

ITOA Members - Winning Overseas Visitors for Ireland

ITOA conduct an annual survey of its members business performance. For the fourth consecutive year ITOA members have grown their business and delivered a record 469,000 visitors to Irish tourism businesses. Here are the key highlights of our winning performance in 2014.

FACTS + FIGURES
2014

Collectively ITOA Members Delivered

1
Delivered 469,000 *promotable visitors to Ireland. Annually ITOA members visitor numbers account for 12% of the total promotable visitors to Ireland.



2
Tourists handled by ITOA members spend €418 Million while on holidays (excluding carrier receipts). On average the **yield per ITOA visitors** in 2014 was **€650**.



3
Spent €187 million with Irish suppliers, a 10% increase on the 2013



4
Spent €8.08 Million marketing and selling Ireland in the overseas markets.



5
2,188 man-days were spend travelling overseas on sales promotions = 10 full-time sales people in the marketplace selling Ireland over a 52 week period!



6
The categories of business handled was

- Group tours 56%
- FIT (Packaged Independent Travel) business 26%
- MICE (*Business tourism*) 16%



7
The average length of stay of ITOA members business broken down by main product type was

- Group tour business 7.2 nights
- FIT business 5 nights
- Generating 2.1 million Bednights (group business accounting for almost 1.3 million)



8
ITOA tourists visited every region in Ireland with Dublin accounting for 38% and the regions receiving 62%.

*Promotable visitors are made up of holidays makers, MICE and visitors here to learn English as a foreign language.

9
ITOA members visitors came from

-  Mainland Europe 45.7%
-  North America 42.5%
-  Britain 8.4%
-  Long Haul NADM 3.2%



Review of Coach Tourism In Ireland Report

ITIC (The Irish Tourism Industry Confederation) recently commissioned a report on the Irish Coach Tourism sector. The report (available on ITIC & ITOA websites) demonstrates that this sector is a very substantial one in the overall Irish tourism mix. It consumes a wider range of tourism products and services than most other segments. No other tourism “product” achieves the same regional distribution of trips. This is an important attribute at a time when the prevailing trend towards short-stay city breaks works against spreading tourists spending power across all regions.

The seasonal spread of coach tourists across the shoulder season is relatively good which means that they contribute well to the sustainability of tourism SMEs throughout the year and they improve the year round utilisation of Ireland’s tourism infrastructure.



The coach tourism sector delivers

- 995,000 overseas visitors take coach tours and day trips in Ireland
- Contributes €331 million to the Irish economy
- Supports 17,000 tourism jobs
- 366,000 visitors take escorted coach touring holidays which represents 12% of the overall holidays visitor market. These visitors
 - Stay on average 8 nights
 - Visit three or more regions
 - Consume a wider range of tourism product and services than any other sector
- Escorted coach tourism increased by 28% between 2011- 2013 more than double the level of increase in overall holidaymakers
- Coach tourism numbers are significantly higher than other tourism products
 - Coach tourism 995,000 vs.
 - Cycling 241,000
 - Golf 204,000
 - Angling 127,000
 - Equestrian 99,000
- Coach tourism facilitates urban based tourists to experience other regions and products with 440,000 holidaymakers taking day trips and a further 149,000 coach trips and excursions taken by conference, incentive and cruise ship passengers.



*ITOA Members - Your customers and partners
delivering valuable international visitors to your business.*