



# Monthly Arrival Statistics Report

## YTD 2011 vs. YTD 2010 Comparison

- August 2011 YTD visitor arrivals totaled 71,862 compared to August 2010 YTD of 57,499 arrivals; this represents an increase of 14,363 (24.98%) arrivals on a year-to-date comparison.
- **Key markets:** ROC Taiwan show an increase of 9,348 (59.29%) compare to 2010 year to date, Japan continue showing an increase of 6,785 (37.70%) arrivals, Korea arrivals decrease by 714 (-6.67%) compare to 2010 year to date, North America with an increase of 279 (7.21%) arrivals compare to last year 2010, whole Europe decrease by 38 (-1.74%) compare to 2010 year to date.

| Key Markets   | Asiana Regular & Charter | China Airlines | Continental Airlines | Delta Airlines | Japan Airlines | Korea Airlines | Trans Asia Airlines | United Continental Holdings, Inc | Fly Guam | Fly Guam Taipei | Private Plane |
|---------------|--------------------------|----------------|----------------------|----------------|----------------|----------------|---------------------|----------------------------------|----------|-----------------|---------------|
| ROC Taiwan    | 2                        | 2,129          | 5                    | 1              | 0              | 0              | 1,172               | 897                              | 1        | 107             | 0             |
| Japan         | 192                      | 56             | 1,333                | 1,097          | 1,603          | 1              | 0                   | 112                              | 0        | 0               | 5             |
| Korea         | 1,714                    | 2              | 10                   | 1              | 0              | 689            | 1                   | 0                                | 0        | 0               | 0             |
| North America | 13                       | 19             | 256                  | 61             | 0              | 0              | 1                   | 0                                | 8        | 2               | 5             |
| Europe        | 15                       | 49             | 137                  | 7              | 1              | 3              | 1                   | 0                                | 1        | 0               | 0             |

- **Potential markets:** Includes Australia an decrease of 84 (-9.68%) arrivals, China PRC increase of 480 (103.23%) arrivals compare to 2010 year to date, Guam decrease of 815 (-35.75%) arrivals, Hong Kong with increase of 50 (15.77%) arrivals on a year-to-date comparison, Philippines show an increase of 11 (1.70%) arrivals compare to last year 2010 year to date, Russia decrease by 17 (-5.00%) arrivals on year to date comparison.

| Potential Markets | Asiana Regular & Charter | China Airlines | Continental Airlines | Delta Airlines | Japan Airlines | Korean Airlines | Trans Asia Airlines | United Continental Holdings, Inc. | Fly Guam | Fly Guam Taipei | Private Plane |
|-------------------|--------------------------|----------------|----------------------|----------------|----------------|-----------------|---------------------|-----------------------------------|----------|-----------------|---------------|
| Australia         | 0                        | 3              | 42                   | 0              | 0              | 0               | 0                   | 0                                 | 0        | 0               | 0             |
| China, PRC        | 120                      | 11             | 67                   | 11             | 2              | 0               | 0                   | 1                                 | 0        | 0               | 0             |
| Guam              | 1                        | 0              | 87                   | 0              | 0              | 0               | 0                   | 2                                 | 45       | 3               | 0             |
| Hong Kong         | 0                        | 6              | 8                    | 0              | 0              | 0               | 0                   | 2                                 | 0        | 0               | 0             |
| Philippines       | 1                        | 0              | 63                   | 14             | 0              | 0               | 0                   | 0                                 | 1        | 0               | 0             |
| Russia            | 0                        | 0              | 5                    | 0              | 0              | 0               | 0                   | 0                                 | 0        | 0               | 0             |
| OTHERS            | 3                        | 2              | 122                  | 0              | 0              | 0               | 1                   | 0                                 | 3        | 0               | 0             |

**2010 Visitor Arrival For Each Market Group by Residency (Excluding Residents, Flight Crew, Students, Employment & Others)**

|                | JAN          | FEB          | MAR          | APRIL        | MAY          | JUNE         | JULY          | AUG          | SEPT         | OCT          | NOV          | DEC          | TOTAL         |
|----------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|--------------|---------------|
| AUS / NZ       | 52           | 52           | 63           | 169          | 154          | 104          | 170           | 104          | 85           | 77           | 92           | 40           | 1,162         |
| GERMANY        | 50           | 81           | 92           | 48           | 34           | 26           | 30            | 35           | 39           | 70           | 112          | 45           | 662           |
| GUAM           | 207          | 211          | 264          | 266          | 217          | 290          | 581           | 244          | 213          | 379          | 209          | 255          | 3,336         |
| HONG KONG      | 20           | 64           | 52           | 76           | 38           | 10           | 31            | 26           | 22           | 39           | 26           | 89           | 493           |
| ITALY          | 59           | 56           | 52           | 33           | 12           | 2            | 16            | 88           | 12           | 6            | 16           | 32           | 384           |
| JAPAN          | 2,378        | 2,855        | 3,322        | 1,373        | 1,931        | 1,074        | 2,298         | 2,766        | 3,127        | 2,040        | 2,067        | 4,087        | 29,318        |
| KOREA          | 1,311        | 1,077        | 1,079        | 1,125        | 1,067        | 1,002        | 1,826         | 2,214        | 925          | 1,155        | 1,216        | 1,147        | 15,144        |
| MICRONESIA     | 51           | 98           | 93           | 77           | 109          | 161          | 796           | 365          | 93           | 88           | 94           | 119          | 2,144         |
| PHILIPPINES    | 48           | 114          | 80           | 110          | 70           | 67           | 89            | 68           | 65           | 58           | 61           | 83           | 913           |
| PRC CHINA      | 53           | 183          | 9            | 32           | 21           | 42           | 81            | 44           | 33           | 94           | 26           | 107          | 725           |
| ROC TAIWAN     | 1,909        | 3,015        | 1,411        | 1,176        | 1,172        | 1,291        | 3,348         | 2,444        | 2,019        | 2,159        | 1,185        | 1,032        | 22,161        |
| RUSSIA         | 59           | 45           | 99           | 36           | 55           | 3            | 4             | 39           | 4            | 81           | 108          | 29           | 562           |
| SWITZERLAND    | 15           | 16           | 29           | 27           | 17           | 7            | 15            | 11           | 8            | 14           | 24           | 33           | 216           |
| UNITED KINGDOM | 31           | 24           | 30           | 37           | 30           | 10           | 23            | 30           | 21           | 21           | 22           | 32           | 311           |
| US MAINLAND    | 546          | 490          | 547          | 431          | 493          | 429          | 511           | 425          | 425          | 416          | 528          | 568          | 5,809         |
| OTHER EUROPE   | 92           | 134          | 147          | 101          | 68           | 41           | 79            | 116          | 66           | 88           | 207          | 136          | 1,275         |
| OTHERS         | 28           | 115          | 94           | 116          | 80           | 51           | 110           | 59           | 46           | 48           | 103          | 128          | 978           |
| <b>TOTAL</b>   | <b>6,909</b> | <b>8,630</b> | <b>7,463</b> | <b>5,233</b> | <b>5,568</b> | <b>4,610</b> | <b>10,008</b> | <b>9,078</b> | <b>7,203</b> | <b>6,833</b> | <b>6,096</b> | <b>7,962</b> | <b>85,593</b> |

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|                | JAN          | FEB          | MAR          | APRIL        | MAY          | JUNE         | JULY          | AUG           | SEPT     | OCT      | NOV      | DEC      | TOTAL         | Aug 2011      | Aug 2011       | Aug '11 YTD     |
|----------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|----------|----------|----------|----------|---------------|---------------|----------------|-----------------|
|                |              |              |              |              |              |              |               |               |          |          |          |          |               | vs. Aug 2010  | Market Share   | vs. Aug '10 YTD |
| AUS / NZ       | 65           | 68           | 77           | 189          | 180          | 117          | 43            | 45            |          |          |          |          | 784           | -56.73%       | 0.36%          | -9.68%          |
| GERMANY        | 89           | 88           | 77           | 41           | 21           | 18           | 18            | 56            |          |          |          |          | 408           | 60.00%        | 0.45%          | 3.03%           |
| GUAM           | 195          | 230          | 225          | 186          | 134          | 238          | 119           | 138           |          |          |          |          | 1,465         | -43.44%       | 1.12%          | -35.75%         |
| HONG KONG      | 53           | 45           | 57           | 112          | 42           | 26           | 16            | 16            |          |          |          |          | 367           | -38.46%       | 0.13%          | 15.77%          |
| ITALY          | 43           | 61           | 40           | 5            | 2            | 9            | 13            | 52            |          |          |          |          | 225           | -40.91%       | 0.42%          | -29.25%         |
| JAPAN          | 3,453        | 4,435        | 3,700        | 2,006        | 2,242        | 1,774        | 2,773         | 4,399         |          |          |          |          | 24,782        | 59.04%        | 35.66%         | 37.70%          |
| KOREA          | 1,204        | 887          | 516          | 742          | 880          | 903          | 2,438         | 2,417         |          |          |          |          | 9,987         | 9.17%         | 19.59%         | -6.67%          |
| MICRONESIA     | 75           | 66           | 74           | 141          | 113          | 134          | 68            | 49            |          |          |          |          | 720           | -86.58%       | 0.40%          | -58.86%         |
| PHILIPPINES    | 84           | 98           | 102          | 80           | 73           | 76           | 65            | 79            |          |          |          |          | 657           | 16.18%        | 0.64%          | 1.70%           |
| PRC CHINA      | 93           | 161          | 89           | 116          | 48           | 60           | 166           | 212           |          |          |          |          | 945           | 381.82%       | 1.72%          | 103.23%         |
| ROC TAIWAN     | 3,066        | 1,913        | 1,501        | 3,272        | 2,769        | 3,526        | 4,753         | 4,314         |          |          |          |          | 25,114        | 76.51%        | 34.97%         | 59.29%          |
| RUSSIA         | 69           | 69           | 68           | 66           | 26           | 10           | 10            | 5             |          |          |          |          | 323           | -87.18%       | 0.04%          | -5.00%          |
| SWITZERLAND    | 24           | 20           | 39           | 51           | 13           | 16           | 20            | 13            |          |          |          |          | 196           | 18.18%        | 0.11%          | 43.07%          |
| UNITED KINGDOM | 19           | 18           | 39           | 25           | 15           | 22           | 16            | 17            |          |          |          |          | 171           | -43.33%       | 0.14%          | -20.47%         |
| US MAINLAND    | 563          | 547          | 629          | 574          | 566          | 453          | 454           | 365           |          |          |          |          | 4,151         | -14.12%       | 2.96%          | 7.21%           |
| OTHER EUROPE   | 143          | 160          | 184          | 106          | 52           | 37           | 65            | 76            |          |          |          |          | 823           | -34.48%       | 0.62%          | 5.78%           |
| OTHERS         | 70           | 39           | 98           | 267          | 64           | 70           | 54            | 82            |          |          |          |          | 744           | 38.98%        | 0.66%          | 13.94%          |
| <b>TOTAL</b>   | <b>9,308</b> | <b>8,905</b> | <b>7,515</b> | <b>7,979</b> | <b>7,240</b> | <b>7,489</b> | <b>11,091</b> | <b>12,335</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>71,862</b> | <b>35.88%</b> | <b>100.00%</b> | <b>24.98%</b>   |