



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT SEPTEMBER 2013 (Released November 6, 2013)

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,406	Capacity in Room Nights	173,850
Number of Rooms under Renovation	94	Room-Employee Ratio:	1.75(Room to 1 Employee)
		Rev Par	2013
			\$91.11
		Rev Par	2012
			\$102.56

	2012 YTD	2013 YTD	YTD CHANGE	Sep-12	Sep-13	CHANGE
NUMBER OF HOTELS REPORTING				13	13	0
Room Nights Available for Sale	1,591,597	1,564,473	-2%	157,050	173,850	11%
Room Nights Sold	1,276,196	1,205,426	-6%	135,173	128,327	-5%
HOTEL OCCUPANCY RATES						
Low Average	43%	42%	(1pt)	38%	27%	(11pts)
Mean Average	77%	77%	0pt	81%	76%	(5pts)
Weighted Average	81%	77%	(4pts)	86%	74%	(12pts)
High Average	92%	93%	1 pt	96%	92%	(4pts)
HOTEL ROOM RATES						
Low Average	\$48	\$51	6%	\$43	\$48	12%
Mean Average	\$110	\$121	10%	\$108	\$110	2%
Weighted Average	\$123	\$134	9%	\$119	\$123	3%
High Average	\$166	\$181	9%	\$161	\$166	3%
GROSS RECEIPTS TAX PAID	\$12,099,727	\$12,369,241	2%	\$1,256,212	\$1,190,058	-5%
ROOM OCCUPANCY TAX PAID	\$16,003,682	\$16,746,376	5%	\$1,681,048	\$1,648,688	-2%
PAX ARRIVAL COUNT - JGTA	700,228	683,092	-2%	79,900	73,493	-8%
PAX ARRIVAL COUNT - KOREA	127,547	177,565	39%	12,855	19,686	53%
PAX ARRIVAL COUNT - TAIWAN	38,969	37,729	-3%	3,646	4,949	36%
PAX ARRIVAL COUNT - CHINA, P.R.C	6,977	8,422	21%	655	873	33%
PAX ARRIVAL COUNT - RUSSIA	2,687	4,781	78%	308	238	-23%
GVB TOTAL ARRIVAL COUNT	976,844	1,006,474	3%	112,342	108,635	-3%

ANALYSIS: The month of September reflected an significant increase of 11% change in the number of room nights available for sale however, a slight decrease of 5% in the number of room nights sold compared to the same period last year, 2012. The Weighted Average Occupancy Rate dropped immensely at 12 points reflecting 74%. The Weighted Average Room Rate increased slightly 3% at \$123. Preliminary arrival numbers from the Guam Visitors Bureau showed a slight 3% decrease in total arrivals for the month of September. JGTA reflected a decrease of negative 8% while the Korea market boomed at a high rise at 53% and following the Taiwan market at a considerable increase of 36% compared to 2012. The mainland China market reflects a 33% increase while the Russia market dropped down at a negative 23% for the month of September 2013 as compared to the same period 2012.

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.