

Ireland Annual Hotel Industry Survey 2019

Twenty-Fourth Edition



EXECUTIVE SUMMARY AND HIGHLIGHTS

All Hotels

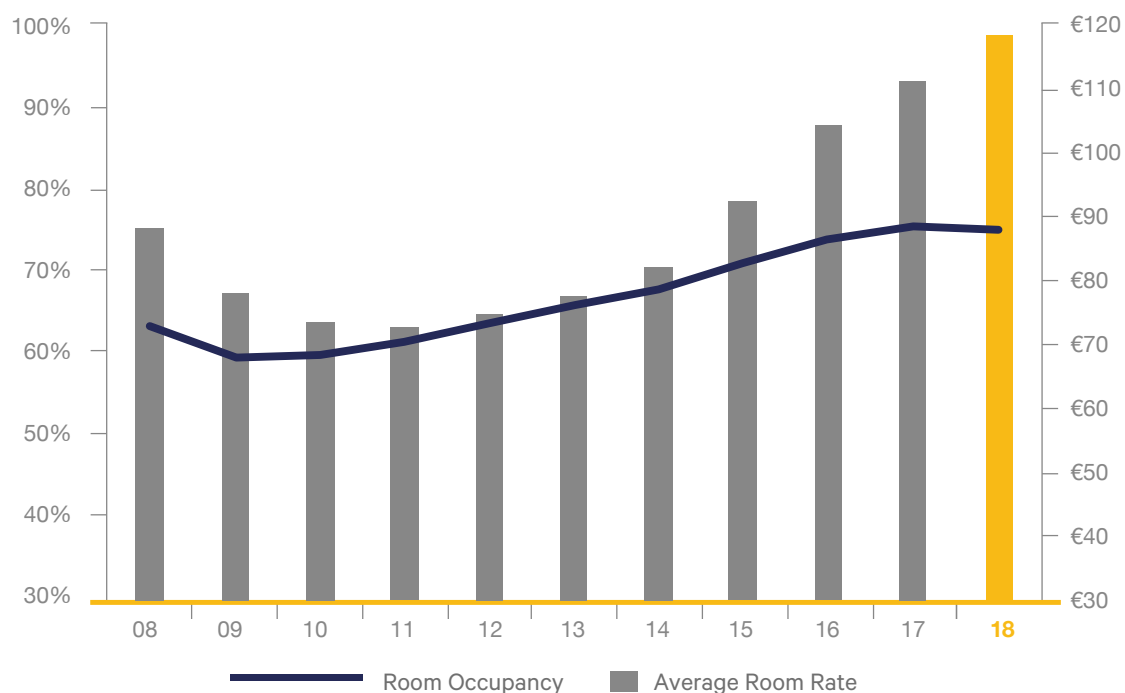
All Hotels	2018	2017	2016
Room Occupancy	75.1%	75.4%	74.0%
Average Room Rate	€118.27	€111.25	€104.11
RevPAR	€88.79	€83.88	€77.04
Total Revenue per Room	€74,856	€71,393	€66,688
Department Profit per Room	€37,496	€35,629	€32,655
Gross Operating Profit per Room	€21,331	€20,034	€17,918
Gross Operating Profit per Room (%)	28.5%	28.0%	26.9%
EBITDAR Profit per Room	€17,519	€16,377	€14,558
EBITDAR Profit per Room (%)	23.4%	22.9%	21.9%



EBITDAR Growth of 7%

Irish hotels had their lowest level of EBITDAR profit growth in 7 years.

Occupancy and ARR Trends



Executive Summary and Highlights

Region

Dublin	2018	2017	2016
Room Occupancy	83.9%	83.5%	82.3%
Average Room Rate	€145.82	€136.96	€128.27
RevPAR	€122.35	€114.36	€105.57
Total Revenue per Room	€77,298	€72,984	€66,927
EBITDAR Profit per Room	€24,818	€22,952	€20,492

Midlands & East	2018	2017	2016
Room Occupancy	69.0%	69.5%	68.5%
Average Room Rate	€105.51	€98.03	€91.40
RevPAR	€72.80	€68.13	€62.61
Total Revenue per Room	€84,682	€81,913	€77,967
EBITDAR Profit per Room	€14,543	€13,463	€11,821

South West	2018	2017	2016
Room Occupancy	71.3%	71.6%	68.9%
Average Room Rate	€107.80	€100.67	€93.25
RevPAR	€76.81	€72.08	€64.25
Total Revenue per Room	€67,352	€64,330	€59,876
EBITDAR Profit per Room	€12,964	€12,064	€10,273

Western Seaboard	2018	2017	2016
Room Occupancy	70.4%	70.9%	68.3%
Average Room Rate	€93.83	€87.49	€79.77
RevPAR	€66.09	€62.03	€54.48
Total Revenue per Room	€63,067	€60,718	€55,678
EBITDAR Profit per Room	€12,014	€11,091	€9,479



Occupancy maintained

Each region attained occupancy levels similar to the previous year, highlighting the strength of demand from both the domestic and international markets.

Executive Summary and Highlights

Classification

Luxury	2018	2017	2016
Room Occupancy	74.7%	75.3%	72.6%
Average Room Rate	€228.18	€218.02	€205.24
RevPAR	€170.40	€164.17	€149.00
Total Revenue per Room	€123,669	€118,615	€111,997
EBITDAR Profit per Room	€29,063	€27,742	€25,007

First Class	2018	2017	2016
Room Occupancy	75.8%	76.2%	75.3%
Average Room Rate	€114.68	€109.52	€103.68
RevPAR	€86.88	€83.45	€78.07
Total Revenue per Room	€75,453	€72,727	€69,778
EBITDAR Profit per Room	€18,134	€17,024	€15,871

Mid Price	2018	2017	2016
Room Occupancy	74.3%	74.8%	74.0%
Average Room Rate	€90.91	€85.26	€78.32
RevPAR	€67.57	€63.77	€57.96
Total Revenue per Room	€58,865	€56,856	€52,886
EBITDAR Profit per Room	€12,874	€12,073	€10,745

Economy	2018	2017	2016
Room Occupancy	68.8%	68.3%	66.8%
Average Room Rate	€71.58	€68.43	€61.18
RevPAR	€49.21	€46.74	€40.87
Total Revenue per Room	€42,929	€40,762	€34,314
EBITDAR Profit per Room	€7,860	€7,147	€5,549



Mid-price hotels had 6% RevPAR growth

Mid-price hotels had the highest RevPAR growth of each of the classification categories, with luxury hotels having the lowest at 3.8%.

Executive Summary and Highlights

Size

1-49 Rooms	2018	2017	2016
Room Occupancy	69.3%	68.8%	67.1%
Average Room Rate	€90.29	€86.16	€79.52
RevPAR	€62.58	€59.28	€53.36
Total Revenue per Room	€81,036	€78,071	€72,031
EBITDAR Profit per Room	€12,663	€12,019	€10,913

50-99 Rooms	2018	2017	2016
Room Occupancy	72.7%	73.0%	71.9%
Average Room Rate	€115.19	€109.46	€103.12
RevPAR	€83.74	€79.91	€74.14
Total Revenue per Room	€81,305	€76,502	€71,119
EBITDAR Profit per Room	€15,660	€14,608	€13,297

100+ Rooms	2018	2017	2016
Room Occupancy	77.4%	78.3%	77.1%
Average Room Rate	€124.50	€117.25	€109.71
RevPAR	€96.34	€91.81	€84.58
Total Revenue per Room	€70,101	€66,569	€61,847
EBITDAR Profit per Room	€19,378	€18,366	€16,346



Hotels in the 50-99 room size category achieved 6.3% growth in sales

On the back of having the highest revenue growth, these hotels also achieved the highest year-on-year EBITDAR profit per room growth at €1,052.

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