



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT SEPTEMBER 2010 (Released Nov. 1, 2010)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,044	Capacity in Room Nights	211,320
Number of Rooms under Renovation	92	Room-Employee Ratio:	1.41 (Room to 1 Employee)
		Rev Par	2010 \$85.33
		Rev Par	2009 \$59.78

	2009 YTD	2010 YTD	YTD CHANGE	Sep-09	Sep-10	CHANGE
NUMBER OF HOTELS REPORTING				19	17	-2
Room Nights Available for Sale	2,116,851	2,026,377	-4%	239,475	211,320	-12%
Room Nights Sold	1,364,492	1,472,699	8%	140,334	174,096	24%
HOTEL OCCUPANCY RATES						
Low Average	6%	13%	7 pts.	0%	55%	55 pts.
Mean Average	59%	68%	9 pts.	56%	82%	26 pts.
Weighted Average	60%	73%	13 pts.	59%	82%	23 pts.
High Average	93%	93%	0 pts.	90%	97%	7 pts.
HOTEL ROOM RATES						
Low Average	\$46	\$43	-7%	\$45	\$46	2%
Mean Average	\$99	\$99	0%	\$96	\$96	0%
Weighted Average	\$108	\$111	3%	\$102	\$104	2%
High Average	\$203	\$198	-2%	\$213	\$176	-17%
GROSS RECEIPTS TAX PAID	\$10,390,144	\$12,077,643	16%	\$1,061,301	\$1,472,379	39%
ROOM OCCUPANCY TAX PAID	\$14,617,624	\$17,087,853	17%	\$1,544,020	\$2,013,862	30%
PAX ARRIVAL COUNT - JGTA	623,831	686,688	10%	78,650	83,573	6%
PAX ARRIVAL COUNT - KOREA	64,030	101,113	58%	3,690	10,104	174%
PAX ARRIVAL COUNT - TAIWAN	17,483	24,824	42%	1,899	2,324	22%
GVB TOTAL ARRIVAL COUNT	798,749	916,635	15%	92,126	106,515	16%

ANALYSIS: The month of September reflected -12% change in the number of room nights available for sale and a 24% increase in the number of room nights sold compared to the same period last year, 2009. The Weighted Average Occupancy Rate increased 12 points at 82%. The Weighted Average Room Rate increased 2% at \$104. Preliminary arrival numbers from the Guam Visitors Bureau shows a 16% increase in total arrivals for the month of September. JGTA shows a 6% increase, Korea shows a 174% increase and Taiwan shows a 22% increase for the month of September 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, six hotels have not reported information to the Guam Hotel & Restaurant Association.