



Ireland and Northern Ireland Hotel Industry Survey

2010

Executive Summary and Highlights

Republic of Ireland

REPUBLIC OF IRELAND	2009	2008	2007
Room Occupancy Average	59.4%	63.5%	69.7%
Achieved Average Room Rate	€77.81	€88.25	€97.69
Revenue per Available Room	€46.22	€56.04	€68.06
Total Revenue per Room	€44,798	€55,116	€59,968
Departmental Profit per Room	€18,612	€23,869	€27,292
Gross Operating Profit per Room	€7,510	€10,254	€12,914
Gross Operating Profit per Room (%)	16.8%	18.6%	21.5%
Profit Before Tax per Room	€4,650	€7,056	€9,308
Profit Before Tax per Room (%)	10.4%	12.8%	15.5%

Profit before finance costs have halved over 2 years.

**Occupancy and ARR Trends
Republic of Ireland**

