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CSO figures for January-August 2017 confirm +2.5% growth in overseas visitors

Today's figures from the Central Statistics Office (CSO) confirm that we welcomed 6,714,600 visitors during the period January to August 2017, an increase of +2.5% - or 161,800 additional visitors - on the same period last year.

North America (+17.9%), Australia and Developing markets (+16.9%) and Mainland Europe (+3.2%) continue to perform very well, with increases in direct air access and our market diversification strategy being key factors.

However, the decline in visitor numbers from Britain (-7.1%) continues to be of great concern. The fall in the value of sterling has made holidays and short breaks here more expensive for British visitors. Economic uncertainty is also making British travellers more cautious about their discretionary spending, which is impacting on travel to Ireland. Competitiveness and the value for money message are more important than ever in Britain right now.

Tourism Ireland's extensive autumn campaign is in full swing, to promote late season holidays and boost travel into the early part of 2018.

Click [here](#) to read our full statement.

Click [here](#) to read about Tourism Ireland's [autumn campaign](#).

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