



Monthly Arrival Statistics Report

YTD 2011 vs. YTD 2010 Comparison

- February 2011 YTD visitor arrivals totaled at 18,213 compared to February 2010 YTD of 15,539 arrivals; this represents an increase of 2,674 (17.20%) arrivals on a year-to-date comparison.
- **Key markets:** Japan visitor arrivals increase of 2,655 (50.73%), Taiwan show an increase of 55 (1.11%) year to date arrivals, , Korea arrivals decrease of 297 (-12.43%), North America with an increase of 74 (7.14%) arrivals, whole Europe also increased by 141 (21.29%).
- **Potential markets:** Includes Australia with increase of 29 (27.88%) arrivals, China PRC increase of 18 (12.34%) arrivals, Guam increase of 10 (1.67%) arrivals, Hong Kong with increase of 14 (16.66%) arrivals on a year-to-date comparison, Philippines show an increase of 20 (12.34%) arrivals, Russia with an increase of 34 (32.69%) arrivals on year to date comparison.

February 2011 vs. February 2010 Comparison

- February 2011 month-end visitor arrivals totaled at 8,905 compared to February 2010 month-end of 8,630 arrivals; this increased of 275 (3.19%) on a month-end comparison.

Key Markets:

- Japan – ended the month with an increase of 1,580 (55.34%) arrivals compared to same month last year (4,435 arrivals in February 2011 vs. 2,855 arrivals in February 2010).
- Taiwan – ended month decrease of 1,102 (-36.55%) arrivals compared to same month last year (1,913 arrivals in February 2011 vs. 3,015 arrivals in February 2010).
- Korea – ended month with a decrease of 190 (-17.64%) arrivals compared to same month last year (887 arrivals in February 2011 vs. 1,077 arrivals in February 2010).
- North America – ended month with an increase of 57 (11.63%) arrivals compared to same month last year (547 arrivals in February 2011 vs. 490 arrivals in February 2010).
- Europe – ended month with an increase of 60 (16.85%) arrivals compared to same month last year (416 arrivals in February 2011 vs. 356 arrivals in February 2010).

Potential Markets:

- Australia – ended month with an increase of 16 (30.77%) arrivals in February 2011 as compared to February 2010, month-to-month comparison basis (68 arrivals in February 2011 vs. 52 arrivals in February 2010).
- China, PRC – 12.02% decrease in February 2011 arrival 161 compared to February 2010 arrival of 183.
- Guam – 9.00% increase in February 2011 as compared to February 2010, (230 arrivals in February 2011 vs. 211 arrivals in February 2010)
- Hong Kong – ended month with decrease of 19 (29.69%) arrivals in February 2011 as compared to February 2010, month-to-month comparison basis (45 arrivals in February 2011 vs. 64 arrivals in February 2010).
- Philippines – 14.04% decrease in February 2011 as compared to February 2010, (98 arrivals in February 2011 vs. 114 arrivals in February 2010)
- Russia – 53.33% increase in February 2011 as compared to February 2010, (69 arrivals in February 2011 vs. 45 arrivals in February 2010).

2010 Visitor Arrival For Each Market Group by Residency

	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
TOTAL	6,909	8,630	7,463	5,233	5,568	4,610	10,008	9,078	7,203	6,833	6,096	7,962	85,593

2011 Visitor Arrival For Each Market Group by Residency

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL	Feb 2011 vs. Feb 2010	Feb 2011 Market Share	Feb '11 YTD vs. Feb '10 YTD
AUS / NZ	65	68											133	30.77%	0.76%	27.88%
GERMANY	89	88											177	8.64%	0.99%	35.11%
GUAM	195	230											425	9.00%	2.58%	1.67%
HONG KONG	53	45											98	-29.69%	0.51%	16.66%
ITALY	43	61											104	8.93%	0.69%	-9.56%
JAPAN	3,453	4,435											7,888	55.34%	49.80%	50.73%
KOREA	1,204	887											2,091	-17.64%	9.96%	-12.43%
MICRONESIA	75	66											141	-32.65%	0.74%	-5.36%
PHILIPPINES	84	98											182	-14.04%	1.10%	12.34%
PRC CHINA	93	161											254	-12.02%	1.81%	7.62%
ROC TAIWAN	3,066	1,913											4,979	-36.55%	21.48%	1.11%
RUSSIA	69	69											138	53.33%	0.77%	32.69%
SWITZERLAND	24	20											44	25.00%	0.22%	41.93%
UNITED KINGDOM	19	18											37	-25.00%	0.20%	-32.72%
US MAINLAND	563	547											1,110	11.63%	6.14%	7.14%
OTHER EUROPE	143	160											303	19.40%	1.80%	34.07%
OTHERS	70	39											109	-66.09%	0.44%	-23.77%
TOTAL	9,308	8,905	-	-	-	-	-	-	-	-	-	-	18,213	3.19%	100.00%	17.20%