

Attitudes to tourism in Ireland

Survey 2026



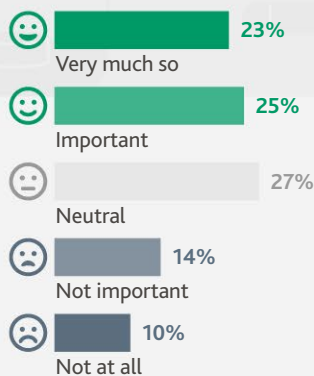
Importance of Tourism

Thinking of the following sectors of the Irish Economy, rank them in order of importance to Ireland in overall terms.

	1 st Mention	2 nd Mention	3 rd Mention	Top 3
Pharmaceuticals	30%	18%	19%	68%
Agriculture/Farming	27%	20%	17%	64%
Food Sector	13%	22%	17%	52%
Tourism	12%	14%	18%	44%
Financial Services	8%	13%	17%	38%
Computer Hardware & Software	8%	13%	12%	33%

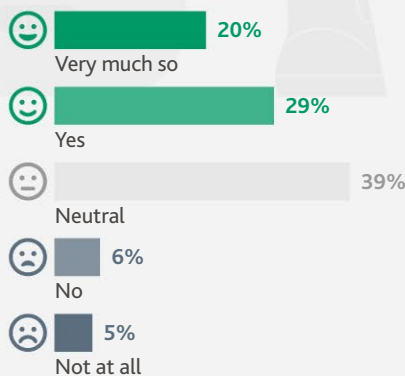
Pharmaceuticals were ranked as the most important sector of the Irish economy with 68% of mentions. *Tourism* was placed in the Top 3 in order of importance by just under half (44%) of people.

How Important is tourism to your local area / community?



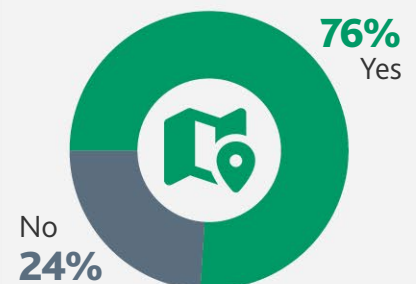
Tourism is viewed as very important by just under half (48%) to their local area.

Would you prefer a larger tourist industry in Ireland?



50% want a larger tourism industry in Ireland, compared to the 1 in 9 who don't.

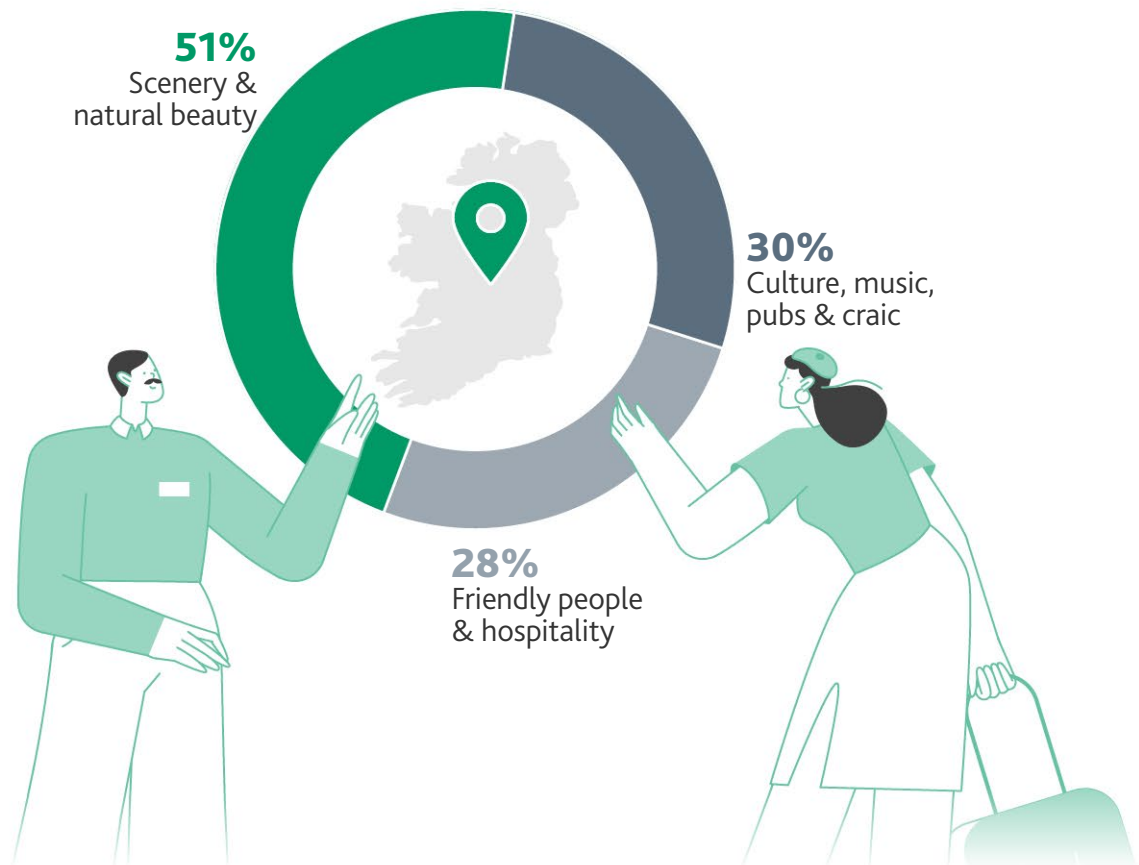
Do you believe that tourism brings meaningful benefits to your region or town?



Just over three-quarters believe that tourism brings benefits to their region or town.

Ireland's Tourism Offering

The most compelling reasons for international tourists to visit Ireland.



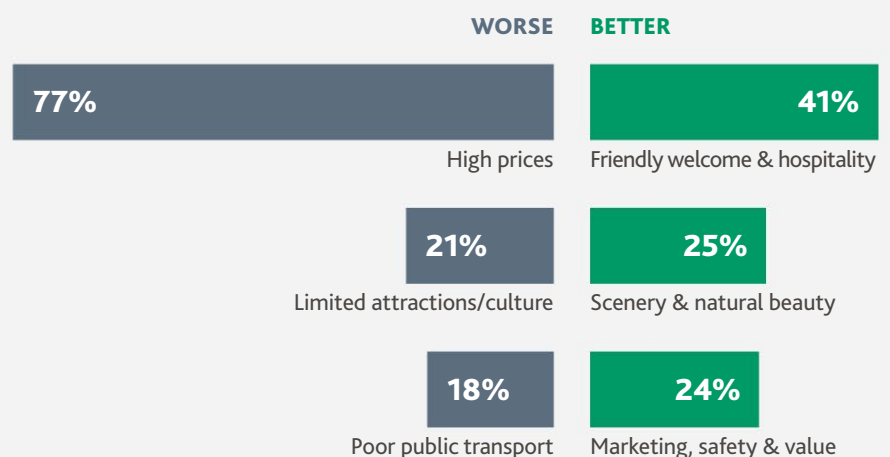
51% of respondents believe that the most compelling reason to visit Ireland is the scenery and natural beauty.

How Ireland's tourism offering compares to other countries.



Just over a third (38%) believe that Ireland's tourism offering is better than other countries.

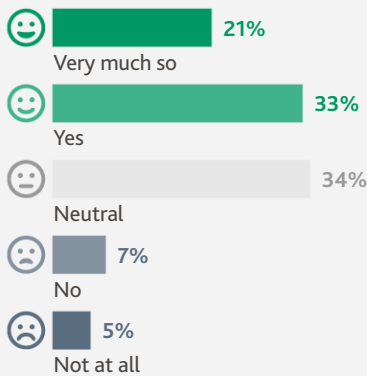
Top reasons given for a positive or negative comparison.



For those who thought Ireland's tourism offering is worse than other countries, high prices was the most cited issue with 77% of mentions.

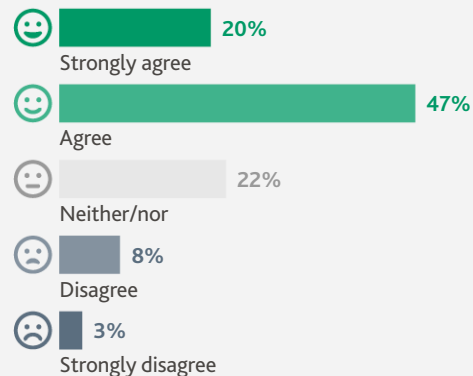
Ireland's Tourism Offering

Does Ireland still offer the *céad míle fáilte* to domestic and international visitors?



Just over half (54%) believe that Ireland still offers the *céad míle fáilte* to visitors. The 18-24 age bracket were less likely to think this.

Does Ireland offer a unique or authentic experience that cannot be found elsewhere?



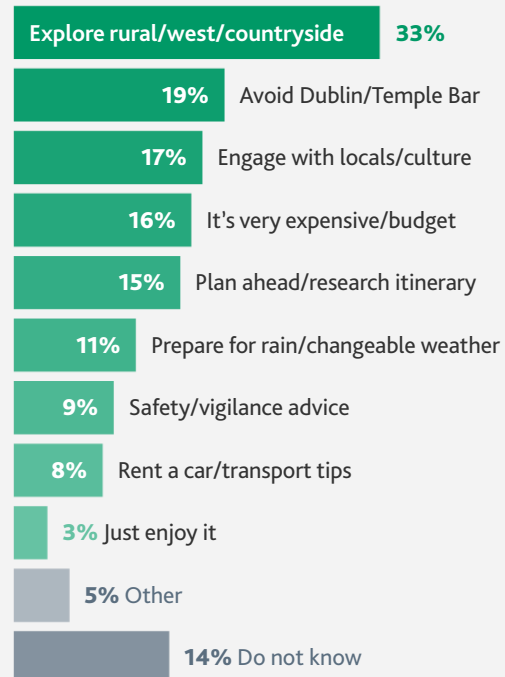
Two in three (67%) believe that the Irish experience is unique and cannot be found elsewhere.

Which aspects of Irish life or environment do you feel are most attractive to visitors?



Scenery was once again chosen as the most attractive feature, followed by traditional music and culture, the friendly nature of the people and history and heritage sites.

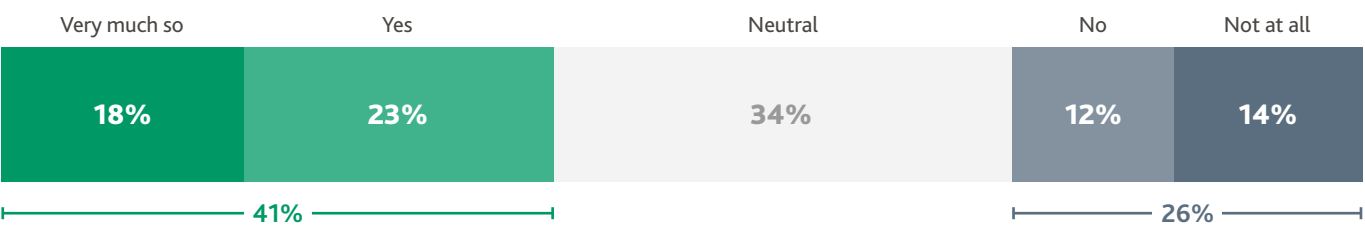
What advice would you give to someone visiting Ireland for the first time?



Exploring the countryside came up the most frequently when saying what advice they would give. Avoiding Dublin and specifically Temple Bar was the second most frequently mentioned (19%) advice.

Tourism and the Environment

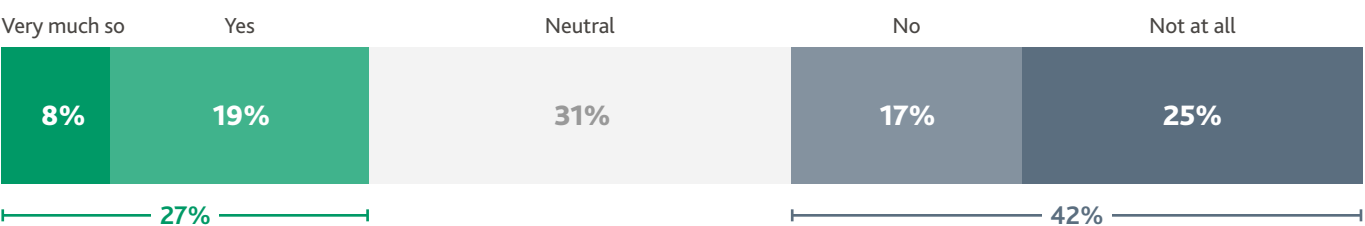
Does the impact of tourism on the environment and sustainability matter to you?



Two in five (41%) believe that the impact of tourism on the environment and sustainability is important to them.



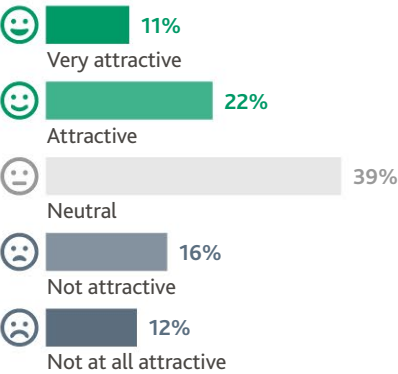
Do you consider sustainability issues when you are planning your own holidays?



But only 27% consider sustainability issues when planning their own holidays.

Tourism as a Career

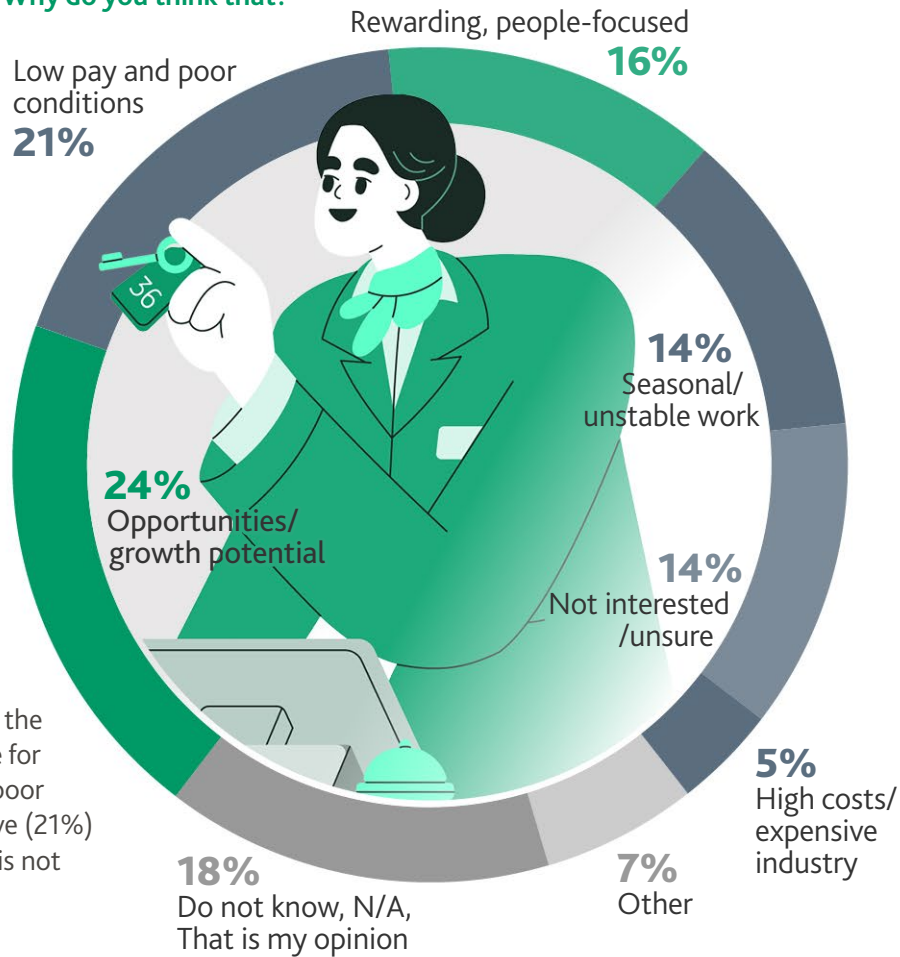
How attractive do you consider the Irish tourism sector as a place to build a career?



Only one-in-three (33%) view the Irish tourism sector as an attractive place to build a career.

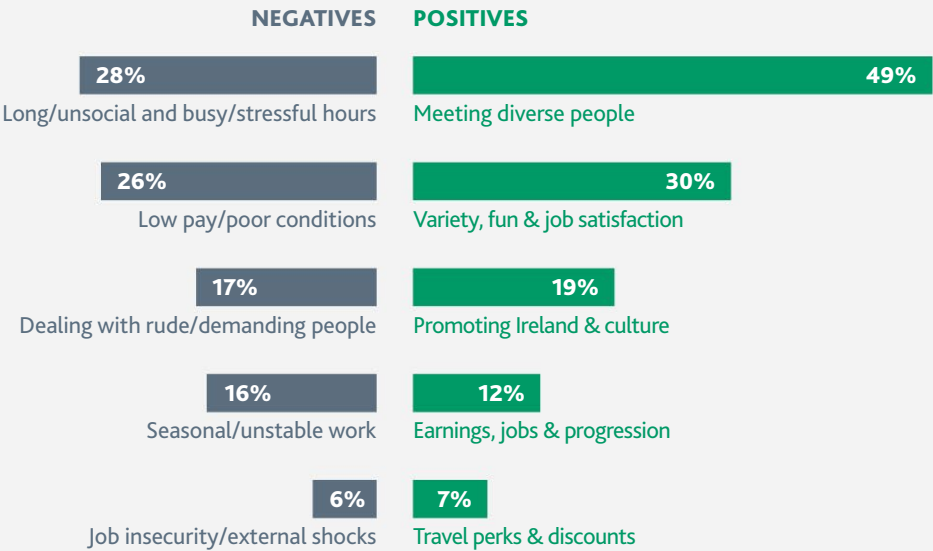
Opportunities and growth potential was the most frequently mentioned as a positive for the tourism sector (24%). Low pay and poor conditions were mentioned by one-in-five (21%) as a reason why the Irish tourism sector is not an attractive place to build a career.

Why do you think that?



What are the positives and negatives of working in the tourism industry?

Meeting diverse people was cited by half of respondents as a positive of working in the tourism industry. Long/unsocial hours and the business and stress were most frequently mentioned as the main negative.



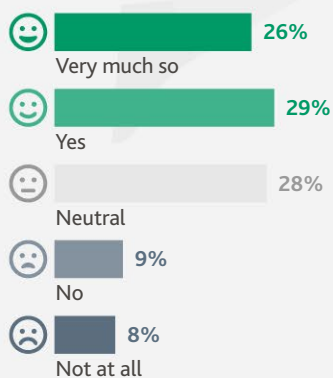
Large Scale Sports Events

The Irish Government has focused considerable efforts on attracting major sporting events to Ireland (e.g. American Football Games in Croke Park or The Ryder Cup 2027 to Adare Manor). Do you support this approach in broad terms?



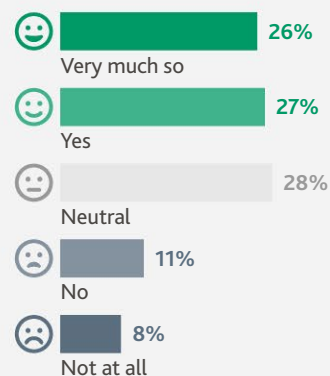
The Irish government's idea to bring major sporting events to Ireland has been received very positively across all age groups.

Do you think that investing in these events represents good value for money?

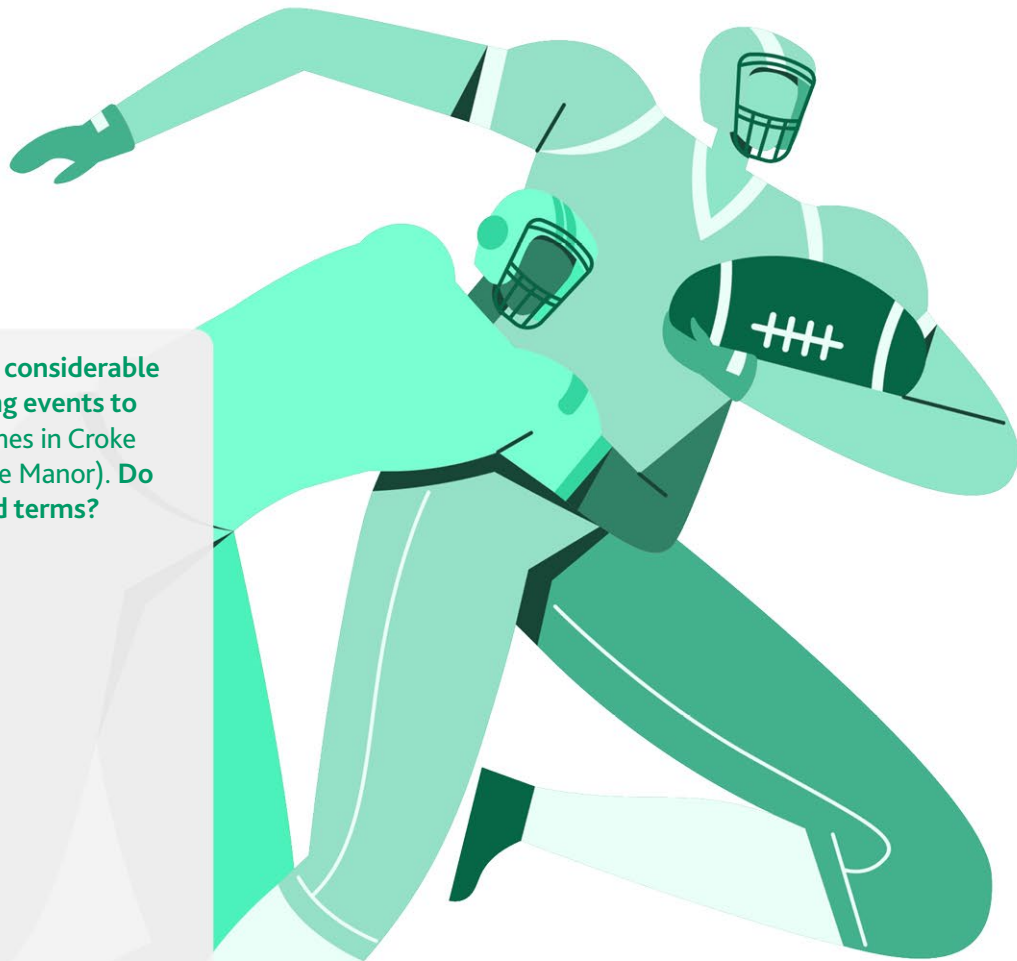


Over half (55%) believe that investing in bringing these events to Ireland represents good value for money.

Do you think these events effectively showcase Ireland's culture, hospitality, and attractions to international audiences?

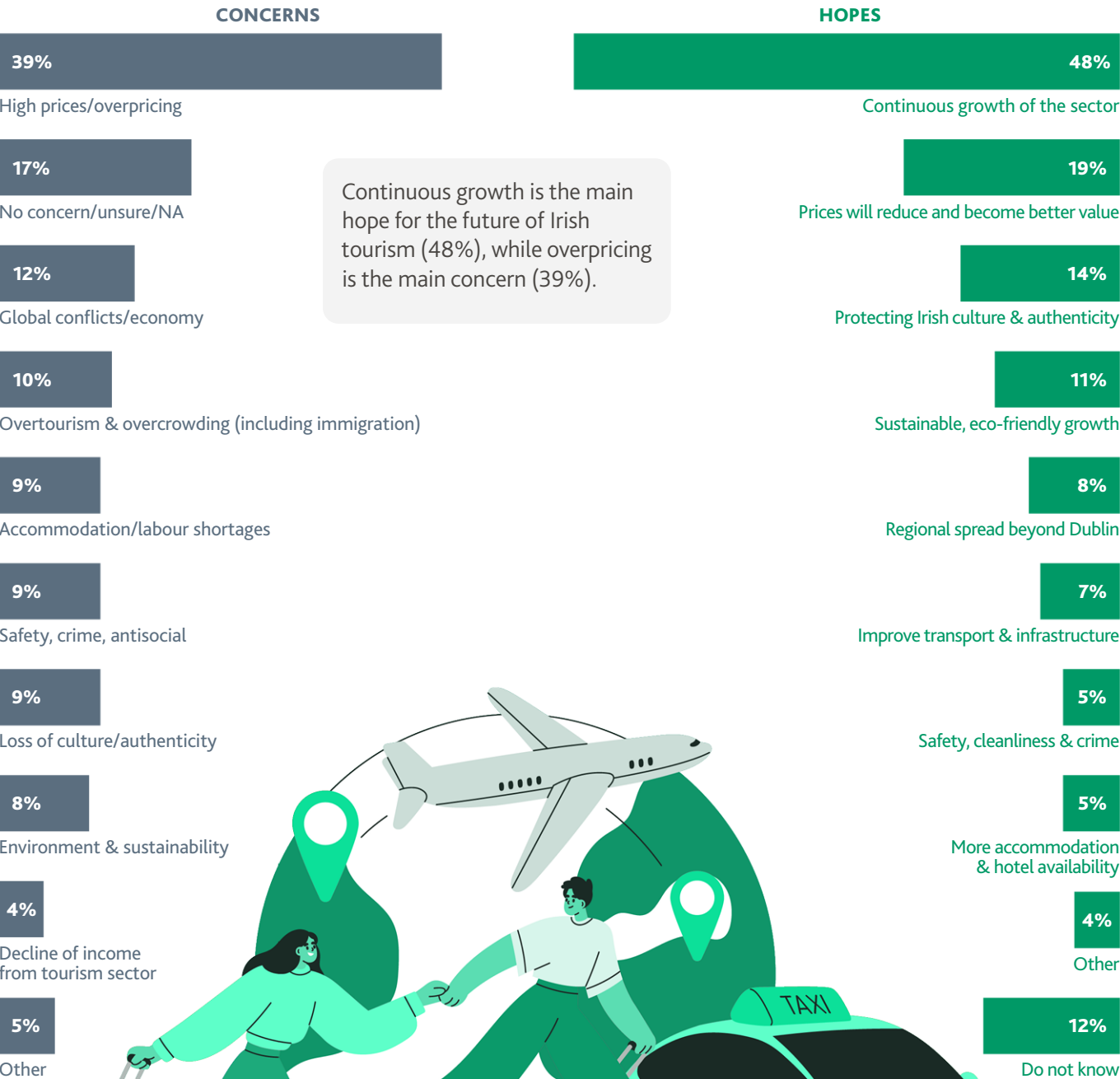


A slight majority (53%) believed that these events showcase Irish culture effectively.



Future Hopes

What are your biggest hopes/concerns for the future of Irish tourism?



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