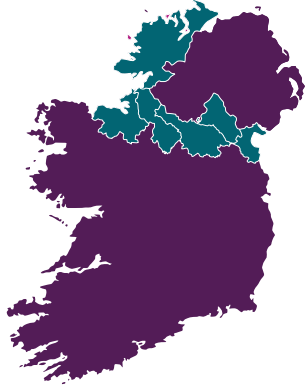


2017 PERFORMANCE: Border Region



0.7 million
overseas tourists spent
€271 million

0.4 million
overseas
holidaymakers spent
€129 million



Irish Resident Trips

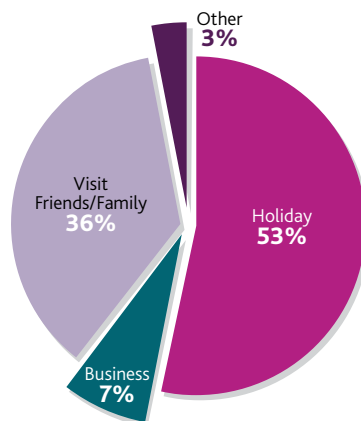
1 million
Irish resident
trips generating
€189 million

0.5 million
Irish resident
holiday trips
generating
€111 million

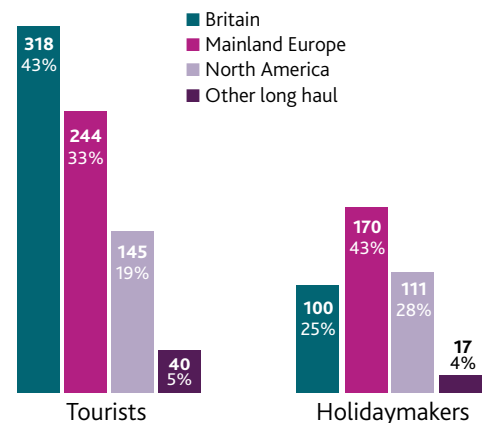
Northern Ireland Resident Trips

648,000
Northern Ireland
trips spending
€141 million

Purpose of Visit



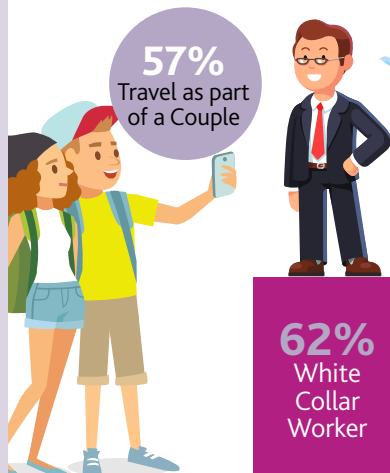
Market Breakdown (000's)



Overseas Holidaymakers 2017

WHO ARE THEY?

Over 45 years: **56%**



HOW THEY TRAVEL?

72% Travel by Air



IN BORDER REGION?



63%
First
visit to
Ireland



44%
Stay in Hotels

Stay
3.7
nights

