



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT DECEMBER 2010 (Released Jan. 28, 2011)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,693	Capacity in Room Nights	208,227
Number of Rooms under Renovation	87	Room-Employee Ratio:	1.70 (Room to 1 Employee)
		Rev Par	2010 \$78.91
		Rev Par	2009 \$79.00

	2009 YTD	2010 YTD	YTD CHANGE	Dec-09	Dec-10	CHANGE
NUMBER OF HOTELS REPORTING				20	17	-3
Room Nights Available for Sale	2,821,760	2,683,727	-5%	232,717	208,227	-11%
Room Nights Sold	1,783,977	1,889,050	6%	149,342	134,726	-10%
HOTEL OCCUPANCY RATES						
Low Average	6%	22%	16 pts.	0%	42%	42 pts.
Mean Average	58%	67%	9 pts.	59%	63%	4 pts.
Weighted Average	60%	71%	11 pts.	64%	65%	1 pt.
High Average	91%	91%	0 pt.	84%	81%	(3 pts.)
HOTEL ROOM RATES						
Low Average	\$46	\$44	-4%	\$43	\$46	7%
Mean Average	\$98	\$99	1%	\$110	\$108	-2%
Weighted Average	\$108	\$111	3%	\$123	\$122	-1%
High Average	\$203	\$194	-4%	\$240	\$171	-29%
GROSS RECEIPTS TAX PAID	\$13,835,548	\$15,721,396	14%	\$1,374,507	\$1,287,354	-6%
ROOM OCCUPANCY TAX PAID	\$19,441,133	\$21,806,958	12%	\$1,994,438	\$1,709,738	-14%
PAX ARRIVAL COUNT - JGTA	825,129	893,667	8%	73,237	71,246	-3%
PAX ARRIVAL COUNT - KOREA	82,978	134,689	62%	8,524	11,311	33%
PAX ARRIVAL COUNT - TAIWAN	22,088	31,320	42%	1,617	2,111	31%
GVB TOTAL ARRIVAL COUNT	1,051,364	1,196,295	14%	92,865	94,899	2%

ANALYSIS: The month of December reflected -11% decrease in the number of room nights available for sale and decreased 10% in the number of room nights sold compared to the same period last year, 2009. The Weighted Average Occupancy Rate increased 1 point at 65%. The Weighted Average Room Rate also reflected a 1% decrease at \$122. Preliminary arrival numbers from the Guam Visitors Bureau shows a 2% increase in total arrivals for the month of December. JGTA shows a 3% decrease, the Korea market increased 33% compared to 2009 and Taiwan shows a 31% increase for the month of December 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.