



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT DECEMBER 2014 (Released January 28, 2015)

Number of Hotels in GHRA	24	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,610	Capacity in Room Nights	226,920
Number of Rooms under Renovation	87	Room-Employee Ratio:	1.73(Room to 1 Employee)
		Rev Par	2014 \$100.37
		Rev Par	2013 \$114.61

	2013 YTD	2014 YTD	YTD CHANGE	Dec-13	Dec-14	CHANGE
NUMBER OF HOTELS REPORTING				13	13	0
Room Nights Available for Sale	2,098,347	2,253,576	7%	179,924	226,920	26%
Room Nights Sold	1,573,481	1,676,950	7%	134,682	132,052	-2%
HOTEL OCCUPANCY RATES						
Low Average	40%	45%	5 pts.	58%	39%	(19 pts.)
Mean Average	76%	76%	0 pts.	80%	72%	(8 pts.)
Weighted Average	75%	75%	0 pts.	75%	58%	(17 pts.)
High Average	92%	92%	0 pts.	92%	93%	1 pt.
HOTEL ROOM RATES						
Low Average	\$53	\$53	0%	\$53	\$67	26%
Mean Average	\$122	\$134	10%	\$140	\$158	13%
Weighted Average	\$134	\$149	11%	\$153	\$172	12%
High Average	\$181	\$201	11%	\$204	\$224	10%
GROSS RECEIPTS TAX PAID	\$16,178,272	\$17,785,982	10%	\$1,528,840	\$1,601,411	5%
ROOM OCCUPANCY TAX PAID	\$21,798,571	\$25,467,308	17%	\$2,117,187	\$2,360,957	12%
PAX ARRIVAL COUNT - JGTA	893,118	810,253	-9%	75,795	69,463	-8%
PAX ARRIVAL COUNT - KOREA	245,655	307,939	25%	24,873	32,335	30%
PAX ARRIVAL COUNT - TAIWAN	48,653	49,135	1%	3,821	3,070	-20%
PAX ARRIVAL COUNT - CHINA, P.R.C	11,225	16,279	45%	591	1,529	159%
PAX ARRIVAL COUNT - RUSSIA	8,084	16,293	102%	1,415	503	-64%
GVB TOTAL ARRIVAL COUNT	1,334,497	1,342,377	1%	118,588	119,829	1%

ANALYSIS: The month of December increased with 26% change in the number of room nights available for sale and a decrease of 2% in the number of room nights sold compared to the same period last year, 2013. The Weighted Average Occupancy Rate dropped at a negative 17 points reflecting 58%. The Weighted Average Room Rate increased slightly at 12% at \$172. Preliminary arrival numbers from the Guam Visitors Bureau showed a inch increase of 1% in total arrivals for the month of December. JGTA showed a decrease of 8%, while the Korea market showed an increase of 30% and following the Taiwan market with a slight decrease of 20% compared to 2013. The mainland China market increased drastically at 159% with the Russia market dropping at a negative 64% for the month of December 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, ten hotels have not reported information to the Guam Hotel & Restaurant Association.