



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT SEPTEMBER 2015 (RELEASED December 16, 2015)**

<b>Number of Hotels in GHRA</b>	28	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,861	<b>Capacity in Room Nights</b>	187,050
<b>Number of Rooms under Renovation</b>	59	<b>Room-Employee Ratio:</b>	1.58Room to 1 Employee)
		<b>Rev Par</b>	<b>2015</b> \$ 116.78
		<b>Rev Par</b>	<b>2014</b> \$ 105.43

	2014 YTD	2015 YTD	YTD CHANGE	Sep-14	Sep-15	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				14	16	2
Room Nights Available for Sale	1,644,754	1,689,253	3%	216,660	187,050	-14%
Room Nights Sold	1,258,671	1,293,580	3%	159,828	147,327	-8%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	48%	32%	(16pts)	58%	31%	(27pts)
Mean Average	78%	73%	(5pts.)	83%	73%	(1pts)
Weighted Average	77%	77%	0pts	74%	79%	5pts
High Average	93%	91%	(2pt)	91%	90%	(1pt)
<b>HOTEL ROOM RATES</b>						
Low Average	\$50	\$ 58.00	16%	\$46	\$ 76.00	65%
Mean Average	\$134	\$ 143.00	7%	\$133	\$ 135.00	2%
Weighted Average	\$150	\$ 160.00	7%	\$143	\$ 148.00	3%
High Average	\$201	\$ 216.00	7%	\$186	\$ 216.00	16%
<b>GROSS RECEIPTS TAX PAID</b>	\$13,643,574	\$ 13,765,200.00	1%	\$1,459,591	\$ 1,477,373.00	1%
<b>ROOM OCCUPANCY TAX PAID</b>	\$19,442,260	\$ 20,663,471.00	6%	\$2,331,560	\$ 2,276,502.00	-2%
<b>PAX ARRIVAL COUNT - JGTA</b>	615,804	584,353	-5%	68,409	68,774	1%
<b>PAX ARRIVAL COUNT - KOREA</b>	225,350	301,425	34%	23,657	35,895	52%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	40,000	33,179	-17%	3,408	3,063	-10%
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	11,744	19,053	62%	1,651	2,432	47%
<b>PAX ARRIVAL COUNT - RUSSIA</b>	14,988	2,234	-85%	196	82	-58%
<b>GVB TOTAL ARRIVAL COUNT</b>	1,013,148	1,042,587	3%	112,531	120,922	7%

**ANALYSIS:** The month of September reflected an decrease of -14% 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 5 points to reflect 79%. The Weighted Average Room Rate slightly increased 3% at \$148.00. Preliminary arrival numbers from the Guam Visitors Bureau showed a 7% increase in total arrivals for the month of September. JGTA reflected a 1% increase while the Korea market showed a nice increase at 52% but the Taiwan market decreased at a -10% compared to 2014. The mainland China market reflects an increase at 47% increase while the Russia market reflects a 7% increase for the month of September 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, 12 hotels have not reported information to the Guam Hotel & Restaurant Association.