Sustaining Growth, A Vision for Irish Tourism

Garry Kelleher
Island of Ireland
2017

Revenue:
€5.78bn (+6.7%)

Visitors:
10.65m (+3.2%)

286,000 jobs
6% of GDP
Good Friday Agreement 1998
<table>
<thead>
<tr>
<th>Rank</th>
<th>Region</th>
<th>2014</th>
<th>2017</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mainland Europe</td>
<td>€1.4bn</td>
<td>€1.93bn</td>
<td>+37%</td>
</tr>
<tr>
<td>2</td>
<td>Great Britain</td>
<td>€1.3bn</td>
<td>€1.7bn</td>
<td>+62%</td>
</tr>
<tr>
<td>3</td>
<td>North America</td>
<td>€1bn</td>
<td>€1.5bn</td>
<td>+16%</td>
</tr>
<tr>
<td>4</td>
<td>Australia &amp; Developing Markets</td>
<td>€506m</td>
<td>€678m</td>
<td>+34%</td>
</tr>
</tbody>
</table>
## Visitor Activities Show Dramatic Change

<table>
<thead>
<tr>
<th>Activity</th>
<th>2002</th>
<th>2016</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>219,000</td>
<td>2,077,000</td>
<td>+850%</td>
</tr>
<tr>
<td></td>
<td>103,000</td>
<td>399,000</td>
<td>+280%</td>
</tr>
<tr>
<td></td>
<td>177,000</td>
<td>193,000</td>
<td>+9%</td>
</tr>
<tr>
<td></td>
<td>87,000</td>
<td>131,000</td>
<td>+50%</td>
</tr>
</tbody>
</table>

Source: Fáilte Ireland
Media Publicity

BURREN
i sapori dell'Ovest

HEMELSE
GROENE LEEGTE
UITWAAIEN IN WEST IRLAND

Motofurismo
SPECIALE
IRLANDA
Speciale Ira'nde al via

Exploring the wonders of Waterford

Irlands vilda kust

COUNTY MAYO
A rugged region of mountains, lakes and caves, perfect for a scenic road trip. Words: Jack Bamforth

Euro 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
Effectiveness of marketing and branding to attract tourists in the world