



**TOURISM  
NORTHERN  
IRELAND**

# **NISRA Accommodation Performance Report**

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**March 2024**

Data Source :



Northern Ireland Statistics and Research Agency (NISRA) accommodation statistics for year-to-date (YTD) 2024 indicate hotel room occupancy and bed occupancy both experienced increases of 3 percentage points compared to 2023. YTD room sales and bed sales both increased by 10% compared to the same period in 2023. YTD includes the period from January-March.

### NI YTD '24 Room Occupancy

# 59%

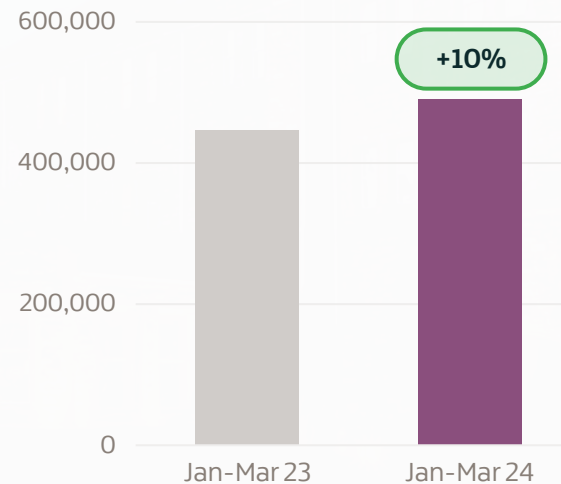
+3pps vs YTD '23

### NI YTD '24 Bed Occupancy

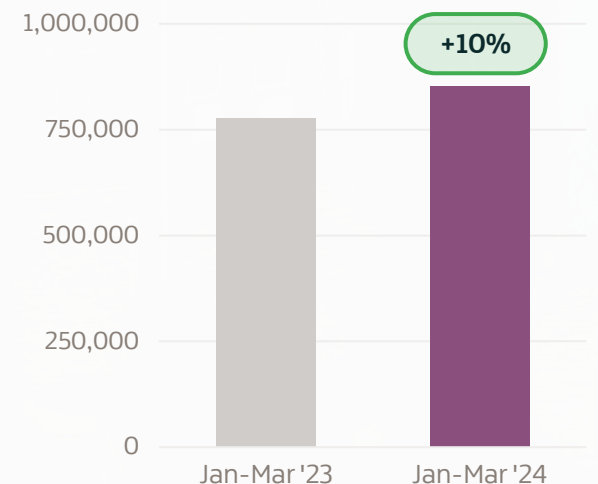
# 46%

+3pps vs YTD '23

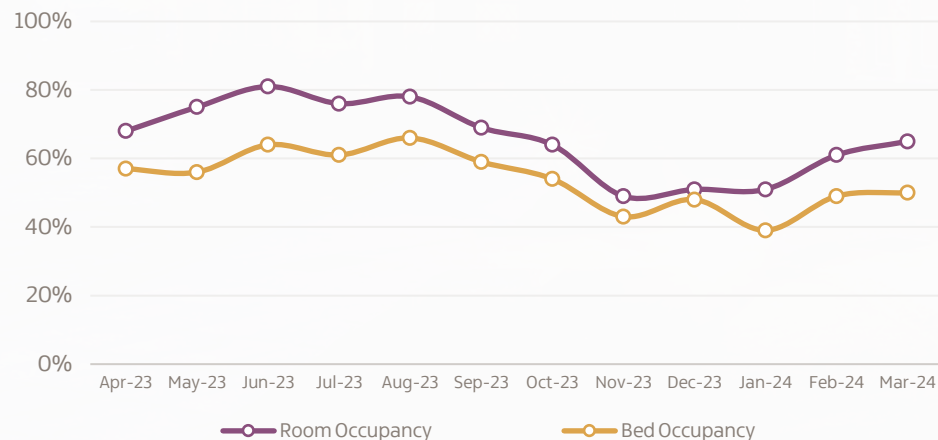
### NI YTD '24 Room Sales vs YTD '23



### 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 February 2024 vs previous year



## 134 Hotels

+1%



## 9,005 Rooms

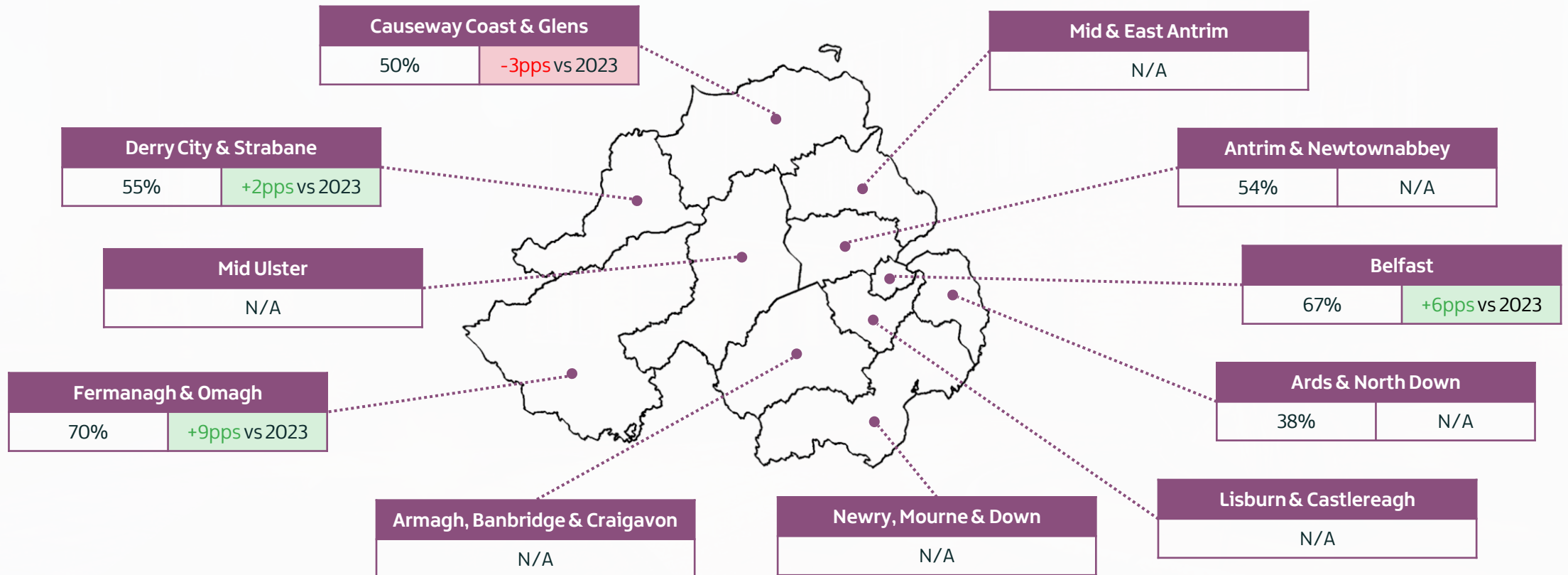
+2%



## 20,273 Beds

+1%

Room occupancy varied across the Local Government Districts (LGDs) during 2024 YTD (January-March). Fermanagh and Omagh LGD recorded the highest room occupancy (70%), followed by Belfast LGD (67%). Below are the room occupancy figures for 2024 YTD vs 2023 YTD. Figures are not available for some LGDs due to the sample size too small to provide a reliable estimate.



NISRA accommodation statistics for year-to-date (YTD) 2024 indicate small service room occupancy (guesthouses, guest accommodation and B&Bs) experienced small increases compared with YTD 2023. Room occupancy for the month of March 2024 increased by 8 percentage points, while room sales increased by 30% compared to March 2023. Total small service stock decreased by 7% at end of February 2024, compared to February 2023.

### NI YTD'24 Room Occupancy

**33%**

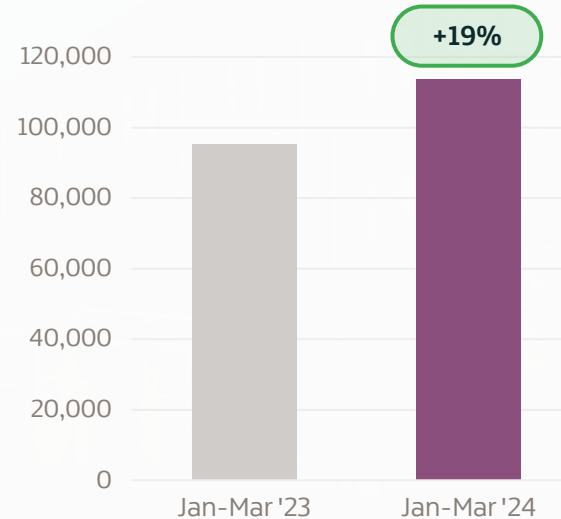
+4pps vs YTD '23

### NI YTD'24 Bed Occupancy

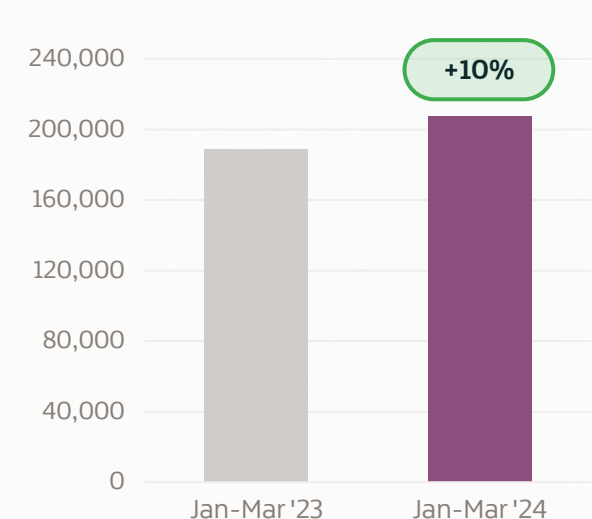
**27%**

+1pp vs YTD '23

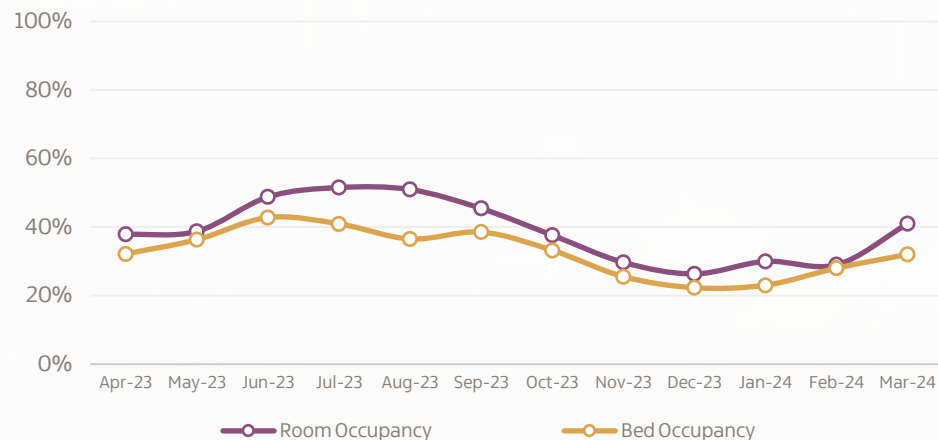
### NI YTD'24 Room Sales vs YTD '23



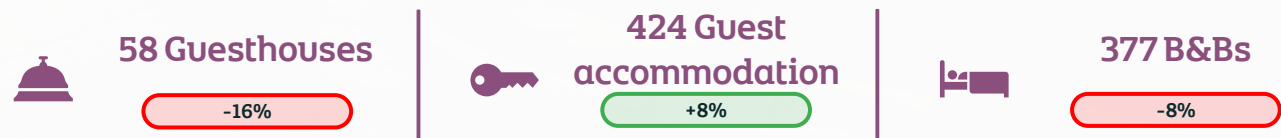
### NI YTD'24 Bed Sales vs YTD '23



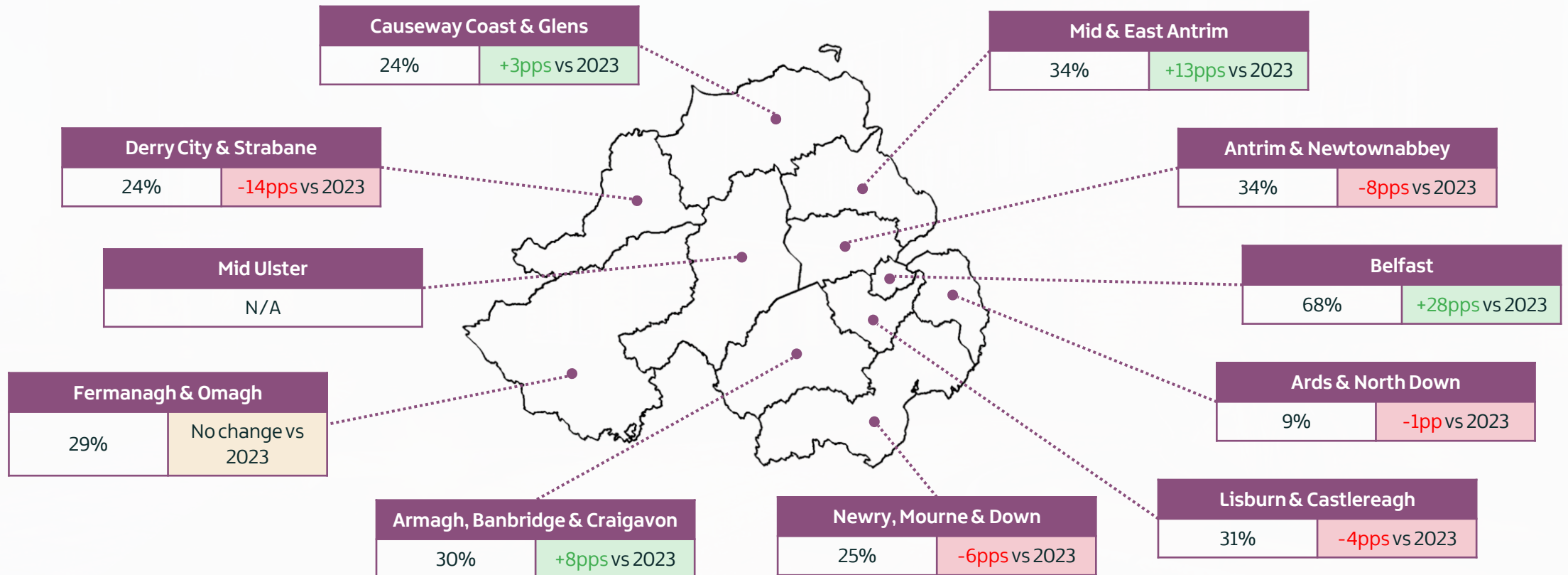
### NI Monthly Room & Bed Occupancy over the last 12 months



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



Room occupancy varied across Local Government Districts (LGDs) during 2024 YTD (January-March). Belfast City LGD recorded the highest room occupancy (68%), followed by Lisburn & Castlereagh (34%). Below are the room occupancy figures for 2024 YTD vs 2023 YTD. Figures are not available for some LGDs due to the sample size too small to provide a reliable estimate.



# 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 30/05/24