

Fáilte Ireland Hotel Survey

November 2021 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 Methodology Statement



Executive Summary

In November 2021, hotel room occupancy in Ireland stood at 54.3% which was below recent months as seasonality continued to drive down demand for accommodation, a trend seen pre-COVID. Furthermore, some restrictions were reimposed from mid November. Consequently, occupancy was 20% (in relative terms) behind the pre-pandemic rate of two years ago. While the contraction was less steep than in previous months, this finding highlights that COVID-19 related challenges continued to afflict the sector. Meanwhile, bedspace occupancy was 37.0%.

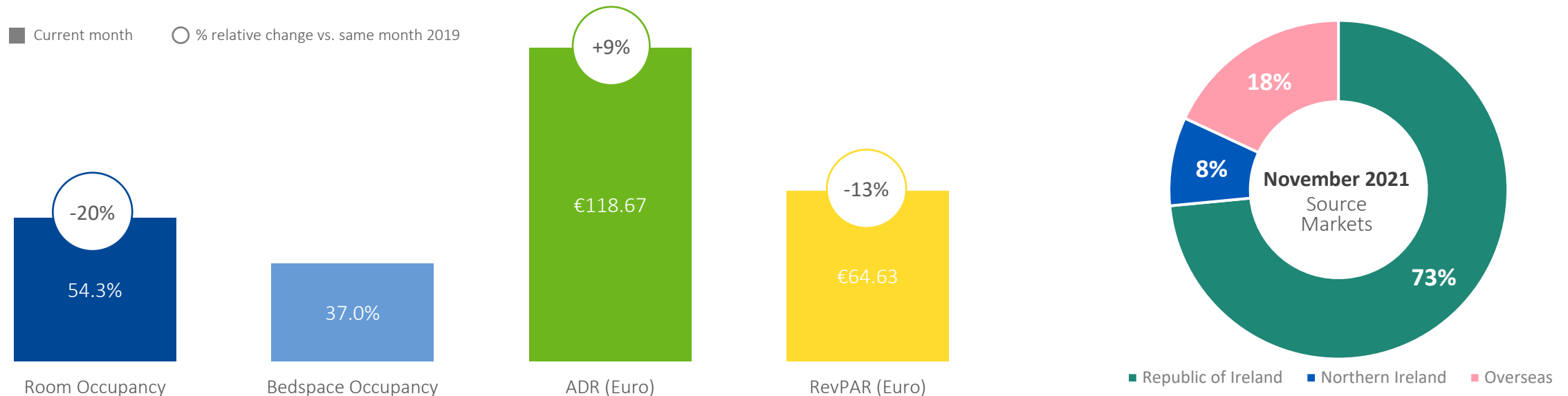
However, similar to October 2021, nationally hotels recorded room rate growth as ADR increased by 9.1% from €108.79 in November 2019 to €118.67 in November 2021. Hotels in all but two of the 15 counties with sufficient data posted ADR growth compared with 2019.

As in previous months, the growth in ADR was likely influenced by less group and corporate business in 2021.

More heavily influenced by the decline in occupancy than the increase in ADR, RevPAR overall was below 2019 levels (€64.63 versus €74.57 in November 2019). However, due to the less steep decline in occupancy and ADR growth, the downward shift in RevPAR was less severe than previous months at -13.3% below the pre-pandemic rate.

There was a similar mix of guests at hotels during the month compared with October 2021. Domestic guests from the Republic of Ireland continued to be the mainstay accounting for over 70%. Meanwhile, international visitors accounted for 18% of guests and those from Northern Ireland remained around the 10% mark.

Key Performance Indicators



Note: Bedspace Occupancy for 2019 is not available.

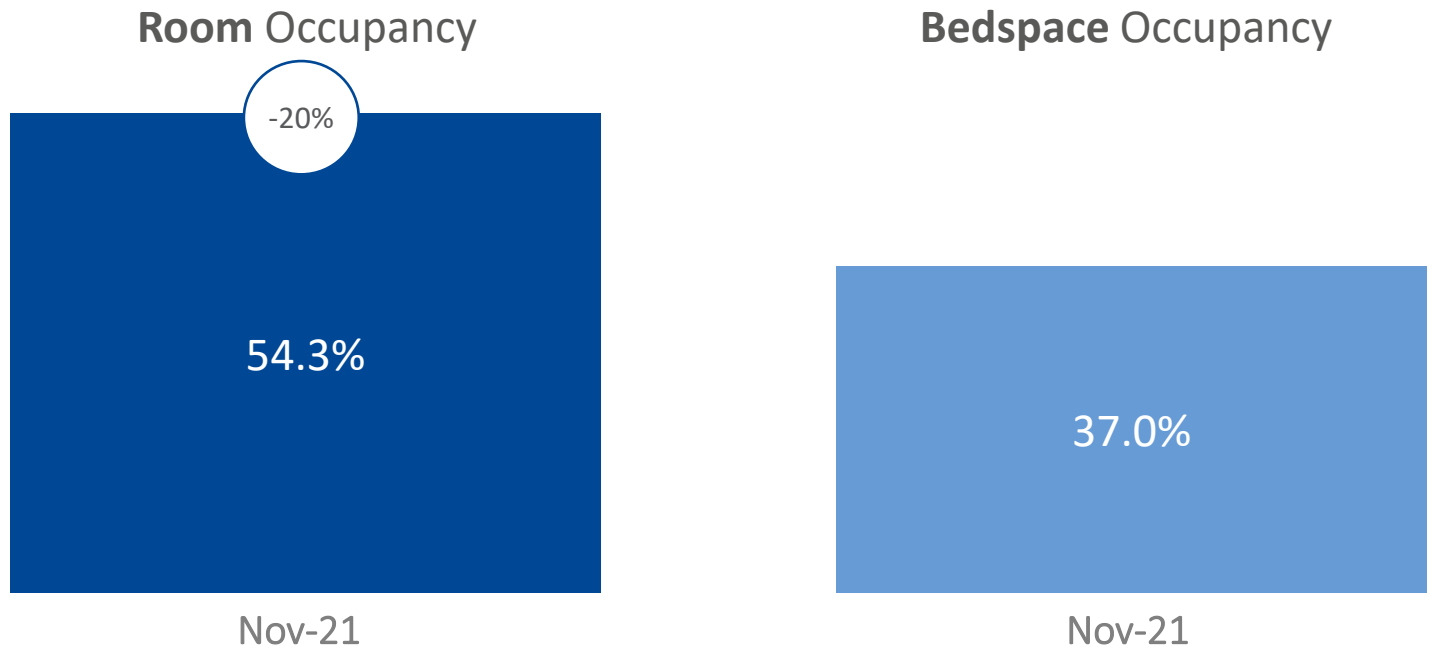
Ireland Room & Bedspace Occupancy: November 2021



Room occupancy in Ireland during the month was 54.3%. This was lower than previous months – as September and October noted occupancy of just over 60% – due to seasonality and, hence, reduced demand for accommodation. Compared with 2019, this rate of performance equated to a -20% (in relative terms) decline in occupancy. While still difficult reading for the sector, this marked the least steep decline in occupancy since the hotel survey recommenced in June 2021 and signalled an improving picture for hotels across the country.

Meanwhile, bedspace occupancy, which is the proportion of available bedspaces sold during the month, was 37.0%. This was also well below recent months which again was linked to normal seasonality patterns.

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



Highest room occupancy in November
82.0%
Saturday 13th November 2021

Highest / lowest performing days of the month
Saturdays (77.2%) / Sundays (44.6%)

Note: Bedspace Occupancy for 2019 is not available.

Ireland ADR & RevPAR: November 2021

Repeating the trend of October, ADR outstripped the 2019 level growing by 9.1% in November 2021 (€118.67 versus €108.79 in November 2019). This rate of growth was higher than any of the previous months since the hotel survey recommenced in June 2021 which again highlighted better trading conditions for the sector during the month. It should be noted that ADR has not been offset to the same degree by group and corporate travel in 2021 compared with previous years.

RevPAR, an important metric based on rooms available and rooms revenue, stood at €64.63 in November 2021. This stood just shy of €10 below the pre-pandemic rate of €74.57 in November 2019. However, reflecting the softer occupancy decline and more positive growth in ADR compared with recent months, this result equated to the least severe decline in RevPAR (-13.3%) recorded by the survey so far.

That said, hotels in more counties posted a decline in RevPAR in November 2021 than in October 2021 (9 counties compared with 5 from the 15 counties with sufficient data). This finding highlights a more uneven performance during the month than in October 2021.

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



Highest RevPAR in November

€134.95

Saturday 13th November 2021

Highest / lowest (RevPAR)
performing days of the month

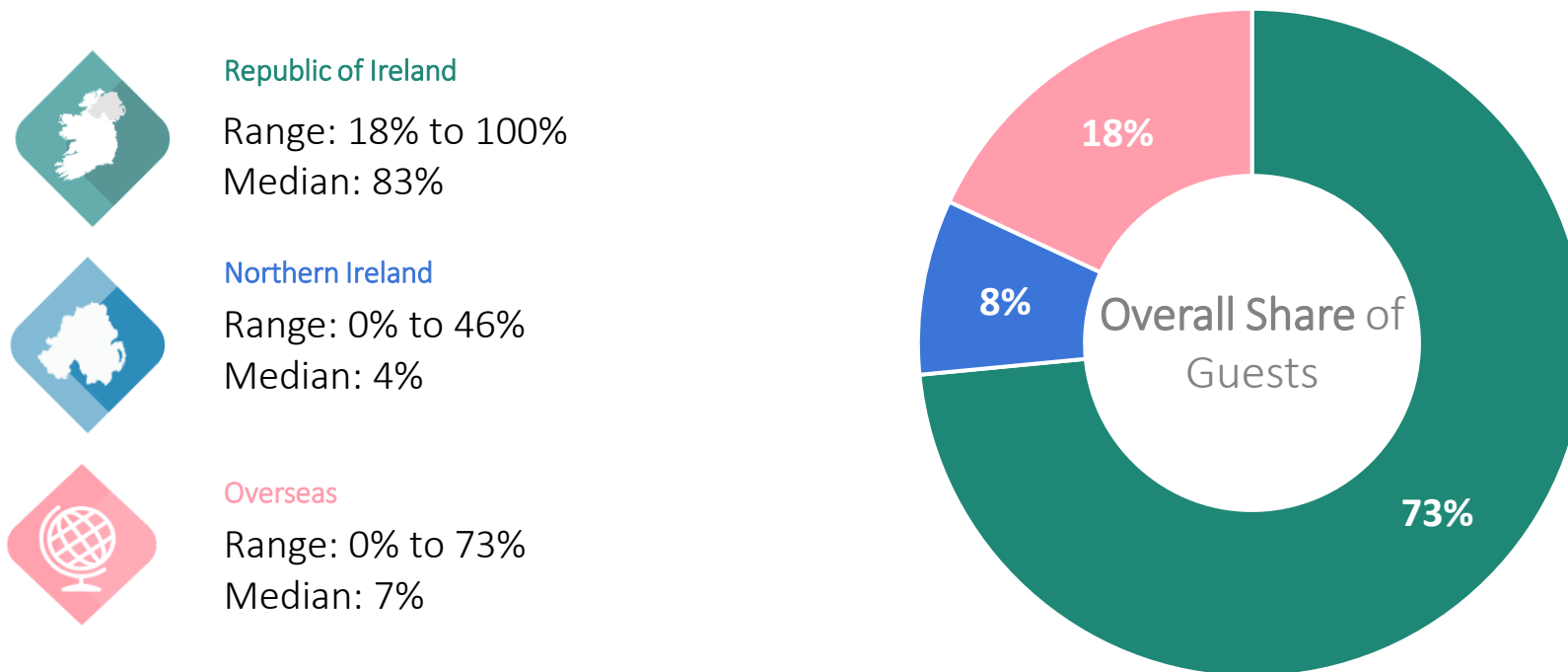
Saturdays (€124.40) / Sundays (€48.47)

Ireland Source Markets: November 2021

While some domestic COVID-19 restrictions were tightened or reimposed in mid November in response to rising infection rates, there were no changes to international travel restrictions. This helped to maintain momentum as overseas visitors accounted for the same share of hotel guests across the country in November 2021 as recorded in October 2021 (18%).

Consistent with previous months, guests from Northern Ireland accounted for around 10% of all hotel guests. However, the overall incidence was influenced by a high concentration of these guests at hotels close to the border.

Meanwhile, the remainder (74%) was comprised of guests from the Republic of Ireland. This segment has consistently accounted for 70% or more of all hotel guests in recent months which highlights the importance of staycations and domestic travel for hotel operators currently.



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

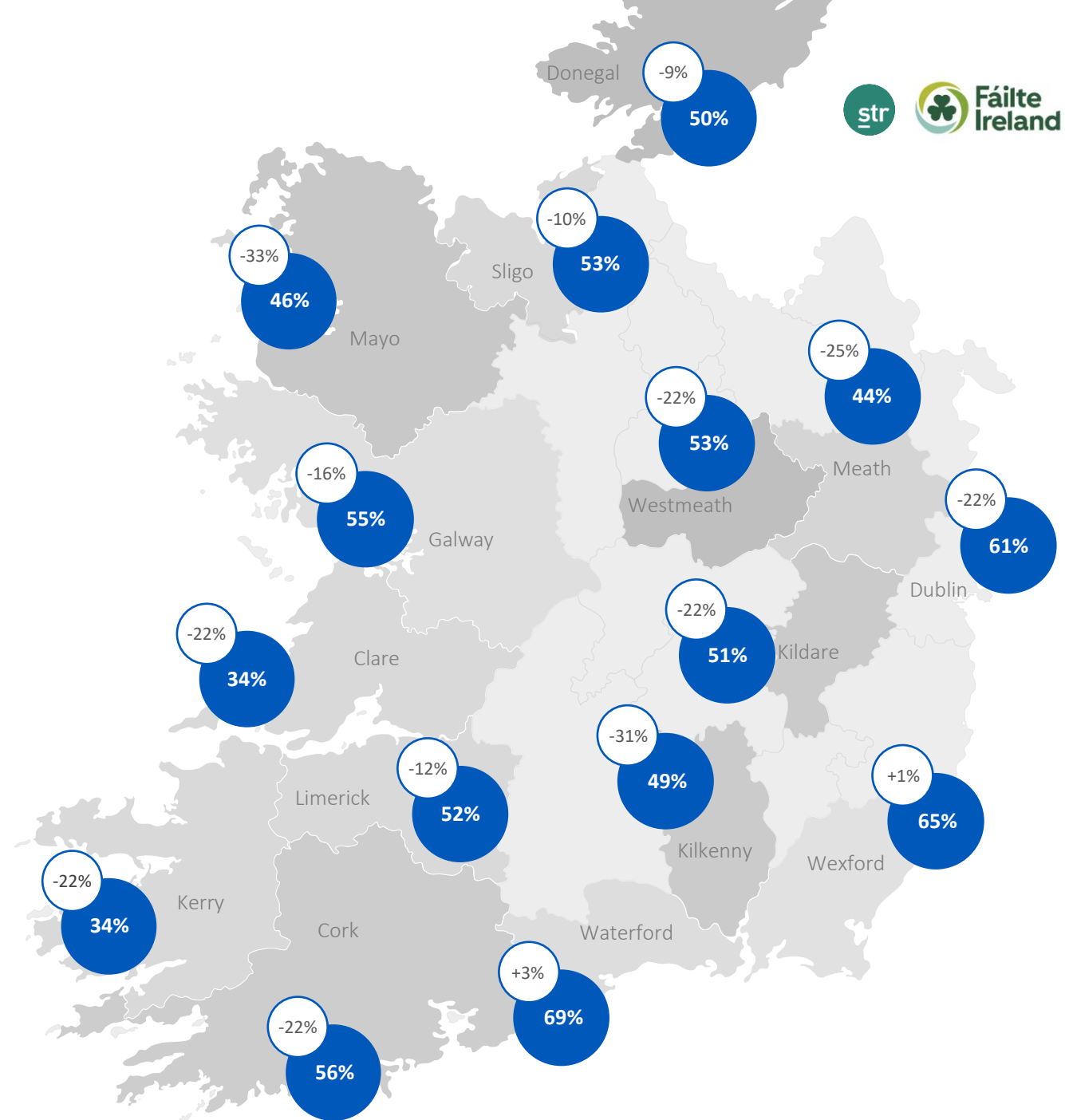
● Current month room occupancy ○ % relative change vs. same month 2019

Only three counties, among the 15 with sufficient data to enable reporting, achieved occupancy of 60% or above in November 2021 compared to 10 in October and 9 in September. This finding demonstrated the negative impact of seasonality with fewer leisure travellers during the month.

The three highest performing counties were Waterford (69%), Wexford (65%) and Dublin (61%). For hotels in Waterford, it was the fourth successive month that they achieved the highest room occupancy in Ireland. Meanwhile, for hotels in Dublin, November 2021 encouragingly recorded the highest occupancy seen since June 2021.

Meanwhile, the lowest occupancy was posted by hotels in Kerry (33%) and Clare (34%). These findings were consistent with previous results which highlights a continued period of slow demand for accommodation in these areas.

Hotels in two of the 15 counties posted occupancy growth compared with November 2019. They were Waterford (+3% in relative terms) and Wexford (+1%) which repeated a similar trend from October 2021. Among the remaining 13 counties which recorded a reduction in occupancy compared with 2019, the steepest reductions were in Mayo (-32%), Kilkenny (-31%) and Meath (-25%).



County ADR & RevPAR

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

Average Daily Rate (ADR)

Broadly consistent with October, hotels in Kildare (€142.38), Clare (€136.04) and Mayo (€135.78) achieved the highest ADR among the 15 counties with sufficient data to enable reporting. Meanwhile, the lowest room rates were recorded by hotels in Waterford (€90.26) and Sligo (€94.69). Indeed, they were the only counties to post sub €100 ADR during the month which due to seasonality marked the lowest room rates recorded so far by the survey since June 2021.

Hotels in all but two counties managed to increase ADR compared with the pre-pandemic rate of November 2019. The steepest growth was by hotels in Mayo (+46%) and Clare (+38%). Hotels in these counties have performed consistently strongly in driving room rate growth in recent months.

Dublin (-3%) and Waterford (-1%) were the only counties to note a decline in ADR compared with 2019. While still indicating a challenging backdrop, the ADR decline posted by Dublin hotels was notably less severe than previous months which regularly exceeded -20%.

Revenue Per Available Room (RevPAR)

Dublin hotels posted the highest RevPAR (€75.14) in November 2021 followed by hotels in Kildare (€72.29). For Dublin hotels, this was the highest RevPAR since June 2021 when the survey restarted. This marked a positive sign for recovery in the capital which was likely aided by an increase in international visitors. Meanwhile, the lowest RevPAR was recorded in Kerry (€35.08) and Clare (€46.47).

Overall, hotels in five of the 15 counties increased RevPAR compared to 2019. The strongest growth was in Wexford (+17%) as a significant uptick in ADR coupled with a small increase in occupancy contributed to the healthy RevPAR growth. Hotels in Sligo (+10%) and Clare (+7%) also fared well, despite hotels in the latter posting the second-lowest occupancy.

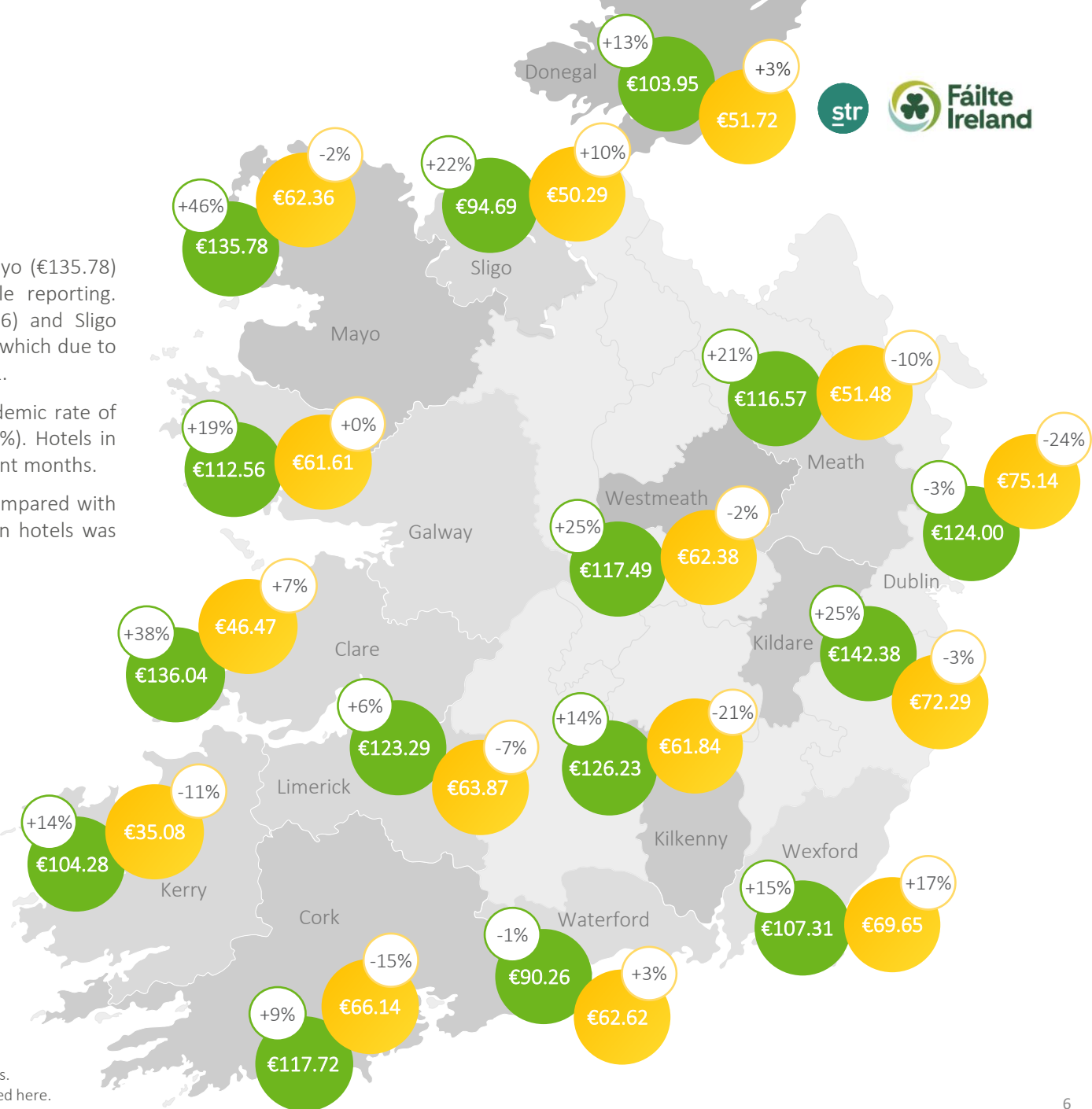
While signs of recovery were evident in Dublin, challenges were again underlined as RevPAR was still over -20% below the pre-pandemic rate of circa €100. Hotels in Kilkenny also posted a steep decline compared with 2019 as RevPAR fell by -21%.

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 15 counties with sufficient ADR and RevPAR data in November 2021. These are displayed and reported here.

Note: -/+0% indicates decline/growth of less than 1%.



County Source Markets



Republic of Ireland



Northern Ireland



Overseas

It was interesting to note again significant variations in the guest profile at hotels in different counties of Ireland in November 2021. Like previous months, operators in Donegal attracted significantly more guests from Northern Ireland compared with hotels in other parts of the country (42% of their guest mix compared to 8% in Ireland overall).

Meanwhile, again consistent with previous months, Dublin hotels welcomed notably more international visitors than elsewhere (40% compared with the national average of 18%). Whereas there were significantly fewer overseas guests at hotels in Offaly (5%), Kerry (6%), Limerick (7%) and Cork (8%). Hotels in these counties demonstrated a particularly high reliance on domestic guests during the month as this segment accounted for at least 85% of their guests.

	Republic of Ireland	Northern Ireland	Overseas
Cork	90.7%	1.3%	8.0%
Donegal	47.9%	42.1%	10.0%
Dublin	47.7%	12.7%	39.6%
Galway	78.4%	2.6%	19.0%
Kerry	87.3%	7.1%	5.6%
Limerick	91.2%	1.5%	7.3%
Offaly	87.6%	7.9%	4.5%

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 June 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=232, Bedspace / Source Market Data n=205, Overall Universe of Hotels n=819).
- Further details about STR's hotel data methodology can be found [here](#).

For more information please contact:

Website: www.str.com
Telephone: (+44) (0) 207 922 1930
Email: industrydata@str.com

