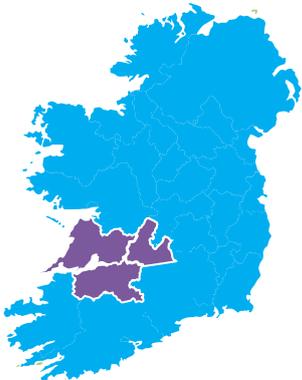


2017 PERFORMANCE: Mid West Region



1.4 million
overseas tourists spent
€444 million

0.9 million
overseas
holidaymakers spent
€244 million



Irish Resident Trips

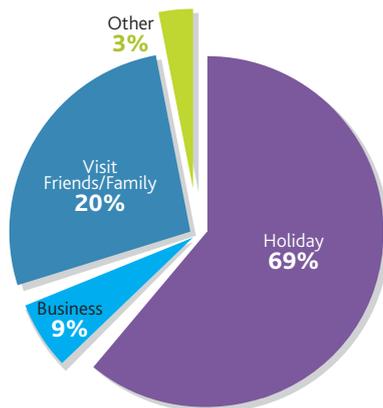
0.9 million
Irish resident
trips generating
€162 million

0.4 million
Irish resident
holiday trips
generating
€87 million

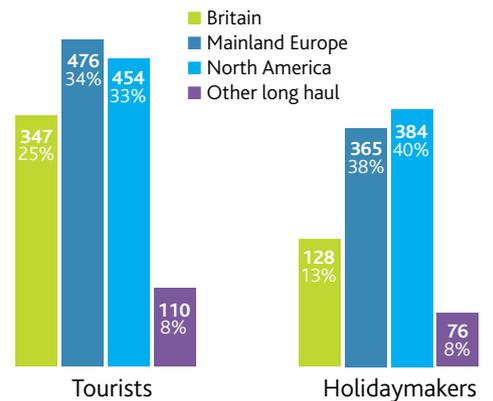
Northern Ireland Resident Trips

41,000
Northern Ireland
trips spending
€13 million

Purpose of Visit



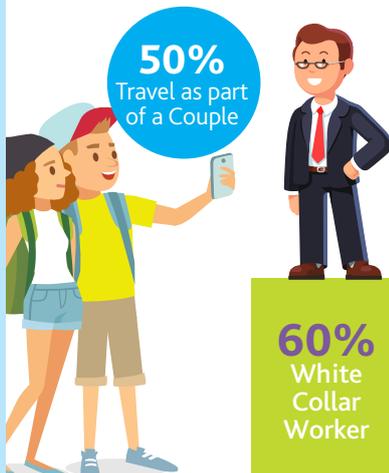
Market Breakdown (000's)



Overseas Holidaymakers 2017

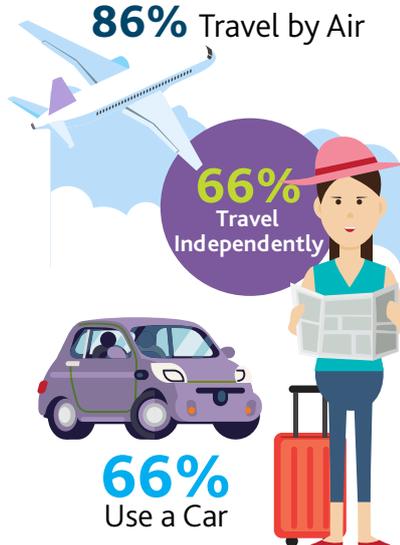
WHO ARE THEY?

Over 45 years: **54%**



HOW THEY TRAVEL?

86% Travel by Air



IN MID WEST?

1ST

70%
First
visit to
Ireland



51%
Stay in Hotels

