

ITOA (Incoming Tour Operators Association – Ireland) Research Summary

The Incoming Tour Operators Association Ireland (ITOA) consists of Ireland’s leading companies that operate incoming travel and tours to the island of Ireland. Our members package and promote all aspects of the Irish tourism product and sell to leisure and business consumers through the global travel trade distribution channel. ITOA members provide value-add professional services that require expert knowledge, marketing know-how and excellent project management.

ITOA members comprise:

- **Tour Operators** Package tourism product for group and individual touring and produce brochure and sales collateral for sale through their own market offices and market based travel agency networks and consumer databases.
- **Ground Handler or Handling Agencies**, provide full and comprehensive land arrangements or specific partial services of an overall land program for group tours, individual travel and other large movements of passengers such as cruise ships and also act as direct representatives to the international market suppliers’/partners brief.
- **Destination Management Companies (DMCs)**, provide total management services for corporate meetings and incentive programs in a destination. A DMC will be involved in designing, planning and delivering a program to meet the client’s objectives.
- **Professional Conference Organisers (PCOs)**, who through their comprehensive understanding of the conference industry have the necessary skills, experience and technology to successfully manage all aspects of large international conferences and congresses.

ITOA commission CHL Consultants annually to survey its member’s annual performance. The Highlights of the 2013 Survey of Members Business include:

- Total gross turnover for the 30 ITOA members in 2013 amounted to €234.2 million, a 7.8% increase on 2012.
- Tourists handled by ITOA members spent €392 million while in Ireland.
- Based on gross turnover, the average yield per tourist, excluding cruise excursions, amounted to €616 in 2013.
- The total number of tourists handled by the ITOA members in 2013 was 466,451, an increase of 11.3% on the 2012.
- Total marketing spend in 2013 is estimated at €7.19 million, an increase of 17.0% on the 2012.

- Group and coach tours and FIT combined accounted for the largest share of turnover at 84% in 2013.
- The distribution of visitors by source market shows that there were continued increases on 2012 in the main markets – North America +24.2%, Germany/Austria +28.8%, Britain +5.9% and France +4%.
- In gross terms, based on CSO & NISRA 2013 stats, ITOA members handled 12% of total ‘promotable’ visitors to the island of Ireland in 2013. The share of promotable visitors handled by market – North America 25%, Continental Europe 14% and GB 3%, other areas 5%.

List of Members

Organisation
A Touch of Ireland
Abbey Tours
Advantage PCO
Alainn Tours
Aspects of Ireland
Brendan Vacations Ireland
CIE Tours International
Custom Ireland
Eirebus DMC
Emerald Elite Group
Excursions Ireland
Exploring Ireland
Green Light Events
Hello Ireland Tours
Into Ireland Travel
Irish Education Partners
Irish Rugby Tours
Irish Welcome Tours
Joe O’ Reilly
Limerick Travel
Moloney & Kelly Travel
Odyssey International
Ovation Ireland
Premier Travel
Specialised Travel Service
Terry Flynn Tours
Travel Choice Ltd
Vagabond Adventure Tours
Wallace Travel Group