

VISITOR ARRIVALS

April 2015

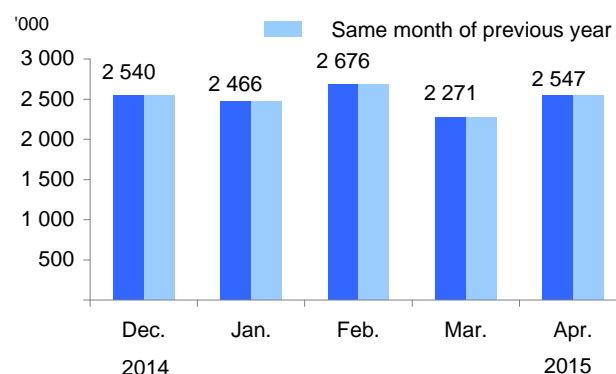
- Visitor arrivals decreased by 3.4% year-on-year; same-day visitors dropped by 2.7%. The average length of stay of visitors decreased by 0.1 day year-on-year to 0.9 day; overnight and same-day visitors had an average stay of 1.8 days and 0.2 day respectively. Total visitor arrivals in the first four months of 2015 dropped by 3.6% year-on-year.
- Visitors from Mainland China decreased by 6.4% year-on-year, with those travelling under the Individual Visit Scheme rising slightly by 0.5%. Visitors from Hong Kong and Taiwan increased by 3.0% and 11.0%; long-haul visitors from the United States registered year-on-year increase, while those from Australia saw decline.
- Visitor arrivals by land and by sea dropped by 4.9% and 2.5% respectively year-on-year, while those arriving by air rose by 4.6%.

Principal Indicators

	Current Month	Year-on-year Change	Cumulative	Year-on-year Change
Visitor Arrivals	2,547,435	-3.4%	9,959,656	-3.6%
By Sea	1,020,891	-2.5%	3,708,741	-6.9%
By Land	1,355,423	-4.9%	5,568,860	-1.9%
By Air	171,121	4.6%	682,055	1.8%
Same-day Visitors	1,387,618	-2.7%	5,580,892	0.6%
Average Length of Stay (Day)	0.9	-0.1 day

.. Not applicable

Visitor Arrivals



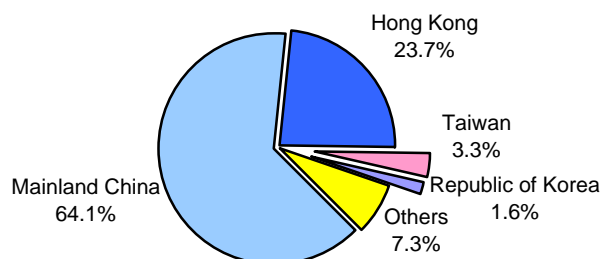
Major Visitor Markets

	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Mainland China	1,632,673	-6.4	6,658,616	-3.7
Hong Kong	603,136	3.0	2,108,831	-2.1
Taiwan	83,967	11.0	308,775	1.6
Republic of Korea	41,215	21.3	209,859	12.7
Japan	16,095	-16.5	83,239	-17.6
U.S.A.	16,891	5.8	57,346	-3.8
Australia	8,501	-26.4	31,661	-19.6
Canada	6,360	7.7	23,442	-1.6
United Kingdom	5,710	2.3	18,759	-8.9
Russian Federation	2,063	-28.8	8,566	-30.5

Visitors from Mainland China

Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	663,007	2,974,538	491,886	2,284,013
Fujian	69,954	266,902	13,214	61,046
Hunan	67,004	239,877	7,137	29,258
Zhejiang	48,980	203,226	18,256	85,563
Beijing	26,222	123,656	21,581	105,277
Shanghai	34,914	180,682	32,216	165,368
Tianjin	8,992	44,405	8,238	41,393
Chongqing	20,830	84,114	9,406	43,449

Major Visitor Markets



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
April	2,111.6	2,338.4	2,382.2	2,398.3	2,636.6
Same-day Visitors					
Annual	13,039.5	15,077.1	14,505.0	15,056.4	16,959.9
April	1,076.2	1,271.5	1,257.2	1,238.8	1,426.1

Source of data: Public Security Police

For additional information:

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



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