GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT MARCH 2016 (RELEASED June 3, 2016)

ANALYSIS: The month of March reflected 2% in the number of room nights available for sale and a negative 2% in the number of room nights sold compared to the same period last year, 2015. The Weighted Average Occupancy Rate decreased by 4 points to reflect an 78%. The Weighted Average Room Rate tickled an increase of 2% at $161.00. Preliminary arrival numbers from the Guam Visitors Bureau showed a tab 1% increase in total arrivals for the month of March. JGTA reflected a negative 10% while the Korea market showed a steady growth at 26% leaving the Taiwan market at a negative 1% compared to 2015. The mainland China market reflected a negative 4% with the Russia market trailing down a negative 25% for the month of March 2016 compared to the same period 2015.

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