



**TOURISM
NORTHERN
IRELAND**

Self-Catering

Performance Report

January - August 2024

Data Source:  **lighthouse**

Lighthouse short-term rental accommodation statistics for January-August 2024 indicate that NI self-catering occupancy is marginally behind 2023, impacted by an increase in the number of self-catering properties available this year compared to 2023. Year-to-date reserved nights has increased by 16% and Year-to-date ADR has seen growth of almost one-tenth. Average length of stay for those booking self-catering accommodation has declined slightly vs the same period in 2023. Forward-looking occupancy data is looking positive for the next 90 days.

YTD Occupancy

52%

-1pp vs Jan-Aug 2023

YTD ADR

£148.51

+9% vs Jan-Aug 2023

YTD Reserved Nights

698,721

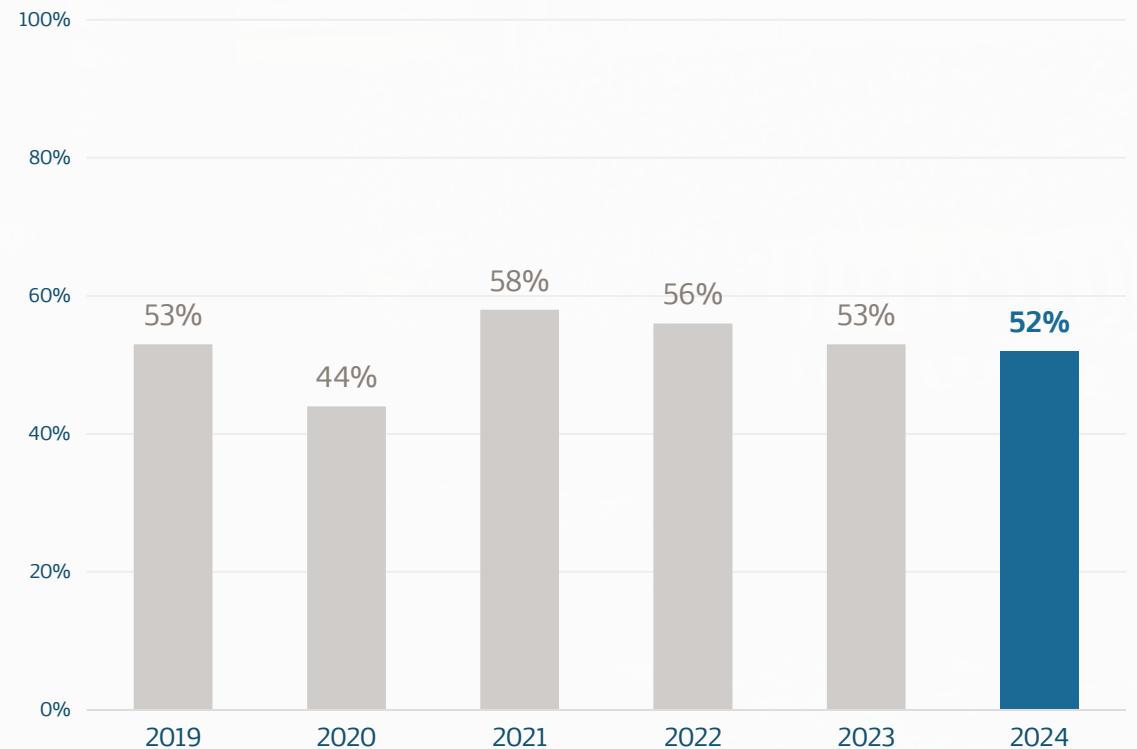
+16% vs Jan-Aug 2023

YTD Average Stay

3.7 days

-1% vs Jan-Aug 2023

2024 Jan-Aug YTD Occupancy vs previous years



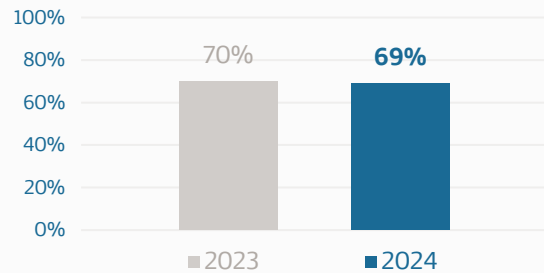
- Occupancy:** Reserved nights in NI self-catering accommodation divided by available nights.
- Average Daily Rate:** The average price paid for one night in NI self-catering accommodation.
- Reserved Nights:** The number of nights booked in NI self-catering accommodation.
- Average Stay:** The average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

Lighthouse short-term rental accommodation statistics for August 2024 indicate that monthly occupancy in self-catering accommodation was 69%, down slightly on levels seen last year. Reserved nights experienced growth of 12% and ADR increased slightly compared to August 2023. Comparing performance in August against last month (July 2024), occupancy has grown by 4-percentage points and reserved nights have grown by 6%. ADR declined by 2% vs last month.

NI Monthly Self-Catering Performance - August 2024

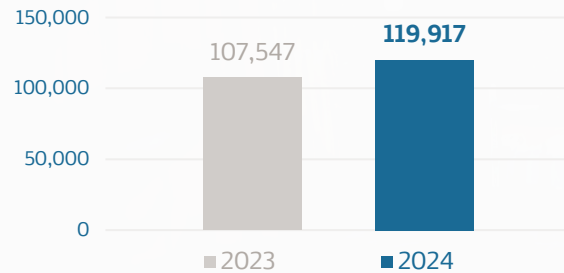
Occupancy vs August 2023

-1pp

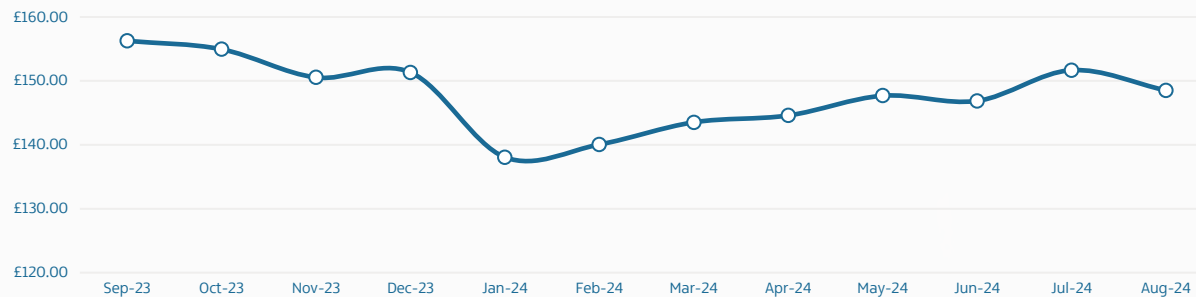


Reserved Nights vs August 2023

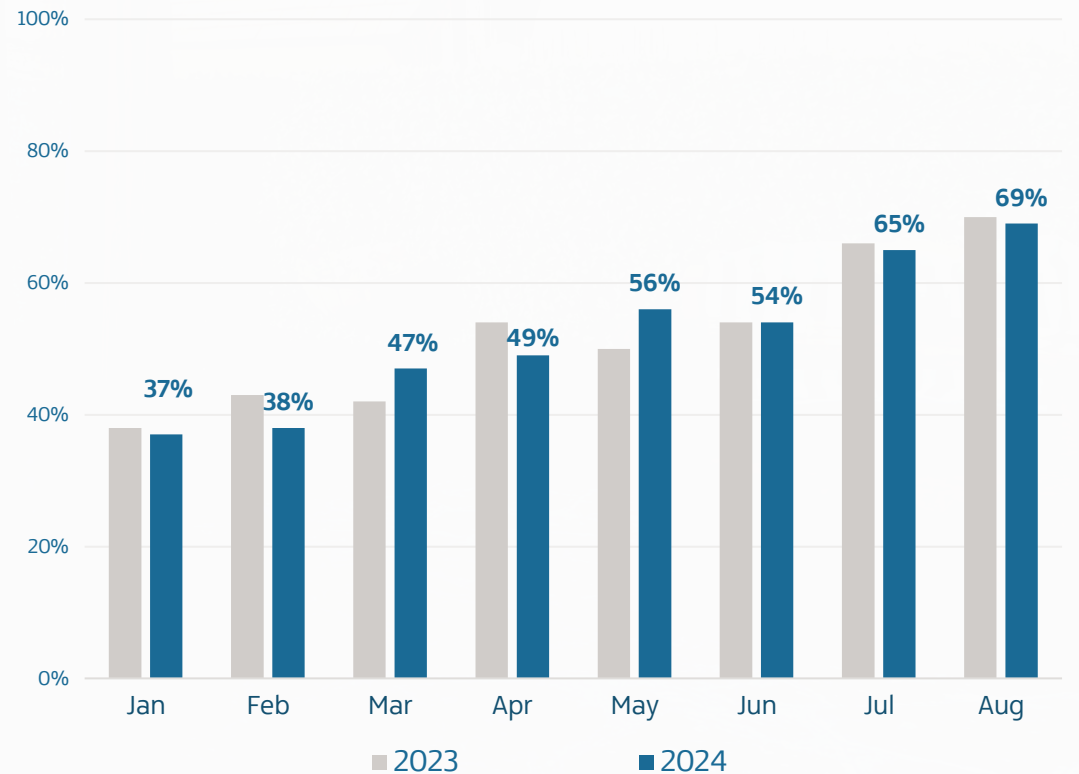
+12%

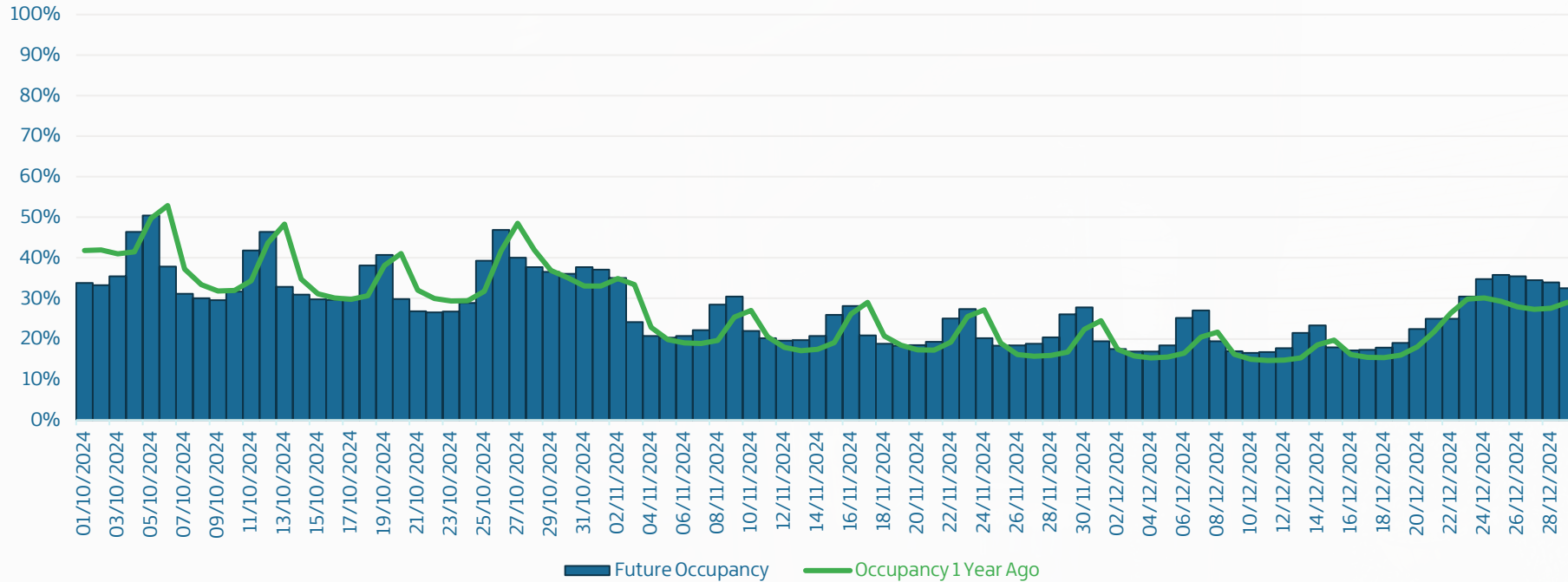


ADR over the last 12 months



NI Occupancy by Month vs previous year






Average Occupancy
(Next 3 months)

27%

No change 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 data for the NI self-catering accommodation sector (as at 01/10/2024) reveals that daily occupancy on the books is exceeding the same period last year for 56/90 days in this outlook.
- Forward looking occupancy currently peaks at 50% on 05/10/2024 Peak occupancy in this outlook marginally behind the same period last year.
- The occupancy trend is largely similar to last year. There is a small spike in occupancy around the end of October potentially linked to Halloween and half-term holidays, and a further spike around the Christmas period at the end of December.



Reserved Nights
(Next 3 months)

140,696

▲ +10% vs 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.



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