

VISITOR ARRIVALS

June 2015

- Visitor arrivals decreased by 7.6% year-on-year, with same-day visitors and overnight visitors dropping by 9.7% and 5.2% respectively. The average length of stay of visitors increased by 0.2 day year-on-year to 1.2 days; overnight and same-day visitors had an average stay of 2.2 days and 0.2 day respectively. Total visitor arrivals in the first half year of 2015 decreased by 3.5% year-on-year.
- Visitors from Mainland China decreased by 10.1% year-on-year, with those travelling under the Individual Visit Scheme falling by 4.2%. Visitors from Hong Kong increased by 2.0%, while those from Taiwan decreased by 5.9%. Long-haul visitors from Canada registered year-on-year increase, while those from the United States saw decline.
- Visitor arrivals by land and by sea dropped by 8.3% and 7.8% respectively year-on-year, while those arriving by air rose marginally by 0.3%.

Principal Indicators

| | Current Month | Year-on-year Change | Cumulative | Year-on-year Change |
|------------------------------|---------------|---------------------|------------|---------------------|
| Visitor Arrivals | 2,248,281 | -7.6% | 14,756,499 | -3.5% |
| By Sea | 851,151 | -7.8% | 5,551,215 | -5.0% |
| By Land | 1,234,229 | -8.3% | 8,187,352 | -3.0% |
| By Air | 162,901 | 0.3% | 1,017,932 | 1.5% |
| Same-day Visitors | 1,172,411 | -9.7% | 8,140,142 | -0.7% |
| Overnight Visitors | 1,075,870 | -5.2% | 6,616,357 | -6.6% |
| Average Length of Stay (Day) | 1.2 | 0.2 day | .. | .. |

.. Not applicable

Major Visitor Markets

| | Current Month | Year-on-year Change (%) | Cumulative | Year-on-year Change (%) |
|--------------------|---------------|-------------------------|------------|-------------------------|
| Mainland China | 1,435,189 | -10.1 | 9,784,792 | -4.2 |
| Hong Kong | 523,789 | 2.0 | 3,155,152 | -0.3 |
| Taiwan | 80,272 | -5.9 | 465,497 | 0 [#] |
| Republic of Korea | 31,406 | -24.8 | 293,563 | 9.6 |
| Japan | 20,991 | -13.3 | 128,593 | -15.3 |
| U.S.A. | 15,180 | -0.9 | 88,475 | -2.1 |
| Australia | 6,487 | -6.0 | 45,772 | -15.6 |
| Canada | 4,718 | 6.7 | 34,449 | -0.7 |
| United Kingdom | 4,210 | 7.7 | 28,086 | -3.7 |
| Russian Federation | 1,485 | -19.1 | 12,258 | -28.2 |

0[#] Magnitude less than half of the unit employed

Historical Data

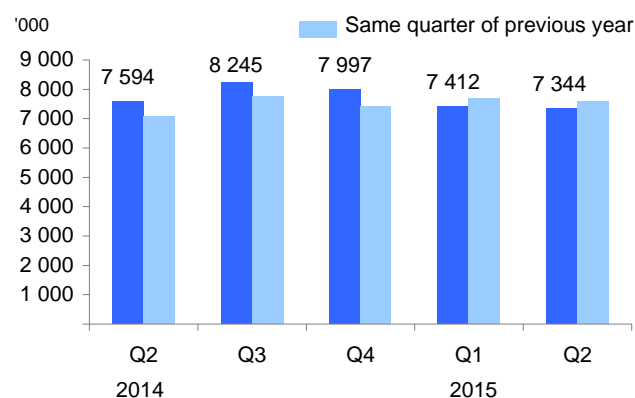
| | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------|----------|----------|----------|----------|
| Visitor Arrivals | | | | | |
| Annual | 24,965.4 | 28,002.3 | 28,082.3 | 29,324.8 | 31,525.6 |
| June | 1,904.4 | 2,181.5 | 2,106.7 | 2,324.9 | 2,432.0 |
| Same-day Visitors | | | | | |
| Annual | 13,039.5 | 15,077.1 | 14,505.0 | 15,056.4 | 16,959.9 |
| June | 984.9 | 1,142.0 | 1,041.4 | 1,164.3 | 1,297.7 |
| Overnight Visitors | | | | | |
| Annual | 11,925.9 | 12,925.2 | 13,577.3 | 14,268.5 | 14,565.7 |
| June | 919.5 | 1,039.5 | 1,065.3 | 1,160.6 | 1,134.4 |

Source of data: Public Security Police

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

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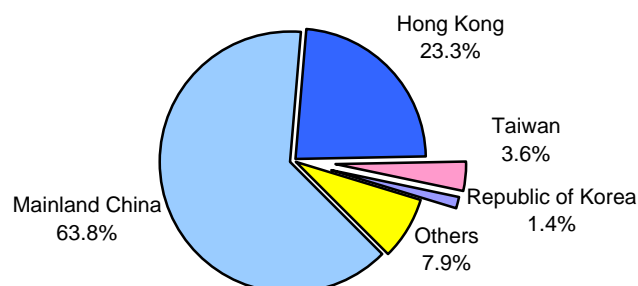
Visitor Arrivals



Visitors from Mainland China

| Province and Municipality | Current Month | Cumulative | Individual Visit Scheme | |
|---------------------------|---------------|------------|-------------------------|------------|
| | | | Current Month | Cumulative |
| Guangdong | 632,449 | 4,338,202 | 457,205 | 3,283,494 |
| Fujian | 66,804 | 406,250 | 13,486 | 88,655 |
| Hunan | 59,448 | 368,408 | 5,838 | 42,354 |
| Zhejiang | 38,615 | 293,290 | 15,171 | 121,119 |
| Beijing | 22,953 | 171,425 | 17,265 | 141,324 |
| Shanghai | 38,320 | 255,983 | 35,366 | 234,815 |
| Tianjin | 8,534 | 61,960 | 7,838 | 57,498 |
| Chongqing | 19,309 | 124,030 | 8,335 | 60,797 |

Major Visitor Markets



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

2015.07