Accommodation Occupancy Survey

Strategic Research and Insight

Full year – 2022

Fáilte Ireland

Summary and Background

Fáilte Ireland

Summary

Occupancy levels now back to pre-Covid norms in all sectors

- **Guesthouse** room occupancy in 2022 (68%) matched pre-Covid levels (68%)
- **B&B** room occupancy (54%) in 2022 was above pre-Covid (45%) – but many B&Bs have still not reopened, so net occupancy comparisons should be viewed with caution
- **Self-catering** unit occupancy in 2022 was 58% (compared to pre-Covid norm of 55%) – the sector's performance throughout 2022 was similar to pre-Covid norms
- **Caravan and campsite** pitch occupancy Apr – Sep was 56% – which compares to 53% pre-Covid
- **Hostel** bed occupancy (59%) in 2022 was below the pre-Covid norm (67%), but monthly levels show the sector finally recovered to pre-Covid levels in August

International visitors underpin the recovery

- International visitor proportions are more or less back to pre-Covid levels
- This is the main reason for the much improved performance of every sector in the second half of 2022

Background

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What is the accommodation occupancy survey?

- Strategic Research and Insight (SRI) operates a monthly survey with (non-hotel) accommodation operators
- Data on room/unit occupancy, bed occupancy and split by domestic / international guests is gathered on an ongoing basis online and by telephone
- The table below shows the number of monthly data forms completed by sector during 2022

Sector / Month	Population	Total completions in 2022			Average sample per month		
		Open	Closed	Total	Open	Closed	Total
Guesthouses	138	238	186	424	20	15	35
BandBs	916	1,314	2,084	3,398	110	173	283
Self-catering	525	1,139	539	1,678	95	45	140
Caravan and campsites	130	328	283	611	27	24	51
Hostels	98	286	309	595	24	26	50

Throughout this report, 'pre-Covid norms' are a two-year average of 2019 and 2018 for the month or period in question

Individual Sectors

Fáilte Ireland

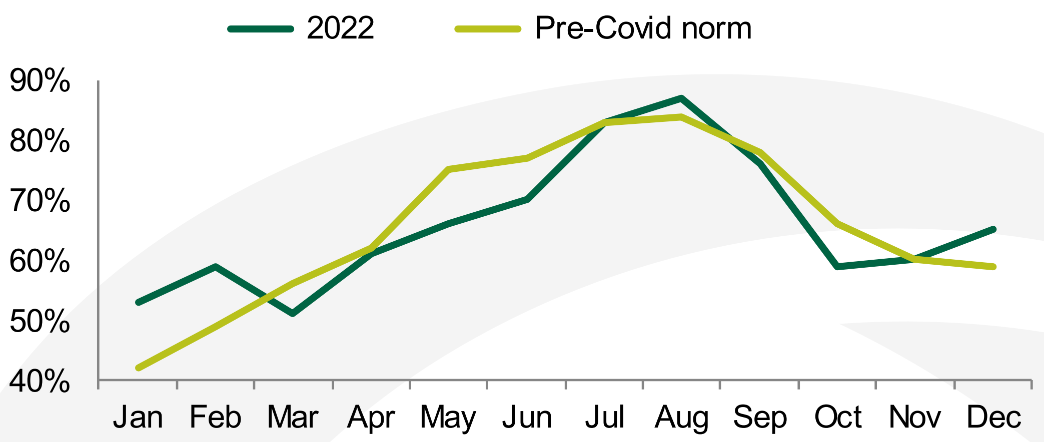
2022 | Occupancy Survey

Guesthouses (1)

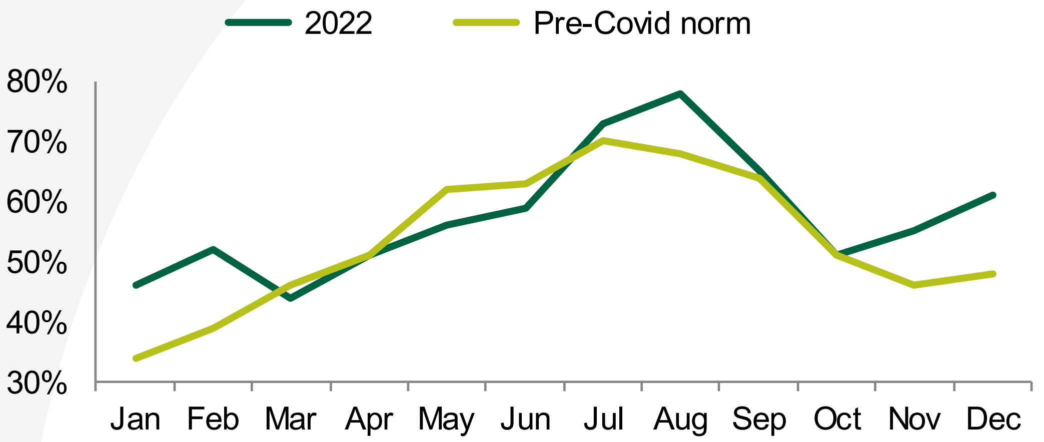
Back on terms with pre-Covid norms

- Following quite a lengthy and difficult recovery period, guesthouse room occupancy levels have finally returned to pre-Covid norms, and bed occupancy has exceeded norms
- Overall net occupancy rates for 2022 were:
  - 68% room occupancy in 2022 vs 68% pre-Covid
  - 59% bed occupancy in 2022 vs 55% pre-Covid
- The November barometer supports this finding that the guesthouse sector is now about where it was pre-Covid

Guesthouse % room occupancy



Guesthouse % bed occupancy



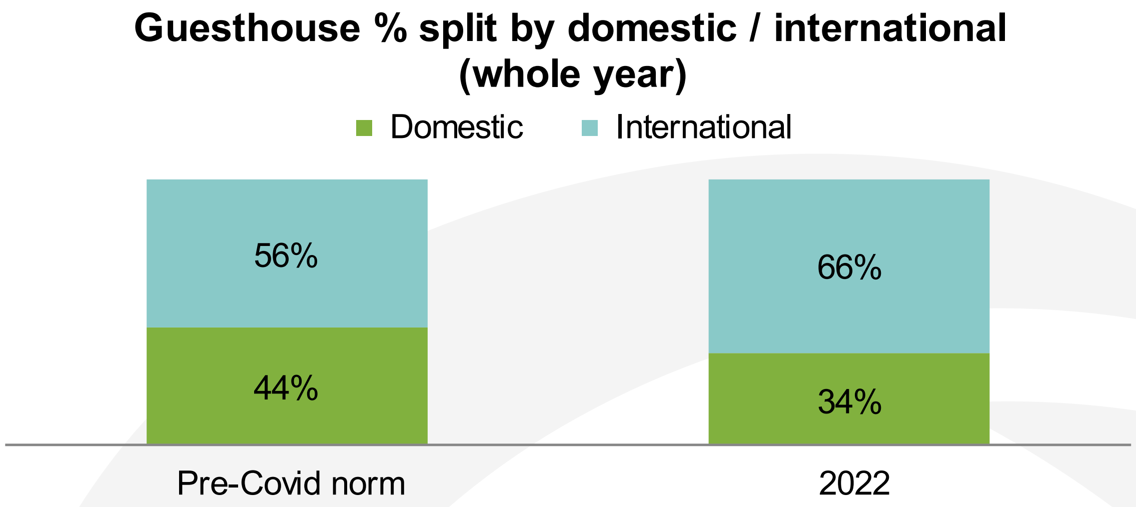
Guesthouses (2)

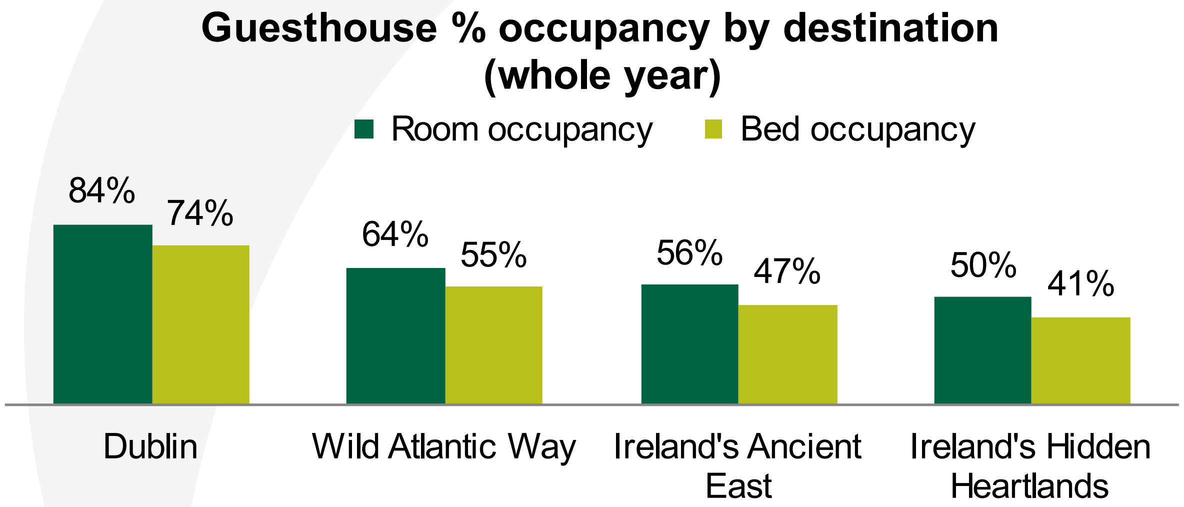
International visitors underpinning recovery

- Guesthouse operators are grateful for the performance of the international market
- Not only has it recovered in 2022, but the proportion of guests that it accounts for has far surpassed pre-Covid norms

All regions performing well again

- Earlier quarterly results in 2022 showed that Dublin was performing well, but other destinations were slower to recover
- But overall occupancy levels in 2022 in all regions were similar to pre-Covid norms
- The international market contributed about three quarters of guests to the Wild Atlantic Way

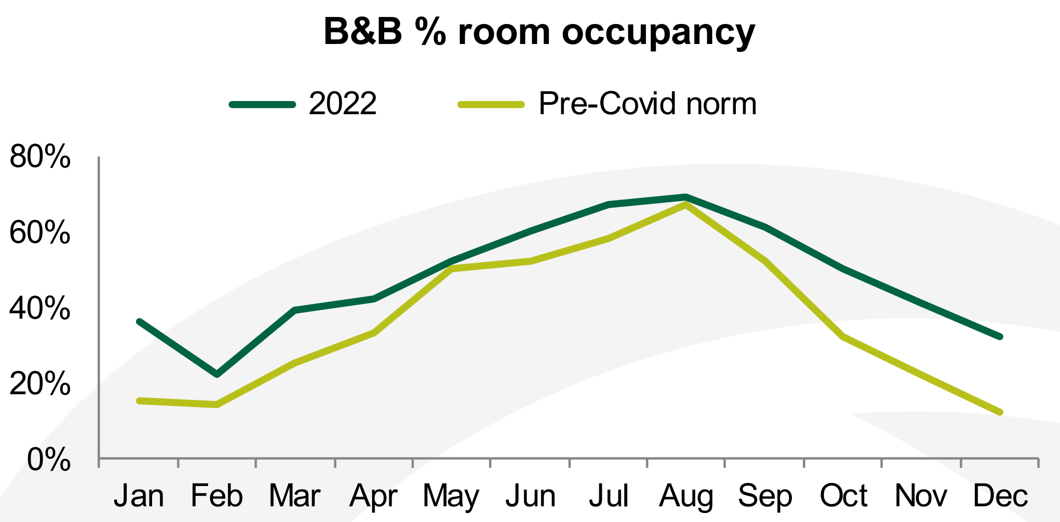


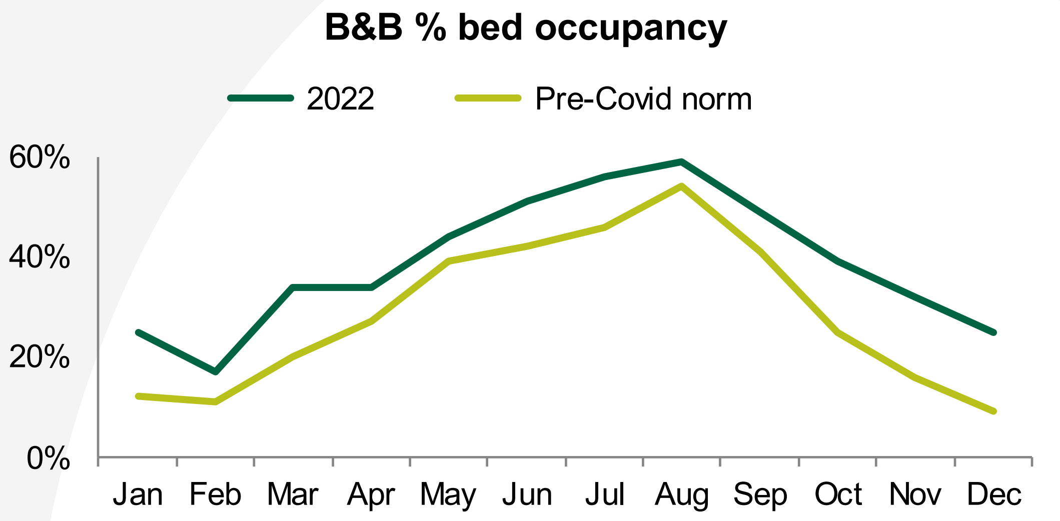


Bed and Breakfasts (1)

Net occupancy above pre-Covid throughout 2022

- B&B *net* occupancy levels were consistently above pre-Covid norms throughout 2022
- But to say that the sector as a whole was busy would not tell the full story – significant proportions of B&Bs remained closed each month *(see earlier background for details)*
- Overall net occupancy rates for 2022 were:
  - 54% room occupancy in 2022 vs 45% pre-Covid
  - 45% bed occupancy in 2022 vs 35% pre-Covid
- The November barometer showed that 42% of B&Bs had more visitors in 2022 compared to a normal pre-Covid year; 33% were down





Bed and Breakfasts (2)

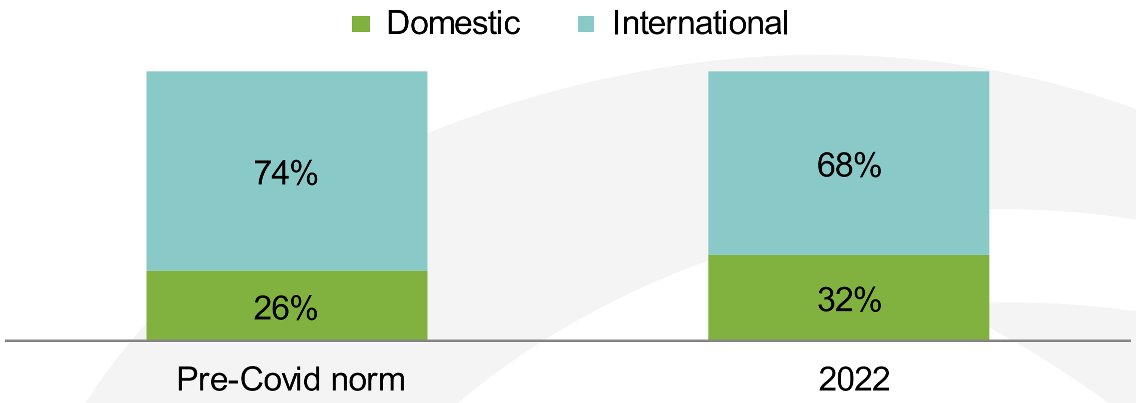
Good level of international visitors

- The share of international visitors is quite close to where it was pre-Covid
- In the summer barometer 2022, *'international visitors returning this year'* was the most frequently cited (82%) positive factor for B&B businesses
- In particular, the French and German markets performed well for B&Bs compared to other sectors

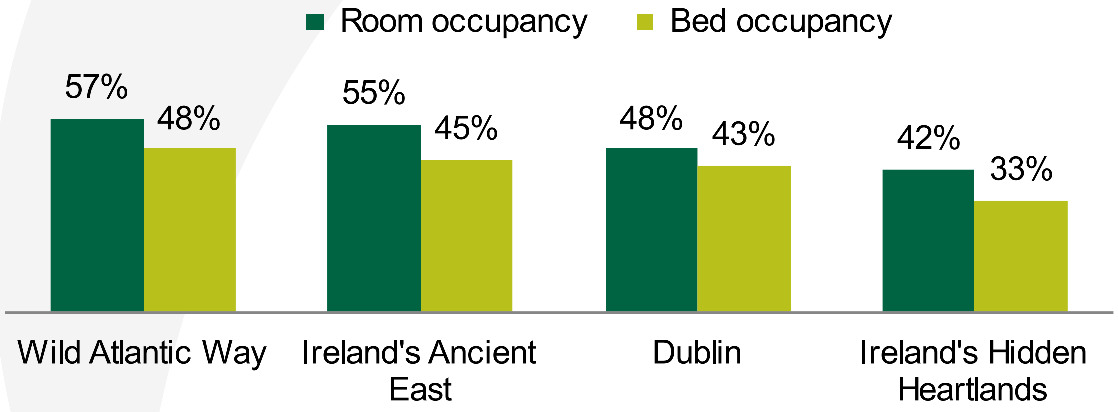
Strong recovery outside Dublin

- Wild Atlantic Way saw its net room occupancy reach 57% in 2022 (vs 44% pre-Covid)
- Ireland's Ancient East also performed well (55% room occupancy vs 43% pre-Covid)

B&B % split by domestic / international (whole year)



B&B % occupancy by destination (whole year)

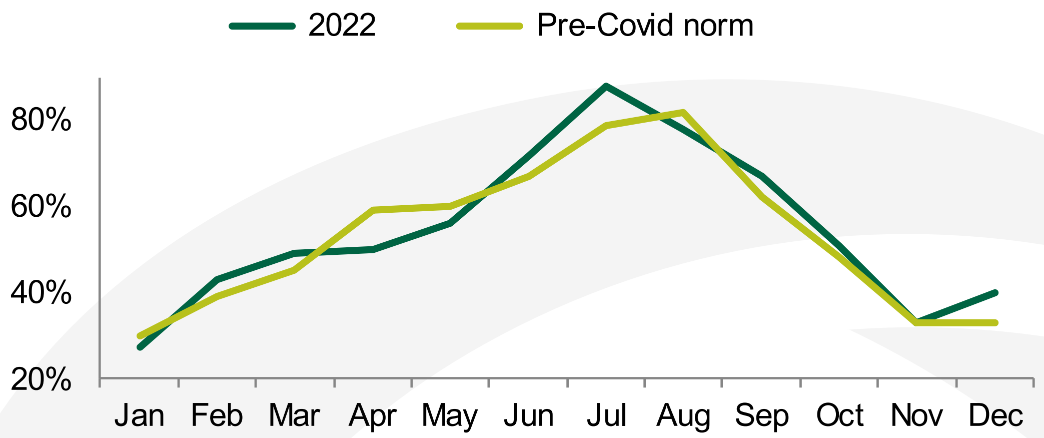


Self-catering (1)

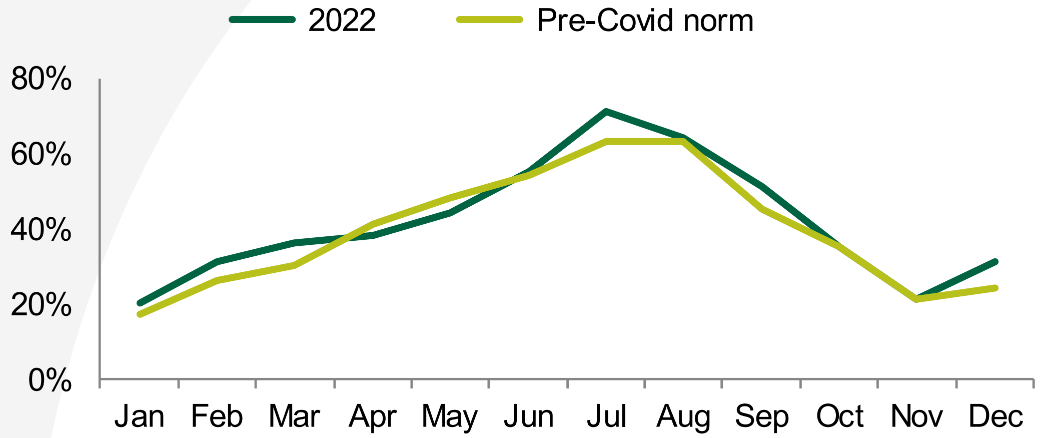
Similar occupancy to pre-pandemic levels

- Self-catering occupancy levels remained similar to pre-Covid norms throughout 2022 – dipping under in some months but achieving above the norms in other months
- The sector performed very well in July, achieving 88% unit occupancy, but could not keep this up in August (78%)
- Overall occupancy rates for 2022 were:
  - 58% unit occupancy in 2022 vs 55% pre-Covid
  - 44% bed occupancy in 2022 vs 41% pre-Covid
- The November barometer suggests that 2023 might be better, with 39% of operators expecting to be up on 2022 vs 10% expecting to be down

Self-catering % unit occupancy



Self-catering % bed occupancy



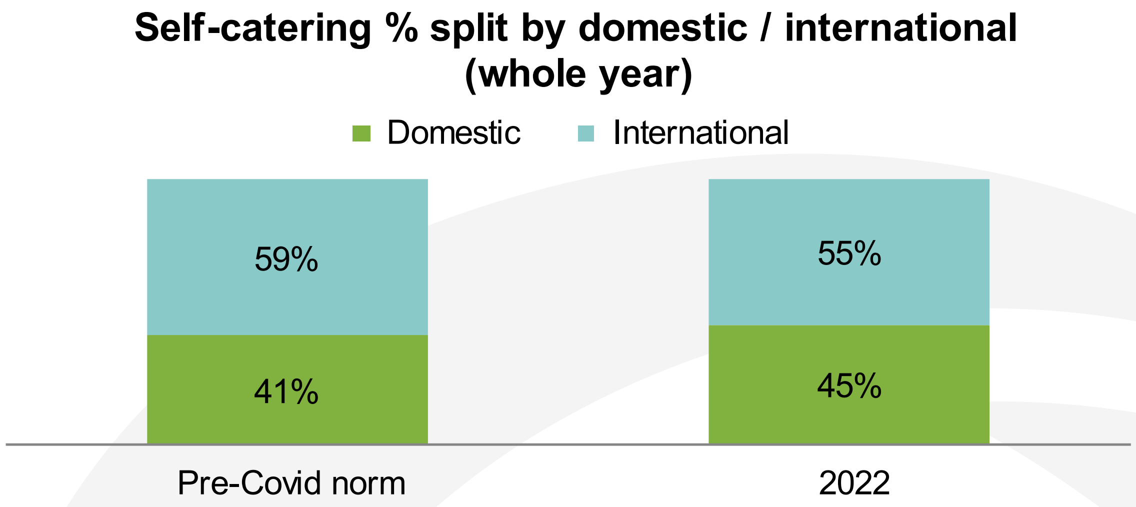
Self-catering (2)

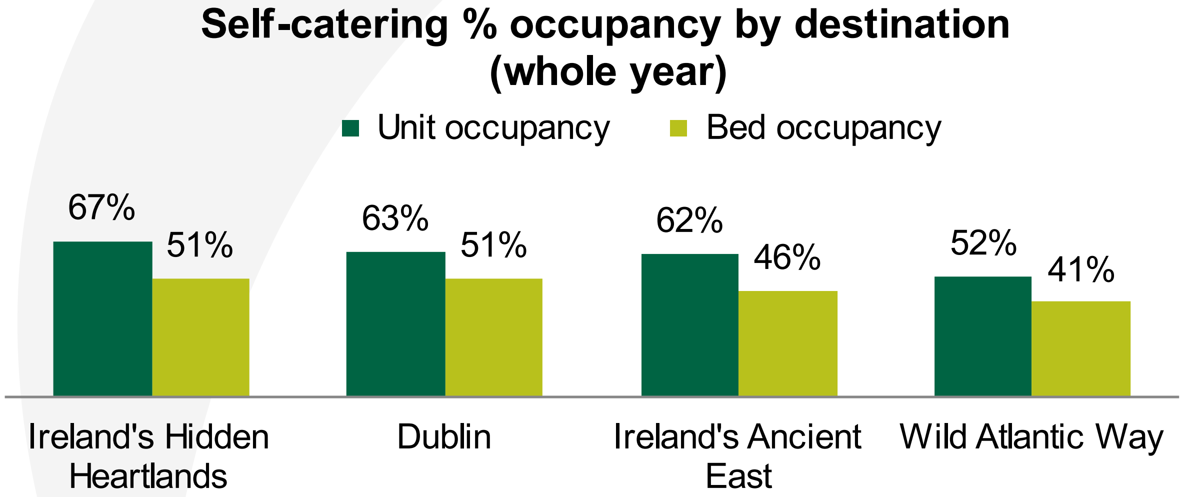
International market has now recovered

- International visitor proportions overall in 2022 were similar to pre-Covid levels, having had a slow start in the earlier quarters
- The domestic market had supported the self-catering sector well during the Covid years

IAE and IHH performing well

- Ireland's Ancient East saw its unit occupancy improve from 54% pre-Covid to 62% in 2022
- Ireland's Hidden Heartlands enjoyed a similar improvement (67% unit occupancy, compared to 44% pre-Covid)
- Occupancy levels in Wild Atlantic Way have not kept up with the other regions



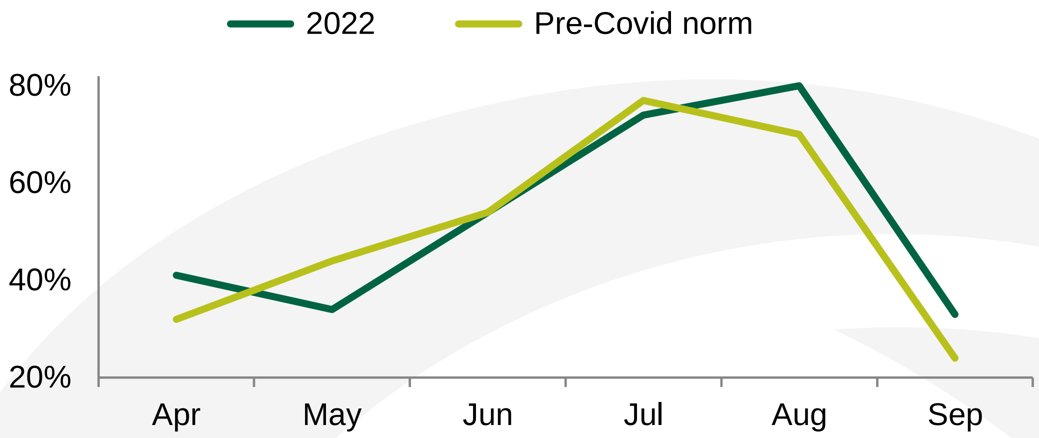


Caravan and Camping (1)

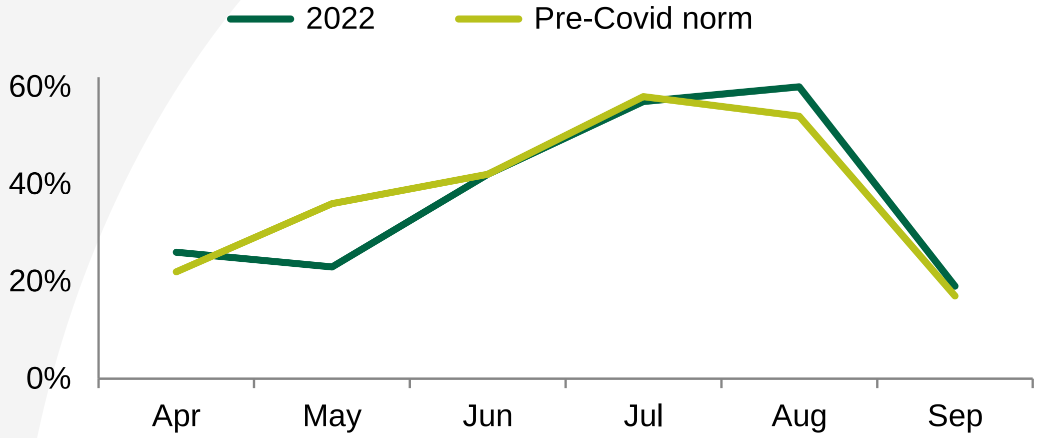
Surpassing pre-Covid norms in August

- Occupancy levels going into the main season for caravan & camping started in line with pre-Covid norms and then surpassed them, with 80% average pitch occupancy in August
- Overall occupancy rates for Apr – Sep were:
  - 56% pitch occupancy in 2022 vs 53% pre-Covid
  - 41% guest occupancy in 2022 vs 40% pre-Covid
- In the November barometer, 8 out of 13 operators in the sample said they expect 2023 to be up on 2022, and a further 4 said they expect 2023 to be similar to 2022

Caravan & camping % pitch occupancy



Caravan & camping % guest occupancy



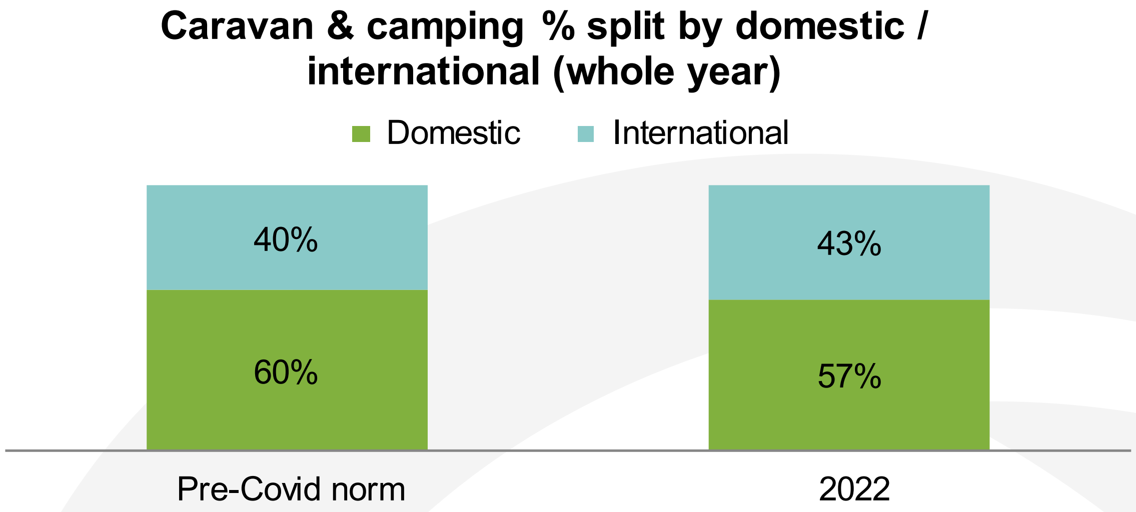
Caravan and Camping (2)

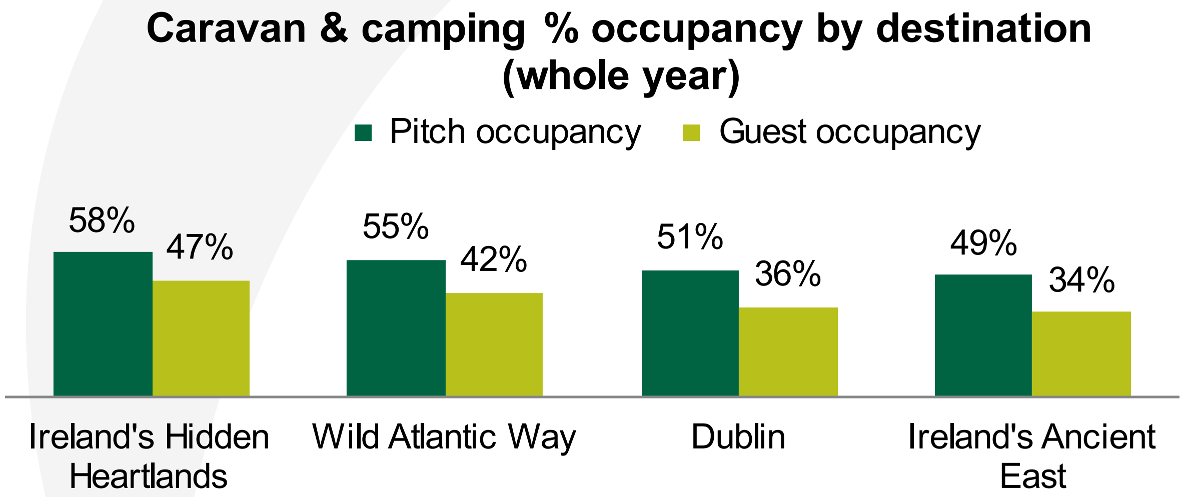
International visitors back again

- The return of international visitors played a part in the sector's performance surpassing pre-Covid norms in the height of the season
- In the post-summer barometer, 'return of international visitors' was the most frequently cited reason to be positive about business in 2022 among caravan and camping parks

Good performance in IHH and WAW

- Pitch occupancy in Ireland's Hidden Heartlands in 2022 was 58% – ahead of 51% seen pre-Covid
- Wild Atlantic Way also saw good recovery – 55% pitch occupancy in 2022 compared to 44% pre-Covid

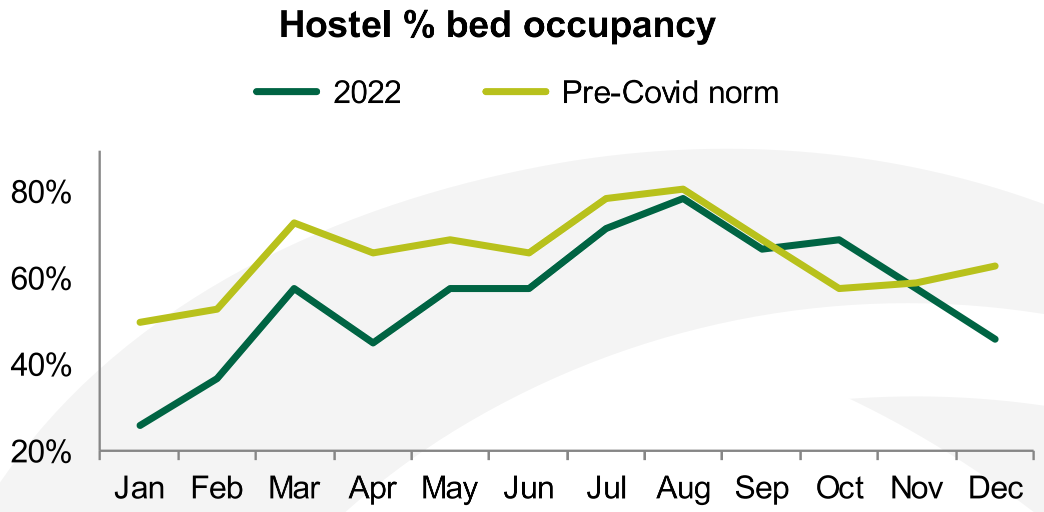




Hostels (1)

Recovery after a slow first half of the year

- Hostels have taken the longest of any sector to return to pre-Covid norms
- They were particularly hard hit in the pandemic by the loss of international visitors and the complications of not mixing different ‘bubbles’ of people in dormitories
- Occupancy levels just about got back to where they were pre-Covid in August
- Overall bed occupancy rates for 2022 were:
  - 59% in 2022 vs 67% pre-Covid
- Continued recovery is expected – of the 9 hostels in the November barometer sample, 7 said they expect to be busier in 2023 compared to 2022



Hostels (2)

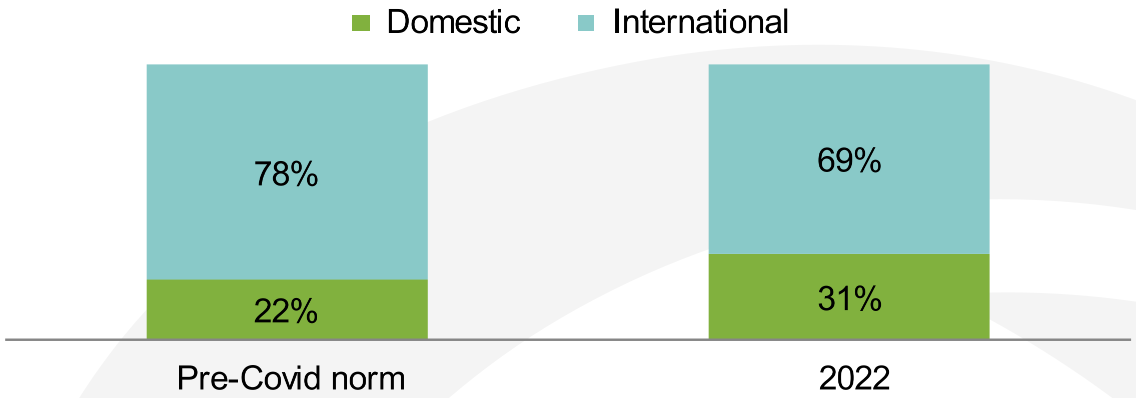
Reliance on international visitors

- Hostels are typically the most dependent sector on international visitors, and they were sorely missed during the pandemic
- International visitor proportions overall in 2022 did not reach pre-Covid norms

Wild Atlantic Way surpassing pre-Covid norms

- Wild Atlantic Way saw its overall occupancy in 2022 improve to 55%, compared to 49% pre-Covid
- Dublin remains an important region for the sector, making up about two fifths of the available bedspaces in 2022 and the highest occupancy (69%) – however, normal pre-Covid occupancy was 78%

Hostel % split by domestic / international (whole year)



Hostel % bed occupancy by destination (whole year)