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German Market Review A Strategy for Growth 2018-2025

Tourism Ireland has launched a new strategy for the German market, targeting +20% growth in German visitors by 2021.

The new strategy has been developed in close co-operation with Fáilte Ireland and Tourism NI, as well as a wide range of industry partners, at home and in Germany. It has identified the market segments and opportunities which will drive strong growth from Germany to the island of Ireland over the coming four years.

Click [here](#) to read the **German Market Review - A Strategy for Growth 2018-2025**.
Click [here](#) to download the presentation from the launch event.
Click [here](#) to read our Press Release.



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