



**GUAM VISITORS BUREAU** Visitor Arrival Summary  
MARCH 2014  
SETBISION BISITAN GUAHAN

	Mar-13	Mar-14	% from LY
Civilian Air Arrivals <sup>a</sup>	134,788	129,790	-3.7%
Civilian Sea Arrivals <sup>a</sup>	638	37	-94.2%
Armed Forces Air Arrivals <sup>a</sup>	1,211	1,281	5.8%
Armed Forces Sea Arrivals <sup>a</sup>	91	145 <sup>r</sup>	59.3%
<b>TOTAL VISITOR ARRIVALS</b>	<b>136,728</b>	<b>131,253</b>	<b>-4.0%</b>

<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	Mar-13	Mar-14	% from LY
<b>JAPAN</b>	<b>105,280</b>	<b>92,749</b>	<b>-11.9%</b>
Kanto (Tokyo)	51,998	42,188 <sup>r</sup>	-18.9%
Chubu (Nagoya)	12,777	12,427 <sup>r</sup>	-2.7%
Kinki (Osaka)	18,775	17,918	-4.6%
Koshinetsu	2,877	2,644	-8.1%
Hokuriko	1,603	1,409	-12.1%
Tohoku	3,969	3,271	-17.6%
Kyushu	4,718	5,278	11.9%
Chugoku	2,949	3,195	8.3%
Hokkaido	2,215	1,895	-14.4%
Shikoku	1,352	1,221	-9.7%
Okinawa/Miya	248	272	9.7%
Other	1,799	1,031	-42.7%
<b>KOREA</b>	<b>16,327</b>	<b>21,600</b>	<b>32.3%</b>
Seoul	8,017	10,303	28.5%
Incheon	1,021	1,557	52.5%
Chungbuk	260	378	45.4%
Chungnam	530	823	55.3%
Gangwon	164	231	40.9%
Jeonbuk	197	276	40.1%
Gyeonbuk	507	659	30.0%
Gyeonggi	3,572	4,783	33.9%
Jeonnam	310	428	38.1%
Gyeongnam	1,098	1,462	33.2%
Other	651	700	7.5%
<b>TAIWAN</b>	<b>3,212</b>	<b>3,241</b>	<b>0.9%</b>
Taipei	1,797	1,644	-8.5%
Kaohsiung	267	276	3.4%
Taichung	506	542	7.1%
Taoyuan, Miaoli, Hsinehu	300	487	62.3%
Other	342	292	-14.6%
<b>CHINA</b>	<b>448</b>	<b>628</b>	<b>40.2%</b>
Beijing	94	112	19.1%
Shanghai	144	131	-9.0%
Guangzhou	36	73	102.8%
Other	174	312	79.3%
<b>U.S. MAINLAND</b>	<b>4,198</b>	<b>4,597</b>	<b>9.5%</b>
<b>HAWAII</b>	<b>687</b>	<b>1,162</b>	<b>69.1%</b>
<b>CNMI</b>	<b>1,282</b>	<b>1,405</b>	<b>9.6%</b>
<b>PALAU</b>	<b>205</b>	<b>235</b>	<b>14.6%</b>
<b>FSM</b>	<b>755</b>	<b>787</b>	<b>4.2%</b>
<b>RMI</b>	<b>74</b>	<b>68</b>	<b>-8.1%</b>
<b>PHILIPPINES</b>	<b>961</b>	<b>893</b>	<b>-7.1%</b>
<b>AUSTRALIA</b>	<b>264</b>	<b>306</b>	<b>15.9%</b>
<b>CANADA</b>	<b>67</b>	<b>98</b>	<b>46.3%</b>
<b>EUROPE</b>	<b>267</b>	<b>211</b>	<b>-21.0%</b>
<b>HONG KONG</b>	<b>696</b>	<b>728</b>	<b>4.6%</b>
<b>THAILAND</b>	<b>42</b>	<b>56</b>	<b>33.3%</b>
<b>VIETNAM</b>	<b>6</b>	<b>3</b>	<b>-50.0%</b>
<b>RUSSIA</b>	<b>761</b>	<b>1,783</b>	<b>134.3%</b>
<b>OTHER/UNKNOWN</b>	<b>467</b>	<b>521</b>	<b>11.6%</b>

**VISITOR INDUSTRY STATISTICS**

<b>JGTA<sup>a</sup> Air Arrivals</b>	<b>93,971</b>	<b>81,981</b>	<b>-12.8%</b>
<b>Hotel Occupancy Taxes<sup>c</sup></b>	<b>\$2,629,475.48</b>	<b>\$3,850,282.14</b>	<b>46.4%</b>
<b>Weighted Hotel Occupancy Rate<sup>d</sup></b>	<b>88%</b>	<b>88%</b>	<b>-</b>
<b>Weighted Hotel Room Rate<sup>d</sup></b>	<b>\$133</b>	<b>\$147</b>	<b>10.5%</b>

**Guam Visitors Bureau**  
**MARCH 2014 Visitor Arrival Summary**  
**Calendar Year-to-Date 2013/14 • Fiscal Year-to-Date 2013/14**

	CYTD 2013 (Jan - Mar '13)	CYTD 2014 (Jan - Mar '14)	% from LY	FYTD 2013 (Oct '12 - Mar '13)	FYTD 2014 (Oct '13 - Mar '14)	% from LY
Air Arrivals <sup>a</sup>	373,917	364,146	-2.6%	701,799	690,302	-1.6%
Sea Arrivals <sup>a</sup>	1,441	1,215	-15.7%	4,750	3,082	-35.1%
<b>TOTAL VISITOR ARRIVALS</b>	<b>375,358</b>	<b>365,361</b>	<b>-2.7%</b>	<b>706,549</b>	<b>693,384</b>	<b>-1.9%</b>

<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	CYTD 2013 (Jan - Mar '13)	CYTD 2014 (Jan - Mar '14)	% from LY	FYTD 2013 (Oct '12 - Mar '13)	FYTD 2014 (Oct '13 - Mar '14)	% from LY
<b>JAPAN</b>	<b>270,114</b>	<b>237,183</b>	<b>-12.2%</b>	<b>499,115</b>	<b>447,209</b>	<b>-10.4%</b>
Kanto (Tokyo)	128,953	107,486	-16.6%	236,138	200,721	-15.0%
Chubu (Nagoya)	32,936	31,288	-5.0%	62,702	59,697	-4.8%
Kinki (Osaka)	52,319	47,191	-9.8%	97,040	91,805	-5.4%
Koshinetsu	7,953	6,855	-13.8%	15,091	14,527	-3.7%
Hokuriko	3,709	3,620	-2.4%	6,815	6,655	-2.3%
Tohoku	10,945	9,237	-15.6%	19,597	17,309	-11.7%
Kyushu	10,146	10,588	4.4%	18,379	18,477	0.5%
Chugoku	7,520	7,415	-1.4%	14,594	14,833	1.6%
Hokkaido	6,538	6,156	-5.8%	11,024	10,077	-8.6%
Shikoku	3,581	3,259	-9.0%	6,984	6,310	-9.7%
Okinawa/Miya	835	1,047	25.4%	1,813	2,276	25.5%
Other	4,679	3,041	-35.0%	8,938	4,522	-49.4%
<b>KOREA</b>	<b>58,268</b>	<b>73,495</b>	<b>26.1%</b>	<b>113,550</b>	<b>141,582</b>	<b>24.7%</b>
Seoul	28,268	35,119	24.2%	55,769	67,399	20.9%
Incheon	3,468	4,527	30.5%	6,847	8,895	29.9%
Chungbuk	1,004	1,289	28.4%	1,792	2,516	40.4%
Chungnam	1,934	2,687	38.9%	3,794	5,079	33.9%
Gangwon	841	1,005	19.5%	1,346	1,852	37.6%
Jeonbuk	782	1,199	53.3%	1,402	2,143	52.9%
Gyeonbuk	1,705	2,278	33.6%	3,393	4,813	41.9%
Gyeonggi	12,790	16,179	26.5%	25,099	31,561	25.7%
Jeonnam	1,191	1,723	44.7%	2,250	3,234	43.7%
Gyeongnam	3,676	4,567	24.2%	6,728	8,840	31.4%
Other	2,609	2,922	12.0%	5,130	5,250	2.3%
<b>TAIWAN</b>	<b>11,126</b>	<b>12,024</b>	<b>8.1%</b>	<b>21,301</b>	<b>22,948</b>	<b>7.7%</b>
Taipei	6,139	6,403	4.3%	11,853	12,493	5.4%
Kaohsiung	786	866	10.2%	1,547	1,759	13.7%
Taichung	1,810	2,009	11.0%	3,444	4,000	16.1%
Taoyuan, Miaoli, Hsinehu	1,092	1,573	44.0%	2,068	2,623	26.8%
Other	1,299	1,173	-9.7%	2,389	2,073	-13.2%
<b>CHINA</b>	<b>3,789</b>	<b>4,769</b>	<b>25.9%</b>	<b>5,751</b>	<b>7,572</b>	<b>31.7%</b>
Beijing	853	1,242	45.6%	1,128	1,892	67.7%
Shanghai	1,331	1,208	-9.2%	1,947	2,131	9.5%
Guangzhou	142	282	98.6%	267	510	91.0%
Other	1,463	2,037	39.2%	2,409	3,039	26.2%
<b>U.S. MAINLAND</b>	<b>12,005</b>	<b>13,391</b>	<b>11.5%</b>	<b>23,237</b>	<b>24,583</b>	<b>5.8%</b>
<b>HAWAII</b>	<b>2,274</b>	<b>2,874</b>	<b>26.4%</b>	<b>4,820</b>	<b>5,496</b>	<b>14.0%</b>
<b>CNMI</b>	<b>3,550</b>	<b>3,817</b>	<b>7.5%</b>	<b>7,502</b>	<b>8,018</b>	<b>6.9%</b>
<b>PALAU</b>	<b>604</b>	<b>597</b>	<b>-1.2%</b>	<b>1,369</b>	<b>1,276</b>	<b>-6.8%</b>
<b>FSM</b>	<b>2,230</b>	<b>1,954</b>	<b>-12.4%</b>	<b>4,705</b>	<b>4,219</b>	<b>-10.3%</b>
<b>RMI</b>	<b>149</b>	<b>183</b>	<b>22.8%</b>	<b>447</b>	<b>457</b>	<b>2.2%</b>
<b>PHILIPPINES</b>	<b>1,999</b>	<b>2,355</b>	<b>17.8%</b>	<b>5,231</b>	<b>5,943</b>	<b>13.6%</b>
<b>AUSTRALIA</b>	<b>974</b>	<b>1,171</b>	<b>20.2%</b>	<b>1,665</b>	<b>1,936</b>	<b>16.3%</b>
<b>CANADA</b>	<b>225</b>	<b>276</b>	<b>22.7%</b>	<b>507</b>	<b>693</b>	<b>36.7%</b>
<b>EUROPE</b>	<b>633</b>	<b>588</b>	<b>-7.1%</b>	<b>1,134</b>	<b>1,119</b>	<b>-1.3%</b>
<b>HONG KONG</b>	<b>2,253</b>	<b>2,081</b>	<b>-7.6%</b>	<b>5,033</b>	<b>4,782</b>	<b>-5.0%</b>
<b>THAILAND</b>	<b>122</b>	<b>124</b>	<b>1.6%</b>	<b>193</b>	<b>209</b>	<b>8.3%</b>
<b>VIETNAM</b>	<b>24</b>	<b>24</b>	<b>0.0%</b>	<b>40</b>	<b>49</b>	<b>22.5%</b>
<b>RUSSIA</b>	<b>2,331</b>	<b>5,400</b>	<b>131.7%</b>	<b>3,684</b>	<b>8,703</b>	<b>136.2%</b>
<b>OTHER/UNKNOWN</b>	<b>1,247</b>	<b>1,840</b>	<b>47.6%</b>	<b>2,515</b>	<b>3,508</b>	<b>39.5%</b>

**VISITOR INDUSTRY STATISTICS**

<b>JGTA<sup>b</sup> Air Arrivals</b>	<b>241,826</b>	<b>212,934</b>	<b>-11.9%</b>	<b>445,173</b>	<b>400,854</b>	<b>-10.0%</b>
<b>Hotel Occupancy Taxes<sup>c</sup></b>	<b>\$8,086,893.18</b>	<b>\$10,680,144.05</b>	<b>32.1%</b>	<b>\$14,124,301.53</b>	<b>\$16,997,109.42</b>	<b>20.3%</b>
<b>Weighted Hotel Occupancy Rate<sup>d</sup></b>	<b>89%</b>	<b>88%</b>	<b>-1 pt</b>	<b>86%</b>	<b>79%</b>	<b>-7 pts</b>
<b>Weighted Hotel Room Rate<sup>d</sup></b>	<b>\$134</b>	<b>\$155</b>	<b>15.7%</b>	<b>\$128</b>	<b>\$144</b>	<b>12.5%</b>

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2012/3 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, Government of Guam <sup>d</sup>Guam Hotel & Restaurant Association