

Fáilte Ireland Hotel Survey

May 2022 Summary Report



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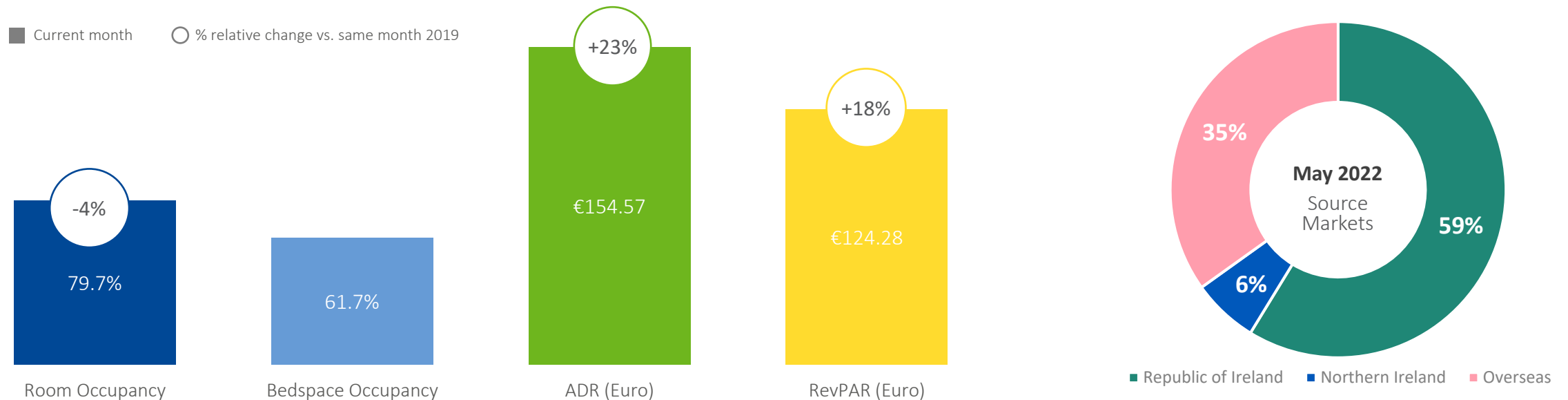
Executive Summary

National hotel room occupancy continued to grow as it stood at 79.7% in May 2022 compared with 75.7% in April and sub-70% since the survey restarted in June 2021. Bedspace occupancy also reached a new high of 61.7% in May 2022.

However, room occupancy remained below pre-pandemic levels falling short by -4% (in relative terms) compared with May 2019. While this was slightly behind April 2022 (-2% below 2019), performance was significantly better than in months previous to April 2022.

An upward trend in hotel room revenue performance continued as ADR finished the month at €154.57. Following the occupancy trend, ADR was at its highest since the survey restarted in June 2021 as growth in international visitors and improving sentiment towards COVID-19 contributed to boost demand. As a result of ADR growth, RevPAR fared well compared with May 2019. Nationally RevPAR stood at €124.28 which was +18% above the pre-pandemic level. This was the fourth successive month of RevPAR growth compared with 2019 and the highest seen thus far.

Key Performance Indicators



Note: Bedspace Occupancy for 2019 is not available.

Ireland Room & Bedspace Occupancy: May 2022

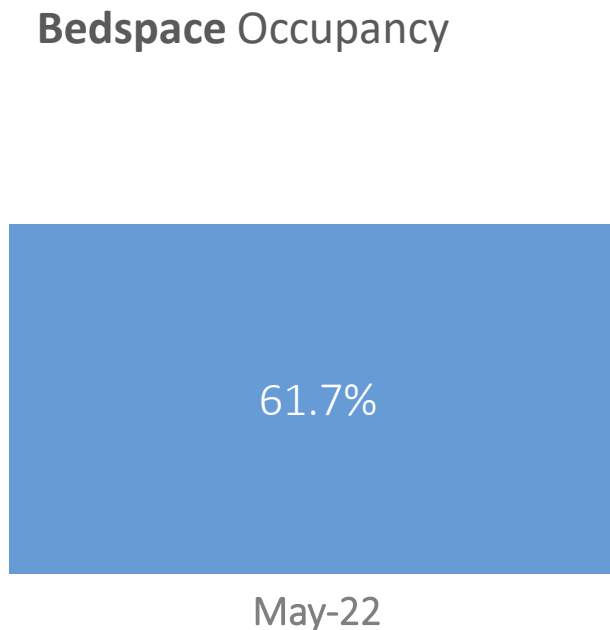
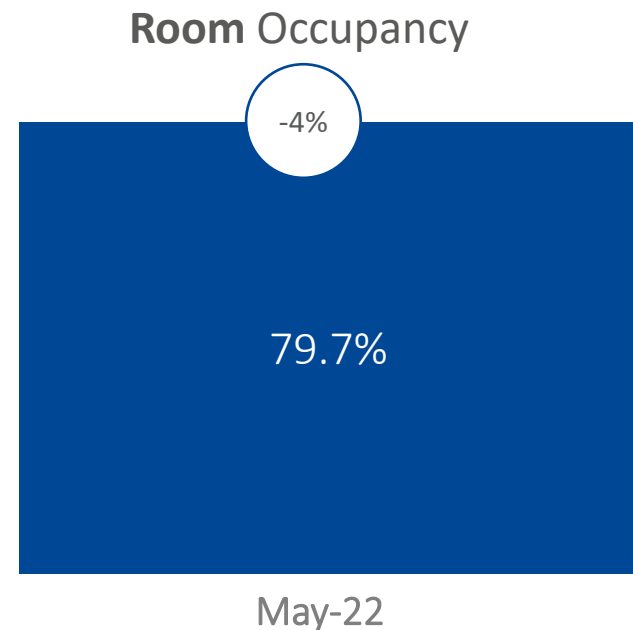


Reflecting increased demand due to seasonality and continued improvements in consumer sentiment towards COVID-19, May 2022 saw hotel room occupancy grow. National room occupancy in May was 79.7% which surpassed April's high of 75.7%.

While demand for accommodation continued upwards, room occupancy remained below pre-pandemic levels. Room occupancy was -4% (in relative terms) below May 2019. This was slightly lower than in April when occupancy was just -2% below pre-pandemic levels. However, this result still marked a major improvement compared with earlier months of 2022 and 2021.

Bedspace occupancy also continued to grow to 61.7% in May 2022 compared with 58.7% in April 2022 and sub-50% in earlier months of 2022. Indeed, this was the highest bedspace occupancy recorded since June 2021.

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



Highest room occupancy in May

93.0%

Saturday 28th May 2022

Highest / lowest performing days of the month

Saturdays (71.6%) / Sundays (49.8%)

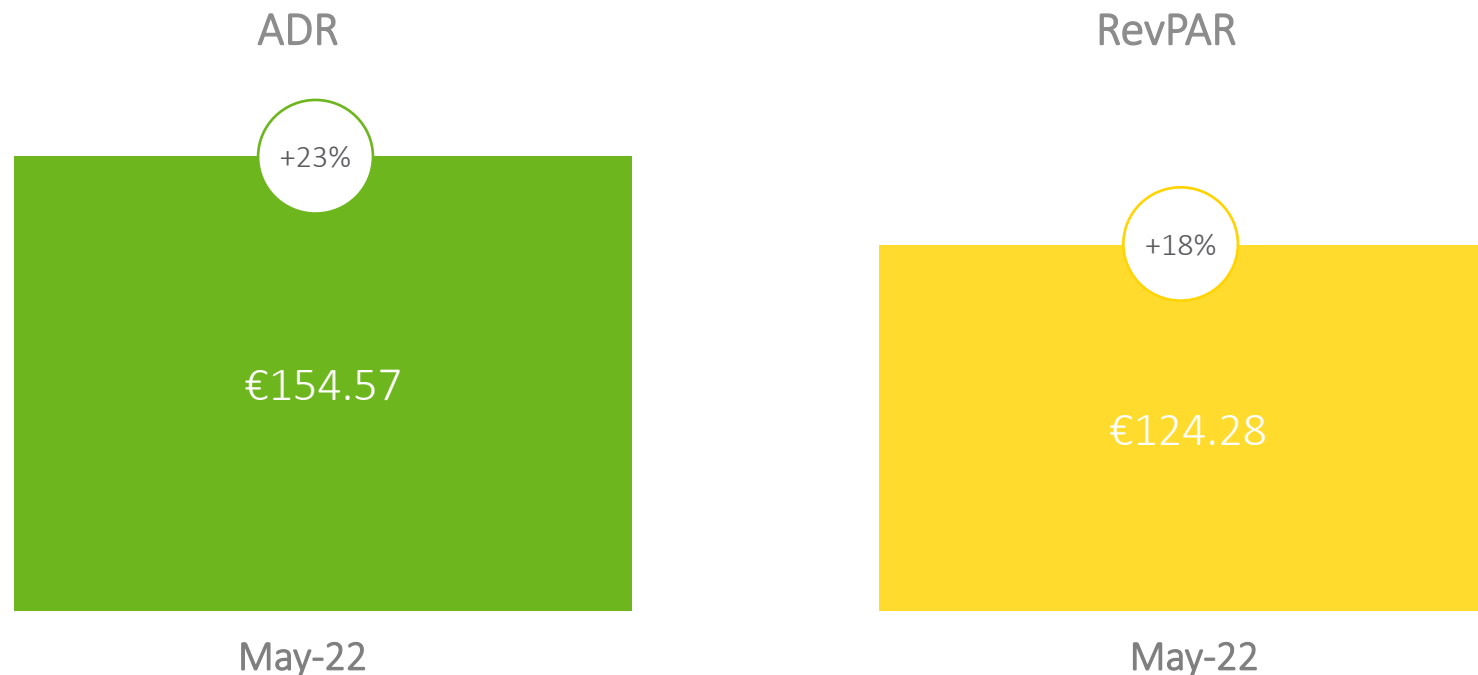
Ireland ADR & RevPAR: May 2022

Room rates were strong during the month as national ADR stood at €154.57. This was the first time rates passed €150 since the start of the survey in June 2021.

There is continued uncertainty regarding how ADR will perform 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 due to relaxing restrictions, 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 was €124.28 which was again higher than previous months. This was an +18% increase compared with May 2019. Although below April (+26%), May 2022 growth outperformed previous months. May was the fourth consecutive month of RevPAR growth compared with 2019 which signals improved prospects for Irish hotels.

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



Highest RevPAR in May

€192.82

Saturday 28th May 2022

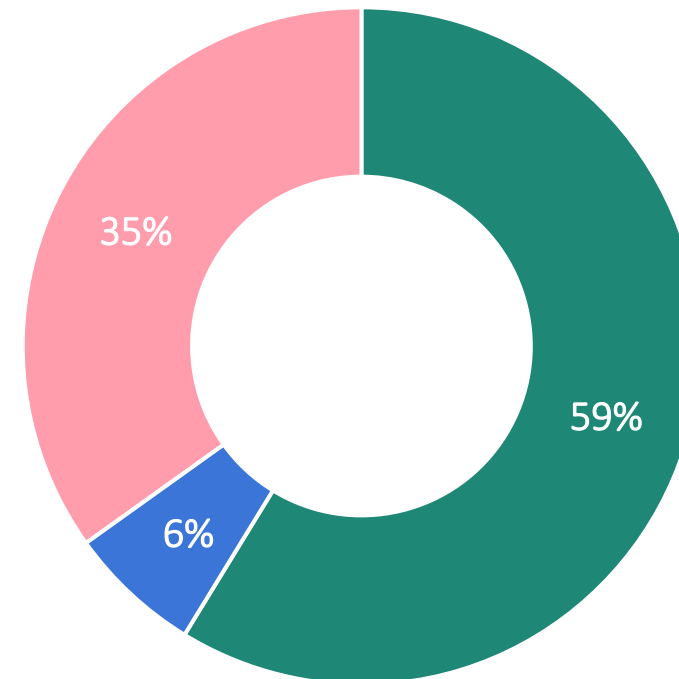
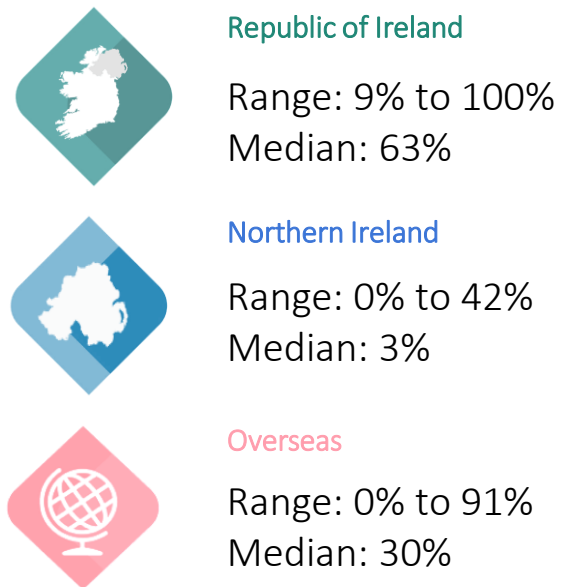
Highest / lowest (RevPAR)
performing days of the month

Saturdays (€119.84) / Monday (€64.10)

Ireland Source Markets: May 2022

For the first time since the survey began, guests from the Republic of Ireland accounted for less than 60% of guests at hotels nationally. The shift in share was due to a steep increase in international visitors who made up 35% of hotel guests. This compares with 26% in April, 22% in March and less than 20% in the months going back to June 2021. Continued easing of travel restrictions and improving consumer sentiment towards COVID-19 are likely to have influenced the change recorded this month.

The remainder (6%) of guests were from Northern Ireland which was slightly below the long-term trend of 8%.



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

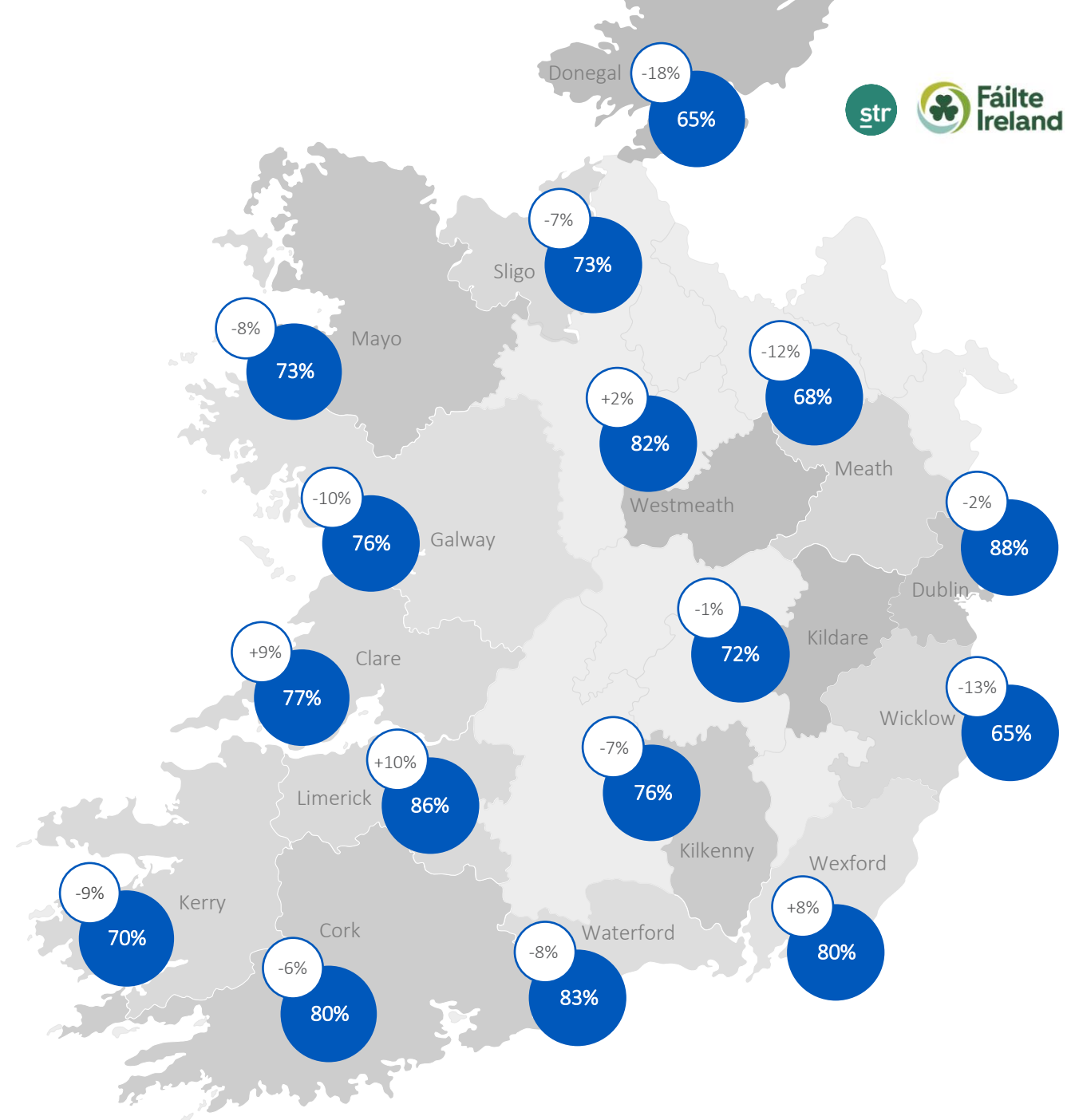
Hotel room occupancy varied between 65% and just under 90% among the 16 counties with sufficient data for reporting in May 2022.

The highest occupancy for the third month in a row was in Dublin (88%) as the city particularly benefitted from growing numbers of international visitors. The next highest occupancy was in Limerick (86%) and Waterford (83%). Two other counties – Westmeath and Wexford – achieved 80%+ occupancy.

Meanwhile, the lowest occupancy was recorded in Wicklow and Donegal (both 65%) followed by Meath (68%). These were the only three counties to post occupancy below 70% during the month.

Four out of the 16 counties successfully increased room occupancy compared with 2019. The steepest growth was in Limerick (+10%) followed by Clare (+9%), Wexford (+8%) and Westmeath (+2%).

Donegal hotel occupancy declined the most compared with 2019 (-18%) followed by Wicklow (-13%) and Meath (-12%). These were the only counties which achieved sub-70% room occupancy.



County ADR & RevPAR

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



Average Daily Rate (ADR)

For the fourth consecutive month ADR in all counties with sufficient data for reporting surpassed €100. As in April 2022, the highest ADR was in Wicklow (€202.83), despite a notable fall (-13%) in occupancy compared with 2019. Rates were below €200 in the remaining counties with Clare (€191.33) and Mayo (€188.75) closest to the threshold. ADR was lowest in Waterford (€108.94) and Sligo (€109.46) following the pattern of previous months.

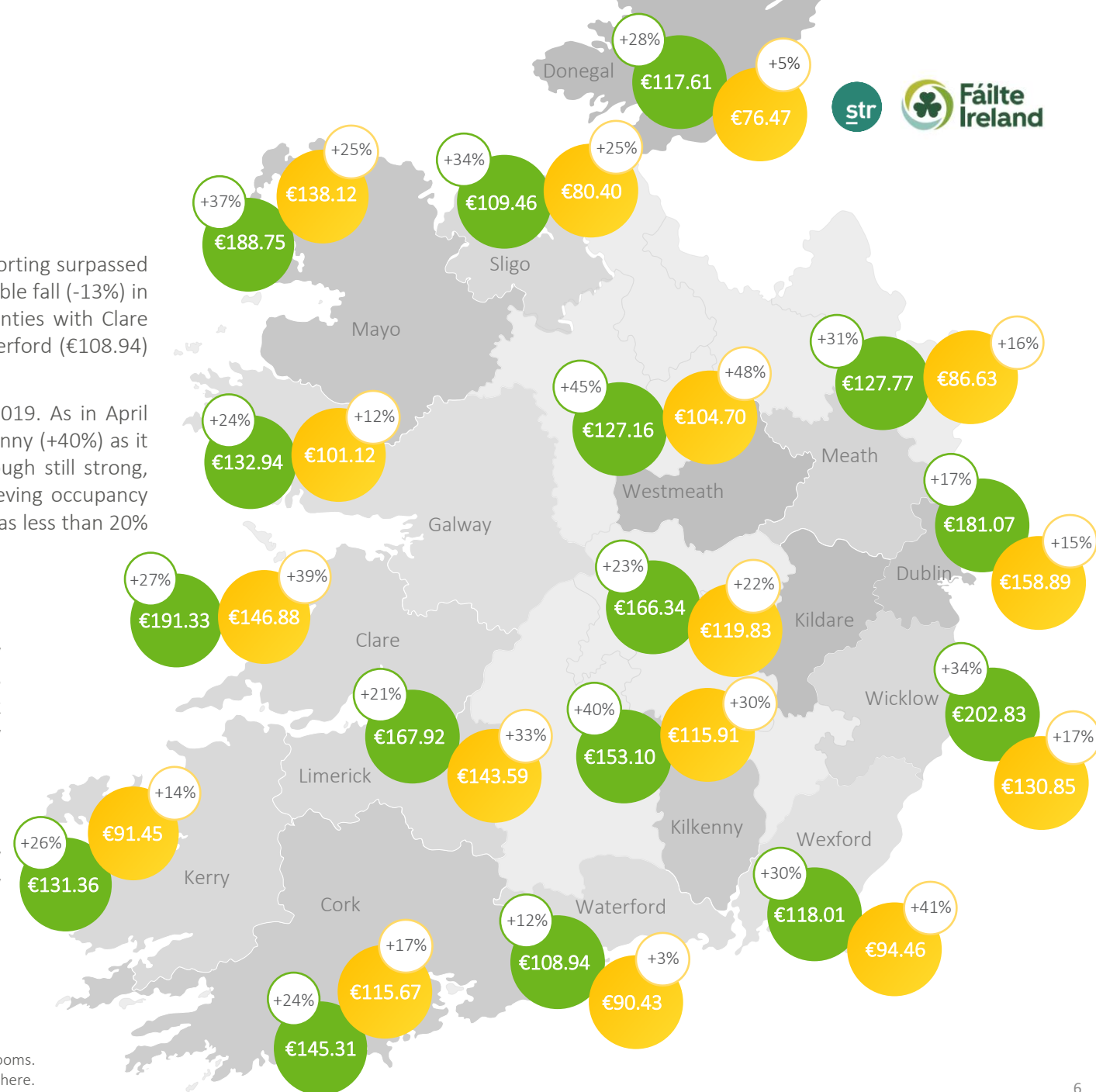
Hotels in all counties achieved double-digit ADR growth compared with May 2019. As in April 2022, the steepest growth was in Westmeath (+45%). This was followed by Kilkenny (+40%) as it benefitted from welcoming back the Kilkenny Roots Festival. The lowest, although still strong, ADR growth was in Waterford (+12%) followed by Dublin (+17%). Despite achieving occupancy above 80% during the month, these were the only counties where ADR growth was less than 20% compared with 2019.

Revenue Per Available Room (RevPAR)

RevPAR surpassed €100 for hotels in ten of the 16 counties with sufficient data for reporting. This was on par with April 2022 and compares with just one county (Dublin) in March 2022. The highest RevPAR was in Dublin (€158.89) which was also the case in April 2022. The next highest was in Clare (€146.88) and Limerick (€143.59). The lowest RevPAR was in Donegal (€76.47) as it achieved significantly below average occupancy and ADR. Hotels in Sligo (€80.40) and Meath (€86.63) also reported RevPAR at the lower end of the range.

Hotels across all 16 counties posted RevPAR growth compared with 2019. As in April 2022, the highest growth was in Westmeath (+48%). This was followed by Wexford (+41%) and Clare (+39%) as hotels in these counties achieved nearly double-digit occupancy growth as well as strong increases in ADR.

The smallest RevPAR growth compared with pre-pandemic levels was in Waterford (+3%) and Donegal (+5%). These were the only counties to record single-digit RevPAR growth out of the 16 under review.



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 May 2022. These are displayed and reported here.
 Note: -/+0% indicates decline/growth of less than 1%.

County Source Markets

Among the eight counties with sufficient source market data, the highest concentration of Republic of Ireland guests was in Mayo, Cork (both 79%) and Kildare (77%). Meanwhile, hotels in Dublin, Donegal and Clare welcomed the lowest proportion of domestic guests (29%, 35% and 37%, respectively).

Overseas tourists accounted for 35% of guests during the month which was the highest since the survey restarted. This was heavily influenced by Dublin and Clare as around 60% of guests in these counties were from overseas (63% and 58%, respectively). For Dublin, May was the third consecutive month when overseas visitors accounted for more than half of all guests. Galway and Donegal hotels also attracted a high proportion of overseas tourists (48% and 44%, respectively) with each seeing a particularly steep increase (of 20 or more percentage points) compared with April 2022.

As seen in previous months, hotels in Donegal had the highest proportion of Northern Ireland guests (21%). They also accounted for a notable share (16%) of guests in Kildare hotels.



County	Republic of Ireland	Northern Ireland	Overseas
Clare	37%	5%	58%
Cork	79%	4%	17%
Donegal	35%	21%	44%
Dublin	29%	7%	63%
Galway	50%	2%	48%
Kerry	70%	3%	27%
Kildare	77%	16%	7%
Mayo	79%	3%	17%

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=242, Bedspace / Source Market Data n=172, 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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