



GUAM HOTEL & RESTAURANT ASSOCIATION

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

Number of Hotels in GHRA	26	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	8,287	Capacity in Room Nights	193,564
Number of Rooms under Renovation	59	Room-Employee Ratio:	1.64(Room to 1 Employee)
		Rev Par	2016
			\$ 126.02
		Rev Par	2015
			\$ 129.19

	2015 YTD	2016 YTD	YTD CHANGE	Mar-15	Mar-16	CHANGE
NUMBER OF HOTELS REPORTING				17	16	-1
Room Nights Available for Sale	566,108	552,518	-2%	189,441	193,564	2%
Room Nights Sold	457,910	456,583	0%	155,119	151,685	-2%
HOTEL OCCUPANCY RATES						
Low Average	67%	56%	(11pts)	33%	52%	19pts
Mean Average	85%	80%	(5pts)	78%	76%	(2pts)
Weighted Average	88%	83%	(5pts)	82%	78%	(4pts)
High Average	95%	92%	(3pts)	92%	90%	(2pts)
HOTEL ROOM RATES						
Low Average	\$55	\$ 57.00	4%	\$59	\$ 56.00	-5%
Mean Average	\$140	\$ 156.00	11%	\$137	\$ 147.00	7%
Weighted Average	\$155	\$ 173.00	12%	\$158	\$ 161.00	2%
High Average	\$200	\$ 232.00	16%	\$210	\$ 213.00	1%
GROSS RECEIPTS TAX PAID	\$4,406,018	\$ 5,215,369.00	18%	\$1,639,312	\$ 1,605,195.00	-2%
ROOM OCCUPANCY TAX PAID	\$6,420,107	\$ 8,173,006.00	27%	\$2,383,326	\$ 2,525,435.00	6%
PAX ARRIVAL COUNT - JGTA	226,899	213,768	-6%	87,735	79,256	-10%
PAX ARRIVAL COUNT - KOREA	97,956	124,879	27%	27,434	34,444	26%
PAX ARRIVAL COUNT - TAIWAN	10,657	11,724	10%	3,279	3,253	-1%
PAX ARRIVAL COUNT - CHINA, P.R.C	7,698	9,902	29%	1,443	1,384	-4%
PAX ARRIVAL COUNT - RUSSIA	1,094	752	-31%	254	191	-25%
GVB TOTAL ARRIVAL COUNT	365,361	404,926	11%	132,334	133,335	1%

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.