



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JANUARY 2011 (Released March 3, 2011)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,695	Capacity in Room Nights	208,289
Number of Rooms under Renovation	85	Room-Employee Ratio:	1.71 (Room to 1 Employee)
		Rev Par	2011 \$88.06
		Rev Par	2010 \$87.81

	2010 YTD	2011 YTD	YTD CHANGE	Jan-10	Jan-11	CHANGE
NUMBER OF HOTELS REPORTING	20	17	-3	20	17	-3
Room Nights Available for Sale	232,841	208,289	-11%	232,841	208,289	-11%
Room Nights Sold	174,150	155,247	-11%	174,150	155,247	-11%
HOTEL OCCUPANCY RATES						
Low Average	0%	42%	42 pts.	0%	42%	42 pts.
Mean Average	70%	71%	1 pt.	70%	71%	1 pt.
Weighted Average	75%	75%	0 pt.	75%	75%	0 pt.
High Average	89%	90%	1 pt.	89%	90%	1 pt.
HOTEL ROOM RATES						
Low Average	\$45	\$46	2%	\$45	\$46	2%
Mean Average	\$105	\$106	1%	\$105	\$106	1%
Weighted Average	\$117	\$118	1%	\$117	\$118	1%
High Average	\$221	\$171	-23%	\$221	\$171	-23%
GROSS RECEIPTS TAX PAID	\$1,468,157	\$1,419,334	-3%	\$1,468,157	\$1,419,334	-3%
ROOM OCCUPANCY TAX PAID	\$2,173,995	\$1,925,349	-11%	\$2,173,995	\$1,925,349	-11%
PAX ARRIVAL COUNT - JGTA	80,871	81,477	1%	80,871	81,477	1%
PAX ARRIVAL COUNT - KOREA	10,524	14,399	37%	10,524	14,399	37%
PAX ARRIVAL COUNT - TAIWAN	2,484	3,428	38%	2,484	3,428	38%
GVB TOTAL ARRIVAL COUNT	103,162	109,047	6%	103,162	109,047	6%

ANALYSIS: The month of January reflected -11% decrease in the number of room nights available for sale and decreased 11% in the number of room nights sold compared to the same period last year, 2010. The Weighted Average Occupancy Rate remained steady at 75%. The Weighted Average Room Rate reflected a 1% decrease at \$118. Preliminary arrival numbers from the Guam Visitors Bureau shows a 6% increase in total arrivals for the month of January. JGTA increased by 1%, the Korea market remained steady at 37% compared to 2010 and Taiwan shows a 38% increase for the month of January 2011.

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, six hotels have not reported information to the Guam Hotel & Restaurant Association.