



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT July 2017 (released)

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

Number of Rooms under Construction 135
Capacity in Room Nights 224,533
Room-Employee Ratio: 1.53(Room to 1 Employee)
Rev Par 2017 \$ 89.70
Rev Par 2016 \$ 124.14

	2016 YTD	2017 YTD	YTD CHANGE	Jul-16	Jul-17	CHANGE
NUMBER OF HOTELS REPORTING				16	13	-3
Room Nights Available for Sale	1,314,468	1,207,287	-8%	193,564	219,750	14%
Room Nights Sold	986,028	866,376	-12%	139,889	118,544	-15%
HOTEL OCCUPANCY RATES						
Low Average	40%	48%	8pts	32%	34%	2pts
Mean Average	72%	79%	7pts	69%	76%	7pts
Weighted Average	75%	73%	(2pts)	72%	54%	(18pts)
High Average	91%	94%	3pts	91%	93%	2pts
HOTEL ROOM RATES						
Low Average	\$ 57.00	\$ 57.00	0%	\$ 44.00	\$ 53.00	20%
Mean Average	\$ 146.00	\$ 153.00	5%	\$ 148.00	\$ 140.00	-5%
Weighted Average	\$ 164.00	\$ 169.00	3%	\$ 172.00	\$ 166.00	-3%
High Average	\$ 219.00	\$ 222.00	1%	\$ 219.00	\$ 210.00	-4%
GROSS RECEIPTS TAX PAID	\$ 10,390,020.00	\$ 9,767,704.00	-6%	\$ 1,483,397.00	\$ 1,261,100.00	-15%
ROOM OCCUPANCY TAX PAID	\$ 16,463,879.00	\$ 14,393,084.00	-13%	\$ 2,427,154.00	\$ 1,966,425.00	-19%
PAX ARRIVAL COUNT - JGTA	419,619	380,533	-9%	54,625	51,811	-5%
PAX ARRIVAL COUNT - KOREA	301,861	380,135	26%	48,883	61,097	25%
PAX ARRIVAL COUNT - TAIWAN	25,554	21,904	-14%	3,883	2,443	-37%
PAX ARRIVAL COUNT - CHINA, P.R.C	17,726	14,721	-17%	2,062	2,015	-2%
PAX ARRIVAL COUNT - RUSSIA	1,467	1,963	34%	158	248	57%
GVB TOTAL ARRIVAL COUNT	866,671	907,301	5%	122,996	132,952	8%

ANALYSIS: The month of July reflected a 14% increase in the number of room nights available for sale and a negative 15% decrease in the number of room nights sold compared to the same period last year, 2016. The Weighted Average Occupancy Rate went down 18 points at 54%. The Weighted Average Room Rate decreased negative 3% at \$166. Preliminary arrival numbers from the Guam Visitors Bureau showed a increase 8% in total arrivals for the month of July. JGTA reflected a negative 5% while the Korean Market rose at 25% with the Taiwan market showing an decrease a negative 37% compared to 2016. The mainland China market decreased at negative 2% while the Russia market showed a 57% increase for the month of July 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, 13 hotels have not reported information to the Guam Hotel & Restaurant Association.