



Hotel, Tourism & Leisure Market Update

April 2022

Hotel transactions

The year has continued with good momentum for hotel sales, with the following transactions since the beginning of the year:

- The Hendrick, Smithfield has sold for a reported €35m, representing a price per room of €238k
- Ballymacscanlon House Hotel in Co. Louth was acquired by TMR Hotel Collection for a reported €15m, representing a price per room of €155k. This will be the 14th hotel for the collection
- The 36-bedroom Carnegie Court Hotel in Co. Dublin has recently sold for an undisclosed sum
- FBD acquired the Killashee Hotel in Co. Kildare for €25m, representing a price per room of €177k

Hotel supply

Recent hotels launched to the market include:

2022 New Hotel Openings			
Hotel	Rooms	Price	Price Per Room
Temple Bar Hotel	36	€11m	€305k
Hard Rock Hotel	120	€80m	€666k
Staycity Dublin Castle	50	€11.5m	€230k
Aparthotel Site, Swords	120	€3.5m	€29k
Gateway Hotel, Swinford Co. Mayo	22	€1m	€45k

- Staycity Tivoli Theatre recently opened in Dublin 8, adding 132 rooms to the area
- The Samuel in Dublin 1 with 137 rooms is due to open this month, as is the Dean in Galway with 110 rooms
- Planning permission has been granted for a 106-bedroom hotel on Alexandra Place in the North Docklands – this forms part of a mixed-use scheme which will include 131 apartments when completed

Hotel Performance

Hotel performance in Dublin and regional cities has improved since the beginning of the year as restrictions have lifted. However, occupancy is still considerably below pre-pandemic levels.

Occupancy in Dublin February YTD was 45%, compared to 63% in 2019. Average Room Rate on the other hand has improved to €118 February YTD, an increase of €12 over the same period in 2019. RevPAR is 19% below 2019 levels.

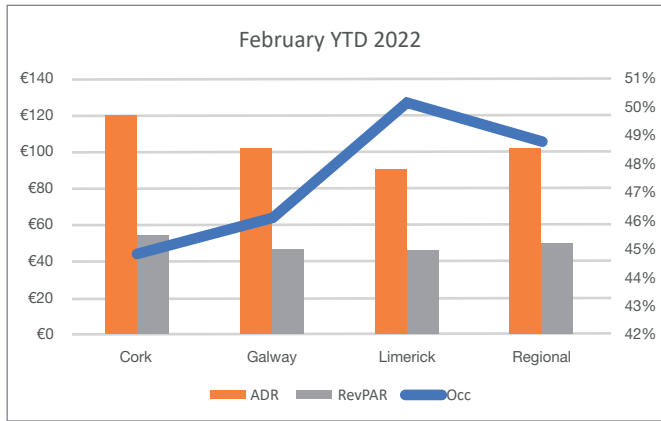
A similar pattern is seen regionally with occupancy February YTD at 49% compared to 59% for the same period in 2019. Average Room Rate increased €20 February YTD against the same period in 2019, resulting in a 3% increase in RevPAR for the first two months of the year.

The reliance on the domestic market continues but overseas numbers are increasing as we enter the summer season.

Some hotels are temporarily exiting the market to accommodate refugees. These properties are located throughout Ireland, with the Travelodge Plus in Dublin and the Holiday Inn Express Dublin Airport being two recently in the news.



(Source: Trending)



(Source: STR)

Horwath HTL upbeat about Irish hospitality sector

Horwath HTL's chairman John Fareed and business director James Chappell sat down with Hotel & Restaurant Times on a recent trip to Ireland to outline why they are upbeat for the Irish hospitality sector and its underlying assets.

Fáilte Ireland 'Money Matters' webinar series

Hospitality specialist Mairead Doyle Balfe and Declan Hanly from our corporate restructuring team presented the first in the new Fáilte Ireland 'Money Matters' webinar series in February.

In this hour-long webinar they provided insights on debt financing for hospitality businesses as we progress past the COVID-19 pandemic.

The topics covered included:

1. Types of debt financing
2. Understanding your debt facilities
3. Non-performing loans
4. Banking solutions
5. Understanding debt security
6. Formal restructuring options

[Find out more](#)

Irish Hotels Federation AGM

The IHF recently held their first in-person AGM since the beginning of the pandemic in the Slieve Russell Hotel. The event, which was themed **Rebuilding Tourism**, had a great line-up of speakers which included Victoria Tollman and Jonathan Raggett of Red Carnation, Richard Collins of Marriott Hotels, John Kiely who manages the Limerick senior hurling team, and the O'Donovan brothers, as well as other well-known tourism experts. The presenters gave their views on how they survived during COVID-19 and other periods of adversity, and outlined their thoughts for the future.

John Kiely spoke of the value of the team, both on the pitch and in the backroom. As the industry faces significant staffing challenges, the value of the team becomes even more important in attracting talent. The sector needs to become more appealing, and hoteliers need to show that there is real passion amongst staff in the industry.

As the sustainable tourism agenda continues to grow, there is a need for the sector to increase awareness and understanding amongst guests while at the same time taking a closer look to the future and how they can embrace sustainability over the longer term.

There is no doubt that the tourism industry will be challenged over the next couple of years, with visitor numbers taking time to grow, costs increasing and businesses continuing to face recruitment difficulties. The industry will need to ensure a focus on culture and values, with employees' needs being at the forefront.



IHF President Elaina Fitzgerald Kane welcoming delegates

Contact

Crowe
40 Mespil Road,
Dublin 4
D04 C2N4

Tel: +353 1 448 2200
www.crowe.ie



Naoise Cosgrove
T: +353 1 448 2263
naoise.cosgrove@crowe.ie



Aiden Murphy
T: +353 1 448 2214
aiden.murphy@crowe.ie



Mairead Doyle Balfe
T: +353 1 448 2281
mairea.doylebalfe@crowe.ie