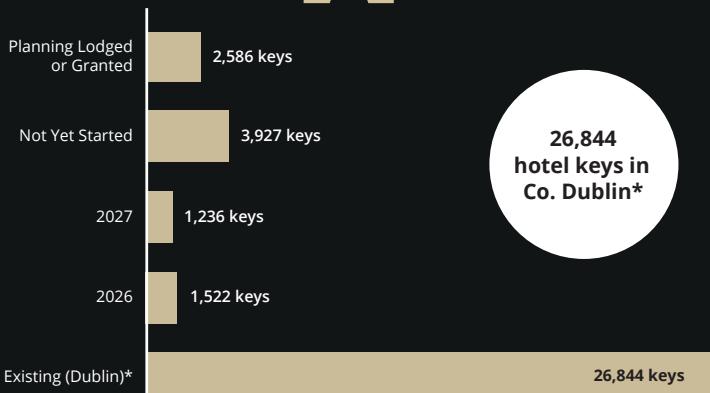
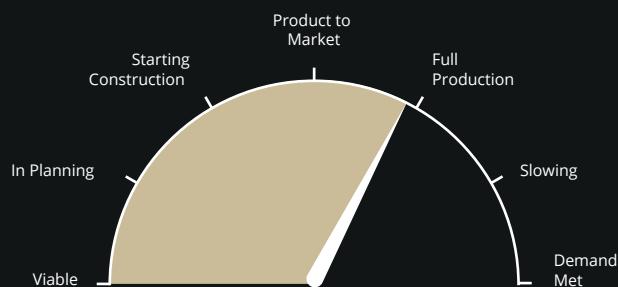


SUPPLY & DEMAND 2026



26,844
hotel keys in
Co. Dublin*

* This study looks at hotels in County Dublin only and excludes hostels, guest houses etc from the data. Some properties are not officially Failte Registered Hotels.

Hotel supply has increased again in 2025. A total of 764 keys were added to the Dublin region market, with a number of new properties opening in 2025. This is a lower increase in numbers compared to recent years. However there has been minimal movement in existing properties on the register compared to previous years.

This continued steady but slow growth highlights the ongoing demand for hotel properties in the city, with further growth forecasted over the next number of years.

From the figures outlined above, the future pipeline for hotels being developed is positive with approximately 2,758 keys expected to be delivered by the end of 2027.

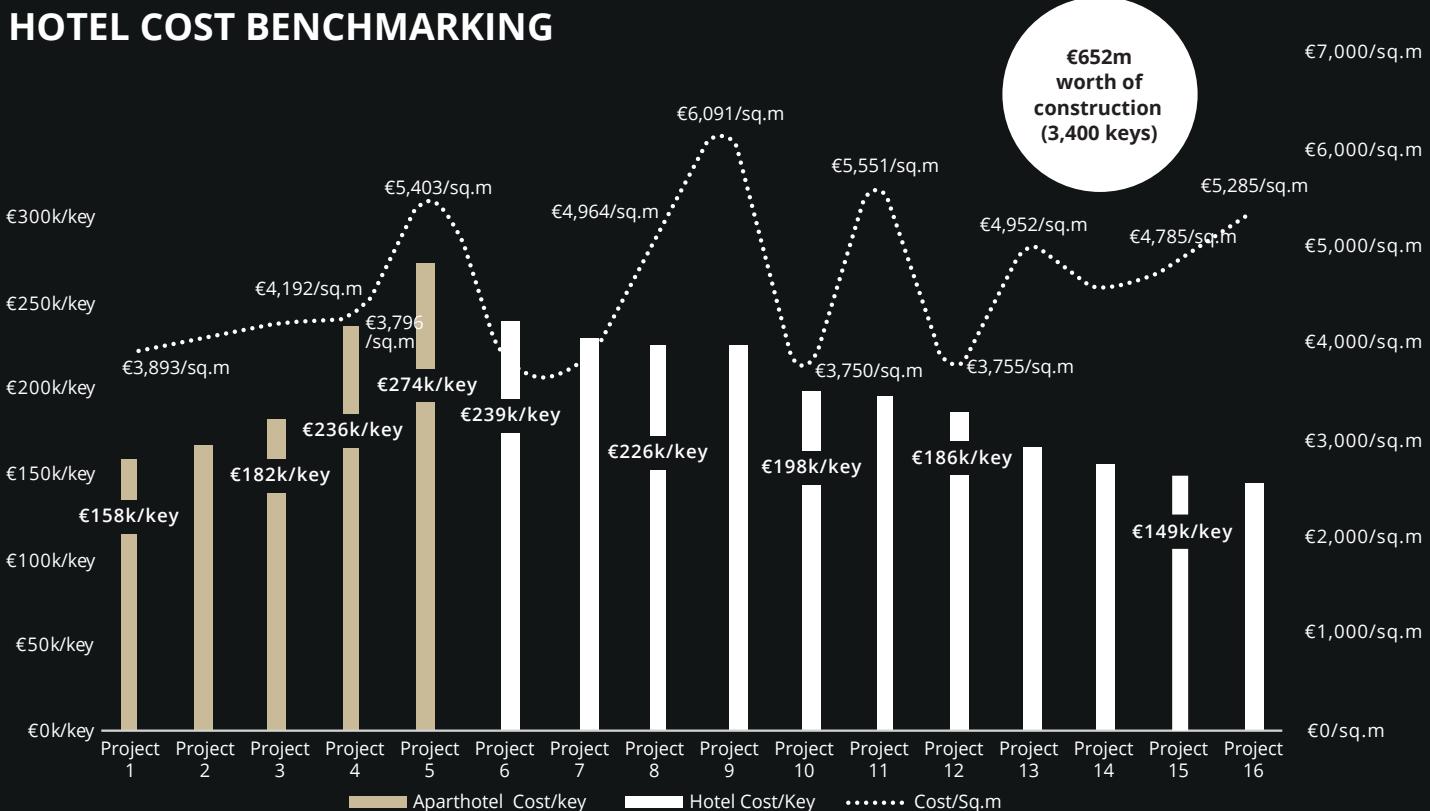
There has been a significant rise in planning numbers this year compared to previous years. 1,932 keys were either granted planning or a decision to grant planning in 2025, with a further 654 keys lodged and awaiting a formal decision. Only 248 keys were refused planning in 2025. This emphasises the ongoing growth in this sector with the pipeline beyond 2027 looking strong.

KEY POINTS 2026

- 26,844 existing hotel keys in Dublin 25,335 are officially registered with Failte Ireland.)
- 742 new keys completed and opened in 2025 but not yet registered.

- 22 keys added to the register from existing hotel stock (some hotels lost or gained rooms on the register).
- 2,586 keys have been recently lodged or a decision to grant planning in 2025.
- 248 keys were refused planning in 2025.

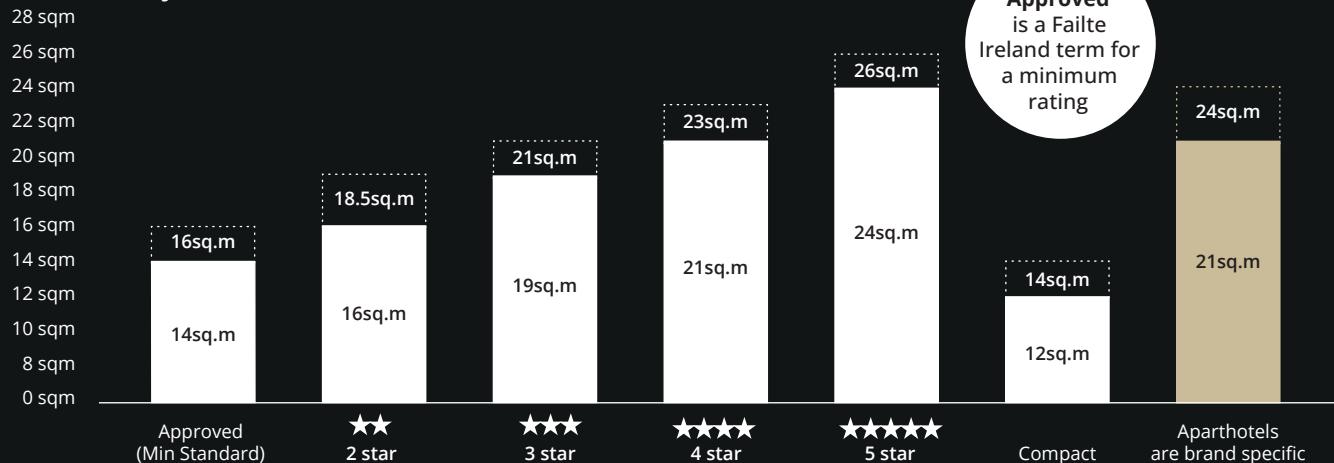
HOTEL COST BENCHMARKING



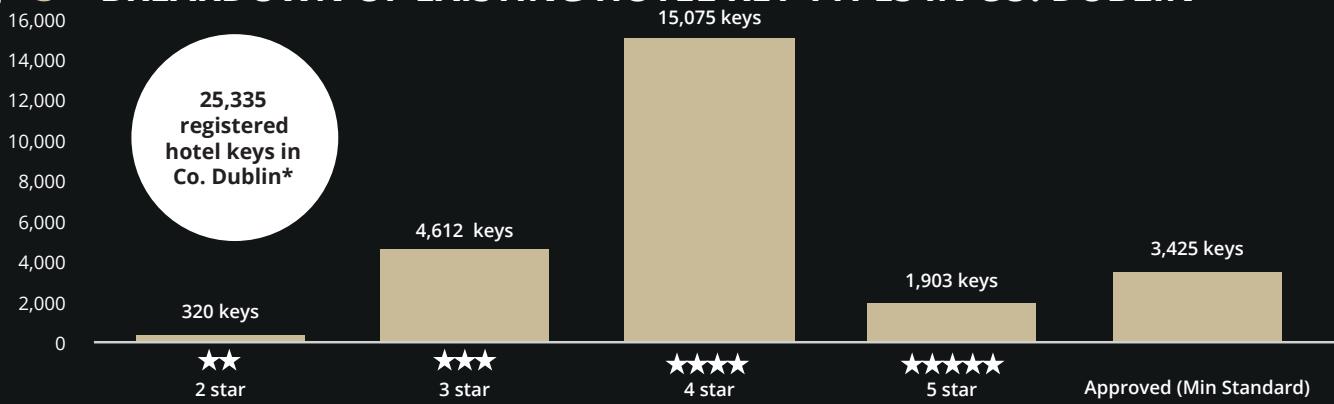
Professional advice should be sought for specific projects. These indicative building costs should NOT be used for fire insurance valuations or for residual valuations for funding purposes. Mitchell McDermott provide specific detailed valuations for fire insurance or more specific reinstatement valuations as required. Costs are for construction only and exclude VAT | Tender Inflation from January 2026 | Site Acquisition | Planning and Statutory Fees | Development Contributions | Capital Contributions for Services connections | Bonds | Professional Fees | Sales and Letting Costs | Marketing | Legals | Valuers | Accountancy Costs | Finance Costs | District Heating | Show Units | Site Works | Sprinklers | Owner Insurances | Adjoining Neighbour Costs | Abnormal Ground Conditions

TYPICAL DOUBLE/STUDIO ROOM SIZES

(subject to brand standards)



BREAKDOWN OF EXISTING HOTEL KEY TYPES IN CO. DUBLIN

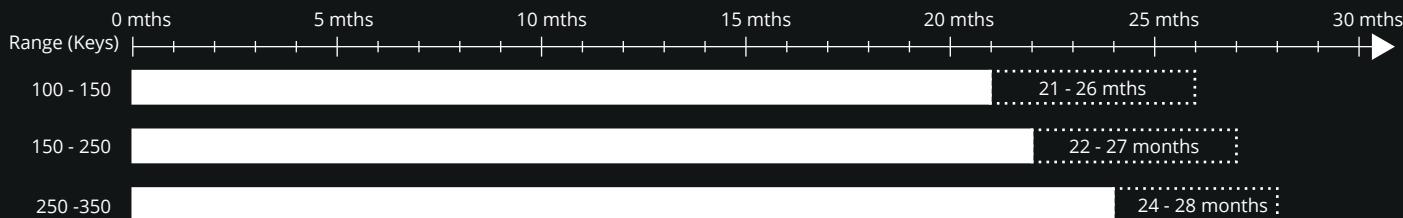


* A number of properties have gained an increase in rating since last year

* Key count is for hotels only



PROGRAMME



AREAS TO WATCH

MAXIMISING YOUR CURRENT PROPERTY

With the constraints of developing a new hotel site putting some plans on hold, there has been an increase in activity of exploring the upgrade to existing buildings.

The option of extending or refurbishing existing hotels, is presenting a more attractive route to increased revenue as opposed to building a new property.

There are a number of key considerations that would need to be discussed in order to understand the feasibility of improving or adding keys to an existing building. We are seeing this option becoming quite popular, with a number of existing properties either planning or undergoing extensive refurbishments or extensions.

KEY CONSIDERATIONS

- Is there available space adjacent to the property for an extension or addition of rooms?
- Is there availability for a vertical extension by adding new floors to the existing structure?
- Is there an upcoming opening to close the hotel or partially vacate areas within the building?
- Is there an opportunity to refurbish rooms to upgrade the quality?
- Is there an opportunity to upgrade or add to existing F&B offerings?
- Does the current fire strategy allow for adjustments to rooms without a new FSC or DAC?
- Is the existing main plant and equipment nearing its end of life performance?
- Is there sustainability or energy performance objective to be considered?



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