



follow us on 

US Market Review targets 2M visitors a year by 2021

Tourism Ireland has launched a new strategy for the US market. It sets out ambitious targets which will see the island of Ireland welcome 2 million American visitors per year by 2021, representing growth of +23%; and will see revenue generated by American holidaymakers increase by +33%, to €1.37 billion per year.

The new strategy has been developed in close co-operation with Fáilte Ireland and Tourism NI, as well as a wide range of industry partners, at home and in the United States. It has identified the market segments and opportunities which will drive strong growth from the US to the island of Ireland over the coming four years.

Click [here](#) to read the **US Market Review - A Strategy for Growth 2018-2025**.

Click [here](#) to download the presentation from the launch event.

Click [here](#) to read our Press Release.



[Send to a Friend »](#)

Published by Tourism Ireland © 2018 All rights reserved.