

## Hotels - Ireland - January 2016

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“Moving forward into 2016 the hotel sector in both NI and RoI will likely see its average hotel occupancy levels increase as consumer confidence helps to drive more visitors to the island – while the impact of the marriage equality legislation introduced to RoI in 2015 will help to attract more wedding ceremonies and receptions to RoI hotels.”

– Brian O'Connor, Senior Consumer Analyst

### This report looks at the following areas:

- Strong growth in hotel usage
- Six in ten Irish consumers have stayed in a Irish hotel in the last 12 months
- Romance and weddings key reasons for Irish hotel stays
- Strong demand for tech provisions

The hotel sector in Ireland has benefited from the improved level of overseas visitors to NI and RoI between 2014 and 2015, helping to drive up room occupancy levels for hotels – with hotels in Belfast and Dublin in particular experiencing strong levels of demand.

Moving forward, as economic conditions in both NI and RoI continue to improve, it should see further growth within the market – and likely help to drive investment in hotel infrastructure throughout Ireland.

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### The Market – What You Need to Know

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Hotels launch lifestyle brands to appeal to Millennials

Airbnb targets business travellers

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Arrive Hotel embraces technology

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