

2017 PERFORMANCE: West Region



1.9 million
overseas tourists spent
€694 million

1.4 million
overseas
holidaymakers spent
€440 million



Irish Resident Trips

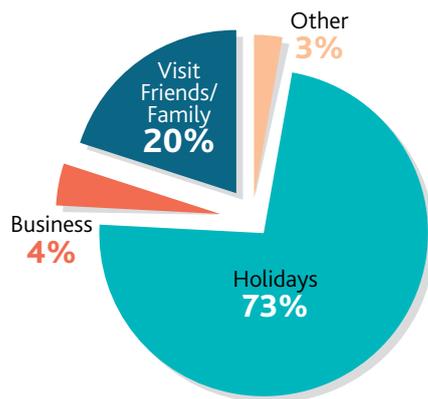
1.6 million
Irish resident
trips generating
€353 million

0.9 million
Irish resident
holiday trips
generating
€220 million

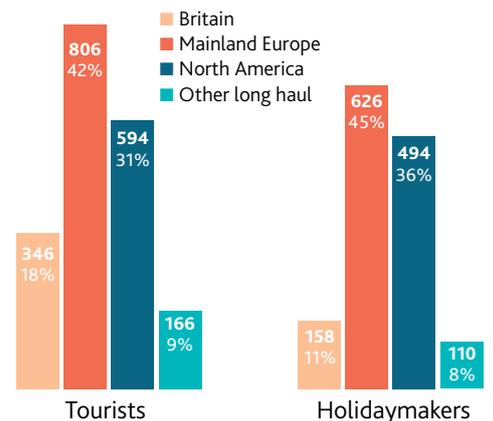
Northern Ireland Resident Trips

109,000
Northern Ireland
trips spending
€43 million

Purpose of Visit



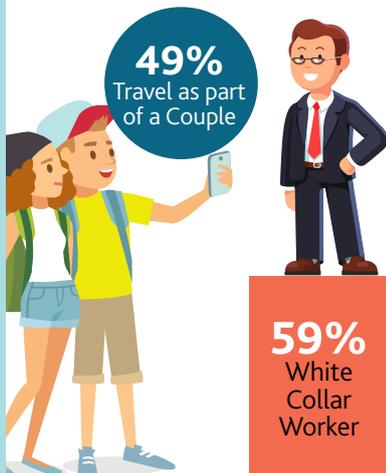
Market Breakdown (000's)



Overseas Holidaymakers 2017

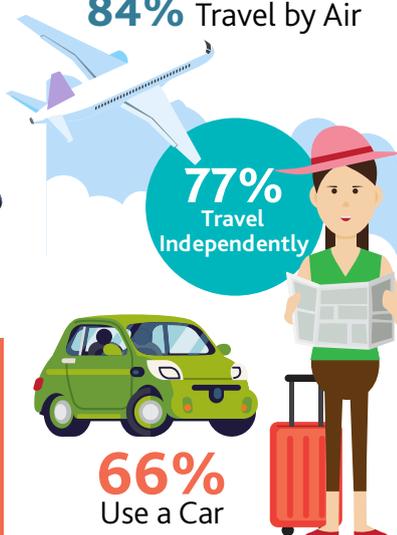
WHO ARE THEY?

Under 45 years: **55%**



HOW THEY TRAVEL?

84% Travel by Air



IN WEST?



71%
First
visit to
Ireland



42%
Stay in Hotels

