

Fáilte Ireland Hotel Survey

September 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

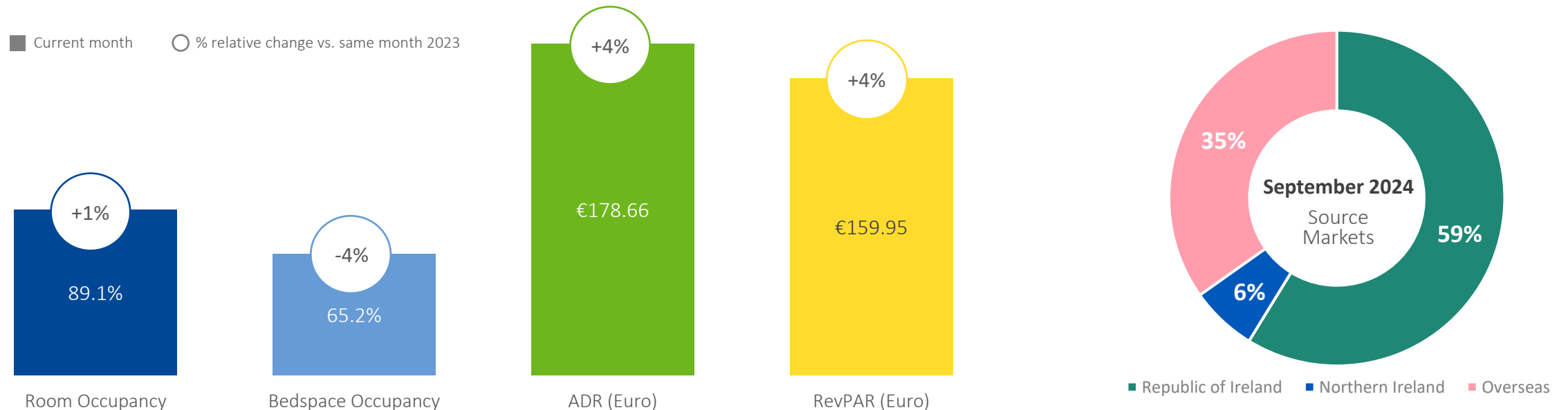


Executive Summary

In September 2024, Irish hotels closed out the peak tourism season with room occupancy at 89.1% increasing marginally at 0.7% year-on-year. While modest, this month was just 1.5% below August's season high occupancy of 90.5%. Bedspace occupancy dipped year-on-year down 2.4 percentage points, a sign of a return to normal trading conditions. September's Average Daily Rate increased 3.7% year-on-year whilst dropping back from the peak levels seen over the past three months which is expected as the season winds down. With only modest occupancy gains, ADR served as the primary driver of Revenue Per Available Room which increased 4.3% year-on-year.

Regionally, all but three counties experienced a RevPAR increase. As travel returns to normal patterns across the globe, source market shifts took place with the share of Irish guests increasing across the country as the share of overseas guests decreased compared to last year. Only two counties, Clare and Dublin, welcomed a majority of guests from overseas however year-on-year this number decreased in Clare and increased in Dublin.

Key Performance Indicators



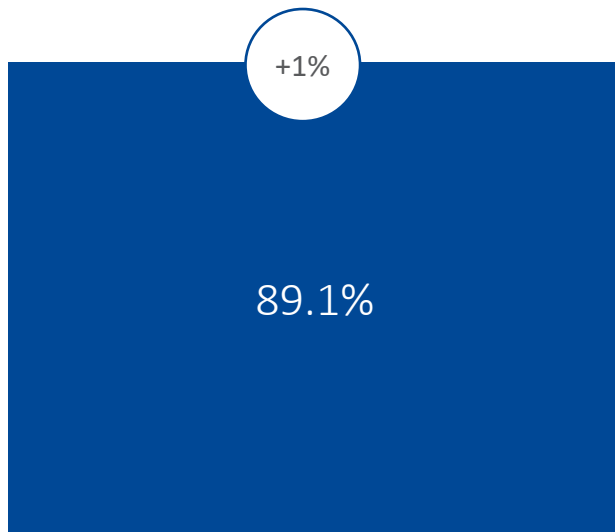
Ireland Room & Bedspace Occupancy: September 2024



September 2024 room occupancy increased 0.7% to 89.1% while bedspace occupancy dipped 2.4 percentage points compared to September last year. Occupancy increasing while bedspace decreases is a sign that some leisure travel is slowing while business/conference travel continues to stabilize. Across the reporting counties, room occupancy was below the national average across most counties (11 of 17). September also signals the end of the high season which is evident in the month-on-month decline (-1.5%) in occupancy and bedspace (-9.7%) compared to August's peak. When compared to last month, the majority of counties followed the national trend posting month-on-month declines which are expected as the season winds down.

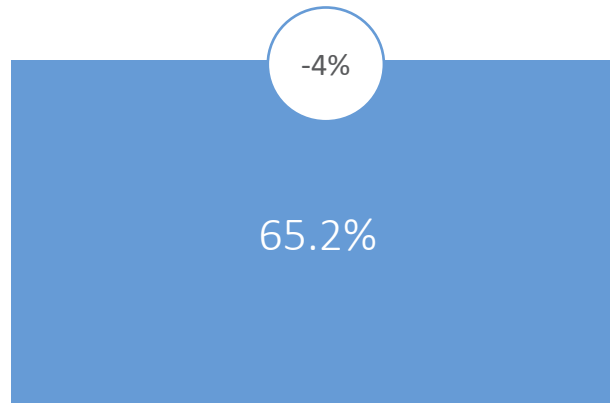
■ Current month ○ % relative change vs. same month 2023

Room Occupancy



Sep-24

Bedspace Occupancy



Sep-24

Highest room occupancy in September

96.5%

Saturday 7th September 2024

Highest / lowest performing days of the month

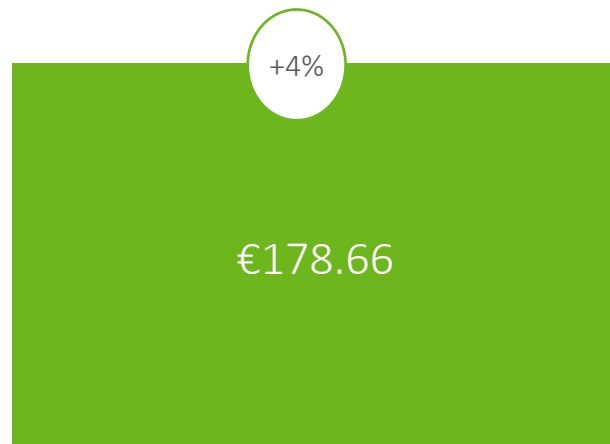
Saturdays (95.4%) / Sundays (80.2%)

Ireland ADR & RevPAR: September 2024

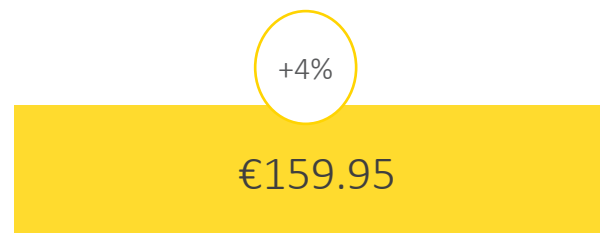
September's Average Daily Rate dropped back from the peak levels seen over the past three months. This decline is in line with normal seasonal patterns. Nationally, ADR at €178.66 increased 3.7% compared to last year while decreasing 8.3% or €16.16 compared to August's rate of €194.82. ADR increases over the peak travel season (May to September) softened this year increasing an average of 3.3% compared to 9.3% during the same months last year, a signal that the sector's ability to maintain growth is evolving. A return to a pre-pandemic business mix (as hotels secure more group and corporate contracts which may be lower rated) along with economic pressures, may be impacting this shift. Revenue per available room, a combination of occupancy and rate, increased 4.3% year-on-year, however, as with ADR, these increases are slowing. ADR continues to be the main RevPAR driver, growing faster than occupancy year on year. ADR is expected to soften considerably in line with seasonal patterns as the year comes to an end. Most of the reporting counties followed national trends posting year-on-year ADR and RevPAR increases while decreasing month on month.

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

ADR



RevPAR



Highest RevPAR in September

€221.42

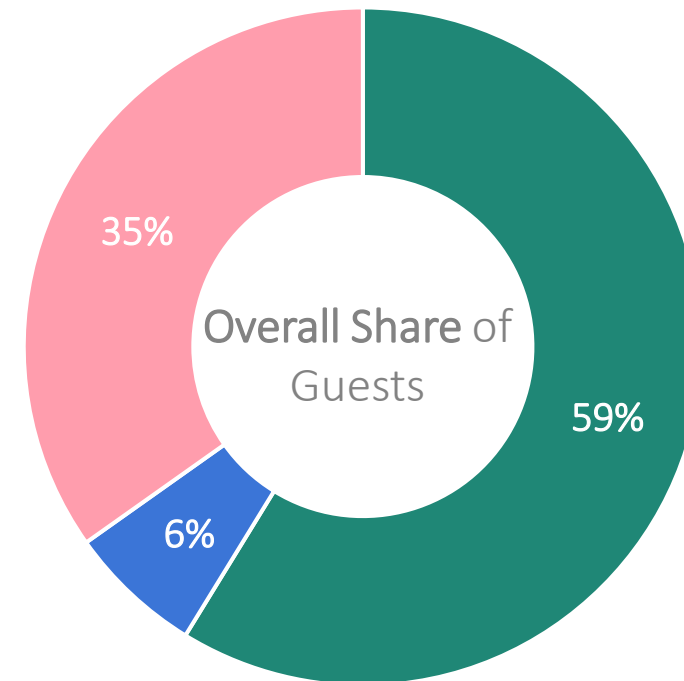
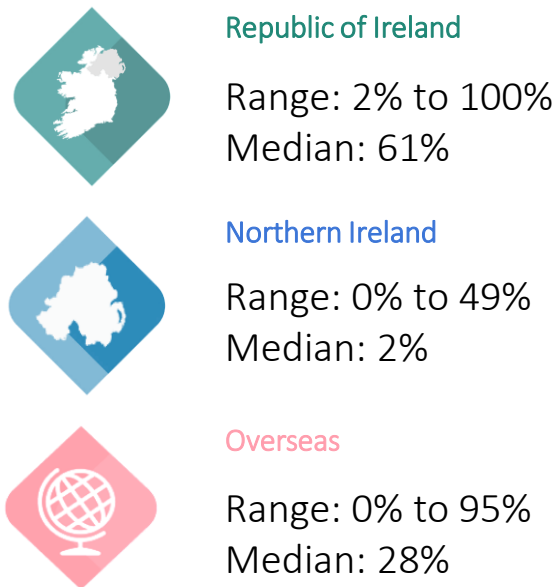
Saturday 7th September 2024

Highest / lowest (RevPAR)
performing days of the month

Saturdays (€207.83) / Sundays (€142.18)

Ireland Source Markets: September 2024

Understanding the origin of visitors is vital for sales and marketing teams to accurately target the right audience. Domestic customers account for the majority of bedspaces sold at 58.8%. Overseas visitors at 34.8% make up the largest proportion of visitors outside the Republic followed by guests from Northern Ireland at 6.4%.



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 may also be represented in the range.

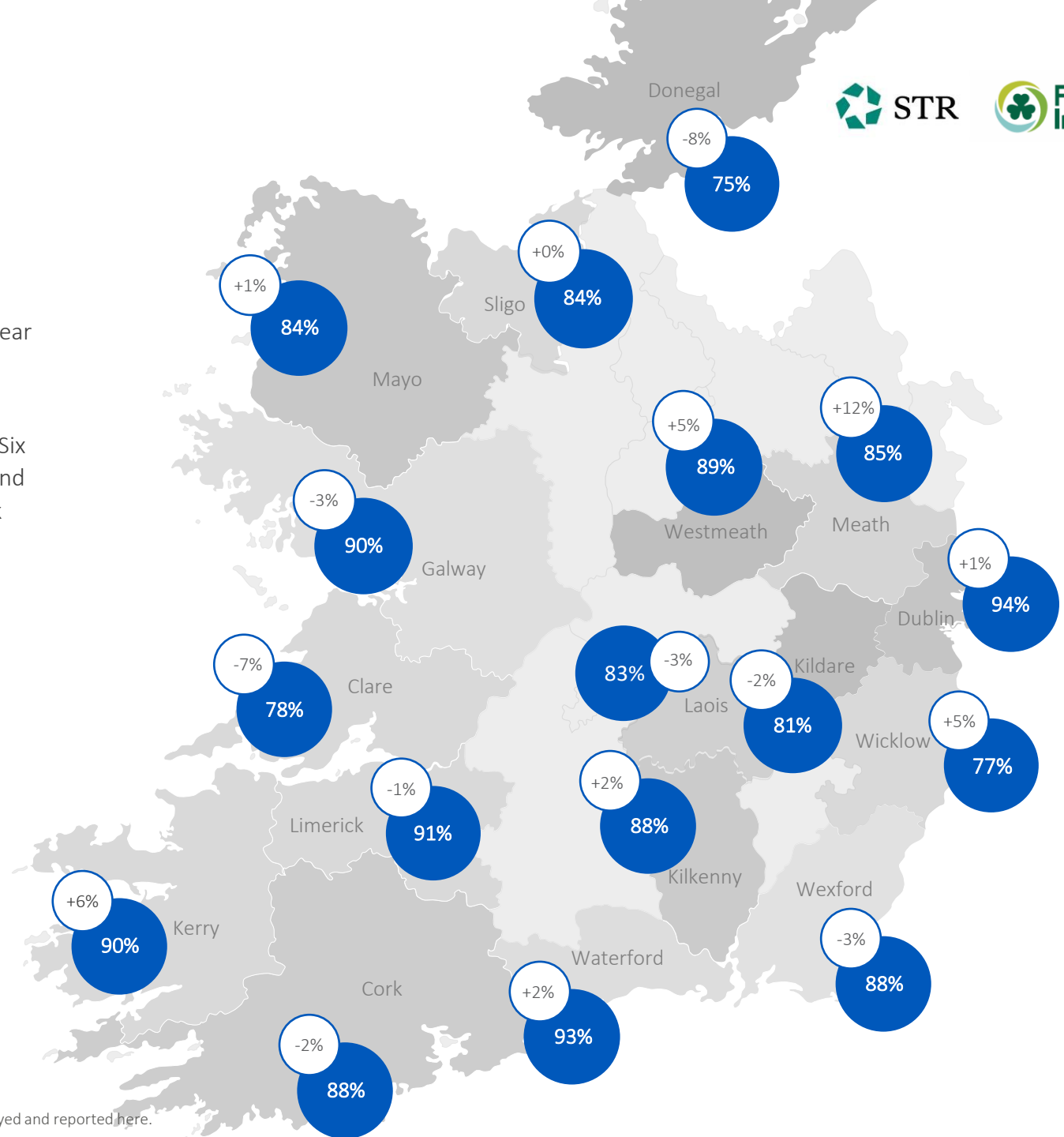
County Occupancy



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

Unlike the national trend showing a modest year-on-year increase in occupancy (+0.7%), individual counties varied greatly with year-on-year changes ranging from +12.3% in Meath to -8.1% in Donegal.

Conversely, following the national trend, almost all (15 of the 17 reporting counties) noted an occupancy decrease from last month. Six counties posted occupancy above the national average this month and also for the past four months which include Dublin, Galway, Limerick and Waterford.



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

County ADR & RevPAR



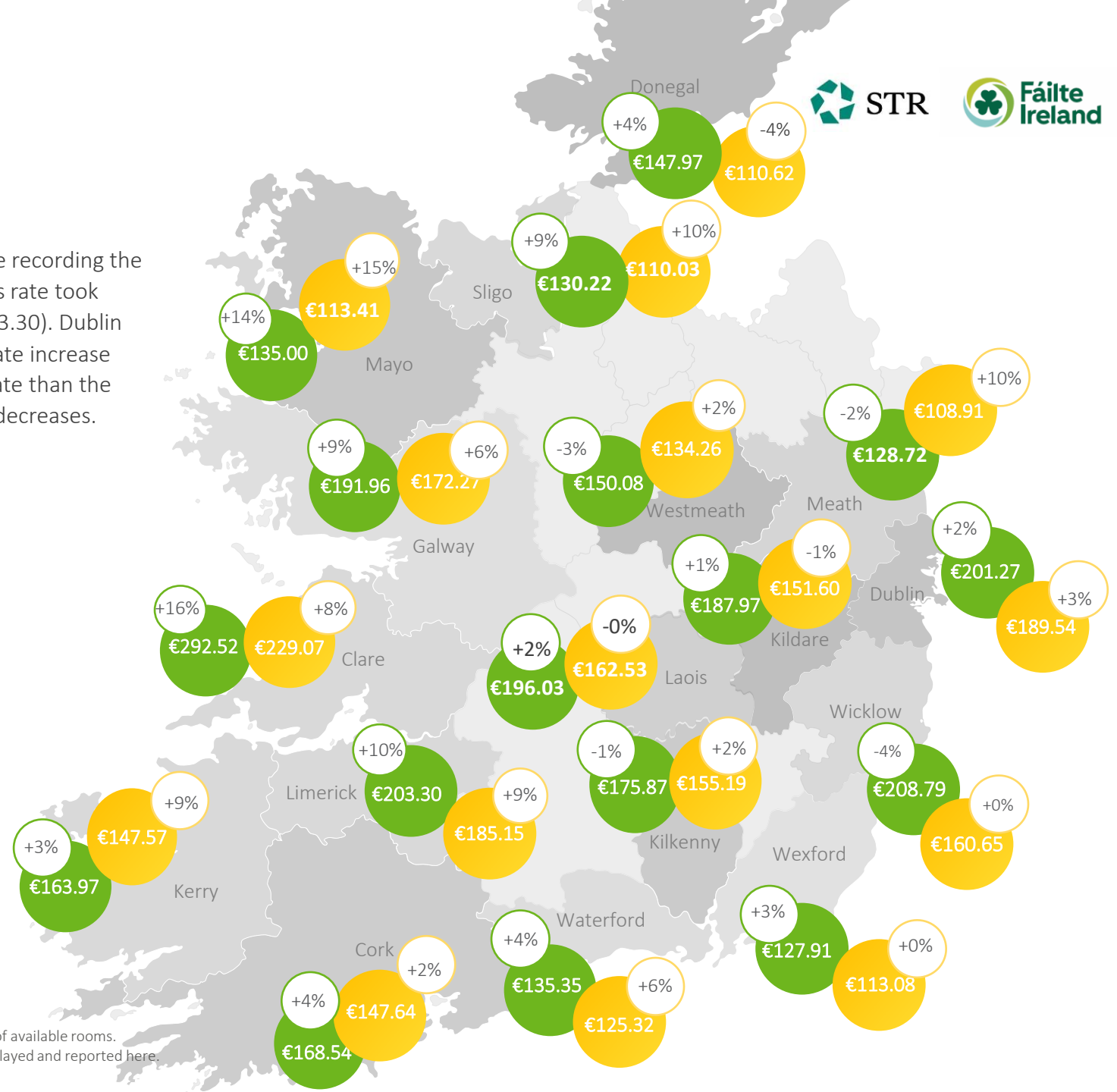
● ADR ● RevPAR ● % relative change vs. same month 2023

Average Daily Rate (ADR)

ADR across the country ranged from €127.91 to €292.52 with Clare recording the highest ADR this month as it has every month since May. Wicklow's rate took second position with an ADR of €208.79 followed by Limerick (€203.30). Dublin ranked fourth with an ADR of €201.27. The average year-on-year rate increase across the country was 3.7%. Eight counties increased at a faster rate than the country overall while four counties experienced year-on-year rate decreases.

Revenue Per Available Room (RevPAR)

RevPAR increased year-on-year for all but three counties (Donegal, Kildare and Laois). Two counties, Mayo and Meath posted RevPAR increases of over 10%. For the 2nd month in a row, Meath recorded positive RevPAR lifted entirely by occupancy whilst ADR declined. The increase for Mayo was almost exclusively based on ADR gains.



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 September 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

In September 2024, sufficient data on the profile of guests was gathered from hotels across ten counties. As has been seen in previous months, domestic guests accounted for the majority of arrivals in September 2024 with Cork, Galway, Wexford and Limerick receiving over three-quarters of domestic guests. Clare and Dublin received the most visitors from overseas at 58.6% and 52.1%, respectively.

County	Republic of Ireland	Northern Ireland	Overseas
Clare	41%	*	59%
Cork	77%	5%	18%
Donegal	28%	25%	46%
Dublin	39%	8%	52%
Galway	77%	1%	22%
Kerry	68%	2%	30%
Kildare	63%	11%	26%
Limerick	77%	*	23%
Meath	67%	2%	31%
Wexford	95%	2%	3%

Performance By Grade



September performance by grade followed the national trend with ADR driving most of the RevPAR growth across all grades whilst occupancy was either slightly up or slightly down. The higher the grade the greater the ADR increase with 5-star hotels increasing 5.4%. Pricing power returned to 5-star hotels after seeing modest gains for 10 of the past 12 months. ADR at 4-star increased 3.4% which was in line with a similar increase posted last month whilst 3-star hotel increased ADR by 3.1% at twice the rate seen last month.

	5 Star	4 Star	3 Star
Occupancy	84.2%	91.2%	90.4%
ADR	€ 386.98	€ 170.03	€ 148.57
RevPAR	€ 325.91	€ 155.08	€ 134.24

Methodology Statement

In January 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 may 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 January 2021 report.
- The sample for this month's report: (Rooms Data n=281, Bedspace / Source Market Data n=192, 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

