



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT SEPTEMBER 2014 (Released November 10, 2014)

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,512	Capacity in Room Nights	216,660
Number of Rooms under Renovation	85	Room-Employee Ratio:	1.57(Room to 1 Employee)
		Rev Par	2014
			\$ 105.43
		Rev Par	2013
			\$ 91.11

	2013 YTD	2014 YTD	YTD CHANGE	Sep-13	Sep-14	CHANGE
NUMBER OF HOTELS REPORTING				13	14	1
Room Nights Available for Sale	1,564,473	1,644,754	5%	173,850	216,660	25%
Room Nights Sold	1,290,426	1,258,671	-2%	128,327	159,828	25%
HOTEL OCCUPANCY RATES						
Low Average	42%	48%	6pts.	27%	58%	31pts.
Mean Average	77%	78%	1 pt.	76%	83%	7pts.
Weighted Average	77%	77%	0 pts.	74%	74%	0 pts.
High Average	93%	93%	0 pts.	92%	91%	(1pt.)
HOTEL ROOM RATES						
Low Average	\$51	\$50	-2%	\$48	\$46	-4%
Mean Average	\$121	\$134	11%	\$110	\$133	21%
Weighted Average	\$134	\$150	12%	\$123	\$143	16%
High Average	\$181	\$201	11%	\$166	\$186	12%
GROSS RECEIPTS TAX PAID	\$12,369,241	\$13,643,574	10%	\$1,190,058	\$1,459,591	23%
ROOM OCCUPANCY TAX PAID	\$16,746,376	\$19,442,260	16%	\$1,648,688	\$2,331,560	41%
PAX ARRIVAL COUNT - JGTA	683,092	615,804	-10%	73,493	68,409	-7%
PAX ARRIVAL COUNT - KOREA	177,565	225,350	27%	19,686	23,657	20%
PAX ARRIVAL COUNT - TAIWAN	37,739	40,000	6%	4,949	3,408	-31%
PAX ARRIVAL COUNT - CHINA, P.R.C	8,422	11,739	39%	873	1,651	89%
PAX ARRIVAL COUNT - RUSSIA	4,781	14,988	213%	238	196	-18%
GVB TOTAL ARRIVAL COUNT	1,006,474	1,013,031	1%	108,635	112,523	4%

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.