



Ireland's Hidden HEARTLANDS



Key Tourism Facts 2024

OVERSEAS TOURISTS

 **424,000** Visited Ireland's Hidden Heartlands

 **€259m** Generated in Revenue

 **€611** Average spend per capita

 **5.9** Average nights spent in Ireland's Hidden Heartlands

DOMESTIC TOURISTS

 **1.7m** Visited Ireland's Hidden Heartlands

 **€326m** Generated in Revenue









 **€197** Average spend per capita

 **2.1** Average nights spent in Ireland's Hidden Heartlands

WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	33%
Visiting Friends/Family	56%
Business	7%
Other	5%


WHERE DID OVERSEAS HOLIDAYMAKERS STAY IN IRELAND'S HIDDEN HEARTLANDS? (ACCOMMODATION BEDNIGHTS %)


			
Hotels	Guesthouse/ B&Bs	Rented Accommodation	Carvan & Camping, Campervan/ Motorhome
24%	22%	7%	2%
			
Holiday Home (No Payment)	Hostel	Friends and Relatives	Other
12%	*	21%	12%


* is less than 1%

NORTHERN IRELAND TOURISTS

 **93,000** Visited Ireland's Hidden Heartlands

 **€33m** Generated in Revenue

 **€356** Average spend per capita

 **2.2** Average nights spent in Ireland's Hidden Heartlands

1 in 2

Overseas holidaymakers
visiting Ireland's Hidden
Heartlands were travelling
to Ireland for the first time

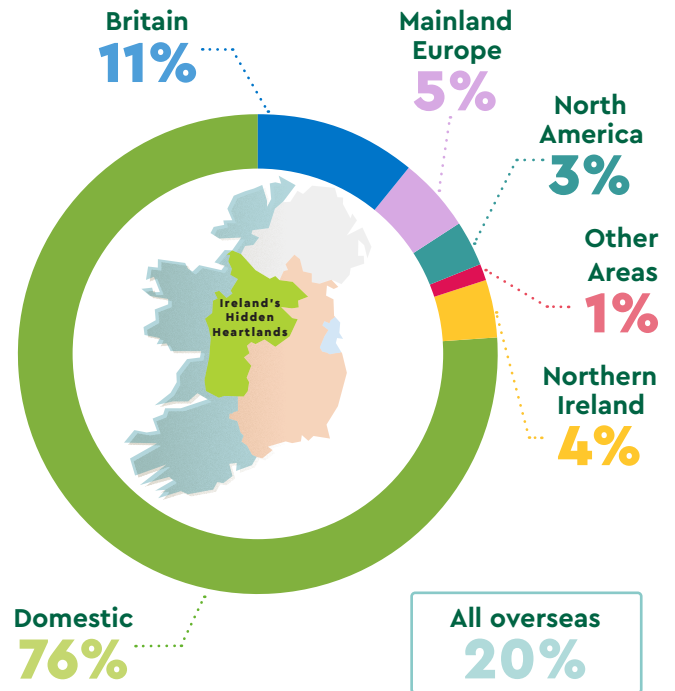
Source: Overseas – Fáilte Ireland estimates based on Survey of Overseas Travellers, Domestic – CSO Household Survey, Northern Ireland – NISRA.



Number of Tourists

Market	2023 (000s)	2024 (000s)
Britain	203	230
Mainland Europe	94	114
North America	40	60
Other Areas	21	20
All overseas	357	424
Northern Ireland	85	93
Domestic	1,343	1,651

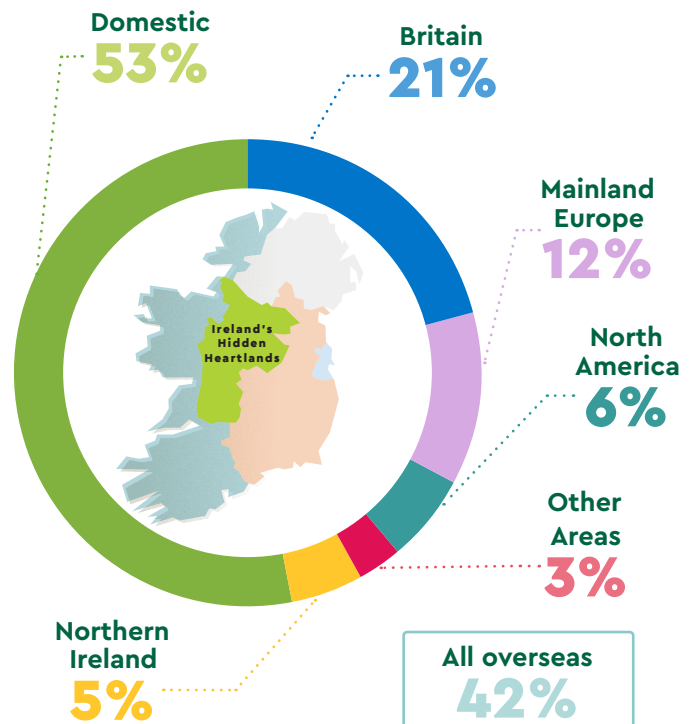
TOURIST NUMBERS 2024



Revenue

Market	2023 (€m)	2024 (€m)
Britain	112	130
Mainland Europe	60	73
North America	29	38
Other Areas	22	18
All overseas	224	259
Northern Ireland	22	33
Domestic	246	326

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	21%
Unconstrained Adults Aged 45+	32%
Families	47%

Social Grade

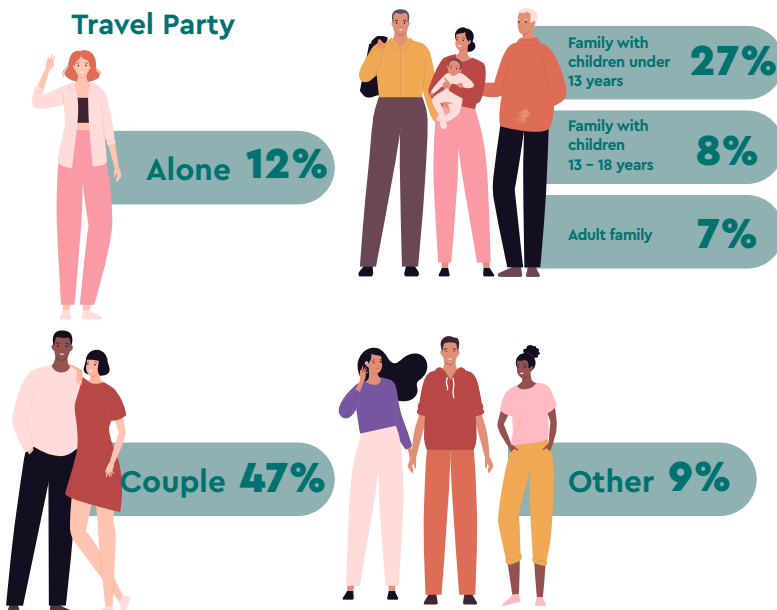
ABC1	48%
C2DE	52%

Age

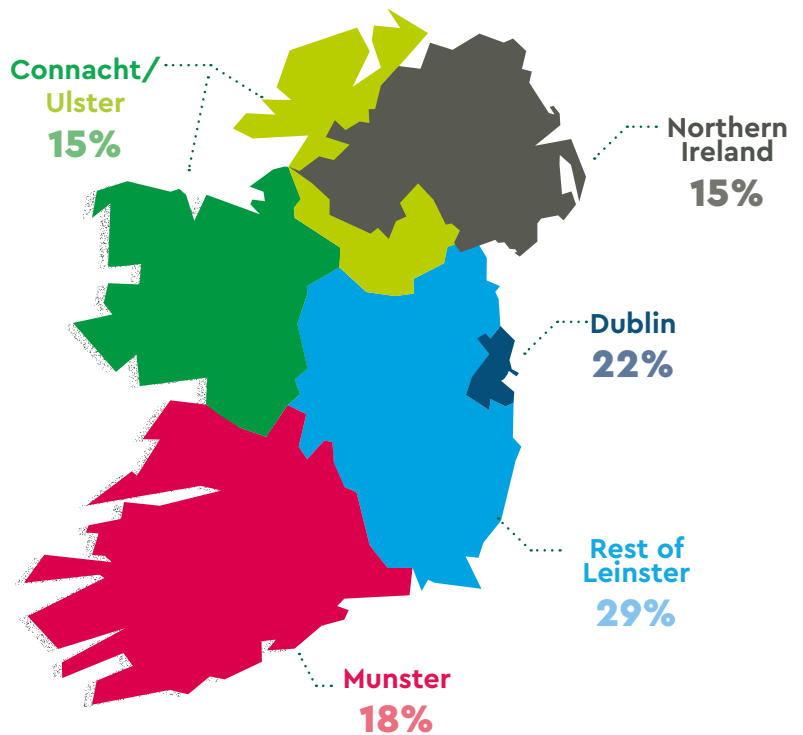


18-34	35-44	45-54	55+
28%	28%	15%	29%

Travel Party



Residence



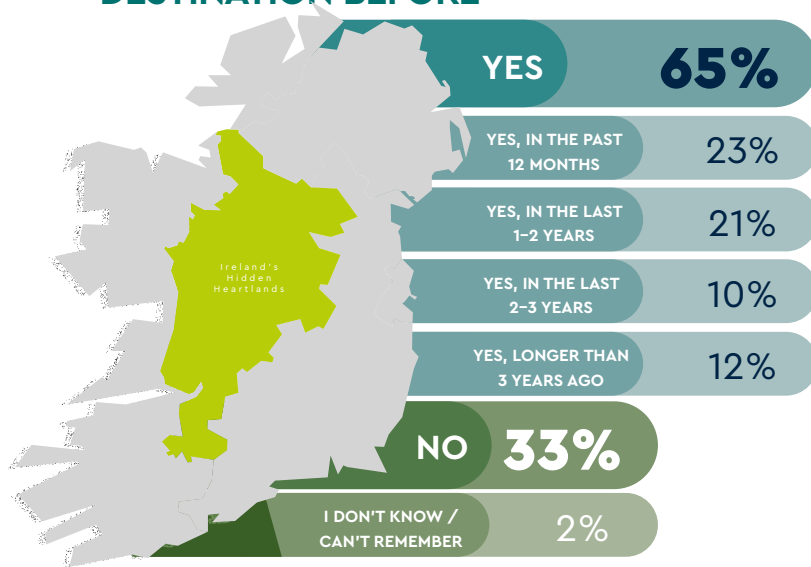
WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



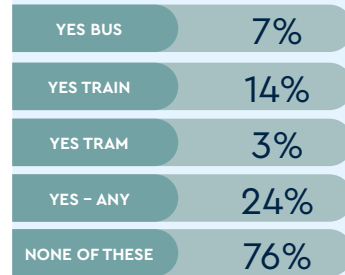
Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2024."

Domestic Travel Characteristics

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



PUBLIC TRANSPORTATION USED



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

