

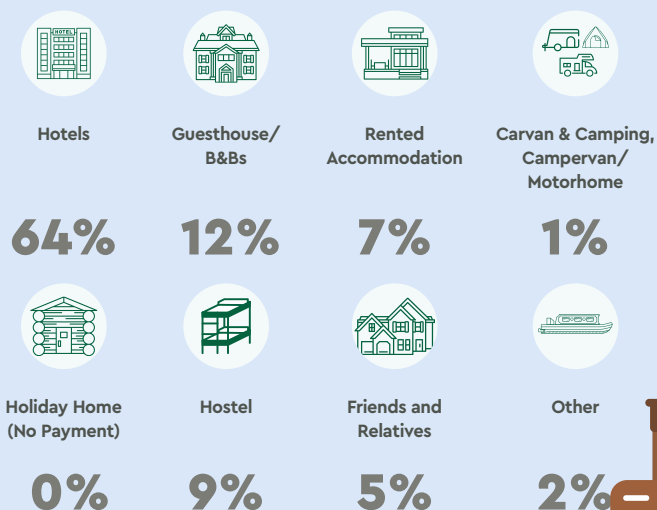
OVERSEAS TOURISTS



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



NORTHERN IRELAND TOURISTS



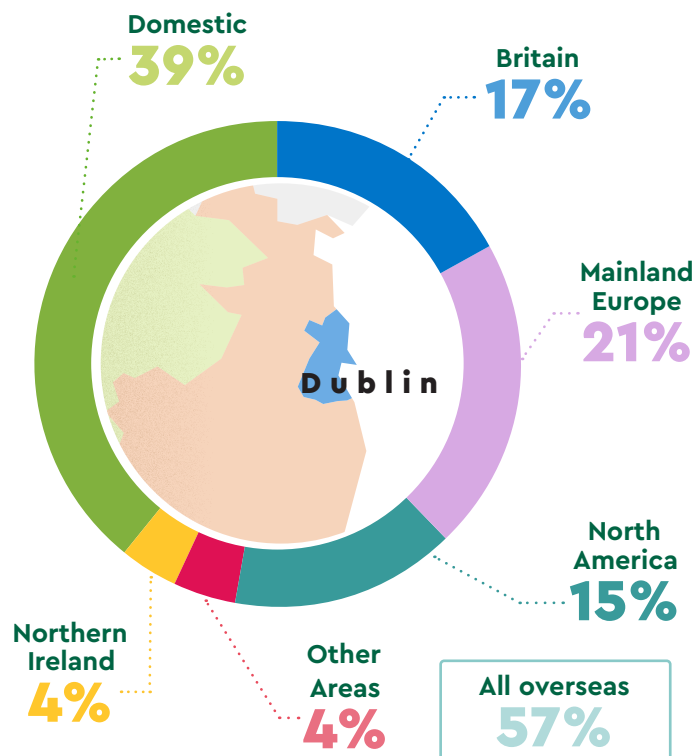
2 in 3

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.

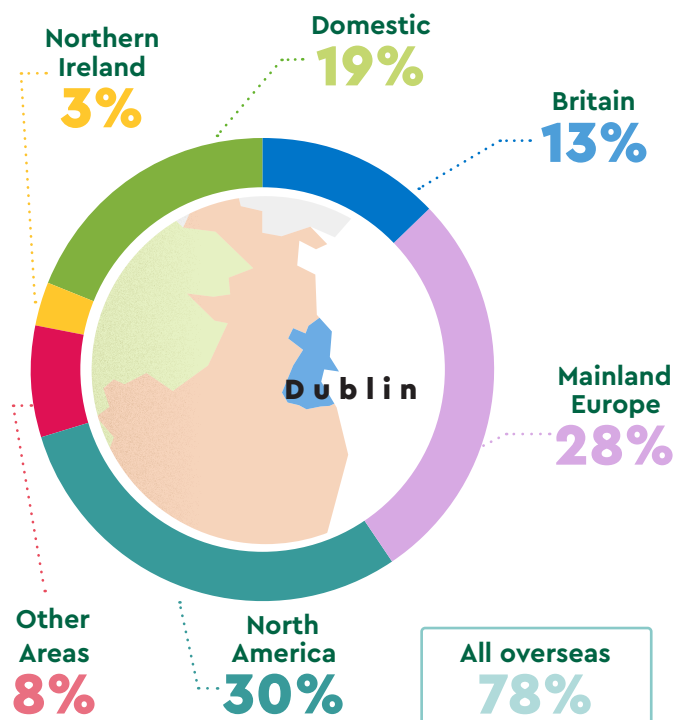
Number of Tourists		
Market	2023 (000s)	2024 (000s)
Britain	1,216	1,220
Mainland Europe	1,402	1,522
North America	1,007	1,091
Other Areas	245	261
All overseas	3,870	4,094
Northern Ireland	298	276
Domestic	2,416	2,823

TOURIST NUMBERS 2024



Revenue		
Market	2023 (€m)	2024 (€m)
Britain	365	385
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



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%

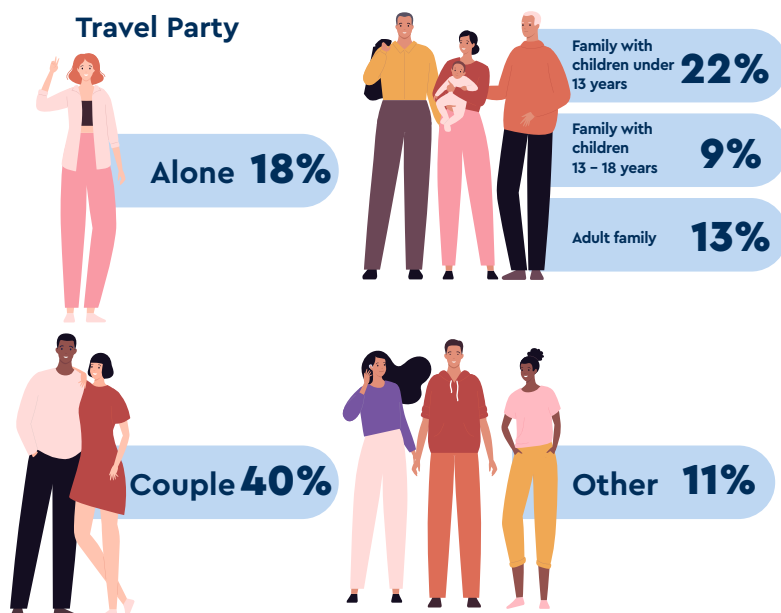
Social Grade	
ABC1	50%
C2DE	50%

Age

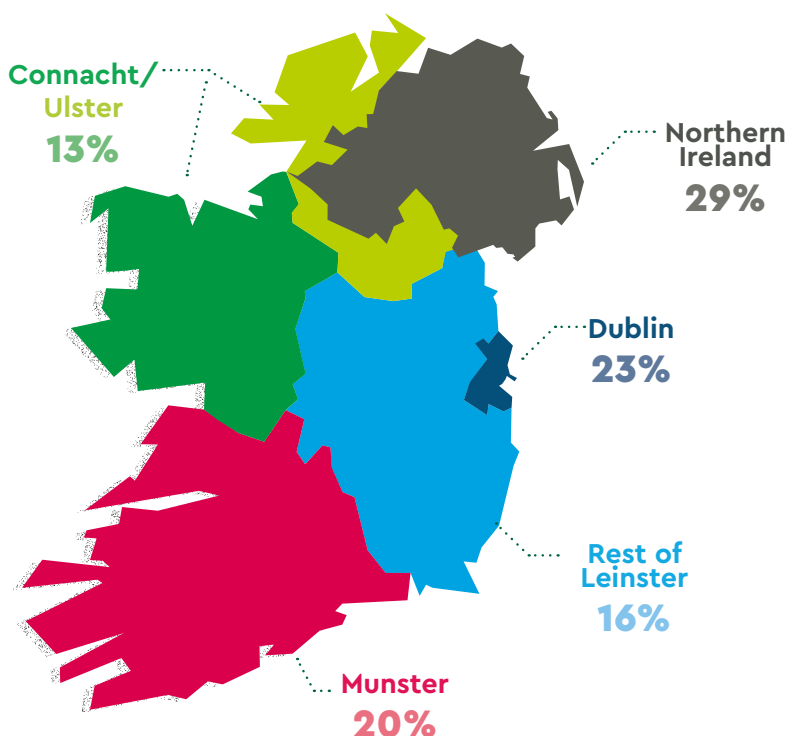


18-34 36% 35-44 27% 45-54 16% 55+ 20%

Travel Party



Residence

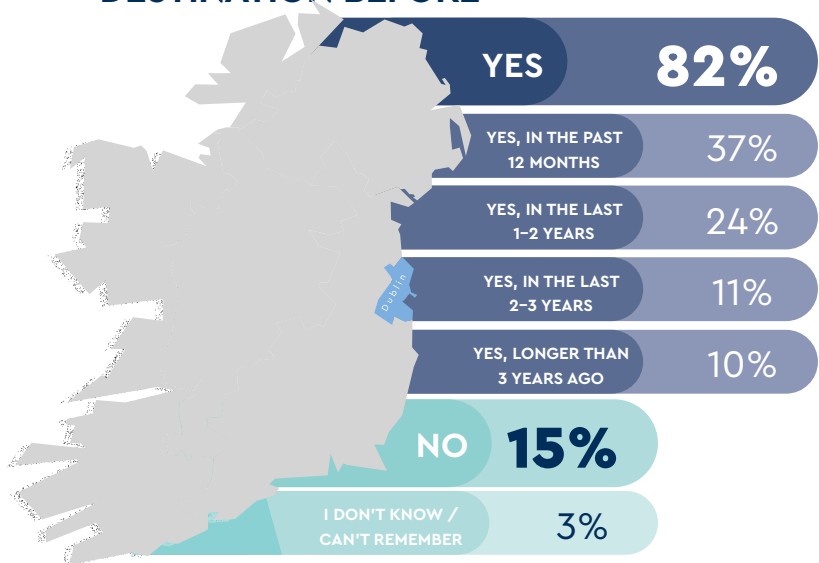


WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

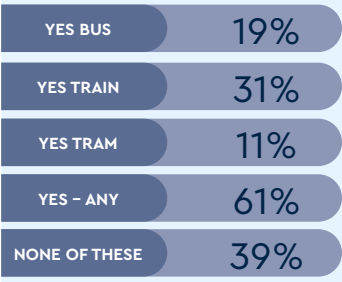


Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2024."

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



PUBLIC TRANSPORTATION USED



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

