

New levels of optimism



54%

of hotels saw turnover increase in 2012.



20%

of hotels saw turnover remain the same in 2012.



26%

of hotels saw turnover decrease in 2012.

67%

of Irish hotels expect the tourism industry to improve within the next three years.



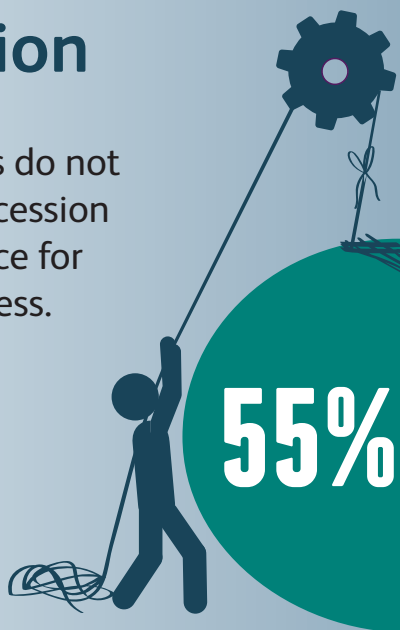
71%

of hotels also expect their own business to improve within the same time frame.

Expansion and succession



of hoteliers do not have a succession plan in place for their business.



55%

of hoteliers say they will improve and grow their business over the next three years.

Customer Trends

Online bookings now account for



of all bookings

with just **31%** of bookings made over the phone.