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HANMI OCCUPANCY AT 29% IN MARCH 2025

SAIPAN, NORTHERN MARIANA ISLANDS – The Hotel Association of the Northern Mariana Islands (HANMI) reported 28.57% average occupancy rate among 11 member hotels for March 2025, 18% lower than 34.98% in March 2024.

A total of 18,587 of 65,062 available room nights sold during March 2025 compared to 26,205 of 74,906 available rooms sold in March 2024. The average room rate was \$112.81 compared to \$118.89 last March.

The March 2025 figures exclude the former 315-room Hyatt Regency Saipan reported in 2024.

“Before the pandemic, Saipan’s major hotels/resorts maintained an average occupancy rate of 80% and higher, which is generally considered a healthy benchmark in the hospitality industry,” said HANMI Chairman Dennis Seo. “Unfortunately, most local properties have not returned to profitable occupancy levels since 2019. We are now seeing occupancy rates dropping to similar to those of two years ago, and sustainable profitability remains a challenge.”

Jeju Air – one of three airlines providing direct flights from The Marianas top source market of South Korea – suspended its daily night time flight to Saipan on March 29. Coupled with the loss of Asiana Airlines last year, air service from The Marianas’ top source market has dwindled to only two daily flights this month. While The Marianas had direct flights from five cities in mainland China and Hong Kong prior to the pandemic, at this time there are only twice weekly flights from Hong Kong. Additionally, prior to the pandemic there were daily flights from Japan, versus only three flights a week today

“We are actively exploring all available opportunities in the Korean market and, as an industry, strongly advocate for the restoration and expansion of flight services from Japan and China. At this stage, we are operating in survival mode and urgently need broader regional connectivity to support recovery.”

Hotels included in HANMI’s monthly statistical report are Aqua Resort Club, Aquarius Beach Tower, Century Hotel, Coral Ocean Resort, GrandVrio Resort Saipan, Crowne

Plaza Resort Saipan, Kensington Hotel Saipan, LaoLao Bay Golf & Resort, Pacific Islands Club Saipan, Saipan World Resort, and Surfrider Resort Hotel.

The Hotel Association of the Northern Mariana Islands was established in 1985 as a professional forum for the hospitality industry of The Marianas.

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