

MHRA Hotel Survey by Deloitte

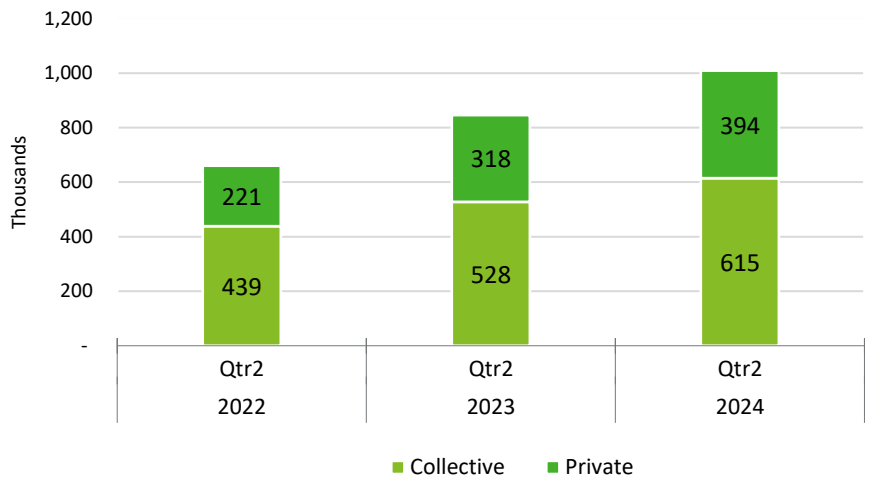
Key highlights: Q2 2024

Overview

Tourist arrivals for the second quarter of 2024 reached 1.0m, surpassing the figure registered in 2023 by 163 thousand arrivals.

Source: NSO

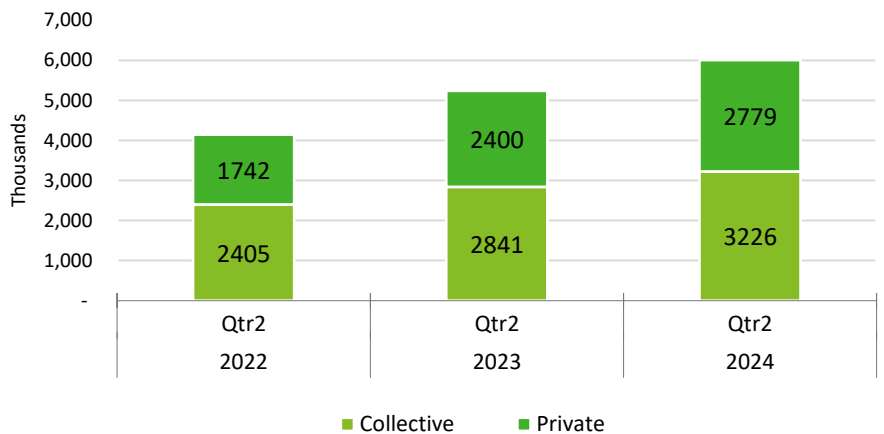
Tourist arrivals - Q2



Guest nights increased by 764,000 nights when compared to Q2 2023. The increase is in line with increased arrivals, as was registered both in collective accommodation and private accommodation.

Source: NSO

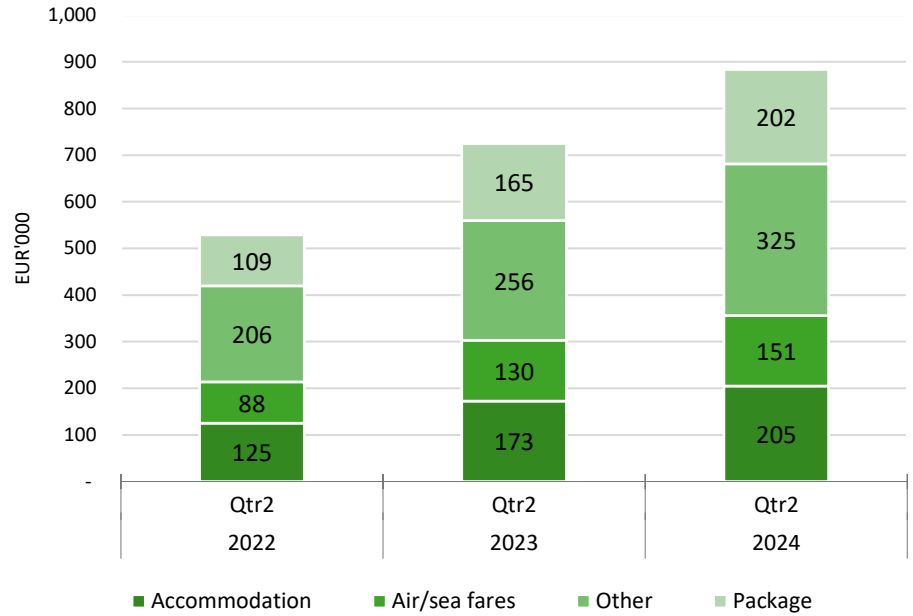
Guest nights - Q2



Tourism spend reached €883 million which is 22% higher than the comparable period in 2023, indicating strong tourism spend registered in the first quarter held for the second quarter.

Source: NSO

Total tourism expenditure by category - Q2

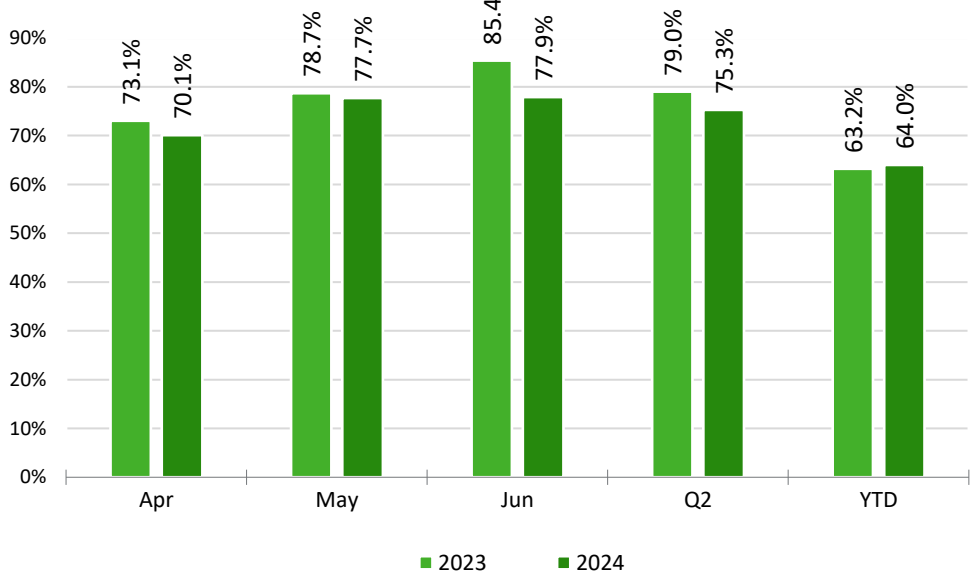


Occupancy

Occupancy levels in 4- and 5-star collective accommodation saw a slight decrease relative to 2023.

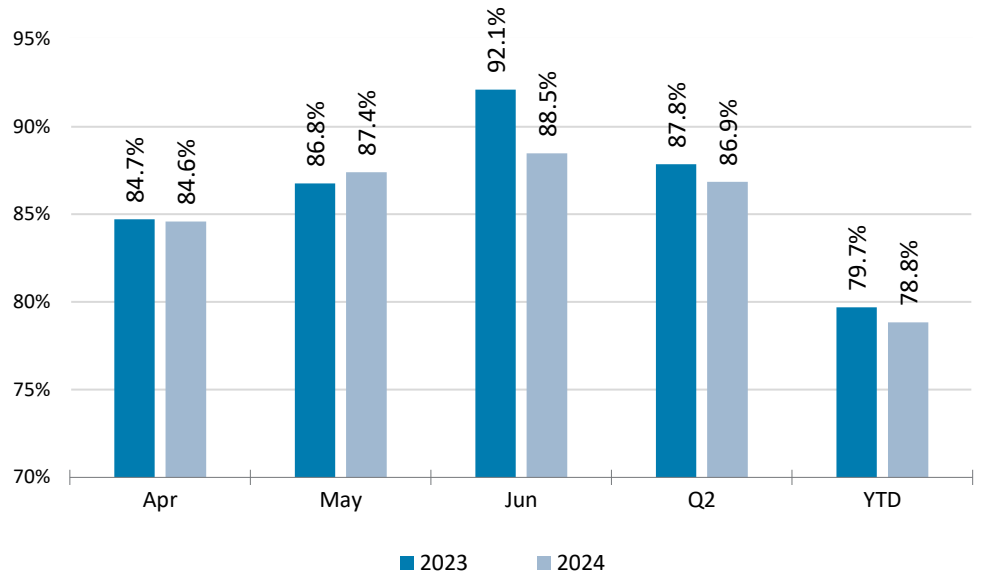
In the 5-star category, occupancy decreased by 3.7 percentage points over the corresponding period in 2023.

Occupancy (%) - 5-star



4-star hotels registered occupancy levels of 86.9% in Q2, which is 0.9 percentage points below 2023 levels.

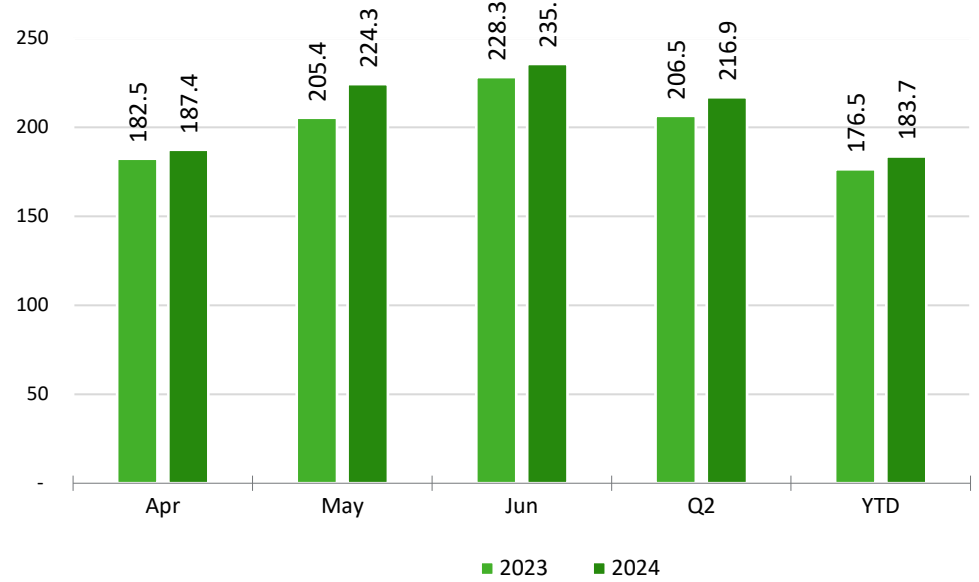
Occupancy (%) - 4-star



ADR

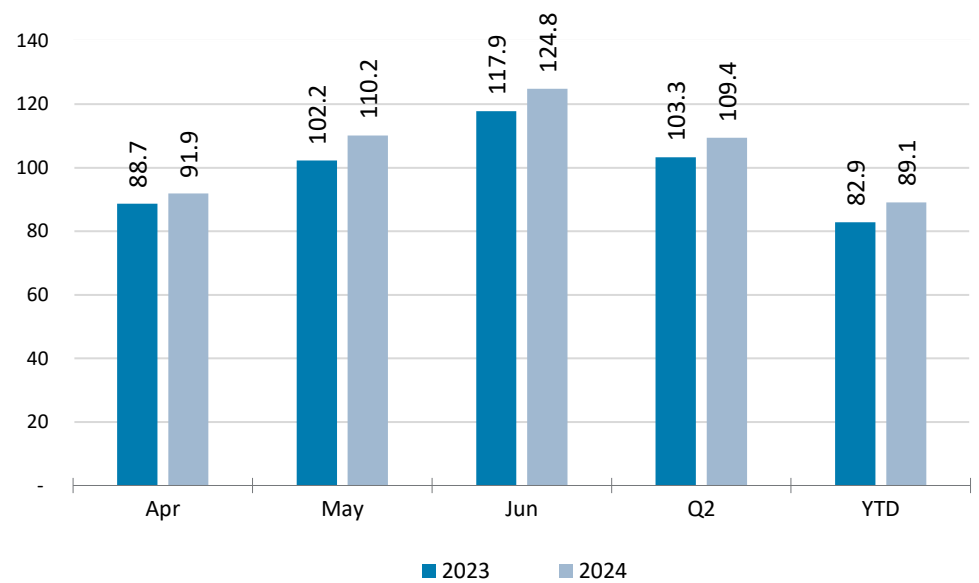
In the 5-star category, average daily rates (ADR) increased by 5.0% over Q2 2023, reaching €216.9 per room in Q2 2024

ADR (€) - 5-star



In the 4-star category, increases in ADR rates were also registered, with €109.4 per room being reached in Q2 2024, a 5.9% increase over 2023 levels.

ADR (€) - 4-star



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