



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JULY 2012 (Released August 31, 2012)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,538	Capacity in Room Nights	170,717
Number of Rooms under Renovation	146	Room-Employee Ratio:	1.77 (Room to 1 Employee)
		Rev Par	2012 \$98.12
		Rev Par	2011 \$90.01

	2011 YTD	2012 YTD	YTD CHANGE	Jul-11	Jul-12	CHANGE
NUMBER OF HOTELS REPORTING				16	15	-1
Room Nights Available for Sale	1,365,530	1,279,117	-6%	194,990	170,717	-12%
Room Nights Sold	948,132	996,806	5%	144,782	134,128	-7%
HOTEL OCCUPANCY RATES						
Low Average	37%	45%	8 pts.	28%	33%	5 pts.
Mean Average	67%	75%	8 pts.	69%	72%	3 pts.
Weighted Average	69%	78%	9 pts.	74%	79%	5 pts.
High Average	90%	90%	0 pt.	100%	89%	(11 pts.)
HOTEL ROOM RATES						
Low Average	\$45	\$45	0%	\$43	\$44	2%
Mean Average	\$99	\$106	7%	\$104	\$103	-1%
Weighted Average	\$112	\$119	6%	\$121	\$125	3%
High Average	\$156	\$162	4%	\$148	\$165	11%
GROSS RECEIPTS TAX PAID	\$7,840,794	\$9,252,735	18%	\$1,202,034	\$1,428,779	19%
ROOM OCCUPANCY TAX PAID	\$10,857,014	\$11,943,485	10%	\$1,688,234	\$1,576,600	-7%
PAX ARRIVAL COUNT - JGTA	453,364	522,890	15%	63,544	77,289	22%
PAX ARRIVAL COUNT - KOREA	82,938	96,674	17%	16,827	17,554	4%
PAX ARRIVAL COUNT - TAIWAN	25,672	30,813	20%	7,747	5,567	-28%
PAX ARRIVAL COUNT - CHINA, P.R.C	3,926	5,317	35%	420	656	56%
PAX ARRIVAL COUNT - RUSSIA	351	2,010	473%	40	429	973%
GVB TOTAL ARRIVAL COUNT	645,236	620,544	-4%	99,582	111,437	12%

ANALYSIS: The month of July reflected -12% decrease in the number of room nights available for sale and decreased -7% in the number of room nights sold compared to the same period last year, 2011. The Weighted Average Occupancy Rate increased 5 points to 79%. The Weighted Average Room Rate also increased 3% at \$125. Preliminary arrival numbers from the Guam Visitors Bureau showed a 12% increase in total arrivals for the month of July. JGTA reflected a 22% increase while the Korea market increased by 4% and the Taiwan market reflects a -28% decrease compared to 2011. The mainland China market reflects a 56% increase and the Russia market reflects a 973% increase for the month of July 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, eight hotels have not reported information to the Guam Hotel & Restaurant Association.