Fáilte Ireland Hotel Survey

November 2024 Summary Report

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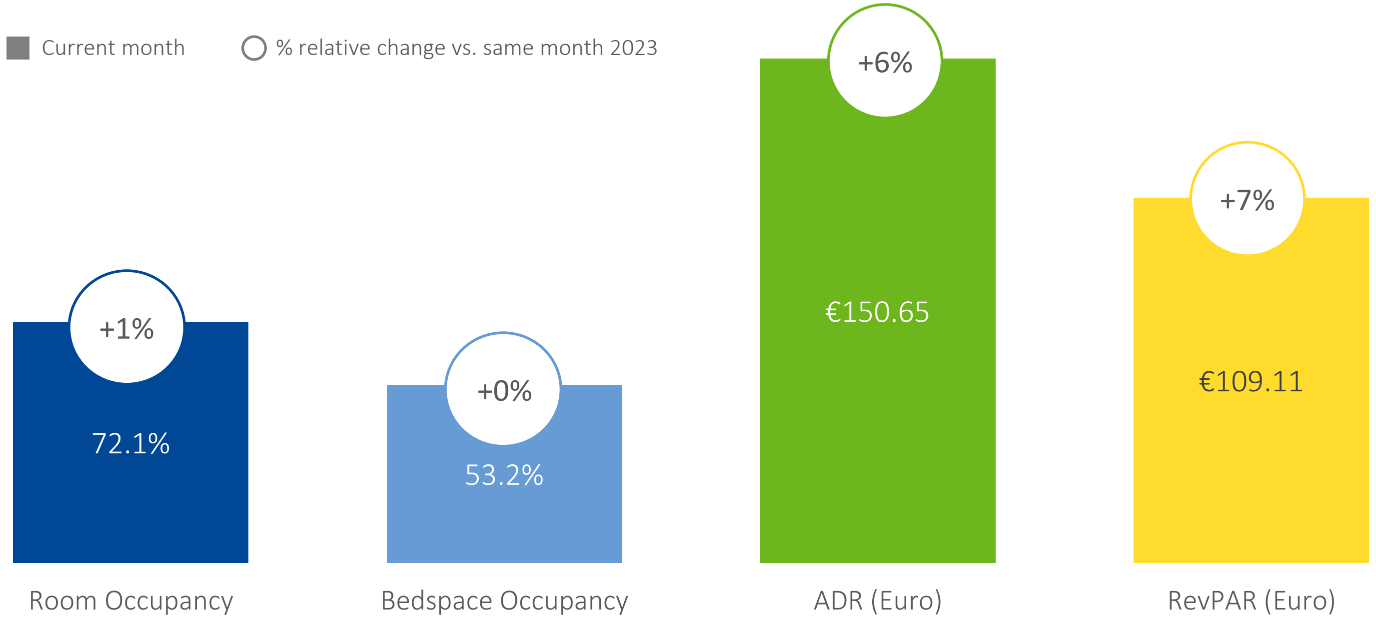
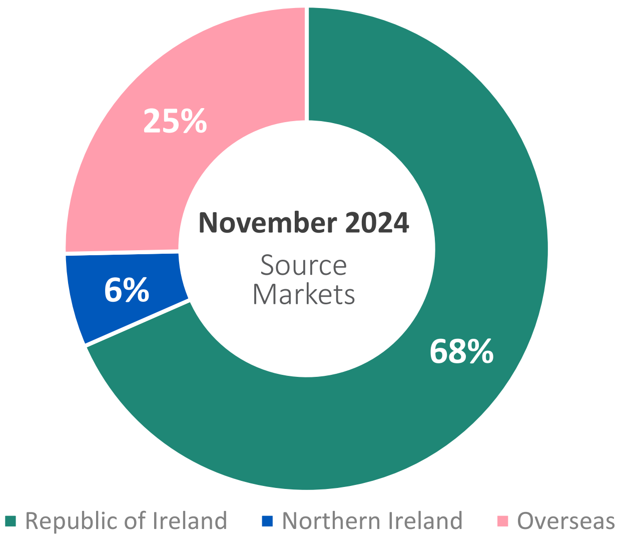
Executive Summary

Ireland's seasonal slowdown revealed itself in occupancy but not in rate in November. Room and bedspace occupancy was essentially flat compared to November 2023 whilst ADR increased by 5.8%. This was the biggest year-on-year increase since August 2023. Visitor source markets remain unchanged year-on-year so this strong rate growth against modest occupancy growth is a possible indication of a shift in mix of guest type.

Regionally, counties did not uniformly follow the national trends, however all counties reported an ADR increase. Over half of counties posted room occupancy and bedspace occupancy decreases year-on-year. Domestic guests accounted for the majority of arrivals at most counties with three exceptions, Donegal, Dublin and Galway. November performance by grade revealed strong pricing power across all classifications.

Key Performance Indicators





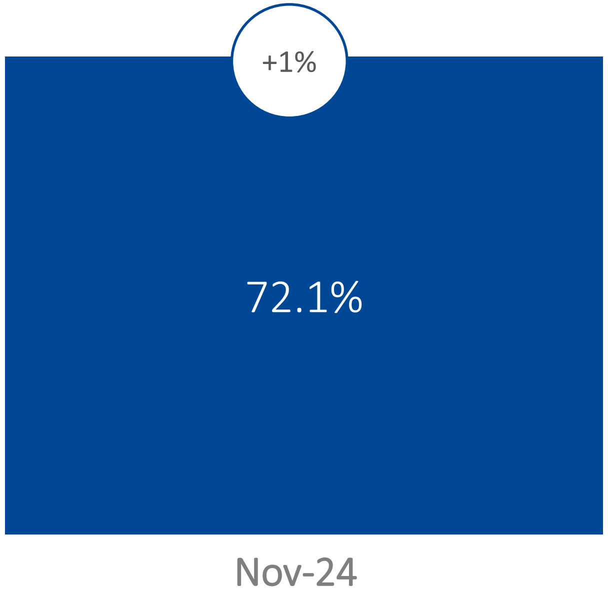
Ireland Room & Bedspace Occupancy: November 2024

STR Fáilte Ireland

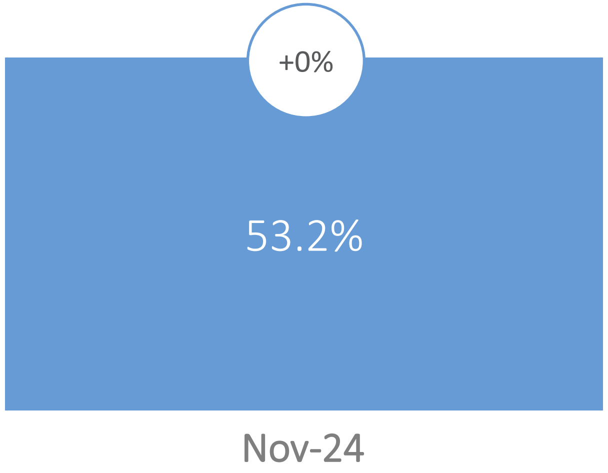
November is the start of the low season for Ireland's hotel industry as room occupancy rates typically decline. November room occupancy retreated 9.1 percentage points compared to October 2024 whilst increasing a modest 0.6% to 72.1% compared to the same month last year. The month-on-month occupancy decline was expected however it was slightly larger than last year when occupancy declined 7.4 percentage points. Bed space occupancy remained unchanged at 53.2% vs. 53.1% in November last year whilst declining 6.0 percentage points from October compared to last year when the month-on-month drop was 4.0 percentage points. Many counties did not follow the national room and bedspace occupancy trend with over half of counties posting room occupancy declines and bedspace occupancy decreases year-on-year. Ten of the 17 reporting counties decreased room occupancy, and five of the 9 reporting counties reported bedspace occupancy losses.

Current month   % relative change vs. same month 2023

Room Occupancy



Bedspace Occupancy



Highest room occupancy in November

90.7%

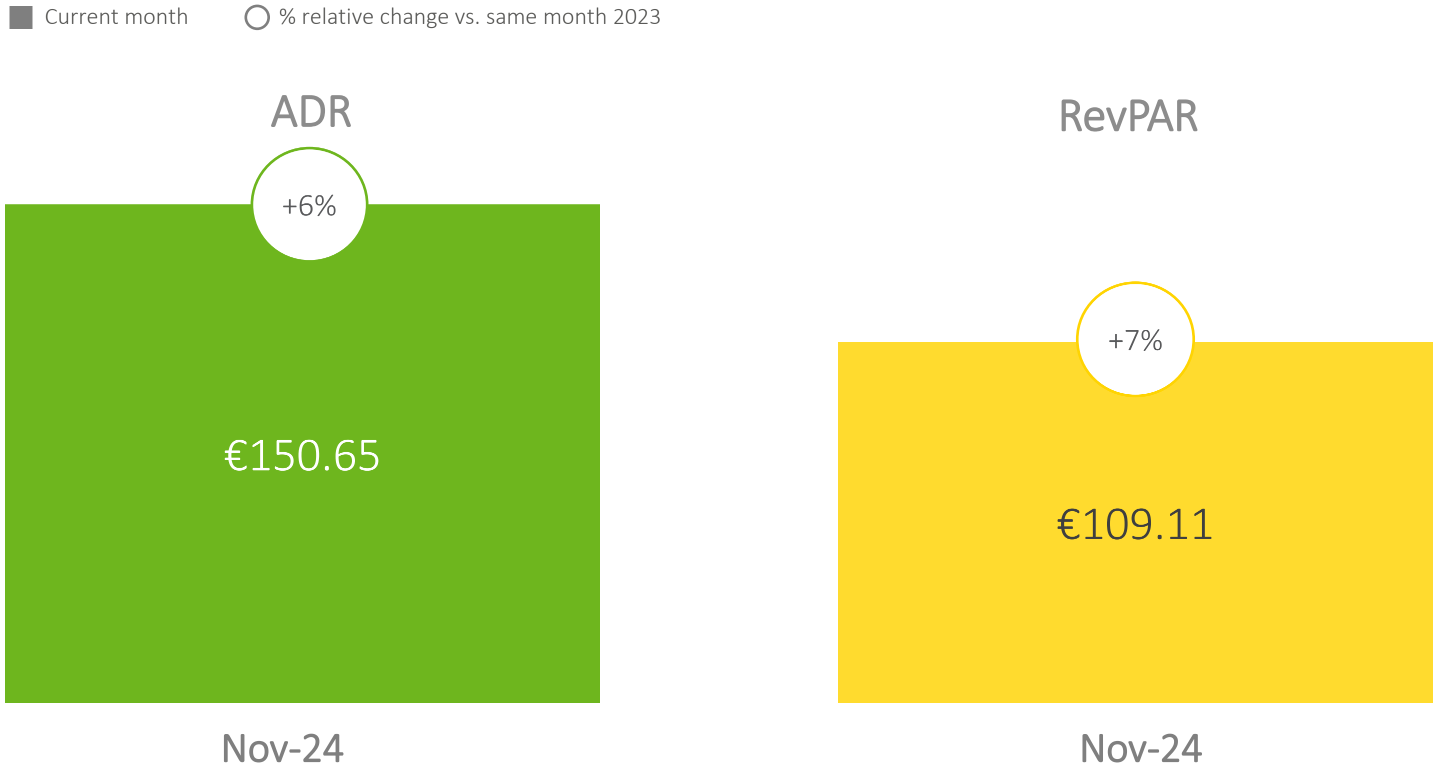
Saturday 30th November 2024

Highest / lowest
performing days of the month

Saturdays / Sundays

Ireland ADR & RevPAR: November 2024

November’s Average Daily Rate of €150.65 rose 5.8% compared to the same month last year posting the largest year-on-year increase since August 2023. This strong rate growth against modest occupancy growth is a possible indication of a mix shift in the type of guest. In line with seasonal patterns, the rate softened compared to last month dropping 6% (€9.61). Revenue per available room, a combination of occupancy and rate, increased 6.8% year-on-year to €109.11. Whilst the RevPAR gain was the highest since May 2024, RevPAR did not see the same record increase that ADR experienced due to the modest occupancy increase of 0.9%.



Highest RevPAR in November

€178.33

Saturday 30th November 2024

Highest / lowest (RevPAR)
performing days of the month

Saturdays / Sundays

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 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 68.4% which has been the case every month since the survey restarted in June 2021. Overseas visitors at 25.3% made up the largest proportion of visitors outside the Republic followed by guests from Northern Ireland at 6.2%. Whilst the occupancy and rate dynamics are changing, visitor source markets are remarkably stable this month with negligible changes in the visitor mix compared to last year.

Republic of Ireland

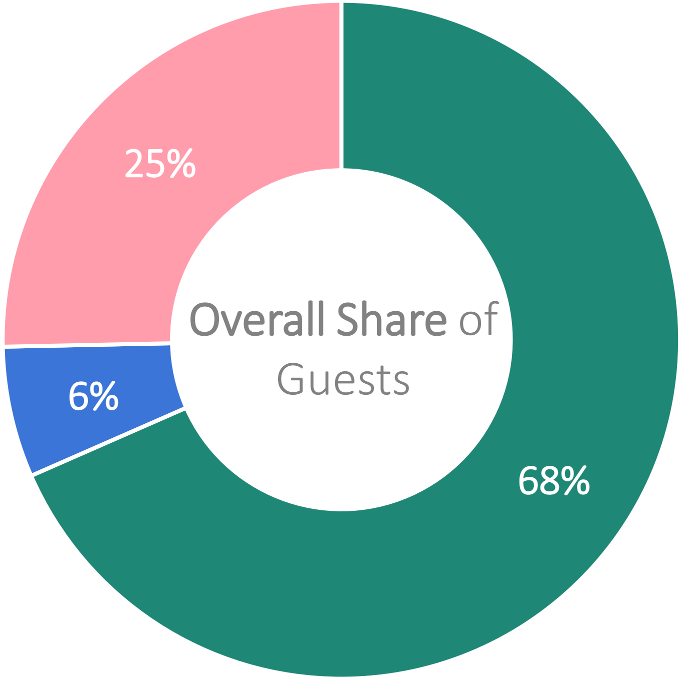
Range: 6% to 100%
Median: 75%

Northern Ireland

Range: 0% to 57%
Median: 2%

Overseas

Range: 0% to 73%
Median: 11%

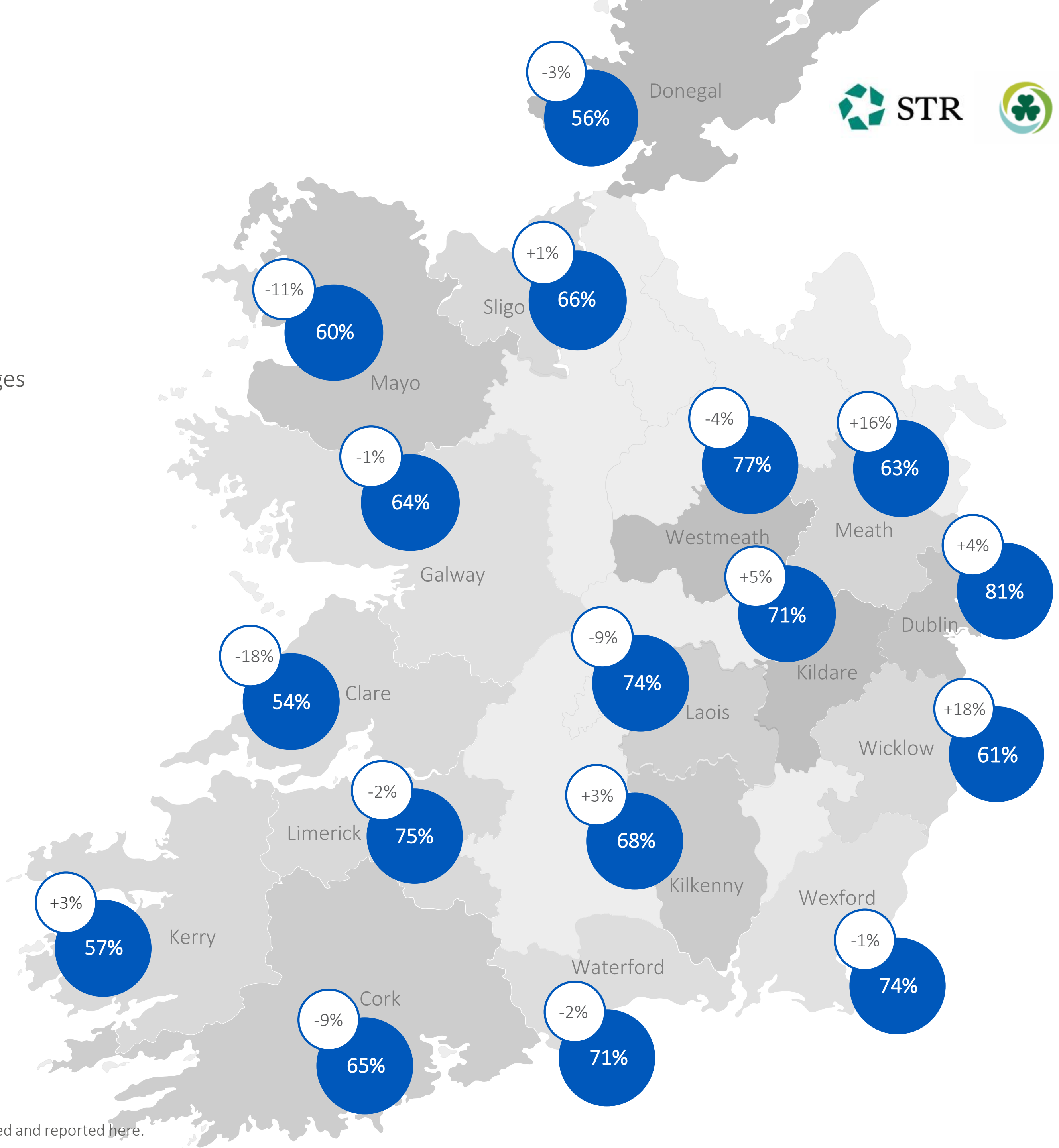


Note: Range is the lowest and highest share of guests stated by hotels.
Note: Median is the value separating the higher half from the lower half of the data, sometimes referred to as the “middle” value. A median value can also be the lowest or highest value and so November also be represented in the 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 +17.9% in Wicklow to -18.2% in Clare. Two counties, Dublin and Limerick, posted occupancy above the national average both this month and for the past six months.



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

County ADR & RevPAR

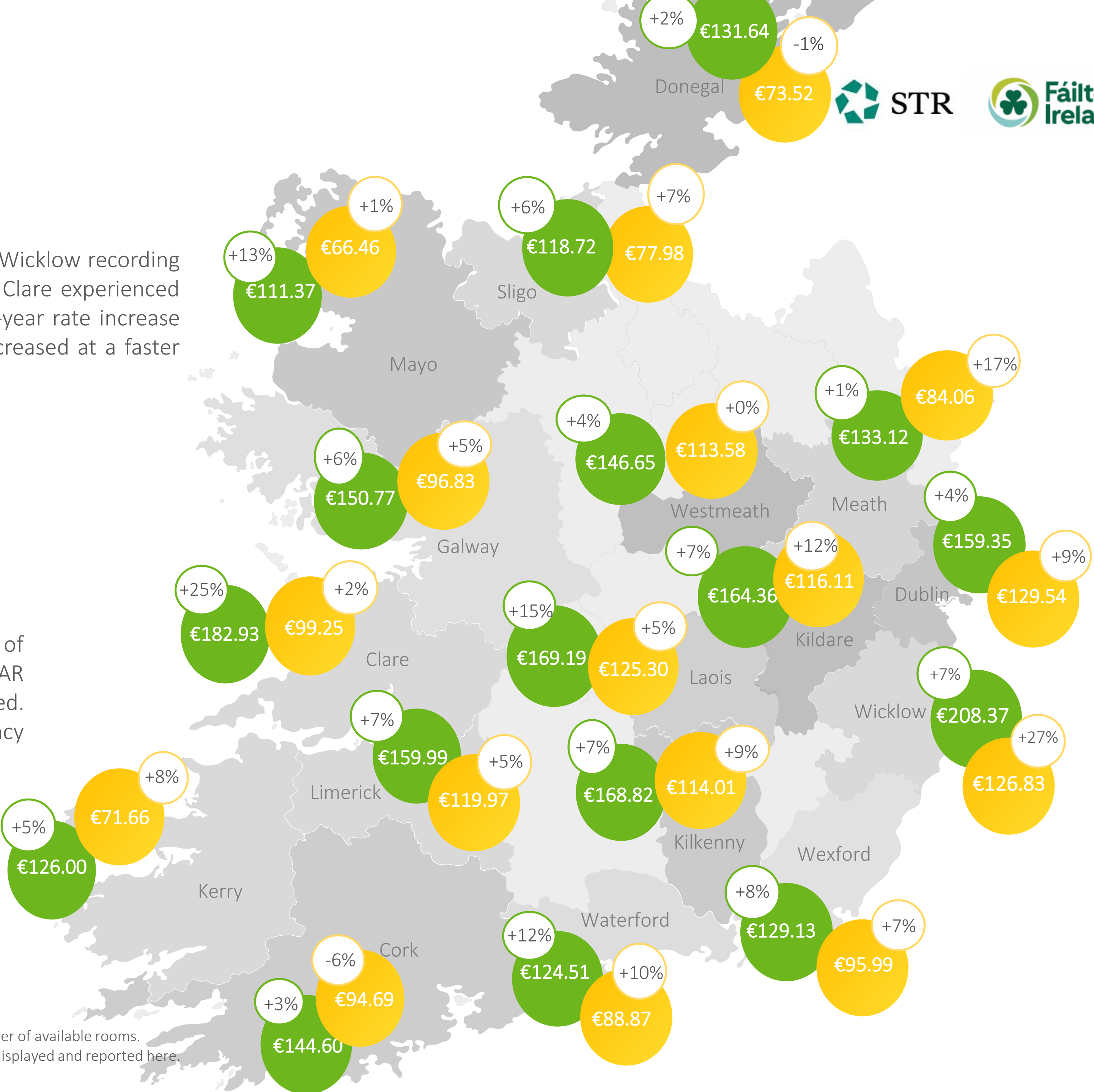
ADR RevPAR % relative change vs. same month 2023

Average Daily Rate (ADR)

ADR across the counties ranged from €111.37 to €208.37 with Wicklow recording the highest ADR this month pushing Clare from the top spot. Clare experienced the highest ADR every month since May. The average year-on-year rate increase across the country was 5.8%. Most counties (11 out of 17) increased at a faster rate than the country overall.

Revenue Per Available Room (RevPAR)

RevPAR increased year-on-year across most counties (15 out of 17). Four counties, Clare, Galway, Laois and Limerick, saw RevPAR gains entirely due to ADR increases whilst occupancy declined. Wicklow posted the greatest RevPAR gain lifted by both occupancy and rate.



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

County Source Markets

Sufficient data on the profile of guests was gathered from hotels in ten counties in November 2024 with domestic guests accounting for over three quarters of arrivals in most counties except Donegal, Dublin and Galway. Overseas guests accounted for 46% of hotel guests in Dublin with a similar proportion from the domestic market and 8% from Northern Ireland. Galway received a healthy proportion of guests from international markets with 29.5% from overseas and 2.0% from Northern Ireland. In Donegal, the Northern Irish market accounted for almost a third of guests to the county and overseas guests made up a further 25%.

	Republic of Ireland	Northern Ireland	Overseas
Cork	92%	1%	7%
Donegal	43%	32%	25%
Dublin	46%	8%	46%
Galway	68%	2%	30%
Kerry	79%	1%	20%
Kildare	78%	8%	13%
Kilkenny	86%	2%	12%
Limerick	82%	5%	14%
Mayo	88%	8%	4%
Wexford	95%	2%	3%

Note: There are 10 counties with sufficient source market data in November 2024. These are displayed and reported here.

Performance By Grade

November performance by grade was polarised this month. 5-star and 3-star hotels followed national trends with RevPAR gains entirely due to ADR whilst occupancy was unchanged. 4-star hotels benefited from both occupancy and rate gains. 5-star hotels increased ADR for the 2nd consecutive month after seeing only modest gains for most of the previous past 12 months. ADR at 4-star hotels increased 5.7% which was above the gain posted last month whilst 3-star hotels increased 4.9% after seeing only a slight increase last month.

	5 Star	4 Star	3 Star
Occupancy	64.7%	74.1%	75.4%
ADR	€ 288.02	€ 144.49	€ 122.24
RevPAR	€ 186.31	€ 107.07	€ 92.17

Note: There are 3 property class types with sufficient source market data in November 2024. These are displayed and reported here.

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=279, Bedspace / Source Market Data n=215, 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.

STR Fáilte Ireland

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