

SOAR



(Situation & Outlook Analysis Report) July 2026



Great Blasket Island, County Kerry

HEADLINES

- The latest CSO figures show that Ireland welcomed just under 2.6 million overseas visitors between January and May 2026, generating total expenditure of €1.95 billion. This represents increases of +18% in visitor numbers and +23% in spend compared with the same period in 2025. Performance to date in 2026 is significantly ahead of 2025 levels, with visitor volumes broadly comparable to 2024, which represented the previous post-Covid peak for inbound tourism.
- Growth continues to be broad-based from Tourism Ireland's key source markets. Visitors from Great Britain generated €484 million in visitor spend, up +18% year-on-year, while North American visitors delivered €624 million, an increase of +22%. Mainland European visitors contributed €687 million, representing growth of +27%; and visitors from long-haul markets generated €154 million, up +26% compared to the same period last year. This demonstrates that growth is being driven by a mix of markets, reducing reliance on any single source of demand.
- Industry indicators – from airlines, accommodation providers, booking platforms and holiday rental operators – point to a stable and positive start to the year, with demand trends remaining broadly in line with expectations. While the outlook for 2026 remains generally favourable, there is an increasing degree of caution regarding the second half of the year, reflecting uncertainty arising from the ongoing conflict in the Middle East and its potential implications for consumer confidence, travel patterns, aviation connectivity and wider economic conditions. Tourism Ireland will continue to monitor developments relating to Aer Lingus services and assess any potential implications for tourism from key markets.
- Tourism Ireland's demand generation activity is live in 15 markets, spanning advertising, publicity, digital, social, AI-enabled and partnership campaigns. Co-operative campaigns with air and sea partners are sustaining demand and strengthening Ireland's visibility in priority markets, generating a strong return on investment. In parallel, Tourism Ireland remains on track to deliver over 1,000 promotional opportunities for industry partners on the island of Ireland, helping to drive tourism growth.

Economic Conditions



Global activity continues to face significant challenges arising from the conflict in the Middle East. Assuming no significant escalation, global growth is projected to slow to 3.1% in 2026 before edging up to 3.2% in 2027. After a prolonged period of disinflation, global headline inflation is expected to rise modestly in 2026, largely reflecting higher energy costs, before resuming its downward trend in 2027. Inflation is expected to moderate more quickly in advanced economies, while emerging and developing economies are likely to experience a more pronounced combination of weaker growth and elevated price pressures.



Source: Oxford Economics
25th June 2026

Key Source Markets

Great Britain



Oxford Economics has cut its inflation forecasts for 2026 and 2027 due to the decline in oil prices and nudged up its GDP forecasts to 3.1% for this year. It now expects GDP to rise by 0.9% in 2026, up 0.2ppts on last month's forecast. However, elevated energy prices and raising inflation are squeezing household spending power.

Economic Outlook 2026 Forecast

% change 2026 vs. 2025



GDP
+0.9%



Consumer prices
+3.6%

Exchange rate

Jun 2025 £1 : €1.17

Jun 2026 £1 : €1.15

US



Oxford Economics has lowered its GDP growth forecast for 2026 by 0.1ppt to 2.1%, well below the 2.8% projection prior to Middle East conflict. The downward revision is mostly attributed to surging imports which are tied to AI investment. Looser fiscal policy and an AI-driven boom in business investment are supporting economic growth, but higher energy prices will drag on consumer spending.

Economic Outlook 2026 Forecast

% change 2026 vs. 2025



GDP
+2.1%



Consumer prices
+3.5%

Exchange rate

Jun 2025 \$1 : €0.87

Jun 2026 \$1 : €0.86

Jun 2025 \$1 : £0.74

Jun 2026 \$1 : £0.75

France



Oxford Economics expects the current spell of economic weakness to last longer as the impact of the conflict continues to bite even after the Strait of Hormuz may be reopened. Weak demand and subdued wage growth mean inflation has been lower in France than elsewhere in the eurozone, although it will remain above the ECB's 2% target in the near term due to higher oil price.

Economic Outlook 2026 Forecast

% change 2026 vs. 2025



GDP
+0.4%



Consumer prices
+2.4%

Exchange rate

Jun 2025 €1 : £0.85

Jun 2026 €1 : £0.86

Germany



Oxford Economics has maintained its 2026 GDP growth forecast at 0.4%. Household consumption flatlined due to higher inflation which is painting a much bleaker picture of private spending. This is consistent with its view that economic activity in Germany was soft even before the outbreak of the US/Israel war with Iran. Its 2027 GDP forecast is unchanged at 1.6%.

Economic Outlook 2026 Forecast

% change 2026 vs. 2025



GDP
+0.4%



Consumer prices
+2.9%

Exchange rate

Jun 2025 €1 : £0.85

Jun 2026 €1 : £0.86

Source: Oxford Economics

Note: Currency rates as of 16 June 2026

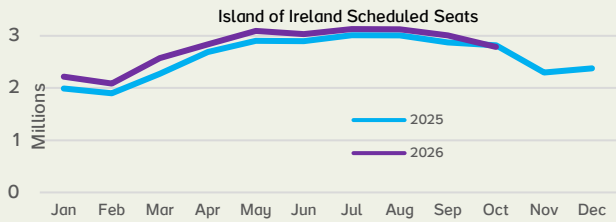
Island of Ireland Access and Accommodation Situation



Air Access Seat Capacity – Summer Aviation Season 2026*



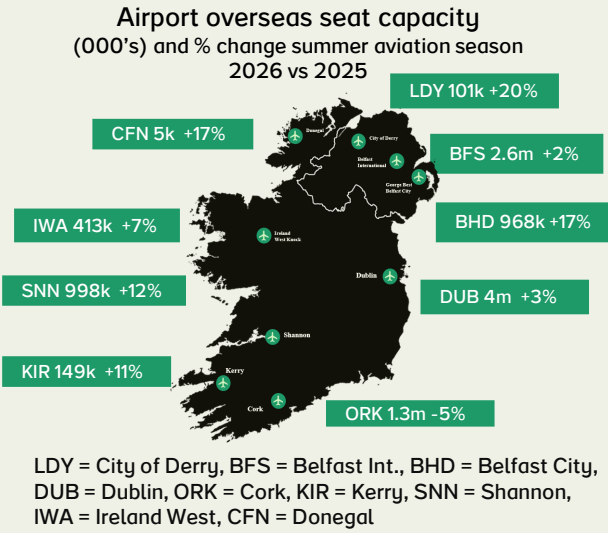
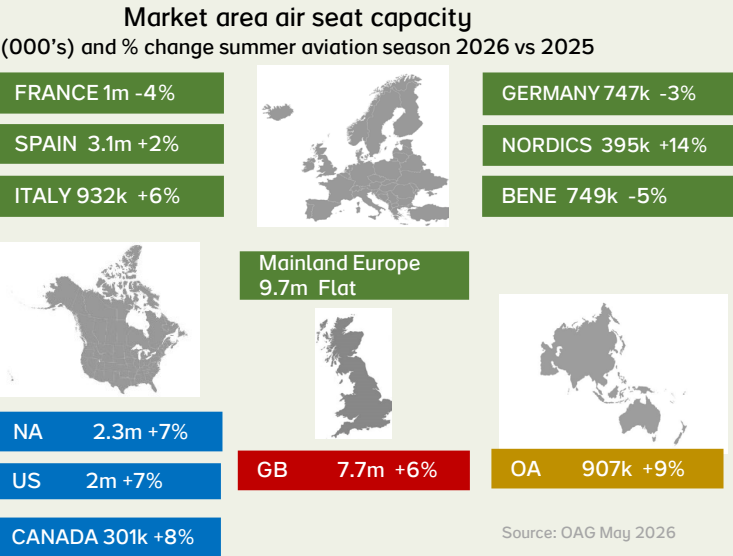
Island of Ireland summer* seats
20.7m
+3%



*The summer aviation season runs from the end of March 2026 to the end of October 2026. The implications of the conflict in the Middle East have marginally impacted on seat capacity.

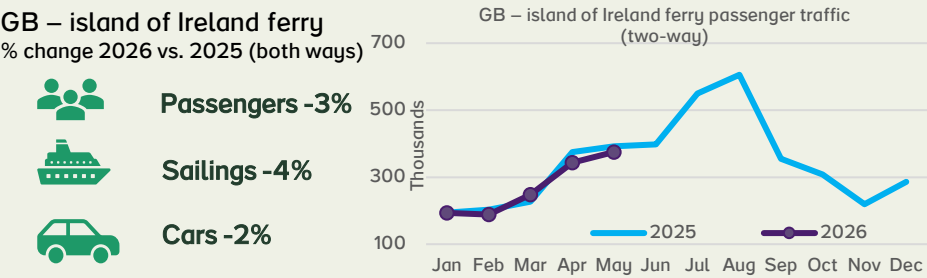
Source: OAG June 2026

Scheduled air seat capacity to the island of Ireland for the summer 2026 aviation season* is currently +3% on the same period last year. Capacity to Ireland is filed at +3.5%, Northern Ireland is scheduled at +6%.



In total, almost 577,000 additional seats are currently scheduled to the island of Ireland compared with last summer. Dublin Airport accounts for 53% of this increase. All airports are currently filed ahead of last summer except Cork, which is down -5%. Growth is led from key source markets, with increases from Great Britain (+6%), the United States (+7%) and Canada (+8%). Capacity from France (-4%) and Germany (-3%) is currently scheduled slightly below summer 2025 levels. Schedules remain subject to change.

Ferry Performance – January to May 2026



Ferry passenger numbers on GB routes to and from the island of Ireland for the first five months of 2026 are slightly behind (-3%) the same period in 2025. Note: performance data from France and Spain is not currently available.

Accommodation Performance – January to May 2026

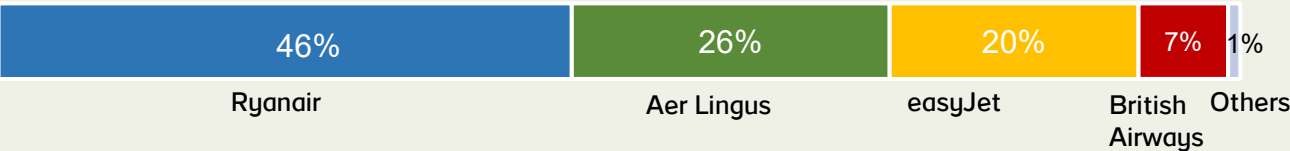


According to STR, average hotel occupancy levels on the island of Ireland for the first five months of 2026 were +2% ahead of the same period in 2025. AirDNA reports that short-term rental occupancy was just below (-1%) January – May 2025.

Access update

GB to island of Ireland summer 2026 aviation season forecast seat capacity

Summer 2026 total seats: 7.7 million



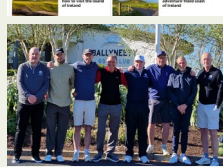
News

- easyJet is adding a new route from Southend to Belfast City Airport from October 2026.

Market Activity Update

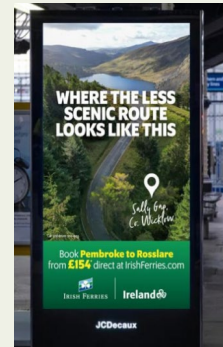
Inspiring Visitors

- Ireland Goes Beyond:** our campaign was live from February to May on linear TV, video-on-demand (VOD), Meta, Pinterest, online video (Quantcast) and YouTube, delivering 180 million QOTS (quality opportunities to see) and 10.4 million reach.
- Golf group media visit:** seven top golf media visited Limerick and Clare in April, to showcase the area's superb golf offering ahead of the Ryder Cup in 2027.
- Ireland Unrushed:** our slow tourism campaign was live during May on YouTube, online video (Captify), Pinterest and audio (DAX), delivering 12 million QOTS and 3 million reach. The campaign included three partnerships with content creators, amplified by paid social. Initially reaching an audience of 400,000 on Instagram, TikTok and Facebook, and with a strong 5% engagement rate, performance metrics are expected to continue to grow.
- Fleadh Cheoil na hÉireann:** our paid social campaign was live for three weeks from 15th June, with key messaging and assets amplified on organic social and featured in our consumer newsletter. It is expected to deliver 3 million QOTS and 2.9 million reach.
- Shared Island campaign:** *Dermot's Taste of Ireland* is airing on ITV and ITVX (May-July). This second series follows Dermot O'Leary as he explores the Causeway Coastal Route and Wild Atlantic Way over 10 x 30-minute episodes. The campaign also includes a partnership with *The Guardian* featuring articles and influencer content and reaching 6.4 million consumers in Great Britain.



Strengthening Partnerships

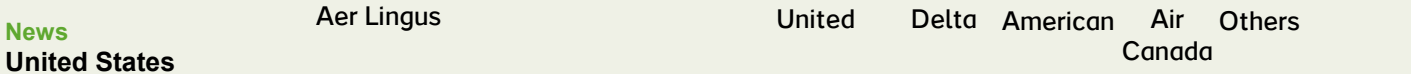
- Co-operative marketing and partnership campaigns:** include Irish Ferries (April-May), promoting their routes to Ireland (Rosslare and Dublin); P&O Ferries (June) highlighting their Larne route and promoting slow tourism. Further campaigns are in planning for July-December 2026.
- Travel trade co-operative marketing:** campaigns were live in May and June, including with Glenton Holidays and Barrhead Travel, promoting autumn and winter travel across a range of channels.
- Golf in Ireland workshop:** 17 GB tour operators met with 17 island of Ireland golf industry partners in Glasgow, in May, with 289 commercial meetings taking place during the event.
- Golf OTA partnerships:** multi-channel campaigns with Golf breaks and Your Golf Travel were live in June, driving sales for golf holidays on the island of Ireland.
- Business Events:** 28 island of Ireland industry partners took part in The Meetings Show in London, in June. This is the largest business events trade show in Great Britain, attracting around 1,500 buyers, with over 16,000 meetings taking place during the two-day event.



Access update

North America to island of Ireland summer 2026 aviation season
Summer 2026 total seats: 2.3 million **forecast seat capacity**

55% 12% 11% 8% 5% 9%



- Seasonal direct services from Chicago (United) and New York (Delta) to Shannon returned in May 2026.
- New Aer Lingus Raleigh-Durham to Dublin is operating five times a week and Pittsburgh to Dublin four times a week.
- WestJet has reduced its air capacity from Toronto and Halifax for Sept/October, due to sustained high fuel prices.

Market Activity Update – United States

Inspiring Visitors

- **Ireland Goes Beyond:** our campaign continues through Q2 on Meta and YouTube and also includes four weeks of ads on TV/Connected TV in 10 key cities; it is forecast to deliver 119 million QOTS.
- **Ireland Unrushed:** our digital media campaign in May delivered 33.4 million QOTS on Meta and YouTube. Our partnership with *Condé Nast Traveler* involved sponsored articles promoting slow tourism which delivered 7.5 million impressions.
- **Consumer partnership programme:** our campaign delivered 333,697 referrals for 19 tour operator and industry partners in Q1. Activity on Meta and travel deal sites continued in Q2 and included a new Travelzoo promotion for SMEs. On track to deliver 298,000 referrals in Q2.
- **Golf in Ireland:** our campaign is targeting golf travellers during major tournaments happening May to July; it's running on TV, Connected TV, social and online video platforms, with 16 million QOTS forecasted. A golf writers' visit is planned for July around The Open Championship.
- **Ireland With Michael:** filming for season 7 of popular TV show *Ireland With Michael* took place in Ireland in May and June; it will air on PBS in an estimated 100 million homes across the US.
- **North Star at the Irish Arts Center:** Tourism Ireland partnered with the Irish Arts Center in June for the New York premiere of *North Star*, a production inspired by Frederick Douglass' 1845 Belfast visit.
- **America250:** four journalists – from National Geographic, AFAR, Fodors Travel and Smithsonian with a combined reach of over 13 million readers – visited in May.

Strengthening Partnerships

- **Best of Ireland East Coast sales mission:** Tourism Ireland, together with 14 tourism SMEs, took part in a four-city sales mission in April. 'Team Ireland' engaged in 840+ meetings with 250+ travel advisors and key media. The sales mission also included a spotlight on America250.
- **Luxury travel:** Tourism Ireland participated in Travel Leaders Network (TLN) events in San Diego, including Luxury Forum. Tourism Ireland engaged in 19 one-to-one appointments, followed by 130+ meetings with network advisors at EDGE, TLN's annual conference and trade show.
- **Co-operative marketing activity:** 13 campaigns with US tour operators and golf operators are under way. Operators include CIE, Collette, Tauck, DH Travel Services and Globus, each executing plans through Q3 to drive bookings.
- **Business Events:** Eight island of Ireland industry partners joined Tourism Ireland on a three-day 'Meet in Ireland' showcase in June, which included two networking events in Salt Lake City (SLC) and San Francisco, as well as in-house office meetings in SLC. Partners met with approximately 50 meeting and incentive travel planners.
- **B2B webinars:** three themed webinars in March and May (Meaningful Travel Map with Tourism Cares, Ireland's Ancient East and Ireland Unrushed) featured 14 SMEs. Each webinar was



Market Activity Update

Canada

Inspiring Visitors:

- **Ireland Unrushed:** our digital media campaign promoting slow travel and sustainable tourism ran on Meta, YouTube, Captify and Spotify in May, delivering 12+ million QOTS.
- **Content creators:** slow travel and culinary tourism was brought to life through visual storytelling on social channels, in partnership with @TOFoodies. Two 2SLGBTQI+ creators leveraged Pride Month to highlight Ireland's welcoming reputation for queer travellers, creating 126 posts and generating 11.2 million impressions and almost 20,000 engagements.
- **Regional broadcast:** a press tour with Titanic Belfast commemorated the ship's 114-year anniversary and highlighted Northern Ireland and the Canada-Ireland connection, delivering 4.7 million impressions. A partnership with Terroir Symposium in Alberta showcased Irish cuisine with Michelin-star chef JP McMahon on TV, generating almost 800,000 impressions.

Strengthening Partnerships

- **Trevello Conference:** Tourism Ireland, in partnership with Tourism Northern Ireland, welcomed over 250 delegates to Belfast for Trevello's 2026 annual conference in May. The programme also included familiarisation trips across Northern Ireland.
- **Tour Radar fam:** in partnership with adventure travel platform TourRadar, 10 top travel advisors took part in an immersive journey across Northern Ireland and Ireland's Hidden Heartlands, to enhance their destination knowledge and support future sales growth.
- **Eastern Canada sales mission:** Tourism Ireland, together with 11 tourism SMEs and five Canadian tour operators, took part in a five-city sales mission in April, visiting cities with direct flights. 'Team Ireland' engaged with 200+ travel advisors through a series of appointments and networking opportunities; articles about Ireland featured in four trade publications.

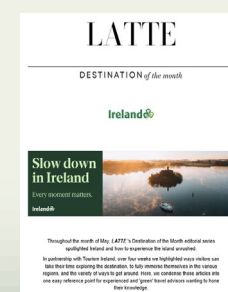
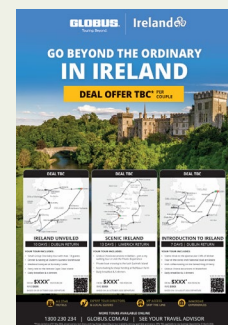
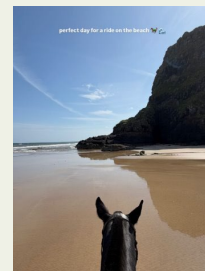
Australia

Inspiring Visitors:

- **Broadcast:** filming for a popular Australian travel series *The Great Outdoors* took place in June, in Kilkenny, Clare and Northern Ireland; three Ireland episodes will reach over 1 million viewers.
- **Golf Digest:** activity continues to run with *Golf Digest*, targeting 1.7 million Australian golfers via their email database of 40,000+. The latest round of activity included a double-page spread on golf and other activities on the island of Ireland, as well as digital banner ads on the *Golf Digest* website, directing traffic to Ireland.com/golf.
- **European Travel Commission (ETC) 'Unlock an Unexpected Upgrade' co-op:** Tourism Ireland partnered with ETC on a digital campaign to promote the island of Ireland. Activity included co-branded static and video ads on Meta, as well as VOD (video-on-demand) on YouTube and other premium video channels.

Strengthening Partnerships:

- **Globus and Cosmos co-op:** a six-week campaign to drive tour sales to the island of Ireland ran from mid-April until the end of May. Channels included paid social, global display network banners and electronic direct mail, as well as print ads in tier one media.
- **New Ireland Specialist Programme in Australia and NZ:** promoted from mid-April to the end May, via trade media and a competition offering a place on our 2026 Ireland educational which resulted in entrants from 67 certified agents in Australia and 50 in New Zealand.
- **Ireland Unrushed:** a 'Destination of the month' feature in *LATTE Luxury News* in May promoted slow travel in Ireland. Activities included one article per week, social media posts, a newsletter and web ads, as well as a dedicated newsletter.



Southern Europe

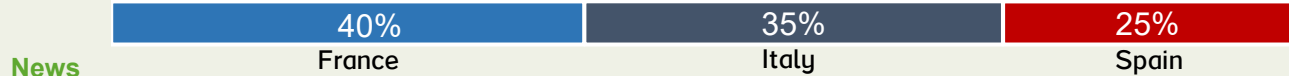
France, Italy, Spain



Access Update

France, Italy, Spain to island of Ireland summer 2026 aviation season
forecast seat capacity (excluding sun/ski/pilgrim)

Summer 2026 seats: 2.6 million



- News**
- France:** New ferry service from Boulogne-sur-Mer to Cork started on 12th June. New flights from Tours and Montpellier to Dublin and from Nice to Cork started at the end of May.
 - Italy:** easyJet service from Rome to Belfast (twice weekly) will launch in November.
 - Spain:** Aer Lingus launched new summer seasonal routes from Asturias to Dublin and from Santiago de Compostela to Cork; they will operate until October.

Market Activity Update

France

Inspiring Visitors

- ‘Plus One’:** our campaign encouraging French visitors to extend their short break to five days ran until the end of June on online video and paid social channels, delivering an estimated 48 million QOTS.
- Storymakers of Europe Summit:** seven French content creation platforms took part. These trusted influencers participated in five-day ‘Plus One’ itineraries that showcased premium, authentic experiences and regional connectivity to their combined 1.1 million followers.
- Ireland Unrushed:** our campaign achieved 17.8 million QOTS on YouTube and paid social.

Strengthening Partnerships:

- Luxury workshop:** took place in June in Paris, with 14 partners from the island of Ireland participating in 450+ meetings with luxury travel agents and tour operators.
- Lastminute.com:** a joint campaign will run until the end of July, targeting 8.2 million impressions to deliver 1,100 incremental visitors.

Italy

Inspiring Visitors:

- Ireland Unrushed:** our campaign achieved 11+ million QOTS and 12 million impressions on social media, YouTube and Captify, exceeding planned targets and benchmarks.

Strengthening Partnerships:

- Digital marketing:** activities provided strong visibility for seven participating partners to an Italian audience of 540,000 consumers. Over 61,000 clicks went to partners’ sites via our social media, ezines and Irlanda.com website.
- Skyscanner and Ryanair:** access campaigns were live from April to June, to promote direct flights to Cork, Shannon and Ireland West airports.

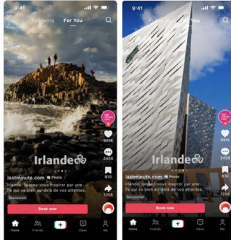
Spain

Inspiring Visitors:

- Ireland Unrushed:** our campaign delivered 16+ million QOTS, with strong VCR (video completion rate) performance on YouTube and social.
- Themed press trips:** marking 50 years of U2 and the 300th anniversary of *Gulliver’s Travels* generated strong multi-channel coverage. Five leading media/influencers also attended our Storymakers of Europe Summit in June, producing high-impact, cross-channel content.

Strengthening Partnerships:

- Ryanair co-op:** campaign ran to the end of June, promoting Barcelona to Cork and Madrid to Shannon services and delivering around 30 million impressions via digital display ads. An autumn burst is in planning.
- Activity with Aer Lingus:** supported TUI Spain travel agent fam trips to Northern Ireland in May and to Cork in June (highlighting the Santiago de Compostela to Cork service).



DACH

Germany, Austria, Switzerland



Access Update

Germany, Austria, Switzerland to island of Ireland summer 2026 aviation season forecast seat capacity

Summer 2026 total seats: 1.1 million

News



Germany:

Germany

Switzerland

Austria

- The Lufthansa Frankfurt to Cork route was cancelled in April and recommenced in June, twice weekly.

Market Activity Update

DACH:

Inspiring Visitors:

- Ireland Goes Beyond:** our campaign is running on TV, Connected TV, online video including YouTube, Meta and Pinterest throughout the year. By the end of May, it had created 168 million QOTS.
- 'Plus One':** our campaign went live on 7th April and included media partnerships, podcasts, as well as new assets on digital and social channels, to promote second and third holiday opportunities.
- Ireland Unrushed:** our campaign was live in May on YouTube, Captify, Meta and Pinterest and delivered 26 million QOTS.
- Storymakers of Europe Summit:** 13 content creators from DACH travelled to the island of Ireland in June. Content from their trips will be integrated in our paid social seeding programme.
- Media visits:** to promote 'wellbeing activities in the Southwest' and 'Flavours of the North' took place recently. Media visits in July include Condé Nast Traveller; an influencer cycling trip; and collaboration with two German travel podcast channels, to highlight cruising on the Shannon. An Ireland episode of the popular TV travel show *Wunderschön* will air in July. We will organise a pre-Fleadh music trip for Swiss media. An Austrian TV crew will film in Ireland for ORF (national broadcaster) this summer.
- Partnership with Thalia bookstores:** kicked off in May and ran for six weeks to coincide with Bloomsday. It included a custom landing page, homepage banner ads, in store display advertising, a newsletter and social media.

Strengthening Partnerships:

- Co-operative campaigns:** with Lufthansa (Cork), Discover Airlines (Shannon), Ryanair (Kerry/Knock) and Edelweiss (Cork) are under way. Also, a recent Skyscanner co-operative campaign promoted last minute flight packages.
- Golf:** 10 golf professionals visited Northern Ireland in May, on a fam trip organised in conjunction with Golf-Extra (tour operator).
- Fam trip with tour operator Dertour:** 20 travel agents visited County Clare in May, to promote the new Frankfurt to Shannon flight.
- Business Events roadshow:** took place in May in Frankfurt and Cologne.
- Loop Luxury networking events:** took place in various cities across Germany, Austria and Switzerland.
- Cork event:** with Lufthansa took place at Hangar One in Frankfurt Airport on 25th June, promoting the Frankfurt to Cork flight to 50 travel agents; 10 industry partners from Cork attended.
- Themed Ireland Week:** in online trade magazine *Counter vor9* promoted the island of Ireland and tour operator offers to travel agencies (the aim was to create urgency to book last minute and to train the agents about tour operator deals).



Northern Europe Netherlands, Belgium, The Nordics



Access Update

Northern Europe to island of Ireland summer 2026 aviation season forecast seat capacity

Summer 2026 total seats: 1.1 million



News

Netherlands, Belgium and the Nordics:

- A new Aer Lingus Oslo to Dublin route launched in May.

Market Activity Update

The Netherlands and Belgium

Inspiring Visitors:

- **Ireland Unrushed:** our campaign created 6.5+ million QOTS and 3.4 million completed views on social media and YouTube, exceeding planned targets and benchmarks.
- **Media partnership:** activity with KLM to highlight its service to Cork commenced in June on multiple channels – both B2B and B2C – and will run until December 2026, to ensure our Dutch audience are aware of the ease of access to Cork for their next 'Plus One' trip.
- **Storymakers of Europe Summit:** one Belgian and three Dutch content creators participated, with two visiting Northern Ireland and two visiting Cork and surrounds, to highlight these gateway cities for short breaks in 2026.

Strengthening Partnerships:

- **Avitour annual meeting:** Glasnevin Cemetery and Tourism Ireland presented to 30 travel agents.
- **KLM Open:** Tourism Ireland attended the KLM Open with Druids Glen Golf Resort and Elite Chauffeur Services & Tours, meeting with leading Dutch golf operators.
- **Northern Europe trade fam trip:** nine Belgian, Dutch and Nordic travel trade partners took part in an itinerary that featured Dublin, the Boyne Valley and Wicklow.



The Nordics

Inspiring Visitors:

- **Ireland Unrushed:** our campaign ran in Sweden, achieving 2.2 million QOTS and 948,000 completed views on Meta and Captify.
- **Storymakers of Europe Summit:** two Danish and three Swedish content creators travelled to Dublin, Northern Ireland and Kilkenny, to highlight the island of Ireland as the perfect destination for a 'Plus One' trip.
- **Publicity highlights:** included articles in Danish newspaper *Berlingske* about Cork and Kerry and in Swedish newspaper *Aftonbladet* about Northern Ireland's North Coast, as well as a live broadcast from Ireland on *God Morgen Norge* (popular Norwegian TV show) which reached 350,000.

Strengthening Partnerships:

- **Co-operative marketing:** our campaign with Expedia delivered 975 incremental bookings from Sweden and Norway.



Access update

Nascent markets to island of Ireland summer 2026 aviation season forecast seat capacity

Summer 2026 total seats: 1.1 million



News

- China Eastern Airlines will launch its new Shanghai to Dublin service on 20th July. Preparations for the inaugural flight are well under way. Tourism Ireland is working hard to maximise opportunities presented by the new direct service.
- Hainan Airlines has expanded its Beijing to Dublin flight to a daily service. Tourism Ireland is undertaking co-operative marketing with Hainan Airlines, to drive awareness and demand for direct travel between China and the island of Ireland.

Market Activity Update

Global Partnerships

Strengthening Partnerships:

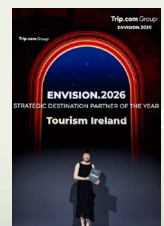
- Tourism Ireland took part in the **Association of Adventure Travel (ATTA)** 'Elevate Europe' event, to showcase the island of Ireland as a superb outdoor activity and adventure destination via scheduled appointments with international buyers.
- Our **partnership with the Guinness Storehouse** at an industry-led 'lunch and learn' event in London connected 30 global inbound buyers with key partners from Dublin, including Vintage Tea Trips, St Patrick's Cathedral, Perfect Pint Tour, Dublin Port, El Travel Group and the O'Callaghan Collection.
- **IAGTO (International Association of Golf Tour Operators) European Convention** in Málaga was attended by Tourism Ireland, to drive demand for the island of Ireland among high revenue golf visitors. Twenty (20) island of Ireland golf and tourism operators took part, engaging in 800+ meetings with influential golf and travel professionals from around the world. The event involved pre-scheduled appointments and networking opportunities to secure new business.
- **Routes Europe conference** in Rimini, Italy, was attended by Tourism Ireland in May, to maximise opportunities to secure strategically important routes through the Strategic Air Access Fund and Regional Access Fund. Over the course of the three-day conference, Tourism Ireland supported all airports across the island of Ireland in meetings with airlines interested in operating services to the island of Ireland.



China and Asia

Strengthening Partnerships:

- **China sales blitz:** Tourism Ireland and seven island of Ireland industry partners undertook a five-day sales blitz to four Chinese cities; the blitz included participation in ETOA workshops and joint B2B events with VisitBritain. Around 1,360 commercial meetings with 180 Chinese travel trade buyers took place, helping to strengthen partnerships and showcase the island of Ireland's key tourism offerings.
- **Strategic Destination Partner of the Year award:** from Trip.com Group, given to Tourism Ireland in recognition of the strong collaboration between both organisations in driving destination awareness and engagement for the island of Ireland in China.



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).

Contact details

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This report has been produced with available data up until 15th July 2026. 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.