

Visitor Arrival Summary January 2019 vs January 2025



	Jan-19	Jan-25	% vs 2019
Civilian Air Arrivals ^a	144,717	65,771	-54.6%
Civilian Sea Arrivals ^a	885	47	-94.7%
Armed Forces Air Arrivals ^a	1,343	1,497	11.5%
Armed Forces Sea Arrivals ^a	562	1	-99.8%
TOTAL VISITOR ARRIVALS	147,507	67,316	-54.4%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Jan-19	Jan-25	% vs 2019
KOREA	69,295	33,999	-50.9%
Seoul	27,444	12,474	-54.5%
Incheon/Gyeonggi	16,919	7,124	-57.9%
Chungnam/Daejeon	1,929	884	-54.2%
Jeonbuk/Gwanju	1,586	890	-43.9%
Gyeongbuk/Daegu	3,234	1,423	-56.0%
Busan	7,051	2,615	-62.9%
Ulsan	1,144	494	-56.8%
Other	9,988	8,095	-19.0%
JAPAN	58,021	20,049	-65.4%
Kanto (Tokyo)	31,772	11,682	-63.2%
Chubu (Nagoya)	6,170	2,014	-67.4%
Kinki (Osaka)	10,244	3,222	-68.5%
Koshinetsu	1,303	388	-70.2%
Hokuriku	662	167	-74.8%
Tohoku	1,775	683	-61.5%
Kyushu	2,206	388	-82.4%
Chugoku	1,109	293	-73.6%
Hokkaido	1,929	370	-80.8%
Shikoku	512	153	-70.1%
Okinawa/Miya	184	214	16.3%
Other	155	475	206.5%
TAIWAN	2,461	1,711	-30.5%
Taipei	1,411	979	-30.6%
Kaohsiung	153	88	-42.5%
Taichung	300	170	-43.3%
Taoyuan, Miaoli, Hsinehu	276	156	-43.5%
Hsinchu	139	94	-32.4%
Other	182	224	23.1%
CHINA	1,261	725	-42.5%
Beijing	213	173	-18.8%
Shanghai	381	248	-34.9%
Guangzhou	119	46	-61.3%
Other	548	258	-52.9%
US/HAWAII	8,536	7,088	-17.0%
CNMI	1,745	954	-45.3%
PHILIPPINES	1,277	773	-39.5%
FSM	897	687	-23.4%
PALAU	336	219	-34.8%
EUROPE	211	146	-30.8%
AUSTRALIA	221	261	18.1%
SINGAPORE	85	41	-51.8%
RMI	97	47	-51.5%
HONG KONG	454	41	-91.0%
RUSSIA	816	24	-97.1%
MALAYSIA	20	4	-80.0%
INDIA	14	22	57.1%
OTHER/UNKNOWN	313	477	52.4%

QUARTERLY VISITOR INDUSTRY STATISTICS	Oct - Dec 2018	Oct - Dec 2024	
Hotel Occupancy Taxes ^c	\$9,916,642	\$7,354,007	-25.8%
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
January 2025 Visitor Arrival Summary
Calendar Year-to-Date 2019 vs 2025 • Fiscal Year-to-Date 2019 vs 2025



	CYTD 2019 (Jan '19)	CYTD 2025 (Jan '25)	% vs 2019	FYTD 2019 (Oct '18 - Jan '19)	FYTD 2025 (Oct '24 - Jan '25)	% vs 2019
Air Arrivals^a	146,060	67,268	-53.9%	543,348	242,166	-55.4%
Sea Arrivals^a	1,447	48	-96.7%	4,768	405	-91.5%
TOTAL VISITOR ARRIVALS	147,507	67,316	-54.4%	548,116	242,571	-55.7%
ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2019 (Jan '19)	CYTD 2025 (Jan '25)	% vs 2019	FYTD 2019 (Oct '18 - Jan '19)	FYTD 2025 (Oct '24 - Jan '25)	% vs 2019
KOREA	69,295	33,999	-50.9%	251,362	118,797	-52.7%
Seoul	27,444	12,474	-54.5%	101,332	44,127	-56.5%
Incheon/Gyeonggi	16,919	7,124	-57.9%	63,672	27,316	-57.1%
Chungnam/Daejeon	1,929	884	-54.2%	6,376	3,033	-52.4%
Jeonbuk/Gwanju	1,586	890	-43.9%	4,235	2,852	-32.7%
Gyeongbuk/Daegu	3,234	1,423	-56.0%	11,078	4,699	-57.6%
Busan	7,051	2,615	-62.9%	28,252	8,491	-69.9%
Ulsan	1,144	494	-56.8%	4,585	1,971	-57.0%
Other	9,988	8,095	-19.0%	31,832	26,308	-17.4%
JAPAN	58,021	20,049	-65.4%	218,804	75,895	-65.3%
Kanto (Tokyo)	31,772	11,682	-63.2%	118,376	43,089	-63.6%
Chubu (Nagoya)	6,170	2,014	-67.4%	23,281	8,400	-63.9%
Kinki (Osaka)	10,244	3,222	-68.5%	40,850	11,921	-70.8%
Koshinetsu	1,303	388	-70.2%	4,478	1,540	-65.6%
Hokuriku	662	167	-74.8%	2,687	671	-75.0%
Tohoku	1,775	683	-61.5%	6,394	2,290	-64.2%
Kyushu	2,206	388	-82.4%	9,099	2,849	-68.7%
Chugoku	1,109	293	-73.6%	4,827	1,499	-68.9%
Hokkaido	1,929	370	-80.8%	4,488	1,195	-73.4%
Shikoku	512	153	-70.1%	2,656	707	-73.4%
Okinawa/Miya	184	214	16.3%	1,097	580	-47.1%
Other	155	475	206.5%	571	1,154	102.1%
TAIWAN	2,461	1,711	-30.5%	8,749	2,915	-66.7%
Taipei	1,411	979	-30.6%	5,416	1,698	-68.6%
Kaohsiung	153	88	-42.5%	614	195	-68.2%
Taichung	300	170	-43.3%	918	285	-69.0%
Taoyuan, Miaoli, Hsinehu	276	156	-43.5%	833	270	-67.6%
Hsinchu	139	94	-32.4%	415	153	-63.1%
Other	182	224	23.1%	553	314	-43.2%
CHINA	1,261	725	-42.5%	4,603	1,707	-62.9%
Beijing	213	173	-18.8%	752	346	-54.0%
Shanghai	381	248	-34.9%	1,405	589	-58.1%
Guangzhou	119	46	-61.3%	355	93	-73.8%
Other	548	258	-52.9%	2,091	679	-67.5%
US/HAWAII	8,536	7,088	-17.0%	31,134	25,475	-18.2%
CNMI	1,745	954	-45.3%	6,739	4,155	-38.3%
PHILIPPINES	1,277	773	-39.5%	7,680	4,730	-38.4%
FSM	897	687	-23.4%	4,001	3,675	-8.1%
PALAU	336	219	-34.8%	1,361	1,246	-8.4%
EUROPE	211	146	-30.8%	894	465	-48.0%
AUSTRALIA	221	261	18.1%	737	538	-27.0%
SINGAPORE	85	41	-51.8%	393	227	-42.2%
RMI	97	47	-51.5%	468	201	-57.1%
HONG KONG	454	41	-91.0%	2,482	205	-91.7%
RUSSIA	816	24	-97.1%	2,517	57	-97.7%
MALAYSIA	20	4	-80.0%	157	45	-71.3%
INDIA	14	22	57.1%	60	38	-36.7%
OTHER/UNKNOWN	313	477	52.4%	1,207	1,795	48.7%
VISITOR INDUSTRY STATISTICS	Jan - Dec 2019	Jan - Dec 2024		Oct - Dec 2018	Oct - Dec 2024	
Hotel Occupancy Taxes ^c	\$44,980,545	\$32,081,000	-28.7%	\$9,916,642	\$7,354,007	-25.8%
Weighted Hotel Occupancy Rate ^d	89.5%	65.9%	-26.4%	85.9%	62.3%	-27.5%
Weighted Hotel Room Rate ^d	\$213.07	\$206.22	-3.2%	\$200.42	\$198.38	-1.0%

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2019/2025 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).

Visitor Arrival Summary January 2025



	Jan-24	Jan-25	% from LY
Civilian Air Arrivals ^a	77,322	65,771	-14.9%
Civilian Sea Arrivals ^a	3,690	47	-98.7%
Armed Forces Air Arrivals ^a	1,647	1,497	-9.1%
Armed Forces Sea Arrivals ^a	11	1	-90.9%
TOTAL VISITOR ARRIVALS	82,670	67,316	-18.6%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Jan-24	Jan-25	% from LY
KOREA	46,740	33,999	-27.3%
Seoul	16,182	12,474	-22.9%
Incheon/Gyeonggi	10,602	7,124	-32.8%
Chungnam/Daejeon	1,270	884	-30.4%
Jeonbuk/Gwanju	1,304	890	-31.7%
Gyeongbuk/Daegu	2,077	1,423	-31.5%
Busan	3,657	2,615	-28.5%
Ulsan	668	494	-26.0%
Other	10,980	8,095	-26.3%
JAPAN	18,955	20,049	5.8%
Kanto (Tokyo)	10,314	11,682	13.3%
Chubu (Nagoya)	2,427	2,014	-17.0%
Kinki (Osaka)	2,924	3,222	10.2%
Koshinetsu	406	388	-4.4%
Hokuriku	158	167	5.7%
Tohoku	409	683	67.0%
Kyushu	817	388	-52.5%
Chugoku	363	293	-19.3%
Hokkaido	553	370	-33.1%
Shikoku	133	153	15.0%
Okinawa/Miya	180	214	18.9%
Other	271	475	75.3%
TAIWAN	197	1,711	768.5%
Taipei	121	979	709.1%
Kaohsiung	14	88	528.6%
Taichung	17	170	900.0%
Taoyuan, Miaoli, Hsinehu	20	156	680.0%
Hsinchu	9	94	944.4%
Other	16	224	1300.0%
CHINA	370	725	95.9%
Beijing	96	173	80.2%
Shanghai	112	248	121.4%
Guangzhou	21	46	119.0%
Other	141	258	83.0%
US/HAWAII	8,507	7,088	-16.7%
CNMI	940	954	1.5%
PHILIPPINES	1,017	773	-24.0%
FSM	862	687	-20.3%
PALAU	255	219	-14.1%
EUROPE	153	146	-4.6%
AUSTRALIA	290	261	-10.0%
SINGAPORE	41	41	0.0%
RMI	52	47	-9.6%
HONG KONG	31	41	32.3%
RUSSIA	15	24	60.0%
MALAYSIA	8	4	-50.0%
INDIA	21	22	4.8%
OTHER/UNKNOWN	515	477	-7.4%

QUARTERLY VISITOR INDUSTRY STATISTICS	Oct - Dec 2023	Oct - Dec 2024	
Hotel Occupancy Taxes ^c	\$6,088,287	\$7,354,007	20.8%
Weighted Hotel Occupancy Rate ^d	59.7%	62.3%	4.4%
Weighted Hotel Room Rate ^d	\$198.61	\$198.38	-0.1%

Guam Visitors Bureau
January 2025 Visitor Arrival Summary
Calendar Year-to-Date 2024/25 • Fiscal Year-to-Date 2024/25



	CYTD 2024 (Jan '24)	CYTD 2025 (Jan '25)	% from LY	FYTD 2024 (Oct '23 - Jan '24)	FYTD 2025 (Oct '24 - Jan '25)	% from LY
Air Arrivals ^a	78,969	67,268	-14.8%	267,525	242,166	-9.5%
Sea Arrivals ^a	3,701	48	-98.7%	3,827	405	-89.4%
TOTAL VISITOR ARRIVALS	82,670	67,316	-18.6%	271,352	242,571	-10.6%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2024 (Jan '24)	CYTD 2025 (Jan '25)	% from LY	FYTD 2024 (Oct '23 - Jan '24)	FYTD 2025 (Oct '24 - Jan '25)	% from LY
KOREA	46,740	33,999	-27.3%	149,860	118,797	-20.7%
Seoul	16,182	12,474	-22.9%	55,409	44,127	-20.4%
Incheon/Gyeonggi	10,602	7,124	-32.8%	35,594	27,316	-23.3%
Chungnam/Daejeon	1,270	884	-30.4%	3,967	3,033	-23.5%
Jeonbuk/Gwanju	1,304	890	-31.7%	3,463	2,852	-17.6%
Gyeongbuk/Daegu	2,077	1,423	-31.5%	6,056	4,699	-22.4%
Busan	3,657	2,615	-28.5%	12,471	8,491	-31.9%
Ulsan	668	494	-26.0%	2,410	1,971	-18.2%
Other	10,980	8,095	-26.3%	30,490	26,308	-13.7%
JAPAN	18,955	20,049	5.8%	69,528	75,895	9.2%
Kanto (Tokyo)	10,314	11,682	13.3%	36,404	43,089	18.4%
Chubu (Nagoya)	2,427	2,014	-17.0%	8,973	8,400	-6.4%
Kinki (Osaka)	2,924	3,222	10.2%	11,637	11,921	2.4%
Koshinetsu	406	388	-4.4%	1,195	1,540	28.9%
Hokuriku	158	167	5.7%	840	671	-20.1%
Tohoku	409	683	67.0%	1,841	2,290	24.4%
Kyushu	817	388	-52.5%	3,415	2,849	-16.6%
Chugoku	363	293	-19.3%	1,746	1,499	-14.1%
Hokkaido	553	370	-33.1%	1,366	1,195	-12.5%
Shikoku	133	153	15.0%	692	707	2.2%
Okinawa/Miya	180	214	18.9%	513	580	13.1%
Other	271	475	75.3%	906	1,154	27.4%
TAIWAN	197	1,711	768.5%	718	2,915	306.0%
Taipei	121	979	709.1%	443	1,698	283.3%
Kaohsiung	14	88	528.6%	67	195	191.0%
Taichung	17	170	900.0%	58	285	391.4%
Taoyuan, Miaoli, Hsinehu	20	156	680.0%	59	270	357.6%
Hsinchu	9	94	944.4%	23	153	565.2%
Other	16	224	1300.0%	68	314	361.8%
CHINA	370	725	95.9%	1,298	1,707	31.5%
Beijing	96	173	80.2%	245	346	41.2%
Shanghai	112	248	121.4%	471	589	25.1%
Guangzhou	21	46	119.0%	63	93	47.6%
Other	141	258	83.0%	519	679	30.8%
US/HAWAII	8,507	7,088	-16.7%	28,529	25,475	-10.7%
CNMI	940	954	1.5%	3,945	4,155	5.3%
PHILIPPINES	1,017	773	-24.0%	4,665	4,730	1.4%
FSM	862	687	-20.3%	4,004	3,675	-8.2%
PALAU	255	219	-14.1%	1,159	1,246	7.5%
EUROPE	153	146	-4.6%	602	465	-22.8%
AUSTRALIA	290	261	-10.0%	488	538	10.2%
SINGAPORE	41	41	0.0%	498	227	-54.4%
RMI	52	47	-9.6%	182	201	10.4%
HONG KONG	31	41	32.3%	270	205	-24.1%
RUSSIA	15	24	60.0%	57	57	0.0%
MALAYSIA	8	4	-50.0%	66	45	-31.8%
INDIA	21	22	4.8%	41	38	-7.3%
OTHER/UNKNOWN	515	477	-7.4%	1,615	1,795	11.1%

VISITOR INDUSTRY STATISTICS	Jan - Dec 2023	Jan - Dec 2024		Oct - Dec 2023	Oct - Dec 2024	
Hotel Occupancy Taxes ^c	\$28,423,583	\$32,081,000	12.9%	\$6,088,287	\$7,354,007	20.8%
Hotel Occupancy Rate ^d	65.8%	65.9%	0.2%	59.7%	62.3%	4.4%
Hotel Room Rate ^d	\$198.65	\$206.22	3.8%	\$198.61	\$198.38	-0.1%

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