GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT MARCH 2017 (released)

Number of Hotels in GHRA: 26
Number of Rooms under Construction: 9
Number of Existing Hotel Rooms: 8,228
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

Room Employees Ratio = (Hotel Rooms/Total Number of Employees from Reporting Hotels).

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.

* As of release date, 9 hotels have not reported information to the Guam Hotel & Restaurant Association.