

ISLAND OF IRELAND

OVERSEAS TOURISM PERFORMANCE

FACTS & FIGURES 2025



€6.4 / £5.6 BILLION
REVENUE

8.2 MILLION
TOURISTS

58.4 MILLION
NIGHTS

TOURISTS & REVENUE

In 2025, the island of Ireland welcomed 8.2 million overseas visitors, who spent €6.4 / £5.6 billion. Overseas tourists typically stayed 7.1 nights, spending on average €778 / £677 per trip and €109 / £95 per night.

Most tourists (88%) left the island by air. Out of one million ferry passengers, 82% came from Great Britain and 13% from Mainland Europe.

Northern Ireland welcomed 2 million visitors. Ireland received 6.7 million tourists.



AVERAGE SPEND & STAY

AVERAGE
SPEND
PER TRIP



€778 /
£677

AVERAGE
SPEND
PER NIGHT



€109 /
£95

AVERAGE
LENGTH OF
STAY



7.1
nights

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

2025 NUMBERS AND PURPOSE OF VISIT SHARE

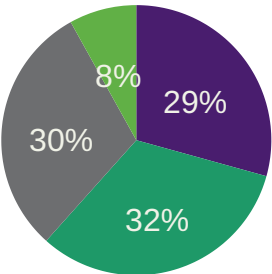
		REVENUE	SHARE	TRIPS	SHARE	NIGHTS	SHARE
	HOLIDAY	€3.1 / £2.7bn	48%	3.2m	39%	20.4m	35%
	VFR	€1.5 / £1.3bn	23%	3.1m	38%	22.3m	38%
	BUSINESS	€1 / £0.8bn	15%	1.3m	15%	6.2m	11%
	OTHER	€0.9 / £0.8bn	14%	0.7m	8%	9.5m	16%

2025 NUMBERS & MARKET AREA SHARE



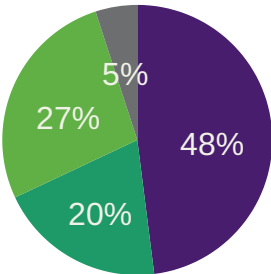
REVENUE

€6,397 million /
£5,565 million



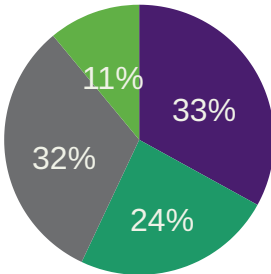
TOURISTS

8,222,000



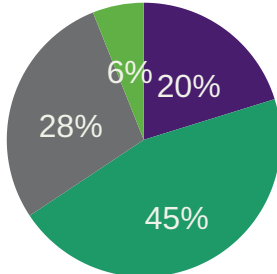
NIGHTS

58,427,000



HOLIDAY REVENUE

€3,055 million /
£2,657 million



OVERSEAS TOURISM REVENUE

HOW MUCH DID OVERSEAS TOURISTS SPEND?

North America was the largest source of revenue (32%), just ahead of Mainland Europe (30%) and Great Britain (29%). North American visitors spent the most, averaging €145 (£127) per night and €1,285 (£1,118) per trip.

Market Area	Revenue (€m)	Revenue (£m)	vs. 2024	vs. 2023	Share	Spend per trip (€)	Spend per trip (£)	vs. 2024	vs. 2023	Spend per night (€)	Spend per night (£)	vs. 2024	vs. 2023
Great Britain	€1,875	£1,631	+4%	+7%	29%	€471	£410	+4%	+5%	€98	£85	+3%	+10%
North America	€2,073	£1,803	-11%	+6%	32%	€1,285	£1,118	-16%	-9%	€145	£127	-14%	-8%
Mainland Europe	€1,907	£1,659	-12%	-6%	30%	€852	£741	-3%	-0%	€101	£88	-7%	+12%
Other Areas	€542	£472	-9%	-13%	8%	€1,391	£1,210	+2%	-8%	€88	£77	+5%	+3%
All	€6,397	£5,565	-7%	+1%	100%	€778	£677	-5%	-1%	€109	£95	-5%	+6%

Jurisdiction		Ireland						Northern Ireland					
Market Area	Revenue (€m)	vs. 2024	vs. 2023	Share	Spend per trip (€)	Spend per night (€)		Revenue (£m)	vs. 2024	vs. 2023	Share	Spend per trip (£)	Spend per night (£)
Great Britain	€1,360	+2%	+11%	24%	€515	€104		£448	+8%	-3%	70%	£302	£74
North America	€1,989	-10%	+7%	35%	€1,264	€150		£73	-18%	+2%	11%	£290	£77
Mainland Europe	€1,837	-12%	-5%	32%	€855	€103		£61	-21%	-18%	10%	£310	£61
Other Areas	€479	-11%	-13%	8%	€1,411	€90		£55	+2%	-13%	9%	£518	£65
Total	€5,665	-8%	+2%	100%	€845	€114		£637	+1%	-5%	100%	£313	£72



Great Britain contributed 24% of revenue to Ireland and 70% of revenue to Northern Ireland



Revenue from North America fell -11% after a +19% rise in 2024 (well ahead of the +9% growth in trips)

Spend from British tourists increased compared to 2024 for both Northern Ireland (+8%) and Ireland (+2%)



Overseas visitors spent on average €114 per night in Ireland and £72 per night in Northern Ireland



HOW DID PURPOSE OF VISIT CONTRIBUTE TO SPEND?

In 2025, holidaymakers generated €3.1 / £2.7 billion, accounting for 48% of tourism revenue across the island of Ireland. A further €1.5 / £1.3 billion came from those visiting friends and relatives (VFR), while business visitors contributed €1 / £0.8 billion. North America was the leading source of holiday revenue (45%), followed by Mainland Europe (28%). British visitors were the strongest contributors to both VFR revenue (45%) and business revenue (43%). Two-fifths (42%) of Other revenue was generated by Mainland European tourists.

Purpose	Holiday			VFR			Business			Other		
Market Area	Revenue (€m)	Revenue (£m)	Share	Revenue (€m)	Revenue (£m)	Share	Revenue (€m)	Revenue (£m)	Share	Revenue (€m)	Revenue (£m)	Share
Great Britain	€623	£542	20%	€671	£583	45%	€417	£363	43%	€165	£143	18%
North America	€1,373	£1,195	45%	€286	£249	19%	€149	£130	15%	€264	£230	30%
Mainland Europe	€869	£756	28%	€337	£293	23%	€331	£288	34%	€371	£323	42%
Other Areas	€189	£165	6%	€197	£171	13%	€66	£58	7%	€90	£78	10%
All	€3,055	£2,657	100%	€1,490	£1,296	100%	€963	£837	100%	€890	£774	100%

HOW DID OVERSEAS TOURISTS SPEND THEIR MONEY?

Food and drink accounted for the largest share of overseas tourist spending (37%), followed by accommodation (28%). This is true for all market areas, to varying degrees.

Breakdown of spend	Food & drink	Accommodation	Shopping	Internal Transport	Entertainment	Miscellaneous	All
Great Britain	40%	28%	10%	9%	10%	2%	100%
North America	37%	28%	8%	12%	14%	1%	100%
Mainland Europe	35%	28%	8%	10%	17%	1%	100%
Other Areas	34%	34%	9%	8%	14%	1%	100%
Total	37%	28%	9%	10%	14%	1%	100%

OVERSEAS TOURISTS



AROUND 1 IN 4
OVERSEAS
TOURISTS AND
HOLIDAYMAKERS
TO THE ISLAND
STAYED OVERNIGHT
IN NORTHERN
IRELAND

WHERE DID OUR OVERSEAS TOURISTS COME FROM?

Out of 8.2 million overseas visitors to the island of Ireland, 517,000 (6%) stayed overnight on both sides of the border.

OUR TOP MARKETS

Great Britain, the US, Germany and France made up 75% of tourists, 69% of revenue and 65% of nights in Ireland. In terms of holidays, these markets contributed 75% of trips, 73% of revenue and 72% of nights.

LONG HAUL

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

HOLIDAYMAKERS

3.2 million overseas tourists in 2025 came for a holiday and they generated €3.1 / £2.7 billion (48%) in overseas revenue.

VISITING FRIENDS & RELATIVES

Three in eight (38%) tourists travelled to visit friends and relatives (VFR). Among VFR tourists, Great Britain was the main source, accounting for 61% of those visiting the island of Ireland and 82% of those travelling specifically to Northern Ireland.

BUSINESS

15% (equivalent to one in seven) of overseas visitors to the island of Ireland came for business purposes.

OTHER

Only 8% of overseas tourists came for "other" reasons like English Language Training (ELT).

WHERE DID OUR OVERSEAS TOURISTS COME FROM?

Jurisdiction Residency	Island of Ireland				Ireland				Northern Ireland			
	Trips (k)	vs. 2024	vs. 2023	Share	Trips (k)	vs. 2024	vs. 2023	Share	Trips (k)	vs. 2024	vs. 2023	Share
Great Britain	3,981	+0%	+2%	48%	2,642	-1%	+1%	39%	1,483	+4%	+3%	73%
North America	1,613	+7%	+16%	20%	1,573	+7%	+17%	23%	250	+4%	+30%	12%
United States	1,382	+6%	+15%	17%	1,353	+7%	+15%	20%	186	-2%	+32%	9%
Canada	231	+7%	+29%	3%	220	+8%	+32%	3%	64	+25%	+26%	3%
Mainland Europe	2,238	-10%	-5%	27%	2,149	-9%	-5%	32%	195	-11%	-9%	10%
Germany	445	-7%	-4%	5%	435	-7%	-4%	6%	35	-11%	+3%	2%
France	369	-10%	-7%	4%	358	-9%	-7%	5%	30	-13%	-4%	1%
Italy	224	-12%	-2%	3%	220	-11%	-1%	3%	14	-12%	-4%	1%
Spain	251	-5%	-12%	3%	241	-2%	-13%	4%	16	-46%	-28%	1%
Netherlands	200	-16%	+9%	2%	188	-17%	+9%	3%	23	-4%	+4%	1%
Nordics	147	-16%	-5%	2%	140	-17%	-5%	2%	12	-13%	-8%	1%
Switzerland	85	-11%	+4%	1%	82	-10%	+5%	1%	8	-23%	-13%	0%
Austria	43	+13%	+17%	1%	42	+14%	+15%	1%	3	-14%	+95%	0%
Belgium	59	-22%	-26%	1%	57	-24%	-27%	1%	7	+81%	-17%	0%
Other Europe	416	-7%	-9%	5%	386	-7%	-6%	6%	47	+9%	-20%	2%
Other Areas	390	-11%	-2%	5%	339	-12%	-6%	5%	107	-1%	+29%	5%
Australia	136	-0%	-4%	2%	122	-1%	-5%	2%	45	+11%	+13%	2%
New Zealand	19	+1%	-11%	0%	16	+4%	-10%	0%	8	+21%	-2%	0%
Rest of the World	234	-17%	-1%	3%	201	-19%	-6%	3%	54	-12%	+55%	3%
Total	8,222	-2%	+2%	100%	6,703	-3%	+2%	100%	2,036	+2%	+6%	100%

WHAT WAS THE REASON FOR OVERSEAS TOURISTS VISITING?

Purpose Market Area	Holiday		VFR		Business		Other		All	
	Trips (k)	Share	Trips (k)	Share	Trips (k)	Share	Trips (k)	Share	Trips (k)	Share
Great Britain	1,117	35%	1,903	61%	727	58%	275	39%	3,981	48%
North America	1,014	31%	357	11%	119	9%	157	23%	1,613	20%
Mainland Europe	946	29%	704	22%	371	30%	236	34%	2,238	27%
Other Areas	156	5%	177	6%	38	3%	29	4%	390	5%
All	3,233	100%	3,141	100%	1,255	100%	698	100%	8,222	100%

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



THOSE VISITING
FRIENDS AND / OR
FAMILY REPRESENT
37% OF OVERSEAS
TOURISTS

NIGHTS

HOW MANY NIGHTS DID OVERSEAS TOURISTS STAY?

Overseas tourists spent 58.4 million nights on the island in 2025, with an average stay of 7.1 nights. Visitors from Great Britain and Mainland Europe accounted for 65% of all bednights, while North Americans made up a further 24%. The remaining nights came from visitors from Other Areas who, although fewer in number, stayed more than twice as long as the average visitor.

Purpose	Holiday		VFR		Business		Other		All	
Market Area	Nights (k)	Share	Nights (k)	Share	Nights (k)	Share	Nights (k)	Share	Nights (k)	Share
Great Britain	5,169	25%	10,032	45%	2,486	40%	1,446	15%	19,133	33%
North America	7,380	36%	3,685	17%	726	12%	2,458	26%	14,249	24%
Mainland Europe	6,442	32%	5,397	24%	2,570	41%	4,487	47%	18,896	32%
Other Areas	1,446	7%	3,170	14%	412	7%	1,122	12%	6,150	11%
All	20,436	100%	22,284	100%	6,195	100%	9,513	100%	58,427	100%

Island of Ireland						By jurisdiction	
Market Area	Holiday	VFR	Business	Other	All	Ireland	Northern Ireland
Great Britain	4.6	5.3	3.4	5.2	4.8	5.0	4.1
North America	7.3	10.3	6.1	15.6	8.8	8.5	3.8
Mainland Europe	6.8	7.7	6.9	19.0	8.4	8.3	5.1
Other Areas	9.2	17.9	10.9	39.0	15.8	15.6	8.0
All	6.3	7.1	4.9	13.6	7.1	7.4	4.3



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 (40%).

Share of nights	Friends and/or Relatives	Hotels	Rented Accommodation	Guesthouses / B&B's	Other	All
Great Britain	48%	27%	9%	5%	12%	100%
North America	19%	40%	13%	6%	22%	100%
Mainland Europe	32%	16%	15%	6%	30%	100%
Other Areas	38%	9%	18%	4%	32%	100%
All	34%	25%	13%	5%	23%	100%

Note: Night by accommodation type based on direct only



Hotels were most popular among North Americans (40% of nights stayed)



Around half (48%) of nights spent by British tourists were with family and / or friends



Over three-fifths of Mainland Europeans' nights were spent with friends and family (32%) and in "other" accommodation (30%)



Rented accommodation was most popular with tourists from Other Areas (18%)



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 (31%) on the island of Ireland.



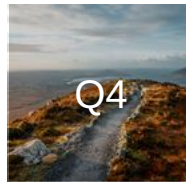
Q1



Q2



Q3



Q4

Jan - Mar

€0.9 / £0.8bn

14% of revenue

1.4m / 18% of tourists

9.4m / 16% of nights

Apr - Jun

€1.8 / £1.6bn

28% of revenue

2.3m / 27% of tourists

15.7m / 27% of nights

Jul - Sep

€2.2 / £1.9bn

35% of revenue

2.6m / 31% of tourists

19.7m / 34% of nights

Oct - Dec

€1.5 / £1.3bn

23% of revenue

2.0m / 24% of tourists

13.7m / 23% of nights

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

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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	18%	29%	31%	22%
North America	9%	31%	39%	21%
Mainland Europe	14%	26%	33%	26%
Other areas	14%	23%	38%	25%
All	14%	28%	35%	23%

Av. spend per night	Q1 Jan-Mar	Q2 Apr-Jun	Q3 Jul-Sep	Q4 Oct-Dec
Great Britain	€91 / £79	€107 / £93	€91 / £79	€105 / £91
North America	€117 / £102	€147 / £128	€155 / £135	€142 / £123
Mainland Europe	€91 / £79	€102 / £89	€109 / £95	€96 / £84
Other areas	€74 / £64	€91 / £80	€94 / £82	€86 / £75
All	€94 / £82	€115 / £100	€114 / £99	€108 / £94

Av. stay (nights)	Q1 Jan-Mar	Q2 Apr-Jun	Q3 Jul-Sep	Q4 Oct-Dec
Great Britain	4.6	4.7	5.5	4.2
North America	9.0	9.0	8.6	9.0
Mainland Europe	7.5	8.2	8.9	8.7
Other areas	16.7	14.3	15.3	17.4
All	6.5	7.0	7.7	7.0

SEASONALITY BY PURPOSE OF VISIT

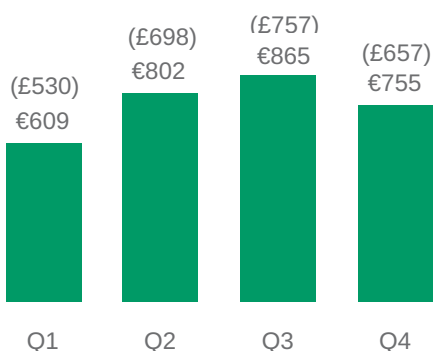
Business tourists and holidaymakers consistently recorded the highest spend per night across all quarters.

Share of spend	Q1 Jan-Mar	Q2 Apr-Jun	Q3 Jul-Sep	Q4 Oct-Dec
Holiday	10%	30%	40%	19%
VFR	18%	29%	30%	23%
Business	18%	25%	27%	30%
Other	15%	24%	32%	29%
All	14%	28%	35%	23%

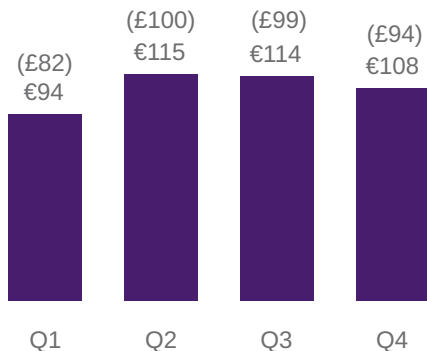
Av. spend per night	Q1 Jan-Mar	Q2 Apr-Jun	Q3 Jul-Sep	Q4 Oct-Dec
Holiday	€138 / £120	€152 / £132	€143 / £124	€168 / £146
VFR	€57 / £49	€77 / £67	€65 / £56	€68 / £59
Business	€155 / £134	€163 / £142	€148 / £129	€157 / £136
Other	€99 / £86	€82 / £71	€127 / £111	€78 / £68
All	€94 / £82	€115 / £100	€114 / £99	€108 / £94

Av. stay (nights)	Q1 Jan-Mar	Q2 Apr-Jun	Q3 Jul-Sep	Q4 Oct-Dec
Holiday	5.1	6.4	7.6	5.2
VFR	7.4	6.8	7.9	6.4
Business	4.2	4.5	5.7	5.5
Other	11.9	15.7	9.1	20.4
All	6.5	7.0	7.7	7.0

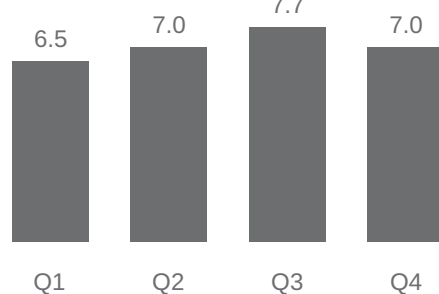
AVERAGE SPEND PER TRIP



AVERAGE SPEND PER NIGHT



AVERAGE LENGTH OF STAY (NIGHTS)



REGIONALITY

WHERE ON THE ISLAND OF IRELAND DID 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.

Trips (ooo's)	Tourists	Share	Holidaymakers	Share
Dublin	3,979	48%	1,987	61%
Northern Ireland	2,036	25%	796	25%
South-West	1,446	18%	808	25%
West	1,120	14%	750	23%
Mid-East & Midlands	893	11%	207	6%
Mid-West	814	10%	388	12%
South-East	575	7%	247	8%
Border	474	6%	219	7%
Island of Ireland	8,222	138%	3,233	167%

Note: Share adds to >100% due to visiting more than one region

Spend	€m	£m	Share
Dublin	2,172	1,890	34%
South-West	1,212	1,054	19%
Northern Ireland	732	637	11%
West	616	536	10%
Mid-East & Midlands	585	509	9%
Mid-West	465	405	7%
South-East	318	277	5%
Border	297	258	5%
Island of Ireland	6,397	5,565	100%



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?

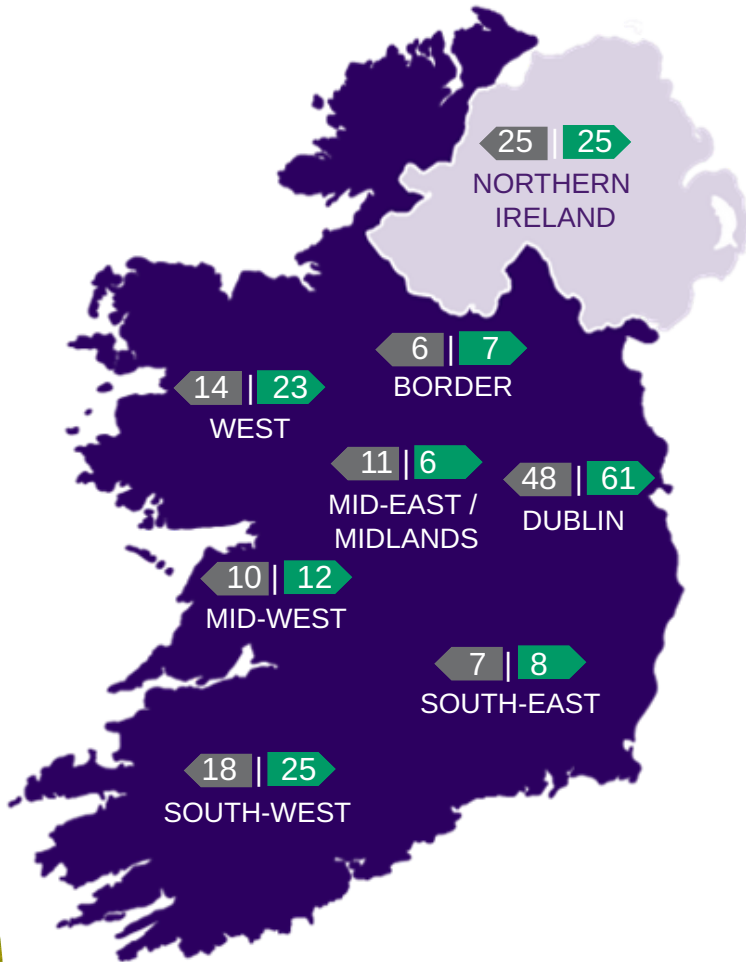
North Americans travelled more extensively than those from other market areas and that's true for both tourists and holidaymakers.

Trips (ooo's)	Dublin	Northern Ireland	South-West	West	Mid-East & Midlands	Mid-West	South-East	Border	Island of Ireland	Av. # of areas
Great Britain	1,206	1,483	414	232	359	339	191	197	3,981	1.1
North America	1,233	250	555	499	147	277	190	152	1,613	2.0
Mainland Europe	1,324	195	394	321	342	163	164	98	2,238	1.3
Other Areas	215	107	84	68	45	34	29	26	390	1.6
All	3,979	2,036	1,446	1,120	893	814	575	474	8,222	1.4

Holiday trips (ooo's)	Dublin	South-West	Northern Ireland	West	Mid-West	South-East	Border	Mid-East & Midlands	Island of Ireland	Av. # of areas
Great Britain	363	105	468	89	103	35	57	52	1,117	1.1
North America	846	422	171	388	194	132	99	69	1,014	2.3
Mainland Europe	670	245	99	236	79	71	54	79	946	1.6
Other Areas	108	36	58	37	13	8	9	7	156	1.8
All	1,987	808	796	750	388	247	219	207	3,233	1.7

Note: The tables above are ranked by most popular

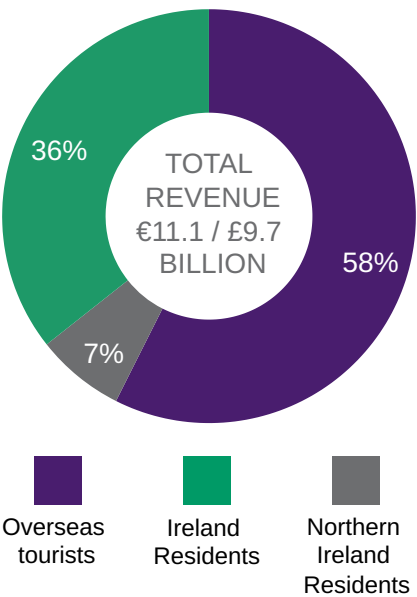
■ % Tourists ■ % Holidaymakers



ALL TOURISM ACROSS THE ISLAND OF IRELAND

In 2025, tourism on the island of Ireland brought in €11.1 / £9.7 billion, with overseas visitors contributing €6.4 / £5.6 billion, Ireland residents €4 / £3.5 billion and Northern Ireland residents €743 / £640 million. Overseas tourists made up 58% of spending, 57% of nights and 29% of trips.

€11.1 / £9.7 BILLION
WAS GENERATED FROM
TOURISM IN 2025, 58%
OF WHICH CAME FROM
OVERSEAS TOURISTS



OVERSEAS TOURISTS

8.2m trips (29%)
€6.4 / £5.6bn spend (58%)

IRELAND RESIDENTS

16.6m trips (59%)
€4 / £3.5bn spend (36%)

NORTHERN IRELAND RESIDENTS

3.2m trips (12%)
€743 / £640m spend (7%)

JURISDICTION

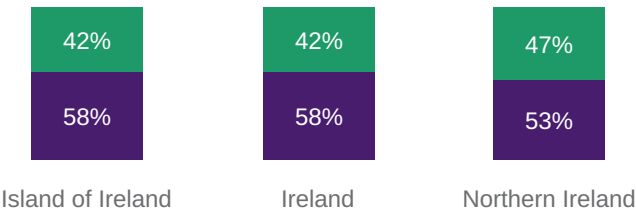
Overseas tourists contributed 58c of every €1 spent and 57% of bednights in Ireland. In Northern Ireland, they accounted for 53p per €1 spent and 59% of all bednights.

SEASONALITY

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

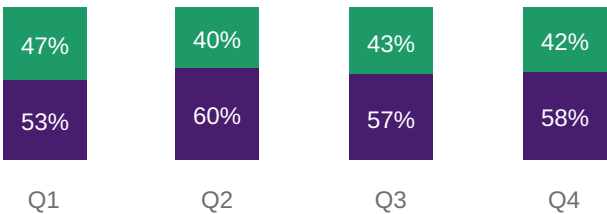
JURISDICTIONAL SHARE OF SPEND

Overseas tourists IOI residents



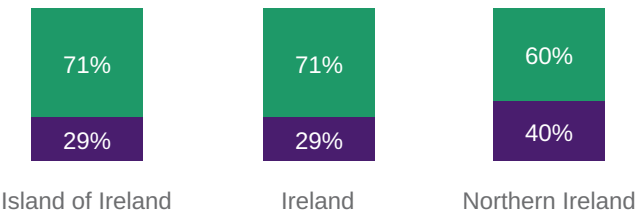
SEASONAL SHARE OF SPEND

Overseas tourists IOI residents



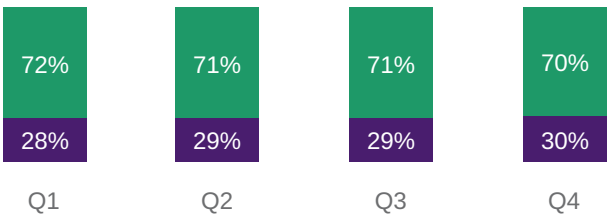
JURISDICTIONAL SHARE OF TRIPS

Overseas tourists IOI residents



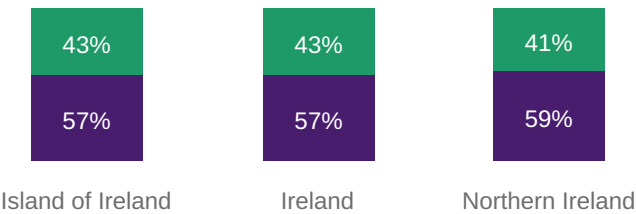
SEASONAL SHARE OF TRIPS

Overseas tourists IOI residents



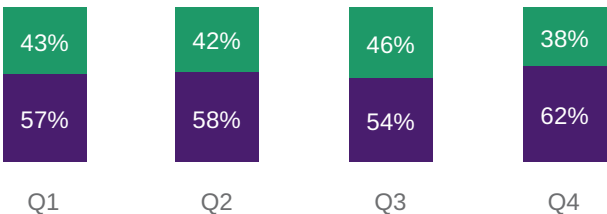
JURISDICTIONAL SHARE OF NIGHTS

Overseas tourists IOI residents



SEASONAL SHARE OF NIGHTS

Overseas tourists IOI residents



OVERSEAS TOURISM SUMMARY 2025

ISLAND OF IRELAND OVERSEAS TOURISM STATISTICS 2025 (EURO €)

Residency	Revenue (€m)	vs. 2024	vs. 2023	Share	Trips (k)	vs. 2024	vs. 2023	Share	Nights (k)	vs. 2024	vs. 2023	Share	Average stay	Spend per trip	Spend per night
Great Britain	€1,875	+4%	+7%	29%	3,981	+0%	+2%	48%	19,133	+1%	-3%	33%	4.8	€471	€98
North America	€2,073	-11%	+6%	32%	1,613	+7%	+16%	20%	14,249	+4%	+16%	24%	8.8	€1,285	€145
United States	€1,787	-9%	+6%	28%	1,382	+6%	+15%	17%	11,896	+4%	+14%	20%	8.6	€1,293	€150
Canada	€285	-17%	+12%	4%	231	+7%	+29%	3%	2,353	+1%	+25%	4%	10.2	€1,234	€121
Mainland Europe	€1,907	-12%	-6%	30%	2,238	-10%	-5%	27%	18,896	-6%	-16%	32%	8.4	€852	€101
Germany	€413	-11%	-4%	6%	445	-7%	-4%	5%	3,457	-8%	-14%	6%	7.8	€929	€119
France	€319	-20%	-12%	5%	369	-10%	-7%	4%	3,221	-11%	-18%	6%	8.7	€865	€99
Italy	€230	-1%	+20%	4%	224	-12%	-2%	3%	2,235	+6%	+8%	4%	10.0	€1,027	€103
Spain	€201	-14%	-24%	3%	251	-5%	-12%	3%	2,170	-10%	-37%	4%	8.7	€803	€93
Netherlands	€149	-16%	+13%	2%	200	-16%	+9%	2%	1,437	-6%	+31%	2%	7.2	€745	€104
Nordics	€112	-31%	+5%	2%	147	-16%	-5%	2%	877	-20%	+3%	2%	6.0	€766	€128
Switzerland	€80	-25%	+12%	1%	85	-11%	+4%	1%	648	-12%	+10%	1%	7.6	€939	€123
Austria	€52	+47%	+33%	1%	43	+13%	+17%	1%	482	+90%	+42%	1%	11.2	€1,203	€107
Belgium	€49	-9%	-19%	1%	59	-22%	-26%	1%	435	-11%	-23%	1%	7.3	€822	€112
Other Europe	€302	-3%	-18%	5%	416	-7%	-9%	5%	3,933	-1%	-28%	7%	9.4	€726	€77
Other Areas	€542	-9%	-11%	8%	390	-11%	-2%	5%	6,150	-13%	-14%	11%	15.8	€1,391	€88
Australia	€192	+1%	-9%	3%	136	-0%	-4%	2%	1,928	-9%	-9%	3%	14.1	€1,405	€99
New Zealand	€22	-20%	-24%	0%	19	+1%	-11%	0%	238	-9%	-18%	0%	12.4	€1,151	€93
Rest of the World	€329	-14%	-11%	5%	234	-17%	-1%	3%	3,983	-16%	-16%	7%	17.0	€1,403	€82
Total	€6,397	-7%	+1%	100%	8,222	-2%	+2%	100%	58,427	-2%	-5%	100%	7.1	€778	€109

ISLAND OF IRELAND OVERSEAS TOURISM STATISTICS 2025 (STERLING £)

Residency	Revenue (£m)	vs. 2024	vs. 2023	Share	Trips (k)	vs. 2024	vs. 2023	Share	Nights (k)	vs. 2024	vs. 2023	Share	Average stay	Spend per trip	Spend per night
Great Britain	£1,631	+4%	+7%	29%	3,981	+0%	+2%	48%	19,133	+1%	-3%	33%	4.8	£410	£85
North America	£1,803	-11%	+6%	32%	1,613	+7%	+16%	20%	14,249	+4%	+16%	24%	8.8	£1,118	£127
United States	£1,555	-9%	+6%	28%	1,382	+6%	+15%	17%	11,896	+4%	+14%	20%	8.6	£1,125	£131
Canada	£248	-17%	+12%	4%	231	+7%	+29%	3%	2,353	+1%	+25%	4%	10.2	£1,073	£105
Mainland Europe	£1,659	-12%	-6%	30%	2,238	-10%	-5%	27%	18,896	-6%	-16%	32%	8.4	£741	£88
Germany	£359	-11%	-4%	6%	445	-7%	-4%	5%	3,457	-8%	-14%	6%	7.8	£808	£104
France	£278	-20%	-12%	5%	369	-10%	-7%	4%	3,221	-11%	-18%	6%	8.7	£753	£86
Italy	£200	-1%	+20%	4%	224	-12%	-2%	3%	2,235	+6%	+8%	4%	10.0	£893	£90
Spain	£175	-14%	-24%	3%	251	-5%	-12%	3%	2,170	-10%	-37%	4%	8.7	£698	£81
Netherlands	£130	-16%	+13%	2%	200	-16%	+9%	2%	1,437	-6%	+31%	2%	7.2	£649	£90
Nordics	£98	-31%	+5%	2%	147	-16%	-5%	2%	877	-20%	+3%	2%	6.0	£666	£111
Switzerland	£69	-25%	+12%	1%	85	-11%	+4%	1%	648	-12%	+10%	1%	7.6	£817	£107
Austria	£45	+47%	+33%	1%	43	+13%	+17%	1%	482	+90%	+42%	1%	11.2	£1,047	£93
Belgium	£42	-9%	-19%	1%	59	-22%	-26%	1%	435	-11%	-23%	1%	7.3	£715	£98
Other Europe	£263	-3%	-18%	5%	416	-7%	-9%	5%	3,933	-1%	-28%	7%	9.4	£632	£67
Other Areas	£472	-9%	-11%	8%	390	-11%	-2%	5%	6,150	-13%	-14%	11%	15.8	£1,210	£77
Australia	£167	+1%	-9%	3%	136	-0%	-4%	2%	1,928	-9%	-9%	3%	14.1	£1,223	£86
New Zealand	£19	-20%	-24%	0%	19	+1%	-11%	0%	238	-9%	-18%	0%	12.4	£1,001	£81
Rest of the World	£286	-14%	-11%	5%	234	-17%	-1%	3%	3,983	-16%	-16%	7%	17.0	£1,221	£72
Total	£5,565	-7%	+1%	100%	8,222	-2%	+2%	100%	58,427	-2%	-5%	100%	7.1	£677	£95

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.
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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

We would like to thank the CSO, NISRA, Fáilte Ireland and Tourism Northern Ireland for their assistance to Tourism Ireland in compiling Overseas Tourism Performance 2025.

ABOUT TOURISM IRELAND

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a leading holiday destination.

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