

- In 2024, number of visitor arrivals increased by 23.8% year-on-year to 34,928,650, while their average length of stay decreased by 0.1 day to 1.2 days; number of inbound package tour visitors was 2,102,529, up by 63.8%. In the fourth quarter of 2024, visitor arrivals totalled 9,007,736, up by 8.7% year-on-year; meanwhile, the average length of stay of visitors shortened by 0.1 day to 1.1 days. The number of inbound package tour visitors was 606,465, a rise of 12.4%.
- At the end of 2024, the 146 hotel establishments offering accommodation services to the public provided a total of 43,044 guest rooms. In 2024, the average occupancy rate of guest rooms increased by 4.9 percentage points year-on-year to 86.4%, and number of guests grew by 6.4% to 14,433,006. In the fourth quarter, the average occupancy rate of guest rooms climbed by 5.6 percentage points year-on-year to 89.5%, while the number of guests went down by 6.2% to 3,540,923.
- In 2024, total spending of visitors (excluding gaming expenses) rose by 5.8% year-on-year to MOP75.36 billion, whereas per-capita spending of visitors dropped by 14.6% to MOP2,157. In the fourth quarter, total spending (MOP19.15 billion) and per-capita spending (MOP2,126) of visitors showed respective year-on-year decreases of 0.2% and 8.2%.
- The Tourist Price Index (TPI) for 2024 (146.23) rose by 3.15% year-on-year, and the TPI for the fourth quarter (152.05) increased by 1.05%.

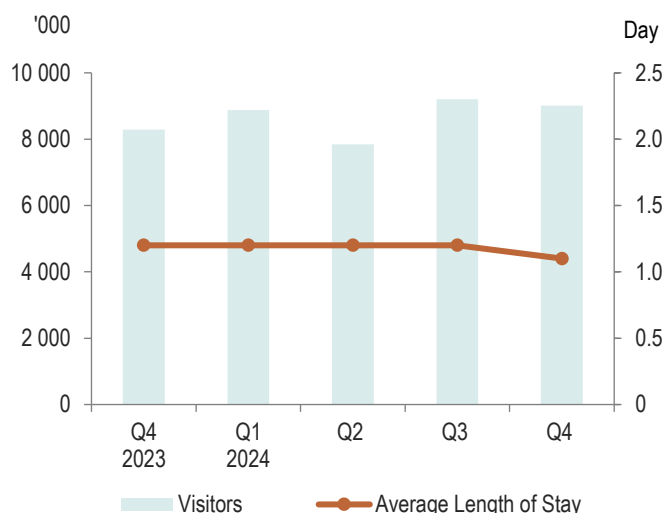
### Principal Indicators

	Q4	YoY (%)	2024	YoY (%)
<b>Visitors</b>				
Visitor Arrivals ('000)	9 007.7	8.7	34 928.7	23.8
Overnight Visitors	3 957.5	-0.8	16 043.8	12.8
Same-day Visitors	5 050.2	17.6	18 884.9	35.0
Average Length of Stay (Day)	1.1	-0.1	1.2	-0.1
Inbound Package Tour Visitors ('000)	606.5	12.4	2 102.5	63.8
Local Tour Visitors ('000)	61.3	-12.2	222.7	9.3
<b>Hotel Establishments</b>				
Average Occupancy Rate of Guest Rooms (%)	89.5	5.6 <sup>a</sup>	86.4	4.9 <sup>a</sup>
Guests ('000)	3 540.9	-6.2	14 433.0	6.4
<b>Visitor Spending<sup>b</sup></b>				
Total Spending (Million MOP)	19 149	-0.2	75 358	5.8
Per-capita Spending (MOP)	2 126	-8.2	2 157	-14.6
Tourist Price Index	152.05	1.05	146.23	3.15
Residents purchasing outbound services through travel agencies ('000)	155.3	21.7	583.1	39.1

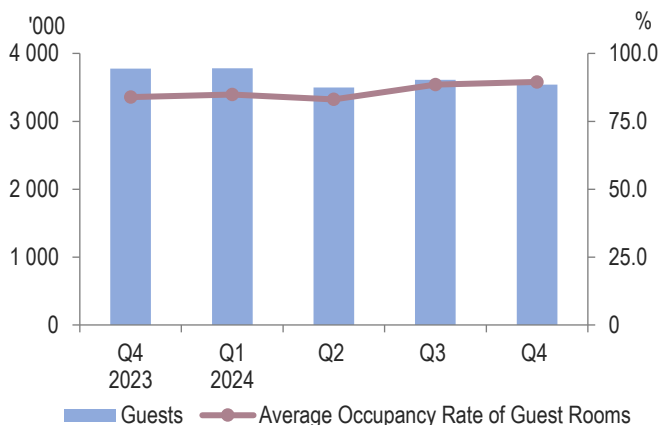
<sup>a</sup> Percentage point

<sup>b</sup> Excluding gaming expenses

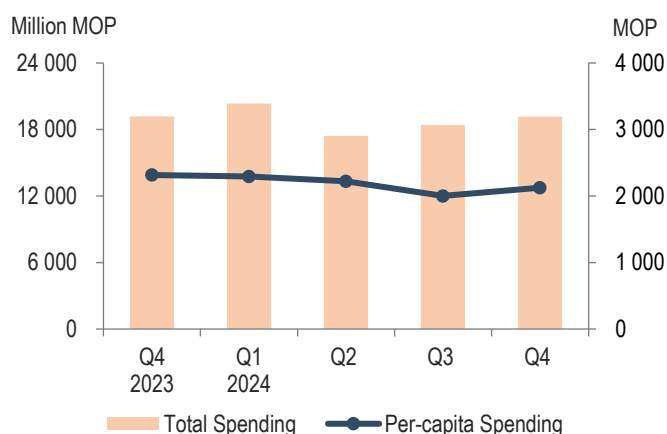
Visitor Arrivals and Average Length of Stay of Visitors



Average Occupancy Rate of Guest Rooms and Number of Guests

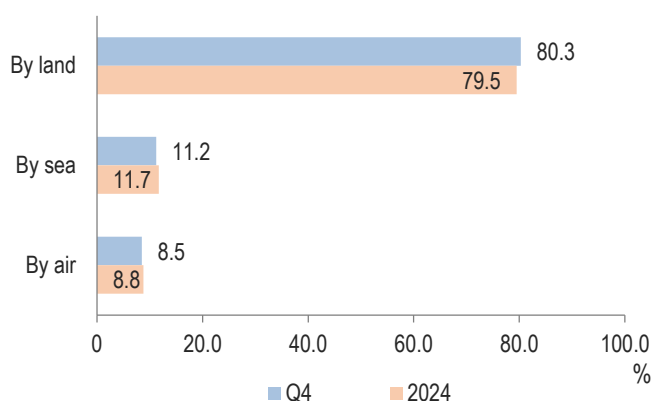


Total Spending and Per-capita Spending of Visitors

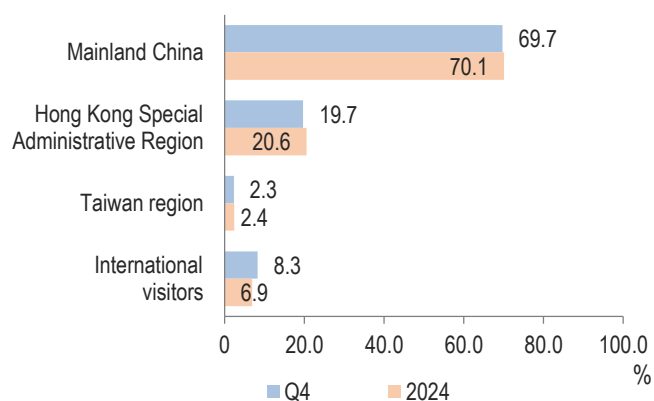


## Visitor Arrivals

Visitors by Checkpoint



Source of Visitors



Principal Source of Mainland Visitors

	Q4	YoY (%)	2024	YoY (%)
Total	6 274	10.4	24 491	28.6
Guangdong Province	3 472	12.8	13 112	27.6
Shanghai	202	-11.8	872	11.2
Zhejiang Province	196	9.1	841	25.0
Jiangsu Province	177	-5.0	786	12.5
Fujian Province	148	-1.6	590	10.9
Hunan Province	144	-1.9	609	18.0
Beijing	140	10.3	546	39.4
Hubei Province	131	-4.9	567	11.0
Sichuan Province	127	-1.5	492	18.3
Guangxi Zhuang Autonomous Region	126	3.7	547	10.0

Visitors from the Guangdong-Hong Kong-Macao Greater Bay Area

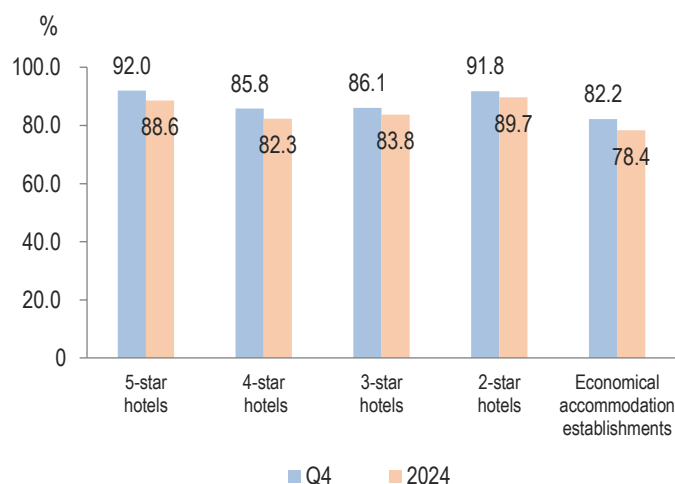
	Q4	YoY (%)	2024	YoY (%)
Total	4 966	6.8	19 165	16.1
Hong Kong Special Administrative Region	1 778	-3.2	7 180	-0.2
Guangzhou	630	4.9	2 436	21.6
Shenzhen	454	13.2	1 672	31.9
Zhuhai	966	24.9	3 411	40.4
Foshan	331	8.3	1 329	25.0
Huizhou	51	12.9	209	36.0
Dongguan	180	15.8	693	30.7
Zhongshan	298	10.7	1 139	23.4
Jiangmen	219	5.9	856	16.1
Zhaoqing	59	5.5	241	21.7

## Hotel Establishments

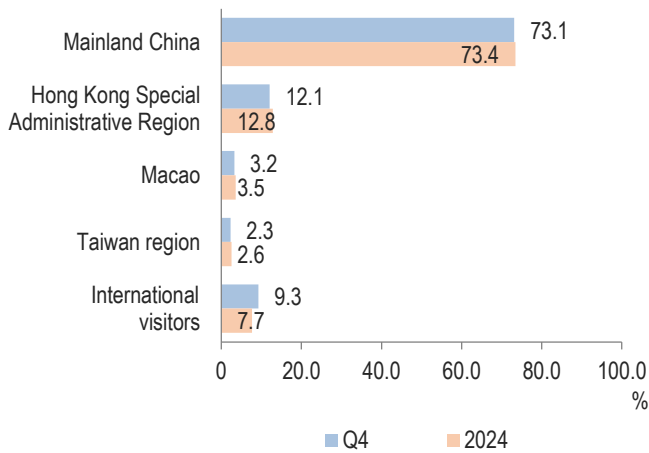
Numbers of operating establishments, guest rooms and guests

	Operating Establishments (No.)	Guest Rooms (No.)	Guests ('000)	
			Q4	2024
Total	146	43 044	3 541	14 433
Hotels	102	41 837	3 425	14 007
5-star	38	24 194	1 712	7 390
4-star	19	9 131	852	3 349
3-star	20	6 528	623	2 369
2-star	25	1 984	238	899
Economical accommodation establishments	44	1 207	116	426

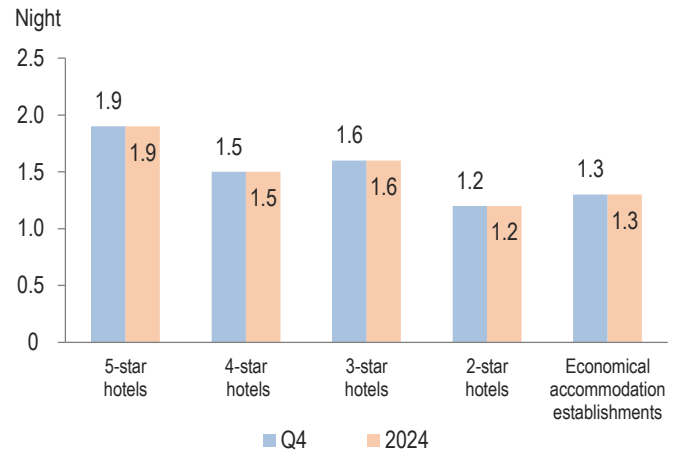
Average Occupancy Rate of Guest Rooms



**Guests by Country/Place**



**Average Length of Stay of Guests**

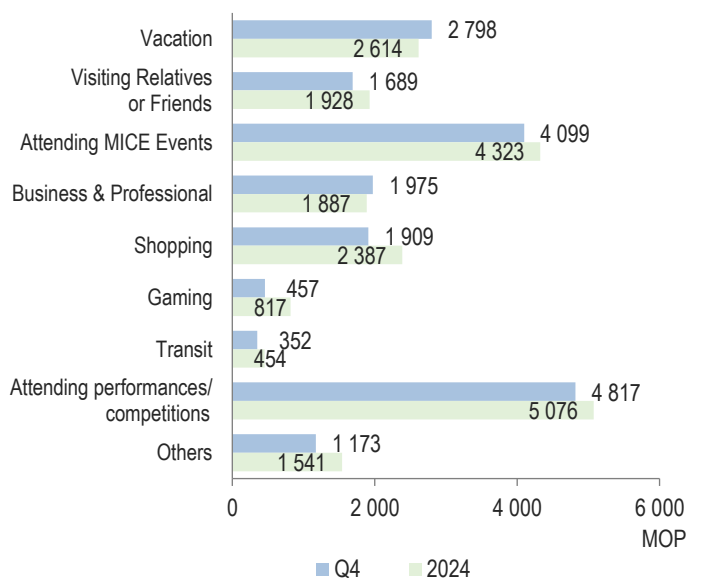


## Visitor Spending (excluding gaming expenses)

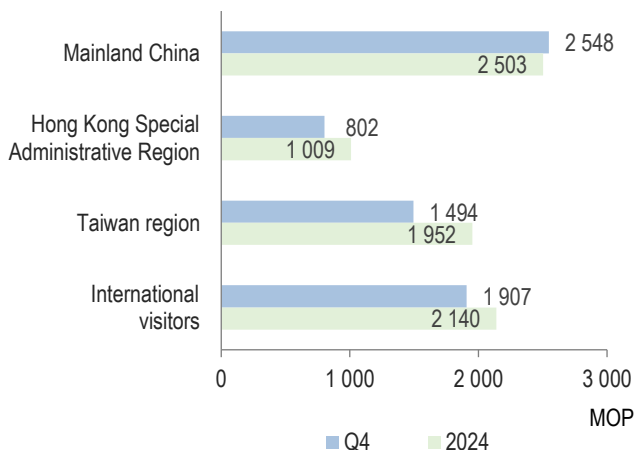
**Spending of Overnight and Same-day Visitors**

	Q4	YoY (%)	2024	YoY (%)
Total Spending (Million MOP)				
Overnight Visitors	16 277	-0.7	62 310	3.5
Same-day Visitors	2 872	2.8	13 047	17.9
Per-capita Spending (MOP)				
Overnight Visitors	4 113	0.1	3 884	-8.2
Same-day Visitors	569	-12.6	691	-12.7

**Per-Capita Spending of Visitors by Main Purpose of Visit**



**Per-Capita Spending of Visitors by Source Market**



**Structure of Visitor Spending**



## Tourist Price Index

		Section of Goods & Services							
		Food, Alcoholic Beverages and Tobacco	Clothing and Footwear	Accommodation	Restaurant Services	Transport and Communications	Medicine and Personal Goods	Entertainment and Cultural Activities	Miscellaneous Goods
Weight		12.78	15.81	23.06	17.47	8.11	6.33	2.07	14.38
Q4	QoQ (%)	0.10	5.36	11.40	-0.01	1.94	-1.92	2.53	-0.78
	YoY (%)	1.61	0.48	-3.75	3.40	-0.29	-0.32	-11.50	12.00
2024	YoY (%)	2.37	5.66	0.82	3.80	1.91	2.84	-13.76	9.86

## Residents Purchasing Outbound Services through Travel Agencies

Destination	'000											
	Total				Travelling On Package Tours				Travelling Under Own Arrangements			
	Q4	YoY (%)	2024	YoY (%)	Q4	YoY (%)	2024	YoY (%)	Q4	YoY (%)	2024	YoY (%)
Total	155	21.7	583	39.1	62	48.4	215	87.0	93	8.7	368	21.1
Mainland China	120	26.7	446	38.8	55	44.3	193	95.0	65	14.7	253	13.8
Others	35	7.1	137	40.1	7	93.2	21	36.6	28	-3.1	115	40.7

## Historical Data

	Q4					Annual				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Visitors										
Visitor Arrivals ('000)	9 203	1 878	1 950	1 336	8 285	39 406	5 897	7 706	5 700	28 213
Average Length of Stay (Day)	1.2	1.5	1.5	1.9	1.2	1.2	1.4	1.6	1.5	1.3
Hotel Establishments										
Average Occupancy Rate of Guest Rooms (%)	90.7	45.6	48.9	41.0	83.9	90.8	28.6	50.1	38.4	81.5
Guests ('000)	3 558	1 493	1 589	1 361	3 774	14 102	3 874	6 625	5 115	13 568
Visitor Spending (excluding gaming expenses)										
Total Spending (Million MOP)	16 243	5 876	6 310	4 829	19 188	64 077	11 938	24 453	18 165	71 245
Per-capita Spending (MOP)	1 765	3 129	3 235	3 614	2 316	1 626	2 025	3 173	3 187	2 525
Tourist Price Index	139.50	118.21	119.07	119.27	150.47	133.85	122.88	117.09	116.65	141.77

Note: Due to rounding, total may not correspond to the sum of partial figures.

## Methodology, Scope and Coverage

- Sources of data include the Public Security Police Force, travel agencies, hotel establishments and Visitor Expenditure Survey.
- Data on visitor arrivals are provided by the Public Security Police Force while information on package tour visitors and residents purchasing outbound services through travel agencies is obtained from travel agencies, on a monthly basis; however, data exclude travel agencies that suspended business and those non-contacts. Monthly information on the occupancy rate of guest rooms and guests is collected from hotel establishments, excluding those that suspended business and those that did not provide accommodation services to the public.
- Visitor Expenditure Survey adopts the quota sampling method. Enumerators conduct the survey at major departure points by collecting data on spending from visitors during their stay in Macao. Results of Visitor Expenditure Survey were extrapolated from valid samples.
- The Tourist Price Index reflects changes in the prices of goods and services purchased by visitors. The sections of goods and services, namely Food, Alcoholic Beverages and Tobacco; Clothing and Footwear; Accommodation; Restaurant Services; Transport and Communications; Medicine and Personal Goods; Entertainment and Cultural Activities; and Miscellaneous Goods, are determined according to the consumption pattern of visitors.

## 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 (individual or institution) in the place visited.

Classification of Visitors:

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

Same-day Visitor: Visitor who does not stay overnight in any residential unit, hotel establishment, casino, etc. in the place visited, nor does he/she have accommodation arrangement with a hotel establishment.

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 and expenditure on purchase of assets and goods for resale.

Note1: The definitions are in reference to the **International Recommendations for Tourism Statistics 2008** of UNWTO.

## Symbols and abbreviations

No.	Number	MOP Macao Pataca	YoY	Year-on-year change
%	Percentage	'000 Thousand	QoQ	Quarter-on-quarter change