



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT JUNE 2011 (Released August 3, 2011)**

<b>Number of Hotels in GHRA</b>	23	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,468	<b>Capacity in Room Nights</b>	175,860
<b>Number of Rooms under Renovation</b>	83	<b>Room-Employee Ratio:</b>	1.57 (Room to 1 Employee)
		<b>Rev Par</b>	<b>2011</b> \$58.21
		<b>Rev Par</b>	<b>2010</b> \$62.79

	2010 YTD	2011 YTD	YTD CHANGE	Jun-10	Jun-11	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				20	15	-5
Room Nights Available for Sale	1,384,737	1,170,540	-15%	225,120	175,860	-22%
Room Nights Sold	942,595	803,350	-15%	143,380	98,278	-31%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	7%	38%	31 pts.	0%	27%	(27 pts.)
Mean Average	64%	66%	2 pts.	57%	54%	3 pts.
Weighted Average	68%	69%	1 pt.	64%	56%	(8 pts.)
High Average	92%	88%	(4 pts.)	93%	77%	(16 pts.)
<b>HOTEL ROOM RATES</b>						
Low Average	\$43	\$45	5%	\$40	\$45	13%
Mean Average	\$97	\$99	2%	\$88	\$96	9%
Weighted Average	\$108	\$110	2%	\$99	\$104	5%
High Average	\$196	\$158	-19%	\$172	\$138	-20%
<b>GROSS RECEIPTS TAX PAID</b>	\$7,647,411	\$6,638,760	-13%	\$1,068,641	\$841,899	-21%
<b>ROOM OCCUPANCY TAX PAID</b>	\$10,385,625	\$9,168,780	-12%	\$1,437,011	\$1,032,168	-28%
<b>PAX ARRIVAL COUNT - JGTA</b>	436,182	389,820	-11%	60,690	47,811	-21%
<b>PAX ARRIVAL COUNT - KOREA</b>	57,857	66,111	14%	11,357	12,738	12%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	14,315	17,925	25%	2,379	4,542	91%
<b>GVB TOTAL ARRIVAL COUNT</b>	579,163	545,654	-6%	85,635	75,693	-12%

**ANALYSIS:** The month of June reflected -22% decrease in the number of room nights available for sale and decreased 31% in the number of room nights sold compared to the same period last year, 2010. The Weighted Average Occupancy Rate decreased 8 points to 56%. The Weighted Average Room Rate reflected a 5% increase at \$104. Preliminary arrival numbers from the Guam Visitors Bureau show a 12% decrease in total arrivals for the month of June. JGTA reflected 21% decrease while the Korea market increased by 12% compared to 2010 and Taiwan shows a 91% increase for the month of June 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.