

2017 PERFORMANCE: Midlands Region



Irish Resident Trips

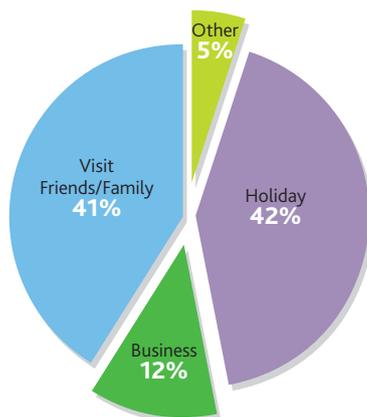
0.4 million Irish resident trips generating **€71 million**

0.2 million Irish resident holiday trips generating **€39 million**

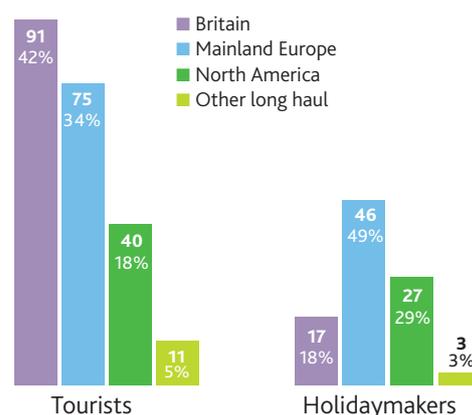
Northern Ireland Resident Trips

15,000 Northern Ireland trips spending **€4 million**

Purpose of Visit



Market Breakdown (000's)



Overseas Tourists 2017*

WHO ARE THEY?

Under 35 years: **33%**



HOW THEY TRAVEL?

50% Travel Alone

82% Arrive by Air

IN MIDLANDS?

39% Stay with friends / relatives

Stay **6** nights

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.

*Sample size for holidaymakers to this region too small for detailed analysis.

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