



Our Ref: PQ70352/25

26th January 2026

Mr. Aidan Farrelly T.D.

Dáil Éireann

Leinster House

Kildare Street

Dublin 2

Dear Aidan,

I refer to Parliamentary Question 70352/25 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 of the amounts expended by event in respect of the engagement of an external events management company, in the years 2024 and 2025.

The response indicated that additional time would be needed to obtain the requested information. The response also advised that Enterprise Ireland has a team of internal event managers who provide this service for Enterprise Ireland internally without the need for external events management companies.

Information on amounts expended in respect of external events management companies in the years 2024 and 2025 is included below for IDA Ireland, Failte Ireland and Tourism Ireland. The bodies have reported on large scale events.

I trust this information is of assistance.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Peter Burke', is located below the 'Yours sincerely,' text.

Peter Burke T.D,

Minister for Enterprise, Tourism and Employment

IDA Ireland

Event Management Services:

In 2021, IDA Ireland established a Single Supplier Framework for Event Services following an Invitation to Tender process advertised on the Official Journal of the European Union (OJEU) for the procurement of Event Services. Verve was successfully appointed as the framework supplier.

Verve have managed a number of high-profile events including the IDA Annual Conference & Staff Development Forum, and Special Recognition Awards (SRA) events. The feedback from clients and external stakeholders on the quality of the events was extremely positive and complimentary.

IDA Ireland is reporting on events that include 100 attendees or more.

Agency	Year	Event	External Events Company Involved	Amount Paid to Company
IDA Ireland	2024	Annual Conference & Staff Development Forum	Verve	€164,631
IDA Ireland	2025	Annual Conference & Staff Development Forum	Verve	€202,827
IDA Ireland	2025	Special Recognition Award to Microsoft	Verve	€59,694

Fáilte Ireland

For the purpose of this PQ response, ‘event’ is interpreted as any event of scale hosted by Fáilte Ireland for the tourism industry.

Agency	Year	Event	External Events Company Involved	Amount Paid to Company
Fáilte Ireland	2024	Meitheal	Belgrave Group Ltd T/A Advantage Group	€129,337.68
Fáilte Ireland	2025	Meitheal	Belgrave Group Ltd T/A Advantage Group	€158,935.23
Fáilte Ireland	2025	Conference Ambassador Awards	Conference Partners IRE TA Event Partner	€43,050.00
Fáilte Ireland	2024	Employer Excellence Awards	Verve Marketing Ltd	€21,463.50
Fáilte Ireland	2025	Employer Excellence Awards 2025	Verve Marketing Ltd	€24,575.40
Fáilte Ireland	2024	Employer Excellence Exchange Conference	Verve Marketing Ltd	€24,600.00
Fáilte Ireland	2025	Employer Excellence Exchange Conference	Verve Marketing Ltd	€22,140.00
Fáilte Ireland	2024	Golf Convention	Limerick Travel Ltd	€27,071.77
Fáilte Ireland	2024	Golf Convention	Limerick Travel Ltd	€32,226.00

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.

Agency	Year	Event	External Events Company Involved	Amount Paid to Company
Tourism Ireland	2024	2024 Marketing Plans Launch & Overseas Business Exchange	CMS	€8,733.00** incl VAT
Tourism Ireland	2025	2025 Marketing Plans Launch & Overseas Business Exchange	CMS	€9,524.81** incl VAT
** the event management company supports Tourism Ireland in organising two launch events (one in Dublin and one in Belfast). The amount paid noted in the table is an estimated portion of the overall bill relevant to the Dublin event only.				

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.