



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT OCTOBER 2016 (released December 2, 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>	193,688
<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>
			\$ 112.28
		<b>Rev Par</b>	<b>2015</b>
			\$ 104.39

	2015 YTD	2016 YTD	YTD CHANGE	Oct-15	Oct-16	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				15	16	1
Room Nights Available for Sale	1,880,554	1,889,811	0%	191,301	193,688	1%
Room Nights Sold	1,428,784	1,457,498	2%	135,204	142,825	6%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	33%	39%	6pts	38%	20%	(18pts)
Mean Average	73%	74%	1pt	67%	68%	1pt
Weighted Average	76%	77%	1pt	71%	74%	3pts
High Average	90%	93%	3pts	90%	94%	3pts
<b>HOTEL ROOM RATES</b>						
Low Average	\$ 58.00	\$ 57.00	-2%	\$ 64.00	\$ 59.00	-8%
Mean Average	\$ 143.00	\$ 148.00	3%	\$ 136.00	\$ 134.00	-1%
Weighted Average	\$ 159.00	\$ 166.00	4%	\$ 148.00	\$ 152.00	3%
High Average	\$ 215.00	\$ 225.00	5%	\$ 204.00	\$ 202.00	-1%
<b>GROSS RECEIPTS TAX PAID</b>	\$ 15,128,716.00	\$ 15,324,191.00	1%	\$ 1,363,516.00	\$ 1,432,255.00	5%
<b>ROOM OCCUPANCY TAX PAID</b>	\$ 22,616,483.00	\$ 24,694,788.00	9%	\$ 1,953,012.00	\$ 2,169,527.00	11%
<b>PAX ARRIVAL COUNT - JGTA</b>	642,383	619,727	-4%	58,030	55,636	-4%
<b>PAX ARRIVAL COUNT - KOREA</b>	338,731	441,074	30%	37,306	48,119	29%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	35,927	36,007	0%	2,748	3,499	27%
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	21,359	23,981	12%	2,306	2,355	2%
<b>PAX ARRIVAL COUNT - RUSSIA</b>	2,421	1,898	-22%	187	257	37%
<b>GVB TOTAL ARRIVAL COUNT</b>	1,154,879	1,267,015	10%	112,292	122,534	9%

**ANALYSIS:** The month of October reflected a 1% increase in the number of room nights available for sale and slowly increased at 6% in the number of room nights sold compared to the same period last year, 2015. The Weighted Average Occupancy Rate went up 3 points at 74%. The Weighted Average Room Rate increased just a bit from 3% at \$152. Preliminary arrival numbers from the Guam Visitors Bureau showed an increase at 9% in total arrivals for the month of October. JGTA reflected a negative 4 while the Korean Market increased at 29% while the Taiwan market shows 27% compared to 2015. The mainland China market increased at 2% while the Russia market doubled at 37% for the month or 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.