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Tourism Ireland welcomes January visitor growth ~ SOAR report provides market insight ~

Today's figures from the CSO (Central Statistics Office) indicate that arrivals from overseas in January 2019 grew by +11.2%. Although it is still very early days, this is welcome news for tourism from overseas. Click [here](#) to read our press release.

Our SOAR report for February will give you some more insight into the markets. Click [here](#) to read our SOAR report for February.

Source CSO	January 2019
Total Overseas Visitors	+11.2%
North America	+12.3%
Great Britain	+10.4%
Mainland Europe	+12.2%
Other Areas	+9.4%

Tourism Ireland's 2019 promotional campaigns kicked off across all our markets in December. Our new global campaign – Fill your Heart with Ireland – launched in late December on TV, cinema and digital platforms in key markets, helping to put the spotlight on the island of Ireland.

Click on [Industry Opportunities](#) to find out how you can get involved in our activities overseas.

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