

Fáilte Ireland Hotel Survey

April 2022 Summary Report



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Executive Summary

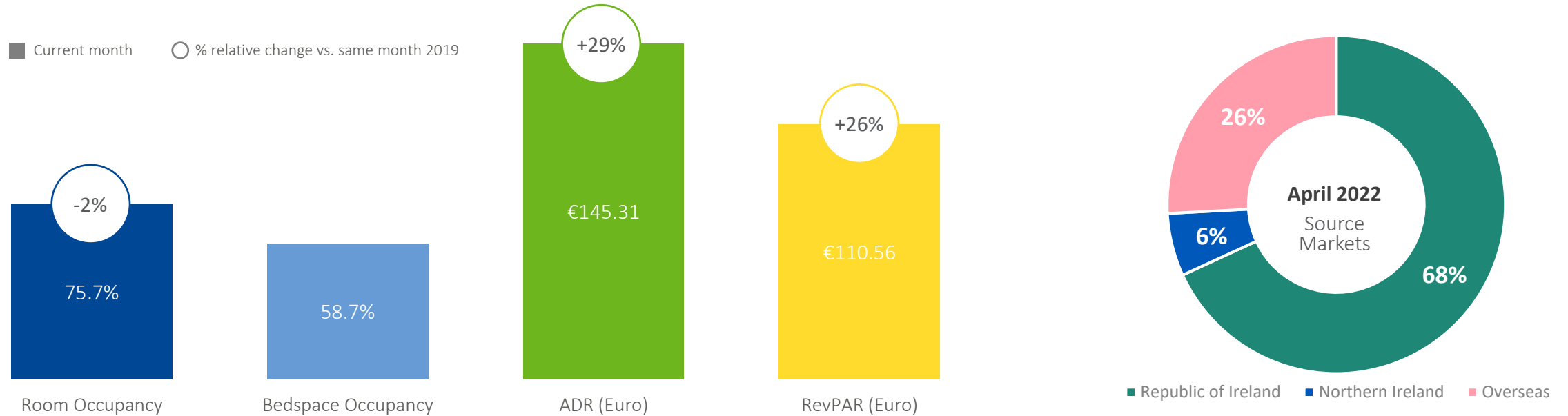
National hotel room occupancy stood at 75.7% in April 2022 which was only -2% (in relative terms) below the pre-pandemic figure of 77.3% in April 2019. Strong demand largely due to the Easter holidays and increasing international travel led to hotels achieving their best room occupancy since the survey restarted in June 2021. Bedspace occupancy was also well above previous months at 58.7%.

Hotel room revenue followed a similar pattern as hoteliers across the country achieved their second highest ADR (€145.31) – narrowly behind August 2021 – and highest RevPAR (€110.56) since the survey restarted. This was growth of +29% and +26% for ADR and RevPAR, respectively, compared with April 2019, which significantly outperformed March 2022.

Over a quarter (26%) of hotel guests were from overseas. This was the highest share of international visitors recorded by the survey so far. The majority of guests were from the Republic of Ireland, accounting for 68% during the month, with the remainder (6%) from Northern Ireland.

STR treats properties which have been fully assigned to accommodate beneficiaries of temporary protection as closed. Data from hotels welcoming tourists in parallel are included in reporting. For more information see ‘Methodology Statement’ (page 8).

Key Performance Indicators



Note: Bedspace Occupancy for 2019 is not available.

Ireland Room & Bedspace Occupancy: April 2022

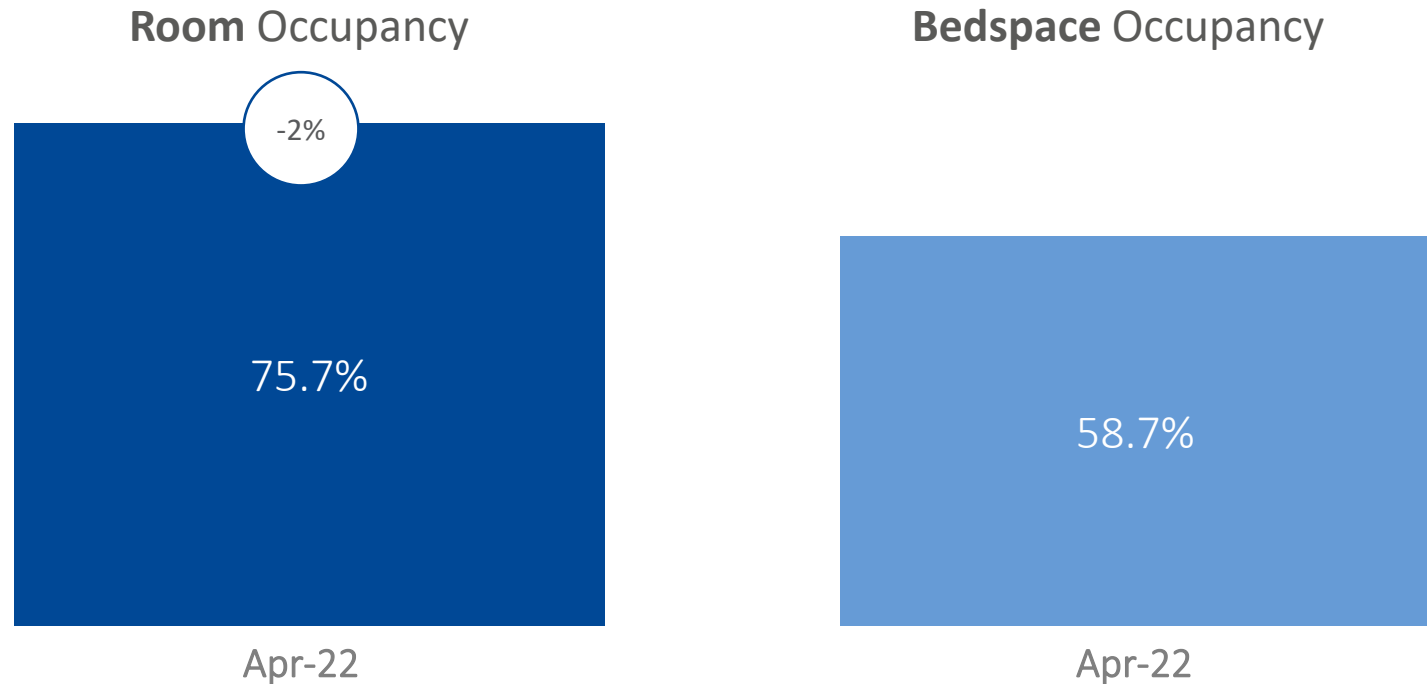


April 2022 was the best performing month for Irish hotels since the onset of the pandemic. Strong room occupancy of 75.7% was achieved and bedspace occupancy, the proportion of available bedspaces sold, finished the month at 58.7%.

Demand was buoyed due to the Easter holidays, improving sentiment regarding COVID-19, large scale events and increasing international arrivals.

Indeed, marking the best room occupancy performance seen so far since the survey restarted in June 2021, room occupancy was just -2% (in relative terms) behind April 2019. This compares with previous months which saw double digit contractions in room occupancy compared with pre-pandemic performance.

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



Highest room occupancy in April
90.8%
Saturday 30th April 2022

Highest / lowest performing days of the month
Saturdays (88.6%) / Sundays (67.4%)

Note: Bedspace Occupancy for 2019 is not available.

Ireland ADR & RevPAR: April 2022

In April 2022, ADR was €145.31, a +29% uplift compared with April 2019. This was by a margin the highest ADR growth since the survey restarted in June 2021, indicating the strength of demand for accommodation during the month.

There is uncertainty regarding how ADR will perform in the short-term. Alongside the 'usual' seasonal increases in travel, the release of pent-up demand (both domestic and international), rising operational costs linked to economic pressures, rapidly rising inflation, and the war in Ukraine as well as staffing challenges appear to be driving ADR up at the moment. These drivers of ADR are not unique to Dublin or Ireland and feature in other destinations worldwide. However, increased competition with international markets due to relaxing restrictions, a return to a more pre-pandemic business mix, as hotels secure more tour operator and corporate client contracts, alongside any increase in capacity may curtail this trend over time.

RevPAR during the month reached €110.56. This was only the second time RevPAR surpassed €100 since the survey restarted. Reflecting the high occupancy, albeit a slight decline versus April 2019, and strong ADR, this equated to +26% RevPAR growth compared with April 2019. April was also the third successive month of RevPAR growth.

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



Highest RevPAR in April

€182.50

Saturday 23rd April 2022

Highest / lowest (RevPAR)
performing days of the month

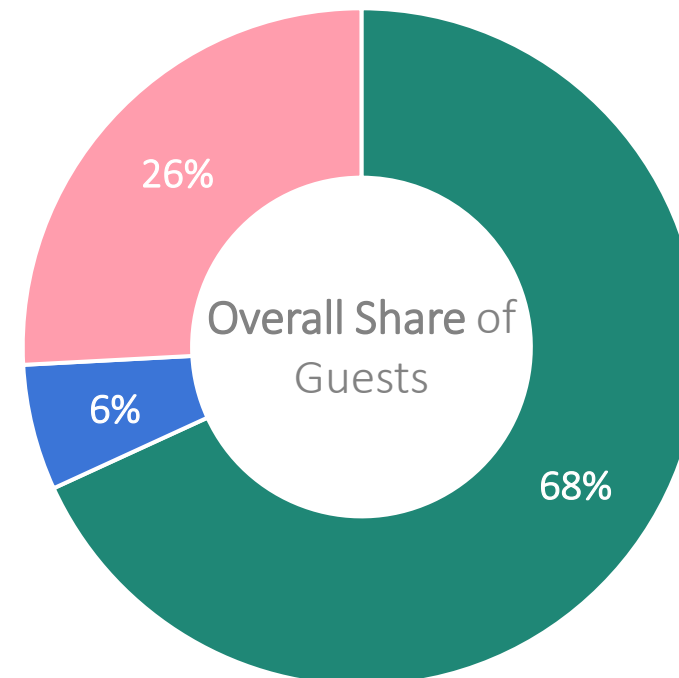
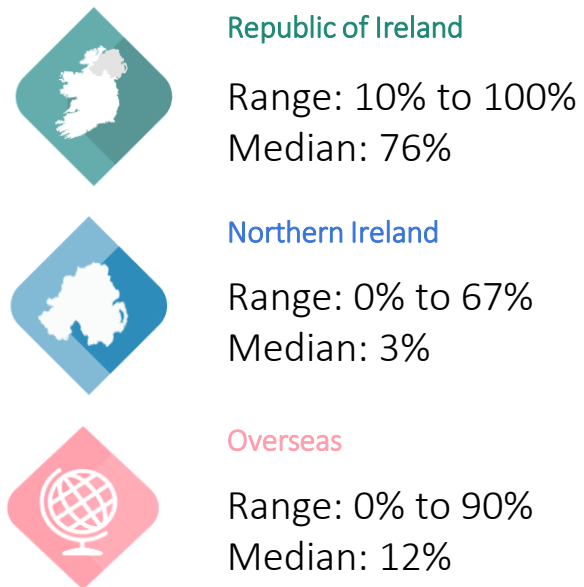
Saturdays (€161.70) / Mondays (€90.33)

Ireland Source Markets: April 2022

In April 2022, the share of overseas guests was at its highest (26%) since the survey restarted. This was likely due to the continued easing of travel restrictions and the realisation of pre-covid bookings which also coincided with the Easter holidays.

Domestic visitors continued to account for the lion's share of hotel guests during the month (68%). However, due to the growing incidence of international visitors the overall proportion of guests from the Republic of Ireland was below average (77%).

Meanwhile, slightly below previous months, 6% of guests were from Northern Ireland. This compares with 8% in March 2022 and 9% on average since the survey restarted in June 2021.



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

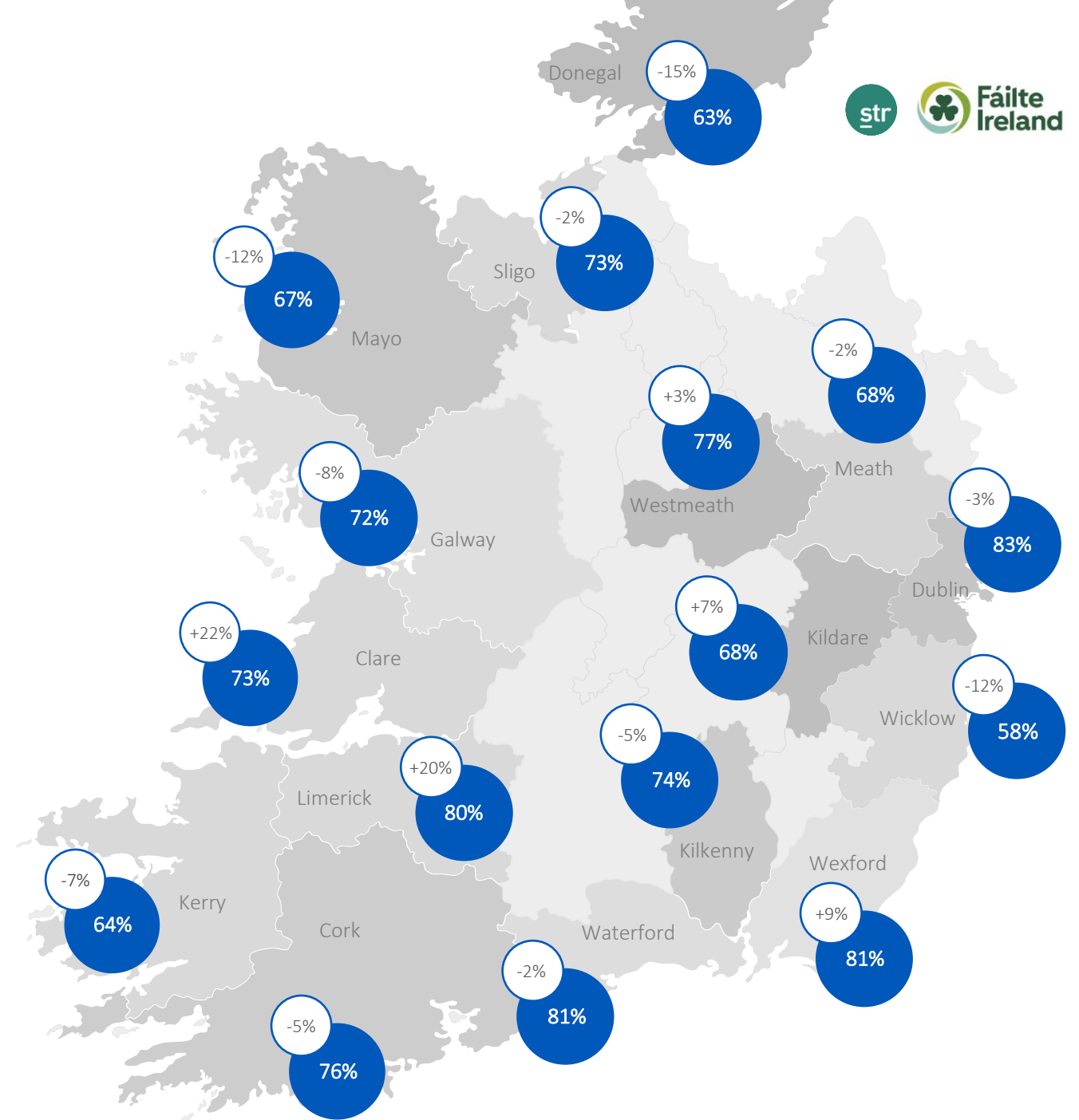
Among the 16 counties with sufficient data to enable reporting, room occupancy ranged from just under 60% to over 80%.

Benefitting from the continued uplift in international guests and an influx of visitors due to the high-profile Ed Sheeran concerts, Dublin hotels achieved room occupancy of 83%. Waterford, Wexford and Limerick were close behind posting occupancy of just over 80%.

The lowest occupancy was noted in Wicklow (58%) followed by Donegal (63%) and Kerry (64%).

Five of the 16 counties achieved occupancy growth compared to 2019. They were Clare (+22%), Limerick (+20%), Wexford (+9%), Kildare (+7%) and Westmeath (+3%). For hotels in Clare and Limerick this was the second consecutive month of occupancy growth.

The remaining 11 counties recorded a reduction in occupancy. As in March 2022, the steepest declines were in Donegal (-15%), Mayo and Wicklow (both -12%).



County ADR & RevPAR

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

Average Daily Rate (ADR)

Hotels in all 16 counties with sufficient data achieved ADR above €100. The highest ADR was in Wicklow (€212.45) followed by Kildare (€176.12) and Mayo (€168.53). For hotels in Wicklow, this was the fourth successive month of achieving the highest ADR, which indicates consistently strong room rates, despite below average occupancy.

Similar to previous months, hotels in Waterford (€108.35), Sligo (€118.54) and Kerry (€121.80) posted the lowest ADR.

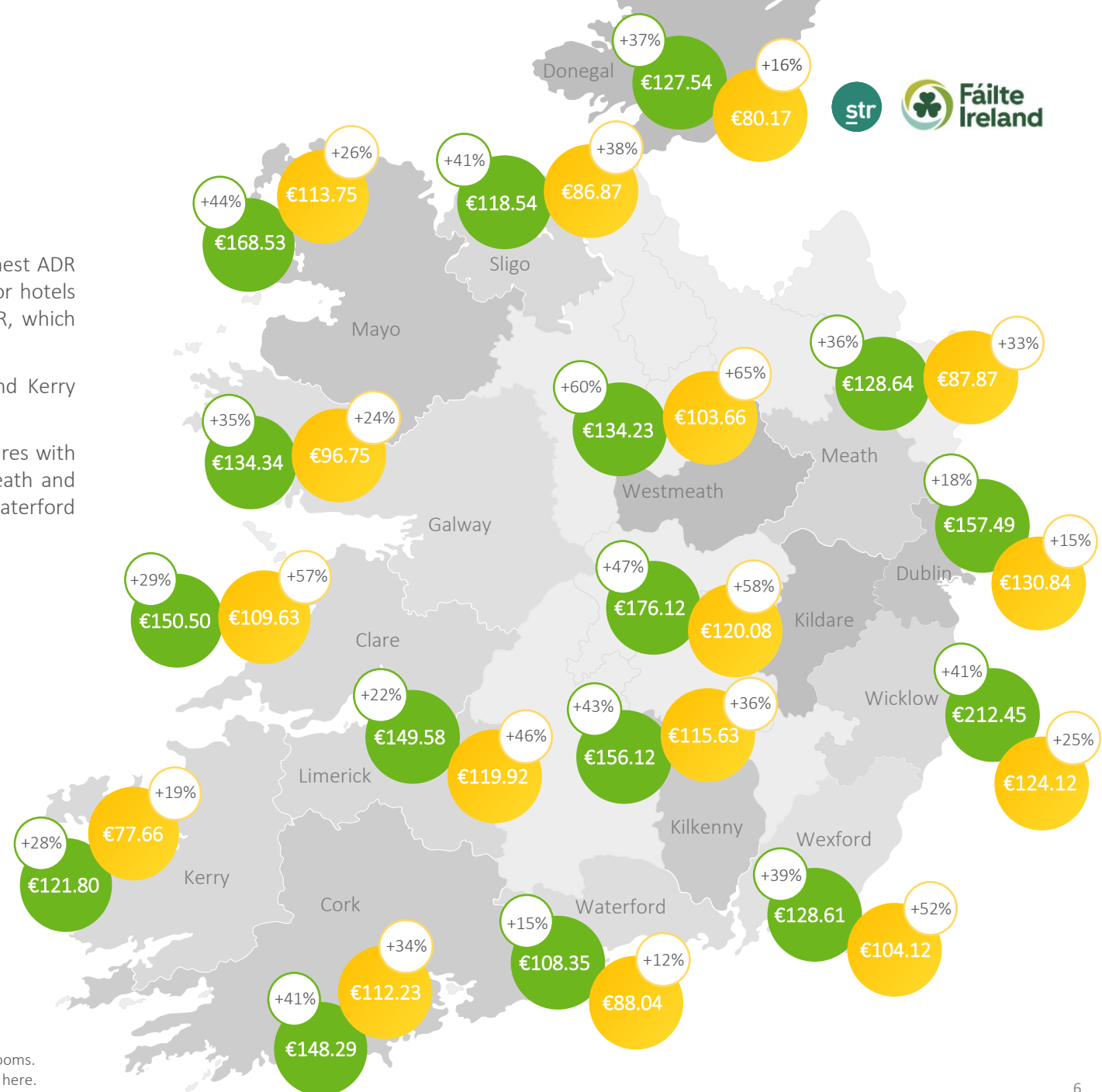
All counties achieved double-digit ADR growth compared with 2019. This compares with 14 out of 16 in February and March 2022. The highest growth was in Westmeath and Kildare (+60% and +47%, respectively). Meanwhile, the lowest growth was in Waterford (+15%) and Dublin (+18%).

Revenue Per Available Room (RevPAR)

Nine counties achieved RevPAR of €100 or above, which was significantly higher than previous months. For example, in March 2022 only one, Dublin, posted RevPAR above €100. The highest RevPAR was observed again in Dublin (€130.84). This was closely followed by Wicklow (€124.12) and Kildare (€120.08). Kerry hotels achieved the lowest RevPAR (€77.66) followed by Donegal (€80.17), driven by some extent by below average occupancy.

In contrast to previous months, hotels across all 16 counties with sufficient data achieved RevPAR growth compared to April 2019. The steepest growth was achieved by hotels in Westmeath (+65%), Kildare (+58%) and Clare (+57%). These hotels benefitted from both an increase in occupancy and, more so, ADR compared with 2019.

The slowest, albeit still noteworthy, growth was achieved by hotels in Dublin (+15%) and Donegal (+16%). Hotels in these counties were reliant on ADR growth outstripping declines in occupancy to achieve increased RevPAR.



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 16 counties with sufficient ADR and RevPAR data in April 2022. These are displayed and reported here.
 Note: -/+0% indicates decline/growth of less than 1%.

County Source Markets



Republic of Ireland



Northern Ireland



Overseas

International visitor numbers again varied across the country as around half of guests in Dublin and Clare were from overseas. Meanwhile, only 5% of guests in Kildare hotels were international residents.

As in previous months, most hotel guests were from the Republic of Ireland (68%). Hotels in counties less reliant on overseas and/or Northern Ireland guests achieved the highest share of domestic visitors. In Cork, Kildare and Kerry domestic residents made up at least 80% of guests.

Northern Ireland visitors were, again, heavily concentrated in hotels close to the border for example, in Donegal they accounted for 32% of guests.

	Republic of Ireland	Northern Ireland	Overseas
Clare	52%	1%	48%
Cork	86%	2%	11%
Donegal	47%	32%	21%
Dublin	39%	5%	56%
Galway	69%	3%	28%
Kerry	81%	3%	16%
Kildare	80%	15%	5%
Sligo	77%	11%	12%

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=239, Bedspace / Source Market Data n=199, Overall Universe of Hotels n=819).
- 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
Telephone: (+44) (0) 207 922 1930
Email: industrydata@str.com

