2017 PERFORMANCE: Mid East Region

0.6 million overseas tourists spent €207 million
0.3 million overseas holidaymakers spent €70 million

Irish Resident Trips
0.7 million Irish resident trips generating €125 million
0.3 million Irish resident holiday trips generating €70 million

Northern Ireland Resident Trips
57,000 Northern Ireland trips spending €13 million

Overseas Holidaymakers 2017

WHO ARE THEY?
Over 45 years: 54%
54% Travel as part of a Couple
50% White Collar Worker

HOW THEY TRAVEL?
77% Travel by Air
81% Travel Independently
73% Use a Car

IN MID EAST?
56% First visit to Ireland
44% Stay in Hotels
Stay 2.9 nights

A tourist is an overseas visitor who spends at least one night and less than a year in the country. A holidaymaker is a tourist whose main reason for visiting Ireland is a holiday.
All estimates are based on information from the CSO’s Country of Residence Survey (CRS), Passenger Card Inquiry (PCI) Survey and Household Travel Survey (HTS), NISRA’s Northern Ireland Passenger Survey (NIPS), NISRA’s Continuous Household Survey (CHS), Fáilte Ireland’s Survey of Overseas Travellers (SOT).
For more information go to research page of www.failteireland.ie