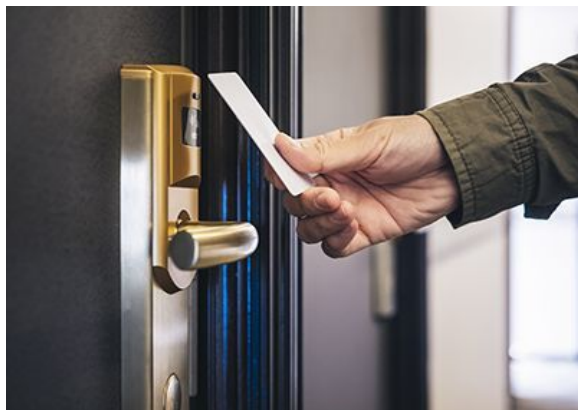


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“Irish visitor numbers are on the rise in Ireland with many seeking out hotels as their accommodation of choice. However, rife competition from Airbnb, means that hotels are under more pressure than ever to deliver on quality and a unique experience to justify the greater expense.”

– **Emma McGeown, Research Analyst**

This report looks at the following areas:

Domestic and overseas visitors are at an all-time high for Ireland which has bolstered the Irish hotel industry. Visitor numbers are estimated to increase by 6% in 2018 compared to 2017's figures and Mintel's forecast highlights the positive benefits this has on future spending in the hotel sector.

However, concerns exist over advancing occupancy rates to which RoI's (Republic of Ireland) capital – Dublin – is struggling to meet. Greater investment in Dublin hotels could prove beneficial to meet demand, particularly as average hotel room rates have climbed significantly in 2018.

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