

# OVERSEAS TOURISM AND TOURISM IRELAND

## KEY FACTS



Ireland **€6.2bn**  
Northern Ireland **£633m**

Revenue **€6.9bn**



Tourists **8.4m**

Ireland **6.9m**  
Northern Ireland **2.0m**

### JOBS

SUPPORTING  
**300,000**  
Jobs  
on the island



### OUR GLOBAL FOOTPRINT



### WHERE DO OUR VISITORS COME FROM?

ME	North America	Great Britain	OA
Mainland Europe	North America	Great Britain	Other Areas
Revenue <b>€2.2bn</b>	Revenue <b>€2.3bn</b>	Revenue <b>€1.8bn</b>	Revenue <b>€598m</b>
Tourists <b>2.5m</b>	Tourists <b>1.5m</b>	Tourists <b>4.0m</b>	Tourists <b>440k</b>



PROMOTING  
THE ISLAND OF IRELAND  
OVERSEAS

Advertising Reach  
(traditional and digital)  
**1bn**  
Opportunities to see  
Generating positive  
publicity overseas  
**1.6bn**  
Opportunities to see

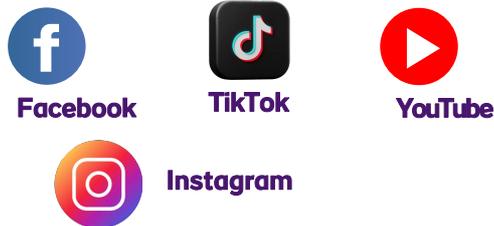
### IRELAND.COM

sales leads to partners

**8.5m**  
deep research  
visits



### SOCIAL MEDIA



**7.2m+**  
active social  
media  
followers

### RETURN ON MARKETING INVESTMENT

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



\* Estimated from Kantar research study

**i** Tourism Ireland  
Bishop's Square, Redmond's Hill  
Dublin 2, Ireland, D02 TD99  
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