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## New Cathay Pacific direct flights from Hong Kong to Dublin announced Good news for tourism to the island of Ireland

Tourism Ireland warmly welcomes Cathay Pacific's announcement of new direct flights from Hong Kong to Dublin, which will commence in June 2018. The new flights will help to boost leisure and business travel from Hong Kong and will offer excellent connections on the airline's services from markets like Australia, New Zealand and China and from countries in South East Asia. The new flights will make it easier for prospective holidaymakers to come here.

Niall Gibbons, CEO of Tourism Ireland, said: ***"This is good news for tourism to the island as we plan for 2018 and beyond and as we continue the roll out of our market diversification strategy in light of the UK's decision to exit the EU, and seek to implement the findings of our recent Developing Markets review. The new Cathay Pacific service will help further to open up important tourism and business opportunities for the island of Ireland in Hong Kong and China, in Australia and New Zealand and in the Asia Pacific region."***

***"We look forward to working closely with Cathay Pacific, Dublin Airport Authority and other tourism interests, to maximise the promotion of this new service to Dublin. As an island, the importance of air and sea access cannot be overstated – they are critical to achieving growth in visitor numbers."***



***"In 2016, over 600,000 visitors from Australia and Developing Markets came to the island of Ireland, an increase of +4% on the previous year. Recent CSO data confirms that tourism from this region continues to perform very strongly, with growth of +17.5% recorded for the first seven months of 2017. Next week, we will launch our extensive autumn campaign – aimed at boosting late-season travel from around the world and teeing up travel in the early part of 2018."***

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