



**GUAM HOTEL & RESTAURANT ASSOCIATION**

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

**Number of Hotels in GHRA** 26  
**Number of Existing Hotel Rooms** 8,237

**Number of Rooms under Construction** 7  
**Capacity in Room Nights** 198,420  
**Room-Employee Ratio:** 1.65(Room to 1 Employee)  
**Rev Par** 2017 \$ 117.02  
**Rev Par** 2016 \$ 99.88

	2016 YTD	2017 YTD	YTD CHANGE	Apr-16	Apr-17	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				16	16	<b>0</b>
Room Nights Available for Sale	739,898	767,084	<b>4%</b>	193,564	198,420	<b>3%</b>
Room Nights Sold	579,749	608,488	<b>5%</b>	151,685	146,526	<b>-3%</b>
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	50%	56%	<b>5pts</b>	52%	49%	<b>(3pts)</b>
Mean Average	76%	82%	<b>6pts</b>	76%	76%	<b>0pt</b>
Weighted Average	79%	80%	<b>1pt</b>	78%	74%	<b>(4pts)</b>
High Average	91%	93%	<b>2pts</b>	90%	91%	<b>1pt</b>
<b>HOTEL ROOM RATES</b>						
Low Average	\$ 57.00	\$ 57.00	<b>0%</b>	\$ 56.00	\$ 55.00	<b>-2%</b>
Mean Average	\$ 156.00	\$ 158.00	<b>1%</b>	\$ 147.00	\$ 142.00	<b>-3%</b>
Weighted Average	\$ 173.00	\$ 175.00	<b>1%</b>	\$ 161.00	\$ 158.00	<b>-2%</b>
High Average	\$ 232.00	\$ 229.00	<b>-1%</b>	\$ 213.00	\$ 203.00	<b>-5%</b>
<b>GROSS RECEIPTS TAX PAID</b>	\$ 6,468,991.00	\$ 7,139,281.00	<b>10%</b>	\$ 1,605,195.00	\$ 1,711,785.00	<b>7%</b>
<b>ROOM OCCUPANCY TAX PAID</b>	\$ 10,080,482.00	\$ 10,416,192.00	<b>3%</b>	\$ 2,525,435.00	\$ 2,350,613.00	<b>-7%</b>
<b>PAX ARRIVAL COUNT - JGTA</b>	263,063	232,611	<b>-12%</b>	49,295	49,834	<b>1%</b>
<b>PAX ARRIVAL COUNT - KOREA</b>	163,546	212,429	<b>30%</b>	38,667	53,517	<b>38%</b>
<b>PAX ARRIVAL COUNT - TAIWAN</b>	14,311	13,521	<b>-6%</b>	2,587	3,208	<b>24%</b>
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	11,731	9,486	<b>-19%</b>	1,829	1,720	<b>-6%</b>
<b>PAX ARRIVAL COUNT - RUSSIA</b>	908	1,255	<b>38%</b>	156	232	<b>49%</b>
<b>GVB TOTAL ARRIVAL COUNT</b>	510,372	532,753	<b>4%</b>	510,372	532,753	<b>4%</b>

**ANALYSIS:** The month of April reflected a 3% increase in the number of room nights available for sale and a negative 3% decrease in the number of room nights sold compared to the same period last year, 2016. The Weighted Average Occupancy Rate went down 4 points at 74%. The Weighted Average Room Rate decreased at negative 2% at \$158. Preliminary arrival numbers from the Guam Visitors Bureau showed a increase 4% in total arrivals for the month of April. JGTA reflected a 1% while the Korean Market rose at 38% with the Taiwan market showing an increase 24% compared to 2016. The mainland China market decreased at negative 6% while the Russia market showed a 49% increase for the month of April 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.