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Strong Tourism Performance Continues Our SOAR report has all the detail

Tourism performance for the year to date has been strong and sentiment is very positive among tourism industry partners at home and overseas.

To help maintain the momentum, Tourism Ireland has just launched a €12/£8.5 million promotional campaign to boost late-season travel from around the world. The period from September to December usually yields as much as 30% of annual overseas tourism business.

Our campaigns highlight the many festivals and events taking place right around the island this autumn – from the Dublin Theatre Festival to Culture Night, the Bram Stoker Festival, the Ulster Bank Belfast International Arts Festival, Wexford Festival Opera, Savour Kilkenny Food Festival, the Banks of the Foyle Hallowe'en Carnival, The Outing, the Cork Jazz Festival, the Galway International Oyster and Seafood Festival, the Belfast Comedy Festival and Cinemagic International Film and Television Festival. We are also continuing to highlight Yeats2015 and ID2015 (the year of Irish design) and to take every opportunity to leverage the tourism benefits of these year-long celebrations.

Click [here](#) for more detail on the performance of tourism from overseas.



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