



follow us on [twitter](#)

## July SOAR Report 2018

The summer season is off to an encouraging start and industry sentiment on the island of Ireland and among overseas trade partners is generally upbeat. Recent CSO data also indicates that inbound tourism continues to grow.

Despite this, a number of challenges remain. These include the slowdown in the rate of growth in June and the fact that arrivals from Britain this year are down more than -4% on the first half of 2016.

But there is still everything to play for in 2018. Tourism Ireland's aim is to grow overseas tourism revenue to the island of Ireland by a further +5% this year. Our promotional activities continue and we will shortly launch our autumn campaigns across markets.

Our [July SOAR report](#) has all the analysis.

Click on [Industry Opportunities](#) to find out how you can get involved in our activities overseas.



[Send to a Friend](#) »

Published by Tourism Ireland © 2018 All rights reserved.