

## VISITOR ARRIVALS

December 2014

- Visitor arrivals decreased by 1.8% year-on-year to 2,540,070; same-day visitors accounted for 54% of the total, at 1,375,681. For the whole year of 2014, visitor arrivals reached a record high of 31,525,632, up by 7.5% year-on-year.
- Visitors from Mainland China increased by 1% year-on-year; Mainland visitors travelling under the Individual Visit Scheme rose by 6%. Visitors from the Republic of Korea increased by 2% year-on-year, while those from Taiwan decreased by 10%. Long-haul visitors from the United States registered year-on-year decline. For the whole year of 2014, visitors from Mainland China rose by 14% year-on-year, while those from Hong Kong and Taiwan decreased by 5% simultaneously.
- The average length of stay of visitors was 0.9 day; overnight and same-day visitors had an average stay of 1.9 days and 0.2 day respectively. In 2014, the average length of stay of visitors held stable as in 2013, at 1.0 day.

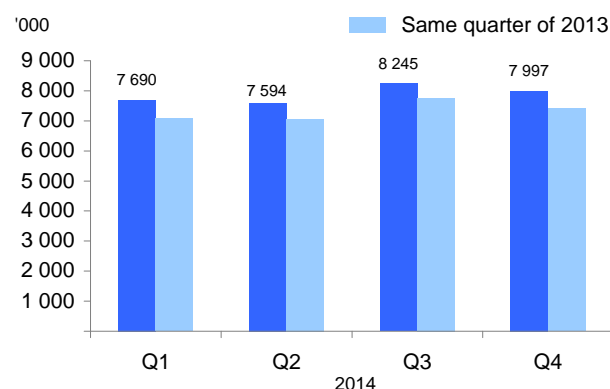
### Principal Indicators

|                              | Current Month | Year-on-year Change | 2014       | Year-on-year Change |
|------------------------------|---------------|---------------------|------------|---------------------|
| Visitor Arrivals             | 2,540,070     | -1.8%               | 31,525,632 | 7.5%                |
| Same-day Visitors            | 1,375,681     | 4.7%                | 16,959,949 | 12.6%               |
| Average Length of Stay (Day) | 0.9           | -0.1 day            | 1.0        | -0.1 day            |

### Major Visitor Market

| Place of Residence | Current Month | Year-on-year Change (%) | 2014       | Year-on-year Change (%) |
|--------------------|---------------|-------------------------|------------|-------------------------|
| Mainland China     | 1,638,854     | 1.1                     | 21,252,410 | 14.1                    |
| Hong Kong          | 545,772       | -4.4                    | 6,426,608  | -5.0                    |
| Taiwan             | 78,150        | -9.7                    | 953,753    | -4.7                    |
| Republic of Korea  | 47,346        | 2.0                     | 554,521    | 16.9                    |
| Japan              | 24,904        | -16.4                   | 299,849    | 3.2                     |
| U.S.A.             | 14,859        | -8.2                    | 181,457    | 1.1                     |
| Australia          | 9,563         | -16.2                   | 105,914    | -3.3                    |
| Canada             | 6,501         | -2.7                    | 70,601     | -4.9                    |
| United Kingdom     | 4,356         | -3.7                    | 60,756     | -0.9                    |
| France             | 3,261         | -11.0                   | 39,976     | -8.0                    |

### Visitor Arrivals



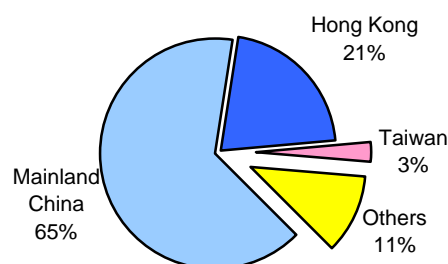
### Visitors from Mainland China

| Province and Municipality | Current Month | 2014      | Individual Visit Scheme |           |
|---------------------------|---------------|-----------|-------------------------|-----------|
|                           |               |           | Current Month           | 2014      |
| Guangdong                 | 654,325       | 9,008,942 | 482,549                 | 6,564,068 |
| Fujian                    | 70,404        | 902,303   | 14,590                  | 220,248   |
| Hunan                     | 60,259        | 750,687   | 7,123                   | 94,230    |
| Zhejiang                  | 54,591        | 694,678   | 21,347                  | 265,385   |
| Beijing                   | 34,857        | 387,023   | 29,973                  | 316,916   |
| Shanghai                  | 49,518        | 547,739   | 44,190                  | 475,458   |
| Tianjin                   | 13,482        | 141,752   | 12,718                  | 127,806   |
| Chongqing                 | 20,716        | 257,409   | 10,079                  | 128,314   |

### Historical Data

|                   | 2009   | 2010   | 2011   | 2012   | 2013   |
|-------------------|--------|--------|--------|--------|--------|
| Visitor Arrivals  |        |        |        |        |        |
| Annual            | 21,753 | 24,965 | 28,002 | 28,082 | 29,325 |
| December          | 2,036  | 2,271  | 2,546  | 2,496  | 2,587  |
| Same-day Visitors |        |        |        |        |        |
| Annual            | 11,351 | 13,040 | 15,077 | 14,505 | 15,056 |
| December          | 985    | 1,164  | 1,354  | 1,243  | 1,314  |

### Place of Residence of Visitors



Source of data: Public Security Police

For additional information:

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

