

Republic of Ireland Visitors to NI Jan-June 2025

Source: CSO – Household Travel Survey



544k

Trips

+15% vs
Jan-June 2024



992k

Nights

+9% vs
Jan-June 2024



£107m

Spend

+10% vs
Jan-June 2024

- The latest figures published by the Central Statistics Office (CSO) indicate that there was a 15% increase in the number of overnight trips taken by ROI residents to NI in the first half of 2025 compared with the same period in 2024, and a 10% increase in spend.
- This was driven by significant growth in holiday visitors and those visiting friends and relatives compared to January-June 2024, possibly linked to the ongoing perception amongst ROI residents that NI offers better value for money than ROI and GB.



For ROI consumers, the top motivators for taking a break in NI are **fun**, **escapism** and **relaxation**.



ROI domestic performance was **less positive** in the first half of 2025, potentially related to the impact of **cost-of-living**.