

# Accommodation - Ireland - December 2020

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## This report looks at the following areas:

- What impact has COVID-19 had on the accommodation sector?
- What types of accommodation do Irish consumers use? Has COVID-19 influenced future accommodation choices?
- What measures can providers offer to reduce guest anxiety of COVID-19 and encourage booking?
- What types of trips do consumers use accommodation for?
- What impact will the economic fallout of the pandemic have on accommodation prices and consumer willingness to book?

COVID-19 has seen revenue levels within the accommodation sector fall by more than half between 2019 and 2020 (estimated) as lockdown has taken its toll. Visitor numbers to Ireland dramatically declined as overseas visitors were likewise unable to travel, and Irish consumers were instructed to stay at home.

Recovery in the sector is likely to be slow as over six in 10 consumers note that concern about exposure to COVID-19 would prevent them from booking accommodation in Ireland in the next six months. However, consumer data indicate that measures such as face masks, hand sanitiser and regular deep cleaning can help reduce consumer anxieties regarding staying in accommodation.

Domestic tourism is likely to recover quickly, as skittishness regarding travelling abroad (and potential quarantine) is likely to put seven in 10 off taking a trip overseas. However, the economic impact of the lockdown is likely to see guests become more price-sensitive, and thus opt for cheaper types of accommodation.



“COVID-19 has taken a heavy toll on Irish accommodation providers, with revenue estimated to have more than halved between 2019 and 2020. Consumer anxiety with regard to the virus is seeing many become skittish about booking future accommodation.”

**- Brian O'Connor, Senior Consumer Analyst**

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