



WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN



Key Tourism Facts 2024

OVERSEAS TOURISTS



2.4m Visited Ireland's Wild Atlantic Way



€2.4bn Generated in Revenue



€995 Average spend per capita



7.6 Average nights spent in Ireland's Wild Atlantic Way

WHAT WAS OVERSEAS TOURISTS MAIN REASON FOR VISITING IRELAND?

Main Reason for visit	%
Holidaymaker	59%
Visiting Friends/Family	29%
Business	7%
Other	4%

WHERE DID OVERSEAS HOLIDAYMAKERS STAY IN IRELAND'S WILD ATLANTIC WAY? (ACCOMMODATION BEDNIGHTS %)



Hotels

41%



Guesthouse/
B&Bs

24%



Rented
Accommodation

10%



Carvan & Camping,
Campervan/
Motorhome

7%



Holiday Home
(No Payment)

8%



Hostel

3%



Friends and
Relatives

6%



Other

1%

DOMESTIC TOURISTS



6.8m Visited Ireland's Wild Atlantic Way



€1.7bn Generated in Revenue



€245 Average spend per capita



2.6 Average nights spent in Ireland's Wild Atlantic Way

NORTHERN IRELAND TOURISTS



635,000 Visited Ireland's
Wild Atlantic Way



€198m Generated in Revenue



€312 Average spend per capita



3.4 Average nights spent in Ireland's Wild Atlantic Way



3 in 5

Overseas holidaymakers
visiting the Wild Atlantic
Way were travelling to
Ireland for the first time

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

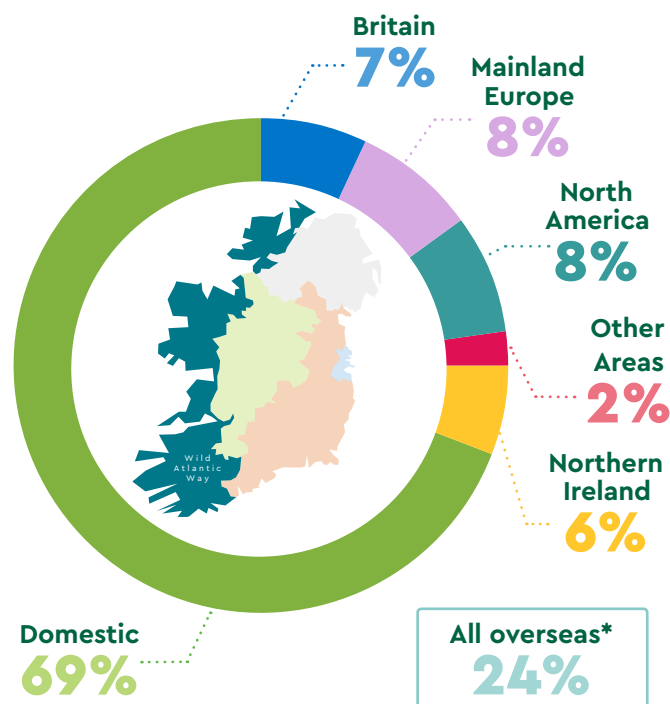
Key Tourism Facts

2024

Number of Tourists

Market	2023 (000s)	2024 (000s)
Britain	662	724
Mainland Europe	694	740
North America	670	770
Other Areas	131	149
All overseas	2,157	2,382
Northern Ireland	430	635
Domestic	5,831	6,817

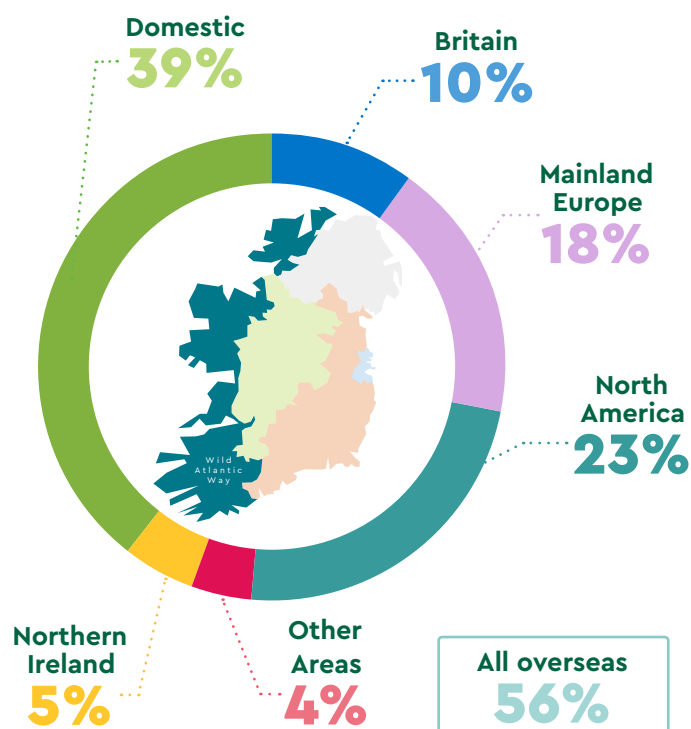
TOURIST NUMBERS 2024



Revenue

Market	2023 (€m)	2024 (€m)
Britain	417	439
Mainland Europe	708	768
North America	790	985
Other Areas	138	178
All overseas	2,053	2,370
Northern Ireland	82	198
Domestic	1,454	1,672

REVENUE 2024



*Overseas total may not sum to individual markets due to rounding.

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+	41%
Families	38%

Social Grade

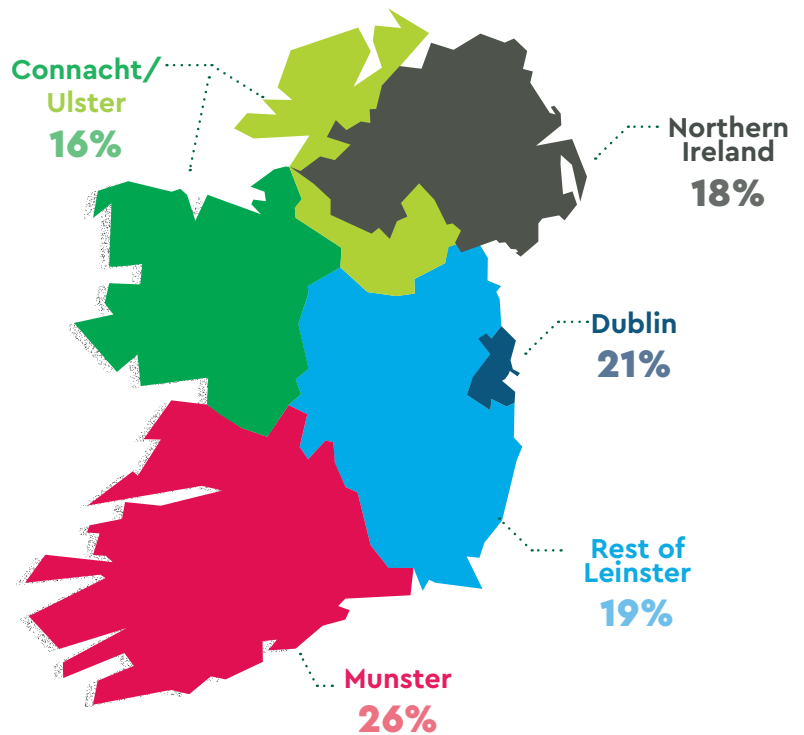
ABC1	51%
C2DE	49%

Age

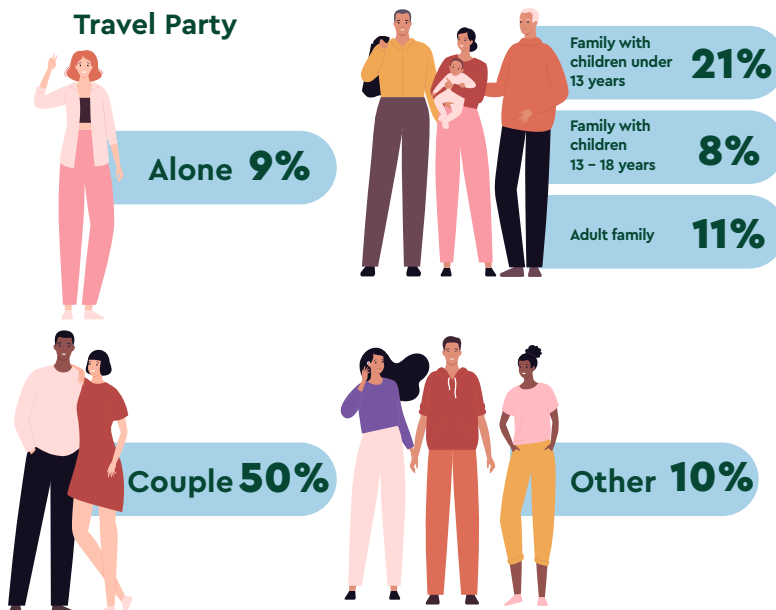


18-34	35-44	45-54	55+
23%	21%	18%	38%

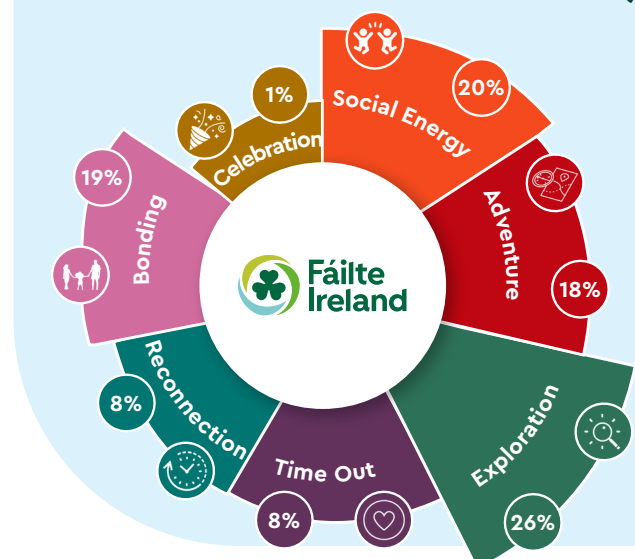
Residence



Travel Party



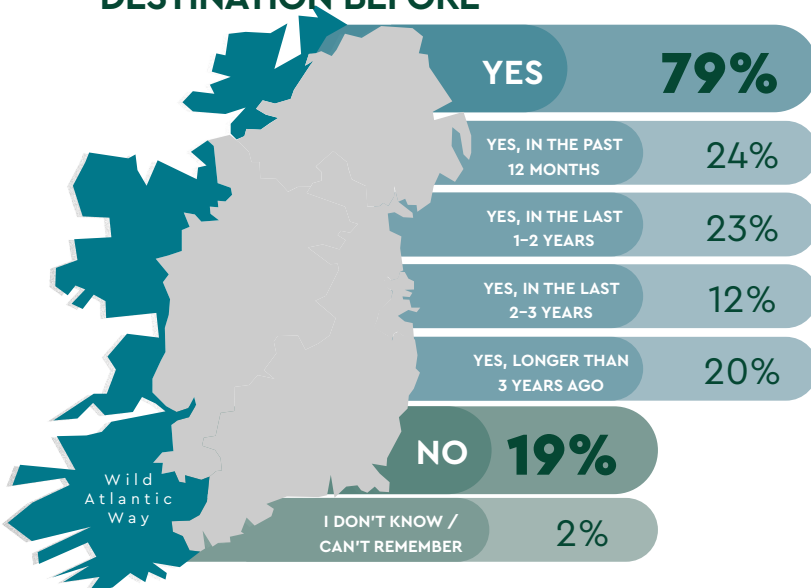
WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



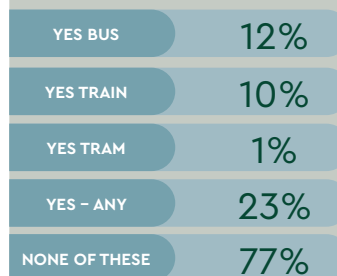
Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2024."

Domestic Travel Characteristics

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



PUBLIC TRANSPORTATION USED



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

