

## TOURISM INDICATORS

July 2008

No. 7

### *PACKAGE TOURS AND HOTEL OCCUPANCY RATE*

Visitor arrivals in package tours totalled 406,346 in July 2008, with the majority coming from Mainland China (282,412), Southeast Asia (36,774) and Taiwan region (24,978). Meanwhile, 19,797 Macao residents travelled outbound in package tours and those travelled under individual arrangements using services provided by travel agencies totalled 34,765.

#### 1. Visitor arrivals in package tours and outbound Macao residents

Place of residence/ Destination	Visitor arrivals in package tours				Outbound Macao residents			
	Jul. 2008	Year-on-year change (%)	Jan-Jul. 2008	Year-on-year change (%)	Package tours Jul. 2008	Year-on-year change (%)	Individual arrangements Jul. 2008	Year-on-year change (%)
<b>Total</b>	<b>406 346</b>	<b>27.0</b>	<b>2 819 196</b>	<b>23.8</b>	<b>19 797</b>	<b>-7.5</b>	<b>34 765</b>	<b>-10.4</b>
Mainland China	282 412	29.0	1 949 238	25.1	12 180	-14.4	7 743	-9.4
Hong Kong Special Administrative Region	24 410	-6.2	181 573	-12.7	445	11 025.0	16 170	-16.1
Taiwan region	24 978	-17.0	128 771	-33.7	1 246	38.0	3 562	-25.6
Japan	15 742	72.0	116 023	73.2	1 600	14.2	944	80.2
Thailand	12 488	173.4	78 941	126.5	2 001	-8.0	2 269	-4.0
Others	46 316	49.2	364 650	70.0	2 325	-13.1	4 077	23.2

At the end of July 2008, there were 16,279 guest rooms available in hotels and similar establishments. The average hotel occupancy rate rose by 1.2 percentage points year-on-year to 78.9%; the average length of stay of hotel guests went up by 0.1 night to 1.4 nights.

A total of 587,624 guests checked into hotels and similar establishments in July 2008, up by 24.9% year-on-year, with the majority of the guests coming from Mainland China (47.4%) and Hong Kong Special Administrative Region (25.9%).

#### 2. Principal indicators of hotels and similar establishments

Classification of establishments	Average occupancy rate				Overnight guests		Available rooms
	Jul. 2008 (%)	Year-on-year change (percentage point)	Jan- Jul. 2008 (%)	Year-on- year change (percentage point)	Jul. 2008	Average length of stay (night)	Jul. 2008
<b>Total</b>	<b>78.9</b>	<b>1.2</b>	<b>74.3</b>	<b>0.1</b>	<b>587 624</b>	<b>1.36</b>	<b>16 279</b>
Hotels	79.8	1.2	75.0	-0.1	577 735	1.36	15 716
5-star hotels	80.5	6.0	74.4	3.0	258 681	1.67	8 190
4-star hotels	84.3	-2.6	78.9	-2.7	183 691	1.09	3 951
3-star hotels	75.2	-3.0	74.9	-1.8	107 266	1.12	2 729
2-star hotels	66.2	2.2	63.1	3.0	28 097	1.13	846
Guest-houses	53.2	-4.2	55.6	0.7	9 889	1.47	563

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
2007	Jul	77.7	74.5	86.9	78.3	64.1	57.4
	Aug	83.7	80.7	91.7	86.7	70.8	60.7
	Sep	71.6	67.1	80.4	77.5	61.8	57.0
	Oct	79.3	78.6	82.2	82.4	75.1	60.5
	Nov	85.8	85.3	89.7	87.4	83.5	61.3
	Dec	83.0	82.2	89.3	84.2	74.6	56.8
2008	Jan	72.7	72.3	78.1	71.5	66.4	55.1
	Feb	71.4	73.0	74.1	71.6	53.0	55.8
	Mar	75.7	74.5	80.1	79.5	63.8	59.0
	Apr	75.4	72.0	82.4	80.2	71.7	57.0
	May	72.9	71.6	77.5	75.3	66.1	56.1
	Jun	73.3	76.4	75.5	71.4	54.3	53.0
	Jul	78.9	80.5	84.3	75.2	66.2	53.2
	Jan- Jul	74.3	74.4	78.9	74.9	63.1	55.6

## 4. Hotel guests

No.

Year/month		Total	5-star hotels	4-star hotels	3-star hotels	2-star hotels	Guest-houses
2007	Jul	470 524	133 189	193 543	105 862	27 786	10 144
	Aug	527 651	158 276	201 030	124 917	32 290	11 138
	Sep	522 538	218 939	170 241	99 317	24 436	9 605
	Oct	490 271	170 272	173 812	108 223	26 603	11 361
	Nov	505 112	169 684	186 768	106 764	31 470	10 426
	Dec	528 533	178 923	193 428	114 678	30 708	10 796
2008	Jan	562 676	256 326	171 524	97 720	27 643	9 463
	Feb	483 247	209 026	152 525	89 917	21 629	10 150
	Mar	563 029	237 330	174 386	113 862	26 962	10 489
	Apr	544 467	215 239	174 869	114 160	30 197	10 002
	May	544 151	224 997	170 776	110 218	27 850	10 310
	Jun	510 018	216 831	159 512	102 981	21 651	9 043
	Jul	587 624	258 681	183 691	107 266	28 097	9 889
	Jan- Jul	3 795 209	1 618 430	1 187 283	736 121	184 029	69 346