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Ireland ranked number 5 in the world for tourism marketing and branding

World Economic Forum's 2015 Travel & Tourism Competitiveness Index reveals league of tourist-friendly countries, with positive rankings for Ireland

The World Economic Forum has announced the results of its 2015 global 'Travel & Tourism Competitiveness Index' (TTCI). The biennial report includes some positive rankings for Ireland.

Overall, [Ireland](#) ranks at number 19 in the world, out of 141 countries. In the 'effectiveness of marketing and branding to attract tourists' category, Ireland has moved from number nine (when the index was last compiled in 2013) to number five in the world – ahead of France, Britain, Germany, Spain and Italy.

Ranking the performance of 141 countries across 14 different categories, the report measures the set of factors and policies that enable the sustainable development of the travel and tourism sector in a country. To view the rankings, [click here](#).

Niall Gibbons, CEO of Tourism Ireland, said: ***"I am really pleased to see that Ireland has moved to fifth position in the world for tourism marketing and branding, out of 141 countries across the world. The international tourism marketplace is an extremely competitive one and we are constantly looking at innovative and engaging ways of reaching potential holidaymakers, to help the island of Ireland to stand out from other destinations. Ireland's improved ranking for sustainability of tourism development and quality of natural environment also augurs well for the future of our tourism industry."***



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