



IRELAND'S  
ANCIENT EAST®  
*Wander Through Time*

# Key Tourism Facts 2024

## OVERSEAS TOURISTS

 **1.7m** Visited Ireland's Ancient East

 **€1.2bn** Generated in Revenue

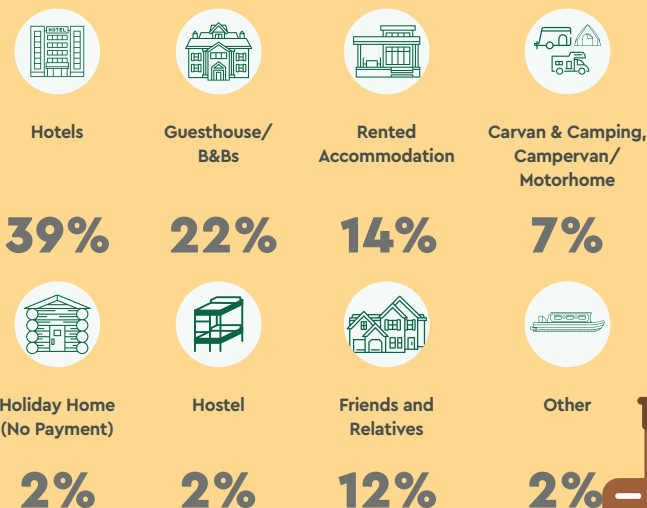
 **€675** Average spend per capita

 **6.3** Average nights spent in Ireland's Ancient East

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

Main Reason for visit	%
Holidaymaker	36%
Visiting Friends/Family	47%
Business	12%
Other	6%

## WHERE DID OVERSEAS HOLIDAYMAKERS STAY IN IRELAND'S ANCIENT EAST? (ACCOMMODATION BEDNIGHTS %)



## DOMESTIC TOURISTS

 **5.3m** Visited Ireland's Ancient East


 **€1.0bn** Generated in Revenue


 **€193** Average spend per capita

 **2.0** Average nights spent in Ireland's Ancient East

## NORTHERN IRELAND TOURISTS

 **202,000** Visited Ireland's Ancient East

 **€64m** Generated in Revenue

 **€315** Average spend per capita

 **2.2** Average nights spent in Ireland's Ancient East

**1 in 2**

Overseas holidaymakers visiting the Ireland's Ancient East 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.



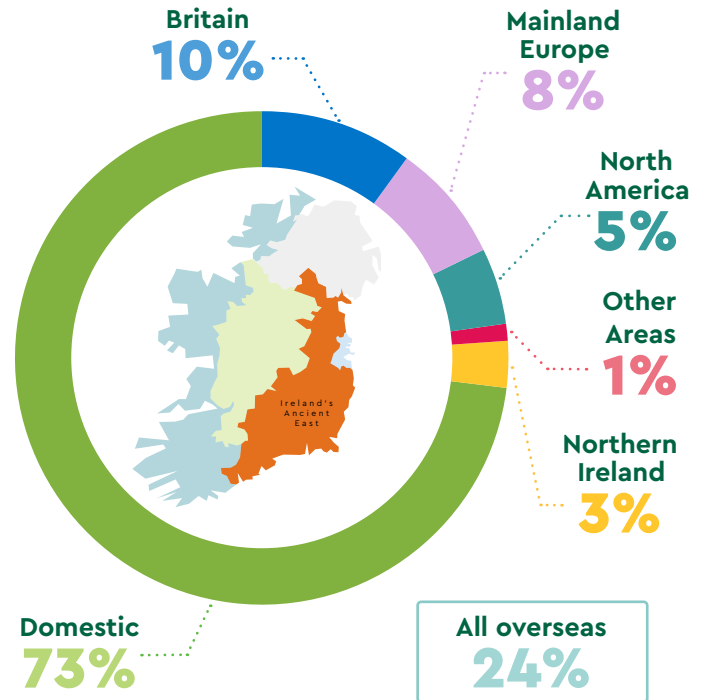


# Key Tourism Facts 2024

## Number of Tourists

Market	2023 (000s)	2024 (000s)
Britain	700	729
Mainland Europe	519	551
North America	315	336
Other Areas	85	98
All overseas	1,619	1,714
Northern Ireland	534	202
Domestic	4,720	5,281

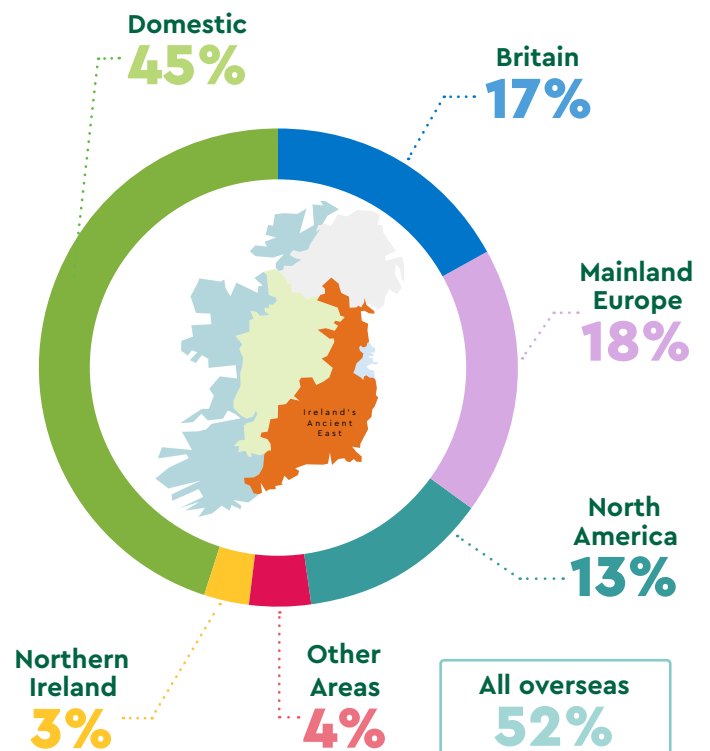
## TOURIST NUMBERS 2024



## Revenue

Market	2023 (€m)	2024 (€m)
Britain	332	377
Mainland Europe	374	396
North America	234	289
Other Areas	76	94
All overseas	1,016	1,156
Northern Ireland	204	64
Domestic	928	1,018

## REVENUE 2024





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# 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	23%
Unconstrained Adults Aged 45+	36%
Families	41%

### Social Grade

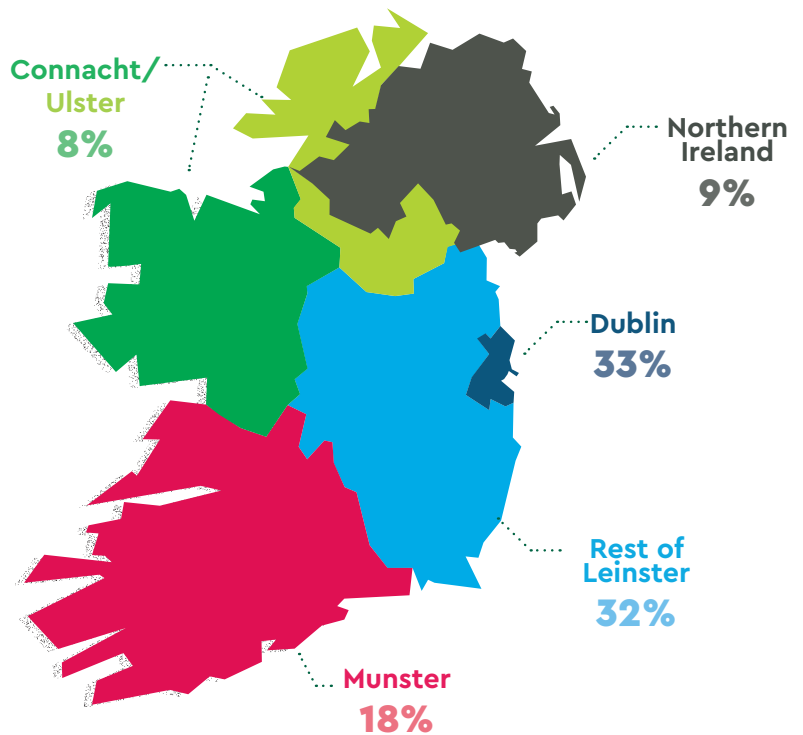
ABC1	50%
C2DE	50%

### Age

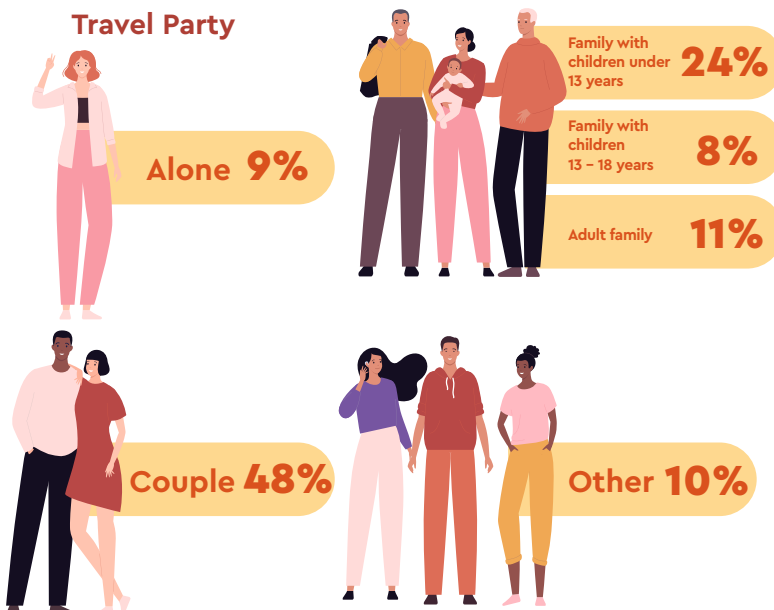


18-34 35-44 45-54 55+  
**28% 24% 16% 32%**

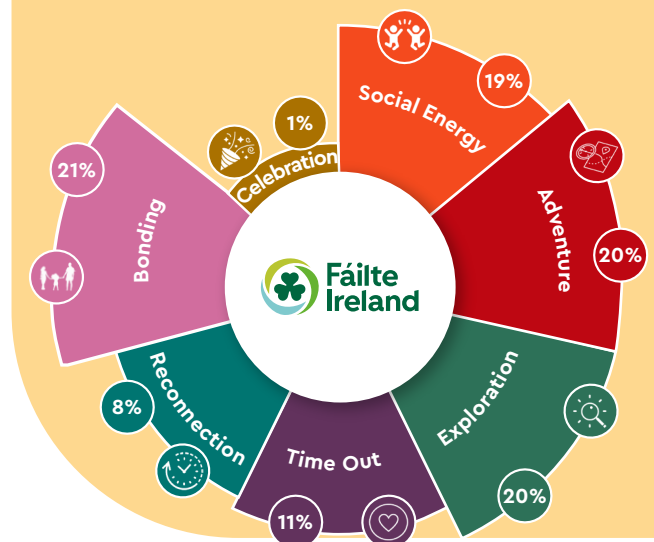
### Residence



### Travel Party



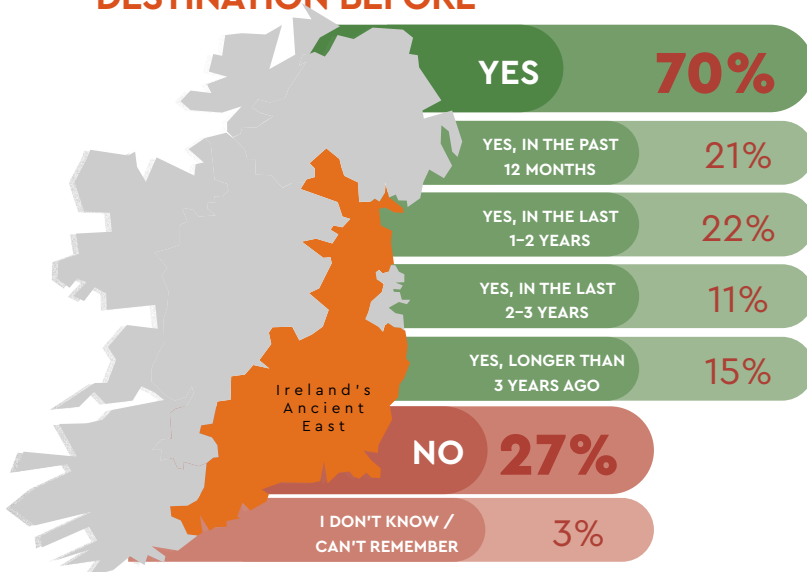
## WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



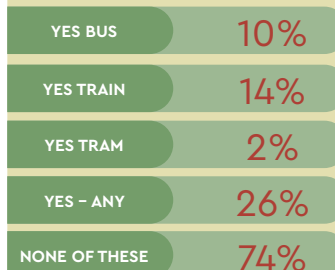
Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2024."

# Domestic Travel Characteristics

## HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



## PUBLIC TRANSPORTATION USED



## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

