



Fáilte Ireland Hotel Survey Fact Sheet

Background

Fáilte Ireland has been measuring the performance of hotels in Ireland continuously since the 1960's. In 2020, due to COVID-19, the survey was temporarily paused.

In 2021, the survey has been re-launched in a new partnership with [STR](#) – the leading provider of premium global hospitality data benchmarking, analytics, and insights.

The information collected by the survey will provide Fáilte Ireland and their partners with valuable data and insights to support recovery and deliver long-term priorities for the sector.

All data provided by hotels will be treated with the strictest confidence. This means that individual hotel data will not be identified and remains confidential and anonymous in all reporting and analysis.

Data Collection

The survey collects the following data per month:

1. Total Number of Available Rooms
2. Total Number of Sold Occupied Rooms
3. Total Net Rooms Revenue
4. Guest Nights by Key Markets (Republic of Ireland, Northern Ireland and Overseas)
5. Total Number of Available Guest Nights (or Bedspaces)

Data points 1. – 3. will be collected securely and confidentially **using STR's proprietary systems**. There are a range of flexible methods for providing data

Note: For hotels already working with STR there is no need to do anything for data points 1. – 3. – this information will feed directly into the survey.

Data points 4. – 5. will be collected by a **monthly online survey sent to you by STR**. Again, please be reassured all data provided will be treated with the strictest confidence. Each month you will receive a short survey to collect this information.

For more information on any of the above and to enrol your business, [please get in touch](#).



Analysis & Reports

All survey participants will receive actionable analysis each month enabling you to track your Key Performance Indicators (KPI's) of **occupancy**, **Average Daily Rate (ADR)** and **Revenue Per Available Room (RevPAR)** and **source markets** against the industry average.

Frequently Asked Questions

Why should I participate in this survey?

The survey gives Fáilte Ireland and their partners a comprehensive understanding of accommodation trends which is especially important to help the industry navigate and recover from COVID-19. Insights from the survey are used for short-, medium- and long-term decision making aimed at generating more overnight trips across the country each year. In addition, the reporting provided to you as a participant will enable you to make more informed business decisions which will directly impact the success of your hotel.

Can I trust STR with my data?

STR maintains strict confidentiality standards. These standards along with other professional practices and STR's industry know how help us to work with an expanding list of clients in Ireland and around the world. All individual hotel data will be treated confidentially. Only aggregated data which cannot be attributed to any individual property, brand, parent company or owner will be used for analysis and reporting. As a participant you will only ever see individual property level data for your OWN property. Fáilte Ireland will also only receive aggregated data and will not be privy to any individual property, brand, parent company or owner data.

How do I provide data to STR?

STR works with nearly 70,000 hotels worldwide collecting data from them in many flexible ways, which all guarantee complete data confidentiality and security. We recommend setting up a one-time data integration or report from your hotel Property Management System (PMS) so that data points 1. – 3. can be automatically scheduled from your PMS – which saves you time entering the data each month. Data points 4. – 5 are collected via a simple and short online survey each month. A contact at STR will talk you through the steps and will find the best solution for providing data for your hotel.

Our hotel already participates with STR, what do I need to do?

Data points 1. – 3. will automatically securely and confidentially be used for the research. You will receive a survey each month to provide data points 4. – 5. (bedspace and source markets data). You can nominate the best person at your hotel to provide this data monthly.



How will I receive the reports?

Within 4 weeks of the end of each month you will receive two emails. One email will contain the KPI Report showing how your hotel tracked against the industry in terms of occupancy, ADR and RevPAR in the previous month. The other email will contain the Source Market Report showing how your mix of business compared against the industry in the previous month.

Additional Information

If you require any further information about how to participate, please do not hesitate to get in touch.

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