2017 PERFORMANCE: Mid West Region

1.4 million overseas tourists spent €444 million
0.9 million overseas holidaymakers spent €244 million

Who are they?

- Over 45 years: 54%
- Business: 9%
- Visit Friends/Family: 20%
- Other: 3%
- Holiday: 69%

How they travel?

- Travel as part of a Couple: 50%
- Travel by Air: 86%
- First visit to Ireland: 70%
- Use a Car: 66%

In Mid West?

- Northern Ireland trips spending €13 million
- Irish resident holiday trips generating €87 million
- Irish resident trips generating €162 million

Overseas Holidaymakers 2017

- 0.9 million
- 0.4 million

Northern Ireland Resident Trips

- 41,000
- 0.4 million

Irish Resident Trips

- 0.9 million
- 0.9 million

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), Failte Ireland’s Survey of Overseas Travellers (SOT). For more information go to research page of www.failteireland.ie