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HANMI OCCUPANCY AT 38% IN JANUARY 2024

SAIPAN, NORTHERN MARIANA ISLANDS – The Hotel Association of the Northern Mariana Islands (HANMI) reported 38 percent average occupancy rate among its 11 member hotels for January 2024, a 68% increase compared to 24 percent average occupancy among 11 hotels in January 2023.

A total of 27,361 of 71,805 available room nights sold during January 2024, a 89% increase compared to 14,475 of 61,286 available rooms sold in January 2023. Average room rates were \$136.33 compared to \$165.63 last January.

“Compared to a year ago, HANMI members have reopened more rooms and we’ve sold almost double the number of rooms,” said HANMI Chairman Dennis Seo. “However, the overall average occupancy rate of 38% is still critically low and unsustainable for hotels...our profit market starts at about 80% occupancy.”

Seo added the falling room rate average is due to high dependence on only one source market – Korea- and the absence of large secondary source markets of visitors.

“Compared to January 2023, there is a big drop this year in Average Daily Rate - \$29, and even in December there was a drop of \$8 compared to a year ago,” he said. “Recent market productivity has not been great, and this is a sign that competition among hotels has been intense. It is essential to strengthen arrivals from Japan and bring back a third major source market. This is the best way to grow the economy, increase revenue for businesses and government, and restore regular work hours for employees.”

Seo added that HANMI is submitting official comment to the U.S. Dept. of Homeland Security in support of an EVS-TAP program for visitors from China. In addition, HANMI is supporting for the reinstatement of Annex VI by the U.S Department of Transportation, which would allow Chinese carriers to provide flight service to Saipan without restriction on passenger flight numbers.

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, Hyatt Regency Saipan, Kensington Hotel Saipan, Saipan World Resort, Surfrider Resort Hotel, and Pacific Islands Club Saipan.

The Hotel Association of the Northern Mariana Islands was established in 1985 as a professional forum for the hospitality industry of The Marianas. HANMI also makes regular charitable donations to support non-profit organizations and tourism-related government projects. HANMI Membership is open to all qualified hotels and other lodging properties for tourists and affiliated business. Membership applications are available at www.saipanhotels.org.

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