

## VISITOR ARRIVALS

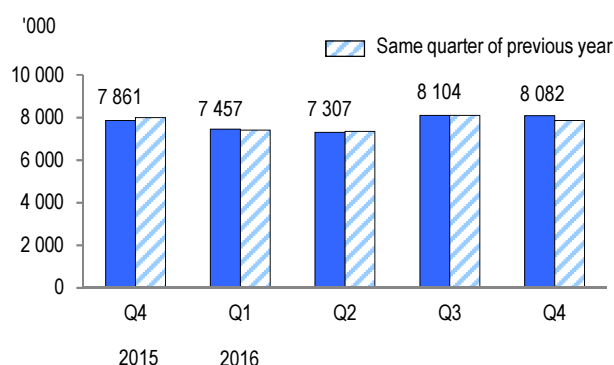
December 2016

- Visitor arrivals totalled 2,814,450, up by 6.8% year-on-year. Overnight visitors rose by 16.5%, while same-day visitors dropped by 3.1%. Total visitor arrivals in 2016 increased by 0.8% year-on-year to 30,950,336, of which 50.7% were overnight visitors.
- The average length of stay of visitors remained stable as in December 2015, at 1.2 days; the average stay of overnight visitors and same-day visitors was 2.1 days and 0.2 day respectively. In 2016, the average length of stay of visitors went up by 0.1 day to 1.2 days; the average stay of overnight visitors and same-day visitors held stable at 2.1 days and 0.2 day respectively.
- Visitors from Mainland China grew by 7.8% year-on-year, with those travelling under the Individual Visit Scheme (850,204) rising by 15.4%. Visitors from the Republic of Korea, Hong Kong and Taiwan increased year-on-year. For the whole year of 2016, visitors from Mainland China edged up by 0.2%, with those travelling under the Individual Visit Scheme (9,579,412) rising by 0.6%. Visitors from the Republic of Korea and Taiwan increased, while those from Hong Kong decreased year-on-year. Meanwhile, long-haul visitors from the United States, Australia, Canada and the United Kingdom increased year-on-year.
- Visitor arrivals by land, by sea and by air grew by 3.6%, 10.1% and 14.8% year-on-year. In 2016, visitor arrivals by land and by air increased year-on-year, while those arriving by sea decreased.

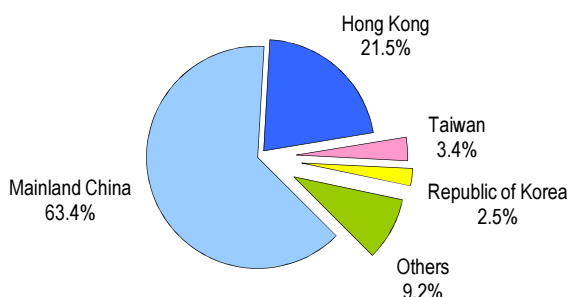
### Principal Indicators

|                              | Current Month | Year-on-year Change (%) | 2016     | Year-on-year Change (%) |
|------------------------------|---------------|-------------------------|----------|-------------------------|
| Visitor Arrivals ('000)      | 2 814.5       | 6.8                     | 30 950.3 | 0.8                     |
| By Sea                       | 1 064.3       | 10.1                    | 10 777.4 | -5.6                    |
| By Land                      | 1 527.5       | 3.6                     | 17 759.6 | 3.2                     |
| By Air                       | 222.7         | 14.8                    | 2 413.3  | 15.5                    |
| Overnight Visitors           | 1 550.4       | 16.5                    | 15 703.6 | 9.8                     |
| Same-day Visitors            | 1 264.0       | -3.1                    | 15 246.7 | -7.1                    |
| Average Length of Stay (Day) | 1.2           | -                       | 1.2      | 0.1 day                 |
| Overnight Visitors           | 2.1           | -0.1 day                | 2.1      | -                       |
| Same-day Visitors            | 0.2           | -                       | 0.2      | -                       |

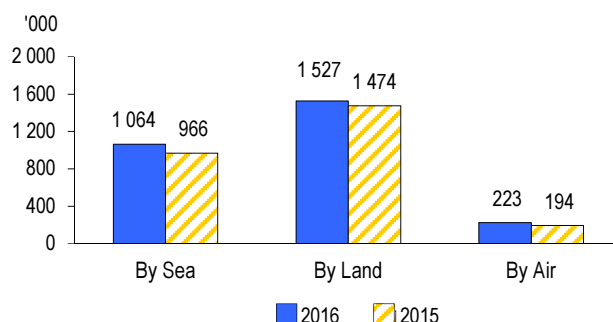
### Visitor Arrivals



### Major Visitor Markets



### Visitors by Mode of Transport



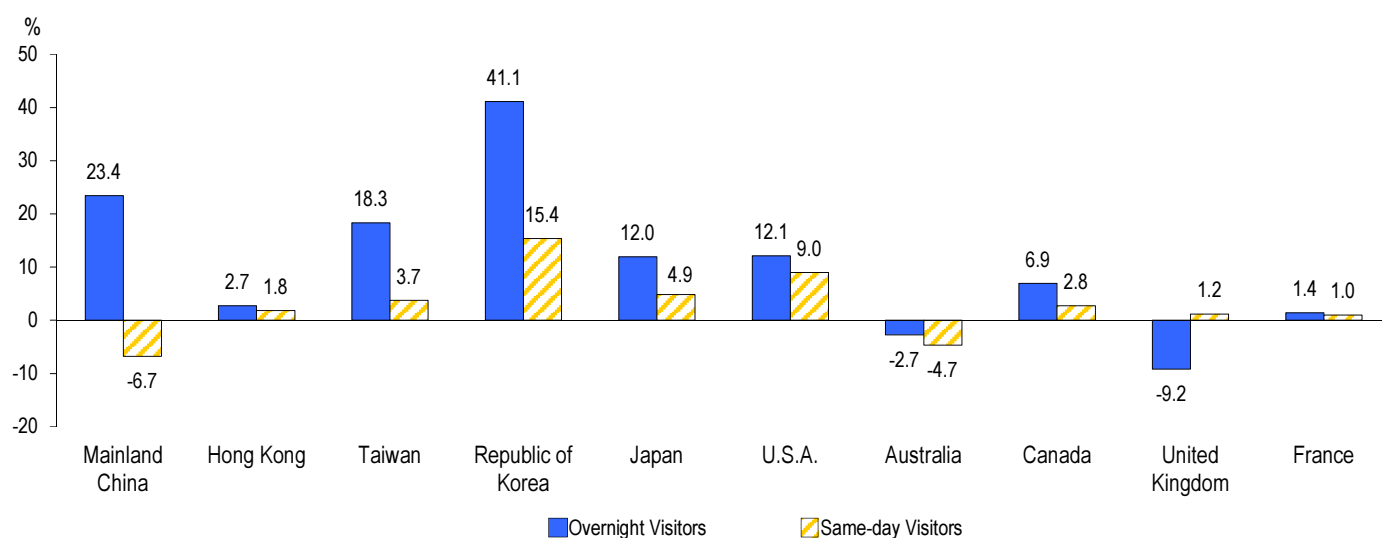
### Major Visitor Markets

|                   | Current Month | Year-on-year Change (%) | 2016     | Year-on-year Change (%) |
|-------------------|---------------|-------------------------|----------|-------------------------|
| Mainland China    | 1 785.8       | 7.8                     | 20 454.1 | 0.2                     |
| Hong Kong         | 604.9         | 2.3                     | 6 419.8  | -1.8                    |
| Taiwan            | 94.7          | 11.2                    | 1 074.5  | 8.8                     |
| Republic of Korea | 70.7          | 28.9                    | 662.3    | 19.5                    |
| Japan             | 29.5          | 9.1                     | 300.6    | 6.5                     |
| U.S.A.            | 18.7          | 10.7                    | 190.9    | 4.6                     |
| Australia         | 9.3           | -3.6                    | 93.3     | 1.0                     |
| Canada            | 7.3           | 5.1                     | 75.2     | 5.9                     |
| United Kingdom    | 4.6           | -4.6                    | 61.3     | 2.2                     |
| France            | 3.9           | 1.2                     | 42.7     | 4.1                     |

### Visitors from Mainland China

| Province and Municipality | Current Month | 2016    | Individual Visit Scheme | 2016    |
|---------------------------|---------------|---------|-------------------------|---------|
| Guangdong                 | 741.1         | 9 021.4 | 587.3                   | 6 957.8 |
| Fujian                    | 67.4          | 774.0   | 17.5                    | 182.5   |
| Hunan                     | 83.1          | 870.7   | 9.5                     | 93.3    |
| Hubei                     | 55.6          | 620.6   | 16.3                    | 188.4   |
| Beijing                   | 34.3          | 325.2   | 29.5                    | 264.4   |
| Shanghai                  | 54.9          | 515.0   | 51.7                    | 473.6   |
| Tianjin                   | 12.6          | 113.3   | 11.3                    | 101.6   |
| Chongqing                 | 19.1          | 220.3   | 9.4                     | 105.4   |

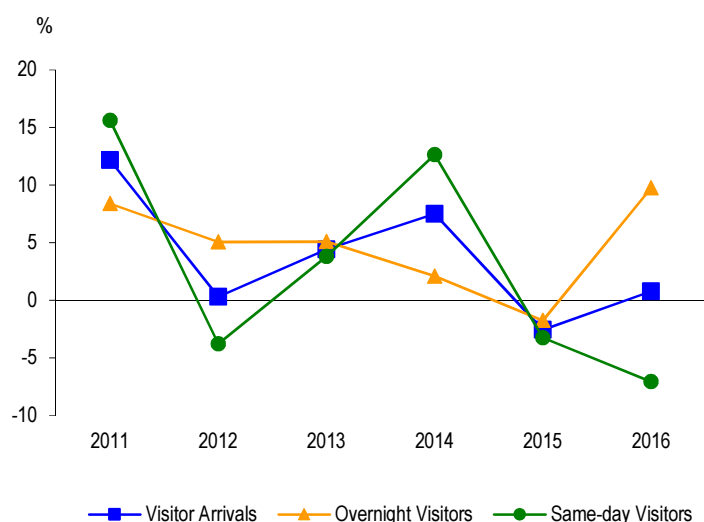
## Year-on-year Changes in Visitor Arrivals by Major Visitor Markets



### Overnight Visitors and Same-day Visitors '000

|                   | Overnight Visitors |          | Same-day Visitors |          |
|-------------------|--------------------|----------|-------------------|----------|
|                   | Current Month      | 2016     | Current Month     | 2016     |
| Mainland China    | 984.9              | 10 250.7 | 800.8             | 10 203.4 |
| Hong Kong         | 319.3              | 3 224.3  | 285.6             | 3 195.5  |
| Taiwan            | 51.8               | 543.7    | 42.9              | 530.8    |
| Republic of Korea | 40.7               | 349.5    | 30.1              | 312.8    |
| Japan             | 18.1               | 181.9    | 11.4              | 118.7    |
| U.S.A.            | 10.1               | 98.2     | 8.6               | 92.7     |
| Australia         | 5.3                | 50.9     | 4.0               | 42.4     |
| Canada            | 4.2                | 39.2     | 3.1               | 36.0     |
| United Kingdom    | 2.5                | 32.5     | 2.2               | 28.8     |
| France            | 2.0                | 20.5     | 1.9               | 22.1     |

### Year-on-year Changes in Visitor Arrivals from 2011 to 2016



### Historical Data '000

|                           | 2011     | 2012     | 2013     | 2014     | 2015     |
|---------------------------|----------|----------|----------|----------|----------|
| <b>Visitor Arrivals</b>   |          |          |          |          |          |
| Annual                    | 28 002.3 | 28 082.3 | 29 324.8 | 31 525.6 | 30 714.6 |
| December                  | 2 545.7  | 2 495.9  | 2 586.8  | 2 540.1  | 2 634.1  |
| <b>Overnight Visitors</b> |          |          |          |          |          |
| Annual                    | 12 925.2 | 13 577.3 | 14 268.5 | 14 565.7 | 14 307.8 |
| December                  | 1 191.3  | 1 252.6  | 1 273.0  | 1 164.4  | 1 330.3  |
| <b>Same-day Visitors</b>  |          |          |          |          |          |
| Annual                    | 15 077.1 | 14 505.0 | 15 056.4 | 16 959.9 | 16 406.9 |
| December                  | 1 354.4  | 1 243.3  | 1 313.8  | 1 375.7  | 1 303.8  |

Source of data: Public Security Police Force

Symbol:

- Absolute value equals zero

'000 Thousand

For additional information:

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

