

## VISITOR ARRIVALS

June 2014

- Visitor arrivals increased by 5% year-on-year to 2,432,041; same-day visitors accounted for 53% of the total. In the first half year of 2014, visitor arrivals reached 15,283,847, up by 8% year-on-year.
- Growth in visitor arrivals slowed after the increases during the Easter and Labour Day holidays. Visitors from Mainland China totalled 1,597,289, up by 9% year-on-year; Mainland visitors travelling under the Individual Visit Scheme rose by 11%, at 672,405. Visitors from Taiwan, the Republic of Korea and Japan increased further by 12%, 24% and 25% respectively year-on-year, while those from Hong Kong decreased by 8%. Long-haul visitors from the United States registered year-on-year increase; on the contrary, those from Australia, Canada and the United Kingdom marked decline.
- 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 (%)	Cumulative
Visitor Arrivals	2,432,041	4.6	15,283,847
Same-day Visitors	1,297,678	11.5	8,196,921
Average Length of Stay (Day)	1.0	-	..

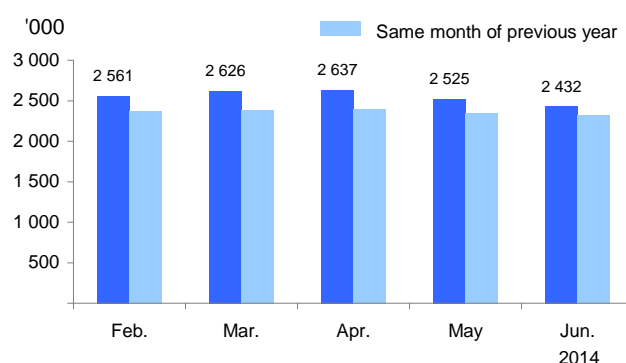
- Absolute value equals zero

.. Not applicable

### Major Sources of Visitors

Place of Residence	Current Month	Year-on-year Change (%)	Cumulative
Mainland China (No.)	1,597,289	9.1	10,214,304
Hong Kong	513,561	-8.0	3,164,794
Taiwan	85,350	12.5	465,337
Republic of Korea	41,786	24.5	267,754
Japan	24,208	25.0	151,807
U.S.A.	15,317	2.7	90,417
Australia	6,899	-5.2	54,205
Canada	4,422	-6.5	34,692
United Kingdom	3,908	-8.0	29,159
France	2,500	-4.9	19,250

### Visitor Arrivals



### Visitors from Mainland China

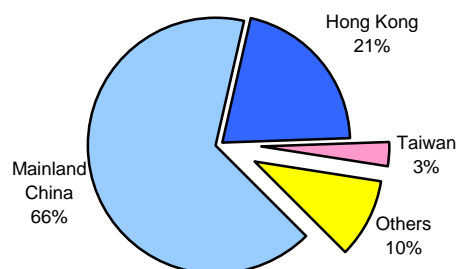
Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	667,052	4,295,957	464,162	3,031,673
Fujian	72,061	408,687	16,663	96,942
Hunan	57,960	337,402	5,887	41,557
Zhejiang	50,426	322,203	16,878	122,796
Beijing	24,605	194,620	19,275	157,907
Shanghai	42,784	279,903	37,147	241,569
Tianjin	9,576	71,221	8,520	63,570
Chongqing	18,477	123,534	8,450	64,051

### Historical Data

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	2009	2010	2011	2012	2013
<b>Visitor Arrivals</b>					
Annual	21,753	24,965	28,002	28,082	29,325
June	1,458	1,904	2,181	2,107	2,325
<b>Same-day Visitors</b>					
Annual	11,351	13,040	15,077	14,505	15,056
June	779	985	1,142	1,041	1,164

### Place of Residence of Visitors



Source of data: Public Security Police

For additional information:

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

