



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

Fiscal Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	230,749	209,671	-9.13%
October	29,611	20,467	-30.88%
November	31,690	23,008	-27.40%
December	34,181 ^r	30,155	-11.78%
January	38,932	35,716	-8.26%
February	35,594	37,850	6.34%
March	32,908 ^r	36,220	10.06%
<u>April</u>	<u>27,833</u>	<u>26,255</u>	<u>-5.67%</u>
May	24,128		
June	21,803		
July	30,301		
August	37,072 ^r		
September	31,755		
YEAR TOTAL:	375,808	209,671	-----

Calendar Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	135,267	136,041	0.57%
January	38,932	35,716	-8.26%
February	35,594 ^r	37,850	6.34%
March	32,908	36,220	10.06%
<u>April</u>	<u>27,833</u>	<u>26,255</u>	<u>-5.67%</u>
May	24,128		
June	21,803		
July	30,301		
August	37,072 ^r		
September	31,755		
October	20,467		
November	23,008		
December	30,155		
YEAR TOTAL:	353,956	136,041	-----

^r Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE									
Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA/HONG KONG * ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	131,892	104,230	-21%	54,814	59,979	9%	16,565	23,920	44%
October	16,193	8,602	-47%	8,715	4,813	-45%	1,891	3,846	103%
November	17,539	10,553	-40%	8,912	6,892	-23%	2,040	2,742	34%
December	20,517	15,638	-24%	8,098	10,157	25%	2,004	1,302	-35%
January	22,302	18,018	-19%	8,676	11,710	35%	4,447	3,065	-31%
February	22,275	19,271	-13%	8,305	9,603	16%	2,345	6,286	168%
March	18,852	21,685	15%	5,532	8,185	48%	1,955	3,196	63%
April	<u>14,214</u>	<u>10,463</u>	<u>-26%</u>	<u>6,576</u>	<u>8,619</u>	<u>31%</u>	<u>1,883</u>	<u>3,483</u>	<u>85%</u>
May	12,833			6,557			1,587		
June	11,152			6,735			322		
July	14,277			9,987			2,470		
August	19,404			10,600			3,892		
September	21,009			4,302			3,023		
YEAR TOTAL	210,567	104,230	-----	92,995	59,979	-----	27,859	23,920	-----
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	10,178	10,256	1%	6,650	5,251	-21%	864	732	-15%
October	1,497	1,520	2%	523	909	74%	112	132	18%
November	1,374	1,468	7%	871	496	-43%	118	210	78%
December	1,597	1,578	-1%	609	792	30%	150	60	-60%
January	1,405	1,524	8%	521	644	24%	79	39	-51%
February	1,267	1,231	-3%	615	997	62%	100	45	-55%
March	1,369	1,559	14%	2,768	751	-73%	143	45	-69%
April	<u>1,669</u>	<u>1,376</u>	<u>-18%</u>	<u>743</u>	<u>662</u>	<u>-11%</u>	<u>162</u>	<u>201</u>	<u>24%</u>
May	1,547			573			228		
June	1,617			858			117		
July	1,746			908			101		
August	1,622			620			99		
September	1,308			1,340			160		
YEAR TOTAL	18,018	10,256	-----	10,949	5,251	-----	1,569	732	-----
Fiscal Year	~ RUSSIA ~			~ TAIWAN ~			~ OTHER AREAS ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	4,514	2,576	-43%	172	91	-47%	5,100	2,636	-48%
October	380	377	-1%	1	12	1100%	299	256	-14%
November	456	374	-18%	22	43	95%	358	230	-36%
December	895	401	-55%	36	5	-86%	275	222	-19%
January	1,137	487	-57%	102	4	-96%	263	225	-14%
February	506	181	-64%	2	10	400%	179	226	26%
March	709	496	-30%	2	7	250%	1,578	296	-81%
April	<u>431</u>	<u>260</u>	<u>-40%</u>	<u>7</u>	<u>10</u>	<u>43%</u>	<u>2,148</u>	<u>1,181</u>	<u>-45%</u>
May	487			5			311		
June	478			5			519		
July	502			81			229		
August	573			54			208		
September	247			100			266		
YEAR TOTAL	6,801	2,576	-----	417	91	-----	6,633	2,636	-----

* Effective October 2006, arrivals from Hong Kong are included with China.

† Revised

VISITOR ARRIVALS TO SAIPAN - APRIL 2010

ARRIVALS BY MODE OF TRANSPORTATION	Apr-09	Apr-10	% CHANGE
Air Arrivals	25,352	24,703	-3%
Sea Arrivals	1,936	1,159	-40%
TOTAL ARRIVALS	27,288	25,862	-5%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	13,852	10,190	-26%
Kanto (Tokyo)	8,267	8,154	-1%
Kinki (Osaka)	1,521	356	-77%
Tokai (Nagoya)	2,800	644	-77%
Tohoku (Sendai)	519	420	-19%
Kyushu (Fukuoka)	145	87	-40%
Hokkaido (Sapporo)	78	95	22%
Chugoku (Hiroshima)	141	58	-59%
Shikoku	70	28	-60%
Okinawa	16	20	25%
Others	219	15	-93%
Not Specified	76	313	312%
KOREA	6,567	8,610	31%
Seoul	3,065	4,777	56%
Pusan	831	727	-13%
Taegu	355	272	-23%
Inchon	413	81	-80%
Others	1,768	2,461	39%
Not Specified	135	292	116%
CHINA/HONG KONG *	1,883	3,480	85%
GUAM	1,527	1,291	-15%
UNITED STATES	706	623	-12%
PHILIPPINES	156	42	-73%
RUSSIA	430	260	-40%
TAIWAN	7	9	29%
OTHER	224	198	-12%

ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	226,730	206,035	-9%
October	29,176	19,992	-31%
November	30,967	22,446	-28%
December	33,523	29,554	-12%
January	38,490	35,318	-8%
February	35,036	37,393	7%
March	32,250	35,470	10%
April	27,288	25,862	-5%
May	23,680		
June	21,458		
July	29,700		
August	35,890		
September	31,291		
YEAR TOTAL	368,749	206,035	-----

Source: CNMI Customs Declaration Form

† Revised

* Effective October 2006, arrivals from Hong Kong are included with China.

Sea Arrivals : Apr-10

Military Shp: none

Cruise Ship: Sun Princess - 1,159 pax (April 3)

VISITOR ARRIVALS TO ROTA - APRIL 2010			
	<u>Apr-09</u>	<u>Apr-10</u>	% CHANGE
TOTAL ARRIVALS	901	393	-56%
ARRIVALS FROM GUAM	545	393	-28%
JAPAN	362	268	-26%
KOREA	9	7	-22%
CHINA/HONG KONG *	0	0	-----
GUAM	142	85	-40%
UNITED STATES	23	18	-22%
PHILIPPINES	3	0	-100%
RUSSIA	1	0	-----
TAIWAN	0	1	-----
OTHER	5	14	180%
INTERISLAND ARRIVALS	356	0	-100%
JAPAN	85	<i>Not Available</i>	-100%
KOREA	29		-100%
CHINA/HONG KONG *	0		-----
UNITED STATES (INCLUDING GUAM)	105		-100%
PHILIPPINES	120		-100%
OTHER	17		-100%
ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	6,601	4,332	-34%
October	796	852	7%
November	1,095	881	-20%
December	1,004	601	-40%
January	761	398	-48%
February	956	457	-52%
March	1,088	750	-31%
<u>April</u>	<u>901</u>	<u>393</u>	<u>-56%</u>
May	741		
June	680		
July	596		
August	1,634		
September	841		
YEAR TOTAL	11,093	4,332	-----

Source: Department of Labor and Immigration (Rota)

NOTE: Rota and Tinian reflect only those passengers who traveled directly from Guam and whose initial point of entry are those islands. Interisland arrivals include passengers who came to Tinian and Rota via Saipan.

* Effective October 2006, arrivals from Hong Kong are included with China.

VISITOR ARRIVALS TO TINIAN - APRIL 2010

	<u>Apr-09</u>	<u>Apr-10</u>	% CHANGE
TOTAL ARRIVALS	2,480	3,127	26%
ARRIVALS FROM GUAM	0	0	-----
JAPAN	<i>No Visitor Arrival</i>	<i>Not Available</i>	-----
KOREA			-----
CHINA/HONG KONG *			-----
GUAM			-----
UNITED STATES			-----
PHILIPPINES			-----
RUSSIA			-----
TAIWAN			-----
OTHER			-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	2,393	3,103	30%
JAPAN	411	185	-55%
KOREA	220	228	4%
CHINA/HONG KONG *	1,235	2,497	102%
GUAM	13	14	8%
UNITED STATES	23	6	-74%
PHILIPPINES	0	0	-----
TAIWAN	0	0	-----
SAIPAN	485	165	-66%
OTHER	6	8	-----
DAY VISITORS:	87	24	-72%
ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	21,679	23,574	9%
October	3,154	3,759	19%
November	2,598	3,210 r	24%
December	2,896	2,128	-27%
January	4,403	3,426	-22%
February	3,460	4,804 r	39%
March	2,688	3,120	16%
<u>April</u>	<u>2,480</u>	<u>3,127</u>	<u>26%</u>
May	2,258		
June	1,029		
July	2,785 r		
August	3,900 r		
<u>September</u>	<u>2,976</u>		
YEAR TOTAL	34,627	23,574	-----

Source: Department of Labor and Immigration (Tinian) & Division of Statistics (Tinian)

NOTE: Tinian and Rota reflect only those passengers who traveled directly from Guam and whose initial point of entry are those islands. Interisland arrivals include passengers who came to Tinian and Rota via Saipan.

* Effective October 2006, arrivals from Hong Kong are included with China.



Visitors Profile by Country (Saipan only)

APRIL	TOTAL				JAPAN				KOREA				CHINA/HONG KONG *				GUAM				OTHERS			
	Apr-09	Apr-10	% SHARE	% CHGE	Apr-09	Apr-10	% SHARE	% CHGE	Apr-09	Apr-10	% SHARE	% CHGE	Apr-09	Apr-10	% SHARE	% CHGE	Apr-09	Apr-10	% SHARE	% CHGE	Apr-09	Apr-10	% SHARE	% CHGE
MODE OF ARRIVAL	27,288	25,862	100.00%	-5.23%	13,852	10,195	100.00%	-26.40%	6,567	8,612	100.00%	31.14%	1,883	3,483	100.00%	84.97%	1,527	1,291	100.00%	-15.46%	3,459	2,281	100.00%	-34.06%
Air	25,352	24,703	95.52%	-2.56%	13,852	10,190	99.95%	-26.44%	6,567	8,610	99.98%	31.11%	1,883	3,480	99.91%	84.81%	1,527	1,291	100.00%	-15.46%	1,523	1,132	49.63%	-25.67%
Sea	1,936	1,159	4.48%	-40.13%	0	5	0.05%	----	0	2	0.02%	----	0	3	0.09%	----	0	0	0.00%	----	1,936	1,149	50.37%	-40.65%
GENDER	25,352	24,703	100.00%	-2.56%	13,852	10,190	100.00%	-26.44%	6,567	8,610	100.00%	31.11%	1,883	3,480	100.00%	84.81%	1,527	1,291	100.00%	-15.46%	1,523	1,132	100.00%	-25.67%
Male	12,948	12,709	51.45%	-1.85%	7,356	5,387	52.87%	-26.77%	2,862	4,116	47.80%	43.82%	929	1,717	49.34%	84.82%	954	815	63.13%	-14.57%	847	674	59.54%	-20.43%
Female	12,400	11,987	48.52%	-3.33%	6,493	4,800	47.11%	-26.07%	3,704	4,491	52.16%	21.25%	954	1,762	50.63%	84.70%	573	476	36.87%	-16.93%	676	458	40.46%	-32.25%
Not Stated	4	7	0.03%	75.00%	3	3	0.03%	0.00%	1	3	0.03%	200.00%	0	1	0.03%	----	0	0	0.00%	----	0	0	0.00%	----
AGE GROUP (YEARS)	25,352	24,703	100.00%	-2.56%	13,852	10,190	100.00%	-26.44%	6,567	8,610	100.00%	31.11%	1,883	3,480	100.00%	84.81%	1,527	1,291	100.00%	-15.46%	1,523	1,132	100.00%	-25.67%
Under 10	9	32	0.13%	255.56%	0	2	0.02%	----	4	20	0.23%	400.00%	0	2	0.06%	----	2	4	0.31%	100.00%	3	4	0.35%	----
Under 13	2,750	2,893	11.71%	5.20%	1,353	1,063	10.43%	-21.43%	1,016	1,571	18.25%	54.63%	62	67	1.93%	8.06%	126	73	5.65%	-42.06%	193	119	10.51%	-38.34%
10-17	0	2	0.01%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	1	0.08%	----	0	1	0.09%	----
13-15	299	253	1.02%	-15.38%	168	153	1.50%	-8.93%	21	49	0.57%	133.33%	6	4	0.11%	-33.33%	70	29	2.25%	-58.57%	34	18	1.59%	-47.06%
16-19	333	245	0.99%	-26.43%	175	146	1.43%	-16.57%	62	12	0.14%	-80.65%	14	23	0.66%	64.29%	51	44	3.41%	-13.73%	31	20	1.77%	-35.48%
18-19	2	6	0.02%	200.00%	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	1	5	0.39%	400.00%	1	1	0.09%	0.00%
20-24	1,361	1,053	4.26%	-22.63%	945	743	7.29%	-21.38%	177	98	1.14%	-44.63%	96	105	3.02%	9.38%	76	62	4.80%	-18.42%	67	45	3.98%	-32.84%
25-29	3,698	3,358	13.59%	-9.19%	1,908	1,413	13.87%	-25.94%	1,137	1,024	11.89%	-9.94%	403	755	21.70%	87.34%	99	86	6.66%	-13.13%	151	80	7.07%	-47.02%
30-34	4,289	4,003	16.20%	-6.67%	1,962	1,322	12.97%	-32.62%	1,732	1,940	22.53%	12.01%	320	519	14.91%	62.19%	114	114	8.83%	0.00%	161	108	9.54%	-32.92%
35-39	3,623	3,638	14.73%	0.41%	1,833	1,328	13.03%	-27.55%	1,097	1,555	18.06%	41.75%	290	463	13.30%	59.66%	204	152	11.77%	-25.49%	199	140	12.37%	-29.65%
40-44	2,503	2,555	10.34%	2.08%	1,423	1,030	10.11%	-27.62%	539	806	9.36%	49.54%	193	405	11.64%	109.84%	195	182	14.10%	-6.67%	153	132	11.66%	-13.73%
45-49	1,677	1,870	7.57%	11.51%	929	765	7.51%	-17.65%	242	378	4.39%	56.20%	171	454	13.05%	165.50%	176	154	11.93%	-12.50%	159	119	10.51%	-25.16%
50-54	1,394	1,373	5.56%	-1.51%	796	545	5.35%	-31.53%	180	334	3.88%	85.56%	137	265	7.61%	93.43%	153	131	10.15%	-14.38%	128	98	8.66%	-23.44%
55-59	1,327	1,237	5.01%	-6.78%	849	535	5.25%	-36.98%	159	272	3.16%	71.07%	87	213	6.12%	144.93%	128	112	8.69%	-12.50%	104	105	9.28%	0.96%
60 & Over	2,078	2,177	8.81%	4.76%	1,507	1,144	11.23%	-24.09%	198	549	6.38%	177.27%	104	204	5.86%	96.15%	130	142	11.00%	9.23%	139	138	12.19%	-0.72%
Not Stated	9	8	0.03%	-11.11%	4	1	0.01%	-75.00%	3	2	0.02%	-33.33%	0	1	0.03%	----	2	0	0.00%	-100.00%	0	4	0.35%	----
PURPOSE OF VISIT	17,050	16,633	100.00%	-2.45%	9,587	7,043	100.00%	-26.54%	3,416	4,396	100.00%	28.69%	1,833	3,376	100.00%	84.18%	1,178	1,025	100.00%	-12.99%	1,036	793	100.00%	-23.46%
Pleasure	15,559	15,439	92.82%	-0.77%	9,411	6,939	98.52%	-26.27%	3,356	4,324	98.36%	28.84%	1,758	3,330	98.64%	89.42%	466	415	40.49%	-10.94%	568	431	54.35%	-24.12%
Business	1,108	1,020	6.13%	-7.94%	95	84	1.19%	-11.58%	47	56	1.27%	19.15%	63	40	1.18%	-36.51%	557	511	49.85%	-8.26%	346	329	41.49%	-4.91%
Other	383	174	1.05%	-54.57%	81	20	0.28%	-75.31%	13	16	0.36%	23.08%	12	6	0.18%	-50.00%	155	99	9.66%	-36.13%	122	33	4.16%	-72.95%
FREQUENCY OF VISIT	17,050	16,633	100.00%	-2.45%	9,587	7,043	100.00%	-26.54%	3,416	4,396	100.00%	28.69%	1,833	3,376	100.00%	84.18%	1,178	1,025	100.00%	-12.99%	1,036	793	100.00%	-23.46%
First Visit	9,664	9,573	57.55%	-0.94%	4,627	2,909	41.30%	-37.13%	2,836	3,245	73.82%	14.42%	1,504	3,047	90.25%	102.59%	193	73	7.12%	-62.18%	504	299	37.70%	-40.67%
Revisit	6,144	5,366	32.26%	-12.66%	4,275	3,481	49.42%	-18.57%	465	729	16.58%	56.77%	67	84	2.49%	25.37%	897	726	70.83%	-19.06%	440	346	43.63%	-21.36%
Not Stated	1,242	1,694	10.18%	36.39%	685	653	9.27%	-4.67%	115	422	9.60%	266.96%	262	245	7.26%	-6.49%	88	226	22.05%	156.82%	92	148	18.66%	60.87%
TRAVEL ARRANGEMENT	17,050	16,633	100.00%	-2.45%	9,587	7,043	100.00%	-26.54%	3,416	4,396	100.00%	28.69%	1,833	3,376	100.00%	84.18%	1,178	1,025	100.00%	-12.99%	1,036	793	100.00%	-23.46%
Individual Arranged	3,672	2,935	17.65%	-20.07%	1,252	1,088	15.45%	-13.10%	1,315	877	19.95%	-33.31%	87	95	2.81%	9.20%	525	479	46.73%	-8.76%	493	396	49.94%	-19.68%
Packaged Tour	9,010	9,572	57.55%	6.24%	6,060	4,252	60.37%	-29.83%	1,462	2,347	53.39%	60.53%	1,336	2,872	85.07%	114.97%	44	19	1.85%	-56.82%	108	82	10.34%	-24.07%
Business Trip	1,650	1,672	10.05%	1.33%	1,011	802	11.39%	-20.67%	131	388	8.83%	196.18%	64	55	1.63%	-14.08%	253	259	25.27%	2.37%	191	168	21.19%	-12.04%
Group Tour	1,163	1,294	7.78%	11.26%	687	497	7.06%	-27.66%	348	585	13.31%	68.10%	57	160	4.74%	180.70%	56	43	4.20%	-23.21%	15	9	1.13%	-40.00%
Other	217	120	0.72%	-44.70%	53	16	0.23%	-69.81%	70	40	0.91%	-42.86%	6	12	0.36%	100.00%	42	40	3.90%	-4.76%	46	12	1.51%	-73.91%
Not Stated	1,338	1,040	6.25%	-22.27%	524	388	5.51%	-25.95%	90	159	3.62%	76.67%	283	182	5.39%	-35.69%	258	185	18.05%	-28.29%	183	126	15.89%	-31.15%
TRAVEL COMPANION	15,071	14,939	100.00%	-0.88%	8,704	6,365	100.00%	-26.87%	3,239	4,069	100.00%	25.63%	1,534	3,172	100.00%	106.78%	830	745	100.00%	-10.24%	764	588	100.00%	-23.04%
Spouse	4,227	3,844	25.73%	-9.06%	2,050	1,416	22.25%	-30.93%	1,680	1,923	47.26%	14.46%	281	334	10.53%	18.86%	86	67	8.99%	-22.09%	130	104	17.69%	-20.00%
Children	1,950	1,924	12.88%	-1.33%	1,082	810	12.73%	-25.14%	636	942	23.15%	48.11%	39	49	1.54%	25.64%	79	46	6.17%	-41.77%	114	77	13.10%	-32.46%
Parents/Grandparents	488	490	3.28%	0.41%	283	203	3.19%	-28.27%	144	227	5.58%	57.64%	24	32	1.01%	33.33%	17	16	2.15%	-5.88%	20	12	2.04%	-40.00%
Other Family Members/relatives	762	629	4.21%	-17.45%	458	304	4.78%	-33.62%	166	233	5.73%	40.36%	17	13	0.4									

Visitors Profile by Country (Saipan only)

APRIL	TOTAL				JAPAN				KOREA				CHINA/HK *				GUAM				OTHERS			
	Apr-09	Apr-10	% SHARE	% CHGE	Apr-09	Apr-10	% SHARE	% CHGE	Apr-09	Apr-10	% SHARE	% CHGE	Apr-09	Apr-10	% SHARE	% CHGE	Apr-09	Apr-10	% SHARE	% CHGE	Apr-09	Apr-10	% SHARE	% CHGE
TRAVEL PLANS	15,730	15,641		-0.57%	9,066	6,685		-26.51%	3,259	4,213		29.27%	1,546	3,199		106.92%	947	867		-8.45%	882	677		-23.24%
Pleasure	11,756	12,451	79.60%	5.91%	6,760	5,043	75.44%	-25.40%	2,798	3,695	87.70%	32.06%	1,439	3,097	96.81%	115.22%	300	273	31.49%	-9.00%	459	343	50.66%	-25.27%
Business	909	877	5.61%	-3.52%	113	97	1.45%	-14.16%	32	24	0.57%	-25.00%	32	30	0.94%	-6.25%	443	443	51.10%	0.00%	289	283	41.80%	-2.08%
Golf	1,514	1,362	8.71%	-10.04%	1,353	975	14.58%	-27.94%	84	321	7.62%	282.14%	5	7	0.22%	40.00%	41	34	3.92%	-17.07%	31	25	3.69%	-19.35%
Dive	1,855	1,382	8.84%	-25.50%	1,703	1,204	18.01%	-29.30%	38	90	2.14%	136.84%	35	34	1.06%	-2.86%	10	12	1.38%	20.00%	69	42	6.20%	-39.13%
Convention	83	61	0.39%	-26.51%	23	9	0.13%	-60.87%	0	32	0.76%	-----	11	4	0.13%	-63.64%	32	11	1.27%	-65.63%	17	5	0.74%	-70.59%
Company Trip	1,021	844	5.40%	-17.34%	923	645	9.65%	-30.12%	37	145	3.44%	291.89%	30	25	0.78%	-16.67%	16	19	2.19%	18.75%	15	10	1.48%	-33.33%
Honeymoon	759	573	3.66%	-24.51%	155	86	1.29%	-44.52%	524	391	9.28%	-25.38%	74	94	2.94%	27.03%	0	0	0.00%	-----	6	2	0.30%	-66.67%
Get Married	115	86	0.55%	-25.22%	93	78	1.17%	-16.13%	13	1	0.02%	-92.31%	4	5	0.16%	25.00%	2	2	0.23%	0.00%	3	0	0.00%	-100.00%
Memorial Service	41	32	0.20%	-21.95%	7	11	0.16%	57.14%	2	1	0.02%	-50.00%	2	0	0.00%	-100.00%	20	16	1.85%	-20.00%	10	4	0.59%	-60.00%
Visit Friends	516	413	2.64%	-19.96%	119	125	1.87%	5.04%	46	36	0.85%	-21.74%	20	7	0.22%	-65.00%	176	147	16.96%	-16.48%	155	98	14.48%	-36.77%
Sports	193	83	0.53%	-56.99%	123	46	0.69%	-62.60%	8	27	0.64%	237.50%	1	2	0.06%	100.00%	35	4	0.46%	-88.57%	26	4	0.59%	-84.62%
Other	364	226	1.44%	-37.91%	185	96	1.44%	-48.11%	14	31	0.74%	121.43%	11	13	0.41%	18.18%	90	61	7.04%	-32.22%	64	25	3.69%	-60.94%
Not Stated	1,320	992	6.34%	-24.85%	491	358	5.36%	-27.09%	157	183	4.34%	16.56%	287	177	5.53%	-38.33%	231	158	18.22%	-31.60%	154	116	17.13%	-24.68%
TRAVEL MOTIVATION	15,559	15,431		-0.82%	8,965	6,575		-26.66%	3,311	4,200		26.85%	1,544	3,192		106.74%	890	814		-8.54%	849	650		-23.44%
Newspaper	187	122	0.79%	-34.76%	139	68	1.03%	-51.08%	22	34	0.81%	54.55%	17	14	0.44%	-17.65%	2	3	0.37%	50.00%	7	3	0.46%	-57.14%
Magazine	312	245	1.59%	-21.47%	234	164	2.49%	-29.91%	20	35	0.83%	75.00%	49	40	1.25%	-18.37%	0	1	0.12%	#DIV/0!	9	5	0.77%	-44.44%
Travel Agent	5,438	6,469	41.92%	18.96%	1,977	1,171	17.81%	-40.77%	2,160	2,417	57.55%	11.90%	1,173	2,768	86.72%	135.89%	23	33	4.05%	43.48%	105	80	12.31%	-23.81%
Climate	2,163	1,811	11.74%	-16.27%	1,962	1,519	23.10%	-22.58%	40	185	4.40%	164.29%	40	45	1.41%	12.50%	4	3	0.37%	-25.00%	87	59	9.08%	-32.18%
Price	1,912	1,205	7.81%	-36.98%	1,815	1,102	16.76%	-39.28%	33	43	1.02%	30.30%	9	21	0.66%	133.33%	14	12	1.47%	-14.29%	41	27	4.15%	-34.15%
Short	2,236	1,714	11.11%	-23.35%	1,991	1,378	20.96%	-30.79%	166	252	6.00%	51.81%	7	20	0.63%	185.71%	34	33	4.05%	-2.94%	38	31	4.77%	-18.42%
Reading	77	232	1.50%	201.30%	48	37	0.56%	-22.92%	8	171	4.07%	2037.50%	1	3	0.09%	200.00%	3	1	0.12%	-66.67%	17	20	3.08%	17.65%
Flyer	580	334	2.16%	-42.41%	440	183	2.78%	-58.41%	105	104	2.48%	-0.95%	6	11	0.34%	83.33%	2	0	0.00%	-100.00%	27	36	5.54%	33.33%
Friends / Relatives	2,507	2,044	13.25%	-18.47%	1,521	1,167	17.75%	-23.27%	305	300	7.14%	-1.64%	109	113	3.54%	3.67%	309	299	36.73%	-3.24%	263	165	25.38%	-37.26%
TV / Radio	97	116	0.75%	19.59%	49	46	0.70%	-6.12%	21	50	1.19%	138.10%	14	14	0.44%	0.00%	2	3	0.37%	50.00%	11	3	0.46%	-72.73%
Prior Trip	2,600	2,080	13.48%	-20.00%	2,171	1,624	24.70%	-25.20%	178	263	6.26%	47.75%	18	11	0.34%	-38.89%	143	104	12.78%	-27.27%	90	78	12.00%	-13.33%
Other	1,700	1,767	11.45%	3.94%	710	624	9.49%	-12.11%	136	347	8.26%	155.15%	60	87	2.73%	45.00%	468	424	52.09%	-9.40%	326	285	43.85%	-12.58%
Web	2,186	2,124	13.76%	-2.84%	1,410	1,156	17.58%	-18.01%	530	722	17.19%	36.23%	142	164	5.14%	15.49%	19	30	3.69%	57.89%	85	52	8.00%	-38.82%
Not Stated	1,491	1,202	7.79%	-19.38%	622	468	7.12%	-24.76%	105	196	4.67%	86.67%	289	184	5.76%	-36.33%	288	211	25.92%	-26.74%	167	143	22.00%	-23.53%
OCCUPATION	17,050	16,633	100.00%	-2.45%	9,587	7,043	100.00%	-26.54%	3,416	4,396	100.00%	28.69%	1,833	3,376	100.00%	84.18%	1,178	1,025	100.00%	-12.99%	1,036	793	100.00%	-23.46%
Leg & Manager	1,581	1,345	8.09%	-14.93%	1,267	1,018	14.45%	-19.65%	42	83	1.89%	97.62%	43	73	2.16%	69.77%	131	112	10.93%	-14.50%	98	59	7.44%	-39.80%
Professional	2,840	4,396	26.43%	54.79%	645	479	6.80%	-25.74%	579	920	20.93%	58.89%	1,096	2,549	75.50%	132.57%	224	184	17.95%	-17.86%	296	264	33.29%	-10.81%
Technicians	1,167	973	5.85%	-16.62%	698	452	6.42%	-35.24%	282	303	6.89%	7.45%	66	74	2.19%	12.12%	73	97	9.46%	32.88%	48	47	5.93%	-2.08%
Clerk	5,312	4,324	26.00%	-18.60%	3,857	2,732	38.79%	-29.17%	1,263	1,276	29.03%	1.03%	128	266	7.88%	107.81%	29	26	2.54%	-10.34%	35	24	3.03%	-31.43%
Service	1,397	1,627	9.78%	16.46%	920	766	10.88%	-16.74%	395	773	17.58%	95.70%	39	49	1.45%	25.64%	27	27	2.63%	0.00%	16	12	1.51%	-25.00%
Skilled	63	38	0.23%	-39.68%	43	14	0.20%	-67.44%	7	18	0.41%	157.14%	8	2	0.06%	-75.00%	4	4	0.39%	0.00%	1	0	0.00%	-100.00%
Craftsman	31	28	0.17%	-9.68%	3	2	0.03%	-33.33%	1	6	0.14%	500.00%	5	4	0.12%	-20.00%	13	8	0.78%	-38.46%	9	8	1.01%	-11.11%
Plant Operator	160	101	0.61%	-36.88%	99	47	0.67%	-52.53%	45	49	1.11%	8.89%	8	3	0.09%	-62.50%	3	1	0.10%	-66.67%	5	1	0.13%	-80.00%
Entry Level	98	28	0.17%	-71.43%	3	5	0.07%	66.67%	84	14	0.32%	-83.33%	3	6	0.18%	100.00%	4	1	0.10%	-75.00%	4	2	0.25%	-50.00%
Armed Forces	118	137	0.82%	16.10%	11	9	0.13%	-18.18%	11	13	0.30%	18.18%	0	0	0.00%	-----	35	63	6.15%	80.00%	61	52	6.56%	-14.75%
Homemaker	807	724	4.35%	-10.29%	475	338	4.80%	-28.84%	272	335	7.62%	23.16%	19	11	0.33%	-42.11%	23	22	2.15%	-4.35%	18	18	2.27%	0.00%
Students	500	322	1.94%	-35.60%	202	182	2.58%	-9.90%	141	64	1.46%	-54.61%	46	19	0.56%	-58.70%	69	39	3.80%	-43.48%	42	18	2.27%	-57.14%
Retirees	518	461	2.77%	-11.00%	395	241	3.42%	-38.99%	28	126	2.87%	350.00%	33	37	1.10%	12.12%	34	31	3.02%	-8.82%	28	26	3.28%	-7.14%
Other	518	432	2.60%	-16.60%	180	110	1.56%	-38.89%	114	116	2.64%	1.75%	37	67	1.98%	81.08%	99	87	8.49%	-12.12%	88	52	6.56%	-40.91%
Not Stated	1,940	1,697	10.20%	-12.53%	789	648	9.20%	-17.87%	152	300	6.82%	97.37%	302	216	6.40%	-28.48%	410	323	31.51%	-21.22%	287	210	26.48%	-26.83%
LENGTH OF STAY (NIGHTS)	94,951	88,359		-6.94%	48,142	35,630		-25.99%	25,809	32,750		26.89%	7,395	10,939		47.92%	4,045	2,564		-36.61%	9,560	6,476		-32.26%
Avg. Length of Stay (Nights)	3.75	3.58			3.48	3.50			3.93	3.80			3.93	3.14			2.65	1.99			6.28	5.72		

* Effective October 2006, arrivals from Hong Kong are included with China.



KOREA VISITORS PROFILE

Apr-10

APRIL	2009		2010		2009		2010		2009		2010		2009		2010		
AGE/SEX	Male Number	Male Number	% Chge	% Share	% Share	Female Number	Female Number	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL Number	TOTAL Number	% Chge	% Share	% Share
Under 10	2	10	400.00%	0.07%	0.24%	2	10	400.00%	0.05%	0.22%	0	0	4	20	400.00%	0.06%	0.23%
Under 13	508	788	55.12%	17.75%	19.14%	507	781	54.04%	13.69%	17.39%	1	2	1,016	1,571	54.63%	15.47%	18.25%
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
13-15	14	25	78.57%	0.49%	0.61%	7	24	242.86%	0.19%	0.53%	0	0	21	49	133.33%	0.32%	0.57%
16-19	20	7	-65.00%	0.70%	0.17%	42	5	-88.10%	1.13%	0.11%	0	0	62	12	-80.65%	0.94%	0.14%
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
20-24	45	23	-48.89%	1.57%	0.56%	132	75	-43.18%	3.56%	1.67%	0	0	177	98	-44.63%	2.70%	1.14%
25-29	328	321	-2.13%	11.46%	7.80%	809	703	-13.10%	21.84%	15.65%	0	0	1,137	1,024	-9.94%	17.31%	11.89%
30-34	839	890	6.08%	29.32%	21.62%	893	1,049	17.47%	24.11%	23.36%	0	1	1,732	1,940	12.01%	26.37%	22.53%
35-39	556	814	46.40%	19.43%	19.78%	541	741	36.97%	14.61%	16.50%	0	0	1,097	1,555	41.75%	16.70%	18.06%
40-44	252	499	98.02%	8.81%	12.12%	287	307	6.97%	7.75%	6.84%	0	0	539	806	49.54%	8.21%	9.36%
45-49	84	201	139.29%	2.94%	4.88%	158	177	12.03%	4.27%	3.94%	0	0	242	378	56.20%	3.69%	4.39%
50-54	66	146	121.21%	2.31%	3.55%	114	188	64.91%	3.08%	4.19%	0	0	180	334	85.56%	2.74%	3.88%
55-59	59	103	74.58%	2.06%	2.50%	100	169	69.00%	2.70%	3.76%	0	0	159	272	71.07%	2.42%	3.16%
60 and Over	88	289	228.41%	3.07%	7.02%	110	260	136.36%	2.97%	5.79%	0	0	198	549	177.27%	3.02%	6.38%
Not Stated	1	0	-100.00%	0.03%	0.00%	2	2	0.00%	0.05%	0.04%	0	0	3	2	-33.33%	0.05%	0.02%
Total	2,862	4,116	43.82%	100.00%	100.00%	3,704	4,491	21.25%	100.00%	100.00%	1	3	6,567	8,610	31.11%	100.00%	100.00%

FREQUENCY OF VISIT	2009 Number	2010 Number	% Chge	2009 % Share	2010 % Share	TRAVEL COMPANION	2010 Number	% Share
First Visit	2,836	3,245	14.42%	83.02%	73.82%	Spouse	1,923	47.26%
Revisit	465	729	56.77%	13.61%	16.58%	Children	942	23.15%
Not Stated	115	422	266.96%	3.37%	9.60%	Parents/Grandparents	227	5.58%
						Other Family Members	233	5.73%
						Business Associates	887	21.80%
						Friends	502	12.34%
						Tour Group	531	13.05%
						Alone	146	3.59%
						# of respondents	4,069	

TRAVEL PLANS	2009	2010	% Chge	2009 % Share	2010 % Share	TRAVEL MOTIVATION	2009	2010	% Chge	2009 % Share	2010 % Share
Pleasure	6,760	5,043	-25.40%	224.81%	130.34%	Internet	530	722	36.23%	18.94%	19.86%
Business	113	97	-14.16%	3.76%	2.51%	Newspaper	22	34	54.55%	0.79%	0.94%
Golf	1,353	975	-27.94%	45.00%	25.20%	Magazines	20	35	75.00%	0.71%	0.96%
Diving	1,703	1,204	-29.30%	56.63%	31.12%	Travel Agents	2,160	2,417	11.90%	77.17%	66.49%
Attend Conf & Conv	23	9	-60.87%	0.76%	0.23%	Climate	70	185	164.29%	2.50%	5.09%
Company Trip	923	645	-30.12%	30.70%	16.67%	Price	33	43	30.30%	1.18%	1.18%
Honeymoon	155	86	-44.52%	5.15%	2.22%	Short flight Time	166	252	51.81%	5.93%	6.93%
Getting Married	93	78	-16.13%	3.09%	2.02%	General Reading	8	171	2037.50%	0.29%	4.70%
Memorial Service	7	11	57.14%	0.23%	0.28%	Flyer/Poster	105	104	-0.95%	3.75%	2.86%
VFR	119	125	5.04%	3.96%	3.23%	Friends/Relatives	305	300	-1.64%	10.90%	8.25%
Attend Sport Events	123	46	-62.60%	4.09%	1.19%	TV/Radio	21	50	138.10%	0.75%	1.38%
Others	185	96	-48.11%	6.15%	2.48%	Previous Trip	178	263	47.75%	6.36%	7.24%
						Others	136	347	155.15%	4.86%	9.55%

OCCUPATION	2009	2010	% Chge	2009 % Share	2010 % Share	2009	2010	% Chge	2009 % Share	2010 % Share	
Legislators, and managers	42	83	97.62%	1.23%	1.89%	Entry Level	84	14	-83.33%	2.46%	0.32%
Professional	579	920	58.89%	16.95%	20.93%	Armed Forces	11	13	18.18%	0.32%	0.30%
Technicians	282	303	7.45%	8.26%	6.89%	Homemakers	272	335	23.16%	7.96%	7.62%
Clerk	1,263	1,276	1.03%	36.97%	29.03%	Students	141	64	-54.61%	4.13%	1.46%
Service Workers	395	773	95.70%	11.56%	17.58%	Retirees	28	126	350.00%	0.82%	2.87%
Skilled Workers	7	18	157.14%	0.20%	0.41%	Others	114	116	1.75%	3.34%	2.64%
Craft and related trades worker	1	6	500.00%	0.03%	0.14%	Not Stated	152	300	97.37%	4.45%	6.82%
Operators and Assemblers	45	49	8.89%	1.32%	1.11%						



CHINA/Hong Kong VISITORS PROFILE

Apr-10

APRIL	2009		2010		2009		2010		2009		2010		2009		2010		
	Male	Male					Female	Female			Not Stated	Not Stated	TOTAL	TOTAL			
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Number	Number	Number	Number	% Chge	% Share	% Share
Under 10	0	1	----	0.00%	0.06%	0	1	----	0.00%	0.06%	0	0	0	2	----	0.00%	0.06%
Under 13	31	32	3.23%	3.34%	1.86%	31	35	12.90%	3.25%	1.99%	0	0	62	67	8.06%	3.29%	1.93%
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
13-15	5	3	-40.00%	0.54%	0.17%	1	1	0.00%	0.10%	0.06%	0	0	6	4	-33.33%	0.32%	0.11%
16-19	8	5	-37.50%	0.86%	0.29%	6	18	200.00%	0.63%	1.02%	0	0	14	23	64.29%	0.74%	0.66%
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
20-24	25	27	8.00%	2.69%	1.57%	71	78	9.86%	7.44%	4.43%	0	0	96	105	9.38%	5.10%	3.02%
25-29	156	320	105.13%	16.79%	18.64%	247	435	76.11%	25.89%	24.69%	0	0	403	755	87.34%	21.40%	21.70%
30-34	173	260	50.29%	18.62%	15.14%	147	259	76.19%	15.41%	14.70%	0	0	320	519	62.19%	16.99%	14.91%
35-39	164	228	39.02%	17.65%	13.28%	126	235	86.51%	13.21%	13.34%	0	0	290	463	59.66%	15.40%	13.30%
40-44	106	235	121.70%	11.41%	13.69%	87	170	95.40%	9.12%	9.65%	0	0	193	405	109.84%	10.25%	11.64%
45-49	96	258	168.75%	10.33%	15.03%	75	196	161.33%	7.86%	11.12%	0	0	171	454	165.50%	9.08%	13.05%
50-54	66	139	110.61%	7.10%	8.10%	71	126	77.46%	7.44%	7.15%	0	0	137	265	93.43%	7.28%	7.61%
55-59	41	102	148.78%	4.41%	5.94%	46	111	141.30%	4.82%	6.30%	0	0	87	213	144.83%	4.62%	6.12%
60 and Over	58	107	84.48%	6.24%	6.23%	46	97	110.87%	4.82%	5.51%	0	0	104	204	96.15%	5.52%	5.86%
Not Stated	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	1	0	1	----	0.00%	0.03%
Total	929	1,717	84.82%	100.00%	100.00%	954	1,762	84.70%	100.00%	100.00%	0	1	1,883	3,480	84.81%	100.00%	100.00%

FREQUENCY OF VISIT	2009		2010		2009		2010		TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share	Number	% Share				
First Visit	1,504	3,047	102.59%	82.05%	90.25%	Spouse	334	10.53%			
Revisit	67	84	25.37%	3.66%	2.49%	Children	49	1.54%			
Not Stated	262	245	-6.49%	14.29%	7.26%	Parents/Grandparents	32	1.01%			
						Other Family Members	13	0.41%			
						Business Associates	201	6.34%			
						Friends	127	4.00%			
						Tour Group	2,428	76.54%			
						Alone	61	1.92%			
						# of respondents	3,172				

TRAVEL PLANS	2009		2010		2009		2010		TRAVEL MOTIVATION	2009		2010	
			% Chge	% Share	% Share			% Chge		% Share	% Share		
Pleasure	1,439	3,097	115.22%	101.05%	108.70%	Internet	142	164	15.49%	11.68%	6.27%		
Business	32	30	-6.25%	2.25%	1.05%	Newspaper	17	14	-17.65%	1.40%	0.54%		
Golf	5	7	40.00%	0.35%	0.25%	Magazines	49	40	-18.37%	4.03%	1.53%		
Diving	35	34	-2.86%	2.46%	1.19%	Travel Agents	1,173	2,768	135.98%	96.46%	105.85%		
Attend Conf & Conv	11	4	-63.64%	0.77%	0.14%	Climate	40	45	12.50%	3.29%	1.72%		
Company Trip	30	25	-16.67%	2.11%	0.88%	Price	9	21	133.33%	0.74%	0.80%		
Honeymoon	74	94	27.03%	5.20%	3.30%	Short flight Time	7	20	185.71%	0.58%	0.76%		
Getting Married	4	5	25.00%	0.28%	0.18%	General Reading	1	3	200.00%	0.08%	0.11%		
Memorial Service	2	0	-100.00%	0.14%	0.00%	Flyer/Poster	6	11	83.33%	0.49%	0.42%		
VFR	20	7	-65.00%	1.40%	0.25%	Friends/Relatives	109	113	3.67%	8.96%	4.32%		
Attend Sport Events	1	2	100.00%	0.07%	0.07%	TV/Radio	14	14	0.00%	1.15%	0.54%		
Others	11	13	18.18%	0.77%	0.46%	Previous Trip	18	11	-38.89%	1.48%	0.42%		
						Others	60	87	45.00%	4.93%	3.33%		

OCCUPATION	2009		2010		2009		2010		OCCUPATION	2009		2010	
			% Chge	% Share	% Share			% Chge		% Share	% Share		
Legislators, and managers	43	73	69.77%	2.35%	2.16%	Entry Level	3	6	100.00%	0.16%	0.18%		
Professional	1,096	2,549	132.57%	59.79%	75.50%	Armed Forces	0	0	----	0.00%	0.00%		
Technicians	66	74	12.12%	3.60%	2.19%	Homemakers	19	11	-42.11%	1.04%	0.33%		
Clerk	128	266	107.81%	6.98%	7.88%	Students	46	19	-58.70%	2.51%	0.56%		
Service Workers	39	49	25.64%	2.13%	1.45%	Retirees	33	37	12.12%	1.80%	1.10%		
Skilled Workers	8	2	-75.00%	0.44%	0.06%	Others	37	67	81.08%	2.02%	1.98%		
Craft and related trades worker	5	4	-20.00%	0.27%	0.12%	Not Stated	302	216	-28.48%	16.48%	6.40%		
Operators and Assemblers	8	3	-62.50%	0.44%	0.09%								



JAPAN VISITORS PROFILE

Apr-10

APRIL	2009		2010			2009		2010			2009		2010				
	Male	Male	% Chge	% Share	% Share	Female	Female	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL	TOTAL	% Chge	% Share	% Share
AGE/SEX	Number	Number				Number	Number						Number	Number			
Under 10	0	2	----	0.00%	0.04%	0	0	----	0.00%	0.00%	0	0	0	2	----	0.00%	0.02%
Under 13	688	580	-15.70%	9.35%	10.77%	663	482	-27.30%	10.21%	10.04%	2	1	1,353	1,063	-21.43%	9.77%	10.43%
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
13-15	83	67	-19.28%	1.13%	1.24%	85	85	----	1.31%	1.77%	0	1	168	153	-8.93%	1.21%	1.50%
16-19	77	53	-31.17%	1.05%	0.98%	98	93	-5.10%	1.51%	1.94%	0	0	175	146	-16.57%	1.26%	1.43%
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
20-24	316	245	-22.47%	4.30%	4.55%	629	498	-20.83%	9.69%	10.38%	0	0	945	743	-21.38%	6.82%	7.29%
25-29	764	552	-27.75%	10.39%	10.25%	1,144	860	-24.83%	17.62%	17.92%	0	1	1,908	1,413	-25.94%	13.77%	13.87%
30-34	975	644	-33.95%	13.25%	11.95%	987	678	-31.31%	15.20%	14.13%	0	0	1,962	1,322	-32.62%	14.16%	12.97%
35-39	1,045	717	-31.39%	14.21%	13.31%	788	611	-22.46%	12.14%	12.73%	0	0	1,833	1,328	-27.55%	13.23%	13.03%
40-44	845	613	-27.46%	11.49%	11.38%	578	417	-27.85%	8.90%	8.69%	0	0	1,423	1,030	-27.62%	10.27%	10.11%
45-49	595	501	-15.80%	8.09%	9.30%	334	264	-20.96%	5.14%	5.50%	0	0	929	765	-17.65%	6.71%	7.51%
50-54	486	339	-30.25%	6.61%	6.29%	310	206	-33.55%	4.77%	4.29%	0	0	796	545	-31.53%	5.75%	5.35%
55-59	502	321	-36.06%	6.82%	5.96%	347	214	-38.33%	5.34%	4.46%	0	0	849	535	-36.98%	6.13%	5.25%
60 and Over	980	752	-23.27%	13.32%	13.96%	526	392	-25.48%	8.10%	8.17%	1	0	1,507	1,144	-24.09%	10.88%	11.23%
Not Stated	0	1	----	0.00%	0.02%	4	0	-100.00%	0.06%	0.00%	0	0	4	1	-75.00%	0.03%	0.01%
Total	7,356	5,387	-26.77%	100.00%	100.00%	6,493	4,800	-26.07%	100.00%	100.00%	3	3	13,852	10,190	-26.44%	100.00%	100.00%

FREQUENCY OF VISIT	2009		2010			TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share		Number	% Share
First Visit	4,627	2,909	-37.13%	48.26%	41.30%	Spouse	1,416	22.25%
Revisit	4,275	3,481	-18.57%	44.59%	49.42%	Children	810	12.73%
Not Stated	685	653	-4.67%	7.15%	9.27%	Parents/Grandparents	203	3.19%
						Other Family Members	304	4.78%
TRAVEL ARRANGEMENT						Business Associates	1,291	20.28%
Individually arranged	1,252	1,088	-13.10%	13.06%	15.45%	Friends	2,647	41.59%
Packaged Tour	6,060	4,252	-29.83%	63.21%	60.37%	Tour Group	363	5.70%
Company/Business trip	1,011	802	-20.67%	10.55%	11.39%	Alone	466	7.32%
Group Tour	687	497	-27.66%	7.17%	7.06%	# of respondents	6,365	
Other	53	16	-69.81%	0.55%	0.23%			
Not Stated	524	388	-25.95%	5.47%	5.51%			

TRAVEL PLANS	2009		2010			TRAVEL MOTIVATION	2009		2010		
	Number	Number	% Chge	% Share	% Share		Number	Number	% Chge	% Share	% Share
Pleasure	6,760	5,043	-25.40%	73.65%	77.39%	Internet	1,410	1,156	-18.01%	15.72%	18.40%
Business	113	97	-14.16%	1.23%	1.49%	Newspaper	139	68	-51.08%	1.55%	1.08%
Golf	1,353	975	-27.94%	14.74%	14.96%	Magazines	234	164	-29.91%	2.61%	2.61%
Diving	1,703	1,204	-29.30%	18.56%	18.48%	Travel Agents	1,977	1,171	-40.77%	22.04%	18.64%
Attend Conf & Conv	23	9	-60.87%	0.25%	0.14%	Climate	1,962	1,519	-22.58%	21.87%	24.18%
Company Trip	923	645	-30.12%	10.06%	9.90%	Price	1,815	1,102	-39.28%	20.23%	17.54%
Honeymoon	155	86	-44.52%	1.69%	1.32%	Short flight Time	1,991	1,378	-30.79%	22.20%	21.94%
Getting Married	93	78	-16.13%	1.01%	1.20%	General Reading	48	37	-22.92%	0.54%	0.59%
Memorial Service	7	11	57.14%	0.08%	0.17%	Flyer/Poster	440	183	-58.41%	4.91%	2.91%
VFR	119	125	5.04%	1.30%	1.92%	Friends/Relatives	1,521	1,167	-23.27%	16.96%	18.58%
Attend Sport Events	123	46	-62.60%	1.34%	0.71%	TV/Radio	49	46	-6.12%	0.55%	0.73%
Others	185	96	-48.11%	2.02%	1.47%	Previous Trip	2,171	1,624	-25.20%	24.20%	25.85%
						Others	710	624	-12.11%	7.92%	9.93%

OCCUPATION	2009		2010			Entry Level	2009		2010		
	Number	Number	% Chge	% Share	% Share		Number	Number	% Chge	% Share	% Share
Legislators, and managers	1,267	1,018	-19.65%	13.22%	14.45%	Armed Forces	3	5	66.67%	0.03%	0.07%
Professional	645	479	-25.74%	6.73%	6.80%	Homemakers	11	9	-18.18%	0.11%	0.13%
Technicians	698	452	-35.24%	7.28%	6.42%	Students	475	338	-28.84%	4.95%	4.80%
Clerk	3,857	2,732	-29.17%	40.23%	38.79%	Retirees	202	182	-9.90%	2.11%	2.58%
Service Workers	920	766	-16.74%	9.60%	10.88%	Others	395	241	-38.99%	4.12%	3.42%
Skilled Workers	43	14	-67.44%	0.45%	0.20%	Not Stated	180	110	-38.89%	1.88%	1.56%
Craft and related trades worker	3	2	-33.33%	0.03%	0.03%		789	648	-17.87%	8.23%	9.20%
Operators and Assemblers	99	47	-52.53%	1.03%	0.67%						