

# 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

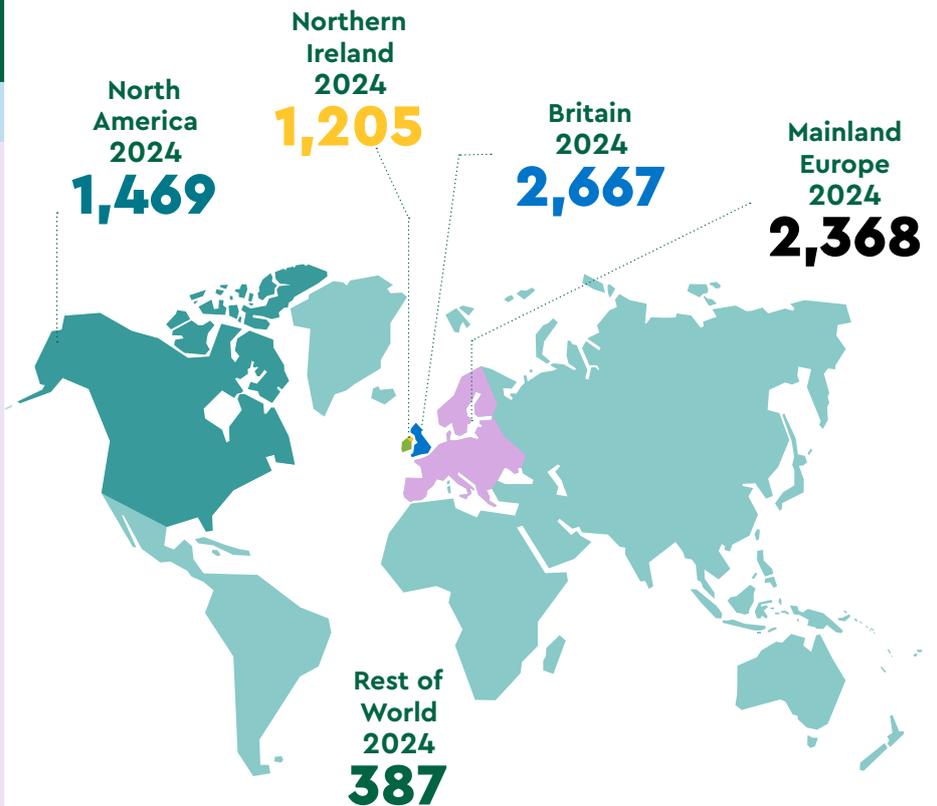
**Jobs:** Every €1m of tourist expenditure helps to support 20 employees in tourism industries.

- 1 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.
- 2 Classes S (self-employed) & M (primarily pensioners) are excluded from the headcount. For more see Background Notes - CSO – Central Statistics Office.



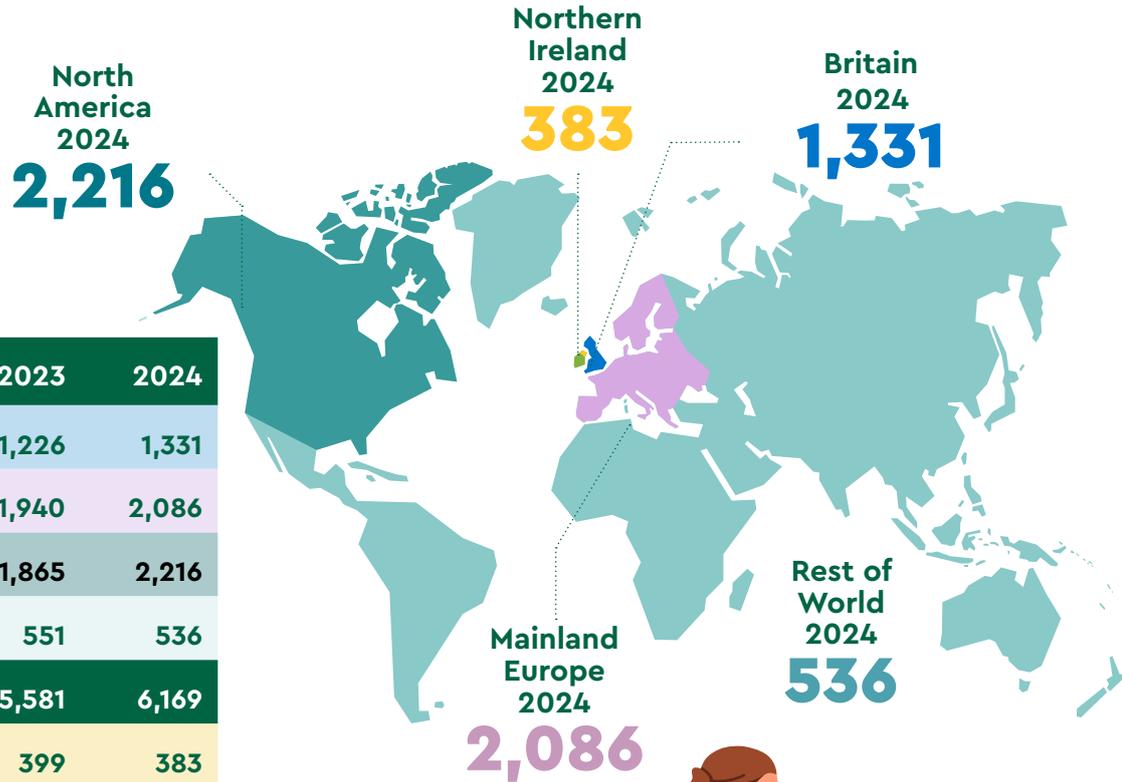
# Where did Ireland's tourists come from? (000's)

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>
Northern Ireland	1,347	1,205
<b>Total Out-of-State</b>	<b>7,911</b>	<b>8,097</b>
Domestic trips	14,309	16,571



Source: CSO/Fáilte Ireland/TSB, NISRA

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



Revenue (€m)	2023	2024
Britain	1,226	1,331
Mainland Europe	1,940	2,086
North America	1,865	2,216
Rest of World	551	536
<b>Total Overseas</b>	<b>5,581</b>	<b>6,169</b>
Northern Ireland	399	383
<b>Total Out-of-State</b>	<b>5,980</b>	<b>6,551</b>
Carrier receipts*	1,397	1,460
Overseas same-day visits	15	19
<b>Total Foreign Exchange Earnings</b>	<b>7,392</b>	<b>8,030</b>
Domestic trips	3,121	3,601
<b>Total Tourism Revenue</b>	<b>10,513</b>	<b>11,631</b>
Tourism Revenue excluding carrier receipts	9,116	10,171

Source: CSO/Fáilte Ireland/TSB NISRA/Central Bank of Ireland



## 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 (000s)	Revenue (€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 (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	2,383
Northern Ireland	276	88
Domestic	2,823	583

West		
Market	Numbers (000s)	Revenue (€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 (000s)	Revenue (€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 (000s)	Revenue (€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 Louth Laois Longford Meath Offaly Westmeath Wicklow
South East	Carlow Kilkenny Waterford Wexford
South West	Cork Kerry
Mid West	Clare Limerick Tipperary
West	Galway Mayo Roscommon
Border	Cavan Donegal Leitrim Monaghan Sligo

\* As defined by Eurostat

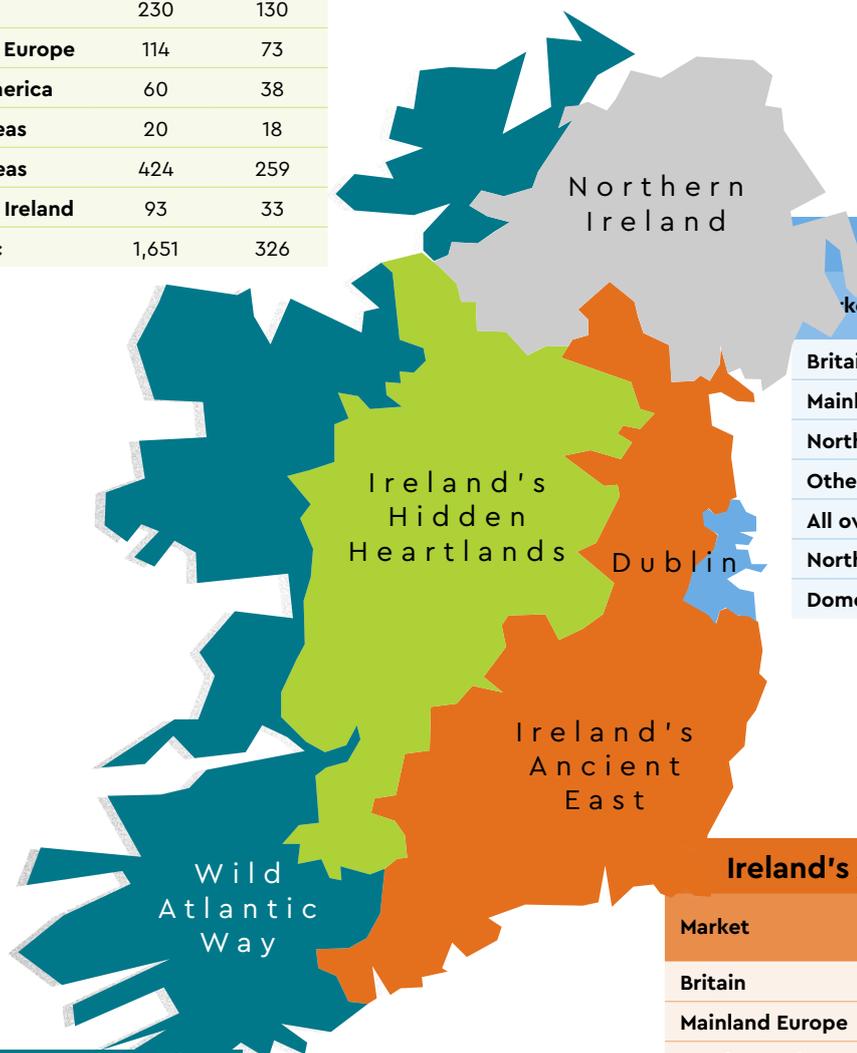
Mid East / Midlands		
Market	Numbers (000s)	Revenue (€m)
Britain	364	187
Mainland Europe	260	186
North America	142	119
Other Areas	38	44
All overseas	804	536
Northern Ireland	129	46
Domestic	2,383	488

South East		
Market	Numbers (000s)	Revenue (€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

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

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

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

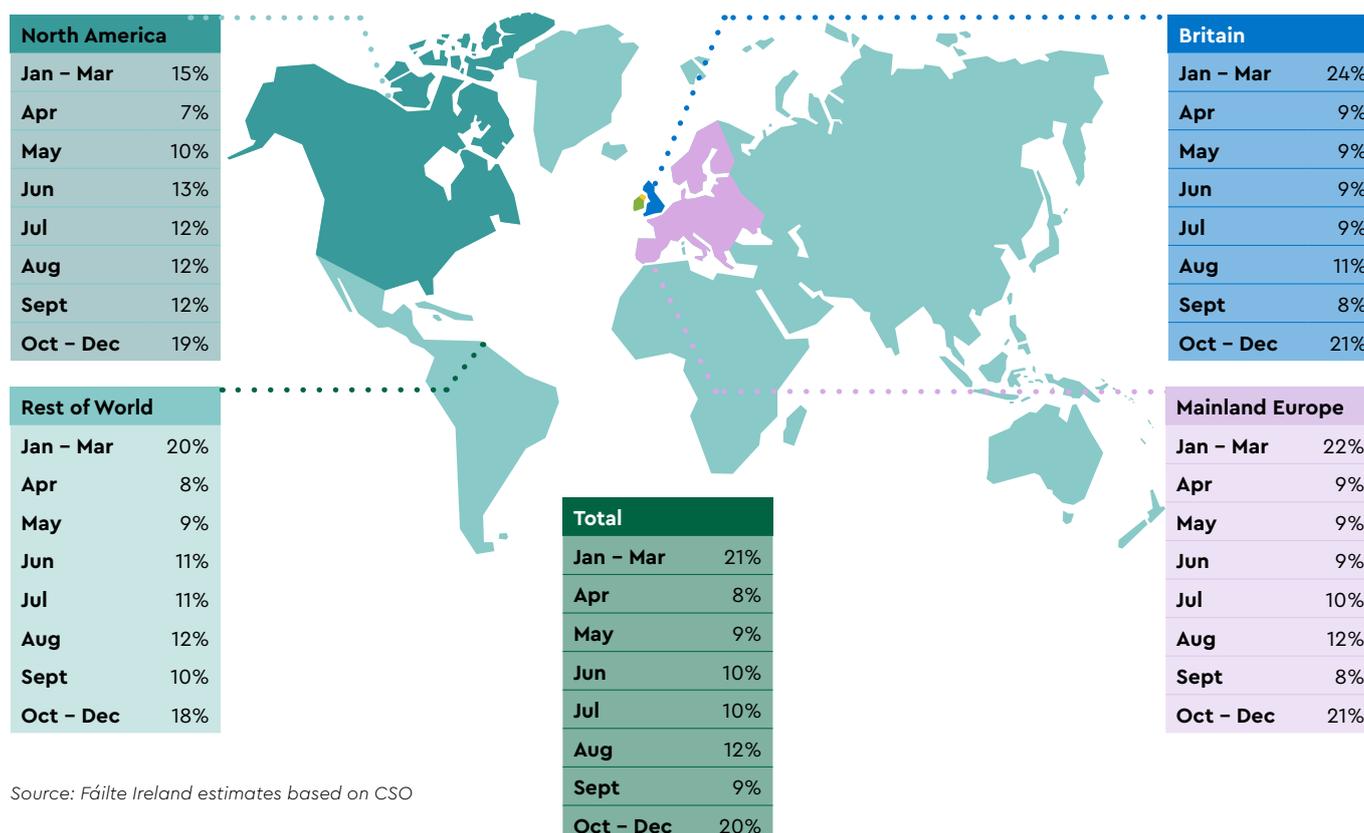
Source: CSO and NISRA

## 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
<b>Air</b>					
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%
<b>Sea</b>					
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
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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**

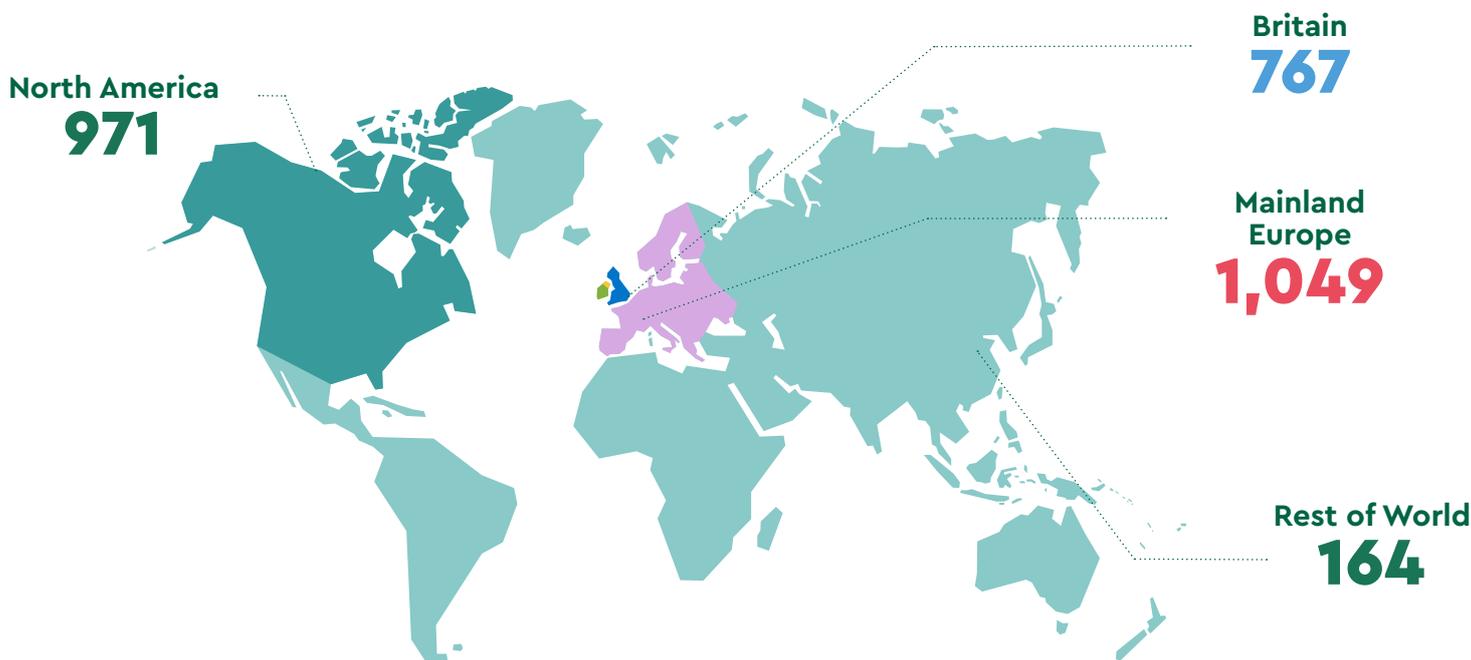


Equestrian  
**78**



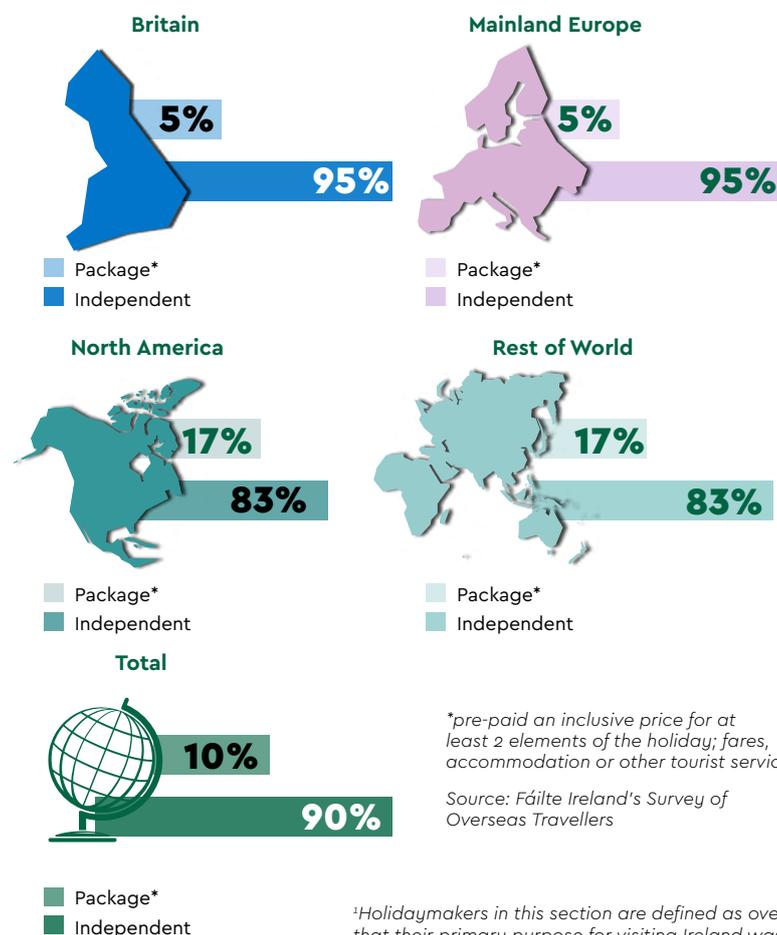
Source: Fáilte Ireland estimates based on Survey of Overseas Travellers

## 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%

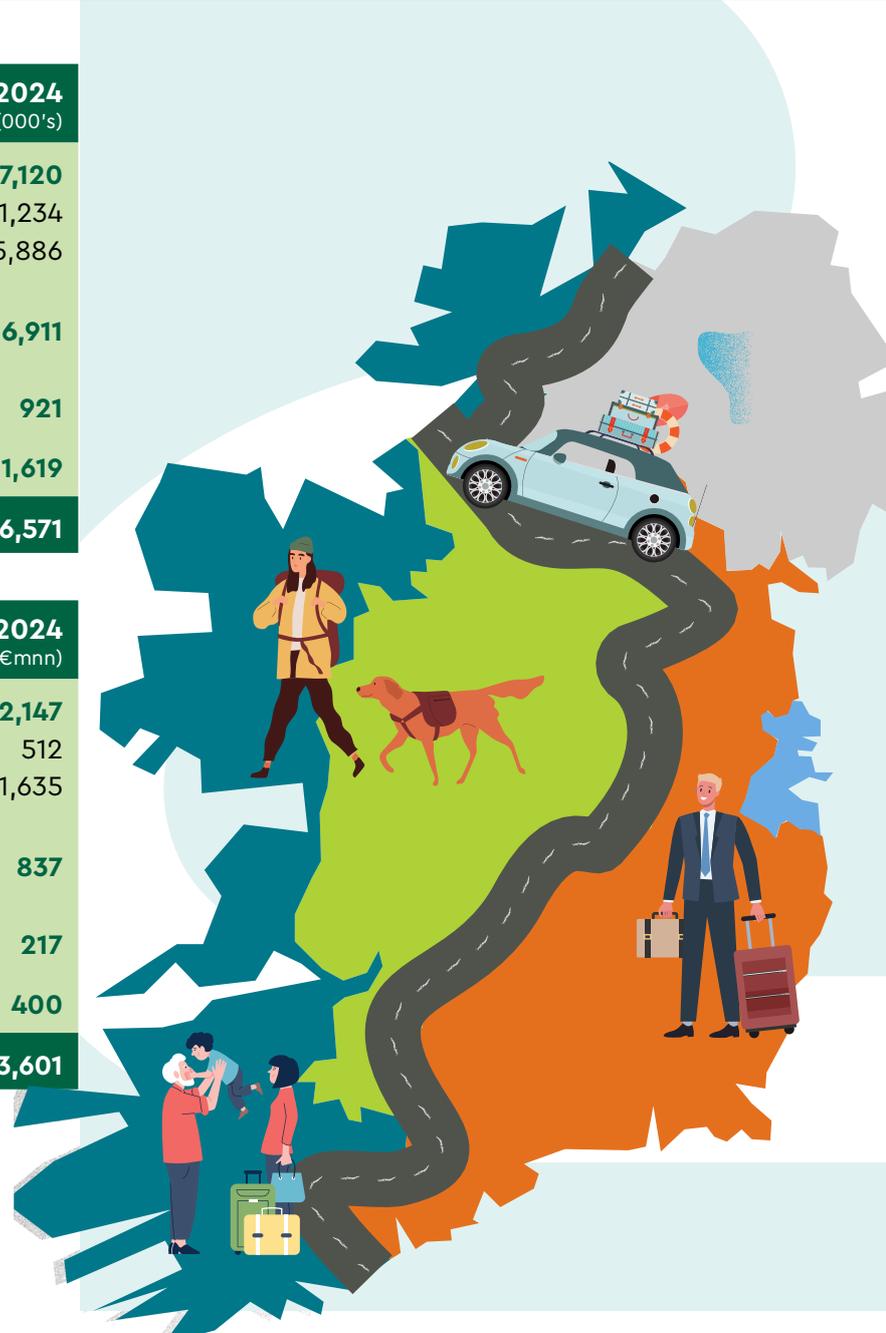
Source: Fáilte Ireland's Survey of Overseas Travellers

Domestic trips by purpose of travel	2023 (000's)	2024 (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 (€mnn)	2024 (€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 %)

