

April 2023

Monthly Arrivals Summary

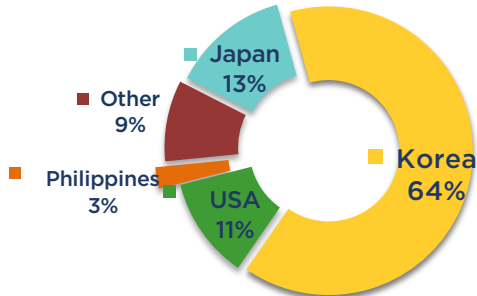
| | | |
|----------------------|----------------|-----------------|
| APR Arrivals | 55,354 | 388.9% ↑ |
| CYTD Arrivals | 233,897 | 534.2% ↑ |
| FYTD Arrivals | 368,655 | 497.7% ↑ |

VISITOR SNAPSHOT

Travel Party Size
1-2 pax (48.5%)



MARKET MIX



Average length of stay **4 nights**

TRIP STATUS

First Timers : **49.2%**
Repeats : **37.2%**



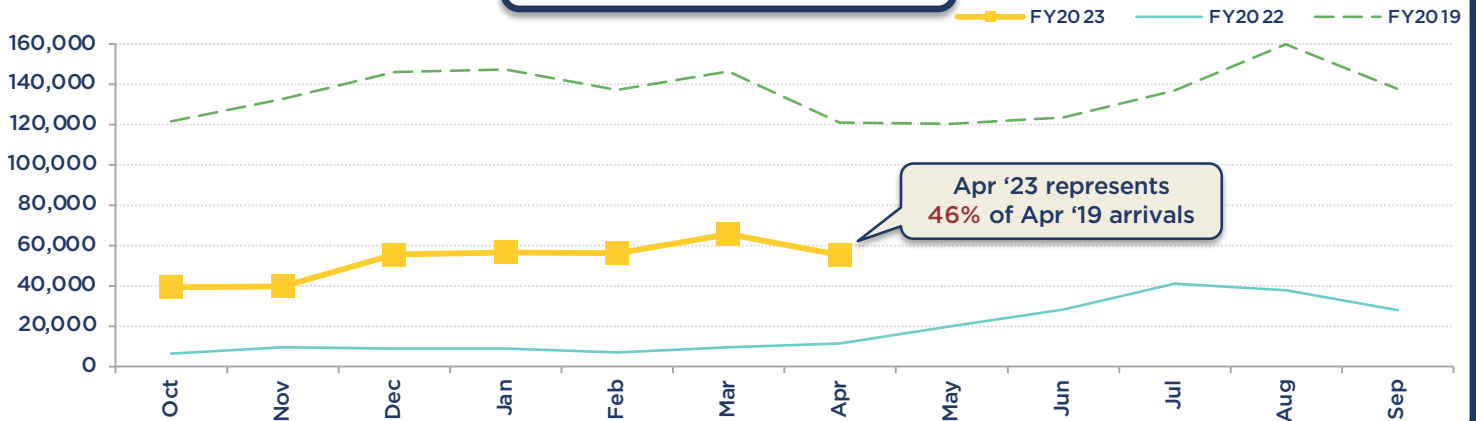
PRIMARY REASON FOR TRIP



Pleasure/Vacation **67.6%**
Government/Military 3.4%
Visiting friends/family 2.6%
Medical 2.3%
Honeymoon 2.2%

| Market | 2022 | 2023 | % to LY |
|-------------|-------|--------|----------|
| Japan | 562 | 7,304 | 1,199.6% |
| Korea | 3,239 | 35,397 | 992.8% |
| Taiwan | 20 | 1,158 | 5,690.0% |
| China | 19 | 276 | 1,352.6% |
| US/Hawaii | 4,852 | 6,303 | 29.9% |
| Philippines | 634 | 1,328 | 109.5% |

ROAD TO RECOVERY



Source: 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

Visitor Arrival Summary April 2023



| | Apr-22 | Apr-23 | % from LY |
|--|---------------|---------------|---------------|
| Civilian Air Arrivals ^a | 10,412 | 54,998 | 428.2% |
| Civilian Sea Arrivals ^a | 12 | 15 | 25.0% |
| Armed Forces Air Arrivals ^a | 822 | 338 | -58.9% |
| Armed Forces Sea Arrivals ^a | 77 | 3 | -96.1% |
| TOTAL VISITOR ARRIVALS | 11,323 | 55,354 | 388.9% |

| ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces) | Apr-22 | Apr-23 | % from LY |
|--|--------------|---------------|----------------|
| JAPAN | 562 | 7,304 | 1199.6% |
| Kanto (Tokyo) | 310 | 4,026 | 1198.7% |
| Chubu (Nagoya) | 20 | 671 | 3255.0% |
| Kinki (Osaka) | 35 | 1,232 | 3420.0% |
| Koshinetsu | 5 | 119 | 2280.0% |
| Hokuriku | 1 | 55 | 5400.0% |
| Tohoku | 8 | 181 | 2162.5% |
| Kyushu | 19 | 412 | 2068.4% |
| Chugoku | 8 | 118 | 1375.0% |
| Hokkaido | 2 | 119 | 5850.0% |
| Shikoku | - | 44 | - |
| Okinawa/Miya | 94 | 147 | 56.4% |
| Other | 60 | 180 | 200.0% |
| KOREA | 3,239 | 35,397 | 992.8% |
| Seoul | 1,499 | 13,690 | 813.3% |
| Incheon/Gyeonggi | 820 | 9,062 | 1005.1% |
| Chungnam/Daejeon | 77 | 925 | 1101.3% |
| Jeonbuk/Gwanju | 50 | 612 | 1124.0% |
| Gyeongbuk/Daegu | 100 | 1,332 | 1232.0% |
| Busan | 307 | 3,356 | 993.2% |
| Ulsan | 35 | 670 | 1814.3% |
| Other | 351 | 5,750 | 1538.2% |
| TAIWAN | 20 | 1,158 | 5690.0% |
| Taipei | 10 | 525 | 5150.0% |
| Kaohsiung | 2 | 75 | 3650.0% |
| Taichung | 1 | 186 | 18500.0% |
| Taoyuan, Miaoli, Hsinehu | 4 | 145 | 3525.0% |
| Hsinchu | - | 90 | - |
| Other | 3 | 137 | 4466.7% |
| CHINA | 19 | 276 | 1352.6% |
| Beijing | - | 36 | - |
| Shanghai | 9 | 79 | 777.8% |
| Guangzhou | 3 | 21 | 600.0% |
| Other | 7 | 140 | 1900.0% |
| US/HAWAII | 4,852 | 6,303 | 29.9% |
| CNMI | 1,014 | 1,106 | 9.1% |
| PALAU | 104 | 215 | 106.7% |
| FSM | 310 | 1,255 | 304.8% |
| RMI | 13 | 114 | 776.9% |
| PHILIPPINES | 634 | 1,328 | 109.5% |
| AUSTRALIA | 45 | 82 | 82.2% |
| EUROPE | 47 | 220 | 368.1% |
| HONG KONG | 8 | 119 | 1387.5% |
| RUSSIA | - | 10 | - |
| SINGAPORE | 139 | 72 | -48.2% |
| INDIA | 8 | 13 | 62.5% |
| MALAYSIA | 12 | 10 | -16.7% |
| OTHER/UNKNOWN | 208 | 354 | 70.2% |

| QUARTERLY VISITOR INDUSTRY STATISTICS | Jan - Mar 2022 | Jan - Mar 2023 | |
|--|----------------|----------------|--------|
| Hotel Occupancy Taxes ^c | \$1,943,091.76 | \$7,514,153.31 | 286.7% |
| Weighted Hotel Occupancy Rate ^d | 56.0% | 67.4% | 20.4% |
| Weighted Hotel Room Rate ^d | \$162.67 | \$209.36 | 28.7% |

Guam Visitors Bureau
 April 2023 Visitor Arrival Summary
 Calendar Year-to-Date 2022/23 • Fiscal Year-to-Date 2022/23



| | CYTD 2022 (Jan - Apr '22) | CYTD 2023 (Jan - Apr '23) | % from LY | FYTD 2022 (Oct '21 - Apr '22) | FYTD 2023 (Oct '22- Apr '23) | % from LY |
|---|------------------------------|------------------------------|----------------|----------------------------------|---------------------------------|----------------|
| Air Arrivals ^a | 36,691 | 230,529 | 528.3% | 61,211 | 365,240 | 496.7% |
| Sea Arrivals ^a | 189 | 3,364 | 1679.9% | 464 | 3,415 | 636.0% |
| TOTAL VISITOR ARRIVALS | 36,880 | 233,893 | 534.2% | 61,675 | 368,655 | 497.7% |
| | CYTD 2022 (Jan - Apr '22) | CYTD 2023 (Jan - Apr '23) | % from LY | FYTD 2022 (Oct '21 - Apr '22) | FYTD 2023 (Oct '22- Apr '23) | % from LY |
| ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces) | | | | | | |
| JAPAN | 2,309 | 29,919 | 1195.8% | 3,490 | 41,579 | 1091.4% |
| Kanto (Tokyo) | 838 | 17,741 | 2017.1% | 1,474 | 24,653 | 1572.5% |
| Chubu (Nagoya) | 128 | 2,736 | 2037.5% | 177 | 3,773 | 2031.6% |
| Kinki (Osaka) | 71 | 3,911 | 5408.5% | 116 | 5,616 | 4741.4% |
| Koshinetsu | 25 | 491 | 1864.0% | 36 | 610 | 1594.4% |
| Hokuriku | 7 | 265 | 3685.7% | 11 | 348 | 3063.6% |
| Tohoku | 104 | 760 | 630.8% | 127 | 1,021 | 703.9% |
| Kyushu | 51 | 1,324 | 2496.1% | 80 | 1,829 | 2186.3% |
| Chugoku | 47 | 527 | 1021.3% | 55 | 612 | 1012.7% |
| Hokkaido | 88 | 456 | 418.2% | 99 | 663 | 569.7% |
| Shikoku | 2 | 174 | 8600.0% | 8 | 239 | 2887.5% |
| Okinawa/Miya | 607 | 800 | 31.8% | 786 | 1,121 | 42.6% |
| Other | 341 | 734 | 115.2% | 521 | 1,094 | 110.0% |
| KOREA | 5,234 | 148,958 | 2746.0% | 11,330 | 238,745 | 2007.2% |
| Seoul | 2,522 | 57,638 | 2185.4% | 5,667 | 93,381 | 1547.8% |
| Incheon/Gyeonggi | 1,344 | 37,772 | 2710.4% | 2,921 | 60,018 | 1954.7% |
| Chungnam/Daejeon | 117 | 3,815 | 3160.7% | 231 | 5,878 | 2444.6% |
| Jeonbuk/Gwanju | 76 | 3,212 | 4126.3% | 152 | 4,979 | 3175.7% |
| Gyeongbuk/Daegu | 149 | 5,256 | 3427.5% | 326 | 8,655 | 2554.9% |
| Busan | 417 | 13,247 | 3076.7% | 756 | 22,762 | 2910.8% |
| Ulsan | 55 | 2,685 | 4781.8% | 104 | 4,277 | 4012.5% |
| Other | 554 | 25,333 | 4472.7% | 1,173 | 38,795 | 3207.3% |
| TAIWAN | 69 | 2,219 | 3115.9% | 151 | 2,511 | 1562.9% |
| Taipei | 38 | 1,127 | 2865.8% | 84 | 1,281 | 1425.0% |
| Kaohsiung | 10 | 120 | 1100.0% | 12 | 167 | 1291.7% |
| Taichung | 7 | 332 | 4642.9% | 12 | 355 | 2858.3% |
| Taoyuan, Miaoli, Hsinehu | 7 | 243 | 3371.4% | 33 | 255 | 672.7% |
| Hsinchu | 1 | 144 | 14300.0% | 3 | 153 | 5000.0% |
| Other | 6 | 253 | 4116.7% | 7 | 300 | 4185.7% |
| CHINA | 64 | 568 | 787.5% | 125 | 765 | 512.0% |
| Beijing | 4 | 70 | 1650.0% | 5 | 74 | 1380.0% |
| Shanghai | 31 | 152 | 390.3% | 77 | 205 | 166.2% |
| Guangzhou | 8 | 42 | 425.0% | 8 | 55 | 587.5% |
| Other | 21 | 304 | 1347.6% | 35 | 431 | 1131.4% |
| US/HAWAII | 21,353 | 30,554 | 43.1% | 34,634 | 49,693 | 43.5% |
| CNMI | 2,976 | 5,037 | 69.3% | 4,081 | 9,362 | 129.4% |
| PALAU | 251 | 873 | 247.8% | 408 | 1,682 | 312.3% |
| FSM | 986 | 4,072 | 313.0% | 1,679 | 6,639 | 295.4% |
| RMI | 24 | 270 | 1025.0% | 41 | 490 | 1095.1% |
| PHILIPPINES | 1,592 | 5,007 | 214.5% | 2,594 | 8,610 | 231.9% |
| AUSTRALIA | 552 | 451 | -18.3% | 599 | 774 | 29.2% |
| EUROPE | 279 | 587 | 110.4% | 431 | 903 | 109.5% |
| HONG KONG | 20 | 287 | 1335.0% | 28 | 416 | 1385.7% |
| RUSSIA | 23 | 64 | 178.3% | 37 | 103 | 178.4% |
| SINGAPORE | 207 | 244 | 17.9% | 353 | 444 | 25.8% |
| INDIA | 31 | 46 | 48.4% | 47 | 64 | 36.2% |
| MALAYSIA | 19 | 37 | 94.7% | 32 | 64 | 100.0% |
| OTHER/UNKNOWN | 702 | 1,336 | 90.3% | 1,151 | 2,396 | 108.2% |
| VISITOR INDUSTRY STATISTICS | Jan - Mar 2022 | Jan - Mar 2023 | | Oct 2021 - Mar 2022 | Oct 2022 - Mar 2023 | |
| Hotel Occupancy Taxes^c | \$1,943,091.76 | \$7,514,153.31 | 286.7% | \$4,575,308.63 | \$12,656,033.21 | 176.6% |
| Weighted Hotel Occupancy Rate^d | 56.0% | 67.4% | 20.4% | 45.6% | 636.6% | 1296.1% |
| Weighted Hotel Room Rate^d | \$162.67 | \$209.36 | 28.7% | \$164.40 | \$201.49 | 22.6% |

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2020/2021 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, STR Global (Hotel Occupancy and ADR Report).



| | January | | | February | | | March | | | April | | | Total CYTD | | |
|-------------------------------------|--------------|---------------|----------------|--------------|---------------|-----------------|--------------|---------------|----------------|---------------|---------------|----------------|---------------|----------------|----------------|
| | Jan-22 | Jan-23 | % from LY | Feb-22 | Feb-23 | % from LY | Mar-22 | Mar-23 | % from LY | Apr-22 | Apr-23 | % from LY | 2022 | 2023 | % from LY |
| JAPAN | 1,125 | 4,792 | 326.0% | 239 | 6,240 | 2510.9% | 383 | 11,583 | 2924.3% | 562 | 7,304 | 1199.6% | 2,309 | 29,919 | 1195.8% |
| Kanto (Tokyo) | 222 | 2,843 | 1180.6% | 105 | 3,465 | 3200.0% | 201 | 7,407 | 3585.1% | 310 | 4,026 | 1198.7% | 838 | 17,741 | 2017.1% |
| Chubu (Nagoya) | 74 | 555 | 650.0% | 32 | 566 | 1668.8% | 2 | 944 | 47100.0% | 20 | 671 | 3255.0% | 128 | 2,736 | 2037.5% |
| Kinki (Osaka) | 10 | 590 | 5800.0% | 7 | 631 | 8914.3% | 19 | 1,458 | 7573.7% | 35 | 1,232 | 3420.0% | 71 | 3,911 | 5408.5% |
| Koshinetsu | 12 | 73 | 508.3% | 4 | 94 | 2250.0% | 4 | 205 | 5025.0% | 5 | 119 | 2280.0% | 25 | 491 | 1864.0% |
| Hokuriku | 6 | 31 | 416.7% | - | 63 | - | - | 116 | #DIV/0! | 1 | 55 | 5400.0% | 7 | 265 | 3685.7% |
| Tohoku | 74 | 82 | 10.8% | 14 | 246 | 1657.1% | 8 | 251 | 3037.5% | 8 | 181 | 2162.5% | 104 | 760 | 630.8% |
| Kyushu | 14 | 167 | 1092.9% | 7 | 287 | 4000.0% | 11 | 458 | 4063.6% | 19 | 412 | 2068.4% | 51 | 1,324 | 2496.1% |
| Chugoku | 16 | 31 | 93.8% | 18 | 140 | 677.8% | 5 | 238 | 4660.0% | 8 | 118 | 1375.0% | 47 | 527 | 1021.3% |
| Hokkaido | 76 | 110 | 44.7% | - | 104 | - | 10 | 123 | 1130.0% | 2 | 119 | 5850.0% | 88 | 456 | 418.2% |
| Shikoku | 1 | 25 | 2400.0% | - | 26 | - | 1 | 79 | 7800.0% | - | 44 | - | 2 | 174 | 8600.0% |
| Okinawa/Miya | 442 | 143 | -67.6% | 31 | 408 | 1216.1% | 40 | 102 | 155.0% | 94 | 147 | 56.4% | 607 | 800 | 31.8% |
| Other | 178 | 142 | -20.2% | 21 | 210 | 900.0% | 82 | 202 | 146.3% | 60 | 180 | 200.0% | 341 | 734 | 115.2% |
| KOREA | 924 | 39,653 | 4191.5% | 311 | 37,480 | 11951.4% | 760 | 36,428 | 4693.2% | 3,239 | 35,397 | 992.8% | 5,234 | 148,958 | 2746.0% |
| Seoul | 474 | 15,820 | 3237.6% | 150 | 14,488 | 9558.7% | 399 | 13,640 | 3318.5% | 1,499 | 13,690 | 813.3% | 2,522 | 57,638 | 2185.4% |
| Incheon/Gyeonggi | 222 | 9,141 | 4017.6% | 85 | 9,357 | 10908.2% | 217 | 10,212 | 4606.0% | 820 | 9,062 | 1005.1% | 1,344 | 37,772 | 2710.4% |
| Chungnam/Daejeon | 27 | 961 | 3459.3% | 4 | 954 | 23750.0% | 9 | 975 | 10733.3% | 77 | 925 | 1101.3% | 117 | 3,815 | 3160.7% |
| Jeonbuk/Gwanju | 11 | 953 | 8563.6% | 2 | 915 | 45650.0% | 13 | 732 | 5530.8% | 50 | 612 | 1124.0% | 76 | 3,212 | 4126.3% |
| Gyeonbuk/Daegu | 20 | 1,484 | 7320.0% | 8 | 1,321 | 16412.5% | 21 | 1,119 | 5228.6% | 100 | 1,332 | 1232.0% | 149 | 5,256 | 3427.5% |
| Busan | 60 | 3,475 | 5691.7% | 17 | 3,299 | 19305.9% | 33 | 3,117 | 9345.5% | 307 | 3,356 | 993.2% | 417 | 13,247 | 3076.7% |
| Ulsan | 10 | 740 | 7300.0% | 2 | 645 | 32150.0% | 8 | 630 | 7775.0% | 35 | 670 | 1814.3% | 55 | 2,685 | 4781.8% |
| Other | 100 | 7,079 | 6979.0% | 43 | 6,501 | 15018.6% | 60 | 6,003 | 9905.0% | 351 | 5,750 | 1538.2% | 554 | 25,333 | 4472.7% |
| TAIWAN | 21 | 850 | 3947.6% | 8 | 81 | 912.5% | 20 | 130 | 550.0% | 20 | 1,158 | 5690.0% | 69 | 2,219 | 3115.9% |
| Taipei | 13 | 489 | 3661.5% | 5 | 38 | 660.0% | 10 | 75 | 650.0% | 10 | 525 | 5150.0% | 38 | 1,127 | 2865.8% |
| Kaohsiung | 2 | 32 | 1500.0% | 1 | 2 | 100.0% | 5 | 11 | 120.0% | 2 | 75 | 3650.0% | 10 | 120 | 1100.0% |
| Taichung | 1 | 118 | 11700.0% | 1 | 12 | 1100.0% | 4 | 16 | 300.0% | 1 | 186 | 18500.0% | 7 | 332 | 4642.9% |
| Taoyuan, Miaoli, Hsinehu | 2 | 81 | 3950.0% | - | 6 | - | 1 | 11 | 1000.0% | 4 | 145 | 3525.0% | 7 | 243 | 3371.4% |
| Hsinchu | 1 | 41 | 4000.0% | - | 10 | - | - | 3 | - | - | 90 | - | 1 | 144 | 14300.0% |
| Other | 2 | 89 | 4350.0% | 1 | 13 | 1200.0% | - | 14 | - | 3 | 137 | 4466.7% | 6 | 253 | 4116.7% |
| CHINA | 17 | 104 | 511.8% | 15 | 75 | 400.0% | 13 | 113 | 769.2% | 19 | 276 | 1352.6% | 64 | 568 | 787.5% |
| Beijing | 3 | 9 | 200.0% | 1 | 8 | 700.0% | - | 17 | - | - | 36 | - | 4 | 70 | 1650.0% |
| Shanghai | 8 | 22 | 175.0% | 6 | 26 | 333.3% | 8 | 25 | 212.5% | 9 | 79 | 777.8% | 31 | 152 | 390.3% |
| Guangzhou | 1 | 7 | 600.0% | 2 | 10 | 400.0% | 2 | 4 | 100.0% | 3 | 21 | 600.0% | 8 | 42 | 425.0% |
| Other | 5 | 66 | 1220.0% | 6 | 31 | 416.7% | 3 | 67 | 2133.3% | 7 | 140 | 1900.0% | 21 | 304 | 1347.6% |
| US/HAWAII | 5,096 | 7,231 | 41.9% | 5,176 | 8,111 | 56.7% | 6,229 | 8,909 | 43.0% | 4,852 | 6,303 | 29.9% | 21,353 | 30,554 | 43.1% |
| CNMI | 509 | 1,221 | 139.9% | 481 | 1,035 | 115.2% | 972 | 1,675 | 72.3% | 1,014 | 1,106 | 9.1% | 2,976 | 5,037 | 69.3% |
| PALAU | 42 | 169 | 302.4% | 35 | 211 | 502.9% | 70 | 278 | 297.1% | 104 | 215 | 106.7% | 251 | 873 | 247.8% |
| FSM | 247 | 763 | 208.9% | 176 | 907 | 415.3% | 253 | 1,147 | 353.4% | 310 | 1,255 | 304.8% | 986 | 4,072 | 313.0% |
| RMI | 1 | 33 | 3200.0% | 2 | 49 | 2350.0% | 8 | 74 | 825.0% | 13 | 114 | 776.9% | 24 | 270 | 1025.0% |
| PHILIPPINES | 277 | 1,192 | 330.3% | 298 | 1,286 | 331.5% | 383 | 1,201 | 213.6% | 634 | 1,328 | 109.5% | 1,592 | 5,007 | 214.5% |
| AUSTRALIA | 431 | 69 | -84.0% | 58 | 242 | 317.2% | 18 | 58 | 222.2% | 45 | 82 | 82.2% | 552 | 451 | -18.3% |
| EUROPE | 114 | 116 | 1.8% | 81 | 115 | 42.0% | 37 | 136 | 267.6% | 47 | 220 | 368.1% | 279 | 587 | 110.4% |
| HONG KONG | 3 | 56 | 1766.7% | 6 | 24 | 300.0% | 3 | 88 | 2833.3% | 8 | 119 | 1387.5% | 20 | 287 | 1335.0% |
| RUSSIA | 19 | 27 | 42.1% | 2 | 11 | 450.0% | 2 | 16 | 700.0% | - | 10 | - | 23 | 64 | 178.3% |
| SINGAPORE | 22 | 47 | 113.6% | 21 | 53 | 152.4% | 25 | 72 | 188.0% | 139 | 72 | -48.2% | 207 | 244 | 17.9% |
| INDIA | 4 | 11 | 175.0% | 16 | 6 | -62.5% | 3 | 16 | 433.3% | 8 | 13 | 62.5% | 31 | 46 | 48.4% |
| MALAYSIA | 2 | 9 | 350.0% | 4 | 8 | 100.0% | 1 | 10 | 900.0% | 12 | 10 | -16.7% | 19 | 37 | 94.7% |
| OTHER/UNKNOWN | 188 | 327 | 73.9% | 137 | 299 | 118.2% | 169 | 356 | 110.7% | 208 | 354 | 70.2% | 702 | 1,336 | 90.3% |
| SEA ARRIVALS (CIV & MIL) | 18 | 17 | -5.6% | 30 | 20 | -33.3% | 52 | 3,313 | 6271.2% | 89 | 18 | -79.8% | 189 | 3,368 | 1682.0% |
| TOTAL | 9,060 | 56,687 | 525.7% | 7,096 | 56,253 | 692.7% | 9,401 | 65,603 | 597.8% | 11,323 | 55,354 | 388.9% | 36,880 | 233,897 | 534.2% |