



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT SEPTEMBER 2017 (released)

Number of Hotels in GHRA 28
Number of Existing Hotel Rooms 8,167

Number of Rooms under Construction 135
Capacity in Room Nights 219,690
Room-Employee Ratio: 1.54(Room to 1 Employee)
Rev Par 2017 \$ 140.99
Rev Par 2016 \$ 171.21

	2016 YTD	2017 YTD	YTD CHANGE	Sep-16	Sep-17	CHANGE
NUMBER OF HOTELS REPORTING				16	14	-2
Room Nights Available for Sale	1,696,123	1,864,557	10%	187,440	217,830	16%
Room Nights Sold	1,314,673	1,257,617	-4%	163,650	115,572	-29%
HOTEL OCCUPANCY RATES						
Low Average	41%	45%	8pts	49%	53%	4pts
Mean Average	74%	78%	6pts	84%	68%	(16pts)
Weighted Average	78%	68%	(3pts)	87%	53%	(34pts)
High Average	93%	94%	2pts	97%	87%	(10pts)
HOTEL ROOM RATES						
Low Average	\$ 57.00	\$ 57.00	0%	\$ 55.00	\$ 64.00	16%
Mean Average	\$ 150.00	\$ 152.00	1%	\$ 147.00	\$ 137.00	-7%
Weighted Average	\$ 167.00	\$ 170.00	2%	\$ 159.00	\$ 153.00	-4%
High Average	\$ 227.00	\$ 224.00	-1%	\$ 213.00	\$ 195.00	-8%
GROSS RECEIPTS TAX PAID	\$ 13,891,936.00	\$ 13,946,762.00	0%	\$ 1,573,194.00	\$ 1,128,886.00	-28%
ROOM OCCUPANCY TAX PAID	\$ 22,525,261.00	\$ 21,156,651.00	-6%	\$ 2,648,065.00	\$ 1,631,746.00	-38%
PAX ARRIVAL COUNT - JGTA	564,091	492,754	-13%	65,130	43,870	-33%
PAX ARRIVAL COUNT - KOREA	392,955	497,426	27%	44,185	58,880	33%
PAX ARRIVAL COUNT - TAIWAN	32,508	26,549	-18%	3,490	2,345	-33%
PAX ARRIVAL COUNT - CHINA, P.R.C	21,626	17,791	-18%	1,822	1,294	-29%
PAX ARRIVAL COUNT - RUSSIA	1,641	2,204	34%	66	124	88%
GVB TOTAL ARRIVAL COUNT	133,750	117,152	-12%	133,629	117,152	-12%

ANALYSIS: The month of Sept. reflected a 16% increase 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, 2016. The Weighted Average Occupancy Rate went down 34 points at 87%. The Weighted Average Room Rate decreased negative 4% at \$153. Preliminary arrival numbers from the Guam Visitors Bureau showed a decrease of negative 12% in total arrivals for the month of Sept. JGTA reflected a negative 33% while the Korean Market rose at 33% with the Taiwan market showing an decrease a negative 33% compared to 2016. The mainland China market decreased at negative 29% while the Russia market showed a 88% increase for the month of Sept. 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.