



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT March 2013 (REVISED May 8, 2013)**

<b>Number of Hotels in GHRA</b>	24	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,424	<b>Capacity in Room Nights</b>	180,265
<b>Number of Rooms under Renovation</b>	87	<b>Room-Employee Ratio:</b>	1.64 (Room to 1 Employee)
		<b>Rev Par 2013</b>	\$116.05
		<b>Rev Par 2012</b>	\$103.45

	2012 YTD	2013 YTD	YTD CHANGE	Mar-12	Mar-13	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				17	15	-2
Room Nights Available for Sale	563,268	523,241	-7%	200,508	180,265	-10%
Room Nights Sold	497,243	462,309	-7%	177,532	157,829	-11%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	62%	62%	0 pt.	60%	61%	1 pt.
Mean Average	86%	85%	(1 pt.)	86%	85%	(1 pt.)
Weighted Average	88%	89%	1 pt.	89%	88%	(1 pt.)
High Average	97%	97%	0 pt.	97%	96%	(1 pts.)
<b>HOTEL ROOM RATES</b>						
Low Average	\$45	\$42	-7%	\$45	\$48	7%
Mean Average	\$110	\$120	9%	\$105	\$120	14%
Weighted Average	\$121	\$134	11%	\$117	\$133	14%
High Average	\$164	\$184	12%	\$164	\$179	9%
<b>GROSS RECEIPTS TAX PAID</b>	\$4,444,485	\$4,702,282	6%	\$1,425,497	\$1,551,874	9%
<b>ROOM OCCUPANCY TAX PAID</b>	\$6,081,186	\$6,449,795	6%	\$2,083,063	\$2,130,543	2%
<b>PAX ARRIVAL COUNT - JGTA</b>	265,049	270,114	2%	99,541	105,280	6%
<b>PAX ARRIVAL COUNT - KOREA</b>	40,909	58,268	42%	10,751	16,327	52%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	14,086	11,126	-21%	3,255	3,212	-1%
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	3,279	3,789	16%	420	448	7%
<b>PAX ARRIVAL COUNT - RUSSIA</b>	638	2,331	265%	302	761	152%
<b>GVB TOTAL ARRIVAL COUNT</b>	355,093	375,358	6%	126,377	136,728	8%

**ANALYSIS:** The month of March reflected a -10% change in the number of room nights available for sale and decreased -11% in the number of room nights sold compared to the same period last year, 2012. The Weighted Average Occupancy Rate decreased -1 point to 88%. The Weighted Average Room Rate increased 14% at \$133. Preliminary arrival numbers from the Guam Visitors Bureau showed a 8% increase in total arrivals for the month of March. JGTA reflected an increase of 6% while the Korea market increased by 52% and the Taiwan market reflects a decrease of -1% compared to 2012. The mainland China market reflects a 7% increase and the Russia market reflects a 152% increase for the month of March 2013 as compared to the same period 2012.

**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, nine hotels have not reported information to the Guam Hotel & Restaurant Association.