

IRELAND Market Profile 2024



No. 14
Rank

1.7% Market Share



Inbound Tourists

- 2010: 25,185
- 2019: 53,089
- 2020: 13,164
- 2021: 13,787
- 2022: 37,886
- 2023: 46,764
- 2024: 59,612



14.9%



24.7%



28.9%



31.5%

Seasonality

Air Connectivity

Airlines

- Ryanair
- Aer Lingus



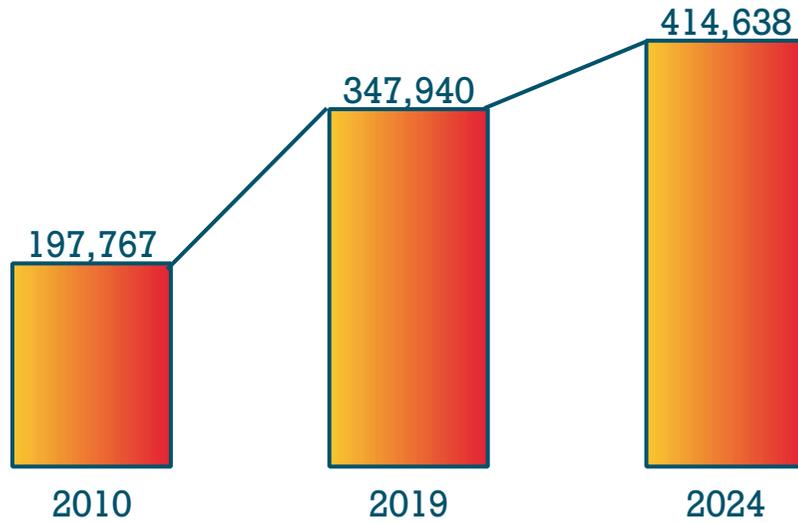
Airports

- Dublin
- Shannon

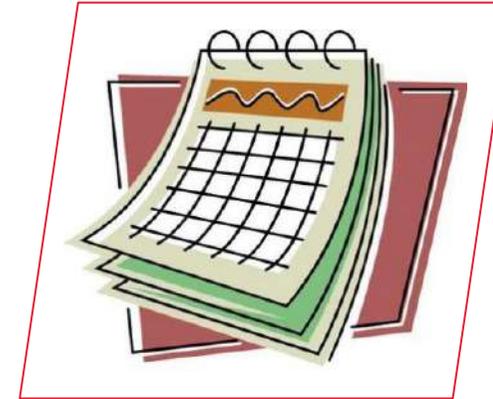


Bed Nights

Total Nights



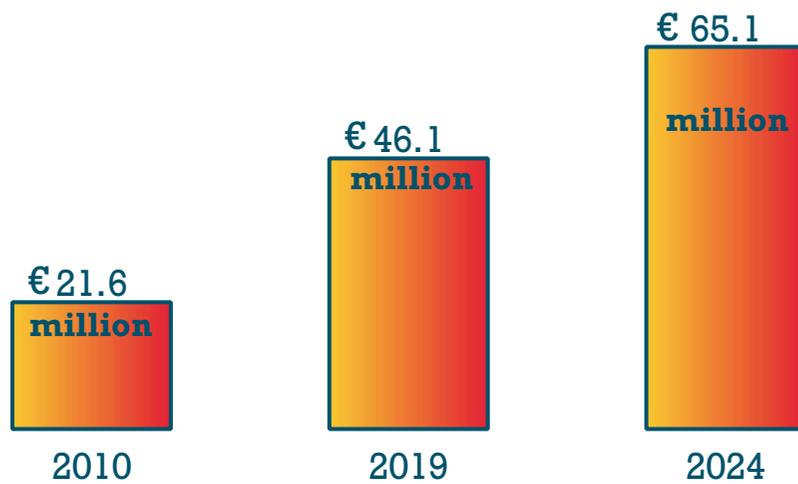
Average Length of Stay



7.0
Nights

Expenditure

Total Expenditure

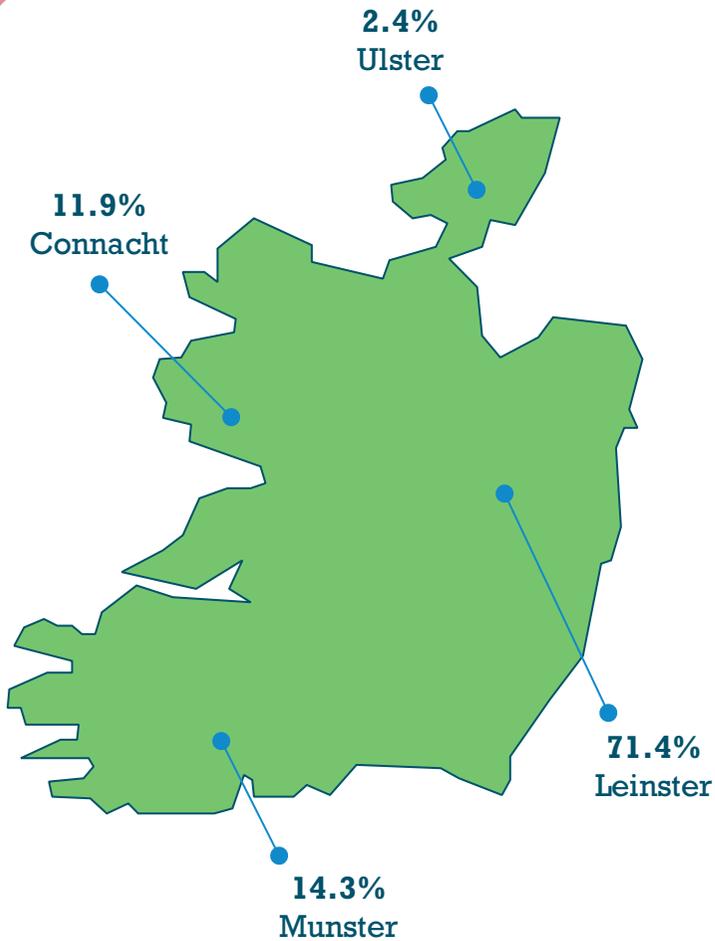


Expenditure per Capita

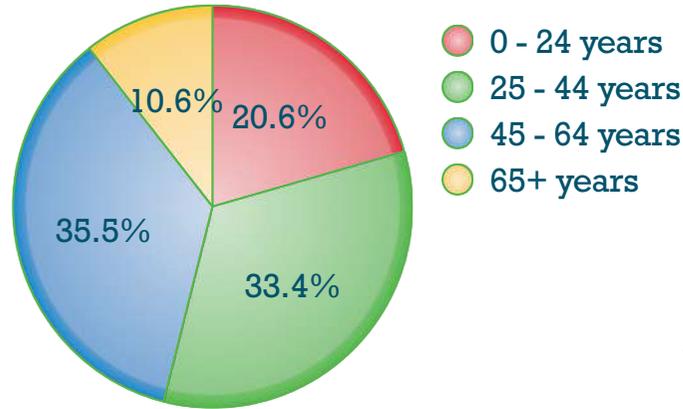


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 56 years

Level of Education



67.4%
Tertiary Level

15.2%
Post-secondary Level

12.0%
Secondary Level

Occupation



50.5% Employed Full-time	29.0% Retired
8.6% Self-employed	6.5% Employed Part-time

Living Arrangements

47.3%
With Spouse/Partner

29.0%
With Spouse/Partner and Children

14.0%
On their own

4.3%
With Children

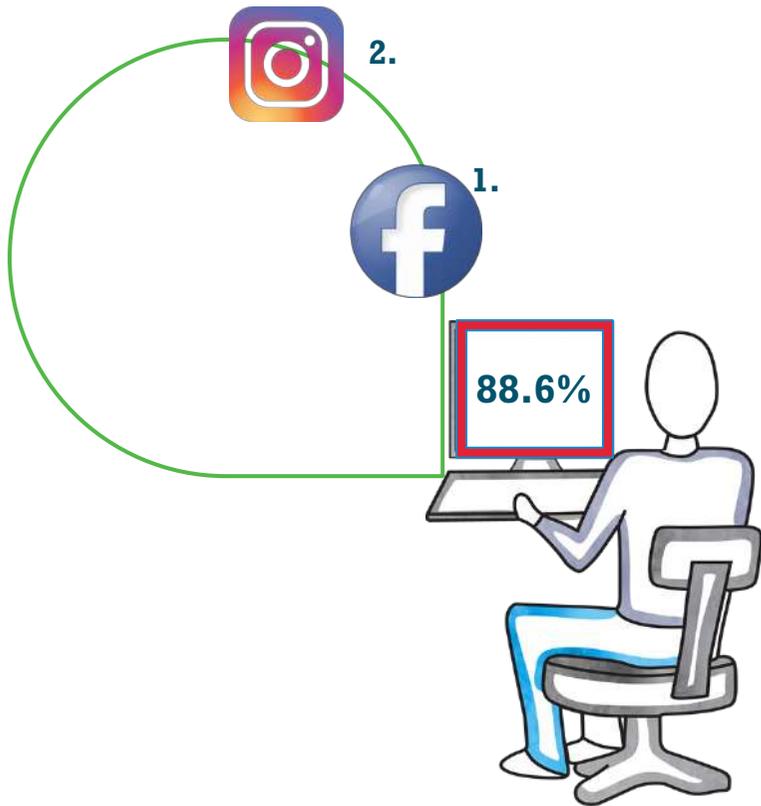
3.2%
With Parents



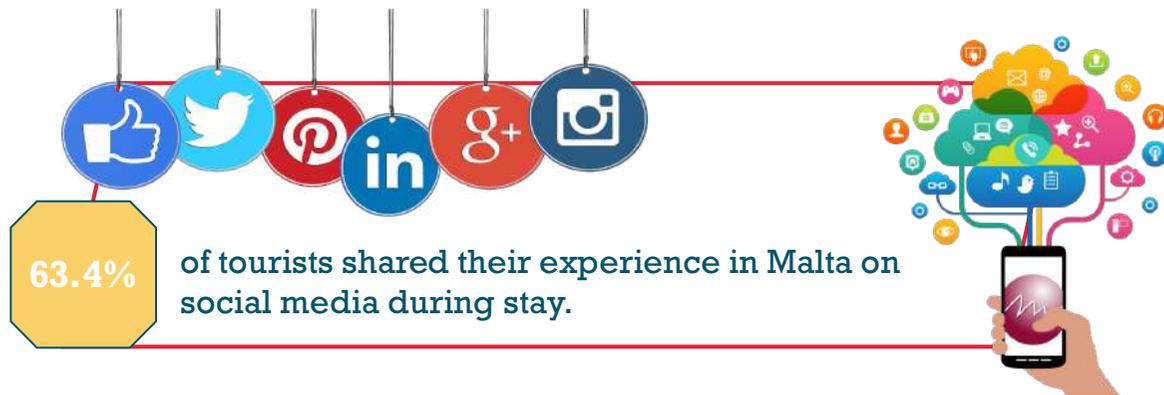
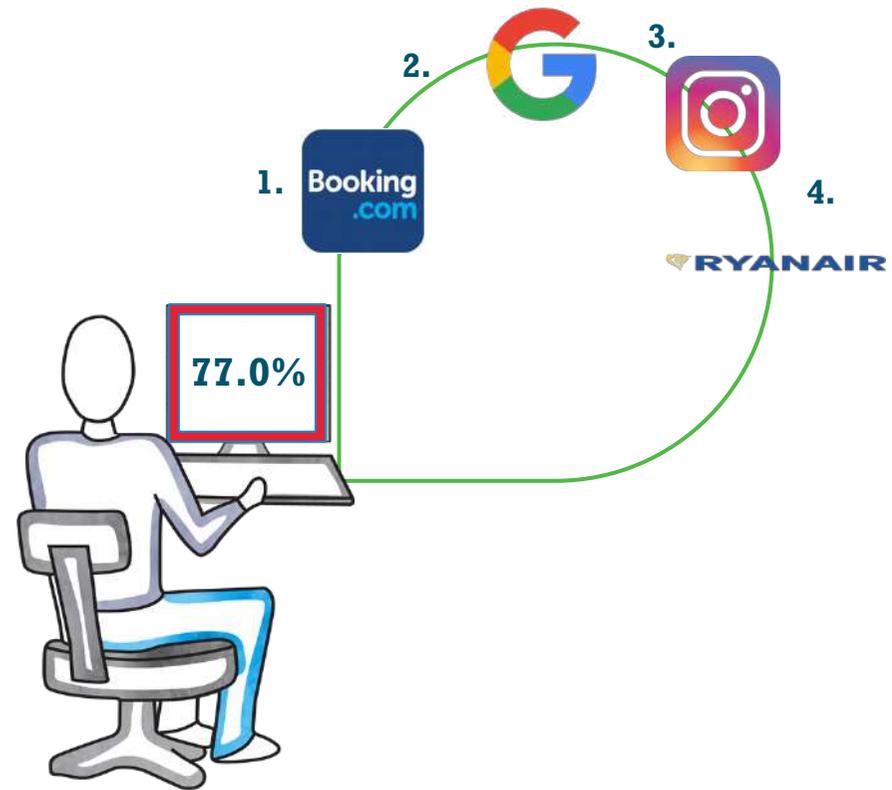
2.2%
With Relatives/
Friends/ Room Mates

Digital Media Usage

Regular

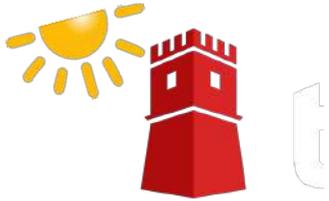


Travel Purposes



Travel Motivations

Sun & Culture



58.1%

Sun



24.7%

Special Occasion



13.6%

Culture



8.5%

Visiting Friends & Relatives



5.3%

Business



2.7%

Wellness



1.6%

Scuba Diving



3.7%

Destination Choice Influencers

Communication Channels



60.4%
Digital Media



44.8%
Recommendation by
Friends/Relatives



24.0%
Tour Operator
brochure/website



9.4%
Recommendation
by travel agent



8.3%
Travel
Guide book



4.2%
Newspaper/
Magazine Advert/
Article



3.1%
TV



3.1%
Books

Other Factors



60.4%
New Destination



53.1%
Good flight connections



38.5%
Cost/ Value
for Money



37.5%
English Spoken
Widely

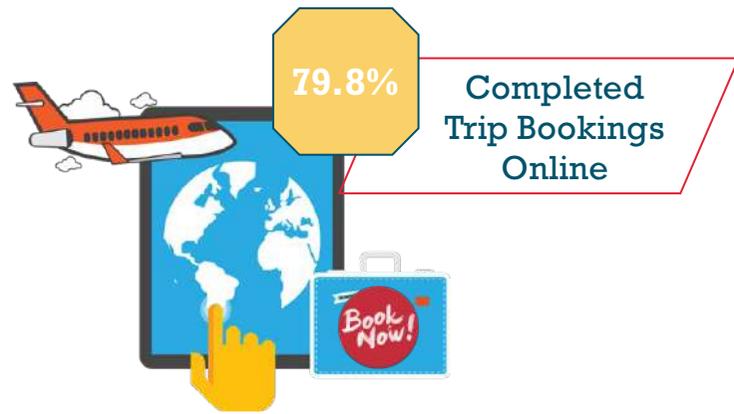


27.1%
Previous Visit

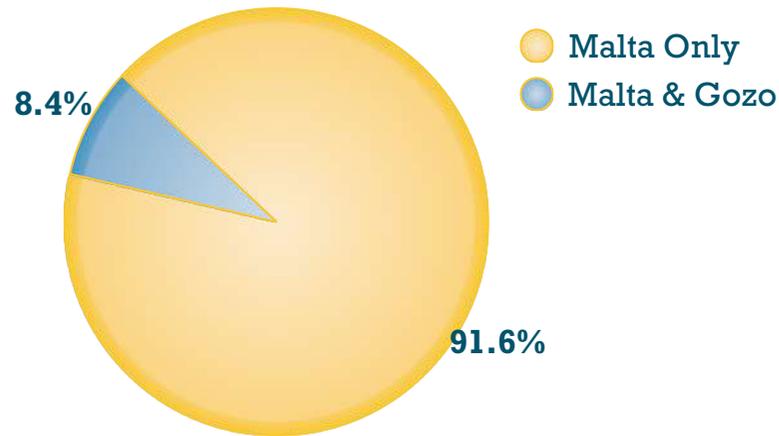


26.0%
Maltese Hospitality

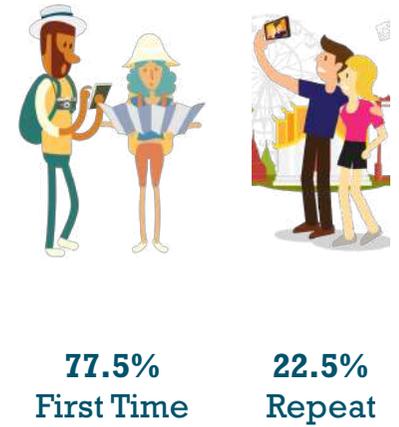
Trip Booking



Type of Trip



1st Time vs Repeat Tourists



Travelling Party



5.2%
Alone



61.5%
Spouse/
Partner



20.8%
Family



6.3%
Friends



5.2%
Organised
Group



1.0%
Business
Associates

Type of Accommodation Used

Malta & Gozo



17.0% of Irish tourists spending nights in Malta stayed in 5* hotels.

54.3% stayed in 4* hotels.

6.4% stayed in 3* hotels.



12.8% utilised self-catering apartment/ farmhouse/ villa.

Activities Engaged In

Cultural



83.3%
Visit Historical
Buildings



79.2%
Visit Churches



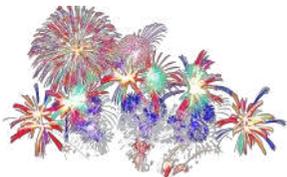
54.2%
Visit Museums



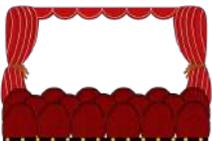
46.9%
Visit temples/
archeological sites



15.6%
Visit arts/
craft sites



11.5%
Attend Local
festival/ event



9.4%
Attend Theatre/
Musical/ Opera/
Dance

Outdoor



55.2%
Swimming/
Sunbathing



45.8%
Leisure Boat
trip/ tour



22.4%
Trekking/
Hiking



5.5%
Scuba Diving

Recreational



81.3%
Dine at restaurants



53.1%
Shopping



15.6%
Spa/ Wellness



6.3%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



54.2%

Met



40.6%

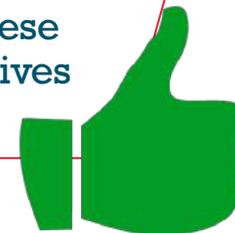
Not Met



5.2%

95.8%

Would recommend the Maltese Islands to their friends/ relatives



Sources: MIA, NSO & MTA Traveller Survey
Compiled by MTA Research Unit