



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT FEBRUARY 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** 172,732  
**Room-Employee Ratio:** 1.65(Room to 1 Employee)  
**Rev Par** 2017 \$ 142.93  
**Rev Par** 2016 \$ 152.92

	2016 YTD	2017 YTD	YTD CHANGE	Feb-16	Feb-17	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				16	15	-1
Room Nights Available for Sale	358,954	191,239	-47%	181,076	172,732	-5%
Room Nights Sold	304,898	159,428	-48%	159,804	139,143	-13%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	58%	53%	12pts	71%	72%	1pt
Mean Average	83%	79%	5pts	87%	87%	1pt
Weighted Average	85%	83%	7pt	88%	82%	(6pts)
High Average	93%	94%	1pts	95%	94%	1pts
<b>HOTEL ROOM RATES</b>						
Low Average	\$ 57.00	\$ 60.00	5%	\$ 59.00	\$ 59.00	0%
Mean Average	\$ 161.00	\$ 175.00	9%	\$ 158.00	\$ 162.00	3%
Weighted Average	\$ 179.00	\$ 197.00	10%	\$ 173.00	\$ 177.00	2%
High Average	\$ 242.00	\$ 252.00	4%	\$ 245.00	\$ 236.00	-4%
<b>GROSS RECEIPTS TAX PAID</b>	\$ 3,610,174.00	\$ 1,901,261.00	-47%	\$ 1,830,821.00	\$ 1,660,762.00	-9%
<b>ROOM OCCUPANCY TAX PAID</b>	\$ 5,647,571.00	\$ 3,217,526.00	-43%	\$ 2,877,961.00	\$ 2,510,423.00	-13%
<b>PAX ARRIVAL COUNT - JGTA</b>	134,512	111,393	-17%	71,796	54,356	-24%
<b>PAX ARRIVAL COUNT - KOREA</b>	90,435	107,522	19%	41,576	51,181	23%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	8,471	7,460	-12%	4,796	3,610	-25%
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	8,518	6,436	-24%	6,391	2,383	-63%
<b>PAX ARRIVAL COUNT - RUSSIA</b>	561	649	16%	119	233	96%
<b>GVB TOTAL ARRIVAL COUNT</b>	271,591	269,469	-1%	142,332	133,440	-6%

**ANALYSIS:** The month of February reflected a negative 5% decrease in the number of room nights available for sale and a negative 13% decrease in the number of room nights sold compared to the same period last year, 2016. The Weighted Average Occupancy Rate went down 6 point at 82%. The Weighted Average Room Rate increased at 2% at \$177. Preliminary arrival numbers from the Guam Visitors Bureau showed a decrease at negative 6% in total arrivals for the month of February JGTA reflected a negative 24% while the Korean Market rose at 23% with the Taiwan market showing a decrease of negative 25% compared to 2016. The mainland China market decreased at 63% while the Russia market showed a 92% increase for the month of February compared to the same period in 2016.

**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.