



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT APRIL 2011 (Released June 1, 2011)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,477	Capacity in Room Nights	195,030
Number of Rooms under Renovation	275	Room-Employee Ratio:	1.56 (Room to 1 Employee)
		Rev Par	2011 \$65.00
		Rev Par	2010 \$60.17

	2010 YTD	2011 YTD	YTD CHANGE	Apr-10	Apr-11	CHANGE
NUMBER OF HOTELS REPORTING				20	17	-3
Room Nights Available for Sale	930,713	799,740	-14%	232,686	195,030	-16%
Room Nights Sold	653,770	591,337	-10%	133,182	114,151	-14%
HOTEL OCCUPANCY RATES						
Low Average	0%	45%	45pts.	0%	36%	36 pts.
Mean Average	66%	72%	6 pts.	54%	56%	2 pts.
Weighted Average	70%	74%	4 pts.	57%	59%	2 pts.
High Average	91%	92%	1 pt.	88%	81%	(7 pts.)
HOTEL ROOM RATES						
Low Average	\$43	\$46	7%	\$41	\$45	10%
Mean Average	\$98	\$99	1%	\$93	\$97	4%
Weighted Average	\$109	\$110	1%	\$105	\$111	6%
High Average	\$198	\$160	-19%	\$187	\$161	-14%
GROSS RECEIPTS TAX PAID	\$5,348,383	\$4,863,517	-9%	\$1,034,467	\$927,871	-10%
ROOM OCCUPANCY TAX PAID	\$7,243,815	\$6,849,500	-5%	\$1,435,741	\$1,315,807	-8%
PAX ARRIVAL COUNT - JGTA	313,543	296,736	-5%	59,629	48,689	-18%
PAX ARRIVAL COUNT - KOREA	33,801	42,594	26%	8,059	6,898	-14%
PAX ARRIVAL COUNT - TAIWAN	9,923	10,631	7%	1,301	1,769	36%
GVB TOTAL ARRIVAL COUNT	398,748	393,486	-1%	79,739	70,814	-11%

ANALYSIS: The month of April reflected -16% decrease in the number of room nights available for sale and decreased 14% in the number of room nights sold compared to the same period last year, 2010. The Weighted Average Occupancy Rate increased 2 points to 59%. The Weighted Average Room Rate reflected a 6% increase at \$111. Preliminary arrival numbers from the Guam Visitors Bureau show a 11% decrease in total arrivals for the month of April. JGTA reflected 18% decrease while the Korea also dropped 14% compared to 2010 and Taiwan shows a 36% increase for the month of April 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.