

Preliminary 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	46	-94.8%
Armed Forces Air Arrivals ^a	1,343	187	-86.1%
Armed Forces Sea Arrivals ^a	562	1	-99.8%
TOTAL VISITOR ARRIVALS	147,507	66,005	-55.3%

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%
Gyeonbuk/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	19,612	-66.2%
Kanto (Tokyo)	31,772	11,658	-63.3%
Chubu (Nagoya)	6,170	2,011	-67.4%
Kinki (Osaka)	10,244	3,222	-68.5%
Koshinetsu	1,303	387	-70.3%
Hokuriku	662	162	-75.5%
Tohoku	1,775	549	-69.1%
Kyushu	2,206	380	-82.8%
Chugoku	1,109	258	-76.7%
Hokkaido	1,929	364	-81.1%
Shikoku	512	153	-70.1%
Okinawa/Miya	184	149	-19.0%
Other	155	319	105.8%
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	6,400	-25.0%
CNMI	1,745	951	-45.5%
PHILIPPINES	1,277	773	-39.5%
FSM	897	687	-23.4%
PALAU	336	219	-34.8%
EUROPE	211	146	-30.8%
AUSTRALIA	221	90	-59.3%
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	466	48.9%

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 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	65,958	-54.8%	543,348	240,452	-55.7%
Sea Arrivals ^a	1,447	47	-96.8%	4,768	297	-93.8%
TOTAL VISITOR ARRIVALS	147,507	66,005	-55.3%	548,116	240,749	-56.1%

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	19,612	-66.2%	218,804	75,269	-65.6%
Kanto (Tokyo)	31,772	11,658	-63.3%	118,376	42,946	-63.7%
Chubu (Nagoya)	6,170	2,011	-67.4%	23,281	8,374	-64.0%
Kinki (Osaka)	10,244	3,222	-68.5%	40,850	11,921	-70.8%
Koshinetsu	1,303	387	-70.3%	4,478	1,539	-65.6%
Hokuriku	662	162	-75.5%	2,687	666	-75.2%
Tohoku	1,775	549	-69.1%	6,394	2,156	-66.3%
Kyushu	2,206	380	-82.8%	9,099	2,841	-68.8%
Chugoku	1,109	258	-76.7%	4,827	1,464	-69.7%
Hokkaido	1,929	364	-81.1%	4,488	1,189	-73.5%
Shikoku	512	153	-70.1%	2,656	707	-73.4%
Okinawa/Miya	184	149	-19.0%	1,097	500	-54.4%
Other	155	319	105.8%	571	966	69.2%
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	6,400	-25.0%	31,134	24,631	-20.9%
CNMI	1,745	951	-45.5%	6,739	4,152	-38.4%
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	90	-59.3%	737	327	-55.6%
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	466	48.9%	1,207	1,765	46.2%

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 January 2025



	Jan-24	Jan-25	% from LY
Civilian Air Arrivals ^a	77,322	65,771	-14.9%
Civilian Sea Arrivals ^a	3,690	46	-98.8%
Armed Forces Air Arrivals ^a	1,647	187	-88.6%
Armed Forces Sea Arrivals ^a	11	1	-90.9%
TOTAL VISITOR ARRIVALS	82,670	66,005	-20.2%

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	19,612	3.5%
Kanto (Tokyo)	10,314	11,658	13.0%
Chubu (Nagoya)	2,427	2,011	-17.1%
Kinki (Osaka)	2,924	3,222	10.2%
Koshinetsu	406	387	-4.7%
Hokuriku	158	162	2.5%
Tohoku	409	549	34.2%
Kyushu	817	380	-53.5%
Chugoku	363	258	-28.9%
Hokkaido	553	364	-34.2%
Shikoku	133	153	15.0%
Okinawa/Miya	180	149	-17.2%
Other	271	319	17.7%
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	6,400	-24.8%
CNMI	940	951	1.2%
PHILIPPINES	1,017	773	-24.0%
FSM	862	687	-20.3%
PALAU	255	219	-14.1%
EUROPE	153	146	-4.6%
AUSTRALIA	290	90	-69.0%
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	466	-9.5%

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 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	65,958	-16.5%	267,525	240,452	-10.1%
Sea Arrivals ^a	3,701	47	-98.7%	3,827	297	-92.2%
TOTAL VISITOR ARRIVALS	82,670	66,005	-20.2%	271,352	240,749	-11.3%

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	19,612	3.5%	69,528	75,269	8.3%
Kanto (Tokyo)	10,314	11,658	13.0%	36,404	42,946	18.0%
Chubu (Nagoya)	2,427	2,011	-17.1%	8,973	8,374	-6.7%
Kinki (Osaka)	2,924	3,222	10.2%	11,637	11,921	2.4%
Koshinetsu	406	387	-4.7%	1,195	1,539	28.8%
Hokuriku	158	162	2.5%	840	666	-20.7%
Tohoku	409	549	34.2%	1,841	2,156	17.1%
Kyushu	817	380	-53.5%	3,415	2,841	-16.8%
Chugoku	363	258	-28.9%	1,746	1,464	-16.2%
Hokkaido	553	364	-34.2%	1,366	1,189	-13.0%
Shikoku	133	153	15.0%	692	707	2.2%
Okinawa/Miya	180	149	-17.2%	513	500	-2.5%
Other	271	319	17.7%	906	966	6.6%
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	6,400	-24.8%	28,529	24,631	-13.7%
CNMI	940	951	1.2%	3,945	4,152	5.2%
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	90	-69.0%	488	327	-33.0%
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	466	-9.5%	1,615	1,765	9.3%

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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