

Trips to Ireland up 29% from the Nordic Region

Visits to Ireland from the Nordic Region increased by 29 % in the first quarter of 2011. 32,000 Nordic tourists visited Ireland between January and March this year. The total number of trips to Ireland in Q1 was 1,177,600, an overall increase of 8.6%, compared to the same period in 2010.

Tourism Ireland chief executive Niall Gibbons welcomes this positive news.

"The figures issued today are well ahead of expectations, showing a strong turn-around and a welcome return to growth from Great Britain, as well as from North America, France, Germany, Spain, the Nordic Region and from Australia and developing markets," he said.

"This has been an excellent month for tourism to Ireland with the announcement by the Government of a package of measures to stimulate the tourism sector and then culminating in the two historic visits of Queen Elizabeth II and President Obama."

Overseas tourism has a critical role to play in contributing to Ireland's economic recovery. Overseas tourism business accounts for 59% (approximately €3.1 billion) of all tourism revenue.



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Further information:

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Notes to the Editor:

- Tourism Ireland is the organisation responsible for promoting the island of Ireland overseas as a leading holiday destination. The Nordic Headquarters is located in Copenhagen.
- The new Government in the Republic of Ireland is a Fine Gael/ Labour coalition. The VAT and Air Travel Tax changes are part of a wider jobs initiative promised by the new government within their first 100 days of power.
- Further beneficial measures are being put forward, including a new Visa Waiver scheme being introduced for UK visa holders from long haul destinations.
- Tourism Ireland's website is www.discoverireland.com; there are 42 different websites, providing information in 20 different languages covering every continent.
- Tourism is Ireland's largest indigenous industry, contributing in excess of 4% of GNP and providing employment for over 200,000 people.