



Surge in hospitality spending as industry partially reopens – AIB

- **Consumers spent over €90,000 an hour at pubs during June, with Dubliners spending an average of €30K an hour at pubs during June alone**
- **Waterford recorded the biggest increase in pub spending, up 651% on May**
- **Staycation season begins as spending in hotels rises 225% on May**

Consumer spending in hotels, restaurants and pubs increased in June as the sector partially reopened after months of closure. Spending in hotels was up 225%, restaurant spend was up 22%, while pub and off licence spend was up 304% as Covid-19 restrictions partially lifted. Those over the age of 65 recorded the biggest increase in hotel spending in June, up 478% on May, meanwhile those under the age of 25 recorded the smallest increase, up 139%.

After months of being closed, consumers spent over €90,000 an hour* at pubs throughout the month. Those under the age of 25 recorded the highest increase in spending, up 404% on the previous month, meanwhile those between 35 and 44 recorded the smallest increase, up 239%. Those in Waterford recorded the highest increase in pub spending during the month, up 651% in June, followed by those in Mayo, who recorded a 492% increase. Having had their pubs closed since last March, Dubliners spent an average of €30,000 an hour in pubs during the month.

Similarly, since restaurants reopened for outdoor dining, consumers spent over €288,000* an hour eating out in June, with those over the age of 65 recording the biggest increase, up 51% on May. Those from Cavan recorded the biggest increase in restaurant spend in June, up 30%.

Speaking about the data, John Brennan, Head of SME at AIB, said: ‘Having partially reopened in June, the hospitality sector saw a surge in spending, albeit from a low base, as consumers flocked to pubs, restaurants and hotels throughout the month. This was a welcome increase in spending for businesses after many months of being closed. Society’s support for those in the hospitality sector, as well as all other sectors impacted by Covid-19, will be critical to the recovery of these businesses as we emerge from the pandemic and slowly return to normality.’

June Overview

Overall, consumer spending continued to rise in June, up 7% on May as more sectors within the economy started to reopen. Card usage also continued to increase, with chip and pin up 14%, contactless up 12% and Digital Wallet usage up 17%.

The busiest day for spending was 25th June, coinciding with pay day for many, while the quietest day for spending was 6th June, the day before hospitality reopened.

Spend across other sectors during June was as follows:

Sector	Increase / Decrease
Airline	+14%
Clothing	+6%
Drinking Places (Including Pubs & Off-Licences)	+304%

Electronics	-4%
Groceries	-2%
Hardware	No Change
Health & Beauty	+4%
Homewares	+22%
Hotels	+225%
Restaurants	+22%

The AIB Spend Trend features one of the most comprehensive and accurate data sets on consumer spending in Ireland. Data was compiled from AIB Debit and Credit card spending from over 54 million transactions between the 1st and 30th June 2021. To account for the difference in the number of days in each month the AIB Spend Trend looks at average daily spend instead of total monthly spend, providing an accurate reflection of consumer spending habits.

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Notes to Editor

*Spend based on a pub open for 11 hours

County Increases in Spend

County	Increase/Decrease
Carlow	7%
Cavan	7%
Clare	8%
Cork	8%
Donegal	7%
Dublin	8%
Galway	7%
Kerry	6%
Kildare	7%
Kilkenny	7%
Laois	7%
Leitrim	7%
Limerick	7%
Longford	7%
Louth	6%
Mayo	6%
Meath	8%
Monaghan	6%
Offaly	8%
Roscommon	6%
Sligo	6%
Tipperary	7%
Waterford	8%

Westmeath	6%
Wexford	6%
Wicklow	8%

Further Information

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