



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT OCT 2018 (released)

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

Number of Rooms under Construction 20  
 Capacity in Room Nights 79,856  
 Room-Employee Ratio: 1.15(Room to 1 Employee)  
 Rev Par 2018 \$ 100.80  
 Rev Par 2017 \$ 96.39

	2017 YTD	2018 YTD	YTD CHANGE	Oct-17	Oct-18	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				15	6	-9
Room Nights Available for Sale	1,757,532	1,211,464	-31%	162,781	79,856	-51%
Room Nights Sold	1,388,993	931,569	-33%	104,434	56,138	-46%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	40%	35%	(5pts)	18%	18%	-
Mean Average	75%	71%	(4pts)	60%	61%	1pt
Weighted Average	79%	76%	(3pts)	64%	70%	6pts
High Average	92%	91%	(1pts)	80%	87%	7pts
<b>HOTEL ROOM RATES</b>						
Low Average	\$ 55.00	\$ 79.00	44%	\$ 40.00	\$ 79.00	98%
Mean Average	\$ 149.00	\$ 152.00	2%	\$ 132.00	\$ 130.00	-2%
Weighted Average	\$ 167.00	\$ 168.00	1%	\$ 150.00	\$ 143.00	-5%
High Average	\$ 198.00	\$ 228.00	15%	\$ 198.00	\$ 209.00	6%
<b>GROSS RECEIPTS TAX PAID</b>	\$ 15,048,143.00	\$ 12,263,189.00	-19%	\$ 958,632.00	\$ 748,124.00	-22%
<b>ROOM OCCUPANCY TAX PAID</b>	\$ 23,119,305.00	\$ 15,499,717.00	-33%	\$ 1,675,999.00	\$ 756,818.00	-55%
<b>PAX ARRIVAL COUNT - JGTA</b>	527,245	445,616	-15%	34,489	43,013	25%
<b>PAX ARRIVAL COUNT - KOREA</b>	553,724	625,902	13%	56,292	60,983	8%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	28,448	23,582	-17%	1,901	1,990	5%
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	19,247	14,258	-26%	1,395	1,325	-5%
<b>PAX ARRIVAL COUNT - RUSSIA</b>	2,449	3,302	35%	245	419	71%
<b>GVB TOTAL ARRIVAL COUNT</b>	1,282,097	1,270,054	-1%	113,526	121,656	7%

**ANALYSIS:** The month of October reflected a 51% decrease in the number of room nights available for sale and a 46% decrease in the number of room nights sold compared to the same period last year, 2017. The Weighted Average Occupancy Rate went up 6 points at 70%. The Weighted Average Room Rate decreased 5% at \$143. Preliminary arrival numbers from the Guam Visitors Bureau showed a increase of 7% in total arrivals for the month of October. JGTA reflected a positive 25% while the Korean Market increased 8% and the Taiwan market showing a increase of 5% compared to 2017. The mainland China market dropped 5% while the Russia market grew 71% for the month of October 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, 20 hotels have not reported information to the Guam Hotel & Restaurant Association.