



TOURISM
NORTHERN
IRELAND

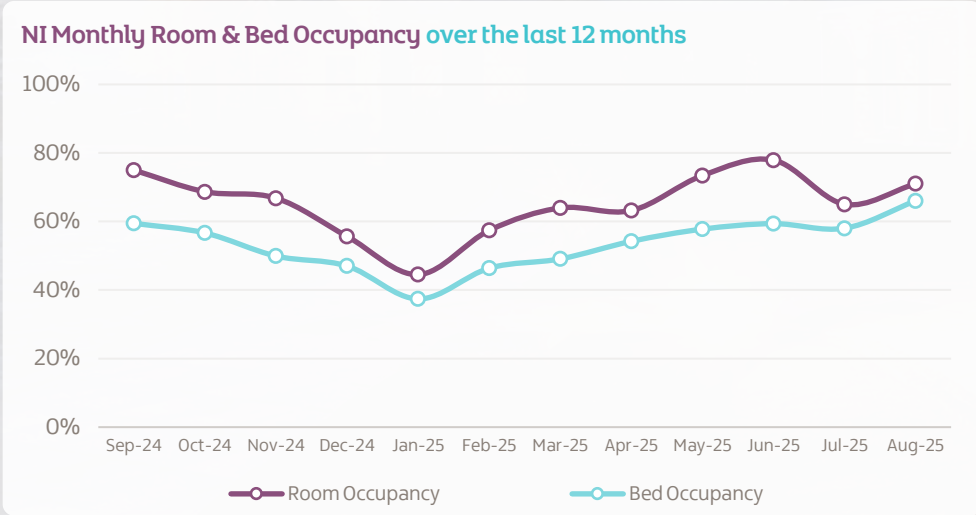
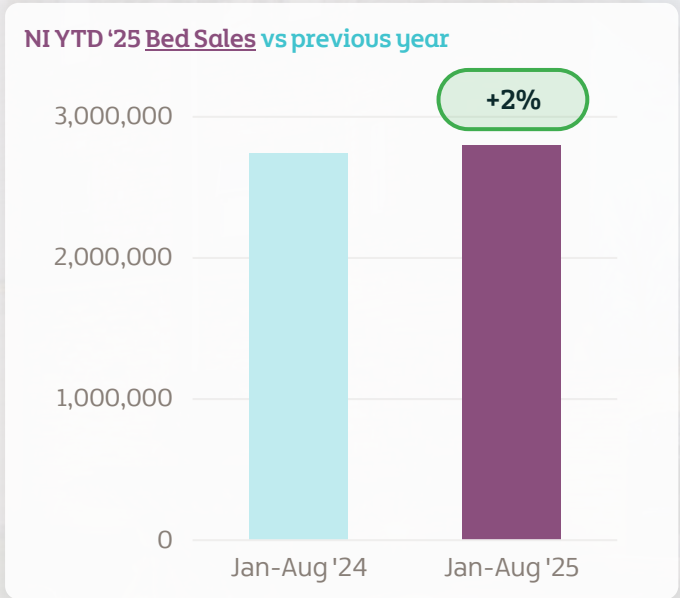
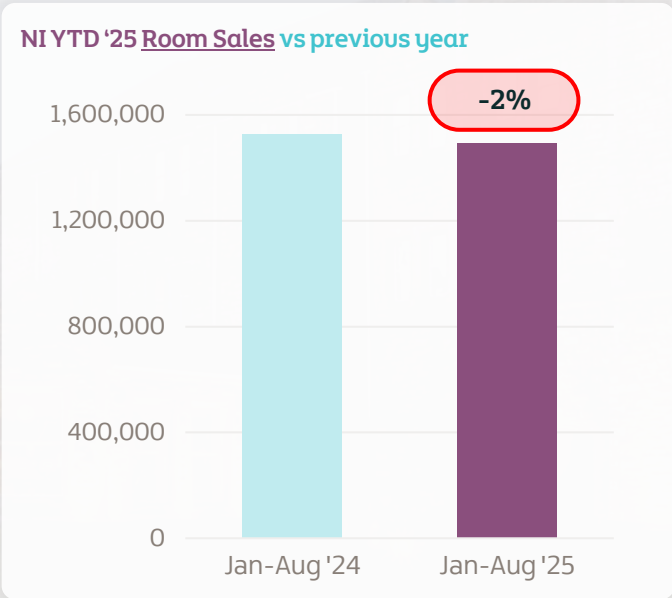
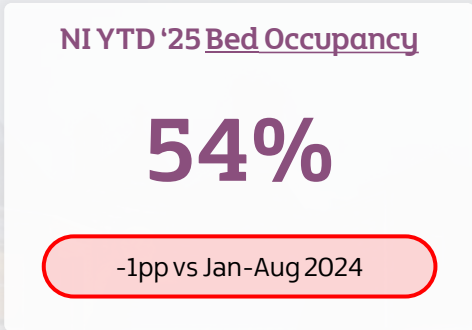
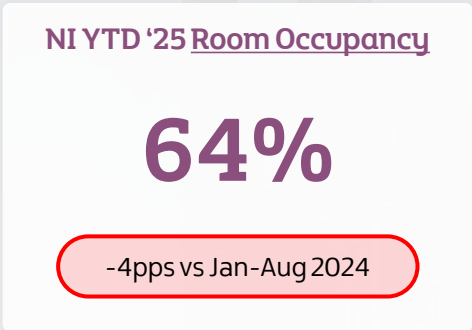
NISRA Accommodation Performance Report

August 2025

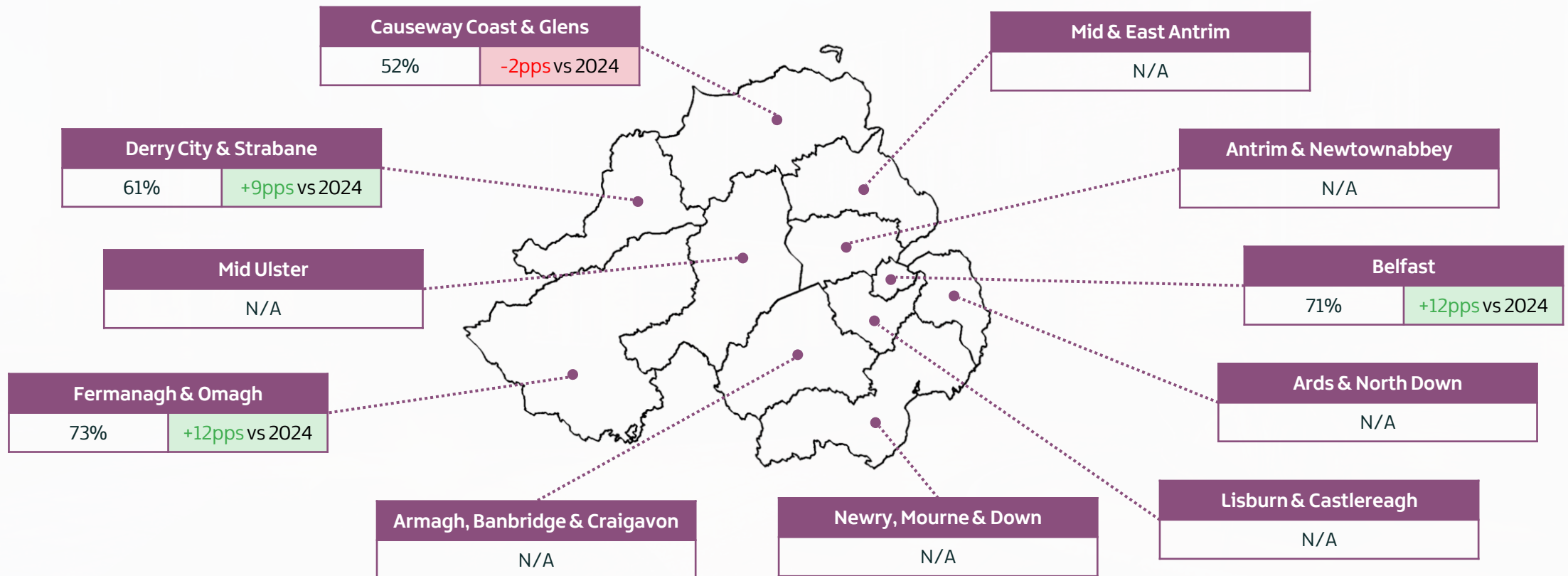
Data Source:



Northern Ireland Statistics and Research Agency (NISRA) data for January-August 2025 indicate hotel room and bed occupancy performance fell below the same period in 2024 (-4pps and -1pp respectively), while August occupancy marginally increased compared to July 2025. Year-to-date room and bed sales remained on par with the same period last year (-2% and +2% respectively). Room sales for the month of August 2025 were down by 5% compared to 2024 but increased by one tenth compared to the previous month. Hotel stock increased by 2% at the end of July 2025 compared to the previous year.



Room occupancy varied across Local Government Districts (LGDs) for year-to-date (January-August) 2025. Fermanagh & Omagh LGD recorded the highest room occupancy (73%), followed by Belfast LGD (71%). Figures are not available for some LGDs due to the sample size being too small to provide a reliable estimate.



Northern Ireland Statistics and Research Agency (NISRA) accommodation statistics for year-to-date (January-August) 2025 indicate small service (guesthouse, guest accommodation and bed & breakfast) room and bed occupancy experienced small decreases compared to 2024. Room sales were slightly down on the previous year while bed sales saw a 2% increase. Room and bed sales were more positive for the month of August 2025 compared to August 2024, increasing by 5% and 12% respectively. Overall small service stock increased by 8% compared to 2024.

NI YTD '25 Room Occupancy

41%

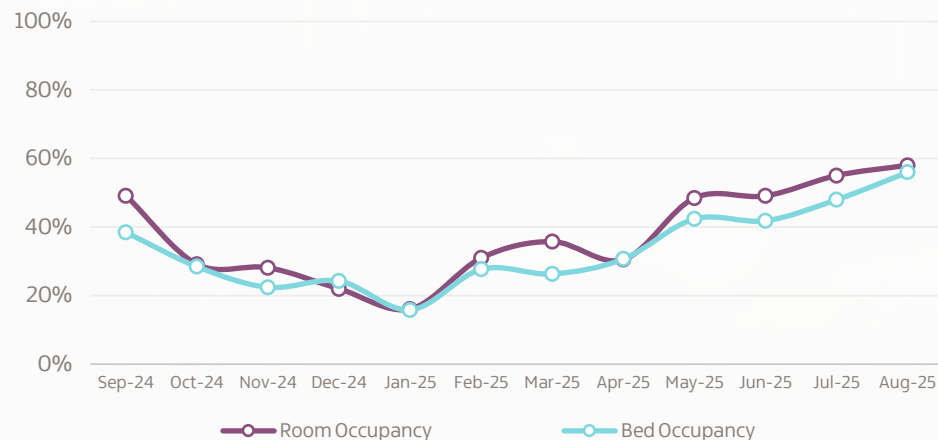
-3pps vs Jan-Aug 2024

NI YTD '25 Bed Occupancy

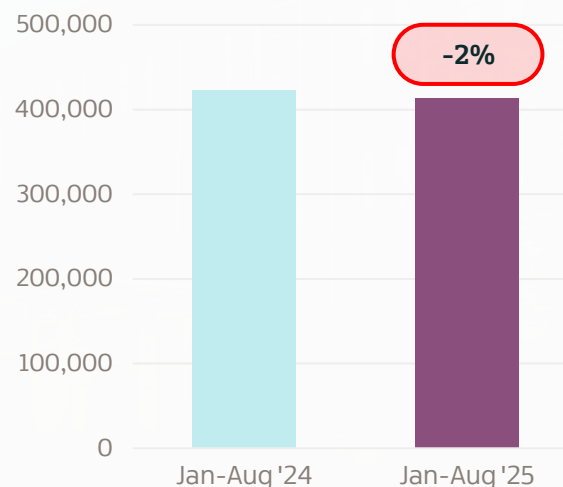
37%

-1pp vs Jan-Aug 2024

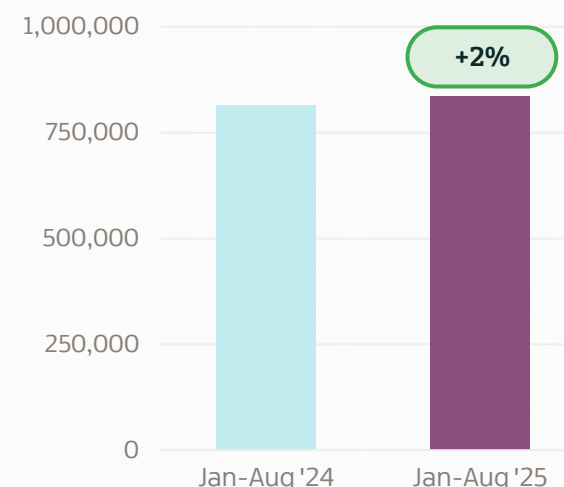
NI Monthly Room & Bed Occupancy over the last 12 months



NI YTD '25 Room Sales vs previous year



NI YTD '25 Bed Sales vs previous year



NI Accommodation Stock as at end July 2025 vs previous year



63 Guesthouses

-3%



558 Guest accommodation

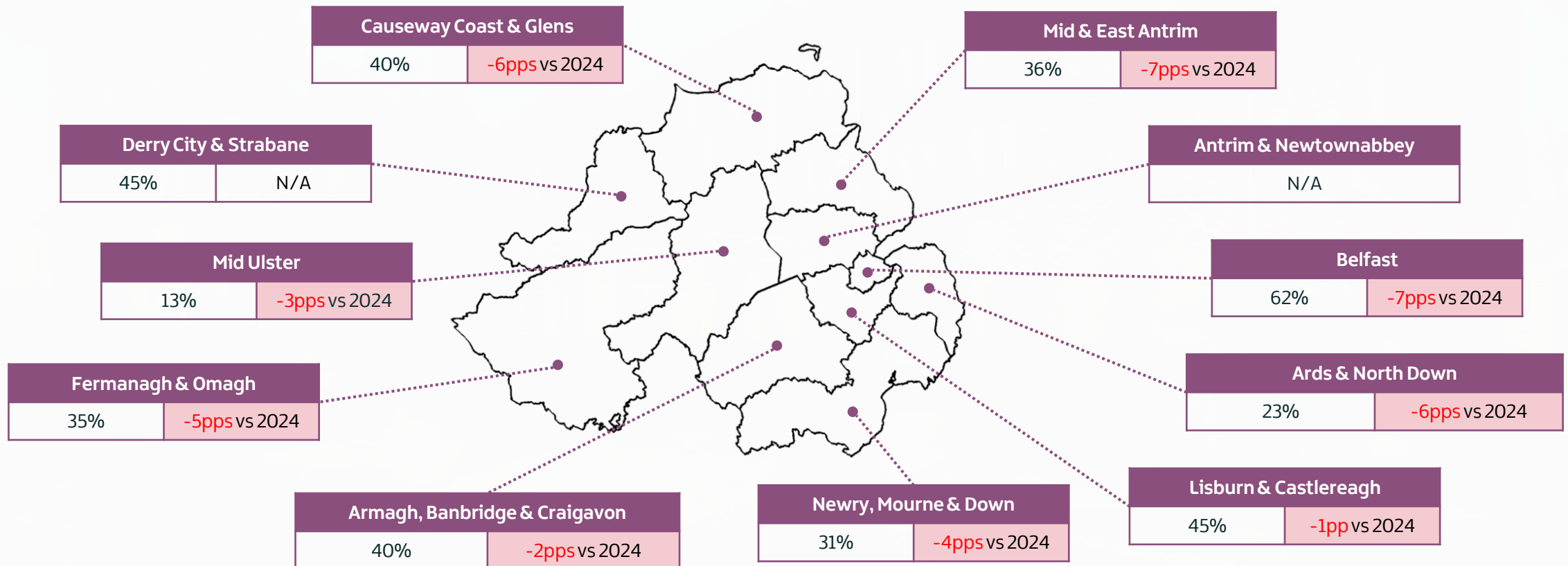
+17%



399 B&Bs

-1%

Room occupancy varied across Local Government Districts (LGDs) for year-to-date (January-August) 2025. Belfast LGD recorded the highest room occupancy (62%), followed by Lisburn & Castlereagh (45%). Figures are not available for some LGDs due to the sample size being too small to provide a reliable estimate.



Notes:

- The Northern Ireland Statistics & Research Agency (NISRA) collect hotel and small service accommodation data through their monthly hotel survey and small service survey using a census of Northern Ireland accommodation.
- Small Service accommodation is made up of guesthouses, guest Accommodation and B&Bs. Further information on the accommodation categories can be found [here](#).
- Stock used for monthly occupancy is based on the stock at the end of previous month.
- The data has been weighted for non-response, assuming no non-response bias and weighted by local authority and size. Due to different response rates to different parts of the questionnaire, there are different weights for arrivals, guests and weekend/weekday splits.
- Local government district data can only be provided when the sample size is large enough to provide a reliable estimate.



TOURISM
NORTHERN
IRELAND

Data correct as of 14/10/2025