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Tourism Ireland welcomes growth in overseas visitors and revenue to Northern Ireland for Jan-Sept 2017

Tourism Ireland has welcomed NISRA figures published today that confirm almost 1.7 million overseas visitors came to Northern Ireland in the Jan-Sept period last year (+4%), while overseas visitor revenue also increased strongly by +12% to £458 million, over the same nine months. Significant increases in holidaymakers were recorded from Great Britain (+4%), North America (+10%) and Australia and Developing Markets (+26%).

Tourism Ireland aims to build on this performance in 2018 – growing overseas tourism revenue to £623 million (+6%), driven by more than 2.3 million overseas visitors.

Tourism Ireland's promotional programme for 2018 will create 'stand out' for Northern Ireland around the world, highlighting experiences like Titanic Belfast, the Causeway Coastal Route, our National Trust properties and much more. We will continue to leverage our connection with Game of Thrones and promote Northern Ireland as a top golf destination, in particular the fact that the 148th Open is set to take place at Royal Portrush in 2019. We are committed to ensuring that Northern Ireland continues to increase its share of the global travel business.

Click [here](#) to read our press release.



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