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## CSO figures for January-December 2017 confirm +3.6% growth in overseas visitors

Today's figures from the CSO (Central Statistics Office) confirm that we welcomed almost 10 million arrivals here in 2017 – an increase of almost +4%, or 347,700 additional overseas visitors, when compared with 2016.

North America (+16%) performed particularly well, with more than 2.1 million arrivals last year. Australia and developing markets (almost +13%) had a record year, as did Mainland Europe (+5%). Increases in direct air access, plus our market diversification strategy, have been key factors.

The decline in visitor numbers from Britain (-5%) continues to be a concern. The fall in the value of sterling is a factor and, in 2018, Tourism Ireland will continue to place a greater focus on our 'culturally curious' audience, who are less impacted by currency fluctuations. However, competitiveness and the value for money message remain more important than ever in Britain right now.

Tourism Ireland's campaigns for this year are in full swing, with the aim of growing overseas tourism revenue in 2018 by +5%, to €6 billion, for the island of Ireland.

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

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