



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JULY 2011 (Released August 31, 2011)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,466	Capacity in Room Nights	194,990
Number of Rooms under Renovation	83	Room-Employee Ratio:	1.73 (Room to 1 Employee)
		Rev Par	2011
			\$90.01
		Rev Par	2010
			\$88.30

	2010 YTD	2011 YTD	YTD CHANGE	Jul-10	Jul-11	CHANGE
NUMBER OF HOTELS REPORTING				18	16	-2
Room Nights Available for Sale	1,599,867	1,365,530	-15%	215,130	194,990	-9%
Room Nights Sold	1,111,822	948,132	-15%	169,227	144,782	-14%
HOTEL OCCUPANCY RATES						
Low Average	6%	37%	31 pts.	0%	28%	28 pts.
Mean Average	65%	67%	2 pts.	69%	69%	0 pt.
Weighted Average	70%	69%	(1 pt.)	79%	74%	(5 pts.)
High Average	92%	90%	(2 pts.)	92%	100%	8 pts.
HOTEL ROOM RATES						
Low Average	\$43	\$45	5%	\$43	\$43	0%
Mean Average	\$97	\$99	2%	\$98	\$104	6%
Weighted Average	\$108	\$112	4%	\$112	\$121	8%
High Average	\$195	\$156	-20%	\$192	\$148	-23%
GROSS RECEIPTS TAX PAID	\$8,964,031	\$7,840,794	-13%	\$1,316,620	\$1,202,034	-9%
ROOM OCCUPANCY TAX PAID	\$12,342,375	\$10,857,014	-12%	\$1,956,750	\$1,688,234	-14%
PAX ARRIVAL COUNT - JGTA	514,638	453,364	-12%	78,456	63,544	-19%
PAX ARRIVAL COUNT - KOREA	73,812	82,938	12%	15,955	16,827	5%
PAX ARRIVAL COUNT - TAIWAN	19,325	25,672	33%	5,010	7,747	55%
GVB TOTAL ARRIVAL COUNT	683,115	645,236	-6%	109,681	99,582	-9%

ANALYSIS: The month of July reflected -9% 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 decreased 5 points to 74%. The Weighted Average Room Rate reflected a 8% increase at \$121. Preliminary arrival numbers from the Guam Visitors Bureau show a 9% decrease in total arrivals for the month of July. JGTA reflected 19% decrease while the Korea market increased slightly by 5% compared to 2010 and Taiwan shows a 55% increase for the month of July 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, seven hotels have not reported information to the Guam Hotel & Restaurant Association.