

VISITOR ARRIVALS

August 2015

- Visitor arrivals totalled 3,033,081, up by 14.5% month-to-month yet down by 1.7% year-on-year; same-day visitors dropped by 3.5% while overnight visitors rose slightly by 0.4%. The average length of stay of visitors increased by 0.1 day year-on-year to 1.1 days; overnight and same-day visitors had an average stay of 2.1 days and 0.2 day respectively. Total visitor arrivals in the first eight months decreased by 3.2% year-on-year.
- Visitors from Mainland China decreased by 1.7% year-on-year, with those travelling under the Individual Visit Scheme decreasing by 1.0%. Visitors from Hong Kong and Taiwan increased by 0.8% and 3.5% respectively year-on-year, while those from the Republic of Korea dropped by 24.8%. Meanwhile, long-haul visitors from the United States and Australia registered year-on-year decline.
- Visitor arrivals by sea decreased by 6.7% year-on-year, while those arriving by land and by air increased by 1.0% and 5.9% respectively.

Principal Indicators

	Current Month	Year-on-year Change	Cumulative	Year-on-year Change
Visitor Arrivals	3,033,081	-1.7%	20,438,474	-3.2%
By Sea	1,125,588	-6.7%	7,652,380	-6.0%
By Land	1,718,536	1.0%	11,402,293	-1.9%
By Air	188,957	5.9%	1,383,801	1.7%
Same-day Visitors	1,608,385	-3.5%	11,101,798	-1.8%
Overnight Visitors	1,424,696	0.4%	9,336,676	-4.9%
Average Length of Stay (Day)	1.1	0.1 day

.. Not applicable

Major Visitor Markets

	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Mainland China	2,095,013	-1.7	13,636,972	-4.1
Hong Kong	640,583	0.8	4,381,871	0.6
Taiwan	91,378	3.5	650,318	0.5
Republic of Korea	43,710	-24.8	374,323	0.2
Japan	25,533	-8.2	173,934	-13.3
U.S.A.	12,838	-2.1	116,892	-2.4
Australia	5,584	-15.7	58,030	-17.2
Canada	4,977	-2.9	44,663	-1.2
United Kingdom	5,193	-8.5	38,198	-4.2
Russian Federation	1,309	-30.9	15,042	-27.7

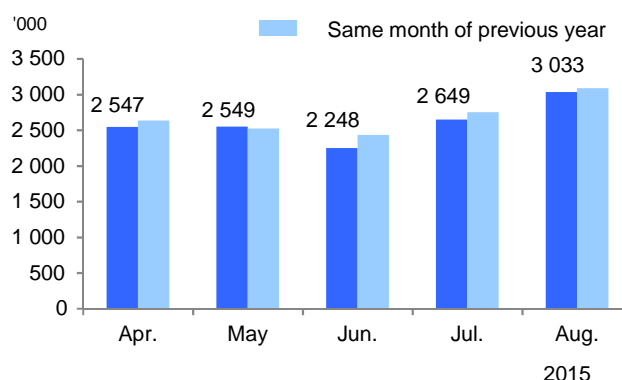
Historical Data

	2010	2011	2012	2013	2014
Visitor Arrivals					
Annual	24,965.4	28,002.3	28,082.3	29,324.8	31,525.6
August	2,357.7	2,698.0	2,681.1	2,871.1	3,086.3
Same-day Visitors					
Annual	13,039.5	15,077.1	14,505.0	15,056.4	16,959.9
August	1,241.1	1,411.9	1,346.3	1,445.6	1,666.8
Overnight Visitors					
Annual	11,925.9	12,925.2	13,577.3	14,268.5	14,565.7
August	1,116.6	1,286.1	1,334.8	1,425.5	1,419.5

Source of data: Public Security Police

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Official Statistics. Reproduction of these data is allowed provided the source is quoted.

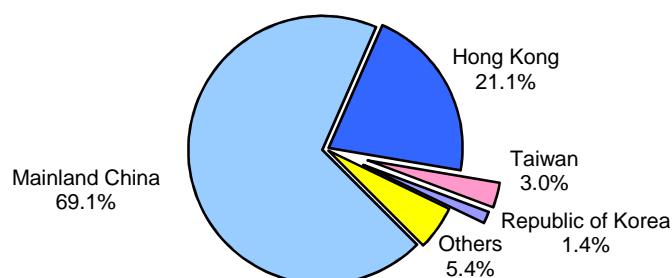
Visitor Arrivals



Visitors from Mainland China

Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	979,764	6,103,118	782,340	4,659,887
Fujian	90,260	578,553	23,824	131,957
Hunan	90,429	533,030	12,558	63,142
Zhejiang	57,776	401,535	23,471	165,404
Beijing	28,270	222,788	22,318	181,428
Shanghai	41,985	338,360	38,527	310,386
Tianjin	11,681	82,317	10,905	76,419
Chongqing	24,165	169,536	10,990	81,451

Major Visitor Markets



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