Accommodation Occupancy Survey

Strategic Research and Insight

Q3 2022

Fáilte Ireland

Summary and Background

Fáilte Ireland

Summary

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

- **Guesthouses** room occupancy in Q3 (82%) matched pre-Covid (82%) – the sector has taken until now to recover
- **B&B** room occupancy (66%) for Q3 remained up on pre-Covid (59%) – but many B&Bs have still not reopened, so net occupancy comparisons should be viewed with caution
- **Self-catering** unit occupancy for Q3 was 78% (compared to pre-Covid norm of 75%) – the sector's performance overall throughout 2022 has been similar to pre-Covid norms
- **Caravan and campsite** pitch occupancy for Q3 (65%) was up on pre-Covid rates (60%)
- **Hostel** bed occupancy (72%) for Q3 was close to the pre-Covid norm (76%), having caught up by August – the sector is finally back on track after being hit hardest by the pandemic

International visitors underpin the recovery

- International visitor proportions are more or less back to pre-Covid levels in every sector
- This is the main reason for the much improved performances in every sector in Q3

Background

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 Q3 (July to September) 2022

Sector / Month	Population	Jul sample			Aug sample			Sep sample		
		Open	Closed	Total	Open	Closed	Total	Open	Closed	Total
Guesthouses	138	28	8	36	26	10	36	26	7	33
BandBs	916	184	110	294	185	114	299	160	130	290
Self-catering	525	107	24	131	126	33	159	123	33	156
Caravan and campsites	130	86	2	88	52	1	53	25	7	32
Hostels	98	34	17	51	28	19	47	38	25	63

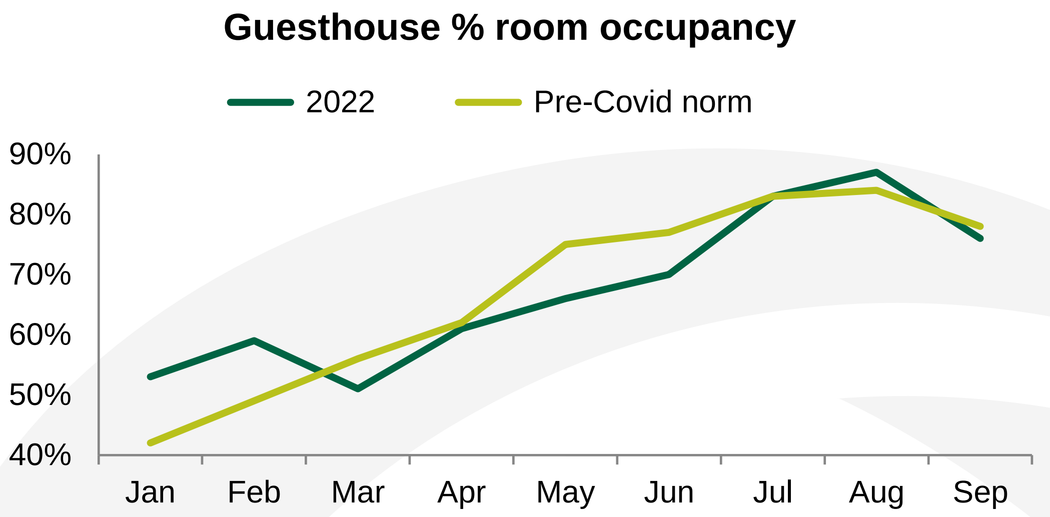
Throughout this report, 'pre-Covid norms' are a two-year average of 2019 and 2018 for the month or period in question

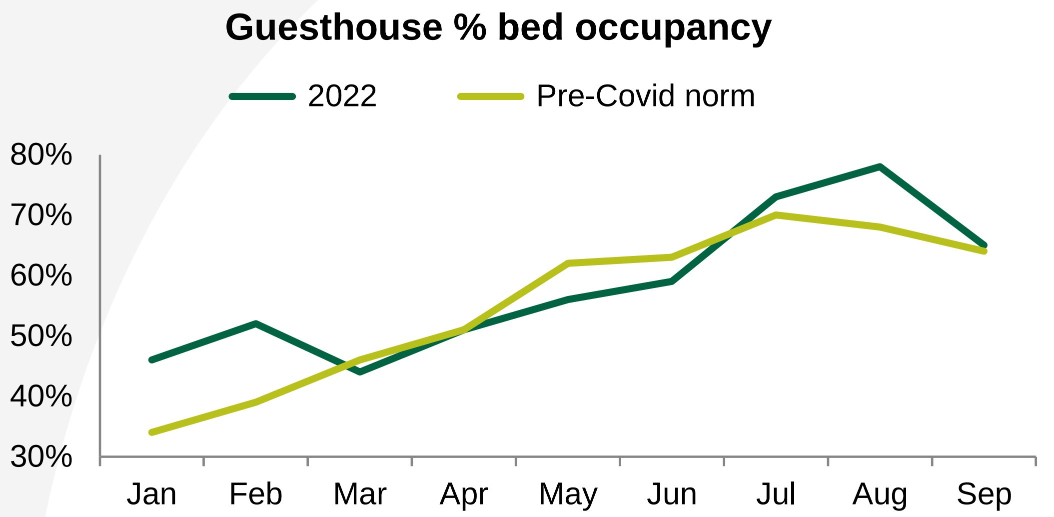
Individual Sectors

Guesthouses (1)

Finally back to 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 July-September were:
  - 82% room occupancy in 2022 vs 82% pre-Covid
  - 72% bed occupancy in 2022 vs 67% pre-Covid
- The May barometer showed that forward bookings for guesthouses in summer 2022 were not looking especially healthy, so the late surge in July and August has no doubt been welcomed





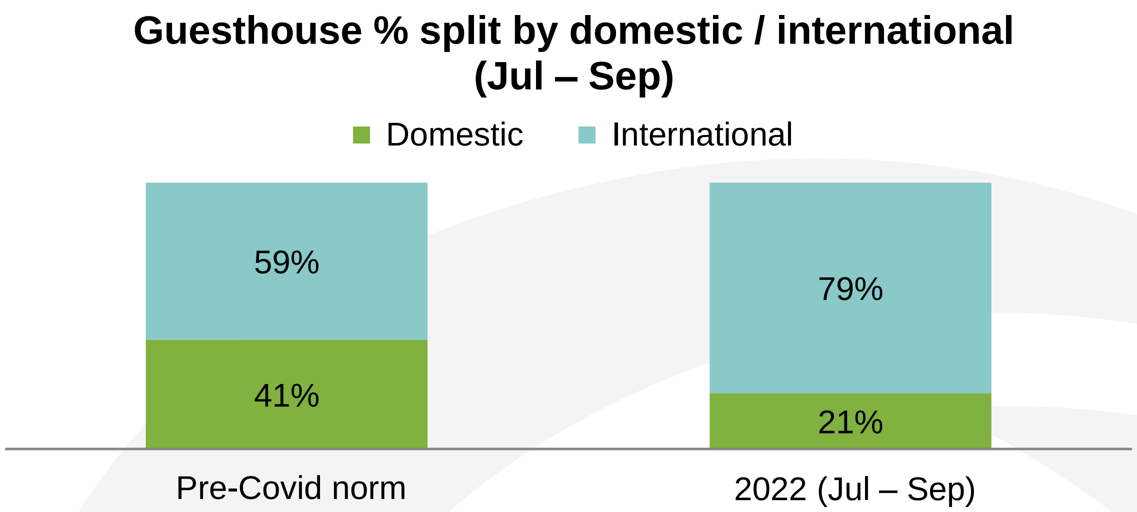
Guesthouses (2)

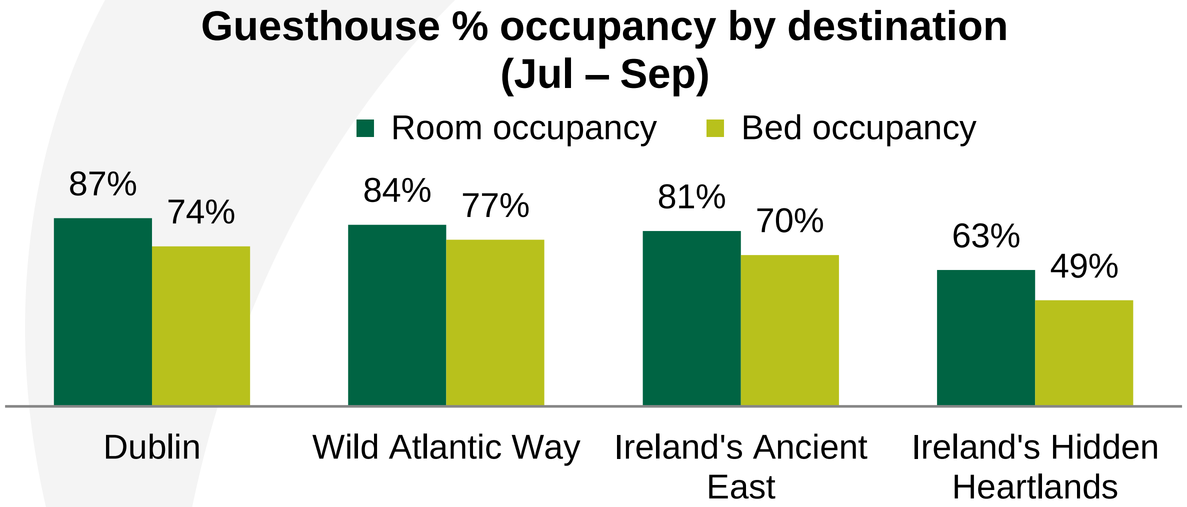
International visitors underpinning recovery

- The guesthouse sector has the international market to thank for its recovery
- Not only has it bounced back in summer 2022, but the proportion of guests that it accounts for has far surpassed pre-Covid norms

Wild Atlantic Way and Ireland's Ancient East now back on track

- Earlier quarterly results showed that Dublin was performing well, but other destinations were lagging behind
- Now however, Wild Atlantic Way and Ireland's Ancient East have caught up again
- The international market has made up four fifths of guests in Wild Atlantic Way and three fifths in Ireland's Ancient East in Q3

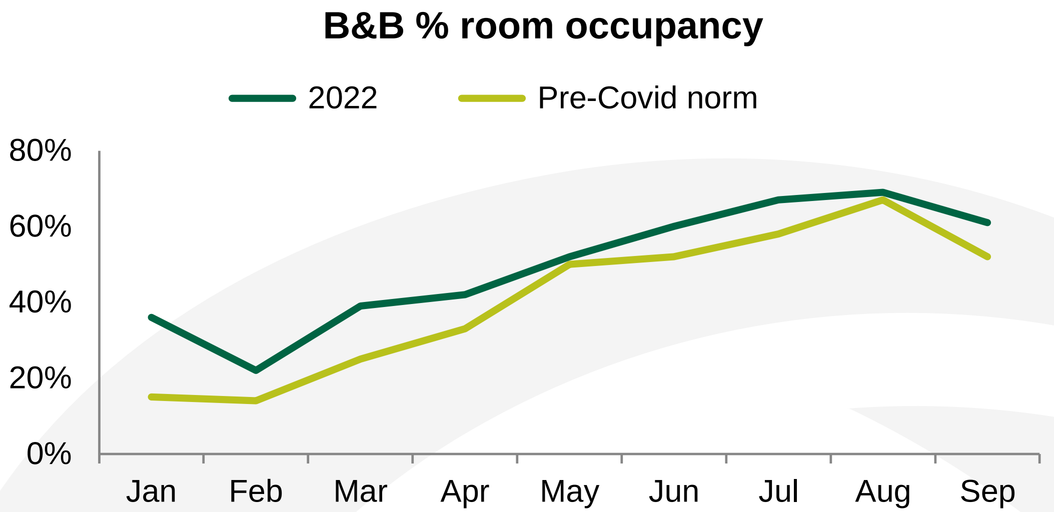


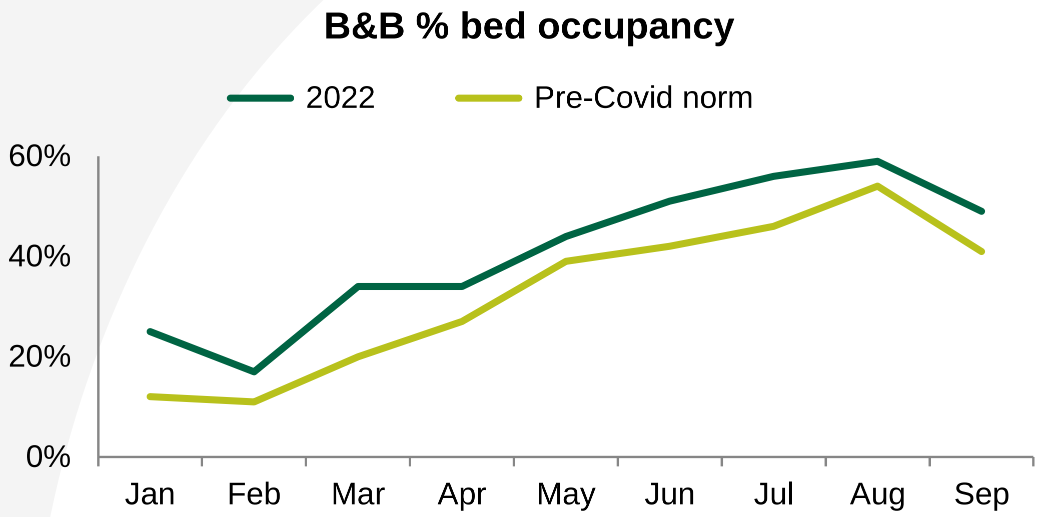


Bed and Breakfasts (1)

Net occupancy remaining above pre-Covid levels

- B&B *net* occupancy levels have consistently been above pre-Covid norms throughout 2022
- But to say that the sector as a whole is busy would not tell the full story – significant proportions of B&Bs remain closed each month *(see earlier background for details)*
- Overall net occupancy rates for July-September were:
    - 66% room occupancy in 2022 vs 59% pre-Covid
    - 55% bed occupancy in 2022 vs 48% pre-Covid
- The summer barometer showed that 77% of B&Bs had more visitors in summer 2022 compared to summer 2021; only 9% were down





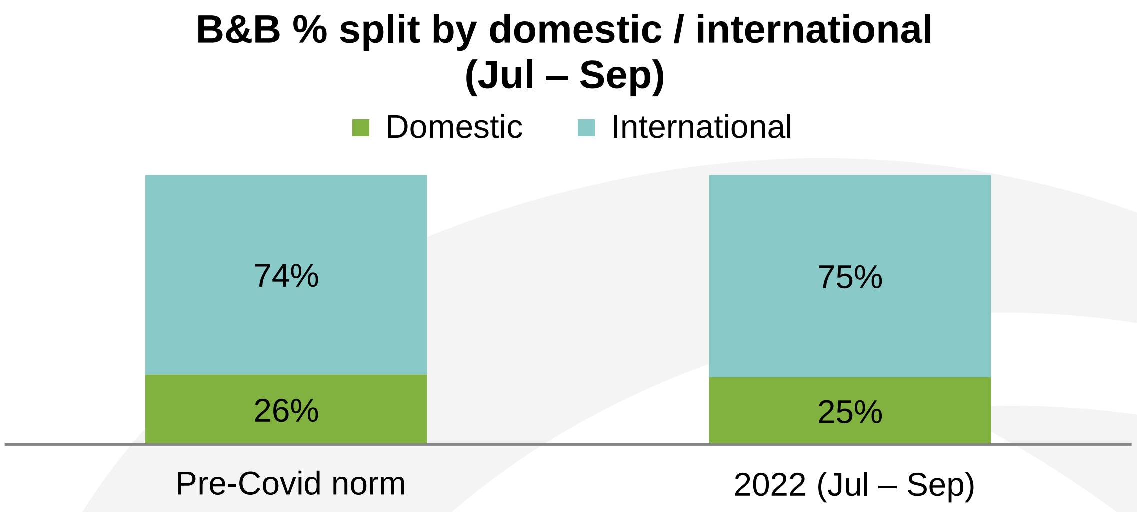
Bed and Breakfasts (2)

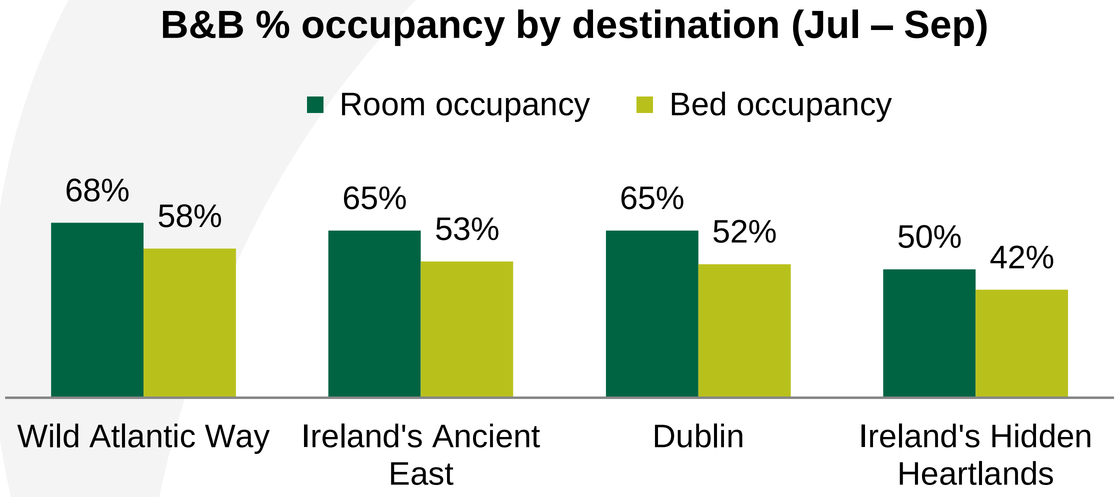
International visitors back to pre-Covid levels

- International visitor levels are finally back to where they were pre-Covid
- In the summer barometer, *‘international visitors returning this year’* was the most frequently cited (82%) positive factor for B&B businesses
- B&Bs went against the grain of slow French and German markets by increasing their volumes from these markets

Marginal differences by destination except Ireland’s Hidden Heartlands

- Wild Atlantic Way, Ireland’s Ancient East and Dublin have all seen their room occupancy grow from around half in Q2 to around two thirds in Q3
- Ireland’s Hidden Heartlands on the other hand has not kept up with the other three regions

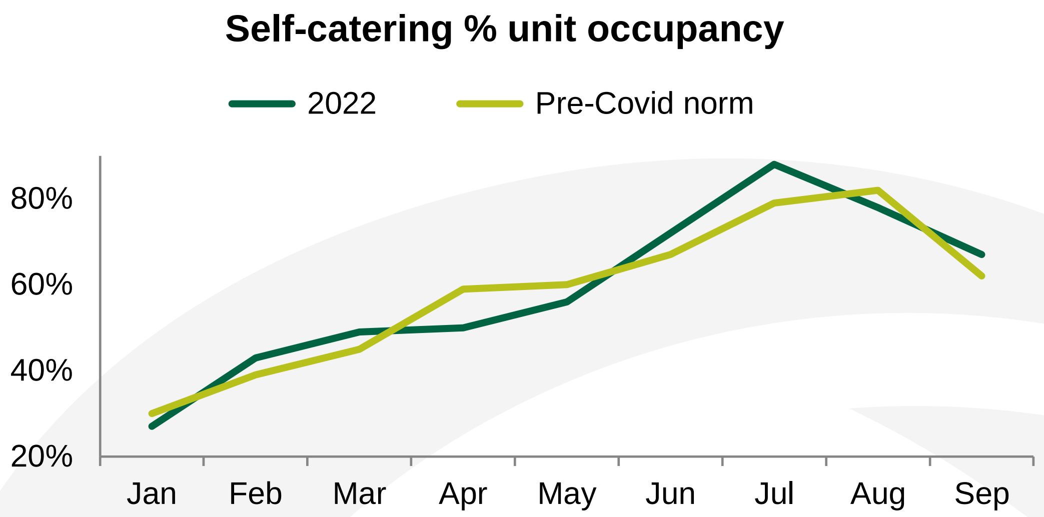


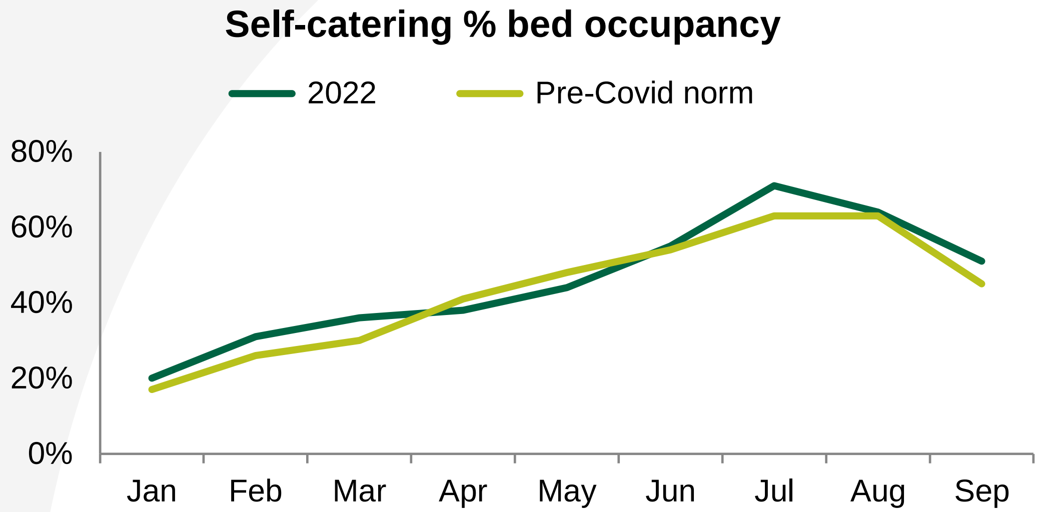


Self-catering (1)

Remaining on par with pre-pandemic levels

- Self-catering occupancy levels remain similar overall to pre-Covid norms – 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 July-September were:
  - 78% unit occupancy in 2022 vs 75% pre-Covid
  - 62% bed occupancy in 2022 vs 58% pre-Covid
- In the summer barometer, 77% cited repeat visitors as a reason to be positive this year – the highest proportion of any sector to say this





Self-catering (2)

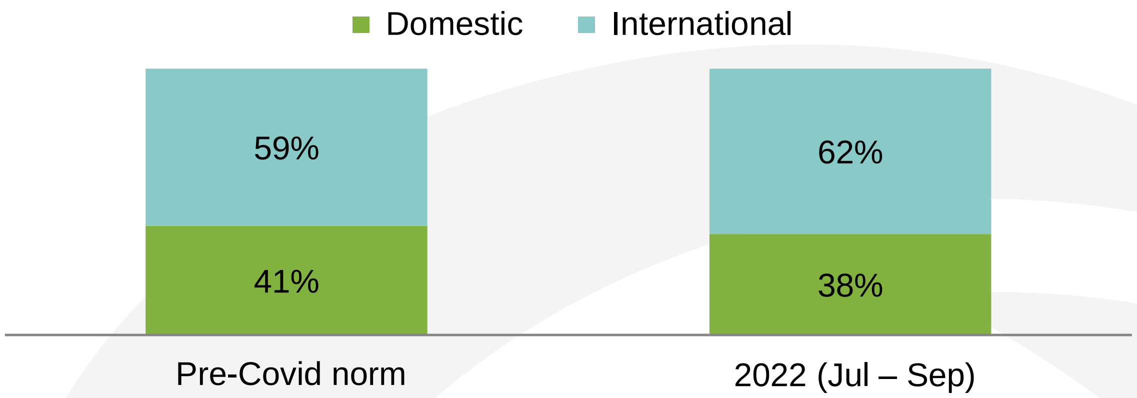
International market has now recovered

- International visitor proportions have finally caught up with pre-Covid norms, having been down in earlier quarters
- The domestic market had supported the self-catering sector well during the Covid years

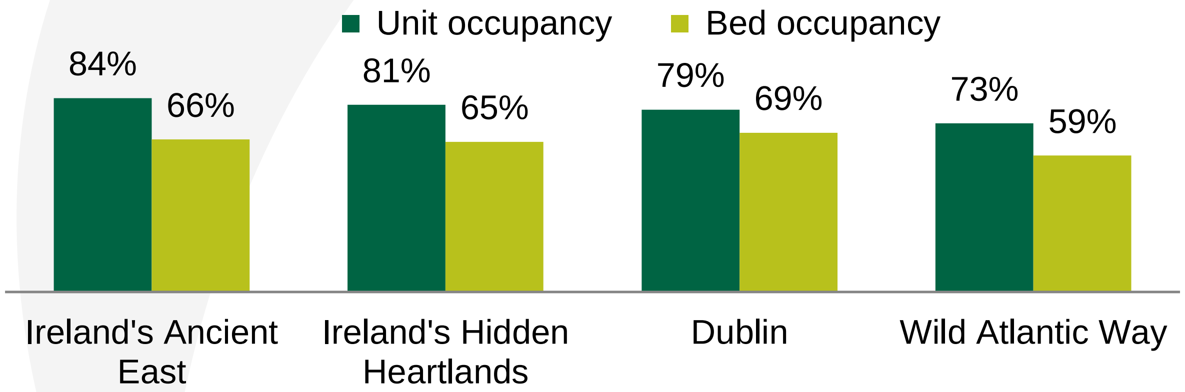
Different regional results from other sectors

- The guesthouse, B&B and caravan and camping results all show consistency between Dublin, Ireland's Ancient East and Wild Atlantic Way, with Ireland's Hidden Heartlands performing slightly behind
- In self catering however, Ireland's Hidden Heartlands has performed well in Q3, whereas Wild Atlantic Way has performed slightly behind the other regions

Self-catering % split by domestic / international (Jul – Sep)



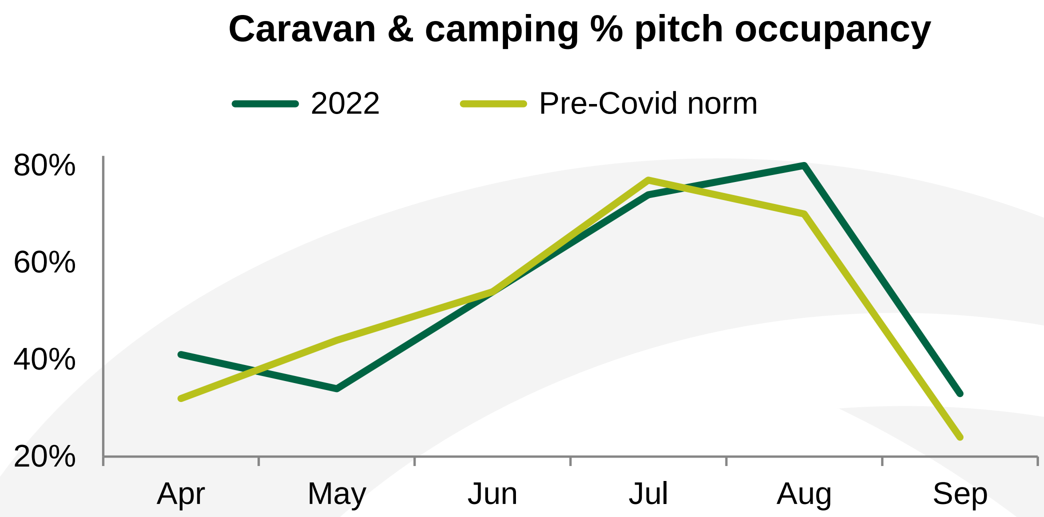
Self-catering % occupancy by destination (Jul – Sep)

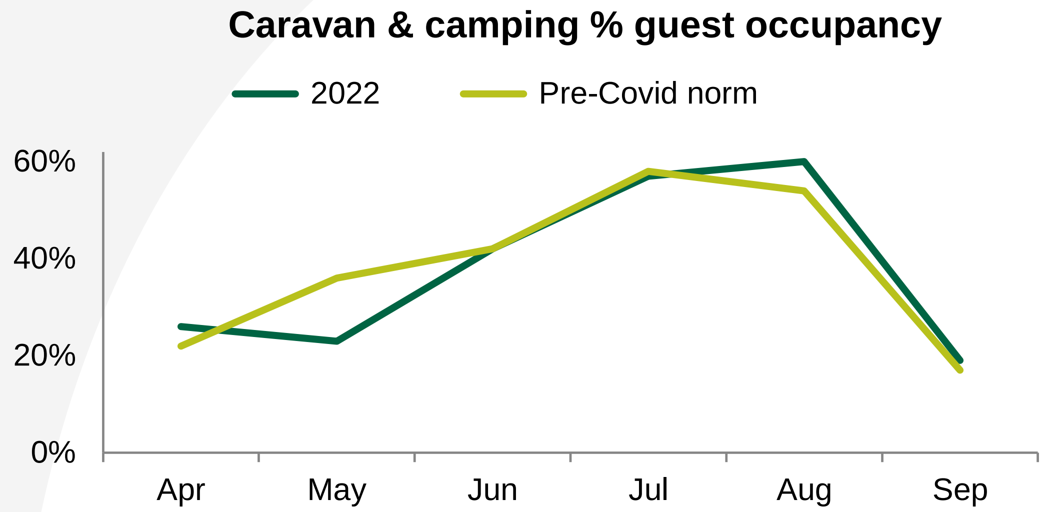


Caravan and Camping (1)

Surpassing pre-Covid norms

- Occupancy levels going into Q2 started in line with pre-Covid norms and then surpassed them, with 80% average pitch occupancy in August
- Overall occupancy rates for July-September were:
  - 65% pitch occupancy in 2022 vs 60% pre-Covid
  - 48% guest occupancy in 2022 vs 45% pre-Covid
- The results echo the most recent Ireland tourism barometer post-summer, which showed 13 out of 25 caravan and camping parks received more guests year to date compared to pre-Covid norms, and only 6 reporting to be down

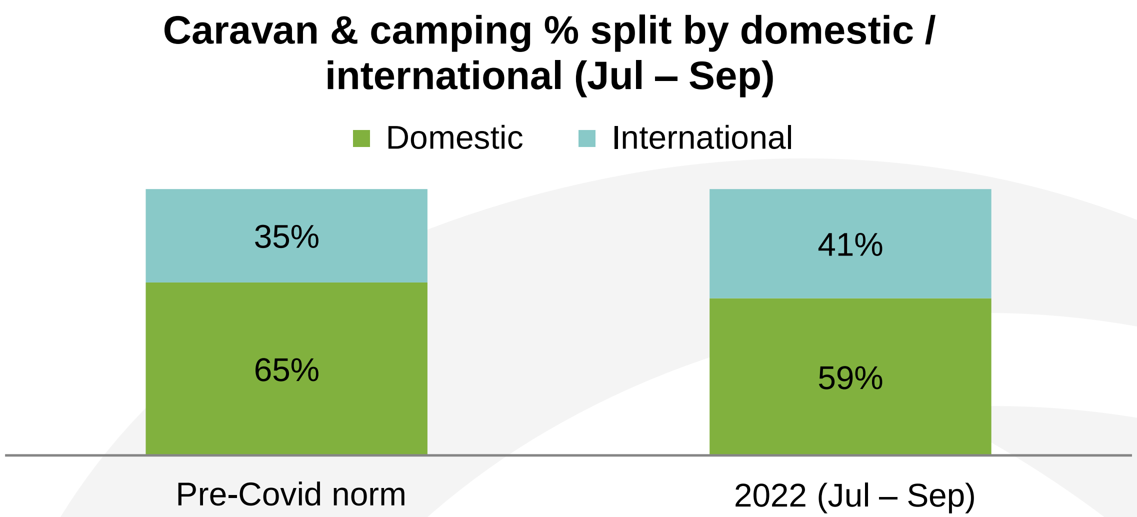




Caravan and Camping (2)

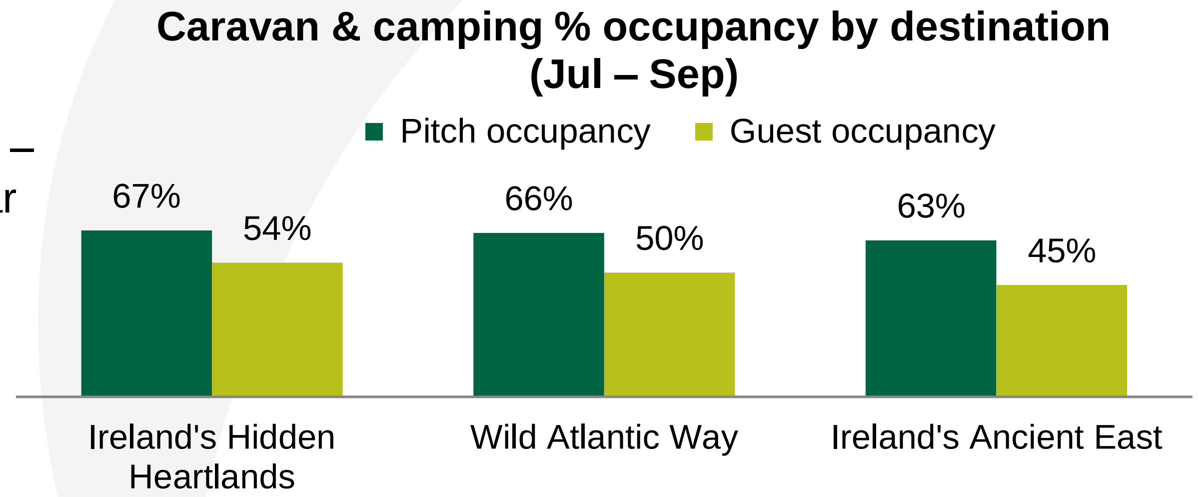
International visitors back in numbers

- The return of international visitors has played a part in the sector's performance surpassing pre-Covid norms, making up around 2 in every 5 caravan / camping guests in Q2
- In the post-summer barometer, 'return of international visitors' was the most frequently cited reason to be positive about business this year among caravan and camping parks



Consistent performance by destination

- Pitch occupancy has not varied significantly by destination – the newer Ireland Hidden Heartlands has performed on par with longer established branding – Wild Atlantic Way and Ireland's Ancient East

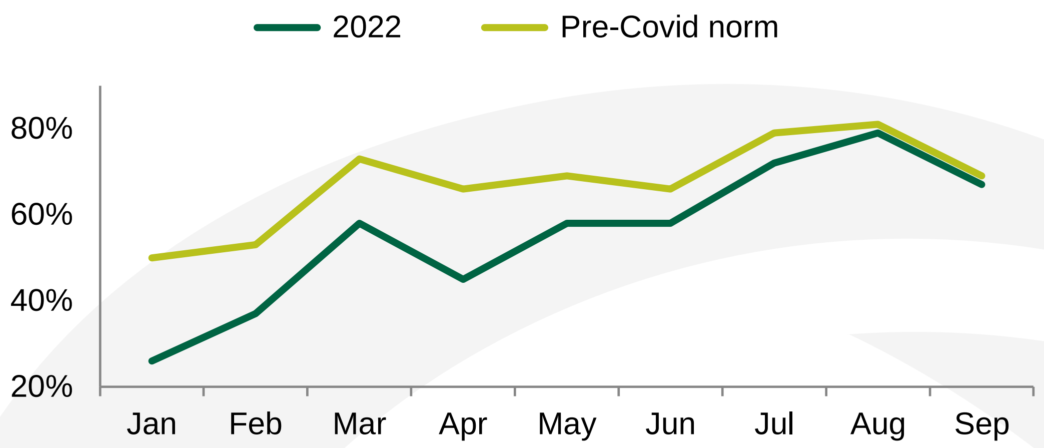


Hostels (1)

Finally back to pre-Covid norms

- 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
- But now, occupancy levels are just about back to where they were pre-Covid
- Overall bed occupancy rates for July-September were:
  - 72% in 2022 vs 76% pre-Covid

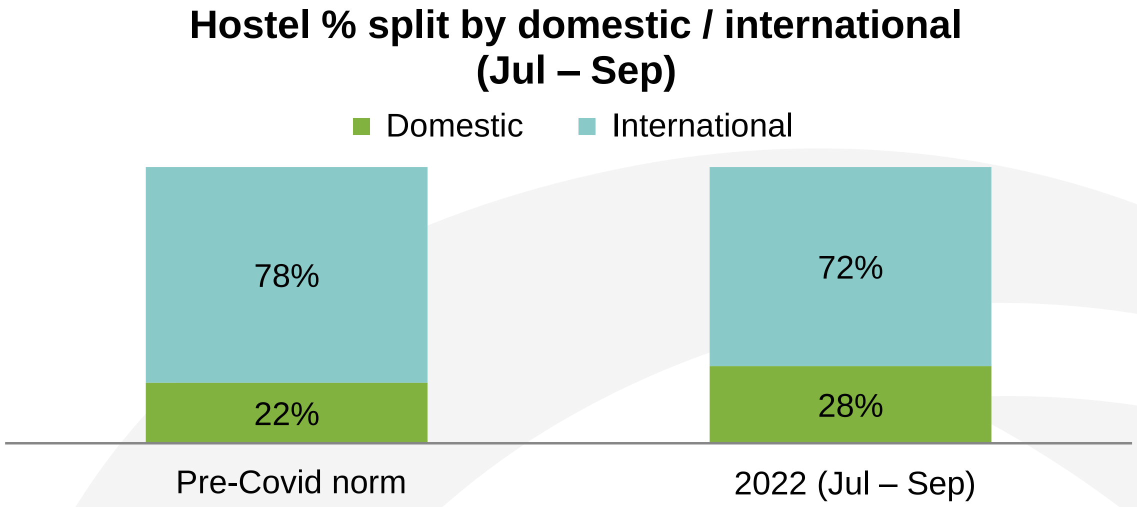
Hostel % bed occupancy



Hostels (2)

Reliance on international visitors

- Hostels are typically the most dependent sector on international visitors, and they were sorely missed during the pandemic
- Q3 has seen international visitor proportions fairly close to pre-Covid norms



Dublin has performed very strongly

- Dublin has underpinned recovery in the hostel sector, growing from 59% bed occupancy in Q2 to 87% in Q3