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2015 - Another positive year

Following a very positive year in 2014, early indications from our overseas trade partners suggest continued growth in 2015.

Tourism Ireland has extensive marketing programmes underway in key markets across the world to build on the momentum of 2014. Promotional themes include the Wild Atlantic Way, the Causeway Coastal Route, Dublin, Yeats 2015, the Irish Open at Royal County Down, the South and East, Irish Design 2015 and the Tall Ships in Belfast, as well as the opening of the Gobbins Cliff Path on the Antrim coast. The new British-Irish Visa Scheme will also be an important focus in emerging markets like India and China.

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