



follow us on 

Tourism Ireland welcomes growth of +7.6% in overseas visitors for January-May 2018

Today's figures from the CSO confirm that overseas visitor numbers increased by +7.6% during the January-May period. That's 273,300 additional overseas arrivals when compared with the first five months of 2017.

North America (+12.4%) continues to perform extremely well and arrivals from Mainland Europe (+12.3%) are also excellent, with particularly strong performances from Germany (+25.6%) and Italy (+16%). Tourism Ireland has prioritised Mainland Europe and North America, as markets which offer a strong return on investment, in terms of holiday visitors and expenditure.

Arrivals from Britain (+2.4%) are up but it's too early to say if this represents a turnaround in the long-term trend. The impact of Brexit on outbound travel and the fall in the value of sterling still remain a concern. Competitiveness and value for money remain more important than ever in Britain this year.

The access picture for the island of Ireland is positive – with increases in the number of airline seats from Britain, Mainland Europe, North American and long-haul markets.

Tourism Ireland's **campaigns** continue in full swing around the world. Our aim is to grow overseas tourism revenue for the island of Ireland to €6 billion in 2018.

Click [here](#) to read our full statement.

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



[Send to a Friend »](#)

Published by Tourism Ireland © 2018 All rights reserved.