



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

Fiscal Year 2010 - 2011

	2010	2011	% Change
TOTAL TO DATE:	147,196	152,932	3.90%
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%
<u>February</u>	<u>37,850</u>	<u>33,659</u>	<u>-11.07%</u>
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	152,932	-----

Calendar Year 2010 - 2011

	2010	2011	% Change
TOTAL TO DATE:	73,566	68,397	-7.03%
January	35,716	34,738	-2.74%
<u>February</u>	<u>37,850</u>	<u>33,659</u>	<u>-11.07%</u>
March	36,220		
April	26,255		
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	68,397	-----

^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	72,082	70,101	-3%	43,175	52,412	21%	17,241	17,078	-1%
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	<u>19,271</u>	<u>17,450</u>	<u>-9%</u>	<u>9,603</u>	<u>10,133</u>	<u>6%</u>	<u>6,286</u>	<u>3,962</u>	<u>-37%</u>
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		
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	7,321	6,230	-15%	3,838	3,549	-8%	486	230	-53%
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	<u>1,231</u>	<u>987</u>	<u>-20%</u>	<u>997</u>	<u>538</u>	<u>-46%</u>	<u>45</u>	<u>44</u>	<u>-2%</u>
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		
Fiscal Year	~ RUSSIA ~			~ TAIWAN ~			~ OTHER AREAS ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	1,820	2,189	20%	74	103	39%	1,159	1,040	-10%
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	<u>181</u>	<u>376</u>	<u>108%</u>	<u>10</u>	<u>23</u>	<u>130%</u>	<u>226</u>	<u>146</u>	<u>-35%</u>
March	496			7			296		
April	260			10			1,181		
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 - FEBRUARY 2011			
ARRIVALS BY MODE OF TRANSPORTATION	Feb-10	Feb-11	% CHANGE
Air Arrivals	37,073	32,875	-11%
Sea Arrivals	320	492	54%
TOTAL ARRIVALS	37,393	33,367	-11%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	19,040	16,835	-12%
Kanto (Tokyo)	10,974	9,602	-13%
Kinki (Osaka)	2,218	3,296	49%
Tokai (Nagoya)	3,417	1,849	-46%
Tohoku (Sendai)	1,124	985	-12%
Kyushu (Fukuoka)	185	205	11%
Hokkaido (Sapporo)	259	173	-33%
Chugoku (Hiroshima)	252	297	18%
Shikoku	143	110	-23%
Okinawa	29	8	-72%
Others	12	5	-58%
Not Specified	427	305	-29%
KOREA	9,575	10,122	6%
Seoul	5,407	5,536	2%
Pusan	794	993	25%
Taegu	319	314	-2%
Inchon	46	44	-4%
Others	2,680	2,963	11%
Not Specified	329	272	-17%
CHINA/HONG KONG	6,285	3,962	-37%
GUAM	1,080	852	-21%
UNITED STATES	652	520	-20%
PHILIPPINES	44	41	-7%
RUSSIA	181	376	108%
TAIWAN	10	23	130%
OTHER	206	144	-30%
ARRIVALS BY MONTH			
	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	144,703	150,775	4%
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		
April	25,862		
May	26,320		
June	27,959		
July	34,432		
August	37,302		
September	29,486		
YEAR TOTAL	361,534	150,775	-----

Source: CNMI Customs Declaration Form

† Revised

[Sea Arrivals : Feb-11](#)

Military Shp: n/a

Cruise Ship: MS Asuka II - 492 pax

VISITOR ARRIVALS TO ROTA - FEBRUARY 2011			
	<u>Feb-10</u>	<u>Feb-11</u>	% CHANGE
TOTAL ARRIVALS	457	292	-36%
ARRIVALS FROM GUAM	457	292	-36%
JAPAN	231	123	-47%
KOREA	28	11	-61%
CHINA/HONG KONG	1	0	-----
GUAM	151	135	-11%
UNITED STATES	25	18	-28%
PHILIPPINES	1	3	-----
RUSSIA	0	0	-----
TAIWAN	0	0	-----
OTHER	20	2	-90%
INTERISLAND ARRIVALS	0	0	-----
JAPAN			-----
KOREA			-----
CHINA/HONG KONG			-----
UNITED STATES (INCLUDING GUAM)			-----
PHILIPPINES			-----
OTHER			-----
	<i>Not Available</i>	<i>Not Available</i>	
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	3,189	2,157	-32%
October	852	299	-65%
November	881	489	-44%
December	601	668	11%
January	398	409	3%
February	457	292	-36%
March	750		
April	393		
May	695 ^r		
June	413		
July	732		
August	745		
September	431		
YEAR TOTAL	7,348	2,157	-----

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 - FEBRUARY 2011			
	<u>Feb-10</u>	<u>Feb-11</u>	<u>% CHANGE</u>
TOTAL ARRIVALS	4,804	2,115	-56%
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:	4,731 r	2,111	-55%
JAPAN	238 r	359	51%
KOREA	248	184	-26%
CHINA/HONG KONG	3,966	1,407	-65%
GUAM	32	11	-66%
UNITED STATES	13	11	-15%
PHILIPPINES	0	0	-----
TAIWAN	0	0	-----
SAIPAN	217 r	135	-38%
OTHER	17 r	4	-76%
DAY VISITORS:	73 r	4	-95%
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	17,327	9,197	-47%
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%
<u>February</u>	<u>4,804 r</u>	<u>2,115</u>	<u>-56%</u>
March	3,120		
April	3,127		
May	2,765		
June	1,949		
July	3,158		
August	2,465		
September	1,738		
YEAR TOTAL	35,649	9,197	-----

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)

FEBRUARY	TOTAL				JAPAN				KOREA				CHINA/HONG KONG *				GUAM				OTHERS			
	Feb-10	Feb-11	% SHARE	% CHGE	Feb-10	Feb-11	% SHARE	% CHGE	Feb-10	Feb-11	% SHARE	% CHGE	Feb-10	Feb-11	% SHARE	% CHGE	Feb-10	Feb-11	% SHARE	% CHGE	Feb-10	Feb-11	% SHARE	% CHGE
MODE OF ARRIVAL	37,393	32,875	100.00%	-12.08%	19,040	16,835	100.00%	-11.58%	9,575	10,122	100.00%	5.71%	6,285	3,962	100.00%	-36.96%	1,080	852	100.00%	-21.11%	1,413	1,104	100.00%	-21.87%
Air	37,073	32,875	100.00%	-11.32%	19,040	16,835	100.00%	-11.58%	9,575	10,122	100.00%	5.71%	6,285	3,962	100.00%	-36.96%	1,080	852	100.00%	-21.11%	1,093	1,104	100.00%	1.01%
Sea	320	0	0.00%	-100.00%	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	320	0	0.00%	-100.00%
GENDER	37,073	32,875	100.00%	-11.32%	19,040	16,835	100.00%	-11.58%	9,575	10,122	100.00%	5.71%	6,285	3,962	100.00%	-36.96%	1,080	852	100.00%	-21.11%	1,093	1,104	100.00%	1.01%
Male	18,984	16,961	51.59%	-10.66%	10,071	9,030	53.64%	-10.34%	4,619	4,854	47.95%	5.09%	2,926	1,922	48.51%	-34.31%	704	533	62.56%	-24.29%	664	622	56.34%	-6.33%
Female	18,077	15,904	48.38%	-12.02%	8,962	7,805	46.36%	-12.91%	4,951	5,262	51.99%	6.28%	3,359	2,036	51.39%	-39.39%	376	319	37.44%	-15.16%	429	482	43.66%	12.35%
Not Stated	12	10	0.03%	-16.67%	7	0	0.00%	-100.00%	5	6	0.06%	20.00%	0	4	0.10%	----	0	0	0.00%	----	0	0	0.00%	----
AGE GROUP (YEARS)	37,073	32,875	100.00%	-11.32%	19,040	16,835	100.00%	-11.58%	9,575	10,122	100.00%	5.71%	6,285	3,962	100.00%	-36.96%	1,080	852	100.00%	-21.11%	1,093	1,104	100.00%	1.01%
Under 10	118	16	0.05%	-86.44%	3	0	0.00%	-100.00%	112	8	0.08%	-92.86%	3	3	0.08%	0.00%	0	4	0.47%	----	0	1	0.09%	----
Under 13	3,730	3,483	10.59%	-6.62%	936	754	4.48%	-19.44%	1,981	2,158	21.32%	8.93%	689	403	10.17%	-41.51%	51	53	6.22%	3.92%	73	115	10.42%	57.53%
10-17	14	5	0.02%	-64.29%	0	0	0.00%	----	13	2	0.02%	-84.62%	1	1	0.03%	0.00%	0	1	0.12%	----	0	1	0.09%	----
13-15	602	431	1.31%	-28.41%	77	60	0.36%	-22.08%	275	289	2.86%	5.09%	224	69	1.74%	-69.20%	15	7	0.82%	-53.33%	11	6	0.54%	-45.45%
16-19	926	933	2.84%	0.76%	498	629	3.74%	26.31%	161	194	1.92%	20.50%	214	73	1.84%	-65.89%	29	25	2.93%	-13.79%	24	12	1.09%	-50.00%
18-19	8	4	0.01%	-50.00%	1	0	0.00%	-100.00%	6	0	0.00%	-100.00%	1	1	0.03%	0.00%	0	3	0.35%	----	0	0	0.00%	----
20-24	5,324	4,993	15.19%	-6.22%	4,744	4,552	27.04%	-4.05%	1,73	162	1.60%	-6.36%	293	197	4.97%	-32.76%	58	39	4.58%	-32.76%	56	43	3.89%	-23.21%
25-29	3,534	3,059	9.30%	-13.44%	2,240	1,816	10.79%	-18.93%	553	595	5.88%	7.59%	583	528	13.33%	-9.43%	68	42	4.93%	-38.24%	90	78	7.07%	-13.33%
30-34	3,880	3,503	10.66%	-9.72%	1,896	1,414	8.40%	-25.42%	1,182	1,360	13.44%	15.06%	626	543	13.71%	-13.26%	77	66	7.75%	-14.29%	99	120	10.87%	21.21%
35-39	4,317	3,550	10.80%	-17.77%	1,665	1,305	7.75%	-21.62%	1,511	1,467	14.49%	-2.91%	921	582	14.69%	-36.81%	122	80	9.39%	-34.43%	98	116	10.51%	18.37%
40-44	3,676	3,126	9.51%	-14.96%	1,290	1,100	6.53%	-14.73%	1,217	1,276	12.61%	4.85%	919	540	13.63%	-41.24%	133	104	12.21%	-21.80%	117	106	9.60%	-9.40%
45-49	2,828	2,193	6.67%	-22.45%	1,072	877	5.21%	-18.19%	684	671	6.63%	-1.90%	778	423	10.68%	-45.63%	167	114	13.38%	-31.74%	127	108	9.78%	-14.96%
50-54	2,103	1,992	6.06%	-5.28%	930	903	5.36%	-2.90%	548	588	5.81%	7.30%	389	269	6.79%	-30.85%	127	107	12.56%	-15.75%	109	125	11.32%	14.68%
55-59	1,976	1,615	4.91%	-18.27%	1,079	832	4.94%	-22.89%	424	481	4.75%	13.44%	260	122	3.08%	-53.08%	104	84	9.86%	-19.23%	109	96	8.70%	-11.93%
60 & Over	4,027	3,962	12.05%	-1.61%	2,604	2,592	15.40%	-0.46%	732	867	8.57%	18.44%	382	204	5.15%	-46.60%	129	123	14.44%	-4.65%	180	176	15.94%	-2.22%
Not Stated	10	10	0.03%	0.00%	5	1	0.01%	-80.00%	3	4	0.04%	33.33%	2	4	0.10%	100.00%	0	0	0.00%	----	0	1	0.09%	----
PURPOSE OF VISIT	27,274	21,561	100.00%	-20.95%	15,426	13,972	100.00%	-9.43%	4,132	4,307	100.00%	4.24%	6,017	1,843	100.00%	-69.37%	871	686	100.00%	-21.24%	828	753	100.00%	-9.06%
Pleasure	26,142	20,620	95.64%	-21.12%	15,317	13,821	98.92%	-9.77%	4,045	4,265	99.02%	5.44%	5,998	1,804	97.88%	-69.92%	337	277	40.38%	-17.80%	445	453	60.16%	1.80%
Business	939	740	3.43%	-21.19%	69	90	0.64%	30.43%	75	30	0.70%	-60.00%	15	29	1.57%	93.33%	451	333	48.54%	-26.16%	329	258	34.26%	-21.58%
Other	193	201	0.93%	4.15%	40	61	0.44%	52.50%	12	12	0.28%	0.00%	4	10	0.54%	150.00%	83	76	11.08%	-8.43%	54	42	5.58%	-22.22%
FREQUENCY OF VISIT	27,274	21,561	100.00%	-20.95%	15,426	13,972	100.00%	-9.43%	4,132	4,307	100.00%	4.24%	6,017	1,843	100.00%	-69.37%	871	686	100.00%	-21.24%	828	753	100.00%	-9.06%
First Visit	16,711	12,498	57.97%	-25.21%	8,127	7,566	54.15%	-6.90%	2,772	2,928	67.98%	5.63%	5,404	1,629	88.39%	-69.86%	59	51	7.43%	-13.56%	349	324	43.03%	-7.16%
Revisit	7,755	7,027	32.59%	-9.39%	5,685	5,093	36.45%	-10.41%	1,037	1,051	24.40%	1.35%	82	94	5.10%	14.63%	609	478	69.68%	-21.51%	342	311	41.30%	-9.06%
Not Stated	2,808	2,036	9.44%	-27.49%	1,614	1,313	9.40%	-18.65%	323	328	7.62%	1.55%	531	120	6.51%	-77.40%	203	157	22.89%	-22.66%	137	118	15.67%	-13.87%
TRAVEL ARRANGEMENT	27,274	21,561	100.00%	-20.95%	15,426	13,972	100.00%	-9.43%	4,132	4,307	100.00%	4.24%	6,017	1,843	100.00%	-69.37%	871	686	100.00%	-21.24%	828	753	100.00%	-9.06%
Individual Arranged	3,762	3,581	16.61%	-4.81%	1,682	1,553	11.12%	-7.67%	1,151	1,148	26.65%	-0.26%	95	149	8.08%	56.84%	440	357	52.04%	-18.86%	394	374	49.67%	-5.08%
Packaged Tour	16,252	10,935	50.72%	-32.72%	9,073	7,354	52.63%	-18.95%	2,124	2,138	49.64%	0.66%	4,962	1,335	72.44%	-73.10%	12	18	2.62%	50.00%	81	90	11.95%	11.11%
Business Trip	1,824	1,588	7.37%	-12.94%	1,229	1,117	7.99%	-9.11%	210	152	3.53%	-27.62%	24	44	2.39%	83.33%	198	147	21.43%	-25.76%	163	128	17.00%	-21.47%
Group Tour	3,529	3,542	16.43%	0.37%	2,448	2,698	19.31%	10.21%	462	627	14.56%	35.71%	567	196	10.63%	-65.43%	19	7	1.02%	-63.16%	33	14	1.86%	-57.58%
Other	150	118	0.55%	-21.33%	46	35	0.25%	-23.91%	40	37	0.86%	-7.50%	4	5	0.27%	25.00%	29	18	2.62%	-37.93%	31	23	3.05%	-25.81%
Not Stated	1,757	1,797	8.33%	2.28%	948	1,215	8.70%	28.16%	145	205	4.76%	41.38%	365	114	6.19%	-68.77%	173	139	20.26%	-19.65%	126	124	16.47%	-1.59%
TRAVEL COMPANION	21,689	19,160	100.00%	-11.66%	11,188	12,385	100.00%	10.70%	3,645	4,044	100.00%	10.95%	5,617	1,688	100.00%	-69.95%	600	479	100.00%	-20.17%	639	564	100.00%	-11.74%
Spouse	4,265	4,335	22.63%	1.64%	1,702	1,436	11.59%	-15.63%	1,891	2,292	56.68%	21.21%	514	451	26.72%	-12.26%	53	45	9.39%	-15.09%	105	111	19.68%	5.71%
Children	2,580	2,493	13.01%	-3.37%	843	681	5.50%	-19.22%	1,328	1,456	36.00%	9.64%	314	236	13.98%	-24.84%	40	34	7.10%	-15.00%	55	86	15.25%	56.36%
Parents/Grandparents	819	676	3.53%	-17.46%	319	257	2.08%	-19.44%	273	302	7.47%	10.62%	214	88	5.21%	-58.88%	8	10	2.09%	100.00%	8	19	3.37%	137.50%
Other Family Members/relatives	975	866	4.52%	-11.18%	480	373	3.01%	-22.29%	337	366	9.05%	8.61%	77	66	3									

Visitors Profile by Country (Saipan only)

FEBRUARY	TOTAL				JAPAN				KOREA				CHINA/HK *				GUAM				OTHERS			
	Feb-10	Feb-11	% SHARE	% CHGE	Feb-10	Feb-11	% SHARE	% CHGE	Feb-10	Feb-11	% SHARE	% CHGE	Feb-10	Feb-11	% SHARE	% CHGE	Feb-10	Feb-11	% SHARE	% CHGE	Feb-10	Feb-11	% SHARE	% CHGE
TRAVEL PLANS	25,570	19,961	75.71%	-21.94%	14,539	12,858	88.49%	-11.56%	3,977	4,108	103.27%	3.29%	5,637	1,777	31.54%	-68.48%	707	573	80.90%	-18.95%	710	645	90.84%	-9.15%
Pleasure	20,238	15,112	75.71%	-25.33%	10,625	9,321	72.49%	-12.27%	3,463	3,616	88.02%	4.42%	5,579	1,644	92.52%	-70.53%	207	171	29.84%	-17.39%	364	360	55.81%	-1.10%
Business	810	677	3.39%	-16.42%	92	131	1.02%	42.39%	48	20	0.49%	-58.33%	29	24	1.35%	-17.24%	356	284	49.56%	-20.22%	285	218	33.80%	-23.51%
Golf	3,995	3,214	16.10%	-10.60%	2,771	2,428	18.88%	-12.38%	723	720	17.53%	-0.41%	34	22	1.24%	-35.29%	30	19	3.32%	-36.67%	37	25	3.88%	-32.43%
Dive	2,885	2,324	11.64%	-19.45%	2,652	2,108	16.39%	-20.51%	137	112	2.73%	-21.25%	37	64	3.60%	72.97%	6	8	1.40%	33.33%	53	32	4.96%	-39.62%
Convention	39	29	0.15%	-25.64%	10	9	0.07%	-10.00%	13	6	0.15%	-53.85%	1	2	0.11%	100.00%	7	3	0.52%	-57.14%	8	9	1.40%	12.50%
Company Trip	1,035	1,007	5.04%	-2.71%	970	909	7.07%	-6.29%	37	35	0.85%	-5.41%	1	45	2.53%	4400.00%	17	6	1.05%	-64.71%	10	12	1.86%	20.00%
Honeymoon	282	339	1.70%	20.21%	133	87	0.68%	-34.59%	110	181	4.41%	64.55%	36	70	3.94%	94.44%	1	0	0.00%	-100.00%	2	1	0.16%	-50.00%
Get Married	121	100	0.50%	-17.36%	114	95	0.74%	-16.67%	1	0	0.00%	-100.00%	1	3	0.17%	200.00%	1	1	0.17%	0.00%	4	1	0.16%	-75.00%
Memorial Service	62	170	0.85%	174.19%	34	140	1.09%	311.76%	1	2	0.05%	100.00%	1	1	0.06%	0.00%	16	22	3.84%	37.50%	10	5	0.78%	-50.00%
Visit Friends	484	411	2.06%	-15.08%	158	135	1.05%	-14.56%	55	53	1.29%	-3.64%	14	12	0.68%	-14.29%	133	110	19.20%	-17.29%	124	101	15.66%	-18.55%
Sports	219	312	1.56%	42.47%	153	257	2.00%	67.97%	20	11	0.27%	-45.00%	5	5	0.28%	0.00%	28	31	5.41%	10.71%	13	8	1.24%	-38.46%
Other	433	451	2.26%	4.16%	296	346	2.69%	16.89%	24	23	0.56%	-4.17%	15	16	0.90%	6.67%	51	30	5.24%	-41.18%	47	36	5.58%	-23.40%
Not Stated	1,704	1,600	8.02%	-6.10%	887	1,114	8.66%	25.59%	155	199	4.84%	28.39%	380	66	3.71%	-82.63%	164	113	19.72%	-31.10%	118	108	16.74%	-8.47%
TRAVEL MOTIVATION	25,075	19,575	77.99%	-21.93%	14,241	12,608	88.49%	-11.47%	3,863	4,100	106.16%	6.14%	5,631	1,712	31.54%	-69.60%	652	532	81.74%	-18.40%	688	623	90.42%	-9.45%
Newspaper	214	141	0.72%	-34.11%	100	82	0.65%	-18.00%	68	25	0.61%	-63.24%	42	31	1.81%	-26.19%	1	0	0.00%	-100.00%	3	3	0.48%	0.00%
Magazine	1,089	703	3.59%	-35.45%	395	370	2.93%	-6.33%	43	49	1.20%	13.95%	644	277	16.16%	-56.99%	1	2	0.38%	100.00%	6	5	0.80%	-16.67%
Travel Agent	10,064	6,743	34.45%	-33.00%	3,620	3,502	27.78%	-3.26%	1,881	2,217	54.07%	17.86%	4,471	930	54.32%	-79.20%	27	20	3.76%	-25.93%	65	74	11.88%	13.85%
Climate	3,702	3,236	16.53%	-12.59%	3,178	2,773	21.99%	-12.74%	344	316	7.71%	-8.14%	125	91	5.32%	-27.20%	4	4	0.75%	0.00%	51	52	8.95%	1.96%
Price	2,207	1,792	9.15%	-18.80%	2,155	1,734	13.75%	-19.54%	26	19	0.46%	-26.92%	8	14	0.82%	75.00%	9	16	3.01%	77.78%	9	9	1.44%	0.00%
Short	2,489	2,087	10.66%	-16.15%	2,180	1,752	13.90%	-19.63%	249	287	7.00%	15.26%	12	16	0.93%	33.33%	22	19	3.57%	-13.64%	26	13	2.09%	-50.00%
Reading	273	270	1.38%	-1.10%	53	58	0.46%	9.43%	199	195	4.76%	-2.01%	4	9	0.53%	125.00%	1	1	0.19%	0.00%	16	7	1.12%	-56.25%
Flyer	965	844	4.31%	-12.54%	821	704	5.58%	-14.25%	117	108	2.63%	-7.69%	3	5	0.29%	66.67%	3	1	0.19%	-66.67%	21	26	4.17%	23.81%
Friends / Relatives	4,186	3,943	20.14%	-5.81%	3,164	2,986	23.68%	-5.63%	428	448	10.93%	4.67%	182	139	8.12%	-23.63%	227	182	34.21%	-19.82%	185	188	30.18%	1.62%
TV / Radio	128	174	0.89%	35.94%	74	97	0.77%	31.08%	34	43	1.05%	26.47%	15	28	1.64%	86.67%	0	4	0.75%	-----	5	2	0.32%	-60.00%
Prior Trip	3,005	2,706	13.82%	-9.95%	2,436	2,138	16.96%	-12.23%	377	396	9.66%	5.04%	24	17	0.99%	-29.17%	90	82	15.41%	-8.89%	78	73	11.72%	-6.41%
Other	2,031	1,817	9.28%	-10.54%	1,132	1,022	8.11%	-9.72%	217	164	4.00%	-24.42%	44	132	7.71%	200.00%	336	262	49.25%	-22.02%	302	237	38.04%	-21.52%
Web	2,938	2,692	13.75%	-8.37%	1,938	1,683	13.35%	-13.16%	693	673	16.41%	-2.89%	236	261	15.25%	10.59%	17	22	4.14%	29.41%	54	53	8.51%	-1.85%
Not Stated	2,199	1,986	10.15%	-9.69%	1,185	1,364	10.82%	15.11%	269	207	5.05%	-23.05%	386	131	7.65%	-66.06%	219	154	28.95%	-29.68%	140	130	20.87%	-7.14%
OCCUPATION	27,274	21,561	100.00%	-20.95%	15,426	13,972	100.00%	-9.43%	4,132	4,307	100.00%	4.24%	6,017	1,843	100.00%	-69.37%	871	686	100.00%	-21.24%	828	753	100.00%	-9.06%
Leg & Manager	2,368	2,023	9.38%	-14.57%	1,888	1,572	11.25%	-16.74%	218	198	4.60%	-9.17%	108	94	5.10%	-12.96%	108	91	13.27%	-15.74%	46	68	9.03%	47.83%
Professional	5,858	2,786	12.92%	-52.44%	837	744	5.32%	-11.11%	1,056	987	22.92%	-6.53%	3,529	681	36.95%	-80.70%	165	144	20.99%	-12.73%	271	230	30.54%	-15.13%
Technicians	944	858	3.96%	-9.11%	493	391	2.80%	-20.69%	246	270	6.27%	9.76%	103	128	6.95%	24.27%	68	47	6.85%	-30.88%	34	22	2.92%	-35.29%
Clerk	6,648	5,052	23.43%	-24.01%	4,345	3,356	24.02%	-22.76%	1,051	1,172	27.21%	11.51%	1,203	489	26.53%	-59.35%	29	15	2.19%	-48.28%	20	20	2.66%	0.00%
Service	1,896	1,638	7.60%	-13.61%	1,310	1,079	7.72%	-17.63%	501	493	11.45%	-1.60%	34	32	1.74%	-5.88%	35	16	2.33%	-54.29%	16	18	2.39%	12.50%
Skilled	121	133	0.62%	9.92%	108	105	0.75%	-2.78%	10	21	0.49%	110.00%	1	0	0.00%	-100.00%	1	3	0.44%	200.00%	1	4	0.53%	300.00%
Craftsman	27	29	0.13%	7.41%	4	6	0.04%	50.00%	3	8	0.19%	166.67%	5	6	0.33%	20.00%	3	6	0.87%	100.00%	12	3	0.40%	-75.00%
Plant Operator	101	124	0.58%	22.77%	71	71	0.51%	0.00%	19	46	1.07%	142.11%	7	3	0.16%	-57.14%	2	3	0.44%	50.00%	2	1	0.13%	-50.00%
Entry Level	29	32	0.15%	10.34%	4	3	0.02%	-25.00%	15	10	0.23%	-33.33%	5	11	0.60%	120.00%	3	6	0.87%	100.00%	2	2	0.27%	0.00%
Armed Forces	77	70	0.32%	-9.09%	4	2	0.01%	-50.00%	5	7	0.16%	40.00%	0	0	0.00%	-----	43	34	4.96%	-20.93%	25	27	3.59%	8.00%
Homemaker	972	931	4.32%	-4.22%	507	406	2.91%	-19.92%	388	472	10.96%	21.65%	36	16	0.87%	-55.56%	25	17	2.48%	-32.00%	16	20	2.66%	25.00%
Students	4,423	4,126	19.14%	-6.71%	3,763	3,956	28.31%	5.13%	152	95	2.21%	-37.50%	451	45	2.44%	-90.02%	24	21	3.06%	-12.50%	33	9	1.20%	-72.73%
Retirees	816	731	3.39%	-10.42%	554	538	3.85%	-2.89%	91	113	2.62%	24.18%	82	17	0.92%	-79.27%	30	26	3.79%	-13.33%	59	37	4.91%	-37.29%
Other	505	520	2.41%	2.97%	195	178	1.27%	-8.72%	117	97	2.25%	-17.09%	69	127	6.89%	84.06%	61	47	6.85%	-22.95%	63	71	9.43%	12.70%
Not Stated	2,489	2,508	11.63%	0.76%	1,343	1,565	11.20%	16.53%	260	318	7.38%	22.31%	384	194	10.53%	-49.48%	274	210	30.61%	-23.36%	228	221	29.35%	-3.07%
LENGTH OF STAY (NIGHTS)	131,833	120,857	91.60%	-8.33%	63,942	57,511	90.00%	-10.06%	37,317	39,691	106.37%	6.36%	22,482	14,988	113.60%	-33.33%	2,103	1,752	83.30%	-16.69%	5,989	6,915	115.46%	15.46%
Avg. Length of Stay (Nights)	3.56	3.68			3.36	3.42			3.90	3.92			3											



JAPAN VISITORS PROFILE

Feb-11

JANUARY AGE/SEX	2010	2011	2010			2011			2010		2011		2010		2011		
	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	0	-100.00%	0.02%	0.00%	1	0	-100.00%	0.01%	0.00%	0	0	3	0	-100.00%	0.02%	0.00%
Under 13	482	393	-18.46%	4.79%	4.35%	451	361	-19.96%	5.03%	4.63%	3	0	936	754	-19.44%	4.92%	4.48%
10-17	0	0	-----	0.00%	0.00%	0	0	-----	0.00%	0.00%	0	0	0	0	-----	0.00%	0.00%
13-15	33	31	-6.06%	0.33%	0.34%	43	29	-32.56%	0.48%	0.37%	1	0	77	60	-22.08%	0.40%	0.36%
16-19	231	287	24.24%	2.29%	3.18%	267	342	28.09%	2.98%	4.38%	0	0	498	629	26.31%	2.62%	3.74%
18-19	0	0	-----	0.00%	0.00%	1	0	-100.00%	0.01%	0.00%	0	0	1	0	-100.00%	0.01%	0.00%
20-24	1,863	1,802	-3.27%	18.50%	19.96%	2,881	2,750	-4.55%	32.15%	35.23%	0	0	4,744	4,552	-4.05%	24.92%	27.04%
25-29	866	779	-10.05%	8.60%	8.63%	1,374	1,037	-24.53%	15.33%	13.29%	0	0	2,240	1,816	-18.93%	11.76%	10.79%
30-34	966	753	-22.05%	9.59%	8.34%	930	661	-28.92%	10.38%	8.47%	0	0	1,896	1,414	-25.42%	9.96%	8.40%
35-39	972	727	-25.21%	9.65%	8.05%	693	578	-16.59%	7.73%	7.41%	0	0	1,665	1,305	-21.62%	8.74%	7.75%
40-44	815	719	-11.78%	8.09%	7.96%	475	381	-19.79%	5.30%	4.88%	0	0	1,290	1,100	-14.73%	6.78%	6.53%
45-49	717	589	-17.85%	7.12%	6.52%	354	288	-18.64%	3.95%	3.69%	1	0	1,072	877	-18.19%	5.63%	5.21%
50-54	603	578	-4.15%	5.99%	6.40%	327	325	-0.61%	3.65%	4.16%	0	0	930	903	-2.90%	4.88%	5.36%
55-59	694	549	-20.89%	6.89%	6.08%	384	283	-26.30%	4.28%	3.63%	1	0	1,079	832	-22.89%	5.67%	4.94%
60 and Over	1,825	1,823	-0.11%	18.12%	20.19%	779	769	-1.28%	8.69%	9.85%	0	0	2,604	2,592	-0.46%	13.68%	15.40%
Not Stated	2	0	-100.00%	0.02%	0.00%	2	1	-50.00%	0.02%	0.01%	1	0	5	1	-80.00%	0.03%	0.01%
Total	10,071	9,030	-10.34%	100.00%	100.00%	8,962	7,805	-12.91%	100.00%	100.00%	7	0	19,040	16,835	-11.58%	100.00%	100.00%

FREQUENCY OF VISIT	2010	2011	2010			2011			TRAVEL COMPANION	2011	
	Number	Number	% Chge	% Share	% Share	Number	% Share	Number		% Share	
First Visit	8,127	7,566	-6.90%	52.68%	54.15%	Spouse	1,436	11.59%			
Revisit	5,685	5,093	-10.41%	36.85%	36.45%	Children	681	5.50%			
Not Stated	1,614	1,313	-18.65%	10.46%	9.40%	Parents/Grandparents	257	2.08%			
						Other Family Members	373	3.01%			
						Business Associates	1,857	14.99%			
						Friends	7,389	59.66%			
						Tour Group	1,205	9.73%			
						Alone	567	4.58%			
						# of respondents	12,385				

TRAVEL ARRANGEMENT	2010	2011	2010			2011			TRAVEL PLANS	2010		2011	
	Number	Number	% Chge	% Share	% Share	Number	% Share	MOTIVATION		% Chge	% Share	% Share	
Individually arranged	1,682	1,553	-7.67%	10.90%	11.12%	Internet	1,938	1,683	-13.16%	13.61%	13.35%		
Packaged Tour	9,073	7,354	-18.95%	58.82%	52.63%	Newspaper	100	82	-18.00%	0.70%	0.65%		
Company/Business trip	1,229	1,117	-9.11%	7.97%	7.99%	Magazines	395	370	-6.33%	2.77%	2.93%		
Group Tour	2,448	2,698	10.21%	15.87%	19.31%	Travel Agents	3,620	3,502	-3.26%	25.42%	27.78%		
Other	46	35	-23.91%	0.30%	0.25%	Climate	3,178	2,773	-12.74%	22.32%	21.99%		
Not Stated	948	1,215	28.16%	6.15%	8.70%	Price	2,155	1,734	-19.54%	15.13%	13.75%		
						Short flight Time	2,180	1,752	-19.63%	15.31%	13.90%		
						General Reading	53	58	9.43%	0.37%	0.46%		
						Flyer/Poster	821	704	-14.25%	5.77%	5.58%		
						Friends/Relatives	3,164	2,986	-5.63%	22.22%	23.68%		
						TV/Radio	74	97	31.08%	0.52%	0.77%		
						Previous Trip	2,436	2,138	-12.23%	17.11%	16.96%		
						Others	1,132	1,022	-9.72%	7.95%	8.11%		

OCCUPATION	2010	2011	2010			2011			OCCUPATION	2010		2011	
	Number	Number	% Chge	% Share	% Share	Number	% Share	% Chge		% Share	% Share		
Legislators, and managers	1,888	1,572	-16.74%	12.24%	11.25%	Entry Level	4	3	-25.00%	0.03%	0.02%		
Professional	837	744	-11.11%	5.43%	5.32%	Armed Forces	4	2	-50.00%	0.03%	0.01%		
Technicians	493	391	-20.69%	3.20%	2.80%	Homemakers	507	406	-19.92%	3.29%	2.91%		
Clerk	4,345	3,356	-22.76%	28.17%	24.02%	Students	3,763	3,956	5.13%	24.39%	28.31%		
Service Workers	1,310	1,079	-17.63%	8.49%	7.72%	Retirees	554	538	-2.89%	3.59%	3.85%		
Skilled Workers	108	105	-2.78%	0.70%	0.75%	Others	195	178	-8.72%	1.26%	1.27%		
Craft and related trades worker	4	6	50.00%	0.03%	0.04%	Not Stated	1,343	1,565	16.53%	8.71%	11.20%		



KOREA VISITORS PROFILE

Feb-11

JANUARY	2010		2011		2010		2011		2010		2011		2010		2011		
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	58	5	-91.38%	1.26%	0.10%	54	3	-94.44%	1.09%	0.06%	0	0	112	8	-92.86%	1.17%	0.08%
Under 13	1,003	1,129	12.56%	21.71%	23.26%	975	1,027	5.33%	19.69%	19.52%	3	2	1,981	2,158	8.93%	20.69%	21.32%
10-17	8	1	-87.50%	0.17%	0.02%	5	1	-80.00%	0.10%	0.02%	0	0	13	2	-84.62%	0.14%	0.02%
13-15	124	149	20.16%	2.68%	3.07%	151	139	-7.95%	3.05%	2.64%	0	1	275	289	5.09%	2.87%	2.86%
16-19	73	89	21.92%	1.58%	1.83%	88	105	19.32%	1.78%	2.00%	0	0	161	194	20.50%	1.68%	1.92%
18-19	3	0	-100.00%	0.06%	0.00%	3	0	-100.00%	0.06%	0.00%	0	0	6	0	-100.00%	0.06%	0.00%
20-24	51	53	3.92%	1.10%	1.09%	122	109	-10.66%	2.46%	2.07%	0	0	173	162	-6.36%	1.81%	1.60%
25-29	172	176	2.33%	3.72%	3.63%	380	419	10.26%	7.68%	7.96%	1	0	553	595	7.59%	5.78%	5.88%
30-34	456	546	19.74%	9.87%	11.25%	726	814	12.12%	14.66%	15.47%	0	0	1,182	1,360	15.06%	12.34%	13.44%
35-39	710	667	-6.06%	15.37%	13.74%	801	798	-0.37%	16.18%	15.17%	0	2	1,511	1,467	-2.91%	15.78%	14.49%
40-44	690	692	0.29%	14.94%	14.26%	526	584	11.03%	10.62%	11.10%	1	0	1,217	1,276	4.85%	12.71%	12.61%
45-49	389	393	1.03%	8.42%	8.10%	295	278	-5.76%	5.96%	5.28%	0	0	684	671	-1.90%	7.14%	6.63%
50-54	294	297	1.02%	6.37%	6.12%	254	290	14.17%	5.13%	5.51%	0	1	548	588	7.30%	5.72%	5.81%
55-59	213	215	0.94%	4.61%	4.43%	211	266	26.07%	4.26%	5.06%	0	0	424	481	13.44%	4.43%	4.75%
60 and Over	373	440	17.96%	8.08%	9.06%	359	427	18.94%	7.25%	8.11%	0	0	732	867	18.44%	7.64%	8.57%
Not Stated	2	2	0.00%	0.04%	0.04%	1	2	100.00%	0.02%	0.04%	0	0	3	4	33.33%	0.03%	0.04%
Total	4,619	4,854	5.09%	100.00%	100.00%	4,951	5,262	6.28%	100.00%	100.00%	5	6	9,575	10,122	5.71%	100.00%	100.00%

FREQUENCY OF VISIT	2010	2011	% Chge	2010	2011	TRAVEL COMPANION	2011	% Share
	Number	Number		% Share	% Share		Number	
First Visit	2,772	2,928	5.63%	67.09%	67.98%	Spouse	2,292	56.68%
Revisit	1,037	1,051	1.35%	25.10%	24.40%	Children	1,456	36.00%
Not Stated	323	328	1.55%	7.82%	7.62%	Parents/Grandparents	302	7.47%
						Other Family Members	366	9.05%
						Business Associates	364	9.00%
						Friends	678	16.77%
						Tour Group	347	8.58%
						Alone	155	3.83%
						# of respondents	4,044	

TRAVEL PLANS	2010	2011	% Chge	2010	2011	TRAVEL MOTIVATION	2010	2011	% Chge	2010	2011
				% Share	% Share					% Share	% Share
Pleasure	3,463	3,616	4.42%	87.08%	88.02%	Internet	693	673	-2.89%	17.94%	16.41%
Business	48	20	-58.33%	1.21%	0.49%	Newspaper	68	25	-63.24%	1.76%	0.61%
Golf	723	720	-0.41%	18.18%	17.53%	Magazines	43	49	13.95%	1.11%	1.20%
Diving	137	112	-18.25%	3.44%	2.73%	Travel Agents	1,881	2,217	17.86%	48.69%	54.07%
Attend Conf & Conv	13	6	-53.85%	0.33%	0.15%	Climate	344	316	-8.14%	8.90%	7.71%
Company Trip	37	35	-5.41%	0.93%	0.85%	Price	26	19	-26.92%	0.67%	0.46%
Honeymoon	110	181	64.55%	2.77%	4.41%	Short flight Time	249	287	15.26%	6.45%	7.00%
Getting Married	1	0	-100.00%	0.03%	0.00%	General Reading	199	195	-2.01%	5.15%	4.76%
Memorial Service	1	2	100.00%	0.03%	0.05%	Flyer/Poster	117	108	-7.69%	3.03%	2.63%
VFR	55	53	-3.64%	1.38%	1.29%	Friends/Relatives	428	448	4.67%	11.08%	10.93%
Attend Sport Events	20	11	-45.00%	0.50%	0.27%	TV/Radio	34	43	26.47%	0.88%	1.05%
Others	24	23	-4.17%	0.60%	0.56%	Previous Trip	377	396	5.04%	9.76%	9.66%
						Others	217	164	-24.42%	5.62%	4.00%

OCCUPATION	2010	2011	% Chge	2010	2011	OCCUPATION	2010	2011	% Chge	2010	2011
				% Share	% Share					% Share	% Share
Legislators, and managers	218	198	-9.17%	5.28%	4.60%	Entry Level	15	10	-33.33%	0.36%	0.23%
Professional	1,056	987	-6.53%	25.56%	22.92%	Armed Forces	5	7	40.00%	0.12%	0.16%
Technicians	246	270	9.76%	5.95%	6.27%	Homemakers	388	472	21.65%	9.39%	10.96%
Clerk	1,051	1,172	11.51%	25.44%	27.21%	Students	152	95	-37.50%	3.68%	2.21%
Service Workers	501	493	-1.60%	12.12%	11.45%	Retirees	91	113	24.18%	2.20%	2.62%
Skilled Workers	10	21	110.00%	0.24%	0.49%	Others	117	97	-17.09%	2.83%	2.25%
Craft and related trades worker	3	8	166.67%	0.07%	0.19%	Not Stated	260	318	22.31%	6.29%	7.38%

Operators and Assemblers

19

46

142.11%

0.46%

1.07%



CHINA/Hong Kong VISITORS PROFILE

Feb-11

JANUARY	2010		2011		2010		2011		2010		2011		2010		2011		
	Male	Male	% Chge	% Share	% Share	Female	Female	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL	TOTAL	% Chge	% Share	% Share
AGE/SEX	Number	Number				Number	Number						Number	Number			
Under 10	1	1	0.00%	0.03%	0.05%	2	2	0.00%	0.06%	0.10%	0	0	3	3	0.00%	0.05%	0.08%
Under 13	355	210	-40.85%	12.13%	10.93%	334	192	-42.51%	9.94%	9.43%	0	1	689	403	-41.51%	10.96%	10.17%
10-17	0	1	-----	0.00%	0.05%	1	0	-100.00%	0.03%	0.00%	0	0	1	1	0.00%	0.02%	0.03%
13-15	110	36	-67.27%	3.76%	1.87%	114	33	-71.05%	3.39%	1.62%	0	0	224	69	-69.20%	3.56%	1.74%
16-19	95	25	-73.68%	3.25%	1.30%	119	48	-59.66%	3.54%	2.36%	0	0	214	73	-65.89%	3.40%	1.84%
18-19	1	0	-100.00%	0.03%	0.00%	0	0	-----	0.00%	0.00%	0	1	1	1	0.00%	0.02%	0.03%
20-24	102	77	-24.51%	3.49%	4.01%	191	120	-37.17%	5.69%	5.89%	0	0	293	197	-32.76%	4.66%	4.97%
25-29	202	217	7.43%	6.90%	11.29%	381	311	-18.37%	11.34%	15.28%	0	0	583	528	-9.43%	9.28%	13.33%
30-34	274	277	1.09%	9.36%	14.41%	352	266	-24.43%	10.48%	13.06%	0	0	626	543	-13.26%	9.96%	13.71%
35-39	405	278	-31.36%	13.84%	14.46%	516	304	-41.09%	15.36%	14.93%	0	0	921	582	-36.81%	14.65%	14.69%
40-44	453	282	-37.75%	15.48%	14.67%	466	258	-44.64%	13.87%	12.67%	0	0	919	540	-41.24%	14.62%	13.63%
45-49	420	238	-43.33%	14.35%	12.38%	358	185	-48.32%	10.66%	9.09%	0	0	778	423	-45.63%	12.38%	10.68%
50-54	195	125	-35.90%	6.66%	6.50%	194	144	-25.77%	5.78%	7.07%	0	0	389	269	-30.85%	6.19%	6.79%
55-59	136	66	-51.47%	4.65%	3.43%	124	56	-54.84%	3.69%	2.75%	0	0	260	122	-53.08%	4.14%	3.08%
60 and Over	177	89	-49.72%	6.05%	4.63%	205	115	-43.90%	6.10%	5.65%	0	0	382	204	-46.60%	6.08%	5.15%
Not Stated	0	0	-----	0.00%	0.00%	2	2	0.00%	0.06%	0.10%	0	2	2	4	100.00%	0.03%	0.10%
Total	2,926	1,922	-34.31%	100.00%	100.00%	3,359	2,036	-39.39%	100.00%	100.00%	0	4	6,285	3,962	-36.96%	100.00%	100.00%

FREQUENCY OF VISIT	2010		2011		2010		2011		TRAVEL COMPANION	2011	
	Number	Number	% Chge	% Share	% Share	Number	% Share				
First Visit	5,404	1,629	-69.86%	89.81%	88.39%	Spouse	451	26.72%			
Revisit	82	94	14.63%	1.36%	5.10%	Children	236	13.98%			
Not Stated	531	120	-77.40%	8.82%	6.51%	Parents/Grandparents	88	5.21%			
						Other Family Members	66	3.91%			
						Business Associates	138	8.18%			
						Friends	139	8.23%			
						Tour Group	802	47.51%			
						Alone	67	3.97%			
						# of respondents	1,688				

TRAVEL ARRANGEMENT	2010		2011		2010		2011		TRAVEL MOTIVATION	2010		2011	
	Number	Number	% Chge	% Share	% Share	Number	% Share	% Chge		% Share	% Share		
Individually arranged	95	149	56.84%	1.58%	8.08%	Internet	236	261	10.59%	4.19%	15.25%		
Packaged Tour	4,962	1,335	-73.10%	82.47%	72.44%	Newspaper	42	31	-26.19%	0.75%	1.81%		
Company/Business trip	24	44	83.33%	0.40%	2.39%	Magazines	644	277	-56.99%	11.44%	16.18%		
Group Tour	567	196	-65.43%	9.42%	10.63%	Travel Agents	4,471	930	-79.20%	79.40%	54.32%		
Other	4	5	25.00%	0.07%	0.27%	Climate	125	91	-27.20%	2.22%	5.32%		
Not Stated	365	114	-68.77%	6.07%	6.19%	Price	8	14	75.00%	0.14%	0.82%		
						Short flight Time	12	16	33.33%	0.21%	0.93%		
						General Reading	4	9	125.00%	0.07%	0.53%		
						Flyer/Poster	3	5	66.67%	0.05%	0.29%		
						Friends/Relatives	182	139	-23.63%	3.23%	8.12%		
						TV/Radio	15	28	86.67%	0.27%	1.64%		
						Previous Trip	24	17	-29.17%	0.43%	0.99%		
						Others	44	132	200.00%	0.78%	7.71%		

OCCUPATION	2010		2011		2010		2011		OCCUPATION	2010		2011	
	Number	Number	% Chge	% Share	% Share	Number	% Share	% Chge		% Share	% Share		
Legislators, and managers	108	94	-12.96%	1.79%	5.10%	Entry Level	5	11	120.00%	0.08%	0.60%		
Professional	3,529	681	-80.70%	58.65%	36.95%	Armed Forces	0	0	-----	0.00%	0.00%		
Technicians	103	128	24.27%	1.71%	6.95%	Homemakers	36	16	-55.56%	0.60%	0.87%		
Clerk	1,203	489	-59.35%	19.99%	26.53%	Students	451	45	-90.02%	7.50%	2.44%		
Service Workers	34	32	-5.88%	0.57%	1.74%	Retirees	82	17	-79.27%	1.36%	0.92%		
Skilled Workers	1	0	-100.00%	0.02%	0.00%	Others	69	127	84.06%	1.15%	6.89%		

Craft and related trades worker	5	6	20.00%	0.08%	0.33%	Not Stated	384	194	-49.48%	6.38%	10.53%
Operators and Assemblers	7	3	-57.14%	0.12%	0.16%						