



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT OCTOBER 2014 (Released November 26, 2014)

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,511	Capacity in Room Nights	192,200
Number of Rooms under Renovation	85	Room-Employee Ratio:	1.58(Room to 1 Employee)
		Rev Par	2014 \$ 102.13
		Rev Par	2013 \$ 74.12

	2013 YTD	2014 YTD	YTD CHANGE	Oct-13	Oct-14	CHANGE
NUMBER OF HOTELS REPORTING				11	15	4
Room Nights Available for Sale	1,744,273	1,836,954	5%	179,800	192,200	7%
Room Nights Sold	1,313,958	1,404,291	7%	108,532	144,620	33%
HOTEL OCCUPANCY RATES						
Low Average	38%	47%	9 pts.	0%	42%	42 pts.
Mean Average	75%	77%	2 pts.	56%	72%	16 pts.
Weighted Average	76%	77%	1 pt.	60%	75%	5 pts.
High Average	92%	92%	0 pts.	85%	84%	(1 pt.)
HOTEL ROOM RATES						
Low Average	\$52	\$51	-2%	\$63	\$61	-3%
Mean Average	\$121	\$133	10%	\$115	\$125	9%
Weighted Average	\$133	\$148	11%	\$123	\$136	11%
High Average	\$180	\$200	11%	\$168	\$188	12%
GROSS RECEIPTS TAX PAID	\$13,436,561	\$13,991,370	4%	\$1,067,320	\$1,347,796	26%
ROOM OCCUPANCY TAX PAID	\$18,095,259	\$21,204,851	17%	\$1,348,883	\$1,762,591	31%
PAX ARRIVAL COUNT - JGTA	749,966	676,441	-10%	66,874	60,637	-9%
PAX ARRIVAL COUNT - KOREA	196,812	249,773	27%	19,247	24,423	27%
PAX ARRIVAL COUNT - TAIWAN	41,836	43,389	4%	4,107	3,389	-17%
PAX ARRIVAL COUNT - CHINA, P.R.C	9,941	13,648	37%	1,519	1,904	25%
PAX ARRIVAL COUNT - RUSSIA	5,197	15,362	196%	416	374	-10%
GVB TOTAL ARRIVAL COUNT	1,108,429	1,117,109	1%	101,955	103,961	2%

ANALYSIS: The month of October reflected a diminutive increase of 7% change in the number of room nights available for sale and a severe increase of 33% in the number of room nights sold compared to the same period last year, 2013. The Weighted Average Occupancy Rate increased at 5 points reflecting 75%. The Weighted Average Room Rate increased slightly 11% at \$136.00. Preliminary arrival numbers from the Guam Visitors Bureau showed a positive 2% in total arrivals for the month of October. JGTA arrivals slightly down negative 9%, while the Korea market rose 27% and following the Taiwan market at slight decrease at 17% compared to 2013. The mainland China market boomed at 25% increase with the Russia market slightly up down at negative 10% for the month of October 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, twelve hotels have not reported information to the Guam Hotel & Restaurant Association.