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## SOAR Report September 2017

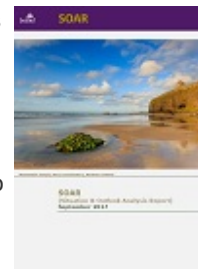
The latest CSO figures for overseas arrivals to Ireland show an increase of +2.5% - or 161,800 additional visitors - on the same period last year.

North America, Mainland Europe and Australia and Developing Markets are performing well and many of our partners are reporting bookings for the island of Ireland ahead of, or on a par with, last year. However, the number of British visitors continues to decline. In Great Britain, Tourism Ireland remains alert to the implications of the market's current macro environment and value for money remains a key message. While the continuing depreciation of the pound against the euro provides good opportunities for Northern Ireland, its impact continues to be felt more negatively in other parts of the island.

Despite these concerns, sentiment is positive overall, from both overseas trade partners and tourism businesses across the island of Ireland.

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

We recently launched our [autumn promotional campaign](#) to boost late-season travel to the island from around the world. We will continue to work closely with industry partners and our colleagues in Fáilte Ireland and Tourism Northern Ireland to maximise the opportunities.



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