Fáilte Ireland Hotel Survey

April 2024 Summary Report

STR Fáilte Ireland

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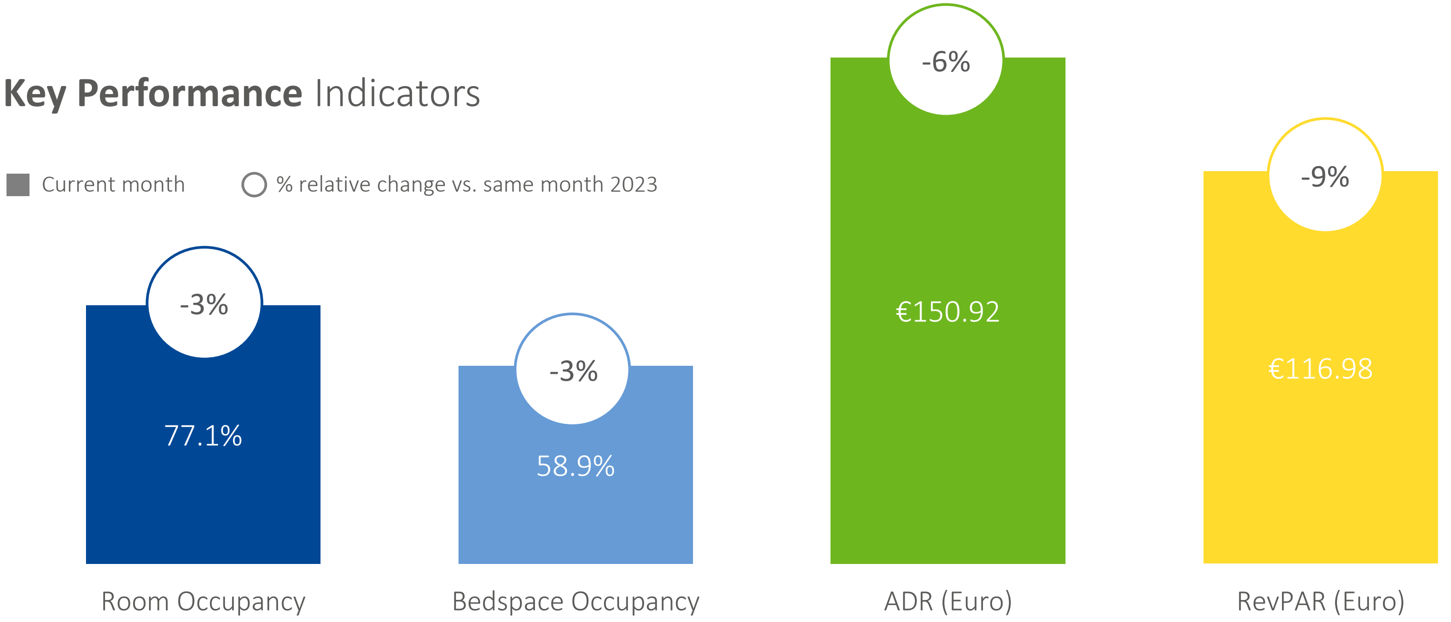
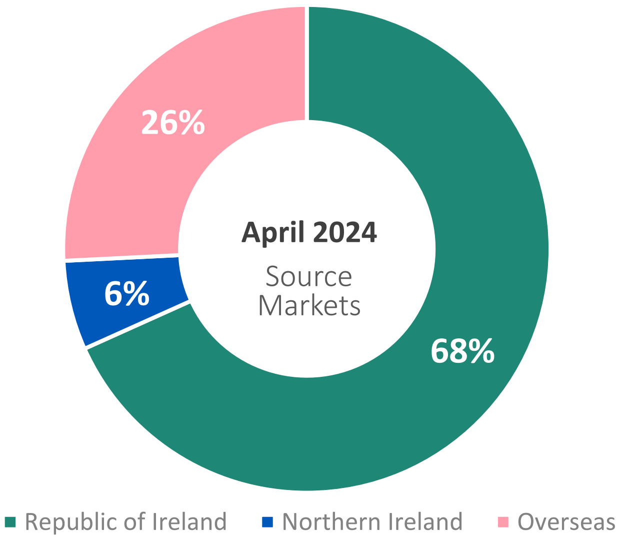
Executive Summary

Hotel performance in Ireland was subdued in April, as it has been for the first three months of 2024. With the industry moving into the high tourist season, it remains to be seen whether this slow-down will continue.

April occupancy and bedspace decreased compared to last year by 3.5%. Hotels across the country recorded an average daily rate of €150.92 for the month which was a significant decrease (-6.1%) compared to April 2023. It is important to keep in mind the robust double digit rate growth experienced in 2023 was not expected to be sustained and a period of normalisation was to be expected. There was also a notable shift in the origin of visitors this month as domestic guests accounted for almost seven out of ten guests. Overseas guests accounted for 25.8%. Similar patterns and modest performance were seen in most counties.

Key Performance Indicators



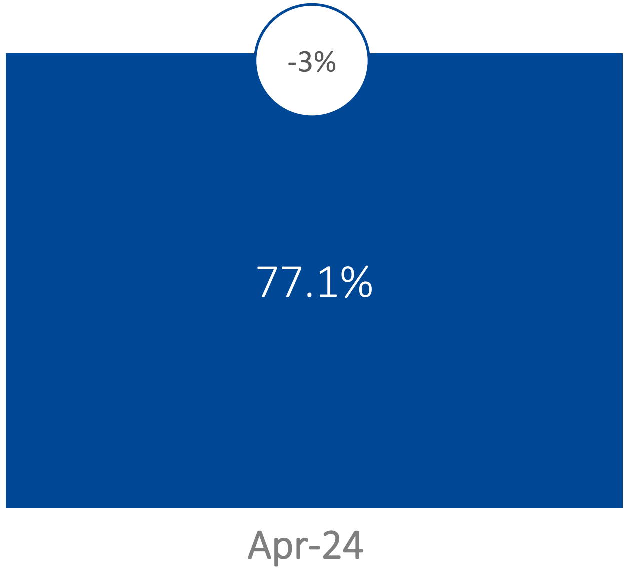


Ireland Room & Bedspace Occupancy: April 2024

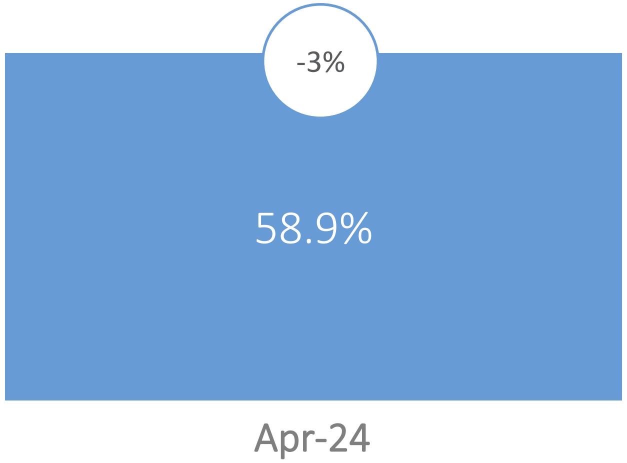
Having moved solidly into spring, April occupancy and bedspace demand improved compared to last month with both measures increasing 3.5% and 3.8% respectively whilst year on year performance declined. Both occupancy and bedspace demand decreased 3.5% compared to April 2023. The calendar shift of Easter occurring in April in 2023 and March in 2024 may have had an impact also.

Current month   % relative change vs. same month 2023

Room Occupancy



Bedspace Occupancy



Highest room occupancy in April

94.4%

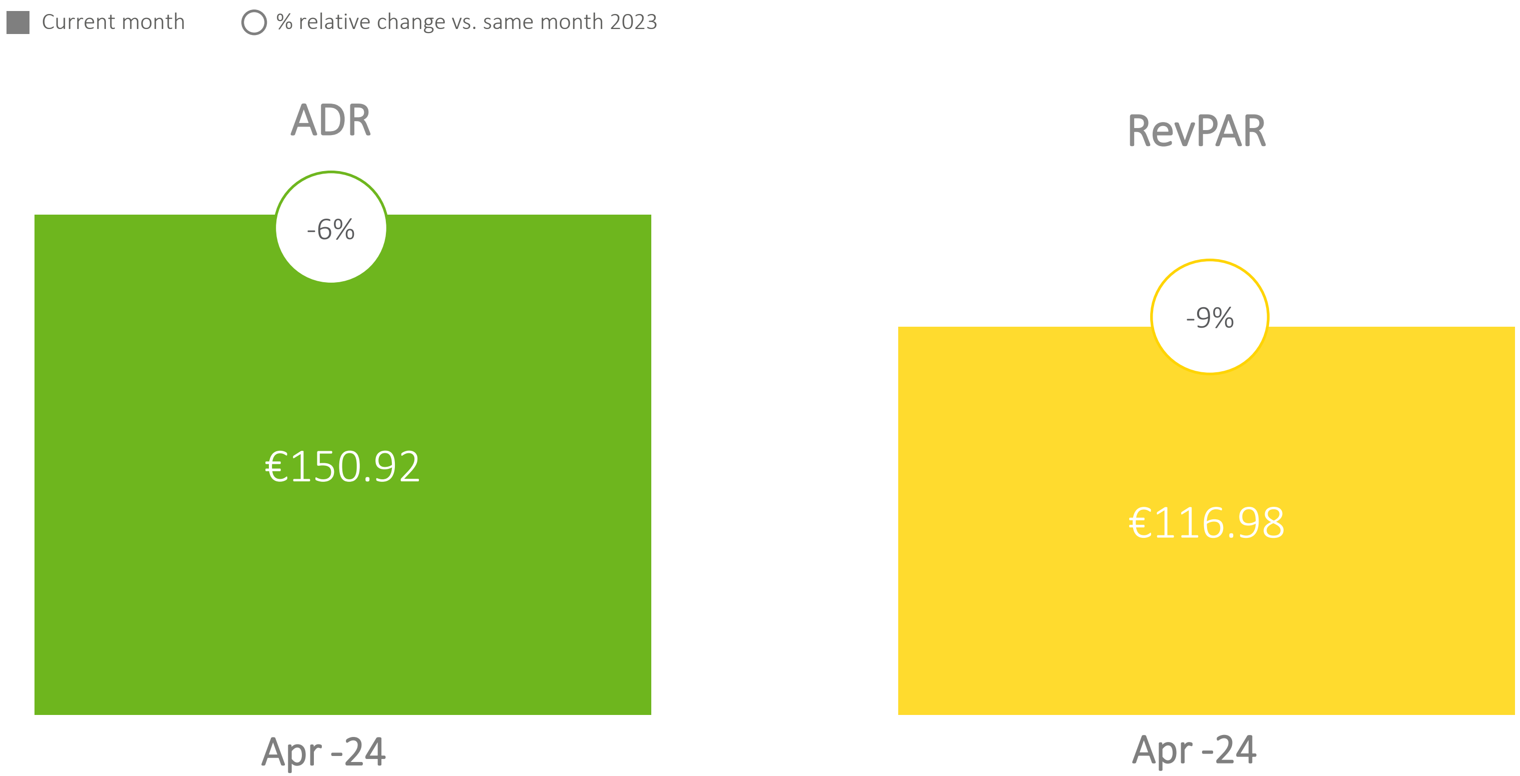
Saturday 27th April 2024

Highest / lowest
performing days of the month

Saturday (88.0%) / Sunday (65.6%)

Ireland ADR & RevPAR: April 2024

Compared to the same month last year, April's Average Daily Rate fell 6.1% to €150.92. This is the greatest year on year decrease since tracking resumed in June 2021. However, it is worth noting the shift in Easter from April last year to March this year is contributing to this decline. Compared to last month, Average Daily Rate increased a modest 0.4% or €0.53. A normalisation of rates is expected as we move away from the impacts of Covid, however April's rate was particularly low as Easter shifted and the peak season was warming up. Revenue per available room, a combination of occupancy and rate, dropped 9.2% year on year, a result of both the occupancy and ADR decrease. As with ADR, the RevPAR decline was the greatest decrease since tracking restarted in June 2021. The increase in VAT from 9% to 13.5% may also be a factor.



Highest RevPAR in April

€ 188.95

Saturday 27th April 2023

Highest / lowest (RevPAR)

performing days of the month

Saturday (€164.89) /
Monday (€91.33)

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: April 2024

The return to normal travel patterns across the globe further highlights the importance of identifying where guests are coming from. Understanding visitor source markets is key to the success of sales and marketing teams. Domestic visitors represented over two-thirds of guests in Ireland in April at 68.3%. Guests from Northern Ireland made up 5.9% whilst overseas guests made up the balance of 25.8%.

Republic of Ireland

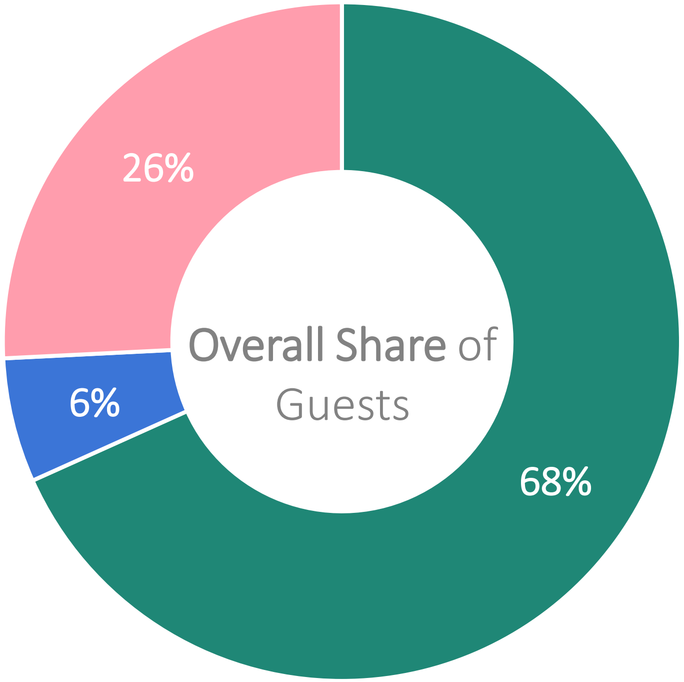
Range: 8% to 100%
Median: 70%

Northern Ireland

Range: 0% to 60%
Median: 3%

Overseas

Range: 0% to 91%
Median: 18%

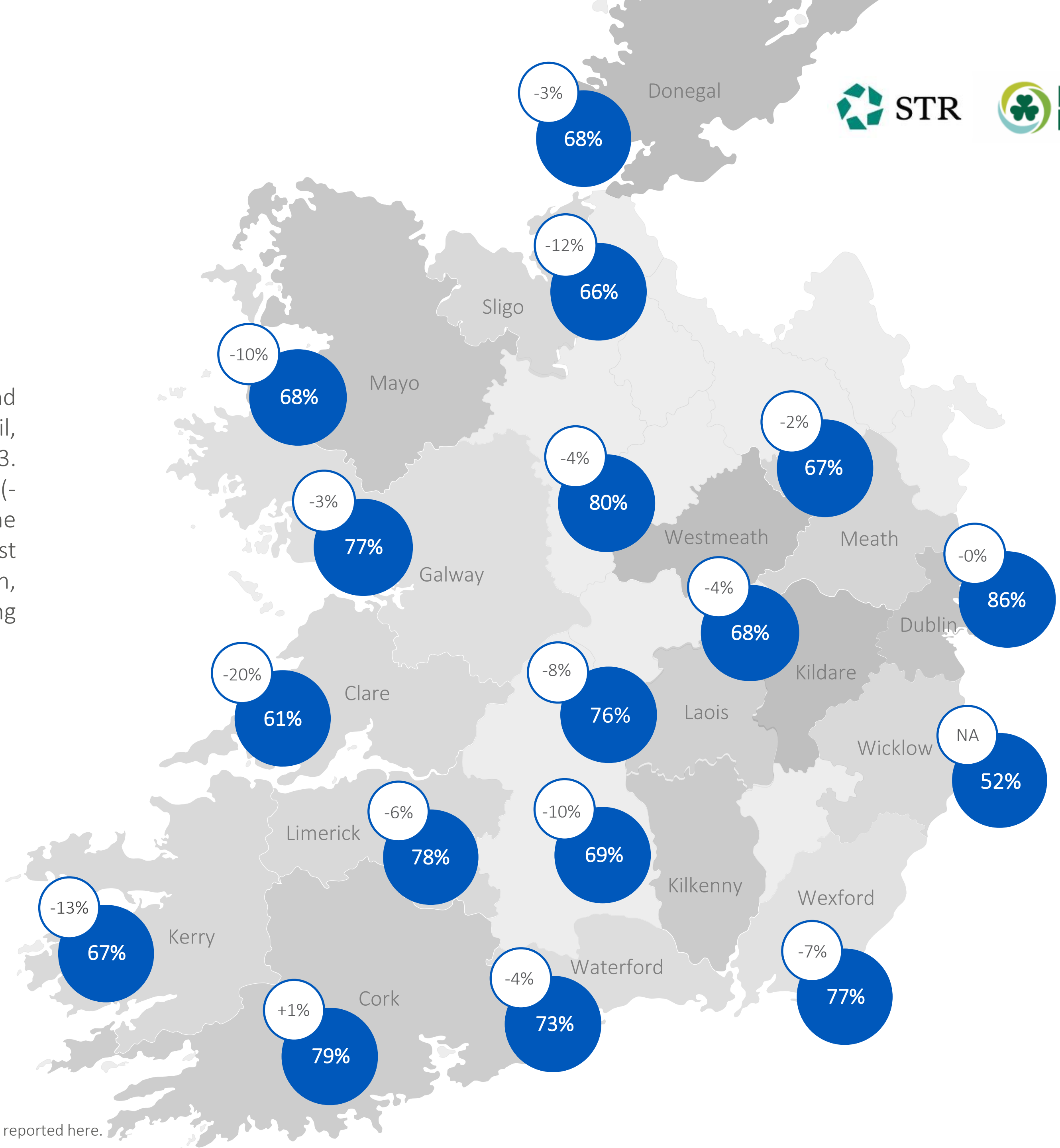


Note: Range is the lowest and highest share of guests stated by hotels.
Note: Median is the value separating the higher half from the lower half of the data, sometimes referred to as the "middle" value. A median value can also be the lowest or highest value and so April also be represented in the range.

County Occupancy

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

Following the national trend, in April 2024 all counties in Ireland except Cork noted a fall in occupancy compared to the previous April, with Cork occupancy just over 1 percentage point above April 2023. The counties with double-digit declines were Clare (-20.2%), Kerry (-13.3%), Sligo (-11.8%) and Mayo (-10.3%). Dublin recorded the highest occupancy in the country of 85.5% and posted the smallest year on year decline (-0.1%). Compared to the prior month, occupancy rates increased across almost all counties as the spring travel season began.



Note: There are 17 counties with sufficient room occupancy data in April 2023. These are displayed and reported here.

County ADR & RevPAR

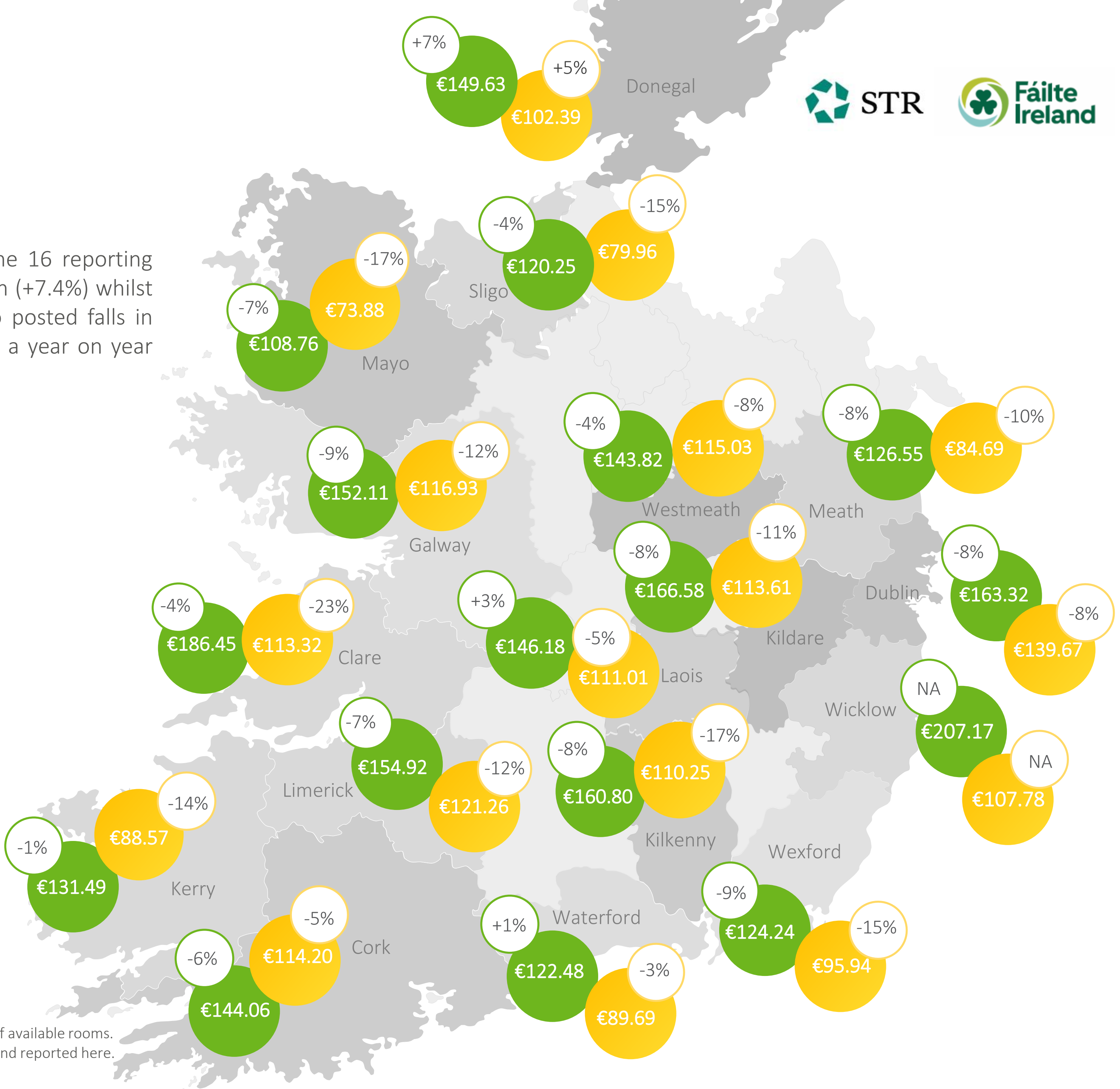
ADR   RevPAR   % relative change vs. same month 2023

Average Daily Rate (ADR)

While the country overall posted an ADR decrease, only 3 of the 16 reporting counties posted an ADR increase. Donegal saw the greatest growth (+7.4%) whilst the four counties reporting double-digit occupancy declines also posted falls in ADR. Clare posted the highest ADR at €186.45 although this was a year on year decrease of -3.8%.

Revenue Per Available Room (RevPAR)

County RevPAR decreased for almost all counties (15 of the 16 reporting). Only Donegal saw an increase (+4.6%). Clare posted the largest year on year decline (-23.2%) followed by Kilkenny at -16.7% and Mayo at -16.6%.



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

County Source Markets

The Republic of Ireland accounted for the majority of hotel guests across all reporting counties.

Due to the county's proximity to the border, Donegal welcomed 40.5% of its guests from Northern Ireland. Overseas guests accounted for a significant share of bed nights in Dublin (40.6%) and Kerry (32.5%).

	Republic of Ireland	Northern Ireland	Overseas
Clare	78%	*	22%
Cork	84%	1%	15%
Donegal	44%	40%	15%
Dublin	52%	7%	41%
Galway	81%	2%	18%
Kerry	65%	2%	32%
Kildare	74%	9%	17%
Limerick	92%	*	7%
Louth	80%	9%	11%
Mayo	86%	6%	8%
Wexford	95%	3%	3%

Note: There are 11 counties with sufficient source market data in April 2024. These are displayed and reported here.

Performance By Grade

Consistent with performance for the country overall, 3-star, 4-star and 5-star hotels all noted year on year occupancy and ADR declines which resulted in RevPAR declines. Across the different hotel grades, 3-star and 4-star hotels recorded the highest occupancy with ADR dropping €20 on average when moving from 4-star to 3-star. 5-star hotels consistently post the lowest occupancy and an almost double ADR compared to the other hotels. The high ADR among 5-star hotels is to be expected given the elevated level of services and amenities provided by such hotels.

	5 Star	4 Star	3 Star
Occupancy	67.3%	80.5%	81.5%
ADR	€ 298.85	€145.22	€124.42
RevPAR	€201.07	€116.97	€101.36

Note: There are 3 property class types with sufficient source market data in April 2024. These are displayed and reported here.

Methodology Statement

In April 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 April 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 April 2021 report.

  The sample for this month's report: (Rooms Data n=273, Bedspace / Source Market Data n=206, 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.

STR Fáilte Ireland

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