



# 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.