

## VISITOR ARRIVALS

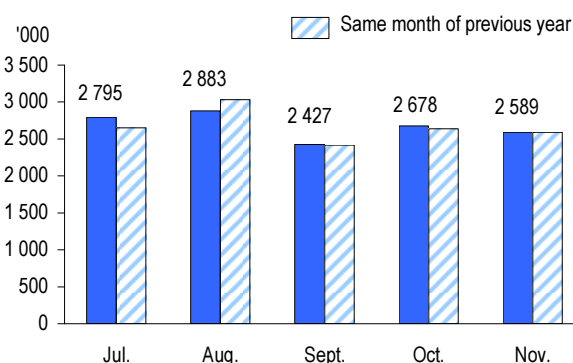
November 2016

- Visitor arrivals were similar over the same month of 2015, at 2,588,645. Overnight visitors rose by 10.4%, while same-day visitors dropped by 9.7%. The average length of stay of visitors was 1.2 days, up by 0.1 day year-on-year. Total visitor arrivals in the first eleven months edged up by 0.2% year-on-year and the average length of stay of visitors went up by 0.1 day to 1.2 days.
- Visitors from Mainland China decreased by 1.2% year-on-year, with those travelling under the Individual Visit Scheme (791,007) rising by 2.1%. Visitors from Hong Kong and Taiwan both dropped by 1.4%, while those from the Republic of Korea and Japan surged by 34.6% and 25.4% respectively. Long-haul visitors from the United States, Canada and the United Kingdom increased year-on-year, whereas those from Australia decreased.
- Visitor arrivals by land decreased by 3.1% year-on-year, while those arriving by sea and by air increased by 2.3% and 13.3% respectively.

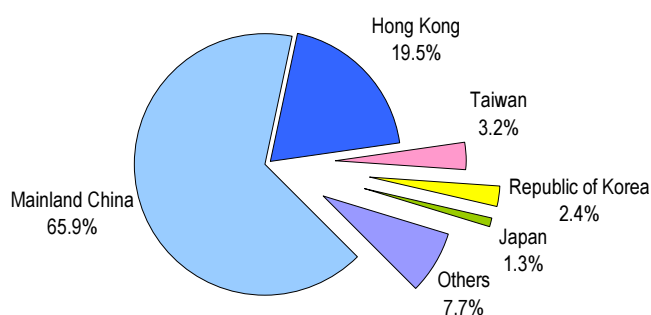
### Principal Indicators

	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Visitor Arrivals ('000)	2 588.6	0 <sup>#</sup>	28 135.9	0.2
By Sea <sup>a</sup>	961.5	2.3	9 713.1	-7.0
By Land	1 427.2	-3.1	16 232.1	3.1
By Air	199.9	13.3	2 190.6	15.5
Overnight Visitors	1 374.8	10.4	14 153.2	9.1
Same-day Visitors	1 213.9	-9.7	13 982.7	-7.4
Average Length of Stay (Day)	1.2	0.1 day	1.2	0.1 day
Overnight Visitors	2.1	-	2.2	0.1 day
Same-day Visitors	0.2	-	0.2	-

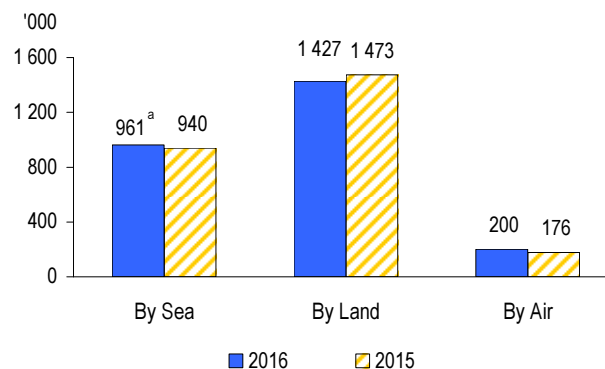
### Visitor Arrivals



### Major Visitor Markets



### Visitors by Mode of Transport



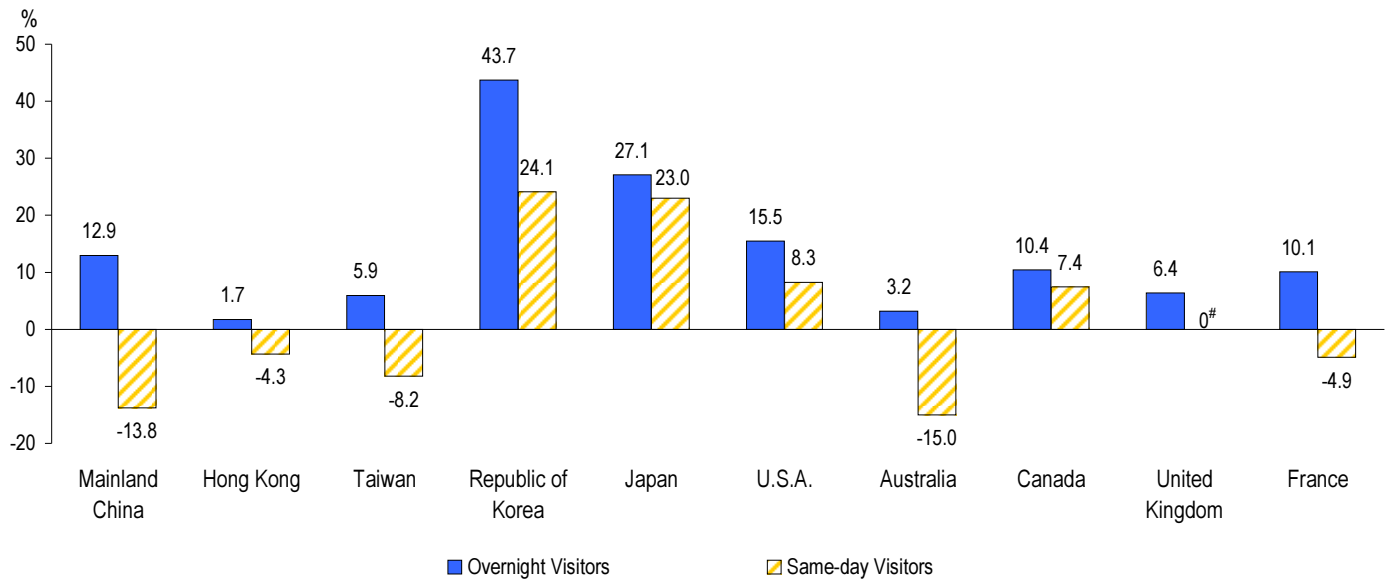
### Major Visitor Markets

	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Mainland China	1 705.7	-1.2	18 668.3	-0.5
Hong Kong	505.2	-1.4	5 815.0	-2.2
Taiwan	83.5	-1.4	979.8	8.5
Republic of Korea	62.0	34.6	591.6	18.5
Japan	34.1	25.4	271.1	6.2
U.S.A.	20.8	11.8	172.2	4.0
Australia	8.0	-5.9	84.0	1.5
Canada	8.4	8.9	67.9	6.0
United Kingdom	6.4	3.4	56.7	2.8
France	4.3	1.9	38.8	4.4

### Visitors from Mainland China

Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	716.3	8 280.3	561.8	6 370.6
Fujian	68.2	706.7	15.3	165.0
Hunan	80.1	787.6	8.5	83.8
Hubei	52.3	565.0	13.6	172.1
Beijing	29.2	291.0	24.7	234.9
Shanghai	45.6	460.1	42.7	421.9
Tianjin	12.7	100.7	11.7	90.3
Chongqing	19.1	201.2	9.9	96.0

## 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	Cumulative	Current Month	Cumulative
Mainland China	916.0	9 265.8	789.7	9 402.5
Hong Kong	250.4	2 905.1	254.8	2 909.9
Taiwan	43.0	491.9	40.5	487.9
Republic of Korea	35.4	308.8	26.6	282.8
Japan	20.5	163.9	13.6	107.3
U.S.A.	10.5	88.0	10.3	84.2
Australia	4.4	45.6	3.6	38.4
Canada	4.3	35.0	4.1	32.9
United Kingdom	3.5	30.0	2.9	26.7
France	2.1	18.5	2.2	20.3

### Historical Data '000

	2011	2012	2013	2014	2015
Visitor Arrivals					
Annual	28 002.3	28 082.3	29 324.8	31 525.6	30 714.6
November	2 417.8	2 374.1	2 433.0	2 802.4	2 589.5
Overnight Visitors					
Annual	12 925.2	13 577.3	14 268.5	14 565.7	14 307.8
November	1 100.3	1 159.8	1 162.0	1 240.0	1 245.1
Same-day Visitors					
Annual	15 077.1	14 505.0	15 056.4	16 959.9	16 406.9
November	1 317.5	1 214.3	1 271.0	1 562.3	1 344.4

Source of data: Public Security Police Force

<sup>a</sup> Include visitors travelling under the "cross-border yacht sailing scheme".

Symbol:

- Absolute value equals zero

0<sup>#</sup> Magnitude less than half of the unit employed

'000 Thousand

For additional information:

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

