



GUAM HOTEL & RESTAURANT ASSOCIATION

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

Number of Hotels in GHRA	22	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,457	Capacity in Room Nights	194,711
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

	2010 YTD	2011 YTD	YTD CHANGE	Aug-10	Aug-11	CHANGE
NUMBER OF HOTELS REPORTING				18	15	-3
Room Nights Available for Sale	1,815,057	1,560,241	-14%	215,190	194,711	-10%
Room Nights Sold	1,298,603	1,110,530	-14%	186,781	162,398	-13%
HOTEL OCCUPANCY RATES						
Low Average	8%	32%	24 pts.	25%	0%	(25 pts.)
Mean Average	67%	68%	1 pt.	80%	75%	(5 pts.)
Weighted Average	72%	71%	(1 pt.)	87%	83%	(4 pts.)
High Average	93%	91%	(2 pts.)	99%	102%	3 pts.
HOTEL ROOM RATES						
Low Average	\$43	\$47	9%	\$42	\$47	12%
Mean Average	\$99	\$132	33%	\$115	\$132	15%
Weighted Average	\$112	\$151	35%	\$136	\$151	11%
High Average	\$201	\$211	5%	\$237	\$211	-11%
GROSS RECEIPTS TAX PAID	\$10,605,082	\$9,417,752	-11%	\$1,641,051	\$1,576,958	-4%
ROOM OCCUPANCY TAX PAID	\$15,073,991	\$13,250,992	-12%	\$2,731,616	\$2,393,978	-12%
PAX ARRIVAL COUNT - JGTA	603,115	539,987	-10%	88,477	86,623	-2%
PAX ARRIVAL COUNT - KOREA	91,009	100,671	11%	17,197	17,733	3%
PAX ARRIVAL COUNT - TAIWAN	22,500	30,423	35%	3,175	4,751	50%
GVB TOTAL ARRIVAL COUNT	810,120	766,021	-5%	120,149	120,785	1%

ANALYSIS: The month of August reflected -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.

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.