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Tourism Ireland welcomes growth of +11% to Northern Ireland in 2014

Strong growth of +12% in GB holidaymakers

NISRA figures published today confirm that overseas visitors to Northern Ireland last year grew by +6% and, most importantly, overseas holidaymakers increased by +11%.

Growth of +12% in GB holidaymakers last year is particularly good news. And, visitor numbers from North America and Mainland Europe were very strong. North America was up +38% overall, with holidaymakers up +16%. And, European visitors to Northern Ireland also grew by +9%, with holidaymakers from European markets up by +19%.

Overseas Visitors to Northern Ireland Jan-Dec 2014 v Jan-Dec 2013

	TOTAL - ALL MARKETS	GB	NORTH AMERICA	MAINLAND EUROPE	OTHER AREAS
TOTAL O/S VISITORS	+6%	+1%	+38%	+9%	+2%
HOLIDAY VISITORS	+11%	+12%	+16%	+19%	-8%

Tourism Ireland targets for 2015 will see Northern Ireland welcome almost 1.9 million visitors, representing further growth of +6%.

Commenting on the performance, Niall Gibbons, CEO, Tourism Ireland said: *“Following a successful 2014, ambitious targets have been set for 2015. This week’s Irish Open at Royal County Down has certainly brought an increased focus on golf in Northern Ireland and our ‘Home of Champions’ golf campaigns have been capitalising on this huge international interest since the beginning of 2015, reminding golfers everywhere about the fantastic golf courses where our champions honed and perfected their skills. And once again, we have joined forces with Game of Thrones creators HBO, leveraging the incredible success of the hugely popular TV series to showcase Northern Ireland around the world. Our Game of Thrones campaign is under way right now and is building on the huge success of last year – when our campaign generated almost one million clicks, comments and shares, reaching about 100 million fans across the world.*

“We continue to highlight iconic experiences all over Northern Ireland – including Titanic Belfast, the Giant’s Causeway and our unique National Trust properties. The Causeway Coastal Route, and driving holidays to Northern Ireland, are also being promoted widely. We are partnering with KLM and KLM International to maximise the promotion of their new flight from Amsterdam; and will work with easyJet later this year, to maximise its expansion of services from London, Liverpool, Birmingham and Manchester. We also continue to target people of Ulster-Scots descent.”

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