

Ireland Annual Hotel Industry Survey **2018**

Twenty-Third Edition

EXECUTIVE SUMMARY AND HIGHLIGHTS

All Hotels

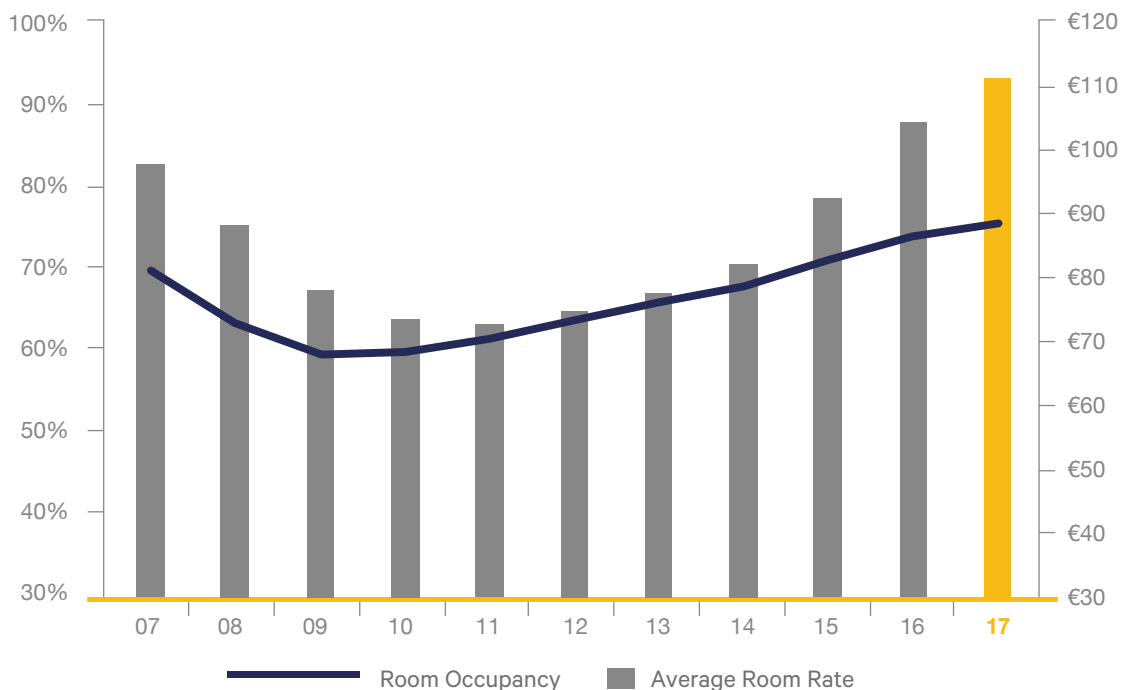
All Hotels	2017	2016	2015
Room Occupancy	75.4%	74.0%	71.1%
Average Room Rate	€111.25	€104.11	€92.15
RevPAR	€83.88	€77.04	€65.52
Total Revenue per Room	€71,393	€66,688	€60,280
Department Profit per Room	€35,629	€32,655	€28,257
Gross Operating Profit per Room	€20,034	€17,918	€14,916
Gross Operating Profit per Room (%)	28.0%	26.9%	24.7%
Profit Before Tax per Room	€16,377	€14,558	€11,990
Profit Before Tax per Room (%)	22.9%	21.9%	19.9%



Capacity constraints evident across all regions

Annual occupancy levels of over 75% emphasise capacity constraints across Ireland especially in peak summer months indicating the need for additional capacity to be built.

Occupancy and ARR Trends



Executive Summary and Highlights

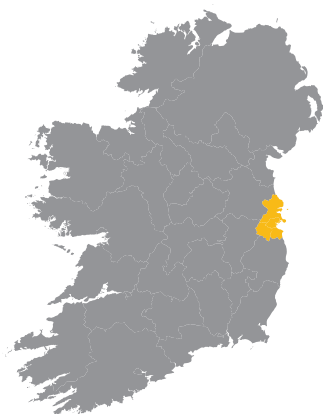
Region

Dublin	2017	2016	2015
Room Occupancy	83.5%	82.3%	80.7%
Average Room Rate	€136.96	€128.27	€111.83
RevPAR	€114.36	€105.57	€90.25
Total Revenue per Room	€72,984	€66,927	€59,123
Profit Before Tax per Room	€22,952	€20,492	€16,913

Midlands & East	2017	2016	2015
Room Occupancy	69.5%	68.5%	65.0%
Average Room Rate	€98.03	€91.40	€84.20
RevPAR	€68.13	€62.61	€54.73
Total Revenue per Room	€81,913	€77,967	€73,059
Profit Before Tax per Room	€13,463	€11,821	€10,628

South West	2017	2016	2015
Room Occupancy	71.6%	68.9%	66.8%
Average Room Rate	€100.67	€93.25	€84.71
RevPAR	€72.08	€64.25	€56.59
Total Revenue per Room	€64,330	€59,876	€53,320
Profit Before Tax per Room	€12,064	€10,273	€8,370

Western Seaboard	2017	2016	2015
Room Occupancy	70.9%	68.3%	66.9%
Average Room Rate	€87.49	€79.77	€74.20
RevPAR	€62.03	€54.48	€49.64
Total Revenue per Room	€60,718	€55,678	€49,953
Profit Before Tax per Room	€11,091	€9,479	€8,058



Dublin profit levels up 12% but growth slows

Profits at regional hotels for 2017 have grown at a faster pace than Dublin hotels.

Executive Summary and Highlights

Classification

Luxury	2017	2016	2015
Room Occupancy	75.3%	72.6%	72.0%
Average Room Rate	€218.02	€205.24	€181.08
RevPAR	€164.17	€149.00	€130.38
Total Revenue per Room	€118,615	€111,997	€100,954
Profit Before Tax per Room	€27,742	€25,007	€20,860

First Class	2017	2016	2015
Room Occupancy	76.2%	75.3%	72.2%
Average Room Rate	€109.52	€103.68	€91.10
RevPAR	€83.45	€78.07	€65.77
Total Revenue per Room	€72,727	€69,778	€62,897
Profit Before Tax per Room	€17,024	€15,871	€12,805

Mid Price	2017	2016	2015
Room Occupancy	74.8%	74.0%	71.3%
Average Room Rate	€85.26	€78.32	€67.93
RevPAR	€63.77	€57.96	€48.43
Total Revenue per Room	€56,856	€52,886	€47,537
Profit Before Tax per Room	€12,073	€10,745	€9,157

Economy	2017	2016	2015
Room Occupancy	68.3%	66.8%	64.5%
Average Room Rate	€68.43	€61.18	€55.89
RevPAR	€46.74	€40.87	€36.05
Total Revenue per Room	€40,762	€34,314	€31,219
Profit Before Tax per Room	€7,147	€5,549	€4,631



Room rate growth slowing for higher end hotels

Year-on-year average room rate growth is lower in 2017 for luxury and first class hotels than for mid-price and economy hotels.

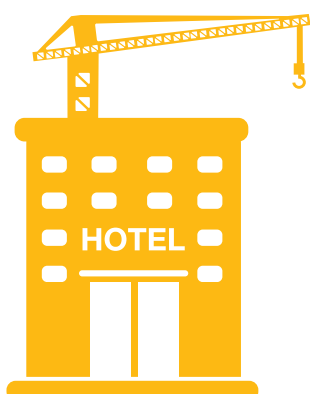
Executive Summary and Highlights

Size

1-49 Rooms	2017	2016	2015
Room Occupancy	68.8%	67.1%	65.8%
Average Room Rate	€86.16	€79.52	€75.45
RevPAR	€59.28	€53.36	€49.65
Total Revenue per Room	€78,071	€72,031	€68,925
Profit Before Tax per Room	€12,019	€10,913	€9,969

50-99 Rooms	2017	2016	2015
Room Occupancy	73.0%	71.9%	69.6%
Average Room Rate	€109.46	€103.12	€90.85
RevPAR	€79.91	€74.14	€63.23
Total Revenue per Room	€76,502	€71,119	€61,885
Profit Before Tax per Room	€14,608	€13,297	€10,988

100+ Rooms	2017	2016	2015
Room Occupancy	78.3%	77.1%	74.8%
Average Room Rate	€117.25	€109.71	€100.22
RevPAR	€91.81	€84.58	€74.96
Total Revenue per Room	€66,569	€61,847	€55,409
Profit Before Tax per Room	€18,366	€16,346	€13,636



Additional rooms urgently required to meet demand

Business case clearly exists for hotels across all size categories to increase room numbers. Expect to see significant activity in hotel extension projects in the coming years.

Crowe
Crowe Ireland



Horwath HTL
Hotel, Tourism and Leisure Consultants



Marine House
Clanwilliam Place
Dublin 2
Ireland

Tel: +353 1 448 2200
Email: info@crowe.ie
Web: www.crowe.ie

Price €200

Crowe Ireland and Horwath HTL are members of Crowe Global, a Swiss verein. Each member firm of Crowe Global is a separate and independent legal entity. Crowe Ireland and Horwath HTL and their affiliates are not responsible or liable for any acts or omissions of Crowe Global or any other member of Crowe Global. This material is for informational purposes only and should not be construed as financial or legal advice.

© 2018 Crowe Ireland