

Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

Fiscal Year 201	1 - 2012		
TOTAL TO DATE:	2011 204,937	2012 228,705	% Change 11.60%
October	25,784	24,693	-4.23%
November	27,179	29,275	7.71%
December	31,572	33,418	5.85%
January	34,738	38,263	10.15%
February	33,659	36,332	7.94%
March	30,376	36,033	18.62%
April	21,629	30,691	41.90%
May	23,451		
June	23,604		
July	27,203		
August	33,503		
September	25,408		
YEAR TOTAL:	338,106	228,705	

Calend	ar Year	2011	- 2012
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	2011	2012	% Change
TOTAL TO DATE:	120,402	141,319	17.37%
January	34,738	38,263	10.15%
February	33,659	36,332	7.94%
March	30,376	36,033	18.62%
April	21,629	30,691	41.90%
May	23,451		
June	23,604		
July	27,203		
August	33,503		
September	25,408		
October	24,693		
November	29,275		
December	33,418		
/EAR TOTAL:	340,957	141,319	

			OUNTRY O	- RESIDEN	ICE				
	^	JAPAN ~			~ KOREA ~	•		~ CHINA	~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	95,011	90,313	-5%	65,833	74,739	14%	22,273	44,601	100%
October	11,279	8,696	-23%	8,681	7,880	-9%	3,143	5,134	63%
November	11,447	9,527	-17%	10,428	11,389	9%	2,316	5,936	156%
December	14,279	13,094	-8%	10,485	11,345	8%	3,584	5,708	59%
January	15,646	15,467	-1%	12,685	12,758	1%	3,918 r	7,660	96%
February	17,450	15,335	-12%	10,133	12,537	24%	3,923	6,208	58%
March	17,214	16,742	-3%	7,072	9,431	33%	2,635	6,779	157%
April	7,696	11,452	49%	6,349	9,399	48%	2,754	7,176	161%
May	7,567			7,303	.,		5,017		
June	8,645			7,064			4,535		
July	10,151			8,997			4,989		
August	15,388			10,540			5,118		
September	11,872			6,746			4,519		
Year Total	148,634	90,313		106,483	74,739		46,451	44,601	
year rorar	•	~ GUAM ~			ITED STA	TEC		HILIPPIN	F.C
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	9,070	8,406	-7%	5,528	4,612	-17%	328	311	-5%
October	1,225	1,250	2%	762	864	13%	43	54	26%
November	1,402	1,336	-5%	993	476	-52%	55	50	-9%
December	1,540	1,402	-9%	771	788	2%	48	47	-2%
January	1,076	976	-9%	485	437	-10%	40	27	-33%
February	987	978	-1%	538	594	10%	44	48	9%
March	1,307	1,205	-8%	1,137	813	-28%	35	47	34%
April	1,533	1,259	-18%	842	640	-24%	63	38	-40%
May	1,386			1,209			43		
June	1,363			583			45		
July	1,476			577			30		
August	1,117			486 r			53		
September	1,217			545			40		
Year Total	15,629	8,406		8,928	4,612		539	311	
	~	RUSSIA ~	,	~	IONG KON	G ~	~ 0	THER ARE	AS ~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	3,122	3,553	14%	327	454	39%	3,445	1,716	-50%
October	367	485	32%	64	108	69%	220	222	1%
November	288	240	-17%	30	49	63%	220	272	24%
December	559	673	20%	33	94	185%	273	267	-2%
January	599	686	15%	28	43	54%	261	209	-20%
February	376	367	-2%	39	52	33%	169	213	26%
March	650	688	6%	72	58	-19%	254	270	6%
April	283	414	46%	61	50	-18%	2,048	263	-87%
May	324			366	••		236		2. /0
June	558			594			217		
	450			341			192		
Tuly				571					
July	100			16 /			215		
July August September	422 216			164 89			215 164		

^r Revised

ARRIVALS	BY MODE OF TRANSPORTATION	<u> Apr-11</u>	<u> Apr-12</u>	% CHANG
Air Arriva		19,434	30,262	56
Sea Arriva		1,925	0	-100
	RRIVALS	21,359	30,262	42'
	ALS BY COUNTRY OF RESIDENCE			
JAPAN		7,592	11,178	47
	Kanto (Tokyo)	5,650	7,785	38
	Kinki (Osaka)	780	1,192	53
	Tokai (Nagoya)	454	735	62
	Tohoku (Sendai)	226	654	189
		67	154	
	Kyushu (Fukuoka)			130
	Hokkaido (Sapporo)	111	92	-17
	Chugoku (Hiroshima)	66	115	74
	Shikoku	45	61	36
	Okinawa	5	16	220
	Others	6	26	333
	Not Specified	182	348	91
KOREA		6,342	9,396	48
	Seoul	3,506	4,480	28
	Pusan	506	632	25
	Таеди	207	290	40
	Inchon	290	635	119
				85
	Others Nat Exception	1,662 171	3,074 285	67
	Not Specified			
CHINA		2,754	7,175	161
GUAM		1,410	1,156	-18
UNITED S		700	600	-14
PHILIPPIN	NES	57	38	-33
RUSSIA		283	414	46
HONG KO OTHER	NG	61 235	50 255	-18
	S BY MONTH	FY 2011	FY 2012	% CHANG
OTAL TO		202,225	226,646	12
October		25,485	24,343	
November		26,690	28,964	9
December		30,904	33,086	7
January		34,329	37,971	1:
- ebruary		33,367	36,193	8
N arch		30,091	35,827	19
April		21,359	30,262	42
Λαγ		23,086		
lune		23,200		
ſuly		26,839		
August		32,838		
September	·	24,998		
	AL	333,186	226,646	

Source: CNMI Customs Declaration Form

^rRevised

Sea Arrivals : Apr-12 Military Shp: N/A Cruise Ship:

VISITOR ARRIVALS TO ROTA -	APRIL 2012		
	<u> Apr-11</u>	<u>Apr-12</u>	% CHANGE
TOTAL ARRIVALS	270	429	59%
ARRIVALS FROM GUAM	270	429	59%
JAPAN	104	274	163%
KOREA	7	3	-57%
CHINA	0	1	
GUAM	123	103	-16%
UNITED STATES	14	40	186%
PHILIPPINES	6	0	-100%
RUSSIA	0	0	
HONG KONG	0	0	
OTHER	16	8	-50%
INTERISLAND ARRIVALS	0	0	
JAPAN	N/A	N/A	
KOREA	N/A	N/A	
CHINA	N/A	N/A	
UNITED STATES (INCLUDING GUAM)	N/A	N/A	
PHILIPPINES	N/A	N/A	
OTHER	N/A	N/A	
			8 al 1105
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	2,712	2,059	-24%
October	299	350	17%
November	489	311	-36%
December	668	332	-50%
January	409	292	-29%
February	292	139	-52%
March	285	206	-28%
April	270	429	59%
May	365		
June	404		
July	364		
August	665		
September	410		
YEAR TOTAL	4,920	2,059	

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 TIN	NIAN - APRIL 201	2	
	<u>Apr-11</u>	<u>Apr-12</u>	% CHANGE
TOTAL ARRIVALS	1,486	N/A	
ARRIVALS FROM GUAM	0	0	
JAPAN	N/A	N/A	
KOREA	N/A	N/A	
CHINA	N/A	N/A	
GUAM	N/A	N/A	
UNITED STATES	N/A	N/A	
PHILIPPINES	N/A	N/A	
RUSSIA	N/A	N/A	
HONG KONG	N/A	N/A	
OTHER	N/A	N/A	
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	1,474	N/A	
JAPAN	139	N/A	
KOREA	334	N/A	
CHINA	885	N/A	
GUAM	9	N/A	
UNITED STATES	15	N/A	
PHILIPPINES	0	N/A	
HONG KONG	0	N/A	
SAIPAN	91	N/A	
OTHER	1	N/A	
DAY VISITORS:	12	N/A	
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	12,371	23,887	193%
October	1,955	5,077	160%
November	1,617	4,480 r	177%
December	1,554	4,500	190%
January	1,956	4,934 r	152%
February	2,115	4,896	131%
March	1,688	N/A	
April	1,486	N/A	
May	2,891		
June	3,347		
July	3,536		
August Sentember	3,653 3,354		
September VEAD TOTAL		22 007	
YEAR TOTAL	29,152	23,887	

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)

MARIANAS VISITORS AUTHORITY																						F	Page 1 of 2	
APRIL		тот	AL			JAPA	AN .			ко	REA			CHIN	IA			GU	AM			оті	IERS	
74142	Apr-11	Apr-12	% SHARE	% CHGE	Apr-11	Apr-12	% SHARE	% CHGE	Apr-11	Apr-12	% SHARE	% CHGE	Apr-11	Apr-12	% SHARE	% CHGE	Apr-11	Apr-12	% SHARE	% CHGE	Apr-11	Apr-12	% SHARE	% CHGE
MODE OF ARRIVAL	21,359	30,262	100.00%	41.68%	7,592	11,178	100.00%	47.23%	6,342	9,396	100.00%	48.16%	2,754	7,175	100.00%	160.53%	1,410	1,156	100.00%	-18.01%	3,261	1,357	100.00%	-58.39%
Air	19,434	30,262	100.00%	55.72%	7,592	11,178	100.00%	47.23%	6,342	9,396	100.00%	48.16%	2,754	7,175	100.00%	160.53%	1,410	1,156	100.00%	-18.01%	1,336	1,357	100.00%	1.57%
Sea	1,925	0	0.00%	-100.00%	0	0	0.00%		0	0	0.00%		0	0	0.00%		0	0	0.00%		1,925	0	0.00%	-100.00%
GENDER	19,434	30,262	100.00%	55.72%	7,592	11,178	100.00%	47.23%	6,342	9,396	100.00%	48.16%	2,754	7,175	100.00%	160.53%	1,410	1,156	100.00%	-18.01%	1,336	1,357	100.00%	1.57%
Male	10,098	15,151	50.07%	50.04%	4,024	6,008	53.75%	49.30%	3,127	4,471	47.58%	42.98%	1,249	3,189	44.45%	155.32%	891	706	61.07%	-20.76%	807	777	57.26%	-3.72%
Female	9,331	15,103	49.91%	61.86%	3,568	5,167	46.22%	44.82%	3,215	4,920	52.36%	53.03%	1,501	3,986	55.55%	165.56%	518	450	38.93%	-13.13%	529	580	42.74%	9.64%
Not Stated	5	8	0.03%	60.00%	7 500	3	0.03%	47.000/	0	5	0.05%	#DIV/0!	4	0	0.00%	-100.00%	1	0	0.00%	-100.00%	0	0	0.00%	4 570/
AGE GROUP (YEARS)	19,434	30,262	100.00%	55.72%	7,592	11,178	100.00%	47.23%	6,342	9,396	100.00%	48.16%	2,754	7,175	100.00%	160.53%	1,410	1,156	100.00%	-18.01%	1,336	1,357	100.00%	1.57%
Under 10	9	25	0.08%	177.78%	3	b 1171	0.05%	100.00%	4	14	0.15%	250.00%	0	1	0.01%	244.200/	1	3 89	0.26%	200.00%	169	1	0.07%	0.00%
Under 13	2,400	3,654	12.07%	52.25%	844	1174	10.50%	39.10%	1,216	1,995	21.23%	64.06%	70	241	3.36%	244.29%	101	89	7.70%	-11.88%	169	155	11.42%	-8.28%
10-17	3	200	0.02%	100.00%	102	5	0.04%		25		0.01%	E7 440/	7	0	0.00%	0.00%	2	0	0.00%	-100.00%	1	10	0.00%	-100.00%
13-15	252	299	0.99%	18.65%	123 138	189	1.69%	53.66%	35	55	0.59%	57.14%	1	1	0.10%	0.00%	71	30	2.60%	-57.75%	10	18	1.33%	12.50%
16-19 18-19	256 7	269 3	0.89% 0.01%	5.08%	138	162	1.45% 0.01%	17.39%	21	22	0.23% 0.00%	4.76%	11	14	0.20% 0.00%	27.27%	70	51 2	4.41% 0.17%	-27.14%	01	20 0	1.47% 0.00%	25.00% -100.00%
20-24	991	3 1,436	4.75%	-57.14% 44.90%	667	781	6.99%	17.09%	98	121	1.29%	37.50%	112	427	5.95%	281.25%	77	70	6.06%	-50.00% -9.09%		37	2.73%	-21.28%
25-29	2,517	4,254	4.75%	44.90% 69.01%	886	1,449	12.96%	63.54%	741	862	9.17%	16.33%	723	1,769	24.66%	144.67%	20	70	6.31%	-9.09%	47	101	7.44%	-21.28%
30-34	3,076	4,254 5,423	14.06%	76.30%	912	1,449	12.96%	48.03%	1,459	2,276	9.17%	56.00%	414	1,769	24.00%	278.02%	80 133	75	6.57%	-8.75%	158	101	11.50%	-1.27%
35-39	2,628	4,149	13.71%	57.88%	891	1,000	11.47%	43.88%	1,110	1,763	18.76%	58.83%	359	865	12.06%	140.95%	100	99	8.56%	-22.05%	130	140	10.32%	-0.71%
40-44	2,184	3,221	10.64%	47.48%	854	1,283	11.48%	50.23%	671	920	9.79%	37.11%	339	723	10.08%	113.27%	150	137	11.85%	-8.67%	170	158	11.64%	-7.06%
45-49	1,433	1,975	6.53%	37.82%	596	849	7.60%	42.45%	267	308	3.28%	15.36%	282	492	6.86%	74.47%	168	170	14.71%	1.19%	120	156	11.50%	30.00%
50-54	1,130	1,657	5.48%	46.64%	418	677	6.06%	61.96%	219	232	2.47%	5.94%	203	448	6.24%	120.69%	155	136	11.76%	-12.26%	135	164	12.09%	21.48%
55-59	898	1,420	4.69%	58.13%	391	610	5.46%	56.01%	176	284	3.02%	61.36%	111	328	4.57%	195.50%	101	90	7.79%	-10.89%	119	108	7.96%	-9.24%
60 & Over	1,644	2,440	8.06%	48.42%	869	1,356	12.13%	56.04%	333	532	5.66%	59.76%	120	280	3.90%	133.33%	169	130	11.25%	-23.08%	153	142	10.46%	-7.19%
Not Stated	6	31	0.10%	416.67%	0	4	0.04%		2	11	0.12%	450.00%	3	15	0.21%	400.00%	1	0	0.00%	-100.00%	0	1	0.07%	
PURPOSE OF VISIT	11,846	18,114	100.00%	52.91%	5,127	7,654	100.00%	49.29%	3,122	4,294	100.00%	37.54%	1,608	4,355	100.00%	170.83%	1,057	893	100.00%	-15.52%	932	918	100.00%	-1.50%
Pleasure	10,573	17,000	93.85%	60.79%	5,047	7,553	98.68%	49.65%	3,021	4,222	98.32%	39.76%	1,585	4,327	99.36%	173.00%	455	386	43.23%	-15.16%	465	512	55.77%	10.11%
Business	974	918	5.07%	-5.75%	53	53	0.69%	0.00%	46	58	1.35%	26.09%	20	26	0.60%	30.00%	449	423	47.37%	-5.79%	406	358	39.00%	-11.82%
Other	299	196	1.08%	-34.45%	27	48	0.63%	77.78%	55	14	0.33%	-74.55%	3	2	0.05%	-33.33%	153	84	9.41%	-45.10%	61	48	5.23%	-21.31%
FREQUENCY OF VISIT	11,846	18,114	100.00%	52.91%	5,127	7,654	100.00%	49.29%	3,122	4,294	100.00%	37.54%	1,608	4,355	100.00%	170.83%	1,057	893	100.00%	-15.52%	932	918	100.00%	-1.50%
First Visit	6,552	10,749	59.34%	64.06%	2,241	3,228	42.17%	44.04%	2,399	3,060	71.26%	27.55%	1,391	4,017	92.24%	188.79%	131	88	9.85%	-32.82%	390	356	38.78%	-8.72%
Revisit	4,264	5,469	30.19%	28.26%	2,506	3,663	47.86%	46.17%	516	687	16.00%	33.14%	85	144	3.31%	69.41%	717	575	64.39%	-19.80%	440	400	43.57%	-9.09%
Not Stated	1,030	1,896	10.47%	84.08%	380	763	9.97%	100.79%	207	547	12.74%	164.25%	132	194	4.45%	46.97%	209	230	25.76%	10.05%	102	162	17.65%	58.82%
TRAVEL ARRANGEMENT	11,846	18,114	100.00%	52.91%	5,127	7,654	100.00%	49.29%	3,122	4,294	100.00%	37.54%	1,608	4,355	100.00%	170.83%	1,057	893	100.00%	-15.52%	932	918	100.00%	-1.50%
Individual Arranged	3,234	3,251	17.95%	0.53%	1,001	1074	14.03%	7.29%	1,104	989	23.03%	-10.42%	115	306	7.03%	166.09%	516	441	49.38%	-14.53%	498	441	48.04%	-11.45%
Packaged Tour	5,420	8,969	49.51%	65.48%	3,188	4,724	61.72%	48.18%	1,163	2,496	58.13%	114.62%	992	1,644	37.75%	65.73%	18	18	2.02%	0.00%	59	87	9.48%	47.46%
Business Trip	1,026	1,657	9.15%	61.50%	372	889	11.61%	138.98%	184	240	5.59%	30.43%	40	127	2.92%	217.50%	217	203	22.73%	-6.45%	213	198	21.57%	-7.04%
Group Tour	1,122	3,115	17.20%	177.63%	275	559	7.30%	103.27%	477	376	8.76%	-21.17%	294	2,128	48.86%	623.81%	69	26	2.91%	-62.32%	7	26	2.83%	271.43%
Other	165	74	0.41%	-55.15%	13	9	0.12%	-30.77%	74	23	0.54%	-68.92%	7	4	0.09%	-42.86%	42	16	1.79%	-61.90%	29	22	2.40%	-24.14%
Not Stated	879	1,048	5.79%	19.23%	278	399	5.21%	43.53%	120	170	3.96%	41.67%	160	146	3.35%	-8.75%	195	189	21.16%	-3.08%	126	144	15.69%	14.29%
TRAVEL COMPANION	10,184	16,439		61.42%	4,649	6,978		50.10%	2,932	3,967		35.30%	1,124	4,157		269.84%	770	641		-16.75%	709	696		-1.83%
Spouse	3,155	4,711	28.66%	49.32%	1,050	1,545	22.14%	47.14%	1,493	2,344	59.09%	57.00%	385	646	15.54%	67.79%	103	50	7.80%	-51.46%	124	126	18.10%	1.61%
Children	1,585	2,457	14.95%	55.02%	671	945	13.54%	40.83%	704	1,290	32.52%	83.24%	49	103	2.48%	110.20%	67	41	6.40%	-38.81%	94	78	11.21%	-17.02%
Parents/Grandparents	383	656	3.99%	71.28%	147	255	3.65%	73.47%	175	302	7.61%	72.57%	36	71	1.71%	97.22%	14	8	1.25%	-42.86%	11	20	2.87%	81.82%
Other Family Members/relatives	549	744	4.53%	35.52%	259	348	4.99%	34.36%	164	262	6.60%	59.76%	51	56	1.35%	9.80%	45	32	4.99%	-28.89%	30	46	6.61%	53.33%
Business Associates	1,571	2,377	14.46%	51.30%	723	1,424	20.41%	96.96%	407	506	12.76%	24.32%	143	191	4.59%	33.57%	120	104	16.22%	-13.33%	178	152	21.84%	-14.61%
Friends	2,864	3,905	23.75%	36.35%	2,051	2,930	41.99%	42.86%	435	455	11.47%	4.60%	169	322	7.75%	90.53%	119	91	14.20%	-23.53%	90	107	15.37%	18.89%
Tour Group	1,254	3,496	21.27%	178.79%	158	280	4.01%	77.22%	427	299	7.54%	-29.98%	627	2,881	69.30%	359.49%	37	19	2.96%	-48.65%	5	17	2.44%	240.00%
Alone	1,220	1,370	8.33%	12.30%	447	525	7.52%	17.45%	128	174	4.39%	35.94%	49	84	2.02%	71.43%	340	344	53.67%	1.18%	256	243	34.91%	-5.08%
Not Stated	1,278	1,568	9.54%	22.69%	465	641	9.19%	37.85%	184	313	7.89%	70.11%	176	168	4.04%	-4.55%	252	232	36.19%	-7.94%	201	214	30.75%	6.47%

Visitors Profile by Country (Saipan only)

		TOTA	AL.			JAPA	N			KOR	EA			CHIN	Α			GU	AM			ОТН	ERS	
APRIL	Apr-11	Apr-12	% SHARE	% CHGE	Apr-11	Apr-12	% SHARE	% CHGE	Apr-11	Apr-12	% SHARE	% CHGE	Apr-11	Apr-12	% SHARE	% CHGE	Apr-11	Apr-12	% SHARE	% CHGE	Apr-11	Apr-12	% SHARE	% CHGE
TRAVEL PLANS	11,089	17,109		54.29%	4,880	7,256		48.69%	2,998	4,126		37.63%	1,484	4,195		182.68%	900	731		-18.78%	827	801		-3.14%
Pleasure	8,405	13,843	80.91%	64.70%	3,767	5,370	74.01%	42.55%	2,543	3,720	90.16%	46.28%	1,382	4,093	97.57%	196.16%	308	236	32.28%	-23.38%	405	424	52.93%	4.69%
Business	813	758	4.43%	-6.77%	69	66	0.91%	-4.35%	27	36	0.87%	33.33%	20	24	0.57%	20.00%	365	348	47.61%	-4.66%	332	284	35.46%	-14.46%
Golf	965	1,514	8.85%	56.89%	698	1,229	16.94%	76.07%	205	218	5.28%	6.34%	12	15	0.36%	25.00%	20	28	3.83%	40.00%	30	24	3.00%	-20.00%
Dive	1,134	1,535	8.97%	35.36%	951	1,281	17.65%	34.70%	53	93	2.25%	75.47%	56	97	2.31%	73.21%	10	13	1.78%	30.00%	64	51	6.37%	-20.31%
Convention	82	91	0.53%	10.98%	2	3	0.04%	50.00%	24	9	0.22%	-62.50%	0	35	0.83%		21	8	1.09%	-61.90%	35	36	4.49%	2.86%
Company Trip	423	843	4.93%	99.29%	320	735	10.13%	129.69%	38	41	0.99%	7.89%	31	30	0.72%	-3.23%	18	16	2.19%	-11.11%	16	21	2.62%	31.25%
Honeymoon	541	653	3.82%	20.70%	71	86	1.19%	21.13%	355	438	10.62%	23.38%	109	121	2.88%	11.01%	0	0	0.00%		6	8	1.00%	33.33%
Get Married	74	92	0.54%	24.32%	63	82	1.13%	30.16%	7	5	0.12%	-28.57%	2	3	0.07%	50.00%	0	0	0.00%		2	2	0.25%	0.00%
Memorial Service	62	25	0.15%	-59.68%	9	5	0.07%	-44.44%	8	1	0.02%	-87.50%	1	5	0.12%	400.00%	34	10	1.37%	-70.59%	10	4	0.50%	-60.00%
Visit Friends	423	349	2.04%	-17.49%	96	80	1.10%	-16.67%	36	37	0.90%	2.78%	11	9	0.21%	-18.18%	163	133	18.19%	-18.40%	117	90	11.24%	-23.08%
Sports	138	83	0.49%	-39.86%	49	37	0.51%	-24.49%	6	16	0.39%	166.67%	3	3	0.07%	0.00%	70	17	2.33%	-75.71%	10	10	1.25%	0.00%
Other	227	233	1.36%	2.64%	73	101	1.39%	38.36%	39	37	0.90%	-5.13%	6	6	0.14%	0.00%	64	47	6.43%	-26.56%	45	42	5.24%	-6.67%
Not Stated	757	1,005	5.87%	32.76%	247	398	5.49%	61.13%	124	168	4.07%	35.48%	124	160	3.81%	29.03%	157	162	22.16%	3.18%	105	117	14.61%	11.43%
TRAVEL MOTIVATION	10,831	16,786		54.98%	4,801	7,172		49.39%	2,979	3,979		33.57%	1,445	4,195		190.31%	833	684		-17.89%	773	756		-2.20%
Newspaper	77	115	0.69%	49.35%	25	61	0.85%	144.00%	21	11	0.28%	-47.62%	20	37	0.88%	85.00%	4	0	0.00%	-100.00%	7	6	0.79%	-14.29%
Magazine	243	370	2.20%	52.26%	131	193	2.69%	47.33%	60	72	1.81%	20.00%	42	93	2.22%	121.43%	0	2	0.29%		10	10	1.32%	0.00%
Travel Agent	3,723	6,981	41.59%	87.51%	869	1,431	19.95%	64.67%	1,754	2,056	51.67%	17.22%	1,024	3,386	80.72%	230.66%	21	20	2.92%	-4.76%	55	88	11.64%	60.00%
Climate	1,244	1,956	11.65%	57.23%	1,074	1,595	22.24%	48.51%	81	172	4.32%	112.35%	40	130	3.10%	225.00%	6	7	1.02%	16.67%	43	52	6.88%	20.93%
Price	849	1,234	7.35%	45.35%	778	1,144	15.95%	47.04%	22	35	0.88%	59.09%	15	36	0.86%	140.00%	19	9	1.32%	-52.63%	15	10	1.32%	-33.33%
Short	1,278	1,750	10.43%	36.93%	1,044	1,335	18.61%	27.87%	157	318	7.99%	102.55%	14	46	1.10%	228.57%	31	22	3.22%	-29.03%	32	29	3.84%	-9.38%
Reading	82	261	1.55%	218.29%	25	32	0.45%	28.00%	21	214	5.38%	919.05%	13	7	0.17%	-46.15%	2	0	0.00%	-100.00%	21	8	1.06%	-61.90%
Flyer	280	359	2.14%	28.21%	157	228	3.18%	45.22%	57	101	2.54%	77.19%	7	10	0.24%	42.86%	4	2	0.29%	-50.00%	55	18	2.38%	-67.27%
Friends / Relatives	1,730	2,050	12.21%	18.50%	874	1,177	16.41%	34.67%	261	315	7.92%	20.69%	105	161	3.84%	53.33%	290	219	32.02%	-24.48%	200	178	23.54%	-11.00%
TV / Radio	93	115	0.69%	23.66%	25	33	0.46%	32.00%	43	59	1.48%	37.21%	12	18	0.43%	50.00%	5	1	0.15%	-80.00%	8	4	0.53%	-50.00%
Prior Trip	1,694	2,166	12.90%	27.86%	1,296	1,740	24.26%	34.26%	198	242	6.08%	22.22%	11	11	0.26%	0.00%	96	99	14.47%	3.13%	93	74	9.79%	-20.43%
Other	1,389	1,534	9.14%	10.44%	334	550	7.67%	64.67%	197	205	5.15%	4.06%	71	79	1.88%	11.27%	441	369	53.95%	-16.33%	346	331	43.78%	-4.34%
Web	1,692	3,052	18.18%	80.38%	851	1,467	20.45%	72.39%	503	970	24.38%	92.84%	229	504	12.01%	120.09%	34	23	3.36%	-32.35%	75	88	11.64%	17.33%
Not Stated	1,015	1,328	7.91%	30.84%	326	482	6.72%	47.85%	143	315	7.92%	120.28%	163	160	3.81%	-1.84%	224	209	30.56%	-6.70%	159	162	21.43%	1.89%
OCCUPATION	11,846	18,114	100.00%	52.91%	5,127	7,654	100.00%	49.29%	3,122	4,294	100.00%	37.54%	1,608	4,355	100.00%	170.83%	1,057	893	100.00%	-15.52%	932	918	100.00%	-1.50%
Leg & Manager	988	1,471	8.12%	48.89%	661	1,089	14.23%	64.75%	70	94	2.19%	34.29%	61	94	2.16%	54.10%	114	114	12.77%	0.00%	82	80	8.71%	-2.44%
Professional	2,076	4,735	26.14%	128.08%	384	502	6.56%	30.73%	522	877	20.42%	68.01%	611	2,908	66.77%	375.94%	221	167	18.70%	-24.43%	338	281	30.61%	-16.86%
Technicians	1,134	1,176	6.49%	3.70%	295	504	6.58%	70.85%	648	376	8.76%	-41.98%	89	176	4.04%	97.75%	51	60	6.72%	17.65%	51	60	6.54%	17.65%
Clerk	3,187	4,996	27.58%	56.76%	1,879	3,115	40.70%	65.78%	939	1,376	32.04%	46.54%	332	437	10.03%	31.63%	22	29	3.25%	31.82%	15	39	4.25%	160.00%
Service	738	1,578	8.71%	113.82%	502	655	8.56%	30.48%	144	655	15.25%	354.86%	41	221	5.07%	439.02%	26	18	2.02%	-30.77%	25	29	3.16%	16.00%
Skilled	39	53	0.29%	35.90%	18	27	0.35%	50.00%	8	24	0.56%	200.00%	7	0	0.00%	-100.00%	5	1	0.11%	-80.00%	1	1	0.11%	0.00%
Craftsman	60	40	0.22%	-33.33%	2	2	0.03%	0.00%	5	7	0.16%	40.00%	38	6	0.14%	-84.21%	9	11	1.23%	22.22%	6	14	1.53%	133.33%
Plant Operator	99	136	0.75%	37.37%	44	64	0.84%	45.45%	42	59	1.37%	40.48%	11	8	0.18%	-27.27%	1	4	0.45%	300.00%	1	1	0.11%	0.00%
Entry Level	114	34	0.19%	-70.18%	2	5	0.07%	150.00%	87	5	0.12%	-94.25%	15	11	0.25%	-26.67%	5	8	0.90%	60.00%	5	5	0.54%	0.00%
Armed Forces	135	142	0.78%	5.19%	4	18	0.24%	350.00%	11	26	0.61%	136.36%	0	0	0.00%		57	48	5.38%	-15.79%	63	50	5.45%	-20.63%
Homemaker	555	717	3.96%	29.19%	259	344	4.49%	32.82%	241	304	7.08%	26.14%	14	27	0.62%	92.86%	20	15	1.68%	-25.00%	21	27	2.94%	28.57%
Students	529	425	2.35%	-19.66%	313	259	3.38%	-17.25%	67	54	1.26%	-19.40%	17	48	1.10%	182.35%	105	47	5.26%	-55.24%	27	17	1.85%	-37.04%
Retirees	310	477	2.63%	53.87%	185	334	4.36%	80.54%	43	46	1.07%	6.98%	22	54	1.24%	145.45%	36	18	2.02%	-50.00%	24	25	2.72%	4.17%
Other	528	565	3.12%	7.01%	108	130	1.70%	20.37%	105	132	3.07%	25.71%	158	162	3.72%	2.53%	84	72	8.06%	-14.29%	73	69	7.52%	-5.48%
Not Stated	1,354	1,569	8.66%	15.88%	471	606	7.92%	28.66%	190	259	6.03%	36.32%	192	203	4.66%	5.73%	301	281	31.47%	-6.64%	200	220	23.97%	10.00%
LENGTH OF STAY (NIGHTS)	74,237	113,395			27,733	39,143		41.14%	23,749	34,562		45.53%	11,398	29,568			3,799	2,292		-39.67%	7,558	7,830		3.60%
Avg. Length of Stay (Nights)	3.82	3.75			3.65	3.50			3.74	3.68			4.14	4.12			2.69	1.98			5.66	5.77		

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JAPAN VISITORS PROFILE

Apr-12

APRIL	2011	2012 Mala		2011	2012	2011 Formala	2012 Formula		2011	2012	2011	2012	2011	2012		2011	2012
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	1	3	200.00%	0.02%	0.05%	2	3	50.00%	0.06%	0.06%	0	0	3	6		0.04%	0.05%
Under 13	449	607	35.19%	11.16%	10.10%	395	566	43.29%	11.07%	10.95%	0	1	844	1,174	39.10%	11.12%	10.50%
10-17	0	3		0.00%	0.05%	0	2		0.00%	0.04%	0	0	0	5		0.00%	0.04%
13-15 16-19	73 58	90 60	23.29% 3.45%	1.81% 1.44%	1.50% 1.00%	50 80	99 102	98.00% 27.50%	1.40% 2.24%	1.92% 1.97%	0	0	123 138	189 162	53.66% 17.39%	1.62% 1.82%	1.69% 1.45%
18-19	0	1	5.45%	0.00%	0.02%	0	102	27.30%	0.00%	0.00%	0	0	138	102	17.39%	0.00%	0.01%
20-24	245	249	1.63%	6.09%	4.14%	422	532	26.07%	11.83%	10.30%	0	0	667	781	17.09%	8.79%	6.99%
25-29	347	594	71.18%	8.62%	9.89%	539	855	58.63%	15.11%	16.55%	0	0	886	1,449	63.54%	11.67%	12.96%
30-34	418	644	54.07%	10.39%	10.72%	494	706	42.91%	13.85%	13.66%	0	0	912	1,350	48.03%	12.01%	12.08%
35-39	476	704	47.90%	11.83%	11.72%	415	578	39.28%	11.63%	11.19%	0	0	891	1,282	43.88%	11.74%	11.47%
40-44 45-49	519 368	763 538	47.01% 46.20%	12.90% 9.15%	12.70% 8.95%	335 228	520 311	55.22% 36.40%	9.39% 6.39%	10.06% 6.02%	0	0	854 596	1,283 849	50.23% 42.45%	11.25% 7.85%	11.48% 7.60%
50-54	261	440	68.58%	6.49%	7.32%	157	237	50.96%	4.40%	4.59%	0	0	418	677	61.96%	5.51%	6.06%
55-59	234	403	72.22%	5.82%	6.71%	157	207	31.85%	4.40%	4.01%	0	0	391	610	56.01%	5.15%	5.46%
60 and Over	575	907	57.74%	14.29%	15.10%	294	449	52.72%	8.24%	8.69%	0	0	869	1,356	56.04%	11.45%	12.13%
Not Stated	0	2		0.00%	0.03%	0	0		0.00%	0.00%	0	2	0	4		0.00%	0.04%
Total	4,024	6,008	49.30%	100.00%	100.00%	3,568	5,167	44.82%	100.00%	100.00%	0	3	7,592	11,178	47.23%	100.00%	100.00%
		2011 Number	2012 Number	% Chge	2011 % Share	2012 % Share				2012							
FREQUENCY OF	VISIT	number	number	70 Unge	70 Share	/o Glidie	т	RAVEL COMPANION		Number	% Share						
First Visit		2,241	3,228	44.04%	43.71%	42.17%		pouse		1,545	22.14%						
Revisit		2,506	3,663	46.17%	48.88%	47.86%		hildren		945	13.54%						
Not Stated		380	763	100.79%	7.41%	9.97%		arents/Grandparents		255	3.65%						
TRAVEL ARRANO	GEMENT						B	ther Family Members usiness Associates riends		348 1,424 2,930	4.99% 20.41% 41.99%						
Individually arrang	jed	1,001	1,074	7.29%	19.52%	14.03%		our Group		2,930	4.01%						
Packaged Tour		3,188	4,724	48.18%	62.18%	61.72%		lone		525	7.52%						
Company/Busines	s trip	372	889	138.98%	7.26%	11.61%									`		
Group Tour		275	559	103.27%	5.36%	7.30%	#	of respondents		6,978							
Other Not Stated		13 278	9 399	-30.77% 43.53%	0.25% 5.42%	0.12% 5.21%											
		210	555	-J.JJ /0	J.42 /0	5.2170											
TRAVEL PLANS		2011	2012		2011	2012		RAVEL	2011	2012		2011	2012				
				% Chge	% Share	% Share		OTIVATION			•	% Share	% Share				
Pleasure		3,767	5,370	42.55%	77.19%	74.01%		ternet	851	1,467	72.39%	17.73%	20.45%				
Business		69 608	66 1 220	-4.35%	1.41%	0.91% 16.94%		ewspaper	25 131	61 193	144.00%	0.52% 2.73%	0.85%				
Golf Diving		698 951	1,229 1,281	76.07% 34.70%	14.30% 19.49%	16.94%		agazines ravel Agents	131 869	193	47.33% 64.67%	2.73% 18.10%	2.69% 19.95%				
Attend Conf & Con	nv	2	3	50.00%	0.04%	0.04%		limate	1,074	1,595	48.51%	22.37%	22.24%				
Company Trip		320	735	129.69%	6.56%	10.13%		rice	778	1,144	47.04%	16.20%	15.95%				
Honeymoon		71	86	21.13%	1.45%	1.19%		hort flight Time	1,044	1,335	27.87%	21.75%	18.61%				
Getting Married		63	82	30.16%	1.29%	1.13%		eneral Reading	25	32	28.00%	0.52%	0.45%				
Memorial Service VFR		9 96	5 80	-44.44% -16.67%	0.18% 1.97%	0.07% 1.10%		ver/Poster riends/Relatives	157 874	228 1.177	45.22% 34.67%	3.27% 18.20%	3.18% 16.41%				
Attend Sport Even	nts	49	37	-24.49%	1.00%	0.51%		V/Radio	25	33	32.00%	0.52%	0.46%				
Others		73	101	38.36%	1.50%	1.39%	Pi	revious Trip thers	1,296 334	1,740 550	34.26% 64.67%	26.99% 6.96%	24.26% 7.67%				
OCCUPATION		2011	2012	N/ C:	2011	2012			2011	2012		2011	2012				
l				% Chge	% Share	% Share			_	_	-	% Share	% Share				
Legislators, and m	nanagers	661	1,089	64.75%	12.89%	14.23%		ntry Level	2	5	150.00%	0.04%	0.07%				
Professional Technicians		384 295	502 504	30.73% 70.85%	7.49% 5.75%	6.56% 6.58%		rmed Forces omemakers	4 259	18 344	350.00% 32.82%	0.08% 5.05%	0.24% 4.49%				
Clerk		1,879	3,115	65.78%	36.65%	40.70%		tudents	313	259	-17.25%	6.10%	3.38%				
Service Workers		502	655	30.48%	9.79%	8.56%		etirees	185	334	80.54%	3.61%	4.36%				
Skilled Workers		18	27	50.00%	0.35%	0.35%	0	thers	108	130	20.37%	2.11%	1.70%				
Craft and related to		2	2	0.00%	0.04%	0.03%	N	ot Stated	471	606	28.66%	9.19%	7.92%				
Operators and Ass	semblers	44	64	45.45%	0.86%	0.84%											



KOREA VISITORS PROFILE

					1												
APRIL	2011	2012		2011	2012	2011	2012		2011	2012	2011	2012	2011	2012		2011	2012
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	6	200.00%	0.06%	0.13%	2	8	300.00%	0.06%	0.16%	0	0	4	14	250.00%	0.06%	0.15%
Under 13	674	1.011	50.00%	21.55%	22.61%	542	980	80.81%	16.86%	19.92%	0	4	1,216	1,995	64.06%	19.17%	21.23%
10-17	0/4	1,011	50.00 /8	0.00%	0.00%	042	500	00.0176	0.00%	0.02%	0	4	1,210	1,555	04.00 /8	0.00%	0.01%
13-15	17	32	88.24%	0.54%	0.72%	18	23	27.78%	0.56%	0.02 %	0	0	35	55	57.14%	0.55%	0.59%
16-19	15	10	-33.33%	0.48%	0.22%	6	12	100.00%	0.19%	0.24%	0	0	21	22	4.76%	0.33%	0.23%
18-19	0	0		0.00%	0.00%	0 0	0		0.00%	0.00%	0	0	0	0		0.00%	0.00%
20-24	42	26	-38.10%	1.34%	0.58%	46	95	106.52%	1.43%	1.93%	0	0	88	121	37.50%	1.39%	1.29%
25-29	216	265	22.69%	6.91%	5.93%	525	597	13.71%	16.33%	12.13%	0	0	741	862	16.33%	11.68%	9.17%
30-34	702	999	42.31%	22.45%	22.34%	757	1,277	68.69%	23.55%	25.96%	0	0	1,459	2,276	56.00%	23.01%	24.22%
35-39	571	894	56.57%	18.26%	20.00%	539	869	61.22%	16.77%	17.66%	0	0	1,110	1,763	58.83%	17.50%	18.76%
40-44	422	572	35.55%	13.50%	12.79%	249	348	39.76%	7.74%	7.07%	0	0	671	920	37.11%	10.58%	9.79%
45-49	143	162	13.29%	4.57%	3.62%	124	146	17.74%	3.86%	2.97%	0	0	267	308	15.36%	4.21%	3.28%
50-54 55-59	113 74	120	6.19%	3.61% 2.37%	2.68%	106 102	112 167	5.66%	3.30% 3.17%	2.28%	0	0	219 176	232 284	5.94% 61.36%	3.45% 2.78%	2.47% 3.02%
60 and Over	134	117 254	58.11% 89.55%	4.29%	2.62% 5.68%	102	277	63.73% 39.20%	6.19%	3.39% 5.63%	0	1	333	284 532	59.76%	5.25%	5.66%
Not Stated	2	2.54	50.00%	0.06%	0.07%	0	8	59.20 /8	0.19%	0.16%	0	0	2	11	450.00%	0.03%	0.12%
Total	3,127	4,471	42.98%	100.00%	100.00%	3,215	4,920	53.03%	100.00%	100.00%	0	5	6,342	9,396	48.16%	100.00%	100.00%
FREQUENCY OF	VISIT	2011 Number	2012 Number	% Chge	2011 % Share	2012 % Share	т	RAVEL COMPANIO	N	2012 Number	% Share						
First Visit		2.399	3.060	27.55%	76.84%	71.26%	0			2.344	59.09%						
Revisit		2,399	687	33.14%	16.53%	16.00%		pouse hildren		2,344	32.52%						
Not Stated		207	547	164.25%	6.63%	12.74%		arents/Grandparents		302	7.61%						
		201	0.11	10112070	0.0070			ther Family Members		262	6.60%						
TRAVEL ARRANG	GEMENT						B	usiness Associates riends		506 455	12.76% 11.47%						
Individually arrang	ed	1,104	989	-10.42%	35.36%	23.03%		our Group		299	7.54%						
Packaged Tour		1,163	2,496	114.62%	37.25%	58.13%	A	lone		174	4.39%						
Company/Busines	s trip	184	240	30.43%	5.89%	5.59%											
Group Tour		477	376	-21.17%	15.28%	8.76%	#	of respondents		3,967							
Other		74	23	-68.92%	2.37%	0.54%											
Not Stated		120	170	41.67%	3.84%	3.96%											
TRAVEL PLANS		2011	2012		2011	2012	т	RAVEL	2011	2012		2011	2012				
				% Chge	% Share	% Share	м	OTIVATION			% Chge	% Share	% Share				
Pleasure		2,543	3,720	46.28%	84.82%	90.16%	In	ternet	503	970	92.84%	16.88%	24.38%				
Business		27	36	33.33%	0.90%	0.87%	N	ewspaper	21	11	-47.62%	0.70%	0.28%				
Golf		205	218	6.34%	6.84%	5.28%		agazines	60	72	20.00%	2.01%	1.81%				
Diving		53	93	75.47%	1.77%	2.25%		ravel Agents	1,754	2,056	17.22%	58.88%	51.67%				
Attend Conf & Con	۱V	24	9	-62.50%	0.80%	0.22%		limate	81	172	112.35%	2.72%	4.32%				
Company Trip		38 355	41 438	7.89% 23.38%	1.27% 11.84%	0.99% 10.62%		rice hort flight Time	22 157	35 318	59.09% 102.55%	0.74% 5.27%	0.88% 7.99%				
Honeymoon Getting Married		355 7	438 5	23.38% -28.57%	0.23%	0.12%		hort flight Time eneral Reading	157	214	102.55% 919.05%	5.27% 0.70%	7.99% 5.38%				
Memorial Service		8	5 1	-20.57%	0.23%	0.12%		lyer/Poster	57	101	77.19%	1.91%	2.54%				
VFR		36	37	2.78%	1.20%	0.90%		riends/Relatives	261	315	20.69%	8.76%	7.92%				
Attend Sport Even	ts	6	16	166.67%	0.20%	0.39%		V/Radio	43	59	37.21%	1.44%	1.48%				
Others		39	37	-5.13%	1.30%	0.90%	Pi	revious Trip thers	198 197	242 205	22.22% 4.06%	6.65% 6.61%	6.08% 5.15%				
OCCUPATION		2011	2012		2011	2012		-	2011	2012		2011	2012				
I				% Chge	% Share	% Share					% Chge	% Share	% Share				
Legislators, and m	anagers	70	94	34.29%	2.24%	2.19%	E	ntry Level	87	5	-94.25%	2.79%	0.12%				
Professional		522	877	68.01%	16.72%	20.42%		rmed Forces	11	26	136.36%	0.35%	0.61%				
Technicians		648	376	-41.98%	20.76%	8.76%		omemakers	241	304	26.14%	7.72%	7.08%				
Clerk		939	1,376	46.54%	30.08%	32.04%		tudents	67	54	-19.40%	2.15%	1.26%				
Service Workers		144	655	354.86%	4.61%	15.25%		etirees	43	46	6.98%	1.38%	1.07%				
Skilled Workers Craft and related tr	radae worker	8 5	24 7	200.00% 40.00%	0.26% 0.16%	0.56% 0.16%		thers ot Stated	105 190	132 259	25.71% 36.32%	3.36% 6.09%	3.07% 6.03%				
Operators and Ass		5 42	7 59	40.00% 40.48%	1.35%	0.16%	N	UI GIAIEU	190	209	30.32%	0.09%	0.03%				
operators and ASS	513101010	42	59	40.4070	1.30%	1.3170											



CHINA VISITORS PROFILE

APRIL	2011 Male	2012 Male		2011	2012	2011 Female	2012 Female		2011	2012	2011 Not	2012 Not	2011 TOTAL	2012 TOTAL		2011	2012
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	% Share
Under 10	0	0		0.00%	0.00%	0	1		0.00%	0.03%	0	0	0	1		0.00%	0.01%
Under 13	30	114	280.00%	2.40%	3.57%	39	127	225.64%	2.60%	3.19%	1	0	70	241	244.29%	2.54%	3.36%
10-17 13-15	0 4	0		0.00%	0.00%	0 3	0		0.00%	0.00%	0	0	0 7	0		0.00%	0.00%
13-15 16-19	4	4 3	0.00% -50.00%	0.32% 0.48%	0.13% 0.09%	3 5	3 11	0.00% 120.00%	0.20% 0.33%	0.08% 0.28%	0	0	7 11	7 14	0.00% 27.27%	0.25% 0.40%	0.10% 0.20%
18-19	0	0	-50.00%	0.48%	0.09%	0	0	120.00%	0.33%	0.28%	0	0	0	0	21.21.70	0.40%	0.20%
20-24	36	134	272.22%	2.88%	4.20%	76	293	285.53%	5.06%	7.35%	0	0	112	427	281.25%	4.07%	5.95%
25-29	315	711	125.71%	25.22%	22.30%	408	1,058	159.31%	27.18%	26.54%	0	0	723	1,769	144.67%	26.25%	24.66%
30-34	195	712	265.13%	15.61%	22.33%	219	853	289.50%	14.59%	21.40%	0	0	414	1,565	278.02%	15.03%	21.81%
35-39	166	443	166.87%	13.29%	13.89%	193	422	118.65%	12.86%	10.59%	0	0	359	865	140.95%	13.04%	12.06%
40-44	151	347	129.80%	12.09%	10.88%	188	376	100.00%	12.52%	9.43%	0	0	339	723	113.27%	12.31%	10.08%
45-49	128	223	74.22%	10.25%	6.99%	154	269	74.68%	10.26%	6.75%	0	0	282	492	74.47%	10.24%	6.86%
50-54 55-59	103 50	206 156	100.00% 212.00%	8.25% 4.00%	6.46% 4.89%	100 61	242 172	142.00% 181.97%	6.66% 4.06%	6.07% 4.32%	0	0	203 111	448 328	120.69% 195.50%	7.37% 4.03%	6.24% 4.57%
60 and Over	50 65	136	212.00% 104.62%	4.00% 5.20%	4.89%	55	172	167.27%	4.06%	4.32% 3.69%	0	0	120	328 280	133.33%	4.03%	4.57%
Not Stated	0	3	104.02 /8	0.00%	0.09%	0	12	107.2776	0.00%	0.30%	3	0	3	15	400.00%	0.11%	0.21%
Total	1,249	3,189	155.32%	100.00%	100.00%	1,501	3,986	165.56%	100.00%	100.00%	4	0	2,754	7,175	160.53%	100.00%	100.00%
		2011 Number	2012 Number	% Chge	2011 % Share	2012 % Share				2012							
FREQUENCY OF	VISIT	Number	Number	% Crige	% Shale	% Share	TF	RAVEL COMPANION	4	Number	% Share						
First Visit		1,391	4,017	188.79%	86.50%	92.24%	Sr	pouse		646	15.54%						
Revisit		85	144	69.41%	5.29%	3.31%		hildren		103	2.48%						
Not Stated		132	194	46.97%	8.21%	4.45%		arents/Grandparents		71	1.71%						
							Of	ther Family Members		56	1.35%						
TRAVEL ARRANG	BEMENT							usiness Associates riends		191 322	4.59% 7.75%						
Individually arrange	ed	115	306	166.09%	7.15%	7.03%		our Group		2,881	69.30%						
Packaged Tour		992	1,644	65.73%	61.69%	37.75%	AI	one		84	2.02%						
Company/Business	s trip	40	127	217.50%	2.49%	2.92%											
Group Tour Other		294 7	2,128 4	623.81% -42.86%	18.28% 0.44%	48.86% 0.09%	#	of respondents		4,157							
Not Stated		7 160	4 146	-42.86% -8.75%	0.44% 9.95%	0.09% 3.35%											
Not Stated		100	140	-0.7576	3.3370	0.0070											
TRAVEL PLANS		2011	2012		2011	2012		RAVEL	2011	2012		2011	2012				
				% Chge	% Share	% Share		OTIVATION			% Chge		% Share				
Pleasure		1,382	4,093	196.16%	93.13%	97.57%		ternet	229	504	120.09%	15.85%	12.01%				
Business		20	24	20.00%	1.35%	0.57%		ewspaper	20	37	85.00%	1.38%	0.88%				
Golf		12	15 97	25.00% 73.21%	0.81% 3.77%	0.36% 2.31%		agazines	42	93	121.43%	2.91%	2.22%				
Diving Attend Conf & Conv	N .	56 0	97 35	/3.21%	3.77%	2.31% 0.83%		ravel Agents limate	1,024 40	3,386 130	230.66% 225.00%	70.87% 2.77%	80.72% 3.10%				
Company Trip	•	31	30	-3.23%	2.09%	0.83%		rice	40	36	140.00%	1.04%	0.86%				
Honeymoon		109	121	11.01%	7.35%	2.88%		hort flight Time	14	46	228.57%	0.97%	1.10%				
Getting Married		2	3	50.00%	0.13%	0.07%		eneral Reading	13	7	-46.15%	0.90%	0.17%				
Memorial Service		1	5	400.00%	0.07%	0.12%		yer/Poster	7	10	42.86%	0.48%	0.24%				
VFR		11	9	-18.18%	0.74%	0.21%		iends/Relatives	105	161	53.33%	7.27%	3.84%				
Attend Sport Event	S	3	3	0.00%	0.20%	0.07%		V/Radio	12	18	50.00%	0.83%	0.43%				
Others		6	6	0.00%	0.40%	0.14%		revious Trip thers	11 71	11 79	0.00% 11.27%	0.76% 4.91%	0.26% 1.88%				
OCCUPATION		2011	2012		2011	2012			2011	2012		2011	2012				
				% Chge	% Share	% Share					-	% Share	% Share				
Legislators, and ma	anagers	61	94	54.10%	3.79%	2.16%		ntry Level	15	11	-26.67%	0.93%	0.25%				
Professional		611	2,908	375.94%	38.00%	66.77%		rmed Forces	0	0		0.00%	0.00%				
Technicians		89	176	97.75%	5.53%	4.04%		omemakers	14	27	92.86%	0.87%	0.62%				
Clerk		332	437	31.63%	20.65%	10.03%		tudents	17	48	182.35%	1.06%	1.10%				
Service Workers Skilled Workers		41 7	221 0	439.02% -100.00%	2.55% 0.44%	5.07% 0.00%		etirees thers	22 158	54 162	145.45% 2.53%	1.37% 9.83%	1.24% 3.72%				
Craft and related tra	ades worker	38	6	-100.00%	2.36%	0.00%		ot Stated	198	203	2.53% 5.73%	9.83% 11.94%	3.72% 4.66%				
Operators and Asse		11	8	-27.27%	0.68%	0.14%	i no		132	200	5.1570	11.0470	7.00 /0				
- poratoro una 7600			5	2	0.0070	0.1070											