

VISITOR ARRIVALS

October 2014

- Attributable to the long holidays of National Day and Chung Yeung Festival, visitor arrivals increased by 11% year-on-year to 2,654,180; same-day visitors accounted for 55% of the total, at 1,470,484. In the first ten months of 2014, visitor arrivals reached 26,183,189, up by 8% year-on-year.
- Visitors from Mainland China surged by 20% year-on-year; Mainland visitors travelling under the Individual Visit Scheme rose by 18%, at 798,110. Visitors from the Republic of Korea increased by 17%, while those from Taiwan decreased by 11%. Long-haul visitors from the United States, Australia, Canada and the United Kingdom registered year-on-year decline.
- The average length of stay of visitors was 1.0 day; overnight and same-day visitors stayed an average of 2.0 days and 0.2 day respectively.

Principal Indicators

	Current Month	Year-on-year Change (%)	Cumulative
Visitor Arrivals	2,654,180	10.9	26,183,189
Same-day Visitors	1,470,484	15.9	14,021,937
Average Length of Stay (Day)	1.0	-	..

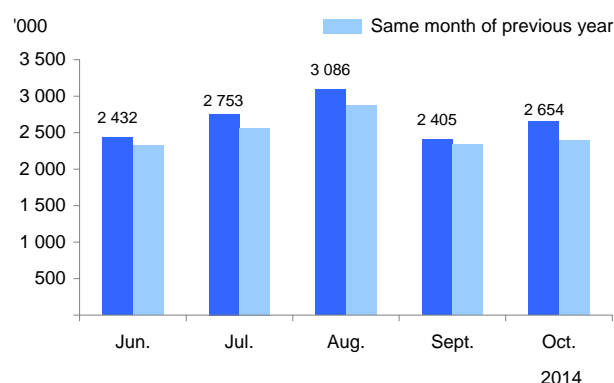
- Absolute value equals zero

.. Not applicable

Major Visitor Market

Place of Residence	Current Month	Year-on-year Change (%)	Cumulative
Mainland China	1,824,719	20.5	17,637,605
Hong Kong	508,710	-6.4	5,372,714
Taiwan	79,057	-11.4	805,978
Republic of Korea	45,119	16.8	465,583
Japan	21,889	2.4	249,920
U.S.A.	15,449	-6.7	148,945
Australia	9,112	-7.7	88,078
Canada	6,656	-12.2	56,881
United Kingdom	5,838	-3.0	49,998
France	3,887	-13.2	32,560

Visitor Arrivals



Visitors from Mainland China

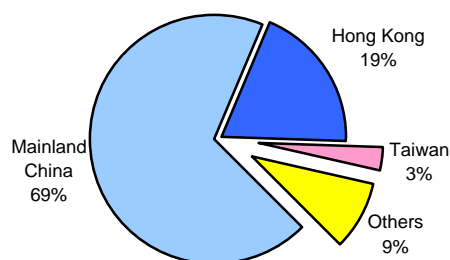
Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	781,471	7,456,244	567,049	5,387,361
Fujian	84,536	753,703	20,770	188,014
Hunan	66,573	623,294	7,390	79,483
Zhejiang	55,530	578,465	20,116	219,789
Beijing	31,012	314,869	25,026	255,617
Shanghai	41,446	456,155	35,396	394,749
Tianjin	11,455	116,867	10,299	104,595
Chongqing	22,201	216,696	10,647	109,527

Historical Data

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	2009	2010	2011	2012	2013
Visitor Arrivals					
Annual	21,753	24,965	28,002	28,082	29,325
October	1,946	2,092	2,377	2,348	2,394
Same-day Visitors					
Annual	11,351	13,040	15,077	14,505	15,056
October	1,026	1,144	1,333	1,232	1,269

Place of Residence of Visitors



Source of data: Public Security Police

For additional information:

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

