



What are the numbers telling us?

Irish Hospitality Update

RECHARGE 2024

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STR is the leader in data benchmarking, analytics and marketplace insights for the global hospitality industry.

STR is part of CoStar Group, Inc. (NASDAQ: CSGP), a member of the S&P 500 & NASDAQ 100.

39

years of partnership
with the industry

80K

participating
hotels around
the world

10.5M

Rooms in our
global sample

78%

of branded
rooms globally

Powered by CoStar technology

The powerful combination of CoStar and STR Benchmarking provides visibility into the full hotel lifecycle from acquisition to operations to divestment.

- Top-Line Historical Metrics
- Forward-Looking Data
- P&L Intelligence
- Inventory and Pipeline
- Transactions
- Commercial Real Estate Intelligence
- Detailed Analytics and Visualizations





Improve your performance

Through multiple data sets and advanced analytics, users can determine their most profitable business mix, forecast and budget with confidence, identify opportunities and implement strategies to combat losses.



Measure your success

High-frequency data allows users to compare performance against multiple industry segments and Competitive Sets, which can be configured in real-time.

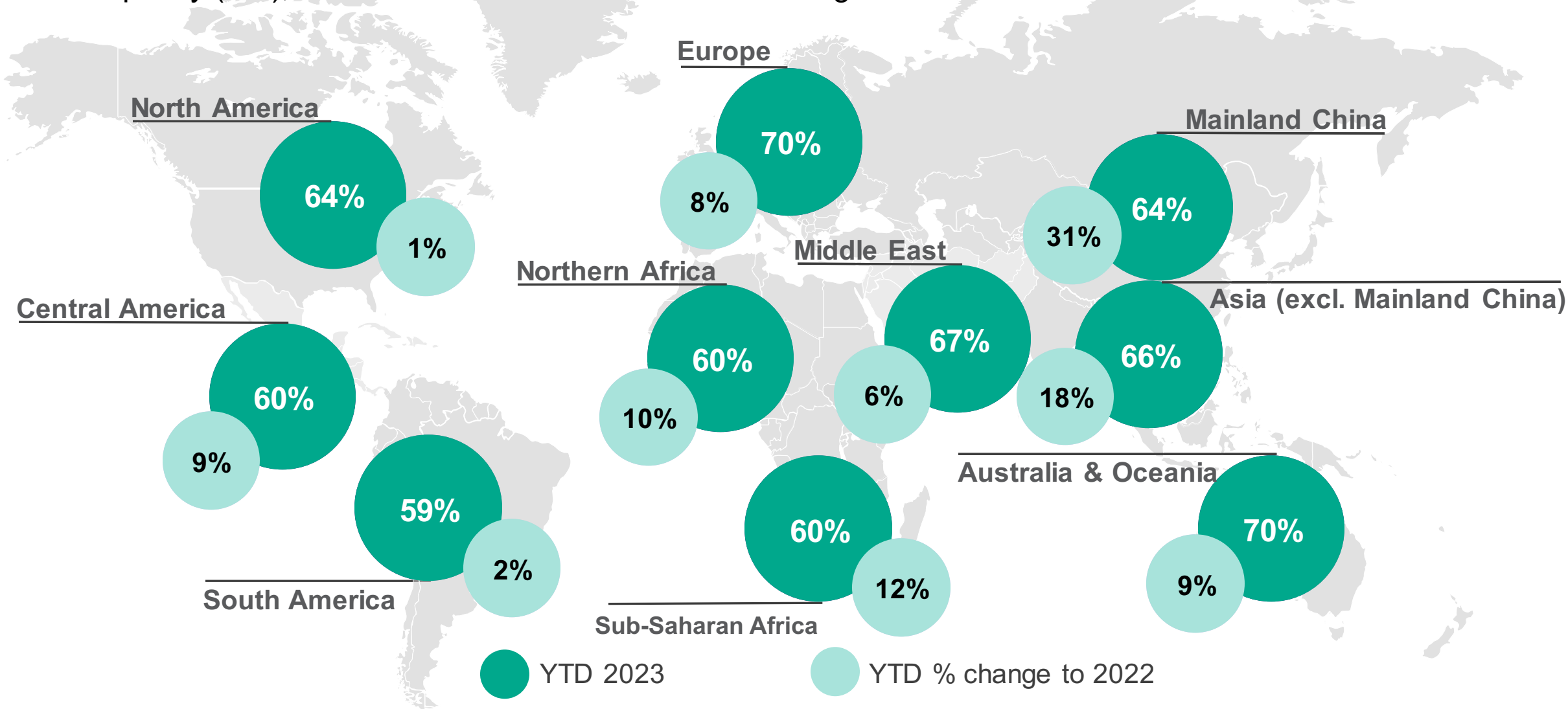


Control your data—and who can access it

Through dynamic self-management functionality, company representatives can manage Competitive Sets in real-time and easily provision licenses and levels of user access.

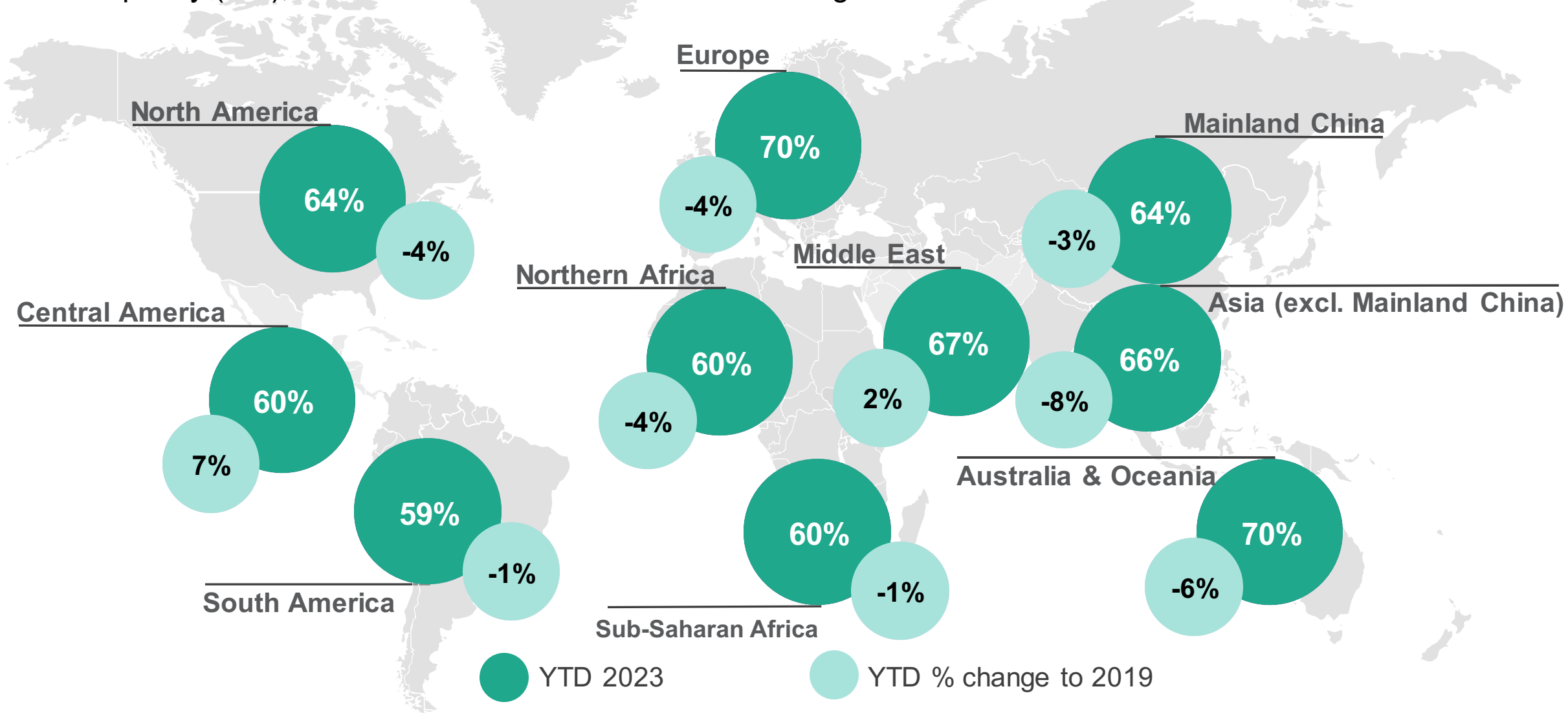
70% of all rooms in Europe were sold YTD November 2023...

Occupancy (Std), November YTD 2023 and YTD % change to 2022



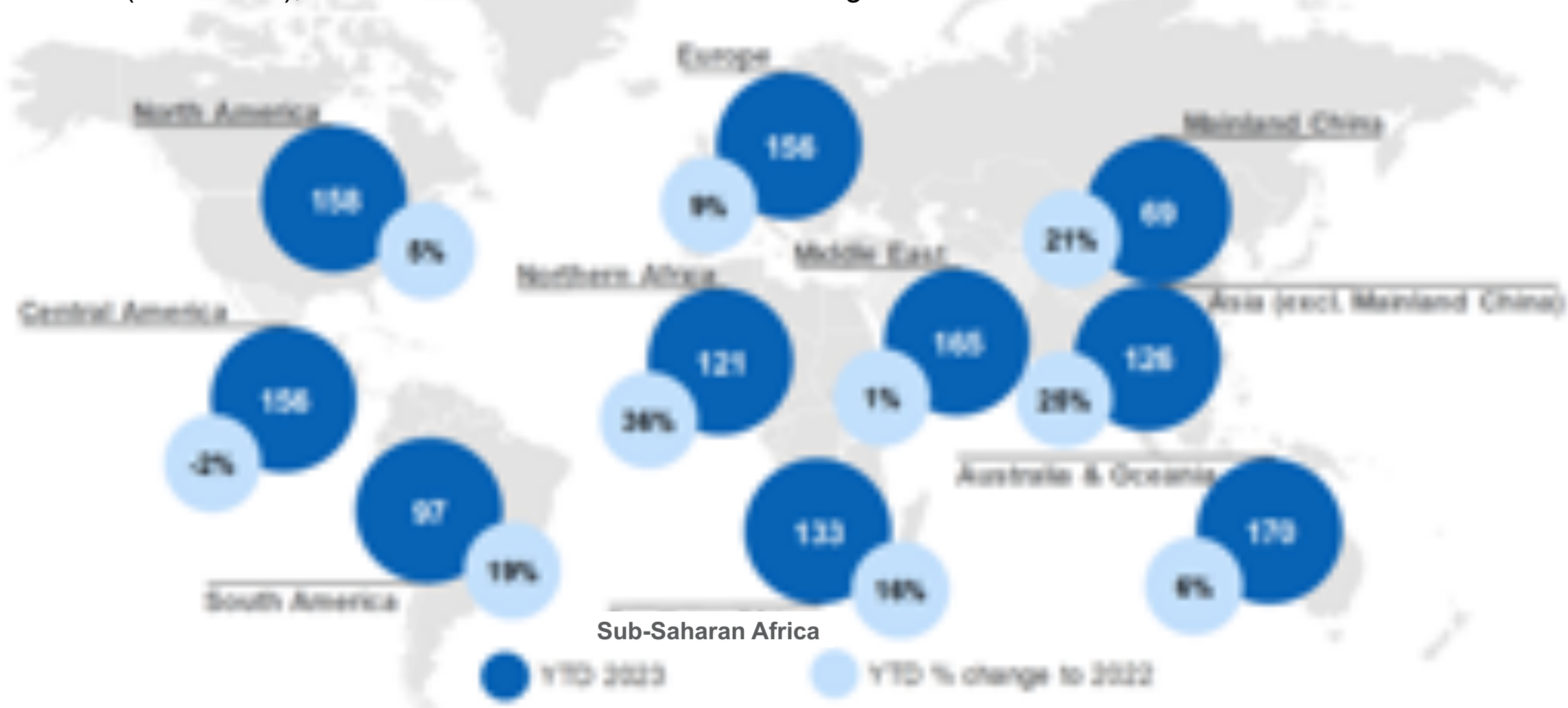
Leaving occupancy largely recovered to 2019 levels

Occupancy (Std), November YTD 2023 and YTD % change to 2019



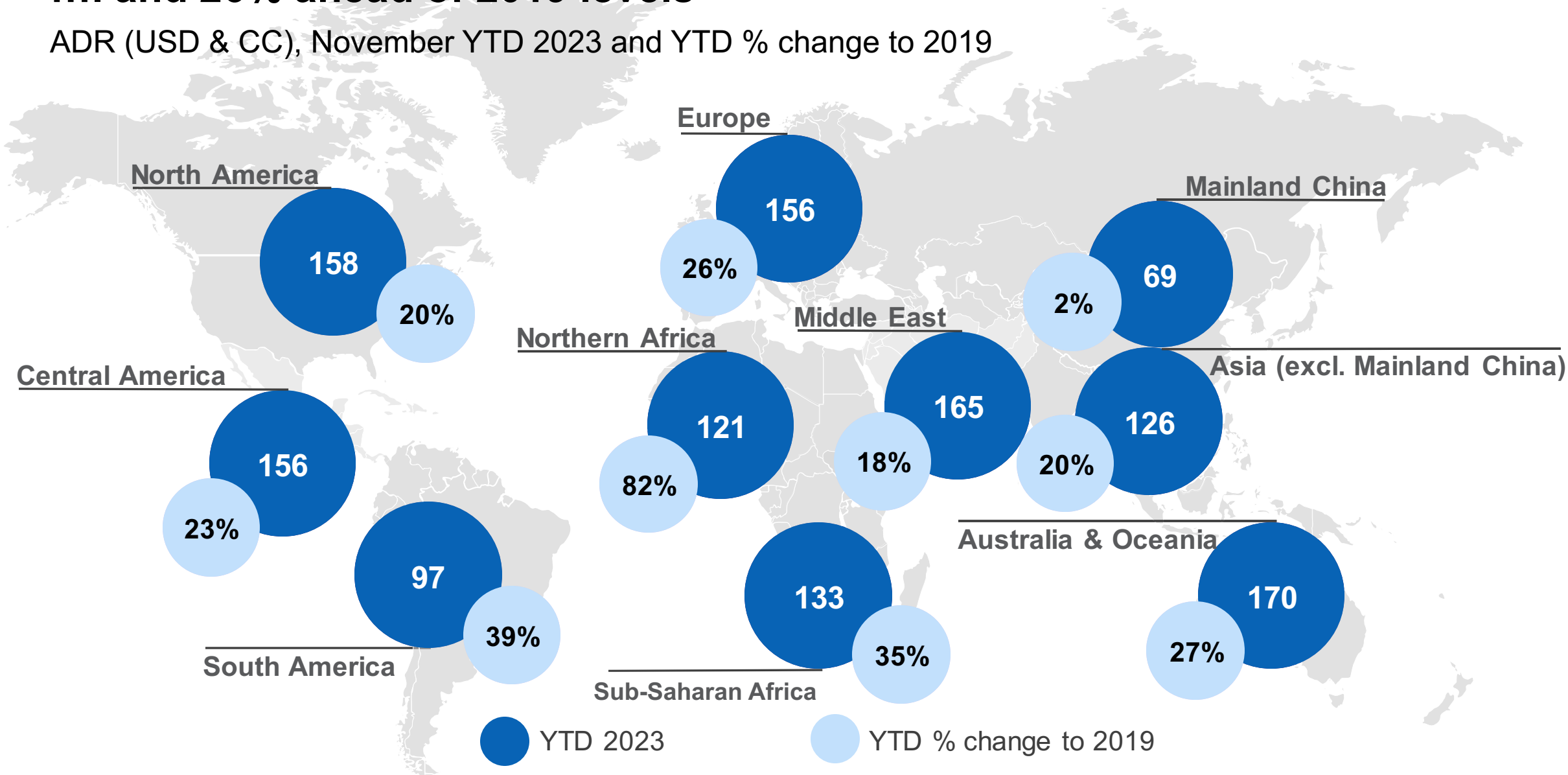
European ADR in 2023 YTD is 9% ahead of 2022 levels

ADR (USD & CC), November YTD 2023 and YTD % change to 2022



.... and 26% ahead of 2019 levels

ADR (USD & CC), November YTD 2023 and YTD % change to 2019





STR



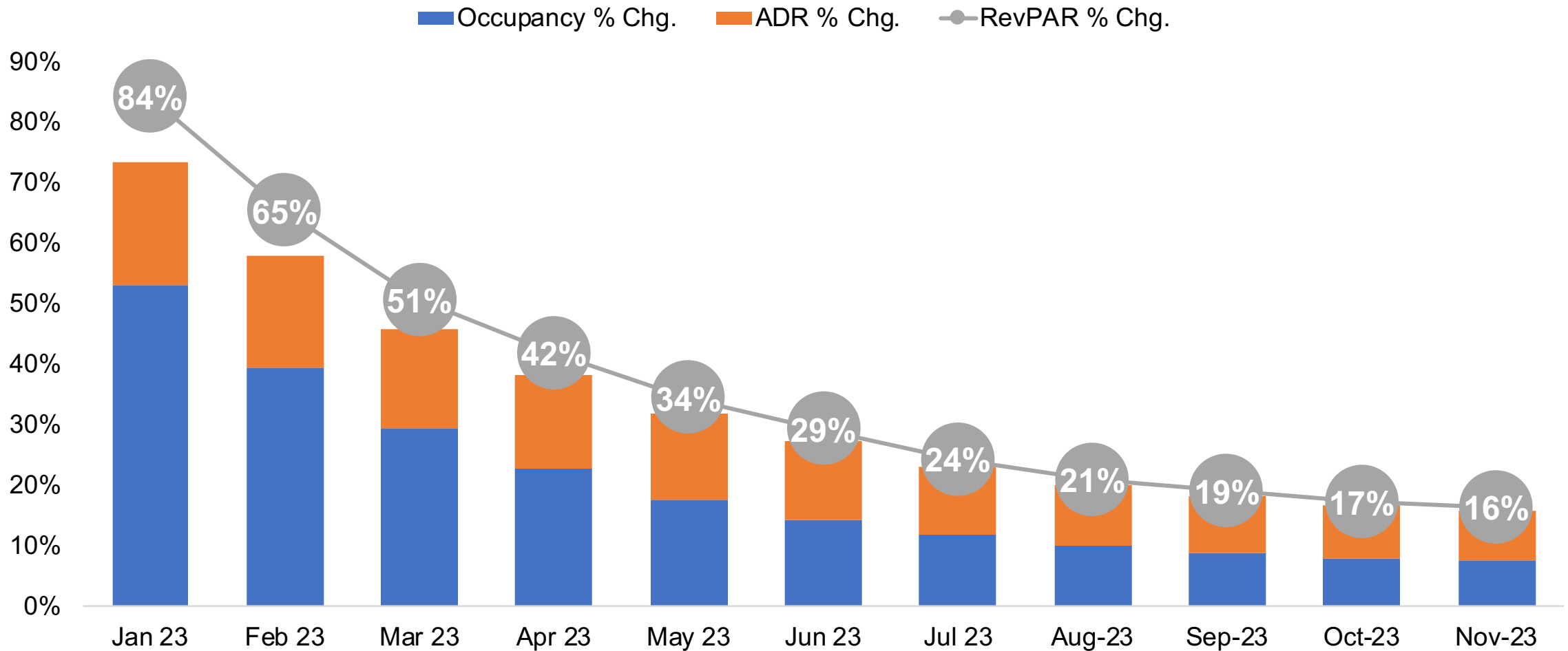
CoStar™

Europe



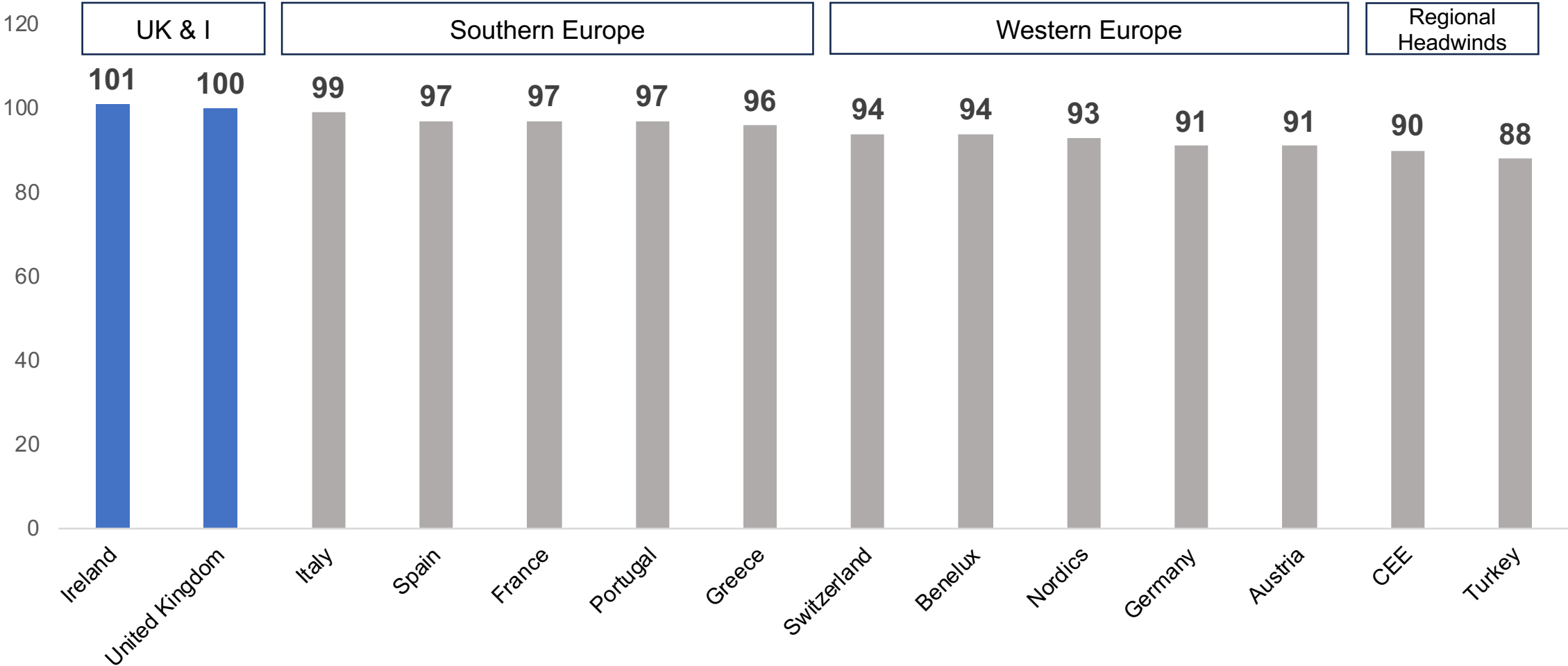
Compared to 2022, Occ still growing, ADR growth still ahead of inflation

Europe, KPI % change YoY, January 2023 – November 2023



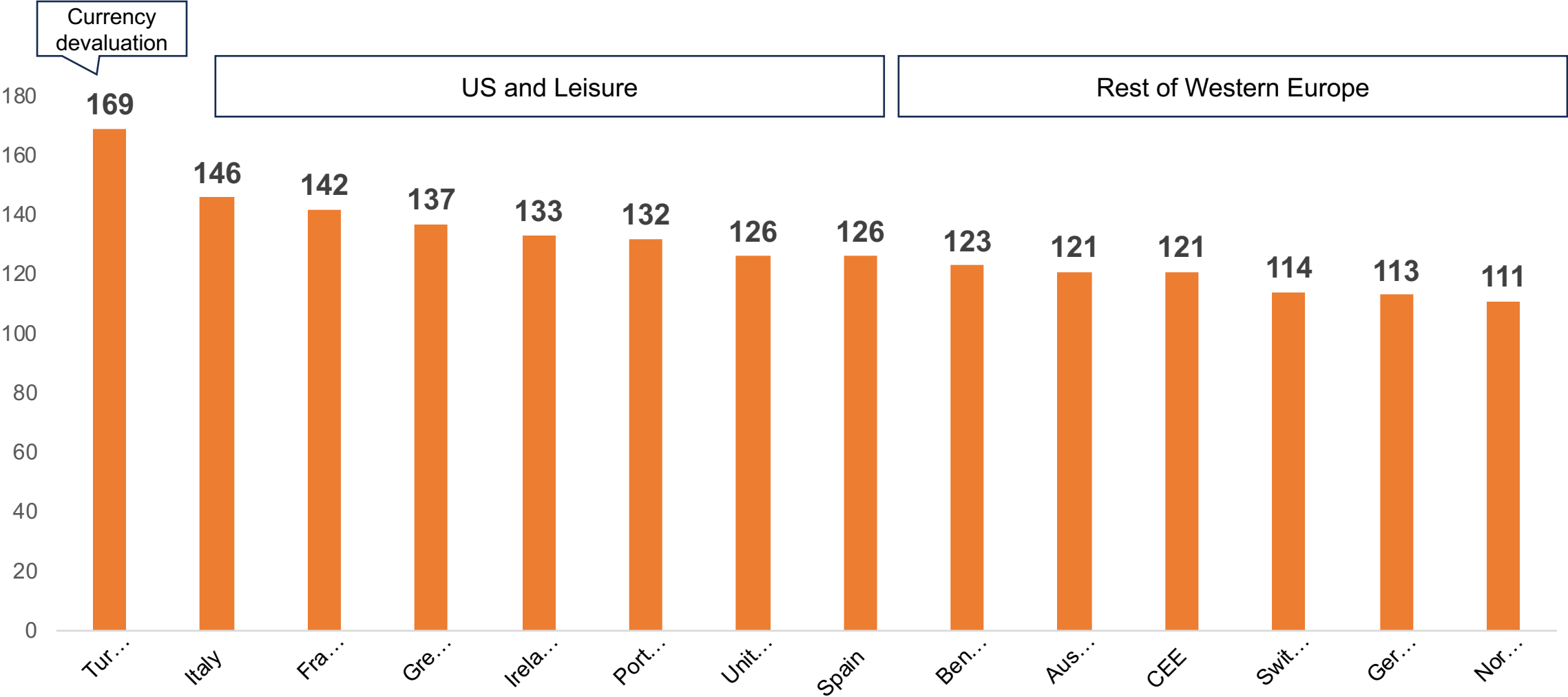
Is Ireland a lucky 4-leaf clover ? Other countries close behind

Occupancy, indexed to 2019, November YTD 2023



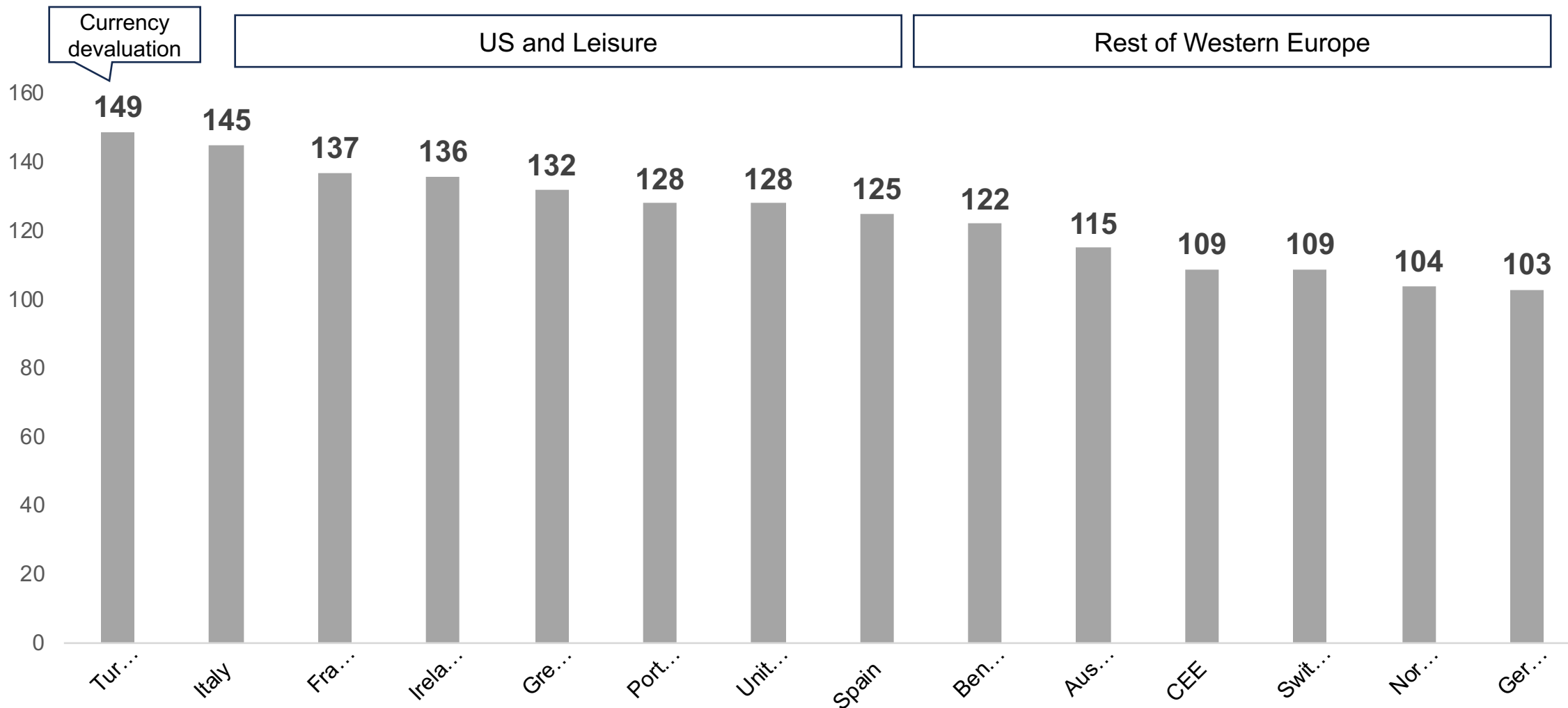
Americans felt like a million bucks and Europe gladly welcomed them

ADR, indexed to 2019, November YTD 2023



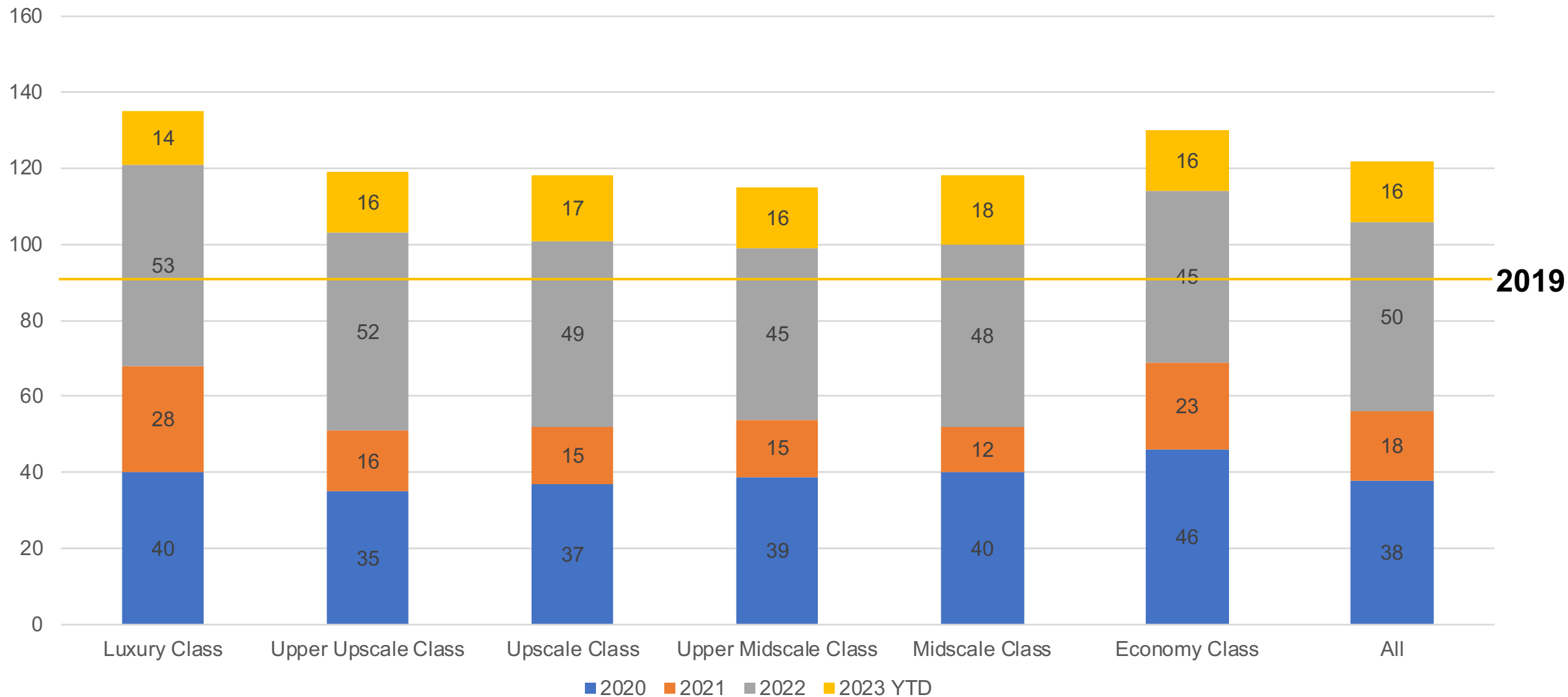
Big or small everyone is a winner surpassing 2019 levels

RevPAR, indexed to 2019, November YTD 2023



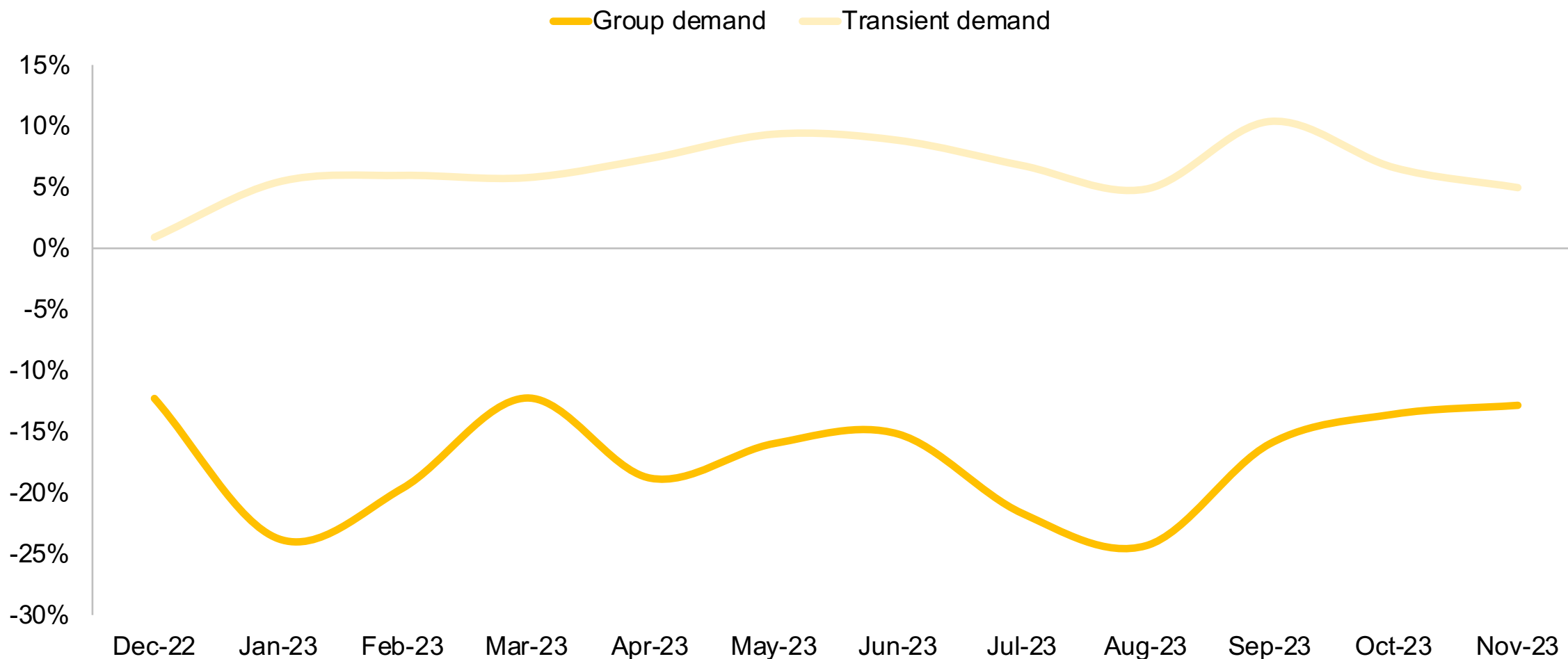
Luxury and economy delivering relatively higher RevPAR growth vs '19

Europe, RevPAR (EUR) indexed to 2019, 2020 – 2022 annual; 2023 YTD



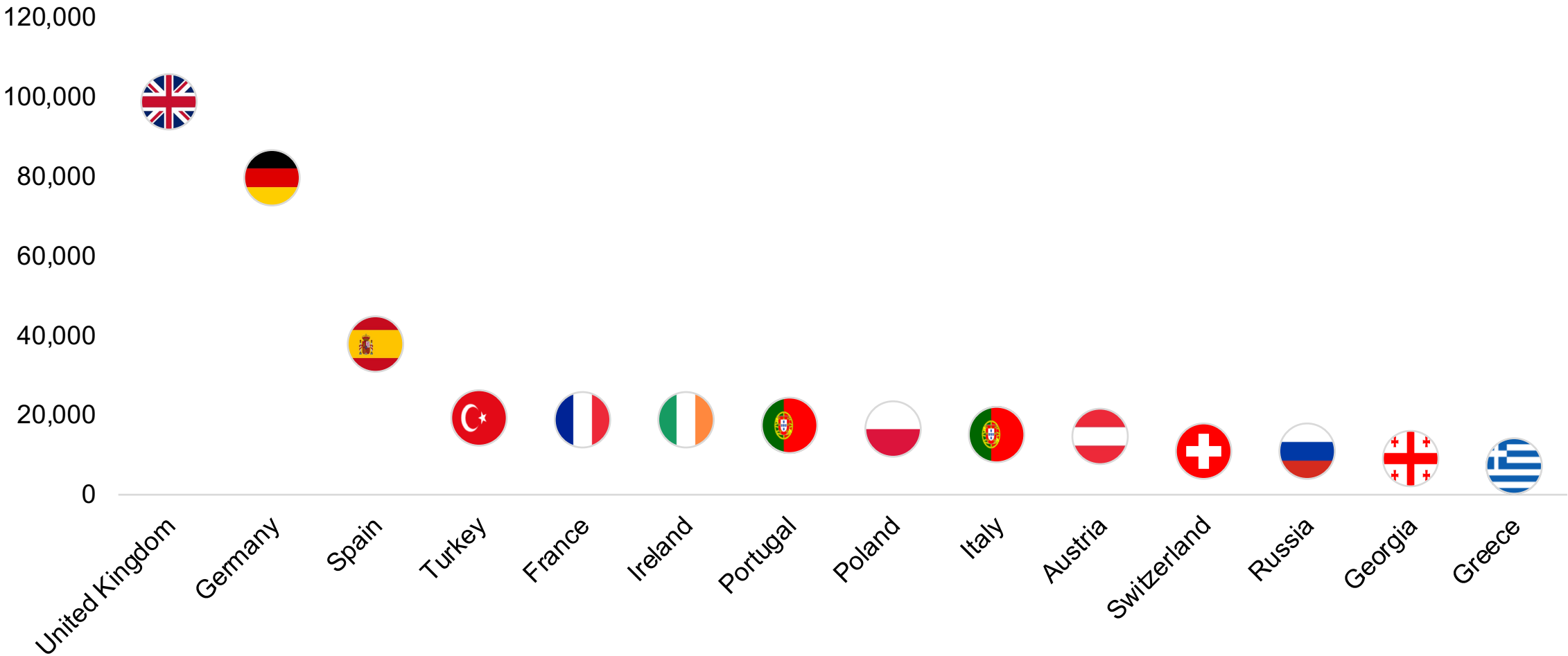
.. and group demand still 13% below 2019 levels, but expected to recover

Europe, demand % chg. To 2019, December 2022 – November 2023



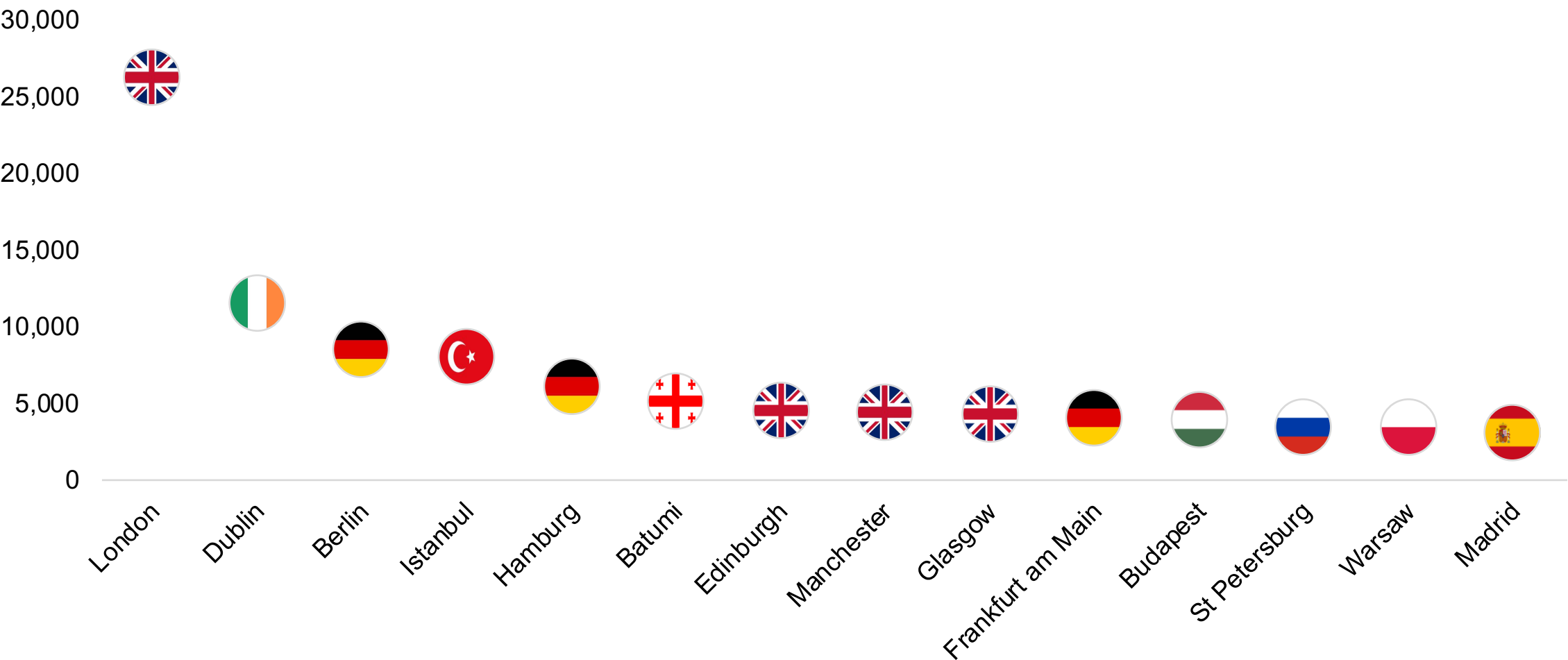
The UK continues to have the largest pipeline in Europe

European countries, Rooms in the pipeline, November 2023



London, Dublin, and Berlin have the largest pipelines

European cities, Rooms in the pipeline, November 2023



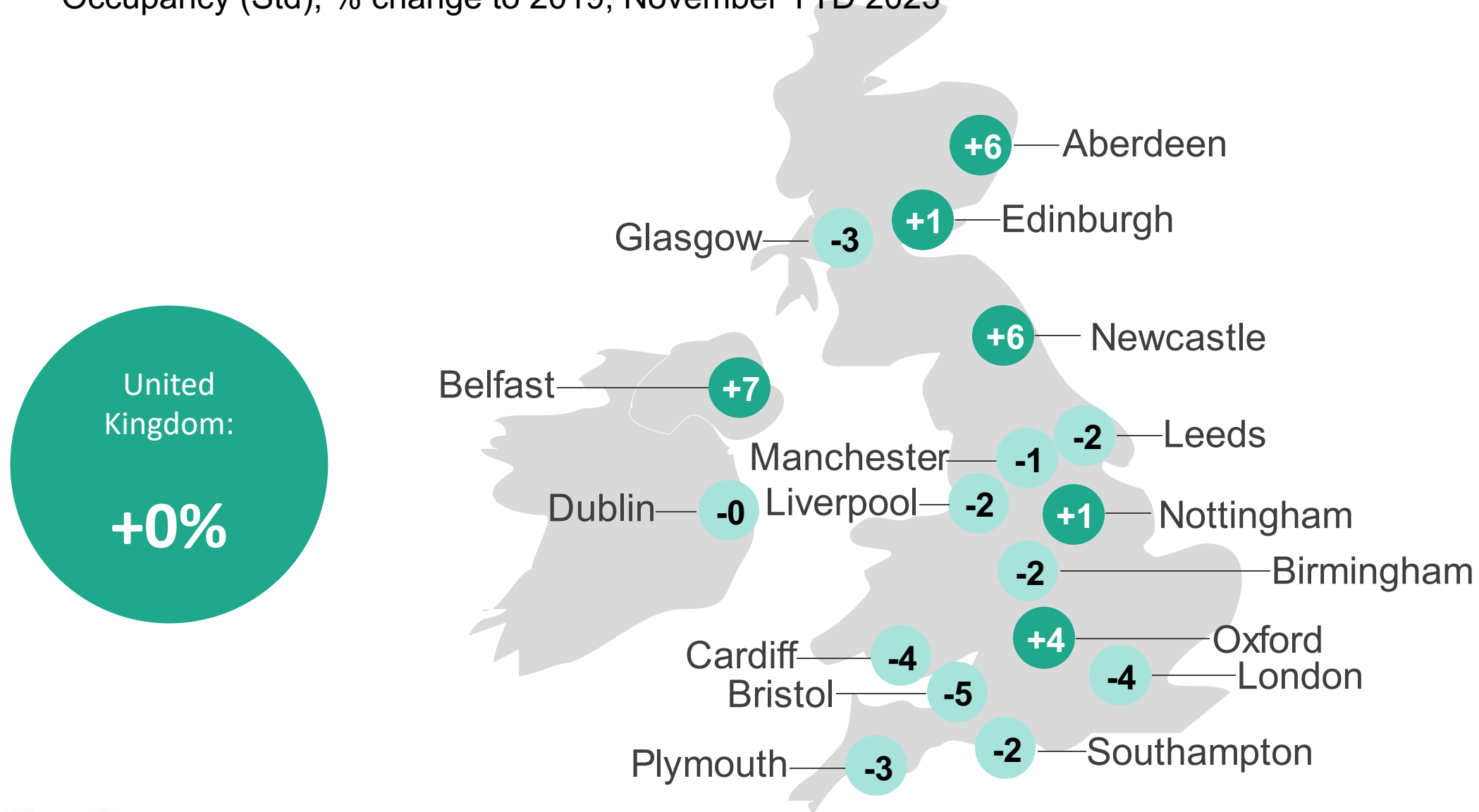


UK & Ireland



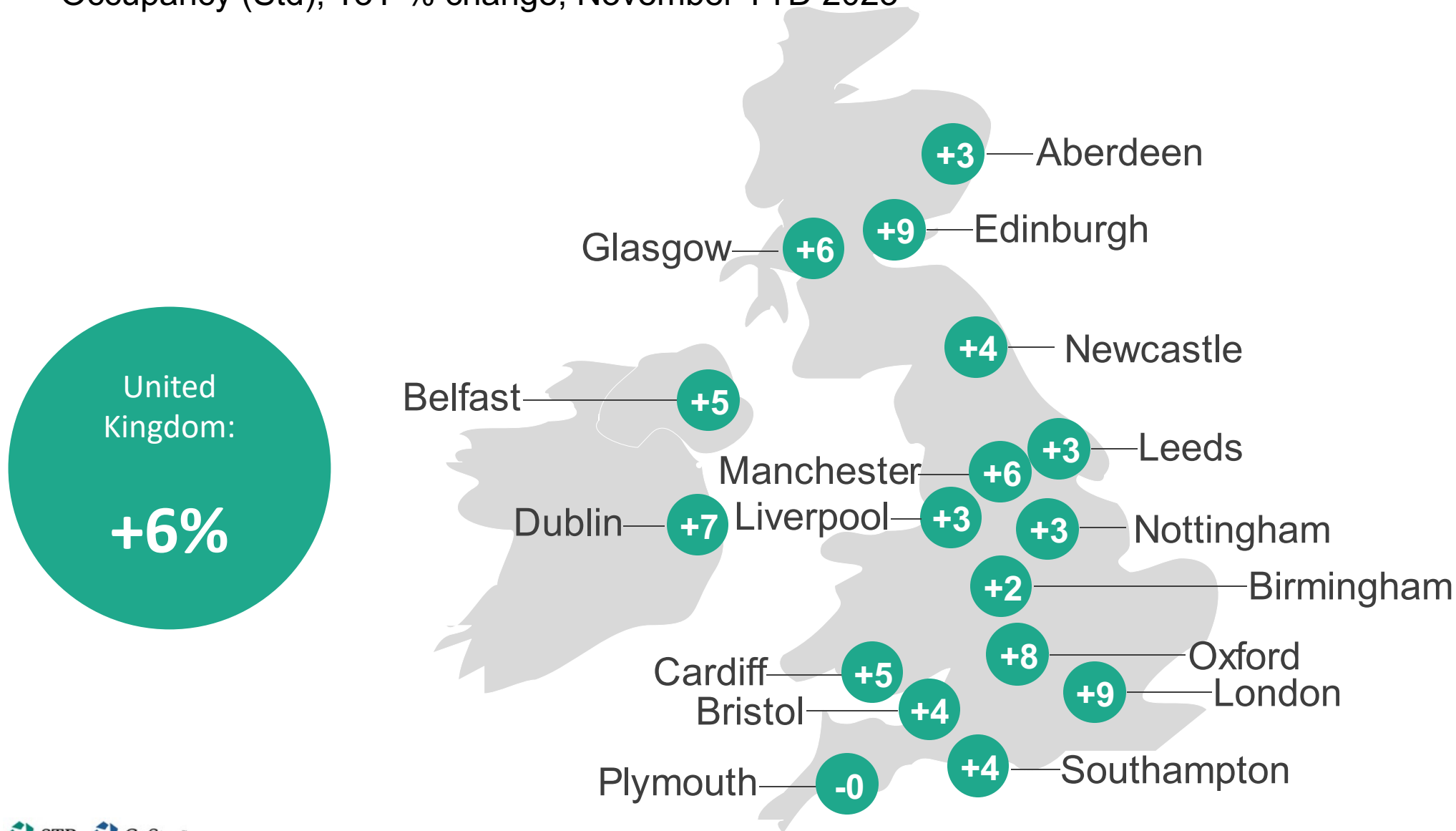
More markets fully recovered or only just behind

Occupancy (Std), % change to 2019, November YTD 2023



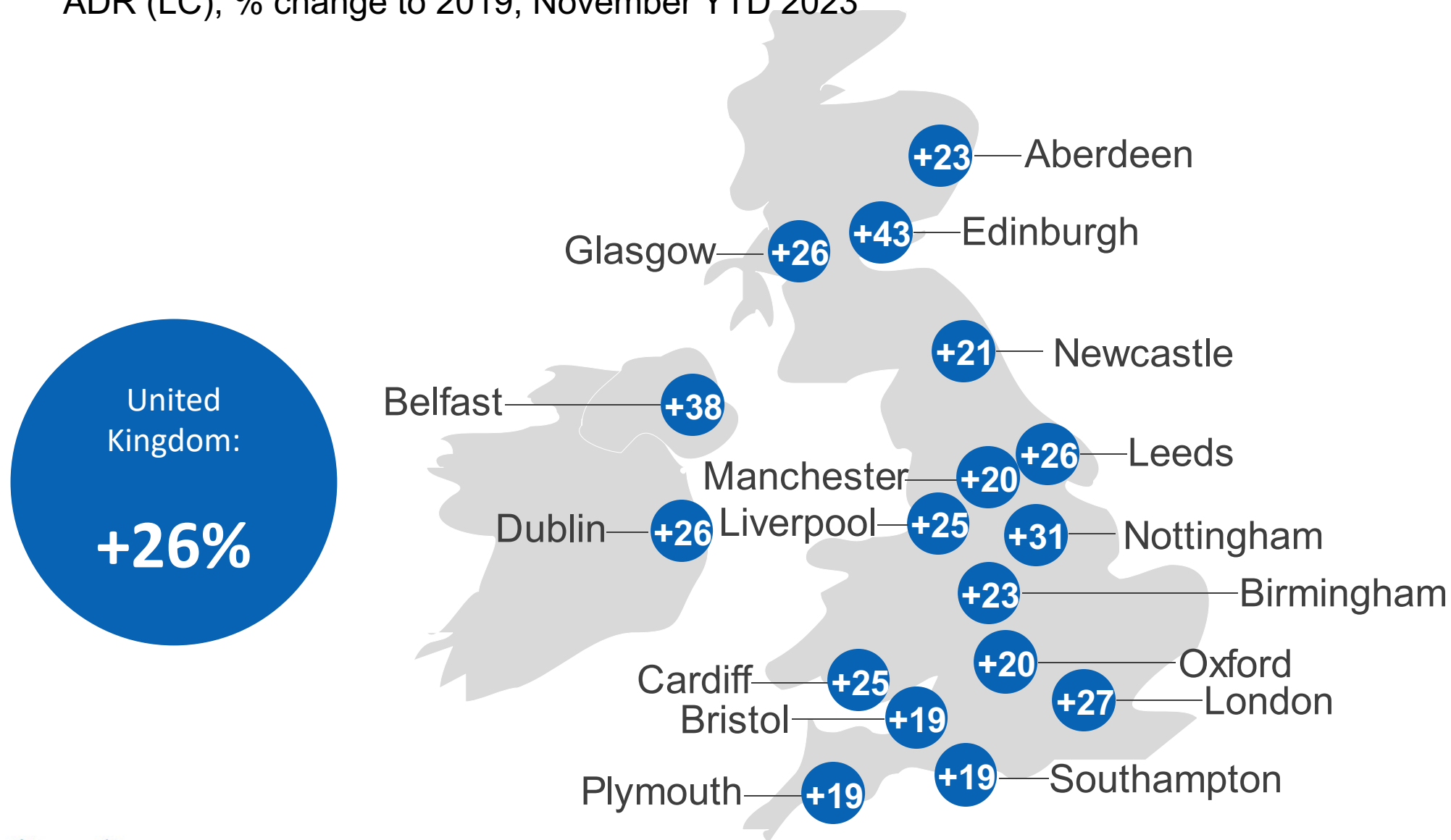
Ireland Occupancy in line with UK for Occupancy

Occupancy (Std), YoY % change, November YTD 2023



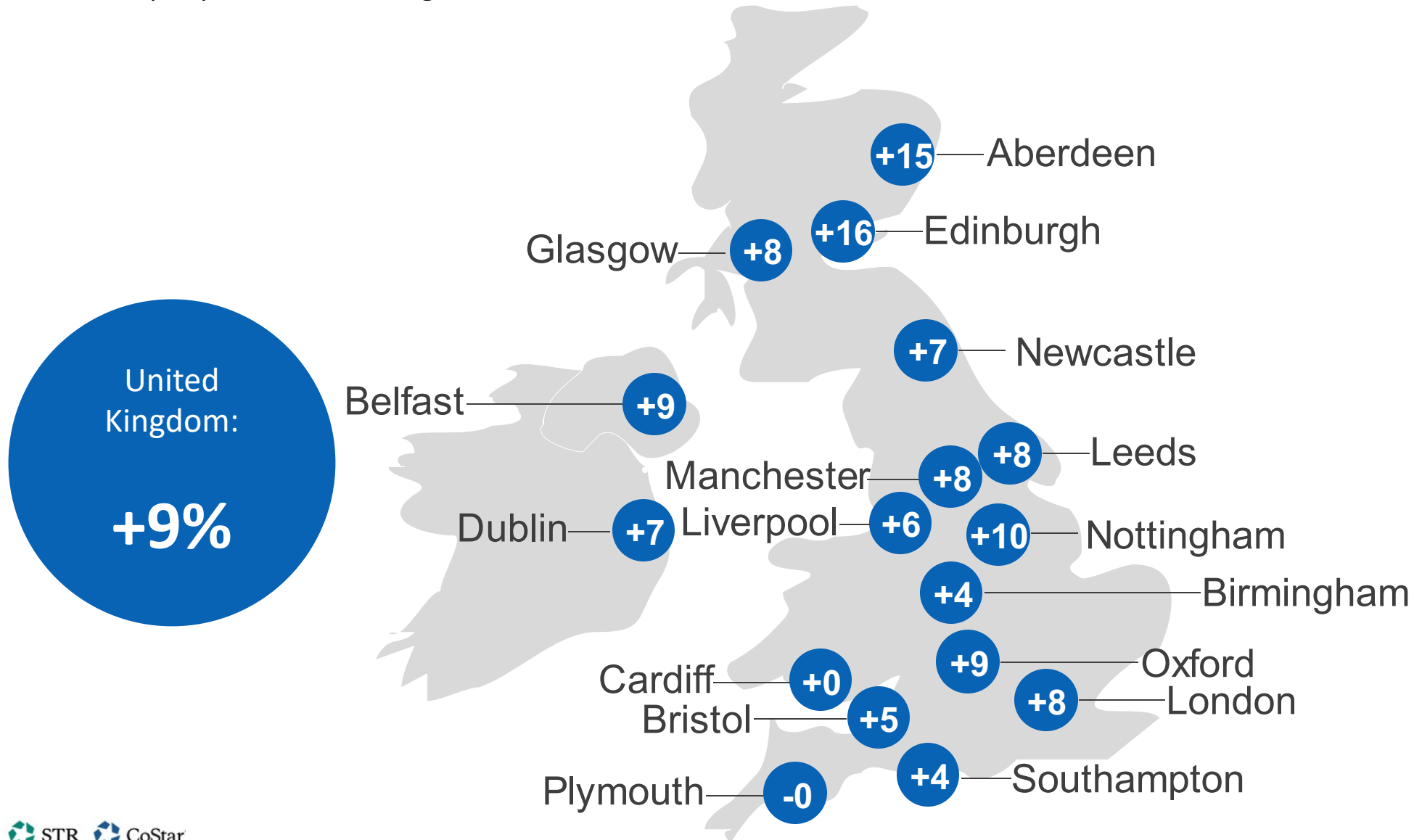
Familiar ADR patterns

ADR (LC), % change to 2019, November YTD 2023



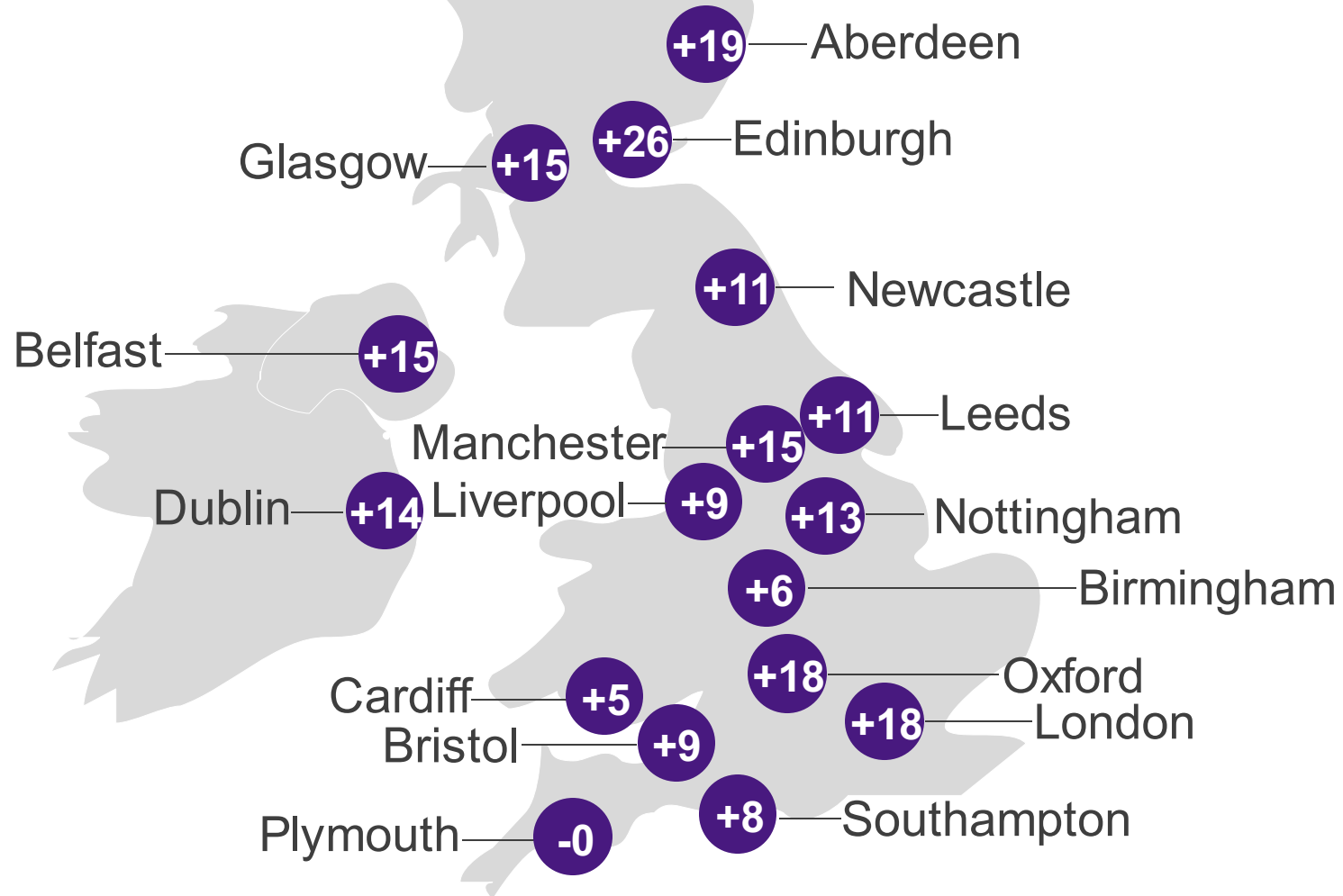
UK&I Rate growth is slightly more tempered

ADR (LC), YoY % change, November YTD 2023



A combination against last year means operators are happy?

RevPAR (Std & LC), YoY % change, November YTD 2023

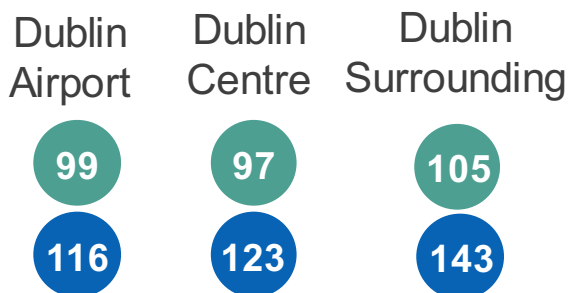


Full occupancy recovery still lags albeit nominally in some submarkets

Irish markets Occupancy (Std) and ADR (LC), indexed to 2019, October YTD 2023

Northern Ireland
OCC:
104

Northern Ireland
ADR:
137

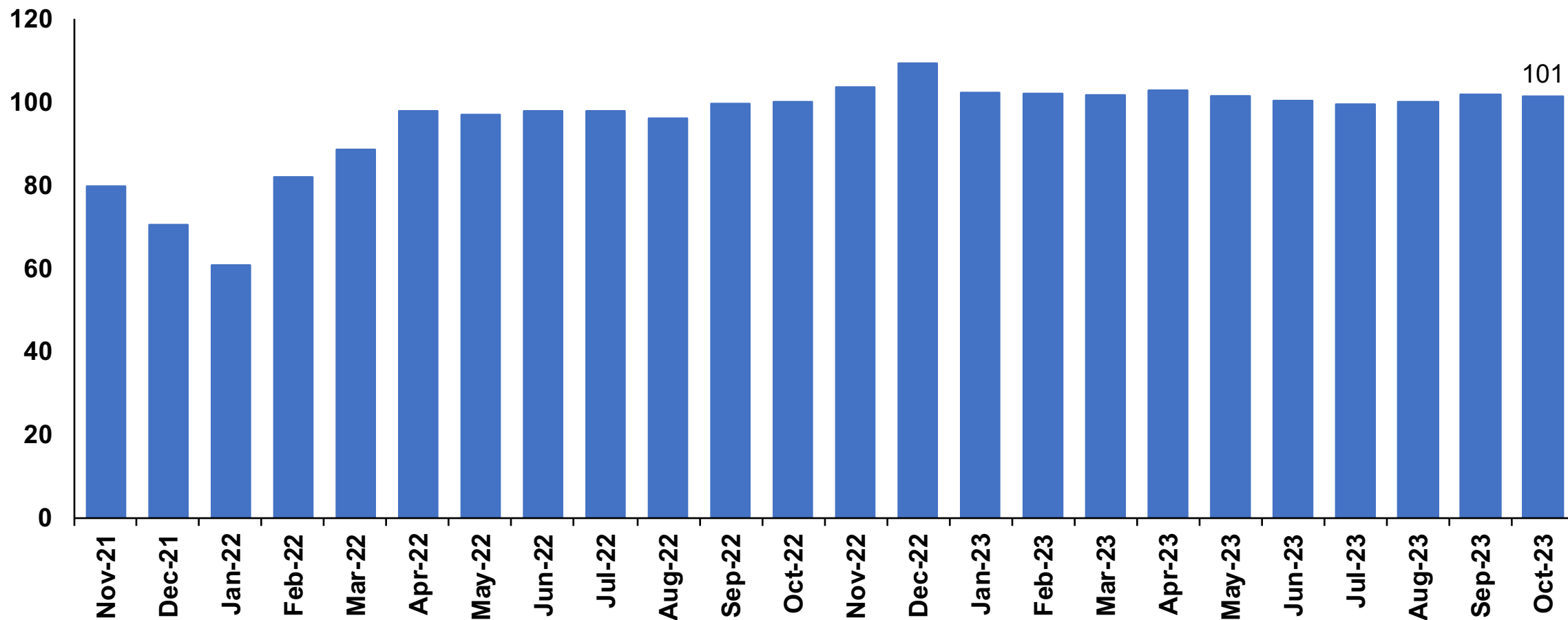


Republic of Ireland
OCC:
101

Republic of Ireland
ADR:
133

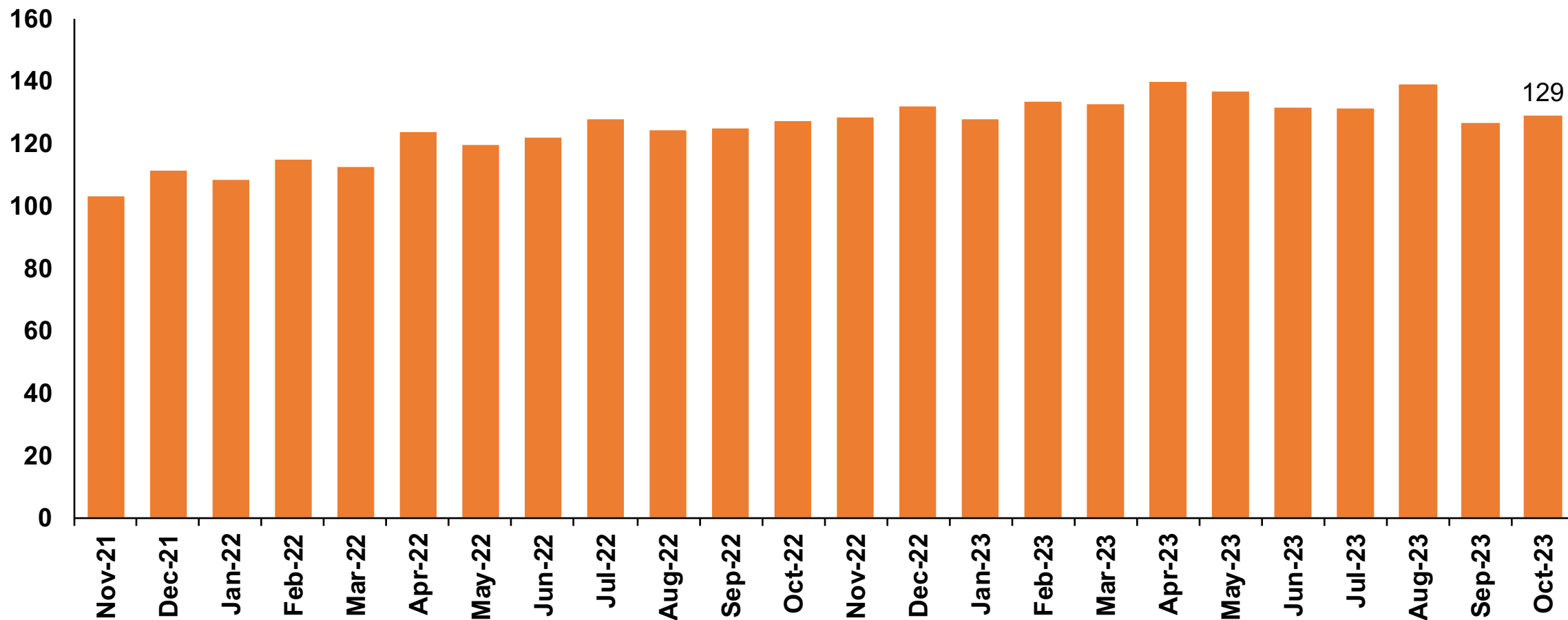
Occupancy was fully recovered & growing since Sept '22, July '23 slowed

Ireland Occupancy indexed to 2019, Nov 2021 – Oct 2023



ADR has been fully recovered and growing since November 2021

Ireland ADR indexed to 2019, Nov 2021 – Oct 2023



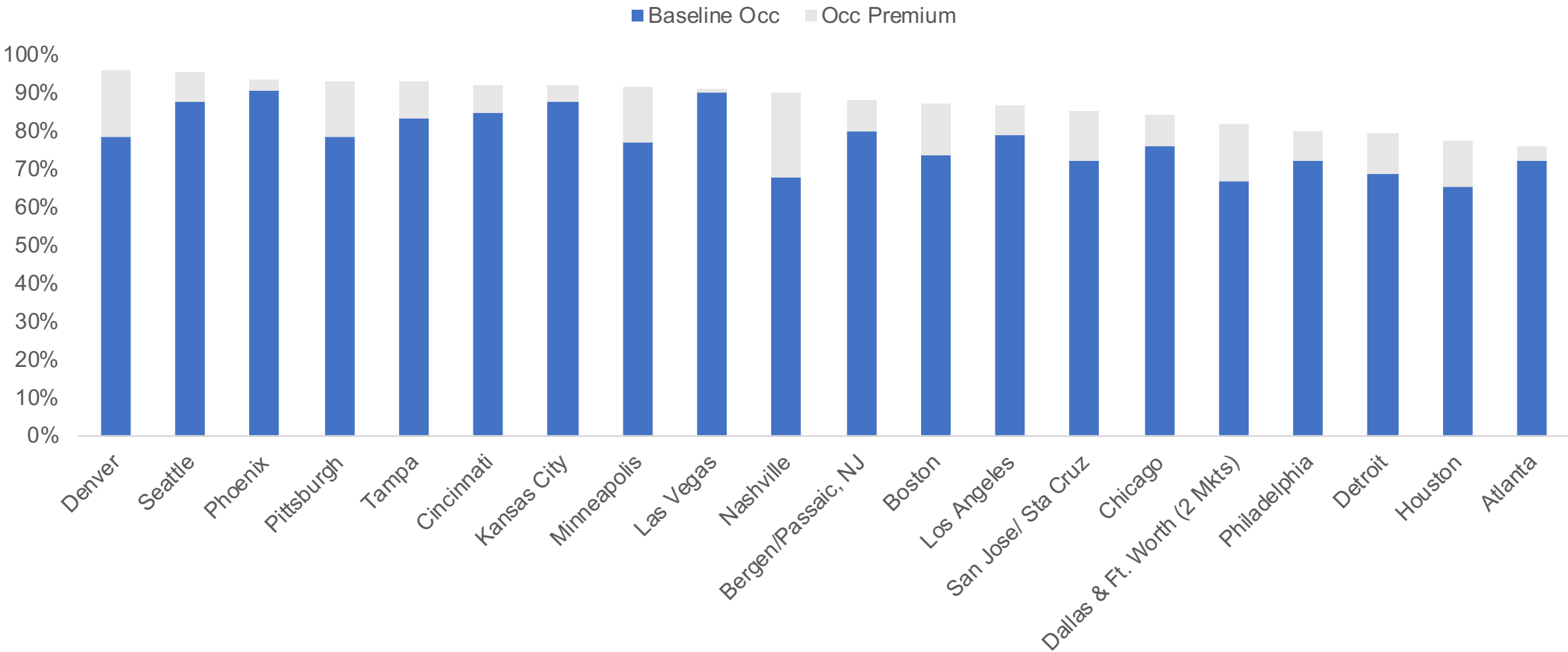
Taylor Swift is helping to fill the “blank space” in occupancy

Taylor Swift, Occupancy on the books for Dublin as at.

Date	12 months out	9 months out	6 months out	3 months out	1 month out	Week prior	Actualised
Occ for the 28-30 th June 2024	14%	38%	?	?	?	?	?

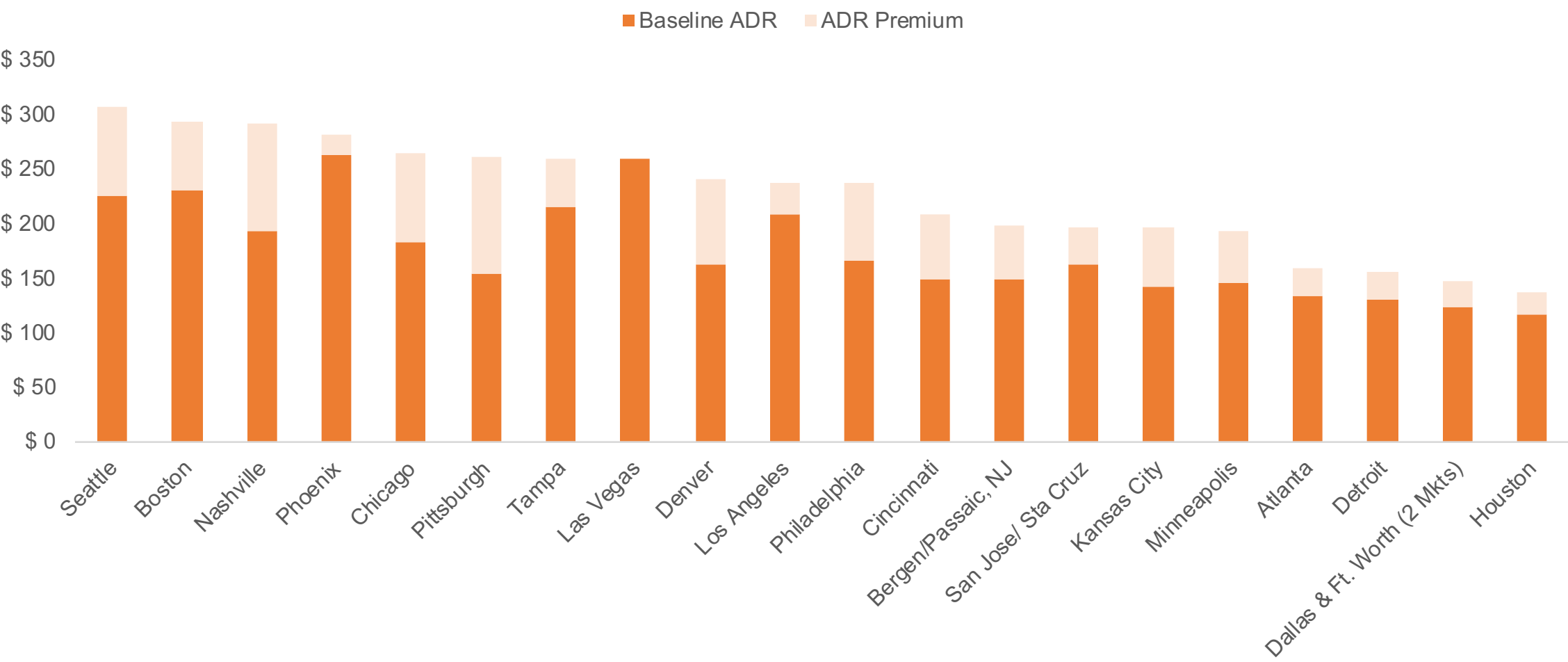
Can we expect a premium?

Occupancy, Taylor Swift Concert Performance with Lift from Normal



Likely yes on rate

ADR (USD), Taylor Swift Concert Performance with Lift from Normal



Football fans or Swifties?

UEFA Europa League Final, Occupancy on the books for Dublin as at.

Date	12 months out	9 months out	6 months out	3 months out	1 month out	Week prior	Actualised
Occ for the 22 nd May 2024	28%	51%	63%	?	?	?	?

Notre Dame v Navy weekend had 40% BOB a year out

Dublin Notre Dame vs Navy, Occupancy on the books as at dates and actualised occupancy, 26th August 2023

Date	as at 5th Sep 22	as at 6th of Feb 23	as at 1st May 23	as at 26th Jun 23	as at 24th Jul 23	as at Aug 21 st 23	Actualised
Occ for the 26 th Aug 2023	40%	74%	89%	92%	95%	99%	99%

Some of the top luxury ADR performers in 2023 include:

ADR, EUR (Local Currency) % Change to 2019, October YTD 2023

Dubai

€158 +19%

Paris

€339 +56%

London

€223 +27%

New York

€266 +19%

Singapore

€228 +24%

Dublin

€184 +27%

Some of the top luxury ADR performers in 2023 include:

Luxury ADR, EUR (Local Currency) % Change to 2019, October YTD 2023

Dubai

€258 +25%

Paris

€817 +72%

London

€511 +34%

New York

€472 +26%

Singapore

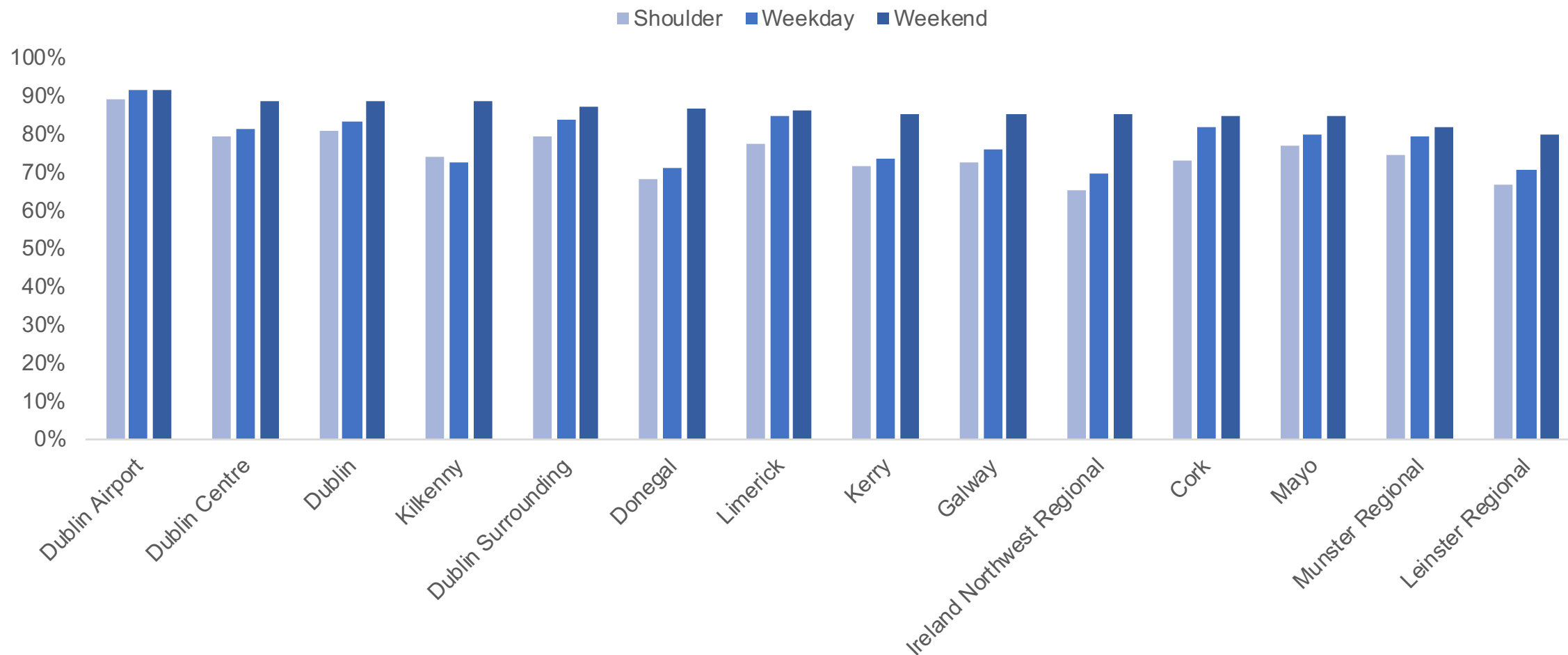
€388 +22%

Dublin

€330 +29%

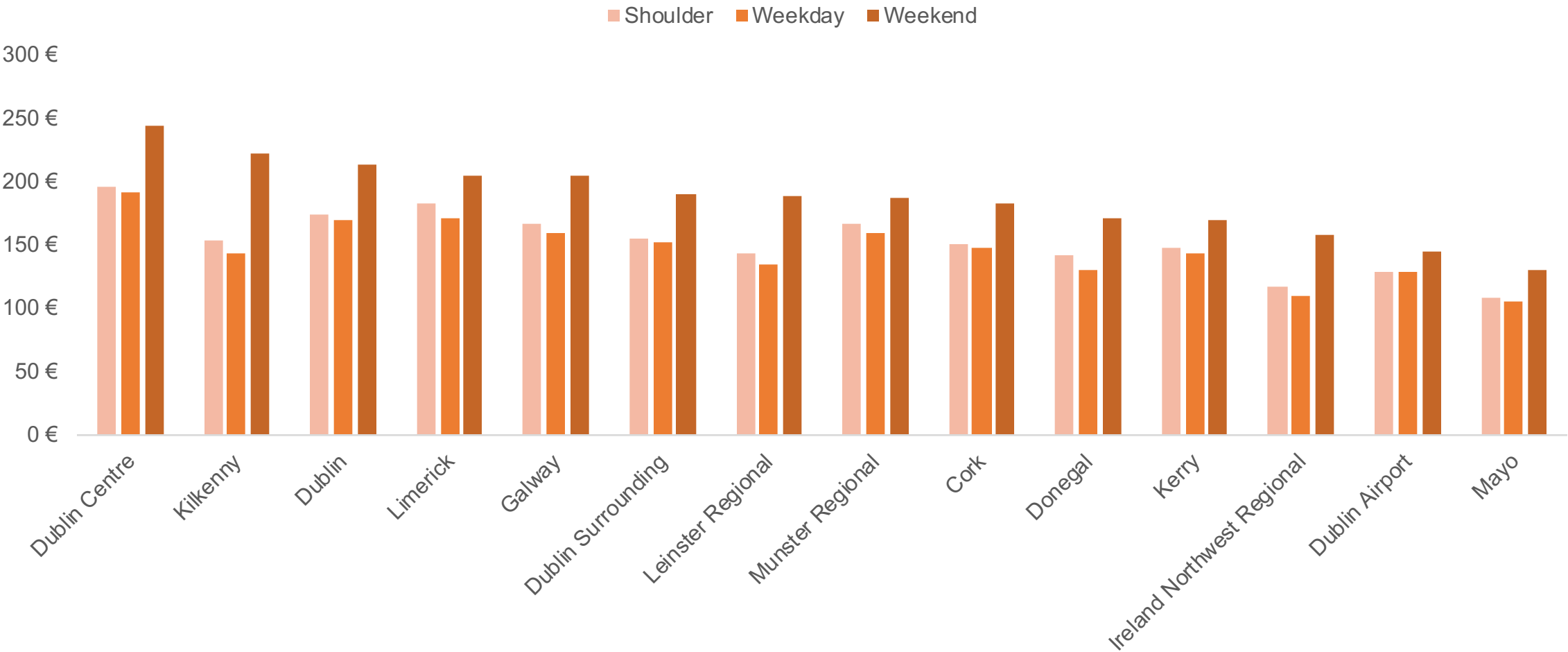
Leisure vs business markets are being reflected across the week

Occupancy, Irish markets and submarkets, Shoulder, Weekday & Weekend, October YTD 2023



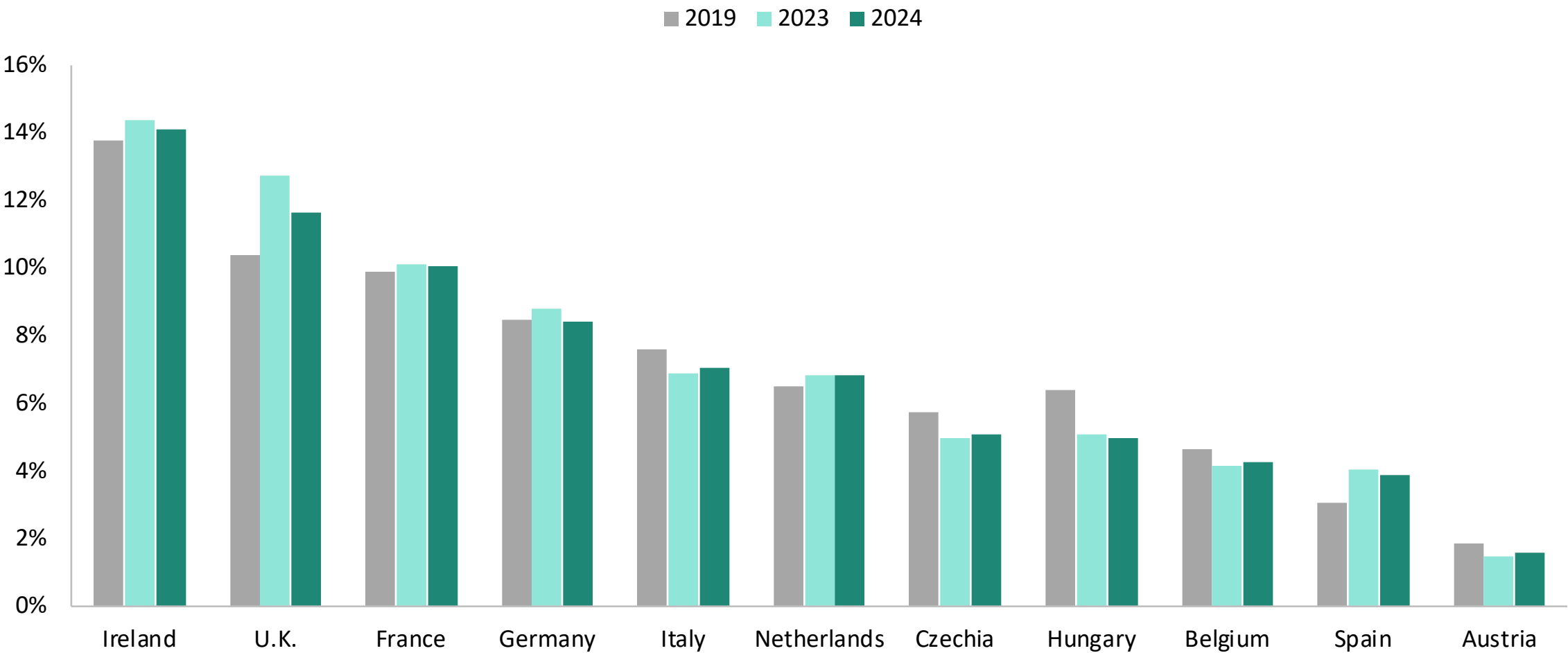
Weekend Premium exists of around 40% in the largest Irish markets

ADR, Irish markets and submarkets, Shoulder, Weekday & Weekend, October YTD 2023



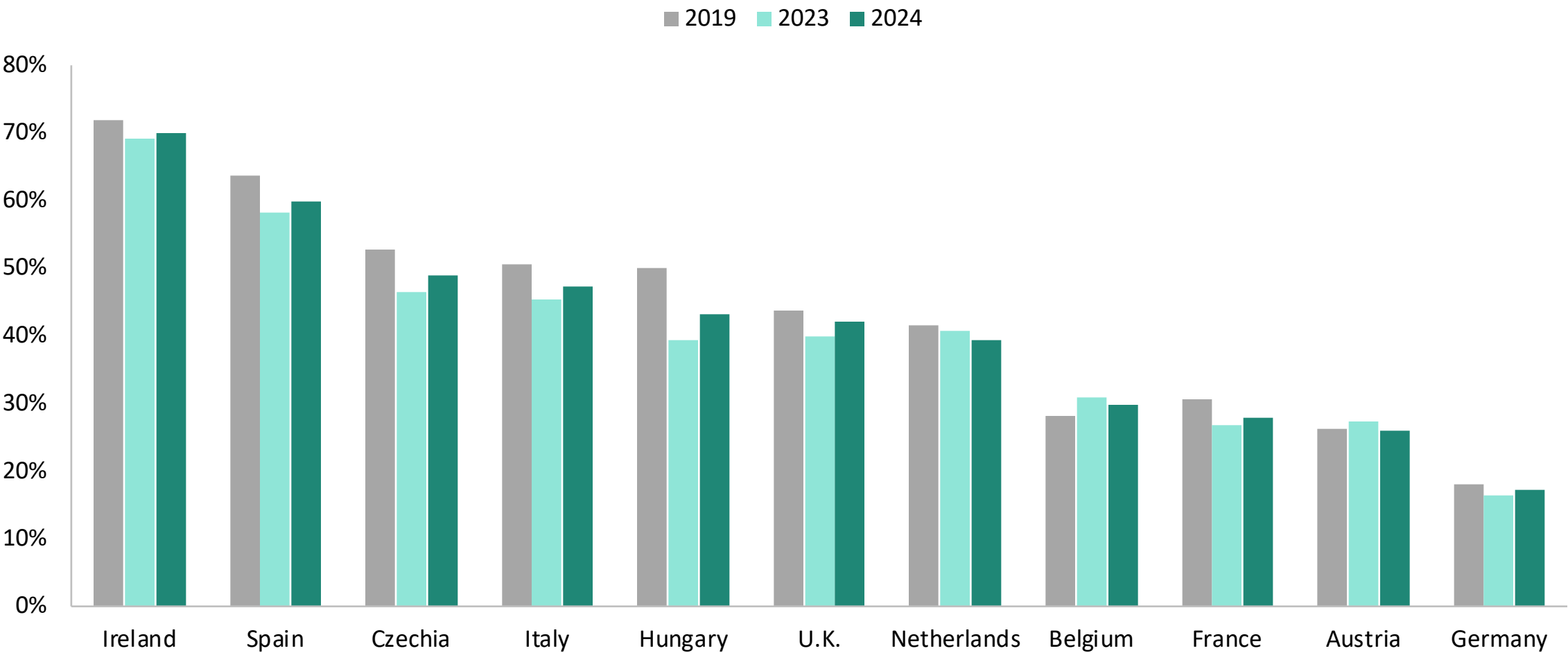
Ireland leading the way from Americans

Share of international overnights from the US, 2019, 2023-2024



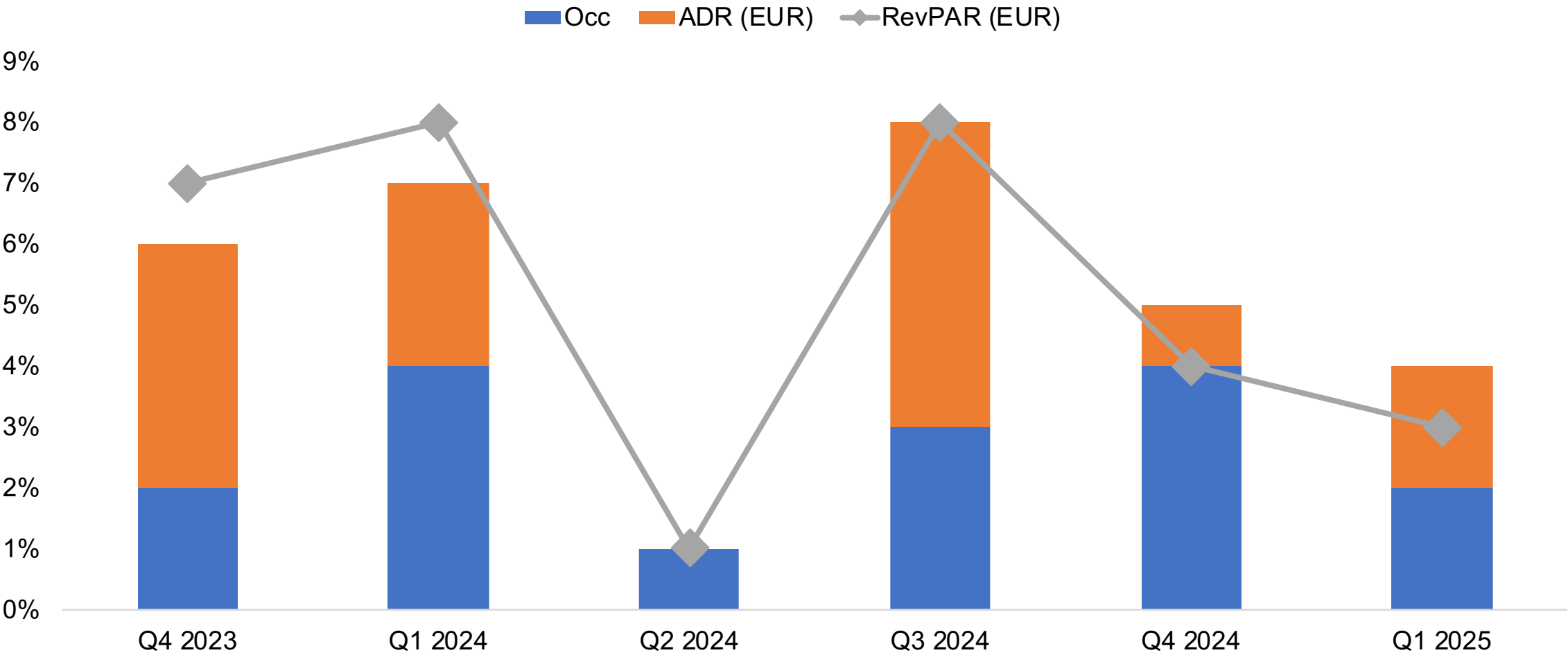
As well as everyone else!

Share of international overnights, 2019, 2023-2024



A slower summer in the cards for 2024

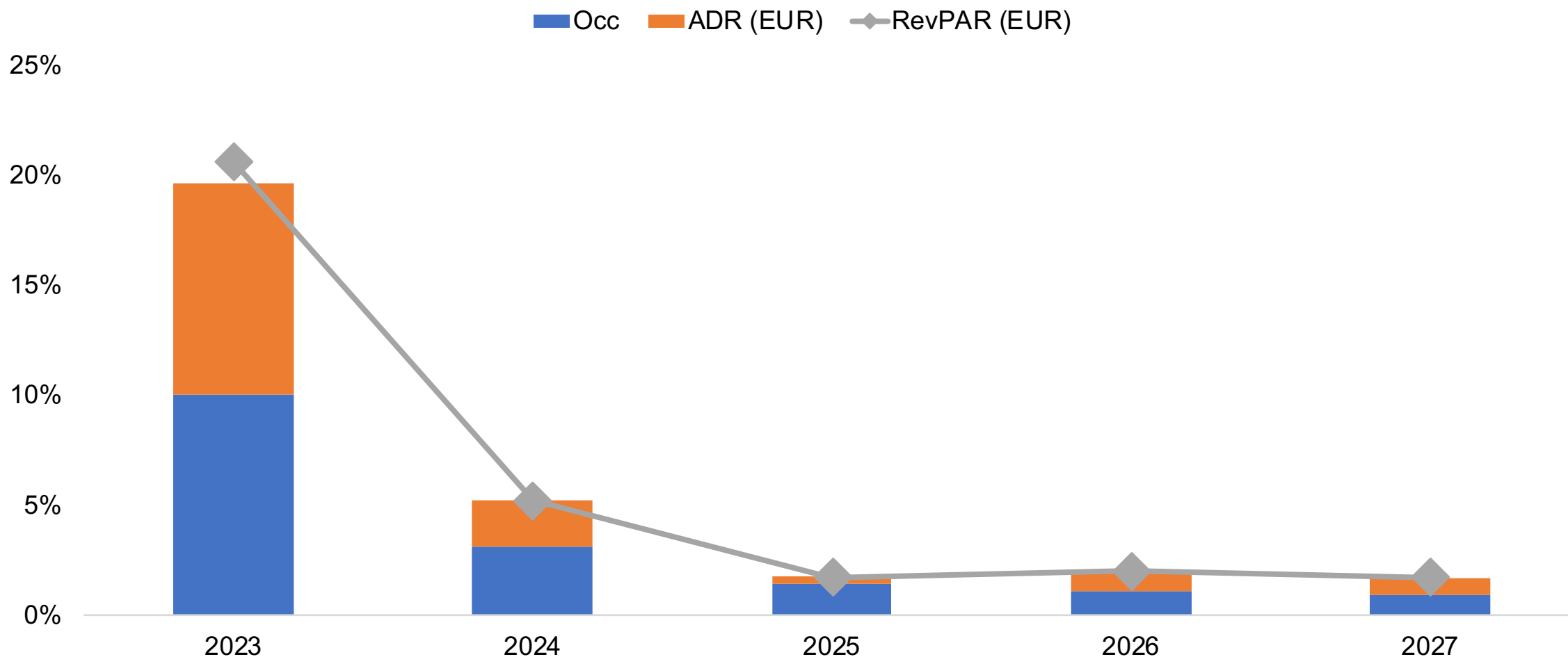
European markets*, KPI YoY % change, Q4 2023 – Q1 2025



*Aggregated performance of Amsterdam, Barcelona, Belfast, Berlin, Birmingham, Brussels, Budapest, Cologne, Dublin, Dusseldorf, Edinburgh, Frankfurt, Glasgow, Hamburg, Leeds, London, Madrid, Manchester, Milan, Munich, Paris, Prague, Rome, Stuttgart, Vienna, Warsaw, Zurich

Europe RevPAR growth driven by occ in the long run

European markets*, KPI YoY % change, 2023F – 2027F





Thank You

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