

October 2016

Arrival Summary

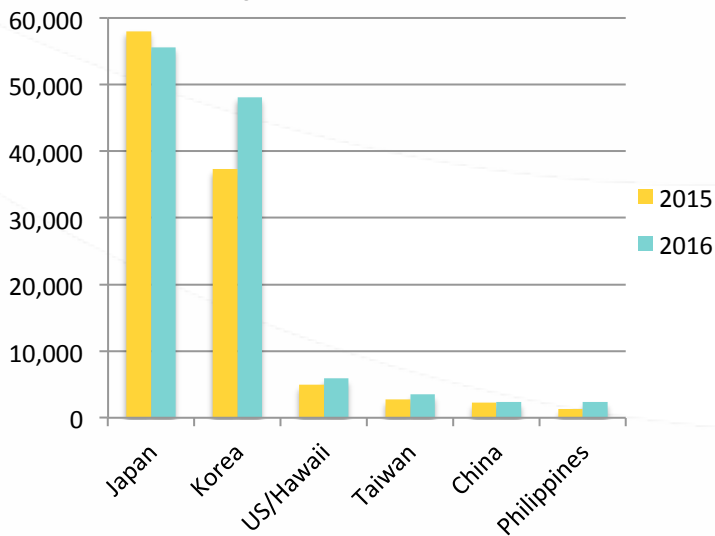
Top 5 Primary Reasons For Trip

- Holiday
- Wedding and/or Honeymoon
- Company Sponsored Travel
- Business Travel
- Visit Friends/Relatives

Best October Ever!

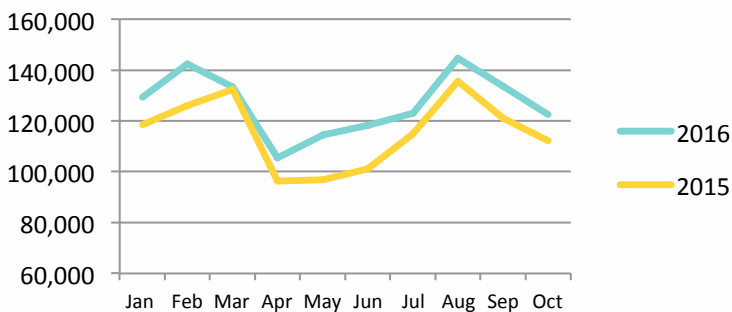
October Arrivals	122,534	9.1%	▲
CYTD Arrivals	1,267,	9.7%	▲

Major Market Arrivals

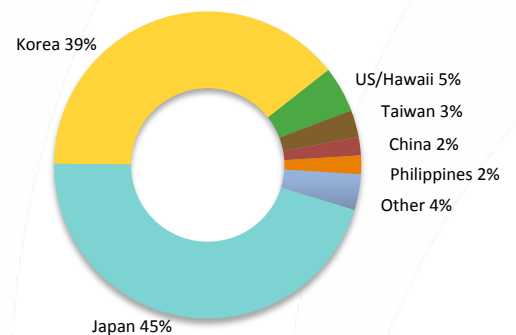


	2015	2016	% to LY
Japan	58,030	55,636	-4.1%
Korea	37,306	48,119	29.0%
US/Hawaii	4,944	5,922	19.8%
Taiwan	2,748	3,499	27.3%
China	2,306	2,355	2.1%
Philippines	1,320	2,406	82.3%

Monthly Arrivals



Major Market Mix



Source: Guam Customs Declaration Forms, Guam Customs & Quarantine Agency





	Oct-15	Oct-16	% from LY
Civilian Air Arrivals ^a	109,735	120,298	9.6%
Civilian Sea Arrivals ^a	1,268	27	-97.9%
Armed Forces Air Arrivals ^a	1,233	2,164	75.5%
Armed Forces Sea Arrivals ^a	56	45	-19.6%
TOTAL VISITOR ARRIVALS	112,292	122,534	9.1%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Oct-15	Oct-16	% from LY
JAPAN	58,030	55,636	-4.1%
Kanto (Tokyo)	29,914	28,256	-5.5%
Chubu (Nagoya)	7,376	6,161	-16.5%
Kinki (Osaka)	10,627	10,603	-0.2%
Koshinetsu	1,427	1,470	3.0%
Hokuriku	824	669	-18.8%
Tohoku	1,833	1,961	7.0%
Kyushu	2,419	2,435	0.7%
Chugoku	1,539	1,617	5.1%
Hokkaido	865	1,067	23.4%
Shikoku	741	755	1.9%
Okinawa/Miya	285	454	59.3%
Other	180	188	4.4%
KOREA	37,306	48,119	29.0%
Seoul	14,951	16,462	10.1%
Incheon	2,101	3,054	45.4%
Chungbuk	657	885	34.7%
Chungnam	1,513	1,967	30.0%
Gangwon	460	619	34.6%
Jeonbuk	521	749	43.8%
Gyeonbuk	1,553	2,319	49.3%
Gyeonggi	7,995	10,398	30.1%
Jeonnam	877	1,256	43.2%
Gyeongnam	5,347	8,272	54.7%
Other	1,331	2,138	60.6%
TAIWAN	2,748	3,499	27.3%
Taipei	1,451	1,833	26.3%
Kaohsiung	177	388	119.2%
Taichung	470	515	9.6%
Taoyuan, Miaoli, Hsinehu	461	500	8.5%
Other	189	263	39.2%
CHINA	2,306	2,355	2.1%
Beijing	517	418	-19.1%
Shanghai	610	656	7.5%
Guangzhou	142	273	92.3%
Other	1,037	1,008	-2.8%
U.S. MAINLAND	4,017	4,575	13.9%
HAWAII	927	1,347	45.3%
CNMI	1,185	1,128	-4.8%
PALAU	654	487	-25.5%
FSM	808	1,005	24.4%
RMI	59	93	57.6%
PHILIPPINES	1,320	2,406	82.3%
AUSTRALIA	204	158	-22.5%
CANADA	65	81	24.6%
EUROPE	151	131	-13.2%
HONG KONG	586	651	11.1%
THAILAND	33	35	6.1%
VIETNAM	22	7	-68.2%
RUSSIA	187	257	37.4%
OTHER/UNKNOWN	360	492	36.7%

VISITOR INDUSTRY STATISTICS

JGTA ^b Air Arrivals	52,886	45,187	-14.6%
Hotel Occupancy Taxes ^c	\$3,060,123.27	\$ 3,644,528.45	19.1%
Weighted Hotel Occupancy Rate ^d	71%	74%	4.2%
Weighted Hotel Room Rate ^d	\$148	\$152	2.7%

Guam Visitors Bureau
OCTOBER 2016 Visitor Arrival Summary
Calendar Year-to-Date 2015/16 • Fiscal Year-to-Date 2016/17

	CYTD 2015 (Jan - Oct '15)	CYTD 2016 (Jan - Oct '16)	% from LY	FYTD 2016 (Oct '15)	FYTD 2017 (Oct '16)	% from LY
Air Arrivals ^a	1,147,136	1,250,482	9.0%	110,968	122,462	10.4%
Sea Arrivals ^a	7,743	16,654	115.1%	1,324	72	-94.6%
TOTAL VISITOR ARRIVALS	1,154,879	1,267,136	9.7%	112,292	122,534	9.1%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2015 (Jan - Oct '15)	CYTD 2016 (Jan - Oct '16)	% from LY	FYTD 2016 (Oct '15)	FYTD 2017 (Oct '16)	% from LY
JAPAN	642,383	619,727	-3.5%	58,030	55,636	-4.1%
Kanto (Tokyo)	319,309	313,201	-1.9%	29,914	28,256	-5.5%
Chubu (Nagoya)	87,087	76,804	-11.8%	7,376	6,161	-16.5%
Kinki (Osaka)	122,620	124,939	1.9%	10,627	10,603	-0.2%
Koshinetsu	13,909	12,635	-9.2%	1,427	1,470	3.0%
Hokuriku	8,355	8,243	-1.3%	824	669	-18.8%
Tohoku	19,724	19,508	-1.1%	1,833	1,961	7.0%
Kyushu	29,041	23,806	-18.0%	2,419	2,435	0.7%
Chugoku	17,361	15,015	-13.5%	1,539	1,617	5.1%
Hokkaido	11,175	11,080	-0.9%	865	1,067	23.4%
Shikoku	8,288	7,980	-3.7%	741	755	1.9%
Okinawa/Miya	3,565	4,206	18.0%	285	454	59.3%
Other	1,949	2,310	18.5%	180	188	4.4%
KOREA	338,731	441,074	30.2%	37,306	48,119	29.0%
Seoul	146,404	166,702	13.9%	14,951	16,462	10.1%
Incheon	20,606	26,312	27.7%	2,101	3,054	45.4%
Chungbuk	5,464	7,665	40.3%	657	885	34.7%
Chungnam	11,899	17,010	43.0%	1,513	1,967	30.0%
Gangwon	3,892	5,041	29.5%	460	619	34.6%
Jeonbuk	4,959	6,398	29.0%	521	749	43.8%
Gyeonbuk	12,411	18,921	52.5%	1,553	2,319	49.3%
Gyeonggi	72,737	94,108	29.4%	7,995	10,398	30.1%
Jeonnam	7,583	11,417	50.6%	877	1,256	43.2%
Gyeongnam	40,858	67,282	64.7%	5,347	8,272	54.7%
Other	11,918	20,218	69.6%	1,331	2,138	60.6%
TAIWAN	35,927	36,007	0.2%	2,748	3,499	27.3%
Taipei	19,248	19,205	-0.2%	1,451	1,833	26.3%
Kaohsiung	2,496	2,614	4.7%	177	388	119.2%
Taichung	6,705	6,916	3.1%	470	515	9.6%
Taoyuan, Miaoli, Hsinehu	4,866	4,778	-1.8%	461	500	8.5%
Other	2,612	2,494	-4.5%	189	263	39.2%
CHINA	21,359	23,981	12.3%	2,306	2,355	2.1%
Beijing	5,166	4,358	-15.6%	517	418	-19.1%
Shanghai	5,556	7,586	36.5%	610	656	7.5%
Guangzhou	1,251	2,091	67.1%	142	273	92.3%
Other	9,386	9,946	6.0%	1,037	1,008	-2.8%
U.S. MAINLAND	47,042	53,335	13.4%	4,017	4,575	13.9%
HAWAII	11,221	12,387	10.4%	927	1,347	45.3%
CNMI	11,446	14,445	26.2%	1,185	1,128	-4.8%
PALAU	3,197	4,141	29.5%	654	487	-25.5%
FSM	7,967	9,298	16.7%	808	1,005	24.4%
RMI	729	1,007	38.1%	59	93	57.6%
PHILIPPINES	9,673	17,036	76.1%	1,320	2,406	82.3%
AUSTRALIA	2,392	1,929	-19.4%	204	158	-22.5%
CANADA	767	807	5.2%	65	81	24.6%
EUROPE	1,320	1,567	18.7%	151	131	-13.2%
HONG KONG	6,473	6,529	0.9%	586	651	11.1%
THAILAND	423	383	-9.5%	33	35	6.1%
VIETNAM	157	147	-6.4%	22	7	-68.2%
RUSSIA	2,421	1,898	-21.6%	187	257	37.4%
OTHER/UNKNOWN	3,508	4,784	36.4%	360	492	36.7%

VISITOR INDUSTRY STATISTICS

JGTA^b Air Arrivals	562,058	504,273	-10.3%	52,886	45,187	-14.6%
Hotel Occupancy Taxes^c	\$31,635,381.70	\$34,801,380.32	10.0%	\$3,060,123.27	\$3,644,528.45	19.1%
Weighted Hotel Occupancy Rate^d	76%	77%	1.3%	71%	74%	4.2%
Weighted Hotel Room Rate^d	\$148	\$166	12.2%	\$148	\$152	2.7%

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2016/17 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, Government of Guam ^dGuam Hotel & Restaurant Association



**DAILY ARRIVAL SUMMARY
OCTOBER 2016**

OCTOBER	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total (Oct. 1-16)
	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
TOTAL CIVIL AIR	3,451	4,242	4,120	3,318	3,489	4,111	3,665	3,923	4,451	4,080	3,653	3,678	3,693	4,151	3,689	4,333	62,047
Japan	1,721	1,420	1,779	1,587	1,655	1,790	1,698	2,192	1,752	1,856	2,087	1,696	1,576	1,849	1,929	1,818	28,405
Korea	1,142	1,898	1,847	1,210	1,272	1,888	1,496	1,215	2,044	1,847	1,072	1,379	1,697	1,834	1,277	1,868	24,986
Taiwan	97	215	-	64	179	10	103	117	245	4	49	322	3	146	113	205	1,872
China, P.R.C.	208	410	245	144	93	47	39	24	31	47	41	3	30	76	32	43	1,513
U.S. Mainland	102	117	95	114	130	95	113	109	117	131	109	118	74	87	118	133	1,762
Hawaii	28	41	23	26	20	30	11	32	38	37	45	49	33	15	34	73	535
CNMI	29	26	27	36	37	56	89	40	34	20	44	24	63	52	41	29	647
Palau	9	3	13	9	17	38	56	27	1	18	12	12	16	31	5	1	268
FSM	25	16	22	32	22	36	-	31	46	40	45	18	58	10	38	38	477
RMI	-	-	-	6	1	9	-	1	-	2	30	-	2	-	7	2	60
Philippines	73	34	17	55	34	58	35	68	62	40	47	36	60	30	23	62	734
Australia	2	4	16	7	2	1	3	-	10	10	4	2	4	-	5	2	72
Canada	2	-	2	-	-	5	3	-	2	2	7	3	2	2	-	1	31
Europe	1	7	8	-	7	13	3	-	6	3	1	1	2	4	2	4	62
Hong Kong	2	30	6	21	4	9	8	42	44	4	45	6	56	3	52	41	373
Thailand	-	6	-	-	1	-	-	-	1	-	2	1	2	-	1	3	17
Vietnam	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Russia	-	-	9	-	5	12	1	10	7	4	2	2	3	1	-	7	63
Other	10	15	11	7	10	14	7	15	11	15	10	6	12	11	12	3	169

Note: October 2016 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau.



**DAILY ARRIVAL SUMMARY
OCTOBER 2016**

OCTOBER	17 Mon	18 Tue	19 ^e Wed	20 Thu	21 Fri	22 Sat	23 Sun	24 ^e Mon	25 Tue	26 Wed	27 Thu	28 Fri	29 Sat	30 Sun	31 Mon	Total
TOTAL CIV^l AIR	4,139	3,630	3,692	3,958	4,315	3,584	4,584	4,112	3,297	3,414	3,930	4,108	3,821	4,088	3,579	120,298
Japan	1,906	2,070	1,644	1,763	1,805	1,919	1,960	1,941	1,557	1,501	1,726	1,708	1,790	1,714	1,657	55,066
Korea	1,883	948	1,399	1,653	2,011	1,062	1,998	1,758	1,109	1,312	1,651	1,774	1,196	1,623	1,529	47,892
Taiwan	-	128	322	3	168	120	207	4	58	241	2	152	106	113	1	3,497
China, P.R.C.	47	60	13	68	61	39	81	53	41	9	80	94	60	49	56	2,324
U.S. Mainland	118	139	134	99	92	166	103	130	210	126	105	123	100	145	147	3,699
Hawaii	44	33	50	36	16	32	41	44	44	13	28	15	20	51	35	1,037
CNMI	32	41	18	57	48	26	20	23	33	44	40	49	13	14	18	1,123
Palau	10	20	4	19	15	22	5	20	8	24	31	23	8	5	5	487
FSM	42	63	20	41	10	46	31	34	47	28	38	14	32	55	27	1,005
RMI	1	8	1	2	-	2	1	3	5	1	5	2	-	-	2	93
Philippines	7	69	50	153	44	78	68	56	94	88	141	120	428	192	65	2,387
Australia	-	7	3	7	1	7	3	9	5	1	6	2	1	-	1	125
Canada	6	-	7	3	9	-	2	3	2	2	-	1	6	9	-	81
Europe	2	4	1	-	8	16	6	6	6	5	5	6	1	2	1	131
Hong Kong	5	26	5	29	6	23	22	3	60	5	31	4	29	27	3	651
Thailand	2	-	-	7	-	3	1	2	-	-	1	-	-	-	2	35
Vietnam	-	-	1	-	-	1	1	-	-	-	1	-	-	2	-	7
Russia	1	3	2	-	6	12	17	9	3	7	26	16	16	55	21	257
Other	33	11	18	18	15	10	17	14	15	7	13	5	15	32	9	401

Note: October 2016 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau.



DAILY ARRIVAL COMPARISON OCTOBER 2016

OCTOBER	2015			2016			% chg from LY		
	Japan	Other	Total	Japan	Other	Total	Japan	Other	Total
1	1,697	1,901	3,598	1,721	1,730	3,451	1.4%	-9.0%	-4.1%
2	1,488	2,296	3,784	1,420	2,822	4,242	-4.6%	22.9%	12.1%
3	1,725	1,588	3,313	1,779	2,341	4,120	3.1%	47.4%	24.4%
4	1,663	1,976	3,639	1,587	1,731	3,318	-4.6%	-12.4%	-8.8%
5	2,111	1,693	3,804	1,655	1,834	3,489	-21.6%	8.3%	-8.3%
6	1,772	1,367	3,139	1,790	2,321	4,111	1.0%	69.8%	31.0%
7	1,454	1,611	3,065	1,698	1,967	3,665	16.8%	22.1%	19.6%
8	1,752	2,462	4,214	2,192	1,731	3,923	25.1%	-29.7%	-6.9%
9	1,838	1,916	3,754	1,752	2,699	4,451	-4.7%	40.9%	18.6%
10	2,076	1,560	3,636	1,856	2,224	4,080	-10.6%	42.6%	12.2%
11	1,907	1,888	3,795	2,087	1,566	3,653	9.4%	-17.1%	-3.7%
12	1,988	1,596	3,584	1,696	1,982	3,678	-14.7%	24.2%	2.6%
13	1,943	1,334	3,277	1,576	2,117	3,693	-18.9%	58.7%	12.7%
14	1,526	1,288	2,814	1,849	2,302	4,151	21.2%	78.7%	47.5%
15	1,672	1,955	3,627	1,929	1,760	3,689	15.4%	-10.0%	1.7%
16	1,858	1,414	3,272	1,818	2,515	4,333	-2.2%	77.9%	32.4%
17	1,738	1,520	3,258	1,906	2,233	4,139	9.7%	46.9%	27.0%
18	2,031	1,849	3,880	2,070	1,560	3,630	1.9%	-15.6%	-6.4%
19	2,185	1,537	3,722	1,644	2,048	3,692	-24.8%	33.2%	-0.8%
20	1,925	1,291	3,216	1,763	2,195	3,958	-8.4%	70.0%	23.1%
21	1,619	1,137	2,756	1,805	2,510	4,315	11.5%	120.8%	56.6%
22	1,932	1,540	3,472	1,919	1,665	3,584	-0.7%	8.1%	3.2%
23	2,076	1,468	3,544	1,960	2,624	4,584	-5.6%	78.7%	29.3%
24	2,044	1,435	3,479	1,941	2,171	4,112	-5.0%	51.3%	18.2%
25	2,093	2,220	4,313	1,557	1,740	3,297	-25.6%	-21.6%	-23.6%
26	1,960	1,695	3,655	1,501	1,913	3,414	-23.4%	12.9%	-6.6%
27	1,659	1,349	3,008	1,726	2,204	3,930	4.0%	63.4%	30.7%
28	1,838	1,922	3,760	1,708	2,400	4,108	-7.1%	24.9%	9.3%
29	1,891	1,809	3,700	1,790	2,031	3,821	-5.3%	12.3%	3.3%
30	2,064	1,735	3,799	1,714	2,374	4,088	-17.0%	36.8%	7.6%
31	2,206	1,652	3,858	1,657	1,922	3,579	-24.9%	16.3%	-7.2%
Total	57,731	52,004	109,735	55,066	65,232	120,298	-4.6%	25.4%	9.6%

Note: October daily arrivals reflect "Civilian Air" arrivals only.



**DAILY ARRIVAL COMPARISON BY DAY
OCTOBER 2016**

2 0 1 5					2 0 1 6					% chg from L Y		
Day	OCT	Japan	Other	Total	Day	OCT	Japan	Other	Total	Japan	Other	Total
Thu	1	1,697	1,901	3,598								
Fri	2	1,488	2,296	3,784								
Sat	3	1,725	1,588	3,313	Sat	1	1,721	1,730	3,451	-0.2%	8.9%	4.2%
Sun	4	1,663	1,976	3,639	Sun	2	1,420	2,822	4,242	-14.6%	42.8%	16.6%
Mon	5	2,111	1,693	3,804	Mon	3	1,779	2,341	4,120	-15.7%	38.3%	8.3%
Tue	6	1,772	1,367	3,139	Tue	4	1,587	1,731	3,318	-10.4%	26.6%	5.7%
Wed	7	1,454	1,611	3,065	Wed	5 ^r	1,655	1,834	3,489	13.8%	13.8%	13.8%
Thu	8 ^r	1,752	2,462	4,214	Thu	6	1,790	2,321	4,111	2.2%	-5.7%	-2.4%
Fri	9	1,838	1,916	3,754	Fri	7	1,698	1,967	3,665	-7.6%	2.7%	-2.4%
Sat	10	2,076	1,560	3,636	Sat	8	2,192	1,731	3,923	5.6%	11.0%	7.9%
Sun	11	1,907	1,888	3,795	Sun	9	1,752	2,699	4,451	-8.1%	43.0%	17.3%
Mon	12 ^r	1,988	1,596	3,584	Mon	10	1,856	2,224	4,080	-6.6%	39.3%	13.8%
Tue	13	1,943	1,334	3,277	Tue	11	2,087	1,566	3,653	7.4%	17.4%	11.5%
Wed	14	1,526	1,288	2,814	Wed	12	1,696	1,982	3,678	11.1%	53.9%	30.7%
Thu	15	1,672	1,955	3,627	Thu	13	1,576	2,117	3,693	-5.7%	8.3%	1.8%
Fri	16	1,858	1,414	3,272	Fri	14	1,849	2,302	4,151	-0.5%	62.8%	26.9%
Sat	17	1,738	1,520	3,258	Sat	15	1,929	1,760	3,689	11.0%	15.8%	13.2%
Sun	18	2,031	1,849	3,880	Sun	16	1,818	2,515	4,333	-10.5%	36.0%	11.7%
Mon	19	2,185	1,537	3,722	Mon	17	1,906	2,233	4,139	-12.8%	45.3%	11.2%
Tue	20	1,925	1,291	3,216	Tue	18	2,070	1,560	3,630	7.5%	20.8%	12.9%
Wed	21	1,619	1,137	2,756	Wed	19 ^r	1,644	2,048	3,692	1.5%	80.1%	34.0%
Thu	22	1,932	1,540	3,472	Thu	20	1,763	2,195	3,958	-8.7%	42.5%	14.0%
Fri	23	2,076	1,468	3,544	Fri	21	1,805	2,510	4,315	-13.1%	71.0%	21.8%
Sat	24	2,044	1,435	3,479	Sat	22	1,919	1,665	3,584	-6.1%	16.0%	3.0%
Sun	25	2,093	2,220	4,313	Sun	23	1,960	2,624	4,584	-6.4%	18.2%	6.3%
Mon	26 ^r	1,960	1,695	3,655	Mon	24 ^r	1,941	2,171	4,112	-1.0%	28.1%	12.5%
Tue	27	1,659	1,349	3,008	Tue	25	1,557	1,740	3,297	-6.1%	29.0%	9.6%
Wed	28	1,838	1,922	3,760	Wed	26	1,501	1,913	3,414	-18.3%	-0.5%	-9.2%
Thu	29	1,891	1,809	3,700	Thu	27	1,726	2,204	3,930	-8.7%	21.8%	6.2%
Fri	30	2,064	1,735	3,799	Fri	28	1,708	2,400	4,108	-17.2%	38.3%	8.1%
Sat	31	2,206	1,652	3,858	Sat	29	1,790	2,031	3,821	-18.9%	22.9%	-1.0%
					Sun	30	1,714	2,374	4,088			
					Mon	31	1,657	1,922	3,579			
Total		57,731	52,004	109,735	Total		51,695	60,936	112,631	-10.5%	17.2%	2.6%