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SOAR Report May 2018

Following an encouraging start to the year, sentiment among trade partners overseas and tourism businesses here at home is generally positive, with early indications suggesting modest growth for 2018.

Click [here](#) to read our SOAR report for May.

Tourism Ireland's [spring campaigns](#) are in full swing across all markets, helping to boost early season travel and keep the destination front of mind with potential visitors as we head into the summer. We continue to work closely with industry partners to maximise all opportunities and grow overseas tourism revenue to the island of Ireland to €6 billion (+5%) this year.



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

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