



GUAM
VISITORS
BUREAU
SETBISISON BISITAN GUÅHAN

Visitor Arrival Summary
AUGUST 2014

	Aug-13	Aug-14	% from LY
Civilian Air Arrivals ^a	132,315	131,063	-0.9%
Civilian Sea Arrivals ^a	99	39	-60.6%
Armed Forces Air Arrivals ^a	1,941	2,121	9.3%
Armed Forces Sea Arrivals ^a	n.a.	14 ^r	-
TOTAL VISITOR ARRIVALS	134,355	133,237	-0.8%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Aug-13	Aug-14	% from LY
JAPAN	94,891	87,672	-7.6%
Kanto (Tokyo)	53,945	48,902	-9.3%
Chubu (Nagoya)	10,933	10,339	-5.4%
Kinki (Osaka)	16,573	15,606	-5.8%
Koshinetsu	1,787	1,436	-19.6%
Hokuriko	691	777	12.4%
Tohoku	2,036	1,851	-9.1%
Kyushu	3,370	3,746	11.2%
Chugoku	2,332	2,315	-0.7%
Hokkaido	1,066	844	-20.8%
Shikoku	937	925	-1.3%
Okinawa/Miya	626	502	-19.8%
Other	595	429	-27.9%
KOREA	23,168	27,247	17.6%
Seoul	12,117	13,324	10.0%
Incheon	1,209	1,529	26.5%
Chungbuk	320	436	36.3%
Chungnam	778	856	10.0%
Gangwon	204	203	-0.5%
Jeonbuk	302	325	7.6%
Gyeonbuk	581	923	58.9%
Gyeonggi	4,721	5,558	17.7%
Jeonnam	534	482	-9.7%
Gyeongnam	1,586	2,499	57.6%
Other	816	1,112	36.3%
TAIWAN	4,156	5,234	25.9%
Taipei	2,079	2,929	40.9%
Kaohsiung	256	294	14.8%
Taichung	922	1,074	16.5%
Taoyuan, Miaoli, Hsinehu	485	610	25.8%
Other	414	327	-21.0%
CHINA	968	1,189	22.8%
Beijing	244	580	137.7%
Shanghai	221	199	-10.0%
Guangzhou	167	134	-19.8%
Other	336	276	-17.9%
U.S. MAINLAND	4,032	4,847	20.2%
HAWAII	945	1,093	15.7%
CNMI	2,082	1,449	-30.4%
PALAU	284	310	-85.1%
FSM	985	821	-16.6%
RMI	67	83	23.9%
PHILIPPINES	779	743	-4.6%
AUSTRALIA	196	235	19.9%
CANADA	86	51	-40.7%
EUROPE	154	136	-11.7%
HONG KONG	565	544	-3.7%
THAILAND	36	32	-11.1%
VIETNAM	5	9	80.0%
RUSSIA	350	1,000	185.7%
OTHER/UNKNOWN	507	489	-3.6%

VISITOR INDUSTRY STATISTICS

JGTA^b Air Arrivals	80,010	70,169	-12.3%
Hotel Occupancy Taxes^c	\$2,544,554.07	\$2,429,492.77	-4.5%
Weighted Hotel Occupancy Rate^d	85%	76%	-9 points
Weighted Hotel Room Rate^d	\$165	\$186	12.7%

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

	CYTD 2013 (Jan - Aug '13)	CYTD 2014 (Jan - Aug '14)	% from LY	FYTD 2013 (Oct '12 - Aug '13)	FYTD 2014 (Oct '13 - Aug '14)	% from LY
Air Arrivals ^a	894,020	896,566	0.3%	1,221,902	1,222,722	0.1%
Sea Arrivals ^a	3,819	3,942	3.2%	7,128	5,809	-18.5%
TOTAL VISITOR ARRIVALS	897,839	900,508	0.3%	1,229,030	1,228,531	0.0%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2013 (Jan - Aug '13)	CYTD 2014 (Jan - Aug '14)	% from LY	FYTD 2013 (Oct '12 - Aug '13)	FYTD 2014 (Oct '13 - Aug '14)	% from LY
JAPAN	609,599	547,395	-10.2%	838,600	757,421	-9.7%
Kanto (Tokyo)	303,774	263,390	-13.3%	410,959	356,625	-13.2%
Chubu (Nagoya)	76,987	73,439	-4.6%	106,753	101,848	-4.6%
Kinki (Osaka)	114,142	104,865	-8.1%	158,863	149,479	-5.9%
Koshinetsu	15,061	12,876	-14.5%	22,199	20,548	-7.4%
Hokuriko	8,159	8,062	-1.2%	11,265	11,097	-1.5%
Tohoku	20,624	17,741	-14.0%	29,276	25,813	-11.8%
Kyushu	21,930	23,525	7.3%	30,163	31,414	4.1%
Chugoku	16,996	15,975	-6.0%	24,070	23,393	-2.8%
Hokkaido	11,806	11,011	-6.7%	16,292	14,932	-8.3%
Shikoku	7,807	7,520	-3.7%	11,210	10,571	-5.7%
Okinawa/Miya	2,623	2,847	8.5%	3,601	4,076	13.2%
Other	9,690	6,144	-36.6%	13,949	7,625	-45.3%
KOREA	157,879	201,693	27.8%	213,161	269,780	26.6%
Seoul	77,963	95,608	22.6%	105,464	127,888	21.3%
Incheon	9,076	12,303	35.6%	12,455	16,671	33.8%
Chungbuk	2,383	3,273	37.3%	3,171	4,500	41.9%
Chungnam	5,220	7,079	35.6%	7,080	9,471	33.8%
Gangwon	1,816	2,085	14.8%	2,321	2,932	26.3%
Jeonbuk	2,027	2,883	42.2%	2,647	3,827	44.6%
Gyeonbuk	4,656	6,537	40.4%	6,344	9,072	43.0%
Gyeonggi	34,260	44,214	29.1%	46,569	59,596	28.0%
Jeonnam	3,261	4,255	30.5%	4,320	5,766	33.5%
Gyeongnam	10,366	15,348	48.1%	13,418	19,621	46.2%
Other	6,851	8,108	18.3%	9,372	10,436	11.4%
TAIWAN	32,780	36,592	11.6%	42,955	47,516	10.6%
Taipei	17,887	19,790	10.6%	23,601	25,880	9.7%
Kaohsiung	2,284	2,343	2.6%	3,045	3,236	6.3%
Taichung	5,405	6,385	18.1%	7,039	8,376	19.0%
Taoyuan, Miaoli, Hsinehu	3,435	4,932	43.6%	4,411	5,982	35.6%
Other	3,769	3,142	-16.6%	4,859	4,042	-16.8%
CHINA	7,549	10,088	33.6%	9,511	12,891	35.5%
Beijing	1,812	3,276	80.8%	2,087	3,926	88.1%
Shanghai	2,237	2,141	-4.3%	2,853	3,064	7.4%
Guangzhou	604	798	32.1%	729	1,026	40.7%
Other	2,896	3,873	33.7%	3,842	4,875	26.9%
U.S. MAINLAND	33,558	35,568	6.0%	44,790	46,760	4.4%
HAWAII	6,214	8,985	44.6%	8,760	11,607	32.5%
CNMI	10,953	10,328	-5.7%	14,905	14,529	-2.5%
PALAU	2,058	2,082	1.2%	2,823	2,761	-2.2%
FSM	6,752	6,239	-7.6%	9,227	8,504	-7.8%
RMI	519	577	11.2%	817	851	4.2%
PHILIPPINES	6,607	7,401	12.0%	9,839	10,989	11.7%
AUSTRALIA	2,291	2,714	18.5%	2,982	3,479	16.7%
CANADA	588	585	-0.5%	870	1,002	15.2%
EUROPE	1,490	1,249	-16.2%	1,991	1,780	-10.6%
HONG KONG	5,527	5,294	-4.2%	8,307	7,995	-3.8%
THAILAND	275	299	8.7%	346	384	11.0%
VIETNAM	61	69	13.1%	77	94	22.1%
RUSSIA	4,543	14,792	225.6%	5,896	18,095	206.9%
OTHER/UNKNOWN	4,777	4,616	-3.4%	6,045	6,284	4.0%

VISITOR INDUSTRY STATISTICS

	2013	2014	% from LY	2013	2014	% from LY
JGTA^a Air Arrivals	536,741	481,399	-10.3%	740,088	669,319	-9.6%
Hotel Occupancy Taxes^c	\$19,254,832.71	\$22,263,577.61	15.6%	\$25,292,241.06	\$29,375,079.39	16.1%
Weighted Hotel Occupancy Rate^d	78%	78%	-	79%	75%	-4 points
Weighted Hotel Room Rate^d	\$136	\$151	11.0%	\$132	\$146	10.6%

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: ^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