

Irish Aviation Authority
The Times Building
11–12 D'Olier Street
Dublin 2, D02 T449,
Ireland

T: 01-6031100

Údarás Eitlíochta na hÉireann
Foirgneamh na hAmanna
11–12 Sráid D'Olier
Baile Átha Cliath 2, D02 T449,
Éire

WWW.IAA.IE



ÚDARÁS EITLÍOCHTA NA hÉIREANN
IRISH AVIATION AUTHORITY

25/09/2026

Dail Question No: 312

To ask the Minister for Transport the total amount his Department and Departmental agencies have spent in 2025 and to date in 2026 on social media and web advertising; the proportion this is of his Department's advertising budget; and if he will make a statement on the matter.

Identical Question(s): to all Depts.

Deputy Brennan

Please find as follows a response to your PQ referred, 60931/26.

	2025	2026
Spend on social media and web advertising	4,342.58	29,384.70
Advertising Budget	32,000	156,000
% of advertising spend	14%	19%

Sincerely

Alec

Bord Stiúrthóirí / Board of Directors

Rose Hynes (Cathaoirleach/Chairman),
Declan Fitzpatrick (Príomhfheidhmeannach/Chief Executive)
Gerry Lumsden, Joan McGrath, Patrick Knight, Dermot
Griffin, Ann McGarry, Nóirín O'Sullivan and Colum Hanifan

Oifig Chláraithe:

Foirgneamh na hAmanna, 11-12 Sráid D'Olier
Baile Átha Cliath 2, D02 T449, Éire
Uimhir Chláraithe: 211082. Áit Chláraithe:
Éire Cuideachta Ghníomhaíochta Ainmnithe.

Registered Office:

The Times Building, 11-12 D'Olier Street
Dublin 2, D02 T449, Ireland
Registered No. 211082. Registered in Ireland
A Designated Activity Company