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Early outlook positive for tourism 2015 Spring SOAR report has the details

Sentiment among island of Ireland and overseas tourism partners for 2015 is good and the early outlook is positive. Enquiries and bookings so far this year have been ahead of, or on par with, 2014.

As part of our 2015 Spring Campaign, Tourism Ireland launched its largest ever Global Greening initiative to mark St Patrick's Day, with over 180 major landmarks and iconic sites around the world turning green around March 17th, generating publicity worth millions for the destination. Sites included the Colosseum, the Sacré-Cœur basilica in Paris, the Christ the Redeemer statue in Rio de Janeiro, Niagara Falls, the Leaning Tower of Pisa and the Great Wall of China.

And, Tourism Ireland's busy promotional programme continues right now in markets across the world. Key promotional themes include the Wild Atlantic Way and the Causeway Coastal Route, Dublin, Yeats 2015, the Irish Open at Royal County Down, Irish Design 2015 and the Tall Ships in Belfast, as well as the opening of the Gobbins Cliff Path on the Antrim Coast and the new proposition for Ireland's Ancient East.

Tourism Ireland has been delighted to fly in over 275 top overseas tour operators to meet and do business with industry partners across the island this week at Meitheal and Meet the Buyer workshops.

Click [here](#) to read the SOAR report.



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