GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JANUARY 2015 (Released March 10, 2015)

Number of Hotels in GHRA: 24
Number of Existing Hotel Rooms: 7,852
Number of Rooms under Renovation: 329

Rev Par 2015: $134.10
Rev Par 2014: $140.68

Room Employee Ratio: 1.65 (Room to 1 Employee)

ANALYSIS:
The month of January showed a noticeable increase of 5% change in the number of room nights available for sale and a decline of negative 5% in the number of room nights sold compared to the same period last year, 2014. The Weighted Average Occupancy Rate dropped at a negative 6 points reflecting 78%. The Weighted Average Room Rate increased 3% at $172. 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 7%, while the Korea market rose a steady increase of 36% and following the Taiwan market with a drastic decrease at negative 47%. The mainland China market decreased at negative 55% with the Russia market following a decrease at negative 69%. The month January 2015 as compared to the same period 2014.

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.