



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT FEBRUARY 2015 (Released March 30, 2015)**

<b>Number of Hotels in GHRA</b>	24	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,854	<b>Capacity in Room Nights</b>	187,040
<b>Number of Rooms under Renovation</b>	92	<b>Room-Employee Ratio:</b>	1.66(Room to 1 Employee)
		<b>Rev Par</b>	<b>2015</b> 134.68
		<b>Rev Par</b>	<b>2014</b> \$138.81

	2014 YTD	2015 YTD	YTD CHANGE	Feb-14	Feb-15	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				13	17	4
Room Nights Available for Sale	298,837	376,667	26%	147,588	187,914	27%
Room Nights Sold	263,609	302,791	15%	136,314	154,914	14%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	70%	40%	(30pts.)	76%	36%	(40pts.)
Mean Average	86%	80%	(6pts.)	90%	85%	(5pts.)
Weighted Average	88%	81%	(7pts.)	92%	83%	(9pts.)
High Average	96%	97%	1pt.	98%	98%	0pts
<b>HOTEL ROOM RATES</b>						
Low Average	\$55	\$65	18%	\$53	\$47	-11%
Mean Average	\$144	\$151	5%	\$137	\$143	4%
Weighted Average	\$159	\$168	6%	\$150	\$163	9%
High Average	\$203	\$220	8%	\$194	\$214	10%
<b>GROSS RECEIPTS TAX PAID</b>	\$2,900,859	\$3,423,719	18%	\$1,512,580	\$1,740,680	15%
<b>ROOM OCCUPANCY TAX PAID</b>	\$4,228,724	\$5,306,881	25%	\$2,129,786	\$2,588,098	22%
<b>PAX ARRIVAL COUNT - JGTA</b>	144,434	139,164	-4%	75,293	74,153	-2%
<b>PAX ARRIVAL COUNT - KOREA</b>	51,895	70,522	36%	23,305	31,677	36%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	8,783	7,378	-16%	3,871	4,776	23%
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	4,141	6,255	51%	2,027	5,259	159%
<b>PAX ARRIVAL COUNT - RUSSIA</b>	3,617	840	-77%	1,368	142	-90%
<b>GVB TOTAL ARRIVAL COUNT</b>	234,108	244,581	4%	117,032	126,080	8%

**ANALYSIS:** The month of February showed a great increase of 27% change in the number of room nights available for sale and an increase of 14% in the number of room nights sold compared to the same period last year, 2014. The Weighted Average Occupancy Rate decreased a few inches at negative 9 points of 83%. The Weighted Average Room Rate increased 9% at \$163. Preliminary arrival numbers from the Guam Visitors Bureau showed a slight increase of 8% of total arrivals for the month of February. JGTA down at a negative 2%, while the Korea market booming at 36%; the Taiwan market increased at 23% compared to 2014. The mainland China market increased tremendously 159% but, the Russia market decreased tremendously at negative 90% for the month of February 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, ten hotels have not reported information to the Guam Hotel & Restaurant Association.