



# **Key Tourism Facts**

### **OVERSEAS TOURISTS**



**2.2**<sub>m</sub> Visited Ireland's Wild Atlantic Way



**€2.1bn** Generated in Revenue



€952 Average spend per capita

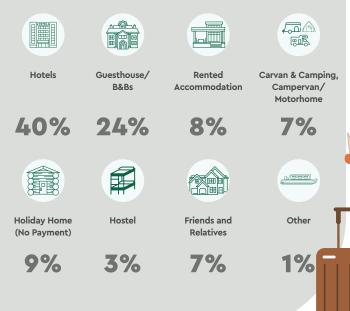


8.4 Average nights spent in Ireland's Wild Atlantic Way

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

Main Reason for visit	%
Holidaymaker	57%
Visiting Friends/Family	31%
Business	9%
Other	4%

### WHERE DID OVERSEAS HOLIDAYMAKERS **STAY IN IRELAND'S WILD ATLANTIC WAY?** (ACCOMMODATION BEDNIGHTS %)



### DOMESTIC TOURISTS

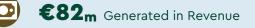


### NORTHERN IRELAND TOURISTS



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Wild Atlantic Way



- €191 Average spend per capita
  - 2.8 Average nights spent in Ireland's Wild Atlantic Way

### 2 in 3 Overseas holidaymakers

visiting the Wild Atlantic Way were travelling to Ireland for the first time

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

### **WILD ATLANTIC WAY** SLÍ AN ATLANTAIGH FHIÁIN

## Domestic Travel Characteristics



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	23%
Unconstrained Adults Aged 45+	39%
Families	38%

Social Grade	
ABC1	53%
C2DE	47%

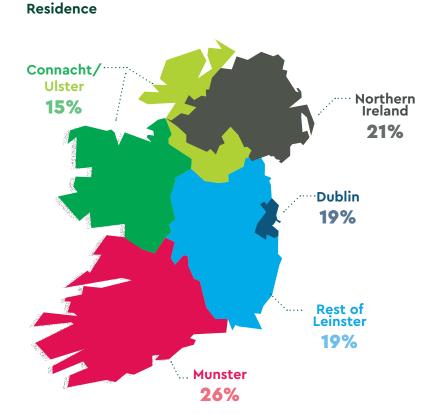
#### Age

**Travel Party** 

Alone 8%

Couple 52%





### 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."

Family with children under

13 years

Family with children 13 – 18 years

Adult family

Other **10%** 

22%

9%

10%

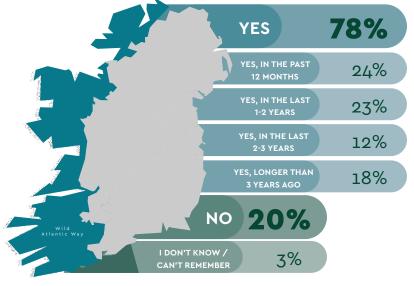
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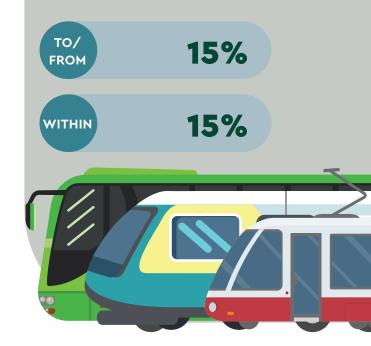
### **Domestic Travel Characteristics**



### HAD VISITORS BEEN TO COUNTY **DESTINATION BEFORE**

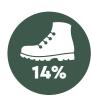


### PUBLIC TRANSPORTATION USED



### WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

%



Hiking

18%

Heritage/ Interpretive Centres

7%

Cycling



Walking



Attending a Festival/Event



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Visits to Spas





Fishing/Angling



National Park

~°^

15%





Gardens

6%

Watersports

(excluding

swimming)

**Boat Trip** 



Learning Activity/ Course



Farmers Market





Golf

**Outdoor Swimming** 

**Adventure Park** 

Swimming Pool



**Toured Around** By Car





Shopping





