



ANNUAL

# 2022 Irish Hotel Market Briefing



Crowe



# Hotel Transactions Overview 2022

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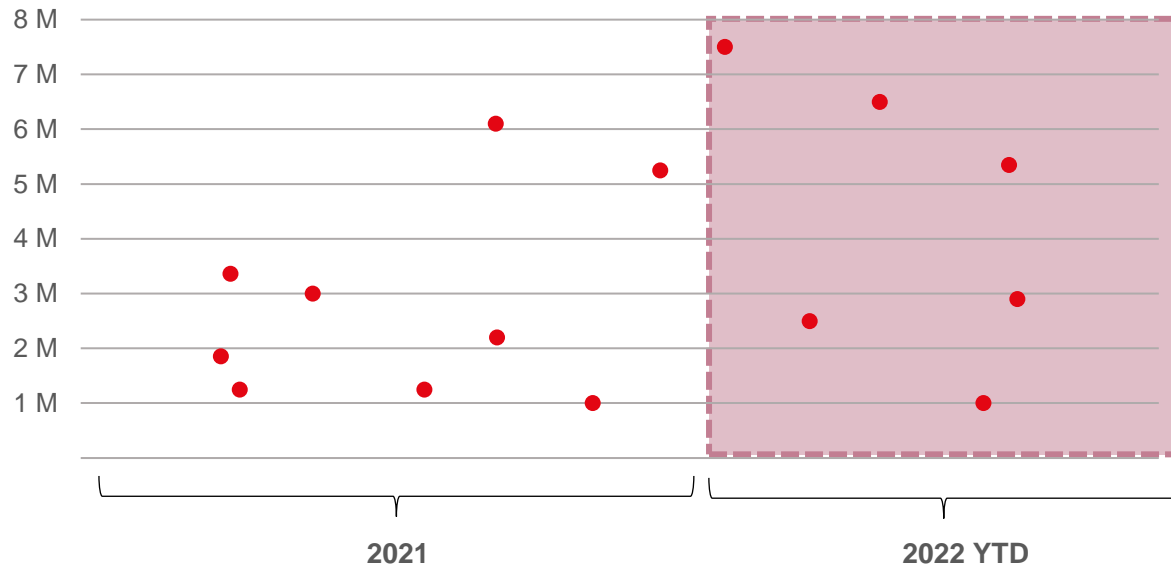
# Deal Flow



# Deals: Sub €10M

- Total volume in this segment of approx. €50M in last 2 years
- All Irish buyers and sellers in the sub €10M space
- Per key values between €30K and €180K p/key
- Clear trend of aggregators building scale
- Family businesses/independent owners exiting the market

2021 & 2022 Hotel Deals: Sub €10M



## Recent Deal

### Butlers Arms Hotel, Waterville, Kerry

Buyer: Press Up

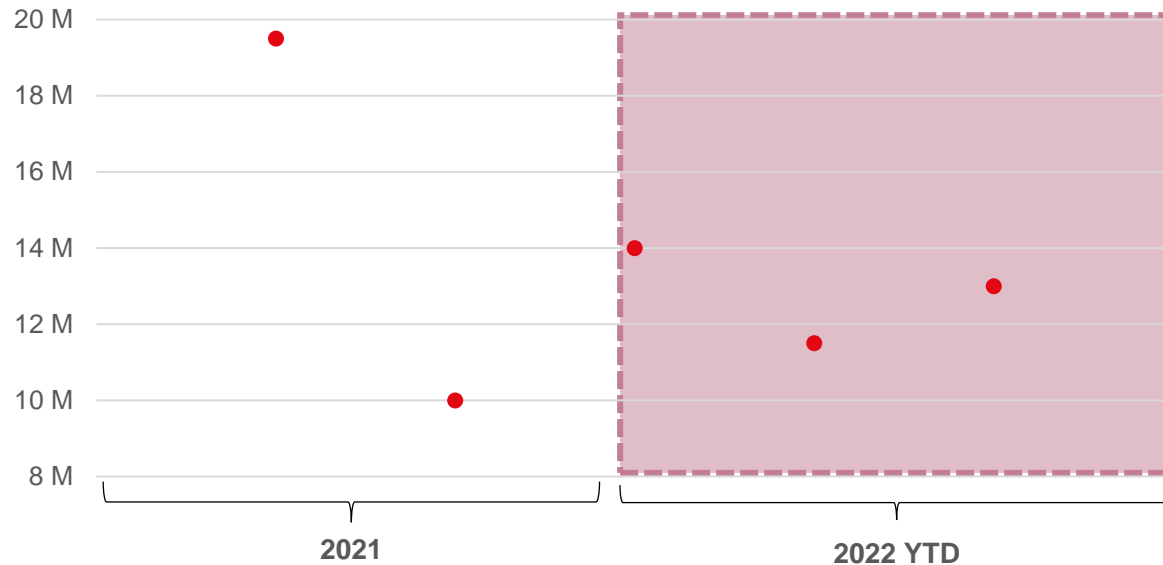
Seller: Huggard Family

JLL Role: Selling Agent

# Deals: €10M - €20M

- Total volume in this segment of approx. €80M in last 2 years
- Dominated by international buyers: 73% of volume
- Per key values between €90K and €315K p/key
- Numerous HNWI buyers (e.g., TMR & Unlisted Collection)
- Majority of deals completing with bank/fund financing

2021 & 2022 Hotel Deals: €10M - €20M



## Recent Deal

**Temple Bar Lane, Dublin 2**

Buyer: Cleary Family

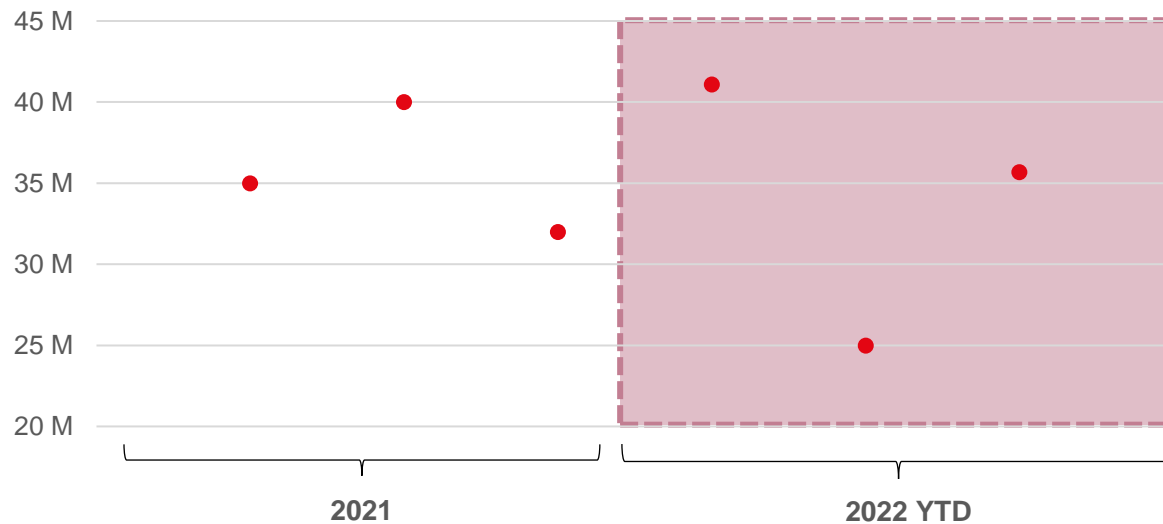
Seller: Mm Capital

JLL Role: Selling Agent

# Deals: €20M - €50M

- Total volume in this segment of approx. €150M in last 2 years
- Dominated by international buyers: 82% of volume
- Per key values between €100K and €320K p/key
- Key focus for institutional and private equity buyers
- Also approx. €100M of “corporate/M&A” deals in this space

2021 & 2022 Hotel Deals: €20M - €50M



## Recent Deal

### Premier Inn Gloucester Street South, Dublin 2

Buyer: Aviva

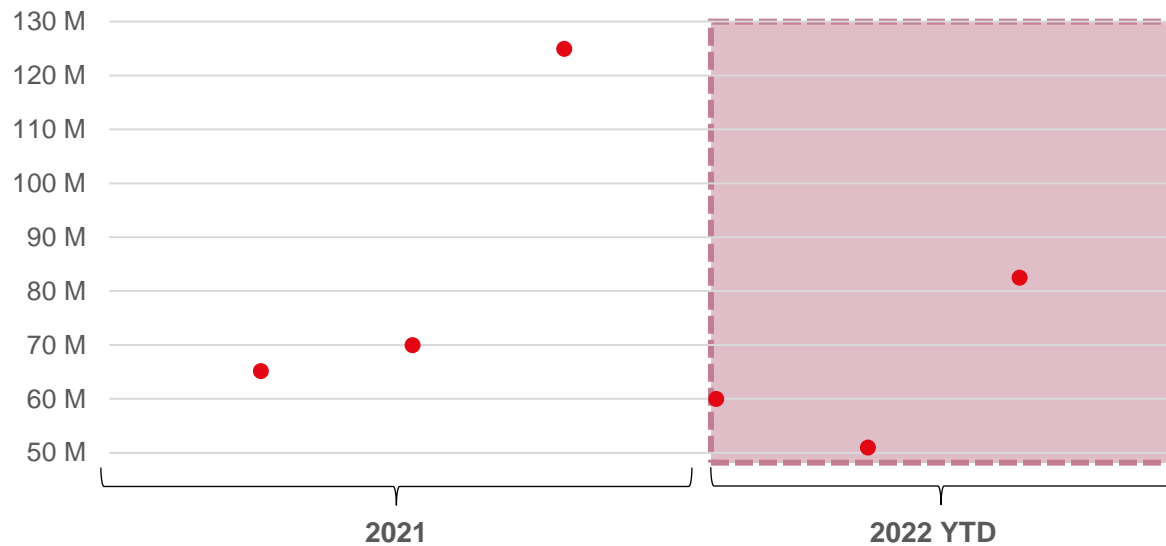
Seller: Red Rock Developments

JLL Role: Acquisition Agent (pre-let and subsequent purchase)

# Deals: €50M+

- Total volume in this segment of approx. €450M in last 2 years
- All of the deals were acquired by international buyers
- Per key values between €240K and €450K p/key
- Buyers include Blackstone, Zetland, Union & Henderson Park
- >85% of the deal volume closed with bank/fund financing

2021 & 2022 Hotel Deals: Sub €10M



## Recent Deal

### Staycity Little Mary Street, Dublin 7

Buyer: Song Capital

Seller: Bain Capital

JLL Role: Selling Agent

# Hotel Development





# Development: Pipeline

- Approx. 26,000 hotel keys in Dublin, with a further 6% of the stock under construction to open over the next 18-24 months
- Only 1 major hostel scheme under construction in Dublin (Clink), which is an interesting gap in the market
- The Dublin hotel development pipeline is certainly slowing as COVID-19 and funding challenges impact

Approx.  
1,500  
Dublin  
Hotel  
Rooms  
On Site

Approx.  
4,500  
Rooms  
Pipeline for  
Next 3-5  
Years

Significant  
IPS /  
Ukraine  
Rooms Out  
Of The  
System

Financing  
Challenges

Build Cost  
Inflation

Planning  
Risk



## Recent Deal

### Premier Inn Clery's O'Connell Street

Buyer: Whitbread PLC

Seller: Core / Europa

JLL Role: Acquisition Agent

# What's Coming Next?



# Outlook: More Deals But Uncertain Times



The  **GOOD** News...

COVID-19....What COVID-19?

Air Travel is Back, with 3M Dub PAX in August 2022!

Still pent up demand for 'face-to-face' in general

Hotel owners have finally woken up to ESG!

...and the  **NOT** so good..

Macro uncertainty is impacting investor decision making

Rising hotel operating & capital expenditure costs

Consumer & business budget squeeze

PE buyers impacted most by debt costs

“  
Knowing what exit price is realistic and what is the right capital / buyer to target over the next 12 months, will be key to keeping the deals going into 2023!”



**Still Plenty Of Deals To Do!**



# Contact Details

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*Thank You*

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