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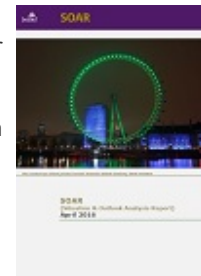
SOAR report April 2016

Tourism is off to a strong start this year with over one million overseas visitors reported in January and February, for the first time ever.

Sentiment is positive among overseas trade partners and tourism businesses across the island, with many reporting enquiries and bookings on a par with, or ahead of, this time last year.

Tourism Ireland continues to roll out an extensive first-half marketing campaign to ensure that 2016 becomes another record-breaking year for overseas tourism.

Our [April SOAR report](#) has the bigger picture.



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