



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JANUARY 2012 (Released March 9, 2012)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,425	Capacity in Room Nights	193,719
Number of Rooms under Renovation	85	Room-Employee Ratio:	1.75 (Room to 1 Employee)
		Rev Par	2012 \$113.19
		Rev Par	2011 \$88.06

	2011 YTD	2012 YTD	YTD CHANGE	Jan-11	Jan-12	CHANGE
NUMBER OF HOTELS REPORTING				17	16	-1
Room Nights Available for Sale	208,289	193,719	-7%	208,286	193,719	-7%
Room Nights Sold	155,247	167,112	8%	155,247	167,112	8%
HOTEL OCCUPANCY RATES						
Low Average	42%	58%	16 pts.	42%	58%	16 pts.
Mean Average	71%	83%	12 pts.	71%	83%	12 pts.
Weighted Average	75%	86%	11 pts.	75%	86%	11 pts.
High Average	90%	95%	5 pts.	90%	95%	5 pts.
HOTEL ROOM RATES						
Low Average	\$46	\$45	-2%	\$46	\$45	-2%
Mean Average	\$106	\$118	11%	\$106	\$118	11%
Weighted Average	\$118	\$131	11%	\$118	\$131	11%
High Average	\$171	\$171	0%	\$171	\$171	0%
GROSS RECEIPTS TAX PAID	\$1,419,334	\$1,622,704	14%	\$1,419,334	\$1,622,704	14%
ROOM OCCUPANCY TAX PAID	\$1,925,349	\$2,207,845	15%	\$1,925,349	\$2,207,845	15%
PAX ARRIVAL COUNT - JGTA	81,477	80,437	-1%	81,477	80,437	-1%
PAX ARRIVAL COUNT - KOREA	14,399	16,218	13%	14,399	16,218	13%
PAX ARRIVAL COUNT - TAIWAN	3,428	7,015	105%	3,428	7,015	105%
PAX ARRIVAL COUNT - CHINA, P.R.C	658	2,485	278%	658	2,485	278%
PAX ARRIVAL COUNT - RUSSIA	104	201	93%	104	201	93%
GVB TOTAL ARRIVAL COUNT	109,047	116,060	6%	109,047	116,060	6%

ANALYSIS: The month of January reflected -7% decrease in the number of room nights available for sale and increased 8% in the number of room nights sold compared to the same period last year, 2011. The Weighted Average Occupancy Rate increased 11 points to 86%. The Weighted Average Room Rate also increased 11% at \$131. Preliminary arrival numbers from the Guam Visitors Bureau showed a 6% increase in total arrivals for the month of January. JGTA reflected a 1% decrease while the Korea market increased by 13% and the Taiwan market shows a 105% increase compared to 2011. The mainland China market reflects a 278% increase and the Russia market reflects a 93% increase for the month of January 2012 as compared to the same period 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, seven hotels have not reported information to the Guam Hotel & Restaurant Association.