

# OVERSEAS TOURISM AND TOURISM IRELAND

## KEY FACTS



Republic of Ireland **€4.6bn** <sup>+9%</sup>  
Northern Ireland **£543m** <sup>+12%</sup>

Revenue **€5.3bn** <sup>+9%</sup>



Island of Ireland  
2016

Visitors **10.3m** <sup>+9%</sup>

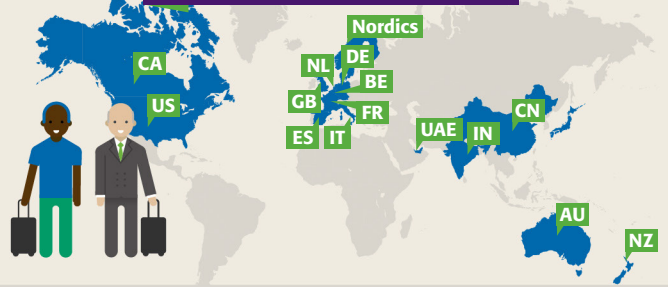
Republic of Ireland **8.7m** <sup>+9%</sup>  
Northern Ireland **2.1m** <sup>+9%</sup>

### JOBS

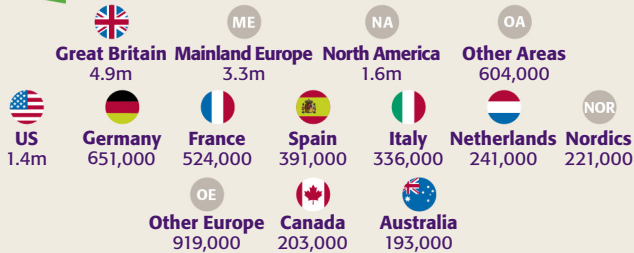


SUPPORTING  
**286,300**  
Jobs  
on the island

### OUR GLOBAL FOOTPRINT



### WHERE DO OUR VISITORS COME FROM?



PROMOTING  
THE ISLAND OF IRELAND  
OVERSEAS



Advertising Reach  
(traditional and digital)  
**200m+**  
potential visitors  
**800m** social connections  
Generating positive  
publicity overseas worth  
**€320m+** <sup>EAV</sup>

### IRELAND.COM

**19m+**  
unique visits



**4m**  
sales leads to  
partners

### SOCIAL MEDIA



Tourism  
Ireland

How Tourism  
Ireland  
ranks v tourist  
boards  
worldwide



Facebook  
4m fans  
**800m**  
social connections



Twitter  
432,500  
followers



YouTube  
33.5m views

### RETURN ON MARKETING INVESTMENT

**€1** spent on  
overseas  
marketing  
**€41** return for  
economy\*



\* B&A research 2016

### RECOGNITION OF OUR WORK



World  
Economic  
Forum  
rankings

Ireland  
**#3**  
out of 136  
countries

'effectiveness  
of branding &  
marketing to  
attract tourists'



**i** Tourism Ireland  
Bishop's Square, Redmond's Hill  
Dublin 2, Ireland, D02TD99  
Tel. +353 1 476 3400 Fax. +353 1 476 3666  
info@tourismireland.com

Tourism Ireland  
Beresford House, 2 Beresford Road  
Coleraine, Northern Ireland, BT52 1GE  
Tel. +44 2870 359200 Fax. +44 2870 326932  
corporate.coleraine@tourismireland.com



**Tourism Ireland**  
Marketing the island of Ireland overseas