Wicklow Key Tourism Facts



2023

OVERSEAS TOURISTS



219,000 Visited Wicklow



€133m Generated in Revenue



€607 Average spend per capita



6 Average nights spent in Wicklow

WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	39%
Visiting Friends/Family	49%
Business	7%
Other	5%

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









Hotels

Guesthouse/ B&Bs Rented Accommodation Carvan & Camping, Campervan/

15%

36%

28%

7%

Motorhome





Holiday Home (No Payment)

1%

Hostel

1%

9%

Friends and Other Relatives

2%

DOMESTIC TOURISTS



474,000 Visited Wicklow



€86m Generated in Revenue



€182 Average spend per capita



2 Average nights spent in Wicklow



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

Domestic Travel Characteristics



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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	22%
Unconstrained Adults Aged 45+	35%
Families	43%

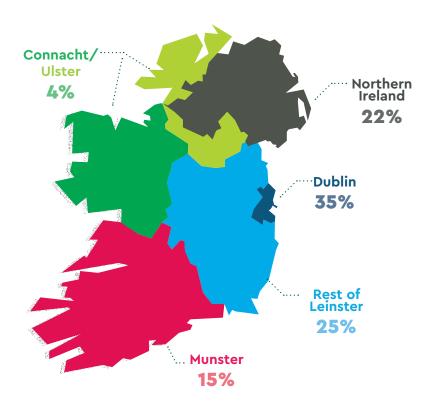
Social Grade	
ABC1	45%
C2DE	55%

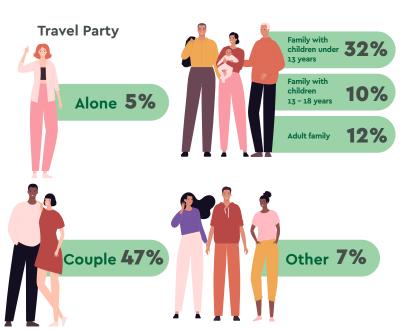
Age

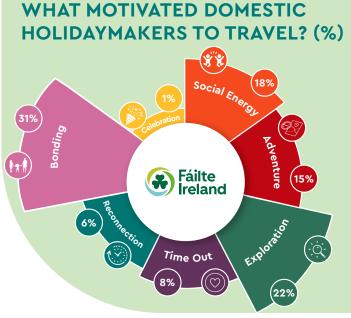


18-34 35-44 45-54 55+ 24% 29% 13% 34%

Residence







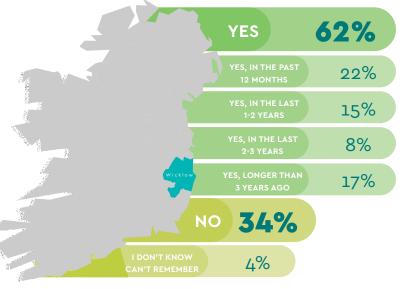
Source: Fáilte Irelands Domestic Tracker - an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."



Domestic Travel Characteristics



HAD VISITORS BEEN TO COUNTY **DESTINATION BEFORE**



PUBLIC TRANSPORTATION USED TO/ **FROM** WITHIN

WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?



Hiking



Walking



Houses/Castles



Nature Reserve/ **National Park**



Gardens



Boat Trip



Heritage/ Interpretive Centres



Attending a Festival/Event



Visits to Spas



Museums/Art **Galleries**



Watersports (excluding swimming)



Learning Activity/ Course



Cycling



Golf



Fishing/Angling



Toured Around By Car



Shopping



Farmers Market





