



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT JANUARY 2010 (Released March 3, 2010)

Number of Hotels in GHRA	25	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,511	Capacity in Room Nights	232,841
Number of Rooms under Renovation	87	Room-Employee Ratio:	1.59 (Room to 1 Employee)
		Rev Par	2010 \$87.81
		Rev Par	2009 \$79.19

	2009 YTD	2010 YTD	YTD CHANGE	Jan-09	Jan-10	CHANGE
NUMBER OF HOTELS REPORTING	20	20		20	20	0
Room Nights Available for Sale	222,239	232,841	5%	222,239	232,841	5%
Room Nights Sold	153,239	174,150	14%	153,239	174,150	14%
HOTEL OCCUPANCY RATES						
Low Average	12%	0%	(12 pts.)	12%	0%	(12 pts.)
Mean Average	69%	70%	1 pt.	69%	70%	1 pt.
Weighted Average	69%	75%	6 pts.	69%	75%	6 pts.
High Average	150%	89%	(61 pts.)	150%	89%	(61 pts.)
HOTEL ROOM RATES						
Low Average	\$57	\$45	-21%	\$57	\$45	-21%
Mean Average	\$109	\$105	-4%	\$109	\$105	-4%
Weighted Average	\$114	\$117	3%	\$114	\$117	3%
High Average	\$215	\$221	3%	\$215	\$221	3%
GROSS RECEIPTS TAX PAID	\$1,287,014	\$1,468,157	14%	\$1,287,014	\$1,468,157	14%
ROOM OCCUPANCY TAX PAID	\$1,844,278	\$2,173,995	18%	\$1,844,278	\$2,173,995	18%
PAX ARRIVAL COUNT - JGTA	78,286	80,871	3%	78,266	80,871	3%
PAX ARRIVAL COUNT - KOREA	7,241	10,524	45%	7,241	10,524	45%
PAX ARRIVAL COUNT - TAIWAN	3,244	2,484	-23%	3,244	2,484	-23%
GVB TOTAL ARRIVAL COUNT	96,098	103,162	7%	96,098	103,162	7%

ANALYSIS: The month of January reflected 5% change in the number of room nights available for sale and a 14% increase in the number of room nights sold compared to the same period last year, 2009. The Weighted Average Occupancy Rate increased 6 points at 75%. The Weighted Average Room Rate increased 3% at \$117. Preliminary arrival numbers from the Guam Visitors Bureau show an increase in total arrivals at 7%, with JGTA showing a 3% increase, Korea showing a 45% increase, and Taiwan showing a -23% decrease for the month of January 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, five hotels have not reported information to the Guam Hotel & Restaurant Association.