

- Total spending (excluding gaming expenses) of visitors was MOP18.35 billion, up by 15.2% year-on-year. Total spending of overnight visitors (MOP15.24 billion) and same-day visitors (MOP3.11 billion) rose by 17.3% and 5.9% respectively.
- Per-capita spending of visitors was MOP2,039, up by 5.9% year-on-year. Per-capita spending of overnight visitors increased by 9.9%, while that of same-day visitors decreased by 4.9%.
- Visitors spent mainly on shopping (50.3% of total), accommodation (24.2%) and food & beverage (18.2%).
- Per-capita spending of visitors coming to Macao for vacation (MOP2,814) grew by 17.9%, whereas spending of those coming for MICE events (MOP2,581) and shopping (MOP2,304) fell by 26.7% and 11.6% respectively.

#### Principal Indicators

|  | Current Quarter | Same Quarter Last Year | Change (%) |
|--|-----------------|------------------------|------------|
| Total Spending of Visitors (Million MOP) | 18 352          | 15 931                 | 15.2       |
| Overnight Visitors                       | 15 241          | 12 993                 | 17.3       |
| Same-day Visitors                        | 3 111           | 2 939                  | 5.9        |
| Per-capita Spending of Visitors (MOP)    | 2 039           | 1 926                  | 5.9        |
| Overnight Visitors                       | 3 145           | 2 862                  | 9.9        |
| Same-day Visitors                        | 749             | 788                    | -4.9       |

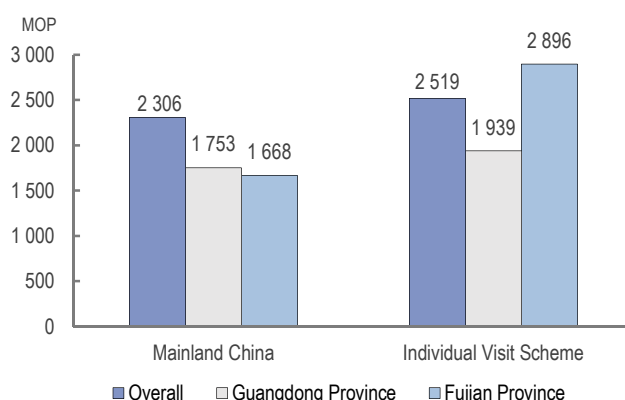
- Total spending of visitors from Mainland China reached MOP15.03 billion (representing 81.9% of total visitor spending), up by 18.9% year-on-year; spending of Guangdong visitors (MOP4.76 billion) and Fujian visitors (MOP427 million) grew by 9.1% and 9.2% respectively. Total spending of Mainland overnight visitors (MOP12.41 billion) and same-day visitors (MOP2.62 billion) rose by 21.9% and 6.4% respectively year-on-year.

- As regards per-capita spending, Mainland visitors spent an average of MOP2,306, up by 5.0% year-on-year; spending of Fujian visitors (MOP1,668) increased by 1.3% whereas that of Guangdong visitors (MOP1,753) fell by 6.6%. Mainland visitors travelling under the Individual Visit Scheme (IVS) spent an average of MOP2,519, down by 2.6% year-on-year, with spending of Guangdong visitors dropping by 7.7% while that of Fujian visitors rising by 6.4%.

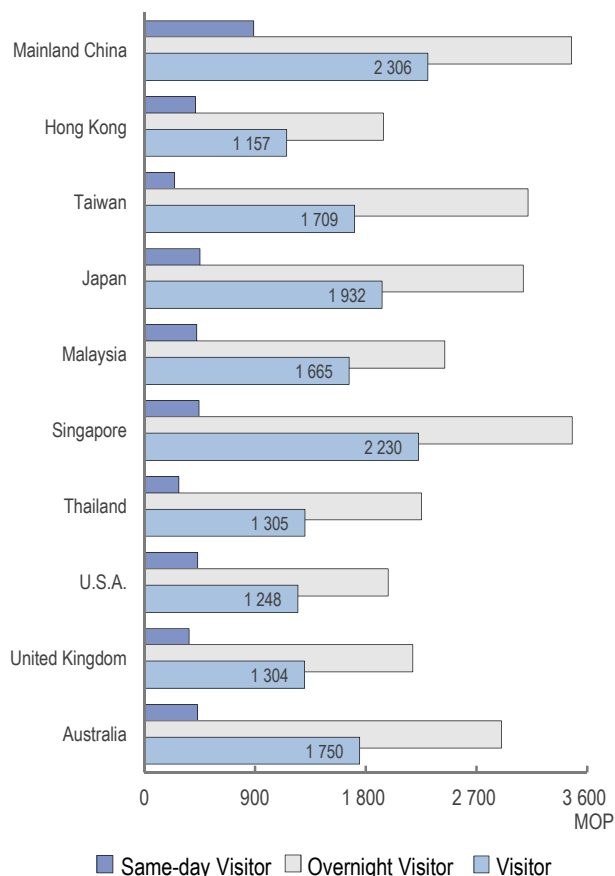
Meanwhile, per-capita spending of visitors from Singapore and Taiwan grew by 6.0% and 2.2% respectively year-on-year, whereas spending of those from Malaysia dropped by 8.4%. Per-capita spending of visitors from Australia and the United Kingdom registered growth, while spending of those from the United States decreased.

- Per-capita spending of overnight visitors (MOP3,145) increased by 9.9% year-on-year, with those from Singapore (MOP3,478) and Mainland China (MOP3,473) recording relatively high spending. Per-capita spending of same-day visitors (MOP749) fell by 4.9%, and those from Mainland China took the lead at MOP890.

#### Per-capita Spending of Visitors from Mainland China



#### Per-capita Spending of Visitors



- Analysed by type of expense, shopping accounted for 50.3% of visitor spending, with per-capita shopping spending rising by 14.8% to MOP1,027. Mainland visitors spent 57.0% of their per-capita spending on shopping (MOP1,314), and the corresponding proportion for IVS visitors (MOP1,535) reached 60.9%.

Regarding the types of purchases, per-capita spending on cosmetics & perfume (MOP339) surged by 46.3% year-on-year, while that on local food products (MOP252) fell by 4.7%. Among visitors from different countries and places, those from Mainland China had higher per-capita spending on cosmetics & perfume (MOP465), whereas visitors from Singapore had the highest spending on local food products (MOP302).

- Per-capita spending of visitors on accommodation (MOP493) and food & beverage (MOP371) dropped by 3.8% and 0.1% respectively. Singaporean visitors took the lead in accommodation spending (MOP1,015); while visitors from Singapore (MOP487) and Japan (MOP476) had comparatively higher spending on food & beverage

#### Per-Capita Spending of Overnight and Same-day Visitors

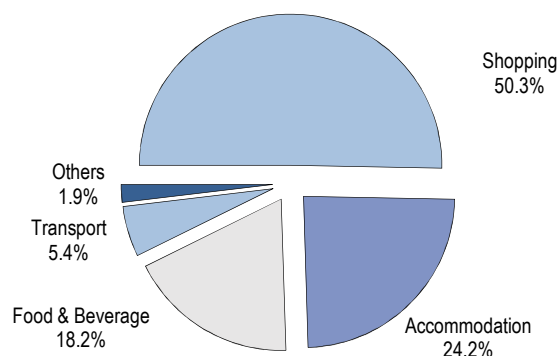
MOP

|                | Overnight Visitors | Change (%) | Same-day Visitors | Change (%) |
|----------------|--------------------|------------|-------------------|------------|
| Mainland China | 3 473              | 10.1       | 890               | -8.7       |
| Hong Kong      | 1 944              | 5.3        | 415               | 3.3        |
| Taiwan         | 3 119              | 3.3        | 247               | 6.2        |
| Japan          | 3 081              | -0.1       | 451               | 3.4        |
| Malaysia       | 2 444              | -7.5       | 426               | 15.9       |
| Singapore      | 3 478              | 6.8        | 444               | -7.6       |
| Thailand       | 2 253              | 5.4        | 281               | -24.8      |
| U.S.A.         | 1 982              | -5.5       | 433               | 9.8        |
| United Kingdom | 2 182              | 2.3        | 365               | 2.8        |
| Australia      | 2 904              | 8.9        | 430               | 4.2        |

- Per-capita spending of same-day visitors from Malaysia recorded the highest growth of 15.9%, followed by those from the United States (+9.8%) and Taiwan (+6.2%). On the other hand, per-capita spending of those from Thailand (-24.8%) dropped remarkably.

Shopping spending of same-day visitors decreased by 1.3% year-on-year to MOP568, accounting for 75.9% of their per-capita spending. Spending on cosmetics & perfume (MOP233) predominated, up notably by 60.9% year-on-year, while that on food & beverage dropped by 19.3% to MOP93.

#### Structure of Visitor Spending



#### Per-capita Shopping Spending of Visitors

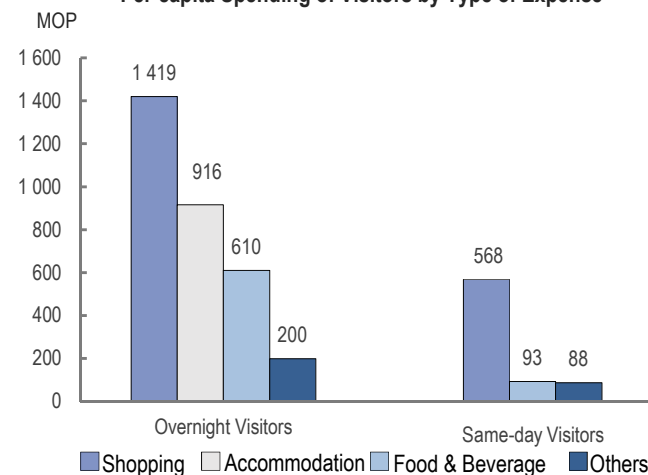
MOP

|                     | Current Quarter | Same Quarter Last Year | Change (%) |
|---------------------|-----------------|------------------------|------------|
| Total               | 1 027           | 894                    | 14.8       |
| Clothing            | 179             | 141                    | 27.1       |
| Jewellery & Watches | 91              | 72                     | 26.4       |
| Local Food Products | 252             | 264                    | -4.7       |
| Cosmetics & Perfume | 339             | 232                    | 46.3       |
| Handbags & Shoes    | 102             | 98                     | 4.5        |
| Others              | 64              | 87                     | -27.2      |

- Per-capita spending of overnight visitors from Mainland China (+10.1%) and Australia (+8.9%) registered higher increase, while spending of those from Malaysia (-7.5%), the United States (-5.5%) and Japan (-0.1%) saw decreases.

Per-capita spending of overnight visitors on shopping and food & beverage was MOP1,419 (45.1% of total) and MOP610 (19.4%) respectively, up by 22.9% and 4.7% year-on-year; however, their spending on accommodation dropped by 2.0% to MOP916 (29.1%).

#### Per-capita Spending of Visitors by Type of Expense



### Per-capita Spending of Visitors by Main Purpose of Visit

|                               | Structure of Visitors (%) |                        | Per-capita Spending (MOP) |                        |            |
|-------------------------------|---------------------------|------------------------|---------------------------|------------------------|------------|
|                               | Current Quarter           | Same Quarter Last Year | Current Quarter           | Same Quarter Last Year | Change (%) |
| Overall                       | 100.0                     | 100.0                  | 2 039                     | 1 926                  | 5.9        |
| Of which:                     |                           |                        |                           |                        |            |
| Attending MICE Events         | 0.5                       | 1.1                    | 2 581                     | 3 520                  | -26.7      |
| Shopping                      | 7.8                       | 5.1                    | 2 304                     | 2 607                  | -11.6      |
| Vacation                      | 57.1                      | 60.0                   | 2 814                     | 2 386                  | 17.9       |
| Visiting Relatives or Friends | 3.3                       | 6.0                    | 1 214                     | 2 143                  | -43.3      |
| Business & Professional       | 4.5                       | 4.7                    | 1 056                     | 1 325                  | -20.3      |
| Gaming                        | 2.2                       | 3.0                    | 1 455                     | 970                    | 50.0       |
| Transit                       | 14.8                      | 10.2                   | 312                       | 291                    | 7.1        |

### Economic Activity Status of Visitors

|  | Current Quarter Structure (%) | Quarter-to-quarter Difference (p.p.) |
|--|-------------------------------|--------------------------------------|
| Legislators, Senior Officials & Managers       | 22.1                          | -1.7                                 |
| Professionals                                  | 9.2                           | -4.6                                 |
| Technicians & Associate Professionals          | 18.3                          | 7.4                                  |
| Clerks   | 15.6                          | 0.7                                  |
| Service & Sales Workers                        | 8.4                           | 0.6                                  |
| Other Employed Persons                         | 5.4                           | 2.8                                  |
| Unemployed & Economically Inactive Individuals | 21.0                          | -5.2                                 |

- As regards per-capita spending of visitors by main purpose of visit, spending of those coming to Macao for vacation (MOP2,814) grew by 17.9%, while spending of those coming for MICE events (MOP2,581) and shopping (MOP2,304) dropped by 26.7% and 11.6% respectively.

- With respect to the structure of visitors, 57.1% of the visitors came to Macao primarily for vacation, down by 2.9 percentage points; the proportions of those coming for visiting relatives or friends (3.3%) and MICE events (0.5%) dropped by 2.7 percentage points and 0.6 percentage points respectively. Moreover, 7.8% of the visitors came to Macao for shopping, up by 2.7 percentage points.

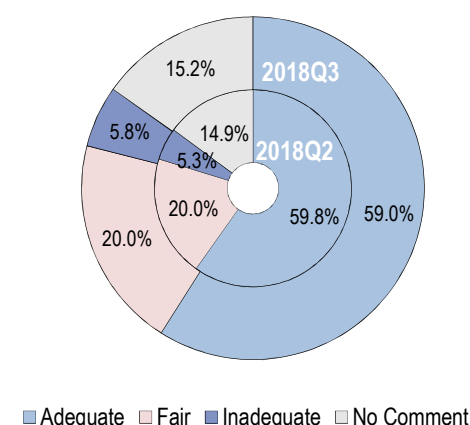
- Analysed by economic activity status of visitors, 22.1% of the visitors were legislators, senior officials & managers, down by 1.7 percentage points year-on-year; technicians & associate professionals and clerks took up 18.3% and 15.6% of the total, up by 7.4 percentage points and 0.7 percentage points respectively.

The unemployed & economically inactive individuals (such as housewives and retirees) constituted 21.0% of the total visitors, down by 5.2 percentage points year-on-year.

### Visitors' Comments

|                       | Satisfied | Quarter-to-quarter Difference (p.p.) | Fair | Quarter-to-quarter Difference (p.p.) | Improvement Needed | Quarter-to-quarter Difference (p.p.) | No Comment | Quarter-to-quarter Difference (p.p.) |
|-----------------------|-----------|--------------------------------------|------|--------------------------------------|--------------------|--------------------------------------|------------|--------------------------------------|
| Environmental Hygiene | 84.9      | 0.2                                  | 13.0 | 0.2                                  | 0.8                | -                                    | 1.3        | -0.4                                 |
| Public Facilities     | 81.1      | 0.6                                  | 13.6 | 0.3                                  | 1.9                | -0.2                                 | 3.4        | -0.7                                 |
| Travel Agencies       | 79.4      | 0.9                                  | 16.6 | 0.4                                  | 1.6                | -                                    | 2.4        | -1.3                                 |
| Hotels                | 89.7      | 1.9                                  | 8.3  | -0.7                                 | 1.2                | -0.3                                 | 0.8        | -0.9                                 |
| Gaming Establishments | 80.0      | 1.8                                  | 15.6 | -0.4                                 | 1.2                | -0.5                                 | 3.2        | -0.9                                 |
| Restaurants           | 79.0      | 1.3                                  | 18.0 | -                                    | 1.3                | -0.2                                 | 1.7        | -1.1                                 |
| Retail Shops          | 82.2      | 2.2                                  | 14.6 | -1.2                                 | 1.2                | -0.1                                 | 2.0        | -0.9                                 |
| Public Transport      | 71.3      | -0.3                                 | 18.7 | 0.8                                  | 7.9                | 0.4                                  | 2.1        | -0.9                                 |

### Visitors' Comments on Points of Tourist Attractions



- Regarding visitors' comments in the third quarter of 2018, the proportion of visitors who were satisfied with the services of public transport (71.3%) edged down by 0.3 percentage points quarter-to-quarter. Meanwhile, the proportions of visitors who complimented on the services of hotels (89.7%), environmental hygiene (84.9%), services of retail shops (82.2%) and public facilities (81.1%) went up by 1.9 percentage points, 0.2 percentage points, 2.2 percentage points and 0.6 percentage points respectively quarter-to-quarter.

On the other hand, the share of visitors who considered that there were adequate points of tourist attractions in Macao (59.0%) inched down by 0.8 percentage points quarter-to-quarter.

| Sampling Error     | MOP                 |          |               |                 |
|--------------------|---------------------|----------|---------------|-----------------|
|                    | Per-capita Spending | Shopping | Accommodation | Food & Beverage |
| Visitors           | 1.0                 | 0.8      | 0.3           | 0.2             |
| Overnight Visitors | 1.6                 | 1.3      | 0.5           | 0.3             |
| Same-day Visitors  | 0.6                 | 0.6      | ..            | 0.1             |

#### Historical Data for 3<sup>rd</sup> Quarter

|                              | 2013   | 2014   | 2015   | 2016   | 2017   |
|------------------------------|--------|--------|--------|--------|--------|
| Total Spending (Million MOP) | 14 803 | 15 486 | 12 467 | 14 636 | 15 931 |
| Overnight Visitors           | 12 260 | 12 879 | 9 809  | 11 921 | 12 993 |
| Same-day Visitors            | 2 543  | 2 607  | 2 658  | 2 715  | 2 939  |
| Per-capita Spending (MOP)    | 1 905  | 1 878  | 1 540  | 1 806  | 1 926  |
| Overnight Visitors           | 3 179  | 3 310  | 2 519  | 2 809  | 2 862  |
| Same-day Visitors            | 650    | 599    | 632    | 703    | 788    |

## Methodology

Visitor Expenditure Survey adopts quota sampling method in selecting samples of visitors as from June 2017. At different departure points, enumerators collect spending data as well as comments on services and facilities from visitors during their stay in Macao.

## Glossary

Visitor<sup>1</sup>: Any person taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited.

Classification of Visitors:

Overnight Visitor: Visitor who stays at least one night in a residential accommodation or casino in the place visited, or has accommodation arrangement with a hotel/guesthouse.

Same-day Visitor: Visitor who does not spend the night in any residential accommodation, hotel/guesthouse, or casino in the place visited, nor does he/she have accommodation arrangement with a hotel/guesthouse.

Main Purpose of Visit<sup>1</sup>: The most important reason or motivation for the trip, in the absence of which the trip would not have taken place.

Spending of Visitors<sup>1</sup>: The amount paid by visitors for the purchase of goods and services for own use or to give away, including expenses paid by the visitors or reimbursed by others such as relatives, friends or employers. Spending of visitors excludes gaming expenses, donations, expenses on purchase of assets and goods for resale.

Note 1: References are made to the International Recommendations for Tourism Statistics 2008 of UNWTO.

## Symbols:

- Absolute value equals zero

.. Not applicable

% Percentage

p.p. Percentage point

MOP Macao Pataca

For additional information:

[http://www.dsec.gov.mo/e/visitor\\_expenditure.aspx](http://www.dsec.gov.mo/e/visitor_expenditure.aspx)

