

# March 2018 Arrivals Summary

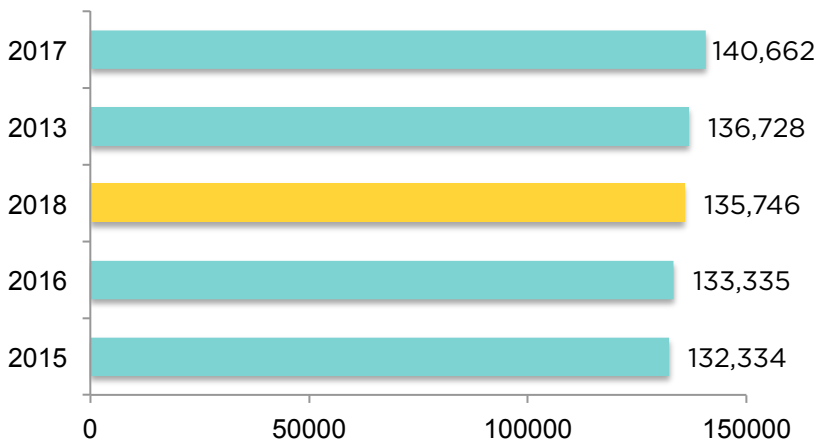
## Monthly Arrivals

March Arrivals	135,746	-3.5%	↓
CYTD Arrivals	396,479	-3.3%	↓
FYTD Arrivals	771,990	-3.6%	↓

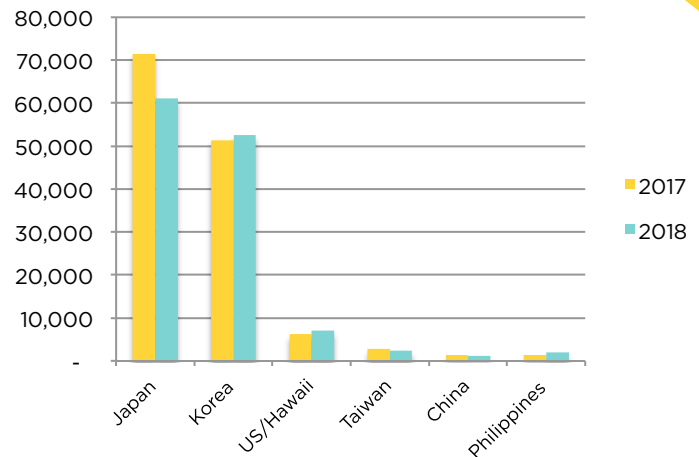
### DID YOU KNOW?

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

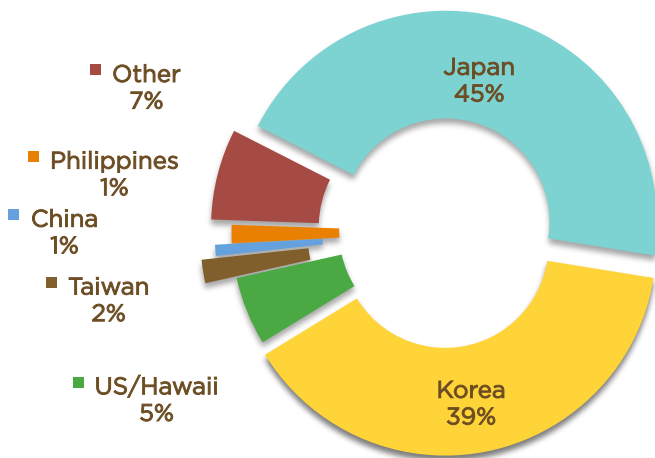
## Top 5 March Arrivals



## Arrivals vs. LY



## Market Mix



## Major Markets

Market	2017	2018	% to LY
Japan	71,384	61,142	-14.3%
Korea	51,390	52,545	2.2%
US/Hawaii	6,348	7,125	12.2%
Taiwan	2,853	2,434	-14.7%
China	1,330	1,152	-13.4%
Philippines	1,317	1,905	44.6%

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  
March 2018



	Mar-17	Mar-18	% from LY
Civilian Air Arrivals <sup>a</sup>	139,113	131,959	-5.1%
Civilian Sea Arrivals <sup>a</sup>	42	46	9.5%
Armed Forces Air Arrivals <sup>a</sup>	1,507	949	-37.0%
Armed Forces Sea Arrivals <sup>a</sup>	0	2,792	-
<b>TOTAL VISITOR ARRIVALS</b>	<b>140,662</b>	<b>135,746</b>	<b>-3.5%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Mar-17	Mar-18	% from LY
<b>JAPAN</b>	<b>71,384</b>	<b>61,142</b>	<b>-14.3%</b>
Kanto (Tokyo)	34,617	28,657	-17.2%
Chubu (Nagoya)	11,502	9,288	-19.2%
Kinki (Osaka)	13,095	12,582	-3.9%
Koshinetsu	1,685	1,105	-34.4%
Hokuriku	1,137	986	-13.3%
Tohoku	2,256	1,712	-24.1%
Kyushu	2,790	2,255	-19.2%
Chugoku	1,681	1,497	-10.9%
Hokkaido	1,406	937	-33.4%
Shikoku	718	745	3.8%
Okinawa/Miya	251	266	6.0%
Other	246	1,112	352.0%
<b>KOREA</b>	<b>51,390</b>	<b>52,551</b>	<b>2.3%</b>
Seoul	17,245	14,313	-17.0%
Incheon/Gyeonggi	14,054	12,337	-12.2%
*Chungbuk	934	-	-
Chungnam/Daejeon	2,041	1,219	-40.3%
*Gangwon	598	-	-
Jeonbuk/Gwanju	1,092	855	-21.7%
Gyeongbuk/Daegu	2,361	1,773	-24.9%
*Busan	-	5,516	-
*Jeonnam	1,416	-	-
*Gyeongnam	9,377	-	-
*Ulsan	-	1,219	-
Other	2,272	15,319	574.3%
<b>TAIWAN</b>	<b>2,853</b>	<b>2,434</b>	<b>-14.7%</b>
Taipei	1,253	1,234	-1.5%
Kaohsiung	213	145	-31.9%
Taichung	540	371	-31.3%
Taoyuan, Miaoli, Hsinchu	590	285	-51.7%
*Hsinchu	-	112	-
Other	257	287	11.7%
<b>CHINA</b>	<b>1,330</b>	<b>1,152</b>	<b>-13.4%</b>
Beijing	177	113	-36.2%
Shanghai	440	546	24.1%
Guangzhou	89	62	-30.3%
Other	624	431	-30.9%
<b>U.S. MAINLAND</b>	<b>5,090</b>	<b>7,120</b>	<b>39.9%</b>
*HAWAII	1,258	-	-
CNMI	1,537	1,875	22.0%
PALAU	257	308	19.8%
FSM	810	1,295	59.9%
RMI	114	105	-7.9%
PHILIPPINES	1,317	1,905	44.6%
AUSTRALIA	164	180	9.8%
*CANADA	123	-	-
EUROPE	189	221	16.9%
HONG KONG	1,924	570	-70.4%
*THAILAND	20	-	-
*VIETNAM	7	-	-
RUSSIA	374	539	44.1%
*SINGAPORE	-	86	-
*INDIA	-	17	-
*MALAYSIA	-	54	-
OTHER/UNKNOWN	479	1,354	182.7%

**VISITOR INDUSTRY STATISTICS**

Hotel Occupancy Taxes <sup>c</sup>	\$4,216,613.62	n.a	n.a
Weighted Hotel Occupancy Rate <sup>d</sup>	88.0%	n.a	n.a
Weighted Hotel Room Rate <sup>d</sup>	\$199.87	n.a	n.a

<sup>a</sup>Note: Due to the implementation of the New Customs Declaration Forms in December 2017, countries have been added and omitted based on visitor market trends.

Guam Visitors Bureau  
Preliminary 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 <sup>a</sup>	400,847	388,612	-3.1%	790,261	754,677	-4.5%
Sea Arrivals <sup>a</sup>	9,284	7,867	-15.3%	10,788	17,313	60.5%
<b>TOTAL VISITOR ARRIVALS</b>	<b>410,131</b>	<b>396,479</b>	<b>-3.3%</b>	<b>801,049</b>	<b>771,990</b>	<b>-3.6%</b>


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
<b>JAPAN</b>	<b>182,777</b>	<b>148,991</b>	<b>-18.5%</b>	<b>364,366</b>	<b>276,784</b>	<b>-24.0%</b>
Kanto (Tokyo)	89,899	72,638	-19.2%	178,852	141,748	-20.7%
Chubu (Nagoya)	24,790	20,208	-18.5%	45,718	34,250	-25.1%
Kinki (Osaka)	33,604	27,805	-17.3%	71,541	48,747	-31.9%
Koshinetsu	4,585	2,748	-40.1%	9,486	5,689	-40.0%
Hokuriku	2,884	2,257	-21.7%	5,234	4,079	-22.1%
Tohoku	6,417	4,473	-30.3%	12,970	8,654	-33.3%
Kyushu	7,417	5,488	-26.0%	14,936	10,548	-29.4%
Chugoku	4,491	3,464	-22.9%	9,575	7,791	-18.6%
Hokkaido	4,811	3,061	-36.4%	8,464	5,536	-34.6%
Shikoku	1,961	1,542	-21.4%	4,236	2,809	-33.7%
Okinawa/Miya	1,284	1,134	-11.7%	2,186	2,034	-7.0%
Other	634	4,173	558.2%	1,168	4,899	319.4%
<b>KOREA</b>	<b>158,912</b>	<b>182,032</b>	<b>14.5%</b>	<b>310,918</b>	<b>369,049</b>	<b>18.7%</b>
Seoul	53,169	52,420	-1.4%	105,236	119,849	13.9%
Incheon/Gyeonggi	41,244	42,153	2.2%	18,049	67,518	274.1%
*Chungbuk	3,105	-	-	5,703	2,319	-59.3%
Chungnam/Daejeon	6,638	4,362	-34.3%	12,693	10,662	-16.0%
*Gangwon	2,511	-	-	4,457	1,465	-67.1%
Jeonbuk/Gwanju	3,056	3,385	10.8%	5,566	6,405	15.1%
Gyeonbuk/Daegu	8,348	7,139	-14.5%	16,022	15,028	-6.2%
Busan	-	18,221	-	64,381	52,228	-18.9%
*Jeonnam	4,744	-	-	8,752	3,114	-64.4%
*Gyeongnam	28,054	-	-	55,347	21,211	-61.7%
*Ulsan	-	3,626	-	-	3,626	-
Other	8,043	50,726	530.7%	14,712	65,624	346.1%
<b>TAIWAN</b>	<b>10,313</b>	<b>7,374</b>	<b>-28.5%</b>	<b>20,034</b>	<b>13,330</b>	<b>-33.5%</b>
Taipei	5,573	3,931	-29.5%	10,941	7,246	-33.8%
Kaohsiung	753	482	-36.0%	1,619	843	-47.9%
Taichung	1,846	918	-50.3%	3,380	1,932	-42.8%
Taoyuan, Miaoli, Hsinehu	1,358	677	-50.1%	2,659	1,337	-49.7%
*Hsinchu	-	324	-	-	324	-
Other	783	1,042	33.1%	1,435	1,648	14.8%
<b>CHINA</b>	<b>7,766</b>	<b>6,263</b>	<b>-19.4%</b>	<b>13,153</b>	<b>10,328</b>	<b>-21.5%</b>
Beijing	1,666	921	-44.7%	2,604	1,488	-42.9%
Shanghai	2,392	2,158	-9.8%	4,114	3,747	-8.9%
Guangzhou	642	361	-43.8%	1,194	667	-44.1%
Other	3,066	2,823	-7.9%	5,241	4,426	-15.6%
<b>U.S. MAINLAND</b>	<b>16,426</b>	<b>22,367</b>	<b>36.2%</b>	<b>30,627</b>	<b>39,092</b>	<b>27.6%</b>
*HAWAII	3,674	-	-	7,374	1,943	-73.7%
CNMI	4,007	4,405	9.9%	8,272	9,489	14.7%
PALAU	696	805	15.7%	1,834	2,103	14.7%
FSM	2,238	3,057	36.6%	5,065	6,467	27.7%
RMI	250	283	13.2%	555	589	6.1%
PHILIPPINES	3,837	3,828	-0.2%	10,864	10,161	-6.5%
AUSTRALIA	853	809	-5.2%	1,279	1,263	-1.3%
*CANADA	310	-	-	566	124	-78.1%
EUROPE	622	596	-4.2%	1,195	1,204	0.8%
HONG KONG	5,659	1,376	-75.7%	9,157	3,436	-62.5%
*THAILAND	113	-	-	216	69	-68.1%
*VIETNAM	45	-	-	75	9	-88.0%
RUSSIA	1,023	1,437	40.5%	1,970	2,585	31.2%
*SINGAPORE	-	225	-	-	322	-
*INDIA	-	45	-	-	53	-
*MALAYSIA	-	78	-	-	98	-
OTHER/UNKNOWN	1,326	4,641	250.0%	2,741	6,179	125.4%

**VISITOR INDUSTRY STATISTICS**

Hotel Occupancy Taxes <sup>c</sup>	\$12,812,373.94	n.a.	n.a.	\$22,917,981.42	n.a.	n.a.
Weighted Hotel Occupancy Rate <sup>d</sup>	88.8%	n.a.	n.a.	87.2%	n.a.	n.a.
Weighted Hotel Room Rate <sup>d</sup>	\$216.70	n.a.	n.a.	\$206.19	n.a.	n.a.

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: <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

\*Note: Due to the implementation of the New Customs Declaration Forms in December 2017, countries have been added and 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
<b>JAPAN</b>	<b>57,037</b>	<b>41,250</b>	<b>-27.7%</b>	<b>54,356</b>	<b>46,599</b>	<b>-14.3%</b>	<b>71,384</b>	<b>61,142</b>	<b>-14.3%</b>	<b>182,777</b>	<b>148,991</b>	<b>-18.5%</b>
Kanto (Tokyo)	28,469	21,160	-25.7%	26,813	22,821	-14.9%	34,617	28,657	-17.2%	89,899	72,638	-19.2%
Chubu (Nagoya)	6,597	4,892	-25.8%	6,691	6,028	-9.9%	11,502	9,288	-19.2%	24,790	20,208	-18.5%
Kinki (Osaka)	10,890	7,715	-29.2%	9,619	7,508	-21.9%	13,095	12,582	-3.9%	33,604	27,805	-17.3%
Koshinetsu	1,569	664	-57.7%	1,331	979	-26.4%	1,685	1,105	-34.4%	4,585	2,748	-40.1%
Hokuriku	731	478	-34.6%	1,016	793	-21.9%	1,137	986	-13.3%	2,884	2,257	-21.7%
Tohoku	1,942	1,115	-42.6%	2,219	1,646	-25.8%	2,256	1,712	-24.1%	6,417	4,473	-30.3%
Kyushu	2,038	1,365	-33.0%	2,589	1,868	-27.8%	2,790	2,255	-19.2%	7,417	5,488	-26.0%
Chugoku	1,433	893	-37.7%	1,377	1,074	-22.0%	1,681	1,497	-10.9%	4,491	3,464	-22.9%
Hokkaido	2,185	1,332	-39.0%	1,220	792	-35.1%	1,406	937	-33.4%	4,811	3,061	-36.4%
Shikoku	662	336	-49.2%	581	461	-20.7%	718	745	3.8%	1,961	1,542	-21.4%
Okinawa/Miya	341	266	-22.0%	692	602	-13.0%	251	266	6.0%	1,284	1,134	-11.7%
Other	180	1,034	474.4%	208	2,027	874.5%	246	1,112	352.0%	634	4,173	558.2%
<b>KOREA</b>	<b>56,341</b>	<b>68,713</b>	<b>22.0%</b>	<b>51,181</b>	<b>60,768</b>	<b>18.7%</b>	<b>51,390</b>	<b>52,551</b>	<b>2.3%</b>	<b>158,912</b>	<b>182,032</b>	<b>14.5%</b>
Seoul	18,918	20,605	8.9%	17,006	17,502	2.9%	17,245	14,313	-17.0%	53,169	52,420	-1.4%
Incheon/Gyeonggi	3,043	15,776	418.4%	2,740	14,040	412.4%	3,300	12,337	273.8%	9,083	42,153	364.1%
*Chungbuk	1,183	-	-100.0%	988	-	-	934	-	-	3,105	-	-
Chungnam/Daejeon	2,251	1,719	-23.6%	2,346	1,424	-39.3%	2,041	1,219	-40.3%	6,638	4,362	-34.3%
*Gangwon	1,026	-	-	887	-	-	598	-	-	2,511	-	-
Jeonbuk/Gwanju	1,002	1,639	63.6%	962	891	-7.4%	1,092	855	-21.7%	3,056	3,385	10.8%
Gyeonbuk/Daegu	3,174	3,302	4.0%	2,813	2,064	-26.6%	2,361	1,773	-24.9%	8,348	7,139	-14.5%
*Busan	10,948	7,077	-35.4%	10,459	5,628	-46.2%	10,754	5,516	-48.7%	32,161	18,221	-43.3%
*Jeonnam	1,772	-	-	1,556	-	-	1,416	-	-	4,744	-	-
*Gyeongnam	9,841	-	-	8,836	-	-	9,377	-	-	28,054	-	-
*Ulsan	-	1,378	-	-	1,029	-	-	1,219	-	-	3,626	-
Other	3,183	17,217	440.9%	2,588	18,190	602.9%	2,272	15,319	574.3%	8,043	50,726	530.7%
<b>TAIWAN</b>	<b>3,850</b>	<b>2,258</b>	<b>-41.4%</b>	<b>3,610</b>	<b>2,682</b>	<b>-25.7%</b>	<b>2,853</b>	<b>2,434</b>	<b>-14.7%</b>	<b>10,313</b>	<b>7,374</b>	<b>-28.5%</b>
Taipei	2,317	1,285	-44.5%	2,003	1,412	-29.5%	1,253	1,234	-1.5%	5,573	3,931	-29.5%
Kaohsiung	240	189	-21.3%	300	148	-50.7%	213	145	-31.9%	753	482	-36.0%
Taichung	637	205	-67.8%	669	342	-48.9%	540	371	-31.3%	1,846	918	-50.3%
Taoyuan, Miaoli, Hsinehu	375	165	-56.0%	393	227	-42.2%	590	285	-51.7%	1,358	677	-50.1%
*Hsinchu	-	114	-	-	98	-	-	112	-	-	324	-
Other	281	300	6.8%	245	455	85.7%	257	287	11.7%	783	1,042	33.1%
<b>CHINA</b>	<b>4,053</b>	<b>1,186</b>	<b>-70.7%</b>	<b>2,383</b>	<b>3,925</b>	<b>64.7%</b>	<b>1,330</b>	<b>1,152</b>	<b>-13.4%</b>	<b>7,766</b>	<b>6,263</b>	<b>-19.4%</b>
Beijing	916	105	-88.5%	573	703	22.7%	177	113	-36.2%	1,666	921	-44.7%
Shanghai	1,253	519	-58.6%	699	1,093	56.4%	440	546	24.1%	2,392	2,158	-9.8%
Guangzhou	343	79	-77.0%	210	220	4.8%	89	62	-30.3%	642	361	-43.8%
Other	1,541	483	-68.7%	901	1,909	111.9%	624	431	-30.9%	3,066	2,823	-7.9%
<b>U.S. MAINLAND</b>	<b>5,805</b>	<b>9,324</b>	<b>60.6%</b>	<b>5,531</b>	<b>5,923</b>	<b>7.1%</b>	<b>5,090</b>	<b>7,120</b>	<b>39.9%</b>	<b>16,426</b>	<b>22,367</b>	<b>36.2%</b>
*HAWAII	1,200	-	-	1,216	-	-	1,258	-	-	3,674	-	-
CNMI	1,365	1,325	-2.9%	1,105	1,205	9.0%	1,537	1,875	22.0%	4,007	4,405	9.9%
PALAU	218	206	-5.5%	221	291	31.7%	257	308	19.8%	696	805	15.7%
FSM	743	929	25.0%	685	833	21.6%	810	1,295	59.9%	2,238	3,057	36.6%
RMI	62	107	72.6%	74	71	-4.1%	114	105	-7.9%	250	283	13.2%
PHILIPPINES	1,232	957	-22.3%	1,288	966	-25.0%	1,317	1,905	44.6%	3,837	3,828	-0.2%
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	221	16.9%	622	596	-4.2%
HONG KONG	2,047	411	-79.9%	1,688	395	-76.6%	1,924	570	-70.4%	5,659	1,376	-75.7%
*THAILAND	29	-	-	64	-	-	20	-	-	113	-	-
*VIETNAM	22	-	-	16	-	-	7	-	-	45	-	-
RUSSIA	416	648	55.8%	233	250	7.3%	374	539	44.1%	1,023	1,437	40.5%
*SINGAPORE	-	68	-	-	71	-	-	86	-	-	225	-
*INDIA	-	17	-	-	11	-	-	17	-	-	45	-
*MALAYSIA	-	4	-	-	20	-	-	54	-	-	78	-
OTHER/UNKNOWN	457	1,507	229.8%	390	1,780	356.4%	479	1,354	182.7%	1,326	4,641	250.0%
SEA ARRIVALS (CIV & MIL)	695	4,889	603.5%	8,547	140	-98.4%	42	2,838	6657.1%	9,284	7,867	-15.3%
<b>TOTAL</b>	<b>136,029</b>	<b>134,117</b>	<b>-1.4%</b>	<b>133,440</b>	<b>126,616</b>	<b>-5.1%</b>	<b>140,662</b>	<b>135,746</b>	<b>-3.5%</b>	<b>410,131</b>	<b>396,479</b>	<b>-3.3%</b>

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