

Fáilte Ireland Hotel Survey

May 2024 Summary Report



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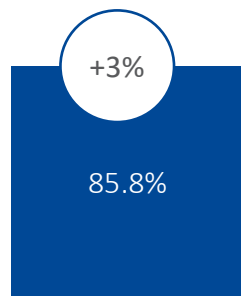
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Executive Summary

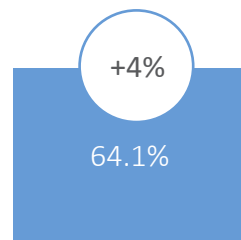
Irish hotel performance bounced back in May following a lacklustre first four months of 2024. With the industry moving into the high tourist season, the next few months should follow a seasonal pattern and continue to strengthen. May room and bedspace occupancy posted healthy increases compared to last year increasing 2.8% and 3.9% respectively. Hotels across the country recorded an average daily rate of €180.14 for the month which was the best year-on-year increase (5.4%) since last summer. Whilst the industry is no longer seeing the robust double digit rate growth experienced in 2023, this increase is very positive, although it remains to be seen if it can be sustained. Domestic visitors made up most of Ireland's hotel guests this month, whilst those from overseas accounted for about a third. Northern Irish guests maintained share at 5.5% which is on par with the annual average. May performance by grade followed the strong RevPAR performance seen nationally however, 5-star hotels experienced their eighth consecutive month of ADR decline perhaps indicating high rates have reached their peak.

Key Performance Indicators

■ Current month ○ % relative change vs. same month 2023



Room Occupancy



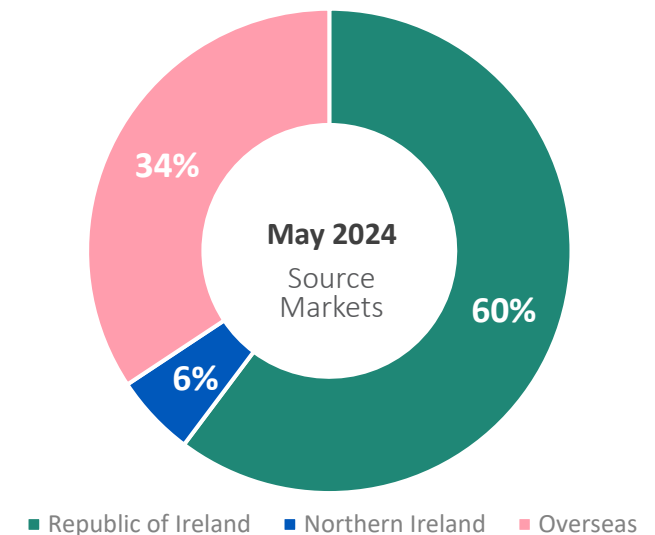
Bedspace Occupancy



ADR (Euro)



RevPAR (Euro)



Ireland Room & Bedspace Occupancy: May 2024

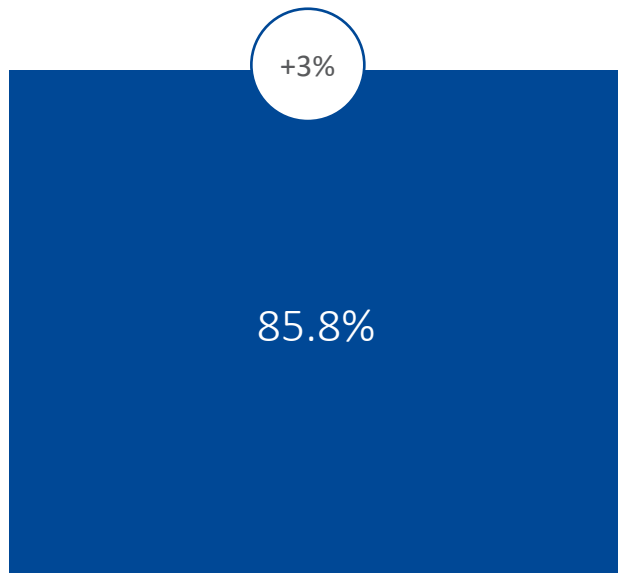


May ushered in solid growth as room and bedspace occupancy improved significantly compared to last month with both measures increasing 11.4% and 8.8% respectively. Compared to May 2023, room occupancy increased 2.8% whilst bedspace occupancy increased by 3.9%. Bedspace demand increasing at a faster rate than occupancy is often indicative of an increase in leisure travellers who are more likely to travel in larger travel parties with multiple occupants per room.

Room demand year-on-year increased for all counties across Ireland except for County Clare. Five of the eight counties reporting bedspace demand saw positive year-on-year change including County Clare.

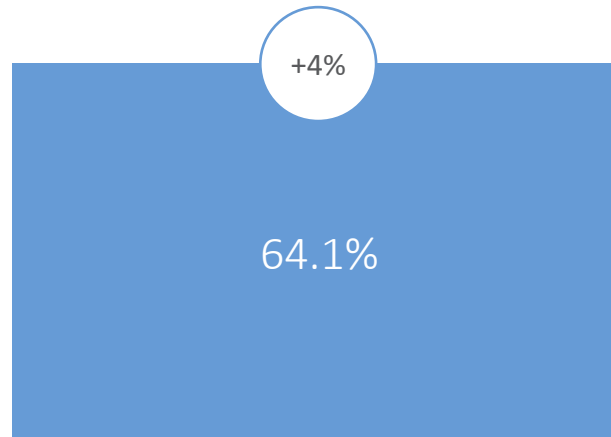
■ Current month ○ % relative change vs. same month 2023

Room Occupancy



May-24

Bedspace Occupancy



May-24

Highest room occupancy in May

93.4%

Saturday 25th May 2024

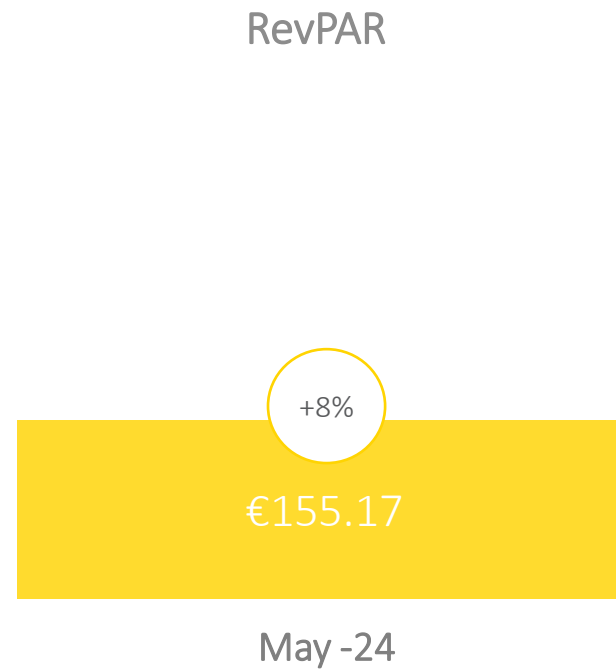
Highest / lowest performing days of the month

Saturday (92.3%) / Monday (81.2%)

Ireland ADR & RevPAR: May 2024

May's Average Daily Rate of €180.14 also posted a noteworthy increase of 19.4% compared to last month. When compared to last year, Average Daily Rate increased by a healthy 5.4%. This is the greatest year-on-year increase since last summer. In addition to the seasonal lift as the industry moves into high tourist season, popular events such as the UEFA Europa League final in Dublin and Bruce Springsteen concerts in a variety of locations helped boost rates. Revenue per available room, a combination of occupancy and rate, increased 7.6% year-on-year, a result of both the occupancy and ADR increase. As with ADR, the RevPAR increase was the biggest increase since last summer.

■ Current month ○ % relative change vs. same month 2023



Highest RevPAR in May

€ 214.60

Saturday 18th May 2024

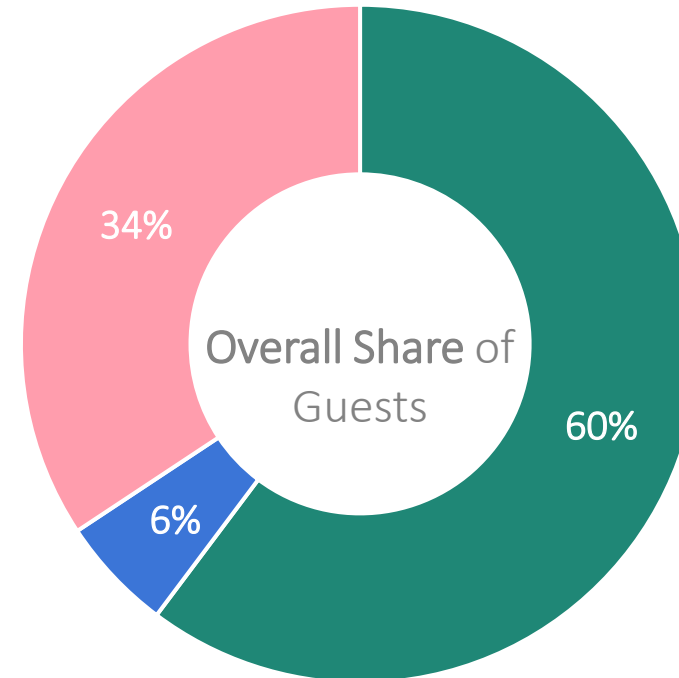
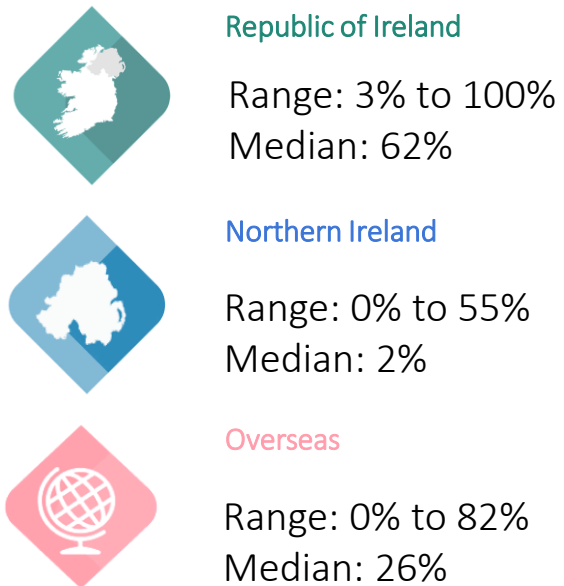
Highest / lowest (RevPAR) performing days of the month

Saturday (€201.07) /
Monday (€139.31)

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: May 2024

Understanding the origin of visitors is vital for sales and marketing teams to accurately target the right audience. As overall demand in May strengthened, there was a notable shift in the mix of travellers, with Irish guests making up a larger portion than previously and international guests falling slightly behind when compared to the same time last year. Specifically, domestic visitors represented about 60% of hotel guests in May, while those from overseas made up one-third (34.3%) which was an increase from last month (25.8%). Guests from Northern Ireland held steady at 5.5% which is just shy of the annual average (5.7%).



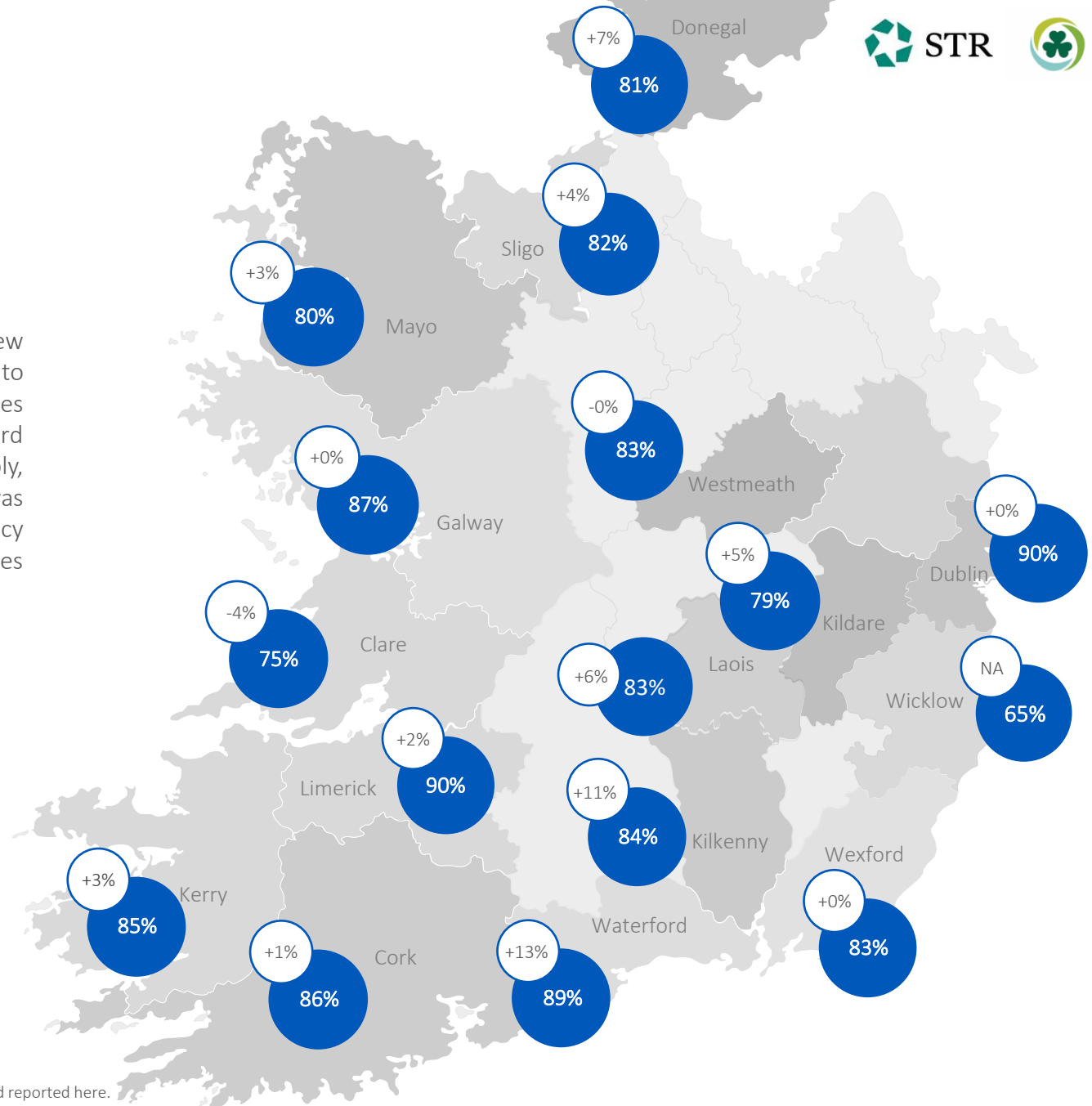
Note: Range is the lowest and highest share of guests stated by hotels.

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 2023

Following the national trend, in May 2024 all counties under review except Clare noted a significant increase in occupancy compared to May 2023. Clare posted a 4.3% occupancy decline whilst counties seeing double-digit increases were Kilkenny (11.1%) and Waterford (13.2%). Dublin, the largest county in Ireland in terms of room supply, recorded the highest occupancy in the country of 89.7% which was on par with last year's result. Compared to April 2024, occupancy rates increased across all counties with 11 of 16 reporting counties posting double-digit increases.



Note: There are 16 counties with sufficient room occupancy data in May 2024. These are displayed and reported here.

County ADR & RevPAR



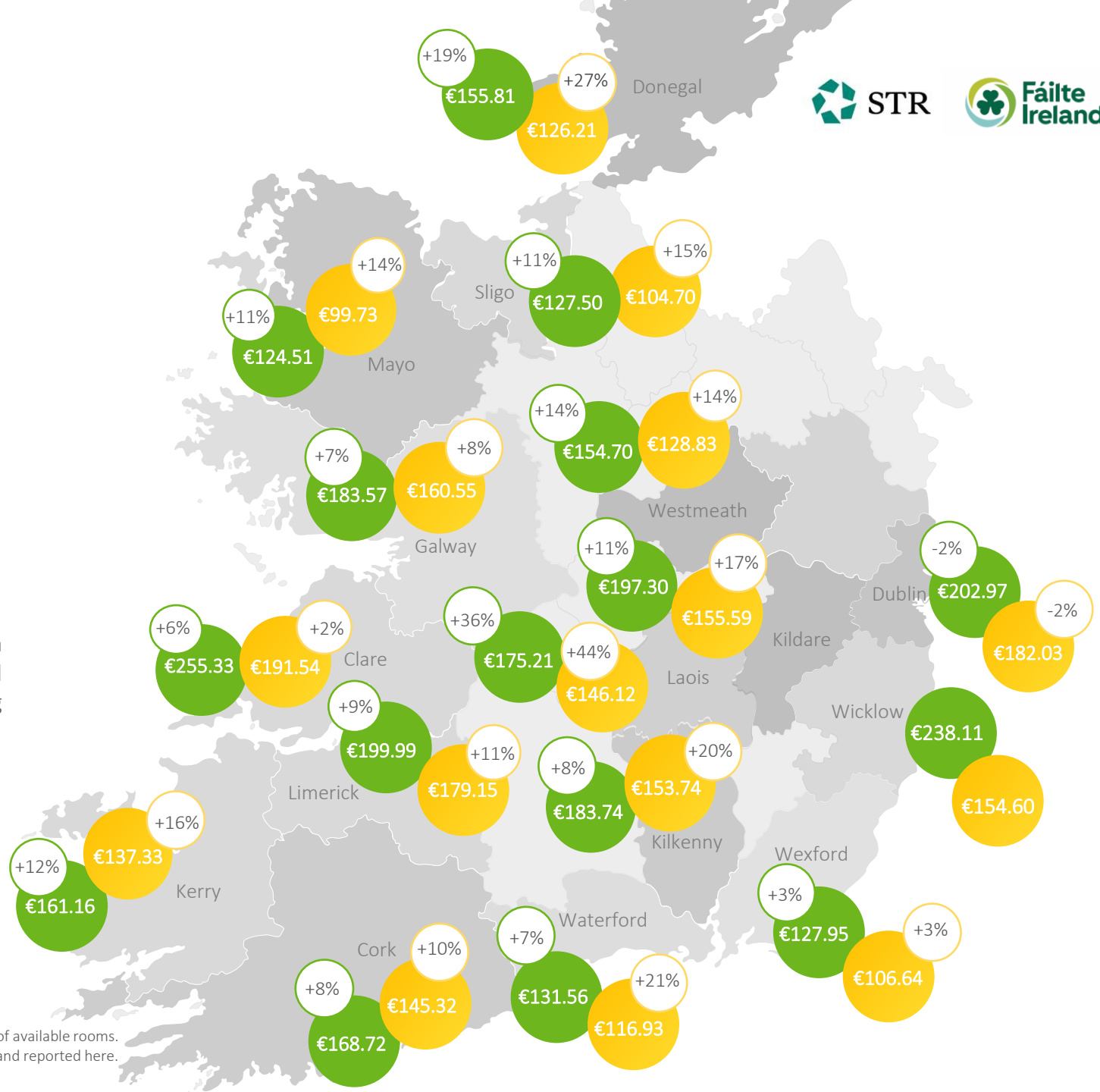
● ADR ● RevPAR ○ % relative change vs. same month 2023

Average Daily Rate (ADR)

While the country posted a healthy year-on-year ADR increase of 5.4%, almost all counties (13 of 16 reporting) exceeded this increase. Clare posted the highest ADR across all counties at €255.33 increasing 6.1%, despite a fall in occupancy. Dublin, with an ADR of €202.97, posted the only year-on-year decrease (-1.7%).

Revenue Per Available Room (RevPAR)

RevPAR increased for all counties except Dublin. Dublin posted a modest 1.6% decrease. Almost all counties exceeded the national increase with Donegal, Kilkenny, Laois, and Waterford each posting RevPAR increases of over 20%.



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 2024. These are displayed and reported here.
 Note: -/+0% indicates decline/growth of less than 1%.

County Source Markets



Republic of Ireland



Northern Ireland



Overseas

The Republic of Ireland accounted for most hotel guests across all reporting counties except Donegal and Dublin. While Donegal remains the destination of choice for Northern Irish hotel guests due to the county's proximity to the border, the share of overseas guests has increased significantly year on year. Overseas tourists made up the majority of guests to Dublin at 52.3%.

	Republic of Ireland	Northern Ireland	Overseas
Cork	71%	7%	22%
Donegal	48%	18%	34%
Dublin	42%	6%	52%
Galway	56%	1%	43%
Kerry	73%	2%	25%
Kildare	59%	15%	26%
Limerick	88%	2%	11%
Mayo	78%	12%	11%
Wexford	80%	4%	16%

Performance By Grade



May performance by grade followed the national average with year-on-year increases in occupancy and RevPAR. ADR drove RevPAR performance for 3-star and 4-star hotels. Occupancy drove performance for 5-star hotels which was atypical as 5-star hotels consistently post the lowest occupancy. What was typical was the almost double ADR in 5-star hotels compared to the other hotel grades which is to be expected given the elevated level of services and amenities they provide. Of note was the ADR decline among 5-star hotels this month for the 8th consecutive month.

	5 Star	4 Star	3 Star
Occupancy	80.3%	87.7%	88.7%
ADR	€ 377.36	€171.46	€147.57
RevPAR	€302.91	€150.34	€130.91

Methodology Statement

In May 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 2023.
- Ireland room occupancy, bedspace occupancy, ADR and RevPAR for the current month and for the same month in 2023 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 classification system referred to in this report is [Fáilte Ireland's hotel classification](#) as prescribed under Section 39 of the Tourist Traffic Act.
- 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 May 2021 report.

The sample for this month's report: (Rooms Data n=268, Bedspace / Source Market Data n=202, Overall Universe of Hotels n=833).

- 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

