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December 2016 SOAR Report

2016 has been the best year on record for overseas tourism to the island of Ireland, with growth from all market areas and the US, Canada, Germany, France, Spain and Australia turning in particularly strong performances. Our [SOAR report](#) has all the detail. Click [here](#)

Tourism Ireland launched its ambitious marketing plans for 2017 recently. The details are available online. Click [here](#)

We wish you all a very Happy Christmas and successful marketing in 2017.



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