

Preliminary Visitor Arrival Summary March 2019 vs March 2025



	Mar-19	Mar-25	% vs 2019
Civilian Air Arrivals ^a	144,081	61,249	-57.5%
Civilian Sea Arrivals ^a	20	135	575.0%
Armed Forces Air Arrivals ^a	1,868	674	-63.9%
Armed Forces Sea Arrivals ^a	363	49	-86.5%
TOTAL VISITOR ARRIVALS	146,332	62,107	-57.6%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Mar-19	Mar-25	% vs 2019
KOREA	54,087	22,228	-58.9%
Seoul	20,961	7,731	-63.1%
Incheon/Gyeonggi	14,434	5,632	-61.0%
Chungnam/Daejeon	1,317	538	-59.1%
Jeonbuk/Gwanju	712	539	-24.3%
Gyeongbuk/Daegu	1,854	811	-56.3%
Busan	6,377	1,557	-75.6%
Ulsan	1,174	371	-68.4%
Other	7,258	5,049	-30.4%
JAPAN	72,974	27,711	-62.0%
Kanto (Tokyo)	36,675	15,352	-58.1%
Chubu (Nagoya)	10,025	3,239	-67.7%
Kinki (Osaka)	14,916	5,050	-66.1%
Koshinetsu	1,431	530	-63.0%
Hokuriku	954	362	-62.1%
Tohoku	1,738	621	-64.3%
Kyushu	2,965	684	-76.9%
Chugoku	1,615	479	-70.3%
Hokkaido	1,269	477	-62.4%
Shikoku	788	202	-74.4%
Okinawa/Miya	315	84	-73.3%
Other	283	631	123.0%
TAIWAN	1,962	97	-95.1%
Taipei	1,064	50	-95.3%
Kaohsiung	144	13	-91.0%
Taichung	273	13	-95.2%
Taoyuan, Miaoli, Hsinehu	274	3	-98.9%
Hsinchu	88	6	-93.2%
Other	119	12	-89.9%
CHINA	697	227	-67.4%
Beijing	103	39	-62.1%
Shanghai	232	54	-76.7%
Guangzhou	42	17	-59.5%
Other	320	117	-63.4%
US/HAWAII	9,472	7,305	-22.9%
CNMI	1,912	1,017	-46.8%
PHILIPPINES	1,365	1,229	-10.0%
FSM	1,091	935	-14.3%
PALAU	304	229	-24.7%
EUROPE	225	161	-28.4%
AUSTRALIA	161	80	-50.3%
SINGAPORE	75	73	-2.7%
RMI	133	44	-66.9%
HONG KONG	416	67	-83.9%
RUSSIA	644	6	-99.1%
MALAYSIA	65	17	-73.8%
INDIA	19	31	63.2%
OTHER/UNKNOWN	347	466	34.3%

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
Preliminary March 2025 Visitor Arrival Summary
Calendar Year-to-Date 2019 vs 2025 • Fiscal Year-to-Date 2019 vs 2025



	CYTD 2019 (Jan - Mar '19)	CYTD 2025 (Jan - Mar '25)	% vs 2019	FYTD 2019 (Oct '18 - Mar '19)	FYTD 2025 (Oct '24 - Mar '25)	% vs 2019
Air Arrivals^a	429,013	190,041	-55.7%	826,301	364,940	-55.8%
Sea Arrivals^a	2,070	335	-83.8%	5,391	692	-87.2%
TOTAL VISITOR ARRIVALS	431,083	190,376	-55.8%	831,692	365,632	-56.0%
	CYTD 2019 (Jan - Mar '19)	CYTD 2025 (Jan - Mar '25)	% vs 2019	FYTD 2019 (Oct '18 - Mar '19)	FYTD 2025 (Oct '24 - Mar '25)	% vs 2019
ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)						
KOREA	182,811	86,118	-52.9%	364,878	170,917	-53.2%
Seoul	71,465	30,302	-57.6%	145,353	61,955	-57.4%
Incheon/Gyeonggi	47,011	18,976	-59.6%	93,764	39,168	-58.2%
Chungnam/Daejeon	4,849	2,286	-52.9%	9,296	4,436	-52.3%
Jeonbuk/Gwanju	3,414	2,251	-34.1%	6,063	4,213	-30.5%
Gyeongbuk/Daegu	7,656	3,593	-53.1%	15,500	6,869	-55.7%
Busan	20,313	6,667	-67.2%	41,514	12,543	-69.8%
Ulsan	3,399	1,344	-60.5%	6,840	2,821	-58.8%
Other	24,704	20,699	-16.2%	46,548	38,912	-16.4%
JAPAN	189,769	68,742	-63.8%	350,552	124,588	-64.5%
Kanto (Tokyo)	101,023	38,902	-61.5%	187,627	70,309	-62.5%
Chubu (Nagoya)	22,481	7,646	-66.0%	39,592	14,032	-64.6%
Kinki (Osaka)	35,238	11,836	-66.4%	65,844	20,535	-68.8%
Koshinetsu	3,801	1,314	-65.4%	6,976	2,466	-64.7%
Hokuriku	2,506	810	-67.7%	4,531	1,314	-71.0%
Tohoku	5,139	1,787	-65.2%	9,758	3,394	-65.2%
Kyushu	7,647	1,605	-79.0%	14,540	4,066	-72.0%
Chugoku	3,906	1,184	-69.7%	7,624	2,390	-68.7%
Hokkaido	4,215	1,165	-72.4%	6,774	1,990	-70.6%
Shikoku	1,894	515	-72.8%	4,038	1,069	-73.5%
Okinawa/Miya	1,167	443	-62.0%	2,080	809	-61.1%
Other	752	1,535	104.1%	1,168	2,214	89.6%
TAIWAN	6,958	1,898	-72.7%	13,246	3,102	-76.6%
Taipei	4,002	1,078	-73.1%	8,007	1,797	-77.6%
Kaohsiung	451	117	-74.1%	912	224	-75.4%
Taichung	931	190	-79.6%	1,549	305	-80.3%
Taoyuan, Miaoli, Hsinehu	720	170	-76.4%	1,277	284	-77.8%
Hsinchu	337	103	-69.4%	613	162	-73.6%
Other	517	240	-53.6%	888	330	-62.8%
CHINA	4,607	1,367	-70.3%	7,949	2,349	-70.4%
Beijing	931	299	-67.9%	1,470	472	-67.9%
Shanghai	1,454	403	-72.3%	2,478	744	-70.0%
Guangzhou	397	86	-78.3%	633	133	-79.0%
Other	1,825	579	-68.3%	3,368	1,000	-70.3%
US/HAWAII	25,266	20,397	-19.3%	47,864	38,784	-19.0%
CNMI	5,137	2,772	-46.0%	10,131	5,973	-41.0%
PHILIPPINES	3,923	2,990	-23.8%	10,326	6,947	-32.7%
FSM	2,842	2,220	-21.9%	5,946	5,208	-12.4%
PALAU	864	626	-27.5%	1,889	1,653	-12.5%
EUROPE	634	404	-36.3%	1,317	723	-45.1%
AUSTRALIA	901	425	-52.8%	1,417	702	-50.5%
SINGAPORE	274	168	-38.7%	582	354	-39.2%
RMI	348	107	-69.3%	719	261	-63.7%
HONG KONG	1,615	150	-90.7%	3,643	314	-91.4%
RUSSIA	1,801	42	-97.7%	3,502	75	-97.9%
MALAYSIA	153	27	-82.4%	290	68	-76.6%
INDIA	48	58	20.8%	94	74	-21.3%
OTHER/UNKNOWN	1,062	1,530	44.1%	1,956	2,848	45.6%
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).

Preliminary Visitor Arrival Summary March 2025



	Mar-24	Mar-25	% from LY
Civilian Air Arrivals ^a	66,753	61,249	-8.2%
Civilian Sea Arrivals ^a	683	135	-80.2%
Armed Forces Air Arrivals ^a	1,185	674	-43.1%
Armed Forces Sea Arrivals ^a	2	49	2350.0%
TOTAL VISITOR ARRIVALS	68,623	62,107	-9.5%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Mar-24	Mar-25	% from LY
KOREA	32,676	22,228	-32.0%
Seoul	11,208	7,731	-31.0%
Incheon/Gyeonggi	7,862	5,632	-28.4%
Chungnam/Daejeon	792	538	-32.1%
Jeonbuk/Gwanju	655	539	-17.7%
Gyeongbuk/Daegu	1,358	811	-40.3%
Busan	3,200	1,557	-51.3%
Ulsan	665	371	-44.2%
Other	6,936	5,049	-27.2%
JAPAN	22,591	27,711	22.7%
Kanto (Tokyo)	10,650	15,352	44.2%
Chubu (Nagoya)	2,897	3,239	11.8%
Kinki (Osaka)	4,974	5,050	1.5%
Koshinetsu	348	530	52.3%
Hokuriku	270	362	34.1%
Tohoku	525	621	18.3%
Kyushu	1,170	684	-41.5%
Chugoku	547	479	-12.4%
Hokkaido	292	477	63.4%
Shikoku	236	202	-14.4%
Okinawa/Miya	174	84	-51.7%
Other	508	631	24.2%
TAIWAN	139	97	-30.2%
Taipei	96	50	-47.9%
Kaohsiung	16	13	-18.8%
Taichung	7	13	85.7%
Taoyuan, Miaoli, Hsinehu	8	3	-62.5%
Hsinchu	9	6	-33.3%
Other	3	12	300.0%
CHINA	307	227	-26.1%
Beijing	39	39	0.0%
Shanghai	85	54	-36.5%
Guangzhou	15	17	13.3%
Other	168	117	-30.4%
US/HAWAII	7,471	7,305	-2.2%
CNMI	1,154	1,017	-11.9%
PHILIPPINES	1,354	1,229	-9.2%
FSM	1,153	935	-18.9%
PALAU	261	229	-12.3%
EUROPE	129	161	24.8%
AUSTRALIA	94	80	-14.9%
SINGAPORE	63	73	15.9%
RMI	59	44	-25.4%
HONG KONG	54	67	24.1%
RUSSIA	11	6	-45.5%
MALAYSIA	10	17	70.0%
INDIA	23	31	34.8%
OTHER/UNKNOWN	389	466	19.8%

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
Preliminary March 2025 Visitor Arrival Summary
Calendar Year-to-Date 2024/25 • Fiscal Year-to-Date 2024/25



	CYTD 2024 (Jan - Mar '24)	CYTD 2025 (Jan - Mar '25)	% from LY	FYTD 2024 (Oct '23 - Mar '24)	FYTD 2025 (Oct '24 - Mar '25)	% from LY
Air Arrivals ^a	218,442	190,041	-13.0%	406,998	364,940	-10.3%
Sea Arrivals ^a	7,005	335	-95.2%	7,131	692	-90.3%
TOTAL VISITOR ARRIVALS	225,447	190,376	-15.6%	414,129	365,632	-11.7%

	CYTD 2024 (Jan - Mar '24)	CYTD 2025 (Jan - Mar '25)	% from LY	FYTD 2024 (Oct '23 - Mar '24)	FYTD 2025 (Oct '24 - Mar '25)	% from LY
ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)						
KOREA	121,269	86,118	-29.0%	224,389	170,917	-23.8%
Seoul	42,923	30,302	-29.4%	82,150	61,955	-24.6%
Incheon/Gyeonggi	28,102	18,976	-32.5%	53,094	39,168	-26.2%
Chungnam/Daejeon	3,089	2,286	-26.0%	5,786	4,436	-23.3%
Jeonbuk/Gwanju	3,030	2,251	-25.7%	5,189	4,213	-18.8%
Gyeongbuk/Daegu	5,095	3,593	-29.5%	9,074	6,869	-24.3%
Busan	10,173	6,667	-34.5%	18,987	12,543	-33.9%
Ulsan	2,151	1,344	-37.5%	3,893	2,821	-27.5%
Other	26,706	20,699	-22.5%	46,216	38,912	-15.8%
JAPAN	59,146	68,742	16.2%	109,719	124,588	13.6%
Kanto (Tokyo)	29,855	38,902	30.3%	55,945	70,309	25.7%
Chubu (Nagoya)	7,423	7,646	3.0%	13,969	14,032	0.5%
Kinki (Osaka)	10,870	11,836	8.9%	19,583	20,535	4.9%
Koshinetsu	1,015	1,314	29.5%	1,804	2,466	36.7%
Hokuriku	678	810	19.5%	1,360	1,314	-3.4%
Tohoku	1,415	1,787	26.3%	2,847	3,394	19.2%
Kyushu	2,925	1,605	-45.1%	5,523	4,066	-26.4%
Chugoku	1,452	1,184	-18.5%	2,835	2,390	-15.7%
Hokkaido	1,317	1,165	-11.5%	2,130	1,990	-6.6%
Shikoku	523	515	-1.5%	1,082	1,069	-1.2%
Okinawa/Miya	581	443	-23.8%	914	809	-11.5%
Other	1,092	1,535	40.6%	1,727	2,214	28.2%
TAIWAN	929	1,898	104.3%	1,450	3,102	113.9%
Taipei	551	1,078	95.6%	873	1,797	105.8%
Kaohsiung	75	117	56.0%	128	224	75.0%
Taichung	108	190	75.9%	149	305	104.7%
Taoyuan, Miaoli, Hsinehu	87	170	95.4%	126	284	125.4%
Hsinchu	43	103	139.5%	57	162	184.2%
Other	65	240	269.2%	117	330	182.1%
CHINA	1,487	1,367	-8.1%	2,415	2,349	-2.7%
Beijing	317	299	-5.7%	466	472	1.3%
Shanghai	457	403	-11.8%	816	744	-8.8%
Guangzhou	86	86	0.0%	128	133	3.9%
Other	627	579	-7.7%	1,005	1,000	-0.5%
US/HAWAII	22,800	20,397	-10.5%	42,822	38,784	-9.4%
CNMI	2,904	2,772	-4.5%	5,909	5,973	1.1%
PHILIPPINES	3,257	2,990	-8.2%	6,905	6,947	0.6%
FSM	2,975	2,220	-25.4%	6,117	5,208	-14.9%
PALAU	734	626	-14.7%	1,638	1,653	0.9%
EUROPE	512	404	-21.1%	961	723	-24.8%
AUSTRALIA	517	425	-17.8%	715	702	-1.8%
SINGAPORE	154	168	9.1%	611	354	-42.1%
RMI	151	107	-29.1%	281	261	-7.1%
HONG KONG	169	150	-11.2%	408	314	-23.0%
RUSSIA	51	42	-17.6%	93	75	-19.4%
MALAYSIA	35	27	-22.9%	93	68	-26.9%
INDIA	51	58	13.7%	71	74	4.2%
OTHER/UNKNOWN	1,301	1,530	17.6%	2,401	2,848	18.6%

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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	January			February			March			Total CYTD		
	Jan-24	Jan-25	% from LY	Feb-24	Feb-25	% from LY	Mar-24	Mar-25	% from LY	2024	2025	% from LY
KOREA	46,740	33,999	-27.3%	41,853	29,891	-28.6%	32,676	22,228	-32.0%	121,269	86,118	-29.0%
Seoul	16,182	12,474	-22.9%	15,533	10,097	-35.0%	11,208	7,731	-31.0%	42,923	30,302	-29.4%
Incheon/Gyeonggi	10,602	7,124	-32.8%	9,638	6,220	-35.5%	7,862	5,632	-28.4%	28,102	18,976	-32.5%
Chungnam/Daejeon	1,270	884	-30.4%	1,027	864	-15.9%	792	538	-32.1%	3,089	2,286	-26.0%
Jeonbuk/Gwanju	1,304	890	-31.7%	1,071	822	-23.2%	655	539	-17.7%	3,030	2,251	-25.7%
Gyeonbuk/Daegu	2,077	1,423	-31.5%	1,660	1,359	-18.1%	1,358	811	-40.3%	5,095	3,593	-29.5%
Busan	3,657	2,615	-28.5%	3,316	2,495	-24.8%	3,200	1,557	-51.3%	10,173	6,667	-34.5%
Ulsan	668	494	-26.0%	818	479	-41.4%	665	371	-44.2%	2,151	1,344	-37.5%
Other	10,980	8,095	-26.3%	8,790	7,555	-14.1%	6,936	5,049	-27.2%	26,706	20,699	-22.5%
JAPAN	18,955	20,049	5.8%	17,600	20,982	19.2%	22,591	27,711	22.7%	59,146	68,742	16.2%
Kanto (Tokyo)	10,314	11,682	13.3%	8,891	11,868	33.5%	10,650	15,352	44.2%	29,855	38,902	30.3%
Chubu (Nagoya)	2,427	2,014	-17.0%	2,099	2,393	14.0%	2,897	3,239	11.8%	7,423	7,646	3.0%
Kinki (Osaka)	2,924	3,222	10.2%	2,972	3,564	19.9%	4,974	5,050	1.5%	10,870	11,836	8.9%
Koshinetsu	406	388	-4.4%	261	396	51.7%	348	530	52.3%	1,015	1,314	29.5%
Hokuriku	158	167	5.7%	250	281	12.4%	270	362	34.1%	678	810	19.5%
Tohoku	409	683	67.0%	481	483	0.4%	525	621	18.3%	1,415	1,787	26.3%
Kyushu	817	388	-52.5%	938	533	-43.2%	1,170	684	-41.5%	2,925	1,605	-45.1%
Chugoku	363	293	-19.3%	542	412	-24.0%	547	479	-12.4%	1,452	1,184	-18.5%
Hokkaido	553	370	-33.1%	472	318	-32.6%	292	477	63.4%	1,317	1,165	-11.5%
Shikoku	133	153	15.0%	154	160	3.9%	236	202	-14.4%	523	515	-1.5%
Okinawa/Miya	180	214	18.9%	227	145	-36.1%	174	84	-51.7%	581	443	-23.8%
Other	271	475	75.3%	313	429	37.1%	508	631	24.2%	1,092	1,535	40.6%
TAIWAN	197	1,711	768.5%	593	90	-84.8%	139	97	-30.2%	929	1,898	104.3%
Taipei	121	979	709.1%	334	49	-85.3%	96	50	-47.9%	551	1,078	95.6%
Kaohsiung	14	88	528.6%	45	16	-64.4%	16	13	-18.8%	75	117	56.0%
Taichung	17	170	900.0%	84	7	-91.7%	7	13	85.7%	108	190	75.9%
Taoyuan, Miaoli, Hsinehu	20	156	680.0%	59	11	-81.4%	8	3	-62.5%	87	170	95.4%
Hsinchu	9	94	944.4%	25	3	-88.0%	9	6	-33.3%	43	103	139.5%
Other	16	224	1300.0%	46	4	-91.3%	3	12	300.0%	65	240	269.2%
CHINA	370	725	95.9%	810	415	-48.8%	307	227	-26.1%	1,487	1,367	-8.1%
Beijing	96	173	80.2%	182	87	-52.2%	39	39	0.0%	317	299	-5.7%
Shanghai	112	248	121.4%	260	101	-61.2%	85	54	-36.5%	457	403	-11.8%
Guangzhou	21	46	119.0%	50	23	-54.0%	15	17	13.3%	86	86	0.0%
Other	141	258	83.0%	318	204	-35.8%	168	117	-30.4%	627	579	-7.7%
US/HAWAII	8,507	7,088	-16.7%	6,822	6,004	-12.0%	7,471	7,305	-2.2%	22,800	20,397	-10.5%
CNMI	940	954	1.5%	810	801	-1.1%	1,154	1,017	-11.9%	2,904	2,772	-4.5%
PHILIPPINES	1,017	773	-24.0%	886	988	11.5%	1,354	1,229	-9.2%	3,257	2,990	-8.2%
FSM	862	687	-20.3%	960	598	-37.7%	1,153	935	-18.9%	2,975	2,220	-25.4%
PALAU	255	219	-14.1%	218	178	-18.3%	261	229	-12.3%	734	626	-14.7%
EUROPE	153	146	-4.6%	230	97	-57.8%	129	161	24.8%	512	404	-21.1%
AUSTRALIA	290	261	-10.0%	133	84	-36.8%	94	80	-14.9%	517	425	-17.8%
SINGAPORE	41	41	0.0%	50	54	8.0%	63	73	15.9%	154	168	9.1%
RMI	52	47	-9.6%	40	16	-60.0%	59	44	-25.4%	151	107	-29.1%
HONG KONG	31	41	32.3%	84	42	-50.0%	54	67	24.1%	169	150	-11.2%
RUSSIA	15	24	60.0%	25	12	-52.0%	11	6	-45.5%	51	42	-17.6%
MALAYSIA	8	4	-50.0%	17	6	-64.7%	10	17	70.0%	35	27	-22.9%
INDIA	21	22	4.8%	7	5	-28.6%	23	31	34.8%	51	58	13.7%
OTHER/UNKNOWN	515	477	-7.4%	397	587	47.9%	389	466	19.8%	1,301	1,530	17.6%
SEA ARRIVALS (CIV & MIL)	3,701	48	-98.7%	2,619	103	-96.1%	685	184	-73.1%	7,005	335	-95.2%
TOTAL	82,670	67,316	-18.6%	74,154	60,953	-17.8%	68,623	62,107	-9.5%	225,447	190,376	-15.6%