



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT OCTOBER 2012 (Released December 6, 2012)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,420	Capacity in Room Nights	175,522
Number of Rooms under Renovation	84	Room-Employee Ratio:	1.70 (Room to 1 Employee)
		Rev Par	2012 \$90.52
		Rev Par	2011 \$70.22

	2011 YTD	2012 YTD	YTD CHANGE	Oct-11	Oct-12	CHANGE
NUMBER OF HOTELS REPORTING				14	14	0
Room Nights Available for Sale	1,922,396	1,591,597	-17%	177,475	175,522	-1%
Room Nights Sold	1,372,532	1,276,196	-7%	118,332	139,091	18%
HOTEL OCCUPANCY RATES						
Low Average	30%	43%	13 pts.	20%	19%	(1 pt.)
Mean Average	68%	77%	9 pts.	63%	73%	10 pts.
Weighted Average	71%	81%	9 pts.	67%	79%	12 pts.
High Average	93%	92%	(1 pt.)	100%	91%	(9 pts.)
HOTEL ROOM RATES						
Low Average	\$45	\$48	7%	\$45	\$43	-4%
Mean Average	\$102	\$110	8%	\$95	\$104	9%
Weighted Average	\$125	\$123	-2%	\$105	\$114	9%
High Average	\$161	\$166	3%	\$149	\$160	7%
GROSS RECEIPTS TAX PAID	\$11,567,236	\$12,099,727	5%	\$998,188	\$1,272,307	27%
ROOM OCCUPANCY TAX PAID	\$15,937,037	\$16,003,682	0%	\$1,240,253	\$1,597,701	29%
PAX ARRIVAL COUNT - JGTA	678,254	770,840	14%	61,786	70,612	14%
PAX ARRIVAL COUNT - KOREA	122,176	143,669	18%	10,696	16,122	51%
PAX ARRIVAL COUNT - TAIWAN	38,282	42,657	11%	4,078	3,688	-10%
PAX ARRIVAL COUNT - CHINA, P.R.C	6,247	8,064	29%	1,242	1,087	-12%
PAX ARRIVAL COUNT - RUSSIA	460	3,048	563%	72	361	401%
GVB TOTAL ARRIVAL COUNT	956,737	1,081,178	13%	90,276	104,334	16%

ANALYSIS: The month of October reflected 1% decrease in the number of room nights available for sale and increased 18% in the number of room nights sold compared to the same period last year, 2011. The Weighted Average Occupancy Rate increased 12 points to 79%. The Weighted Average Room Rate increased 9% at \$114. Preliminary arrival numbers from the Guam Visitors Bureau showed a 16% increase in total arrivals for the month of October. JGTA reflected a 14% increase while the Korea market increased by 51% and the Taiwan market reflects a -10% decrease compared to 2011. The mainland China market reflects a -12% decrease and the Russia market reflects a 401% increase for the month of October 2012 as compared to the same period 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.