What ITOA Members Delivered in 2017

ITOA
INCOMING TOUR OPERATORS
ASSOCIATION - IRELAND
CELEBRATING 40 YEARS

ITOA conducts an annual survey of our members as to how their businesses have performed over the past year. 2017 saw some excellent results – these are some of the highlights.

ITOA members delivered **737,000** promotable* visitors in 2017, a **4.4%** increase on 2016

ITOA members spent **€264 million** with Irish tourism businesses, a **9.7%** increase on 2016

60% on accommodation

20% on transport and guiding services

13.5% on entertainment and attractions

Picture: Freepik.com

Tourists handled by ITOA members spent **€569 million** holidaying in Ireland
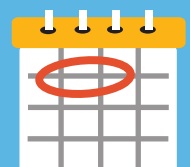
The categories of business handled were:
- Group tours at **59%**
- FIT individuals at **22%**
- MICE at **19%**

The average length of stay for ITOA tourists was:
- **7.8** nights for groups
- **4** nights for FIT visitors

Each ITOA tourist spent an average of €843, an 8.5% increase on 2016

Where did visitors come from?

- Continental Europe **45%**
- North America **42%**
- Great Britain **8.5%**

ITOA members collectively spent **€13 million** on marketing overseas – that's equivalent to over **30%** of Ireland's total global marketing budget

OPEN

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

Selling Irish tourism internationally

ITOA members spent a total of 2,502 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.
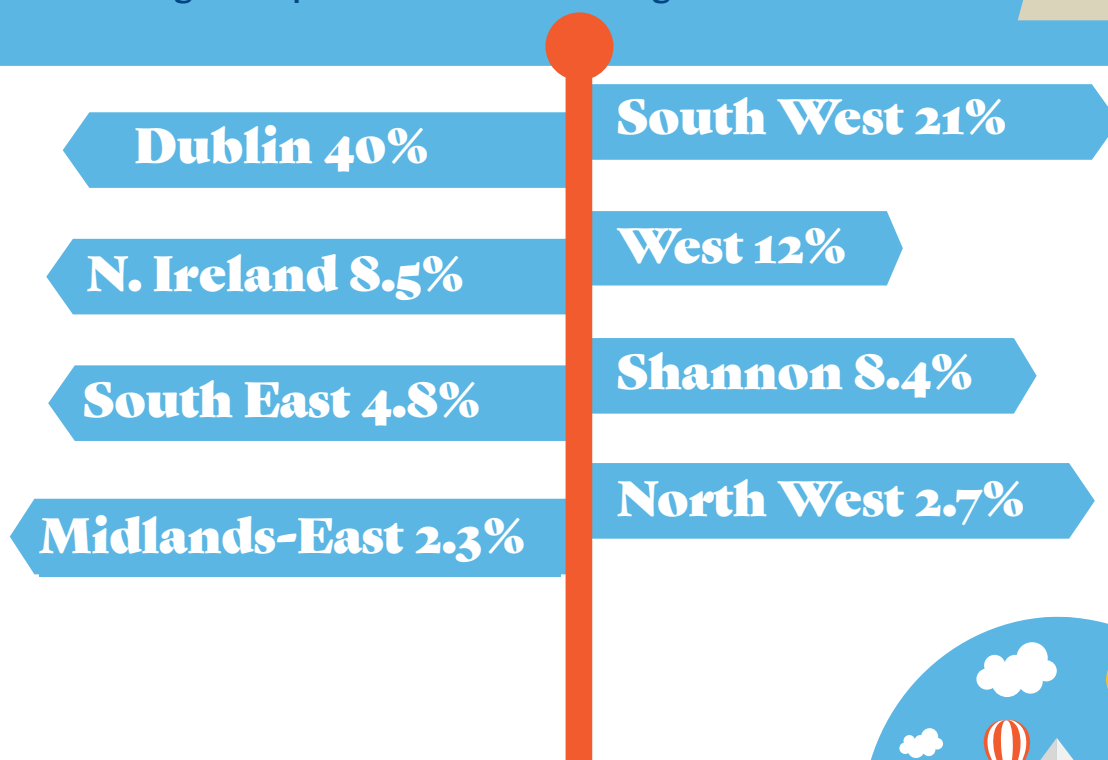
Delivering bednights nationally

ITOA members generated 3.03 million bednights nationally – 61% groups, 34% FIT and 5% MICE.

Where do tourists go?

ITOA visitors travel the length and breadth of the country, with a strong regional distribution of business. Dublin accounted for 40%, with the remaining 60% spread across all other regions.

Dublin 40%

South West 21%

N. Ireland 8.5%

West 12%

South East 4.8%

Shannon 8.4%

Midlands-East 2.3%

North West 2.7%

When do tourists arrive?

78% of ITOA tourists arrive between May and September. 11.5% visit in April and October, and the remaining 8% arrive in the off-season months.