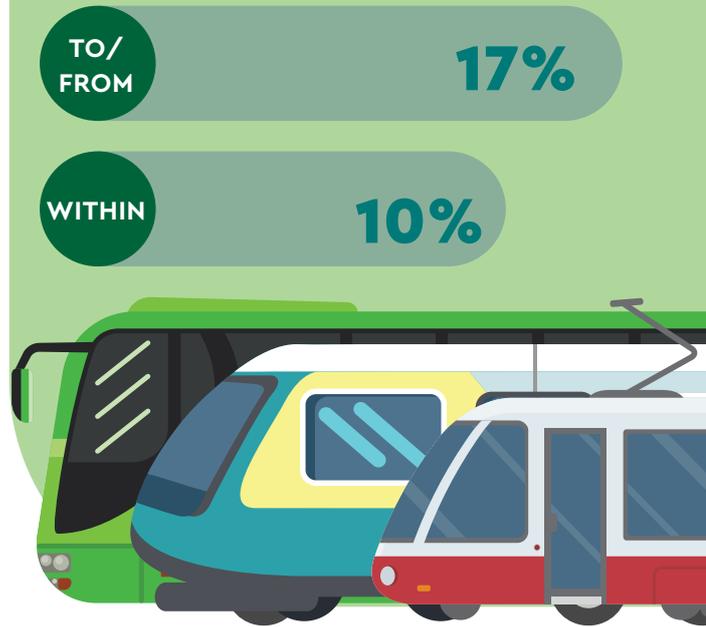


Source: Fáilte Irelands Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023.'

## HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



## PUBLIC TRANSPORTATION USED



## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

