

Ireland Annual Hotel Industry Survey **2023**



EXECUTIVE SUMMARY AND HIGHLIGHTS

All Hotels

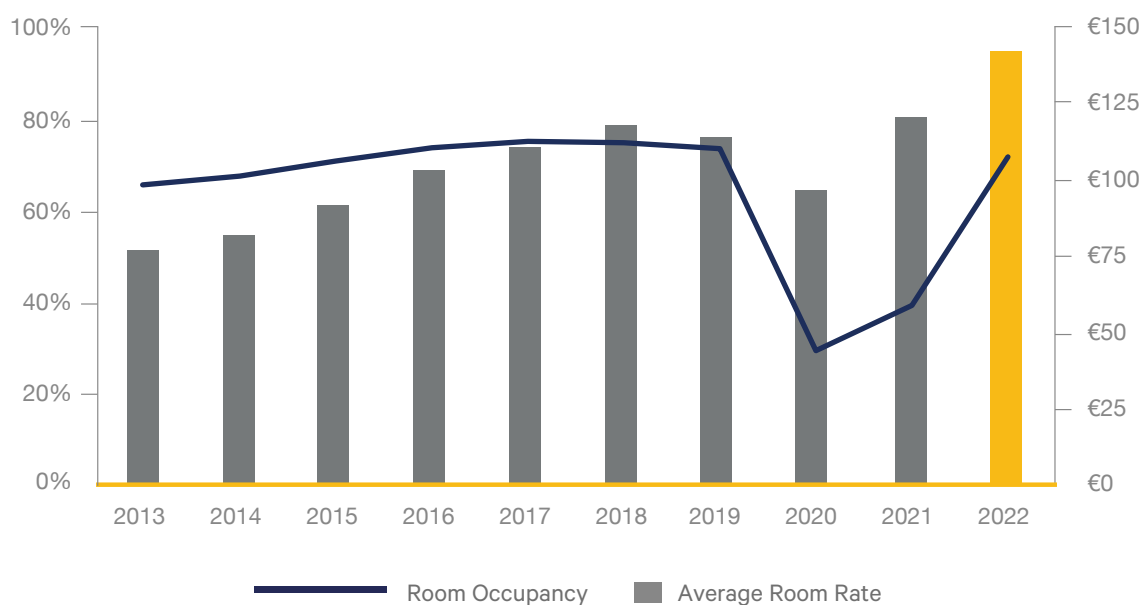
Results per Available Room	2022	2019
Room Occupancy	72.0%	73.8%
Average Room Rate	€142.41	€114.31
RevPAR	€102.53	€84.40
Total Revenue per Room	€76,477	€70,749
Departmental Profit per Room	€36,672	€34,909
Gross Operating Profit per Room	€18,527	€18,630
Gross Operating Profit per Room (%)	24.2%	26.3%
EBITDAR Profit per Room before Government Supports	€14,411	€14,780
EBITDAR Profit per Room before Government Supports (%)	18.8%	20.9%
EBITDAR Profit per Room after Government Supports	€17,172	€14,780
EBITDAR Profit per Room after Government Supports (%)	22.4%	20.9%



Strong recovery in 2022

In 2022, Hotels in Ireland achieved Revenues and EBITDAR Profits (after Government Supports) above 2019 levels.

Occupancy and ARR Trends



Executive Summary and Highlights

Dublin

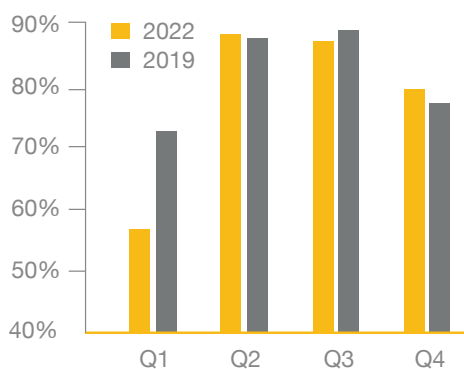
Results per Available Room	2022	2019
Room Occupancy	78.5%	82.7%
Average Room Rate	€169.36	€142.42
RevPAR	€132.94	€117.77
Total Revenue per Room	€72,989	€72,470
EBITDAR Profit per Room (before Government Supports)	€22,263	€21,978

Regional Ireland

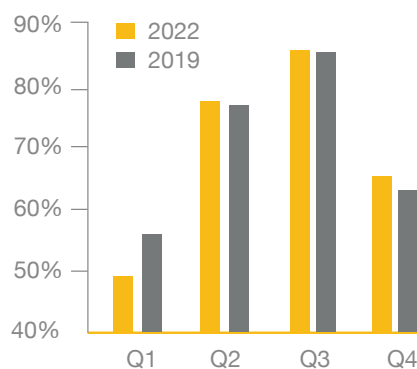
Results per Available Room	2022	2019
Room Occupancy	69.7%	70.0%
Average Room Rate	€132.87	€102.44
RevPAR	€92.61	€71.71
Total Revenue per Room	€77,711	€69,999
EBITDAR Profit per Room (before Government Supports)	€11,632	€11,645

Occupancy Levels

Dublin



Regional Ireland



Global visitors influence in Dublin

The greater reliance of Dublin hotels on international visitors and events is illustrated by Q1 recovery in Occupancy levels being weaker for Dublin hotels than for hotels in Regional Ireland.

Executive Summary and Highlights

1-99 Rooms

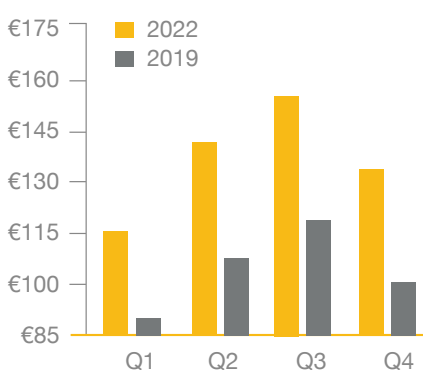
Results per Available Room	2022	2019
Room Occupancy	70.8%	69.7%
Average Room Rate	€136.93	€104.82
RevPAR	€96.95	€73.06
Total Revenue per Room	€81,241	€76,431
EBITDAR Profit per Room (before Government Supports)	€12,227	€12,070

100+ Rooms

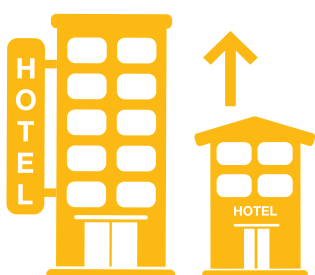
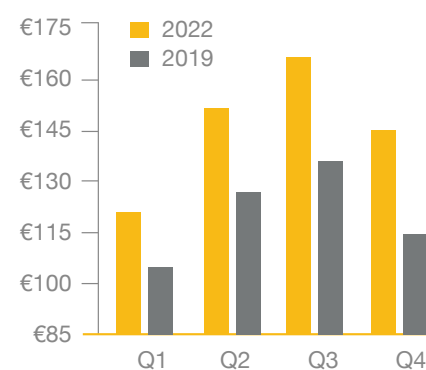
Results per Available Room	2022	2019
Room Occupancy	72.9%	76.8%
Average Room Rate	€146.37	€121.25
RevPAR	€106.67	€93.15
Total Revenue per Room	€73,020	€66,622
EBITDAR Profit per Room (before Government Supports)	€15,995	€16,748

Average Room Rate

1-99 Rooms



100+ Rooms



Smaller hotels had a strong start in 2022

Hotels with less than 100 rooms achieved stronger room rate growth over the first two quarters of 2022 than hotels with more than 100 rooms.

Tomorrow's success starts today

Crowe's specialist hotel, tourism and leisure advisory team provide support in financial, operational and strategic planning to business owners, financiers and other industry stakeholders.

Our multi-disciplinary group combines extensive strategic planning, hotel operations, corporate finance, marketing, audit and taxation expertise.

Through analysis and insight, we help hospitality businesses make smart decisions today that create lasting value for tomorrow.

Contact our dedicated in-house team of experts:



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About Crowe

With over 80 years' experience, Crowe is Ireland's leading independent advisor to the hotel, tourism and leisure sector. We have an unrivalled understanding of the Irish business environment and an unparalleled global service thanks to the strength and reach of our international network.

Our team is made up of experts in their fields with practical industry experience, offering financial, operational and strategic support.

Based in Dublin, the practice has grown to over 170 staff, ranking in the top ten accountancy and business advisory firms in Ireland.

Smart decisions. Lasting value.

About Horwath Hotel, Tourism and Leisure (HTL)

Horwath HTL is the world's largest and most experienced hospitality consulting brand, with 52 offices in 38 countries, who have successfully carried out over 40,000 assignments for private and public clients. We are the leading specialist in Hotel, Tourism and Leisure, providing solutions through a combination of international experience and expert local knowledge. We have a strong independent team of industry professionals with a wealth of industry experience focusing exclusively on hotel and tourism related projects.

Through involvement in thousands of projects over many years, Horwath HTL has amassed extensive, in-depth knowledge and understanding of the needs of hotel and real estate companies and financial institutions. Our professional opinions are well recognised and respected among international hotel companies, investors, developers and financial institutions.

Horwath HTL is a member of Crowe Global.

About Crowe Global

Crowe Global is ranked 8th among the top 10 global accounting networks with more than 200 independent accounting and advisory services firms in over 145 countries around the world.

Crowe Global member firms are known for their personal service to privately and publicly held businesses in all sectors and have built an international reputation in the areas of audit, tax and advisory services.

Crowe
Crowe Ireland



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