

# Sustaining Growth, A Vision for Irish Tourism

Garry Kelleher

**BEST YEAR  
EVER**

# Island of Ireland 2017

Revenue

**€5.78bn**

**+6.7%**

Visitors

**10.65m**

**+3.2%**

**286,000 jobs**

**6% of GDP**



Good Friday Agreement

1998


# Market Ranking

2014

2017

1	Mainland Europe	€1.4bn	Mainland Europe	€1.93bn	+37%
2	Great Britain	€1.3bn	North America	€1.7bn	+62%
3	North America	€1bn	Great Britain	€1.5bn	+16%
4	Australia & Developing Markets	€506m	Australia & Developing Markets	€678m	+34%

# Visitor Activities Show Dramatic Change


Activity	2002	2016	% Change
	219,000	2,077,000	<b><u>+850%</u></b>
	103,000	399,000	<b><u>+280%</u></b>
	177,000	193,000	+9%
	87,000	131,000	+50%

# Commercial Partnerships

rock of Cashel, Co. Tipperary

## WANDER THROUGH 5,000 YEARS OF HISTORY

Explore the stories. Without the books.



Jump into Ireland

Ireland's ANCIENT EAST

## ROAM THE WILD ATLANTIC WAY

Fly from Birmingham to Ireland West Airport.

£32.99 one way\* BOOK NOW

Classiebawn Castle, Co. Sligo

Ireland

flybe.

\*Taxes apply. Subject to availability. Booking fees may apply.

## FLY TO KERRY FROM £21.99

RYANAIR LOW FARES. MADE SIMPLE.

Ireland



Flights to Kerry from €21.99. Fares one way. Book and make (t) 30.03/2017. Travel between June and August. 14 days advance purchase required. See fly.com

Stir your soul... Drive over to Ireland's Ancient East.



Ireland

StenaLine

Shorter, faster sailing times.

FISHGUARD TO ROSSLARE

STAY INDOORS

GET OUT THERE

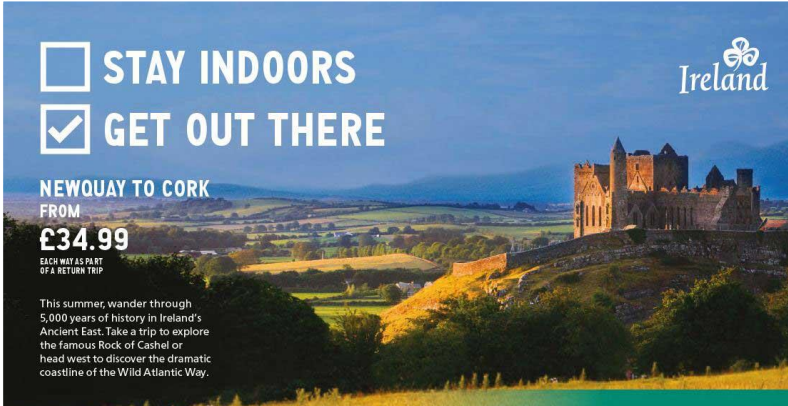
NEWQUAY TO CORK FROM £34.99

EACH WAY IS PART OF A RETURN TRIP

This summer, wander through 5,000 years of history in Ireland's Ancient East. Take a trip to explore the famous Rock of Cashel or head west to discover the dramatic coastline of the Wild Atlantic Way.

AERLINGUS.COM

Smart flies Aer Lingus



# Media Publicity



**BURREN**  
i sapori dell'Ovest

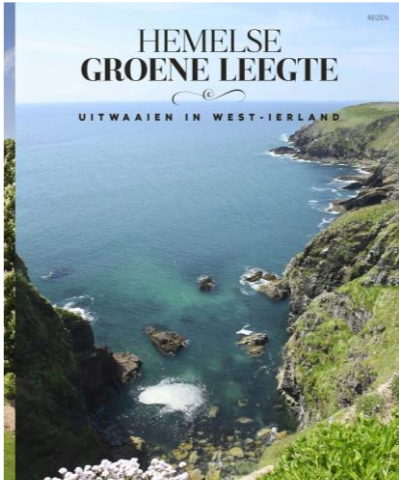


Nella regione vi sono da sempre gli tramore



€327m  
EAV

20k  
Media  
Contacts



# Screen Tourism

**STAR  
WARS**

**104m Reach**  
**€16.5m EAV**

**GAME OF  
THRONES**

**120m Reach**  
**€23m EAV**

**★★★ 30+ Awards ★★★**



# Global Greening



299 world icons  
45 countries





COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

Insight Report

## The Travel & Tourism Competitiveness Report 2017

Paving the way for a more sustainable  
and inclusive future



**#3**  
in the world  
'Effectiveness of  
marketing and  
branding  
to attract tourists'