SUMMARY STATISTICAL REPORT OCTOBER 2010 (Released Nov. 30, 2010)

GUAM HOTEL & RESTAURANT ASSOCIATION

Number of Hotels in GHRA 23
Number of Existing Hotel Rooms 7,043
Number of Rooms under Renovation 87
Number of Hotels reporting to GHRA 17

Room Employee Ratio = (Hotel Rooms/Total Number of Employees from Reporting Hotels).

Rev Par 2010 $64.39
Rev Par 2009 $55.02

ANALYSIS: The month of October reflected a -6% 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, 2009. The Weighted Average Occupancy Rate increased 6 points at 62% and the Weighted Average Room Rate increased 7% at $105. Preliminary arrival numbers from the Guam Visitors Bureau shows a 13% increase in total arrivals for the month of October. JGTA shows a 4% increase, Korea shows a substantial increase of 141% compared to 2009 and Taiwan shows a 44% increase for the month of October 2010.

Weighted Average Occupancy = Sum of Room Nights Sold divided by total number of Room Nights Available for sale 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.