GUAM HOTEL & RESTAURANT ASSOCIATION

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

Number of Hotels in GHRA: 23
Number of Existing Hotel Rooms: 7,378
Number of Rooms under Renovation: 280

Number of Rooms under Construction: 0
Capacity in Room Nights: 219,728
Room-Employee Ratio: 1.57 (Room to 1 Employee)
Rev Par 2014: $97.76
Rev Par 2013: $103.36

**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.