



# 2025 Irish Hotel Market Briefing

23 January 2025

# Speakers

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Head of Hotels &  
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Director,  
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# Key Issues for Hotels in Navigating the Current Marketplace

Audit / Tax / Advisory



# Recovery Since Pandemic & Sentiment



Revenue per room

Costs per room

Profit per room\*

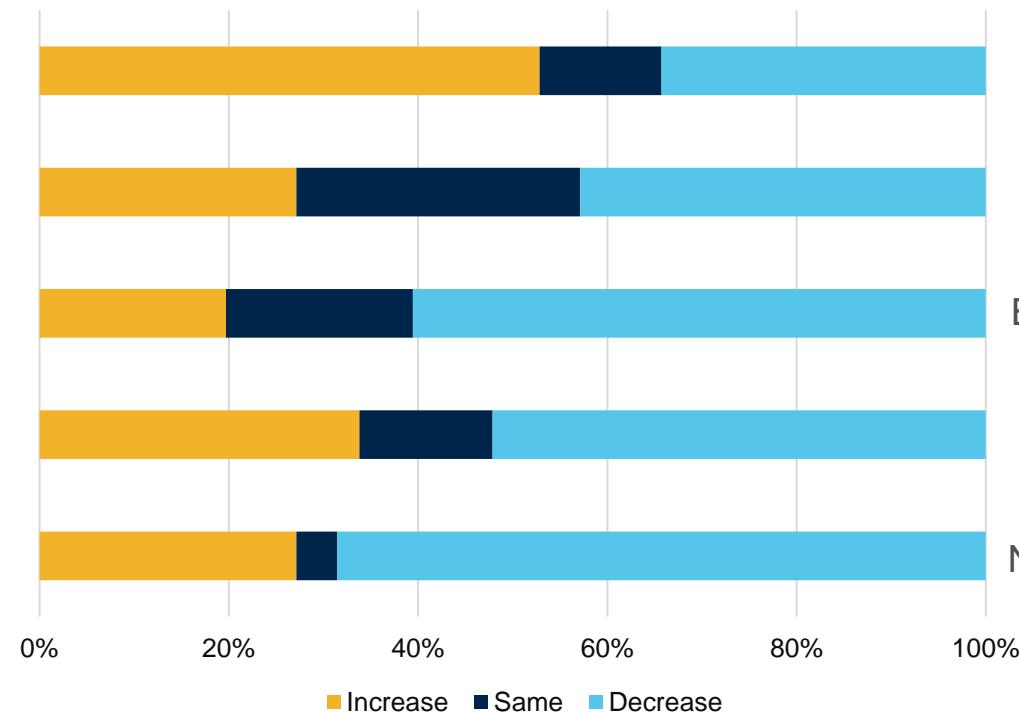


\*EBITDAR Profit Per Room  
(Earnings Before Interest Tax  
Depreciation Amortisation  
and Rent – per room)

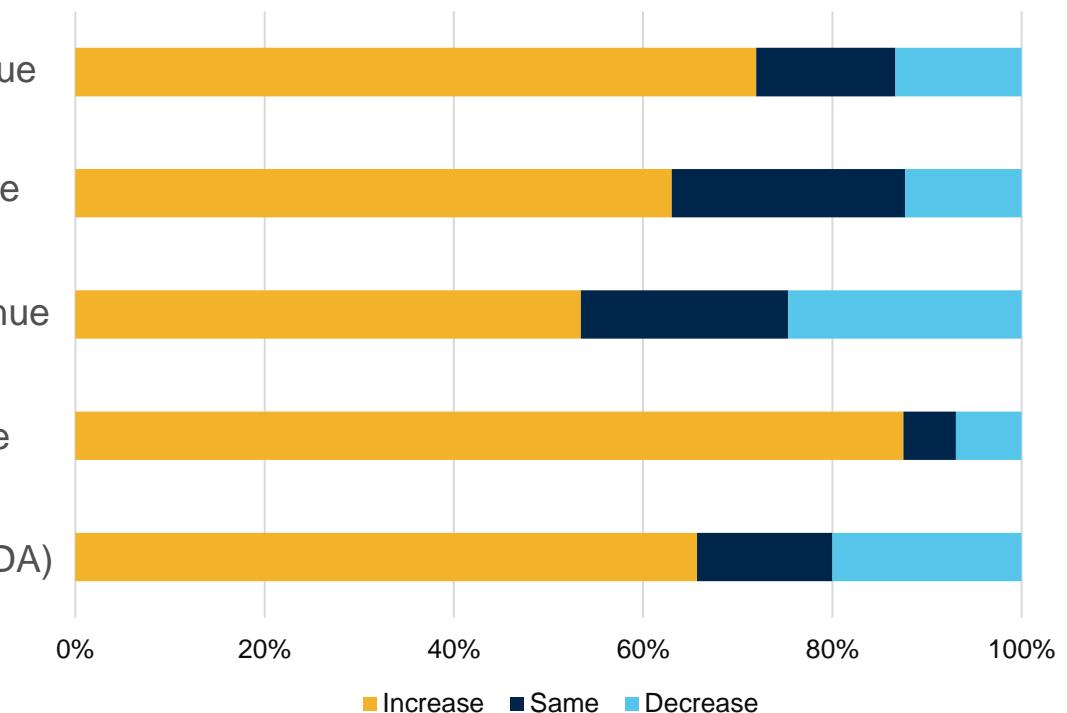
Glass half full or half empty?

# Industry Outlook

## 2024 Industry Sentiment



## 2023 Industry Sentiment



For 2025, will revenue growth cover your hotels increase in costs?

# Occupancy Analysis

	2023 	2022 	2019
Dublin	83%	79%	83%
Regional Ireland	74%	70%	70%
London	80%	74%	84%
Edinburgh	83%	76%	82%
Barcelona	78%	71%	79%
Amsterdam	75%	64%	82%

Limited scope for occupancy growth

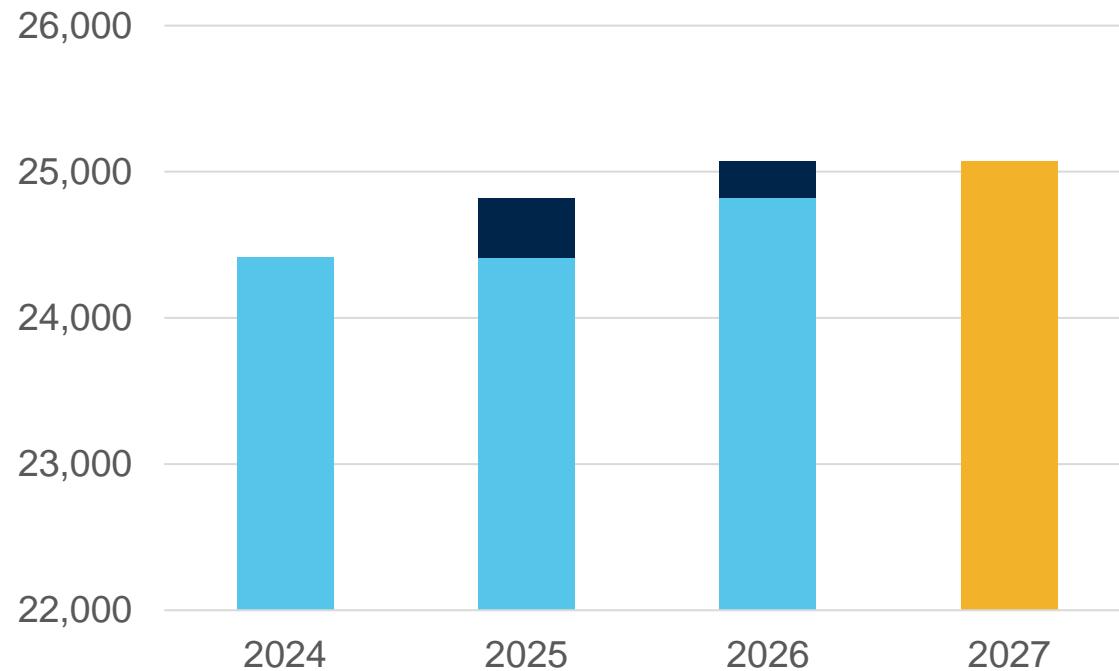
# Average Room Rate Analysis

	2023▲	2022▲	2019
Dublin	€180	€170	€142
Regional Ireland	€144	€133	€101
London	€225	€213	€176
Edinburgh	€169	€148	€116
Barcelona	€173	€153	€146
Amsterdam	€180	€163	€148

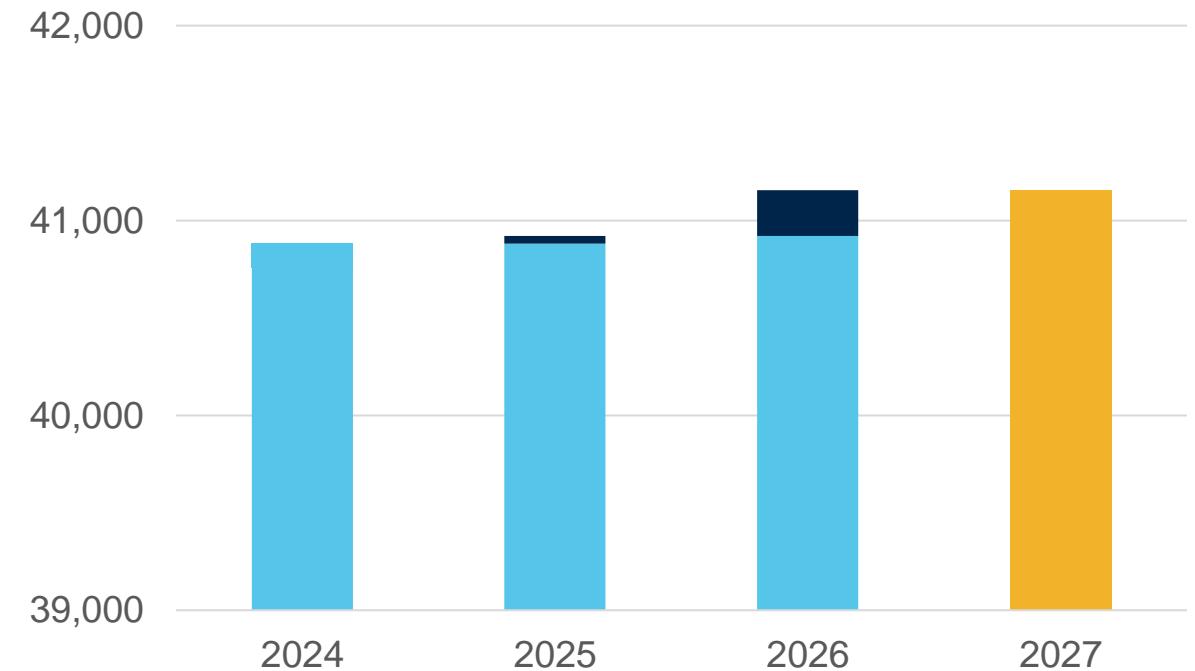
Limited opportunity for average rate growth

# Dublin & Regional Ireland Pipeline - Forecast

## Dublin Supply



## Regional Ireland Supply



**Hoxton (2025)**



**Citizen M (2025)**



**Moxy (2025)**



**Radisson Red (2024)**



**Ravensport (2025)**



# Asset Management

Optimising Cash Flow



Cost Reduction



Non room sales



ESG (Environmental,  
Social & Governance)



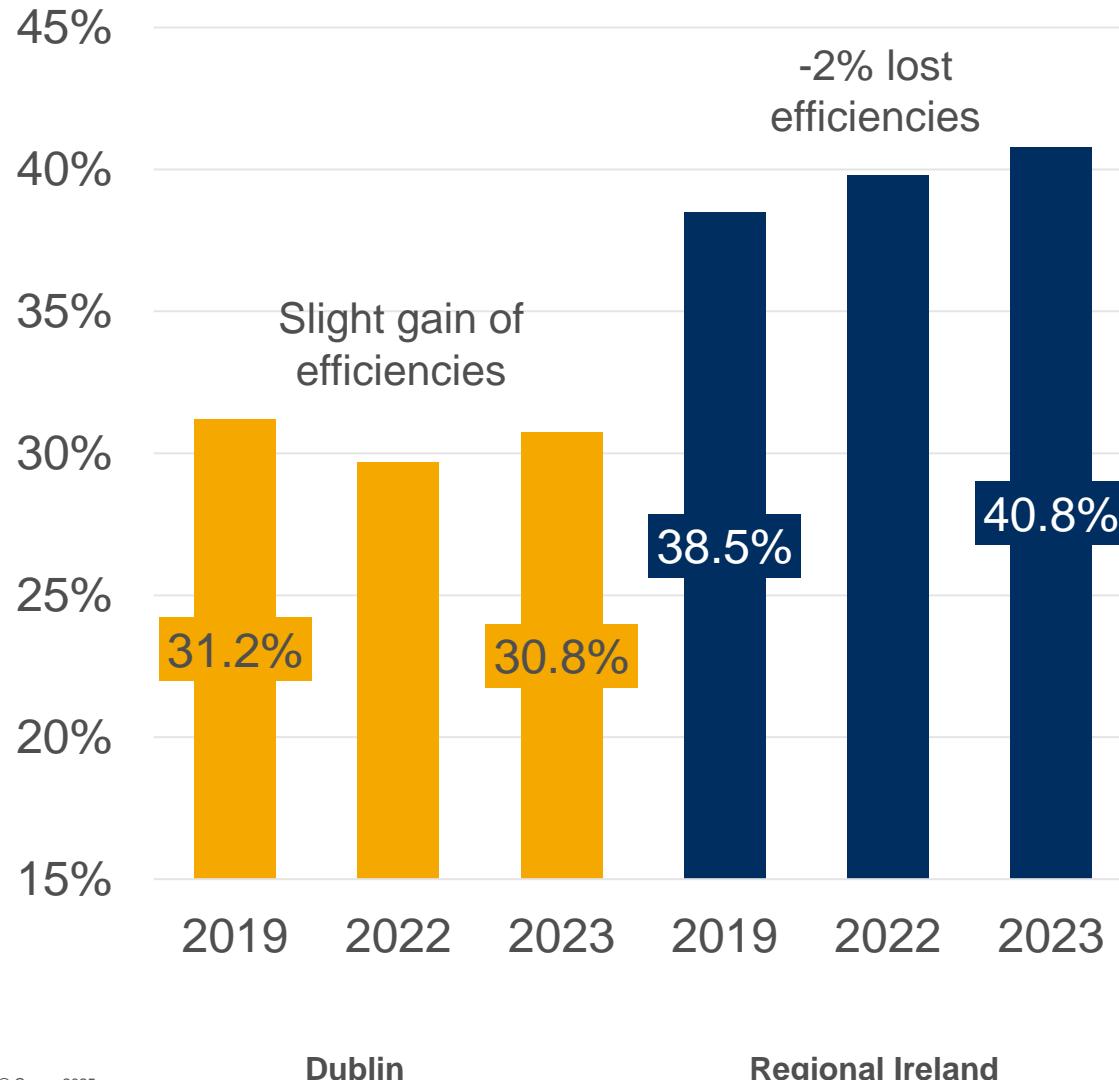
Consolidation



Innovation & Technology

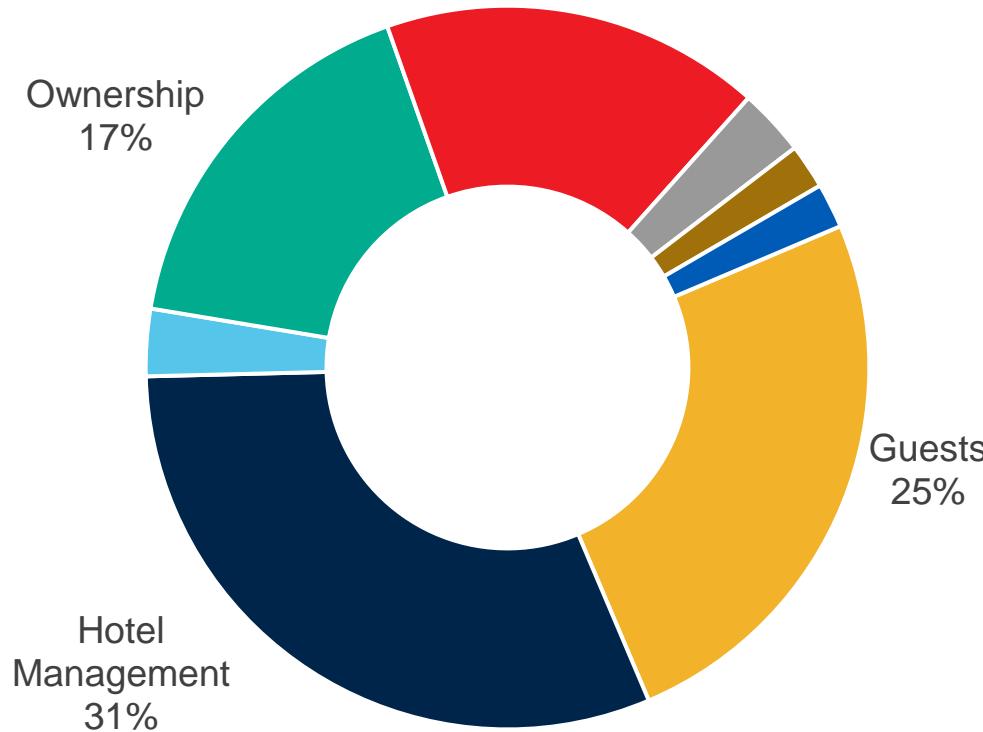


# Overall Payroll (as % of Total Revenue)



Hotels in Dublin gained payroll efficiencies (+0.5%), whereas hotels in Regional Ireland lost efficiencies (-2%)

# ESG: Sustainability Drivers



The main areas for ESG projects under consideration were as follows:

- Energy Efficiency and Renewables
- Waste Reduction and Recycling
- Reduction of Single-Use Plastics
- Biodiversity and Green Spaces
- Water Conservation
- Local and Sustainable Sourcing

Management and ownership driving sustainability projects

# Ireland Hotel Market Outlook 2025

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VAT Rate  
on Food  
Reduced to  
9% (2026)

Continued  
pressure on  
cost base

Regional  
hotels  
impacted by  
reliance on  
F&B

Further hotel  
ownership  
consolidation

Limited  
incoming  
supply

Diminishing  
potential for  
rate  
appreciation

Focus on  
Asset  
Management

Focus on  
disposals

Profit growth will be harder to achieve due to ongoing cost pressures



# The Irish hotel M&A landscape

*2024 review & 2025 outlook*

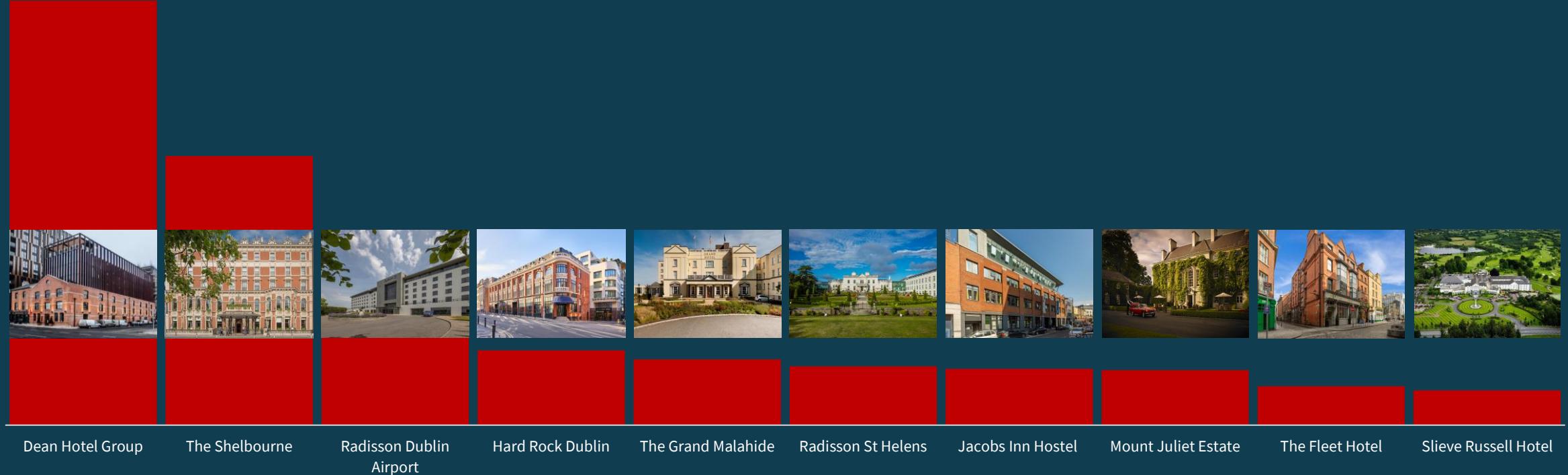
**Dan O'Connor**

Head of Hotels & Living  
JLL Ireland

# 2024: A Year Of Major Hospitality Deals



The Dublin market dominated in terms of deal flow



Source: JLL Research

*“The top 10 Irish hotel deals depicted above represent approx. €985M of hotel deal volume in the past 12 months. Most of this transaction volume is derived from Dublin hotel assets”.*

# 2024: Looking At Provincial Ireland



The average provincial deal size was €17M in 2024



Source: JLL Research

*“There has been approx. €170M of hotel deal flow over the past 12 months in provincial Ireland. However, Mount Juliet Estate represents 27% of the provincial deal volume and only 5 deals were over €10M in lot size”.*

# 2024: Looking At Northern Ireland



Markets like Belfast are seeing increasing investor interest



Source: JLL Research

*“With RevPAR growing by 5.4% in 2024, the Belfast hotel market has been attracting more investor interest of late, including from ROI investors”.*

# Transaction Deep Dive



# Let's Get Under The Bonnet Of....



## Major Irish Hospitality Deals



Source: JLL Research

*“A typical Irish hotel transaction can take 5-6 months to complete, and it represents a significant body of work for the seller and their advisory team. We have broken the sale process down into 6 stages, in order to discuss key hotel M&A trends, using real transaction data points, from the top 10 hotel deals in 2024.”*

# Stage 1:

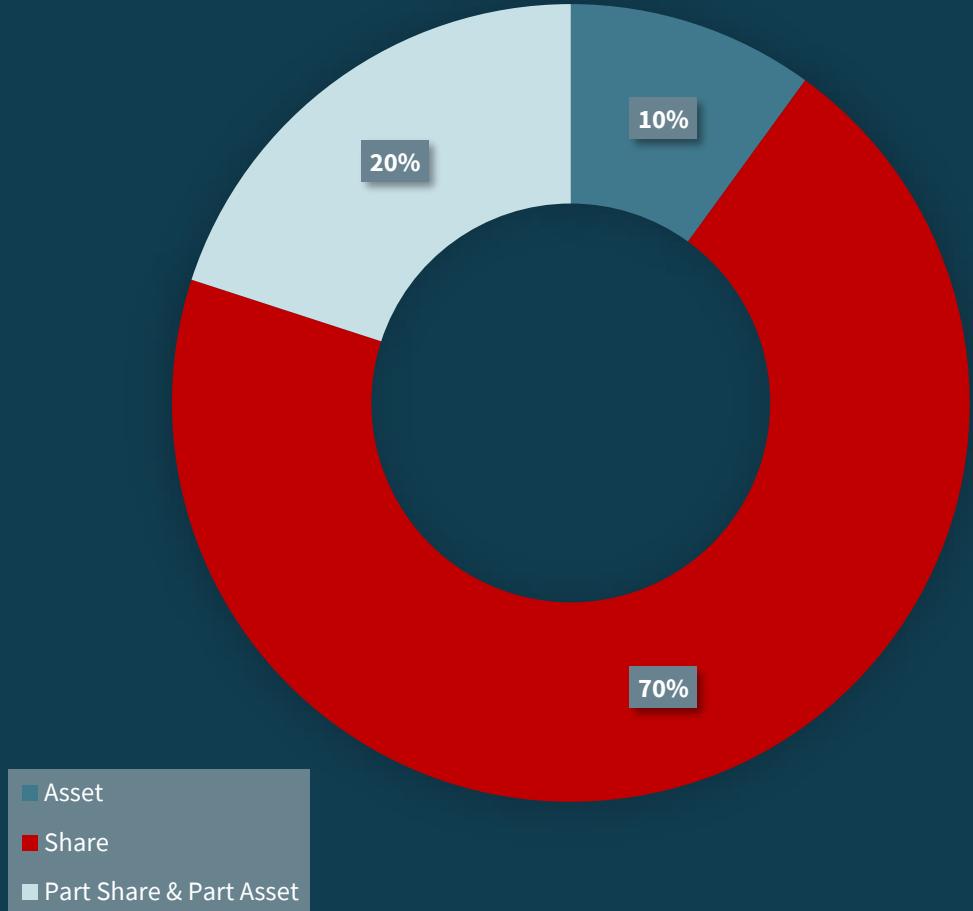
## Pre-Sale Preparation / Pre-Launch



### Share or Asset Deal?

Of the top 10 Irish hotel deals analysed, 7 were share deals, 2 were part share deals (e.g. op-co) and only 1 was an asset deal. Given the trend towards share deals, vendor due diligence on tax and finance can be key to avoiding pitfalls, improving timing and placing W&I insurance.

Top 10 Hotel Deals 2024: Transaction Structure



# Stage 2:

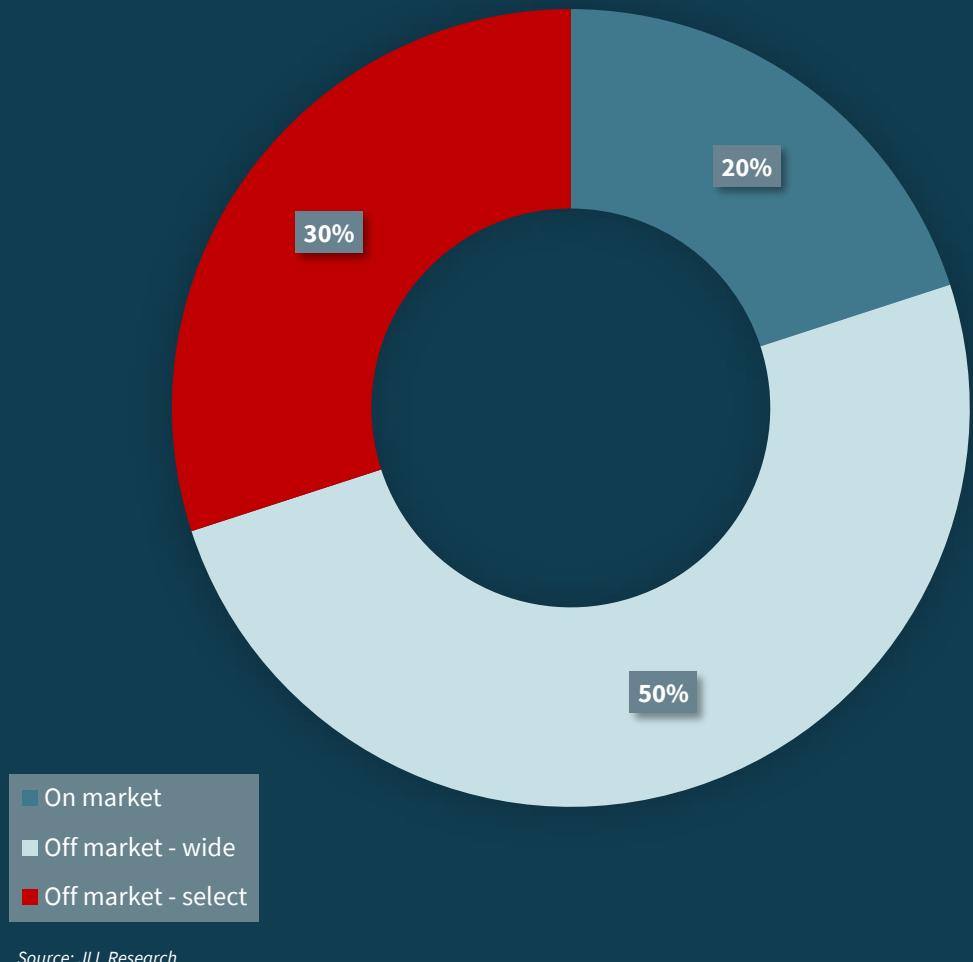
## Marketing Your Hotel



### On- Or Off-Market?

*The trend of larger hotel deals in 2024 has been to “keep it out of the press”. However, it's important to note that this is difficult to achieve in Ireland and in our view, only approx. 30% of the major deals in 2024 were fully off-market (i.e. less than 10 buyer names approached).*

*Top 10 Hotel Deals 2024: Loud or Quiet*



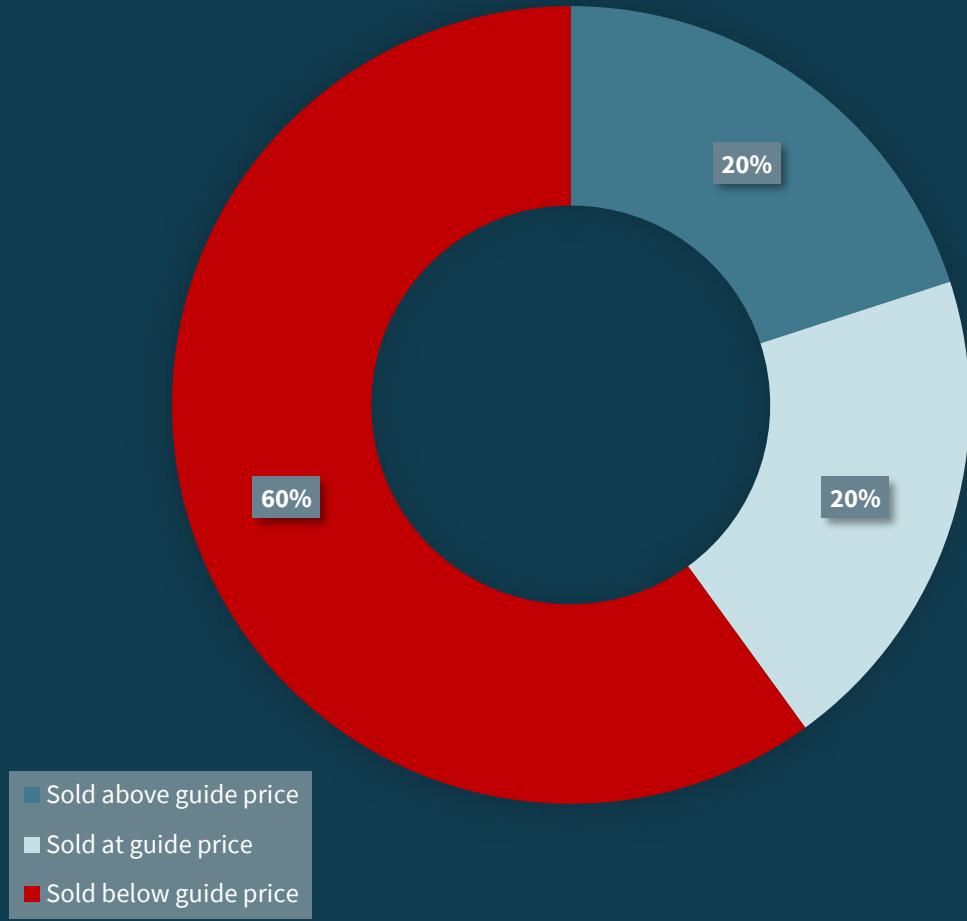
# Stage 3: Bidding Stage



## Over Or Under Guide Price?

Despite strong investor activity, our research shows that only 40% of the major Irish deals analysed transacted at or above guide price in 2024. Typically, it is the “special” properties that meet or exceed guide price (i.e. rare or strategic hotels). Furthermore, only 20% of the deals analysed closed “all cash”.

Top 10 Hotel Deals 2024: Over Or Under Guide Price

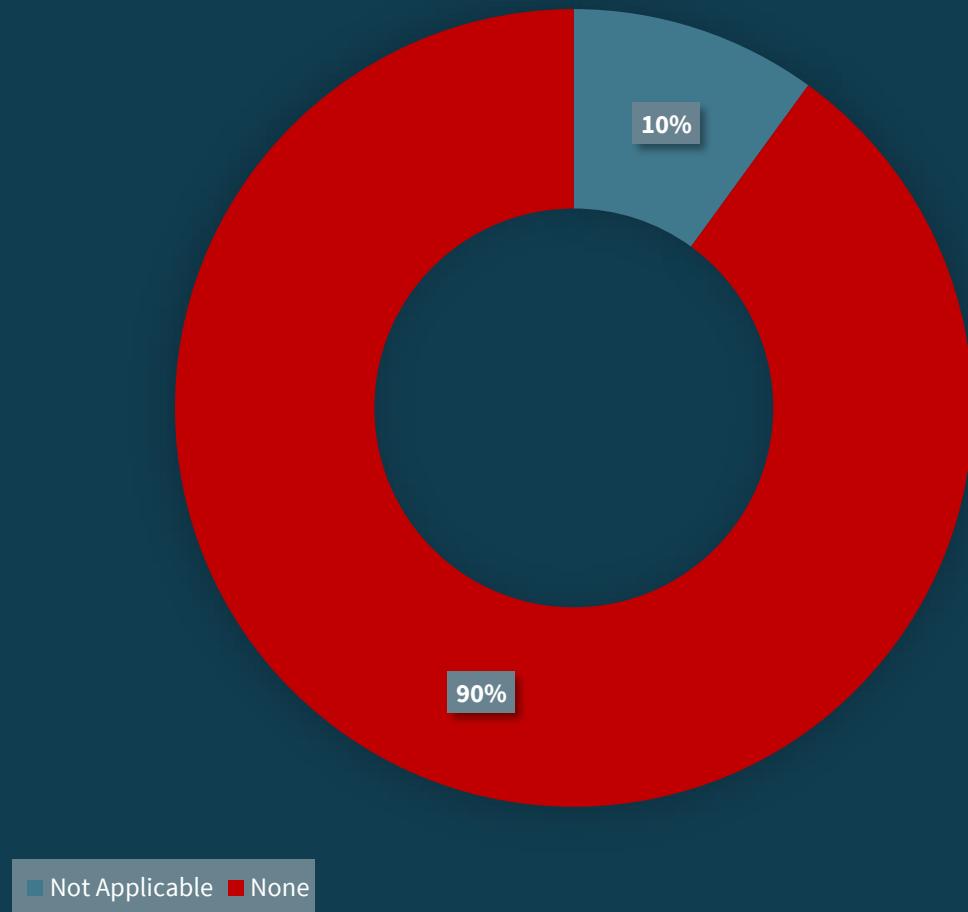


Source: JLL Research

# Stage 4: HOTs / Exclusivity



Top 10 Hotel Deals 2024: LCGT Discount



## LCGT Discount Or Not?

*There are numerous areas JLL aim to derisk as part of heads of terms / exclusivity agreement. These span all the DD streams, including legal, technical, finance and tax etc. For example, in 2024, our research shows explicit price discounts for LCGT were not the 'market'.*

# Stage 5:

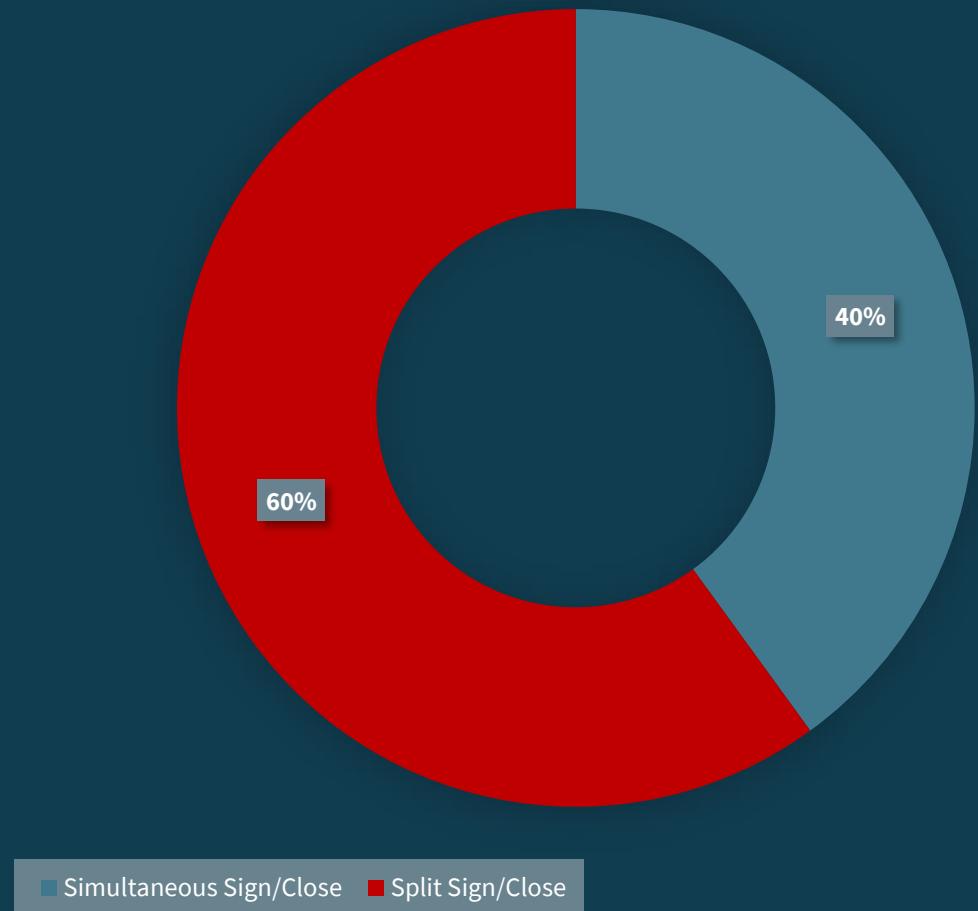
## Contract Exchange



### **Are There CPs To Closing?**

Of the deals analysed, 60% where “split deals” where a deposit was paid and completion occurred later. The balance were “simultaneous deals”. In split deals, condition precedents (CPs) to closing can include Competition Authority approval (CCPC) for example.

*Top 10 Hotel Deals 2024: Simultaneous or Split Deal*



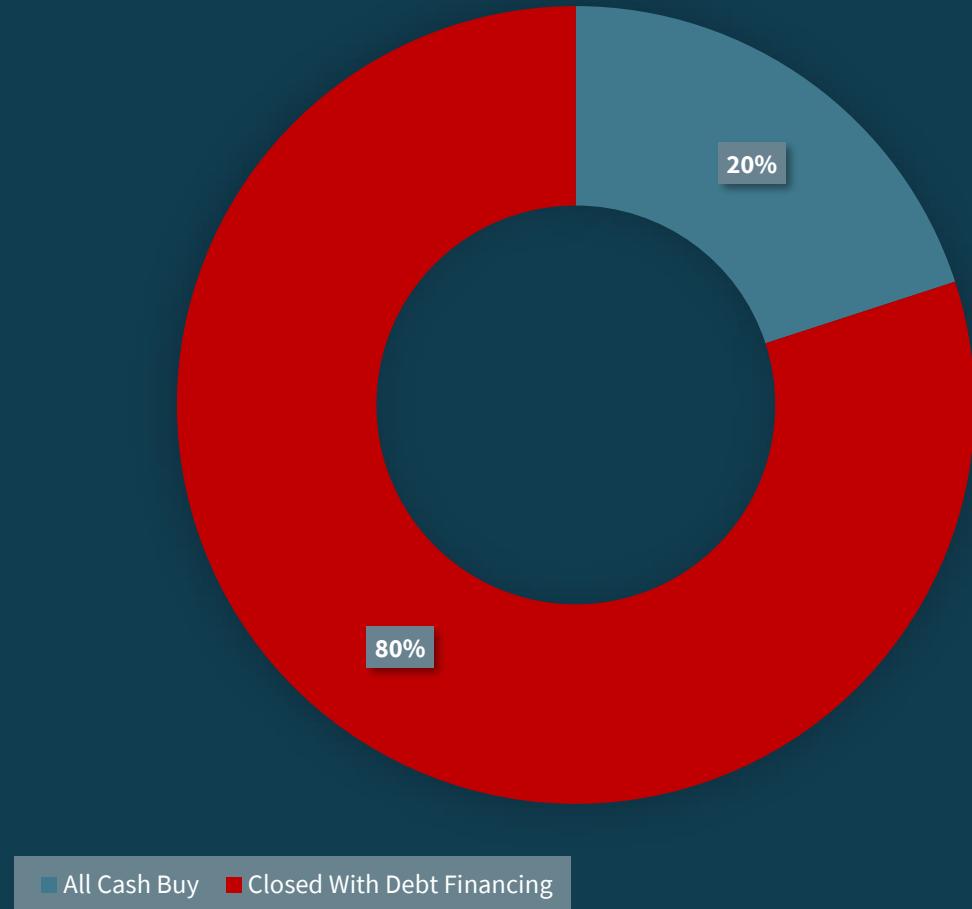
# Stage 6: Completion



## What Type Of Completion?

With 80% of deals closing with the support of debt financing, sale completions and funds flows can be complex. Other important considerations include working capital analysis, whether W&I insurance is being used and the type of completion account mechanism.

Top 10 Hotel Deals 2024: Cash or Debt Funded



# Conclusion & 2025 Outlook



# Conclusion & Our 2025 Outlook



- 1 *2024 was a record year for Irish hotel transactions, dominated by big Dublin deals. This was despite a softer underlying hotel trading performance environment versus 2023.*
- 2 *Hotel trading performance is expected to recover in 2025, with a return to growth in Dublin, supported by a lower new hotel supply pipeline going forward.*
- 3 *The vast majority of the hotel deal structures are now corporate / share deals, presenting additional benefits, but also introducing M&A complexities.*
- 4 *We expect hotel transaction levels to fall somewhat from €1BN in 2024, to €750M in 2025. This is still a healthy level, but below the 2024 peak. This month, the JLL team is launching 4 Irish hotel sales, so activity is still high.*
- 5 *There is power in data and JLL's "capital markets quants" team are at the forefront of this technology. By logging investor interactions, requirements, bids and other data, we are now using technology & AI to predict things like who will sell in 2025, who will buy in 2025, and who will finance.*

## Brokers Tech “Tool Kit”



# Track Record



# Our Wider Hotel Track Record

## Our 2024 JLL Deals



**Park Inn**  
Belfast  
Sell Side Advisor



**Bellinter House Hotel**  
Co. Meath  
Sell Side Advisor



**Premier Inn Cork**  
Leisureplex  
Sell Side Advisor



**Sackville Place Hostel**  
Dublin 1  
Sell Side Advisor



**The Fleet Hotel**  
Temple Bar  
Sell Side Advisor



**Hard Rock Hotel**  
Temple Bar  
Sell Side Advisor



**Mount Juliet Estate**  
Co. Kilkenny  
Sell Side Advisor



**Jacobs Inn Hostel**  
Dublin  
Sell Side Advisor



**Radisson Blu Dublin**  
Airport  
Sell Side Advisor



**The Keadeen Hotel**  
Newbridge  
Sell Side Advisor



**Radisson St. Helens**  
Dublin  
Sell Side Advisor

# Our Wider Hotel Track Record

## Our 2023 JLL Deals



### **The Kilkenny Inn**

Kilkenny  
Sell Side Advisor



### **Tulfarris Resort**

Wicklow  
Sell Side Advisor



### **Trim Castle Hotel**

Meath  
Sell Side Advisor



### **Brooks Hotel**

Dublin 2  
Sell Side Advisor



### **Springfield Hotel**

Leixlip  
Buy Side Advisor



### **Radisson Blu**

Belfast  
Buy Side Advisor



### **Premier Inn**

Newmarket Yards  
Sell Side Advisor



### **71 South Mall**

Cork  
Sell Side Advisor



### **144 Bohermore**

Galway  
Sell Side Advisor



### **Hilton Belfast**

Belfast  
Sell Side Advisor



### **Premier Inn**

Ushers Quay  
Buy Side Advisor



### **Premier Inn**

Sandyford  
Buy Side Advisor

# Thank you

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# Guest Speaker



**Shane Casserly**  
Deputy CEO  
Dalata Hotel Group  
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# Thank you

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Welcome to the **2025**  
Irish Hotel Market Briefing

# Today's agenda

**08.00 – 08.15**

Introduction and welcome by Weldon Mather, Director of Hotel, Tourism & Leisure, Crowe.

**08.15 – 08.30**

An update on current trade dynamics and buyer interest in the Irish hotel market by Aiden Murphy, Partner, Crowe.

**08.30 – 08.45**

The latest insights on industry transaction activity and trends for the year ahead by Daniel O'Connor, Head of Hotels & Living at JLL Ireland.

**08.45 – 09.00**

A fireside chat with Shane Casserly, Deputy CEO of Dalata Hotel Group plc on the hotel market and wider trends.



# Tomorrow's success starts today

In a rapidly changing business environment, do you have the right team to harness the opportunities?

Through a blend of global insight and local expertise, we empower Irish businesses to anticipate change and spot opportunities. By providing strategic guidance we help clients make smart decisions today that delivers lasting value for the future.

**Talk to us, today:**

Weldon Mather, Director, HTL  
E: [weldon.mather@crowe.ie](mailto:weldon.mather@crowe.ie)

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# Ireland Annual Hotel Industry Survey 2024

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