



**GUAM HOTEL & RESTAURANT ASSOCIATION**

**SUMMARY STATISTICAL REPORT OCTOBER 2011 (Released December 6, 2011)**

<b>Number of Hotels in GHRA</b>	23	<b>Number of Rooms under Construction</b>	0
<b>Number of Existing Hotel Rooms</b>	7,455	<b>Capacity in Room Nights</b>	177,475
<b>Number of Rooms under Renovation</b>	85	<b>Room-Employee Ratio:</b>	1.88 (Room to 1 Employee)
		<b>Rev Par</b>	<b>2011</b> \$70.22
		<b>Rev Par</b>	<b>2010</b> \$64.39

	2010 YTD	2011 YTD	YTD CHANGE	Oct-10	Oct-11	CHANGE
<b>NUMBER OF HOTELS REPORTING</b>				17	14	-3
Room Nights Available for Sale	2,026,377	1,922,396	-5%	218,333	177,475	-19%
Room Nights Sold	1,472,699	1,372,532	-7%	134,395	118,332	-12%
<b>HOTEL OCCUPANCY RATES</b>						
Low Average	13%	30%	17 pts.	62%	20%	(42 pts.)
Mean Average	68%	68%	0 pt.	59%	63%	4 pts.
Weighted Average	73%	71%	(2 pts.)	62%	67%	5 pts.
High Average	93%	93%	0 pt.	79%	100%	21 pts.
<b>HOTEL ROOM RATES</b>						
Low Average	\$43	\$45	5%	\$47	\$45	-4%
Mean Average	\$99	\$102	3%	\$97	\$95	-2%
Weighted Average	\$111	\$125	13%	\$105	\$105	0%
High Average	\$198	\$161	-19%	\$187	\$149	-20%
<b>GROSS RECEIPTS TAX PAID</b>	\$12,077,643	\$11,567,236	-4%	\$1,133,140	\$998,188	-12%
<b>ROOM OCCUPANCY TAX PAID</b>	\$17,087,853	\$15,937,037	-7%	\$1,419,562	\$1,240,253	-13%
<b>PAX ARRIVAL COUNT - JGTA</b>	686,688	678,254	-1%	65,019	61,786	-5%
<b>PAX ARRIVAL COUNT - KOREA</b>	101,113	122,176	21%	10,644	10,696	0%
<b>PAX ARRIVAL COUNT - TAIWAN</b>	24,824	38,282	54%	2,381	4,078	71%
<b>GVB TOTAL ARRIVAL COUNT</b>	916,635	956,707	4%	88,541	90,246	2%

**ANALYSIS:** The month of October reflected -19% decrease in the number of room nights available for sale and decreased -12% in the number of room nights sold compared to the same period last year, 2010. The Weighted Average Occupancy Rate increased 5 points to 67%. The Weighted Average Room Rate remained steady at \$105. Preliminary arrival numbers from the Guam Visitors Bureau showed a 2% increase in total arrivals for the month of October. JGTA reflected -5% decrease while the Korea market had a 0% difference compared to 2010 and Taiwan shows a 71% increase for the month of October 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, nine hotels have not reported information to the Guam Hotel & Restaurant Association.