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## SOAR Report March 2017

Industry sentiment among island of Ireland and overseas trade partners is generally positive for 2017. Latest intelligence suggests that bookings are on a par with, or ahead of, this time last year. However, there are some reports of a softening in the British market in recent months.

Our [SOAR](#) report for March has all the detail.

Tourism Ireland continues to monitor developments closely, to better understand and plan for the implications of Brexit. The depreciation of the pound against the euro means that value for money is more important than ever in 2017.

Tourism Ireland continues to work with its industry partners on the island of Ireland and overseas to highlight compelling holiday experiences, ease of access and good value offers. Key themes include the Wild Atlantic Way, Ireland's Ancient East, Titanic Belfast and the Causeway Coastal Route, as well as Dublin – A Breath of Fresh Air, and Belfast, particularly for shoulder and off-peak travel.

Our promotional efforts received a major boost this month with the largest ever Tourism Ireland Global Greening initiative to mark St Patrick's Day. Almost 300 major landmarks and iconic sites in 45 countries around the world turned green – just part of our extensive spring promotional campaign to boost travel to the island. The Global Greening generated over €10M in positive publicity at an important time for travel and holiday decision-making.



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