

## TOURISM INDICATORS

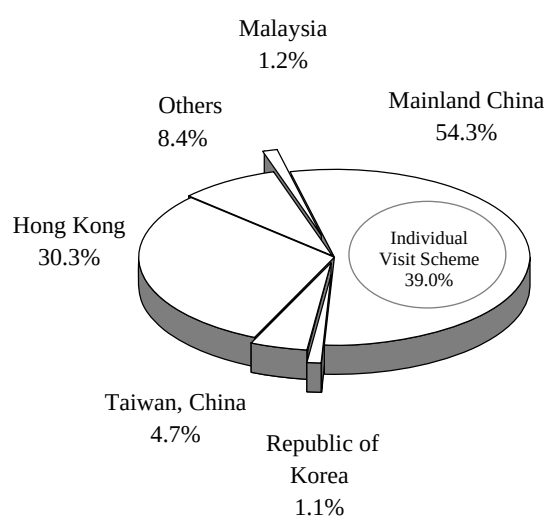
April 2011

No. 4

### VISITOR ARRIVALS

- Visitor arrivals totalled 2,338,449 in April 2011, up by 10.7% year-on-year, with same-day visitors (1,271,544) accounting for 54.4% of total visitor arrivals. In the first four months of 2011, visitor arrivals increased by 6.6% year-on-year to 8,769,627; same-day visitors made up 54.6% of the total, at 4,790,205.
- Visitors from Mainland China increased by 20.7% year-on-year to 1,270,753 and the majority came from Guangdong Province, Fujian Province and Zhejiang Province. Mainland visitors travelling to Macao under the Individual Visit Scheme totalled 495,424, up by 27.0%.
- In the first four months of 2011, visitor arrivals by sea (3,455,019) and by land (4,780,144) increased by 1.9% and 12.2% respectively year-on-year; visitor arrivals by air (534,464) decreased by 6.8%.

Visitor arrivals by place of residence



#### 1. VISITOR ARRIVALS BY PLACE OF RESIDENCE

No.

| Place of residence         | Apr. 2010        | Apr. 2011        | Year-on-year change (%) | Jan. – Apr. 2010 | Jan. – Apr. 2011 | Year-on-year change (%) |
|----------------------------|------------------|------------------|-------------------------|------------------|------------------|-------------------------|
| <b>TOTAL</b>               | <b>2 111 563</b> | <b>2 338 449</b> | <b>10.7</b>             | <b>8 226 784</b> | <b>8 769 627</b> | <b>6.6</b>              |
| <b>Asia</b>                | <b>2 051 318</b> | <b>2 271 760</b> | <b>10.7</b>             | <b>7 998 482</b> | <b>8 539 274</b> | <b>6.8</b>              |
| Mainland China             | 1 052 610        | 1 270 753        | 20.7                    | 4 386 985        | 4 949 705        | 12.8                    |
| Hong Kong                  | 694 595          | 709 053          | 2.1                     | 2 421 414        | 2 488 047        | 2.8                     |
| Taiwan, China              | 111 872          | 110 410          | -1.3                    | 442 087          | 385 962          | -12.7                   |
| India                      | 12 622           | 13 607           | 7.8                     | 39 609           | 40 964           | 3.4                     |
| Indonesia                  | 13 560           | 16 041           | 18.3                    | 58 674           | 57 602           | -1.8                    |
| Japan                      | 26 590           | 21 443           | -19.4                   | 132 371          | 123 814          | -6.5                    |
| Malaysia                   | 30 408           | 27 122           | -10.8                   | 115 731          | 102 276          | -11.6                   |
| Philippines                | 25 512           | 24 150           | -5.3                    | 85 436           | 82 925           | -2.9                    |
| Republic of Korea          | 25 268           | 25 865           | 2.4                     | 108 421          | 132 295          | 22.0                    |
| Singapore                  | 19 422           | 21 074           | 8.5                     | 77 214           | 78 296           | 1.4                     |
| Thailand                   | 25 369           | 24 468           | -3.6                    | 83 220           | 75 301           | -9.5                    |
| Vietnam                    | 6 528            | 1 132            | -82.7                   | 26 705           | 3 000            | -88.8                   |
| Others                     | 6 962            | 6 642            | -4.6                    | 20 615           | 19 087           | -7.4                    |
| <b>Americas</b>            | <b>26 232</b>    | <b>27 875</b>    | <b>6.3</b>              | <b>93 878</b>    | <b>97 523</b>    | <b>3.9</b>              |
| <b>Europe</b>              | <b>20 903</b>    | <b>24 042</b>    | <b>15.0</b>             | <b>77 691</b>    | <b>81 309</b>    | <b>4.7</b>              |
| <b>Oceania</b>             | <b>11 062</b>    | <b>12 541</b>    | <b>13.4</b>             | <b>49 572</b>    | <b>44 051</b>    | <b>-11.1</b>            |
| <b>Africa &amp; Others</b> | <b>2 048</b>     | <b>2 231</b>     | <b>8.9</b>              | <b>7 161</b>     | <b>7 470</b>     | <b>4.3</b>              |

Source of data: Public Security Police

Official Statistics. Reproduction of these data is allowed provided the source is quoted.

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## 2. VISITOR ARRIVALS BY MODE OF TRANSPORT AND PLACE OF RESIDENCE

No.

| Place of residence         | By sea         |               |                                     | By land          |               | By air         |                           |
|----------------------------|----------------|---------------|-------------------------------------|------------------|---------------|----------------|---------------------------|
|                            | Outer Harbour  | Inner Harbour | Provisional Ferry Terminal in Taipa | Border Gate      | Others        | Airport        | Heliport of Outer Harbour |
| <b>TOTAL</b>               | <b>615 639</b> | <b>36 227</b> | <b>303 797</b>                      | <b>1 153 809</b> | <b>87 802</b> | <b>138 971</b> | <b>2 204</b>              |
| <b>Asia</b>                | <b>577 670</b> | <b>35 617</b> | <b>294 067</b>                      | <b>1 140 684</b> | <b>86 608</b> | <b>135 319</b> | <b>1 795</b>              |
| Mainland China             | 142 369        | 23 753        | 87 085                              | 909 643          | 57 287        | 49 602         | 1 014                     |
| Hong Kong                  | 349 888        | 4 048         | 172 501                             | 169 572          | 10 942        | 1 535          | 567                       |
| Taiwan, China              | 8 562          | 6 213         | 3 258                               | 26 448           | 15 904        | 50 007         | 18                        |
| India                      | 6 324          | 20            | 5 445                               | 1 532            | 34            | 244            | 8                         |
| Indonesia                  | 7 730          | 31            | 3 229                               | 3 277            | 260           | 1 494          | 20                        |
| Japan                      | 13 545         | 662           | 1 771                               | 3 439            | 396           | 1 580          | 50                        |
| Malaysia                   | 7 594          | 443           | 1 768                               | 7 614            | 558           | 9 132          | 13                        |
| Philippines                | 12 205         | 47            | 3 562                               | 2 949            | 55            | 5 312          | 20                        |
| Republic of Korea          | 12 263         | 236           | 7 073                               | 3 080            | 227           | 2 965          | 21                        |
| Singapore                  | 6 506          | 138           | 1 543                               | 6 590            | 557           | 5 720          | 20                        |
| Thailand                   | 8 104          | 23            | 5 251                               | 3 649            | 125           | 7 305          | 11                        |
| Vietnam                    | 289            | 1             | 346                                 | 484              | 2             | 8              | 2                         |
| Others                     | 2 291          | 2             | 1 235                               | 2 407            | 261           | 415            | 31                        |
| <b>Americas</b>            | <b>13 894</b>  | <b>333</b>    | <b>3 648</b>                        | <b>7 368</b>     | <b>704</b>    | <b>1 775</b>   | <b>153</b>                |
| <b>Europe</b>              | <b>15 728</b>  | <b>195</b>    | <b>3 990</b>                        | <b>2 451</b>     | <b>255</b>    | <b>1 214</b>   | <b>209</b>                |
| <b>Oceania</b>             | <b>7 645</b>   | <b>61</b>     | <b>1 946</b>                        | <b>2 057</b>     | <b>206</b>    | <b>586</b>     | <b>40</b>                 |
| <b>Africa &amp; Others</b> | <b>702</b>     | <b>21</b>     | <b>146</b>                          | <b>1 249</b>     | <b>29</b>     | <b>77</b>      | <b>7</b>                  |

## 3. VISITORS AND SAME-DAY VISITORS BY MODE OF TRANSPORT AND PLACE OF RESIDENCE

No.

| Place of residence         | Total            |                   | By sea         |                   | By land          |                   | By air         |                   |
|----------------------------|------------------|-------------------|----------------|-------------------|------------------|-------------------|----------------|-------------------|
|                            | Visitors         | Same-day visitors | Visitors       | Same-day visitors | Visitors         | Same-day visitors | Visitors       | Same-day visitors |
| <b>TOTAL</b>               | <b>2 338 449</b> | <b>1 271 544</b>  | <b>955 663</b> | <b>415 587</b>    | <b>1 241 611</b> | <b>803 390</b>    | <b>141 175</b> | <b>52 567</b>     |
| <b>Asia</b>                | <b>2 271 760</b> | <b>1 238 447</b>  | <b>907 354</b> | <b>390 901</b>    | <b>1 227 292</b> | <b>795 859</b>    | <b>137 114</b> | <b>51 687</b>     |
| Mainland China             | 1 270 753        | 694 935           | 253 207        | 72 146            | 966 930          | 615 137           | 50 616         | 7 652             |
| Hong Kong                  | 709 053          | 394 336           | 526 437        | 264 808           | 180 514          | 128 684           | 2 102          | 844               |
| Taiwan, China              | 110 410          | 78 416            | 18 033         | 10 697            | 42 352           | 35 209            | 50 025         | 32 510            |
| India                      | 13 607           | 2 464             | 11 789         | 1 990             | 1 566            | 426               | 252            | 48                |
| Indonesia                  | 16 041           | 4 857             | 10 990         | 3 872             | 3 537            | 683               | 1 514          | 302               |
| Japan                      | 21 443           | 8 739             | 15 978         | 6 219             | 3 835            | 2 241             | 1 630          | 279               |
| Malaysia                   | 27 122           | 14 245            | 9 805          | 4 254             | 8 172            | 5 122             | 9 145          | 4 869             |
| Philippines                | 24 150           | 9 108             | 15 814         | 8 370             | 3 004            | 535               | 5 332          | 203               |
| Republic of Korea          | 25 865           | 11 451            | 19 572         | 9 449             | 3 307            | 1 740             | 2 986          | 262               |
| Singapore                  | 21 074           | 9 920             | 8 187          | 3 732             | 7 147            | 3 451             | 5 740          | 2 737             |
| Thailand                   | 24 468           | 7 602             | 13 378         | 4 222             | 3 774            | 1 438             | 7 316          | 1 942             |
| Vietnam                    | 1 132            | 80                | 636            | 56                | 486              | 18                | 10             | 6                 |
| Others                     | 6 642            | 2 294             | 3 528          | 1 086             | 2 668            | 1 175             | 446            | 33                |
| <b>Americas</b>            | <b>27 875</b>    | <b>13 791</b>     | <b>17 875</b>  | <b>8 885</b>      | <b>8 072</b>     | <b>4 487</b>      | <b>1 928</b>   | <b>419</b>        |
| <b>Europe</b>              | <b>24 042</b>    | <b>11 889</b>     | <b>19 913</b>  | <b>10 523</b>     | <b>2 706</b>     | <b>1 027</b>      | <b>1 423</b>   | <b>339</b>        |
| <b>Oceania</b>             | <b>12 541</b>    | <b>6 101</b>      | <b>9 652</b>   | <b>4 887</b>      | <b>2 263</b>     | <b>1 107</b>      | <b>626</b>     | <b>107</b>        |
| <b>Africa &amp; Others</b> | <b>2 231</b>     | <b>1 316</b>      | <b>869</b>     | <b>391</b>        | <b>1 278</b>     | <b>910</b>        | <b>84</b>      | <b>15</b>         |

Source of data: Public Security Police

## 4. VISITOR ARRIVALS FROM MAINLAND CHINA BY PRINCIPAL PROVINCE AND MUNICIPALITY

No.

| Province and Municipality | Guangdong |                         | Fujian   |                         | Zhejiang |                         | Hunan    |                         |
|---------------------------|-----------|-------------------------|----------|-------------------------|----------|-------------------------|----------|-------------------------|
|                           | Visitors  | Individual Visit Scheme | Visitors | Individual Visit Scheme | Visitors | Individual Visit Scheme | Visitors | Individual Visit Scheme |
| 2010 Jul.                 | 611 200   | 334 992                 | 60 434   | 10 821                  | 41 213   | 13 562                  | 29 881   | 3 181                   |
| Aug.                      | 708 267   | 431 503                 | 62 313   | 12 095                  | 44 415   | 15 914                  | 32 985   | 5 189                   |
| Sept.                     | 472 936   | 242 606                 | 52 862   | 6 686                   | 28 030   | 9 148                   | 23 548   | 2 066                   |
| Oct.                      | 609 701   | 348 325                 | 59 646   | 9 326                   | 36 544   | 12 269                  | 29 233   | 3 145                   |
| Nov.                      | 568 627   | 306 612                 | 54 332   | 6 747                   | 39 915   | 12 073                  | 31 297   | 2 934                   |
| Dec.                      | 576 257   | 312 084                 | 63 341   | 10 824                  | 49 604   | 19 549                  | 35 825   | 4 562                   |
| Jul.-Dec.                 | 3 546 988 | 1 976 122               | 352 928  | 56 499                  | 239 721  | 82 515                  | 182 769  | 21 077                  |
| 2011 Jan.                 | 657 729   | 375 980                 | 59 341   | 8 947                   | 34 629   | 12 961                  | 31 602   | 3 803                   |
| Feb.                      | 617 887   | 378 112                 | 48 199   | 9 808                   | 45 274   | 20 543                  | 26 605   | 4 102                   |
| Mar.                      | 647 273   | 342 737                 | 73 612   | 9 161                   | 43 802   | 14 870                  | 37 158   | 3 644                   |
| Apr.                      | 628 970   | 335 292                 | 76 145   | 9 658                   | 47 188   | 15 284                  | 41 629   | 4 810                   |
| Jan.-Apr.                 | 2 551 859 | 1 432 121               | 257 297  | 37 574                  | 170 893  | 63 658                  | 136 994  | 16 359                  |

| Province and Municipality | Beijing  |                         | Shanghai |                         | Tianjin  |                         | Chongqing |                         |
|---------------------------|----------|-------------------------|----------|-------------------------|----------|-------------------------|-----------|-------------------------|
|                           | Visitors | Individual Visit Scheme | Visitors | Individual Visit Scheme | Visitors | Individual Visit Scheme | Visitors  | Individual Visit Scheme |
| 2010 Jul.                 | 18 026   | 11 117                  | 28 296   | 21 762                  | 5 889    | 4 984                   | 11 159    | 5 330                   |
| Aug.                      | 18 108   | 12 310                  | 29 519   | 23 329                  | 6 136    | 5 194                   | 12 204    | 6 079                   |
| Sept.                     | 13 680   | 8 936                   | 24 524   | 18 596                  | 4 740    | 3 764                   | 8 660     | 3 097                   |
| Oct.                      | 17 868   | 12 371                  | 27 054   | 20 492                  | 6 233    | 5 187                   | 10 554    | 4 486                   |
| Nov.                      | 18 295   | 13 504                  | 28 811   | 21 713                  | 7 857    | 6 770                   | 10 189    | 4 152                   |
| Dec.                      | 24 212   | 18 911                  | 43 776   | 35 772                  | 9 185    | 7 941                   | 11 758    | 5 208                   |
| Jul.-Dec.                 | 110 189  | 77 149                  | 181 980  | 141 664                 | 40 040   | 33 840                  | 64 524    | 28 352                  |
| 2011 Jan.                 | 25 756   | 19 763                  | 41 296   | 33 355                  | 8 030    | 6 917                   | 11 573    | 5 098                   |
| Feb.                      | 26 125   | 20 694                  | 42 949   | 34 625                  | 9 276    | 8 122                   | 11 563    | 6 163                   |
| Mar.                      | 24 102   | 18 648                  | 37 020   | 29 158                  | 7 829    | 6 797                   | 11 400    | 4 766                   |
| Apr.                      | 24 418   | 18 700                  | 34 164   | 26 861                  | 6 180    | 5 278                   | 13 278    | 6 043                   |
| Jan.-Apr.                 | 100 401  | 77 805                  | 155 429  | 123 999                 | 31 315   | 27 114                  | 47 814    | 22 070                  |

Source of data: Public Security Police