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HANMI OCCUPANCY AT 45% IN FEBRUARY 2024

SAIPAN, NORTHERN MARIANA ISLANDS – The Hotel Association of the Northern Mariana Islands (HANMI) reported 45% average occupancy rate among its 12 member hotels for February 2024, a 134% increase compared to 19% average occupancy among 11 hotels in February 2023

A total of 39,806 of 68,804 available room nights sold during February 2024, a 266% increase compared to 10,946 of 57,257 available rooms sold in February 2023. Average room rates were \$138.56 compared to \$153.47 last February.

“Compared to a year ago, February saw a tremendous increase in average occupancy and total rooms sold among HANMI member hotels due to strong demand during the Lunar New Year holiday and school winter vacations. However, the overall average occupancy rate of 45% remains critically low for hotels, as our profit margin starts at about 80% occupancy,” said HANMI Chairman Dennis Seo.

In February, visitor arrivals from Korea rose 37% compared to February 2023, a welcomed increase but also a contributing factor in the falling room rate due to overdependence on one source market.

“We eagerly await the start of direct flights from Hong Kong by Hong Kong Airlines arriving on April 29, which we hope marks the start of the rebound of the China market,” said Seo. “This is the right time for hotels to market our products and services in Hong Kong and the People’s Republic of China.”

Seo added that HANMI is also supporting the public land lease extension of Coral Ocean Resort as an important investment in the Marianas tourism economy.

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, 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. 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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