

VISITOR ARRIVALS

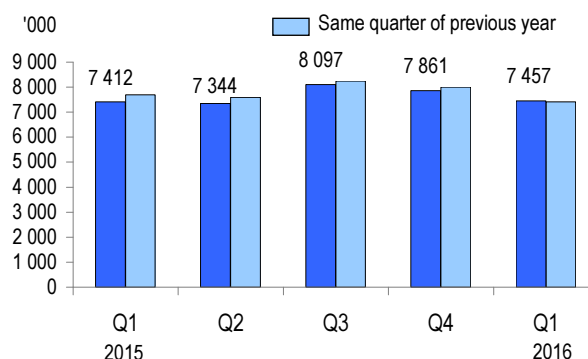
March 2016

- Visitor arrivals increased by 4.2% year-on-year to 2,366,941. Overnight visitors rose by 14.1% whereas same-day visitors dropped by 3.9%. The average length of stay of visitors increased by 0.3 day year-on-year to 1.2 days. Total visitor arrivals in the first quarter rose marginally by 0.6% year-on-year, at 7,457,106.
- Visitors from Mainland China increased by 1.8% year-on-year, yet those travelling under the Individual Visit Scheme dropped by 6.1%. Visitors from Hong Kong and Taiwan registered increase, while those from the Republic of Korea and Japan saw decline. Long-haul visitors from the United States, Australia, Canada and the United Kingdom went up year-on-year.
- Visitor arrivals by land and by air increased by 8.2% and 6.0% respectively year-on-year, while those arriving by sea decreased by 1.8%.

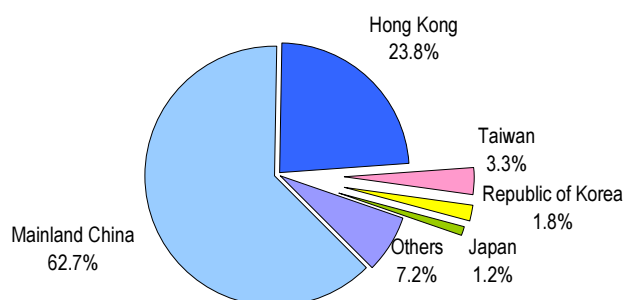
Principal Indicators

	Current Month	Year-on-year Change (%)	Q1	Year-on-year Change (%)
Visitor Arrivals ('000)	2 366.9	4.2	7 457.1	0.6
By Sea	843.8	-1.8	2 410.7	-10.3
By Land	1 347.9	8.2	4 454.9	5.7
By Air	175.3	6.0	591.6	15.8
Overnight Visitors	1 173.3	14.1	3 508.5	9.0
Same-day Visitors	1 193.7	-3.9	3 948.6	-5.8
Average Length of Stay (Day)	1.2	0.3 day	1.1	0.2 day

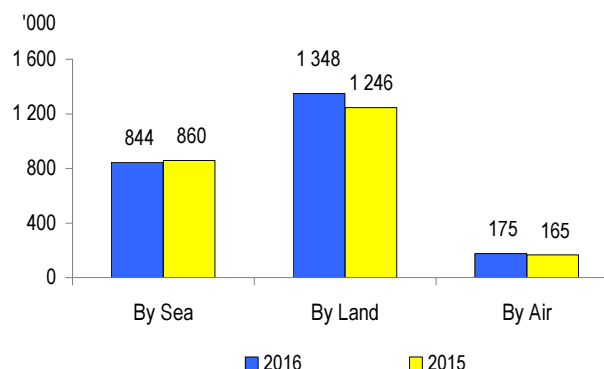
Visitor Arrivals



Major Visitor Markets



Visitors by Mode of Transport



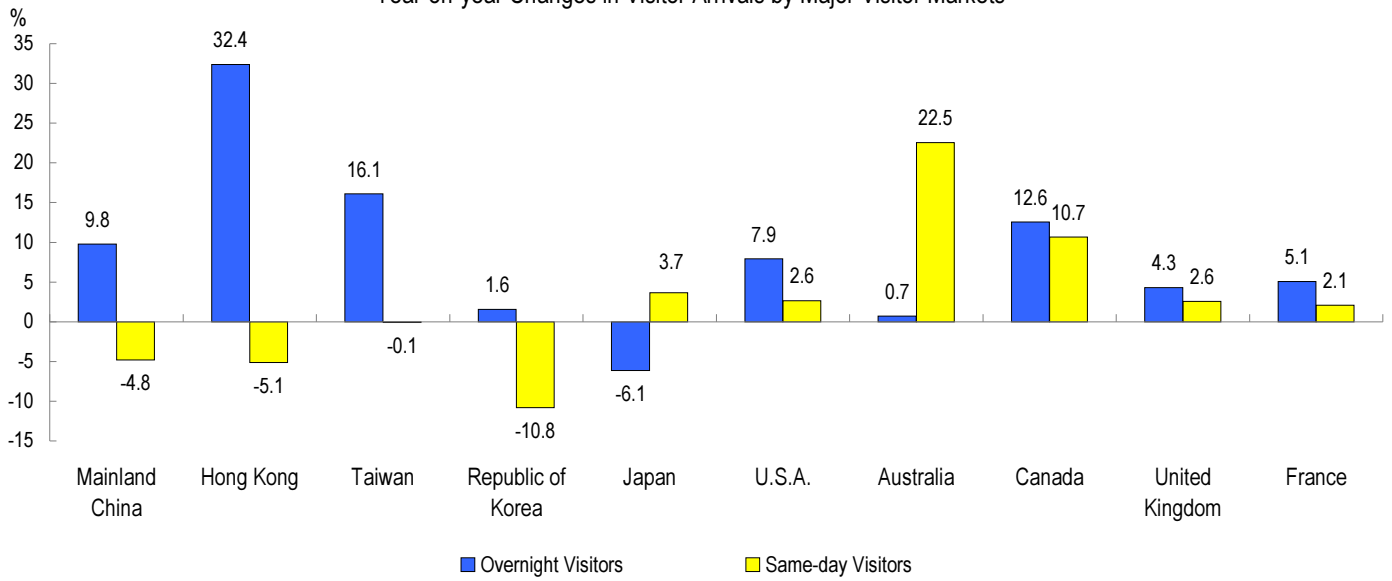
Major Visitor Markets

	Current Month	Year-on-year Change (%)	Q1	Year-on-year Change (%)
Mainland China	1 483.8	1.8	4 942.0	-1.7
Hong Kong	563.4	10.5	1 559.7	3.6
Taiwan	78.5	6.5	250.9	11.6
Republic of Korea	41.7	-4.4	173.9	3.1
Japan	27.8	-2.3	74.5	11.0
U.S.A.	16.0	5.2	42.8	5.8
Australia	8.2	10.5	23.3	0.8
Canada	7.2	11.6	18.5	8.5
United Kingdom	5.5	3.4	13.9	6.3
France	3.4	3.4	9.5	7.9

Visitors from Mainland China

Province and Municipality	Current Month	Q1	Individual Visit Scheme	
			Current Month	Q1
Guangdong	636.6	2 298.6	457.2	1 768.3
Fujian	59.3	172.6	11.0	39.5
Hunan	59.3	170.7	5.0	17.7
Hubei	40.7	134.9	11.4	46.0
Beijing	23.4	91.3	17.9	74.3
Shanghai	35.4	138.0	31.9	126.0
Tianjin	7.7	29.2	6.9	26.3
Chongqing	15.4	54.0	6.8	27.6

Year-on-year Changes in Visitor Arrivals by Major Visitor Markets



Overnight Visitors and Same-day Visitors '000

	Overnight Visitors		Same-day Visitors	
	Current Month	Q1	Current Month	Q1
Mainland China	722.7	2 250.5	761.1	2 691.5
Hong Kong	281.7	754.6	281.7	805.1
Taiwan	35.0	124.7	43.5	126.2
Republic of Korea	22.8	85.9	18.9	88.0
Japan	16.2	43.2	11.7	31.3
U.S.A.	7.9	21.7	8.1	21.1
Australia	4.1	12.4	4.1	10.9
Canada	3.7	9.8	3.5	8.7
United Kingdom	2.8	7.1	2.7	6.8
France	1.6	4.4	1.8	5.1

Historical Data '000

	2011	2012	2013	2014	2015
Visitor Arrivals					
Annual	28 002.3	28 082.3	29 324.8	31 525.6	30 714.6
March	2 190.9	2 349.7	2 387.3	2 626.0	2 270.6
Overnight Visitors					
Annual	12 925.2	13 577.3	14 268.5	14 565.7	14 307.8
March	984.4	1 075.6	1 170.5	1 232.0	1 028.5
Same-day Visitors					
Annual	15 077.1	14 505.0	15 056.4	16 959.9	16 406.9
March	1 206.5	1 274.1	1 216.8	1 394.0	1 242.1

Source of data: Public Security Police

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

