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## **CSO figures for Jan-June 2017 reflect challenge of Brexit ~ North American visitors outspend British in first half of year ~**

Tourism Ireland welcomes +7% growth in overseas visitor revenue in the period January-June this year, driven by +3.4% growth in overseas visitors to Ireland.

Today's figures from the Central Statistics Office (CSO) confirm that North American visitors outspent visitors from Britain in the first half of 2017. Tourism Ireland's market diversification strategy has prioritised North America as a market which offers strong return on investment. The figures also show a continuing strong performance from Mainland Europe (+4.1%) and Australia/Other Areas (+20.4%).

However, the decline in visitor numbers from Britain continues to be a real concern. As anticipated, the impact of currency changes is clear in today's CSO figures, with British visitors down -6% in the first half of the year. Tourism Ireland has launched an extensive autumn campaign in Britain and markets across the world to promote late season holidays and boost travel into 2018. This comes on the back of an increasingly strong access picture - with new and more frequent services from major markets, increased frequency from the Middle East and long haul, as well as the first ever direct flight from Hong Kong to Dublin. Up to 30% of all overseas visitors come to Ireland at this time of the year, so there is everything to play for. We will also lead a delegation of Irish tourism leaders to London next month for further meetings with key players in the British travel trade, as we plan for 2018 and beyond.

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

Click [here](#) to read about Tourism Ireland's extensive autumn campaign.

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