

# Fáilte Ireland Hotel Survey

December 2023 Summary Report



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# Executive Summary

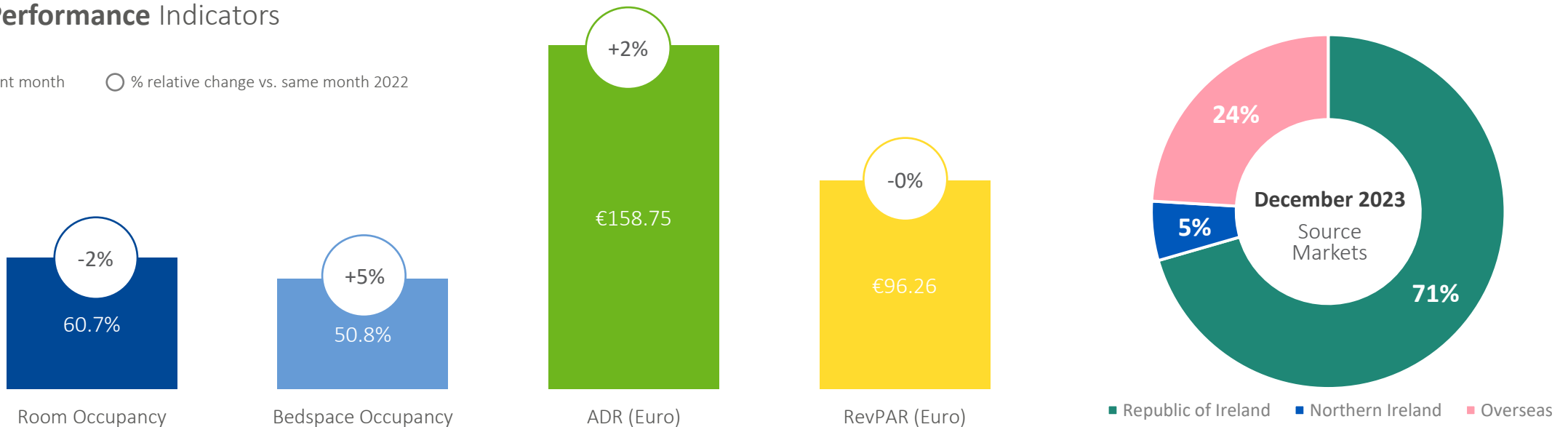
Closing out the year, hotel performance for December experienced an occupancy drop to 60.7% from 71.2% in November, the 2nd lowest occupancy recorded this year and the first year on year decline in 2023. A continuation of this slower seasonal performance is expected in January 2024 before starting to pick up again in February. Bedspace demand in December also fell from the previous month. However, compared to last year, bedspace occupancy increased, an indication of continuing leisure travel, particularly multi-person leisure travel.

Despite demand levels lowering across the country in comparison to November, the same cannot be said for ADR. At a national level, ADR for December was €158.75 compared to €142.76 in November. This trend can be observed at a sub-national level with all reporting counties showing an increase on the previous month. Many of these increases can be associated with demand for Christmas and New Year's celebrations. RevPAR painted a more muted picture with levels down compared to November and were unchanged compared to last year.

December highlighted a clear reduction in the share of overseas hotel guests and those travelling from Northern Ireland. With fewer travelling from further afield, a greater proportion of hotel guests hailed from the Republic of Ireland, increasing from 68.2% in November to 70.5% in December. Except for Dublin, domestic guests represented the majority in other counties making up over 80% of guests. Dublin welcomed just over half of its guests from the Republic of Ireland.

## Key Performance Indicators

■ Current month    ○ % relative change vs. same month 2022



# Ireland Room & Bedspace Occupancy: December 2023

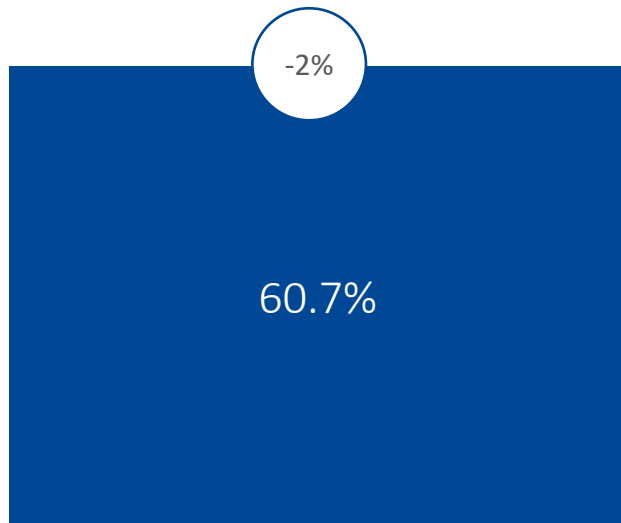


December continued the seasonal slowing across Ireland's hotel industry as room occupancy rates declined to 60.7%, down 14.8% from last month, continuing the month-on-month slowdown started in September. Compared to a year ago, national occupancy in December dipped 1.7%. This is the first fall in room occupancy at a national level recorded this year.

Bedspace demand at 50.8% decreased 4.3% from November. However, compared to December 2022, bedspace demand this year was up 4.7%. A similar year-on-year bedspace increase was seen last month and provides evidence that leisure travel continues as leisure travellers tend to require multiple bedspaces. Additionally, with family gatherings popular in December, it is possible some groups opted to stay at a hotel rather than with family or friends thus impacting bedspace demand. This year-on-year change in demand reached double-digits in Dublin, Galway, and Mayo.

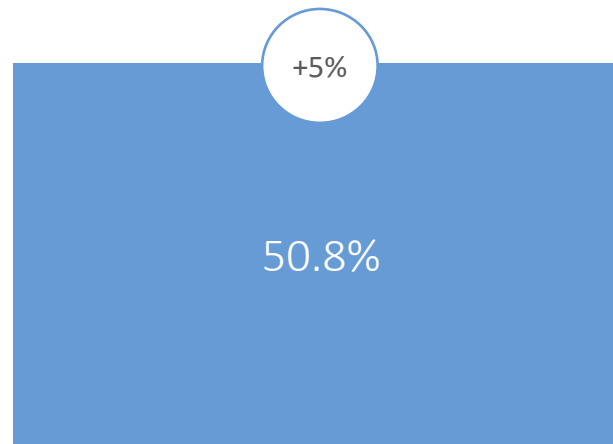
■ Current month    ○ % relative change vs. same month 2022

## Room Occupancy



Dec-23

## Bedspace Occupancy



Dec-23

Highest room occupancy in December

87.3 %

Saturday 2nd December 2023

Highest / lowest performing days of the month

Saturday

(71.6%) / Monday (49.2%)

# Ireland ADR & RevPAR: December 2023

While occupancy declined, December's Average Daily Rate increased compared to the same month last year as well as increasing compared to last month. Nationally, ADR at €158.75 increased 2.0% compared to 2022 and increased 11.2% or €15.99 compared to last month. This month-on-month ADR increase mimics that seen last year between November and December. The rate of ADR growth had been steadily declining since August, so it remains to be seen whether this month's increase is a once off occurrence or a reversal of the trend. Revenue per available room, a combination of occupancy and rate, was essentially flat, 0.1% year-on-year, with the occupancy decrease balanced out by the ADR increase. The RevPAR change this month was the lowest of the year.

■ Current month    ○ % relative change vs. same month 2022



Highest RevPAR in December  
**€172.81**  
Saturday 31st December 2023

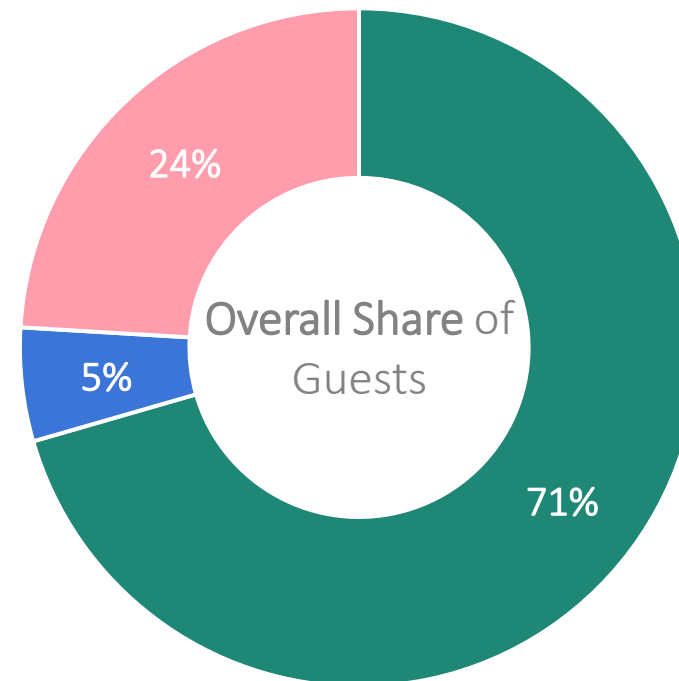
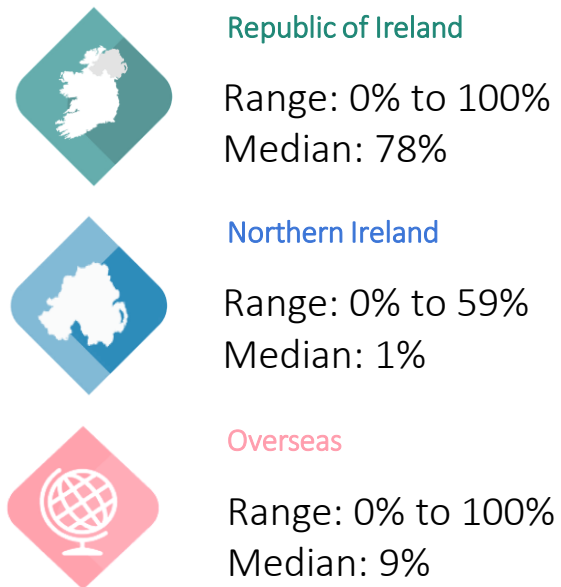
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Highest / lowest (RevPAR)  
performing days of the month  
Saturday (€130.90) / Monday (€69.03)

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: December 2023

Understanding where visitors are coming from is important for hoteliers to effectively engage and attract guests. In December, domestic customers accounted for the most bedspaces sold at 70.5%. This is the highest proportion of domestic guests recorded this year. Overseas guests at 24.1% make up the largest proportion of visitors coming from outside the Republic followed by guests from Northern Ireland at 5.4%.



Note: Range is the lowest and highest share of guests stated by hotels.

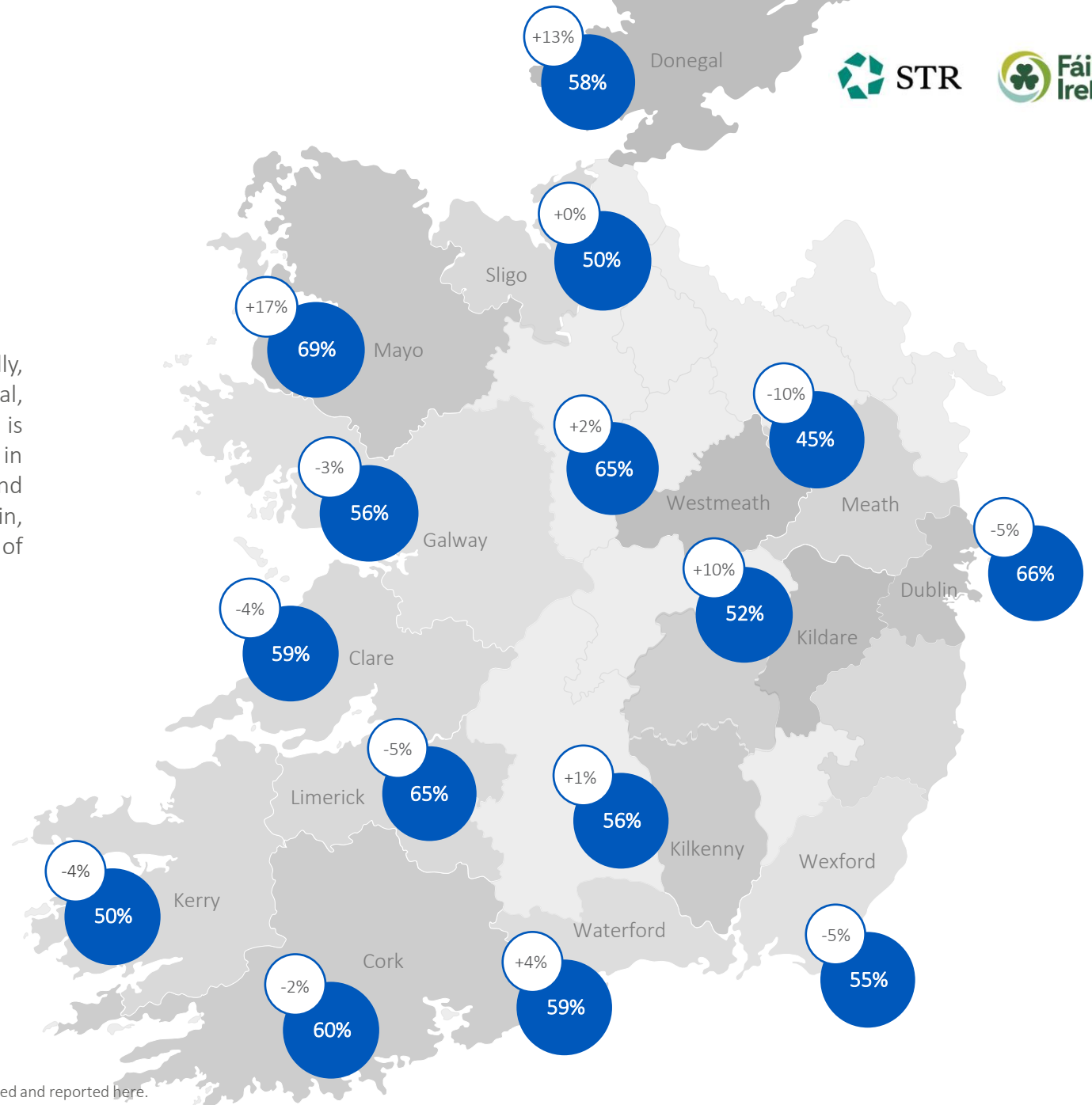
Note: Median is the value separating the higher half from the lower half of the data, sometimes referred to as the "middle" value. A median value can also be the lowest or highest value and so December also be represented in the range.

# County Occupancy



● Current month room occupancy    ○ % relative change vs. same month 2022

Whilst room occupancy compared to last year was down nationally, occupancy variance by county saw double-digit increases in Donegal, Kildare, and Mayo based upon the 15 counties for which there is sufficient performance data. Occupancy levels ranged from 44.7% in Meath to 68.9% in Mayo. Four counties, Dublin, Limerick, Mayo, and Westmeath posted occupancy above the country average. Dublin, with the highest room capacities, posted occupancy of 66.3%, a fall of 5.1% compared to December 2022.



Note: There are 15 counties with sufficient room occupancy data in December 2023. These are displayed and reported here.

# County ADR & RevPAR

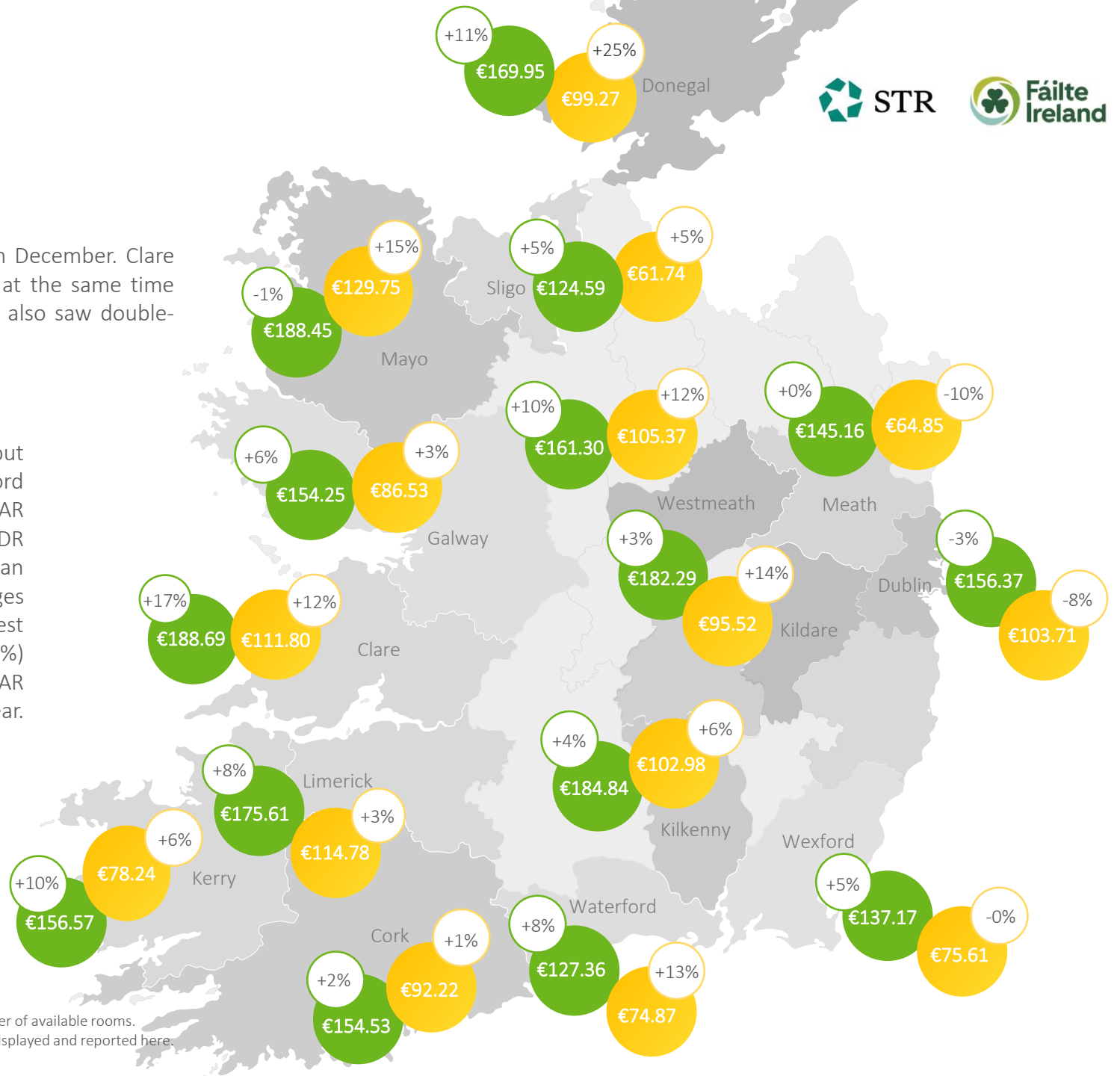
● ADR ● RevPAR ● % relative change vs. same month 2022

## Average Daily Rate (ADR)

Average daily rates were highest in Clare, averaging €188.69 in December. Clare posted the highest year-on-year ADR increase of 16.6% while at the same time recording an occupancy decrease of -3.9%. Donegal and Kerry also saw double-digit ADR increases at 10.8% and 10.3% respectively.

## Revenue Per Available Room (RevPAR)

County RevPAR changes generally followed ADR changes for all but three of the 15 reporting counties. Mayo, Meath, and Wexford were exceptions. Meath and Wexford recorded negative RevPAR compared to 2022 due to a decline in occupancy whilst ADR increased. Mayo posted positive year-on-year RevPAR due to an increase in occupancy whilst ADR declined. RevPAR changes ranged from -9.8% to +24.7%. Donegal recorded the greatest increase (+24.7%) to €99.27. Meath (-9.8%) and Dublin (-7.9%) posted the greatest declines. Dublin's decline resulted in RevPAR of €103.71, the 2nd lowest posting for the capital city this year. The lowest posting for Dublin was in January.



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



# County Source Markets



Republic of Ireland



Northern Ireland



Overseas

As seen across the country, domestic travellers made up the majority (over 80%) of guests across seven reporting counties in December except for Dublin. The domestic market accounted for 51.4% of guests in Dublin followed by international guests at 41.3% and visitors from Northern Ireland at 7.3%.

	Republic of Ireland	Northern Ireland	Overseas
Cork	93%	2%	5%
Dublin	51%	7%	41%
Galway	85%	3%	13%
Kerry	93%	0%	7%
Kildare	87%	8%	5%
Limerick	90%	2%	8%
Mayo	82%	14%	4%

# Performance By Grade



December occupancy by grade continued the trend seen in 2023 with lower grade hotels posting the highest occupancy, 3-star hotels recorded an occupancy of 65.5% followed closely by 4-star hotels at 61.4% and 5-star hotels at 59.6%. When compared to 2022, occupancy continued to decline for the 3rd month in a row among 3-star hotels. 5-star hotels continue to record increased room occupancy as seen throughout the year. In contrast, 5-star hotels posted an ADR decline for the 4th month in a row while 4-star ADR increased 1.2% and 3-star hotels remained virtually unchanged (-0.2%). When combining occupancy and ADR to produce revenue per available room, 3-star hotels declined the most (-6.6%), a trend seen for the past three months whilst 4-star and 5-star hotels posted the first decrease of the year with a slight decline, -1.0% and -0.8% respectively.

	5 Star	4 Star	3 Star
Occupancy	59.6%	61.4%	65.5%
ADR	€ 321.22	€145.22	€123.44
RevPAR	€191.58	€89.10	€80.81

# Methodology Statement

In December 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 2022.
- Ireland room occupancy, bedspace occupancy, ADR and RevPAR for the current month and for the same month in 2022 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 December 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 December 2021 report.

The sample for this month's report: (Rooms Data n=255, Bedspace / Source Market Data n=162, Overall Universe of Hotels n=832).

- 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](#).

For more information please contact:

Website: [www.str.com](http://www.str.com)

Telephone: (+44) (0) 207 922 1930

Email: [industrydata@str.com](mailto:industrydata@str.com)

