



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT MAR 2019 (released)

Number of Hotels in GHRA 26
Number of Existing Hotel Rooms 8,269

Number of Rooms under Construction 0
Capacity in Room Nights 256,339
Room-Employee Ratio: 1.12(Room to 1 Employee)
Rev Par 2019 \$ 137.18
Rev Par 2018 \$ 136.54

| | 2018 YTD | 2019 YTD | YTD CHANGE | Mar-18 | Mar-19 | CHANGE |
|---|-----------------|-----------------|------------|-----------------|-----------------|--------|
| NUMBER OF HOTELS REPORTING | 13 | 10 | -3 | 10 | 6 | -4 |
| Room Nights Available for Sale | 439,084 | 316,324 | -28% | 126,790 | 84,971 | -33% |
| Room Nights Sold | 353,380 | 258,815 | -27% | 104,994 | 74,513 | -29% |
| HOTEL OCCUPANCY RATES | | | | | | |
| Low Average | 51% | 45% | (6pts) | 51% | 66% | 15pts |
| Mean Average | 77% | 81% | 4pts | 77% | 89% | 12pts |
| Weighted Average | 81% | 82% | 1pt | 81% | 88% | 7pts |
| High Average | 90% | 96% | 6pts | 90% | 103% | 13pts |
| HOTEL ROOM RATES | | | | | | |
| Low Average | \$ 72.00 | \$ 83.00 | 15% | \$ 84.00 | \$ 98.00 | 17% |
| Mean Average | \$ 157.00 | \$ 158.00 | 1% | \$ 148.00 | \$ 149.00 | 1% |
| Weighted Average | \$ 180.00 | \$ 168.00 | -7% | \$ 165.00 | \$ 156.00 | -5% |
| High Average | \$ 236.00 | \$ 217.00 | -8% | \$ 220.00 | \$ 189.00 | -14% |
| GROSS RECEIPTS TAX PAID | \$ 3,884,874.00 | \$ 3,968,416.00 | 2% | \$ 1,062,988.00 | \$ 1,044,791.00 | -2% |
| ROOM OCCUPANCY TAX PAID | \$ 6,477,320.00 | \$ 4,709,955.00 | -27% | \$ 1,759,419.00 | \$ 1,143,381.00 | -35% |
| PAX ARRIVAL COUNT - JGTA | 149,985 | 189,769 | 27% | 61,613 | 72,974 | 18% |
| PAX ARRIVAL COUNT - KOREA | 183,320 | 182,811 | 0% | 53,132 | 54,087 | 2% |
| PAX ARRIVAL COUNT - TAIWAN | 7,400 | 6,958 | -6% | 2,453 | 1,962 | -20% |
| PAX ARRIVAL COUNT - CHINA, P.R.C | 6,312 | 4,607 | -27% | 1,174 | 697 | -41% |
| PAX ARRIVAL COUNT - RUSSIA | 1,460 | 1,801 | 23% | 540 | 644 | 19% |
| GVB TOTAL ARRIVAL COUNT | 399,858 | 431,083 | 8% | 137,734 | 146,332 | 6% |

ANALYSIS: The month of March reflected a 33% decrease in the number of room nights available for sale and a negative 29% decrease in the number of room nights sold compared to the same period last year, 2018. The Weighted Average Occupancy Rate went up 7 points at 88%. The Weighted Average Room Rate decreased 5% at \$156. Preliminary arrival numbers from the Guam Visitors Bureau showed an increase of 6% in total arrivals for the month of March. JGTA reflected a positive 18% while the Korean Market increased slightly and the Taiwan market showing a decrease to 20% compared to 2018. The mainland China market declined 41% while the Russia market showed an increase of 19% for the month of March, compared to the same period in 2018.

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.