



# WHAT ITOA MEMBERS DELIVERED IN 2023

In 2023, despite widespread supply chain challenges, ITOA members experienced a strong performance due to continuing strong demand from overseas markets. 2023 was the first full year of operation for ITOA members since Covid and this strong performance which exceeded 2019, demonstrates the effectiveness of both marketing initiatives and focused business strategies implemented by member companies.



ITOA members delivered **734,000** promotable\* visitors in 2023



ITOA members spent **€301.8 million** with Irish tourism businesses.



**57%** on accommodation



**22%** on transport and guiding services



**21%** on entertainment, attractions and activities

Tourists handled by ITOA member spent **€622.7 million** holidaying in Ireland, representing **11.5%** of total national tourism receipts



The categories of business handled were:

- Group tours at **64%**
- FIT individuals at **24%**
- MICE at **12%**

The average length of stay for ITOA tourists was:

- 8 nights for groups
- 7 nights for FIT visitors



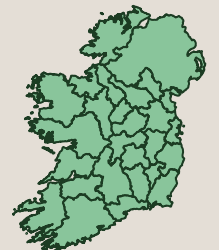
Average length of stay for groups was consistent to that of 2019, whilst FIT has grown by 1.5 nights. Each ITOA tourist spent an average of €1,400 in 2023 compared with €934 in 2022.

Where did visitors come from?

- North America 61%
- Continental Europe 28%
- Great Britain 10%
- Rest of the world 1%



ITOA members in-market collectively spent **€9 million** on marketing and selling overseas in 2023 compared with €7 million in 2022.



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## Selling Irish tourism internationally

ITOA members' teams spent a total of 2,002 days travelling overseas on sales promotions in 2023 which was critical to demonstrating that Ireland was open for business. In addition, many ITOA members have full-time representation in core markets.



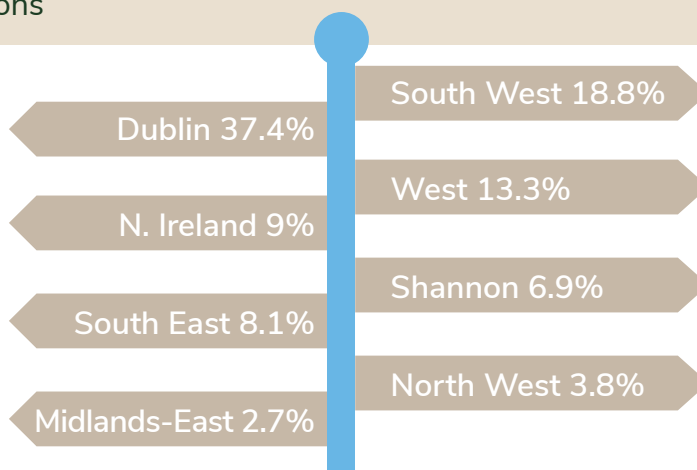
### Delivering bednights nationally

ITOA members generated 1.8 million bed-nights nationally - 68% groups, 28% FIT and 4% MICE compared with 1.6 million bed-nights in 2022.

In 2023 Government contracting of tourist accommodation continued to severely impact ITOA members ability to satisfy demand of group and FIT business particularly in the peak and shoulder months.

## Where do tourists go?

ITOA visitors travel the length and breadth of the country, with a strong regional distribution of business. Dublin accounted for **37.4%**, with the remaining **62.6%** spread across all other regions



## When do tourists arrive?

78% of ITOA tourists arrived between May and September. 14% visited in April and October, and the remaining 8% arrived in March, November & December. This is broadly consistent with arrival periods experienced in 2022.