



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT March 2015 (released on April 30,2015)

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,858	Capacity in Room Nights	189,441
Number of Rooms under Renovation	99	Room-Employee Ratio:	1.63 (Room to 1 Employee)
		Rev Par 2015	\$129.19
		Rev Par 2014	\$129.00

	2014 YTD	2015 YTD	YTD CHANGE	Mar-14	Mar-15	CHANGE
NUMBER OF HOTELS REPORTING				13	17	4
Room Nights Available for Sale	462,021	566,108	23%	163,184	189,441	16%
Room Nights Sold	407,192	457,910	12%	143,583	155,119	8%
HOTEL OCCUPANCY RATES						
Low Average	67%	37%	(30pts.)	61%	33%	(28pts.)
Mean Average	85%	79%	(6 pts.)	84%	78%	(6pts.)
Weighted Average	88%	81%	(7 pts.)	88%	82%	(6pts.)
High Average	95%	95%	0 pts.	95%	92%	(3pts.)
HOTEL ROOM RATES						
Low Average	\$55	\$63	15%	\$55	\$59	7%
Mean Average	\$140	\$146	4%	\$133	\$137	3%
Weighted Average	\$155	\$164	6%	\$147	\$158	7%
High Average	\$200	\$216	8%	\$193	\$210	9%
GROSS RECEIPTS TAX PAID	\$4,406,018	\$5,063,031	15%	\$1,505,159	\$1,639,312	9%
ROOM OCCUPANCY TAX PAID	\$6,420,107	\$7,690,207	20%	\$2,191,383	\$2,383,326	9%
PAX ARRIVAL COUNT - JGTA	237,183	226,899	-4%	92,749	87,735	-5%
PAX ARRIVAL COUNT - KOREA	73,495	97,956	33%	21,600	27,434	27%
PAX ARRIVAL COUNT - TAIWAN	12,024	10,657	-11%	3,241	3,279	1%
PAX ARRIVAL COUNT - CHINA, P.R.C	4,769	7,698	61%	628	1,443	130%
PAX ARRIVAL COUNT - RUSSIA	5,400	1,094	-80%	1,783	254	-86%
GVB TOTAL ARRIVAL COUNT	365,361	376,915	3%	131,255	132,334	1%

ANALYSIS: The month of March reflected a 16% change in the number of room nights available for sale and an increase of 8% in the number of room nights sold compared to the same period last year, 2014. The Weighted Average Occupancy Rate is decreased at 6 points to 82%. The Weighted Average Room Rate increased 7% at \$158. Preliminary arrival numbers from the Guam Visitors Bureau showed a 1% increase in total arrivals for the month of March. JGTA reflected an decrease of -5% while the Korea market increased by 27% and the Taiwan market reflects an increase of 1% compared to 2014. The mainland China market reflects a 130% increase and the Russia market reflects a negative -86% decrease for the month of March 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, nine hotels have not reported information to the Guam Hotel & Restaurant Association.