# Hotel Occupancy Survey 2014







# HOTEL OCCUPANCY SURVEY 2014



# **Statistics Online**

Copies of the Hotel Occupancy Survey can be obtained, free of charge from the Statistics Office and are also available for download from the Gibraltar Government Website (<a href="https://www.gibraltar.gov.gi/new/downloads">https://www.gibraltar.gov.gi/new/downloads</a>).

Historical data can be downloaded from previous copies of the report available online.

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# **PREFACE**

The Statistics (Hotel Occupancy Survey) Order 1971 requires that the Government Statistician prepare a report and summary of the findings of the Hotel Occupancy Survey to be laid before the Gibraltar Parliament.

This report contains a summary of the statistics collected for the years 1988 – 2014.

I must express my thanks to the establishments for their continued co-operation in the conduct of this Survey.

**GOVERNMENT STATISTICIAN** 

#### **DEFINITIONS AND NOTES**

- (a) **Tourist:** A tourist is a person who is primarily in Gibraltar for the purpose of a holiday. It is nevertheless up to the discretion of the individual hotels who to include under this category.
- (b) **Guest Nights:** Calculated on the basis of "one guest x one night".
- (c) **Room Nights:** Calculated on the basis of "one room x one night".
- (d) **Sleeper Occupancy:** Calculated as the percentage of guest nights sold over guest nights offered. It should be noted that this measure does not necessarily give an accurate indication of the ability of the hotel to accept more guests, (e.g. one person staying in a room with two beds gives a 50% sleeper occupancy and a 100% room occupancy).
- (e) **Room Occupancy:** Calculated as the percentage of room nights sold over room nights offered.
- (f) Abbreviations: GNS Guest Nights Sold.

GNO - Guest Nights Offered.RNS - Room Nights Sold.RNO - Room Nights Offered.

- (g) In interpreting the figures it should be noted that:
  - (i) As from September 1992, the Montarik Hotel is not included.
  - (ii) As from November 1992, the Gibraltar Beach Hotel is not included.
  - (iii) The Sunrise Motel is included for the period January 1992 to December 1994 and re-included as from January 2007.
  - (iv) The Cannon Hotel is included with effect from July 1995.
  - (v) The Emile Youth Hostel and Herald Travel Apartments are included with effect from January 2006.
  - (vi) The Continental Hotel is included for the period January 1986 to July 2008 and re-included from December 2013.
  - (vii) The Governor's Inn Apartments are included for the period January 2006 to December 2010.
  - (viii) As from October 2013, the Sunrise Motel is not included.
  - (ix) The Sunborn Hotel is included with effect from March 2014.
  - (x) As from May 2014, the Queen's Hotel is not included.
- (h) This Survey is based on the figures provided by the Caleta Hotel, O'Callaghan Eliott Hotel, Rock Hotel, Sunborn Hotel, Bristol Hotel, Queens Hotel, Cannon Hotel, Emile Youth Hostel, Herald Travel Apartments, Sunrise Motel and Continental Hotel.

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# 1: General

Table 1.1 General Analysis, 1988 - 2014

	All	(00	0's)	(%) Room	(00	0's)	(%) Sleeper	Average
Year A	Arrivals	RNO	RNS	Occupancy	GNO	GNS	Occupancy	Length Of Stay
1988	64,942	n/a	n/a	61.3	551	286	52.0	4.4
1989	67,934	n/a	n/a	53.3	501	220	44.0	3.2
1990	64,793	n/a	n/a	51.3	481	197	40.8	3.0
1991	43,193	n/a	n/a	50.6	502	178	35.5	4.1
1992	40,986	237	98	41.2	497	157	31.6	3.8
1993	39,123	195	94	48.4	391	157	40.2	4.0
1994	37,851	199	89	44.5	401	149	37.2	3.9
1995	45,056	192	88	46.1	369	144	39.2	3.2
1996	46,142	191	83	43.3	372	141	37.8	3.1
1997	48,420	190	90	47.3	370	144	39.0	3.0
1998	41,616	173	93	53.6	335	145	43.1	3.5
1999	42,031	179	99	55.3	351	154	43.7	3.7
2000	48,949	179	105	58.9	368	164	44.6	3.4
2001	53,776	179	115	64.2	366	179	48.9	3.3
2002	59,417	183	118	64.4	367	182	49.7	3.1
2003	61,743	186	119	64.2	367	188	51.2	3.0
2004	61,710	186	126	68.2	366	202	55.1	3.3
2005	58,796	177	122	68.6	349	196	56.2	3.3
2006	59,194	200	119	59.2	406	192	47.3	3.2
2007	59,425	220	128	58.1	434	202	46.5	3.4
2008	58,500	218	134	61.3	425	210	49.5	3.6
2009	54,863	214	125	58.5	414	199	48.0	3.6
2010	51,384	214	112	52.2	413	178	43.0	3.5
2011	55,619	209	125	60.2	401	199	49.7	3.6
2012	52,340	198	118	59.3	384	185	48.1	3.5
2013	54,128	197	120	61.0	381	185	48.6	3.4
2014	58,744	216	129	59.9	444	200	45.1	3.4

#### Notes:

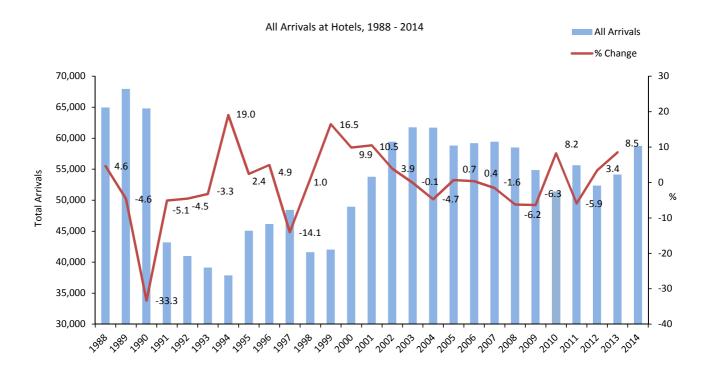
<sup>(</sup>i) RNO - Room Nights Offered.

<sup>(</sup>ii) RNS - Room Nights Sold.

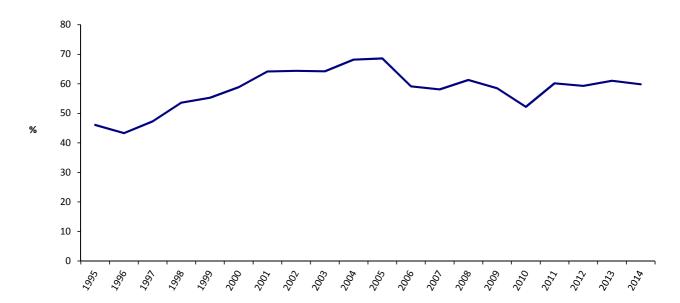
<sup>(</sup>iii) GNO - Guest Nights Offered.

<sup>(</sup>iv) GNS - Guest Nights Sold.

<sup>(</sup>v) With effect from January 1992, hotels were required under the legislation to submit returns which included the % room occupancy figures. For the period 1988 to 1991, these figures were provided voluntarily by the hotels.



Room Occupancy Rates (All Arrivals), 1995 - 2014



Sleeper Occupancy Rates (All Arrivals), 1988 - 2014



Average Length of Stay (All Arrivals), 1988 - 2014

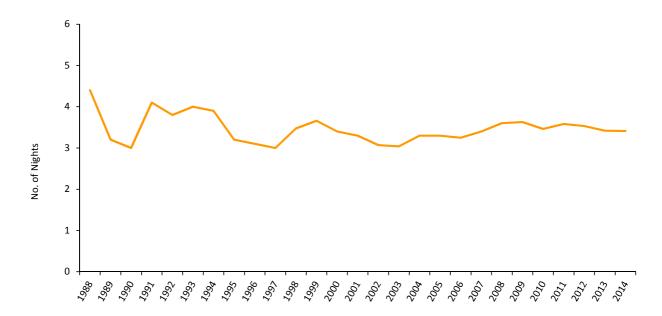


Table 2.01 Room Nights Sold (All Arrivals), 2008 - 2012

	Room nights sold (000's)				
	2008	2009	2010	2011	2012
January	9.8	8.1	6.8	8.6	7.9
February	9.3	10.1	8.1	9.0	7.6
March	9.4	11.5	8.4	10.3	10.2
April	11.4	11.0	8.3	9.9	9.9
May	11.7	11.4	10.1	10.9	10.9
June	12.0	11.7	10.1	11.4	10.5
July	12.3	10.9	10.5	11.4	11.8
August	14.2	11.1	10.6	11.8	9.5
September	13.2	11.7	12.0	13.0	11.8
October	13.1	11.4	10.4	12.0	11.3
November	9.9	8.5	9.0	9.9	9.4
December	7.7	7.5	7.2	7.2	7.0
Total	133.9	124.9	111.5	125.5	117.7

Table 2.02 Room Nights Offered (All Arrivals), 2008 - 2012

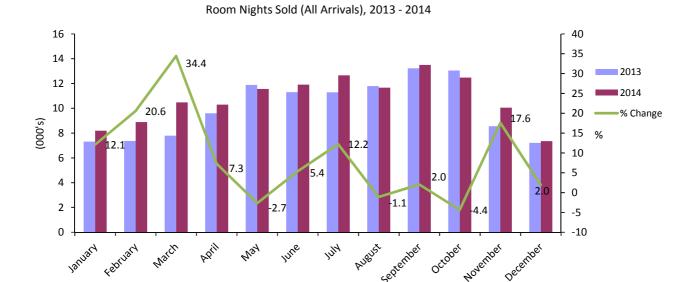
	Room nights offered (000's)				
	2008	2009	2010	2011	2012
January	18.6	17.9	18.0	17.6	17.2
February	17.5	16.3	16.2	15.9	16.0
March	18.7	18.2	18.0	17.6	16.7
April	18.1	17.6	17.5	17.0	16.0
May	18.7	18.2	18.2	18.0	16.6
June	18.2	17.6	17.6	17.4	16.1
July	18.7	18.1	18.1	17.9	16.6
August	18.3	18.2	18.1	17.6	16.6
September	17.8	17.5	17.7	17.6	16.0
October	18.3	18.3	18.3	17.5	17.1
November	17.6	17.6	17.7	17.1	16.4
December	17.8	18.1	18.2	17.5	17.1
Total	218.5	213.6	213.6	208.5	198.5

Note:

<sup>(</sup>i) Yearly totals have been rounded off and need not necessarily equal the sum of the rounded off monthly figures.

Table 2.03 Room Nights Sold and Offered (All Arrivals), 2013 - 2014

	Room nights sold (000's)		Room nights o	offered (000's)
	2013	2014	2013	2014
January	7.3	8.2	17.0	15.9
February	7.4	8.9	15.2	14.3
March	7.8	10.5	16.9	18.0
April	9.6	10.3	16.4	19.1
May	11.9	11.6	17.1	17.9
June	11.3	11.9	16.5	17.7
July	11.3	12.7	17.2	18.2
August	11.8	11.7	17.2	18.8
September	13.2	13.5	16.7	18.1
October	13.1	12.5	16.2	19.2
November	8.6	10.1	14.8	19.1
December	7.2	7.3	15.9	19.3
Total	120.4	129.0	197.3	215.6



Note:

Table 2.04 Room Nights Sold (Tourist Arrivals), 2008 - 2012

	Room nights sold (000's)					
	2008	2009	2010	2011	2012	
January	3.7	3.8	2.9	4.2	3.4	
February	3.1	4.6	4.1	4.3	3.8	
March	3.8	6.2	4.7	5.9	5.6	
April	5.3	6.3	4.5	6.0	5.8	
May	5.6	6.1	5.8	6.4	6.2	
June	6.0	6.2	6.0	6.4	6.2	
July	5.4	6.1	6.1	6.7	7.4	
August	6.9	6.0	6.3	7.2	5.6	
September	6.8	7.0	7.1	8.3	6.5	
October	6.4	6.3	6.1	7.5	5.9	
November	4.6	3.6	5.0	5.6	4.8	
December	3.7	3.6	3.7	4.2	3.7	
Total	61.3	65.8	62.0	72.6	64.8	

Table 2.05 Room Nights Offered (Tourist Arrivals), 2008 - 2012

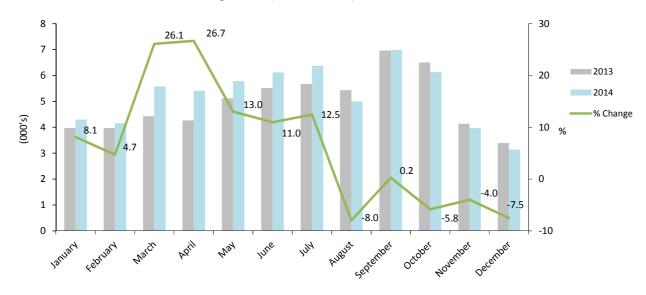
	Room nights offered (000's)				
	2008	2009	2010	2011	2012
January	18.6	17.9	18.0	17.6	17.2
February	17.5	16.3	16.2	15.9	16.0
March	18.7	18.2	18.0	17.6	16.7
April	18.1	17.6	17.5	17.0	16.0
May	18.7	18.2	18.2	18.0	16.6
June	18.2	17.6	17.6	17.4	16.1
July	18.7	18.1	18.1	17.9	16.6
August	18.3	18.2	18.1	17.6	16.6
September	17.8	17.5	17.7	17.6	16.0
October	18.3	18.3	18.3	17.5	17.1
November	17.6	17.6	17.7	17.1	16.4
December	17.8	18.1	18.2	17.5	17.1
Total	218.5	213.6	213.6	208.5	198.5

Note:

Table 2.06 Room Nights Sold and Offered (Tourist Arrivals), 2013 - 2014

	Room nights sold (000's)		Room nights	offered (000's)
-	2013	2014	2013	2014
January	4.0	4.3	17.0	15.9
February	4.0	4.2	15.2	14.3
March	4.4	5.6	16.9	18.0
April	4.3	5.4	16.4	19.1
May	5.1	5.8	17.1	17.9
June	5.5	6.1	16.5	17.7
July	5.7	6.4	17.2	18.2
August	5.4	5.0	17.2	18.8
September	7.0	7.0	16.7	18.1
October	6.5	6.1	16.2	19.2
November	4.1	4.0	14.8	19.1
December	3.4	3.1	15.9	19.3
Total	59.4	62.9	197.3	215.6

Room Nights Sold (Tourist Arrivals), 2013 - 2014



Note:

# 3: Room Occupancy Rates

Table 3.01 Room Occupancy Rates (All Arrivals), 2004 - 2008

	Room occupancy rates (%)						
	2004	2005	2006	2007	2008		
January	48.9	54.3	45.1	43.3	52.6		
February	58.6	79.2	53.0	54.4	53.1		
March	71.3	66.2	65.1	51.3	50.0		
April	61.3	73.2	60.3	59.4	62.8		
May	69.8	73.6	62.6	61.0	62.5		
June	75.9	75.3	68.6	63.1	65.8		
July	73.0	68.3	64.0	59.1	65.6		
August	75.0	70.0	56.7	67.0	77.6		
September	87.4	80.0	70.8	73.0	74.5		
October	73.9	82.2	66.7	70.4	71.7		
November	69.2	62.0	54.0	55.9	56.0		
December	52.2	43.7	42.9	40.3	43.2		
Total	68.2	68.6	59.2	58.1	61.3		

Table 3.02 Room Occupancy Rates (Tourist Arrivals), 2004 - 2008

	Room occupancy rates (%)						
	2004	2005	2006	2007	2008		
January	28.6	32.5	24.7	23.9	19.6		
February	36.5	49.5	29.9	24.8	17.7		
March	43.8	42.2	35.8	30.8	20.5		
April	39.8	48.9	36.9	34.0	29.4		
May	46.1	50.7	41.7	32.2	29.9		
June	45.5	54.6	47.8	34.9	33.1		
July	46.9	42.5	39.4	30.2	28.7		
August	48.8	46.1	40.5	36.6	37.8		
September	59.8	53.0	50.3	40.3	38.5		
October	50.6	55.0	48.8	37.3	35.0		
November	44.2	36.5	36.8	25.6	26.0		
December	33.2	24.8	24.9	18.1	20.6		
Total	43.7	44.4	38.2	30.7	28.1		

Note:

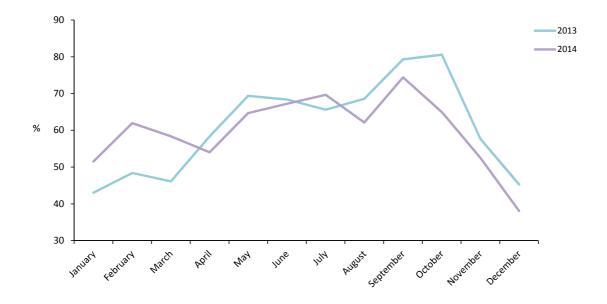
<sup>(</sup>i) Yearly totals have been rounded off and need not necessarily equal the sum of the rounded off monthly figures.

# 3: Room Occupancy Rates

Table 3.03 Room Occupancy Rates (All Arrivals), 2009 - 2014

	Room occupancy rates (%)								
	2009	2010	2011	2012	2013	2014			
January	45.5	37.9	48.9	46.1	43.0	51.5			
February	62.0	49.8	56.9	47.4	48.4	61.9			
March	63.0	46.4	58.3	61.0	46.1	58.4			
April	62.4	47.2	58.4	61.7	58.3	54.0			
May	62.7	55.8	60.7	65.4	69.4	64.7			
June	66.5	57.8	65.6	65.4	68.4	67.2			
July	59.9	57.8	63.8	70.7	65.6	69.6			
August	61.2	58.7	67.1	57.0	68.6	62.1			
September	66.8	67.7	74.0	73.9	79.3	74.4			
October	62.6	57.0	68.6	66.0	80.6	65.0			
November	48.4	50.9	57.8	57.2	57.7	52.5			
December	41.4	39.4	41.3	41.3	45.3	38.1			
Total	58.5	52.2	60.2	59.3	61.0	59.9			

Room Occupancy Rates (All Arrivals), 2013 - 2014

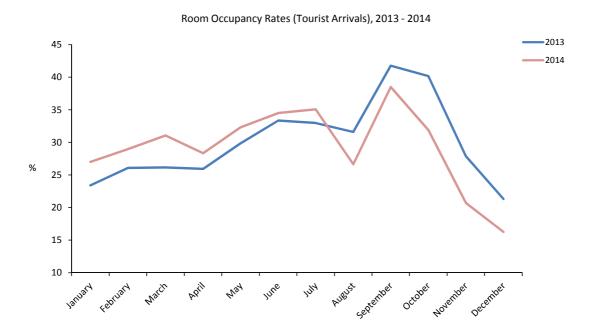


Note:

# 3: Room Occupancy Rates

Table 3.04 Room Occupancy Rates (Tourist Arrivals), 2009 - 2014

	Room occupancy rates (%)								
	2009	2010	2011	2012	2013	2014			
January	21.2	15.9	23.7	19.6	23.4	27.0			
February	28.5	25.4	27.2	23.9	26.1	29.0			
March	33.8	26.0	33.4	33.4	26.2	31.1			
April	35.7	25.6	35.4	36.2	25.9	28.3			
May	33.7	31.9	35.4	37.2	29.9	32.3			
June	35.4	33.9	36.8	38.5	33.3	34.5			
July	33.6	33.5	37.3	44.4	33.0	35.1			
August	32.8	34.7	40.7	33.4	31.6	26.6			
September	39.9	39.8	47.3	40.5	41.8	38.5			
October	34.6	33.2	43.1	34.7	40.2	31.9			
November	20.6	28.0	32.6	29.0	27.9	20.7			
December	19.7	20.4	23.9	21.9	21.3	16.3			
Total	30.8	29.0	34.8	32.7	30.1	29.2			



Note:

Table 4.01 Number of Arrivals (All Arrivals), 1988 - 1994

	Number of arrivals by month (000's)								
	1988	1989	1990	1991	1992	1993	1994		
January	4.6	3.4	3.4	3.4	2.3	1.9	2.5		
February	4.7	4.3	4.1	3.4	3.0	2.4	2.4		
March	6.3	5.2	7.9	3.9	3.4	2.9	3.1		
April	6.1	5.3	8.4	3.6	3.6	3.0	3.1		
May	6.0	4.6	6.0	4.2	4.0	3.8	3.9		
June	5.8	5.0	5.3	3.2	4.1	3.5	3.3		
July	5.4	6.6	6.3	3.9	3.8	3.3	3.4		
August	5.3	5.9	4.6	3.5	3.6	3.3	3.3		
September	5.8	7.4	5.8	4.3	4.1	4.4	4.3		
October	4.9	7.7	5.0	4.7	3.9	4.5	3.9		
November	5.8	6.7	4.1	2.6	2.8	3.5	2.5		
December	4.2	5.8	3.9	2.5	2.4	2.5	2.2		
Total	64.9	67.9	64.8	43.2	41.0	39.1	37.9		

Table 4.02 Number of Arrivals (Tourist Arrivals), 1988 - 1994

		Number of arrivals by month (000's)								
	1988	1989	1990	1991	1992	1993	1994			
January	3.2	2.4	2.0	1.9	1.6	1.5	1.7			
February	3.6	3.5	2.4	1.9	2.2	1.5	1.7			
March	4.7	4.1	3.0	2.3	2.7	2.1	2.1			
April	4.8	4.1	3.4	2.1	2.8	2.1	2.1			
May	4.6	3.6	2.8	2.4	2.9	2.6	2.4			
June	4.0	4.2	2.3	2.1	2.8	2.4	2.3			
July	3.6	3.9	3.1	2.5	2.6	2.2	2.4			
August	3.6	4.1	2.5	2.4	2.9	2.5	2.3			
September	3.8	4.4	3.1	2.4	2.6	2.9	2.9			
October	3.6	5.3	2.6	2.5	2.7	2.9	2.7			
November	3.6	4.4	2.1	1.6	2.0	2.3	1.7			
December	2.6	3.5	2.0	1.7	1.9	1.9	1.6			
Total	45.7	47.5	31.3	26.0	29.9	27.0	25.9			

Note:

<sup>(</sup>i) Yearly totals have been rounded off and need not necessarily equal the sum of the rounded off monthly figures.

Table 4.03 Number of Arrivals (All Arrivals), 1995 - 2001

	Number of arrivals by month (000's)								
	1995	1996	1997	1998	1999	2000	2001		
January	2.0	2.8	2.4	3.0	2.6	2.2	3.1		
February	2.8	3.4	3.2	2.8	2.6	2.8	3.3		
March	3.4	4.0	3.3	3.1	3.6	3.9	4.5		
April	4.0	4.1	3.9	3.4	3.7	4.2	4.3		
May	3.8	4.2	4.8	3.8	3.6	4.8	5.0		
June	3.9	4.1	4.7	3.5	3.8	4.8	5.0		
July	4.6	3.8	4.3	3.4	3.4	4.0	5.0		
August	4.4	3.9	5.5	4.2	4.3	4.6	5.3		
September	5.7	4.7	5.4	4.0	4.2	5.6	5.4		
October	4.1	4.3	3.9	4.2	4.3	4.8	5.1		
November	3.1	3.3	3.8	3.6	3.7	3.9	4.3		
December	3.2	3.5	3.2	2.8	2.4	3.3	3.5		
Total	45.1	46.1	48.4	41.6	42.1	48.9	53.8		

Table 4.04 Number of Arrivals (Tourist Arrivals), 1995 - 2001

	Number of arrivals by month (000's)								
	1995	1996	1997	1998	1999	2000	2001		
January	1.6	2.0	1.5	1.6	1.7	1.5	2.3		
February	2.2	2.5	1.9	1.7	1.7	1.9	2.4		
March	2.4	2.7	1.9	2.1	2.3	2.8	3.2		
April	2.8	3.0	2.2	2.3	2.3	3.0	3.1		
May	2.6	2.6	2.8	2.5	2.5	3.5	3.5		
June	2.7	2.6	2.7	2.4	2.5	3.6	3.4		
July	3.3	2.7	2.8	2.3	2.2	2.9	3.7		
August	3.1	3.0	3.3	3.0	2.8	3.5	4.1		
September	4.1	3.0	3.1	3.0	2.7	4.1	4.1		
October	3.2	3.1	2.8	2.9	3.0	3.6	3.8		
November	2.5	2.2	2.0	2.4	2.3	2.9	3.4		
December	2.5	2.5	1.9	1.8	1.7	2.4	2.5		
Total	33.1	31.9	28.9	27.9	27.7	35.9	39.4		

Note:

Table 4.05 Number of Arrivals (All Arrivals), 2002 - 2008

	Number of arrivals by month (000's)							
	2002	2003	2004	2005	2006	2007	2008	
January	3.2	3.7	3.8	4.0	4.3	3.9	4.0	
February	4.1	4.4	4.4	4.6	4.5	4.1	3.8	
March	4.6	5.4	5.5	5.0	5.5	4.6	4.2	
April	4.5	5.0	4.7	5.1	5.3	5.0	5.2	
May	5.1	5.6	5.7	5.7	5.7	5.9	5.5	
June	4.3	5.9	5.5	5.1	5.5	5.2	5.0	
July	5.8	5.2	5.3	5.0	5.0	5.3	5.3	
August	5.8	5.9	5.6	5.5	4.5	5.6	6.2	
September	6.6	5.8	6.2	5.7	5.4	5.6	5.7	
October	6.2	5.6	5.6	5.3	5.4	6.0	5.5	
November	5.1	5.4	5.4	4.4	4.4	4.8	4.4	
December	4.1	3.9	3.9	3.7	3.8	3.6	3.8	
Total	59.4	61.8	61.7	58.8	59.2	59.4	58.5	

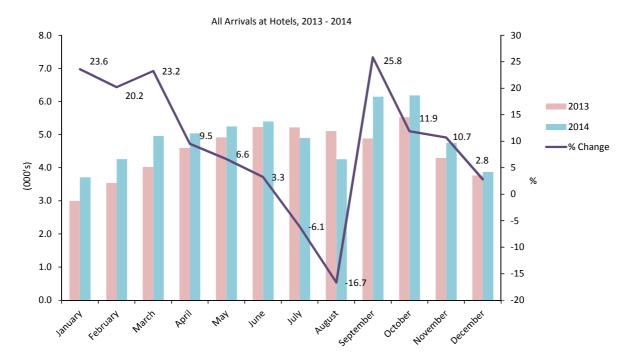
Table 4.06 Number of Arrivals (Tourist Arrivals), 2002 - 2008

	Number of arrivals by month (000's)								
	2002	2003	2004	2005	2006	2007	2008		
January	2.3	2.3	2.7	2.8	2.5	2.4	1.9		
February	3.0	2.9	3.0	3.3	2.6	2.3	1.7		
March	3.5	3.6	3.8	3.7	3.6	3.1	2.2		
April	3.2	3.2	3.4	3.6	3.6	3.1	3.0		
May	3.8	3.5	4.4	4.3	4.2	3.4	2.9		
June	3.0	3.7	3.8	3.8	3.9	3.1	3.0		
July	4.0	3.5	3.9	3.5	3.2	3.0	2.9		
August	4.1	4.1	4.2	4.0	3.2	3.4	3.3		
September	4.7	4.0	4.6	4.1	3.8	3.5	3.3		
October	4.0	3.9	4.1	3.8	3.9	3.6	3.0		
November	3.3	3.5	3.8	2.7	3.0	2.6	2.3		
December	2.7	2.6	2.8	2.2	2.2	1.9	1.9		
Total	41.5	40.8	44.5	41.9	39.8	35.2	31.3		

Note:

Table 4.07 Number of Arrivals (All Arrivals), 2009 - 2014

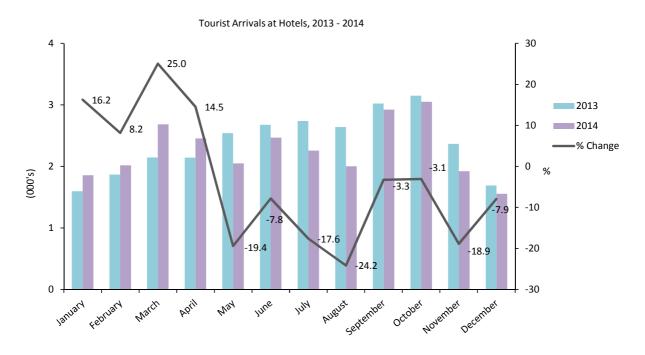
	Number of arrivals (000's)							
	2009	2010	2011	2012	2013	2014		
January	3.7	3.2	3.5	3.2	3.0	3.7		
February	4.3	3.5	3.6	3.6	3.5	4.3		
March	5.2	4.2	4.5	4.8	4.0	5.0		
April	5.3	3.8	4.5	4.3	4.6	5.0		
May	4.9	4.7	5.0	4.7	4.9	5.2		
June	4.8	4.6	5.3	4.7	5.2	5.4		
July	4.6	4.9	5.2	5.0	5.2	4.9		
August	4.6	4.6	5.1	4.2	5.1	4.3		
September	5.0	5.0	5.3	4.8	4.9	6.1		
October	5.0	5.0	5.3	5.5	5.5	6.2		
November	4.0	4.4	4.5	4.3	4.3	4.8		
December	3.5	3.5	3.8	3.2	3.8	3.9		
Total	54.9	51.4	55.6	52.3	54.1	58.7		



Note:

Table 4.08 Number of Arrivals (Tourist Arrivals), 2009 - 2014

	Number of arrivals (000's)							
	2009	2010	2011	2012	2013	2014		
January	1.9	1.5	1.9	1.6	1.6	1.9		
February	2.4	2.1	2.0	2.0	1.9	2.0		
March	3.4	2.6	2.7	2.8	2.1	2.7		
April	3.2	2.3	2.8	2.7	2.1	2.5		
May	3.0	2.8	3.1	3.0	2.5	2.0		
June	2.8	2.7	3.0	3.2	2.7	2.5		
July	2.8	3.0	3.2	3.3	2.7	2.3		
August	2.9	3.0	3.4	2.8	2.6	2.0		
September	3.3	3.2	3.6	3.1	3.0	2.9		
October	3.0	3.0	3.5	3.2	3.1	3.1		
November	2.1	2.3	2.7	2.4	2.4	1.9		
December	1.9	1.9	2.1	1.7	1.7	1.6		
Total	32.7	30.3	34.0	31.8	28.6	27.2		



Note:

Table 5.01 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 1988 - 1991

	Gue	st nights	sold (00	O's)	Guest	nights of	fered (00	00's)	Sleeper occupancy rates (%)			
	1988	1989	1990	1991	1988	1989	1990	1991	1988	1989	1990	1991
January	16	15	11	12	46	42	37	40	35.8	35.2	31.2	29.4
February	19	18	14	13	44	40	37	37	42.6	46.0	37.3	34.5
March	26	22	19	17	48	42	42	44	53.6	52.0	45.3	37.5
April	26	23	23	14	45	42	41	41	57.1	54.8	55.4	34.0
May	26	19	21	17	47	44	42	41	55.1	41.9	50.4	40.2
June	29	19	15	16	47	43	39	44	61.6	43.9	37.3	35.8
July	27	20	18	16	48	43	42	43	55.8	46.8	43.8	37.9
August	24	19	15	16	48	43	41	40	50.4	45.1	35.2	41.2
September	26	19	18	17	44	42	41	44	60.4	46.0	44.4	39.2
October	26	19	18	18	46	40	40	43	56.4	46.2	44.5	42.5
November	22	14	12	13	43	38	40	41	51.4	38.2	30.2	31.1
December	19	13	13	10	45	42	39	45	42.6	31.2	32.4	22.4
Total	286	220	197	178	551	501	481	502	52.0	44.0	40.8	35.5

Table 5.02 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 1992 - 1995

	Gue	st nights	sold (000	O's)		Guest	nights of	fered (00	00's)		Sleepe	r occupa	ncy rates	s (%)
	1992	1993	1994	1995	•	1992	1993	1994	1995	-	1992	1993	1994	1995
January	9	7	10	6		42	33	34	32		20.6	21.5	29.4	19.0
February	9	9	9	10		41	30	30	28		22.8	30.1	31.3	34.9
March	14	12	12	10		46	33	33	31		29.6	36.2	37.2	33.4
April	14	12	12	13		42	32	31	25		32.6	38.3	39.2	49.5
May	15	16	15	13		43	34	35	31		35.6	45.6	42.5	41.4
June	16	15	14	14		47	32	33	30		34.8	48.0	40.6	46.3
July	16	14	15	15		45	32	35	32		35.2	41.8	42.4	48.2
August	14	14	13	15		44	33	35	32		32.2	44.0	37.0	46.2
September	16	18	16	18		41	32	33	31		39.7	56.2	48.9	58.0
October	15	17	15	13		42	34	35	32		34.6	50.9	43.9	41.1
November	10	13	9	9		32	32	33	31		32.6	39.4	27.8	28.1
December	9	10	9	9		33	33	34	32		27.0	29.6	25.2	26.7
Total	157	157	149	144		497	391	401	369		31.6	40.2	37.2	39.2

Note:

Table 5.03 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 1996 - 1999

	Gue	st nights	sold (000	O's)	Guest	nights of	fered (00	00's)	Sleepe	er occupa	ncy rates	s (%)
	1996	1997	1998	1999	1996	1997	1998	1999	1996	1997	1998	1999
January	8	8	7	8	32	31	30	29	24.9	24.1	24.8	28.8
February	9	10	9	9	30	29	25	26	29.9	34.1	35.4	34.2
March	12	10	11	13	32	31	28	29	36.3	33.0	38.8	45.5
April	12	11	11	13	31	31	26	29	39.1	36.3	42.4	44.3
May	14	14	12	13	32	32	27	29	43.0	45.0	45.6	43.7
June	13	13	13	14	30	30	28	29	37.2	44.4	45.9	49.1
July	12	14	13	13	31	31	29	29	39.0	44.1	43.9	44.5
August	13	16	16	16	31	31	29	29	42.3	51.3	54.4	56.3
September	16	16	17	16	31	31	28	29	51.9	50.7	59.8	56.9
October	13	14	15	15	31	31	29	31	42.8	44.1	50.2	50.0
November	10	10	12	14	30	31	28	30	31.3	31.7	43.8	46.0
December	9	9	9	8	31	31	29	31	29.0	28.2	32.2	25.6
Total	141	144	144	154	372	370	336	351	37.8	39.0	43.1	43.8

Table 5.04 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 2000 - 2003

	Gue	est nights	sold (00	0's)	G	Guest	nights of	fered (00	00's)	Sleeper occupancy rates (%)			
	2000	2001	2002	2003	2	000	2001	2002	2003	2000	2001	2002	2003
January	6	8	9	10		31	31	31	31	20.0	27.0	30.5	33.1
February	9	11	12	13		29	28	28	28	30.4	40.0	42.9	45.5
March	12	15	15	16		31	31	31	31	37.5	47.9	47.7	51.8
April	14	15	14	15		30	30	30	30	45.0	48.4	46.3	51.1
May	19	17	16	17		31	31	31	31	60.3	55.0	51.3	54.4
June	17	18	13	18		30	30	30	30	56.6	58.3	43.6	60.9
July	16	17	18	16		31	31	31	31	50.2	53.5	56.8	53.2
August	16	18	18	18		31	31	31	31	51.8	57.4	58.8	58.2
September	19	20	21	20		31	30	30	30	61.7	64.6	69.3	64.8
October	15	18	19	18		31	31	31	31	48.7	57.3	61.3	57.0
November	12	13	15	15		30	30	30	30	38.9	43.5	50.9	49.5
December	11	11	11	11		31	31	31	31	34.1	34.1	36.4	34.6
Total	164	179	182	188		368	366	367	367	44.6	48.9	49.7	51.2

Note:

Table 5.05 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 2004 - 2007

	Gue	st nights	sold (00	O's)	Guest	nights of	fered (00	00's)	Sleeper occupancy rates (%)			
	2004	2005	2006	2007	2004	2005	2006	2007	2004	2005	2006	2007
January	11	12	12	12	29	31	34	38	36.7	38.7	34.2	31.3
February	13	15	13	14	29	27	31	35	45.2	58.0	41.2	41.7
March	17	15	17	15	31	29	34	38	56.3	52.8	49.5	39.0
April	15	17	16	17	30	28	33	37	50.0	59.3	49.3	46.8
May	18	18	17	16	31	30	34	36	57.8	60.4	50.7	45.5
June	18	18	18	18	30	28	33	35	59.4	64.5	55.4	51.2
July	19	16	19	18	31	29	35	36	61.2	57.1	54.0	50.5
August	21	18	17	21	31	29	35	36	65.9	62.0	49.3	57.9
September	22	20	20	21	31	28	34	35	71.7	70.1	57.9	60.6
October	19	20	18	22	31	29	35	37	60.1	68.5	52.7	59.2
November	17	15	14	16	30	29	34	36	55.0	52.6	40.7	43.8
December	13	11	12	12	31	32	35	36	40.1	33.7	33.7	32.3
Total	202	196	193	202	366	349	406	434	55.1	56.2	47.3	46.5

Table 5.06 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 2008 - 2011

	Gue	st nights	sold (00	O's)	Guest	nights of	fered (00	00's)		Sleeper occupancy rates (%)			
	2008	2009	2010	2011	2008	2009	2010	2011	-	2008	2009	2010	2011
January	14	13	10	13	36	35	35	34		39.2	36.3	28.5	38.7
February	13	15	12	13	34	31	31	31		39.5	48.9	39.2	43.6
March	14	18	13	16	36	35	35	34		39.0	49.7	37.3	46.0
April	18	18	14	16	35	34	34	33		51.2	52.0	39.9	48.9
May	18	18	16	17	36	35	35	34		50.4	51.7	46.5	50.3
June	19	18	16	19	35	34	34	33		53.4	53.7	48.0	55.7
July	20	18	17	19	36	35	35	34		54.1	51.1	48.7	55.1
August	24	19	18	20	36	35	35	34		68.8	55.1	52.0	59.5
September	22	19	20	21	35	34	34	34		62.9	56.3	57.1	63.3
October	21	18	17	19	36	35	35	34		58.5	51.1	48.0	56.0
November	14	13	13	15	34	34	34	33		42.3	38.0	39.5	46.1
December	12	11	11	11	34	35	35	34		34.7	32.4	31.7	33.0
Total	210	199	178	199	425	414	413	401		49.5	48.0	43.0	49.7

Note

**Table 5.07 Guest Nights Sold, 2012 - 2014** 

	Guest ni	ghts sold (000's)	
	2012	2013	2014
January	11.9	10.5	11.8
February	11.4	10.4	13.3
March	15.3	11.7	15.9
April	15.8	14.4	16.9
May	17.1	18.8	18.5
June	17.1	16.5	18.6
July	19.6	18.6	18.1
August	15.9	19.6	19.0
September	19.3	20.8	22.0
October	17.3	20.0	19.9
November	13.6	13.1	14.8
December	10.5	10.8	11.3
Total	184.8	185.2	200.2

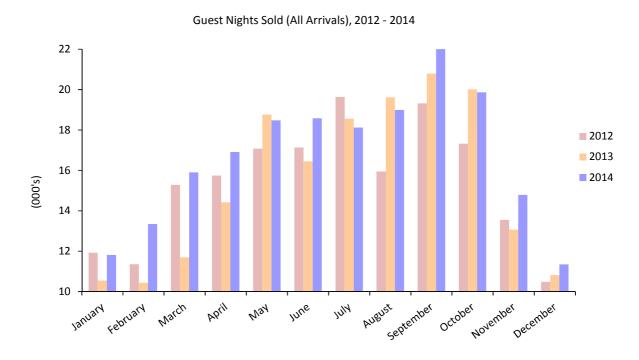
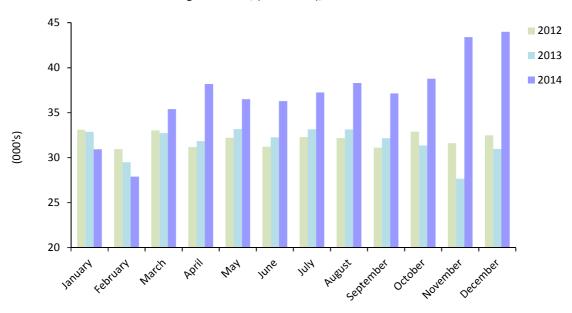


Table 5.08 Guest Nights Offered, 2012 - 2014

	Guest nigh	its offered (000's)	
	2012	2013	2014
January	33.1	32.9	30.9
February	31.0	29.5	27.9
March	33.0	32.7	35.4
April	31.2	31.8	38.2
May	32.2	33.2	36.5
June	31.2	32.3	36.3
July	32.3	33.2	37.3
August	32.2	33.2	38.3
September	31.1	32.2	37.1
October	32.9	31.4	38.8
November	31.6	27.7	43.4
December	32.5	31.0	44.0
Total	384.3	380.9	444.2



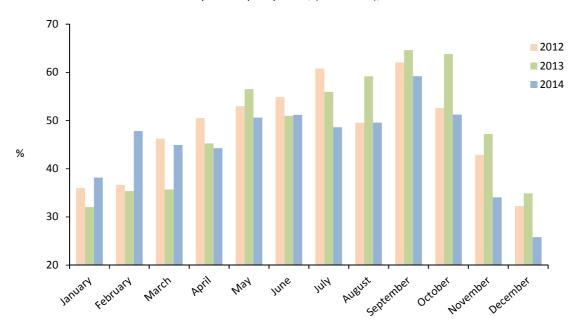


Note:

Table 5.09 Sleeper Occupancy Rates, 2012 - 2014

	Sleeper oc	cupancy rates (%)	
	2012	2013	2014
January	36.0	32.1	38.2
February	36.7	35.4	47.8
March	46.3	35.7	44.9
April	50.5	45.3	44.3
May	53.0	56.5	50.6
June	54.9	51.0	51.2
July	60.8	56.0	48.6
August	49.6	59.2	49.6
September	62.1	64.6	59.2
October	52.7	63.8	51.2
November	42.9	47.3	34.1
December	32.3	34.9	25.8
Total	48.1	48.6	45.1

% Sleeper Occupancy Rates, (All Arrivals), 2012 - 2014



Note:

Table 6.01 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 1988 - 1991

	Gue	est nights	sold (000	)'s)	Guest	nights of	fered (00	0's)	Sleeper occupancy rates (%)			
	1988	1989	1990	1991	1988	1989	1990	1991	1988	1989	1990	1991
January	13	10	8	7	46	42	37	40	27.5	23.7	22.7	17.7
February	14	13	10	8	44	40	37	37	32.2	33.4	27.1	20.2
March	19	15	13	8	48	42	42	44	39.8	36.2	31.0	19.1
April	20	16	14	9	45	42	41	41	44.8	37.0	34.0	21.9
May	19	12	12	10	47	44	42	41	40.3	27.9	29.4	23.3
June	20	14	10	8	47	43	39	44	43.5	32.7	24.3	19.4
July	19	13	12	10	48	43	42	43	39.2	30.6	27.4	23.2
August	17	13	10	8	48	43	41	40	34.5	30.6	23.1	21.3
September	17	12	12	8	44	42	41	44	37.8	29.8	30.0	18.2
October	17	14	11	10	46	40	40	43	37.9	34.0	27.8	23.3
November	14	11	8	7	43	38	40	41	32.5	27.6	19.5	16.4
December	11	9	8	6	45	42	39	45	24.3	21.7	20.9	12.9
Total	200	152	128	99	551	501	481	502	36.2	30.4	26.5	19.7

Table 6.02 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 1992 - 1995

	Gue	est nights	sold (000	)'s)	Gue	st nights o	ffered (00	00's)		Sleeper occupancy rates (%)			
	1992	1993	1994	1995	1992	1993	1994	1995	-	1992	1993	1994	1995
January	5	4	7	5	42	2 33	34	32		12.9	12.4	19.5	15.1
February	6	5	6	7	42	30	30	28		15.4	17.7	21.1	25.8
March	9	8	8	8	46	33	33	31		19.3	23.0	24.5	26.4
April	9	8	9	10	42	32	31	25		21.7	25.2	27.1	38.1
May	9	10	10	9	43	34	35	31		20.7	28.5	28.5	30.8
June	10	10	9	11	47	7 32	33	30		22.0	32.7	28.3	37.2
July	10	8	10	11	45	32	35	32		21.3	26.2	28.7	36.2
August	10	10	8	11	44	33	35	32		22.0	30.5	25.6	34.8
September	9	12	12	14	42	32	33	31		22.7	36.8	35.2	45.6
October	9	11	11	11	42	34	35	32		20.8	33.2	30.4	34.1
November	6	9	7	7	32	32	33	31		20.1	27.8	20.6	23.8
December	6	7	6	7	33	33	34	32		17.5	21.8	18.9	21.8
Total	98	103	103	113	497	391	401	369		19.8	26.4	25.8	30.7

Note.

Table 6.03 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 1996 - 1999

	Gue	est nights	sold (000	)'s)	Guest	nights of	fered (00	0's)	Sleepe	Sleeper occupancy rates (%)		
	1996	1997	1998	1999	1996	1997	1998	1999	1996	1997	1998	1999
January	5	5	4	5	32	31	30	29	16.4	15.2	14.4	17.2
February	7	6	5	6	30	29	25	26	22.8	22.3	21.4	21.8
March	9	7	7	8	32	31	28	29	26.7	21.3	25.8	27.7
April	10	7	7	8	31	31	26	29	30.9	23.9	28.8	27.3
May	10	10	8	9	32	32	27	29	30.9	29.9	30.6	30.0
June	9	9	9	9	30	30	28	29	30.5	28.9	30.5	31.4
July	9	9	8	8	31	31	29	29	29.3	28.6	28.4	27.6
August	10	11	10	10	31	31	29	29	32.0	34.5	36.5	35.2
September	10	11	12	10	31	31	28	29	34.3	34.8	41.5	36.2
October	10	9	10	11	31	31	29	31	30.9	28.3	34.6	34.3
November	7	6	8	9	30	31	28	30	21.5	20.9	27.1	28.8
December	6	6	6	5	31	31	29	31	20.7	18.9	19.5	17.3
Total	101	95	94	98	372	370	336	351	27.2	25.6	28.2	27.9

Table 6.04 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 2000 - 2003

	Gue	est nights	sold (000	)'s)	Guest	Guest nights offered (000's)					Sleeper occupancy rates (%)			
	2000	2001	2002	2003	2000	2001	2002	2003	2000	2001	2002	2003		
January	4	6	6	6	31	31	31	31	13.0	19.3	20.4	20.6		
February	6	8	8	8	29	28	28	28	20.0	26.9	28.8	29.2		
March	8	9	11	11	31	31	31	31	25.9	30.7	34.5	34.0		
April	9	9	10	10	30	30	30	30	30.8	29.1	33.0	31.5		
May	12	11	11	11	31	31	31	31	39.1	34.9	36.5	34.5		
June	11	12	10	12	30	30	30	30	36.6	39.5	33.0	38.5		
July	10	11	12	11	31	31	31	31	33.4	37.0	38.7	34.8		
August	12	12	13	13	31	31	31	31	37.6	40.0	40.7	40.4		
September	14	14	15	14	31	30	30	30	44.3	46.3	48.7	46.5		
October	10	13	13	12	31	31	31	31	31.6	40.6	40.9	40.0		
November	8	9	9	10	30	30	30	30	26.7	29.6	29.8	33.2		
December	7	7	7	6	31	31	31	31	21.6	22.1	22.9	20.9		
Total	111	121	125	123	368	366	367	367	30.1	33.0	34.0	33.7		

Note.

Table 6.05 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 2004 - 2007

	Gue	Guest nights sold (000's)					nights of	fered (00	0's)	Sleeper occupancy rates (%)			
	2004	2005	2006	2007		2004	2005	2006	2007	2004	2005	2006	2007
January	7	9	8	7		29	31	34	38	22.9	29.1	22.4	18.3
February	8	12	8	7		29	27	31	35	27.9	43.6	26.4	21.1
March	11	12	11	9		31	29	34	38	37.0	42.6	31.2	23.1
April	10	13	11	10		30	28	33	37	33.9	47.1	32.4	27.5
May	12	15	12	10		31	30	34	36	39.6	48.8	33.9	27.9
June	11	15	13	11		30	28	33	35	37.4	52.2	37.8	30.5
July	15	13	12	10		31	29	35	36	47.4	43.7	34.9	27.1
August	16	13	13	11		31	29	35	36	50.7	46.1	35.8	31.3
September	17	15	14	13		31	28	34	35	55.2	54.7	41.4	36.1
October	15	16	13	13		31	29	35	37	48.2	53.4	38.0	35.4
November	13	10	9	8		30	29	34	36	41.5	36.0	27.2	21.9
December	10	7	7	6		31	32	35	36	30.4	21.1	19.7	15.5
Total	145	150	129	114		366	349	406	434	39.5	42.9	31.7	26.2

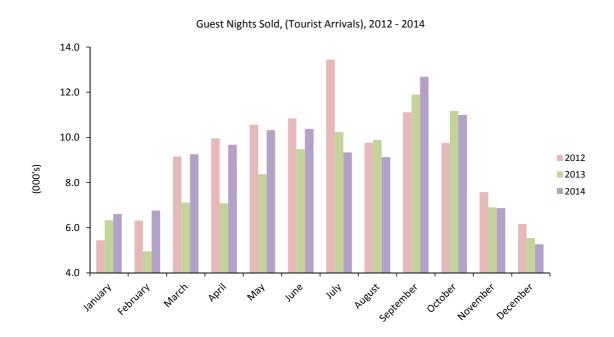
Table 6.06 Guest Nights Sold/Offered, Sleeper Occupancy Rates, 2008 - 2011

	Gue	Guest nights sold (000's)					Guest nights offered (000's)					Sleeper occupancy rates (%)			
	2008	2009	2010	2011		2008	2009	2010	2011		2008	2009	2010	2011	
January	6	6	5	7		36	35	35	34		15.9	18.0	13.1	19.8	
February	5	7	7	6		34	31	31	31		15.1	21.7	21.3	21.2	
March	7	11	8	9		36	35	35	34		18.1	30.3	22.5	27.9	
April	10	11	8	10		35	34	34	33		27.1	31.8	22.6	31.9	
May	10	11	10	11		36	35	35	34		27.5	30.2	28.6	31.7	
June	11	10	10	11		35	34	34	33		30.2	27.8	29.3	33.9	
July	10	11	11	12		36	35	35	34		27.2	30.5	31.4	34.9	
August	13	11	11	13		36	35	35	34		35.5	31.4	32.7	37.2	
September	12	12	13	14		35	34	34	34		34.8	35.0	38.6	42.2	
October	11	11	10	13		36	35	35	34		31.3	30.3	29.7	38.2	
November	7	6	8	9		34	34	34	33		21.6	17.3	23.8	27.9	
December	6	6	6	7		34	35	35	34		17.4	16.4	17.4	20.2	
Total	107	111	107	123		425	414	413	401		25.2	26.8	25.9	30.7	

Note.

**Table 6.07 Guest Nights Sold, 2012 - 2014** 

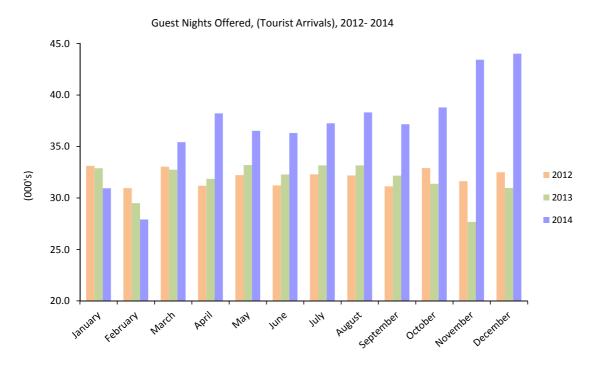
	Guest nights sold (000's)									
	2012	2013	2014							
January	5.4	6.3	6.6							
February	6.3	5.0	6.8							
March	9.1	7.1	9.3							
April	10.0	7.1	9.7							
May	10.5	8.4	10.3							
June	10.8	9.5	10.4							
July	13.4	10.2	9.3							
August	9.8	9.9	9.1							
September	11.1	11.9	12.7							
October	9.8	11.2	11.0							
November	7.6	6.9	6.9							
December	6.2	5.5	5.3							
Total	110.0	98.9	107.2							



Note:

Table 6.08 Guest Nights Offered, 2012 - 2014

	Guest nights offered (000's)									
	2012	2013	2014							
January	33.1	32.9	30.9							
February	31.0	29.5	27.9							
March	33.0	32.7	35.4							
April	31.2	31.8	38.2							
May	32.2	33.2	36.5							
June	31.2	32.3	36.3							
July	32.3	33.2	37.3							
August	32.2	33.2	38.3							
September	31.1	32.2	37.1							
October	32.9	31.4	38.8							
November	31.6	27.7	43.4							
December	32.5	31.0	44.0							
Total	384.3	380.9	444.2							

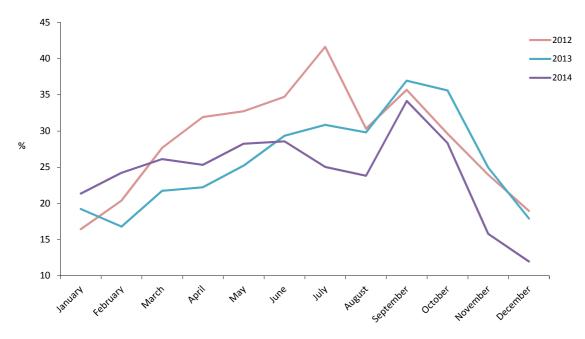


Note:

Table 6.09 Sleeper Occupancy Rates, 2012 - 2014

	Sleeper occupancy rates (%)									
	2012	2013	2014							
January	16.4	19.2	21.3							
February	20.4	16.8	24.2							
March	27.7	21.7	26.1							
April	31.9	22.2	25.3							
May	32.7	25.2	28.3							
June	34.7	29.4	28.6							
July	41.6	30.9	25.0							
August	30.3	29.8	23.8							
September	35.7	37.0	34.2							
October	29.6	35.6	28.3							
November	24.0	24.9	15.8							
December	19.0	17.9	12.0							
Total	28.6	26.0	24.1							

Sleeper Occupancy Rates (Tourist Arrivals), 2012 - 2014



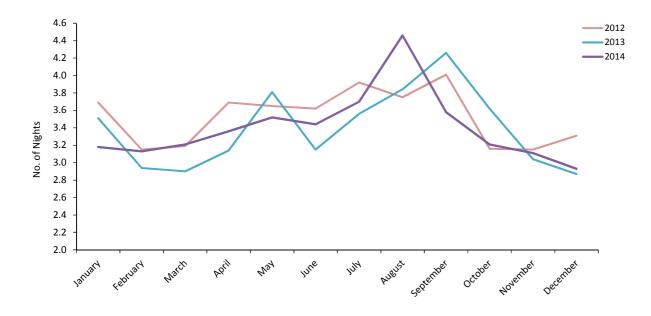
Note:

# 7: Average Length of Stay (Nights)

**Table 7.01** Average Length of Stay Per Person (All Arrivals), 2003 - 2014

Year	Average length of stay (nights)												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2003	2.8	2.9	3.0	3.1	3.0	3.1	3.1	3.1	3.4	3.2	2.8	2.7	3.0
2004	2.9	2.9	3.2	3.2	3.1	3.2	3.6	3.7	3.5	3.4	3.1	3.2	3.3
2005	3.0	3.4	3.1	3.3	3.2	3.6	3.3	3.3	3.5	3.8	3.5	2.9	3.3
2006	2.8	2.9	3.1	3.1	3.0	3.4	3.8	3.8	3.6	3.4	3.1	3.0	3.2
2007	3.1	3.5	3.3	3.4	2.8	3.4	3.4	3.7	3.8	3.6	3.3	3.3	3.4
2008	3.6	3.5	3.4	3.5	3.4	3.8	3.7	4.0	3.8	3.8	3.3	3.2	3.6
2009	3.4	3.6	3.4	3.4	3.7	3.9	3.9	4.2	3.8	3.6	3.2	3.2	3.6
2010	3.1	3.6	3.1	3.6	3.5	3.5	3.5	3.9	3.9	3.4	3.1	3.2	3.5
2011	3.8	3.7	3.4	3.5	3.5	3.5	3.7	3.9	4.0	3.6	3.4	2.9	3.6
2012	3.7	3.2	3.2	3.7	3.7	3.6	3.9	3.8	4.0	3.2	3.2	3.3	3.5
2013	3.5	2.9	2.9	3.1	3.8	3.2	3.6	3.8	4.3	3.6	3.0	2.9	3.4
2014	3.2	3.1	3.2	3.4	3.5	3.4	3.7	4.5	3.6	3.2	3.1	2.9	3.4

Average Length of Stay (All Arrivals), 2012 - 2014



# 7: Average Length of Stay (Nights)

Table 7.02 Average Length of Stay Per Person (Tourist Arrivals), 2003 - 2014

	Average length of stay (nights)												
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2003	2.8	2.9	3.0	2.9	3.0	3.2	3.1	3.1	3.5	3.2	2.8	2.4	3.0
2004	2.5	2.6	3.0	3.0	2.8	3.0	3.8	3.8	3.7	3.7	3.3	3.4	3.2
2005	3.2	3.6	3.4	3.7	3.4	3.8	3.6	3.3	3.8	4.0	3.8	3.0	3.6
2006	3.0	3.1	2.9	3.0	2.8	3.2	3.8	3.9	3.7	3.4	3.0	3.0	3.2
2007	2.9	3.2	2.9	3.2	3.0	3.4	3.3	3.3	3.7	3.6	3.1	3.0	3.2
2008	3.0	3.1	3.0	3.2	3.5	3.6	3.4	3.9	3.7	3.7	3.2	3.2	3.4
2009	3.3	2.8	3.2	3.4	3.6	3.3	3.8	3.8	3.7	3.5	2.9	3.0	3.4
2010	3.0	3.2	3.1	3.4	3.6	3.7	3.7	3.9	4.1	3.5	3.5	3.2	3.5
2011	3.5	3.3	3.5	3.7	3.6	3.7	3.7	3.7	4.0	3.6	3.5	3.2	3.6
2012	3.3	3.2	3.3	3.7	3.6	3.4	4.0	3.5	3.6	3.1	3.1	3.7	3.5
2013	4.0	2.7	3.3	3.3	3.3	3.5	3.7	3.8	3.9	3.6	2.9	3.3	3.5
2014	3.6	3.4	3.5	4.0	5.0	4.2	4.1	4.6	4.3	3.6	3.6	3.4	3.9

Average Length of Stay (Tourist Arrivals), 2012 - 2014

