



**TOURISM
NORTHERN
IRELAND**

Self-Catering

Performance Report

January - May 2024

Data Source:  **lighthouse**

Lighthouse short-term rental accommodation statistics for January-May 2024 indicate that NI self-catering room occupancy is on par with 2023. This is despite an increase in the number of self-catering properties available in this year in comparison to 2023. Year-to-date reserved nights has increased by 18% and Year-to-date ADR has seen growth of almost one-tenth. Encouragingly those who have stayed in NI self-catering accommodation are staying longer than they did last year. Forward-looking occupancy data is looking positive for the next 90 days.

YTD Occupancy

45%

No Change vs Jan-May 2023

YTD ADR

£143.34

+9% vs Jan-May 2023

YTD Reserved Nights

373,874

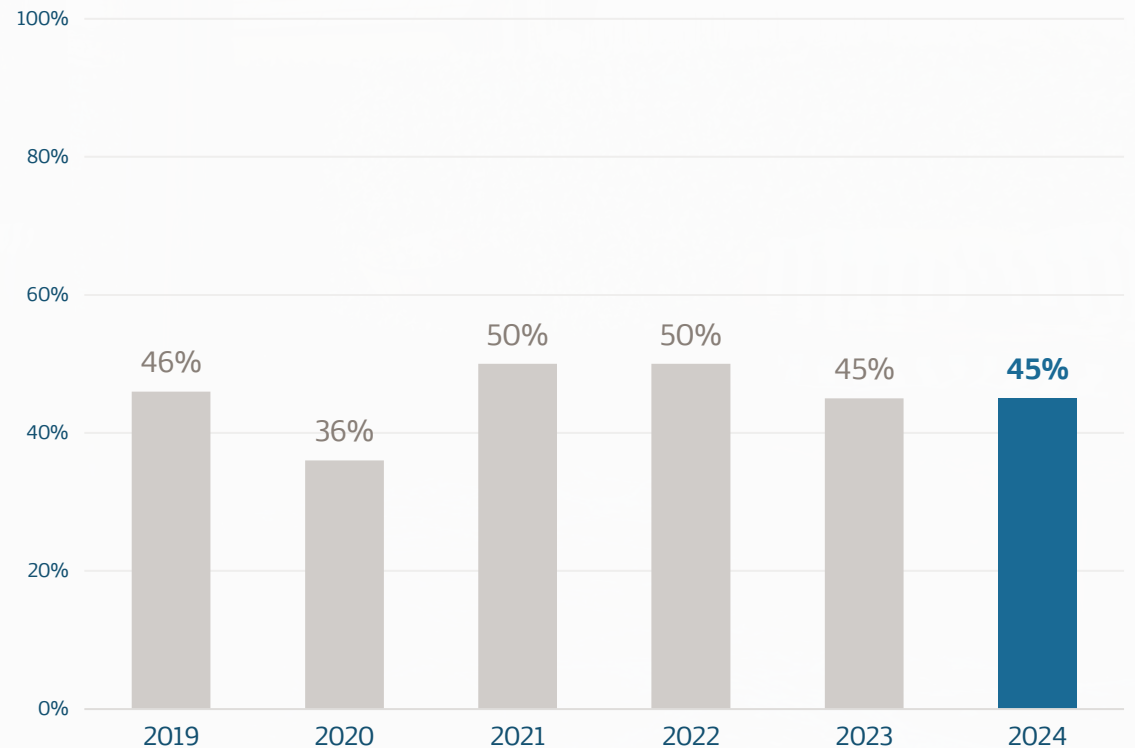
+18% vs Jan-May 2023

YTD Average Stay

4.0 days

+2% vs Jan-May 2023

2024 Jan-May YTD Occupancy vs previous years



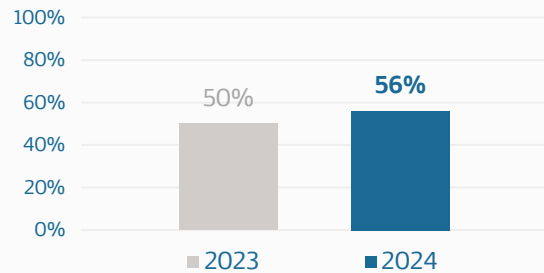
- Occupancy:** Reserved nights in NI self-catering accommodation divided by available nights.
- Average Daily Rate:** The average price paid for one night in NI self-catering accommodation.
- Reserved Nights:** The number of nights booked in NI self-catering accommodation.
- Average Stay:** The average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

Lighthouse short-term rental accommodation statistics for May 2024 indicate that monthly room occupancy in self-catering accommodation was at 56%, representing a 6-percentage point increase compared to 2023. This could be related to several concerts and events taking place around NI in May. This is an encouraging bounce back in occupancy after the 5-percentage point decline seen in April 2024. There was also a 28% increase in the number of reserved nights in self-catering accommodation compared to last year. Monthly ADR has increased for the 4th consecutive month and is now 11% above ADR in May 2023.

Monthly Hotel Performance - May 2024

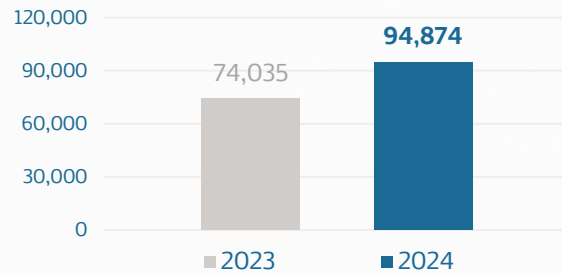
Room Occupancy vs May 2023

+6pps

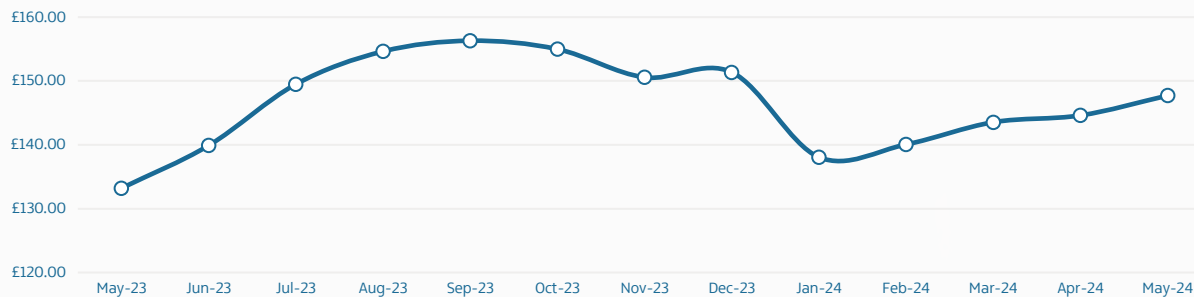


Reserved Nights vs May 2023

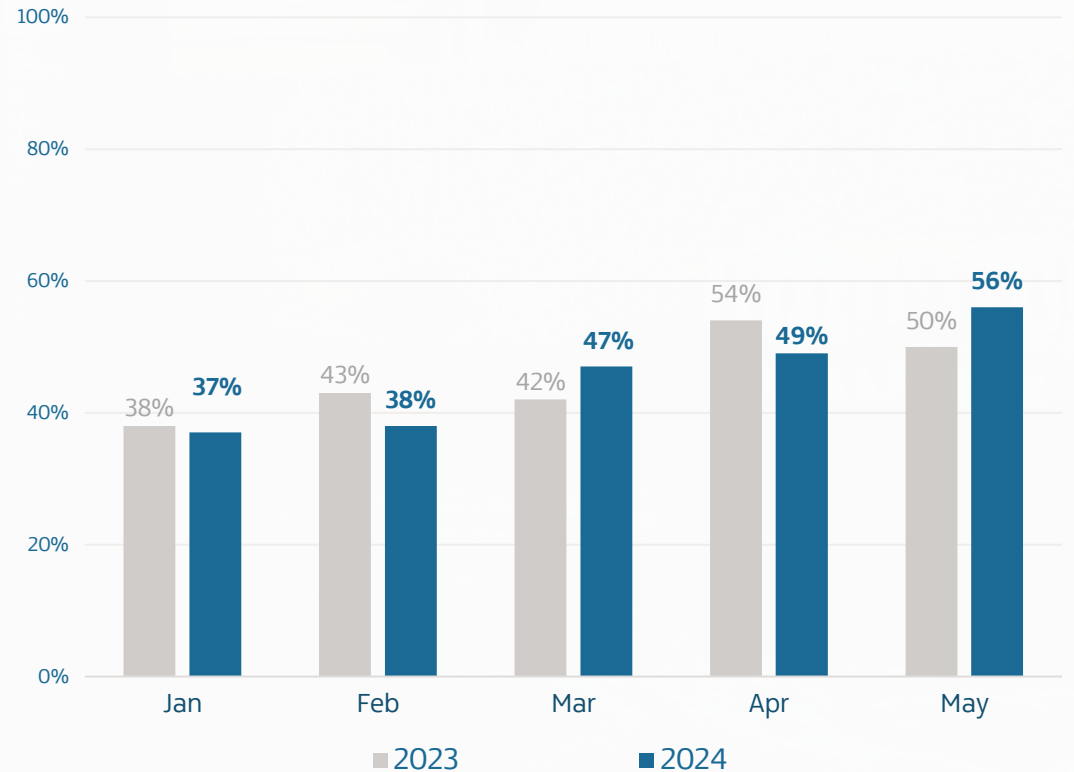
+28%

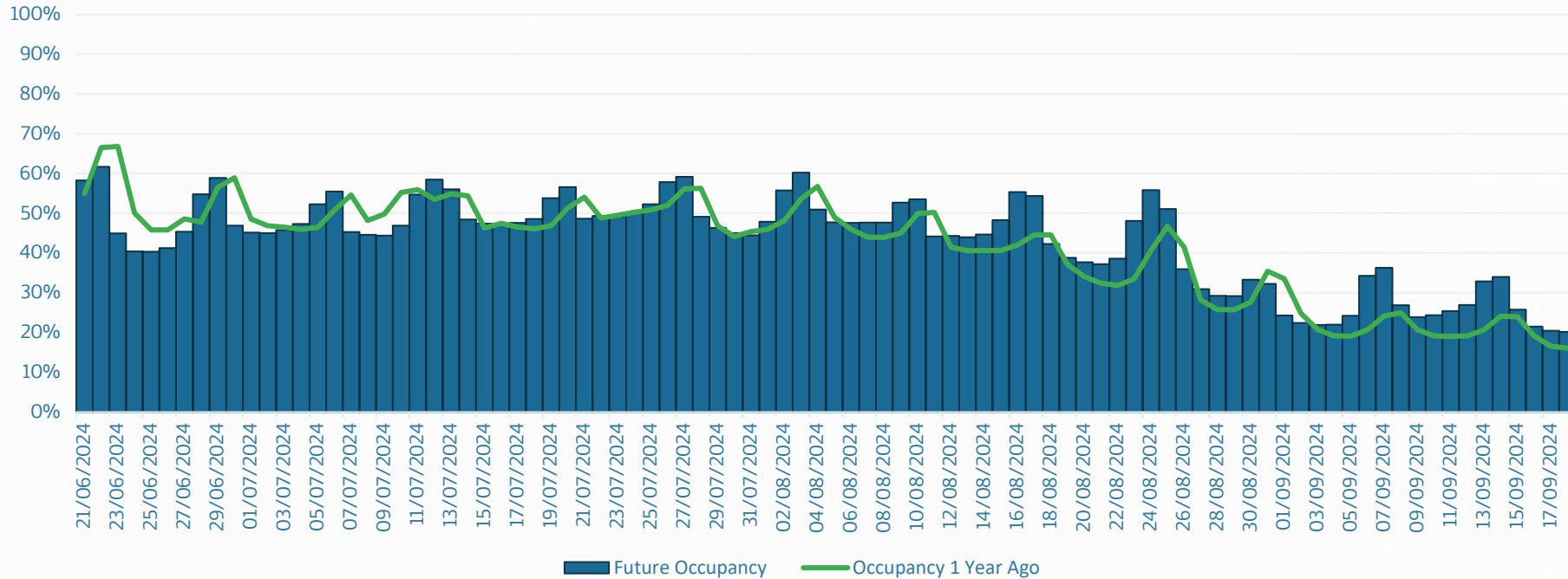



ADR over the last 12 months



NI Room Occupancy by Month vs previous year



Average Occupancy
(Next 3 months)

43%

▲ +2pps vs last year



Reserved Nights
(Next 3 months)

209,236

▲ +13% 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 21/06/2024) reveals that daily occupancy on the books is exceeding the same period last year for 59/90 days in this outlook.
- Forward looking occupancy currently peaks at 62% on 22/06/24, towards the end of the Belsonic Music Festival in Belfast. Peak occupancy in this outlook is slightly behind the peak occupancy seen over this period 2023 (67%).
- The occupancy trend is largely similar to last year, with small increases in occupancy at weekends. There are some spikes in occupancy in late summer, likely linked to Noah Kahan performing in Belfast, and around the bank holiday at the end of August.

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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