



**GUAM VISITORS BUREAU** Visitor Arrival Summary  
 JANUARY 2014 (as of February 11, 2014)

	Jan-13	Jan-14	% from LY
Civilian Air Arrivals <sup>a</sup>	114,298	115,653	1.2%
Civilian Sea Arrivals <sup>a</sup>	464	26	-94.4%
Armed Forces Air Arrivals <sup>a</sup>	1,796	1,256	-30.1%
Armed Forces Sea Arrivals <sup>a</sup>	n.a.	141	-
<b>TOTAL VISITOR ARRIVALS</b>	<b>116,558</b>	<b>117,076</b>	<b>0.4%</b>

<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	Jan-13	Jan-14	% from LY
<b>JAPAN</b>	<b>78,841</b>	<b>69,141</b>	<b>-12.3%</b>
Kanto (Tokyo)	36,227	30,496	-15.8%
Chubu (Nagoya)	9,626	8,524	-11.4%
Kinki (Osaka)	16,476	14,887	-9.6%
Koshinetsu	2,520	2,179	-13.5%
Hokuriko	848	910	7.3%
Tohoku	3,384	2,961	-12.5%
Kyushu	2,191	2,262	3.2%
Chugoku	2,039	1,950	-4.4%
Hokkaido	2,698	2,569	-4.8%
Shikoku	975	1,023	4.9%
Okinawa/Miya	457	355	-22.3%
Other	1,400	1,025	-26.8%
<b>KOREA</b>	<b>22,962</b>	<b>28,590</b>	<b>24.5%</b>
Seoul	10,418	13,362	28.3%
Incheon	1,382	1,720	24.5%
Chungbuk	471	483	2.5%
Chungnam	866	931	7.5%
Gangwon	462	446	-3.5%
Jeonbuk	349	545	56.2%
Gyeonbuk	816	859	5.3%
Gyeonggi	5,119	6,403	25.1%
Jeonnam	481	750	55.9%
Gyeongnam	1,450	1,720	18.6%
Other	1,148	1,371	19.4%
<b>TAIWAN</b>	<b>3,362</b>	<b>4,912</b>	<b>46.1%</b>
Taipei	1,849	2,698	45.9%
Kaohsiung	293	351	19.8%
Taichung	467	791	69.4%
Taoyuan, Miaoli, Hsinehu	360	615	70.8%
Other	393	457	16.3%
<b>CHINA</b>	<b>545</b>	<b>2,114</b>	<b>287.9%</b>
Beijing	193	552	186.0%
Shanghai	170	639	275.9%
Guangzhou	42	97	131.0%
Other	140	826	490.0%
<b>U.S. MAINLAND</b>	<b>3,938</b>	<b>4,375</b>	<b>11.1%</b>
<b>HAWAII</b>	<b>935</b>	<b>839</b>	<b>-10.3%</b>
CNMI	1,110	1,342	20.9%
PALAU	184	166	-9.8%
FSM	681	553	-18.8%
RMI	49	50	2.0%
PHILIPPINES	500	729	45.8%
AUSTRALIA	411	333	-19.0%
CANADA	66	85	28.8%
EUROPE	171	221	29.2%
HONG KONG	886	576	-35.0%
THAILAND	25	30	20.0%
VIETNAM	14	17	21.4%
RUSSIA	1,074	2,249	109.4%
OTHER/UNKNOWN	340	587	72.6%

**VISITOR INDUSTRY STATISTICS**

JGTA <sup>b</sup> Air Arrivals	69,266	62,606	-9.6%
Hotel Occupancy Taxes <sup>c</sup>	\$2,624,702.41	n.a.	n.a.
Weighted Hotel Occupancy Rate <sup>d</sup>	87%	n.a.	n.a.
Weighted Hotel Room Rate <sup>d</sup>	\$136	n.a.	n.a.

**Guam Visitors Bureau**

**JANUARY 2014 Visitor Arrival Summary**

**Calendar Year-to-Date 2013/14 • Fiscal Year-to-Date 2013/14**

	CYTD 2013 (Jan '13)	CYTD 2014 (Jan '14)	% from LY	FYTD 2013 (Oct '12 - Jan '13)	FYTD 2014 (Oct '13 - Jan '14)	% from LY
Air Arrivals <sup>a</sup>	116,094	116,909	0.7%	443,976	443,065	-0.2%
Sea Arrivals <sup>a</sup>	464	167	-64.0%	3,773	2,034	-46.1%
<b>TOTAL VISITOR ARRIVALS</b>	<b>116,558</b>	<b>117,076</b>	<b>0.4%</b>	<b>447,749</b>	<b>445,099</b>	<b>-0.6%</b>

<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	CYTD 2013 (Jan '13)	CYTD 2014 (Jan '14)	% from LY	FYTD 2013 (Oct '12 - Jan '13)	FYTD 2014 (Oct '13 - Jan '14)	% from LY
<b>JAPAN</b>	<b>78,841</b>	<b>69,141</b>	<b>-12.3%</b>	<b>307,842</b>	<b>279,167</b>	<b>-9.3%</b>
Kanto (Tokyo)	36,227	30,496	-15.8%	143,412	123,731	-13.7%
Chubu (Nagoya)	9,626	8,524	-11.4%	39,392	36,933	-6.2%
Kinki (Osaka)	16,476	14,887	-9.6%	61,197	59,501	-2.8%
Koshinetsu	2,520	2,179	-13.5%	9,658	9,851	2.0%
Hokuriko	848	910	7.3%	3,954	3,945	-0.2%
Tohoku	3,384	2,961	-12.5%	12,036	11,033	-8.3%
Kyushu	2,191	2,262	3.2%	10,424	10,151	-2.6%
Chugoku	2,039	1,950	-4.4%	9,113	9,368	2.8%
Hokkaido	2,698	2,569	-4.8%	7,184	6,490	-9.7%
Shikoku	975	1,023	4.9%	4,378	4,074	-6.9%
Okinawa/Miya	457	355	-22.3%	1,435	1,584	10.4%
Other	1,400	1,025	-26.8%	5,659	2,506	-55.7%
<b>KOREA</b>	<b>22,962</b>	<b>28,590</b>	<b>24.5%</b>	<b>78,244</b>	<b>96,677</b>	<b>23.6%</b>
Seoul	10,418	13,362	28.3%	37,919	45,642	20.4%
Incheon	1,382	1,720	24.5%	4,761	6,088	27.9%
Chungbuk	471	483	2.5%	1,259	1,710	35.8%
Chungnam	866	931	7.5%	2,726	3,323	21.9%
Gangwon	462	446	-3.5%	967	1,293	33.7%
Jeonbuk	349	545	56.2%	969	1,489	53.7%
Gyeongbuk	816	859	5.3%	2,504	3,394	35.5%
Gyeonggi	5,119	6,403	25.1%	17,428	21,785	25.0%
Jeonnam	481	750	55.9%	1,540	2,261	46.8%
Gyeongnam	1,450	1,720	18.6%	4,502	5,993	33.1%
Other	1,148	1,371	19.4%	3,669	3,699	0.8%
<b>TAIWAN</b>	<b>3,362</b>	<b>4,912</b>	<b>46.1%</b>	<b>13,537</b>	<b>15,836</b>	<b>17.0%</b>
Taipei	1,849	2,698	45.9%	7,563	8,788	16.2%
Kaohsiung	293	351	19.8%	1,054	1,244	18.0%
Taichung	467	791	69.4%	2,101	2,782	32.4%
Taoyuan, Miaoli, Hsinehu	360	615	70.8%	1,336	1,665	24.6%
Other	393	457	16.3%	1,483	1,357	-8.5%
<b>CHINA</b>	<b>545</b>	<b>2,114</b>	<b>287.9%</b>	<b>2,507</b>	<b>4,917</b>	<b>96.1%</b>
Beijing	193	552	186.0%	468	1,202	156.8%
Shanghai	170	639	275.9%	786	1,562	98.7%
Guangzhou	42	97	131.0%	167	325	94.6%
Other	140	826	490.0%	1,086	1,828	68.3%
<b>U.S. MAINLAND</b>	<b>3,938</b>	<b>4,375</b>	<b>11.1%</b>	<b>15,170</b>	<b>15,567</b>	<b>2.6%</b>
<b>HAWAII</b>	<b>935</b>	<b>839</b>	<b>-10.3%</b>	<b>3,481</b>	<b>3,461</b>	<b>-0.6%</b>
<b>CNMI</b>	<b>1,110</b>	<b>1,342</b>	<b>20.9%</b>	<b>5,062</b>	<b>5,543</b>	<b>9.5%</b>
<b>PALAU</b>	<b>184</b>	<b>166</b>	<b>-9.8%</b>	<b>949</b>	<b>845</b>	<b>-11.0%</b>
<b>FSM</b>	<b>681</b>	<b>553</b>	<b>-18.8%</b>	<b>3,156</b>	<b>2,818</b>	<b>-10.7%</b>
<b>RMI</b>	<b>49</b>	<b>50</b>	<b>2.0%</b>	<b>347</b>	<b>324</b>	<b>-6.6%</b>
<b>PHILIPPINES</b>	<b>500</b>	<b>729</b>	<b>45.8%</b>	<b>3,732</b>	<b>4,317</b>	<b>15.7%</b>
<b>AUSTRALIA</b>	<b>411</b>	<b>333</b>	<b>-19.0%</b>	<b>1,102</b>	<b>1,098</b>	<b>-0.4%</b>
<b>CANADA</b>	<b>66</b>	<b>85</b>	<b>28.8%</b>	<b>348</b>	<b>502</b>	<b>44.3%</b>
<b>EUROPE</b>	<b>171</b>	<b>221</b>	<b>29.2%</b>	<b>672</b>	<b>752</b>	<b>11.9%</b>
<b>HONG KONG</b>	<b>886</b>	<b>576</b>	<b>-35.0%</b>	<b>3,666</b>	<b>3,277</b>	<b>-10.6%</b>
<b>THAILAND</b>	<b>25</b>	<b>30</b>	<b>20.0%</b>	<b>96</b>	<b>115</b>	<b>19.8%</b>
<b>VIETNAM</b>	<b>14</b>	<b>17</b>	<b>21.4%</b>	<b>30</b>	<b>42</b>	<b>40.0%</b>
<b>RUSSIA</b>	<b>1,074</b>	<b>2,249</b>	<b>109.4%</b>	<b>2,427</b>	<b>5,552</b>	<b>128.8%</b>
<b>OTHER/UNKNOWN</b>	<b>340</b>	<b>587</b>	<b>72.6%</b>	<b>1,608</b>	<b>2,255</b>	<b>40.2%</b>

**VISITOR INDUSTRY STATISTICS**

<b>JGTA<sup>b</sup> Air Arrivals</b>	<b>69,266</b>	<b>62,606</b>	<b>-9.6%</b>	<b>272,613</b>	<b>250,526</b>	<b>-8.1%</b>
<b>Hotel Occupancy Taxes<sup>c</sup></b>	<b>\$2,624,702.41</b>	<b>n.a.</b>	<b>n.a.</b>	<b>\$8,662,110.76</b>	<b>n.a.</b>	<b>n.a.</b>
<b>Weighted Hotel Occupancy Rate<sup>d</sup></b>	<b>87%</b>	<b>n.a.</b>	<b>n.a.</b>	<b>85%</b>	<b>n.a.</b>	<b>n.a.</b>
<b>Weighted Hotel Room Rate<sup>d</sup></b>	<b>\$136</b>	<b>n.a.</b>	<b>n.a.</b>	<b>\$126</b>	<b>n.a.</b>	<b>n.a.</b>

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2012/3 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, Government of Guam <sup>d</sup>Guam Hotel & Restaurant Association