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Exceptional +17% growth in overseas visitor revenue and +20% growth in holiday visitors for H1 2015

On track for record year as Tourism Ireland's extensive €12/£8.5 million autumn campaign rolls out around the world

Today's figures from the CSO (Central Statistics Office) indicate that holiday visitors from overseas grew by +20% in the first half of 2015, with growth recorded from all of our market areas around the world. And, more importantly for the Irish economy, revenue from overseas visitors to Ireland grew by +17% during this period, an additional €253 million compared with the first six months of 2014. Total overseas visitors in the first half of 2015 also grew by +12%, or an additional 378,000 visitors.

January - June 2015	Total – All Markets	GB	North America	Mainland Europe	Other Areas
Total O/S Visitors	+12%	+10%	+16%	+13%	+9%
Total O/S Revenue	+17%	+8%	+34%	+15%	+3%
Holiday Visitors	+20%	+17%	+21%	+24%	+7%

Niall Gibbons said: *“This was a strong performance and reflects the sentiment we are hearing from our tourism industry partners overseas, including tour operators and carriers, as well as tourism businesses here at home. We are determined to ensure that tourism growth continues. We have a really extensive €12/£8.5 million autumn campaign in full swing right now – aimed at boosting late-season travel to Ireland from around the globe. The period September to December usually yields as much as 30% of our annual overseas tourism business.”*

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