

Guam Visitors Bureau • Setbision Bisitan Guahan

JANUARY 2013 VISITOR STATISTICS

January Arrivals Remained Unchanged

January 2013 116,558 visitor arrivals remained unchanged compared to last year (116,588). The 2012 Lunar New Year celebration took place in January 2012, this year the holiday will fall in February 2013.

Arrivals from Japan slipped 2.2% to 78,841 visitors compared to 80,638 last year. Growth from Korea was robust, up 39.1% with 22,962 visitors. Taiwan (-52.1%) and China, P.R.C. (-78.4%) reported sharp declines attributed to the change in the Chinese New Year holiday.

Fifteen (15) additional flights equating to 3,003 more seats from Taipei, Shanghai, Beijing, Dalian and Hong Kong is scheduled for the Lunar New Year February 2013 holiday period.

Fiscal year-to-date arrivals recorded a 9.2% increase (447,749 vs. 409,905).

Japan Overseas Travel in 2012 Breaks 18 Million

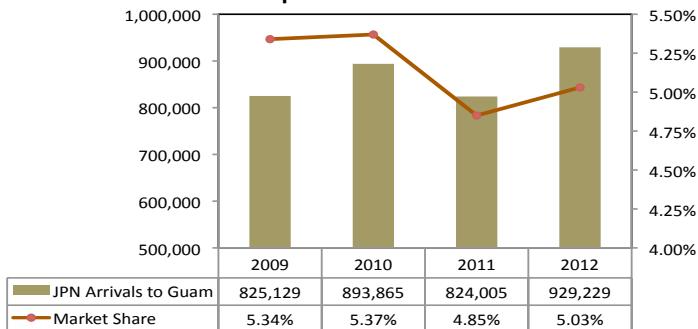
For the first time, the total number of Japanese traveling overseas surpassed the 18 million mark. According to the Japan National Tourist Organization (JNTO), 18,490,638 people traveled overseas in 2012. The figure represents an 8.8% increase compared to 16,994,200 in 2011. The highest outbound tally was recorded in 2000 with 17,818,590.

The number of outbound travelers from January through June 2012 was 8,964,605, an increase of 17.5% year-over-year. The rebound of Japan overseas travel (JOT) after temporary sluggishness following the March 11th triple disasters contributed to the double-digit gains. In the second half of the year from July through December 2012, JOT reached 9,526,033 exceeding the figure in the first half of the year, but the growth rate fell single digits to 1.7% compared to the same period last year.

A survey by the Japanese government revealed that 64% of consumers are giving more priority to spiritual fulfillment. "Since the Great East Japan earthquake, there has been an increased tendency among people to place importance on human bonds and relations with family members," said the government. Some 37.7% said they want to focus on their lives, giving priority to leisure and recreational activities, including travel. Much of the travel in 2012 was fuelled by consumers' renewed attitudes in their appreciation for family and friends.

In 2012, Guam welcomed 929,229 arrivals from Japan, up 12.8% from 2011's 824,005. Guam's market share also improved from 4.85% in 2011 to 5.03% in 2012.

Japan Arrivals & Market Share



VISITOR ARRIVAL STATISTICS

	JAN 12	JAN 13	% LY
Civilian Air Arrivals	114,686	114,298	-0.3%
Civilian Sea Arrivals	452	464	2.7%
Armed Forces Air Arrivals	1,450	1,796	23.9%
Armed Forces Sea Arrivals	n.a.	n.a.	-
TOTAL VISITOR ARRIVALS¹	116,588	116,558	0.0%
Air Arrivals (Civilian & Armed Forces)			
By Country of Residence	JAN 12	JAN 13	% LY
JAPAN	80,638	78,841	-2.2%
KOREA	16,507	22,962	39.1%
TAIWAN	7,015	3,362	-52.1%
CHINA, P.R.C.	2,519	545	-78.4%
U.S. MAINLAND	4,124	3,938	-4.5%
HAWAII	867	935	7.8%
CNMI	1,144	1,110	-3.0%
PALAU	221	184	-16.7%
FSM	753	681	-9.6%
RMI	44	49	11.4%
PHILIPPINES	463	500	8.0%
AUSTRALIA	340	411	20.9%
CANADA	67	66	-1.5%
EUROPE	125	171	36.8%
HONG KONG	747	886	18.6%
THAILAND	16	25	56.3%
VIETNAM	16	14	-12.5%
RUSSIA	201	1,074	434.3%
OTHER/UNKNOWN	329	340	3.3%
TOTAL AIR ARRIVALS	116,136	116,094	0.0%
Calendar YTD Arrivals			
	CY2012	CY2013	% Chg
January	116,588	116,558	0.0%
Fiscal YTD Arrivals			
	FY2012	FY2013	% Chg
October-January	409,905	447,749	9.2%
VISITOR INDUSTRY STATISTICS			
	JAN 12	JAN 13	% LY
JGTA Air Arrivals	71,448	69,266	-3.1%
WTD Hotel Occupancy Rate	86%	87%	1 point
WTD Hotel Room Rate	\$131	\$136	3.8%
Hotel Occupancy Tax	\$2,703,694.50	\$2,624,702.41	-2.9%

Source: ¹Civilian air & sea and Armed Forces arrivals. Customs & Agriculture Declaration Form, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau Research Department. ²Japan Guam Travel Association ³Guam Hotel & Restaurant Association Weighted Averages ⁴Division of Accounts, Department of Administration, Government of Guam. Hotel occupancy taxes are unaudited.

JAPAN	2012	2013	% from LY
January	80,638	78,841	-2.2%
February	84,870		
March	99,541		
April	61,077		
May	55,457		
June	64,018		
July	76,745		
August	97,982		
September	79,900		
October	70,612		
November	77,659		
December	80,730		
Total	929,229	78,841	

KANTO (TOKYO)	2012	2013	% from LY
January	37,940	36,227	-4.5%
February	39,855		
March	49,825		
April	30,974		
May	26,863		
June	31,199		
July	41,548		
August	55,698		
September	43,071		
October	35,465		
November	35,684		
December	36,036		
Total	464,158	36,277	

CHUBU (NAGOYA)	2012	2013	% from LY
January	9,784	9,626	-1.6%
February	10,548		
March	12,330		
April	8,287		
May	7,367		
June	9,568		
July	9,220		
August	10,770		
September	7,594		
October	8,603		
November	9,928		
December	11,235		
Total	115,234	9,626	

KINKI (OSAKA)	2012	2013	% from LY
January	17,002	16,476	-3.1%
February	17,465		
March	19,523		
April	11,667		
May	10,531		
June	12,143		
July	13,241		
August	18,200		
September	15,798		
October	12,324		
November	15,174		
December	17,223		
Total	180,291	16,476	

KOSHINETSU	2012	2013	% from LY
January	2,493	2,520	1.1%
February	2,458		
March	2,691		
April	1,382		
May	1,449		
June	1,531		
July	1,403		
August	1,638		
September	1,583		
October	1,600		
November	3,033		
December	2,505		
Total	23,766	2,520	

HOKURIKU	2012	2013	% from LY
January	1,088	848	-22.1%
February	1,352		
March	1,510		
April	803		
May	976		
June	928		
July	952		
August	787		
September	756		
October	858		
November	1,115		
December	1,133		
Total	12,258	848	

TOHOKU	2012	2013	% from LY
January	2,861	3,384	18.3%
February	3,267		
March	3,424		
April	1,933		
May	1,880		
June	2,178		
July	2,367		
August	2,327		
September	1,933		
October	2,538		
November	3,368		
December	2,746		
Total	30,822	3,384	

KYUSHU	2012	2013	% from LY
January	2,515	2,191	-12.9%
February	2,955		
March	3,384		
April	1,734		
May	2,176		
June	2,183		
July	2,619		
August	2,398		
September	1,969		
October	2,229		
November	2,813		
December	3,191		
Total	30,166	2,191	

CHUGOKU	2012	2013	% from LY
January	2,255	2,039	-9.6%
February	2,401		
March	2,797		
April	1,585		
May	1,689		
June	1,679		
July	2,053		
August	2,247		
September	2,194		
October	2,561		
November	2,107		
December	2,406		
Total	25,974	2,039	

HOKKAIDO	2012	2013	% from LY
January	3,135	2,698	-13.9%
February	2,410		
March	2,037		
April	1,320		
May	903		
June	967		
July	1,007		
August	847		
September	1,029		
October	1,577		
November	1,555		
December	1,354		
Total	18,141	2,698	

SHIKOKU	2012	2013	% from LY
January	1,021	975	-4.5%
February	1,128		
March	1,182		
April	618		
May	727		
June	720		
July	1,025		
August	1,128		
September	1,663		
October	952		
November	1,169		
December	1,282		
Total	12,615	975	

OKINAWA/MIYA	2012	2013	% from LY
January	455	457	0.4%
February	849		
March	510		
April	610		
May	583		
June	692		
July	768		
August	854		
September	574		
October	443		
November	304		
December	231		
Total	6,873	457	

OTHER	2012	2013	% from LY
January	89	1,400	1473.0%
February	182		
March	328		
April	164		
May	313		
June	230		
July	542		
August	1,088		
September	1,736		
October	1,462		
November	1,409		
December	1,388		
Total	8,931	1,400	

KOREA	2012	2013	% from LY
January	16,507	22,962	39.1%
February	13,651		
March	10,751		
April	11,480		
May	11,613		
June	15,118		
July	17,466		
August	18,106		
September	12,855		
October	16,122		
November	17,696		
December	21,464		
Total	182,829	22,962	

SEOUL	2012	2013	% from LY
January	8,334	10,418	25.01%
February	7,358		
March	5,579		
April	6,000		
May	6,297		
June	7,455		
July	9,300		
August	9,218		
September	6,844		
October	8,047		
November	8,757		
December	10,697		
Total	93,886	10,418	

INCHEON	2012	2013	% from LY
January	882	1,382	56.7%
February	772		
March	689		
April	732		
May	743		
June	920		
July	992		
August	1,006		
September	816		
October	1,133		
November	1,106		
December	1,140		
Total	10,931	1,382	

CHUNGBUK	2012	2013	% from LY
January	216	471	118.1%
February	194		
March	140		
April	181		
May	167		
June	231		
July	240		
August	232		
September	156		
October	262		
November	234		
December	292		
Total	2,545	471	

CHUNGNAM	2012	2013	% from LY
January	485	866	78.6%
February	475		
March	368		
April	336		
May	313		
June	584		
July	507		
August	622		
September	492		
October	560		
November	562		
December	738		
Total	6,042	866	

GANGWON	2012	2013	% from LY
January	306	462	51.0%
February	155		
March	134		
April	144		
May	144		
June	134		
July	105		
August	127		
September	134		
October	182		
November	165		
December	158		
Total	1,888	462	

JEONBUK	2012	2013	% from LY
January	326	349	7.1%
February	281		
March	141		
April	131		
May	137		
June	176		
July	221		
August	212		
September	100		
October	137		
November	250		
December	233		
Total	2,345	349	

GYEONBUK	2012	2013	% from LY
January	511	816	59.7%
February	294		
March	290		
April	361		
May	272		
June	458		
July	489		
August	493		
September	255		
October	522		
November	503		
December	663		
Total	5,111	816	

GYEONGGI	2012	2013	% from LY
January	3,620	5,119	41.4%
February	3,067		
March	2,508		
April	2,540		
May	2,495		
June	3,631		
July	3,656		
August	3,707		
September	2,988		
October	3,598		
November	3,824		
December	4,887		
Total	40,521	5,119	

JEONNAM	2012	2013	% from LY
January	391	481	23.0%
February	256		
March	221		
April	204		
May	234		
June	335		
July	246		
August	360		
September	157		
October	308		
November	337		
December	414		
Total	3,463	481	

GYEONGNAM	2012	2013	% from LY
January	993	1,450	46.0%
February	458		
March	388		
April	474		
May	541		
June	732		
July	1,016		
August	1,346		
September	467		
October	640		
November	1,162		
December	1,250		
Total	9,467	1,450	

OTHER	2012	2013	% from LY
January	443	1,148	159.1%
February	341		
March	293		
April	377		
May	270		
June	462		
July	694		
August	783		
September	446		
October	733		
November	796		
December	992		
Total	6,630	1,148	

TAIWAN	2012	2013	% from LY
January	7,015	3,362	-52.1%
February	3,816		
March	3,255		
April	3,963		
May	3,196		
June	4,001		
July	5,536		
August	4,541		
September	3,646		
October	3,688		
November	2,951		
December	3,536		
Total	49,144	3,362	

TAIPEI	2012	2013	% from LY
January	4,261	1,849	-56.6%
February	2,509		
March	2,264		
April	2,344		
May	2,020		
June	2,416		
July	2,980		
August	2,399		
September	2,116		
October	2,029		
November	1,606		
December	2,079		
Total	29,023	1,849	

KAOHSIUNG	2012	2013	% from LY
January	447	293	-34.5%
February	306		
March	188		
April	291		
May	214		
June	277		
July	372		
August	321		
September	225		
October	342		
November	231		
December	188		
Total	3,402	293	

TAICHUNG	2012	2013	% from LY
January	1,039	467	-55.1%
February	445		
March	440		
April	629		
May	410		
June	589		
July	954		
August	915		
September	475		
October	601		
November	506		
December	527		
Total	7,530	467	

TAOYUAN, MIAOLI,

HSINEHU	2012	2013	% from LY
January	819	360	-56.0%
February	320		
March	204		
April	488		
May	386		
June	426		
July	729		
August	451		
September	336		
October	349		
November	288		
December	339		
Total	5,135	360	

OTHER	2012	2013	% from LY
January	449	393	-12.5%
February	236		
March	159		
April	211		
May	166		
June	293		
July	501		
August	455		
September	494		
October	367		
November	320		
December	403		
Total	4,054	393	

CHINA	2012	2013	% from LY
January	2,519	545	-78.4%
February	340		
March	420		
April	509		
May	453		
June	420		
July	642		
August	1,019		
September	655		
October	1,087		
November	397		
December	478		
Total	8,939	545	

BEIJING)	2012	2013	% from LY
January	721	193	-73.2%
February	111		
March	98		
April	103		
May	114		
June	101		
July	217		
August	217		
September	158		
October	135		
November	47		
December	93		
Total	2,115	193	

SHANGHAI	2012	2013	% from LY
January	898	170	-81.1%
February	57		
March	148		
April	148		
May	104		
June	106		
July	111		
August	536		
September	283		
October	333		
November	98		
December	185		
Total	3,007	170	

GUANGZHOU	2012	2013	% from LY
January	73	42	-42.5%
February	21		
March	9		
April	57		
May	15		
June	21		
July	69		
August	37		
September	46		
October	72		
November	47		
December	6		
Total	473	42	

OTHER	2012	2013	% from LY
January	827	140	-83.1%
February	151		
March	165		
April	201		
May	220		
June	192		
July	245		
August	229		
September	168		
October	547		
November	205		
December	194		
Total	3,344	140	

U.S. MAINLAND	2012	2013	% from LY
January	4,124	3,938	-4.5%
February	4,096		
March	4,758		
April	3,955		
May	4,844		
June	4,137		
July	4,651		
August	3,898		
September	5,626		
October	3,743		
November	3,746		
December	3,743		
Total	51,321	3,938	

HAWAII	2012	2013	% from LY
January	867	935	7.8%
February	780		
March	1,082		
April	1,014		
May	1,037		
June	1,206		
July	914		
August	784		
September	1,067		
October	871		
November	913		
December	762		
Total	11,297	935	

CNMI	2012	2013	% from LY
January	1,144	1,110	-3.0%
February	1,059		
March	1,451		
April	1,237		
May	1,408		
June	1,844		
July	1,862		
August	1,724		
September	1,036		
October	1,206		
November	1,454		
December	1,292		
Total	16,717	1,110	

PALAU	2012	2013	% from LY
January	221	184	-16.7%
February	226		
March	305		
April	295		
May	312		
June	382		
July	342		
August	312		
September	259		
October	327		
November	212		
December	226		
Total	3,419	184	

FSM	2012	2013	% from LY
January	753	681	-9.6%
February	664		
March	779		
April	715		
May	903		
June	1,093		
July	912		
August	1,026		
September	749		
October	901		
November	722		
December	852		
Total	10,069	681	

RMI	2012	2013	% from LY
January	44	49	11.4%
February	55		
March	170		
April	91		
May	85		
June	83		
July	108		
August	92		
September	126		
October	130		
November	100		
December	68		
Total	1,152	49	

PHILIPPINES	2012	2013	% from LY
January	463	500	8.0%
February	527		
March	767		
April	1,219		
May	1,240		
June	794		
July	767		
August	658		
September	816		
October	1,419		
November	835		
December	978		
Total	10,483	500	

AUSTRALIA	2012	2013	% from LY
January	340	411	20.9%
February	571		
March	366		
April	433		
May	253		
June	224		
July	239		
August	256		
September	390		
October	321		
November	148		
December	222		
Total	3,763	411	

CANADA	2012	2013	% from LY
January	67	66	-1.5%
February	69		
March	85		
April	62		
May	63		
June	59		
July	44		
August	33		
September	50		
October	112		
November	72		
December	98		
Total	814	66	

EUROPE	2012	2013	% from LY
January	125	171	36.8%
February	130		
March	169		
April	168		
May	85		
June	119		
July	118		
August	155		
September	113		
October	168		
November	153		
December	180		
Total	1,683	171	

HONG KONG	2012	2013	% from LY
January	747	886	18.6%
February	692		
March	622		
April	605		
May	647		
June	632		
July	648		
August	606		
September	630		
October	746		
November	999		
December	1,035		
Total	8,609	886	

THAILAND	2012	2013	% from LY
January	16	25	56.3%
February	32		
March	53		
April	29		
May	27		
June	38		
July	70		
August	18		
September	29		
October	24		
November	17		
December	30		
Total	383	25	

VIETNAM	2012	2013	% from LY
January	16	14	-12.5%
February	14		
March	9		
April	3		
May	0		
June	17		
July	15		
August	3		
September	22		
October	6		
November	5		
December	5		
Total	115	14	

RUSSIA	2012	2013	% from LY
January	201	1,074	434.3%
February	135		
March	302		
April	287		
May	282		
June	374		
July	427		
August	371		
September	308		
October	361		
November	421		
December	571		
Total	4,040	1,074	

OTHER	2012	2013	% from LY
January	329	340	3.3%
February	388		
March	433		
April	328		
May	325		
June	361		
July	384		
August	368		
September	451		
October	486		
November	400		
December	382		
Total	4,635	340	

VISITOR ARRIVALS (AIR & SEA)	2007	2008	2009	2010	2011	2012	2013	% from LY
January	109,073	108,100	98,298	103,262	109,055	116,588	116,558	0.0%
February	106,999	104,350	93,455	109,321	110,839	112,129		
March	108,204	106,561	100,940	109,797	108,702	126,376		
April	90,385	86,887	80,706	82,756	70,894	87,806		
May	86,393	91,490	71,897	88,492	70,471	82,697		
June	99,277	94,882	60,100	85,635	75,693	94,948		
July	111,310	106,833	97,650	110,808	99,586	111,970		
August	128,923	104,879	103,577	120,149	120,788	131,988		
September	92,364	83,298	92,126	106,515	100,433	112,342		
October	91,312	86,213	78,311	88,964	90,276	104,334		
November	96,571	80,552	81,928	94,787	99,345	109,133		
December	104,083	87,734	93,883	96,922	103,696	117,724		
Calendar Year Total	1,224,894	1,141,779	1,052,871	1,197,408	1,159,778	1,308,035	116,558	
% from LY	1.1%	-6.8%	-7.8%	13.7%	-3.1%	12.8%		
Fiscal Year Total	1,223,290	1,179,246	1,053,248	1,170,857	1,147,134	1,270,161	447,749	
% from LY	0.5%	-3.6%	-10.7%	11.2%	-2.0%	10.7%		

AIR ARRIVALS**SEA ARRIVALS**

	2012	2013	% from LY	2012	2013	% from LY
January	116,136	116,094	0.0%	452	464	2.7%
February	112,115			14		
March	125,318			1,058		
April	87,470			336		
May	82,230			467		
June	94,920			28		
July	111,890			80		
August	131,952			36		
September	108,728			3,614		
October	102,330			2,004		
November	108,900			233		
December	116,652			1,072		
TOTAL	1,298,641	116,094		9,394	464	

Source: Civilian air & sea and Armed Forces air arrivals. Customs & Agriculture Declaration Form, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau. Armed Forces sea arrivals are compiled by the Navy Port Control until September 2008. Armed Forces sea arrivals by place of residence is not available. Monthly air and sea statistics illustrate Civilian and Armed Forces visitors. A detailed breakdown is available upon request. Note: *Revised, ^ppreliminary *Does not include military sea arrivals.

	2008	2009	2010	2011	2012	2013	% from LY
January	\$2,171,613.34	\$1,856,616.47	\$1,956,666.60	\$2,021,235.50	\$2,703,694.50	\$2,624,702.41	-2.9%
February	\$2,230,705.64	\$2,000,489.12	\$2,154,982.68	\$2,416,005.07	\$2,697,697.61		
March	\$1,839,584.01	\$1,763,475.18	\$1,966,819.54	\$2,304,934.86	\$2,292,825.58		
April	\$1,887,701.23	\$1,751,672.89	\$1,910,006.36	\$2,062,094.17	\$2,424,740.37		
May	\$1,599,861.56	\$1,324,195.04	\$1,392,834.26	\$1,512,829.67	\$1,710,483.38		
June	\$1,720,492.09	\$1,235,752.19	\$1,559,729.58	\$1,554,241.98	\$1,737,013.72		
July	\$1,454,972.94	\$1,201,337.17	\$1,624,499.48	\$1,304,006.04	\$1,785,387.33		
August	\$1,848,029.91	\$1,622,792.69	\$1,980,481.70	\$1,980,407.69	\$2,214,837.44		
September	\$2,417,625.56	\$2,200,784.93	\$2,709,544.63	\$2,816,686.74	\$3,155,620.48		
October	\$1,397,577.05	\$1,451,511.24	\$1,995,270.65	\$1,813,320.21	\$2,229,314.45		
November	\$1,338,695.55	\$1,490,651.69	\$1,248,525.32	\$1,531,689.28	\$1,959,839.78		
December	\$1,501,822.61	\$1,491,700.24	\$1,662,134.98	\$1,644,146.64	\$1,848,254.12		
Calendar Year Total	\$21,408,681.49	\$19,390,978.85	\$22,161,495.78	\$22,961,597.85	\$26,759,708.76		
% from LY	0.8%	-9.4%	14.3%	3.6%	16.5%		

	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
FY TOTAL	\$21,594,320.73	\$19,195,210.89	\$21,689,428.00	\$22,878,372.67	\$25,711,456.54	\$2,624,702.41
% from LY	2.6%	-11.1%	13.0%	5.5%	12.4%	

CALENDAR YEAR HIGH MONTH:	September	September	September	September	September
	\$2,417,625.56	\$2,200,784.93	\$2,709,544.63	\$2,816,686.74	\$3,155,620.48

CALENDAR YEAR LOW MONTH:	November	July	November	July	May
	\$1,338,695.55	\$1,201,337.17	\$1,248,525.32	\$1,304,006.04	\$1,710,483.38

FISCAL YEAR HIGH MONTH:	September	September	September	September	September	January
	\$2,417,625.56	\$2,200,784.93	\$2,709,544.63	\$2,816,686.74	\$3,155,620.48	\$2,624,702.41

FISCAL YEAR LOW MONTH:	October	July	May	November	November	December
	\$1,319,123.14	\$1,201,337.17	\$1,392,834.26	\$1,248,525.32	\$1,531,689.28	\$1,848,254.12

Source: Division of Accounts, Department of Administration, Government of Guam. Note: Hotel occupancy tax collections are unaudited.