

## Curaçao August Hotel Performance Analysis

The following are the preliminary September hotel performance data compiled by the Curaçao Hospitality & Tourism Association. The following data is based on 12 properties reporting to STR representing 1772 rooms.

September					
Monthly		2017	2016	2015	Change 2017 vs. 2016
	Occupancy	76.3%	75.5%	71.1%	0.8% (points)
	ADR	\$131.39	\$131.86	\$142.35	-0.4%
	RevPAR	\$100.25	\$99.59	\$101.25	0.7%

### What happened in September 2017?

- Occupancy stayed consistent to September 2016.
- Average Daily Rates (ADR) decreased by 0.4% compared to 2016
- Revenue Per Available Room (RevPAR) stayed consistent to 2016
- As can be seen, September performance was consistent to 2016. Although Occupancy was higher in 2017 than in 2015, ADR and RevPAR have not increased.
- Some events that took place in September were: Junior Tecla Concert, Amnesia Music Festival, Curaçao Gay Pride Week, Nachtwerk, and Face it with Hardwell.
- Hurricane Irma caused massive destruction in Saint Martin resulting in a lot evacuations to Curaçao.

### What are the CHATA hotels seeing compared to September 2016?

- 3 STR reporting properties reported an increase in occupancy. Properties not reporting to STR: 4 property saw a increase in occupancy compared to last year, while 1 reported a decrease.
- 2 STR reporting properties reported an increase in ADR, while 1 reported a decrease. Properties not reporting to STR: 4 properties reported an increase in ADR while 1 reported a decrease.
- 3 STR reporting properties reported an increase in RevPAR. Properties not reporting to STR: 4 properties reported an increase while 1 reported a decrease.

September					
Year to Date		2017	2016	2015	Change 2017 vs. 2016
	Occupancy	72.9%	70.3%	71.2%	2.6%
	ADR	\$141.65	\$144.52	\$151.80	-2.0%
	RevPar	\$103.31	\$101.63	\$101.75	1.7%

### What happened Year to Date (YTD) in September 2017?

- Year to Date September hotel performance is consistent to 2016. While Occupancy and RevPAR increased compared to 2015, ADR was still about \$10 higher in 2015.
- What also needs to be taken in consideration, is the fact that the hotel room inventory has decreased compared to 2016 which can increase the overall performance on the island.

## Caribbean Hotel Performance

### September

<i>Monthly</i>		2017	2016	Change
	Occupancy	45.5%	54.7%	-9.2%
	ADR	\$146.97	\$146.48	0.3%
	RevPar	\$66.84	\$80.15	-16.6%

### September

<i>Year to Date</i>		2017	2016	Change
	Occupancy	67.7%	68.3%	-0.6%
	ADR	\$208.42	\$204.98	1.7%
	RevPar	\$141.04	\$139.91	0.8%

### What happened in the Caribbean?

- In September, the Caribbean was affected by various hurricanes. Hurricane Irma caused catastrophic damage in Barbuda, St Barts, St. Martin, Anguilla and the Virgin Islands as a category 5 hurricane. Also affected were Barbados, Cuba, Haiti, and Puerto Rico. Just two weeks later another Hurricane Maria made its way to the Caribbean.
- As can be seen, overall the Caribbean hotel performance decreased significantly compared to 2017.
- Although a big decrease in September, the YTD performance stayed quite consistent compared to 2016.