Ireland's Hidden HEARTLANDS

Fáilte Ireland

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

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%
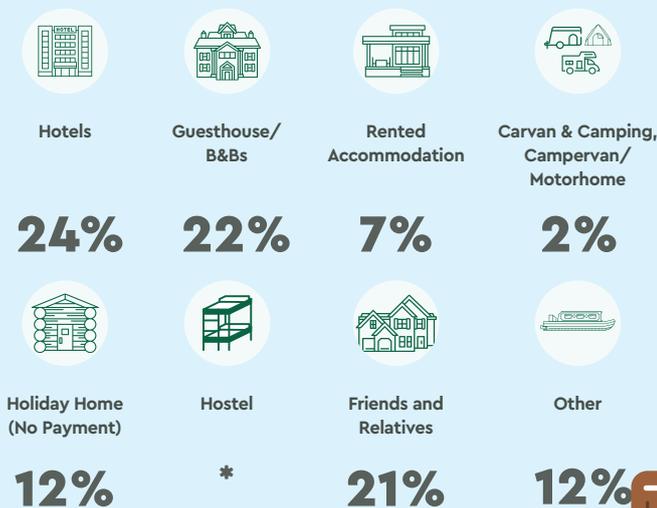
* is less than 1%

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

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

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Domestic Travel Characteristics 2024

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
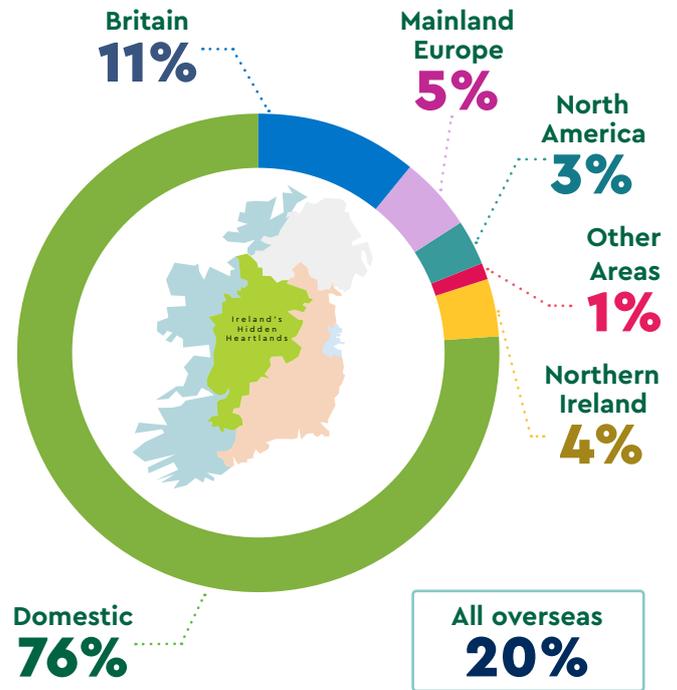
Revenue

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

TOURIST NUMBERS 2024

Britain **11%**
Mainland Europe **5%**
North America **3%**
Other Areas **1%**
Northern Ireland **4%**
Domestic **76%**
All overseas **20%**

REVENUE 2024

Domestic **53%**
Britain **21%**
Mainland Europe **12%**
North America **6%**
Other Areas **3%**
Northern Ireland **5%**
All overseas **42%**

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Domestic Travel Characteristics 2024
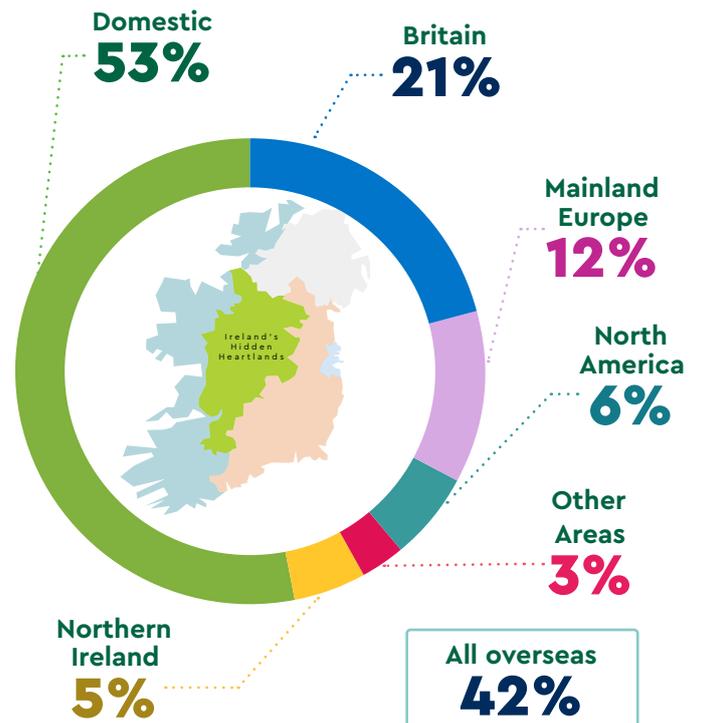
This factsheet presents the characteristics of visitors on a General Leisure or Holiday trip. Domestic Visitors includes those from the Republic of Ireland and Northern Ireland.

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%**

Residence

Connacht/Ulster **15%**

Northern Ireland **15%**

Dublin **22%**

Rest of Leinster **29%**

Munster **18%**

Travel Party

Alone **12%**

Family with children under 13 years **27%**

Family with children 13 – 18 years **8%**

Adult family **7%**

Couple **47%**

Other **9%**
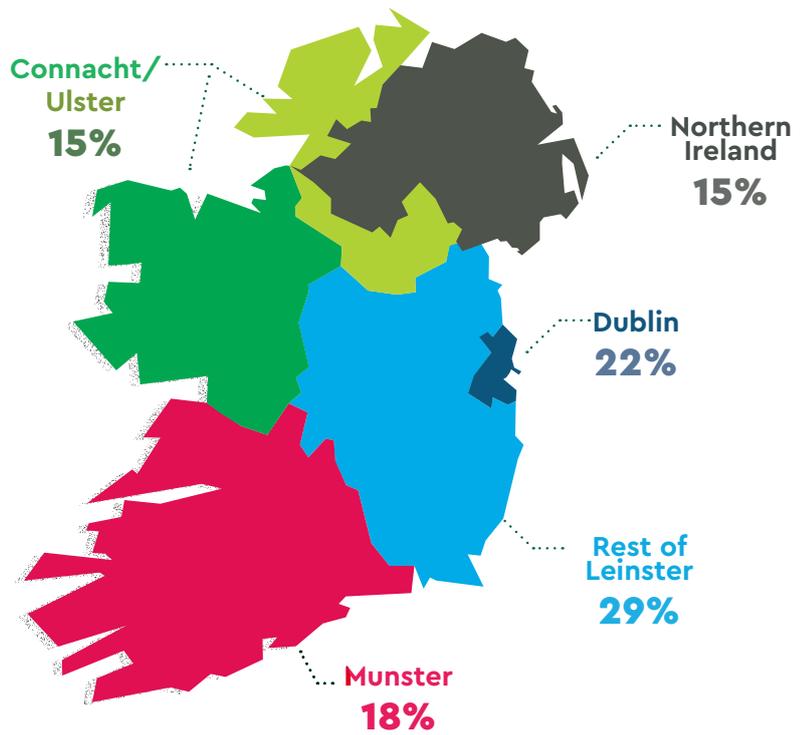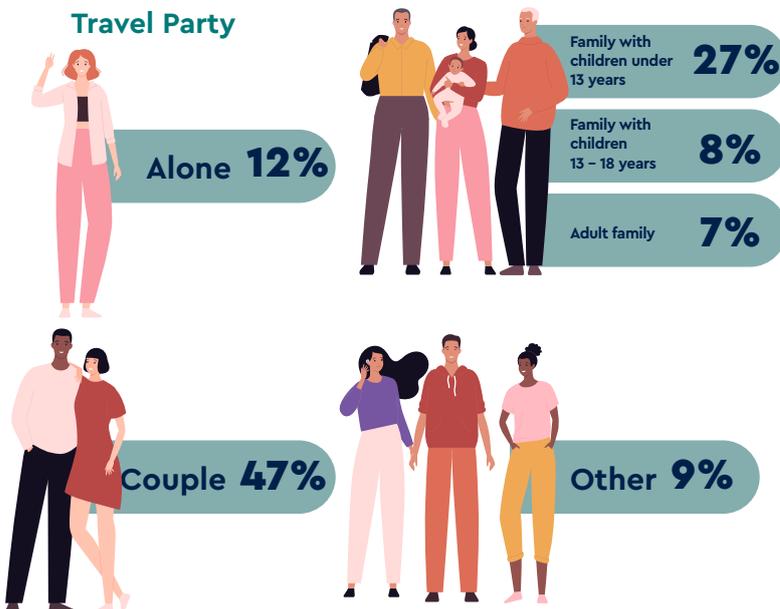
WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)

- Celebration 4%
- Social Energy 19%
- Bonding 23%
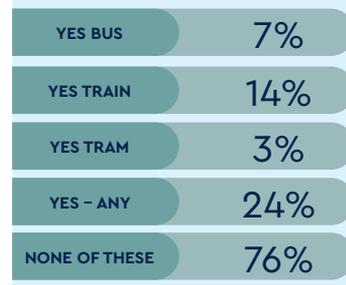- Adventure 22%
- Exploration 17%
- Time Out 8%
- Reconnection 7%

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

Ireland's Hidden HEARTLANDS

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE

Ireland's Hidden Heartlands

YES	65%
YES, IN THE PAST 12 MONTHS	23%
YES, IN THE LAST 1–2 YEARS	21%
YES, IN THE LAST 2–3 YEARS	10%
YES, LONGER THAN 3 YEARS AGO	12%
NO	33%
I DON'T KNOW / CAN'T REMEMBER	2%
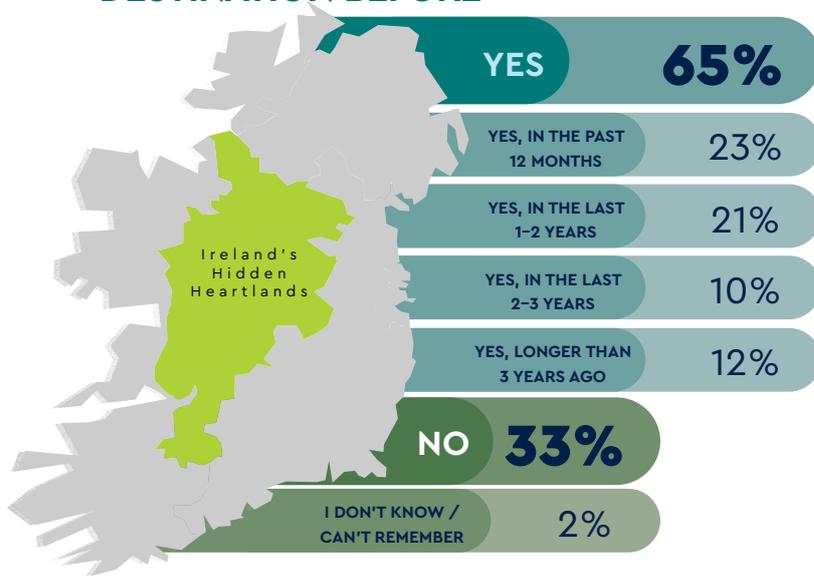
PUBLIC TRANSPORTATION USED

YES BUS	7%
YES TRAIN	14%
YES TRAM	3%
YES – ANY	24%
NONE OF THESE	76%

WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

49% Walking	41% Swimming Pool	38% Toured Around By Car	36% Shopping	25% Gardens	22% Houses/Castles
20% Nature Reserve/ National Park	19% Visits to Spas	15% Cycling	14% Adventure Park	14% Heritage/ Interpretive Centres	12% Outdoor Swimming
12% Museums/Art Galleries	12% Farmers Market	11% Boat Trip	10% Attending a Festival/Event	10% Hiking	9% Fishing/Angling
9% Golf	7% Attended a (non-traditional) cultural event or festival				