



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT MAR 2018 (released)

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

Number of Rooms under Construction 64
Capacity in Room Nights 126,790
Room-Employee Ratio: 1.20(Room to 1 Employee)
Rev Par 2018 \$ 136.54
Rev Par 2017 \$ 144.27

	2017 YTD	2018 YTD	YTD CHANGE	Mar-17	Mar-18	CHANGE
NUMBER OF HOTELS REPORTING				16	10	-6
Room Nights Available for Sale	538,348	439,084	-18%	191,177	126,790	-34%
Room Nights Sold	461,963	353,380	-24%	163,392	104,994	-36%
HOTEL OCCUPANCY RATES						
Low Average	58%	51%	(7pts)	50%	48%	(2pts)
Mean Average	83%	77%	(6pts)	82%	77%	(5pts)
Weighted Average	86%	81%	(5pts)	85%	83%	(2pts)
High Average	94%	90%	(4pts)	94%	90%	(4pts)
HOTEL ROOM RATES						
Low Average	\$ 58.00	\$ 72.00	24%	\$ 55.00	\$ 84.00	53%
Mean Average	\$ 164.00	\$ 157.00	-4%	\$ 154.00	\$ 148.00	-4%
Weighted Average	\$ 181.00	\$ 180.00	-1%	\$ 169.00	\$ 165.00	-2%
High Average	\$ 238.00	\$ 236.00	-1%	\$ 225.00	\$ 220.00	-2%
GROSS RECEIPTS TAX PAID	\$ 5,427,496.00	\$ 3,884,874.00	-28%	\$ 1,865,473.00	\$ 1,062,988.00	-43%
ROOM OCCUPANCY TAX PAID	\$ 8,065,579.00	\$ 6,477,426.00	-20%	\$ 2,337,630.00	\$ 1,759,419.00	-25%
PAX ARRIVAL COUNT - JGTA	182,777	149,985	-18%	71,384	61,613	-14%
PAX ARRIVAL COUNT - KOREA	158,912	183,320	15%	51,390	53,132	3%
PAX ARRIVAL COUNT - TAIWAN	10,313	7,400	-28%	2,853	2,453	-14%
PAX ARRIVAL COUNT - CHINA, P.R.C	7,766	6,312	-19%	1,330	1,174	-12%
PAX ARRIVAL COUNT - RUSSIA	1,023	1,460	43%	374	540	44%
GVB TOTAL ARRIVAL COUNT	410,131	399,858	-3%	140,662	137,734	-2%

ANALYSIS: The month of March reflected a 34% decrease in the number of room nights available for sale and a 36% decrease in the number of room nights sold compared to the same period last year, 2017. The Weighted Average Occupancy Rate went down 2 points at 83%. The Weighted Average Room Rate decreased 2% at \$165. Preliminary arrival numbers from the Guam Visitors Bureau showed a decrease of 2% in total arrivals for the month of March. JGTA reflected a negative 14% while the Korean Market increased 3% and the Taiwan market showing a decrease to 14% compared to 2017. The mainland China market dropped 12% while the Russia market showed an increase of 44% for the month of March, 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.