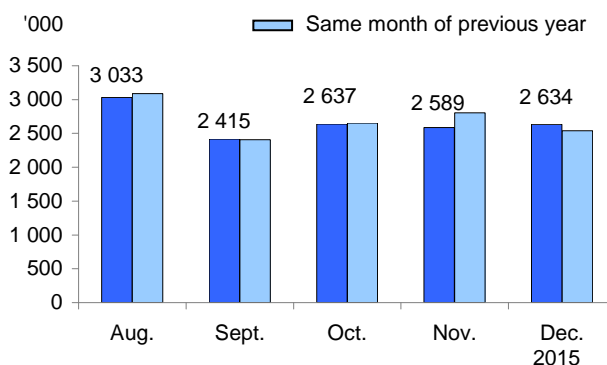# VISITOR ARRIVALS

December 2015

- Visitor arrivals totalled 2,634,098, up by 3.7% year-on-year; overnight visitors rose by 14.2% year-on-year while same-day visitors dropped by 5.2%. Total visitor arrivals in 2015 decreased by 2.6% year-on-year.

- The average length of stay of visitors increased by 0.3 day year-on-year to 1.2 days; overnight and same-day visitors had an average stay of 2.2 days and 0.2 day respectively. In 2015, the average length of stay of visitors was 1.1 days.

- Visitors from Mainland China increased by 1.1% year-on-year, with those travelling under the Individual Visit Scheme edging down by 0.5%. Visitors from Hong Kong, the Republic of Korea and Taiwan registered year-on-year increase. For the whole year of 2015, visitors from Mainland China decreased by 4.0% year-on-year, while those from Hong Kong and Taiwan recorded increase. Long-haul visitors from the United States and Canada also went up slightly year-on-year.

- Visitor arrivals by land and by air increased by 12.9% and 10.0% respectively year-on-year, but those arriving by sea decreased by 8.7%. For the whole year of 2015, visitor arrivals by sea and by land registered year-on-year decrease, while those arriving by air marked increase.

Principal Indicators

	Current Month	Year-on-year Change (%)	2015	Year-on-year Change (%)
Visitor Arrivals	2,634,098	3.7	30,714,628	-2.6
By Sea	966,315	-8.7	11,413,908	-5.5
By Land	1,473,867	12.9	17,210,946	-1.0
By Air	193,916	10.0	2,089,774	1.7
Same-day Visitors	1,303,815	-5.2	16,406,861	-3.3
Overnight Visitors	1,330,283	14.2	14,307,767	-1.8

Visitor Arrivals

Average Length of Stay

Day

	Current Month	Difference	2015	Difference
Visitor Arrivals	1.2	0.3	1.1	0.1
Same-day Visitors	0.2	-	0.2	-
Overnight Visitors	2.2	0.3	2.1	0.2

- Absolute value equals zero
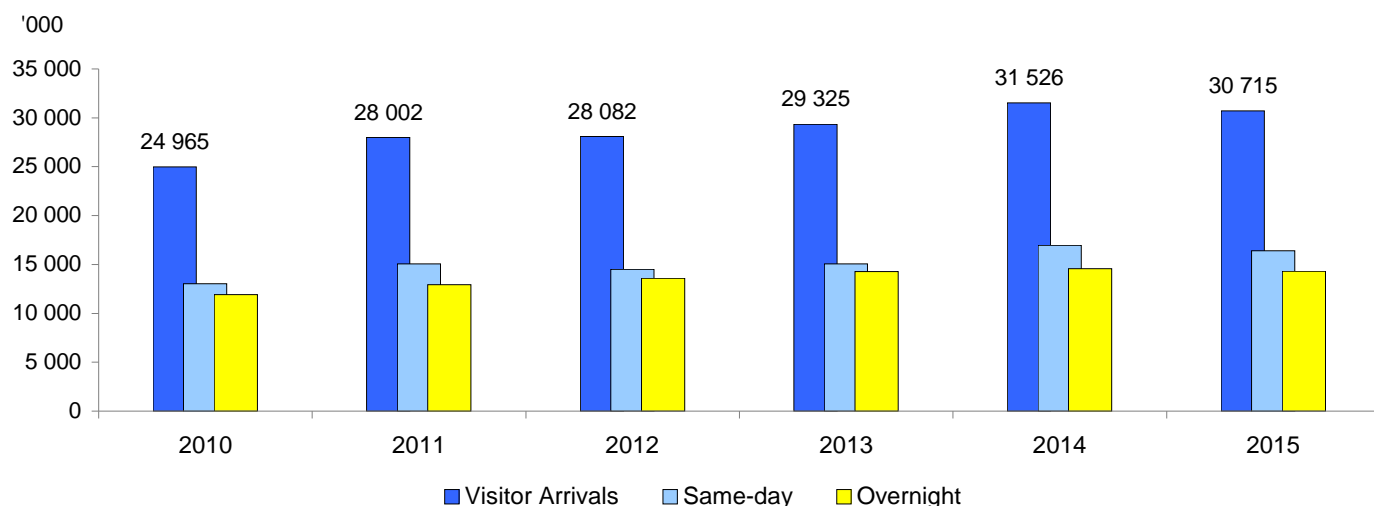
Major Visitor Markets in December

Major Visitor Markets

	Current Month	Year-on-year Change (%)	2015	Year-on-year Change (%)
Mainland China	1,656,704	1.1	20,410,615	-4.0
Hong Kong	591,319	8.3	6,534,543	1.7
Taiwan	85,129	8.9	988,059	3.6
Republic of Korea	54,880	15.9	554,177	-0.1
Japan	27,014	8.5	282,217	-5.9
U.S.A.	16,896	13.7	182,532	0.6
Australia	9,653	0.9	92,404	-12.8
Canada	6,923	6.5	70,973	0.5
United Kingdom	4,855	11.5	59,985	-1.3
Russian Federation	1,938	-13.7	22,844	-28.4

Visitors from Mainland China

Province and Municipality	Current Month	2015	Individual Visit Scheme	
			Current Month	2015
Guangdong	716,260	9,043,931	523,226	6,777,793
Fujian	69,122	872,291	14,123	189,891
Hunan	70,525	810,502	6,369	87,634
Zhejiang	42,337	583,708	16,616	238,163
Beijing	28,452	335,110	22,802	268,051
Shanghai	45,246	498,337	41,790	455,793
Tianjin	11,134	122,624	10,214	112,874
Chongqing	21,031	252,332	9,614	116,751

Visitor Arrivals from 2010 to 2015

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Legend: ■ Visitor Arrivals ■ Same-day ■ Overnight

Same-day Visitors and Overnight Visitors in 2015

	Same-day Visitors	Structure (%)	Overnight Visitors	Structure (%)
Mainland China	11,176,465	68.1	9,234,150	64.5
Hong Kong	3,469,163	21.1	3,065,380	21.4
Taiwan	537,264	3.3	450,795	3.2
Republic of Korea	277,231	1.7	276,946	1.9
Japan	117,179	0.7	165,038	1.2
U.S.A.	90,387	0.6	92,145	0.6
Australia	42,695	0.3	49,709	0.3
Canada	34,108	0.2	36,865	0.3
United Kingdom	27,990	0.2	31,995	0.2

Historical Data

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	2010	2011	2012	2013	2014
Visitor Arrivals					
Annual	24,965.4	28,002.3	28,082.3	29,324.8	31,525.6
December	2,271.3	2,545.7	2,495.9	2,586.8	2,540.1
Same-day Visitors					
Annual	13,039.5	15,077.1	14,505.0	15,056.4	16,959.9
December	1,164.3	1,354.4	1,243.3	1,313.8	1,375.7
Overnight Visitors					
Annual	11,925.9	12,925.2	13,577.3	14,268.5	14,565.7
December	1,107.0	1,191.3	1,252.6	1,273.0	1,164.4

Source of data: Public Security Police

For additional information:
http://www.dsec.gov.mo/e/visitor.aspx

December 2015