



Our Ref: PQ70351/25

26th January 2026

Mr. Aidan Farrelly T.D.

Dáil Éireann

Leinster House

Kildare Street

Dublin 2

Dear Aidan,

I refer to Parliamentary Question 70351/25 answered on the 9th December 2025.

To ask the Minister for Enterprise; Tourism and Employment if he will provide a schedule to include the IDA, Enterprise Ireland, Failte Ireland and Tourism Ireland to include the amount expended by event in respect of venue hire, food, drinks and alcohol in 2024 and to date in 2025; and if he will provide same for events hosted within this jurisdiction to include event.

The response indicated that additional time would be needed to obtain the requested information. That information is now set out in the below tables and includes some detail on events described.

I trust this information is of assistance.

Yours sincerely,

A handwritten signature in blue ink, which appears to read 'Peter Burke', is placed above the printed name.

Peter Burke T.D,

Minister for Enterprise, Tourism and Employment

IDA Ireland

IDA Ireland report on events including 100 attendees or more.

Year	Event	Venue Hire	Food	Drinks	Alcohol	Total Cost
2024	Annual Conference & Staff Development Forum	10,600	99,350	4,830	4,080	118,960
2025	Annual Conference & Staff Development Forum	26,180	82,281	699	7,401	116,561
2025	Special Recognition Award to Microsoft	28,856	3,405	Included in food cost	0	32,261

IDA Ireland Annual Business Conference and Staff Development Forum

IDA Ireland organises a two-day Business Conference and Staff Development Forum for its global staff (400 employees) to which it also invites key stakeholders. The Conference serves as a platform for communication, collaborative planning, and networking, enabling colleagues to connect in person at the start of each year and for the organisation to set the tone for the year ahead. It is held once a year in early January before overseas teams return after Christmas.

Over the course of the two days, delegates hear from Senior Ministers along with the Chair, CEO and members of the Executive Leadership Team of IDA Ireland. The Conference also provides an opportunity for both the Ireland based teams and overseas teams to strategically align with the targets, goals and growth drivers outlined in IDA Ireland's new strategy *Adapt Intelligently* with the overall aim of continuing to win foreign direct investment for Ireland and its regions and to be fully informed of the organisation's priorities.

Of critical importance are the keynote and panel discussions, from strategically important IDA Ireland clients and stakeholders. These sessions are then shared on social media to promote Ireland globally as an investment destination.

Colleagues also partake in training workshops and breakout sessions designed to enhance their skills in line with IDA's strategic objectives.

Building strong networks and shared values is a key focus to support culture and collaboration among all colleagues. A business networking and values focused evening wraps up the Annual Conference on Day 1.

In conclusion, the Annual Conference and Staff Development Forum are a most effective and efficient way of gathering the entire IDA team in one location early in the year. The purpose is

to support delivery of the business to achieve IDA's targets, goals and objectives aligned with the development of its people and to ultimately drive economic development for Ireland.

Special Recognition Award

Recognising the substantial impact of foreign direct investment (FDI) and multinational companies in Ireland, IDA Ireland honours organisations that have demonstrated a long-standing commitment to the country through its Special Recognition Award. This accolade highlights the essential role these companies play in contributing to the Irish economy and Irish society. Previous recipients include major global corporations such as Google, Apple, and Pfizer. In April 2025 IDA awarded Microsoft a Special Recognition Award.

At the event, held in the Mansion House, the Taoiseach Micheal Martin presented Brad Smith, Vice Chair and President of Microsoft with a Special Recognition Award acknowledging the incredible contribution the company had made to Ireland since its arrival in 1985 and celebrating the milestone of Microsoft's 40th anniversary in Ireland which now employs more than 4,000 people here.

The event was widely reported with Brad Smith highlighting the important contribution of Ireland to Microsoft's success and stating that the company's "support for Ireland and for Europe is steadfast."

Enterprise Ireland

Enterprise Ireland's trade and knowledge events are delivered to drive and support the organisations strategy to growing jobs and exports in global markets.

Enterprise Ireland report on events including 100 attendees or more.

Year	Event	Venue Hire	Food	Drinks	Alcohol	Total Cost
2024	Digital Marketing Strategies for International Markets	5,963	6,615	4,758	142	17,478
2024	Disruptive Technologies Innovation Fund Conference	2,244	12,107	255	1,045	15,651
2024	Food Innovation Summit 2024	5,594	15,309	3,470	0	24,373

2024	Horizon Europe Impact Conference	37,106	49,020	460	0	86,586
2024	Innovation Arena and Agritech Hub	1,702	6,194	0	2,366	10,262
2024	Showcase 2024	0	4,967	403	0	5,370
2024	Start Up Showcase	6,685	8,084	3,683	0	18,452
2024	Sustainability Summit	43,902	21,580	0	0	65,482
2025	Enterprise Ireland Startup Day	16,545	37,671	3,320	0	57,536
2025	Food Innovation Summit	8,080	17,259	0	0	25,339
2025	IMW 2025	131,965	93,762	23,910	0	249,637
2025	Innovation and Sustainability Arena 2025	2,746	5,210	4,825	0	12,781
2025	Showcase 2025	0	1,596	0	21	1,617
2025	Student Entrepreneur Awards 2025	0	2,385	631	0	3,016

Fáilte Ireland

Fáilte Ireland Report on events including 100 attendees or more.

Year	Event	Venue Hire	Food	Drinks	Alcohol	Total Cost
2024	Meitheal	349,278	154,553	60,716	26,219	590,766
2025	Meitheal	342,898	196,857	70,494	34,152	644,401
2025	Conference Ambassador Awards	36,469	18,875	775	9,204	65,323

2025	Employer Excellence Awards	49,476	15,395	615	5,125	70,611
2024	Employer Excellence Awards	56,678	27,128	646	9,120	<u>93,572</u>
2025	Employer Excellence Exchange Conference	33,955	5,996	2,076	0.00	42,027
2024	Golf Convention	9,510	14,840	4,732	4,648	33,730
2025	Golf Convention	16,064	20,640	3,000	5,544	45,248

Meitheal

Meitheal is Ireland's largest tourism trade show. The multi-day event is Fáilte Ireland's flagship trade platform and the most important business-to-business platform for Irish tourism. It connects hundreds of Irish tourism providers with international buyers through up to 10,000 scheduled appointments, creating opportunities for long-term contracts and significant trade growth. The event showcases Ireland's tourism offering to global markets, strengthens relationships with overseas operators and drives inbound visitor numbers. Meitheal also reflects Fáilte Ireland's commitment to sustainability, with recent editions adopting responsible event practices aligned to international standards.

Conference Ambassador Awards

Fáilte Ireland's Conference Ambassador Programme supports individuals who bid for and host international conferences in Ireland, strengthening Ireland's reputation as a leading conference destination. These ambassadors play a crucial role in attracting events that deliver hundreds of millions in economic value, as well as social, academic and environmental benefits. Recognising their efforts through the Conference Ambassador Awards encourages more professionals to bring conferences to Ireland, driving further growth and global visibility.

Ireland Golf Convention

The Ireland Golf Convention brings international golf tour operators together with domestic suppliers, facilitating over 1,500 appointments and helping attract high-spend golf visitors, who typically spend three times more than average tourists. It showcases Ireland's high-quality golf facilities and supports ongoing investment in product development, while aligning with major upcoming golf events such as the Ryder Cup.

Employer Excellence Awards

Fáilte Ireland's Employer Excellence Awards celebrate businesses who have demonstrated their commitment to making the tourism industry an appealing and rewarding place to work through their participation in Fáilte Ireland's Employer Excellence Programme. The awards promote best-in-class examples of employers in the industry implementing the highest standards of employee engagement across areas such as workplace culture, communication and management and leadership. The awards not only recognise the best of employment in the sector, they provide a platform to further showcase quality employment practices in tourism to other businesses as well as prospective talent. The Employer Excellence Programme positively influences tens of thousands of tourism employees, enhancing sector perceptions and strengthening career potential in tourism.

Employer Exchange Conference

The Employer Excellence Exchange is designed to help tourism businesses share best practice and learn from each other as well as leading experts on key workforce challenges and trends. The event aims to build leadership capabilities in the sector and explores how tourism leaders can build future-ready workplaces, evolve their workplace culture and strategies to unlock greater team performance, drive productivity, and retain top talent in a highly competitive environment. It builds on the Employer Excellence Programme by creating a forum for business leaders, HR leaders and managers to exchange best practice approaches and strategies, informed by Fáilte Ireland's labour-market research, as well as the insights garnered at a sectoral level from employee feedback and trends emerging across the wider workforce. This collaboration strengthens leadership capabilities, workplace culture, improves employee engagement and supports long-term sustainability in the sector.

Tourism Ireland

Tourism Ireland is a North-South body, jointly funded by the Irish Government and the Northern Ireland Executive.

In 2025, overseas visitor spend was worth an estimated €6 billion to the island of Ireland.

Tourism Ireland report on externally hosted events of scale in this jurisdiction i.e., with more than 100 external delegates/guests.

Year	Event	Venue Hire	Food	Drinks	Alcohol	Total Cost
2024	2024 Marketing Plans Launch & Overseas Business Exchange	18,700	39,200	Included in food cost	0	57,900

2025	2025 Marketing Plans Launch & Overseas Business Exchange	24,700	38,600	Included in food cost	0	63,300
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Marketing Plans Launch & Overseas Business Exchange

Tourism Ireland's Marketing Plans Launch & Overseas Business Exchange is a full day, multi-faceted event which is attended by around 600 tourism industry leaders from across Ireland, media and other key stakeholders, who join Tourism Ireland to understand the roll-out of its marketing plans for the year ahead.

Tourism is an industry which is predominantly made up of SMEs. Tourism Ireland invites those businesses to come together once a year to transparently share its overseas marketing plans for the year ahead and to offer those SMEs an opportunity to promote their product / service overseas.

The event involves a plenary session outlining Tourism Ireland's strategy for the year ahead, breakout sessions / deep dives focusing on Ireland's top markets for overseas tourism, as well as a workshop of one-to-one appointments which offers the Irish tourism industry representatives an opportunity to engage directly with Tourism Ireland's overseas staff members, to discuss opportunities for marketing their product / service overseas for the year ahead.