

## VISITOR ARRIVALS

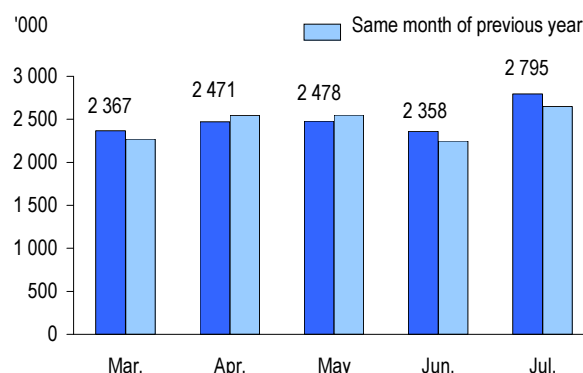
July 2016

- Visitor arrivals totalled 2,794,855, up by 18.5% month-to-month and 5.5% year-on-year. Overnight visitors rose by 12.4% whereas same-day visitors dropped by 1.0%. The average length of stay of visitors remained stable as in July 2015, at 1.2 days. Total visitor arrivals in the first seven months grew marginally by 0.9% year-on-year and the average length of stay of visitors went up by 0.2 day to 1.2 days.
- Visitors from Mainland China increased by 4.7% year-on-year, with those travelling under the Individual Visit Scheme (879,423) rising by 6.7%. Visitors from Hong Kong and Taiwan increased by 5.5% and 10.5% respectively year-on-year, while those from the Republic of Korea soared by 40.3%. Long-haul visitors from Australia and the United Kingdom increased year-on-year, while those from the United States and Canada decreased.
- Visitor arrivals by sea, by land and by air increased by 4.0%, 4.7% and 20.5% respectively year-on-year.

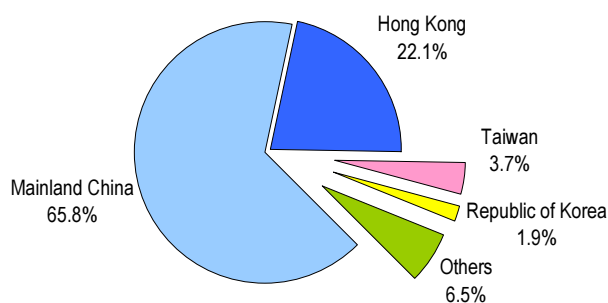
### Principal Indicators

	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Visitor Arrivals ('000)	2 794.9	5.5	17 559.2	0.9
By Sea	1 015.0	4.0	5 981.8	-8.3
By Land	1 566.6	4.7	10 191.5	5.2
By Air	213.2	20.5	1 385.8	16.0
Overnight Visitors	1 455.8	12.4	8 619.0	8.9
Same-day Visitors	1 339.1	-1.0	8 940.1	-5.8
Average Length of Stay (Day)	1.2	-	1.2	0.2 day
Overnight Visitors	2.1	-0.1 day	2.2	0.2 day
Same-day Visitors	0.2	-	0.2	-

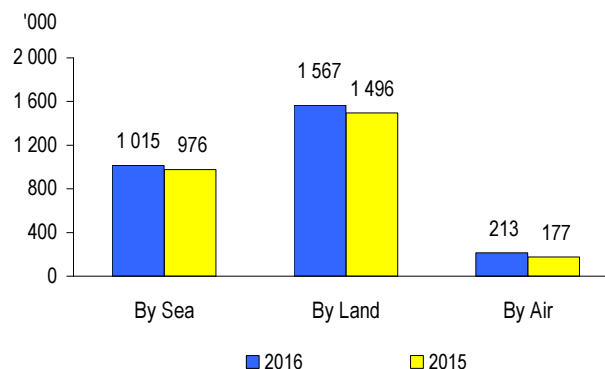
### Visitor Arrivals



### Major Visitor Markets



### Visitors by Mode of Transport



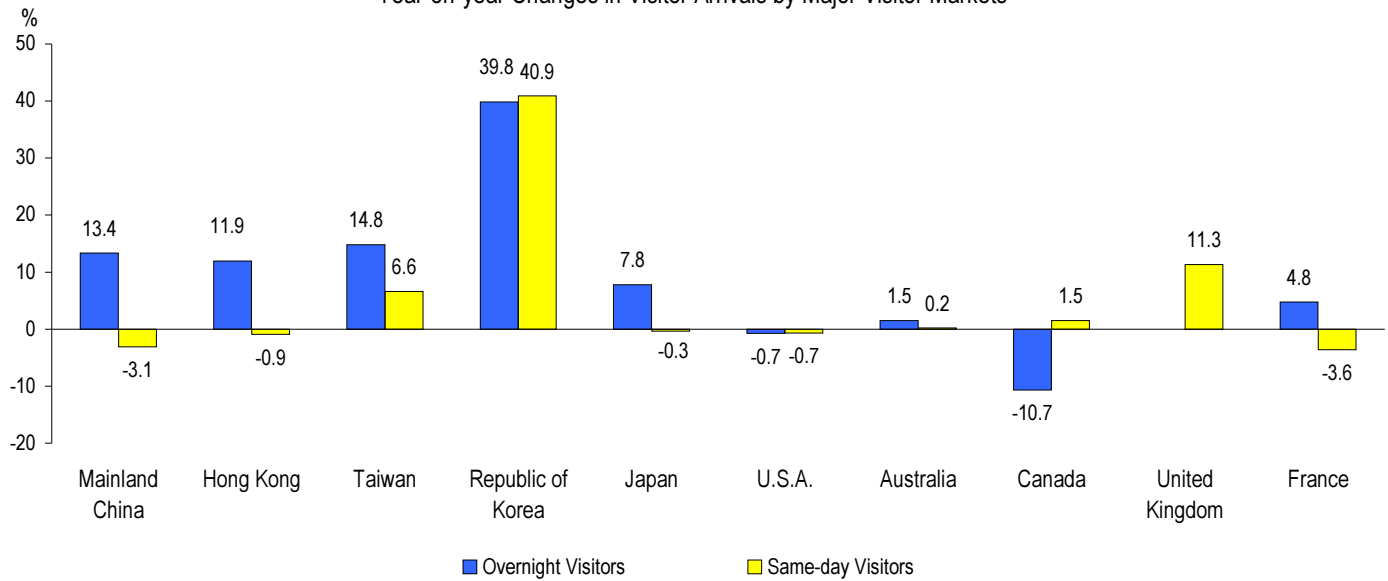
### Major Visitor Markets

	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Mainland China	1 839.4	4.7	11 580.8	0.3
Hong Kong	618.6	5.5	3 676.9	-1.7
Taiwan	103.3	10.5	623.3	11.5
Republic of Korea	52.0	40.3	364.6	10.3
Japan	20.7	4.5	159.4	7.4
U.S.A.	15.5	-0.7	106.6	2.5
Australia	6.7	0.9	53.8	2.5
Canada	4.9	-5.6	41.4	4.2
United Kingdom	5.2	4.8	34.0	3.1
France	3.1	0.4	23.3	5.3

### Visitors from Mainland China

Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	824.9	5 174.9	654.0	3 935.2
Fujian	70.7	432.8	19.1	96.6
Hunan	84.1	467.9	9.0	47.6
Hubei	62.6	339.7	20.5	105.7
Beijing	23.5	184.2	19.4	147.4
Shanghai	41.4	287.2	37.9	262.3
Tianjin	8.5	60.9	7.7	54.5
Chongqing	18.9	125.8	9.0	59.5

Year-on-year Changes in Visitor Arrivals by Major Visitor Markets



Note: Number of overnight visitors from the United Kingdom remained stable as in July 2015.

Overnight Visitors and Same-day Visitors '000

	Overnight Visitors		Same-day Visitors	
	Current Month	Cumulative	Current Month	Cumulative
Mainland China	941.3	5 571.8	898.1	6 009.0
Hong Kong	329.2	1 806.9	289.4	1 870.0
Taiwan	51.3	310.2	52.0	313.2
Republic of Korea	28.2	184.7	23.8	179.9
Japan	12.8	96.1	7.9	63.3
U.S.A.	8.2	54.1	7.3	52.6
Australia	3.7	28.7	3.0	25.0
Canada	2.7	21.6	2.2	19.8
United Kingdom	2.8	17.7	2.3	16.4
France	1.6	10.9	1.5	12.4

Historical Data

	2011	2012	2013	2014	2015
Visitor Arrivals					
Annual	28 002.3	28 082.3	29 324.8	31 525.6	30 714.6
July	2 550.9	2 444.3	2 565.2	2 753.4	2 648.9
Overnight Visitors					
Annual	12 925.2	13 577.3	14 268.5	14 565.7	14 307.8
July	1 227.4	1 248.0	1 277.4	1 307.6	1 295.6
Same-day Visitors					
Annual	15 077.1	14 505.0	15 056.4	16 959.9	16 406.9
July	1 323.5	1 196.3	1 287.7	1 445.8	1 353.3

Source of data: Public Security Police

Symbol:

- Absolute value equals zero

'000 Thousand

For additional information:

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

