CONTINUED STRONG ROI PERFORMANCE

- The strong performance delivered by the ROI market in 2017 has continued into the first quarter of 2018.
- CSO figures suggest ROI visitors stayed longer and spent more in NI than they did during Jan-March 2017, spending on average £29 more per trip.
- NI realised significant growth of 29% in ROI holiday trips during the first quarter of 2018 (following on from 40% growth during Jan-March 2017).
- The holiday growth was possibly helped by the fact that most of the Easter weekend fell during Q1 in 2018, but occurred during the second quarter of 2017.
- Overall trips were down slightly, largely due to declines in those visiting friends/relatives. These visitors may have deferred a trip to see their NI friends/relatives because of the poor weather conditions experienced during Jan-March 2018.
- This largely positive Jan-March 2018 performance follows on from a very strong first quarter in 2017, which delivered double digit growth for many key performance metrics.

DECLINES IN ROI OUTBOUND HOLIDAYS AS MORE CHOSE TO HOLIDAY AT HOME

- ROI domestic trips (ROI to ROI) and holiday trips each increased by 16% during Jan-March 2018.
- ROI residents took 3% more outbound trips overall, but fewer outbound holidays (-9%).
- GB also benefitted from the weak sterling, with ROI overnight trips to GB up by 10% on Jan-March 2017.