



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT MARCH 2011 (Released April 29, 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:	1.69 (Room to 1 Employee)
		Rev Par	2011 \$80.36
		Rev Par	2010 \$79.62

	2010 YTD	2011 YTD	YTD CHANGE	Mar-10	Mar-11	CHANGE
NUMBER OF HOTELS REPORTING	19	17	-2	19	17	-2
Room Nights Available for Sale	698,027	604,710	-13%	232,500	208,289	-10%
Room Nights Sold	520,588	477,186	-8%	171,297	157,677	-8%
HOTEL OCCUPANCY RATES						
Low Average	0%	48%	48 pts.	0%	49%	49 pts.
Mean Average	70%	77%	7 pts.	71%	74%	3 pts.
Weighted Average	75%	79%	4 pts.	74%	76%	2 pts.
High Average	92%	96%	4 pts.	96%	92%	(4 pts.)
HOTEL ROOM RATES						
Low Average	\$43	\$46	7%	\$40	\$45	13%
Mean Average	\$99	\$99	0%	\$96	\$95	-1%
Weighted Average	\$110	\$110	0%	\$108	\$106	-2%
High Average	\$202	\$159	-21%	\$198	\$154	-22%
GROSS RECEIPTS TAX PAID	\$4,313,916	\$3,935,736	-9%	\$1,403,960	\$1,265,357	-10%
ROOM OCCUPANCY TAX PAID	\$5,808,074	\$5,533,693	-5%	\$1,798,289	\$1,726,721	-4%
PAX ARRIVAL COUNT - JGTA	253,914	248,047	-2%	90,312	83,539	-7%
PAX ARRIVAL COUNT - KOREA	25,742	35,696	39%	6,624	8,279	25%
PAX ARRIVAL COUNT - TAIWAN	8,622	8,862	3%	1,475	1,968	33%
GVB TOTAL ARRIVAL COUNT	322,280	328,580	2%	109,797	108,686	-1%

ANALYSIS: The month of March reflected -10% decrease in the number of room nights available for sale and decreased 8% in the number of room nights sold compared to the same period last year, 2010. The Weighted Average Occupancy Rate increased 2 points to 76%. The Weighted Average Room Rate reflected a 2% decrease at \$106. Preliminary arrival numbers from the Guam Visitors Bureau show a 1% decrease in total arrivals for the month of March. JGTA reflected 7% decrease while the Korea market increased 25% compared to 2010 and Taiwan shows a 33% increase for the month of March 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.