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## Tourism Ireland says it's very early days as it welcomes +3.8% growth in overseas visitors in January

As life begins to return to normal after the snow, the latest figures from the CSO (Central Statistics Office) confirm that overseas visitor numbers increased by almost +4% in January 2018. That's an additional 21,400 overseas arrivals compared with January 2017.

It is great to have begun the year on a positive note but it is still very early days. The figures, and the recent severe weather, confirm that there can be no room for complacency.

The CSO confirms that arrivals from North America grew by +3.1% in January. Mainland Europe was up almost +17% on January last year, with particularly strong performances from Germany and Italy.

The decline in visitor numbers from Britain continues, down -4.4% on January 2017. The fall in the value of sterling has made holidays and short breaks here more expensive for British visitors and has made Britain more affordable for visitors from many of our top markets. This year, Tourism Ireland will continue to focus on our 'culturally curious' audience, who are less impacted by currency fluctuations. Competitiveness and value for money remain more important than ever in Britain right now.

As Tourism Ireland and tourism partners from across the island prepare to participate in the world's largest travel trade fair, ITB Berlin, our wider marketing campaigns are in full swing around the world. Our aim is to grow overseas tourism revenue by +5%, to €6 billion in 2018.



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