

VISITOR ARRIVALS

September 2014

- Visitor arrivals increased by 3% year-on-year to 2,405,497; same-day visitors accounted for 52% of the total, at 1,241,926. In the first three quarters of 2014, visitor arrivals reached 23,529,009, up by 7% year-on-year.
- Visitors from Mainland China increased by 6% year-on-year; Mainland visitors travelling under the Individual Visit Scheme rose by 11%, at 653,800. Visitors from the Republic of Korea soared by 24% year-on-year, while those from Taiwan decreased by 13%. Visitors from the United States registered year-on-year increase, while those from Australia, Canada and the United Kingdom saw decrease.
- The average length of stay of visitors was 1.0 day; overnight and same-day visitors stayed an average of 1.9 days and 0.2 day respectively.

Principal Indicators

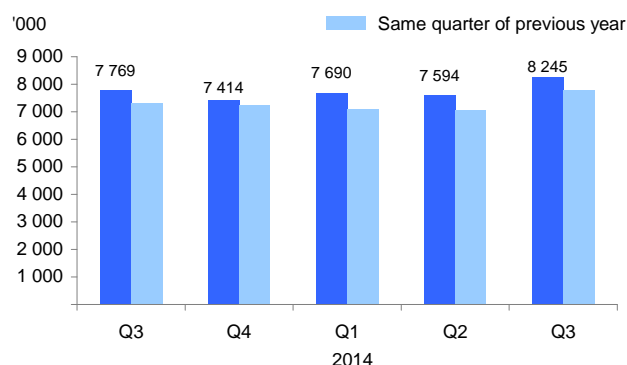
	Current Month	Year-on-year Change (%)	Q1-Q3
Visitor Arrivals	2,405,497	3.1	23,529,009
Same-day Visitors	1,241,926	5.4	12,551,453
Average Length of Stay (Day)	1.0	-	1.0

- Absolute value equals zero

Major Visitor Market

Place of Residence	Current Month	Year-on-year Change (%)	Q1-Q3
Mainland China	1,595,485	6.2	15,812,886
Hong Kong	509,181	-2.7	4,864,004
Taiwan	79,968	-12.8	726,921
Republic of Korea	46,812	23.9	420,464
Japan	27,331	7.1	228,031
U.S.A.	13,787	6.7	133,496
Australia	8,840	-8.2	78,966
Canada	5,031	-6.5	50,225
United Kingdom	4,291	-10.7	44,160
France	2,694	-7.5	28,673

Visitor Arrivals



Visitors from Mainland China

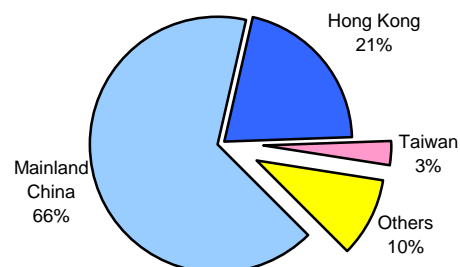
Province and Municipality	Current Month	Q1-Q3	Individual Visit Scheme	
			Current Month	Q1-Q3
Guangdong	641,481	6,674,773	440,559	4,820,312
Fujian	75,084	669,167	16,358	167,244
Hunan	59,473	556,721	6,123	72,093
Zhejiang	58,495	522,935	21,570	199,673
Beijing	28,105	283,857	22,132	230,591
Shanghai	41,938	414,709	36,238	359,353
Tianjin	11,569	105,412	10,371	94,296
Chongqing	20,237	194,495	8,861	98,880

Historical Data

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	2009	2010	2011	2012	2013
Visitor Arrivals					
Annual	21,753	24,965	28,002	28,082	29,325
September	1,689	1,839	2,167	2,162	2,332
Same-day Visitors					
Annual	11,351	13,040	15,077	14,505	15,056
September	852	971	1,146	1,082	1,178

Place of Residence of Visitors



Source of data: Public Security Police

For additional information:

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

