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SOAR Report October 2017

Overall, sentiment is positive, from both overseas trade partners and tourism businesses across the island of Ireland. North America, Mainland Europe and Australia and Developing Markets are performing well.

However, declining visitor numbers from Great Britain to Ireland continue to cause concern. While Northern Ireland does not appear to be negatively impacted and some stronger-performing overseas markets are counterbalancing these declines, we remain vigilant. We are attentive to the implications of the market's current macro environment and value for money remains a key message for us.

The September to December period usually yields as much as 30% of the island of Ireland's annual overseas tourism business and last month Tourism Ireland launched its [autumn promotional campaign](#) to boost late-season travel from around the world.

We continue to work closely with industry partners and our colleagues in Fáilte Ireland and Tourism Northern Ireland to maximise the opportunities and we remain alert to changes in the environment worldwide.

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



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