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## Exceptional +14% growth – almost 1 million addition overseas visitors – for January-November 2015

We're on track for a record-breaking year, as Tourism Ireland continues to roll out a number of late-season campaigns around the world, to kickstart our promotional effort for 2016. Today's figures from the CSO (Central Statistics Office) indicate that this was the best ever January to November period for overseas visitors to Ireland, with more than 8 million arrivals recorded. Overseas visitor numbers have increased by +14% – almost 1 million additional overseas visitors over the first 11 months of 2015. It was also the best ever month of November, with almost 616,000 arrivals, +31% on November 2014. This is really good news, with the increase in visitor numbers from overseas helping to boost economic recovery around the country.

- Overseas visitor numbers are up +14% between January and November 2015 – 987,500 additional visitors.
- **Great Britain:** 3.26 million arrivals were recorded from GB, our largest market, representing growth of +12%, or 361,900 extra British visitors compared with the first 11 months of 2014.
- **North America:** visitor numbers from the United States and Canada are up +14%, about 178,100 extra American and Canadian visitors. Ireland now welcomes 10% of all American visitors to Europe – particularly noteworthy given the intense competition from other destinations.
- **Mainland Europe:** it's been a record-breaking performance from Mainland Europe, with more than 2.8 million visitors (up +16% or 390,000 extra arrivals) – with markets like Italy, France, Germany, Spain, Benelux and the Nordic countries all recording very strong growth.
- **Australia and Developing Markets (ADM):** and it's also been another record performance for arrivals from Australia and developing markets – up +13%, or 58,000 additional visitors.

Niall Gibbons, CEO of Tourism Ireland, said: ***"We are determined to ensure that tourism growth continues. Tourism Ireland has a number of late-season campaigns under way right now, to kickstart our promotional effort for next year. In 2016, we will be pulling out all the stops to surpass this year's record performance and to welcome 8.2 million visitors, delivering €4.4 billion to the Irish economy."***

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