



11th May 2021

30% increase in hotel spending in April as holiday surge begins – AIB

- Under 25s record the biggest increase in hotel spending, while over 65s record the biggest increase in airline spending.
- Kerry recorded one of the highest increase in spending on airlines during the month (+65%) with Sligo consumers also recording a 46% increase.

Confirmation that hotels would re-open and inter-county travel would resume saw spending on hotels surge 30% in April compared to March according to the latest AIB Spend Trend report. The highest increase in hotel spending came from those under the age of 25, where spend was up 38%, while the lowest increase was among those between the ages of 45 -54. The data was compiled from AIB Debit and Credit card spend from over one million transactions between the 1st and 30th April.

Those over the age of 65 recorded the biggest increase in airline spending for the month of April, up 25% on March – signalling that some feel there may be the possibility of international travel later this year. Those between the ages of 25 – 34 recorded the smallest increase in airline spending, up just 2.2% in April.

Kerry recorded one of the highest increase in spending on airlines during the month (+65%) with Sligo consumers also recording a 46% increase.

Meanwhile the biggest increase in spending on hotels in Ireland was from those in Carlow, up 47%, followed by those in Clare (+44%) and Wicklow (+43%) as people from these counties looked a little closer to home for their holiday.

Rachel Naughton, Head of SME Banking at AIB said, “Following what has been an extensive lockdown for many businesses, in particular those in the hospitality industry, it’s great to see consumers spending in these sectors again now they have more clarity on when they will reopen. During April, consumer spending was also up in other hospitality sectors including pubs and off-licences - up 35%, and in restaurants - up 9% as consumers took advantage of the good weather. We hope to see this positive trajectory continue over the coming months. However, it’s important that we continue to keep supporting these businesses where we can as they recover from what has been a devastating 13 months since Covid began to impact them.”

April Spending

Overall, spending among consumers in April was up only 3% on March. April 30th, the day after the roadmap out of lockdown was announced recorded the highest level of spending during the month.

Consumer spending in pubs and off-licences was up 35% on March as people took advantage of the good weather. The biggest increase in spending in this sector was from those in Kilkenny, up 53%, followed by those in Laois, up 47%. The smallest increase in spending in this sector was in Cavan (+7%) and Monaghan (+8%).

Consumer spending in others sectors was as follows;

| Sector | Increase / Decrease (On Previous Month) |
|---------------------------|--|
| Pubs & Off-Licences | +35% |
| Hotels | +33% |
| Hardware & Garden Centres | +14% |
| Airline | +13% |
| Restaurants | +9% |
| Clothing | +8% |
| Homewares | +1% |
| Groceries | +1% |
| Health & Beauty | +0.1% |
| Electronics | -11% |

Overall, spend in the majority of sectors is substantially down compared to pre-pandemic levels.

ENDS

Notes to Editor

Spend Increase/Decrease (April Vs March)

| County | Increase/Decrease |
|---------------|--------------------------|
| Carlow | 3.3% |
| Cavan | 2.7% |
| Clare | 4.8% |
| Cork | 3.7% |
| Donegal | 2.1% |
| Dublin | 2.9% |
| Galway | 3.9% |
| Kerry | 3.6% |
| Kildare | 2.9% |
| Kilkenny | 4.6% |
| Laois | 4.1% |
| Leitrim | 5.0% |
| Limerick | 3.0% |
| Longford | 6.5% |
| Louth | 1.7% |
| Mayo | 4.2% |
| Meath | 3.4% |
| Monaghan | 3.6% |
| Offaly | 5.6% |
| Roscommon | 4.8% |
| Sligo | 1.9% |
| Tipperary | 4.4% |
| Waterford | 4.7% |
| Westmeath | 4.0% |

| | |
|---------|------|
| Wexford | 4.4% |
| Wicklow | 3.7% |

Further Information

Graham Union

Graham.X.Union@aib.ie

(085) 208 8343