

14th February 2017

#BrayAirDisplay is back! Ever-popular, award winning event confirmed for 22nd and 23rd July 2017

Two-day air extravaganza contributes €3.5 million to local economy

Organisers of the hugely popular and award winning Bray Air Display, which is supported by the Irish Aviation Authority, have confirmed that the 2017 event will again take place over two days; Saturday 22nd and Sunday 23rd July*. This will be the twelfth year of the much loved air show which attracted 140,000 people to Bray, Co. Wicklow last year to see the UK's Red Arrows and Italy's FreccceTricolori perform dazzling displays, along with 14 other aerobatic acts from across Ireland and Europe. The two day family event contributes a very significant €3.5 million** to the local economy with local businesses benefiting greatly from the annual influx of visitors from across Ireland and Europe.

The event was recently recognised as 'Best Festival / Event Experience (large)' at the prestigious, national Irish Tourism Industry Awards 2017. Bray Air Display was one of just 14 winning tourism experiences selected from 250 entries.

Se Pardy, Director, Bray Air Display, said, "We are delighted to confirm the dates for this summer's air show. We enjoyed an extra-special event last year celebrating 100 years of aviation in Ireland which attracted a record-breaking number of spectators to view the best of the best perform in the skies over Bray. It is fantastic that the event's success was recognised at the recent Irish Tourism awards - we're looking forward to another wonderful event this year and will be announcing the line up over the coming months. Keep an eye on brayairdisplay.com and social media for updates."

The main supporters of the Bray Air Display are the Irish Aviation Authority (IAA) as part of its #AviationIreland campaign to promote aviation across the State. The IAA also supports the [Foynes Air Show](#) which will take place on Saturday 22nd July in Foynes, Co. Limerick.

Eamonn Brennan, Chief Executive of the Irish Aviation Authority said, "The Bray Display has been a phenomenal success over the last couple of years. Aviation is a hugely important economic driver for our country and this year under the IAA's "Aviation Ireland" campaign we are supporting not just one but two spectacular air shows over the same weekend at Foynes and at Bray, making this year an extra special one for fans of aviation across Ireland. We see this as a great avenue to raise the profile of aviation and to generate an interest in our industry."

#BrayAirDisplay is also supported by Wicklow County Council and Bray.ie and is renowned as one of Europe's best air displays. Visit www.brayairdisplay.com and follow on [Facebook](#) and [Twitter](#) for more event updates.

*subject to licence

**Data compiled using online survey, business insight / analysis and corporate ticket sales. Bray Air Display 2016 attracted 140,000 visitors to Bray, resulted in over 1,000 bed nights with 95% occupancy during the event and supported 4,000 jobs in the hospitality and service sector.

About Bray Air Display

The twelfth annual Bray Air Display will take place this year on Saturday 22nd and Sunday 23rd July 2017. One of Europe's biggest and best air shows, Bray Air Display attracted 140,000 people to the Co. Wicklow coastal town for the two day event last year. **#BrayAirDisplay** takes place thanks to main supporters the Irish Aviation Authority, as well as Wicklow County Council and Bray.ie.

About Foynes Air Show

The fourth annual Foynes Air Show will take place this year on Saturday July 22, 2017. Foynes Air Show is a thrilling and exciting air show of international standard, which celebrates the rich aviation history of Foynes and its location on the Wild Atlantic Way.

Foynes and the region have a strong association with international aviation and Foynes is the home of the only Flying Boat Museum in the world housing the only replica of a B314 flying boat. Foynes is also the home of Irish Coffee, which will be celebrated at a second event on Sunday July 23, 2017.

#FoynesAirShow is supported by the Irish Aviation Authority, Limerick City & County Council, Shannon Foynes Port Company and many other aviation companies and local industry.

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