



**TOURISM
NORTHERN
IRELAND**

NISRA Accommodation Performance Report

January 2024

Data Source :



Northern Ireland Statistics and Research Agency (NISRA) accommodation statistics for January 2024 indicate hotel room and bed occupancy experienced increases compared with the same period in 2023. January 2024 sales were above those achieved in January 2023. Room sales for the month of January 2024 increased by 11 percentage points and room sales increased by 29% compared to the same period in 2023.

NI Jan '24 Room Occupancy

51%

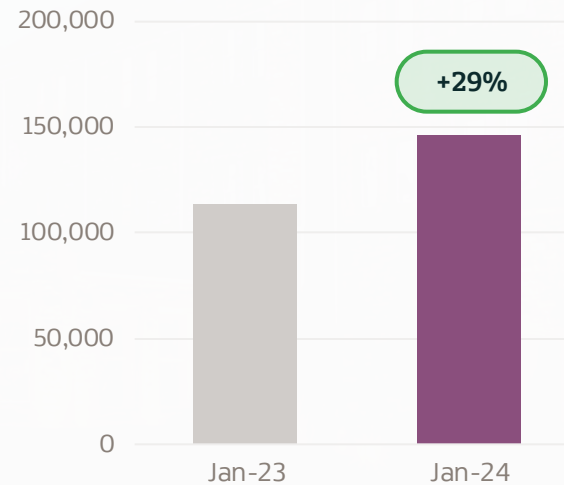
+11pps vs Jan 2023

NI Jan '24 Bed Occupancy

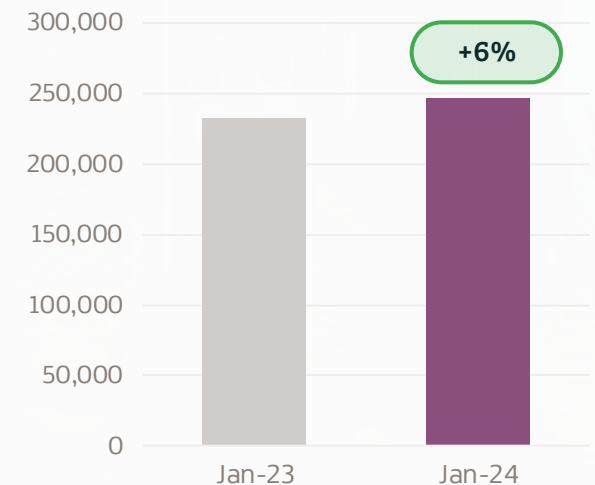
39%

+2pps vs Jan 2023

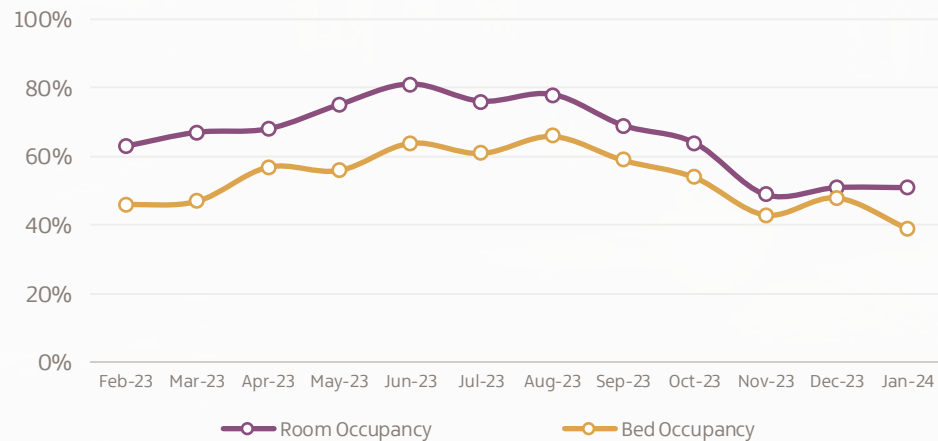
NI Jan '24 Room Sales vs previous year



NI Jan '24 Bed Sales vs previous year



NI Monthly Room & Bed Occupancy over the last 12 months



NI Accommodation Stock as at end December 2023 vs previous year



134 Hotels

-1%



9,166 Rooms

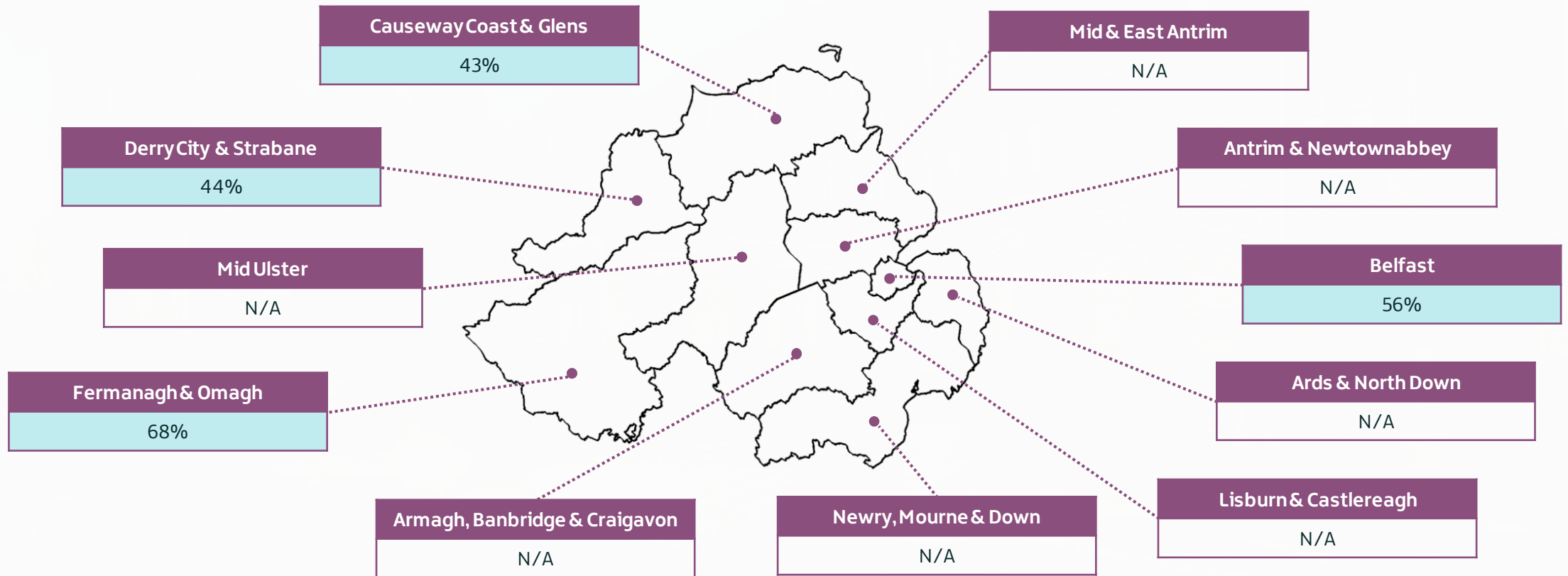
+1%



20,516 Beds

No Change

Room and bed-space occupancy varied across Local Government Districts (LGDs) during January 2024. Fermanagh and Omagh LGD recorded the highest room occupancy (68%), followed by Belfast LGD (56%).



Northern Ireland Statistics and Research Agency (NISRA) accommodation statistics for January 2024 indicate small service room occupancy experienced a minor increase, while bed occupancy experienced a small decrease compared with January 2023. Room occupancy for the month of January 2024 increased by 2 percentage points and room sales increased by 29% compared to the same period in 2023.

NI Jan '24 Room Occupancy

30%

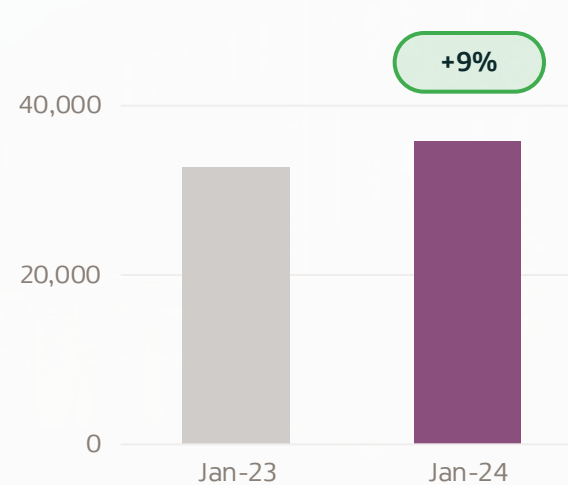
+2pps vs Jan 2023

NI Jan '24 Bed Occupancy

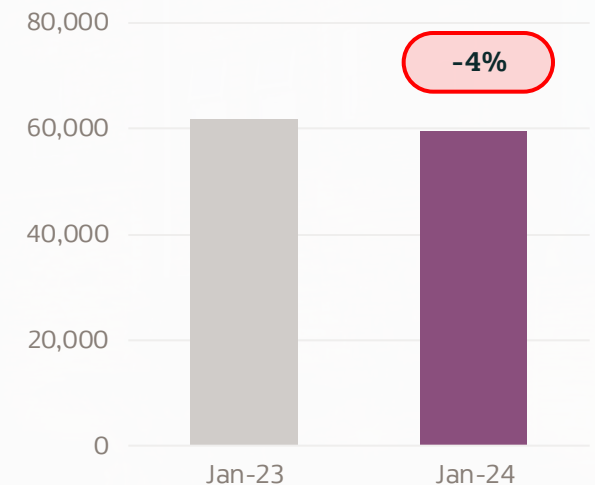
23%

-3pps vs Jan 2023

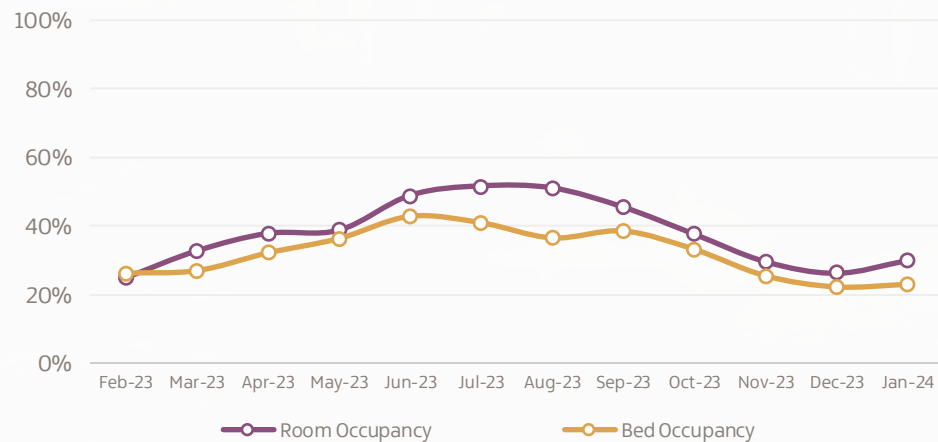
NI Jan '24 Room Sales vs previous year



NI Jan '24 Bed Sales vs previous year



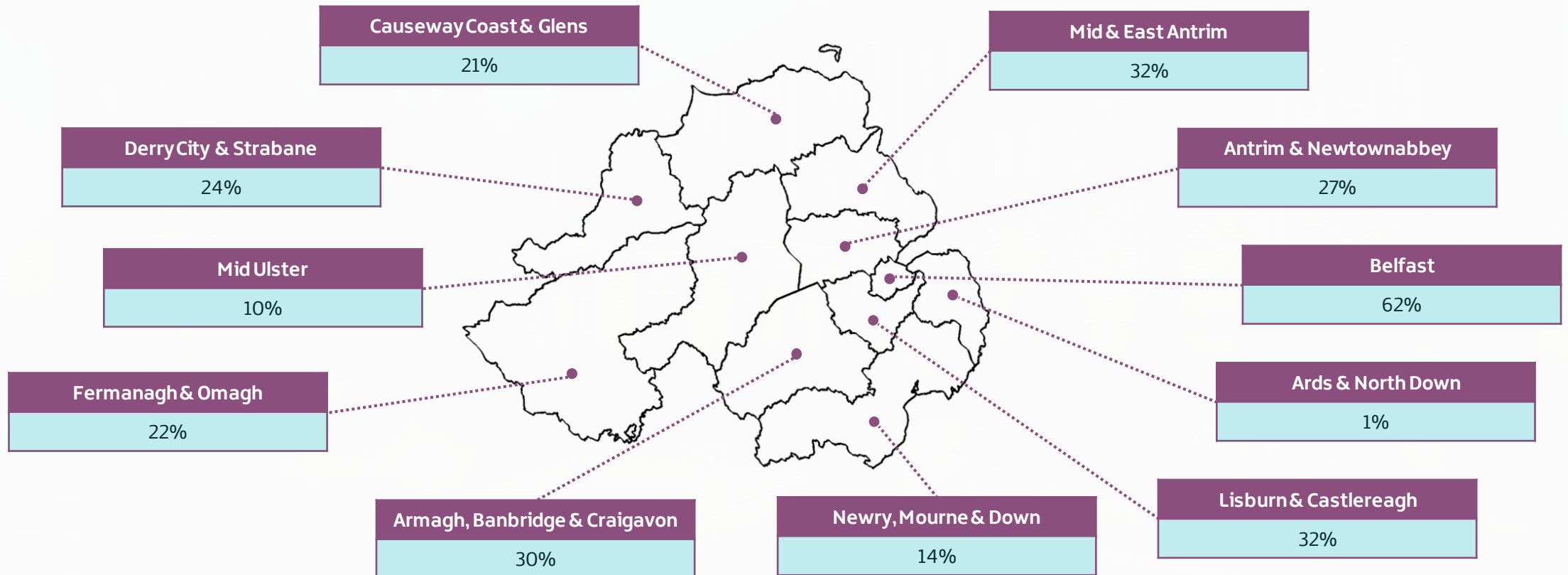
NI Monthly Room & Bed Occupancy over the last 12 months



NI Accommodation Stock as at end December 2023 vs previous year



Room and bed-space occupancy varied across Local Government Districts (LGDs) during January 2024. Belfast City LGD recorded the highest room occupancy (62%), followed by Lisburn & Castlereagh (32%).



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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Data correct as of 01/04/2024