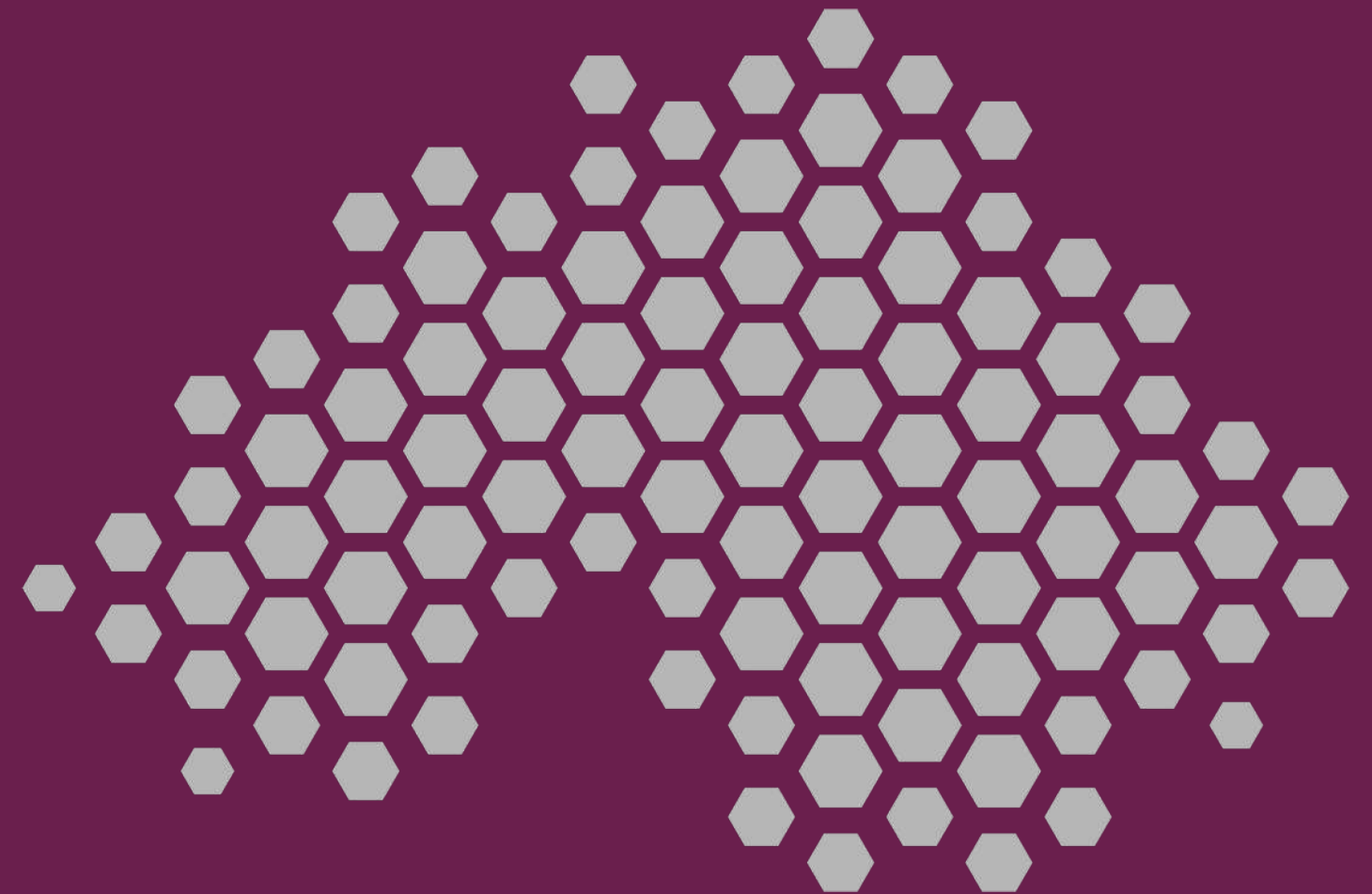
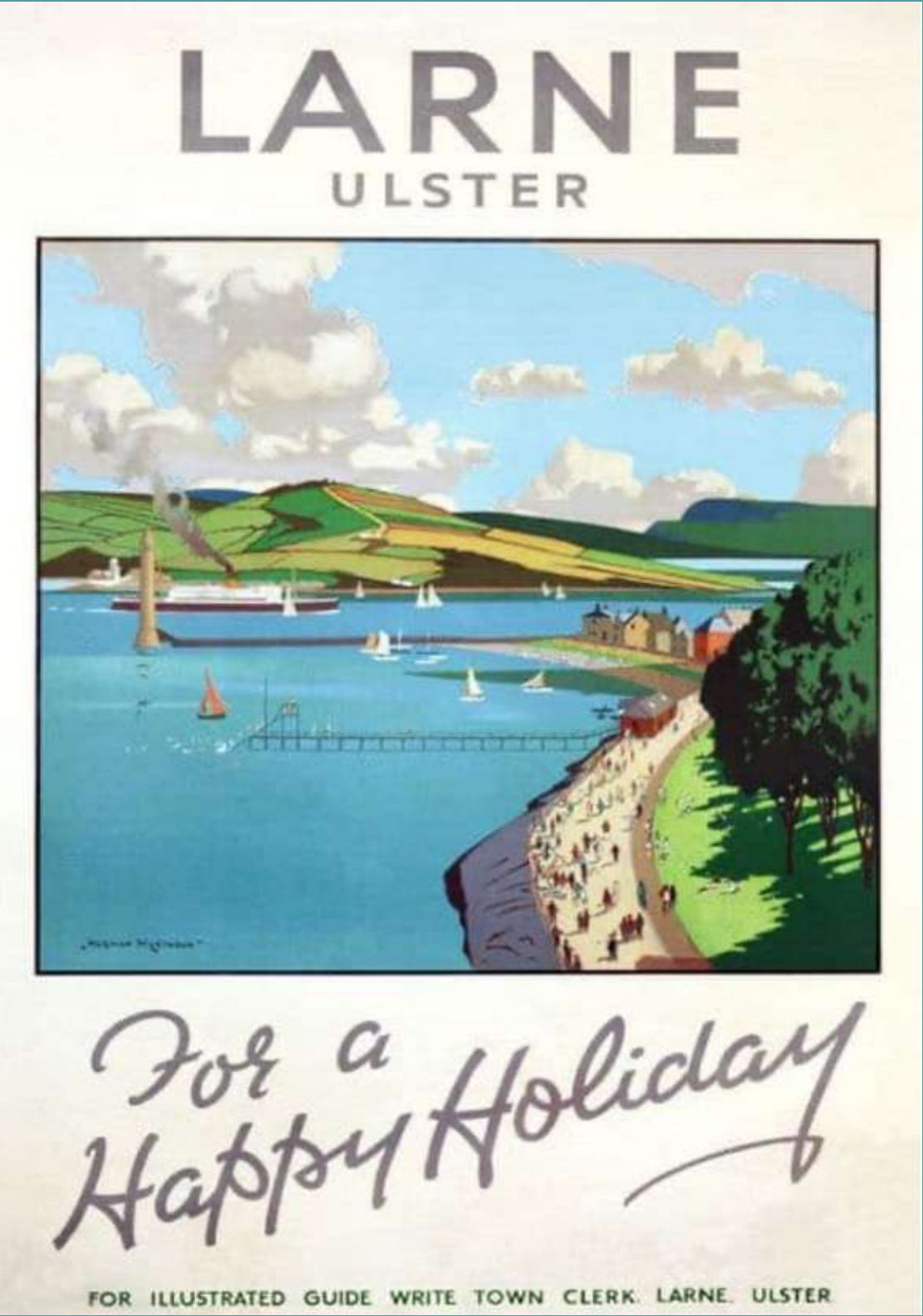




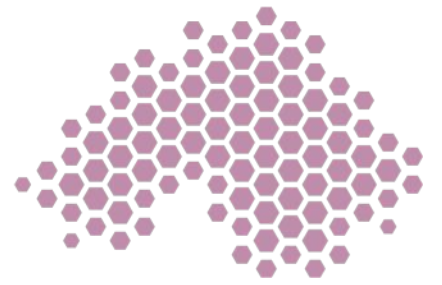
HOTELS 2024

Janice Gault, March 2024





25 YEAR TRANSFORMATION



£1.5 BILLION INVESTED

A transformed hotel landscape with major investment resulting in well vested bedroom stock with a further £300m possible investment by 2027.



9,646 BEDROOMS

Bedroom numbers have almost doubled since 1999 when there were 4,873 rooms in the region. Between new builds, refurbishment and expansion, the market has grown.



65 BEDROOM AVERAGE SIZE

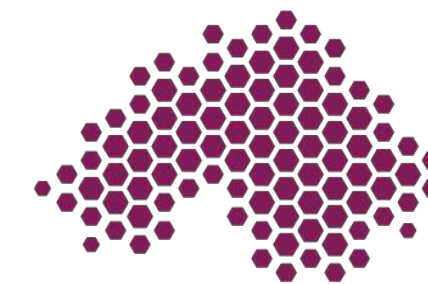
Hotels have become bigger. In 1999, the average hotel had 37 bedrooms, today it has 65 bedrooms. The smallest hotel has 8 bedrooms and the largest has 300.



41% OF ACCOMMODATION

Hotel are the largest provider of accommodation. B&B and Guesthouse products have reduced significantly whereas hotel, guest accommodation & self-catering have grown.

SEISMIC CHANGE

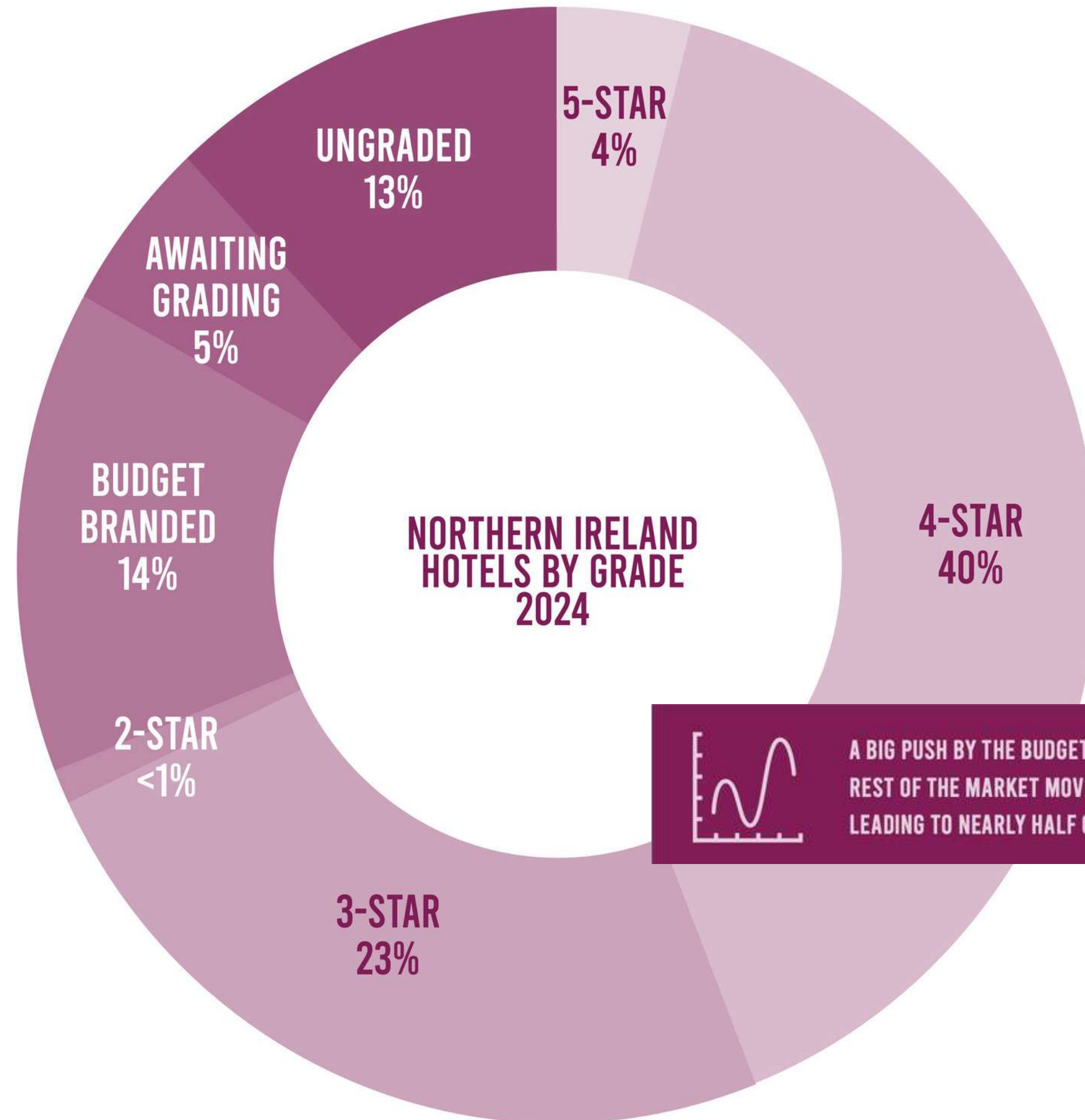
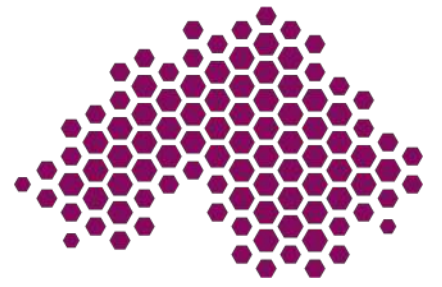


TYPE	PREMISES	ROOMS
Hotels	143	9,646
Guesthouses	66	629
Guest Accommodation	474	2,208
Bed & Breakfast	438	1,484
Self-Catering	3,979	5,055
Bunk Houses	11	30
Hostels	40	505
Campus Accommodation	9	4,143
TOTAL	5,160	23,700

TABLE 1: NORTHERN IRELAND CERTIFIED ACCOMMODATION STOCK BY SECTOR, TOURISM NI

- ▶ SELF CATERING QUADRUPLED
- ▶ B&B'S, GUESTHOUSES DECLINING
- ▶ NEW GUEST ACCOMMODATION
- ▶ HOTEL BEDROOMS DOUBLE

HOTEL MIX

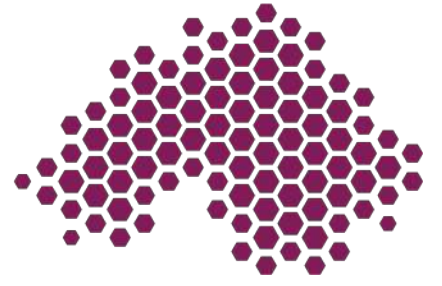


**NORTHERN IRELAND
HOTELS BY GRADE
2024**



A BIG PUSH BY THE BUDGET BRANDS FROM 2003 HAS LED TO THE REST OF THE MARKET MOVING STEADILY UP THE GRADING SCALE, LEADING TO NEARLY HALF OF ROOMS NOW AT 4-STAR OR ABOVE.

HOTEL PERFORMANCE



YEAR	2023	2022	2021	2020	2019	2018
Occupancy (%)	74.4%	71.5%	49.7%	33.2%	70.9%	73.3%
Average Daily Rate	£108.08	£100.15	£93.66	£72.22	£78.26	£79.32
RevPAR	£80.45	£71.63	£46.59	£24.00	£55.54	£58.16

TABLE 3: NORTHERN IRELAND HOTEL PERFORMANCE BY YEAR, STR

THE PIPELINE

A DISRUPTED CHANNEL?



GROWTH 2023-24



2023 GROWTH



2 HOTELS

2% IN 2023



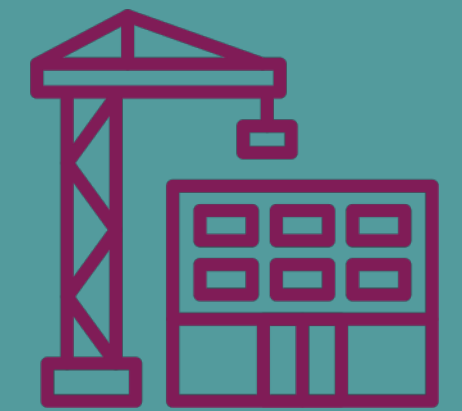
266 BEDROOMS

2024 GROWTH



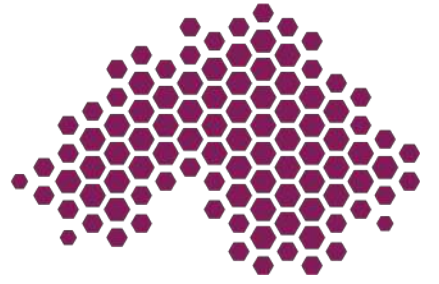
2 HOTELS ?

PROJECTS ON SITE



9 HOTELS

BLURRED LINES



▶ 2024-25 EXPANSION MERGING

▶ £100M INVESTMENT

▶ 9 PROJECTS, 594 ROOMS

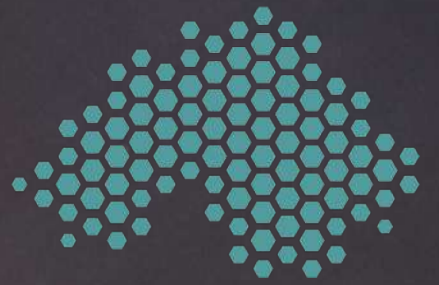
▶ PLANS & CONCEPTS CHANGING

GROWTH ?



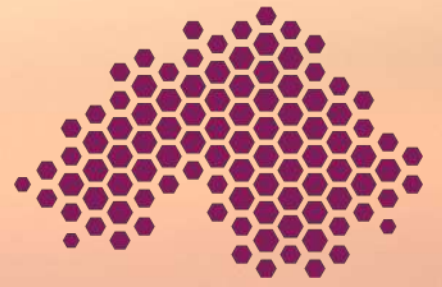
70 PLUS PROJECTS
5,000 BEDROOMS

MEDIUM TERM



- ▶ ACQUISITION FASTER THAN BUILD
- ▶ PROJECTS EVOLVING
- ▶ FINANCIAL CHALLENGES
- ▶ £300M INVESTMENT BY 2027

FUTURE EXPANSION



▶ GROWTH WILL HAPPEN

▶ 20% OF PROJECTS PROCEED?

▶ MIXED ACCOMMODATION SITES

▶ EVERYTHING IS FOR SALE!

TRENDS



MIXED
ACCOMMODATION



APARTHOTELS
SUITES, LODGES

SIZE

BRANDS

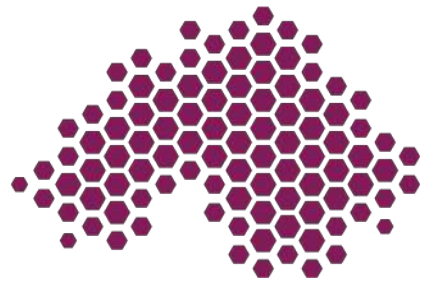
HISTORIC CONVERSIONS

IN-HOUSE DINING

URBAN CONCENTRATION

RESORTS

THE 2024 SNAPSHOT



POLITICAL STABILITY

The return of the Executive has been well received with a new positivity apparent as local issues are resolved, and budgetary challenges are addressed.



LIMITED GROWTH

Bedroom numbers not likely to increase greatly in 2024, although 9 projects are on site; it would appear that less than 200 new rooms may come on stream.



STRONG DEMAND

2023 saw good trading with growth across all KPI's. Anecdotal report suggest a return of overseas visitors, a better performance in business tourism and events.



£100M INVESTMENT

The sector is still a source of strong investment with over £100m in new projects plus refurbishment and expansion plans. This should rise as new projects come on stream.

HOTELS 2024

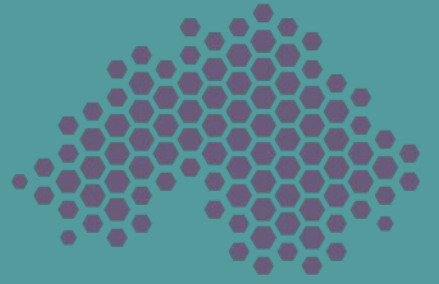


▶ COST CONTROL

▶ SKILLS & STAFFING

▶ RAISING FINANCE

▶ PROTRACTED PLANNING



THANK YOU!

