



WHAT ITOA MEMBERS DELIVERED IN 2024

2024 was a positive year for ITOA members. Demand from overseas markets remained strong, particularly from North America, however competitiveness with increasing cost pressures across the supply chain and accommodation capacity challenged conversion from some markets and segments. ITOA members focus on delivering export earnings remains critical to driving sustainable growth in Irish Tourism.



ITOA members delivered **699,000** promotable* visitors in 2024

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



ITOA members spent **€299.2 million** with Irish tourism businesses.



56% on accommodation



22% on transport and guiding services



22% on entertainment, attractions and activities

Tourists handled by ITOA member spent **€640.2 million** holidaying in Ireland, representing **10.5%** 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
- 6 nights for FIT visitors



Consistent with CSO data the average length of stay marginally fell for FIT visitors by 1 night from 2023.

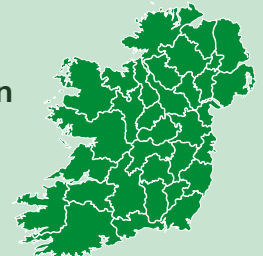
Each ITOA tourist spent an average of **€1,600** in 2024 compared with **€1,400** in 2023.

Where did visitors come from?

- North America **62%**
- Continental Europe **26.5%**
- Great Britain **10%**
- Rest of the world **1.5%**



ITOA members in-market collectively spent **€10.4 million** on marketing and selling overseas in 2024 compared with **€9 million** in 2023.



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Selling Irish tourism internationally

ITOA members' teams spent a total of 2,012 days travelling overseas on sales promotions in 2024 which was critical to demonstrating that Ireland was open for business. In addition, many ITOA members have full-time representation in core markets.



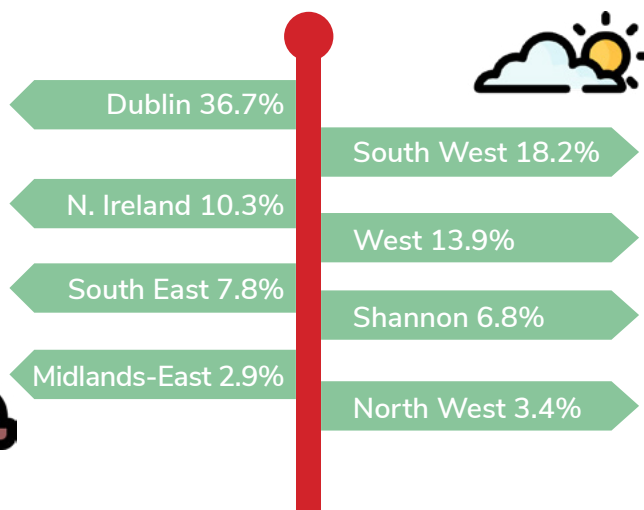
Delivering bednights nationally

In 2024 ITOA members generated 1.9 million bednights nationally (62% groups, 35% FIT and 3% MICE) compared with 1.6 million bednights in 2022. CSO 2024 figures for bednights by journey purpose (business – holiday – leisure – recreation) show a +3.1% growth in bednights versus 2023, while ITOA members saw a +5.7% increase in bednights by journey purpose.

While Hotels under contract by Government reduced in 2024, key tourism destinations on the west coast continued to be a challenge due to capacity shortfalls, particularly during the peak and shoulder periods. The development pipeline of new beds under construction, particularly in Dublin, offers positive opportunity for 2025 and beyond. However, the lack of supply regionally, until addressed, will continue to challenge regional distribution.

When do tourists arrive?

78% of ITOA tourists arrived between May and September. 15% visited in April and October, and the remaining 7% arrived in March, November & December. This is broadly consistent with arrival periods experienced in 2023.



Where do tourists go?

ITOA visitors travel the length and breadth of the country, with a strong regional distribution of business. Dublin accounted for **36.7%**, with the remaining **63.3%** spread across all other regions

