



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT NOVEMBER 2010 (Released Jan. 5, 2011)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,693	Capacity in Room Nights	230,790
Number of Rooms under Renovation	87	Room-Employee Ratio:	1.55 (Room to 1 Employee)
		Rev Par 2010	\$67.12
		Rev Par 2009	\$57.61

	2009 YTD	2010 YTD	YTD CHANGE	Nov-09	Nov-10	CHANGE
NUMBER OF HOTELS REPORTING				20	18	-2
Room Nights Available for Sale	2,589,043	2,475,500	-4%	239,413	230,790	-4%
Room Nights Sold	1,634,635	1,754,324	7%	140,068	147,230	5%
HOTEL OCCUPANCY RATES						
Low Average	6%	20%	14 pts.	0%	41%	41 pts.
Mean Average	58%	67%	9 pts.	56%	67%	11 pts.
Weighted Average	60%	71%	11 pts.	59%	64%	5 pts.
High Average	92%	91%	(1 pt.)	88%	90%	2 pts.
HOTEL ROOM RATES						
Low Average	\$46	\$44	-4%	\$45	\$46	2%
Mean Average	\$97	\$98	1%	\$88	\$95	8%
Weighted Average	\$106	\$110	4%	\$98	\$105	7%
High Average	\$200	\$196	-2%	\$185	\$185	0%
GROSS RECEIPTS TAX PAID	\$12,461,041	\$14,434,042	16%	\$1,099,638	\$1,223,441	11%
ROOM OCCUPANCY TAX PAID	\$17,446,695	\$20,097,220	15%	\$1,485,079	\$1,589,805	7%
PAX ARRIVAL COUNT - JGTA	751,892	822,421	9%	65,371	70,714	8%
PAX ARRIVAL COUNT - KOREA	74,454	123,378	66%	5,999	11,617	94%
PAX ARRIVAL COUNT - TAIWAN	20,471	29,209	43%	1,331	2,012	51%
GVB TOTAL ARRIVAL COUNT	958,988	1,099,731	15%	81,928	94,454	15%

ANALYSIS: The month of November reflected -4% change in the number of room nights available for sale and a 5% increase in the number of room nights sold compared to the same period last year, 2009. The Weighted Average Occupancy Rate increased 5 points at 64%. The Weighted Average Room Rate increased 7% at \$105. Preliminary arrival numbers from the Guam Visitors Bureau shows a 15% increase in total arrivals for the month of November. JGTA shows a 8% increase, the Korea market increased 94% compared to 2009 and Taiwan shows a 51% increase for the month of November 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, five hotels have not reported information to the Guam Hotel & Restaurant Association.