



GUAM HOTEL & RESTAURANT ASSOCIATION

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

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,043	Capacity in Room Nights	218,333
Number of Rooms under Renovation	87	Room-Employee Ratio:	1.56 (Room to 1 Employee)
		Rev Par	2010 \$64.39
		Rev Par	2009 \$55.02

	2009 YTD	2010 YTD	YTD CHANGE	Oct-09	Oct-10	CHANGE
NUMBER OF HOTELS REPORTING				20	17	-3
Room Nights Available for Sale	2,349,630	2,026,377	-14%	232,779	218,333	-6%
Room Nights Sold	1,494,567	1,472,699	-1%	130,075	134,395	3%
HOTEL OCCUPANCY RATES						
Low Average	7%	13%	6 pts.	20%	62%	42 pts.
Mean Average	59%	68%	9 pts.	56%	59%	3 pts.
Weighted Average	60%	73%	13 pts.	56%	62%	6 pts.
High Average	92%	93%	1 pt.	88%	79%	(9 pts.)
HOTEL ROOM RATES						
Low Average	\$46	\$43	-7%	\$47	\$47	0%
Mean Average	\$98	\$99	1%	\$89	\$97	9%
Weighted Average	\$107	\$110	3%	\$98	\$105	7%
High Average	\$201	\$197	-2%	\$183	\$187	2%
GROSS RECEIPTS TAX PAID	\$11,361,403	\$13,210,601	16%	\$971,259	\$1,133,140	17%
ROOM OCCUPANCY TAX PAID	\$15,961,616	\$18,507,415	16%	\$1,343,992	\$1,419,562	6%
PAX ARRIVAL COUNT - JGTA	685,521	751,707	10%	62,690	65,019	4%
PAX ARRIVAL COUNT - KOREA	68,455	111,761	63%	4,425	10,644	141%
PAX ARRIVAL COUNT - TAIWAN	19,140	27,196	42%	1,657	2,381	44%
GVB TOTAL ARRIVAL COUNT	877,060	1,005,276	15%	78,311	88,541	13%

ANALYSIS: The month of October reflected -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%. 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.

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, six hotels have not reported information to the Guam Hotel & Restaurant Association.