

ISLAND OF IRELAND

OVERSEAS TOURISM PERFORMANCE FACTS & FIGURES 2023



€6.4/£5.5 BILLION
REVENUE

8.1 MILLION
TOURISTS

61.6 MILLION
NIGHTS

TOURISTS & REVENUE

In 2023, the island of Ireland welcomed 8.1 million overseas tourists who spent €6.4/£5.5 billion.

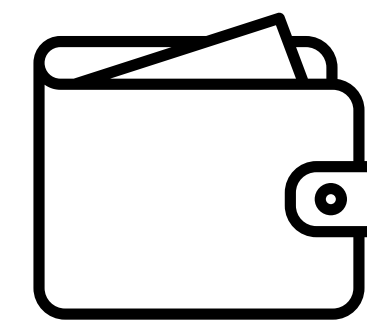
On average, overseas tourists stayed 7.6 nights and spent €786/£684 per trip, or €103/£90 per night.

The majority (87%) of tourists departed by air. Of the 1 million ferry passengers, 83% were from Great Britain and 13% were from Mainland Europe.



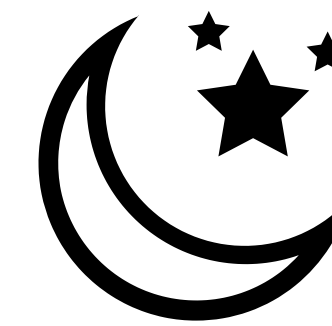
AVERAGE SPEND & STAY

AVERAGE
SPEND
PER TRIP



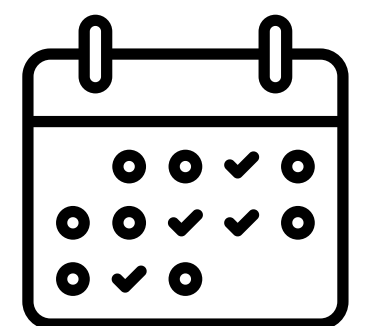
**€786/
£684**

AVERAGE
SPEND
PER NIGHT



**€103/
£90**

AVERAGE
LENGTH OF
STAY



**7.6
nights**

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

2023 NUMBERS & PURPOSE OF VISIT SHARE

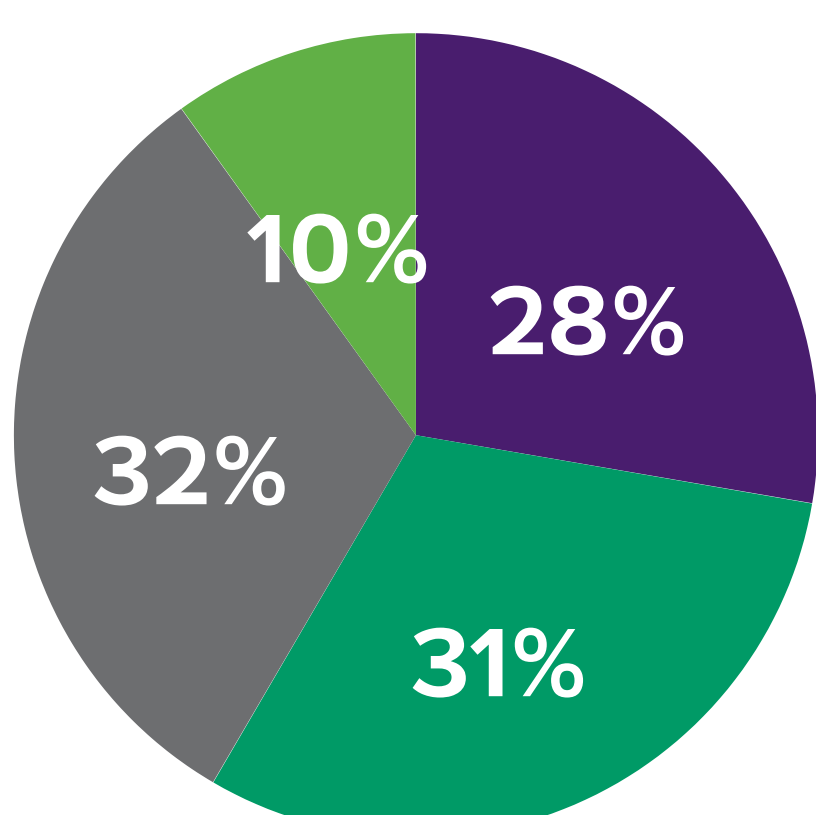
	REVENUE	SHARE	TRIPS	SHARE	NIGHTS	SHARE
HOLIDAY	€3.1/£2.7bn	48%	3.2m	39%	20.5m	33%
VFR	€1.4/£1.2bn	22%	3.2m	40%	24.8m	40%
BUSINESS	€1.0/£0.9bn	16%	1.2m	15%	6.8m	11%
OTHER	€844/£735m	13%	539k	7%	9.5m	15%

2023 NUMBERS & MARKET AREA SHARE



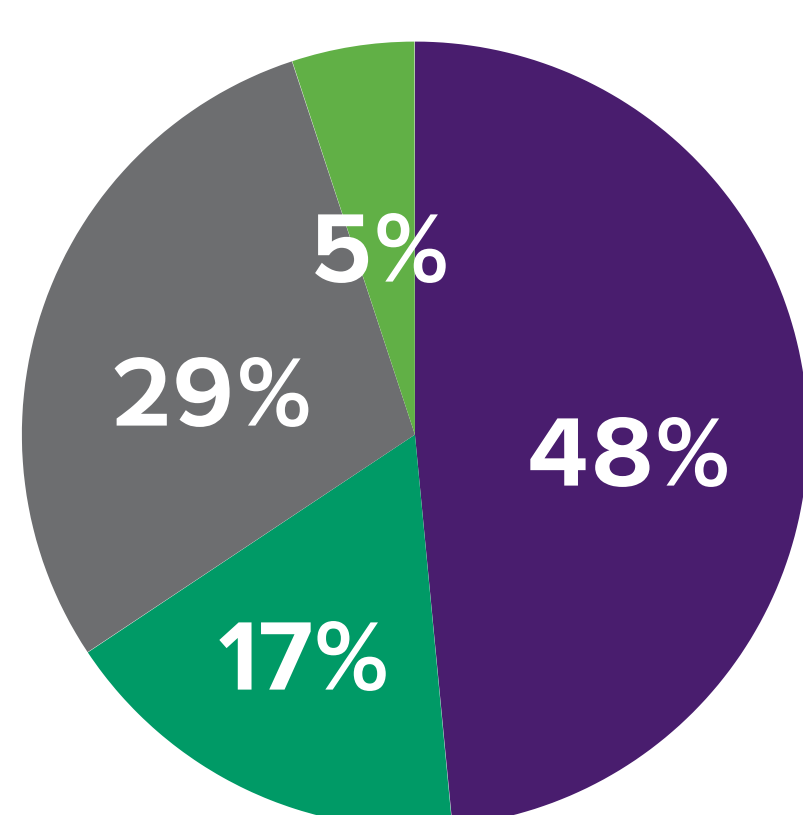
REVENUE

€6,354 million/
£5,528 million



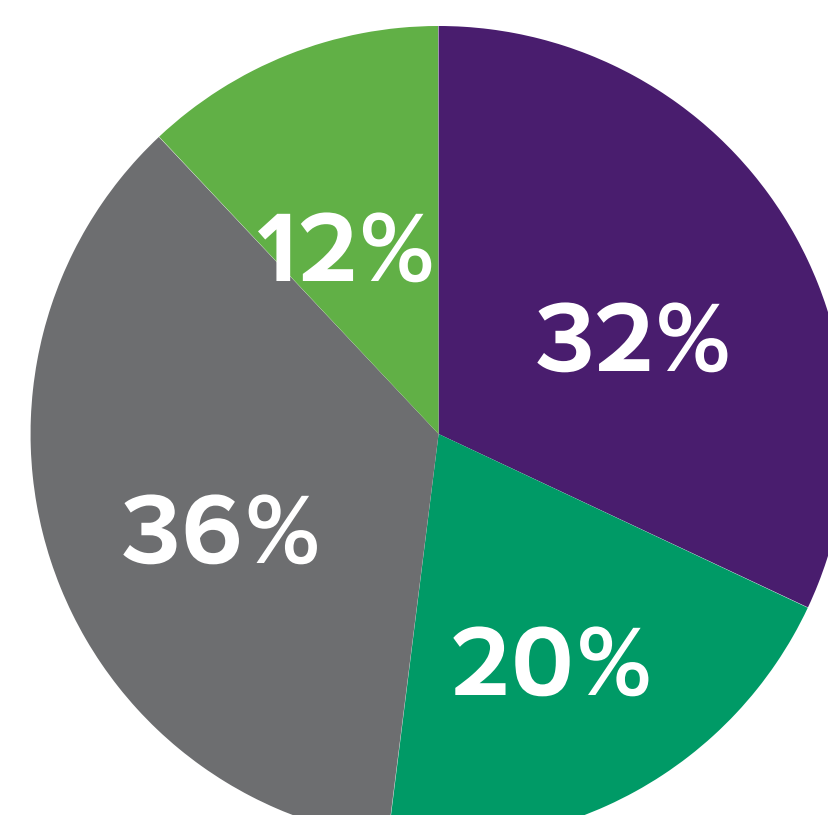
TOURISTS

8,079,000



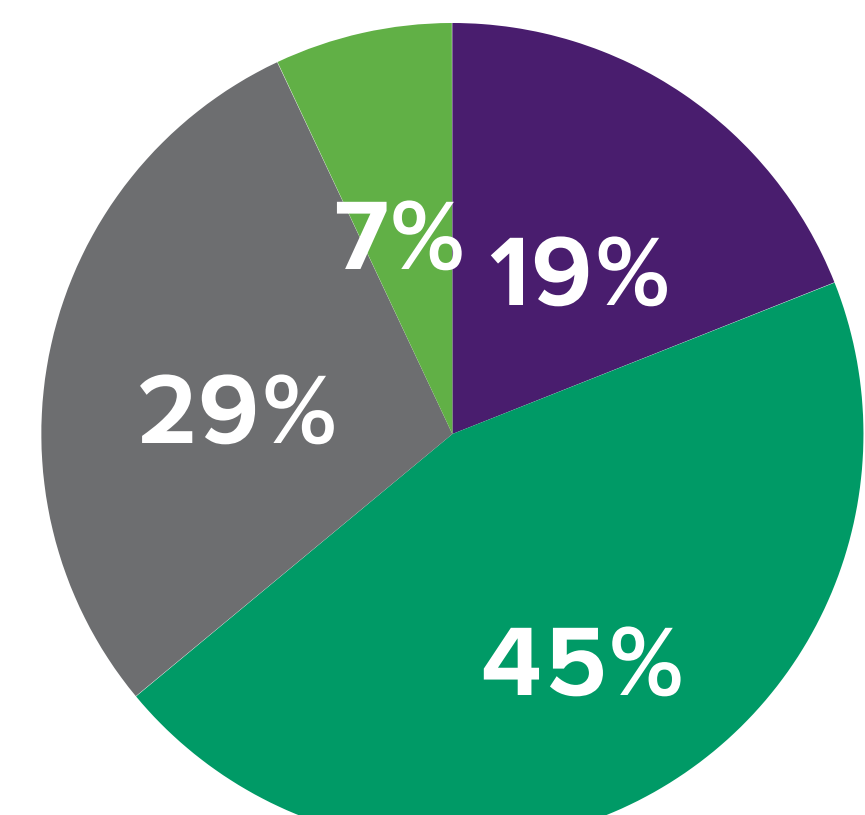
NIGHTS

61,629,000



HOLIDAY REVENUE

€3,073 million/
£2,674 million



OVERSEAS TOURISM REVENUE

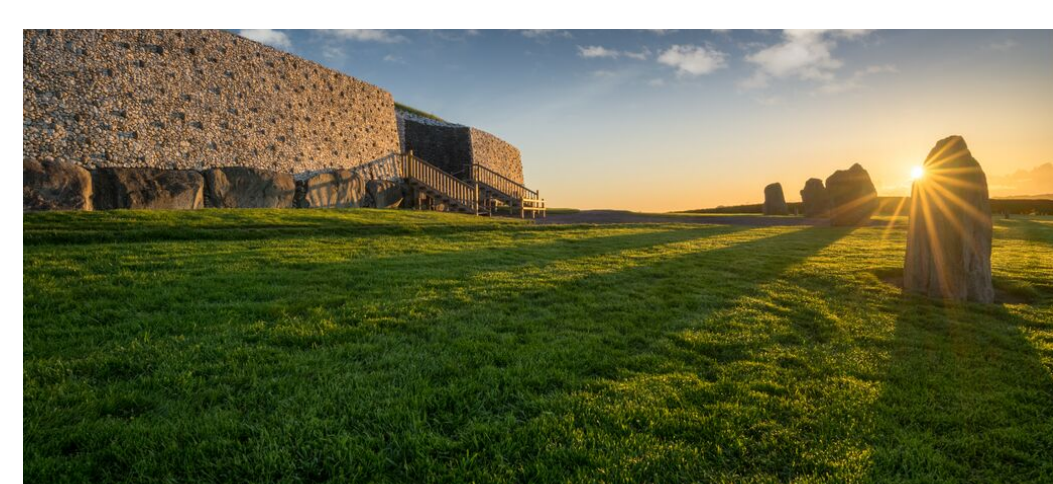
HOW MUCH DID OVERSEAS TOURISTS SPEND?

Mainland Europe, closely followed by North America, were the strongest contributors to revenue, 32% and 31% respectively. British tourists accounted for 28% of revenue while tourists from Other Areas accounted for 10%.

North Americans had the highest spend per night (€158/£138). Tourists from Other Areas (other long-haul markets) had the highest spend per trip (€1,504/£1,309) but had a similar spend per night (€86/£75) as Mainland Europeans (€90/£79) and British (€89/£78) tourists.

Spend	Island of Ireland (Euro €)				Island of Ireland (Sterling £)			
	Spend (€m)	Share	Average spend per trip (€)	Average spend per night (€)	Spend (£m)	Share	Average spend per trip (£)	Average spend per night (£)
Great Britain	1,757	28%	449	89	1,529	28%	391	78
North America	1,947	31%	1,406	158	1,694	31%	1,223	138
Mainland Europe	2,025	32%	856	90	1,762	32%	745	79
Other Areas	625	10%	1,504	86	543	10%	1,309	75
All	6,354	100%	786	103	5,528	100%	684	90

Spend	Ireland (Euro €)				Northern Ireland (Sterling £)			
	Spend (€m)	Share	Average spend per trip (€)	Average spend per night (€)	Spend (£m)	Share	Average spend per trip (£)	Average spend per night (£)
Great Britain	1,226	22%	471	89	463	69%	322	78
North America	1,865	33%	1,392	164	71	11%	372	78
Mainland Europe	1,940	35%	858	91	74	11%	344	66
Other Areas	551	10%	1,524	85	64	10%	651	83
All	5,581	100%	850	105	672	100%	346	77



Great Britain accounted for 28% of the island's revenue and 69% of Northern Ireland's revenue



North Americans were the highest spenders per night (€158/£138) on the island of Ireland

Mainland Europe (32%) and North America (31%) were the largest contributors to overseas revenue

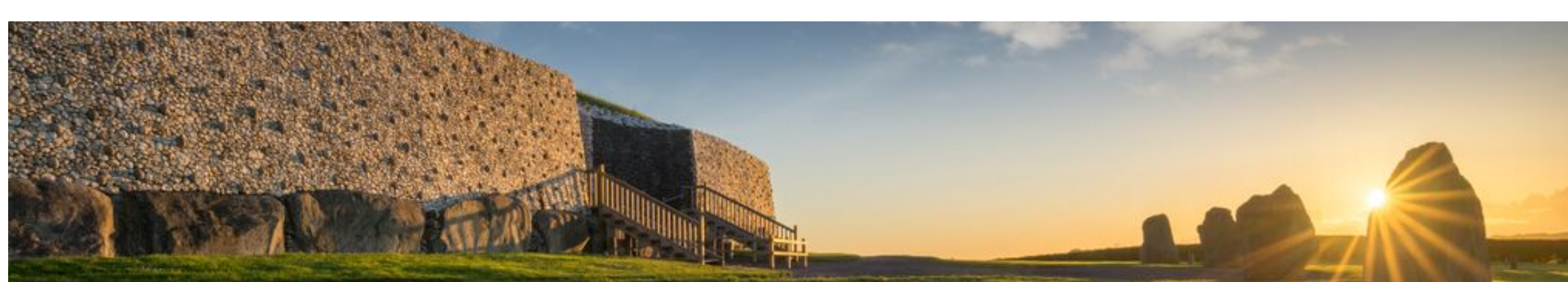


Overseas tourists' average nightly spend was €105 in Ireland and £77 in Northern Ireland



HOW DOES PURPOSE OF VISIT CONTRIBUTE TO SPEND?

Holidaymakers generated almost half (48%) of all overseas revenue on the island of Ireland in 2023. This varies by market area, with holidaymakers accounting for 70% of North American revenue, to 33% of revenue 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	587	511	33%	576	501	33%	413	359	23%	182	158	10%
North America	1,370	1,192	70%	258	225	13%	163	141	8%	157	136	8%
Mainland Europe	901	784	44%	339	295	17%	388	338	19%	397	345	20%
Other Areas	216	188	35%	233	202	37%	67	58	11%	109	95	17%
All	3,073	2,674	48%	1,406	1,223	22%	1,031	897	16%	844	735	13%

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

HOW DID OVERSEAS TOURISTS SPEND THEIR MONEY?

One-third of spend was on food and drink (33%) and one-third of spend was on accommodation (32%). Shopping was the third-highest category, accounting for 16% of spend.

Share of spend	Food & Drink	Accommodation	Shopping	Internal Transport	Entertainment	Misc.	All
Great Britain	36%	27%	20%	10%	5%	2%	100%
North America	32%	32%	15%	12%	8%	2%	100%
Mainland Europe	32%	35%	14%	12%	7%	1%	100%
Other Areas	32%	34%	16%	9%	7%	1%	100%
All	33%	32%	16%	11%	7%	2%	100%

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 8.1 million overseas visitors we welcomed to the island of Ireland, 425,000 (or 5%) 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 74% of tourists, 67% of revenue, and 62% of nights. They were even more important for holidays - accounting for 74% of trips, 72% of revenue, and 71% of nights.

LONG-HAUL

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

HOLIDAYMAKERS

AROUND 3.2 MILLION, OR **TWO-FIFTHS (39%)**, OF ALL TOURISTS CAME FOR **A HOLIDAY**, GENERATING **€3.1/£2.7 BILLION (48%)** IN OVERSEAS REVENUE

VISITING FRIENDS & RELATIVES

Visiting friends and relatives (VFR) was the most popular reason for visiting in 2023, accounting for two-fifths (40%) of tourists. VFR is especially important for Northern Ireland (46% of tourists). 59% of VFR tourists to the island and 83% to Northern Ireland came from Great Britain.

WHERE DO OUR OVERSEAS TOURISTS COME FROM?

Trips by market	Island of Ireland		Ireland		Northern Ireland	
	Trips (000's)	Share	Trips (000's)	Share	Trips (000's)	Share
Great Britain	3,913	48%	2,604	40%	1,435	74%
North America	1,385	17%	1,340	20%	192	10%
US	1,205	15%	1,173	18%	141	7%
Canada	180	2%	167	3%	51	3%
Mainland Europe	2,366	29%	2,260	34%	215	11%
Germany	463	6%	453	7%	34	2%
France	395	5%	386	6%	32	2%
Spain	286	4%	276	4%	22	1%
Italy	229	3%	223	3%	14	1%
Netherlands	184	2%	172	3%	22	1%
Nordics	154	2%	147	2%	13	1%
Switzerland	82	1%	78	1%	9	0%
Belgium	80	1%	78	1%	8	0%
Austria	37	0%	37	1%	2	0%
Other Areas	415	5%	362	6%	98	5%
Australia	142	2%	127	2%	40	2%
New Zealand	22	0%	18	0%	8	0%
All	8,079	100%	6,564	100%	1,940	100%

BUSINESS

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

OTHER

7% of overseas tourists came for other reasons, for example, English Language Training (ELT). Though few in number (539k), these tourists stayed longer than other tourist types (17.6 vs. total 7.6 nights).

WHAT WAS THE REASON FOR OVERSEAS TOURISTS VISITING?

Purpose of visit	Holiday (000's)	Share	VFR (000's)	Share	Business (000's)	Share	Other (000's)	Share	All (000's)	Share
Great Britain	1,088	28%	1,907	49%	684	17%	244	6%	3,913	100%
North America	926	67%	307	22%	89	6%	82	6%	1,385	100%
Mainland Europe	986	42%	823	35%	385	16%	186	8%	2,366	100%
Other Areas	165	40%	195	47%	33	8%	27	6%	415	100%
All	3,165	39%	3,232	40%	1,191	15%	539	7%	8,079	100%

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.

THOSE VISITING FRIENDS AND/OR FAMILY REPRESENT TWO-IN-FIVE OVERSEAS TOURISTS



NIGHTS

HOW MANY NIGHTS DID OVERSEAS TOURISTS STAY?

Overseas tourists spent 61.6 million nights on the island in 2023. Mainland Europeans accounted for the largest share (36%). On average, overseas tourists stayed 7.6 nights.

Nights by purpose	Holiday (000's)	Share	VFR (000's)	Share	Business (000's)	Share	Other (000's)	Share	Total (000's)	Share
Great Britain	5,166	26%	10,758	55%	2,247	11%	1,493	8%	19,663	100%
North America	6,789	55%	3,361	27%	752	6%	1,402	11%	12,305	100%
Mainland Europe	6,907	31%	6,721	30%	3,276	15%	5,472	24%	22,376	100%
Other Areas	1,645	23%	3,939	54%	569	8%	1,132	16%	7,284	100%
All	20,507	33%	24,779	40%	6,845	11%	9,498	15%	61,629	100%

Av. Stay (nights)	Island of Ireland					By Jurisdiction	
	Holiday	VFR	Business	Other	Total	Ireland	Northern Ireland
Great Britain	4.7	5.6	3.3	6.1	5.0	5.3	4.1
North America	7.3	11.0	8.5	17.2	8.9	8.5	4.8
Mainland Europe	7.0	8.2	8.5	29.4	9.5	9.4	5.2
Other Areas	10.0	20.2	17.2	42.1	17.5	18.0	7.8
All	6.5	7.7	5.7	17.6	7.6	8.1	4.5



WHAT TYPE OF ACCOMMODATION DID OUR OVERSEAS TOURISTS STAY IN?

Preferred accommodation type varied by market area: Staying with friends and relatives was the most popular accommodation type (49%) among British tourists. Hotels were most popular among North Americans (accounting for 39% of bednights). Mainland Europeans spent a third (33%) of nights in "other" accommodation which for these tourists is primarily with a host family (16%) or on-campus/college (8%).

Share of nights	Friends and/or relatives	Hotel	Rented Accommodation	Guesthouse/ B&B	Other	All
Great Britain	49%	24%	6%	6%	15%	100%
North America	18%	39%	12%	11%	21%	100%
Mainland Europe	28%	18%	14%	7%	33%	100%
Other Areas	31%	8%	33%	2%	26%	100%
All	33%	23%	13%	7%	24%	100%



Hotels were most popular among North Americans (39% of nights stayed)



Many nights spent by British tourists were with family and/or friends (49%)

Mainland Europeans spent a third (33%) of nights in "other" accommodation



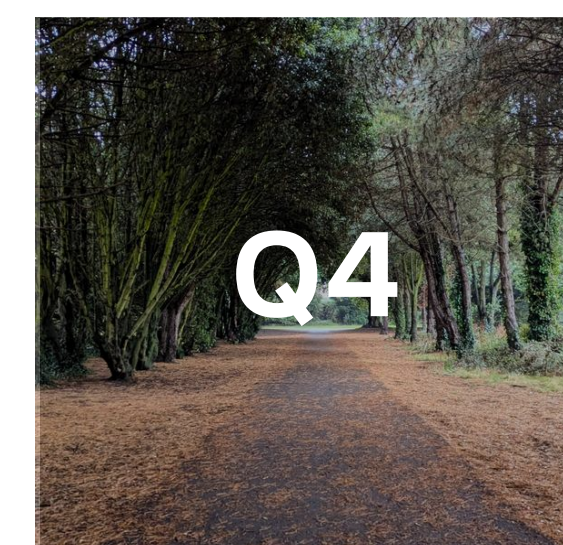
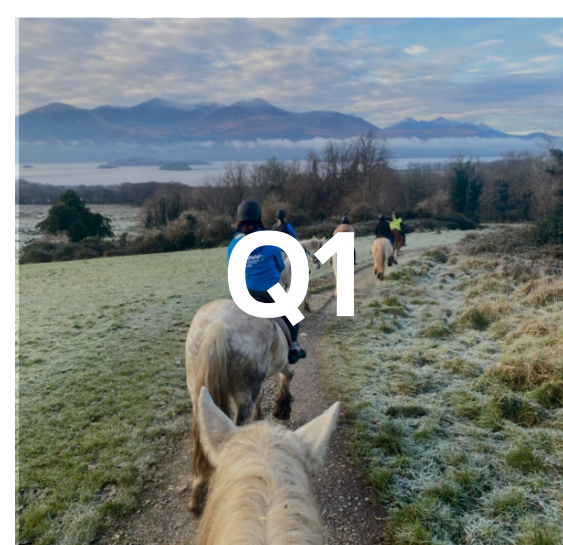
Rented accommodation was most popular with tourists from Other Areas (33%)



SEASONALITY

WHEN DID OVERSEAS TOURISTS VISIT?

Q3 accounted for the largest share of revenue (36%), nights (35%) and tourists (31%) spent on the island of Ireland.



Jan - Mar
 €918 / £799m
 14% of revenue
 1.5m / 19% of tourists
 11.2m / 18% of nights

Apr - Jun
 €1.7 / £1.5bn
 27% of revenue
 2.2m / 27% of tourists
 15.4m / 25% of nights

Jul - Sep
 €2.3 / £2.0bn
 36% of revenue
 2.5m / 31% of tourists
 21.5m / 35% of nights

Oct - Dec
 €1.4 / £1.3bn
 23% of revenue
 1.9m / 23% of tourists
 13.5m / 22% 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	17%	28%	32%	22%
North America	10%	30%	38%	22%
Mainland Europe	15%	26%	36%	23%
Other Areas	17%	19%	36%	28%
All	14%	27%	36%	23%

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

Av. Spend per night (€/£)	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Great Britain	€80 / £70	€98 / £85	€83 / £72	€99 / £86
North America	€119 / £104	€169 / £147	€171 / £149	€148 / £129
Mainland Europe	€76 / £66	€92 / £80	€95 / £83	€94 / £82
Other Areas	€64 / £56	€92 / £80	€87 / £76	€98 / £85
All	€82 / £71	€111 / £97	€105 / £92	€108 / £94

Av. Stay (nights)	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Great Britain	5.0	4.8	5.8	4.3
North America	8.4	8.7	8.8	9.6
Mainland Europe	9.0	9.2	10.6	8.8
Other Areas	20.3	12.6	17.6	18.4
All	7.5	7.1	8.5	7.2

SEASONALITY BY PURPOSE OF VISIT

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

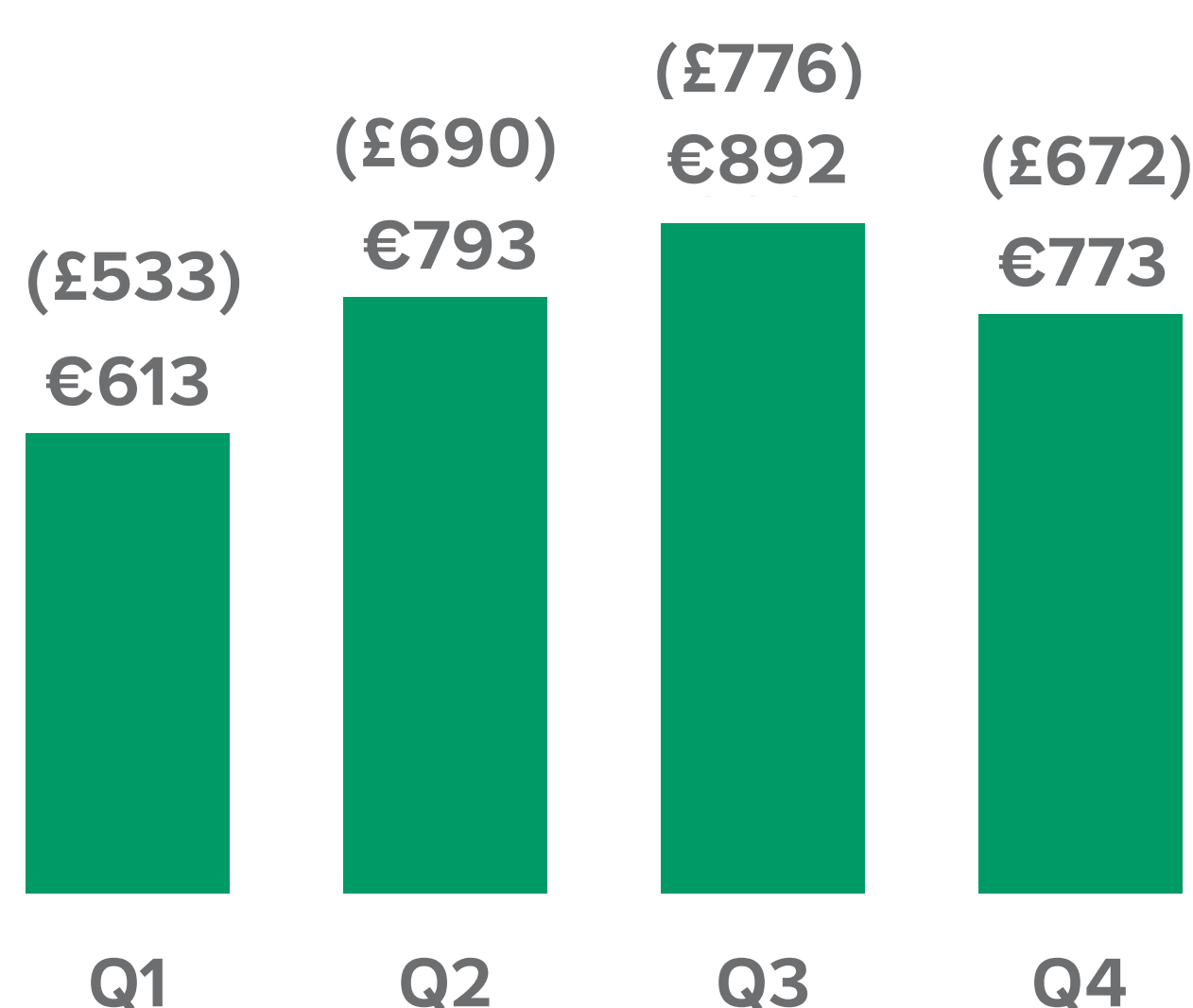
Share of spend	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Holiday	10%	28%	41%	21%
VFR	20%	25%	34%	21%
Business	16%	27%	27%	29%
Other	19%	28%	27%	26%
All	14%	27%	36%	23%

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

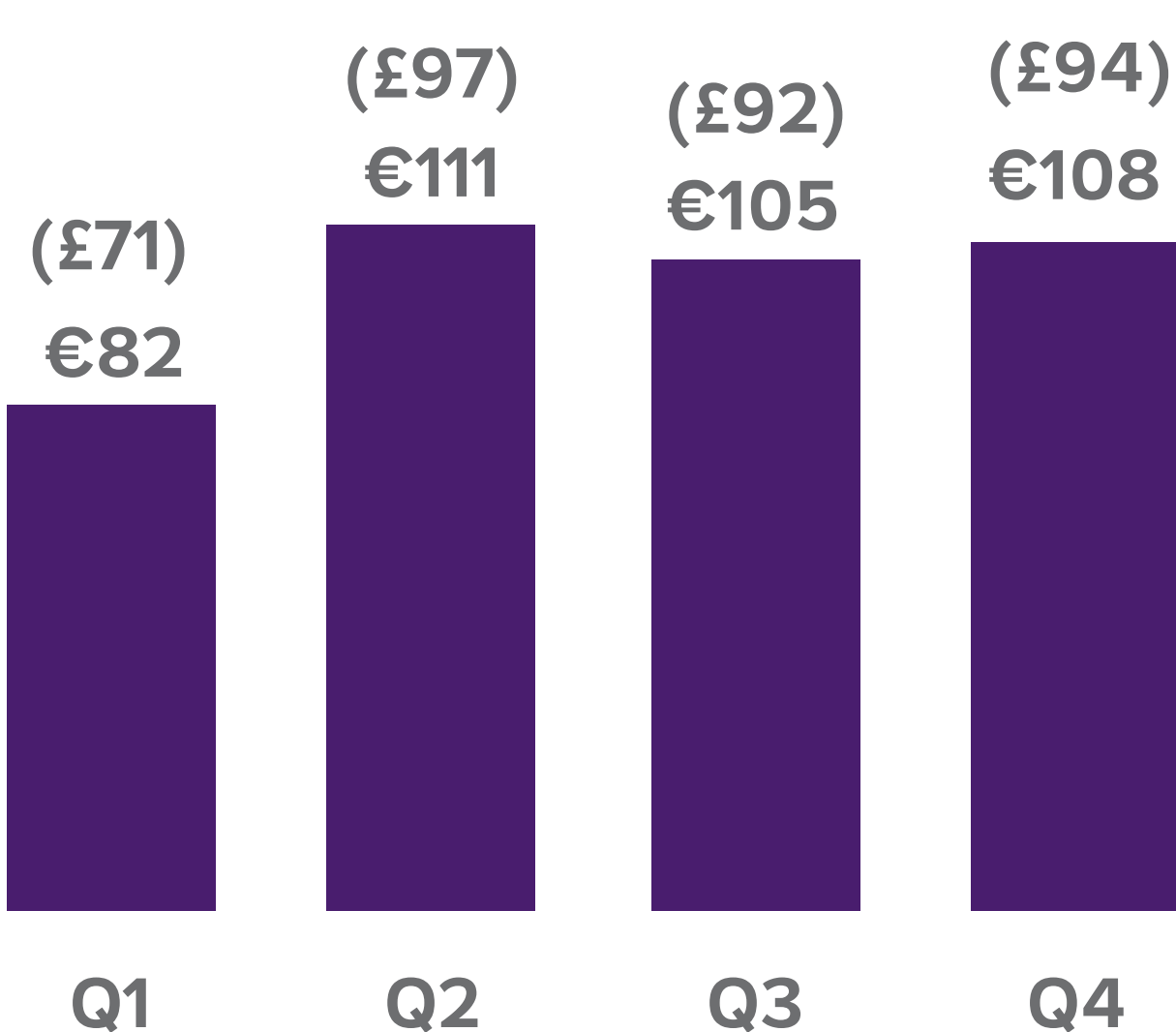
Av. Spend per night (€/£)	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Holiday	€130 / £113	€158 / £137	€145 / £126	€162 / £141
VFR	€51 / £45	€60 / £52	€56 / £48	€60 / £52
Business	€144 / £125	€159 / £138	€145 / £126	€154 / £134
Other	€73 / £64	€94 / £82	€108 / £94	€81 / £71
All	€82 / £71	€111 / £97	€105 / £92	€108 / £94

Av. Stay (nights)	Q1 Jan - Mar	Q2 Apr - Jun	Q3 Jul - Sep	Q4 Oct - Dec
Holiday	5.2	6.4	7.8	5.6
VFR	8.1	6.7	9.1	6.7
Business	4.6	6.1	6.3	5.9
Other	20.4	14.7	14.1	24.4
All	7.5	7.1	8.5	7.2

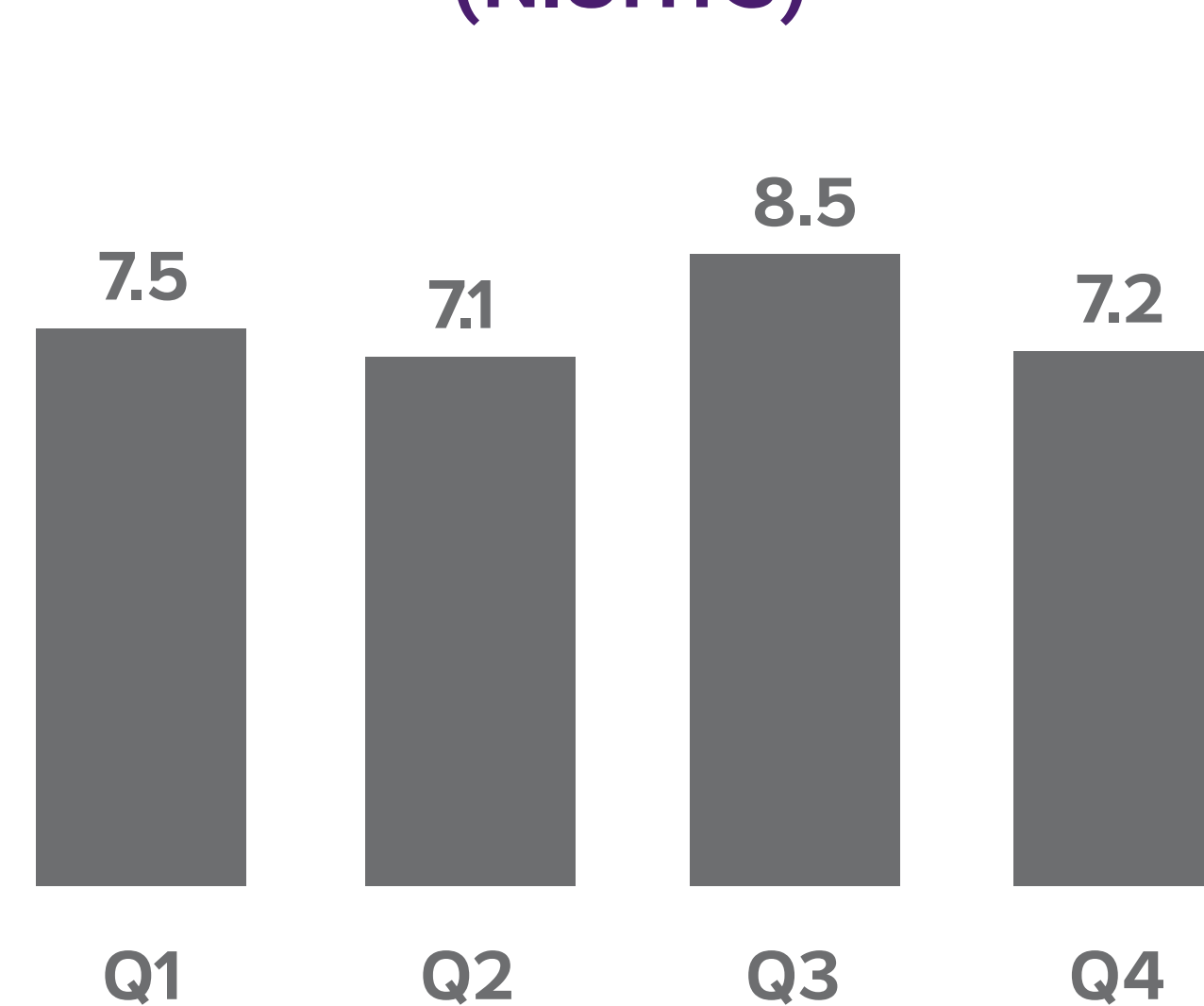
AVERAGE SPEND PER TRIP



AVERAGE SPEND PER NIGHT



AVERAGE LENGTH OF STAY (NIGHTS)



REGIONALITY

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

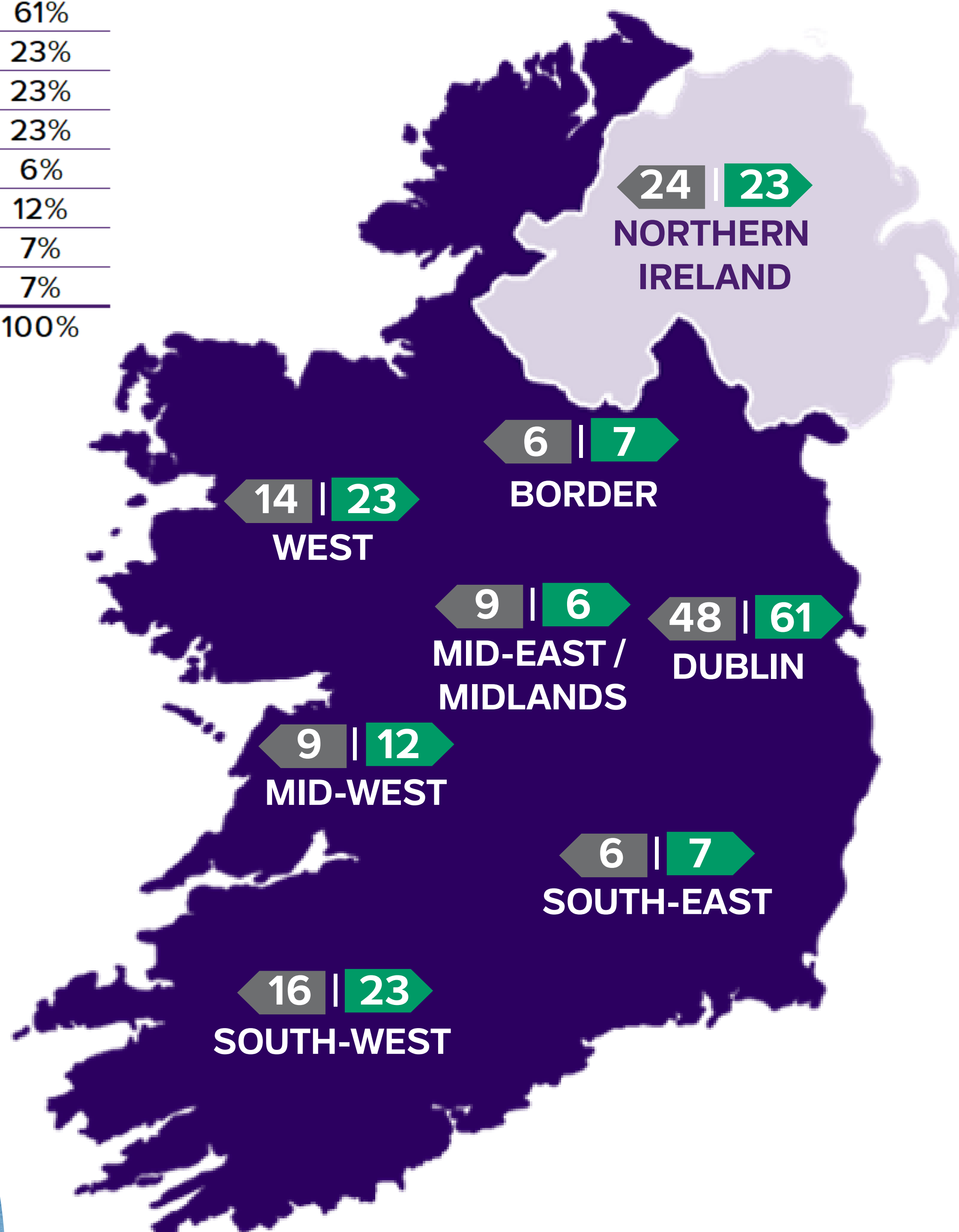
Dublin and Northern Ireland were the most popular areas for tourists and holidaymakers.

Trips (000's)	Tourists	Share	Holidaymakers	Share
Dublin	3,870	48%	1,941	61%
Northern Ireland	1,940	24%	741	23%
South-West	1,321	16%	724	23%
West	1,112	14%	736	23%
Mid-East / Midlands	755	9%	192	6%
Mid-West	724	9%	375	12%
South-East	521	6%	236	7%
Border	462	6%	222	7%
All	8,079	100%	3,165	100%

Spend by tourists	€m's	£m's	Share
Dublin	2,289	1,991	36%
South-West	962	837	15%
Northern Ireland	772	672	12%
West	723	629	11%
Mid-East / Midlands	502	437	8%
Mid-West	487	424	8%
Border	337	293	5%
South-East	283	246	4%
All	6,354	5,528	100%



➡ % Tourists ➡ % Holidaymakers



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.

Tourists										
Trips (000's)	Dublin	Northern Ireland	South-West	West	Mid-East & Midlands	Mid-West	South-East	Border	Island of Ireland	Av. # of areas
Great Britain	1,216	1,435	407	259	345	280	209	223	3,913	1.1
North America	1,007	192	396	417	119	217	134	84	1,385	1.9
Mainland Europe	1,402	215	437	360	245	188	154	124	2,366	1.3
Other Areas	245	98	81	76	46	39	24	31	415	1.5
All	3,870	1,940	1,321	1,112	755	724	521	462	8,079	1.3

Holidaymakers										
Trips (000's)	Dublin	Northern Ireland	West	South-West	Mid-West	South-East	Border	Mid-East & Midlands	Island of Ireland	Av. # of areas
Great Britain	390	439	92	130	80	51	78	49	1,088	1.2
North America	753	140	338	318	175	96	59	48	926	2.1
Mainland Europe	683	112	256	232	100	73	65	82	986	1.6
Other Areas	116	50	50	45	21	16	19	13	165	2.0
All	1,941	741	736	724	375	236	222	192	3,165	1.6

Note: The tables above are ranked by most popular

OVERSEAS HOLIDAYMAKER PROFILE

WHERE DID OUR OVERSEAS HOLIDAYMAKERS COME FROM?

Holiday trips by market	Island of Ireland		Ireland		Northern Ireland	
	Trips (000's)	Share	Trips (000's)	Share	Trips (000's)	Share
Great Britain	1,088	34%	698	26%	439	59%
North America	926	29%	899	33%	140	19%
US	813	26%	791	29%	107	14%
Canada	112	4%	108	4%	33	4%
Mainland Europe	986	31%	947	35%	112	15%
Germany	243	8%	238	9%	23	3%
France	196	6%	190	7%	18	2%
Spain	102	3%	99	4%	12	2%
Italy	100	3%	98	4%	9	1%
Netherlands	80	3%	75	3%	14	2%
Nordics	58	2%	56	2%	6	1%
Belgium	37	1%	37	1%	6	1%
Switzerland	37	1%	36	1%	4	1%
Other Areas	165	5%	145	5%	50	7%
Australia	62	2%	57	2%	22	3%
All	3,165	100%	2,688	100%	741	100%

Over a third (34%) of holidaymakers came from Great Britain, making it the largest source market, especially for Northern Ireland (59%). The US is the largest source (29%) of holidaymakers for Ireland.

**264,000 (8%)
HOLIDAYMAKERS
OVERNIGHTED
BOTH SIDES OF
THE BORDER.**

Long-haul holidaymakers were twice as likely (13%) to overnight in both jurisdictions than short-haul holidaymakers (6%).

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	40%	26%	18%	15%	100%
North America	49%	19%	14%	18%	100%
Mainland Europe	45%	22%	18%	16%	100%
Other Areas	40%	26%	17%	17%	100%
All	44%	23%	17%	16%	100%

HAD OUR HOLIDAYMAKERS BEEN HERE BEFORE?

It was a first visit to the island of Ireland for the majority (62%) of holidaymakers, especially for those residents of Other Areas (79%), North America (77%), and Mainland Europe (69%). Britain had the highest incidence of repeat visitors (49%) and visits by people born on the island of Ireland (12%).

Holidaymaker connection	First visit	Repeat	Born here	All
Great Britain	39%	49%	12%	100%
North America	77%	22%	1%	100%
Mainland Europe	69%	30%	1%	100%
Other Areas	79%	20%	1%	100%
All	62%	33%	5%	100%

HOW LONG DID OUR HOLIDAYMAKERS STAY?

Most holidaymakers stayed on the island of Ireland for four or more nights (61%), except for Great Britain for whom the majority stayed up to 3 nights (60%).

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	60%	21%	11%	6%	2%	100%	4.7
North America	23%	22%	31%	21%	2%	100%	7.3
Mainland Europe	31%	32%	19%	14%	4%	100%	7.0
Other Areas	35%	20%	21%	18%	6%	100%	10.0
All	39%	25%	20%	14%	3%	100%	6.5



WHAT AGE WERE OUR HOLIDAYMAKERS?

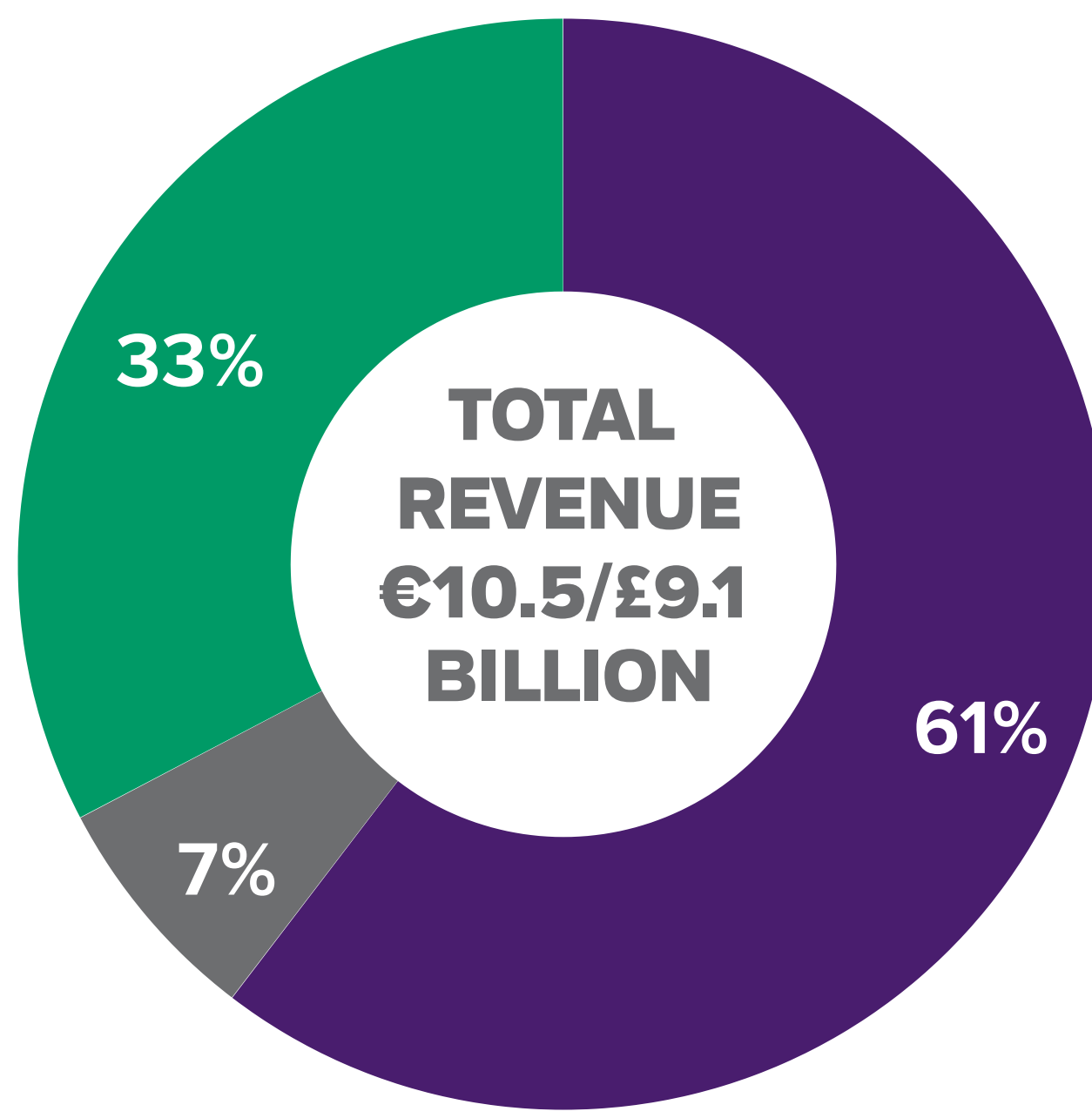
Almost three-fifths (57%) of all holidaymakers were under 45 years of age, and this increases to 65% of holidaymakers from Mainland Europe.

Holidaymaker age	U16	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	All
Great Britain	3%	9%	25%	19%	16%	15%	12%	100%
North America	3%	13%	18%	16%	22%	18%	11%	100%
Mainland Europe	4%	15%	28%	19%	19%	12%	4%	100%
Other Areas	3%	13%	26%	16%	16%	20%	7%	100%
All	3%	12%	24%	18%	19%	15%	9%	100%



ALL TOURISM ACROSS THE ISLAND OF IRELAND

In total, tourism on the island of Ireland generated €10.5/£9.1 billion in 2023. In addition to the €6.4/£5.5 billion generated by overseas visitors, a further €3.4/£2.9 billion was generated by residents of Ireland and €712/£619 million came from Northern Ireland residents. Overseas tourists accounted for 61% of spend, 58% of nights, and 30% of trips on the island.



OVERSEAS RESIDENTS

8.1m trips (30%)
€6.4/£5.5bn spend (61%)

IRELAND RESIDENTS

15.6m trips (57%)
€3.4/£2.9bn spend (33%)

NORTHERN IRELAND RESIDENTS

3.5m trips (13%)
€712/£619m spend (7%)

€10.5/£9.1 BILLION
WAS GENERATED FROM
TOURISM IN 2023, WITH
OVERSEAS ACCOUNTING
FOR 61%



JURISDICTION

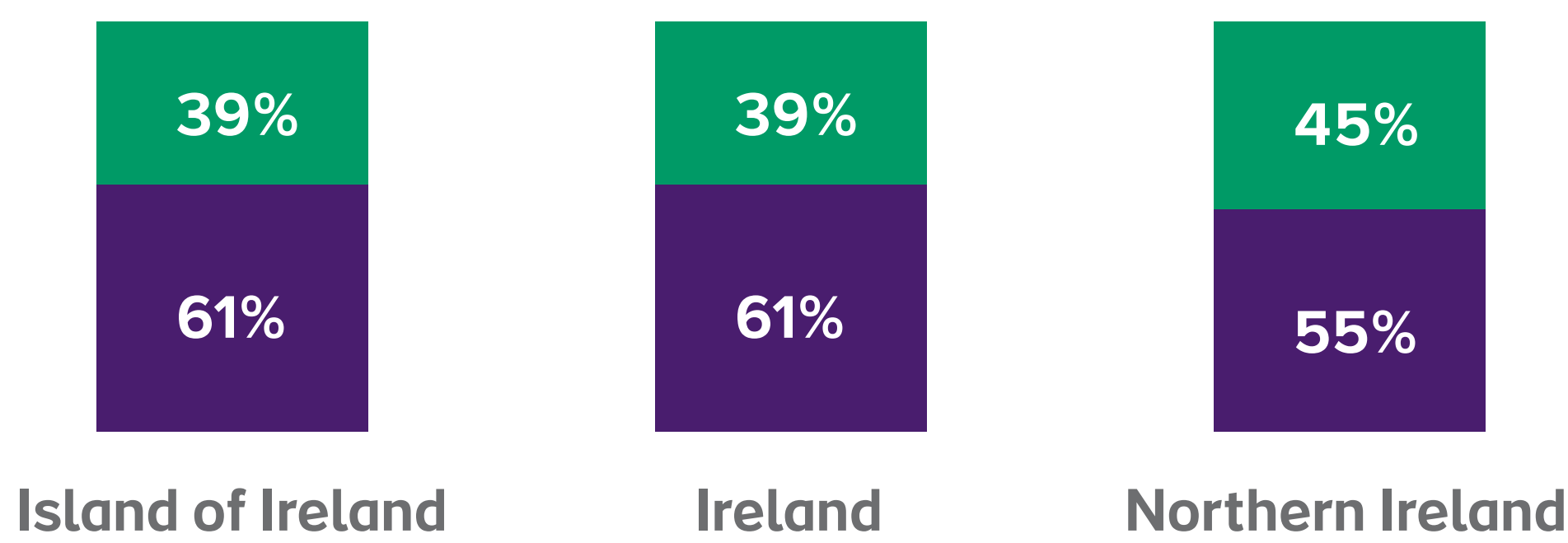
Overseas tourists accounted for €6 in every €10 of tourism spend and 6-in-10 bednights in Ireland. In Northern Ireland, 55p in every £1 of tourism spend and over half of all bednights (53%) are by overseas residents.

SEASONALITY

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

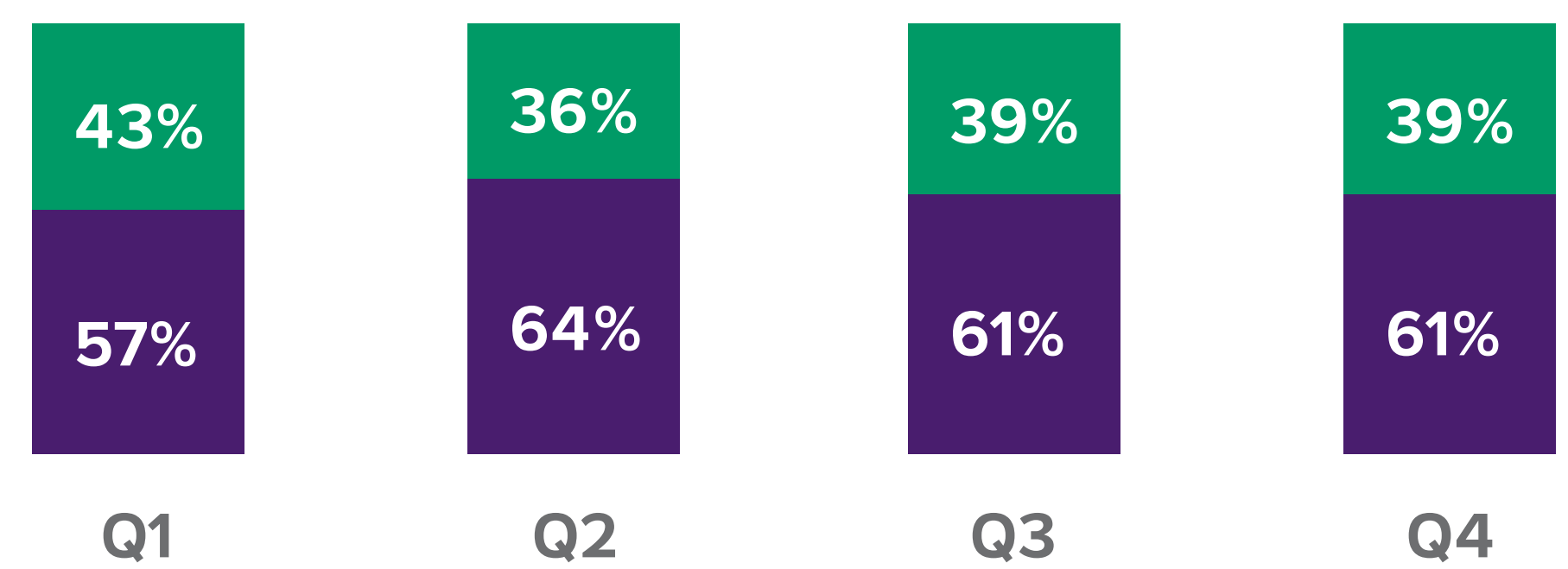
JURISDICTIONAL SHARE OF SPEND

Overseas Residents (purple) | IOI Residents (green)



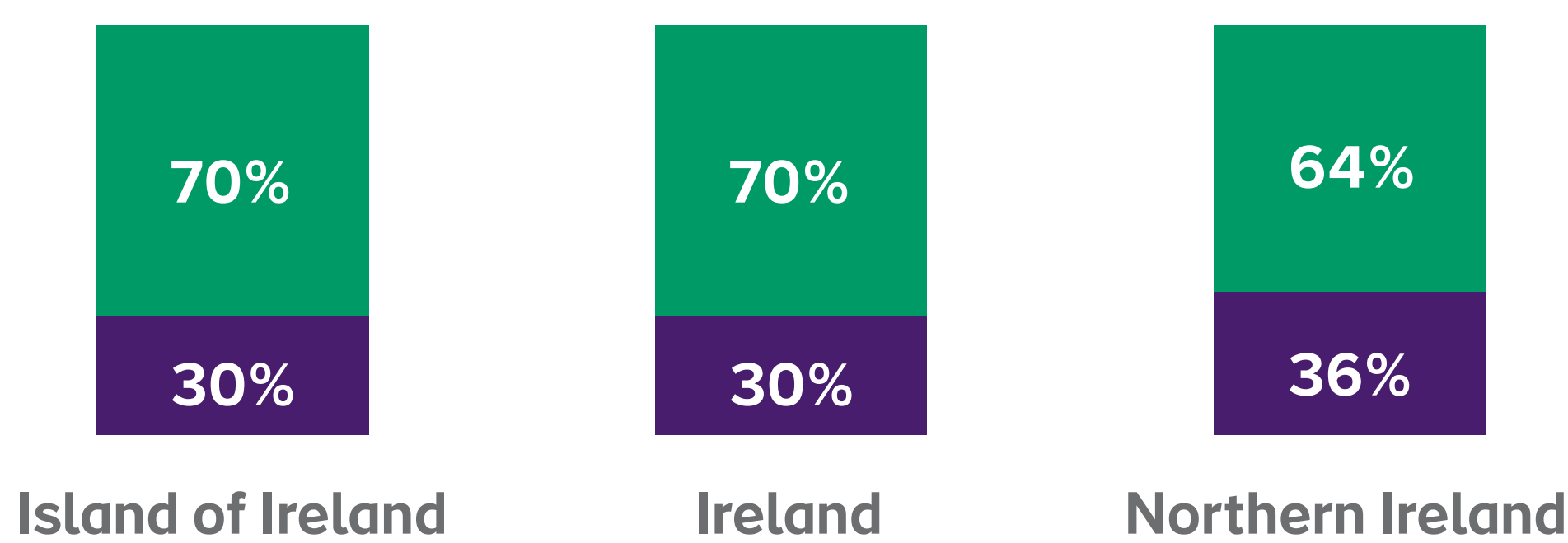
SEASONAL SHARE OF SPEND

Overseas residents (purple) | IOI Residents (green)



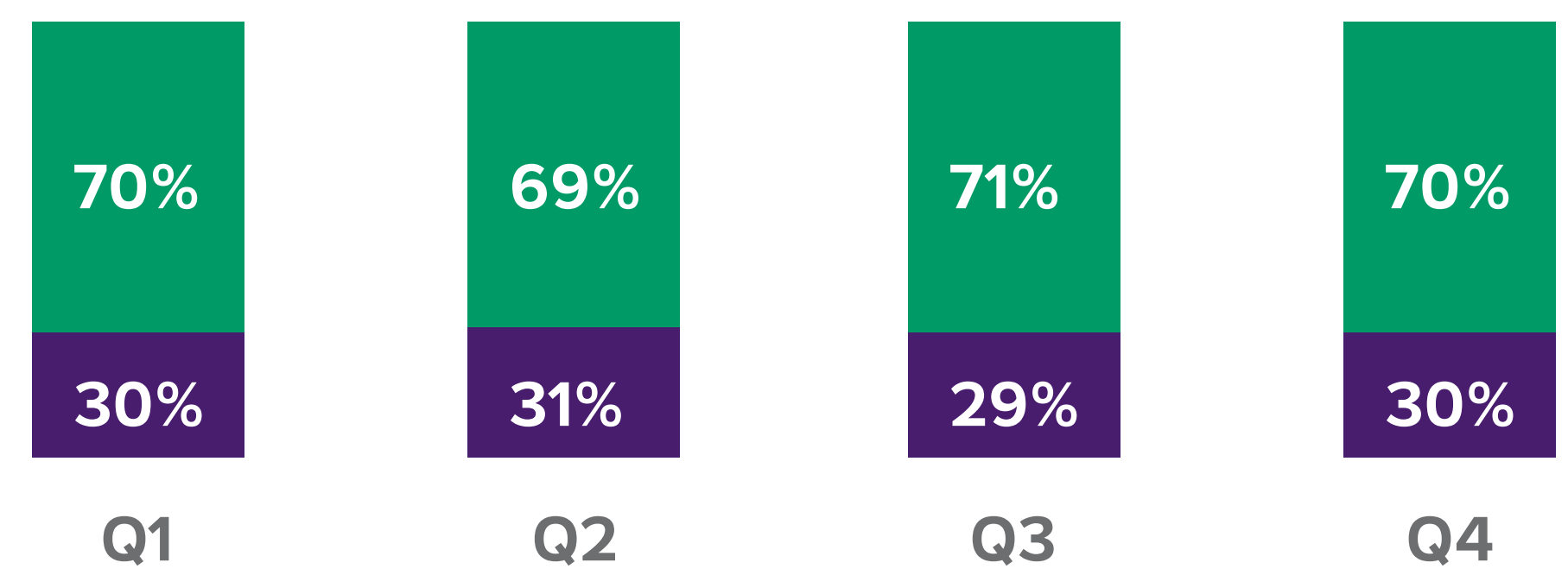
JURISDICTIONAL SHARE OF TRIPS

Overseas Residents (purple) | IOI Residents (green)



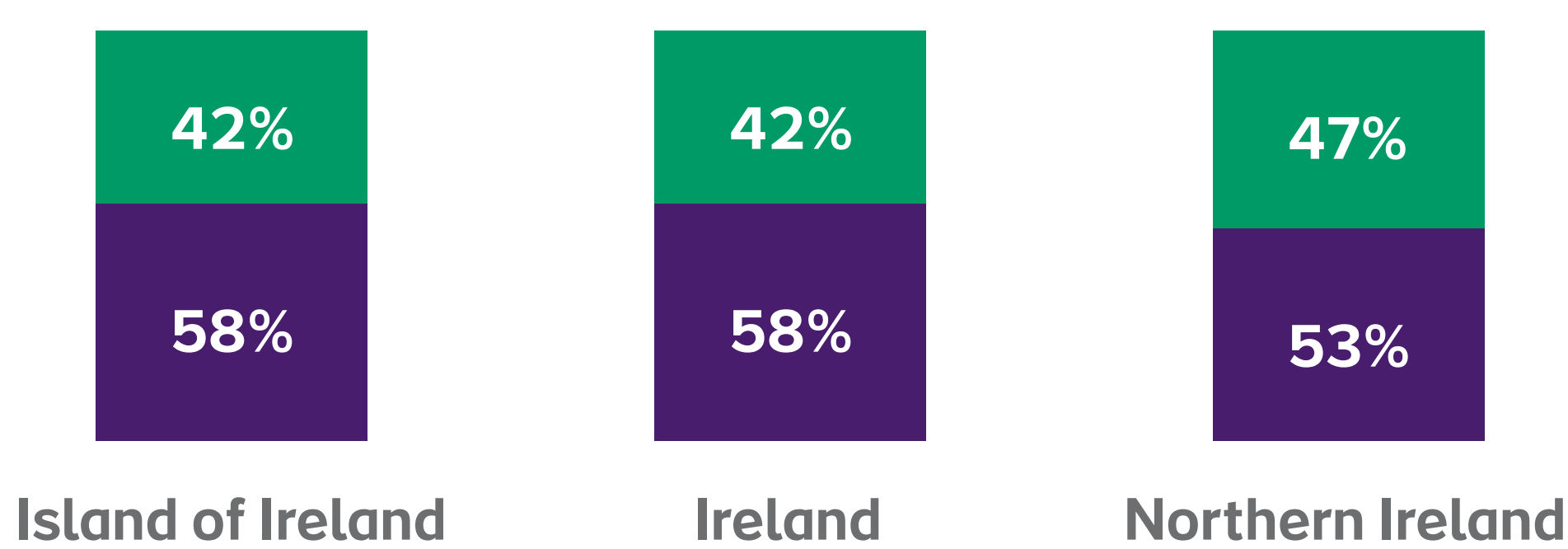
SEASONAL SHARE OF TRIPS

Overseas residents (purple) | IOI Residents (green)



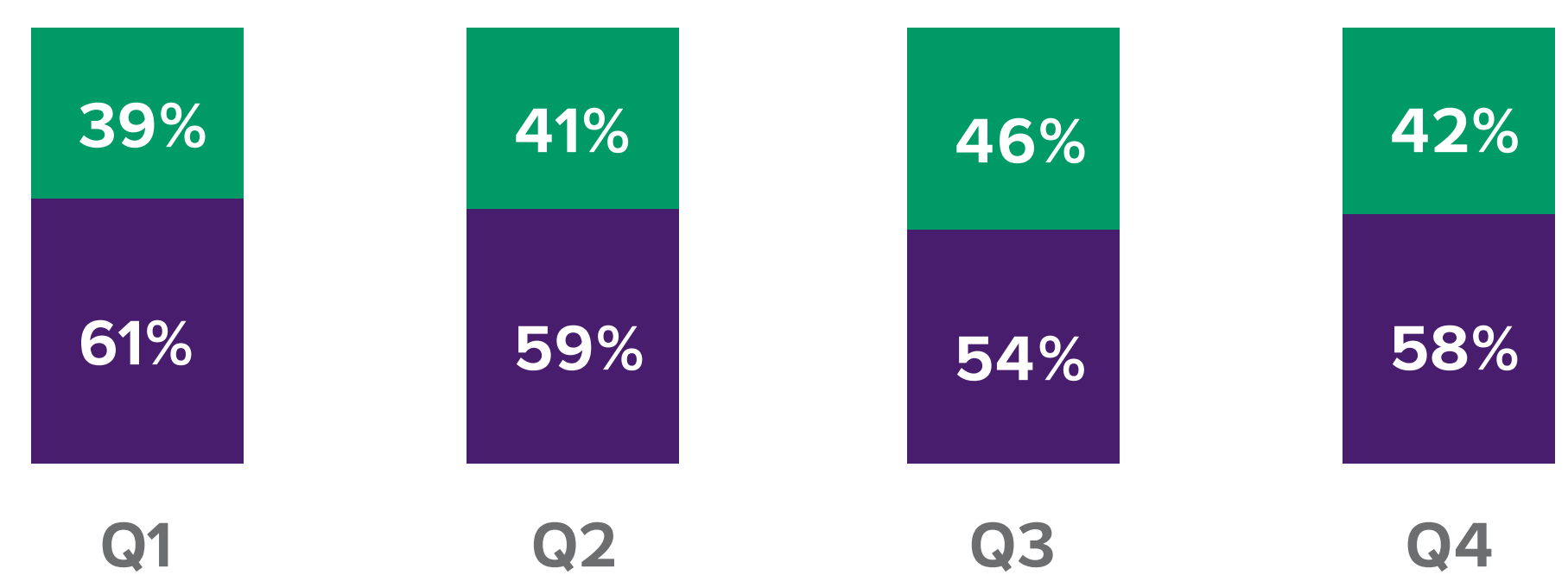
JURISDICTIONAL SHARE OF NIGHTS

Overseas Residents (purple) | IOI Residents (green)



SEASONAL SHARE OF NIGHTS

Overseas residents (purple) | IOI Residents (green)



OVERSEAS TOURISM SUMMARY 2023 (EURO €)

ISLAND OF IRELAND OVERSEAS TOURISM STATISTICS 2023

Market	Spend (€m)	Share	Trips (000's)	Share	Nights (000's)	Share	Av. Stay (nights)	Av. Spend per trip (€)	Av. Spend per night (€)
Great Britain	1,757	28%	3,913	48%	19,663	32%	5.0	449	89
North America	1,947	31%	1,385	17%	12,305	20%	8.9	1,406	158
US	1,692	27%	1,205	15%	10,419	17%	8.6	1,404	162
Canada	255	4%	180	2%	1,886	3%	10.5	1,419	135
Mainland Europe	2,025	32%	2,366	29%	22,376	36%	9.5	856	90
Germany	430	7%	463	6%	4,004	6%	8.6	929	107
France	362	6%	395	5%	3,938	6%	10.0	916	92
Spain	264	4%	286	4%	3,452	6%	12.1	924	76
Italy	192	3%	229	3%	2,078	3%	9.1	840	93
Netherlands	132	2%	184	2%	1,097	2%	6.0	721	121
Nordics	107	2%	154	2%	850	1%	5.5	691	126
Switzerland	71	1%	82	1%	588	1%	7.2	869	121
Belgium	60	1%	80	1%	565	1%	7.0	750	107
Austria	39	1%	37	0%	340	1%	9.2	1,054	114
Other Areas	625	10%	415	5%	7,284	12%	17.5	1,504	86
Australia	210	3%	142	2%	2,109	3%	14.9	1,482	100
New Zealand	29	0%	22	0%	291	0%	13.4	1,344	100
All	6,354	100%	8,079	100%	61,629	100%	7.6	786	103

ISLAND OF IRELAND OVERSEAS HOLIDAYMAKER STATISTICS 2023

Market	Spend (€m)	Share	Trips (000's)	Share	Nights (000's)	Share	Av. Stay (nights)	Av. Spend per trip (€)	Av. Spend per night (€)
Great Britain	587	19%	1,088	34%	5,166	25%	4.7	540	114
North America	1,370	45%	926	29%	6,789	33%	7.3	1,480	202
US	1,195	39%	813	26%	5,875	29%	7.2	1,469	203
Canada	175	6%	112	4%	914	4%	8.1	1,557	191
Mainland Europe	901	29%	986	31%	6,907	34%	7.0	913	130
Germany	255	8%	243	8%	1,846	9%	7.6	1,048	138
France	189	6%	196	6%	1,576	8%	8.1	965	120
Netherlands	77	3%	80	3%	532	3%	6.6	961	145
Italy	76	2%	100	3%	560	3%	5.6	756	135
Spain	75	2%	102	3%	639	3%	6.2	732	117
Nordics	50	2%	58	2%	317	2%	5.5	865	159
Switzerland	39	1%	37	1%	254	1%	6.9	1,062	153
Belgium	37	1%	37	1%	279	1%	7.4	1,001	134
Other Areas	216	7%	165	5%	1,645	8%	10.0	1,307	131
Australia	104	3%	62	2%	690	3%	11.1	1,660	150
All	3,073	100%	3,165	100%	20,507	100%	6.5	971	150

OVERSEAS TOURISM SUMMARY 2023 (STERLING £)

ISLAND OF IRELAND OVERSEAS TOURISM STATISTICS 2023

Market	Spend (£m)	Share	Trips (000's)	Share	Nights (000's)	Share	Av. Stay (nights)	Av. Spend per trip (£)	Av. Spend per night (£)
Great Britain	1,529	28%	3,913	48%	19,663	32%	5.0	391	78
North America	1,694	31%	1,385	17%	12,305	20%	8.9	1,223	138
US	1,472	27%	1,205	15%	10,419	17%	8.6	1,221	141
Canada	222	4%	180	2%	1,886	3%	10.5	1,234	118
Mainland Europe	1,762	32%	2,366	29%	22,376	36%	9.5	745	79
Germany	374	7%	463	6%	4,004	6%	8.6	808	93
France	315	6%	395	5%	3,938	6%	10.0	797	80
Spain	230	4%	286	4%	3,452	6%	12.1	804	67
Italy	167	3%	229	3%	2,078	3%	9.1	730	81
Netherlands	115	2%	184	2%	1,097	2%	6.0	627	105
Nordics	93	2%	154	2%	850	1%	5.5	601	109
Switzerland	62	1%	82	1%	588	1%	7.2	756	105
Belgium	52	1%	80	1%	565	1%	7.0	652	93
Austria	34	1%	37	0%	340	1%	9.2	917	99
Other Areas	543	10%	415	5%	7,284	12%	17.5	1,309	75
Australia	183	3%	142	2%	2,109	3%	14.9	1,290	87
New Zealand	25	0%	22	0%	291	0%	13.4	1,169	87
All	5,528	100%	8,079	100%	61,629	100%	7.6	684	90

ISLAND OF IRELAND OVERSEAS HOLIDAYMAKER STATISTICS 2023

Market	Spend (£m)	Share	Trips (000's)	Share	Nights (000's)	Share	Av. Stay (nights)	Av. Spend per trip (£)	Av. Spend per night (£)
Great Britain	511	19%	1,088	34%	5,166	25%	4.7	470	99
North America	1,192	45%	926	29%	6,789	33%	7.3	1,287	176
US	1,040	39%	813	26%	5,875	29%	7.2	1,278	177
Canada	152	6%	112	4%	914	4%	8.1	1,354	166
Mainland Europe	784	29%	986	31%	6,907	34%	7.0	795	113
Germany	222	8%	243	8%	1,846	9%	7.6	912	120
France	164	6%	196	6%	1,576	8%	8.1	840	104
Netherlands	67	3%	80	3%	532	3%	6.6	836	126
Italy	66	2%	100	3%	560	3%	5.6	657	117
Spain	65	2%	102	3%	639	3%	6.2	637	102
Nordics	44	2%	58	2%	317	2%	5.5	753	138
Switzerland	34	1%	37	1%	254	1%	6.9	924	133
Belgium	33	1%	37	1%	279	1%	7.4	871	117
Other Areas	188	7%	165	5%	1,645	8%	10.0	1,137	114
Australia	90	3%	62	2%	690	3%	11.1	1,445	131
All	2,674	100%	3,165	100%	20,507	100%	6.5	845	130

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 2023.

ABOUT TOURISM IRELAND

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

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