



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT NOVEMBER 2013 (Released January 13, 2013)**

<b>Number of Hotels in GHRA</b>	24	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,416	<b>Capacity in Room Nights</b>	174,150
<b>Number of Rooms under Renovation</b>	163	<b>Room-Employee Ratio:</b>	1.73(Room to 1 Employee)
		<b>Rev Par</b>	<b>2013</b> \$87.98
		<b>Rev Par</b>	<b>2012</b> \$95.17

	2012 YTD	2013 YTD	YTD CHANGE	Nov-12	Nov-13	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				14	13	-1
Room Nights Available for Sale	1,927,739	1,918,423	0%	160,620	174,150	8%
Room Nights Sold	1,550,147	1,438,799	-7%	134,860	124,841	-7%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	40%	38%	(2pts)	39%	44%	5pts
Mean Average	77%	75%	(2pts)	78%	75%	(3pts)
Weighted Average	81%	75%	(6pts)	84%	72%	(12pts)
High Average	92%	92%	0pt	96%	93%	(3pts)
<b>HOTEL ROOM RATES</b>						
Low Average	\$47	\$52	11%	\$43	\$55	28%
Mean Average	\$109	\$120	10%	\$103	\$112	9%
Weighted Average	\$122	\$132	8%	\$113	\$123	9%
High Average	\$165	\$179	8%	\$165	\$169	2%
<b>GROSS RECEIPTS TAX PAID</b>	\$14,536,655	\$14,649,432	1%	\$1,164,621	\$1,212,871	4%
<b>ROOM OCCUPANCY TAX PAID</b>	\$19,172,744	\$19,681,384	3%	\$1,571,361	\$1,586,125	1%
<b>PAX ARRIVAL COUNT - JGTA</b>	848,499	817,323	-4%	77,659	67,357	-13%
<b>PAX ARRIVAL COUNT - KOREA</b>	161,366	220,782	37%	17,697	23,967	35%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	45,608	44,832	-2%	2,951	2,996	2%
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	8,461	10,634	26%	397	693	75%
<b>PAX ARRIVAL COUNT - RUSSIA</b>	3,469	6,669	92%	421	1,472	250%
<b>GVB TOTAL ARRIVAL COUNT</b>	1,190,312	1,215,909	2%	109,134	107,480	-2%

**ANALYSIS:** The month of November reflected a slight increase of 8% change in the number of room nights available for sale and a decrease of 7% in the number of room nights sold compared to the same period last year, 2012. The Weighted Average Occupancy Rate dropped at a negative 12 points reflecting 72%. The Weighted Average Room Rate increased slightly at 9% at \$123. Preliminary arrival numbers from the Guam Visitors Bureau showed a negative 2% in total arrivals for the month of November. JGTA showed a noticeable decrease of 13%, while the Korea market boost at a promising 35% and following the Taiwan market denting an increase of 2% compared to 2012. The mainland China market increase significantly at 75% with the Russia market booming at 250% for the month of November 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, ten hotels have not reported information to the Guam Hotel & Restaurant Association.