

# 2017 PERFORMANCE: South West Region



## Irish Resident Trips

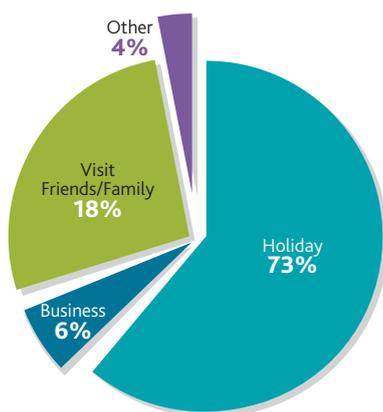
**2.1 million** Irish resident trips generating **€419 million**

**1.2 million** Irish resident holiday trips generating **€284 million**

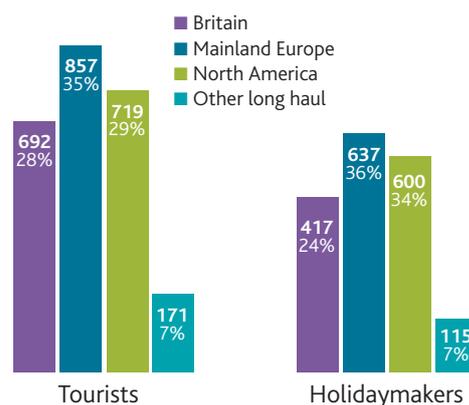
## Northern Ireland Resident Trips

**69,000** Northern Ireland trips spending **€36 million**

### Purpose of Visit



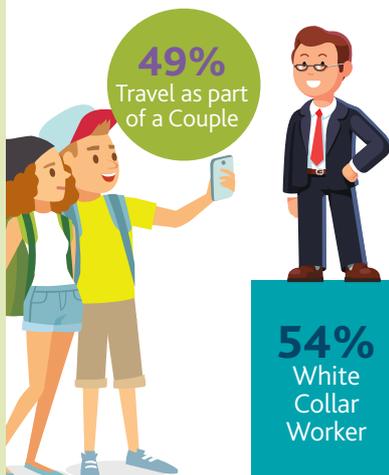
### Market Breakdown (000's)



## Overseas Holidaymakers 2017

### WHO ARE THEY?

Over 45 years: **51%**



### HOW THEY TRAVEL?

**82%** Travel by Air



### IN SOUTH WEST?

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

**64%** First visit to Ireland



**47%** Stay in Hotels

