



**TOURISM
NORTHERN
IRELAND**

Self-Catering

Performance Report

January - October 2024

Data Source:  **lighthouse**

Lighthouse short-term rental accommodation statistics for January-October 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 15% and Year-to-date ADR has seen growth of 7%. Average length of stay for those booking self-catering accommodation has declined slightly vs the same period in 2023.

YTD Occupancy

51%

-1pp vs Jan-Oct 2023

YTD ADR

£147.92

+7% vs Jan-Oct 2023

YTD Reserved Nights

871,435

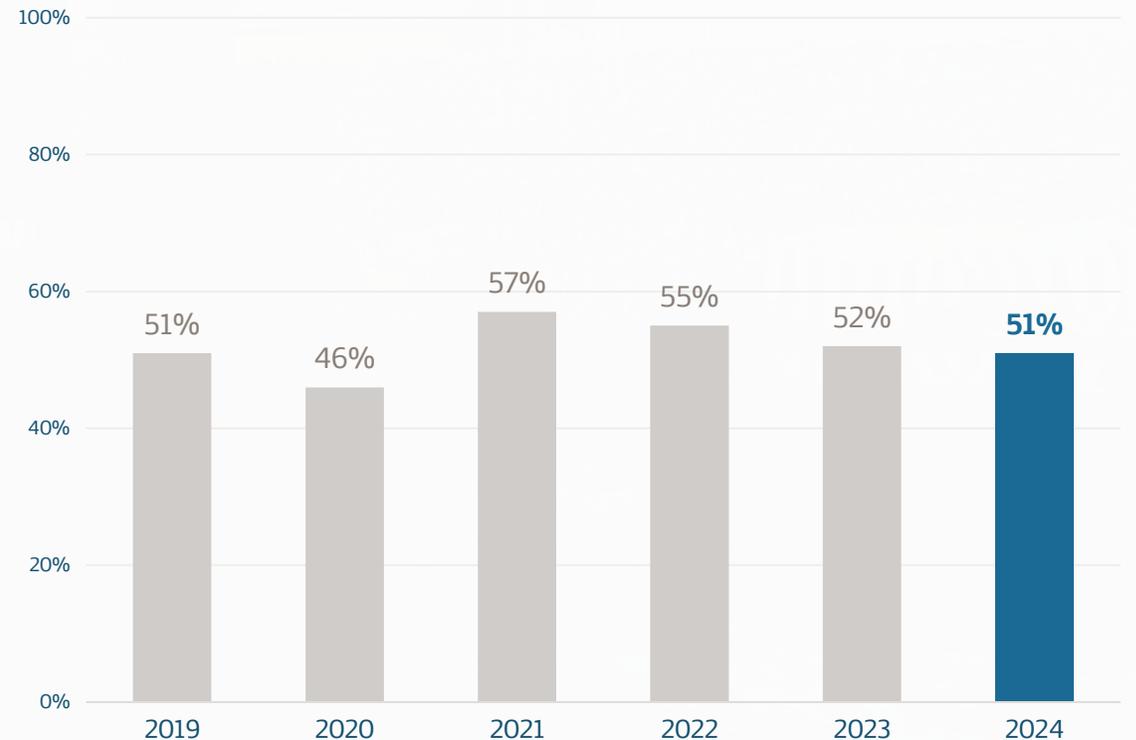
+15% vs Jan-Oct 2023

YTD Average Stay

3.7 days

-2% vs Jan-Oct 2023

2024 Jan-Oct YTD Occupancy vs previous years



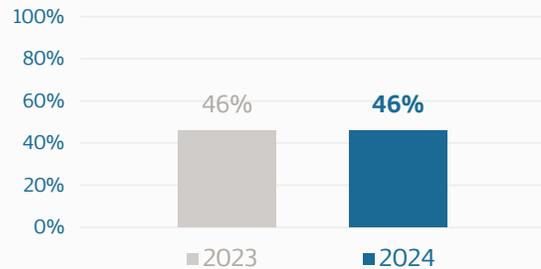
- Occupancy:** Reserved nights in NI self-catering accommodation divided by available nights.
- Average Daily Rate:** The average price paid for one night in NI self-catering accommodation.
- Reserved Nights:** The number of nights booked in NI self-catering accommodation.
- Average Stay:** The average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

Lighthouse short-term rental accommodation statistics for October 2024 indicate that monthly occupancy in self-catering accommodation was 46%, on par with levels seen last in October last year. Reserved nights experienced strong growth of 13% while ADR experienced a small decline vs October 2023. Comparing performance in October against last month (September 2024), occupancy has fallen by 5-percentage points and reserved nights have declined by 7%. These declines are common as the peak summer season comes to an end.

NI Monthly Self-Catering Performance - October 2024

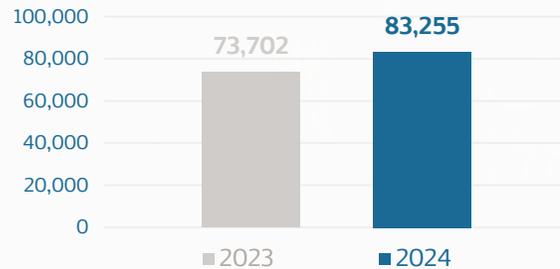
Occupancy vs October 2023

No Change



Reserved Nights vs October 2023

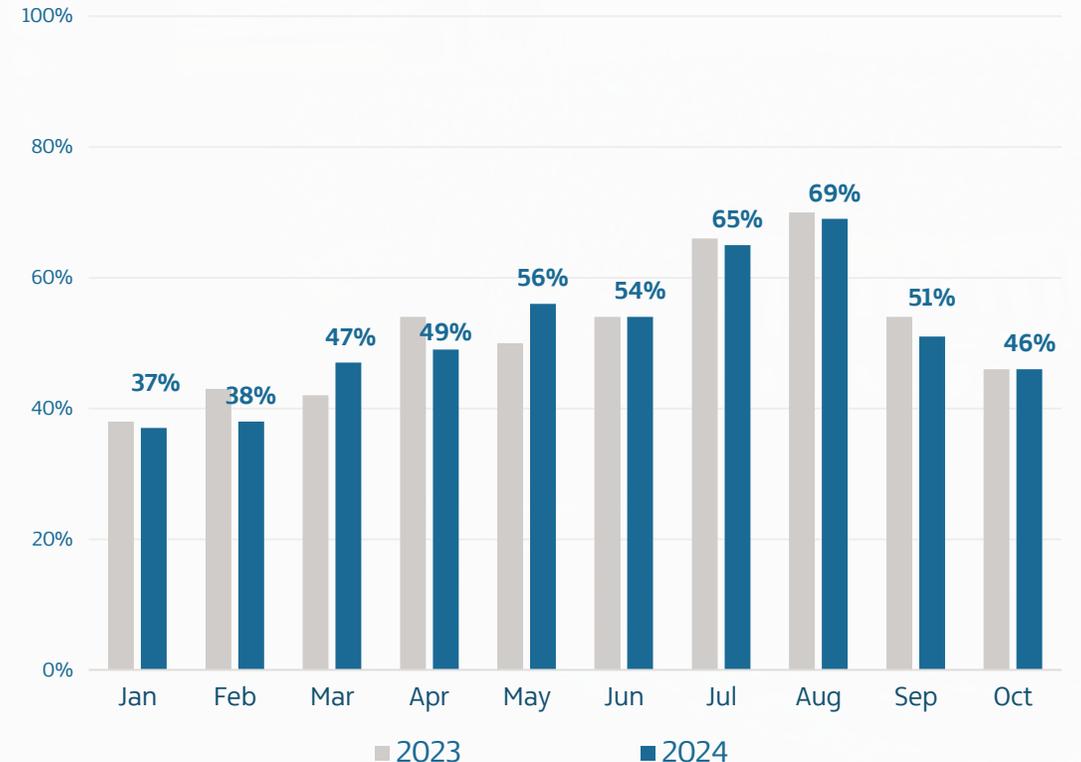
+13%



ADR over the last 12 months



NI Occupancy by Month vs previous 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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