



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT SEPTEMBER 2012 (Released November 5, 2012)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,423	Capacity in Room Nights	157,050
Number of Rooms under Renovation	85	Room-Employee Ratio:	1.81 (Room to 1 Employee)
		Rev Par	2012
			\$102.56
		Rev Par	2011
			\$125.73

	2011 YTD	2012 YTD	YTD CHANGE	Sep-11	Sep-12	CHANGE
NUMBER OF HOTELS REPORTING				15	13	-2
Room Nights Available for Sale	1,744,921	1,591,597	-9%	184,680	157,050	-15%
Room Nights Sold	1,254,200	1,276,196	2%	143,670	135,173	-6%
HOTEL OCCUPANCY RATES						
Low Average	31%	43%	12 pts.	26%	38%	12 pts.
Mean Average	68%	77%	9 pts.	74%	81%	7 pts.
Weighted Average	72%	81%	9 pts.	78%	86%	(8 pts.)
High Average	93%	92%	(1 pt.)	104%	96%	(8 pts.)
HOTEL ROOM RATES						
Low Average	\$45	\$48	7%	\$47	\$43	-9%
Mean Average	\$103	\$110	7%	\$99	\$108	9%
Weighted Average	\$116	\$123	6%	\$107	\$119	11%
High Average	\$162	\$166	2%	\$152	\$161	6%
GROSS RECEIPTS TAX PAID	\$10,569,048	\$12,099,727	14%	\$1,151,296	\$1,256,212	9%
ROOM OCCUPANCY TAX PAID	\$14,696,784	\$16,003,682	9%	\$1,445,792	\$1,681,048	16%
PAX ARRIVAL COUNT - JGTA	616,468	700,228	14%	76,481	79,900	4%
PAX ARRIVAL COUNT - KOREA	111,480	127,547	14%	10,809	12,855	19%
PAX ARRIVAL COUNT - TAIWAN	34,204	38,969	14%	3,781	3,646	-4%
PAX ARRIVAL COUNT - CHINA, P.R.C	5,005	6,977	39%	502	655	30%
PAX ARRIVAL COUNT - RUSSIA	388	2,687	593%	16	308	1825%
GVB TOTAL ARRIVAL COUNT	866,461	976,844	13%	100,432	112,342	12%

ANALYSIS: The month of September reflected 15% decrease in the number of room nights available for sale and decreased -6% in the number of room nights sold compared to the same period last year, 2011. The Weighted Average Occupancy Rate decreased 8 points to 86%. The Weighted Average Room Rate increased 11% at \$119. Preliminary arrival numbers from the Guam Visitors Bureau showed a 12% increase in total arrivals for the month of September. JGTA reflected a 4% increase while the Korea market increased by 19% and the Taiwan market reflects a -4% decrease compared to 2011. The mainland China market reflects a 30% increase and the Russia market reflects a 1825% increase for the month of September 2012 as compared to the same period 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, ten hotels have not reported information to the Guam Hotel & Restaurant Association.