



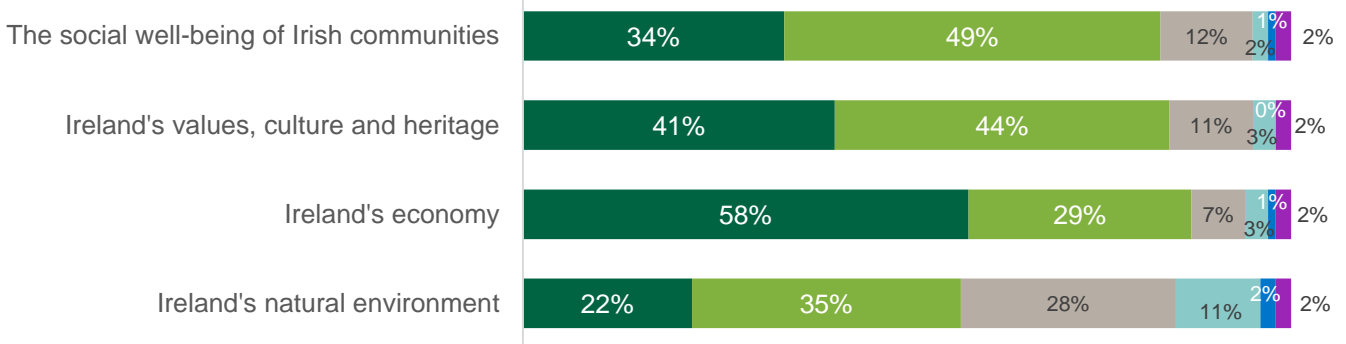
Residents' Attitudes Towards Tourism in Ireland

As part of its plans to drive sustainable tourism development across Ireland, Fáilte Ireland conducts research among Irish communities to understand public views on tourism.

Irish residents value the impacts tourism has on Ireland

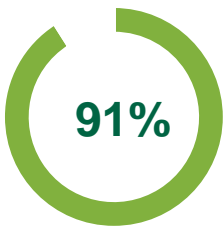
The latest research* - which was carried out in 2024 among residents in the 26 counties - shows that tourism is seen as having a **positive impact** on Ireland's **economy** (87%), Ireland's **values, culture and heritage** (85%) and the **social well-being** of Irish communities (83%); however, less so on Ireland's natural environment (57%).

What impacts tourism has on:



■ Very positive ■ Positive ■ Neither positive nor negative ■ Negative ■ Very negative ■ Don't know

Residents continue to recognise that tourism benefits their community

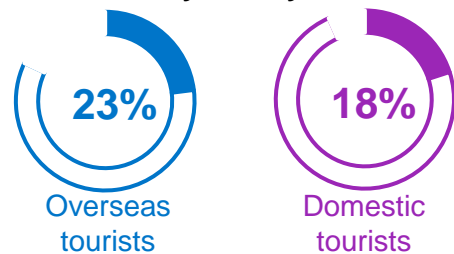


Public sentiment towards both overseas and domestic tourism remained **positive in 2024** with **nine out of ten** residents agreeing that **tourism is good for their county**, relatively stable since 2023.

Tourism is good for my county

And while tourism is generally seen as a force for good, **some concerns** have also been voiced. Around **two in ten** residents report that they believe tourism is exerting **too much pressure on their community** during their visit, which is broadly in line with last year's sentiment.

Tourists put too much pressure on my county



DID YOU KNOW?



- The perceived value tourism brings to communities and the support it gets from residents is crucial to the successful development of sustainable destinations.
- Equally important is the authenticity of an Irish welcome, which is why Fáilte Ireland monitors residents' attitudes to tourism over time to inform future national and regional plans.

*Online survey of a representative sample of the population made of 2,600 adults who reside in the Republic of Ireland. Research conducted from April to September 2024.



The positive impacts of tourism continue to outweigh the negatives

88% say they have personally benefitted from tourism activity, unchanged since 2023.

Key benefits are linked with economic drivers and cultural knowledge.

74% say they have experienced some negative impacts from local tourism activity, which is slightly higher than in 2023 (+3%).

Litter, traffic, parking and higher living costs remain the main concerns.

Importantly:

75% believe enough action is taken to address those issues (-4% vs. 2023).

Top 3 perceived benefits



45% (-1% vs. 2023)
Employment opportunities



45% (unchanged vs. 2023)
Local businesses opening/staying open



40% (+1% vs. 2023)
Opportunities to learn more about different cultures

Top perceived negative impacts



31% (+3% vs. 2023)
More litter & waste generation



29% (+3% vs. 2023)
Takes longer to get to places due to traffic/congestion



24% (-3% vs. 2023)
Greater difficulty finding a car park



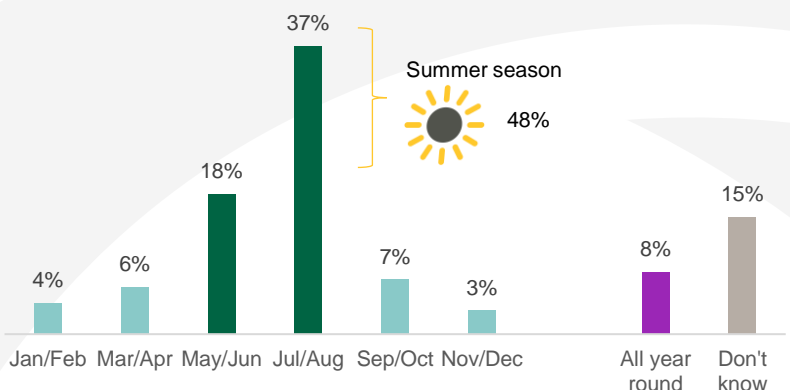
24% (+1% vs. 2023)
Higher day to day living costs

Tourism impacts residents the most during the peak Summer season

Negative impacts are most likely to be felt in peak season with **48%**

residents saying they were **negatively impacted** by tourism activity **between May and August**.

'When did you/your family typically experience negative impacts as a result of tourism in your local area?'



What next? Areas of focus for tourism

Top three areas residents would like the tourism industry to focus on:

- 33%** (unchanged vs. 2023)
Infrastructure improvement
- 30%** (-4% vs. 2023)
More local employment
- 23%** (-2% vs. 2023)
More off-peak season tourism

The key areas residents identified are reflected in Fáilte Ireland's plans to drive sustainable tourism development across Ireland.

To find out more about Fáilte Ireland's National 2025 plans [click here](#)