

# ISLAND OF IRELAND OVERSEAS TOURISM PERFORMANCE

Table of Contents

FACTS & FIGURES 2024..... 4

    TOURISTS & REVENUE..... 4

    2024 NUMBERS & PURPOSE OF VISIT SHARE ..... 5

    2024 NUMBERS & MARKET AREA SHARE ..... 5

OVERSEAS TOURISM REVENUE..... 6

    HOW MUCH DID OVERSEAS TOURISTS SPEND? ..... 6

    HOW DOES PURPOSE OF VISIT CONTRIBUTE TO SPEND? ..... 7

    HOW DID OVERSEAS TOURISTS SPEND THEIR MONEY? ..... 7

OVERSEAS TOURISTS ..... 8

    WHERE DID OUR OVERSEAS TOURISTS COME FROM? ..... 8

        OUR TOP MARKETS..... 8

        LONG-HAUL..... 8

        HOLIDAYS..... 8

        VISITING FRIENDS & RELATIVES ..... 8

        BUSINESS..... 8

        “OTHER” REASONS ..... 8

    WHERE DO OUR OVERSEAS TOURISTS COME FROM? ..... 9

    WHAT WAS THE REASON FOR OVERSEAS TOURISTS VISITING? ..... 10

OVERSEAS NIGHTS ..... 11

    HOW MANY NIGHTS DID OVERSEAS TOURISTS STAY? ..... 11

    WHAT TYPE OF ACCOMMODATION DID OUR OVERSEAS TOURISTS STAY IN? ..... 12

SEASONALITY ..... 13

    WHEN DID OVERSEAS TOURISTS VISIT? ..... 13

SEASONALITY BY MARKET AREA .....	14
SEASONALITY BY PURPOSE OF VISIT.....	15
REGIONALITY.....	16
WHERE ON THE ISLAND OF IRELAND DID OUR OVERSEAS TOURISTS AND HOLIDAYMAKERS STAY? .....	16
HOW DID AREAS DIFFER BY MARKET AREA FOR TOURISTS AND HOLIDAYMAKERS? .....	17
OVERSEAS HOLIDAYMAKER PROFILE .....	19
WHERE DID OUR OVERSEAS HOLIDAYMAKERS COME FROM?.....	19
WHO DID OUR HOLIDAYMAKERS TRAVEL WITH? .....	20
HAD OUR HOLIDAYMAKERS BEEN HERE BEFORE? .....	20
HOW LONG DID OUR HOLIDAYMAKERS STAY? .....	20
WHAT AGE WERE OUR HOLIDAYMAKERS?.....	21
ALL TOURISM ACROSS THE ISLAND OF IRELAND .....	22
JURISDICTION .....	22
SEASONALITY.....	23
OVERSEAS TOURISM STATISTICS FOR 2024.....	24
OVERSEAS TOURISM SUMMARY 2024 (EURO €) TOURISTS.....	24
OVERSEAS TOURISM SUMMARY 2024 (EURO €) HOLIDAYMAKERS .....	25
OVERSEAS TOURISM SUMMARY 2024 (STERLING £) TOURISTS .....	26
OVERSEAS TOURISM SUMMARY 2024 (STERLING £) HOLIDAYMAKERS.....	27
FURTHER INFORMATION .....	28
GLOSSARY .....	28
ABOUT THIS DOCUMENT .....	28
ABOUT TOURISM IRELAND .....	28
Contact information.....	29

## FACTS & FIGURES 2024

€6.9 / £6.0 Billion in overseas revenue

8.4 million overseas tourists

59.9 million overseas nights

## TOURISTS & REVENUE

In 2024, the island of Ireland welcomed 8.4 million overseas tourists who spent €6.9/£6.0 billion.

On average, overseas tourists stayed 7.1 nights and spent €820/£714 per trip, or €115/£100 per night.

The majority (88%) of tourists departed by air. Of the 1 million ferry passengers, 75% were from Great Britain and 15% were from Mainland Europe.

Northern Ireland welcomed 2.0 million tourists.

The Republic of Ireland welcomed 6.9 million tourists.

\*Visits to Ireland and Northern Ireland total more than the island figure due to tourists overnighiting in both.

AVERAGE SPEND PER TRIP: €820/£714 per trip

AVERAGE SPEND PER NIGHT: €115/£100 per night

AVERAGE LENGTH OF STAY: 7.1 NIGHTS

2024 NUMBERS & PURPOSE OF VISIT SHARE

	Revenue	Share	Trips K	Share	Nights K	Share
Holiday	€3.6 / £3.1bn	52%	3,445	41%	21,894	37%
VFR	€1.4 / £1.2bn	20%	3,127	37%	22,673	38%
Business	€1.1 / £.9bn	16%	1,278	15%	6,641	11%
Other	€0.8 / £0.7bn	12%	628	7%	8,644	14%

2024 NUMBERS & MARKET AREA SHARE

	Revenue €6,897 / £6,000 million	Tourists 8,406,000	Nights 59,853,000	Holiday Revenue €3,560 / £3,097 million
Great Britain	26%	47%	32%	18%
North America	34%	18%	23%	46%
Mainland Europe	32%	29%	33%	29%
Other areas	9%	5%	12%	6%

# OVERSEAS TOURISM REVENUE

## HOW MUCH DID OVERSEAS TOURISTS SPEND?

North America was the strongest contributor to revenue, accounting for 34%, closely followed by Mainland Europe at 32%. British tourists generated 26% of revenue, while visitors from Other Areas contributed 9%. North American tourists also had the highest spend, averaging €169 (£147) per night and €1,530 (£1,331) per trip.

	Island of Ireland									
Spend	Spend (€m)	Spend (£m)	vs. 2023	Share	Average spend per trip (€)	Average spend per trip (£)	vs. 2023	Average spend per night (€)	Average spend per night (£)	vs. 2023
Great Britain	1,807	1,572	+3%	26%	454	395	+1%	95	83	+6%
North America	2,318	2,016	+19%	34%	1,530	1,331	+9%	169	147	+7%
Mainland Europe	2,174	1,892	+7%	32%	878	764	+3%	109	95	+20%
Other Areas	598	521	-4%	9%	1,361	1,184	-9%	84	73	-2%
All	6,897	6,000	+9%	100%	820	714	+4%	115	100	+12%

	Ireland (Euro €)					Northern Ireland (Sterling £)				
Spend	Spend (€m)	vs. 2023	Share	Average spend per trip (€)	Average spend per night (€)	Spend (£m)	vs. 2023	Share	Average spend per trip (£)	Average spend per night (£)
Great Britain	1,331	+9%	22%	499	101	414	-10%	65%	289	71
North America	2,216	+19%	36%	1,508	175	88	+23%	14%	366	87
Mainland Europe	2,086	+8%	34%	881	110	77	+4%	12%	352	70
Other Areas	536	-3%	9%	1,383	87	54	-15%	9%	497	58
All	6,169	+11%	100%	895	121	633	-6%	100%	317	71

- Great Britain accounted for 22% of revenue to Ireland and 65% of revenue to Northern Ireland.
- Revenue from North America increased by +19% or an additional +€371/£323 million.
- Overseas revenue to the island of Ireland increased by +9%, representing an extra +€543/£473 million.

- Overseas tourists' average nightly spend was €121 in Ireland and £71 in Northern Ireland.

## HOW DOES PURPOSE OF VISIT CONTRIBUTE TO SPEND?

Holidaymakers accounted for over half (52%) of all overseas tourism revenue on the island of Ireland in 2024. This share varied significantly by market area, ranging from 71% of revenue from North America to just 35% from Great Britain.

Spend by purpose	Holiday (€m's)	Holiday (£m's)	Share	VFR (€m's)	VFR (£m's)	Share	Business (€m's)	Business (£m's)	Share	Other (€m's)	Other (£m's)	Share
Great Britain	635	552	18%	570	496	41%	427	372	39%	174	152	21%
North America	1,654	1,439	46%	281	244	20%	171	149	16%	212	184	25%
Mainland Europe	1,041	906	29%	340	296	24%	427	372	39%	366	318	43%
Other Areas	230	200	6%	212	185	15%	65	57	6%	91	79	11%
All	3,560	3,097	100%	1,403	1,221	100%	1,091	949	100%	843	733	100%

## HOW DID OVERSEAS TOURISTS SPEND THEIR MONEY?

Food and drink accounted for the largest share of overseas tourist spending (36%), followed by accommodation (32%). This is true for all market areas, to varying degrees.

Share of spend	Food & Drink	Accommodation	Shopping	Internal Transport	Entertainment	Misc.	All
Great Britain	41%	31%	11%	10%	6%	2%	100%
North America	35%	33%	12%	11%	8%	1%	100%
Mainland Europe	34%	32%	16%	10%	7%	1%	100%
Other Areas	35%	32%	15%	9%	8%	1%	100%
All	36%	32%	13%	10%	7%	1%	100%

VFR = Visiting friends and/or relatives | Exchange rate €1 = £0.87 | Misc.=Miscellaneous

# OVERSEAS TOURISTS

## AROUND 1 IN 4 OVERSEAS TOURISTS TO THE ISLAND INCLUDED AN OVERNIGHT IN NORTHERN IRELAND

### WHERE DID OUR OVERSEAS TOURISTS COME FROM?

Of the 8.4 million overseas visitors we welcomed to the island of Ireland, 485,000 (or 6%) overnighted on both sides of the border.

### OUR TOP MARKETS

Great Britain, the US, Germany and France were the island of Ireland's top four inbound markets. Together, they accounted for 73% of tourists, 67% of revenue and 63% of nights. They were even more important for holidays, accounting for 72% of trips, 71% of revenue and 69% of nights.

### LONG-HAUL

Of our top ten source markets for tourists, three are long-haul markets (the US, Canada and Australia).

### HOLIDAYS

A holiday was the most popular reason for visiting the island in 2024. 3.4 million holidaymakers generated €3.6/£3.1

Billion (52%) in overseas revenue. Around 1 in 4 overseas tourists to the island included an overnight in Northern Ireland holidaymakers

### VISITING FRIENDS & RELATIVES

Visiting friends and relatives (VFR) accounted for over one-third (37%) of tourists. VFR is especially important for Northern Ireland (43% of tourists). Great Britain accounted for 59% of VFR tourists to the island of Ireland and 84% of those to Northern Ireland.

### BUSINESS

One in seven (15%) overseas tourists visited the island of Ireland for business reasons.

### “OTHER” REASONS

Seven percent of overseas tourists visited for other reasons, such as English Language Training (ELT). Although relatively few in number (628,000), these visitors stayed significantly longer than other tourist types, averaging 13.8 nights compared to the overall average of 7.1 nights.



## WHERE DO OUR OVERSEAS TOURISTS COME FROM?

	Island of Ireland			Ireland			Northern Ireland		
<b>Trips by market</b>	<b>Trips (000's)</b>	<b>VS. 2023</b>	<b>Share</b>	<b>Trips (000's)</b>	<b>VS. 2023</b>	<b>Share</b>	<b>Trips (000's)</b>	<b>VS. 2023</b>	<b>Share</b>
Great Britain	3,976	+2%	47%	2,667	+2%	39%	1,431	-0%	72%
North America	1,514	+9%	18%	1,469	+10%	21%	241	+25%	12%
US	1,298	+8%	15%	1,266	+8%	18%	190	+34%	9%
Canada	216	+20%	3%	203	+22%	3%	51	+1%	3%
Mainland Europe	2,476	+5%	29%	2,368	+5%	34%	219	+2%	11%
Germany	480	+4%	6%	468	+3%	7%	39	+16%	2%
France	408	+3%	5%	394	+2%	6%	35	+11%	2%
Spain	263	-8%	3%	246	-11%	4%	30	+35%	1%
Italy	254	+11%	3%	248	+11%	4%	15	+9%	1%
Netherlands	238	+30%	3%	225	+31%	3%	24	+8%	1%
Belgium	77	-5%	1%	75	-4%	1%	4	-54%	0%
Nordics	175	+13%	2%	169	+15%	2%	14	+6%	1%
Switzerland	95	+17%	1%	91	+17%	1%	10	+12%	0%
Austria	38	+3%	0%	37	+1%	1%	4	+127%	0%
Other Areas	440	+6%	5%	388	+7%	6%	109	+11%	5%
Australia	137	-3%	2%	123	-4%	2%	41	+2%	2%
New Zealand	19	-13%	0%	16	-13%	0%	7	-19%	0%
<b>All</b>	<b>8,406</b>	<b>+4%</b>	<b>100%</b>	<b>6,892</b>	<b>+5%</b>	<b>100%</b>	<b>1,999</b>	<b>+3%</b>	<b>100%</b>

Island of Ireland trips is less than the sum of jurisdiction as some tourists overnight both sides of the border.

## WHAT WAS THE REASON FOR OVERSEAS TOURISTS VISITING?

<b>Trips by purpose</b>	<b>Holiday (000's)</b>	<b>Share</b>	<b>VFR (000's)</b>	<b>Share</b>	<b>Business (000's)</b>	<b>Share</b>	<b>Other (000's)</b>	<b>Share</b>	<b>All (000's)</b>	<b>Share</b>
Great Britain	1,159	29%	1,858	47%	716	18%	270	7%	3,976	100%
North America	1,005	66%	319	21%	109	7%	107	7%	1,514	100%
Mainland Europe	1,096	44%	756	31%	414	17%	222	9%	2,476	100%
Other Areas	185	42%	193	44%	40	9%	29	7%	440	100%
<b>All</b>	<b>3,445</b>	<b>41%</b>	<b>3,127</b>	<b>37%</b>	<b>1,278</b>	<b>15%</b>	<b>628</b>	<b>7%</b>	<b>8,406</b>	<b>100%</b>

Sum of trips by purpose of visit is greater than total tourists by market area because some tourists overnight both sides of the border for different reasons.

# OVERSEAS NIGHTS

## HOW MANY NIGHTS DID OVERSEAS TOURISTS STAY?

Overseas tourists spent 59.9 million nights on the island in 2024. Mainland Europeans and British tourists accounted for the largest shares (33% and 32%, respectively). On average, overseas tourists stayed 7.1 nights.

Nights by purpose	Holiday (000's)	Share	VFR (000's)	Share	Business (000's)	Share	Other (000's)	Share	All (000's)	Share
Great Britain	5,205	27%	9,967	52%	2,601	14%	1,257	7%	19,029	100%
North America	7,629	56%	3,344	24%	826	6%	1,913	14%	13,712	100%
Mainland Europe	7,375	37%	5,541	28%	2,735	14%	4,353	22%	20,004	100%
Other Areas	1,686	24%	3,821	54%	479	7%	1,121	16%	7,108	100%
All	21,894	37%	22,673	38%	6,641	11%	8,644	14%	59,853	100%

	Island of Ireland					By jurisdiction	
Av. Stay (nights)	Holiday	VFR	Business	Other	Total	ROI	NI
Great Britain	4.5	5.4	3.6	4.7	4.8	4.9	4.1
North America	7.6	10.5	7.6	17.9	9.1	8.6	4.2
Mainland Europe	6.7	7.3	6.6	19.7	8.1	8.0	5.0
Other Areas	9.1	19.8	12.1	38.2	16.2	15.9	8.6
All	6.4	7.3	5.2	13.8	7.1	7.4	4.5

- ON AVERAGE, TOURISTS STAYED 7.1 NIGHTS AND HOLIDAYMAKERS STAYED 6.4 NIGHTS
- HOLIDAYS ACCOUNTED FOR OVER HALF (56%) OF NORTH AMERICAN NIGHTS
- VFR ACCOUNTED FOR MORE THAN HALF OF NIGHTS FROM OTHER AREAS (54%) AND BRITAIN (52%)

## WHAT TYPE OF ACCOMMODATION DID OUR OVERSEAS TOURISTS STAY IN?

Staying with friends and relatives was the most popular accommodation type overall – and across all market areas – except among North American tourists, who continue to prefer hotels (35%).

Share of nights	Friends and/or relatives	Hotel	Rented Accommodation	Guesthouse/ B&B	Other	All
Great Britain	54%	22%	7%	6%	10%	100%
North America	27%	35%	7%	9%	21%	100%
Mainland Europe	34%	14%	12%	6%	34%	100%
Other Areas	38%	9%	19%	4%	30%	100%
All	39%	21%	10%	7%	23%	100%

Note: Night by accommodation type based on direct only

- Hotels were most popular among North Americans (35% of nights stayed)
- Over half (54%) of nights spent by British tourists were with family and/or friends
- Over two-thirds of Mainland Europeans' nights were spent with friends and family (34%) and in "other" accommodation (34%)
- Rented accommodation was most popular with tourists from Other Areas (19%)

# SEASONALITY

## WHEN DID OVERSEAS TOURISTS VISIT?

Q3 remains the most popular time to visit, accounting for the largest share of revenue (35%), nights (34%) and tourists (30%) on the island of Ireland.

Q1	Q2	Q3	Q4
Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec
€1.1 / £1.0bn	€1.9 / £1.7bn	€2.4 / £2.1bn	€1.4 / £1.2bn
17% of revenue	28% of revenue	35% of revenue	20% of revenue
1.8m / 21% of tourists	2.3m / 28% of tourists	2.6m / 30% of tourists	1.8m / 21% of tourists
11.7m / 19% of nights	15.6m / 26% of nights	20.2m / 34% of nights	12.4m / 21% of nights

## SEASONALITY BY MARKET AREA

Average spend per night was lowest during the first quarter of the year for all market areas.

Share of spend	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Great Britain	20%	27%	32%	20%
North America	12%	30%	38%	19%
Mainland Europe	17%	27%	35%	20%
Other Areas	20%	27%	34%	20%
All	17%	28%	35%	20%

Av. Spend per night (€/£)	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Great Britain	€91 / £79	€100 / £87	€92 / £80	€98 / £85
North America	€141 / £123	€179 / £155	€180 / £157	€156 / £135
Mainland Europe	€93 / £81	€117 / £101	€117 / £102	€101 / £88
Other Areas	€76 / £66	€96 / £84	€83 / £72	€81 / £71
All	€98 / £86	€125 / £109	€121 / £105	€110 / £96

Av. Stay (nights)	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Great Britain	4.5	4.6	5.6	4.2
North America	8.6	8.5	9.2	10.1
Mainland Europe	7.4	7.6	8.9	8.4
Other Areas	18.3	12.7	15.7	18.7
All	6.6	6.7	7.9	7.0

Note: Shares are based on row percentages (sum of shares in each row add up to 100%)

## SEASONALITY BY PURPOSE OF VISIT

Holidaymakers and business tourists consistently recorded the highest spend per night across all quarters.

Share of spend	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Holiday	14%	30%	40%	17%
VFR	22%	25%	33%	21%
Business	19%	30%	28%	22%
Other	16%	26%	30%	28%
All	17%	28%	35%	20%

Av. Spend per night (€/£)	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Holiday	€153 / £133	€171 / £149	€158 / £137	€170 / £148
VFR	€55 / £48	€66 / £57	€63 / £55	€64 / £56
Business	€157 / £137	€168 / £146	€168 / £146	€161 / £140
Other	€86 / £75	€99 / £86	€123 / £107	€84 / £73
All	€98 / £86	€125 / £109	€121 / £105	€110 / £96

Av. Stay (nights)	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Holiday	5.0	6.2	7.7	5.6
VFR	7.8	6.5	8.2	6.5
Business	4.5	5.4	5.9	5.0
Other	14.8	12.7	10.0	20.1
All	6.6	6.7	7.9	7.0

	Q1	Q2	Q3	Q4
Av. Spend per night	€98 / £86	€125 / £109	€121 / £105	€110 / £96
Av. Spend per trip	€653 / £568	€836 / £728	€952 / £828	€775 / £675
Av. Stay	6.6	6.7	7.9	7.0

## REGIONALITY

### WHERE ON THE ISLAND OF IRELAND DID OUR OVERSEAS TOURISTS AND HOLIDAYMAKERS STAY?

Dublin and Northern Ireland were the most popular areas for tourists, while Dublin and the South-West were the most popular places for holidaymakers.

<b>Trips (000's)</b>	<b>Tourists</b>	<b>Share</b>	<b>Holidaymakers</b>	<b>Share</b>
Dublin	4,094	49%	2,124	62%
Northern Ireland	1,999	24%	815	24%
South-West	1,442	17%	832	24%
West	1,226	15%	876	25%
Mid-West	827	10%	434	13%
Mid-East / Midlands	804	10%	225	7%
South-East	530	6%	227	7%
Border	525	6%	280	8%
Island of Ireland	8,406	136%	3,445	169%

Note: share adds to >100% as visited more than one area.

<b>Spend</b>	<b>€m's</b>	<b>£m's</b>	<b>Share</b>
Dublin	2,383	2,073	35%
South-West	1,168	1,016	17%
West	847	737	12%
Northern Ireland	728	633	11%
Mid-West	536	466	8%
Mid-East / Midlands	536	466	8%
Border	376	327	5%
South-East	323	281	5%
Island of Ireland	6,897	6,000	100%



	<b>Tourists</b>	<b>Holidaymakers</b>
Dublin	49%	62%
Northern Ireland	24%	24%
South West	17%	24%
West	15%	25%
Mid West	10%	13%
Mid East and Midlands	10%	7%
South East	6%	7%
Border	6%	8%
Island of Ireland	136%	169%

Dublin: Dublin City and County. Mid-East / Midlands: Laois, Longford, Louth, Offaly, Westmeath, Kildare, Meath, Wicklow. South-East: Carlow, Kilkenny, Waterford, Wexford. South-West: Cork, Kerry. Mid-West: Clare, Limerick, Tipperary. West: Galway, Mayo, Roscommon. Border: Cavan, Donegal, Leitrim, Monaghan, Sligo. Northern Ireland: Antrim, Armagh, Down, Fermanagh, Derry-Londonderry, Tyrone.

## HOW DID AREAS DIFFER BY MARKET AREA FOR TOURISTS AND HOLIDAYMAKERS?

North Americans travelled more extensively than those from other market areas and that's true for both tourists and holidaymakers.

<b>Tourists</b>										
<b>Trips (000's)</b>	<b>Dublin</b>	<b>Northern Ireland</b>	<b>South-West</b>	<b>West</b>	<b>Mid-West</b>	<b>Mid-East / Midlands</b>	<b>South-East</b>	<b>Border</b>	<b>Island of Ireland</b>	<b>Av. # of areas</b>
Great Britain	1,220	1,431	420	270	335	364	184	230	3,976	1.1
North America	1,091	241	442	454	234	142	122	130	1,514	1.9
Mainland Europe	1,522	219	489	419	214	260	191	140	2,476	1.4
Other Areas	261	109	91	83	44	38	33	25	440	1.6
All	4,094	1,999	1,442	1,226	827	804	530	525	8,406	1.4

## **Holidaymakers**

Holiday trips (000's)	Dublin	West	South- West	Northern Ireland	Mid- West	Border	South- East	Mid-East / Midlands	Island of Ireland	Av. # of areas
Great Britain	408	130	134	438	104	80	37	51	1,159	1.2
North America	796	367	338	187	185	94	81	93	1,005	2.1
Mainland Europe	787	332	309	129	121	94	90	69	1,096	1.8
Other Areas	132	47	51	61	23	12	18	11	185	1.9
All	2,124	876	832	815	434	280	227	225	3,445	1.7

Note: The tables above are ranked by most popular

# OVERSEAS HOLIDAYMAKER PROFILE

## WHERE DID OUR OVERSEAS HOLIDAYMAKERS COME FROM?

Great Britain is the largest source of holidaymakers for both the island of Ireland and Northern Ireland, accounting for 34% and 54%, respectively. The US is Ireland's largest source (29%) of holidaymakers.

321,000 (9%) holidaymakers overnighted both sides of the border.

Long-haul holidaymakers were more than twice as likely (16%) as short-haul holidaymakers (6%) to overnight in both jurisdictions.

	Island of Ireland			Ireland			Northern Ireland		
Holiday trips by market	Trips (000's)	vs. 2023	Share	Trips (000's)	vs. 2023	Share	Trips (000's)	vs. 2023	Share
Great Britain	1,159	+7%	34%	767	+10%	26%	438	-0%	54%
North America	1,005	+9%	29%	971	+8%	33%	187	+34%	23%
US	872	+7%	25%	845	+7%	29%	151	+42%	19%
Canada	133	+19%	4%	126	+17%	4%	36	+8%	4%
Mainland Europe	1,096	+11%	32%	1,049	+11%	36%	129	+15%	16%
Germany	252	+4%	7%	244	+2%	8%	29	+24%	4%
France	209	+7%	6%	204	+7%	7%	24	+30%	3%
Italy	120	+20%	3%	117	+19%	4%	11	+27%	1%
Spain	110	+7%	3%	103	+4%	3%	17	+41%	2%
Netherlands	104	+30%	3%	99	+32%	3%	14	-5%	2%
Nordics	78	+34%	2%	75	+35%	3%	8	+30%	1%
Switzerland	48	+31%	1%	45	+27%	2%	7	+72%	1%
Belgium	37	-0%	1%	37	+1%	1%	2	-67%	0%
Other Areas	185	+12%	5%	164	+13%	6%	61	+21%	8%
Australia	63	+0%	2%	57	-1%	2%	22	-2%	3%
All	3,445	+9%	100%	2,950	+10%	100%	815	+10%	100%

## WHO DID OUR HOLIDAYMAKERS TRAVEL WITH?

Travelling as part of a couple (44%) was the most common travel party type across holidaymakers from all market areas.

Holidaymaker party composition	Couple	Alone	Other adult group	Family	All
Great Britain	45%	19%	13%	23%	100%
North America	49%	19%	17%	15%	100%
Mainland Europe	45%	19%	21%	16%	100%
Other Areas	40%	27%	14%	19%	100%
All	46%	19%	17%	18%	100%

## HAD OUR HOLIDAYMAKERS BEEN HERE BEFORE?

It was a first visit to the island of Ireland for the majority (60%) of holidaymakers, especially for those residents of Other Areas (78%) and North America (74%). Britain had the highest incidence of repeat visitors (54%) and visits by people born on the island of Ireland (7%).

Holidaymaker experience	First visit	Repeat	Born here	All
Great Britain	38%	54%	7%	100%
North America	74%	25%	2%	100%
Mainland Europe	66%	33%	1%	100%
Other Areas	78%	19%	3%	100%
All	60%	37%	3%	100%

## HOW LONG DID OUR HOLIDAYMAKERS STAY?

On average, holidaymakers stayed 6.4 nights on the island of Ireland. While most stayed for at least four nights (62%), the majority of British holidaymakers (62%) opted for a short break of three nights or less.

Holidaymaker length of stay	Up to 3 nights	4 to 5 nights	6 to 8 nights	9 to 14 nights	15+ nights	All	Av. Stay (nights)
Great Britain	62%	18%	11%	6%	2%	100%	4.5
North America	20%	20%	34%	24%	2%	100%	7.6
Mainland Europe	28%	30%	20%	16%	5%	100%	6.7
Other Areas	34%	21%	23%	15%	7%	100%	9.1
All	38%	22%	22%	15%	3%	100%	6.4

## WHAT AGE WERE OUR HOLIDAYMAKERS?

Almost three-fifths (55%) of all holidaymakers were under 45 years of age, and this increased to 61% of holidaymakers from Mainland Europe.

Holidaymaker age	U25	25 - 34	35 - 44	45 - 54	55 - 64	65+	All
Great Britain	12%	24%	17%	16%	18%	12%	100%
North America	11%	23%	16%	17%	20%	13%	100%
Mainland Europe	20%	27%	14%	19%	15%	5%	100%
Other Areas	12%	32%	11%	14%	17%	13%	100%
All	14%	25%	15%	17%	18%	10%	100%

# ALL TOURISM ACROSS THE ISLAND OF IRELAND

In total, tourism on the island of Ireland generated €11.4/£9.9 billion in 2024. In addition to the €6.9/£6.0 billion generated by overseas visitors, a further €3.9/£3.4 billion was generated by residents of Ireland and €632/£550 million came from Northern Ireland residents. Overseas tourists accounted for 60% of spend, 57% of nights, and 29% of trips on the island.

€11.4/£9.9 BILLION WAS GENERATED FROM TOURISM IN 2024, 60% OF WHICH CAME FROM OVERSEAS TOURISTS

2024 on the island of Ireland	Trips (m)	Share of trips	Spend	Share of spend
Overseas residents	8.4	29%	€6.9 / £6.0bn	60%
Ireland residents	17.7	61%	€3.9 / £3.4bn	34%
Northern Ireland residents	2.8	10%	€632 / £550mn	6%
Total	28.9	100%	€11.4 / £9.9bn	100%

## JURISDICTION

Overseas tourists accounted for €6 in every €10 of tourism spend and around 6 in 10 bednights in Ireland. In Northern Ireland, 58p in every £1 of tourism spend and three-fifths of all bednights (60%) are by overseas residents.

Jurisdiction share of spend

	Residents ↓	Island of Ireland	Republic of Ireland	Northern Ireland
Spend	Overseas residents	60%	61%	58%
	Island of Ireland residents	40%	39%	42%
Trips	Overseas residents	29%	28%	43%
	Island of Ireland residents	71%	72%	57%
Nights	Overseas residents	57%	56%	60%
	Island of Ireland residents	43%	44%	40%

# SEASONALITY

Overseas tourism is crucial year-round, generating the majority of revenue and nights every quarter.

	Residents ↓	Q1	Q2	Q3	Q4
Spend	Overseas residents	61%	63%	61%	57%
	Island of Ireland residents	39%	37%	39%	43%
Trips	Overseas residents	32%	30%	28%	26%
	Island of Ireland residents	68%	70%	72%	74%
Nights	Overseas residents	60%	59%	53%	56%
	Island of Ireland residents	40%	41%	47%	44%

# OVERSEAS TOURISM STATISTICS FOR 2024

## OVERSEAS TOURISM SUMMARY 2024 (EURO €) TOURISTS

Tourists	Spend (€m)	vs. 2023	Share	Trips (000's)	vs. 2023	Share	Nights (000's)	vs. 2023	Share	Av. Stay (nights)	Av. Spend per trip (€)	Av. Spend per night (€)
Great Britain	1,807	+3%	26%	3,976	+2%	47%	19,029	-3%	32%	4.8	454	95
North America	2,318	+19%	34%	1,514	+9%	18%	13,712	+11%	23%	9.1	1,530	169
US	1,973	+17%	29%	1,298	+8%	15%	11,388	+9%	19%	8.8	1,520	173
Canada	344	+35%	5%	216	+20%	3%	2,324	+23%	4%	10.8	1,594	148
Mainland Europe	2,174	+7%	32%	2,476	+5%	29%	20,004	-11%	33%	8.1	878	109
Germany	464	+8%	7%	480	+4%	6%	3,775	-6%	6%	7.9	965	123
France	398	+10%	6%	408	+3%	5%	3,636	-8%	6%	8.9	974	109
Italy	233	+21%	3%	254	+11%	3%	2,105	+1%	4%	8.3	916	111
Spain	233	-12%	3%	263	-8%	3%	2,419	-30%	4%	9.2	887	96
Netherlands	177	+34%	3%	238	+30%	3%	1,524	+39%	3%	6.4	743	116
Nordics	162	+52%	2%	175	+13%	2%	1,091	+28%	2%	6.2	925	148
Switzerland	106	+50%	2%	95	+17%	1%	740	+26%	1%	7.8	1,116	144
Belgium	54	-11%	1%	77	-5%	1%	490	-13%	1%	6.4	702	110
Austria	35	-10%	1%	38	+3%	0%	254	-25%	0%	6.7	921	138
Other Areas	598	-4%	9%	440	+6%	5%	7,108	-2%	12%	16.2	1,361	84
Australia	189	-10%	3%	137	-3%	2%	2,113	+0%	4%	15.4	1,383	90
New Zealand	28	-5%	0%	19	-13%	0%	262	-10%	0%	13.8	1,461	106
All	6,897	+9%	100%	8,406	+4%	100%	59,853	-3%	100%	7.1	820	115



## OVERSEAS TOURISM SUMMARY 2024 (EURO €) HOLIDAYMAKERS

Holidaymakers	Spend (€m)	vs. 2023	Share	Trips (000's)	vs. 2023	Share	Nights (000's)	vs. 2023	Share	Av. Stay (nights)	Av. Spend per trip (€)	Av. Spend per night (€)
Great Britain	635	+8%	18%	1,159	+7%	34%	5,205	+1%	24%	4.5	548	122
North America	1,654	+21%	46%	1,005	+9%	29%	7,629	+12%	35%	7.6	1,646	217
US	1,417	+19%	40%	872	+7%	25%	6,490	+10%	30%	7.4	1,625	218
Canada	237	+36%	7%	133	+19%	4%	1,140	+25%	5%	8.6	1,781	208
Mainland Europe	1,041	+16%	29%	1,096	+11%	32%	7,375	+7%	34%	6.7	950	141
Germany	269	+6%	8%	252	+4%	7%	1,879	+2%	9%	7.4	1,067	143
France	213	+13%	6%	209	+7%	6%	1,554	-1%	7%	7.4	1,016	137
Italy	107	+41%	3%	120	+20%	3%	681	+22%	3%	5.7	887	156
Netherlands	91	+18%	3%	104	+30%	3%	702	+32%	3%	6.7	871	129
Spain	82	+10%	2%	110	+7%	3%	633	-1%	3%	5.8	751	130
Nordics	81	+61%	2%	78	+34%	2%	404	+27%	2%	5.2	1,036	200
Switzerland	62	+59%	2%	48	+31%	1%	380	+49%	2%	7.9	1,296	163
Belgium	30	-20%	1%	37	-0%	1%	252	-9%	1%	6.8	808	119
Austria	21	+19%	1%	23	+23%	1%	135	+13%	1%	6.0	937	156
Other Areas	230	+7%	6%	185	+12%	5%	1,686	+2%	8%	9.1	1,246	137
Australia	92	-11%	3%	63	+0%	2%	660	-4%	3%	10.5	1,470	140
New Zealand	14	+1%	0%	9	-18%	0%	90	+14%	0%	9.6	1,523	158
All	3,560	+16%	100%	3,445	+9%	100%	21,894	+7%	100%	6.4	1,033	163

## OVERSEAS TOURISM SUMMARY 2024 (STERLING £) TOURISTS

Market	Spend (£m)	vs. 2023	Share	Trips (000's)	vs. 2023	Share	Nights (000's)	vs. 2023	Share	Av. Stay (nights)	Av. Spend per trip (£)	Av. Spend per night (£)
Great Britain	1,572	+3%	26%	3,976	+2%	47%	19,029	-3%	32%	4.8	395	83
North America	2,016	+19%	34%	1,514	+9%	18%	13,712	+11%	23%	9.1	1,331	147
US	1,717	+17%	29%	1,298	+8%	15%	11,388	+9%	19%	8.8	1,322	151
Canada	299	+35%	5%	216	+20%	3%	2,324	+23%	4%	10.8	1,387	129
Mainland Europe	1,892	+7%	32%	2,476	+5%	29%	20,004	-11%	33%	8.1	764	95
Germany	403	+8%	7%	480	+4%	6%	3,775	-6%	6%	7.9	840	107
France	346	+10%	6%	408	+3%	5%	3,636	-8%	6%	8.9	848	95
Italy	203	+21%	3%	254	+11%	3%	2,105	+1%	4%	8.3	797	96
Spain	203	-12%	3%	263	-8%	3%	2,419	-30%	4%	9.2	771	84
Netherlands	154	+34%	3%	238	+30%	3%	1,524	+39%	3%	6.4	646	101
Nordics	141	+52%	2%	175	+13%	2%	1,091	+28%	2%	6.2	805	129
Switzerland	93	+50%	2%	95	+17%	1%	740	+26%	1%	7.8	971	125
Belgium	47	-11%	1%	77	-5%	1%	490	-13%	1%	6.4	611	95
Austria	30	-10%	1%	38	+3%	0%	254	-25%	0%	6.7	801	120
Other Areas	521	-4%	9%	440	+6%	5%	7,108	-2%	12%	16.2	1,184	73
Australia	165	-10%	3%	137	-3%	2%	2,113	+0%	4%	15.4	1,203	78
New Zealand	24	-5%	0%	19	-13%	0%	262	-10%	0%	13.8	1,271	92
All	6,000	+9%	100%	8,406	+4%	100%	59,853	-3%	100%	7.1	714	100

## OVERSEAS TOURISM SUMMARY 2024 (STERLING £) HOLIDAYMAKERS

Market	Spend (£m)	vs. 2023	Share	Trips (000's)	vs. 2023	Share	Nights (000's)	vs. 2023	Share	Av. Stay (nights)	Av. Spend per trip (£)	Av. Spend per night (£)
Great Britain	552	+8%	18%	1,159	+7%	34%	5,205	+1%	24%	4.5	477	106
North America	1,439	+21%	46%	1,005	+9%	29%	7,629	+12%	35%	7.6	1,432	189
US	1,233	+19%	40%	872	+7%	25%	6,490	+10%	30%	7.4	1,414	190
Canada	206	+36%	7%	133	+19%	4%	1,140	+25%	5%	8.6	1,549	181
Mainland Europe	906	+16%	29%	1,096	+11%	32%	7,375	+7%	34%	6.7	826	123
Germany	234	+6%	8%	252	+4%	7%	1,879	+2%	9%	7.4	929	125
France	185	+13%	6%	209	+7%	6%	1,554	-1%	7%	7.4	884	119
Italy	93	+41%	3%	120	+20%	3%	681	+22%	3%	5.7	772	136
Netherlands	79	+18%	3%	104	+30%	3%	702	+32%	3%	6.7	758	112
Spain	72	+10%	2%	110	+7%	3%	633	-1%	3%	5.8	653	113
Nordics	70	+61%	2%	78	+34%	2%	404	+27%	2%	5.2	901	174
Switzerland	54	+59%	2%	48	+31%	1%	380	+49%	2%	7.9	1,127	142
Belgium	26	-20%	1%	37	-0%	1%	252	-9%	1%	6.8	703	104
Austria	18	+19%	1%	23	+23%	1%	135	+13%	1%	6.0	815	135
Other Areas	200	+7%	6%	185	+12%	5%	1,686	+2%	8%	9.1	1,084	119
Australia	80	-11%	3%	63	+0%	2%	660	-4%	3%	10.5	1,279	121
New Zealand	12	+1%	0%	9	-18%	0%	90	+14%	0%	9.6	1,325	137
All	3,097	+16%	100%	3,445	+9%	100%	21,894	+7%	100%	6.4	899	141

## FURTHER INFORMATION

### GLOSSARY

**Tourist:** a traveller who takes an overnight trip for a holiday, to visit friends and/or relatives, for business reasons and for other reasons, such as to learn English.

**Spend:** this covers all routine expenditure relating directly to a trip excluding fares (the cost of air and ferry tickets to travel to and from the island of Ireland).

**Nights/Bednights:** this refers to the number of nights stayed.

### ABOUT THIS DOCUMENT

All the information contained within this publication is based on information provided by:

- NISRA's Northern Ireland Passenger Survey and Household Travel Survey
- CSO's Inbound Tourism and Household Travel Survey
- Fáilte Ireland's Survey of Overseas Travellers.

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### ABOUT TOURISM IRELAND

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination

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