



**GUAM VISITORS BUREAU** Visitor Arrival Summary  
JULY 2014

	Jul-13	Jul-14	% from LY
Civilian Air Arrivals <sup>a</sup>	109,064	108,158	-0.8%
Civilian Sea Arrivals <sup>a</sup>	76	48	-36.8%
Armed Forces Air Arrivals <sup>a</sup>	2,167	1,441	-33.5%
Armed Forces Sea Arrivals <sup>a</sup>	n.a.	105	-
<b>TOTAL VISITOR ARRIVALS</b>	<b>111,307</b>	<b>109,752</b>	<b>-1.4%</b>

<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	Jul-13	Jul-14	% from LY
<b>JAPAN</b>	<b>69,774</b>	<b>60,348</b>	<b>-13.5%</b>
Kanto (Tokyo)	37,421	30,724	-17.9%
Chubu (Nagoya)	8,826	7,826	-11.3%
Kinki (Osaka)	12,762	12,058	-5.5%
Koshinetsu	1,542	1,091	-29.2%
Hokuriko	671	779	16.1%
Tohoku	1,891	1,638	-13.4%
Kyushu	1,895	2,200	16.1%
Chugoku	1,789	1,815	1.5%
Hokkaido	824	787	-4.5%
Shikoku	800	739	-7.6%
Okinawa/Miya	312	343	9.9%
Other	1,041	348	-66.6%
<b>KOREA</b>	<b>22,292</b>	<b>26,414</b>	<b>18.5%</b>
Seoul	11,254	12,572	11.7%
Incheon	1,184	1,548	30.7%
Chungbuk	325	403	24.0%
Chungnam	731	947	29.5%
Gangwon	178	199	11.8%
Jeonbuk	281	428	52.3%
Gyeonbuk	766	924	20.6%
Gyeonggi	4,701	5,693	21.1%
Jeonnam	343	472	37.6%
Gyeongnam	1,558	2,124	36.3%
Other	971	1,104	13.7%
<b>TAIWAN</b>	<b>5,946</b>	<b>7,466</b>	<b>25.6%</b>
Taipei	3,294	4,104	24.6%
Kaohsiung	404	436	7.9%
Taichung	973	1,391	43.0%
Taoyuan, Miaoli, Hsinehu	676	960	42.0%
Other	599	575	-4.0%
<b>CHINA</b>	<b>800</b>	<b>1,829</b>	<b>128.6%</b>
Beijing	187	857	358.3%
Shanghai	207	306	47.8%
Guangzhou	134	88	-34.3%
Other	272	578	112.5%
<b>U.S. MAINLAND</b>	<b>4,883</b>	<b>4,694</b>	<b>-3.9%</b>
<b>HAWAII</b>	<b>690</b>	<b>1,039</b>	<b>50.6%</b>
<b>CNMI</b>	<b>1,691</b>	<b>1,509</b>	<b>-10.8%</b>
<b>PALAU</b>	<b>385</b>	<b>354</b>	<b>-7.9%</b>
<b>FSM</b>	<b>1,004</b>	<b>928</b>	<b>-7.6%</b>
<b>RMI</b>	<b>105</b>	<b>71</b>	<b>-32.4%</b>
<b>PHILIPPINES</b>	<b>889</b>	<b>854</b>	<b>-3.9%</b>
<b>AUSTRALIA</b>	<b>271</b>	<b>276</b>	<b>1.8%</b>
<b>CANADA</b>	<b>53</b>	<b>64</b>	<b>20.8%</b>
<b>EUROPE</b>	<b>183</b>	<b>153</b>	<b>-16.4%</b>
<b>HONG KONG</b>	<b>600</b>	<b>637</b>	<b>6.2%</b>
<b>THAILAND</b>	<b>46</b>	<b>14</b>	<b>-69.6%</b>
<b>VIETNAM</b>	<b>19</b>	<b>9</b>	<b>-52.6%</b>
<b>RUSSIA</b>	<b>424</b>	<b>2,494</b>	<b>488.2%</b>
<b>OTHER/UNKNOWN</b>	<b>1,176</b>	<b>446</b>	<b>-62.1%</b>

**VISITOR INDUSTRY STATISTICS**

<b>JGTA<sup>b</sup> Air Arrivals</b>	<b>60,556</b>	<b>50,611</b>	<b>-16.4%</b>
<b>Hotel Occupancy Taxes<sup>c</sup></b>	<b>\$2,057,586.60</b>	<b>\$2,295,355.97</b>	<b>11.6%</b>
<b>Weighted Hotel Occupancy Rate<sup>d</sup></b>	<b>75%</b>	<b>67%</b>	<b>-8 points</b>
<b>Weighted Hotel Room Rate<sup>d</sup></b>	<b>\$137</b>	<b>\$147</b>	<b>7.3%</b>

**Guam Visitors Bureau**  
**July 2014 Visitor Arrival Summary**  
**Calendar Year-to-Date 2013/14 • Fiscal Year-to-Date 2013/14**

	CYTD 2013 (Jan - Jul '13)	CYTD 2014 (Jan - Jul '14)	% from LY	FYTD 2013 (Oct '12 - Jul '13)	FYTD 2014 (Oct '13 - Jul '14)	% from LY
Air Arrivals <sup>a</sup>	759,764	763,382	0.5%	1,087,646	1,089,538	0.2%
Sea Arrivals <sup>a</sup>	3,720	3,889	4.5%	7,029	5,756	-18.1%
<b>TOTAL VISITOR ARRIVALS</b>	<b>763,484</b>	<b>767,271</b>	<b>0.5%</b>	<b>1,094,675</b>	<b>1,095,294</b>	<b>0.1%</b>

<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	CYTD 2013 (Jan - Jul '13)	CYTD 2014 (Jan - Jul '14)	% from LY	FYTD 2013 (Oct '12 - Jul '13)	FYTD 2014 (Oct '13 - Jul '14)	% from LY
<b>JAPAN</b>	<b>514,708</b>	<b>459,723</b>	<b>-10.7%</b>	<b>743,709</b>	<b>669,749</b>	<b>-9.9%</b>
Kanto (Tokyo)	249,829	214,488	-14.1%	357,014	307,723	-13.8%
Chubu (Nagoya)	66,054	63,100	-4.5%	95,820	91,509	-4.5%
Kinki (Osaka)	97,569	89,259	-8.5%	142,290	133,873	-5.9%
Koshinetsu	13,274	11,440	-13.8%	20,412	19,112	-6.4%
Hokuriko	7,468	7,285	-2.5%	10,574	10,320	-2.4%
Tohoku	18,588	15,890	-14.5%	27,240	23,962	-12.0%
Kyushu	18,560	19,779	6.6%	26,793	27,668	3.3%
Chugoku	14,664	13,660	-6.8%	21,738	21,078	-3.0%
Hokkaido	10,740	10,167	-5.3%	15,226	14,088	-7.5%
Shikoku	6,870	6,595	-4.0%	10,273	9,646	-6.1%
Okinawa/Miya	1,997	2,345	17.4%	2,975	3,574	20.1%
Other	9,095	5,715	-37.2%	13,354	7,196	-46.1%
<b>KOREA</b>	<b>134,711</b>	<b>174,446</b>	<b>29.5%</b>	<b>189,993</b>	<b>242,533</b>	<b>27.7%</b>
Seoul	65,846	82,284	25.0%	93,347	114,564	22.7%
Incheon	7,867	10,774	37.0%	11,246	15,142	34.6%
Chungbuk	2,063	2,837	37.5%	2,851	4,064	42.5%
Chungnam	4,442	6,223	40.1%	6,302	8,615	36.7%
Gangwon	1,612	1,882	16.7%	2,117	2,729	28.9%
Jeonbuk	1,725	2,558	48.3%	2,345	3,502	49.3%
Gyeonbuk	4,075	5,614	37.8%	5,763	8,149	41.4%
Gyeonggi	29,539	38,656	30.9%	41,848	54,038	29.1%
Jeonnam	2,727	3,773	38.4%	3,786	5,284	39.6%
Gyeongnam	8,780	12,849	46.3%	11,832	17,122	44.7%
Other	6,035	6,996	15.9%	8,556	9,324	9.0%
<b>TAIWAN</b>	<b>28,624</b>	<b>31,358</b>	<b>9.6%</b>	<b>38,799</b>	<b>42,282</b>	<b>9.0%</b>
Taipei	15,808	16,861	6.7%	21,522	22,951	6.6%
Kaohsiung	2,028	2,049	1.0%	2,789	2,942	5.5%
Taichung	4,483	5,311	18.5%	6,117	7,302	19.4%
Taoyuan, Miaoli, Hsinehu	2,950	4,322	46.5%	3,926	5,372	36.8%
Other	3,355	2,815	-16.1%	4,445	3,715	-16.4%
<b>CHINA</b>	<b>6,581</b>	<b>8,899</b>	<b>35.2%</b>	<b>8,543</b>	<b>11,702</b>	<b>37.0%</b>
Beijing	1,568	2,696	71.9%	1,843	3,346	81.6%
Shanghai	2,016	1,942	-3.7%	2,632	2,865	8.9%
Guangzhou	437	664	51.9%	562	892	58.7%
Other	2,560	3,597	40.5%	3,506	4,599	31.2%
<b>U.S. MAINLAND</b>	<b>29,526</b>	<b>30,721</b>	<b>4.0%</b>	<b>40,758</b>	<b>41,913</b>	<b>2.8%</b>
<b>HAWAII</b>	<b>5,269</b>	<b>7,892</b>	<b>49.8%</b>	<b>7,815</b>	<b>10,514</b>	<b>34.5%</b>
<b>CNMI</b>	<b>8,871</b>	<b>8,879</b>	<b>0.1%</b>	<b>12,823</b>	<b>13,080</b>	<b>2.0%</b>
<b>PALAU</b>	<b>1,774</b>	<b>1,772</b>	<b>-0.1%</b>	<b>2,539</b>	<b>2,451</b>	<b>-3.5%</b>
<b>FSM</b>	<b>5,767</b>	<b>5,418</b>	<b>-6.1%</b>	<b>8,242</b>	<b>7,683</b>	<b>-6.8%</b>
<b>RMI</b>	<b>452</b>	<b>494</b>	<b>9.3%</b>	<b>750</b>	<b>768</b>	<b>2.4%</b>
<b>PHILIPPINES</b>	<b>5,828</b>	<b>6,658</b>	<b>14.2%</b>	<b>9,060</b>	<b>10,246</b>	<b>13.1%</b>
<b>AUSTRALIA</b>	<b>2,095</b>	<b>2,479</b>	<b>18.3%</b>	<b>2,786</b>	<b>3,244</b>	<b>16.4%</b>
<b>CANADA</b>	<b>502</b>	<b>534</b>	<b>6.4%</b>	<b>784</b>	<b>951</b>	<b>21.3%</b>
<b>EUROPE</b>	<b>1,336</b>	<b>1,113</b>	<b>-16.7%</b>	<b>1,837</b>	<b>1,644</b>	<b>-10.5%</b>
<b>HONG KONG</b>	<b>4,962</b>	<b>4,750</b>	<b>-4.3%</b>	<b>7,742</b>	<b>7,451</b>	<b>-3.8%</b>
<b>THAILAND</b>	<b>239</b>	<b>267</b>	<b>11.7%</b>	<b>310</b>	<b>352</b>	<b>13.5%</b>
<b>VIETNAM</b>	<b>56</b>	<b>60</b>	<b>7.1%</b>	<b>72</b>	<b>85</b>	<b>18.1%</b>
<b>RUSSIA</b>	<b>4,193</b>	<b>13,792</b>	<b>228.9%</b>	<b>5,546</b>	<b>17,095</b>	<b>208.2%</b>
<b>OTHER/UNKNOWN</b>	<b>4,270</b>	<b>4,127</b>	<b>-3.3%</b>	<b>5,538</b>	<b>5,795</b>	<b>4.6%</b>

**VISITOR INDUSTRY STATISTICS**

	2013	2014	% from LY	2013	2014	% from LY
<b>JGTA<sup>a</sup> Air Arrivals</b>	<b>456,731</b>	<b>411,230</b>	<b>-10.0%</b>	<b>660,078</b>	<b>599,150</b>	<b>-9.2%</b>
<b>Hotel Occupancy Taxes<sup>c</sup></b>	<b>\$16,710,278.64</b>	<b>\$19,834,084.84</b>	<b>18.7%</b>	<b>\$22,747,686.99</b>	<b>\$26,945,586.62</b>	<b>18.5%</b>
<b>Weighted Hotel Occupancy Rate<sup>d</sup></b>	<b>77%</b>	<b>78%</b>	<b>1 point</b>	<b>79%</b>	<b>75%</b>	<b>-4 points</b>
<b>Weighted Hotel Room Rate<sup>d</sup></b>	<b>\$131</b>	<b>\$145</b>	<b>10.7%</b>	<b>\$129</b>	<b>\$142</b>	<b>10.1%</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