

Fáilte Ireland Hotel Survey

June 2022 Summary Report



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Executive Summary

National room occupancy passed 80% for the first time since the survey restarted in June 2021. Occupancy was 84.6% in June 2022 compared to the previous high of 79.7% in May 2022. Bedspace occupancy also increased to a new high of 65.4%.

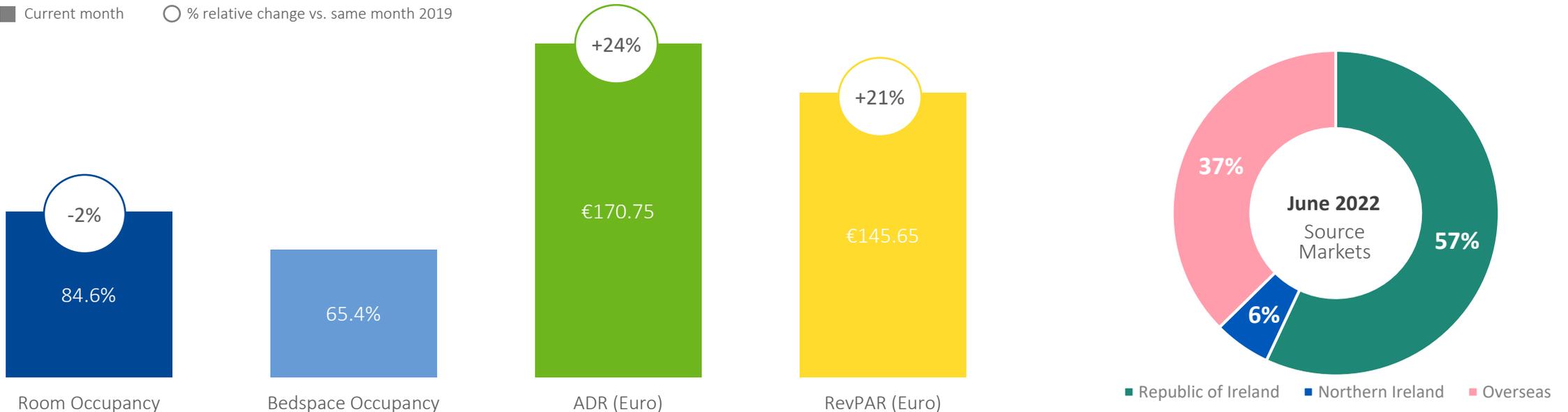
However, room occupancy remained below pre-pandemic levels. This month's occupancy fell short by -2% compared with June 2019. The trend shows that hotels are continuing to close the gap with 2019 occupancy.

ADR finished the month at €170.75. This was the highest rate recorded since the survey restarted. Room rates increased by +24% compared with June 2019. The increase helped to generate RevPAR growth of +21% compared with June 2019. This led to the third consecutive month of double-digit RevPAR growth on 2019.

The most common source market remained the Republic of Ireland, accounting for 57% of guests. This was below the long-term average as the highest proportion of overseas visitors were recorded since the survey restarted (37%). The remainder of hotel guests (6%) were from Northern Ireland.

Key Performance Indicators

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



Note: Bedspace Occupancy for 2019 is not available.

Ireland Room & Bedspace Occupancy: June 2022



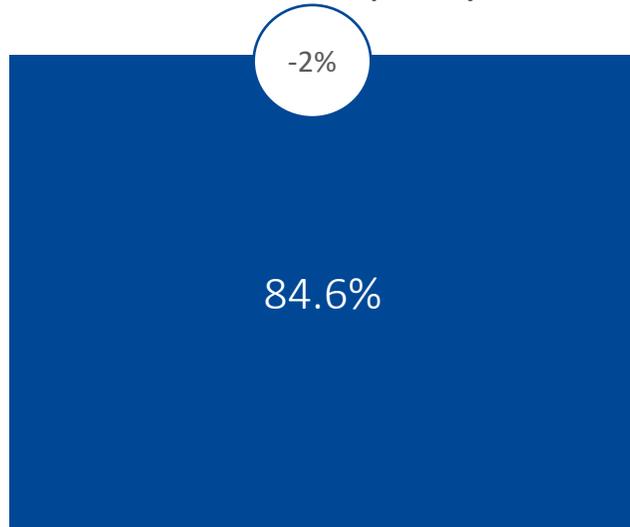
In June 2022, hotel room occupancy increased to 84.6% among Irish hotels. This was the highest occupancy recorded by the survey since it restarted in June 2021, surpassing the previous high of 79.7% in May 2022. The improved performance was due to increased demand for accommodation linked to seasonality and continued growth in international visitors, among other factors.

This marked a -2% reduction in occupancy compared with 2019, signalling a better performance than May 2022 when occupancy was down -4% on 2019. June 2022 occupancy outperformed all other months of 2022, except April which also noted a -2% decline compared with 2019.

Bedspace occupancy, the proportion of available bedspaces sold during the month, also increased to a new record high level. Bedspace occupancy for the month stood at 65.4% which compared with the previous high of 61.7% in May 2022.

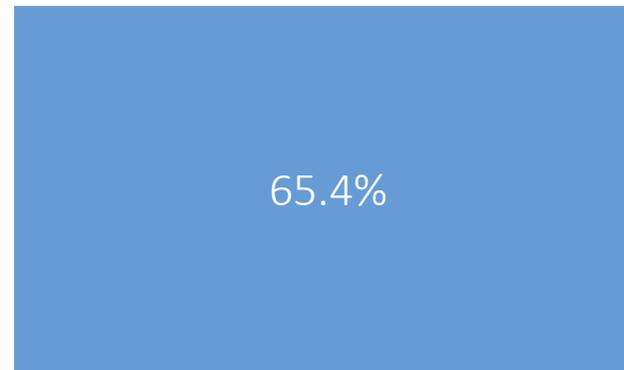
■ Current month ○ % relative change vs. same month 2019

Room Occupancy



Jun-22

Bedspace Occupancy



Jun-22

Highest room occupancy in June

93.8%

Saturday 4th June 2022

Highest / lowest performing days of the month

Saturdays (92.3%) / Sundays (79.4%)

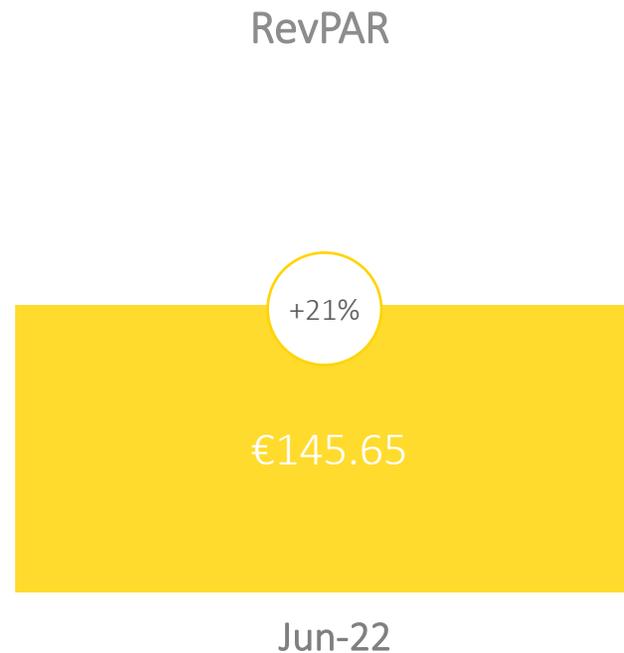
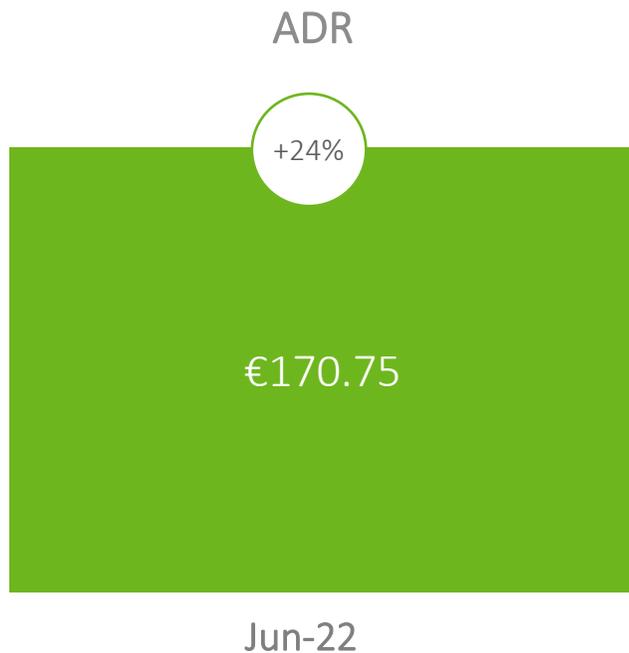
Ireland ADR & RevPAR: June 2022

ADR continued its upward trajectory reaching €170.75 in June 2022 compared to €154.57 in May 2022. This equated to a +24% increase compared with June 2019, broadly on par with the trend observed since the start of the year.

There is ongoing uncertainty regarding 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.

RevPAR, an important hotel performance metric which measures the return on unsold and sold rooms, was €145.65. Compared with 2019, this represented a +21% increase in RevPAR and, as a result, was the third successive month of double-digit growth versus pre-pandemic performance.

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



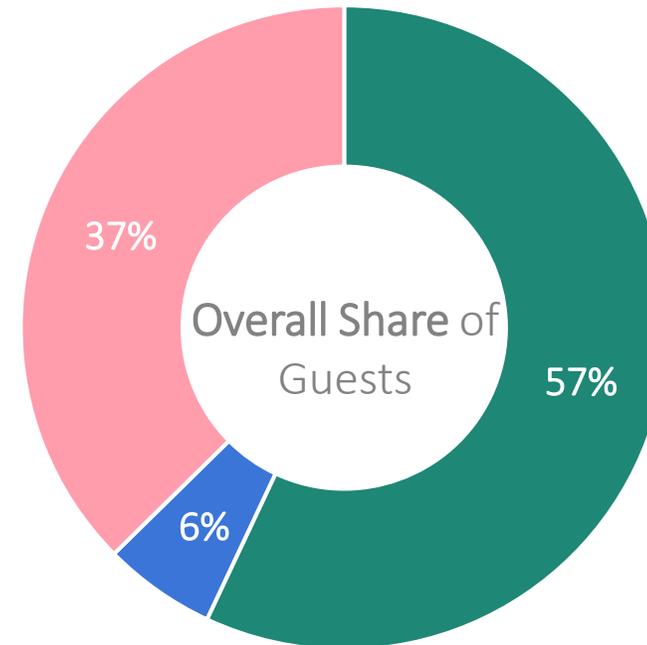
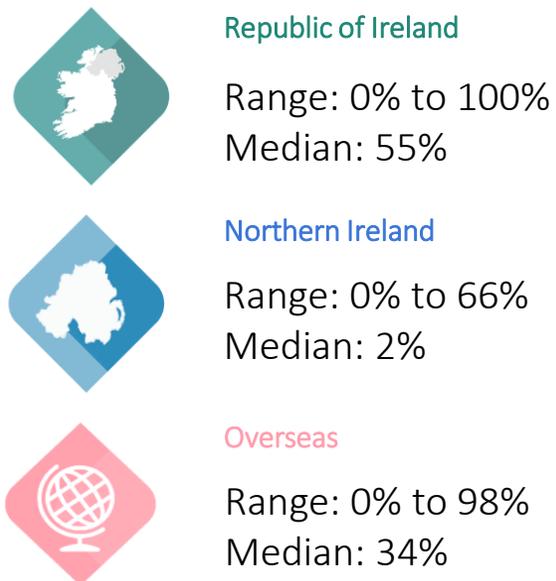
Highest RevPAR in June
€203.01
Saturday 4th June 2022

Highest / lowest (RevPAR) performing days of the month
Saturdays (€194.27) / Sundays (€135.34)

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: June 2022

Republic of Ireland customers continued to make up the lion's share of hotel guests during the month. In June 2022, they accounted for 57% of guests. Overseas visitors occupied 37% of hotel bedspaces across the country during the month. This compared with the previous high of 35% in May 2022. Broadly on par with the trend of 2022, the remainder of guests (6%) were from Northern Ireland.



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.

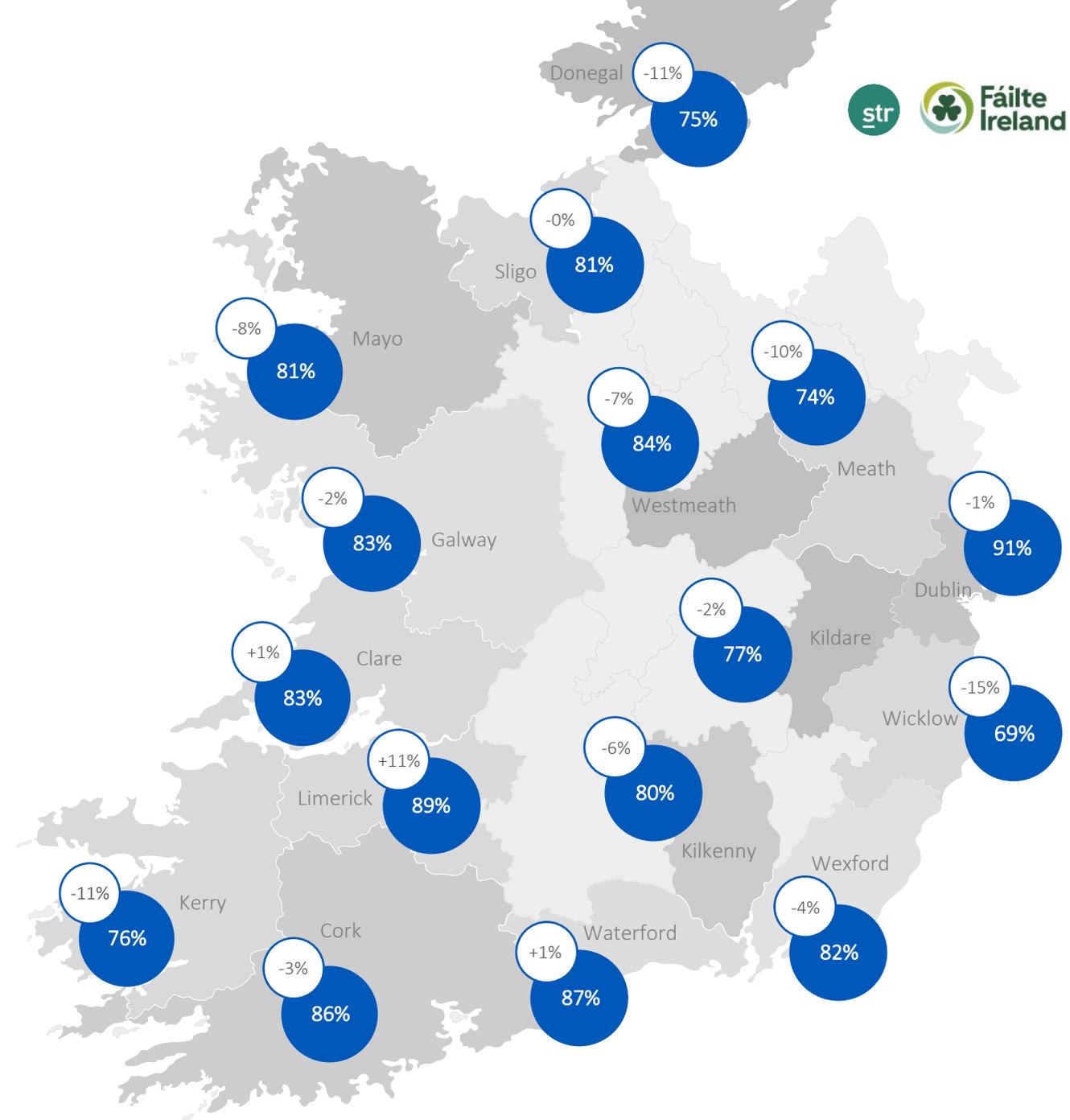
County Occupancy

● Current month room occupancy ○ % relative change vs. same month 2019

Room occupancy varied from just under 70% to just over 90% among the 16 counties with sufficient data for reporting. Consistent with May 2022, Dublin and Limerick achieved the highest occupancy (91% and 89%, respectively) while Wicklow achieved the lowest occupancy (69%). Highlighting improved prospects for the sector, this was the first time since the survey restarted that any county surpassed occupancy of 90%.

The above being said, only three of the 16 counties achieved room occupancy growth compared with June 2019. They were Limerick (+11%), Clare and Waterford (both +1%). Impressively, June 2022 marked the third consecutive month of double-digit occupancy growth compared with 2019 for Limerick hotels.

The steepest contractions in occupancy among the 13 counties seeing a decline were in Wicklow (-15%), Kerry and Donegal (both -11%). In contrast to Limerick and suggesting stiffer recovery challenges, Wicklow and Donegal hotels recorded double-digit declines in occupancy compared to 2019 for the sixth month in a row.



County ADR & RevPAR

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

Average Daily Rate (ADR)

There were significant regional differences as ADR ranged from under €120 to over €220 across the country in June 2022.

Rates exceeded €200 in four counties – Clare, Wicklow, Dublin and Mayo - compared with just one county (Wicklow) in May 2022. Like May 2022, the highest ADRs were in Clare (€221.69) and Wicklow (€213.89). Meanwhile, the lowest rates were in Sligo (€116.76) followed by Waterford (€123.37), Wexford (€124.84) and Donegal (€131.55), again in line with last month's results.

For the fifth consecutive month, hotels in all 16 counties with sufficient data achieved room rate growth compared with June 2019. Seeing increases of +40% or above, the steepest growth was in Kilkenny (+50%), Westmeath (+44%), Wicklow (+41%) and Kildare (+40%). Meanwhile, Limerick posted the lowest ADR growth of +4% compared with June 2019. This was the only county to post a single-digit increase in ADR in June 2022.

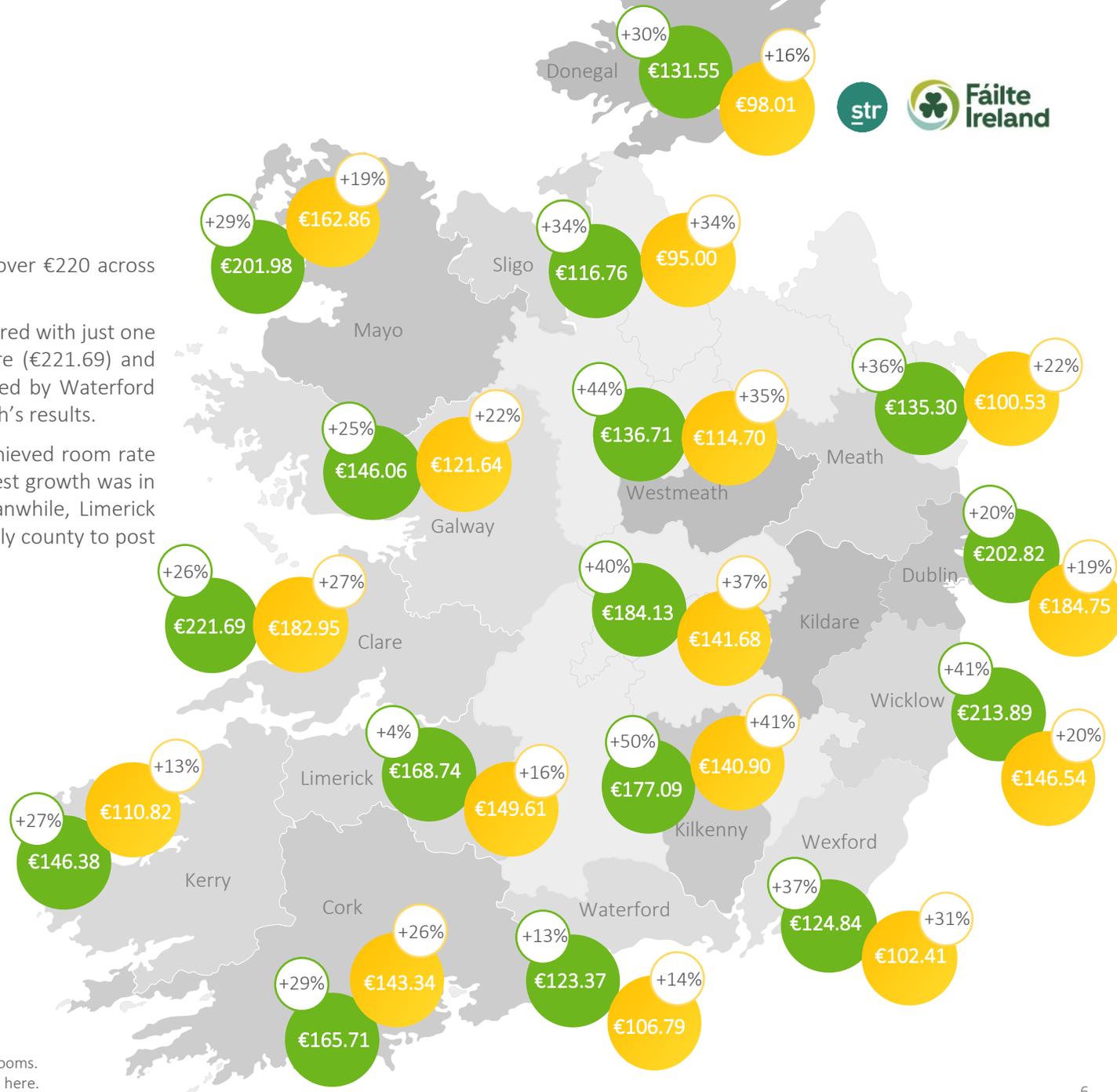
Revenue Per Available Room (RevPAR)

RevPAR was above €100 in 14 out of the 16 counties with sufficient data. This compares with ten out of 16 in May 2022. For the fourth consecutive month Dublin achieved the highest RevPAR (€184.75). This was followed by Clare (€182.95) and Mayo (€162.86). The two counties which achieved sub-€100 RevPAR were Donegal (€98.01) and Sligo (€95.00) as they both recorded below average occupancy and ADR.

The ADR increases heavily contributed to RevPAR growth among hotels in all 16 counties. This was the third consecutive month in which all counties have achieved RevPAR growth compared to 2019.

The steepest growth was in Kilkenny (+41%), Kildare (+37%) and Westmeath (+35%). These were also three counties which increased ADR by 40% or above. The lowest RevPAR growth was in Donegal (+16%), Waterford (+14%) and Kerry (+13%).

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 June 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

In June 2022, sufficient data on the profile of guests was gathered from hotels across 9 counties.

As seen in previous months, the mix of guests varied significantly across the counties. In Clare and Dublin, overseas visitors were the major source market accounting for 68% and 67% of guests while Republic of Ireland guests made up under a third.

Meanwhile, in Limerick, Cork and Tipperary domestic visitors were by far the most common market making up 75% or above of customers during the month. Overseas visitors in these counties accounted for around 20% of guests.

As in previous months, the highest proportion of Northern Ireland guests were in Donegal (25% of guests) and Kildare (12%).

County	Republic of Ireland	Northern Ireland	Overseas
Clare	32%	<1%	68%
Cork	78%	3%	19%
Donegal	38%	25%	37%
Dublin	29%	4%	67%
Galway	54%	1%	45%
Kerry	63%	3%	33%
Kildare	65%	12%	23%
Limerick	81%	4%	14%
Tipperary	75%	3%	22%

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=240, Bedspace / Source Market Data n=179, 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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