

**Government of Macao Special Administrative Region**  
**Statistics and Census Service**

## TOURISM INDICATORS

OCTOBER 2009

No. 10

### *PACKAGE TOURS AND HOTEL OCCUPANCY RATE*

Visitor arrivals in package tours totalled 380,419 in October 2009, with the majority coming from Mainland China (264,826); Taiwan region (25,047); Hong Kong Special Administrative Region (19,679); and Japan (16,905). Meanwhile, there were 15,986 Macao residents travelling outbound in package tours and 46,580 travelling under own arrangements with services of travel agencies.

#### 1. Visitor Arrivals in Package Tours and Outbound Macao Residents

Place of Residence/ Destination	Visitor Arrivals in Package Tours				Outbound Macao Residents			
	Oct. 2009 (No.)	Year-on-year Change (%)	Jan.- Oct. 2009 (No.)	Year-on-year Change (%)	In Package Tours Oct. 2009 (No.)	Year-on-year Change (%)	Under Individual Arrangements Oct. 2009 (No.)	Year-on-year Change (%)
<b>Total</b>	<b>380 419</b>	<b>-11.9</b>	<b>3 665 078</b>	<b>-6.7</b>	<b>15 986</b>	<b>-2.0</b>	<b>46 580</b>	<b>56.4</b>
Mainland China	264 826	-9.8	2 631 163	-1.6	11 990	-2.2	15 381	101.0
Hong Kong Special Administrative Region	19 679	-35.3	209 288	-24.2	164	-68.6	15 933	34.7
Taiwan region	25 047	-24.6	207 759	0.8	1 160	28.5	6 739	80.5
Japan	16 905	6.7	168 393	2.0	775	-20.6	931	-6.2
Malaysia	7 160	-13.9	79 583	-22.2	350	-5.1	487	-2.2
Others	46 802	-7.5	368 892	-27.0	1 547	20.3	7 109	40.0

At the end of October 2009, the hotel sector had 18,447 guest rooms available. The average hotel occupancy rate for October 2009 increased by 2.5 percentage points year-on-year to 74.0%; the average length of stay of hotel guests was 1.5 nights, up by 0.05 nights.

A total of 581,192 guests checked into hotels and guest-houses in October 2009, up by 8.3% year-on-year, with the majority coming from Mainland China (49.7% of total) and Hong Kong Special Administrative Region (22.4%).

#### 2. Principal Statistics of Hotel Sector

Classification of Establishments	Average Occupancy Rate				Guests		Available Rooms
	Oct. 2009 (%)	Year-on-year Change (Percentage Point)	Jan.- Oct. 2009 (%)	Year-on-year Change (Percentage Point)	Oct. 2009 (No.)	Average Length of Stay (Night)	Oct. 2009 (No.)
<b>Total</b>	<b>74.0</b>	<b>2.5</b>	<b>69.7</b>	<b>-3.9</b>	<b>581 192</b>	<b>1.49</b>	<b>18 447</b>
Hotels	74.7	2.5	70.4	-3.8	571 163	1.49	17 878
5-star hotels	74.6	3.5	69.1	-4.7	274 175	1.87	10 310
4-star hotels	75.8	-1.2	75.3	-2.4	177 636	1.14	4 343
3-star hotels	78.7	5.4	73.8	-0.7	92 929	1.15	2 379
2-star hotels	58.4	0.5	51.8	-8.9	26 423	1.11	846
Guest-houses	52.9	2.2	47.3	-7.4	10 029	1.48	569

Official Statistics. Reproduction of these data is allowed provided the source is quoted.

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## 3. Hotel Occupancy Rate

%

Year/Month		Total	5-star hotels	4-star hotels	3-star hotels	2-star hotels	Guest-houses
2008	Oct	71.5	71.1	77.0	73.3	57.9	50.7
	Nov	79.2	77.9	85.3	84.9	68.1	51.1
	Dec	79.0	76.7	87.6	83.6	68.2	51.6
2009	Jan	65.6	65.2	70.0	67.0	56.6	49.3
	Feb	69.4	66.5	78.7	76.4	54.7	47.3
	Mar	72.7	66.8	86.4	82.6	65.4	48.0
	Apr	73.6	70.3	83.6	80.2	63.7	48.5
	May	59.4	60.4	61.7	62.7	38.5	43.8
	Jun	60.7	62.1	64.5	61.9	33.8	40.8
	Jul	67.9	69.3	70.7	71.7	39.9	45.7
	Aug	80.4	80.8	87.0	81.5	58.7	50.5
	Sep	72.3	74.0	74.9	75.1	48.3	46.0
	Oct	74.0	74.6	75.8	78.7	58.4	52.9
	Jan – Oct	69.7	69.1	75.3	73.8	51.8	47.3

## 4. Hotel Guests

No.

Year/Month		Total	5-star hotels	4-star hotels	3-star hotels	2-star hotels	Guest-houses
2008	Oct	536 761	251 103	162 746	88 864	24 856	9 192
	Nov	567 812	258 360	178 341	92 179	29 645	9 287
	Dec	617 501	283 267	192 432	102 204	30 332	9 266
2009	Jan	524 618	249 739	160 502	80 032	25 134	9 211
	Feb	515 680	239 512	161 099	84 812	22 383	7 874
	Mar	596 529	264 570	194 284	98 599	30 307	8 769
	Apr	577 228	268 364	176 701	94 042	29 713	8 408
	May	444 912	214 147	133 340	71 518	17 934	7 973
	Jun	445 756	215 561	139 887	68 887	14 456	6 965
	Jul	525 731	251 944	164 442	82 989	17 664	8 692
	Aug	631 454	299 241	201 316	94 281	26 596	10 020
	Sep	543 182	252 231	173 879	86 312	21 864	8 896
	Oct	581 192	274 175	177 636	92 929	26 423	10 029
	Jan – Oct	5 386 282	2 529 484	1 683 086	854 401	232 474	86 837