

# November 2017 Arrivals Summary

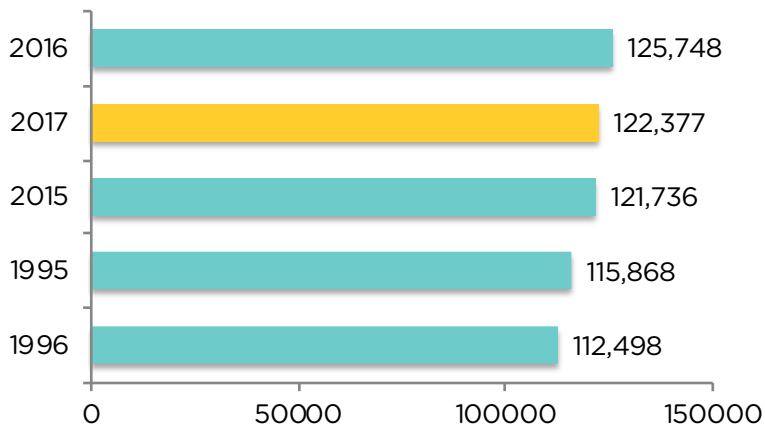
## Monthly Arrivals

NOV Arrivals	122,377	-2.7%	↓
CYTD Arrivals	1,404,474	0.8%	↑
FYTD Arrivals	235,903	-5.0%	↓

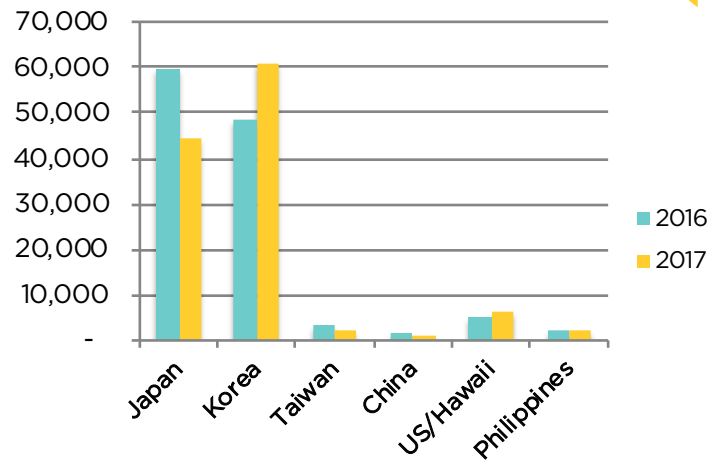
### DID YOU KNOW?

That about **58%** of Korean visitors spend more than **4+** nights on Guam!

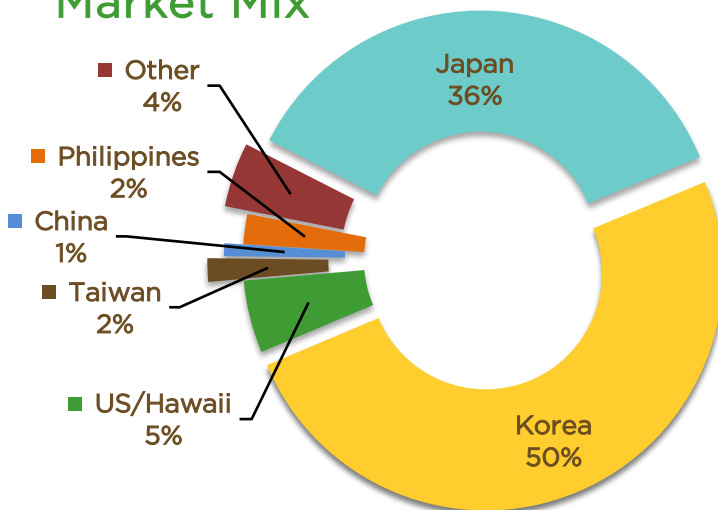
## Top 5 November Arrivals



## Arrivals vs. LY



## Market Mix



## Major Markets

Market	2016	2017	% to LY
Japan	59,918	44,346	-26.0%
Korea	48,690	61,093	25.5%
US/Hawaii	5,428	6,053	11.5%
Taiwan	3,245	1,958	-39.7%
China	1,377	1,057	-23.2%
Philippines	2,497	2,490	-0.3%

Source: Visitor Arrival Statistics are compiled from the Guam Customs and Quarantine – Mandatory Customs Declaration forms



Want to learn more or get more details?  
Please visit us at

[www.guamvisitorsbureau.com](http://www.guamvisitorsbureau.com)

Visitor Arrival Summary  
November 2017



	Nov-16	Nov-17	% from LY
Civilian Air Arrivals <sup>a</sup>	124,442	121,513	-2.4%
Civilian Sea Arrivals <sup>a</sup>	32	86	168.8%
Armed Forces Air Arrivals <sup>a</sup>	1,134	738	-34.9%
Armed Forces Sea Arrivals <sup>a</sup>	140	40	-71.4%
<b>TOTAL VISITOR ARRIVALS</b>	<b>125,748</b>	<b>122,377</b>	<b>-2.7%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Nov-16	Nov-17	% from LY
<b>JAPAN</b>	<b>59,918</b>	<b>44,346</b>	<b>-26.0%</b>
<i>Kanto (Tokyo)</i>	28,869	24,551	-15.0%
<i>Chubu (Nagoya)</i>	6,689	3,975	-40.6%
<i>Kinki (Osaka)</i>	12,910	7,035	-45.5%
<i>Koshinetsu</i>	1,575	986	-37.4%
<i>Hokuriku</i>	773	771	-0.3%
<i>Tohoku</i>	2,522	1,525	-39.5%
<i>Kyushu</i>	2,486	1,816	-27.0%
<i>Chugoku</i>	1,522	2,214	45.5%
<i>Hokkaido</i>	1,368	661	-51.7%
<i>Shikoku</i>	785	439	-44.1%
<i>Okinawa/Miya</i>	241	238	-1.2%
<i>Other</i>	178	135	-24.2%
<b>KOREA</b>	<b>48,690</b>	<b>61,093</b>	<b>25.5%</b>
<i>Seoul</i>	16,505	20,703	25.4%
<i>Incheon</i>	2,918	4,029	38.1%
<i>Chungbuk</i>	822	1,309	59.2%
<i>Chungnam</i>	1,923	2,377	23.6%
<i>Gangwon</i>	705	819	16.2%
<i>Jeonbuk</i>	880	1,025	16.5%
<i>Gyeongbuk</i>	2,424	2,651	9.4%
<i>Gyeonggi</i>	10,131	13,377	32.0%
<i>Jeonnam</i>	1,393	1,521	9.2%
<i>Gyeongnam</i>	9,018	10,578	17.3%
<i>Other</i>	1,971	2,704	37.2%
<b>TAIWAN</b>	<b>3,245</b>	<b>1,958</b>	<b>-39.7%</b>
<i>Taipei</i>	1,869	1,174	-37.2%
<i>Kaohsiung</i>	235	104	-55.7%
<i>Taichung</i>	506	256	-49.4%
<i>Taoyuan, Miaoli, Hsinehu</i>	424	277	-34.7%
<i>Other</i>	211	147	-30.3%
<b>CHINA</b>	<b>1,377</b>	<b>1,057</b>	<b>-23.2%</b>
<i>Beijing</i>	195	131	-32.8%
<i>Shanghai</i>	458	369	-19.4%
<i>Guangzhou</i>	174	44	-74.7%
<i>Other</i>	550	513	-6.7%
<b>U.S. MAINLAND</b>	<b>4,259</b>	<b>5,268</b>	<b>23.7%</b>
<b>HAWAII</b>	<b>1,169</b>	<b>785</b>	<b>-32.8%</b>
<b>CNMI</b>	<b>1,497</b>	<b>1,893</b>	<b>26.5%</b>
<b>PALAU</b>	<b>248</b>	<b>311</b>	<b>25.4%</b>
<b>FSM</b>	<b>785</b>	<b>1,125</b>	<b>43.3%</b>
<b>RMI</b>	<b>120</b>	<b>102</b>	<b>-15.0%</b>
<b>PHILIPPINES</b>	<b>2,497</b>	<b>2,490</b>	<b>-0.3%</b>
<b>AUSTRALIA</b>	<b>121</b>	<b>180</b>	<b>48.8%</b>
<b>CANADA</b>	<b>73</b>	<b>55</b>	<b>-24.7%</b>
<b>EUROPE</b>	<b>180</b>	<b>250</b>	<b>38.9%</b>
<b>HONG KONG</b>	<b>668</b>	<b>696</b>	<b>4.2%</b>
<b>THAILAND</b>	<b>40</b>	<b>28</b>	<b>-30.0%</b>
<b>VIETNAM</b>	<b>10</b>	<b>4</b>	<b>-60.0%</b>
<b>RUSSIA</b>	<b>258</b>	<b>244</b>	<b>-5.4%</b>
<b>OTHER/UNKNOWN</b>	<b>421</b>	<b>366</b>	<b>-13.1%</b>

**VISITOR INDUSTRY STATISTICS**

<b>Hotel Occupancy Taxes<sup>c</sup></b>	<b>\$3,056,660.16</b>	<b>\$2,850,110.02</b>	<b>-6.8%</b>
<b>Weighted Hotel Occupancy Rate<sup>d</sup></b>	<b>86.4%</b>	<b>82.7%</b>	<b>-4.3%</b>
<b>Weighted Hotel Room Rate<sup>d</sup></b>	<b>\$182.43</b>	<b>\$185.95</b>	<b>1.9%</b>

Guam Visitors Bureau  
November 2017 Visitor Arrival Summary  
Calendar Year-to-Date 2016/17 • Fiscal Year-to-Date 2018



	CYTD 2016 (Jan - Nov '16)	CYTD 2017 (Jan - Nov '17)	% from LY	FYTD 2017 (Oct - Nov '16)	FYTD 2018 (Oct - Nov '17)	% from LY
Air Arrivals <sup>a</sup>	1,376,058	1,383,360	0.5%	248,038	227,799	-8.2%
Sea Arrivals <sup>a</sup>	16,826	21,114	25.5%	244	8,104	3221.3%
<b>TOTAL VISITOR ARRIVALS</b>	<b>1,392,884</b>	<b>1,404,474</b>	<b>0.8%</b>	<b>248,282</b>	<b>235,903</b>	<b>-5.0%</b>

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2016 (Jan - Nov '16)	CYTD 2017 (Jan - Nov '17)	% from LY	FYTD 2017 (Oct - Nov '16)	FYTD 2018 (Oct - Nov '17)	% from LY
<b>JAPAN</b>	<b>679,645</b>	<b>571,591</b>	<b>-15.9%</b>	<b>115,554</b>	<b>78,835</b>	<b>-31.8%</b>
Kanto (Tokyo)	342,070	301,515	-11.9%	57,125	43,491	-23.9%
Chubu (Nagoya)	83,493	72,448	-13.2%	12,850	8,125	-36.8%
Kinki (Osaka)	137,849	99,112	-28.1%	23,513	12,595	-46.4%
Koshinetsu	14,210	12,084	-15.0%	3,045	1,743	-42.8%
Hokuriku	9,016	8,007	-11.2%	1,442	1,121	-22.3%
Tohoku	22,030	18,106	-17.8%	4,483	2,749	-38.7%
Kyushu	26,292	22,463	-14.6%	4,921	3,006	-38.9%
Chugoku	16,537	14,153	-14.4%	3,139	2,901	-7.6%
Hokkaido	12,448	11,872	-4.6%	2,435	1,474	-39.5%
Shikoku	8,765	6,179	-29.5%	1,540	731	-52.5%
Okinawa/Miya	4,447	3,750	-15.7%	695	611	-12.1%
Other	2,488	1,902	-23.6%	366	288	-21.3%
<b>KOREA</b>	<b>489,764</b>	<b>614,817</b>	<b>25.5%</b>	<b>96,809</b>	<b>117,385</b>	<b>21.3%</b>
Seoul	183,207	216,812	18.3%	32,967	40,650	23.3%
Incheon	29,230	36,026	23.3%	5,972	7,792	30.5%
Chungbuk	8,487	11,120	31.0%	1,707	2,319	35.9%
Chungnam	18,933	22,985	21.4%	3,890	4,516	16.1%
Gangwon	5,746	7,692	33.9%	1,324	1,465	10.6%
Jeonbuk	7,278	10,316	41.7%	1,629	1,936	18.8%
Gyeongbuk	21,345	27,596	29.3%	4,743	4,704	-0.8%
Gyeonggi	104,239	128,665	23.4%	20,529	25,793	25.6%
Jeonnam	12,810	16,911	32.0%	2,649	3,114	17.6%
Gyeongnam	76,300	107,548	41.0%	17,290	19,885	15.0%
Other	22,189	29,146	31.4%	4,109	5,211	26.8%
<b>TAIWAN</b>	<b>39,252</b>	<b>30,406</b>	<b>-22.5%</b>	<b>6,744</b>	<b>3,859</b>	<b>-42.8%</b>
Taipei	21,074	16,940	-19.6%	3,702	2,220	-40.0%
Kaohsiung	2,849	2,087	-26.7%	623	245	-60.7%
Taichung	7,422	5,438	-26.7%	1,021	615	-39.8%
Taoyuan, Miaoli, Hsinehu	5,202	3,742	-28.1%	924	501	-45.8%
Other	2,705	2,199	-18.7%	474	278	-41.4%
<b>CHINA</b>	<b>25,358</b>	<b>20,304</b>	<b>-19.9%</b>	<b>3,732</b>	<b>2,452</b>	<b>-34.3%</b>
Beijing	4,553	3,415	-25.0%	613	382	-37.7%
Shanghai	8,044	6,615	-17.8%	1,114	856	-23.2%
Guangzhou	2,265	1,879	-17.0%	447	213	-52.3%
Other	10,496	8,395	-20.0%	1,558	1,001	-35.8%
<b>U.S. MAINLAND</b>	<b>57,594</b>	<b>56,419</b>	<b>-2.0%</b>	<b>8,834</b>	<b>9,428</b>	<b>6.7%</b>
<b>HAWAII</b>	<b>13,556</b>	<b>13,337</b>	<b>-1.6%</b>	<b>2,516</b>	<b>1,943</b>	<b>-22.8%</b>
<b>CNMI</b>	<b>15,942</b>	<b>17,514</b>	<b>9.9%</b>	<b>2,625</b>	<b>3,284</b>	<b>25.1%</b>
<b>PALAU</b>	<b>4,389</b>	<b>3,657</b>	<b>-16.7%</b>	<b>735</b>	<b>790</b>	<b>7.5%</b>
<b>FSM</b>	<b>10,083</b>	<b>10,212</b>	<b>1.3%</b>	<b>1,790</b>	<b>2,081</b>	<b>16.3%</b>
<b>RMI</b>	<b>1,127</b>	<b>1,130</b>	<b>0.3%</b>	<b>213</b>	<b>161</b>	<b>-24.4%</b>
<b>PHILIPPINES</b>	<b>19,533</b>	<b>17,017</b>	<b>-12.9%</b>	<b>4,903</b>	<b>4,222</b>	<b>-13.9%</b>
<b>AUSTRALIA</b>	<b>2,050</b>	<b>2,096</b>	<b>2.2%</b>	<b>279</b>	<b>295</b>	<b>5.7%</b>
<b>CANADA</b>	<b>880</b>	<b>859</b>	<b>-2.4%</b>	<b>154</b>	<b>124</b>	<b>-19.5%</b>
<b>EUROPE</b>	<b>1,747</b>	<b>1,841</b>	<b>5.4%</b>	<b>311</b>	<b>385</b>	<b>23.8%</b>
<b>HONG KONG</b>	<b>7,197</b>	<b>13,948</b>	<b>93.8%</b>	<b>1,319</b>	<b>1,307</b>	<b>-0.9%</b>
<b>THAILAND</b>	<b>423</b>	<b>411</b>	<b>-2.8%</b>	<b>75</b>	<b>69</b>	<b>-8.0%</b>
<b>VIETNAM</b>	<b>157</b>	<b>107</b>	<b>-31.8%</b>	<b>17</b>	<b>9</b>	<b>-47.1%</b>
<b>RUSSIA</b>	<b>2,156</b>	<b>2,693</b>	<b>24.9%</b>	<b>515</b>	<b>489</b>	<b>-5.0%</b>
<b>OTHER/UNKNOWN</b>	<b>5,205</b>	<b>5,001</b>	<b>-3.9%</b>	<b>913</b>	<b>681</b>	<b>-25.4%</b>

**VISITOR INDUSTRY STATISTICS**

<b>Hotel Occupancy Taxes<sup>c</sup></b>	<b>\$37,858,040.48</b>	<b>\$39,878,148.82</b>	<b>5.3%</b>	<b>\$6,701,189.61</b>	<b>\$5,966,798.27</b>	<b>-11.0%</b>
<b>Weighted Hotel Occupancy Rate<sup>d</sup></b>	<b>82.8%</b>	<b>83.9%</b>	<b>1.3%</b>	<b>83.6%</b>	<b>77.2%</b>	<b>-7.7%</b>
<b>Weighted Hotel Room Rate<sup>d</sup></b>	<b>\$195.92</b>	<b>\$203.29</b>	<b>3.8%</b>	<b>\$182.44</b>	<b>\$191.61</b>	<b>5.0%</b>

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2016/17 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)



