

## Preliminary Visitor Arrival Summary October 2025



	Oct-24	Oct-25	% from LY
Civilian Air Arrivals <sup>a</sup>	52,831	61,462	16.3%
Civilian Sea Arrivals <sup>a</sup>	57	123	115.8%
Armed Forces Air Arrivals <sup>a</sup>	185	205	10.8%
Armed Forces Sea Arrivals <sup>a</sup>	4	2	-50.0%
<b>TOTAL VISITOR ARRIVALS</b>	<b>53,077</b>	<b>61,792</b>	<b>16.4%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Oct-24	Oct-25	% from LY
<b>KOREA</b>	<b>27,897</b>	<b>32,538</b>	<b>16.6%</b>
Seoul	10,172	11,509	13.1%
Incheon/Gyeonggi	6,710	6,795	1.3%
Chungnam/Daejeon	659	783	18.8%
Jeonbuk/Gwanju	698	932	33.5%
Gyeonbuk/Daegu	1,066	1,589	49.1%
Busan	2,094	3,171	51.4%
Ulsan	558	636	14.0%
Other	5,940	7,123	19.9%
<b>JAPAN</b>	<b>14,381</b>	<b>18,478</b>	<b>28.5%</b>
Kanto (Tokyo)	8,562	10,575	23.5%
Chubu (Nagoya)	1,401	1,843	31.5%
Kinki (Osaka)	1,821	3,426	88.1%
Koshinetsu	219	353	61.2%
Hokuriku	114	231	102.6%
Tohoku	307	415	35.2%
Kyushu	1,131	433	-61.7%
Chugoku	251	429	70.9%
Hokkaido	168	255	51.8%
Shikoku	117	232	98.3%
Okinawa/Miya	126	96	-23.8%
Other	164	190	15.9%
<b>TAIWAN</b>	<b>161</b>	<b>674</b>	<b>318.6%</b>
Taipei	96	355	269.8%
Kaohsiung	15	49	226.7%
Taichung	19	59	210.5%
Taoyuan, Miaoli, Hsinehu	17	63	270.6%
Hsinchu	8	35	337.5%
Other	6	113	1783.3%
<b>CHINA</b>	<b>452</b>	<b>375</b>	<b>-17.0%</b>
Beijing	79	88	11.4%
Shanghai	169	118	-30.2%
Guangzhou	18	23	27.8%
Other	186	146	-21.5%
<b>US/HAWAII</b>	<b>5,760</b>	<b>4,904</b>	<b>-14.9%</b>
<b>CNMI</b>	<b>1,037</b>	<b>903</b>	<b>-12.9%</b>
<b>PHILIPPINES</b>	<b>1,325</b>	<b>1,385</b>	<b>4.5%</b>
<b>FSM</b>	<b>940</b>	<b>715</b>	<b>-23.9%</b>
<b>PALAU</b>	<b>405</b>	<b>297</b>	<b>-26.7%</b>
<b>EUROPE</b>	<b>62</b>	<b>115</b>	<b>85.5%</b>
<b>AUSTRALIA</b>	<b>41</b>	<b>74</b>	<b>80.5%</b>
<b>SINGAPORE</b>	<b>65</b>	<b>309</b>	<b>375.4%</b>
<b>RMI</b>	<b>52</b>	<b>40</b>	<b>-23.1%</b>
<b>HONG KONG</b>	<b>55</b>	<b>68</b>	<b>23.6%</b>
<b>RUSSIA</b>	<b>13</b>	<b>5</b>	<b>-61.5%</b>
<b>MALAYSIA</b>	<b>17</b>	<b>11</b>	<b>-35.3%</b>
<b>INDIA</b>	<b>9</b>	<b>9</b>	<b>0.0%</b>
<b>OTHER/UNKNOWN</b>	<b>344</b>	<b>767</b>	<b>123.0%</b>

QUARTERLY VISITOR INDUSTRY STATISTICS	Jul - Sep 2024	Jul - Sep 2025	
Hotel Occupancy Taxes <sup>c</sup>	\$7,585,305	\$8,763,581	15.5%
Weighted Hotel Occupancy Rate <sup>d</sup>	62.5%	71.2%	13.9%
Weighted Hotel Room Rate <sup>d</sup>	\$202.61	\$209.39	3.3%

**Guam Visitors Bureau**  
**Preliminary October 2025 Visitor Arrival Summary**  
**Calendar Year-to-Date 2024/25 • Fiscal Year-to-Date 2025/26**




	CYTD 2024 (Jan - Oct '24)	CYTD 2025 (Jan - Oct '25)	% from LY	FYTD 2025 (Oct '24)	FYTD 2026 (Oct '25)	% from LY
Air Arrivals <sup>a</sup>	608,309	614,049	0.9%	53,016	61,667	16.3%
Sea Arrivals <sup>a</sup>	8,658	1,611	-81.4%	61	125	104.9%
<b>TOTAL VISITOR ARRIVALS</b>	<b>616,967</b>	<b>615,660</b>	<b>-0.2%</b>	<b>53,077</b>	<b>61,792</b>	<b>16.4%</b>

<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	CYTD 2024 (Jan - Oct '24)	CYTD 2025 (Jan - Oct '25)	% from LY	FYTD 2025 (Oct '24)	FYTD 2026 (Oct '25)	% from LY
<b>KOREA</b>	<b>317,471</b>	<b>291,742</b>	<b>-8.1%</b>	<b>27,897</b>	<b>32,538</b>	<b>16.6%</b>
Seoul	119,050	104,564	-12.2%	10,172	11,509	13.1%
Incheon/Gyeonggi	74,054	62,531	-15.6%	6,710	6,795	1.3%
Chungnam/Daejeon	7,965	7,713	-3.2%	659	783	18.8%
Jeonbuk/Gwanju	7,800	7,891	1.2%	698	932	33.5%
Gyeongbuk/Daegu	13,006	13,092	0.7%	1,066	1,589	49.1%
Busan	24,900	23,818	-4.3%	2,094	3,171	51.4%
Ulsan	5,503	5,044	-8.3%	558	636	14.0%
Other	65,193	67,089	2.9%	5,940	7,123	19.9%
<b>JAPAN</b>	<b>167,290</b>	<b>201,630</b>	<b>20.5%</b>	<b>14,381</b>	<b>18,478</b>	<b>28.5%</b>
Kanto (Tokyo)	91,499	117,238	28.1%	8,562	10,575	23.5%
Chubu (Nagoya)	18,766	21,215	13.1%	1,401	1,843	31.5%
Kinki (Osaka)	27,508	34,974	27.1%	1,821	3,426	88.1%
Koshinetsu	2,575	3,311	28.6%	219	353	61.2%
Hokuriku	1,691	2,280	34.8%	114	231	102.6%
Tohoku	3,566	4,321	21.2%	307	415	35.2%
Kyushu	8,990	4,815	-46.4%	1,131	433	-61.7%
Chugoku	3,955	3,926	-0.7%	251	429	70.9%
Hokkaido	2,633	2,928	11.2%	168	255	51.8%
Shikoku	1,573	1,927	22.5%	117	232	98.3%
Okinawa/Miya	1,608	1,230	-23.5%	126	96	-23.8%
Other	2,926	3,465	18.4%	164	190	15.9%
<b>TAIWAN</b>	<b>2,553</b>	<b>7,259</b>	<b>184.3%</b>	<b>161</b>	<b>674</b>	<b>318.6%</b>
Taipei	1,379	3,798	175.4%	96	355	269.8%
Kaohsiung	301	559	85.7%	15	49	226.7%
Taichung	313	835	166.8%	19	59	210.5%
Taoyuan, Miaoli, Hsinehu	209	708	238.8%	17	63	270.6%
Hsinchu	148	403	172.3%	8	35	337.5%
Other	203	956	370.9%	6	113	1783.3%
<b>CHINA</b>	<b>4,356</b>	<b>4,123</b>	<b>-5.3%</b>	<b>452</b>	<b>375</b>	<b>-17.0%</b>
Beijing	810	851	5.1%	79	88	11.4%
Shanghai	1,506	1,162	-22.8%	169	118	-30.2%
Guangzhou	240	261	8.7%	18	23	27.8%
Other	1,800	1,849	2.7%	186	146	-21.5%
<b>US/HAWAII</b>	<b>72,492</b>	<b>66,170</b>	<b>-8.7%</b>	<b>5,760</b>	<b>4,904</b>	<b>-14.9%</b>
CNMI	11,097	10,090	-9.1%	1,037	903	-12.9%
<b>PHILIPPINES</b>	<b>10,912</b>	<b>11,893</b>	<b>9.0%</b>	<b>1,325</b>	<b>1,385</b>	<b>4.5%</b>
FSM	10,391	8,565	-17.6%	940	715	-23.9%
PALAU	3,081	2,467	-19.9%	405	297	-26.7%
<b>EUROPE</b>	<b>1,233</b>	<b>1,241</b>	<b>0.6%</b>	<b>62</b>	<b>115</b>	<b>85.5%</b>
AUSTRALIA	1,102	1,070	-2.9%	41	74	80.5%
SINGAPORE	559	1,162	107.9%	65	309	375.4%
RMI	526	370	-29.7%	52	40	-23.1%
HONG KONG	593	611	3.0%	55	68	23.6%
RUSSIA	128	89	-30.5%	13	5	-61.5%
MALAYSIA	123	175	42.3%	17	11	-35.3%
INDIA	136	130	-4.4%	9	9	0.0%
OTHER/UNKNOWN	4,266	5,262	23.3%	344	767	123.0%

<b>VISITOR INDUSTRY STATISTICS</b>	Jan - Sep 2024	Jan - Sep 2025		Oct 2023 - Sep 2024	Oct 2024 - Sep 2025	
<b>Hotel Occupancy Taxes <sup>c</sup></b>	<b>\$25,992,713</b>	<b>\$24,147,640</b>	<b>-7.1%</b>	<b>\$33,346,720</b>	<b>\$30,235,927</b>	<b>-9.3%</b>
<b>Hotel Occupancy Rate <sup>d</sup></b>	<b>67.0%</b>	<b>69.1%</b>	<b>3.1%</b>	<b>65.8%</b>	<b>67.5%</b>	<b>2.6%</b>
<b>Hotel Room Rate <sup>d</sup></b>	<b>\$208.79</b>	<b>\$205.95</b>	<b>-1.4%</b>	<b>\$206.19</b>	<b>\$204.08</b>	<b>-1.0%</b>

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2025/2026 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, <sup>d</sup> STR Global (Hotel Occupancy and ADR Report).

	January			February			March			April			May			June		
	Jan-24	Jan-25	% from LY	Feb-24	Feb-25	% from LY	Mar-24	Mar-25	% from LY	Apr-24	Apr-25	% from LY	May-24	May-25	% from LY	Jun-24	Jun-25	% from LY
<b>KOREA</b>	<b>46,740</b>	<b>33,999</b>	<b>-27.3%</b>	<b>41,853</b>	<b>29,891</b>	<b>-28.6%</b>	<b>32,676</b>	<b>22,228</b>	<b>-32.0%</b>	<b>28,982</b>	<b>21,777</b>	<b>-24.9%</b>	<b>28,338</b>	<b>23,381</b>	<b>-17.5%</b>	<b>26,235</b>	<b>27,148</b>	<b>3.5%</b>
Seoul	16,182	12,474	-22.9%	15,533	10,097	-35.0%	11,208	7,731	-31.0%	11,334	8,194	-27.7%	10,731	8,661	-19.3%	10,224	10,165	-0.6%
Incheon/Gyeonggi	10,602	7,124	-32.8%	9,638	6,220	-35.5%	7,862	5,632	-28.4%	7,436	4,870	-34.5%	6,811	5,246	-23.0%	6,103	6,070	-0.5%
Chungnam/Daejeon	1,270	884	-30.4%	1,027	864	-15.9%	792	538	-32.1%	808	509	-37.0%	688	685	-0.4%	549	725	32.1%
Jeonbuk/Gwanju	1,304	890	-31.7%	1,071	822	-23.2%	655	539	-17.7%	712	580	-18.5%	666	575	-13.7%	596	685	14.9%
Gyeonbuk/Daegu	2,077	1,423	-31.5%	1,660	1,359	-18.1%	1,358	811	-40.3%	916	810	-11.6%	1,198	997	-16.8%	1,097	1,028	-6.3%
Busan	3,657	2,615	-28.5%	3,316	2,495	-24.8%	3,200	1,557	-51.3%	1,568	1,493	-4.8%	2,295	1,510	-34.2%	2,176	2,003	-8.0%
Ulsan	668	494	-26.0%	818	479	-41.4%	665	371	-44.2%	369	399	8.1%	500	383	-23.4%	474	448	-5.5%
Other	10,980	8,095	-26.3%	8,790	7,555	-14.1%	6,936	5,049	-27.2%	5,839	4,922	-15.7%	5,449	5,324	-2.3%	5,016	6,024	20.1%
<b>JAPAN</b>	<b>18,955</b>	<b>20,049</b>	<b>5.8%</b>	<b>17,600</b>	<b>20,982</b>	<b>19.2%</b>	<b>22,591</b>	<b>27,711</b>	<b>22.7%</b>	<b>14,326</b>	<b>17,151</b>	<b>19.7%</b>	<b>12,035</b>	<b>15,172</b>	<b>26.1%</b>	<b>10,952</b>	<b>13,481</b>	<b>23.1%</b>
Kanto (Tokyo)	10,314	11,682	13.3%	8,891	11,868	33.5%	10,650	15,352	44.2%	7,435	10,477	40.9%	6,641	9,025	35.9%	5,959	8,177	37.2%
Chubu (Nagoya)	2,427	2,014	-17.0%	2,099	2,393	14.0%	2,897	3,239	11.8%	1,719	2,001	16.4%	1,367	1,647	20.5%	924	1,340	45.0%
Kinki (Osaka)	2,924	3,222	10.2%	2,972	3,564	19.9%	4,974	5,050	1.5%	2,344	2,381	1.6%	1,927	2,236	16.0%	1,719	1,750	1.8%
Koshinetsu	406	388	-4.4%	261	396	51.7%	348	530	52.3%	202	247	22.3%	178	254	42.7%	153	234	52.9%
Hokuriku	158	167	5.7%	250	281	12.4%	270	362	34.1%	172	139	-19.2%	156	210	34.6%	144	199	38.2%
Tohoku	409	683	67.0%	481	483	0.4%	525	621	18.3%	242	306	26.4%	273	347	27.1%	209	237	13.4%
Kyushu	817	388	-52.5%	938	533	-43.2%	1,170	684	-41.5%	760	465	-38.8%	622	385	-38.1%	567	320	-43.6%
Chugoku	363	293	-19.3%	542	412	-24.0%	547	479	-12.4%	376	311	-17.3%	315	249	-21.0%	420	320	-23.8%
Hokkaido	553	370	-33.1%	472	318	-32.6%	292	477	63.4%	252	290	15.1%	181	316	74.6%	244	227	-7.0%
Shikoku	133	153	15.0%	154	160	3.9%	236	202	-14.4%	161	149	-7.5%	119	147	23.5%	106	176	66.0%
Okinawa/Miya	180	214	18.9%	227	145	-36.1%	174	84	-51.7%	237	109	-54.0%	96	95	-1.0%	161	130	-19.3%
Other	271	475	75.3%	313	429	37.1%	508	631	24.2%	426	276	-35.2%	160	261	63.1%	346	371	7.2%
<b>TAIWAN</b>	<b>197</b>	<b>1,711</b>	<b>768.5%</b>	<b>593</b>	<b>90</b>	<b>-84.8%</b>	<b>139</b>	<b>97</b>	<b>-30.2%</b>	<b>416</b>	<b>700</b>	<b>68.3%</b>	<b>133</b>	<b>747</b>	<b>461.7%</b>	<b>173</b>	<b>805</b>	<b>365.3%</b>
Taipei	121	979	709.1%	334	49	-85.3%	96	50	-47.9%	206	415	101.5%	59	351	494.9%	90	413	358.9%
Kaohsiung	14	88	528.6%	45	16	-64.4%	16	13	-18.8%	72	35	-51.4%	9	63	600.0%	15	44	193.3%
Taichung	17	170	900.0%	84	7	-91.7%	7	13	85.7%	60	97	61.7%	16	126	687.5%	35	95	171.4%
Taoyuan, Miaoli, Hsinehu	20	156	680.0%	59	11	-81.4%	8	3	-62.5%	27	55	103.7%	27	94	248.1%	9	69	666.7%
Hsinchu	9	94	944.4%	25	3	-88.0%	9	6	-33.3%	13	30	130.8%	6	43	616.7%	13	46	253.8%
Other	16	224	1300.0%	46	4	-91.3%	3	12	300.0%	38	68	78.9%	16	70	337.5%	11	138	1154.5%
<b>CHINA</b>	<b>370</b>	<b>725</b>	<b>95.9%</b>	<b>810</b>	<b>415</b>	<b>-48.8%</b>	<b>307</b>	<b>227</b>	<b>-26.1%</b>	<b>354</b>	<b>320</b>	<b>-9.6%</b>	<b>305</b>	<b>270</b>	<b>-11.5%</b>	<b>330</b>	<b>266</b>	<b>-19.4%</b>
Beijing	96	173	80.2%	182	87	-52.2%	39	39	0.0%	43	56	30.2%	39	30	-23.1%	40	42	5.0%
Shanghai	112	248	121.4%	260	101	-61.2%	85	54	-36.5%	137	79	-42.3%	96	79	-17.7%	150	59	-60.7%
Guangzhou	21	46	119.0%	50	23	-54.0%	15	17	13.3%	17	11	-35.3%	26	25	-3.8%	12	19	58.3%
Other	141	258	83.0%	318	204	-35.8%	168	117	-30.4%	157	174	10.8%	144	136	-5.6%	128	146	14.1%
<b>US/HAWAII</b>	<b>8,507</b>	<b>7,088</b>	<b>-16.7%</b>	<b>6,822</b>	<b>6,004</b>	<b>-12.0%</b>	<b>7,471</b>	<b>7,305</b>	<b>-2.2%</b>	<b>7,974</b>	<b>6,271</b>	<b>-21.4%</b>	<b>6,271</b>	<b>6,216</b>	<b>-0.9%</b>	<b>9,082</b>	<b>7,507</b>	<b>-17.3%</b>
<b>CNMI</b>	<b>940</b>	<b>954</b>	<b>1.5%</b>	<b>810</b>	<b>801</b>	<b>-1.1%</b>	<b>1,154</b>	<b>1,017</b>	<b>-11.9%</b>	<b>859</b>	<b>929</b>	<b>8.1%</b>	<b>1,023</b>	<b>825</b>	<b>-19.4%</b>	<b>1,417</b>	<b>1,183</b>	<b>-16.5%</b>
<b>PHILIPPINES</b>	<b>1,017</b>	<b>773</b>	<b>-24.0%</b>	<b>886</b>	<b>988</b>	<b>11.5%</b>	<b>1,354</b>	<b>1,229</b>	<b>-9.2%</b>	<b>1,072</b>	<b>1,705</b>	<b>59.0%</b>	<b>988</b>	<b>1,268</b>	<b>28.3%</b>	<b>1,153</b>	<b>1,313</b>	<b>13.9%</b>
<b>FSM</b>	<b>862</b>	<b>687</b>	<b>-20.3%</b>	<b>960</b>	<b>598</b>	<b>-37.7%</b>	<b>1,153</b>	<b>935</b>	<b>-18.9%</b>	<b>1,095</b>	<b>860</b>	<b>-21.5%</b>	<b>1,030</b>	<b>791</b>	<b>-23.2%</b>	<b>1,307</b>	<b>1,120</b>	<b>-14.3%</b>
<b>PALAU</b>	<b>255</b>	<b>219</b>	<b>-14.1%</b>	<b>218</b>	<b>178</b>	<b>-18.3%</b>	<b>261</b>	<b>229</b>	<b>-12.3%</b>	<b>295</b>	<b>330</b>	<b>11.9%</b>	<b>335</b>	<b>330</b>	<b>-1.5%</b>	<b>326</b>	<b>220</b>	<b>-32.5%</b>
<b>EUROPE</b>	<b>153</b>	<b>146</b>	<b>-4.6%</b>	<b>230</b>	<b>97</b>	<b>-57.8%</b>	<b>129</b>	<b>161</b>	<b>24.8%</b>	<b>123</b>	<b>136</b>	<b>10.6%</b>	<b>134</b>	<b>117</b>	<b>-12.7%</b>	<b>77</b>	<b>127</b>	<b>64.9%</b>
<b>AUSTRALIA</b>	<b>290</b>	<b>261</b>	<b>-10.0%</b>	<b>133</b>	<b>84</b>	<b>-36.8%</b>	<b>94</b>	<b>80</b>	<b>-14.9%</b>	<b>58</b>	<b>98</b>	<b>69.0%</b>	<b>115</b>	<b>110</b>	<b>-4.3%</b>	<b>82</b>	<b>68</b>	<b>-17.1%</b>
<b>SINGAPORE</b>	<b>41</b>	<b>41</b>	<b>0.0%</b>	<b>50</b>	<b>54</b>	<b>8.0%</b>	<b>63</b>	<b>73</b>	<b>15.9%</b>	<b>62</b>	<b>53</b>	<b>-14.5%</b>	<b>44</b>	<b>144</b>	<b>227.3%</b>	<b>66</b>	<b>309</b>	<b>368.2%</b>
<b>RMI</b>	<b>52</b>	<b>47</b>	<b>-9.6%</b>	<b>40</b>	<b>16</b>	<b>-60.0%</b>	<b>59</b>	<b>44</b>	<b>-25.4%</b>	<b>64</b>	<b>33</b>	<b>-48.4%</b>	<b>58</b>	<b>44</b>	<b>-24.1%</b>	<b>53</b>	<b>39</b>	<b>-26.4%</b>
<b>HONG KONG</b>	<b>31</b>	<b>41</b>	<b>32.3%</b>	<b>84</b>	<b>42</b>	<b>-50.0%</b>	<b>54</b>	<b>67</b>	<b>24.1%</b>	<b>46</b>	<b>95</b>	<b>106.5%</b>	<b>52</b>	<b>69</b>	<b>32.7%</b>	<b>69</b>	<b>42</b>	<b>-39.1%</b>
<b>RUSSIA</b>	<b>15</b>	<b>24</b>	<b>60.0%</b>	<b>25</b>	<b>12</b>	<b>-52.0%</b>	<b>11</b>	<b>6</b>	<b>-45.5%</b>	<b>18</b>	<b>11</b>	<b>-38.9%</b>	<b>16</b>	<b>11</b>	<b>-31.3%</b>	<b>12</b>	<b>10</b>	<b>-16.7%</b>
<b>MALAYSIA</b>	<b>8</b>	<b>4</b>	<b>-50.0%</b>	<b>17</b>	<b>6</b>	<b>-64.7%</b>	<b>10</b>	<b>17</b>	<b>70.0%</b>	<b>6</b>	<b>14</b>	<b>133.3%</b>	<b>8</b>	<b>33</b>	<b>312.5%</b>	<b>22</b>	<b>53</b>	<b>140.9%</b>
<b>INDIA</b>	<b>21</b>	<b>22</b>	<b>4.8%</b>	<b>7</b>	<b>5</b>	<b>-28.6%</b>	<b>23</b>	<b>31</b>	<b>34.8%</b>	<b>7</b>	<b>11</b>	<b>57.1%</b>	<b>18</b>	<b>9</b>	<b>-50.0%</b>	<b>6</b>	<b>11</b>	<b>83.3%</b>
<b>OTHER/UNKNOWN</b>	<b>515</b>	<b>477</b>	<b>-7.4%</b>	<b>397</b>	<b>587</b>	<b>47.9%</b>	<b>389</b>	<b>466</b>	<b>19.8%</b>	<b>391</b>	<b>556</b>	<b>42.2%</b>	<b>436</b>	<b>544</b>	<b>24.8%</b>	<b>424</b>	<b>346</b>	<b>-18.4%</b>
<b>SEA ARRIVALS (CIV &amp; MIL)</b>	<b>3,701</b>	<b>48</b>	<b>-98.7%</b>	<b>2,619</b>	<b>103</b>	<b>-96.1%</b>	<b>685</b>	<b>184</b>	<b>-73.1%</b>	<b>625</b>	<b>65</b>	<b>-89.6%</b>	<b>81</b>	<b>108</b>	<b>33.3%</b>	<b>227</b>	<b>17</b>	<b>-92.5%</b>
<b>TOTAL</b>	<b>82,670</b>	<b>67,316</b>	<b>-18.6%</b>	<b>74,154</b>	<b>60,953</b>	<b>-17.8%</b>	<b>68,623</b>	<b>62,107</b>	<b>-9.5%</b>	<b>56,773</b>	<b>51,115</b>	<b>-10.0%</b>	<b>51,420</b>	<b>50,189</b>	<b>-2.4%</b>	<b>52,013</b>	<b>54,065</b>	<b>3.9%</b>



	July			August			September			October			Total CYTD		
	Jul-24	Jul-25	% from LY	Aug-24	Aug-25	% from LY	Sep-24	Sep-25	% from LY	Oct-24	Oct-25	% from LY	2024	2025	% from LY
<b>KOREA</b>	<b>29,845</b>	<b>35,120</b>	<b>17.7%</b>	<b>28,731</b>	<b>38,476</b>	<b>33.9%</b>	<b>26,174</b>	<b>27,184</b>	<b>3.9%</b>	<b>27,897</b>	<b>32,538</b>	<b>16.6%</b>	<b>317,471</b>	<b>291,742</b>	<b>-8.1%</b>
Seoul	11,344	12,958	14.2%	11,470	13,717	19.6%	10,852	9,058	-16.5%	10,172	11,509	13.1%	119,050	104,564	-12.2%
Incheon/Gyeonggi	6,649	7,057	6.1%	6,108	7,535	23.4%	6,135	5,982	-2.5%	6,710	6,795	1.3%	74,054	62,531	-15.6%
Chungnam/Daejeon	709	951	34.1%	817	1,076	31.7%	646	698	8.0%	659	783	18.8%	7,965	7,713	-3.2%
Jeonbuk/Gwanju	700	930	32.9%	851	1,262	48.3%	547	676	23.6%	698	932	33.5%	7,800	7,891	1.2%
Gyeonbuk/Daegu	1,410	1,799	27.6%	1,244	1,935	55.5%	980	1,341	36.8%	1,066	1,589	49.1%	13,006	13,092	0.7%
Busan	2,491	2,835	13.8%	2,374	3,707	56.1%	1,729	2,432	40.7%	2,094	3,171	51.4%	24,900	23,818	-4.3%
Ulsan	574	590	2.8%	449	774	72.4%	428	470	9.8%	558	636	14.0%	5,503	5,044	-8.3%
Other	5,968	8,000	34.0%	5,418	8,470	56.3%	4,857	6,527	34.4%	5,940	7,123	19.9%	65,193	67,089	2.9%
<b>JAPAN</b>	<b>15,160</b>	<b>19,510</b>	<b>28.7%</b>	<b>26,156</b>	<b>29,168</b>	<b>11.5%</b>	<b>15,134</b>	<b>19,928</b>	<b>31.7%</b>	<b>14,381</b>	<b>18,478</b>	<b>28.5%</b>	<b>167,290</b>	<b>201,630</b>	<b>20.5%</b>
Kanto (Tokyo)	8,886	11,240	26.5%	14,906	16,764	12.5%	9,255	12,078	30.5%	8,562	10,575	23.5%	91,499	117,238	28.1%
Chubu (Nagoya)	1,503	1,803	20.0%	2,963	3,026	2.1%	1,466	1,909	30.2%	1,401	1,843	31.5%	18,766	21,215	13.1%
Kinki (Osaka)	2,378	3,878	63.1%	4,276	5,892	37.8%	2,173	3,575	64.5%	1,821	3,426	88.1%	27,508	34,974	27.1%
Koshinetsu	201	277	37.8%	446	394	-11.7%	161	238	47.8%	219	353	61.2%	2,575	3,311	28.6%
Hokuriku	92	195	112.0%	219	341	55.7%	116	155	33.6%	114	231	102.6%	1,691	2,280	34.8%
Tohoku	273	406	48.7%	552	467	-15.4%	295	356	20.7%	307	415	35.2%	3,566	4,321	21.2%
Kyushu	734	386	-47.4%	1,377	747	-45.8%	874	474	-45.8%	1,131	433	-61.7%	8,990	4,815	-46.4%
Chugoku	330	385	16.7%	531	593	11.7%	280	455	62.5%	251	429	70.9%	3,955	3,926	-0.7%
Hokkaido	155	251	61.9%	176	214	21.6%	140	210	50.0%	168	255	51.8%	2,633	2,928	11.2%
Shikoku	195	207	6.2%	235	335	42.6%	117	166	41.9%	117	232	98.3%	1,573	1,927	22.5%
Okinawa/Miya	168	154	-8.3%	146	74	-49.3%	93	129	38.7%	126	96	-23.8%	1,608	1,230	-23.5%
Other	245	328	33.9%	329	321	-2.4%	164	183	11.6%	164	190	15.9%	2,926	3,465	18.4%
<b>TAIWAN</b>	<b>360</b>	<b>972</b>	<b>170.0%</b>	<b>178</b>	<b>866</b>	<b>386.5%</b>	<b>203</b>	<b>597</b>	<b>194.1%</b>	<b>161</b>	<b>674</b>	<b>318.6%</b>	<b>2,553</b>	<b>7,259</b>	<b>184.3%</b>
Taipei	186	499	168.3%	92	434	371.7%	99	253	155.6%	96	355	269.8%	1,379	3,798	175.4%
Kaohsiung	39	63	61.5%	40	80	100.0%	36	108	200.0%	15	49	226.7%	301	559	85.7%
Taichung	36	120	233.3%	18	82	355.6%	21	66	214.3%	19	59	210.5%	313	835	166.8%
Taoyuan, Miaoli, Hsinehu	26	92	253.8%	1	114	11300.0%	15	51	240.0%	17	63	270.6%	209	708	238.8%
Hsinchu	26	54	107.7%	13	67	415.4%	26	25	-3.8%	8	35	337.5%	148	403	172.3%
Other	47	144	206.4%	14	89	535.7%	6	94	1466.7%	6	113	1783.3%	203	956	370.9%
<b>CHINA</b>	<b>539</b>	<b>564</b>	<b>4.6%</b>	<b>514</b>	<b>501</b>	<b>-2.5%</b>	<b>375</b>	<b>460</b>	<b>22.7%</b>	<b>452</b>	<b>375</b>	<b>-17.0%</b>	<b>4,356</b>	<b>4,123</b>	<b>-5.3%</b>
Beijing	98	120	22.4%	101	102	1.0%	93	114	22.6%	79	88	11.4%	810	851	5.1%
Shanghai	229	165	-27.9%	169	116	-31.4%	99	143	44.4%	169	118	-30.2%	1,506	1,162	-22.8%
Guangzhou	35	39	11.4%	19	32	68.4%	27	26	-3.7%	18	23	27.8%	240	261	8.7%
Other	177	240	35.6%	225	251	11.6%	156	177	13.5%	186	146	-21.5%	1,800	1,849	2.7%
<b>US/HAWAII</b>	<b>8,726</b>	<b>9,884</b>	<b>13.3%</b>	<b>6,255</b>	<b>5,526</b>	<b>-11.7%</b>	<b>5,624</b>	<b>5,465</b>	<b>-2.8%</b>	<b>5,760</b>	<b>4,904</b>	<b>-14.9%</b>	<b>72,492</b>	<b>66,170</b>	<b>-8.7%</b>
<b>CNMI</b>	<b>1,528</b>	<b>1,428</b>	<b>-6.5%</b>	<b>1,380</b>	<b>1,189</b>	<b>-13.8%</b>	<b>949</b>	<b>861</b>	<b>-9.3%</b>	<b>1,037</b>	<b>903</b>	<b>-12.9%</b>	<b>11,097</b>	<b>10,090</b>	<b>-9.1%</b>
<b>PHILIPPINES</b>	<b>1,116</b>	<b>1,117</b>	<b>0.1%</b>	<b>1,148</b>	<b>1,170</b>	<b>1.9%</b>	<b>853</b>	<b>945</b>	<b>10.8%</b>	<b>1,325</b>	<b>1,385</b>	<b>4.5%</b>	<b>10,912</b>	<b>11,893</b>	<b>9.0%</b>
<b>FSM</b>	<b>1,137</b>	<b>1,157</b>	<b>1.8%</b>	<b>1,123</b>	<b>954</b>	<b>-15.0%</b>	<b>784</b>	<b>748</b>	<b>-4.6%</b>	<b>940</b>	<b>715</b>	<b>-23.9%</b>	<b>10,391</b>	<b>8,565</b>	<b>-17.6%</b>
<b>PALAU</b>	<b>368</b>	<b>264</b>	<b>-28.3%</b>	<b>364</b>	<b>218</b>	<b>-40.1%</b>	<b>254</b>	<b>182</b>	<b>-28.3%</b>	<b>405</b>	<b>297</b>	<b>-26.7%</b>	<b>3,081</b>	<b>2,467</b>	<b>-19.9%</b>
<b>EUROPE</b>	<b>136</b>	<b>151</b>	<b>11.0%</b>	<b>97</b>	<b>118</b>	<b>21.6%</b>	<b>92</b>	<b>73</b>	<b>-20.7%</b>	<b>62</b>	<b>115</b>	<b>85.5%</b>	<b>1,233</b>	<b>1,241</b>	<b>0.6%</b>
<b>AUSTRALIA</b>	<b>130</b>	<b>118</b>	<b>-9.2%</b>	<b>113</b>	<b>72</b>	<b>-36.3%</b>	<b>46</b>	<b>105</b>	<b>128.3%</b>	<b>41</b>	<b>74</b>	<b>80.5%</b>	<b>1,102</b>	<b>1,070</b>	<b>-2.9%</b>
<b>SINGAPORE</b>	<b>66</b>	<b>67</b>	<b>1.5%</b>	<b>57</b>	<b>43</b>	<b>-24.6%</b>	<b>45</b>	<b>69</b>	<b>53.3%</b>	<b>65</b>	<b>309</b>	<b>375.4%</b>	<b>559</b>	<b>1,162</b>	<b>107.9%</b>
<b>RMI</b>	<b>60</b>	<b>37</b>	<b>-38.3%</b>	<b>47</b>	<b>34</b>	<b>-27.7%</b>	<b>41</b>	<b>36</b>	<b>-12.2%</b>	<b>52</b>	<b>40</b>	<b>-23.1%</b>	<b>526</b>	<b>370</b>	<b>-29.7%</b>
<b>HONG KONG</b>	<b>76</b>	<b>85</b>	<b>11.8%</b>	<b>79</b>	<b>62</b>	<b>-21.5%</b>	<b>47</b>	<b>40</b>	<b>-14.9%</b>	<b>55</b>	<b>68</b>	<b>23.6%</b>	<b>593</b>	<b>611</b>	<b>3.0%</b>
<b>RUSSIA</b>	<b>2</b>	<b>4</b>	<b>100.0%</b>	<b>8</b>	<b>5</b>	<b>-37.5%</b>	<b>8</b>	<b>1</b>	<b>-87.5%</b>	<b>13</b>	<b>5</b>	<b>-61.5%</b>	<b>128</b>	<b>89</b>	<b>-30.5%</b>
<b>MALAYSIA</b>	<b>10</b>	<b>11</b>	<b>10.0%</b>	<b>14</b>	<b>11</b>	<b>-21.4%</b>	<b>11</b>	<b>15</b>	<b>36.4%</b>	<b>17</b>	<b>11</b>	<b>-35.3%</b>	<b>123</b>	<b>175</b>	<b>42.3%</b>
<b>INDIA</b>	<b>9</b>	<b>8</b>	<b>-11.1%</b>	<b>32</b>	<b>11</b>	<b>-65.6%</b>	<b>4</b>	<b>13</b>	<b>225.0%</b>	<b>9</b>	<b>9</b>	<b>0.0%</b>	<b>136</b>	<b>130</b>	<b>-4.4%</b>
<b>OTHER/UNKNOWN</b>	<b>483</b>	<b>472</b>	<b>-2.3%</b>	<b>523</b>	<b>472</b>	<b>-9.8%</b>	<b>364</b>	<b>575</b>	<b>58.0%</b>	<b>344</b>	<b>767</b>	<b>123.0%</b>	<b>4,266</b>	<b>5,262</b>	<b>23.3%</b>
<b>SEA ARRIVALS (CIV &amp; MIL)</b>	<b>180</b>	<b>217</b>	<b>20.6%</b>	<b>107</b>	<b>298</b>	<b>178.5%</b>	<b>372</b>	<b>446</b>	<b>19.9%</b>	<b>61</b>	<b>125</b>	<b>104.9%</b>	<b>8,658</b>	<b>1,611</b>	<b>-81.4%</b>
<b>TOTAL</b>	<b>59,931</b>	<b>71,186</b>	<b>18.8%</b>	<b>66,926</b>	<b>79,194</b>	<b>18.3%</b>	<b>51,380</b>	<b>57,743</b>	<b>12.4%</b>	<b>53,077</b>	<b>61,792</b>	<b>16.4%</b>	<b>616,967</b>	<b>615,660</b>	<b>-0.2%</b>

Preliminary Visitor Arrival Summary  
October 2019 vs October 2025



	Oct-19	Oct-25	% vs 2019
Civilian Air Arrivals <sup>a</sup>	131,460	61,462	-53.2%
Civilian Sea Arrivals <sup>a</sup>	2,934	123	-95.8%
Armed Forces Air Arrivals <sup>a</sup>	260	205	-21.2%
Armed Forces Sea Arrivals <sup>a</sup>	176	2	-98.9%
<b>TOTAL VISITOR ARRIVALS</b>	<b>134,830</b>	<b>61,792</b>	<b>-54.2%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Oct-19	Oct-25	% vs 2019
<b>KOREA</b>	<b>67,124</b>	<b>32,538</b>	<b>-51.5%</b>
Seoul	29,177	11,509	-60.6%
Incheon/Gyeonggi	17,345	6,795	-60.8%
Chungnam/Daejeon	1,504	783	-47.9%
Jeonbuk/Gwanju	904	932	3.1%
Gyeonbuk/Daegu	2,404	1,589	-33.9%
Busan	6,664	3,171	-52.4%
Ulsan	1,201	636	-47.0%
Other	7,925	7,123	-10.1%
<b>JAPAN</b>	<b>49,218</b>	<b>18,478</b>	<b>-62.5%</b>
Kanto (Tokyo)	25,324	10,575	-58.2%
Chubu (Nagoya)	5,898	1,843	-68.8%
Kinki (Osaka)	10,465	3,426	-67.3%
Koshinetsu	667	353	-47.1%
Hokuriku	614	231	-62.4%
Tohoku	984	415	-57.8%
Kyushu	2,229	433	-80.6%
Chugoku	1,312	429	-67.3%
Hokkaido	771	255	-66.9%
Shikoku	657	232	-64.7%
Okinawa/Miya	206	96	-53.4%
Other	91	190	108.8%
<b>TAIWAN</b>	<b>2,131</b>	<b>674</b>	<b>-68.4%</b>
Taipei	1,186	355	-70.1%
Kaohsiung	193	49	-74.6%
Taichung	342	59	-82.7%
Taoyuan, Miaoli, Hsinehu	225	63	-72.0%
Hsinchu	78	35	-55.1%
Other	107	113	5.6%
<b>CHINA</b>	<b>1,066</b>	<b>375</b>	<b>-64.8%</b>
Beijing	210	88	-58.1%
Shanghai	329	118	-64.1%
Guangzhou	117	23	-80.3%
Other	410	146	-64.4%
US/HAWAII	5,486	4,904	-10.6%
CNMI	1,534	903	-41.1%
PHILIPPINES	2,009	1,385	-31.1%
FSM	1,179	715	-39.4%
PALAU	414	297	-28.3%
EUROPE	131	115	-12.2%
AUSTRALIA	124	74	-40.3%
SINGAPORE	104	309	197.1%
RMI	135	40	-70.4%
HONG KONG	278	68	-75.5%
RUSSIA	120	5	-95.8%
MALAYSIA	16	11	-31.3%
INDIA	14	9	-35.7%
OTHER/UNKNOWN	637	767	20.4%

QUARTERLY VISITOR INDUSTRY STATISTICS	Jul - Sep 2019	Jul - Sep 2025	
Hotel Occupancy Taxes <sup>c</sup>	\$11,743,787	\$8,763,581	-25.4%
Weighted Hotel Occupancy Rate <sup>d</sup>	92.0%	71.2%	-22.6%
Weighted Hotel Room Rate <sup>d</sup>	\$216.17	\$209.39	-3.1%

**Guam Visitors Bureau**  
**Preliminary October 2025 Visitor Arrival Summary**  
**Calendar Year-to-Date 2019 vs 2025 • Fiscal Year-to-Date 2019 vs 2026**



	CYTD 2019 (Jan - Oct '19)	CYTD 2025 (Jan - Oct '25)	% vs 2019	FYTD 2019 (Oct '18)	FYTD 2026 (Oct '25)	% vs 2019
Air Arrivals <sup>a</sup>	1,355,386	614,049	-54.7%	120,929	61,667	-49.0%
Sea Arrivals <sup>a</sup>	9,884	1,611	-83.7%	727	125	-82.8%
<b>TOTAL VISITOR ARRIVALS</b>	<b>1,365,270</b>	<b>615,660</b>	<b>-54.9%</b>	<b>121,656</b>	<b>61,792</b>	<b>-49.2%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2019 (Jan - Oct '19)	CYTD 2025 (Jan - Oct '25)	% vs 2019	FYTD 2019 (Oct '18)	FYTD 2026 (Oct '25)	% vs 2019
<b>KOREA</b>	<b>619,396</b>	<b>291,742</b>	<b>-52.9%</b>	<b>60,983</b>	<b>32,538</b>	<b>-46.6%</b>
Seoul	260,945	104,564	-59.9%	24,966	11,509	-53.9%
Incheon/Gyeonggi	155,084	62,531	-59.7%	15,838	6,795	-57.1%
Chungnam/Daejeon	15,389	7,713	-49.9%	1,287	783	-39.2%
Jeonbuk/Gwanju	9,472	7,891	-16.7%	804	932	15.9%
Gyeongbuk/Daegu	24,660	13,092	-46.9%	2,504	1,589	-36.5%
Busan	67,308	23,818	-64.6%	6,475	3,171	-51.0%
Ulsan	11,036	5,044	-54.3%	1,164	636	-45.4%
Other	75,502	67,089	-11.1%	7,945	7,123	-10.3%
<b>JAPAN</b>	<b>553,219</b>	<b>201,630</b>	<b>-63.6%</b>	<b>43,013</b>	<b>18,478</b>	<b>-57.0%</b>
Kanto (Tokyo)	287,696	117,238	-59.2%	24,717	10,575	-57.2%
Chubu (Nagoya)	66,376	21,215	-68.0%	4,153	1,843	-55.6%
Kinki (Osaka)	109,464	34,974	-68.0%	7,484	3,426	-54.2%
Koshinetsu	8,814	3,311	-62.4%	698	353	-49.4%
Hokuriku	7,315	2,280	-68.8%	495	231	-53.3%
Tohoku	12,777	4,321	-66.2%	1,265	415	-67.2%
Kyushu	25,427	4,815	-81.1%	1,697	433	-74.5%
Chugoku	14,333	3,926	-72.6%	909	429	-52.8%
Hokkaido	8,959	2,928	-67.3%	682	255	-62.6%
Shikoku	7,152	1,927	-73.1%	413	232	-43.8%
Okinawa/Miya	3,170	1,230	-61.2%	317	96	-69.7%
Other	1,736	3,465	99.6%	183	190	3.8%
<b>TAIWAN</b>	<b>24,189</b>	<b>7,259</b>	<b>-70.0%</b>	<b>1,990</b>	<b>674</b>	<b>-66.1%</b>
Taipei	13,697	3,798	-72.3%	1,358	355	-73.9%
Kaohsiung	1,654	559	-66.2%	123	49	-60.2%
Taichung	3,223	835	-74.1%	156	59	-62.2%
Taoyuan, Miaoli, Hsinehu	2,245	708	-68.5%	126	63	-50.0%
Hsinchu	1,479	403	-72.8%	97	35	-63.9%
Other	1,891	956	-49.4%	130	113	-13.1%
<b>CHINA</b>	<b>10,312</b>	<b>4,123</b>	<b>-60.0%</b>	<b>1,325</b>	<b>375</b>	<b>-71.7%</b>
Beijing	1,906	851	-55.4%	267	88	-67.0%
Shanghai	3,493	1,162	-66.7%	487	118	-75.8%
Guangzhou	867	261	-69.9%	105	23	-78.1%
Other	4,046	1,849	-54.3%	466	146	-68.7%
<b>US/HAWAII</b>	<b>77,029</b>	<b>66,170</b>	<b>-14.1%</b>	<b>7,262</b>	<b>4,904</b>	<b>-32.5%</b>
CNMI	19,106	10,090	-47.2%	1,265	903	-28.6%
<b>PHILIPPINES</b>	<b>16,314</b>	<b>11,893</b>	<b>-27.1%</b>	<b>1,940</b>	<b>1,385</b>	<b>-28.6%</b>
FSM	12,098	8,565	-29.2%	982	715	-27.2%
PALAU	3,557	2,467	-30.6%	357	297	-16.8%
<b>EUROPE</b>	<b>1,788</b>	<b>1,241</b>	<b>-30.6%</b>	<b>162</b>	<b>115</b>	<b>-29.0%</b>
<b>AUSTRALIA</b>	<b>1,858</b>	<b>1,070</b>	<b>-42.4%</b>	<b>204</b>	<b>74</b>	<b>-63.7%</b>
<b>SINGAPORE</b>	<b>1,321</b>	<b>1,162</b>	<b>-12.0%</b>	<b>90</b>	<b>309</b>	<b>243.3%</b>
RMI	1,361	370	-72.8%	132	40	-69.7%
HONG KONG	4,645	611	-86.8%	501	68	-86.4%
RUSSIA	3,608	89	-97.5%	419	5	-98.8%
MALAYSIA	315	175	-44.4%	43	11	-74.4%
INDIA	130	130	0.0%	12	9	-25.0%
OTHER/UNKNOWN	5,140	5,262	2.4%	249	767	208.0%

VISITOR INDUSTRY STATISTICS	Jan - Sep 2019	Jan - Sep 2025		Oct 2018 - Sep 2019	Oct 2024 - Sep 2025	
<b>Hotel Occupancy Taxes<sup>c</sup></b>	<b>\$35,213,466</b>	<b>\$24,147,640</b>	<b>-31.4%</b>	<b>\$45,130,108</b>	<b>\$30,235,927</b>	<b>-33.0%</b>
<b>Weighted Hotel Occupancy Rate<sup>d</sup></b>	<b>89.4%</b>	<b>69.1%</b>	<b>-22.7%</b>	<b>88.5%</b>	<b>67.5%</b>	<b>-23.7%</b>
<b>Weighted Hotel Room Rate<sup>d</sup></b>	<b>\$215.54</b>	<b>\$205.95</b>	<b>-4.4%</b>	<b>\$211.01</b>	<b>\$204.08</b>	<b>-3.3%</b>

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2019/2026 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, STR Global (Hotel Occupancy and ADR Report).