

# 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 %)

Accommodation Type	Bednights %
Hotels	41%
Guesthouse/ B&Bs	24%
Rented Accommodation	10%
Caravan & 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.



# WILD ATLANTIC WAY

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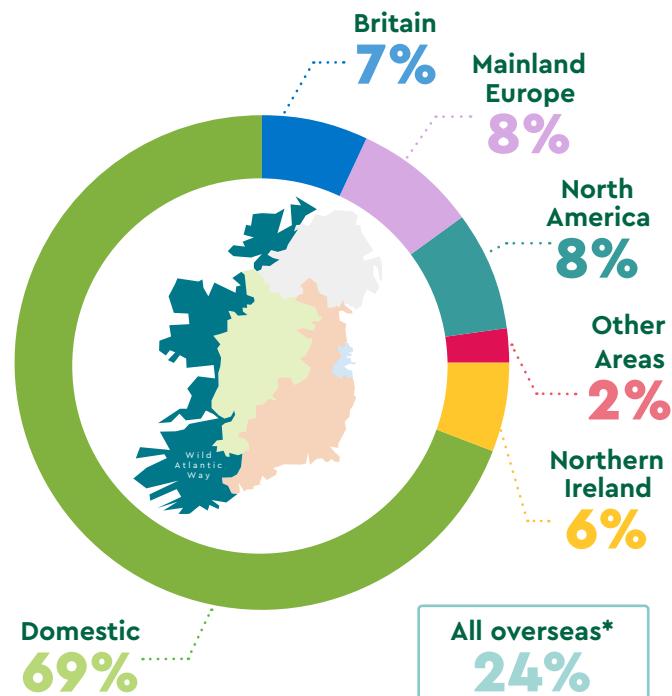
# Key Tourism Facts

# 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

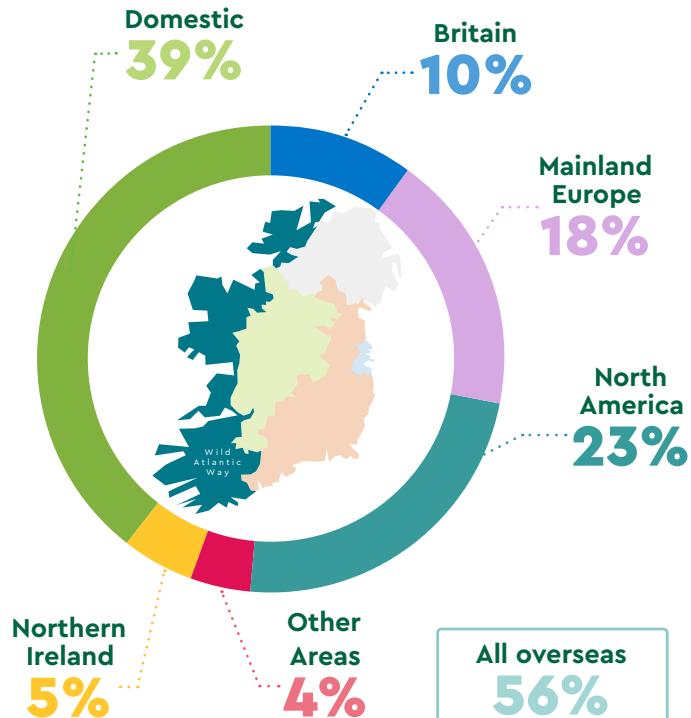
## TOURIST NUMBERS 2024



## 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.

# Domestic Travel Characteristics 2024

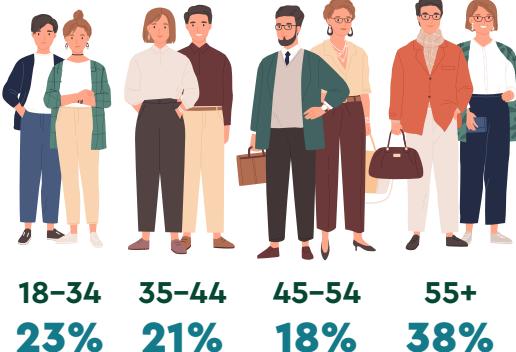
This factsheet presents the characteristics of visitors on a General Leisure or Holiday trip. Domestic Visitors includes those from the Republic of Ireland and Northern Ireland.

## WHAT WERE THE CHARACTERISTICS OF DOMESTIC HOLIDAYMAKERS?

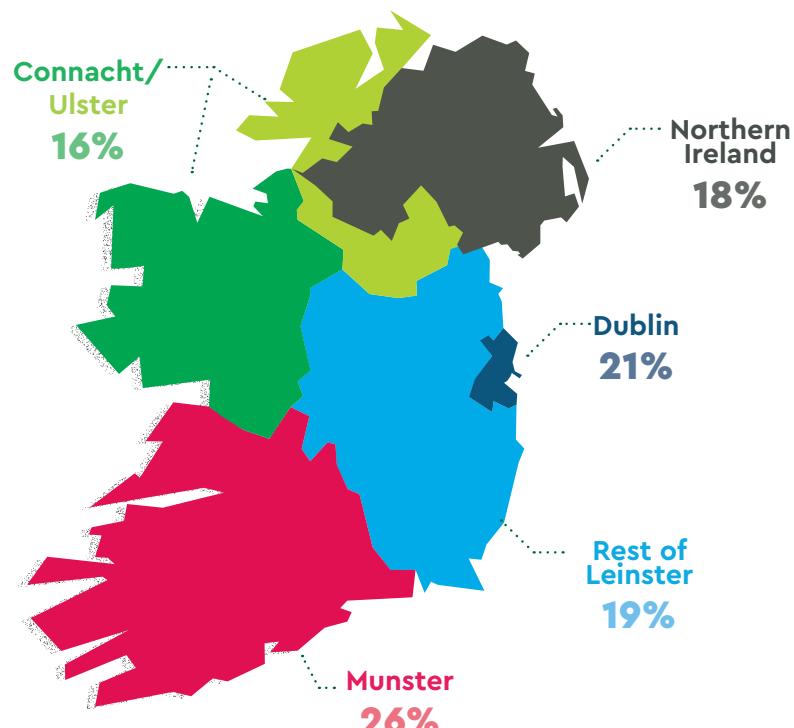
Lifestage	
Unconstrained Adults Aged <45	21%
Unconstrained Adults Aged 45+	41%
Families	38%

Social Grade	
ABC1	51%
C2DE	49%

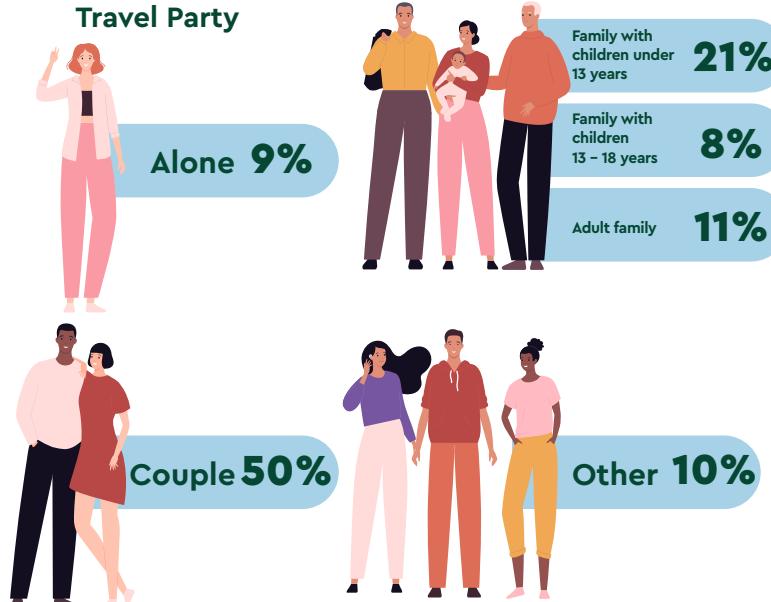
### Age



### Residence



### Travel Party



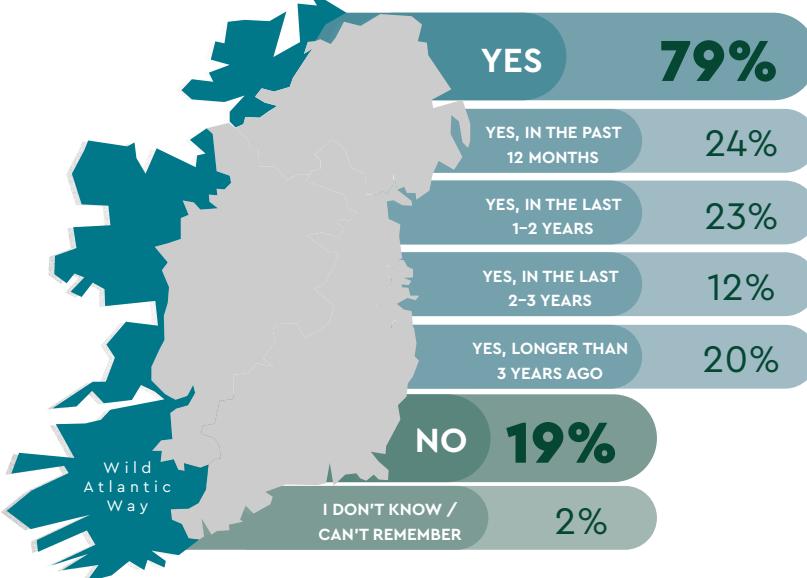
## WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



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

YES BUS	12%
YES TRAIN	10%
YES TRAM	1%
YES – ANY	23%
NONE OF THESE	77%



## WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

