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Tourism Ireland welcomes growth of +6.9% in overseas visitors for January-December 2018

Today's figures from the CSO indicate that overseas arrivals increased by +6.9% – 684,200 additional arrivals, when compared with 2017.

North America (+13.4%) performed particularly well, with almost 2.4 million arrivals last year. Australia and developing markets (+6.7%) had a record year, as did Mainland Europe (+9.5%). Increases in direct air access, plus our market diversification strategy, have been key factors. While we welcome the fact that arrivals from Britain are up almost +1%, the continued uncertainty around Brexit, and its impact on outbound travel from Britain, remains a real concern.

Our focus is now on the year ahead. Tourism Ireland's campaigns are in full swing, to build on the success of 2018. 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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