

# September 2017 Arrivals Summary

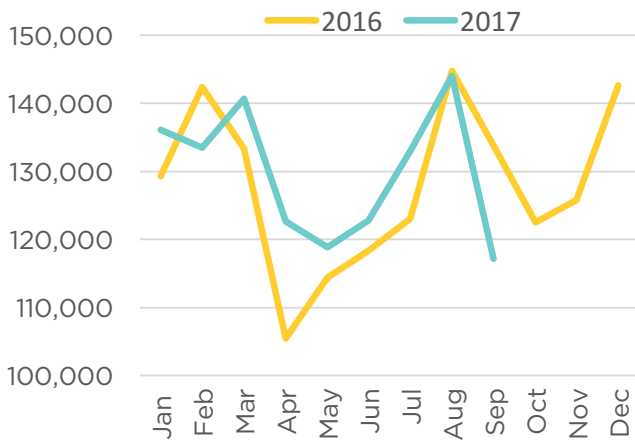
FY2017 Becomes Guam's Best Year in Tourism History!

## Monthly Arrivals

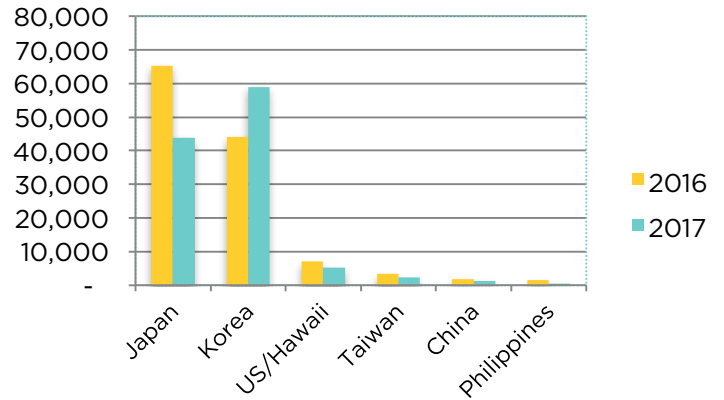
Sept. Arrivals	117,152	-12.4%	↓
CYTD Arrivals	1,168,479	2.1%	↑
FYTD Arrivals	1,559,395	3.2%	↑

### DID YOU KNOW?

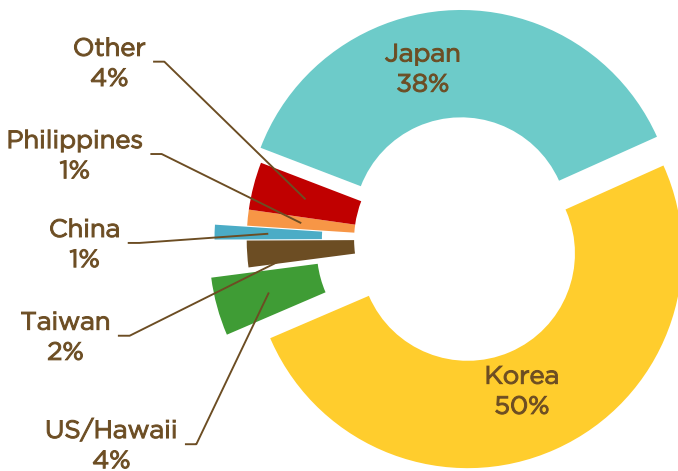
In 2016, **82%** of Korea Visitors Traveled to Guam with their **Family!**



## Arrivals vs. LY



## Market Mix



## Major Markets

Market	2016	2017	% to LY
Japan	65,130	43,870	-32.6%
Korea	44,185	58,880	33.3%
US/Hawaii	7,074	5,151	-27.2%
Taiwan	3,490	2,345	-32.8%
China	1,822	1,294	-29.0%
Philippines	1,622	1,404	-13.4%

Source: Preliminary Visitor Arrival Statistics are compiled from the Guam Customs and Quarantine – Mandatory Customs Declaration forms



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Preliminary Visitor Arrival Summary  
September 2017



	Sep-16	Sep-17	% from LY
Civilian Air Arrivals <sup>a</sup>	124,557	115,819	-7.0%
Civilian Sea Arrivals <sup>a</sup>	273	58	-78.8%
Armed Forces Air Arrivals <sup>a</sup>	2,575	983	-61.8%
Armed Forces Sea Arrivals <sup>a</sup>	6,345	292	-95.4%
<b>TOTAL VISITOR ARRIVALS</b>	<b>133,750</b>	<b>117,152</b>	<b>-12.4%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Sep-16	Sep-17	% from LY
<b>JAPAN</b>	<b>65,130</b>	<b>43,870</b>	<b>-32.6%</b>
<i>Kanto (Tokyo)</i>	33,986	25,811	-24.1%
<i>Chubu (Nagoya)</i>	7,030	4,638	-34.0%
<i>Kinki (Osaka)</i>	13,319	6,654	-50.0%
<i>Koshinetsu</i>	1,189	743	-37.5%
<i>Hokuriku</i>	730	532	-27.1%
<i>Tohoku</i>	1,771	1,204	-32.0%
<i>Kyushu</i>	2,394	1,837	-23.3%
<i>Chugoku</i>	1,480	815	-44.9%
<i>Hokkaido</i>	1,000	814	-18.6%
<i>Shikoku</i>	820	380	-53.7%
<i>Okinawa/Miya</i>	853	281	-67.1%
<i>Other</i>	558	161	-71.1%
<b>KOREA</b>	<b>44,185</b>	<b>58,880</b>	<b>33.3%</b>
<i>Seoul</i>	16,519	21,718	31.5%
<i>Incheon</i>	2,745	3,630	32.2%
<i>Chungbuk</i>	702	998	42.2%
<i>Chungnam</i>	1,555	2,150	38.3%
<i>Gangwon</i>	423	668	57.9%
<i>Jeonbuk</i>	603	771	27.9%
<i>Gyeonbuk</i>	2,095	2,251	7.4%
<i>Gyeonggi</i>	9,662	13,151	36.1%
<i>Jeonnam</i>	1,056	1,427	35.1%
<i>Gyeongnam</i>	6,902	9,630	39.5%
<i>Other</i>	1,923	2,486	29.3%
<b>TAIWAN</b>	<b>3,490</b>	<b>2,345</b>	<b>-32.8%</b>
<i>Taipei</i>	1,966	1,409	-28.3%
<i>Kaohsiung</i>	217	204	-6.0%
<i>Taichung</i>	592	406	-31.4%
<i>Taoyuan, Miaoli, Hsinehu</i>	447	189	-57.7%
<i>Other</i>	268	137	-48.9%
<b>CHINA</b>	<b>1,822</b>	<b>1,294</b>	<b>-29.0%</b>
<i>Beijing</i>	286	224	-21.7%
<i>Shanghai</i>	666	363	-45.5%
<i>Guangzhou</i>	139	179	28.8%
<i>Other</i>	731	528	-27.8%
<b>U.S. MAINLAND</b>	<b>5,659</b>	<b>4,017</b>	<b>-29.0%</b>
<b>HAWAII</b>	<b>1,415</b>	<b>1,134</b>	<b>-19.9%</b>
<b>CNMI</b>	<b>1,235</b>	<b>1,405</b>	<b>13.8%</b>
<b>PALAU</b>	<b>385</b>	<b>308</b>	<b>-20.0%</b>
<b>FSM</b>	<b>788</b>	<b>918</b>	<b>16.5%</b>
<b>RMI</b>	<b>80</b>	<b>103</b>	<b>28.8%</b>
<b>PHILIPPINES</b>	<b>1,622</b>	<b>1,404</b>	<b>-13.4%</b>
<b>AUSTRALIA</b>	<b>127</b>	<b>89</b>	<b>-29.9%</b>
<b>CANADA</b>	<b>70</b>	<b>49</b>	<b>-30.0%</b>
<b>EUROPE</b>	<b>133</b>	<b>108</b>	<b>-18.8%</b>
<b>HONG KONG</b>	<b>538</b>	<b>366</b>	<b>-32.0%</b>
<b>THAILAND</b>	<b>20</b>	<b>18</b>	<b>-10.0%</b>
<b>VIETNAM</b>	<b>13</b>	<b>7</b>	<b>-46.2%</b>
<b>RUSSIA</b>	<b>66</b>	<b>124</b>	<b>87.9%</b>
<b>OTHER/UNKNOWN</b>	<b>354</b>	<b>363</b>	<b>2.5%</b>

**VISITOR INDUSTRY STATISTICS**

JGTA <sup>a</sup> Air Arrivals	52,300	n.a	n.a
Hotel Occupancy Taxes <sup>b</sup>	\$ 4,618,950.49	n.a	n.a
Weighted Hotel Occupancy Rate <sup>d</sup>	87%	n.a	n.a
Weighted Hotel Room Rate <sup>d</sup>	\$ 159.00	n.a	n.a

Guam Visitors Bureau  
Preliminary September 2017 Visitor Arrival Summary  
Calendar Year-to-Date 2016/17 • Fiscal Year-to-Date 2016/17



	CYTD 2016 (Jan - Sep '16)	CYTD 2017 (Jan - Sep '17)	% from LY	FYTD 2016 (Oct '15 - Sep '16)	FYTD 2017 (Oct '16 - Sep '17)	% from LY
Air Arrivals <sup>a</sup>	1,128,020	1,155,415	2.4%	1,492,249	1,544,827	3.5%
Sea Arrivals <sup>a</sup>	16,582	13,064	-21.2%	18,816	14,568	-22.6%
<b>TOTAL VISITOR ARRIVALS</b>	<b>1,144,602</b>	<b>1,168,479</b>	<b>2.1%</b>	<b>1,511,065</b>	<b>1,559,395</b>	<b>3.2%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2016 (Jan - Sep '16)	CYTD 2017 (Jan - Sep '17)	% from LY	FYTD 2016 (Oct '15 - Sep '16)	FYTD 2017 (Oct '16 - Sep '17)	% from LY
<b>JAPAN</b>	<b>564,091</b>	<b>492,754</b>	<b>-12.6%</b>	<b>752,757</b>	<b>674,343</b>	<b>-10.4%</b>
Kanto (Tokyo)	284,945	258,027	-9.4%	376,330	346,980	-7.8%
Chubu (Nagoya)	70,643	64,323	-8.9%	95,440	85,251	-10.7%
Kinki (Osaka)	114,336	86,517	-24.3%	153,679	124,454	-19.0%
Koshinetsu	11,165	10,341	-7.4%	15,784	15,242	-3.4%
Hokuriku	7,574	6,886	-9.1%	10,058	9,236	-8.2%
Tohoku	17,547	15,359	-12.5%	24,095	21,912	-9.1%
Kyushu	21,371	19,457	-9.0%	28,520	26,976	-5.4%
Chugoku	13,398	11,252	-16.0%	18,652	16,336	-12.4%
Hokkaido	10,013	10,398	3.8%	13,097	14,051	7.3%
Shikoku	7,225	5,448	-24.6%	9,745	7,723	-20.7%
Okinawa/Miya	3,752	3,132	-16.5%	4,591	4,034	-12.1%
Other	2,122	1,614	-23.9%	2,766	2,148	-22.3%
<b>KOREA</b>	<b>392,955</b>	<b>497,426</b>	<b>26.6%</b>	<b>519,430</b>	<b>649,435</b>	<b>25.0%</b>
Seoul	150,240	176,160	17.3%	201,378	228,227	13.3%
Incheon	23,258	28,234	21.4%	31,110	37,200	19.6%
Chungbuk	6,780	8,801	29.8%	9,051	11,399	25.9%
Chungnam	15,043	18,469	22.8%	19,998	24,524	22.6%
Gangwon	4,422	6,227	40.8%	6,011	8,173	36.0%
Jeonbuk	5,649	8,380	48.3%	7,404	10,890	47.1%
Gyeonbuk	16,602	22,892	37.9%	21,822	30,566	40.1%
Gyeonggi	83,710	102,872	22.9%	111,283	135,092	21.4%
Jeonnam	10,161	13,797	35.8%	12,935	17,805	37.6%
Gyeongnam	59,010	87,666	48.6%	75,596	114,959	52.1%
Other	18,080	23,928	32.3%	22,842	30,600	34.0%
<b>TAIWAN</b>	<b>32,508</b>	<b>26,549</b>	<b>-18.3%</b>	<b>41,534</b>	<b>36,270</b>	<b>-12.7%</b>
Taipei	17,372	14,716	-15.3%	22,436	20,084	-10.5%
Kaohsiung	2,226	1,844	-17.2%	2,826	2,710	-4.1%
Taichung	6,401	4,823	-24.7%	7,980	6,357	-20.3%
Taoyuan, Miaoli, Hsinehu	4,278	3,241	-24.2%	5,489	4,542	-17.3%
Other	2,231	1,925	-13.7%	2,803	2,577	-8.1%
<b>CHINA</b>	<b>21,626</b>	<b>17,791</b>	<b>-17.7%</b>	<b>26,271</b>	<b>23,178</b>	<b>-11.8%</b>
Beijing	3,940	3,044	-22.7%	4,866	3,982	-18.2%
Shanghai	6,930	5,747	-17.1%	8,224	7,469	-9.2%
Guangzhou	1,818	1,619	-10.9%	2,210	2,171	-1.8%
Other	8,938	7,381	-17.4%	10,971	9,556	-12.9%
<b>U.S. MAINLAND</b>	<b>48,760</b>	<b>46,994</b>	<b>-3.6%</b>	<b>62,479</b>	<b>61,200</b>	<b>-2.0%</b>
<b>HAWAII</b>	<b>11,040</b>	<b>11,396</b>	<b>3.2%</b>	<b>14,248</b>	<b>15,096</b>	<b>6.0%</b>
<b>CNMI</b>	<b>13,317</b>	<b>14,232</b>	<b>6.9%</b>	<b>17,390</b>	<b>18,494</b>	<b>6.3%</b>
<b>PALAU</b>	<b>3,654</b>	<b>2,867</b>	<b>-21.5%</b>	<b>5,028</b>	<b>4,005</b>	<b>-20.3%</b>
<b>FSM</b>	<b>8,293</b>	<b>8,131</b>	<b>-2.0%</b>	<b>11,027</b>	<b>10,958</b>	<b>-0.6%</b>
<b>RMI</b>	<b>914</b>	<b>969</b>	<b>6.0%</b>	<b>1,146</b>	<b>1,274</b>	<b>11.2%</b>
<b>PHILIPPINES</b>	<b>14,630</b>	<b>12,796</b>	<b>-12.5%</b>	<b>18,704</b>	<b>19,818</b>	<b>6.0%</b>
<b>AUSTRALIA</b>	<b>1,771</b>	<b>1,801</b>	<b>1.7%</b>	<b>2,258</b>	<b>2,227</b>	<b>-1.4%</b>
<b>CANADA</b>	<b>726</b>	<b>735</b>	<b>1.2%</b>	<b>952</b>	<b>991</b>	<b>4.1%</b>
<b>EUROPE</b>	<b>1,436</b>	<b>1,453</b>	<b>1.2%</b>	<b>2,010</b>	<b>2,026</b>	<b>0.8%</b>
<b>HONG KONG</b>	<b>5,878</b>	<b>12,554</b>	<b>113.6%</b>	<b>8,397</b>	<b>16,053</b>	<b>91.2%</b>
<b>THAILAND</b>	<b>348</b>	<b>342</b>	<b>-1.7%</b>	<b>463</b>	<b>445</b>	<b>-3.9%</b>
<b>VIETNAM</b>	<b>140</b>	<b>98</b>	<b>-30.0%</b>	<b>183</b>	<b>128</b>	<b>-30.1%</b>
<b>RUSSIA</b>	<b>1,641</b>	<b>2,204</b>	<b>34.3%</b>	<b>2,488</b>	<b>3,151</b>	<b>26.6%</b>
<b>OTHER/UNKNOWN</b>	<b>4,292</b>	<b>4,323</b>	<b>0.7%</b>	<b>5,484</b>	<b>5,735</b>	<b>4.6%</b>

**VISITOR INDUSTRY STATISTICS**

JGTA <sup>b</sup> Air Arrivals	504,273	n.a.	n.a.	624,737	n.a.	n.a.
Hotel Occupancy Taxes <sup>c</sup>	\$31,156,850.87	n.a.	n.a.	\$40,192,650.50	n.a.	n.a.
Weighted Hotel Occupancy Rate <sup>d</sup>	78%	n.a.	n.a.	77%	n.a.	n.a.
Weighted Hotel Room Rate <sup>d</sup>	\$167	n.a.	n.a.	\$162	n.a.	n.a.

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: <sup>b</sup>Civilian air & sea arrivals. Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau. Sources: <sup>c</sup>Japan Guam Travel Association, <sup>d</sup>Hotel Occupancy Tax collections are unaudited. Department of Administration, Government of Guam <sup>e</sup>Guam Hotel & Restaurant Association





	July			August			September			Total CYTD		
	Jul-16	Jul-17	% from LY	Aug-16	Aug-17	% from LY	Sep-16	Sep-17	% from LY	2016	2017	% from LY
<b>JAPAN</b>	54,625	51,811	-5.2%	79,342	68,351	-13.9%	65,130	43,870	-32.6%	564,091	492,754	-12.6%
<i>Kanto (Tokyo)</i>	30,083	29,783	-1.0%	44,080	37,988	-13.8%	33,986	25,811	-24.1%	284,945	258,027	-9.4%
<i>Chubu (Nagoya)</i>	6,320	5,785	-8.5%	10,013	10,063	0.5%	7,030	4,638	-34.0%	70,643	64,323	-8.9%
<i>Kinki (Osaka)</i>	10,617	8,948	-15.7%	15,376	11,560	-24.8%	13,319	6,654	-50.0%	114,336	86,517	-24.3%
<i>Koshinetsu</i>	886	835	-5.8%	1,084	1,050	-3.1%	1,189	743	-37.5%	11,165	10,341	-7.4%
<i>Hokuriku</i>	645	512	-20.6%	651	633	-2.8%	730	532	-27.1%	7,574	6,886	-9.1%
<i>Tohoku</i>	1,353	1,423	5.2%	1,600	1,472	-8.0%	1,771	1,204	-32.0%	17,547	15,359	-12.5%
<i>Kyushu</i>	1,779	1,798	1.1%	2,611	2,311	-11.5%	2,394	1,837	-23.3%	21,371	19,457	-9.0%
<i>Chugoku</i>	1,263	916	-27.5%	1,732	1,421	-18.0%	1,480	815	-44.9%	13,398	11,252	-16.0%
<i>Hokkaido</i>	656	615	-6.3%	801	683	-14.7%	1,000	814	-18.6%	10,013	10,398	3.8%
<i>Shikoku</i>	577	680	17.9%	867	724	-16.5%	820	380	-53.7%	7,225	5,448	-24.6%
<i>Okinawa/Miya</i>	308	381	23.7%	345	248	-28.1%	853	281	-67.1%	3,752	3,132	-16.5%
<i>Other</i>	138	135	-2.2%	182	198	8.8%	558	161	-71.1%	2,122	1,614	-23.9%
<b>KOREA</b>	48,883	61,097	25.0%	46,909	58,411	24.5%	44,185	58,880	33.3%	392,955	497,426	26.6%
<i>Seoul</i>	18,754	22,421	19.6%	17,985	21,919	21.9%	16,519	21,718	31.5%	150,240	176,160	17.3%
<i>Incheon</i>	2,446	3,161	29.2%	2,422	3,231	33.4%	2,745	3,630	32.2%	23,258	28,234	21.4%
<i>Chungbuk</i>	703	988	40.5%	728	864	18.7%	702	998	42.2%	6,780	8,801	29.8%
<i>Chungnam</i>	1,735	2,026	16.8%	1,690	1,900	12.4%	1,555	2,150	38.3%	15,043	18,469	22.8%
<i>Gangwon</i>	417	574	37.6%	441	627	42.2%	423	668	57.9%	4,422	6,227	40.8%
<i>Jeonbuk</i>	667	1,055	58.2%	691	949	37.3%	603	771	27.9%	5,649	8,380	48.3%
<i>Gyeongbuk</i>	2,272	2,952	29.9%	1,931	2,347	21.5%	2,095	2,251	7.4%	16,602	22,892	37.9%
<i>Gyeonggi</i>	9,453	12,285	30.0%	9,211	11,613	26.1%	9,662	13,151	36.1%	83,710	102,872	22.9%
<i>Jeonnam</i>	1,297	1,617	24.7%	1,443	1,627	12.8%	1,056	1,427	35.1%	10,161	13,797	35.8%
<i>Gyeongnam</i>	8,467	10,634	25.6%	7,895	10,461	32.5%	6,902	9,630	39.5%	59,010	87,666	48.6%
<i>Other</i>	2,672	3,384	26.6%	2,472	2,873	16.2%	1,923	2,486	29.3%	18,080	23,928	32.3%
<b>TAIWAN</b>	3,883	2,443	-37.1%	3,464	2,300	-33.6%	3,490	2,345	-32.8%	32,508	26,549	-18.3%
<i>Taipei</i>	2,024	1,291	-36.2%	1,768	1,265	-28.5%	1,966	1,409	-28.3%	17,372	14,716	-15.3%
<i>Kaohsiung</i>	270	166	-38.5%	300	172	-42.7%	217	204	-6.0%	2,226	1,844	-17.2%
<i>Taichung</i>	790	434	-45.1%	715	412	-42.4%	592	406	-31.4%	6,401	4,823	-24.7%
<i>Taoyuan, Miaoli, Hsinchu</i>	540	336	-37.8%	457	276	-39.6%	447	189	-57.7%	4,278	3,241	-24.2%
<i>Other</i>	259	216	-16.6%	224	175	-21.9%	268	137	-48.9%	2,231	1,925	-13.7%
<b>CHINA</b>	2,062	2,015	-2.3%	2,078	1,776	-14.5%	1,822	1,294	-29.0%	21,626	17,791	-17.7%
<i>Beijing</i>	345	225	-34.8%	483	240	-50.3%	286	224	-21.7%	3,940	3,044	-22.7%
<i>Shanghai</i>	769	764	-0.7%	670	627	-6.4%	666	363	-45.5%	6,930	5,747	-17.1%
<i>Guangzhou</i>	199	119	-40.2%	174	187	7.5%	139	179	28.8%	1,818	1,619	-10.9%
<i>Other</i>	749	907	21.1%	751	722	-3.9%	731	528	-27.8%	8,938	7,381	-17.4%
<b>U.S. MAINLAND</b>	5,604	6,438	14.9%	5,807	4,862	-16.3%	5,659	4,017	-29.0%	48,760	46,994	-3.6%
<b>HAWAII</b>	1,013	1,323	30.6%	1,020	1,068	4.7%	1,415	1,134	-19.9%	11,040	11,396	3.2%
<b>CNMI</b>	2,067	2,214	7.1%	1,401	1,687	20.4%	1,235	1,405	13.8%	13,317	14,232	6.9%
<b>PALAU</b>	461	480	4.1%	386	369	-4.4%	385	308	-20.0%	3,654	2,867	-21.5%
<b>FSM</b>	898	1,124	25.2%	998	955	-4.3%	788	918	16.5%	8,293	8,131	-2.0%
<b>RMI</b>	104	138	32.7%	76	114	50.0%	80	103	28.8%	914	969	6.0%
<b>PHILIPPINES</b>	1,651	1,192	-27.8%	1,468	1,312	-10.6%	1,622	1,404	-13.4%	14,630	12,796	-12.5%
<b>AUSTRALIA</b>	149	234	57.0%	146	106	-27.4%	127	89	-29.9%	1,771	1,801	1.7%
<b>CANADA</b>	87	78	-10.3%	70	58	-17.1%	70	49	-30.0%	726	735	1.2%
<b>EUROPE</b>	161	182	13.0%	157	106	-32.5%	133	108	-18.8%	1,436	1,453	1.2%
<b>HONG KONG</b>	734	822	12.0%	633	735	16.1%	538	366	-32.0%	5,878	12,554	113.6%
<b>THAILAND</b>	39	38	-2.6%	17	26	52.9%	20	18	-10.0%	348	342	-1.7%
<b>VIETNAM</b>	15	15	0.0%	6	15	150.0%	13	7	-46.2%	140	98	-30.0%
<b>RUSSIA</b>	158	248	57.0%	108	117	8.3%	66	124	87.9%	1,641	2,204	34.3%
<b>OTHER/UNKNOWN</b>	379	549	44.9%	330	537	62.7%	354	363	2.5%	4,292	4,323	0.7%
<b>SEA ARRIVALS (CIV &amp; MIL)</b>	23	511	2121.7%	342	1,115	226.0%	6,618	350	-94.7%	16,582	13,064	-21.2%
<b>TOTAL</b>	122,996	132,952	8.1%	144,758	144,020	-0.5%	133,750	117,152	-12.4%	1,144,602	1,168,479	2.1%