



**TOURISM
NORTHERN
IRELAND**

NISRA Accommodation Performance Report

August 2024

Data Source:



Northern Ireland Statistics and Research Agency (NISRA) accommodation statistics for year-to-date (YTD) January-August 2024 indicate hotel room occupancy and bed occupancy remained on par with the same YTD period in 2023. Room and bed sales each increased by 5% compared to YTD 2023. Hotel stock also increased by 5% at end of July 2024, compared to July 2023.

NI YTD '24 Room Occupancy

68%

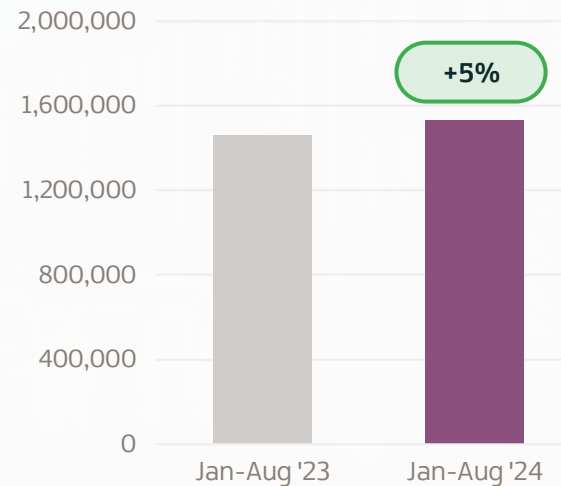
No change vs YTD '23

NI YTD '24 Bed Occupancy

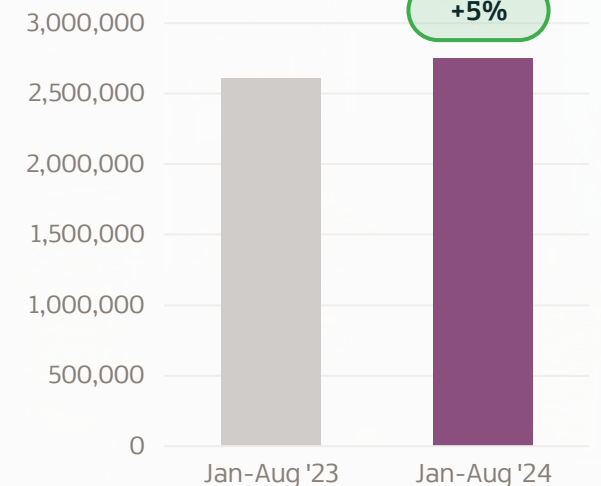
55%

+1pp vs YTD '23

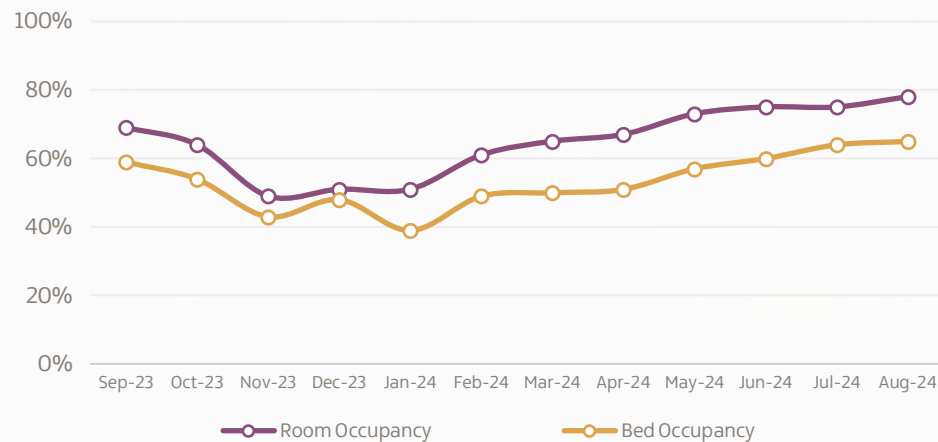
NI YTD '24 Room Sales vs YTD '23



NI YTD '24 Bed Sales vs YTD '23



NI Monthly Room & Bed Occupancy over the last 12 months



NI Hotel Accommodation Stock as at end July 2024 vs previous year



139 Hotels

+5%



9,295 Rooms

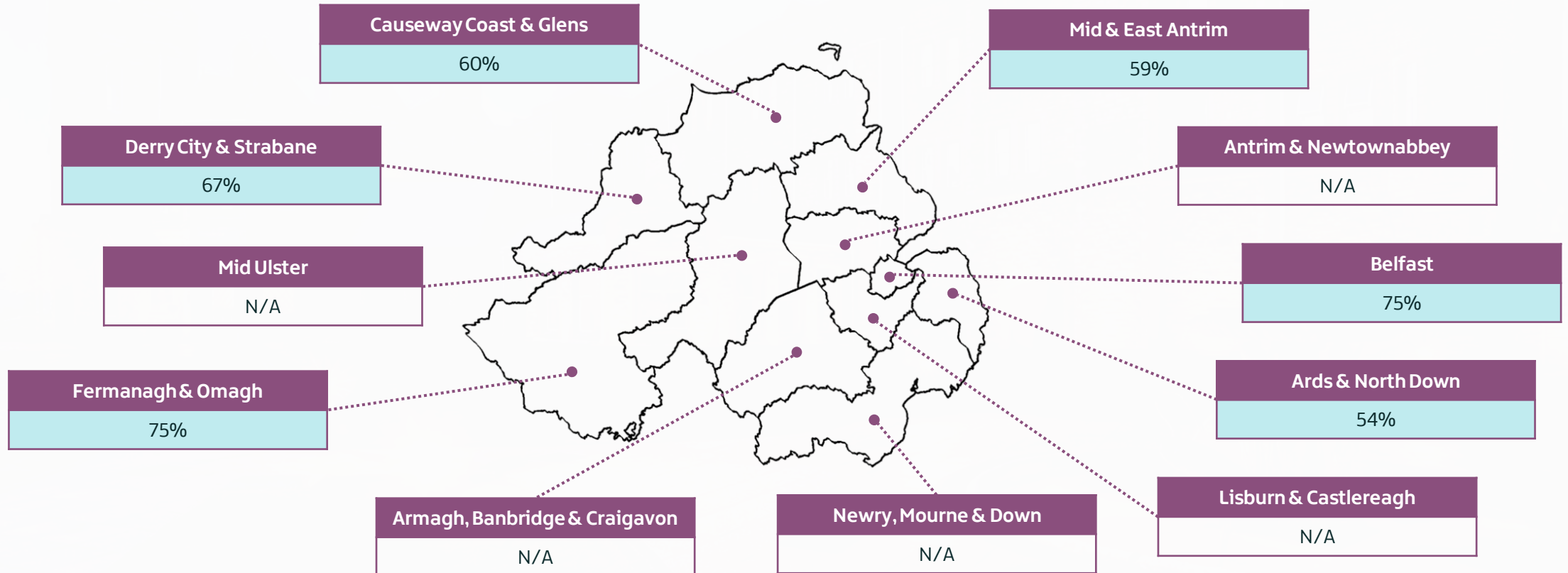
+6%



20,929 Beds

+6%

Room occupancy varied across the Local Government Districts (LGDs) during 2024 YTD (January-August) – see below. Belfast City LGD and Fermanagh & Omagh both recorded the highest hotel room occupancy (75%), followed by Derry City & Strabane (67%). Figures are not available for some LGDs due to the sample size being too small to provide a reliable estimate.



NISRA accommodation statistics for year-to-date (YTD) January-August 2024 indicate small service (guesthouses, guest accommodation and B&Bs) room and bed occupancy each increased by 4 percentage points compared with YTD 2023, and room sales grew by 15%. Total small service stock increased by 6% at end of July 2024, compared to July 2023.

NI YTD'24 Room Occupancy

44%

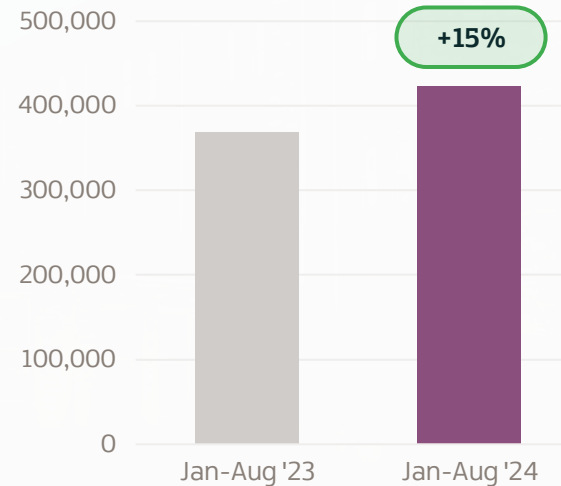
+4pps vs YTD '23

NI YTD'24 Bed Occupancy

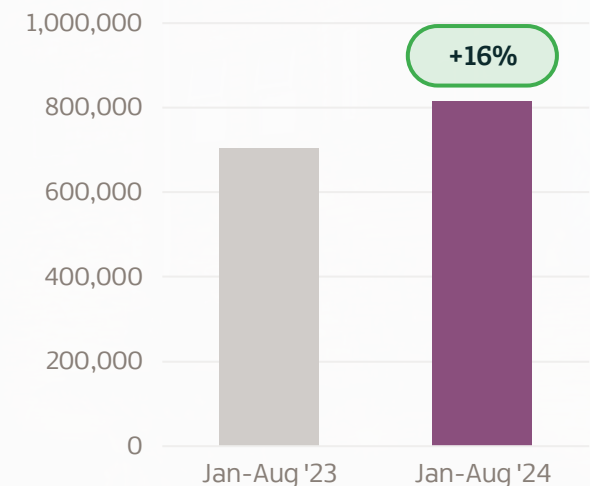
38%

+4pps vs YTD '23

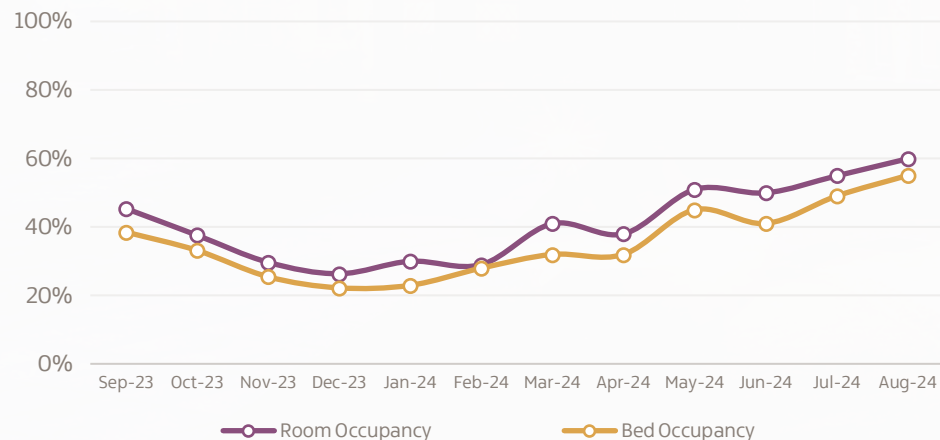
NI YTD'24 Room Sales vs YTD'23



NI YTD'24 Bed Sales vs YTD'23



NI Monthly Room & Bed Occupancy over the last 12 months



NI Small Service Accommodation Stock as at end July 2024 vs previous year

65 Guesthouses

-2%

404 Guest accommodation

-4%

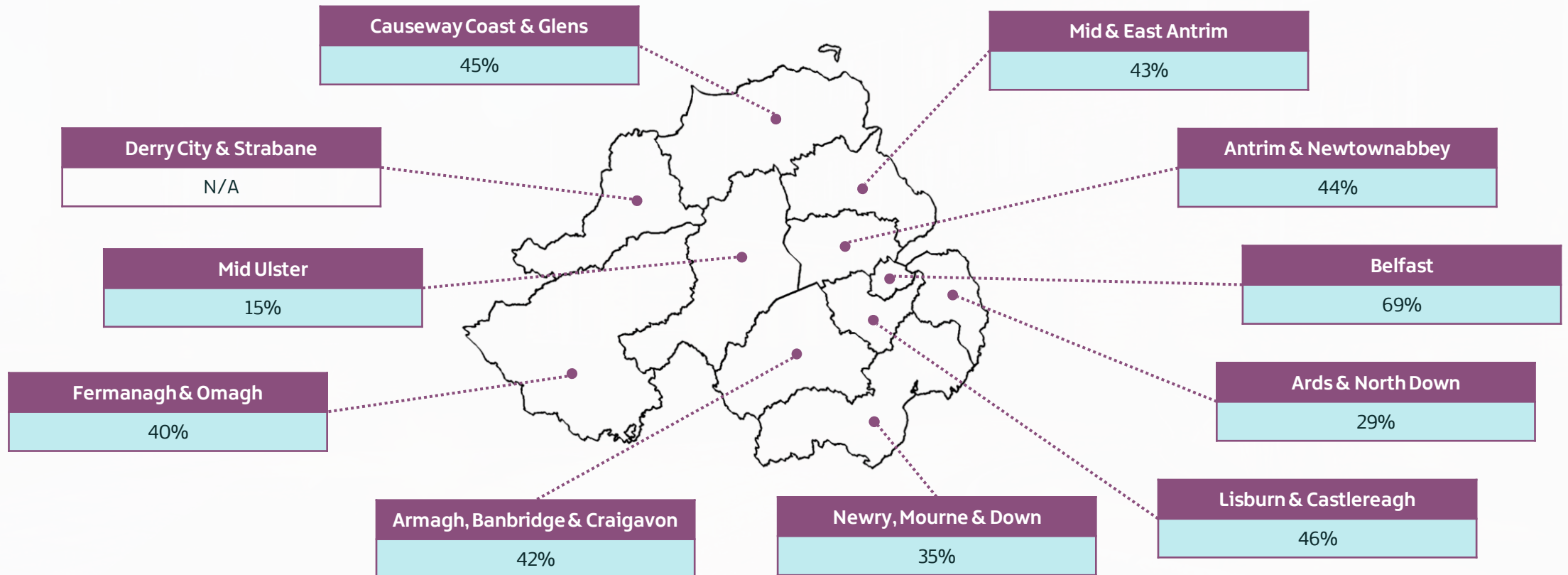
476 B&Bs

+17%

945 Total Stock

+6%

Room occupancy varied across Local Government Districts (LGDs) during 2024 YTD (January-August). Belfast City LGD recorded the highest room occupancy (69%), followed by Lisburn & Castlereagh (46%). Below are the room occupancy figures for 2024 YTD.



Notes:

- The Northern Ireland Statistics & Research Agency (NISRA) collect hotel and small service accommodation data through their monthly hotel survey and small service survey using a census of Northern Ireland accommodation.
- Small Service accommodation is made up of Guesthouses, Guest Accommodation and B&Bs. Further information on the accommodation categories can be found [here](#).
- Stock used for monthly occupancy is based on the stock at the end of previous month.
- The data has been weighted for non-response, assuming no non-response bias and weighted by local authority and size. Due to different response rates to different parts of the questionnaire, there are different weights for arrivals, guests and weekend/weekday splits.
- Local government district data can only be provided when the sample size is large enough to provide a reliable estimate.



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