



GUAM HOTEL & RESTAURANT ASSOCIATION

SUMMARY STATISTICAL REPORT DECEMBER 2011 (Released January 30, 2012)

Number of Hotels in GHRA	23	Number of Rooms under Construction	0
Number of Existing Hotel Rooms	7,446	Capacity in Room Nights	181,040
Number of Rooms under Renovation	85	Room-Employee Ratio:	1.77 (Room to 1 Employee)
		Rev Par	2011
			\$97.14
		Rev Par	2010
			\$78.91

	2010 YTD	2011 YTD	YTD CHANGE	Dec-10	Dec-11	CHANGE
NUMBER OF HOTELS REPORTING				17	15	-2
Room Nights Available for Sale	2,683,727	2,284,724	-15%	208,227	181,040	-13%
Room Nights Sold	1,889,050	1,641,464	-13%	134,726	137,952	2%
HOTEL OCCUPANCY RATES						
Low Average	22%	32%	10 pts.	42%	43%	1 pt.
Mean Average	67%	68%	1 pt.	63%	73%	10 pts.
Weighted Average	71%	72%	1 pt.	65%	76%	11 pts.
High Average	91%	93%	2 pts.	81%	89%	8 pts.
HOTEL ROOM RATES						
Low Average	\$44	\$45	2%	\$46	\$49	7%
Mean Average	\$99	\$103	4%	\$108	\$114	6%
Weighted Average	\$111	\$123	11%	\$122	\$127	4%
High Average	\$194	\$160	-18%	\$171	\$164	-4%
GROSS RECEIPTS TAX PAID	\$15,721,396	\$14,097,574	-10%	\$1,287,354	\$1,392,505	8%
ROOM OCCUPANCY TAX PAID	\$21,806,958	\$19,186,754	-12%	\$1,709,738	\$1,818,051	6%
PAX ARRIVAL COUNT - JGTA	893,865	824,005	-8%	71,341	75,029	5%
PAX ARRIVAL COUNT - KOREA	134,718	149,076	11%	11,314	13,666	21%
PAX ARRIVAL COUNT - TAIWAN	31,320	45,086	44%	2,111	3,095	47%
GVB TOTAL ARRIVAL COUNT	1,197,408	1,159,778	-3%	96,922	103,696	7%

ANALYSIS: The month of December reflected -13% decrease in the number of room nights available for sale and increased 2% in the number of room nights sold compared to the same period last year, 2010. The Weighted Average Occupancy Rate increased 11 points to 76%. The Weighted Average Room Rate increased 4% at \$127. Preliminary arrival numbers from the Guam Visitors Bureau showed a 7% increase in total arrivals for the month of December. JGTA reflected an increase of 5% while the Korea market increased steadily by 21% compared to 2010 and Taiwan shows a 47% increase for the month of December 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.