ANALYSIS: The month of September reflected an significant increase of 25% change in the number of room nights available for sale however, an increase of 25% in the number of room nights sold compared to the same period last year, 2013. The Weighted Average Occupancy Rate equaled at 0 points reflecting 74%. The Weighted Average Room Rate increased at 16% at $143.00. Preliminary arrival numbers from the Guam Visitors Bureau showed a slight 4% increase in total arrivals for the month of September. JGTA reflected a decrease of negative 7% while the Korea market boomed at a high rise at 20% and following the Taiwan market at a considerable decrease of 31% compared to 2013. The mainland China market reflects a 89% increase while the Russia market dropped down at a negative 18% for the month of September 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.