



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT JANUARY 2014 (Released March 14, 2014)**

<b>Number of Hotels in GHRA</b>	24	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,447	<b>Capacity in Room Nights</b>	151,249
<b>Number of Rooms under Renovation</b>	124	<b>Room-Employee Ratio:</b>	1.94(Room to 1 Employee)
		<b>Rev Par</b>	<b>2014</b>
			\$140.68
		<b>Rev Par</b>	<b>2013</b>
			\$117.25

	2013 YTD	2014 YTD	YTD CHANGE	Jan-13	Jan-14	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				15	12	<b>-3</b>
Room Nights Available for Sale	180,296	151,249	<b>-16%</b>	180,296	151,249	<b>-16%</b>
Room Nights Sold	156,000	127,295	<b>-18%</b>	156,000	127,295	<b>-18%</b>
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	58%	63%	<b>5pts</b>	58%	63%	<b>5pts</b>
Mean Average	82%	81%	<b>(1pt)</b>	82%	81%	<b>(1pts)</b>
Weighted Average	87%	84%	<b>(3pts)</b>	87%	84%	<b>(3pts)</b>
High Average	96%	93%	<b>(3pt)</b>	96%	93%	<b>(3pts)</b>
<b>HOTEL ROOM RATES</b>						
Low Average	\$41	\$56	<b>37%</b>	\$41	\$56	<b>37%</b>
Mean Average	\$122	\$150	<b>23%</b>	\$122	\$150	<b>23%</b>
Weighted Average	\$136	\$167	<b>23%</b>	\$136	\$167	<b>23%</b>
High Average	\$192	\$212	<b>10%</b>	\$192	\$212	<b>10%</b>
<b>GROSS RECEIPTS TAX PAID</b>	\$1,642,504	\$1,388,279	<b>-15%</b>	\$1,642,504	\$1,388,279	<b>-15%</b>
<b>ROOM OCCUPANCY TAX PAID</b>	\$2,289,277	\$2,098,938	<b>-8%</b>	\$2,289,277	\$2,098,938	<b>-8%</b>
<b>PAX ARRIVAL COUNT - JGTA</b>	78,841	69,141	<b>-12%</b>	78,841	69,141	<b>-12%</b>
<b>PAX ARRIVAL COUNT - KOREA</b>	22,963	28,590	<b>25%</b>	22,962	28,590	<b>25%</b>
<b>PAX ARRIVAL COUNT - TAIWAN</b>	3,362	4,912	<b>46%</b>	3,362	4,912	<b>46%</b>
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	545	2,114	<b>288%</b>	545	2,114	<b>288%</b>
<b>PAX ARRIVAL COUNT - RUSSIA</b>	1,074	2,249	<b>109%</b>	1,074	2,249	<b>109%</b>
<b>GVB TOTAL ARRIVAL COUNT</b>	116,559	117,076	<b>0%</b>	116,559	117,076	<b>0%</b>

**ANALYSIS:** The month of January showed a noticeable decrease of 16% change in the number of room nights available for sale and a decline of negative 18% in the number of room nights sold compared to the same period last year, 2013. The Weighted Average Occupancy Rate dropped at a negative 3 points reflecting 84%. The Weighted Average Room Rate increased 23% at \$167. Preliminary arrival numbers from the Guam Visitors Bureau unfortunately showed no movement of total arrivals for the month of January. JGTA down at a negative 12%, while the Korea market rose a steady increase of 25% and following the Taiwan market with a growing 46% compared to 2013. The mainland China market boomed double at 288% with the Russia market following same consistency at 109%, both doing good so far for the month of January 2014 as compared to the same period 2013.

**Weighted Average Occupancy** = Sum of Room Nights Sold divided by total number of Room Nights Available for sale by reporting hotels.

**Weighted Average Room Rate** = Sum of all Room Sales divided by sum of all Room Nights Sold by Reporting Hotels.

**Room Employee Ratio** = (Hotel Rooms/Total Number of Employees from Reporting Hotels).

\* As of release date, eleven hotels have not reported information to the Guam Hotel & Restaurant Association.