SUMMARY STATISTICAL REPORT AUGUST 2011 (Released October 3, 2011)

GUAM HOTEL & RESTAURANT ASSOCIATION

Number of Hotels in GHRA: 22
Number of Existing Hotel Rooms: 7,457
Number of Rooms under Renovation: 85

Room Employee Ratio: 1.73 (Room to 1 Employee)
Rev Par 2011: $125.73
Rev Par 2010: $118.05

Room Employee Ratio = (Hotel Rooms/Total Number of Employees from Reporting Hotels).

ANALYSIS:

The month of August reflected a -10% decrease in the number of room nights available for sale and decreased 13% in the number of room nights sold compared to the same period last year, 2010. The Weighted Average Occupancy Rate decreased 4 points to 83%. The Weighted Average Room Rate reflected an 11% increase at $151. Preliminary arrival numbers from the Guam Visitors Bureau show a 1% increase in total arrivals for the month of August. JGTA reflected 2% decrease while the Korea market increased slightly by 3% compared to 2010 and Taiwan shows a 50% increase for the month of August 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.

* As of release date, seven hotels have not reported information to the Guam Hotel & Restaurant Association.