



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



CHTA Annual Industry Performance and Outlook Study

January 2016





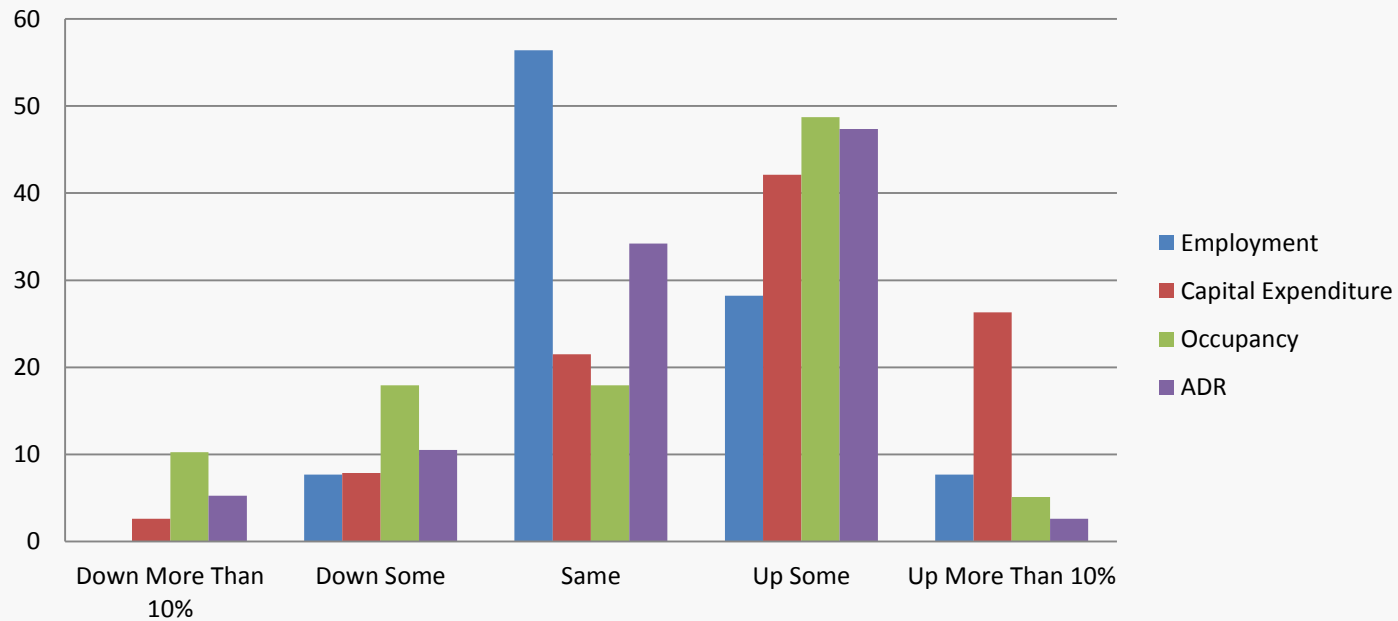
Summary of Results

In January, 2016 the Caribbean Hotel and Tourism Association conducted its first 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:

- **More Than Half Hotels Report Strong to Moderate Performance in 2015**
- **With Increased Occupancies and Arrivals, Most Hotels Increase Employment Rolls**
- **Capital Expenditures and Investments in Hotel Properties Up**
- **Profit Picture Is Unsettling, Despite Improved Performance**
- **90 Percent of Hotels Characterize the 2015 Tourism Industry as Strong to Moderate**
- **Outlook for 2016 Remains Positive, With Some Creeping Concerns**



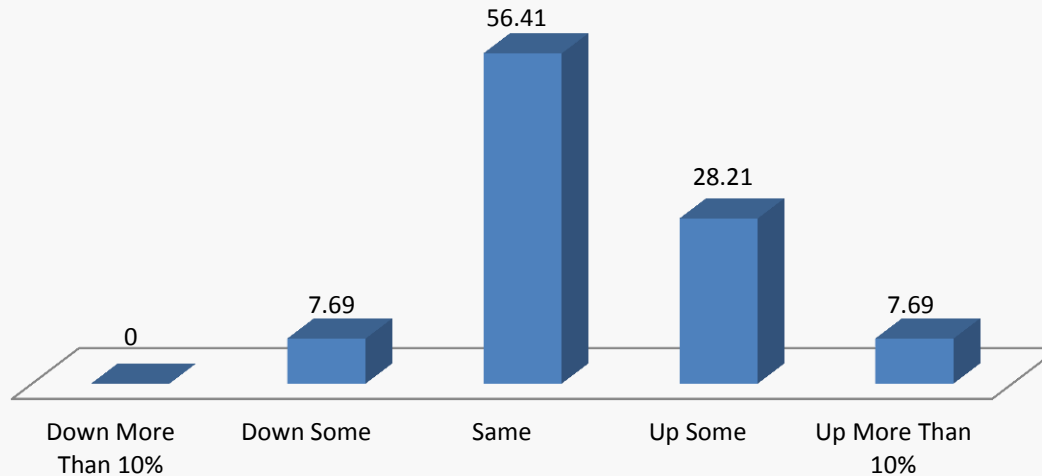
Business Performance in 2015 compared to the same period in 2014





Increased Occupancy Leads to Increased Employment... 36% Report New Hires

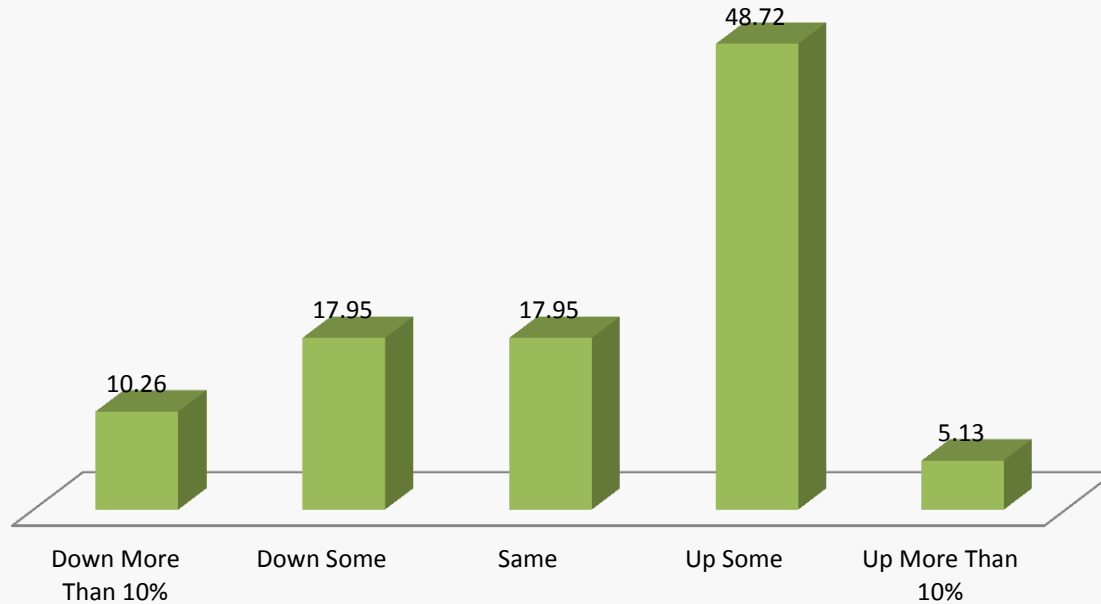
Employment in 2015
compared to the same period in 2014





54% Report Increase in Occupancy; 28% See Decline

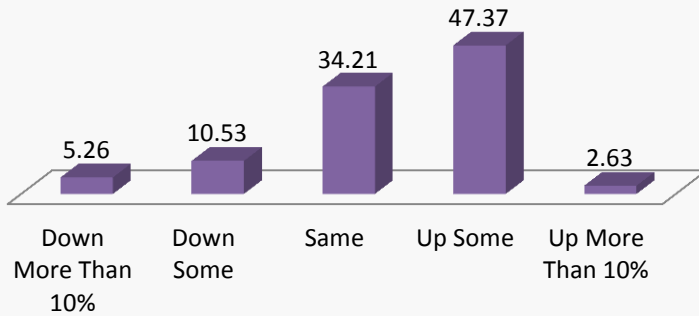
Occupancy in 2015
compared to the same period in 2014



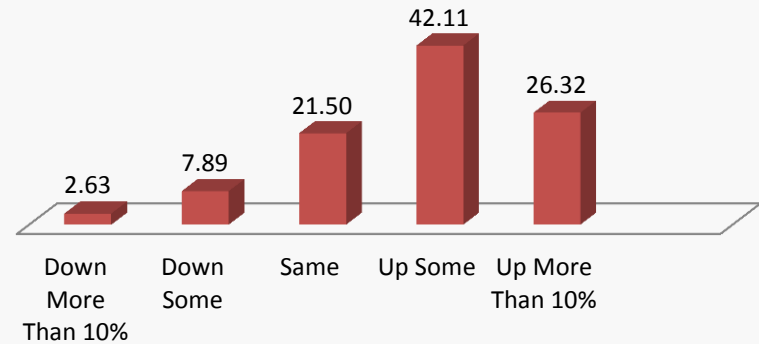


Rise in ADR Helps Fuel Jump in Capital Expenditures...

ADR in 2015 compared to the same period in 2014



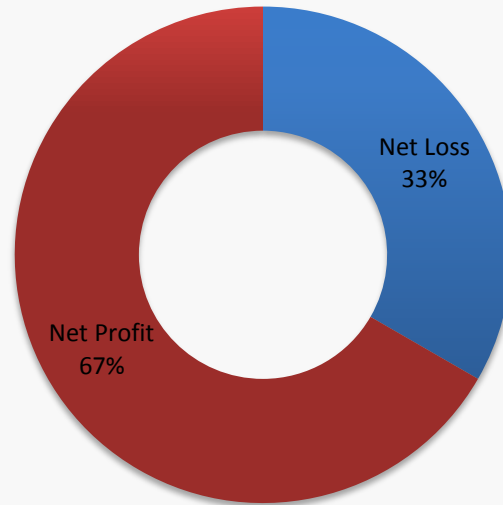
Capital Expenditure in 2015 compared to the same period in 2014





Despite Encouraging Signs... One-Third of Hotels Anticipated Net Loss in 2015

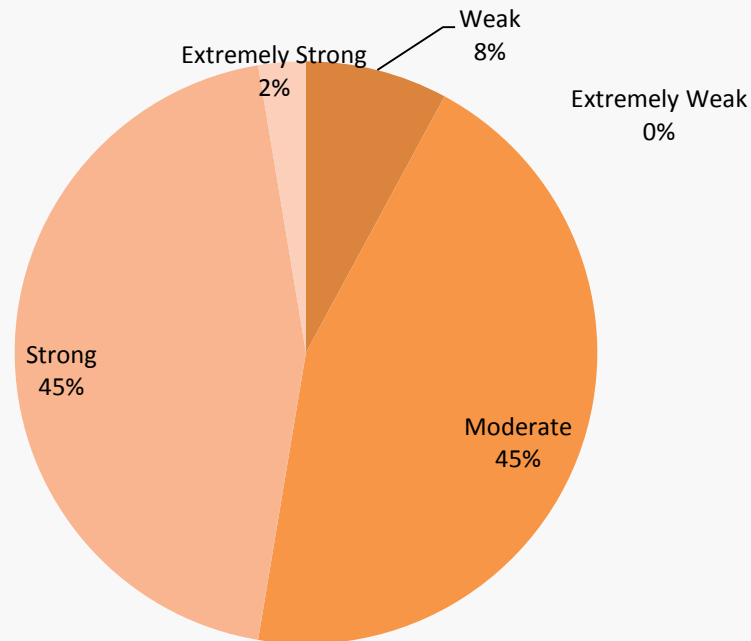
Anticipate Net loss/ Net profit in 2015





47% of Hotels Characterize the Economy as Strong...

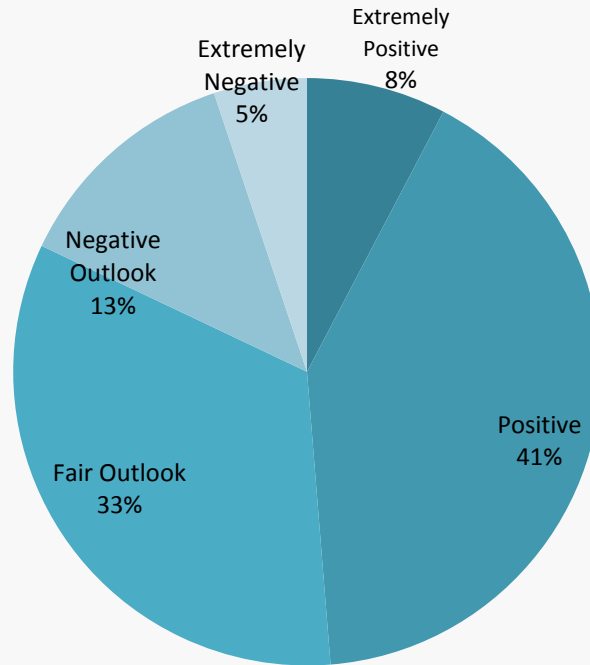
The strength of the tourism aspect of the economy in the Caribbean today





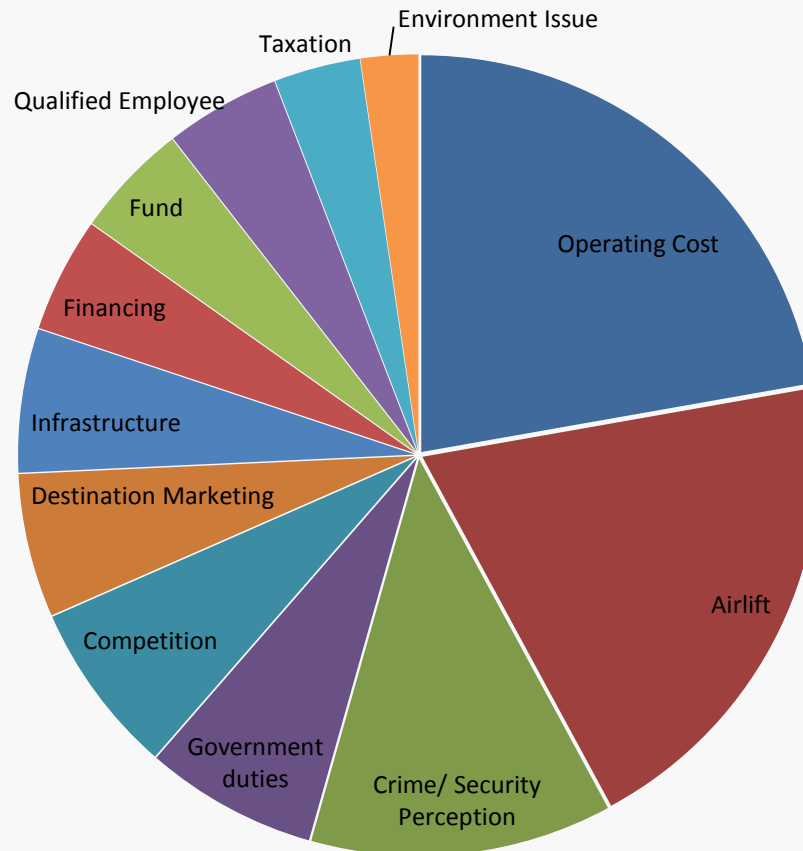
Outlook Remains Positive for 2016 But Tempered

Outlook for destination tourism over 2016





High Operating Costs, Cost and Availability of Airlift and Crime/Safety Perceptions Top Concerns of Hoteliers





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Thank You

