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October/November SOAR Report 2018

The latest CSO data indicates the first nine months of 2018 have shown growth of +7% in overseas arrivals, with industry sentiment on the island of Ireland and among overseas trade partners also positive.

Despite this, a number of challenges remain. The recent VAT increase in the Irish budget has given rise to some concern in the tourism and hospitality sector in relation to its possible impact on competitiveness. And, while the slight growth in visitors numbers from Britain is welcome, it is too early to know if this is part of a long-term trend. The uncertainty around the UK's exit from the European Union continues.

Tourism Ireland's autumn/winter campaigns continue overseas to stimulate off-peak demand.

Our [October/November SOAR report](#) has all the details.

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



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