



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT OCTOBER 2013 (Released December 10, 2013)

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,411	Capacity in Room Nights	179,800
Number of Rooms under Renovation	161	Room-Employee Ratio:	1.82(Room to 1 Employee)
		Rev Par	2013 \$74.12
		Rev Par	2012 \$90.52

	2012 YTD	2013 YTD	YTD CHANGE	Oct-12	Oct-13	CHANGE
NUMBER OF HOTELS REPORTING				14	11	-3
Room Nights Available for Sale	1,591,597	1,744,273	10%	175,522	179,800	2%
Room Nights Sold	1,276,196	1,313,958	3%	139,091	108,532	-22%
HOTEL OCCUPANCY RATES						
Low Average	43%	38%	(5pt)	19%	0%	(19pts)
Mean Average	77%	75%	(2pts)	73%	56%	(17pts)
Weighted Average	81%	76%	(5pts)	79%	60%	(19pts)
High Average	92%	92%	0pt	91%	85%	(6pts)
HOTEL ROOM RATES						
Low Average	\$48	\$52	8%	\$43	\$63	47%
Mean Average	\$110	\$121	10%	\$104	\$115	11%
Weighted Average	\$123	\$133	8%	\$114	\$123	8%
High Average	\$166	\$180	8%	\$160	\$168	5%
GROSS RECEIPTS TAX PAID	\$12,099,727	\$13,436,561	11%	\$1,272,307	\$1,067,320	-16%
ROOM OCCUPANCY TAX PAID	\$16,003,682	\$18,095,259	13%	\$1,597,701	\$1,348,883	-16%
PAX ARRIVAL COUNT - JGTA	770,840	749,966	-3%	70,612	66,874	-5%
PAX ARRIVAL COUNT - KOREA	143,669	196,812	37%	16,122	19,247	19%
PAX ARRIVAL COUNT - TAIWAN	42,657	41,836	-2%	3,688	4,107	11%
PAX ARRIVAL COUNT - CHINA, P.R.C	8,064	9,941	23%	1,087	1,519	40%
PAX ARRIVAL COUNT - RUSSIA	3,048	5,197	71%	361	416	15%
GVB TOTAL ARRIVAL COUNT	1,081,178	1,108,429	3%	104,334	101,955	-2%

ANALYSIS: The month of October reflected a dimutive increase of 2% change in the number of room nights available for sale and a severe decrease of 22% in the number of room nights sold compared to the same period last year, 2012. The Weighted Average Occupancy Rate dropped at 19 points reflecting 60%. The Weighted Average Room Rate increased slightly 8% at \$123. Preliminary arrival numbers from the Guam Visitors Bureau showed a negative 2% in total arrivals for the month of October. JGTA arrivals slightly down negative 5%, while the Korea market rose 19% and following the Taiwan market at slight increase at 11% compared to 2012. The mainland China market boomed at 40% increase with the Russia market slightly up at 15% for the month of October 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, twelve hotels have not reported information to the Guam Hotel & Restaurant Association.