



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JULY 2010 (Released August 31, 2010)

Number of Hotels in GHRA	22	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,171	Capacity in Room Nights	215,130
Number of Rooms under Renovation	87	Room-Employee Ratio:	1.47 (Room to 1 Employee)
		Rev Par	2010 \$88.30
		Rev Par	2009 \$65.97

	2009 YTD	2010 YTD	YTD CHANGE	Jul-09	Jul-10	CHANGE
NUMBER OF HOTELS REPORTING				20	18	-2
Room Nights Available for Sale	1,634,956	1,599,867	-2%	239,475	215,130	-10%
Room Nights Sold	961,446	1,111,822	16%	147,658	169,227	15%
HOTEL OCCUPANCY RATES						
Low Average	7%	6%	(1 pt.)	0%	0%	0 pts.
Mean Average	58%	65%	7 pts.	59%	69%	10 pts.
Weighted Average	59%	70%	11 pts.	62%	79%	17 pts.
High Average	93%	92%	(1 pts.)	85%	92%	7 pts.
HOTEL ROOM RATES						
Low Average	\$46	\$43	-7%	\$43	\$43	0%
Mean Average	\$98	\$97	-1%	\$95	\$98	3%
Weighted Average	\$106	\$108	2%	\$107	\$112	5%
High Average	\$199	\$195	-2%	\$187	\$192	3%
GROSS RECEIPTS TAX PAID	\$7,554,415	\$8,964,031	19%	\$1,112,138	\$1,316,620	18%
ROOM OCCUPANCY TAX PAID	\$10,837,285	\$12,342,375	14%	\$1,664,604	\$1,956,750	18%
PAX ARRIVAL COUNT - JGTA	465,443	514,638	11%	72,901	78,456	8%
PAX ARRIVAL COUNT - KOREA	48,101	73,812	53%	10,998	15,955	45%
PAX ARRIVAL COUNT - TAIWAN	13,657	19,325	42%	2,090	5,010	140%
GVB TOTAL ARRIVAL COUNT	602,940	683,115	13%	97,650	109,681	12%

ANALYSIS: The month of July reflected -10% change in the number of room nights available for sale and a 15% increase in the number of room nights sold compared to the same period last year, 2009. The Weighted Average Occupancy Rate increased 17 points at 79%. The Weighted Average Room Rate increased 5% at \$112. Preliminary arrival numbers from the Guam Visitors Bureau shows a 12% increase in total arrivals for the month of July. JGTA shows a 8% increase, Korea shows a 45% increase and Taiwan shows an increase of 140% for the month of July 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, five hotels have not reported information to the Guam Hotel & Restaurant Association.