

Fáilte Ireland Hotel Survey

July 2022 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 July 2022, Ireland hotel room occupancy reached 85.2%, a new high since the survey restarted in June 2021. This marked a -2% decline (in relative terms) compared with July 2019 which was on par with June and a significant improvement on year-to-date comparisons with 2019.

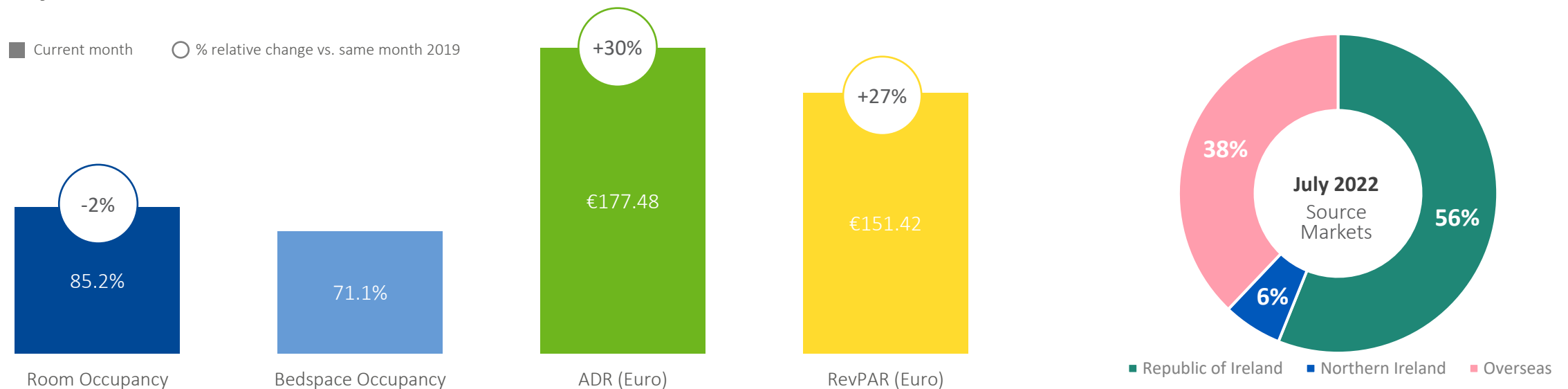
Bedspace occupancy, the proportion of available bedspaces sold, also bettered previous months at 71.1%.

The seasonal uptick in demand and continued growth in international tourists also contributed to drive up Average Daily Rates (ADR). National ADR was €177.48 up +30% compared with July 2019, a slightly steeper rate of growth compared with previous months.

Revenue Per Available Room (RevPAR), an important hotel performance metric, was €151.42, overtaking June's previous high of €145.65, this led to RevPAR growth of +27%, making July 2022 the best performing month since the survey restarted in June 2021.

Reflecting growth in international tourists, the proportion of overseas tourists staying at hotels increased to 38% (compared with June's high of 37%). Republic of Ireland residents continued to be the mainstay for Irish hotels, accounting for 56% of guests during the month.

Key Performance Indicators



Note: Bedspace Occupancy for 2019 is not available.

Ireland Room & Bedspace Occupancy: July 2022



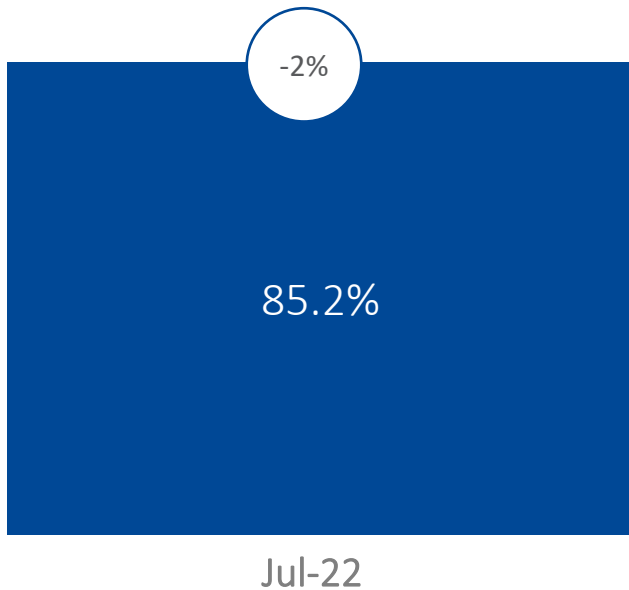
In July 2022, national hotel room occupancy increased slightly from June to 85.2%, the highest room occupancy since the survey restarted in June 2021. This was a +35% increase in relative terms compared with July 2021. However, room occupancy continued to track slightly below pre-pandemic levels as it was -2% (in relative terms) down on July 2019. Highlighting an improving occupancy situation for hoteliers across the country, the performance gap compared with 2019 has decreased from over 10% in early months of 2022 to circa 2% in the last two months.

Consistent with the room occupancy trend, bedspace occupancy surpassed previous months. Bedspace occupancy, the proportion of available bedspaces sold, increased from 65.4% in June 2022 to 71.1% in July 2022.

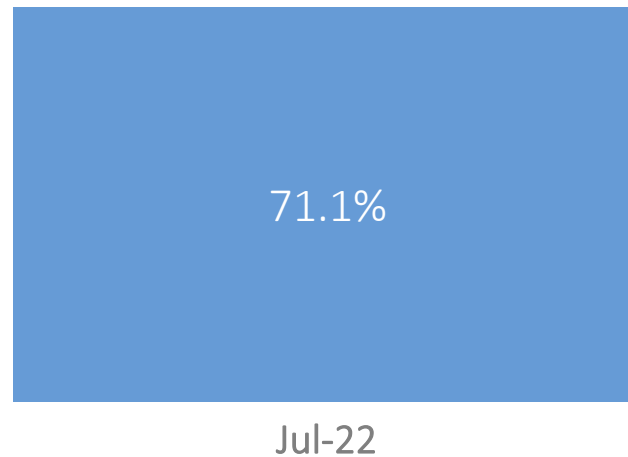
Increased seasonal demand and a growth in international tourists contributed to the strong performance during the month.

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

Room Occupancy



Bedspace Occupancy



Highest room occupancy in July

91.9%

Saturday 23rd July 2022

Highest / lowest performing days of the month

Saturdays (90.8%) / Sundays (79.8%)

Ireland ADR & RevPAR: July 2022

In July 2022, Average Daily Rate (ADR) increased to €177.48, its highest level since the survey restarted last year. This marked a +30% increase compared with July 2019.

There remains uncertainty 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.

Heavily influenced by the strong ADR performance, RevPAR finished the month at €151.48, passing €150 for the first time since the survey restarted. This was +27% above July 2019 which outstripped previous growth rates implying that July 2022 was a particularly strong month for Irish hoteliers.

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



Highest RevPAR in July

€202.32

Saturday 9th July 2022

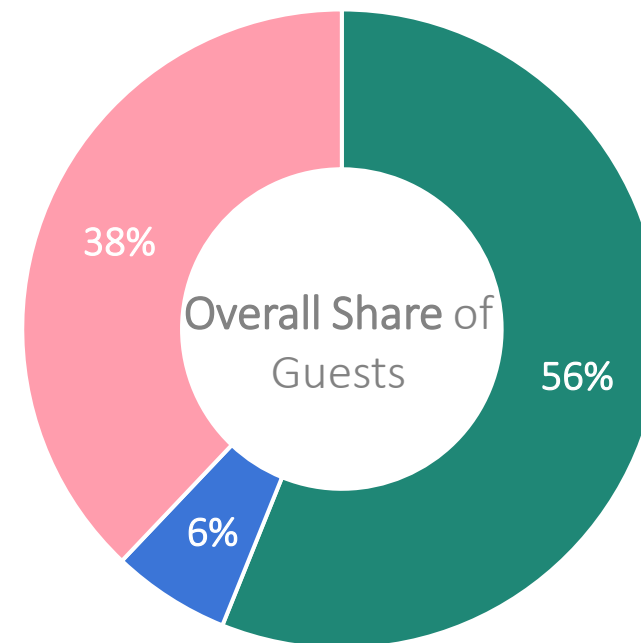
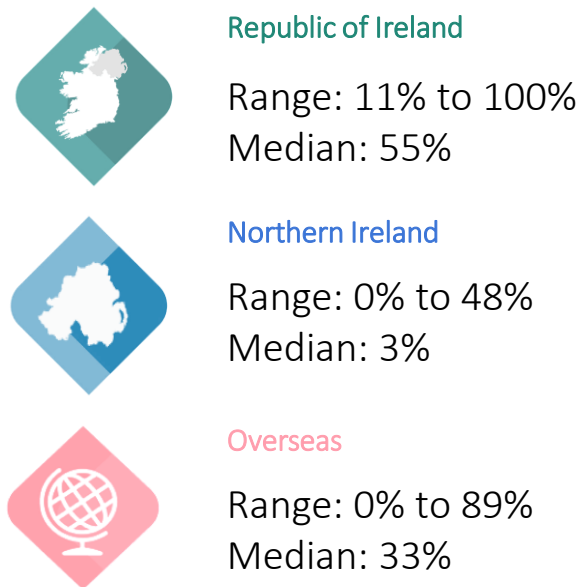
Highest / lowest (RevPAR)
performing days of the month

Saturdays (€192.23) / Sundays (€138.38)

Ireland Source Markets: July 2022

Hotels continued to rely heavily on guests from the Republic of Ireland as they occupied over half (56%) of the bedspaces sold by Irish hotels during the month. However, the proportion of international hotel guests grew again from 37% in June 2022 to 38% in July 2022. This was the highest proportion of international guests recorded since the survey restarted. By comparison, in July 2021, just 5% of hotel guests were from overseas. These findings highlight the extent of growth among international tourists in the last 12 months due to easing travel restrictions and improving sentiment towards COVID-19.

The remainder (6%) of hotel guests were from Northern Ireland. The proportion of guests from Northern Ireland has remained broadly consistent in previous months.



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

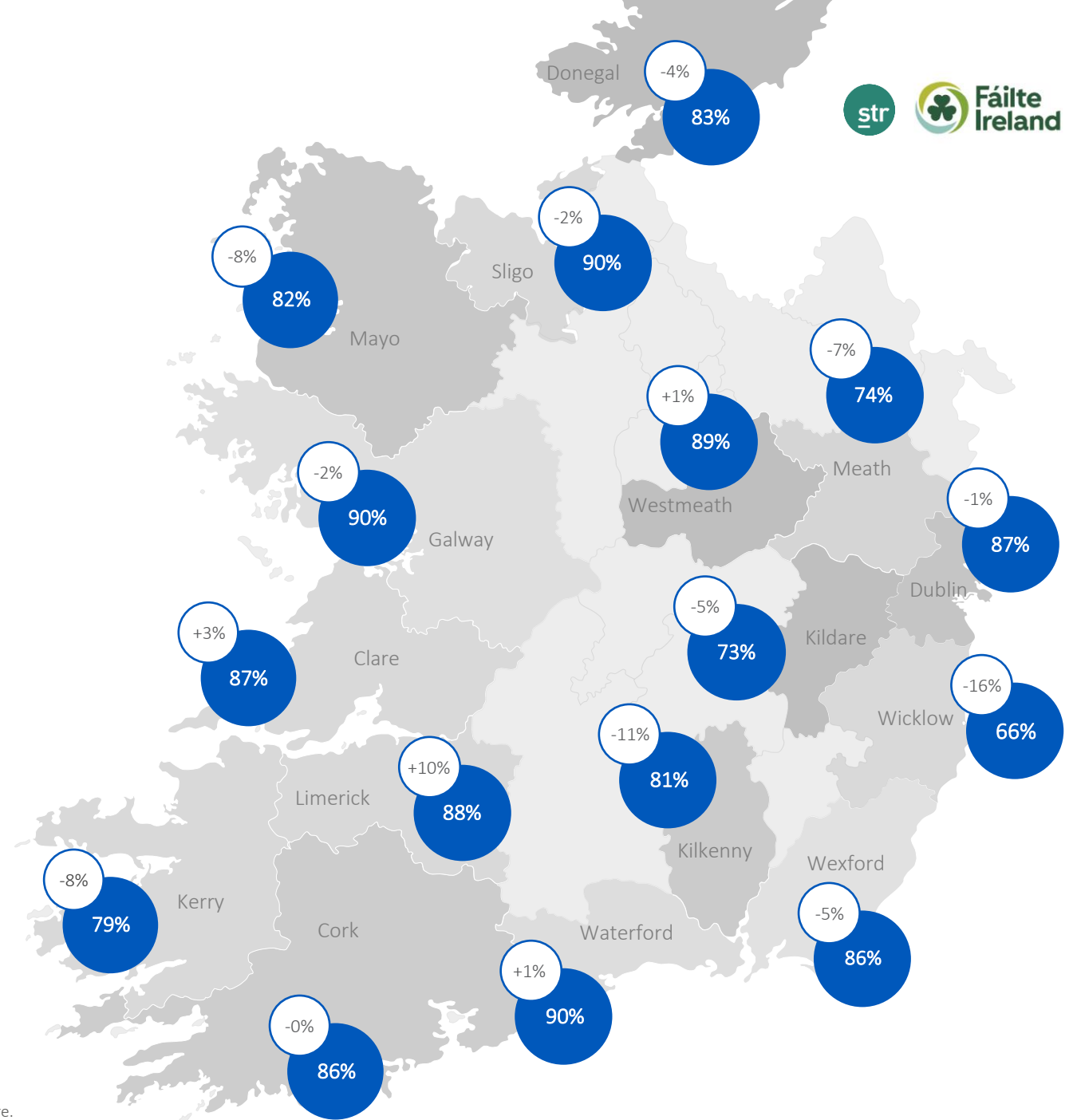
Room occupancy varied from just over 65% to 90% within the 16 counties that had sufficient data to enable reporting.

The highest occupancy was achieved in Waterford and Galway (both 90%). Achieving above average occupancy, Waterford has performed consistently well in previous months as tourists are drawn to the Sunny Southeast. Meanwhile, Galway benefitted from a busy month of events as the county hosted Galway International Arts Festival, Galway Film Fleadh and the Galway races, the latter occurring during the final week of the month.

The lowest occupancy was recorded in Wicklow (66%) which continued a trend of previous months.

Highlighting continued challenges for many hotels despite the improving picture, hotels in 12 out of the 16 counties recorded a decrease in room occupancy compared with July 2019. The steepest falls were in Wicklow (-16%) and Kilkenny (-11%).

Continuing a trend of previous months, Limerick achieved the strongest occupancy growth compared with 2019 (+10%). The three other counties to grow room occupancy were Clare (+3%), Westmeath and Waterford (both +1%).



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

County ADR & RevPAR

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

Average Daily Rate (ADR)

ADR performance was more broad ranging than occupancy as it fluctuated from around €140 in some counties to around €230 or above in other counties.

Following the trend of previous months, the highest room rates were in Mayo (€249.01), Clare (€230.10) and Wicklow (€229.27). Indeed, hotels in these three counties were the only ones to achieve ADR which surpassed €200. The lowest ADRs were in Donegal (€136.81) and Waterford (€138.62). This was the first time since the survey restarted that Donegal achieved the lowest ADR which suggests that hotels in the county may be experiencing greater challenges growing rates than hotels elsewhere currently.

Again, highlighting disparities in hotel performance across the country, ADR growth compared with 2019 ranged from under 10% to over 50%.

The steepest growth was in Kilkenny and Waterford (both +52%) followed by Mayo (+50%). Four other counties achieved ADR growth of 40% or above. They were Wicklow (+48%), Sligo (+46%), Wexford (+44%) and Kildare (+40%). The lowest ADR growth was in Limerick (+8%) followed by Waterford (+19%) and Donegal (+24%). For Limerick, July 2022 was the second successive month of the lowest ADR increase compared with 2019.

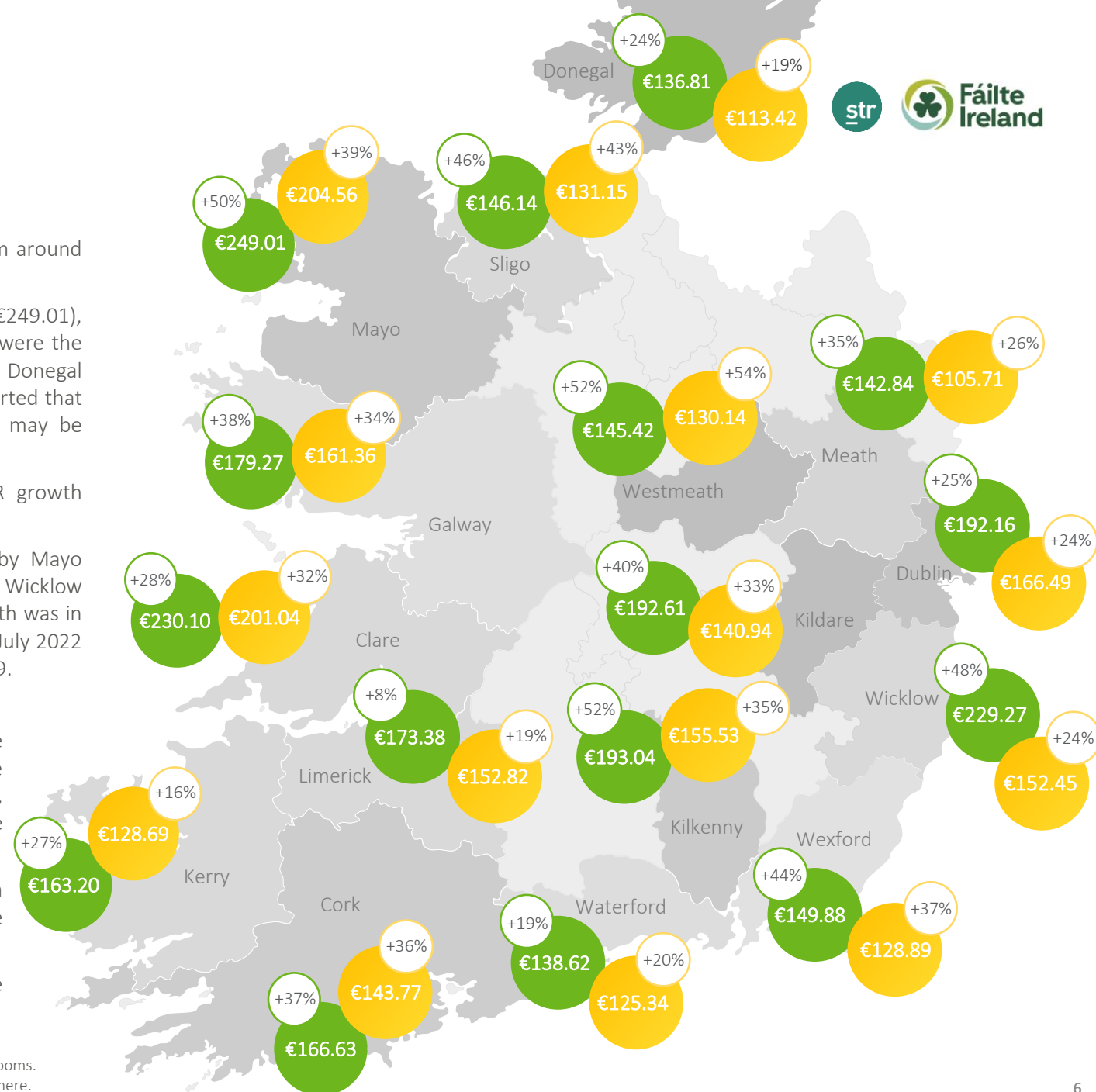
Revenue Per Available Room (RevPAR)

The highest RevPAR was in Mayo (€204.56) and Clare (€201.04). These were the only counties to achieve RevPAR of more than €200 during the month. The lowest RevPAR was in Meath (€105.71) followed by Donegal (€113.42). Again, highlighting significant regional variations, RevPAR in these counties was more than 40% below the highest performing counties (Mayo and Clare).

Encouragingly, hotels in each of the 16 counties achieved RevPAR growth compared with July 2019. Westmeath (+54%) and Sligo (+43%) achieved the steepest increase as they both benefitted from particularly strong ADR growth.

The smallest RevPAR growth was in Kerry (+16%) which was a repeat of June 2022. This was followed by Donegal and Limerick (both +19%).

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 July 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

As in previous months, tourists from the Republic of Ireland accounted for the largest share of hotel guests (56%).

Among the 9 counties with sufficient data for reporting, the highest concentration of guests from the Republic of Ireland was in Cork (77%) followed by Mayo (68%). Whereas in Dublin, Clare and Donegal they accounted for less than 40% of guests.

However, hotels in Dublin and Clare attracted the highest mix of international guests (68% and 64% of guests, respectively). For Dublin, July 2022 recorded the highest proportion of international guests since the survey restarted.

Consistent with previous months, Donegal hotels attracted the highest proportion of Northern Ireland guests by a significant amount (27%). This was followed by Kildare (12%).

County	Republic of Ireland	Northern Ireland	Overseas
Clare	32%	4%	64%
Cork	77%	4%	19%
Donegal	37%	27%	36%
Dublin	27%	5%	68%
Galway	54%	1%	44%
Kerry	54%	2%	44%
Kildare	63%	12%	24%
Limerick	65%	3%	32%
Mayo	68%	11%	21%

Methodology Statement

In July 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=238, Bedspace / Source Market Data n=170, 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

