

## VISITOR ARRIVALS

August 2014

- Visitor arrivals posted a new record for a single month, reaching 3,086,271 in the August Summer Holiday; same-day visitors accounted for 54% of the total. In the first eight months, visitor arrivals reached 21,123,512, up by 8% year-on-year.
- Analysed by place of residence, visitors from Mainland China increased by 13% year-on-year; Mainland visitors travelling under the Individual Visit Scheme rose by 19%, at 1,063,668. Visitors from the Republic of Korea and Japan increased by 20% and 2% respectively year-on-year, while those from Hong Kong and Taiwan decreased by 2% and 11%. Long-haul visitors from the United States and the United Kingdom registered year-on-year increase, while those from Australia and Canada saw decrease.
- The average length of stay of visitors was 1.0 day; overnight and same-day visitors stayed an average of 1.9 days and 0.2 day respectively.

### Principal Indicators

	Current Month	Year-on-year Change (%)	Cumulative
Visitor Arrivals	3,086,271	7.5	21,123,512
Same-day Visitors	1,666,809	15.3	11,309,527
Average Length of Stay (Day)	1.0	-	..

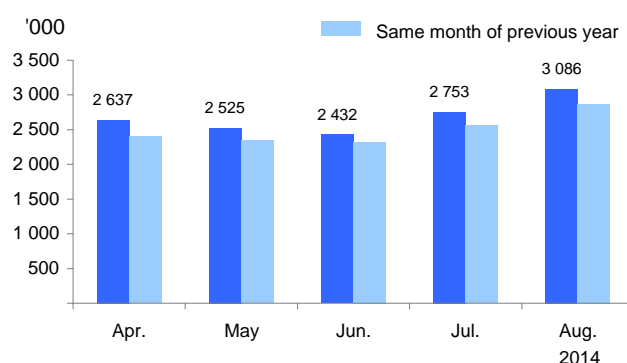
- Absolute value equals zero

.. Not applicable

### Major Sources of Visitors

Place of Residence	Current Month	Year-on-year Change (%)	Cumulative
Mainland China	2,131,498	13.3	14,217,401
Hong Kong	635,354	-1.7	4,354,823
Taiwan	88,253	-10.5	646,953
Republic of Korea	58,115	20.1	373,652
Japan	27,819	1.8	200,700
U.S.A.	13,115	3.2	119,709
Australia	6,621	-2.8	70,126
Canada	5,128	-7.3	45,194
United Kingdom	5,677	8.9	39,869
France	3,872	-3.1	25,979

### Visitor Arrivals



### Visitors from Mainland China

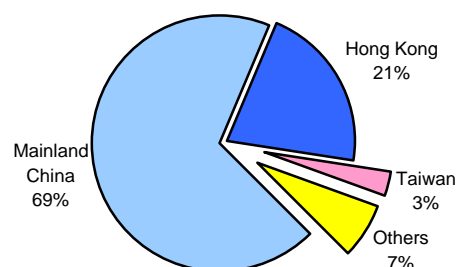
Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	960,814	6,033,292	762,781	4,379,753
Fujian	95,450	594,083	29,291	150,886
Hunan	86,487	497,248	13,680	65,970
Zhejiang	75,065	464,440	28,541	178,103
Beijing	30,925	255,752	25,486	208,459
Shanghai	44,798	372,771	39,209	323,115
Tianjin	11,239	93,843	10,111	83,925
Chongqing	26,138	174,258	13,499	90,019

### Historical Data

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	2009	2010	2011	2012	2013
<b>Visitor Arrivals</b>					
Annual	21,753	24,965	28,002	28,082	29,325
August	2,065	2,358	2,698	2,681	2,871
<b>Same-day Visitors</b>					
Annual	11,351	13,040	15,077	14,505	15,056
August	1,043	1,241	1,412	1,346	1,446

### Place of Residence of Visitors



Source of data: Public Security Police

For additional information:

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

