

VISITOR ARRIVALS

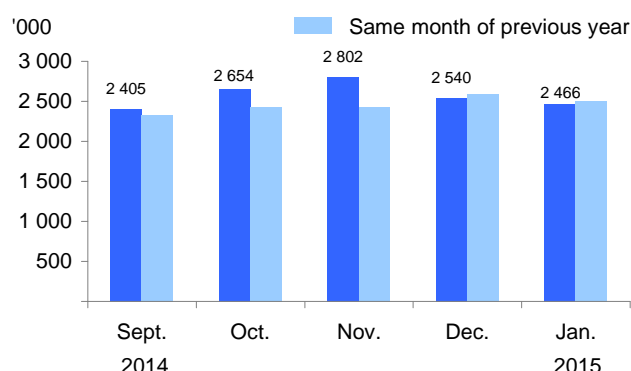
January 2015

- Visitor arrivals decreased by 1.5% year-on-year to 2.47 million; same-day visitors accounted for 55.9% of the total, at 1.38 million. The average length of stay of visitors decreased by 0.1 day to 0.9 day; overnight and same-day visitors had an average stay of 1.9 days and 0.2 day respectively.
- Visitors from Mainland China decreased by 1.2% year-on-year; Mainland visitors travelling under the Individual Visit Scheme dropped by 8.1%. Visitors from Hong Kong decreased by 4.2% year-on-year, while those from the Republic of Korea increased by 16.3%. Long-haul visitors from the United States and Australia registered year-on-year decline.
- Visitor arrivals by land dropped by 4.7% year-on-year, while those arriving by sea and by air rose by 2.4% and 5.3% respectively.

Principal Indicators

	Current Month	Same Month Last Year	Year-on-year Change
Visitor Arrivals ('000)	2,465.6	2,503.6	-1.5 %
By Sea	912.4	890.8	2.4 %
By Land	1,382.7	1,450.9	-4.7 %
By Air	170.5	161.9	5.3 %
Same-day Visitors ('000)	1,377.1	1,344.1	2.5 %
Average Length of Stay (Day)	0.9	1.0	-0.1 day

Visitor Arrivals



Major Visitor Market

Place of Residence	Current Month	Same Month Last Year	Year-on-year Change (%)
Mainland China	1,669.7	1,689.3	-1.2
Hong Kong	473.2	494.1	-4.2
Taiwan	77.0	77.9	-1.1
Republic of Korea	68.8	59.1	16.3
Japan	21.9	25.7	-14.9
U.S.A.	13.5	14.5	-6.6
Australia	10.1	11.3	-10.8
Canada	5.4	5.8	-6.2
United Kingdom	3.8	4.3	-10.4
Russian Federation	3.0	4.1	-27.7

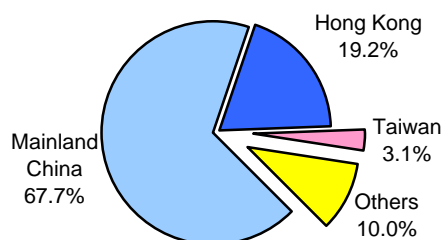
Visitors from Mainland China

Province and Municipality	Current Month	Year-on-year Change (%)	Individual Visit Scheme	
			Current Month	Year-on-year Change (%)
Guangdong	706.6	-13.3	519.6	-12.9
Fujian	73.2	22.1	15.2	5.2
Hunan	65.6	29.8	7.2	-10.9
Zhejiang	46.8	-1.0	18.3	2.3
Shanghai	45.9	-15.1	41.2	-11.3
Beijing	31.2	-14.2	26.7	-10.4
Chongqing	20.3	13.7	9.5	-4.2
Tianjin	13.0	8.9	12.3	16.0

Historical Data

	2010	2011	2012	2013	2014
Visitor Arrivals					
Annual	24,965.4	28,002.3	28,082.3	29,324.8	31,525.6
January	2,046.6	2,076.1	2,461.6	2,312.3	2,503.6
Same-day Visitors					
Annual	13,039.5	15,077.1	14,505.0	15,056.4	16,959.9
January	1,041.0	1,131.0	1,371.1	1,195.5	1,344.1

Place of Residence of Visitors



Source of data: Public Security Police

For additional information:

<http://www.dsec.gov.mo/e/visitor.aspx>

