

Wicklow Key Tourism Facts 2024



OVERSEAS TOURISTS



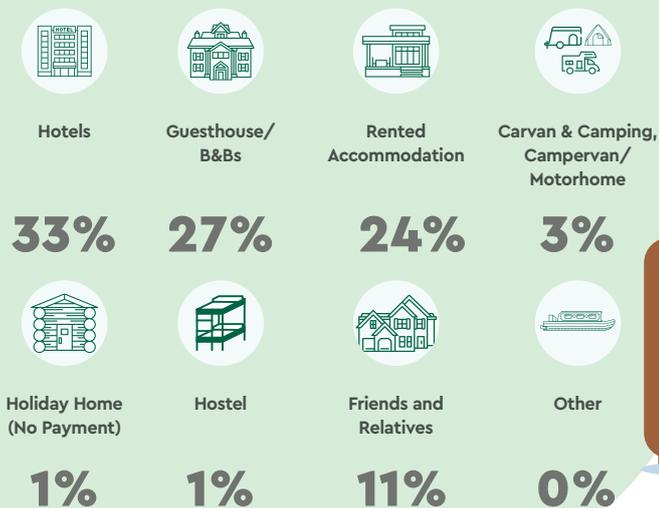
DOMESTIC TOURISTS



WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	22%
Visiting Friends/Family	63%
Business	8%
Other	6%

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



3 in 5
Overseas holidaymakers visiting Wicklow were travelling to Ireland for the first time

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

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	26%
Unconstrained Adults Aged 45+	35%
Families	39%

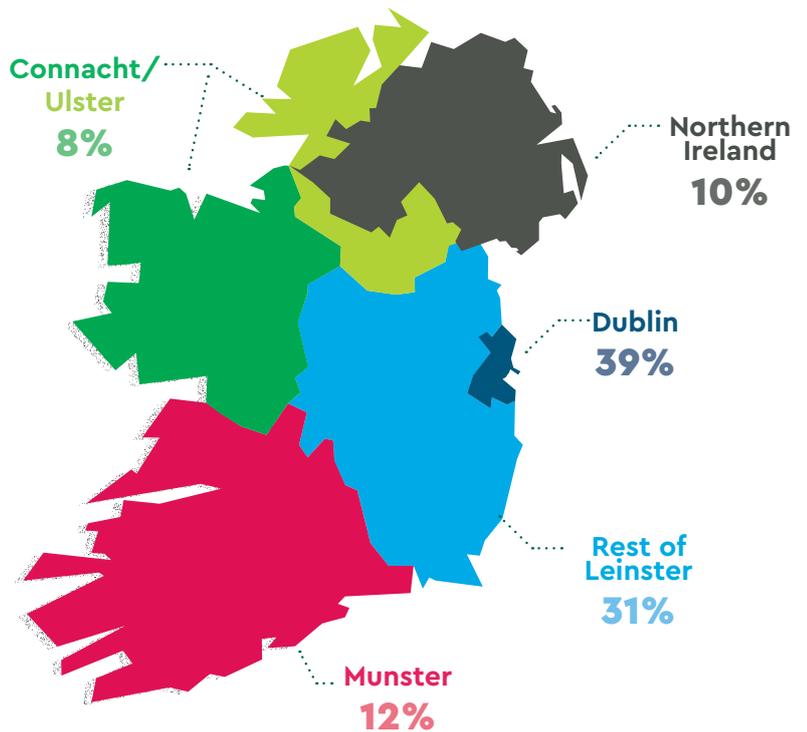
Social Grade	
ABC1	51%
C2DE	49%

Age

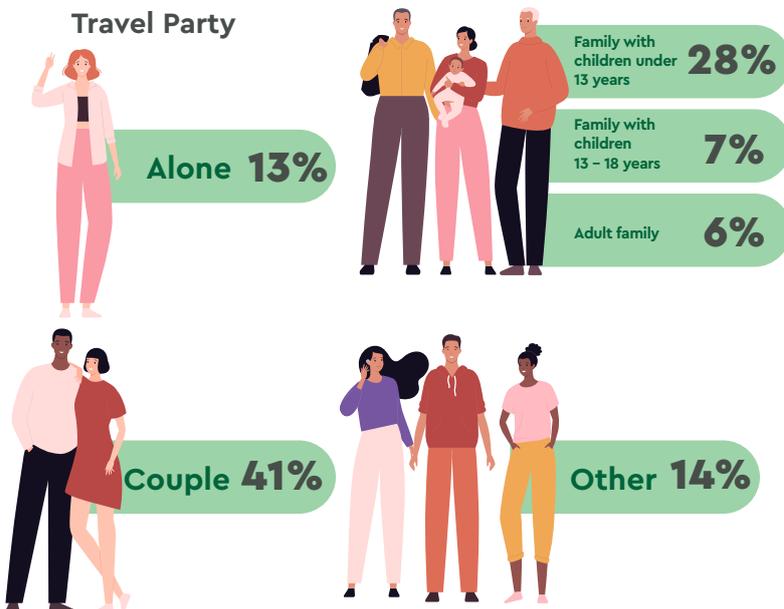


18-34	35-44	45-54	55+
26%	27%	21%	26%

Residence



Travel Party

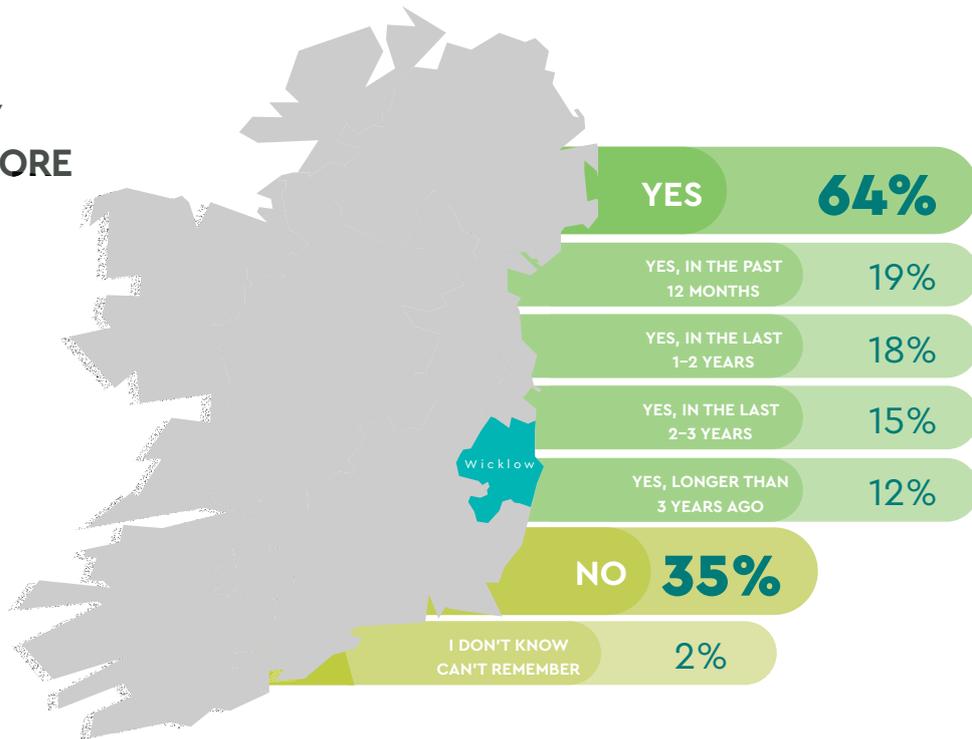


WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



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?

