

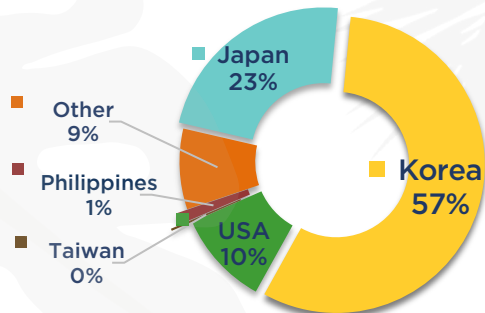
January 2024

Monthly Arrivals Summary

JAN Arrivals **82,670** **-44.0%** ↓

FYTD Arrivals **271,352** **-50.5%** ↓

MARKET MIX



VISITOR SNAPSHOT

Travel Party Size
3-4 pax (46.6%)



Average length of stay
3 nights



TRIP STATUS

First Timers : **48.5%**

Repeats : **39.4%**



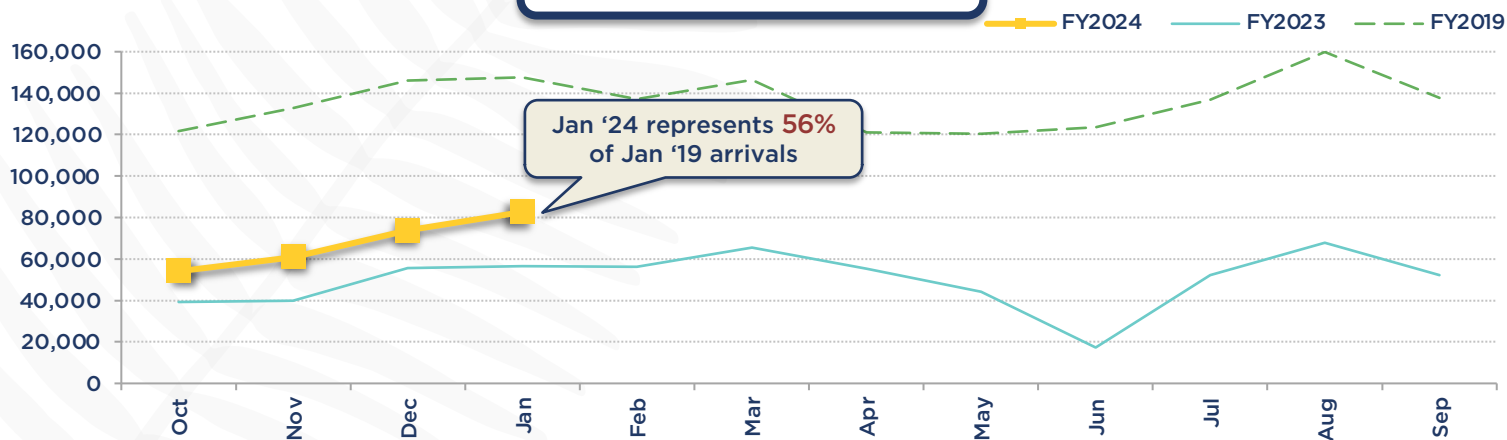
PRIMARY REASON FOR TRIP

Pleasure/Vacation	71.2%
Government/Military	3.1%
Medical	2.8%
Other	1.5%
Visiting friends/family	1.5%



Market	2019	2024	% vs 2019
Korea	69,295	46,740	-32.5%
Japan	58,021	18,955	-67.3%
US/Hawaii	8,536	8,507	-0.3%
Philippines	1,277	1,017	-20.4%
Taiwan	2,461	197	-92.0%
China	1,261	370	-70.7%

ROAD TO RECOVERY



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



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www.guamvisitorsbureau.com

Preliminary Visitor Arrival Summary
January 2019 vs January 2024



	Jan-19	Jan-24	% vs 2019
Civilian Air Arrivals ^a	144,717	77,322	-46.6%
Civilian Sea Arrivals ^a	885	3,690	316.9%
Armed Forces Air Arrivals ^a	1,343	1,647	22.6%
Armed Forces Sea Arrivals ^a	562	11	-98.0%
TOTAL VISITOR ARRIVALS	147,507	82,670	-44.0%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Jan-19	Jan-24	% vs 2019
KOREA	69,295	46,740	-32.5%
Seoul	27,444	16,182	-41.0%
Incheon/Gyeonggi	16,919	10,602	-37.3%
Chungnam/Daejeon	1,929	1,270	-34.2%
Jeonbuk/Gwanju	1,586	1,304	-17.8%
Gyeongbuk/Daegu	3,234	2,077	-35.8%
Busan	7,051	3,657	-48.1%
Ulsan	1,144	668	-41.6%
Other	9,988	10,980	9.9%
JAPAN	58,021	18,955	-67.3%
Kanto (Tokyo)	31,772	10,314	-67.5%
Chubu (Nagoya)	6,170	2,427	-60.7%
Kinki (Osaka)	10,244	2,924	-71.5%
Koshinetsu	1,303	406	-68.8%
Hokuriku	662	158	-76.1%
Tohoku	1,775	409	-77.0%
Kyushu	2,206	817	-63.0%
Chugoku	1,109	363	-67.3%
Hokkaido	1,929	553	-71.3%
Shikoku	512	133	-74.0%
Okinawa/Miya	184	180	-2.2%
Other	155	271	74.8%
TAIWAN	2,461	197	-92.0%
Taipei	1,411	121	-91.4%
Kaohsiung	153	14	-90.8%
Taichung	300	17	-94.3%
Taoyuan, Miaoli, Hsinehu	276	20	-92.8%
Hsinchu	139	9	-93.5%
Other	182	16	-91.2%
CHINA	1,261	370	-70.7%
Beijing	213	96	-54.9%
Shanghai	381	112	-70.6%
Guangzhou	119	21	-82.4%
Other	548	141	-74.3%
US/HAWAII	8,536	8,507	-0.3%
CNMI	1,745	940	-46.1%
PHILIPPINES	1,277	1,017	-20.4%
FSM	897	862	-3.9%
PALAU	336	255	-24.1%
EUROPE	211	153	-27.5%
AUSTRALIA	221	290	31.2%
SINGAPORE	85	41	-51.8%
RMI	97	52	-46.4%
HONG KONG	454	31	-93.2%
RUSSIA	816	15	-98.2%
MALAYSIA	20	8	-60.0%
INDIA	14	21	50.0%
OTHER/UNKNOWN	313	515	64.5%

QUARTERLY VISITOR INDUSTRY STATISTICS	Oct - Dec 2018	Oct - Dec 2023	
Hotel Occupancy Taxes ^c	\$9,907,860.43	\$4,452,650.58	-55.1%
Weighted Hotel Occupancy Rate ^d	85.9%	62.3%	-27.5%
Weighted Hotel Room Rate ^d	\$200.42	\$198.38	-1.0%

Guam Visitors Bureau
Preliminary January 2024 Visitor Arrival Summary
Calendar Year-to-Date 2019 vs 2024 • Fiscal Year-to-Date 2019 vs 2024



	CYTD 2019 (Jan '19)	CYTD 2024 (Jan '24)	% vs 2019	FYTD 2019 (Oct '18 - Jan '19)	FYTD 2024 (Oct '23 - Jan '24)	% vs 2019
Air Arrivals ^a	146,060	78,969	-45.9%	543,348	267,525	-50.8%
Sea Arrivals ^a	1,447	3,701	155.8%	4,768	3,827	-19.7%
TOTAL VISITOR ARRIVALS	147,507	82,670	-44.0%	548,116	271,352	-50.5%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2019 (Jan '19)	CYTD 2024 (Jan '24)	% vs 2019	FYTD 2019 (Oct '18 - Jan '19)	FYTD 2024 (Oct '23 - Jan '24)	% vs 2019
KOREA	69,295	46,740	-32.5%	251,362	149,860	-40.4%
Seoul	27,444	16,182	-41.0%	101,332	55,409	-45.3%
Incheon/Gyeonggi	16,919	10,602	-37.3%	63,672	35,594	-44.1%
Chungnam/Daejeon	1,929	1,270	-34.2%	6,376	3,967	-37.8%
Jeonbuk/Gwanju	1,586	1,304	-17.8%	4,235	3,463	-18.2%
Gyeongbuk/ Daegu	3,234	2,077	-35.8%	11,078	6,056	-45.3%
Busan	7,051	3,657	-48.1%	28,252	12,471	-55.9%
Ulsan	1,144	668	-41.6%	4,585	2,410	-47.4%
Other	9,988	10,980	9.9%	31,832	30,490	-4.2%
JAPAN	58,021	18,955	-67.3%	218,804	69,528	-68.2%
Kanto (Tokyo)	31,772	10,314	-67.5%	118,376	36,404	-69.2%
Chubu (Nagoya)	6,170	2,427	-60.7%	23,281	8,973	-61.5%
Kinki (Osaka)	10,244	2,924	-71.5%	40,850	11,637	-71.5%
Koshinetsu	1,303	406	-68.8%	4,478	1,195	-73.3%
Hokuriku	662	158	-76.1%	2,687	840	-68.7%
Tohoku	1,775	409	-77.0%	6,394	1,841	-71.2%
Kyushu	2,206	817	-63.0%	9,099	3,415	-62.5%
Chugoku	1,109	363	-67.3%	4,827	1,746	-63.8%
Hokkaido	1,929	553	-71.3%	4,488	1,366	-69.6%
Shikoku	512	133	-74.0%	2,656	692	-73.9%
Okinawa/Miya	184	180	-2.2%	1,097	513	-53.2%
Other	155	271	74.8%	571	906	58.7%
TAIWAN	2,461	197	-92.0%	8,749	718	-91.8%
Taipei	1,411	121	-91.4%	5,416	443	-91.8%
Kaohsiung	153	14	-90.8%	614	67	-89.1%
Taichung	300	17	-94.3%	918	58	-93.7%
Taoyuan, Miaoli, Hsinehu	276	20	-92.8%	833	59	-92.9%
Hsinchu	139	9	-93.5%	415	23	-94.5%
Other	182	16	-91.2%	553	68	-87.7%
CHINA	1,261	370	-70.7%	4,603	1,298	-71.8%
Beijing	213	96	-54.9%	752	245	-67.4%
Shanghai	381	112	-70.6%	1,405	471	-66.5%
Guangzhou	119	21	-82.4%	355	63	-82.3%
Other	548	141	-74.3%	2,091	519	-75.2%
US/HAWAII	8,536	8,507	-0.3%	31,134	28,529	-8.4%
CNMI	1,745	940	-46.1%	6,739	3,945	-41.5%
PHILIPPINES	1,277	1,017	-20.4%	7,680	4,665	-39.3%
FSM	897	862	-3.9%	4,001	4,004	0.1%
PALAU	336	255	-24.1%	1,361	1,159	-14.8%
EUROPE	211	153	-27.5%	894	602	-32.7%
AUSTRALIA	221	290	31.2%	737	488	-33.8%
SINGAPORE	85	41	-51.8%	393	498	26.7%
RMI	97	52	-46.4%	468	182	-61.1%
HONG KONG	454	31	-93.2%	2,482	270	-89.1%
RUSSIA	816	15	-98.2%	2,517	57	-97.7%
MALAYSIA	20	8	-60.0%	157	66	-58.0%
INDIA	14	21	50.0%	60	41	-31.7%
OTHER/UNKNOWN	313	515	64.5%	1,207	1,615	33.8%

VISITOR INDUSTRY STATISTICS	Jan - Dec 2019	Jan - Dec 2023		Oct 2018 - Dec 2018	Oct 2023 - Dec 2023	
Hotel Occupancy Taxes^c	\$44,904,624.27	\$25,370,210.10	-43.5%	\$9,907,860.43	\$4,452,650.58	-55.1%
Weighted Hotel Occupancy Rate^d	89.5%	65.8%	-26.5%	85.9%	62.3%	-27.5%
Weighted Hotel Room Rate^d	\$213.07	\$198.65	-6.8%	\$200.42	\$198.38	-1.0%

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2019/2024 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: ^a Civilian air & sea arrivals, Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau. Sources: ^b Japan Guam Travel Association, ^c Hotel Occupancy Tax collections are unaudited. Department of Administration, STR Global (Hotel Occupancy and ADR Report).

Preliminary Visitor Arrival Summary January 2024



	Jan-23	Jan-24	% from LY
Civilian Air Arrivals ^a	56,022	77,322	38.0%
Civilian Sea Arrivals ^a	17	3,690	21605.9%
Armed Forces Air Arrivals ^a	648	1,647	154.2%
Armed Forces Sea Arrivals ^a	0	11	-
TOTAL VISITOR ARRIVALS	56,687	82,670	45.8%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Jan-23	Jan-24	% from LY
KOREA	39,653	46,740	17.9%
Seoul	15,820	16,182	2.3%
Incheon/Gyeonggi	9,141	10,602	16.0%
Chungnam/Daejeon	961	1,270	32.2%
Jeonbuk/Gwanju	953	1,304	36.8%
Gyeonbuk/Daegu	1,484	2,077	40.0%
Busan	3,475	3,657	5.2%
Ulsan	740	668	-9.7%
Other	7,079	10,980	55.1%
JAPAN	4,792	18,955	295.6%
Kanto (Tokyo)	2,843	10,314	262.8%
Chubu (Nagoya)	555	2,427	337.3%
Kinki (Osaka)	590	2,924	395.6%
Koshinetsu	73	406	456.2%
Hokuriku	31	158	409.7%
Tohoku	82	409	398.8%
Kyushu	167	817	389.2%
Chugoku	31	363	1071.0%
Hokkaido	110	553	402.7%
Shikoku	25	133	432.0%
Okinawa/Miya	143	180	25.9%
Other	142	271	90.8%
TAIWAN	850	197	-76.8%
Taipei	489	121	-75.3%
Kaohsiung	32	14	-56.3%
Taichung	118	17	-85.6%
Taoyuan, Miaoli, Hsinehu	81	20	-75.3%
Hsinchu	41	9	-78.0%
Other	89	16	-82.0%
CHINA	104	370	255.8%
Beijing	9	96	966.7%
Shanghai	22	112	409.1%
Guangzhou	7	21	200.0%
Other	66	141	113.6%
US/HAWAII	7,231	8,507	17.6%
CNMI	1,221	940	-23.0%
PHILIPPINES	1,192	1,017	-14.7%
FSM	763	862	13.0%
PALAU	169	255	50.9%
EUROPE	116	153	31.9%
AUSTRALIA	69	290	320.3%
SINGAPORE	47	41	-12.8%
RMI	33	52	57.6%
HONG KONG	56	31	-44.6%
RUSSIA	27	15	-44.4%
MALAYSIA	9	8	-11.1%
INDIA	11	21	90.9%
OTHER/UNKNOWN	327	515	57.5%

QUARTERLY VISITOR INDUSTRY STATISTICS	Oct - Dec 2022	Oct - Dec 2023	
Hotel Occupancy Taxes ^c	\$5,224,779.33	\$4,452,650.58	-14.8%
Weighted Hotel Occupancy Rate ^d	59.7%	62.3%	4.4%
Weighted Hotel Room Rate ^d	\$193.61	\$198.38	2.5%

Guam Visitors Bureau
Preliminary January 2024 Visitor Arrival Summary
Calendar Year-to-Date 2023/24 • Fiscal Year-to-Date 2023/24



	CYTD 2023 (Jan '23)	CYTD 2024 (Jan '24)	% from LY	FYTD 2023 (Oct '22 - Jan '23)	FYTD 2024 (Oct '23 - Jan '24)	% from LY
Air Arrivals ^a	56,670	78,969	39.3%	192,949	267,525	38.7%
Sea Arrivals ^a	17	3,701	21670.6%	64	3,827	5879.7%
TOTAL VISITOR ARRIVALS	56,687	82,670	45.8%	193,013	271,352	40.6%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2023 (Jan '23)	CYTD 2024 (Jan '24)	% from LY	FYTD 2023 (Oct '22 - Jan '23)	FYTD 2024 (Oct '23 - Jan '24)	% from LY
KOREA	39,653	46,740	17.9%	130,702	149,860	14.7%
Seoul	15,820	16,182	2.3%	52,359	55,409	5.8%
Incheon/Gyeonggi	9,141	10,602	16.0%	31,756	35,594	12.1%
Chungnam/Daejeon	961	1,270	32.2%	3,045	3,967	30.3%
Jeonbuk/Gwanju	953	1,304	36.8%	2,720	3,463	27.3%
Gyeongbuk/ Daegu	1,484	2,077	40.0%	4,897	6,056	23.7%
Busan	3,475	3,657	5.2%	13,002	12,471	-4.1%
Ulsan	740	668	-9.7%	2,332	2,410	3.3%
Other	7,079	10,980	55.1%	20,591	30,490	48.1%
JAPAN	4,792	18,955	295.6%	16,490	69,528	321.6%
Kanto (Tokyo)	2,843	10,314	262.8%	9,774	36,404	272.5%
Chubu (Nagoya)	555	2,427	337.3%	1,598	8,973	461.5%
Kinki (Osaka)	590	2,924	395.6%	2,295	11,637	407.1%
Koshinetsu	73	406	456.2%	192	1,195	522.4%
Hokuriku	31	158	409.7%	114	840	636.8%
Tohoku	82	409	398.8%	343	1,841	436.7%
Kyushu	167	817	389.2%	683	3,415	400.0%
Chugoku	31	363	1071.0%	116	1,746	1405.2%
Hokkaido	110	553	402.7%	317	1,366	330.9%
Shikoku	25	133	432.0%	90	692	668.9%
Okinawa/Miya	143	180	25.9%	466	513	10.1%
Other	142	271	90.8%	502	906	80.5%
TAIWAN	850	197	-76.8%	1,145	718	-37.3%
Taipei	489	121	-75.3%	643	443	-31.1%
Kaohsiung	32	14	-56.3%	79	67	-15.2%
Taichung	118	17	-85.6%	141	58	-58.9%
Taoyuan, Miaoli, Hsinehu	81	20	-75.3%	96	59	-38.5%
Hsinchu	41	9	-78.0%	50	23	-54.0%
Other	89	16	-82.0%	136	68	-50.0%
CHINA	104	370	255.8%	301	1,298	331.2%
Beijing	9	96	966.7%	13	245	1784.6%
Shanghai	22	112	409.1%	75	471	528.0%
Guangzhou	7	21	200.0%	20	63	215.0%
Other	66	141	113.6%	193	519	168.9%
US/HAWAII	7,231	8,507	17.6%	26,518	28,529	7.6%
CNMI	1,221	940	-23.0%	5,636	3,945	-30.0%
PHILIPPINES	1,192	1,017	-14.7%	4,806	4,665	-2.9%
FSM	763	862	13.0%	3,340	4,004	19.9%
PALAU	169	255	50.9%	978	1,159	18.5%
EUROPE	116	153	31.9%	432	602	39.4%
AUSTRALIA	69	290	320.3%	396	488	23.2%
SINGAPORE	47	41	-12.8%	247	498	101.6%
RMI	33	52	57.6%	255	182	-28.6%
HONG KONG	56	31	-44.6%	185	270	45.9%
RUSSIA	27	15	-44.4%	66	57	-13.6%
MALAYSIA	9	8	-11.1%	36	66	83.3%
INDIA	11	21	90.9%	29	41	41.4%
OTHER/UNKNOWN	327	515	57.5%	1,387	1,615	16.4%

VISITOR INDUSTRY STATISTICS	Jan - Dec 2022	Jan - Dec 2023		Oct 2022 - Dec 2022	Oct 2023 - Dec 2023	
Hotel Occupancy Taxes ^c	\$19,279,849.76	\$25,370,210.10	31.6%	\$5,224,779.33	\$4,452,650.58	-14.8%
Hotel Occupancy Rate ^d	59.1%	65.8%	11.3%	59.7%	62.3%	4.4%
Hotel Room Rate ^d	\$180.02	\$198.65	10.3%	\$193.61	\$198.38	2.5%

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2023/2024 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: ^a Civilian air & sea arrivals. Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau. Sources: ^b Japan Guam Travel Association, ^c Hotel Occupancy Tax collections are unaudited. Department of Administration, ^d STR Global (Hotel Occupancy and ADR Report).