Fáilte Ireland Hotel Survey

October 2024 Summary Report

STR Fáilte Ireland

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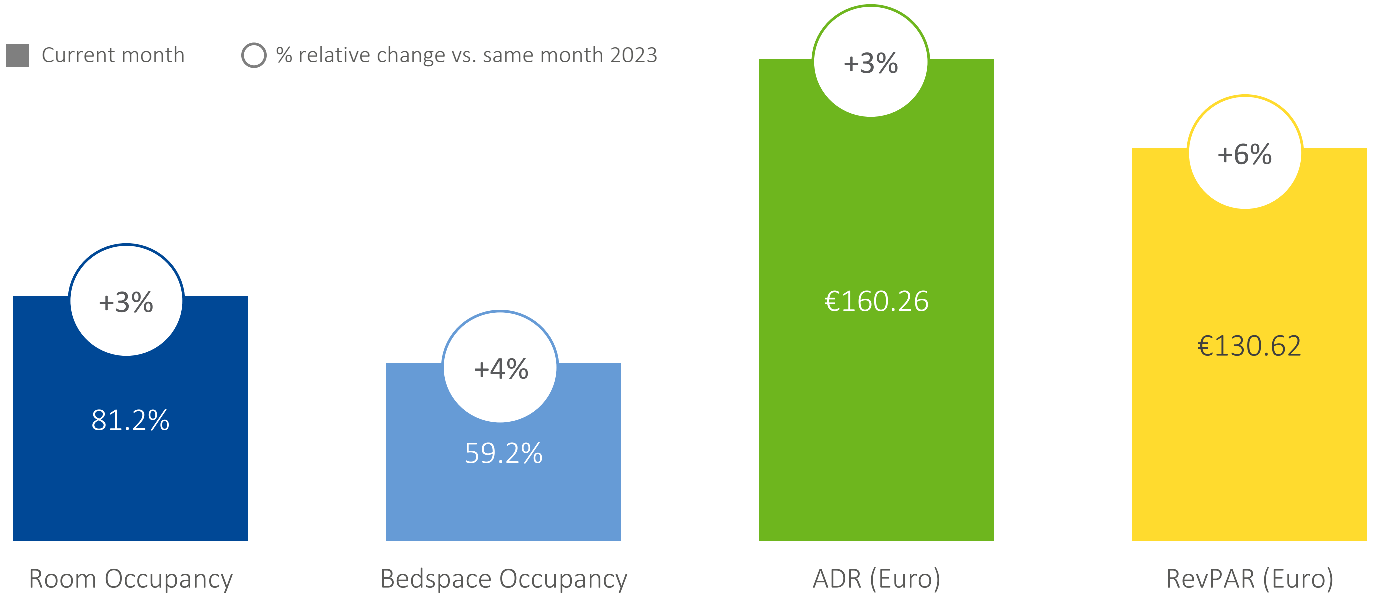
STR Fáilte Ireland

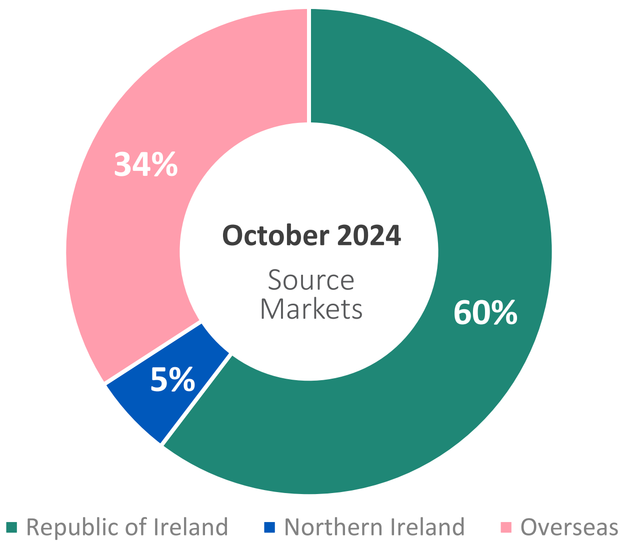
Executive Summary

October delivered robust performance to the Irish hotel industry following modest gains in September. The shift from the peak to the shoulder season is reflected in hotel performance across the country with October occupancy compared to last year increasing 3.1% to 81.2% along with bedspace occupancy increasing 3.7% whilst September year-on-year occupancy increased a modest 0.7% and bedspace occupancy decreased 3.7%.

October Revenue Per Available Room, the gold standard measurement of the industry which combines room demand and rate, increased 6.0% year-on-year to €130.62. In October, both ADR (+3.3%) and occupancy (+3.1%) contributed to the RevPAR increase, unlike past months when ADR was the main driver of RevPAR. Regionally, all counties experienced RevPAR increases with most counties following the national trend of having both ADR and occupancy gains contribute to the growth. October performance by grade deviated from the national trend with 5-star hotels lifted by ADR whilst 3-star hotels were boosted almost exclusively by occupancy.

Key Performance Indicators



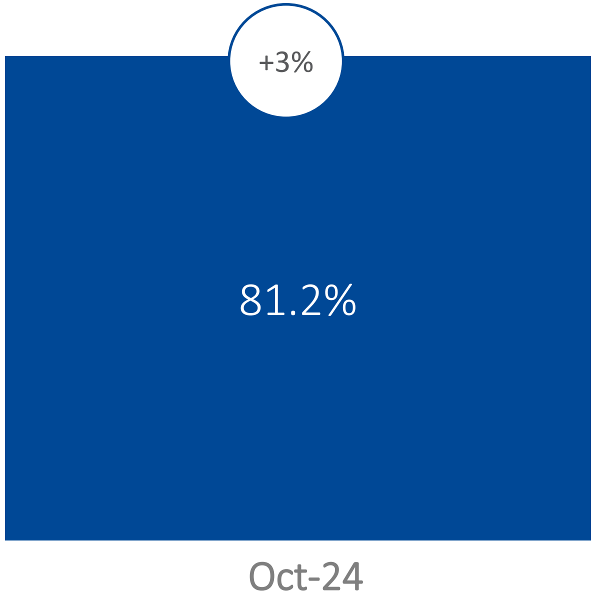


Ireland Room & Bedspace Occupancy: October 2024

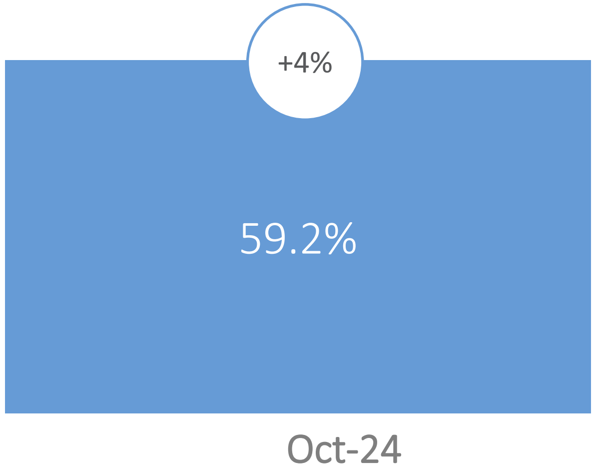
Room occupancy in October increased 3.1% to 81.2% when compared to the same month last year. Bedspace occupancy at 59.2% also increased. Across the counties, room and bedspace occupancy followed national trends with most counties posting room and bedspace occupancy increases. Twelve of 17 reporting counties increased room occupancy, and nine of 12 reporting counties reported bedspace occupancy gains. Whilst performance was strong, October reflects a continuation of the expected slowdown which started in September following August's peak performance. Compared to September, bedspace occupancy was down 9.2% and the number of occupied rooms fell by 8.9%

Current month ○ % relative change vs. same month 2023

Room Occupancy



Bedspace Occupancy



Highest room occupancy in October

92.1%

Saturday 26th October 2024

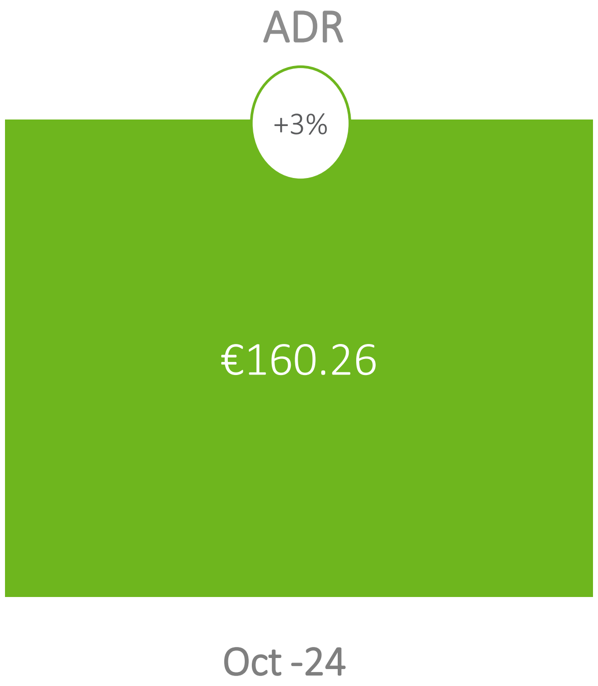
Highest / lowest
performing days of the month

Saturday (91.4%) / Sunday (74.4%)

Ireland ADR & RevPAR: October 2024

October's Average Daily Rate continues to soften in line with seasonal patterns. Nationally, ADR at €160.26 increased 3.3% compared to last year while decreasing 10.3% or €18.40 compared to last month and down €34.56 when compared to August's peak of €194.82. Year-on-year ADR increases have hovered around 3.5% growth for the past three months which is a healthy pace considering the return to normal trading conditions. Revenue per available room, a combination of occupancy and rate, increased 6.0% year-on-year to €130.62. October was unlike past months when ADR was the main influence on RevPAR, this month both ADR and occupancy (+3.1%) contributed to the RevPAR increase.

Current month   % relative change vs. same month 2023



Highest RevPAR in October

€ 189.61

Saturday 26th October 2024

Highest / lowest (RevPAR)

performing days of the month

Saturday (€183.93) / Sunday (€116.03)

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: October 2024

Travel patterns changing across the globe impacted by exchange rates, the economy and the change of seasons highlights the importance of understanding where guests are coming from. Domestic customers account for the most bedspaces sold at 60.4% which has been the case every month since the survey restarted in June 2021. Overseas visitors at 34.1% made up the largest proportion of visitors outside the Republic followed by guests from Northern Ireland at 5.5%.

Republic of Ireland

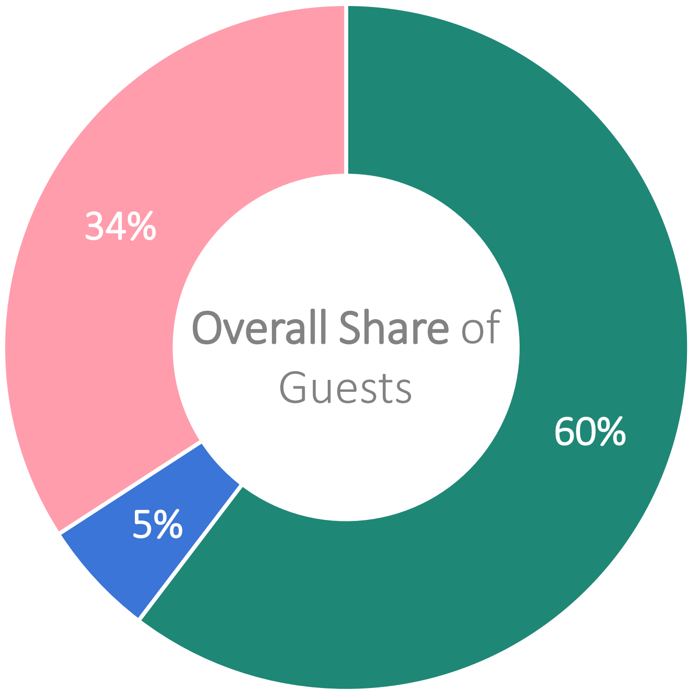
Range: 0% to 100%
Median: 64%

Northern Ireland

Range: 0% to 65%
Median: 1%

Overseas

Range: 0% to 100%
Median: 26%

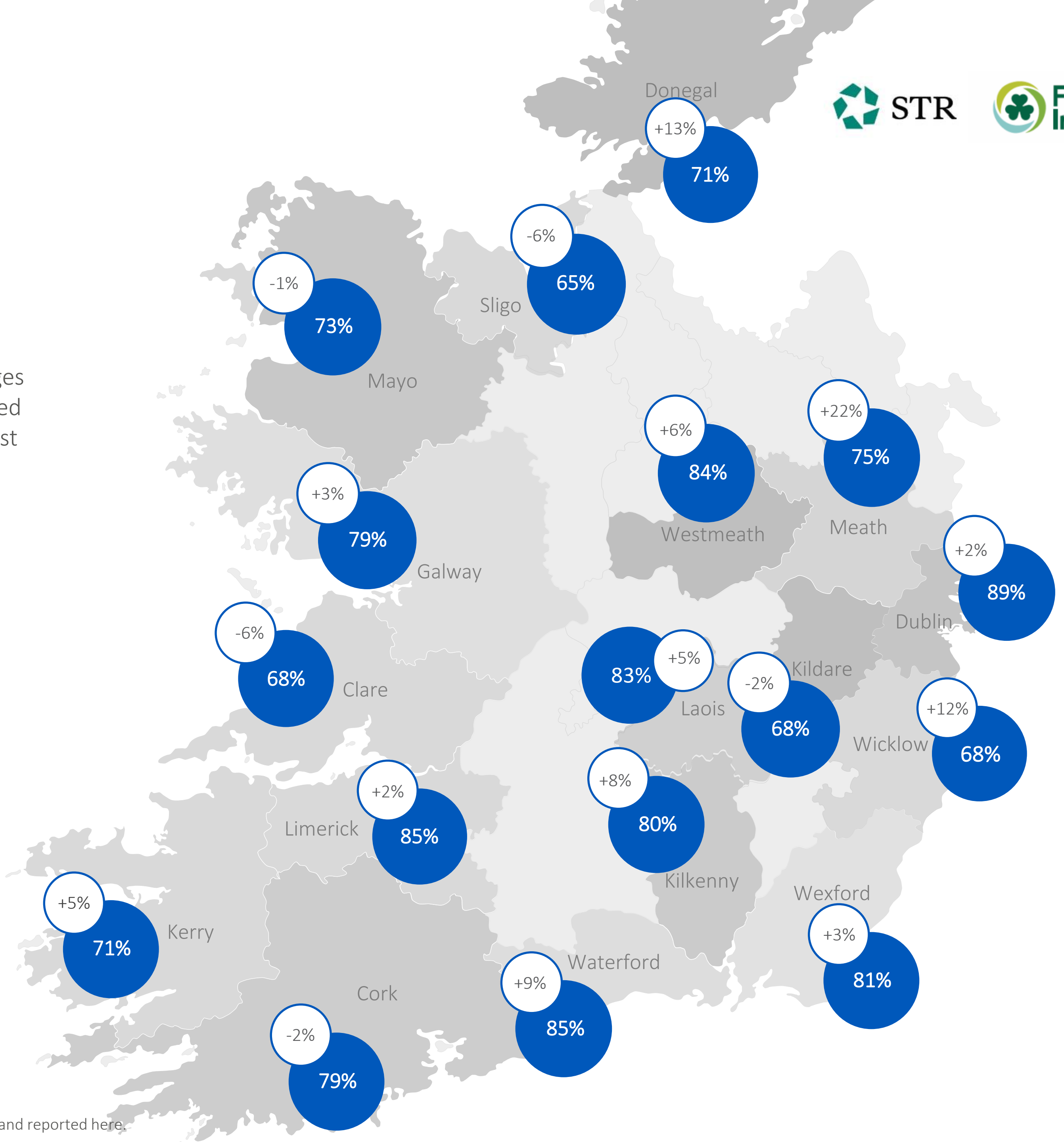


Note: Range is the lowest and highest share of guests stated by hotels.
Note: Median is the value separating the higher half from the lower half of the data, sometimes referred to as the “middle” value. A median value can also be the lowest or highest value and so October also be represented in the range.

County Occupancy

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

Individual counties varied greatly with year-on-year occupancy changes ranging from +21.5% in Meath to -6.0% in Clare. Three counties posted occupancy above the national average both this month and in the past five months which include Dublin, Limerick and Waterford.



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

County ADR & RevPAR

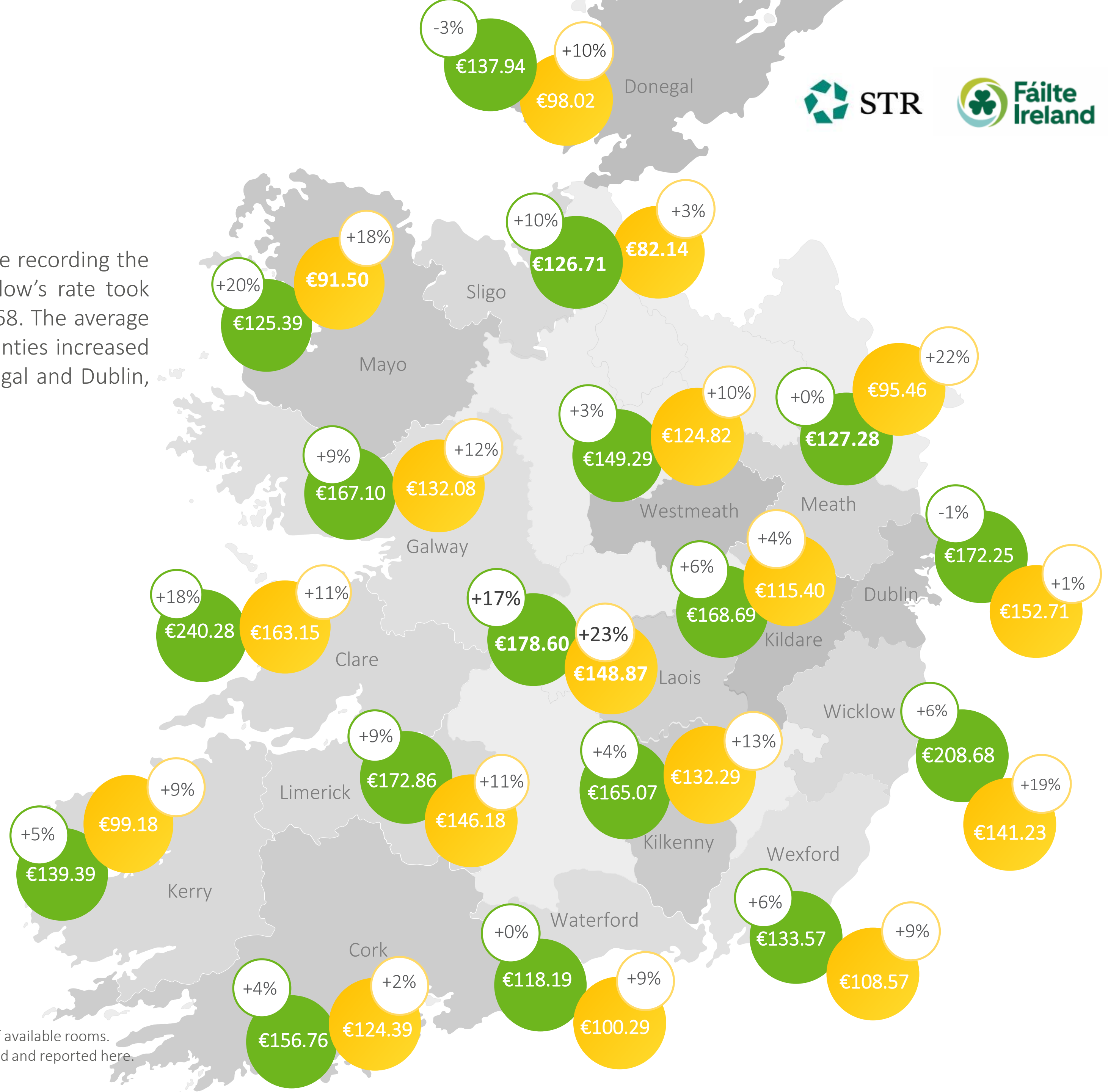
ADR RevPAR % relative change vs. same month 2023

Average Daily Rate (ADR)

ADR across the country ranged from €118.19 to €240.28 with Clare recording the highest ADR this month as it has every month since May. Wicklow's rate took second position for the 2nd month in a row with an ADR of €208.68. The average year-on-year rate increase across the country was 3.3%. Most counties increased at a faster rate than the country overall while two counties, Donegal and Dublin, experienced year-on-year rate decreases.

Revenue Per Available Room (RevPAR)

RevPAR increased year-on-year across all counties. Five counties, Clare, Cork, Kildare, Mayo and Sligo saw RevPAR gains entirely due to ADR increases whilst occupancy declined. Two counties, Donegal and Dublin experienced RevPAR gains entirely due to occupancy increases whilst ADR dropped.



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

County Source Markets

In October 2024, sufficient data on the profile of guests was gathered from hotels across ten counties. As has been seen in previous months, domestic guests accounted for the majority of arrivals in October 2024 with levels of over 75% achieved in Cork, Limerick, Mayo and Wexford. Dublin received the majority of its visitors from overseas at 53.6%.

	Republic of Ireland	Northern Ireland	Overseas
Clare	54%	0%	46%
Cork	76%	4%	20%
Donegal	35%	32%	34%
Dublin	40%	7%	54%
Galway	67%	1%	32%
Kerry	65%	2%	34%
Kildare	68%	5%	27%
Limerick	83%	2%	15%
Mayo	82%	6%	11%
Wexford	78%	5%	16%

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

Performance By Grade

October performance by grade deviated from the national trend. ADR drove 5-star hotel RevPAR whilst occupancy contributed to 3-star hotel RevPAR. 4-star hotels followed the national trend of both ADR and occupancy impacting RevPAR. The higher the grade, the greater the ADR increase, with 5-star hotels increasing 4.8%. Pricing power returned to 5-star hotels after seeing only modest gains for 9 of the past 12 months. ADR at 4-star properties increased 2.1% which was slightly lower than the 3.0% posted in the last two months. Three-star hotel saw only a slight increase of 0.9% most likely due to the slower shoulder season and a significant increase in new supply at this grade.

	5 Star	4 Star	3 Star
Occupancy	74.3%	83.3%	83.8%
ADR	€ 323.99	€ 152.32	€ 131.54
RevPAR	€ 240.61	€ 126.96	€ 110.27

Note: There are 3 property class types with sufficient source market data in October 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=282, Bedspace / Source Market Data n=204, 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

For more information please contact:

Website: www.str.com
Telephone: (+44) (0) 207 922 1930
Email: industrydata@str.com