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# Demand dynamics: are higher occupancies yielding higher returns?

NIHF “Hospitality Exchange” 2025
15th October 2025

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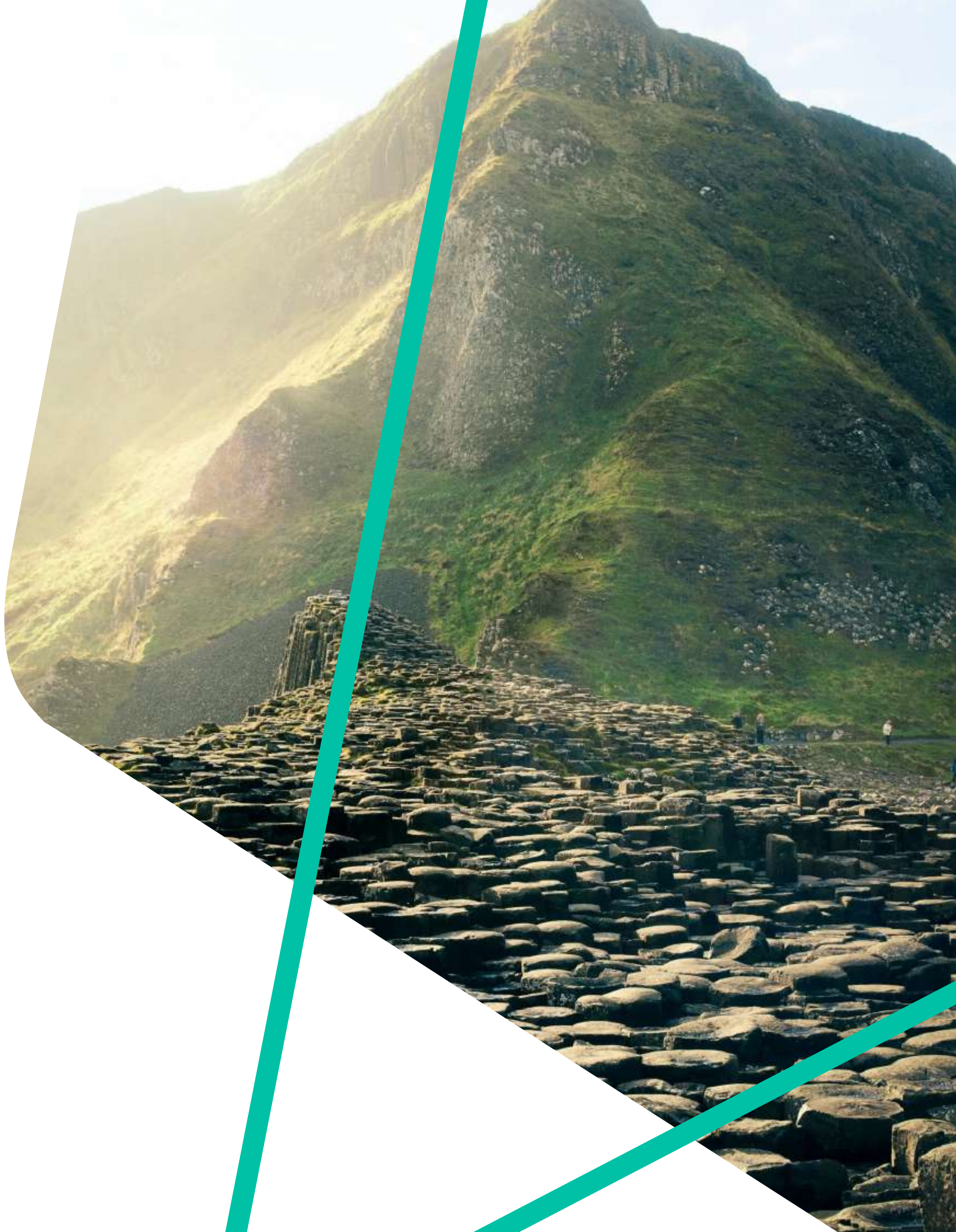

# A glimpse at Europe

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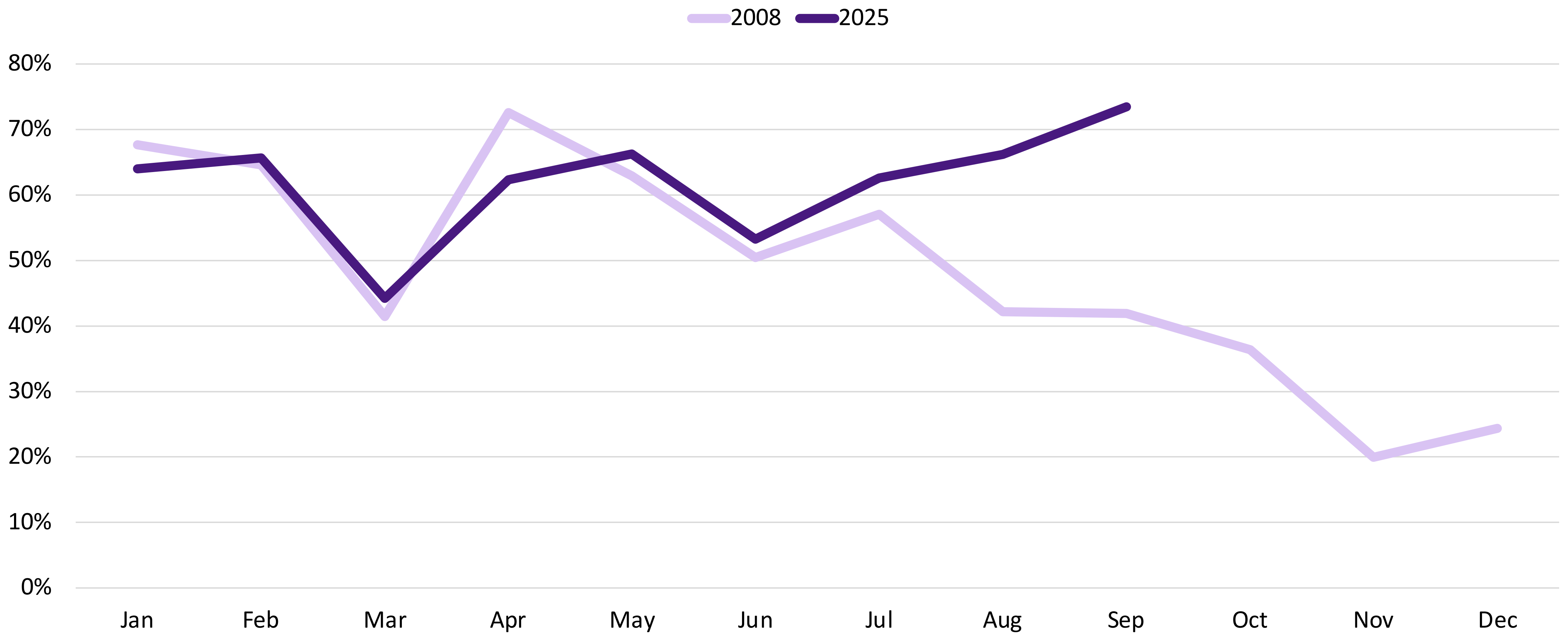
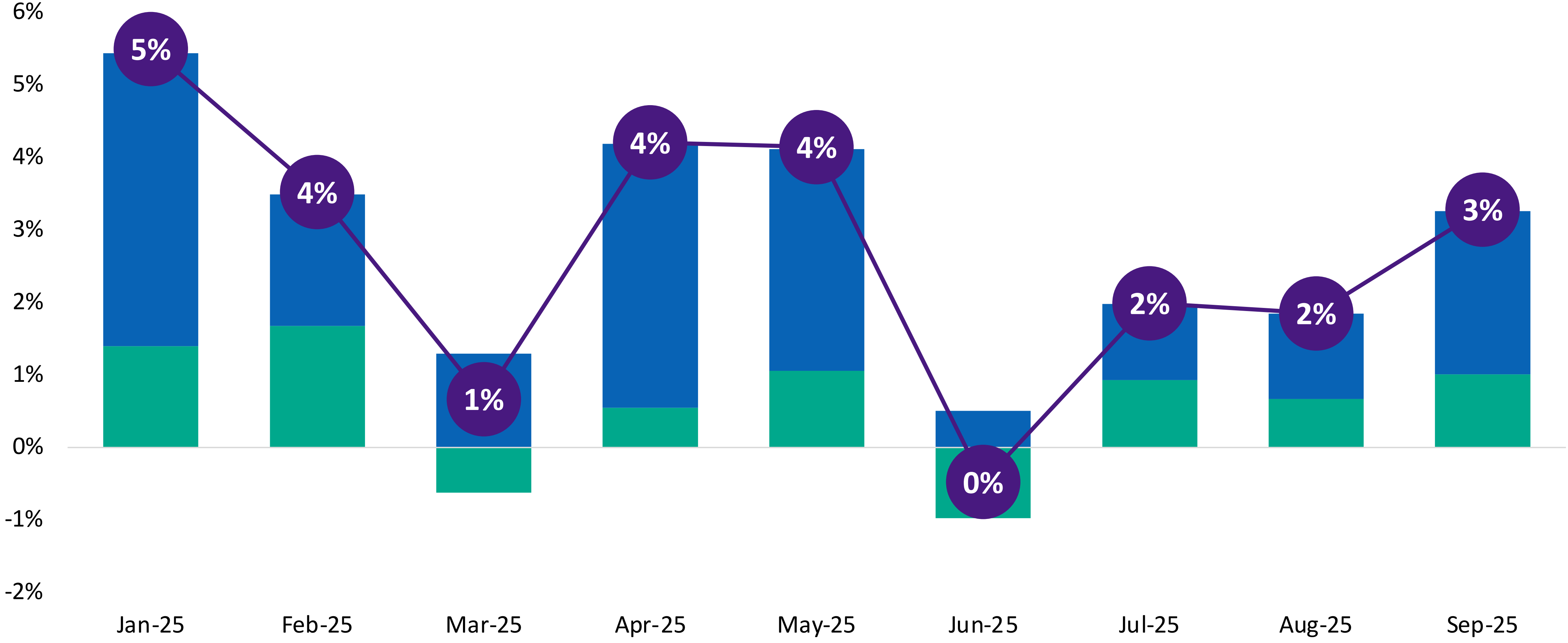
# Potentially out of the woods…?

**<u>Europe % of submarkets growing monthly RevPAR (local currency),</u>** % chg. YoY, 2008 and 2025



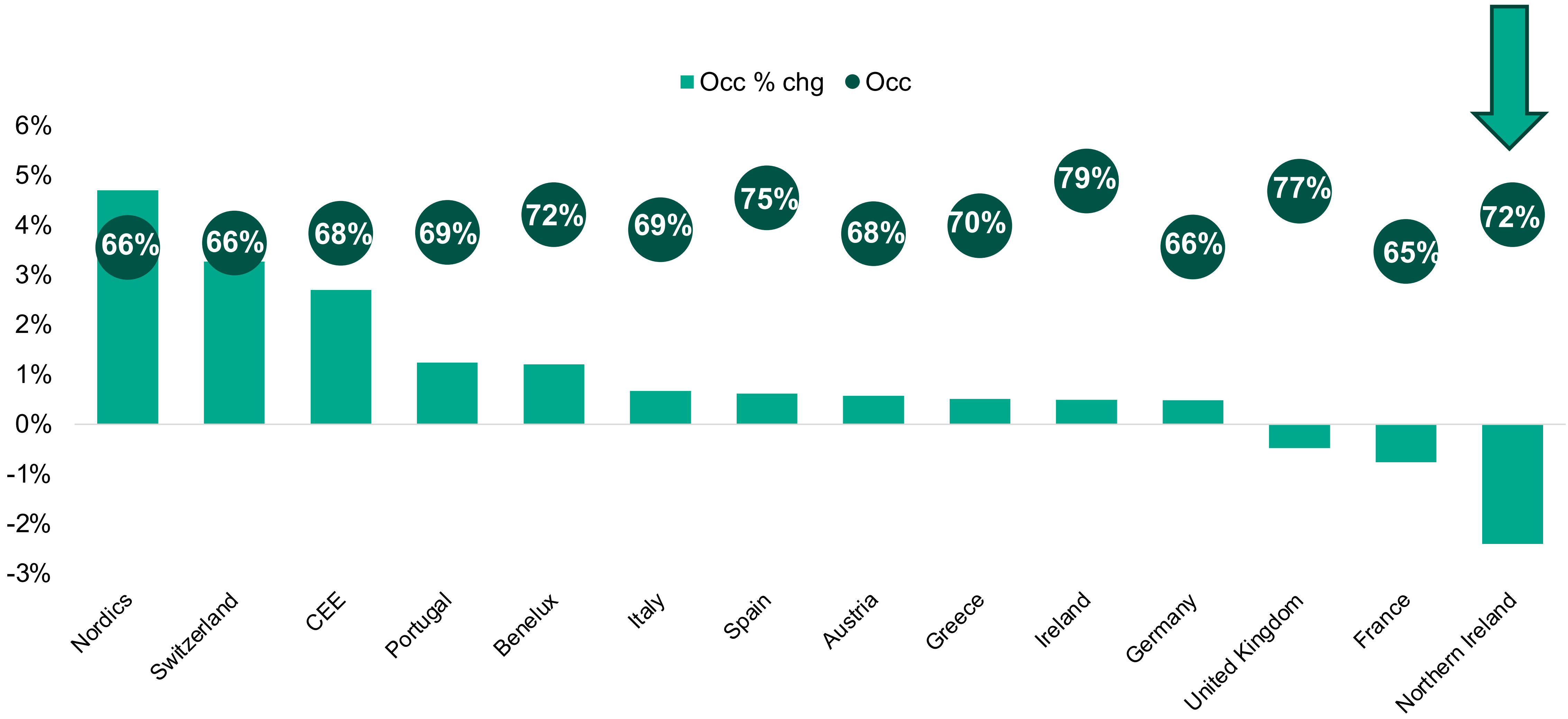
# Europe: a surprisingly good summer gave way to a great conference season

**<u>Europe,</u>** KPI (EUR, CC) % change YoY, Jan – Sep 2025 prelim



# Higher occupied countries are more susceptible to declines

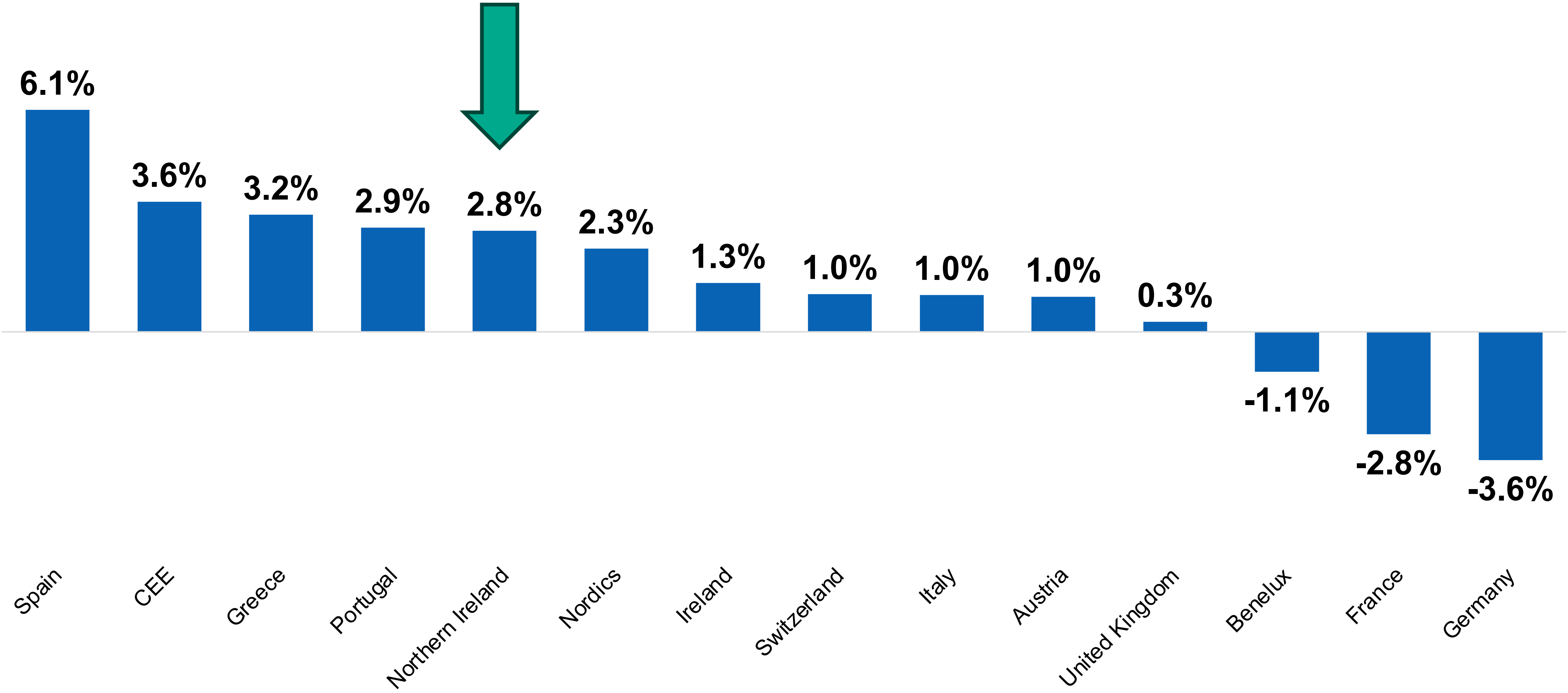
**Occupancy actual % and year over year % chg.** YTD August 2025




Nordics = Denmark, Finland, Iceland, Norway, Sweden
CEE = Bulgaria, Czech Republic, Estonia, Hungary, Lithuania, Latvia, Poland, Romania, Slovenia, Slovakia

# Steady growth prevails across the vast majority of European countries

**ADR (Euros) year over year % chg.** YTD August 2025




Nordics = Denmark, Finland, Iceland, Norway, Sweden
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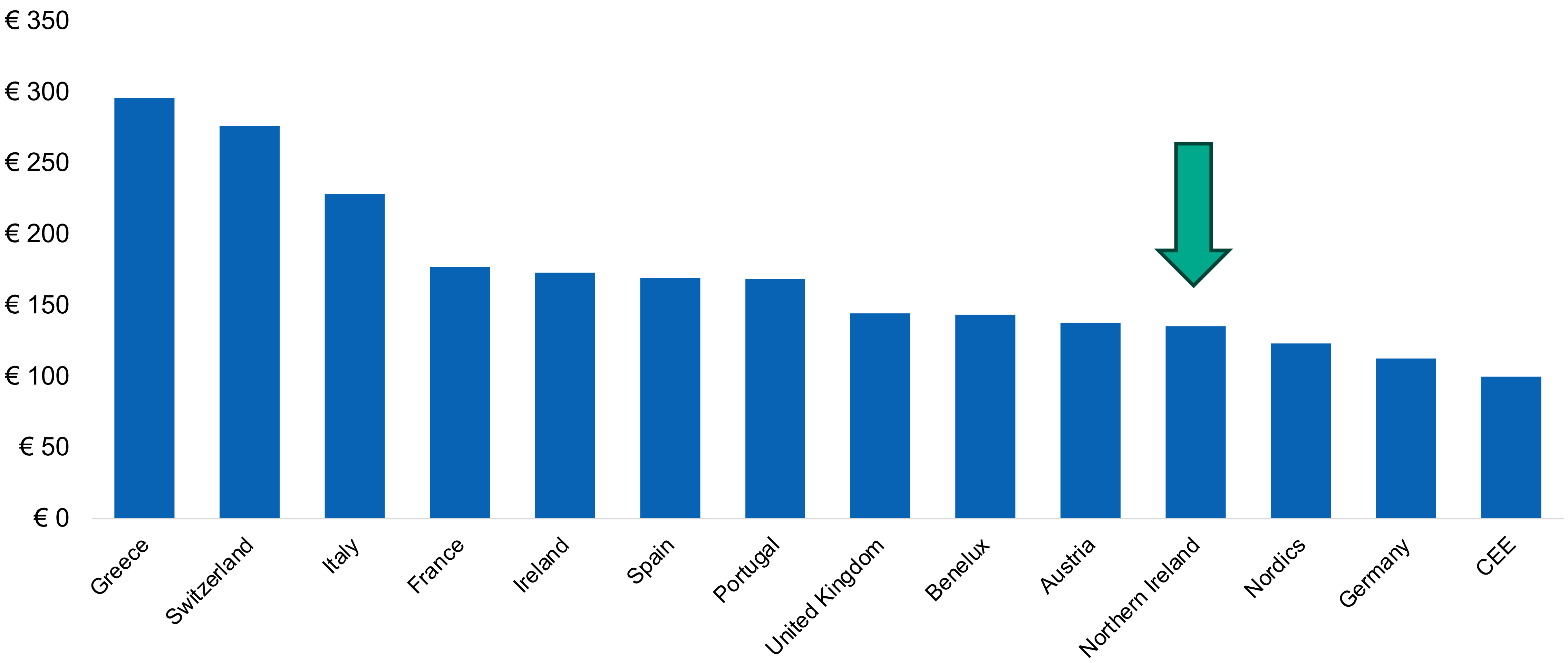
# … Despite holding high hotel rates

**<u>ADR actual (Euros),</u>** YTD August 2025




Nordics = Denmark, Finland, Iceland, Norway, Sweden
CEE = Bulgaria, Czech Republic, Estonia, Hungary, Lithuania, Latvia, Poland, Romania, Slovenia, Slovakia

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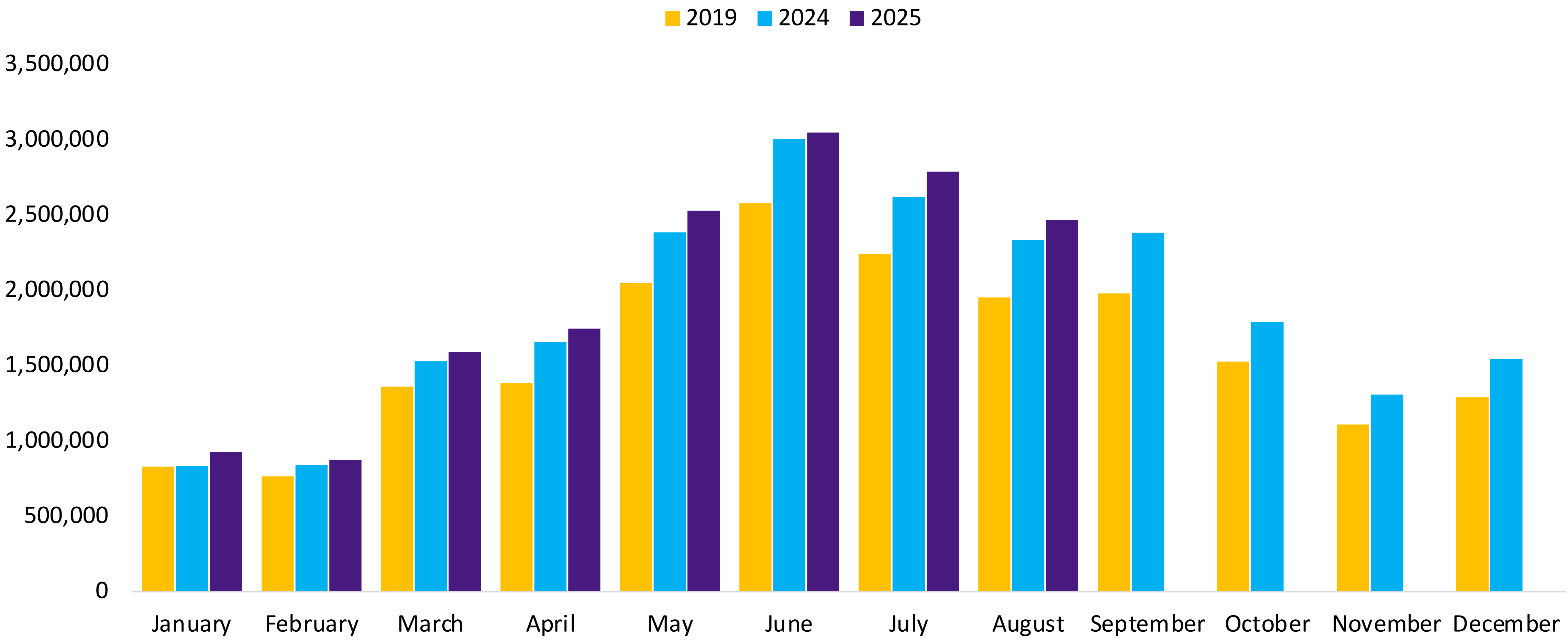
# Can we count on Americans?

# What about Americans? US outbound remains steady at 5% YTD

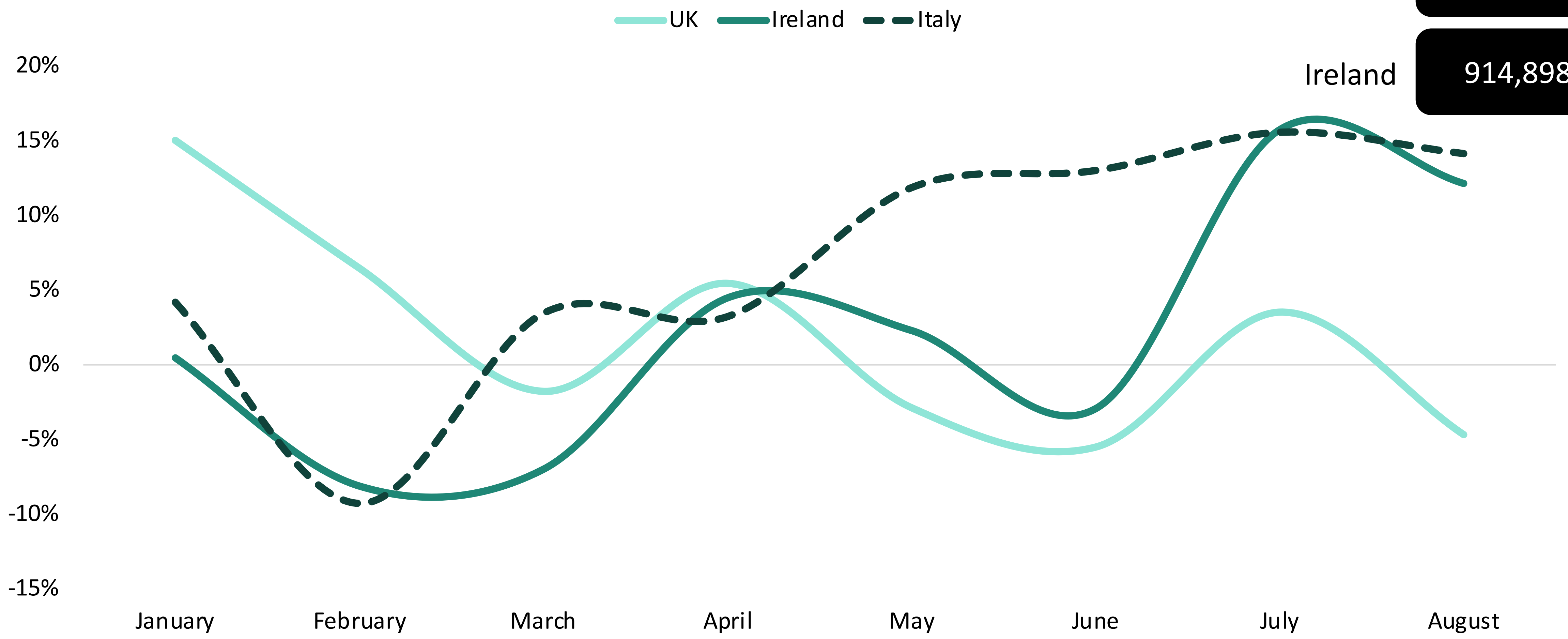
**<u>U.S. citizen departures to Europe,</u>** 2019, 2024 and YTD August 2025




Source: I-92/APIS, The International Trade Administration, U.S. Department of Commerce

# Though destination choice has started to diverge

**U.S. citizen departures to the UK, Ireland & Italy,** % chg. YoY, Aug YTD 2025

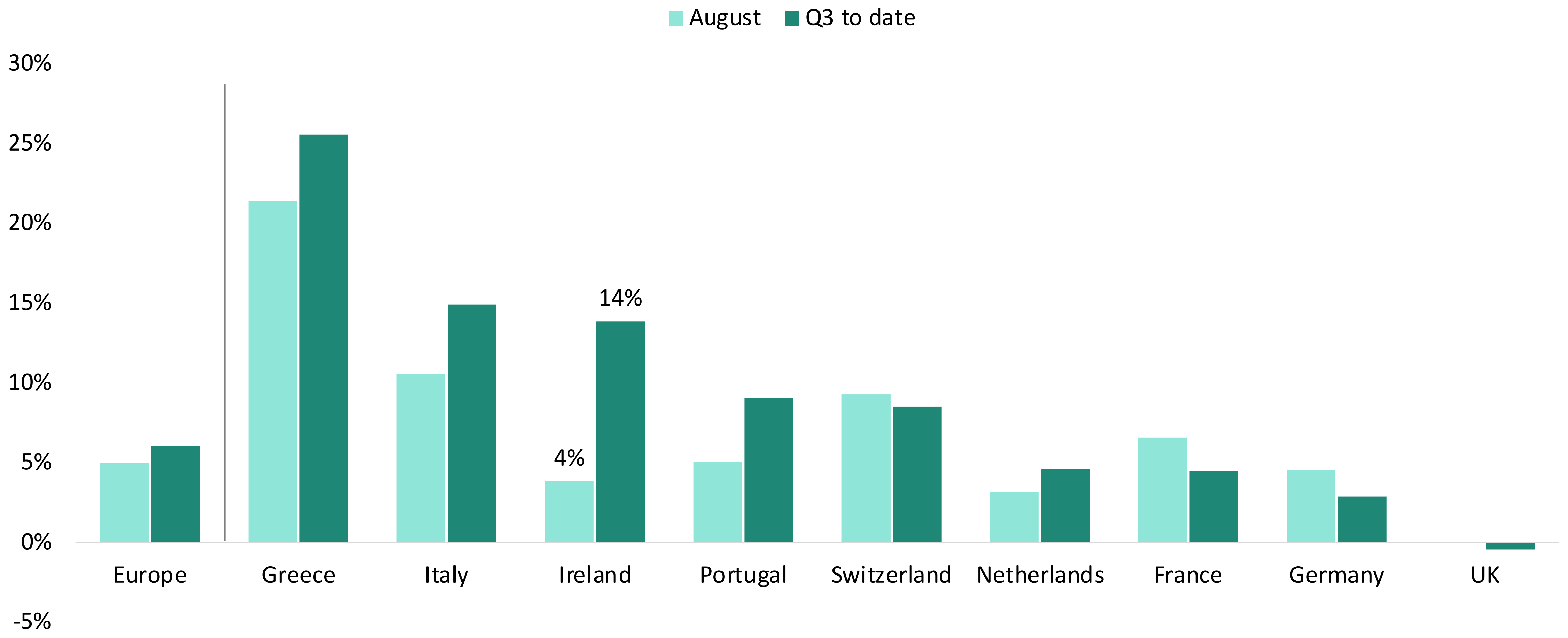



**YTD departures**

| | |
|---|---|
| UK | 3,733,182 |
| Italy | 1,522,586 |
| Ireland | 914,898 |

# Favoured American destinations have shifted

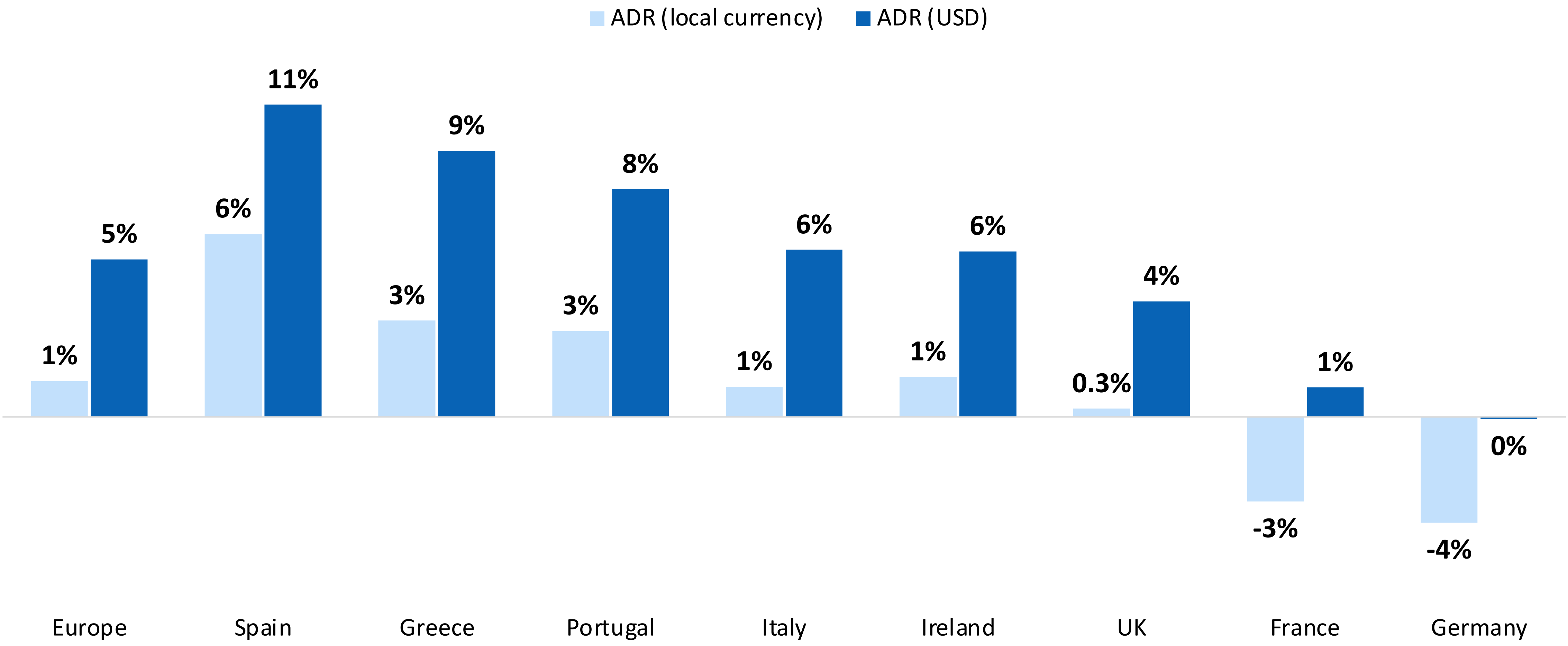
**U.S. citizen departures to key European countries,** % chg. Year over Year, August and YTD August 2025




Source: I-92/APIS, The International Trade Administration, U.S. Department of Commerce

# In part due to the USD crash out

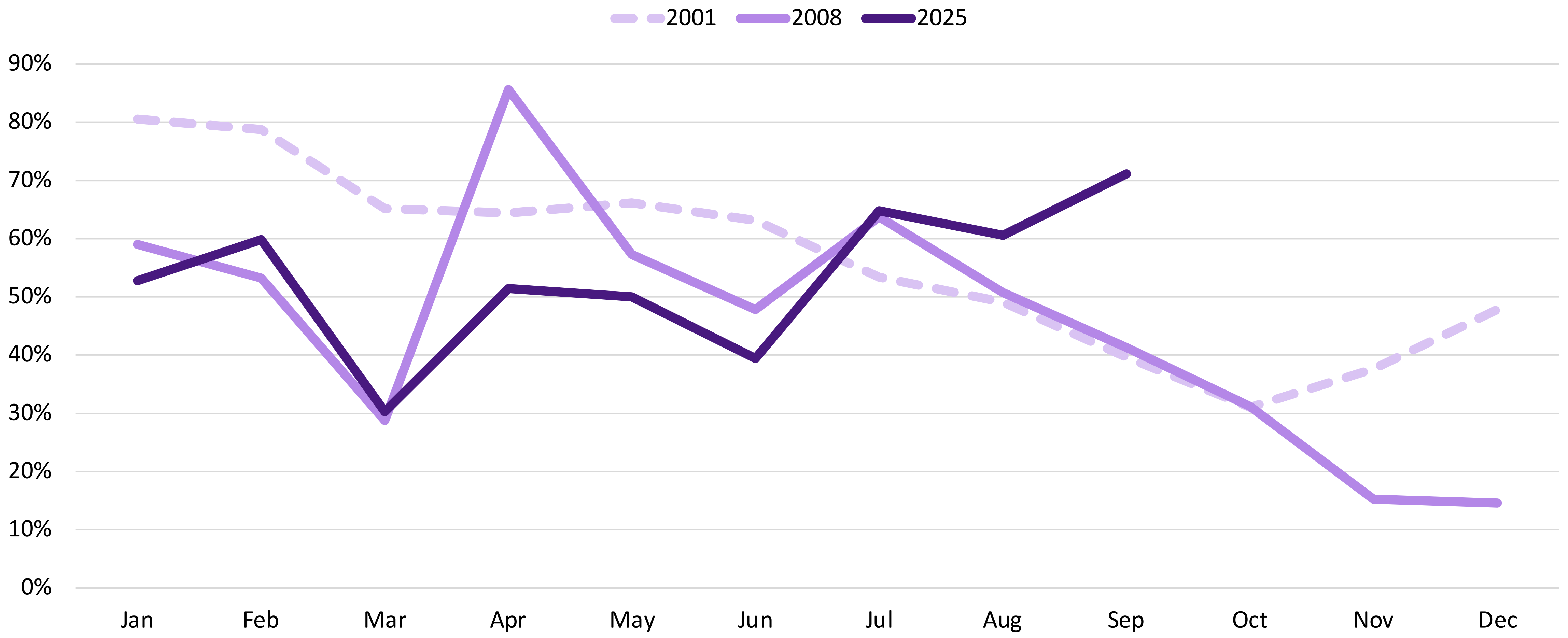
ADR (Europe in Euros) % chg. YoY, YTD Aug 2025



# Where does the UK fit into the picture?

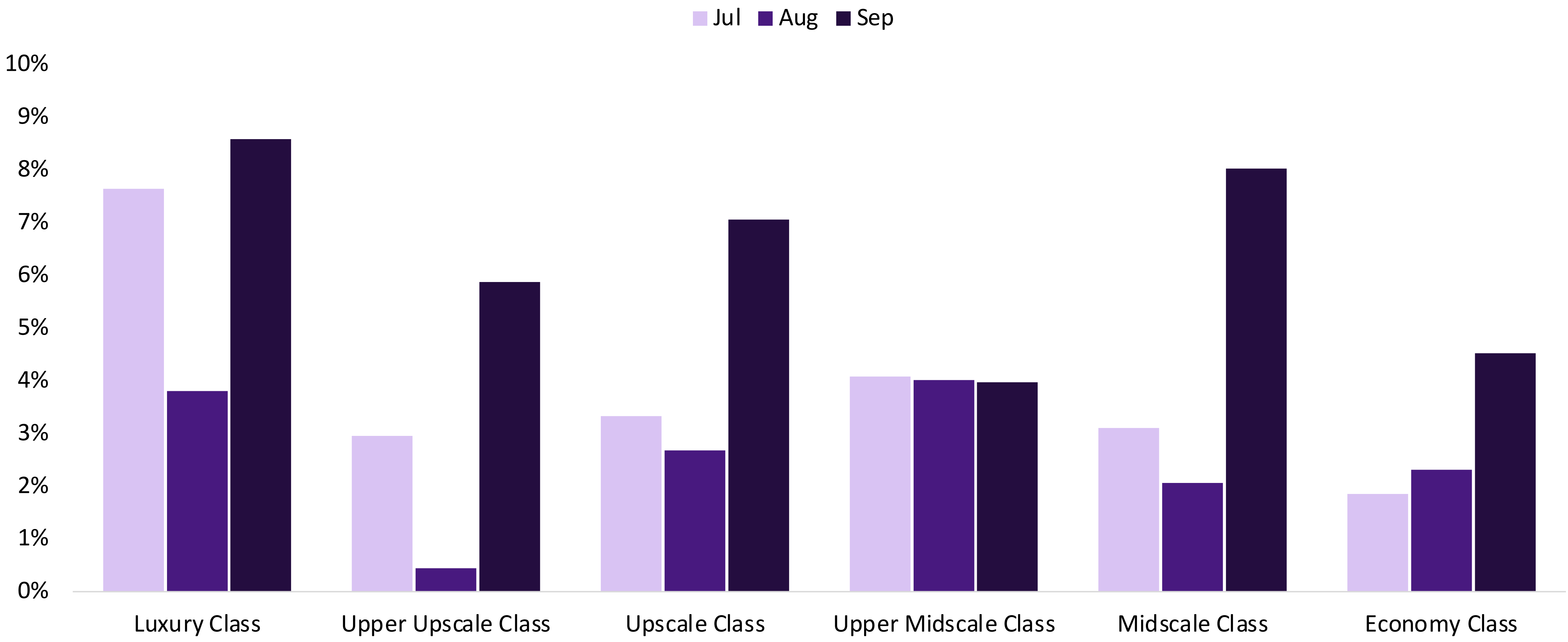
# Even the UK had a good month

**UK % of submarkets growing monthly RevPAR (local currency),** % chg. YoY, 2008 and 2025



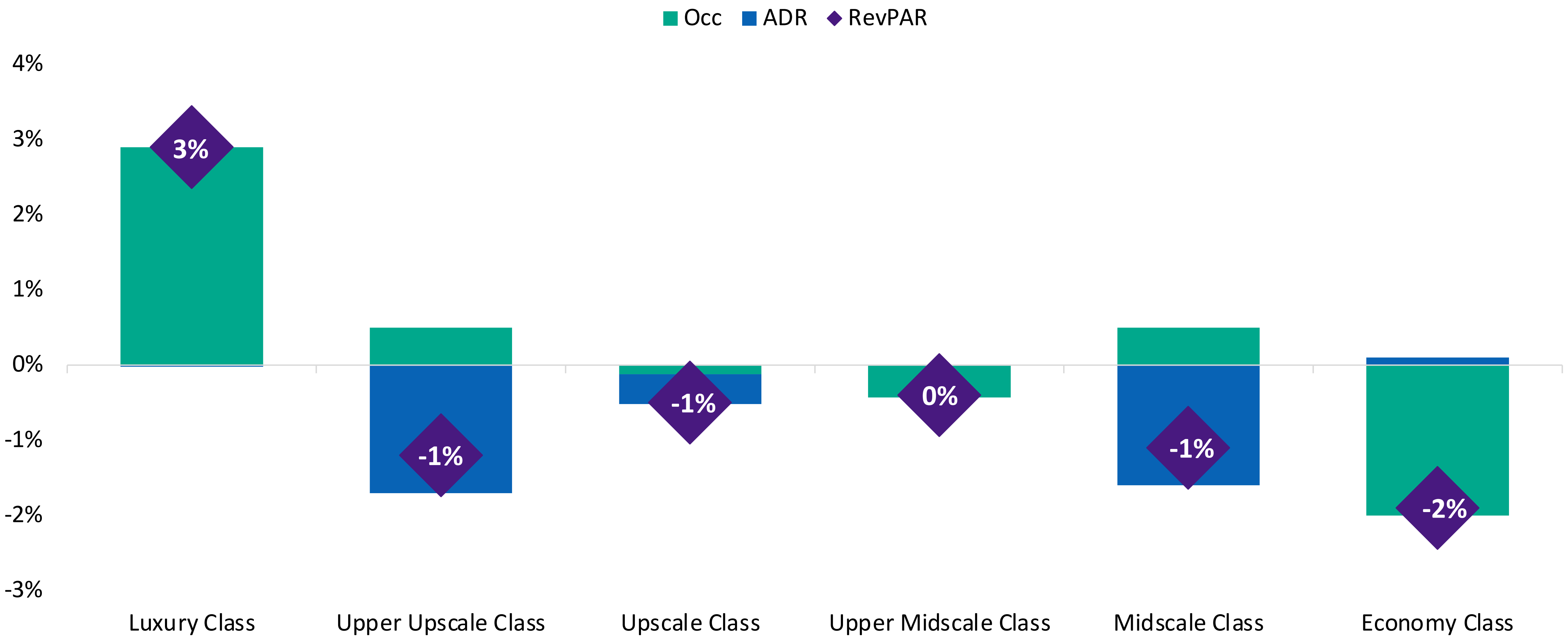
# UK performance started to stabilize in Q3

**UK RevPAR (GBP) % chg by class .** YoY, Q3 2025



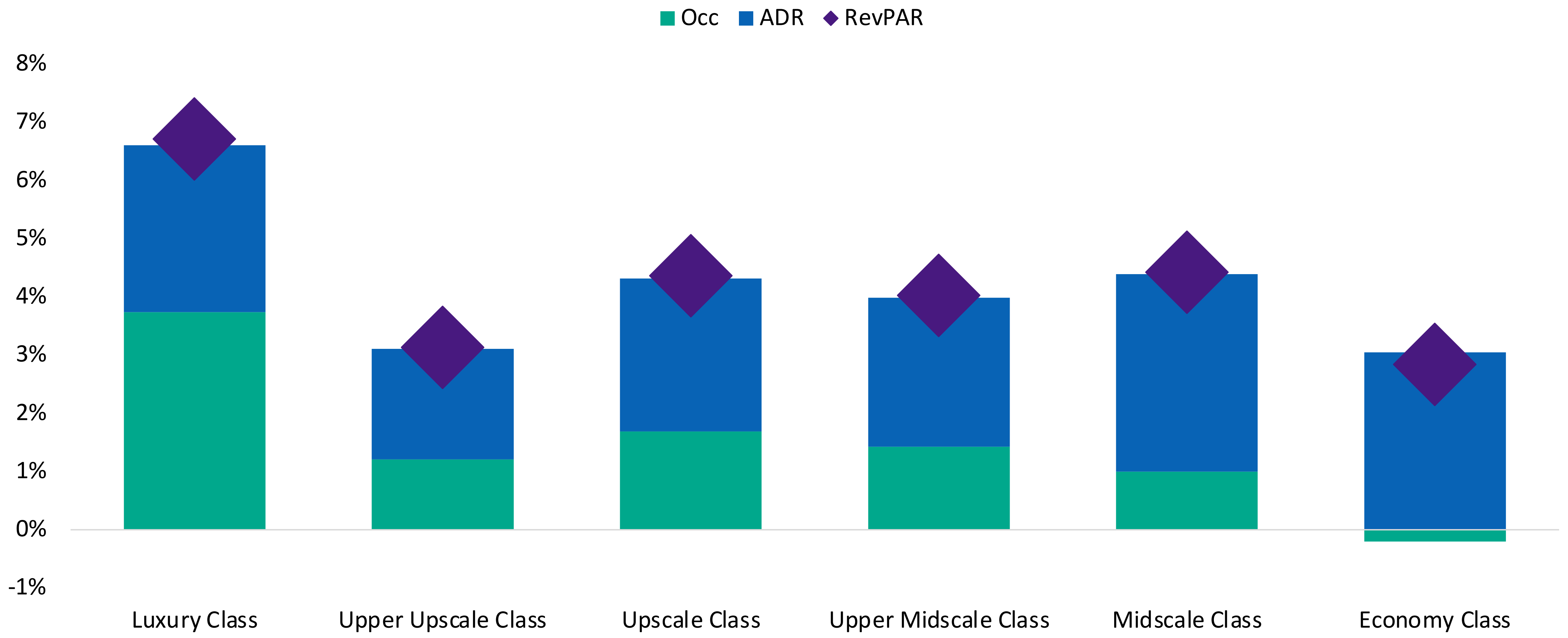
# The UK: Trailblazing a new path? Pressure is from the bottom up

**UK All by class,** KPI (GBP) % chg. year over year, **YTD August 2025**



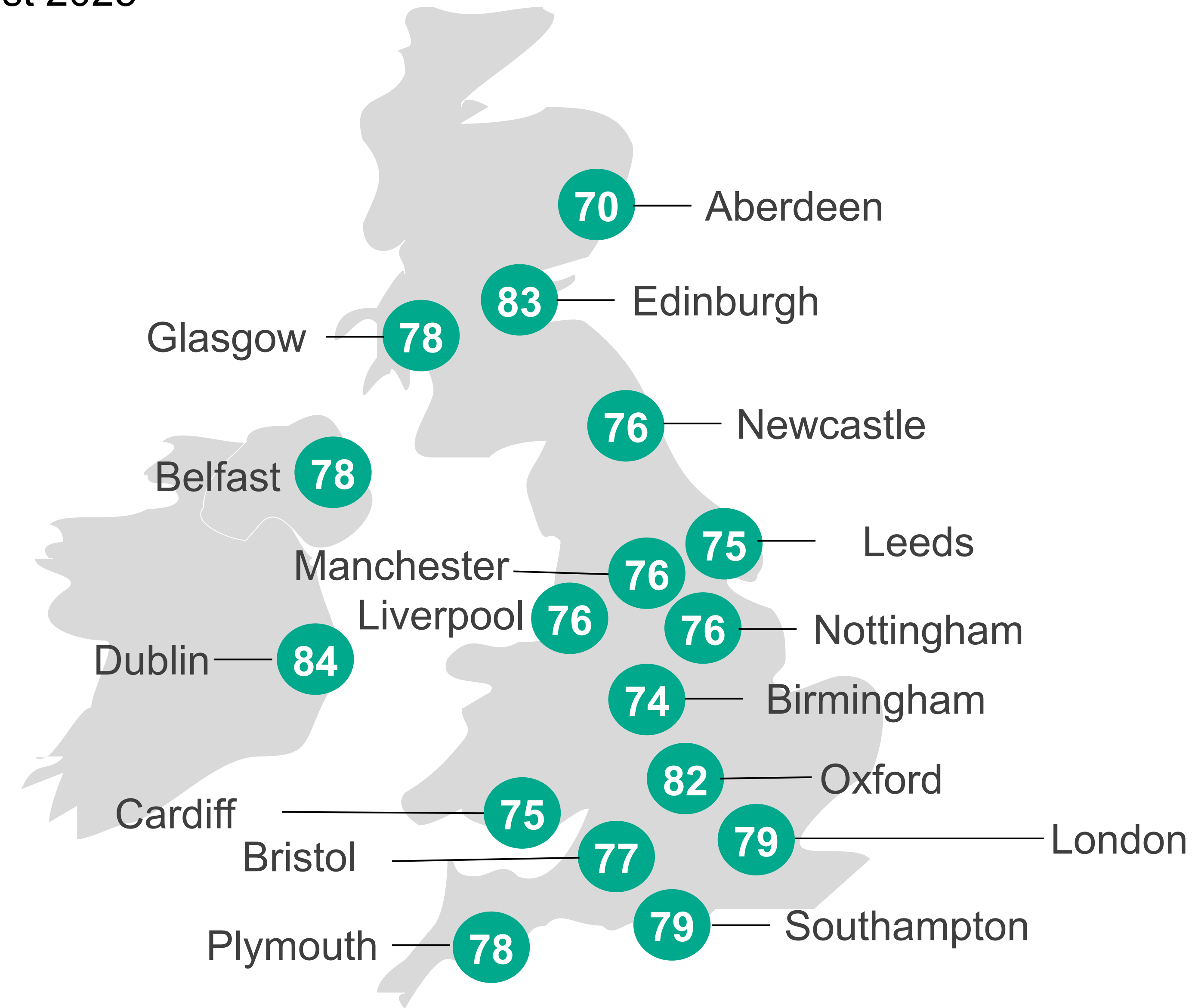
# Things REALLY turned around in Q3 for the UK

**UK KPI (GBP) % chg.** YoY, **Q3 2025**



# All key UK markets achieved at least a 70% occupancy YTD August 2025

**<u>Occupancy %,</u>** YTD August 2025




United Kingdom:

**77%**

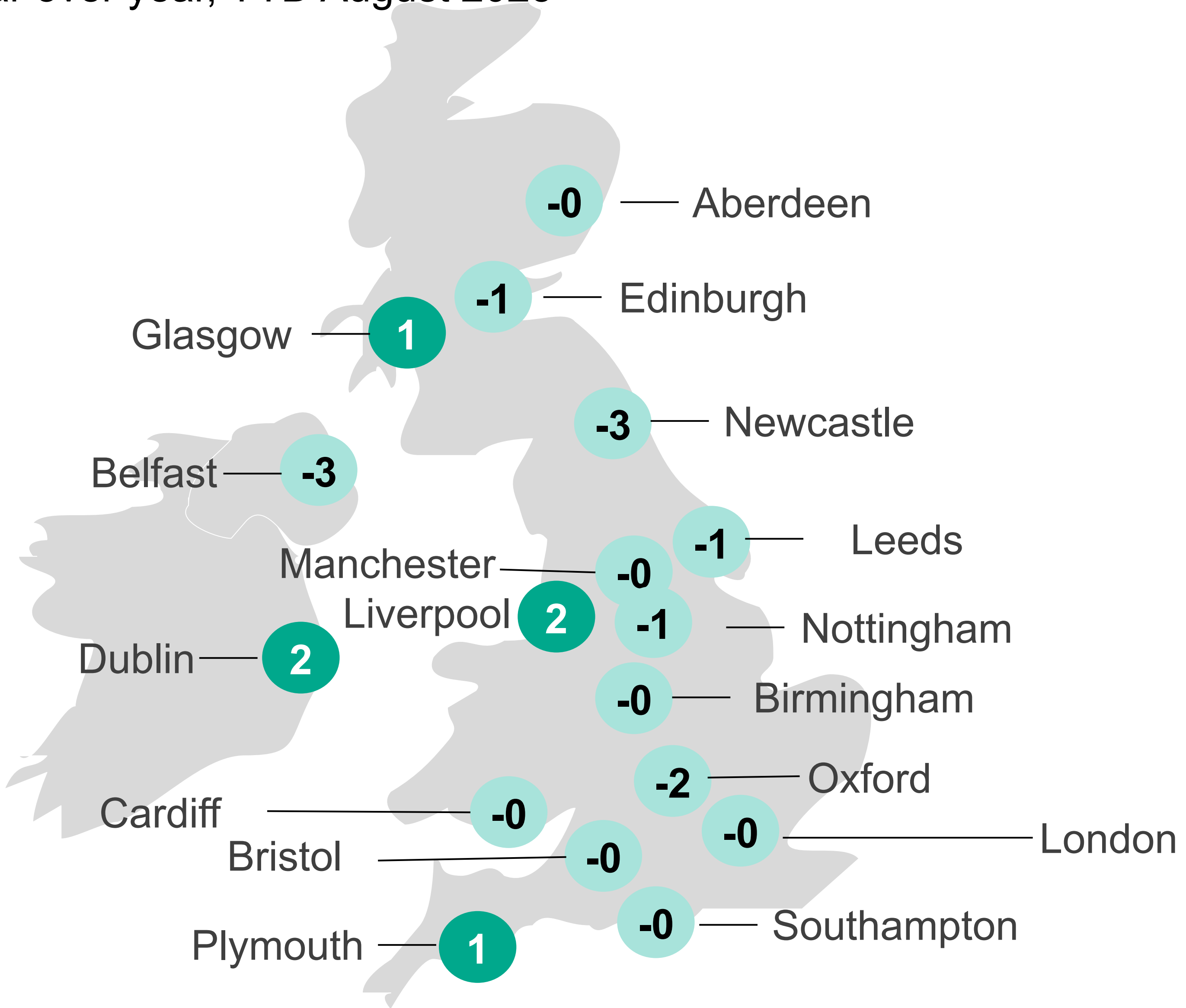
Source: STR. © 2024 CoStar Group

# However, relatively high occupancies, mixed with new supply limited growth

**<u>Occupancy % change</u>** year over year, YTD August 2025

United Kingdom:

-0.5%

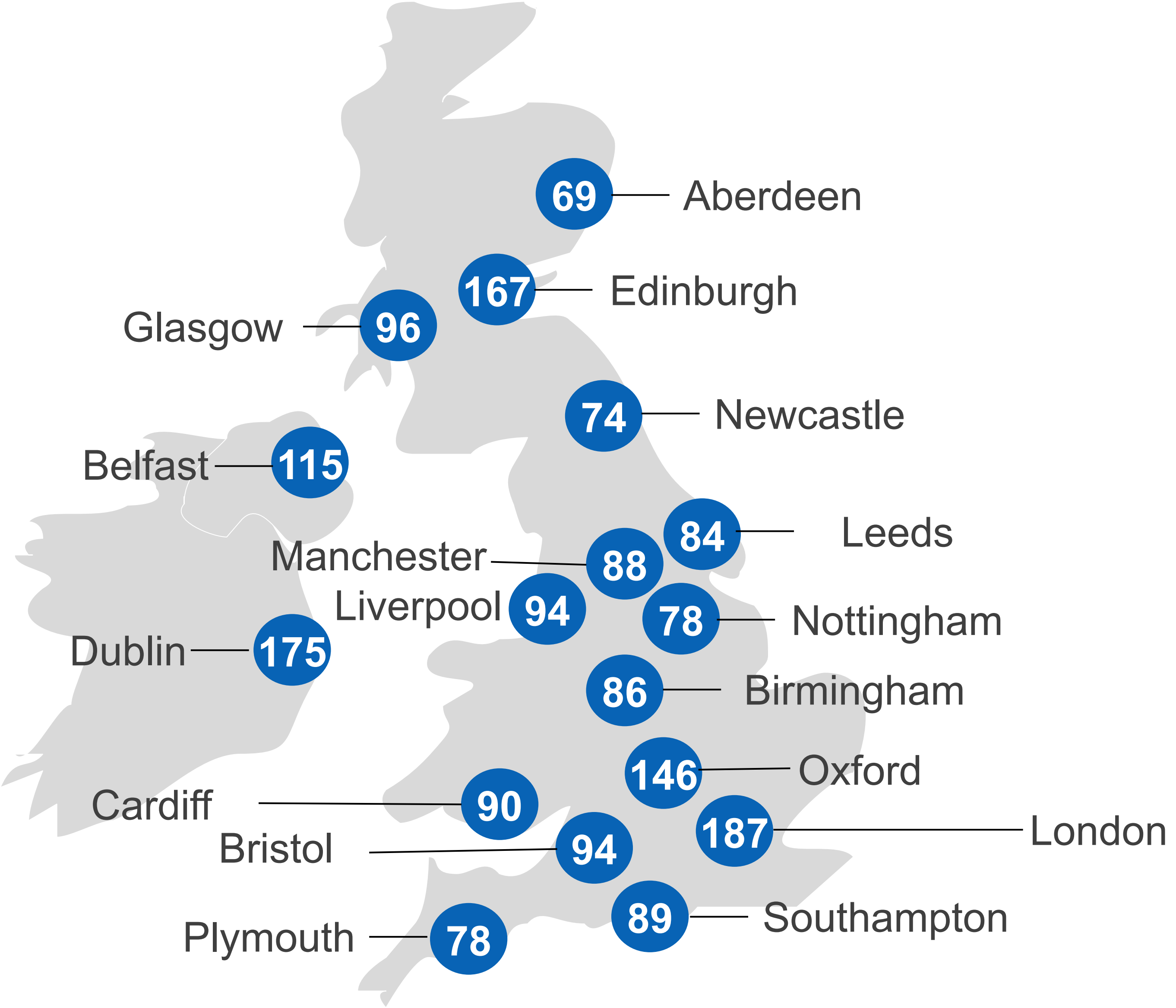


# Event driven markets push for ADR

**ADR (GBP £),** YTD August 2025

United Kingdom:

**120**

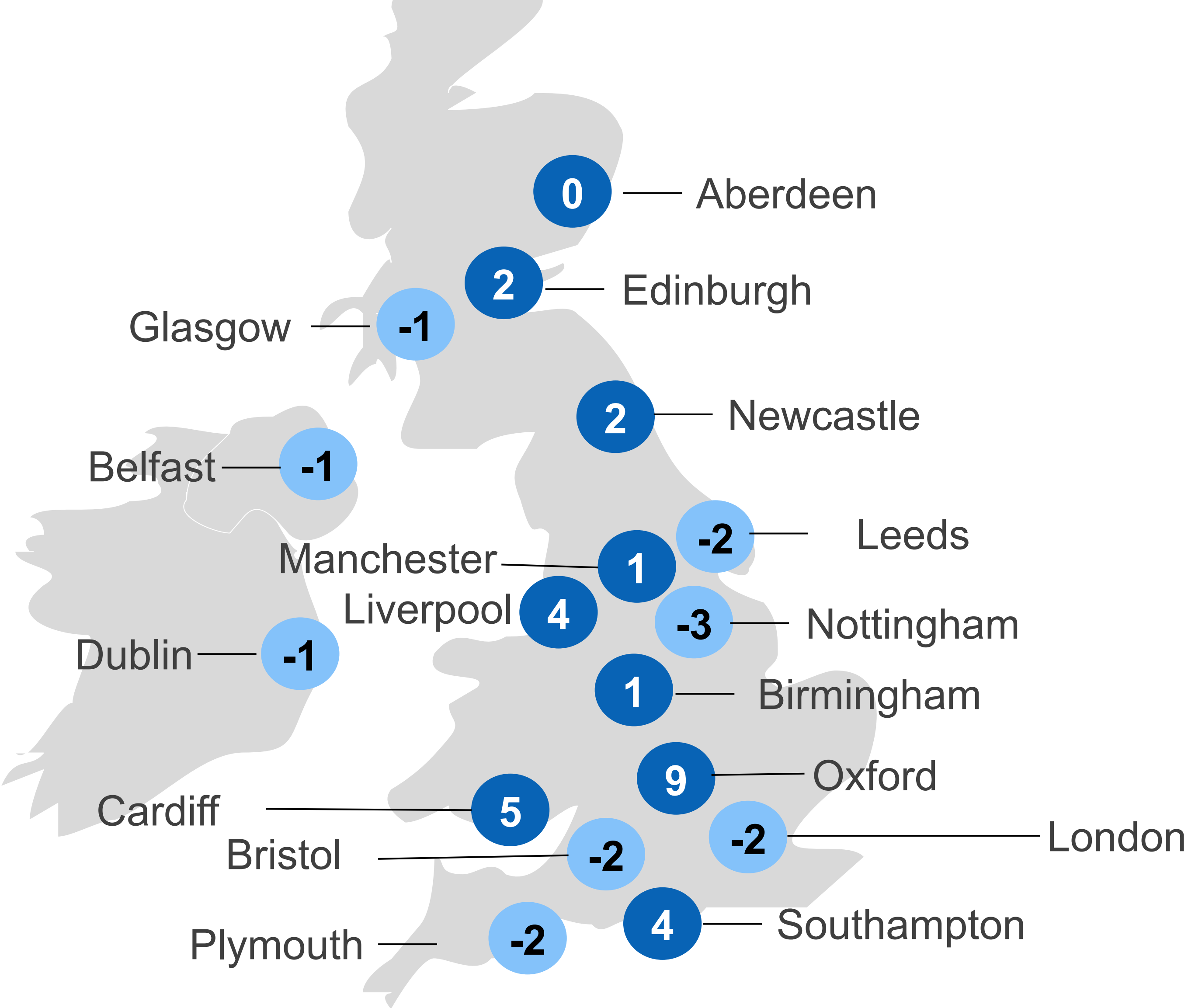


# Muted demand growth inhibited ADR growth in some markets

**<u>ADR (GBP £) % change</u>** year over year, YTD August 2025

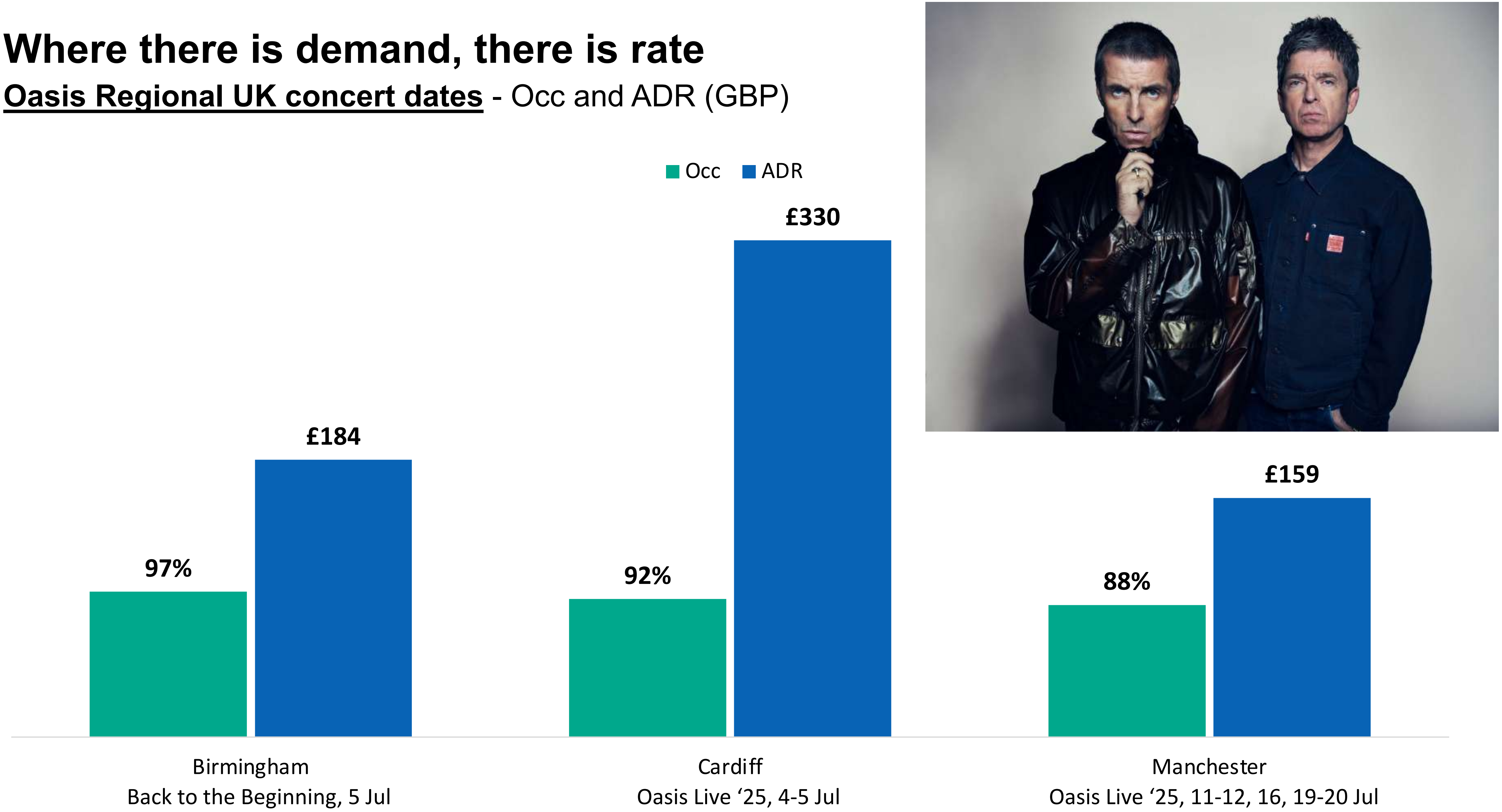
United Kingdom:

**0%**



# Where there is demand, there is rate

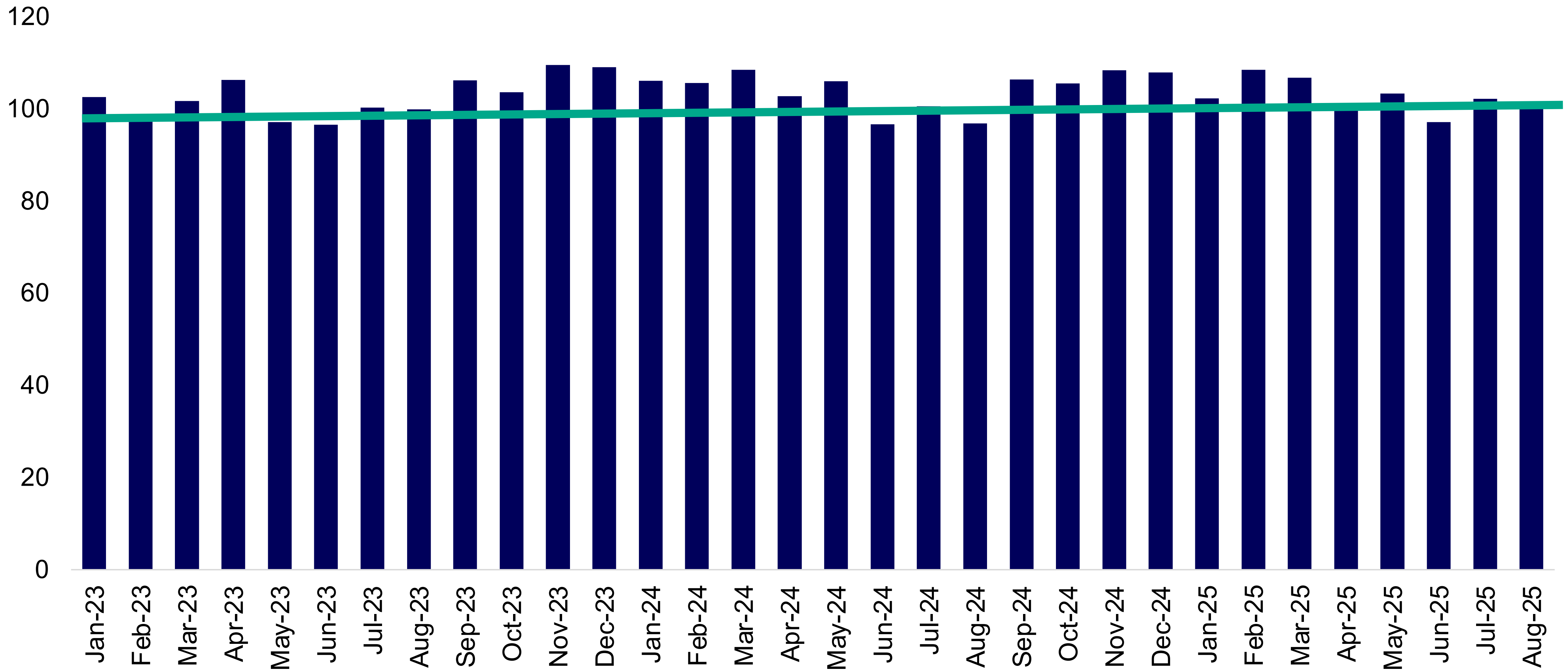
**<u>Oasis Regional UK concert dates</u>** - Occ and ADR (GBP)



# Is Northern Ireland “under par” or “over par”?

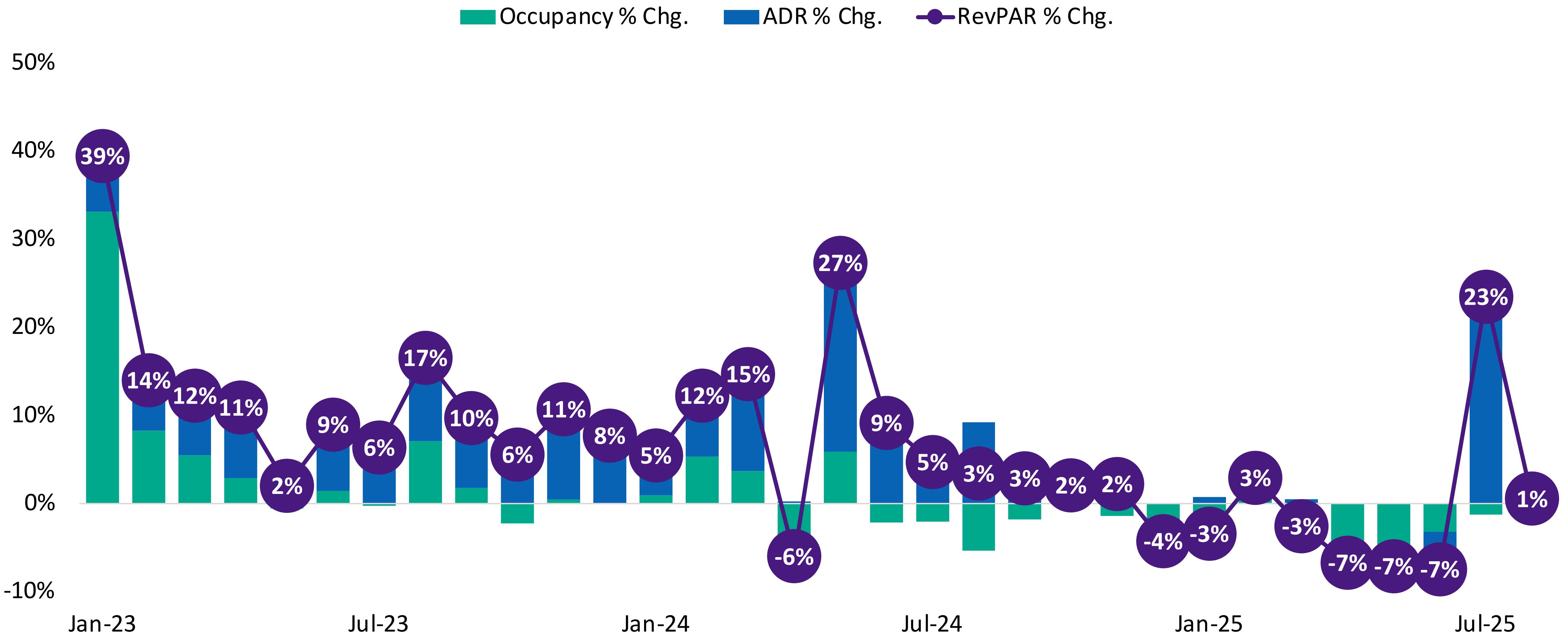
# Despite Easter holidays being in April 2025, March was still a much better

**Northern Ireland demand indexed to 2019,** January 2023 – August 2025



# April, May & June 2025 in Northern Ireland were behind same months in 2024

**Northern Ireland,** KPI (EUR) % change Year over Year, January 2023 – August 2025



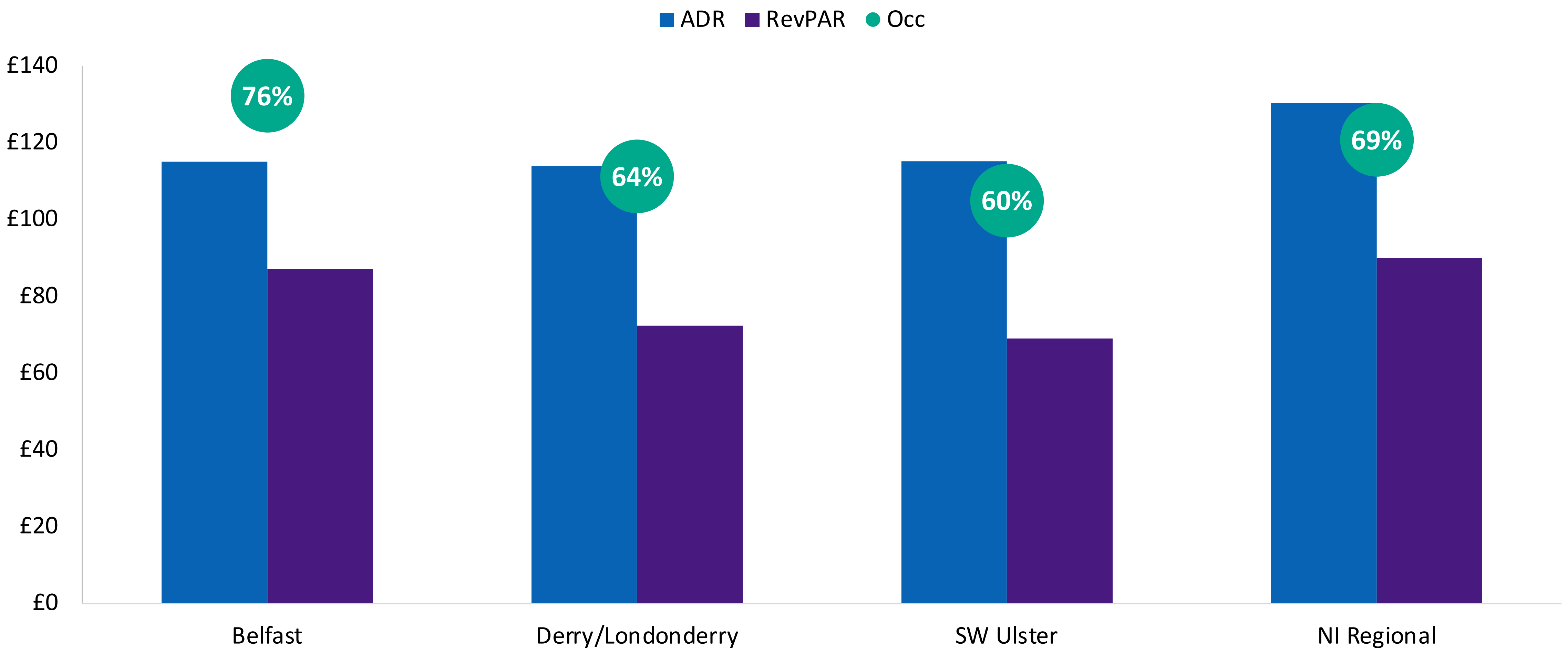
# New supply and re-entry of supply into the market impacting YTD August 2025

**Northern Ireland**, Actuals and % change, Full Years 2019, 2023 & 2024 & YTD August 2025

| | Northern Ireland YTD August 2025 and % chg to YTD August 2024 | Northern Ireland full year 2024 and % chg to 2023 | Northern Ireland full year 2023 and % chg to 2022 | Northern Ireland full year 2019 and % chg to 2018 |
|---|---|---|---|---|
| **Occupancy** | 72.1% (-2.4%) | 73.4% (-0.5%) | 73.7% (+3.5%) | 70.6% (-3.8%) |
| **ADR** | £118.10 (+2.8%) | £113.95 (+6.4%) | £107.05 (+6.7%) | £78.07 (-1.6%) |
| **RevPAR** | £85.18 (+0.3%) | £83.62 (+5.9%) | £78.95 (+10.5%) | £55.10 (-5.3%) |

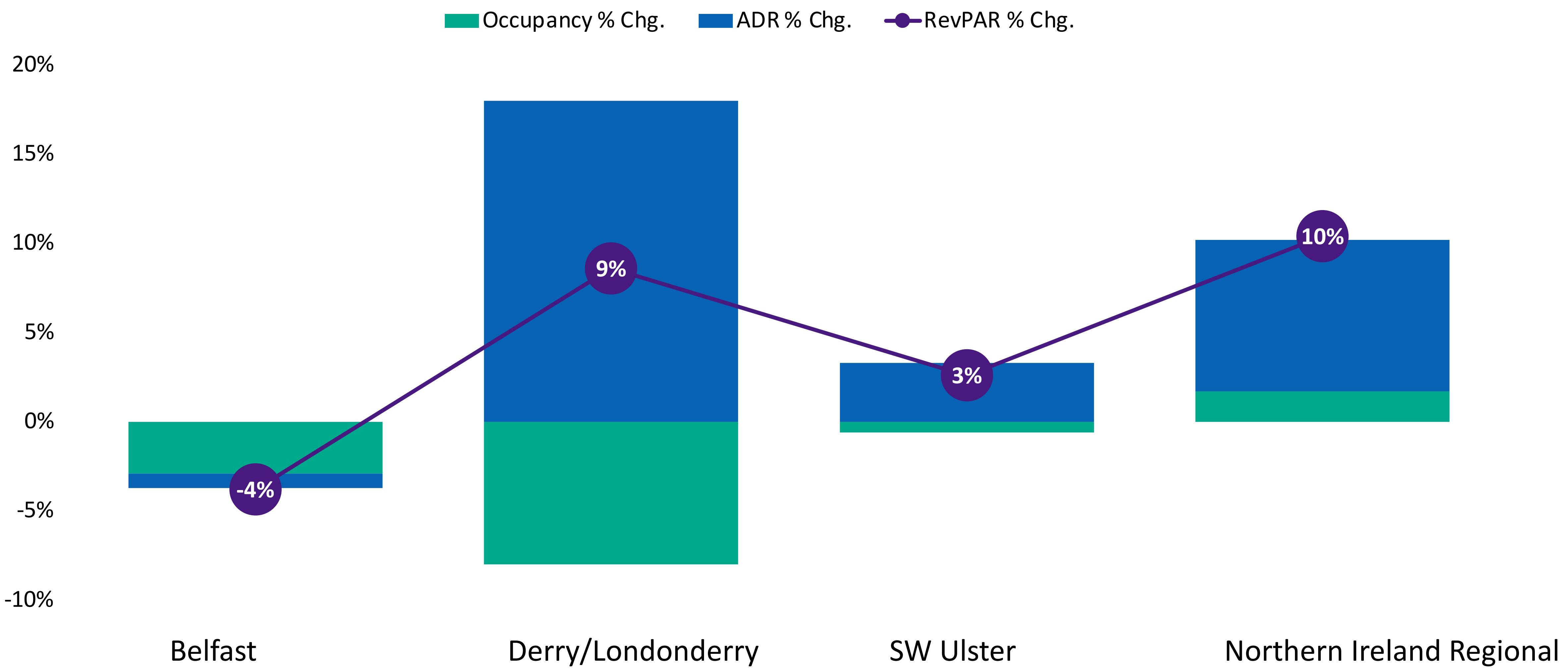
# Less than £1.30 separates the YTD August ADR's of Belfast, Derry & SW Ulster

**Northern Ireland key submarkets occupancy, ADR & RevPAR (GBP)** YTD August 2025



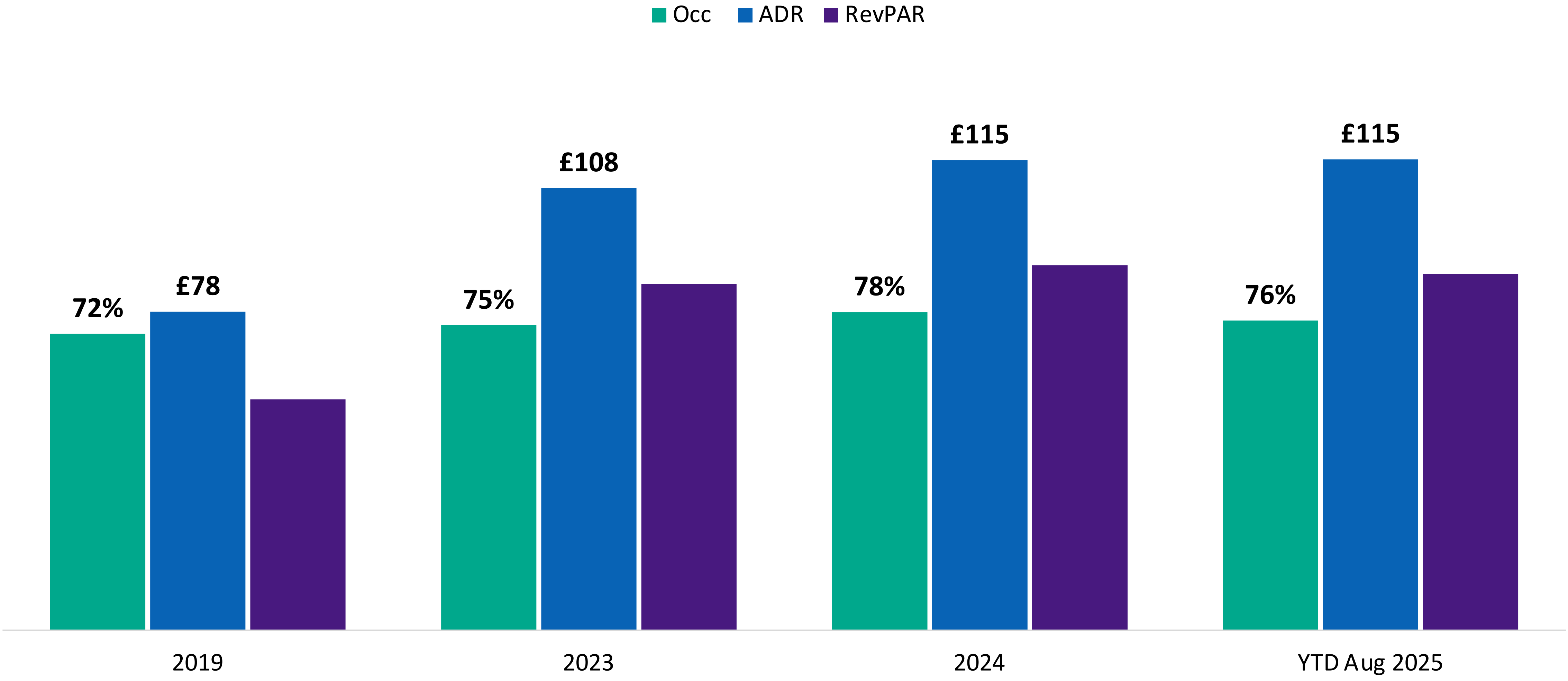
# Derry/Londonderry has grown ADR double digits YTD August 2025

**Northern Ireland key submarkets occupancy, ADR & RevPAR (GBP) % chg** YTD August 2025



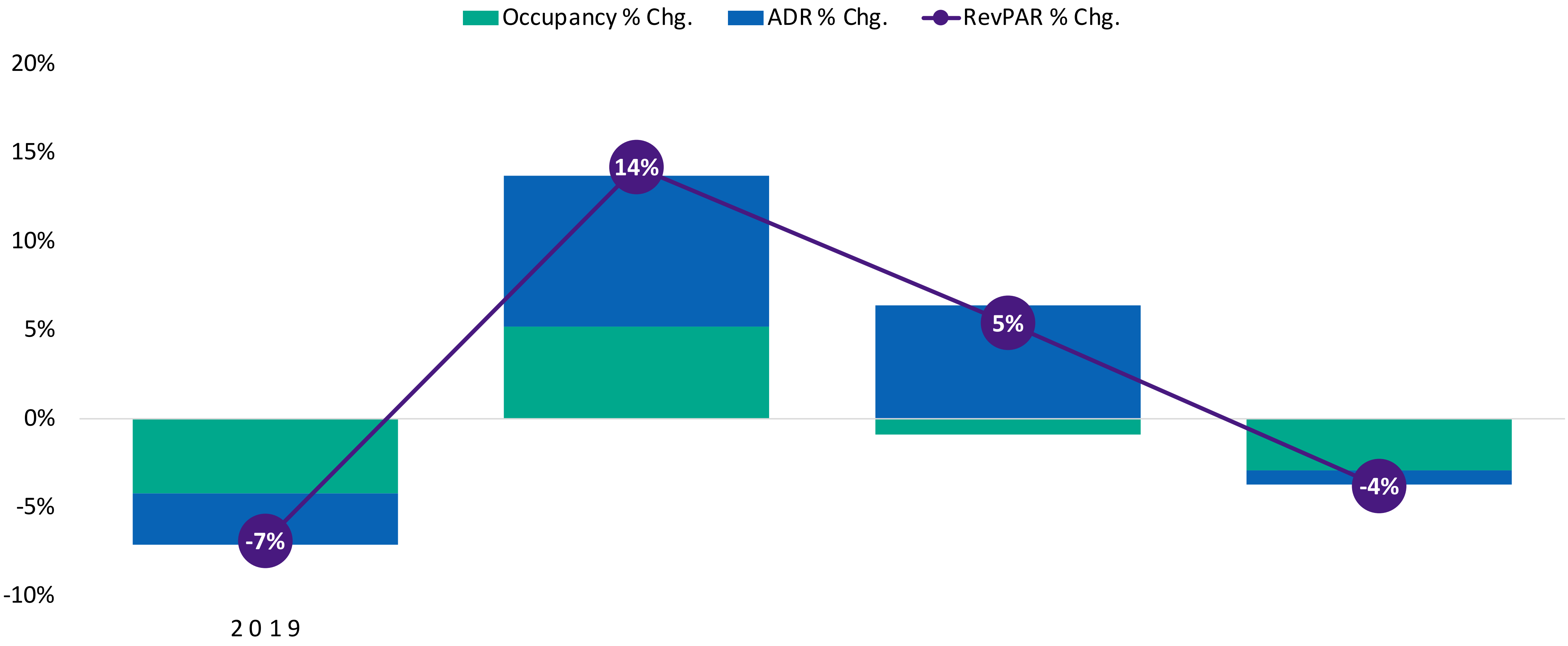
# Belfast has had less events in 2025 and supply re-entering the market

**Belfast** - Occupancy %, ADR & RevPAR (GBP), full years 2019, 2023 & 2024 and YTD August 2025



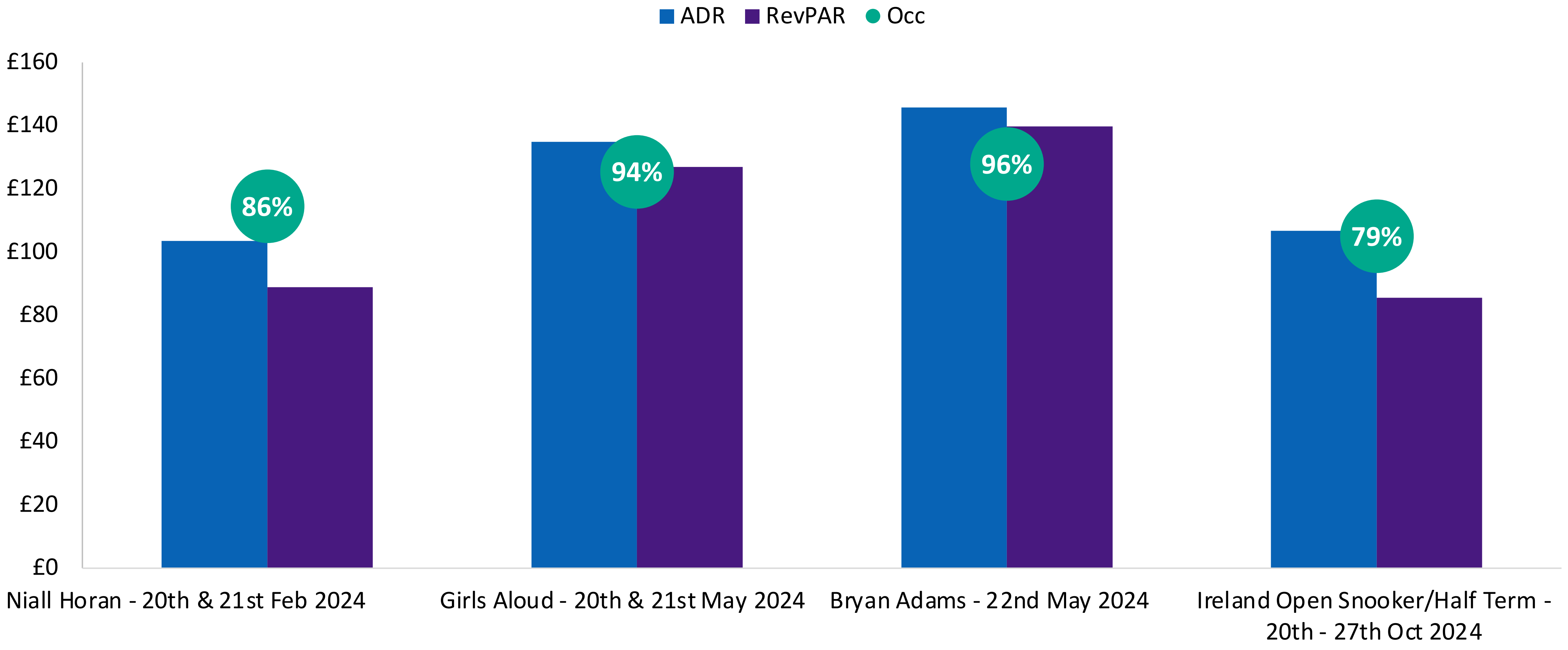
# Which is putting pressure on the ability for the Belfast market to grow

**Belfast,** KPI (EUR) % change Year over Year, Full years 2019, 2023 & 2024 and YTD August 2025



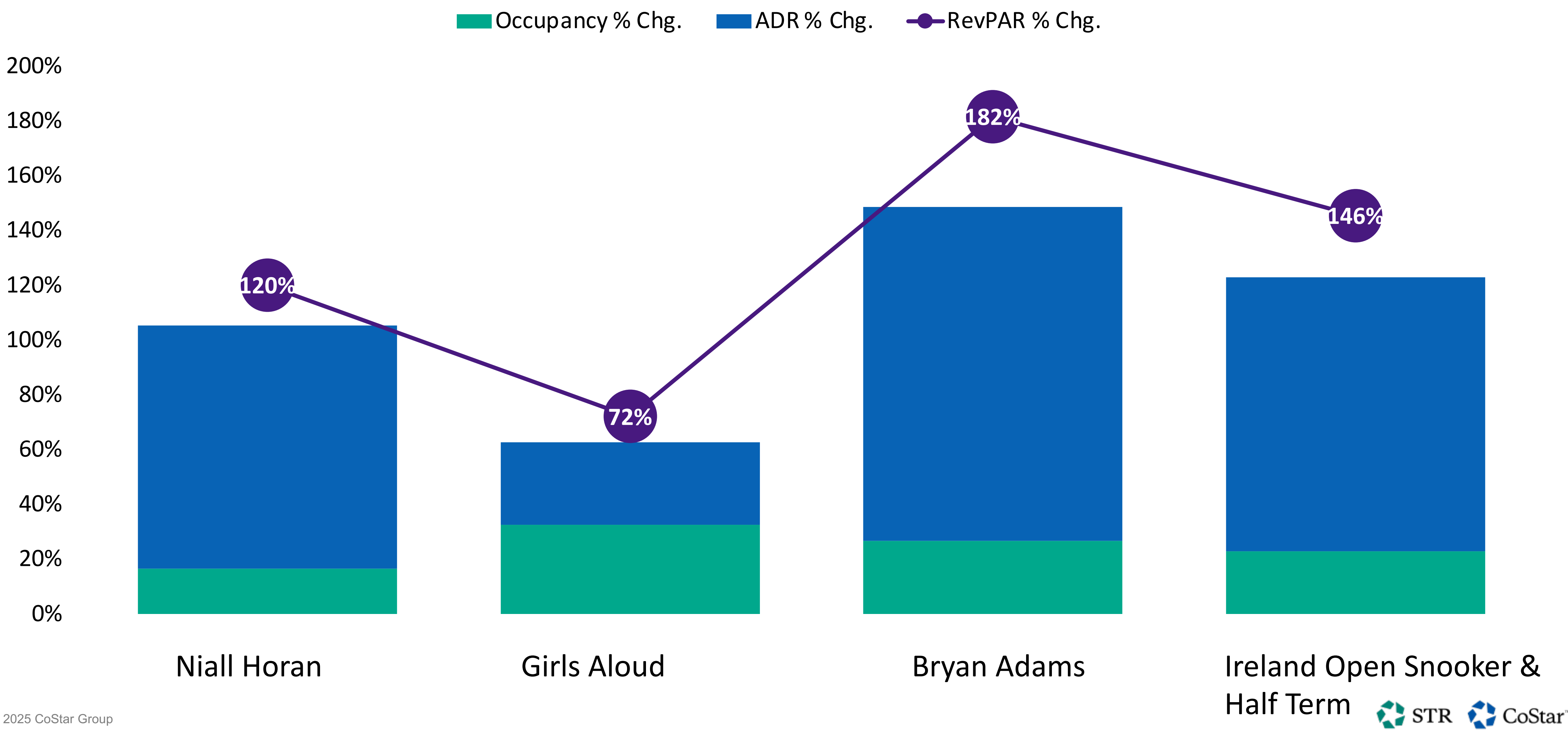
# Demand to attend concerts in Belfast was as strong as ever in 2024

## Belfast key event nights – 2024- occupancy, ADR & RevPAR (GBP)



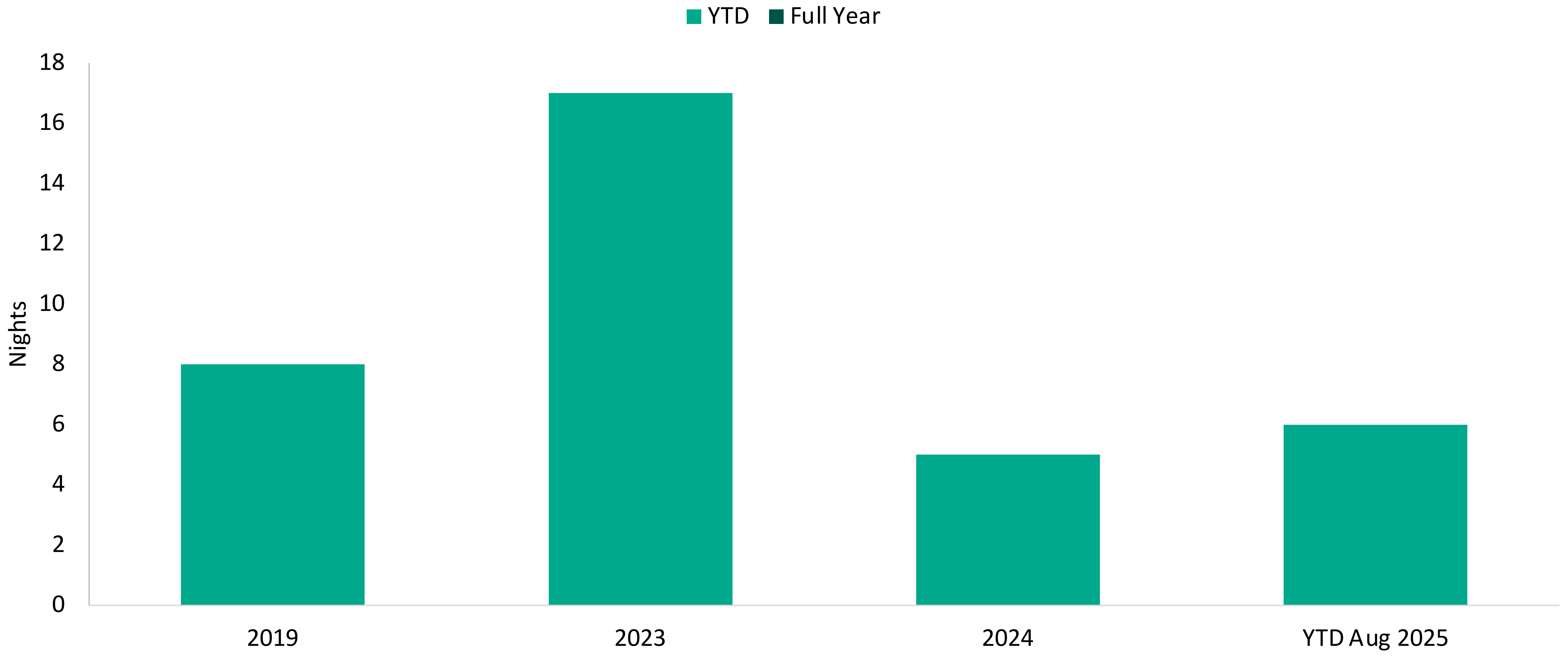
# "Bring back Bryan" (Adams) – driving an ADR growth of 122%

**Belfast key event nights 2024,** KPI's (GBP) % change Year over Year



# 17 nights in 2019 when occupancy was 95% +, 6 nights so far in 2025

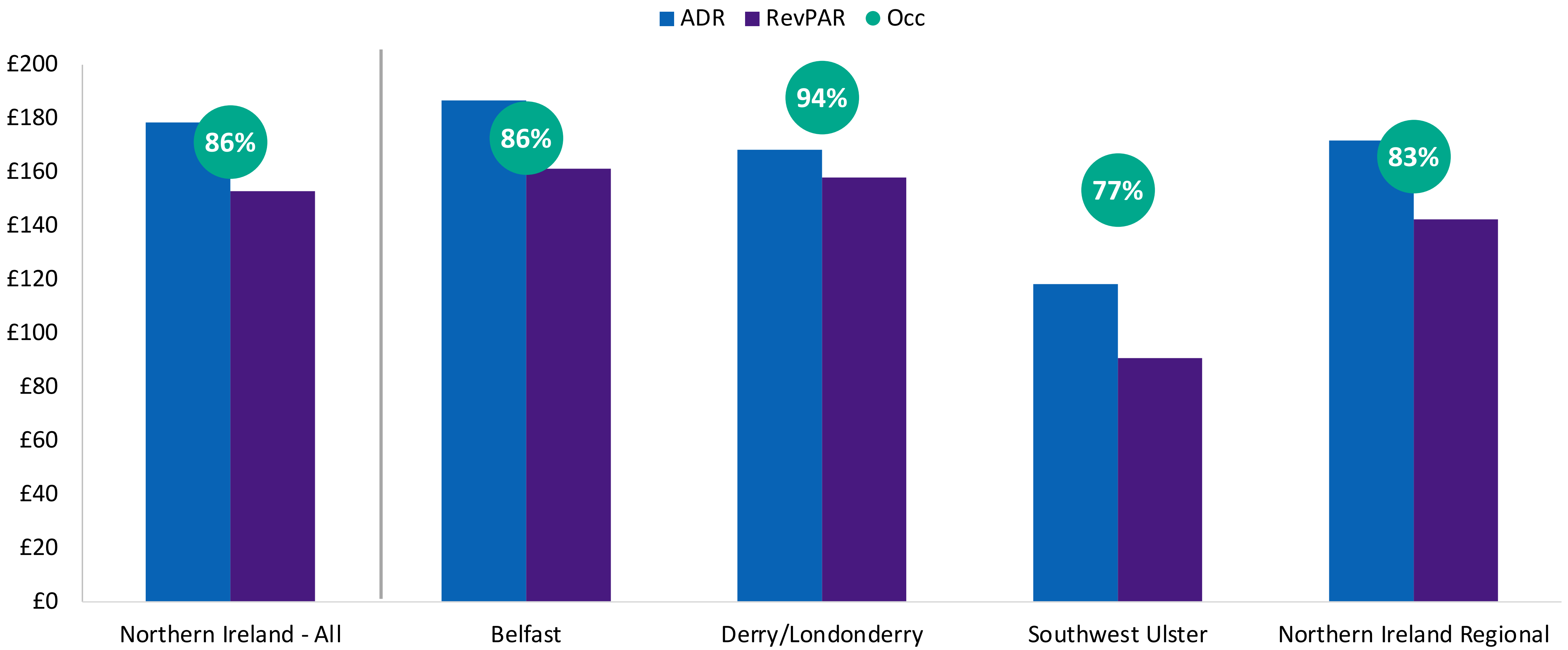
**Belfast,** # nights with occ > 95%, 2019 2023 & 2024  YTD August 2025



# How did "The Open" stack up?

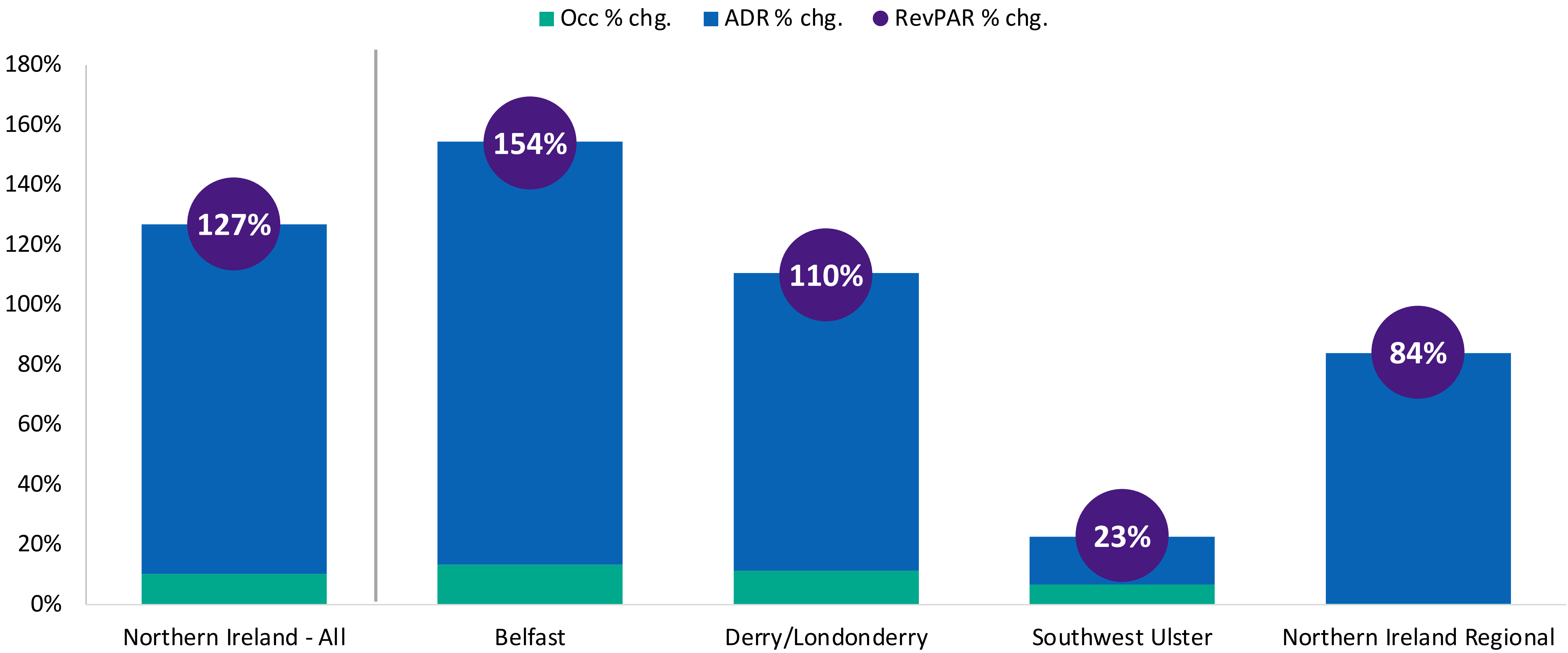
# “The Open 2019” pushed ADR in Northern Ireland to over £175

Key Northern Ireland markets, Daily KPI, **18th – 21st July 2019**



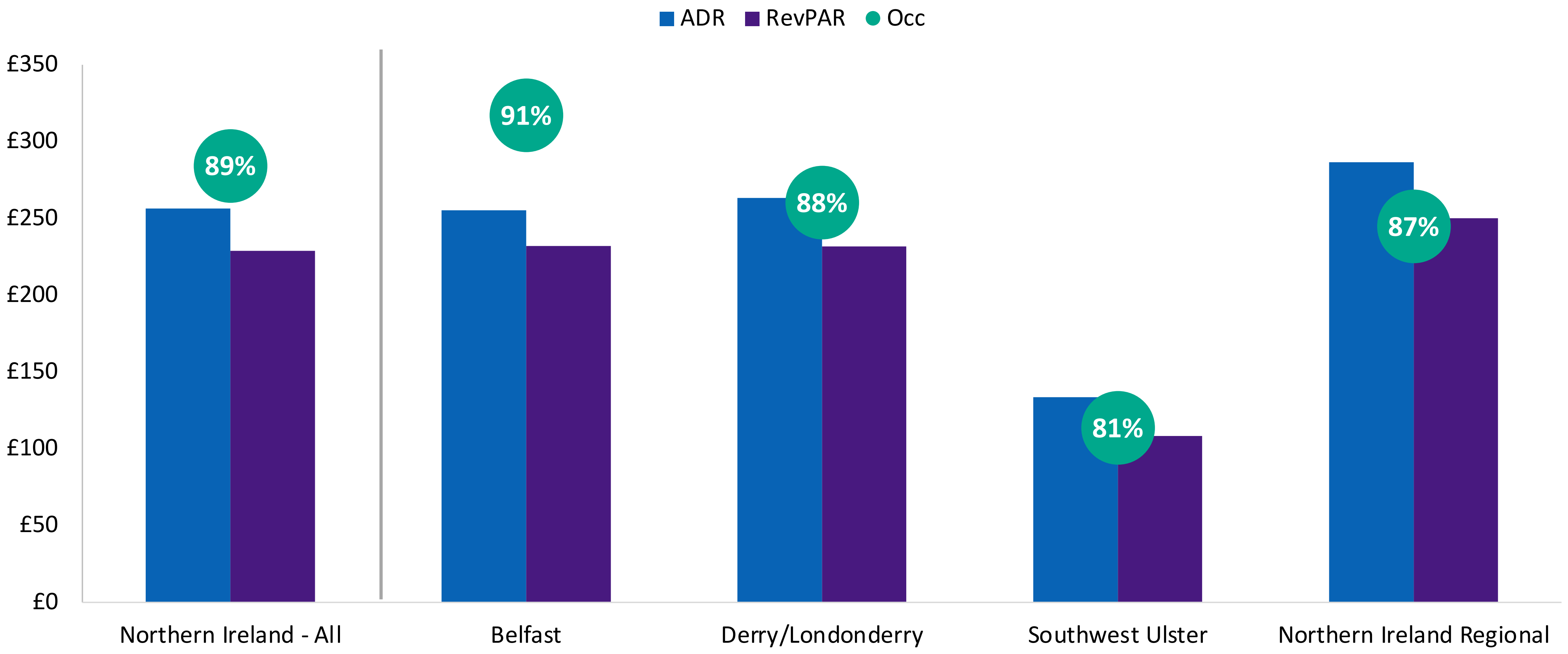
# Over 90% of "The Open 2019" RevPAR growth was ADR driven

Key Northern Ireland markets, Daily KPI % change, **18th – 21st July 2019**



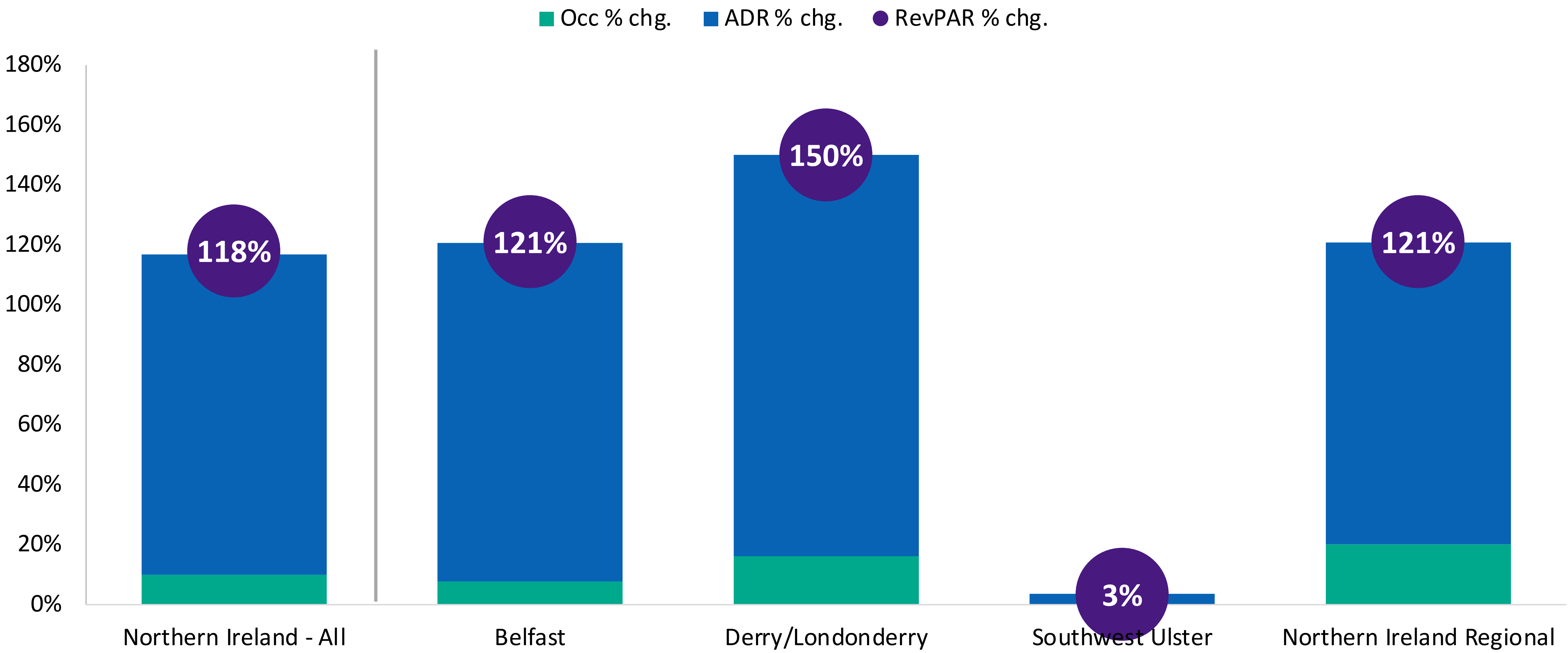
# “The Open 2025” delivered ADR’s in excess of £250 for most NI markets

Daily KPI, **<u>17th – 20th July 2025</u>**



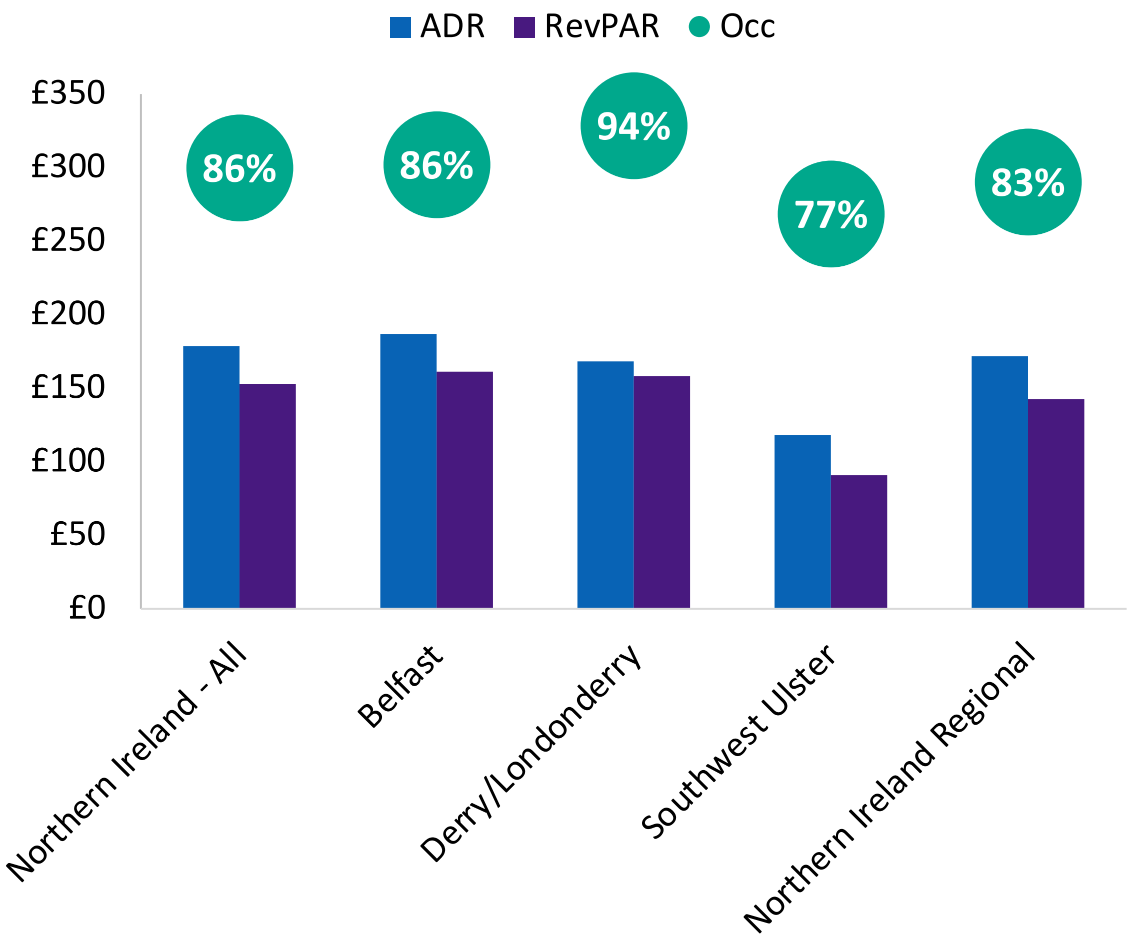
# "The Open 2025" was also entirely about rate but occupancy did grow 0-20%

Key Northern Ireland markets, Daily KPI % change, **17th – 20th July 2025**

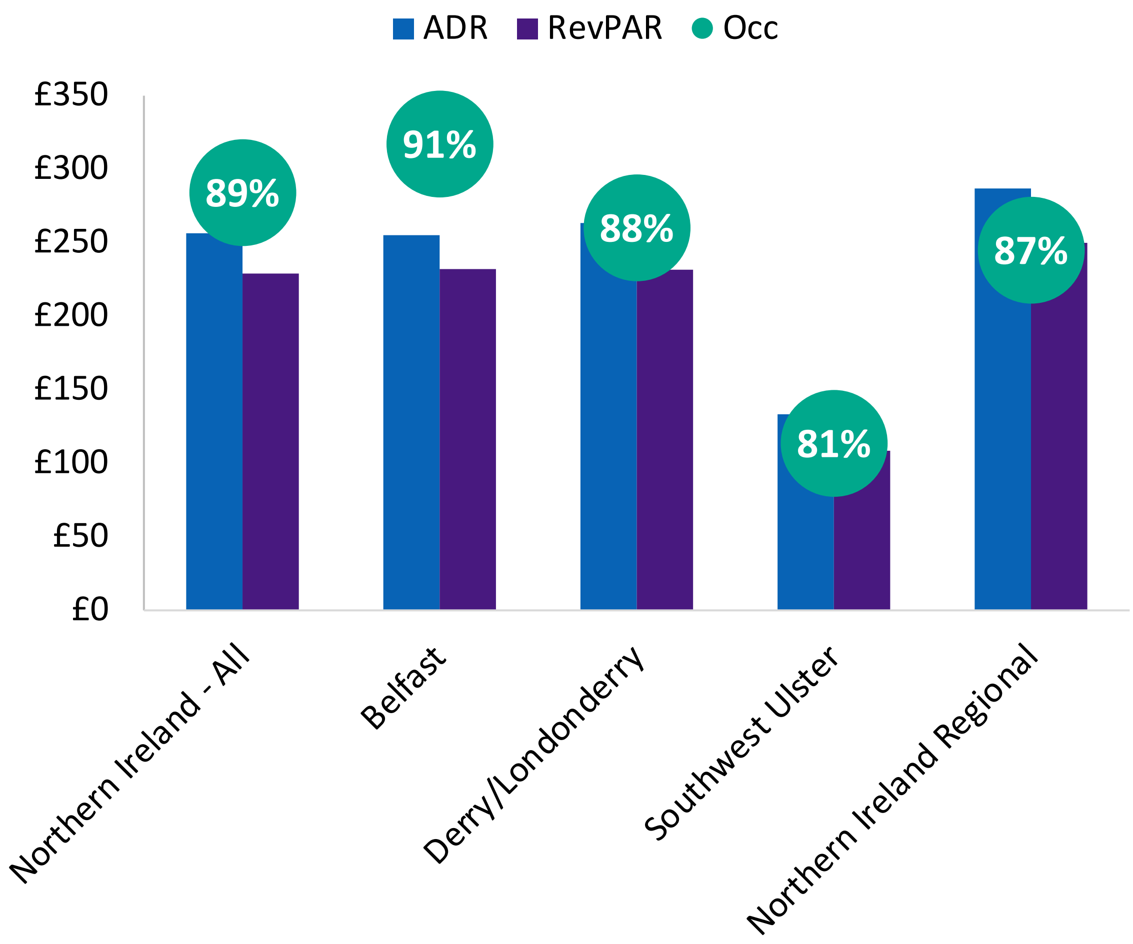


# “The Open” occupancy was similar for most to 2019 but check out that rate!!!

**The Open 2019 (18th – 21st July 2019) v The Open 2025 (17th – 20th July 2025)**



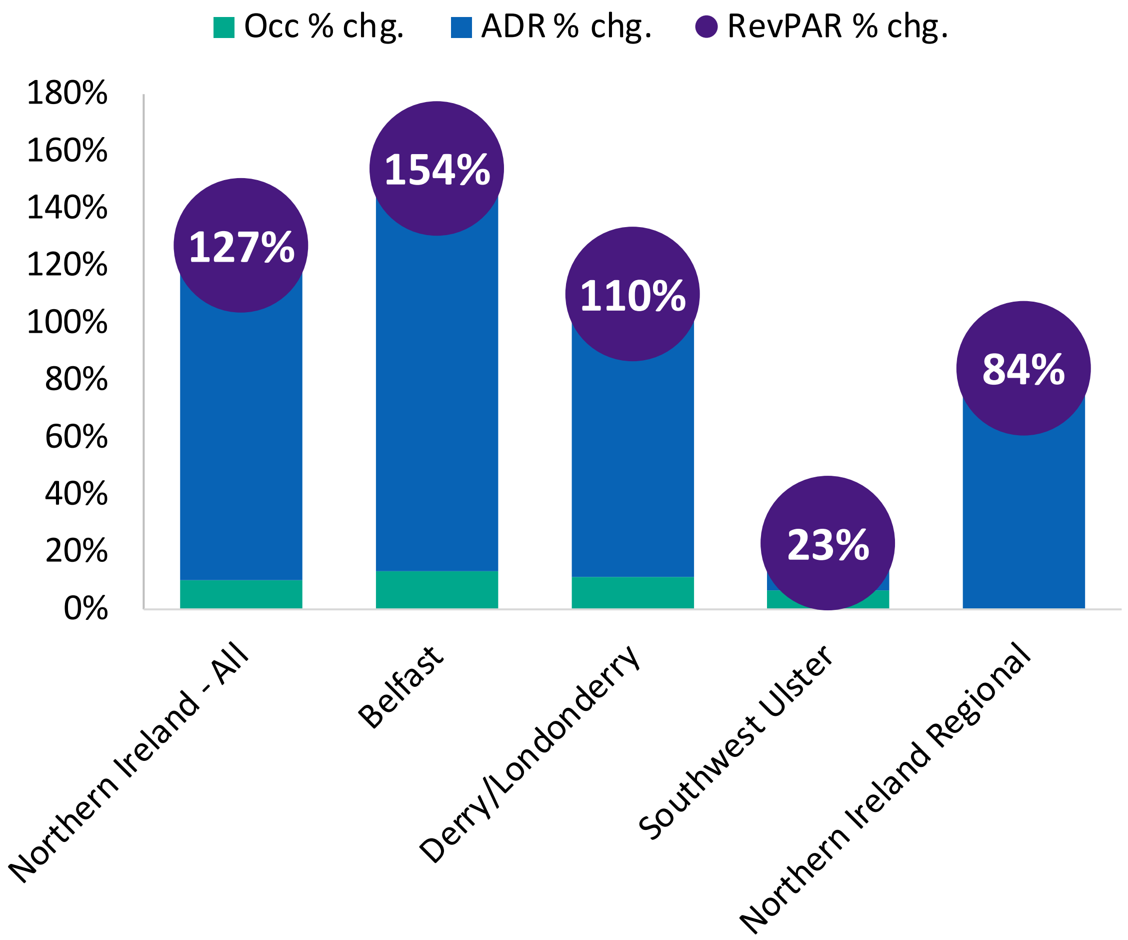

**2019**



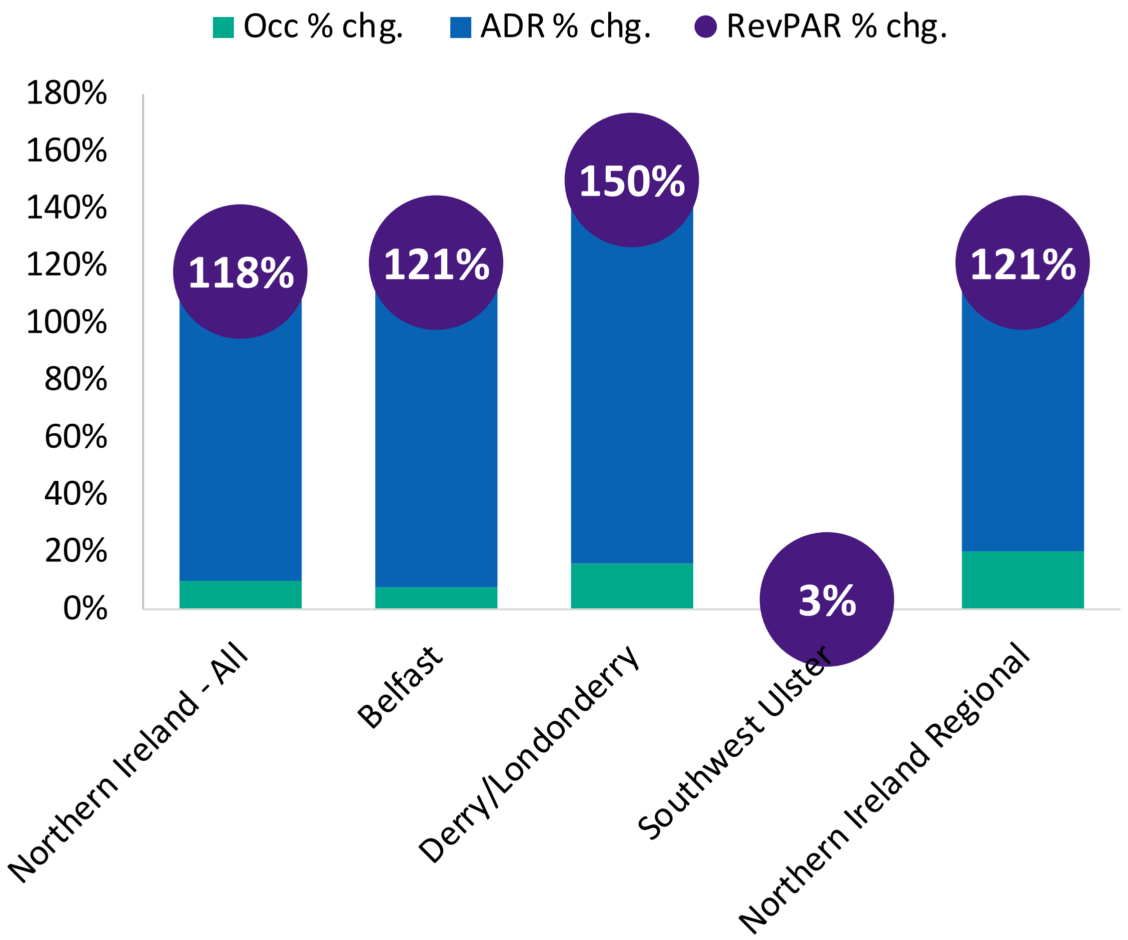

**2025**

# Derry/Londonderry topped the growth table for "The 2025 Open"

**The Open 2019 (18th – 21st July 2019) v The Open 2025 (17th – 20th July 2025) KPI % chg year over year**



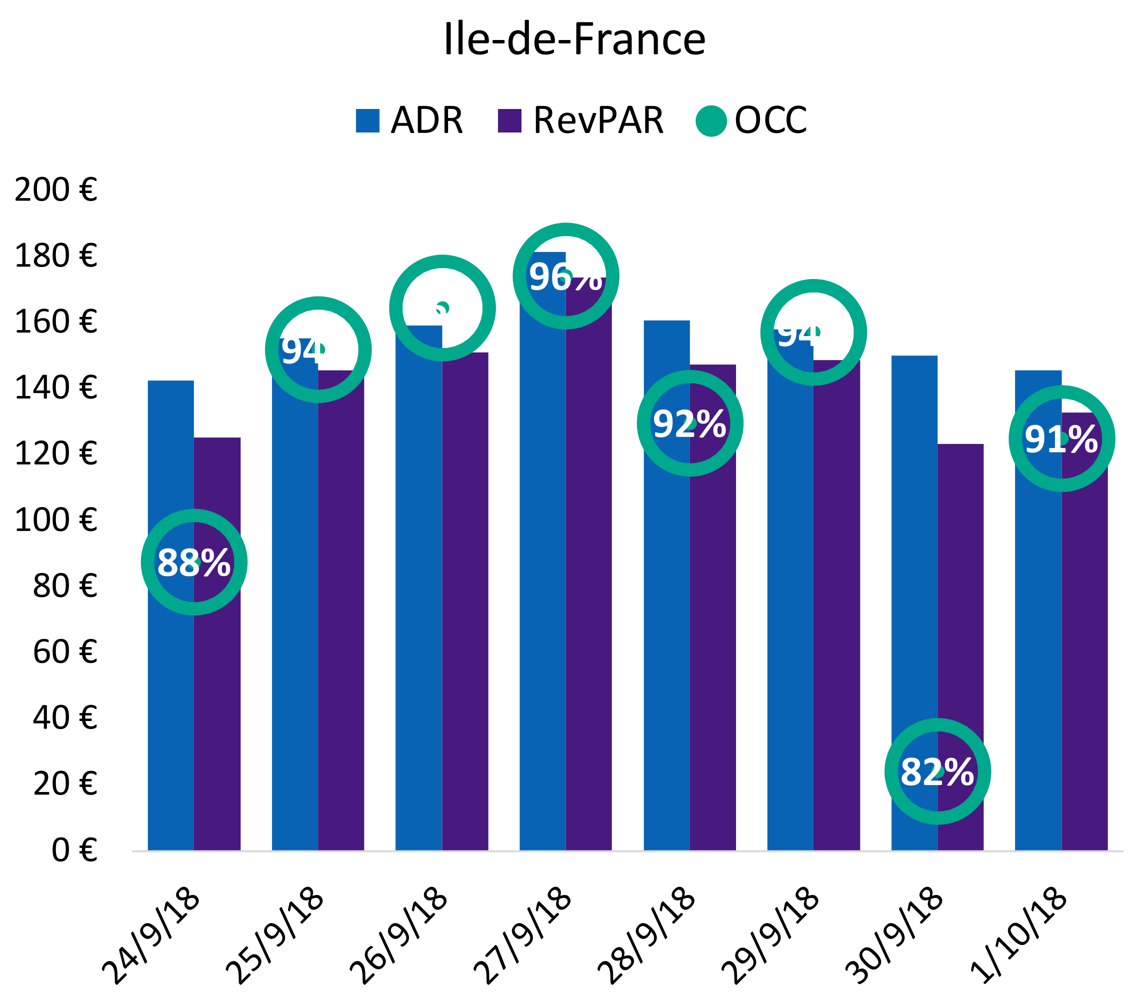

**2019**

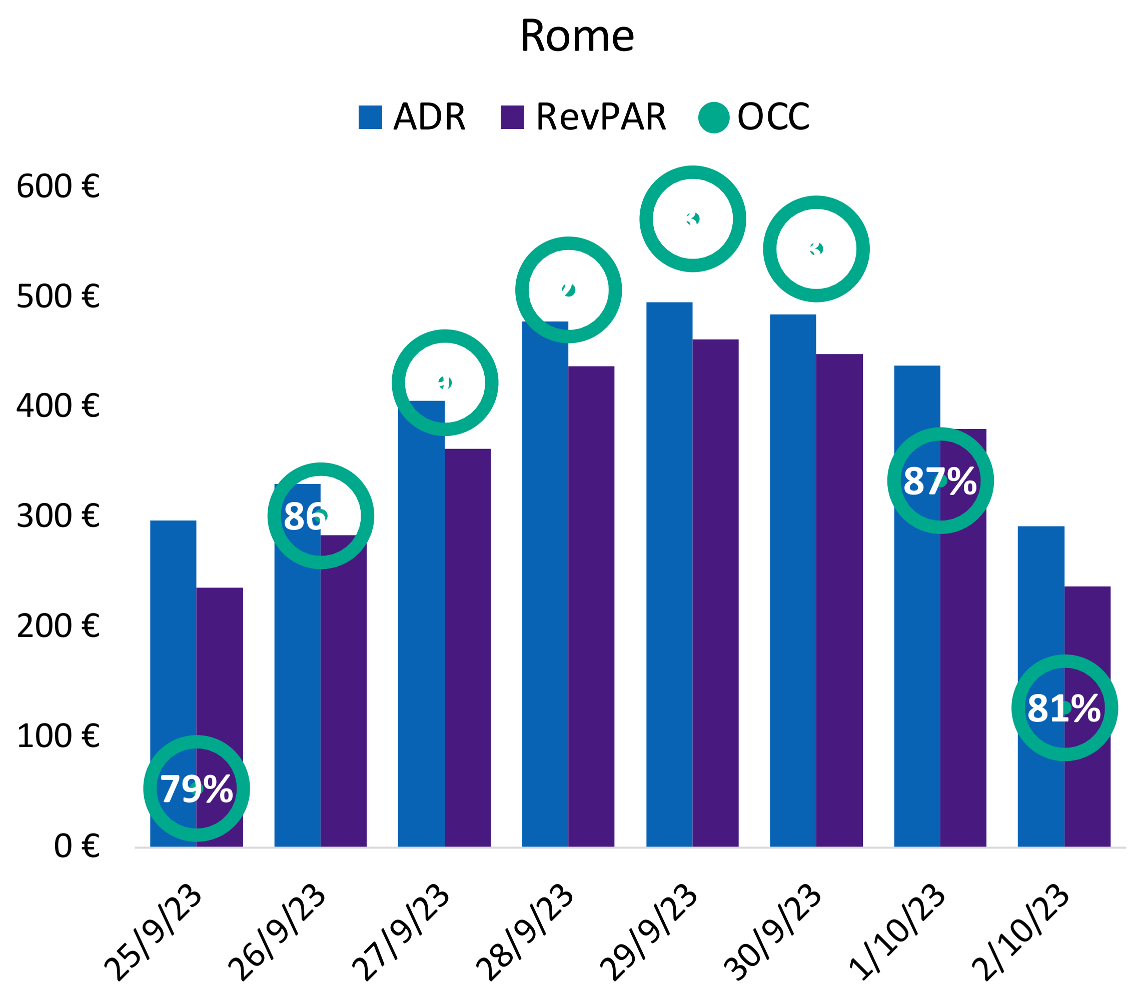



**2025**

# Ryder Cup – a tale of two VERY different "ADR" stories – 2018 & 2023

**<u>Ile de France 2018 & Rome 2023 – Ryder Cup dates</u>** – Occupancy %, ADR & RevPAR (Euros €) by day

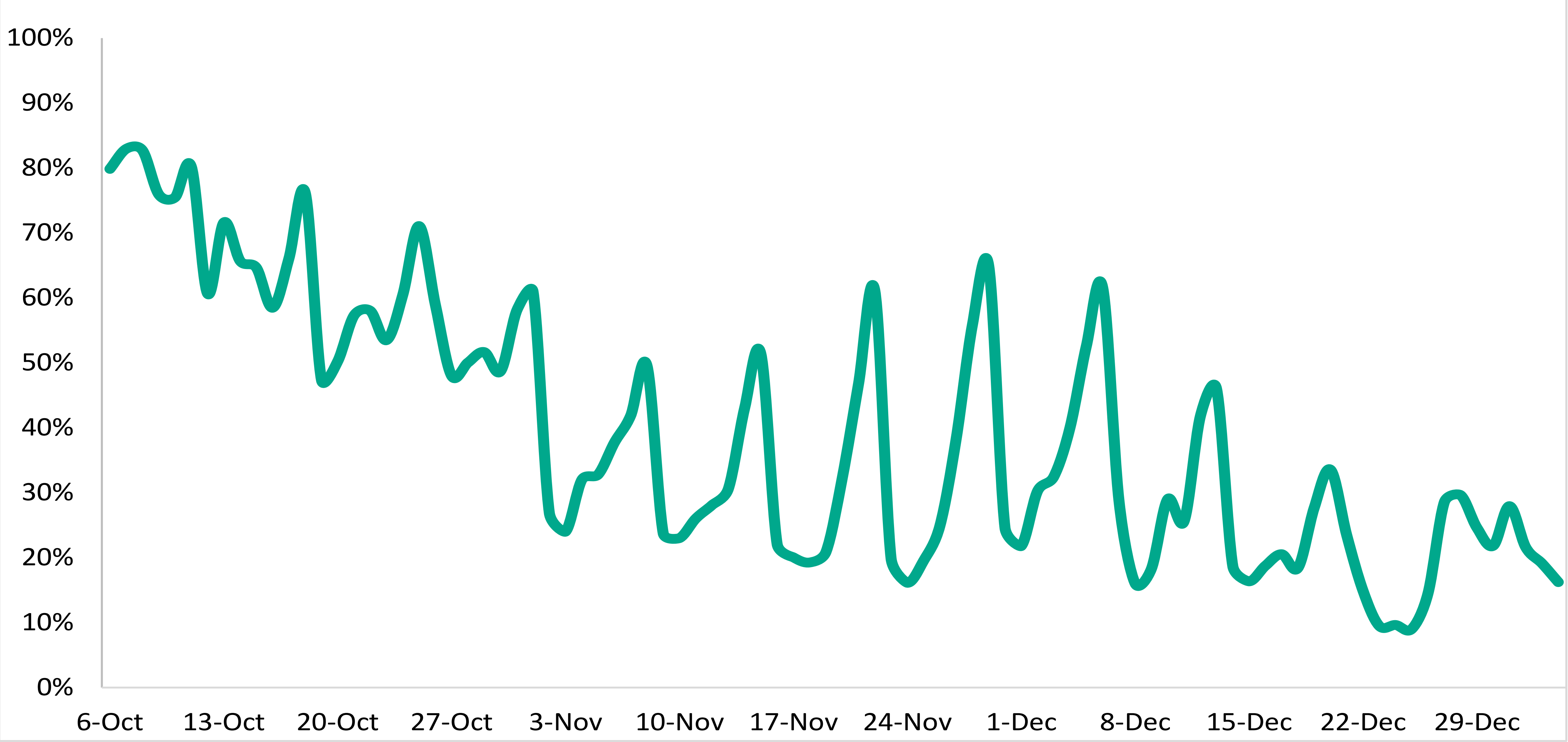


# What does the future hold?

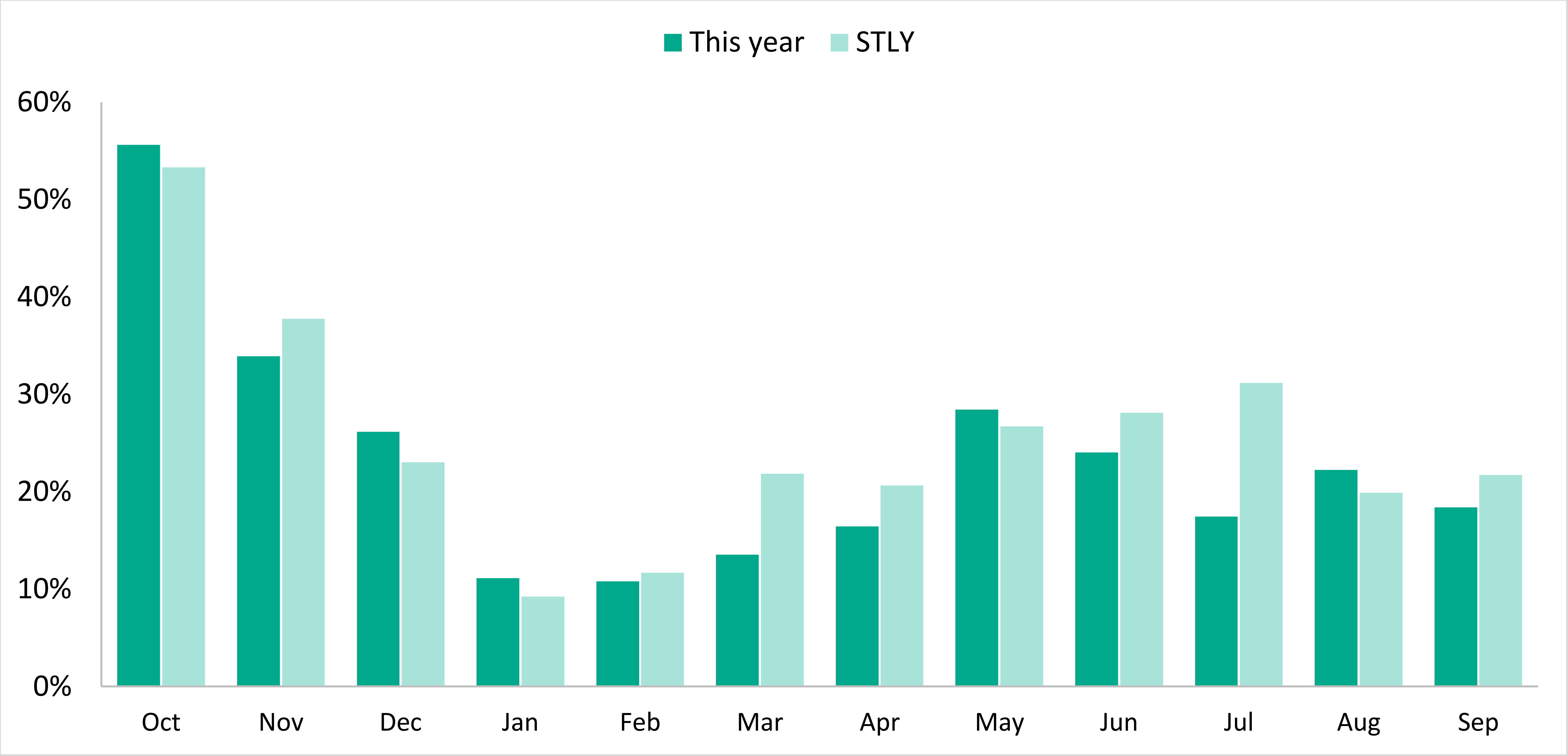
# Belfast Giants games through Oct & Nov, Benson Boone, John Bishop

**Belfast,** Occupancy on the books TY & STLY for the next 90 days as at 6th October 2025



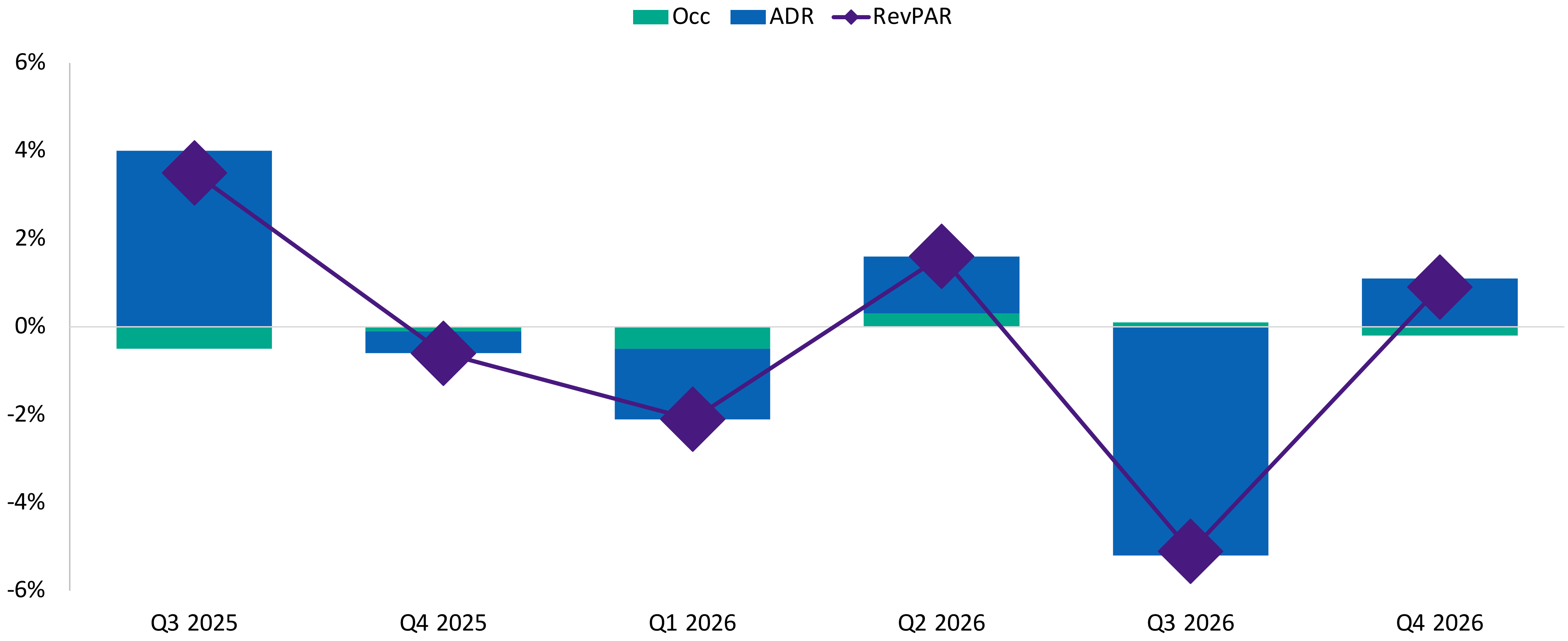
# October is ahead of STLY, November ahead, December behind, Q1 2026 ahead

**<u>Belfast,</u>** occupancy on the books TY & STLY for the next 12 months as at 6th October 2025



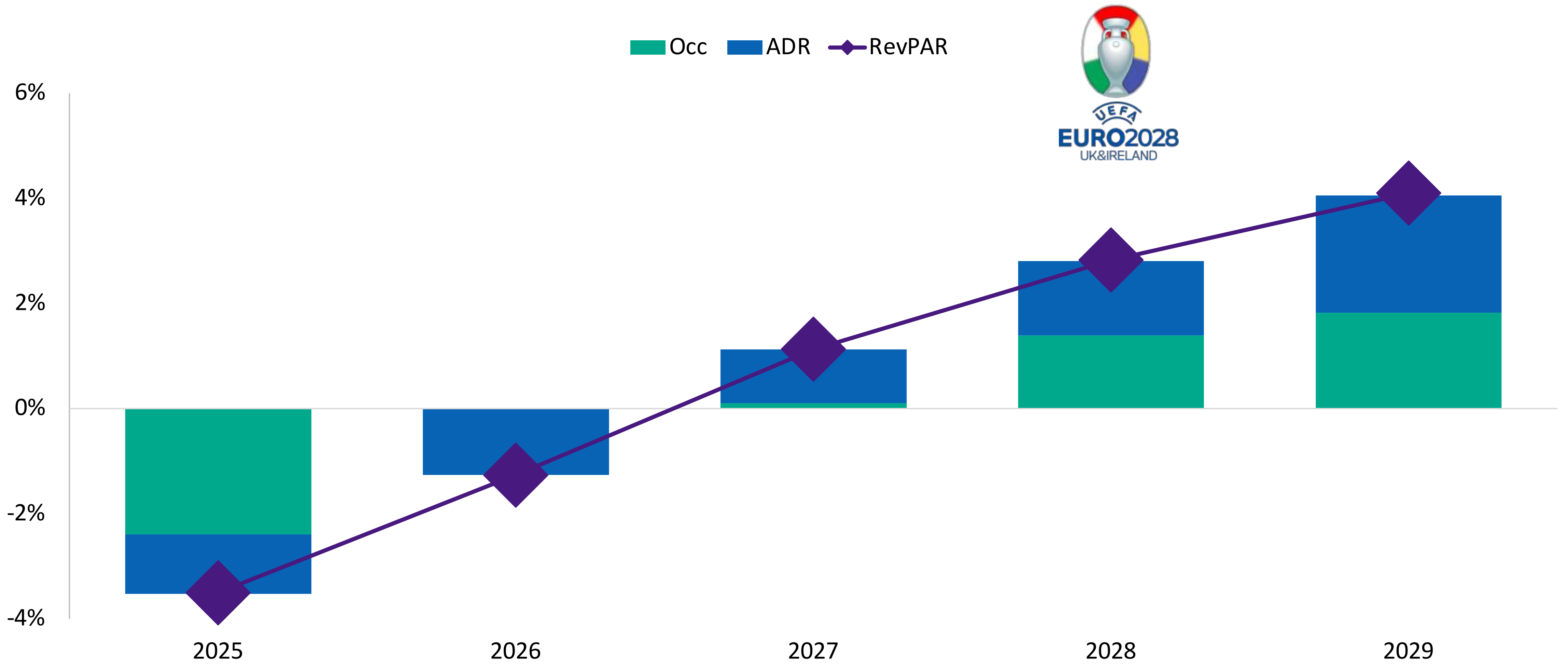
# New supply and less announced events are the challenges ahead for Belfast

**Belfast,** KPI % chg. YoY, Q3 2025 – Q4 2026 Forecast **August 2025 forecast release**



# Forecast: Steady supply growth and flat ‘25 demand adds pressure to the city

**Belfast,** KPI % chg. YoY, 2025F – 2029 **August 2025 forecast release**



# Thank You!

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