



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT NOVEMBER 2014 (Released January 6, 2015)

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,515	Capacity in Room Nights	189,702
Number of Rooms under Renovation	95	Room-Employee Ratio:	1.56(Room to 1 Employee)
		Rev Par	2014 \$ 98.70
		Rev Par	2013 \$ 87.98

	2013 YTD	2014 YTD	YTD CHANGE	Nov-13	Nov-14	CHANGE
NUMBER OF HOTELS REPORTING				13	16	3
Room Nights Available for Sale	1,918,432	2,026,656	6%	174,150	189,702	9%
Room Nights Sold	1,438,799	1,544,030	7%	124,841	140,739	13%
HOTEL OCCUPANCY RATES						
Low Average	38%	46%	8 pts.	44%	35%	(9 pts.)
Mean Average	75%	77%	2 pts.	75%	69%	(6 pts.)
Weighted Average	75%	77%	2 pts.	72%	74%	2 pts.
High Average	92%	91%	(1 pt.)	93%	89%	(4 pts.)
HOTEL ROOM RATES						
Low Average	\$52	\$52	0%	\$55	\$62	13%
Mean Average	\$120	\$132	10%	\$112	\$121	8%
Weighted Average	\$132	\$147	11%	\$123	\$133	8%
High Average	\$179	\$198	11%	\$169	\$182	8%
GROSS RECEIPTS TAX PAID	\$14,649,432	\$16,184,571	10%	\$1,212,871	\$1,193,201	-2%
ROOM OCCUPANCY TAX PAID	\$19,681,384	\$23,106,351	17%	\$1,586,125	\$1,901,500	20%
PAX ARRIVAL COUNT - JGTA	817,323	741,380	-9%	67,357	64,939	-4%
PAX ARRIVAL COUNT - KOREA	220,782	275,703	25%	23,967	25,930	8%
PAX ARRIVAL COUNT - TAIWAN	44,832	46,066	3%	2,996	2,677	-11%
PAX ARRIVAL COUNT - CHINA, P.R.C	10,634	14,751	39%	693	1,103	59%
PAX ARRIVAL COUNT - RUSSIA	6,669	15,790	137%	1,472	428	-71%
GVB TOTAL ARRIVAL COUNT	1,215,909	1,223,126	1%	107,480	106,017	-1%

ANALYSIS: The month of November reflected a slight increase of 9% change in the number of room nights available for sale and a increase of 13% in the number of room nights sold compared to the same period last year, 2013. The Weighted Average Occupancy Rate increased at a positive 2 points reflecting 74%. The Weighted Average Room Rate increased slightly at 8% at \$133. Preliminary arrival numbers from the Guam Visitors Bureau showed a negative 1 % in total arrivals for the month of November. JGTA showed a noticeable decrease of negative 4%, while the Korea market boost at a promising 8% and following the Taiwan market decreasing at negative 11% compared to 2013. The mainland China market increase significantly at 59% with the Russia market down at negative 71% for the month of November 2013 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, ten hotels have not reported information to the Guam Hotel & Restaurant Association.