NI HF
NORTHERN IRELAND HOTELS FEDERATION

BAKER TILLY MOONEY MOORE

ANDREW WEBB

HOTEL EXPANSION

GIANT STEPS

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TOURISM

4.9m TRIPS

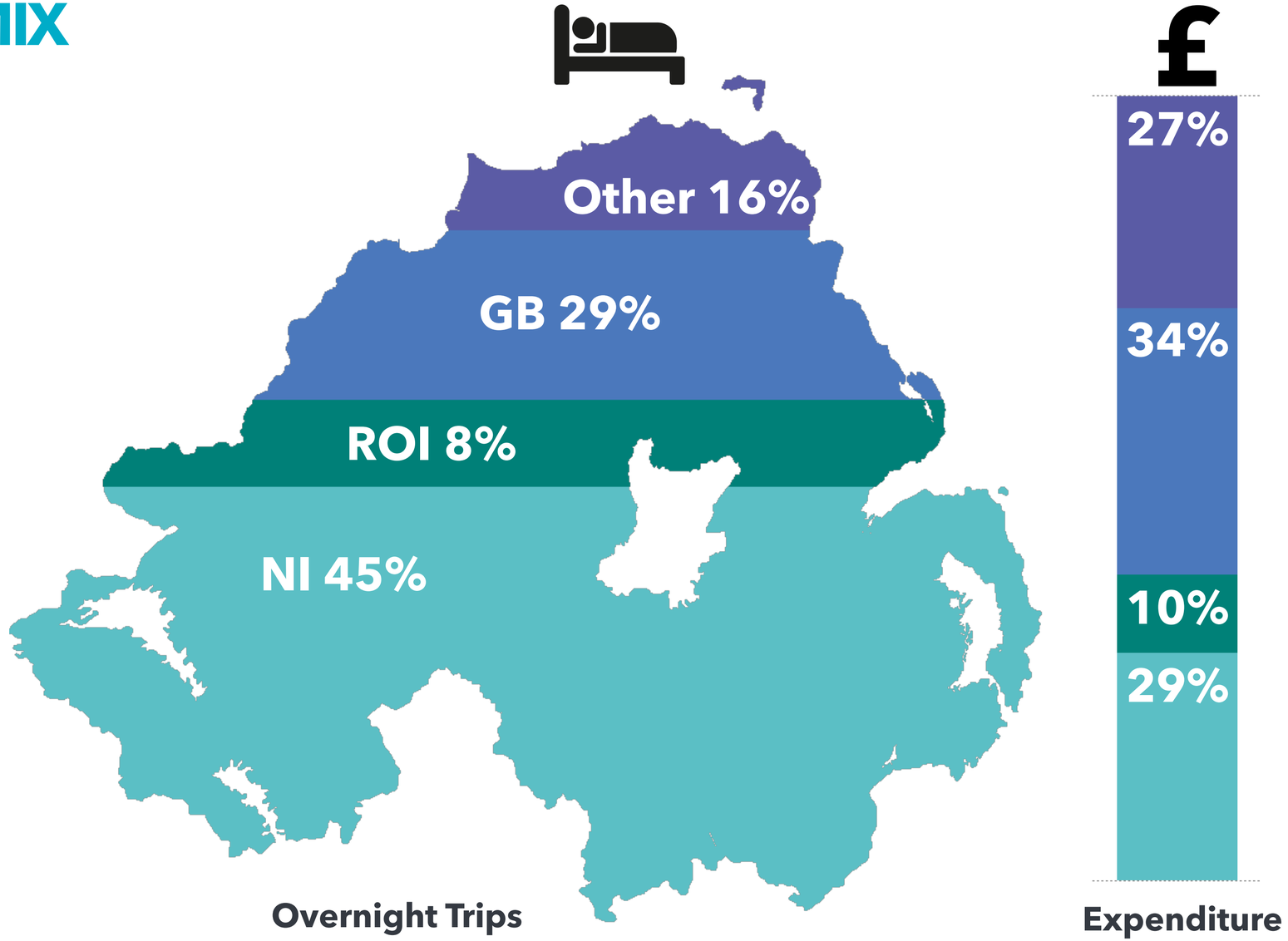
16.9m NIGHTS

£926m SPEND

£657m OVERSEAS

9% GROWTH

VISITOR MIX


Other 16%
GB 29%
ROI 8%
NI 45%
Overnight Trips
27%
34%
10%
29%
Expenditure

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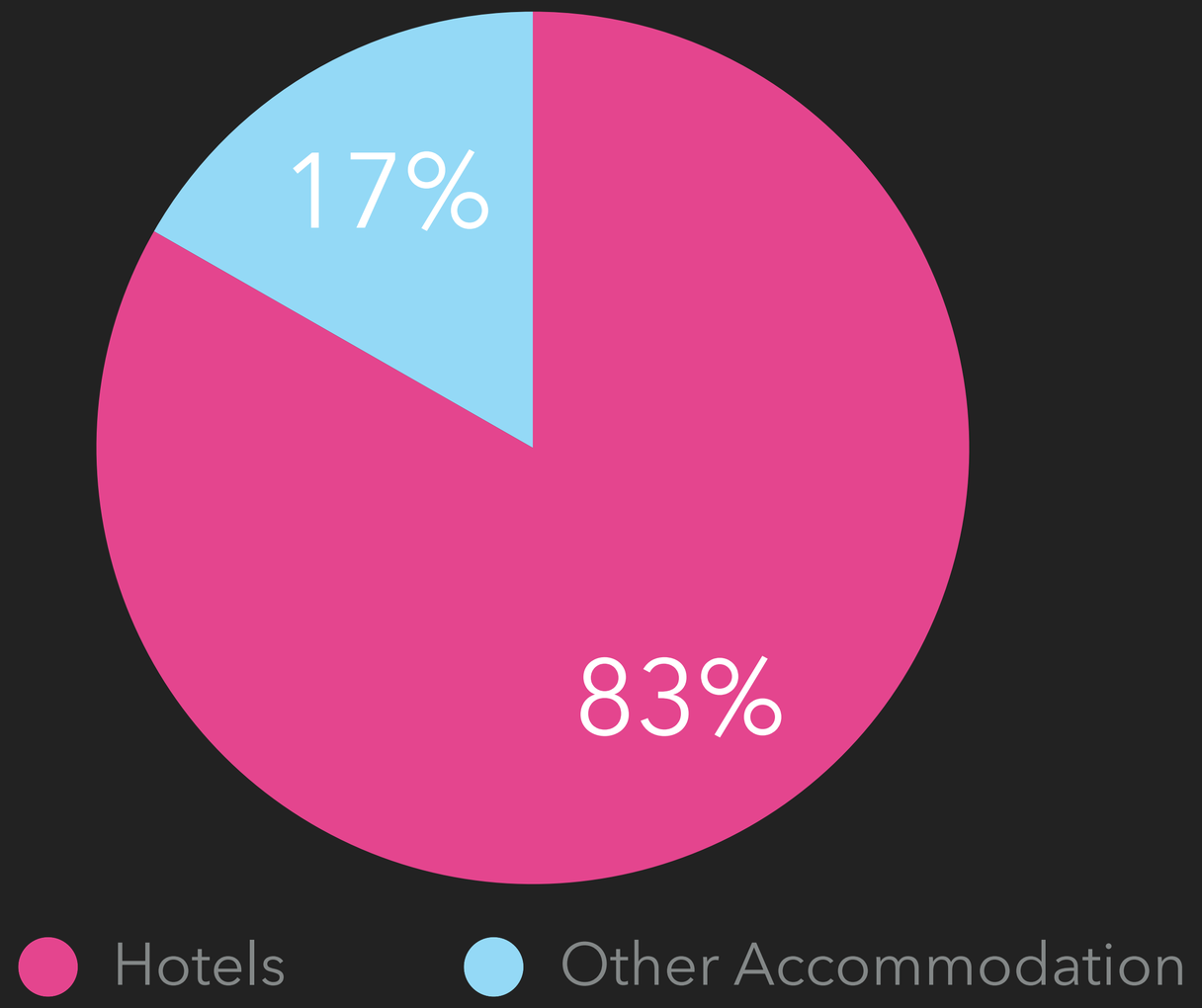
WHERE DO GUESTS STAY?



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HOTELS TODAY

- 141 Hotels
- 9,171 bedrooms
- 65% in Greater Belfast
- Average hotel size 64 rooms

HOTELS: A NEW ERA

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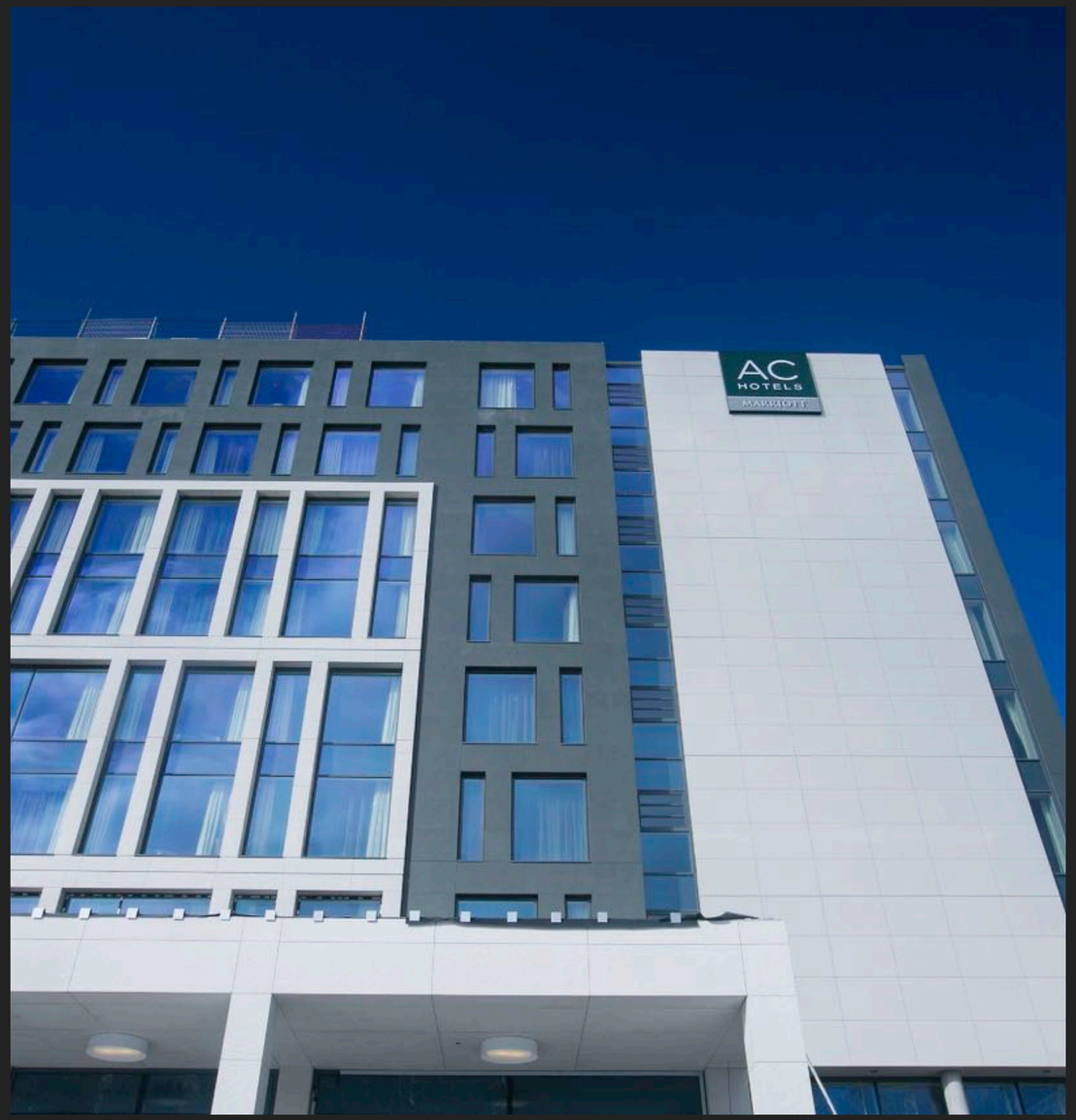
EXPANSION PHASE

- Major expansion period
- 8 new openings since 2016
- Plus expansions - Ten Square, Fitzwilliam Belfast, Holiday Inn Express, Crowne Plaza
- More openings to come
- Over £500m investment in construction phase



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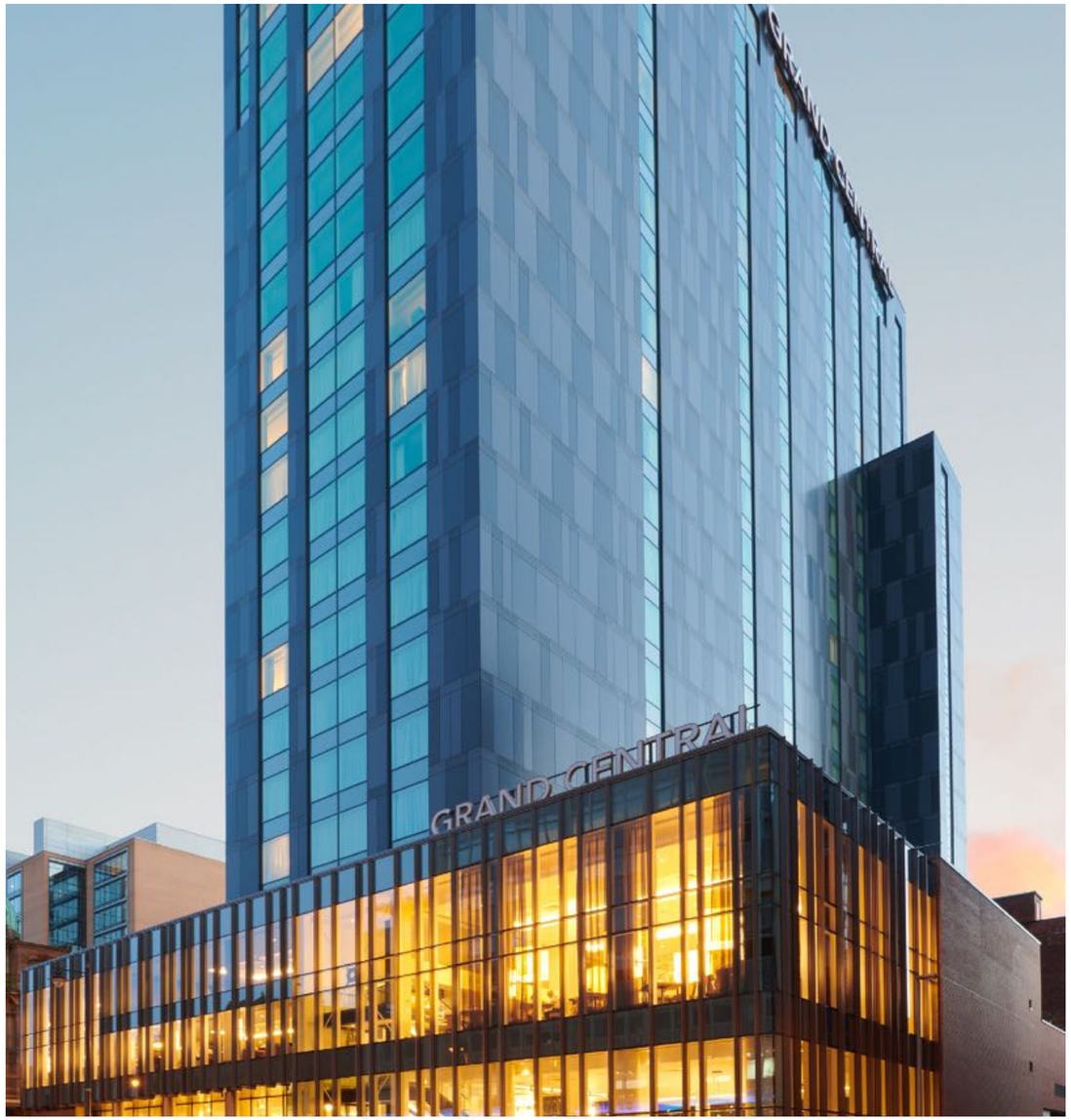
MARKET GROWTH

- 16% growth in rooms
- 31% in Belfast
- 50% of bedrooms under 15 years old
- Increased economic contribution



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PERFORMANCE

- 2017 - strong year with record figures
- 2.2m bedrooms sold
- 925 jobs created
- £31m Additional GVA (to date)
- Supporting c1,400 jobs by 2020

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OPPORTUNITIES

- Ability to attract larger events
- Well invested new product
- 50% of bedrooms under 15 years old
- Increased economic contribution
- £500m in Turnover
- Over 10,000 jobs

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CHALLENGES

- Staff & Skills
- Brexit
- Tax
- Promotion
- Capacity
- Access

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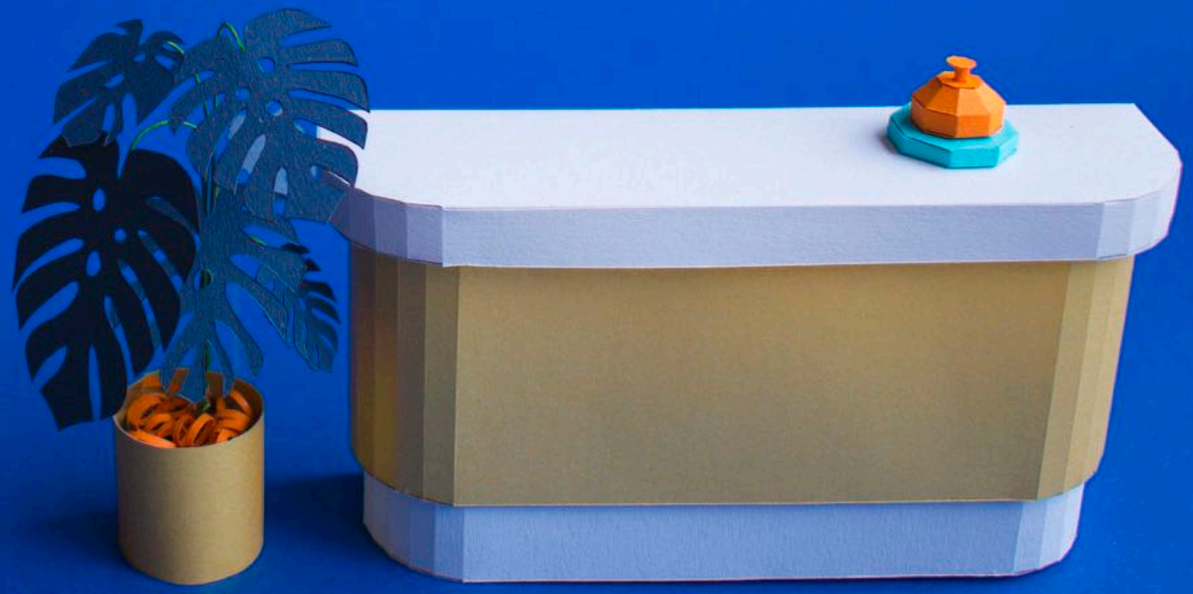
THANK YOU