



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT April 2014 (Released May 30, 2014)

Number of Hotels in GHRA	23	Number of Rooms under Construction	114
Number of Existing Hotel Rooms	7,435	Capacity in Room Nights	162,420
Number of Rooms under Renovation	121	Room-Employee Ratio:	1.74 (Room to 1 Employee)
		Rev Par	2014 \$98.77
		Rev Par	2013 \$88.53

	2013 YTD	2014 YTD	YTD CHANGE	Apr-13	Apr-14	CHANGE
NUMBER OF HOTELS REPORTING				13	15	2
Room Nights Available for Sale	692,411	624,441	-10%	169,170	162,420	-4%
Room Nights Sold	578,543	524,787	-9%	116,234	117,595	1%
HOTEL OCCUPANCY RATES						
Low Average	58%	58%	0pt.	46%	32%	(14pts.)
Mean Average	81%	81%	0pt.	67%	67%	0 pt.
Weighted Average	84%	84%	0 pt.	69%	72%	3 pts.
High Average	93%	94%	1pt.	83%	90%	7pts.
HOTEL ROOM RATES						
Low Average	\$48	\$55	15%	\$66	\$57	-14%
Mean Average	\$121	\$134	11%	\$124	\$115	-7%
Weighted Average	\$133	\$150	13%	\$129	\$136	5%
High Average	\$181	\$197	9%	\$174	\$190	9%
GROSS RECEIPTS TAX PAID	\$5,886,055	\$5,592,423	-5%	\$1,183,773	\$1,186,405	0%
ROOM OCCUPANCY TAX PAID	\$8,009,403	\$8,112,508	1%	\$1,559,608	\$1,692,401	9%
PAX ARRIVAL COUNT - JGTA	329,749	293,496	-11%	59,635	56,313	-6%
PAX ARRIVAL COUNT - KOREA	73,522	97,135	32%	15,254	23,640	55%
PAX ARRIVAL COUNT - TAIWAN	14,157	15,202	7%	3,031	3,178	5%
PAX ARRIVAL COUNT - CHINA, P.R.C	4,388	5,475	25%	599	706	18%
PAX ARRIVAL COUNT - RUSSIA	2,846	7,129	150%	515	1,729	236%
GVB TOTAL ARRIVAL COUNT	466,855	464,183	-1%	91,499	98,822	8%

ANALYSIS: The month of April reflected a -4% change in the number of room nights available for sale and increased 1% in the number of room nights sold compared to the same period last year, 2013. The Weighted Average Occupancy Rate reflects a 3 points change of 72%. The Weighted Average Room Rate increased 5% at \$136. Preliminary arrival numbers from the Guam Visitors Bureau showed a 8% increase in total arrivals for the month of April. JGTA reflected a decrease of -6% while the Korea market increased by 55% and the Taiwan market reflects a increase of 5% compared to 2013. The mainland China market reflects a 18% increase and the Russia market reflects a 236% increase for the month of April 2014 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, ten hotels have not reported information to the Guam Hotel & Restaurant Association.