



WHAT ITOA MEMBERS DELIVERED IN 2022

2022 saw the return of international visitors to Ireland after two years of our borders being effectively closed to overseas tourists. A unique year, with many supply chain issues, however ITOA members experienced a stellar recovery reaching 75% of 2019 business.



ITOA members delivered **537,000** promotable* visitors in 2022



*Promotable visitors include holidaymakers, MICE and visitors learning English.

ITOA members spent **€217.5 million** with Irish tourism businesses.



55.5% on accommodation

23% on transport and guiding services



21.5% on entertainment, attractions and activities

Tourists handled by ITOA member spent **€462 million** holidaying in Ireland, representing **11%** of total national tourism receipts



The categories of business handled were:

- Group tours at **62%**
- FIT individuals at **24%**
- MICE at **14%**

The average length of stay for ITOA tourists was:

- 8 nights for groups
- 5.5 nights for FIT visitors



Average length of stay was consistent to that of 2019. Each ITOA tourist spent an average of **€934** in 2022.

Where did visitors come from?

- Continental Europe 30%
- North America 56%
- Great Britain 11%
- Rest of the world 3%



As soon as overseas markets re-opened, ITOA members were back in-market collectively spending **€7 million** on marketing and selling overseas



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Selling Irish tourism internationally

ITOA members' teams spent a total of **1,667 days** travelling overseas on sales promotions in 2022 which was critical to demonstrating that Ireland was open for business after the pro-longed period of closure during Covid. In addition, many ITOA members have full-time representation in core markets.



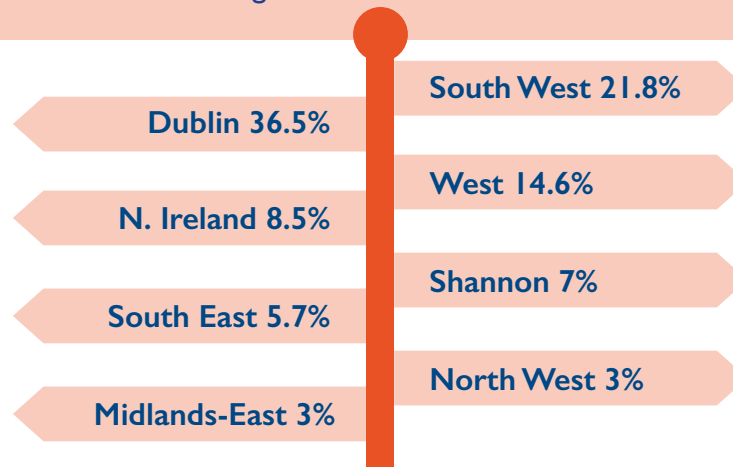
Delivering bednights nationally

ITOA members generated 1.6 million bed-nights nationally – 66% groups, 30% FIT and 4% MICE. Lack of capacity in accommodation, particularly in the peak, meant that ITOA members were unable to fulfill the level of demand that existed from overseas partners.



Where do tourists go?

ITOA visitors travel the length and breadth of the country, with a strong regional distribution of business. Dublin accounted for **36.5%**, with the remaining **63.5%** spread across all other regions.



When do tourists arrive?

78.5% of ITOA tourists arrived between May and September. 18% visited in April and October, and the remaining 3.5% arrived in March, November & December. Growth in 2022 came primarily in the shoulder months which demonstrated the very high demand from all overseas markets all year as global travel recovered.