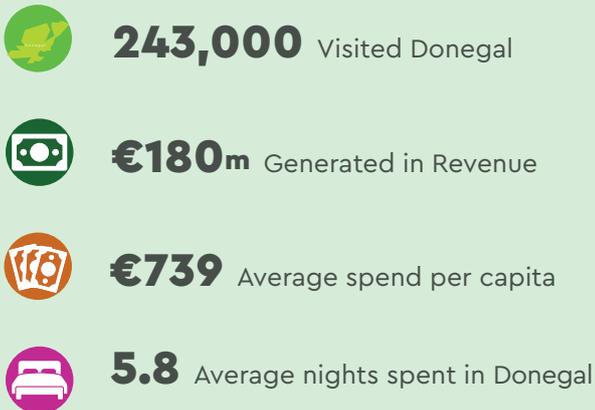


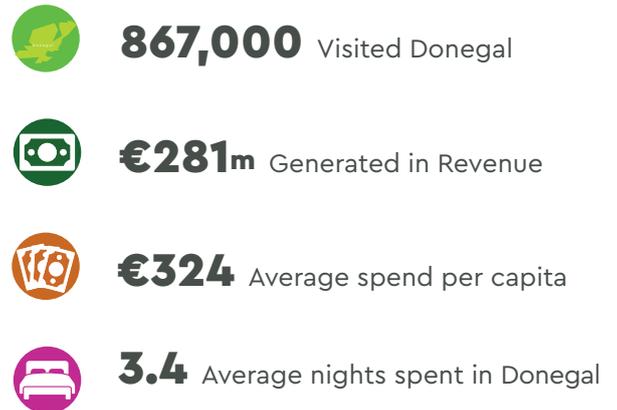
# Donegal Key Tourism Facts 2024



## OVERSEAS TOURISTS



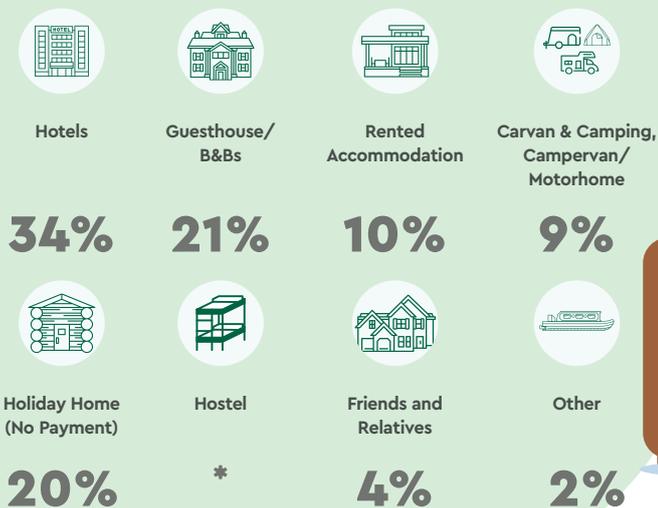
## DOMESTIC TOURISTS



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

Main Reason for visit	%
Holidaymaker	57%
Visiting Friends/Family	34%
Business	2%
Other	7%

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



\* is less than 1%

**1 in 2**

Overseas holidaymakers visiting Donegal 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



# 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	22%
Unconstrained Adults Aged 45+	38%
Families	41%

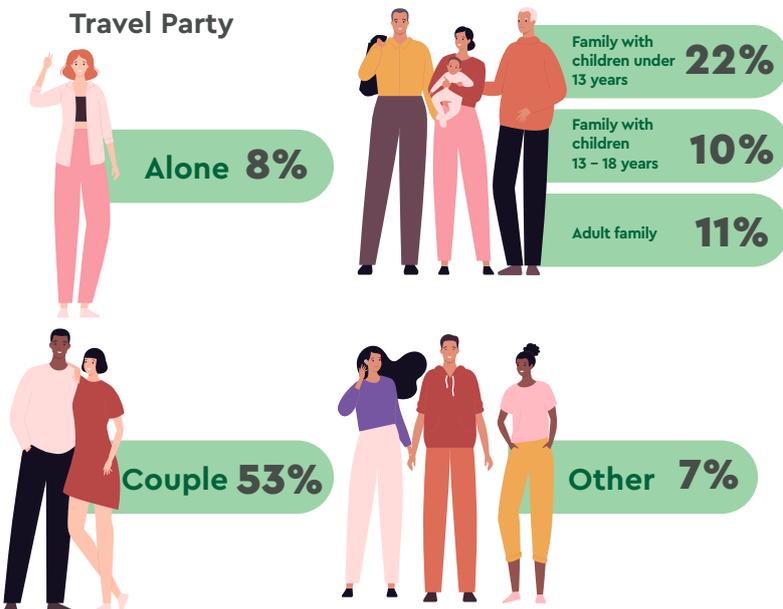
Social Grade	
ABC1	52%
C2DE	48%

### Age

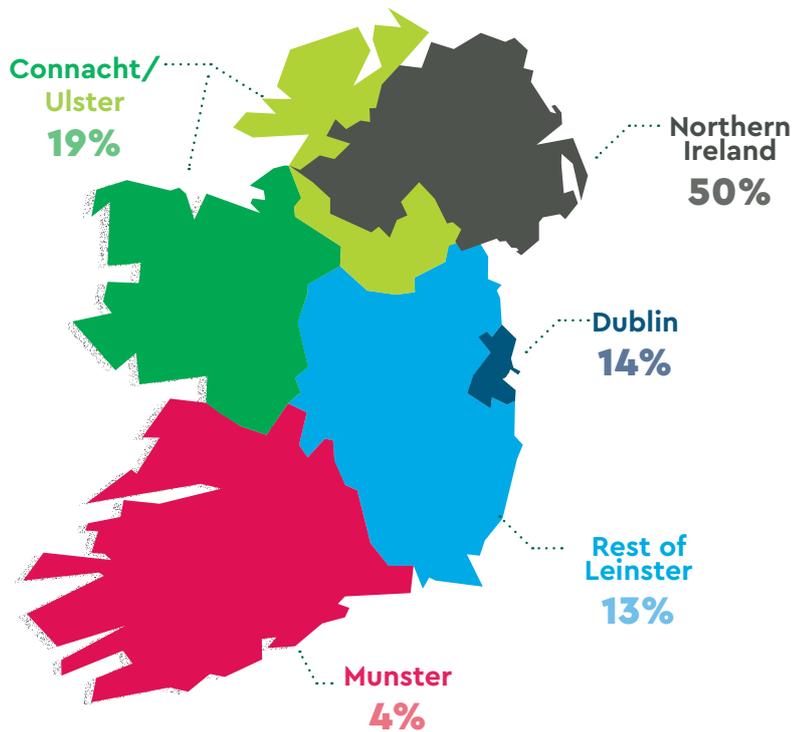


18-34	35-44	45-54	55+
22%	25%	14%	39%

### Travel Party



### Residence

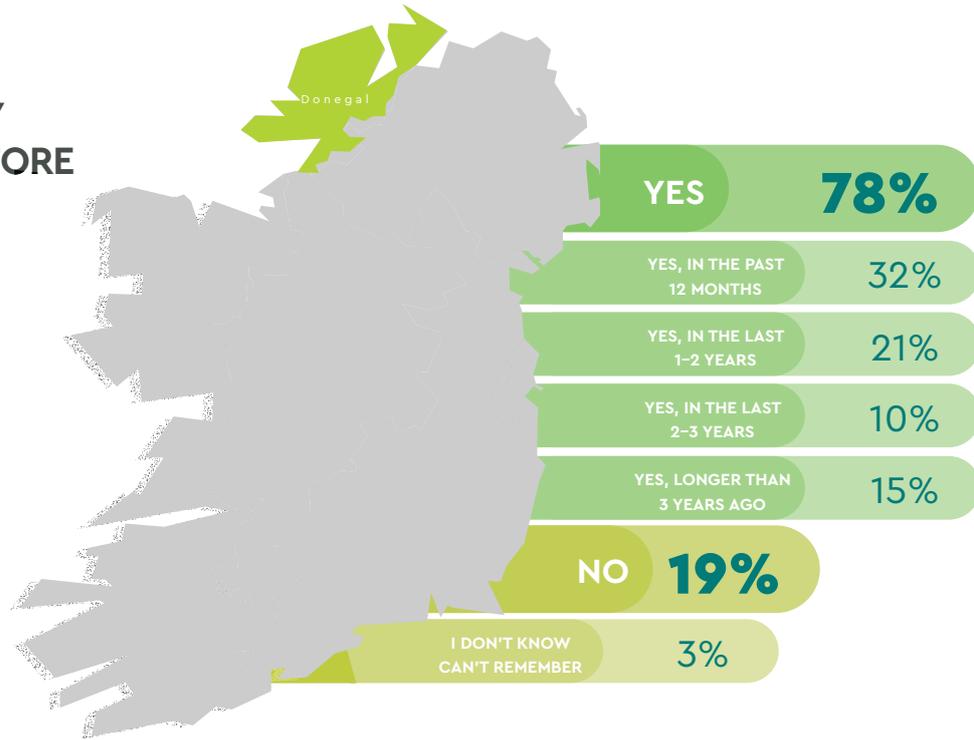


## WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



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?

