



Anguilla: Hotel Occupancy and Average Daily Rates Report
1st Quarter: January- March 2004

The performance of accommodation establishments for the first quarter of 2004 has generally shown positive changes in occupancy levels and room rates. The average room occupancy for the 1st quarter was up by 10.6 percentage points. This emulates the change in tourist arrivals, which experienced an 18.9 percent change over the 1st quarter in 2003. Tourist arrivals had increased significantly in all three months from 2003 especially in February where there was a percentage change of 23.6.

The average room occupancy in January was 59.9%, an increase of 17 percentage points. The average room rate was US\$588.30 among the three categories and had increased over 2003 room rates for both medium and large hotels. Large hotels depicted the most significant increase for that month by 21.7 percentage points in room occupancy and also had the highest room rate with US\$766.06 per day. Medium hotels followed with a change of 20.8 percentage points and US\$205.88 in room rates. While small hotels had a mere increase of 7.2 percentage points and a fall in room rate to US\$409.99

In February there was an overall average increase in room occupancy by 7.7 percentage points, however both the small hotel and medium hotel category had fallen in room occupancy from 2003 with only large hotels experiencing an increase of 15.3 percentage points. The average daily rates also showed significant increases at each hotel category with an average room rate of US\$696.97.

In March, the final month of this quarter, there was also an increase in the average room occupancy of 55.3 %, a positive change of 6.9 percentage points. Large hotels also experienced a significant increase in its occupancy levels with room occupancy increasing to 69.2 %, along with its room rate rising to US\$898.60. Medium hotels fell by -8.5 percentage points in room occupancy and small hotels was the only category to have a positive change of 6.6 percentage points when compared to the same reporting period for 2003, however there was no significant change in room rates for this category.

For a more detailed report of each month's performance please enter our website: www.gov.ai/statistics where you will find a report for each month in the first quarter. Should you have any queries or suggestions please feel free to contact the statistics department.

Table 1: Average Hotel Occupancy Rate by Number of Rooms '03/ '04

Hotel Categories (Rooms)	2003	2004	Change in Tourist Arrivals %
January	Rate	Rate	04/03
< 20 Rooms	36.1	43.3	
20 - 50 Rooms	36.1	57.0	
51+ Rooms	46.5	68.3	
Avg	42.9	59.9	14.0
February	Rate	Rate	
< 20 Rooms	45.5	38.9	
20 - 50 Rooms	57.6	57.2	
51+ Rooms	53.0	68.3	
Avg	53.3	61.0	23.6
March	Rate	Rate	
< 20 Rooms	38.2	44.7	
20 - 50 Rooms	54.1	45.6	
51+ Rooms	48.1	62.9	
Avg	48.4	55.3	18.6
Total Occupancy 1st qtr	48.0	58.6	18.9

Graph 1 showing the Average daily Rate by hotel size for each month in the 1st Quarter 2004

