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## Tourism Ireland welcomes growth of +6.8% in overseas visitors for January-November 2018

2018 is set to be another record year for Irish tourism and today's CSO figures indicate that we welcomed almost 9.9 million overseas arrivals during January to November. This represents growth of almost +7% – or 628,100 additional visitors – on the same eleven-month period last year.

North America, Mainland Europe and Australia and emerging markets continued to perform strongly, with increases of +13.1%, +9% and +6.9% respectively. While we welcome the fact that arrivals from Britain are up +1%, the impact of Brexit on outbound travel from Britain is still a concern.

This week, our new global campaign, 'Fill Your Heart With Ireland', is launching in cinemas, on TV and on social platforms in our top four markets – the United States, Britain, France and Germany. The campaign will roll out further in the new year in Canada, Australia, Spain, Italy, the Netherlands and Scandinavia. We are confident that our new campaign will help deliver another record year for tourism in 2019. Our aim is to grow overseas tourism revenue in 2019 to €6.5 billion, for the island of Ireland

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

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



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