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SOAR Report June 2017

The international marketplace is more competitive than ever right now and the latest CSO figures for overseas arrivals to Ireland in the first quarter show a mixed picture.

On one hand there is strong growth in visitors from North America and long-haul markets including Australia. On the other, the number of British visitors continues to decline – a big concern for our tourism industry as we begin to see the impact of currency movements and the real challenge of Brexit.

Overall though, sentiment for the season remains generally positive from both overseas trade partners and tourism businesses across the island of Ireland.

Tourism Ireland continues to work closely with tourism industry leaders to monitor and respond to the challenges posed by Brexit. And, as we head into the high season, our comprehensive promotional programme is under way around the world. We are working with a wide range of international tour operators and air and sea carriers to emphasise that there has never been a better time to visit the island of Ireland and highlight the value available from our tourism partners.

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



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