

# Fáilte Ireland Hotel Survey

December 2022 Summary Report



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# Executive Summary

As the year drew to a close, hoteliers across the country on average experienced the lowest occupancy rates since February, sitting at 61.3%. However, this comparable drop in demand is more of a reflection of 2022's strong performance.

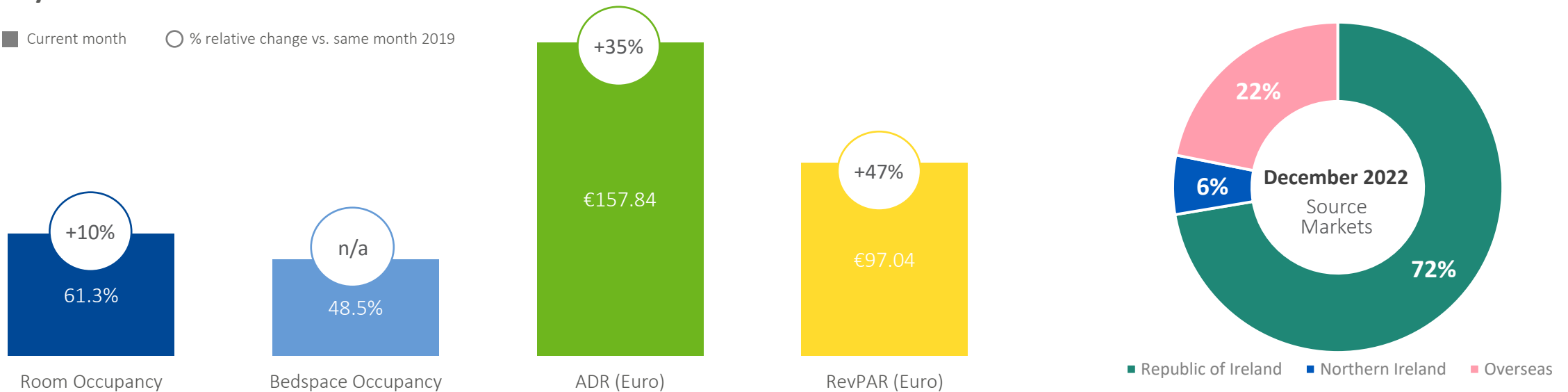
Despite demand levels lowering across the country in comparison to November 2022, the same cannot be said for ADR. At a national level, ADR rose from €142.22 to €157.84 in December. This same trend can be observed at a county level with all reporting regions showing an increase on the previous month. Many of these increases can be associated with demand for Christmas and New Year's celebrations. RevPAR painted a more sporadic picture with levels down slightly from November to €97.04.

Through examination of the country's source markets, December highlighted a clear reduction in the share of overseas visitors and those travelling across from Northern Ireland. With fewer travelling from further afield, a greater proportion of hotel guests hailed from the Republic of Ireland, increasing from 66.2% in November to 72.3% in December.

As was the case in the previous month, rural areas showed stronger occupancy performance than urban destinations, with Dublin and Cork seeing month on month declines of -10% in relative terms.

## Key Performance Indicators

■ Current month    ○ % relative change vs. same month 2019



Note: Bedspace Occupancy for 2019 is not available.

# Ireland Room & Bedspace Occupancy: December 2022

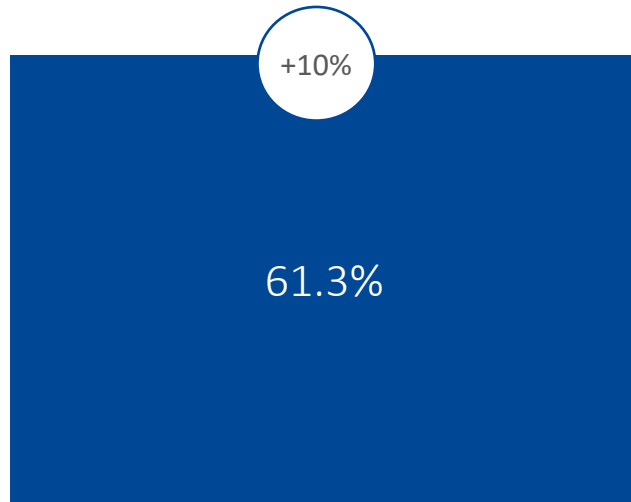


The festive month of December saw national occupancy hit 61.3%, which despite being lower than most months throughout 2022, significantly outperformed the same month in 2019, at +9.7% in relative terms, a significant uplift in demand from the same month in a pre-covid world. Bedspace occupancy, the proportion of available bedspaces sold during the month, was 48.5% which marked a small decrease from November 2022 which sat at 50.1%.

The festive period does lead to an increase in those travelling to visit family and friends. However, it is likely to lead to an overall reduction in business travel, major events and those travelling for leisure. It is therefore to be expected that demand levels are lower than previous months.

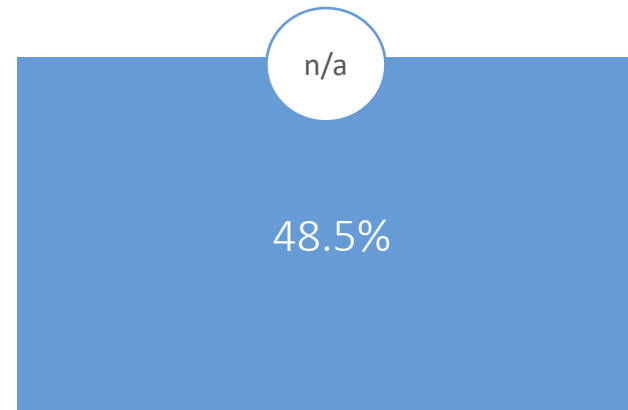
■ Current month    ○ % relative change vs. same month 2019

## Room Occupancy



Dec-22

## Bedspace Occupancy



Dec-22

Highest room occupancy in December

**88.4%**

Saturday 3<sup>rd</sup> December 2022

Highest / lowest performing days of the month

Saturdays (71.9%) / Sundays (49.2%)

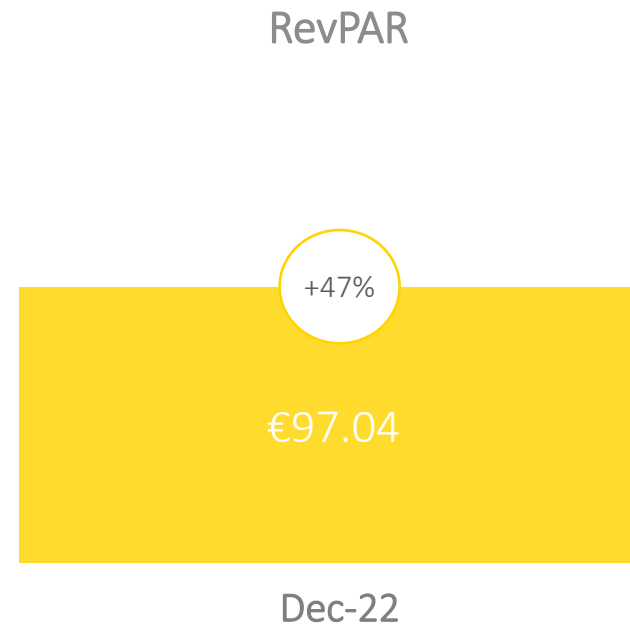
# Ireland ADR & RevPAR: December 2022

National ADR came in at €157.84, an increase of €15.62 from November 2022. As well as the increase from the previous month Irish hoteliers also witnessed a significant uptick of +34.5% when compared to 2019.

Uncertainty continues about ADR performance. Global factors such as rising costs due to inflationary pressures and the energy crisis appear to be driving up ADR. Meanwhile increased competition with international markets, a return to pre-pandemic business mix (as hotels secure more group and corporate contracts), among other factors, may curtail this trend over time.

The revenue per available room metric saw a slight decline from the figures posted in November 2022, going from €102.08 to €97.04 in December. The RevPAR landscape at a regional level varies somewhat with some destinations outperforming the previous month and others observing a decline. The biggest winner when it comes to RevPAR was Limerick, up €22.09, whilst Wexford took the largest hit dropping -€16.15.

■ Current month    ○ % relative change vs. same month 2019



Highest RevPAR in December

€183.93

Saturday 31<sup>st</sup> Dec 2022

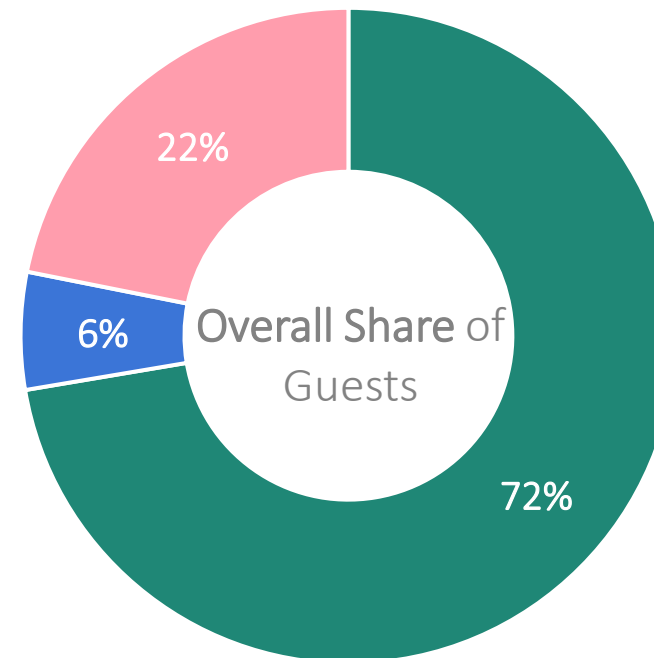
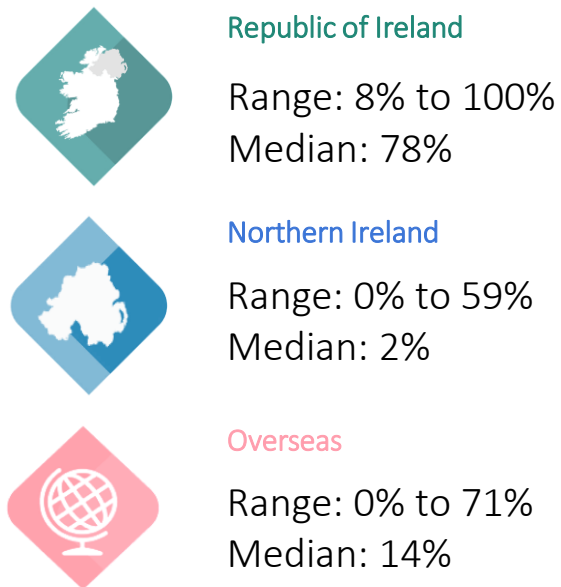
Highest / lowest (RevPAR)  
performing days of the month

Saturdays (€143.65) / Sundays (€72.37)

# Ireland Source Markets: December 2022

The source market, which identifies the geographical location from which guests are travelling, is an important factor to consider for all hoteliers. Throughout 2022 those based in the Republic of Ireland have contributed to the highest proportion of heads in hotel beds. However, December is particularly noteworthy as it was the month that saw the highest share from this market since February. Much of this increased demand can be associated with the festive season, with travelling to visit family and friends and Christmas parties and events being a significant factor.

Each region has its appeal to different source markets. Dublin, which draws heavily upon the overseas market saw an uplift in the share of visitors arriving from outside the island of Ireland, going from 38.2% in November to 44.1% in December. Whereas it was areas such as Cork and Limerick, that saw the greatest increase in share of guests originating from the Republic of Ireland.



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

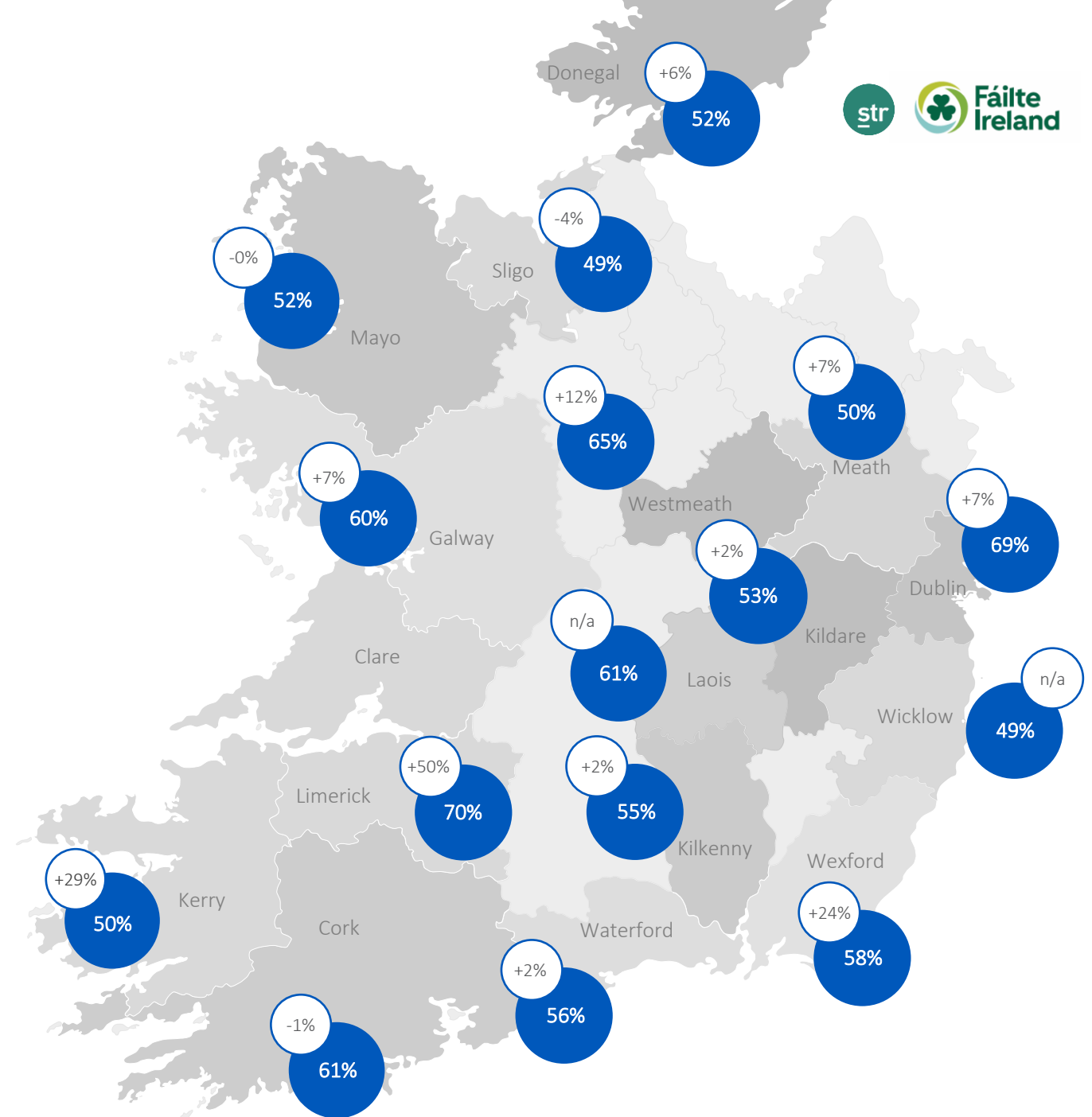


● Current month room occupancy    ○ % relative change vs. same month 2019

Across Ireland, occupancy levels dropped in comparison to recent months, with only 2 of the 17 reporting regions outperforming the month of November. Variances were similar to those in November with a 20.7% point gap between the highest and lowest occupancies.

Dublin has led the way in demand levels throughout 2022, although Limerick took the occupancy crown in December 1% point ahead of Dublin at 70% occupancy for the month.

Occupancy percentage change compared against 2019 allows us to understand performance in relation to the pre-covid era. In doing so it can be seen that across the majority of counties had stronger demand levels in December 2022 than the same month in 2019. In particular Limerick and Kerry were especially strong.



Note: There are 17 counties with sufficient room occupancy data in December 2022. These are displayed and reported here.

# County ADR & RevPAR

● ADR ● RevPAR ○ % relative change vs. same month 2019

## Average Daily Rate (ADR)

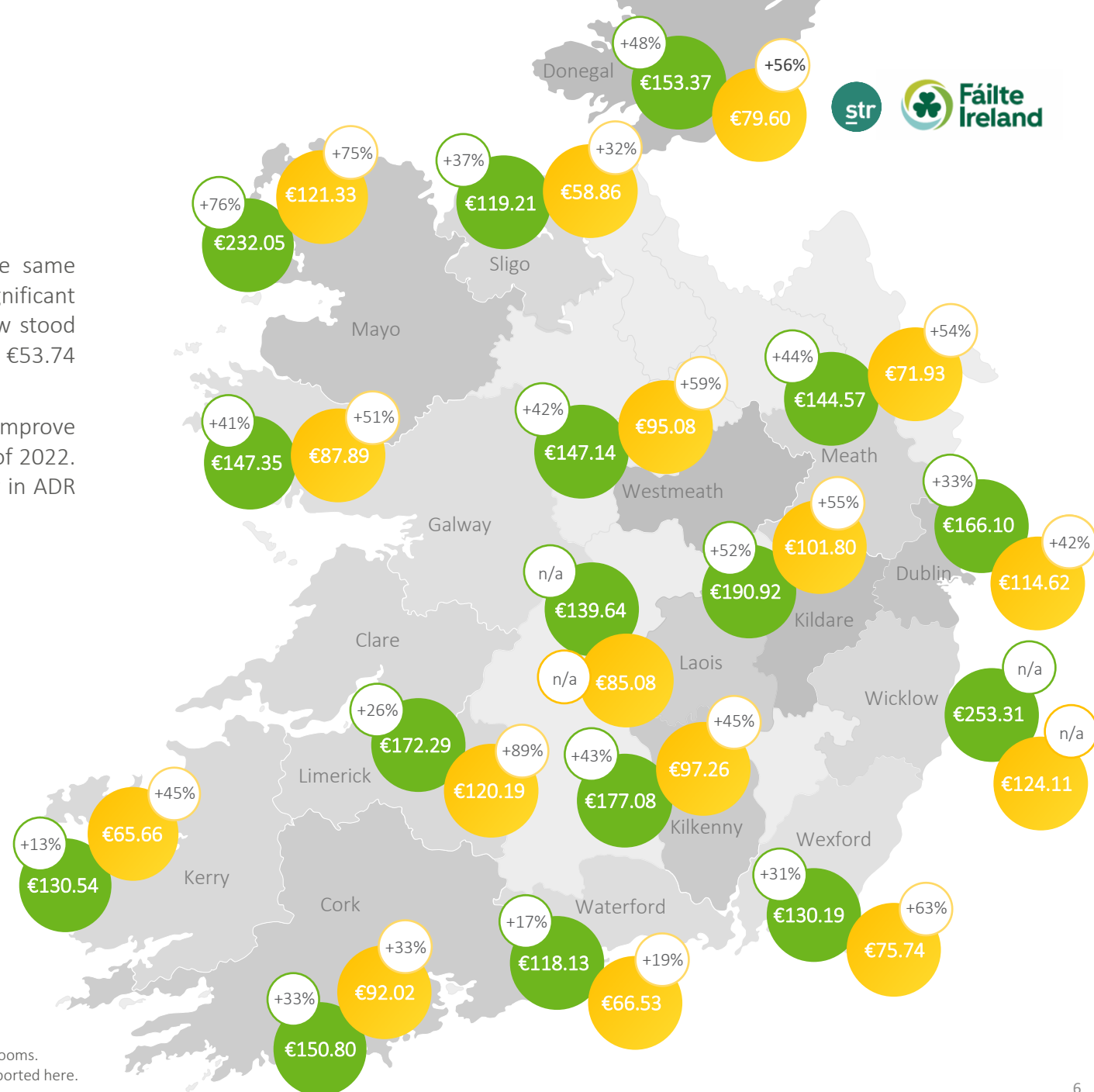
Despite demand levels dropping in most counties since November, the same cannot be said for the achieved average daily rates, with rates seeing significant growth up and down the country. As was the case in November, Wicklow stood out from the crowd achieving the highest ADR of €253.31, an uplift of €53.74 from the previous month.

When compared to 2019 figures, many counties managed to significantly improve their ADR performance, a trend which has been apparent for the entirety of 2022. In December it was Kildare (+51.7%) and Mayo (+75.6%) that led the way in ADR percentage change.

## Revenue Per Available Room (RevPAR)

For the first time in several months, it was not Dublin that reported the highest revenue per available room. In the month of December, Wicklow posted a RevPAR of €124.11, an increase of €5.80 from the month prior. In fact, not only did Dublin not lead the way in RevPAR but it saw the largest decline from November, dropping by - €14.18.

Similar to ADR, all counties experienced a positive RevPAR percentage change calculated against the same month in 2019.



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 December 2022. These are displayed and reported here.  
 Note: +/-0% indicates decline/growth of less than 1%.



# County Source Markets

Understanding the source market of guests provides hoteliers with the ability to adapt their strategies to optimise their performance.

Cork welcomed the highest proportion of guests from the Republic of Ireland in December, at 80.2%. The only area not to see an increase in the share of local guests was Dublin, dropping slightly from the previous month to 51.4%.

The share of travellers coming from across the border varied in December. Counties such as Cork and Galway experienced an increased share of visitors from Northern Ireland, whereas Donegal and Limerick both recorded falls in share.

As we move further into Europe's low season for international demand, it is of little surprise to see the share of overseas travellers dropping to the lowest levels since February 2022 at 21.9%. Almost all counties have experienced this drop with the exception of Dublin which saw the number of guests originating from outside the island of Ireland rise compared to November.



Republic of Ireland



Northern Ireland



Overseas

	Republic of Ireland	Northern Ireland	Overseas
Cork	80%	7%	13%
Donegal	52%	35%	13%
Dublin	51%	4%	44%
Galway	76%	3%	22%
Kerry	79%	1%	20%
Kildare	71%	12%	17%
Limerick	89%	1%	10%

# 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 2019 as comparisons with 2020 are less meaningful due to the impact of COVID-19.
- Ireland room occupancy, bedspace occupancy, ADR and RevPAR for the current month and for the same month in 2019 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 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 July 2021 report.
- Throughout the pandemic, STR has continued to collect performance data from hotels that remained open. The data in this month's report is therefore only based on those hotels that were open and reported data to STR (Rooms Data n=237, Bedspace / Source Market Data n=166, Overall Universe of Hotels n=819).
- 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](#).

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