

## VISITOR EXPENDITURE SURVEY

2<sup>nd</sup> QUARTER / 2010

No. 2

Per-capita spending of visitors increased by 3% year-on-year to MOP 1,575 in the second quarter, with per-capita spending of Mainland visitors leading at MOP 2,397. Compared with the second quarter of 2009, per-capita spending of tourists rose by 26% to MOP 2,635 and that of same-day visitors went up by 41% to MOP 665.

### 1. Per-Capita Spending of Visitors by Place of Residence

Place of Residence	Visitor			Tourist		Same-Day Visitor	
	Q2/2009	Q2/2010	Year-on-year change (%)	Q2/2010	Year-on-year change (%)	Q2/2010	Year-on-year change (%)
	MOP			MOP		MOP	
<b>Total</b>	<b>1 527</b>	<b>1 575</b>	<b>3.1</b>	<b>2 635</b>	<b>26.2</b>	<b>665</b>	<b>41.1</b>
Mainland China	3 564	2 397	-32.7	4 241	-13.6	1 088	45.6
Hong Kong Special Administrative Region	1 112	1 068	-3.9	1 678	12.8	423	-3.6
Taiwan region	1 705	787	-53.8	2 767	8.6	179	-39.2
Japan	970	1 935	99.5	3 109	48.0	523	34.6
Southeast Asia	1 684	1 349	-19.9	2 214	14.1	397	-3.3
Americas	1 187	1 468	23.7	2 413	33.6	541	21.8
Europe	1 010	1 142	13.1	2 177	18.5	393	15.8
Oceania	702	1 144	62.9	2 010	111.0	439	54.5

### Per-Capita Non-Shopping and Shopping Spending

Per-capita non-shopping spending of visitors decreased by 20% year-on-year to MOP 813. Expenses on Accommodation and Food & Beverage accounted for 46% and 34% respectively of the non-shopping spending.

Per-capita shopping spending of visitors amounted to MOP 761, up by 49% over the second quarter of 2009. Local Food Products (24% of shopping spending), Clothing (18%) and Jewellery/Watches (17%) were the more popular shopping items.

Although gaming expenses are not considered in the per-capita spending of visitors, about 52% of the interviewed visitors in the second quarter claimed that they had participated in gaming activities during their stay in Macao.

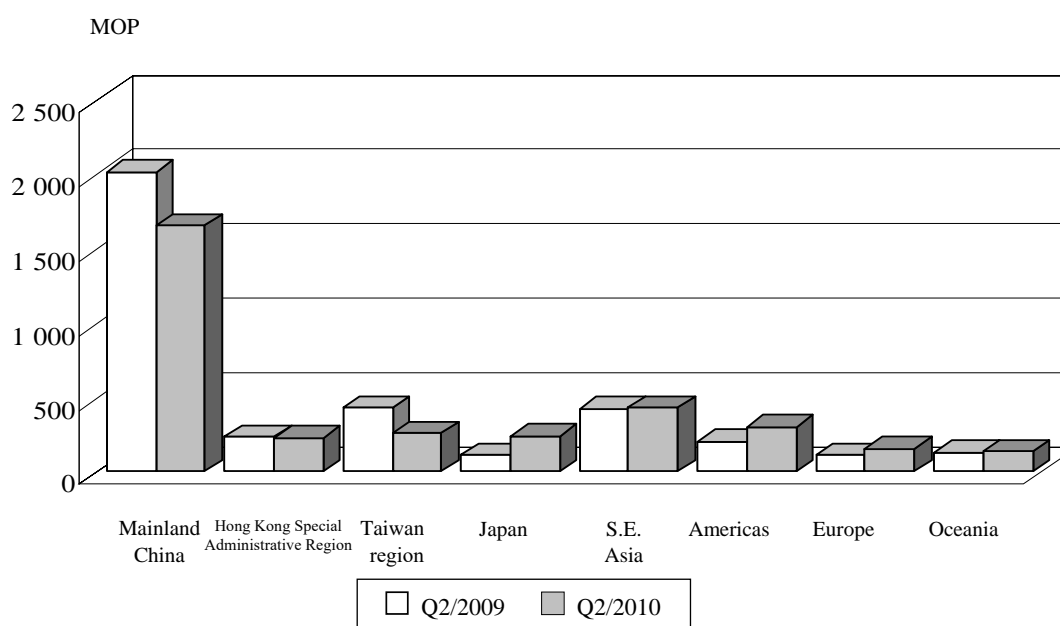
## 2. Visitor Spending by Type of Expenses <sup>a</sup>

Type of Expenses	Q2/2009	Q2/2010	Year-on-year change (%)
	MOP		
<b>Per-Capita Spending</b>	<b>1 527</b>	<b>1 575</b>	<b>3.1</b>
<b>Non-Shopping Spending</b>	<b>1 017</b>	<b>813</b>	<b>-20.0</b>
Accommodation	439	371	-15.6
Food and Beverage	379	280	-26.1
Local Transport	57	33	-41.9
Outbound Transport (excluding airfare)	128	95	-25.9
Entertainment and Others	14	35	148.3
<b>Shopping Spending</b>	<b>510</b>	<b>761</b>	<b>49.2</b>
Clothing	85	140	65.2
Jewellery/Watches	58	130	123.4
Local Food Products	205	181	-11.7
Cosmetics/Perfume	50	94	87.5
Cellular Phones/Electrical Equipment	16	43	160.3
Shoes/Handbags/Wallets	57	102	77.8
Others	39	72	86.1

Figures may not add up to the total due to rounding.

<sup>a</sup> Excluding gaming expenses.

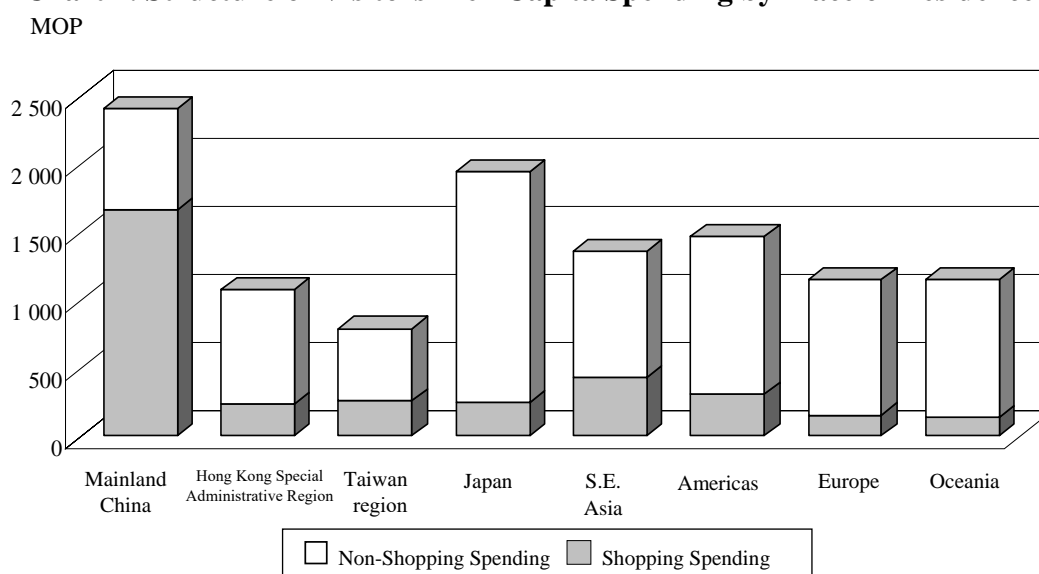
### Chart 1. Per-Capita Shopping Spending of Visitors by Place of Residence



With regard to the spending structure, visitors from Mainland China spent 69% of their per-capita spending on shopping, whereas those from Hong Kong Special Administrative Region; Southeast Asia; and Taiwan region spent more on non-shopping items, accounting for 79%, 68% and 67% of their respective per-capita spending.

In addition, Mainland visitors inclined to purchase a wide variety of goods, including Jewellery/Watches (20% of per-capita shopping spending), Clothing (18%), Local Food Products (16%), Cosmetics/Perfume (15%), and Shoes/Handbags/Wallets (14%), while those from Hong Kong Special Administrative Region preferred to purchase Local Food Products, which accounted for 60% of their per-capita shopping spending. Meanwhile, visitors from Southeast Asia mainly purchased Local Food Products and Clothing, sharing 43% and 33% respectively, and those from Taiwan region spent mostly on Local Food Products (31%), Clothing (23%) and Shoes/Handbags/ Wallets (23%).

**Chart 2. Structure of Visitors' Per-Capita Spending by Place of Residence**



### Per-Diem Spending

Per-diem spending of visitors amounted to MOP 1,575 in the second quarter of 2010, a year-on-year increase of 15%. Mainland visitors had the highest per-diem spending of MOP 2,397.

### Length of Stay

The average length of stay of visitors shortened by 0.2 day to 0.9 day over the second quarter of 2009. The average length of stay of tourists increased by 0.1 day to 1.7 days, while that of same-day visitors stayed unchanged at 0.2 day.

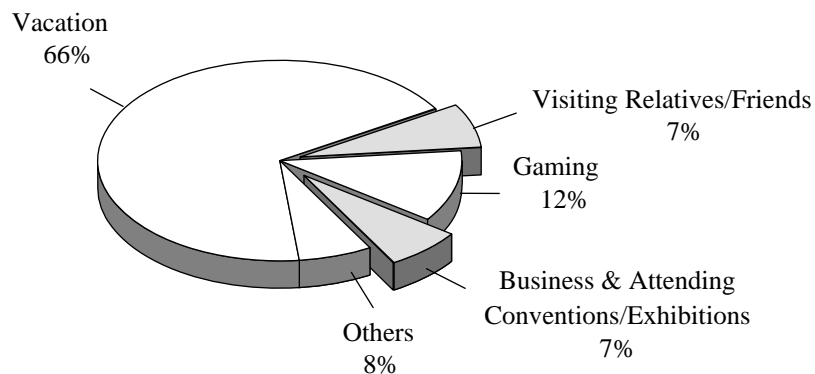
### 3. Average Length of Stay of Visitors

Type of Visitor	Length of Stay		Difference
	Day		
	Q2/2009	Q2/2010	
<b>Visitor</b>	<b>1.1</b>	<b>0.9</b>	<b>-0.2</b>
Tourist	1.6	1.7	+0.1
Same-Day Visitor	0.2	0.2	-

### Characteristics of Visitors

Around 66% of the interviewed visitors came to Macao mainly for Vacation; other major purposes of visit included Gaming (12%), Visiting Relatives/Friends (7%) and Business & Attending Conventions/Exhibitions (7%).

**Chart 3. Main Purpose of Visit**



With regard to the occupation of visitors, 21% were senior officials & managers; 15% were clerks and 13% were technicians & associate professionals. Moreover, 25% were the unemployed and the economically inactive persons, including housewives, students and retired persons.

### Visitors' Comments

All the interviewed visitors commented on the environmental hygiene and points of tourist attractions in Macao. They were more satisfied with the environmental hygiene, with 74% in favour; however, 12% considered that the points of tourist attractions in Macao were inadequate.

For those travelling in package tours, 73% complimented on the services rendered by travel agencies. As regards other services and facilities, 79% of the visitor-users were satisfied with those of the gaming establishments; there were also favourable comments on the services of hotels (85%), shops (83%), public transport (73%) and restaurants (72%).

However, 7% of the interviewed visitors suggested that the public transport services should be improved.

#### 4. Visitors' Comments on Services and Facilities

Services and Facilities	%			
	Satisfied	Fair	Should Be Improved	No Comment
Travel Agencies	73	20	4	3
Hotels	85	13	1	1
Restaurants	72	22	5	1
Shops	83	14	2	1
Public Transport	73	19	7	1
Gaming Establishments	79	13	2	5

Percentages may not add up to 100% due to rounding.

## Explanatory Note

Visitor Expenditure Survey is conducted at different departure points on a daily basis, to collect information on visitors' spending (excluding gaming expenses) during their stay in Macao.

In view of a 6-fold increase in the total number of effective samples in the second quarter of 2010, percentage structure of the samples of tourists and same-day visitors showed significant changes; therefore, results of the Survey have marked difference compared with same quarter in 2009.

### Sampling Method

Due to massive visitor movements at different departure points, the Visitor Expenditure Survey applies systematic sampling in selecting samples from visitors who are non-residents of Macao.

### Sampling Errors

Type of Spending	MOP					
	Visitor		Tourist		Same-Day Visitor	
	Q2/2009	Q2/2010	Q2/2009	Q2/2010	Q2/2009	Q2/2010
Per-Capita Spending	<b>35.0</b>	<b>19.7</b>	50.1	40.1	9.6	8.1
Non-Shopping Spending	<b>16.4</b>	<b>6.7</b>	21.6	12.3	3.8	1.3
Shopping Spending	<b>26.3</b>	<b>17.1</b>	39.5	35.5	9.2	8.1

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## **Concept**

### Visitor<sup>a</sup>:

Any person travelling to a place other than that of his/her usual environment for less than 12 consecutive months and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited.

#### Classification of visitors:

- a) Tourist (overnight visitor): visitor who stays at least one night in a collective or private accommodation in the country visited<sup>a</sup>. In addition, we have added two criteria as follows:
  - 1) visitor who stays for more than 24 hours in Macao, or
  - 2) visitor who stays for less than 24 hours and does not stay overnight in Macao but with his/her arrangement made in a collective accommodation such as hotel, guest-house, etc.
- b) Same-Day Visitor<sup>a</sup>: visitor who does not spend the night in a collective or private accommodation in the country visited.

### Main Purpose of Visit:

Refers to the motivation for the visit or trip, in the absence of which the trip would not have been made or the given destination would not have been visited.

## **Symbols and Abbreviations**

- Absolute value equals zero
- MOP Macao Pataca

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<sup>a</sup> World Tourism Organization, Concepts, Definitions and Classifications for Tourism Statistics, 1995

The following statistical tables are available for download from our website

- 1- Characteristics of interviewed visitors by place of residence
- 2- Average length of stay of interviewed visitors by place of residence
- 3- Per-capita spending of interviewed visitors by place of residence
- 4- Per-capita non-shopping spending of interviewed visitors by place of residence
- 5- Per-capita shopping spending of interviewed visitors by place of residence
- 6- Per-diem spending of interviewed visitors by place of residence
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- 13- Interviewed visitors' comments on services of travel agencies
- 14- Interviewed visitors' comments on services of restaurants and similar establishments
- 15- Interviewed visitors' comments on services of hotels and similar establishments
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- 17- Interviewed visitors' comments on services of public transport
- 18- Interviewed visitors' comments on environmental hygiene
- 19- Interviewed visitors' comments on points of tourist attractions
- 20- Interviewed visitors' comments on services and facilities of gaming establishments