



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT April 2015 (Released June 5, 2015)

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,856	Capacity in Room Nights	196,782
Number of Rooms under Renovation	98	Room-Employee Ratio:	1.55 (Room to 1 Employee)
		Rev Par	2015 95.86
		Rev Par	2014 \$98.77

	2014 YTD	2015 YTD	YTD CHANGE	Apr-14	Apr-15	CHANGE
NUMBER OF HOTELS REPORTING				15	16	1
Room Nights Available for Sale	624,441	762,890	22%	162,420	196,782	21%
Room Nights Sold	524,787	584,839	11%	117,595	126,929	8%
HOTEL OCCUPANCY RATES						
Low Average	58%	36%	(22pts.)	32%	32%	0 pt.
Mean Average	81%	76%	(5 pts.)	67%	64%	(3 pts.)
Weighted Average	84%	77%	(7 pts.)	72%	65%	(7 pts.)
High Average	94%	93%	(1 pt.)	90%	85%	(5 pts.)
HOTEL ROOM RATES						
Low Average	\$55	\$55	0%	\$57	\$33	-42%
Mean Average	\$134	\$144	7%	\$115	\$136	18%
Weighted Average	\$150	\$161	7%	\$136	\$149	10%
High Average	\$197	\$210	7%	\$190	\$192	1%
GROSS RECEIPTS TAX PAID	\$5,592,423	\$6,372,689	14%	\$1,186,405	\$1,309,658	10%
ROOM OCCUPANCY TAX PAID	\$8,112,508	\$9,690,067	19%	\$1,692,401	\$1,999,860	18%
PAX ARRIVAL COUNT - JGTA	293,496	279,310	-5%	56,313	52,411	-7%
PAX ARRIVAL COUNT - KOREA	97,135	126,337	30%	23,640	28,381	20%
PAX ARRIVAL COUNT - TAIWAN	15,202	13,616	-10%	3,178	2,959	-7%
PAX ARRIVAL COUNT - CHINA, P.R.C	5,475	8,814	61%	706	1,116	58%
PAX ARRIVAL COUNT - RUSSIA	7,129	1,312	-82%	1,729	218	-87%
GVB TOTAL ARRIVAL COUNT	464,183	473,171	2%	98,822	96,256	-3%

ANALYSIS: The month of April reflected a 21% change in the number of room nights available for sale and increased 8% in the number of room nights sold compared to the same period last year, 2014. The Weighted Average Occupancy Rate reflects a -3 points change of 65%. The Weighted Average Room Rate increased 10% at \$149. Preliminary arrival numbers from the Guam Visitors Bureau showed a -3% decrease in total arrivals for the month of April. JGTA reflected a decrease of -7% while the Korea market increased by 20% and the Taiwan market reflects a decrease of -7% compared to 2014. The mainland China market reflects a 58% increase and the Russia market reflects a -87% decrease for the month of April 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, ten hotels have not reported information to the Guam Hotel & Restaurant Association.