



**Guam Visitors Bureau**  
**Visitor Arrival Summary**  
**AUGUST 2012 (as of September 6, 2012)**

	Aug-11	Aug-12	% from LY
Civilian Air Arrivals <sup>a</sup>	118,631	131,525	10.9%
Civilian Sea Arrivals <sup>a</sup>	105	36	-65.7%
Armed Forces Air Arrivals <sup>a</sup>	1,825	1,644	-9.9%
Armed Forces Sea Arrivals <sup>a1</sup>	227	n.a.	-
<b>TOTAL VISITOR ARRIVALS</b>	<b>120,788</b>	<b>133,205</b>	<b>10.3%</b>

<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	Aug-11	Aug-12	% from LY
<b>JAPAN</b>	<b>86,623</b>	<b>98,625</b>	<b>13.9%</b>
Kanto (Tokyo)	46,154	55,986	21.3%
Chubu (Nagoya)	11,092	10,869	-2.0%
Kinki (Osaka)	18,096	18,331	1.3%
Koshinetsu	1,481	1,652	11.5%
Hokuriko	993	796	-19.8%
Tohoku	1,091	2,347	115.1%
Kyushu	2,361	2,424	2.7%
Chugoku	1,933	2,264	17.1%
Hokkaido	1,467	854	-41.8%
Shikoku	1,004	1,135	13.0%
Okinawa/Miya	840	866	3.1%
Other	111	1,101	891.9%
<b>KOREA</b>	<b>17,733</b>	<b>18,213</b>	<b>2.7%</b>
Seoul	9,876	9,268	-6.2%
Incheon	929	1,013	9.0%
Chungbuk	195	234	20.0%
Chungnam	524	627	19.7%
Gangwon	98	127	29.6%
Jeonbuk	173	212	22.5%
Gyeonbuk	447	496	11.0%
Gyeonggi	3,479	3,723	7.0%
Jeonnam	362	362	0.0%
Gyeongnam	1,183	1,358	14.8%
Other	467	793	69.8%
<b>TAIWAN</b>	<b>4,751</b>	<b>4,567</b>	<b>-3.9%</b>
Taipei	2,948	2,409	-18.3%
Kaohsiung	247	323	30.8%
Taichung	840	921	9.6%
Taoyuan, Miaoli, Hsinehu	482	453	-6.0%
Other	234	461	97.0%
<b>CHINA, P.R.C.</b>	<b>577</b>	<b>1,037</b>	<b>79.7%</b>
Beijing	121	221	82.6%
Shanghai	77	550	614.3%
Guangzhou	37	38	2.7%
Other	342	228	-33.3%
<b>U.S. MAINLAND</b>	<b>4,222</b>	<b>4,007</b>	<b>-5.1%</b>
<b>HAWAII</b>	<b>1,244</b>	<b>801</b>	<b>-35.6%</b>
<b>CNMI</b>	<b>1,635</b>	<b>1,897</b>	<b>16.0%</b>
<b>PALAU</b>	<b>381</b>	<b>329</b>	<b>-13.6%</b>
<b>FSM</b>	<b>910</b>	<b>1,061</b>	<b>16.6%</b>
<b>RMI</b>	<b>100</b>	<b>96</b>	<b>-4.0%</b>
<b>PHILIPPINES</b>	<b>711</b>	<b>685</b>	<b>-3.7%</b>
<b>AUSTRALIA</b>	<b>204</b>	<b>265</b>	<b>29.9%</b>
<b>CANADA</b>	<b>37</b>	<b>33</b>	<b>-10.8%</b>
<b>EUROPE</b>	<b>139</b>	<b>163</b>	<b>17.3%</b>
<b>HONG KONG</b>	<b>616</b>	<b>616</b>	<b>-</b>
<b>THAILAND</b>	<b>64</b>	<b>18</b>	<b>-71.9%</b>
<b>VIETNAM</b>	<b>7</b>	<b>3</b>	<b>-57.1%</b>
<b>RUSSIA</b>	<b>21</b>	<b>364</b>	<b>1633.3%</b>
<b>OTHER/UNKNOWN</b>	<b>481</b>	<b>389</b>	<b>-19.1%</b>

**VISITOR INDUSTRY STATISTICS**

	Aug-11	Aug-12	% from LY
JGTA Air Arrivals	72,488	84,212	16.2%
Hotel Occupancy Taxes	\$1,980,407.69	n.a.	n.a.
Weighted Hotel Occupancy Rate	83%	n.a.	n.a.
Weighted Hotel Room Rate	\$151	n.a.	n.a.

**Guam Visitors Bureau**  
**AUGUST 2012 Visitor Arrival Summary**  
**Calendar Year-to-Date 2011/2012 • Fiscal Year-to-Date 2011/2012**  
**as of September 6, 2012**

	CY YTD 2011 (Jan-Aug '11)	CY YTD 2012 (Jan-Aug '12)	% from LY	FY YTD 2011 (Oct '10-Aug '11)	FY YTD 2012 (Oct '11-Aug '12)	% from LY
<b>Air Arrivals<sup>a</sup></b>	<b>758,929</b>	<b>864,389</b>	<b>13.9%</b>	<b>1,038,027</b>	<b>1,155,265</b>	<b>11.3%</b>
<b>Sea Arrivals<sup>a1</sup></b>	<b>7,099</b>	<b>2,472</b>	<b>-65.2%</b>	<b>8,674</b>	<b>4,913</b>	<b>-43.4%</b>
<b>TOTAL VISITOR ARRIVALS</b>	<b>766,028</b>	<b>866,861</b>	<b>13.2%</b>	<b>1,046,701</b>	<b>1,160,178</b>	<b>10.8%</b>
<b>ORIGIN OF AIR ARRIVALS (Civilian &amp; Armed Forces)</b>	CY YTD 2011 (Jan-Aug '11)	CY YTD 2012 (Jan-Aug '12)	% from LY	FY YTD 2011 (Oct '10-Aug '11)	FY YTD 2012 (Oct '11-Aug '12)	% from LY
<b>JAPAN</b>	<b>539,987</b>	<b>621,515</b>	<b>15.1%</b>	<b>747,164</b>	<b>829,052</b>	<b>11.0%</b>
Kanto (Tokyo)	264,381	314,410	18.9%	362,648	413,929	14.1%
Chubu (Nagoya)	70,167	78,053	11.2%	97,519	102,957	5.6%
Kinki (Osaka)	116,012	120,024	3.5%	158,066	160,703	1.7%
Koshinetsu	12,819	15,069	17.6%	19,036	22,081	16.0%
Hokuriko	7,476	8,411	12.5%	10,134	11,320	11.7%
Tohoku	11,094	20,273	82.7%	17,829	27,219	52.7%
Kyushu	17,733	20,016	12.9%	25,487	28,436	11.6%
Chugoku	15,593	16,748	7.4%	22,914	24,326	6.2%
Hokkaido	12,788	12,644	-1.1%	17,050	17,013	-0.2%
Shikoku	7,769	7,564	-2.6%	11,090	10,716	-3.4%
Okinawa/Miya	3,077	5,341	73.6%	3,952	6,782	71.6%
Other	1,078	2,962	174.8%	1,439	3,570	148.1%
<b>KOREA</b>	<b>100,671</b>	<b>114,887</b>	<b>14.1%</b>	<b>134,272</b>	<b>152,483</b>	<b>13.6%</b>
Seoul	53,362	59,641	11.8%	70,787	78,879	11.4%
Incheon	5,887	6,748	14.6%	7,969	8,962	12.5%
Chungbuk	1,203	1,603	33.3%	1,760	2,130	21.0%
Chungnam	3,149	3,698	17.4%	4,182	4,948	18.3%
Gangwon	849	1,250	47.2%	1,234	1,673	35.6%
Jeonbuk	1,212	1,625	34.1%	1,687	2,198	30.3%
Gyeongbuk	2,674	3,172	18.6%	3,633	4,238	16.7%
Gyeonggi	21,336	25,255	18.4%	28,895	33,678	16.6%
Jeonnam	2,422	2,253	-7.0%	3,068	3,106	1.2%
Gyeongnam	5,529	5,964	7.9%	6,790	7,746	14.1%
Other	3,048	3,678	20.7%	4,267	4,925	15.4%
<b>TAIWAN</b>	<b>30,423</b>	<b>35,380</b>	<b>16.3%</b>	<b>36,928</b>	<b>46,262</b>	<b>25.3%</b>
Taipei	19,182	21,223	10.6%	23,213	27,823	19.9%
Kaohsiung	1,514	2,420	59.8%	2,032	3,022	48.7%
Taichung	4,926	5,433	10.3%	5,833	7,144	22.5%
Taoyuan, Miaoli, Hsinehu	3,056	3,826	25.2%	3,748	5,172	38.0%
Other	1,745	2,478	42.0%	2,102	3,101	47.5%
<b>CHINA</b>	<b>4,503</b>	<b>6,354</b>	<b>41.1%</b>	<b>5,677</b>	<b>8,417</b>	<b>48.3%</b>
Beijing	936	1,687	80.2%	1,196	2,203	84.2%
Shanghai	1,167	2,126	82.2%	1,570	2,993	90.6%
Guangzhou	384	304	-20.8%	459	430	-6.3%
Other	2,016	2,237	11.0%	2,452	2,791	13.8%
<b>U.S. MAINLAND</b>	<b>33,528</b>	<b>34,681</b>	<b>3.4%</b>	<b>44,966</b>	<b>47,921</b>	<b>6.6%</b>
<b>HAWAII</b>	<b>7,477</b>	<b>7,723</b>	<b>3.3%</b>	<b>10,253</b>	<b>10,409</b>	<b>1.5%</b>
<b>CNMI</b>	<b>12,315</b>	<b>12,094</b>	<b>-1.8%</b>	<b>16,695</b>	<b>16,601</b>	<b>-0.6%</b>
<b>PALAU</b>	<b>2,443</b>	<b>2,431</b>	<b>-0.5%</b>	<b>3,262</b>	<b>3,445</b>	<b>5.6%</b>
<b>FSM</b>	<b>7,015</b>	<b>6,911</b>	<b>-1.5%</b>	<b>9,503</b>	<b>9,454</b>	<b>-0.5%</b>
<b>RMI</b>	<b>867</b>	<b>739</b>	<b>-14.8%</b>	<b>1,150</b>	<b>964</b>	<b>-16.2%</b>
<b>PHILIPPINES</b>	<b>6,537</b>	<b>6,497</b>	<b>-0.6%</b>	<b>10,177</b>	<b>9,486</b>	<b>-6.8%</b>
<b>AUSTRALIA</b>	<b>2,547</b>	<b>2,698</b>	<b>5.9%</b>	<b>3,339</b>	<b>3,697</b>	<b>10.7%</b>
<b>CANADA</b>	<b>475</b>	<b>483</b>	<b>1.7%</b>	<b>662</b>	<b>724</b>	<b>9.4%</b>
<b>EUROPE</b>	<b>997</b>	<b>1,079</b>	<b>8.2%</b>	<b>1,407</b>	<b>1,463</b>	<b>4.0%</b>
<b>HONG KONG</b>	<b>5,634</b>	<b>5,221</b>	<b>-7.3%</b>	<b>7,817</b>	<b>7,788</b>	<b>-0.4%</b>
<b>THAILAND</b>	<b>401</b>	<b>286</b>	<b>-28.7%</b>	<b>482</b>	<b>357</b>	<b>-25.9%</b>
<b>VIETNAM</b>	<b>64</b>	<b>77</b>	<b>20.3%</b>	<b>87</b>	<b>91</b>	<b>4.6%</b>
<b>RUSSIA</b>	<b>372</b>	<b>2,374</b>	<b>538.2%</b>	<b>512</b>	<b>2,618</b>	<b>411.3%</b>
<b>OTHER/UNKNOWN</b>	<b>2,673</b>	<b>2,959</b>	<b>10.7%</b>	<b>3,674</b>	<b>4,033</b>	<b>9.8%</b>
<b>VISITOR INDUSTRY STATISTICS</b>						
<b>JGTA Air Arrivals</b>	<b>475,518</b>	<b>550,936</b>	<b>15.9%</b>	<b>664,399</b>	<b>735,823</b>	<b>10.8%</b>
<b>Hotel Occupancy Taxes</b>	<b>\$15,155,754.98</b>	<b>n.a.</b>	<b>n.a.</b>	<b>\$20,061,685.93</b>	<b>n.a.</b>	<b>n.a.</b>
<b>Weighted Hotel Occupancy Rate</b>	<b>71%</b>	<b>n.a.</b>	<b>n.a.</b>	<b>69%</b>	<b>n.a.</b>	<b>n.a.</b>
<b>Weighted Hotel Room Rate</b>	<b>\$117</b>	<b>n.a.</b>	<b>n.a.</b>	<b>\$115</b>	<b>n.a.</b>	<b>n.a.</b>

Note: CY YTD is Calendar Year-to-Dates and FY YTD is Fiscal Year-to-Date. <sup>1</sup>2011/2 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. Detailed breakdown available upon request. Source: <sup>a</sup>Civilian air & sea arrivals air arrivals. Customs Declaration Forms, Customs & Quarantine Agency. Processed by the Guam Visitors Bureau <sup>b</sup>Armed forces sea arrivals, Navy Port Control. <sup>c</sup>Japan Guam Travel Association, <sup>d</sup>Hotel Occupancy Tax collections are unaudited. Department of Administration, Government of Guam <sup>e</sup>Guam Hotel & Restaurant Association