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Latest SOAR Report

Overseas tourism has enjoyed a very positive start to the year – according to the CSO and sentiment from industry partners at home and overseas – and the industry remains generally positive for the summer season. Our latest [SOAR Report](#) has all the detail.

Tourism Ireland has been monitoring the possible impacts of Brexit very closely in recent weeks, liaising with key industry partners at home and overseas. Click [here](#) for more.

For now, it is very much business as usual. Tourism Ireland will shortly launch its Autumn Campaign in 23 markets across the world, including a €4 million promotional campaign in Britain. Our aim will be to boost late season travel and maintain the strong growth momentum.

Obviously, we will continue to monitor developments closely and we will keep you advised.



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