

TOURISM INDICATORS

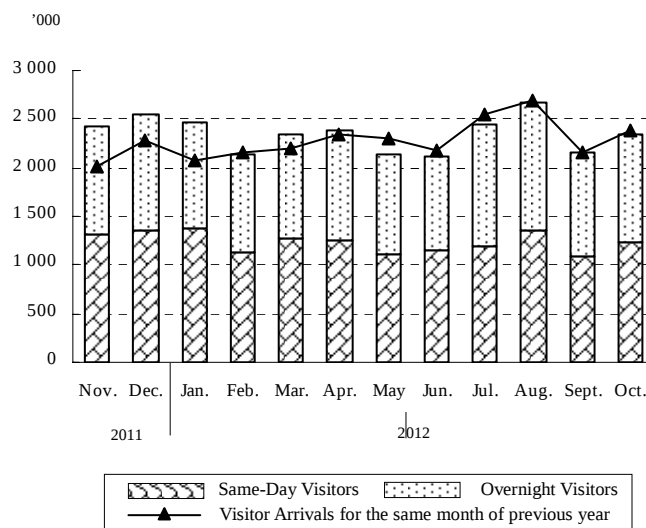
October 2012

No. 10

VISITOR ARRIVALS

- Visitor arrivals totalled 2,347,646 in October 2012, down by 1.2% year-on-year, with same-day visitors accounting for 52.5% of the total. In the first ten months of 2012, visitor arrivals increased by 0.8% year-on-year to 23,212,331; same-day visitors made up 51.9% of the total.
- In October 2012, the average length of stay of visitors stood at 1.0 day, up by 0.1 day year-on-year. Overnight and same-day visitors stayed 1.9 days and 0.2 day respectively.
- Visitors from Mainland China decreased by 1.4% year-on-year to 1,445,420, with those travelling to Macao under the Individual Visit Scheme rising by 6.0% to 612,073.

Same-Day Visitors and Overnight Visitors



1. VISITORS AND SAME-DAY VISITORS BY PLACE OF RESIDENCE

Place of residence	Visitors				Same-Day Visitors			
	Oct. 2012		Jan. – Oct. 2012		Oct. 2012		Jan. – Oct. 2012	
	Total (No.)	Year-on-year Change (%)	Cumulative Total (No.)	Year-on-year Change (%)	Total (No.)	Year-on-year Change (%)	Cumulative Total (No.)	Year-on-year Change (%)
TOTAL	2 347 646	-1.2	23 212 331	0.8	1 232 327	- 7.6	12 047 366	- 2.9
Asia	2 279 998	-1.2	22 621 957	0.7	1 200 028	- 7.6	11 758 952	- 3.0
Mainland China	1 445 420	-1.4	13 904 025	5.2	766 992	- 8.6	7 290 792	1.3
Hong Kong	566 342	1.4	5 939 416	-6.3	308 192	- 3.5	3 166 552	- 8.9
Taiwan, China	86 274	-10.1	903 354	-13.1	54 306	- 15.8	558 456	- 20.2
India	12 482	-11.5	126 929	-11.2	2 440	- 4.9	23 605	3.2
Indonesia	13 340	-7.8	171 625	-4.8	4 456	- 15.5	45 669	- 9.9
Japan	25 562	-21.6	344 629	9.1	8 002	- 33.3	140 071	6.1
Malaysia	23 145	-14.2	229 706	-7.5	10 677	- 20.3	104 683	- 12.3
Philippines	25 541	1.4	231 662	8.0	9 712	- 8.9	92 855	6.6
Republic of Korea	34 502	26.0	365 937	10.9	15 826	20.4	170 242	6.7
Singapore	15 578	-25.1	155 599	-25.3	6 802	- 29.9	70 101	- 26.5
Thailand	24 409	30.2	183 758	10.2	10 383	37.3	74 181	15.5
Vietnam	911	23.8	11 898	23.1	49	- 43.0	757	1.6
Others	6 492	9.3	53 419	10.6	2 191	13.9	20 988	24.2
Americas	28 643	-2.6	250 604	-0.5	12 955	- 11.0	119 359	- 2.1
Europe	25 339	3.9	211 101	3.7	12 416	0.8	105 050	4.3
Oceania	11 274	-8.5	106 370	2.5	5 557	- 7.3	50 379	- 1.3
Africa & Others	2 392	-0.3	22 299	11.9	1 371	- 8.1	13 626	12.4

Source of data: Public Security Police

2. AVERAGE LENGTH OF STAY OF VISITORS

Day

Place of residence	Global		Overnight Visitors		Same-Day Visitors	
	Oct. 2011	Oct. 2012	Oct. 2011	Oct. 2012	Oct. 2011	Oct. 2012
Total	0.9	1.0	1.9	1.9	0.2	0.2
Asia	0.9	1.0	1.9	1.9	0.2	0.2
Mainland China	1.0	1.1	2.1	2.1	0.2	0.2
Hong Kong	0.7	0.7	1.3	1.4	0.2	0.2
Taiwan, China	0.7	0.8	1.9	2.0	0.1	0.1
India	1.4	1.3	1.7	1.6	0.2	0.2
Indonesia	1.5	1.4	2.4	2.1	0.2	0.2
Japan	1.0	1.3	1.5	1.8	0.2	0.2
Malaysia	0.8	0.9	1.5	1.6	0.2	0.2
Philippines	1.6	1.8	2.9	3.1	0.2	0.2
Republic of Korea	0.9	0.9	1.5	1.5	0.2	0.2
Singapore	0.8	1.0	1.5	1.6	0.2	0.2
Thailand	0.9	0.9	1.4	1.4	0.2	0.2
Vietnam	2.3	3.9	2.9	4.4	0.3	0.3
Others	1.2	1.1	1.7	1.7	0.2	0.2
Americas	1.0	1.0	1.8	1.7	0.2	0.2
Europe	1.0	1.1	1.9	2.1	0.2	0.2
Oceania	1.1	1.1	2.0	2.0	0.2	0.2
Africa & Others	0.9	1.0	2.6	2.6	0.1	0.1

3. VISITOR ARRIVALS FROM MAINLAND CHINA BY PRINCIPAL PROVINCE AND MUNICIPALITY

No.

		Guangdong	Fujian	Zhejiang	Hunan	Beijing	Shanghai	Tianjin	Chongqing
2011		8 196 139	932 316	575 595	533 495	314 696	471 366	100 585	172 140
2011	Oct.	755 354	88 077	46 926	50 919	27 994	36 980	8 542	19 402
	Nov.	705 194	88 413	55 047	53 222	27 823	39 984	12 327	19 688
	Dec.	689 956	91 425	50 624	55 194	34 111	49 938	14 631	17 757
2012	Jan.	777 564	65 966	51 549	41 253	33 033	50 138	10 966	16 034
	Feb.	635 835	67 880	39 910	39 558	27 910	40 111	10 337	12 473
	Mar.	687 821	81 680	51 693	51 526	27 313	42 193	10 533	19 389
	Apr.	641 433	72 755	50 776	49 920	29 885	36 200	9 866	20 078
	May	616 540	58 585	48 607	48 807	22 342	34 155	9 158	12 983
	Jun.	588 987	54 543	47 718	43 394	20 435	38 498	12 773	13 185
	Jul.	683 285	70 439	56 937	53 382	25 512	42 976	11 398	16 799
	Aug.	789 957	77 800	62 429	64 274	27 525	42 609	9 735	19 593
	Sept.	570 571	59 134	45 393	44 597	21 720	38 371	9 803	13 308
	Oct.	669 658	66 755	50 206	50 185	26 782	41 228	9 364	15 974
	Jan. – Oct.	6 661 651	675 537	505 218	486 896	262 457	406 479	103 933	159 816

Source of data: Public Security Police