



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT SEPTEMBER 2011 (Released November 14, 2011)**

<b>Number of Hotels in GHRA</b>	22	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,456	<b>Capacity in Room Nights</b>	184,680
<b>Number of Rooms under Renovation</b>	85	<b>Room-Employee Ratio:</b>	1.73 (Room to 1 Employee)
		<b>Rev Par</b>	<b>2011</b>
			\$82.92
		<b>Rev Par</b>	<b>2010</b>
			\$85.33

	2010 YTD	2011 YTD	YTD CHANGE	Sep-10	Sep-11	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				17	15	-2
Room Nights Available for Sale	2,026,377	1,744,921	-14%	211,320	184,680	-13%
Room Nights Sold	1,472,699	1,254,200	-15%	174,096	143,670	-17%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	13%	31%	18 pts.	55%	26%	(29 pts.)
Mean Average	68%	68%	0 pt.	82%	74%	(8 pts.)
Weighted Average	73%	72%	(1 pt.)	82%	78%	(4 pts.)
High Average	93%	93%	0 pt.	97%	104%	7 pts.
<b>HOTEL ROOM RATES</b>						
Low Average	\$43	\$45	5%	\$46	\$47	2%
Mean Average	\$99	\$103	4%	\$96	\$99	3%
Weighted Average	\$111	\$116	5%	\$104	\$107	3%
High Average	\$198	\$162	-18%	\$176	\$152	-14%
<b>GROSS RECEIPTS TAX PAID</b>	\$12,077,643	\$10,569,048	-12%	\$1,472,379	\$1,151,296	-22%
<b>ROOM OCCUPANCY TAX PAID</b>	\$17,087,853	\$14,696,784	-14%	\$2,013,862	\$1,445,792	-28%
<b>PAX ARRIVAL COUNT - JGTA</b>	686,688	616,468	-10%	83,573	76,481	-8%
<b>PAX ARRIVAL COUNT - KOREA</b>	101,113	111,480	10%	10,104	10,809	7%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	24,824	34,204	38%	2,324	3,781	63%
<b>GVB TOTAL ARRIVAL COUNT</b>	916,635	866,457	-5%	106,515	100,432	-6%

**ANALYSIS:** The month of September reflected -13% decrease in the number of room nights available for sale and decreased -17% in the number of room nights sold compared to the same period last year, 2010. The Weighted Average Occupancy Rate decreased 4 points to 78%. The Weighted Average Room Rate reflected a 3% increase at \$107. Preliminary arrival numbers from the Guam Visitors Bureau show a decrease of -6% in total arrivals for the month of September. JGTA reflected -8% decrease while the Korea market increased slightly by 7% compared to 2010 and Taiwan shows a 63% increase for the month of September 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.