

# OVERSEAS TOURISM

## AND TOURISM IRELAND

### KEY FACTS



#### REVENUE

Island of Ireland  
€6.4bn / £5.6bn

Ireland €5.7bn

Northern Ireland £637m



#### TOURISTS

Island of Ireland  
8.2m

Ireland 6.7m

Northern Ireland 2.0m

#### JOBS

Supporting  
**300,000 jobs**  
on the island



#### OUR GLOBAL FOOTPRINT



#### WHERE DO OUR VISITORS COME FROM



North  
America

**Spend**  
€2.1bn  
**Trips**  
1.6m



Mainland  
Europe

**Spend**  
€1.9bn  
**Trips**  
2.2m



Great  
Britain

**Spend**  
€1.9bn  
**Trips**  
4.0m



Other  
Areas

**Spend**  
€542m  
**Trips**  
390k

#### PROMOTING THE ISLAND OF IRELAND OVERSEAS

Advertising reach  
(traditional and digital)

**1bn**

Opportunities to see

Generating positive  
publicity overseas

**1.6bn**

Opportunities to see

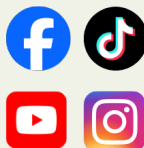
#### IRELAND.COM

**10m**

Deep research visits



#### SOCIAL MEDIA



**7.5m+**  
Active  
social  
media  
followers