

January 2020 Arrivals



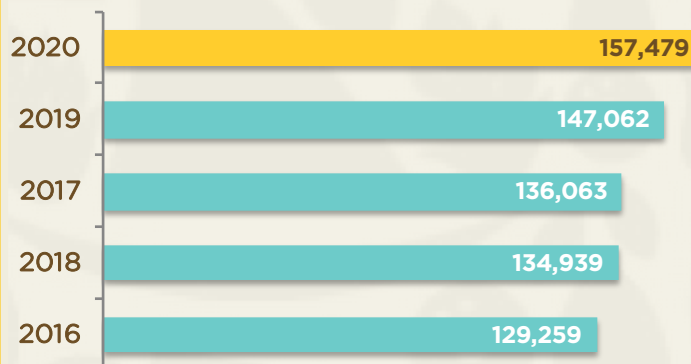
DID YOU KNOW?

In January 2020, Korean visitors spent **\$411.38 on food & beverage**, almost **double** what Japanese visitors spent!

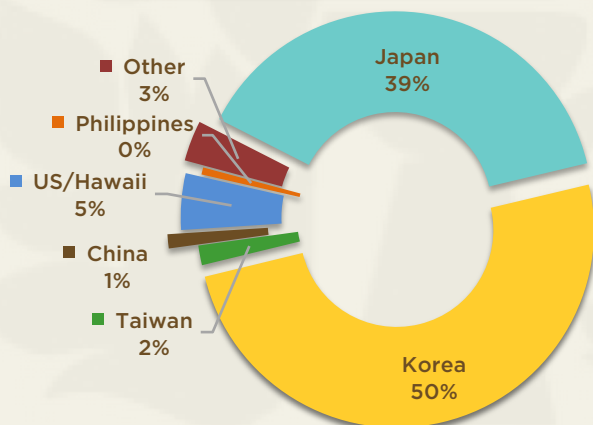
ARRIVALS

JAN Arrivals	157,479	6.8% ↑
FYTD Arrivals	593,704	8.3% ↑

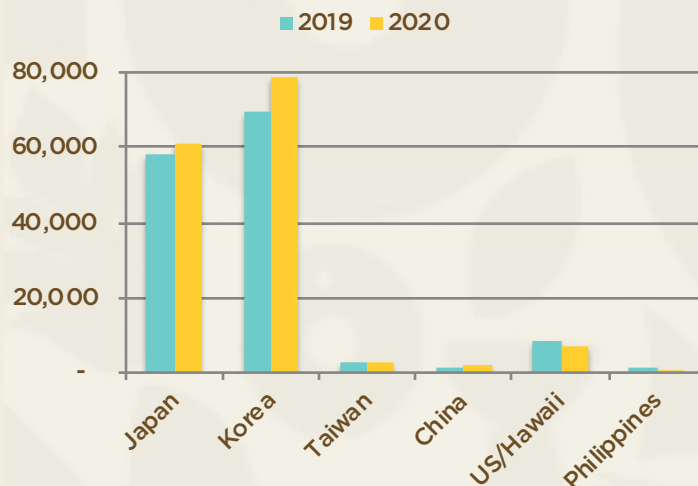
Top 5 January Arrivals



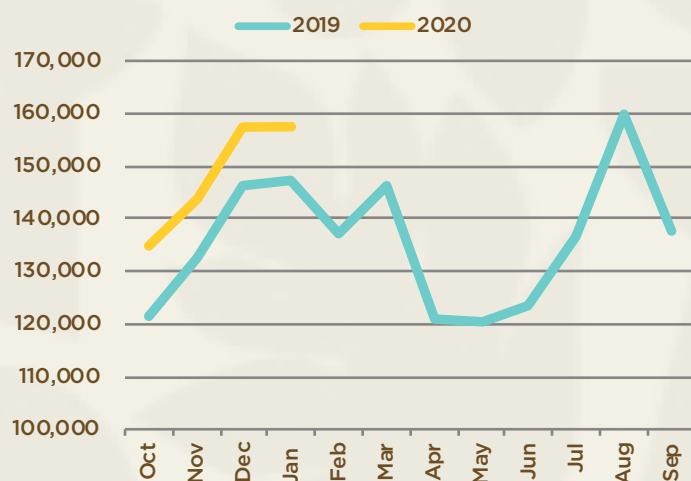
MARKET MIX



MARKET SNAPSHOT



Market	2019	2020	% to LY
Japan	58,021	61,088	5.3%
Korea	69,295	78,609	13.4%
Taiwan	2,461	2,544	3.4%
China	1,261	1,818	44.2%
US/Hawaii	8,536	7,267	-14.9%
Philippines	1,277	915	-28.3%



Source: Preliminary Visitor Arrival Statistics are compiled from the Guam Customs and Quarantine – Mandatory Customs Declaration forms and processed by the Guam Visitors Bureau



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

www.guamvisitorsbureau.com

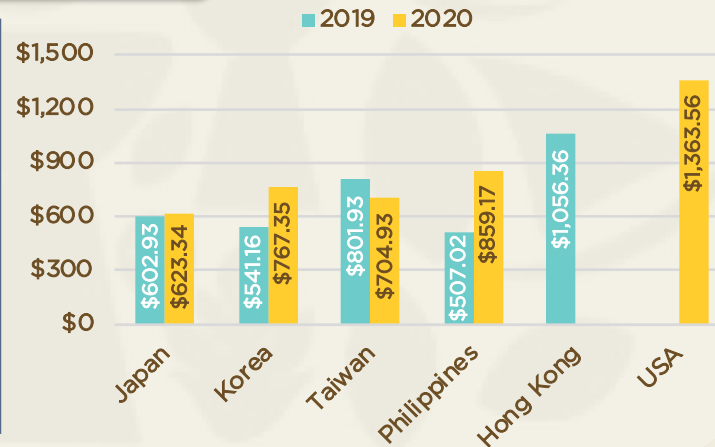
Fiscal Year 2020 1st Qtr Profile



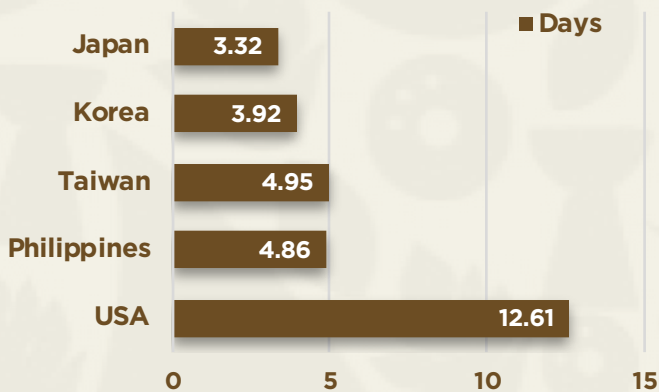
EXPENDITURES

On-Island Expenditures

Market	2019	2020	% to LY
Japan	\$602.93	\$623.34	3.4%
Korea	\$541.16	\$767.35	41.8%
Taiwan	\$801.93	\$704.93	-12.1%
Philippines	\$507.02	\$859.17	69.5%
Hong Kong	\$1,056.36	-	-
USA	-	\$1,363.56	-



LENGTH OF STAY



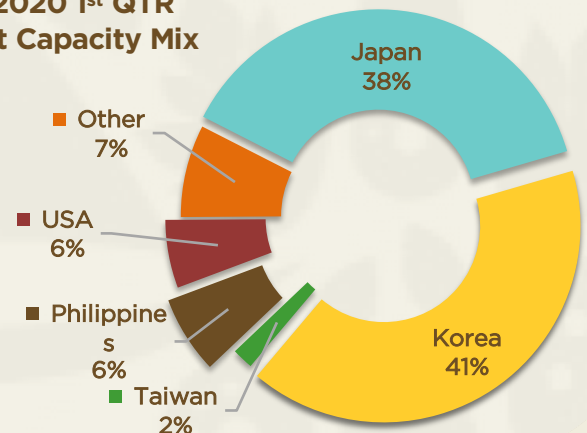
Market	2019	2020	% to LY
Japan	3.39	3.32	-2.1%
Korea	4.13	3.92	-5.1%
Taiwan	4.44	4.95	11.5%
Philippines	5.38	4.86	-9.7%
Hong Kong	3.99	-	-
USA	-	12.61	-

SEAT CAPACITY

FY 2020 1st QTR

Market	2019	2020	% to LY
Japan	213,858	227,079	6.2%
Korea	212,909	243,065	14.2%
Taiwan	10,270	10,428	1.5%
Philippines	36,509	38,204	4.6%
USA	33,852	33,488	-1.1%
Other	52,654	45,406	-13.8%

FY 2020 1st QTR Seat Capacity Mix



Preliminary Visitor Arrival Summary January 2020



	Jan-19	Jan-2020	% from LY
Civilian Air Arrivals ^a	144,717	156,138	7.9%
Civilian Sea Arrivals ^a	885	64	-92.8%
Armed Forces Air Arrivals ^a	1,343	1,277	-4.9%
Armed Forces Sea Arrivals ^a	562	0	-100.0%
TOTAL VISITOR ARRIVALS	147,507	157,479	6.8%

ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	Jan-19	Jan-2020	% from LY
JAPAN	58,021	61,088	5.3%
Kanto (Tokyo)	31,772	30,736	-3.3%
Chubu (Nagoya)	6,170	6,849	11.0%
Kinki (Osaka)	10,244	11,577	13.0%
Koshinetsu	1,303	1,247	-4.3%
Hokuriku	662	743	12.2%
Tohoku	1,775	1,462	-17.6%
Kyushu	2,206	4,023	82.4%
Chugoku	1,109	1,401	26.3%
Hokkaido	1,929	1,790	-7.2%
Shikoku	512	567	10.7%
Okinawa/Miya	184	489	165.8%
Other	155	204	31.6%
KOREA	69,295	78,609	13.4%
Seoul	27,444	30,131	9.8%
Incheon/Gyeonggi	16,919	17,514	3.5%
Chungnam/Daejeon	1,929	2,183	13.2%
Jeonbuk/Gwanju	1,586	3,856	143.1%
Gyeongbuk/Daegu	3,234	3,949	22.1%
Busan	7,051	8,487	20.4%
Ulsan	1,144	1,432	25.2%
Other	9,988	11,057	10.7%
TAIWAN	2,461	2,544	3.4%
Taipei	1,411	1,600	13.4%
Kaohsiung	153	106	-30.7%
Taichung	300	299	-0.3%
Taoyuan, Miaoli, Hsinchu	276	251	-9.1%
Hsinchu	139	128	-7.9%
Other	182	160	-12.1%
CHINA	1,261	1,818	44.2%
Beijing	213	466	118.8%
Shanghai	381	700	83.7%
Guangzhou	119	85	-28.6%
Other	548	567	3.5%
US/HAWAII	8,536	7,267	-14.9%
CNMI	1,745	1,587	-9.1%
PALAU	336	264	-21.4%
FSM	897	1,155	28.8%
RMI	97	120	23.7%
PHILIPPINES	1,277	915	-28.3%
AUSTRALIA	221	186	-15.8%
EUROPE	211	231	9.5%
HONG KONG	454	291	-35.9%
RUSSIA	816	336	-58.8%
SINGAPORE	85	68	-20.0%
INDIA	14	12	-14.3%
MALAYSIA	20	30	50.0%
OTHER/UNKNOWN	313	894	185.6%

QUARTERLY VISITOR INDUSTRY STATISTICS (October 2018 - December 2018 vs October 2019 - December 2019)

Hotel Occupancy Taxes ^c	\$9,907,860.43	\$9,748,159.25	-1.6%
Weighted Hotel Occupancy Rate ^d	85.9%	89.9%	4.7%
Weighted Hotel Room Rate ^d	\$200.42	\$208.65	4.1%

Guam Visitors Bureau
Preliminary January 2020 Visitor Arrival Summary
Calendar Year-to-Date 2019/20 • Fiscal Year-to-Date 2019/20



	CYTD 2019 (Jan '19)	CYTD 2020 (Jan '2020)	% from LY	FYTD 2019 (Oct '18 - Jan '19)	FYTD 2020 (Oct '19 - Jan '20)	% from LY
Air Arrivals ^a	146,060	157,415	7.8%	543,348	589,419	8.5%
Sea Arrivals ^a	1,447	64	-95.6%	4,768	4,285	-10.1%
TOTAL VISITOR ARRIVALS	147,507	157,479	6.8%	548,116	593,704	8.3%
ORIGIN OF AIR ARRIVALS (Civilian & Armed Forces)	CYTD 2019 (Jan '19)	CYTD 2020 (Jan '2020)	% from LY	FYTD 2019 (Oct '18 - Jan '19)	FYTD 2020 (Oct '19 - Jan '20)	% from LY
JAPAN	58,021	61,088	5.3%	218,804	241,889	10.6%
Kanto (Tokyo)	31,772	30,736	-3.3%	118,376	119,462	0.9%
Chubu (Nagoya)	6,170	6,849	11.0%	23,281	29,274	25.7%
Kinki (Osaka)	10,244	11,577	13.0%	40,850	51,914	27.1%
Koshinetsu	1,303	1,247	-4.3%	4,478	4,484	0.1%
Hokuriku	662	743	12.2%	2,687	3,044	13.3%
Tohoku	1,775	1,462	-17.6%	6,394	5,731	-10.4%
Kyushu	2,206	4,023	82.4%	9,099	12,098	33.0%
Chugoku	1,109	1,401	26.3%	4,827	6,033	25.0%
Hokkaido	1,929	1,790	-7.2%	4,488	4,935	10.0%
Shikoku	512	567	10.7%	2,656	3,003	13.1%
Okinawa/Miya	184	489	165.8%	1,097	1,275	16.2%
Other	155	204	31.6%	571	636	11.4%
KOREA	69,295	78,609	13.4%	251,362	279,694	11.3%
Seoul	27,444	30,131	9.8%	101,332	115,595	14.1%
Incheon/Gyeonggi	16,919	17,514	3.5%	63,672	67,669	6.3%
Chungnam/Daejeon	1,929	2,183	13.2%	6,376	7,288	14.3%
Jeonbuk/Gwanju	1,586	3,856	143.1%	4,235	7,559	78.5%
Gyeongbuk/Daegu	3,234	3,949	22.1%	11,078	11,859	7.1%
Busan	7,051	8,487	20.4%	28,252	29,557	4.6%
Ulsan	1,144	1,432	25.2%	4,585	5,071	10.6%
Other	9,988	11,057	10.7%	31,832	35,096	10.3%
TAIWAN	2,461	2,544	3.4%	8,749	8,702	-0.5%
Taipei	1,411	1,600	13.4%	5,416	5,195	-4.1%
Kaohsiung	153	106	-30.7%	614	633	3.1%
Taichung	300	299	-0.3%	918	1,189	29.5%
Taoyuan, Miaoli, Hsinehu	276	251	-9.1%	833	816	-2.0%
Hsinchu	139	128	-7.9%	415	376	-9.4%
Other	182	160	-12.1%	553	493	-10.8%
CHINA	1,261	1,818	44.2%	4,603	4,068	-11.6%
Beijing	213	466	118.8%	752	870	15.7%
Shanghai	381	700	83.7%	1,405	1,525	8.5%
Guangzhou	119	85	-28.6%	355	264	-25.6%
Other	548	567	3.5%	2,091	1,409	-32.6%
US/HAWAII	8,536	7,267	-14.9%	31,134	26,718	-14.2%
CNMI	1,745	1,587	-9.1%	6,739	7,003	3.9%
PALAU	336	264	-21.4%	1,361	1,452	6.7%
FSM	897	1,155	28.8%	4,001	4,991	24.7%
RMI	97	120	23.7%	468	528	12.8%
PHILIPPINES	1,277	915	-28.3%	7,680	7,339	-4.4%
AUSTRALIA	221	186	-15.8%	737	739	0.3%
EUROPE	211	231	9.5%	894	863	-3.5%
HONG KONG	454	291	-35.9%	2,482	1,040	-58.1%
RUSSIA	816	336	-58.8%	2,517	860	-65.8%
SINGAPORE	85	68	-20.0%	393	390	-0.8%
INDIA	14	12	-14.3%	60	77	28.3%
MALAYSIA	20	30	50.0%	157	115	-26.8%
OTHER/UNKNOWN	313	894	185.6%	1,207	2,951	144.5%
VISITOR INDUSTRY STATISTICS (Jan 2018 - Dec 2018 vs Jan 2019 - Dec 2019)				(Oct 2018 - Dec 2018 vs Oct 2019 - Dec 2019)		
Hotel Occupancy Taxes ^c	\$43,775,385.96	\$44,902,121.26	2.6%	\$9,907,860.43	\$9,748,159.25	-1.6%
Weighted Hotel Occupancy Rate ^d	86.5%	89.5%	3.5%	85.9%	89.9%	4.7%
Weighted Hotel Room Rate ^d	\$205.25	\$213.07	3.8%	\$200.42	\$208.65	4.1%

Note: CYTD is Calendar Year-to-Date and FYTD is Fiscal Year-to-Date. 2019/20 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: ^aCivilian air & sea arrivals. Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau. Sources: ^bJapan Guam Travel Association, ^cHotel Occupancy Tax collections are unaudited. Department of Administration, STR Global (Hotel Occupancy and ADR Report).

Guam Visitors Bureau 1st Quarter Visitor Profile



Category by Market	FY'2019 Q1 (Oct - Dec '18)	FY'2020 Q1 (Oct - Dec '19)	% from LY	FYTD 2018 (Oct '17 - Sep '18)	FYTD 2019 (Oct '18 - Sep '19)	% from LY
Total Expenditures (On island + Prepaid) Per Person	\$ 1,419.33	\$ 1,270.47	-10.5%	\$ 1,199.44	\$ 1,386.71	15.6%
Japan	\$ 1,656.90	\$ 1,247.63	-24.7%	\$ 1,498.91	\$ 1,315.64	-12.2%
Korea	\$ 1,366.16	\$ 1,127.84	-17.4%	\$ 1,088.17	\$ 1,259.37	15.7%
Taiwan	\$ 2,115.62	\$ 1,297.37	-38.7%	\$ 2,174.21	\$ 1,633.64	-24.9%
Philippines	\$ 1,066.08	\$ 1,143.94	7.3%	\$ 1,168.95	\$ 1,021.50	-12.6%
Hong Kong	\$ 2,129.04	-	-	\$ 2,082.34	\$ 1,782.16	-14.4%
USA	-	\$ 2,990.60	-	-	\$ 2,860.95	-
On island Expenditures Per Person	\$ 541.60	\$ 732.96	35.3%	\$ 400.95	\$ 648.55	61.8%
Japan	\$ 602.93	\$ 623.34	3.4%	\$ 527.47	\$ 559.57	6.1%
Korea	\$ 541.16	\$ 767.35	41.8%	\$ 333.44	\$ 590.13	77.0%
Taiwan	\$ 801.93	\$ 704.93	-12.1%	\$ 854.09	\$ 865.84	1.4%
Philippines	\$ 507.02	\$ 859.17	69.5%	\$ 585.55	\$ 671.06	14.6%
Hong Kong	\$ 1,056.36	-	-	\$ 935.20	\$ 901.13	-3.6%
USA	-	\$ 1,363.56	-	-	\$ 1,645.11	-
Prepaid Expenditures Per Person	\$ 877.68	\$ 876.19	-0.2%	\$ 798.26	\$ 831.16	4.1%
Japan	\$ 1,053.87	\$ 753.07	-28.5%	\$ 971.25	\$ 724.87	-25.4%
Korea	\$ 824.99	\$ 707.64	-14.2%	\$ 754.38	\$ 782.37	3.7%
Taiwan	\$ 1,313.69	\$ 871.66	-33.6%	\$ 1,322.48	\$ 991.34	-25.0%
Philippines	\$ 559.06	\$ 620.04	10.9%	\$ 581.65	\$ 541.64	-6.9%
Hong Kong	\$ 1,072.68	-	-	\$ 1,146.11	\$ 921.49	-19.6%
USA	-	\$ 3,849.05	-	-	\$ 1,971.58	-
Per Person Per Day Spending	\$ 157.50	\$ 206.55	31.1%	\$ 114.44	\$ 167.23	46.1%
Japan	\$ 195.41	\$ 204.50	4.7%	\$ 169.87	\$ 180.50	6.3%
Korea	\$ 141.34	\$ 207.72	47.0%	\$ 83.57	\$ 147.82	76.9%
Taiwan	\$ 184.82	\$ 165.19	-10.6%	\$ 205.37	\$ 254.40	23.9%
Philippines	\$ 134.16	\$ 217.44	62.1%	\$ 149.80	\$ 165.42	10.4%
Hong Kong	\$ 347.25	-	-	\$ 249.18	\$ 249.24	0.0%
USA	-	\$ 222.97	-	-	\$ 193.44	-
Average Length of Stay (Days)	3.60	4.10	13.9%	4.66	4.73	1.3%
Japan	3.39	3.32	-2.1%	3.33	3.32	-0.3%
Korea	4.13	3.92	-5.1%	6.14	4.69	-23.6%
Taiwan	4.44	4.95	11.5%	4.48	4.58	2.2%
Philippines	5.38	4.86	-9.7%	5.87	5.40	-8.0%
Hong Kong	3.99	-	-	4.16	3.98	-4.3%
USA	-	12.61	-	-	14.91	-
Seat Capacity (Seats)	560,052	597,670	6.7%	2,118,040	2,249,876	6.2%
Japan	213,858	227,079	6.2%	714,713	859,608	20.3%
Korea	212,909	243,065	14.2%	877,648	856,700	-2.4%
Taiwan	10,270	10,428	1.5%	37,595	40,272	7.1%
Philippines	36,509	38,204	4.6%	145,776	152,460	4.6%
Hong Kong	8,470	922	-89.1%	25,408	31,602	24.4%
USA	33,852	33,488	-1.1%	132,860	133,588	0.5%
Other	44,184	44,484	0.7%	184,040	175,646	-4.6%

Source: Guam Visitors Bureau Exit Surveys and Dilo Mi Market Intelligence for the Aviation Industry

Note : As of January 2019, Expenditures will have slightly varied results in comparison to previous years, due to the implementation of a revised Exit Survey questionnaire.