

# March 2023

## Monthly Arrivals Summary

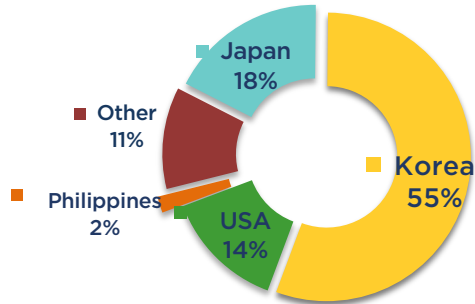
<b>MAR Arrivals</b>	<b>65,603</b>	<b>597.8%</b> ↑
<b>CYTD Arrivals</b>	<b>178,543</b>	<b>598.6%</b> ↑
<b>FYTD Arrivals</b>	<b>314,869</b>	<b>525.3%</b> ↑

### VISITOR SNAPSHOT

Travel Party Size  
**1-2 pax** (53.4%)



### MARKET MIX



Average length of stay **3 nights**

### TRIP STATUS

First Timers : **49.4%**  
Repeats : **35.1%**



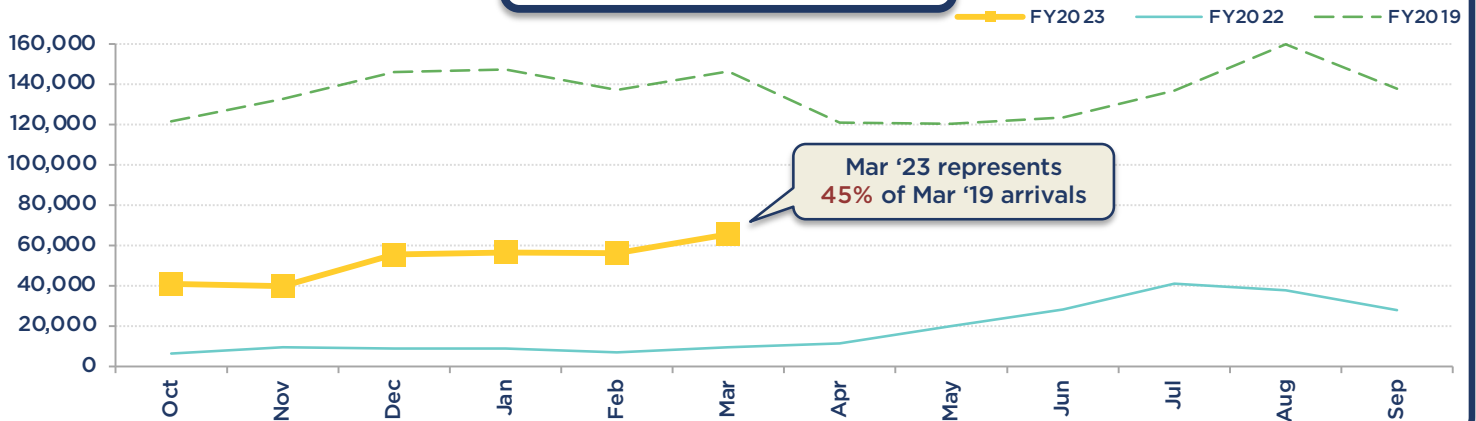
### PRIMARY REASON FOR TRIP



Pleasure/Vacation **64.7%**  
Other 4.2%  
Government/Military 3.1%  
Visiting friends/family 2.7%  
Medical 2.6%

Market	2022	2023	% to LY
Japan	239	11,583	2,924.3%
Korea	311	36,428	4,639.2%
Taiwan	8	130	550.0%
China	15	113	769.2%
US/Hawaii	5,176	8,909	43.0%
Philippines	298	1,201	213.6%

### 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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# Preliminary Visitor Arrival Summary March 2023



	Mar-22	Mar-23	% from LY
Civilian Air Arrivals <sup>a</sup>	7,710	61,385	696.2%
Civilian Sea Arrivals <sup>a</sup>	51	3,311	6392.2%
Armed Forces Air Arrivals <sup>a</sup>	1,639	905	-44.8%
Armed Forces Sea Arrivals <sup>a</sup>	1	2	100.0%
<b>TOTAL VISITOR ARRIVALS</b>	<b>9,401</b>	<b>65,603</b>	<b>597.8%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Mar-22	Mar-23	% from LY
<b>JAPAN</b>	<b>383</b>	<b>11,583</b>	<b>2924.3%</b>
Kanto (Tokyo)	201	7,407	3585.1%
Chubu (Nagoya)	2	944	47100.0%
Kinki (Osaka)	19	1,458	7573.7%
Koshinetsu	4	205	5025.0%
Hokuriku	-	116	-
Tohoku	8	251	3037.5%
Kyushu	11	458	4063.6%
Chugoku	5	238	4660.0%
Hokkaido	10	123	1130.0%
Shikoku	1	79	7800.0%
Okinawa/Miya	40	102	155.0%
Other	82	202	146.3%
<b>KOREA</b>	<b>760</b>	<b>36,428</b>	<b>4693.2%</b>
Seoul	399	13,640	3318.5%
Incheon/Gyeonggi	217	10,212	4606.0%
Chungnam/Daejeon	9	975	10733.3%
Jeonbuk/Gwanju	13	732	5530.8%
Gyeongbuk/Daegu	21	1,119	5228.6%
Busan	33	3,117	9345.5%
Ulsan	8	630	7775.0%
Other	60	6,003	9905.0%
<b>TAIWAN</b>	<b>20</b>	<b>130</b>	<b>550.0%</b>
Taipei	10	75	650.0%
Kaohsiung	5	11	120.0%
Taichung	4	16	300.0%
Taoyuan, Miaoli, Hsinehu	1	11	1000.0%
Hsinchu	-	3	-
Other	-	14	-
<b>CHINA</b>	<b>13</b>	<b>113</b>	<b>769.2%</b>
Beijing	-	17	-
Shanghai	8	25	212.5%
Guangzhou	2	4	100.0%
Other	3	67	2133.3%
<b>US/HAWAII</b>	<b>6,229</b>	<b>8,909</b>	<b>43.0%</b>
<b>CNMI</b>	<b>972</b>	<b>1,675</b>	<b>72.3%</b>
<b>PALAU</b>	<b>70</b>	<b>278</b>	<b>297.1%</b>
<b>FSM</b>	<b>253</b>	<b>1,147</b>	<b>353.4%</b>
<b>RMI</b>	<b>8</b>	<b>74</b>	<b>825.0%</b>
<b>PHILIPPINES</b>	<b>383</b>	<b>1,201</b>	<b>213.6%</b>
<b>AUSTRALIA</b>	<b>18</b>	<b>58</b>	<b>222.2%</b>
<b>EUROPE</b>	<b>37</b>	<b>136</b>	<b>267.6%</b>
<b>HONG KONG</b>	<b>3</b>	<b>88</b>	<b>2833.3%</b>
<b>RUSSIA</b>	<b>2</b>	<b>16</b>	<b>700.0%</b>
<b>SINGAPORE</b>	<b>25</b>	<b>72</b>	<b>188.0%</b>
<b>INDIA</b>	<b>3</b>	<b>16</b>	<b>433.3%</b>
<b>MALAYSIA</b>	<b>1</b>	<b>10</b>	<b>900.0%</b>
<b>OTHER/UNKNOWN</b>	<b>169</b>	<b>356</b>	<b>110.7%</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 March 2023 Visitor Arrival Summary  
Calendar Year-to-Date 2022/23 • Fiscal Year-to-Date 2022/23



	CYTD 2022 (Jan - Mar '22)	CYTD 2023 (Jan - Mar '23)	% from LY	FYTD 2022 (Oct '21 - Mar '22)	FYTD 2023 (Oct '22- Mar '23)	% from LY
Air Arrivals <sup>a</sup>	25,457	175,193	588.2%	49,977	311,472	523.2%
Sea Arrivals <sup>a</sup>	100	3,350	3250.0%	375	3,397	805.9%
<b>TOTAL VISITOR ARRIVALS</b>	<b>25,557</b>	<b>178,543</b>	<b>598.6%</b>	<b>50,352</b>	<b>314,869</b>	<b>525.3%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2022 (Jan - Mar '22)	CYTD 2023 (Jan - Mar '23)	% from LY	FYTD 2022 (Oct '21 - Mar '22)	FYTD 2023 (Oct '22- Mar '23)	% from LY
<b>JAPAN</b>	<b>1,747</b>	<b>22,615</b>	<b>1194.5%</b>	<b>2,928</b>	<b>34,313</b>	<b>1071.9%</b>
Kanto (Tokyo)	528	13,715	2497.5%	1,164	20,646	1673.7%
Chubu (Nagoya)	108	2,065	1812.0%	157	3,108	1879.6%
Kinki (Osaka)	36	2,679	7341.7%	81	4,384	5312.3%
Koshinetsu	20	372	1760.0%	31	491	1483.9%
Hokuriku	6	210	3400.0%	10	293	2830.0%
Tohoku	96	579	503.1%	119	840	605.9%
Kyushu	32	912	2750.0%	61	1,428	2241.0%
Chugoku	39	409	948.7%	47	494	951.1%
Hokkaido	86	337	291.9%	97	544	460.8%
Shikoku	2	130	6400.0%	8	195	2337.5%
Okinawa/Miya	513	653	27.3%	692	976	41.0%
Other	281	554	97.2%	461	914	98.3%
<b>KOREA</b>	<b>1,995</b>	<b>113,561</b>	<b>5592.3%</b>	<b>8,091</b>	<b>204,610</b>	<b>2428.9%</b>
Seoul	1,023	43,948	4196.0%	4,168	80,487	1831.1%
Incheon/Gyeonggi	524	28,710	5379.0%	2,101	51,325	2342.9%
Chungnam/Daejeon	40	2,890	7125.0%	154	4,974	3129.9%
Jeonbuk/Gwanju	26	2,600	9900.0%	102	4,367	4181.4%
Gyeongbuk/Daegu	49	3,924	7908.2%	226	7,337	3146.5%
Busan	110	9,891	8891.8%	449	19,418	4224.7%
Ulsan	20	2,015	9975.0%	69	3,607	5127.5%
Other	203	19,583	9546.8%	822	33,095	3926.2%
<b>TAIWAN</b>	<b>49</b>	<b>1,061</b>	<b>2065.3%</b>	<b>131</b>	<b>1,356</b>	<b>935.1%</b>
Taipei	28	602	2050.0%	74	756	921.6%
Kaohsiung	8	45	462.5%	10	92	820.0%
Taichung	6	146	2333.3%	11	169	1436.4%
Taoyuan, Miaoli, Hsinehu	3	98	3166.7%	29	113	289.7%
Hsinchu	1	54	5300.0%	3	63	2000.0%
Other	3	116	3766.7%	4	163	3975.0%
<b>CHINA</b>	<b>45</b>	<b>292</b>	<b>548.9%</b>	<b>106</b>	<b>489</b>	<b>361.3%</b>
Beijing	4	34	750.0%	5	38	660.0%
Shanghai	22	73	231.8%	68	126	85.3%
Guangzhou	5	21	320.0%	5	34	580.0%
Other	14	164	1071.4%	28	291	939.3%
<b>US/HAWAII</b>	<b>16,501</b>	<b>24,251</b>	<b>47.0%</b>	<b>29,782</b>	<b>43,538</b>	<b>46.2%</b>
CNMI	1,962	3,931	100.4%	3,067	8,346	172.1%
PALAU	147	658	347.6%	304	1,467	382.6%
FSM	676	2,817	316.7%	1,369	5,394	294.0%
RMI	11	156	1318.2%	28	378	1250.0%
PHILIPPINES	958	3,679	284.0%	1,960	7,293	272.1%
AUSTRALIA	507	369	-27.2%	554	696	25.6%
EUROPE	232	367	58.2%	384	683	77.9%
HONG KONG	12	168	1300.0%	20	297	1385.0%
RUSSIA	23	54	134.8%	37	93	151.4%
SINGAPORE	68	172	152.9%	214	372	73.8%
INDIA	23	33	43.5%	39	51	30.8%
MALAYSIA	7	27	285.7%	20	54	170.0%
OTHER/UNKNOWN	494	982	98.8%	943	2,042	116.5%

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: <sup>a</sup>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. <sup>d</sup>STR Global (Hotel Occupancy and ADR Report)

