

LOCAL TOURISM PERFORMANCE JANUARY 2024



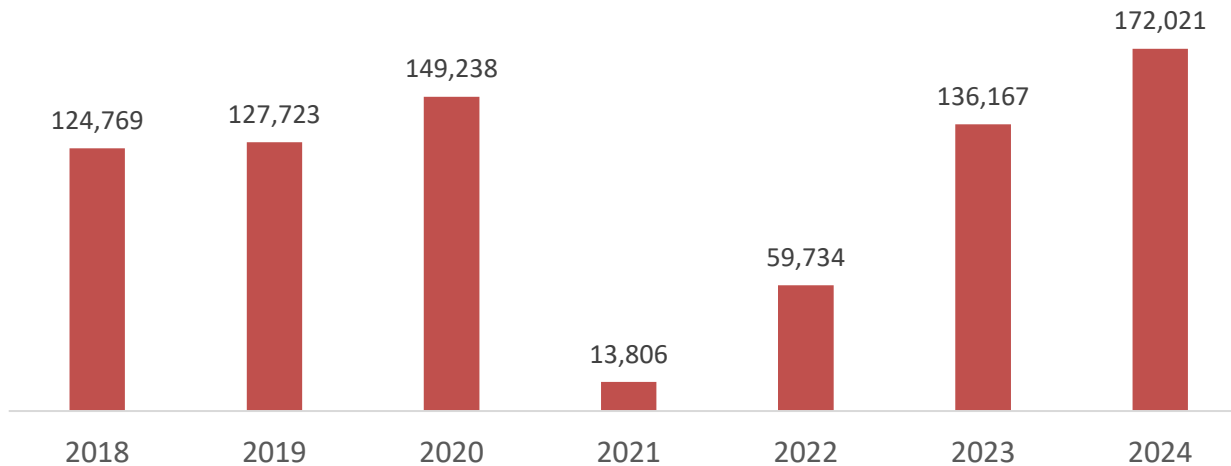
20th March 2024

Summary of Performance

	Jan 2019	Jan 2022	Jan 2023	Jan 2024	Change 2024/2023	% Change 2024/2023
Total inbound visitors (including overnight cruise passengers)	127,723	59,928	136,167	172,021	35,855	26.3%
Inbound tourists (excluding overnight cruise passengers)	127,723	59,734	136,167	172,021	35,855	26.3%
Guest nights	912,439	576,536	1,031,718	1,009,624	-22,095	-2.1%
Average length of stay (nights)	7.1	9.7	7.6	5.9	-1.7	-22.5%
Total expenditure (€000)	84,687	46,946	99,102	109,913	10,811	10.9%

Inbound Tourism January 2024

Total Inbound Tourists



172,021 tourists

+26.3% over 2023

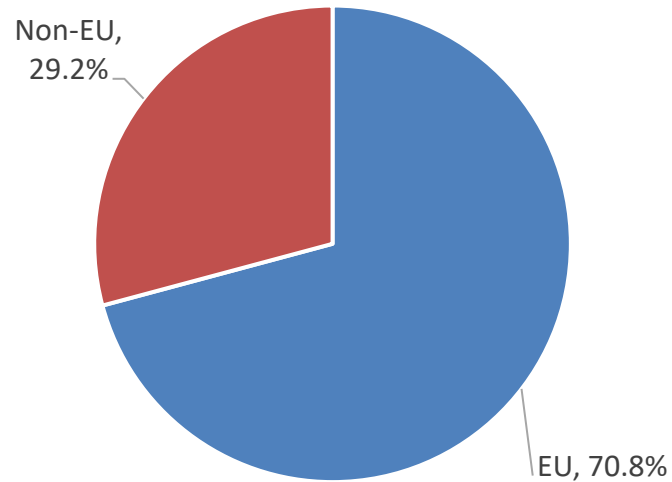
Performance of Main Source Markets

January	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023	Market Share 2024
France	7,793	7,085	10,797	11,066	269	2.5%	6.4%
Germany	11,462	4,795	9,094	12,188	3,094	34.0%	7.1%
Italy	21,894	6,192	23,148	29,832	6,684	28.9%	17.3%
Poland	6,165	7,602	12,687	20,829	8,142	64.2%	12.1%
Spain	6,319	2,226	6,010	6,893	884	14.7%	4.0%
United Kingdom	26,076	8,807	21,622	28,527	6,906	31.9%	16.6%
Total	127,723	59,734	136,167	172,021	35,855	26.3%	100.0%

- Italy ranked as the largest source market with a share of 17.3%.
- UK ranked second, followed by Poland.
- Both Italy and Poland registered a record month in inbound figures.

EU and Non-EU Markets January 2024

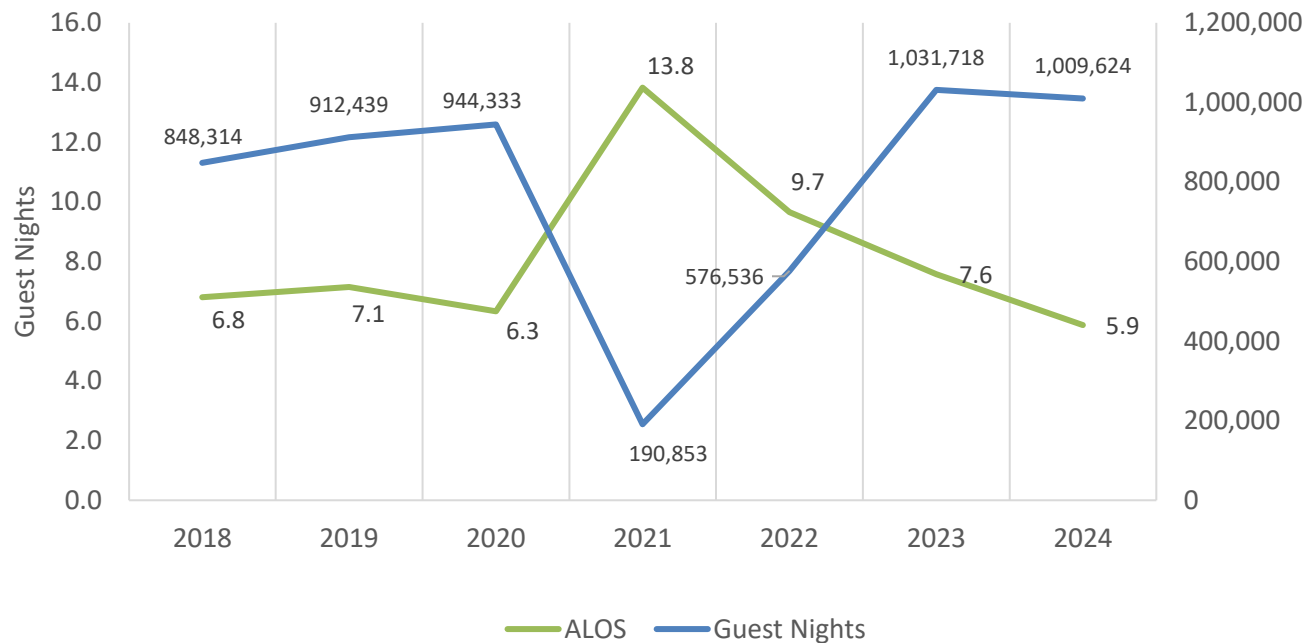
Share of tourists coming from EU and Non-EU countries



Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Markets:						
EU	106,934	46,478	95,037	121,837	26,800	28.2%
of which: Euro area	65,230	32,954	71,540	87,090	15,550	21.7%
Non-EU	20,788	13,256	41,130	50,185	9,055	22.0%
Inbound Tourists	127,723	59,734	136,167	172,021	35,855	26.3%

Guest Nights and Average Length of Stay January 2024

Guest Nights and Average Length of Stay



Guest nights

- 1,009,624 nights
- -2.1% compared to January 2023

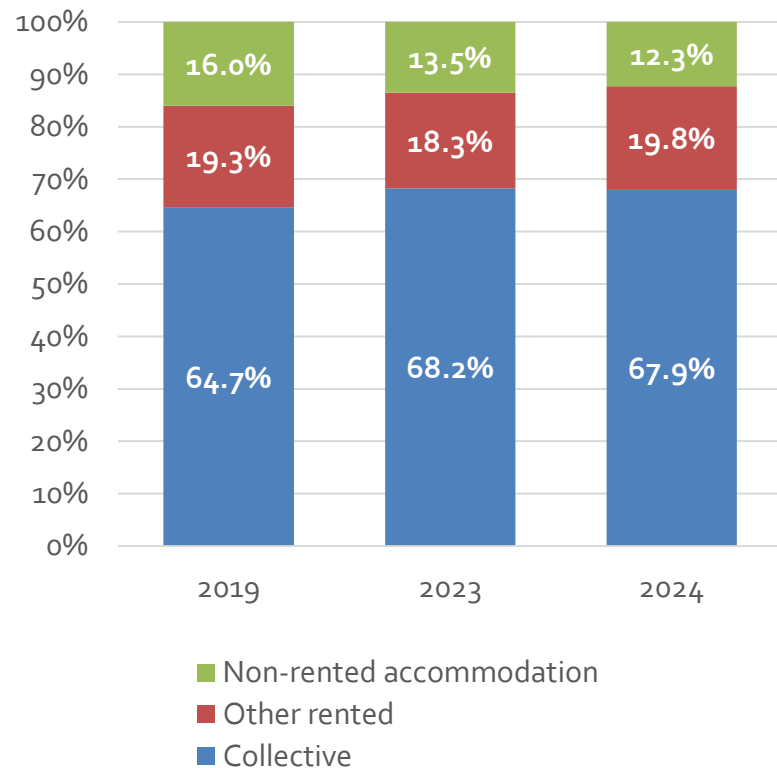
Average length of stay

- 5.9 nights
- -1.7 nights compared to January 2023

Inbound Tourists by Type of Accommodation Used

January 2024

Share of Tourists by type
Accommodation Used



Inbound Tourists by type of accommodation	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Rented accommodation	107,307	49,117	117,775	150,904	33,129	28.1%
Collective	82,610	37,212	92,907	116,865	23,958	25.8%
Other rented	24,698	11,906	24,868	34,040	9,171	36.9%
Non-rented accommodation	20,416	10,616	18,392	21,117	2,725	14.8%
Total tourists	127,723	59,734	136,167	172,021	35,855	26.3%

Share of Guest Nights by Type of Accommodation Used & Average Length of Stay – January 2024



Collective accommodation 55.6%
(4.8 nights)



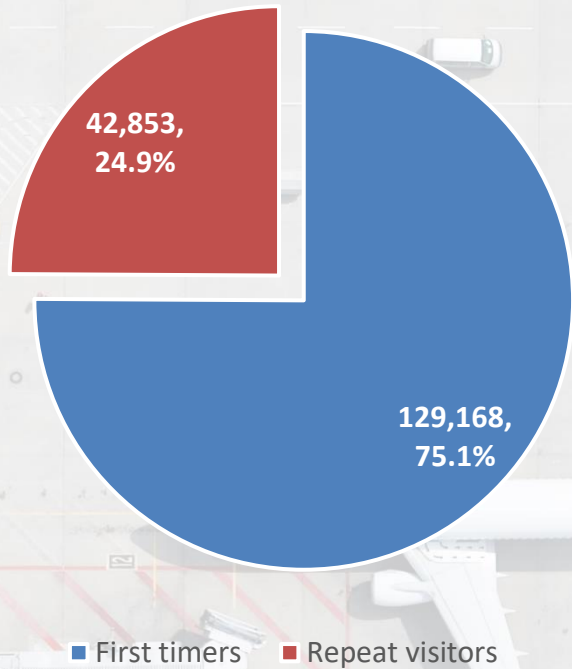
Other rented accommodation 23.8%
(7.1 nights)



Non-rented accommodation 20.6%
(9.9 nights)

Frequency of Visit

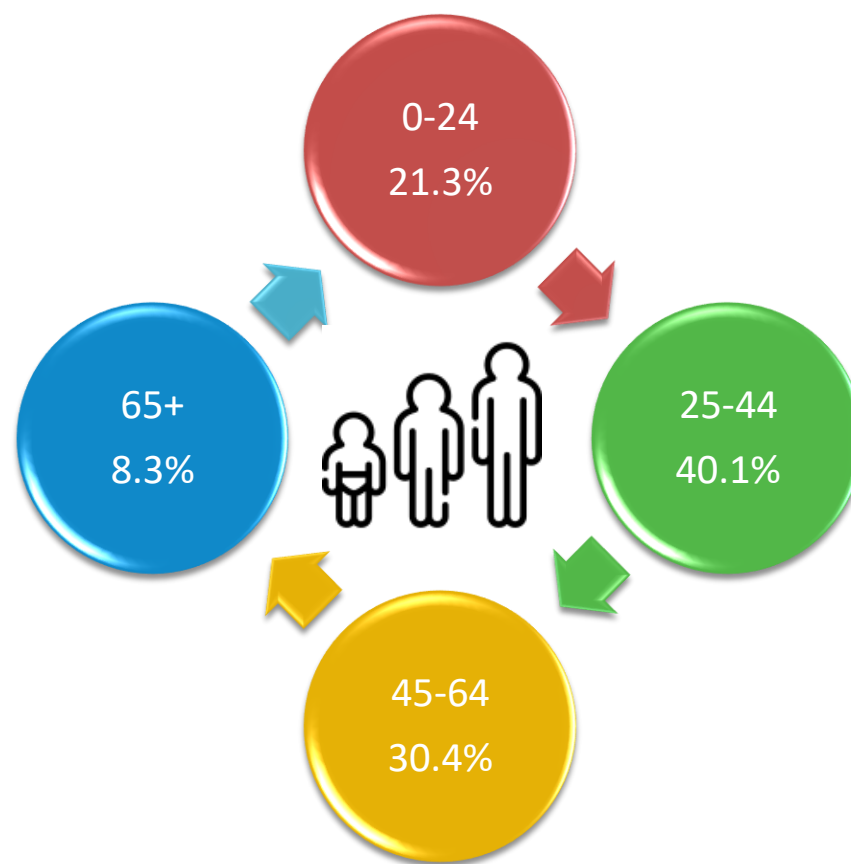
Frequency of Visit
January 2024



Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Frequency:						
First-time tourists	89,482	39,508	100,964	129,168	28,204	27.9%
Repeat tourists	38,241	20,226	35,203	42,853	7,651	21.7%
once a year or less	25,635	13,118	25,029	29,643	4,614	18.4%
more than once a year	12,606	7,108	10,174	13,211	3,037	29.9%
Inbound Tourists	127,723	59,734	136,167	172,021	35,855	26.3%

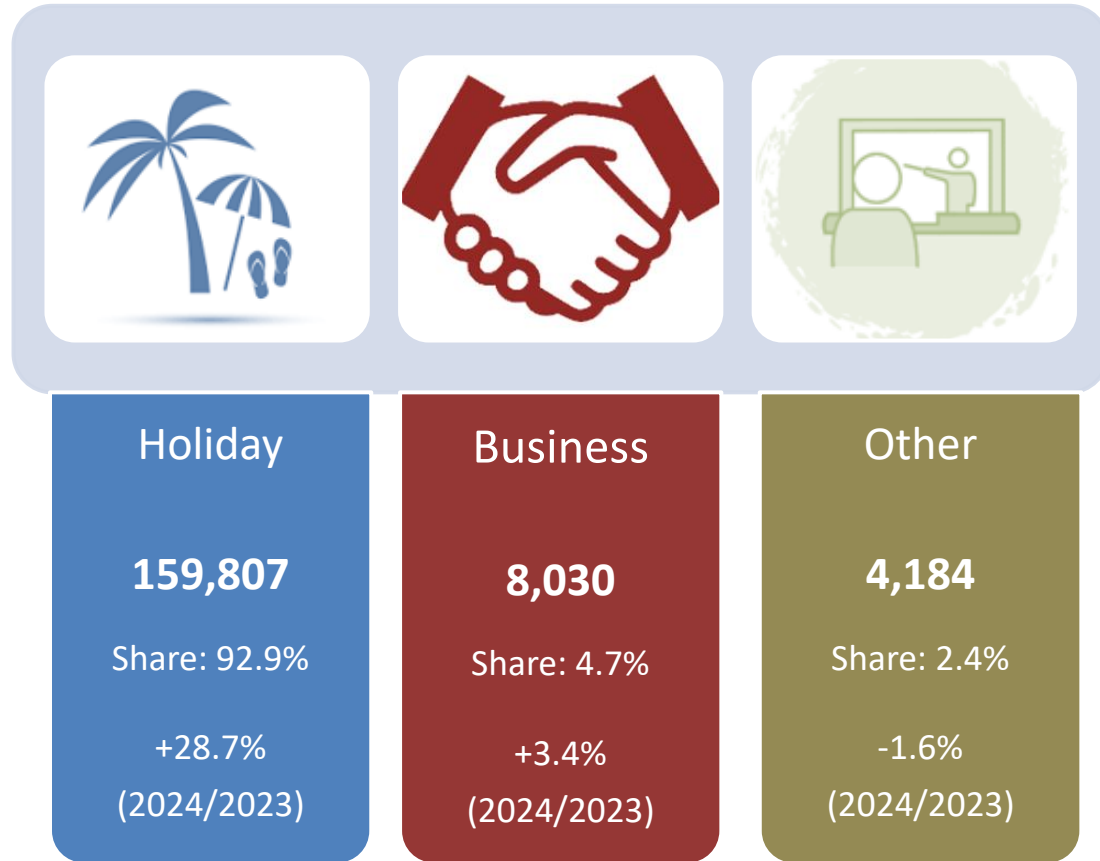
Age Diversification – January 2024

Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Age Group:						
0-24	20,250	12,005	24,543	36,588	12,045	49.1%
25-44	52,788	26,030	55,963	68,984	13,021	23.3%
45-64	40,301	16,711	42,478	52,236	9,758	23.0%
65 or more	14,385	4,988	13,183	14,213	1,030	7.8%
Inbound Tourists	127,723	59,734	136,167	172,021	35,855	26.3%



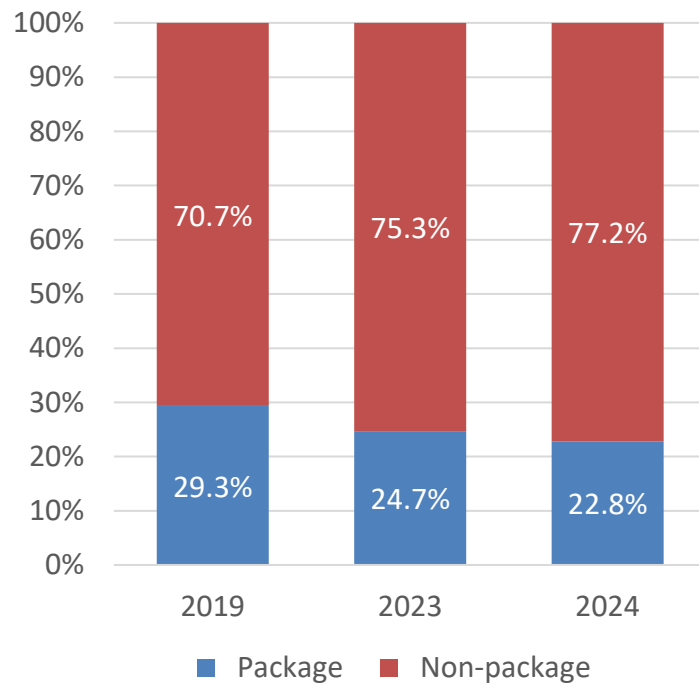


Purpose of Visit January 2024



Organisation of Stay – January 2024

Share of Package and Non-Package Tourists

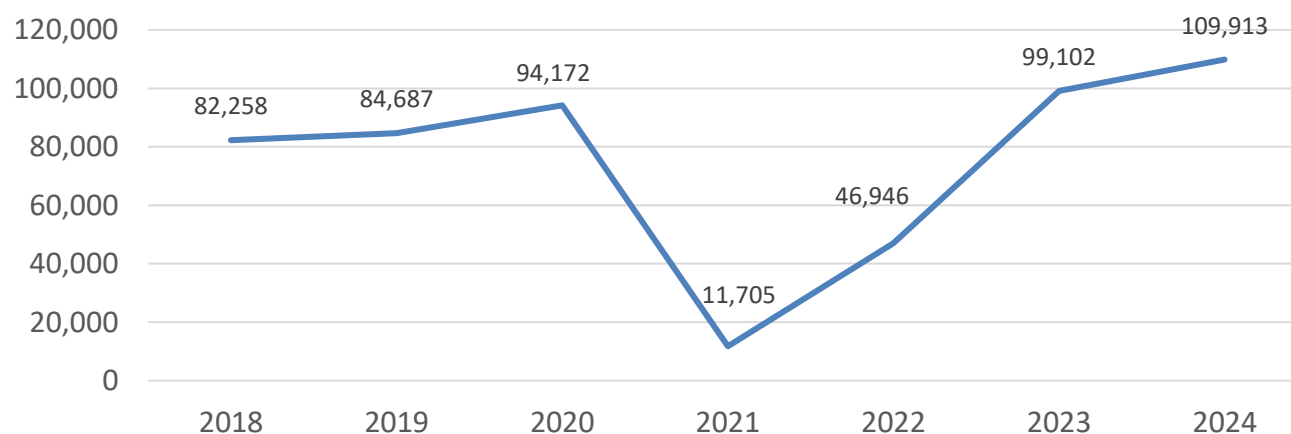


Inbound Tourists	2019	2022	2023	2024	Abs. Change 2024/2023	% Change 2024/2023
Organisation of stay:						
Package	37,442	10,859	33,619	39,183	5,563	16.5%
Non-package	90,281	48,875	102,547	132,838	30,291	29.5%
Inbound Tourists	127,723	59,734	136,167	172,021	35,855	26.3%

Tourist Expenditure – January 2024

January	Package	Non-package			Total € 000	Per capita €	Per night €
		Non-package Air/sea fares	Non-package Accommodation	Other			
2019	20,615	14,445	13,976	35,651	84,687	663.0	92.8
2022	6,430	7,845	11,352	21,318	46,946	785.9	81.4
2023	19,126	16,556	18,818	44,602	99,102	727.8	96.1
2024	21,934	19,213	23,159	45,606	109,913	638.9	108.9
%Change 2024/2023	14.7%	16.1%	23.1%	2.3%	10.9%	-12.2%	13.3%

Total Tourist Expenditure (€000s)



Total tourist expenditure surpassed **€109.9** million, an increase of 10.9% when compared to January 2023.

Expenditure per night increased from € 96.1 to € 108.9.