



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT NOVEMBER 2015 (RELEASED January 29, 2016)

Number of Hotels in GHRA 28
 Number of Existing Hotel Rooms 7,861
 Number of Rooms under Renovation 57

Number of Rooms under Construction 0
 Capacity in Room Nights 189,875
 Room-Employee Ratio: 1.59Room to 1 Employee)
 Rev Par 2015 \$ 109.72
 Rev Par 2014 \$ 98.70

	2014 YTD	2015 YTD	YTD CHANGE	Nov-14	Nov-15	CHANGE
NUMBER OF HOTELS REPORTING				16	15	-1
Room Nights Available for Sale	2,026,656	2,070,429	2%	189,702	189,875	0%
Room Nights Sold	1,544,030	1,572,743	2%	140,738	143,959	2%
HOTEL OCCUPANCY RATES						
Low Average	46%	34%	(12pts)	35%	43%	8pts
Mean Average	77%	72%	(5pts.)	69%	72%	3pts
Weighted Average	77%	76%	(1pt)	74%	76%	2pts
High Average	91%	90%	(1pt)	89%	92%	3pts
HOTEL ROOM RATES						
Low Average	\$52	\$ 57.00	10%	\$62	\$ 43.00	-31%
Mean Average	\$132	\$ 142.00	8%	\$121	\$ 133.00	10%
Weighted Average	\$147	\$ 158.00	7%	\$133	\$ 145.00	9%
High Average	\$198	\$ 213.00	8%	\$182	\$ 196.00	8%
GROSS RECEIPTS TAX PAID	\$16,184,571	\$ 16,594,716.00	3%	\$1,193,201	\$ 1,466,000.00	23%
ROOM OCCUPANCY TAX PAID	\$23,106,351	\$ 24,693,725.00	7%	\$1,901,500	\$ 2,077,242.00	9%
PAX ARRIVAL COUNT - JGTA	741,380	705,143	-5%	64,939	62,760	-3%
PAX ARRIVAL COUNT - KOREA	275,703	381,761	38%	25,930	43,030	66%
PAX ARRIVAL COUNT - TAIWAN	46,066	39,071	-15%	2,677	3,144	17%
PAX ARRIVAL COUNT - CHINA, P.R.C	14,751	22,604	53%	1,103	1,245	13%
PAX ARRIVAL COUNT - RUSSIA	15,790	2,677	-83%	428	256	-40%
GVB TOTAL ARRIVAL COUNT	1,223,126	1,276,615	4%	106,130	121,736	15%

ANALYSIS: The month of November reflected 0% change in the number of room nights available for sale however increased just 2% In the number of room nights sold compared to the same period last year, 2014. The Weighted Average Occupancy Rate showed 3 points to reflect 72%. The Weighted Average Room Rate slightly increased 9% at \$145.00. Preliminary arrival numbers from the Guam Visitors Bureau showed a positive 15% increase in total arrivals for the month of November. JGTA reflected a -3% decrease while the Korea market continued to increase at 66% and the Taiwan market increased a bit at 17% compared to 2014. The mainland China market reflects an increase at 13% increase while the Russia market downsloped at -40% for the month of November 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, 8 hotels have not reported information to the Guam Hotel & Restaurant Association.