

Hotel Market In Northern Ireland

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HOTELS
FEDERATION



Why?



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Reflect

Significant investment

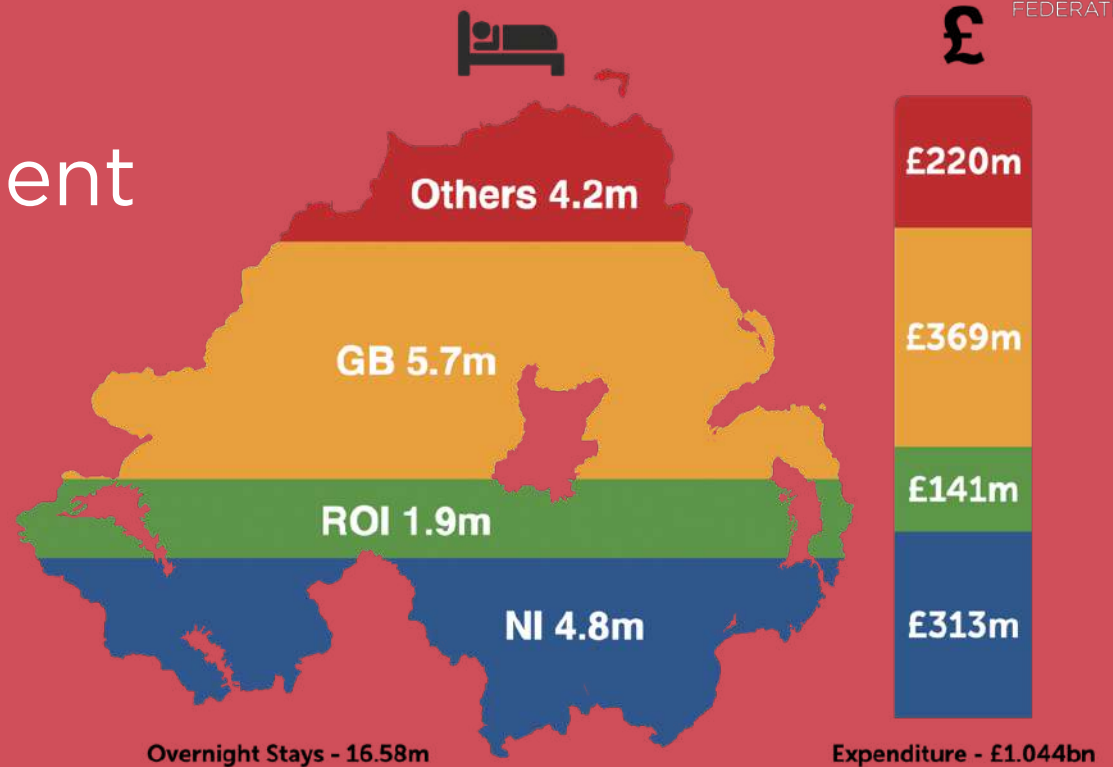
£1bn visitor spend

70,000 plus jobs

Brexit



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2020-21

Closed 55%

Christmas Chaos

Support

Successful reopening



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Reopening

Viabile Framework

Sustainable Manner

Promotion

Weddings



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Performance

Unprecedented demand

Staycation Success

43% Occupancy

ADR Growth



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Sentiment

Cautious optimism

Strong summer

85% Curtailed service

1,400 Staff



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Restore

VAT reduction

Business Rate Relief

Stimulus

Image



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Rebuild

Development stalled...

40+ Projects

New attractions

Additional marketing funds



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Challenges

Staffing & Skills

Costs

Access



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The Future

Timeline

Uncertainty

Consumer confidence

2024



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Resilience



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