

- Total spending (excluding gaming expenses) of visitors was MOP16.42 billion, up by 22.0% year-on-year. Total spending of overnight visitors increased by 19.6% to MOP12.68 billion and that of same-day visitors expanded by 30.7% to MOP3.74 billion.
- Per-capita spending of visitors was MOP1,921, up by 12.4% year-on-year; per-capita spending of overnight visitors and same-day visitors rose by 8.6% and 22.2% respectively.
- Visitors spent mainly on shopping (47.3%), accommodation (23.3%) and food & beverage (22.0%).
- Visitors coming to Macao for shopping (MOP2,596) and for vacation (MOP2,527) recorded year-on-year growth of 5.2% and 10.4% respectively.

### Principal Indicators

	Current Quarter	Same Quarter Last Year	Change (%)
Total Spending of Visitors (Million MOP)	16 415	13 458	22.0
Overnight Visitors	12 679	10 599	19.6
Same-day Visitors	3 736	2 859	30.7
Per-capita Spending of Visitors (MOP)	1 921	1 709	12.4
Overnight Visitors	2 928	2 696	8.6
Same-day Visitors	886	725	22.2

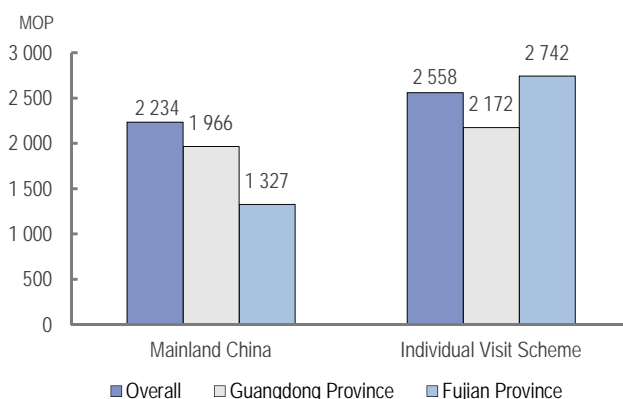
- Total spending of visitors from Mainland China reached MOP13.47 billion (representing 82.1% of total visitor spending), up by 26.5% year-on-year; spending of Guangdong visitors (MOP5.20 billion) and Fujian visitors (MOP253 million) increased by 30.8% and 11.0% respectively. Total spending of Mainland overnight visitors (MOP10.23 billion) and same-day visitors (MOP3.25 billion) surged by 23.5% and 37.1% respectively year-on-year.

- As regards per-capita spending, Mainland visitors spent an average of MOP2,234, up by 11.6% year-on-year; spending of Guangdong visitors (MOP1,966) and Fujian visitors (MOP1,327) increased by 20.6% and 2.8% respectively. Moreover, per-capita spending of Mainland visitors travelling under the Individual Visit Scheme (IVS) recorded a year-on-year growth of 18.8%, at MOP2,558, with spending of Guangdong and Fujian visitors rising by 21.2% and 14.8% respectively.

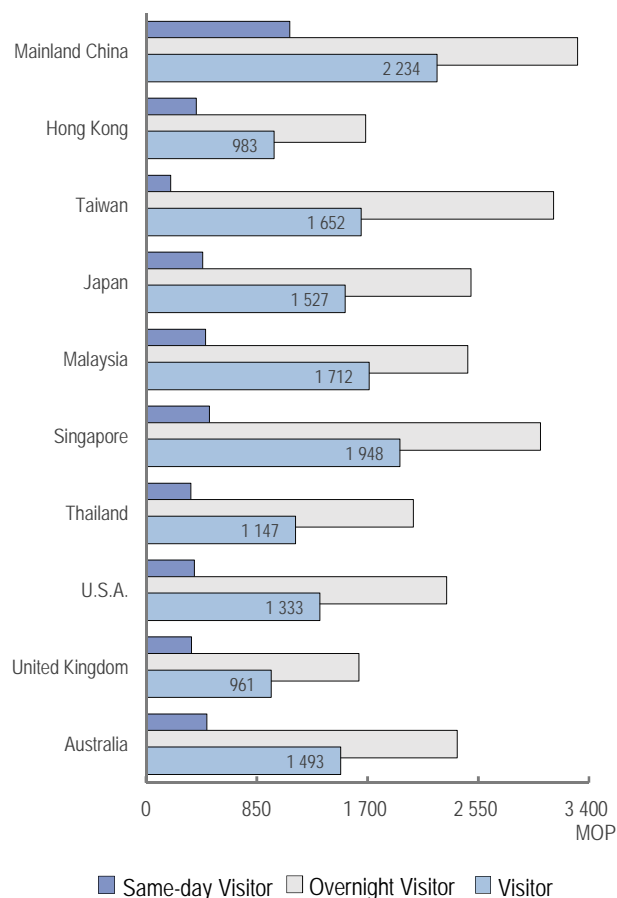
On the other hand, per-capita spending of visitors from Singapore rose by 6.7% year-on-year to MOP1,948, and spending of those from Malaysia, Hong Kong and Taiwan went up by 5.4%, 12.4% and 2.8% respectively. Concurrently, per-capita spending of visitors from Australia and the United States recorded year-on-year increase, whereas that of visitors from the United Kingdom decreased.

- Per-capita spending of overnight visitors (MOP2,928) and same-day visitors (MOP886) increased by 8.6% and 22.2% respectively year-on-year. Overnight visitors from Mainland China (MOP3,312) and Taiwan (MOP3,129) had higher per-capita spending. As for the same-day visitors, those from Mainland China took the lead in per-capita spending (MOP1,102).

### Per-capita Spending of Visitors from Mainland China



### Per-capita Spending of Visitors



- Analysed by type of expense, shopping accounted for a predominant share of visitor spending, at 47.3%, with per-capita shopping spending rising by 21.7% year-on-year to MOP910. Mainland visitors spent more than half of their per-capita spending on shopping (MOP1,202), and the proportion of shopping spending of IVS visitors reached 63.4% (MOP1,623).

Among the various types of purchases, visitors spent more on local food products (MOP290) and cosmetics & perfume (MOP243), up by 24.8% and 20.8% respectively year-on-year. Mainland visitors had higher per-capita shopping spending on local food products (MOP349) and cosmetics & perfume (MOP341) compared to visitors from other countries/places.

- Per-capita spending of visitors on accommodation (MOP447) dropped by 2.7% year-on-year, while that on food & beverage (MOP422) rose by 16.1%. Visitors from Singapore (MOP782) and Japan (MOP695) had higher spending on accommodation; meanwhile, visitors from Singapore (MOP579) and Australia (MOP481) spent more on food & beverage.

#### Per-Capita Spending of Overnight and Same-day Visitors

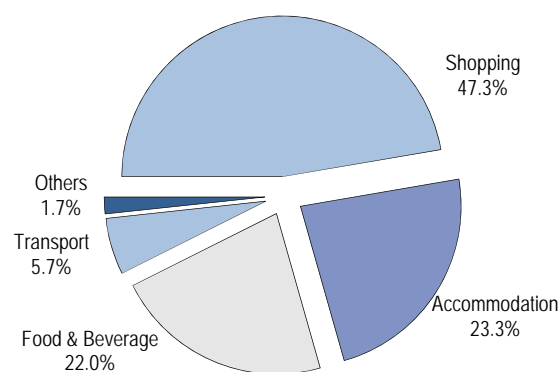
MOP

	Overnight Visitors	Change (%)	Same-day Visitors	Change (%)
Mainland China	3 312	6.5	1 102	23.7
Hong Kong	1 687	16.8	386	3.4
Taiwan	3 129	8.1	190	-15.2
Japan	2 493	4.2	434	-0.3
Malaysia	2 470	6.0	457	-5.4
Singapore	3 027	10.8	485	-4.7
Thailand	2 051	-9.3	344	-24.8
U.S.A.	2 307	14.1	371	-9.3
United Kingdom	1 633	-12.2	349	-17.1
Australia	2 388	8.7	467	8.1

- Same-day visitors from Mainland China had higher per-capita spending, up by 23.7% year-on-year, and spending of those from Australia and Hong Kong grew by 8.1% and 3.4% respectively. Meanwhile, per-capita spending of same-day visitors from other countries/places showed decline to different extents, with spending of those from Thailand (-24.8%), the United Kingdom (-17.1%) and Taiwan (-15.2%) recording notable decreases.

Per-capita shopping spending of same-day visitors grew by 33.1% year-on-year to MOP698 (78.8% of their spending), of which MOP217 was spent on local food products; meanwhile, spending on food & beverage was MOP101 (11.4%), down by 10.9% year-on-year.

#### Structure of Visitor Spending



#### Per-capita Shopping Spending of Visitors

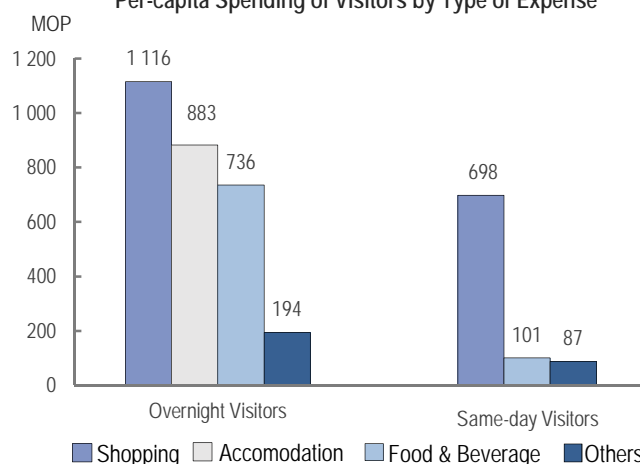
MOP

	Current Quarter	Same Quarter Last Year	Change (%)
Total	910	747	21.7
Clothing	98	101	-2.7
Jewellery & Watches	105	53	99.1
Local Food Products	290	233	24.8
Cosmetics & Perfume	243	201	20.8
Handbags & Shoes	71	91	-21.8
Others	102	69	47.9

- Among the overnight visitors, per-capita spending of those from the United States (+14.1%), Singapore (+10.8%) and Hong Kong (+16.8%) registered double-digit year-on-year increases; meanwhile, spending of those from the United Kingdom (-12.2%) and Thailand (-9.3%) declined.

Per-capita shopping spending of overnight visitors was MOP1,116 (38.1% of their spending), up by 15.0% year-on-year. Spending on accommodation decreased by 4.1% to MOP883 (30.1%), whereas that on food & beverage rose by 19.5% to MOP736 (25.1%).

#### Per-capita Spending of Visitors by Type of Expense



### Per-capita Spending of Visitors by Main Purpose of Visit

	Structure of Visitors (%)		Per-capita Spending (MOP)		
	Current Quarter	Same Quarter Last Year	Current Quarter	Same Quarter Last Year	Change (%)
Overall	100.0	100.0	1 921	1 709	12.4
Of which:					
Attending MICE Events	0.9	0.5	2 908	3 286	-11.5
Shopping	10.8	10.8	2 596	2 468	5.2
Vacation	52.6	49.7	2 500	2 288	9.2
Visiting Relatives or Friends	6.1	5.2	1 900	1 129	68.3
Business & Professional	4.6	4.1	1 161	1 525	-23.8
Gaming	2.8	7.5	1 053	999	5.4
Transit	14.4	15.1	319	266	19.9

### Economic Activity Status of Visitors

	Current Quarter Structure (%)	Quarter-to-quarter Difference (p.p.)
Legislators, Senior Officials & Managers	23.6	4.8
Professionals	12.6	3.4
Technicians & Associate Professionals	13.2	-1.8
Clerks	12.4	-0.1
Service & Sales Workers	9.3	0.6
Other Employed Persons	4.9	1.2
Unemployed & Economically Inactive Persons	24.0	-8.1

- Analysed by main purpose of visit, visitors coming to Macao for MICE events had higher per-capita spending (MOP2,908), with a decrease of 11.5% year-on-year; followed by those coming for shopping (MOP2,596) and for vacation (MOP2,500), which grew by 5.2% and 9.2% respectively. As for those who came for visiting relatives or friends, their per-capita spending (MOP1,900) surged by 68.3%.

- Visitors coming for MICE events, who had higher per-capita spending, accounted for 0.9% of the total visitors, up by 0.4 percentage points year-on-year. In addition, visitors coming for vacation took up a predominant share of 52.6%, up by 2.9 percentage points year-on-year.

- Analysed by economic activity status of visitors, legislators, senior officials & managers made up 23.6% of the total, up by 4.8 percentage points year-on-year, whereas technicians & associate professionals accounted for 13.2%, down by 1.8 percentage points.

The unemployed & economically inactive persons (such as housewives and retirees) constituted 24.0% of the total visitors, down by 8.1 percentage points year-on-year.

### Visitors' Comments

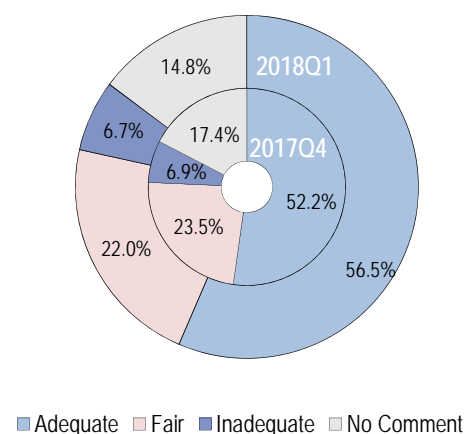
	Satisfied	Quarter-to-quarter Difference (p.p.)	Fair	Quarter-to-quarter Difference (p.p.)	Improvement Needed	Quarter-to-quarter Difference (p.p.)	No Comment	Quarter-to-quarter Difference (p.p.)
Environmental Hygiene	83.4	4.9	13.5	-4.4	1.4	-0.3	1.7	-0.2
Public Facilities	79.1	4.4	14.2	-3.9	2.6	-0.4	4.1	-0.1
Travel Agencies	77.2	4.3	16.9	0.3	1.2	-1.3	4.7	-3.3
Hotels	86.7	0.8	10.1	-0.3	1.8	-0.3	1.4	-0.2
Gaming Establishments	78.4	3.0	15.6	-2.3	1.7	-0.3	4.3	-0.4
Restaurants	75.8	1.9	19.5	-1.8	1.9	-0.2	2.8	0.1
Retail Shops	79.4	1.4	16.1	-1.4	1.6	-	2.9	-
Public Transport	68.8	5.3	19.2	-3.9	9.5	-1.2	2.5	-0.2

- Visitor satisfaction towards all aspects of services and facilities increased as compared with the fourth quarter of 2017. The proportion of visitors who were satisfied with the services of hotels (86.7%) edged up by 0.8 percentage points quarter-to-quarter, and the shares of those who complimented on environmental hygiene (83.4%), the services of retail shops (79.4%) and public facilities (79.1%) rose by 4.9 percentage points, 1.4 percentage points and 4.4 percentage points respectively.

The proportion of visitors who were satisfied with the services of public transport (68.8%) was relatively low, despite a quarter-to-quarter increase of 5.3 percentage points.

Meanwhile, only 56.5% of the visitors considered that there were adequate points of tourist attractions in Macao, up by 4.3 percentage points over the previous quarter.

### Visitors' Comments on Points of Tourist Attractions



## Sampling Error

	MOP			
	Per-capita Spending	Shopping	Accommodation	Food & Beverage
Visitors	0.9	0.7	0.3	0.3
Overnight Visitors	1.4	1.1	0.4	0.5
Same-day Visitors	1.0	0.9	..	0.1

## Historical Data for 1<sup>st</sup> Quarter

	2013	2014	2015	2016	2017
Total Spending (Million MOP)	14 479	15 948	13 359	11 540	13 458
Overnight Visitors	12 155	13 173	10 397	8 860	10 599
Same-day Visitors	2 324	2 775	2 962	2 679	2 859
Per-capita Spending (MOP)	2 046	2 074	1 802	1 547	1 709
Overnight Visitors	3 574	3 691	3 230	2 525	2 696
Same-day Visitors	632	673	706	679	725

## Methodology

Visitor Expenditure Survey adopts quota sampling method in selecting samples of visitors as from June 2017. At different departure points, enumerators collect spending data as well as comments on services and facilities from visitors during their stay in Macao.

## Glossary

Visitor<sup>1</sup>: Any person taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited.

Classification of Visitors:

Overnight Visitor: Visitor who stays at least one night in a residential accommodation or casino in the place visited, or has accommodation arrangement with a hotel/guesthouse.

Same-day Visitor: Visitor who does not spend the night in any residential accommodation, hotel/guesthouse, or casino in the place visited, nor does he/she have accommodation arrangement with a hotel/guesthouse.

Main Purpose of Visit<sup>1</sup>: The most important reason or motivation for the trip, in the absence of which the trip would not have taken place.

Spending of Visitors<sup>1</sup>: The amount paid by visitors for the purchase of goods and services for own use or to give away, including expenses paid by the visitors or reimbursed by others such as relatives, friends or employers. Spending of visitors excludes gaming expenses, donations, expenses on purchase of assets and goods for resale.

Note 1: References are made to the International Recommendations for Tourism Statistics 2008 of UNWTO.

## Symbols:

- Absolute value equals zero

.. Not applicable

% Percentage

p.p. Percentage point

MOP Macao Pataca

For additional information:

[http://www.dsec.gov.mo/e/visitor\\_expenditure.aspx](http://www.dsec.gov.mo/e/visitor_expenditure.aspx)

