2017 PERFORMANCE: South East Region

0.9 million overseas tourists spent €271 million
0.6 million overseas holidaymakers spent €137 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), Fáilte Ireland’s Survey of Overseas Travellers (SOT).

For more information go to research page of www.failteireland.ie

**Who are they?**

- Over 45 years: 54%

**How they travel?**

- 73% Travel by Air
- 71% Use a Car
- 57% White Collar Worker
- 52% Travel as part of a Couple

**In South East?**

- 71% Travel Independently
- 67% First visit to Ireland
- 48% Stay in Hotels
- 1st
- 73% Travel by Air
- 71% Use a Car
- 57% White Collar Worker
- 52% Travel as part of a Couple

Northern Ireland Resident Trips

- 46,000 Northern Ireland trips spending €14 million
- 0.9 million Irish resident holiday trips generating €189 million

Irish Resident Trips

- 1.4 million Irish resident trips generating €253 million

**Purpose of Visit**

- Holiday: 66%
- Business: 7%
- Visit Friends/Family: 25%
- Other: 3%

**Market Breakdown (000's)**

- Britain: 331 (77%)
- Mainland Europe: 213 (22%)
- North America: 39 (6%)
- Other long haul: 351 (13)
- Ireland: 136 (22)
- Northern Ireland: 180 (25)
- Other: 41 (7)

1.4 million Irish resident trips generating €253 million

0.9 million Irish resident holiday trips generating €189 million

Irish Resident Trips

1.4 million Irish resident trips generating €253 million

0.9 million Irish resident holiday trips generating €189 million