

Fáilte Ireland Hotel Survey

November 2022 Summary Report



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Executive Summary

As we move further into the winter months, Ireland’s seasonal slowdown in hotel performance is in full gear. November occupancy dropped to 71.1% from 77.9% in October 2022. This decline is reflected across almost all counties. Yet it must be stated that occupancy in November 2022 significantly outperformed the same month in 2019, up 5.7%. Bedspace occupancy witnessed a greater decline than room occupancy dropping to 50% in November compared to 60% in October, a reflection of slowing leisure travel, particularly multi-person leisure travel.

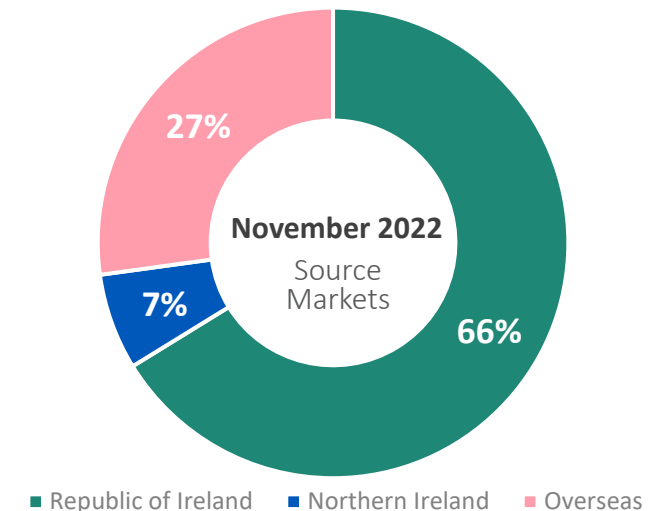
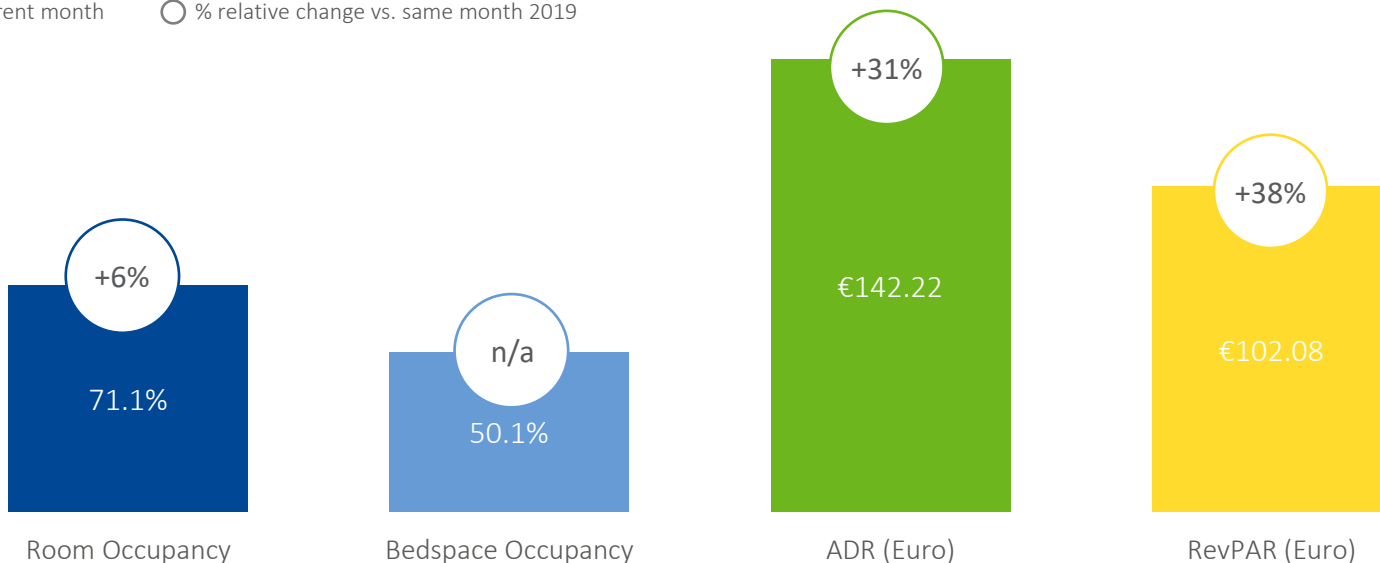
ADR also saw a decline, dropping €10.05 from October. This decline was experienced across all counties. Similar to occupancy, ADR increased 31.1% to €142.22, a notable increase especially in light of inflation increasing c.9%. RevPAR followed a similar pattern to ADR, dropping from October 2022 but increasing 38% compared to the same month in 2019.

The share of overseas visitors to Ireland decreased considerably over the prior month from 40.3% to 27.2%. This is an expected trend as we move into the low season. With fewer guests travelling from afar, the proportion of domestic visitors rose with guests from the Republic of Ireland recording the highest levels since May 2022.

Hotels located in the more rural counties saw some positive uplift in November compared to October with destinations such as Westmeath and Mayo increasing occupancy levels. Dublin witnessed a 7.5% drop in occupancy from October. Yet despite this the capital city had the highest room occupancy in the country (79.5%).

Key Performance Indicators

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



Note: Bedspace Occupancy for 2019 is not available.

Ireland Room & Bedspace Occupancy: November 2022

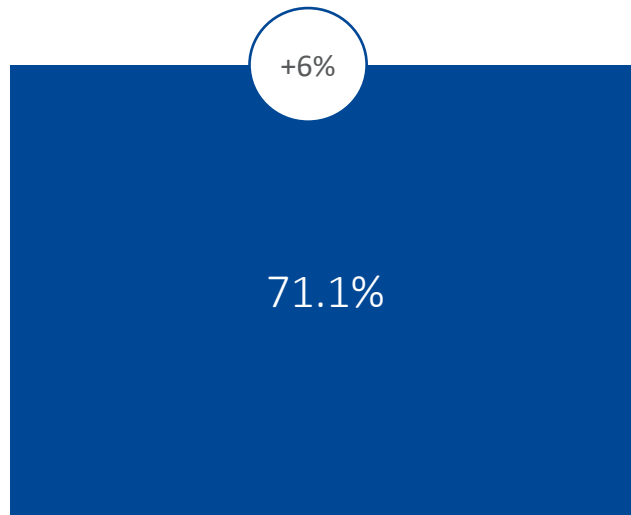


November marks the true beginning of the low season for Ireland's hotel industry. With this change, lower occupancy levels are to be expected in comparison to previous months. Occupancy was recorded at 71.1% at a national level for the month of November compared to 77.9% in October. One promising note is that occupancy in November 2022 was a significant improvement (+5.7%) compared to 2019 figures for the same month. Bedspace occupancy, the proportion of available bedspaces sold during the month, was 50.1% which was down on October levels and the lowest achieved since March 2022.

Ireland has seen a number of major events take place throughout 2022, from sporting spectacles to stadium tours causing demand levels to go as high as 86.9% in September. Yet, with a lighter events schedule throughout November, coupled with fewer overseas travellers, occupancy decline is to be expected. This being said, at a regional level certain counties, such as Westmeath and Mayo, are outperforming the previous month.

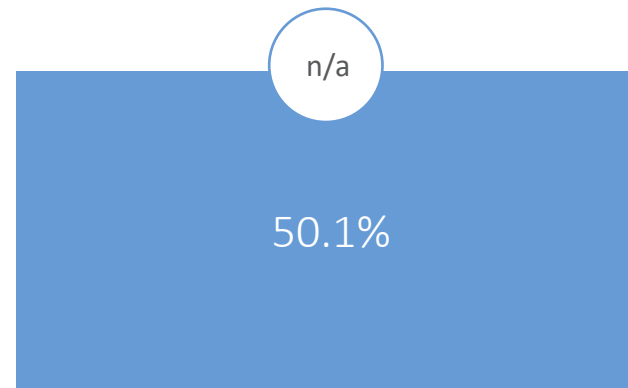
■ Current month ○ % relative change vs. same month 2019

Room Occupancy



Nov-22

Bedspace Occupancy



Nov-22

Highest room occupancy in November

90.9%

Saturday 19th November 2022

Highest / lowest performing days of the month

Saturdays (88.9%) / Sundays (55.9%)

Ireland ADR & RevPAR: November 2022

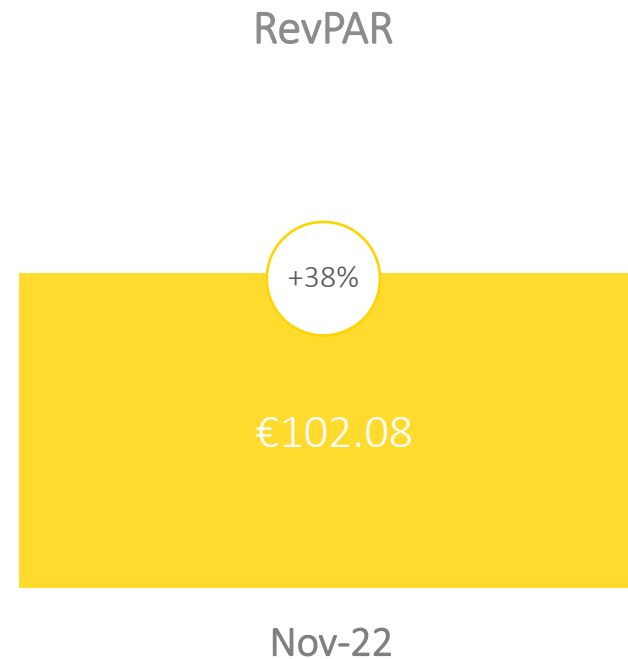
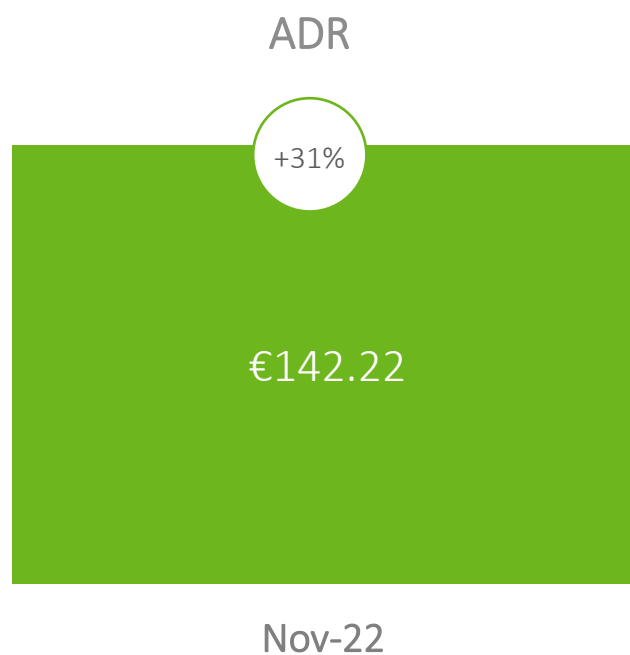


Average daily rates for hotels in Ireland sat at €142.22 in November, €10.05 down from the previous month. A smaller share of international guests, who tend to pay a higher ADR is contributing to some of this decrease. Yet despite the month to month drop in rates, when compared to 2019 levels, November achieved a 31.1% increase. The largest monthly increase observed in 2022 thus far. Given an inflation rate of c.9%, a 31.1% increase in ADR is significant.

Uncertainty continues about ADR performance. Global factors such as rising costs due to inflationary pressures and the energy crisis 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, the gold standard in hotel performance metrics, based upon the relationship between occupancy and ADR was €102.08 for the month. Similarly to ADR, November marked the highest level of percentage change for the year, with rates up 37.6% over 2019 levels.

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



Highest RevPAR in November
€181.07
Saturday 19th November 2022

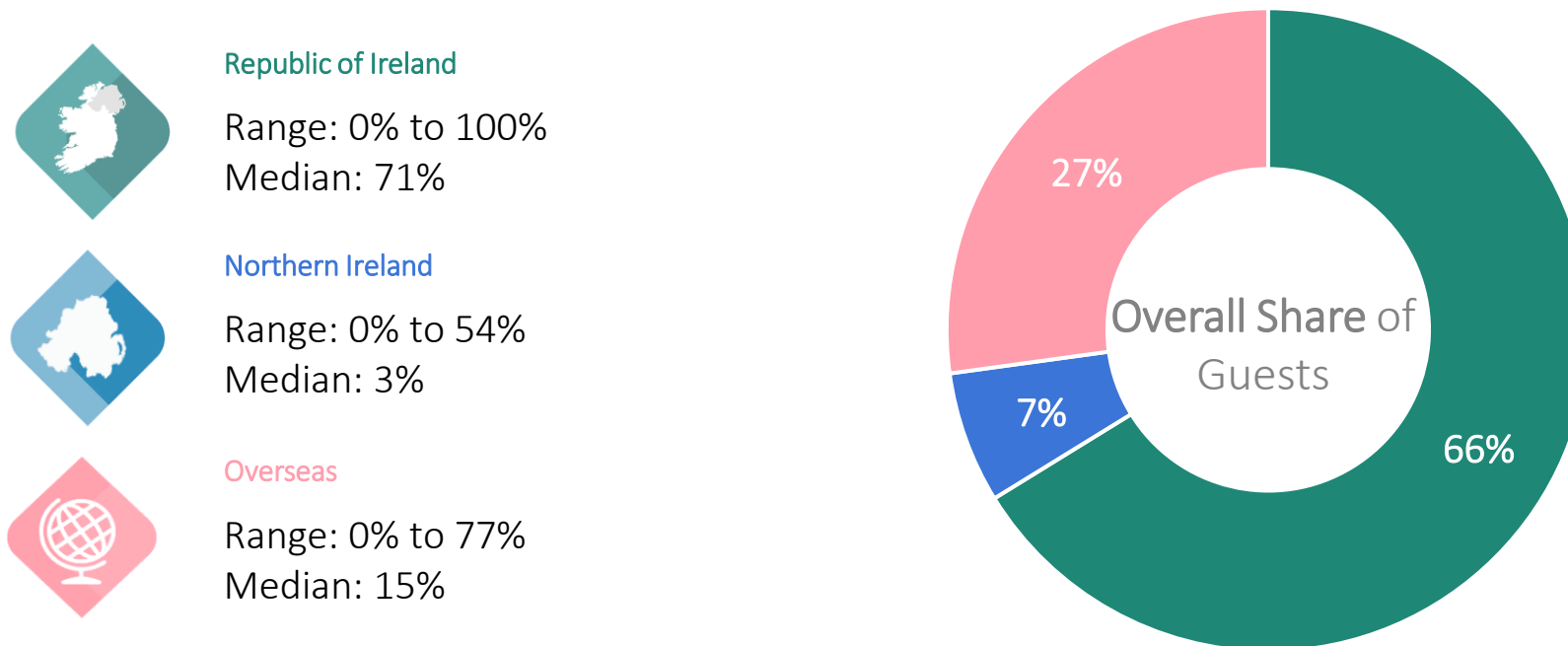
Highest / lowest (RevPAR)
performing days of the month
Saturdays (€171.08) / Sundays (€74.49)

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: November 2022

The source market, where guests are travelling from, is an important factor for hotels to consider when it comes to building sales and marketing strategies. As is the norm, visitors from the Republic of Ireland were the key source market (66.2%) for hotels throughout November 2022. Rising living costs are likely to increase the appeal in staycations, which could be a contributing factor in this trend. More likely is the reduction in the share of overseas visitors as we move into the low season for travel and tourism.

Different regions appeared to benefit from different types of travellers throughout the month. Donegal experienced an increase in the proportion of those visiting from Northern Ireland, totalling 40.2% of guests. Despite an overall decline in the share of visitors from overseas, Cork saw a doubling in share (31.1%).



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

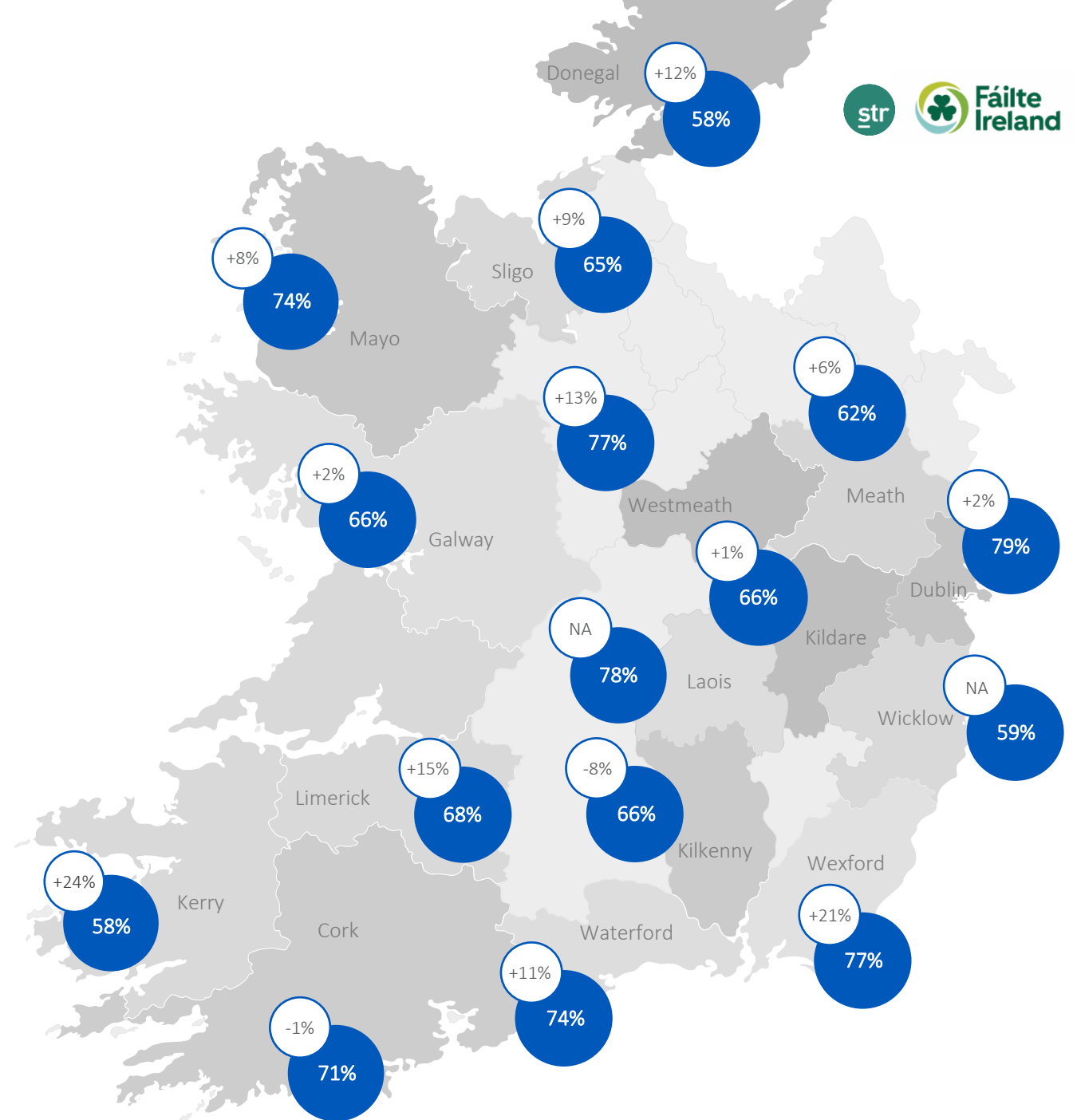


● Current month room occupancy ○ % relative change vs. same month 2019

Occupancy variance by county wasn't too drastic for the month of November, with a 21.5% variance between the highest and lowest occupancy levels. The following analysis is based upon 16 regions in which there is sufficient performance data.

Hotels in Dublin experienced the highest occupancy levels of the month at 79.5%. Following closely behind is Laois (78.3%) and Westmeath (77.3%). With Dublin being Ireland's hub of leisure and business travel it is to be anticipated that occupancy is at its highest in this location in the low season.

When reviewing county data in comparison to 2019 levels, November has been a positive month for the Irish hotel sector. This month recorded the largest percentage change of the year at a country level as well as across many counties. Kerry, for example saw a significant uplift coming in at 24.4% while recording relatively low occupancy.



Note: There are 16 counties with sufficient room occupancy data in November 2022. These are displayed and reported here.

County ADR & RevPAR

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



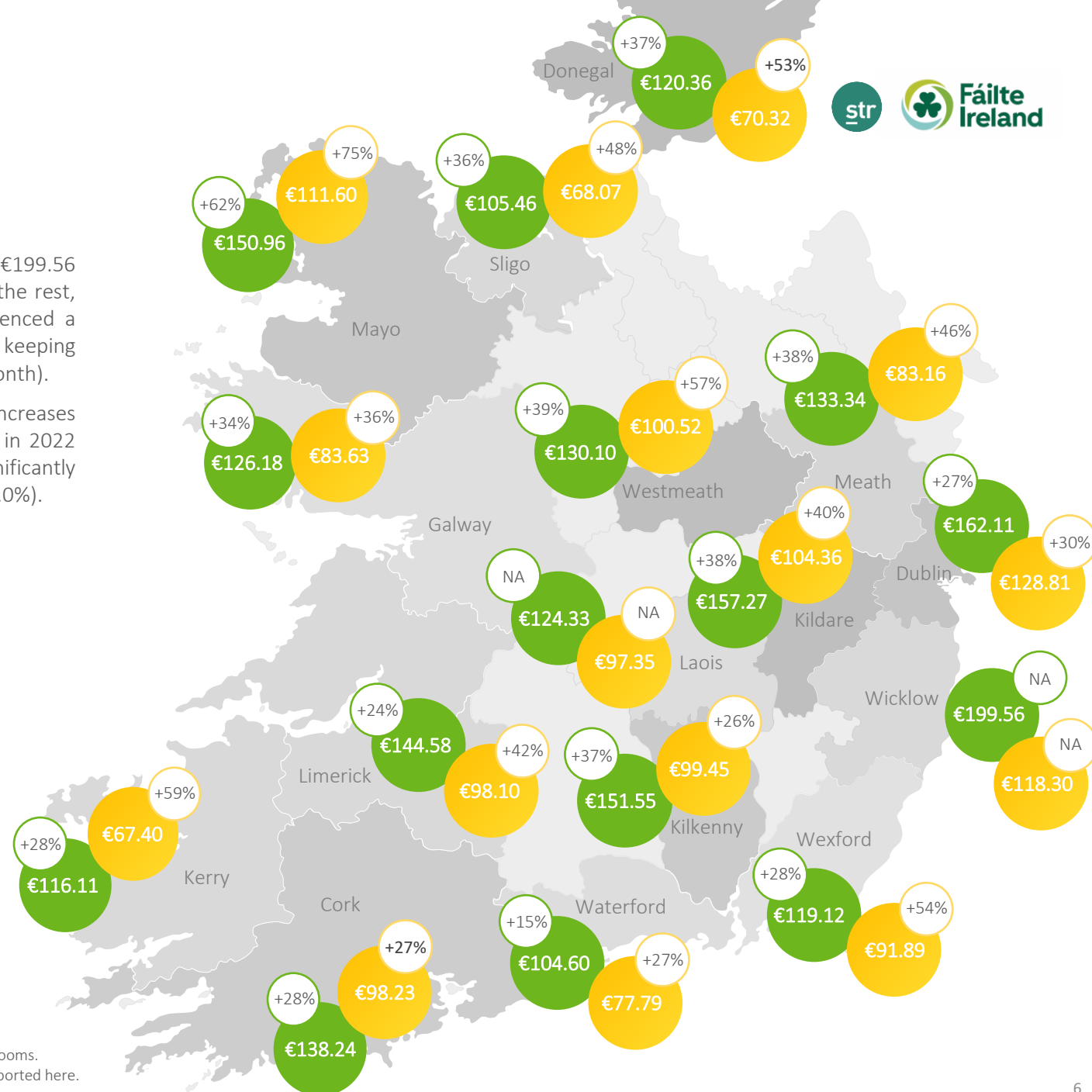
Average Daily Rate (ADR)

Average daily rates were highest in Wicklow based hotels, with rates averaging at €199.56 for the month of November. While ADRs achieved in Wicklow stand out from the rest, other counties attracted respectable rates for the month. Westmeath experienced a small increase on the previous month rising to €130.10 with many other counties keeping very close to the rates achieved in October, such as Kilkenny (-€0.43 month on month).

Just as was the case with occupancy levels, November 2022 showed ADR increases compared to 2019. Mayo has experienced positive ADR change in each month in 2022 and November was no different, achieving 61.9%. Other destinations significantly outperforming the same month in 2019 were Westmeath (38.9%) and Meath (38.0%).

Revenue Per Available Room (RevPAR)

Dublin posted the highest RevPAR figures for November (€128.81), despite it being one of the lowest postings for the capital city throughout 2022. Wicklow is also highlighted as not only does it follow closely behind Dublin with a RevPAR of €118.30 but hotels in Wicklow also managed to beat their performance from the prior month.



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

County Source Markets

As we move from the shoulder to the low season, domestic travellers made up the majority of guests across all counties in November. Hotels in Tipperary played host to the highest proportion of domestic guests with 75.9% originating from the Republic of Ireland. Kerry based properties saw a substantial uptake in bookings from ROI rising from 49.9% in October to 75.5%.

Due to its close proximity to Northern Ireland, Donegal is well positioned to draw in guests from across the border. This was particularly evident in November with 40.2% of the region's guests coming from Northern Ireland. The proportion of Northern Ireland visitors to other counties remained relatively similar to October.

The proportion of overseas travel to Ireland has declined across most counties compared to October 2022. An exception to this is in Cork with a doubling of overseas guests from 15% in October to 31.1% in November. Dublin, the county with historically the greatest proportion of overseas visitors, recorded that 38% of guests were from overseas.



County	Republic of Ireland	Northern Ireland	Overseas
Cork	65%	3%	31%
Donegal	46%	40%	14%
Dublin	52%	10%	38%
Galway	67%	2%	31%
Kerry	76%	2%	23%
Limerick	61%	6%	32%
Tipperary	76%	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 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=240, Bedspace / Source Market Data n=173, 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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