

# Fáilte Ireland Hotel Survey

November 2023 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

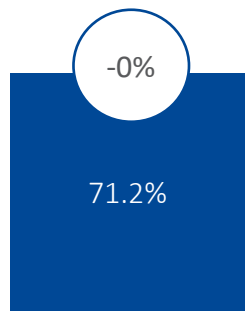


# Executive Summary

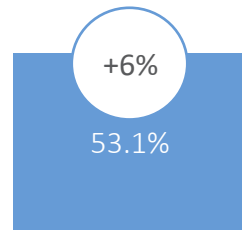
Ireland's seasonal hotel performance slowdown continues. November occupancy dropped to 71.2% from 79.2% in October 2023. This slowdown mirrors a similar October to November decline experienced last year, suggesting that the industry has returned to normal patterns. Bedspace demand also fell from the previous month. However, compared to last year, bedspace occupancy increased, an indication of continuing leisure travel, particularly multi-person leisure travel. ADR also saw a month-on-month contraction, dropping €13.08 from October 2023, this was seen across all counties. Compared to last year, ADR remains unchanged, reflecting a return to pre-pandemic seasonal travel patterns with year-on-year changes in the low single digits. The year-on-year change in bedspace occupancy, driven by leisure guests who are more price sensitive, may have also dampened ADR. As is common in the low season, domestic visitors account for most guests. November was no exception as this month marked a significant increase from the prior month in the share of domestic guests in Irish hotels.

## Key Performance Indicators

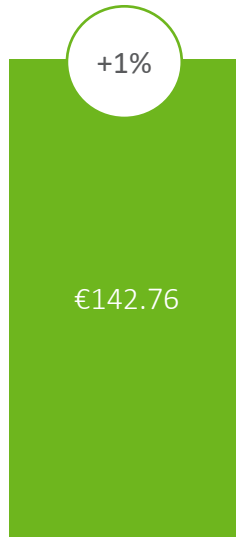
■ Current month    ○ % relative change vs. same month 2022



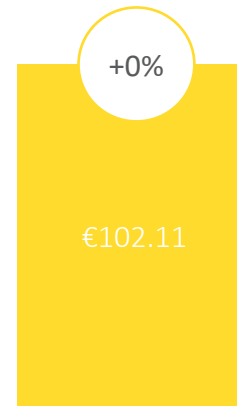
Room Occupancy



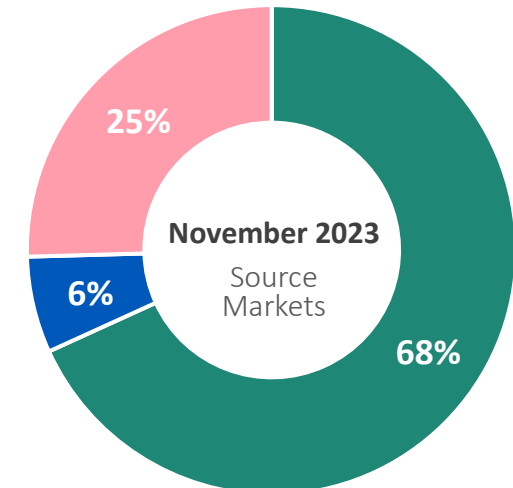
Bedspace Occupancy



ADR (Euro)



RevPAR (Euro)



■ Republic of Ireland    ■ Northern Ireland    ■ Overseas

# Ireland Room & Bedspace Occupancy: November 2023

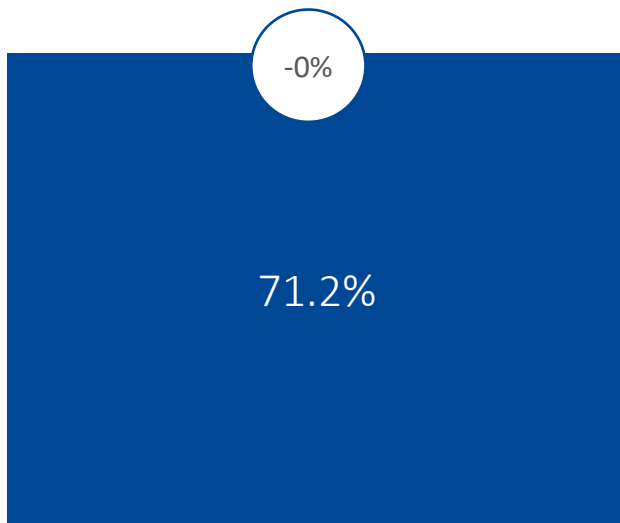


November ushers in the low season for Ireland's hotel industry as room occupancy rates decline. There is evidence of increasing stability as year-on-year changes become less extreme as the lingering effects of the pandemic disappear. National occupancy in November of 71.2% remained unchanged compared to a year ago, whilst declining 10.1% compared to the previous month.

Bedspace demand at 53.1% decreased 7.1% from last month which is not surprising given the occupancy decline. Compared to the same month last year, bedspace demand this year was up 5.9%. This suggests that consumers may have travelled domestically during the school mid-term break (30th October to 3rd November) and is evidence that some leisure travel continues taking place across the country given that leisure travellers tend to require multiple bedspaces. This year-on-year change in bedspace demand was seen in most reporting counties with three exceptions: Donegal, Kildare, and Meath.

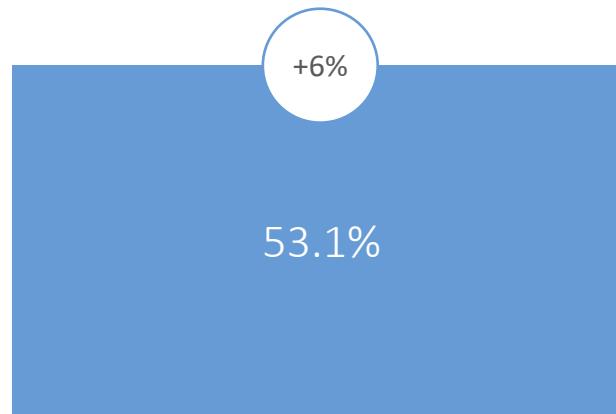
■ Current month    ○ % relative change vs. same month 2022

## Room Occupancy



Nov-23

## Bedspace Occupancy



Nov-23

Highest room occupancy in November

**88.9 %**

Saturday 25<sup>th</sup> November 2023

Highest / lowest performing days of the month

Saturday (85.8%) / Sundays (54.1%)

# Ireland ADR & RevPAR: November 2023

November's Average Daily Rate remained unchanged compared to the same month last year, while following the expected seasonal decline compared to last month. Nationally, ADR at €142.76 saw an increase of 0.7% compared to last year, while decreasing 8.4% or €13.08 compared to last month. ADR increases have declined every month since August, signaling a slowdown in the hotel sector's ability to maintain such strong growth. This suggests a return to pre-pandemic seasonal travel patterns with year-on-year increases and decreases in the low single digits. The increase in bedspace occupancy while room occupancy remained flat indicates a change in the guest mix, dampening ADR growth. Revenue per available room, a combination of occupancy and rate, experienced a slight increase of 0.2% year-on-year, impacted by the muted ADR increase and flat occupancy. The RevPAR increase this month was the lowest of the year.

■ Current month    ○ % relative change vs. same month 2022



**Highest RevPAR in November**  
Saturday 25<sup>th</sup> November 2023  
€189.87

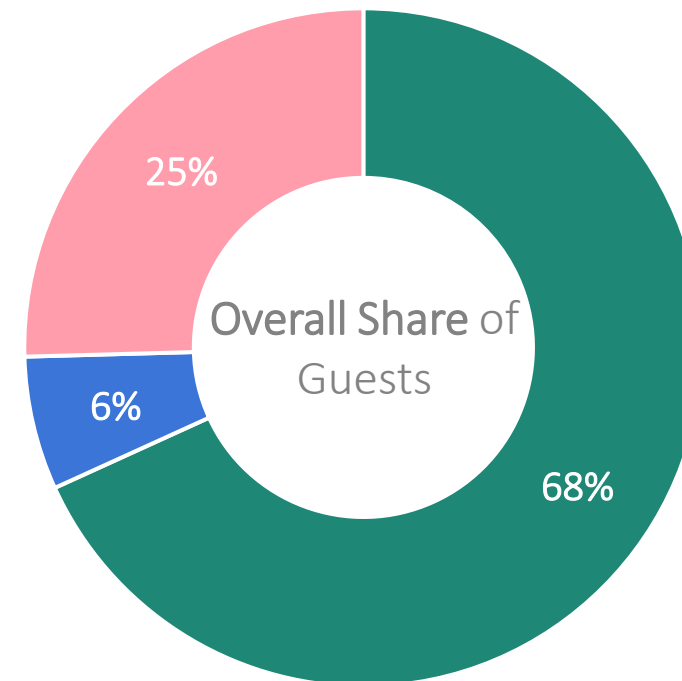
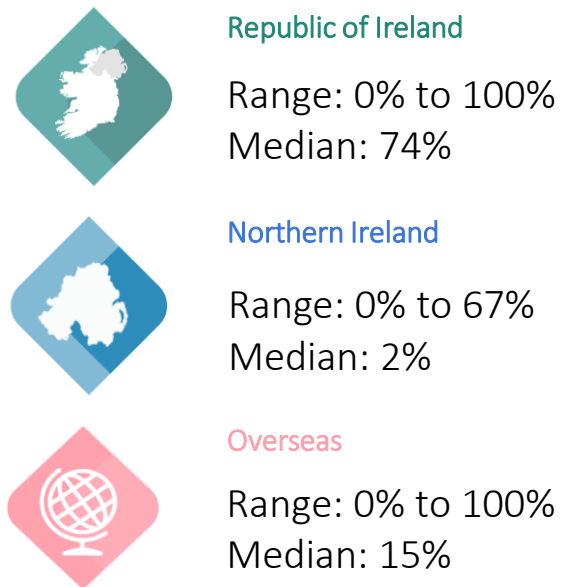
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**Highest / lowest (RevPAR) performing days of the month**  
Saturdays (€154.39) /  
Sundays (€69.08)

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: November 2023

The source market, where guests are travelling from, is an important factor for hotels to consider when it comes to building sales and marketing strategies. As has been seen every month since the survey restarted in June 2021, domestic customers accounted for most bedspaces sold at 68.2%. This is the second highest proportion of domestic guests since February 2023 when 70.2% of all guests were domestic. Overseas visitors at 25.4% make up the largest proportion of visitors outside the Republic followed by guests from Northern Ireland at 6.4%. Travel over the mid-term break (30th October – 3rd November) may also be a factor in the increased share of domestic guests.



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 November also be represented in the range.

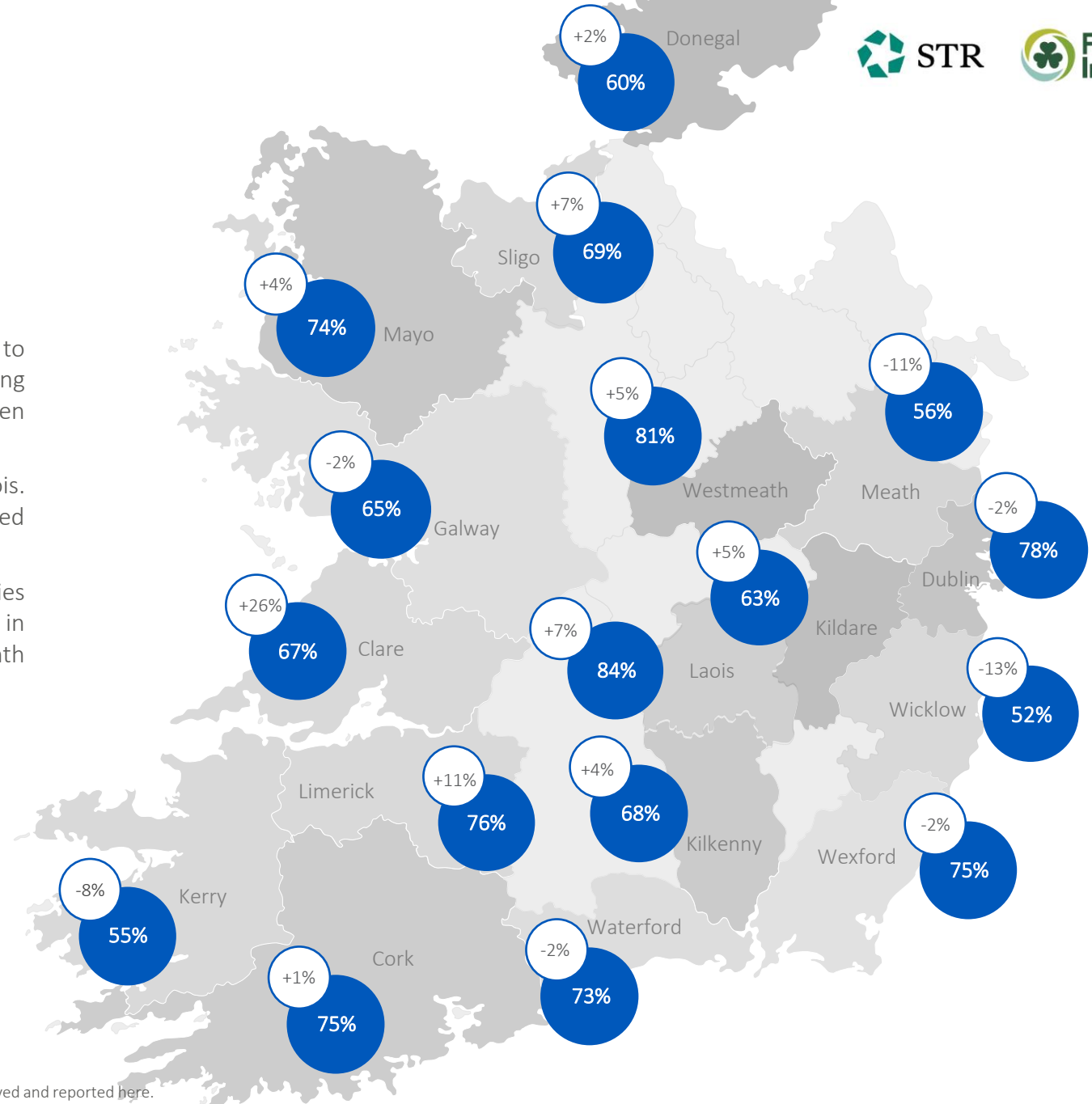
# County Occupancy

● Current month room occupancy    ○ % relative change vs. same month 2022

Whilst room occupancy across Ireland was unchanged compared to last year, occupancy variance by county was more volatile, ranging from +26.0% in Clare to -12.6% in Wicklow, based on the seventeen regions for which there is sufficient performance data.

Occupancy levels ranged from 51.6% in Wicklow to 83.5% in Laois. Dublin, the country's largest county in terms of rooms, posted occupancy of 77.6%.

Compared to last month, fourteen of the seventeen counties followed the trend seen for the country overall, posting a decline in occupancy. Counties experiencing double-digit month on month declines were Clare, Kerry, and Galway.



# County ADR & RevPAR



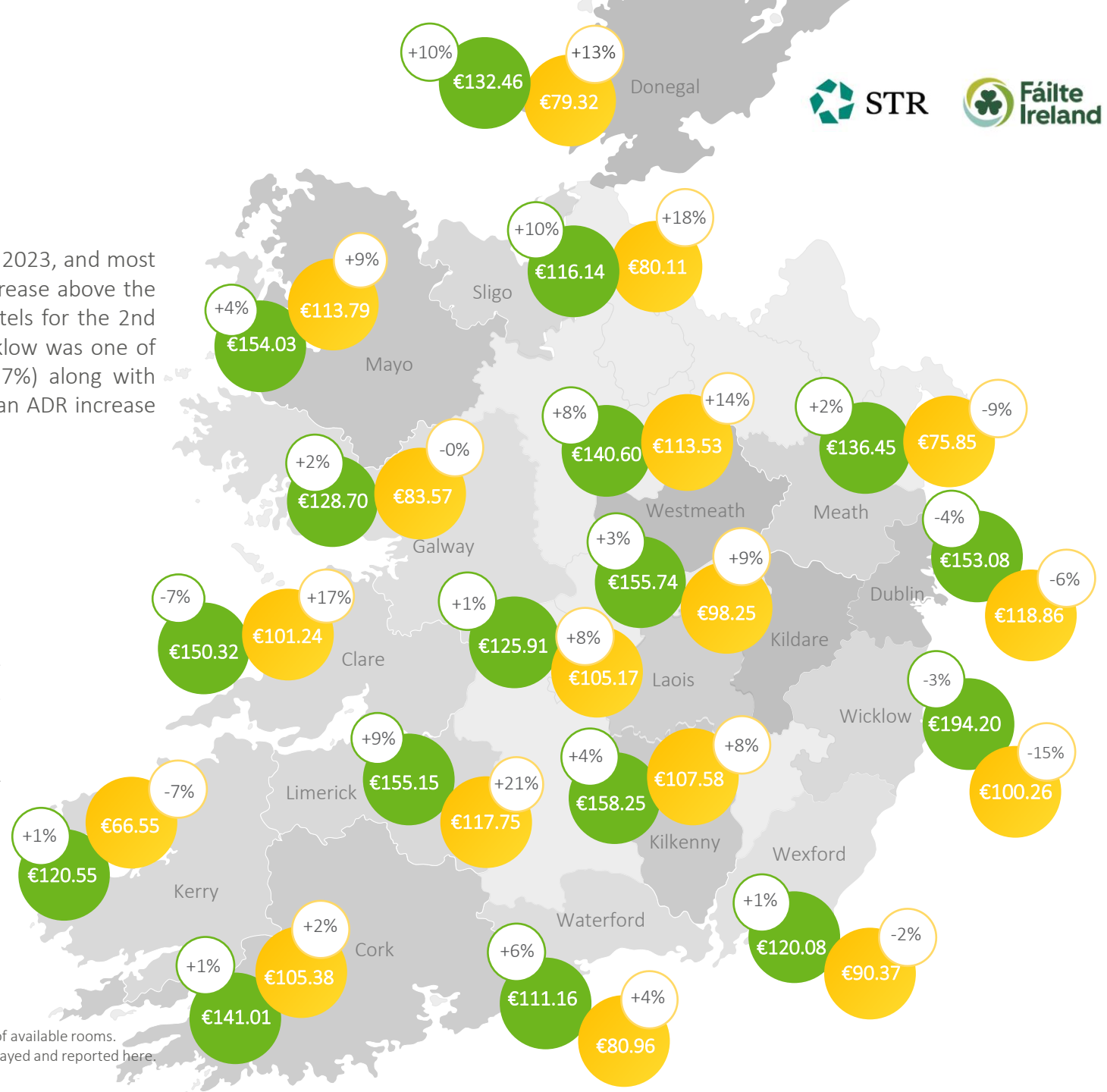
● ADR ● RevPAR ● % relative change vs. same month 2022

## Average Daily Rate (ADR)

Nationally Average Daily Rate posted a slight growth compared to 2023, and most counties (fourteen out of seventeen reporting) noted an ADR increase above the country average. Average daily rates were highest in Wicklow hotels for the 2nd month in a row, with rates averaging €194.20 in November. Wicklow was one of only three counties recording a year-on-year rate decrease (-2.7%) along with Clare (-7.0%) and Dublin (-3.6%). Only two counties experienced an ADR increase above 10% - Donegal and Sligo.

## Revenue Per Available Room (RevPAR)

Eleven counties (out of seventeen counties with sufficient data) posted year-on-year RevPAR growth above the country average of 0.2%. Dublin posted the highest RevPAR figures for November (€118.86), despite being one of the lowest postings for the capital city since February 2023. This represented a -5.6% decline year-on-year. Limerick closely followed Dublin, with a RevPAR of €117.75 while also recording the lowest figure since February 2023.



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 November 2023. These are displayed and reported here.  
 Note: -/+0% indicates decline/growth of less than 1%.



# County Source Markets



Republic of Ireland



Northern Ireland



Overseas

As we move from the shoulder to the low season, domestic travellers (68.2%) made up most guests across all eight reporting counties in November. In three counties, Galway, Limerick and Mayo, domestic visitors made up over 80% of all guests. Dublin, the county with historically the greatest proportion of overseas visitors, recorded 40.4% of guests from overseas while Donegal, due to its proximity to the border, attracted the most guests (40.7%) from Northern Ireland.

	Republic of Ireland	Northern Ireland	Overseas
Cork	57%	8%	35%
Donegal	47%	41%	13%
Dublin	54%	6%	40%
Galway	81%	1%	19%
Kerry	75%	0%	25%
Kildare	70%	14%	15%
Limerick	85%	3%	12%
Mayo	89%	5%	6%

# Performance By Grade



November occupancy by grade followed a pattern seen throughout the year, with lower grade hotels posting the highest occupancy, as evidenced this month by 3-star hotels recording occupancy at 75.1%, followed closely by 4-star hotels at 73.7%, and 5-star hotels at 63.7%.

ADR in 3-star and 4-star hotels is significantly less than that of 5-star hotels, possibly increasing their appeal to the price conscious consumers. When compared to the same month last year, 5-star hotels continue to record an increase in occupancy while 4-star hotels posted the first decline this year. Three-star hotels posted only the second decrease in 2023 (the first occurring last month), perhaps an indication of restrained travel amongst more cost-sensitive travellers.

When evaluating the revenue per available room metric, 4-star and 5-star hotels remained unchanged compared to last year while 3-star hotels declined significantly (-6.9%), posting only the second decrease of the year in this hotel grade.

	5 Star	4 Star	3 Star
Occupancy	63.7%	73.7%	75.1%
ADR	€ 267.66	€137.35	€118.50
RevPAR	€170.43	€101.19	€89.00

# Methodology Statement

In November 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 2022.
- Ireland room occupancy, bedspace occupancy, ADR and RevPAR for the current month and for the same month in 2022 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 November 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 November 2021 report.

The sample for this month's report: (Rooms Data n=260, Bedspace / Source Market Data n=193, Overall Universe of Hotels n=832).

- 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](http://www.str.com)

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

Email: [industrydata@str.com](mailto:industrydata@str.com)

