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Overseas visitor revenue +19% and holiday visitors +20% in 2015

Today's figures from the CSO (Central Statistics Office) confirm that holiday visitors from overseas grew by more than +20% in 2015. That's an additional 647,000 holiday visitors, with growth from all of our market areas around the world. More importantly, revenue from overseas visitors grew by almost +19% last year – an additional €661 million for the economy compared with 2014. Total overseas visitors grew by almost +14% in 2015, or an additional 923,000 visitors.

January – December 2015	Total – All Markets	GB	North America	Mainland Europe	Other Areas
Total O/S Visitors	+14%	+12%	+13%	+16%	+12%
Total O/S Revenue	+19%	+10%	+28%	+20%	+14%
Holiday Visitors	+20%	+21%	+16%	+23%	+12%

Niall Gibbons, CEO of Tourism Ireland, said: *“This was an excellent performance and reflects the sentiment we’ve been hearing from our tourism partners overseas and here at home. We are determined to ensure that tourism growth continues. This week, we will roll out our St Patrick’s Day programme and our annual Global Greening initiative around the world. The programme will span Great Britain, Mainland Europe, North America, Australia and New Zealand, as well as emerging tourism markets like China, India, the Middle East and South Africa. We plan to use every opportunity to capitalise on Ireland’s heightened profile this week; the saturation coverage about Ireland across the global airwaves, in newspapers and digital media, will be an invaluable boost for our overall 2016 tourism promotional drive.”*

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