

Comparative Analysis on the Hotel Occupancy Rates in Caraga Region, Philippines

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Abstract: *This study compared the hotel occupancy rates among five provinces in Caraga Region of the Philippines during the year 2019 and 2020. Data were gathered from the Regional Social and Economic Trends 2022 in Caraga which were analysed using mean and standard deviation, One-Way Analysis of Variance (ANOVA), and Scheffe's Test. The analysis of hotel occupancy rates in the Caraga Region for 2019 and 2020 highlights significant trends and disparities within the tourism sector. Notable variations are observed in provinces with the highest and lowest occupancy rates, including SurigaodelNorte's consistently high rates and Dinagat Islands' lower rates, suggesting potential for targeted interventions. The comparison between the years underscores dynamic industry shifts, with provinces like Surigaodel Sur experiencing substantial changes, potentially influenced by economic conditions and external factors. The results also emphasize distinct occupancy rate differences, such as among AgusandelNorte, Agusan del Sur, and Surigao del Norte, underscoring the need for customized strategies to optimize tourism opportunities and address challenges in each province.*

Keywords: Tourism, Hotel Occupancy Rates, Caraga Region, Comparative Analysis

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