

# Key Tourism Facts 2023

## OVERSEAS TOURISTS

 **2.2m** Visited Ireland's Wild Atlantic Way

 **€2.1bn** Generated in Revenue

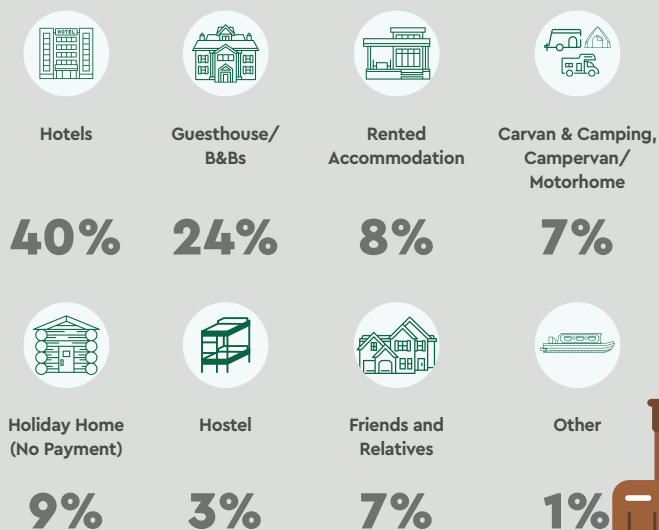
 **€952** Average spend per capita

 **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

 **5.8m** Visited Ireland's Wild Atlantic Way

 **€1.5bn** Generated in Revenue

 **€249** Average spend per capita


 **2.8** Average nights spent in Ireland's Wild Atlantic Way

## NORTHERN IRELAND TOURISTS

 **430,000** Visited Ireland's Wild Atlantic Way

 **€82m** Generated in Revenue

 **€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.

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%

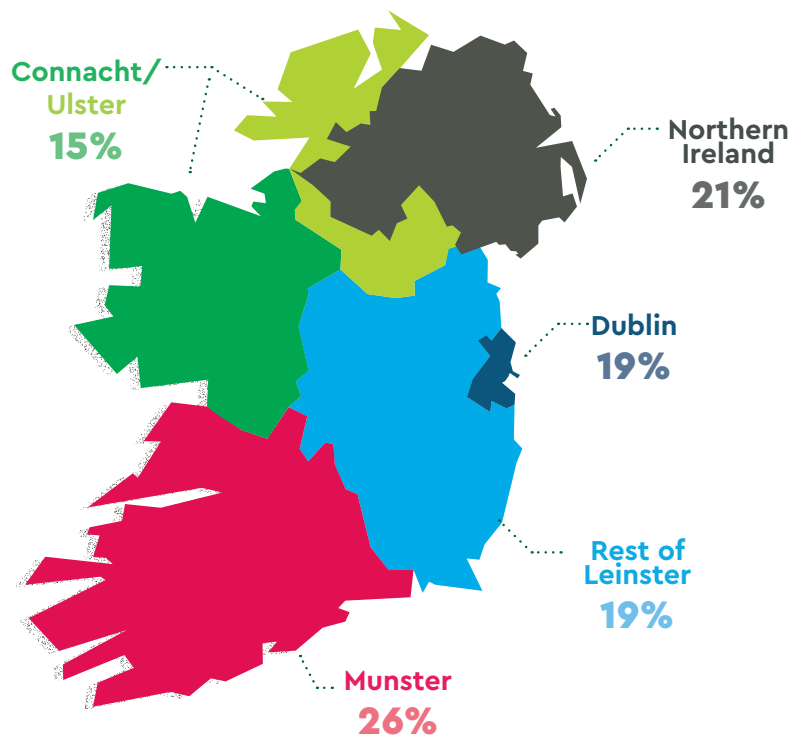
Social Grade	
ABC1	53%
C2DE	47%

### Age

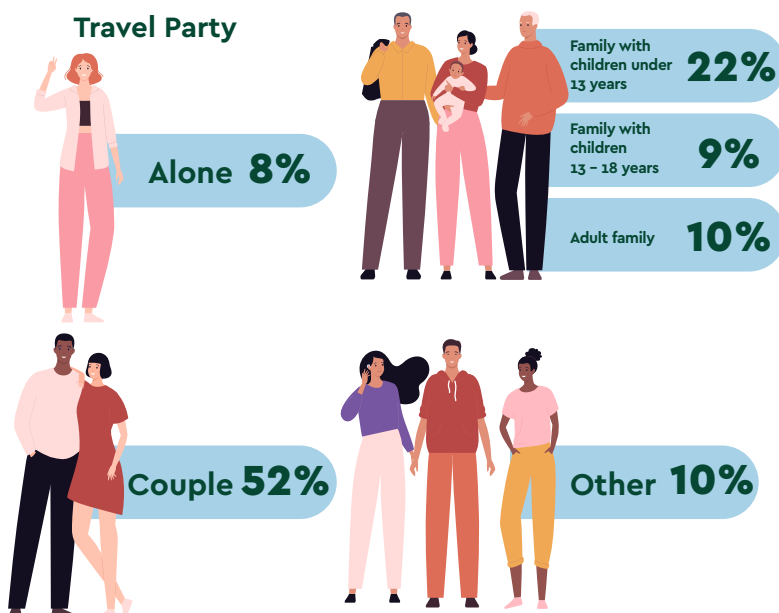


**18-34** **27%**   **35-44** **20%**   **45-54** **18%**   **55+** **36%**

### Residence



### Travel Party



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

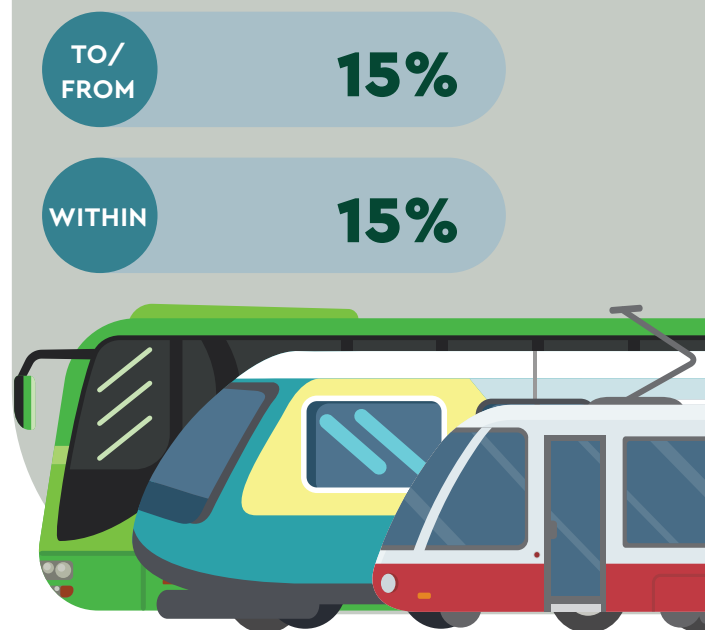


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2023."

## HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



## PUBLIC TRANSPORTATION USED



## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

