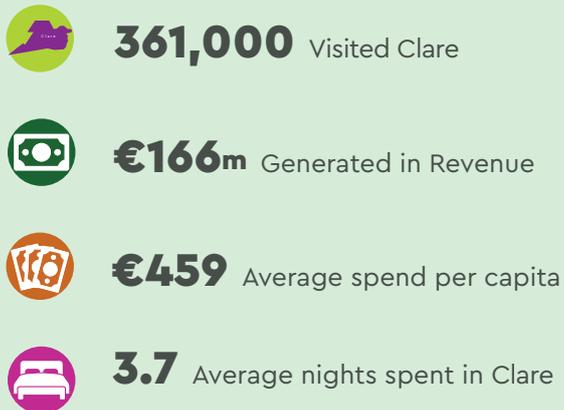


# Clare Key Tourism Facts 2024



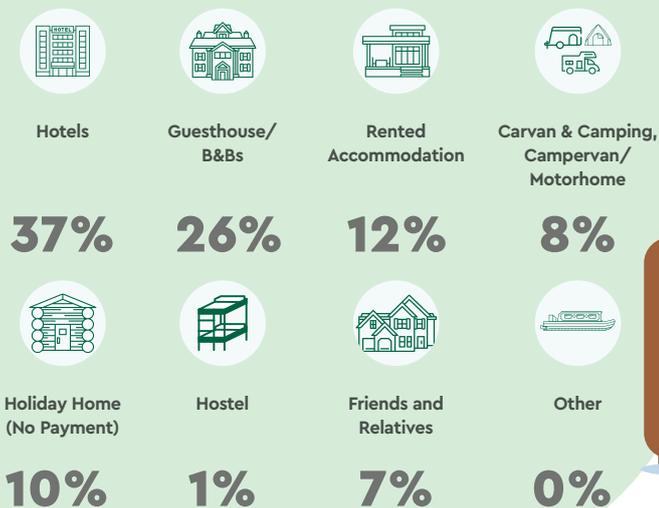
## OVERSEAS TOURISTS



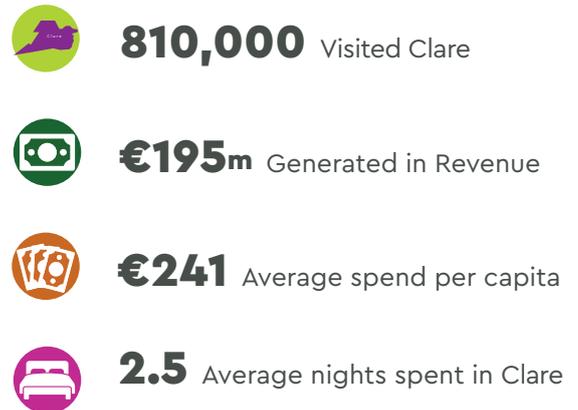
## WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	57%
Visiting Friends/Family	33%
Business	6%
Other	4%

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



## DOMESTIC TOURISTS



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

# Domestic Travel Characteristics



# 2024

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	15%
Unconstrained Adults Aged 45+	50%
Families	35%

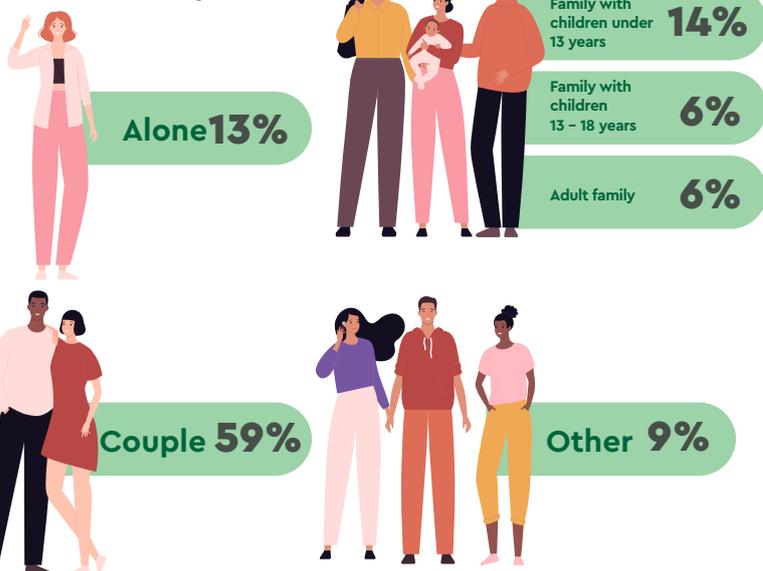
Social Grade	
ABC1	41%
C2DE	59%

### Age

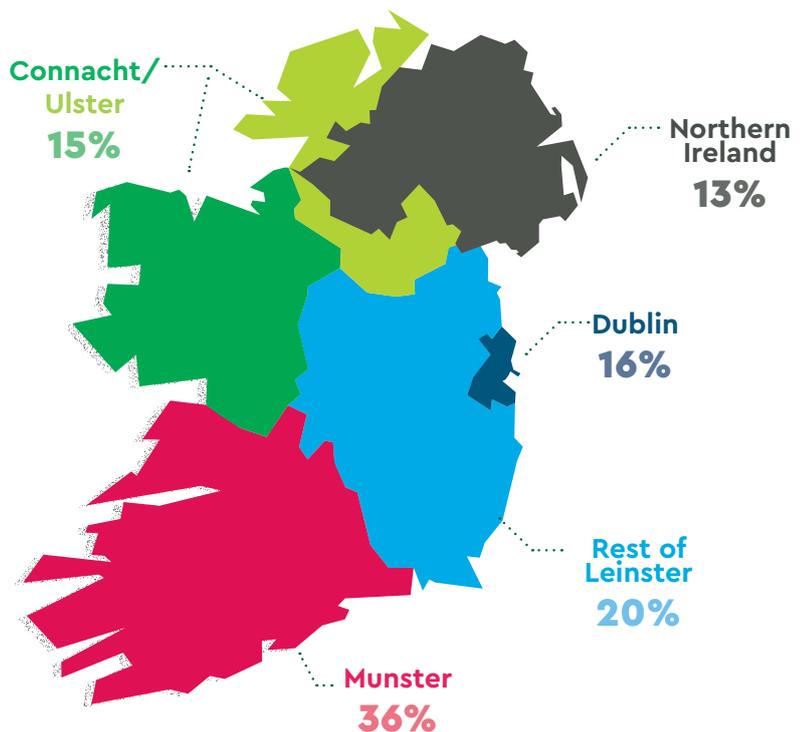


18-34 **18%**    35-44 **15%**    45-54 **18%**    55+ **49%**

### Travel Party



### Residence

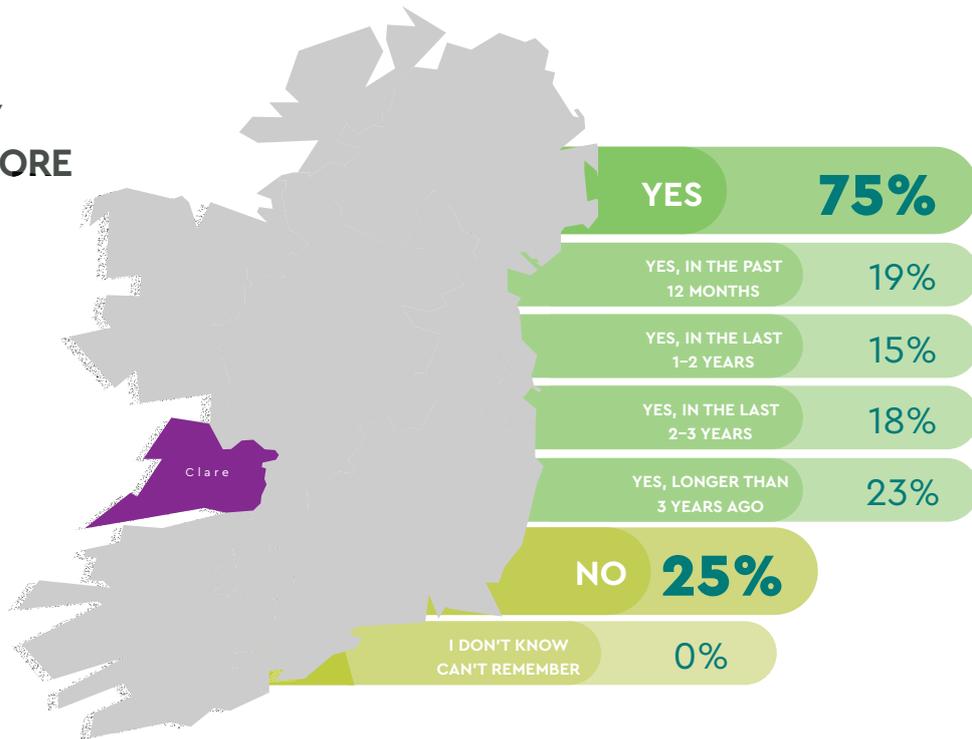


## WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



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 2024."

## HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

