Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

YOUR
DUBLIN
YOUR
VOICE
DUBLIN OPINION PANEL

Economic Development Office
Dublin City Council

Survey Fieldwork:
May 2025

Report by:

Delve Research
Survey Research & Analysis

www.delve-research.com

Citizen Survey Report
Attitudes Towards Tourism
May 2025

Agenda

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Life Satisfaction

- **6.9 out of 10** is the average life satisfaction score among respondents. This is up from 6.7 measured in March 2025.

Feeling Safe in the City Centre

- **69%** of respondents indicated they feel safe in the city centre during the day (up from 64% in March 2025) and **37%** feel safe in the city centre at night (up from 33%).

Reasons for Tourists to Visit Dublin

- The **top five** reasons for tourists to visit Dublin, according to residents, were:

  - Dublin's pub scene
  - Dublin's history
  - Dublin's culture
  - Dublin's literary heritage / events
  - Dublin's musical heritage / music scene

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Impacts of Tourism

- **91% of respondents** agree that "International tourism is good for Dublin" while 44% agreed that "International tourists are putting too much pressure on Dublin.

- **95% of respondents** agree that "Domestic tourism is good for Dublin" while 19% agreed that "Domestic tourists are putting too much pressure on Dublin".

Specific Impacts of Tourism

- The **top 5 positive impacts of tourism** on Dublin in the view of respondents were:

  - The local economy (91% see tourism as positive)
  - The preservation and showcasing of historical heritage (80%)
  - The cultural activities on offer (76%)
  - The atmosphere and entertainment in the city (72%)
  - The leisure activities on offer (62%)

Summary

Interacting with Tourists

- **28% of respondents** interacted with tourists on at least a weekly basis, and a further 43% less often.

- **81% of respondents** described their interactions with tourists as positive.

Any Problems Caused by Tourism

- **44%** of respondents reported that tourism causes some problems for them.

- Among these, the top 4 problems perceived as a result of tourism were:

  - Crowding
  - Cost of living
  - Housing prices
  - Problems with cleanliness / waste

Among those experiencing problems caused by tourism in Dublin, most reported experiencing these problems in July / August.

Pride Showing Tourists Around Dublin

- **55%** of respondents said they would feel proud of Dublin if showing someone around

Suggesting Places to Stay

- If offering suggestions for where a friend visiting Dublin might stay:

  - 70% would suggested staying with them in their home
  - 59% would suggest a hotel
  - 31% would suggest a traditional B&B / Guesthouse
  - 15% would suggest a short-term let
  - 9% would suggest a hostel

Hosting Family or Friends / Tourists

- **81%** of respondents indicated that they host **friends or family** at least once a year
- **41%** had hosted **international visitors** in the past 12 months
- **45%** had hosted **domestic visitors** in the past 12 months

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How Sustainable is Tourism in Dublin?

• **43%** of respondents felt that tourism in Dublin is somewhat or very sustainable.

Technology and the Tourist Offering in Dublin

• **28%** felt that technology is used reasonably or very well to add to the tourist offering in Dublin.

• The top 3 suggestions for how technology could add to the tourist offering in Dublin were:

   • Easier payment on public transport
   • Improved public transport app / information
   • A Dublin app with activities / what's on / discounts etc.

Awareness of Dublin City Council Tourism Strategy 2023-2028

• **24%** of respondents had heard of the Dublin City Council Tourism Strategy 2023-2028

Tourist Bed Charge

- **64%** of respondents indicated that they somewhat or strongly support the proposal whereby where visitors to the city would pay a small additional fee for their accommodation.

Tourist Bed Charge – Spending Priorities

- The top 5 suggestions for how income from a tourist bed charge could be spent were:

  - Enhance public realm
  - Improved public transport and taxi services
  - Safety initiatives in the city centre
  - Restoration and maintenance of historical buildings
  - Free or low-cost cultural events / performances

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Making Dublin More Appealing to Tourists

- The top 5 suggestions for making Dublin More Appealing to Tourists were:

  - Increase public safety
  - Enhance cleanliness
  - Improve public transport (airport link, easier payment, reliability)
  - Improve public amenities / public realm
  - Make it more affordable

Agenda

- Online survey, 20th May - 1st June 2025

- 1,010 respondents from the "Your Dublin, Your Voice" opinion panel

- 19% response rate

- Margin of error +/- 3%

- Robust panel in existence since 2010, recruitment through various channels

Respondent Profile

49% **51%**

27% with dependent children in household

Age Group

- 18-34 — 32%
- 35-49 — 30%
- 50-65 — 22%
- Over 65 — 16%

Time Living in Dublin

- 1 year or less — 2%
- 1 to 5 years — 7%
- More than 5 years — 91%

Employment Status

- Working full-time (including self-employed) — 67%
- Working part-time (including self-employed) — 7%
- Currently seeking employment — 3%
- Looking after home / family — 3%
- Retired from employment — 14%
- Unable to work due to permanent illness or disability — 2%
- Student or pupil — 3%

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Respondent Profile

41 nationalities represented on this survey, 88% Irish
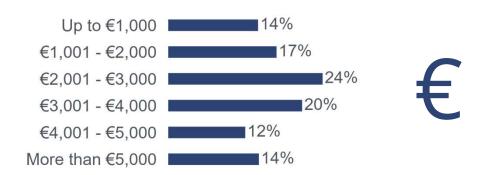
Current Area of Residence

	%
Outside County Dublin	5%
Dublin 1	2%
Dublin 2	2%
Dublin 3	7%
Dublin 4	3%
Dublin 5	5%
Dublin 6	3%
Dublin 6W	4%
Dublin 7	10%
Dublin 8	9%
Dublin 9	7%
Dublin 10	1%
Dublin 11	5%
Dublin 12	7%
Dublin 13	3%
Dublin 14	3%
Dublin 15	3%
Dublin 16	2%
Dublin 17	0%
Dublin 18	2%
Dublin 20	1%
Dublin 22	1%
Dublin 24	3%
County Dublin	12%
NET	100%

Local Authority

- Dublin City Council: 66%
- South Dublin CC: 14%
- Fingal CC: 10%
- DLR CC: 10%

n=963

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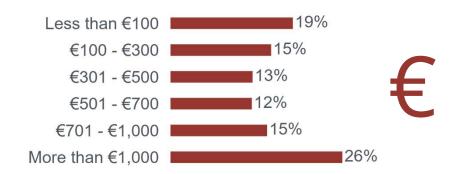
Monthly Income After Taxes, Before Bills

Up to €1,000	14%
€1,001 - €2,000	17%
€2,001 - €3,000	24%
€3,001 - €4,000	20%
€4,001 - €5,000	12%
More than €5,000	14%

Monthly Disposable Income After Bills Are Paid

Less than €100	19%
€100 - €300	15%
€301 - €500	13%
€501 - €700	12%
€701 - €1,000	15%
More than €1,000	26%

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Agenda

On a scale of 0 to 10, overall how satisfied are you with your life nowadays?

May 2025

Histogram values:
- 0 - Not at all: 1%
- 1: 1%
- 2: 0%
- 3: 4%
- 4: 4%
- 5: 9%
- 6: 15%
- 7: 25%
- 8: 26%
- 9: 11%
- 10 - Completely: 4%

6.9

is the average life satisfaction score out of 10

This is up compared with the level measured in March 2025

Trend line values:
6.8, 6.6, 6.8, 6.7, 6.7, 6.8, 6.7, 6.7, 6.6, 6.8, 6.8, 6.8, 6.7, 6.9

Feb 2020   Feb 2022   Aug 2022   Nov 2022   Mar 2023   May 2023   Aug 2023   Oct 2023   Mar 2024   May 2024   Sep 2024   Dec 2024   Mar 2025   May 2025

Base: 1010

Agenda

Thinking about shopping (excluding groceries) and leisure in general please indicate your level of agreement with each of the following statements:
% agree or strongly agree

— I feel safe in Dublin city centre during the day   — I feel safe in Dublin city centre at night

	Jun 2011	Nov 2018	Nov 2022	Oct 2023	Mar 2024	May 2024	Aug 2024	Dec 2024	Mar 2025	May 2025
Day	77%	72%	61%	69%	69%	67%	68%	68%	64%	69%
Night	35%	38%	24%	35%	37%	34%	31%	35%	33%	37%

Base May 2025: 1010

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Agenda

Reasons for tourists to visit Dublin

There are many reasons that tourists visit Dublin. From the following list, please select the top 5 reasons that tourists (domestic and international) would visit Dublin in your opinion
% selecting in top 5

Reason	%
Dublin's pub scene	76%
Dublin's history	68%
Dublin's culture	59%
Dublin's literary heritage / events	48%
Dublin's musical heritage / music scene	46%
Dublin's people	39%
Dublin's geography - incorporating city, sea, mountains	33%
Dublin's architecture	20%
Dublin's nightlife (nightclubs / late gigs)	18%
Dublin's food / culinary scene	16%
Dublin's Parks and other amenities	13%
Dublin's diverse / cosmopolitan character	10%
Dublin's theatre scene	10%
Dublin's film / TV series locations	7%
Other (please specify)	5%

"Dublin's pub scene", "Dublin's history", "Dublin's culture", "Dublin's literary heritage / events" and "Dublin's musical heritage / music scene" were the most commonly selected reasons for tourists to visit Dublin in the view of our respondents.

"Other" included visiting friends and relatives, Dublin as a gateway to the rest of Ireland, sporting events / concerts

Base: 1010

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Agenda

Impacts of tourism

Please indicate your agreement with the following statements:
% agreeing or strongly agreeing

National benchmarks*

Statement	Value	National benchmark*
International tourism is good for Dublin	91%	91%
International tourists are putting too much pressure on Dublin	44%	23%
Domestic tourism is good for Dublin	95%	91%
Domestic tourists are putting too much pressure on Dublin	19%	18%

*Fáilte Ireland "Residents' Attitudes Towards Tourism in Ireland" 2024

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In your view, what are the impacts of tourism on the following aspects of Dublin?
% somewhat or very positive

Aspect	Percentage
The local economy	91%
The preservation and showcasing of historical heritage	80%
The cultural activities on offer	76%
The atmosphere and entertainment in the city	72%
The leisure activities on offer	62%
The infrastructure of the city	43%
Protection of the environment and natural sites	39%
The quality of life for residents	30%
The cleanliness of public spaces	28%

Base: 1008

Agenda

Do you ever interact with tourists (domestic and / or international) in Dublin?

Yes, about weekly: 20%

Yes, every day or most days: 8%

Yes, but less often than weekly: 43%

Hardly ever or never: 29%

Base: 1010

Agenda

How would you describe your interactions with tourists to Dublin?

● Very negative   ● Somewhat negative   ● Just okay   ● Somewhat positive   ● Very positive

3%	15%	36%	45%

81% described their interactions with tourists as
positive or very positive

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Does tourism cause problems for you in Dublin?

No problems: 56%

Problems throughout the whole / most of the year: 8%

Problems at certain times of the year: 35%

56% of respondents experienced no problems caused by tourism in Dublin

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Base: 1009

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Which types of problems have been caused by tourism in Dublin? Please select as many as apply.

Problem	Percentage
Crowding	75%
Cost of living	60%
Housing prices	60%
Problems with cleanliness / waste	52%
Depopulation of city centre	45%
Noise	39%
Traffic	37%
Safety / anti-social behaviour	25%
Parking problems	17%

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Base: 403

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What specific times of year do you experience problems caused by tourism in Dublin?
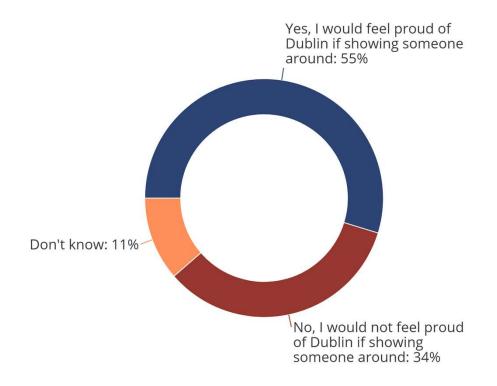
January / February	March / April	May / June	July / August	September / October	November / December
19%	60%	78%	92%	40%	32%

Base: 399

Among those experiencing problems caused by tourism in Dublin, most reported experiencing these problems in July / August.

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If you were showing a tourist around Dublin, would
you feel proud of Dublin?

Yes, I would feel proud of
Dublin if showing someone
around: 55%

Don't know: 11%

No, I would not feel proud
of Dublin if showing
someone around: 34%

55% of respondents indicated that they would feel proud of Dublin if showing a tourist around

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Imagine that you have a friend coming to visit Dublin and they are looking for suggestions as to where they might stay. What options would you suggest to your friend? Please select as many as apply.
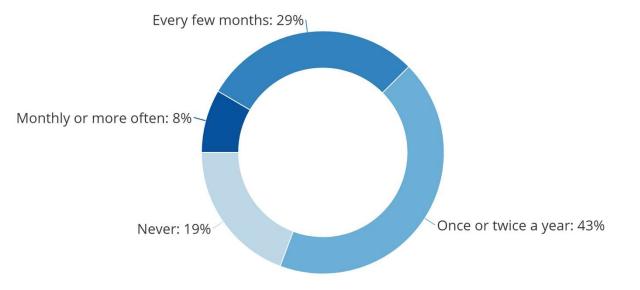

They could stay with me / in my home — 70%

I would suggest a hotel — 59%

I would suggest a traditional B&B / guesthouse — 31%

I would suggest a short-term let — 15%

I would suggest a hostel — 9%

Base: 1008

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How often would you host family or friends visiting Dublin?

Every few months: 29%

Monthly or more often: 8%

Never: 19%

Once or twice a year: 43%

81% of respondents indicated that they host friends or family at least once a year

Similar to 2023

Base: 1010

Agenda

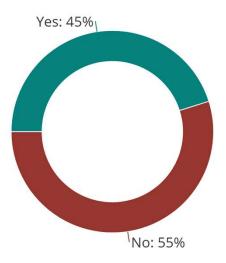In the past 12 months have you hosted international tourists visiting Dublin?

Yes: 41%

No: 59%

In the past 12 months have you hosted domestic tourists visiting Dublin?

Yes: 45%

No: 55%

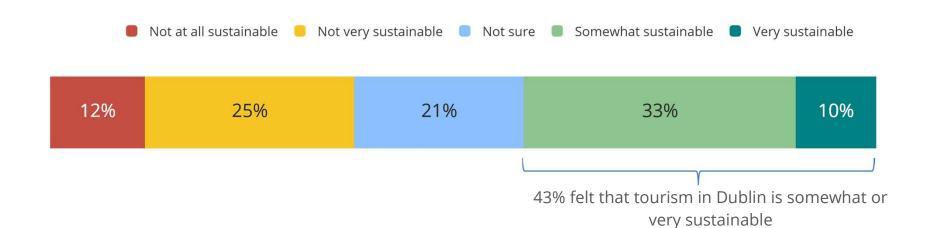**41%** of respondents indicated that they hosted international tourists visiting Dublin.

45% of respondents indicated that they hosted domestic tourists visiting Dublin.

Base: 1010

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Sustainable tourism can be defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of tourists, the industry, the environment and host communities." **To what extent do you feel that tourism in Dublin is sustainable?**

■ Not at all sustainable   ■ Not very sustainable   ■ Not sure   ■ Somewhat sustainable   ■ Very sustainable

| 12% | 25% | 21% | 33% | 10% |

43% felt that tourism in Dublin is somewhat or very sustainable

Base: 1010

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How well do you think technology is used to add to the tourist offering in Dublin?

■ Not at all well   ■ Not very well   ■ Just okay   ■ Reasonably well   ■ Very well   ■ Don't know

| 8% | 12% | 29% | 23% | 5% | 22% |

28% felt that technology is used reasonably or very well to add to the tourist offering in Dublin (2023=33%)

Base: 1009

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Which of the following ways would you like to see technology used to add to the tourist offering in Dublin? Please select **your top 3**.

Easier payment on public transport e.g. tap bank card on buses — 85%

Improved public transport app / information — 74%

A Dublin app with activities / what's on / discounts etc. — 58%

Free wifi / better wifi on public transport — 37%

Interactive / modern signage — 19%

Augmented reality / more interactive experiences — 6%

Other (please specify) — 5%

"Other" includes improved public transport, safety and cleanliness, resident-focused initiatives

Base: 1002

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Were you aware of the Dublin City Council tourism strategy 2023-2028? The strategy was launched in 2023 and was informed in part by the results of a previous Your Dublin Your Voice survey.

Yes, I have heard of this strategy before today: 24%

No, I was not aware of this strategy: 76%

24% of respondents had heard of the Dublin City Council Tourism Strategy

Base: 1010

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A tourist bed charge is currently being examined by Dublin City Council where visitors to the city would pay a small additional fee for their accommodation. Income from this charge would be spent on specific improvements throughout the city.

Please indicate your level of support or opposition to this proposal.

- ■ Strongly oppose
- ■ Somewhat oppose
- ■ No strong feeling
- ■ Somewhat support
- ■ Strongly support
- ■ Don't know

| 13% | 10% | 11% | 23% | 41% | 1% |

64% of respondents indicated that they somewhat or strongly support this proposal.

Base: 1010

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If a visitor bed-night charge were introduced, what would you like to see the income spent on? Please select your top 5 preferences from the following list:

Category	Percentage
Enhance public realm including cleanliness, bins, planting and toilets in key tourist areas	83%
Improved public transport and taxi services - including accessibility, payment options etc.	64%
Safety initiatives in the city centre	59%
Restoration and maintenance of historical buildings	57%
Free or low-cost cultural events / performances	52%
Sustainable tourism initiatives / offsetting the environmental impact of tourism	37%
Development of Heritage Trails	21%
Grants to local businesses for visitor-focused improvements	17%
Improve tourist information (digital and non-digital)	12%
Improved signage / multilingual signage	9%
Other (please specify	11%

Base: 749

Agenda

What, if anything, would make Dublin more appealing to tourists (local, domestic and international)?

Category	Percentage
Increase public safety / Address anti-social behaviour	43%
Enhance cleanliness	34%
Improve public transport (airport link, easier payment, reliability)	30%
Improve public amenities / public realm	19%
Reduce prices / make it more affordable	18%
Reduce accommodation costs	13%
Support local businesses and culture	11%
Expand pedestrianisation / reduce traffic	11%
Promote cultural and artistic events (other than alcohol-based)	10%
Preserve and promote historical and architectural heritage	7%
Focus on residents, not just tourists (incl more residents in city centre)	2%
More / later night-time options	2%
Need less tourists not more / less short-term lets	2%
Environmental / sustainable initiatives	1%
Improve signage / wayfinding / information	1%
Other	5%

- **Perceptions of pressures from tourism are rising**, particularly around international tourism. This is felt most strongly in the under 35 age group and among DCC area residents.

- **Cleanliness** of public spaces, **quality of life** for residents, and protection of the **environment** are seen as the most negative specific impacts of tourism.

- People are **interacting more with tourists**. Interactions are less positive among under 35s, more positive among older respondents.

- 44% report problems caused by tourism – most commonly "**Crowding**", "**Cost of living**" and "**Housing prices**".

- The top 3 suggestions for using **tech** to improve the tourist offering remain "**Easier payment on public transport**", "**Improved public transport app / information**" and "**A Dublin app with activities / what's on / discounts etc.**"

- Suggestions for improving the overall tourist experience revolve around improving **public safety**, **cleanliness**, and **public transport**.

- Support for a **tourist bed charge** is strong at 64%. Improving the public realm, public transport, and safety in the city are seen as the top priorities for spending this income.

For further information please contact:

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