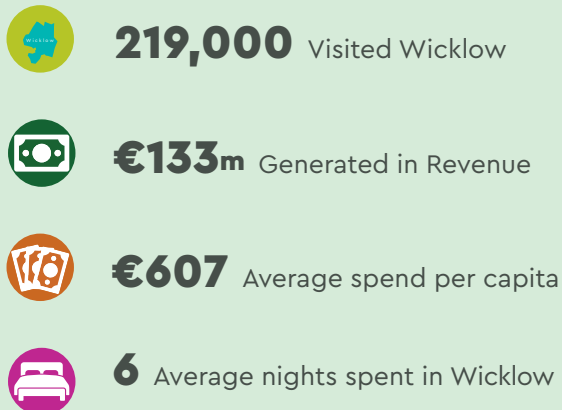


Wicklow Key Tourism Facts

2023



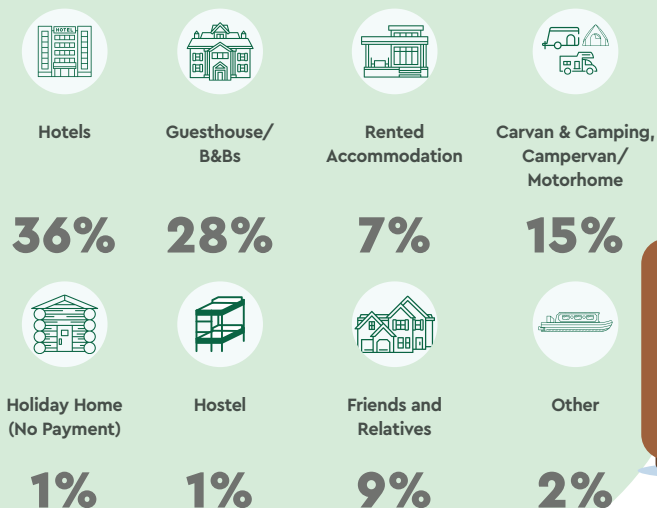
OVERSEAS TOURISTS



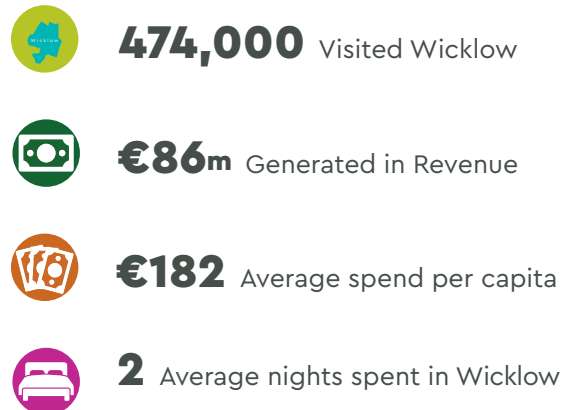
WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

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

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



DOMESTIC TOURISTS



3 in 5
Overseas holidaymakers visiting Wicklow 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	22%
Unconstrained Adults Aged 45+	35%
Families	43%

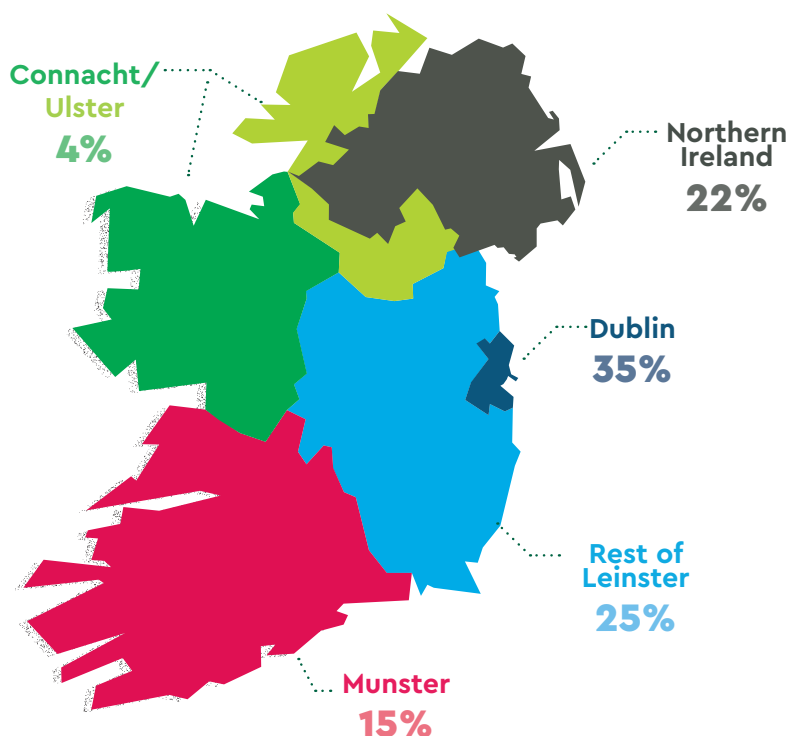
Social Grade	
ABC1	45%
C2DE	55%

Age

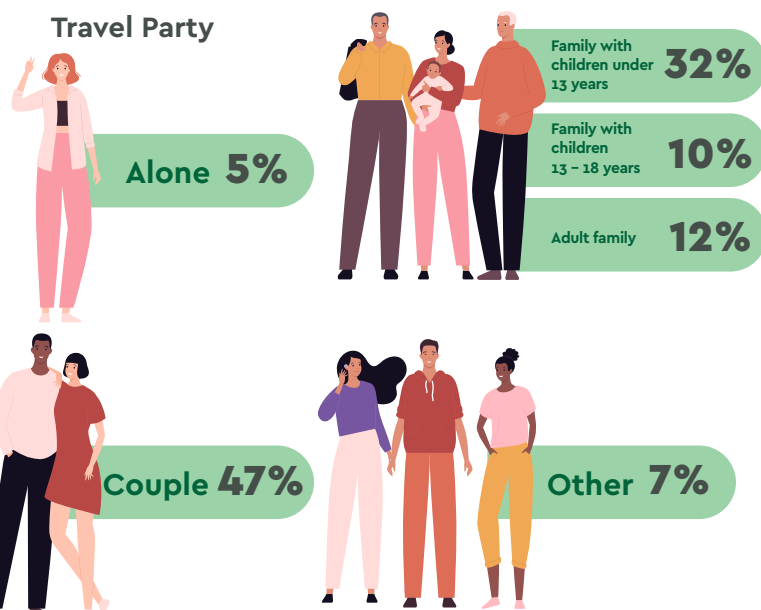


18-34 **24%** 35-44 **29%** 45-54 **13%** 55+ **34%**

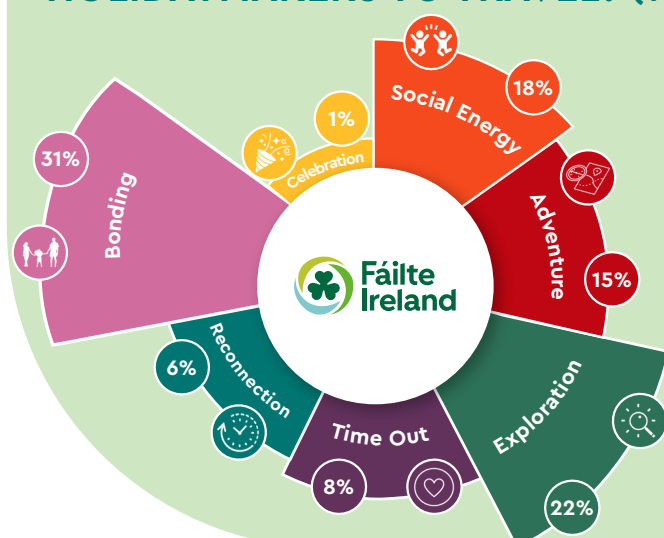
Residence



Travel Party

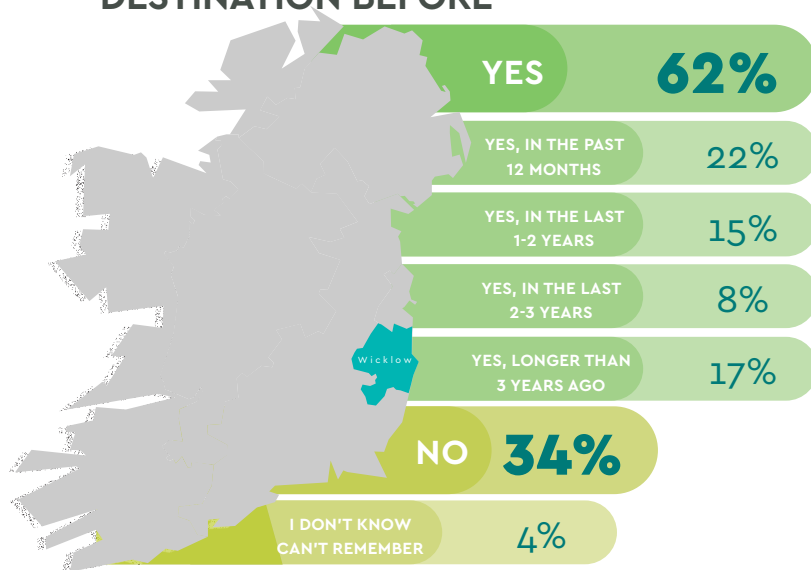


WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

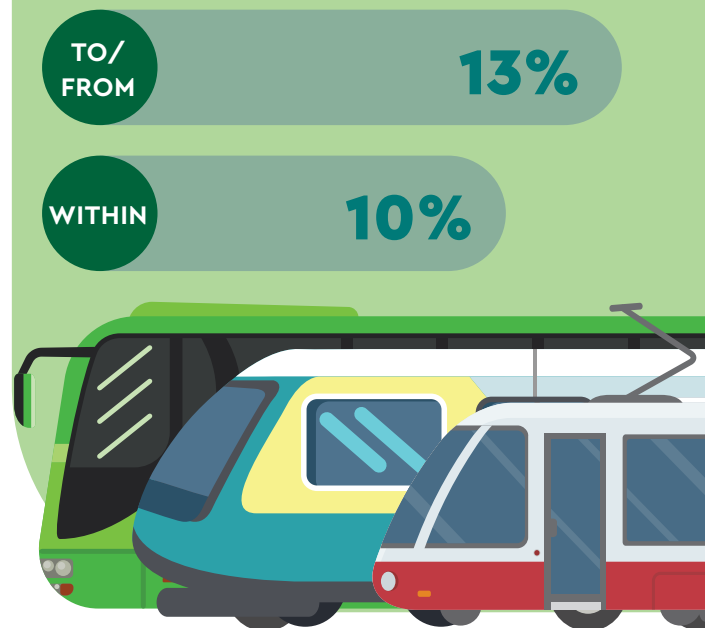


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



PUBLIC TRANSPORTATION USED



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

