

# 旅遊統計

## ESTATÍSTICAS DO TURISMO *TOURISM STATISTICS*

# 2018

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### 官方統計

**Estatística Oficial**

*Official Statistics*

倘刊登此等統計資料，須指出資料來源

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結果分析.....	
Análise de resultados.....	
Analysis of Results .....	
入境旅客.....	
Entrada de visitantes.....	
Visitor Arrivals.....	
酒店住宿.....	
Alojamento dos hotéis/pensões.....	
Hotel/Guesthouse Accommodation.....	
旅客消費.....	
Despesa dos visitantes .....	
Spending of Visitors.....	
各地旅客	
Visitantes por mercado de origem	
Visitors by Source Market	
亞洲旅客.....	
Visitantes da Ásia.....	
Asian Visitors.....	
其他國家旅客.....	
Visitantes de outros países .....	
Visitors from Other Countries.....	
旅客意見.....	
Comentários dos visitantes .....	
Visitors' Comments.....	
外出居民.....	
Residentes que viajaram para o exterior.....	
Outbound Residents.....	
入境旅客及消費概覽.....	
Entradas de visitantes e respectiva despesa total .....	
Snapshot of Visitor Arrivals to Macao and Total Spending of Visitors .....	
說明.....	
Notas explicativas.....	
Explanatory Notes .....	
符號註釋及其他註釋.....	
Sinais convencionais e outras notas	
Symbols and Other Notes	
統計表.....	
Quadros estatísticos	
Tables	
可提供資料.....	
Informação disponível	
Available Information	

# Analysis of Results

## Overview

- Visitor arrivals reached 35,803,663 in 2018, up by 9.8% year-on-year; overnight visitors (18,492,951) and same-day visitors (17,310,712) increased by 7.2% and 12.7% respectively. The average length of stay of visitors held steady year-on-year at 1.2 days, with that of overnight visitors (2.2 days) rising by 0.1 day and that of same-day visitors (0.2 day) remaining unchanged. Meanwhile, visitors on package tours rose by 5.9% year-on-year to 9,130,432.
- There were 116 hotels & guesthouses operating at end-2018, an increase of 5 year-on-year. Number of available guest rooms grew by 5.8% to 38,809. Hotels & guesthouses recorded 14,106,751 guests (+7.2%), with visitor-guests (13,342,720) rising by 7.7%. The average occupancy rate of hotels & guesthouses reached 91.1%, up by 3.9 percentage points year-on-year. Guests of hotels & guesthouses stayed at an average of 1.5 nights, the same as in 2017.
- Total spending (excluding gaming expenses) of visitors amounted to MOP69.69 billion in 2018, up by 13.6% year-on-year. Spending of overnight visitors (MOP56.24 billion) and same-day visitors (MOP13.45 billion) grew by 13.0% and 16.2% respectively. Meanwhile, per-capita spending of visitors was MOP1,946, up by 3.5%, and that of overnight visitors (MOP3,041) and same-day visitors (MOP777) increased by 5.5% and 3.1% respectively.
- A total of 1,578,526 outbound residents used services of travel agencies, a growth of 13.5% year-on-year. Among them, residents travelling under own arrangements surged by 26.7% to 1,051,721, while those travelling on package tours decreased by 6.1% to 526,805.

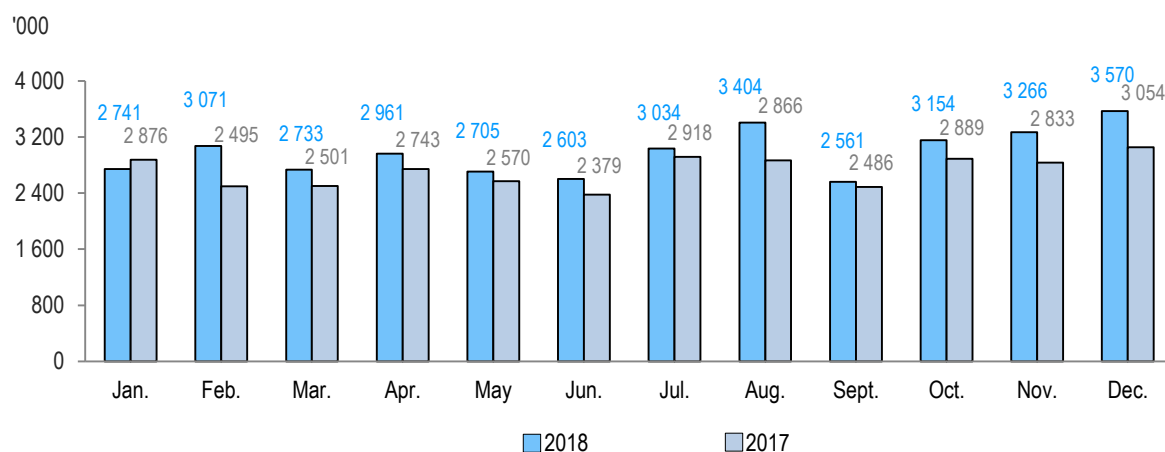
## Principal Indicators

	2018	2017 <sup>r</sup>	Change (%)
<b>Visitors</b>			
Visitor Arrivals ('000)	35 804	32 611	9.8
Overnight Visitors	18 493	17 255	7.2
Same-day Visitors	17 311	15 356	12.7
Average Length of Stay (Day)	1.2	1.2	-
Overnight Visitors	2.2	2.1	0.1 day
Same-day Visitors	0.2	0.2	-
Visitors on Package Tours ('000)	9 130	8 623	5.9
Visitors Arriving on Guided Tours	8 752	7 919	10.5
<b>Hotels &amp; Guesthouses</b>			
Operating Establishments	116	111	5 estab.
Guest Rooms	38 809	36 682	5.8
Guests ('000)	14 107	13 155	7.2
Average Occupancy Rate (%)	91.1	87.2	3.9 p.p.
Average Length of Stay of Guests (Night)	1.5	1.5	-
<b>Spending of Visitors</b>			
Total Spending (Million MOP)	69 687	61 324	13.6
Overnight Visitors	56 237	49 753	13.0
Same-day Visitors	13 450	11 571	16.2
Per-capita Spending (MOP)	1 946	1 880	3.5
Overnight Visitors	3 041	2 883	5.5
Same-day Visitors	777	754	3.1
<b>Outbound Residents Using Services</b>			
of Travel Agencies ('000)	1 579	1 391	13.5
On Package Tours	527	561	-6.1
Under Own Arrangements	1 052	830	26.7

## Visitor Arrivals

Analysed by month, visitor arrivals in January dropped by 4.7% year-on-year to 2,741,465, as the Lunar New Year fell in February 2018 (but in January 2017); yet, number of visitors in all the other months showed growth to different extents. Attributable to the opening of the Hong Kong-Zhuhai-Macao Bridge in late October, visitor arrivals in October (3,154,291), November (3,266,283) and December (3,569,825) rose by 9.2%, 15.3% and 16.9% respectively year-on-year. Meanwhile, February (3,070,937) and August (3,403,503) recorded relatively high increases in visitor arrivals, at 23.1% and 18.7% respectively.

Visitor Arrivals by Month

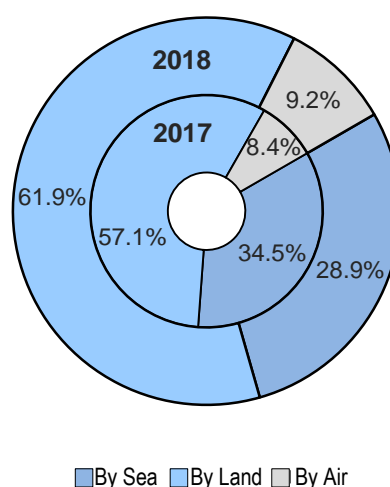


In terms of mode of transport, visitor arrivals by land grew by 18.9% year-on-year to 22,152,467 (with 1,052,838 coming through the Hong Kong-Zhuhai-Macao Bridge); those arriving at the Border Gate (18,224,963) went up by 13.2%. Visitor arrivals by air totalled 3,295,800, up by 20.1%; those arriving at the airport (3,276,220) recorded a rise of 19.9%. On the other hand, visitor arrivals by sea dropped by 7.8% to 10,355,396, with those disembarking at the Outer Harbour Ferry Terminal (6,109,199) and the Taipa Ferry Terminal (4,246,197) falling by 11.3% and 2.3% respectively.

Visitor Arrivals by Point of Entry

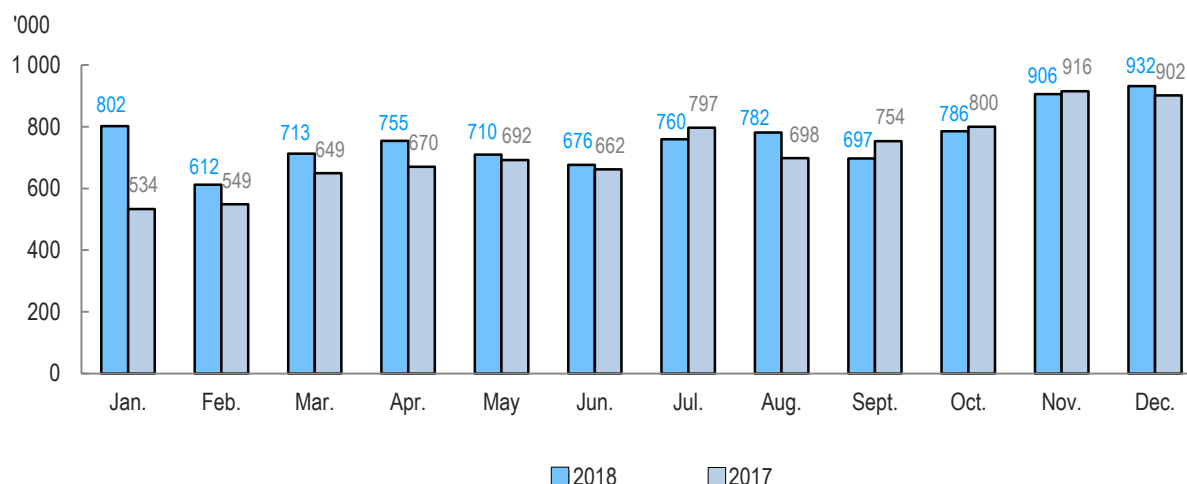
	2018	2017	Change(%)
<b>By Land</b>	22 152	18 630	18.9
Checkpoint of Border Gate	18 225	16 099	13.2
Checkpoint of Cotai	2 859	2 515	13.7
Checkpoint of Trans-border Industrial Park	16	16	0.6
Checkpoint of Hong Kong-Zhuhai-Macao Bridge	1 053	..	..
<b>By Sea</b>	10 355	11 236	-7.8
Outer Harbour	6 109	6 889	-11.3
Taipa Ferry Terminal	4 246	4 347	-2.3
<b>By Air</b>	3 296	2 745	20.1
Airport	3 276	2 732	19.9
Heliport of Outer Harbour	20	13	50.3

Structure of Visitor Arrivals by Mode of Transport



Note: The checkpoint of the Hong Kong-Zhuhai-Macao Bridge started operation as from 24 October 2018.

Visitors on Package Tours by Month



Number of visitors on package tours in January (802,269) surged by 50.3% year-on-year. As fewer package tour visitors came to Macao during the Lunar New Year, February recorded the lowest number (611,825) in the year despite an increase of 11.5%. Meanwhile, package tour visitors peaked in December (931,958), up by 3.3% year-on-year.

Among the package tour visitors, 8,752,436 arrived on guided tours, a growth of 10.5% year-on-year; however, those joining local tours fell by 46.3% to 377,996.

With respect to economic activity status of visitors, results of the Visitor Expenditure Survey indicated that 24.1% of the visitors in 2018 were "administrators and managers" and 16.0% were "technicians and associate professionals", up by 1.4 percentage points and 2.7 percentage points respectively year-on-year; whereas the proportion of "unemployed and economically inactive persons" (such as housewives and retirees) dropped by 6.0 percentage points to 21.3%.

Economic Activity Status of Visitors	%		
	2018	2017	Difference (p.p.)
Administrators and Managers	24.1	22.7	1.4
Professionals	11.7	10.7	1.0
Technicians and Associate Professionals	16.0	13.3	2.7
Clerks	13.3	13.7	-0.4
Service and Sales Workers	9.3	8.8	0.5
Other Employed and Economically Active Persons	4.3	3.5	0.8
Unemployed and Economically Inactive Persons	21.3	27.3	-6.0

## Hotel & Guesthouse Accommodation

There were 116 hotels & guesthouses operating at end-2018, up by 5 year-on-year. Number of available guest rooms increased by 2,127 (or 5.8%) to 38,809, of which 5-star (24,494) and 4-star hotel rooms (7,724) accounted for 63.1% and 19.9% respectively.

For the whole year of 2018, a total of 14,106,751 guests checked into hotels & guesthouses, a growth of 7.2% year-on-year. Visitor-guests constituted 94.6% of the total guests. Analysed by classification of accommodation establishment, all star-rated hotels and guesthouses saw year-on-year growth in number of guests, with 5-star hotel guests rising by 11.6% to 7,883,760.

### Principal Indicators of Hotels & Guesthouses

	Operating Establishments (No.)	Year-on-year Difference (No.)	Guest Rooms (No.)	Year-on-year Change (%)	Average Occupancy Rate (%)	Year-on-year Difference (p.p.)
Total	116	5	38 809	5.8	91.1	3.9
Hotels	82	4	38 078	5.7	91.6	3.9
5-star	35	2	24 494	9.6	92.4	4.6
4-star	17	-	7 724	0 <sup>#</sup>	91.3	1.9
3-star	16	-	4 987	-3.8	91.5	5.3
2-star	14	2	873	11.9	73.2	-1.9
Guesthouses	34	1	731	13.3	62.1	2.6

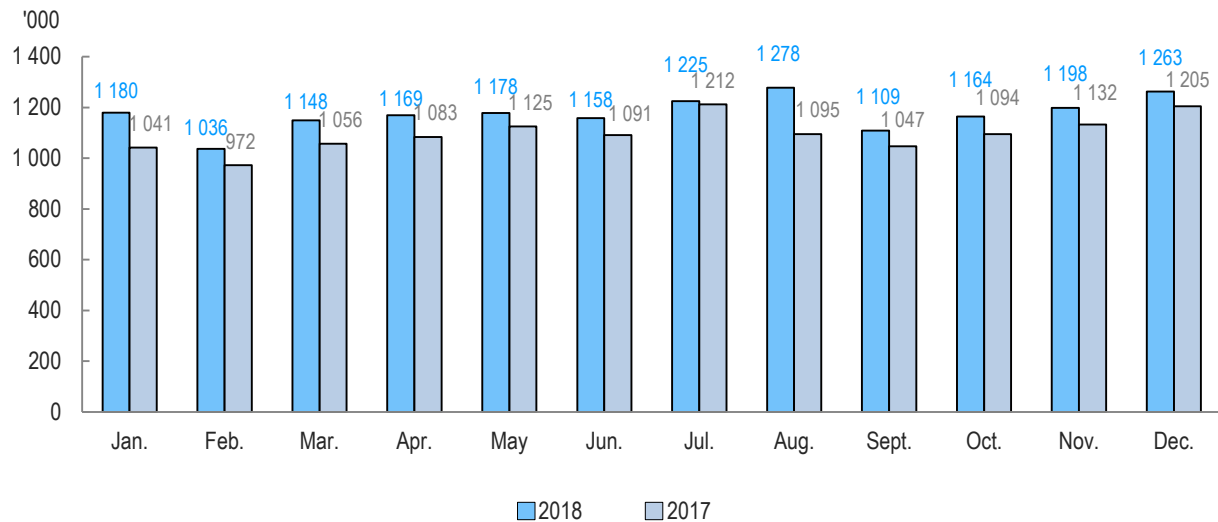
The average occupancy rate of hotels & guesthouses stood at 91.1% in 2018, a year-on-year rise of 3.9 percentage points. Apart from 2-star hotels, the occupancy rates of hotels of all other ratings as well as guesthouses registered increases, of which the rate of 5-star hotels grew by 4.6 percentage points to 92.4%. The average length of stay of guests held stable year-on-year at 1.5 nights; 5-star hotel guests stayed an average of 1.7 nights, up by 0.1 night.

### Number of Guests and Average Length of Stay

	Number of Guests ('000)	Year-on-year Change (%)	Average Length of Stay (Night)	Year-on-year Difference (Night)
Total	14 107	7.2	1.5	-
Hotels	13 895	7.1	1.5	-
5-star	7 884	11.6	1.7	0.1
4-star	3 632	0.1	1.2	-0.1
3-star	2 009	1.4	1.3	-0.1
2-star	370	23.3	1.2	-
Guesthouses	212	19.3	1.4	-

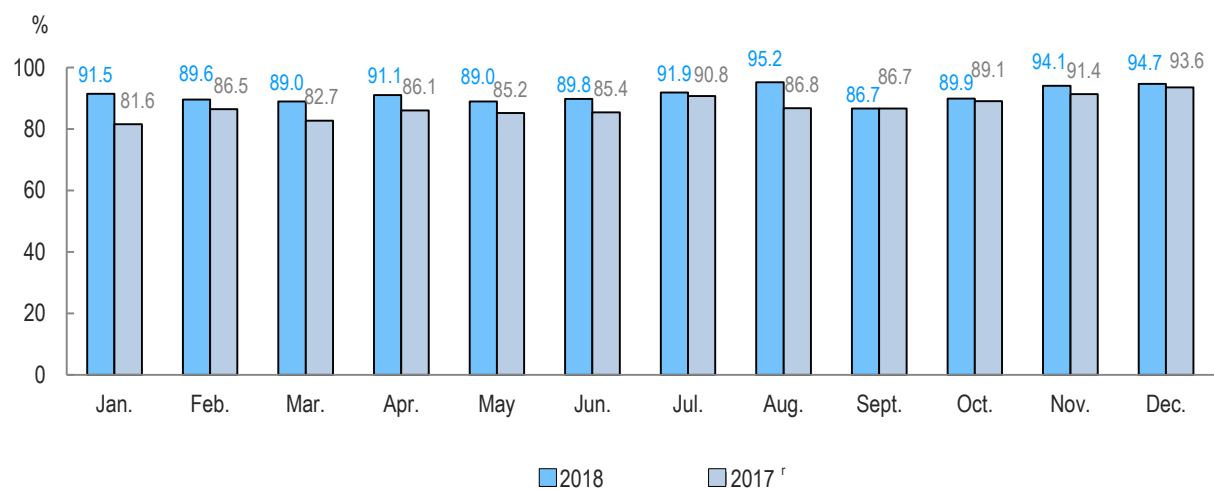
Analysed by month, number of guests in hotels & guesthouses recorded year-on-year increase all through the year, with the figures in August and January rising by 16.7% and 13.3% respectively. In addition, August took the lead in number of guests (1,277,782), followed by December (1,262,979) and July (1,225,185).

Guests of Hotels & Guesthouses by Month



As regards the average occupancy rate of hotels & guesthouses, August logged the highest rate of the year (95.2%), followed by December (94.7%) and November (94.1%). Meanwhile, the occupancy rate in September was the lowest, at 86.7%.

Average Occupancy Rate by Month

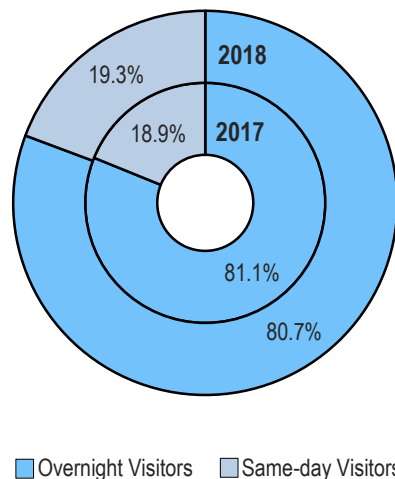




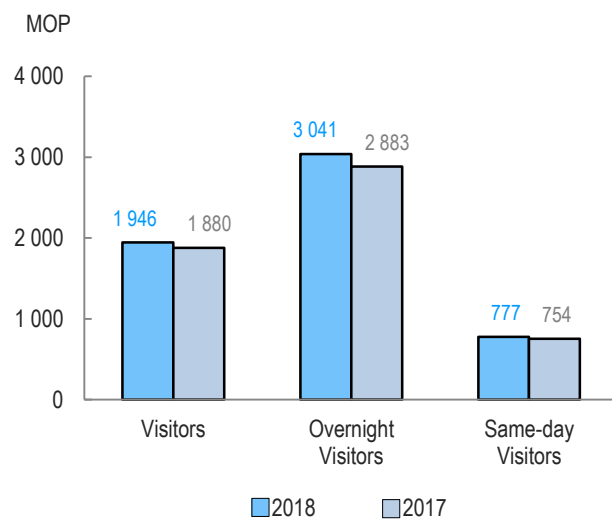
## Spending of Visitors <sup>a</sup>

Underpinned by the increases in visitor arrivals and their per-capita spending, total spending of visitors increased by 13.6% year-on-year to MOP69.69 billion in 2018. Total spending of overnight visitors (MOP56.24 billion) and same-day visitors (MOP13.45 billion) saw respective growth of 13.0% and 16.2%. Meanwhile, per-capita spending of visitors rose by 3.5% to MOP1,946, with that of overnight visitors (MOP3,041) and same-day visitors (MOP777) growing by 5.5% and 3.1% respectively.

Proportions of Total Spending of Overnight and Same-day Visitors

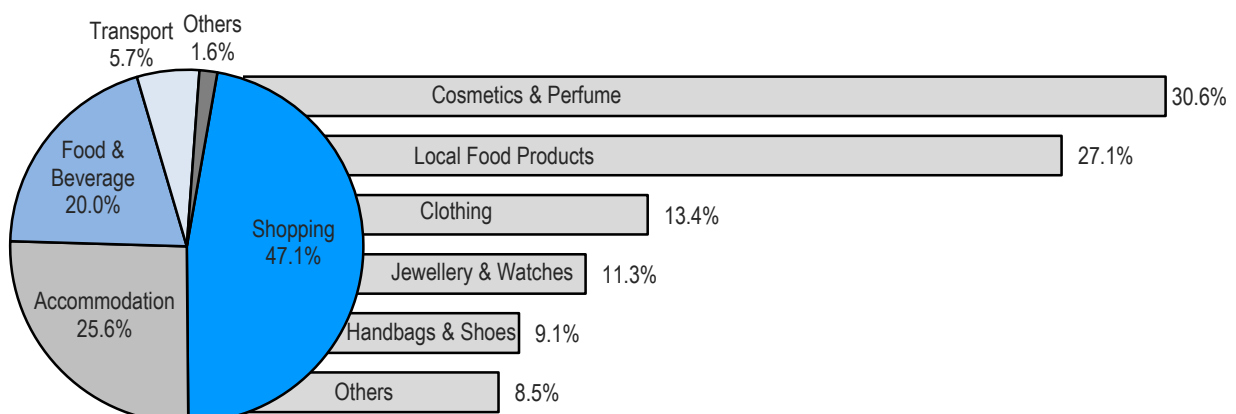


Per-capita Spending of Visitors



With respect to type of expense, Shopping took up 47.1% of visitor spending, followed by Accommodation and Food & Beverage, at 25.6% and 20.0% respectively. Overnight visitors spent 40.2% of their total spending on Shopping and 31.7% on Accommodation; meanwhile, the proportion of shopping spending of same-day visitors predominated at 76.0%.

Structure of Visitor Spending



<sup>a</sup> Excluding gaming expenses

In 2018, per-capita shopping spending of visitors was MOP916, up by 7.2% year-on-year. Spending on Cosmetics & Perfume (MOP280) expanded by 21.9% while that on Local Food Products (MOP248) dropped by 1.5%. Among the overnight visitors, per-capita shopping spending increased by 8.6% to MOP1,222, of which spending on Cosmetics & Perfume (MOP355) and Local Food Products (MOP318) showed respective growth of 15.6% and 4.4%. Per-capita shopping spending of same-day visitors went up by 7.3% to MOP590, with spending on Cosmetics & Perfume (MOP200) surging by 40.1%.

## Per-capita Spending of Visitors by Type of Expense

MOP

	Visitors	Year-on-year Change (%)	Overnight Visitors	Year-on-year Change (%)	Same-day Visitors	Year-on-year Change (%)
Shopping	916	7.2	1 222	8.6	590	7.3
Clothing	123	13.3	217	21.6	23	-24.5
Jewellery & Watches	104	15.9	135	18.1	71	14.1
Local Food Products	248	-1.5	318	4.4	174	-10.0
Cosmetics & Perfume	280	21.9	355	15.6	200	40.1
Handbags & Shoes	84	-8.1	133	-8.9	31	6.1
Others	78	-7.3	64	-14.9	92	-1.2
Accommodation	498	2.7	965	5.2	-	-
Food & Beverage	389	-0.8	663	3.5	96	-15.2
Others	143	-4.0	191	-4.7	91	0.8

Analysed by main purpose of visit, visitors coming for MICE events had relatively high per-capita spending at MOP3,506, up by 1.4% year-on-year. Per-capita spending of those coming to Macao for shopping (MOP2,618) and vacation (MOP2,552) both went up by 1.8%, whereas spending of those coming for business & professional purposes (MOP1,199) slipped by 18.3%.

The proportions of visitors coming to Macao for vacation (54.5%), shopping (8.9%) and business & professional purposes (5.1%) rose by 1.2 percentage points, 0.9 percentage points and 0.6 percentage points respectively year-on-year. The proportion of those coming for visiting relatives & friends (5.5%) edged down by 0.5 percentage points, while the share of those coming for MICE events (0.9%) remained unchanged.

## Per-capita Spending of Visitors by Main Purpose of Visit

	Structure of Visitors (%)			Per-capita Spending (MOP)		
	2018	2017	Difference (p.p.)	2018	2017	Change (%)
Overall	100.0	100.0	..	1 946	1 880	3.5
Of which:						
Attending MICE Events	0.9	0.9	-	3 506	3 456	1.4
Vacation	54.5	53.3	1.2	2 552	2 508	1.8
Shopping	8.9	8.0	0.9	2 618	2 571	1.8
Business & Professional	5.1	4.5	0.6	1 199	1 468	-18.3
Visiting Relatives & Friends	5.5	6.0	-0.5	1 288	1 394	-7.6
Gaming	2.6	5.4	-2.8	1 188	985	20.6
Transit	14.9	14.3	0.6	447	294	52.0

## Asian Visitors

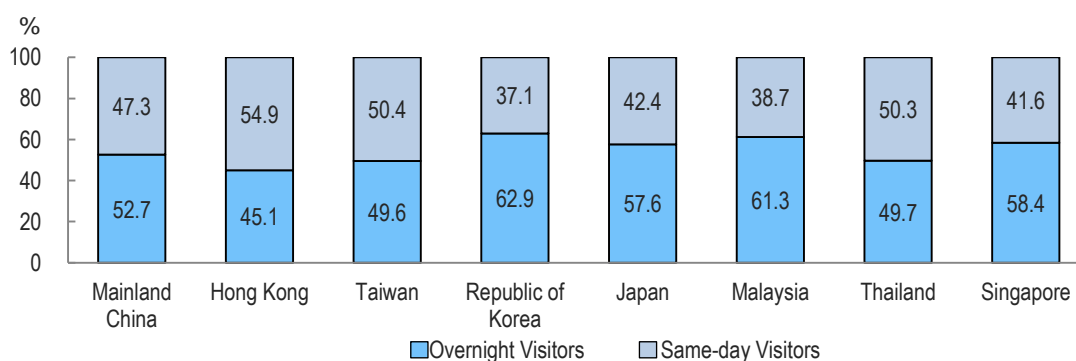
Visitors from Asia reached 35,078,957 (98.0% of total visitor arrivals) in 2018, a year-on-year rise of 9.9%; overnight visitors (18,135,384) and same-day visitors (16,943,573) increased by 7.3% and 12.9% respectively. Among the principal visitor markets, visitors from Mainland China (25,260,556) predominated, taking up 72.0% of the Asian visitors. The average length of stay of visitors from the Republic of Korea (1.4 days) and Malaysia (1.4 days) was the longest, whereas that of Hong Kong visitors (0.9 day) was relatively short.

On the other hand, number of visitors from Mainland China, Malaysia, Hong Kong and Taiwan showed year-on-year growth, whereas visitors from the Republic of Korea, Japan, Thailand and Singapore decreased. For the whole year of 2018, package tour visitors from Asia rose by 6.0% year-on-year to 9,081,112; among them, 95.9% (8,704,312) arrived on guided tours. Meanwhile, per-capita spending of visitors from Mainland China (MOP2,242), Japan (MOP1,871) and Singapore (MOP1,853) was comparatively high.

### Principal Indicators of Asian Visitors

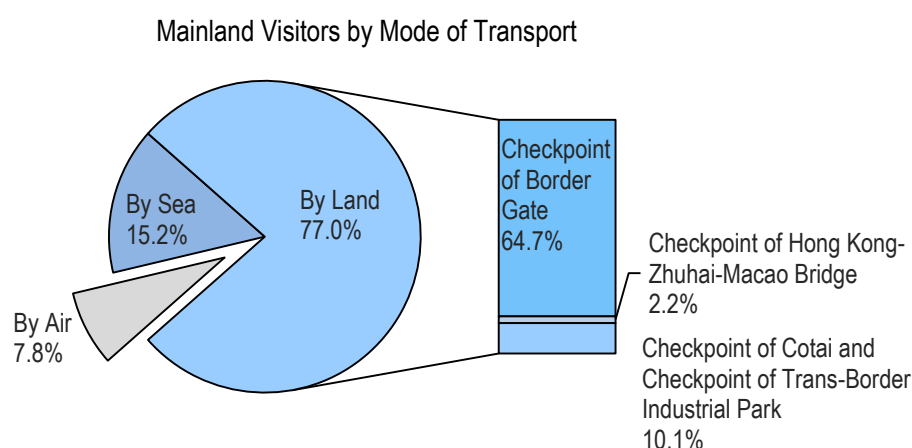
	Mainland China	Hong Kong	Taiwan	Republic of Korea	Japan	Malaysia	Thailand	Singapore
<b>Visitors</b>								
Visitor Arrivals ('000)	25 261	6 328	1 061	813	326	228	181	135
Overnight Visitors	13 315	2 854	526	512	188	140	90	79
Same-day Visitors	11 946	3 474	535	301	138	88	91	56
Average Length of Stay (Day)	1.3	0.9	1.1	1.4	1.0	1.4	1.2	1.3
Overnight Visitors	2.2	1.6	2.1	2.1	1.6	2.1	2.3	2.0
Same-day Visitors	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.2
Visitors on Package Tours ('000)	7 137	142	696	617	128	59	85	13
Visitors Arriving on Guided Tours	6 834	136	670	615	115	56	82	11
<b>Hotels &amp; Guesthouses</b>								
Guests ('000)	9 717	1 514	477	484	189	111	68	72
Average Length of Stay (Night)	1.3	1.5	1.8	1.7	1.7	1.9	1.9	2.1
<b>Spending of Visitors</b>								
Total Spending (Million MOP)	56 647	6 672	1 711	~	610	366	209	250
Overnight Visitors	45 308	5 279	1 602	~	546	328	178	223
Same-day Visitors	11 339	1 393	109	~	63	38	31	27
Per-capita Spending (MOP)	2 242	1 054	1 613	~	1 871	1 605	1 152	1 853
Overnight Visitors	3 403	1 850	3 044	~	2 910	2 350	1 971	2 835
Same-day Visitors	949	401	204	~	459	427	343	474

Structure of Overnight Visitors and Same-day Visitors



## Mainland Visitors

Visitors from Mainland China accounted for 70.6% of the visitor arrivals to Macao. Number of visitors continued to rise in 2018, up by 13.8% year-on-year to 25,260,556; those travelling under the Individual Visit Scheme (IVS) totalled 12,267,344 (48.6% of Mainland visitors), an increase of 15.6%. Overnight visitors (13,314,811) and same-day visitors (11,945,745) increased by 11.6% and 16.4% respectively. The average length of stay of Mainland visitors held steady year-on-year at 1.3 days, with that of overnight visitors (2.2 days) and same-day visitors (0.2 days) remaining unchanged. Package tour visitors rose by 3.1% year-on-year to 7,137,215 (78.2% of total package tour visitors); those arriving on guided tours (6,833,891) saw a growth of 8.6%.



In terms of mode of transport, there were 19,444,284 Mainland visitors (77.0% of the total) who came to Macao by land, up by 18.3% year-on-year, with those arriving through the Border Gate (16,340,833) increasing by 14.9% and those entering via the Hong Kong-Zhuhai-Macao Bridge accounting for 554,617. Meanwhile, 3,844,441 Mainland visitors came to Macao by sea, down by 10.9% year-on-year.

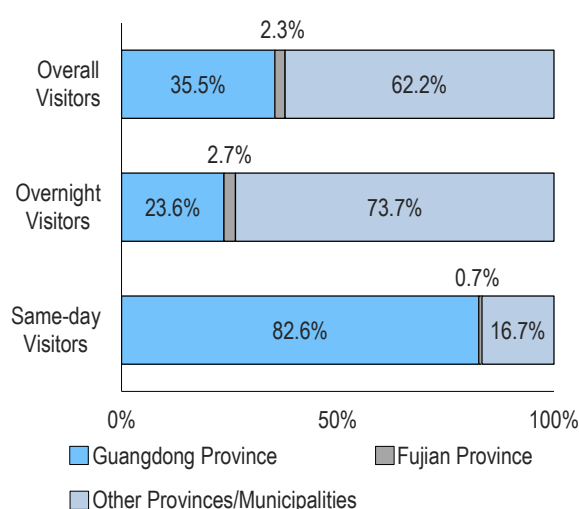
## Mainland Visitors by Principal Provinces and Municipalities

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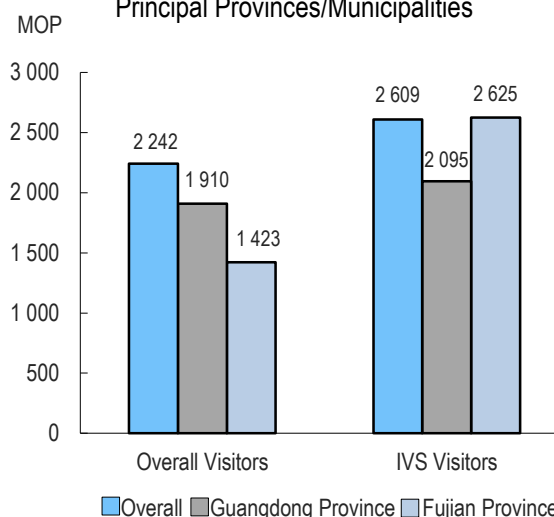
	2018	2017	Change (%)	Visitors under Individual Visit Scheme			
				2018	Percentage of Provincial/Municipal Total (%)	2017	Change (%)
Total	25 261	22 196	13.8	12 267	48.6	10 615	15.6
Of which:							
Guangdong	10 516	9 233	13.9	8 586	81.6	7 440	15.4
Hunan	1 193	1 006	18.6	139	11.6	116	19.7
Fujian	925	837	10.5	242	26.2	215	12.6
Hubei	869	737	17.9	261	30.0	233	11.9
Beijing	382	354	8.1	332	86.7	302	9.8
Shanghai	687	610	12.6	649	94.5	570	13.9
Tianjin	136	139	-2.7	127	93.5	128	-1.3
Chongqing	291	256	13.3	150	51.7	132	13.4

Analysed by province and municipality, Mainland visitors coming from Guangdong Province rose by 13.9% year-on-year to 10,516,328 (41.6% of total); more than 80% of them were IVS visitors, totalling 8,586,133, up by 15.4%. Both visitors and IVS visitors from Hunan Province, Fujian Province and Hubei Province registered double-digit growth. In addition, the majority of the visitors from Shanghai and Tianjin were IVS visitors, with respective proportions dominating at 94.5% and 93.5%.

Structure of Total Spending of Visitors by Principal Provinces/Municipalities



Per-capita Spending of Visitors by Principal Provinces/Municipalities



In 2018, total spending of Mainland visitors grew by 15.9% year-on-year to MOP56.65 billion, with spending of those from Guangdong Province (MOP20.09 billion) and Fujian Province (MOP1.32 billion) rising by 17.6% and 4.3% respectively. Overnight visitors spent MOP45.31 billion (+15.5%) and same-day visitors spent MOP11.34 billion (+17.4%).

Total spending of Mainland IVS visitors amounted to MOP32.01 billion, an uplift of 21.3% year-on-year; spending of those from Guangdong Province (MOP17.99 billion) and Fujian Province (MOP635 million) rose by 18.4% and 20.2% respectively.

Per-capita Spending of Visitors

	Mainland Visitors	Year-on-year Change (%)	IVS Visitors	Year-on-year Change (%)
Total	2 242	1.8	2 609	4.9
Shopping	1 202	4.4	1 619	7.6
Accommodation	523	1.3	487	8.3
Food & Beverage	406	-1.6	398	-4.9
Others	111	-9.4	105	-7.1

Per-capita Shopping Spending



In regard to per-capita spending, Mainland visitors spent an average of MOP2,242, up by 1.8% year-on-year. Per-capita spending on Shopping (MOP1,202) and Accommodation (MOP523) grew by 4.4% and 1.3% respectively; however, spending on Food & Beverage (MOP406) dropped by 1.6%. With respect to type of purchase, visitors spent mostly on Cosmetics & Perfume (MOP393), up by 17.9%, whereas spending on Local Food Products (MOP283) went down by 5.0%. In addition, per-capita spending of Guangdong visitors (MOP1,910) grew by 3.3%, while that of Fujian visitors (MOP1,423) fell by 5.6%.

IVS visitors spent an average of MOP2,609, up by 4.9% year-on-year. Shopping spending accounted for 62.0% of the total, at MOP1,619, which was primarily spent on Cosmetics & Perfume (MOP466) and Local Food Products (MOP374).

In 2018, per-capita spending of Mainland overnight visitors increased by 3.5% year-on-year to MOP3,403, with the majority being spent on Shopping (45.7% of total) and Accommodation (29.1%). Within the per-capita shopping spending (MOP1,555), MOP487 was spent on Cosmetics & Perfume and MOP345 on Local Food Products. Per-capita spending of overnight Guangdong visitors (MOP3,002) rose by 5.6% whereas that of overnight Fujian visitors (MOP2,326) reduced by 5.2%.

Overnight IVS visitors spent an average of MOP3,980, up by 8.3% year-on-year, and their shopping spending accounted for 50.3% of the total, at MOP2,002. Per-capita spending of overnight IVS visitors from Guangdong Province (MOP3,197) and Fujian Province (MOP3,226) grew by 4.4% and 11.4% respectively.

#### Per-capita Spending of Overnight Visitors and Same-day Visitors

MOP

	Mainland Visitors						Visitors under Individual Visit Scheme					
	Overnight Visitors			Same-day Visitors			Overnight Visitors			Same-day Visitors		
	Total	Guangdong	Fujian	Total	Guangdong	Fujian	Total	Guangdong	Fujian	Total	Guangdong	Fujian
Total	3 403	3 002	2 326	949	1 349	204	3 980	3 197	3 226	1 456	1 567	519
Shopping	1 555	1 477	919	809	1 213	69	2 002	1 668	1 260	1 297	1 421	283
Accommodation	993	819	792	-	-	-	1 067	806	1 099	-	-	-
Food & Beverage	690	567	483	89	106	57	731	582	683	118	118	98
Others	166	139	132	51	29	79	181	141	184	41	29	138

As regards same-day visitors, their per-capita spending edged up by 0.9% year-on-year to MOP949, of which shopping spending (MOP809) took a dominant share of 85.2%. Most of the shopping spending was spent on Cosmetics & Perfume (MOP289) and Local Food Products (MOP214). Spending of same-day visitors from Guangdong Province (MOP1,349) and Fujian Province (MOP204) registered respective growth of 2.6% and 14.0% year-on-year. Same-day IVS visitors spent MOP1,456 on average, up slightly by 0.7%; those from Guangdong Province and Fujian Province spent an average of MOP1,567 and MOP519 respectively.

Analysed by main purpose of visit, 56.3% of the Mainland visitors came to Macao for vacation, up by 1.2 percentage points year-on-year; the proportions of transit visitors (17.0%) and visitors coming for shopping (12.3%) inched up by 0.2 percentage points and 0.9 percentage points respectively. With respect to economic activity status of visitors, 25.1% of the visitors were "administrators and managers", up marginally by 0.7 percentage points; meanwhile, 21.4% of them were "unemployed and economically inactive persons", down by 5.2 percentage points.

#### Guests of Hotels & Guesthouses

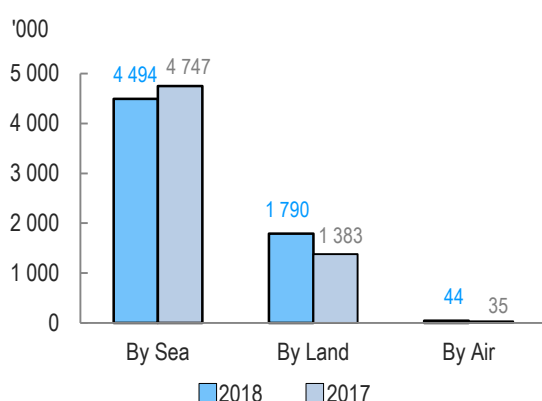


In terms of accommodation, Mainland visitors checking into hotels & guesthouses rose by 12.5% year-on-year to 9,716,953 in 2018, with those staying in 5-star hotels (51.3% of total) rising by 17.3%. Visitor-guests accounted for 73.0% of the Mainland overnight visitors, a slight increase of 0.6 percentage points from 72.4% in 2017. The average length of stay of visitors held stable year-on-year, at 1.3 nights.

## Hong Kong Visitors

Visitors from Hong Kong increased by 2.6% year-on-year to 6,327,925, attributable to a 7.7% growth in number of same-day visitors (3,474,350); however, overnight visitors (2,853,575) decreased by 2.9%. Hong Kong visitors coming to Macao by sea totalled 4,494,177 (71.0% of total), down by 5.3% year-on-year, with those disembarking at the Outer Harbour Ferry Terminal (2,761,070) and the Taipa Ferry Terminal (1,733,107) falling by 6.1% and 4.1% respectively. Meanwhile, visitors arriving by land surged by 29.4% to 1,789,734 on account of the opening of the Hong Kong-Zhuhai-Macao Bridge; yet, those entering through the Border Gate (1,234,140) dropped by 1.5%. The average length of stay of visitors held stable at 0.9 day, and that of overnight visitors (1.6 days) shortened by 0.1 day while that of same-day visitors (0.2 day) remained unchanged. Furthermore, package tour visitors declined by 15.7% year-on-year to 142,443.

### Visitors by Mode of Transport



### Visitor Arrivals by Major Point of Entry

	2018	2017	Change(%)
Outer Harbour	2 761	2 940	-6.1
Taipa Ferry Terminal	1 733	1 808	-4.1
Checkpoint of Border Gate	1 234	1 254	-1.5
Checkpoint of Hong Kong-Zhuhai-Macao Bridge	415	..	..
Checkpoint of Cotai	134	122	9.4

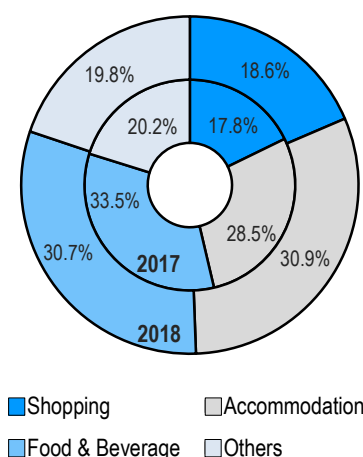
Note: The checkpoint of the Hong Kong-Zhuhai-Macao Bridge started operation as from 24 October 2018.

Total spending of Hong Kong visitors amounted to MOP6.67 billion, an increase of 11.5% year-on-year; spending of overnight visitors (MOP5.28 billion) and same-day visitors (MOP1.39 billion) rose by 10.4% and 16.0% respectively. Furthermore, Hong Kong visitors spent an average of MOP1,054, up by 8.7%, with per-capita spending of overnight visitors (MOP1,850) and same-day visitors (MOP401) rising by 13.7% and 7.8% respectively.

### Spending of Visitors

	2018	2017	Change (%)
<b>Total Spending (Million MOP)</b>			
Visitors	6 672	5 982	11.5
Overnight Visitors	5 279	4 781	10.4
Same-day Visitors	1 393	1 201	16.0
<b>Per-capita Spending (MOP)</b>			
Visitors	1 054	970	8.7
Overnight Visitors	1 850	1 627	13.7
Same-day Visitors	401	372	7.8

### Structure of Visitor Spending



With respect to type of expense, Hong Kong visitors spent primarily on Accommodation (30.9% of per-capita spending) and Food & Beverage (MOP30.7%), at MOP325 and MOP324 respectively; however, their shopping spending was merely MOP196 (18.6%), of which 81.2% was spent on Local Food Products.

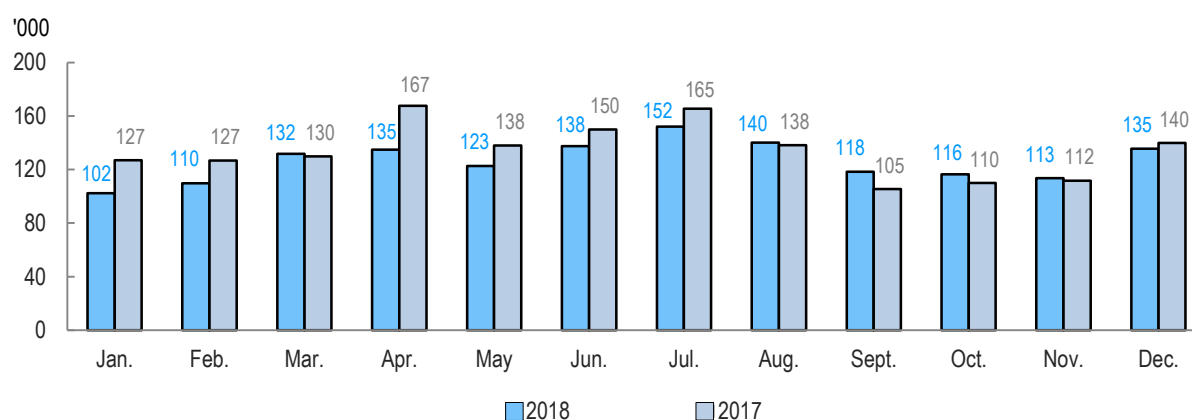


In terms of main purpose of visit, 40.1% of the Hong Kong visitors came to Macao for vacation, up by 1.1 percentage points year-on-year; the proportion of those coming for business & professional purposes (22.3%) grew by 7.9 percentage points, whereas the shares for visiting relatives & friends (10.7%) and gaming (10.5%) fell by 2.6 percentage points and 9.1 percentage points respectively. As regards economic activity status, 20.9% of the visitors were "administrators and managers" and 18.7% were "technicians and associate professionals", up by 4.5 percentage points and 4.8 percentage points respectively year-on-year; meanwhile, 22.6% of them were "unemployed and economically inactive persons", a drop of 10.5 percentage points.

Structure of Visitors by Main Purpose of Visit			%
	2018	2017	Difference (p.p.)
Attending MICE Events	0.9	0.5	0.4
Vacation	40.1	39.0	1.1
Shopping	0.9	0.6	0.3
Business & Professional	22.3	14.4	7.9
Visiting Relatives & Friends	10.7	13.3	-2.6
Gaming	10.5	19.6	-9.1
Transit	5.8	5.1	0.7
Others	8.8	7.5	1.3

In 2018, hotels & guesthouses registered 1,514,499 Hong Kong visitor-guests, down by 5.9% year-on-year; those staying in 4-star (327,358) and 3-star hotels (167,795) saw respective decline of 14.2% and 27.9%. Analysed by month, the summer holidays in July (152,049) and August (140,006) recorded relatively more visitor-guests, while the number in January (102,215) was the lowest.

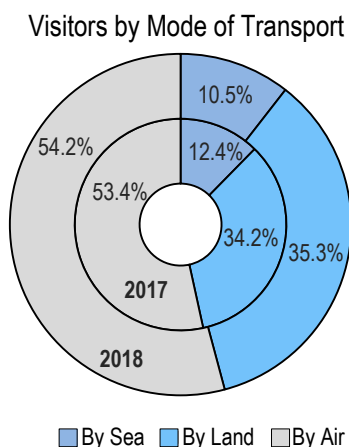
Guests of Hotels & Guesthouses by Month





## Taiwan Visitors

There were 1,060,968 visitors coming from Taiwan in 2018, up modestly by 0.1% year-on-year. Number of same-day visitors (534,804) expanded by 2.9% while that of overnight visitors (526,164) dropped by 2.6%. Visitors from Taiwan arriving by air accounted for 54.2% of the total, up marginally by 0.8 percentage points. The average length of stay of Taiwan visitors held stable at 1.1 days, with that of overnight visitors (2.1 days) shortening by 0.1 day whereas that of same-day visitors (0.1 day) remaining the same. Meanwhile, package tour visitors added up to 695,881, an upsurge of 53.7% year-on-year.

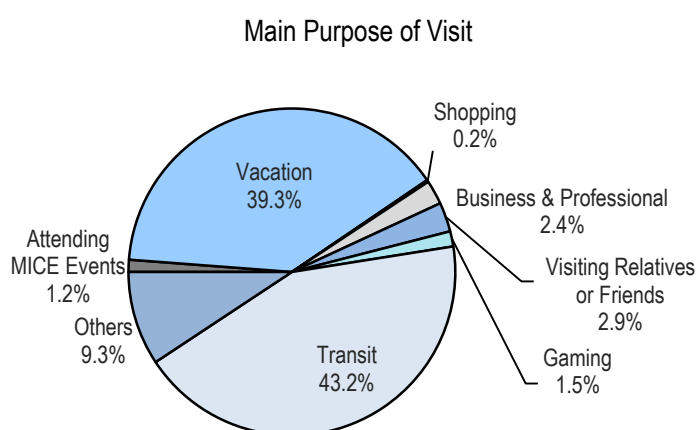
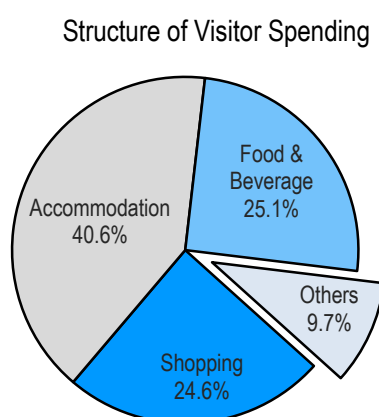


## Spending of Visitors

	2018	2017	Change(%)
<b>Total Spending (Million MOP)</b>			
Visitors	1 711	1 680	1.8
Overnight Visitors	1 602	1 568	2.2
Same-day Visitors	109	112	-2.9
<b>Per-capita Spending (MOP)</b>			
Visitors	1 613	1 585	1.8
Overnight Visitors	3 044	2 902	4.9
Same-day Visitors	204	216	-5.6

Total spending of Taiwan visitors amounted to MOP1.71 billion, up by 1.8% year-on-year; spending of overnight visitors (MOP1.60 billion) grew by 2.2% while that of same-day visitors (MOP109 million) dropped by 2.9%. Per-capita spending of Taiwan visitors increased by 1.8% to MOP1,613, with that of overnight visitors (MOP3,044) rising by 4.9% while that of same-day visitors (MOP204) falling by 5.6%.

Spending of Taiwan visitors on Accommodation (MOP655) and Food & Beverage (MOP405) increased by 3.5% and 3.2% respectively year-on-year. Shopping spending edged down by 0.4% to MOP396, of which 63.2% was spent on Local Food Products (MOP250).



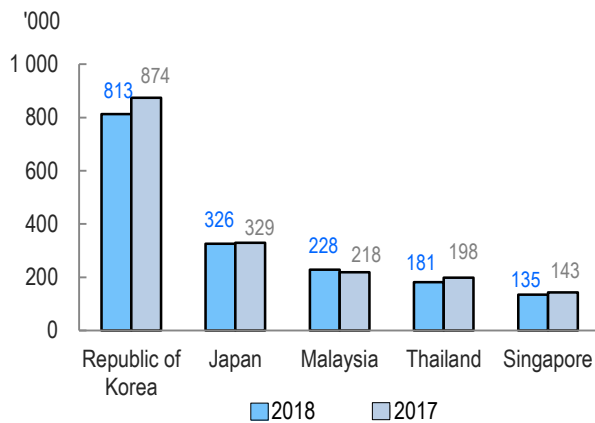
Regarding main purpose of visit, the proportion of transit visitors from Taiwan was the highest as compared to those from other countries/places, at 43.2%, up by 5.2 percentage points year-on-year. Visitors coming to Macao for vacation constituted 39.3% of the total, a drop of 3.5 percentage points. In addition, 30.3% of the visitors were "administrators and managers", the same proportion as in 2017.

Taiwan visitors staying in hotels & guesthouses totalled 477,337, down by 3.3% year-on-year, with those staying in 4-star (130,022) and 3-star hotels (64,594) slipping by 12.9% and 13.4% respectively.

## Visitors from Other Asian Countries

Visitors from the **Republic of Korea** decreased by 7.0% year-on-year to 812,842 in 2018; overnight visitors (511,568) and same-day visitors (301,274) dropped by 4.8% and 10.6% respectively. The average length of stay of visitors extended by 0.1 day to 1.4 days. There were 616,704 package tour visitors from the Republic of Korea, an increase of 28.4%. Number of visitors staying in hotels & guesthouses fell by 3.4% year-on-year to 484,223, with those staying in 5-star hotels (320,218) comprising 66.1% of the total.

Visitor Arrivals

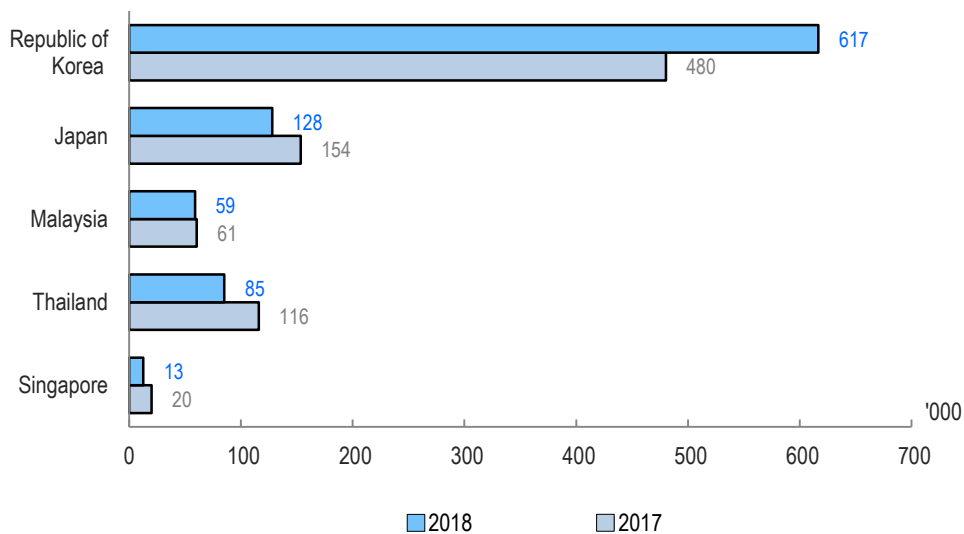


Average Length of Stay of Visitors

	2018	2017	Difference	Day
Republic of Korea	1.4	1.3	0.1	
Japan	1.0	1.1	-0.1	
Malaysia	1.4	1.4	-	
Thailand	1.2	1.1	0.1	
Singapore	1.3	1.3	-	

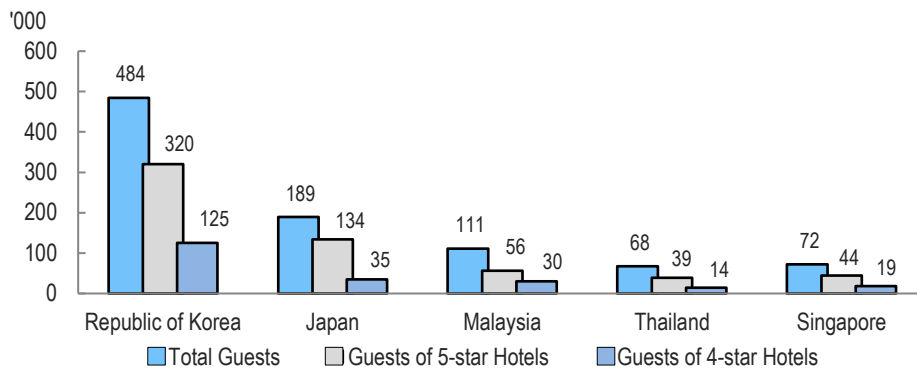
Visitors from **Japan** totalled 325,798 in 2018, down by 1.0% year-on-year; overnight visitors (187,733) fell by 1.7% while same-day visitors (138,065) inched up by 0.1%. The average length of stay of visitors shortened by 0.1 day to 1.0 day. Number of package tour visitors showed a decrease of 16.6%, at 128,184. Total spending of Japanese visitors was MOP610 million, a rise of 6.3% year-on-year. Their per-capita spending expanded by 7.3% to MOP1,871, of which MOP839 (44.9% of total) was spent on Accommodation. On the other hand, visitors staying in hotels & guesthouses edged down by 0.5% to 189,233; those staying in 4-star (35,271) and 3-star hotels (14,270) declined by 15.5% and 31.2% respectively, whereas those staying in 5-star hotels (133,888) grew by 8.5%.

Visitors on Package Tours



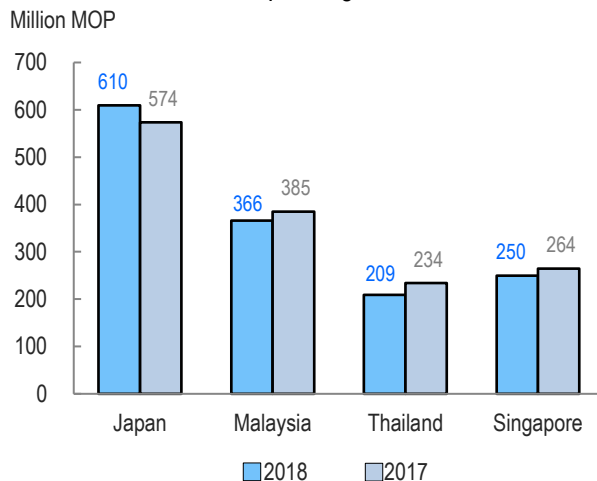
A total of 227,854 visitors came from **Malaysia** in 2018, up by 4.4% year-on-year; overnight visitors (139,622) increased marginally by 0.2% whereas same-day visitors (88,232) rose by 11.7%. The average length of stay of visitors stayed at 1.4 days. Package tour visitors decreased by 2.7% year-on-year to 58,958. Total spending of Malaysian visitors amounted to MOP366 million, representing a 4.9% fall year-on-year, and their per-capita spending dropped by 8.9% to MOP1,605. There were 111,129 Malaysian visitors checking into hotels & guesthouses, down slightly by 0.5% year-on-year; those staying in 4-star hotels (30,103) fell by 13.5% while those staying in 5-star hotels (56,256) grew by 3.3%.

Guests of Hotels & Guesthouses

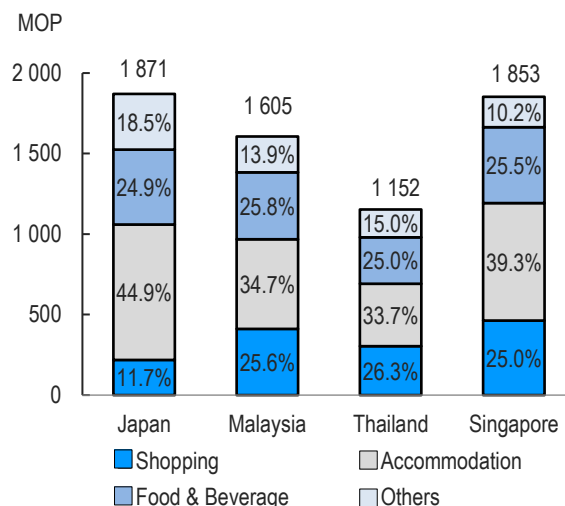


Visitors from **Thailand** decreased by 8.5% year-on-year to 181,379; overnight visitors (90,148) and same-day visitors (91,231) dropped by 0.7% and 15.1% respectively. The average length of stay of visitors went up by 0.1 day to 1.2 days. Package tour visitors dropped by 26.5% year-on-year to 85,231. Total spending of Thai visitors was MOP209 million, down by 10.8% year-on-year, and their per-capita spending fell by 2.5% to MOP1,152. Visitors checking into hotels & guesthouses decreased by 2.5% year-on-year to 67,813, on account of a 25.9% decline in number of guests staying in 4-star hotels (14,133).

Total Spending of Visitors



Per-capita Spending of Visitors



Visitors from **Singapore** totalled 134,840, down by 5.8% year-on-year; overnight visitors (78,779) and same-day visitors (56,061) dropped by 6.6% and 4.6% respectively. Meanwhile, visitors stayed an average of 1.3 days, the same as in 2017. Package tour visitors declined by 36.7% year-on-year to 12,675. Visitors from Singapore spent MOP1,853 on average, up slightly by 0.3% year-on-year; however, their total spending shrank by 5.5% to MOP250 million owing to a decrease in number of visitors. There were 71,808 visitors checking into hotels & guesthouses in 2018, a drop of 9.4% year-on-year; those staying in 5-star (44,305) and 4-star hotels (18,585) slid by 6.2% and 13.6% respectively.

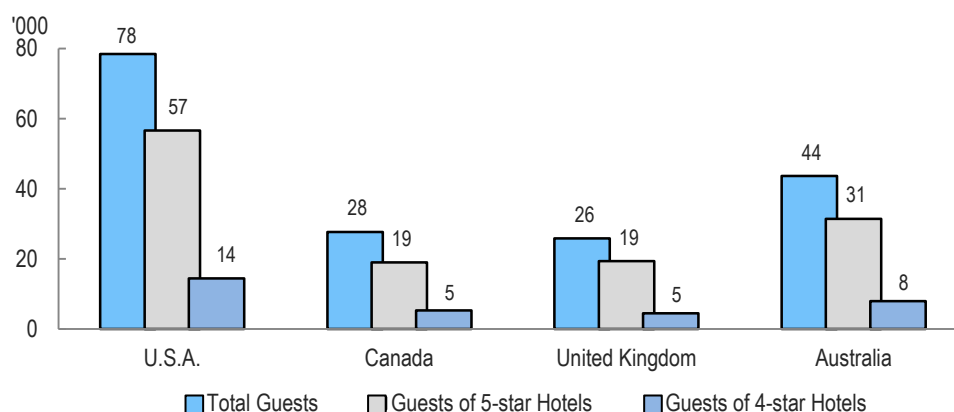
## Visitors from Other Countries

Visitors from countries/places other than Asia increased by 4.5% year-on-year to 724,706; those coming from the Americas (314,929), Europe (277,431) and Oceania (106,861) rose by 6.4%, 3.5% and 2.7% respectively. Package tour visitors decreased by 13.0% to 49,320, with those from Europe (20,461) and the Americas (19,866) accounting for 41.5% and 40.3% of the total respectively. As regards spending, total spending of visitors from the Americas, Europe and Oceania rose by 11.9%, 5.9% and 8.3% respectively, and their respective per-capita spending grew by 5.2%, 2.3% and 5.5%.

### Principal Indicators of Visitors from the Americas, Europe and Oceania

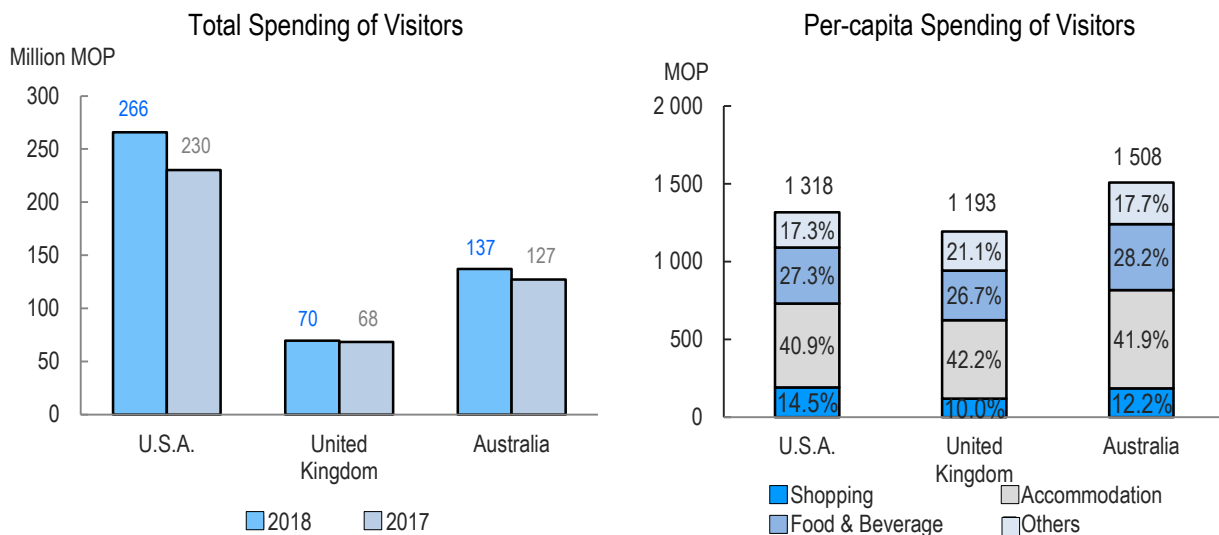
	Americas	U.S.A	Canada	Europe	United Kingdom	Oceania	Australia
<b>Visitors</b>							
Visitor Arrivals ('000)	315	202	74	277	58	107	91
Overnight Visitors	157	100	39	134	29	57	48
Same-day Visitors	158	102	35	143	29	50	43
Average Length of Stay (Day)	..	1.2	1.3	..	1.4	..	1.4
Overnight Visitors	..	2.3	2.2	..	2.5	..	2.4
Same-day Visitors	..	0.2	0.2	..	0.2	..	0.2
Visitors on Package Tours ('000)	20	15	4	20	5	9	7
Visitors Arriving on Guided Tours	19	15	4	20	5	8	7
<b>Hotels &amp; Guesthouses</b>							
Guests ('000)	120	78	28	120	26	53	44
Average Length of Stay (Night)	..	2.0	2.2	..	2.1	..	2.1
<b>Spending of Visitors</b>							
Total Spending (Million MOP)	391	266	~	357	70	156	137
Overnight Visitors	327	222	~	302	58	135	118
Same-day Visitors	64	44	~	55	11	21	19
Per-capita Spending (MOP)	1 242	1 318	~	1 287	1 193	1 461	1 508
Overnight Visitors	2 085	2 218	~	2 245	1 993	2 385	2 472
Same-day Visitors	404	431	~	387	383	422	438

### Guests of Hotels & Guesthouses



Visitors from the **United States** (US) increased by 8.3% year-on-year to 201,810; overnight visitors (100,149) and same-day visitors (101,661) showed respective growth of 5.7% and 10.9%. The average length of stay of US visitors was 1.2 days, down by 0.1 day year-on-year. Package tour visitors edged up by 0.8% year-on-year to 15,365, with those arriving on guided tours totalling 14,945 (97.3% of total). Total spending and per-capita spending of US visitors amounted to MOP266 million and MOP1,318 respectively, up by 15.4% and 6.6% year-on-year. Visitors spent an average of MOP539 on Accommodation and MOP359 on Food & Beverage; their per-capita shopping spending was MOP192, of which MOP133 was spent on Local Food Products. Visitors staying in hotels & guesthouses rose by 10.1% year-on-year to 78,379, and 72.2% of them stayed in 5-star hotels.

There were 74,268 visitors coming from **Canada**, similar to the figure in 2017, with overnight visitors (39,268) rising by 1.3% while same-day visitors (35,000) dropping by 1.4%. The average length of stay of visitors held stable at 1.3 days. Number of package tour visitors from Canada expanded by 3.0% to 3,813, and 97.8% of them arrived on guided tours. In terms of accommodation, visitors staying in hotels & guesthouses decreased by 2.0% year-on-year to 27,715, with 68.5% of them staying in 5-star hotels.



Visitors from the **United Kingdom** (UK) increased by 2.1% year-on-year to 58,319; same-day visitors (28,980) rose by 6.1% whereas overnight visitors (29,339) dropped by 1.6%. UK visitors stayed an average of 1.4 days, the same as in 2017. Package tour visitors rose by 4.9% to 5,064, with 97.6% of them arriving on guided tours. Total spending of UK visitors grew by 1.9% year-on-year to MOP70 million; meanwhile, their per-capita spending dropped modestly by 0.2% to MOP1,193, which was mainly spent on Accommodation (MOP42.2% of total) and Food & Beverage (26.7%). Visitors staying in hotels & guesthouses went down by 1.3% year-on-year to 25,899; among them, 74.7% stayed in 5-star hotels.

Visitors from **Australia** added up to 90,914, an increase of 2.2% year-on-year; same-day visitors (43,096) rose by 5.2% while overnight visitors (47,818) inched down by 0.4%. The average length of stay of visitors held steady at 1.4 days. Package tour visitors grew marginally by 0.2% to 7,302. Total spending of Australian visitors stood at MOP137 million, an uplift of 7.8% year-on-year; their per-capita spending expanded by 5.5% to MOP1,508, with the majority being spent on Accommodation (41.9% of total). There were 43,643 Australian visitors checking into hotels & guesthouses, up by 1.6%, and those staying in 5-star hotels constituted 72.0% of the total.

## Visitors' Comments

In 2018, visitors' satisfaction towards the various types of services and facilities in Macao increased to different extents. The proportion of visitors who complimented on services of travel agencies (79.6%) surged by 8.9 percentage points year-on-year.

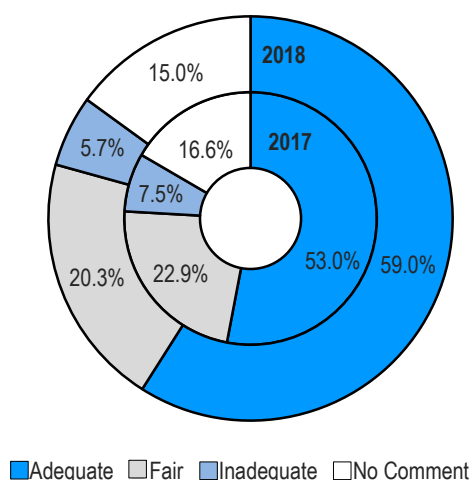
The proportion of visitors who were satisfied with the services and facilities of hotels (88.6%) was relatively high as compared to the proportions for other aspects, rising by 2.7 percentage points year-on-year. Meanwhile, the shares of visitors who expressed satisfaction towards environmental hygiene (84.4%), services of retail shops (81.2%) and public facilities (80.4%) grew by 6.5 percentage points, 4.3 percentage points and 6.8 percentage points respectively.

### Visitors' Comments

	%							
	Satisfied		Fair		Improvement Needed		No Comment	
	2018	Year-on-year Difference (p.p.)	2018	Year-on-year Difference (p.p.)	2018	Year-on-year Difference (p.p.)	2018	Year-on-year Difference (p.p.)
Environmental Hygiene	84.4	6.5	13.2	-5.1	0.9	-0.7	1.5	-0.7
Public Facilities	80.4	6.8	13.7	-5.2	2.2	-0.7	3.7	-0.9
Travel Agencies	79.6	8.9	15.9	-0.3	1.4	-0.9	3.1	-7.7
Hotels	88.6	2.7	8.9	-1.4	1.4	-0.5	1.1	-0.8
Gaming Establishments	79.3	5.4	15.6	-2.1	1.5	-0.6	3.6	-2.7
Restaurants	78.3	5.2	18.1	-3.7	1.5	-0.7	2.1	-0.8
Retail Shops	81.2	4.3	15.2	-3.1	1.2	-0.3	2.4	-0.9
Public Transport	71.1	6.5	18.3	-4.1	8.2	-1.4	2.4	-1.0

Moreover, 71.1% of the visitors complimented on public transport service, up by 6.5 percentage points year-on-year, while 8.2% indicated that improvement was necessary in that service. Besides, 59.0% of the visitors commented that there were adequate points of tourist attractions in Macao, an increase of 6.0 percentage points year-on-year.

Comments on Points of Tourist Attractions



## Outbound Residents

Outbound residents using services of travel agencies rose by 13.5% year-on-year to 1,578,526. Residents going to Mainland China (834,910), Hong Kong (238,373) and Taiwan (179,799) increased by 10.3%, 17.2% and 37.8% respectively, and those travelling to Singapore (26,261) soared by 101.7%; meanwhile, residents visiting the Republic of Korea (75,723) and Thailand (46,091) saw respective decreases of 8.9% and 4.9%.

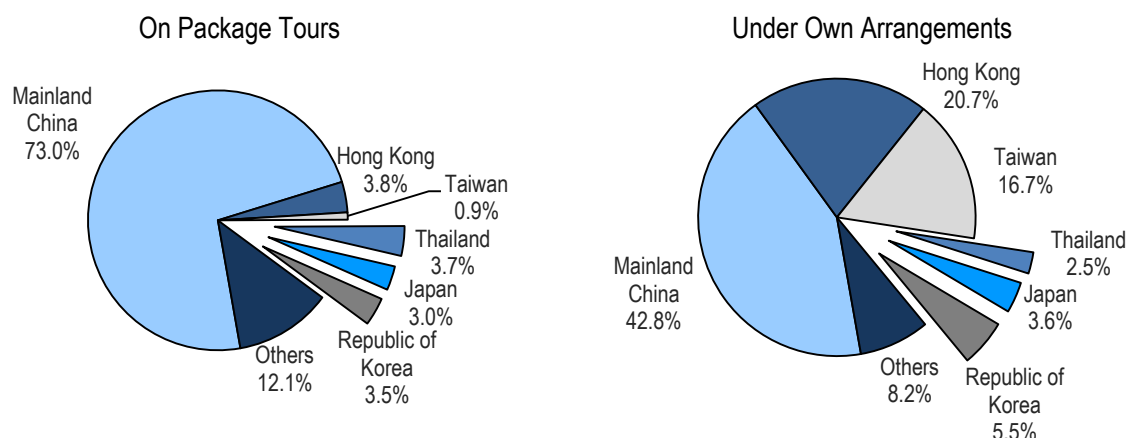
Outbound Residents by Main Destination

'000

	Total	Mainland China	Hong Kong	Taiwan	Republic of Korea	Japan	Thailand
Outbound Residents	1 579	835	238	180	76	54	46
Year-on-year Change (%)	13.5	10.3	17.2	37.8	-8.9	0.1	-4.9
On Package Tours	527	385	20	5	18	16	20
Under Own Arrangements	1 052	450	218	175	57	38	26

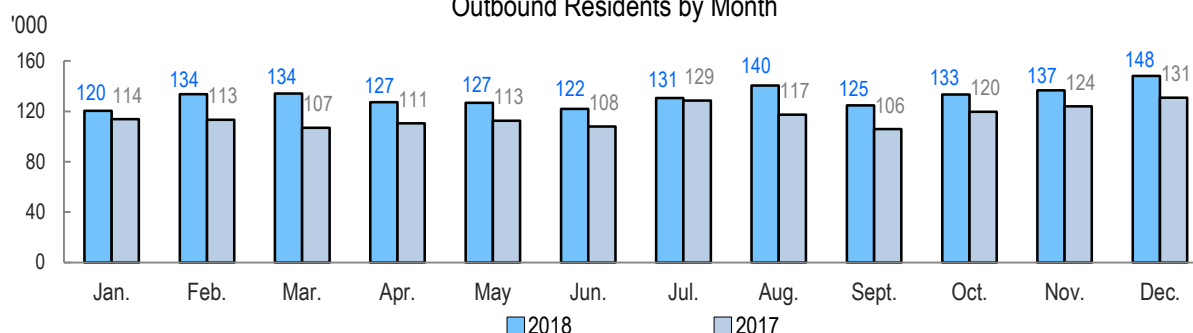
A total of 526,805 residents travelled on package tours, down by 6.1% year-on-year. Analysed by destination, residents travelling to Mainland China (384,624) and Hong Kong (20,159) on package tours grew by 2.4% and 7.4% respectively, whereas those going to the Republic of Korea (18,352) and Japan (15,779) plunged by 64.0% and 39.1% respectively. Meanwhile, there were 1,051,721 outbound residents travelling under own arrangements, a growth of 26.7%; those going to Mainland China (450,286) increased by 18.2%.

### Outbound Residents' Destinations



Analysed by month, number of outbound residents recorded year-on-year increases in every month; double-digit growth was seen in all months except in January and July, with the growth rate peaking at 25.5% in March. In addition, most of the residents preferred to travel in December (148,156) and August (140,471) on account of the Christmas holidays and summer holidays, while fewer residents chose to go out in January (120,466) and June (121,992).

Outbound Residents by Month

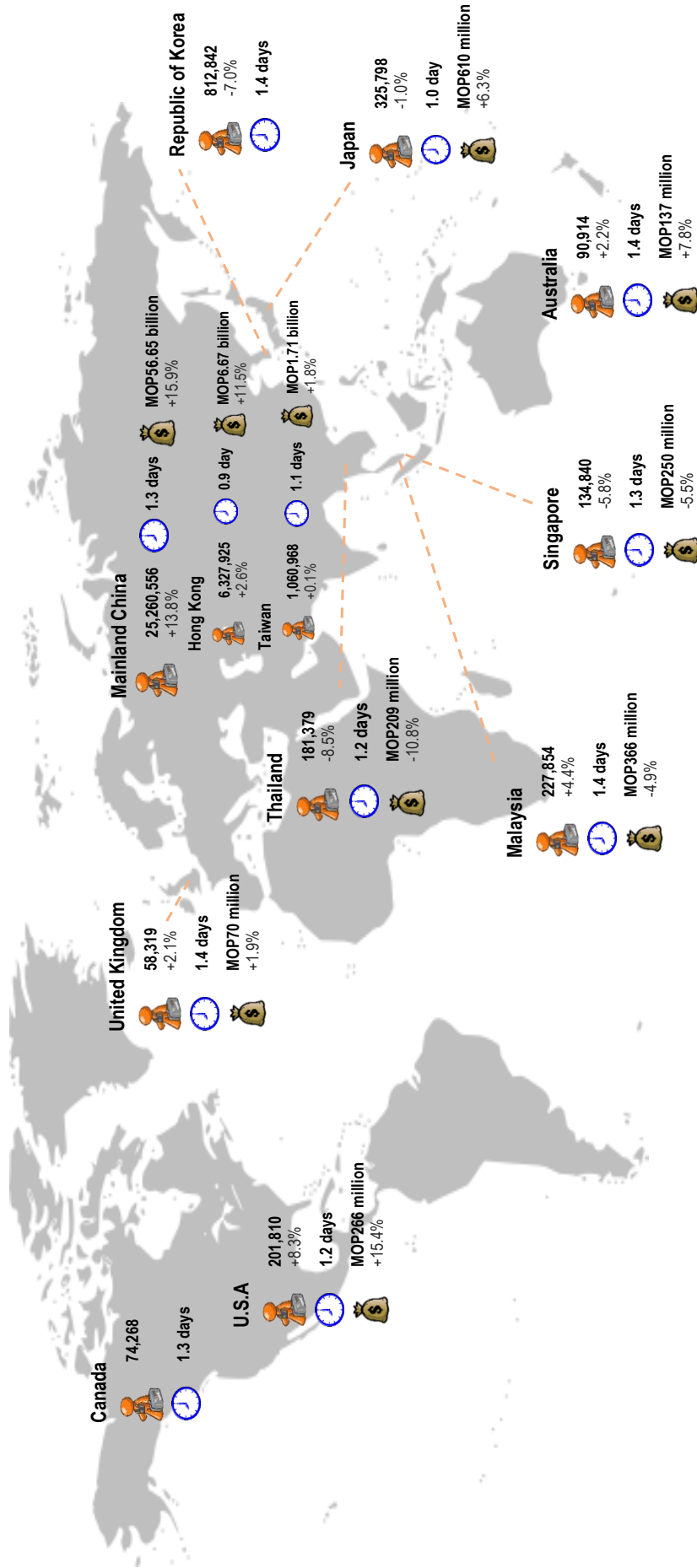


## Historical Data

	2013	2014	2015	2016	2017 <sup>r</sup>
<b>Visitors</b>					
Visitor Arrivals ('000)	29 325	31 526	30 715	30 950	32 611
Overnight Visitors	14 268	14 566	14 308	15 704	17 255
Same-day Visitors	15 056	16 960	16 407	15 247	15 356
Average Length of Stay (Day)	1.0	1.0	1.1	1.2	1.2
Overnight Visitors	1.9	1.9	2.1	2.1	2.1
Same-day Visitors	0.2	0.2	0.2	0.2	0.2
Visitors on Package Tours ('000)	9 776	11 142	9 844	7 552	8 623
Visitors Arriving on Guided Tours	~	9 220	8 589	7 041	7 919
<b>Hotels &amp; Guesthouses</b>					
Operating Establishments	98	98	106	107	111
Guest Rooms	27 764	27 904	32 300	36 278	36 682
Guests ('000)	10 671	10 713	10 569	12 000	13 155
Average Occupancy Rate (%)	83.1	86.5	81.5	83.3	87.2
Average Length of Stay of Guests (Night)	1.4	1.4	1.5	1.4	1.5
<b>Spending of Visitors</b>					
Total Spending (Million MOP)	59 541	61 749	51 128	52 662	61 324
Overnight Visitors	49 580	50 883	40 165	42 097	49 753
Same-day Visitors	9 961	10 866	10 963	10 564	11 571
Per-capita Spending (MOP)	2 030	1 959	1 665	1 701	1 880
Overnight Visitors	3 475	3 493	2 807	2 681	2 883
Same-day Visitors	662	641	668	693	754
Outbound Residents Using Services of Travel Agencies ('000)	1 446	1 537	1 466	1 251	1 391
On Package Tours	549	586	610	496	561
Under Own Arrangements	897	951	855	754	830



Snapshot of Visitor Arrivals to Macao and Total Spending of Visitors



# Explanatory Notes

## Methodology

Information on Tourism Statistics is obtained mainly from the Public Security Police Force, travel agencies, hotels, guesthouses and the Visitor Expenditure Survey.

Monthly visitor data are provided by the Public Security Police Force. Information on package tour visitors and outbound Macao residents is collected monthly from travel agencies, while information on guests is provided monthly by hotels and guesthouses.

Visitor Expenditure Survey adopts quota sampling method in selecting samples of visitors. Enumerators collect spending data as well as comments on services and facilities from visitors during their stay in Macao at major departure points. Results of visitors' expenditure were extrapolated from data of 85,000 valid questionnaires collected over the year, whereas results of visitors' comments were compiled directly from those samples in aggregate form.

Sampling Errors of 2018

	MOP			
	Per-capita Spending	Shopping	Accommodation	Food & Beverage
Visitors	0.5	0.4	0.1	0.1
Overnight Visitors	0.8	0.6	0.2	0.2
Same-day Visitors	0.4	0.4	..	0 <sup>#</sup>

## Glossary

**Visitor:** Any person taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited.

**Classification of visitors:**

**Overnight Visitor:** Visitor who stays at least one night in a residential accommodation or casino in the place visited.

**Same-day Visitor:** Visitor who does not spend the night in any residential accommodation, hotel/guesthouse, or casino in the place visited.

**Main Purpose of Visit:** The most important reason or motivation for the trip, in the absence of which the trip would not have taken place.

**Spending of Visitors:** The amount paid by visitors for the purchase of goods and services for own use or to give away, including expenses paid by the visitors or reimbursed by others such as relatives, friends or employers. Spending of visitors excludes gaming expenses, donations, expenses on purchase of assets and goods for resale.

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Note: "Visitor" is defined in accordance with the International Recommendations for Tourism Statistics 2008 of the United Nations World Tourism Organization (UNWTO).

符號註釋及其他註釋  
Sinais convencionais e outras notas  
Symbols and Other Notes

-	絕對數值為零 Valor absoluto igual a zero Absolute value equals zero
~	沒有數字 Não foram fornecidos dados No figure provided
0 <sup>#</sup>	數字少於採用單位半數 Resultado inferior a metade da unidade adoptada Magnitude less than half of the unit employed
..	不適用 Não aplicável Not applicable
%	百分率 Porcentagem Percentage
r	修訂數字 Dado revisto Revised figures
p.p.	百分點 Ponto percentual Percentage point
V.H.	變動/變化 Variação homóloga Change
'000	千 Mil Thousand
MOP	澳門元 Patacas de Macau Macao Pataca

由於進位關係，報告內各分項之和與總數可能出現差異

Os totais do relatório não perfazem o respectivo somatório de todos os valores, devido a arredondamentos

Figures in the report may not add up to the total due to rounding

統計表  
Quadros estatísticos  
Tables

- 1- 按證件簽發地及旅客類別統計的入境旅客  
Entrada de visitantes por local de emissão do documento de viagem e tipo de visitantes  
Visitor Arrivals by Issuing Place of Travel Document and Type of Visitor
- 2- 按證件簽發地及入境方式統計的旅客  
Entrada de visitantes segundo a via de entrada e por local de emissão do documento de viagem  
Visitor Arrivals by Issuing Place of Travel Document and Mode of Transport
- 3- 按證件簽發地統計的旅客平均逗留時間  
Período médio de permanência dos visitantes por local de emissão do documento de viagem  
Average Length of Stay of Visitors by Issuing Place of Travel Document
- 4- 按原居地及參團方式統計的旅客  
Visitantes segundo o tipo de participação em excursões e por local de residência  
Visitors by Place of Residence and Type of Tour
- 5- 酒店及公寓指標  
Indicadores dos hotéis/pensões  
Indicators of Hotels/Guesthouses
- 6- 按原居地統計的酒店及公寓住客  
Hóspedes dos hotéis/pensões por local de residência  
Guests of Hotels/Guesthouses by Place of Residence
- 7- 按原居地統計的酒店及公寓住客平均留宿時間  
Período médio de permanência dos hóspedes dos hotéis/pensões por local de residência  
Average Length of Stay of Guests in Hotels/Guesthouses by Place of Residence
- 8- 按原居地及旅客類別統計的旅客總消費  
Despesa total dos visitantes por local de residência e tipo de visitantes  
Total Spending of Visitors by Place of Residence and Type of Visitor
- 9- 按原居地及旅客類別統計的旅客人均消費  
Despesa per capita dos visitantes por local de residência e tipo de visitantes  
Per-capita Spending of Visitors by Place of Residence and Type of Visitor
- 10- 按原居地及消費類別統計的旅客人均消費  
Despesa per capita dos visitantes segundo o tipo de despesas e por local de residência  
Per-Capita Spending of Visitors by Place of Residence and Type of Expense

- 11- 按原居地及購物類別統計的旅客人均消費  
Despesa per capita dos visitantes em compras segundo o tipo de mercadorias e por local de residência  
Per-capita Spending of Visitors by Place of Residence and Type of Purchase
- 12- 按原居地及消費類別的旅客人均消費抽樣誤差  
Erros de amostragem da despesa per capita dos visitantes segundo o tipo de despesas e por local de residência  
Sampling Errors of Per-capita Spending of Visitors by Place of Residence and Type of Expense
- 13- 按原居地及購物類別的旅客人均消費抽樣誤差  
Erros de amostragem da despesa per capita dos visitantes em compras segundo o tipo de mercadorias e por local de residência  
Sampling Errors of Per-capita Spending of Visitors by Place of Residence and Type of Purchase
- 14- 按原居地統計的旅客來澳主要目的分佈  
Visitantes segundo o principal motivo da vinda a Macau e por local de residência  
Visitors by Place of Residence and Main Purpose of Visit
- 15- 按原居地統計的旅客經濟活動狀況分佈  
Visitantes segundo a actividade económica e por local de residência  
Visitors by Place of Residence and Economic Activity Status
- 16- 按目的地及外遊方式統計使用旅行社服務的外出澳門居民  
Residentes de Macau que viajaram para o exterior com recurso a serviços de agências de viagens segundo o tipo de viagem e por destino  
Outbound Macao Residents Using Services of Travel Agencies by Destination and Travel Arrangements

以下統計表可在統計暨普查局網頁下載

Os quadros abaixo indicados podem ser consultados no *website* da DSEC

The following tables are available for download from DSEC website

- 1- 按證件簽發地統計的每月入境旅客  
Entrada de visitantes segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals by Issuing Place of Travel Document
- 2- 按證件簽發地統計的每月經海路入境旅客  
Entrada de visitantes pela via marítima segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals by Sea, by Issuing Place of Travel Document
- 3- 按證件簽發地統計的每月經外港客運碼頭入境旅客  
Entrada de visitantes pelo Porto Exterior segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals at the Outer Harbour by Issuing Place of Travel Document
- 4- 按證件簽發地統計的每月經氹仔客運碼頭入境旅客  
Entrada de visitantes pelo Terminal Marítimo de Passageiros da Taipa segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals at the Taipa Ferry Terminal by Issuing Place of Travel Document
- 5- 按證件簽發地統計的每月經陸路入境旅客  
Entrada de visitantes pela via terrestre segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals by Land, by Issuing Place of Travel Document
- 6- 按證件簽發地統計的每月經關閘邊境站入境旅客  
Entrada de visitantes pelo Posto Fronteiriço das Portas do Cerco segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals at the Checkpoint of Border Gate by Issuing Place of Travel Document
- 7- 按證件簽發地統計的每月經路氹城邊境站入境旅客  
Entrada de visitantes pelo Posto Fronteiriço do Cotai segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals at the Checkpoint of Cotai by Issuing Place of Travel Document
- 8- 按證件簽發地統計的每月經跨境工業區邊境站入境旅客  
Entrada de visitantes pelo Posto Fronteiriço do Parque Industrial Transfronteiriço segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals at the Checkpoint of the Trans-border Industrial Park by Issuing Place of Travel Document

- 9- 按證件簽發地統計的每月經港珠澳大橋邊境站入境旅客  
Entrada de visitantes pelo Posto Fronteiriço da Ponte Hong Kong-Zhuhai-Macau segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals at the Checkpoint of the Hong Kong-Zhuhai-Macao Bridge by Issuing Place of Travel Document
- 10- 按證件簽發地統計的每月經空路入境旅客  
Entrada de visitantes pela via aérea segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals by Air, by Issuing Place of Travel Document
- 11- 按證件簽發地統計的每月經機場入境旅客  
Entrada de visitantes pelo aeroporto segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals at the Airport by Issuing Place of Travel Document
- 12- 按證件簽發地統計的每月經外港客運碼頭直升機坪入境旅客  
Entrada de visitantes pelo heliporto do Porto Exterior segundo o mês e por local de emissão do documento de viagem  
Monthly Visitor Arrivals at the Heliport of Outer Harbour by Issuing Place of Travel Document
- 13- 按證件簽發地及入境方式統計的留宿旅客  
Entrada de turistas segundo o meio de entrada e por local de emissão do documento de viagem  
Overnight Visitors by Issuing Place of Travel Document and Mode of Transport
- 14- 按證件簽發地統計的每月留宿旅客  
Entrada de turistas segundo o mês e por local de emissão do documento de viagem  
Monthly Overnight Visitors by Issuing Place of Travel Document
- 15- 按證件簽發地及入境方式統計的不過夜旅客  
Entrada de excursionistas segundo o meio de entrada e por local de emissão do documento de viagem  
Same-day Visitors by Issuing Place of Travel Document and Mode of Transport
- 16- 按證件簽發地統計的每月不過夜旅客  
Entrada de excursionistas segundo o mês e por local de emissão do documento de viagem  
Monthly Same-day Visitors by Issuing Place of Travel Document
- 17- 按主要省市統計的每月中國內地旅客  
Visitantes da China Continental segundo o mês e por principais províncias e cidades  
Monthly Visitors from Mainland China by Principal Provinces and Municipalities
- 18- 按主要省市統計的每月以個人遊簽註來澳之中國內地旅客  
Visitantes da China Continental com visto individual segundo o mês e por principais províncias e cidades  
Monthly Mainland Visitors under the Individual Visit Scheme by Principal Provinces and Municipalities

- 19- 按國籍及入境方式統計的旅客  
Entrada de visitantes segundo o meio de entrada e por nacionalidade  
Visitor Arrivals by Nationality and Mode of Transport
- 20- 按國籍統計的每月入境旅客  
Entrada de visitantes segundo o mês e por nacionalidade  
Monthly Visitor Arrivals by Nationality
- 21- 按原居地統計的每月參團旅客  
Visitantes em excursões segundo o mês e por local de residência  
Monthly Visitors on Package Tours by Place of Residence
- 22- 按原居地統計的每月隨團入境旅客  
Visitantes que chegaram em excursões segundo o mês e por local de residência  
Monthly Visitors Arriving on Guided Tours by Place of Residence
- 23- 按原居地統計的每月本地參團旅客  
Visitantes que participaram em excursões locais segundo o mês e por local de residência  
Monthly Visitors Joining Local Tours by Place of Residence
- 24- 按場所分類統計的每月酒店及公寓住客  
Hóspedes dos hotéis/pensões segundo o mês e por classificação dos estabelecimentos  
Monthly Guests of Hotels/Guesthouses by Classification of Establishments
- 25- 按原居地統計的每月酒店及公寓住客  
Hóspedes dos hotéis/pensões segundo o mês e por local de residência  
Monthly Guests of Hotels/Guesthouses by Place of Residence
- 26- 按場所分類統計的每月酒店及公寓平均入住率  
Taxa de ocupação média dos hotéis/pensões segundo o mês e por classificação dos estabelecimentos  
Average Monthly Occupancy Rate of Hotels/Guesthouses by Classification of Establishments
- 27- 按原居地及消費類別統計的留宿旅客人均消費  
Despesa per capita dos turistas segundo o tipo de despesas e por local de residência  
Per-capita Spending of Overnight Visitors by Place of Residence and Type of Expense
- 28- 按原居地及購物類別統計的留宿旅客人均消費  
Despesa per capita dos turistas em compras segundo o tipo de mercadorias e por local de residência  
Per-capita Spending of Overnight Visitors by Place of Residence and Type of Purchase
- 29- 按原居地及消費類別的留宿旅客人均消費抽樣誤差  
Erros de amostragem da despesa per capita dos turistas segundo o tipo de despesas e por local de residência  
Sampling Errors of Per-capita Spending of Overnight Visitors by Place of Residence and Type of Expense



- 30- 按原居地及購物類別的留宿旅客人均消費抽樣誤差  
Erros de amostragem da despesa per capita dos turistas em compras segundo o tipo de mercadorias e por local de residência  
Sampling Errors of Per-capita Spending of Overnight Visitors by Place of Residence and Type of Purchase
- 31- 按原居地及消費類別統計的不過夜旅客人均消費  
Despesa per capita dos excursionistas segundo o tipo de despesas e por local de residência  
Per-capita Spending of Same-day Visitors by Place of Residence and Type of Expense
- 32- 按原居地及購物類別統計的不過夜旅客人均消費  
Despesa per capita dos excursionistas em compras segundo o tipo de mercadorias e por local de residência  
Per-capita Spending of Same-day Visitors by Place of Residence and Type of Purchase
- 33- 按原居地及消費類別的不過夜旅客人均消費抽樣誤差  
Erros de amostragem da despesa per capita dos excursionistas segundo o tipo de despesas e por local de residência  
Sampling Errors of Per-capita Spending of Same-day Visitors by Place of Residence and Type of Expense
- 34- 按原居地及購物類別的不過夜旅客人均消費抽樣誤差  
Erros de amostragem da despesa per capita dos excursionistas em compras segundo o tipo de mercadorias e por local de residência  
Sampling Errors of Per-capita Spending of Same-day Visitors by Place of Residence and Type of Purchase
- 35- 被訪旅客對環境衛生的評價  
Comentários dos visitantes inquiridos relativos à higiene ambiental  
Interviewed Visitors' Comments on Environmental Hygiene
- 36- 被訪旅客對公共設施的評價  
Comentários dos visitantes inquiridos relativos aos equipamentos e instalações públicos  
Interviewed Visitors' Comments on Public Facilities
- 37- 被訪旅客對旅行社服務的評價  
Comentários dos visitantes inquiridos relativos aos serviços prestados por agências de viagens  
Interviewed Visitors' Comments on Services of Travel Agencies
- 38- 被訪旅客對酒店服務及設施的評價  
Comentários dos visitantes inquiridos relativos aos serviços e instalações dos estabelecimentos hoteleiros e similares  
Interviewed Visitors' Comments on Services and Facilities of Hotels and Similar Establishments

- 39- 被訪旅客對博彩場所服務及設施的評價  
Comentários dos visitantes inquiridos relativos aos serviços e instalações dos estabelecimentos do jogo  
Interviewed Visitors' Comments on Services and Facilities of Gaming Establishments
- 40- 被訪旅客對餐廳及食肆服務及設施的評價  
Comentários dos visitantes inquiridos relativos aos serviços e instalações dos restaurantes e similares  
Interviewed Visitors' Comments on Services and Facilities of Restaurants and Similar Establishments
- 41- 被訪旅客對購物服務及設施的評價  
Comentários dos visitantes inquiridos relativos aos serviços e instalações das lojas  
Interviewed Visitors' Comments on Services and Facilities of Shops
- 42- 被訪旅客對公共交通服務及設施的評價  
Comentários dos visitantes inquiridos relativos aos serviços e equipamentos dos transportes públicos  
Interviewed Visitors' Comments on Services and Facilities of Public Transport
- 43- 被訪旅客對觀光點的評價  
Comentários dos visitantes inquiridos relativos aos lugares turísticos  
Interviewed Visitors' Comments on Points of Tourist Attractions
- 44- 按目的地統計每月之使用旅行社服務的外出澳門居民  
Residentes de Macau que viajaram para o exterior com recurso a serviços de agências de viagens segundo o mês e por destino  
Monthly Outbound Macao Residents Using Services of Travel Agencies by Destination
- 45- 按目的地統計每月之隨團外遊澳門居民  
Residentes de Macau que viajaram para o exterior em excursões segundo o mês e por destino  
Monthly Outbound Macao Residents on Package Tours by Destination
- 46- 按目的地統計每月之使用旅行社服務的非隨團外出澳門居民  
Residentes de Macau que viajaram para o exterior individualmente com recurso a serviços de agências de viagens segundo o mês e por destino  
Monthly Outbound Macao Residents Travelling under Own Arrangements Using Services of Travel Agencies by Destination