



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

Fiscal Year 2010 - 2011			
	2010	2011	% Change
TOTAL TO DATE:	209,671	204,937	-2.26%
October	20,467	25,784	25.98%
November	23,008	27,179	18.13%
December	30,155	31,572	4.70%
January	35,716	34,738	-2.74%
February	37,850	33,659	-11.07%
March	36,220	30,376	-16.13%
<u>April</u>	<u>26,255</u>	<u>21,629</u>	<u>-17.62%</u>
May	27,015 ^r		
June	28,372		
July	35,164		
August	38,047		
September	29,917		
YEAR TOTAL:	368,186	204,937	-----

Calendar Year 2010 - 2011			
	2010	2011	% Change
TOTAL TO DATE:	136,041	120,402	-11.50%
January	35,716	34,738	-2.74%
February	37,850	33,659	-11.07%
March	36,220	30,376	-16.13%
<u>April</u>	<u>26,255</u>	<u>21,629</u>	<u>-17.62%</u>
May	27,015 ^r		
June	28,372		
July	35,164		
August	38,047		
September	29,917		
October	25,784		
November	27,179		
December	31,572		
YEAR TOTAL:	379,091	120,402	-----

^r Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE

Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA/HONG KONG ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	104,230	95,011	-9%	59,979	65,833	10%	23,920	22,600	-6%
October	8,602	11,279	31%	4,813	8,681	80%	3,846	3,207	-17%
November	10,553	11,447	8%	6,892	10,428	51%	2,742	2,346	-14%
December	15,638	14,279	-9%	10,157	10,485	3%	1,302	3,617	178%
January	18,018	15,646	-13%	11,710	12,685	8%	3,065	3,946 ^r	29%
February	19,271	17,450	-9%	9,603	10,133	6%	6,286	3,962	-37%
March	21,685	17,214	-21%	8,185	7,072	-14%	3,196	2,707	-15%
April	10,463	7,696	-26%	8,619	6,349	-26%	3,483	2,815	-19%
May	11,434 ^r			9,643			3,159		
June	13,451			8,931			2,298		
July	16,596			10,782			4,615		
August	20,117			10,786			4,343		
September	16,992			7,958			2,377		
Year Total	182,820			108,079			40,712		
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	10,256	9,070	-12%	5,251	5,528	5%	732	328	-55%
October	1,520	1,225	-19%	909	762	-16%	132	43	-67%
November	1,468	1,402	-4%	496	993	100%	210	55	-74%
December	1,578	1,540	-2%	792	771	-3%	60	48	-20%
January	1,524	1,076	-29%	644	485	-25%	39	40	3%
February	1,231	987	-20%	997	538	-46%	45	44	-2%
March	1,559	1,307	-16%	751	1,137	51%	45	35	-22%
April	1,376	1,533	11%	662	842	27%	201	63	-69%
May	1,441			746			62		
June	1,760			1,035			39		
July	1,460			951			42		
August	1,315			837 ^r			43		
September	1,251			893			41		
Year Total	17,483			9,713			959		
Fiscal Year	~ RUSSIA ~			~ TAIWAN ~			~ OTHER AREAS ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	2,576	3,122	21%	91	129	42%	2,636	3,316	26%
October	377	367	-3%	12	34	183%	256	186	-27%
November	374	288	-23%	43	3	-93%	230	217	-6%
December	401	559	39%	5	11	120%	222	262	18%
January	487	599	23%	4	32 ^r	700%	225	229	2%
February	181	376	108%	10	23	130%	226	146	-35%
March	496	650	31%	7	8	14%	296	246	-17%
April	260	283	9%	10	18	80%	1,181	2,030	72%
May	305			1			224		
June	485			12			361		
July	375			72			271		
August	383			41			182		
September	205			3			197		
Year Total	4,329			220			3,871		

^r Revised

VISITOR ARRIVALS TO SAIPAN - APRIL 2011			
ARRIVALS BY MODE OF TRANSPORTATION	Apr-10	Apr-11	% CHANGE
Air Arrivals	24,703	19,434	-21%
Sea Arrivals	1,159	1,925	66%
TOTAL ARRIVALS	25,862	21,359	-17%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	10,190	7,592	-25%
Kanto (Tokyo)	8,154	5,650	-31%
Kinki (Osaka)	356	780	119%
Tokai (Nagoya)	644	454	-30%
Tohoku (Sendai)	420	226	-46%
Kyushu (Fukuoka)	87	67	-23%
Hokkaido (Sapporo)	95	111	17%
Chugoku (Hiroshima)	58	66	14%
Shikoku	28	45	61%
Okinawa	20	5	-75%
Others	15	6	-60%
Not Specified	313	182	-42%
KOREA	8,610	6,342	-26%
Seoul	4,777	3,506	-27%
Pusan	727	506	-30%
Taegu	272	207	-24%
Inchon	81	290	258%
Others	2,461	1,662	-32%
Not Specified	292	171	-41%
CHINA/HONG KONG	3,480	2,815	-19%
GUAM	1,291	1,410	9%
UNITED STATES	623	700	12%
PHILIPPINES	42	57	36%
RUSSIA	260	283	9%
TAIWAN	9	17	89%
OTHER	198	218	10%
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	206,035	202,225	-2%
October	19,992	25,485	27%
November	22,446	26,690	19%
December	29,554	30,904	5%
January	35,318	34,329	-3%
February	37,393	33,367	-11%
March	35,470	30,091	-15%
April	25,862	21,359	-17%
May	26,320		
June	27,959		
July	34,432		
August	37,302 ^r		
September	29,486		
YEAR TOTAL	361,534	202,225	-----

Source: CNMI Customs Declaration Form

^r Revised

Sea Arrivals : Apr-11

Military Shp: U.S.S. Pasadena - 110 crew (apr.15)

Cruise Ship: MS Sun Princess - 1,815 pax (apr. 5)

VISITOR ARRIVALS TO ROTA - APRIL 2011			
	<u>Apr-10</u>	<u>Apr-11</u>	% CHANGE
TOTAL ARRIVALS	393	270	-31%
ARRIVALS FROM GUAM	393	270	-31%
JAPAN	268	104	-61%
KOREA	7	7	0%
CHINA/HONG KONG	0	0	-----
GUAM	85	123	45%
UNITED STATES	18	14	-22%
PHILIPPINES	0	6	-----
RUSSIA	0	0	-----
TAIWAN	1	1	0%
OTHER	14	15	7%
INTERISLAND ARRIVALS	0	0	-----
JAPAN			-----
KOREA			-----
CHINA/HONG KONG			-----
UNITED STATES (INCLUDING GUAM)			-----
PHILIPPINES			-----
OTHER			-----
	Not Available	Not Available	
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	4,332	2,712	-37%
October	852	299	-65%
November	881	489	-44%
December	601	668	11%
January	398	409	3%
February	457	292	-36%
March	750	285	-62%
<u>April</u>	<u>393</u>	<u>270</u>	<u>-31%</u>
May	695 ^r		
June	413		
July	732		
August	745		
September	431		
YEAR TOTAL	7,348	2,712	-----

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.

VISITOR ARRIVALS TO <u>TINIAN</u> - APRIL 2011			
	<u>Apr-10</u>	<u>Apr-11</u>	<u>% CHANGE</u>
TOTAL ARRIVALS	3,127	1,486	-52%
ARRIVALS FROM GUAM	0	0	-----
JAPAN	0	<i>Not Available</i>	-----
KOREA	0		-----
CHINA/HONG KONG	0		-----
GUAM	0		-----
UNITED STATES	0		-----
PHILIPPINES	0		-----
RUSSIA	0		-----
TAIWAN	0		-----
OTHER	0		-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	3,103	1,474	-52%
JAPAN	185	139	-25%
KOREA	228	334	46%
CHINA/HONG KONG	2,497	885	-65%
GUAM	14	9	-36%
UNITED STATES	6	15	150%
PHILIPPINES	0	0	-----
TAIWAN	0	0	-----
SAIPAN	165	91	-45%
OTHER	8	1	-88%
DAY VISITORS:	24	12	-50%
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	23,574	12,371	-48%
October	3,759	1,955	-48%
November	3,210 r	1,617	-50%
December	2,128	1,554	-27%
January	3,426	1,956	-43%
February	4,804 r	2,115	-56%
March	3,120	1,688	-46%
<u>April</u>	<u>3,127</u>	<u>1,486</u>	<u>-52%</u>
May	2,765		
June	1,949		
July	3,158		
August	2,465		
September	1,738		
YEAR TOTAL	35,649	12,371	-----

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.



Visitors Profile by Country (Saipan only)

APRIL	TOTAL			JAPAN			KOREA			CHINA/HONG KONG *			GUAM			OTHERS				
	Apr-10	Apr-11	% CHGE	Apr-10	Apr-11	% SHARE	% CHGE	Apr-10	Apr-11	% SHARE	% CHGE	Apr-10	Apr-11	% SHARE	% CHGE	Apr-10	Apr-11	% SHARE	% CHGE	
MODE OF ARRIVAL	25,862	21,359	100.00%	10,196	7,592	100.00%	-25.53%	8,612	6,342	100.00%	-19.18%	3,483	2,815	100.00%	-19.18%	2,281	3,200	100.00%	40.29%	
Air	24,702	19,434	80.89%	10,199	7,592	100.00%	-25.50%	8,610	6,342	100.00%	-19.11%	3,483	2,815	100.00%	-19.11%	1,132	1,275	39.84%	12.63%	
Sea	1,160	1,925	8.01%	88,094	5	0.00%	-100.00%	2	0	0.00%	-100.00%	0	0	0.00%	1,148	1,925	60.16%	67.84%		
GENDER	24,703	19,434	100.00%	10,196	7,592	100.00%	-21.33%	8,610	6,342	100.00%	-19.11%	3,480	2,815	100.00%	-19.11%	1,132	1,275	100.00%	12.63%	
Male	12,706	10,098	51.96%	5,387	4,024	53.00%	-20.54%	4,116	3,127	49.31%	-24.00%	1,717	1,287	45.72%	-35.04%	674	769	60.31%	14.09%	
Females	11,997	9,331	46.01%	4,809	3,568	47.00%	-26.67%	4,491	3,215	50.69%	-28.41%	1,765	1,524	54.14%	-13.18%	458	506	39.69%	10.80%	
Not Stated	1	5	0.00%	0	0	0.00%	-100.00%	3	0	0.00%	0	4	0	0.00%	0	0	0.00%	0		
AGE GROUP (YEARS)	24,703	19,434	100.00%	10,190	7,592	100.00%	-21.33%	8,610	6,342	100.00%	-19.11%	3,480	2,815	100.00%	-19.11%	1,291	1,410	100.00%	9.22%	
Under 10	25	9	0.05%	-71.60%	2	3	0.04%	50.00%	25	4	0.05%	-80.00%	2	1	0.04%	-50.00%	4	0	0.00%	
Under 13	2,800	2,400	12.30%	-17.04%	1,000	644	11.32%	-30.60%	1,571	1,216	19.17%	-22.60%	67	74	2.03%	10.45%	73	101	7.16%	
10-17	2	3	0.02%	50.00%	0	0	0.00%	0	0	0.00%	0	0	0	0	0.00%	0	1	2	0.14%	
13-15	235	282	1.30%	0.40%	153	123	1.62%	-19.61%	48	35	0.65%	-28.57%	4	0	0.32%	135.00%	28	71	5.04%	
16-19	245	256	1.32%	4.49%	140	133	1.02%	-5.40%	12	21	0.33%	75.00%	29	12	0.42%	-47.83%	44	70	4.96%	
18-19	6	7	0.04%	16.67%	0	0	0.00%	0	0	0.00%	0	0	0	0	0.00%	0	5	4	0.28%	
20-24	1,053	991	5.10%	-5.89%	749	667	8.79%	-10.23%	98	88	1.39%	-10.20%	105	114	4.05%	8.57%	69	77	5.46%	
25-29	3,358	2,517	12.65%	-25.04%	1,413	866	11.02%	-37.30%	1,004	741	11.60%	-27.64%	755	728	25.89%	-3.59%	86	80	5.67%	
30-34	4,003	3,076	15.83%	-23.16%	1,940	1,459	23.01%	-24.79%	1,140	822	14.59%	-28.82%	463	301	12.82%	-22.03%	152	127	9.01%	
35-39	3,636	2,628	13.52%	-27.76%	1,328	891	11.74%	-32.91%	1,555	1,110	17.50%	-28.62%	403	301	12.82%	-22.03%	152	127	9.01%	
40-44	2,555	2,184	11.24%	-14.52%	1,030	854	11.26%	-17.09%	806	671	10.56%	-16.79%	405	347	12.30%	-14.32%	162	150	10.84%	
45-49	1,870	1,433	7.51%	-23.37%	768	598	7.80%	-22.09%	378	267	4.21%	-29.37%	454	289	10.27%	-38.34%	154	108	11.81%	
50-54	1,370	1,100	5.81%	-17.70%	545	334	5.51%	-34.30%	334	219	3.45%	-34.57%	265	213	7.57%	-19.62%	131	155	10.30%	
55-59	1,231	898	4.62%	-27.41%	535	391	5.15%	-26.92%	272	176	2.76%	-35.29%	213	120	4.26%	-43.69%	112	101	7.16%	
60 & Over	2,177	1,544	6.46%	-24.46%	1,144	869	11.45%	-24.46%	549	333	5.25%	-39.34%	204	122	4.33%	-40.20%	142	189	11.89%	
Not Stated	8	6	0.03%	-25.00%	1	2	0.02%	100.00%	2	2	0.03%	0.00%	0	3	0.11%	200.00%	0	1	0.07%	
PURPOSE OF VISIT	16,533	11,946	100.00%	-28.78%	7,043	5,127	100.00%	-27.20%	4,395	3,122	100.00%	-28.95%	3,376	1,648	100.00%	-51.18%	1,025	1,057	100.00%	3.12%
Pleasure	13,346	10,373	68.20%	-31.52%	6,039	5,047	68.44%	-27.27%	4,304	3,021	66.76%	-30.13%	3,320	1,614	97.94%	-51.53%	415	455	43.05%	
Business	1,020	974	8.22%	-4.51%	84	53	1.00%	-36.90%	56	46	1.47%	-17.80%	40	30	1.82%	-14.29%	511	449	42.48%	
Other	207	299	2.52%	71.84%	20	27	0.35%	35.00%	16	55	1.76%	243.75%	8	4	0.24%	-33.33%	59	153	14.47%	
FREQUENCY OF VISIT	16,533	11,946	100.00%	-28.78%	7,043	5,127	100.00%	-27.20%	4,395	3,122	100.00%	-28.95%	3,376	1,648	100.00%	-51.18%	1,025	1,057	100.00%	3.12%
First Visit	9,570	6,552	55.31%	-31.56%	2,909	2,241	43.71%	-22.96%	3,245	2,399	76.64%	-26.07%	3,047	1,416	66.92%	-53.53%	73	131	12.26%	
Repeat	5,386	4,264	36.00%	-20.54%	3,481	2,568	48.88%	-28.01%	729	516	16.53%	-29.22%	84	98	8.83%	14.29%	726	717	67.83%	
Not Stated	1,634	1,030	8.69%	-39.20%	653	380	7.41%	-41.81%	422	207	6.63%	-50.95%	245	138	8.25%	-44.49%	226	209	19.77%	
TRAVEL ARRANGEMENT	16,533	11,946	100.00%	-28.78%	7,043	5,127	100.00%	-27.20%	4,395	3,122	100.00%	-28.95%	3,376	1,648	100.00%	-51.18%	1,025	1,057	100.00%	3.12%
Individual Arranged	2,935	3,234	27.30%	10.19%	1,080	1,001	19.32%	-8.00%	677	1,104	35.36%	25.89%	94	138	8.37%	45.26%	479	516	48.82%	
Packaged Tour	9,570	5,420	45.79%	-43.39%	4,259	3,189	62.19%	-25.02%	2,347	1,163	37.25%	-50.45%	2,870	999	60.62%	-65.22%	19	18	1.70%	
Business Trip	1,672	1,026	6.09%	-38.64%	802	372	7.26%	-53.82%	388	184	5.69%	-52.58%	55	43	2.91%	-12.73%	258	217	20.33%	
Group Tour	1,294	1,122	9.47%	-13.29%	497	275	5.38%	-44.67%	585	294	17.84%	-83.75%	43	69	6.83%	60.47%	9	7	0.78%	
Other	120	168	1.30%	37.50%	16	13	0.25%	-18.75%	40	74	2.37%	85.00%	12	7	0.42%	-41.67%	40	42	3.97%	
Not Stated	1,040	879	7.42%	-15.48%	388	278	5.62%	-28.35%	159	120	3.84%	-24.53%	102	162	9.83%	-19.99%	165	195	18.65%	
TRAVEL COMPANION	14,939	10,184	100.00%	-31.83%	6,365	4,649	100.00%	-26.96%	4,069	2,992	100.00%	-27.84%	3,172	1,155	100.00%	-63.59%	745	770	100.00%	3.36%
Spouse	3,844	3,155	30.98%	-17.92%	1,416	1,050	22.99%	-25.80%	1,823	1,433	50.92%	-18.24%	334	395	34.20%	18.24%	67	103	13.38%	
Children	1,924	1,595	15.50%	-17.02%	810	671	14.42%	-17.16%	942	704	24.01%	-25.27%	49	52	4.50%	6.12%	46	67	9.70%	
Parents/Grandparents	490	383	3.70%	-21.84%	200	147	3.16%	-27.59%	227	175	5.97%	-22.50%	30	36	3.12%	12.50%	16	14	1.82%	
Other Family Members/Relatives	625	549	5.39%	-12.72%	304	259	5.39%	-14.80%	233	164	5.99%	-29.61%	13	51	4.42%	293.31%	38	45	5.94%	
Business Associates	2,643	1,971	15.43%	-24.99%	1,291	723	15.29%	-44.00%	897	407	13.89%	-54.11%	201	148	12.81%	-28.37%	120	120	15.45%	
Friends	3,403	2,964	28.12%	-17.30%	2,647	2,051	44.12%	-22.52%	502	435	14.84%	-13.55%	127	185	16.02%	45.67%	108	119	15.45%	
Tour Group	3,346	1,254	13.31%	-62.56%	383	188	3.40%	-56.47%	631	427	14.56%	-18.59%	2,428	629	54.46%	-74.09%	21	37	4.81%	
Alone	1,277	1,220	11.99%	-4.46%	468	447	9.61%	-4.06%	146	128	4.37%	-12.33%	369	340	44.16%	-13.49%	211	255	37.61%	
Not Stated	1,525	1,278	12.55%	-16.20%	620	465	10.00%	-25.96%	201	184	6.20%	-9.50%	130	182	15.70%	-5.21%	247	252	32.75%	

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

Visitors Profile by Country (Saipan only)

APRIL	TOTAL			JAPAN			KOREA			CHINA/HK*			GUAM			OTHERS		
	Apr-10	Apr-11	% CHGE	Apr-10	Apr-11	% SHARE	% CHGE	Apr-10	Apr-11	% SHARE	% CHGE	Apr-10	Apr-11	% SHARE	% CHGE	Apr-10	Apr-11	% SHARE
TRAVEL PLANS	15,641	11,089	-29.10%	6,684	4,860	-27.00%	4,213	2,988	1,500	-52.49%	867	900	3.81%	377	791	10.84%		
Pleasure	12,515	8,405	-32.50%	5,043	3,767	-25.30%	3,692	2,543	1,410	-92.76%	276	308	12.82%	343	717	9.91%		
Business	877	813	-7.30%	97	69	-1.41%	24	27	30	1.94%	443	303	-40.56%	323	324	0.00%		
Golf	1,382	965	-29.15%	975	688	-14.30%	301	205	7	1.06%	128.57%	34	20	-41.18%	25	26	3.29%	
Dive	1,322	1,134	-14.21%	1,204	951	-19.46%	96	53	34	60	3.95%	12	10	-1.11%	42	35	-16.67%	
Convention	61	62	1.64%	9	2	-0.04%	35	24	4	0.00%	-100.00%	11	21	2.33%	5	35	44.00%	
Company Trip	844	423	-49.87%	645	320	-61.55%	145	320	31	3.27%	-73.79%	19	18	-5.26%	10	16	2.00%	
Honeymoon	572	541	-5.58%	66	71	1.45%	39	355	94	11.11%	18.99%	0	0	0.00%	2	4	0.51%	
Get Married	86	74	-13.95%	78	63	-1.25%	1	7	5	2	0.19%	2	0	0.00%	0	2	0.25%	
Memorial Service	32	62	93.75%	11	8	-0.27%	0	1	0	0.07%	700.00%	16	34	3.78%	4	10	1.26%	
Visit Friends	413	423	2.42%	125	95	-1.97%	36	36	7	11.07%	57.14%	147	163	18.11%	96	117	14.79%	
Sports	65	138	66.27%	46	49	1.00%	27	6	3	0.20%	50.00%	4	70	7.78%	4	10	1.26%	
Other	226	227	0.44%	96	73	-1.50%	31	39	6	0.39%	-53.85%	61	64	7.11%	25	45	5.89%	
Not Stated	922	797	-13.35%	558	247	-55.36%	185	124	171	12.8	-32.24%	156	157	17.44%	116	101	-12.93%	
TRAVEL MOTIVATION	15,431	10,831	-29.81%	6,575	4,801	-26.96%	4,200	2,979	1,479	-53.97%	814	833	2.33%	608	729	13.89%		
Newspaper	121	77	-35.54%	68	25	-63.24%	34	21	14	1.42%	50.00%	3	4	0.48%	3	6	0.81%	
Magazine	245	243	-0.82%	164	131	-2.73%	32	60	45	47	3.16%	17.50%	1	0	0.00%	5	5	0.68%
Travel Agent	6,468	3,723	-42.45%	1,171	869	-18.10%	2,417	1,754	46	1,000	69.94%	33	21	-2.52%	80	49	-6.83%	
Climate	1,811	1,244	-31.31%	1,519	1,074	-22.37%	185	81	45	4.1	-2.77%	-8.89%	5	6	0.72%	59	42	-5.86%
Price	1,205	849	-29.54%	1,102	778	-18.27%	43	22	21	1.7	-19.05%	12	19	2.28%	27	13	-1.76%	
Short	1,174	1,278	8.86%	1,044	2,175	108.74%	252	157	25	10.6	1.06%	20.00%	31	30	-0.30%	31	30	-0.30%
Reading	232	82	-64.66%	37	25	-32.43%	171	21	3	13	0.86%	333.33%	1	2	0.24%	20	21	2.84%
Flyer	334	280	-16.17%	183	157	-3.27%	104	57	11	7	0.47%	-36.36%	0	4	0.48%	36	55	7.44%
Friends / Relatives	2,044	1,720	-15.36%	1,167	874	-18.20%	300	261	113	11.8	7.96%	4.42%	299	200	-34.81%	165	187	25.30%
TV / Radio	116	93	-19.83%	46	25	-45.65%	50	43	14	12	0.81%	-14.29%	3	5	0.80%	6	8	1.08%
Prior Trip	2,080	1,684	-18.56%	1,624	1,268	-23.80%	263	188	11	16	1.08%	45.45%	104	86	-11.52%	78	88	11.91%
Other	1,767	1,389	-21.39%	624	324	-46.47%	347	197	87	77	5.31%	-11.49%	424	441	52.94%	285	340	46.01%
Web	2,124	1,692	-20.34%	1,156	851	-17.73%	722	503	164	231	15.62%	40.85%	30	34	4.00%	52	73	9.88%
Not Stated	1,202	1,015	-15.56%	468	323	-30.34%	196	143	184	109	11.40%	-8.15%	211	224	20.80%	143	153	20.70%
OCCUPATION	15,633	11,846	-24.23%	7,043	5,127	-27.29%	4,266	3,122	1,648	-51.18%	1,025	1,057	3.12%	720	862	19.46%		
Leg & Manager	1,345	988	-26.54%	1,016	661	-12.89%	85	70	73	6.8	4.12%	-6.85%	112	114	10.79%	59	75	8.41%
Professional	4,362	2,076	-52.76%	479	384	-7.49%	902	522	2,549	625	37.92%	-75.48%	184	221	20.91%	264	324	36.32%
Technicians	975	1,134	18.55%	452	295	-5.75%	303	648	74	91	5.50%	22.97%	97	51	-4.82%	47	49	5.49%
Chick	4,324	3,167	-26.90%	2,732	1,879	-31.22%	1,276	939	206	338	20.51%	27.07%	26	22	-2.08%	24	9	-10.11%
Service	1,627	728	-54.64%	766	502	-34.46%	773	144	49	41	2.69%	-16.33%	27	26	-2.46%	12	25	2.80%
Skilled	38	39	0.26%	14	18	0.35%	28	8	2	7	0.45%	250.00%	0	5	0.47%	0	1	0.11%
Craftsman	26	60	114.29%	2	2	0.00%	6	5	4	3.8	2.31%	80.00%	8	9	0.85%	8	6	-0.67%
Plant Operator	101	99	-1.98%	47	44	-0.89%	3	11	3	11	0.67%	266.67%	1	1	0.00%	1	1	0.11%
Entry Level	26	114	307.14%	5	2	-60.00%	14	07	6	17	1.05%	193.33%	2	5	0.47%	2	3	0.34%
Armed Forces	137	135	-1.46%	9	4	-55.56%	13	11	0	0.00%	0.00%	63	57	-9.52%	52	63	7.06%	
Homemaker	724	555	-23.34%	338	259	-5.60%	305	241	11	15	0.91%	38.36%	22	20	-1.89%	18	26	2.84%
Students	322	520	62.11%	182	313	71.98%	64	67	19	18	1.09%	-5.26%	39	105	9.30%	18	26	2.91%
Retirees	461	310	-32.75%	241	185	-3.61%	126	43	37	25	1.52%	-32.43%	31	36	3.41%	25	21	-2.35%
Other	432	528	22.22%	110	108	-1.82%	116	105	67	159	9.65%	137.31%	87	84	-7.65%	52	72	8.00%
Not Stated	1,687	1,354	-19.16%	648	471	-27.15%	300	100	216	195	11.83%	-9.72%	303	301	-0.67%	210	197	-22.09%
LENGTH OF STAY (NIGHTS)	88,350	74,228	-15.99%	35,610	27,723	-22.16%	32,750	23,149	11,497	5,101	-51.01%	2,564	3,709	48.17%	6,476	7,450	15.04%	
Avg. Length of Stay (Nights)	3.58	3.82	6.43%	3.50	3.65	4.29%	3.80	3.74	3.14	4.08	5.10%	1.98	2.89	5.22%	5.84	6.47%		

* Effective October 2008, arrivals from Hong Kong are included with China



JAPAN VISITORS PROFILE

Apr-11

AGE/SEX	2010		2011		2010		2011		2010		2011		2010		2011	
	Male Number	Female Number	% Chge	% Share	Male Number	Female Number	% Chge	% Share	% Chge	% Share	% Chge	% Share	Total Number	% Chge	% Share	
Under 10	2	0	-50.00%	0.04%	0	2	0.00%	0.06%	0.00%	0.06%	0	0	2	50.00%	0.02%	
Under 13	580	482	-22.59%	10.77%	482	395	-18.05%	10.04%	11.07%	11.07%	1	0	1,063	-20.60%	10.43%	
10-17	0	0	0.00%	0.00%	0	0	0.00%	0.00%	0.00%	0.00%	0	0	0	0.00%	0.00%	
13-15	67	85	8.96%	1.24%	73	50	-41.18%	1.40%	1.77%	1.40%	1	0	153	-19.61%	1.50%	
16-19	53	93	9.43%	0.98%	58	80	-13.98%	2.24%	1.94%	2.24%	0	0	146	-5.48%	1.43%	
18-19	0	0	0.00%	0.00%	0	0	0.00%	0.00%	0.00%	0.00%	0	0	0	0.00%	0.00%	
20-24	245	498	0.00%	4.55%	422	488	-15.26%	11.83%	10.38%	11.83%	0	0	743	-10.23%	7.29%	
25-29	552	860	-37.14%	10.25%	347	539	37.33%	17.92%	17.92%	15.11%	1	0	1,413	-37.30%	13.87%	
30-34	644	678	-35.09%	11.95%	418	494	-27.14%	13.85%	14.13%	13.85%	0	0	1,322	-31.01%	12.97%	
35-39	717	611	-33.61%	13.31%	415	335	-32.08%	12.73%	12.73%	11.63%	0	0	1,328	-32.91%	13.03%	
40-44	613	519	-15.33%	11.38%	417	335	-19.66%	8.69%	8.69%	9.39%	0	0	1,030	-17.09%	10.11%	
45-49	501	368	-26.55%	9.30%	264	228	-13.64%	5.50%	5.50%	6.39%	0	0	765	-22.09%	7.51%	
50-54	339	261	-23.01%	6.23%	206	157	-23.79%	4.29%	4.29%	4.40%	0	0	545	-23.30%	5.35%	
55-59	321	234	-27.10%	5.96%	214	157	-26.64%	4.46%	4.46%	4.40%	0	0	535	-26.92%	5.25%	
60 and Over	752	392	-23.54%	13.96%	392	294	-25.00%	8.17%	8.17%	8.24%	0	0	1,144	-24.04%	11.23%	
Not Stated	1	0	-100.00%	0.02%	0	0	0.00%	0.00%	0.00%	0.00%	0	0	1	-100.00%	0.01%	
Total	5,387	4,800	-25.30%	100.00%	4,800	3,568	-25.67%	100.00%	100.00%	100.00%	3	0	10,190	-25.50%	100.00%	

FREQUENCY OF VISIT	2010		2011		2010		2011	
	Number	% Chge	% Share	Number	% Chge	% Share	Number	% Share
First Visit	2,909	2,241	-22.96%	41.30%	1,050	22.59%	1,050	22.59%
Revisit	3,481	2,506	-28.01%	49.42%	671	14.43%	671	14.43%
Not Stated	653	380	-41.81%	9.27%	147	3.16%	259	5.57%

TRAVEL ARRANGEMENT	2010		2011		2010		2011	
	Number	% Chge	% Share	Number	% Chge	% Share	Number	% Share
Individually arranged	1,088	1,001	-8.00%	15.45%	158	3.40%	158	3.40%
Packaged Tour	4,282	3,188	-25.02%	60.37%	447	9.61%	447	9.61%
Company/Business trip	802	372	-53.62%	11.39%	7,266	151.55%	7,266	151.55%
Group Tour	487	275	-44.67%	7.06%	158	3.40%	158	3.40%
Other	16	13	-18.75%	0.23%	4	0.09%	4	0.09%
Not Stated	388	278	-28.35%	5.51%	4,649	97.11%	4,649	97.11%

TRAVEL PLANS	2010		2011		2010		2011	
	Number	% Chge	% Share	Number	% Chge	% Share	Number	% Share
Pleasure	5,043	3,767	-25.30%	75.44%	1,156	17.56%	1,156	17.56%
Business	97	69	-28.87%	1.45%	68	1.03%	68	1.03%
Golf	975	698	-28.41%	14.58%	164	2.49%	164	2.49%
Diving	1,204	951	-21.01%	18.01%	1,171	17.81%	1,171	17.81%
Attend Conf & Conv	9	2	-77.78%	0.04%	1,519	23.37%	1,519	23.37%
Company Trip	645	320	-50.39%	9.65%	1,102	16.20%	1,102	16.20%
Honeymoon	86	71	-17.44%	1.29%	37	0.52%	37	0.52%
Getting Married	78	63	-19.23%	1.17%	183	2.78%	183	2.78%
Memorial Service	11	9	-18.18%	0.16%	1,167	17.75%	1,167	17.75%
VFR	125	96	-23.20%	1.87%	46	0.70%	46	0.70%
Attend Sport Events	46	49	6.52%	0.69%	1,624	24.70%	1,624	24.70%
Others	96	73	-23.96%	1.44%	624	9.49%	624	9.49%

TRAVEL MOTIVATION	2010		2011		2010		2011	
	Number	% Chge	% Share	Number	% Chge	% Share	Number	% Share
Internet	3,767	3,671	-2.63%	77.19%	851	17.56%	851	17.56%
Newspaper	69	25	-63.24%	1.41%	25	0.52%	25	0.52%
Magazines	698	131	-20.12%	14.30%	131	2.49%	131	2.49%
Travel Agents	1,204	869	-25.79%	19.49%	1,074	17.81%	1,074	17.81%
Climate	9	2	-77.78%	0.13%	1,074	23.10%	1,074	23.10%
Price	645	320	-50.39%	9.65%	1,027	16.20%	1,027	16.20%
Short flight Time	86	71	-17.44%	1.29%	1,044	20.96%	1,044	20.96%
General Reading	78	63	-19.23%	1.17%	37	0.52%	37	0.52%
Flyer/Poster	11	9	-18.18%	0.16%	183	2.78%	183	2.78%
Friends/Relatives	125	96	-23.20%	1.87%	1,167	17.75%	1,167	17.75%
TV/Radio	46	49	6.52%	0.69%	46	0.70%	46	0.70%
Previous Trip	96	73	-23.96%	1.44%	1,624	24.70%	1,624	24.70%
Others	96	73	-23.96%	1.44%	624	9.49%	624	9.49%

OCCUPATION	2010		2011		2010		2011	
	Number	% Chge	% Share	Number	% Chge	% Share	Number	% Share
Legislators, and managers	1,018	661	-35.07%	14.45%	5	0.07%	5	0.07%
Professional Technicians	479	384	-19.83%	6.80%	9	0.13%	9	0.13%
Clerk	452	295	-34.73%	5.75%	338	4.80%	338	4.80%
Service Workers	766	502	-34.46%	10.88%	182	2.56%	182	2.56%
Skilled Workers	14	18	28.57%	0.20%	241	3.42%	241	3.42%
Craft and related trades worker	2	2	0.00%	0.03%	110	1.56%	110	1.56%
Not Stated	2	2	0.00%	0.04%	648	9.20%	648	9.20%



KOREA VISITORS PROFILE

Apr-11

AGE/SEX	2010		2011		2010		2011		2010		2011		2010		2011		
	Male Number	Male % Share	Female Number	Female % Share	% Chg	% Share	% Chg	% Share	% Chg	% Share	% Chg	% Share	Total Number	% Chg	% Share	Total Number	% Share
Under 10	10	0.06%	2	0.06%	-80.00%	0.24%	-80.00%	0.06%	-80.00%	0.22%	0.06%	0.06%	20	-80.00%	0.23%	4	0.06%
Under 13	788	19.14%	542	21.55%	-14.47%	19.14%	-30.60%	17.39%	-30.60%	17.39%	16.86%	16.86%	1,571	-22.60%	16.25%	1,216	19.17%
10-17	0	0.00%	0	0.00%	---	0.00%	---	0.00%	---	0.00%	0.00%	0.00%	0	---	0.00%	0	0.00%
13-15	25	0.61%	18	0.54%	-32.00%	0.61%	-25.00%	0.53%	-25.00%	0.53%	0.56%	0.56%	49	-28.57%	0.57%	35	0.55%
16-19	7	0.17%	6	0.48%	114.29%	0.17%	20.00%	0.11%	20.00%	0.11%	0.19%	0.19%	12	75.00%	0.14%	21	0.33%
18-19	0	0.00%	0	0.00%	---	0.00%	---	0.00%	---	0.00%	0.00%	0.00%	0	---	0.00%	0	0.00%
20-24	23	82.61%	46	1.34%	100.00%	0.56%	-38.67%	1.67%	-38.67%	1.67%	1.43%	1.43%	0	---	0.00%	0	0.00%
25-29	321	32.71%	703	6.91%	-54.11%	7.80%	-25.32%	15.65%	-25.32%	15.65%	16.33%	16.33%	98	-10.20%	1.14%	88	1.39%
30-34	890	21.62%	1,049	22.45%	-12.92%	21.62%	-27.84%	23.36%	-27.84%	23.36%	23.55%	23.55%	1,459	-24.79%	22.53%	1,459	23.01%
35-39	814	19.78%	741	18.26%	12.12%	19.78%	-18.89%	6.84%	-18.89%	6.84%	7.74%	7.74%	806	-16.75%	9.36%	671	10.58%
40-44	499	12.12%	307	13.50%	4.88%	4.88%	-29.94%	3.94%	-29.94%	3.94%	3.86%	3.86%	378	-29.37%	4.39%	267	4.21%
45-49	201	4.88%	177	4.57%	-10.45%	4.88%	-43.62%	4.19%	-43.62%	4.19%	3.30%	3.30%	334	-34.43%	3.88%	219	3.45%
50-54	146	3.55%	188	3.61%	-22.60%	3.55%	-39.64%	3.76%	-39.64%	3.76%	3.17%	3.17%	272	-35.29%	3.16%	176	2.78%
55-59	103	2.50%	169	2.37%	-28.16%	2.50%	-23.46%	5.79%	-23.46%	5.79%	6.19%	6.19%	549	-39.34%	6.38%	333	5.25%
60 and Over	289	7.02%	260	4.29%	-53.63%	7.02%	-100.00%	0.04%	-100.00%	0.04%	0.00%	0.00%	2	0.00%	0.02%	2	0.03%
Not Stated	0	0.00%	0	0.06%	---	0.00%	---	0.00%	---	0.00%	0.00%	0.00%	0	---	0.00%	0	0.00%
Total	4,116	100.00%	4,491	100.00%	-24.03%	100.00%	-28.41%	100.00%	-28.41%	100.00%	100.00%	100.00%	8,610	-26.34%	100.00%	6,342	100.00%

FREQUENCY OF VISIT	2010		2011		2010		2011		2010		2011		2010		2011		
	Number	% Share	Number	% Share	% Chg	% Share	% Chg	% Share	% Chg	% Share	% Chg	% Share	Total Number	% Chg	% Share	Total Number	% Share
First Visit	3,245	73.82%	2,399	53.39%	-26.07%	73.82%	50.92%	1,493	-30.33%	17.19%	16.88%	16.88%	20	-80.00%	0.23%	4	0.06%
Rewisit	729	16.53%	516	11.55%	-29.22%	16.53%	24.01%	704	-38.24%	0.81%	0.70%	0.70%	1,571	-22.60%	16.25%	1,216	19.17%
Not Stated	422	9.60%	207	4.63%	-50.95%	9.60%	5.97%	175	-71.43%	0.83%	2.01%	2.01%	0	---	0.00%	0	0.00%

TRAVEL ARRANGEMENT	2010		2011		2010		2011		2010		2011		2010		2011		
	Number	% Share	Number	% Share	% Chg	% Share	% Chg	% Share	% Chg	% Share	% Chg	% Share	Total Number	% Chg	% Share	Total Number	% Share
Individually arranged	877	19.95%	1,104	25.88%	25.88%	19.95%	35.36%	407	-13.88%	13.88%	13.88%	13.88%	407	-39.34%	6.38%	333	5.25%
Packaged Tour	2,347	53.39%	3,245	76.84%	50.45%	53.39%	37.25%	704	-38.24%	0.81%	0.70%	0.70%	1,571	-22.60%	16.25%	1,216	19.17%
Company/Business trip	388	8.83%	184	4.14%	-52.58%	8.83%	5.89%	164	-55.97%	5.59%	5.59%	5.59%	49	-28.57%	0.57%	35	0.55%
Group Tour	585	13.31%	477	10.61%	-18.46%	13.31%	15.28%	175	-71.43%	0.83%	2.01%	2.01%	0	---	0.00%	0	0.00%
Other	40	0.91%	74	1.65%	85.00%	0.91%	2.37%	407	-13.88%	13.88%	13.88%	13.88%	12	75.00%	0.14%	21	0.33%
Not Stated	159	3.62%	120	2.68%	-24.53%	3.62%	3.84%	435	-14.84%	14.84%	14.84%	14.84%	2	0.00%	0.02%	2	0.03%

TRAVEL PLANS	2010		2011		2010		2011		2010		2011		2010		2011		
	Number	% Share	Number	% Share	% Chg	% Share	% Chg	% Share	% Chg	% Share	% Chg	% Share	Total Number	% Chg	% Share	Total Number	% Share
Pleasure	3,695	87.70%	2,543	57.70%	-31.18%	87.70%	84.82%	722	-30.33%	17.19%	16.88%	16.88%	20	-80.00%	0.23%	4	0.06%
Business	24	0.57%	27	0.61%	12.50%	0.57%	0.90%	34	-38.24%	0.81%	0.70%	0.70%	1,571	-22.60%	16.25%	1,216	19.17%
Golf	321	7.62%	205	4.63%	-36.14%	7.62%	6.84%	35	-60.43%	0.83%	2.01%	2.01%	0	---	0.00%	0	0.00%
Diving	90	2.14%	53	1.19%	-41.11%	2.14%	1.77%	2,417	-27.43%	57.55%	58.88%	58.88%	49	-28.57%	0.57%	35	0.55%
Attend Conf & Conv	32	0.76%	24	0.54%	-25.00%	0.76%	0.80%	185	-56.22%	4.40%	2.72%	2.72%	12	75.00%	0.14%	21	0.33%
Company Trip	145	3.44%	38	0.86%	-73.79%	3.44%	1.27%	43	-48.84%	1.02%	0.74%	0.74%	0	---	0.00%	0	0.00%
Honeymoon	391	9.28%	355	7.92%	-9.21%	9.28%	11.84%	252	-37.70%	6.00%	5.27%	5.27%	98	-10.20%	1.14%	88	1.39%
Getting Married	1	0.02%	7	0.16%	600.00%	0.02%	0.23%	171	-87.72%	4.07%	0.70%	0.70%	1,459	-24.79%	22.53%	1,459	23.01%
Memorial Service	1	0.02%	8	0.18%	700.00%	0.02%	0.27%	104	-45.19%	2.48%	1.91%	1.91%	1,110	-28.62%	18.06%	1,110	17.50%
VFR	36	0.85%	1	0.02%	-97.22%	0.85%	1.20%	300	-13.00%	7.14%	8.76%	8.76%	806	-16.75%	9.36%	671	10.58%
Attend Sport Events	27	0.64%	6	0.14%	-77.78%	0.64%	0.20%	50	-14.00%	1.19%	1.44%	1.44%	1,940	-24.79%	22.53%	1,940	28.62%
Others	31	0.74%	39	0.88%	25.81%	0.74%	1.30%	263	-43.23%	8.26%	6.65%	6.65%	1,555	-28.62%	18.06%	1,555	23.01%

OCCUPATION	2010		2011		2010		2011		2010		2011		2010		2011		
	Number	% Share	Number	% Share	% Chg	% Share	% Chg	% Share	% Chg	% Share	% Chg	% Share	Total Number	% Chg	% Share	Total Number	% Share
Legislators, and managers	83	1.89%	70	1.56%	-15.66%	1.89%	2.24%	14	-51.43%	0.32%	2.79%	2.79%	20	-80.00%	0.23%	4	0.06%
Professional Technicians	920	20.93%	522	11.62%	-43.26%	20.93%	16.72%	13	-15.38%	0.30%	0.35%	0.35%	1,571	-22.60%	16.25%	1,216	19.17%
Clerk	303	6.89%	648	14.42%	113.86%	6.89%	20.76%	335	-28.06%	7.62%	7.72%	7.72%	49	-28.57%	0.57%	35	0.55%
Service Workers	1,276	28.56%	939	20.90%	-26.41%	28.56%	30.08%	64	-4.69%	1.46%	2.15%	2.15%	12	75.00%	0.14%	21	0.33%
Skilled Workers	773	17.58%	144	3.21%	-81.37%	17.58%	4.61%	126	-65.87%	2.87%	1.38%	1.38%	98	-10.20%	1.14%	88	1.39%
Craft and related trades worker	18	0.41%	8	0.18%	-55.56%	0.41%	0.26%	116	-9.48%	2.64%	3.36%	3.36%	2	0.00%	0.02%	2	0.03%
Not Stated	5	0.11%	5	0.11%	0.00%	0.11%	0.16%	300	-36.67%	6.82%	6.09%	6.09%	0	---	0.00%	0	0.00%



CHINA/Hong Kong VISITORS PROFILE

Apr-11

APRIL	2010 Male Number	2011 Male Number	2010 % Share	2011 % Share	% Chge	2010 Female Number	2011 Female Number	2010 % Share	2011 % Share	% Chge	2010 % Share	2011 % Share	2010 Not Stated	2011 Not Stated	2010 TOTAL Number	2011 TOTAL Number	2010 % Share	2011 % Share	
AGE/SEX																			
Under 10	1	1	0.00%	0.00%	0.00%	1	0	0.00%	0.00%	-100.00%	0.06%	0.00%	0	0	2	1	50.00%	0.04%	
Under 13	32	34	6.25%	2.64%	1.86%	35	39	11.43%	2.56%	11.43%	1.99%	2.56%	0	1	67	74	10.45%	1.93%	
10-17	0	0	0.00%	0.00%	0.00%	0	0	0.00%	0.00%	----	0.00%	0.00%	0	0	0	0	0.00%	0.00%	
13-15	3	6	100.00%	0.17%	0.47%	1	3	200.00%	0.20%	200.00%	0.06%	0.20%	0	0	4	9	125.00%	0.32%	
16-19	5	6	20.00%	0.29%	0.47%	18	6	-66.67%	1.02%	-66.67%	1.02%	0.39%	0	0	23	12	-47.83%	0.43%	
18-19	0	0	0.00%	0.00%	0.00%	0	0	0.00%	0.00%	----	0.00%	0.00%	0	0	0	0	0.00%	0.00%	
20-24	27	36	33.33%	1.57%	2.00%	78	78	0.00%	4.43%	0.00%	24.69%	5.12%	0	0	105	114	8.57%	3.02%	
25-29	320	318	-0.62%	18.64%	24.71%	435	410	-5.75%	26.90%	-5.75%	14.70%	14.53%	0	0	755	728	-3.58%	21.70%	
30-34	260	199	-23.46%	15.14%	15.46%	259	223	-13.90%	14.53%	-13.90%	13.34%	12.66%	0	0	519	422	-18.69%	14.99%	
35-39	228	188	-26.32%	13.28%	13.05%	193	193	-17.87%	13.34%	-17.87%	9.65%	12.66%	0	0	463	361	-22.03%	13.30%	
40-44	235	154	-34.47%	13.69%	11.97%	170	193	13.53%	12.66%	13.53%	11.12%	10.24%	0	0	405	347	-14.32%	11.64%	
45-49	288	133	-48.45%	15.03%	10.33%	196	156	-20.41%	11.12%	-20.41%	7.15%	6.82%	0	0	454	289	-36.34%	13.05%	
50-54	139	109	-21.58%	8.10%	8.47%	126	104	-17.46%	7.15%	-17.46%	6.30%	4.13%	0	0	265	213	-19.62%	7.61%	
55-59	102	57	-44.12%	5.94%	4.43%	111	56	-49.24%	5.51%	-49.24%	5.51%	3.67%	0	0	213	120	-43.66%	6.12%	
60 and Over	107	66	-38.32%	6.23%	5.13%	97	56	-42.27%	3.67%	-42.27%	0.00%	0.00%	1	3	204	122	-40.20%	5.86%	
Not Stated	0	0	0.00%	0.00%	----	0	0	----	0.00%	----	0.00%	0.00%	1	3	1	3	200.00%	0.03%	
Total	1,717	1,287	-25.04%	100.00%	100.00%	1,762	1,524	-13.51%	100.00%	-13.51%	100.00%	100.00%	1	4	3,480	2,815	-19.11%	100.00%	

FREQUENCY OF VISIT

	2010 Number	2011 Number	2010 % Share	2011 % Share	% Chge	2010 % Share	2011 % Share
First Visit	3,047	1,416	90.25%	85.92%	-53.53%	85.92%	85.92%
Revisit	84	96	2.49%	5.83%	14.29%	5.83%	5.83%
Not Stated	245	136	7.26%	8.25%	-44.49%	8.25%	8.25%

TRAVEL ARRANGEMENT

	2010 Number	2011 Number	2010 % Share	2011 % Share	% Chge	2010 % Share	2011 % Share
Individually arranged	95	138	45.26%	8.37%	-83.77%	8.37%	8.37%
Packaged Tour	2,872	999	-65.22%	60.62%	-78.11%	60.62%	60.62%
Company/Business trip	55	48	-12.73%	2.91%	-55.27%	2.91%	2.91%
Group Tour	160	294	83.75%	17.84%	-72.44%	17.84%	17.84%
Other	12	7	-41.67%	0.42%	-42.50%	0.42%	0.42%
Not Stated	182	162	-10.99%	9.83%	-11.54%	9.83%	9.83%

TRAVEL COMPANION

	2010 Number	2011 Number	2010 % Share	2011 % Share
Spouse	395	395	34.20%	34.20%
Children	52	52	4.50%	4.50%
Parents/Grandparents	36	36	3.12%	3.12%
Other Family Members	51	51	4.42%	4.42%
Business Associates	185	185	16.02%	16.02%
Tour Group	629	629	54.46%	54.46%
Alone	50	50	4.33%	4.33%
# of respondents	1,155	1,155		

TRAVEL PLANS

	2010 Number	2011 Number	2010 % Share	2011 % Share	% Chge	2010 % Share	2011 % Share
Pleasure	3,097	1,410	-54.47%	96.81%	-41.31%	96.81%	96.81%
Business	30	28	-6.67%	0.94%	-20.00%	0.94%	0.94%
Golf	7	16	128.57%	0.22%	214.29%	0.22%	0.22%
Diving	34	60	76.47%	1.06%	30.00%	1.06%	1.06%
Attend Conf & Conv	4	0	-100.00%	0.13%	-100.00%	0.13%	0.13%
Company Trip	25	31	24.00%	2.04%	17.60%	2.04%	2.04%
Honeymoon	94	111	18.09%	7.30%	-21.49%	7.30%	7.30%
Getting Married	5	2	-60.00%	0.16%	-60.00%	0.16%	0.16%
Memorial Service	0	1	----	0.00%	----	0.00%	0.00%
VFR	7	11	57.14%	0.22%	57.14%	0.22%	0.22%
Attend Sport Events	2	3	50.00%	0.06%	50.00%	0.06%	0.06%
Others	13	6	-53.85%	0.41%	-53.85%	0.41%	0.41%

TRAVEL MOTIVATION

	2010 Number	2011 Number	2010 % Share	2011 % Share	% Chge	2010 % Share	2011 % Share
Internet	164	231	40.85%	5.14%	-87.47%	5.14%	5.14%
Newspaper	14	21	50.00%	1.42%	50.00%	1.42%	1.42%
Magazines	40	47	17.50%	3.18%	16.25%	3.18%	3.18%
Travel Agents	2,768	1,030	-62.79%	69.64%	-74.78%	69.64%	69.64%
Climate	45	41	-8.89%	2.77%	-10.00%	2.77%	2.77%
Price	21	17	-19.05%	1.15%	-18.18%	1.15%	1.15%
Short flight Time	20	16	-20.00%	1.08%	-20.00%	1.08%	1.08%
General Reading	3	13	333.33%	0.88%	333.33%	0.88%	0.88%
Flyer/Poster	11	7	-36.36%	0.47%	-36.36%	0.47%	0.47%
Friends/Relatives	113	118	4.42%	7.98%	6.19%	7.98%	7.98%
TV/Radio	14	12	-14.29%	0.81%	-14.29%	0.81%	0.81%
Previous Trip	11	16	45.45%	1.08%	45.45%	1.08%	1.08%
Others	87	77	-11.49%	5.21%	-11.49%	5.21%	5.21%

OCCUPATION

	2010 Number	2011 Number	2010 % Share	2011 % Share	% Chge	2010 % Share	2011 % Share
Legislators, and managers	73	68	-6.85%	4.13%	-39.18%	4.13%	4.13%
Professionals	2,549	625	-75.48%	37.92%	-85.33%	37.92%	37.92%
Technicians	74	91	22.97%	5.52%	24.32%	5.52%	5.52%
Clerk	266	338	27.07%	20.51%	-22.73%	20.51%	20.51%
Service Workers	49	41	-16.33%	2.49%	-32.43%	2.49%	2.49%
Skilled Workers	2	7	250.00%	0.42%	215.00%	0.42%	0.42%