



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JULY 2014 (REVISED September 5, 2014)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,378	Capacity in Room Nights	219,728
Number of Rooms under Renovation	280	Room-Employee Ratio:	1.57(Room to 1 Employee)
		Rev Par	2014
			\$ 97.76
		Rev Par	2013
			\$ 103.36

	2013 YTD	2014 YTD	YTD CHANGE	Jul-13	Jul-14	CHANGE
NUMBER OF HOTELS REPORTING				13	15	2
Room Nights Available for Sale	1,218,619	1,208,738	-1%	171,614	219,728	28%
Room Nights Sold	930,497	932,665	0%	129,449	146,151	13%
HOTEL OCCUPANCY RATES						
Low Average	46%	45%	(1 pt.)	30%	29%	(1pt.)
Mean Average	76%	76%	0 pt.	78%	74%	(4pts.)
Weighted Average	77%	78%	1 pt.	75%	67%	(8pts.)
High Average	91%	92%	1 pt.	105%	90%	(15pts.)
HOTEL ROOM RATES						
Low Average	\$ 53.00	\$ 49.00	-8%	\$ 45.00	\$ 18.00	-60%
Mean Average	\$ 120.00	\$ 129.00	8%	\$ 119.00	\$ 129.00	8%
Weighted Average	\$ 131.00	\$ 145.00	11%	\$ 137.00	\$ 147.00	7%
High Average	\$ 179.00	\$ 195.00	9%	\$ 171.00	\$ 194.00	13%
GROSS RECEIPTS TAX PAID	\$ 9,467,969.00	\$ 10,296,152.00	9%	\$ 1,390,969.00	\$ 1,459,359.00	5%
ROOM OCCUPANCY TAX PAID	\$ 12,631,100.00	\$ 13,916,843.00	10%	\$ 1,758,604.00	\$ 2,260,456.00	29%
PAX ARRIVAL COUNT - JGTA	514,708	459,732	-11%	69,774	60,357	-13%
PAX ARRIVAL COUNT - KOREA	134,711	174,446	29%	22,292	26,413	18%
PAX ARRIVAL COUNT - TAIWAN	28,624	31,367	10%	5,946	7,466	26%
PAX ARRIVAL COUNT - CHINA, P.R.C	6,581	8,884	35%	800	1,814	127%
PAX ARRIVAL COUNT - RUSSIA	4,193	13,792	229%	424	2,494	488%
GVB TOTAL ARRIVAL COUNT	763,484	767,370	1%	111,307	109,735	-1%

ANALYSIS: The month of July reflected an increase of 28% change in the number of room nights available for sale and increased 13% in the number of room nights sold compared to the same period last year, 2013. The Weighted Average Occupancy Rate decreased 8 points to reflect 67%. The Weighted Average Room Rate increased 6% at \$147.00. Preliminary arrival numbers from the Guam Visitors Bureau showed a -1% decrease in total arrivals for the month of July. JGTA reflected a decrease of -13% while the Korea market increased at 18% and the Taiwan market increased, which reflects a 26% compared to 2013. The mainland China market reflects a 127% increase and the Russia market reflects a 488% increase for the month of July 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.