

Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

| Fiscal Year 2010 |) - 2011 | | |
|------------------|----------------|----------------|--------------------|
| TOTAL TO DATE: | 2010 73,630 | 2011 84,535 | % Change 14.81% |
| October | 20,467 | 25,784 | 25.98% |
| November | 23,008 | 27,179 | 18.13% |
| December | <u>30,155</u> | <u>31,572</u> | <u>4.70%</u> |
| January | 35,716 | | |
| February | 37,850 | | |
| March | 36,220 | | |
| April | 26,255 | | |
| May | 27,015 r | | |
| June | 28,372 | | |
| July | 35,164 | | |
| August | 38,047 | | |
| September | 29,917 | | |
| YEAR TOTAL: | 368,186 | 84,535 | |

Calendar Year 2009 - 2010

| | 2009 | 2010 | % Change |
|----------------|---------------|---------------|--------------|
| TOTAL TO DATE: | 353,956 | 379,091 | 7.10% |
| January | 38,932 | 35,716 | -8.26% |
| February | 35,594 r | 37,850 | 6.34% |
| March | 32,908 | 36,220 | 10.06% |
| April | 27,833 | 26,255 | -5.67% |
| Μαγ | 24,128 | 27,015 r | 11.97% |
| June | 21,803 | 28,372 | 30.13% |
| July | 30,301 | 35,164 | 16.05% |
| August | 37,072 r | 38,047 | 2.63% |
| September | 31,755 | 29,917 | -5.79% |
| October | 20,467 | 25,784 | 25.98% |
| November | 23,008 | 27,179 | 18.13% |
| December | <u>30,155</u> | <u>31,572</u> | <u>4.70%</u> |
| YEAR TOTAL: | 353,956 | 379,091 | 7.10% |
| | | | |

| NONTHLY VISI | | | | | | | | | |
|----------------------|------------------------------|---------------|------------|-------------------|---------------|-------------|-----------------|--------------|--------------|
| | ~ | JAPAN ~ | | | ~ KOREA ^ | ~ | | INA/HONG | |
| Fiscal Year | 2010 | 2011 | % Change | 2010 | 2011 | % Change | 2010 | 2011 | % Change |
| TOTAL TO DATE | 34,793 | 37,005 | 6% | 21,862 | 29,594 | 35% | 7,890 | 9,170 | 16% |
| 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 | <u>15,638</u> | <u>14,279</u> | <u>-9%</u> | <u>10,157</u> | <u>10,485</u> | <u>3%</u> | 1,302 | <u>3,617</u> | <u>178%</u> |
| January | 18,018 | | | 11,710 | | | 3,065 | | |
| February | 19,271 | | | 9,603 | | | 6,286 | | |
| March | 21,685 | | | 8,185 | | | 3,196 | | |
| April | 10,463 | | | 8,619 | | | 3,483 | | |
| 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 | | |
| | ~ | GUAM ~ | | ~ UN | ITED STA | TES ~ | ~ P | HILIPPIN | ES ~ |
| Fiscal Year | 2010 | 2011 | % Change | 2010 | 2011 | % Change | 2010 | 2011 | % Change |
| TOTAL TO DATE | 4,566 | 4,167 | -9% | 2,197 | 2,526 | 15% | 402 | 146 | -64% |
| | ····· | • | 10% | | | 1 / 9/ | 122 | 40 | (70/ |
| October | 1,520 | 1,225 | -19% | 909 496 | 762 993 | -16% | 132 210 | 43 | -67% |
| November December | 1,468 | 1,402 | -4% | | | 100% 2% | | 55 | -74% |
| January | <u>1,578</u> 1,524 | <u>1,540</u> | <u>-2%</u> | <u>792</u> 644 | <u>771</u> | <u>-3%</u> | <u>60</u> 39 | <u>48</u> | <u>-20%</u> |
| February | 1,231 | | | 997 | | | 45 | | |
| March | 1,559 | | | 751 | | | 45 | | |
| April | 1,376 | | | 662 | | | 201 | | |
| 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 | | |
| | ~ | RUSSIA ~ | | ~ | TAIWAN | ~ | ~ 0 | THER ARE | AS ~ |
| Fiscal Year | 2010 | 2011 | % Change | 2010 | 2011 | % Change | 2010 | 2011 | % Change |
| TOTAL TO DATE | 1,152 | 1,214 | 5% | 60 | 48 | -20% | 708 | 665 | -6% |
| October | 377 | 367 | -3% | 12 | 34 | 183% | 256 | 186 | -27% |
| November | 374 | 288 | -23% | 43 | 3 | -93% | 230 | 217 | -6% |
| December | <u>401</u> | <u>559</u> | <u>39%</u> | <u>5</u> | <u>11</u> | <u>120%</u> | 222 | 262 | <u>18%</u> |
| January | 487 | <u></u> | <u></u> | <u>5</u> 4 | <u></u> | | 225 | | <u> 10,0</u> |
| February | 181 | | | 10 | | | 226 | | |
| March | 496 | | | 7 | | | 296 | | |
| April | 260 | | | 10 | | | 1,181 | | |
| May | 305 | | | 10 | | | 224 | | |
| June | 485 | | | 12 | | | 361 | | |
| | 375 | | | 72 | | | 271 | | |
| | 373 | | | 16 | | | 2/1 | | |
| July | | | | /11 | | | 100 | | |
| | 383 205 | | | 41 3 | | | 182 197 | | |

| ARRIVALS | BY MODE OF TRANSPORTATION | Dec-09 | <u>Dec-10</u> | % CHANG |
|------------|--------------------------------|---------------|---------------|----------|
| Air Arriva | | 28,733 | 30,277 | 5' |
| Sea Arriva | | 821 | 627 | -24 |
| TOTAL A | RRIVALS | 29,554 | 30,904 | 55 |
| AIR ARRIV | ALS BY COUNTRY OF RESIDENCE | | | |
| JAPAN | | 14,594 | 13,166 | -10 |
| | Kanto (Tokyo) | 9,981 | 8,893 | -11 |
| | Kinki (Osaka) | 1,430 | 1,690 | 18 |
| | Tokai (Nagoya) | 1,485 | 1,025 | -31 |
| | Tohoku (Sendai) | 694 | 586 | -16 |
| | Kyushu (Fukuoka) | 159 | 113 | -29 |
| | Hokkaido (Sapporo) | 137 | 107 | -22 |
| | | 214 | 278 | -22 |
| | Chugoku (Hiroshima) Shikoku | 98 | 102 | 4 |
| | Okinawa | 20 | 27 | 35 |
| | | _ | | |
| | Others | 14 | 17 | 21 |
| | Not Specified | 362 | 328 | -9 |
| KOREA | | 10,142 | 10,472 | 3 |
| | Seoul | 5,847 | 5,280 | -10 |
| | Pusan | 792 | 1,220 | 54 |
| | Taegu | 297 | 297 | C |
| | Inchon | 284 | 31 | -89 |
| | Others | 2,636 | 3,285 | 25 |
| | Not Specified | 286 | 359 | 26 |
| HINA/HO | NG KONG | 1,300 | 3,617 | 178 |
| GUAM | | 1,412 | 1,418 | 270 C |
| UNITED S | STATES | 617 | 735 | 19 |
| PHILIPPIN | | 57 | 48 | -16 |
| RUSSIA | | 401 | 558 | 39 |
| TAIWAN | | 5 | 11 | 120 |
| OTHER | | 205 | 252 | 23 |
| ARRIVAL | S BY MONTH | FY 2010 | FY 2011 | % CHANG |
| TOTAL TO | DATE | 71,992 | 83,079 | 15 |
| October | | 19,992 | 25,485 | 27 |
| November | | 22,446 | 26,690 | 19 |
| December | | <u>29,554</u> | <u>30,904</u> | 5 |
| January | | 35,318 | | |
| February | | 37,393 | | |
| March | | 35,470 | | |
| April | | 25,862 | | |
| May | | 26,320 | | |
| June | | 27,959 | | |
| July | | 34,432 | | |
| August | | 37,302 r | | |
| September | • | 29,486 | | |
| EAR TOT | AL | 361,534 | 83,079 | |

Source: CNMI Customs Declaration Form

^r Revised

Sea Arrivals :Dec-10Military Shp:n/a

| VISITOR ARRIVALS TO <u>ROTA</u> - | DECEMBER 201 | 0 | |
|-----------------------------------|---------------|---------------|------------|
| | <u>Dec-09</u> | <u>Dec-10</u> | % CHANGE |
| TOTAL ARRIVALS | 601 | 668 | 11% |
| ARRIVALS FROM GUAM | 601 | 668 | 11% |
| JAPAN | 379 | 486 | 28% |
| KOREA | 13 | 13 | 0% |
| CHINA/HONG KONG | 2 | 0 | -100% |
| GUAM | 166 | 122 | -27% |
| UNITED STATES | 21 | 36 | 71% |
| PHILIPPINES | 3 | 0 | -100% |
| RUSSIA | 0 | 1 | |
| TAIWAN | 0 | 0 | |
| OTHER | 17 | 10 | -41% |
| INTERISLAND ARRIVALS | 0 | 0 | |
| JAPAN | | | |
| KOREA | | | |
| CHINA/HONG KONG | | Not Available | |
| | Not Available | Not Avanua | |
| UNITED STATES (INCLUDING GUAM) | NOUTIVE | - | |
| PHILIPPINES | | | |
| OTHER | | | |
| ARRIVALS BY MONTH | FY 2010 | FY 2011 | % CHANGE |
| TOTAL TO DATE | 2,334 | 1,456 | -38% |
| October | 852 | 299 | -65% |
| November | 881 | 489 | -44% |
| December | <u>601</u> | <u>668</u> | <u>11%</u> |
| January | 398 | | |
| February | 457 | | |
| March | 750 | | |
| April | 393 | | |
| May | 695 r | | |
| June | 413 | | |
| July | 732 | | |
| August | 745 | | |
| September | 431 | | |
| YEAR TOTAL | 7,348 | 1,456 | |

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 TINIAN - DECEMBER 2010 | | | | | | | | | | | | | |
|--|--------------------|---------------|-------------|--|--|--|--|--|--|--|--|--|--|
| | <u>Dec-09</u> | <u>Dec-10</u> | % CHANGE | | | | | | | | | | |
| TOTAL ARRIVALS | 2,128 | 1,554 | -27% | | | | | | | | | | |
| ARRIVALS FROM GUAM | 0 | 0 | | | | | | | | | | | |
| JAPAN | 0 | | | | | | | | | | | | |
| KOREA | 0 | | | | | | | | | | | | |
| CHINA/HONG KONG | 0 | Not Available | | | | | | | | | | | |
| GUAM | No Visitor Arrival | Not Available | | | | | | | | | | | |
| UNITED STATES | No Visitor Arriva | NOL | | | | | | | | | | | |
| PHILIPPINES | INO ATOMA O | | | | | | | | | | | | |
| RUSSIA | 0 | | | | | | | | | | | | |
| TAIWAN | 0 | | | | | | | | | | | | |
| OTHER | 0 | | | | | | | | | | | | |
| INTERISLAND ARRIVALS | | | | | | | | | | | | | |
| OVERNIGHT VISITORS: | 2,110 | 1,552 | -26% | | | | | | | | | | |
| JAPAN | 417 | 318 | -24% | | | | | | | | | | |
| KOREA | 420 | 233 | -45% | | | | | | | | | | |
| CHINA/HONG KONG | 1,060 | 804 | -24% | | | | | | | | | | |
| GUAM | 20 | 50 | 150% | | | | | | | | | | |
| UNITED STATES | 11 | 9 | -18% | | | | | | | | | | |
| PHILIPPINES | 0 | 0 | | | | | | | | | | | |
| TAIWAN | 0 | 0 | | | | | | | | | | | |
| SAIPAN | 173 | 135 | -22% | | | | | | | | | | |
| OTHER | 9 | 3 | -67% | | | | | | | | | | |
| DAY VISITORS: | 18 | 2 | -89% | | | | | | | | | | |
| ARRIVALS BY MONTH | FY 2010 | FY 2011 | % CHANGE | | | | | | | | | | |
| TOTAL TO DATE | 9,097 | 5,126 | -44% | | | | | | | | | | |
| October | 3,759 | 1,955 | -48% | | | | | | | | | | |
| November | 3,210 r | 1,617 | -50% | | | | | | | | | | |
| December | <u>2,128</u> | <u>1,554</u> | <u>-27%</u> | | | | | | | | | | |
| January | 3,426 | | | | | | | | | | | | |
| February | 4,804 r | | | | | | | | | | | | |
| March | 3,120 | | | | | | | | | | | | |
| April | 3,127 | | | | | | | | | | | | |
| May | 2,765 | | | | | | | | | | | | |
| June | 1,949 | | | | | | | | | | | | |
| July | 3,158 | | | | | | | | | | | | |
| August | 2,465 | | | | | | | | | | | | |
| September | 1,738 | E 404 | | | | | | | | | | | |
| YEAR TOTAL | 35,649 | 5,126 | | | | | | | | | | | |

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)

| VISITORS AUTHORITY | | | | | | | | | | | | | | | | | | | | | | | P | Page 1 of 2 |
|---|------------------|------------------|-------------------|-------------------|----------------|-----------------|-------------------|----------------|-----------------|----------------|------------------|------------------|--------------|--------------|-------------------|--------------------|--------------|--------------|-------------------|------------------|--------------|--------------|-------------------|-----------------|
| DECEMBER | | тот | | | | | PAN | | | ко | REA | | | CHINA/HON | | | | | UAM | | | ОТН | IERS | |
| - | Dec-09 | | % SHARE | % CHGE | Dec-09 | | % SHARE | % CHGE | Dec-09 | Dec-10 | % SHARE | % CHGE | Dec-09 | | % SHARE | % CHGE | Dec-09 | Dec-10 | | % CHGE | Dec-09 | | % SHARE | % CHGE |
| MODE OF ARRIVAL | 29,554 | 30,904 | 100.00% | 4.57% | 15,259 | 13,793 | 100.00% | -9.61% | 10,144 | 10,472 | 100.00% | 3.23% | 1,300 | 3,617 | 100.00% | 178.23% | 1,412 | 1,418 | 100.00% | 0.42% | 1,439 | 1,604 | 100.00% | 11.47 |
| Air | 28,733 | 30,277 | 97.97% | 5.37% | 14,594 | 13,166 | 95.45% | -9.78% | 10,142 | 10,472 | 100.00% | 3.25% | 1,300 | 3,617 | 100.00% | 178.23% | 1,412 | 1,418 | 100.00% | 0.42% | 1,285 | 1,604 | 100.00% | 24.82 |
| Sea | 821 | 627 | 2.03% | -23.63% | 665 | 627 | 4.55% | -5.71% | 2 | 0 | 0.00% | -100.00% | 0 | 0 | 0.00% | | 0 | 0 | 0.00% | | 154 | 0 | 0.00% | -100.00 |
| GENDER Male | 28,733 14,599 | 30,277 | 100.00% | 5.37% | 14,594 | 13,166 6.595 | 100.00% | -9.78% | 10,142 5.036 | 10,472 | 100.00% | 3.25% 5.12% | 1,300 679 | 3,617 | 100.00% | 178.23% | 1,412 | 1,418 911 | 100.00% 64.25% | 0.42% 2.59% | 1,285 708 | 1,604 938 | 100.00% | 24.82 32.49 |
| Female | 14,599 | 15,549 14,715 | 51.36% 48.60% | 6.51% 4.98% | 7,288 7,287 | 6,595 | 50.09% 49.91% | -9.51% | 5,036 | 5,294 5,170 | 50.55% 49.37% | 5.12% | 525 | 1,811 | 50.07% 49.82% | 166.72% 243.24% | 524 | 506 | 64.25% 35.68% | -3.44% | 708 | 938 | 58.48% 41.52% | 32.4 |
| Not Stated | 14,017 | 14,713 | 48.00% | -88.89% | 19 | 0,571 | 0.00% | -100.00% | 5,105 | 5,170 | 49.37% | 700.00% | 96 | 1,002 | 49.82 % | -95.83% | 524 | 1 | 0.07% | *3.44 % | 5/6 | 000 | 0.00% | -100.00 |
| AGE GROUP (YEARS) | 28,733 | 30,277 | 100.00% | 5.37% | 14,594 | 13,166 | 100.00% | -9.78% | 10,142 | 10,472 | 100.00% | 3.25% | 1,300 | 3,617 | 100.00% | 178.23% | 1,412 | 1,418 | 100.00% | 0.42% | 1,285 | 1,604 | 100.00% | 24.82 |
| Under 10 | | 60 | 0.20% | -34.07% | 9 | 0 | 0.00% | -100.00% | 78 | 38 | 0.36% | -51.28% | 2 | 0 | 0.00% | -100.00% | ., | 13 | 0.92% | 1200.00% | 1,200 | 9 | 0.56% | 800.00 |
| Under 13 | 3,942 | 4,193 | 13.85% | 6.37% | 1,769 | 1,630 | 12.38% | -7.86% | 1.866 | 2,176 | 20.78% | 16.61% | - 30 | 55 | 1.52% | 83.33% | 114 | 108 | 7.62% | -5.26% | 163 | 224 | 13.97% | 37.42 |
| 10-17 | 14 | 3 | 0.01% | -78.57% | 0 | 1 | 0.01% | | 11 | _,¢ | 0.00% | -100.00% | 1 | 0 | 0.00% | -100.00% | 2 | 2 | 0.14% | 0.00% | 0 | 0 | 0.00% | |
| 13-15 | 628 | 738 | 2.44% | 17.52% | 313 | 255 | 1.94% | -18.53% | 252 | 415 | 3.96% | 64.68% | 8 | 2 | 0.06% | -75.00% | 31 | 26 | 1.83% | -16.13% | 24 | 40 | 2.49% | 66.67 |
| 16-19 | 730 | 515 | 1.70% | -29.45% | 452 | 238 | 1.81% | -47.35% | 178 | 158 | 1.51% | -11.24% | 8 | 10 | 0.28% | 25.00% | 53 | 60 | 4.23% | 13.21% | 39 | 49 | 3.05% | 25.64 |
| 18-19 | 14 | 6 | 0.02% | -57.14% | 0 | 1 | 0.01% | | 8 | 2 | 0.02% | -75.00% | 1 | 0 | 0.00% | -100.00% | 4 | 2 | 0.14% | -50.00% | 1 | 1 | 0.06% | 0.00 |
| 20-24 | 1,592 | 1,824 | 6.02% | 14.57% | 1,184 | 1,104 | 8.39% | -6.76% | 178 | 160 | 1.53% | -10.11% | 45 | 313 | 8.65% | 595.56% | 84 | 101 | 7.12% | 20.24% | 101 | 146 | 9.10% | 44.55 |
| 25-29 | 3,154 | 4,031 | 13.31% | 27.81% | 1,656 | 1,520 | 11.54% | -8.21% | 1,100 | 960 | 9.17% | -12.73% | 164 | 1,313 | 36.30% | 700.61% | 117 | 88 | 6.21% | -24.79% | 117 | 150 | 9.35% | 28.21 |
| 30-34 | 3,639 | 4,016 | 13.26% | 10.36% | 1,686 | 1,405 | 10.67% | -16.67% | 1,585 | 1,595 | 15.23% | 0.63% | 171 | 718 | 19.85% | 319.88% | 94 | 128 | 9.03% | 36.17% | 103 | 170 | 10.60% | 65.05 |
| 35-39 | 4,048 | 4,153 | 13.72% | 2.59% | 1,840 | 1,658 | 12.59% | -9.89% | 1,679 | 1,768 | 16.88% | 5.30% | 225 | 411 | 11.36% | 82.67% | 177 | 140 | 9.87% | -20.90% | 127 | 176 | 10.97% | 38.58 |
| 40-44 | 3,306 | 3,284 | 10.85% | -0.67% | 1,728 | 1,499 | 11.39% | -13.25% | 1,053 | 1,193 | 11.39% | 13.30% | 200 | 255 | 7.05% | 27.50% | 178 | 168 | 11.85% | -5.62% | 147 | 169 | 10.54% | 14.97 |
| 45-49 | 2,282 | 2,167 | 7.16% | -5.04% | 1,134 | 1,055 | 8.01% | -6.97% | 632 | 579 | 5.53% | -8.39% | 205 | 222 | 6.14% | 8.29% | 178 | 168 | 11.85% | -5.62% | 133 | 143 | 8.92% | 7.52 |
| 50-54 | 1,652 | 1,649 | 5.45% | -0.18% | 790 | 750 | 5.70% | -5.06% | 532 | 442 | 4.22% | -16.92% | 102 | 158 | 4.37% | 54.90% | 133 | 173 | 12.20% | 30.08% | 95 | 126 | 7.86% | 32.63 |
| 55-59 | 1,330 | 1,372 | 4.53% | 3.16% | 665 | 701 | 5.32% | 5.41% | 385 | 395 | 3.77% | 2.60% | 82 | 85 | 2.35% | 3.66% | 102 | 108 | 7.62% | 5.88% | 96 | 83 | 5.17% | -13.54 |
| 60 & Over | 2,285 | 2,248 | 7.42% | -1.62% | 1,354 | 1,347 | 10.23% | -0.52% | 597 | 581 | 5.55% | -2.68% | 55 | 71 | 1.96% | 29.09% | 144 | 132 | 9.31% | -8.33% | 135 | 117 | 7.29% | -13.33 |
| Not Stated | 26 | 18 | 0.06% | -30.77% | 14 | 2 | 0.02% | -85.71% | 8 | 10 | 0.10% | 25.00% | 1 | 4 | 0.11% | 300.00% | 0 | 1 | 0.07% | | 3 | 1 | 0.06% | -66.67 |
| PURPOSE OF VISIT | 17,044 | 17,790 | 100.00% | 4.38% | 9,146 | 8,195 | 100.00% | -10.40% | 4,747 | 4,889 | 100.00% | 2.99% | 1,254 | 2,645 | 100.00% | 110.93% | 1,061 | 1,078 | 100.00% | 1.60% | 836 | 983 | 100.00% | 17.58 |
| Pleasure | 15,913 | 16,586 | 93.23% | 4.23% | 9,032 | 8,093 | 98.76% | -10.40% | 4,603 | 4,773 | 97.63% | 3.69% | 1,215 | 2,621 | 99.09% | 115.72% | 503 | 503 | 46.66% | 0.00% | 560 | 596 | 60.63% | 6.43 |
| Business | 883 | 961 | 5.40% | 8.83% | 59 | 73 | 0.89% | 23.73% | 78 | 63 | 1.29% | -19.23% | 38 | 19 | 0.72% | -50.00% | 486 | 496 | 46.01% | 2.06% | 222 | 310 | 31.54% | 39.64 |
| Other | 248 | 243 | 1.37% | -2.02% | 55 | 29 | 0.35% | -47.27% | 66 | 53 | 1.08% | -19.70% | 1 | 5 | 0.19% | 400.00% | 72 | 79 | 7.33% | 9.72% | 54 | 77 | 7.83% | 42.59 |
| FREQUENCY OF VISIT | 17,044 | 17,790 | 100.00% | 4.38% | 9,146 | 8,195 | 100.00% | -10.40% | 4,747 | 4,889 | 100.00% | 2.99% | 1,254 | 2,645 | 100.00% | 110.93% | 1,061 | 1,078 | 100.00% | 1.60% | 836 | 983 | 100.00% | 17.58 |
| First Visit | 9,046 | 9,215 | 51.80% | 1.87% | 3,976 | 3,283 | 40.06% | -17.43% | 3,303 | 3,445 | 70.46% | 4.30% | 1,128 | 1,972 | 74.56% | 74.82% | 79 | 78 | 7.24% | -1.27% | 560 | 437 | 44.46% | -21.96 |
| Revisit | 6,458 | 6,009 | 33.78% | -6.95% | 4,344 | 3,732 | 45.54% | -14.09% | 1,118 | 1,045 | 21.37% | -6.53% | 55 | 73 | 2.76% | 32.73% | 719 | 757 | 70.22% | 5.29% | 222 | 402 | 40.90% | 81.08 |
| Not Stated TRAVEL ARRANGEMENT | 1,540 17,044 | 2,566 17,790 | 14.42% 100.00% | 66.62% 4.38% | 826 9,146 | 1,180 8,195 | 14.40% 100.00% | 42.86% | 326 4,747 | 399 4,889 | 8.16% 100.00% | 22.39% 2.99% | 71 1,254 | 600 2,645 | 22.68% 100.00% | 745.07% 110.93% | 263 1,061 | 243 1,078 | 22.54% 100.00% | -7.60% | 54 836 | 144 983 | 14.65% 100.00% | 166.67 17.58 |
| | | | | | | | | | | | | | 1,234 | | | | | | | | 462 | | | |
| Individual Arranged | 4,057 | 3,855 8,505 | 21.67% | -4.98% | 1,480 | 1,542 4,598 | 18.82% 56.11% | 4.19% | 1,558 | 1,176 2.512 | 24.05% | -24.52% | 1.062 | 113 1.298 | 4.27% | 318.52% | 530 | 550 11 | 51.02% | 3.77% | 462 | 474 86 | 48.22% | 2.60 17.81 |
| Packaged Tour | 9,470 | | 47.81% 8.39% | -10.19% 37.89% | 6,067 425 | 4,598 | 6.65% | -24.21% | 2,252 | 2,512 | 51.38% | 11.55% -1.57% | 1,062 | | 49.07% 9.79% | 22.22% 502.33% | 16 | 262 | 1.02% | -31.25% | ,0 | 176 | 8.75% | 49.15 |
| Business Trip | | 1,492 | | | | | | 28.24% | 254 | | 5.11% | | 43 | 259 | | | 242 | | | 8.26% | 118 | | | |
| Group Tour Other | 1,045 | 1,625 | 9.13% | 55.50% -14.81% | 548 | 493 | 6.02% 0.13% | -10.04% | 425 | 716 53 | 14.65% | 68.47% | 51 | 373 | 14.10% 0.19% | 631.37% -37.50% | / | 11 36 | 1.02% | 57.14% -2.70% | 14 | 32 | 3.26% | 128.57 |
| Other Not Stated | 189 | 161 2,152 | 0.91% | -14.81% 79.18% | 43 583 | 11 | 0.13% | -74.42% | 181 | 53 182 | 1.08% | -31.17% 0.55% | 8 | 5 597 | 0.19% | -37.50% 847.62% | 37 229 | 36 208 | 3.34% 19.29% | -2.70% -9.17% | 24 | 159 | 5.70% 16.17% | 133.33 |
| TRAVEL COMPANION | 1,201 | 2,152 | 12.10% | 79.18% | 583 8,198 | 7,203 | 12.20% | -12.56% | 4.331 | 4.519 | 3.12% | 4.34% | 63 1,101 | 2.053 | 22.01% | 847.62% 86.47% | 728 | 208 741 | 19.29% | -9.17% | 145 622 | 752 | 10.17% | 9.66 20.90 |
| Spouse | 5,085 | 4,911 | 32.17% | -3.42% | 2,415 | 2,034 | 28.24% | -12.14% | 2,382 | 2,323 | 51.41% | -2.48% | 04 | 2,033 | 14.47% | 253.57% | 91 | 92 | 12.42% | 1.10% | 113 | 165 | 21.94% | 46.02 |
| Children | 2,860 | 2.891 | 18.94% | -3.42 % | 1,472 | 1,274 | 17.69% | -13.45% | 1,194 | 1,375 | 30.43% | -2.46 % | 04 | 41 | 2.00% | 95.24% | 64 | 58 | 7.83% | -9.38% | 109 | 143 | 19.02% | 31.19 |
| Parents/Grandparents | 2,860 | 2,691 | 3.96% | 7.28% | 312 | 320 | 4.44% | -13.45% | 1,194 | 233 | 5.16% | 18.88% | 19 | 20 | 0.97% | 95.24% 53.85% | 10 | 8 | 1.08% | -9.38% | 32 | 23 | 3.06% | -28.13 |
| Other Family Members/relatives | 000 | 824 | 5.40% | -5.07% | 473 | 415 | 5.76% | -12.26% | 293 | 233 | 6.09% | -6.14% | - | 35 | 1.70% | 600.00% | 10 | 43 | 5.80% | -12.24% | 32 | 56 | 7.45% | 16.67 |
| Business Associates | 1.864 | 3.019 | 5.40% | -5.07% | 4/3 | 415 | 5.76% | -12.26% | 293 | 275 650 | 6.09% 14.38% | -6.14% 17.12% | 5 | 1.078 | 1.70% | 2056.00% | 49 | 43 | 5.80% | -12.24% | 48 | 170 | 22.61% | 16.67 |
| Friends | 4,210 | 3,019 | 23.36% | -15.27% | 3.351 | 2,689 | 37.33% | -0.28% | 683 | 568 | 14.38% | -16.84% | 50 | 1,078 | 6.28% | 486.36% | 107 | 87 | 14.44% | 64.15% | 101 | 94 | 12.50% | -6.93 |
| Tour Group | 4,210 | 1,285 | 8.42% | -15.27% | 280 | 2,089 | 4.14% | -19.76% | 334 | 533 | 12.57% | -16.84% | 909 | 442 | 21.53% | -51.38% | 53 | - 1 | 0.13% | 0.00% | 101 | 94 | 12.50% | -8.33 |
| Alone | 1,536 | 1,285 | | | 280 | 298 597 | 4.14% 8.29% | -12.97% | 334 | 533 242 | 5.36% | | 909 | 442 | | -51.38% 372.22% | 1 408 | 405 | | | 12 | | | -8.33 |
| Not Stated | 1,571 | 1,549 | 10.15% 17.47% | -1.40% 52.31% | 924 | 1,280 | 8.29% | -12.97% 38.53% | 226 | 242 | 6.22% | 7.08% | 18 | 85 590 | 4.14% 28.74% | 372.22% | 408 296 | 405 299 | 54.66% 40.35% | -0.74% 1.01% | 233 200 | 220 217 | 29.26% 28.86% | -5.58 |
| * Effective October 2006, arrivals from I | | | | 02.01% | 324 | 1,200 | 17.77% | 30.33% | 200 | 201 | 0.22% | 0.30% | 51 | 590 | 20.74% | 1030.00% | 290 | 239 | 40.33% | 1.01% | 200 | 21/ | 20.00% | 0.50 |

Visitors Profile by Country (Saipan only)

| VISITORS F | | | 27 | | un | • 7 | | "PC | | |) | | | | | | | | | | | | F | Page 2 of 2 |
|----------------------------|---------|-----------|---------|-------------------|--------|--------|---------|------------------|--------|--------|---------|-------------------|--------|--------|---------|----------|--------|--------|---------|----------|--------|--------|---------|-------------|
| DECEMBER | | тот | | | | JAF | | | | ко | | | | CHINA/ | | | | | JAM | | | | IERS | |
| | Dec-09 | Dec-10 | % SHARE | % CHGE | Dec-09 | Dec-10 | % SHARE | % CHGE | Dec-09 | Dec-10 | % SHARE | % CHGE | Dec-09 | Dec-10 | % SHARE | % CHGE | Dec-09 | Dec-10 | % SHARE | % CHGE | Dec-09 | Dec-10 | % SHARE | % CHG |
| TRAVEL PLANS | 15,722 | 15,697 | | -0.16% | 8,577 | 7,152 | | -16.61% | 4,430 | 4,704 | | 6.19% | 1,192 | 2,080 | | 74.50% | 851 | 895 | | 5.17% | 672 | 866 | | 28.87% |
| Pleasure | 12,250 | 12,411 | 79.07% | 1.31% | 6,864 | 5,694 | 79.61% | -17.05% | 3,547 | 4,045 | 85.99% | 14.04% | 1,151 | 1,861 | 89.47% | 61.69% | 295 | 341 | 38.10% | 15.59% | 393 | 470 | 54.27% | 19.59% |
| Business | 743 | 819 | 5.22% | 10.23% | 93 | 88 | 1.23% | -5.38% | 52 | 35 | 0.74% | -32.69% | 31 | 14 | 0.67% | -54.84% | 387 | 406 | 45.36% | 4.91% | 180 | 276 | 31.87% | 53.33% |
| Golf | 1,940 | 1,623 | 10.34% | -16.34% | 1,074 | 879 | 12.29% | -18.16% | 790 | 675 | 14.35% | -14.56% | 3 | 16 | 0.77% | 433.33% | 33 | 33 | 3.69% | 0.00% | 40 | 20 | 2.31% | -50.00% |
| Dive | 1,937 | 1,705 | 10.86% | -11.98% | 1,735 | 1,440 | 20.13% | -17.00% | 136 | 129 | 2.74% | -5.15% | 6 | 66 | 3.17% | 1000.00% | 10 | 15 | 1.68% | 50.00% | 50 | 55 | 6.35% | 10.00% |
| Convention | 57 | 58 | 0.37% | 1.75% | 20 | 12 | 0.17% | -40.00% | 20 | 24 | 0.51% | 20.00% | 1 | 4 | 0.19% | 300.00% | 6 | 11 | 1.23% | 83.33% | 10 | 7 | 0.81% | -30.00% |
| Company Trip | 416 | 714 | 4.55% | 71.63% | 317 | 402 | 5.62% | 26.81% | 58 | 54 | 1.15% | -6.90% | 0 | 210 | 10.10% | | 23 | 28 | 3.13% | 21.74% | 18 | 20 | 2.31% | 11.119 |
| Honeymoon | 579 | 538 | 3.43% | -7.08% | 102 | 90 | 1.26% | -11.76% | 456 | 352 | 7.48% | -22.81% | 12 | 93 | 4.47% | 675.00% | 3 | 0 | 0.00% | -100.00% | 6 | 3 | 0.35% | -50.00% |
| Get Married | 56 | 66 | 0.42% | 17.86% | 48 | 55 | 0.77% | 14.58% | 4 | 3 | 0.06% | -25.00% | 0 | 3 | 0.14% | | 1 | 2 | 0.22% | 100.00% | 3 | 3 | 0.35% | 0.00% |
| Memorial Service | 23 | 20 | 0.13% | -13.04% | 3 | 4 | 0.06% | 33.33% | 4 | 3 | 0.06% | -25.00% | 0 | 3 | 0.14% | | 10 | 7 | 0.78% | -30.00% | 6 | 3 | 0.35% | -50.00% |
| Visit Friends | 612 | 579 | 3.69% | -5.39% | 153 | 113 | 1.58% | -26.14% | 96 | 101 | 2.15% | 5.21% | 4 | 17 | 0.82% | 325.00% | 209 | 199 | 22.23% | -4.78% | 150 | 149 | 17.21% | -0.67% |
| Sports | 157 | 132 | 0.84% | -15.92% | 65 | 61 | 0.85% | -6.15% | 59 | 46 | 0.98% | -22.03% | 0 | 5 | 0.24% | | 20 | 12 | 1.34% | -40.00% | 13 | 8 | 0.92% | -38.46% |
| Other | 331 | 262 | 1.67% | -20.85% | 181 | 95 | 1.33% | -47.51% | 69 | 45 | 0.96% | -34.78% | 4 | 8 | 0.38% | 100.00% | 41 | 39 | 4.36% | -4.88% | 36 | 75 | 8.66% | 108.33% |
| Not Stated | 1,322 | 2,093 | 13.33% | 58.32% | 569 | 1,043 | 14.58% | 83.30% | 317 | 185 | 3.93% | -41.64% | 62 | 565 | 27.16% | 811.29% | 210 | 183 | 20.45% | -12.86% | 164 | 117 | 13.51% | -28.66% |
| TRAVEL MOTIVATION | 15,621 | 15,479 | | -0.91% | 8,470 | 7,093 | | -16.26% | 4,509 | 4,666 | | 3.48% | 1,193 | 2,050 | | 71.84% | 780 | 837 | | 7.31% | 669 | 833 | | 24.51% |
| Newspaper | 168 | 94 | 0.61% | -44.05% | 101 | 34 | 0.48% | -66.34% | 42 | 37 | 0.79% | -11.90% | 11 | 21 | 1.02% | 90.91% | 6 | Ō | 0.00% | -100.00% | 8 | 2 | 0.24% | -75.00% |
| Magazine | 277 | 345 | 2.23% | 24.55% | 215 | 217 | 3.06% | 0.93% | 40 | 60 | 1.29% | 50.00% | 6 | 55 | 2.68% | 816.67% | 3 | 0 | 0.00% | -100.00% | 13 | 13 | 1.56% | 0.00% |
| Travel Agent | 5,172 | 5,365 | 34.66% | 3.73% | 1,757 | 1,343 | 18.93% | -23.56% | 2,368 | 2,530 | 54.22% | 6.84% | 952 | 1,375 | 67.07% | 44.43% | 21 | 25 | 2.99% | 19.05% | 74 | 92 | 11.04% | 24.32% |
| Climate | 2,688 | 2,399 | 15.50% | -10.75% | 2,198 | 1,917 | 27.03% | -12.78% | 329 | 304 | 6.52% | -7.60% | 91 | 97 | 4.73% | 6.59% | 3 | 4 | 0.48% | 33.33% | 67 | 77 | 9.24% | 14.93% |
| Price | 1,650 | 1,262 | 8.15% | -23.52% | 1,569 | 1,179 | 16.62% | -24.86% | 50 | 30 | 0.64% | -40.00% | 1 | 17 | 0.83% | 1600.00% | 11 | 17 | 2.03% | 54.55% | 19 | 19 | 2.28% | 0.00% |
| Short | 2,135 | 1.925 | 12.44% | -9.84% | 1.798 | 1.590 | 22.42% | -11.57% | 275 | 246 | 5.27% | -10.55% | 9 | 22 | 1.07% | 144.44% | 33 | 38 | 4.54% | 15.15% | 20 | 29 | 3.48% | 45.00% |
| Reading | 170 | 307 | 1.98% | 80.59% | 45 | 47 | 0.66% | 4.44% | 111 | 229 | 4.91% | 106.31% | 1 | 11 | 0.54% | 1000.00% | 1 | 3 | 0.36% | 200.00% | 12 | 17 | 2.04% | 41.67% |
| Flyer | 524 | 432 | 2.79% | -17.56% | 360 | 284 | 4.00% | -21.11% | 148 | 87 | 1.86% | -41.22% | 1 | 8 | 0.39% | 700.00% | 0 | 0 | 0.00% | #DIV/0! | 15 | 53 | 6.36% | 253.33% |
| Friends / Relatives | 2,478 | 2,299 | 14.85% | -7.22% | 1.469 | 1.169 | 16.48% | -20.42% | 494 | 454 | 9.73% | -8.10% | 24 | 122 | 5.95% | 408.33% | 236 | 320 | 38.23% | 35.59% | 255 | 234 | 28.09% | -8.24% |
| TV / Radio | 70 | 109 | 0.70% | 55.71% | 29 | 34 | 0.48% | 17.24% | 34 | 44 | 0.94% | 29.41% | 1 | 24 | 1.17% | 2300.00% | 3 | | 0.12% | -66.67% | 3 | | 0.72% | 100.00% |
| Prior Trip | 2,655 | 2.420 | 15.63% | -8.85% | 2.077 | 1.847 | 26.04% | -11.07% | 403 | 392 | 8.40% | -2.73% | 7 | 14 | 0.68% | 100.00% | 108 | 101 | 12.07% | -6.48% | 60 | 66 | 7.92% | 10.00% |
| Other | 1,517 | 1,710 | 11.05% | 12.72% | 556 | 501 | 7.06% | -9.89% | 298 | 277 | 5.94% | -7.05% | 50 | 192 | 9.37% | 284.00% | 412 | 400 | 47.79% | -2.91% | 201 | 340 | 40.82% | 69.15% |
| Web | 2,411 | 2,484 | 16.05% | 3.03% | 1,475 | 1.247 | 17.58% | -15.46% | 780 | 757 | 16.22% | -2.95% | 64 | 351 | 17.12% | 448.44% | 10 | 38 | 4.54% | 100.00% | 73 | 91 | 10.92% | 24.66% |
| Not Stated | 1,423 | 2,404 | 14.93% | 62.40% | 676 | 1,102 | 15.54% | 63.02% | 238 | 223 | 4.78% | -6.30% | 61 | 595 | 29.02% | 875.41% | 281 | 241 | 28.79% | -14.23% | 167 | 150 | 18.01% | -10.189 |
| OCCUPATION | 17,044 | 17,790 | 100.00% | 4.38% | 9,146 | 8,195 | 100.00% | -10.40% | 4,747 | 4,889 | 100.00% | 2.99% | 1,254 | 2,645 | 100.00% | 110.93% | 1,061 | 1,078 | 100.00% | 1.60% | 836 | 983 | 100.00% | 17.58% |
| Leg & Manager | 2.006 | 1.788 | 10.05% | -10.87% | 1,600 | 1.363 | 16.63% | -14.81% | 178 | 179 | 3.66% | 0.56% | 30 | 62 | 2.34% | 106.67% | 122 | 112 | 10.39% | -8.20% | 76 | 72 | 7.32% | -5.26% |
| Professional | 3.069 | 2,733 | 15.36% | -10.95% | 674 | 612 | 7.47% | -9.20% | 1.040 | 1,016 | 20.78% | -2.31% | 920 | 651 | 24.61% | -29.24% | 205 | 207 | 19.20% | 0.98% | 230 | 247 | 25.13% | 7.39% |
| Technicians | 932 | 963 | 5.41% | 3.33% | 413 | 377 | 4.60% | -8.72% | 354 | 361 | 7.38% | 1.98% | 62 | 98 | 3.71% | 58.06% | 69 | 81 | 7.51% | 17.39% | 34 | 46 | 4.68% | 35.29% |
| Clerk | 4.726 | 4.914 | 27.62% | 3.98% | 3,305 | 2.640 | 32.21% | -20.12% | 1.284 | 1.418 | 29.00% | 10.44% | 89 | 802 | 30.32% | 801.12% | 20 | 26 | 2.41% | 30.00% | 28 | 28 | 2.85% | 0.00% |
| Service | 1,350 | 1,366 | 7.68% | 1.19% | 730 | 555 | 6.77% | -23.97% | 551 | 607 | 12.42% | 10.16% | 10 | 172 | 6.50% | 805.26% | 20 | 20 | 2.23% | -22.58% | 10 | 20 | 0.81% | -57.89% |
| Skilled | 74 | 61 | 0.34% | -14.08% | , 50 | 29 | 0.35% | -19.44% | | 27 | 0.55% | -6.90% | 10 | 1/2 | 0.04% | 0.00% | 0 | 24 | 0.37% | 100.00% | .9 | 0 | 0.00% | -100.00% |
| Craftsman | 21 | 38 | 0.34% | -14.08% | 36 | 29 | 0.35% | -19.44% | 29 | 9 | 0.55% | -6.90% | 1 | 1 | 0.04% | -33.33% | 2 | 4 | 0.37% | 63.64% | 3 | 7 | 0.00% | -100.00% |
| | 31 | | | | 7 | | | | 3 | | | | 3 | 2 | | | 11 | | | | / | 1 | | |
| Plant Operator | 84 | 124 44 | 0.70% | 47.62% -54.64% | 52 | 75 | 0.92% | 44.23% 33.33% | 29 | 42 | 0.86% | 44.83% -85.54% | 0 | 17 | 0.08% | | 1 | 3 | 0.28% | 200.00% | 2 | 2 | 0.20% | 0.00% |
| Entry Level | 97 | | | | 6 | 8 | | | 83 | | | | 0 | | | | 4 | 5 | | | 4 | 2 | | |
| Armed Forces | 140 | 222 | 1.25% | 58.57% | 18 | 17 | 0.21% | -5.56% | 17 | 7 | 0.14% | -58.82% | 0 | 0 | 0.00% | | 47 | 46 | 4.27% | -2.13% | 58 | 152 | 15.46% | 162.07% |
| Homemaker | 810 | 751 | 4.22% | -7.28% | 391 | 312 | 3.81% | -20.20% | 375 | 372 | 7.61% | -0.80% | 2 | 16 | 0.60% | 700.00% | 22 | 22 | 2.04% | 0.00% | 20 | 29 | 2.95% | 45.00% |
| Students | 874 | 940 | 5.28% | 7.55% | 562 | 508 | 6.20% | -9.61% | 217 | 294 | 6.01% | 35.48% | 12 | 9 | 0.34% | -25.00% | 40 | 69 | 6.40% | 72.50% | 43 | 60 | 6.10% | 39.53% |
| Retirees | 468 | 420 | 2.36% | -10.26% | 298 | 259 | 3.16% | -13.09% | 99 | 77 | 1.57% | -22.22% | 14 | 33 | 1.25% | 135.71% | 29 | 30 | 2.78% | 3.45% | 28 | 21 | 2.14% | -25.00% |
| Other | 531 | 574 | 3.23% | 8.10% | 157 | 137 | 1.67% | -12.74% | 181 | 128 | 2.62% | -29.28% | 42 | 145 | 5.48% | 245.24% | 84 | 91 | 8.44% | 8.33% | 67 | 73 | 7.43% | 8.96% |
| Not Stated | 1,855 | 2,852 | 16.03% | 53.75% | 897 | 1,301 | 15.88% | 45.04% | 307 | 340 | 6.95% | 10.75% | 60 | 635 | 24.01% | 958.33% | 374 | 340 | 31.54% | -9.09% | 217 | 236 | 24.01% | 8.76% |
| LENGTH OF STAY (NIGHTS) | 112,469 | 122,894 | | 9.27% | 54,149 | 49,633 | | -8.34% | 41,156 | 42,520 | | 3.31% | 4,961 | 14,976 | | 201.87% | 3,808 | 3,644 | | -4.31% | 8,395 | 12,121 | | 44.38% |
| g. Length of Stay (Nights) | 3.91 | 4.06 | | | 3.71 | 3.77 | | | 4.06 | 4.06 | | | 3.82 | 4.14 | | | 2.70 | 2.57 | | | 6.53 | 7.56 | | |

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



JAPAN VISITORS PROFILE

| DECEMBER | 2009 Male | 2010 Male | | 2009 | 2010 | 2009 Female | 2010 Female | | 2009 | 2010 | 2009 Not | 2010 Not | 2009 TOTAL | 2010 TOTAL | | 2009 | 2010 |
|-------------|--------------|--------------|----------|---------|---------|----------------|----------------|----------|---------|---------|-------------|-------------|---------------|---------------|----------|---------|---------|
| AGE/SEX | Number | Number | % Chge | % Share | % Share | Number | Number | % Chge | % Share | % Share | Stated | Stated | Number | Number | % Chge | % Share | % Share |
| Under 10 | 2 | 0 | -100.00% | 0.03% | 0.00% | 4 | 0 | -100.00% | 0.05% | 0.00% | 3 | 0 | 9 | 0 | -100.00% | 0.06% | 0.00% |
| Under 13 | 921 | 848 | -7.93% | 12.64% | 12.86% | 842 | 782 | -7.13% | 11.55% | 11.90% | 6 | 0 | 1,769 | 1,630 | -7.86% | 12.12% | 12.38% |
| 10-17 | 0 | 1 | | 0.00% | 0.02% | 0 | 0 | | 0.00% | 0.00% | 0 | 0 | 0 | 1 | | 0.00% | 0.01% |
| 13-15 | 148 | 137 | -7.43% | 2.03% | 2.08% | 163 | 118 | -27.61% | 2.24% | 1.80% | 2 | 0 | 313 | 255 | -18.53% | 2.14% | 1.94% |
| 16-19 | 196 | 94 | -52.04% | 2.69% | 1.43% | 256 | 144 | -43.75% | 3.51% | 2.19% | 0 | 0 | 452 | 238 | -47.35% | 3.10% | 1.81% |
| 18-19 | 0 | 1 | | 0.00% | 0.02% | 0 | 0 | | 0.00% | 0.00% | 0 | 0 | 0 | 1 | | 0.00% | 0.01% |
| 20-24 | 434 | 387 | -10.83% | 5.95% | 5.87% | 750 | 717 | -4.40% | 10.29% | 10.91% | 0 | 0 | 1,184 | 1,104 | -6.76% | 8.11% | 8.39% |
| 25-29 | 622 | 571 | -8.20% | 8.53% | 8.66% | 1,034 | 949 | -8.22% | 14.19% | 14.44% | 0 | 0 | 1,656 | 1,520 | -8.21% | 11.35% | 11.54% |
| 30-34 | 764 | 609 | -20.29% | 10.48% | 9.23% | 921 | 796 | -13.57% | 12.64% | 12.11% | 1 | 0 | 1,686 | 1,405 | -16.67% | 11.55% | 10.67% |
| 35-39 | 870 | 844 | -2.99% | 11.94% | 12.80% | 967 | 814 | -15.82% | 13.27% | 12.39% | 3 | 0 | 1,840 | 1,658 | -9.89% | 12.61% | 12.59% |
| 40-44 | 971 | 798 | -17.82% | 13.32% | 12.10% | 757 | 701 | -7.40% | 10.39% | 10.67% | 0 | 0 | 1,728 | 1,499 | -13.25% | 11.84% | 11.39% |
| 45-49 | 686 | 633 | -7.73% | 9.41% | 9.60% | 448 | 422 | -5.80% | 6.15% | 6.42% | 0 | 0 | 1,134 | 1,055 | -6.97% | 7.77% | 8.01% |
| 50-54 | 456 | 431 | -5.48% | 6.26% | 6.54% | 333 | 319 | -4.20% | 4.57% | 4.85% | 1 | 0 | 790 | 750 | -5.06% | 5.41% | 5.70% |
| 55-59 | 409 | 407 | -0.49% | 5.61% | 6.17% | 255 | 294 | 15.29% | 3.50% | 4.47% | 1 | 0 | 665 | 701 | 5.41% | 4.56% | 5.32% |
| 60 and Over | 802 | 834 | 3.99% | 11.00% | 12.65% | 552 | 513 | -7.07% | 7.58% | 7.81% | 0 | 0 | 1,354 | 1,347 | -0.52% | 9.28% | 10.23% |
| Not Stated | 7 | 0 | -100.00% | 0.10% | 0.00% | 5 | 2 | -60.00% | 0.07% | 0.03% | 2 | 0 | 14 | 2 | -85.71% | 0.10% | 0.02% |
| Total | 7,288 | 6,595 | -9.51% | 100.00% | 100.00% | 7,287 | 6,571 | -9.83% | 100.00% | 100.00% | 19 | 0 | 14,594 | 13,166 | -9.78% | 100.00% | 100.00% |

| FREQUENCY OF VISIT | 2009 Number | 2010 Number | % Chge | 2009 % Share | 2010 % Share | TRAVEL COMPANION | | 2010 Number | 0/ Chara | | |
|---------------------------------|----------------|----------------|---------|------------------------|------------------------|----------------------|-------|-----------------------|----------|---------|---------|
| FREQUENCY OF VISIT | | | | | | TRAVEL COMPANION | | Number | % Share | | |
| First Visit | 3,976 | 3,283 | -17.43% | 43.47% | 40.06% | Spouse | | 2,034 | 28.24% | | |
| Revisit | 4,344 | 3,732 | -14.09% | 47.50% | 45.54% | Children | | 1,274 | 17.69% | | |
| Not Stated | 826 | 1,180 | 42.86% | 9.03% | 14.40% | Parents/Grandparents | | 320 | 4.44% | | |
| | | | | | | Other Family Members | | 415 | 5.76% | | |
| TRAVEL ARRANGEMENT | | | | | | Business Associates | | 1,014 | 14.08% | | |
| | | | | | | Friends | | 2,689 | 37.33% | | |
| Individually arranged | 1,480 | 1,542 | 4.19% | 16.18% | 18.82% | Tour Group | | 298 | 4.14% | | |
| Packaged Tour | 6,067 | 4,598 | -24.21% | 66.34% | 56.11% | Alone | | 597 | 8.29% | | |
| Company/Business trip | 425 | 545 | 28.24% | 4.65% | 6.65% | | | | | | |
| Group Tour | 548 | 493 | -10.04% | 5.99% | 6.02% | # of respondents | | 7,203 | | | |
| Other | 43 | 11 | -74.42% | 0.47% | 0.13% | | | | | | |
| Not Stated | 583 | 1,006 | 72.56% | 6.37% | 12.28% | | | | | | |
| TRAVEL PLANS | 2009 | 2010 | | 2009 | 2010 | TRAVEL | 2009 | 2010 | | 2009 | 2010 |
| | | | % Chge | % Share | % Share | MOTIVATION | | | % Chge | % Share | % Share |
| Pleasure | 6,864 | 5,694 | -17.05% | 80.03% | 79.61% | Internet | 1,475 | 1,247 | -15.46% | 17.41% | 17.58% |
| Business | 93 | 88 | -5.38% | 1.08% | 1.23% | Newspaper | 101 | 34 | -66.34% | 1.19% | 0.48% |
| Golf | 1,074 | 879 | -18.16% | 12.52% | 12.29% | Magazines | 215 | 217 | 0.93% | 2.54% | 3.06% |
| Diving | 1,735 | 1,440 | -17.00% | 20.23% | 20.13% | Travel Agents | 1,757 | 1,343 | -23.56% | 20.74% | 18.93% |
| Attend Conf & Conv | 20 | 12 | -40.00% | 0.23% | 0.17% | Climate | 2,198 | 1,917 | -12.78% | 25.95% | 27.03% |
| Company Trip | 317 | 402 | 26.81% | 3.70% | 5.62% | Price | 1,569 | 1,179 | -24.86% | 18.52% | 16.62% |
| Honeymoon | 102 | 90 | -11.76% | 1.19% | 1.26% | Short flight Time | 1,798 | 1,590 | -11.57% | 21.23% | 22.42% |
| Getting Married | 48 | 55 | 14.58% | 0.56% | 0.77% | General Reading | 45 | 47 | 4.44% | 0.53% | 0.66% |
| Memorial Service | 3 | 4 | 33.33% | 0.03% | 0.06% | Flyer/Poster | 360 | 284 | -21.11% | 4.25% | 4.00% |
| VFR | 153 | 113 | -26.14% | 1.78% | 1.58% | Friends/Relatives | 1,469 | 1,169 | -20.42% | 17.34% | 16.48% |
| Attend Sport Events | 65 | 61 | -6.15% | 0.76% | 0.85% | TV/Radio | 29 | 34 | 17.24% | 0.34% | 0.48% |
| Others | 181 | 95 | -47.51% | 2.11% | 1.33% | Previous Trip | 2,077 | 1,847 | -11.07% | 24.52% | 26.04% |
| | | | | | | Others | 556 | 501 | -9.89% | 6.56% | 7.06% |
| OCCUPATION | 2009 | 2010 | | 2009 | 2010 | | 2009 | 2010 | | 2009 | 2010 |
| | | | % Chge | % Share | % Share | | | | • | % Share | % Share |
| Legislators, and managers | 1,600 | 1,363 | -14.81% | 17.49% | 16.63% | Entry Level | 6 | 8 | 33.33% | 0.07% | 0.10% |
| Professional | 674 | 612 | -9.20% | 7.37% | 7.47% | Armed Forces | 18 | 17 | -5.56% | 0.20% | 0.21% |
| Technicians | 413 | 377 | -8.72% | 4.52% | 4.60% | Homemakers | 391 | 312 | -20.20% | 4.28% | 3.81% |
| Clerk | 3,305 | 2,640 | -20.12% | 36.14% | 32.21% | Students | 562 | 508 | -9.61% | 6.14% | 6.20% |
| Service Workers | 730 | 555 | -23.97% | 7.98% | 6.77% | Retirees | 298 | 259 | -13.09% | 3.26% | 3.16% |
| Skilled Workers | 36 | 29 | -19.44% | 0.39% | 0.35% | Others | 157 | 137 | -12.74% | 1.72% | 1.67% |
| Craft and related trades worker | 7 | 2 | -71.43% | 0.08% | 0.02% | Not Stated | 897 | 1,301 | 45.04% | 9.81% | 15.88% |



KOREA VISITORS PROFILE

| DECEMBER | 2009 | 2010 | | 2009 | 2010 | 2009 | 2010 | | 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 | 43 | 16 | -62.79% | 0.85% | 0.30% | 35 | 22 | -37.14% | 0.69% | 0.43% | 0 | 0 | 78 | 38 | -51.28% | 0.77% | 0.36% |
| Under 13 | 955 | 1,119 | 17.17% | 18.96% | 21.14% | 910 | 1,053 | 15.71% | 17.83% | 20.37% | 1 | 4 | 1,866 | 2,176 | 16.61% | 18.40% | 20.78% |
| 10-17 | 6 | 0 | -100.00% | 0.12% | 0.00% | 5 | 0 | -100.00% | 0.10% | 0.00% | 0 | 0 | 11 | 0 | -100.00% | 0.11% | 0.00% |
| 13-15 | 130 | 215 | 65.38% | 2.58% | 4.06% | 122 | 199 | 63.11% | 2.39% | 3.85% | 0 | 1 | 252 | 415 | 64.68% | 2.48% | 3.96% |
| 16-19 | 88 | 86 | -2.27% | 1.75% | 1.62% | 90 | 72 | -20.00% | 1.76% | 1.39% | 0 | 0 | 178 | 158 | -11.24% | 1.76% | 1.51% |
| 18-19 20-24 | 5 59 | 1 45 | -80.00% -23.73% | 0.10% 1.17% | 0.02% 0.85% | 3 119 | 1 114 | -66.67% -4.20% | 0.06% 2.33% | 0.02% 2.21% | 0 | 0 1 | 8 178 | 2 160 | -75.00% -10.11% | 0.08% 1.76% | 0.02% 1.53% |
| 25-29 | 379 | 349 | -23.73% | 7.53% | 6.59% | 721 | 611 | -15.26% | 14.12% | 11.82% | 0 | 0 | 1,100 | 960 | -12.73% | 10.85% | 9.17% |
| 30-34 | 743 | 773 | 4.04% | 14.75% | 14.60% | 842 | 822 | -2.38% | 16.49% | 15.90% | 0 | 0 | 1,585 | 1,595 | 0.63% | 15.63% | 15.23% |
| 35-39 | 850 | 871 | 2.47% | 16.88% | 16.45% | 829 | 897 | 8.20% | 16.24% | 17.35% | 0 | 0 | 1,679 | 1,768 | 5.30% | 16.55% | 16.88% |
| 40-44 | 625 | 721 | 15.36% | 12.41% | 13.62% | 428 | 472 | 10.28% | 8.38% | 9.13% | 0 | 0 | 1,053 | 1,193 | 13.30% | 10.38% | 11.39% |
| 45-49 | 368 | 350 | -4.89% | 7.31% | 6.61% | 264 | 229 | -13.26% | 5.17% | 4.43% | 0 | 0 | 632 | 579 | -8.39% | 6.23% | 5.53% |
| 50-54 | 278 | 243 | -12.59% | 5.52% | 4.59% | 254 | 199 | -21.65% | 4.98% | 3.85% | 0 | 0 | 532 | 442 | -16.92% | 5.25% | 4.22% |
| 55-59 60 and Over | 192 312 | 205 297 | 6.77% -4.81% | 3.81% 6.20% | 3.87% 5.61% | 193 285 | 189 283 | -2.07% -0.70% | 3.78% 5.58% | 3.66% 5.47% | 0 | 1 | 385 597 | 395 581 | 2.60% -2.68% | 3.80% 5.89% | 3.77% 5.55% |
| Not Stated | 312 | 297 | 0.00% | 0.20% | 0.06% | 265 | 203 | 40.00% | 0.10% | 0.14% | 0 | 0 | | 10 | 25.00% | 0.08% | 0.10% |
| Total | 5,036 | 5,294 | 5.12% | 100.00% | 100.00% | 5,105 | 5,170 | 1.27% | 100.00% | 100.00% | 1 | 8 | 10,142 | 10,472 | 3.25% | 100.00% | 100.00% |
| | | | | | | | | | | | | | | | | | |
| | | 2009 | 2010 | | 2009 | 2010 | | | | | | | | | | | |
| FREQUENCY OF V | VISIT | Number | Number | % Chge | % Share | % Share | TR | AVEL COMPAN | ON | 2010 Number | % Share | | | | | | |
| First Visit | | 3,303 | 3,445 | 4.30% | 69.58% | 70.46% | C =1 | | | 2,323 | 51.41% | | | | | | |
| Revisit | | 1,118 | 3,445 1,045 | -6.53% | 23.55% | 21.37% | | ouse Idren | | 2,323 | 30.43% | | | | | | |
| Not Stated | | 326 | 399 | 22.39% | 6.87% | 8.16% | | ents/Grandparen | ts | 233 | 5.16% | | | | | | |
| | | | | | | | | er Family Membe | | 275 | 6.09% | | | | | | |
| TRAVEL ARRANG | EMENT | | | | | | | siness Associates | | 650 | 14.38% | | | | | | |
| | | 1 550 | 4 4 7 9 | 04 500/ | 00.000/ | 04.050 | | ends | | 568 | 12.57% | | | | | | |
| Individually arrange Packaged Tour | ea | 1,558 2,252 | 1,176 2,512 | -24.52% 11.55% | 32.82% 47.44% | 24.05% 51.38% | Alo | ir Group | | 533 242 | 11.79% 5.36% | | | | | | |
| Company/Business | s trip | 2,252 | 2,512 | -1.57% | 5.35% | 5.11% | Alu | | | 242 | 5.50% | | | | | | |
| Group Tour | | 425 | 716 | 68.47% | 8.95% | 14.65% | # o | f respondents | | 4,519 | | | | | | | |
| Other | | 77 | 53 | -31.17% | 1.62% | 1.08% | | | | | | | | | | | |
| Not Stated | | 181 | 182 | 0.55% | 3.81% | 3.72% | | | | | | | | | | | |
| TRAVEL PLANS | | 2009 | 2010 | | 2009 | 2010 | TR | AVEL | 2009 | 2010 | | 2009 | 2010 | | | | |
| | | | | % Chge | % Share | % Share | MO | TIVATION | | | % Chge | % Share | % Share | | | | |
| Pleasure | | 3,547 | 4,045 | 14.04% | 80.07% | 85.99% | Inte | ernet | 780 | 757 | -2.95% | 17.30% | 16.22% | | | | |
| Business | | 52 | 35 | -32.69% | 1.17% | 0.74% | | wspaper | 42 | 37 | -11.90% | 0.93% | 0.79% | | | | |
| Golf | | 790 | 675 | -14.56% | 17.83% | 14.35% | | gazines | 40 | 60 | 50.00% | 0.89% | 1.29% | | | | |
| Diving Attend Conf & Conv | V | 136 20 | 129 24 | -5.15% 20.00% | 3.07% 0.45% | 2.74% 0.51% | | vel Agents nate | 2,368 329 | 2,530 304 | 6.84% -7.60% | 52.52% 7.30% | 54.22% 6.52% | | | | |
| Company Trip | v | 20 58 | 24 54 | -6.90% | 1.31% | 1.15% | Pric | | 50 | 304 | -40.00% | 1.11% | 0.64% | | | | |
| Honeymoon | | 456 | 352 | -22.81% | 10.29% | 7.48% | | ort flight Time | 275 | 246 | -10.55% | 6.10% | 5.27% | | | | |
| Getting Married | | 4 | 3 | -25.00% | 0.09% | 0.06% | | neral Reading | 111 | 229 | 106.31% | 2.46% | 4.91% | | | | |
| Memorial Service | | 4 | 3 | -25.00% | 0.09% | 0.06% | | er/Poster | 148 | 87 | -41.22% | 3.28% | 1.86% | | | | |
| VFR | | 96 | 101 | 5.21% | 2.17% | 2.15% | | ends/Relatives | 494 | 454 | -8.10% | 10.96% | 9.73% | | | | |
| Attend Sport Events Others | 5 | 59 69 | 46 45 | -22.03% -34.78% | 1.33% 1.56% | 0.98% 0.96% | | Radio vious Trip | 34 403 | 44 392 | 29.41% -2.73% | 0.75% 8.94% | 0.94% 8.40% | | | | |
| Others | | 03 | 40 | -34.70% | 1.30 /8 | 0.9078 | Oth | | 403 298 | 277 | -7.05% | 6.61% | 5.94% | | | | |
| OCCUPATION | | 2009 | 2010 | | 2009 | 2010 | | | 2009 | 2010 | | 2009 | 2010 | | | | |
| | | | | % Chge | % Share | % Share | | | | | % Chge | | % Share | | | | |
| Legislators, and ma | anagers | 178 | 179 | 0.56% | 3.75% | 3.66% | | ry Level | 83 | 12 | -85.54% | 1.75% | 0.25% | | | | |
| | | 1,040 | 1,016 | -2.31% | 21.91% | 20.78% | | ned Forces | 17 | 7 | -58.82% -0.80% | 0.36% 7.90% | 0.14% 7.61% | | | | |
| Professional | | 054 | | | 7 400/ | | | | | | | | | | | | |
| Technicians | | 354 1 284 | 361 1 418 | 1.98% | 7.46% 27.05% | 7.38% 29.00% | | nemakers dents | 375 217 | 372 294 | | | | | | | |
| Technicians Clerk | | 1,284 | 1,418 | 10.44% | 27.05% | 29.00% | Stu | dents | 217 | 294 | 35.48% | 4.57% | 6.01% | | | | |
| Technicians | | | | | | | Stu | dents irees | | | | | | | | | |



| org org <th>DECEMBER</th> <th>2009</th> <th>2010</th> <th></th> <th>2009</th> <th>2010</th> <th>2009</th> <th>2010</th> <th></th> <th>2009</th> <th>2010</th> <th>2009</th> <th>2010</th> <th>2009</th> <th>2010</th> <th></th> <th>2009</th> <th>2010</th> | DECEMBER | 2009 | 2010 | | 2009 | 2010 | 2009 | 2010 | | 2009 | 2010 | 2009 | 2010 | 2009 | 2010 | | 2009 | 2010 |
|--|-----------------------------|---------|--------|---------|---------|---------|---------|------|--------------------|---------|---------|----------|---------|---------|-------|----------|---------|---------|
| nds 1 17 28 70.55% 6.50% 1.50% 0.21% 2.40% 1.50% 0.07% 0 1 30 6.5 83.23% 2.31% 1.50% 117 0 0 -0.00% 0.00% 0.00% 0 0 0 0 0.00% 0 0 0 0 0 0 0 0.00% 0 0 0 0 0 0.00% 0.00% 0< | AGE/SEX | | | % Chge | % Share | % Share | | | % Chge | % Share | % Share | | | | | % Chge | % Share | % Share |
| 1.17 0 0 0.00%< | Under 10 | 0 | | | 0.00% | 0.00% | 0 | 0 | | 0.00% | 0.00% | 2 | 0 | | | -100.00% | 0.15% | 0.00% |
| b15 3 1 4-86 F% 0.444 0.028 5 1 4-90.00% 0.05% 0.05% 0.06 8 2 7.50% 0.28% 0.028% 0.07% <th< td=""><td>Under 13</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td><td></td><td></td><td></td><td></td><td></td></th<> | Under 13 | | | | | | | | | | | | 1 | | | | | |
| 1-19 3 4 3.3.37k 0.4.4k 0.23.37k 0.27k 0.27k 0.07k 0.7k | 10-17 | - | | | | | | | | | | - | - | | | | | |
| 1-10 0 0 0.00% 0.00% 0.00% 1 0 1 0 0.00% 0 | 16-19 | - | - | | | | | - | | | | - | - | | | | | |
| S-30 79 642 693.37% 1.0.5% 34.4% 81 698 750.0% 15.4% 38.2% 4 0 164 1.137 710 12.0% 83.3% 103 233 711 200.6% 17.3% 710 711 12.0% 11.3% 710 <th< td=""><td>18-19</td><td>-</td><td>-</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>-</td><td></td><td></td><td></td><td></td><td></td></th<> | 18-19 | - | - | | | | | | | | | | - | | | | | |
| b36 B2 B37 D35.57 12.0% 16.71 76 B36 75 D37.00% 20.0% 11.44 41.48% 20.0% 13 10 171 718 018.88% 13.16% 18.26% 101 144 41.1% 110% 120% 7.6% 1111 21.0% 15.4% 15.4% 15.4% 177 0 200 222 21.5% 15.2% 7.6% 2.5% 17.1 7.1% 0 200 222 21.5% 15.2% 7.6% 3.5% 1.0% 1.5% 1.5% 5.6% 1.7% 1.5% 5.6% 1.7% 1.5% 5.6% 1.7% 1.5% 2.5% 1.0% 1.7% 0 200 2.5% 7.6% 3.5% 0 8.2 8.5% 6.3% 3.5% 6.3% 2.5% 7.2% 3.5% 0.0% 0 0 0 0.00% 0.0% | 20-24 | | | | | | | | | | | | - | | | | | |
| 1-39 158 238 75.00% 11 11.21% | 25-29 | | | | | | | | | | | | - | | | | | |
| b44 102 144 41.168 15.26% 7.95% 81 111 37.04% 15.28% 17 0 200 225 2.20% 15.28% 7.05% 1.49 15 15 16 66.57% 6.28% 32 12.27% 7.05% 5.49% 5 0 126 228 228 12.00% 15.28% 7.05% 6.43% 6.28% 6.28% 1.28% 6.43% 6.28% 6.28% 6.28% 1.28% 6.29% 5.00% 5.5 5 0 1.4 4.20% 7.8% 6.3% 7.8% 7. | 30-34 35-39 | | | | | | | | | | | | - | | | | | |
| 5-54 57 68 66.7% 8.89% 6.29% 37 68 7.7.6% 8.00 112 158 54.47% 7.85% 4.27% 1 and Over 34 0.00% 5.01% 1.86% 18 57 13.25% 3.30% 8 0 122 158 5.447% 2.78% 4.27% 1 and Over 0.100 5.01% 1.86% 18 0 0 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 10.00% 10.00% 10.00% 10.00% 10.00% 10.00% 10.00% 10.00% 10.00% 10.00% 10.00% 10.00% 10.00% 10.00% 0.00% 90 4 1.50 3.81 1.82% 1.82% 1.92% 1.80% 1.80% 2.81% 1.80% | 40-44 | | | | | | | | | | | | - | | | | | |
| 5-59 and Over 05 stand 42 0 50 0 10,90% 0 6.10% 0 9.20% 0 6.10% 0 9.20% 0 6.10% 0 9.20% 0 8.10% 0 9.20% 0 5.10 8.2 < | 45-49 | 113 | | 6.19% | 16.64% | 6.63% | | | | 14.29% | | | - | | 222 | 8.29% | 15.77% | |
| 3 and Quev 3 4 4 00,0% 5 0,0% 5 0,0% 5 5 71 28,0% 5.0% 5.0% 5.0% 5.0% 71 28,0% 5.0% 5.0% 71 28,0% 5.0% 5.0% 71 28,0% 5.0% 0.0% 0.0%% | 50-54 | | | | | | | | | | | | | | | | | |
| 0 1 | 55-59 | | | | | | | | | | | | - | | | | | |
| Stal 673 1,81 166.72% 100.00% 100.00% 243.24% 100.00% 100.00% 96 4 1.300 3.617 178.23% 100.00% 100.00% Number Number % Chige % Share 2000 2010 Number % Chige 2000 2010 TRAVEL COMPANION Number % Chige % Share 2000 2010 1.447% 0.00% 1.447% 10 stadu 75 77 22.73% 4.59% 22.05% Spouse 1.078 52.51% 1.47% 1.447% 10 stadu 75 77 507 75.57% 5.52% 22.05% Chiferen amplanembar of the methore in t | Not Stated | | | | | | | | | | | | - | | | | | |
| Number Number< | Total | | 1,811 | 166.72% | | | | | 243.24% | | | 96 | 4 | 1,300 | 3,617 | | | |
| Number Number< | | | | | | | | | | | | | | | | | | |
| REQUENCY OF VISIT TRAVEL COMPANION Number % Share rist Visit 1,128 1,127 74.82% 89.95% 74.56% Spouse 297 14.47% visit 0.53 74.60% Caluary Spouse 297 14.47% us Stand 71 600 74.50% Caluary Control Caluary 100 97% RAVEL ARRANGEMENT 500 74.50% Caluary 74.97% Control Caluary 105 6.65% rouge Tour 1.062 1.298 2.22.8% 40.7% Alone 65 4.14% orouge Tour 1.062 1.298 2.22.8% 40.7% Alone 65 4.14% ot Stated 537 64.37% 14.10% # of respondents 2.053 2.010 State 2.009 2010 State rouge Tour 1.151 1.86 61.89% 9.65% 10.47% Mompany Buildingen 16 351 443.4% 5.35% 17.12% State | 1 | | | | 0/ Ohme | | | | | | 0010 | | | | | | | |
| evisit 55 73 92.78% 4.38% 2.76% Ohldren 41 2.00% AVEL ARRANGEMENT 22.68% Outper Family Grandparents 20 0.37% dividually arranged 27 113 318.52% 2.15% 4.27% Tour Group 42 6.28% dividually arranged 1.73 63.73% 4.33% 9.7% Friends 1.28 6.28% dividually arranged 1.73 63.73% 4.33% 9.7% 4.14% 2.053 the 3 3 37.3% 4.37% 1.41% # of respondents 2.053 2.053 standed 63 97 96.76% 8.43% 9.7% 8.53 9.50% 9.50% stand 63 95 96.76% 8.43% 9.57% 8.50 2.05% 9.50% 8.51% stanes 1.151 1.616 6.16% 96.5% 80.47% Internet 64 351 4.43.4% 5.3%% 7.03% 7.03% < | FREQUENCY OF | VISIT | Number | Number | % Unge | % Share | % Snare | ті | RAVEL COMPAN | ION | | % Share | | | | | | |
| at Stated 71 600 745.07% 5.66% 22.68% Parents/Grandparents 20 0.97% ATVEL LARRANGEMENT 5 5.17% 1.078 52.51% Friends 129 6.28% dividually arranged 27 113 318.52% 2.15% 4.27% Tour Group 442 21.53% atcaged Tour 1,62 1.28 82.63% 3.43% 9.79% 41.06% #67 respondents 2.063 ther 18 5 3.750% 0.44% 0.19% 41.06% #67 respondents 2.063 5.02% 5.22% tottated 63 57 7.50% 0.64% 0.19% 5.05% 5.01% %.50% %.50% outstated 1.51 1.861 6.169% 96.65% 89.47% Internet 64 51 445.44% 5.38% 7.12% easure 1.151 1.861 6.169% 96.65% 89.47% Internet 64 55 81.67% 0.32% 1.02% off 3 16 43.33% 0.26% 0.7 | First Visit | | | | | | | Sp | oouse | | | | | | | | | |
| Other Family Members 35 1.70% MaxPeL ARRANGEMENT Disines Associates 1.70% 52.71% 52.75% dividually arranged 27 113 318.52% 2.15% 4.27% Tour Group 442 21.39% 62.83% ackaged Tour 1.062 1.238 2.22% 84.49.07% 4.40ne 85 4.14% ompanylikuines 5.37 50.317% 4.07% 14.10% # of respondents 2.053 5.37 50.75% 50.23% 2.50% 50.31% 5.37 6.57% 6.54% 6.01% 5.01% 7.72% 5.38% 7.72% RAVEL PLANS 2009 2010 TRAVEL 2009 2010 7.05% 5.36% 7.72% salares 31 14 5.484.4% 2.60% 0.67% Mort Mappins 92 1.37 6.36% 6.56% 8.67% Mort Mappins 92 1.375 44.33% 7.26% 5.36% 7.72% reasaun 1.151 1.86< | Revisit | | | | | | | | | | | | | | | | | |
| Busines Associates indices | Not Stated | | /1 | 600 | /45.0/% | 5.66% | 22.68% | | | | | | | | | | | |
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| xilled Workers 1 1 0.00% 0.08% 0.04% Others 42 145 245.24% 3.35% 5.48% | Service Workers | | | | | 1.52% | 6.50% | Re | etirees | 14 | | 135.71% | 1.12% | 1.25% | | | | |
| | Skilled Workers | | 1 | 1 | 0.00% | 0.08% | 0.04% | Of | thers | 42 | 145 | 245.24% | 3.35% | 5.48% | | | | |

| Craft and related trades worker | 3 | 2 | -33.33% | 0.24% | 0.08% | Not Stated | 60 | 635 | 958.33% | 4.78% | 24.01% |
|---------------------------------|---|---|---------|-------|-------|------------|----|-----|---------|-------|--------|
| Operators and Assemblers | 0 | 2 | | 0.00% | 0.08% | | | | | | |