

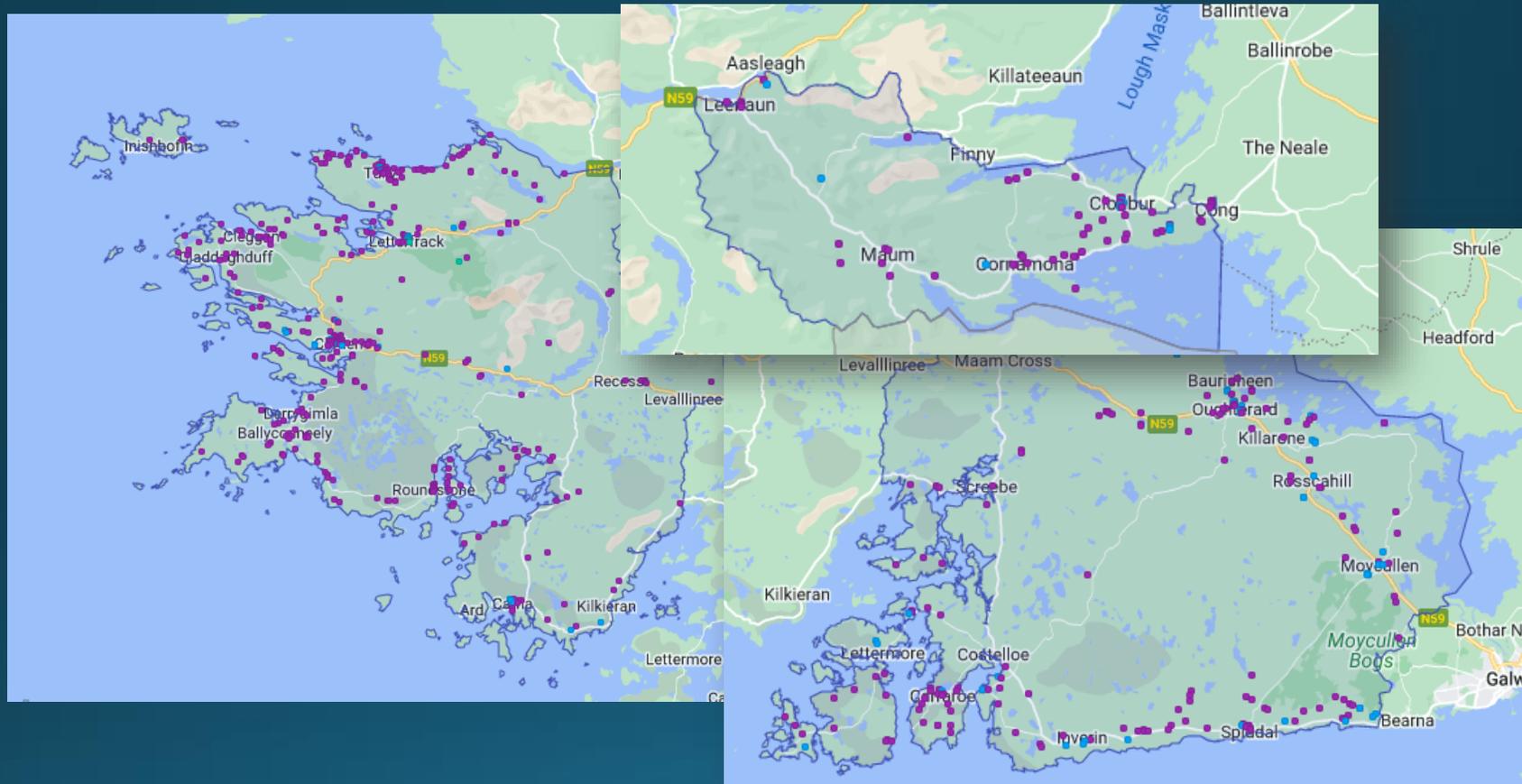
Terence O'Toole

Connemara & Short-Term Letting

Introduction

- **About me (Tourism Roles)**
 - Former president of **Connemara Chamber of Commerce**
 - Current **co-chair** of the Connemara & The Islands Regional Tourism Network (CAITN)
 - Owner of **Love Connemara Cottages** - holiday home marketing agency
- **Presenting on behalf of Short-Term Letting Sector in Connemara**
 1. The economic value of self-catering accommodation to the Connemara region
 2. How RPZs are a suspended guillotine for areas like Connemara

STL Economic Value to Connemara



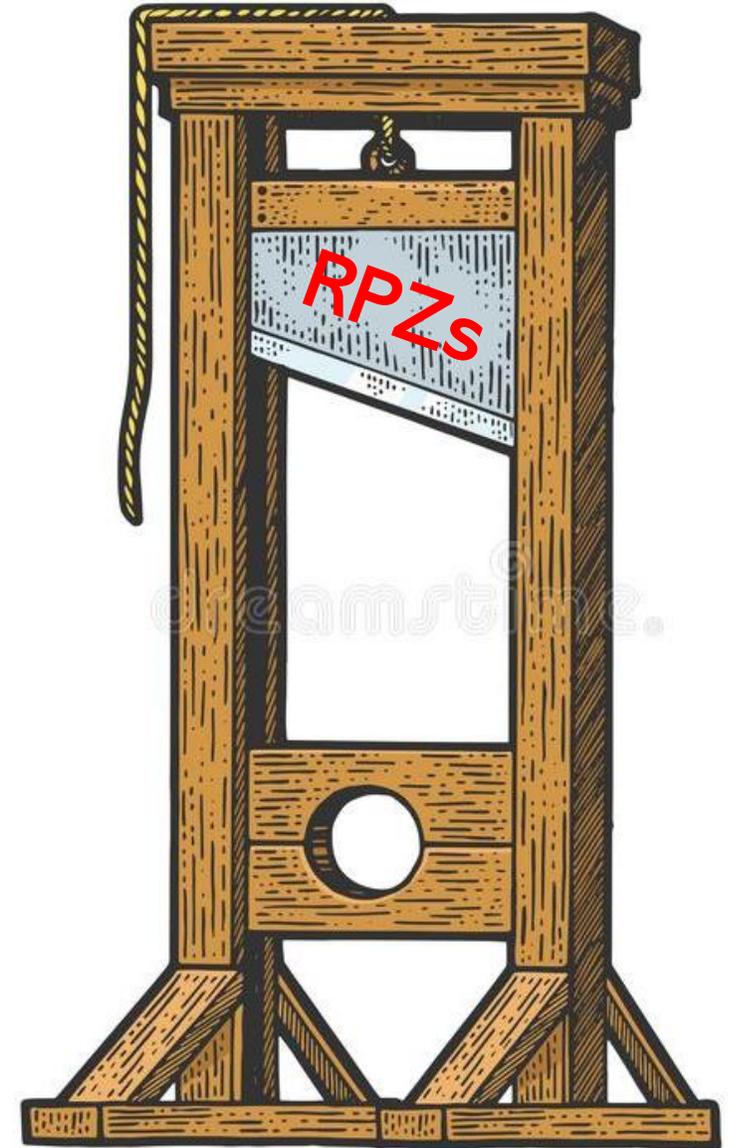
- **Total 633 Properties - North Connemara (451) / South Connemara (182)**

STL Economic Value to Connemara

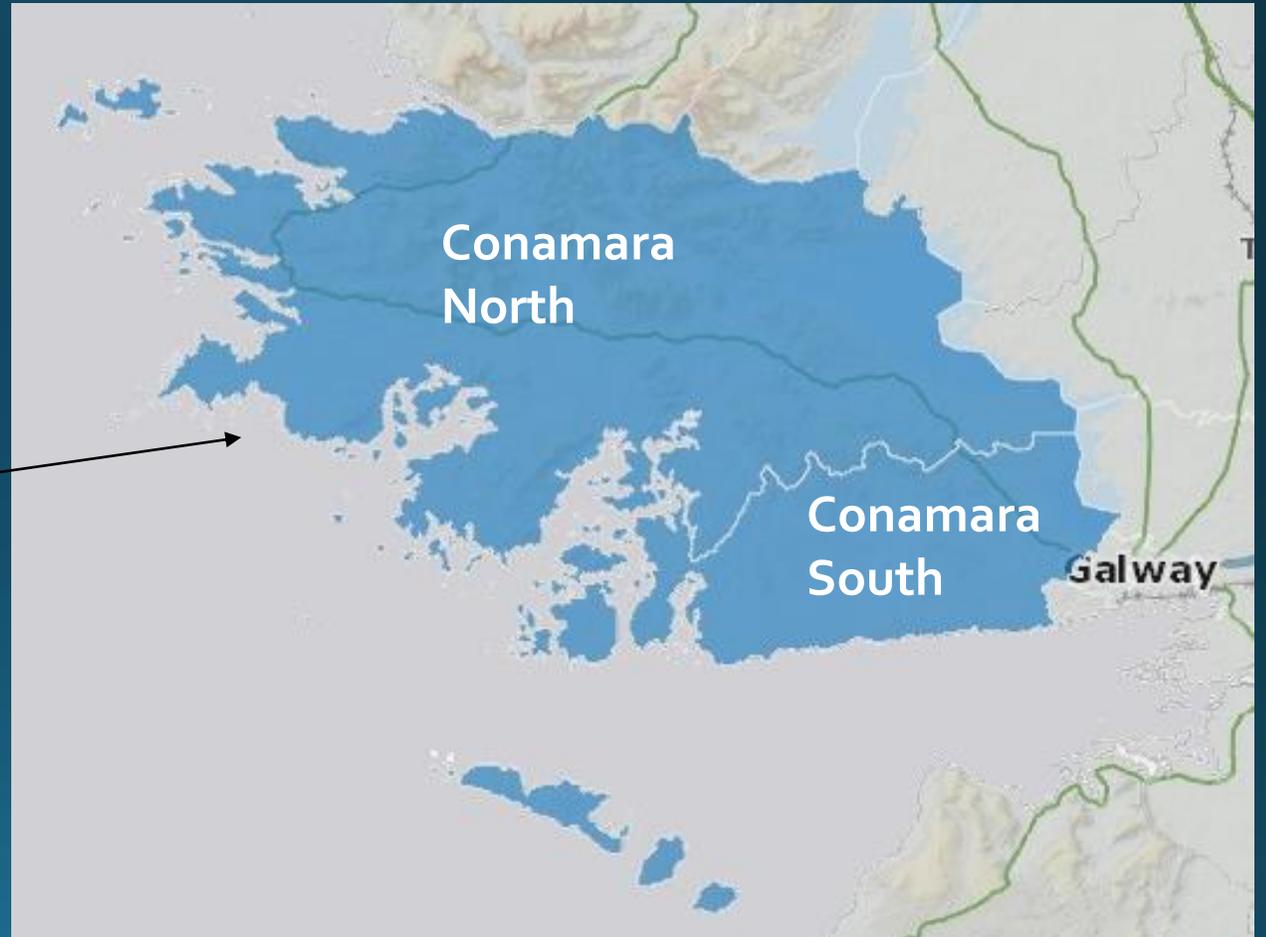
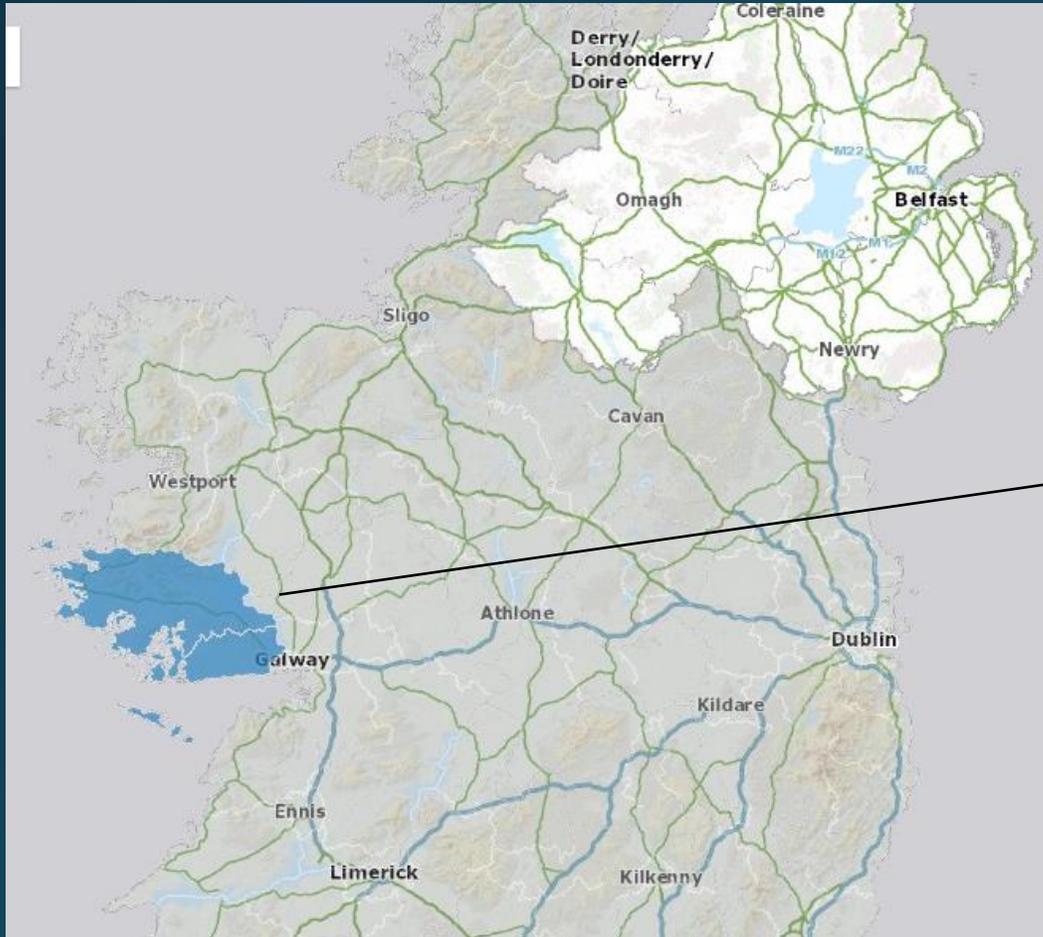
- Love Connemara Cottages - €1.25 million – 100 properties
- On average properties earn €12,500 per annum
- 633 properties in Connemara x €12,500 = € 7,912,500
 - X Multiplier effect (x 4)
- **Annual Economic Value of Short Term Letting to Connemara**
€ 31,650,000
- Marketing Agencies / Cleaners / Caretakers / Property Services / Returns to Exchequer / Events / Regionality and Seasonality

What's the Problem?

- Vast swathes of Ireland's tourism accommodation now live under the shadow of the **RPZ guillotine**
- Example: A designation of Connemara as a RPZ will **wipe out** a major economic driver
- Tourism **paying the price** for a non-functioning housing market
- The **blinds will be down** for 51 weeks of the year



Connemara – Just 2 x LEAs



Other Potential Future Rent Pressure Zones!



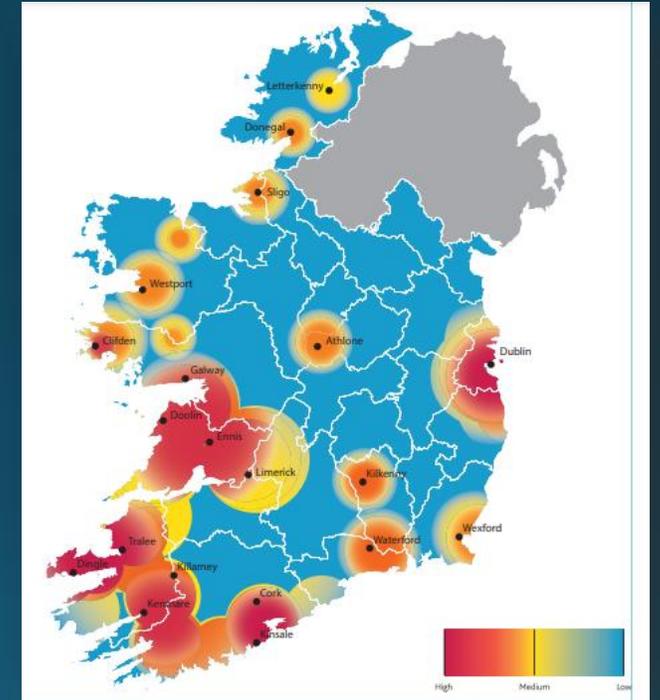
Just 5 x LEAs – West Coast



Just 23 x LEAs – Wild Atlantic Way

Potential Solutions? For Connemara & similar

- Reform of the Rent Pressure Zone (RPZs) system
 - It's a very blunt system!
- Don't rely on **Change of Use** planning
- A more **nuanced and proportionate** approach
- Decent **planning guidelines** to Local Authorities
- Recognition of **the value short-term letting** has to the Irish economy
- A Designation of **Critical Tourism Zones?**



Overseas visitors – hot spots