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Positive outlook for tourism continues June SOAR Report

Sentiment among overseas trade and island of Ireland tourism partners continues to be very positive for 2015. Our SOAR report has the details.

Tourism Ireland's busy promotional programme continues in markets across the world. As well as promoting the great festivals and events that are taking place across the island, our key promotional themes include the Wild Atlantic Way and the Causeway Coastal Route, Dublin, Yeats 2015, the opening of the Gobbins Cliff Path on the Antrim coast, Irish Design 2015, Ireland's Ancient East and the Tall Ships in Belfast.

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