



GUAM HOTEL & RESTAURANT ASSOCIATION

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

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,852	Capacity in Room Nights	189,627
Number of Rooms under Renovation	329	Room-Employee Ratio:	1.65(Room to 1 Employee)
		Rev Par	2015
			\$134.10
		Rev Par	2014
			\$140.68

	2014 YTD	2015 YTD	YTD CHANGE	Jan-14	Jan-15	CHANGE
NUMBER OF HOTELS REPORTING				15	15	0
Room Nights Available for Sale	151,249	189,627	25%	180,296	189,627	5%
Room Nights Sold	127,295	147,877	16%	156,000	147,877	-5%
HOTEL OCCUPANCY RATES						
Low Average	63%	43%	(20 pts.)	63%	43%	(20 pts.)
Mean Average	81%	75%	(6 pts.)	81%	75%	(6 pts.)
Weighted Average	84%	78%	(6 pts.)	84%	78%	(6 pts.)
High Average	93%	95%	2 pts.	93%	95%	2 pts.
HOTEL ROOM RATES						
Low Average	\$56	\$82	46%	\$56	\$82	46%
Mean Average	\$150	\$159	6%	\$150	\$159	6%
Weighted Average	\$167	\$172	3%	\$167	\$172	3%
High Average	\$212	\$225	6%	\$212	\$225	6%
GROSS RECEIPTS TAX PAID	\$1,388,279	\$1,683,039	21%	\$1,388,279	\$1,683,039	21%
ROOM OCCUPANCY TAX PAID	\$2,098,938	\$2,718,783	30%	\$2,098,938	\$2,718,783	30%
PAX ARRIVAL COUNT - JGTA	69,141	64,111	-7%	69,141	64,111	-7%
PAX ARRIVAL COUNT - KOREA	28,590	38,765	36%	28,590	38,765	36%
PAX ARRIVAL COUNT - TAIWAN	4,912	2,602	-47%	4,912	2,602	-47%
PAX ARRIVAL COUNT - CHINA, P.R.C	2,114	952	-55%	2,114	952	-55%
PAX ARRIVAL COUNT - RUSSIA	2,249	691	-69%	2,249	691	-69%
GVB TOTAL ARRIVAL COUNT	117,076	117,244	0%	117,076	117,244	0%

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.