



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

~ FISCAL YEAR ~			YTD	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2015			331,210	35,587	39,137	44,910	45,688	42,921	42,539	40,473	39,955	38,342	40,882	29,996	39,249	479,679
2016			320,016	39,549	37,870	41,128	46,011	47,281	37,317	35,394	35,466					320,016
% change			-3.4%	11.1%	-3.2%	-8.4%	0.7%	10.2%	-12.3%	-12.5%	-11.2%					----
~ CALENDAR YEAR ~			YTD	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
2015			211,576	45,688	42,921	42,539	40,473	39,955	38,342	40,882	29,996	39,249	39,549	37,870	41,128	478,592
2016			201,469	46,011	47,281	37,317	35,394	35,466								201,469
% change			-4.8%	0.7%	10.2%	-12.3%	-12.5%	-11.2%								----
~ BY COUNTRY OF RESIDENCE ~			YTD	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
JAPAN	MS	YTD														TOTAL
FY 2015	18.6%	61,603	6,511	7,023	9,942	8,310	8,485	8,808	6,037	6,487	6,305	5,624	6,991	8,059		88,582
FY 2016	13.2%	42,092	4,929	4,423	6,374	5,473	5,855	6,352	4,269	4,417						42,092
% change		-31.7%	-24.3%	-37.0%	-35.9%	-34.1%	-31.0%	-27.9%	-29.3%	-31.9%						----
KOREA	MS	YTD														TOTAL
FY 2015	39.7%	131,535	12,557	16,227	19,485	21,145	13,536	14,989	17,359	16,237	13,985	15,321	8,479	12,632		181,952
FY 2016	37.5%	119,859	14,370	16,848	17,721	17,125	13,638	12,743	13,564	13,850						119,859
% change		-8.9%	14.4%	3.8%	-9.1%	-19.0%	0.8%	-15.0%	-21.9%	-14.7%						----
CHINA	MS	YTD														TOTAL
FY 2015	36.0%	119,105	13,963	13,874	12,886	13,933	18,905	16,246	14,100	15,198	14,894	17,964	12,760	16,742		181,465
FY 2016	42.9%	137,369	16,981	14,477	14,309	20,615	25,719	15,462	15,108	14,698						137,369
% change		15.3%	21.6%	4.3%	11.0%	48.0%	36.0%	-4.8%	7.1%	-3.3%						----
HONG KONG	MS	YTD														TOTAL
FY 2015	0.2%	785	72	86	83	84	96	123	126	115	171	104	87	79		1,226
FY 2016	0.3%	1,072	98	97	194	147	112	171	121	132						1,072
% change		36.6%	36.1%	12.8%	133.7%	75.0%	16.7%	39.0%	-4.0%	14.8%						----
TAIWAN	MS	YTD														TOTAL
FY 2015	0.1%	368	39	32	44	24	64	43	60	62	107	62	19	53		609
FY 2016	0.1%	422	24	54	53	49	29	49	74	90						422
% change		14.7%	-38.5%	68.8%	20.5%	104.2%	-54.7%	14.0%	23.3%	45.2%						----
PHILIPPINES	MS	YTD														TOTAL
FY 2015	0.1%	414	44	52	65	45	43	44	63	58	150	41	58	48		711
FY 2016	0.2%	564	51	57	74	29	48	83	106	116						564
% change		36.2%	15.9%	9.6%	13.8%	-35.6%	11.6%	88.6%	68.3%	100.0%						----
GUAM	MS	YTD														TOTAL
FY 2015	2.3%	7,630	1,030	889	1,167	951	828	863	995	907	1,085	846	685	919		11,165
FY 2016	2.8%	8,985	1,080	1,035	1,234	1,125	1,006	1,252	1,141	1,112						8,985
% change		17.8%	4.9%	16.4%	5.7%	18.3%	21.5%	45.1%	14.7%	22.6%						----
UNITED STATES	MS	YTD														TOTAL
FY 2015	1.6%	5,408	885	413	536	525	505	782	1,287	475	1,028	521	664	458		8,079
FY 2016	1.7%	5,588	1,213	490	592	884	569	644	614	582						5,588
% change		3.3%	37.1%	18.6%	10.4%	68.4%	12.7%	-17.6%	-52.3%	22.5%						----
RUSSIA	MS	YTD														TOTAL
FY 2015	0.6%	2,152	237	245	422	425	110	314	210	189	352	136	59	61		2,760
FY 2016	0.4%	1,315	144	137	268	320	63	195	63	125						1,315
% change		-38.9%	-39.2%	-44.1%	-36.5%	-24.7%	-42.7%	-37.9%	-70.0%	-33.9%						----
OTHERS	MS	YTD														TOTAL
FY 2015	0.7%	2,210	249	296	280	246	349	327	236	227	265	263	194	198		3,130
FY 2016	0.9%	2,750	659	252	309	244	242	366	334	344						2,750
% change		24.4%	164.7%	-14.9%	10.4%	-0.8%	-30.7%	11.9%	41.5%	51.5%						----

Source: CNMI Customs Declaration Form

Revised MS = Market Share YTD = Year To Date

VISITOR ARRIVALS TO SAIPAN - MAY 2016			
ARRIVALS BY MODE OF TRANSPORTATION	May-15	May-16	% CHANGE
Air Arrivals	39,819	35,163	-12%
Sea Arrivals	0	0	-----
TOTAL ARRIVALS	39,819	35,163	-12%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	6,409	4,282	-33%
Kanto (Tokyo)	4,526	3,120	-31%
Kinki (Osaka)	490	326	-33%
Tokai (Nagoya)	448	214	-52%
Tohoku (Sendai)	288	223	-23%
Kyushu (Fukuoka)	105	39	-63%
Hokkaido (Sapporo)	51	29	-43%
Chugoku (Hiroshima)	170	49	-71%
Shikoku	55	20	-64%
Okinawa	23	56	143%
Others	13	13	0%
Not Specified	240	193	-20%
KOREA	16,237	13,846	-15%
Seoul	7,983	6,622	-17%
Pusan	708	640	-10%
Taegu	578	503	-13%
Inchon	942	929	-1%
Others	5,683	4,900	-14%
Not Specified	343	252	-27%
CHINA	15,198	14,692	-3%
Beijing	3,611	2,537	-30%
Shanghai	3,663	2,927	-20%
Guangzhou	961	2,656	176%
Others	4,815	4,280	-11%
Not Specified	2,148	2,292	7%
GUAM	867	985	14%
UNITED STATES	466	561	20%
PHILIPPINES	58	109	88%
RUSSIA	189	125	-34%
HONG KONG	114	132	16%
TAIWAN	62	90	45%
OTHERS	219	341	56%
ARRIVALS BY MONTH	FY 2015	FY 2016	% CHANGE
TOTAL TO DATE	330,140	317,866	-4%
October	35,473	39,297	11%
November	38,934	37,600	-3%
December	44,798	40,866	-9%
January	45,576	45,774	0%
February	42,781	46,909	10%
March	42,434	37,095	-13%
April	40,325	35,162	-13%
May	39,819	35,163	-12%
June	38,196		
July	40,793		
August	29,921		
September	39,026		
YEAR TOTAL	478,076	317,866	-----

Source: CNMI Customs Declaration Form

† Revised

Sea Arrivals : May-16

Military Shp: None

Cruise Ship: None

VISITOR ARRIVALS TO ROTA - MAY 2016			
	May-15	May-16	% CHANGE
TOTAL ARRIVALS (from GUAM)	136	303	123%
JAPAN	78	135	73%
KOREA	0	4	-----
CHINA	0	6	-----
GUAM	40	127	218%
UNITED STATES	9	21	133%
PHILIPPINES	0	7	-----
RUSSIA	0	0	-----
HONG KONG	1	0	-100%
TAIWAN	2	0	-100%
OTHERS	6	3	-50%
ARRIVALS BY MONTH			
	FY 2015	FY 2016	% CHANGE
TOTAL TO DATE	1,070	2,150	101%
October	114	252	121%
November	203	270	33%
December	112	262	134%
January	112	237	112%
February	140	372	166%
March	105	222	111%
April	148	232	57%
May	136	303	123%
June	146		
July	89		
August	75		
September	223		
YEAR TOTAL	1,603	2,150	-----

NOTE: Rota and Tinian reflect only those passengers who traveled directly from Guam and whose initial point of entry are those islands.

VISITOR ARRIVALS TO TINIAN - MAY 2016			
	May-15	May-16	% CHANGE
TOTAL ARRIVALS (INTERISLAND)	1,722	N/A	-----
OVERNIGHT VISITORS:	1,722	N/A	
JAPAN	223	N/A	
KOREA	267	N/A	
CHINA	1,111	N/A	
GUAM	7	N/A	
UNITED STATES	13	N/A	
PHILIPPINES	0	N/A	
HONG KONG	0	N/A	
TAIWAN	0	N/A	
SAIPAN	101	N/A	
OTHERS	0	N/A	
DAY VISITORS:	N/A	N/A	
ARRIVALS BY MONTH	FY 2015	FY 2016	% CHANGE
TOTAL TO DATE	16,861	8,389	-----
October	2,134	354	-83%
November	2,300	285	-88%
December	2,534	446	-82%
January	2,068	2,957	43%
February	2,760	3,997	45%
March	1,509	350	-77%
April	1,834	N/A	-----
May	1,722	N/A	-----
June	1,537		
July	1,890		
August	1,629		
September	1,651		
YEAR TOTAL	23,568	8,389	-----

NOTE: Interisland arrivals include passengers who came to Tinian and Rota via Saipan.



Visitors Profile by Country (Saipan only)

MAY	TOTAL				JAPAN				KOREA				CHINA				GUAM				OTHERS			
	May-15	May-16	% SHARE	% CHGE	May-15	May-16	% SHARE	% CHGE	May-15	May-16	% SHARE	% CHGE	May-15	May-16	% SHARE	% CHGE	May-15	May-16	% SHARE	% CHGE	May-15	May-16	% SHARE	% CHGE
MODE OF ARRIVAL	39,819	35,163	100.00%	-11.69%	6,409	4,282	100.00%	-33.19%	16,237	13,846	100.00%	-14.73%	15,198	14,692	100.00%	-3.33%	867	985	100.00%	13.61%	1,108	1,358	100.00%	22.56%
Air	39,819	35,163	100.00%	-11.69%	6,409	4,282	100.00%	-33.19%	16,237	13,846	100.00%	-14.73%	15,198	14,692	100.00%	-3.33%	867	985	100.00%	13.61%	1,108	1,358	100.00%	22.56%
Sea	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----
GENDER	39,819	35,163	100.00%	-11.69%	6,409	4,282	100.00%	-33.19%	16,237	13,846	100.00%	-14.73%	15,198	14,692	100.00%	-3.33%	867	985	100.00%	13.61%	1,108	1,358	100.00%	22.56%
Male	18,711	16,804	47.79%	-10.19%	3,296	2,237	52.24%	-32.13%	7,543	6,409	46.29%	-15.03%	6,654	6,650	45.26%	-0.06%	553	636	64.57%	15.01%	665	872	64.21%	31.13%
Female	21,088	18,342	52.16%	-13.02%	3,112	2,044	47.73%	-34.32%	8,679	7,431	53.67%	-14.38%	8,540	8,032	54.67%	-5.95%	314	349	35.43%	11.15%	443	486	35.79%	9.71%
Not Stated	20	17	0.05%	-15.00%	1	1	0.02%	0.00%	15	6	0.04%	-60.00%	4	10	0.07%	150.00%	0	0	0.00%	----	0	0	0.00%	----
AGE GROUP (YEARS)	39,819	35,163	100.00%	-11.69%	6,409	4,282	100.00%	-33.19%	16,237	13,846	100.00%	-14.73%	15,198	14,692	100.00%	-3.33%	867	985	100.00%	13.61%	1,108	1,358	100.00%	22.56%
Under 10	25	60	0.17%	140.00%	10	2	0.05%	-80.00%	9	0	0.00%	-100.00%	4	58	0.39%	1350.00%	1	0	0.00%	-100.00%	1	0	0.00%	-100.00%
Under 13	6,028	4,909	13.96%	-18.56%	466	283	6.61%	-39.27%	4,675	3,958	28.59%	-15.34%	755	548	3.73%	-27.42%	40	45	4.57%	12.50%	92	75	5.52%	-18.48%
13-15	3	3	0.01%	0.00%	1	0	0.00%	-100.00%	1	0	0.00%	-100.00%	1	3	0.02%	200.00%	0	0	0.00%	----	0	0	0.00%	----
16-19	356	365	1.04%	2.53%	65	48	1.12%	-26.15%	262	275	1.99%	4.96%	12	13	0.09%	8.33%	3	6	0.61%	100.00%	14	23	1.69%	64.29%
18-19	349	290	0.82%	-16.91%	91	42	0.98%	-53.85%	126	119	0.86%	-5.56%	72	61	0.42%	-15.28%	31	24	2.44%	-22.58%	29	44	3.24%	51.72%
20-24	6	10	0.03%	66.67%	2	2	0.05%	0.00%	0	0	0.00%	----	4	7	0.05%	75.00%	0	0	0.00%	----	0	1	0.07%	----
25-29	1,640	1,648	4.69%	0.49%	464	321	7.50%	-30.82%	238	244	1.76%	2.52%	814	936	6.37%	14.99%	60	70	7.11%	16.67%	64	77	5.67%	20.31%
30-34	7,144	6,358	18.08%	-11.00%	870	558	13.03%	-35.88%	988	687	4.96%	-30.47%	5,101	4,932	33.57%	-3.31%	64	57	5.79%	-10.94%	121	124	9.13%	2.48%
35-39	6,144	4,923	14.00%	-19.87%	765	495	11.56%	-35.29%	2,233	1,564	11.30%	-29.96%	2,964	2,635	17.93%	-11.10%	71	73	7.41%	2.82%	111	156	11.49%	40.54%
40-44	5,353	4,481	12.74%	-16.29%	651	470	10.98%	-27.80%	2,986	2,374	17.15%	-20.50%	1,503	1,437	9.78%	-4.39%	90	77	7.82%	-14.44%	123	123	9.06%	0.00%
45-49	4,212	3,805	10.82%	-9.66%	686	433	10.11%	-36.88%	2,266	2,070	14.95%	-8.65%	1,043	1,034	7.04%	-0.86%	114	132	13.40%	15.79%	103	136	10.01%	32.04%
50-54	2,461	2,436	6.93%	-1.02%	610	421	9.83%	-30.98%	733	791	5.71%	7.91%	873	941	6.40%	7.79%	118	138	14.01%	16.95%	107	145	10.68%	14.17%
55-59	1,903	1,825	5.19%	-4.10%	489	315	7.36%	-35.58%	345	341	2.46%	-1.16%	865	896	6.10%	3.56%	97	121	12.28%	24.74%	107	152	11.19%	42.06%
60 & Over	1,481	1,403	3.99%	-5.27%	365	259	6.05%	-29.04%	418	403	2.91%	-3.59%	568	504	3.43%	-11.27%	69	107	10.86%	55.07%	61	130	9.57%	113.11%
Not Stated	2,690	2,622	7.46%	-2.53%	869	633	14.78%	-27.16%	945	1,007	7.27%	6.56%	613	675	4.59%	10.11%	109	135	13.71%	23.85%	154	172	12.67%	11.69%
Not Stated	24	25	0.07%	4.17%	5	0	0.00%	-100.00%	12	13	0.09%	8.33%	6	12	0.08%	100.00%	0	0	0.00%	----	1	0	0.00%	-100.00%
PURPOSE OF VISIT	21,153	20,288	100.00%	-4.09%	4,733	3,149	100.00%	-33.47%	6,179	5,381	100.00%	-12.91%	8,722	9,826	100.00%	12.66%	702	832	100.00%	18.52%	817	1,100	100.00%	34.64%
Pleasure	20,143	19,103	94.16%	-5.16%	4,629	3,106	98.63%	-32.90%	6,129	5,304	98.57%	-13.46%	8,594	9,749	99.22%	13.44%	273	309	37.14%	13.19%	518	635	57.73%	22.59%
Business	947	1,149	5.66%	21.33%	78	36	1.14%	-53.85%	47	77	1.43%	63.83%	119	56	0.57%	-52.94%	418	523	62.86%	25.12%	285	457	41.55%	60.35%
Other	63	36	0.18%	-42.86%	26	7	0.22%	-73.08%	3	0	0.00%	-100.00%	9	21	0.21%	133.33%	11	0	0.00%	-100.00%	14	8	0.73%	-42.86%
FREQUENCY OF VISIT	21,153	20,288	100.00%	-4.09%	4,733	3,149	100.00%	-33.47%	6,179	5,381	100.00%	-12.91%	8,722	9,826	100.00%	12.66%	702	832	100.00%	18.52%	817	1,100	100.00%	34.64%
First Visit	15,381	14,865	73.27%	-3.35%	2,253	1,357	43.09%	-39.77%	4,737	3,808	70.77%	-19.61%	8,018	9,223	93.86%	15.03%	54	47	5.65%	-12.96%	319	430	39.09%	34.80%
Revisit	4,726	4,506	22.21%	-4.66%	2,260	1,643	52.18%	-27.30%	1,192	1,255	23.32%	5.29%	329	409	4.16%	24.32%	539	658	79.09%	22.08%	406	541	49.18%	33.25%
Not Stated	1,046	917	4.52%	-12.33%	220	149	4.73%	-32.27%	250	318	5.91%	27.20%	375	194	1.97%	-48.27%	109	127	15.26%	16.51%	92	129	11.73%	40.22%
TRAVEL ARRANGEMENT	21,153	20,288	100.00%	-4.09%	4,733	3,149	100.00%	-33.47%	6,179	5,381	100.00%	-12.91%	8,722	9,826	100.00%	12.66%	702	832	100.00%	18.52%	817	1,100	100.00%	34.64%
Individual Arranged	5,757	5,375	26.49%	-6.64%	1,008	752	23.88%	-25.40%	2,675	2,338	43.45%	-12.60%	1,268	1,344	13.68%	5.99%	362	397	47.72%	9.67%	444	544	49.45%	22.52%
Packaged Tour	7,835	6,613	32.60%	-15.60%	2,440	1,570	49.86%	-35.66%	2,895	2,581	47.97%	-10.85%	2,437	2,400	24.42%	-1.52%	5	2	0.24%	-60.00%	58	60	5.45%	3.45%
Business Trip	1,268	1,553	7.65%	22.48%	528	435	13.81%	-17.61%	151	118	2.19%	-21.85%	241	458	4.66%	90.04%	202	291	34.98%	44.06%	146	251	22.82%	71.92%
Group Tour	5,207	5,862	28.89%	12.58%	505	232	7.37%	-54.06%	247	230	4.27%	-6.88%	4,401	5,357	54.52%	21.72%	9	5	0.60%	-44.44%	45	38	3.45%	-15.56%
Other	121	147	0.72%	21.49%	17	14	0.44%	-17.65%	39	15	0.28%	-61.54%	18	53	0.54%	194.44%	23	24	2.88%	4.35%	24	41	3.73%	70.83%
Not Stated	965	738	3.64%	-23.52%	235	146	4.64%	-37.87%	172	99	1.84%	-42.44%	357	214	2.18%	-40.06%	101	113	13.58%	11.88%	100	166	15.09%	66.00%
TRAVEL COMPANION	19,439	18,161	100.00%	-6.57%	4,284	2,927	100.00%	-31.68%	5,887	5,190	100.00%	-11.84%	8,110	8,512	100.00%	4.96%	529	660	100.00%	0.00%	629	872	100.00%	38.63%
Spouse	7,534	6,403	35.26%	-15.01%	869	603	20.60%	-30.61%	3,513	2,800	53.95%	-20.30%	3,033	2,849	33.47%	-6.07%	46	51	7.73%	10.87%	73	100	11.47%	36.99%
Children	3,997	3,342	18.40%	-16.39%	410	273	9.33%	-33.41%	2,906	2,493	48.03%	-14.21%	585	482	5.66%	-17.61%	27	28	4.24%	3.70%	69	66	7.57%	-4.35%
Parents/Grandparents	1,133	1,051	5.79%	-7.24%	125	103	3.52%	-17.60%	648	566	10.91%	-12.65%	337	356	4.18%	5.64%	9	10	1.52%	11.11%	14	16	1.83%	14.29%
Other Family Members/relatives	902	827	4.55%	-8.31%	184	163	5.57%	-11.41%	497	416	8.02%	-16.30%	160	194	2.28%	21.25%	30							



Visitors Profile by Country (Saipan only)

MAY	TOTAL				JAPAN				KOREA				CHINA				GUAM				OTHERS			
	May-15	May-16	% SHARE	% CHGE	May-15	May-16	% SHARE	% CHGE	May-15	May-16	% SHARE	% CHGE	May-15	May-16	% SHARE	% CHGE	May-15	May-16	% SHARE	% CHGE	May-15	May-16	% SHARE	% CHGE
TRAVEL PLANS	20,591	19,568		-4.97%	4,570	3,009		-34.16%	6,077	5,246		-13.67%	8,532	9,611		12.65%	655	741		13.13%	757	961		26.95%
Pleasure	17,833	16,934	86.54%	-5.04%	3,379	2,232	74.18%	-33.94%	5,799	4,953	94.41%	-14.59%	8,062	9,105	94.74%	12.94%	173	170	22.94%	-1.73%	420	474	49.32%	12.86%
Business	870	1,015	5.19%	16.67%	83	52	1.73%	-37.35%	29	46	0.88%	58.62%	121	60	0.62%	-50.41%	372	461	62.21%	23.92%	265	396	41.21%	49.43%
Golf	809	787	4.02%	-2.72%	545	419	13.92%	-23.12%	189	277	5.28%	46.56%	37	36	0.37%	-2.70%	20	11	1.48%	-45.00%	18	44	4.58%	144.44%
Dive	1,481	1,295	6.62%	-12.56%	811	553	18.38%	-31.81%	195	200	3.81%	2.56%	417	479	4.98%	14.87%	8	10	1.35%	25.00%	50	53	5.52%	6.00%
Convention	44	50	0.26%	13.64%	3	1	0.03%	-66.67%	13	9	0.17%	-30.77%	18	21	0.22%	16.67%	4	3	0.40%	-25.00%	6	16	1.66%	166.67%
Company Trip	609	495	2.53%	-18.72%	409	307	10.20%	-24.94%	51	17	0.32%	-66.67%	120	133	1.38%	10.83%	15	23	3.10%	53.33%	14	15	1.56%	7.14%
Honeymoon	871	834	4.26%	-4.25%	53	30	1.00%	-43.40%	168	104	1.98%	-38.10%	647	698	7.26%	7.88%	2	0	0.00%	-100.00%	1	2	0.21%	100.00%
Get Married	32	37	0.19%	15.63%	21	18	0.60%	-14.29%	3	1	0.02%	-66.67%	7	15	0.16%	114.29%	0	1	0.13%	----	1	2	0.21%	100.00%
Memorial Service	149	85	0.43%	-42.95%	106	27	0.90%	-74.53%	12	21	0.40%	75.00%	6	16	0.17%	166.67%	15	10	1.35%	-33.33%	10	11	1.14%	10.00%
Visit Friends	395	509	2.60%	28.86%	72	69	2.29%	-4.17%	56	113	2.15%	101.79%	32	50	0.52%	56.25%	125	133	17.95%	6.40%	110	144	14.98%	30.91%
Sports	130	100	0.51%	-23.08%	52	43	1.43%	-17.31%	26	18	0.34%	-30.77%	9	6	0.06%	-33.33%	13	1	0.13%	-92.31%	30	32	3.33%	6.67%
Other	178	241	1.23%	35.39%	68	30	1.00%	-55.88%	25	23	0.44%	-8.00%	25	105	1.09%	320.00%	27	23	3.10%	-14.81%	33	60	6.24%	81.82%
Not Stated	562	720	3.68%	28.11%	163	140	4.65%	-14.11%	102	135	2.57%	32.35%	190	215	2.24%	13.16%	47	91	12.28%	93.62%	60	139	14.46%	131.67%
TRAVEL MOTIVATION	19,306	18,652		-3.39%	4,447	2,967		-33.28%	5,714	5,047		-11.67%	7,867	9,273		17.87%	587	545		-7.16%	691	820		18.67%
Newspaper	133	96	0.51%	-27.82%	36	17	0.57%	-52.78%	17	7	0.14%	-58.82%	76	62	0.67%	-18.42%	1	1	0.18%	0.00%	3	9	1.10%	200.00%
Magazine	527	483	2.59%	-8.35%	89	65	2.19%	-26.97%	131	108	2.14%	-17.56%	301	292	3.15%	-2.99%	0	1	0.18%	----	6	17	2.07%	183.33%
Travel Agent	8,372	8,037	43.09%	-4.00%	911	502	16.92%	-44.90%	2,163	1,800	35.66%	-16.78%	5,211	5,648	60.91%	8.39%	12	18	3.30%	50.00%	75	69	8.41%	-8.00%
Climate	1,398	1,984	10.64%	41.92%	767	461	15.54%	-39.90%	263	271	5.37%	3.04%	314	1,218	13.13%	287.90%	5	3	0.55%	-40.00%	49	31	3.78%	-36.73%
Price	716	531	2.85%	-25.84%	492	339	11.43%	-31.10%	120	105	2.08%	-12.50%	92	73	0.79%	-20.65%	2	6	1.10%	200.00%	10	8	0.98%	-20.00%
Short	1,550	1,087	5.83%	-29.87%	815	507	17.09%	-37.79%	545	397	7.87%	-27.16%	150	148	1.60%	-1.33%	17	18	3.30%	5.88%	23	17	2.07%	-26.09%
Reading	490	438	2.35%	-10.61%	24	19	0.64%	-20.83%	399	351	6.95%	-12.03%	54	47	0.51%	-12.96%	1	1	0.18%	0.00%	12	20	2.44%	66.67%
Flyer	321	264	1.42%	-17.76%	110	71	2.39%	-35.45%	158	140	2.77%	-11.39%	23	39	0.42%	69.57%	0	0	0.00%	----	30	14	1.71%	-53.33%
Friends / Relatives	2,482	2,405	12.89%	-3.10%	729	551	18.57%	-24.42%	564	657	13.02%	16.49%	821	800	8.63%	-2.56%	170	178	32.66%	4.71%	198	219	26.71%	10.61%
TV / Radio	221	290	1.55%	31.22%	35	31	1.04%	-11.43%	67	59	1.17%	-11.94%	109	192	2.07%	76.15%	2	1	0.18%	-50.00%	8	7	0.85%	-12.50%
Prior Trip	1,721	1,492	8.00%	-13.31%	1,067	761	25.65%	-28.68%	417	433	8.58%	3.84%	84	114	1.23%	35.71%	77	79	14.50%	2.60%	76	105	12.80%	38.16%
Other	1,404	1,355	7.26%	-3.49%	437	337	11.36%	-22.88%	193	185	3.67%	-4.15%	183	211	2.28%	15.30%	327	281	51.56%	-14.07%	264	341	41.59%	29.17%
Web	4,634	4,058	21.76%	-12.43%	906	691	23.29%	-23.73%	2,084	1,760	34.87%	-15.55%	1,535	1,488	16.05%	-3.06%	31	21	3.85%	-32.26%	78	98	11.95%	25.64%
Not Stated	1,847	1,636	8.77%	-11.42%	286	182	6.13%	-36.36%	465	334	6.62%	-28.17%	855	553	5.96%	-35.32%	115	287	52.66%	149.57%	126	280	34.15%	122.22%
OCCUPATION	21,153	20,288	100.00%	-4.09%	4,733	3,149	100.00%	-33.47%	6,179	5,381	100.00%	-12.91%	8,722	9,826	100.00%	12.66%	702	832	100.00%	18.52%	817	1,100	100.00%	34.64%
Leg & Manager	1,210	1,006	4.96%	-16.86%	724	476	15.12%	-34.25%	74	98	1.82%	32.43%	264	245	2.49%	-7.20%	91	118	14.18%	29.67%	57	69	6.27%	21.05%
Professional	4,474	3,851	18.98%	-13.92%	391	233	7.40%	-40.41%	1,152	974	18.10%	-15.45%	2,482	2,073	21.10%	-16.48%	163	221	26.56%	35.58%	286	350	31.82%	22.38%
Technicians	1,455	1,288	6.35%	-11.48%	248	146	4.64%	-41.13%	521	440	8.18%	-15.55%	567	550	5.60%	-3.00%	72	90	10.82%	25.00%	47	62	5.64%	31.91%
Clerk	7,287	7,701	37.96%	5.68%	1,820	1,297	41.19%	-28.74%	2,412	1,848	34.34%	-23.38%	3,027	4,503	45.83%	48.76%	7	25	3.00%	257.14%	21	28	2.55%	33.33%
Service	1,740	1,615	7.96%	-7.18%	516	350	11.11%	-32.17%	698	670	12.45%	-4.01%	482	537	5.47%	11.41%	17	22	2.64%	29.41%	27	36	3.27%	33.33%
Skilled	36	55	0.27%	52.78%	15	15	0.48%	0.00%	12	12	0.22%	0.00%	8	23	0.23%	187.50%	0	1	0.12%	----	1	4	0.36%	300.00%
Craftsman	93	174	0.86%	87.10%	2	1	0.03%	-50.00%	10	10	0.19%	0.00%	72	138	1.40%	91.67%	6	8	0.96%	33.33%	3	17	1.55%	466.67%
Plant Operator	213	191	0.94%	-10.33%	19	20	0.64%	5.26%	61	64	1.19%	4.92%	125	101	1.03%	-19.20%	4	3	0.36%	-25.00%	4	3	0.27%	-25.00%
Entry Level	92	129	0.64%	40.22%	2	0	0.00%	-100.00%	0	1	0.02%	----	80	113	1.15%	41.25%	4	8	0.96%	100.00%	6	7	0.64%	16.67%
Armed Forces	101	94	0.46%	-6.93%	6	4	0.13%	-33.33%	28	27	0.50%	-3.57%	0	0	0.00%	----	34	26	3.13%	-23.53%	33	37	3.36%	12.12%
Homemaker	1,013	953	4.70%	-5.92%	181	110	3.49%	-39.23%	578	630	11.71%	9.00%	229	180	1.83%	-21.40%	10	12	1.44%	20.00%	15	21	1.91%	40.00%
Students	539	529	2.61%	-1.86%	125	72	2.29%	-42.40%	140	164	3.05%	17.14%	204	208	2.12%	1.96%	24	31	3.73%	29.17%	46	54	4.91%	17.39%
Retirees	612	653	3.22%	6.70%	200	134	4.26%	-33.00%	69	87	1.62%	26.09%	310	365	3.71%	17.74%	13	22	2.64%	69.23%	20	45	4.09%	125.00%
Other	639	738	3.64%	15.49%	95	71	2.25%	-25.26%	144	162	3.01%	12.50%	274	332	3.38%	21.17%	58	71	8.53%	22.41%	68	102	9.27%	50.00%
Not Stated	1,649	1,311	6.46%	-20.50%	389	220	6.99%	-43.44%	280	194	3.61%	-30.71%	598	458	4.66%	-23.41%	199	174	20.91%	-12.56%	183	265	24.09%	44.81%