

Weighted Hotel Room Rated

SETBISION BISITAN GUAHAN			
-	Jan-14	Jan-15	% from LY
Civilian Air Arrivals ^a	115,653	117,179	1.3%
Civilian Sea Arrivals ^a	26	112	330.8%
Armed Forces Air Arrivals ^a	1,256	1,093	-13.0%
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Armed Forces Sea Arrivals ^a	141	117	n.a.
TOTAL VISITOR ARRIVALS	117,076	118,501	1.2%
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ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces) JAPAN	Jan-14	Jan-15	% from LY -6.0%
	69,141	65,011	
Kanto (Tokyo)	30,496	30,090	-1.3%
Chubu (Nagoya)	8,524	8,008	-6.1%
Kinki (Osaka)	14,887	14,093	-5.3%
Koshinetsu	2,179	1,960	-10.1%
Hokuriko	910	<i>7</i> 89	-13.3%
Tohoku	2,961	2,404	-18.8%
Kyushu	2,262	2,477	9.5%
Chugoku	1,950	1,573	-19.3%
Hokkaido	2,569	2,153	-16.2%
Shikoku	1,023	951	-7.0%
Okinawa/Miya	355	317	-10.7%
Other	1,025	196	-80.9%
KOREA	28,590	38,845	35.9%
Seoul Incheon	13,362	15,719	17.6%
	1,720	2,601	51.2%
Chunghuk	483	760	57.3%
Chungnam	931	1,652	77.4%
Gangwon Jeonbuk	446	802	79.8% 55.2%
Gyeonbuk	<i>545</i> 859	846 1,580	83.9%
			37.0%
Gyeonggi Jeonnam	6,403 750	8,772 1,028	37.1%
Gyeongnam	1,720	7,028 3,415	98.5%
Other	1,371	1,670	21.8%
TAIWAN	4,912	2,602	-47.0%
Taipei	2,698	1,394	-48.3%
Kaohsiung	351	213	-39.3%
Taichung	791	494	-37.5%
Taoyuan, Miaoli, Hsinehu	615	295	-52.0%
Other	457	206	-54.9%
CHINA	2,114	996	-52.9%
Beijing	552	144	-73.9%
Shanghai	639	441	-31.0%
Guangzhou	97	59	-39.2%
Other	826	352	-57.4%
U.S. MAINLAND	4,375	4,798	9.7%
HAWAII	839	1,070	27.5%
CNMI	1,342	942	-29.8%
PALAU	166	200	-85.1%
FSM	553	729	31.8%
RMI	50	59	18.0%
PHILIPPINES	729	727	-0.3%
AUSTRALIA	333	322	-3.3%
CANADA	85	107	25.9%
EUROPE	221	152	-31.2%
HONG KONG	576	632	9.7%
THAILAND	30	23	-23.3%
VIETNAM	17	5	-70.6%
RUSSIA	2,249	698	-69.0%
OTHER/UNKNOWN	587	354	-39.7%
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VISITOR INDUSTRY STATISTICS	00.000	=0.000	
JGTA ^b Air Arrivals	62,206	59,666	-4.1%
Hotel Occupancy Taxes ^c	\$3,694,801.35	\$3,553,040.86	-3.8%
Weighted Hotel Occupancy Rated	84%	n.a.	n.a.

\$167

n.a.

n.a.

Guam Visitors Bureau

January 2015 Visitor Arrival Summary REVISED 2/17/15 Calendar Year-to-Date 2014/15 • Fiscal Year-to-Date 2014/15

	CYTD 2014	CYTD 2015		FYTD 2014	FYTD 2015	
	(Jan '14)	(Jan '15)	% from LY	(Oct '13 - Jan '14)	(Oct '14 - Jan '15)	% from LY
Air Arrivals ^a	116,909	118,272	1.2%	443,065	443,192	0.0%
Sea Arrivals ^a	167	229	37.1%	2,034	5,253	158.3%
TOTAL VISITOR ARRIVALS	117,076	118,501	1.2%	445,099	448,445	0.8%
	CYTD 2014	CYTD 2015		FYTD 2014	FYTD 2015	
ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	(Jan '14)	(Jan '15)	% from LY	(Oct '13 - Jan '14)	(Oct '14 - Jan '15)	% from LY
JAPAN	69,141	65,011	-6.0%	279,167	260,063	-6.8%
Kanto (Tokyo)	30,496	30,090	-1.3%	123,731	118,862	-3.9%
Chubu (Nagoya)	8,524	8,008	-6.1%	36,933	34,792	-5.8%
Kinki (Osaka)	14,887	14,093	-5.3%	59,501	54,429	-8.5%
Koshinetsu	2,179	1,960	-10.1%	9,851	7,856	-20.3%
Hokuriko	910	789	-13.3%	3,945	3,136	-20.5%
Tohoku	2,961	2,404	-18.8%	11,033	9,841	-10.8%
Kyushu Chugoku	2,262 1,950	2,477 1,573	9.5%	10,151 9,368	9,992 8,325	-1.6% -11.1%
Hokkaido	2,569	2,153	-16.2%	6,490	6,124	-5.6%
Shikoku	1,023	951	-7.0%	4,074	4,112	0.9%
Okinawa/Miya	355	317	-10.7%	1,584	1,487	-6.1%
Other	1,025	196	-80.9%	2,506	1,107	-55.8%
KOREA	28,590	38,845	35.9%	96,677	121,532	25.7%
Seoul	13,362	15,719	17.6%	45,642	52,655	15.4%
Incheon	1,720	2,601	51.2%	6,088	7,972	30.9%
Chungbuk	483	760	57.3%	1,710	2,265	32.5%
Chungnam	931	1,652	77.4%	3,323	4,975	49.7%
Gangwon	446	802	79.8%	1,293	1,772	37.0%
Jeonbuk	545	846	55.2%	1,489	2,029	36.3%
Gyeonbuk	859	1,580	83.9%	3,394	4,341	27.9%
Gyeonggi Jeonnam	6,403 750	8,772 1,028	37.0% 37.1%	21,785 2,261	28,544 2,806	31.0% 24.1%
Gyeongnam	1,720	3,415	98.5%	5,993	9,842	64.2%
Other	1,371	1,670	21.8%	3,699	4,331	17.1%
TAIWAN	4,912	2,602	-47.0%	15,836	11,738	-25.9%
Taipei	2,698	1,394	-48.3%	8,788	6,778	-22.9%
Kaohsiung	351	213	-39.3%	1,244	799	-35.8%
Taichung	791	494	-37.5%	2,782	2,046	-26.5%
Taoyuan, Miaoli, Hsinehu	615	295	-52.0%	1,665	1,404	-15.7%
Other	457	206	-54.9%	1,357	711	-47.6%
CHINA	2,114	996	-52.9%	4,917	5,532	12.5%
Beijing	552	144	-73.9%	1,202	1,495	24.4%
Shanghai	639 97	441 59	-31.0% -39.2%	1,562 325	1,798 301	15.1% -7.4%
Guangzhou Other	826	352	-57.4%	1,828	1,938	6.0%
U.S. MAINLAND	4,375	4,798	9.7%	15,567	17,890	14.9%
HAWAII	839	1,070	27.5%	3,461	4,404	27.2%
CNMI	1,342	942	-29.8%	5,543	4,438	-19.9%
PALAU	166	200	20.5%	845	1,086	28.5%
FSM	553	729	31.8%	2,818	3,022	7.2%
RMI	50	59	18.0%	324	261	-19.4%
PHILIPPINES	729	727	-0.3%	4,317	4,652	7.8%
AUSTRALIA	333	322	-3.3%	1,098	1,121	2.1%
CANADA	85	107	25.9%	502	365	-27.3%
EUROPE HONG KONG	221 576	152 632	-31.2% 9.7%	752 3,277	669 2,908	-11.0% -11.3%
THAILAND	30	23	-23.3%	115	92	-20.0%
VIETNAM	17	5	-70.6%	42	36	-14.3%
RUSSIA	2,249	698	-69.0%	5,552	2,003	-63.9%
OTHER/UNKNOWN	587	354	-39.7%	2,255	1,380	-38.8%
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VISITOR INDUSTRY STATISTICS						
JGTA ^b Air Arrivals	62,606	59,666	-5%	250,526	234,916	-6.2%
Hotel Occupancy Taxes ^c	\$3,694,801.35	\$3,553,040.86	-4%	\$10,011,766.72	\$11,066,852.40	10.5%
Weighted Hotel Occupancy Rated	84%	n.a.	n.a.	73%	n.a.	n.a.
Weighted Hotel Room Rate ^d	\$167	n.a.	n.a.	\$142	n.a.	n.a.

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 (millitary sea command) personnel. Source: "Civilian air & sea arrivals. Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau. Sources: "Japan Guam Travel Association, "Hotel Occupancy Tax collections are unaudited. Department of Administration, Government of Guam "Guam Hotel & Restaurant Association"



DAILY ARRIVAL SUMMARY JANUARY 2015

JANUARY	1	2	3	4 ^r	5	6	7 ^r	8	9	10	11	12	13	14	15	16	Total
	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Total
TOTAL CIV ¹ AIR	5,082	3,743	3,840	4,111	4,077	3,501	3,043	2,879	3,981	4,289	3,762	4,145	3,575	3,077	3,704	4,008	60,817
Japan	3,253	2,491	2,424	2,425	2,572	1,900	1,400	1,282	2,083	2,715	2,016	2,234	1,977	1,630	1,674	1,943	34,019
Korea	1,298	1,002	995	1,080	1,080	1,157	1,172	1,118	1,579	1,240	1,032	1,538	1,151	919	1,545	1,663	19,569
Taiwan	284	1	1	147	2	-	166	80	5	-	226	-	4	104	58	-	1,078
China, P.R.C.	11	6	24	43	10	27	57	23	11	25	85	8	7	79	14	18	448
U.S. Mainland	86	86	152	173	153	165	128	99	122	153	213	169	162	161	172	133	2,327
Hawaii	17	4	15	40	29	22	11	24	35	37	77	68	47	23	49	38	536
CNMI	22	23	25	12	35	29	21	40	37	36	31	18	31	27	59	91	537
Palau	6	28	7	-	12	8	-	5	6	-	1	7	10	16	4	5	115
FSM	12	8	31	11	22	29	25	5	26	3	15	33	29	31	21	3	304
RMI	2	1	1	-		3	-	-	2	-	-	8	2	1	1	5	26
Philippines	19	25	22	14	17	16	8	18	16	16	12	15	38	32	36	30	334
Australia	4	20	6	12	34	2	6	27	32	3	9	5	1	10	1	19	191
Canada	10	1	9	1	3	8	3	3	11	2	5	6	1	6	3	4	76
Europe	3	2	16	6	4	7	3	1	3	2	6	6	-	8	10	7	84
Hong Kong	30	-	10	23		31	2	103	1	12	12	-	93	2	28	21	368
Thailand	-	-	-	2	-	5	-	-	-	-	1	-	1	1	-	2	12
Vietnam	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	1	3
Russia	18	40	98	110	95	81	28	39	7	28	2	19	7	21	14	8	615
Other	7	5	4	12	9	11	13	12	5	17	19	9	14	6	15	17	175

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



DAILY ARRIVAL SUMMARY JANUARY 2015

JANUARY	17	18 ^r	19 ^r	20	21	22 ^r	23	24	25	26	27	28	29	30	31	Total
	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
TOTAL CIV ¹ AIR	3,272	4,036	4,174	3,311	3,431	4,010	3,604	3,837	4,278	3,997	3,403	3,594	3,768	3,866	3,781	117,179
Japan	1,742	1,971	2,477	1,919	1,677	2,024	1,958	2,000	2,065	2,496	1,998	1,903	2,052	2,224	2,223	64,748
Korea	1,139	1,380	1,477	1,070	1,167	1,587	1,444	1,453	1,358	1,193	1,057	1,102	1,206	1,457	1,185	38,844
Taiwan	2	344	-	5	213	136	-	8	389	1	2	227	194	1	2	2,602
China, P.R.C.	25	46	9	16	75	20	21	14	96	11	15	119	34	14	25	988
U.S. Mainland	138	136	93	95	147	96	93	156	171	105	110	100	112	78	160	4,117
Hawaii	27	20	21	35	26	24	16	27	70	28	37	25	27	25	32	976
CNMI	33	40	10	31	24	30	39	17	13	31	10	37	42	32	16	942
Palau	10	5	3	5	2	2	2	2	10	9	3	5	11	2	13	199
FSM	53	21	41	25	33	20	1	31	19	48	20	35	34	3	41	729
RMI	-	-	-	1	1	7	-	5	-	-	5	3	-	-	11	59
Philippines	31	22	12	31	43	21	12	37	27	46	37	13	23	4	32	725
Australia	1	6	15	10	11	7	4	24	8	5	13	2	5	4	4	310
Canada	4	-	3	1	4	2	-	4	3	-	2	2	-	2	4	107
Europe	4	3	1	10	2	2	1	6	5	8	13	7	2	3	1	152
Hong Kong	50	22	-	35	-	13	-	35	14	-	60	4	11	-	20	632
Thailand	-	1	-	-	1	-	1	-	1	-	2	-	1	2	2	23
Vietnam	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	5
Russia	4	7	3	13	2	13	2	7	10	3	-	7	5	6	1	698
Other	9	12	8	9	3	6	10	11	19	12	19	3	9	9	9	323

Note: January 2015 daily arrivals reflect Civilian Air arrivals only. Source: Guam Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau.



		2014			2015		% chg from LY			
JANUARY	Japan	Other	Total	Japan	Other	Total	Japan	Other	Total	
1	3,016	981	3,997	3,253	1,829	5,082	7.9%	86.4%	27.1%	
2	3,959	1,223	5,182	2,491	1,252	3,743	-37.1%	2.4%	-27.8%	
3	2,950	1,340	4,290	2,424	1,416	3,840	-17.8%	5.7%	-10.5%	
4 ^r	2,734	1,215	3,949	2,425	1,686	4,111	-11.3%	38.8%	4.1%	
5	2,475	1,519	3,994	2,572	1,505	4,077	3.9%	-0.9%	2.1%	
6	2,175	1,371	3,546	1,900	1,601	3,501	-12.6%	16.8%	-1.3%	
7 ^r	1,550	1,290	2,840	1,400	1,643	3,043	-9.7%	27.4%	7.1%	
8	1,288	1,462	2,750	1,282	1,597	2,879	-0.5%	9.2%	4.7%	
9	1,581	1,693	3,274	2,083	1,898	3,981	31.8%	12.1%	21.6%	
10	1,981	1,632	3,613	2,715	1,574	4,289	37.1%	-3.6%	18.7%	
11	2,462	1,363	3,825	2,016	1,746	3,762	-18.1%	28.1%	-1.6%	
12	1,999	1,784	3,783	2,234	1,911	4,145	11.8%	7.1%	9.6%	
13	2,168	1,386	3,554	1,977	1,598	3,575	-8.8%	15.3%	0.6%	
14	2,065	1,269	3,334	1,630	1,447	3,077	-21.1%	14.0%	-7.7%	
15	1,571	1,492	3,063	1,647	2,057	3,704	4.8%	37.9%	20.9%	
16	1,874	1,818	3,692	1,943	2,065	4,008	3.7%	13.6%	8.6%	
17	2,164	1,507	3,671	1,742	1,530	3,272	-19.5%	1.5%	-10.9%	
18 ^r	1,996	1,337	3,333	1,971	2,065	4,036	-1.3%	54.5%	21.1%	
19 ^r	2,181	1,640	3,821	2,477	1,697	4,174	13.6%	3.5%	9.2%	
20	2,713	1,345	4,058	1,919	1,392	3,311	-29.3%	3.5%	-18.4%	
21	2,257	1,225	3,482	1,677	1,754	3,431	-25.7%	43.2%	-1.5%	
22 ^r	2,013	1,428	3,441	2,024	1,986	4,010	0.5%	39.1%	16.5%	
23	2,127	1,796	3,923	1,958	1,646	3,604	-7.9%	-8.4%	-8.1%	
24	2,359	1,378	3,737	2,000	1,837	3,837	-15.2%	33.3%	2.7%	
25	2,166	1,223	3,389	2,065	2,213	4,278	-4.7%	80.9%	26.2%	
26	2,204	1,805	4,009	2,496	1,501	3,997	13.2%	-16.8%	-0.3%	
27	2,504	1,484	3,988	1,998	1,405	3,403	-20.2%	-5.3%	-14.7%	
28	2,085	1,380	3,465	1,903	1,691	3,594	-8.7%	22.5%	3.7%	
29	1,973	1,808	3,781	2,052	1,716	3,768	4.0%	-5.1%	-0.3%	
30	2,087	2,329	4,416	2,224	1,642	3,866	6.6%	-29.5%	-12.5%	
31	2,202	2,261	4,463	2,223	1,558	3,781	1.0%	-31.1%	-15.3%	
Total	68,879	46,784	115,663	64,721	52,458	117,179	-6.0%	12.1%	1.3%	

Note: January daily arrivals reflect "Civilian Air" arrivals only. MTD² Month-to-Date



GUAM VISITORS BUREAU JANUARY 2015

		2 0 1	4				2 0	1 5		% chg	from	LY
Day	JAN	Japan	Other	Total	Day	JAN	Japan	Other	Total	Japan	Other	Total
Wed	1	3,016	981	3,997								
Thu	2	3,959	1,223	5,182	Thu	1	3,253	1,829	5,082	-17.8%	49.6%	-1.9%
Fri	3	2,950	1,340	4,290	Fri	2	2,491	1,252	3,743	-15.6%	-6.6%	-12.8%
Sat	4	2,734	1,215	3,949	Sat	3	2,424	1,416	3,840	-11.3%	16.5%	-2.8%
Sun	5	2,475	1,519	3,994	Sun	4 ^r	2,425	1,686	4,111	-2.0%	11.0%	2.9%
Mon	6	2,175	1,371	3,546	Mon	5	2,572	1,505	4,077	18.3%	9.8%	15.0%
Tue	7	1,550	1,290	2,840	Tue	6	1,900	1,601	3,501	22.6%	24.1%	23.3%
Wed	8	1,288	1,462	2,750	Wed	7 ^r	1,400	1,643	3,043	8.7%	12.4%	10.7%
Thu	9	1,581	1,693	3,274	Thu	8	1,282	1,597	2,879	-18.9%	-5.7%	-12.1%
Fri	10	1,981	1,632	3,613	Fri	9	2,083	1,898	3,981	5.1%	16.3%	10.2%
Sat	11	2,462	1,363	3,825	Sat	10	2,715	1,574	4,289	10.3%	15.5%	12.1%
Sun	12	1,999	1,784	3,783	Sun	11	2,016	1,746	3,762	0.9%	-2.1%	-0.6%
Mon	13	2,168	1,386	3,554	Mon	12	2,234	1,911	4,145	3.0%	37.9%	16.6%
Tue	14	2,065	1,269	3,334	Tue	13	1,977	1,598	3,575	-4.3%	25.9%	7.2%
Wed	15	1,571	1,492	3,063	Wed	14	1,630	1,447	3,077	3.8%	-3.0%	0.5%
Thu	16	1,874	1,818	3,692	Thu	15	1,647	2,057	3,704	-12.1%	13.1%	0.3%
Fri	17	2,164	1,507	3,671	Fri	16	1,943	2,065	4,008	-10.2%	37.0%	9.2%
Sat	18	1,996	1,337	3,333	Sat	17	1,742	1,530	3,272	-12.7%	14.4%	-1.8%
Sun	19	2,181	1,640	3,821	Sun	18 ^r	1,971	2,065	4,036	-9.6%	25.9%	5.6%
Mon	20	2,713	1,345	4,058	Mon	19 ^r	2,477	1,697	4,174	-8.7%	26.2%	2.9%
Tue	21	2,257	1,225	3,482	Tue	20	1,919	1,392	3,311	-15.0%	13.6%	-4.9%
Wed	22	2,013	1,428	3,441	Wed	21	1,677	1,754	3,431	-16.7%	22.8%	-0.3%
Thu	23	2,127	1,796	3,923	Thu	22 ^r	2,024	1,986	4,010	-4.8%	10.6%	2.2%
Fri	24	2,359	1,378	3,737	Fri	23	1,958	1,646	3,604	-17.0%	19.4%	-3.6%
Sat	25	2,166	1,223	3,389	Sat	24	2,000	1,837	3,837	-7.7%	50.2%	13.2%
Sun	26	2,204	1,805	4,009	Sun	25	2,065	2,213	4,278	-6.3%	22.6%	6.7%
Mon	27	2,504	1,484	3,988	Mon	26	2,496	1,501	3,997	-0.3%	1.1%	0.2%
Tue	28	2,085	1,380	3,465	Tue	27	1,998	1,405	3,403	-4.2%	1.8%	-1.8%
Wed	29	1,973	1,808	3,781	Wed	28	1,903	1,691	3,594	-3.5%	-6.5%	-4.9%
Thu	30	2,087	2,329	4,416	Thu	29	2,052	1,716	3,768	-1.7%	-26.3%	-14.7%
Fri	31	2,202	2,261	4,463	Fri	30	2,224	1,642	3,866	1.0%	-27.4%	-13.4%
					Sat	31	2,223	1,558	3,781			
Tota	a l	65,863	45,803	111,666	Tota	a l	62,498	50,900	113,398	-5.1%	11.1%	1.6%

Note: January daily arrivals reflect "Civilian Air" arrivals only. MTD² Month-to-Date