

March 2018 Arrivals Summary

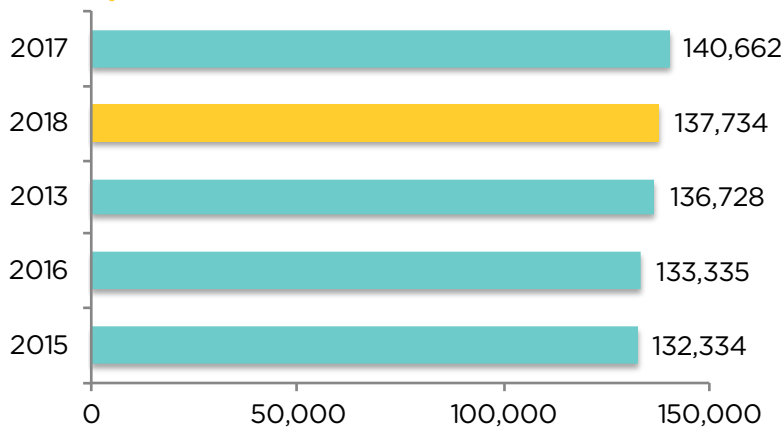
Monthly Arrivals

MAR Arrivals	137,734	-2.1%	↓
CYTD Arrivals	399,577	-2.6%	↓
FYTD Arrivals	776,398	-3.1%	↓

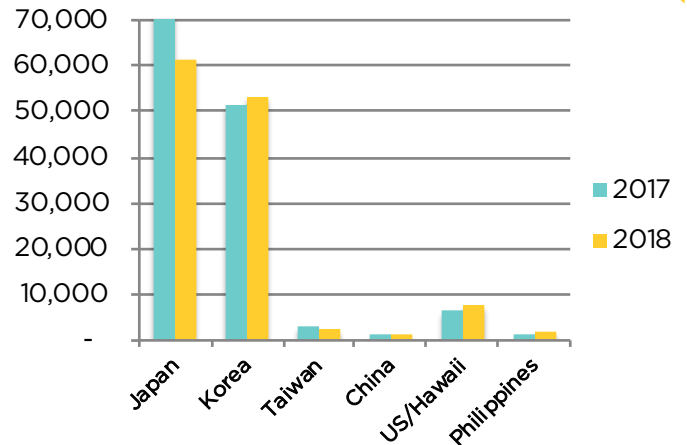
DID YOU KNOW?

For the 1st quarter of FY2018, **48%** of our Japanese visitors have been to Guam once before.

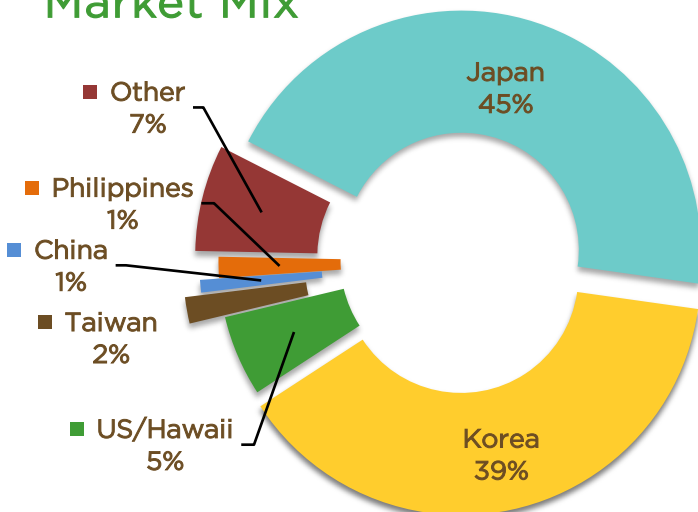
Top 5 March Arrivals



Arrivals vs. LY



Market Mix



Major Markets

Market	2017	2018	% to LY
Japan	71,384	61,613	-13.7%
Korea	51,390	53,132	3.4%
US/Hawaii	6,348	7,519	18.4%
Taiwan	2,853	2,453	-14.0%
China	1,330	1,174	-11.7%
Philippines	1,317	1,955	48.4%

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



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www.guamvisitorsbureau.com

Visitor Arrival Summary March 2018



	Mar-17	Mar-18	% from LY
Civilian Air Arrivals ^a	139,113	133,947	-3.7%
Civilian Sea Arrivals ^a	42	46	9.5%
Armed Forces Air Arrivals ^a	1,507	949	-37.0%
Armed Forces Sea Arrivals ^a	0	2,792	-
TOTAL VISITOR ARRIVALS	140,662	137,734	-2.1%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Mar-17	Mar-18	% from LY
JAPAN	71,384	61,613	-13.7%
Kanto (Tokyo)	34,617	28,888	-16.5%
Chubu (Nagoya)	11,502	9,314	-19.0%
Kinki (Osaka)	13,095	12,677	-3.2%
Koshinetsu	1,685	1,113	-33.9%
Hokuriku	1,137	991	-12.8%
Tohoku	2,256	1,718	-23.8%
Kyushu	2,790	2,263	-18.9%
Chugoku	1,681	1,519	-9.6%
Hokkaido	1,406	967	-31.2%
Shikoku	718	749	4.3%
Okinawa/Miya	251	272	8.4%
Other	246	1,142	364.2%
KOREA	51,390	53,132	3.4%
Seoul	17,245	14,468	-16.1%
Incheon/Gyeonggi	14,054	12,416	-11.7%
*Chungbuk	934	-	-
Chungnam/Daejeon	2,041	1,231	-39.7%
*Gangwon	598	-	-
Jeonbuk/Gwanju	1,092	873	-20.1%
Gyeonbuk/Daegu	2,361	1,841	-22.0%
*Busan	-	5,654	-
*Jeonnam	1,416	-	-
*Gyeongnam	9,377	-	-
*Ulsan	-	1,229	-
Other	2,272	15,420	578.7%
TAIWAN	2,853	2,453	-14.0%
Taipei	1,253	1,248	-0.4%
Kaohsiung	213	146	-31.5%
Taichung	540	373	-30.9%
Taoyuan, Miaoli, Hsinehu	590	286	-51.5%
*Hsinchu	-	112	-
Other	257	288	12.1%
CHINA	1,330	1,174	-11.7%
Beijing	177	117	-33.9%
Shanghai	440	553	25.7%
Guangzhou	89	63	-29.2%
Other	624	441	-29.3%
*US/HAWAII	6,348	7,519	18.4%
CNMI	1,537	1,896	23.4%
PALAU	257	311	21.0%
FSM	810	1,388	71.4%
RMI	114	109	-4.4%
PHILIPPINES	1,317	1,955	48.4%
AUSTRALIA	164	180	9.8%
*CANADA	123	-	-
EUROPE	189	226	19.6%
HONG KONG	1,924	573	-70.2%
*THAILAND	20	-	-
*VIETNAM	7	-	-
RUSSIA	374	540	44.4%
*SINGAPORE	-	88	-
*INDIA	-	17	-
*MALAYSIA	-	55	-
OTHER/UNKNOWN	479	1,667	248.0%

VISITOR INDUSTRY STATISTICS

	Mar-17	Mar-18	% from LY
Hotel Occupancy Taxes ^c	\$4,216,613.62	\$4,045,217.88	-4.1%
Weighted Hotel Occupancy Rate ^d	88.0%	87.7%	-0.3%
Weighted Hotel Room Rate ^d	\$199.87	\$197.58	-1.1%

^aNote: Due to the implementation of the New Customs Declaration Forms in December 2017, countries have been added or omitted based on visitor market trends.

Guam Visitors Bureau
 March 2017 Visitor Arrival Summary
 Calendar Year-to-Date 2017/8 • Fiscal Year-to-Date 2017/18



	CYTD 2017 (Jan - Mar '17)	CYTD 2018 (Jan - Mar '18)	% from LY	FYTD 2017 (Oct - Mar '17)	FYTD 2018 (Oct - Mar '18)	% from LY
Air Arrivals ^a	400,847	391,635	-2.3%	790,272	758,425	-4.0%
Sea Arrivals ^a	9,284	7,942	-14.5%	10,788	17,973	66.6%
TOTAL VISITOR ARRIVALS	410,131	399,577	-2.6%	801,060	776,398	-3.1%


ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2017 (Jan - Mar '17)	CYTD 2018 (Jan - Mar '18)	% from LY	FYTD 2017 (Oct - Mar '17)	FYTD 2018 (Oct - Mar '18)	% from LY
JAPAN	182,777	149,819	-18.0%	364,377	277,439	-23.9%
Kanto (Tokyo)	89,899	72,922	-18.9%	178,863	141,941	-20.6%
Chubu (Nagoya)	24,790	20,252	-18.3%	45,718	34,413	-24.7%
Kinki (Osaka)	33,604	28,133	-16.3%	71,541	49,013	-31.5%
Koshinetsu	4,585	2,757	-39.9%	9,486	5,698	-39.9%
Hokuriku	2,884	2,274	-21.2%	5,234	4,088	-21.9%
Tohoku	6,417	4,479	-30.2%	12,970	8,662	-33.2%
Kyushu	7,417	5,504	-25.8%	14,936	10,535	-29.5%
Chugoku	4,491	3,514	-21.8%	9,575	7,818	-18.3%
Hokkaido	4,811	3,092	-35.7%	8,464	5,555	-34.4%
Shikoku	1,961	1,559	-20.5%	4,236	2,816	-33.5%
Okinawa/Miya	1,284	1,141	-11.1%	2,186	2,037	-6.8%
Other	634	4,192	561.2%	1,168	4,863	316.4%
KOREA	158,912	183,320	15.4%	310,918	371,116	19.4%
Seoul	53,169	53,010	-0.3%	105,236	121,135	15.1%
Incheon/Gyeonggi	41,244	42,316	2.6%	18,049	93,723	419.3%
*Chungbuk	3,105	-	-	5,703	2,319	-59.3%
Chungnam/Daejeon	6,638	4,379	-34.0%	12,693	10,689	-15.8%
*Gangwon	2,511	-	-	4,457	1,465	-67.1%
Jeonbuk/Gwanju	3,056	3,403	11.4%	5,566	6,433	15.6%
Gyeongbuk/Daegu	8,348	7,194	-13.8%	16,022	15,124	-5.6%
*Busan	-	18,426	-	64,381	26,776	-58.4%
*Jeonnam	4,744	-	-	8,752	3,114	-64.4%
*Gyeongnam	28,054	-	-	55,347	19,885	-64.1%
*Ulsan	-	3,652	-	-	4,975	-
Other	8,043	50,940	533.3%	14,712	65,478	345.1%
TAIWAN	10,313	7,400	-28.2%	20,034	13,358	-33.3%
Taipei	5,573	3,949	-29.1%	10,941	7,265	-33.6%
Kaohsiung	753	483	-35.9%	1,619	844	-47.9%
Taichung	1,846	920	-50.2%	3,380	1,934	-42.8%
Taoyuan, Miaoli, Hsinehu	1,358	681	-49.9%	2,659	1,341	-49.6%
*Hsinchu	-	324	-	-	447	-
Other	783	1,043	33.2%	1,435	1,527	6.4%
CHINA	7,766	6,304	-18.8%	13,153	10,406	-20.9%
Beijing	1,666	929	-44.2%	2,604	1,501	-42.4%
Shanghai	2,392	2,171	-9.2%	4,114	3,759	-8.6%
Guangzhou	642	362	-43.6%	1,194	672	-43.7%
Other	3,066	2,842	-7.3%	5,241	4,474	-14.6%
*US/HAWAII	20,100	22,797	13.4%	38,001	41,489	9.2%
CNMI	4,007	4,451	11.1%	8,272	9,546	15.4%
PALAU	696	820	17.8%	1,834	2,118	15.5%
FSM	2,238	3,164	41.4%	5,065	6,574	29.8%
RMI	250	289	15.6%	555	595	7.2%
PHILIPPINES	3,837	3,885	1.3%	10,864	10,222	-5.9%
AUSTRALIA	853	809	-5.2%	1,279	1,263	-1.3%
*CANADA	310	-	-	566	124	-78.1%
EUROPE	622	601	-3.4%	1,195	1,209	1.2%
HONG KONG	5,659	1,375	-75.7%	9,157	3,479	-62.0%
*THAILAND	113	-	-	216	69	-68.1%
*VIETNAM	45	-	-	75	9	-88.0%
RUSSIA	1,023	1,438	40.6%	1,970	2,590	31.5%
*SINGAPORE	-	227	-	-	327	-
*INDIA	-	45	-	-	53	-
*MALAYSIA	-	79	-	-	99	-
OTHER/UNKNOWN	1,326	4,812	262.9%	2,741	6,340	131.3%

VISITOR INDUSTRY STATISTICS

Hotel Occupancy Taxes^c	\$12,812,373.94	\$12,358,678.25	-3.5%	\$22,917,981.42	\$21,359,816.96	-6.8%
Weighted Hotel Occupancy Rate^d	88.8%	89.4%	0.7%	87.2%	84.9%	-2.6%
Weighted Hotel Room Rate^d	\$216.70	\$216.21	-0.2%	\$206.19	\$210.08	1.9%

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2017/8 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)

*Note: Due to the implementation of the New Customs Declaration Forms in December 2017, countries have been added or omitted based on visitor market trends.

	January			February			March			Total CYTD		
	Jan-17	Jan-18	% from LY	Feb-17	Feb-18	% from LY	Mar-17	Mar-18	% from LY	2017	2018	% from LY
JAPAN	57,037	41,269	-27.6%	54,356	46,937	-13.6%	71,384	61,613	-13.7%	182,777	149,819	-18.0%
Kanto (Tokyo)	28,469	21,182	-25.6%	26,813	22,852	-14.8%	34,617	28,888	-16.5%	89,899	72,922	-18.9%
Chubu (Nagoya)	6,597	4,896	-25.8%	6,691	6,042	-9.7%	11,502	9,314	-19.0%	24,790	20,252	-18.3%
Kinki (Osaka)	10,890	7,724	-29.1%	9,619	7,732	-19.6%	13,095	12,677	-3.2%	33,604	28,133	-16.3%
Koshinetsu	1,569	664	-57.7%	1,331	980	-26.4%	1,685	1,113	-33.9%	4,585	2,757	-39.9%
Hokuriku	731	478	-34.6%	1,016	805	-20.8%	1,137	991	-12.8%	2,884	2,274	-21.2%
Tohoku	1,942	1,115	-42.6%	2,219	1,646	-25.8%	2,256	1,718	-23.8%	6,417	4,479	-30.2%
Kyushu	2,038	1,368	-32.9%	2,589	1,873	-27.7%	2,790	2,263	-18.9%	7,417	5,504	-25.8%
Chugoku	1,433	893	-37.7%	1,377	1,102	-20.0%	1,681	1,519	-9.6%	4,491	3,514	-21.8%
Hokkaido	2,185	1,332	-39.0%	1,220	793	-35.0%	1,406	967	-31.2%	4,811	3,092	-35.7%
Shikoku	662	336	-49.2%	581	474	-18.4%	718	749	4.3%	1,961	1,559	-20.5%
Okinawa/Miya	341	266	-22.0%	692	603	-12.9%	251	272	8.4%	1,284	1,141	-11.1%
Other	180	1,015	463.9%	208	2,035	878.4%	246	1,142	364.2%	634	4,192	561.2%
KOREA	56,341	69,249	22.9%	51,181	60,939	19.1%	51,390	53,132	3.4%	158,912	183,320	15.4%
Seoul	18,918	20,932	10.6%	17,006	17,610	3.6%	17,245	14,468	-16.1%	53,169	53,010	-0.3%
Incheon/ Gyeonggi	13,991	15,801	12.9%	13,199	14,099	6.8%	14,054	12,416	-11.7%	41,244	42,316	2.6%
*Chungbuk	1,183	-	-	988	-	-	934	-	-	3,105	-	-
Chungnam/ Daejeon	2,251	1,723	-23.5%	2,346	1,425	-39.3%	2,041	1,231	-39.7%	6,638	4,379	-34.0%
*Gangwon	1,026	-	-	887	-	-	598	-	-	2,511	-	-
Jeonbuk/Gwanju	1,002	1,639	63.6%	962	891	-7.4%	1,092	873	-20.1%	3,056	3,403	11.4%
Gyeonbuk/ Daegu	3,174	3,285	3.5%	2,813	2,068	-26.5%	2,361	1,841	-22.0%	8,348	7,194	-13.8%
*Busan	-	7,129	-	-	5,643	-	-	5,654	-	-	18,426	-
*Jeonnam	1,772	-	-	1,556	-	-	1,416	-	-	4,744	-	-
*Gyeongnam	9,841	-	-	8,836	-	-	9,377	-	-	28,054	-	-
*Ulsan	-	1,393	-	-	1,030	-	-	1,229	-	-	3,652	-
Other	3,183	17,347	445.0%	2,588	18,173	602.2%	2,272	15,420	578.7%	8,043	50,940	533.3%
TAIWAN	3,850	2,263	-41.2%	3,610	2,684	-25.7%	2,853	2,453	-14.0%	10,313	7,400	-28.2%
Taipei	2,317	1,289	-44.4%	2,003	1,412	-29.5%	1,253	1,248	-0.4%	5,573	3,949	-29.1%
Kaohsiung	240	189	-21.3%	300	148	-50.7%	213	146	-31.5%	753	483	-35.9%
Taichung	637	205	-67.8%	669	342	-48.9%	540	373	-30.9%	1,846	920	-50.2%
Taoyuan, Miaoli, Hsinehu	375	166	-55.7%	393	229	-41.7%	590	286	-51.5%	1,358	681	-49.9%
*Hsinchu	-	114	-	-	98	-	-	112	-	-	324	-
Other	281	300	6.8%	245	455	85.7%	257	288	12.1%	783	1,043	33.2%
CHINA	4,053	1,186	-70.7%	2,383	3,944	65.5%	1,330	1,174	-11.7%	7,766	6,304	-18.8%
Beijing	916	105	-88.5%	573	707	23.4%	177	117	-33.9%	1,666	929	-44.2%
Shanghai	1,253	519	-58.6%	699	1,099	57.2%	440	553	25.7%	2,392	2,171	-9.2%
Guangzhou	343	79	-77.0%	210	220	4.8%	89	63	-29.2%	642	362	-43.6%
Other	1,541	483	-68.7%	901	1,918	112.9%	624	441	-29.3%	3,066	2,842	-7.3%
*US/HAWAII	7,005	9,336	33.3%	6,747	5,942	-11.9%	6,348	7,519	18.4%	20,100	22,797	13.4%
CNMI	1,365	1,327	-2.8%	1,105	1,228	11.1%	1,537	1,896	23.4%	4,007	4,451	11.1%
PALAU	218	206	-5.5%	221	303	37.1%	257	311	21.0%	696	820	17.8%
FSM	743	931	25.3%	685	845	23.4%	810	1,388	71.4%	2,238	3,164	41.4%
RMI	62	107	72.6%	74	73	-1.4%	114	109	-4.4%	250	289	15.6%
PHILIPPINES	1,232	958	-22.2%	1,288	972	-24.5%	1,317	1,955	48.4%	3,837	3,885	1.3%
AUSTRALIA	141	125	-11.3%	548	504	-8.0%	164	180	9.8%	853	809	-5.2%
*CANADA	106	-	-	81	-	-	123	-	-	310	-	-
EUROPE	210	193	-8.1%	223	182	-18.4%	189	226	19.6%	622	601	-3.4%
HONG KONG	2,047	411	-79.9%	1,688	391	-76.8%	1,924	573	-70.2%	5,659	1,375	-75.7%
*THAILAND	29	-	-	64	-	-	20	-	-	113	-	-
*VIETNAM	22	-	-	16	-	-	7	-	-	45	-	-
RUSSIA	416	648	55.8%	233	250	7.3%	374	540	44.4%	1,023	1,438	40.6%
*SINGAPORE	-	68	-	-	71	-	-	88	-	-	227	-
*INDIA	-	17	-	-	11	-	-	17	-	-	45	-
*MALAYSIA	-	4	-	-	20	-	-	55	-	-	79	-
OTHER/UNKNOWN	457	1,396	205.5%	390	1,749	348.5%	479	1,667	248.0%	1,326	4,812	262.9%
SEA ARRIVALS (CIV & MIL)	695	4,964	614.2%	8,547	140	-98.4%	42	2,838	6657.1%	9,284	7,942	-14.5%
TOTAL	136,029	134,658	-1.0%	133,440	127,185	-4.7%	140,662	137,734	-2.1%	410,131	399,577	-2.6%