



## What ITOA Members Delivered in 2016

ITOA conducts an annual survey of our members as to how their businesses have performed over the past year. 2016 saw some excellent results – these are some of the highlights.



ITOA members delivered **705,734** promotable\* visitors in 2015 – that's **11%** of the total number of promotable visitors to Ireland



ITOA members spent **€240 million** with Irish tourism businesses, a **12%** increase on 2015



**60%** on accommodation



**19%** on transport and guiding services



**13.5%** on entertainment and attractions



Picture: Freepik.com

Tourists handled by ITOA members spent **€519 million** holidaying in Ireland = **12%** of national receipts from overseas tourism



The categories of business handled were:

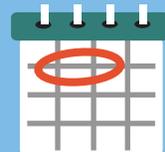
- Group tours at **60%**
- FIT individuals at **23%**
- MICE at **17%**



The average length of stay for ITOA tourists was:

- **7.6** nights for groups
- **4.2** nights for FIT visitors

Each ITOA tourist spent an average of **€782**, a **7%** increase on 2015



Where did visitors come from?



- Continental Europe **48%**
- North America **40%**
- Great Britain **9%**

ITOA members collectively spent **€8.5 million** on marketing overseas – that's **+6.2%** on 2015 and equivalent to **20%** of Ireland's total global marketing budget



\*Promotable visitors are made up of holidaymakers, MICE and visitors here learning English

## Selling Irish tourism internationally

ITOA members spent a total of 2,480 man-days travelling overseas on sales promotions – that’s the equivalent of 12 full-time salespeople in the marketplace selling Ireland over a 52-week period.

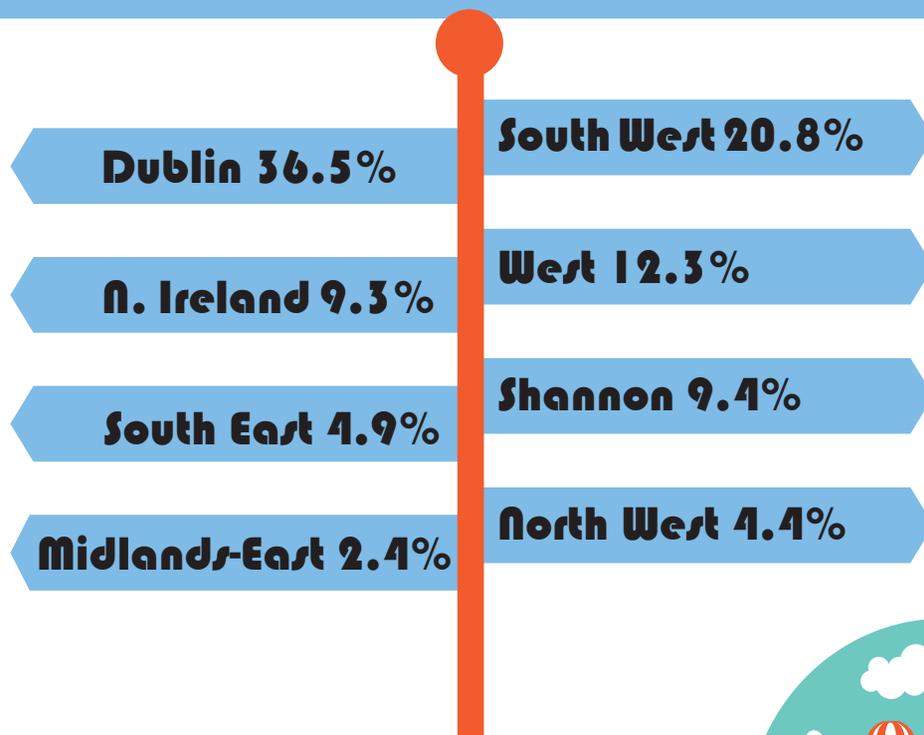


## Delivering bednights nationally

ITOA members generated 2.64 million bednights nationally – 69% groups, 27% FIT and 4% MICE.

## Where do tourists go?

ITOA visitors travel the length and breadth of the country, with a strong regional distribution of business. Dublin decreased in 2016 to 36.5%, with the remaining 63.5% spread across all other regions.



## When do tourists arrive?

74% of ITOA tourists arrive between May and September. 15% visit in April and October, and the remaining 11% arrive in the off-season months.

