

# November 2016

## Preliminary Arrival Summary

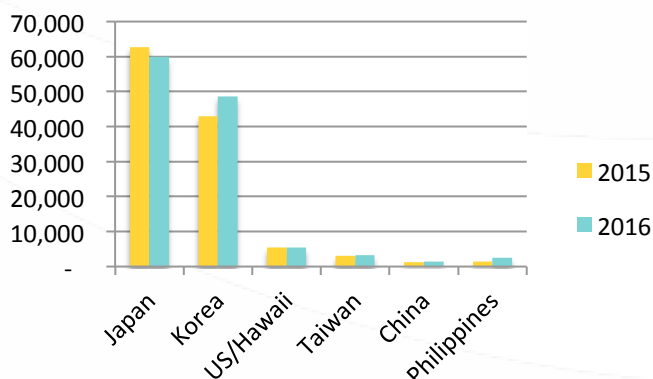
### Top 5 Primary Reasons For Trip

- Holiday
- Wedding and/or Honeymoon
- Company Sponsored Travel
- Business Travel
- Visit Friends/Relatives

### Best November Ever!

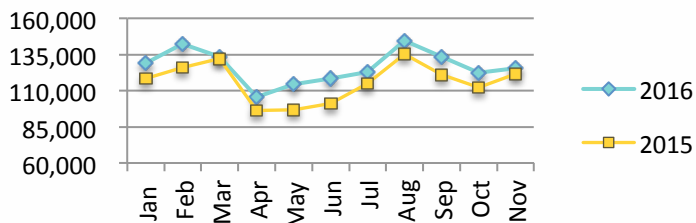
November Arrivals	125,748	3.3%	▲
CYTD Arrivals	1,392,763	9.1%	▲
FYTD Arrivals	248,242	6.1%	▲

### Major Market Arrivals

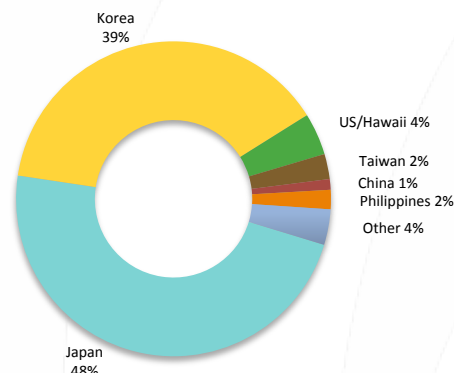


	2015	2016	% to LY
Japan	62,760	59,918	-4.5%
Korea	43,030	48,690	13.2%
US/Hawaii	5,423	5,428	0.1%
Taiwan	3,144	3,245	3.2%
China	1,245	1,377	10.6%
Philippines	1,340	2,497	86.3%

### Monthly Arrivals



### Major Market Mix



Source: Guam Customs Declaration Forms, Guam Customs & Quarantine Agency



	Nov-15	Nov-16	% from LY
Civilian Air Arrivals <sup>a</sup>	120,160	124,442	<b>3.6%</b>
Civilian Sea Arrivals <sup>a</sup>	77	32	-58.4%
Armed Forces Air Arrivals <sup>a</sup>	1,314	1,134	-13.7%
Armed Forces Sea Arrivals <sup>a</sup>	201	140	-30.3%
<b>TOTAL VISITOR ARRIVALS</b>	<b>121,752</b>	<b>125,748</b>	<b>3.3%</b>

<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	Nov-15	Nov-16	% from LY
<b>JAPAN</b>	<b>62,760</b>	<b>59,918</b>	<b>-4.5%</b>
Kanto (Tokyo)	30,641	28,869	-5.8%
Chubu (Nagoya)	7,799	6,689	-14.2%
Kinki (Osaka)	13,238	12,910	-2.5%
Koshinetsu	1,423	1,575	10.7%
Hokuriko	762	773	1.4%
Tohoku	2,461	2,522	2.5%
Kyushu	2,343	2,486	6.1%
Chugoku	1,722	1,522	-11.6%
Hokkaido	1,075	1,368	27.3%
Shikoku	794	785	-1.1%
Okinawa/Miya	276	241	-12.7%
Other	226	178	-21.2%
<b>KOREA</b>	<b>43,030</b>	<b>48,690</b>	<b>13.2%</b>
Seoul	17,181	16,505	-3.9%
Incheon	2,812	2,918	3.8%
Chungbuk	871	822	-5.6%
Chungnam	1,479	1,923	30.0%
Gangwon	554	705	27.3%
Jeonbuk	606	880	45.2%
Gyeonbuk	1,751	2,424	38.4%
Gyeonggi	9,509	10,131	6.5%
Jeonnam	1,019	1,393	36.7%
Gyeongnam	5,631	9,018	60.1%
Other	1,617	1,971	21.9%
<b>TAIWAN</b>	<b>3,144</b>	<b>3,245</b>	<b>3.2%</b>
Taipei	1,793	1,869	4.2%
Kaohsiung	205	235	14.6%
Taichung	589	506	-14.1%
Taoyuan, Miaoli, Hsinehu	385	424	10.1%
Other	172	211	22.7%
<b>CHINA</b>	<b>1,245</b>	<b>1,377</b>	<b>10.6%</b>
Beijing	208	195	-6.3%
Shanghai	310	458	47.7%
Guangzhou	113	174	54.0%
Other	614	550	-10.4%
<b>U.S. MAINLAND</b>	<b>4,285</b>	<b>4,259</b>	<b>-0.6%</b>
<b>HAWAII</b>	<b>1,138</b>	<b>1,169</b>	<b>2.7%</b>
<b>CNMI</b>	<b>1,341</b>	<b>1,497</b>	<b>11.6%</b>
<b>PALAU</b>	<b>302</b>	<b>248</b>	<b>-81.5%</b>
<b>FSM</b>	<b>892</b>	<b>785</b>	<b>-12.0%</b>
<b>RMI</b>	<b>74</b>	<b>120</b>	<b>62.2%</b>
<b>PHILIPPINES</b>	<b>1,340</b>	<b>2,497</b>	<b>86.3%</b>
<b>AUSTRALIA</b>	<b>128</b>	<b>121</b>	<b>-5.5%</b>
<b>CANADA</b>	<b>64</b>	<b>73</b>	<b>14.1%</b>
<b>EUROPE</b>	<b>188</b>	<b>180</b>	<b>-4.3%</b>
<b>HONG KONG</b>	<b>815</b>	<b>668</b>	<b>-18.0%</b>
<b>THAILAND</b>	<b>40</b>	<b>40</b>	<b>0.0%</b>
<b>VIETNAM</b>	<b>6</b>	<b>10</b>	<b>66.7%</b>
<b>RUSSIA</b>	<b>256</b>	<b>258</b>	<b>0.8%</b>
<b>OTHER/UNKNOWN</b>	<b>426</b>	<b>421</b>	<b>-1.2%</b>

**VISITOR INDUSTRY STATISTICS**

JGTA <sup>b</sup> Air Arrivals	57,012	n.a.	n.a.
Hotel Occupancy Taxes <sup>c</sup>	\$3,208,759.71	n.a.	n.a.
Weighted Hotel Occupancy Rate <sup>d</sup>	76%	n.a.	n.a.
Weighted Hotel Room Rate <sup>d</sup>	\$145	n.a.	n.a.

**Guam Visitors Bureau**  
**November 2016 Preliminary Visitor Arrival Summary**  
**Calendar Year-to-Date 2015/16 • Fiscal Year-to-Date 2016/17**

	CYTD 2015 (Jan - Nov '15)	CYTD 2016 (Jan - Nov '16)	% from LY	FYTD 2016 (Oct - Nov '15)	FYTD 2017 (Oct - Nov '16)	% from LY
Air Arrivals <sup>a</sup>	1,268,610	1,376,058	<b>8.5%</b>	232,442	248,038	6.7%
Sea Arrivals <sup>a</sup>	8,021	16,705	108.3%	1,602	244	-84.8%
<b>TOTAL VISITOR ARRIVALS</b>	<b>1,276,631</b>	<b>1,392,763</b>	<b>9.1%</b>	<b>234,044</b>	<b>248,282</b>	<b>6.1%</b>
<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	CYTD 2015 (Jan - Nov '15)	CYTD 2016 (Jan - Nov '16)	% from LY	FYTD 2016 (Oct - Nov '15)	FYTD 2017 (Oct - Nov '16)	% from LY
<b>JAPAN</b>	<b>705,143</b>	<b>679,645</b>	<b>-3.6%</b>	<b>120,790</b>	<b>115,554</b>	<b>-4.3%</b>
Kanto (Tokyo)	349,950	342,070	-2.3%	60,555	57,125	-5.7%
Chubu (Nagoya)	94,886	83,493	-12.0%	15,175	12,850	-15.3%
Kinki (Osaka)	135,858	137,849	1.5%	23,865	23,513	-1.5%
Koshinetsu	15,332	14,210	-7.3%	2,850	3,045	6.8%
Hokuriko	9,117	9,016	-1.1%	1,586	1,442	-9.1%
Tohoku	22,185	22,030	-0.7%	4,294	4,483	4.4%
Kyushu	31,384	26,292	-16.2%	4,762	4,921	3.3%
Chugoku	19,083	16,537	-13.3%	3,261	3,139	-3.7%
Hokkaido	12,250	12,448	1.6%	1,940	2,435	25.5%
Shikoku	9,082	8,765	-3.5%	1,535	1,540	0.3%
Okinawa/Miya	3,841	4,447	15.8%	561	695	23.9%
Other	2,175	2,488	14.4%	406	366	-9.9%
<b>KOREA</b>	<b>381,761</b>	<b>489,764</b>	<b>28.3%</b>	<b>80,336</b>	<b>96,809</b>	<b>20.5%</b>
Seoul	163,585	183,207	12.0%	32,132	32,967	2.6%
Incheon	23,418	29,230	24.8%	4,913	5,972	21.6%
Chungbuk	6,335	8,487	34.0%	1,528	1,707	11.7%
Chungnam	13,378	18,933	41.5%	2,992	3,890	30.0%
Gangwon	4,446	5,746	29.2%	1,014	1,324	30.6%
Jeonbuk	5,565	7,278	30.8%	1,127	1,629	44.5%
Gyeonbuk	14,162	21,345	50.7%	3,304	4,743	43.6%
Gyeonggi	82,246	104,239	26.7%	17,504	20,529	17.3%
Jeonnam	8,602	12,810	48.9%	1,896	2,649	39.7%
Gyeongnam	46,489	76,300	64.1%	10,978	17,290	57.5%
Other	13,535	22,189	63.9%	2,948	4,109	39.4%
<b>TAIWAN</b>	<b>39,071</b>	<b>39,252</b>	<b>0.5%</b>	<b>5,892</b>	<b>6,744</b>	<b>14.5%</b>
Taipei	21,041	21,074	0.2%	3,244	3,702	14.1%
Kaohsiung	2,701	2,849	5.5%	382	623	63.1%
Taichung	7,294	7,422	1.8%	1,059	1,021	-3.6%
Taoyuan, Miaoli, Hsinehu	5,251	5,202	-0.9%	846	924	9.2%
Other	2,784	2,705	-2.8%	361	474	31.3%
<b>CHINA</b>	<b>22,604</b>	<b>25,358</b>	<b>12.2%</b>	<b>3,551</b>	<b>3,732</b>	<b>5.1%</b>
Beijing	5,374	4,553	-15.3%	725	613	-15.4%
Shanghai	5,866	8,044	37.1%	920	1,114	21.1%
Guangzhou	1,364	2,265	66.1%	255	447	75.3%
Other	10,000	10,496	5.0%	1,651	1,558	-5.6%
<b>U.S. MAINLAND</b>	<b>51,327</b>	<b>57,594</b>	<b>12.2%</b>	<b>8,302</b>	<b>8,834</b>	<b>6.4%</b>
<b>HAWAII</b>	<b>12,359</b>	<b>13,556</b>	<b>9.7%</b>	<b>2,065</b>	<b>2,516</b>	<b>21.8%</b>
<b>CNMI</b>	<b>12,787</b>	<b>15,942</b>	<b>24.7%</b>	<b>2,526</b>	<b>2,625</b>	<b>3.9%</b>
<b>PALAU</b>	<b>3,499</b>	<b>4,389</b>	<b>25.4%</b>	<b>956</b>	<b>735</b>	<b>-23.1%</b>
<b>FSM</b>	<b>8,859</b>	<b>10,083</b>	<b>13.8%</b>	<b>1,700</b>	<b>1,790</b>	<b>5.3%</b>
<b>RMI</b>	<b>803</b>	<b>1,127</b>	<b>40.3%</b>	<b>133</b>	<b>213</b>	<b>60.2%</b>
<b>PHILIPPINES</b>	<b>11,013</b>	<b>19,533</b>	<b>77.4%</b>	<b>2,660</b>	<b>4,903</b>	<b>84.3%</b>
<b>AUSTRALIA</b>	<b>2,520</b>	<b>2,050</b>	<b>-18.7%</b>	<b>332</b>	<b>279</b>	<b>-16.0%</b>
<b>CANADA</b>	<b>831</b>	<b>880</b>	<b>5.9%</b>	<b>129</b>	<b>154</b>	<b>19.4%</b>
<b>EUROPE</b>	<b>1,508</b>	<b>1,747</b>	<b>15.8%</b>	<b>339</b>	<b>311</b>	<b>-8.3%</b>
<b>HONG KONG</b>	<b>7,288</b>	<b>7,197</b>	<b>-1.2%</b>	<b>1,401</b>	<b>1,319</b>	<b>-5.9%</b>
<b>THAILAND</b>	<b>463</b>	<b>423</b>	<b>-8.6%</b>	<b>73</b>	<b>75</b>	<b>2.7%</b>
<b>VIETNAM</b>	<b>163</b>	<b>157</b>	<b>-3.7%</b>	<b>28</b>	<b>17</b>	<b>-39.3%</b>
<b>RUSSIA</b>	<b>2,677</b>	<b>2,156</b>	<b>-19.5%</b>	<b>443</b>	<b>515</b>	<b>16.3%</b>
<b>OTHER/UNKNOWN</b>	<b>3,934</b>	<b>5,205</b>	<b>32.3%</b>	<b>786</b>	<b>913</b>	<b>16.2%</b>

**VISITOR INDUSTRY STATISTICS**

<b>JGTA<sup>b</sup> Air Arrivals</b>	<b>619,070</b>	<b>n.a.</b>	<b>n.a.</b>	<b>109,898</b>	<b>n.a.</b>	<b>n.a.</b>
<b>Hotel Occupancy Taxes<sup>c</sup></b>	<b>\$34,844,141.41</b>	<b>n.a.</b>	<b>n.a.</b>	<b>\$6,268,882.98</b>	<b>n.a.</b>	<b>n.a.</b>
<b>Weighted Hotel Occupancy Rate<sup>d</sup></b>	<b>76%</b>	<b>n.a.</b>	<b>n.a.</b>	<b>74%</b>	<b>n.a.</b>	<b>n.a.</b>
<b>Weighted Hotel Room Rate<sup>d</sup></b>	<b>\$158</b>	<b>n.a.</b>	<b>n.a.</b>	<b>\$147</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



**DAILY ARRIVAL SUMMARY  
NOVEMBER 2016**

NOVEMBER	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total (Nov 1-16)
	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	
<b>TOTAL CIV' AIR</b>	<b>3,684</b>	<b>3,723</b>	<b>4,508</b>	<b>3,824</b>	<b>3,929</b>	<b>4,315</b>	<b>4,186</b>	<b>3,908</b>	<b>3,771</b>	<b>4,086</b>	<b>4,501</b>	<b>4,193</b>	<b>4,444</b>	<b>4,169</b>	<b>3,786</b>	<b>4,150</b>	<b>65,177</b>
Japan	1,925	1,741	2,328	1,491	1,967	1,779	2,066	2,117	1,796	1,918	2,073	2,212	2,031	2,173	2,113	1,929	<b>31,659</b>
Korea	1,152	1,369	1,691	1,843	1,400	1,767	1,787	1,218	1,519	1,729	1,898	1,464	1,814	1,705	1,201	1,595	<b>25,152</b>
Taiwan	77	339	1	147	79	278	2	57	184	3	73	96	170	-	64	263	<b>1,833</b>
China, P.R.C.	69	21	49	109	43	39	41	39	5	34	59	35	51	64	39	12	<b>709</b>
U.S. Mainland	150	117	124	88	152	142	120	140	107	133	131	139	136	99	103	105	<b>1,986</b>
Hawaii	40	16	56	10	43	68	34	65	36	28	32	25	54	39	35	31	<b>612</b>
CNMI	32	50	60	55	34	41	31	33	34	71	67	38	20	30	27	62	<b>685</b>
Palau	5	13	8	3	14	1	4	6	2	1	14	13	6	4	15	8	<b>117</b>
FSM	39	12	40	1	18	28	34	33	12	3	28	47	19	22	41	26	<b>403</b>
RMI	11	-	1	3	3	-	2	13	1	4	-	3	14	-	1	-	<b>56</b>
Philippines	119	19	102	30	62	66	32	61	43	84	88	47	61	12	62	70	<b>958</b>
Australia	3	-	5	2	7	9	3	2	-	-	-	1	16	-	11	4	<b>63</b>
Canada	4	-	4	2	3	5	9	2	2	-	4	-	-	-	1	1	<b>37</b>
Europe	6	2	3	7	13	10	3	8	6	3	5	1	2	4	3	9	<b>85</b>
Hong Kong	24	12	19	-	21	44	1	74	7	59	-	39	27	2	31	12	<b>372</b>
Thailand	1	-	2	-	2	4	-	4	-	-	-	-	-	2	9	-	<b>24</b>
Vietnam	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	<b>2</b>
Russia	-	5	5	23	24	14	6	7	2	4	13	18	9	2	18	4	<b>154</b>
Other	27	7	10	10	44	20	11	29	15	12	16	15	12	11	12	19	<b>270</b>

Note: November 2016 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau.



**DAILY ARRIVAL SUMMARY  
NOVEMBER 2016**

NOVEMBER	17 Thu	18 Fri	19 Sat	20 Sun	21 Mon	22 Tue	23 Wed	24 Thu	25 Fri	26 Sat	27 Sun	28 Mon	29 Tue	30 <sup>r</sup> Wed	Total
<b>TOTAL CIV<sup>l</sup> AIR</b>	<b>4,274</b>	<b>4,631</b>	<b>4,296</b>	<b>4,755</b>	<b>4,443</b>	<b>4,265</b>	<b>4,484</b>	<b>4,282</b>	<b>4,372</b>	<b>3,981</b>	<b>4,188</b>	<b>4,068</b>	<b>3,617</b>	<b>3,609</b>	<b>124,442</b>
Japan	1,972	2,232	2,282	2,195	2,091	2,418	2,198	1,851	1,839	1,928	1,750	1,848	1,795	1,566	59,624
Korea	1,744	1,864	1,495	1,894	1,901	1,314	1,563	1,731	1,934	1,516	1,791	1,864	1,364	1,546	48,673
Taiwan	2	146	86	232	1	63	194	-	120	104	227	-	61	176	3,245
China, P.R.C.	32	44	42	39	122	43	9	56	57	52	47	73	27	14	1,366
U.S. Mainland	120	121	135	120	115	110	96	101	93	104	138	110	140	95	3,584
Hawaii	33	45	12	28	23	30	39	23	20	13	40	47	50	39	1,054
CNMI	78	46	42	42	57	47	106	124	105	28	27	47	31	32	1,497
Palau	13	8	10	5	10	8	4	16	21	7	2	11	9	7	248
FSM	43	8	34	27	34	34	8	45	3	31	34	24	31	26	785
RMI	7	2	10	2	-	11	6	10	-	-	12	1	3	-	120
Philippines	94	72	84	108	58	122	230	245	159	145	61	21	59	78	2,494
Australia	3	2	2	2	4	4	10	3	4	2	4	3	1	4	111
Canada	6	-	4	2	-	3	-	3	4	5	4	-	5	-	73
Europe	4	21	5	14	2	3	9	11	-	7	8	2	5	4	180
Hong Kong	97	-	44	23	1	24	2	31	-	21	20	-	18	15	668
Thailand	4	3	1	-	-	1	-	1	-	1	5	-	-	-	40
Vietnam	5	-	-	-	-	-	-	1	-	-	2	-	-	-	10
Russia	3	6	2	12	16	22	5	9	5	9	3	2	7	3	258
Other	14	11	6	10	8	8	5	21	8	8	13	15	11	4	412

Note: November 2016 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau.



## DAILY ARRIVAL COMPARISON NOVEMBER 2016

NOVEMBER	2015			2016			% chg from LY		
	Japan	Other	Total	Japan	Other	Total	Japan	Other	Total
1	2,310	1,895	4,205	1,925	1,759	3,684	-16.67%	-7.18%	-12.39%
2 <sup>r</sup>	1,733	1,712	3,445	1,741	1,982	3,723	0.46%	15.77%	8.07%
3	2,142	1,364	3,506	2,328	2,180	4,508	8.68%	59.82%	28.58%
4	1,565	1,782	3,347	1,491	2,333	3,824	-4.73%	30.92%	14.25%
5	1,715	1,943	3,658	1,967	1,962	3,929	14.69%	0.98%	7.41%
6	1,886	1,771	3,657	1,779	2,536	4,315	-5.67%	43.20%	17.99%
7	2,108	1,680	3,788	2,066	2,120	4,186	-1.99%	26.19%	10.51%
8	2,515	1,990	4,505	2,117	1,791	3,908	-15.83%	-10.00%	-13.25%
9	2,085	1,757	3,842	1,796	1,975	3,771	-13.86%	12.41%	-1.85%
10	1,973	1,446	3,419	1,918	2,168	4,086	-2.79%	49.93%	19.51%
11	2,041	1,963	4,004	2,073	2,428	4,501	1.57%	23.69%	12.41%
12	2,337	1,986	4,323	2,212	1,981	4,193	-5.35%	-0.25%	-3.01%
13	2,396	1,959	4,355	2,031	2,413	4,444	-15.23%	23.18%	2.04%
14	2,283	1,769	4,052	2,173	1,996	4,169	-4.82%	12.83%	2.89%
15	2,230	2,282	4,512	2,113	1,673	3,786	-5.25%	-26.69%	-16.09%
16	2,363	2,054	4,417	1,929	2,221	4,150	-18.37%	8.13%	-6.04%
17	2,272	1,513	3,785	1,972	2,302	4,274	-13.20%	52.15%	12.92%
18	1,981	1,907	3,888	2,232	2,399	4,631	12.67%	25.80%	19.11%
19	2,308	2,020	4,328	2,282	2,014	4,296	-1.13%	-0.30%	-0.74%
20	2,097	2,257	4,354	2,195	2,560	4,755	4.67%	13.42%	9.21%
21	2,287	1,787	4,074	2,091	2,352	4,443	-8.57%	31.62%	9.06%
22	2,272	2,176	4,448	2,418	1,847	4,265	6.43%	-15.12%	-4.11%
23	2,082	2,066	4,148	2,198	2,286	4,484	5.57%	10.65%	8.10%
24	2,079	1,787	3,866	1,851	2,431	4,282	-10.97%	36.04%	10.76%
25	1,977	2,215	4,192	1,839	2,533	4,372	-6.98%	14.36%	4.29%
26	1,834	2,314	4,148	1,928	2,053	3,981	5.13%	-11.28%	-4.03%
27	2,058	2,184	4,242	1,750	2,438	4,188	-14.97%	11.63%	-1.27%
28	1,999	2,031	4,030	1,848	2,220	4,068	-7.55%	9.31%	0.94%
29	1,829	2,291	4,120	1,795	1,822	3,617	-1.86%	-20.47%	-12.21%
30 <sup>r</sup>	1,626	1,876	3,502	1,566	2,043	3,609	-3.69%	8.90%	3.06%
<b>Nov 1 - 30 MTD<sup>2</sup> Arrivals</b>	<b>62,383</b>	<b>57,777</b>	<b>120,160</b>	<b>59,624</b>	<b>64,818</b>	<b>124,442</b>	<b>-4.4%</b>	<b>12.2%</b>	<b>3.6%</b>
<b>Total</b>	<b>62,383</b>	<b>57,777</b>	<b>120,160</b>	<b>n.a.</b>	<b>n.a.</b>	<b>n.a.</b>	<b>n.a.</b>	<b>n.a.</b>	<b>n.a.</b>

Note: November daily arrivals reflect "Civilian Air" arrivals only.

