

# CHTA Annual Industry Performance and Outlook Study

January 2017



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



# SUMMARY OF RESULTS

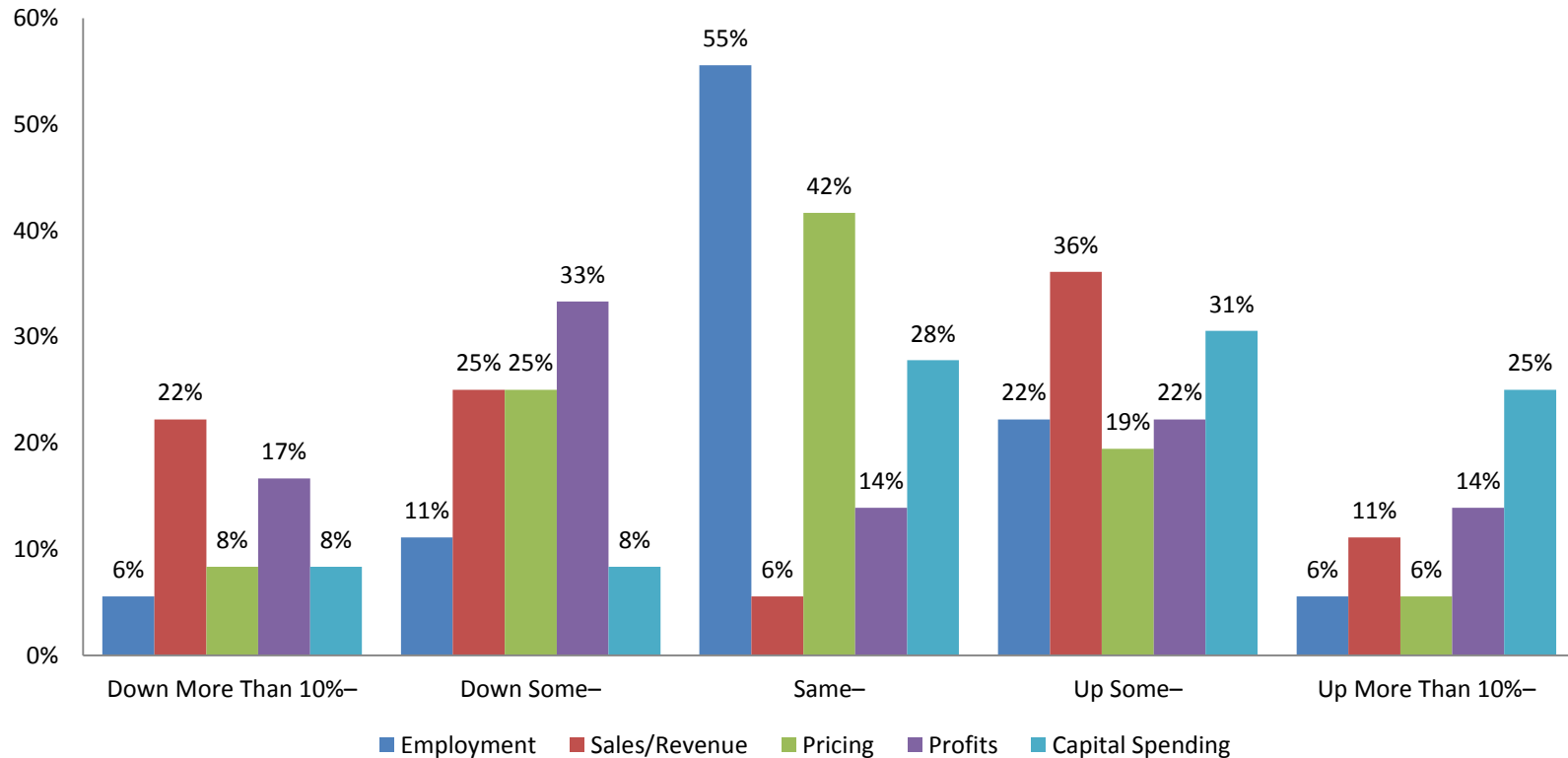
In January, 2017 the Caribbean Hotel and Tourism Association conducted its second annual Industry Performance and Outlook survey. This was undertaken to assist the organization with gaining a better understanding of the state of the tourism economy, its outlook, and the degree to which a number of factors impact or may affect the tourism industry. Following is a summary of results:

## Hotel Performance in 2016 vs. 2015

- **Even Split on Revenue:** Total Revenue Up for 47% of Hotels, Down for 47%
- **Employment Levels** Increase for 28% of Hotels; 17% Report Decline
- **Profit Picture Improves:** Fewer Hotels Report Net Loss Than Did Last Year; 78% Anticipate Net Profit, 22% Report Net Loss
- **Increased Investments in Capital Improvements:** 55% Increase Capital Spending with One in Four Increasing Expenditures by More Than 10%
- **Room Occupancy** Down for 51% of Hotels; 29% Report Increase in Occupancy
- **Rates** - Reduced by 45% of Hotels; 42% Increase Rates

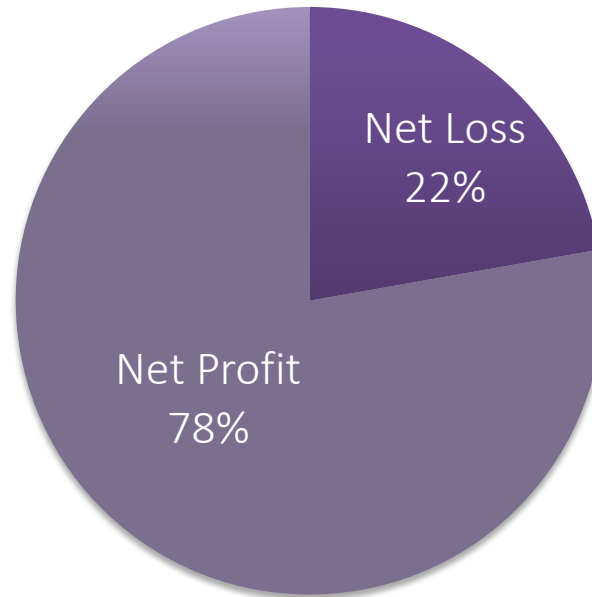


# Business Performance in 2016 vs. 2015





## Despite Encouraging Signs... *Over 20% of Hotels Anticipated Net Loss in 2016*





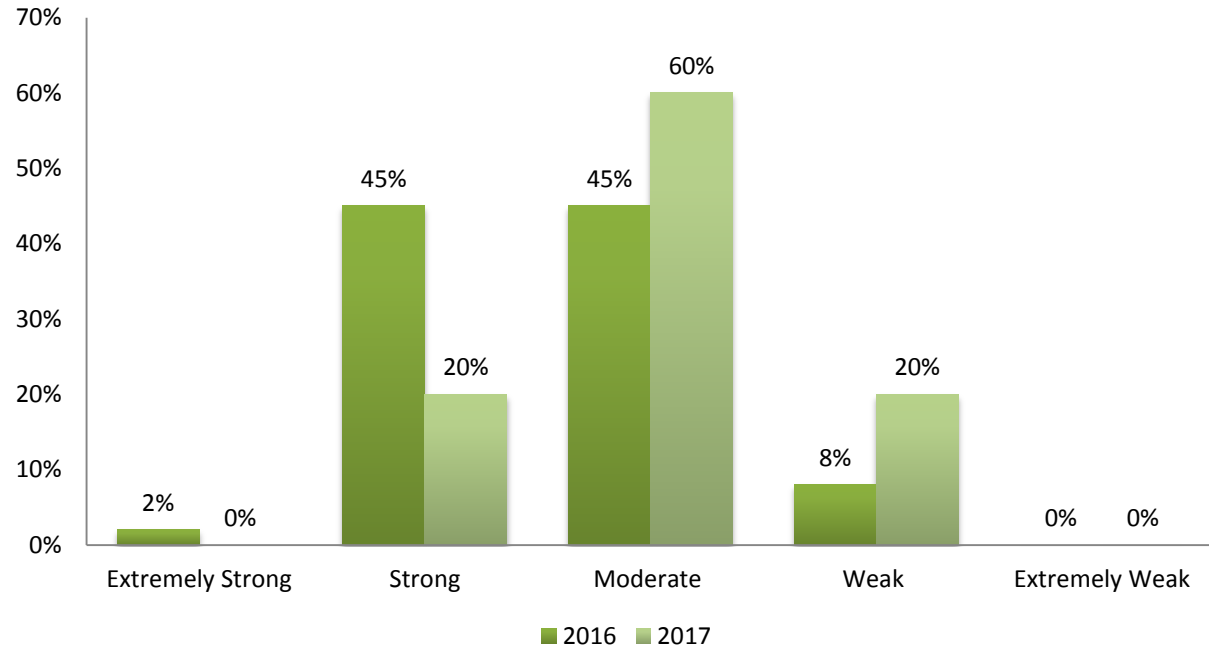
# LOOKING AHEAD TO 2017

- Revenue: More Than Two-Thirds (67%) Hotels Anticipate Increase
- Employment: Most Hotels (55%) Will Maintain Employment Levels; 17% Will Reduce Employment, 28% to Add Employees
- Profits: 55% Expect Slight Improvement; 22% Anticipate a Drop
- Occupancy: Two-Thirds of Hotels Expect Room Occupancy to Increase
- Average Daily Room Rates - Expected to Increase Slightly for 55% of Hotels; 15% Expect Slight Decline in Rates



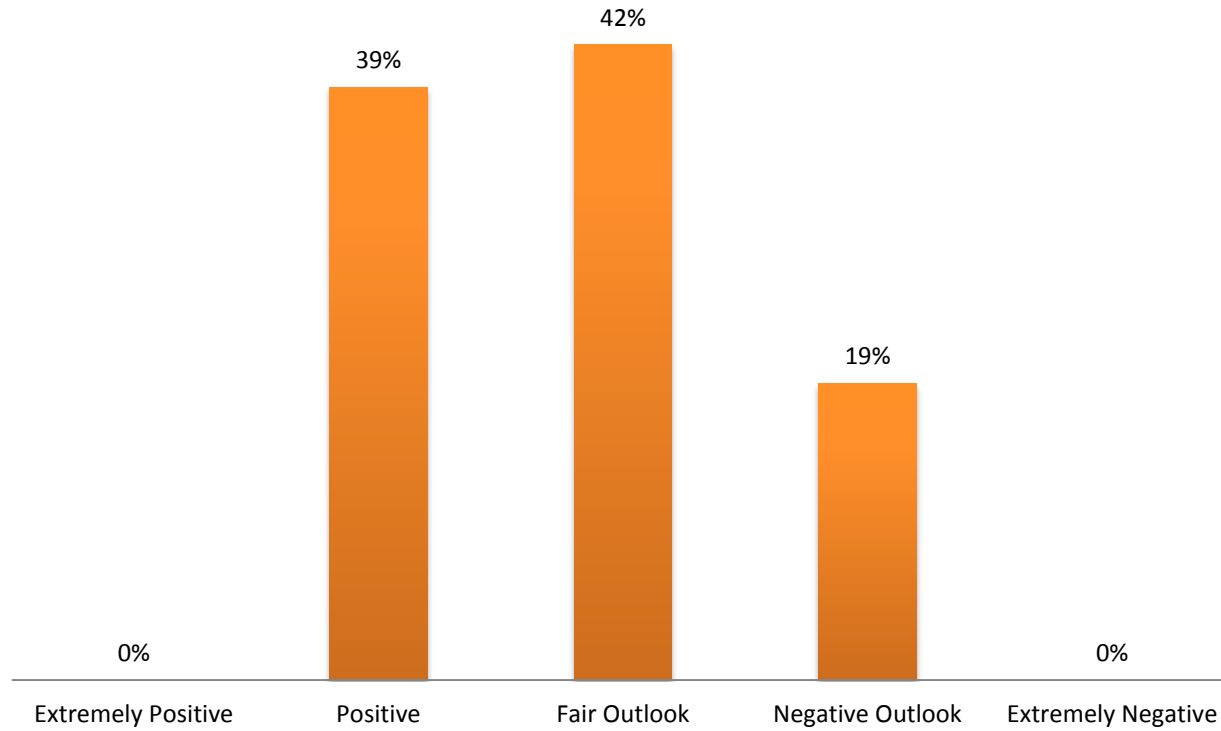
# Hotel's Confidence in Caribbean Tourism Economy Softens in 2017 But Remains Positive

How Would You Rate the Strength of the Tourism Aspect of the Economy in the Caribbean?





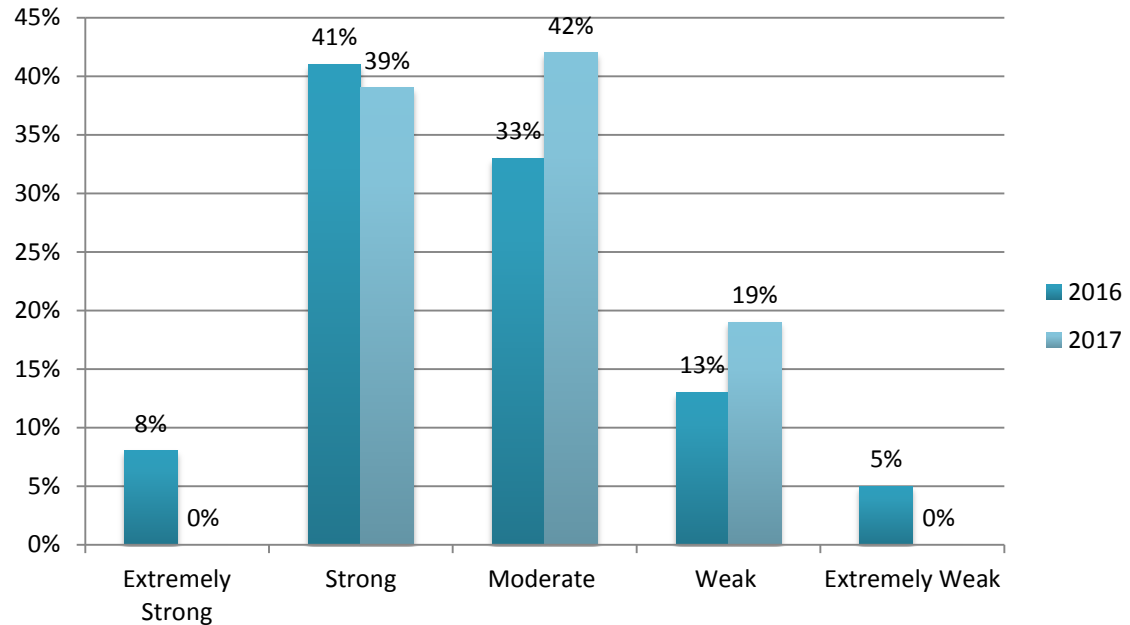
## Tourism Outlook for Your Destination in 2017





## Most Hoteliers Still Have Fair to Positive Outlook for Tourism in 2017

What is Your Outlook for Tourism for Your Destination Over the Next Year?





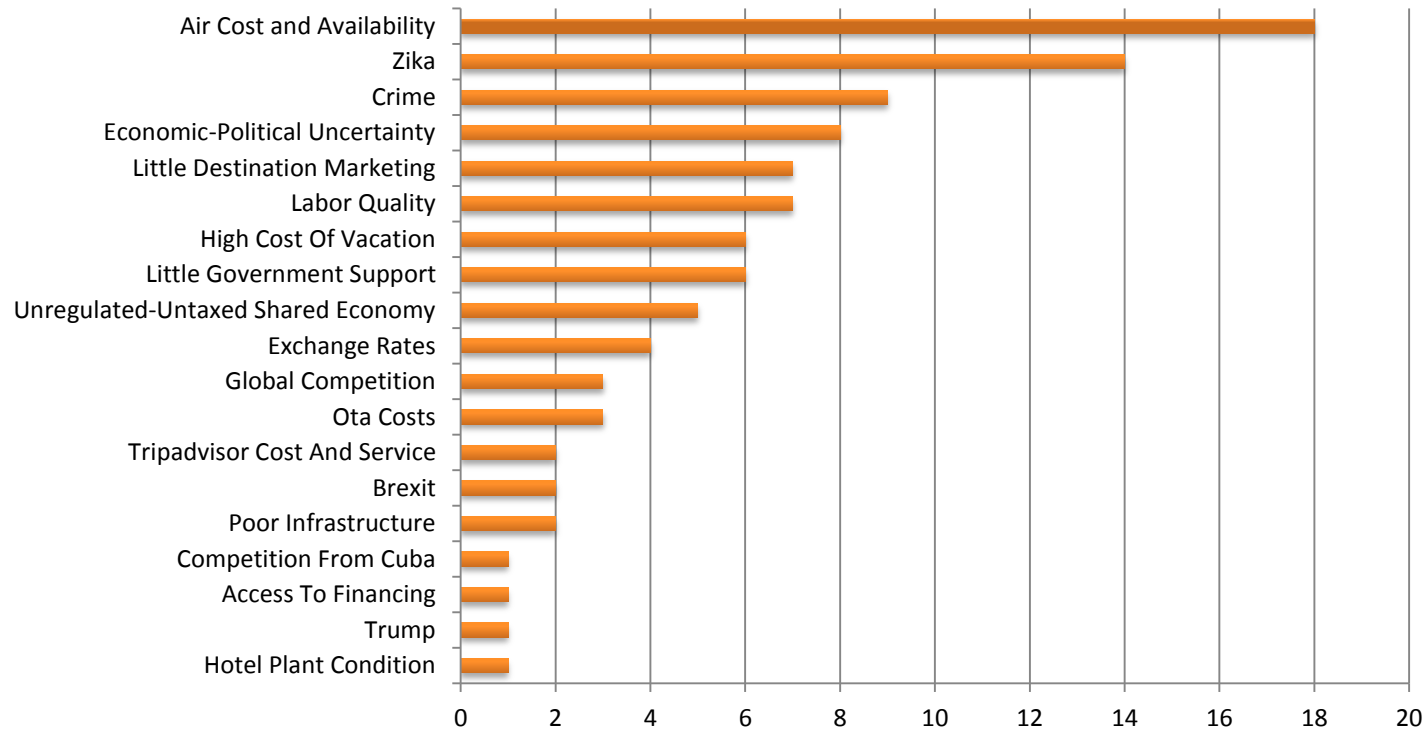


# We Asked About ZIKA IMPACT....

- On Total Revenue: 46% Reported No Impact; 54% Indicate Total Revenue Was Down Because of Zika
- Room Night Losses Difficult to Measure – 13% Report Losing Over 1,000; 9% between 100 and 999; 13% unknown...
- Weddings/Honeymoons - Hotels Evenly Divided on Zika Impact on Wedding/Honeymoon Business, with 50% Reporting No Impact, 50% Reporting Loss in Business
- Nearly All Hotels Report No Cases of Guests Contracting Zika - 92% of Hotels Received No Reports of Guests Contracting Zika from visiting destination



# We Asked About Most Important Issues Affecting Your Business Today



CHTA Industry Performance and Outlook Study 2017

THANK YOU



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