

VISITOR ARRIVALS

November 2015

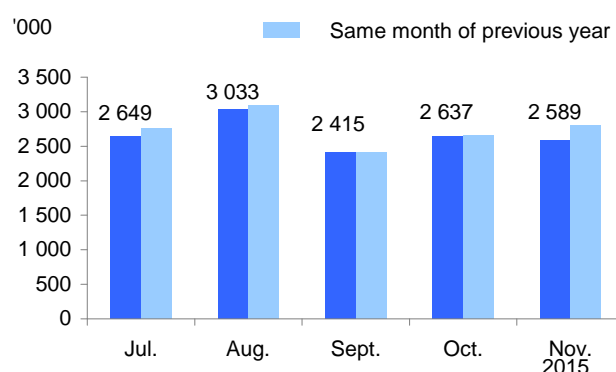
- Visitor arrivals totalled 2,589,451, down by 7.6% year-on-year and 1.8% month-to-month; same-day visitors dropped by 14.0% year-on-year while overnight visitors rose marginally by 0.4%. The average length of stay of visitors increased by 0.2 day year-on-year to 1.1 days; overnight and same-day visitors had an average stay of 2.1 days and 0.2 day respectively. Total visitor arrivals in the first eleven months decreased by 3.1% year-on-year.
- Visitors from Mainland China decreased by 12.6% year-on-year, with those travelling under the Individual Visit Scheme dropping by 17.6%. Visitors from Hong Kong, the Republic of Korea, Japan and Taiwan registered year-on-year increase. Meanwhile, long-haul visitors from the United States and Australia also increased year-on-year, while those from the United Kingdom saw decline.
- Visitor arrivals by air increased slightly by 0.7% year-on-year, while those arrived by land and by sea decreased by 9.0% and 6.7% respectively.

Principal Indicators

	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Visitor Arrivals	2,589,451	-7.6	28,080,530	-3.1
By Sea	939,736	-6.7	10,447,593	-5.2
By Land	1,473,291	-9.0	15,737,079	-2.2
By Air	176,424	0.7	1,895,858	0.9
Same-day Visitors	1,344,381	-14.0	15,103,046	-3.1
Overnight Visitors	1,245,070	0.4	12,977,484	-3.2
Average Length of Stay (Day)	1.1	0.2 day

.. Not applicable

Visitor Arrivals



Major Visitor Markets

	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Mainland China	1,726,859	-12.6	18,753,911	-4.4
Hong Kong	512,537	0.9	5,943,224	1.1
Taiwan	84,697	21.6	902,930	3.1
Republic of Korea	46,071	10.8	499,297	-1.6
Japan	27,217	8.8	255,203	-7.2
U.S.A.	18,619	5.5	165,636	-0.6
Australia	8,519	3.0	82,751	-14.1
Canada	7,683	6.4	64,050	-0.1
United Kingdom	6,210	-3.0	55,130	-2.3
Russian Federation	2,426	-33.5	20,906	-29.5

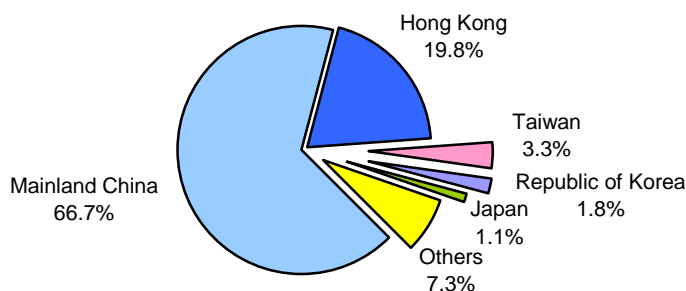
Visitors from Mainland China

Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	772,547	8,327,671	574,720	6,254,567
Fujian	67,911	803,169	13,269	175,768
Hunan	70,797	739,977	6,386	81,265
Zhejiang	43,001	541,371	17,524	221,547
Beijing	26,628	306,658	20,683	245,249
Shanghai	37,594	453,091	34,262	414,003
Tianjin	9,538	111,490	8,695	102,660
Chongqing	19,414	231,301	8,418	107,137

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
November	2,013.2	2,417.8	2,374.1	2,433.0	2,802.4
Same-day Visitors					
Annual	13,039.5	15,077.1	14,505.0	15,056.4	16,959.9
November	1,064.7	1,317.5	1,214.3	1,271.0	1,562.3
Overnight Visitors					
Annual	11,925.9	12,925.2	13,577.3	14,268.5	14,565.7
November	948.5	1,100.3	1,159.8	1,162.0	1,240.0

Major Visitor Markets



Source of data: Public Security Police

For additional information:

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

