

# TOURISM INDICATORS

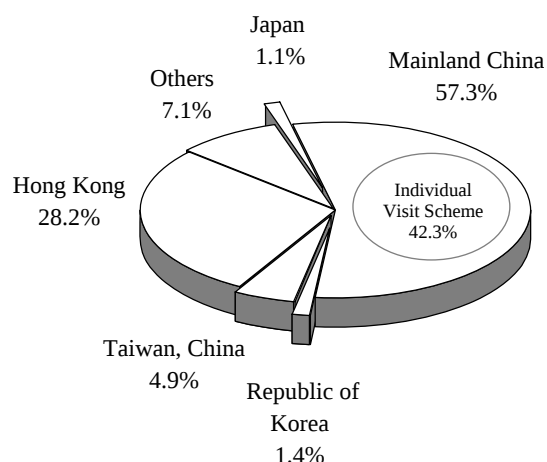
July 2011

No. 7

## VISITOR ARRIVALS

- Visitor arrivals totalled 2,550,867 in July 2011, up by 18.0% year-on-year, with same-day visitors (1,323,512) accounting for 51.9% of total visitor arrivals. In the first seven months of 2011, visitor arrivals increased by 9.8% year-on-year to 15,797,523; same-day visitors made up 53.9% of the total, at 8,514,474.
- Visitors from Mainland China increased by 27.9% year-on-year to 1,460,473 in July 2011, and the majority came from Guangdong Province, Fujian Province and Zhejiang Province. Mainland visitors travelling to Macao under the Individual Visit Scheme totalled 617,591, up by 29.4%.
- In the first seven months of 2011, visitor arrivals by sea (6,250,259) and by land (8,585,722) increased by 5.5% and 14.5% respectively year-on-year; visitor arrivals by air (961,542) decreased slightly by 0.8%.

Visitor arrivals by place of residence



### 1. VISITOR ARRIVALS BY PLACE OF RESIDENCE

No.

| Place of residence         | Jul. 2010        | Jul. 2011        | Year-on-year change (%) | Jan. – Jul. 2010  | Jan. – Jul. 2011  | Year-on-year change (%) |
|----------------------------|------------------|------------------|-------------------------|-------------------|-------------------|-------------------------|
| <b>TOTAL</b>               | <b>2 162 069</b> | <b>2 550 867</b> | <b>18.0</b>             | <b>14 391 515</b> | <b>15 797 523</b> | <b>9.8</b>              |
| <b>Asia</b>                | <b>2 103 072</b> | <b>2 490 070</b> | <b>18.4</b>             | <b>14 000 268</b> | <b>15 398 472</b> | <b>10.0</b>             |
| Mainland China             | 1 142 017        | 1 460 473        | 27.9                    | 7 649 559         | 8 935 559         | 16.8                    |
| Hong Kong                  | 670 953          | 719 681          | 7.3                     | 4 251 364         | 4 440 583         | 4.5                     |
| Taiwan, China              | 121 273          | 126 233          | 4.1                     | 774 426           | 726 543           | -6.2                    |
| India                      | 12 845           | 15 454           | 20.3                    | 103 277           | 104 648           | 1.3                     |
| Indonesia                  | 17 481           | 19 803           | 13.3                    | 108 247           | 116 480           | 7.6                     |
| Japan                      | 32 892           | 29 255           | -11.1                   | 234 167           | 208 748           | -10.9                   |
| Malaysia                   | 18 087           | 21 051           | 16.4                    | 188 475           | 175 256           | -7.0                    |
| Philippines                | 17 799           | 18 629           | 4.7                     | 152 095           | 148 253           | -2.5                    |
| Republic of Korea          | 28 590           | 35 337           | 23.6                    | 183 684           | 230 721           | 25.6                    |
| Singapore                  | 18 147           | 19 405           | 6.9                     | 144 842           | 147 584           | 1.9                     |
| Thailand                   | 17 300           | 17 854           | 3.2                     | 129 919           | 124 238           | -4.4                    |
| Vietnam                    | 752              | 1 480            | 96.8                    | 45 247            | 6 656             | -85.3                   |
| Others                     | 4 936            | 5 415            | 9.7                     | 34 966            | 33 203            | -5.0                    |
| <b>Americas</b>            | <b>27 385</b>    | <b>27 732</b>    | <b>1.3</b>              | <b>169 466</b>    | <b>175 552</b>    | <b>3.6</b>              |
| <b>Europe</b>              | <b>20 484</b>    | <b>20 651</b>    | <b>0.8</b>              | <b>132 940</b>    | <b>137 316</b>    | <b>3.3</b>              |
| <b>Oceania</b>             | <b>9 343</b>     | <b>10 164</b>    | <b>8.8</b>              | <b>75 991</b>     | <b>72 735</b>     | <b>-4.3</b>             |
| <b>Africa &amp; Others</b> | <b>1 785</b>     | <b>2 250</b>     | <b>26.1</b>             | <b>12 850</b>     | <b>13 448</b>     | <b>4.7</b>              |

Source of data: Public Security Police

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

Statistics and Census Service

Alameda Dr. Carlos d'Assumpção, No. 411-417, Dynasty Plaza, 17<sup>th</sup> floor, Macao Tel: 8399 5311 Fax: 2830 7825

E-mail: info@dsec.gov.mo

Website: www.dsec.gov.mo

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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>634 525</b> | <b>45 279</b> | <b>345 199</b>                      | <b>1 261 707</b> | <b>109 665</b> | <b>152 048</b> | <b>2 444</b>              |
| <b>Asia</b>                | <b>600 547</b> | <b>44 633</b> | <b>336 286</b>                      | <b>1 249 458</b> | <b>108 413</b> | <b>148 596</b> | <b>2 137</b>              |
| Mainland China             | 166 269        | 32 183        | 92 865                              | 1 032 502        | 75 214         | 60 150         | 1 290                     |
| Hong Kong                  | 335 987        | 2 831         | 202 724                             | 159 783          | 16 136         | 1 579          | 641                       |
| Taiwan, China              | 11 222         | 8 382         | 4 933                               | 29 480           | 14 999         | 57 202         | 15                        |
| India                      | 7 698          | 12            | 6 295                               | 1 151            | 30             | 259            | 9                         |
| Indonesia                  | 10 533         | 44            | 4 743                               | 3 034            | 136            | 1 303          | 10                        |
| Japan                      | 19 440         | 499           | 2 320                               | 3 717            | 441            | 2 792          | 46                        |
| Malaysia                   | 7 006          | 212           | 1 605                               | 5 298            | 503            | 6 419          | 8                         |
| Philippines                | 9 079          | 34            | 3 733                               | 2 103            | 47             | 3 630          | 3                         |
| Republic of Korea          | 17 527         | 213           | 9 490                               | 3 275            | 206            | 4 597          | 29                        |
| Singapore                  | 6 148          | 184           | 1 703                               | 5 498            | 445            | 5 396          | 31                        |
| Thailand                   | 6 768          | 25            | 4 394                               | 1 663            | 68             | 4 919          | 17                        |
| Vietnam                    | 355            | -             | 688                                 | 418              | 8              | 11             | -                         |
| Others                     | 2 515          | 14            | 793                                 | 1 536            | 180            | 339            | 38                        |
| <b>Americas</b>            | <b>13 577</b>  | <b>360</b>    | <b>3 876</b>                        | <b>7 059</b>     | <b>832</b>     | <b>1 914</b>   | <b>114</b>                |
| <b>Europe</b>              | <b>13 433</b>  | <b>194</b>    | <b>3 268</b>                        | <b>2 401</b>     | <b>204</b>     | <b>1 004</b>   | <b>147</b>                |
| <b>Oceania</b>             | <b>6 284</b>   | <b>72</b>     | <b>1 622</b>                        | <b>1 508</b>     | <b>193</b>     | <b>461</b>     | <b>24</b>                 |
| <b>Africa &amp; Others</b> | <b>684</b>     | <b>20</b>     | <b>147</b>                          | <b>1 281</b>     | <b>23</b>      | <b>73</b>      | <b>22</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>2 550 867</b> | <b>1 323 512</b>  | <b>1 025 003</b> | <b>401 252</b>    | <b>1 371 372</b> | <b>870 634</b>    | <b>154 492</b> | <b>51 626</b>     |
| <b>Asia</b>                | <b>2 490 070</b> | <b>1 295 029</b>  | <b>981 466</b>   | <b>380 283</b>    | <b>1 357 871</b> | <b>863 755</b>    | <b>150 733</b> | <b>50 991</b>     |
| Mainland China             | 1 460 473        | 768 364           | 291 317          | 67 848            | 1 107 716        | 689 776           | 61 440         | 10 740            |
| Hong Kong                  | 719 681          | 374 771           | 541 542          | 247 831           | 175 919          | 126 202           | 2 220          | 738               |
| Taiwan, China              | 126 233          | 78 740            | 24 537           | 13 036            | 44 479           | 34 234            | 57 217         | 31 470            |
| India                      | 15 454           | 2 149             | 14 005           | 1 667             | 1 181            | 461               | 268            | 21                |
| Indonesia                  | 19 803           | 6 218             | 15 320           | 5 216             | 3 170            | 711               | 1 313          | 291               |
| Japan                      | 29 255           | 11 848            | 22 259           | 9 170             | 4 158            | 2 349             | 2 838          | 329               |
| Malaysia                   | 21 051           | 9 733             | 8 823            | 3 769             | 5 801            | 3 191             | 6 427          | 2 773             |
| Philippines                | 18 629           | 7 624             | 12 846           | 7 004             | 2 150            | 432               | 3 633          | 188               |
| Republic of Korea          | 35 337           | 17 583            | 27 230           | 15 191            | 3 481            | 1 720             | 4 626          | 672               |
| Singapore                  | 19 405           | 9 485             | 8 035            | 4 058             | 5 943            | 2 957             | 5 427          | 2 470             |
| Thailand                   | 17 854           | 6 565             | 11 187           | 4 394             | 1 731            | 924               | 4 936          | 1 247             |
| Vietnam                    | 1 480            | 79                | 1 043            | 65                | 426              | 13                | 11             | 1                 |
| Others                     | 5 415            | 1 870             | 3 322            | 1 034             | 1 716            | 785               | 377            | 51                |
| <b>Americas</b>            | <b>27 732</b>    | <b>12 564</b>     | <b>17 813</b>    | <b>8 160</b>      | <b>7 891</b>     | <b>4 059</b>      | <b>2 028</b>   | <b>345</b>        |
| <b>Europe</b>              | <b>20 651</b>    | <b>9 620</b>      | <b>16 895</b>    | <b>8 353</b>      | <b>2 605</b>     | <b>1 064</b>      | <b>1 151</b>   | <b>203</b>        |
| <b>Oceania</b>             | <b>10 164</b>    | <b>4 893</b>      | <b>7 978</b>     | <b>4 083</b>      | <b>1 701</b>     | <b>736</b>        | <b>485</b>     | <b>74</b>         |
| <b>Africa &amp; Others</b> | <b>2 250</b>     | <b>1 406</b>      | <b>851</b>       | <b>373</b>        | <b>1 304</b>     | <b>1 020</b>      | <b>95</b>      | <b>13</b>         |

Source of data: Public Security Police

- Absolute value equals zero

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

| Province and Municipality |           | Guangdong               |                         | Fujian                  |                         | Zhejiang                |                         | Hunan                   |                         |
|---------------------------|-----------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
|                           |           | Individual Visit Scheme |                         | Individual Visit Scheme |                         | Individual Visit Scheme |                         | Individual Visit Scheme |                         |
|                           |           | 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                   |
|                           | May       | 678 832                 | 376 441                 | 77 161                  | 10 523                  | 46 622                  | 15 422                  | 46 362                  | 5 275                   |
|                           | Jun.      | 617 887                 | 318 490                 | 67 767                  | 9 718                   | 45 114                  | 15 578                  | 40 279                  | 4 289                   |
|                           | Jul.      | 750 839                 | 418 703                 | 86 836                  | 14 082                  | 57 222                  | 19 663                  | 48 163                  | 6 230                   |
|                           | Jan.-Jul. | 4 599 417               | 2 545 755               | 489 061                 | 71 897                  | 319 851                 | 114 321                 | 271 798                 | 32 153                  |

| Province and Municipality |           | Beijing                 |                         | Shanghai                |                         | Tianjin                 |                         | Chongqing               |                         |
|---------------------------|-----------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
|                           |           | Individual Visit Scheme |                         | Individual Visit Scheme |                         | Individual Visit Scheme |                         | Individual Visit Scheme |                         |
|                           |           | 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                   |
|                           | May       | 22 926                  | 16 681                  | 33 493                  | 25 936                  | 6 668                   | 5 707                   | 11 997                  | 4 765                   |
|                           | Jun.      | 24 130                  | 17 359                  | 36 202                  | 28 558                  | 5 620                   | 4 811                   | 10 540                  | 4 381                   |
|                           | Jul.      | 27 282                  | 20 322                  | 41 783                  | 33 691                  | 7 115                   | 6 059                   | 15 115                  | 7 618                   |
|                           | Jan.-Jul. | 174 739                 | 132 167                 | 266 907                 | 212 184                 | 50 718                  | 43 691                  | 85 466                  | 38 834                  |

Source of data: Public Security Police