



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT AUGUST 2015 (RELEASED October 15, 2015)

Number of Hotels in GHRA	28	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,866	Capacity in Room Nights	179,924
Number of Rooms under Renovation	8	Room-Employee Ratio:	1.70(Room to 1 Employee)
		Rev Par	2015
			\$ 168.32
		Rev Par	2014
			\$ 141.10

	2014 YTD	2015 YTD	YTD CHANGE	Aug-14	Aug-15	CHANGE
NUMBER OF HOTELS REPORTING				15	15	0
Room Nights Available for Sale	1,428,094	1,502,203	5%	219,356	179,924	-18%
Room Nights Sold	1,098,843	1,146,253	4%	166,178	152,957	-8%
HOTEL OCCUPANCY RATES						
Low Average	45%	32%	(13pts)	58%	25%	(33pts)
Mean Average	76%	73%	(3pts.)	85%	79%	(6pts)
Weighted Average	78%	77%	(1pt)	76%	85%	9pts
High Average	92%	91%	(1pt)	96%	96%	0pts
HOTEL ROOM RATES						
Low Average	\$ 49.00	\$ 56.00	14%	\$58	\$ 57.00	-2%
Mean Average	\$ 129.00	\$ 144.00	12%	\$168	\$ 172.00	2%
Weighted Average	\$ 145.00	\$ 162.00	12%	\$186	\$ 198.00	6%
High Average	\$ 195.00	\$ 216.00	11%	\$262	\$ 262.00	0%
GROSS RECEIPTS TAX PAID	\$ 12,183,983.00	\$ 12,287,827.00	1%	\$1,887,831	\$ 1,814,688.00	-4%
ROOM OCCUPANCY TAX PAID	\$ 17,110,700.00	\$ 18,386,969.00	7%	\$3,193,857	\$ 2,988,446.00	-6%
PAX ARRIVAL COUNT - JGTA	547,395	515,579	-6%	87,672	73,692	-16%
PAX ARRIVAL COUNT - KOREA	201,693	265,530	32%	27,247	42,733	57%
PAX ARRIVAL COUNT - TAIWAN	36,592	30,116	-18%	5,234	3,913	-25%
PAX ARRIVAL COUNT - CHINA, P.R.C	10,088	16,621	65%	1,189	3,302	178%
PAX ARRIVAL COUNT - RUSSIA	14,792	2,152	-85%	1,000	174	-83%
GVB TOTAL ARRIVAL COUNT	900,617	921,665	2%	133,237	135,498	2%

ANALYSIS: The month of August reflected an decrease of -18% change in the number of room nights available for sale and decreased -8% in the number of room nights sold compared to the same period last year, 2014. The Weighted Average Occupancy Rate increased 9 points to reflect 85%. The Weighted Average Room Rate slightly increased 6% at \$198.00. Preliminary arrival numbers from the Guam Visitors Bureau showed a 2% increase in total arrivals for the month of August. JGTA reflected a decrease of -16% while the Korea market increased at 57% and the Taiwan market decreasing, which reflects a -25% compared to 2014. The mainland China market reflects a drastic increase 178% increase while the Russia market reflects a -83% decrease for the month of August 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, 13 hotels have not reported information to the Guam Hotel & Restaurant Association.