



**GUAM HOTEL & RESTAURANT ASSOCIATION**

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

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

**Number of Rooms under Construction** 9  
**Capacity in Room Nights** 204,693  
**Room-Employee Ratio:** 1.65(Room to 1 Employee)  
**Rev Par** 2017 \$ 134.75  
**Rev Par** 2016 \$ 152.92

	2016 YTD	2017 YTD	YTD CHANGE	Mar-16	Mar-17	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				16	16	<b>0</b>
Room Nights Available for Sale	552,518	568,664	<b>3%</b>	193,564	204,693	<b>6%</b>
Room Nights Sold	456,583	461,962	<b>1%</b>	151,685	163,392	<b>8%</b>
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	56%	58%	<b>2pts</b>	52%	50%	<b>1pt</b>
Mean Average	80%	83%	<b>3pts</b>	76%	82%	<b>1pt</b>
Weighted Average	83%	81%	<b>(2pts)</b>	78%	80%	<b>2pts</b>
High Average	92%	94%	<b>2pts</b>	90%	94%	<b>1pt</b>
<b>HOTEL ROOM RATES</b>						
Low Average	\$ 57.00	\$ 58.00	<b>2%</b>	\$ 56.00	\$ 55.00	<b>-2%</b>
Mean Average	\$ 156.00	\$ 164.00	<b>5%</b>	\$ 147.00	\$ 154.00	<b>5%</b>
Weighted Average	\$ 173.00	\$ 181.00	<b>5%</b>	\$ 161.00	\$ 169.00	<b>5%</b>
High Average	\$ 232.00	\$ 238.00	<b>3%</b>	\$ 213.00	\$ 225.00	<b>6%</b>
<b>GROSS RECEIPTS TAX PAID</b>	\$ 5,215,369.00	\$ 5,427,496.00	<b>4%</b>	\$ 1,605,195.00	\$ 1,865,473.00	<b>16%</b>
<b>ROOM OCCUPANCY TAX PAID</b>	\$ 8,173,006.00	\$ 8,065,579.00	<b>-1%</b>	\$ 2,525,435.00	\$ 2,337,630.00	<b>-7%</b>
<b>PAX ARRIVAL COUNT - JGTA</b>	213,768	182,777	<b>-14%</b>	79,256	71,384	<b>-10%</b>
<b>PAX ARRIVAL COUNT - KOREA</b>	124,879	158,912	<b>27%</b>	34,444	51,390	<b>49%</b>
<b>PAX ARRIVAL COUNT - TAIWAN</b>	11,724	10,313	<b>-12%</b>	3,253	2,853	<b>-12%</b>
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	9,902	7,766	<b>-22%</b>	1,384	1,330	<b>-4%</b>
<b>PAX ARRIVAL COUNT - RUSSIA</b>	752	1,023	<b>36%</b>	191	374	<b>96%</b>
<b>GVB TOTAL ARRIVAL COUNT</b>	404,926	410,131	<b>1%</b>	133,335	140,662	<b>5%</b>

**ANALYSIS:** The month of March reflected a 6% increase in the number of room nights available for sale and a 8% increase in the number of room nights sold compared to the same period last year, 2016. The Weighted Average Occupancy Rate went up 2 points at 80%. The Weighted Average Room Rate increased at 5% at \$169. Preliminary arrival numbers from the Guam Visitors Bureau showed a increase 5% in total arrivals for the month of March. JGTA reflected a negative 10% while the Korean Market rose at 49% with the Taiwan market showing a decrease of negative 12% compared to 2016. The mainland China market decreased at negative 4% while the Russia market showed a 96% increase for the month of March 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, 9 hotels have not reported information to the Guam Hotel & Restaurant Association.