

Key Tourism Facts 2024

OVERSEAS TOURISTS



4.1_m Visited Dublin



€2.4bn Generated in Revenue



€582 Average spend per capita



4.8 Average nights spent in Dublin

WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	52%
Visiting Friends/Family	27%
Business	16%
Other	5%

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



DOMESTIC TOURISTS



2.8_m Visited Dublin



€583_m Generated in Revenue



€206 Average spend per capita



1.8 Average nights spent in Dublin

NORTHERN IRELAND TOURISTS



276,000 Visited Dublin



€88_m Generated in Revenue



€320 Average spend per capita



1.7 Average nights spent in Dublin



2 in 3

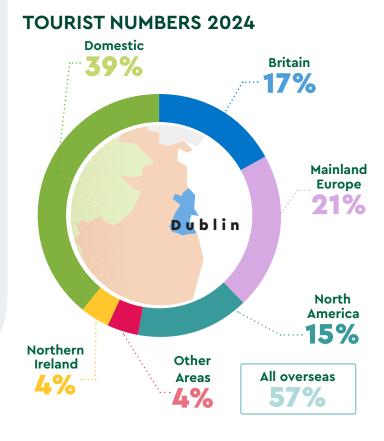
Overseas holidaymakers visiting Dublin were travelling to Ireland for the first time

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



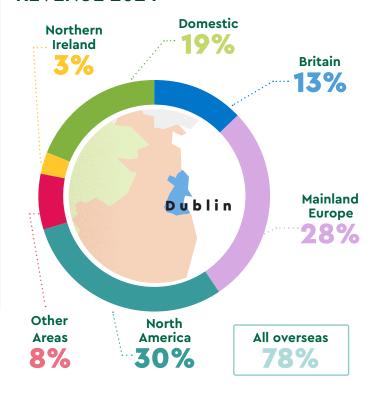
Key Tourism Facts

Number of Tourists		
Market	2023 (000s)	2024 (000s)
Britain	1,216	1,220
Mainland Europe	1,402	1,522
North America	1,007	1,091
Other Areas	245	261
All overseas	3,870	4,094
Northern Ireland	298	276
Domestic	2,416	2,823



Revenue Britain 385 365 Mainland Europe 798 849 **North America** 811 904 Other Areas 315 246 All overseas 2,289 2,384 Northern Ireland 90 88 Domestic 490 583

REVENUE 2024





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	28%
Unconstrained Adults Aged 45+	24%
Families	48%

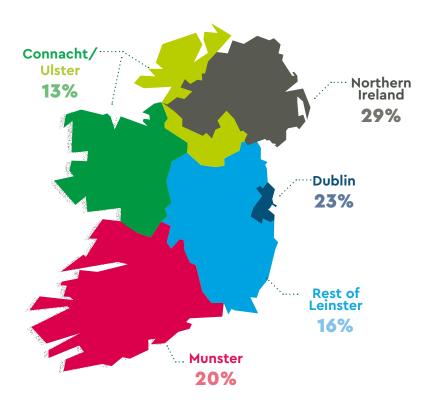
Social Grade		
ABC1	50%	
C2DE	50%	

Age



36% 27% 16% 20%

Residence







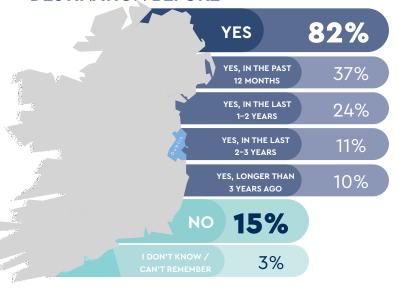
WHAT MOTIVATED DOMESTIC **HOLIDAYMAKERS TO TRAVEL? (%)** Fáilte **Ireland** Time Out 13%

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 2024."

Domestic Travel Characteristics



HAD VISITORS BEEN TO COUNTY **DESTINATION BEFORE**



PUBLIC TRANSPORTATION USED

YES BUS	19%
YES TRAIN	31%
YES TRAM	11%
YES - ANY	61%
NONE OF THESE	39%



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?



Shopping



Walking



Swimming Pool



Museums/Art Galleries



Gardens



Toured Around By Car



Houses/Castles



Nature Reserve/ **National Park**



Adventure Park



Visits to Spas



Heritage/ Interpretive Centres



Attending a Festival/Event



Cycling



Farmers Market



Hiking



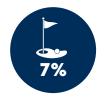
Attended a (nontraditional) cultural event or festival



Fishing/Angling



Boat Trip





Outdoor Swimming