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Outlook positive for tourism in 2015 May SOAR has the details

The outlook for 2015 is good and sentiment among island of Ireland and overseas partners remains positive. Enquiries and bookings so far this year have been generally ahead of, or on par with, 2014. This points to a busy summer season ahead, aided by favourable exchange rates in some key markets and increased air access capacity for the summer.

Tourism Ireland's busy promotional programme continues in markets across the world. Key promotional themes include the Wild Atlantic Way and the Causeway Coastal Route, Dublin, Yeats2015, the Irish Open at Royal County Down, ID 2015, the Tall Ships in Belfast and the opening of the Gobbins Cliff Path on the Antrim Coast.

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