

October 2019 Arrivals



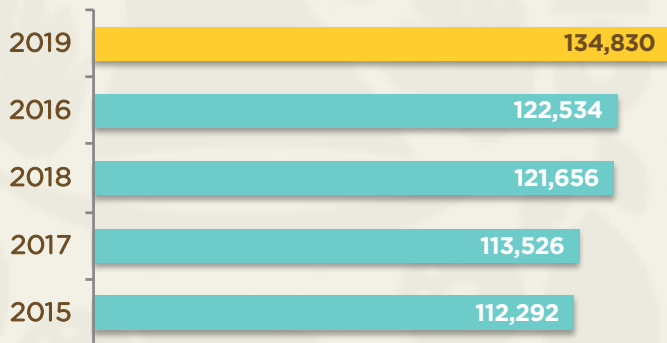
DID YOU KNOW?

On average, the airlines that service our island bring in **2.2 million** seats to Guam.

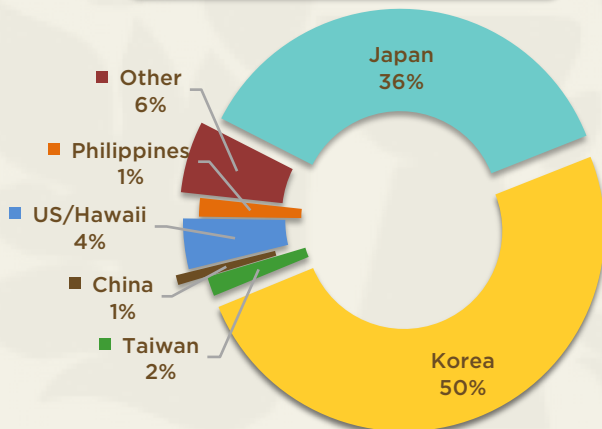
ARRIVALS

OCT Arrivals **134,830** **+10.8%** ↑
CYTD Arrivals **1,365,270** **+7.5%** ↑

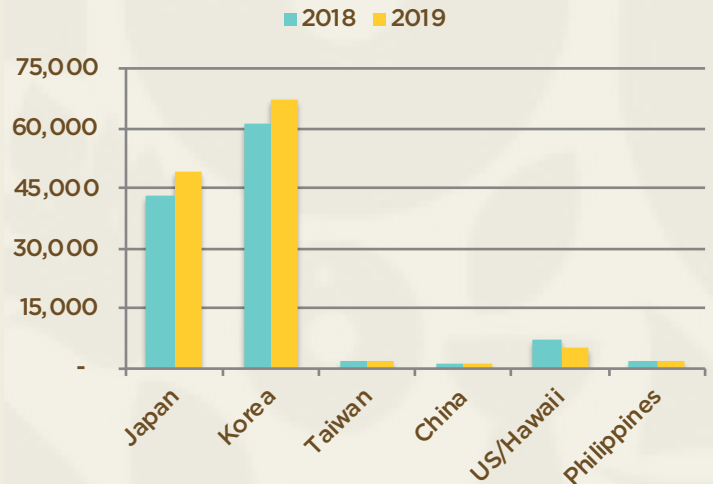
Top 5 October Arrivals



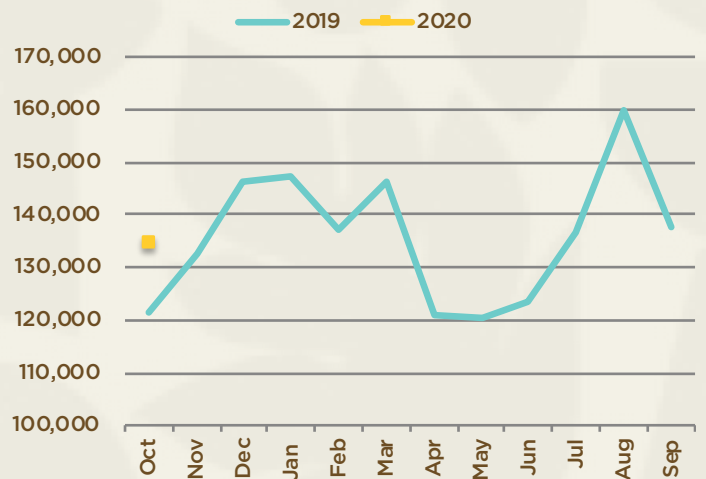
MARKET MIX



MARKET SNAPSHOT



Market	2018	2019	% to LY
Japan	43,013	49,218	14.4%
Korea	60,983	67,124	10.1%
Taiwan	1,990	2,131	7.1%
China	1,325	1,066	-19.5%
US/Hawaii	7,262	5,486	-24.5%
Philippines	1,940	2,009	3.6%



Source: 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

Visitor Arrival Summary October 2019



	Oct-18	Oct-19	% from LY
Civilian Air Arrivals ^a	119,344	131,460	10.2%
Civilian Sea Arrivals ^a	472	2,934	521.6%
Armed Forces Air Arrivals ^a	1,585	260	-83.6%
Armed Forces Sea Arrivals ^a	255	176	-31.0%
TOTAL VISITOR ARRIVALS	121,656	134,830	10.8%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Oct-18	Oct-19	% from LY
JAPAN	43,013	49,218	14.4%
Kanto (Tokyo)	24,717	25,324	2.5%
Chubu (Nagoya)	4,153	5,898	42.0%
Kinki (Osaka)	7,484	10,465	39.8%
Koshinetsu	698	667	-4.4%
Hokuriku	495	614	24.0%
Tohoku	1,265	984	-22.2%
Kyushu	1,697	2,229	31.3%
Chugoku	909	1,312	44.3%
Hokkaido	682	771	13.0%
Shikoku	413	657	59.1%
Okinawa/Miya	317	206	-35.0%
Other	183	91	-50.3%
KOREA	60,983	67,124	10.1%
Seoul	24,966	29,177	16.9%
Incheon/Gyeonggi	15,838	17,345	9.5%
Chungnam/Daejeon	1,287	1,504	16.9%
Jeonbuk/Gwanju	804	904	12.4%
Gyeongbuk/Daegu	2,504	2,404	-4.0%
Busan	6,475	6,664	2.9%
Ulsan	1,164	1,201	3.2%
Other	7,945	7,925	-0.3%
TAIWAN	1,990	2,131	7.1%
Taipei	1,358	1,186	-12.7%
Kaohsiung	123	193	56.9%
Taichung	156	342	119.2%
Taoyuan, Miaoli, Hsinehu	126	225	78.6%
Hsinchu	97	78	-19.6%
Other	130	107	-17.7%
CHINA	1,325	1,066	-19.5%
Beijing	267	210	-21.3%
Shanghai	487	329	-32.4%
Guangzhou	105	117	11.4%
Other	466	410	-12.0%
US/HAWAII	7,262	5,486	-24.5%
CNMI	1,265	1,534	21.3%
PALAU	357	414	16.0%
FSM	982	1,179	20.1%
RMI	132	135	2.3%
PHILIPPINES	1,940	2,009	3.6%
AUSTRALIA	204	124	-39.2%
EUROPE	162	131	-19.1%
HONG KONG	501	278	-44.5%
RUSSIA	419	120	-71.4%
SINGAPORE	90	104	15.6%
INDIA	12	14	16.7%
MALAYSIA	43	16	-62.8%
OTHER/UNKNOWN	249	637	155.8%

QUARTERLY VISITOR INDUSTRY STATISTICS (July 2019 - September 2019)


	July 2019 - September 2019	July 2018 - September 2018	% from LY
Hotel Occupancy Taxes ^c	\$11,644,482.21	\$11,719,025.64	0.6%
Weighted Hotel Occupancy Rate ^d	88.2%	92.0%	4.3%
Weighted Hotel Room Rate ^d	\$212.01	\$216.17	2.0%

Guam Visitors Bureau
 October 2019 Visitor Arrival Summary
 Calendar Year-to-Date 2018/9 • Fiscal Year-to-Date 2019/20



	CYTD 2018 (Jan - Oct '18)	CYTD 2019 (Jan - Oct '19)	% from LY	FYTD 2019 (Oct '18)	FYTD 2020 (Oct '19)	% from LY
Air Arrivals^a	1,256,053	1,355,386	7.9%	120,929	131,720	8.9%
Sea Arrivals^a	14,001	9,884	-29.4%	727	3,110	327.8%
TOTAL VISITOR ARRIVALS	1,270,054	1,365,270	7.5%	121,656	134,830	10.8%
	CYTD 2018 (Jan - Oct '18)	CYTD 2019 (Jan - Oct '19)	% from LY	FYTD 2019 (Oct '18)	FYTD 2020 (Oct '19)	% from LY
ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)						
JAPAN	445,616	553,219	24.1%	43,013	49,218	14.4%
Kanto (Tokyo)	239,301	287,696	20.2%	24,717	25,324	2.5%
Chubu (Nagoya)	55,267	66,376	20.1%	4,153	5,898	42.0%
Kinki (Osaka)	77,601	109,464	41.1%	7,484	10,465	39.8%
Koshinetsu	7,033	8,814	25.3%	698	667	-4.4%
Hokuriku	5,846	7,315	25.1%	495	614	24.0%
Tohoku	11,716	12,777	9.1%	1,265	984	-22.2%
Kyushu	17,656	25,427	44.0%	1,697	2,229	31.3%
Chugoku	9,862	14,333	45.3%	909	1,312	44.3%
Hokkaido	6,990	8,959	28.2%	682	771	13.0%
Shikoku	4,777	7,152	49.7%	413	657	59.1%
Okinawa/Miya	3,780	3,170	-16.1%	317	206	-35.0%
Other	5,787	1,736	-70.0%	183	91	-50.3%
KOREA	625,902	619,396	-1.0%	60,983	67,124	10.1%
Seoul	219,869	260,945	18.7%	24,966	29,177	16.9%
Incheon/Gyeonggi	151,968	155,084	2.1%	15,838	17,345	9.5%
Chungnam/Daejeon	14,851	15,389	3.6%	1,287	1,504	16.9%
Jeonbuk/Gwanju	10,175	9,472	-6.9%	804	904	12.4%
Gyeongbuk/Daegu	26,042	24,660	-5.3%	2,504	2,404	-4.0%
Busan	67,738	67,308	-0.6%	6,475	6,664	2.9%
Ulsan	12,469	11,036	-11.5%	1,164	1,201	3.2%
Other	122,790	75,502	-38.5%	7,945	7,925	-0.3%
TAIWAN	23,582	24,189	2.6%	1,990	2,131	7.1%
Taipei	13,289	13,697	3.1%	1,358	1,186	-12.7%
Kaohsiung	1,409	1,654	17.4%	123	193	56.9%
Taichung	2,997	3,223	7.5%	156	342	119.2%
Taoyuan, Miaoli, Hsinehu	2,173	2,245	3.3%	126	225	78.6%
Hsinchu	1,535	1,479	-3.6%	97	78	-19.6%
Other	2,179	1,891	-13.2%	130	107	-17.7%
CHINA	14,258	10,312	-27.7%	1,325	1,066	-19.5%
Beijing	2,230	1,906	-14.5%	267	210	-21.3%
Shanghai	4,810	3,493	-27.4%	487	329	-32.4%
Guangzhou	1,039	867	-16.6%	105	117	11.4%
Other	6,179	4,046	-34.5%	466	410	-12.0%
US/HAWAII	77,933	77,029	-1.2%	7,262	5,486	-24.5%
CNMI	16,872	19,106	13.2%	1,265	1,534	21.3%
PALAU	3,363	3,557	5.8%	357	414	16.0%
FSM	12,300	12,098	-1.6%	982	1,179	20.1%
RMI	1,390	1,361	-2.1%	132	135	2.3%
PHILIPPINES	14,629	16,314	11.5%	1,940	2,009	3.6%
AUSTRALIA	2,035	1,858	-8.7%	204	124	-39.2%
EUROPE	1,732	1,788	3.2%	162	131	-19.1%
HONG KONG	5,060	4,645	-8.2%	501	278	-44.5%
RUSSIA	3,302	3,608	9.3%	419	120	-71.4%
SINGAPORE	785	1,321	68.3%	90	104	15.6%
INDIA	194	130	-33.0%	12	14	16.7%
MALAYSIA	266	315	18.4%	43	16	-62.8%
OTHER/UNKNOWN	6,834	5,140	-24.8%	249	637	155.8%
VISITOR INDUSTRY STATISTICS	(Jan 2018 - Sep 2018 vs Jan 2019 - Sep 2019)			(Oct 2017 - Sep 2018 vs Oct 2018 - Sep 2019)		
Hotel Occupancy Taxes^c	\$33,867,525.53	\$35,153,962.01	3.8%	\$42,868,664.24	\$45,061,822.44	5.1%
Weighted Hotel Occupancy Rate^d	86.7%	89.4%	3.1%	85.1%	88.5%	4.0%
Weighted Hotel Room Rate^d	\$206.87	\$214.54	3.7%	\$206.13	\$211.01	2.4%

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2019/20 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: ^aCivilian air & sea arrivals. Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau. Sources: ^bJapan Guam Travel Association, ^cHotel Occupancy Tax collections are unaudited. Department of Administration, STR Global (Hotel Occupancy and ADR Report).

	January			February			March			April			May			June		
	Jan-18	Jan-19	% from LY	Feb-18	Feb-19	% from LY	Mar-18	Mar-19	% from LY	Apr-18	Apr-19	% from LY	May-18	May-19	% from LY	Jun-18	Jun-19	% from LY
JAPAN	41,435	58,021	40.0%	46,937	58,774	25.2%	61,613	72,974	18.4%	39,934	47,725	19.5%	36,575	41,989	14.8%	35,739	41,027	14.8%
Kanto (Tokyo)	21,185	31,772	50.0%	22,852	32,576	42.6%	28,888	36,675	27.0%	20,605	21,344	3.6%	18,161	18,427	1.5%	19,110	18,890	-0.01151
Chubu (Nagoya)	4,984	6,170	23.8%	6,042	6,286	4.0%	9,314	10,025	7.6%	5,589	6,028	7.9%	4,936	5,389	9.2%	4,147	5,107	23.1%
Kinki (Osaka)	7,742	10,244	32.3%	7,732	10,078	30.3%	12,677	14,916	17.7%	7,313	10,676	46.0%	6,214	9,489	52.7%	6,138	9,204	50.0%
Koshinetsu	674	1,303	93.3%	980	1,067	8.9%	1,113	1,431	28.6%	689	831	20.6%	721	609	-15.5%	450	741	64.7%
Hokuriku	486	662	36.2%	805	890	10.6%	991	954	-3.7%	538	759	41.1%	609	963	58.1%	600	661	10.2%
Tohoku	1,115	1,775	59.2%	1,646	1,626	-1.2%	1,718	1,738	1.2%	1,025	1,228	19.8%	1,194	1,051	-12.0%	1,104	1,316	19.2%
Kyushu	1,368	2,206	61.3%	1,873	2,476	32.2%	2,263	2,965	31.0%	1,613	2,713	68.2%	1,872	2,605	39.2%	1,831	2,221	21.3%
Chugoku	897	1,109	23.6%	1,102	1,182	7.3%	1,519	1,615	6.3%	896	1,752	95.5%	1,072	1,369	27.7%	784	1,292	64.8%
Hokkaido	1,367	1,929	41.1%	793	1,017	28.2%	967	1,269	31.2%	863	987	14.4%	765	709	-7.3%	477	566	18.7%
Shikoku	336	512	52.4%	474	594	25.3%	749	788	5.2%	427	873	104.4%	566	1,008	78.1%	415	613	47.7%
Okinawa/Miya	266	184	-30.8%	603	668	10.8%	272	315	15.8%	226	333	47.3%	361	224	-38.0%	431	275	-36.2%
Other	1,015	155	-84.7%	2,035	314	-84.6%	1,142	283	-75.2%	150	201	34.0%	104	146	40.4%	252	141	-44.0%
KOREA	69,249	69,295	0.1%	60,939	59,429	-2.5%	53,132	54,087	1.8%	60,265	54,161	-10.1%	60,516	58,276	-3.7%	67,996	62,413	-8.2%
Seoul	20,932	27,444	31.1%	17,610	23,060	30.9%	14,468	20,961	44.9%	18,160	22,158	22.0%	19,880	23,010	15.7%	24,583	27,296	11.0%
Incheon/Gyeonggi	15,801	16,919	7.1%	14,099	15,658	11.1%	12,416	14,434	16.3%	14,411	13,746	-4.6%	15,599	15,792	1.2%	17,624	15,046	-14.6%
Chungnam/Daejeon	1,723	1,929	12.0%	1,425	1,603	12.5%	1,231	1,317	7.0%	1,441	1,336	-7.3%	1,315	1,331	1.2%	1,478	1,450	-1.9%
Jeonbuk/Gwanju	1,639	1,586	-3.2%	891	1,116	25.3%	873	712	-18.4%	849	729	-14.1%	885	752	-15.0%	1,069	846	-20.9%
Gyeonbuk/Daegu	3,285	3,234	-1.6%	2,068	2,568	24.2%	1,841	1,854	0.7%	2,257	2,081	-7.8%	2,901	2,346	-0.19131	2,880	2,670	-0.07292
Busan	7,129	7,051	-1.1%	5,643	6,885	22.0%	5,654	6,377	12.8%	6,104	6,333	3.8%	7,145	7,294	0.02085	7,636	6,935	-0.0918
Ulsan	1,393	1,144	-17.9%	1,030	1,081	5.0%	1,229	1,174	-4.5%	1,519	995	-34.5%	1,353	1,073	-0.20695	1,427	1,111	-0.22144
Other	17,347	9,988	-42.4%	18,173	7,458	-59.0%	15,420	7,258	-52.9%	15,524	6,783	-56.3%	11,438	6,678	-41.6%	11,299	7,059	-37.5%
TAIWAN	2,263	2,461	8.7%	2,684	2,535	-5.6%	2,453	1,962	-20.0%	2,241	2,275	1.5%	1,736	2,448	41.0%	2,731	2,952	8.1%
Taipei	1,289	1,411	9.5%	1,412	1,527	8.1%	1,248	1,064	-14.7%	1,222	1,214	-0.7%	956	1,336	39.7%	1,661	1,518	-8.6%
Kaohsiung	189	153	-19.0%	148	154	4.1%	146	144	-1.4%	122	193	58.2%	113	160	41.6%	167	203	21.6%
Taichung	205	300	46.3%	342	358	4.7%	373	273	-26.8%	368	224	-39.1%	273	366	34.1%	289	436	50.9%
Taoyuan, Miaoli, Hsinehu	166	276	66.3%	229	170	-25.8%	286	274	-4.2%	211	237	12.3%	135	224	65.9%	292	252	-13.7%
Hsinchu	114	139	21.9%	98	110	12.2%	112	88	-21.4%	130	98	-24.6%	146	197	34.9%	129	306	137.2%
Other	300	182	-39.3%	455	216	-52.5%	288	119	-58.7%	188	309	64.4%	113	165	46.0%	193	237	22.8%
CHINA	1,194	1,261	5.6%	3,944	2,649	-32.8%	1,174	697	-40.6%	1,046	738	-29.4%	1,098	584	-46.8%	913	697	-23.7%
Beijing	105	213	102.9%	707	615	-13.0%	117	103	-12.0%	123	135	9.8%	149	92	-38.3%	110	98	-10.9%
Shanghai	520	381	-26.7%	1,099	841	-23.5%	553	232	-58.0%	353	252	-28.6%	340	192	-43.5%	348	294	-15.5%
Guangzhou	79	119	50.6%	220	236	7.3%	63	42	-33.3%	111	56	-49.5%	84	52	-38.1%	79	24	-69.6%
Other	490	548	11.8%	1,918	957	-50.1%	441	320	-27.4%	459	295	-35.7%	525	248	-52.8%	376	281	-25.3%
US/HAWAII	9,361	8,536	-8.8%	5,942	7,258	22.1%	7,519	9,472	26.0%	6,929	7,716	11.4%	6,979	7,176	2.8%	8,817	9,230	4.7%
CNMI	1,365	1,745	27.8%	1,228	1,480	20.5%	1,896	1,912	0.8%	1,454	1,946	33.8%	1,667	1,983	19.0%	2,251	1,901	-15.5%
PALAU	206	336	63.1%	303	224	-26.1%	311	304	-2.3%	346	283	-18.2%	462	444	-3.9%	390	410	5.1%
FSM	932	897	-3.8%	845	854	1.1%	1,388	1,091	-21.4%	1,442	1,195	-17.1%	1,208	1,365	13.0%	1,623	1,377	-15.2%
RMI	107	97	-9.3%	73	118	61.6%	109	133	22.0%	135	99	-26.7%	111	135	21.6%	227	171	-24.7%
PHILIPPINES	959	1,277	33.2%	972	1,281	31.8%	1,955	1,365	-30.2%	1,842	2,433	32.1%	1,723	2,228	29.3%	1,349	1,579	17.0%
AUSTRALIA	132	221	67.4%	504	519	3.0%	180	161	-10.6%	161	214	32.9%	219	136	-37.9%	233	88	-62.2%
EUROPE	193	211	9.3%	182	198	8.8%	226	225	-0.4%	226	224	-0.9%	143	160	11.9%	143	111	-22.4%
HONG KONG	424	454	7.1%	391	745	90.5%	573	416	-27.4%	593	593	0.0%	458	555	21.2%	543	477	-12.9%
RUSSIA	670	816	21.8%	250	341	36.4%	540	644	19.3%	315	337	7.0%	234	298	27.4%	395	336	-14.9%
SINGAPORE	68	85	25.0%	71	114	60.6%	88	75	-14.8%	97	101	4.1%	85	107	25.9%	69	313	353.6%
INDIA	17	14	-17.6%	11	15	36.4%	17	19	11.8%	9	14	55.6%	26	9	-65.4%	15	12	-20.0%
MALAYSIA	4	20	400.0%	20	68	240.0%	55	65	18.2%	20	14	-30.0%	19	28	47.4%	42	35	-16.7%
OTHER/UNKNOWN	1,396	313	-77.6%	1,749	402	-77.0%	1,667	347	-79.2%	357	400	12.0%	279	382	36.9%	349	334	-4.3%
SEA ARRIVALS (CIV & MIL)	4,964	1,447	-70.9%	140	240	71.4%	2,838	383	-86.5%	266	536	101.5%	457	2,108	361.3%	2,566	65	-97.5%
TOTAL	134,939	147,507	9.3%	127,185	137,244	7.9%	137,734	146,332	6.2%	117,678	121,004	2.8%	113,995	120,411	5.6%	126,391	123,528	-2.3%



	July			August			September			October			Total CYTD		
	Jul-18	Jul-19	% from LY	Aug-18	Aug-19	% from LY	Sep-18	Sep-19	% from LY	Oct-18	Oct-19	% from LY	2018	2019	% from LY
JAPAN	40,163	48,103	19.8%	61,307	75,630	23.4%	38,900	59,758	53.6%	43,013	49,218	14.4%	445,616	553,219	24.1%
Kanto (Tokyo)	23,556	25,133	6.7%	33,812	43,071	27.4%	26,415	34,484	30.5%	24,717	25,324	2.5%	239,301	287,696	20.2%
Chubu (Nagoya)	3,975	5,695	43.3%	9,058	10,032	10.8%	3,069	5,746	87.2%	4,153	5,898	42.0%	55,267	66,376	20.1%
Kinki (Osaka)	7,287	10,567	45.0%	11,533	12,635	9.6%	3,481	11,190	221.5%	7,484	10,465	39.8%	77,601	109,464	41.1%
Koshinetsu	451	536	18.8%	687	929	35.2%	570	700	22.8%	698	667	-4.4%	7,033	8,814	25.3%
Hokuriku	380	483	27.1%	529	730	38.0%	413	599	45.0%	495	614	24.0%	5,846	7,315	25.1%
Tohoku	935	859	-8.1%	834	1,047	25.5%	880	1,153	31.0%	1,265	984	-22.2%	11,716	12,777	9.1%
Kyushu	1,346	2,256	67.6%	2,310	3,257	41.0%	1,483	2,499	68.5%	1,697	2,229	31.3%	17,656	25,427	44.0%
Chugoku	890	1,053	18.3%	1,097	2,229	103.2%	696	1,420	104.0%	909	1,312	44.3%	9,862	14,333	45.3%
Hokkaido	409	521	27.4%	257	423	64.6%	410	767	87.1%	682	771	13.0%	6,990	8,959	28.2%
Shikoku	494	507	2.6%	643	872	35.6%	260	728	180.0%	413	657	59.1%	4,777	7,152	49.7%
Okinawa/Miya	282	344	22.0%	298	260	-12.8%	724	361	-50.1%	317	206	-35.0%	3,780	3,170	-16.1%
Other	158	149	-5.7%	249	145	-41.8%	499	111	-77.8%	183	91	-50.3%	5,787	1,736	-70.0%
KOREA	70,622	67,866	-3.9%	64,432	65,333	1.4%	57,768	61,412	6.3%	60,983	67,124	10.1%	625,902	619,396	-1.0%
Seoul	28,110	29,537	5.1%	26,238	30,038	14.5%	24,922	28,264	13.4%	24,966	29,177	16.9%	219,869	260,945	18.7%
Incheon/Gyeonggi	16,625	15,742	-5.3%	14,378	14,634	1.8%	15,177	15,768	3.9%	15,838	17,345	9.5%	151,968	155,084	2.1%
Chungnam/Daejeon	1,914	1,907	-0.4%	1,760	1,493	-15.2%	1,277	1,519	19.0%	1,287	1,504	16.9%	14,851	15,389	3.6%
Jeonbuk/Gwanju	1,147	1,012	-11.8%	1,241	1,105	-11.0%	777	710	-8.6%	804	904	12.4%	10,175	9,472	-6.9%
Gyeonbuk/Daegu	3,445	3,067	-11.0%	2,853	2,415	-15.4%	2,008	2,021	0.6%	2,504	2,404	-4.0%	26,042	24,660	-5.3%
Busan	7,803	7,408	-5.1%	8,215	6,635	-19.2%	5,934	5,726	-3.5%	6,475	6,664	2.9%	67,738	67,308	-0.6%
Ulsan	1,354	1,045	-22.8%	984	1,207	22.7%	1,016	1,005	-1.1%	1,164	1,201	3.2%	12,469	11,036	-
Other	10,224	8,148	-20.3%	8,763	7,806	-10.9%	6,657	6,399	-3.9%	7,945	7,925	-0.3%	122,790	75,502	-38.5%
TAIWAN	2,976	2,550	-14.3%	2,476	2,730	10.3%	2,032	2,145	5.6%	1,990	2,131	7.1%	23,582	24,189	2.6%
Taipei	1,531	1,467	-4.2%	1,374	1,677	22.1%	1,238	1,297	4.8%	1,358	1,186	-12.7%	13,289	13,697	3.1%
Kaohsiung	147	158	7.5%	128	165	28.9%	126	131	4.0%	123	193	56.9%	1,409	1,654	17.4%
Taichung	465	325	-30.1%	249	335	34.5%	277	264	-4.7%	156	342	119.2%	2,997	3,223	7.5%
Taoyuan, Miaoli, Hsinehu	295	203	-31.2%	298	188	-36.9%	135	196	45.2%	126	225	78.6%	2,173	2,245	3.3%
Hsinchu	332	197	-40.7%	237	129	-45.6%	140	137	-2.1%	97	78	-19.6%	1,535	1,479	-3.6%
Other	206	200	-2.9%	190	236	24.2%	116	120	3.4%	130	107	-17.7%	2,179	1,891	-13.2%
CHINA	1,359	817	-39.9%	1,306	976	-25.3%	899	827	-8.0%	1,325	1,066	-19.5%	14,258	10,312	-27.7%
Beijing	216	162	-25.0%	263	116	-55.9%	173	162	-6.4%	267	210	-21.3%	2,230	1,906	-14.5%
Shanghai	389	281	-27.8%	410	393	-4.1%	311	298	-4.2%	487	329	-32.4%	4,810	3,493	-27.4%
Guangzhou	121	74	-38.8%	120	77	-35.8%	57	70	22.8%	105	117	11.4%	1,039	867	-16.6%
Other	633	300	-52.6%	513	390	-24.0%	358	297	-17.0%	466	410	-12.0%	6,179	4,046	-34.5%
US/HAWAII	8,785	8,928	1.6%	7,859	7,095	-9.7%	8,480	6,132	-27.7%	7,262	5,486	-24.5%	77,933	77,029	-1.2%
CNMI	2,508	2,586	3.1%	1,943	2,580	32.8%	1,295	1,439	11.1%	1,265	1,534	21.3%	16,872	19,106	13.2%
PALAU	378	472	24.9%	376	408	8.5%	234	262	12.0%	357	414	16.0%	3,363	3,557	5.8%
FSM	1,593	1,469	-7.8%	1,331	1,469	10.4%	956	1,202	25.7%	982	1,179	20.1%	12,300	12,098	-1.6%
RMI	179	122	-31.8%	227	217	-4.4%	90	134	48.9%	132	135	2.3%	1,390	1,361	-2.1%
PHILIPPINES	1,262	1,482	17.4%	1,489	1,388	-6.8%	1,138	1,272	11.8%	1,940	2,009	3.6%	14,629	16,314	11.5%
AUSTRALIA	102	89	-12.7%	170	105	-38.2%	130	201	54.6%	204	124	-39.2%	2,035	1,858	-8.7%
EUROPE	152	192	26.3%	183	164	-10.4%	122	172	41.0%	162	131	-19.1%	1,732	1,788	3.2%
HONG KONG	559	420	-24.9%	585	362	-38.1%	433	345	-20.3%	501	278	-44.5%	5,060	4,645	-8.2%
RUSSIA	231	306	32.5%	124	191	54.0%	124	219	76.6%	419	120	-71.4%	3,302	3,608	9.3%
SINGAPORE	73	124	69.9%	84	72	-14.3%	60	226	276.7%	90	104	15.6%	785	1,321	68.3%
INDIA	51	7	-86.3%	26	14	-46.2%	10	12	20.0%	12	14	16.7%	194	130	-33.0%
MALAYSIA	16	19	18.8%	20	35	75.0%	27	15	-44.4%	43	16	-62.8%	266	315	18.4%
OTHER/UNKNOWN	206	844	309.7%	350	776	121.7%	232	705	203.9%	249	637	155.8%	6,834	5,140	-24.8%
SEA ARRIVALS (CIV & MIL)	379	482	27.2%	1,529	311	-79.7%	135	1,202	790.4%	727	3,110	327.8%	14,001	9,884	-29.4%
TOTAL	131,594	136,878	4.0%	145,817	159,856	9.6%	113,065	137,680	21.8%	121,656	134,830	10.8%	1,270,054	1,365,270	7.5%

Guam Visitors Bureau 4th Quarter Visitor Profile



Category by Market	FY'2018 Q4 (Jul - Sep '18)	FY'2019 Q4 (Jul - Sep '19)	% from LY	FYTD 2018 (Oct '17 - Sep '18)	FYTD 2019 (Oct '18 - Sep '19)	% from LY
Total Expenditures (On island + Prepaid) Per Person	\$ 1,467.57	\$ 1,528.94	4.2%	\$ 1,199.44	\$ 1,386.71	15.6%
Japan	\$ 1,574.82	\$ 1,280.56	-18.7%	\$ 1,498.91	\$ 1,315.64	-12.2%
Korea	\$ 1,563.89	\$ 1,126.92	-27.9%	\$ 1,088.17	\$ 1,259.37	15.7%
Taiwan	\$ 1,840.68	\$ 1,528.59	-17.0%	\$ 2,174.21	\$ 1,633.64	-24.9%
Philippines	\$ 1,284.16	\$ 1,049.19	-18.3%	\$ 1,168.95	\$ 1,021.50	-12.6%
Hong Kong	\$ 2,205.24	\$ 1,653.14	-25.0%	\$ 2,082.34	\$ 1,782.16	-14.4%
USA	-	\$ 2,863.78	-	-	\$ 2,860.95	-
On island Expenditures Per Person	\$ 553.14	\$ 830.94	50.2%	\$ 400.95	\$ 648.55	61.8%
Japan	\$ 512.52	\$ 563.83	10.0%	\$ 527.47	\$ 559.57	6.1%
Korea	\$ 646.02	\$ 574.61	-11.1%	\$ 333.44	\$ 590.13	77.0%
Taiwan	\$ 632.37	\$ 734.89	16.2%	\$ 854.09	\$ 865.84	1.4%
Philippines	\$ 675.24	\$ 713.72	5.7%	\$ 585.55	\$ 671.06	14.6%
Hong Kong	\$ 948.11	\$ 882.99	-6.9%	\$ 935.20	\$ 901.13	-3.6%
USA	-	\$ 1,893.56	-	-	\$ 1,645.11	-
Prepaid Expenditures Per Person	\$ 914.02	\$ 1,034.13	13.1%	\$ 798.26	\$ 831.16	4.1%
Japan	\$ 1,062.02	\$ 768.01	-27.7%	\$ 971.25	\$ 724.87	-25.4%
Korea	\$ 917.42	\$ 717.48	-21.8%	\$ 754.38	\$ 782.37	3.7%
Taiwan	\$ 1,208.31	\$ 977.61	-19.1%	\$ 1,322.48	\$ 991.34	-25.0%
Philippines	\$ 603.32	\$ 427.65	-29.1%	\$ 581.65	\$ 541.64	-6.9%
Hong Kong	\$ 1,257.13	\$ 882.17	-29.8%	\$ 1,146.11	\$ 921.49	-19.6%
USA	-	\$ 2,240.40	-	-	\$ 1,971.58	-
Per Person Per Day Spending	\$ 154.46	\$ 176.50	14.3%	\$ 114.44	\$ 167.23	46.1%
Japan	\$ 157.68	\$ 171.46	8.7%	\$ 169.87	\$ 180.50	6.3%
Korea	\$ 171.60	\$ 149.66	-12.8%	\$ 83.57	\$ 147.82	76.9%
Taiwan	\$ 148.28	\$ 175.09	18.1%	\$ 205.37	\$ 254.40	23.9%
Philippines	\$ 169.10	\$ 175.80	4.0%	\$ 149.80	\$ 165.42	10.4%
Hong Kong	\$ 225.03	\$ 166.25	-26.1%	\$ 249.18	\$ 249.24	0.0%
USA	-	\$ 242.08	-	-	\$ 193.44	-
Average Length of Stay (Days)	3.60	6.01	67.1%	4.66	4.73	1.3%
Japan	3.49	3.31	-5.2%	3.33	3.32	-0.3%
Korea	4.04	4.61	14.1%	6.14	4.69	-23.6%
Taiwan	4.51	4.76	5.5%	4.48	4.58	2.2%
Philippines	6.42	6.08	-5.3%	5.87	5.40	-8.0%
Hong Kong	4.67	4.14	-11.3%	4.16	3.98	-4.3%
USA	-	14.28	-	-	14.91	-
Seat Capacity (Seats)	539,083	590,469	9.5%	2,118,040	2,249,876	6.2%
Japan	184,673	233,309	26.3%	714,713	859,608	20.3%
Korea	227,340	222,608	-2.1%	877,648	856,700	-2.4%
Taiwan	10,428	10,270	-1.5%	37,595	40,272	7.1%
Philippines	34,028	39,630	16.5%	145,776	152,460	4.6%
Hong Kong	6,136	6,426	4.7%	25,408	31,602	24.4%
USA	33,488	33,852	1.1%	132,860	133,588	0.5%
Other	42,990	44,374	3.2%	184,040	175,646	-4.6%

Source: Guam Visitors Bureau Exit Surveys and Dilo Mi: Market Intelligence for the Aviation Industry

Note : As of January 2019, Expenditures will have slightly varied results in comparison to previous years, due to the implementation of a revised Exit Survey questionnaire.