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+7% growth in overseas visitors to Northern Ireland welcomed

Overseas visitors continue to grow, as Tourism Ireland's extensive promotional campaign rolls out around the world

Latest figures from NISRA (Northern Ireland Statistics and Research Agency) confirm that overseas visitors to Northern Ireland grew by +7% in the first half of 2015, with growth recorded from all of our market areas around the world.

SUMMARY PERFORMANCE JANUARY - JUNE 2015 V JANUARY - JUNE 2014					
	Total - All Markets	GB	North America	Mainland Europe	Other Areas
Total Overseas Visitors	+7%	+5%	+11%	+14%	+6%

Niall Gibbons, Chief Executive of Tourism Ireland, said: ***“The latest NISRA figures indicate that we welcomed 862,200 overseas visitors to Northern Ireland in the first half of 2015, an increase of +7% over the same six-month period in 2014. Growth was driven by visitors from our main markets of GB (+5%), Mainland Europe (+14%), North America (+11%) and from our new and developing markets (+6%). And I am pleased to report that sentiment expressed by our tourism partners around Northern Ireland suggests that growth from overseas continued into the high summer and autumn seasons – with major attractions like the Giant’s Causeway Visitor Centre reporting an increase in overseas visitors of +9%.”***

[Click here](#) to read our welcome statement.

[Click here](#) for highlights of our Autumn Campaign 2015.

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