2017 PERFORMANCE: South West Region

2.4 million overseas tourists spent €968 million

1.8 million overseas holidaymakers spent €729 million

WHO ARE THEY?

Over 45 years: 51%

HOW THEY TRAVEL?

82% Travel by Air

IN SOUTH WEST?

1st

64% First visit to Ireland

47% Stay in Hotels

49% Travel as part of a Couple

54% White Collar Worker

66% Use a Car

Stay 4.6 nights

Purpose of Visit

Holiday 73%

Visit Friends/Family 18%

Business 6%

Other 4%

Market Breakdown (000's)

Tourists

Britain 35%

Mainland Europe 29%

North America 28%

Other long haul 7%

Holidaymakers

Britain 35%

Mainland Europe 24%

North America 24%

Other long haul 7%

Irish Resident Trips

2.1 million Irish resident trips generating €419 million

1.2 million Irish resident holiday trips generating €284 million

Northern Ireland Resident Trips

69,000 Northern Ireland trips spending €36 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