

Key Tourism Facts 2023



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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



Overseas holiday-makers spent on average

€154

per person per day while in Ireland

In 2023 we welcomed more holidaymakers from **North America** than from **Britain**

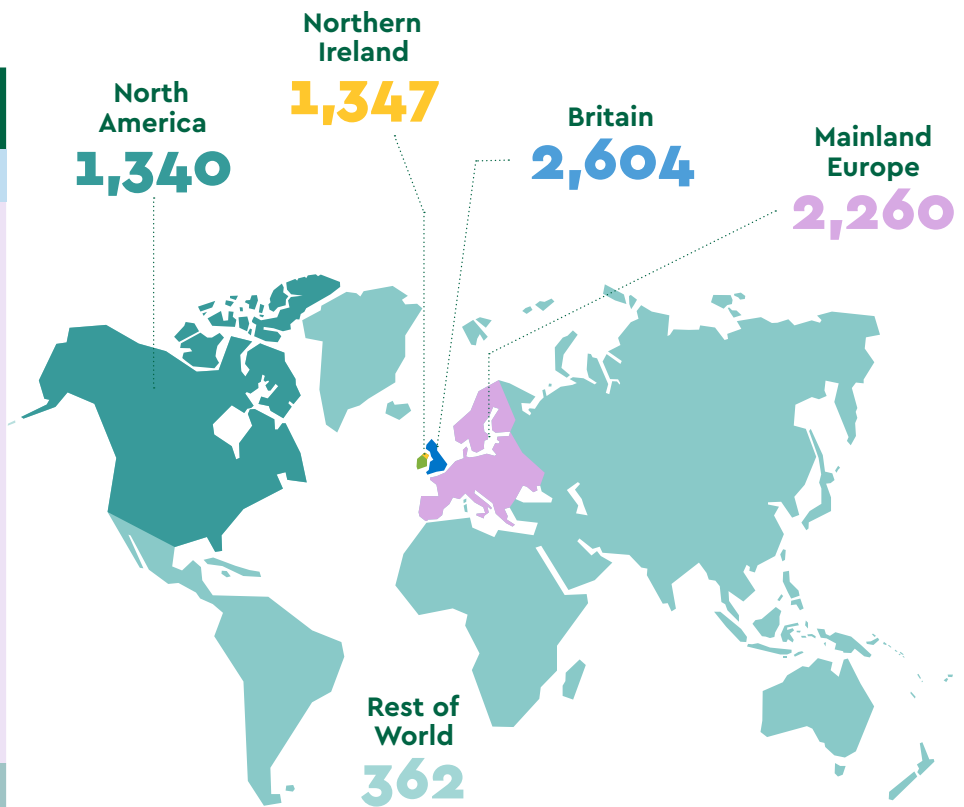


Please Note:

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, results in this Key Tourism Facts are not directly comparable to previous years.

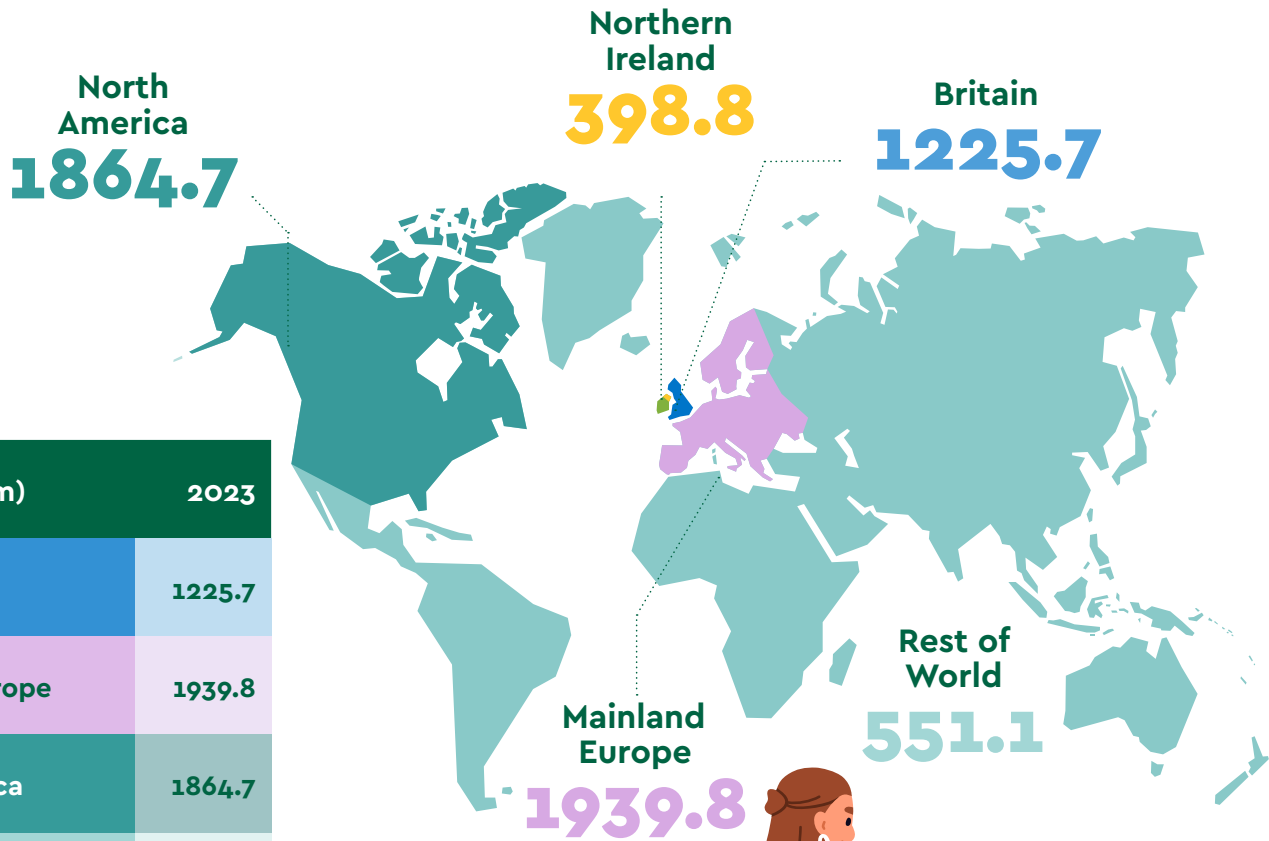
Where did Ireland's tourists come from? (ooo's)

Tourist Numbers (ooo's)	2023
Britain	2,604
Mainland Europe	2,260
France	386
Germany	453
Italy	223
Spain	276
Netherlands	172
Belgium	78
Denmark	44
Sweden	54
Switzerland	78
Austria	37
Norway	26
Poland	114
All Other Europe	320
North America	1,340
USA	1,173
Canada	167
Rest of World	362
Australia, New Zealand & Other Oceania	145
Other areas	216
Total Overseas	6,564
Northern Ireland	1,347
Total Out-of-State	7,911
Domestic trips	14,309



Source: CSO/Fáilte Ireland/TSB, NISRA

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



Revenue (€m)	2023
Britain	1225.7
Mainland Europe	1939.8
North America	1864.7
Rest of World	551.1
Total Overseas	5581.3
Northern Ireland	398.8
Total Out-of-State	5980.1
Domestic trips	3121



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

Please note, this data does not include revenue earned from carrier receipts and overseas same-day visits. This table will be updated once this data becomes available.

SOME USEFUL FIGURES

PER DIEMS spend per person per day 2023

- Overseas tourists per diem: €106
- Overseas holiday-makers per diem: €154
- Domestic overnight trips per diem: €92



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.

WHAT WAS THEIR MAIN REASON FOR VISITING IRELAND?

Reason for visit (ooo's)	Total	Britain	Mainland Europe	North America	Rest of World
Holiday	2688	698	947	899	145
Visit Friends/Relatives	2428	1222	761	279	167
Business	939	463	368	83	26
Other	509	221	184	80	23

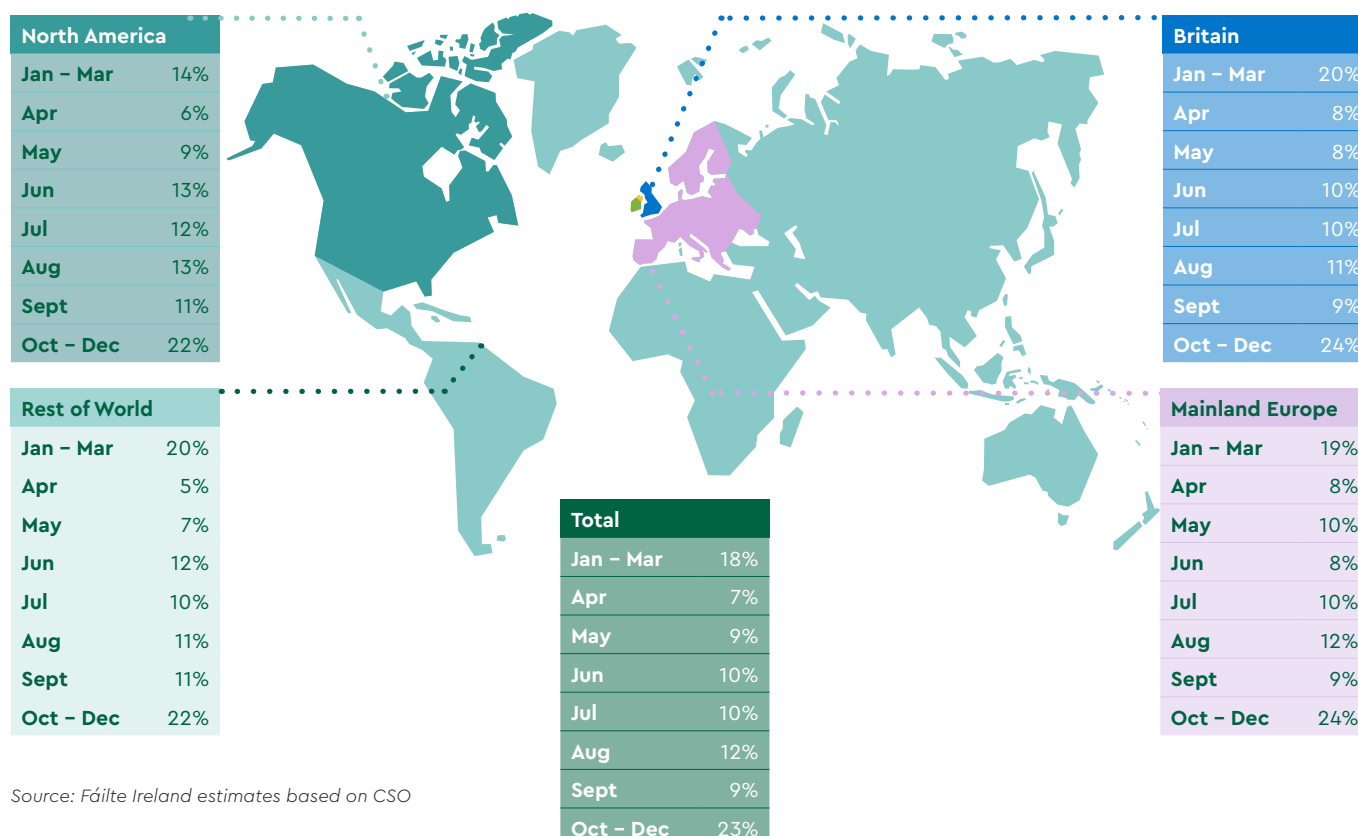
Source: CSO and NISRA

WHAT WAS THEIR BREAKDOWN OF SPEND IN IRELAND?

Breakdown of spend in Ireland (%)	Total	Britain	Mainland Europe	North America	Rest of World
Accommodation	32%	28%	35%	33%	35%
Other food & drink	34%	38%	32%	32%	33%
Entertainment	7%	5%	7%	8%	8%
Internal transport	11%	11%	12%	12%	10%
Shopping	14%	15%	14%	15%	14%
Miscellaneous	1%	2%	1%	1%	1%

Source: Fáilte Ireland's Survey of Overseas Travellers

WHEN DID THEY ARRIVE? (%)



Source: Fáilte Ireland estimates based on CSO

WHERE DID THEY STAY?

Accommodation Nights %	Total	Britain	Mainland Europe	North America	Rest of World
Hotels	23%	25%	18%	39%	7%
Guesthouses/B&Bs	7%	5%	7%	11%	2%
Rented accommodation	15%	7%	14%	12%	35%
Caravan, camping, campervan, motorhome	2%	3%	3%	*	*
Holiday home (no payment)	8%	13%	5%	10%	6%
Hostels	2%	1%	2%	2%	3%
Friends/relatives	28%	45%	26%	16%	29%
Other	16%	3%	25%	10%	18%

Source: Fáilte Ireland's Survey of Overseas Travellers

Nights (Million) 2023	Total	Britain	Mainland Europe	North America	Rest of World
	52.9	13.8	21.3	11.4	6.5

Source: CSO and NISRA
(* indicates less than 0.5 percent)

WHAT ACTIVITIES DID THEY ENGAGE IN? (000'S)



Hiking/cross country walking

1736



Cycling

252



Golf

163



Angling

91



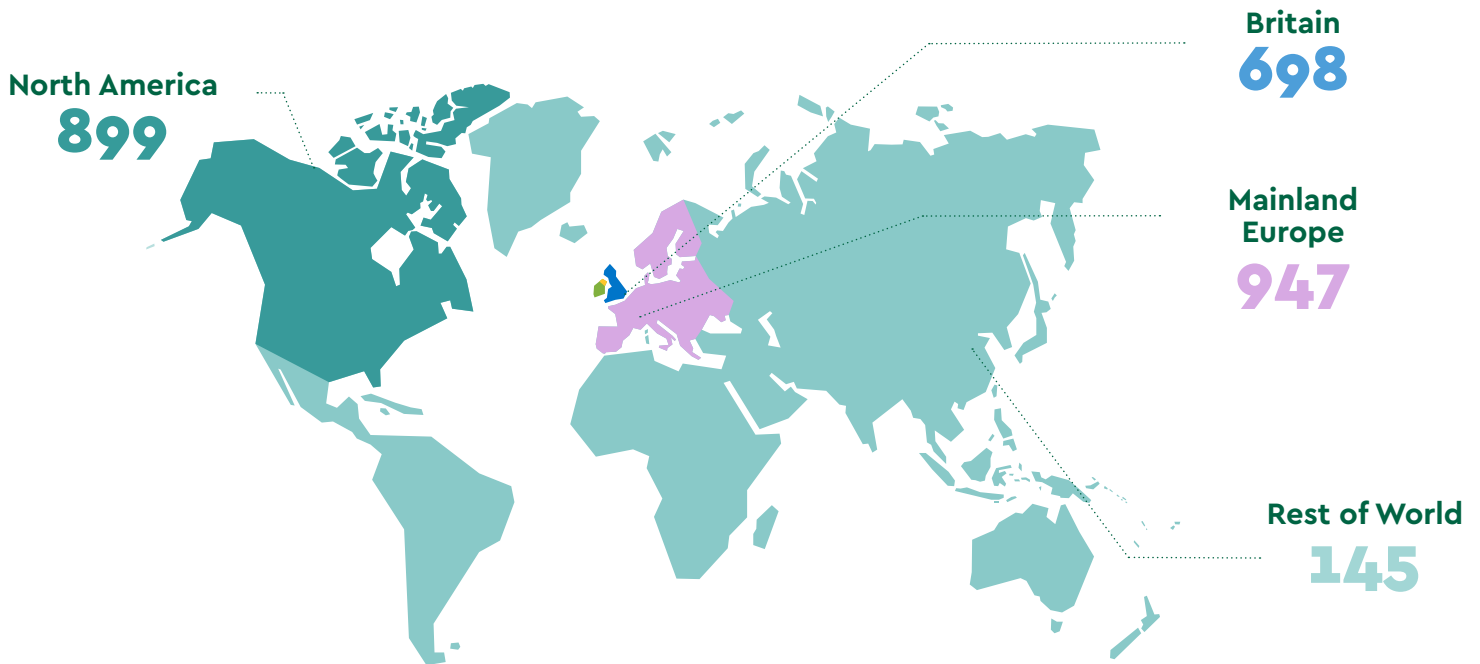
Equestrian

56



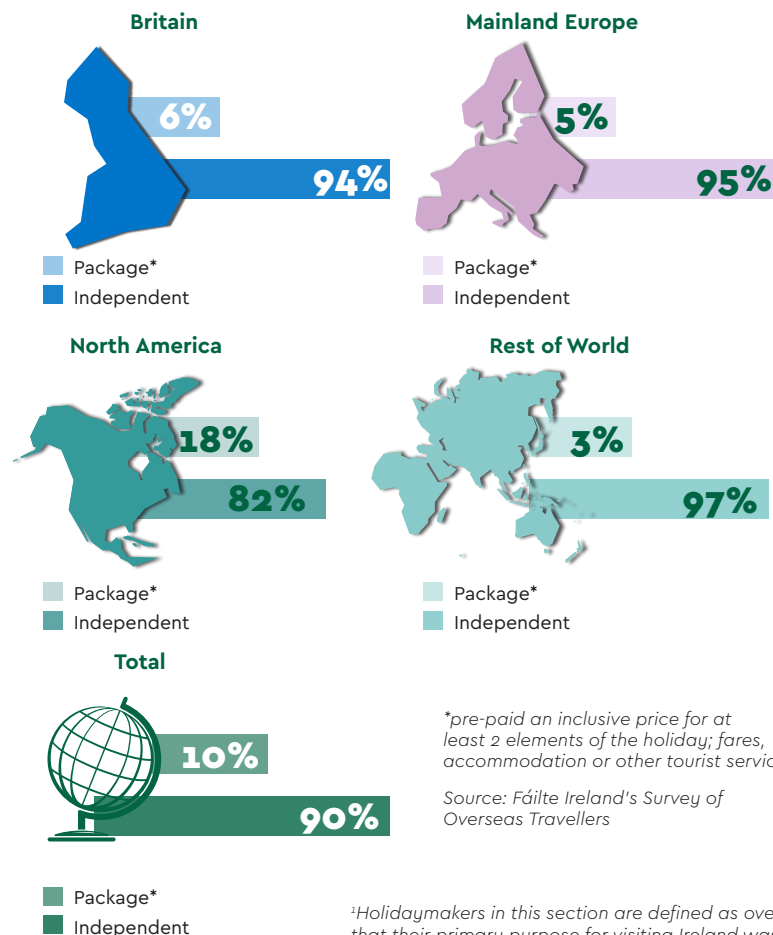
Source: Fáilte Ireland estimates based on Survey of Overseas Travellers

WHAT WAS THE TOTAL NUMBER OF HOLIDAYMAKERS IN 2023? (000'S)



Source: CSO and NISRA

HOW DID THEY ARRANGE THEIR HOLIDAY? (%)



WHAT WERE THE CHARACTERISTICS OF HOLIDAYMAKERS TO IRELAND? (%)

Experience of Ireland		Use of Car	
First Visit	64%	Car Brought	6%
Repeat	34%	Car Hired	29%
Irish Born	2%	Car borrowed /Other	3%
		Car Not Used	62%
Age		Social Class	
Under 25 years	17%	AB	28%
25-34 years	23%	C1C2	68%
35-44 years	17%	DEF	4%
45+ years	42%	Party Composition	
		Alone	20%
		Couple	47%
		Family	17%
		Other Adult Group	17%

Source: Fáilte Ireland's Survey of Overseas Travellers

Domestic Tourism in 2023

Domestic trips by purpose of travel		(000's)
Holiday trips		6376
Long (4+ nights)		1100
Short (1-3 nights)		5276
Visiting friends/relative trips		5728
Business trips		687
Other trips		1518
TOTAL TRIPS		14309

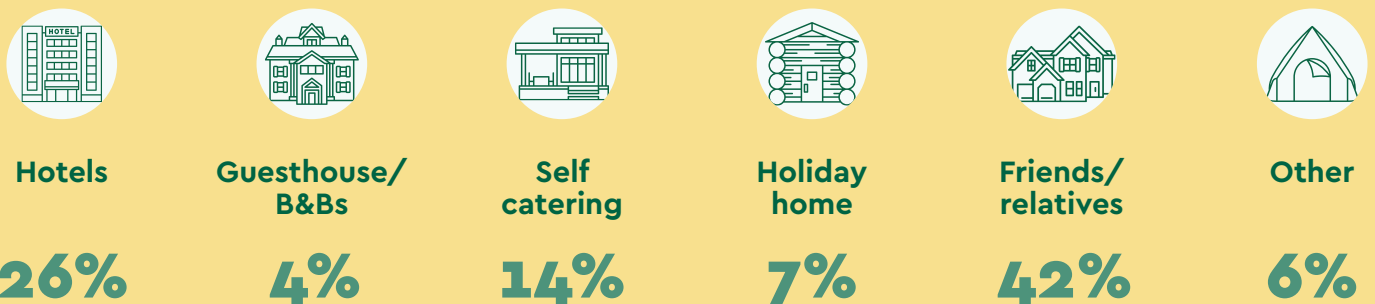
Source: CSO Household Travel Survey 2023

Domestic expenditure by purpose of travel		(€mnn)
Holiday trips		1915
Long (4+ nights)		467
Short (1-3 nights)		1448
Visiting friends/relative trips		706
Business trips		183
Other trips		317
TOTAL TRIPS		3121

Source: CSO Household Travel Survey 2023

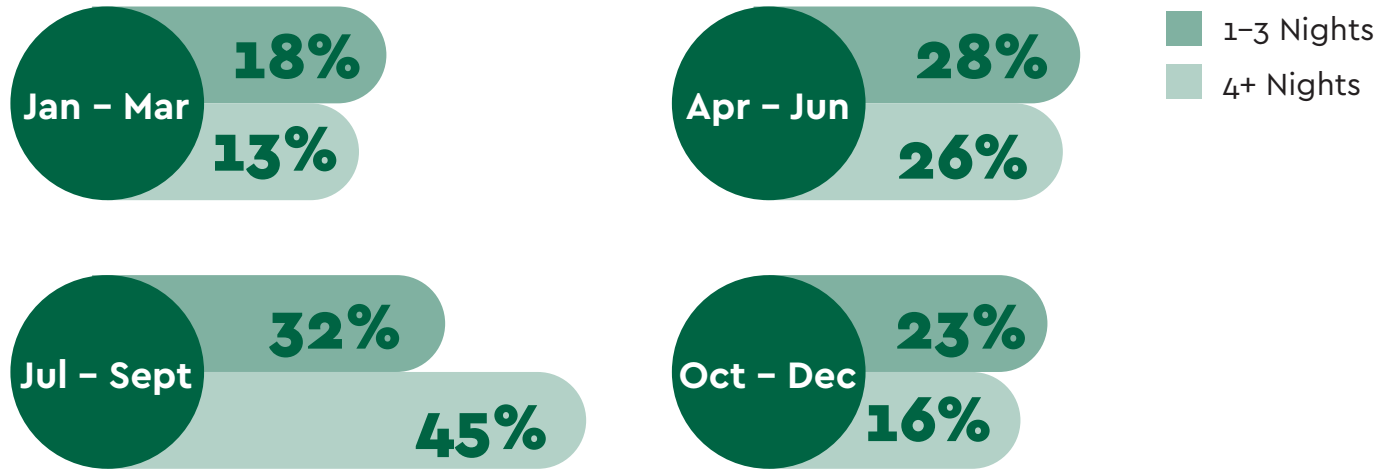


WHERE DID DOMESTIC HOLIDAYMAKERS STAY? (ACCOMMODATION BEDNIGHTS %)



Source: CSO Household Travel Survey 2023

SEASONALITY OF DOMESTIC HOLIDAYMAKERS BY LENGTH OF STAY (%)



Source: CSO Household Travel Survey 2023

WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN? (%)



ACCOMMODATION IN 2023

Type of Premises	Number of Premises	Rooms	Room Occupancy %
Hotels	835	64452	77%
Guesthouses	118	1656	77%
Bed and Breakfasts	635	2627	64%
Type of Premises / Units/Pitches	Number of Premises / Units/Pitches	Beds	Room Occupancy %
Welcome Standard (premises)	1407	17032	n/a
Hostels (premises)	56	5246	65%
Self-catering (units)	1565	8259	47%
Caravan & Camping (pitches)	81	30439	44%



Source: Capita

Source: Fáilte Ireland Accommodation Survey

ATTENDANCE AT POPULAR VISITOR ATTRACTIONS IN IRELAND 2023

Top Fee-Charging Attractions		
Name of Attraction	County	Visits
Guinness Storehouse	Dublin	1,469,536
Cliffs of Moher Visitor Experience	Clare	1,300,000
Dublin Zoo	Dublin	1,161,937
Book of Kells	Dublin	968,654
Emerald Park	Meath	700,000
Dublin Castle	Dublin	622,346
St Patrick's Cathedral	Dublin	576,647
Blarney Castle & Gardens	Cork	470,000
Powerscourt House, Gardens & Waterfall	Wicklow	453,068
Kilkenny Castle	Kilkenny	452,383

Top Free Attractions		
Name of Attraction	County	Visits
Phoenix Park Visitor Centre	Dublin	1,965,555
National Gallery of Ireland	Dublin	1,014,976
Kilkenny Castle Parklands	Kilkenny	869,953
Castletown House Parklands	Kildare	698,229
National Botanic Gardens	Dublin	663,631
Irish Museum of Modern Art	Dublin	626,629
Doneraile Park	Cork	523,800
National Museum of Ireland – Archaeology	Dublin	510,236
Chester Beatty Library	Dublin	490,282
National Museum of Ireland – Decorative Arts & History	Dublin	467,331