

Wexford Key Tourism Facts 2024



DOMESTIC TOURISTS



962,000 Visited Wexford



€211m Generated in Revenue



€220 Average spend per capita



2.3 Average nights spent in Wexford

WHAT WERE THE CHARACTERISTICS OF DOMESTIC HOLIDAYMAKERS?

Lifestage	
Unconstrained Adults Aged <45	21%
Unconstrained Adults Aged 45+	37%
Families	42%

Social Grade	
ABC1	54%
C2DE	46%

Age

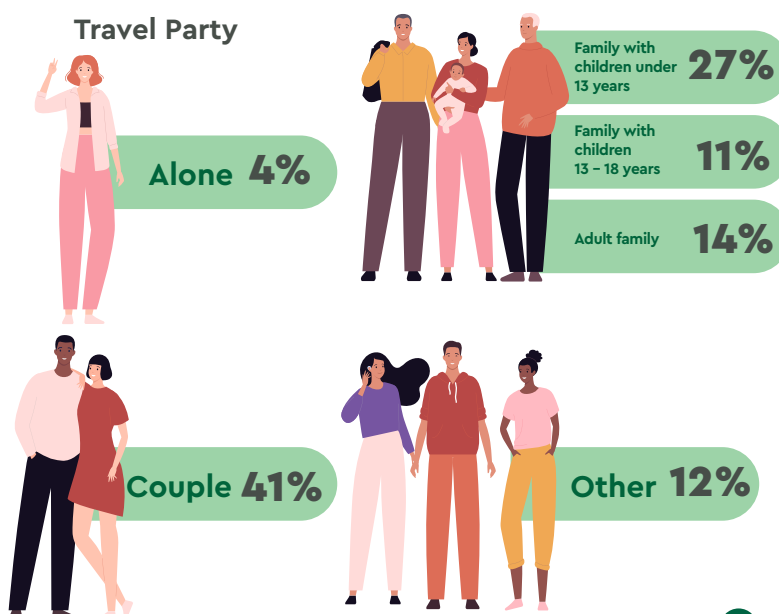


18-34	35-44	45-54	55+
26%	26%	13%	35%



Source: Overseas – Fáilte Ireland estimates based on Survey of Overseas Travellers, Domestic – CSO Household Survey, Northern Ireland – NISRA.

Travel Party



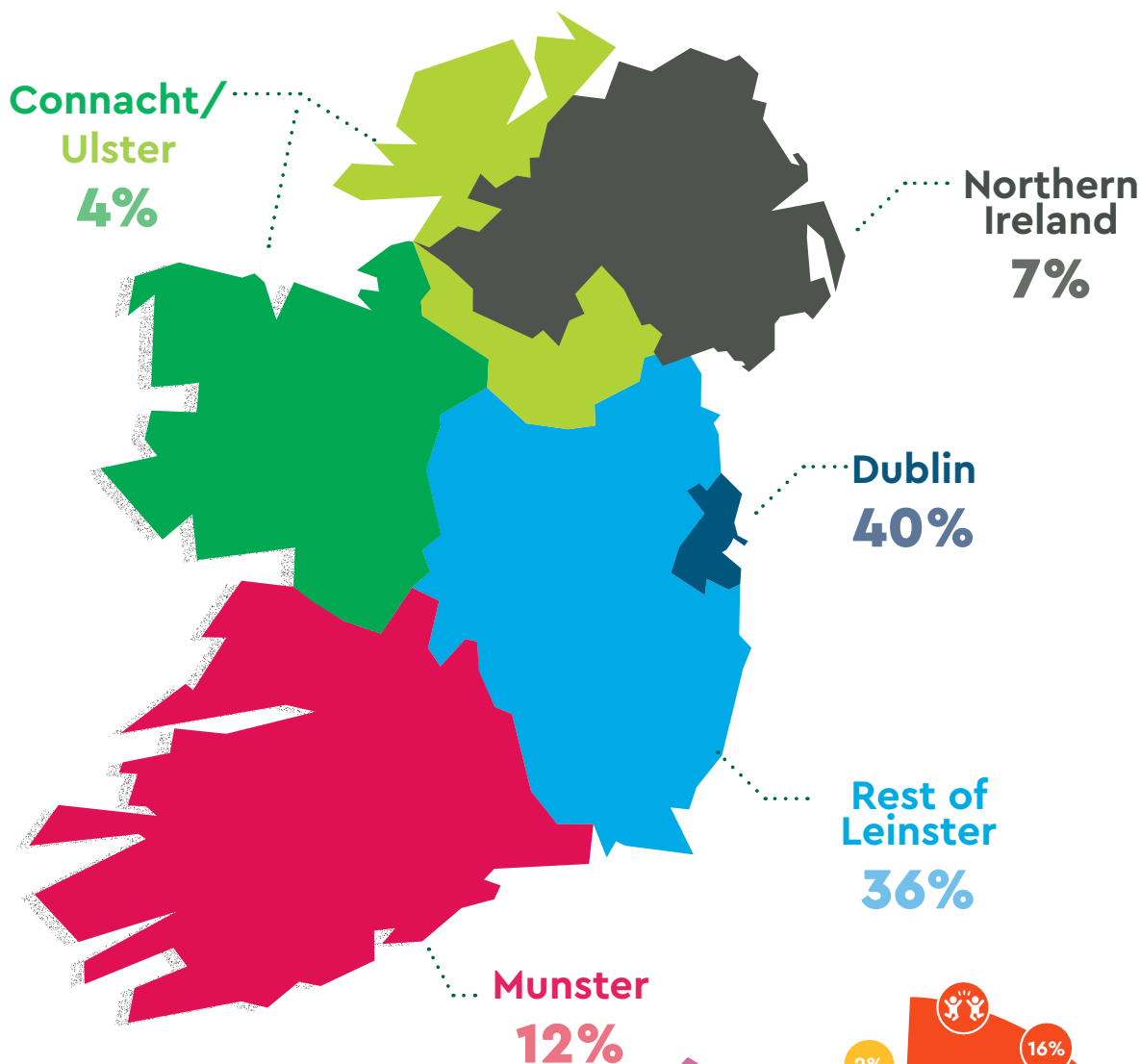
Domestic Travel Characteristics

2024

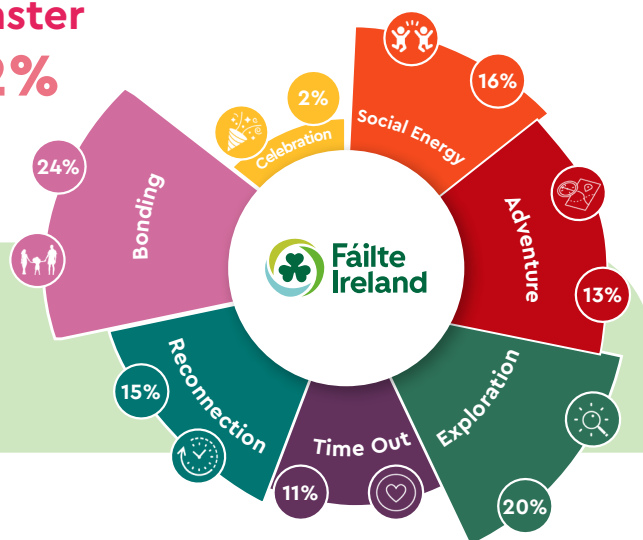


This factsheet presents the characteristics of visitors on a General Leisure or Holiday trip. Domestic Visitors includes those from the Republic of Ireland and Northern Ireland.

Residence

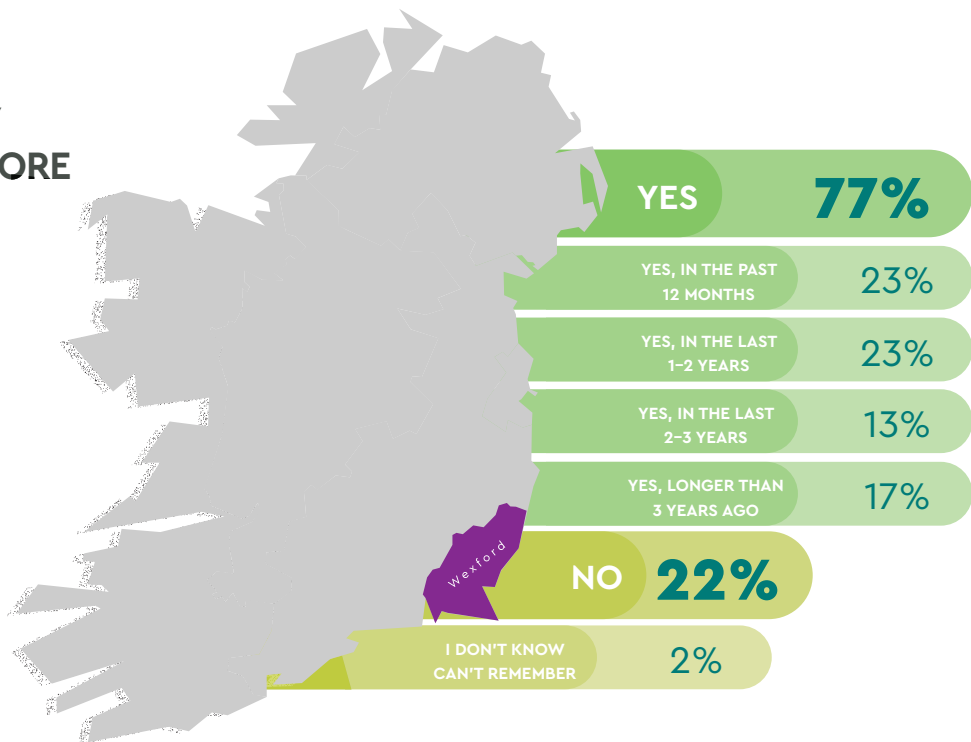


WHAT MOTIVATED DOMESTIC HOLIDAYMAKERS TO TRAVEL? (%)



Source: Fáilte Ireland's Domestic Tracker – an online survey administered to a nationally representative sample of ROI and NI residents, 18+ years old. 1,300 interviews are collected each month. Data is based on 'most recent General Leisure trip' taken in 2024."

HAD VISITORS BEEN TO COUNTY DESTINATION BEFORE



WHAT ACTIVITIES DID DOMESTIC HOLIDAYMAKERS ENGAGE IN?

