

SOAR

(Situation & Outlook Analysis Report) June 2023



The latest [economic outlook](#) from the Organisation for Economic Cooperation and Development (OECD) reports that the global economy is showing signs of improvement, but the upturn remains weak amid significant downside risks.

Lower energy prices are helping to bring down headline inflation and ease strains on household budgets. However, core inflation is proving persistent and the impact of higher interest rates is increasingly being felt. Global GDP growth in 2023 is projected to be +2.7%.

A strong restoration of direct air access capacity to the island of Ireland is scheduled for the upcoming peak summer season. Based on latest OAG filings, scheduled air seat capacity to the island of Ireland for July 2023 will be 101% of July 2019 levels, with almost 2.8 million seats filed for the month.

Scheduled seat capacity from GB (106%) and Other Areas (101%) is above 2019 levels. Seat capacity from Mainland Europe and North America is filed at 99% and 96% of July 2019 levels respectively.

Latest data from the CSO shows a total of over 5.7 million arrivals (including residents of the Republic of Ireland and Northern Ireland) to air and sea ports in the Republic of Ireland during the first four months of 2023. This represents 103% of January-April 2019 levels.

STR reports that hotel occupancy on the island of Ireland was 73% for the first five months of 2023, a +2% increase on the same period in 2019. The average daily rate was €155, a +36% increase on January-May 2019.

Tourism Ireland's global campaign – 'Fill your heart with Ireland' – is live in our key markets around the world. The campaign is all about celebrating the different ways in which the island of Ireland fills the hearts of our visitors – and inviting potential holidaymakers to come and experience the island of Ireland for themselves. It's an advocacy-led campaign running on multiple channels – including TV, cinema, social media, online and outdoor.

New [research](#) from the European Travel Commission (ETC) shows that long-haul travellers to Europe are becoming more cost and weather conscious. Value for money and affordability are key considerations for travellers, as they weigh up destination options in Europe. Budgeting options cited include reducing shopping expenses, booking all-inclusive packages, using loyalty programmes, booking cheaper accommodation, as well as eating at less expensive restaurants or opting for self-catering options. Weather conditions also gained prominence in destination selection, according to the research, which suggests an increasing awareness among travellers of the constraints imposed by extreme weather conditions.



Great Britain

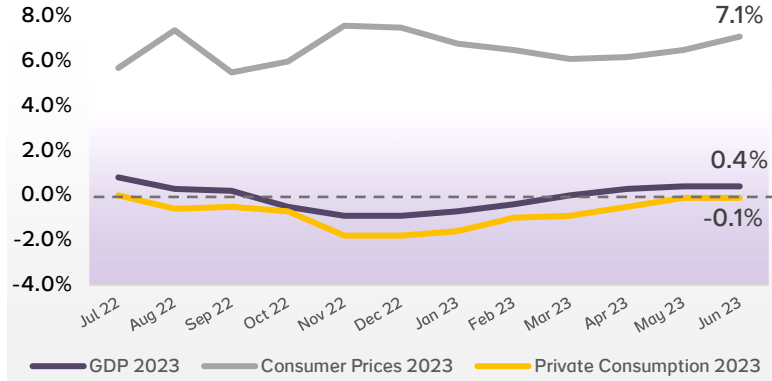
Oxford Economics has revised up its 2023 UK GDP forecast to 0.4%, following favourable data revisions. The effects of falling wholesale energy prices should feed through to household bills, meaning real incomes should start to recover in the second half of the year. Oxford Economics forecasts GDP growth of +0.8% in 2024, with restrictive credit conditions alongside tight monetary policy settings set to prevent the recovery from gaining greater momentum.

Exchange rate

Jun '22 £1: €1.17 Jun '23 £1: €1.17

2023 Economic Outlook by Oxford Economics trended by month

Source: Oxford Economics

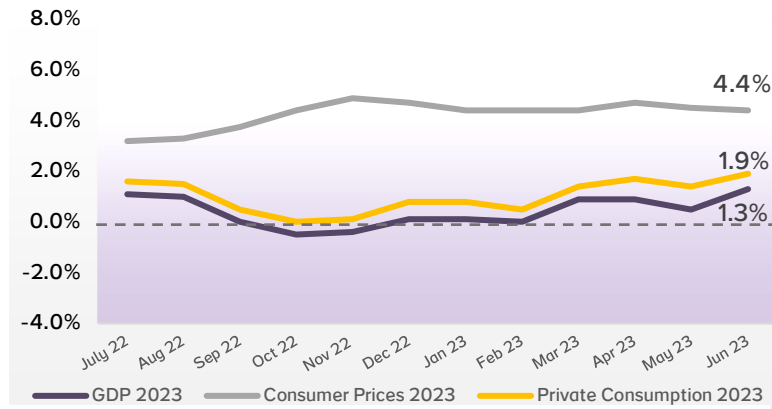


US

The economy is proving more resilient than expected, leading to Oxford Economics raising their 2023 US GDP growth forecast by 0.8 points to +1.3%. However, a slowdown is expected to occur in the second half of 2023 because of past rate hikes by the Fed and the lagged effect of the recent tightening in lending standards. GDP growth is forecast at +0.4% for 2024.

Exchange rate

Jun '22 \$1: €0.96 Jun '23 \$1: €0.93
Jun '22 \$1: £0.82 Jun '23 \$1: £0.79

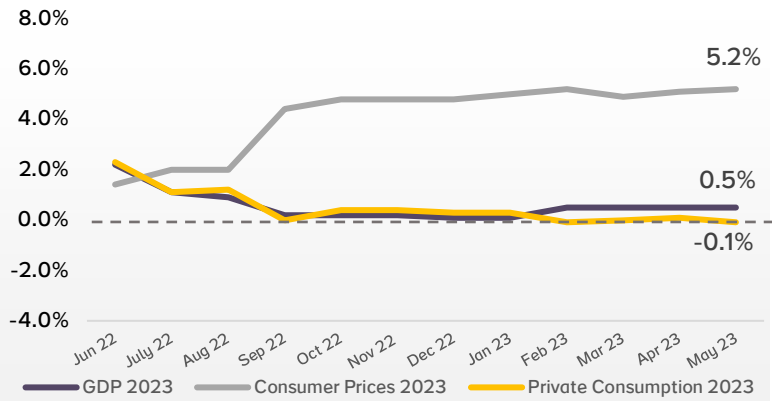


France

France's economy proved resilient in Q1, with GDP growing +0.2% quarter on quarter. Surveys show demand and production expectations weakening, indicating growth will moderate in the second half of 2023. Sticky core inflation and soaring food prices, along with tighter credit, will weigh on demand. That said, growth estimates are unchanged from last month, at +0.5% GDP growth for 2023.

Exchange rate

Jun '22 €1: £0.86 Jun '23 €1: £0.86

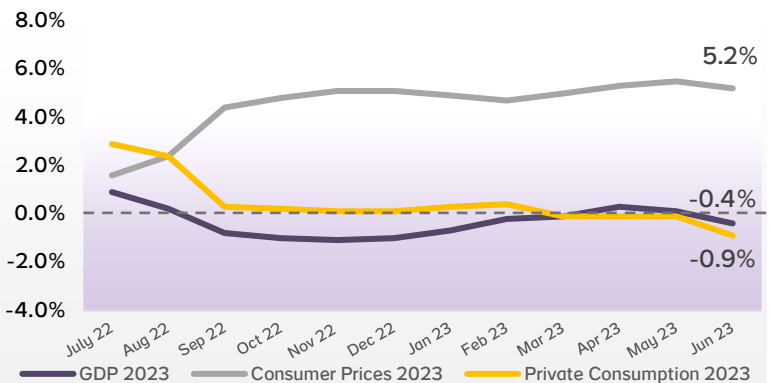


Germany

The German economy started 2023 on a weaker-than-expected note, with GDP falling by -0.3% in Q1. Leading indicators point to a subdued near-term outlook with risks to the downside. Consequently, Oxford Economics has cut its 2023 GDP forecast to a -0.4% contraction. Consumer spending is forecast to remain weak in the near-term.

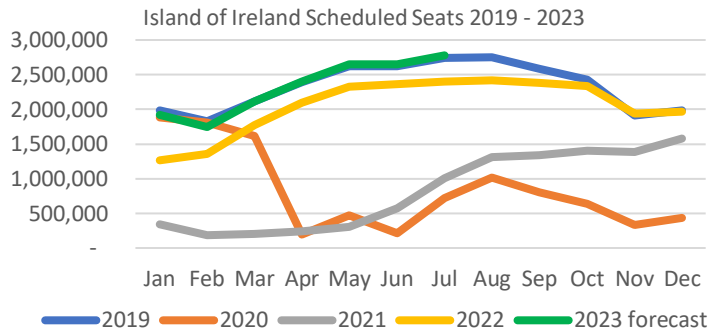
Exchange rate

Jun '22 €1: £0.86 Jun '23 €1: £0.86

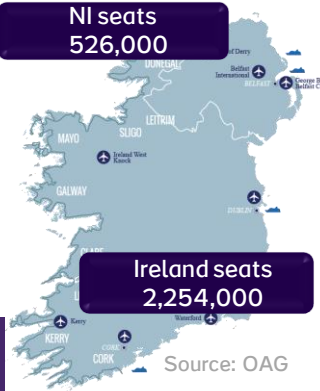


Island of Ireland Access Situation

July 2023 Forecast Seat Capacity



NI seats
526,000



Ireland seats
2,254,000

A strong restoration of direct air access capacity to the island of Ireland is scheduled for July 2023. Based on latest OAG filings, air seat capacity to Ireland is planned at 101% of July 2019 levels, with Northern Ireland scheduled at 102%.

Seat capacity to the island of Ireland for July 2023 is scheduled at 101% of the level it was in July 2019.

Air Access July 2023 forecast – % share of 2019

IOI Seat Capacity

GB 1.1m 106%

ME 1.3m 99%

NA 269k 96%

OA 94k 101%

IOI seats
2,779,000
101%

Flights 16,340 98%

Airports 189 99%

Airlines 45 87%

GB = Great Britain ME = Mainland Europe NA = North America OA = Other Areas

Scheduled seat capacity from GB (106%) and Other Areas (101%) is above 2019 levels. Seat capacity from Mainland Europe and North America is filed at 99% and 96% of July 2019 levels respectively. Airlines are scheduled to operate over 16,000 flights in July 2023.

Airports Forecast – July 2023

Cork and Dublin airports are currently filed to return to 101% and 100% of their respective July 2019 seat capacities. Belfast International Airport and Belfast City Airport are scheduled at 110% and 85% respectively.

Shannon (118%), Knock (110%) and Kerry (105%) are all filed above July 2019 levels.

Even with economic and geopolitical uncertainties, the demand for air travel continues to recover around the world.

Airports	July 2019 Seats	July 2023 Seats	2023 % share of 2019
Belfast Intl.	350,385	386,216	110%
Belfast City	152,484	129,352	85%
City of Derry	11,627	9,949	86%
Dublin	1,893,596	1,891,543	100%
Cork	168,617	169,559	101%
Shannon	100,052	117,953	118%
Knock	49,897	54,778	110%
Kerry	18,522	19,439	105%
Donegal	726	549	76%
Total	2,745,906	2,779,338	101%

Ferry Performance – January-May 2023 vs January-May 2019

The latest performance data is for the first five months of 2023 and shows ferry passengers to and from the island of Ireland at 96% of January-May 2019 levels. Northern Ireland passenger traffic was 105% and Ireland was 89%. Note that performance data from Spain is not available and thus not included in these figures.

Ferry Passenger Traffic	January-May 2023 % share of January-May 2019
Northern Ireland	105%
Ireland	89%
Island of Ireland	96%

Ferry	Jan - May 2019	Jan - May 2023	2023 % share of 2019
GB - island of Ireland			
Sailings	8,698	7,636	88%
Passengers	1,528,049	1,439,258	94%
Cars	380,929	414,325	109%
France - Ireland			
Sailings	279	477	171%
Passengers	97,684	118,483	121%
Cars	26,287	33,585	128%

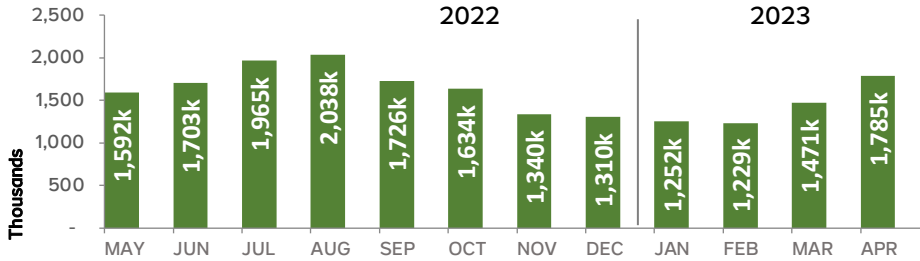
Sources: OAG and Ferrystat

Performance to date

Republic of Ireland Overseas Arrivals

Note: Overseas arrivals are ALL passengers travelling through ROI air and sea ports (incl. residents of the Republic of Ireland and Northern Ireland).

ROI OVERSEAS ARRIVALS 2023 VS 2019



ROI OVERSEAS AIR ARRIVALS
LATEST APR 2023: **1.7m 105%**
JAN-APR 2023: **5.5m 103%**



ROI OVERSEAS SEA ARRIVALS
LATEST APR 2023: **108K 93%**
YTD JAN-APR 2023: **245K 92%**

Republic of Ireland overseas arrivals January-April 2023

Main market area	Jan-Apr 2023 (000's)	2023 % share of 2019
Cross-Channel	2,145	93%
North America	482	97%
Mainland Europe	2,868	110%
Rest of the world	242	131%
Total	5,736	103%

The latest available data from the CSO shows over 5.7 million overseas arrivals to air and sea ports in the Republic of Ireland during the first four months of 2023 (this includes residents of the Republic of Ireland and Northern Ireland).

Arrivals data for January-April 2023 was at 103% of January-April 2019 levels.

Source: CSO

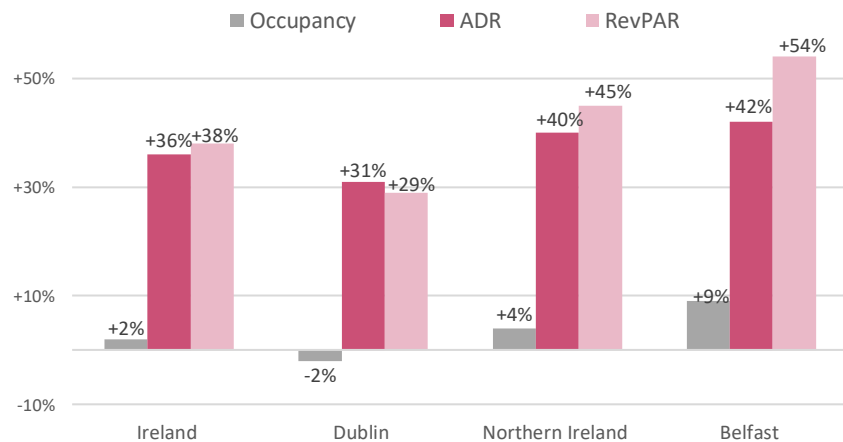
Hotel accommodation

Latest performance data available from STR reports that hotel occupancy for January-May 2023 in Northern Ireland was 69%, up +4% on January-May 2019. In Ireland, occupancy was 74%, up +2% on January-May 2019.

The average daily rate (ADR) for a room in Northern Ireland in January-May 2023 increased by +40% to £102 and in Belfast by +42% to £102, when compared to the same period in 2019.

In Ireland, the average daily rate in January-May 2023 was €160, up +36% when compared to the same period in 2019. The average daily rate in Dublin for the first five months of 2023 was €173, up +31% on January-May 2019.

Island of Ireland Hotel Performance January-May 2023 / January-May 2019 % change



	Ireland	Dublin	Northern Ireland	Belfast
ADR	€160	€173	£102	£102
Occupancy	74%	78%	69%	73%

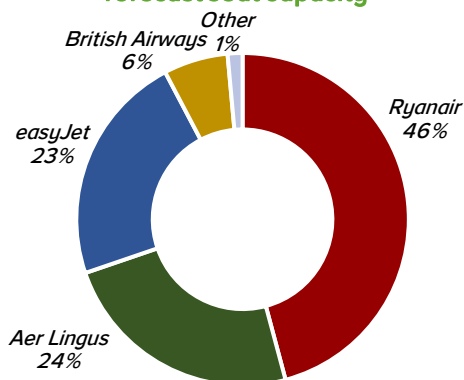
Note: Data include residents from the Republic of Ireland and Northern Ireland.

ADR = Average Daily Rate

Source: STR 2023

Access update

July 2023 GB to IOI forecast seat capacity



July 2023 total seats: 1,108,000

News

- Aer Lingus has returned to Liverpool's John Lennon Airport with a new Dublin service – operated by the carrier's regional franchise Emerald Airlines, with 11 weekly departures.
- Loganair has moved its Public Service Obligation (PSO) air service to City of Derry Airport from London Stansted to London Heathrow, from 6 May.
- Loganair has added a third service between Glasgow and Donegal following the announcement of the restoration of a twice-weekly Saturday and Sunday service in March. The service will operate from July to October on a Wednesday, Saturday and Sunday.
- The Stena Nordica will be introduced on the Fishguard to Rosslare route from July 2023, replacing the Stena Europe.

Market activity update

- **Fill your heart with Ireland (FYHWI):** The spring part of our brand campaign – which included TV, Broadcast Video on Demand (BVOD), cinema, digital and social – concluded on 31 May. The 60-second bespoke Great Britain TV advert featured as the best-performing TV advert in March by *The Drum*.
- **Co-operative marketing:** Three campaigns are live in June, with Irish Ferries, Loganair and Ryanair – promoting direct access. We are also live in June with TopCashback partnership, promoting short breaks to the Wild Atlantic Way (WAW).
- **A media partnership with *The Independent*** featuring **Simon Calder** will go live from late June and will feature Simon travelling the Wild Atlantic Way, from Derry-Londonderry to Westport, as well as video content, articles, features and an interactive map.
- **Media and influencer visits:** Ten influencers travelled to Ireland's Hidden Heartlands (two group trips) producing content which reached approximately 780,000 followers. Twelve (12) media visits in June generated Co Wicklow four-page feature (*National Geographic Traveller*); Dublin 'Weekender' feature (*The Times*); and Co Down gardens (*Country Living*).
- **Media coverage** included rail travel between Derry-Londonderry and Dublin (*The Times*), St Patrick's Way (*Countryfile's Plodcast*) and 20 pieces of *Dungeons & Dragons* coverage.
- **Consumer events** included The Royal Highland Show Edinburgh (22-25 June) and the Betfred British Masters at The Belfry (29 June-2 July).
- **Golf media visits** included *National Club Golfer's* visit to the North West, a media visit to Northern Ireland and *Planet Golf & Sussex World* at the ISPS Handa World Invitational Golf media day and travel around Northern Ireland.
- **GB Meet in Ireland** events in June included MICEBOOK Ventures, M&I Healthcare Forum, The Meeting Space Summer, M&I Summer and Destinations Alliance summer event. The Meet in Ireland-branded flagship event at Hampton Manor Warwickshire (on 10-11 July) will connect 15 GB partners with 15 island of Ireland partners.
- **Luxury promotions** included Virtuoso Connects (14 June) and Aspire Escape (19-20 June).
- **Travel trade communications** continue in June and July with features in *TTG*, *Travel Matters* and *Group Leisure & Travel Magazine*, highlighting reasons to programme the island of Ireland.



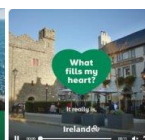
Northern Irish fantasy land



Londonderry to Dublin: Ireland's

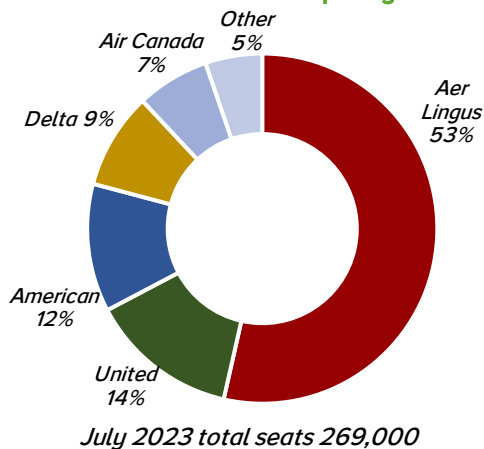


most beautiful train journey



Access update

July 2023 NA to IOI forecast seat capacity



News

United States:

- A new Aer Lingus Cleveland to Dublin service began on 19 May, with Tourism Ireland attending and supporting the inaugural service.
- American Airlines has announced the extension of its seasonal Dallas Fort Worth to Dublin service to a year-round operation, beginning at the end of October. Its Charlotte to Dublin service will start earlier in 2024, on 5th March.

Canada:

- Aer Lingus has updated its aircraft to a wide-body Airbus A330 for all Toronto-Dublin departures, increasing 2023 capacity by +26% compared to 2022.

Market activity update

US

- Our **Fill your heart with Ireland (FYHWI)** campaign continues this summer on TV, digital and social. Custom social content has been added to the media mix, to expand our digital reach. The campaign continues to be underpinned by a paid tactical programme and 'always-on' digital activity.
- **NBC Golf Channel:** Broadcast and digital activity continues into the peak season, airing both of our Golf Ireland commercials during the US Open and The Open Championship. Additionally, the 'Golf in Ireland' travelogue video series returns this summer. Collectively, this campaign will reach 6 million households.
- **Lyric Theatre Good Vibrations musical:** The Belfast musical opened in the Irish Arts Center in New York on 20 June. Tourism Ireland captured interviews and created video content for a dedicated media ezine to journalists. We co-hosted a trade and media preview event with the Northern Ireland Bureau on 15 June.
- Our **Wild Atlantic Way campaign** is live promoting the WAW and encouraging US holidaymakers to fly direct to Shannon Airport. The campaign highlights Shannon as the gateway to the WAW with direct access from New York, Boston and Chicago. The campaign will deliver around 70 million impressions (opportunities to see) and 258,000 referrals to third-party tourism businesses.
- **Publicity campaign with US PBS TV:** Tourism Ireland sponsored the *Ireland with Michael* show which has had 21,000 broadcasts in 48 states and has aired in 97% of all US households. This multifaceted campaign also included a media launch event in New York for 120+ contacts.
- **Global Travel Marketplace:** Four industry partners joined us for workshop sessions and one-on-one meetings with consortia and independent travel advisors in Fort Lauderdale, Florida, on 1-3 June.

Canada

- **Tour operator co-op:** a campaign with TravelBrands – Red Label Vacations is live on digital billboards on all major highways in the Greater Toronto area, reaching 2 million+ commuters daily, to drive off-peak business to the island of Ireland.
- **Media Partnership:** Tourism Ireland's FYHWI messaging will appear on niche channel HGTV, targeting audiences interested in built heritage, home design and gardens.
- **TravelPulse Award:** Tourism Ireland took home the 'Best Tourism Board – Europe, Middle East & Africa' award at the TravelPulse Canada Readers' Choice Awards, as voted by 2,000 travel trade.

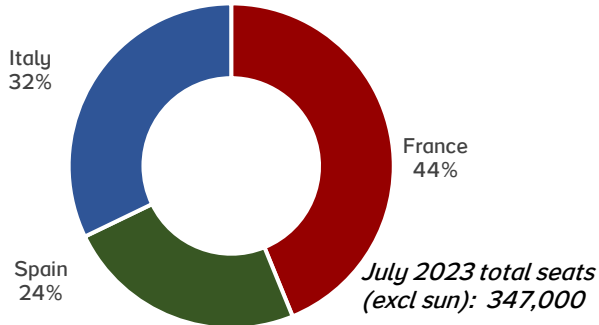
Australia

- **Tour operator co-operative activity:** Campaign with Globus went live in May on a mix of channels, including print, digital and social.
- **Publicity:** A crew from the top-rated lifestyle programme *Better Homes and Gardens TV* filmed in June in Dublin, Kilkenny and Northern Ireland. We commissioned two dedicated Ireland episodes, which are scheduled to air in August.
- **Press releases:** Notable coverage from recent releases includes World Whisky Day featuring the Jameson Distillery in the *West Australian*, as well as Northern Ireland's Spirits Trail in *Travel Weekly* and *Travel Daily*, resulting in a combined reach of 40,000+.



Access update – Southern Europe

July 2023 France, Spain, Italy forecast seat capacity (excl. sun)



News

France:

- Emerald Airlines has begun a new service from Brest to Dublin, which is running from the end of May to the end of October.
- Chlair will operate a new Brest Quimper to Kerry flight, which will run from 1 July to 2 September.
- Aer Lingus has announced a new Paris to Shannon flight. The new service from Charles de Gaulle will commence in September this year and run until January 2024, before taking a short break and recommencing in March 2024.

Market activity update

France

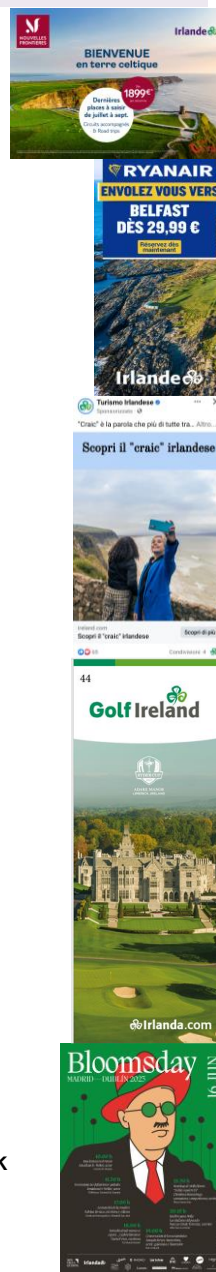
- **Wild Atlantic Way (WAW):** Tourism Ireland hosted a WAW networking event in Paris, attended by 40 trade and 19 media. We also have a WAW campaign running in the Greater Paris region and in cities in the west of France which have direct access to the island of Ireland.
- A recent **co-op campaign with Ryanair** promoting its new Paris to Belfast service reached an audience of 30 million.
- A **virtual workshop** was hosted by Tourism Ireland and attended by 23 industry partners from the island of Ireland and 66 registered French travel agencies.
- **Partnership campaigns** with TUI and Salaun have been under way to promote packages and drive bookings during the shoulder season. We also held a series of webinars with TUI and Salaun, with almost 180 travel agents attending. Other activity includes a partnership campaign with Quartier Libre to drive sales to the island of Ireland; this included participation in Eluceo (trade show) in Lyon.
- **Kuoni / Celtictours workshop** with 18 top travel agents participating.
- A **cultural podcast dedicated to James Joyce**, co-created by the Embassy of Ireland in Paris and Culture Ireland, was released on Bloomsday.

Italy

- Our **FYHWI spring campaign** – which included digital and digital TV (Netflix), video in Milan metro and social media – delivered over 75+ million impressions (opportunities to see) and almost 17 million video views.
- **Co-op campaign with Ryanair** promoting the Wild Atlantic Way and flights to Cork, Shannon and Knock is planned for July, promoting travel from September onwards.
- **Bloomsday celebrations:** Tourism Ireland partnered with the city of Trieste for the Joyce Festival (on 16-18 June). Activity included Joyce-themed breakfasts, a press conference, publicity and social media activities.
- **Golf:** We are sponsoring four golf tournaments this summer, ensuring visibility of the island of Ireland as a top golf destination in the Lombardy, Piedmont and Veneto regions.

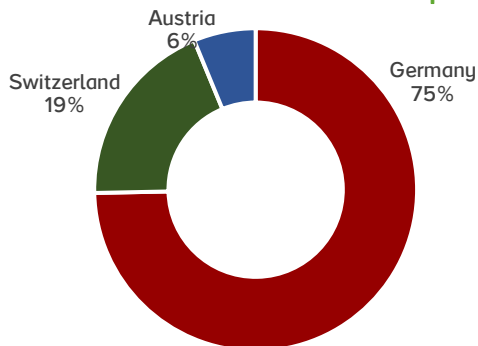
Spain

- Our **FYHWI spring campaign** has ended and has delivered 60+ million impressions and 15 million video views, with a major focus in Madrid, Barcelona and Bilbao. A new digital media burst of activity is planned from mid-September, driving awareness of off-peak short breaks.
- **Co-op campaigns** with online travel agents (OTAs) Atrápalo and Logitravel will recommence in September on digital and social media, to drive demand for longer stays to Belfast, Dublin and Cork.
- **#BloomsdayMadridDublin** (second year), in collaboration with Association Soy de la Cuesta, took place on 16 June. Well-known Spanish authors and celebrities were involved along with The James Joyce Centre.
- A **trade roadshow** in collaboration with VisitBritain will take place this October involving key tour operators and travel agents in Madrid, Barcelona, A Coruña and Bilbao.



Access update

July 2023 Germany, Austria Switzerland forecast seat capacity



July 2023 total seats: 153,000

News 2023

Germany:

- A new flight with Lufthansa from Frankfurt to Belfast City Airport commenced in April.
- Direct air seat capacity from Germany to the island of Ireland for July 2023 is scheduled at only 79% of July 2019 levels.

Switzerland:

- The Edelweiss Zurich to Cork service commenced for a second season at the end of April and will operate until the end of October.

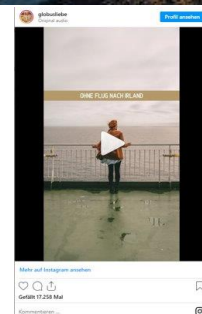
Market activity update

Germany

- Our **FYHWI campaign** ran on TV, Connected TV, programmatic video and display and social media, achieving 10 million views on digital channels.
- A **Wild Atlantic Way (WAW) campaign** promoting regional access delivered 42 million impressions (opportunities to see), almost 2 million video views and over 100,000 clicks to our WAW page. Activity included outdoor adverts and digital videos in Frankfurt and Cologne, supported by radio and digital advertising. The outdoor advert alone reached 14 million.
- **Campaign with Uke Bosse "Irland - eine Lovestory"**: we partnered with German actor/comedian Uke Bosse, who is very popular in the gaming community, to create and then promote a three-minute video on YouTube.
- Our campaign with **Globetrotter** – a sports equipment company – included five pages about the island of Ireland in their *Globetrotter* magazine, the largest outdoor and travel magazine in Germany.
- **Influencer trips**: a whiskey influencer trip to Dublin, Kilkenny and Cork with a focus on the island of Ireland being a whiskey holiday destination received very positive engagement amongst their followers. Other influencer activity with Globusliebe, who came on a sustainable familiarisation trip to the island of Ireland, saw their reel "how to get to Ireland by ferry and train" become the best-performing content of their account, with over 750,000 views.
- There were **28 media trips** in May and June involving journalists from a range of media outlets, podcasters and influencers.

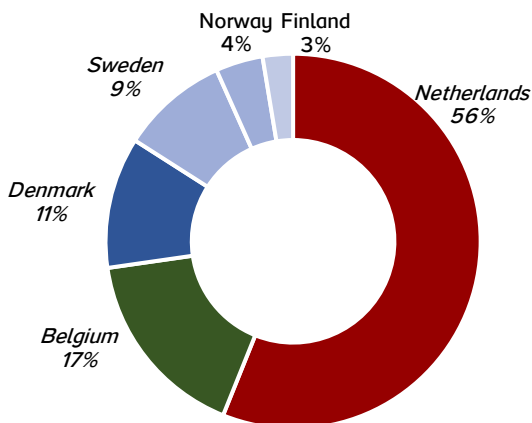
Switzerland and Austria

- Our **FYHWI campaign in Switzerland** – which ran on programmatic, Connected TV and social channels – concluded in early June.
- Our **co-op campaign** with Edelweiss, promoting its Zurich to Cork service, ran until mid-June on outdoor digital screens in Zurich, as well as on Edelweiss's own digital channels. Other partnerships include co-op activity with tour operators, including Baumeler Reisen and Travelhouse.
- **Swiss media visits** to highlight direct air access to Cork, gardens in West Cork, Ireland's Hidden Heartlands, golf and Rathlin Island seaweed have recently been completed.
- **Austrian media visits** highlighted and featured music in Belfast, Ireland's Hidden Heartlands, Ireland's Ancient East, West Cork and Cork, gardens in County Down, hiking in Wicklow and Dublin as a great city break destination.
- Our **webinar series** took place in April and May, involving nine Irish industry partners and 129 individual Swiss and Austrian travel agents and tour operators.



Access update

July 2023 Northern Europe to IOI forecast seat capacity



July 2023 total seats: 149,000

News

Nordics:

- A new Widerøe route from Bergen to Dublin commenced on 27 April.
- Norwegian Air has released its winter 2023 schedule and plans to continue its Copenhagen to Dublin service which has previously only been a spring / summer service.

Market activity update

The Netherlands and Belgium

- **Experience brand campaigns** are live in June. The campaigns are promoting ease of direct access to Cork as the gateway to the Wild Atlantic Way and Ireland's Ancient East, as well as highlighting the island of Ireland's warm welcome. There have been 43 million views.
- Our **Wild Atlantic Way roadshow lunch** in Amsterdam involved nine industry partners from Cork and Kerry presenting to 13 media and nine trade partners.
- **Golf:** Tourism Ireland, Visit Derry and Hayfield Manor attended the KLM Open (on 25-28 May) promoting golf on the island of Ireland, the 153rd Open in 2025 at Royal Portrush and the Ryder Cup 2027 at Adare Manor.
- **Radio Nostalgie** (Belgium radio station) had a special live broadcast from Dublin "In the footsteps of U2" on 20-21 May; it included an online promotion on social media and 20 radio spots promoting Dublin for one week in May (reach was 600,000 listeners).

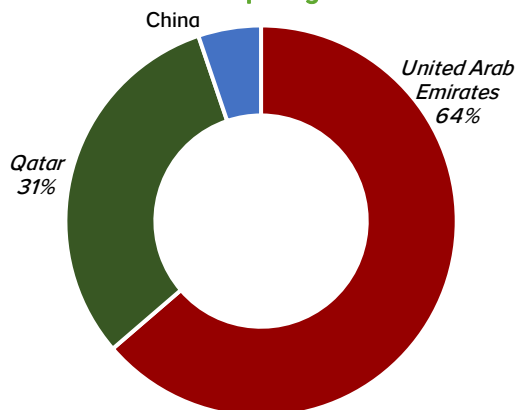
Nordic Region

- Our **FYHWI** spring campaign delivered over 17 million impressions (opportunities to see) and 8.5 million completed video views on social media and display channels.
- **Golf:** a campaign promoting 'Golf in Ireland' was live in May, targeting potential golf visitors. This ran across native channels and also included a partnership with Golf Gamebook, a popular golfing app in the Nordic countries.
- Industry partners G Golf and Killeen Castle attended the **Scandinavian Mixed DP World Tour** event with Tourism Ireland in Sweden.
- **Co-op activity** is live with a number of Nordic tour operators including Rolf Buss, Gislev Rejser, Best Travel and TEMA Reso, promoting their island of Ireland programmes.
- A **partnership** with Norwegian distributor Nordisk Film Kino, promoting the release of the movie 'Dungeons and Dragons', has been completed.
- **Media visits** with a number of top tier publications in the Nordics, including *Aftonbladet* and *Politiken*, have taken place.



Access update

July 2023 Emerging Markets forecast seat capacity



July 2023 total seats: 51,000

News

China

- Hainan Airlines will restart their direct route between Beijing and Dublin with two flights per week from 27 June.

Market activity update

Global Inbound

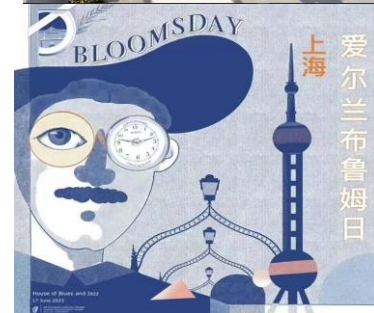
- A **Marketing Partnership Group** meeting took place in late April with key global inbound partners, which included updates on the current tourism landscape and business to the island of Ireland.
- **Educational webinars** in English and Mandarin, including Industry-focused newsletters with Miki Travel, began in June.
- A **partnership campaign** with AC Tours is running on digital and social channels and also includes educational webinars and development of itineraries.
- **Newsletters** will be produced with Kuoni Tumlare, focusing on sustainability, MICE and Northern Ireland.

Middle East

- Our **FYHWI** campaign is ongoing across multiple channels. The campaign is performing strongly, with both YouTube and programmatic achieving a 95% video completion rate; and with 1 million video views on social media.
- A campaign with **Al Rostamani Travel** is running on radio, digital and eDM. This is a lead generation campaign to promote Ireland packages for FIT travel and golf.
- A feature in the June edition of **Ember Lifestyle Travel** focused on unique luxury experiences at Finn Lough.
- Editorial in the **dnata Travel** brochure focused on island of Ireland holidays and dnata Travel's Ireland itineraries.
- **Discover Europe Travel Summit** involved 13 island of Ireland partners meeting with over 100 key travel trade from across the Middle East during a two-day hosted buyers event.

China and India

- **European Travel Commission China industry event** at Bicester Village Shanghai on 15 June, meeting with 50 travel trade and media.
- **Media and influencer** contacts attended two Bloomsday events hosted by the Consulate General of Ireland in Shanghai on 16 and 17 June.



Tourism Ireland

Bishop's Square
Redmond's Hill
Dublin 2
Ireland
D02 TD99

T: +353 1 476 3400
E: info@tourismireland.com

Tourism Ireland

Beresford House
2 Beresford Road
Coleraine
Northern Ireland
BT52 1GE

T: +44 28 7035 9200
E: corporate.coleraine@tourismireland.com

More information:

www.tourismireland.com
www.Ireland.com