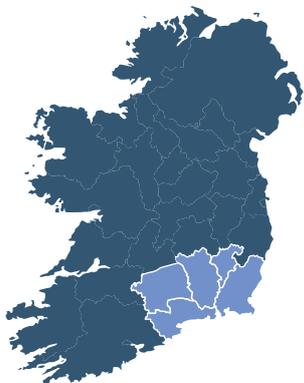


2017 PERFORMANCE: South East Region



0.9 million
overseas tourists spent
€271 million

0.6 million
overseas
holidaymakers spent
€137 million



Irish Resident Trips

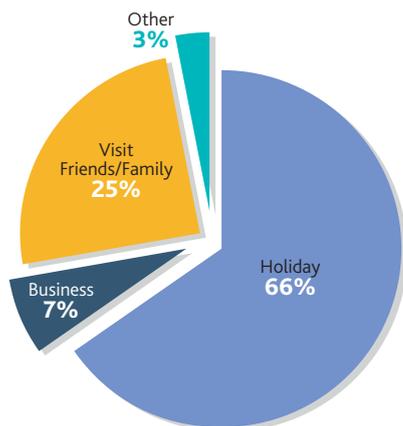
1.4 million
Irish resident
trips generating
€253 million

0.9 million
Irish resident
holiday trips
generating
€189 million

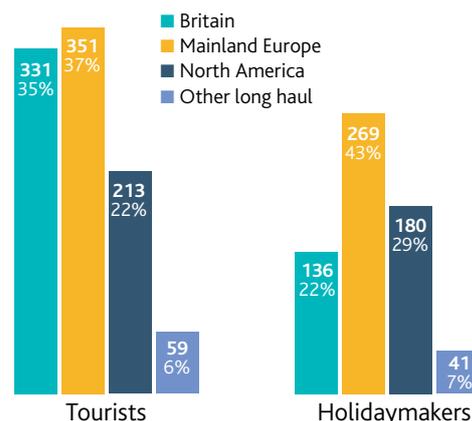
Northern Ireland Resident Trips

46,000
Northern Ireland
trips spending
€14 million

Purpose of Visit



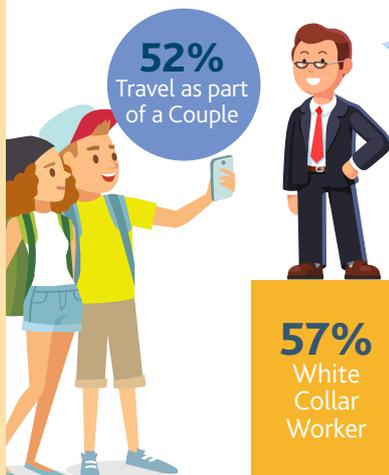
Market Breakdown (000's)



Overseas Holidaymakers 2017

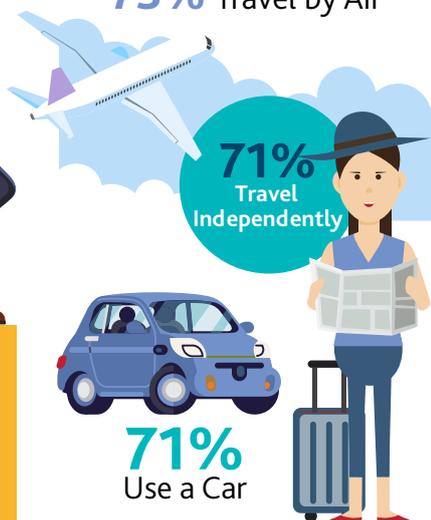
WHO ARE THEY?

Over 45 years: **54%**



HOW THEY TRAVEL?

73% Travel by Air



IN SOUTH EAST?

1ST
67%
First
visit to
Ireland

