

SOAR

(Situation & Outlook Analysis Report) July 2025



The global economic outlook is not without challenges, according to the [latest economic update](#) from the Organisation for Economic Co-operation and Development (OECD). Considerable increases in trade barriers, tighter financial conditions, weakened business and consumer confidence, as well as elevated policy uncertainty, all pose substantial risks to growth. Rising trade costs are likely to fuel inflation, although this may be partly offset by softer commodity prices. The outlook projects global growth slowing from +3.3% in 2024 to +2.9% in 2025.



Seat capacity to the island of Ireland for the 2025 summer season is scheduled at +4% ahead of last summer's levels, based on OAG filings. Ireland is currently scheduled at +6%, with Northern Ireland filed at -7%. The decline in seats to Northern Ireland is predominantly due to trimmed seat capacity by easyJet. Island wide, scheduled air seat capacity from North America (+10%), Mainland Europe (+5%) and Other Areas (+16%) is ahead of last summer's levels. Seat capacity from GB (-1%) is just below. While overall seat capacity from Mainland Europe is up, seat capacity on routes with significant inbound potential is similar to last summer. In ferry news, following a strategic route review, Stena Line intends strengthening its investment in Irish Sea routes. It has announced its intention to withdraw its service on the Cherbourg to Rosslare route from 30th September. However, services by other carriers will continue to operate on the route.



The Central Statistics Office (CSO) reports a decline in overseas tourist numbers and spend for Ireland for the first five months of the year, with January to May typically representing up to 33% of annual revenue. Industry leaders have shared their data and experience on the ground. Tourism Ireland has worked with its stakeholders, industry partners and the CSO to fully share data sources. The process is ongoing to understand the full analysis.

A softer-than-usual Q1 was expected due to the Dublin Airport cap, with macro-economic factors also playing a part. The cap is now on hold, per legal review. The cap, limiting annual passengers to 32 million, was in place from November to March. Industry challenges include increased costs and changes to spread of visitors, based on length of stay and accommodation availability. According to STR, average hotel occupancy levels on the island of Ireland for the first half of 2025 were on par with last year. STR data includes residents from both overseas and the island of Ireland.



Tourism Ireland's 'Ireland Unrushed' campaign was live for the month of June, showcasing new ways for overseas holidaymakers to explore the island and take time to enjoy our scenery, culture and heritage more deeply. The campaign created over 121 million opportunities to see (reach) and had persuasion scores of >90%. There were over 121,000 engaged sessions on Ireland.com and 250+ island of Ireland industry partners engaged with the #IrelandUnrushed movement on the ground.



Tourism Ireland is investing in an extensive and targeted programme of activity across 13+ overseas source markets throughout 2025. Sustainable development is at the core of our plans, so there is a continued focus on attracting tourists who have 'value adding tourism traits' – people who are likely to see more, do more, enjoy more and therefore spend more when they visit.

2025 Forecast Economic Outlook trended by month

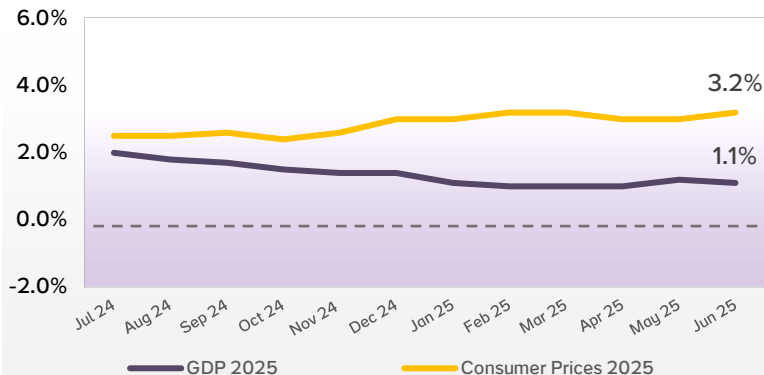
Source: Oxford Economics

Great Britain

Oxford Economics has cut its 2025 GDP growth forecast from +1.2% to +1.1%, to reflect a larger-than-expected fall in activity in April. Domestic headwinds, including significantly tighter fiscal policy and the continued impact of earlier interest rate rises, have been supplemented by the impact of US trade policy. Oxford Economics therefore expects the pace of UK growth will remain weak.

Exchange rate

Jun '24 £1 : €1.18 Jun '25 £1 : €1.17

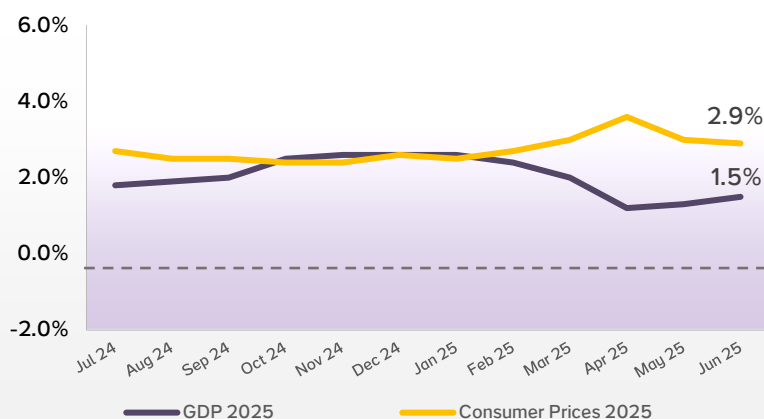


US

Tariff tweaks continue to add uncertainty to the US outlook. Oxford Economics estimates that the chance of a recession has dropped to 35%, still higher than the typical annual probability of 15%. The net loosening in financial market conditions and tweaks to Oxford Economics' assumptions result in a latest forecast of +1.5% for GDP growth in 2025.

Exchange rate

Jun '24 \$1 : €0.94 Jun '25 \$1 : €0.85
Jun '24 \$1 : £0.79 Jun '25 \$1 : £0.73

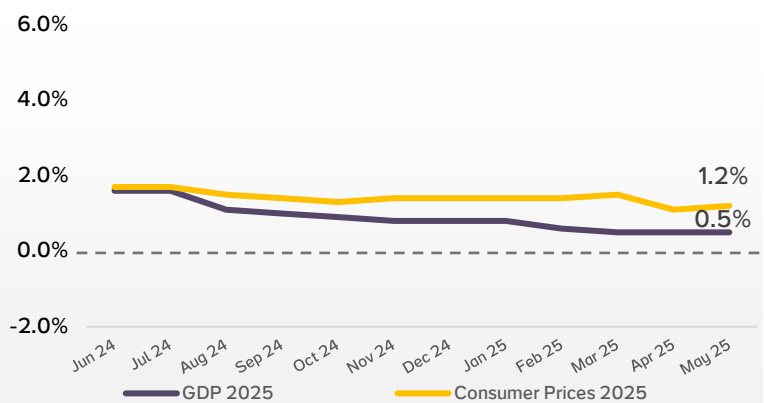


France

GDP growth remained subdued in the early part of 2025, in line with Oxford Economics' expectations and signaling that the French economy remains fragile. Household consumption stagnated in Q1. Private investment is still struggling to recover and business investment was also flat. Oxford Economics forecasts GDP growth of +0.5% this year.

Exchange rate

Jun '24 €1 : £0.85 Jun '25 €1 : £0.85

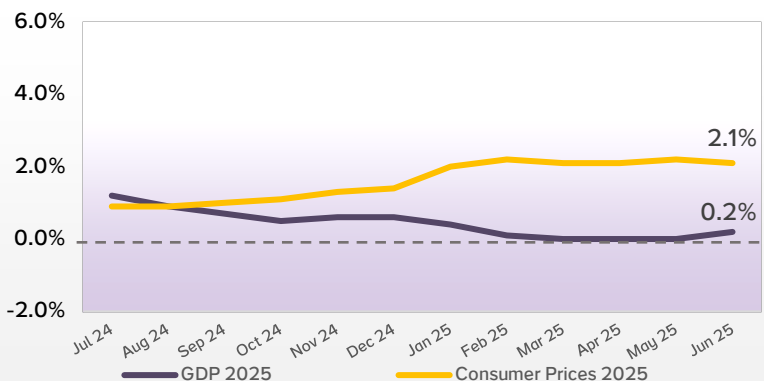


Germany

The outlook for the rest of the year remains broadly unchanged. Oxford Economics expects a mild GDP contraction in Q2, as some of the Q1 strength is reversed. Stagnation is projected for Q3, followed by a gradual acceleration, as the drag from tariffs and uncertainty eases and fiscal stimulus strengthens. Oxford Economics forecasts 2025 GDP growth of just +0.2%.

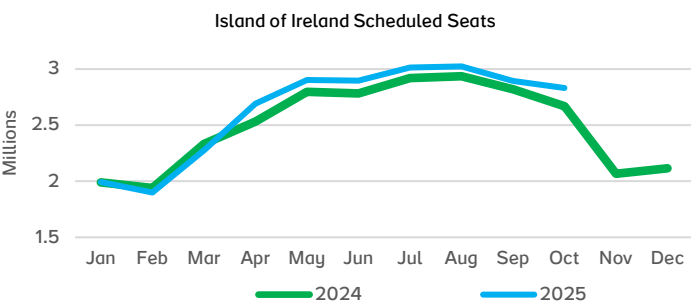
Exchange rate

Jun '24 €1 : £0.85 Jun '25 €1 : £0.85

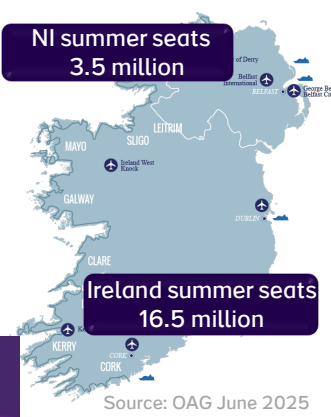


Island of Ireland Access Situation

OAG Scheduled Seat Capacity Summer*



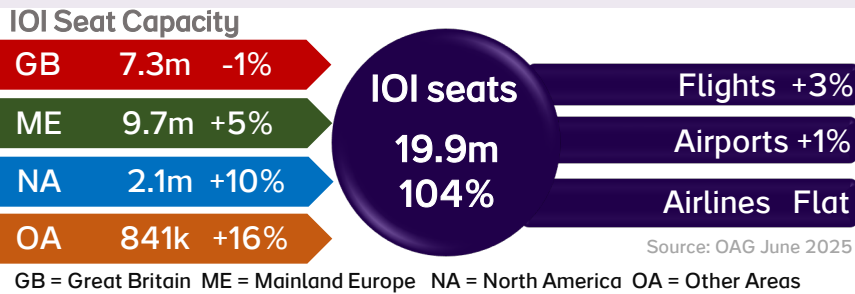
Seat capacity to the island of Ireland for the summer season is scheduled at +4% ahead of the level it was last summer.



Based on OAG filings, scheduled air seat capacity to Ireland is filed at +6% above last summer's levels. Northern Ireland is scheduled at -7%, primarily due to fewer seats on offer from easyJet.

*The summer season runs from the last Sunday in March to the last Sunday in October.

Air Access Summer 2025 – % change vs Summer 2024



OAG's scheduled air seat capacity to the island of Ireland from North America (+10%), Mainland Europe (+5%) and Other Areas (+16%) is ahead of last summer's levels. Seat capacity on routes of significant inbound potential from Mainland Europe is similar to last summer. Seat capacity from GB (-1%) is just below the 2024 summer season.

Airport Seat Capacity Forecast – Summer 2025

According to OAG, Dublin Airport has increased overseas seats scheduled for this summer season compared to last summer, with seats filed at +5%. Cork and Shannon Airports are both scheduled at +16% and +10% respectively of last summer's levels. Knock and Kerry are filed at +19% and +1% respectively and Donegal is scheduled at +29% for overseas seats.

Belfast International Airport and Belfast City Airport are filed at -7% and -8% respectively of 2024 summer season levels. City of Derry Airport is scheduled at +21%.

Airports	Summer 2024 seats	Summer 2025 seats	2025 % change vs. 2024
Belfast Intl.	2,737,071	2,534,609	-7%
Belfast City	924,319	848,760	-8%
City of Derry	69,657	84,540	+21%
Dublin	13,014,536	13,679,548	+5%
Cork	1,168,406	1,361,173	+16%
Shannon	807,065	887,899	+10%
Knock	324,159	386,951	+19%
Kerry	133,301	134,688	+1%
Donegal	3,144	4,056	+29%
Total	19,181,658	19,922,224	+4%

Ferry Performance – January to June 2025

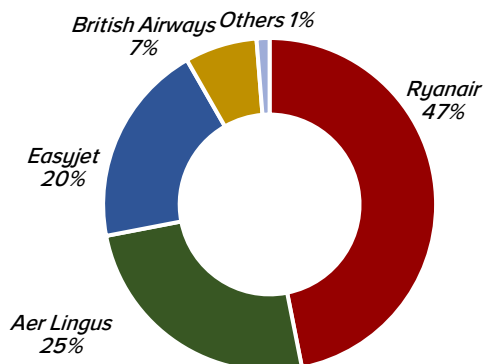
Ferry passenger numbers on GB routes to and from the island of Ireland for the first six months of 2025 were +2% ahead of 2024 levels. Note: performance data from France and Spain is not currently available. Stena Line has announced its intention to withdraw its service on the Cherbourg to Rosslare route from 30th September.

Ferry (both ways)	January-June 2024	January-June 2025	2025 % change vs. 2024
GB – island of Ireland			
Sailings	8,576	8,938	+4%
Passengers	1,765,003	1,802,015	+2%
Cars	511,559	506,980	-1%

GB Ferry Passenger Traffic	2025 % change vs. 2024
Northern Ireland	+4%
Ireland	no change
Island of Ireland	+2%

Access update

Summer 2025 GB to IOI forecast seat capacity



Summer 2025 total seats: 7.3 million

News

- Irish Ferries is now using Hydrotreated Vegetable Oil (HVO) on its Dublin Swift service on the Holyhead to Dublin route.

Market activity update

Inspiring Visitors

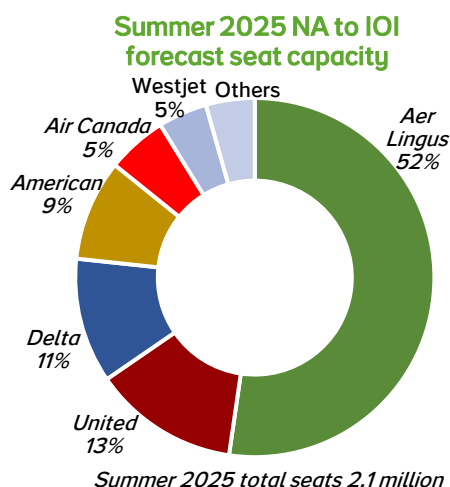
- Shared Island media partnership:** comedians Babatunde Aléshé and Finlay Christie are fronting a new campaign in partnership with Channel 4 and *The Guardian*. Called *Coast to Coast: The Scenic Route*, it highlights the Causeway Coastal Route and Wild Atlantic Way and will reach an estimated 15 million people in Great Britain.
- Ireland Unrushed campaign:** highlights of the campaign in June included an event attended by eight key GB media and two industry partners from County Kerry and Rathlin Island; our podcast sponsorship of an episode of Holly Rubenstein's *The Travel Diaries* with Ardal O'Hanlon; paid social media on Facebook, Instagram, Pinterest and YouTube, promoting our hero campaign videos; and seven content creators who covered the Causeway Coast, Fermanagh, Donegal, Kerry and Wicklow (their combined followers are 1.4 million).
- Broadcast highlights:** include a new Channel 4 documentary *Titanic: Our Secret Histories* (co-produced by Tourism Ireland) and a new BBC Two 15-episode series *Anna Haugh's Big Irish Food Tour* (supported by Tourism Ireland), which both aired to huge audiences in GB.
- Media highlights:** writers representing PA Media, *easyJet Traveller*, *Escapism*, *Country Living* and *The Sunday Post* (total opportunities to see over 5.5 million) travelled to Portrush and the Causeway Coast, with articles already appearing in *The Sunday Post* and *The Independent*.
- Golf highlights:** include our new partnership with *The Telegraph* ahead of The Open at Royal Portrush, which includes a video featuring Rory Best and Olivia Mehaffey, which will reach almost 5 million GB golfers. A visit by seven journalists (including representatives from *Golfshake*, *bunkered*, *Today's Golfer* and *National World*), with a combined estimated 4.6 million opportunities to see, visited courses in Ireland's Ancient East.

Strengthening Partnerships

- Co-operative campaigns:** activity is live with P&O Ferries, Irish Ferries and Aer Lingus Regional, promoting regional breaks and driving incremental passengers; and with Glenton Holidays and Loch Lomond Travel, promoting late summer and autumn breaks via print, online, social and email marketing.
- New Golf in Ireland workshop:** 12 golf tour operators met with 15 island of Ireland industry partners at our new Golf in Ireland workshop in Edinburgh; 180 meetings were conducted.
- Meet in Ireland:** highlights have included our attendance at an M&I Luxe event, meeting with 30 leading GB and European corporate events and incentive travel buyers; and our attendance at The Meetings Show in London (the largest business events trade show in GB), with 28 island of Ireland partners conducting an estimated 900 meetings during the two-day event.



Access update



News

United States

- The island of Ireland remains very well served with direct flights from 21 gateways in the US this summer season.
- United Airlines has announced a further expansion of its Dublin services, moving year-round for its daily Chicago flight and to almost year-round operations for its second daily Newark service.

Australia

- Emirates is upgrading its aircraft for its second service to Ireland, meaning that both services to Dublin will have premium economy from December.

Market activity update – United States

Inspiring Visitors

- **Ireland Unrushed campaign:** our slow tourism campaign was live in June with a video series on YouTube, Facebook, Instagram and LinkedIn. Additionally, a partnership with *Condé Nast Traveler* involved articles encouraging travellers to linger longer on the island of Ireland. These were amplified through email, social and display activity on the platforms of *Condé*, *Vogue*, *GQ*, and *Bon Appetit*. Total campaign activity aims to deliver 20 million+ impressions.
- **Media visits programme highlights:** a *National Geographic* feature shone a spotlight on County Cork and its culinary renaissance; it featured stunning imagery and a clear appreciation for County Cork's traditions, local producers and innovative chefs. *National Geographic* has a monthly audience of nine million.
- **Bare Feet with Mickela Mallozzi:** a programme on PBS fronted by Emmy award-winning host Mickela Mallozzi showcased the island of Ireland in three episodes, highlighting the northern part of the Wild Atlantic Way and Northern Ireland.
- **LGBTQ+ Pride programme:** activity included our sponsorship of a golf event at World Pride in Washington DC and an LGBTQ+ webinar, which will be followed by a Belfast Pride group media trip in July.

Strengthening Partnerships

- **Co-operative campaigns:** activity with Delta and United Airlines to promote direct flights to Dublin and Shannon kicked off in April and will run through the summer to stimulate autumn travel. Digital, social and in-airport screens will reach a combined audience of 91 million. Joint campaigns with Skyscanner and Expedia promoting Shannon as the gateway to the Wild Atlantic Way will reach a further 23 million.
- **Business Events:** Tourism Ireland hosted a 'Meet In Ireland' showcase in Texas with 10 industry partners meeting with 60+ corporate meeting and incentive travel planners. The programme included a destination showcase, B2B meetings, a cooking class and sales calls.
- **Webinars:** our year-round trade education programme provides a monthly opportunity for four industry partners to meet with 200+ travel advisors and tour operators. Recent themes and partnerships included: our twinned regions for the US (Sligo, Mayo, Fermanagh and Tyrone), Virtuoso, Departure Lounge and Ireland's Ancient East.
- **ATTA AdventureELEVATE North America:** Tourism Ireland attended this annual conference to promote the island of Ireland to the adventure travel trade and media community. We also launched and shared a new sustainable tourism tool for our trade partners – the Meaningful Travel Map for Ireland, produced in partnership with Tourism Cares.
- **Luxury travel advisor events:** a busy programme of events, with opportunities for 22 industry partners and connections with 335+ luxury travel professionals. Events included LTA Ultra Summit, Signature Travel Network's regional conference and Signature's Summit & Horizon Club.



Market activity update

Canada

Inspiring Visitors:

- **Ireland Unrushed campaign:** our slow tourism campaign ran in June with a video series on YouTube, Facebook, Instagram and LinkedIn. Press releases were shared with Canadian media contacts to drive interest in the campaign. A partnership with *Condé Nast Traveler* across the US and Canada featured articles encouraging travellers to linger longer on the island of Ireland.
- **Riverdance partnership media event:** Tourism Ireland hosted an event for 15 top media at the Consul General of Ireland's residence in Vancouver. The event aimed to inspire future coverage of Ireland, with attendees including TV producers, content creators and outlets such as *Canadian Geographic*, *Vancouver Sun*, *Carpe Diem Media Corp* and *Montecristo Magazine*. The evening concluded with a performance of Riverdance – The New Generation, as well as a meet-and-greet with the cast.

Strengthening Partnerships

- **Riverdance partnership:** in partnership with Air Canada, Tourism Ireland hosted 45 top-producing travel agency owners in Vancouver. The event highlighted the opportunities for MICE and leisure business for the island of Ireland to potential clients and included presentations from industry partners including Event Partners Ireland, Glenkeen Farm, Visit Cork and Visit Belfast.
- **WestJet route launch:** a new direct flight from St John's to Dublin launched in late May, with strong media coverage generated across TV, print and radio outlets in Newfoundland, as well as celebrations at the gate for the inaugural departure. A VIP event, in partnership with St John's Airport Authority and WestJet, also highlighted the service to key stakeholders in the city, including the Mayor of St John's, as well as local tour operators and travel agencies.

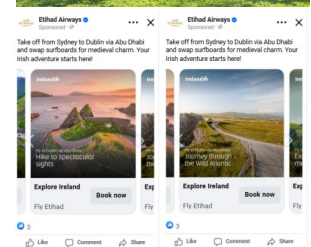
Australia

Inspiring Visitors:

- **Fill your heart with Ireland campaign:** phase one of the campaign has concluded and has created over 6.5 million quality opportunities to see (reach). A second burst of the campaign will go live in Q3.
- **Paid content seeding (PCS):** paid content seeding continues to be a strong activity, driving engaged sessions to our Ireland.com website.
- **Media highlights:** filming for an episode of a popular Australian travel TV show called *The Great Outdoors* with Australian presenter James Tobin took place at numerous locations on the island of Ireland. The show is set to air this summer on the Seven Network and will reach an audience of around 1 million viewers across Australia.

Strengthening Partnerships

- **Etihad co-op campaign:** a two-week campaign on social media, as well as a dedicated newsletter promoting the island of Ireland to Etihad's consumer database.
- **Travel Associates trade communication:** activity included inclusion of the island of Ireland in Travel Associate's '100 Luxury Travel Gems' magazine, newsletter, blog post, as well as a dedicated island of Ireland landing page during May and June.
- **Webinar series:** the first of three travel trade webinars hosted by Destination Webinars began in May, featuring three island of Ireland partners presenting on the topic 'Explore Iconic Landscapes'. The second webinar, focusing on 'Culinary & Culture', took place in mid-June.

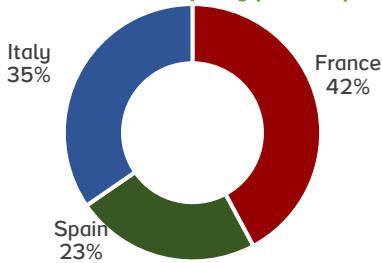


Southern Europe – France, Italy and Spain



Access update – Southern Europe

Summer 2025 France, Spain, Italy
forecast seat capacity (excl. sun)



Summer 2025 seats (excl. sun): 2.4 million

News

France:

- Aer Lingus is operating a new seasonal flight from Bordeaux to Cork between May and September.
- Air France has confirmed that it will operate its Paris Charles de Gaulle to Cork service on a year-round basis, from October 2025.
- Stena Line has announced its intention to withdraw its service on the Cherbourg to Rosslare route, from 30th September.

Spain:

- Ryanair will launch a new Madrid to Shannon service this winter, which will operate twice a week from November to March.

Market activity update

France

Inspiring Visitors:

- **Ireland Unrushed campaign:** activity included an advertorial in the travel section of leading news website figaro.fr, with links to articles about slow tourism and discovery of the regions of Ireland. Ads ran for six weeks, directing consumers to the advertorial. Content creator activity included stories, posts, reels and a blog article about a slow tourism trip from Dublin to Cork.

Strengthening Partnerships:

- **Co-op activity:** campaigns are live with Irish Ferries to drive consideration and bookings; and with Skyscanner to drive bookings on regional access to the Wild Atlantic Way.
- **Virtual workshop:** 30 industry partners and 55 French travel trade participated in a virtual workshop, in which around 144 meetings were conducted. It included a webinar about slow tourism, as well as France's twinned regions in Northern Ireland of Armagh, Down and the Mournes.
- **Luxury familiarisation trip:** five luxury travel agents explored the island of Ireland, experiencing at first-hand some of the luxury tourism offering.
- **Webinar:** a webinar about new hotel openings and slow tourism experiences saw five island of Ireland tourism companies engage with over 60 French travel trade.

Italy

Inspiring Visitors:

- **Screen Tourism:** Tourism Ireland promoted screen tourism on the island of Ireland at the Milan Film Festival. This included participation in a panel outlining the positive impacts of screen tourism e.g., *The Banshees of Inisherin* for the Wild Atlantic Way and *Game of Thrones* for Northern Ireland.

Strengthening Partnerships:

- **Wild Atlantic Way direct access via Ireland West Airport Knock event:** 60 Italian media, tour operators and travel agents met with 14 island of Ireland industry partners and county council reps at a workshop in Milan which involved around 225 B2B meetings, media interviews and coverage.
- **Webinars:** a series of four webinars has kicked off, with four island of Ireland partners and over 100 agents registered.

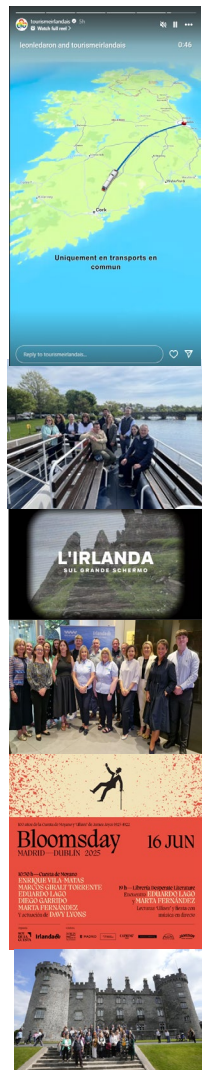
Spain

Inspiring Visitors:

- **Media trips:** media visits marked the 125th anniversary of Oscar Wilde's death and promoted the new Bilbao to Cork flight, generating over 2 million opportunities to see (reach).
- **Bloomsday:** a Bloomsday event in Madrid highlighted Dublin UNESCO City of Literature, in partnership with Cuesta de Moyano (book fair), generating significant coverage.

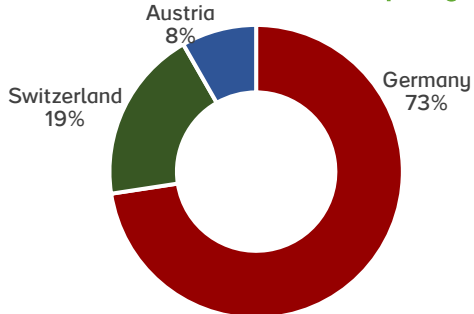
Strengthening Partnerships:

- **Regional access campaigns:** activity is live with Ryanair (highlighting flights from Catalonia to Cork, Shannon and Knock) and Skyscanner (highlighting the new Bilbao to Cork flight).
- **Trade familiarisation trip:** the Spanish Confederation of Travel Agencies (CEAV) brought 24 travel agents to Ireland's Ancient East, for a familiarisation visit and workshop, where they connected with local industry partners.
- **Ireland Unrushed:** a trade event in Barcelona connected 25 travel advisors with industry including Ahascragh Distillery, Burren Smokehouse and Finn Lough.



Access update

Summer 2025 Germany, Switzerland, Austria forecast seat capacity



Summer 2025 total seats: 1.1 million

News

Germany:

- Eurowings are operating a new service from Stuttgart to Dublin, operating four times a week.

Market activity update

Germany

Inspiring Visitors:

- **Fill your heart with Ireland:** the latest phase of our Fill your heart with Ireland campaign delivered 14.5 million quality opportunities to see (reach) and 7.5 million completed video views.
- **Activities campaign:** our outdoor activities campaign was live until the end of June on Connected TV (CTV) and social channels and also included travel articles and advertorials. A partnership with Komoot is under way now, to drive awareness of various biking and hiking routes.
- **Ireland Unrushed campaign:** our campaign in June focused on slow travel ideas across multiple channels and also included a media event in Hamburg.
- **Co-op campaigns:** activity is live with Ryanair promoting regional air access to Kerry and Ireland West Airport Knock.
- **Brand partnership:** our partnership with Thalia, Germany's largest book chain, featuring Irish literature, landscapes and culture, ran for six weeks around Bloomsday. The campaign included a themed landing page, a competition supported by Aer Lingus, Dertour and DFDS, newsletters, activity on social media, as well as in-store and digital promotions in over 500 bookstores.
- **Media trip:** a press trip with seven journalists was organised to Germany's twinned region Cork, with a particular focus on Cork's superb culinary offering.

Strengthening Partnerships:

- **Luxury travel:** Tourism Ireland, together with 11 tourism operators from the island of Ireland, took part in a luxury roadshow with Loop, a luxury platform, meeting with German luxury travel buyers. The workshops took place in four German cities and generated 300 meetings.
- **Ireland Unrushed:** training for over 2,000 travel agents, in conjunction with the main German travel trade magazine *fww*, took place at the beginning of June.
- **Familiarisation trip:** ADAC Reisen brought ten travel agents from all over Germany to Northern Ireland, to learn more about our visitor attractions, hotels, scenery and food.

Austria and Switzerland

Inspiring Visitors:

- **Media:** an advertorial featuring things to do in our regions featured in Austrian national newspaper *Der Standard* (print and online versions). The Austrian fashion brand Sportalm did their new season shoot in Dublin and County Down.

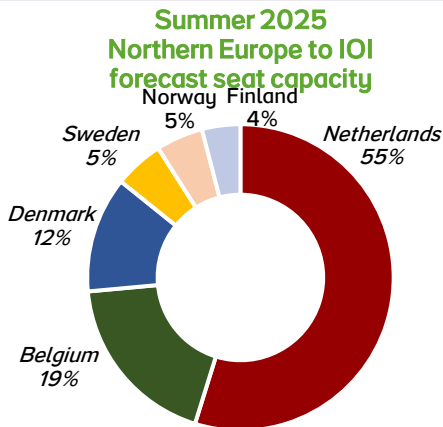
Strengthening Partnerships:

- **Ireland Unrushed campaign:** an article supporting our Ireland Unrushed campaign ran in the magazine *Schweizer Wanderwege* (the organisation responsible for protecting Switzerland's hiking trails) at the end of June; this was in conjunction with activity holiday specialist Baumeler Reisen.
- **Publicity:** Tourism Ireland worked closely with the Embassy of Ireland on publicity opportunities around the visit to Ireland by the President of Switzerland in May; and on the formal opening of the Words on the Wave exhibition at the National Museum of Ireland, with its celebration of links to St Gallen.



Northern Europe – Netherlands, Belgium and the Nordics

Access update



Summer 2025 total seats: 1.1 million

News

Netherlands and Belgium:

- Emerald Airlines has launched a new weekly service from Groningen in the Netherlands to Ireland West Airport, which is running from 7th June until 30th August. The service will be operated by the Dutch tour operator BBI Travel.

Nordics:

- A new winter route has been announced from Rovaniemi in Finland to Shannon. The flight will commence on 27th October 2025 and run until March 2026, with two weekly flights on Mondays and Thursdays.

Market activity update

Netherlands and Belgium

Inspiring Visitors:

- Point-to-point campaign:** our campaign ran from mid-May to mid-June on Meta, promoting direct flights from Amsterdam to Cork and raising awareness of Cork as the perfect starting point to discover the south of Ireland.
- National Geographic:** a 10-page article on Northern Ireland featured in a recent edition of *National Geographic* (70,000 subscribers); this was complemented by an online advertorial in partnership with Voigt Travel.
- Ireland Unrushed campaign:** as part of the global campaign in June, three Dutch content creators – Visuals of Roy (130,000 followers), Zilver Schmidt (71,000 followers) and Yourlittleblackbook (74,000 followers) – shared articles about travelling on the island of Ireland using electric vehicles and public transport.

Strengthening Partnerships:

- Ireland West Airport Knock:** together with partners from Groningen Airport, BBI Travel and Ireland West Airport, as well as HE Ann Derwin, Ambassador of Ireland to the Netherlands, Tourism Ireland welcomed the new 70-seater charter operated by BBI Travel and flown by Emerald Airlines.
- KLM Open:** Tourism Ireland, together with El Travel Group, Green Golf Ball, The Causeway Hotel, Fáilte Ireland, and Tourism Northern Ireland, promoted golf on the island of Ireland at the KLM Open on the DP World Tour, in early June.

Nordics

Inspiring Visitors:

- Emmy Eurovision campaign:** our campaign – starring Norwegian singer Emmy, who represented Ireland in this year's Eurovision Song Contest – capitalised on a pop culture moment and created over 2 million quality opportunities to see. Emmy highlighted only-in-Ireland experiences from Dublin to Dingle via reels/videos on TikTok and Instagram, in the run-up to Eurovision.
- Slow tourism:** Swedish presenter Lina Skandevall described her slow travel journey through Donegal and Northern Ireland on *Nyhetsmorgon* (morning TV show), sharing video footage of landscapes and experiences with sustainable tourism businesses. The broadcast created 1.4 million opportunities to see (reach) and Lina also shared almost 70 posts about her visit here on her social channels, reaching almost 150,000.

Strengthening Partnerships:

- Partnerships:** Tourism Ireland met 27 different tour operators in three Norwegian cities, as part of the recent Antor Norway roadshow; and met five tour operators and six media at Antor's Meet the World event in Sweden. In June, we met eight Finnish tour operators at Travel News Market in Helsinki.



Definitions:

1 – Opportunities to see: refers to the number of times an advertisement has the chance to be seen by our audience (for example, if an ad is displayed on a website, on a social feed or pre-roll video content, each time someone encounters that ad counts as an opportunity to see).

2 – Reach: measures the total number of unique individuals exposed to an ad and is a percentage of the total target audience (for example, if a TV ad airs during a show, the reach is the number of different viewers that saw the ad at least once).

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This report has been produced with available data up until 27th June 2025. Every effort has been made to ensure all data is accurate; however, Tourism Ireland does not take responsibility for any errors or omissions. If quoting from SOAR, please reference both Tourism Ireland and the original source of the information.