

VISITOR ARRIVALS

February 2015

- Attributable to the Lunar New Year holidays, visitor arrivals increased by 4.5% year-on-year; same-day visitors rose by 13.8%. The average length of stay of visitors decreased by 0.1 day to 0.9 day; overnight and same-day visitors had an average stay of 1.8 days and 0.2 day respectively. In the first two months of 2015, visitor arrivals increased by 1.5% year-on-year.
- The increase in visitors was mainly due to a rising flow of Mainland visitors, up by 10.7% year-on-year; Mainland visitors travelling under the Individual Visit Scheme rose substantially by 38.9% to a new single-month record. Visitors from Taiwan increased by 1.4% year-on-year, while those from Hong Kong decreased by 5.2%. Long-haul visitors from the United States and Australia registered year-on-year decline.
- Visitor arrivals by land rose by 15.1% year-on-year, while those arriving by sea and by air dropped by 8.9% and 2.0% respectively.

Principal Indicators

	Current Month	Year-on-year Change	Cumulative	Year-on-year Change
Visitor Arrivals	2,676,024	4.5%	5,141,636	1.5%
By Sea	915,999	-8.9%	1,828,349	-3.6%
By Land	1,585,052	15.1%	2,967,780	5.0%
By Air	174,973	-2.0%	345,507	1.5%
Same-day Visitors	1,574,123	13.8%	2,951,216	8.2%
Average Length of Stay (Day)	0.9	-0.1 day

.. Not applicable

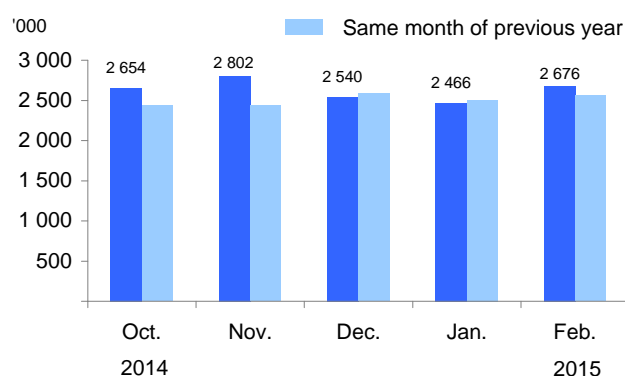
Major Visitor Markets

Place of Residence	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Mainland China	1,898,650	10.7	3,568,302	4.8
Hong Kong	522,796	-5.2	995,996	-4.8
Taiwan	74,176	1.4	151,159	0.1
Republic of Korea	56,240	7.3	125,031	12.1
Japan	16,788	-34.8	38,685	-24.8
U.S.A.	11,693	-5.8	25,225	-6.2
Australia	5,665	-25.0	15,755	-16.5
Canada	5,245	-1.4	10,636	-3.9
United Kingdom	3,920	-5.0	7,749	-7.8
Russian Federation	1,554	-23.3	4,529	-26.3

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
February	2,057.6	2,164.2	2,131.0	2,376.8	2,560.6
Same-day Visitors					
Annual	13,039.5	15,077.1	14,505.0	15,056.4	16,959.9
February	1,084.0	1,181.3	1,136.1	1,263.6	1,383.3

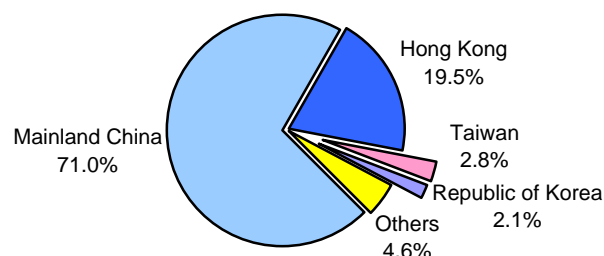
Visitor Arrivals



Visitors from Mainland China

Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	965,127	1,671,696	809,448	1,329,083
Fujian	58,351	131,515	20,329	35,517
Hunan	53,716	119,281	9,697	16,895
Zhejiang	64,430	111,180	31,280	49,611
Shanghai	58,058	103,942	53,552	94,746
Beijing	40,236	71,463	35,466	62,161
Chongqing	25,481	45,826	16,626	26,130
Tianjin	13,164	26,210	12,392	24,702

Place of Residence of Visitors



Source of data: Public Security Police

For additional information:

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

