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Tourism Ireland welcomes strong +9% growth in overseas visitors for 2014

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2014 was another strong year for tourism, with today's figures from the CSO (Central Statistics Office) confirming growth of +9% in overseas visitors to the Republic of Ireland in 2014 – that's 620,000 additional visitors when compared with 2013. Given that overseas tourism business accounts for almost 60% of all tourism revenue, this is good news indeed, with the increase in visitor numbers from overseas helping to boost employment and the economic recovery around the country.

In fact, 2014 was the best year ever for visitor numbers from North America, Germany, France and Spain, as well as from our long-haul markets including Australia and New Zealand.

- Overseas visitor numbers are up +9% for 2014 – 620,000 additional visitors.
- **North America:** 2014 was another record year for tourism from North America, with visitor numbers from the United States and Canada up + 15% – more than 170,000 additional visitors.
- **Great Britain:** GB, our largest market, recorded growth of + 8% – 235,000 extra British visitors.
- **Mainland Europe:** visitor numbers from Mainland Europe grew by + 7% – 175,000 extra arrivals, with markets like Germany (+15%), Spain (+11%), Italy (+10%) and France (+5%), turning in particularly strong performances.
- **Australia and Developing Markets (ADM):** arrivals from Australia and our other long-haul markets grew by almost +9%, or 38,000 more visitors, when compared with 2013.

Niall Gibbons, CEO of Tourism Ireland, said: ***“Looking to the year ahead, ambitious targets have been set to ensure that tourism growth continues. Following last year’s success, we will be pulling out all the stops this year, to keep the momentum going and ensure that 2015 is the best year ever for Irish tourism when we aim to welcome 7.74 million visitors – surpassing the previous record year of 2007.”***

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