2017 PERFORMANCE:
Midlands Region

**218,000 overseas tourists spent €85 million**

**93,000 overseas holidaymakers spent €27 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.

*Sample size for holidaymakers to this region too small for detailed analysis.

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

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**Irish Resident Trips**

- 0.4 million Irish resident trips generating €71 million
- 0.2 million Irish resident holiday trips generating €39 million

**Northern Ireland Resident Trips**

- 15,000 Northern Ireland trips spending €4 million

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**Purpose of Visit**

- Holiday: 42%
- Visit Friends/Family: 41%
- Travel: 12%
- Other: 5%

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**Market Breakdown (000's)**

<table>
<thead>
<tr>
<th>Market Breakdown</th>
<th>Tourists</th>
<th>Holidaymakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Britain</td>
<td>75</td>
<td>17</td>
</tr>
<tr>
<td>Mainland Europe</td>
<td>40</td>
<td>46</td>
</tr>
<tr>
<td>North America</td>
<td>11</td>
<td>27</td>
</tr>
<tr>
<td>Other long haul</td>
<td>11</td>
<td>3</td>
</tr>
</tbody>
</table>

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**Overseas Tourists 2017***

**WHO ARE THEY?**

- Under 35 years: 33%

**HOW THEY TRAVEL?**

- 50% Travel Alone
- 82% Arrive by Air

**IN MIDLANDS?**

- 39% Stay with friends/relatives
- 82% Stay 6 nights

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