



WHAT ITOA MEMBERS DELIVERED IN 2025

2025 was a positive year for ITOA members. Demand from overseas markets remained strong across all key markets. However, increasing cost pressures across the supply chain and ongoing accommodation capacity constraints continued to impact competitiveness and conversion in some markets and segments. ITOA members' focus on delivering export earnings remains critical to supporting sustainable growth in Irish tourism.



ITOA members delivered **716,200** promotable* visitors in 2025

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



ITOA members spent **€305.4 million** with Irish tourism businesses.



56% on accommodation



23% on transport and guiding services



21% on entertainment, attractions and activities

Tourists handled by ITOA member spent **€673 million** holidaying in Ireland, representing **12.5%** of total national tourism receipts



The categories of business handled were:

- Group tours at **67%**
- FIT individuals at **24%**
- MICE at **9%**

The average length of stay for ITOA tourists was:

- 8 nights for groups
- 5 nights for FIT visitors

Each ITOA tourist spent an average of **€1,700** in 2025 compared with **€1,600** in 2024.

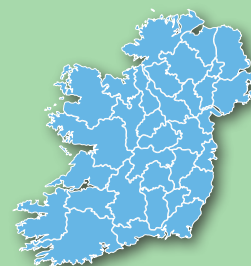


Where did visitors come from?

- North America 59%
- Continental Europe 28%
- Great Britain 10%
- Rest of the world 3%



ITOA members in-market collectively spent **€15.5 million** on marketing and selling overseas in 2025 compared with **€10.4 million** in 2024.



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Selling Irish tourism internationally

ITOA members' teams spent a total of 2,260 days travelling overseas on sales promotions in 2025 which was critical to demonstrating that Ireland was open for business. In addition, many ITOA members have full-time representation in core markets.



Delivering bednights nationally

In 2025 ITOA members generated 1.81 million bednights nationally (64% groups, 34% FIT and 2% MICE). This was a drop on 2024 where ITOA members generated 1.9 million bednights. The lack of supply regionally for accommodation continues to be a challenge due to capacity shortfalls and ability to convert potential visitors, particularly during peak and shoulder periods.

When do tourists arrive?

79% of ITOA tourists arrived between May and September. 14% visited in April and October, and the remaining 7% arrived in March, November & December. This is broadly consistent with arrival periods experienced in 2024.



Where do tourists go?

ITOA visitors travel the length and breadth of the country, with a strong regional distribution of business. Dublin accounted for 34%, with the remaining 66% spread across all other regions

