

VISITOR ARRIVALS

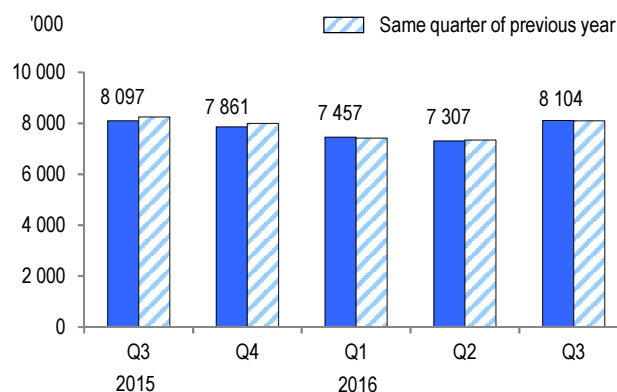
September 2016

- Visitor arrivals totalled 2,427,086, up slightly by 0.5% year-on-year. Overnight visitors rose by 11.8%, accounting for 54.0% of the total; meanwhile, same-day visitors dropped by 10.2%. The average length of stay of visitors was 1.3 days, up by 0.1 day year-on-year. Total visitor arrivals in the first three quarters edged up by 0.1% year-on-year and the average length of stay of visitors went up by 0.2 day to 1.2 days.
- Visitors from Mainland China rose modestly by 0.3% year-on-year, with those travelling under the Individual Visit Scheme (688,600) rising by 4.7%. Visitors from the Republic of Korea and Taiwan increased by 52.0% and 8.4% respectively, while those from Hong Kong decreased by 3.2%. Long-haul visitors from the United States and Canada increased year-on-year, while those from Australia and the United Kingdom decreased.
- Visitor arrivals by sea decreased by 4.6% year-on-year, while those arriving by land and by air increased by 1.8% and 18.3% respectively.

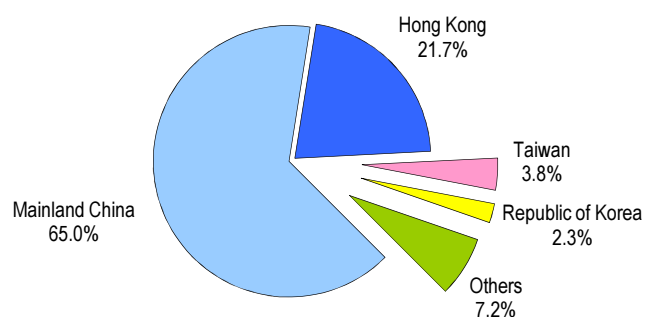
Principal Indicators

| | Current Month | Year-on-year Change (%) | Q1 - Q3 | Year-on-year Change (%) |
|------------------------------|---------------|-------------------------|----------|-------------------------|
| Visitor Arrivals ('000) | 2 427.1 | 0.5 | 22 868.8 | 0.1 |
| By Sea | 861.4 | -4.6 | 7 836.8 | -8.4 |
| By Land | 1 379.1 | 1.8 | 13 242.5 | 3.8 |
| By Air | 186.5 | 18.3 | 1 789.5 | 16.1 |
| Overnight Visitors | 1 311.5 | 11.8 | 11 407.5 | 8.5 |
| Same-day Visitors | 1 115.6 | -10.2 | 11 461.3 | -7.2 |
| Average Length of Stay (Day) | 1.3 | 0.1 day | 1.2 | 0.2 day |
| Overnight Visitors | 2.2 | - | 2.2 | 0.2 day |
| Same-day Visitors | 0.2 | - | 0.2 | - |

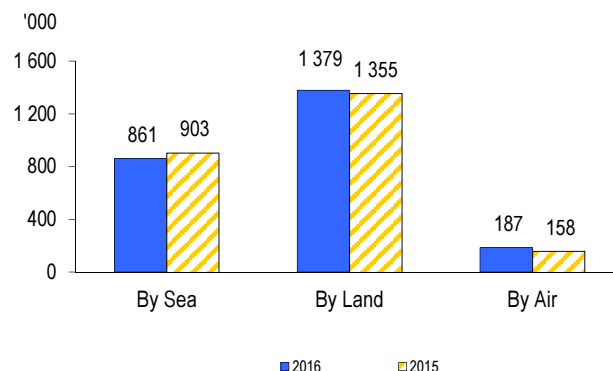
Visitor Arrivals



Major Visitor Markets



Visitors by Mode of Transport



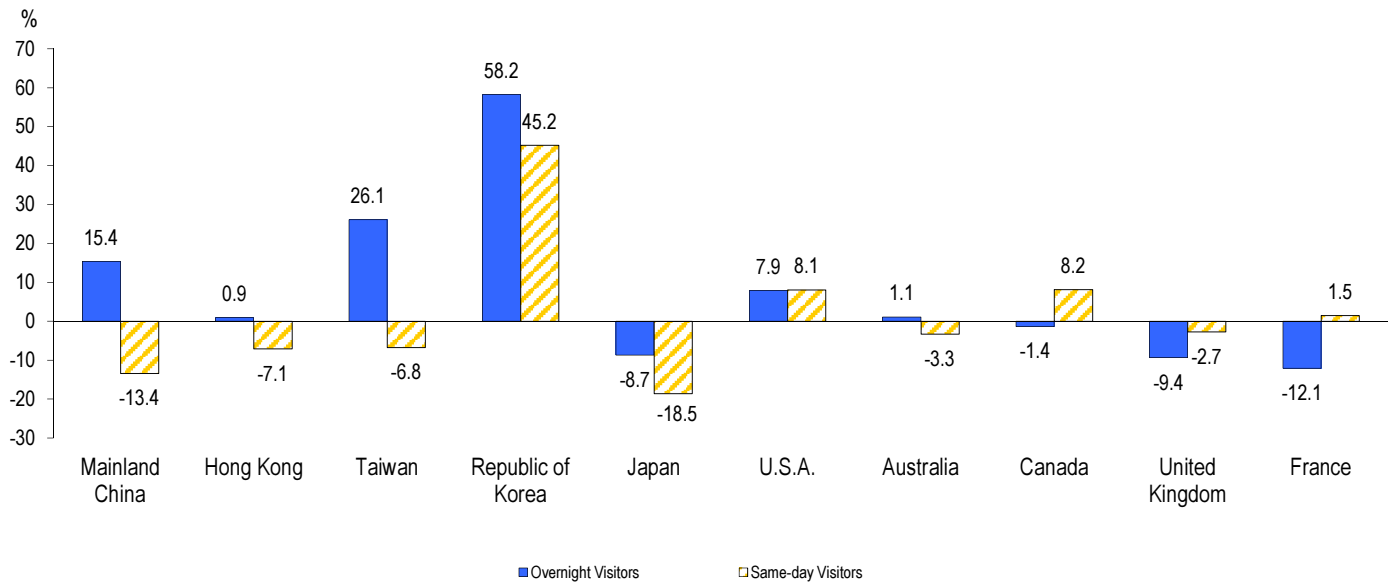
Major Visitor Markets

| | Current Month | Year-on-year Change (%) | Q1 - Q3 | Year-on-year Change (%) |
|-------------------|---------------|-------------------------|----------|-------------------------|
| Mainland China | 1 577.5 | 0.3 | 15 137.5 | -0.5 |
| Hong Kong | 526.7 | -3.2 | 4 795.5 | -2.6 |
| Taiwan | 91.5 | 8.4 | 809.3 | 10.1 |
| Republic of Korea | 55.1 | 52.0 | 477.5 | 16.3 |
| Japan | 27.8 | -12.8 | 214.8 | 4.4 |
| U.S.A. | 14.8 | 8.0 | 134.4 | 2.9 |
| Australia | 8.0 | -0.9 | 67.1 | 1.6 |
| Canada | 5.3 | 3.1 | 52.0 | 4.5 |
| United Kingdom | 4.8 | -6.5 | 44.0 | 1.5 |
| France | 2.8 | -5.7 | 29.8 | 4.2 |

Visitors from Mainland China

| Province and Municipality | Current Month | Q1 - Q3 | Individual Visit Scheme | |
|---------------------------|---------------|---------|-------------------------|---------|
| | | | Current Month | Q1 - Q3 |
| Guangdong | 668.1 | 6 762.6 | 492.7 | 5 180.6 |
| Fujian | 63.3 | 570.2 | 13.5 | 133.5 |
| Hunan | 71.9 | 629.1 | 7.1 | 66.5 |
| Hubei | 51.3 | 455.7 | 13.9 | 141.9 |
| Beijing | 23.7 | 232.9 | 18.7 | 186.3 |
| Shanghai | 40.6 | 370.2 | 37.0 | 338.4 |
| Tianjin | 8.6 | 78.1 | 7.5 | 69.8 |
| Chongqing | 17.3 | 163.3 | 7.8 | 77.2 |

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 - Q3 | Current Month | Q1 - Q3 |
| Mainland China | 862.7 | 7 426.0 | 714.8 | 7 711.5 |
| Hong Kong | 268.4 | 2 392.8 | 258.2 | 2 402.7 |
| Taiwan | 49.1 | 406.2 | 42.5 | 403.1 |
| Republic of Korea | 30.1 | 245.5 | 25.0 | 231.9 |
| Japan | 16.9 | 129.2 | 10.9 | 85.6 |
| U.S.A. | 7.5 | 68.6 | 7.3 | 65.8 |
| Australia | 4.5 | 36.3 | 3.5 | 30.8 |
| Canada | 2.7 | 27.2 | 2.6 | 24.8 |
| United Kingdom | 2.6 | 22.9 | 2.2 | 21.0 |
| France | 1.4 | 14.1 | 1.4 | 15.7 |

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 |
| September | 2 166.6 | 2 161.6 | 2 332.3 | 2 405.5 | 2 415.5 |
| Overnight Visitors | | | | | |
| Annual | 12 925.2 | 13 577.3 | 14 268.5 | 14 565.7 | 14 307.8 |
| September | 1 021.0 | 1 079.1 | 1 154.0 | 1 163.6 | 1 173.0 |
| Same-day Visitors | | | | | |
| Annual | 15 077.1 | 14 505.0 | 15 056.4 | 16 959.9 | 16 406.9 |
| September | 1 145.6 | 1 082.5 | 1 178.3 | 1 241.9 | 1 242.5 |

Source of data: Public Security Police Force

Symbol:

- Absolute value equals zero

'000 Thousand

For additional information:

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

