



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JUL 2018 (released)

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

Number of Rooms under Construction 40
Capacity in Room Nights 131,254
Room-Employee Ratio: 1.22(Room to 1 Employee)
Rev Par 2018 \$ 133.33
Rev Par 2017 \$ 123.42

	2017 YTD	2018 YTD	YTD CHANGE	Jul-17	Jul-18	CHANGE
NUMBER OF HOTELS REPORTING				15	9	-6
Room Nights Available for Sale	1,254,221	930,852	-26%	171,089	131,254	-23%
Room Nights Sold	1,009,283	720,428	-29%	129,478	101,140	-22%
HOTEL OCCUPANCY RATES						
Low Average	46%	40%	(6pts)	33%	35%	2pts
Mean Average	78%	73%	(3pts)	72%	74%	2pts
Weighted Average	80%	77%	(3pts)	76%	79%	3pts
High Average	94%	92%	(2pts)	90%	95%	5pts
HOTEL ROOM RATES						
Low Average	\$ 56.00	\$ 78.00	39%	\$ 48.00	\$ 78.00	63%
Mean Average	\$ 150.00	\$ 154.00	3%	\$ 139.00	\$ 155.00	12%
Weighted Average	\$ 167.00	\$ 179.00	7%	\$ 163.00	\$ 168.00	3%
High Average	\$ 220.00	\$ 231.00	5%	\$ 212.00	\$ 238.00	12%
GROSS RECEIPTS TAX PAID	\$ 11,160,436.00	\$ 9,445,674.00	-15%	\$ 1,341,371.00	\$ 1,356,855.00	1%
ROOM OCCUPANCY TAX PAID	\$ 16,623,768.00	\$ 12,068,898.00	-27%	\$ 2,119,176.00	\$ 1,717,516.00	-19%
PAX ARRIVAL COUNT - JGTA	380,535	302,396	-21%	51,811	40,163	-22%
PAX ARRIVAL COUNT - KOREA	380,141	442,719	16%	61,097	70,622	16%
PAX ARRIVAL COUNT - TAIWAN	21,902	17,094	-22%	2,443	2,976	22%
PAX ARRIVAL COUNT - CHINA, P.R.C	14,782	10,728	-27%	2,015	1,359	-33%
PAX ARRIVAL COUNT - RUSSIA	1,963	2,635	34%	248	231	-7%
GVB TOTAL ARRIVAL COUNT	907,443	889,516	-2%	132,952	131,594	-1%

ANALYSIS: The month of July reflected a 23% decrease in the number of room nights available for sale and a 22% decrease in the number of room nights sold compared to the same period last year, 2017. The Weighted Average Occupancy Rate went up 3 points at 79%. The Weighted Average Room Rate increased 3% at \$168. Preliminary arrival numbers from the Guam Visitors Bureau showed a decrease of 1% in total arrivals for the month of July. JGTA reflected a negative 22% while the Korean Market increased 16% and the Taiwan market showing a increase of 22% compared to 2017. The mainland China market dropped 33% while the Russia market showed an decrease of 7% for the month of July, 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.