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SOAR report June 2016

Overseas visitor numbers were up +16% in the first four months of 2016, according to the CSO – a great start to the year – with growth coming from all market areas.

The outlook for the summer remains positive among both overseas trade partners and tourism businesses across the island.

While we continue to be alert to a range of external factors, Tourism Ireland's extensive marketing campaign is in full swing across key markets, to ensure that 2016 becomes another record-breaking year for tourism from overseas.

Our [June SOAR](#) has all the detail.



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