OVERSEAS TOURISM AND TOURISM IRELAND

KEY FACTS

**Visitors**
- Island of Ireland 2016: 10.3m
- Republic of Ireland: 8.7m
- Northern Ireland: 2.1m

**Revenue**
- Island of Ireland: €5.3bn
  - Republic of Ireland: €4.6bn
  - Northern Ireland: €4.6bn

**Jobs**
- Supporting: 286,300 Jobs on the island

**WHERE DO OUR VISITORS COME FROM?**
- Great Britain: 4.9m
- France: 3.3m
- US: 2.5m
- Spain: 1.6m
- Italy: 1.4m
- Canada: 1.3m
- Australia: 1.2m

**OUR GLOBAL FOOTPRINT**
- Advertising Reach (traditional and digital): +9%
- 800m potential visitors
- Generating positive publicity overseas worth €320m+

**OVERSEAS ADVERTISING REACH**

**SOCIAL MEDIA**
- Tourism Ireland
  - Facebook: #4
  - Twitter: #4
  - YouTube: #3

**IRELAND.COM**
- 19m+ unique visits

**RETURN ON MARKETING INVESTMENT**
- €1 spent on overseas marketing
- €41 return for economy

**RECOGNITION OF OUR WORK**
- Ireland #3 in World Economic Forum rankings
- Effectiveness of branding & marketing to attract tourists

* B&A research 2016

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