



**TOURISM
NORTHERN
IRELAND**

Self-Catering

Performance Report

January - June 2024

Data Source:  **lighthouse**

Lighthouse short-term rental accommodation statistics for January-June 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 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. Average length of stay for those booking self-catering accommodation is also on par with the same period in 2023. Forward-looking occupancy data is looking positive for the next 90 days.

YTD Occupancy

47%

No Change vs Jan-June 2023

YTD ADR

£144.67

+9% vs Jan-June 2023

YTD Reserved Nights

465,911

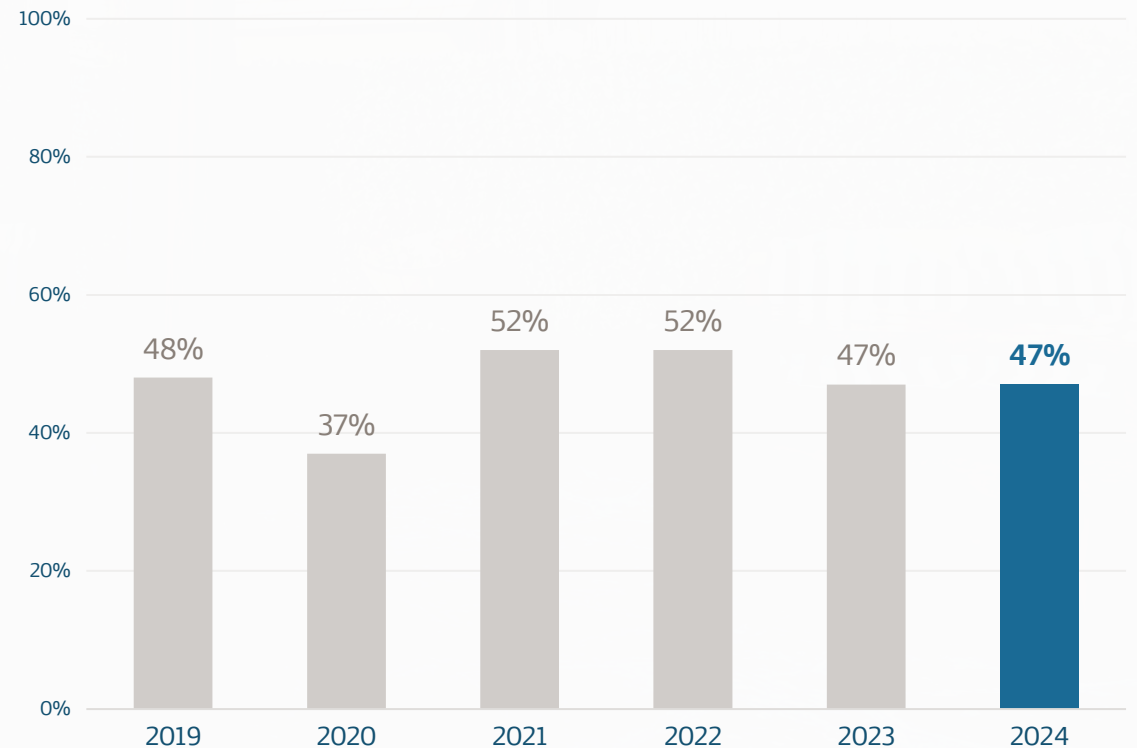
+18% vs Jan-June 2023

YTD Average Stay

3.8 days

No Change vs Jan-June 2023

2024 Jan-June YTD Occupancy vs previous years



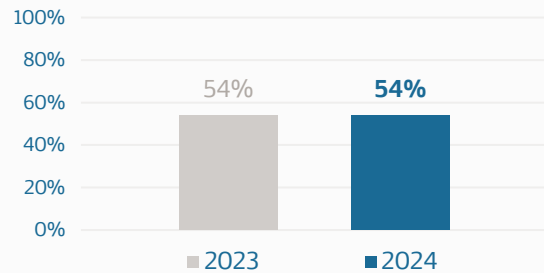
- Occupancy:** Reserved nights in NI self-catering accommodation divided by available nights.
- Average Daily Rate:** The average price paid for one night in NI self-catering accommodation.
- Reserved Nights:** The number of nights booked in NI self-catering accommodation.
- Average Stay:** The average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

Lighthouse short-term rental accommodation statistics for June 2024 indicate that monthly occupancy in self-catering accommodation was at 54%, representing a 2-percentage point decline compared to last month (May 2024). Occupancy remains on par with June 2023. There was also a 16% increase in the number of reserved nights in self-catering accommodation compared to last year, however reserved nights declined 3% compared to last month (May 2024). Monthly ADR has declined slightly following four months of consecutive growth but remains 5% higher than June 2023.

NI Monthly Self-Catering Performance - June 2024

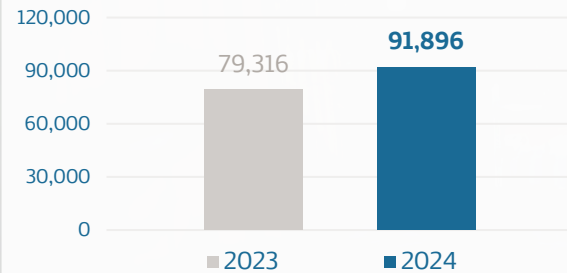
Occupancy vs June 2023

On Par

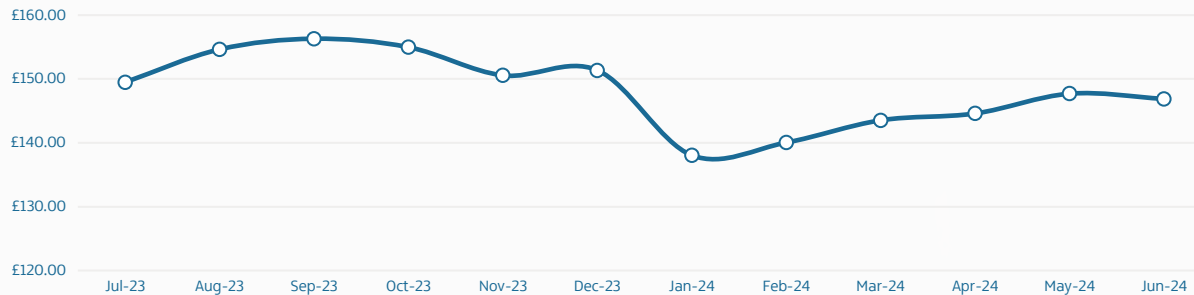


Reserved Nights vs June 2023

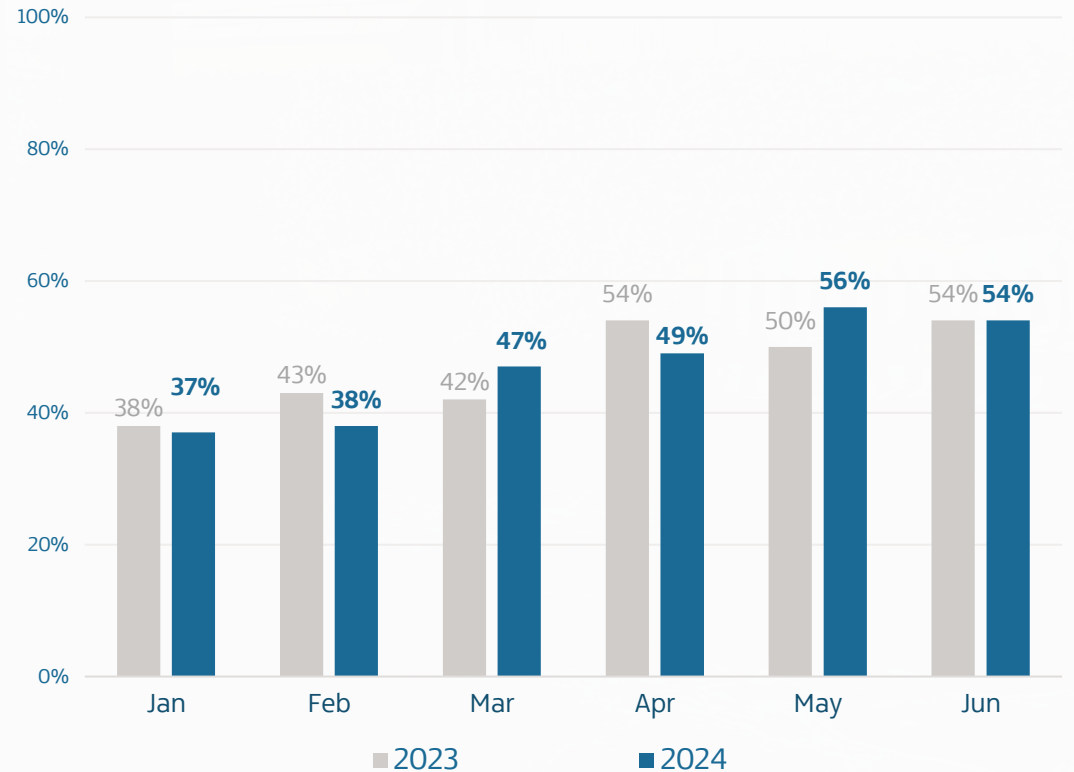
+16%

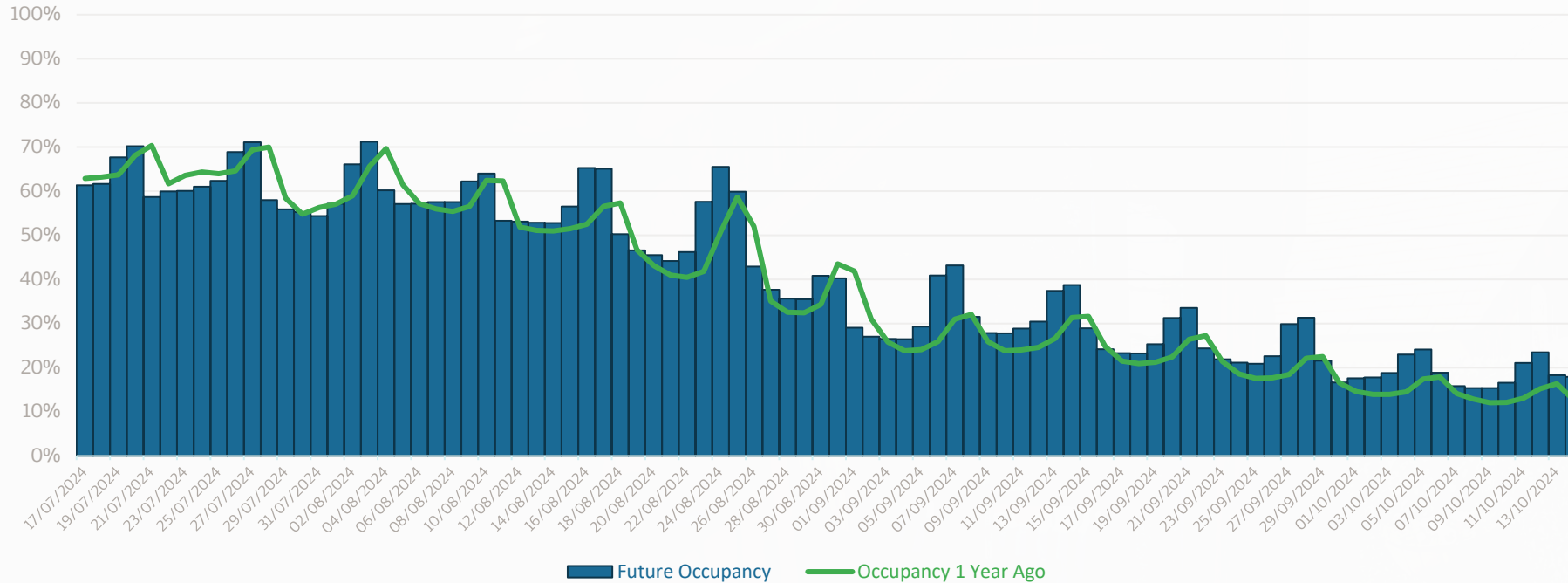


ADR over the last 12 months



NI Occupancy by Month vs previous year





Average Occupancy
(Next 3 months)

40%

▲ +2pps vs last year



Reserved Nights
(Next 3 months)

201,486

▲ +15% 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 17/07/2024) reveals that daily occupancy on the books is exceeding the same period last year for 65/90 days in this outlook.
- Forward looking occupancy currently peaks at 71% on 27/07/24 when Belfast Pride is taking place, and again on 03/08/24, when various music concerts are taking place across NI. Peak occupancy in this outlook is slightly ahead of the peak occupancy seen over this period 2023 (70%).
- 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. Looking ahead, current occupancy on the books for September and early-October is looking very positive compared to 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.



**TOURISM
NORTHERN
IRELAND**