

Fáilte Ireland Hotel Survey

August 2022 Summary Report



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Executive Summary

An upward trend continued in August as national room occupancy finished the month at 85.7%. This overtook the previous high of 85.2% in July, the highest since the survey restarted in June 2021. However, room occupancy remained below pre-pandemic levels, this month sitting -4% (in relative terms) below August 2019.

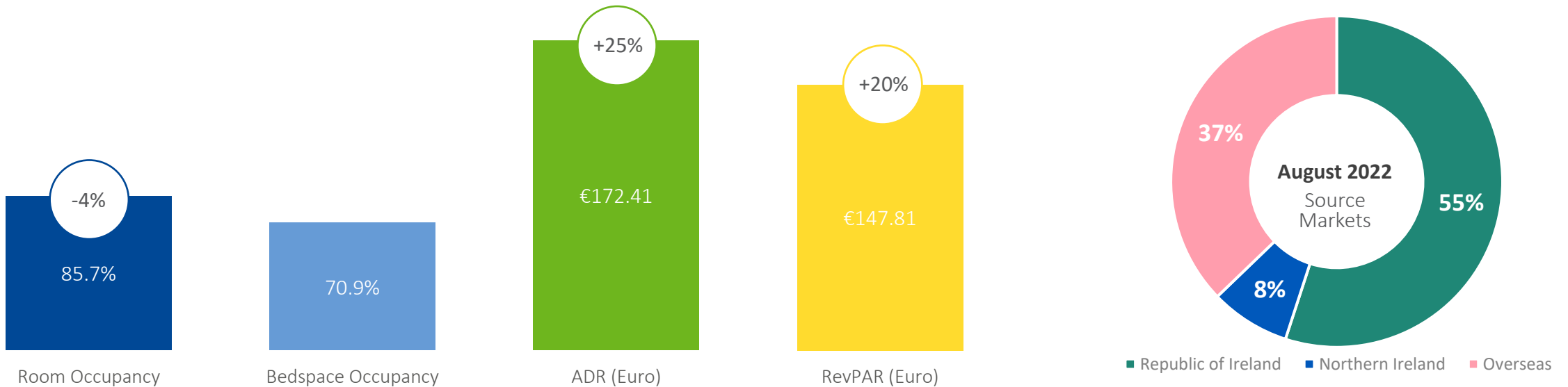
Bedspace occupancy was 70.9% which, while slightly below July (71.1%), was well above previous months.

There was growth again in Average Daily Rate (ADR) as it increased by +25% compared with August 2019. National ADR was €172.41 which was slightly below July (€177.48). This led to RevPAR of €147.81, up +20% compared with August 2019. This was the third successive month of national RevPAR exceeding €140.

There was a similar mix of hotel guests across the country in August compared with May, June and July. The key market remained the Republic of Ireland, accounting for 55% of guests. International tourists made up 37%, double the rate recorded in January. The remainder (8%) were from Northern Ireland.

Key Performance Indicators

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



Ireland Room & Bedspace Occupancy: August 2022

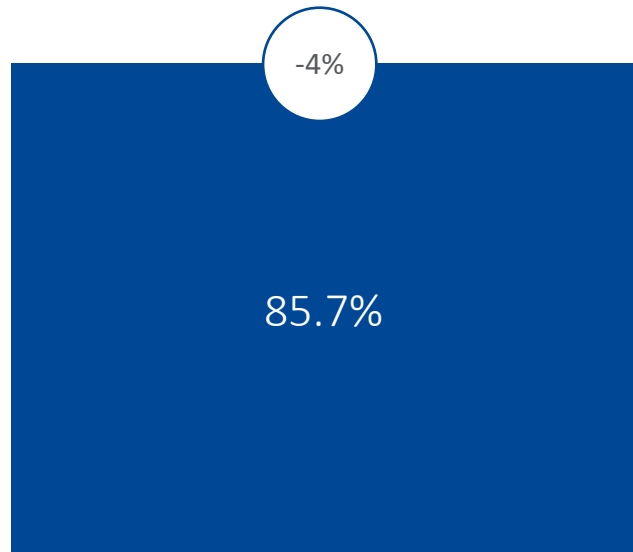
In August 2022, room occupancy increased slightly from July 2022 to 85.7%. This was a new record level of occupancy since the survey restarted in June 2021 as strong seasonal travel demand continued.

However, occupancy continued to lie below pre-pandemic levels. Room occupancy was -4% (in relative terms) below 2019 (85.7% versus 89.3% in August 2019). This was a slightly greater shortfall compared with June and July when occupancy was -2% below 2019 levels.

Bedspace occupancy, the proportion of available bedspaces sold, stood at 70.9%. This was well above previous months of the survey, with the exception of July (71.1%), further reinforcing the benefits of strong seasonal demand.

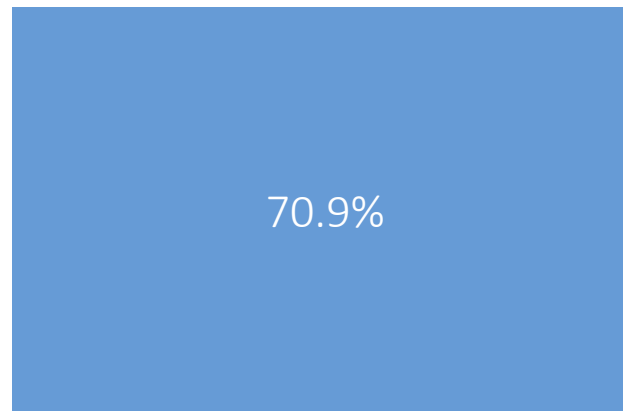
■ Current month ○ % relative change vs. same month 2019

Room Occupancy



Aug-22

Bedspace Occupancy



Aug-22

Highest room occupancy in August

94.5%

Saturday 27th August 2022

Highest / lowest performing days of the month

Saturdays (92.3%) / Sundays (78.5%)

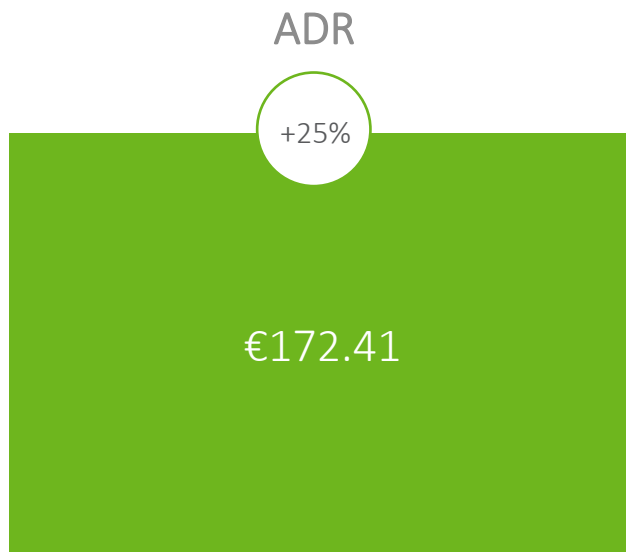
Ireland ADR & RevPAR: August 2022

In August 2022, national Average Daily Rate (ADR) was €172.41. This was below July (€177.48) and slightly above June (€170.75), the other two months when ADR surpassed €170 since the survey restarted. As has been the case throughout 2022, ADR increased significantly compared with pre-pandemic levels. This month ADR was +25% above 2019 compared to +30% in July.

Uncertainty continues about ADR performance in the short-term. Global factors such as rising costs due to inflationary pressures appear to be driving up ADR. Meanwhile, increased competition with international markets, a return to pre-pandemic business mix (as hotels secure more group and corporate contracts) among other factors, may curtail this trend over time.

Revenue per available room (RevPAR), an important hotel performance metric based on room revenue and rooms available, was €147.81. This was the third consecutive month when the metric passed €140. Driven by the increase in ADR, this led to a +20% increase in RevPAR compared with 2019.

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



Aug-22



Aug-22

Highest RevPAR in August

€211.86

Saturday 27th August 2022

Highest / lowest (RevPAR)
performing days of the month

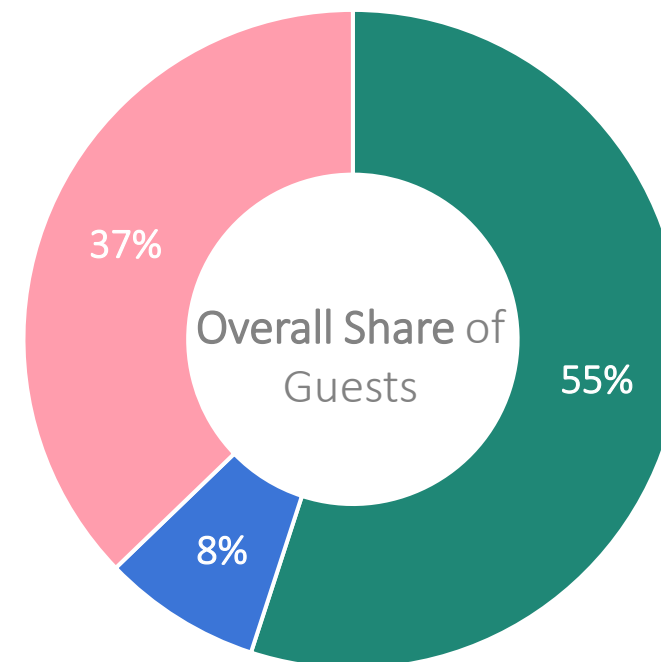
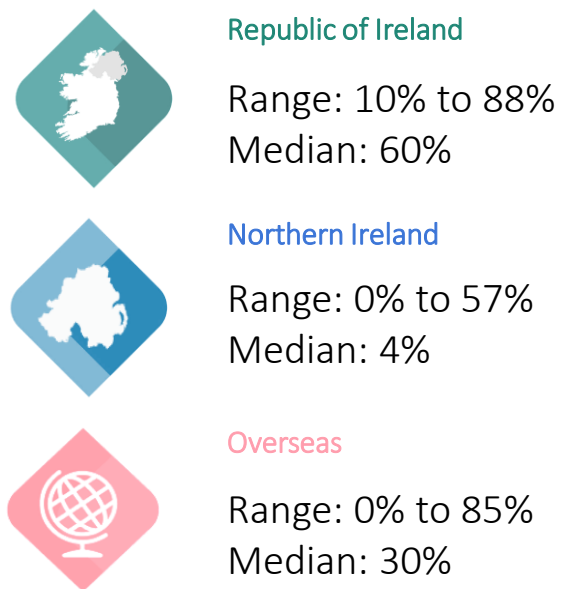
Saturdays (€195.16) / Sundays (€128.03)

Ireland Source Markets: August 2022

Guests from the Republic of Ireland continued to fill most hotel rooms. This month they accounted for 55% of hotel guests which was broadly on par with the summer season trend.

The next most common source market was international tourists, accounting for 37% of hotel guests in August. This was slightly below July (38%) and significantly above the year-to-date average of 28%. In fact, in the first quarter of the year, international tourists accounted for only 18% of hotel guests. Comparing this finding with the latest month (37%) highlights the extent to which international travel has increased throughout the year.

The remainder of guests (8%) were from Northern Ireland. This was broadly on par with the trend seen so far in 2022.



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

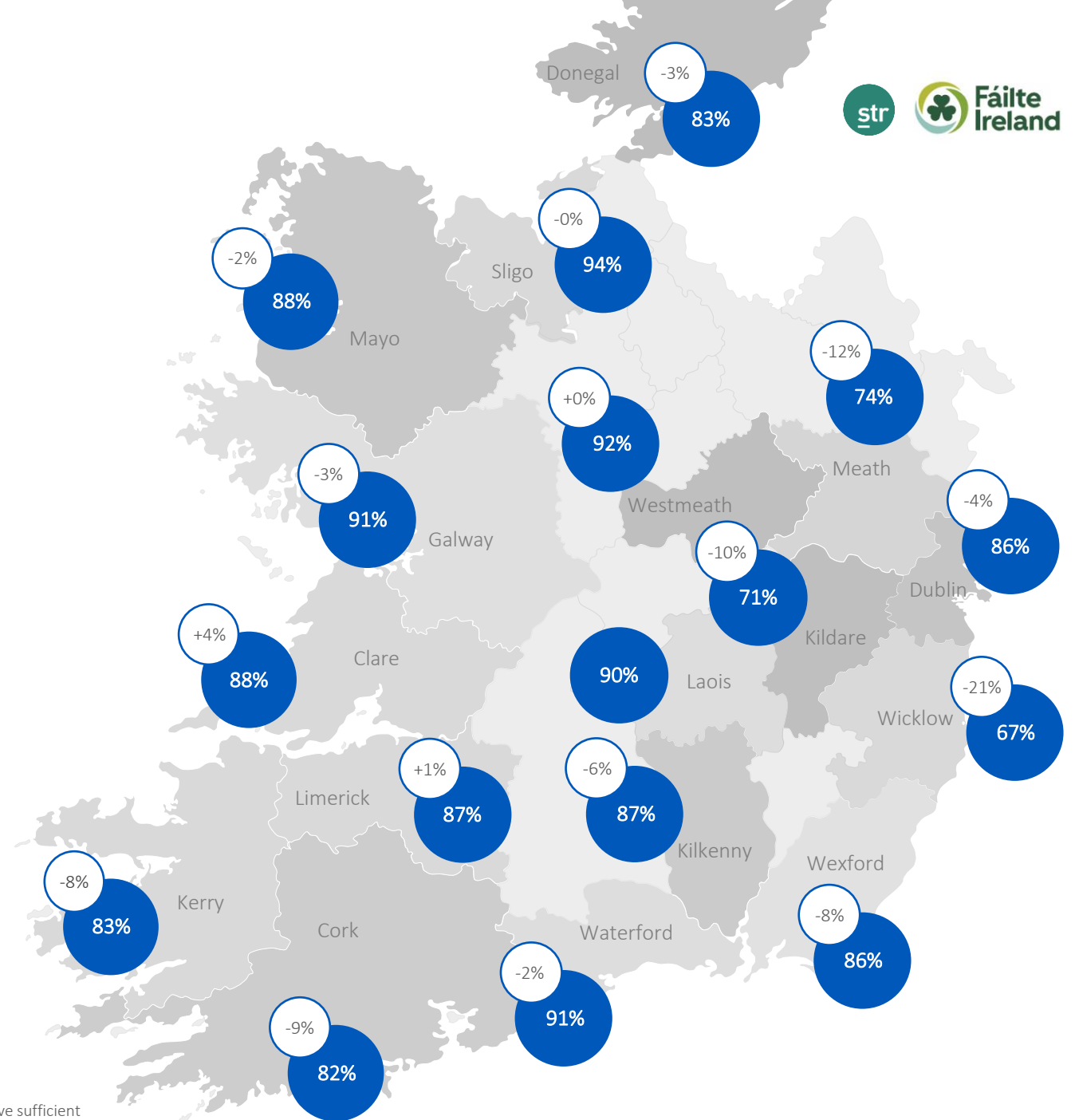
Room occupancy varied across the 17 counties with sufficient data from slightly below 70% to over 90% during the month.

For the first time since the survey restarted, the highest occupancy was in Sligo (94%). This was followed by Westmeath (92%), Waterford and Galway (both 91%).

Continuing the trend of previous months, the lowest occupancy was in Wicklow (67%). This was followed by Kildare (71%) and Meath (74%). All other reporting counties achieved occupancy of 80% or above during the month.

Occupancy increased compared with 2019 in three of the 16 counties with sufficient data - Clare (+4%), Limerick (+1%) and Westmeath (+<1%).

The steepest occupancy decrease was in Wicklow (-21%), as has been the case since March 2022. This was followed by Meath (-12%) and Kildare (-10%).



Note: There are 17 counties with sufficient room occupancy data in August 2022. However, one county does not have sufficient data in August 2019 so year on year comparisons are based on 16 counties. These are displayed and reported here.

County ADR & RevPAR

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

Average Daily Rate (ADR)

As in previous months, there was greater dispersion in ADR across the counties than occupancy as ADR ranged from under €140 to over €230. This was a difference of nearly 70% from the lowest to highest ADR compared with around 30% difference (in relative terms) from the lowest to highest occupancy.

Following the trend of previous months, the highest ADRs were in Mayo (€231.17), Clare (€226.61) and Wicklow (€216.68). The lowest ADR was in Waterford (€137.01) which has also achieved the lowest ADR year-to-date. This was followed by Westmeath (€141.98) and Laois (€142.45).

Hotels in all 16 counties with sufficient data to compare with August 2019 achieved ADR growth of 10% or more. The highest was in Kildare (+38%) closely followed by Sligo and Wicklow (both +37%). There was a cluster of 11 counties that achieved ADR growth of 30% or above compared with 2019. The lowest growth was in Limerick (+10%) continuing the trend of previous months.

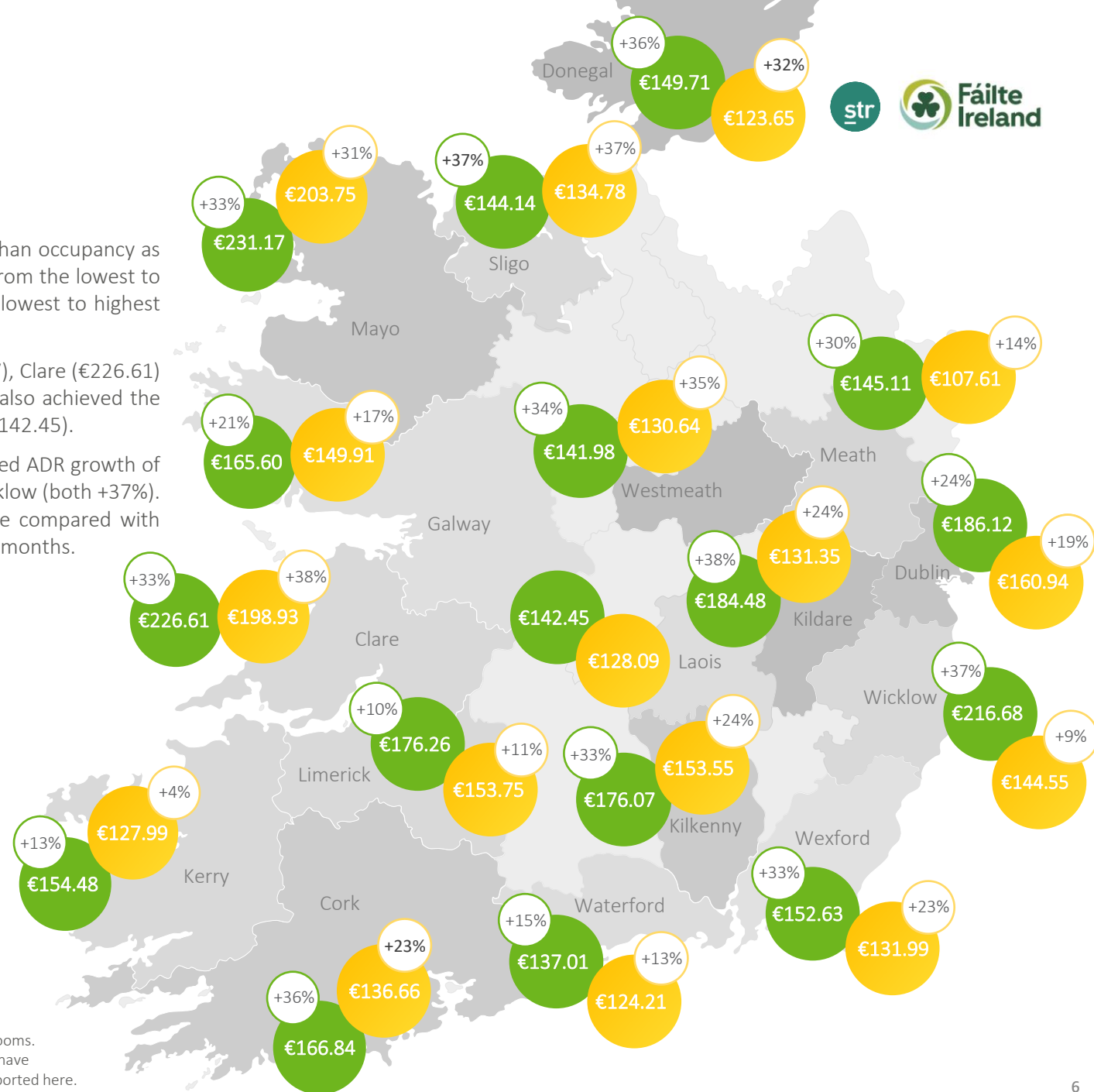
Revenue Per Available Room (RevPAR)

RevPAR ranged from just under €110 to around €200 across the 17 counties with sufficient data this month.

Like in July, Mayo (€203.75), Clare (€198.93) and, a bit further behind, Dublin (€160.94) achieved the highest RevPAR. For hotels in Mayo, this was the second successive month achieving RevPAR above €200. The lowest RevPAR was again in Meath (€107.61) followed by Donegal (€123.65) and Waterford (€124.21). These were the only three counties to achieve RevPAR below €125 during the month.

Highlighting comparatively difficult conditions in the counties, Meath and Donegal have achieved the lowest RevPAR year-to-date in 2022. RevPAR increased in all 16 counties with sufficient data to compare with 2019. The steepest increases were in Clare (+38%) and Sligo (+37%) while the smallest increases were in Kerry (+4%) and Wicklow (+9%). The latter two were the only counties to post sub-10% RevPAR growth compared with August 2019.

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 17 counties with sufficient room occupancy data in August 2022. However, one county does not have sufficient data in August 2019 so year on year comparisons are based on 16 counties. These are displayed and reported here.
 Note: -/+0% indicates decline/growth of less than 1%.



County Source Markets

The most common source market continued to be the Republic of Ireland making up 55% of guests in August.

Among the five counties with sufficient data to enable reporting on source markets, the highest concentration of these guests was in Cork (75%) while Dublin attracted the lowest proportion of Irish residents (28%).

The low share of domestic guests in Dublin is explained as the city again welcomed a high number of international tourists. Overall, they accounted for 64% of hotel guests during the month which was slightly below June and July.

Galway hotels also attracted a high proportion of international guests (55%). This was significantly higher than previous months as the county hosted festivals such as Cruinniú na mBád, Galway Pride Festival and a return to full capacity at the Annual Galway Races Summer Festival.

As seen in previous reports, Northern Ireland guests are an important source market for Donegal hotels. They accounted for 27% of guests in the county during the month which was broadly consistent with June and July.



Republic of Ireland



Northern Ireland



Overseas

	Republic of Ireland	Northern Ireland	Overseas
Cork	75%	3%	22%
Donegal	42%	27%	31%
Dublin	28%	8%	64%
Galway	43%	2%	55%
Kerry	60%	4%	36%

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 July 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=244, Bedspace / Source Market Data n=165, 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](#).

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