

# Mayo Key Tourism Facts 2024



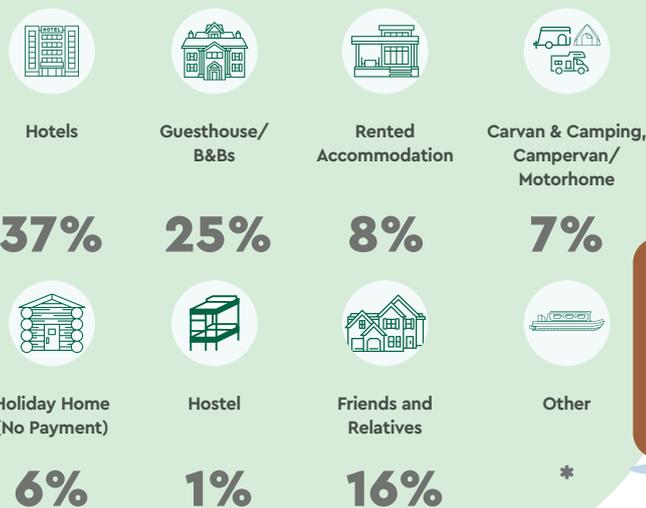
## OVERSEAS TOURISTS

- 212,000** Visited Mayo
- €138m** Generated in Revenue
- €652** Average spend per capita
- 5.6** Average nights spent in Mayo

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

Main Reason for visit	%
Holidaymaker	48%
Visiting Friends/Family	40%
Business	8%
Other	3%

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



## DOMESTIC TOURISTS

- 809,000** Visited Mayo
- €222m** Generated in Revenue
- €275** Average spend per capita
- 2.9** Average nights spent in Mayo



**2 in 5** Overseas holidaymakers visiting Mayo were travelling to Ireland for the first time

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

\* is less than 1%

# 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	19%
Unconstrained Adults Aged 45+	52%
Families	30%

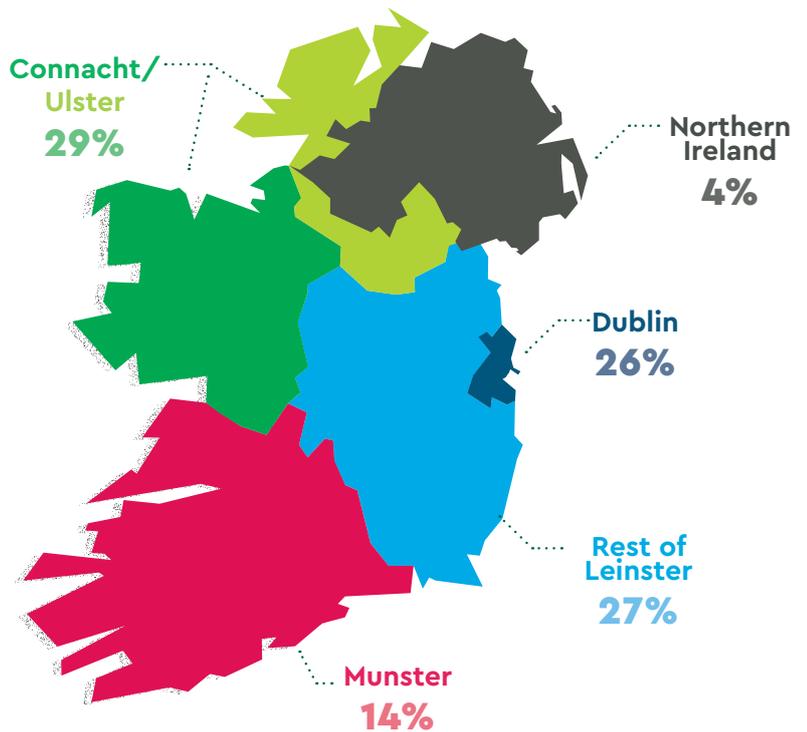
Social Grade	
ABC1	49%
C2DE	51%

### Age

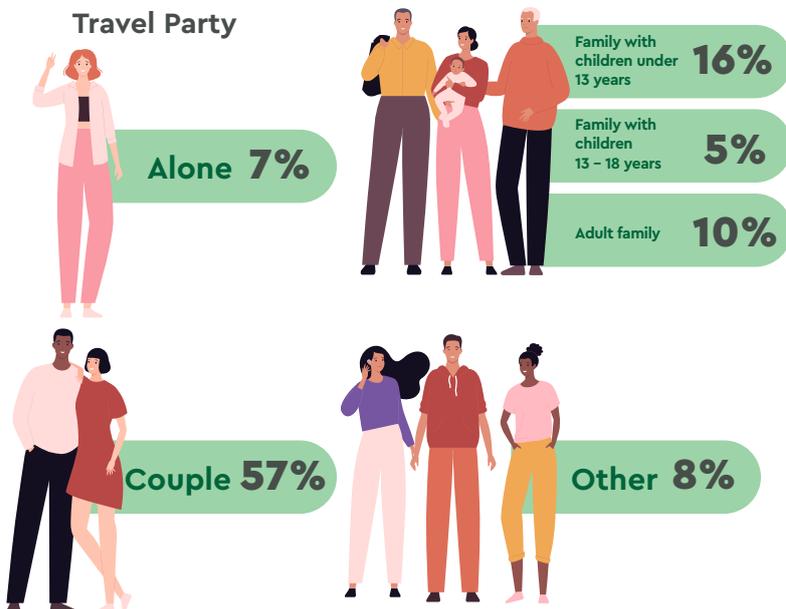


18-34	35-44	45-54	55+
19%	20%	17%	44%

### Residence



### Travel Party

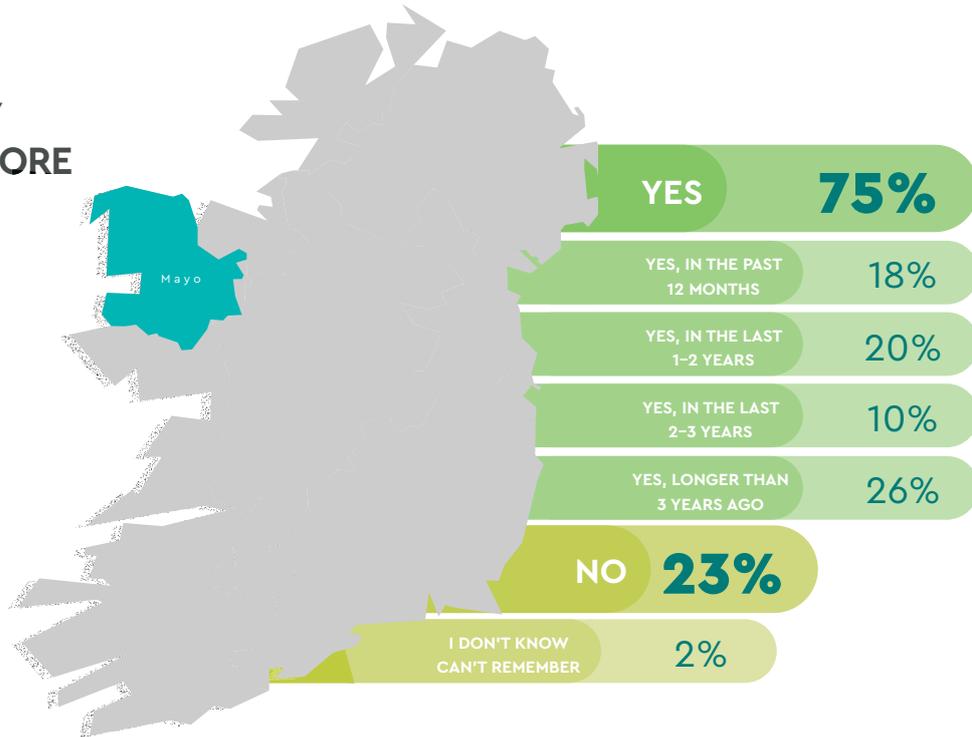


## WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



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."

## HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

