



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT MARCH 2012 (Released April 30, 2012)**

<b>Number of Hotels in GHRA</b>	23	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,444	<b>Capacity in Room Nights</b>	200,508
<b>Number of Rooms under Renovation</b>	86	<b>Room-Employee Ratio:</b>	1.64 (Room to 1 Employee)
		<b>Rev Par</b>	<b>2012</b>
			\$103.45
		<b>Rev Par</b>	<b>2011</b>
			\$80.36

	2011 YTD	2012 YTD	YTD CHANGE	Mar-11	Mar-12	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				17	17	<b>0</b>
Room Nights Available for Sale	604,710	563,268	<b>-7%</b>	208,289	200,508	<b>-4%</b>
Room Nights Sold	477,186	497,243	<b>4%</b>	157,677	177,532	<b>13%</b>
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	48%	62%	<b>14 pts.</b>	49%	60%	<b>11 pts.</b>
Mean Average	77%	86%	<b>9 pts.</b>	74%	86%	<b>12 pts.</b>
Weighted Average	79%	88%	<b>9 pts.</b>	76%	89%	<b>13 pts.</b>
High Average	96%	97%	<b>1 pt.</b>	92%	97%	<b>5 pts.</b>
<b>HOTEL ROOM RATES</b>						
Low Average	\$46	\$45	<b>-2%</b>	\$45	\$45	<b>0%</b>
Mean Average	\$99	\$110	<b>11%</b>	\$95	\$105	<b>11%</b>
Weighted Average	\$110	\$121	<b>10%</b>	\$106	\$117	<b>10%</b>
High Average	\$159	\$164	<b>3%</b>	\$154	\$164	<b>6%</b>
<b>GROSS RECEIPTS TAX PAID</b>	\$3,935,736	\$4,444,485	<b>13%</b>	\$1,265,357	\$1,425,497	<b>13%</b>
<b>ROOM OCCUPANCY TAX PAID</b>	\$5,533,693	\$6,081,186	<b>10%</b>	\$1,726,721	\$2,083,063	<b>21%</b>
<b>PAX ARRIVAL COUNT - JGTA</b>	248,047	265,049	<b>7%</b>	83,539	99,541	<b>19%</b>
<b>PAX ARRIVAL COUNT - KOREA</b>	35,696	40,909	<b>15%</b>	8,279	10,751	<b>30%</b>
<b>PAX ARRIVAL COUNT - TAIWAN</b>	8,862	14,086	<b>59%</b>	1,968	3,255	<b>65%</b>
<b>PAX ARRIVAL COUNT - CHINA, P.R.C</b>	2,532	3,279	<b>30%</b>	306	420	<b>37%</b>
<b>PAX ARRIVAL COUNT - RUSSIA</b>	178	638	<b>258%</b>	63	302	<b>379%</b>
<b>GVB TOTAL ARRIVAL COUNT</b>	328,596	355,094	<b>8%</b>	108,686	126,377	<b>16%</b>

**ANALYSIS:** The month of March reflected -4% decrease in the number of room nights available for sale and increased by 13% in the number of room nights sold compared to the same period last year, 2011. The Weighted Average Occupancy Rate increased 13 points to 89%. The Weighted Average Room Rate also increased 10% at \$117. Preliminary arrival numbers from the Guam Visitors Bureau showed a 16% increase in total arrivals for the month of March. JGTA reflected a 19% increase while the Korea market increased by 30% and the Taiwan market shows a 65% increase compared to 2011. The mainland China market reflects a 37% increase and the Russia market reflects a 379% increase for the month of March 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, six hotels have not reported information to the Guam Hotel & Restaurant Association.