



**Digital
that
Delivers.**

Market Insights

**Domestic Visits to
Attractions and Activities**

Market insights

Domestic visits to attractions and activities

The table shows the attractions and activities engaged in by the domestic market on a recent trip, on a national level and across the four destination brands.



Attractions / activities	Total	Dublin	Wild Atlantic Way	Ireland's Ancient East	Ireland's Hidden Heartlands
Shopping	40%	52%	38%	39%	39%
Museum / gallery	12%	25%	11%	11%	10%
Gardens	28%	22%	29%	30%	25%
Historic house / castle	29%	21%	31%	28%	32%
Nature reserve / national park	30%	20%	36%	24%	26%
Visitor/ heritage / interpretative centre	20%	15%	22%	18%	21%
Spa treatment	11%	15%	10%	10%	11%
Farmers' market / food producer	11%	6%	13%	13%	10%

Source: Fáilte Ireland