

# 2017 PERFORMANCE: Mid East Region



0.6 million  
overseas tourists spent  
€207 million

0.3 million  
overseas  
holidaymakers spent  
€70 million



## Irish Resident Trips

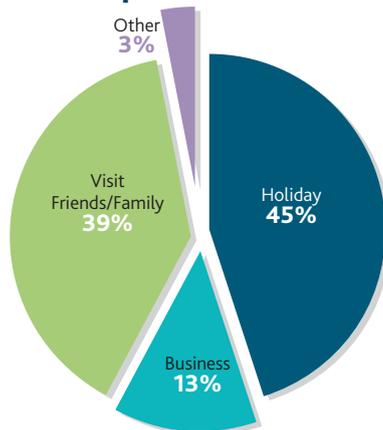
0.7 million  
Irish resident  
trips generating  
€125 million

0.3 million  
Irish resident  
holiday trips  
generating  
€70 million

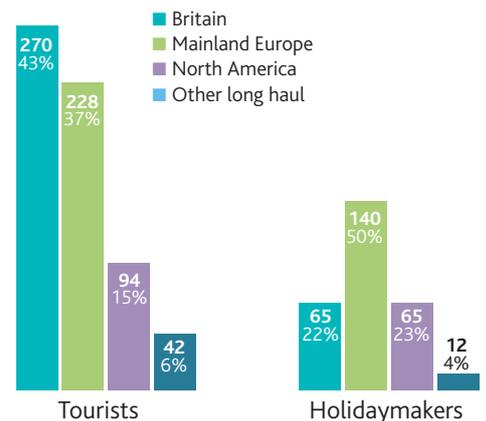
## Northern Ireland Resident Trips

57,000  
Northern Ireland  
trips spending  
€13 million

### Purpose of Visit



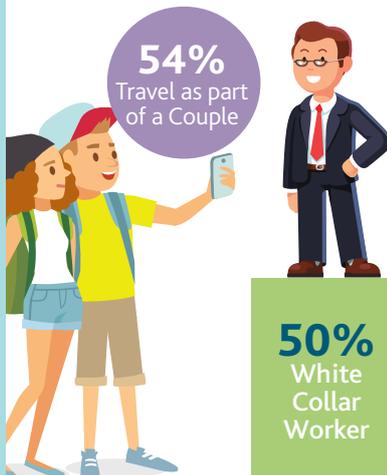
### Market Breakdown (000's)



## Overseas Holidaymakers 2017

### WHO ARE THEY?

Over 45 years: **54%**



### HOW THEY TRAVEL?

77% Travel by Air



### IN MID EAST?

**1<sup>ST</sup>**

56%  
First  
visit to  
Ireland



44%  
Stay in Hotels

