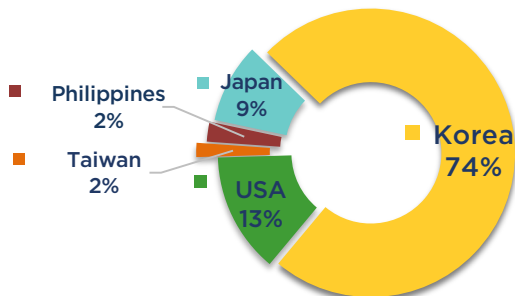


# January 2023

Monthly Arrivals Summary

**JAN Arrivals** 56,687 525.7% ↑  
**FYTD Arrivals** 193,013 470.1% ↑

## MARKET MIX



## VISITOR SNAPSHOT

Travel Party Size  
**3-4 pax** (45.4%)



Average length of stay **4 nights**

## TRIP STATUS

First Timers : **45.8%**  
 Repeats : **39.0%**



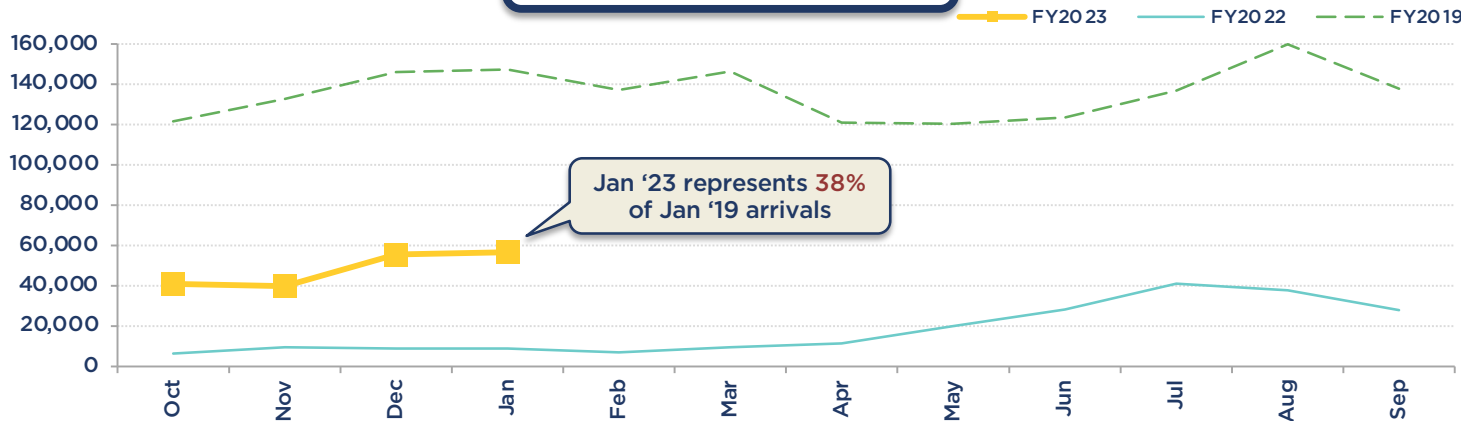
## PRIMARY REASON FOR TRIP



Pleasure/Vacation **68.9%**  
 Government/Military 3.4%  
 Visiting friends/family 2.3%  
 Medical 2.3%  
 Other 1.9%

Market	2022	2023	% to LY
Japan	1,125	4,792	326.0%
Korea	924	39,653	4,191.5%
Taiwan	21	850	3,947.6%
China	17	104	511.8%
US/Hawaii	5,096	7,231	41.9%
Philippines	277	1,192	330.3%

## ROAD TO RECOVERY



Source: Preliminary Visitor Arrival Statistics are compiled from the Guam Customs and Quarantine – Mandatory Customs Declaration forms and processed by the Guam Visitors Bureau



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[www.guamvisitorsbureau.com](http://www.guamvisitorsbureau.com)

# Preliminary Visitor Arrival Summary January 2023



	Jan-22	Jan-23	% from LY
Civilian Air Arrivals <sup>a</sup>	6,230	56,022	799.2%
Civilian Sea Arrivals <sup>a</sup>	18	17	-5.6%
Armed Forces Air Arrivals <sup>a</sup>	2,812	648	-77.0%
Armed Forces Sea Arrivals <sup>a</sup>	0	0	-
<b>TOTAL VISITOR ARRIVALS</b>	<b>9,060</b>	<b>56,687</b>	<b>525.7%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Jan-22	Jan-23	% from LY
<b>JAPAN</b>	<b>1,125</b>	<b>4,792</b>	<b>326.0%</b>
Kanto (Tokyo)	222	2,843	1180.6%
Chubu (Nagoya)	74	555	650.0%
Kinki (Osaka)	10	590	5800.0%
Koshinetsu	12	73	508.3%
Hokuriku	6	31	416.7%
Tohoku	74	82	10.8%
Kyushu	14	167	1092.9%
Chugoku	16	31	93.8%
Hokkaido	76	110	44.7%
Shikoku	1	25	2400.0%
Okinawa/Miya	442	143	-67.6%
Other	178	142	-20.2%
<b>KOREA</b>	<b>924</b>	<b>39,653</b>	<b>4191.5%</b>
Seoul	474	15,820	3237.6%
Incheon/Gyeonggi	222	9,141	4017.6%
Chungnam/Daejeon	27	961	3459.3%
Jeonbuk/Gwanju	11	953	8563.6%
Gyeongbuk/Daegu	20	1,484	7320.0%
Busan	60	3,475	5691.7%
Ulsan	10	740	7300.0%
Other	100	7,079	6979.0%
<b>TAIWAN</b>	<b>21</b>	<b>850</b>	<b>3947.6%</b>
Taipei	13	489	3661.5%
Kaohsiung	2	32	1500.0%
Taichung	1	118	11700.0%
Taoyuan, Miaoli, Hsinehu	2	81	3950.0%
Hsinchu	1	41	4000.0%
Other	2	89	4350.0%
<b>CHINA</b>	<b>17</b>	<b>104</b>	<b>511.8%</b>
Beijing	3	9	200.0%
Shanghai	8	22	175.0%
Guangzhou	1	7	600.0%
Other	5	66	1220.0%
<b>US/HAWAII</b>	<b>5,096</b>	<b>7,231</b>	<b>41.9%</b>
<b>CNMI</b>	<b>509</b>	<b>1,221</b>	<b>139.9%</b>
<b>PALAU</b>	<b>42</b>	<b>169</b>	<b>302.4%</b>
<b>FSM</b>	<b>247</b>	<b>763</b>	<b>208.9%</b>
<b>RMI</b>	<b>1</b>	<b>33</b>	<b>3200.0%</b>
<b>PHILIPPINES</b>	<b>277</b>	<b>1,192</b>	<b>330.3%</b>
<b>AUSTRALIA</b>	<b>431</b>	<b>69</b>	<b>-84.0%</b>
<b>EUROPE</b>	<b>114</b>	<b>116</b>	<b>1.8%</b>
<b>HONG KONG</b>	<b>3</b>	<b>56</b>	<b>1766.7%</b>
<b>RUSSIA</b>	<b>19</b>	<b>27</b>	<b>42.1%</b>
<b>SINGAPORE</b>	<b>22</b>	<b>47</b>	<b>113.6%</b>
<b>INDIA</b>	<b>4</b>	<b>11</b>	<b>175.0%</b>
<b>MALAYSIA</b>	<b>2</b>	<b>9</b>	<b>350.0%</b>
<b>OTHER/UNKNOWN</b>	<b>188</b>	<b>327</b>	<b>73.9%</b>

QUARTERLY VISITOR INDUSTRY STATISTICS	Oct - Dec 2021	Oct - Dec 2022	
Hotel Occupancy Taxes	\$2,720,277.98	\$5,138,640.56	88.9%
Weighted Hotel Occupancy Rate	35.2%	59.7%	69.6%
Weighted Hotel Room Rate	\$166.14	\$193.61	16.5%

Guam Visitors Bureau  
Preliminary January 2023 Visitor Arrival Summary  
Calendar Year-to-Date 2022/23 • Fiscal Year-to-Date 2022/23



	CYTD 2022 (Jan '22)	CYTD 2023 (Jan '23)	% from LY	FYTD 2022 (Oct '21 - Jan '22)	FYTD 2023 (Oct '22- Jan'23)	% from LY
Air Arrivals <sup>a</sup>	9,042	56,670	526.7%	33,562	192,949	474.9%
Sea Arrivals <sup>a</sup>	18	17	-5.6%	293	64	-78.2%
<b>TOTAL VISITOR ARRIVALS</b>	<b>9,060</b>	<b>56,687</b>	<b>525.7%</b>	<b>33,855</b>	<b>193,013</b>	<b>470.1%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2022 (Jan '22)	CYTD 2023 (Jan '23)	% from LY	FYTD 2022 (Oct '21 - Jan '22)	FYTD 2023 (Oct '22- Jan'23)	% from LY
<b>JAPAN</b>	<b>1,125</b>	<b>4,792</b>	<b>326.0%</b>	<b>2,306</b>	<b>16,490</b>	<b>615.1%</b>
Kanto (Tokyo)	222	2,843	1180.6%	858	9,774	1039.2%
Chubu (Nagoya)	74	555	650.0%	123	1,598	1199.2%
Kinki (Osaka)	10	590	5800.0%	55	2,295	4072.7%
Koshinetsu	12	73	508.3%	23	192	734.8%
Hokuriku	6	31	416.7%	10	114	1040.0%
Tohoku	74	82	10.8%	97	343	253.6%
Kyushu	14	167	1092.9%	43	683	1488.4%
Chugoku	16	31	93.8%	24	116	383.3%
Hokkaido	76	110	44.7%	87	317	264.4%
Shikoku	1	25	2400.0%	7	90	1185.7%
Okinawa/Miya	442	143	-67.6%	621	466	-25.0%
Other	178	142	-20.2%	358	502	40.2%
<b>KOREA</b>	<b>924</b>	<b>39,653</b>	<b>4191.5%</b>	<b>7,020</b>	<b>130,702</b>	<b>1761.9%</b>
Seoul	474	15,820	3237.6%	3,619	52,359	1346.8%
Incheon/Gyeonggi	222	9,141	4017.6%	1,799	31,756	1665.2%
Chungnam/Daejeon	27	961	3459.3%	141	3,045	2059.6%
Jeonbuk/Gwanju	11	953	8563.6%	87	2,720	3026.4%
Gyeongbuk/Daegu	20	1,484	7320.0%	197	4,897	2385.8%
Busan	60	3,475	5691.7%	399	13,002	3158.6%
Ulsan	10	740	7300.0%	59	2,332	3852.5%
Other	100	7,079	6979.0%	719	20,591	2763.8%
<b>TAIWAN</b>	<b>21</b>	<b>850</b>	<b>3947.6%</b>	<b>103</b>	<b>1,145</b>	<b>1011.7%</b>
Taipei	13	489	3661.5%	59	643	989.8%
Kaohsiung	2	32	1500.0%	4	79	1875.0%
Taichung	1	118	11700.0%	6	141	2250.0%
Taoyuan, Miaoli, Hsinehu	2	81	3950.0%	28	96	242.9%
Hsinchu	1	41	4000.0%	3	50	1566.7%
Other	2	89	4350.0%	3	136	4433.3%
<b>CHINA</b>	<b>17</b>	<b>104</b>	<b>511.8%</b>	<b>78</b>	<b>301</b>	<b>285.9%</b>
Beijing	3	9	200.0%	4	13	225.0%
Shanghai	8	22	175.0%	54	75	38.9%
Guangzhou	1	7	600.0%	1	20	1900.0%
Other	5	66	1220.0%	19	193	915.8%
<b>US/HAWAII</b>	<b>5,096</b>	<b>7,231</b>	<b>41.9%</b>	<b>18,377</b>	<b>26,518</b>	<b>44.3%</b>
CNMI	509	1,221	139.9%	1,614	5,636	249.2%
PALAU	42	169	302.4%	199	978	391.5%
FSM	247	763	208.9%	940	3,340	255.3%
RMI	1	33	3200.0%	18	255	1316.7%
PHILIPPINES	277	1,192	330.3%	1,279	4,806	275.8%
AUSTRALIA	431	69	-84.0%	478	396	-17.2%
EUROPE	114	116	1.8%	266	432	62.4%
HONG KONG	3	56	1766.7%	11	185	1581.8%
RUSSIA	19	27	42.1%	33	66	100.0%
SINGAPORE	22	47	113.6%	168	247	47.0%
INDIA	4	11	175.0%	20	29	45.0%
MALAYSIA	2	9	350.0%	15	36	140.0%
OTHER/UNKNOWN	188	327	73.9%	637	1,387	117.7%

VISITOR INDUSTRY STATISTICS	Jan - Dec 2021	Jan - Dec 2022		Oct - Dec 2021	Oct - Dec 2022	
<b>Hotel Occupancy Taxés</b>	<b>\$13,145,461.32</b>	<b>\$19,193,710.99</b>	<b>46.0%</b>	<b>\$2,720,277.98</b>	<b>\$5,138,640.56</b>	<b>88.9%</b>
<b>Weighted Hotel Occupancy Rate</b>	<b>45.1%</b>	<b>59.1%</b>	<b>31.0%</b>	<b>35.2%</b>	<b>59.7%</b>	<b>69.6%</b>
<b>Weighted Hotel Room Rate</b>	<b>\$160.50</b>	<b>\$180.02</b>	<b>12.2%</b>	<b>\$166.14</b>	<b>\$193.61</b>	<b>16.5%</b>

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2020/2021 visitor arrivals may exclude Armed Forces sea arrival statistics and may not be comparable to figures last year. Visitor statistics will be updated once the data is made available. Armed Forces sea arrivals exclude HP (home ported) or MSC (military sea command) personnel. Source: a:Civilian air & sea arrivals. Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau. Sources: <sup>b</sup>Japan Guam Travel Association, <sup>c</sup>Hotel Occupancy Tax collections are unaudited. Department of Administration. STR Global (Hotel Occupancy and ADR Report).