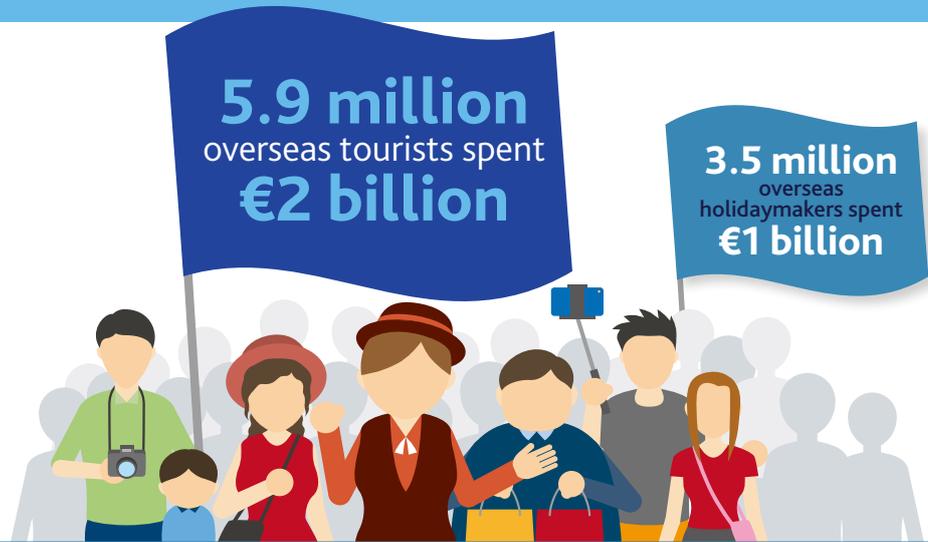


2017 PERFORMANCE: Dublin



Irish Resident Trips

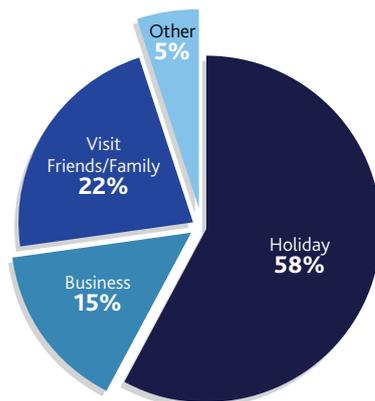
1.5 million
Irish resident
trips generating
€307 million

0.5 million
Irish resident
holiday trips
generating
€130 million

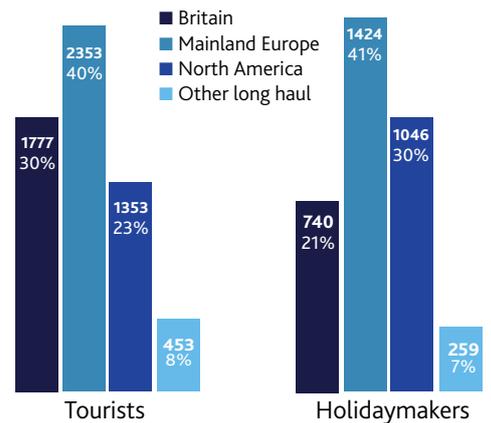
Northern Ireland Resident Trips

332,000
Northern Ireland
trips spending
€107 million

Purpose of Visit



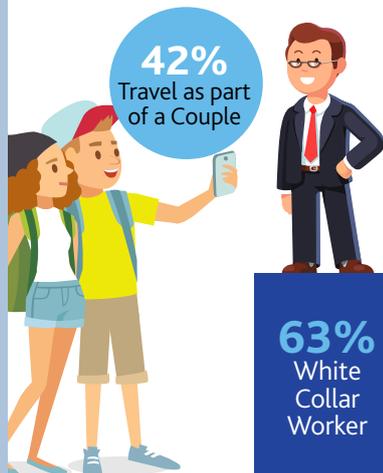
Market Breakdown (000's)



Overseas Holidaymakers 2017

WHO ARE THEY?

Under 45 years: **62%**



HOW THEY TRAVEL?

94% Travel by Air



IN DUBLIN?



76%
First
visit to
Ireland



57%
Stay in Hotels

