



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT AUGUST 2010 (Released Sept. 29, 2010)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,173	Capacity in Room Nights	215,190
Number of Rooms under Renovation	85	Room-Employee Ratio:	1.43 (Room to 1 Employee)
		Rev Par	2010
			\$118.05
		Rev Par	2009
			\$87.93

	2009 YTD	2010 YTD	YTD CHANGE	Aug-09	Aug-10	CHANGE
NUMBER OF HOTELS REPORTING				20	18	-2
Room Nights Available for Sale	1,874,431	1,815,057	-3%	239,475	215,190	-10%
Room Nights Sold	1,125,017	1,298,603	15%	163,571	186,781	14%
HOTEL OCCUPANCY RATES						
Low Average	6%	8%	2 pts.	0%	25%	25 pts.
Mean Average	59%	67%	8 pts.	65%	80%	15 pts.
Weighted Average	60%	72%	12 pts.	68%	87%	19 pts.
High Average	93%	93%	0 pts.	90%	99%	9 pts.
HOTEL ROOM RATES						
Low Average	\$46	\$43	-7%	\$46	\$42	-9%
Mean Average	\$100	\$99	-1%	\$110	\$115	5%
Weighted Average	\$109	\$112	3%	\$129	\$136	5%
High Average	\$202	\$201	-1%	\$226	\$237	5%
GROSS RECEIPTS TAX PAID	\$9,328,843	\$10,605,082	14%	\$1,774,428	\$1,641,051	-8%
ROOM OCCUPANCY TAX PAID	\$13,073,604	\$15,073,991	15%	\$2,236,319	\$2,731,616	22%
PAX ARRIVAL COUNT - JGTA	545,181	603,115	11%	79,732	88,477	11%
PAX ARRIVAL COUNT - KOREA	60,338	91,009	51%	12,237	17,197	41%
PAX ARRIVAL COUNT - TAIWAN	15,584	22,500	44%	1,987	3,175	60%
GVB TOTAL ARRIVAL COUNT	706,625	810,120	15%	103,579	120,149	16%

ANALYSIS: The month of August reflected -10% change in the number of room nights available for sale and a 14% increase in the number of room nights sold compared to the same period last year, 2009. The Weighted Average Occupancy Rate increased 19 points at 87% The Weighted Average Room Rate increased 5% at \$136. Preliminary arrival numbers from the Guam Visitors Bureau shows a 16% increase in total arrivals for the month of August. JGTA shows a 11% increase, Korea shows a 41% increase and Taiwan shows a 60% increase for the month of August 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.