



**TOURISM
NORTHERN
IRELAND**

Self-Catering

Performance Report

January - July 2024

Data Source:  lighthouse

Lighthouse short-term rental accommodation statistics for January-July 2024 indicate that NI self-catering occupancy is on par with 2023. This is despite an increase in the number of self-catering properties available this year compared to 2023. Year-to-date reserved nights has increased by 17% and Year-to-date ADR has seen growth of almost one-tenth. Average length of stay for those booking self-catering accommodation has declined marginally vs the same period in 2023. Forward-looking occupancy data is looking positive for the next 90 days.

YTD Occupancy

50%

No Change vs Jan-July 2023

YTD ADR

£146.23

+9% vs Jan-July 2023

YTD Reserved Nights

578,772

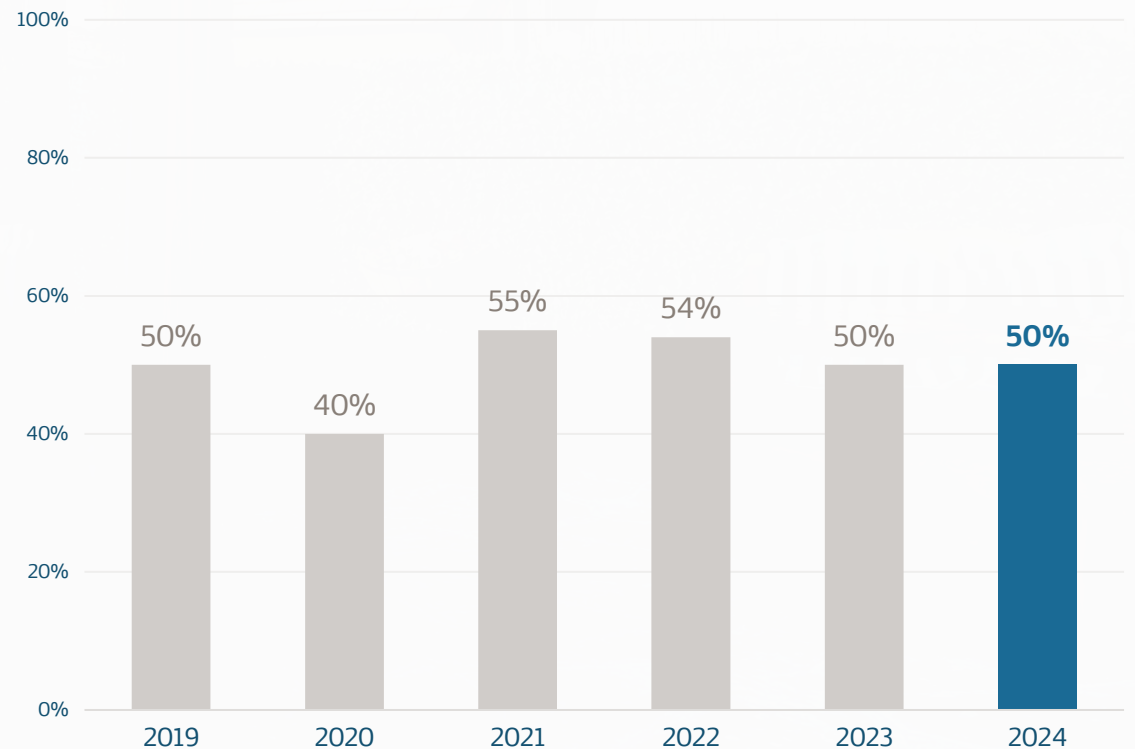
+17% vs Jan-July 2023

YTD Average Stay

3.8 days

-1% vs Jan-July 2023

2024 Jan-July YTD Occupancy vs previous years



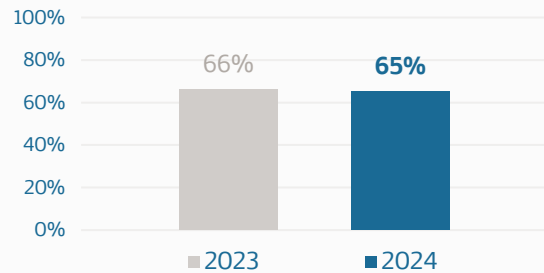
- Occupancy:** Reserved nights in NI self-catering accommodation divided by available nights.
- Average Daily Rate:** The average price paid for one night in NI self-catering accommodation.
- Reserved Nights:** The number of nights booked in NI self-catering accommodation.
- Average Stay:** The average length of stay in NI self-catering accommodation.

Lighthouse short-term rental accommodation statistics for July 2024 indicate that monthly occupancy in self-catering accommodation was 65%, largely unchanged compared to the same month last year. Reserved nights experienced growth of 14% and ADR increased slightly compared to July 2023. Comparing performance in July against last month (June 2024), occupancy has grown by 11-percentage points and reserved nights have grown by almost one-quarter. ADR also increased by 3% vs last month.

NI Monthly Self-Catering Performance - July 2024

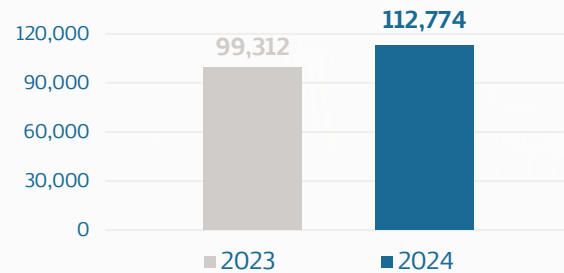
Occupancy vs July 2023

-1pp

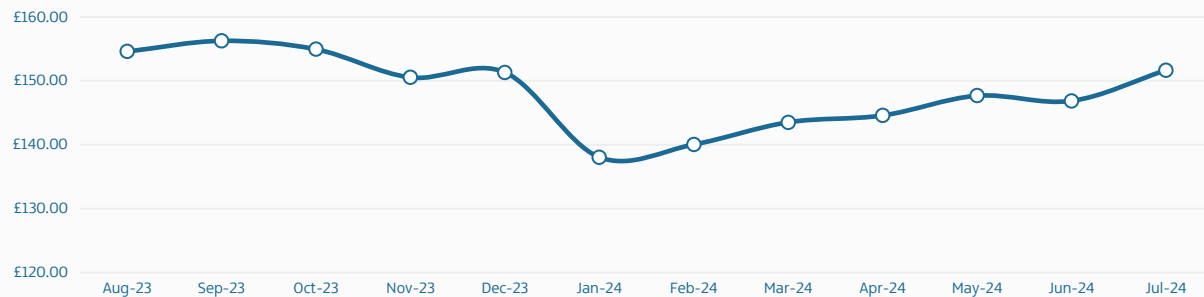


Reserved Nights vs July 2023

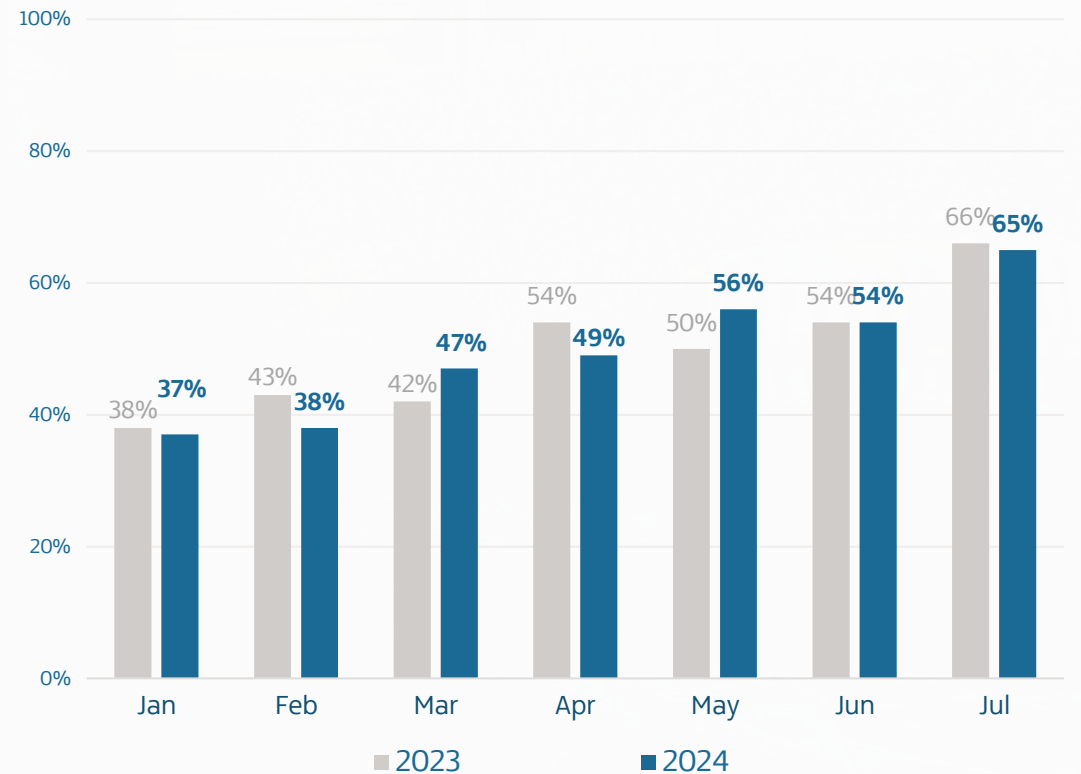
+14%

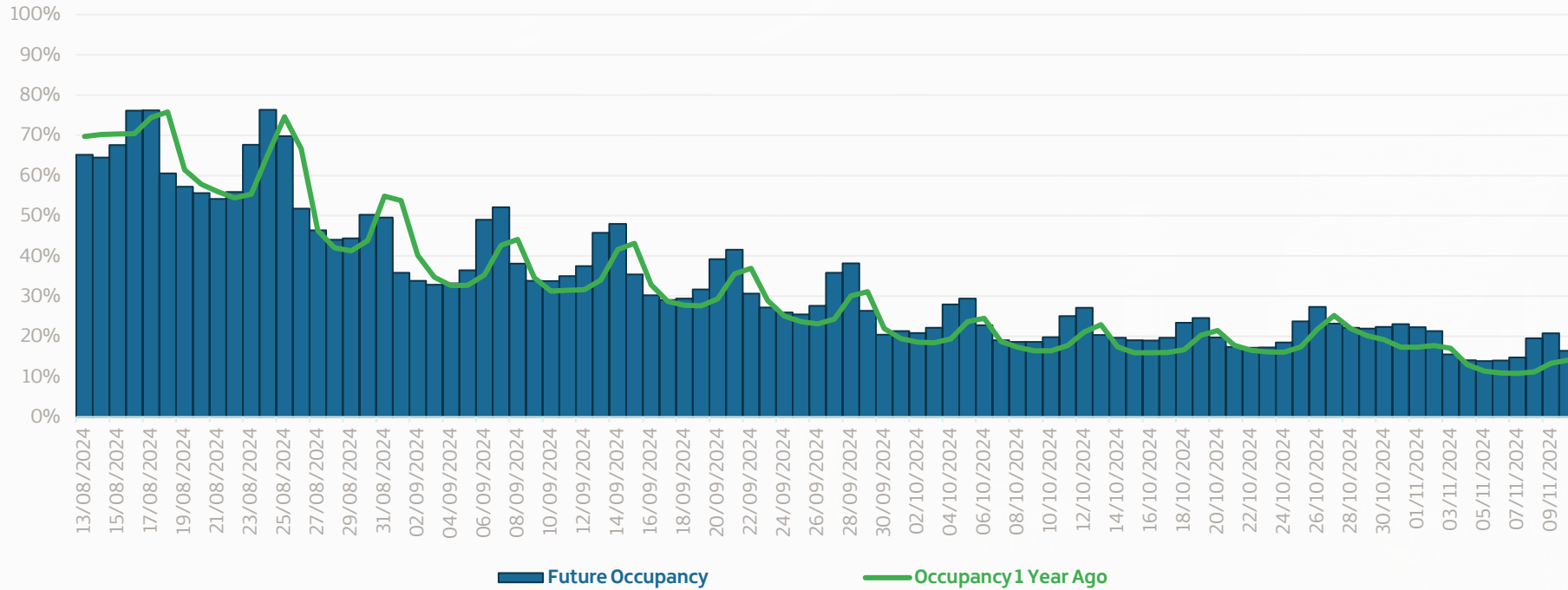



ADR over the last 12 months



NI Occupancy by Month vs previous year



Average Occupancy
(Next 3 months)

33%

▲ +2pps vs last year

Forward booking data shows the proportion of self-catering accommodation supply (%) that has been booked in for a specific future time period. Note, this is not a forecast or prediction of where occupancy will finish but a snapshot in time.

- Forward looking daily occupancy for the NI self-catering accommodation sector (as at 13/08/2024) reveals that daily occupancy on the books is exceeding the same period last year for 63/90 days in this outlook.
- Forward looking occupancy currently peaks at 76% on three dates aligning with various music concerts taking place across NI and the bank holiday weekend at the end of August. Peak occupancy in this outlook is on par with the same period last year.
- The occupancy trend is largely similar to last year, with occupancy rates considerably lower in September and October than levels seen in August but despite this, current occupancy on the books is exceeding 2023 for the majority of days in September and October.



Reserved Nights
(Next 3 months)

168,347

▲ +15% vs last year

Notes:

- Lighthouse is a commercial travel and hospitality data platform specialising in real-time short term rental accommodation data, derived from listings on Airbnb, Booking.com, Vrbo and Tripadvisor.
- Analysis presented in this report relates to Tourism Northern Ireland's definition of 'Self-Catering Accommodation', defined as "a self-contained apartment, house, cottage, etc. which provides furnished accommodation for visitors including sleeping, dining and lounge areas and full catering facilities."
- Based on this definition, shared and private rooms have been excluded from the analysis and therefore this data should only be used as an indication of the self-catering sector's performance.
- If comparing this data against other self-catering accommodation performance sources, differing methodologies should be considered.



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