



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT OCTOBER 2015 (RELEASED December 16, 2015)

Number of Hotels in GHRA	28	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,858	Capacity in Room Nights	191,301
Number of Rooms under Renovation	60	Room-Employee Ratio:	1.58Room to 1 Employee)
		Rev Par	2015
			\$ 104.39
		Rev Par	2014
			\$ 102.13

	2014 YTD	2015 YTD	YTD CHANGE	Oct-14	Oct-15	CHANGE
NUMBER OF HOTELS REPORTING				15	15	0
Room Nights Available for Sale	1,836,954	1,880,554	2%	192,200	191,301	0%
Room Nights Sold	1,404,291	1,428,784	2%	144,620	135,204	-7%
HOTEL OCCUPANCY RATES						
Low Average	47%	33%	(14pts)	42%	38%	(4pts)
Mean Average	77%	73%	(4pts.)	72%	67%	(5pts)
Weighted Average	77%	76%	(1pt)	75%	71%	(4pts)
High Average	92%	90%	(2pt)	84%	90%	6pt
HOTEL ROOM RATES						
Low Average	\$51	\$ 58.00	14%	\$61	\$ 64.00	5%
Mean Average	\$133	\$ 143.00	8%	\$125	\$ 136.00	9%
Weighted Average	\$148	\$ 159.00	7%	\$136	\$ 148.00	9%
High Average	\$200	\$ 215.00	8%	\$188	\$ 204.00	9%
GROSS RECEIPTS TAX PAID	\$13,991,370	\$ 15,128,716.00	8%	\$1,347,796	\$ 1,363,516.00	1%
ROOM OCCUPANCY TAX PAID	\$21,204,851	\$ 22,616,483.00	7%	\$1,762,591	\$ 1,953,012.00	11%
PAX ARRIVAL COUNT - JGTA	676,441	642,383	-5%	60,637	58,030	-4%
PAX ARRIVAL COUNT - KOREA	249,773	338,731	36%	24,423	37,306	53%
PAX ARRIVAL COUNT - TAIWAN	43,389	35,927	-17%	3,389	2,748	-19%
PAX ARRIVAL COUNT - CHINA, P.R.C	13,648	21,359	56%	1,904	2,306	21%
PAX ARRIVAL COUNT - RUSSIA	15,362	2,421	-84%	374	187	-50%
GVB TOTAL ARRIVAL COUNT	1,117,109	1,154,879	3%	103,961	112,292	8%

ANALYSIS: The month of October reflected 0% change in the number of room nights available for sale and decreased -7% in the number of room nights sold compared to the same period last year, 2014. The Weighted Average Occupancy Rate decreased -4 points to reflect 71%. The Weighted Average Room Rate slightly increased 9% at \$148.00. Preliminary arrival numbers from the Guam Visitors Bureau showed a 8% increase in total arrivals for the month of October. JGTA reflected a -4% decrease while the Korea market showed a nice increase at 53% but the Taiwan market decreased at a -19% compared to 2014. The mainland China market reflects an increase at 21% increase while the Russia market downsized at a -50% for the month of October 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, 13 hotels have not reported information to the Guam Hotel & Restaurant Association.