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Ireland ranked no 3 in the world for tourism marketing and branding

The World Economic Forum has announced its global Travel & Tourism Competitiveness Index 2017 and it ranks Ireland at number three in the world, out of 136 countries, for 'effectiveness of marketing and branding to attract tourists'.



Ireland has moved from number five in the world, when the index was last compiled in 2015, to number three – ahead of countries including Spain, the United Kingdom, the United States, Australia and France.

Niall Gibbons, CEO of Tourism Ireland, said: ***“I am really pleased to see that Ireland has moved up to third position in the world for tourism marketing and branding, out of 136 countries. The international tourism marketplace is an extremely competitive one and we are constantly looking at innovative and engaging ways to reach potential holidaymakers, to ensure the island of Ireland stands out from other destinations.”***

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