



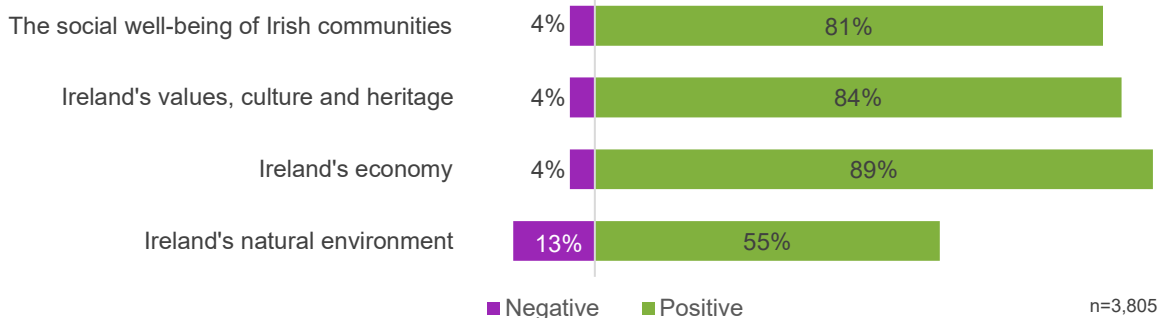
Residents' Attitudes Towards Tourism in Ireland (2025)

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

Residents of Ireland value the impacts tourism has on their country

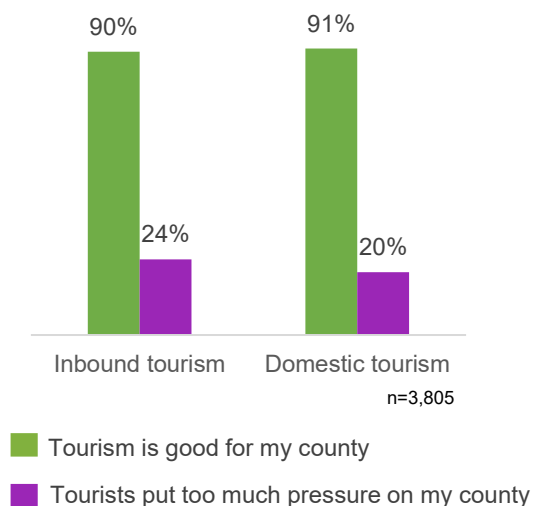
The 2025 wave* indicates that nearly **9 in 10 residents** believe tourism is important for the Irish **economy**, with a large majority acknowledging the **positive impact** tourism has on **Irish culture and heritage** as well as on the broader **social well-being of communities**. Attitudes towards the environmental impact of tourism is more subdued with just over half agreeing that it is positive.

Type of impact tourism has on:



Acknowledging that while there are some pressures associated with local tourism activity, tourism overall is recognised as a force for good

Public Views on Tourism in the Community

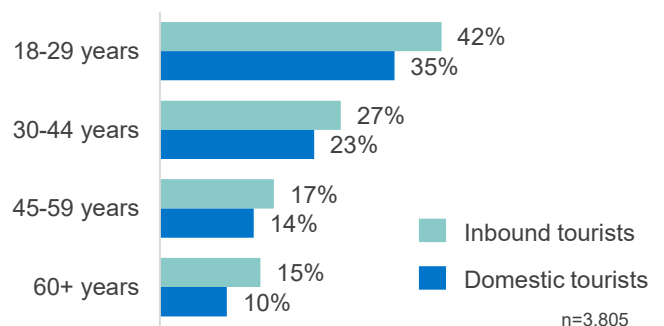


- Public sentiment towards tourism is highly positive in Ireland: **9 in 10 residents** say **tourism is good for their county**.
- There are, however, some strains felt in the community. Nearly **a quarter** of surveyed residents believe **international tourists are putting too much pressure on their county**, and **1 in 5** have similar perceptions about **domestic tourists**.
- When compared against New Zealand and Australia benchmarks, perceptions that tourism is putting pressure on the community are lower in Ireland.

Perceptions of tourism vary across age groups.

Younger residents are more likely to agree that **tourists put pressure on Ireland and their county**, sentiment that decreases steadily among older age groups.

Tourists put too much pressure on my county





The positive impacts of tourism continue to outweigh the negatives

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

Key benefits are linked with economic drivers and cultural knowledge and experiences.

International benchmarks:

New Zealand



Australia



have personally benefitted from tourism activity

76% say they have experienced some negative impacts from local tourism activity, which is slightly higher than in 2024 (+2%).

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

International benchmarks:

New Zealand



Australia



have been negatively impacted by tourism activity

Top perceived benefits



45% (unchanged vs. 2023)

Local businesses opening/staying open



44% (-1% vs. 2024)

Employment opportunities



39% (-1% vs. 2024)

Opportunities to learn more about different cultures



34% (+3% vs. 2024)

Opportunities to get involved/attend local festivals and cultural events



33% (unchanged vs. 2024)

Greater appreciation of natural and/or built environments

Top perceived negative impacts



32% (+1% vs. 2024)

More litter & waste generation



29% (unchanged vs. 2024)

Takes longer to get to places due to traffic/congestion



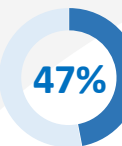
26% (+2% vs. 2024)

Greater difficulty finding a car park



24% (unchanged vs. 2024)

Higher day to day living costs



believe not enough action is taken to address any issues*.

* New wording of question – not comparable with results from previous years

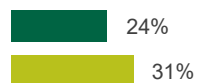
However, not all impacts are experienced equally across the population

- A larger proportion of residents in the younger cohorts agree that they have been negatively impacted by local tourism activity.
- Residents aged **18-29** tend to have experienced negative impacts more in the areas of **living costs, environment, housing, noise pollution and personal safety** compared to other age groups.

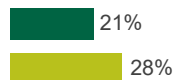
Have been negatively impacted by local tourism activity



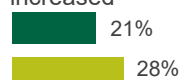
Higher day to day living costs



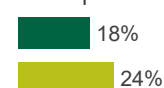
Damage to the natural environment



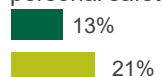
Price of housing has increased



Noise pollution



Reduced sense of personal safety



% Agree

■ All age groups
■ 18-29 years



Sustainable tourism relies on natural and public resources, shared infrastructure as well as communities' positive predisposition to welcoming tourists in their area. As tourism grows, it is important to engage with host communities about development plans and understand how tourism can benefit the local community, ensuring the destination is managed for local needs, before those of tourists'.

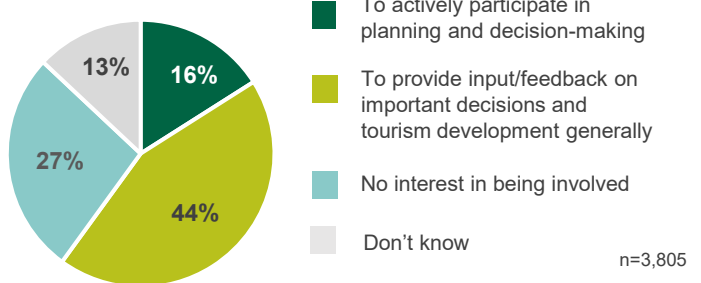
Residents show an interest in local engagement on tourism development

6 in 10 Irish residents (59%) would like to be **involved in local tourism development** either by actively participating or providing input and feedback.

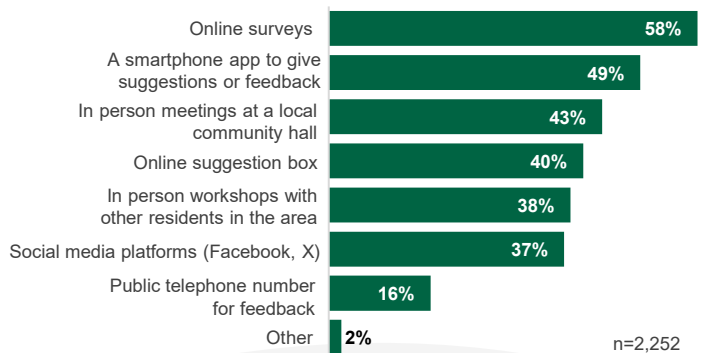
Interest is strongest among younger residents, with a majority of 18–29 year-olds (72%) and steadily declines among older age groups.

Online surveys are the preferred way for residents to share feedback on local tourism, followed by a smartphone app. Both **online survey and smartphone apps** are popular **across all age groups**.

Involvement Preference
(all ages)



Preferred Communication Channel



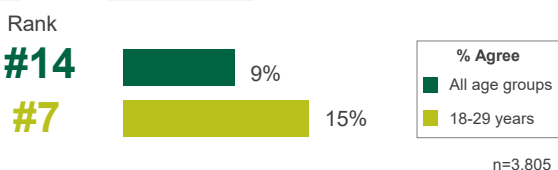
What next? Areas of focus for tourism

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

- #1**  **34%** (+1% vs. 2024)
Infrastructure improvement
- #2**  **28%** (-2% vs. 2024)
More local employment
- #3**  **25%** (+2% vs. 2024)
More off-peak season tourism

Relevant topic among 18-29 year-olds

 Reducing the impact of visitors on my local environment



- Improving community **infrastructure**, creating more **local employment** and extending tourism **seasonality** remain the most important focus areas for future tourism development.
- While the ranking of the top priority areas is similar across all age groups, fewer younger residents (aged 18-29) tend to agree about infrastructure improvement (26% vs. 34%), seasonality extension (20% vs. 25%) and attracting higher value visitors (12% vs. 16%) than average.
- Those aged **18 to 29 years** seem to place more importance on reducing the **impact of visitors on their local environment** than older groups, highlighting this as a more sensitive and relevant issue among younger cohorts.