



# GUAM HOTEL & RESTAURANT ASSOCIATION

## SUMMARY STATISTICAL REPORT APR 2018 (released)

Number of Hotels in GHRA 26  
Number of Existing Hotel Rooms 8,399

Number of Rooms under Construction 10  
Capacity in Room Nights 128,650  
Room-Employee Ratio: 1.23(Room to 1 Employee)  
Rev Par 2018 \$ 121.21  
Rev Par 2017 \$ 120.40

	2017 YTD	2018 YTD	YTD CHANGE	Apr-17	Apr-18	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				17	9	-8
Room Nights Available for Sale	735,358	567,734	-23%	197,010	128,650	-35%
Room Nights Sold	615,153	444,530	-28%	153,190	91,150	-40%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	56%	47%	(9pts)	49%	33%	(16pts)
Mean Average	81%	75%	(6pts)	75%	69%	(6pts)
Weighted Average	84%	78%	(6pts)	78%	71%	(7pts)
High Average	93%	89%	(4pts)	91%	85%	(6pts)
<b>HOTEL ROOM RATES</b>						
Low Average	\$ 57.00	\$ 76.00	33%	\$ 55.00	\$ 85.00	55%
Mean Average	\$ 157.00	\$ 159.00	1%	\$ 138.00	\$ 164.00	19%
Weighted Average	\$ 175.00	\$ 178.00	2%	\$ 155.00	\$ 171.00	10%
High Average	\$ 229.00	\$ 238.00	4%	\$ 203.00	\$ 242.00	19%
<b>GROSS RECEIPTS TAX PAID</b>	\$ 7,164,959.00	\$ 5,949,619.00	-17%	\$ 1,737,463.00	\$ 2,064,745.00	19%
<b>ROOM OCCUPANCY TAX PAID</b>	\$ 10,472,396.00	\$ 7,775,234.00	-26%	\$ 2,406,817.00	\$ 1,297,808.00	-46%
<b>PAX ARRIVAL COUNT - JGTA</b>	232,613	189,919	-18%	49,834	39,934	-20%
<b>PAX ARRIVAL COUNT - KOREA</b>	212,435	243,585	15%	53,517	60,265	13%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	13,519	9,641	-29%	3,208	2,241	-30%
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	9,547	7,358	-23%	1,720	1,046	-39%
<b>PAX ARRIVAL COUNT - RUSSIA</b>	1,255	1,775	41%	232	315	36%
<b>GVB TOTAL ARRIVAL COUNT</b>	532,885	517,536	-3%	122,607	117,678	-4%

**ANALYSIS:** The month of April reflected a 35% decrease in the number of room nights available for sale and a 40% decrease in the number of room nights sold compared to the same period last year, 2017. The Weighted Average Occupancy Rate went down 7 points at 71%. The Weighted Average Room Rate increased 10% at \$171. Preliminary arrival numbers from the Guam Visitors Bureau showed a decrease of 4% in total arrivals for the month of April. JGTA reflected a negative 20% while the Korean Market increased 13% and the Taiwan market showing a decrease to 30% compared to 2017. The mainland China market dropped 39% while the Russia market showed an increase of 36% for the month of April, compared to the same period in 2017.

**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, 16 hotels have not reported information to the Guam Hotel & Restaurant Association.