



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT SEPTEMBER 2016 (released November 3, 2016)**

<b>Number of Hotels in GHRA</b>	26	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	8,291	<b>Capacity in Room Nights</b>	187,440
<b>Number of Rooms under Renovation</b>	55	<b>Room-Employee Ratio:</b>	1.65(Room to 1 Employee)
		<b>Rev Par</b>	<b>2016</b>
			\$ 138.98
		<b>Rev Par</b>	<b>2015</b>
			\$ 116.78

	2015 YTD	2016 YTD	YTD CHANGE	Sep-15	Sep-16	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				16	16	<b>0</b>
Room Nights Available for Sale	1,689,253	1,696,123	<b>0%</b>	187,050	187,440	<b>0%</b>
Room Nights Sold	1,293,580	1,314,673	<b>2%</b>	147,327	163,650	<b>11%</b>
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	32%	41%	<b>9pts</b>	31%	49%	<b>18pts</b>
Mean Average	73%	74%	<b>1pt</b>	73%	84%	<b>11pts</b>
Weighted Average	77%	78%	<b>1pt</b>	79%	87%	<b>8pts</b>
High Average	91%	93%	<b>2pts</b>	90%	97%	<b>7pts</b>
<b>HOTEL ROOM RATES</b>						
Low Average	\$ 58.00	\$ 57.00	<b>-2%</b>	\$ 76.00	\$ 55.00	<b>-28%</b>
Mean Average	\$ 143.00	\$ 150.00	<b>5%</b>	\$ 135.00	\$ 147.00	<b>9%</b>
Weighted Average	\$ 160.00	\$ 167.00	<b>4%</b>	\$ 148.00	\$ 159.00	<b>7%</b>
High Average	\$ 216.00	\$ 227.00	<b>5%</b>	\$ 216.00	\$ 213.00	<b>-1%</b>
<b>GROSS RECEIPTS TAX PAID</b>	\$ 13,765,200.00	\$ 13,891,936.00	<b>1%</b>	\$ 1,477,373.00	\$ 1,573,194.00	<b>6%</b>
<b>ROOM OCCUPANCY TAX PAID</b>	\$ 20,663,471.00	\$ 22,525,261.00	<b>9%</b>	\$ 2,276,502.00	\$ 2,648,065.00	<b>16%</b>
<b>PAX ARRIVAL COUNT - JGTA</b>	584,353	564,091	<b>-3%</b>	68,774	65,130	<b>-5%</b>
<b>PAX ARRIVAL COUNT - KOREA</b>	301,425	392,955	<b>30%</b>	35,895	44,185	<b>23%</b>
<b>PAX ARRIVAL COUNT - TAIWAN</b>	33,179	32,508	<b>-2%</b>	3,063	3,490	<b>14%</b>
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	19,053	21,626	<b>14%</b>	2,432	1,822	<b>-25%</b>
<b>PAX ARRIVAL COUNT - RUSSIA</b>	2,234	1,641	<b>-27%</b>	82	66	<b>-20%</b>
<b>GVB TOTAL ARRIVAL COUNT</b>	1,042,587	1,144,481	<b>10%</b>	120,922	133,629	<b>11%</b>

**ANALYSIS:** The month of September reflected no change in the number of room nights available for sale but increased greatly at 11% in the number of room nights sold compared to the same period last year, 2015. The Weighted Average Occupancy Rate went up 8 points at 87%. The Weighted Average Room Rate increased 7%at \$159. Preliminary arrival numbers from the Guam Visitors Bureau showed an increase at 11% in total arrivals for the month of September. JGTA reflected a negative 5% but the Korea market is up 23% while the Taiwan market showing a 14% compared to 2015. The mainland China market continues to decrease at negative 25% along with the Russia market at a negative 20% for the month of September 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.