



Dalata Difference Makers Month helping towards €1 million target by 2028

10 October 2025 – Dalata Hotel Group announces that it has raised over €40,000 this September, during Dalata Difference Makers Month, its annual company-wide fundraising campaign dedicated to supporting its three charity partners, The Marie Keating Foundation, Leukaemia Care, and Air Ambulance Northern Ireland.

This key company-wide initiative keeps Dalata firmly on track to achieve its fundraising goal of €380,000 for 2025, which forms part of its wider target to raise €1 million by 2028.

Dalata's Difference Makers Month is a people-powered campaign featuring over 200 charity events across 56 hotels and the central office. It includes headline events such as The Great Dalata Cycle, which saw six Dalata cyclists head off on a 500km challenge from London to Amsterdam.

This year Dalata also launched a group wide charity event. The Great Dalata Charity Run, where employees ran in registered races to reach a 3,000km group goal. The journey saw Dalata employees taking part in runs such as the Dublin and London Half Marathon.

Dermot Crowley, Dalata CEO said, "Our teams across all hotels and central office have once again shown extraordinary generosity and commitment. Dalata's Difference Makers reflect the very best of our team. We are incredibly proud of what they've achieved and excited to see how the next phase of our community journey unfolds."

The Difference Makers initiative has a significant positive impact on Dalata's three charity partners across Ireland, Great Britain, and Northern Ireland. The initiative is also a testament to Dalata's commitment to invest in its people, its communities and its purpose, delivering excellence through ambitious people who flourish within a culture of care.

*See further details of Dalata's Difference Makers charity partners in notes to editor

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Marie Keating Foundation

- Funds raised will directly support life-changing initiatives such as the Marie Keating Foundation's Positive Living Community.
- Hazel Skelton from Dublin, who lives with metastatic breast cancer and is a member of the Marie Keating Foundations Positive Living Community, share's how the service has helped her: *"I heard about the Marie Keating Foundation Positive Living Community while reading an interview with another member in the national press. It is a brilliant service and so good to be in touch with women going through a similar experience, as friends and family naturally don't understand what it's like to live with Metastatic Breast Cancer. Everyone is so lovely and positive. It really helps keep you boosted as you go through treatment. If I had one piece of advice to offer it is that, having a life limiting disease isn't as scary as it seems and support groups like Positive Living helps make that clear. You meet people living well with cancer and recognize that it is possible to do so, for a long time."*

Leukaemia Care

- Funds raised for Leukaemia Care help support vital awareness initiatives such as this year's Spot Leukaemia campaign, held throughout September for Blood Cancer Awareness Month. The campaign, led by Leukaemia Care and Leukaemia UK, aims to educate the public on the early signs and symptoms of leukaemia. Despite being one of the most common forms of cancer, leukaemia often goes unnoticed. A 2024 YouGov survey found that less than 1% of UK adults could identify the key symptoms.
- Among those sharing their story is Amber Cunningham-Rogan, diagnosed with chronic myeloid leukaemia (CML) at just 21 after mistaking her symptoms for gum disease. The Hardship Fund from Leukaemia Care helped Amber cover essential travel costs to hospital appointments while she was still studying. *"I hadn't experienced anything that screamed "cancer." But for years, I'd been going to the GP with symptoms that didn't quite make sense. I was constantly tired, catching infections more often than normal, and then came a strange numbness and tingling in my hands and legs."* She credits Leukaemia Care's patient information booklets for helping her manage side effects like nausea and fatigue. Colin Dyer, Chief Executive of Leukaemia Care, said: "Amber's story is a powerful reminder that leukaemia can affect anyone, at any age, and that the signs are often subtle and easy to miss. Too many people, like Amber, can spend months searching for answers before receiving a diagnosis. That's why our #SpotLeukaemia campaign is so important - it helps people recognise the key symptoms and empowers them to seek medical advice sooner. Early diagnosis can make all the difference to treatment options and outcomes, and raising awareness is vital in saving lives."
- "The partnership with Dalata has been transformative for leukaemia care. It has enabled us to reach far more patients – and the families and supporters who stand beside them – than would have been possible otherwise. One of the most significant outcomes has been the expansion of our CAR-T service. By partnering with Dalata hotels across the UK, we've been able to provide accommodation for families undergoing highly intensive treatment away from home, keeping them close to their loved ones and offering grants to ease the financial burden. This means more people can access vital, life-saving and ground-breaking treatment – and that is truly invaluable."

Air Ambulance Northern Ireland

- In partnership with the Northern Ireland Ambulance Service, Air Ambulance Northern Ireland provides the Helicopter Emergency Medical Service (HEMS) for Northern Ireland. The service brings urgent medical assistance to anywhere in the province, operating seven days a week for 12 hours per day. The HEMS team attend patients who are seriously ill or injured, bringing emergency pre-hospital care direct to the casualty with the aim of saving lives, brains and limbs. The aircraft can reach anywhere in Northern Ireland in approximately twenty-five minutes.
- Difference Makers Month help fund this service which costs over £8,000 a day. Since the service was formed in 2017, the team have been tasked on more than 5,000 occasions to incidents of serious trauma or medical emergency, which is an average of 2 calls per day.
- Paul Brannigan is sharing his story on how he received lifesaving care through the efforts of Air Ambulance Northern Ireland: In October 2024, Paul from Galbally, Co Tyrone was seriously injured when metal fell and struck him on the head. Having received details of the call through the 999 service, ambulance control immediately dispatched an emergency crew to the scene and also tasked the Charity Air Ambulance, with HEMS crew on board, to the incident. On arrival at the scene, the emergency crew immediately set about providing critical initial treatment to Paul. When the HEMS crew arrived some minutes later, they were able to anaesthetize Paul, to ensure a safe onward journey to the RVH. This clinical teamwork was instrumental in ensuring that Paul was able to, from that moment, begin his road to recovery.
- Kerry Anderson, Head of Fundraising at Air Ambulance NI said: "The partnership between Air Ambulance NI and Dalata Group means the world to us. The incredible £75,000 raised has fully funded over 11 days of our lifesaving service – potentially helping to save around 22 patients' lives. We're thrilled to be continuing this partnership. The relationships we've built with teams across Dalata hotels, the friendships formed, and the fun we've had fundraising together have been truly special. Looking ahead, we're excited about some major milestones for the charity – from the possibility of building a new air base to expanding our services – and it's wonderful to think we'll be achieving these developments in partnership with Dalata."

About Dalata Hotel Group

Dalata Hotel Group plc is the UK and Ireland's largest independent four-star hotel operator, with a growing presence in Continental Europe. Established in 2007, Dalata is backed by €1.7bn in hotel assets with a portfolio of 56 hotels, primarily comprising a mix of owned and leased hotels operating through its two main brands, Clayton and Maldron hotels. Dalata is ambitious to grow its portfolio of 11,990 rooms and pipeline of 1,192 rooms further in excellent locations in select, large cities and is targeting 21,000 rooms, either operational or in development, by 2030. For the year ended 31 December 2024, Dalata reported revenue of €652.2 million, basic earnings per share of 35.5 cent and Free Cashflow per Share of 55.8 cent. Dalata is listed on the Main Market of Euronext Dublin (DHG) and the London Stock Exchange (DAL). For further information visit: www.dalatahotelgroup.com

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