



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT March 2014

Number of Hotels in GHRA 23
 Number of Existing Hotel Rooms 7,427
 Number of Rooms under Renovation 158

Number of Rooms under Construction 0
 Capacity in Room Nights 163,184
 Room-Employee Ratio: 1.74 (Room to 1 Employee)
 Rev Par 2014 \$129.00
 Rev Par 2013 \$116.05

	2013 YTD	2014 YTD	YTD CHANGE	Mar-13	Mar-14	CHANGE
NUMBER OF HOTELS REPORTING				15	13	-2
Room Nights Available for Sale	523,241	462,021	-12%	180,265	163,184	-9%
Room Nights Sold	462,309	407,192	-12%	157,829	143,583	-9%
HOTEL OCCUPANCY RATES						
Low Average	62%	67%	5pts.	61%	61%	0 pt.
Mean Average	85%	85%	0 pt.	85%	84%	(1 pt.)
Weighted Average	89%	88%	(1 pt.)	88%	88%	0 pt.
High Average	97%	95%	(2 pts.)	96%	95%	(1 pt.)
HOTEL ROOM RATES						
Low Average	\$42	\$55	31%	\$48	\$55	15%
Mean Average	\$120	\$140	17%	\$120	\$133	11%
Weighted Average	\$134	\$155	16%	\$133	\$147	11%
High Average	\$184	\$200	9%	\$179	\$193	8%
GROSS RECEIPTS TAX PAID	\$4,702,282	\$4,406,018	-6%	\$1,551,874	\$1,505,159	-3%
ROOM OCCUPANCY TAX PAID	\$6,449,795	\$6,420,107	0%	\$2,130,543	\$2,191,383	3%
PAX ARRIVAL COUNT - JGTA	270,114	237,186	-12%	105,280	92,752	-12%
PAX ARRIVAL COUNT - KOREA	58,268	73,495	26%	16,327	21,600	32%
PAX ARRIVAL COUNT - TAIWAN	11,126	12,024	8%	3,212	3,241	1%
PAX ARRIVAL COUNT - CHINA, P.R.C	3,789	4,769	26%	448	628	40%
PAX ARRIVAL COUNT - RUSSIA	2,331	5,400	132%	761	1,783	134%
GVB TOTAL ARRIVAL COUNT	375,358	365,363	-3%	136,728	131,255	-4%

ANALYSIS: The month of March reflected a -9% change in the number of room nights available for sale and decrease -9% in the number of room nights sold compared to the same period last year, 2013. The Weighted Average Occupancy Rate is even at 0 points to 88%. The Weighted Average Room Rate increased 11% at \$147. Preliminary arrival numbers from the Guam Visitors Bureau showed a -4% decrease in total arrivals for the month of March. JGTA reflected an decrease of -12% while the Korea market increased by 32% and the Taiwan market reflects an increase of 1% compared to 2013. The mainland China market reflects a 40% increase and the Russia market reflects a 134% increase for the month of March 2013 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, nine hotels have not reported information to the Guam Hotel & Restaurant Association.