Fáilte Ireland Hotel Survey

June 2024 Summary Report

Table of Contents

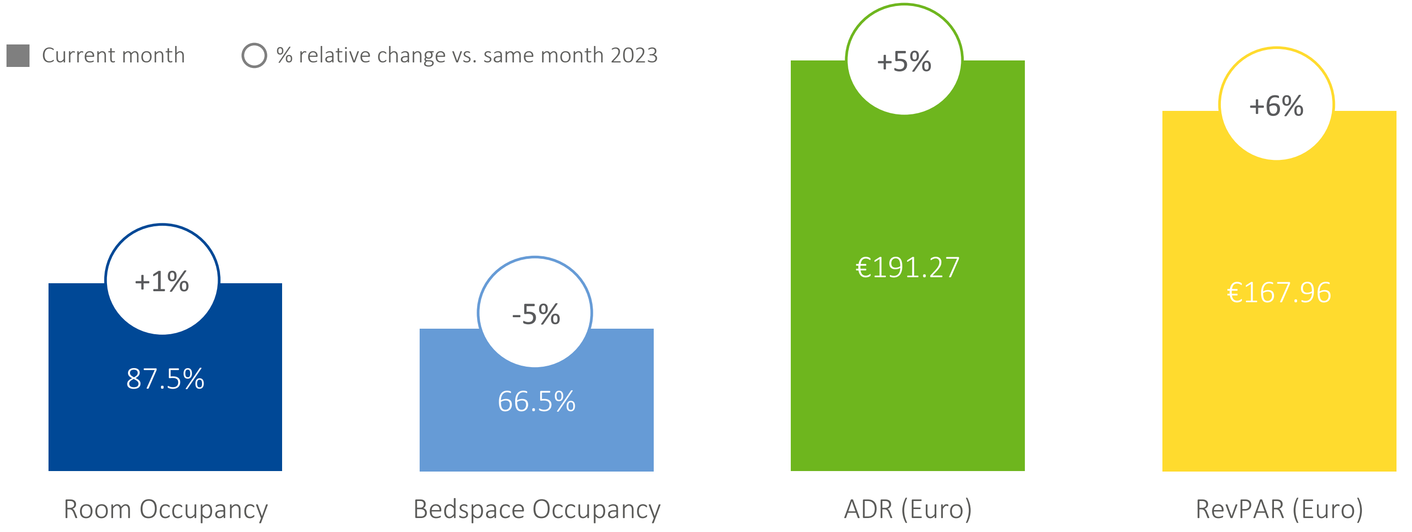
STR Fáilte Ireland

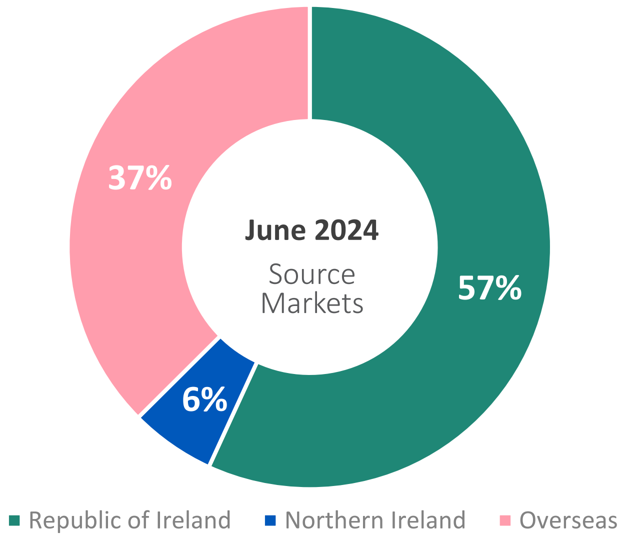
Executive Summary

Following May's exceptional performance, June continued to be positive. Whilst June occupancy growth was modest and bedspace demand declined, rates increased resulting in positive revenue per available room. Hotels across the country recorded an average daily rate of €191.27 for the month which was the 2nd greatest year-on-year increase (4.8%) since last summer with May posting the greatest increase. Most counties recorded year-on-year ADR gains. Dublin experienced record-breaking hotel performance during the final weekend in June boosted by events including Taylor Swift's stadium tour along with, Shania Twain at Malahide Castle, Dublin Pride and the All-Ireland GAA quarterfinals.

As the country moves into peak tourist season, expected source market shifts took place with the share of overseas guests increasing compared to last month. June performance by hotel grade followed the strong ADR performance seen nationally with 5-star hotels experiencing their first ADR increase following eight consecutive months of decreases.

Key Performance Indicators



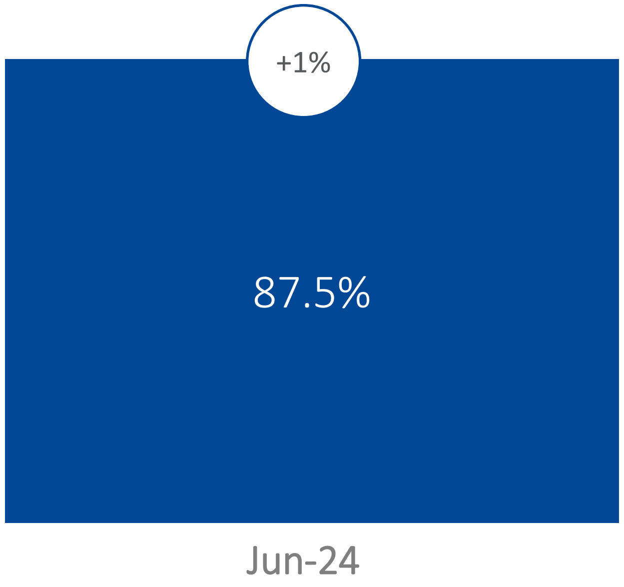


Ireland Room & Bedspace Occupancy: June 2024

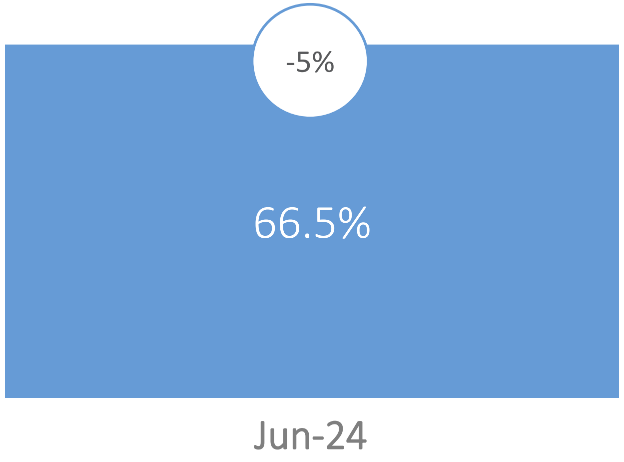
June occupancy and bedspace demand continue to grow compared to last month as is expected moving into peak season. June room occupancy increased 1.9% and bed occupancy increased 3.9% compared to May. Performance was muted compared to last year with occupancy up slightly (0.9%) while bedspace demand declined (-5.3%). Given that June is a strong month for leisure travel, this pattern is surprising - a decline in bedspace occupancy while room occupancy holds steady is often an indication of more business travellers who tend to travel alone. Bedspace demand was down year-on-year for five of the seven counties reporting bed occupancy.

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

Room Occupancy



Bedspace Occupancy



Highest room occupancy in June

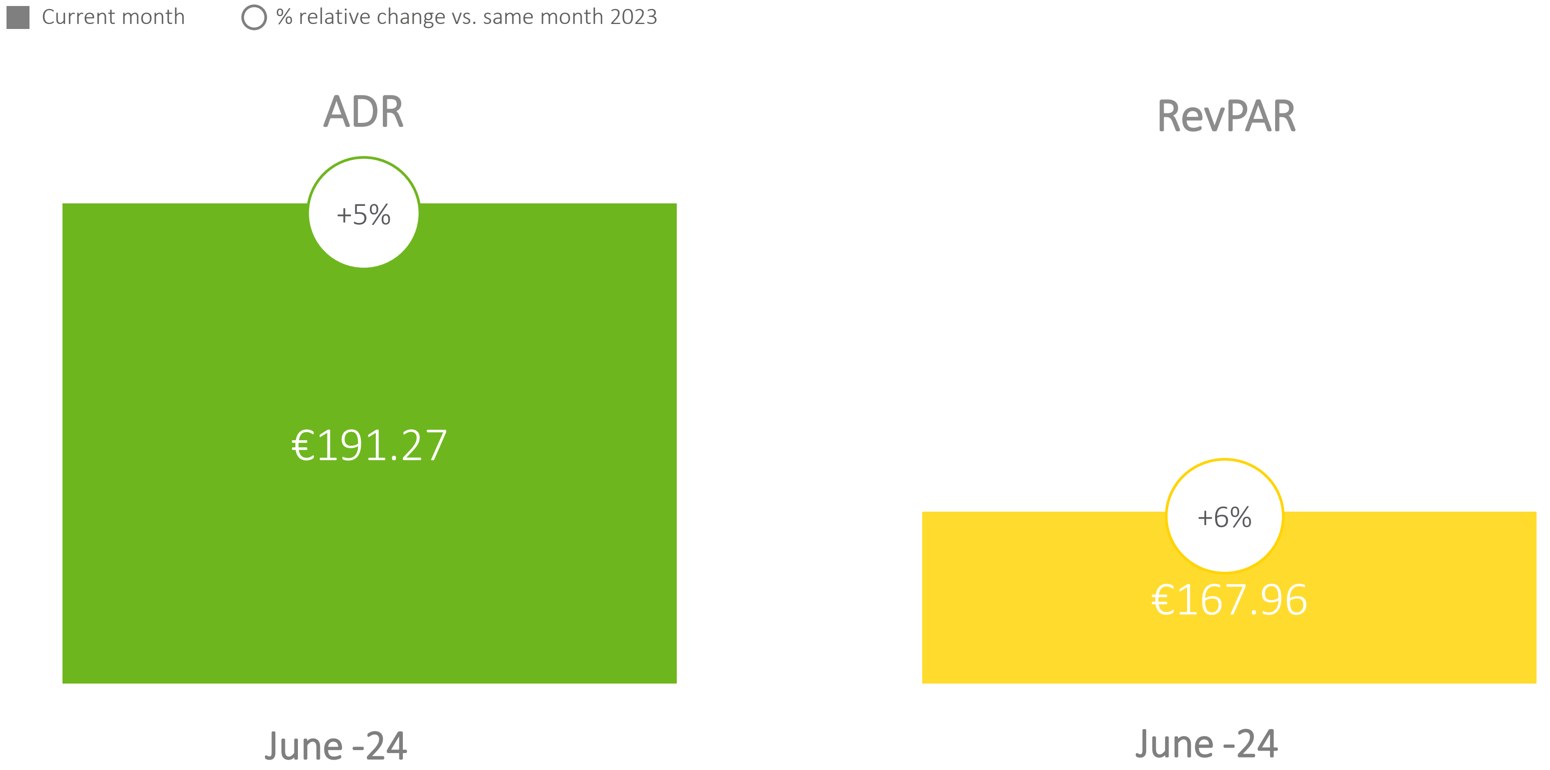
94.5%
Saturday 29th June 2024

Highest / lowest performing days of the month

Saturday (92.9%) / Sunday (81.5%)

Ireland ADR & RevPAR: June 2024

June posted a healthy Average Daily Rate of €191.27 which was up 6.2% (€11.13) compared to last month and 4.8% compared to last year. Revenue per available room, a combination of occupancy and rate, increased 5.7% year-on-year, a result of both the occupancy and ADR increase. Thirteen of the 17 reporting counties posted ADR increases and 15 counties reported RevPAR increases.



Highest RevPAR in June

€ 249.76

Saturday 29th June 2024

Highest / lowest (RevPAR) performing days of the month

Saturday (€218.09) /
Monday (€156.05)

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: June 2024

Understanding the source markets, where guests are travelling from, remains an essential part of hotel sales and marketing strategy. Domestic visitors represented the majority (56.9%) of guests in Ireland in June. Overseas guests made up one-third of guests (37.4%). Guests from Northern Ireland held steady at 5.7% which aligns with the average measure (5.7%) of Northern Irish guests across the year.

Republic of Ireland

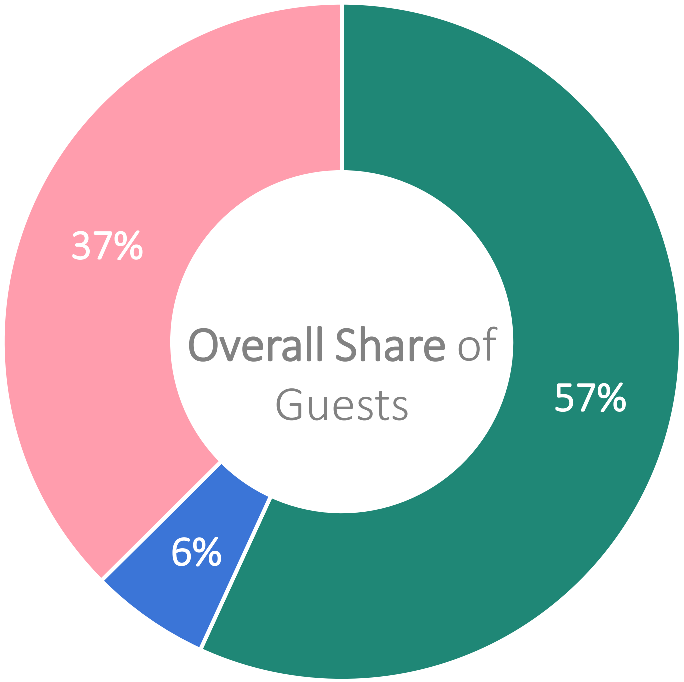
Range: 0% to 100%
Median: 67%

Northern Ireland

Range: 0% to 37%
Median: 2%

Overseas

Range: 0% to 100%
Median: 25%

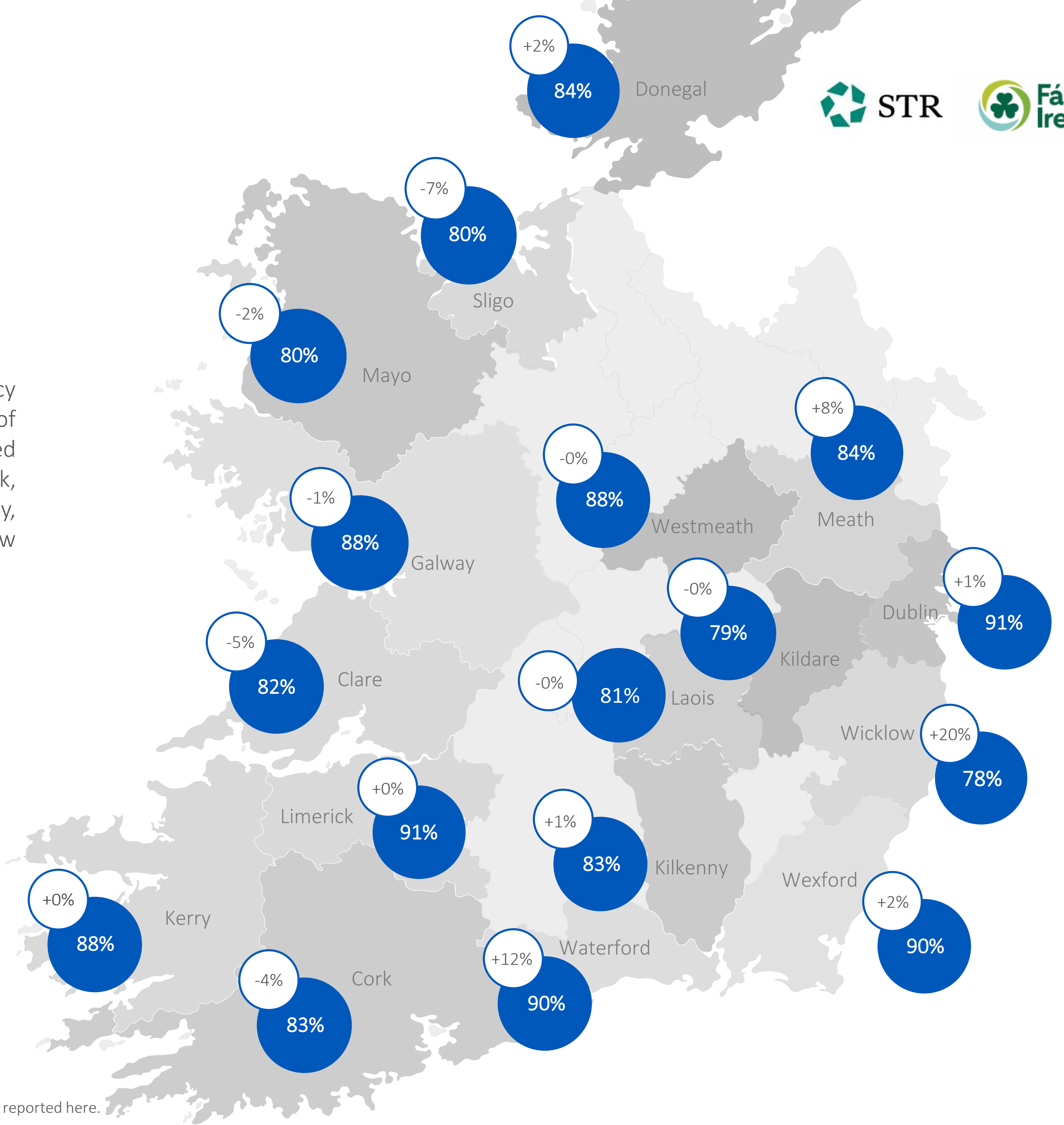


Note: Range is the lowest and highest share of guests stated by hotels.
Note: Median is the value separating the higher half from the lower half of the data, sometimes referred to as the “middle” value. A median value can also be the lowest or highest value and so June also be represented in the range.

County Occupancy

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

In June 2024 most counties noted a modest change in occupancy with 8 of 17 reporting counties posting an occupancy change of between +/- 1%. Counties with the greatest variability included Waterford and Wicklow with double-digit increases whilst Clare, Cork, and Sligo posted the greatest decreases. Compared to May, occupancy rates increased across 11 of 17 counties with Wicklow recording a double-digit lift.



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

County ADR & RevPAR

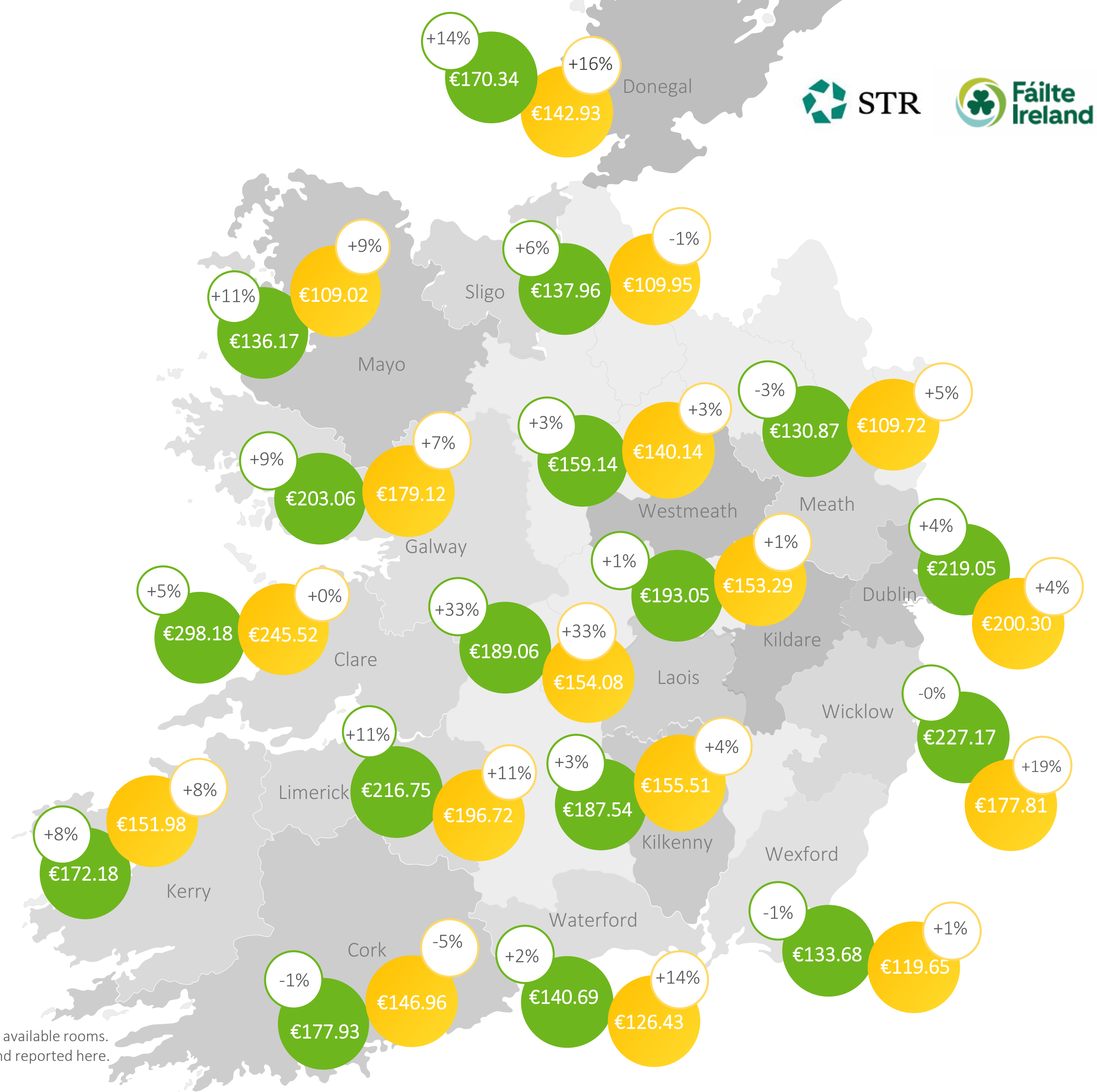
ADR RevPAR % relative change vs. same month 2023

Average Daily Rate (ADR)

While the country overall posted a healthy year-on-year ADR increase of 4.8%, half of all counties (8 of 17 reporting) exceeded this increase. Clare posted the highest ADR across all counties at €298.18 increasing 4.9% compared to last year and 16.8% compared to last month. Wicklow produced the 2nd highest ADR (€227.17) dropping 0.2% over last year and 4.6% over May.

Revenue Per Available Room (RevPAR)

RevPAR increased year-on-year for all counties except Cork and Sligo. Five counties, Donegal, Laois, Limerick, Waterford and Wicklow posted increases of over 10%.



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 June 2024. These are displayed and reported here.
Note: -/+0% indicates decline/growth of less than 1%.

County Source Markets

The Republic of Ireland accounted for the most hotel guests across six of the 10 reporting counties. Clare, Dublin and Galway received the highest share of overseas visitors. As we have seen in previous months and years Donegal hotels hosted a higher proportion of guests from Northern Ireland due to the county's proximity to the border.

	Republic of Ireland	Northern Ireland	Overseas
Clare	47%	0%	53%
Cork	85%	5%	10%
Donegal	46%	17%	36%
Dublin	38%	7%	56%
Galway	49%	2%	49%
Kerry	66%	1%	33%
Kildare	81%	1%	18%
Limerick	81%	3%	16%
Mayo	83%	6%	11%
Wexford	88%	10%	2%

Note: There are 10 counties with sufficient source market data in June 2024. These are displayed and reported here.

Performance By Grade

June ADR performance by grade followed the national trend with year-on-year increases across all grades. Occupancy performance varied with 5-star hotels producing the greatest increase (+3.0%) and 3-star hotels seeing a decrease (-2.9%). 4-star hotels fell in the middle with occupancy up 1.3%. ADR elevated RevPAR performance for all hotel grades. This is the first month ADR increased among 5-Star hotels following eight consecutive months of decline.

	5 Star	4 Star	3 Star
Occupancy	83.6%	89.6%	87.8%
ADR	€ 415.70	€181.52	€159.28
RevPAR	€347.47	€162.56	€139.93

Note: There are 3 property class types with sufficient source market data in June 2024. These are displayed and reported here.

Methodology Statement

In June 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 June 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 June 2021 report.

  The sample for this month's report: (Rooms Data n=271, Bedspace / Source Market Data n=199, 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.

STR Fáilte Ireland

For more information please contact:

Website: www.str.com
Telephone: (+44) (0) 207 922 1930
Email: industrydata@str.com