



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT FEBRUARY 2012 (Reissued April 3, 2012)**

<b>Number of Hotels in GHRA</b>	23	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,435	<b>Capacity in Room Nights</b>	169,041
<b>Number of Rooms under Renovation</b>	83	<b>Room-Employee Ratio:</b>	1.76 (Room to 1 Employee)
		<b>Rev Par</b>	<b>2012</b>
			\$105.16
		<b>Rev Par</b>	<b>2011</b>
			\$92.75

	2011 YTD	2012 YTD	YTD CHANGE	Feb-11	Feb-12	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				17	15	<b>-2</b>
Room Nights Available for Sale	396,421	362,760	<b>-8%</b>	188,132	169,041	<b>-10%</b>
Room Nights Sold	319,509	319,711	<b>0%</b>	164,262	152,599	<b>-7%</b>
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	48%	63%	<b>15 pts.</b>	53%	68%	<b>15 pts.</b>
Mean Average	78%	86%	<b>8 pts.</b>	85%	88%	<b>3 pts.</b>
Weighted Average	81%	88%	<b>7 pts.</b>	87%	90%	<b>3 pts.</b>
High Average	98%	98%	<b>0 pt.</b>	106%	100%	<b>(6 pts.)</b>
<b>HOTEL ROOM RATES</b>						
Low Average	\$47	\$46	<b>-2%</b>	\$47	\$46	<b>-2%</b>
Mean Average	\$102	\$112	<b>10%</b>	\$97	\$106	<b>9%</b>
Weighted Average	\$112	\$124	<b>11%</b>	\$106	\$116	<b>9%</b>
High Average	\$162	\$164	<b>1%</b>	\$153	\$157	<b>3%</b>
<b>GROSS RECEIPTS TAX PAID</b>	\$2,670,379	\$3,018,988	<b>13%</b>	\$1,251,045	\$1,396,284	<b>12%</b>
<b>ROOM OCCUPANCY TAX PAID</b>	\$3,806,972	\$3,998,123	<b>5%</b>	\$1,881,623	\$1,790,278	<b>-5%</b>
<b>PAX ARRIVAL COUNT - JGTA</b>	164,508	165,508	<b>1%</b>	83,031	84,870	<b>2%</b>
<b>PAX ARRIVAL COUNT - KOREA</b>	27,417	30,158	<b>10%</b>	13,018	13,651	<b>5%</b>
<b>PAX ARRIVAL COUNT - TAIWAN</b>	6,894	10,831	<b>57%</b>	3,466	3,816	<b>10%</b>
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	2,226	2,859	<b>28%</b>	1,568	340	<b>-78%</b>
<b>PAX ARRIVAL COUNT - RUSSIA</b>	115	336	<b>192%</b>	11	135	<b>1127%</b>
<b>GVB TOTAL ARRIVAL COUNT</b>	<b>219,894</b>	<b>228,717</b>	<b>4%</b>	110,839	112,127	<b>1%</b>

**ANALYSIS:** The month of February reflected -10% decrease in the number of room nights available for sale and decreased -7% in the number of room nights sold compared to the same period last year, 2011. The Weighted Average Occupancy Rate increased 3 points to 90%. The Weighted Average Room Rate also increased 9% at \$116. Preliminary arrival numbers from the Guam Visitors Bureau showed a 1% increase in total arrivals for the month of February. JGTA reflected a 2% increase while the Korea market increased by 5% and the Taiwan market shows a 10% increase compared to 2011. The mainland China market reflects a -78% decrease and the Russia market reflects a 1127% increase for the month of February 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, eight hotels have not reported information to the Guam Hotel & Restaurant Association.