

## VISITOR ARRIVALS

February 2016

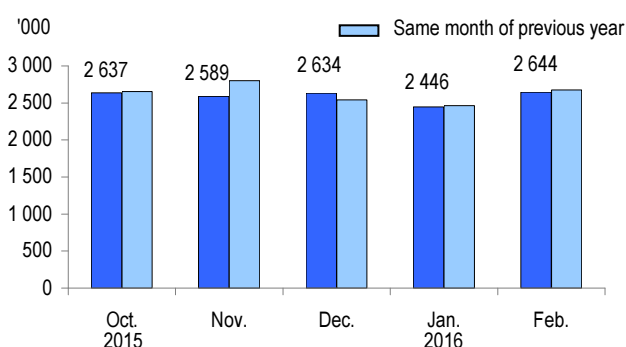
- Attributable to the Lunar New Year holiday, visitor arrivals rebounded by 8.1% month-to-month to 2,644,289, but decreased by 1.2% year-on-year. Same-day visitors dropped by 7.6% year-on-year whereas overnight visitors rose by 7.9%. The average length of stay of visitors increased by 0.2 day year-on-year to 1.1 days. Total visitor arrivals in the first two months decreased by 1.0% year-on-year, at 5,090,165.
- Visitors from Mainland China decreased by 5.2% year-on-year, with those travelling under the Individual Visit Scheme dropping by 11.5%. Visitors from places such as the Republic of Korea, Hong Kong and Taiwan registered increase.
- Visitor arrivals by land and by air increased by 1.3% and 28.7% respectively year-on-year, while those arriving by sea decreased by 11.2%.

### Principal Indicators

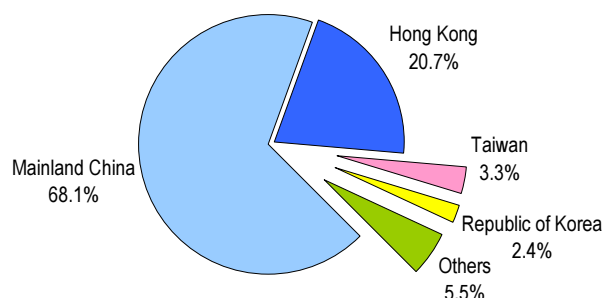
	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Visitor Arrivals ('000)	2 644.3	-1.2	5 090.2	-1.0
By Sea	813.2	-11.2	1 566.9	-14.3
By Land	1 605.9	1.3	3 107.0	4.7
By Air	225.2	28.7	416.3	20.5
Overnight Visitors	1 189.3	7.9	2 335.2	6.6
Same-day Visitors	1 454.9	-7.6	2 754.9	-6.7
Average Length of Stay (Day)	1.1	0.2 day	..	..

.. Not applicable

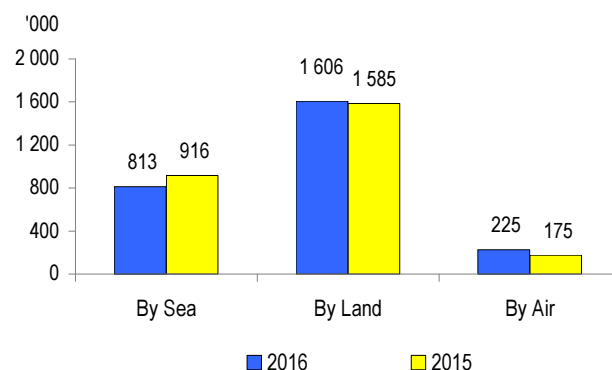
### Visitor Arrivals



### Major Visitor Markets



### Visitors by Mode of Transport



### Major Visitor Markets

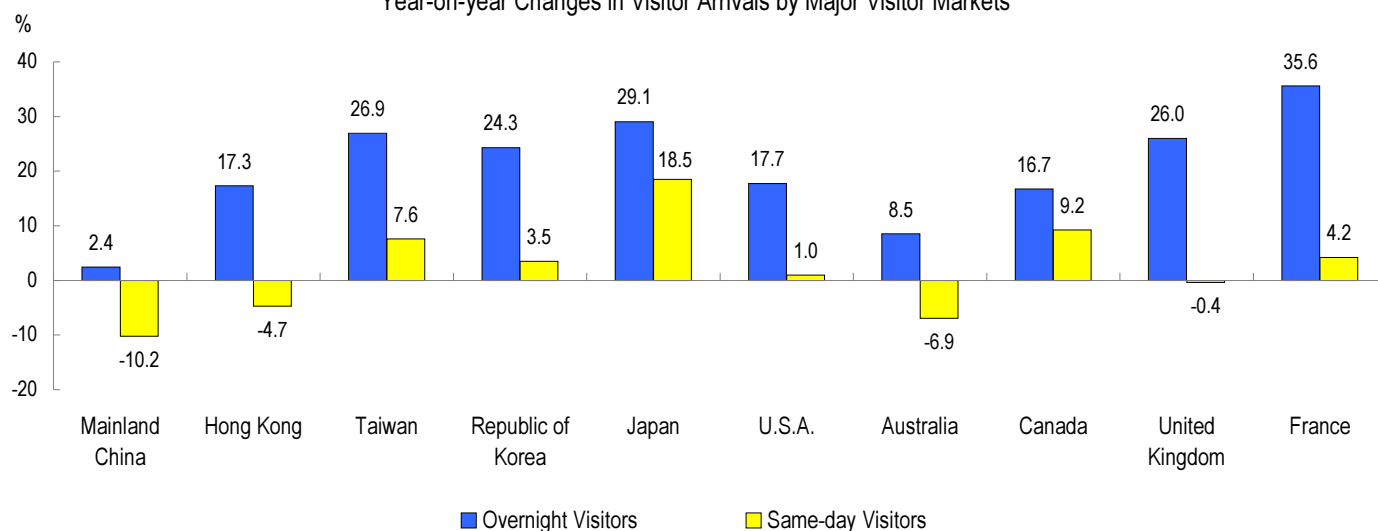
	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Mainland China	1 799.5	-5.2	3 458.2	-3.1
Hong Kong	548.1	4.8	996.3	0 <sup>#</sup>
Taiwan	86.5	16.6	172.4	14.1
Republic of Korea	63.0	12.0	132.2	5.8
Japan	20.9	24.5	46.7	20.8
U.S.A.	12.8	9.2	26.8	6.1
Australia	5.7	1.1	15.2	-3.8
Canada	5.9	13.1	11.3	6.5
United Kingdom	4.4	11.9	8.4	8.2
France	3.3	16.7	6.1	10.6

0<sup>#</sup> Magnitude less than half of the unit employed

### Visitors from Mainland China

Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	897.1	1 661.9	733.2	1 311.1
Fujian	46.0	113.2	13.9	28.5
Hunan	50.7	111.3	7.8	12.8
Hubei	51.8	94.2	22.5	34.5
Beijing	36.6	67.9	30.8	56.4
Shanghai	53.3	102.6	48.7	94.1
Tianjin	11.3	21.5	10.2	19.4
Chongqing	20.6	38.6	12.8	20.8

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



Overnight Visitors and Same-day Visitors

	Overnight Visitors		Same-day Visitors	
	Current Month	Cumulative	Current Month	Cumulative
Mainland China	770.4	1 527.8	1 029.2	1 930.4
Hong Kong	265.6	472.9	282.5	523.4
Taiwan	43.8	89.7	42.7	82.7
Republic of Korea	28.7	63.2	34.3	69.1
Japan	12.3	27.0	8.6	19.7
U.S.A.	6.7	13.8	6.0	13.0
Australia	3.2	8.3	2.5	6.8
Canada	3.2	6.1	2.8	5.3
United Kingdom	2.3	4.3	2.1	4.1
France	1.5	2.8	1.8	3.3

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
February	2 164.2	2 131.0	2 376.8	2 560.6	2 676.0
Overnight Visitors					
Annual	12 925.2	13 577.3	14 268.5	14 565.7	14 307.8
February	983.0	994.8	1 113.2	1 177.3	1 101.9
Same-day Visitors					
Annual	15 077.1	14 505.0	15 056.4	16 959.9	16 406.9
February	1 181.3	1 136.1	1 263.6	1 383.3	1 574.1

Source of data: Public Security Police

For additional information:

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

