

Government of Macao Special Administrative Region
Statistics and Census Service

TOURISM INDICATORS

MARCH 2010

No. 3

PACKAGE TOURS AND HOTEL OCCUPANCY RATE

Visitor arrivals in package tours totalled 510,679 in March 2010, with the majority coming from Mainland China (355,300); Japan (27,581); Taiwan region (25,225); and Hong Kong Special Administrative Region (21,196). Moreover, visitors from the Republic of Korea (14,173), India (6,530) and Vietnam (5,924) also registered notable increase. Meanwhile, there were 18,494 Macao residents travelling outbound in package tours and 34,791 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			
	Mar. 2010 (No.)	Year- on-year Change (%)	Jan. - Mar. 2010 (No.)	Year- on-year Change (%)	In Package Tours Mar. 2010 (No.)	Year- on- year Change (%)	Under own Arrangements Mar. 2010 (No.)	Year- on- year Change (%)
Total	510 679	-7.7	1 433 956	4.6	18 494	8.8	34 791	9.0
Mainland China	355 300	-18.8	1 020 554	-3.6	14 315	10.9	10 110	-3.0
Hong Kong Special Administrative Region	21 196	6.3	62 009	-8.4	817	760.0	10 975	-2.1
Taiwan region	25 225	-5.9	69 618	25.3	607	-45.6	6 586	39.6
Japan	27 581	55.9	73 284	41.9	1 233	31.4	864	19.2
Malaysia	13 716	11.8	31 928	19.9	307	-20.1	282	-17.8
Republic of Korea	14 173	247.0	40 967	180.3	430	-16.5	2 258	821.6
Thailand	13 545	9.3	31 995	-2.5	294	-54.1	1 116	-28.1
Others	39 943	76.8	103 601	62.9	491	20.3	2 600	-4.2

At the end of March, number of available guest rooms of the hotel sector totalled 19,408. The average occupancy rate of hotels and guest-houses in March 2010 increased by 4.9 percentage points year-on-year to 77.5%; the average length of stay of guests stood at 1.5 nights, up by 0.1 night.

A total of 641,987 guests checked into hotels and guest-houses in March 2010, up by 7.6% year-on-year, with the majority coming from Mainland China (52.0% of total) and Hong Kong Special Administrative Region (20.4%).

2. Principal Statistics of Hotel Sector

Classification of Establishments	Average Occupancy Rate				Guests		Available Rooms
	Mar. 2010 (%)	Year- on- year Change (Percentage Point)	Jan. - Mar. 2010 (%)	Year- on- year Change (Percentage Point)	Mar. 2010 (No.)	Average Length of Stay (Night)	Mar. 2010 (No.)
Total	77.5	4.9	79.0	9.9	641 987	1.5	19 408
Hotels	78.2	4.8	79.7	9.9	632 365	1.5	18 838
5-star	75.7	9.3	77.9	12.0	313 951	1.8	11 139
4-star	84.6	-1.8	84.2	5.9	191 189	1.1	4 327
3-star	78.7	-3.8	82.0	6.7	95 519	1.2	2 615
2-star	76.1	10.6	73.9	14.9	31 706	1.1	757
Guest-houses	53.3	5.3	55.0	6.7	9 622	1.5	570

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

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3. Hotel Occupancy Rate

%

Year/Month	Total ^r	Hotels					Guest-houses
		Sub-total ^r	5-star ^r	4-star	3-star	2-star	
2009 Mar	72.6	73.4	66.5	86.4	82.6	65.4	48.0
Apr	73.5	74.3	70.0	83.6	80.2	63.7	48.5
May	59.3	59.8	60.1	61.7	62.7	38.5	43.8
Jun	60.5	61.2	61.9	64.5	61.9	33.8	40.8
Jul	67.7	68.4	69.0	70.7	71.7	39.9	45.7
Aug	80.2	81.1	80.4	87.0	81.5	58.7	50.5
Sep	72.1	73.0	73.7	74.9	75.1	48.3	46.0
Oct	73.8	74.5	74.3	75.8	78.7	58.4	52.9
Nov	78.2	79.0	74.6	88.2	86.3	69.4	52.9
Dec	82.2	83.1	81.2	88.3	86.7	71.7	54.3
2010 Jan	81.6	82.4	80.5	87.8	85.7	70.8	56.5
Feb	77.8	78.5	77.4	79.9	82.2	75.3	55.1
Mar	77.5	78.2	75.7	84.6	78.7	76.1	53.3
Jan – Mar	79.0	79.7	77.9	84.2	82.0	73.9	55.0

4. Hotel Guests

No.

Year/Month	Total	Hotels					Guest-houses
		Sub-total	5-star	4-star	3-star	2-star	
2009 Mar	596 529	587 760	264 570	194 284	98 599	30 307	8 769
Apr	577 228	568 820	268 364	176 701	94 042	29 713	8 408
May	444 912	436 939 ^r	214 147	133 340	71 518	17 934	7 973
Jun	445 756	438 791 ^r	215 561	139 887	68 887	14 456	6 965
Jul	525 731	517 039 ^r	251 944	164 442	82 989	17 664	8 692
Aug	631 454	621 434	299 241	201 316	94 281	26 596	10 020
Sep	543 182	534 286	252 231	173 879	86 312	21 864	8 896
Oct	581 192	571 163	274 175	177 636	92 929	26 423	10 029
Nov	630 662	621 226	295 156	198 187	95 967	31 916	9 436
Dec	697 469	687 863	342 697	206 096	106 306	32 764	9 606
2010 Jan	664 399	654 722	326 437	199 769	96 725	31 791	9 677
Feb	578 877	569 184	290 416	166 049	83 553	29 166	9 693
Mar	641 987	632 365	313 951	191 189	95 519	31 706	9 622
Jan – Mar	1 885 263	1 856 271	930 804	557 007	275 797	92 663	28 992

^r Revised figures