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SOAR Report May 2017

Industry sentiment among island of Ireland industry and overseas trade partners is generally positive for 2017, with bookings on a par with, or slightly ahead of, this time last year. However, latest CSO data shows a softening in the British market. Tourism Ireland is monitoring this situation very closely.

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

Tourism Ireland continues to work with a wide range of tourism partners as we roll out campaigns to grow business from key markets overseas. We are highlighting how easy it is to get here, the compelling holiday experiences on offer across the island and the good value offers available from industry partners.



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