

Fáilte Ireland Hotel Survey

July 2024 Summary Report



Table of Contents

- 1 Executive Summary
- 2 Ireland Room & Bedspace Occupancy
- 3 Ireland ADR & RevPAR
- 4 Ireland Source Markets
- 5 County Occupancy
- 6 County ADR & RevPAR
- 7 County Source Markets
- 8 Performance by Grade
- 9 Methodology Statement

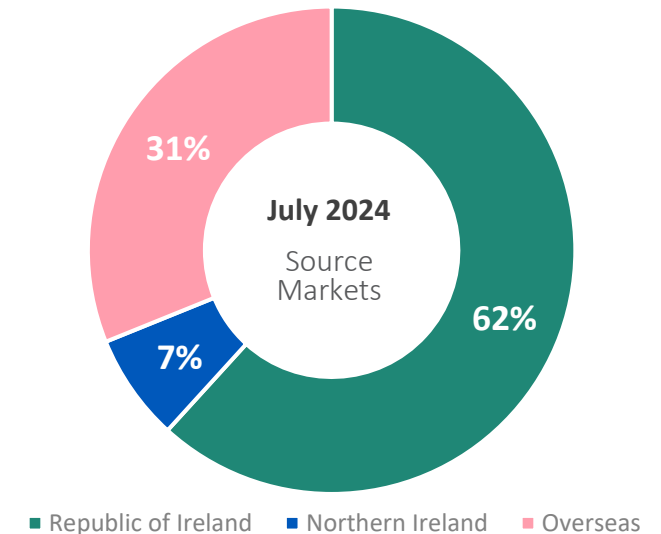
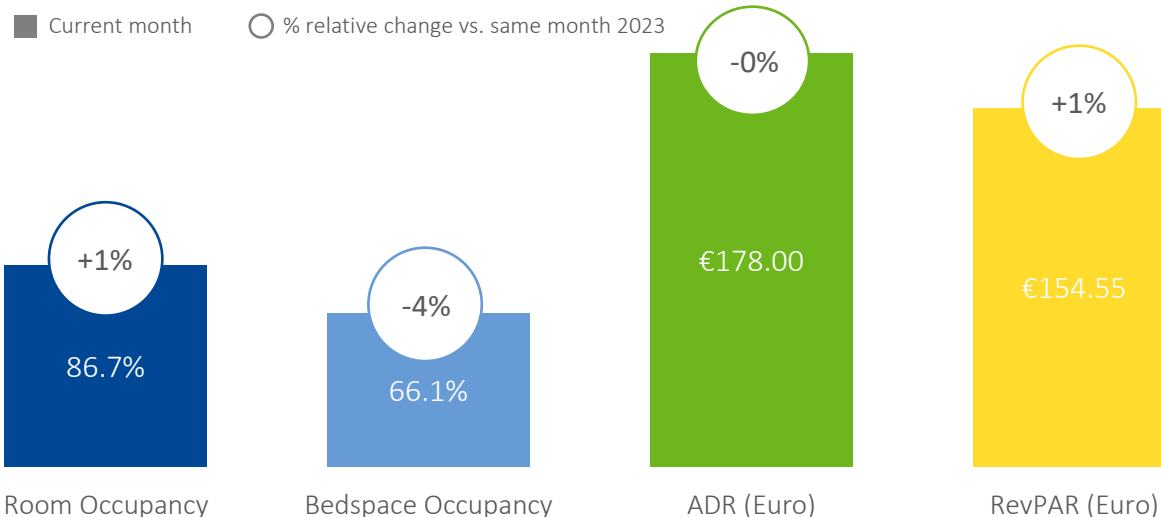


Executive Summary

July occupancy growth was modest, and bedspace demand declined compared to last year, a possible indication of a shift in the business and leisure travel mix. Leisure travellers generate larger travel parties which elevates bedspace demand whilst business travellers tend to travel solo. Hotels across the country recorded an average daily rate of €178.00 for the month which was flat compared to last year whilst down significantly -6.9% (-€13.27) compared to last month. A similar month on month decline occurred in 2023 however the decrease was modest (-1.1%).

As travel patterns change across the globe, source market shifts took place with the share of Irish guests increasing whilst the proportion of overseas and Northern Ireland visitors decreased compared to last year. Performance across counties varied greatly with year-on-year occupancy percentage point change ranging from +21.0 to -8.4. July performance by grade also deviated from the national average with 5-star hotels posting occupancy and ADR increases, 3-star hotels posting decreases in both metrics and 4-star hotels splitting the difference with an occupancy increase and an ADR decrease.

Key Performance Indicators



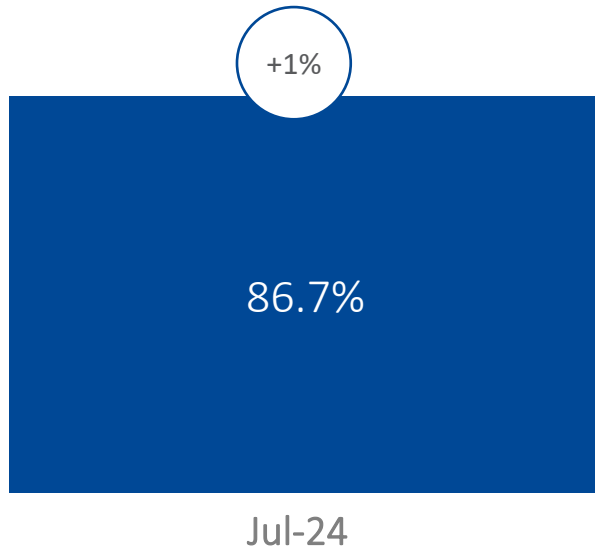
Ireland Room & Bedspace Occupancy: July 2024



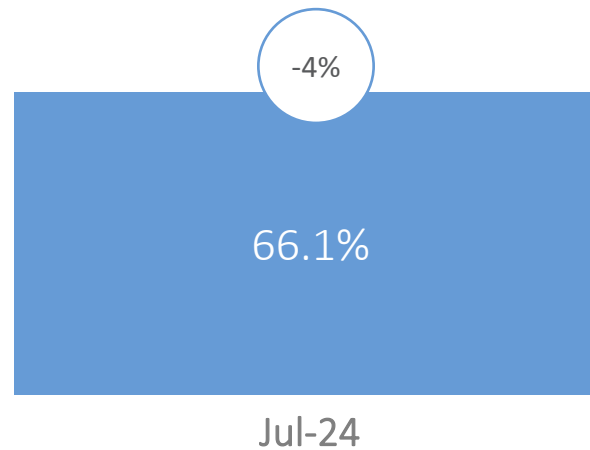
Room occupancy in July reached the 2nd highest level of the year (86.7%) following the top performance in June (87.5%). This marginal decrease is expected as a similar decrease occurred last year only to recover in August. The three years prior to the pandemic also experienced this month-on-month shift. Compared to last July, room occupancy recorded a slight increase (+0.9%). More notable is the significant decline in bedspace demand (-4.3%) compared to the same month last year. This pattern of room demand increasing whilst bedspace demand declines is likely due to a shift in the mix of leisure and business travel. Leisure travel parties generally include more than one person while business and conference travellers tend to travel alone. Occupancy increases and bedspace decreases occur with a reduction in travel party size. Possible reasons for this shift maybe attractive exchange rates and marketing efforts luring leisure travellers to destinations beyond Ireland along with increased economic pressures on consumers. At the same time, business travellers are slowly returning to pre-COVID levels. Counties with sufficient data to report were evenly split across the two measures with about half showing increases and half showing decreases in both room demand and bedspace demand.

■ Current month ○ % relative change vs. same month 2023

Room Occupancy



Bedspace Occupancy



Highest room occupancy in July

94.2%

Saturday 6th July 2024

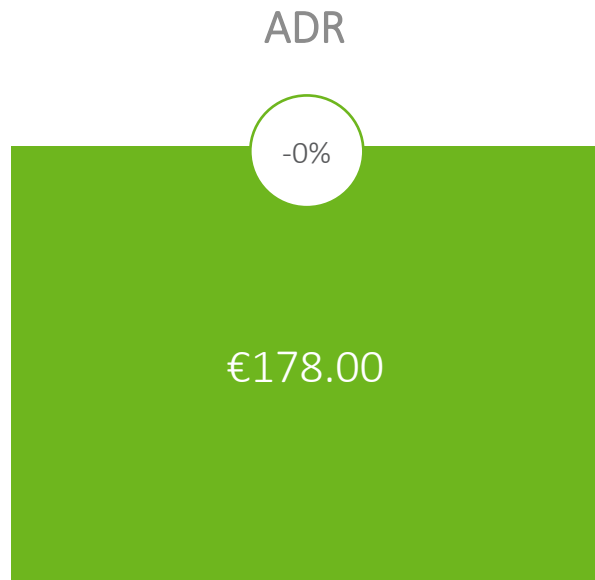
Highest / lowest performing days of the month

Saturday (93.9%) / Sunday (82.2%)

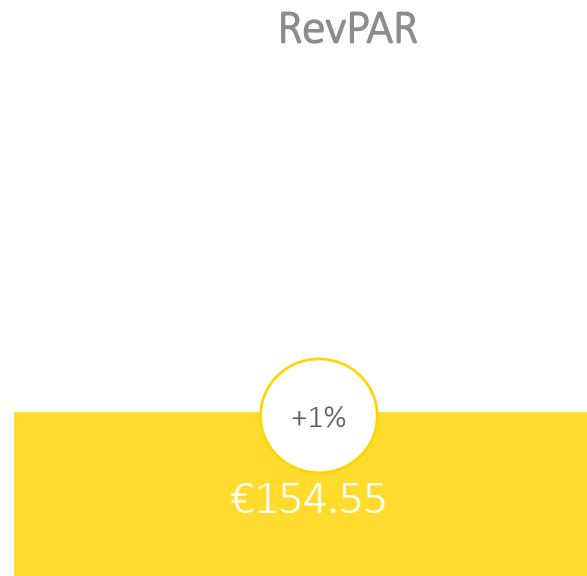
Ireland ADR & RevPAR: July 2024

July Average Daily Rate of €178.00 was flat compared to last year and down significantly -6.9% (-€13.27) compared to last month. A similar month-on-month decline occurred in 2023 however the decrease was modest (-1.1%). Revenue per available room, a combination of occupancy and rate, increased 0.7% year-on-year, entirely the result of an occupancy increase with ADR unchanged. Just under half of reporting counties (eight out of 17) posted year-on-year ADR and RevPAR decreases and seven counties experienced ADR and RevPAR decreases compared to June.

■ Current month ○ % relative change vs. same month 2023



July -24



July -24

Highest RevPAR in July

€ 208.00

Saturday 6th July 2024

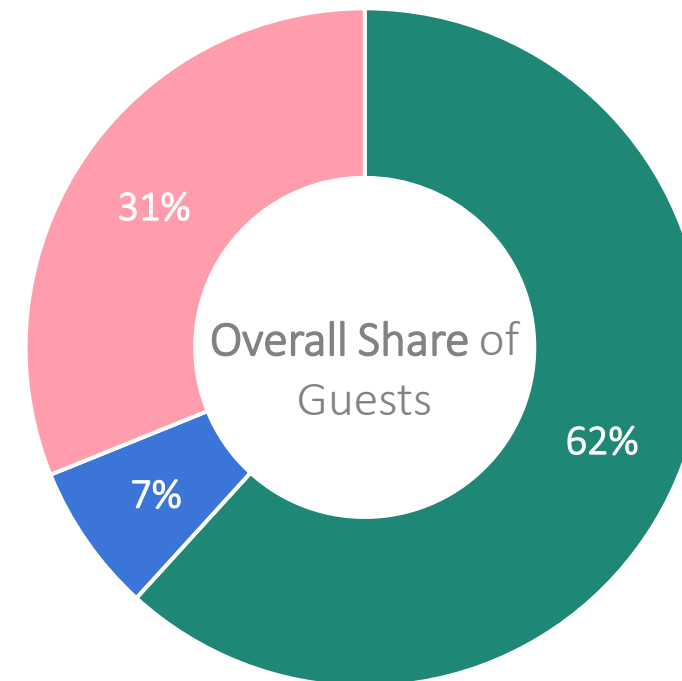
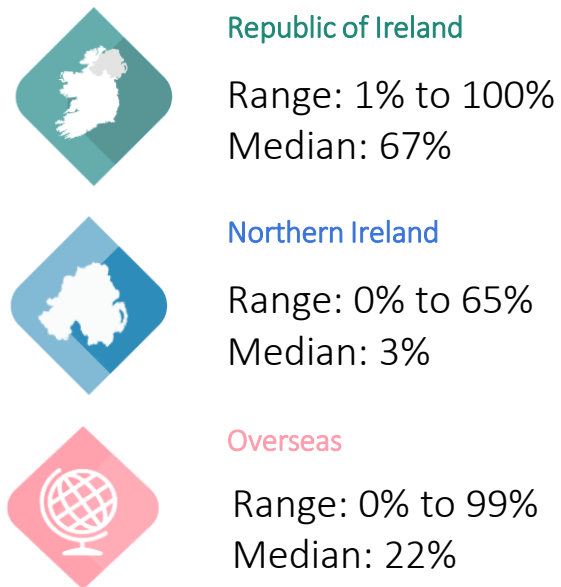
Highest / lowest (RevPAR)
performing days of the month

Saturday (€203.59) / Sunday (€144.16)

Note: Average Daily Rate (ADR) is the average room rate (excluding taxes) charged by hotels.
Note: Revenue Per Available Room (RevPAR) is the total room revenue divided by the total number of available rooms.

Ireland Source Markets: July 2024

Travel patterns changing across the globe impacted by exchange rates, the economy and the change of seasons highlights the importance of understanding where guests are coming from. Domestic visitors represented the majority (61.8%) of guests in Ireland in July. Overseas visitors made up just under one-third (31.1%). Guests from Northern Ireland representing 7.1% of all visitors was higher than the average annualised measure.



Note: Range is the lowest and highest share of guests stated by hotels.

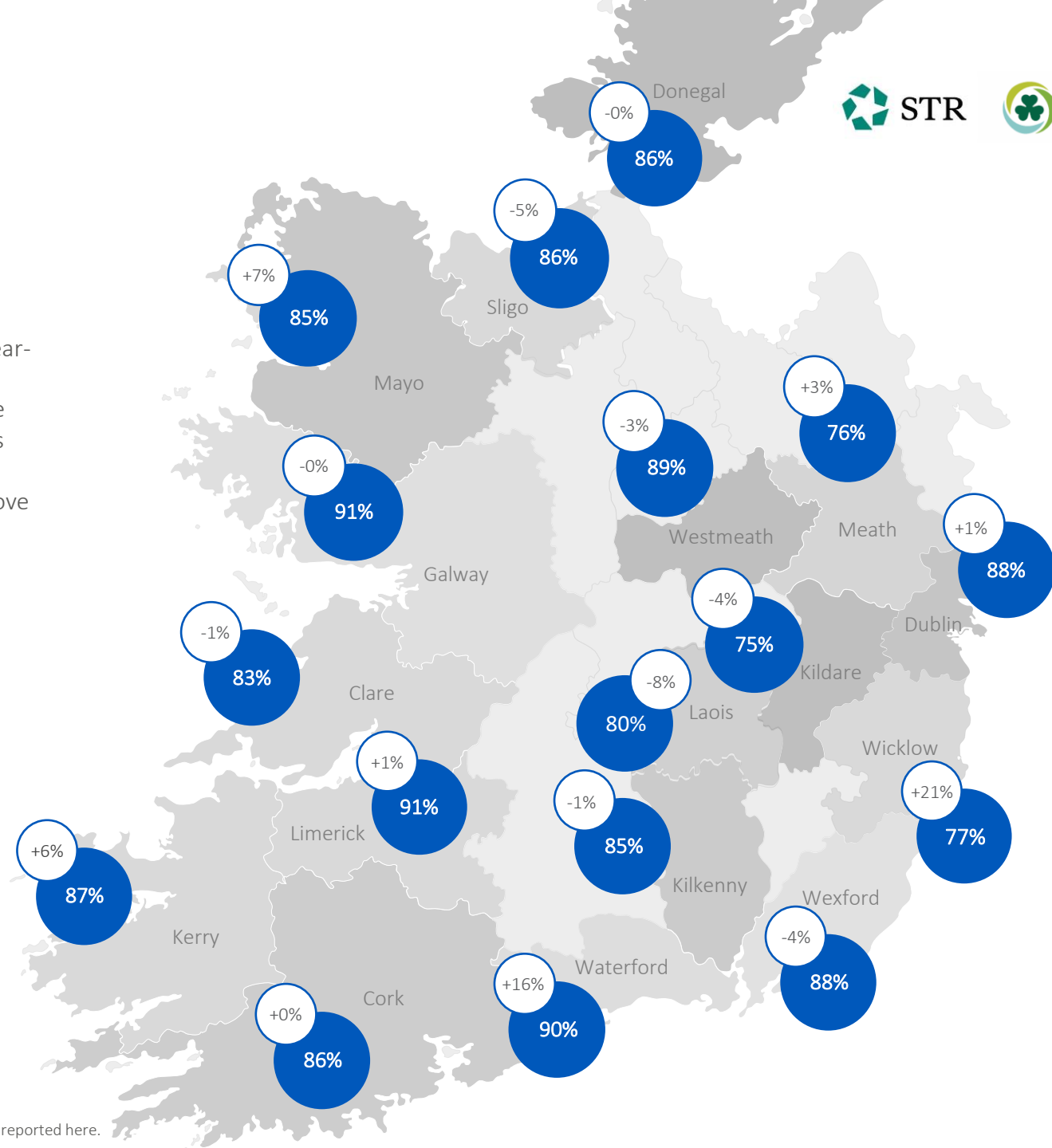
Note: Median is the value separating the higher half from the lower half of the data, sometimes referred to as the "middle" value. A median value can also be the lowest or highest value and so July also be represented in the range.

County Occupancy



● Current month room occupancy ○ % relative change vs. same month 2023

Unlike the national trend showing a modest year-on-year increase in occupancy (+0.9% pts), counties across Ireland varied greatly with year-on-year changes ranging from +21.0% pts in Wicklow, to -8.4% pts in Laois. Also, unlike the national trend showing a small -0.8 percentage point month-on-month decrease, only 7 of the 17 reporting counties noted an occupancy decrease from June. Dublin, Galway, Kerry, Limerick, Waterford, Westmeath and Wexford posted occupancy above July's national average of 86.7%.



Note: There are 17 counties with sufficient room occupancy data in July 2024. These are displayed and reported here.

County ADR & RevPAR



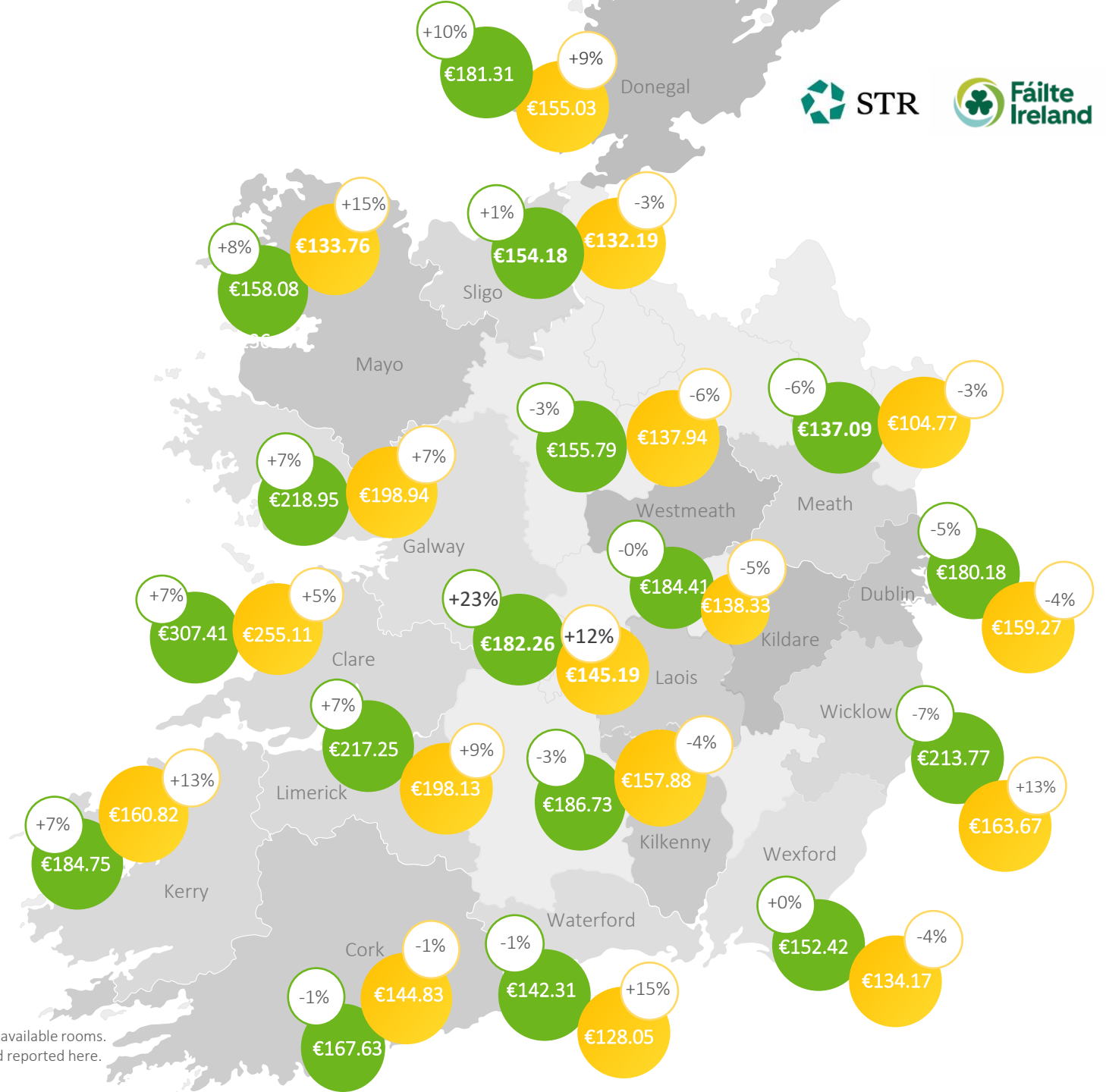
● ADR ● RevPAR ● % relative change vs. same month 2023

Average Daily Rate (ADR)

While national ADR was unchanged year-on-year, nine of 17 counties recorded increased ADR. Clare posted the highest ADR across all counties for the 3rd month in a row at €307.41, increasing 6.6% compared to last year and 3.1% compared to last month. Galway produced the 2nd highest ADR (€218.95) increasing 6.7% over last year and 7.8% over last month. Dublin, after posting the 2nd highest ADR in June, saw a 4% year-on-year drop in July.

Revenue Per Available Room (RevPAR)

RevPAR increased year-on-year for nine of 17 counties. Five counties, Kerry, Laois, Mayo, Waterford and Wicklow posted RevPAR increases of over 10%. Wicklow recorded positive RevPAR lifted entirely by occupancy whilst ADR declined. Sligo posted negative RevPAR year-on-year due to an occupancy decrease of -4.5% despite a 1.5% increase in ADR.



Note: Average Daily Rate (ADR) is the average room rate (excluding taxes) charged by hotels.
 Note: Revenue Per Available Room (RevPAR) is the total room revenue divided by the total number of available rooms.
 Note: There are 17 counties with sufficient ADR and RevPAR data in July 2024. These are displayed and reported here.
 Note: -/+0% indicates decline/growth of less than 1%.

County Source Markets



Republic of Ireland



Northern Ireland



Overseas

The Republic of Ireland accounted for the highest proportion of hotel guests across nine of the 11 reporting counties. Clare and Dublin received the highest share of visitors from overseas. Donegal hosted an almost even distribution of guests from all three regions with 36.4% of guests coming from the Republic, 34.7% from overseas, and 28.9% from Northern Ireland.

	Republic of Ireland	Northern Ireland	Overseas
Clare	48%	*	52%
Cork	65%	8%	26%
Donegal	36%	29%	35%
Dublin	42%	8%	50%
Galway	69%	4%	27%
Kerry	67%	1%	32%
Kildare	76%	7%	17%
Kilkenny	79%	8%	13%
Limerick	77%	1%	22%
Mayo	79%	8%	13%
Meath	89%	6%	5%

Performance By Grade



July performance by grade deviated from the national average. Occupancy growth varied with 5-star hotels producing the greatest year-on-year increase (3.4%) and 3-star hotels essentially unchanged (-0.1%). 4-star hotels occupancy grew by 1.7%. Compared to last year, ADR increased at 5-star hotels (1.4%) for the 2nd month in a row after nine months of decline. ADR at 4-star and 3-star hotels decreased by -2.1% and -2.3% respectively.

	5 Star	4 Star	3 Star
Occupancy	80.4%	88.5%	87.9%
ADR	€ 389.06	€ 164.48	€ 145.55
RevPAR	€ 312.63	€ 145.51	€ 127.96

Methodology Statement

In July 2021, Fáilte Ireland re-launched its Hotel Survey in partnership with STR, a leading global hospitality data benchmarking, analytics and insights provider.

The new survey collects the following information per month based on two data collection systems:

Rooms Data (collected on an ongoing basis using STR's proprietary systems)

- Total number of available rooms
- Number of sold occupied rooms
- Net rooms revenue

This data is used to calculate the three most relevant metrics within the accommodation industry namely: Room Occupancy, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR).

Bedspaces Data (collected by monthly online survey administered by STR)

- Bedspaces sold to key markets (Republic of Ireland, Northern Ireland and Overseas)
- Total number of available bedspaces

This data is used to calculate bedspace occupancy, which is the proportion of available bedspaces sold each month, and share of guests by the key markets.

Additional Notes

- Where applicable in this report, data is compared with the same data of 2023.
- Ireland room occupancy, bedspace occupancy, ADR and RevPAR for the current month and for the same month in 2023 are calculated using a weighted average methodology to reflect the supply of hotel accommodation in the regions of Ireland. No other data points in this report are based on weighted averages.
- The classification system referred to in this report is [Fáilte Ireland's hotel classification](#) as prescribed under Section 39 of the Tourist Traffic Act.
- The samples of participants in the two data collection systems are different. Therefore, some data points July not appear consistently throughout the report.
- All units given throughout this report represent a positive number, unless stated otherwise.
- Percentage change figures are expressed in relative terms (not in absolute terms), unless stated otherwise.
- "n/a" or blank spaces in this report indicate insufficient data to enable reporting of a data point. This is done to protect the anonymity of responses and ensure full data confidentiality.

- Data in these reports is not consistent with previous reports published by Fáilte Ireland prior to the July 2021 report.

The sample for this month's report: (Rooms Data n=267, Bedspace / Source Market Data n=189, Overall Universe of Hotels n=833).

- STR methodology provides for humanitarian use of hotel rooms in the following ways:
 - Data from hotels that are exclusively accommodating beneficiaries of temporary protection are excluded from STR reporting. The hotel is marked as temporarily closed in our system.
 - Data from hotels that continue to operate their business while accommodating beneficiaries of temporary protection is included in our reporting. For these hotels, our reporting includes data relating to the rooms 'sold' for both purposes unless accommodation for beneficiaries of temporary protection has been donated by the hotel, in which case the room is treated as 'complimentary' and, thus, excluded.
- Further details about STR's hotel data methodology can be found [here](#).

For more information please contact:

Website: www.str.com

Telephone: (+44) (0) 207 922 1930

Email: industrydata@str.com

