



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT JANUARY 2017 (released)**

**Number of Hotels in GHRA** 26  
**Number of Existing Hotel Rooms** 8,228

**Number of Rooms under Construction** 7  
**Capacity in Room Nights** 178,244  
**Room-Employee Ratio:** 1.64(Room to 1 Employee)  
**Rev Par** 2017 \$ 164.31  
**Rev Par** 2016 \$ 142.57

	2016 YTD	2017 YTD	YTD CHANGE	Jan-16	Jan-17	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				14	15	1
Room Nights Available for Sale	2,225,437	191,239	<b>-91%</b>	177,878	191,239	<b>8%</b>
Room Nights Sold	1,736,054	159,428	<b>-91%</b>	145,094	159,428	<b>10%</b>
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	41%	53%	<b>12pts</b>	45%	53%	<b>10pts</b>
Mean Average	74%	79%	<b>5pts</b>	78%	79%	<b>1pts</b>
Weighted Average	76%	83%	<b>7pt</b>	82%	83%	<b>1pts</b>
High Average	93%	94%	<b>1pts</b>	91%	94%	<b>3pts</b>
<b>HOTEL ROOM RATES</b>						
Low Average	\$ 58.00	\$ 60.00	<b>3%</b>	\$ 55.00	\$ 60.00	<b>9%</b>
Mean Average	\$ 149.00	\$ 175.00	<b>17%</b>	\$ 164.00	\$ 175.00	<b>7%</b>
Weighted Average	\$ 166.00	\$ 197.00	<b>19%</b>	\$ 185.00	\$ 197.00	<b>6%</b>
High Average	\$ 224.00	\$ 252.00	<b>13%</b>	\$ 239.00	\$ 252.00	<b>5%</b>
<b>GROSS RECEIPTS TAX PAID</b>	\$ 18,364,896.00	\$ 1,901,261.00	<b>-90%</b>	\$ 1,779,353.00	\$ 1,901,261.00	<b>7%</b>
<b>ROOM OCCUPANCY TAX PAID</b>	\$ 29,452,209.00	\$ 3,217,526.00	<b>-89%</b>	\$ 2,769,610.00	\$ 3,217,526.00	<b>16%</b>
<b>PAX ARRIVAL COUNT - JGTA</b>	679,645	57,037	<b>-92%</b>	62,716	57,037	<b>-9%</b>
<b>PAX ARRIVAL COUNT - KOREA</b>	489,764	56,341	<b>-88%</b>	48,859	56,341	<b>15%</b>
<b>PAX ARRIVAL COUNT - TAIWAN</b>	39,252	3,850	<b>-90%</b>	3,675	3,850	<b>5%</b>
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	25,358	4,053	<b>-84%</b>	2,127	4,053	<b>91%</b>
<b>PAX ARRIVAL COUNT - RUSSIA</b>	2,156	216	<b>-90%</b>	442	216	<b>-51%</b>
<b>GVB TOTAL ARRIVAL COUNT</b>	1,392,763	136,029	<b>-90%</b>	129,259	136,029	<b>5%</b>

**ANALYSIS:** The month of January reflected a 8% increase in the number of room nights available for sale and a 10% increase in the number of room nights sold compared to the same period last year, 2016. The Weighted Average Occupancy Rate went up 1 point at 83%. The Weighted Average Room Rate increased at 6% at \$197. Preliminary arrival numbers from the Guam Visitors Bureau showed a decrease at negative 9% in total arrivals for the month of Jan. JGTA reflected a negative 3% while the Korean Market rose only at 43% with the Taiwan market showing a small decrease of negative 2% compared to 2015. The mainland China market increased at 51% while the Russia market showed only a 7% increase for the month of December compared to the same period in 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, 11 hotels have not reported information to the Guam Hotel & Restaurant Association.