

TOURISM INDICATORS

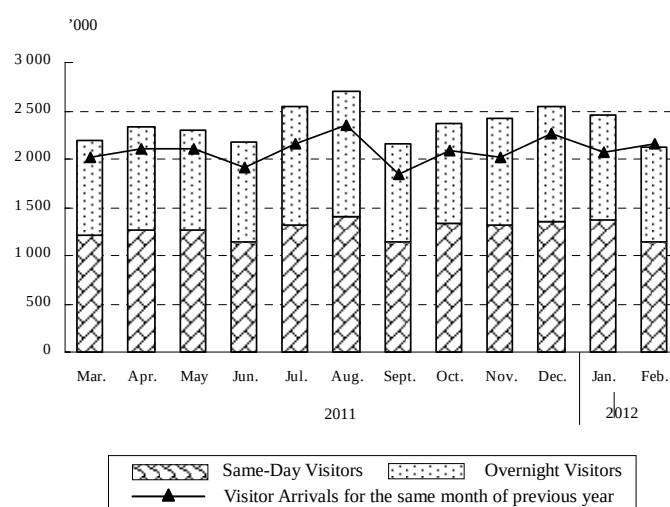
February 2012

No. 2

VISITOR ARRIVALS

- Visitor arrivals totalled 2,130,977 in February 2012, down by 1.5% year-on-year, with same-day visitors accounting for 53.3% of the total. In the first two months of 2012, visitor arrivals increased by 8.3% year-on-year to 4,592,617; same-day visitors made up 54.6% of the total.
- The average length of stay of visitors decreased by 0.1 day year-on-year to 0.9 day; while that of overnight visitors and same-day visitors stood at 1.8 days and 0.2 day respectively.
- Visitors from Mainland China increased by 6.7% year-on-year to 1,285,266, with those travelling to Macao under the Individual Visit Scheme dropping by 11.4% to 514,095.

Same-Day Visitors and Overnight Visitors



1. VISITORS AND SAME-DAY VISITORS BY PLACE OF RESIDENCE

No.

Place of residence	Visitor				Same-Day Visitor			
	Feb. 2012		Jan. – Feb. 2012		Feb. 2012		Jan. – Feb. 2012	
	Total	Year-on-year Change (%)	Cumulative Total	Year-on-year Change (%)	Total	Year-on-year Change (%)	Cumulative Total	Year-on-year Change (%)
TOTAL	2 130 977	-1.5	4 592 617	8.3	1 136 136	-3.8	2 507 226	8.4
Asia	2 079 684	-1.8	4 477 484	8.3	1 110 999	-4.0	2 449 128	8.4
Mainland China	1 285 266	6.7	2 780 143	14.7	689 465	4.4	1 537 458	16.0
Hong Kong	520 144	-20.9	1 158 176	-2.4	295 381	-18.9	652 152	-1.7
Taiwan, China	83 357	-3.4	168 903	-5.3	48 982	-15.2	103 752	-14.4
India	8 096	1.6	20 279	15.7	1 446	-1.8	3 635	8.0
Indonesia	13 292	6.9	29 848	7.4	3 667	-5.3	8 868	5.3
Japan	40 129	25.1	71 798	5.2	16 647	9.9	30 909	-1.2
Malaysia	23 883	6.1	42 956	4.7	9 827	-12.5	19 224	-1.3
Philippines	23 122	12.2	44 722	20.0	9 604	13.5	18 541	20.8
Republic of Korea	45 441	15.5	91 617	12.5	21 253	3.8	45 633	10.5
Singapore	14 848	-3.0	29 549	-7.1	6 427	0.8	13 312	1.3
Thailand	16 348	15.1	28 396	-7.5	6 458	2.6	11 603	-11.0
Vietnam	1 076	63.0	1 914	55.9	41	-32.8	136	27.1
Others	4 682	16.9	9 183	17.4	1 801	19.8	3 905	31.4
Americas	20 853	4.4	45 900	5.1	10 207	1.3	22 794	4.4
Europe	18 926	8.6	40 501	11.7	9 668	7.4	21 227	13.7
Oceania	9 386	14.7	24 571	12.5	4 256	4.5	11 841	7.8
Africa & Others	2 128	32.6	4 161	20.1	1 006	41.7	2 236	25.1

Source of data: Public Security Police

Official Statistics. Reproduction of these data is allowed provided the source is quoted.

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Printed in March 2012

2. AVERAGE LENGTH OF STAY OF VISITORS BY PLACE OF RESIDENCE

Day

Place of residence	Average Length of Stay					
	Global		Overnight Visitor		Same-Day Visitor	
	Feb. 2011	Feb. 2012	Feb. 2011	Feb. 2012	Feb. 2011	Feb. 2012
Total	1.0	0.9	2.0	1.8	0.2	0.2
Asia	1.0	0.9	2.0	1.8	0.2	0.2
Mainland China	1.1	1.0	2.1	2.0	0.2	0.2
Hong Kong	0.8	0.7	1.5	1.3	0.2	0.2
Taiwan, China	0.8	0.8	2.2	1.9	0.1	0.1
India	1.7	1.4	2.1	1.7	0.2	0.2
Indonesia	3.6	1.6	5.3	2.2	0.2	0.2
Japan	0.9	0.9	1.5	1.4	0.2	0.2
Malaysia	0.9	1.0	1.6	1.6	0.2	0.2
Philippines	3.2	1.4	5.4	2.5	0.2	0.2
Republic of Korea	1.0	0.8	1.9	1.3	0.2	0.2
Singapore	0.9	1.0	1.5	1.6	0.2	0.2
Thailand	1.0	0.9	1.7	1.5	0.2	0.2
Vietnam	4.2	3.2	4.8	3.5	0.2	0.2
Others	1.8	1.3	2.9	2.1	0.2	0.2
Americas	1.3	1.0	2.5	1.9	0.2	0.2
Europe	1.6	1.0	3.1	2.0	0.2	0.2
Oceania	1.3	1.1	2.4	1.9	0.2	0.2
Africa & Others	1.7	1.2	3.1	2.3	0.1	0.1

3. VISITOR ARRIVALS FROM MAINLAND CHINA BY PRINCIPAL PROVINCE AND MUNICIPALITY

No.

		Guangdong	Fujian	Zhejiang	Hunan	Beijing	Shanghai	Tianjin	Chongqing
2011		8 196 139	932 316	575 595	533 495	314 696	471 366	100 585	172 140
2011	Feb.	617 887	48 199	45 274	26 605	26 125	42 949	9 276	11 563
	Mar.	647 273	73 612	43 802	37 158	24 102	37 020	7 829	11 400
	Apr.	628 970	76 145	47 188	41 629	24 418	34 164	6 180	13 278
	May	678 832	77 161	46 622	46 362	22 926	33 493	6 668	11 997
	Jun.	617 887	67 767	45 114	40 279	24 130	36 202	5 620	10 540
	Jul.	750 839	86 836	57 222	48 163	27 282	41 783	7 115	15 115
	Aug.	820 743	92 976	61 218	55 100	27 796	41 343	7 705	16 860
	Sept.	625 475	82 364	41 929	47 262	22 233	36 214	6 662	12 967
	Oct.	755 354	88 077	46 926	50 919	27 994	36 980	8 542	19 402
	Nov.	705 194	88 413	55 047	53 222	27 823	39 984	12 327	19 688
	Dec.	689 956	91 425	50 624	55 194	34 111	49 938	14 631	17 757
2012	Jan.	777 564	65 966	51 549	41 253	33 033	50 138	10 966	16 034
	Feb.	635 835	67 880	39 910	39 558	27 910	40 111	10 337	12 473
	Jan. – Feb.	1 413 399	133 846	91 459	80 811	60 943	90 249	21 303	28 507

Source of data: Public Security Police