



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT AUGUST 2014

Number of Hotels in GHRA 23
 Number of Existing Hotel Rooms 7,366
 Number of Rooms under Renovation 145

Number of Rooms under Construction 88
 Capacity in Room Nights 219,356
 Room-Employee Ratio: 1.57(Room to 1 Employee)
 Rev Par 2014 \$ 141.10
 Rev Par 2013 \$140.80

	2013 YTD	2014 YTD	YTD CHANGE	Aug-13	Aug-14	CHANGE
NUMBER OF HOTELS REPORTING				13	15	2
Room Nights Available for Sale	1,390,623	1,428,094	3%	172,004	219,356	28%
Room Nights Sold	1,077,099	1,098,843	2%	146,602	166,178	13%
HOTEL OCCUPANCY RATES						
Low Average	44%	45%	1pt.	25%	58%	33pts
Mean Average	77%	76%	(1pt.)	87%	85%	(2pts.)
Weighted Average	78%	78%	0pts.	85%	76%	(9pts.)
High Average	93%	92%	(1pt.)	101%	96%	(5pts.)
HOTEL ROOM RATES						
Low Average	\$51	\$ 49.00	-4%	\$42	\$58	38%
Mean Average	\$123	\$ 129.00	5%	\$143	\$168	17%
Weighted Average	\$136	\$ 145.00	7%	\$165	\$186	13%
High Average	\$183	\$ 195.00	7%	\$208	\$262	26%
GROSS RECEIPTS TAX PAID	\$11,179,183	\$ 12,183,983.00	9%	\$1,711,214	\$1,887,831	10%
ROOM OCCUPANCY TAX PAID	\$15,097,688	\$ 17,110,700.00	13%	\$2,466,588	\$3,193,857	29%
PAX ARRIVAL COUNT - JGTA	609,599	547,404	-10%	94,891	87,672	-8%
PAX ARRIVAL COUNT - KOREA	157,879	201,692	28%	23,168	27,247	18%
PAX ARRIVAL COUNT - TAIWAN	32,780	36,592	12%	4,156	5,234	26%
PAX ARRIVAL COUNT - CHINA, P.R.C	7,549	10,073	33%	968	1,189	23%
PAX ARRIVAL COUNT - RUSSIA	4,543	14,792	226%	350	1,000	186%
GVB TOTAL ARRIVAL COUNT	897,839	900,491	0%	134,355	133,237	-1%

ANALYSIS: The month of August 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 9 points to reflect 76%. The Weighted Average Room Rate increased 13% at \$186.00. Preliminary arrival numbers from the Guam Visitors Bureau showed a 1% decrease in total arrivals for the month of August. JGTA reflected a decrease of -8% 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 23% increase while the Russia market continues to burst reflecting a 186% increase for the month of August 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, eight hotels have not reported information to the Guam Hotel & Restaurant Association.