



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

Fiscal Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	134,414	109,346	-18.65%
October	29,611	20,467	-30.88%
November	31,690	23,008	-27.40%
December	34,181 ^r	30,155	-11.78%
<u>January</u>	<u>38,932</u>	<u>35,716</u>	<u>-8.26%</u>
February	35,594		
March	32,908 ^r		
April	27,833		
May	24,128		
June	21,803		
July	30,301		
August	37,072 ^r		
September	31,755		
YEAR TOTAL:	375,808	109,346	-----

Calendar Year 2009 - 2010

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

^r Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE									
Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA/HONG KONG * ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	76,551	52,811	-31%	34,401	33,572	-2%	10,382	10,955	6%
October	16,193	8,602	-47%	8,715	4,813	-45%	1,891	3,846	103%
November	17,539	10,553	-40%	8,912	6,892	-23%	2,040	2,742	34%
December	20,517	15,638	-24%	8,098	10,157	25%	2,004	1,302	-35%
January	22,302	18,018	-19%	8,676	11,710	35%	4,447	3,065	-31%
February	22,275			8,305			2,345		
March	18,852			5,532			1,955		
April	14,214			6,576			1,883		
May	12,833			6,557			1,587		
June	11,152			6,735			322		
July	14,277			9,987			2,470		
August	19,404 ^r			10,600			3,892		
September	21,009			4,302			3,023		
YEAR TOTAL	210,567	52,811	-----	92,995	33,572	-----	27,859	10,955	-----
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	5,873	6,090	4%	2,524	2,841	13%	459	441	-4%
October	1,497	1,520	2%	523	909	74%	112	132	18%
November	1,374	1,468	7%	871	496	-43%	118	210	78%
December	1,597	1,578	-1%	609	792	30%	150	60	-60%
January	1,405	1,524	8%	521	644	24%	79	39	-51%
February	1,267			615			100		
March	1,369			2,768			143		
April	1,669			743			162		
May	1,547			573			228		
June	1,617			858			117		
July	1,746			908			101		
August	1,622			620 ^r			99		
September	1,308			1,340			160		
YEAR TOTAL	18,018	6,090	-----	10,949	2,841	-----	1,569	441	-----
Fiscal Year	~ RUSSIA ~			~ TAIWAN ~			~ OTHER AREAS ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	2,868	1,639	-43%	161	64	-60%	1,195	933	-22%
October	380	377	-1%	1	12	1100%	299	256	-14%
November	456	374	-18%	22	43	95%	358	230	-36%
December	895	401	-55%	36	5	-86%	275	222	-19%
January	1,137	487	-57%	102	4	-96%	263	225	-14%
February	506			2			179		
March	709			2			1,578		
April	431			7			2,148		
May	487			5			311		
June	478			5			519		
July	502			81			229		
August	573			54			208		
September	247			100			266		
YEAR TOTAL	6,801	1,639	-----	417	64	-----	6,633	933	-----

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

^r Revised

VISITOR ARRIVALS TO SAIPAN - JANUARY 2010

ARRIVALS BY MODE OF TRANSPORTATION	<u>Jan-09</u>	<u>Jan-10</u>	% CHANGE
Air Arrivals	38,076	35,318	-7%
Sea Arrivals	414	0	-100%

TOTAL ARRIVALS	38,490	35,318	-8%
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AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	21,669	17,759	-18%
Kanto (Tokyo)	11,017	9,906	-10%
Kinki (Osaka)	4,542	2,130	-53%
Tokai (Nagoya)	3,257	2,938	-10%
Tohoku (Sendai)	1,290	1,337	4%
Kyushu (Fukuoka)	246	127	-48%
Hokkaido (Sapporo)	330	380	15%
Chugoku (Hiroshima)	213	292	37%
Shikoku	234	127	-46%
Okinawa	24	14	-42%
Others	416	26	-94%
Not Specified	100	482	382%
KOREA	8,639	11,700	35%
Seoul	4,580	6,085	33%
Pusan	899	1,014	13%
Taegu	294	414	41%
Inchon	490	77	-84%
Others	2,190	3,442	57%
Not Specified	186	668	259%
CHINA/HONG KONG *	4,441	3,065	-31%
GUAM	1,264	1,426	13%
UNITED STATES	494	618	25%
PHILIPPINES	78	39	-50%
RUSSIA	1,137	487	-57%
TAIWAN	100	4	-96%
OTHER	254	220	-13%

ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	132,156	107,310	-19%
October	29,176	19,992	-31%
November	30,967	22,446	-28%
December	33,523	29,554	-12%
<u>January</u>	<u>38,490</u>	<u>35,318</u>	<u>-8%</u>
February	35,036		
March	32,250		
April	27,288		
May	23,680		
June	21,458		
July	29,700		
August	35,890		
September	31,291		
YEAR TOTAL	368,749	107,310	-----

Source: CNMI Customs Declaration Form

† Revised

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

Sea Arrivals : Jan-10

Military Shp: none

Cruise Ship: none

VISITOR ARRIVALS TO ROTA - JANUARY 2010			
	<u>Jan-09</u>	<u>Jan-10</u>	% CHANGE
TOTAL ARRIVALS	761	398	-48%
ARRIVALS FROM GUAM	442	398	-10%
JAPAN	219	259	18%
KOREA	37	10	-73%
CHINA/HONG KONG *	6	0	-100%
GUAM	141	98	-30%
UNITED STATES	27	26	-4%
PHILIPPINES	1	0	-100%
RUSSIA	0	0	-----
TAIWAN	2	0	-----
OTHER	9	5	-44%
INTERISLAND ARRIVALS	319	0	-100%
JAPAN	124	<i>Not Available</i>	-100%
KOREA	15		-100%
CHINA/HONG KONG *	0		-----
UNITED STATES (INCLUDING GUAM)	90		-100%
PHILIPPINES	70		-100%
OTHER	20		-100%
ARRIVALS BY MONTH	FY 2009		FY 2010
TOTAL TO DATE	3,656	2,732	-25%
October	796	852	7%
November	1,095	881	-20%
December	1,004	601	-40%
January	761	398	-48%
February	956		
March	1,088		
April	901		
May	741		
June	680		
July	596		
August	1,634		
September	841		
YEAR TOTAL	11,093	2,732	-----

Source: Department of Labor and Immigration (Rota)

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

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

VISITOR ARRIVALS TO TINIAN - JANUARY 2010

	<u>Jan-09</u>	<u>Jan-10</u>	% CHANGE
TOTAL ARRIVALS	4,403	3,426	-22%
ARRIVALS FROM GUAM	0	0	-----
JAPAN	0		-----
KOREA	0		-----
CHINA/HONG KONG *	0		-----
GUAM	0		-----
UNITED STATES	0		-----
PHILIPPINES	0		-----
RUSSIA	0		-----
TAIWAN	0		-----
OTHER	0		-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	4,134	3,351	-19%
JAPAN	927	509	-45%
KOREA	298	243	-18%
CHINA/HONG KONG *	2,610	2,274	-13%
GUAM	15	83	453%
UNITED STATES	13	22	69%
PHILIPPINES	0	0	-----
TAIWAN	0	0	-----
SAIPAN	228	201	-12%
OTHER	43	19	-56%
DAY VISITORS:	269	75	-72%
ARRIVALS BY MONTH			
	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	8,648	12,523	45%
October	3,154	3,759	19%
November	2,598	3,210 r	24%
December	2,896	2,128	-27%
<u>January</u>	<u>4,403</u>	<u>3,426</u>	<u>-22%</u>
February	3,460		
March	2,688		
April	2,480		
May	2,258		
June	1,029		
July	2,785 r		
August	3,900 r		
<u>September</u>	<u>2,976</u>		
YEAR TOTAL	34,627	12,523	-----

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

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

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



Visitors Profile by Country (Saipan only)

JANUARY	TOTAL				JAPAN				KOREA				CHINA/HONG KONG *				GUAM				OTHERS			
	Jan-09	Jan-10	% SHARE	% CHGE	Jan-09	Jan-10	% SHARE	% CHGE	Jan-09	Jan-10	% SHARE	% CHGE	Jan-09	Jan-10	% SHARE	% CHGE	Jan-09	Jan-10	% SHARE	% CHGE	Jan-09	Jan-10	% SHARE	% CHGE
MODE OF ARRIVAL	38,490	35,318	100.00%	-8.24%	22,083	17,759	100.00%	-19.58%	8,639	11,700	100.00%	35.43%	4,441	1,426	100.00%	-67.89%	1,264	3,065	100.00%	142.48%	2,063	1,368	100.00%	-33.69%
Air	38,076	35,318	100.00%	-7.24%	21,669	17,759	100.00%	-18.04%	8,639	11,700	100.00%	35.43%	4,441	1,426	100.00%	-67.89%	1,264	3,065	100.00%	142.48%	2,063	1,368	100.00%	-33.69%
Sea	414	0	0.00%	-100.00%	414	0	0.00%	-100.00%	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----
GENDER	38,076	35,318	100.00%	-7.24%	21,669	17,759	100.00%	-18.04%	8,639	11,700	100.00%	35.43%	4,441	1,426	100.00%	-67.89%	1,264	3,065	100.00%	142.48%	2,063	1,368	100.00%	-33.69%
Male	19,768	18,803	53.24%	-4.88%	11,511	9,570	53.89%	-16.86%	4,206	5,957	50.91%	41.63%	2,196	911	63.88%	-58.52%	808	1,558	50.83%	92.82%	1,047	807	58.99%	-22.92%
Female	18,285	16,498	46.71%	-9.77%	10,157	8,181	46.07%	-19.45%	4,412	5,736	49.03%	30.01%	2,245	513	35.97%	-77.15%	456	1,507	49.17%	230.48%	1,015	561	41.01%	-44.73%
Not Stated	23	17	0.05%	-26.09%	1	8	0.05%	700.00%	21	7	0.06%	-66.67%	0	2	0.14%	----	0	0	0.00%	----	1	0	0.00%	-100.00%
AGE GROUP (YEARS)	38,076	35,318	100.00%	-7.24%	21,669	17,759	100.00%	-18.04%	8,639	11,700	100.00%	35.43%	4,441	1,426	100.00%	-67.89%	1,264	3,065	100.00%	142.48%	2,063	1,368	100.00%	-33.69%
Under 10	13	142	0.40%	992.31%	1	4	0.02%	300.00%	5	128	1.09%	2460.00%	0	8	0.56%	----	4	0	0.00%	-100.00%	3	2	0.15%	-33.33%
Under 13	4,505	4,248	12.03%	-5.70%	2,150	1,822	10.26%	-15.26%	1,684	2,037	17.41%	20.96%	299	86	6.03%	-71.24%	68	161	5.25%	136.76%	304	142	10.38%	-53.29%
10-17	1	16	0.05%	1500.00%	0	1	0.01%	----	0	15	0.13%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	-100.00%
13-15	611	675	1.91%	10.47%	241	226	1.27%	-6.22%	238	363	3.10%	52.52%	72	37	2.59%	-48.61%	27	28	0.91%	3.70%	33	21	1.54%	-36.36%
16-19	732	631	1.79%	-13.80%	327	268	1.51%	-18.04%	209	247	2.11%	18.18%	102	24	1.68%	-76.47%	34	60	1.96%	76.47%	60	32	2.34%	-46.67%
18-19	10	17	0.05%	70.00%	0	0	0.00%	----	2	13	0.11%	550.00%	0	4	0.28%	----	7	0	0.00%	-100.00%	1	0	0.00%	-100.00%
20-24	2,916	2,331	6.60%	-20.06%	2,286	1,811	10.20%	-20.78%	240	244	2.09%	1.67%	208	59	4.14%	-71.63%	69	162	5.29%	134.78%	113	55	4.02%	-51.33%
25-29	4,357	3,672	10.40%	-15.72%	2,591	2,035	11.46%	-21.46%	887	872	7.45%	-1.69%	618	92	6.45%	-85.11%	86	580	18.92%	574.42%	175	93	6.80%	-46.86%
30-34	4,770	4,102	11.61%	-14.00%	2,594	2,086	11.75%	-19.58%	1,305	1,381	11.80%	5.82%	565	128	8.98%	-77.35%	92	392	12.79%	326.09%	214	115	8.41%	-46.26%
35-39	5,035	4,658	13.19%	-7.49%	2,555	2,147	12.09%	-15.97%	1,321	1,737	14.85%	31.49%	740	185	12.97%	-75.00%	140	433	14.13%	209.29%	279	156	11.40%	-44.09%
40-44	3,980	3,844	10.88%	-3.42%	2,063	1,664	9.37%	-19.34%	881	1,496	12.79%	69.81%	623	156	10.94%	-74.96%	158	364	11.88%	130.38%	255	164	11.99%	-35.69%
45-49	2,849	2,856	8.09%	0.25%	1,438	1,238	6.97%	-13.91%	533	939	8.03%	76.17%	492	190	13.32%	-61.38%	175	346	11.29%	97.71%	211	143	10.45%	-32.23%
50-54	2,296	2,294	6.50%	-0.09%	1,257	994	5.60%	-20.92%	401	798	6.82%	99.00%	330	152	10.66%	-53.94%	151	207	6.75%	37.09%	157	143	10.45%	-8.92%
55-59	2,013	2,030	5.75%	0.84%	1,322	1,047	5.90%	-20.80%	288	552	4.72%	91.67%	176	142	9.96%	-19.32%	120	173	5.64%	44.17%	107	116	8.48%	8.41%
60 & Over	3,932	3,773	10.68%	-4.04%	2,836	2,406	13.55%	-15.16%	610	860	7.35%	40.98%	213	163	11.43%	-23.47%	131	158	5.15%	20.61%	142	186	13.60%	30.99%
Not Stated	56	29	0.08%	-48.21%	8	10	0.06%	25.00%	35	18	0.15%	-48.57%	3	0	0.00%	-100.00%	2	1	0.03%	-50.00%	8	0	0.00%	-100.00%
PURPOSE OF VISIT	25,336	22,821	100.00%	-9.93%	15,001	12,224	100.00%	-18.51%	3,867	5,623	100.00%	45.41%	4,291	1,072	100.00%	-75.02%	1,006	2,983	100.00%	196.52%	1,171	919	100.00%	-21.52%
Pleasure	23,922	21,414	93.83%	-10.48%	14,799	12,147	99.37%	-17.92%	3,628	5,360	95.32%	47.82%	4,261	452	42.16%	-89.39%	409	2,933	98.32%	617.11%	827	522	56.80%	-36.88%
Business	1,017	1,102	4.83%	8.36%	154	53	0.43%	-65.58%	76	130	2.31%	71.05%	24	522	48.69%	2075.00%	494	45	1.51%	-90.89%	269	352	38.30%	30.86%
Other	397	305	1.34%	-23.17%	48	24	0.20%	-50.00%	165	133	2.37%	-19.39%	6	98	9.14%	1533.33%	103	5	0.17%	-95.15%	75	45	4.90%	-40.00%
FREQUENCY OF VISIT	25,336	22,821	100.00%	-9.93%	15,001	12,224	100.00%	-18.51%	3,867	5,623	100.00%	45.41%	4,291	1,072	100.00%	-75.02%	1,006	2,983	100.00%	196.52%	1,171	919	100.00%	-21.52%
First Visit	14,468	12,036	52.74%	-16.81%	7,295	5,249	42.94%	-28.05%	2,694	3,685	65.53%	36.79%	3,813	82	7.65%	-97.85%	71	2,601	87.19%	3563.38%	595	419	45.59%	-29.58%
Revisit	8,530	8,458	37.06%	-0.84%	6,371	5,793	47.39%	-9.07%	976	1,466	26.07%	50.20%	100	736	68.66%	636.00%	695	93	3.12%	-86.62%	388	370	40.26%	-4.64%
Not Stated	2,338	2,327	10.20%	-0.47%	1,335	1,182	9.67%	-11.46%	197	472	8.39%	139.59%	378	254	23.69%	-32.80%	240	289	9.69%	20.42%	188	130	14.15%	-30.85%
TRAVEL ARRANGEMENT	25,336	22,821	100.00%	-9.93%	15,001	12,224	100.00%	-18.51%	3,867	5,623	100.00%	45.41%	4,291	1,072	100.00%	-75.02%	1,006	2,983	100.00%	196.52%	1,171	919	100.00%	-21.52%
Individual Arranged	4,687	4,022	17.62%	-14.19%	1,759	1,572	12.86%	-10.63%	1,863	1,433	25.48%	-23.08%	81	552	51.49%	581.48%	486	66	2.21%	-86.42%	498	399	43.42%	-19.88%
Packaged Tour	13,639	12,341	54.08%	-9.52%	8,664	7,248	59.29%	-16.34%	1,158	2,592	46.10%	123.83%	3,566	24	2.24%	-99.33%	20	2,377	79.68%	11785.00%	231	100	10.88%	-56.71%
Business Trip	2,605	2,188	9.59%	-16.01%	2,002	1,297	10.61%	-35.21%	177	413	7.34%	133.33%	57	216	20.15%	278.95%	218	63	2.11%	-71.10%	151	199	21.65%	31.79%
Group Tour	2,271	2,238	9.81%	-1.45%	1,652	1,223	10.00%	-25.97%	391	794	14.12%	103.07%	158	19	1.77%	-87.97%	21	157	5.26%	647.62%	49	45	4.90%	-8.16%
Other	228	235	1.03%	3.07%	39	22	0.18%	-43.59%	129	128	2.28%	-0.78%	8	48	4.48%	500.00%	31	2	0.07%	-93.55%	21	35	3.81%	66.67%
Not Stated	1,906	1,797	7.87%	-5.72%	885	862	7.05%	-2.60%	149	263	4.68%	76.51%	421	213	19.87%	-49.41%	230	318	10.66%	38.26%	221	141	15.34%	-36.20%
TRAVEL COMPANION	22,470	19,756	100.00%	-12.08%	13,440	10,896	100.00%	-18.93%	3,607	4,772	100.00%	32.30%	3,855	2,678	100.00%	-30.53%	675	727	100.00%	7.70%	893	683	100.00%	-23.52%
Spouse	5,469	5,149	26.06%	-5.85%	2,949	2,382	21.86%	-19.23%	1,823	2,307	48.34%	26.55%	403	93	3.47%	-76.92%	60	238	32.74%	296.67%	234	129	18.89%	-44.87%
Children	3,271	2,978	15.07%	-8.96%	1,651	1,403	12.88%	-15.02%	1,166	1,361	28.52%	16.72%	194	51	1.90%	-73.71%	44	71	9.77%	61.36%	216	92	13.47%	-57.41%
Parents/Grandparents	977	680	3.44%	-30.40%	501	329	3.02%	-34.33%	292	258	5.41%	-11.64%	133	16	0.60%	-87.97%	16	63	8.67%	293.75%	35	14	2.05%</	

Visitors Profile by Country (Saipan only)

JANUARY	TOTAL				JAPAN				KOREA				CHINA/HK*				GUAM				OTHERS			
	Jan-09	Jan-10	% SHARE	% CHGE	Jan-09	Jan-10	% SHARE	% CHGE	Jan-09	Jan-10	% SHARE	% CHGE	Jan-09	Jan-10	% SHARE	% CHGE	Jan-09	Jan-10	% SHARE	% CHGE	Jan-09	Jan-10	% SHARE	% CHGE
TRAVEL PLANS	23,553	21,185	-10.05%		14,226	11,417	-19.75%		3,684	5,368	45.71%		3,877	882	-77.25%		800	2,736	242.00%		966	782	-19.05%	
Pleasure	17,967	15,939	75.24%	-11.29%	10,137	8,310	72.79%	-18.02%	3,159	4,345	80.94%	37.54%	3,788	302	34.24%	-92.03%	237	2,571	93.97%	984.81%	646	411	52.56%	-36.38%
Business	884	942	4.45%	6.56%	192	98	0.86%	-48.96%	51	71	1.32%	39.22%	18	433	40.09%	2305.56%	400	37	1.35%	-90.75%	223	303	38.75%	35.87%
Golf	2,987	3,394	16.02%	13.63%	2,522	2,177	19.07%	-13.68%	378	1,135	21.14%	200.26%	11	36	4.08%	227.27%	34	7	0.26%	-79.41%	42	39	4.99%	-7.14%
Dive	2,329	2,136	10.08%	-8.29%	2,135	1,914	16.76%	-10.35%	74	137	2.55%	85.14%	22	14	1.59%	-36.36%	5	18	0.66%	260.00%	93	53	6.78%	-43.01%
Convention	49	64	0.30%	30.61%	11	6	0.05%	-45.45%	21	14	0.26%	-33.33%	2	23	2.61%	1050.00%	7	0	0.00%	-100.00%	8	21	2.69%	162.50%
Company Trip	1,806	1,290	6.09%	-28.57%	1,649	1,077	9.43%	-34.69%	64	77	1.43%	20.31%	5	18	2.04%	-64.71%	21	94	3.44%	347.62%	21	24	3.07%	14.29%
Honeymoon	381	438	2.07%	14.96%	128	105	0.92%	-17.97%	215	273	5.09%	26.98%	27	4	0.45%	-85.19%	1	54	1.97%	5300.00%	10	2	0.26%	-80.00%
Get Married	122	115	0.54%	-5.74%	115	106	0.93%	-7.83%	3	4	0.07%	33.33%	4	2	0.23%	-50.00%	0	2	0.07%	-----	0	1	0.13%	-----
Memorial Service	77	49	0.23%	-36.36%	29	23	0.20%	-20.69%	3	1	0.02%	-66.67%	8	22	2.49%	175.00%	29	0	0.00%	-100.00%	8	3	0.38%	-62.50%
Visit Friends	554	502	2.37%	-9.39%	157	138	1.21%	-12.10%	95	93	1.73%	-2.11%	14	169	19.16%	1107.14%	151	5	0.18%	-96.69%	137	97	12.40%	-29.20%
Sports	511	216	1.02%	-57.73%	407	86	0.75%	-78.87%	70	88	1.64%	25.71%	4	35	3.97%	775.00%	23	1	0.04%	-95.65%	7	6	0.77%	-14.29%
Other	483	412	1.94%	-14.70%	252	160	1.40%	-36.51%	115	134	2.50%	16.52%	8	67	7.60%	737.50%	51	6	0.22%	-88.24%	57	45	5.75%	-21.05%
Not Stated	1,783	1,636	7.72%	-8.24%	775	807	7.07%	4.13%	183	255	4.75%	39.34%	414	190	21.54%	-54.11%	206	247	9.03%	19.90%	205	137	17.52%	-33.17%
TRAVEL MOTIVATION	23,097	20,806	-9.92%		13,856	11,260	-18.74%		3,728	5,274	41.47%		3,840	791	-79.40%		743	2,724	266.62%		930	757	-18.60%	
Newspaper	276	238	1.14%	-13.77%	169	133	1.18%	-21.30%	38	80	1.52%	110.53%	52	4	0.51%	-92.31%	2	17	0.62%	750.00%	15	4	0.53%	-73.33%
Magazine	1,013	368	1.77%	-63.67%	392	283	2.51%	-27.81%	33	32	0.61%	-3.03%	563	2	0.25%	-99.64%	1	40	1.47%	3900.00%	24	11	1.45%	-54.17%
Travel Agent	8,400	7,608	36.57%	-9.43%	3,431	2,557	22.71%	-25.47%	1,823	2,575	48.82%	41.25%	2,882	21	2.65%	-99.27%	17	2,340	85.90%	13664.71%	247	115	15.19%	-53.44%
Climate	4,180	3,453	16.60%	-17.39%	3,671	2,902	25.77%	-20.95%	279	435	8.25%	59.91%	88	5	0.63%	-94.32%	5	62	2.28%	1140.00%	137	49	6.47%	-64.23%
Price	2,333	1,900	9.13%	-18.56%	2,252	1,823	16.19%	-19.05%	28	42	0.80%	50.00%	4	10	1.26%	150.00%	14	11	0.40%	-21.43%	35	14	1.85%	-60.00%
Short	3,222	2,568	12.34%	-20.30%	2,899	2,248	19.96%	-22.46%	235	249	4.72%	5.96%	16	32	4.05%	100.00%	29	11	0.40%	-62.07%	43	28	3.70%	-34.88%
Reading	80	304	1.46%	280.00%	46	35	0.31%	-23.91%	20	258	4.89%	1190.00%	0	1	0.13%	-----	2	1	0.04%	-50.00%	12	9	1.19%	-25.00%
Flyer	919	665	3.20%	-27.64%	762	476	4.23%	-37.53%	136	177	3.36%	30.15%	6	3	0.38%	-50.00%	2	1	0.04%	-50.00%	13	8	1.06%	-38.46%
Friends / Relatives	3,304	3,147	15.13%	-4.75%	2,282	2,096	18.61%	-8.15%	429	573	10.86%	33.57%	83	226	28.57%	172.29%	239	76	2.79%	-68.20%	271	176	23.25%	-35.06%
TV / Radio	133	115	0.55%	-13.53%	88	62	0.55%	-29.55%	27	39	0.74%	44.44%	7	4	0.51%	-42.86%	2	4	0.15%	100.00%	9	6	0.79%	-33.33%
Prior Trip	3,619	3,405	16.37%	-5.91%	2,984	2,725	24.20%	-8.68%	427	514	9.75%	20.37%	12	90	11.38%	650.00%	110	6	0.22%	-94.55%	86	70	9.25%	-18.60%
Other	2,327	2,246	10.79%	-3.48%	1,303	923	8.20%	-29.16%	290	461	8.74%	58.97%	93	439	55.50%	372.04%	393	85	3.12%	-78.37%	248	338	44.65%	36.29%
Web	2,605	2,555	12.28%	-1.92%	1,660	1,488	13.21%	-10.36%	689	817	15.49%	18.58%	139	29	3.67%	-79.14%	20	148	5.43%	640.00%	97	73	9.64%	-24.74%
Not Stated	2,238	2,015	9.68%	-10.00%	1,145	964	8.56%	-15.81%	139	349	6.62%	151.08%	451	281	35.52%	-37.69%	263	259	9.51%	-1.52%	241	162	21.40%	-32.78%
OCCUPATION	25,336	22,821	100.00%	-9.93%	15,001	12,224	100.00%	-18.51%	3,867	5,623	100.00%	45.41%	4,291	1,072	100.00%	-75.02%	1,066	2,983	100.00%	196.52%	1,171	919	100.00%	-21.52%
Leg & Manager	2,776	2,477	10.85%	-10.77%	2,284	1,938	15.85%	-15.15%	124	299	5.32%	141.13%	100	122	11.38%	22.00%	120	29	0.97%	-75.83%	148	89	9.68%	-39.86%
Professional	4,843	4,578	20.06%	-5.47%	1,105	835	6.83%	-24.43%	900	1,255	22.32%	39.44%	2,315	209	19.50%	-90.97%	183	2,029	68.02%	1008.74%	340	250	27.20%	-26.47%
Technicians	1,232	1,079	4.73%	-12.42%	739	508	4.16%	-31.26%	279	379	6.74%	35.84%	86	67	6.25%	-22.09%	81	87	2.92%	7.41%	47	38	4.13%	-19.15%
Clerk	6,810	5,817	25.49%	-14.58%	4,905	4,180	34.20%	-14.78%	957	1,254	22.30%	31.03%	867	28	2.61%	-96.77%	28	331	11.10%	1082.14%	53	24	2.61%	-54.72%
Service	2,113	1,999	8.76%	-5.40%	1,661	1,216	9.95%	-26.79%	363	713	12.68%	96.42%	26	23	2.15%	-11.54%	26	26	0.87%	0.00%	37	21	2.29%	-43.24%
Skilled	164	159	0.70%	-3.05%	147	130	1.06%	-11.56%	8	23	0.41%	187.50%	3	0	0.00%	-100.00%	1	1	0.03%	0.00%	5	5	0.54%	0.00%
Craftsman	56	28	0.12%	-50.00%	10	3	0.02%	-70.00%	10	6	0.11%	-40.00%	20	13	1.21%	-35.00%	10	0	0.00%	-100.00%	6	6	0.65%	0.00%
Plant Operator	154	117	0.51%	-24.03%	110	83	0.68%	-24.55%	33	22	0.39%	-33.33%	9	1	0.09%	-88.89%	1	9	0.30%	800.00%	1	2	0.22%	100.00%
Entry Level	110	32	0.14%	-70.91%	10	9	0.07%	-10.00%	90	8	0.14%	-91.11%	4	2	0.19%	-50.00%	3	7	0.23%	133.33%	3	6	0.65%	100.00%
Armed Forces	73	129	0.57%	76.71%	9	5	0.04%	-44.44%	11	10	0.18%	-9.09%	0	54	5.04%	-----	27	0	0.00%	-100.00%	26	60	6.53%	130.77%
Homemaker	1,047	1,105	4.84%	5.54%	667	499	4.08%	-25.19%	309	546	9.71%	76.70%	21	25	2.33%	19.05%	24	17	0.57%	-29.17%	26	18	1.96%	-30.77%
Students	1,754	1,255	5.50%	-28.45%	1,123	872	7.13%	-22.35%	220	234	4.16%	6.36%	335	29	2.71%	-91.34%	37	90	3.02%	143.24%	39	30	3.26%	-23.08%
Retirees	856	824	3.61%	-3.74%	658	539	4.41%	-18.09%	91	148	2.63%	62.64%	51	35	3.26%	-31.37%	22	48	1.61%	118.18%	34	54	5.88%	58.82%
Other	619	684	3.00%	10.50%	207	215	1.76%	3.86%	207	262	4.66%	26.57%	60	108	10.07%	80.00%	72	31	1.04%	-56.94%	73	68	7.40%	-6.85%
Not Stated	2,729	2,538	11.12%	-7.00%	1,366	1,192	9.75%	-12.74%	265	464	8.25%	75.09%	394	356	33.21%	-9.64%	371	278	9.32%	-25.07%	333	248	26.99%	-25.53%
LENGTH OF STAY (NIGHTS)	143,852	129,378	-10.06%		73,861	60,981	-17.44%		35,774	47,741	33.45%		16,690	9,185	-44.97%		2,424	2,916	20.30%		15,103	8,555	-43.36%	
Avg. Length of Stay (Nights)	3.78	3.66			3.41	3.43			4.14	4.08			3.76	6.44			1.92	0.95			7.32	6.25		



JAPAN VISITORS PROFILE

Jan-10

JANUARY	2009		2010		2009		2010		2009		2010		2009		2010		
	Male	Male							Not	Not	TOTAL	TOTAL					
AGE/SEX	Number	Number	% Chge	% Share	% Share	Female	Female	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	% Share
Under 10	0	2	----	0.00%	0.02%	1	2	100.00%	0.01%	0.02%	0	0	1	4	300.00%	0.00%	0.02%
Under 13	1,134	930	-17.99%	9.85%	9.72%	1,015	889	-12.41%	9.99%	10.87%	1	3	2,150	1,822	-15.26%	9.92%	10.26%
10-17	0	0	----	0.00%	0.00%	0	1	----	0.00%	0.01%	0	0	0	1	----	0.00%	0.01%
13-15	119	118	-0.84%	1.03%	1.23%	122	108	-11.48%	1.20%	1.32%	0	0	241	226	-6.22%	1.11%	1.27%
16-19	170	144	-15.29%	1.48%	1.50%	157	124	-21.02%	1.55%	1.52%	0	0	327	268	-18.04%	1.51%	1.51%
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
20-24	730	613	-16.03%	6.34%	6.41%	1,556	1,198	-23.01%	15.32%	14.64%	0	0	2,286	1,811	-20.78%	10.55%	10.20%
25-29	1,033	857	-17.04%	8.97%	8.96%	1,558	1,178	-24.39%	15.34%	14.40%	0	0	2,591	2,035	-21.46%	11.96%	11.46%
30-34	1,274	1,059	-16.88%	11.07%	11.07%	1,320	1,026	-22.27%	13.00%	12.54%	0	1	2,594	2,086	-19.58%	11.97%	11.75%
35-39	1,395	1,189	-14.77%	12.12%	12.42%	1,160	958	-17.41%	11.42%	11.71%	0	0	2,555	2,147	-15.97%	11.79%	12.09%
40-44	1,246	999	-19.82%	10.82%	10.44%	817	665	-18.60%	8.04%	8.13%	0	0	2,063	1,664	-19.34%	9.52%	9.37%
45-49	927	818	-11.76%	8.05%	8.55%	511	420	-17.81%	5.03%	5.13%	0	0	1,438	1,238	-13.91%	6.64%	6.97%
50-54	773	586	-24.19%	6.72%	6.12%	484	408	-15.70%	4.77%	4.99%	0	0	1,257	994	-20.92%	5.80%	5.60%
55-59	826	657	-20.46%	7.18%	6.87%	496	390	-21.37%	4.88%	4.77%	0	0	1,322	1,047	-20.80%	6.10%	5.90%
60 and Over	1,878	1,595	-15.07%	16.31%	16.67%	958	810	-15.45%	9.43%	9.90%	0	1	2,836	2,406	-15.16%	13.09%	13.55%
Not Stated	6	3	-50.00%	0.05%	0.03%	2	4	100.00%	0.02%	0.05%	0	3	8	10	25.00%	0.04%	0.06%
Total	11,511	9,570	-16.86%	100.00%	100.00%	10,157	8,181	-19.45%	100.00%	100.00%	1	8	21,669	17,759	-18.04%	100.00%	100.00%

FREQUENCY OF VISIT	2009		2010		2009		2010		TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share	Number	% Share				
First Visit	7,295	5,249	-28.05%	48.63%	42.94%	Spouse	2,382	21.86%			
Revisit	6,371	5,793	-9.07%	42.47%	47.39%	Children	1,403	12.88%			
Not Stated	1,335	1,182	-11.46%	8.90%	9.67%	Parents/Grandparents	329	3.02%			
						Other Family Members	500	4.59%			
						Business Associates	2,034	18.67%			
						Friends	4,953	45.46%			
						Tour Group	713	6.54%			
						Alone	680	6.24%			
						# of respondents	10,896				

TRAVEL PLANS	2009		2010		2009		2010		TRAVEL MOTIVATION	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Pleasure	10,137	8,310	-18.02%	69.47%	71.04%	Internet	1,660	1,488	-10.36%	11.54%	12.98%		
Business	192	98	-48.96%	1.32%	0.84%	Newspaper	169	133	-21.30%	1.17%	1.16%		
Golf	2,522	2,177	-13.68%	17.28%	18.61%	Magazines	392	283	-27.81%	2.73%	2.47%		
Diving	2,135	1,914	-10.35%	14.63%	16.36%	Travel Agents	3,431	2,557	-25.47%	23.85%	22.31%		
Attend Conf & Conv	11	6	-45.45%	0.08%	0.05%	Climate	3,671	2,902	-20.95%	25.52%	25.32%		
Company Trip	1,649	1,077	-34.69%	11.30%	9.21%	Price	2,252	1,823	-19.05%	15.66%	15.90%		
Honeymoon	128	105	-17.97%	0.88%	0.90%	Short flight Time	2,899	2,248	-22.46%	20.15%	19.61%		
Getting Married	115	106	-7.83%	0.79%	0.91%	General Reading	46	35	-23.91%	0.32%	0.31%		
Memorial Service	29	23	-20.69%	0.20%	0.20%	Flyer/Poster	762	476	-37.53%	5.30%	4.15%		
VFR	157	138	-12.10%	1.08%	1.18%	Friends/Relatives	2,282	2,096	-8.15%	15.86%	18.28%		
Attend Sport Events	407	86	-78.87%	2.79%	0.74%	TV/Radio	88	62	-29.55%	0.61%	0.54%		
Others	252	160	-36.51%	1.73%	1.37%	Previous Trip	2,984	2,725	-8.68%	20.75%	23.77%		
						Others	1,303	923	-29.16%	9.06%	8.05%		

OCCUPATION	2009		2010		2009		2010		Entry Level	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Legislators, and managers	2,284	1,938	-15.15%	15.23%	15.85%	Armed Forces	10	9	-10.00%	0.07%	0.07%		
Professional	1,105	835	-24.43%	7.37%	6.83%	Homemakers	667	499	-25.19%	4.45%	4.08%		
Technicians	739	508	-31.26%	4.93%	4.16%	Students	1,123	872	-22.35%	7.49%	7.13%		
Clerk	4,905	4,180	-14.78%	32.70%	34.20%	Retirees	658	539	-18.09%	4.39%	4.41%		
Service Workers	1,661	1,216	-26.79%	11.07%	9.95%	Others	207	215	3.86%	1.38%	1.76%		
Skilled Workers	147	130	-11.56%	0.98%	1.06%	Not Stated	1,366	1,192	-12.74%	9.11%	9.75%		
Craft and related trades worker	10	3	-70.00%	0.07%	0.02%								
Operators and Assemblers	110	83	-24.55%	0.73%	0.68%								



KOREA VISITORS PROFILE

Jan-10

JANUARY AGE/SEX	2009		2010		2009		2010		2009		2010		2009		2010		2009		2010	
	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	4	72	1700.00%	0.10%	1.21%	1	56	-----	0.02%	0.98%	0	0	5	128	2460.00%	0.06%	1.09%			
Under 13	873	1,073	22.91%	20.76%	18.01%	806	960	19.11%	18.27%	16.74%	5	4	1,684	2,037	20.96%	19.49%	17.41%			
10-17	0	6	-----	0.00%	0.10%	0	9	-----	0.00%	0.16%	0	0	0	15	-----	0.00%	0.13%			
13-15	135	182	34.81%	3.21%	3.06%	103	180	74.76%	2.33%	3.14%	0	1	238	363	52.52%	2.75%	3.10%			
16-19	96	120	25.00%	2.28%	2.01%	113	127	12.39%	2.56%	2.21%	0	0	209	247	18.18%	2.42%	2.11%			
18-19	1	6	-----	0.02%	0.10%	1	7	-----	0.02%	0.12%	0	0	2	13	-----	0.02%	0.11%			
20-24	79	104	31.65%	1.88%	1.75%	161	140	-13.04%	3.65%	2.44%	0	0	240	244	1.67%	2.78%	2.09%			
25-29	277	315	13.72%	6.59%	5.29%	609	557	-8.54%	13.80%	9.71%	1	0	887	872	-1.69%	10.27%	7.45%			
30-34	595	619	4.03%	14.15%	10.39%	710	762	7.32%	16.09%	13.28%	0	0	1,305	1,381	5.82%	15.11%	11.80%			
35-39	660	842	27.58%	15.69%	14.13%	660	895	35.61%	14.96%	15.60%	1	0	1,321	1,737	31.49%	15.29%	14.85%			
40-44	518	851	64.29%	12.32%	14.29%	363	644	77.41%	8.23%	11.23%	0	1	881	1,496	69.81%	10.20%	12.79%			
45-49	328	564	71.95%	7.80%	9.47%	205	375	82.93%	4.65%	6.54%	0	0	533	939	76.17%	6.17%	8.03%			
50-54	203	439	116.26%	4.83%	7.37%	197	359	82.23%	4.47%	6.26%	1	0	401	798	99.00%	4.64%	6.82%			
55-59	138	302	118.84%	3.28%	5.07%	150	250	66.67%	3.40%	4.36%	0	0	288	552	91.67%	3.33%	4.72%			
60 and Over	290	450	55.17%	6.89%	7.55%	319	410	28.53%	7.23%	7.15%	1	0	610	860	40.98%	7.06%	7.35%			
Not Stated	9	12	33.33%	0.21%	0.20%	14	5	-64.29%	0.32%	0.09%	12	1	35	18	-48.57%	0.41%	0.15%			
Total	4,206	5,957	41.63%	100.00%	100.00%	4,412	5,736	30.01%	100.00%	100.00%	21	7	8,639	11,700	35.43%	100.00%	100.00%			

FREQUENCY OF VISIT	2009		2010		2009		2010		TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share	Number	% Share				
First Visit	2,694	3,685	36.79%	69.67%	65.53%	Spouse	2,307	48.34%			
Revisit	976	1,466	50.20%	25.24%	26.07%	Children	1,361	28.52%			
Not Stated	197	472	139.59%	5.09%	8.39%	Parents/Grandparents	258	5.41%			
						Other Family Members	387	8.11%			
						Business Associates	736	15.42%			
						Friends	913	19.13%			
						Tour Group	542	11.36%			
						Alone	263	5.51%			
						# of respondents	4,772				

TRAVEL PLANS	2009		2010		2009		2010		TRAVEL MOTIVATION	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Pleasure	10,137	8,310	-18.02%	293.15%	163.07%	Internet	689	817	18.58%	21.20%	16.80%		
Business	192	98	-48.96%	5.55%	1.92%	Newspaper	38	80	110.53%	1.17%	1.65%		
Golf	2,522	2,177	-13.68%	72.93%	42.72%	Magazines	33	32	-3.03%	1.02%	0.66%		
Diving	2,135	1,914	-10.35%	61.74%	37.56%	Travel Agents	1,823	2,575	41.25%	56.09%	52.96%		
Attend Conf & Conv	11	6	-45.45%	0.32%	0.12%	Climate	279	435	55.91%	8.58%	8.95%		
Company Trip	1,649	1,077	-34.69%	47.69%	21.13%	Price	28	42	50.00%	0.86%	0.86%		
Honeymoon	128	105	-17.97%	3.70%	2.06%	Short flight Time	235	249	5.96%	7.23%	5.12%		
Getting Married	115	106	-7.83%	3.33%	2.08%	General Reading	20	258	1190%	0.62%	5.31%		
Memorial Service	29	23	-20.69%	0.84%	0.45%	Flyer/Poster	136	177	30.15%	4.18%	3.64%		
VFR	157	138	-12.10%	4.54%	2.71%	Friends/Relatives	429	573	33.57%	13.20%	11.79%		
Attend Sport Events	407	86	-78.87%	11.77%	1.69%	TV/Radio	27	39	44.44%	0.83%	0.80%		
Others	252	160	-36.51%	7.29%	3.14%	Previous Trip	427	514	20.37%	13.14%	10.57%		
						Others	290	461	58.97%	8.92%	9.48%		

OCCUPATION	2009		2010		2009		2010		OCCUPATION	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Legislators, and managers	124	299	141.13%	3.21%	5.32%	Entry Level	90	8	-91.11%	2.33%	0.14%		
Professional	900	1,255	39.44%	23.27%	22.32%	Armed Forces	11	10	-9.09%	0.28%	0.18%		
Technicians	279	379	35.84%	7.21%	6.74%	Homemakers	309	546	76.70%	7.99%	9.71%		
Clerk	957	1,254	31.03%	24.75%	22.30%	Students	220	234	6.36%	5.69%	4.16%		
Service Workers	363	713	96.42%	9.39%	12.68%	Retirees	91	148	62.64%	2.35%	2.63%		
Skilled Workers	8	23	187.50%	0.21%	0.41%	Others	207	262	26.57%	5.35%	4.66%		
Craft and related trades worker	10	6	-40.00%	0.26%	0.11%	Not Stated	265	464	75.09%	6.85%	8.25%		
Operators and Assemblers	33	22	-33.33%	0.85%	0.39%								

