

# Domestic vs Overseas Tourism - Ireland - December 2017

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## This report looks at the following areas:

- Tourism revenue playing a significant role in Ireland economy
- Irish consumers more likely to holiday 'at home'
- Irish consumers visit top tourist attractions in record numbers
- Brexit posing a threat to Irish tourism sector

The Report evaluates the tourism performance across the island of Ireland. It examines the main market drivers and trends affecting the industry, and influencing consumer behaviour. Moreover, it highlights the key issues within global tourism markets. Finally, it draws on consumer research and examines the preferences and general tourism behaviour of Irish consumers.



“Despite economic and political uncertainty and volatility following the Brexit vote, the tourism industry continues to grow in NI and ROI alike as the destinations note an increase in visitor arrivals and tourist expenditure. Irish consumers engage in the quest for authentic, meaningful, and memorable experiences by discovering Ireland’s rich heritage and outstanding natural beauty.”

**Joanna Kempniak, Market Research Analyst**  
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## THE CONSUMER – WHAT YOU NEED TO KNOW

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