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## September SOAR Report 2018

The latest CSO data indicates the first seven months of 2018 have shown growth of +8% 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. Although the growth from Britain in particular is welcome, it's too early to assess if this is part of a long-term trend. Continuing Brexit uncertainty is still a major source of anxiety in the market and Tourism Ireland continues to closely monitor our competitors. We also maintain our focus on the 'Culturally Curious' audience, who are less impacted by currency fluctuations.

Tourism Ireland continues to promote the island of Ireland strongly in our markets overseas during the autumn/winter period to stimulate seasonal business. We are working closely with industry partners and colleagues in Fáilte Ireland and Tourism Northern Ireland to maximise all opportunities to grow overseas tourism revenue to the island of Ireland.

Our [September SOAR Report](#) has all the analysis.

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



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