



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT OCTOBER 2009 (Released Dec. 2, 2009)**

<b>Number of Hotels in GHRA</b>	25	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,509	<b>Capacity in Room Nights</b>	232,779
<b>Number of Rooms under Renovation</b>	87	<b>Room-Employee Ratio:</b>	1.66 (Room to 1 Employee)
		<b>Rev Par</b>	<b>2009</b> \$55.02
		<b>Rev Par</b>	<b>2008</b> \$54.88

	2008 YTD	2009 YTD	YTD CHANGE	Oct-08	Oct-09	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				20	20	<b>0</b>
Room Nights Available for Sale	2,219,862	2,349,630	<b>6%</b>	233,833	232,779	<b>0%</b>
Room Nights Sold	1,431,639	1,494,567	<b>4%</b>	125,738	130,075	<b>3%</b>
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	14%	7%	<b>(7 pts.)</b>	14%	20%	<b>6 pts.</b>
Mean Average	61%	59%	<b>(2 pts.)</b>	51%	56%	<b>5 pts.</b>
Weighted Average	65%	60%	<b>(5 pts.)</b>	53%	56%	<b>3 pts.</b>
High Average	86%	92%	<b>(6 pts.)</b>	74%	88%	<b>14 pts.</b>
<b>HOTEL ROOM RATES</b>						
Low Average	\$43	\$46	<b>7%</b>	\$48	\$47	<b>-2%</b>
Mean Average	\$102	\$98	<b>-4%</b>	\$93	\$89	<b>-4%</b>
Weighted Average	\$115	\$107	<b>-7%</b>	\$103	\$98	<b>-5%</b>
High Average	\$189	\$201	<b>6%</b>	\$172	\$183	<b>6%</b>
<b>GROSS RECEIPTS TAX PAID</b>	\$11,807,210	\$11,361,403	<b>-4%</b>	\$1,283,994	\$971,259	<b>-24%</b>
<b>ROOM OCCUPANCY TAX PAID</b>	\$17,279,893	\$15,961,616	<b>-8%</b>	\$1,385,097	\$1,343,992	<b>-3%</b>
<b>PAX ARRIVAL COUNT - JGTA</b>	716,068	686,521	<b>-4%</b>	57,831	62,690	<b>8%</b>
<b>PAX ARRIVAL COUNT - KOREA</b>	97,934	68,455	<b>-30%</b>	7,117	4,425	<b>-38%</b>
<b>PAX ARRIVAL COUNT - TAIWAN</b>	19,624	19,140	<b>-2%</b>	1,727	1,657	<b>-4%</b>
<b>GVB TOTAL ARRIVAL COUNT</b>	970,623	877,060	<b>-10%</b>	83,323	78,311	<b>-6%</b>

**ANALYSIS:** The month of October reflected 0% change in the number of room nights available for sale and a 3% increase in the number of room nights sold compared to the same period last year, 2008. The Weighted Average Occupancy Rate increased 3 points at 56%. The Weighted Average Room Rate decreased by -5% at \$98. Preliminary arrival numbers from the Guam Visitors Bureau reported a decrease in total arrivals at -6%, with JGTA showing a 8% increase, Korea showing a -38% decrease, and Taiwan showing a -4% decrease for October 2009.

**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.