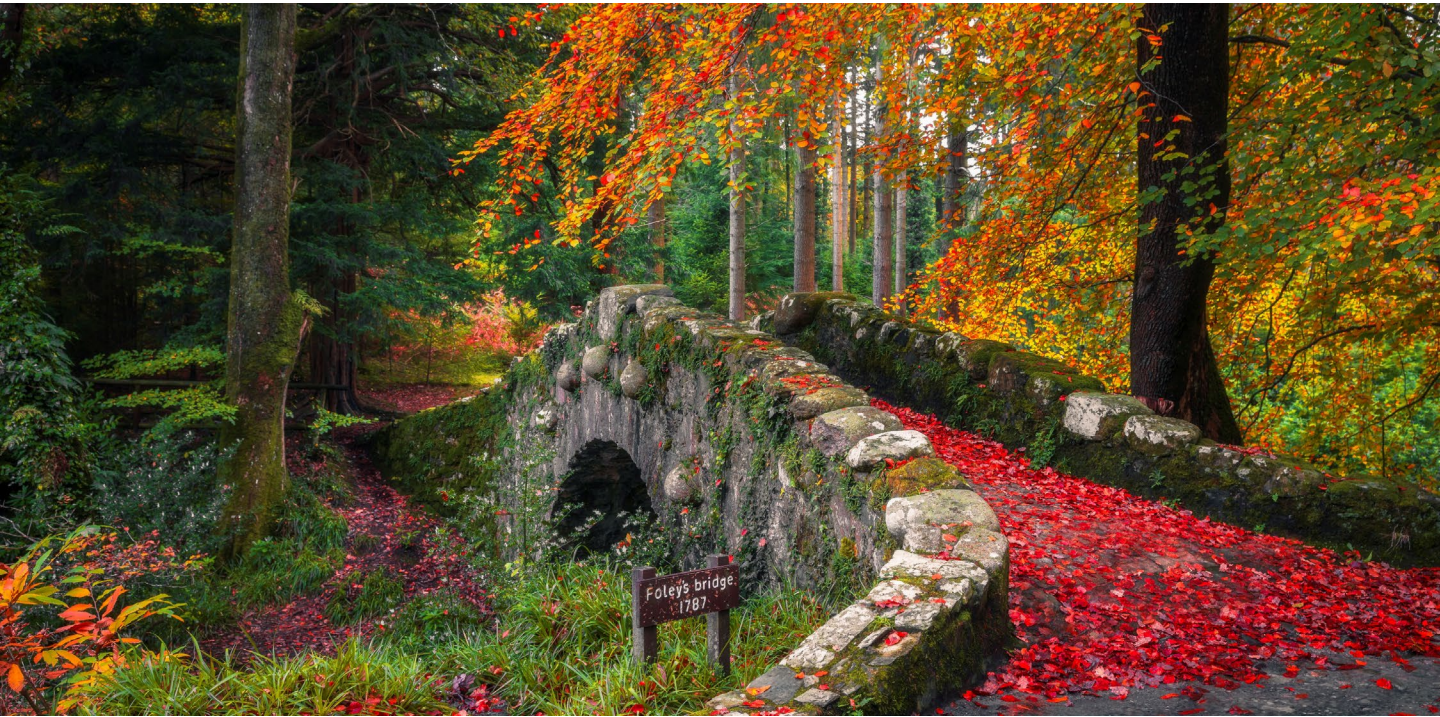


SOAR

(Situation & Outlook Analysis Report) November 2025



Tollymore Forest Park, County Down

HEADLINES

- Air seat capacity to the island of Ireland for the 2025/26 winter aviation season (end October 2025 to end March 2026) is scheduled at +12% ahead of the same period last year, based on OAG filings. This increase in winter access comes off a base last year when the Dublin Airport cap was in place. Growth is scheduled from our top four source markets to the island of Ireland.
- CSO figures for Ireland to date this year show a softer year than 2024, on par with 2023, with €4.2 billion spent by 4.9 million overseas visitors from January to September. NISRA figures for Northern Ireland for January to June show stable revenue and growing visitor volumes (+4%) from overseas, led by Great Britain (+7%) and with visitor volume increases from North America (+10%), albeit revenue trends have lagged visitor growth trends.
- According to STR, average hotel occupancy levels on the island of Ireland for the first ten months of 2025 were on par with last year. AirDNA (which tracks the performance data of holiday rentals) reports that short-term rental occupancy was also flat for the same period.
- Tourism Ireland's 'Home of Halloween' campaign highlighted the island of Ireland as the birthplace of Halloween, inspiring autumn travel. Campaigns ran in 12 markets, kicking off in late August and running until 31 October, resulting in 64 million quality opportunities to see (reach), 50 overseas media visits with 100 million reach, +42% page views on Ireland.com year-on-year and an incremental €50/£43 million in trip bookings year-on-year from OTA partnerships.
- Tourism Ireland's presence at World Travel Market this November kicked off our promotional drive overseas for 2026. We were joined by around 75 tourism companies from across the island of Ireland, with an estimated 3,600 commercial meetings taking place during the three-day event.

The global economy has performed better over the past year than many expected. According to Oxford Economics, the global economic outlook is being shaped by key factors including evolving trade policy, the ongoing AI boom, loose fiscal policy and monetary easing. Oxford Economics expects that this complex system of shocks is set to keep inflation and economic activity highly volatile next year. Below is a summary of the economic outlook in our top four source markets.

Source: Oxford Economics



Key Source Markets

Great Britain



Oxford Economics has raised its forecast for GDP growth this year to +1.5%, based on stronger revised data. However, it expects GDP growth will slow to just +0.9% in 2026. This reflects the strength of domestic headwinds, with fiscal policy being tightened and the lagged impact of past interest rate hikes continuing to emerge.

Economic Outlook 2025 Forecast

% change 2025 vs. 2024



GDP
+1.5%



Consumer Prices
+3.5%

Exchange rate

Nov 2024 £1 : €1.20 Nov 2025 £1 : €1.13

US



Gauging the health of the economy is challenging; however, GDP growth of +2.1% is forecast this year. Oxford Economics has raised its GDP growth forecast for the US in 2026 to +2.3%. This is mostly attributed to improved expectations for consumer spending, supported by loosening financial market conditions, which influence spending with a lag.

Economic Outlook 2025 Forecast

% change 2025 vs. 2024



GDP
+2.1%



Consumer Prices
+2.8%

Exchange rate

Nov 2024 \$1 : €0.94 Nov 2025 \$1 : €0.86 Nov 2024 \$1 : £0.79 Nov 2025 \$1 : £0.76

France



Oxford Economics has revised its forecast for French GDP growth upwards to +0.7% in 2025. The tweak mostly reflects the scheduled delivery of large export orders in the second half of 2025. Recent political instability hasn't had any visible impact on business or household sentiment. Oxford Economics forecasts GDP growth of +0.6% next year.

Economic Outlook 2025 Forecast

% change 2025 vs. 2024



GDP
+0.7%



Consumer Prices
+1.0%

Exchange rate

Nov 2024 €1 : £0.83 Nov 2025 €1 : £0.88

Germany



The outlook for the rest of the year remains broadly unchanged. Oxford Economics expects GDP to stagnate in the second half of the year and forecasts 2025 GDP growth of just +0.2%. It also forecasts growth to gradually pick up next year, as fiscal easing gains traction and trade uncertainty fades.

Economic Outlook 2025 Forecast

% change 2025 vs. 2024



GDP
+0.2%



Consumer Prices
+2.1%

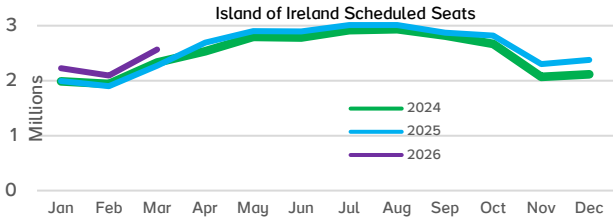
Exchange rate

Nov 2024 €1 : £0.83 Nov 2025 €1 : £0.88

Island of Ireland Access and Accommodation Situation



Air Access Seat Capacity – Winter Aviation Season 2025/26*



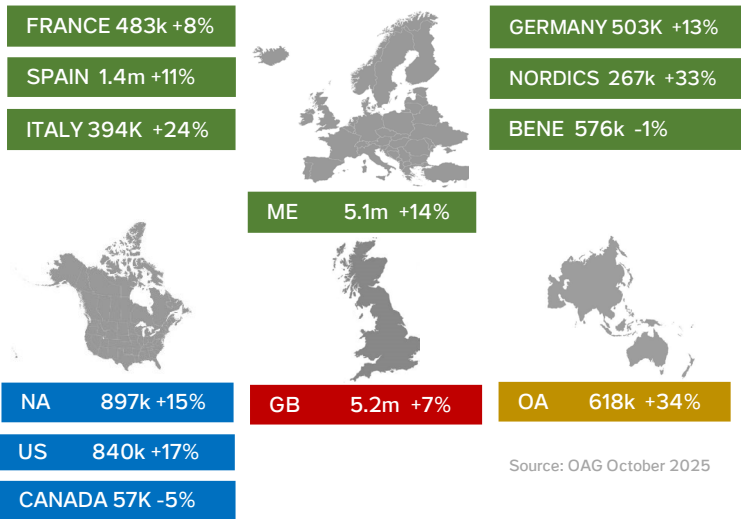
*The winter aviation season runs from the end of October 2025 to the end of March 2026.

Source: OAG October 2025

Scheduled seat capacity to the island of Ireland for the winter aviation season* is +12% ahead of the same period last year. This increase in winter access comes off a base last year when the Dublin Airport cap was in place. Ireland is filed at +15% above last winter's levels. Northern Ireland is scheduled on a par (flat) with last winter.

Market Area Air Seat Capacity

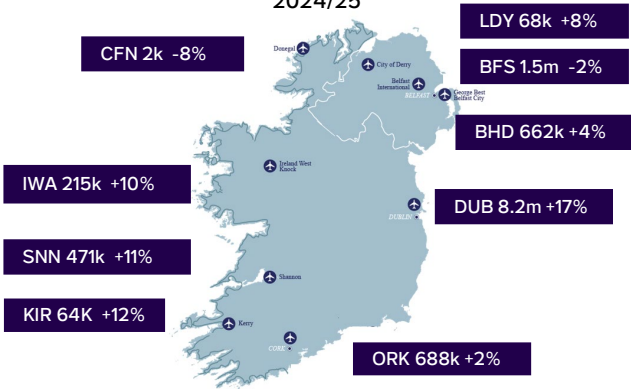
(000's) and % change winter aviation season 2025/26 vs 2024/25



Source: OAG October 2025

Airport overseas seat capacity

(000's) and % change winter aviation season 2025/26 vs 2024/25



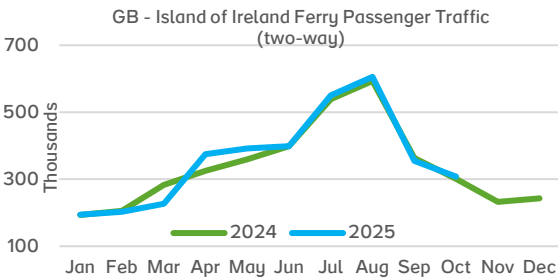
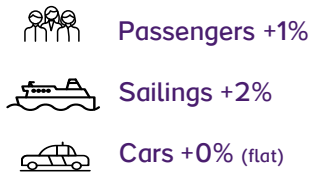
LDY = City of Derry, BFS = Belfast Int., BHD = Belfast City, DUB = Dublin, ORK = Cork, KIR = Kerry, SNN = Shannon, IWA = Ireland West, CFN = Donegal

Year-on-year seat capacity growth is scheduled this winter aviation season from each of the top four source markets to the island of Ireland: GB (+7%), US (+17%), Germany (+13%) and France (+8%). There are almost 1.3 million more seats filed for this winter aviation season (2025/26) compared with last winter. Dublin Airport accounts for close to 1.2 million (93%) of these additional seats, benefitting from the suspension of the passenger cap this winter.

Ferry Performance – January to October 2025

GB – island of Ireland ferry

% change 2025 vs. 2024 (both ways)



Ferry passenger numbers on GB routes to and from the island of Ireland for the first ten months of 2025 were +1% ahead of 2024 levels. Note: performance data from France and Spain is not currently available.

Accommodation Performance – January to October 2025



% change 2025 vs 2024

Hotels (STR)

OCC +0% (Flat) ADR +2%



Short-term rental (AirDNA)

OCC 0% (Flat) ADR +2%

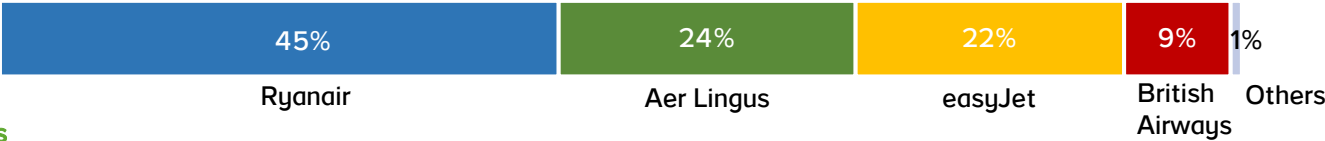
OCC = Occupancy ADR = Average Daily Rate
Data includes residents from both overseas and the island of Ireland.

According to STR, average hotel occupancy levels on the island of Ireland for the first ten months of 2025 were on par with last year. AirDNA reports that short-term rental occupancy was also flat.

Access update

GB to island of Ireland winter 2025/26 aviation season
forecast seat capacity

Winter 2025/26 total seats: 5.2 million



News

- Scheduled air seat capacity from Great Britain to the island of Ireland for the winter 2025/26 aviation season is +7% compared to last winter.
- easyJet commenced a new service from Edinburgh to Belfast City Airport at the end of October.

Market activity update

Inspiring Visitors

- **'Home of Halloween' campaign:** highlights from our in-market activity included:
 - **Media supper:** our 'Samhain Supper' was attended by 16 leading media (including journalists from *The Independent*, *The Telegraph*, *Country Living* and *Metro*), who heard updates on Púca, Derry Halloween and Halloween Hubs. Entertainment was provided by the Armagh Rhymers.
 - **Broadcast and radio:** coverage from the island resulted in 15 segments – on ITV and BBC *Breakfast* for Derry Halloween and on GB News and BBC Radio for Púca Festival, creating 22 million opportunities to see (reach).
 - **Media visits:** 11 GB media and content creators visited Púca, Derry Halloween, Limerick and Kerry around Halloween, creating a combined 4 million opportunities to see.
- **Group press trip themed 'Winter in Dublin':** journalists representing *Woman*, *Best* and *The Sunday Post* will visit Dublin this month, to promote it as a winter destination (set to create an estimated 280,000 opportunities to see).
- **The Open legacy golf press trip:** seven golf media visited Northern Ireland in October, including journalists from *The Telegraph*, *Daily Mail* and *Golf Today*.
- **Glasgow media dinner:** 11 Scottish media, including journalists from *The Herald*, *The Scotsman*, *The Scottish Sun* and *The Sunday Post*, attended a media dinner linked to the Shared Island initiative.
- **Kickstart campaign:** a multi-channel campaign will launch in December across linear TV, video on demand platforms, YouTube and social media, creating an estimated 100 million quality opportunities to see.

Strengthening Partnerships

- **World Travel Market:** Minister Peter Burke and Minister Caoimhe Archibald joined Tourism Ireland and 75 tourism companies from the island of Ireland at the world's largest travel fair, World Travel Market (WTM). An estimated 3,600 commercial meetings took place on the Ireland stand.
- **Luxury B2B events:** have included a luxury showcase in Windsor, where 15 island of Ireland tourism providers met with 15 GB buyers, engaging in around 225 commercial meetings; and House of Waterford and Castle Leslie joined Tourism Ireland at Aspire Escapes in Manchester.
- **Trade familiarisation trips:** 15 GB coach and group operators visited Limerick, Kerry and Cork in September and also met with 45 island of Ireland industry providers at a B2B workshop in Limerick; and eight GB operators visited Northern Ireland in October.
- **'Ireland Meets the West End':** leading British conference organisers and agencies met with 36 tourism providers from the island of Ireland; an estimated 520 meetings took place.
- **Golf events:** Tourism Ireland, together with six golf and tourism partners from the island of Ireland, will attend a Your Golf Travel B2B workshop in London in November.
- **Co-operative and partnership campaigns:** we are partnering with Stena Line to highlight its routes from Britain to the island of Ireland; with easyJet to promote its Birmingham to City of Derry Airport service; with BA Holidays and easyJet Holidays to promote Northern Ireland breaks; and with Travelzoo and Lastminute.com, promoting city breaks to the island of Ireland.



Access update

North America to island of Ireland winter 2025/26 aviation season forecast seat capacity

Winter 2025/26 total seats 897,000



News

United States

- Aer Lingus will launch a new route from Raleigh-Durham (in North Carolina) to Dublin, beginning in May 2026, bringing the total number of gateway cities to 23.

Market activity update – United States

Inspiring Visitors

- Ireland 'Home of Halloween' activity included:**
 - Renowned US travel presenter Gabe Saglie broadcast live from both the Púca Festival and Derry Halloween, with coverage on CBS, CNN, FOX, ABC and NBC reaching 80 million+ viewers nationwide.
 - Michael Londra filmed the Derry Halloween festival for an episode of his PBS series, *Ireland with Michael – Halloween Special*, set to air across the US in 2026.
 - Tourism Ireland invited four US content creators to visit Belfast, Derry-Londonderry and the Púca Festival, sharing the island's autumn charm with their 2 million+ followers.
 - Our 'Home of Halloween' message was further amplified through social media, email marketing and media engagement.
- Kickstart campaign:** our kickstart campaign for 2026 will go live on 8 December and will run until 31 December. The campaign will run on linear TV in nine key areas and on digital platforms in 19 states, creating over 200 million quality opportunities to see.

Strengthening Partnerships

- Familiarisation trips:** Tourism Ireland hosted two recent trips, including a luxury group comprising Virtuoso and Signature Travel Network advisors, who visited 20+ luxury island of Ireland products. A second trip, comprising seven tour operators specialising in outdoor adventure, provided new ideas for their client itineraries.
- Luxury summit:** 13 industry partners and airlines participated in Tourism Ireland's annual Luxury Summit, meeting 120+ leading luxury travel advisors at events in Dallas, Austin, Phoenix and Denver, with 1,560 commercial meetings taking place.
- ILTM North America:** seven tourism partners joined this third-party platform, which attracted more than 450 luxury travel advisors, with 378 commercial meetings taking place.
- Golf:** Tourism Ireland, together with five tourism industry partners, participated in the Invited Champions Golf Classic at Pinehurst (North Carolina) – an annual golf tournament attended by 250 high-net-worth golf club members and 40+ golf pros.
- Business Events:** our recent programme of 'Meet in Ireland' events has included Global Incentive Summit; and IMEX America in Las Vegas, with 35 tourism partners participating in around 1,900 commercial meetings. Our IMEX America golf event was attended by 15 island of Ireland partners, with 750 commercial meetings taking place.
- IGLTA Global Convention:** Tourism Ireland joined 750 delegates and representatives from 450 businesses across 30 countries for the largest convention in the history of the International LGBTQ+ Travel Association. 34 pre-scheduled trade meetings and media appointments were undertaken.
- Co-op activity:** 11 co-op campaigns with US tour operators have been undertaken to date in 2025, delivering strong engagement and generating incremental bookings.



Market activity update

Canada

Inspiring Visitors:

- **Kickstart campaign:** our kickstart campaign for 2026 will run on 8-31 December, on Connected TV (including Prime, Sportsnet, Disney+ and Meta). The campaign is expected to create 114 million+ quality opportunities to see.
- **'Home of Halloween' campaign:** Tourism Ireland launched our first 'Samhain Sessions' event, with 35+ media and trade partners attending, which generated national TV coverage on CHCH TV and CTV Vancouver. Media, including *National Geographic*, *NoovoMoi* and the *Calgary Herald*, highlighted Púca Festival and Derry Halloween. A one-hour documentary called *History's Most Haunted* featuring Leap Castle aired in October to over 9 million Canadian households, highlighting Ireland as the 'Home of Halloween'.
- **The Travel Guys:** TV crew visited Belfast, Derry-Londonderry, Meath and Dublin in October, focusing on our superb culinary offering, music and culture. The first of three episodes will air in December, reaching an audience of over 6 million viewers.

Strengthening Partnerships

- **B2B activity:** Tourism Ireland, together with a delegation of 12 partners from the island of Ireland, joined RIT Vacations to mark its 25th anniversary with a four-city roadshow across Ontario. Over 300 travel trade and media representatives attended, strengthening relationships and showcasing the island of Ireland's tourism offering.
- **Co-op campaigns:** a marketing campaign with tour operator Go Way went live in October; it included paid social advertising, a third-party B2C newsletter and Go Way Digital window displays, creating 1.7 million impressions.

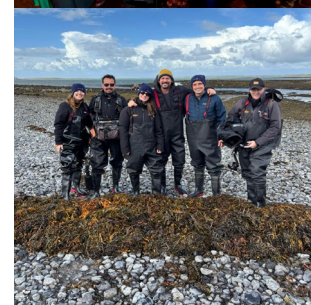
Australia

Inspiring Visitors:

- **Broadcast publicity activity:** Tourism Ireland invited Irish chef Colin Fassnidge and the *Better Homes and Gardens* team to film in Ireland in September; they covered several stories in Wexford, Cork, Galway, Meath and Dublin. The show will air in February 2026 on Channel 7, reaching 1.3 million Australians.
- **Ireland 'Home of Halloween' campaign:** a new partnership with Ghost in the Rocks, Sydney's Halloween festival, involved a 'Halloween Art Dark Trail' comprising five illuminated installations in Sydney, telling the history of Halloween through storytelling, imagery and art. Cubes were installed for two weeks leading up to Halloween and included further digital and social amplification with content creators and on the festival's social platforms and media activity. Combined with influencer content and festival engagement, the campaign reached over 1.2 million.

Strengthening Partnerships

- **Luxperience in Sydney:** involved 50+ meetings with luxury travel advisors from Australia and New Zealand, highlighting the island of Ireland's luxury offering and informing the agents about new products.
- **Emirates UK and Europe Roadshow:** events took place in Sydney, Brisbane, Adelaide, Melbourne and Perth, with partners' presentations delivered to over 350 agents during the five events.



Southern Europe – France, Italy and Spain



Access update – Southern Europe

France, Italy, Spain to island of Ireland winter 2025/26 aviation season
forecast seat capacity (excl sun/ski/pilgrim)

Winter 2025/26 seats: 1.2 million



News

- France:** Brittany Ferries has added weekly sailings on its Cherbourg to Rosslare sailing since the end of October. Stena Line ceased operations on the continental corridor at the end of last month.
- Spain:** Ryanair's new service from Madrid to Shannon will operate twice weekly next year.

Market activity update

France

Inspiring Visitors

- Halloween in Ireland:** activity included the creation and promotion of three podcasts about the origins of Halloween in Ireland, in collaboration with Geo.fr (online travel magazine); and culture content creator Yann Oubatche explored Ireland, taking in the Púca Festival and posting on his platforms, which have a combined audience of over 3 million.

Strengthening Partnerships:

- IFTM Top Resa:** 16 island of Ireland partners attended the trade show, with 675 meetings taking place.
- Luxury travel:** Tourism Ireland hosted a networking event in Paris, bringing together France's leading luxury travel buyers and island of Ireland partners, with around 420 meetings taking place.
- Co-op campaigns:** recent activity has included an activation with Odigeo (online travel agent), to drive consideration and bookings for Q4 2025 and for 2026 and to increase length of stay.
- Webinar:** our recent webinar titled 'Gastronomy and Distilleries' involved five island of Ireland industry partners presenting to 50 French travel trade.

Italy

Inspiring Visitors:

- Italian TV:** the island of Ireland featured on Italian TV in the popular show *Amarsi un po'*, reaching 10.8 million viewers.
- 'Home of Halloween' media and trade event:** over 90 guests enjoyed a live theatre performance about the Celtic origins of Halloween festivals.

Strengthening Partnerships:

- TTG Travel Experience, Rimini:** 10 island of Ireland industry partners joined Tourism Ireland at Italy's largest B2B travel show in Rimini, meeting influential tour operators, travel agents and travel media. Over 450 commercial meetings were conducted on the Ireland stand.
- Ecoluxury Fair, Rome:** 70 B2B meetings were conducted between three island of Ireland industry partners and key Italian travel trade.

Spain

Inspiring Visitors:

- 'Home of Halloween' campaign:** an immersive activation over three days in Madrid brought the origins of Halloween to life through micro-theatre, generating strong media coverage.
- Lonely Planet accolade:** Tipperary's recognition in Lonely Planet's *Best in Travel* was highlighted through a collaboration with digital creator @carloartspain, supported by boosted content on Facebook and Instagram to drive engagement, with one million impressions delivered.
- Kickstart campaign:** a digital campaign will run during the festive season in December, across Facebook, Instagram and YouTube, to capture hearts and minds for 2026 travel.

Strengthening Partnerships:

- Trade roadshow:** 15 industry partners took part in a trade roadshow in collaboration with VisitBritain, meeting with 200 tour operators and travel agents in Bilbao, Madrid and Barcelona, with 675 meetings taking place.
- Co-op campaigns:** activity with Skyscanner is live until year end, to drive consideration and bookings to Cork from Barcelona, Seville and Valencia, and is set to deliver 2.5 million impressions.



Access update

Germany, Austria, Switzerland to island of Ireland winter 2025/26 aviation season forecast seat capacity

Winter 2025/26 total seats: 738,000



News

Germany:

- Air seat capacity from Germany to the island of Ireland for this winter season is +13% ahead of last winter.

Market activity update

Germany

Inspiring Visitors:

- Halloween in Ireland:** our Halloween campaign, to drive awareness and consideration for the island of Ireland as a destination for autumn travel, created 7.8 million quality opportunities to see (reach). The campaign ran on digital and social channels and included activity with TripAdvisor. Tourism Ireland also undertook podcast collaborations, newswire collaborations, Irish pub promotions and a film festival with the Irish Consulate in Frankfurt, as well as promotions via travel trade partners.
- Content creator trip:** a group of content creators travelled to Derry Halloween and shared content with their combined audience of three million.
- Activities campaign:** an activities campaign reached almost 20 million German consumers. It involved a partnership with author and adventurer Jonas Deichmann, a collaboration with online platform Komoot, a digital campaign, advertorials in outdoor magazines and on digital platforms, as well as a TV production with Marco Polo TV.
- Access co-op:** to coincide with the launch of Discover Airlines' new direct flight from Frankfurt to Shannon, which will begin in April 2026, a co-op marketing campaign is now live. Running throughout November and December, the campaign includes a series of B2B and B2C initiatives designed to raise awareness and drive bookings.
- Partnership:** Tourism Ireland will partner with ADAC Reisen and the broader ADAC media family to undertake a campaign on both online and offline platforms. This will include a targeted Ireland promotion in all 150 travel agencies, adacreisen.de and urlaub.de, generating over 11 million views.
- Brand collaboration:** a collaboration with Irish singer and songwriter Rea Garvey, publisher Ullstein Verlag and Thalia Bookstore has commenced, promoting a new Rea Garvey book about his Irish heritage. Several events and a social media campaign will utilise the book as a hook to promote the island of Ireland.

Strengthening Partnerships:

- Luxury familiarisation visit:** in partnership with 360 Travel Design, a luxury familiarisation trip with eight premium tour operator partners took place to inspire new programming for 2026 and beyond.

Austria and Switzerland

Inspiring Visitors:

- Press trip:** a recent group press trip to Northern Ireland focused on culinary producers and visited Fermanagh, Down and Armagh.
- Holiday home accommodation:** a recent advertising campaign highlighted holiday home accommodation on the island of Ireland.
- Media campaign:** a kickstart campaign is planned in Switzerland for December.



Northern Europe – Netherlands, Belgium and the Nordics



Access update

Northern Europe to island of Ireland winter 2025/26 aviation season forecast seat capacity

Winter 2025/26 total seats: 813,000



News

Netherlands, Belgium and the Nordics:

- Air seat capacity from Belgium and the Netherlands to the island of Ireland for this winter season is +1% and -2% respectively compared to last winter season. Air seats from the Nordics are up +33% year on year.

Market activity update

The Netherlands and Belgium

Inspiring Visitors:

- Publicity:** a group press trip themed around the series Netflix series *Wednesday*, which was filmed in Ireland, resulted in coverage in *Linda Meiden* (Dutch magazine) and *Het Nieuwsblad* (Belgian newspaper).
- Content creator trip:** content creator AuthenticChica visited Northern Ireland, creating compelling content that highlighted Belfast as a great short break destination and reached over 2.15 million.
- Kickstart campaign:** a digital campaign will run on Meta in the Netherlands and Belgium, to capture hearts and minds in December for travel in 2026.

Strengthening Partnerships:

- Trade and media networking event:** Tourism Ireland will host a networking event for travel trade and media in December in The Hague, with Titanic Belfast in attendance. The event will use the 'Titanic & Fashion' exhibition at the Kunstmuseum as a cultural hook to promote Belfast and Northern Ireland. It aims to spark interest, build connections and showcase Northern Ireland's rich heritage and creative appeal in a unique setting.
- Partnership activity:** includes a Skyscanner campaign promoting flights and hotel bookings to Dublin, Cork and Belfast, from September to December.

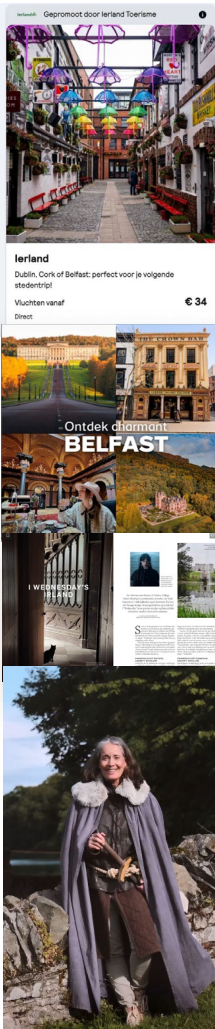
Nordics

Inspiring Visitors:

- Publicity:** 'Home of Halloween' coverage featured in Danish lifestyle magazine *Femina*, resulting from a press trip.
- Meta campaign:** a campaign on Facebook and Instagram, featuring Swedish personality Agneta Sjödin in Northern Ireland, created 1.8 million quality opportunities to see.
- Live radio broadcast:** Sweden's top morning radio show *Gry Forssell Med Vanner*, which airs on Mix Megapol, broadcast live from Dublin to an audience of 2 million in October, highlighting experiences in Ireland's Ancient East and Dublin.
- Kickstart campaign:** a digital campaign will run in Denmark and Sweden on Facebook and Instagram in December, to inspire 2026 travel to the island of Ireland.

Strengthening Partnerships:

- 'Home of Halloween' networking events:** over 70 key media and travel trade partners attended our 'Home of Halloween' networking events in Stockholm and Copenhagen; the locations manager for the Netflix series *Wednesday* also highlighted filming locations of the series, sparking inspiration for 'set jetting' to the island of Ireland.
- OTA campaign:** an Expedia campaign promoting flights and hotel bookings to Belfast and Dublin is live.



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 12th November 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.