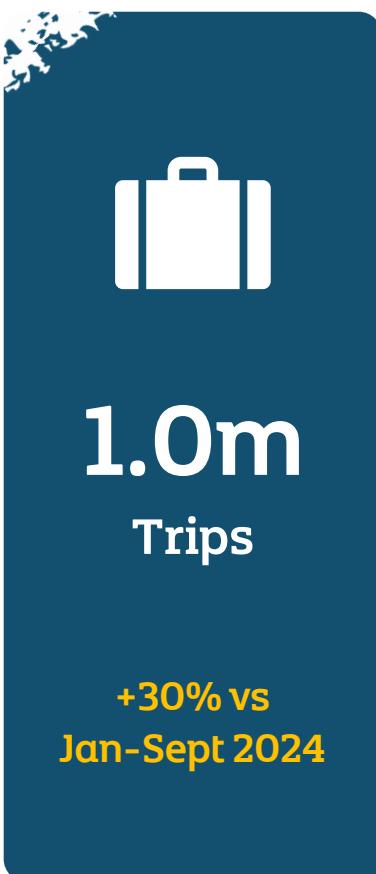


Republic of Ireland Visitors to NI Jan-Sept 2025

Source: CSO – Household Travel Survey



The latest figures published by the Central Statistics Office (CSO) indicate:

- Overnight trips taken by ROI residents in NI in the first nine months of 2025 increased by almost one-third compared with the same period in 2024. This was driven by significant growth in holiday visitors, as well as a positive performance for those here on business and visiting friends and relatives, compared with January-September 2024.
- The strong ROI to NI performance and weaker ROI domestic picture is possibly linked to the ongoing perception amongst ROI residents that NI offers better value for money than ROI and GB, with research indicating the impact of cost of living weighed heavily on the Irish consumer this year.



The top motivators for ROI consumers intending to take a break in NI are **fun, relaxation, and staying in nice accommodation**



ROI domestic performance was less positive in the first nine months of 2025, with declines in trips and nights while spend remained stable.