

# Key Tourism Facts 2024



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### Quick definitions:



**Visitor:** a traveller taking a trip to a destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited



**Tourist:** a visitor whose trip includes an overnight stay



**Holidaymaker:** a tourist whose main reason for travelling is holiday/leisure/recreation



In 2024 we welcomed  
more holidaymakers from  
**North America** than from **Britain**



#### Please Note:

Overseas tourism statistics are generated using NISRA's Northern Ireland Passenger Survey and the CSO's Inbound Tourism statistical series. As a result of a change in the CSO's data collection methodology for 2023/2024, results in this Key Tourism Facts are not directly comparable to previous years.

As one of Ireland's most important indigenous industries, tourism is not only a means to showcase the country's cultural heritage and natural beauty, it is also a generator of substantial revenue supporting jobs the length and breadth of the island. Furthermore, because consumption takes place where the service is available, it is one of the few sectors that drives economic activity into rural communities lacking an intensive industry base.

In 2024, out-of-state (overseas and Northern Ireland) tourist expenditure amounted to €6.6 billion. An additional €1.5 billion was spent by overseas visitors on fares to Irish carriers, taking total foreign exchange earnings to over €8 billion. Expenditure from domestic tourism amounted to €3.6 billion, making tourism an almost €12 billion industry annually.

Before allowing for receipts paid to Irish air and sea carriers by overseas tourists, the Government earned an estimated €3 billion through taxation of tourism.<sup>1</sup> This grows to €3.4 billion when carrier receipts are factored into the analysis.



## Employment in Tourism Industries

The Central Statistics Office (CSO) produces an estimate of employment that differs from the traditional Labour Force Survey (LFS) in that it utilises the Revenue Commissioners' PAYE Modernisation tax data to develop a timely, objective employee headcount.<sup>2</sup> Estimates are available for what the CSO refers to as 'Tourism Industries', a more inclusive measure to that of Accommodation & Food Services derived from a list of activities developed by the statistical office of the European Union, Eurostat. Tourism Industries' employee headcount was estimated to be 226,300 in Q3 2024.

## Additional Insights

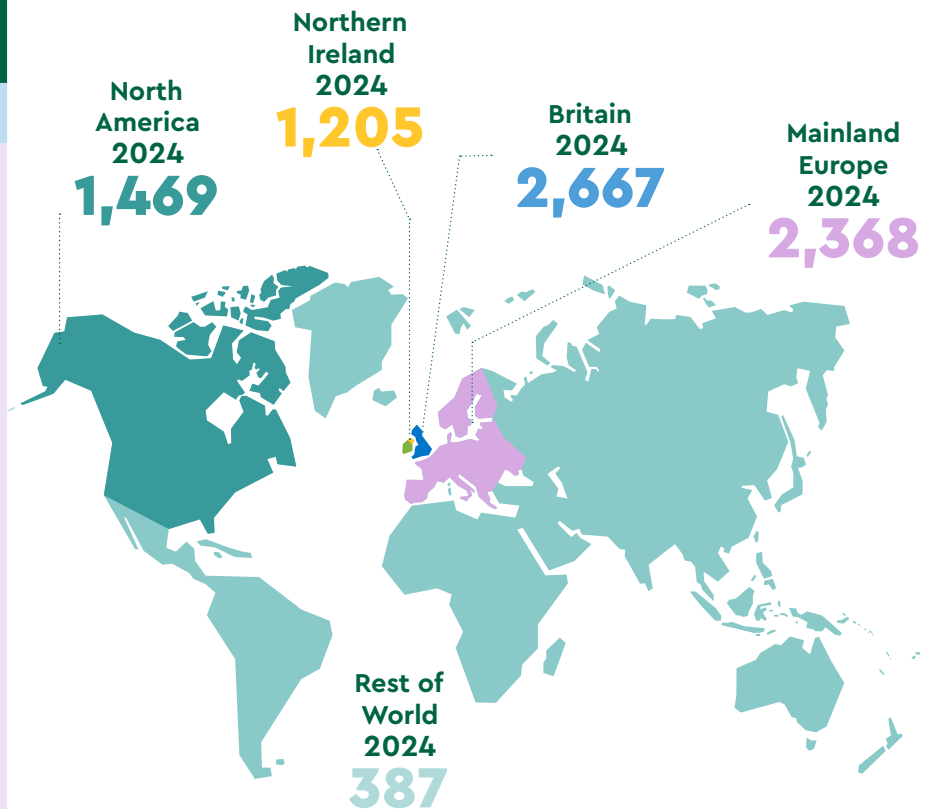
**Jobs:** Every €1m of tourist expenditure helps to support 20 employees in tourism industries.

- <sup>1</sup> For every euro spent by a tourist, it is estimated that 29c comes back to the Exchequer to pay for public services, once taxation from the wider impacts of tourism is taken into account.
- <sup>2</sup> Classes S (self-employed) & M (primarily pensioners) are excluded from the headcount. For more see Background Notes - CSO – Central Statistics Office.



# Where did Ireland's tourists come from? (000's)

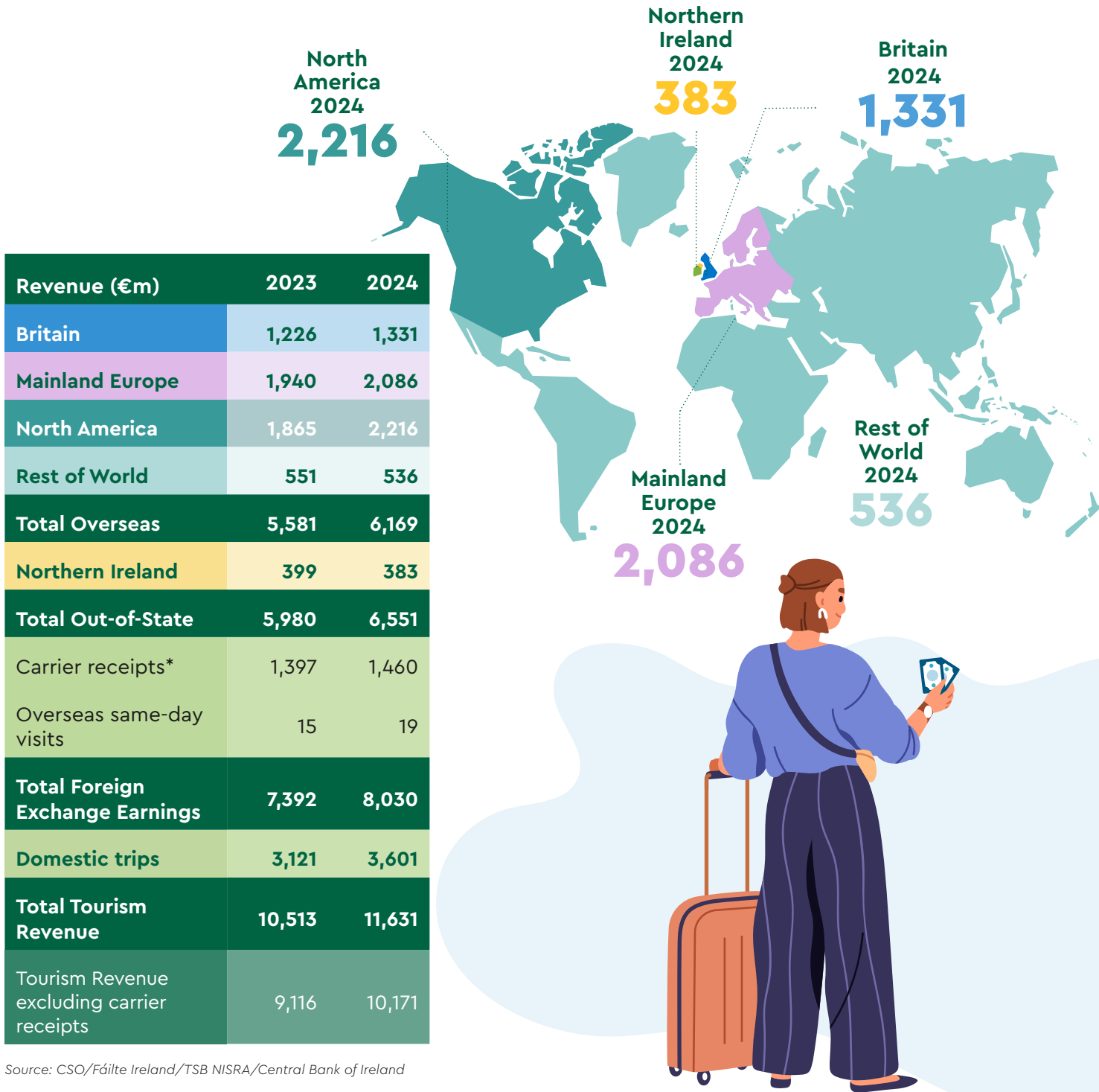
| Tourist Numbers (000's)                | 2023          | 2024          |
|--|---------------|---------------|
| <b>Britain</b>                         | <b>2,604</b>  | <b>2,667</b>  |
| <b>Mainland Europe</b>                 | <b>2,260</b>  | <b>2,368</b>  |
| France                                 | 386           | 394           |
| Germany                                | 453           | 468           |
| Italy                                  | 223           | 248           |
| Spain                                  | 276           | 246           |
| Netherlands                            | 172           | 225           |
| Belgium                                | 78            | 75            |
| Denmark                                | 44            | 50            |
| Sweden                                 | 54            | 55            |
| Switzerland                            | 78            | 91            |
| Austria                                | 37            | 37            |
| Norway                                 | 26            | 35            |
| Poland                                 | 114           | 111           |
| All Other Europe                       | 320           | 333           |
| <b>North America</b>                   | <b>1,340</b>  | <b>1,469</b>  |
| USA                                    | 1,173         | 1,266         |
| Canada                                 | 167           | 203           |
| <b>Rest of World</b>                   | <b>362</b>    | <b>388</b>    |
| Australia, New Zealand & Other Oceania | 145           | 138           |
| Other areas                            | 215           | 249           |
| <b>Total Overseas</b>                  | <b>6,564</b>  | <b>6,892</b>  |
| <b>Northern Ireland</b>                | <b>1,347</b>  | <b>1,205</b>  |
| <b>Total Out-of-State</b>              | <b>7,911</b>  | <b>8,097</b>  |
| <b>Domestic trips</b>                  | <b>14,309</b> | <b>16,571</b> |



Source: CSO/Fáilte Ireland/TSB, NISRA




Please note sum of individual countries may not match the totals listed due to rounding.

# How much money did they spend? (€mn)



## SOME USEFUL FIGURES

### PER DIEMS spend per person per day 2024

-  Overseas tourists €121
-  Overseas holidaymakers €168
-  Domestic overnight trips €98



Every **€1m** of tourist expenditure helps to support **20** employees in tourism industries.



For every euro spent by a visitor (domestic and overseas), it is estimated that **29c comes back to the Exchequer to pay for public services**, once taxation from the wider impacts of tourism is taken into account.

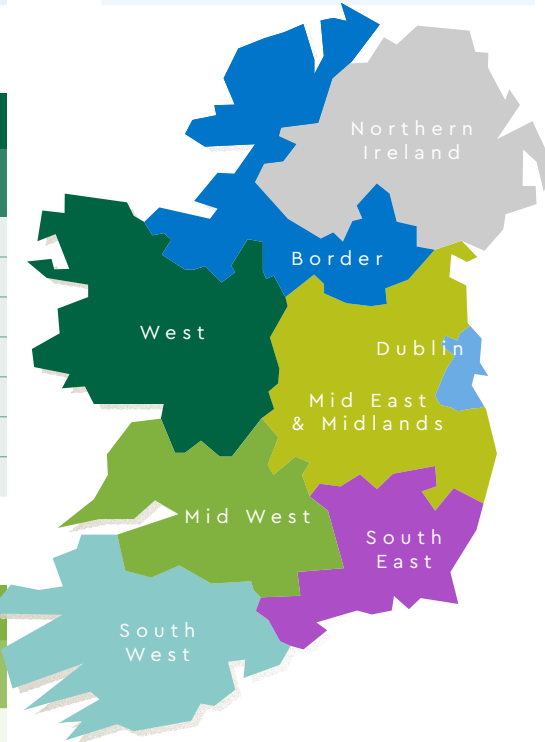
## REGIONAL PERFORMANCE 2024

| Border           |                   |                 |
|------------------|-------------------|-----------------|
| Market           | Numbers<br>(000s) | Revenue<br>(€m) |
| Britain          | 230               | 155             |
| Mainland Europe  | 140               | 82              |
| North America    | 130               | 123             |
| Other Areas      | 25                | 16              |
| All overseas     | 525               | 376             |
| Northern Ireland | 504               | 130             |
| Domestic         | 1,827             | 385             |

| Dublin           |                   |                 |
|------------------|-------------------|-----------------|
| Market           | Numbers<br>(000s) | Revenue<br>(€m) |
| Britain          | 1,220             | 385             |
| Mainland Europe  | 1,522             | 849             |
| North America    | 1,091             | 904             |
| Other Areas      | 261               | 246             |
| All overseas     | 4,094             | 2,383           |
| Northern Ireland | 276               | 88              |
| Domestic         | 2,823             | 583             |

| West             |                   |                 |
|------------------|-------------------|-----------------|
| Market           | Numbers<br>(000s) | Revenue<br>(€m) |
| Britain          | 270               | 143             |
| Mainland Europe  | 419               | 263             |
| North America    | 454               | 378             |
| Other Areas      | 83                | 64              |
| All overseas     | 1,226             | 847             |
| Northern Ireland | 100               | 30              |
| Domestic         | 2,461             | 618             |

| Mid West         |                   |                 |
|------------------|-------------------|-----------------|
| Market           | Numbers<br>(000s) | Revenue<br>(€m) |
| Britain          | 335               | 143             |
| Mainland Europe  | 214               | 180             |
| North America    | 234               | 164             |
| Other Areas      | 44                | 49              |
| All overseas     | 827               | 536             |
| Northern Ireland | 51                | 29              |
| Domestic         | 1,775             | 349             |



| South West       |                   |                 |
|------------------|-------------------|-----------------|
| Market           | Numbers<br>(000s) | Revenue<br>(€m) |
| Britain          | 420               | 229             |
| Mainland Europe  | 489               | 406             |
| North America    | 442               | 433             |
| Other Areas      | 91                | 100             |
| All overseas     | 1,442             | 1,168           |
| Northern Ireland | 99                | 47              |
| Domestic         | 3,190             | 757             |

| NUTS 3 Region*     | County   |
|--------------------|--|
| Dublin             | Dublin   |
| Mid East/ Midlands | Kildare<br>Louth<br>Laois<br>Longford<br>Meath<br>Offaly<br>Westmeath<br>Wicklow |
| South East         | Carlow<br>Kilkenny<br>Waterford<br>Wexford                                       |
| South West         | Cork<br>Kerry  |
| Mid West           | Clare<br>Limerick<br>Tipperary   |
| West               | Galway<br>Mayo<br>Roscommon  |
| Border             | Cavan<br>Donegal<br>Leitrim<br>Monaghan<br>Sligo                                 |

\* As defined by Eurostat

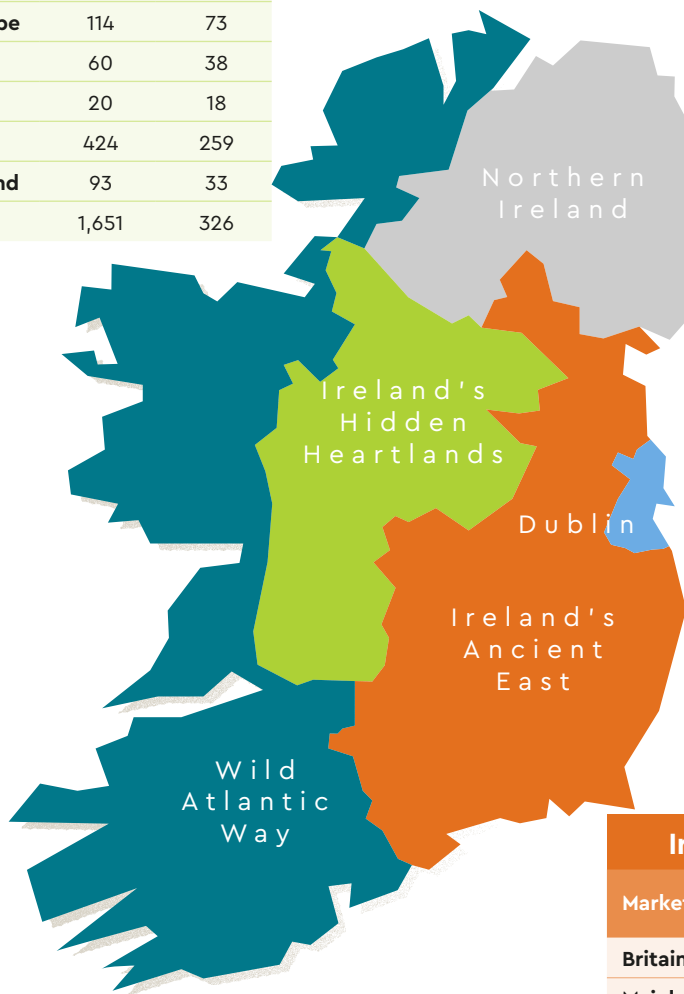
| Mid East / Midlands |                   |                 |
|---------------------|-------------------|-----------------|
| Market              | Numbers<br>(000s) | Revenue<br>(€m) |
| Britain             | 364               | 187             |
| Mainland Europe     | 260               | 186             |
| North America       | 142               | 119             |
| Other Areas         | 38                | 44              |
| All overseas        | 804               | 536             |
| Northern Ireland    | 129               | 46              |
| Domestic            | 2,383             | 488             |

| South East       |                   |                 |
|------------------|-------------------|-----------------|
| Market           | Numbers<br>(000s) | Revenue<br>(€m) |
| Britain          | 184               | 89              |
| Mainland Europe  | 191               | 120             |
| North America    | 122               | 94              |
| Other Areas      | 33                | 19              |
| All overseas     | 530               | 323             |
| Northern Ireland | 46                | 13              |
| Domestic         | 2,113             | 422             |

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

## BRAND REGIONAL PERFORMANCE 2024

| Ireland's Hidden Heartlands |                |              |
|-----------------------------|----------------|--------------|
| Market                      | Numbers (000s) | Revenue (€m) |
| Britain                     | 230            | 130          |
| Mainland Europe             | 114            | 73           |
| North America               | 60             | 38           |
| Other Areas                 | 20             | 18           |
| All overseas                | 424            | 259          |
| Northern Ireland            | 93             | 33           |
| Domestic                    | 1,651          | 326          |



| Dublin           |                |              |
|------------------|----------------|--------------|
| Market           | Numbers (000s) | Revenue (€m) |
| Britain          | 1,220          | 385          |
| Mainland Europe  | 1,522          | 849          |
| North America    | 1,091          | 904          |
| Other Areas      | 261            | 246          |
| All overseas     | 4,094          | 2,384        |
| Northern Ireland | 276            | 88           |
| Domestic         | 2,823          | 583          |

| Ireland's Ancient East |                |              |
|------------------------|----------------|--------------|
| Market                 | Numbers (000s) | Revenue (€m) |
| Britain                | 729            | 377          |
| Mainland Europe        | 551            | 396          |
| North America          | 336            | 289          |
| Other Areas            | 98             | 94           |
| All overseas           | 1,714          | 1,156        |
| Northern Ireland       | 202            | 64           |
| Domestic               | 5,281          | 1,018        |

| Wild Atlantic Way |                |              |
|-------------------|----------------|--------------|
| Market            | Numbers (000s) | Revenue (€m) |
| Britain           | 724            | 439          |
| Mainland Europe   | 740            | 768          |
| North America     | 770            | 985          |
| Other Areas       | 149            | 178          |
| All overseas      | 2,382          | 2,370        |
| Northern Ireland  | 635            | 198          |
| Domestic          | 6,817          | 1,672        |

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

## WHAT WAS THEIR MAIN REASON FOR VISITING IRELAND?

| Reason for visit (000's) | Total | Britain | Mainland Europe | North America | Rest of World |
|--------------------------|-------|---------|-----------------|---------------|---------------|
| Holiday                  | 2,950 | 767     | 1,049           | 971           | 164           |
| Visit Friends/Relatives  | 2,326 | 1,162   | 707             | 294           | 163           |
| Business                 | 1,021 | 492     | 394             | 100           | 35            |
| Other                    | 595   | 247     | 218             | 104           | 26            |

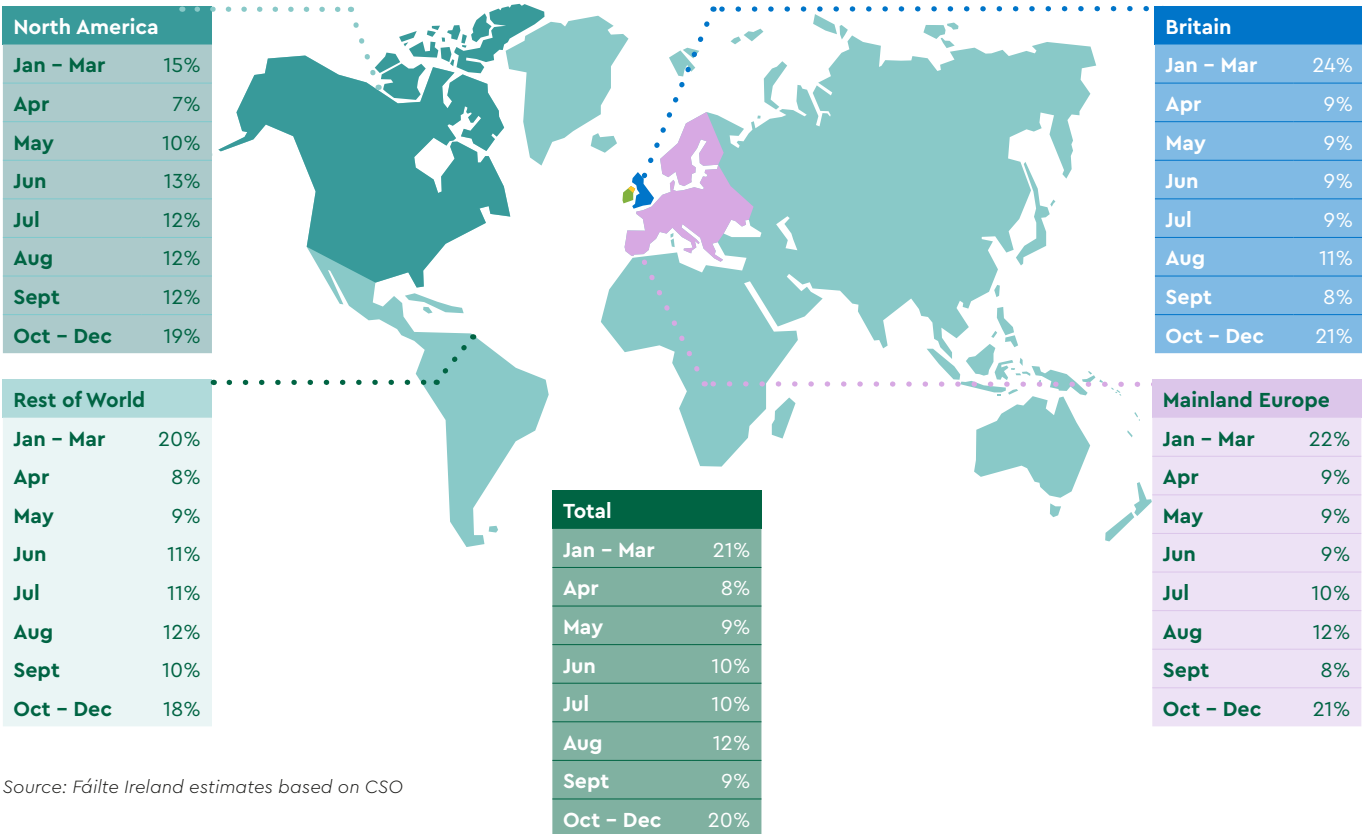
Source: CSO and NISRA

## WHAT WAS THEIR BREAKDOWN OF SPEND IN IRELAND?

| Breakdown of spend in Ireland (%) | Total | Britain | Mainland Europe | North America | Rest of World |
|-----------------------------------|-------|---------|-----------------|---------------|---------------|
| Accommodation                     | 32%   | 29%     | 32%             | 33%           | 32%           |
| Other food & drink                | 36%   | 41%     | 34%             | 35%           | 35%           |
| Entertainment                     | 7%    | 6%      | 7%              | 8%            | 8%            |
| Internal transport                | 10%   | 10%     | 10%             | 11%           | 9%            |
| Shopping                          | 14%   | 12%     | 16%             | 12%           | 15%           |
| Miscellaneous                     | 1%    | 1%      | 1%              | 1%            | 0%            |

Source: Fáilte Ireland's Survey of Overseas Travellers

## WHEN DID THEY ARRIVE? (%)



Source: Fáilte Ireland estimates based on CSO

## SEASONALITY OF OVERSEAS TOURISTS % BY TRIPS AND EXPENDITURE

| Months     | 2023  |             | 2024  |             |
|------------|-------|-------------|-------|-------------|
|            | Trips | Expenditure | Trips | Expenditure |
| Jan – Mar  | 19%   | 14%         | 21%   | 17%         |
| Apr – Jun  | 26%   | 27%         | 28%   | 28%         |
| Jul – Sept | 31%   | 36%         | 30%   | 36%         |
| Oct – Dec  | 23%   | 23%         | 20%   | 20%         |

## HOW DID THEY ARRIVE/DEPART? (%)

|                      | Total | Britain | Mainland Europe | North America | Rest of World |
|----------------------|-------|---------|-----------------|---------------|---------------|
| Air                  |       |         |                 |               |               |
| From Britain         | 35%   | 74%     | 5%              | 16%           | 24%           |
| From Mainland Europe | 35%   | 2%      | 88%             | 14%           | 24%           |
| Transatlantic        | 14%   | 0%      | 0%              | 66%           | 3%            |
| Asia/Middle East     | 2%    | 0%      | 1%              | 0%            | 32%           |
| Sea                  |       |         |                 |               |               |
| From Britain         | 7%    | 15%     | 2%              | 2%            | 11%           |
| From Mainland Europe | 2%    | 0%      | 4%              | 0%            | 0%            |
| Via Northern Ireland | 4%    | 9%      | 1%              | 2%            | 6%            |

Source: CSO





## WHERE DID THEY STAY?

| Accommodation Nights %                 | Total | Britain | Mainland Europe | North America | Rest of World |
|--|-------|---------|-----------------|---------------|---------------|
| Hotels                                 | 21%   | 23%     | 14%             | 35%           | 9%            |
| Guesthouses/B&Bs                       | 6%    | 5%      | 6%              | 9%            | 4%            |
| Rented accommodation                   | 10%   | 7%      | 12%             | 7%            | 19%           |
| Caravan, camping, campervan, motorhome | 2%    | 2%      | 3%              | 1%            | 1%            |
| Holiday home (no payment)              | 4%    | 6%      | 2%              | 4%            | 3%            |
| Hostels                                | 2%    | 1%      | 2%              | 2%            | 1%            |
| Friends/relatives                      | 38%   | 55%     | 34%             | 27%           | 37%           |
| Other                                  | 18%   | 2%      | 26%             | 15%           | 26%           |

Source: Fáilte Ireland's Survey of Overseas Travellers

|                       |        |        |        |        |       |
|-----------------------|--------|--------|--------|--------|-------|
| Nights (Million) 2024 | 50,935 | 13,164 | 18,909 | 12,694 | 6,168 |
|-----------------------|--------|--------|--------|--------|-------|

Source: CSO and NISRA  
(\* indicates less than 0.5 percent)

## WHAT ACTIVITIES DID THEY ENGAGE IN? (000'S)



**Hiking/Cross  
Country Walking**  
**2,001**



**Cycling**  
**275**



**Golf**  
**230**



**Angling**  
**77**

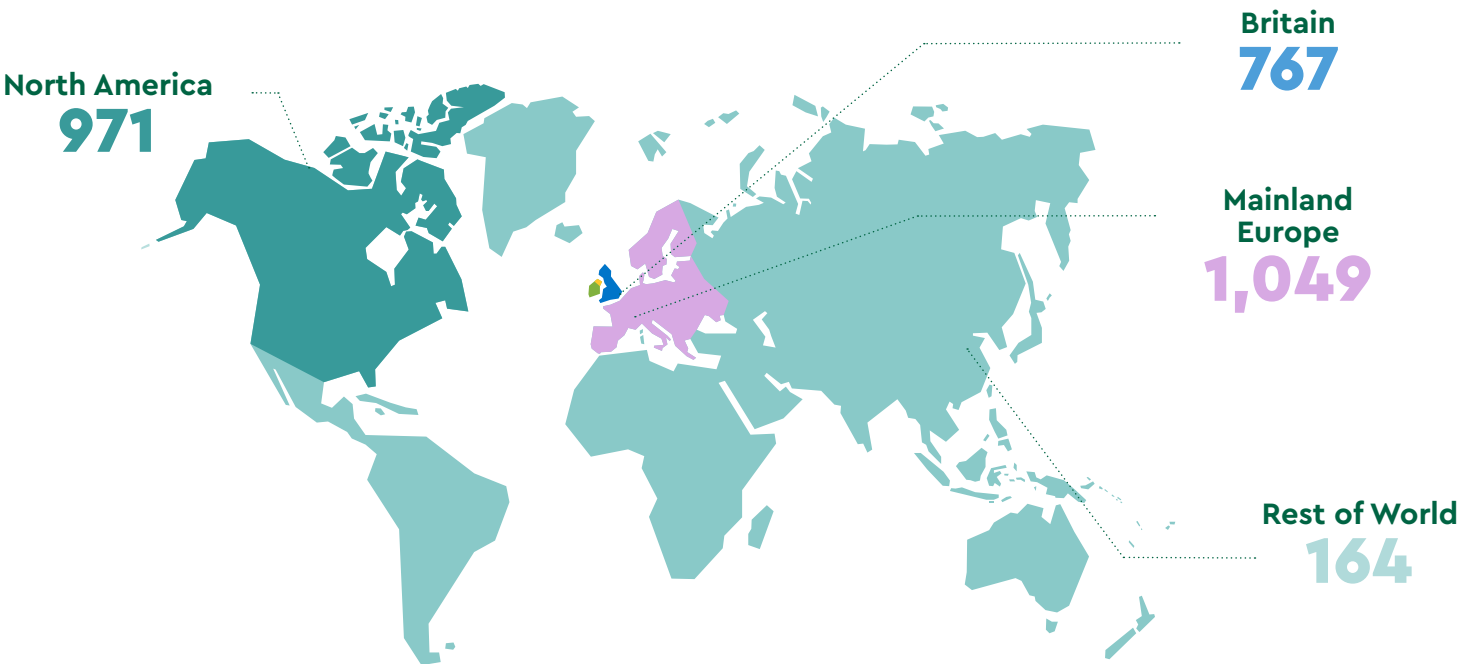


**Equestrian**  
**78**



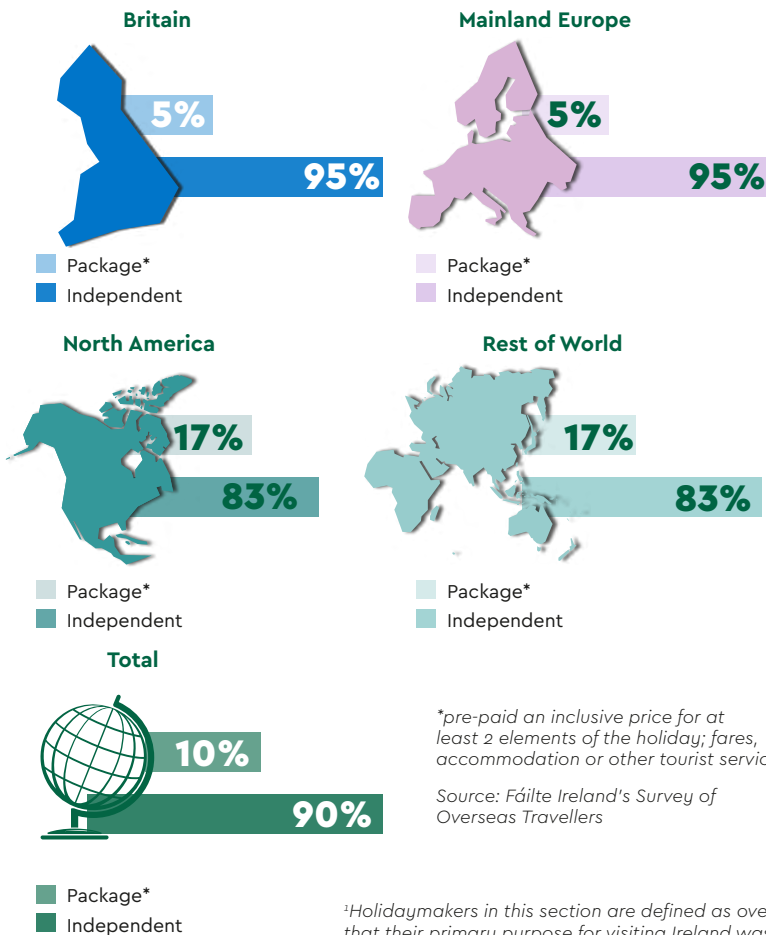
Source: Fáilte Ireland estimates based on Survey of Overseas Travellers

## WHAT WAS THE TOTAL NUMBER OF HOLIDAYMAKERS IN 2024? (000'S)



Source: CSO and NISRA

## HOW DID THEY ARRANGE THEIR HOLIDAY? (%)



## WHAT WERE THE CHARACTERISTICS OF HOLIDAYMAKERS TO IRELAND? (%)

| Experience of Ireland |     |
|-----------------------|-----|
| First Visit           | 60% |
| Repeat                | 37% |
| Irish Born            | 3%  |

| Use of Car          |     |
|---------------------|-----|
| Car Brought         | 7%  |
| Car Hired           | 30% |
| Car borrowed /Other | 3%  |
| Car Not Used        | 60% |

| Age            |     |
|----------------|-----|
| Under 25 years | 15% |
| 25-34 years    | 25% |
| 35-44 years    | 15% |
| 45+ years      | 45% |

| Social Class |     |
|--------------|-----|
| AB           | 28% |
| C1C2         | 69% |
| DEF          | 3%  |

| Party Composition |     |
|-------------------|-----|
| Alone             | 20% |
| Couple            | 46% |
| Family            | 14% |
| Other Adult Group | 19% |

Source: Fáilte Ireland's Survey of Overseas Travellers

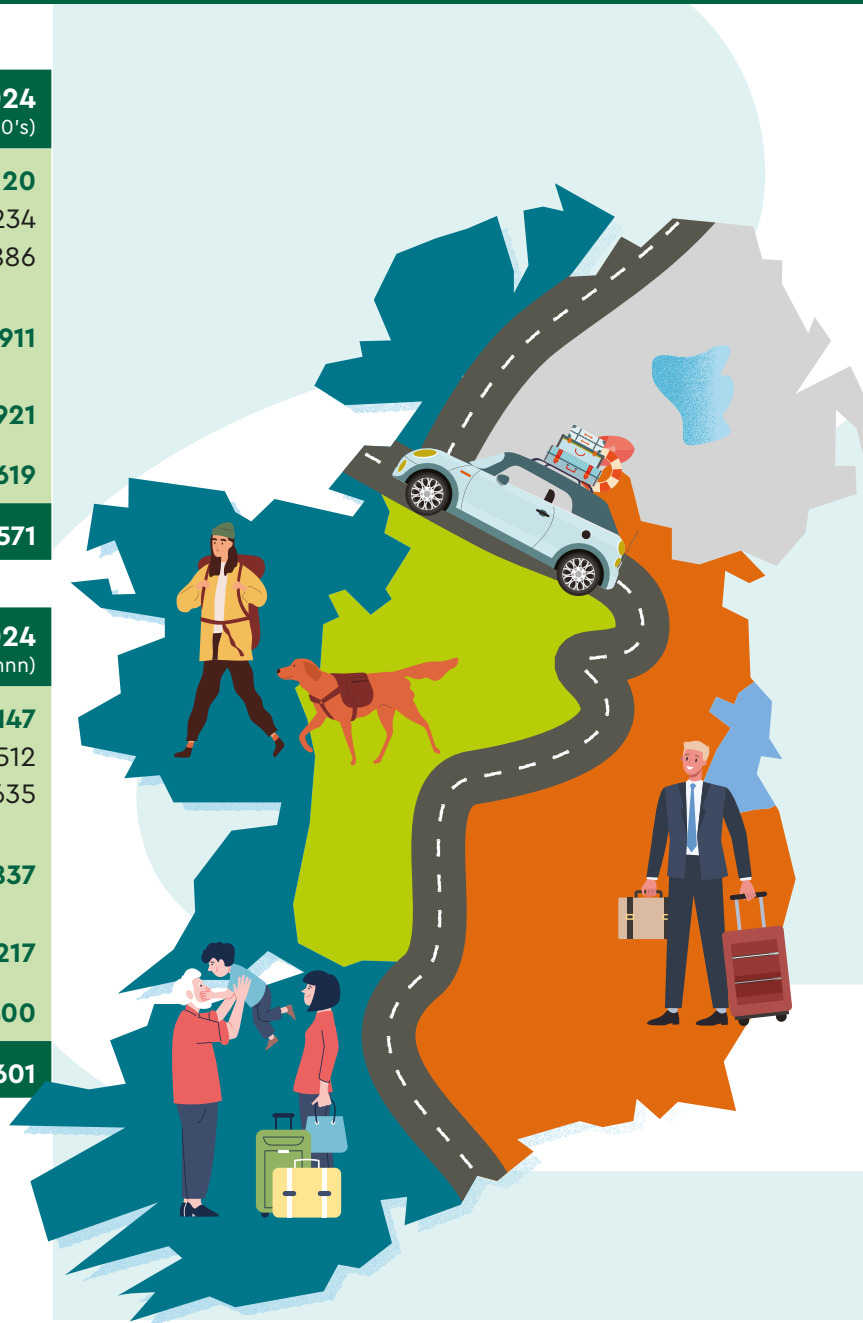
<sup>1</sup>Holidaymakers in this section are defined as overseas tourists who stated that their primary purpose for visiting Ireland was a holiday.

| Domestic trips by purpose of travel    | 2023<br>(000's) | 2024<br>(000's) |
|--|-----------------|-----------------|
| <b>Holiday trips</b>                   | <b>6,376</b>    | <b>7,120</b>    |
| Long (4+ nights)                       | 1,100           | 1,234           |
| Short (1-3 nights)                     | 5,276           | 5,886           |
| <b>Visiting friends/relative trips</b> | <b>5,728</b>    | <b>6,911</b>    |
| <b>Business trips</b>                  | <b>687</b>      | <b>921</b>      |
| <b>Other trips</b>                     | <b>1,518</b>    | <b>1,619</b>    |
| <b>TOTAL TRIPS</b>                     | <b>14,309</b>   | <b>16,571</b>   |

Source: CSO Household Travel Survey 2024

| Domestic expenditure by purpose of travel | 2023<br>(€mnn) | 2024<br>(€mnn) |
|---|----------------|----------------|
| <b>Holiday trips</b>                      | <b>1,915</b>   | <b>2,147</b>   |
| Long (4+ nights)                          | 467            | 512            |
| Short (1-3 nights)                        | 1,448          | 1,635          |
| <b>Visiting friends/relative trips</b>    | <b>706</b>     | <b>837</b>     |
| <b>Business trips</b>                     | <b>183</b>     | <b>217</b>     |
| <b>Other trips</b>                        | <b>317</b>     | <b>400</b>     |
| <b>TOTAL TRIPS</b>                        | <b>3,121</b>   | <b>3,601</b>   |

Source : CSO Household Travel Survey 2024



## WHERE DID DOMESTIC HOLIDAYMAKERS STAY? (ACCOMMODATION BEDNIGHTS %)



**Hotels**

**38%**



**Guesthouse/  
B&Bs**

**6%**



**Self  
Catering**

**18%**



**Holiday  
Home**

**10%**



**Friends/  
Relatives**

**14%**



**Camping/  
Caravan**

**11%**