Accommodation Occupancy Survey

Strategic Research and Insight

Q2 2022

Fáilte Ireland

Summary and Background

Fáilte Ireland

Summary

Occupancy levels continue to resemble pre-Covid norms in some sectors

- **Self-catering** performed well again during Q2 (April – June 2022), with monthly occupancy levels continuing to be similar to pre-Covid levels – average self-catering bed occupancy for Q2 was 46% (compared to pre-Covid norm of 48%)
- **Guesthouses** bed occupancy in Q2 (55%) continues to lag behind pre-Covid levels (59%) – but June bed occupancy (59%) exceeded peak summer (August) occupancy last year (54%)
- **B&B** bed occupancy (44%) for Q2 remained up on pre-Covid (37%) – but many B&Bs have still not reopened, so net occupancy comparisons should be viewed with caution
- **Caravan & campsite** bed occupancy for Q2 (32%) was similar to pre-Covid (35%)
- **Hostel** bed occupancy (56%) for Q2 remained behind pre-Covid norms (67%)

Resurgence in international tourists

- Many businesses have been awaiting the return of international tourists, which is now underway~~.~~
- Levels have returned to or exceeded pre-Covid norms for guesthouses, hostels and caravan & campsites, and are moving in that direction for B&Bs and self-catering

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
- Table below shows number of monthly data forms completed by sector during Q2 2022

Sector / Month	Population	Apr sample			May sample			Jun sample		
		Open	Closed	Total	Open	Closed	Total	Open	Closed	Total
Guesthouses	138	19	17	36	31	13	44	29	12	41
B&Bs	916	119	180	299	194	141	335	175	95	270
Self-catering	525	104	36	140	132	43	175	115	30	145
Caravan & campsites	130	12	7	19	47	8	55	64	5	69
Hostels	98	22	19	41	35	21	56	29	14	43

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

Individual Sectors

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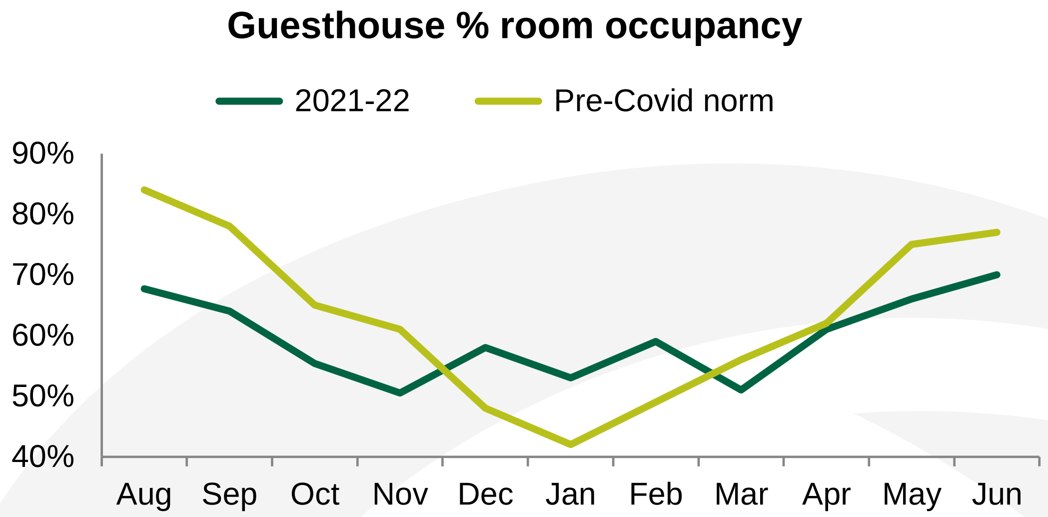
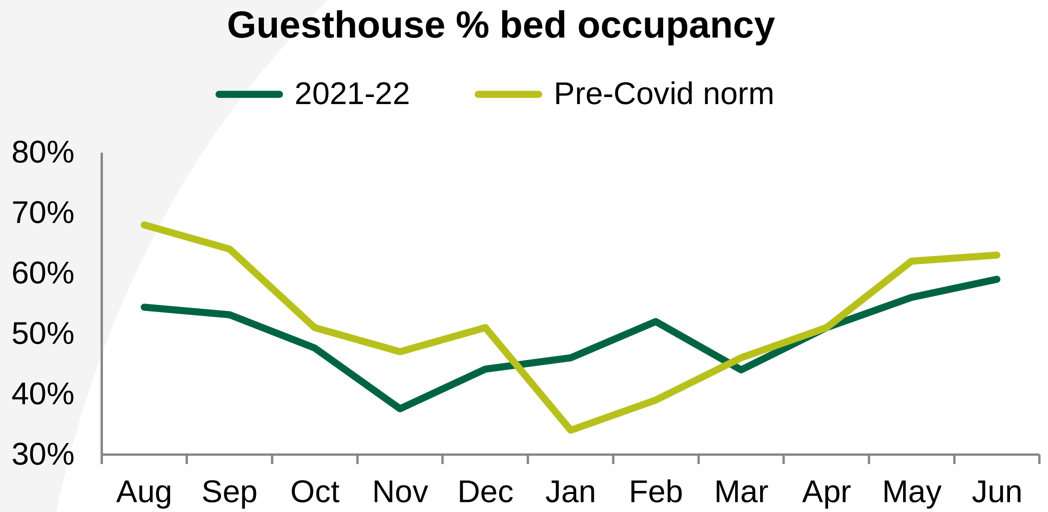
Guesthouses (1)

Not quite keeping up with pre-Covid norms

- Following the slip in March, occupancy rates have not aligned with pre-Covid norms
- Overall net occupancy rates for April – June were:
  - 66% room occupancy in 2022 vs 72% pre-Covid
  - 55% bed occupancy in 2022 vs 59% pre-Covid
- The May barometer showed that forward bookings for guesthouses this summer were up, but not at full recovery levels, and June occupancy even surpassed peak season last year (August 21)





Guesthouses (2)

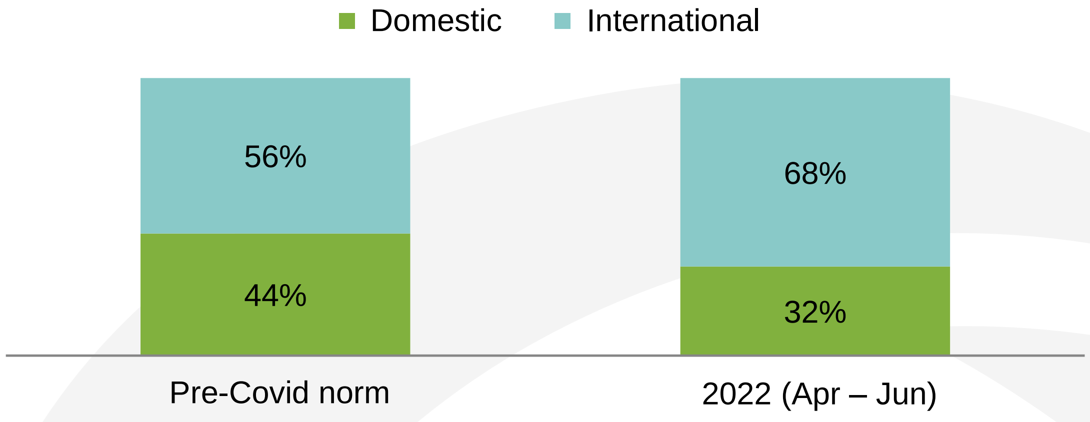
International tourists bouncing back

- Operators had to rely heavily on the domestic market after reopening in 2021, as international travel was possible but challenging to organise due to COVID-19 restrictions.
- However, the proportion of international tourists staying in guesthouses has now overtaken pre-Covid levels

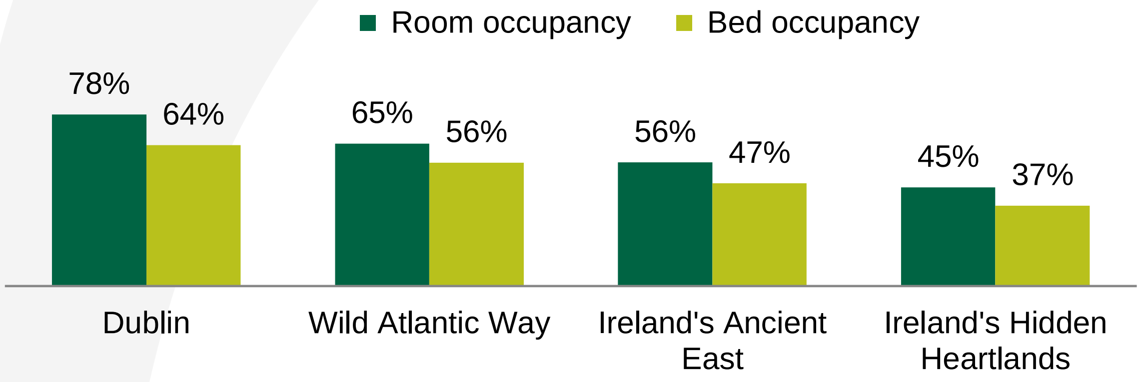
Variable performance by destination

- Dublin guesthouses have enjoyed another good quarter, with fuller occupancy than other destinations
- The Wild Atlantic Way is clearly benefiting from the resurgence in international tourists – average room occupancy has jumped from 26% in Q1 to 65% in Q2 and international tourists make up about four fifths of the business there

Guesthouse % split by domestic / international



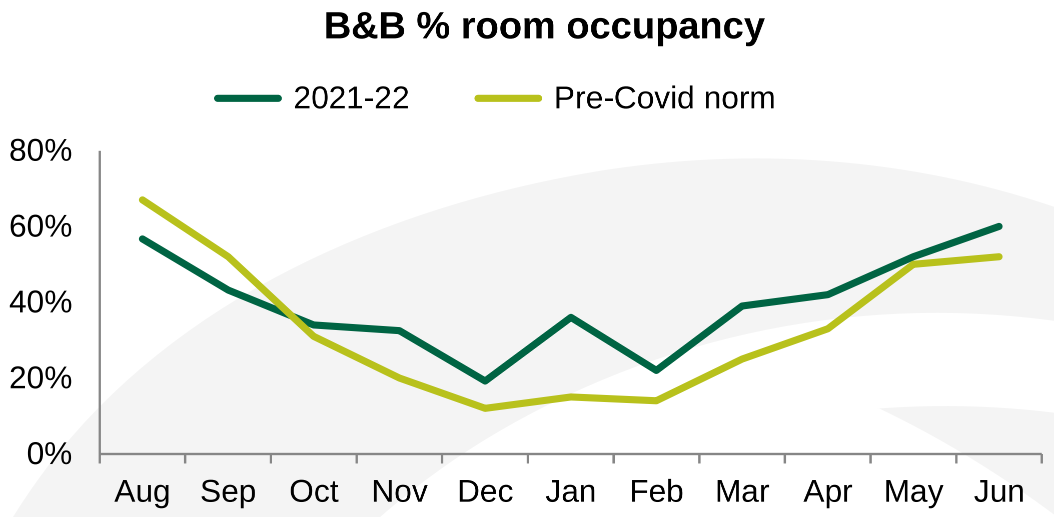
Guesthouse % occupancy by destination

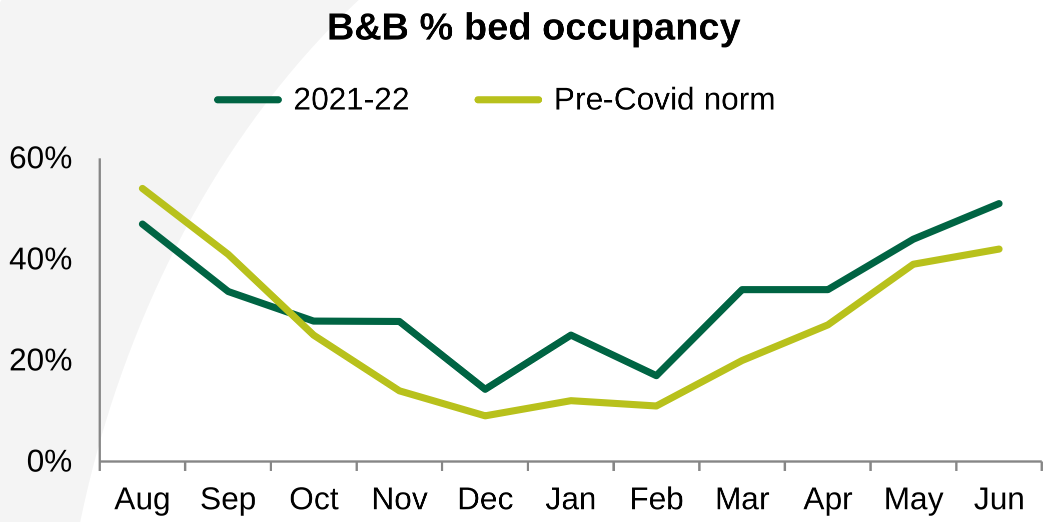


B&Bs (1)

Net occupancy remaining above pre-Covid levels

- B&B *net* occupancy levels have consistently been above pre-Covid norms since October
- However, significant proportions of B&Bs remain closed each month *(see earlier background for details)*
- Overall net occupancy rates for April – June were:
  - 53% room occupancy in 2022 vs 46% pre-Covid
  - 44% bed occupancy in 2022 vs 37% pre-Covid





B&Bs (2)

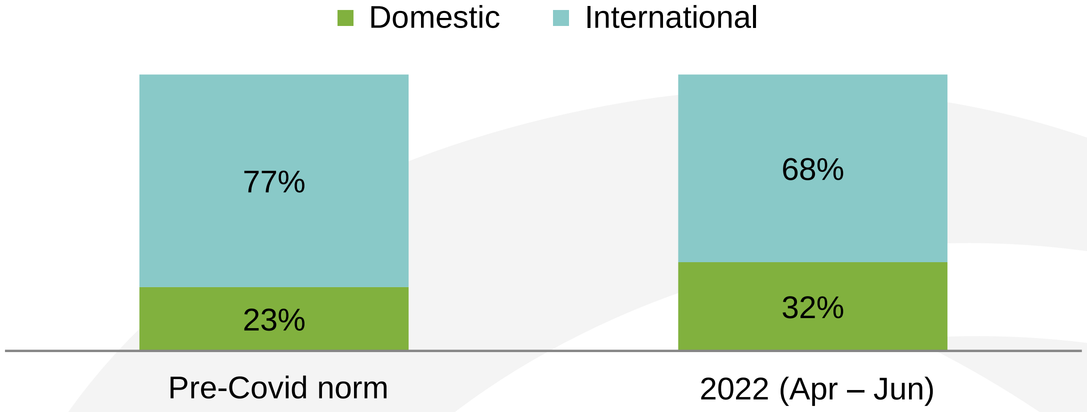
International tourists not yet at pre-Covid levels

- The proportion (68%) of B&B bed nights which international is the same as for guesthouses
- B&Bs were used to higher international levels than, this pre-Covid
- But some degree of return is welcomed – as highlighted in the May barometer, when two thirds of B&Bs cited international tourists returning this year as a positive factor on their business

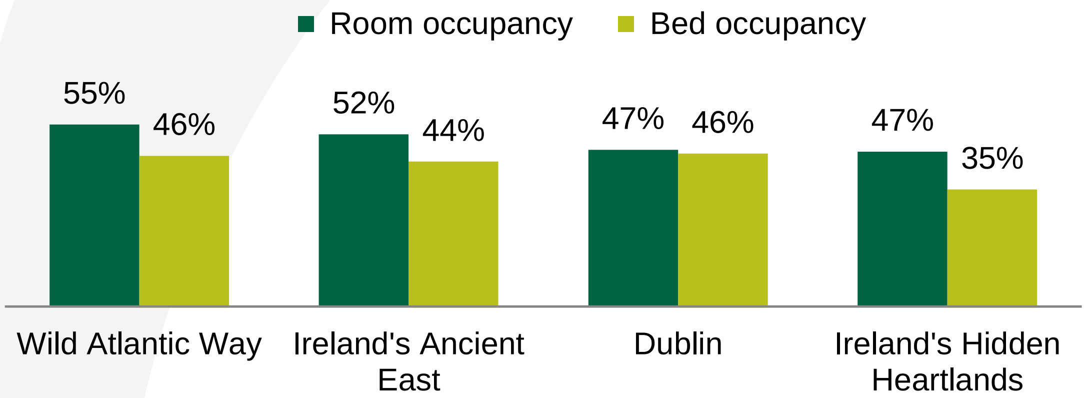
Marginal differences by destination

- All four destinations have seen about half of their rooms occupied on average in Q2

B&B % split by domestic / international



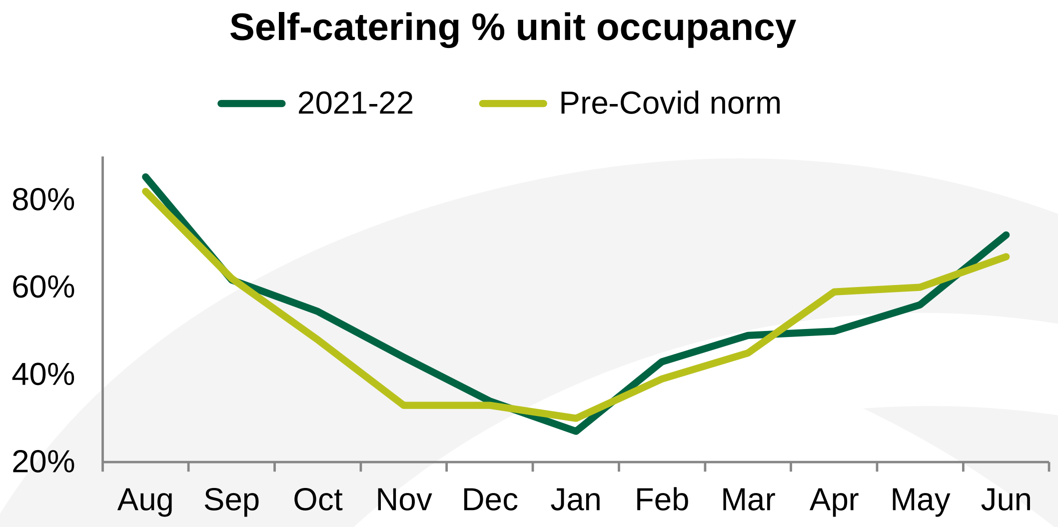
B&B % occupancy by destination

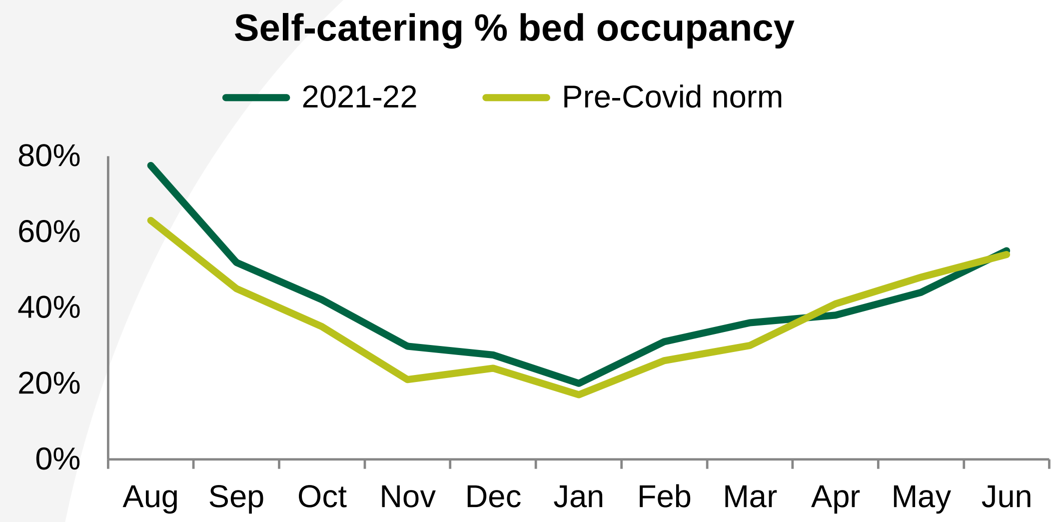


Self-catering (1)

Similar to pre-pandemic levels

- Self-catering occupancy levels remain similar to pre-Covid norms, as has been the case since data collection restarted in August 21
- Overall occupancy rates for April – June were:
  - 60% unit occupancy in 2022 vs 62% pre-Covid
  - 46% bed occupancy in 2022 vs 48% pre-Covid
- For the sector to grow, it needs international tourists to return in greater numbers – highlighted in the May barometer and discussed next





Self-catering (2)

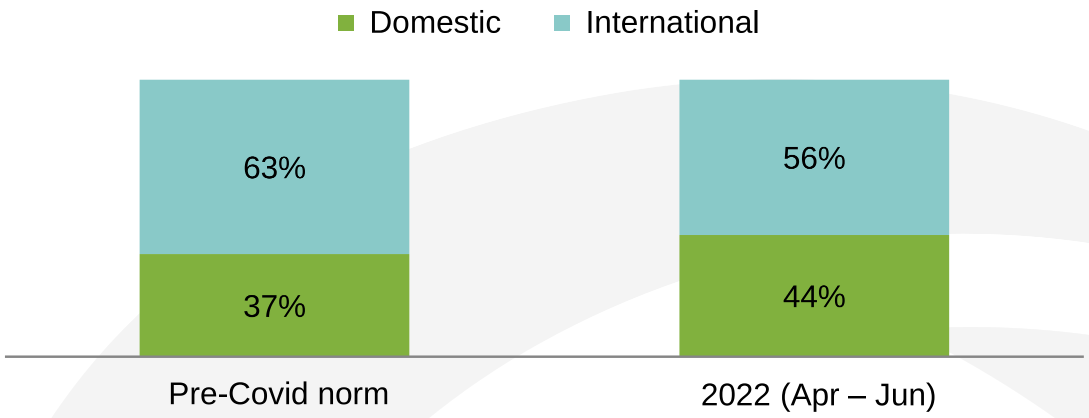
International market recovering, but further to go

- The domestic market performed very well for self-catering operators during the pandemic, but the May barometer showed that many operators did not see this as a stable market in the long term
- The international visitor share is still behind pre-Covid norms, but it is much improved on Q1, when international tourists only made up around a quarter of the occupancy

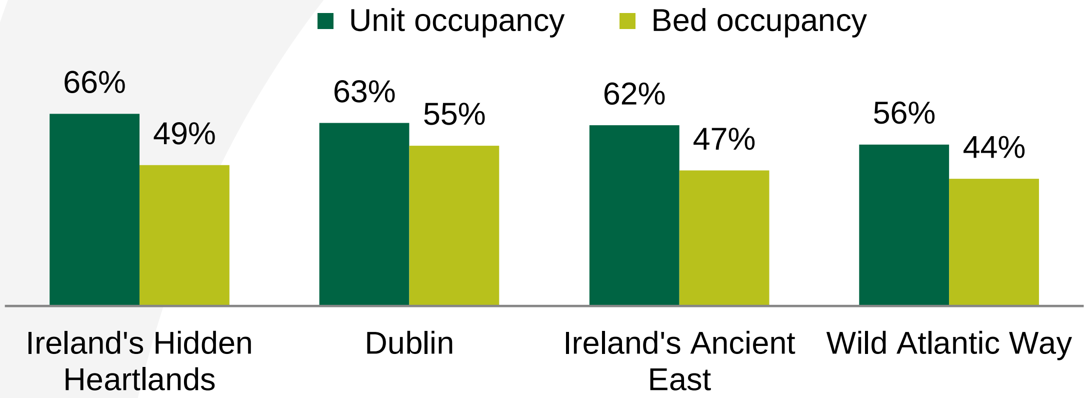
Fairly consistent performance by destination

- Each of the four destinations has achieved just above or just below 60% unit occupancy for Q2

Self-catering % split by domestic / international



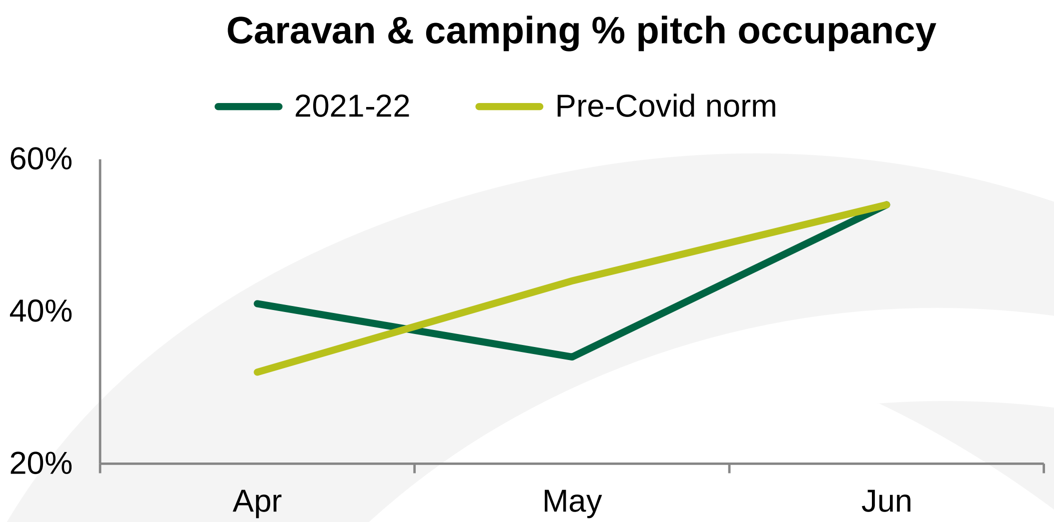
Self-catering % occupancy by destination

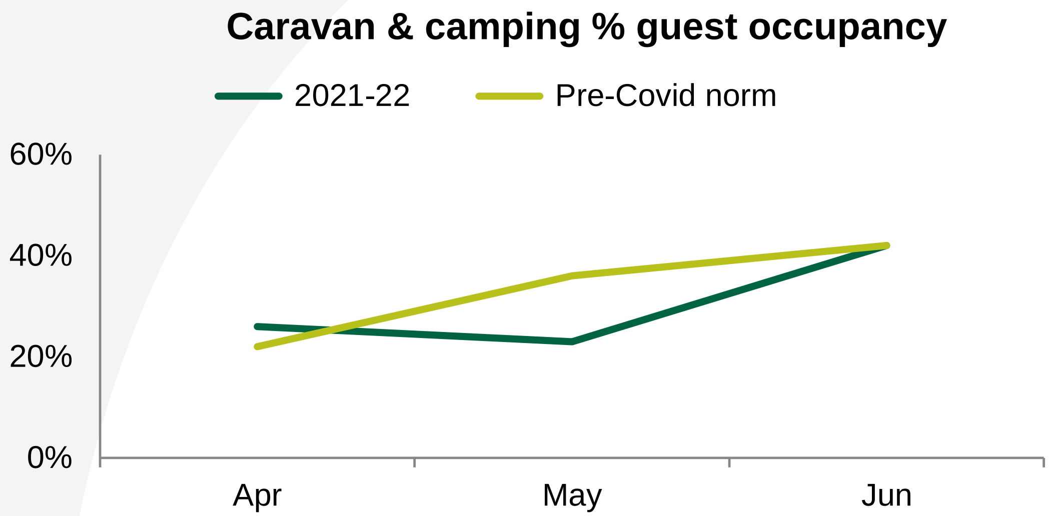


Caravan & Camping (1)

Back to pre-Covid norms

- Caravan & camping occupancy data is not robust in the winter due to very small sample sizes, hence data is just shown for Q2
- Occupancy levels for Q2 overall and for the most recent month (June) have been about on par with pre-pandemic levels
- Overall occupancy rates for April – June were:
  - 44% pitch occupancy in 2022 vs 45% pre-Covid
  - 32% guest occupancy in 2022 vs 35% pre-Covid

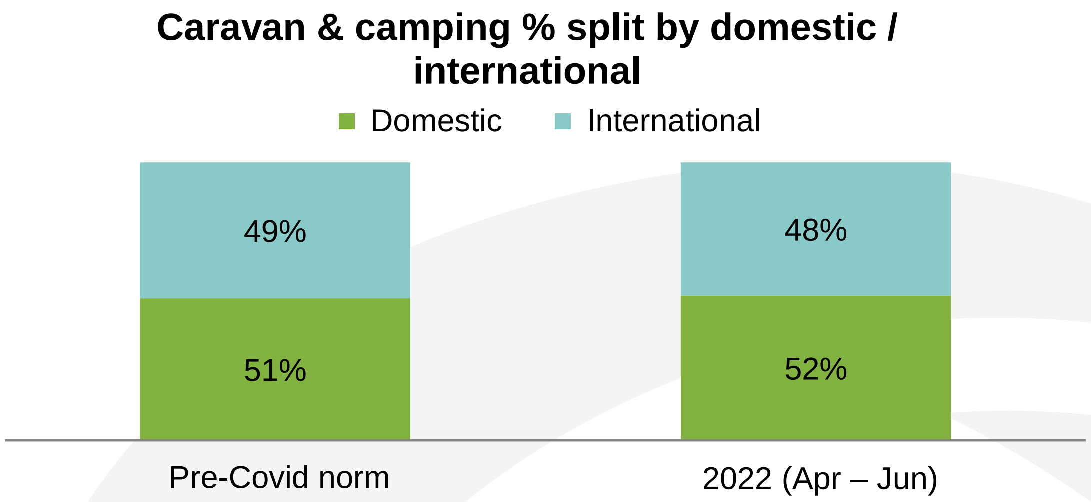




Caravan & Camping (2)

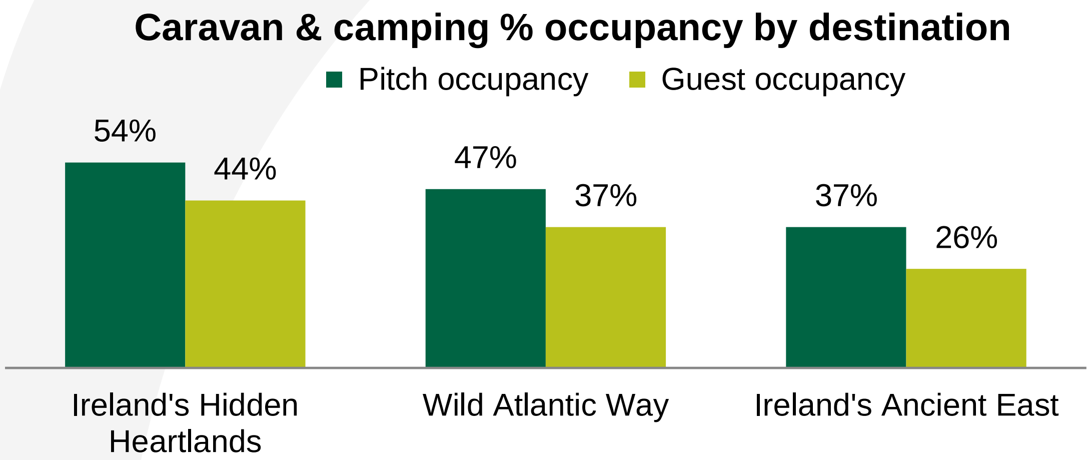
International tourists back to pre-Covid norms

- International tourists usually make up about half of caravan & camping occupancy in Q2, and this has been the case in 2022 also
- Pandemic recovery had been more dependent on the domestic market, making up 70% of the guest nights in August 2021 for example



Variable performance by destination

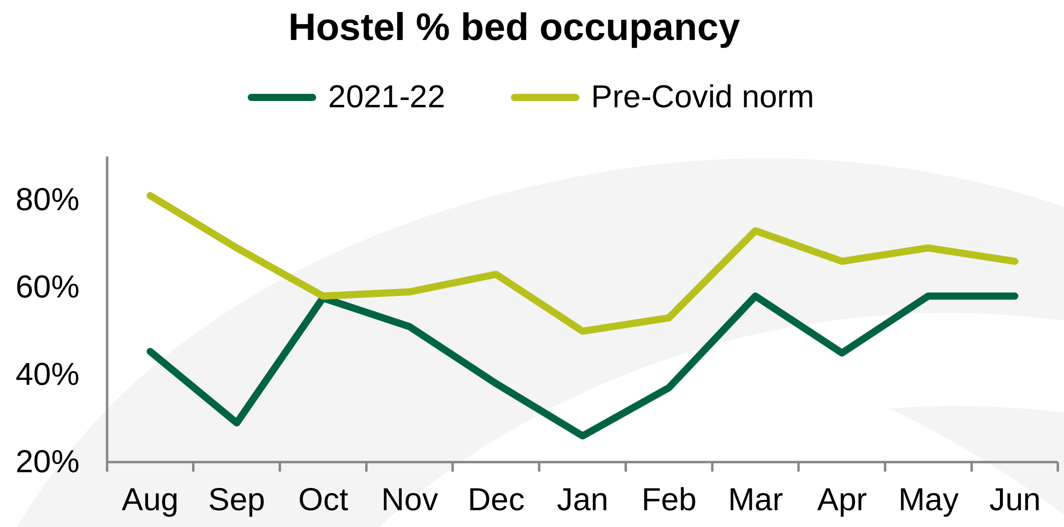
- Caravan & campsites in Ireland's Hidden Heartlands have enjoyed the highest occupancy in Q2, ahead of destinations with longer established branding – Wild Atlantic Way and Ireland's Ancient East



Hostels (1)

Remaining below pre-Covid norms

- Hostel occupancy levels have remained below pre-Covid norms in Q2, as has been the case since data collection restarted in August 21
- Overall bed occupancy rates for April – June were:
  - 56% in 2022 vs 67% pre-Covid
- However, the return of international tourists (discussed next) on which the sector is very dependent, bodes well for future recovery



Hostels (2)

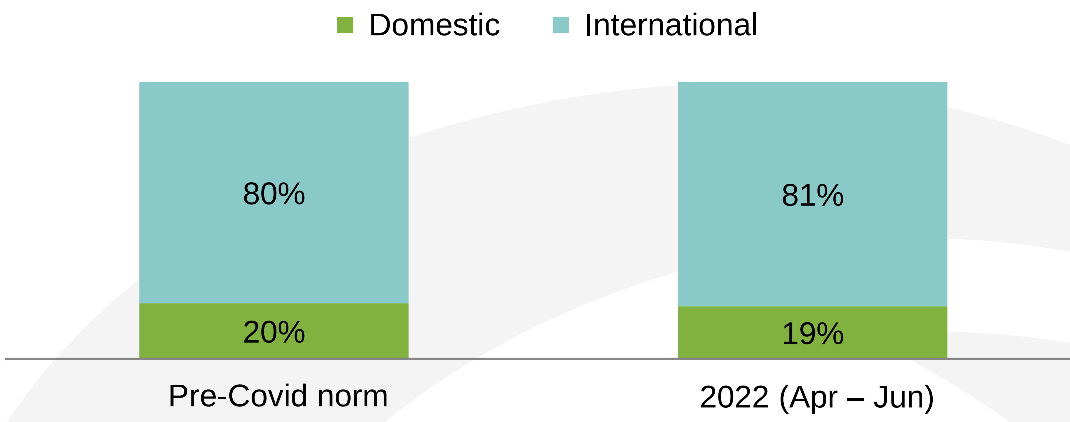
Positive news on international tourists

- Hostels are typically the most dependent sector on international tourists, and they were sorely missed during the pandemic
- Q2 has seen the return of international tourists to pre-pandemic levels – a very different picture from previous quarters

Growth has come from outside of Dublin

- Growth in occupancy has come from significant increases in Wild Atlantic Way (up from 32% in Q1) and Ireland's Ancient East (up from 9% in Q1)
- Dublin's occupancy in the meantime has remained similar to Q1

Hostel % split by domestic / international



Hostel % bed occupancy by destination