

Ireland Annual Hotel Industry Survey **2016** **Executive Summary**



Executive Summary and Highlights

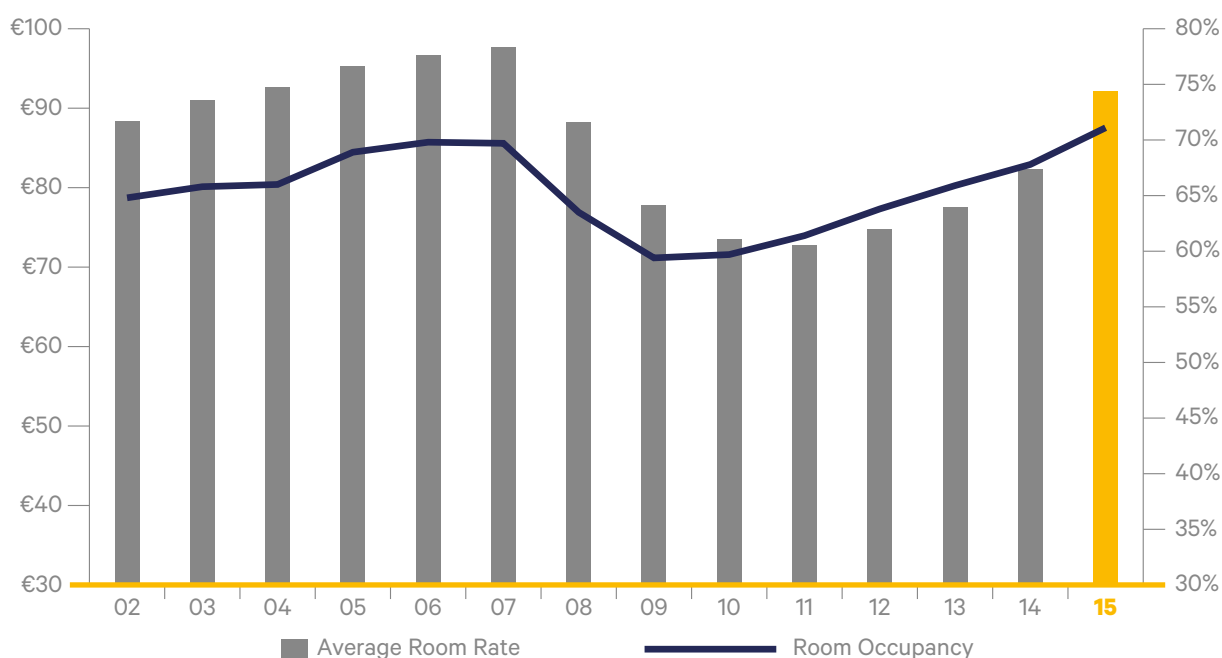
All Hotels

All Hotels	2015	2014	2013
Room Occupancy	71.1%	67.8%	65.9%
Average Room Rate	€92.15	€82.29	€77.49
RevPAR	€65.52	€55.79	€51.07
Total Revenue per Room	€60,280	€53,916	€49,249
Departmental Profit per Room	€28,257	€24,574	€21,985
Gross Operating Profit per Room	€14,916	€11,902	€9,977
Gross Operating Profit per Room (%)	24.7%	22.1%	20.2%
Profit Before Tax per Room	€11,990	€9,201	€7,347
Profit Before Tax per Room (%)	19.9%	17.1%	14.9%



Rooms demand for Irish hotels across all regions is now at record levels with occupancy at 71.1%. The focus going forward will be on the delivery of new supply in order to facilitate the potential for further increases in demand.

Occupancy and ARR Trends



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Region

Dublin	2015	2014	2013
Room Occupancy	80.7%	77.2%	76.3%
Average Room Rate	€111.83	€97.25	€90.73
RevPAR	€90.25	€75.08	€69.23
Total Revenue per Room	€59,123	€52,490	€45,763
Profit Before Tax per Room	€16,913	€13,797	€11,362

Midlands & East	2015	2014	2013
Room Occupancy	65.0%	62.4%	60.1%
Average Room Rate	€84.20	€79.36	€76.14
RevPAR	€54.73	€49.52	€45.76
Total Revenue per Room	€73,059	€62,369	€56,194
Profit Before Tax per Room	€10,628	€7,393	€5,927

South West	2015	2014	2013
Room Occupancy	66.8%	65.7%	64.2%
Average Room Rate	€84.71	€79.43	€76.29
RevPAR	€56.59	€52.19	€48.98
Total Revenue per Room	€53,320	€50,431	€47,188
Profit Before Tax per Room	€8,370	€7,140	€5,714

Western Seaboard	2015	2014	2013
Room Occupancy	66.9%	65.2%	63.9%
Average Room Rate	€74.20	€67.50	€64.51
RevPAR	€49.64	€44.01	€41.22
Total Revenue per Room	€49,953	€46,168	€43,339
Profit Before Tax per Room	€8,058	€6,791	€5,740



Average room rates for hotels in the West of Ireland are €10 lower than the rate achieved by the Midlands and East and South West regions and €37 lower than the rate achieved by Dublin hotels.

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Classification

Luxury	2015	2014	2013
Room Occupancy	72.0%	68.3%	65.8%
Average Room Rate	€181.08	€159.04	€148.37
RevPAR	€130.38	€108.62	€97.63
Total Revenue per Room	€100,954	€88,121	€77,939
Profit Before Tax per Room	€20,860	€15,548	€10,578

First Class	2015	2014	2013
Room Occupancy	72.2%	68.7%	67.5%
Average Room Rate	€91.10	€81.71	€77.95
RevPAR	€65.77	€56.13	€52.62
Total Revenue per Room	€62,897	€57,053	€54,009
Profit Before Tax per Room	€12,805	€9,821	€8,425

Mid Price	2015	2014	2013
Room Occupancy	71.3%	68.7%	65.4%
Average Room Rate	€67.93	€62.25	€59.34
RevPAR	€48.43	€42.77	€38.81
Total Revenue per Room	€47,537	€43,526	€39,350
Profit Before Tax per Room	€9,157	€7,439	€6,018

Economy	2015	2014	2013
Room Occupancy	64.5%	62.2%	60.7%
Average Room Rate	€55.89	€50.01	€47.04
RevPAR	€36.05	€31.11	€28.55
Total Revenue per Room	€31,219	€26,346	€23,756
Profit Before Tax per Room	€4,631	€3,301	€2,683

2015 represented a stellar year for the 5-star market which grew their average room rate by €22. The 4-star market gained €10 on room rate, while the 3-star hotels lifted their rate by €5.



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Size

1-49 Rooms	2015	2014	2013
Room Occupancy	65.8%	61.0%	58.7%
Average Room Rate	€75.45	€69.53	€66.32
RevPAR	€49.65	€42.41	€38.93
Total Revenue per Room	€68,925	€62,986	€59,634
Profit Before Tax per Room	€9,969	€7,860	€6,715

50-99 Rooms	2015	2014	2013
Room Occupancy	69.6%	66.1%	64.7%
Average Room Rate	€90.85	€79.82	€75.41
RevPAR	€63.23	€52.76	€48.79
Total Revenue per Room	€61,885	€55,479	€50,066
Profit Before Tax per Room	€10,988	€8,342	€6,688

100+ Rooms	2015	2014	2013
Room Occupancy	74.8%	71.9%	68.6%
Average Room Rate	€100.22	€88.05	€81.76
RevPAR	€74.96	€63.31	€56.09
Total Revenue per Room	€55,409	€49,957	€46,135
Profit Before Tax per Room	€13,636	€10,200	€8,009



The strong demand for hotel rooms in 2015, on the back of favourable currency conditions and a growth in international visitor numbers, allowed medium and large hotels to obtain the greatest benefit.

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