



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JULY 2015 (RELEASED September 1, 2015)

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,861	Capacity in Room Nights	176,514
Number of Rooms under Renovation	8	Room-Employee Ratio:	1.70(Room to 1 Employee)
		Rev Par	2015
			\$ 130.08
		Rev Par	2014
			\$ 97.76

	2014 YTD	2015 YTD	YTD CHANGE	Jul-14	Jul-15	CHANGE
NUMBER OF HOTELS REPORTING				15	14	-1
Room Nights Available for Sale	1,208,738	1,322,279	9%	219,728	176,514	-20%
Room Nights Sold	932,665	993,296	7%	146,151	135,996	-7%
HOTEL OCCUPANCY RATES						
Low Average	45%	33%	(12pts.)	29%	31%	2pts.
Mean Average	76%	72%	(4pts.)	74%	73%	(1pts.)
Weighted Average	78%	75%	(3pts.)	67%	77%	10 pts.
High Average	92%	90%	(2pts.)	90%	89%	(1pt.)
HOTEL ROOM RATES						
Low Average	\$ 49.00	\$ 55.00	12%	\$ 43.00	\$ 47.00	9%
Mean Average	\$ 129.00	\$ 140.00	9%	\$ 129.00	\$ 150.00	16%
Weighted Average	\$ 145.00	\$ 156.00	8%	\$ 147.00	\$ 169.00	15%
High Average	\$ 195.00	\$ 209.00	7%	\$ 194.00	\$ 221.00	14%
GROSS RECEIPTS TAX PAID	\$ 10,296,152.00	\$ 10,473,139.00	2%	\$ 1,459,359.00	\$ 1,443,754.00	-1%
ROOM OCCUPANCY TAX PAID	\$ 13,916,843.00	\$ 15,398,523.00	11%	\$ 2,260,456.00	\$ 2,288,825.00	1%
PAX ARRIVAL COUNT - JGTA	459,723	441,887	-4%	60,348	59,062	-2%
PAX ARRIVAL COUNT - KOREA	174,446	222,797	28%	26,414	35,395	34%
PAX ARRIVAL COUNT - TAIWAN	31,358	26,203	-16%	7,466	6,174	-17%
PAX ARRIVAL COUNT - CHINA, P.R.C	8,899	13,319	50%	1,829	2,311	26%
PAX ARRIVAL COUNT - RUSSIA	13,792	1,978	-86%	2,494	194	-92%
GVB TOTAL ARRIVAL COUNT	767,380	786,032	2%	109,752	114,956	5%

ANALYSIS: The month of July reflected an decrease of -20% change in the number of room nights available for sale and decreased -7% in the number of room nights sold compared to the same period last year, 2014. The Weighted Average Occupancy Rate increased 10 points to reflect 77%. The Weighted Average Room Rate increased 15% at \$169.00. Preliminary arrival numbers from the Guam Visitors Bureau showed a 5% increase in total arrivals for the month of July. JGTA reflected a decrease of -2% while the Korea market booming at 34% and the Taiwan market decreasing, which reflects a -17% compared to 2014. The mainland China market reflects a 26% increase and the Russia market reflects a -92% decrease for the month of July 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.