

## VISITOR ARRIVALS

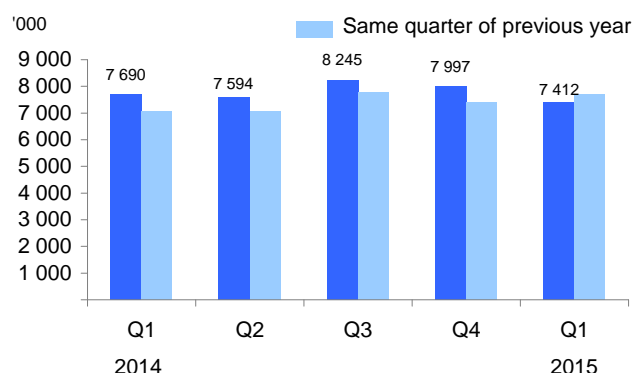
March 2015

- Visitor arrivals decreased by 13.5% year-on-year; same-day visitors dropped by 10.9%. The average length of stay of visitors decreased by 0.1 day year-on-year to 0.9 day; overnight and same-day visitors had an average stay of 1.9 days and 0.2 day respectively. Total visitor arrivals in the first quarter of 2015 dropped by 3.6% year-on-year.
- Visitors from Mainland China decreased notably by 17.6% year-on-year, of which Mainland visitors travelling under the Individual Visit Scheme dropped by 9.7%. Visitors from Hong Kong dropped by 2.4%, and long-haul visitors from the United States and Australia also registered year-on-year decline; visitors from the Republic of Korea saw the only increase of 7.4%.
- Visitor arrivals by land, sea and air dropped by 12.4%, 17.2% and 0.3% respectively year-on-year.

### Principal Indicators

	Current Month	Year-on-year Change	First Quarter	Year-on-year Change
Visitor Arrivals	2,270,585	-13.5%	7,412,221	-3.6%
By Sea	859,501	-17.2%	2,687,850	-8.4%
By Land	1,245,657	-12.4%	4,213,437	-0.8%
By Air	165,427	-0.3%	510,934	0.9%
Same-day Visitors	1,242,058	-10.9%	4,193,274	1.7%
Average Length of Stay (Day)	0.9	-0.1 day	0.9	-0.1 day

### Visitor Arrivals



### Major Visitor Markets

Place of Residence	Current Month	Year-on-year Change (%)	First Quarter	Year-on-year Change (%)
Mainland China	1,457,641	-17.6	5,025,943	-2.9
Hong Kong	509,699	-2.4	1,505,695	-4.0
Taiwan	73,649	-4.7	224,808	-1.5
Republic of Korea	43,613	7.4	168,644	10.8
Japan	28,459	-6.0	67,144	-17.9
U.S.A.	15,230	-9.0	40,455	-7.3
Australia	7,405	-17.6	23,160	-16.9
Canada	6,446	-5.8	17,082	-4.6
United Kingdom	5,300	-19.8	13,049	-13.1
Russian Federation	1,974	-40.1	6,503	-31.1

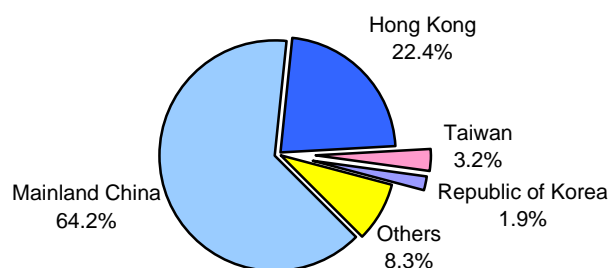
### Visitors from Mainland China

Province and Municipality	Current Month	First Quarter	Individual Visit Scheme	
			Current Month	First Quarter
Guangdong	639,835	2,311,531	463,044	1,792,127
Fujian	65,433	196,948	12,315	47,832
Hunan	53,592	172,873	5,226	22,121
Zhejiang	43,066	154,246	17,696	67,307
Beijing	25,971	97,434	21,535	83,696
Shanghai	41,826	145,768	38,406	133,152
Tianjin	9,203	35,413	8,453	33,155
Chongqing	17,458	63,284	7,913	34,043

### 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
March	2,011.1	2,190.9	2,349.7	2,387.3	2,626.0
Same-day Visitors					
Annual	13,039.5	15,077.1	14,505.0	15,056.4	16,959.9
March	1,055.9	1,206.5	1,274.1	1,216.8	1,394.0

### Place of Residence of Visitors



Source of data: Public Security Police

For additional information:

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



Alameda Dr. Carlos d' Assumpção, No. 411-417, Dynasty Plaza, 17th floor, Macao Tel: (853) 8399 5311 Fax: (853) 2830 7825 E-mail: [info@dsec.gov.mo](mailto:info@dsec.gov.mo)

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