



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JULY 2016 (released September 9, 2016)

Number of Hotels in GHRA	26	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	8,287	Capacity in Room Nights	193,564
Number of Rooms under Renovation	91	Room-Employee Ratio:	1.63(Room to 1 Employee)
		Rev Par	2016
			\$ 124.14
		Rev Par	2015
			\$ 130.08

	2015 YTD	2016 YTD	YTD CHANGE	Jul-15	Jul-16	CHANGE
NUMBER OF HOTELS REPORTING				14	16	2
Room Nights Available for Sale	1,322,279	1,314,468	-1%	176,514	193,564	10%
Room Nights Sold	993,296	986,028	-1%	135,996	139,889	3%
HOTEL OCCUPANCY RATES						
Low Average	33%	40%	7pts	31%	32%	1pt
Mean Average	72%	72%	0pts	73%	69%	(4pts)
Weighted Average	75%	75%	0pts	77%	72%	(5pts)
High Average	90%	91%	1pt	89%	91%	2pts
HOTEL ROOM RATES						
Low Average	\$ 55.00	\$ 57.00	4%	\$ 47.00	\$ 44.00	-6%
Mean Average	\$ 140.00	\$ 146.00	4%	\$ 150.00	\$ 148.00	-1%
Weighted Average	\$ 156.00	\$ 164.00	5%	\$ 169.00	\$ 172.00	2%
High Average	\$ 209.00	\$ 219.00	5%	\$ 221.00	\$ 219.00	-1%
GROSS RECEIPTS TAX PAID	\$ 10,473,139.00	\$ 10,390,020.00	-1%	\$ 1,443,754.00	\$ 1,483,397.00	3%
ROOM OCCUPANCY TAX PAID	\$ 15,398,523.00	\$ 16,463,879.00	7%	\$ 2,288,825.00	\$ 2,427,154.00	6%
PAX ARRIVAL COUNT - JGTA	441,887	419,619	-5%	59,062	54,625	-8%
PAX ARRIVAL COUNT - KOREA	222,797	301,861	35%	35,395	48,883	38%
PAX ARRIVAL COUNT - TAIWAN	26,203	25,554	-2%	6,174	3,883	-37%
PAX ARRIVAL COUNT - CHINA, P.R.C	13,319	17,726	33%	2,311	2,062	-11%
PAX ARRIVAL COUNT - RUSSIA	1,978	1,467	-26%	194	158	-19%
GVB TOTAL ARRIVAL COUNT	786,167	866,671	10%	115,091	122,996	7%

ANALYSIS: The month of July reflected a slight increase at 10% in the number of room nights available for sale and a very light increase of 3% in the number of room nights sold compared to the same period last year, 2015. The Weighted Average Occupancy Rate decreased by 5 points to reflect a 72%. The Weighted Average Room Rate increased a tab of 2% at \$172. Preliminary arrival numbers from the Guam Visitors Bureau showed an slight increase of 7% in total arrivals for the month of July. JGTA reflected a negative 8% while the Korea market remained a steady growth of 38% with the Taiwan market showing a decline at a negative 37% compared to 2015. The mainland China market decreased at a negative 11% and the Russia market showed a negative 19% for the month of July 2016 compared to the same period 2015.

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.