

Fáilte Ireland Hotel Survey

December 2024 Summary Report



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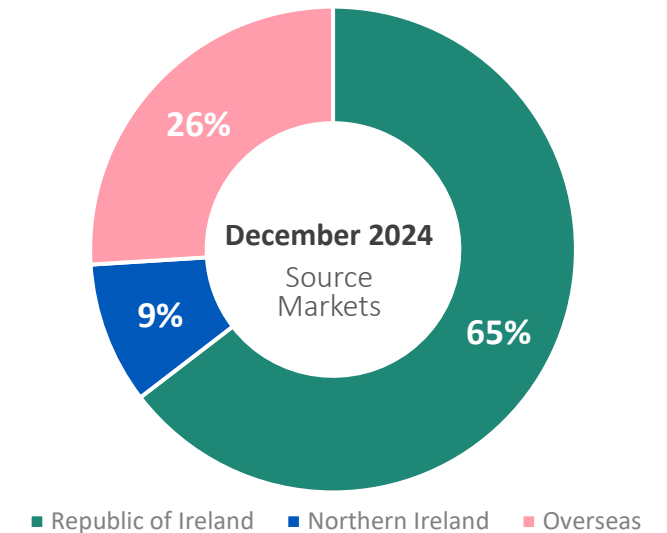
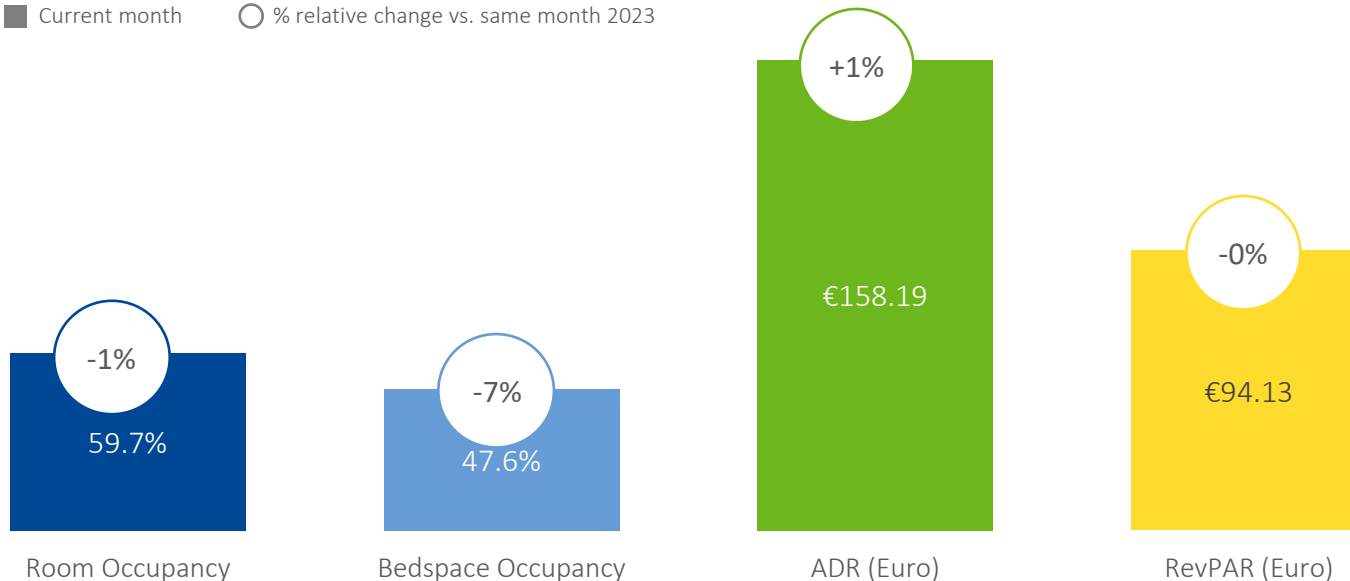
Executive Summary

As the year drew to a close, on average hoteliers experienced the 2nd lowest occupancy recorded this year at 59.7% down 1.3% compared to last year. The lowest room occupancy (56.9%) was recorded in January 2024. Whilst occupancy declined, ADR increased a modest 1.2%, but not enough to hold RevPAR positive (-0.4%). Bedspace occupancy declined at an even greater rate than room occupancy indicating a shift in guest mix to a more business-oriented traveller.

Regionally, counties generally followed national trends with most counties posting room and bedspace occupancy declines, and modest ADR increases. December performance by grade was mixed with 5-Star hotels posting strong gains while 4-Star hotels were generally flat and both occupancy and ADR declined in 3-star hotels.

Key Performance Indicators

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



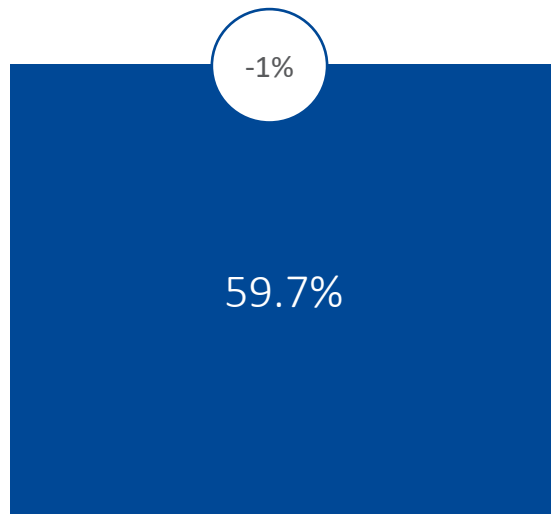
Ireland Room & Bedspace Occupancy: December 2024



December continued the seasonal slowing across Ireland's hotel industry as room occupancy at 59.7% declined 12.4 percentage points from November and 0.8 ppts compared to December 2023. Bedspace occupancy posted a significant drop of 3.2 ppts compared to last year. Bedspace occupancy declining at a faster rate than room occupancy is often an indicator of an increase in business guests who are more likely to book single occupancy rooms compared to leisure guests traveling in larger parties.

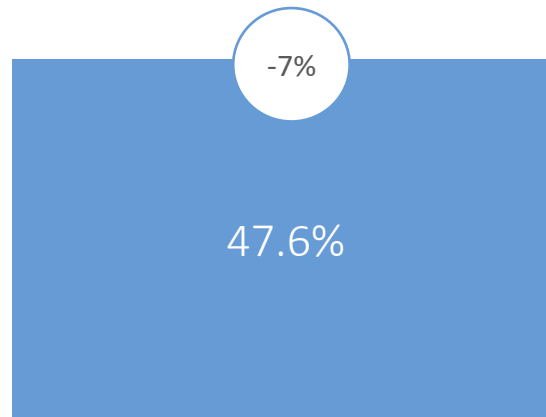
■ Current month ○ % relative change vs. same month 2023

Room Occupancy



Dec-24

Bedspace Occupancy



Dec-24

Highest Room Occupancy in December

89.0%

Saturday 7th December 2024

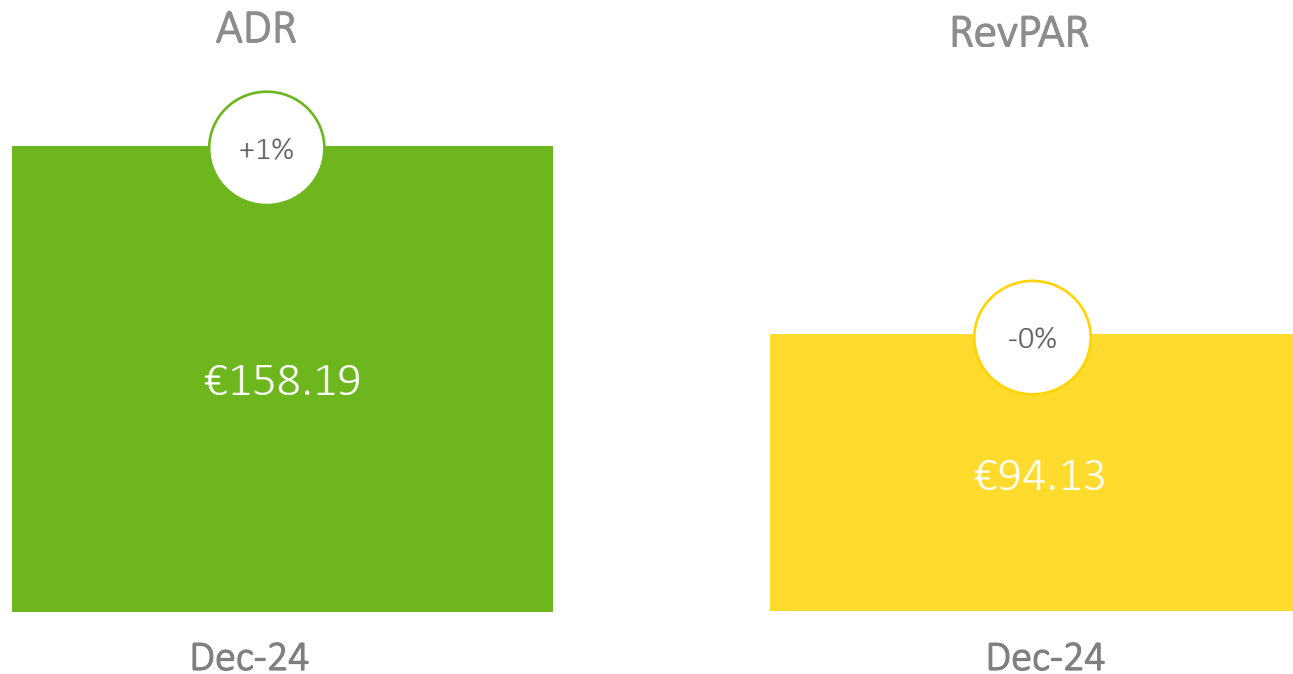
Highest / lowest performing days of the month

Saturdays / Wednesdays

Ireland ADR & RevPAR: December 2024

While occupancy softened, December's Average Daily Rate of €158.19 rose 1.2% compared to last year and was €7.54 higher than last month. A similar yet more pronounced increase occurred last year when December ADR came in €15.98 higher than November. Strong rate growth against softening occupancy is a possible indication of a shift in the mix of the type of guest. Revenue per available room, a combination of occupancy and rate, decreased 0.4% year-on-year to €94.13 with the ADR gain unable to make up for the occupancy decline.

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



Highest RevPAR in December

€172.03

Saturday 7th December 2024

Highest / lowest (RevPAR)

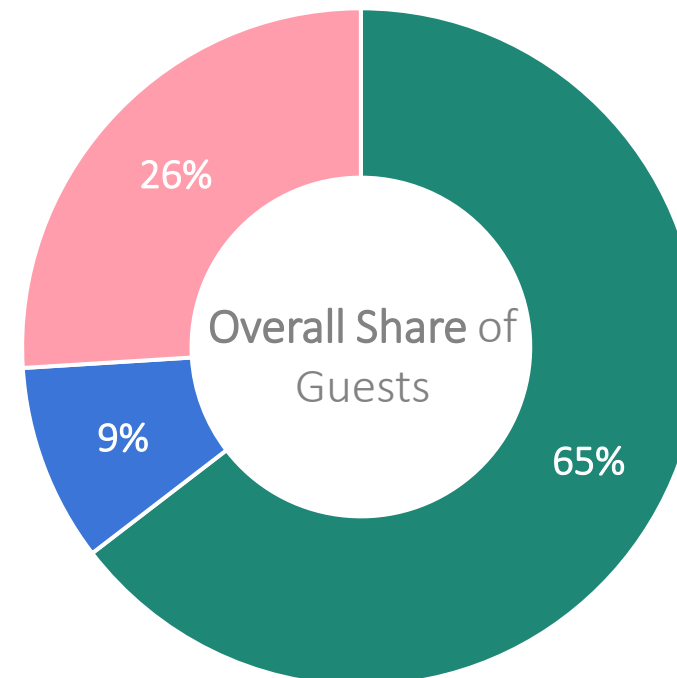
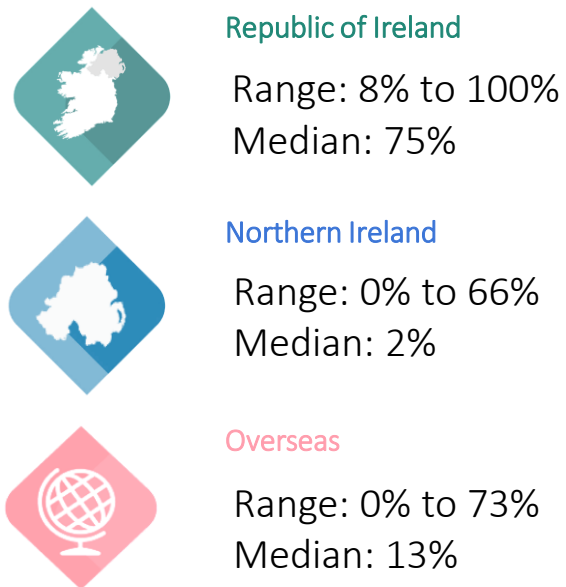
performing days of the month

Saturdays / Wednesdays

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: December 2024

Understanding the origin of visitors is important for hoteliers seeking to attract their desired guest type and to understand the impact of seasonal shifts. Domestic customers account for the most bedspaces sold at 64.6% which has been the case every month since the survey restarted in June 2021. Overseas visitors at 26.0% made up the largest proportion of visitors outside the Republic followed by guests from Northern Ireland at 9.4%.



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

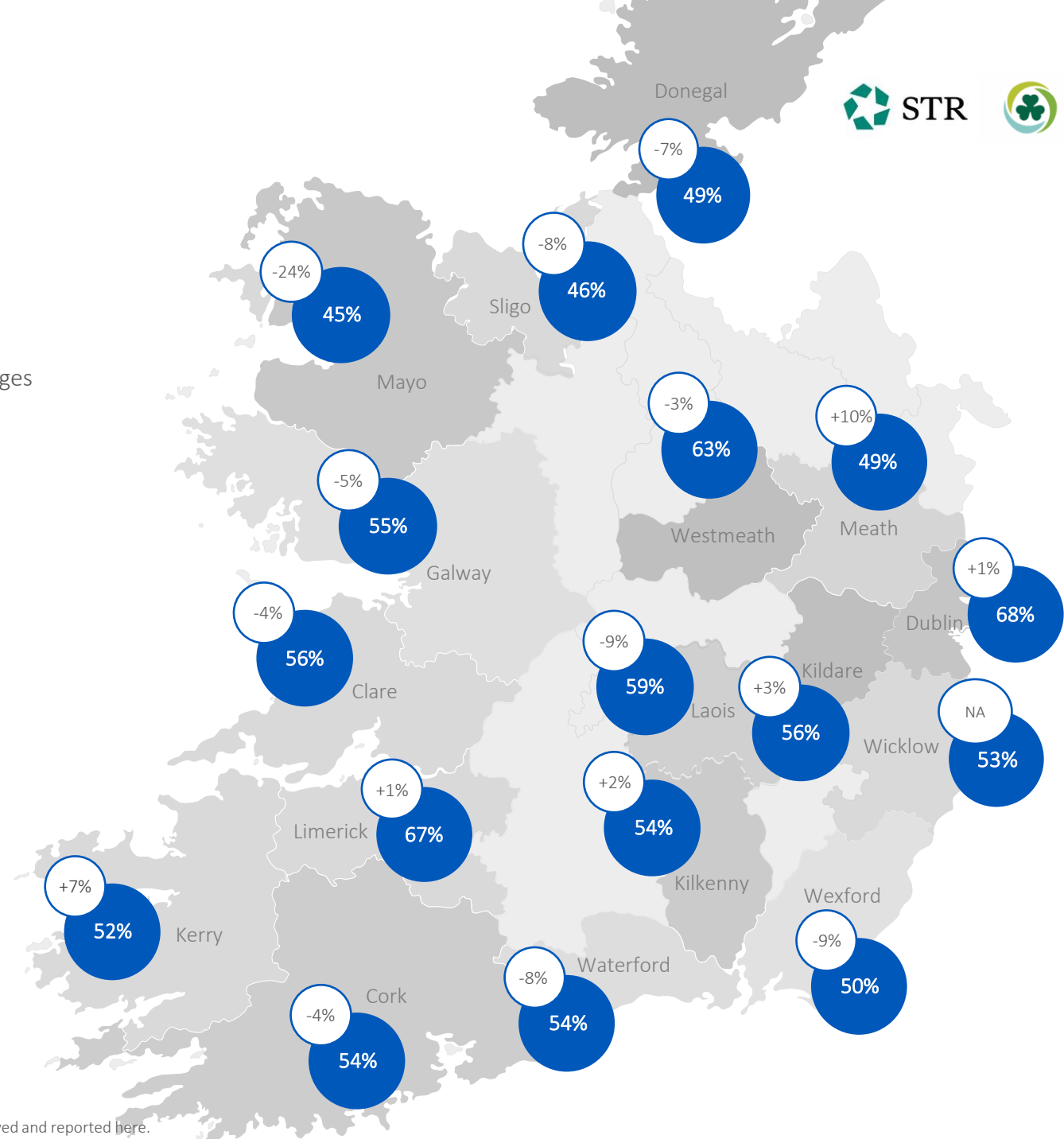
Note: Median is the value separating the higher half from the lower half of the data, sometimes referred to as the "middle" value. A median value can also be the lowest or highest value and so December also be represented in the range.

County Occupancy



● Current month room occupancy ○ % relative change vs. same month 2023

Individual counties varied greatly with year-on-year occupancy changes ranging from +10.1% in Meath to -23.8% in Mayo. Two counties, Dublin and Limerick, posted occupancy above the national average both this month and for the past seven months.



Note: There are 17 counties with sufficient room occupancy data in December 2024. These are displayed and reported here.

County ADR & RevPAR



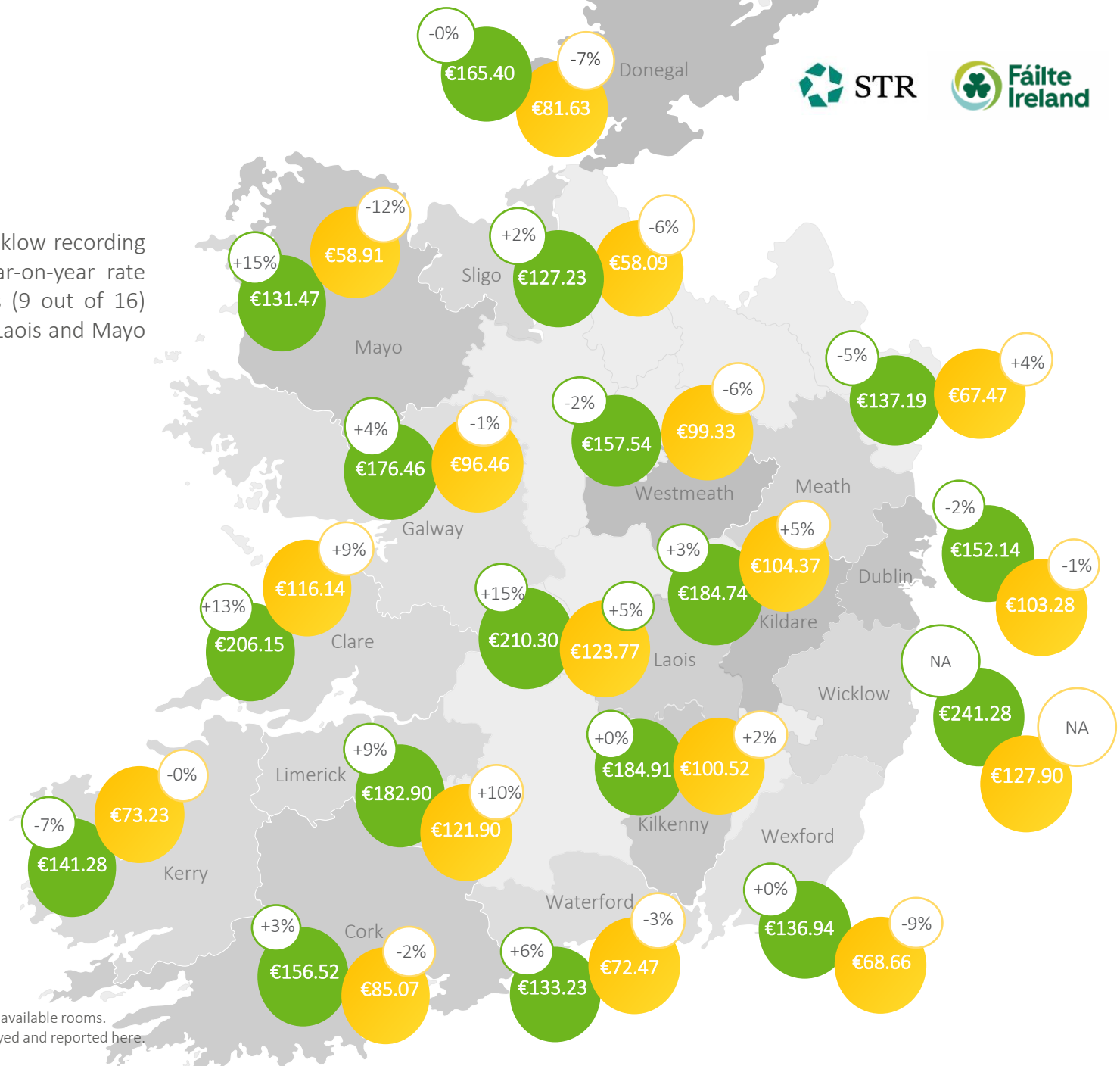
● ADR ● RevPAR ● % relative change vs. same month 2023

Average Daily Rate (ADR)

ADR across the country ranged from €127.23 to €241.28 with Wicklow recording the highest ADR for the 2nd month in a row. The average year-on-year rate increase across the country was 1.2%. Just over half of counties (9 out of 16) increased at a faster rate than average with three counties, Clare, Laois and Mayo recording double-digit growth.

Revenue Per Available Room (RevPAR)

RevPAR decreased year-on-year across most counties (10 out of 16). Clare and Limerick, saw the greatest RevPAR gains driven by ADR increases.



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 17 counties with sufficient ADR and RevPAR data in December 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

In December 2024, sufficient data on the profile of guests was gathered from hotels across nine counties. As has been seen in previous months, domestic guests accounted for the majority of arrivals in December 2024.

	Republic of Ireland	Northern Ireland	Overseas
Cork	86%	4%	10%
Donegal	47%	40%	14%
Dublin	46%	9%	44%
Galway	89%	1%	10%
Kerry	78%	3%	19%
Kildare	77%	8%	15%
Limerick	71%	1%	28%
Mayo	73%	21%	7%
Wicklow	97%	1%	2%

Performance By Grade



December performance by grade was mixed this month with 5-star hotels posting a strong occupancy and ADR performance while 4-star hotels remained generally flat (both occupancy and ADR) and 3-star hotels declined with occupancy declines having the greatest impact. Pricing power is holding at 5-star hotels as this is the third month of ADR increases after seeing only modest gains for most of the previous past 12 months.

	5 Star	4 Star	3 Star
Occupancy	63.3%	60.2%	63.5%
ADR	€ 327.33	€ 143.50	€ 119.66
RevPAR	€ 207.21	€ 86.42	€ 76.04

Methodology Statement

In January 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 January 2021 report.
- The sample for this month's report: (Rooms Data n=272, Bedspace / Source Market Data n=174, 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](#).

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