

# IRELAND

## Market Profile 2023



No. 16  
Rank

1.6% Market Share



### Inbound Tourists

- 2010: 25,185
- 2019: 53,089
- 2020: 13,164
- 2021: 13,787
- 2022: 37,886
- 2023: 46,764

### Seasonality



20.5%



27.7%



31.0%



20.8%

### Air Connectivity

#### Airlines

- Ryanair



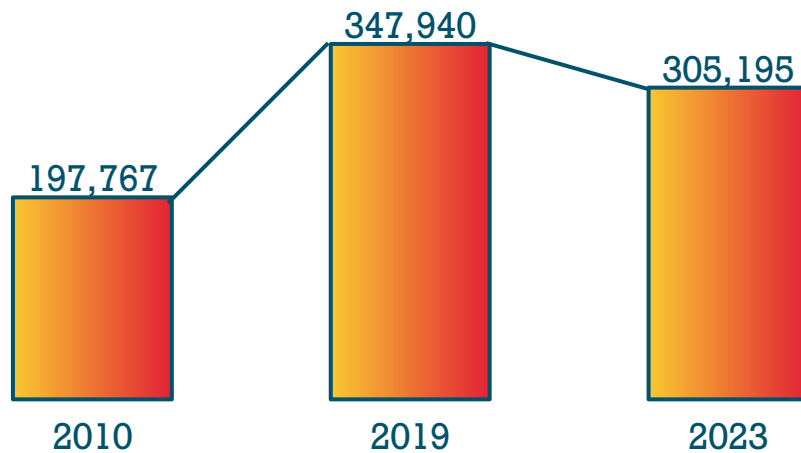
#### Airports

- Dublin
- Shannon



## Bed Nights

### Total Nights



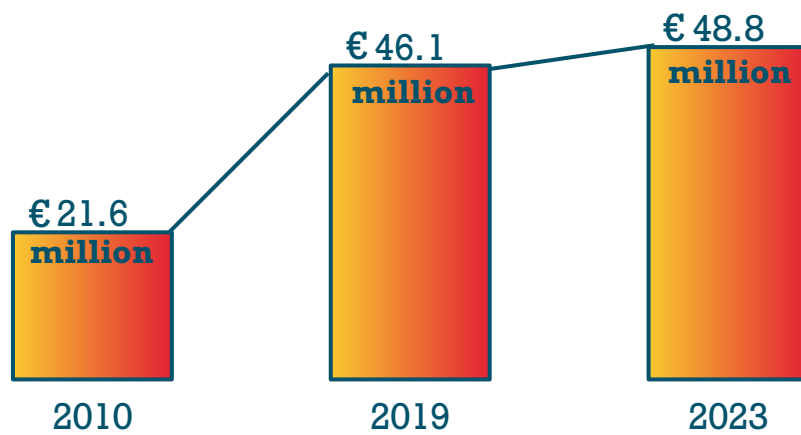
### Average Length of Stay



6.5  
Nights

## Expenditure

### Total Expenditure

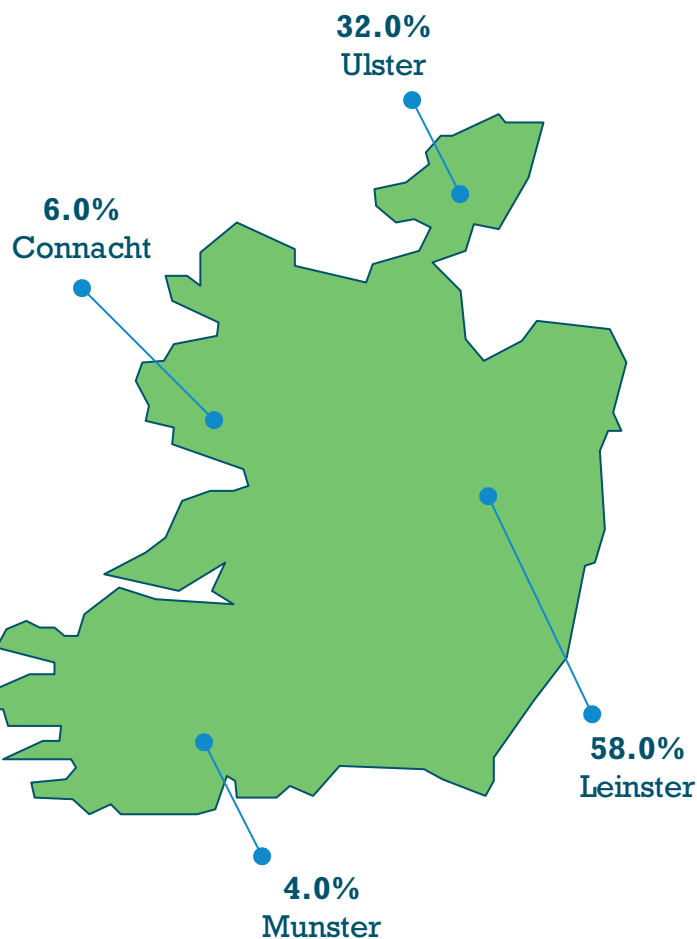


### Expenditure per Capita

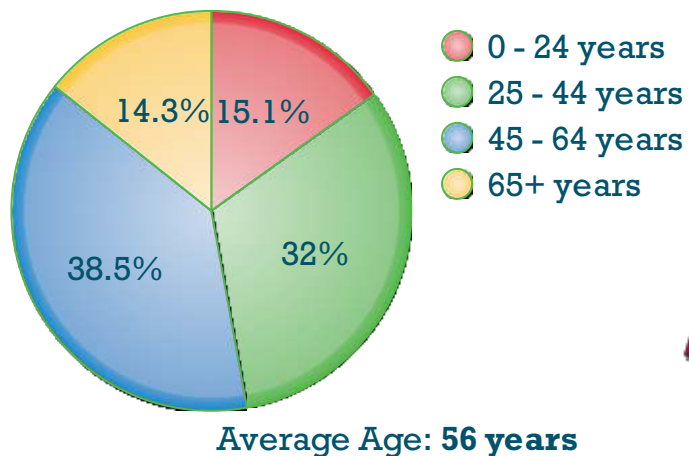


# Socio-Demographic Profile

## Region of Residence



## Age Groups



## Level of Education



55.6%
Tertiary Level
23.5%
Post-secondary Level
13.6%
Secondary Level

## Occupation



42.2%	31.3%
Employed Full-time	Retired
10.8%	9.6%
Self-employed	Employed Part-time

## Living Arrangements

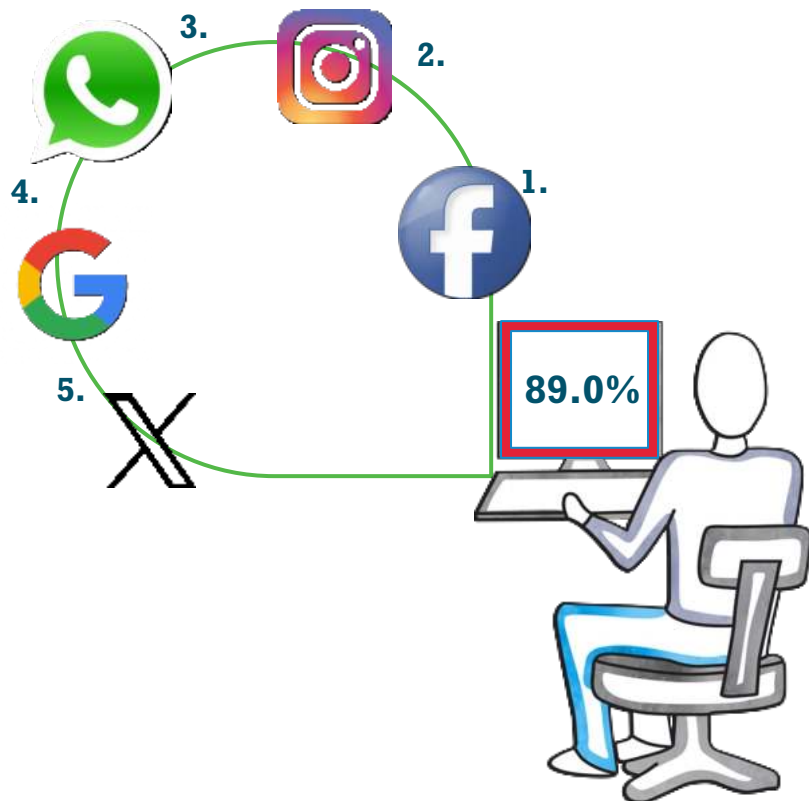
54.2%
With Spouse/Partner
19.3%
With Spouse/Partner and Children
18.1%
On their own
3.6%
With Relatives/ Friends/ Room Mates
2.4%
With Children



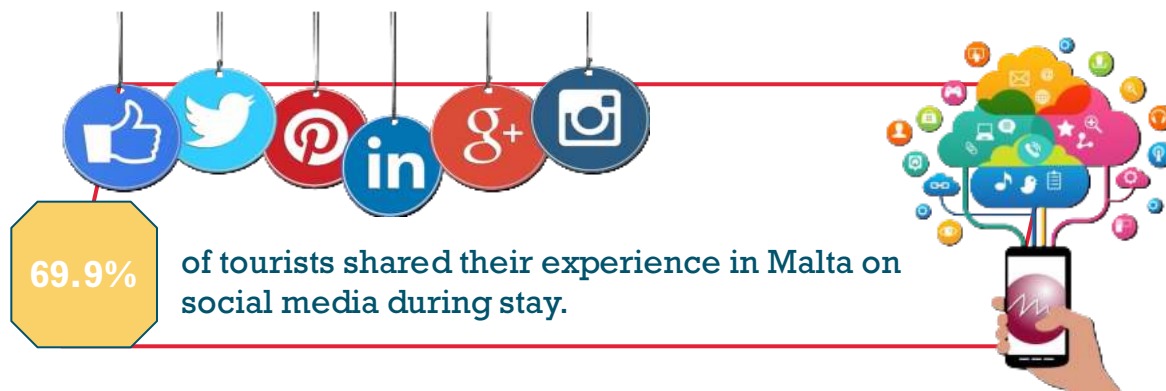
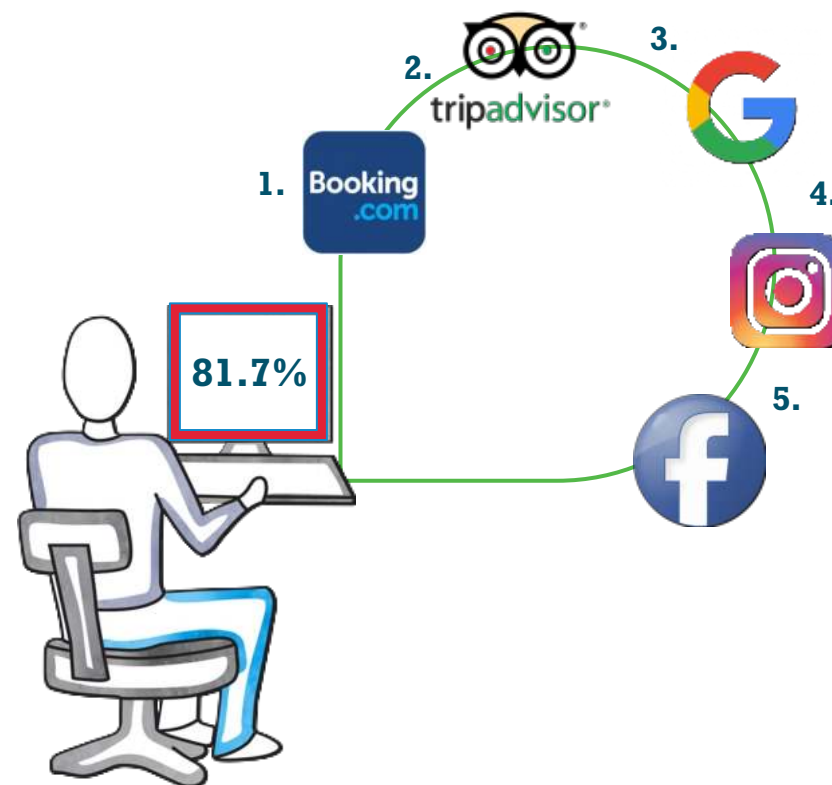
2.4%
With Parents

## Digital Media Usage

### Regular



### Travel Purposes



## Travel Motivations

### Sun & Culture



**61.9%**

### Sun



**19.1%**

### Special Occasion



**9.5%**

### Wellness



**7.9%**

### Culture



**6.6%**

### Visiting Friends & Relatives



**4.1%**

### Business



**2.4%**

### Other Sports



**1.3%**

### Scuba Diving



**1.1%**

## Destination Choice Influencers

### Communication Channels



**63.8%**  
Digital Media



**45.8%**  
Recommendation by  
Friends/Relatives



**18.1%**  
Tour Operator  
brochure/website



**8.4%**  
Recommendation  
by travel agent



**6.0%**  
Travel  
Guide book



**6.0%**  
TV



**4.8%**  
Newspaper/ Magazine  
Advert/ Article



**3.6%**  
Books

### Other Factors



**56.6%**  
New Destination



**43.4%**  
Good flight connections



**39.8%**  
English Spoken  
Widely



**28.9%**  
Previous Visit



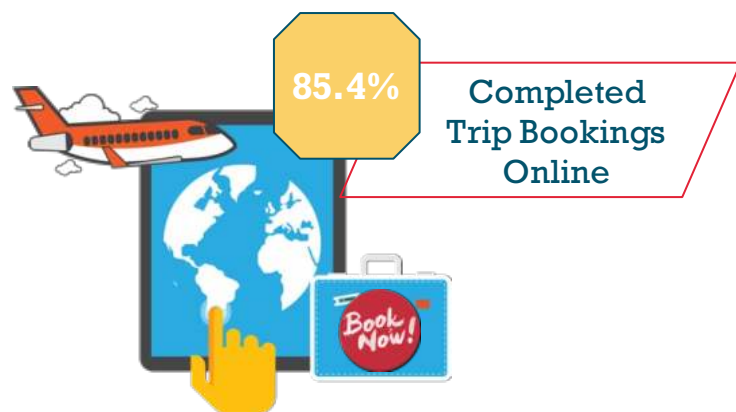
**22.9%**  
Cost/ Value  
for Money



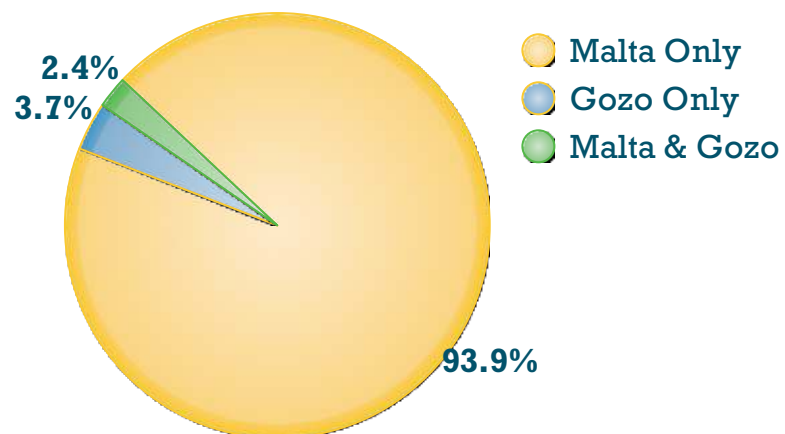
**18.1%**  
Maltese Hospitality



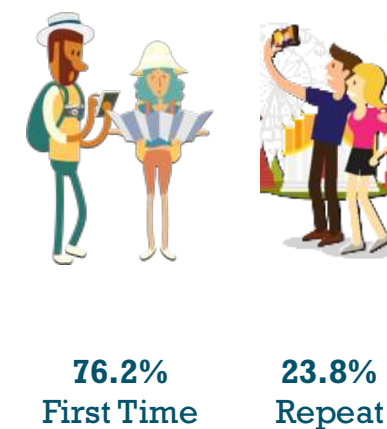
## Trip Booking



## Type of Trip



## 1st Time vs Repeat Tourists



## Travelling Party



**12.2%**  
Alone



**53.7%**  
Spouse/  
Partner



**19.5%**  
Family



**9.8%**  
Friends



**3.7%**  
Organised  
Group



**1.2%**  
Business  
Associates

## Type of Accommodation Used

### Malta & Gozo



**12.3%** of Irish tourists spending nights in Malta stayed in 5\* hotels.

**51.9%** stayed in 4\* hotels.

**9.9%** stayed in 3\* hotels.



**16.0%** utilised self-catering apartment/ farmhouse/ villa.



## Activities Engaged In

### Cultural



**77.1%**  
Visit Historical  
Buildings



**75.9%**  
Visit Churches



**42.2%**  
Visit Museums



**42.2%**  
Visit temples/  
archeological sites



**14.5%**  
Visit local  
produce sites/  
agro-experiences



**13.3%**  
Visit arts/  
craft sites



**13.3%**  
Attend Local  
festival/ event

### Outdoor



**59.0%**  
Swimming/  
Sunbathing



**57.8%**  
Leisure Boat  
trip/ tour



**19.3%**  
Trekking/  
Hiking



**1.1%**  
Scuba Diving

### Recreational



**78.3%**  
Dine at restaurants



**65.1%**  
Shopping



**31.3%**  
Spa/ Wellness



**12.0%**  
Nightlife/  
Clubbing

## Tourists' Expectations of Malta

Exceeded



40.2%

Met



46.3%

Not Met



13.4%

91.1%

Would recommend the Maltese Islands to their friends/ relatives

