

OVERSEAS TOURISM AND TOURISM IRELAND

KEY FACTS



Ireland **€5.6bn**
Northern Ireland **£672m**

Revenue
€6.4bn



Tourists
8.1m

Ireland **6.6m**
Northern Ireland **1.9m**

JOB

SUPPORTING
300,000
Jobs
on the island



OUR GLOBAL FOOTPRINT



WHERE DO OUR VISITORS COME FROM?

ME	North America	Great Britain	OA
Mainland Europe			Other Areas
Revenue €2bn	Revenue €1.95bn	Revenue €1.8bn	Revenue €625m
Visitors 2.4m	Visitors 1.4m	Visitors 3.9m	Visitors 415k



PROMOTING
THE ISLAND OF IRELAND
OVERSEAS

Advertising Reach
(traditional and digital)

1bn

Opportunities to see

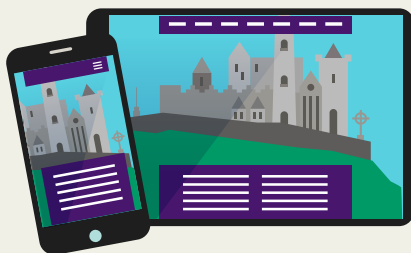
Generating positive
publicity overseas

1.6bn

Opportunities to see

IRELAND.COM

8.5m
deep research
visits



SOCIAL MEDIA



Facebook



TikTok



YouTube



Instagram

7.2m+
active social
media
followers

RETURN ON MARKETING INVESTMENT

€1 → **€25**
spent on
overseas
marketing
return for
economy*



RECOGNITION OF OUR WORK



World
Economic
Forum
rankings



'effectiveness of branding &
marketing to attract tourists'

* Estimated from Kantar research study



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Tourism Ireland
Marketing the island of Ireland overseas