

ACCOMMODATION – IRELAND – 2023

Cost of living pressures have shifted consumers priorities when choosing where to stay, with hotels facing stiffer competition from other providers



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Reports



Accommodation - Ireland - 2023

This report looks at the following areas:

- The impact of the cost-of-living crisis on the accommodation sector
- The lingering impact of COVID-19 on usage of Irish accommodation
- How sustainability issues impact accommodation choice
- Reasons why consumers might use accommodation
- What types of accommodation consumers have used
- Consumers' attitudes towards accommodation



Cost of living pressures have shifted consumers priorities when choosing where to stay, with hotels facing stiffer competition from other providers

Overview

Less available hotel stock, combined with higher operating costs have seen the average cost of accommodation increase over 2021-23, seeing cash-strapped consumers more likely to opt for budget accommodation.

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Report Content

EXECUTIVE SUMMARY

Opportunities for the accommodation sector

- Opportunity for budget offerings
- Offering a sense of calm
- Sustainable practices increasingly a requirement

Market dynamics and outlook

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- Value of accommodation recovering from COVID-19
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- More wedding usage in RoI

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APPENDIX

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Report scope and definitions

- Market definition
- Abbreviations and terms

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This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by an Irish licensed market survey agent ([See Research Methodology for more information](#)).

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