

## VISITOR ARRIVALS

October 2015

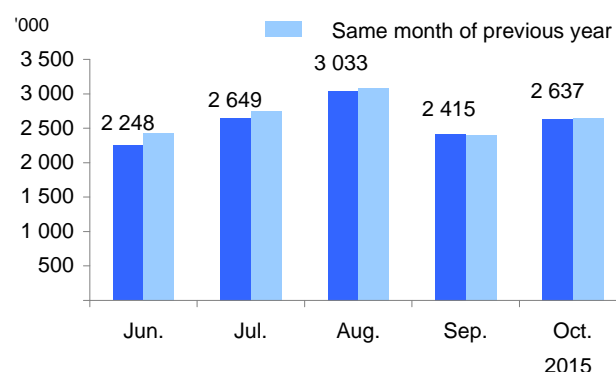
- Visitor arrivals totalled 2,637,106, down marginally by 0.6% year-on-year and yet up by 9.2% month-to-month; same-day visitors dropped by 3.8% year-on-year while overnight visitors rose by 3.3%. The average length of stay of visitors increased by 0.1 day year-on-year to 1.1 days; overnight and same-day visitors had an average stay of 2.2 days and 0.2 day respectively. Total visitor arrivals in the first ten months decreased by 2.6% year-on-year.
- Visitors from Mainland China edged down by 0.4% year-on-year, with those travelling under the Individual Visit Scheme dropping slightly by 0.8%. Visitors from Taiwan increased by 5.6%, while those from Hong Kong and the Republic of Korea dropped by 0.7% and 5.4% respectively. Meanwhile, long-haul visitors from the United States registered increase, while those from Australia saw decline.
- Visitor arrivals by sea, by land and by air decreased by 0.4%, 0.6% and 2.1% respectively year-on-year.

### Principal Indicators

	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Visitor Arrivals	2,637,106	-0.6	25,491,079	-2.6
By Sea	952,526	-0.4	9,507,857	-5.1
By Land	1,506,687	-0.6	14,263,788	-1.4
By Air	177,893	-2.1	1,719,434	0.9
Same-day Visitors	1,414,348	-3.8	13,758,665	-1.9
Overnight Visitors	1,222,758	3.3	11,732,414	-3.5
Average Length of Stay (Day)	1.1	0.1 day	..	..

.. Not applicable

### Visitor Arrivals



### Major Visitor Markets

	Current Month	Year-on-year Change (%)	Cumulative	Year-on-year Change (%)
Mainland China	1,817,212	-0.4	17,027,052	-3.5
Hong Kong	504,981	-0.7	5,430,687	1.1
Taiwan	83,462	5.6	818,233	1.5
Republic of Korea	42,680	-5.4	453,226	-2.7
Japan	22,188	1.4	227,986	-8.8
U.S.A.	16,404	6.2	147,017	-1.3
Australia	8,164	-10.4	74,232	-15.7
Canada	6,596	-0.9	56,367	-0.9
United Kingdom	5,606	-4.0	48,920	-2.2
Russian Federation	1,936	-41.0	18,480	-29.0

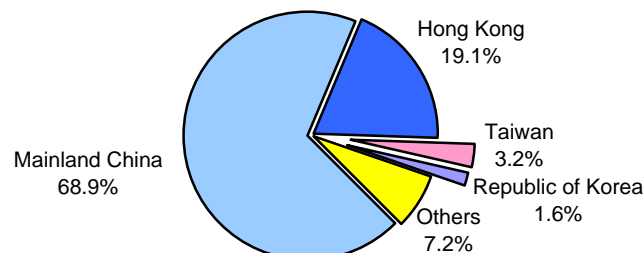
### Visitors from Mainland China

Province and Municipality	Current Month	Cumulative	Individual Visit Scheme	
			Current Month	Cumulative
Guangdong	780,334	7,555,124	557,658	5,679,847
Fujian	83,083	735,258	17,546	162,499
Hunan	71,581	669,180	6,208	74,879
Zhejiang	54,013	498,370	22,192	204,023
Beijing	31,255	280,030	23,614	224,566
Shanghai	39,910	415,497	35,971	379,741
Tianjin	10,533	101,952	9,487	93,965
Chongqing	21,809	211,887	9,296	98,719

### 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
October	2,092.3	2,376.6	2,347.6	2,394.2	2,654.2
Same-day Visitors					
Annual	13,039.5	15,077.1	14,505.0	15,056.4	16,959.9
October	1,143.5	1,333.2	1,232.3	1,269.3	1,470.5
Overnight Visitors					
Annual	11,925.9	12,925.2	13,577.3	14,268.5	14,565.7
October	948.8	1,043.4	1,115.3	1,124.9	1,183.7

### Major Visitor Markets



Source of data: Public Security Police

For additional information:

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

