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SOAR Report February 2018

Following the strong performance of overseas tourism last year, sentiment among trade partners overseas and tourism businesses here at home is generally positive for the year ahead. Our SOAR report for February has all the detail.

Tourism Ireland's spring marketing campaigns are in full swing across the world right now, to boost off-peak travel and promote main season holidays. Our aim is to grow overseas tourism revenue by a further +5%, to €6 billion this year. We continue to work closely with industry partners and our colleagues in Fáilte Ireland and Tourism Northern Ireland to maximise all opportunities.

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

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



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