

VISITOR ARRIVALS

November 2014

- Visitor arrivals increased by 15% year-on-year to 2,802,373; same-day visitors accounted for 56% of the total, at 1,562,331. In the first eleven months of 2014, visitor arrivals reached 28,985,562, up by 8% year-on-year.
- Visitors from Mainland China surged by 28% year-on-year; Mainland visitors travelling under the Individual Visit Scheme soared by 35%, at 940,056. Visitors from the Republic of Korea increased by 8%, while those from Taiwan decreased by 19%. Long-haul visitors from the United States, Australia, Canada and the United Kingdom registered year-on-year decline.
- The average length of stay of visitors was 0.9 day; overnight and same-day visitors had an average stay of 1.9 days and 0.2 day respectively.

Principal Indicators

	Current Month	Year-on-year Change	Cumulative
Visitor Arrivals	2,802,373	15.2%	28,985,562
Same-day Visitors	1,562,331	22.9%	15,584,268
Average Length of Stay (Day)	0.9	-0.1 day	..

.. Not applicable

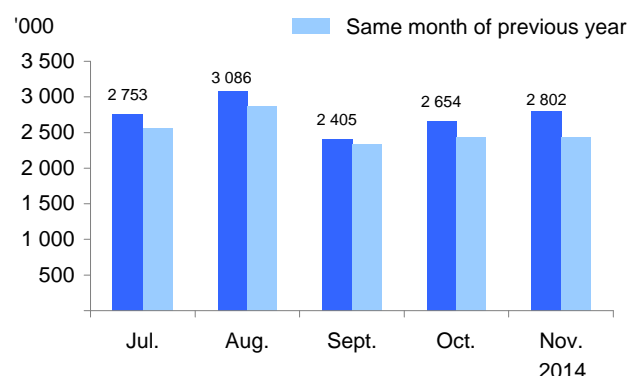
Major Visitor Market

Place of Residence	Current Month	Year-on-year Change (%)	Cumulative
Mainland China	1,975,951	27.8	19,613,556
Hong Kong	508,122	-2.8	5,880,836
Taiwan	69,625	-18.8	875,603
Republic of Korea	41,592	8.0	507,175
Japan	25,025	-8.9	274,945
U.S.A.	17,653	-4.7	166,598
Australia	8,273	-15.6	96,351
Canada	7,219	-4.3	64,100
United Kingdom	6,402	-11.0	56,400
France	4,155	-14.0	36,715

Historical Data

	2009	2010	2011	2012	2013
Visitor Arrivals					
Annual	21,753	24,965	28,002	28,082	29,325
November	1,890	2,013	2,418	2,374	2,433
Same-day Visitors					
Annual	11,351	13,040	15,077	14,505	15,056
November	952	1,065	1,318	1,214	1,271

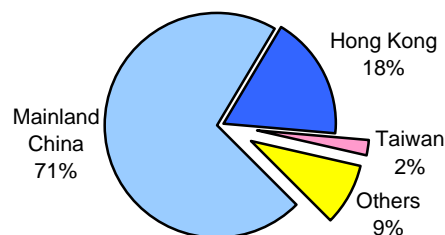
Visitor Arrivals



Visitors from Mainland China

Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	898,373	8,354,617	694,158	6,081,519
Fujian	78,196	831,899	17,644	205,658
Hunan	67,134	690,428	7,624	87,107
Zhejiang	61,622	640,087	24,249	244,038
Beijing	37,297	352,166	31,326	286,943
Shanghai	42,066	498,221	36,519	431,268
Tianjin	11,403	128,270	10,493	115,088
Chongqing	19,997	236,693	8,708	118,235

Place of Residence of Visitors



Source of data: Public Security Police

For additional information:

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

