



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT FEBRUARY 2011 (Released March 31, 2011)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,695	Capacity in Room Nights	188,132
Number of Rooms under Renovation	85	Room-Employee Ratio:	1.56 (Room to 1 Employee)
		Rev Par	2011
			\$92.75
		Rev Par	2010
			\$78.36

	2010 YTD	2011 YTD	YTD CHANGE	Feb-10	Feb-11	CHANGE
NUMBER OF HOTELS REPORTING	19	17	-2	19	17	-2
Room Nights Available for Sale	465,527	396,421	-15%	232,686	188,132	-19%
Room Nights Sold	349,291	319,509	-9%	175,141	164,262	-6%
HOTEL OCCUPANCY RATES						
Low Average	0%	48%	48 pts.	0%	53%	53 pts.
Mean Average	70%	78%	8 pts.	70%	85%	15 pts.
Weighted Average	75%	81%	6 pts.	75%	87%	12 pts.
High Average	90%	98%	8 pts.	90%	106%	16 pts.
HOTEL ROOM RATES						
Low Average	\$45	\$47	4%	\$44	\$47	7%
Mean Average	\$101	\$102	1%	\$97	\$97	0%
Weighted Average	\$111	\$112	1%	\$104	\$106	2%
High Average	\$204	\$162	-21%	\$187	\$153	-18%
GROSS RECEIPTS TAX PAID	\$2,909,956	\$2,670,379	-8%	\$1,441,799	\$1,251,045	-13%
ROOM OCCUPANCY TAX PAID	\$4,009,785	\$3,806,972	-5%	\$1,835,790	\$1,881,623	2%
PAX ARRIVAL COUNT - JGTA	163,602	164,508	1%	82,731	83,031	0%
PAX ARRIVAL COUNT - KOREA	19,118	27,417	43%	8,594	13,018	51%
PAX ARRIVAL COUNT - TAIWAN	7,147	6,894	-4%	4,663	3,466	-26%
GVB TOTAL ARRIVAL COUNT	212,483	219,894	3%	109,321	110,839	1%

ANALYSIS: The month of February reflected -19% decrease in the number of room nights available for sale and decreased 6% in the number of room nights sold compared to the same period last year, 2010. The Weighted Average Occupancy Rate remained steady at 87%. The Weighted Average Room Rate reflected a 2% increase at \$106. Preliminary arrival numbers from the Guam Visitors Bureau show a 1% increase in total arrivals for the month of February. JGTA reflected 0% change while the Korea market increased 57% compared to 2010 and Taiwan shows a 26% decrease for the month of February 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.