

# TOURISM FACTS 2019: Ireland's Ancient East

## OVERSEAS TOURISTS



**2.4mn**  
Overseas Tourists  
visited Ireland's Ancient East



Generating  
**€889mn**  
in Revenue



Spending on average,  
**€365**  
per capita in  
Ireland's Ancient East



Spending on average,  
**5.6**  
nights in  
Ireland's Ancient East

## DOMESTIC TOURISTS



**4.0mn**  
Domestic Tourists  
visited Ireland's Ancient East



Generating  
**€663mn**  
in Revenue

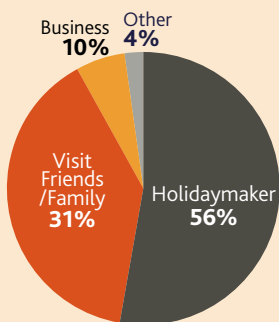


Spending on average,  
**€164**  
per capita in  
Ireland's Ancient East



Spending on average,  
**2.3**  
nights in  
Ireland's Ancient East

### Purpose of Visit



### Experience of Ireland

**3 in 5**  
Overseas holidaymakers  
visiting Ireland's Ancient East  
were travelling to  
Ireland for the  
first time



## NORTHERN IRELAND TOURISTS



**269,000**  
Northern Ireland  
Tourists visited  
Ireland's Ancient East



Generating  
**€87mn**  
in Revenue



Spending on average,  
**€324**  
per capita in  
Ireland's Ancient East



Spending on average,  
**2.4**  
nights in  
Ireland's Ancient East

### Accommodation Bednights (overseas holidaymakers)

