



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT MARCH 2010 (Released May 12, 2010)

| | | | |
|---|-------|---|---------------------------|
| Number of Hotels in GHRA | 25 | Number of Rooms under Construction | 0 |
| Number of Existing Hotel Rooms | 7,500 | Capacity in Room Nights | 232,500 |
| Number of Rooms under Renovation | 93 | Room-Employee Ratio: | 1.66 (Room to 1 Employee) |
| | | Rev Par | 2010 \$79.62 |
| | | Rev Par | 2009 \$68.61 |

| | 2009 YTD | 2010 YTD | YTD CHANGE | Mar-09 | Mar-10 | CHANGE |
|-----------------------------------|-------------|-------------|------------------|-------------|-------------|-----------------|
| NUMBER OF HOTELS REPORTING | | | | 21 | 19 | -2 |
| Room Nights Available for Sale | 677,056 | 698,027 | 3% | 239,413 | 232,500 | -3% |
| Room Nights Sold | 464,557 | 520,588 | 12% | 154,398 | 171,297 | 11% |
| HOTEL OCCUPANCY RATES | | | | | | |
| Low Average | 12% | 0% | (12 pts.) | 8% | 0% | (8 pts.) |
| Mean Average | 68% | 70% | 2 pts. | 64% | 71% | 7 pts. |
| Weighted Average | 69% | 75% | 6 pts. | 64% | 74% | 10 pts. |
| High Average | 110% | 92% | (18 pts.) | 84% | 96% | 12 pts. |
| HOTEL ROOM RATES | | | | | | |
| Low Average | \$51 | \$43 | -16% | \$48 | \$40 | -17% |
| Mean Average | \$102 | \$99 | -3% | \$99 | \$96 | -3% |
| Weighted Average | \$108 | \$110 | 2% | \$106 | \$108 | 2% |
| High Average | \$197 | \$202 | 3% | \$202 | \$198 | -2% |
| GROSS RECEIPTS TAX PAID | \$3,712,978 | \$4,313,916 | 16% | \$1,180,474 | \$1,403,960 | 19% |
| ROOM OCCUPANCY TAX PAID | \$5,295,663 | \$5,808,074 | 10% | \$1,697,168 | \$1,798,289 | 6% |
| PAX ARRIVAL COUNT - JGTA | 236,467 | 253,914 | 7% | 81,133 | 90,312 | 11% |
| PAX ARRIVAL COUNT - KOREA | 18,088 | 25,742 | 42% | 4,507 | 6,624 | 47% |
| PAX ARRIVAL COUNT - TAIWAN | 6,495 | 8,622 | 33% | 1,730 | 1,475 | -15% |
| GVB TOTAL ARRIVAL COUNT | 290,030 | 322,280 | 11% | 99,001 | 109,797 | 11% |

ANALYSIS: The month of March reflected -3% change in the number of room nights available for sale and a 11% increase in the number of room nights sold compared to the same period last year, 2009. The Weighted Average Occupancy Rate increased 10 points at 74% The Weighted Average Room Rate increased 2% at \$108. Preliminary arrival numbers from the Guam Visitors Bureau show an increase in total arrivals at 11%, with JGTA showing a 11% increase, Korea showing a 47% increase, and Taiwan showing a decrease of 15% for the month of March 2010.

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.