



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT NOVEMBER 2011 (Released January 4, 2012)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,454	Capacity in Room Nights	181,288
Number of Rooms under Renovation	85	Room-Employee Ratio:	1.81 (Room to 1 Employee)
		Rev Par	2011 \$76.30
		Rev Par	2010 \$64.39

	2010 YTD	2011 YTD	YTD CHANGE	Nov-10	Nov-11	CHANGE
NUMBER OF HOTELS REPORTING				18	15	-3
Room Nights Available for Sale	2,475,500	2,103,684	-15%	230,790	181,288	-21%
Room Nights Sold	1,754,324	1,503,512	-14%	147,230	130,980	-11%
HOTEL OCCUPANCY RATES						
Low Average	20%	31%	11 pts.	41%	39%	(2 pts.)
Mean Average	67%	68%	1 pt.	67%	68%	1 pt.
Weighted Average	71%	71%	0 pt.	64%	72%	8 pts.
High Average	91%	93%	2 pts.	90%	90%	0 pt.
HOTEL ROOM RATES						
Low Average	\$44	\$45	2%	\$46	\$43	-7%
Mean Average	\$98	\$102	4%	\$95	\$96	1%
Weighted Average	\$110	\$123	12%	\$105	\$106	1%
High Average	\$196	\$159	-19%	\$185	\$148	-20%
GROSS RECEIPTS TAX PAID	\$14,434,042	\$12,705,069	-12%	\$1,223,441	\$1,137,833	-7%
ROOM OCCUPANCY TAX PAID	\$20,097,220	\$17,368,703	-14%	\$1,589,805	\$1,431,666	-10%
PAX ARRIVAL COUNT - JGTA	822,421	748,976	-9%	70,714	70,722	0%
PAX ARRIVAL COUNT - KOREA	123,378	135,410	10%	11,617	13,234	14%
PAX ARRIVAL COUNT - TAIWAN	29,209	41,991	44%	2,012	3,709	84%
GVB TOTAL ARRIVAL COUNT	1,099,731	1,056,082	-4%	94,454	99,345	5%

ANALYSIS: The month of November reflected -21% decrease in the number of room nights available for sale and decreased -11% in the number of room nights sold compared to the same period last year, 2010. The Weighted Average Occupancy Rate increased 8 points to 72%. The Weighted Average Room Rate increased 1% at \$106. Preliminary arrival numbers from the Guam Visitors Bureau showed a 5% increase in total arrivals for the month of November. JGTA reflected 0% change while the Korea market had increased by 14% compared to 2010 and Taiwan shows a 84% increase for the month of November 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, eight hotels have not reported information to the Guam Hotel & Restaurant Association.