



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT FEBRUARY 2014 (Released March 21, 2014)

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,459	Capacity in Room Nights	147,588
Number of Rooms under Renovation	118	Room-Employee Ratio:	1.75(Room to 1 Employee)
		Rev Par	2014
			\$138.81
		Rev Par	2013
			\$120.30

	2013 YTD	2014 YTD	YTD CHANGE	Feb-13	Feb-14	CHANGE
NUMBER OF HOTELS REPORTING				15	13	-2
Room Nights Available for Sale	342,976	298,837	-13%	162,680	147,588	-9%
Room Nights Sold	304,480	263,609	-13%	148,480	136,314	-8%
HOTEL OCCUPANCY RATES						
Low Average	63%	70%	7pts	67%	76%	9pts
Mean Average	86%	86%	0pts	89%	90%	1pt
Weighted Average	89%	88%	(1pt)	91%	92%	1pt
High Average	97%	96%	(1pt)	98%	98%	0pts
HOTEL ROOM RATES						
Low Average	\$39	\$55	41%	\$37	\$53	43%
Mean Average	\$120	\$144	20%	\$118	\$137	16%
Weighted Average	\$134	\$159	19%	\$132	\$150	14%
High Average	\$186	\$203	9%	\$180	\$194	8%
GROSS RECEIPTS TAX PAID	\$3,150,408	\$2,900,859	-8%	\$1,507,904	\$1,512,580	0%
ROOM OCCUPANCY TAX PAID	\$4,319,252	\$4,228,724	-2%	\$2,029,975	\$2,129,786	5%
PAX ARRIVAL COUNT - JGTA	164,834	144,434	-12%	85,993	75,293	-12%
PAX ARRIVAL COUNT - KOREA	41,941	51,895	24%	18,979	23,305	23%
PAX ARRIVAL COUNT - TAIWAN	7,914	8,783	11%	4,552	3,871	-15%
PAX ARRIVAL COUNT - CHINA, P.R.C	3,341	4,141	24%	2,796	2,027	-28%
PAX ARRIVAL COUNT - RUSSIA	1,570	3,617	130%	498	1,368	175%
GVB TOTAL ARRIVAL COUNT	238,630	234,013	-2%	122,072	116,937	-4%

ANALYSIS: The month of February showed a diminutive decrease of 9% change in the number of room nights available for sale and a slight decrease of 8% in the number of room nights sold compared to the same period last year, 2013. The Weighted Average Occupancy Rate increase an inch of 1 point change of 90%. The Weighted Average Room Rate increased 14% at \$150. Preliminary arrival numbers from the Guam Visitors Bureau showed a slight decrease of negative 4% of total arrivals for the month of February. JGTA down at a negative 12%, while the Korea market steady at 23%; the Taiwan market down at negative 15% compared to 2013. The mainland China market dropped low at negative 28% but gladly the Russia market bursted at 175% for the month of February 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, ten hotels have not reported information to the Guam Hotel & Restaurant Association.