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## Tourism Ireland looks back on a record year for tourism

2016 has been the best year ever for overseas tourism to the island of Ireland, delivering 10.5 million visitors and €5.4 billion in revenue to the economy and helping to sustain 263,000 valuable jobs.

Today, we looked back on some of the highlights of 2016, which helped deliver these results, at an end-of-year review with Minister of State for Tourism and Sport, Patrick O'Donovan.



*Tourism Minister Patrick O'Donovan (right) and Niall Gibbons, CEO of Tourism Ireland, at our end-of-year review in Dublin.*

Minister O'Donovan said: ***"2016 looks set to be the best year ever for overseas tourism to Ireland – surpassing all previous records."***

Niall Gibbons, CEO of Tourism Ireland, said: ***"Throughout 2016, Tourism Ireland undertook a packed programme of promotions, to bring Ireland to the attention of travellers everywhere. A major focus of our activity was Ireland's Ancient East, Dublin and the Wild Atlantic Way; other important themes have included screen tourism and Northern Ireland's Year of Food and Drink."***

Click [here](#) to find out about some of the highlights for overseas tourism in 2016.

Click [here](#) for details of Tourism Ireland's Marketing Plans to build on this success in 2017.

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