

Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

Fiscal Year 2011	- 2012		
TOTAL TO DATE:	2011 119,273	2012 125,649	% Change 5.35%
October	25,784	24,693	-4.23%
November	27,179	29,275	7.71%
December	31,572	33,418	5.85%
January	34,738	38,263	10.15%
February	33,659		
March	30,376		
April	21,629		
May	23,451		
June	23,604		
July	27,203		
August	33,503		
September	25,408		
YEAR TOTAL:	338,106	125,649	

Calendar Year 20	11 - 2012		
	2011	2012	% Change
TOTAL TO DATE:	34,738	38,263	10.15%
January	34,738	38,263	10.15%
February	33,659		
March	30,376		
April	21,629		
May	23,451		
June	23,604		
July	27,203		
August	33,503		
September	25,408		
October	24,693		
November	29,275		
December	33,418		
YEAR TOTAL:	340,957	38,263	

r Revised

MONTHLY VISI	TOR ARRIV	ALS BY CO	UNTRY O	F RESIDEN	ICE				
		- JAPAN -			~ KOREA ~	•		~ CHINA	~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	52,651	46,784	-11%	42,279	43,372	3%	12,961	24,438	89%
October	11,279	8,696	-23%	8,681	7,880	-9%	3,143	5,134	63%
November	11,447	9,527	-17%	10,428	11,389	9%	2,316	5,936	156%
December	14,279	13,094	-8%	10,485	11,345	8%	3,584	5,708	59%
January	15,646	15,467	-1%	12,685	12,758	1%	3,918 r	7,660	96%
February	17,450			10,133	•		3,923	·	
March	17,214			7,072			2,635		
April	7,696			6,349			2,754		
May	7,567			7,303			5,017		
June	8,645			7,064			4,535		
July	10,151			8,997			4,989		
August	15,388			10,540			5,118		
September	11,872			6,746			4,519		
Year Total	148,634	46,784		106,483	43,372		46,451	24,438	
7 3 3 7 3 7 3 7 3 7 3 7 3 7 3 7 3 7 3 7		~ GUAM ~			ITED STA	TES ~		PHILIPPIN	FS ~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
			_			_			_
TOTAL TO DATE	5,243	4,964	-5%	3,011	2,565	-15%	186	178	-4%
October	1,225	1,250	2%	762	864	13%	43	54	26%
November	1,402	1,336	-5%	993	476	-52%	55	50	-9%
December	1,540	1,402	-9%	771	788	2%	48	47	-2%
January	1,076	976	-9%	485	437	-10%	40	27	-33%
February	987			538			44		
March	1,307			1,137			35		
April	1,533			842			63		
May	1,386			1,209			43		
June	1,363			583			45		
July	1,476			577			30		
August	1,117			486 r			53		
September	1,217			545			40		
Year Total	15,629	4,964		8,928	2,565		539	178	
	~	RUSSIA ~		~	HONG KON	G ~	~ 0	THER ARE	AS ~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	1,813	2,084	15%	155	294	90%	974	970	0%
October	367	485	32%	64	108	69%	220	222	1%
November	288	240	-17%	30	49	63%	220	272	24%
December	559	673	20%	33	94	185%	273	267	-2%
January	599	686	15%	28	43	54%	261	209	-20%
February	376	300	-0.0	39		2.70	169		_3,0
March	650			72			254		
April	283			61			2,048		
May	324			366			236		
June	558			594			217		
July	450			341			192		
· ·	422			164			215		
August September	216			89			164		
Year Total	5,092	2,084		1,881	294		4,469	970	
r Devised	3,032	2,007		1,001	274		7,707	710	

r Revised

VISITO	R ARRIVALS TO <u>SAIPAN</u> - JA	ANUARY 2012		
ARRIVALS	BY MODE OF TRANSPORTATION	<u>Jan-11</u>	<u>Jan-12</u>	% CHANGE
Air Arrival	s	34,019	37,597	11%
Sea Arriva		310	374	21%
TOTAL A	RRIVALS	34,329	37,971	11%
AIR ARRIV	ALS BY COUNTRY OF RESIDENCE			
JAPAN		15,048	14,889	-1%
	Kanto (Tokyo)	9,524	9,999	5%
	Kinki (Osaka)	2,650	2,174	-18%
	Tokai (Nagoya)	807	735	-9%
	Tohoku (Sendai)	949	961	1%
	Kyushu (Fukuoka)	115	130	13%
	Hokkaido (Sapporo)	290	227	-22%
	Chugoku (Hiroshima)	153	148	-3%
	Shikoku	125	110	-12%
	Okinawa	12	8	-33%
	Others	14	20	43%
	Not Specified	409	377	-8%
KOREA		12,684	12,752	1%
	Seoul	6,380	5,971	-6%
	Pusan	1,188	1,392	17%
	Taegu	448	449	0%
	Inchon	109	542	397%
	Others	4,026	3,975	-1%
	Not Specified	533	423	-21%
CHINA		3,918 ^r	7,660	96%
GUAM		984	909	-8%
UNITED S	TATES	470	429	-9%
PHILIPPIN	IES	39	27	-31%
RUSSIA		594	686	15%
HONG KO	NG	28 r	42	50%
OTHER		254 r	203	-20%
ARRIVAL	S BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO	DATE	117,408	124,364	6%
October		25,485	24,343	-4%
November		26,690	28,964	9%
December		30,904	33,086	7%
January		34,329	37,971	11%
February		33,367		
March		30,091		
April		21,359		
May		23,086		
June		23,200		
July August		26,839 32,838		
September		24,998		
YEAR TOTA		333,186	124,364	
/LAK TOTA		333,100	124,304	

Source: CNMI Customs Declaration Form

^rRevised

Sea Arrivals : Jan-12

Military Shp: N/A

Cruise Ship: M/S Nippon Maru: 374 pax (Jan. 03)

ISITOR ARRIVALS TO <u>ROTA</u> - JANUARY 2012 Jan-11 Jan-12 % CHANGE													
	<u>Jan-11</u>	<u>Jan-12</u>	% CHANGE										
TOTAL ARRIVALS	409	292	-29%										
ARRIVALS FROM GUAM	409	292	-29%										
JAPAN	288	204	-29%										
KOREA	1	6	500%										
CHINA	0	0											
GUAM	92	67	-27%										
UNITED STATES	15	8	-47%										
PHILIPPINES	1	0	-100%										
RUSSIA	5	0	-100%										
HONG KONG	4	1	-75%										
OTHER	3	6	100%										
INTERISLAND ARRIVALS	0	0											
JAPAN	N/A	N/A											
KOREA	N/A	N/A											
CHINA	N/A	N/A											
UNITED STATES (INCLUDING GUAM)	N/A	N/A											
PHILIPPINES	N/A	N/A											
OTHER	N/A	N/A											
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE										
TOTAL TO DATE	1,865	1,285	-31%										
October	299	350	17%										
November	489	311	-36%										
December	668	332	-50%										
January	409	292	-29%										
February	292												
March	285												
April	270												
May	365												
June	404												
July	364												
August	665												
September	410	1.00=											
YEAR TOTAL	4,920	1,285											

Source: Department of Labor and Immigration (Rota)

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

VISITOR ARRIVALS TO TIN	IAN - JANUARY	2012	
	<u>Jan-11</u>	<u>Jan-12</u>	% CHANGE
TOTAL ARRIVALS	1,956	#VALUE!	
ARRIVALS FROM GUAM	0	0	
JAPAN	N/A	N/A	
KOREA	N/A	N/A	
CHINA	N/A	N/A	
GUAM	N/A	N/A	
UNITED STATES	N/A	N/A	
PHILIPPINES	N/A	N/A	
RUSSIA	N/A	N/A	
HONG KONG	N/A	N/A	
OTHER	N/A	N/A	
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	1,956	0	-100%
JAPAN	383	N/A	
KOREA	302	N/A	
CHINA	1,174	N/A	
GUAM	13	N/A	
UNITED STATES	11	N/A	
PHILIPPINES	0	N/A	
HONG KONG	0	N/A	
SAIPAN	67	N/A	
OTHER	6	N/A	
DAY VISITORS:	0	N/A	
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	7,082	14,057	
October	1,955	5,077	160%
November	1,617	4,480 r	177%
December	1,554	4,500	190%
January	1,956	N/A	
February	2,115		
March	1,688		
April	1,486		
May	2,891		
June	3,347		
July	3,536		
August	3,653		
September	3,354		
YEAR TOTAL	29,152	14,057	

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	*			1						1/05		•		0.111		1	Ī	-			T			Page 1 of 2
JANUARY	Jan 44 I	TOTA		° 01105	Jan. 44	JAP.		° 01105	lam 44	KOR		0/ OUOF	1am 44	CHIN		° 01105	Jan 44		JAM 8/ SUADE	0/ 01105	Jan 44		HERS	0/ QUOT
MODE OF ARRIVAL	Jan-11 34,329	Jan-12 37.971	% SHARE	% CHGE	Jan-11 15.358	Jan-12 15.263	% SHARE 100.00%	% CHGE -0.62%	Jan-11 12.684	Jan-12 12.752	% SHARE	% CHGE 0.54%	Jan-11	Jan-12 7.660	% SHARE 100.00%	% CHGE 95.51%	Jan-11	Jan-12 909	% SHARE 100.00%	% CHGE -7.62%	Jan-11 1.385	Jan-12 1.387	% SHARE 100.00%	% CHGE 0.14%
Air	34,329	37,597	100.00% 99.02%	10.61% 10.52%	15,048	14.889	97.55%	-0.62% -1.06%	12,684	12,752	100.00%	0.54%	3,918 3.918	7,660	100.00%	95.51%	984	909	100.00%	-7.62% -7.62%	1,385	1,387	100.00%	0.14%
Sea	310	37,337	0.98%	10.52 /0	310	374	2.45%	20.65%	0	0	0.00%	0.5470	0,910	7,000	0.00%	95.5170	0	0	0.00%	-7.02/0	1,505	1,307	0.00%	0.147
GENDER	34.019	37.597	100.00%	10.52%	15,048	14.889	100.00%	-1.06%	12.684	12.752	100.00%	0.54%	3,918	7.660	100.00%	95.51%	984	909	100.00%	-7.62%	1.385	1.387	100.00%	0.14%
Male	17,459	19,112	50.83%	9.47%	7,742	7,881	52.93%	1.80%	6,250	6,178	48.45%	-1.15%	2,012	3,719	48.55%	84.84%	666	560	61.61%	-15.92%	789	774	55.80%	-1.90%
Female	16,552	18,458	49.09%	11.52%	7,304	7,004	47.04%	-4.11%	6,429	6,568	51.51%	2.16%	1,905	3,926	51.25%	106.09%	318	349	38.39%	9.75%	596	611	44.05%	2.52%
Not Stated	8	27	0.07%	237.50%	2	4	0.03%	100.00%	5	6	0.05%	20.00%	1	15	0.20%	1400.00%	0	0	0.00%		0	2	0.14%	
AGE GROUP (YEARS)	34,019	37,597	100.00%	10.52%	15,048	14,889	100.00%	-1.06%	12,684	12,752	100.00%	0.54%	3,918	7,660	100.00%	95.51%	984	909	100.00%	-7.62%	1,385	1,387	100.00%	0.14%
Under 10	39	25	0.07%	-35.90%	12	10	0.07%	-16.67%	24	10	0.08%	-58.33%	0	2	0.03%		3	0	0.00%	-100.00%	0	3	0.22%	
Under 13	4,892	5,482	14.58%	12.06%	1,596	1,657	11.13%	3.82%	2,695	2,700	21.17%	0.19%	385	868	11.33%	125.45%	43	45	4.95%	4.65%	173	212	15.28%	22.54%
10-17	6	5	0.01%	-16.67%	4	0	0.00%	-100.00%	1	2	0.02%	100.00%	0	1	0.01%		1	0	0.00%	-100.00%	0	2	0.14%	
13-15	794	826	2.20%	4.03%	196	198	1.33%	1.02%	479	451	3.54%	-5.85%	83	148	1.93%	78.31%	6	9	0.99%	50.00%	30	20	1.44%	-33.33%
16-19	777	910	2.42%	17.12%	330	338	2.27%	2.42%	327	363	2.85%	11.01%	74	160	2.09%	116.22%	16	21	2.31%	31.25%	30	28	2.02%	-6.67%
18-19	6	2	0.01%	-66.67%	1	1	0.01%	0.00%	3	1	0.01%	-66.67%	0	0	0.00%		2	0	0.00%	-100.00%	0	0	0.00%	
20-24	2,256	2,163	5.75%	-4.12%	1,698	1,380	9.27%	-18.73%	267	298	2.34%	11.61%	190	402	5.25%	111.58%	55	27	2.97%	-50.91%	46	56	4.04%	21.74%
25-29	3,273	3,481	9.26%	6.36%	1,767	1,576	10.58%	-10.81%	722	596	4.67%	-17.45%	611	1,148	14.99%	87.89%	81	54	5.94%	-33.33%	92	107	7.71%	16.30%
30-34	3,892	4,405	11.72%	13.18%	1,618	1,578	10.60%	-2.47%	1,479	1,511	11.85%	2.16%	579	1,082	14.13%	86.87%	80	91	10.01%	13.75%	136	143	10.31%	5.15%
35-39	4,428	4,706	12.52%	6.28%	1,697	1,672	11.23%	-1.47%	1,906	1,689	13.24%	-11.39%	571	1,112	14.52%	94.75%	109	93	10.23%	-14.68%	145	140	10.09%	-3.45%
40-44	4,170	4,715	12.54%	13.07%	1,473	1,642	11.03%	11.47%	1,845	1,798	14.10%	-2.55%	534	1,005	13.12%	88.20%	133	128	14.08%	-3.76%	185	142	10.24%	-23.249
45-49	2,514	2,835	7.54%	12.77%	1,019	1,098	7.37%	7.75%	862	852	6.68%	-1.16%	382	636	8.30%	66.49%	125	118	12.98%	-5.60%	126	131	9.44%	3.97%
50-54	1,852	2,180	5.80%	17.71%	778	884	5.94%	13.62%	626	691	5.42%	10.38%	211	366	4.78%	73.46%	109	106	11.66%	-2.75%	128	133	9.59%	3.91%
55-59	1,599	1,809	4.81%	13.13%	770	734	4.93%	-4.68%	472	576	4.52%	22.03%	126	299	3.90%	137.30%	96	94	10.34%	-2.08%	135	106	7.64%	-21.48%
60 & Over	3,512	4,034	10.73%	14.86%	2,085	2,120	14.24%	1.68%	972	1,208	9.47%	24.28%	171	420	5.48%	145.61%	125	123	13.53%	-1.60%	159	163	11.75%	2.52%
Not Stated	9	19	0.05%	111.11%	4	1	0.01%	-75.00%	4	6	0.05%	50.00%	1	11	0.14%	1000.00%	0	0	0.00%		0	1	0.07%	
PURPOSE OF VISIT	19,378	21,316	100.00%	10.00%	10,323	9,967	100.00%	-3.45%	5,606	5,492	100.00%	-2.03%	1,804	4,269	100.00%	136.64%	780	754	100.00%	-3.33%	865		100.00%	-3.58%
Pleasure	18,254 853	20,238	94.94%	10.87%	10,226	9,872	99.05%	-3.46%	5,404	5,313	96.74%	-1.68%	1,770	4,239	99.30%	139.49%	294 428	270	35.81%	-8.16%	560	544	65.23%	-2.86%
Business Other	271	836 242	3.92% 1.14%	-1.99% -10.70%	56 41	67 28	0.67% 0.28%	19.64% -31.71%	113	69 110	1.26% 2.00%	-22.47% -2.65%	11	20 10	0.47% 0.23%	-13.04% -9.09%	428 58	432 52	57.29% 6.90%	0.93% -10.34%	257	248 42	29.74% 5.04%	-3.50% -12.50%
FREQUENCY OF VISIT	19,378	21.356	100.19%	10.70%	10,323	9.967	100.00%	-3.45%	5,606	5,492	100.00%	-2.03%	1,804	4.269	100.00%	136.64%	780	794	105.31%	1.79%	865	834	100.00%	-3.58%
First Visit	10,343	12,195	57.21%	17.91%	4,695	4,324	43.38%	-7.90%	3,702	3,573	65.06%	-3.48%	1,505	3,889	91.10%	158.41%	60	55	7.29%	-8.33%	381	354	42.45%	-7.09%
Revisit	6,850	7,153	33.56%	4.42%	4,578	4,704	47.20%	2.75%	1,275	1406	25.60%	10.27%	68	153	3.58%	125.00%	581	551	73.08%	-5.16%	348	339	40.65%	-2.59%
Not Stated	2.185	2.008	9.42%	-8.10%	1.050	939	9.42%	-10.57%	629	513	9.34%	-18.44%	231	227	5.32%	-1.73%	139	188	24.93%	35.25%	136	141	16.91%	3.689
TRAVEL ARRANGEMENT	19,378	21,316	100.00%	10.00%	10,323	9,967	100.00%	-3.45%	5,606	5,492	100.00%	-2.03%	1,804	4,269	100.00%	136.64%	780	754	100.00%	-3.33%	865	834	100.00%	-3.58%
Individual Arranged	3,626	3,963	18.59%	9.29%	1,347	1386	13.91%	2.90%	1,361	1504	27.39%	10.51%	125	325	7.61%	160.00%	407	359	47.61%	-11.79%	386	389	46.64%	0.789
Packaged Tour	9,980	10,286	48.25%	3.07%	5.790	5,979	59.99%	3.26%	2,892	2,796	50.91%	-3.32%	1177	1,386	32.47%	17.76%	13	10	1.33%	-23.08%	108	115	13.79%	6.489
Business Trip	1,776	1,605	7.53%	-9.63%	1,059	855	8.58%	-19.26%	265	336	6.12%	26.79%	70	83	1.94%	18.57%	212	198	26.26%	-6.60%	170	133	15.95%	-21.76%
Group Tour	2,325	3,856	18.09%	65.85%	1,312	1077	10.81%	-17.91%	699	518	9.43%	-25.89%	275	2,242	52.52%	715.27%	0	5	0.66%		39	14	1.68%	-64.10%
Other	180	209	0.98%	16.11%	29	43	0.43%	48.28%	105	108	1.97%	2.86%	5	14	0.33%	180.00%	21	19	2.52%	-9.52%	20	25	3.00%	25.00%
Not Stated	1,491	1,397	6.55%	-6.30%	786	627	6.29%	-20.23%	284	230	4.19%	-19.01%	152	219	5.13%	44.08%	127	163	21.62%	28.35%	142	158	18.94%	11.279
TRAVEL COMPANION	17,081	19,224		12.55%	9,154	8,956		-2.16%	5,173	5,142		-0.60%	1,579	3,997		153.13%	518	510		-1.54%	657	619		-5.78%
Spouse	5,116	5,704	29.67%	11.49%	1,912	2,086	23.29%	9.10%	2,549	2,661	51.75%	4.39%	468	774	19.36%	65.38%	54	39	7.65%	-27.78%	133	144	23.26%	8.27%
Children	3,371	3,795	19.74%	12.58%	1,189	1,288	14.38%	8.33%	1,774	1,898	36.91%	6.99%	267	455	11.38%	70.41%	26	29	5.69%	11.54%	115	125	20.19%	8.70%
Parents/Grandparents	787	901	4.69%	14.49%	315	340	3.80%	7.94%	351	406	7.90%	15.67%	90	125	3.13%	38.89%	13	7	1.37%	-46.15%	18	23	3.72%	27.789
Other Family Members/relatives	1,001	1,064	5.53%	6.29%	421	405	4.52%	-3.80%	415	462	8.98%	11.33%	79	119	2.98%	50.63%	19	22	4.31%	15.79%	67	56	9.05%	-16.429
Business Associates	2,614	2,629	13.68%	0.57%	1,587	1,558	17.40%	-1.83%	587	663	12.89%	12.95%	227	217	5.43%	-4.41%	98	98	19.22%	0.00%	115	93	15.02%	-19.139
Friends	5,357	5,013	26.08%	-6.42%	4,183	3,876	43.28%	-7.34%	860	802	15.60%	-6.74%	157	203	5.08%	29.30%	54	39	7.65%	-27.78%	103	93	15.02%	-9.719
Tour Group	2,009	3,696	19.23%	83.97%	781	677	7.56%	-13.32%	628	430	8.36%	-31.53%	576	2,572	64.35%	346.53%	2	2	0.39%	0.00%	22	15	2.42%	-31.829
Alone	1,320	1,366	7.11%	3.48%	516	561	6.26%	8.72%	256	243	4.73%	-5.08%	570	90	2.25%	52.54%	283	295	57.84%	4.24%	206	177	28.59%	-14.08%
	2,129	1,958	10.19%	-8.03%	1,127	941	10.51%	-16.50%	372	327	6.36%	-12.10%	221	250	6.25%	13.12%	203	295	46.47%	12.86%	199	203	32.79%	2.019
Not Stated								- 10.50%	3/2	32/	0.30%	-12.10%	221	∠50	0.25%	13.12%	210	23/	40.47%	14.66%	199			

		тоти	A1			JAPA				KOR		1		CHIN	Δ			GU	ΔM			OTH	ERS	Page 2 of 2
JANUARY	Jan-11	Jan-12	% SHARE	% CHGE	Jan-11	Jan-12	% SHARE	% CHGE	Jan-11	Jan-12	% SHARE	% CHGE	Jan-11	Jan-12	% SHARE	% CHGE	Jan-11	Jan-12	% SHARE	% CHGE	Jan-11	Jan-12	% SHARE	% CHGI
TRAVEL PLANS	18,030	20,153		11.77%	9,605	9,414		-1.99%	5,339	5,301		-0.71%	1,680	4,130		145.83%	665	596		-10.38%	741	712		-3.91%
Pleasure	13,782	16,265	80.71%	18.02%	7,026	6,998	74.34%	-0.40%	4,566	4,629	87.32%	1.38%	1,551	4,029	97.55%	159.77%	199	163	27.35%	-18.09%	440	446	62.64%	1.36%
Business	740	698	3.46%	-5.68%	95	91	0.97%	-4.21%	49	35	0.66%	-28.57%	25	15	0.36%	-40.00%	352	345	57.89%	-1.99%	219	212	29.78%	-3.20%
Golf	2,693	2,680	13.30%	-0.48%	1,733	1,695	18.01%	-2.19%	872	916	17.28%	5.05%	42	27	0.65%	-35.71%	16	12	2.01%	-25.00%	30	30	4.21%	0.00%
Dive	1,636	1,861	9.23%	13.75%	1,382	1,536	16.32%	11.14%	106	159	3.00%	50.00%	66	109	2.64%	65.15%	11	9	1.51%	-18.18%	71	48	6.74%	-32.39%
Convention	90	35	0.17%	-61.11%	9	7	0.07%	-22.22%	10	12	0.23%	20.00%	23	6	0.15%	-73.91%	18	7	1.17%	-61.11%	30	3	0.42%	-90.00%
Company Trip	1,051	837	4.15%	-20.36%	929	688	7.31%	-25.94%	30	63	1.19%	110.00%	57	44	1.07%	-22.81%	10	21	3.52%	10.53%	16	21	2.95%	31.25%
Honeymoon	409	336	1.67%	-17.85%	92	87	0.92%	-5.43%	245	166	3.13%	-32.24%	67	79	1.91%	17.91%	2	1	0.17%	-50.00%	3	3	0.42%	0.00%
Get Married	87	67	0.33%	-22.99%	92	60	0.64%	-29.41%	243	100	0.02%		0/	4	0.10%	17.5170	1	'	0.17%	0.00%	1	1	0.14%	0.00%
					00				0			0.000/	4			200 000/	20	10			10	2		
Memorial Service	125	117	0.58%	-6.40%	92	93	0.99%	1.09%	2	2	0.04%	0.00%	1	3	0.07%	200.00%	20	16	2.68%	-20.00%	10	3	0.42%	-70.00%
Visit Friends	397	409	2.03%	3.02%	107	96	1.02%	-10.28%	87	94	1.77%	8.05%	12	28	0.68%	133.33%	110	101	16.95%	-8.18%	81	90	12.64%	11.11%
Sports	175	177	0.88%	1.14%	81	97	1.03%	19.75%	80	67	1.26%	-16.25%	2	5	0.12%	150.00%	4	5	0.84%	25.00%	8	3	0.42%	-62.50%
Other	406	381	1.89%	-6.16%	216	194	2.06%	-10.19%	110	102	1.92%	-7.27%	18	23	0.56%	27.78%	25	29	4.87%	16.00%	37	33	4.63%	-10.81%
Not Stated TRAVEL MOTIVATION	1,348 17,699	1,163 19,864	5.77%	-13.72% 12.23%	718 9,404	9,272	5.87%	-22.98% -1.40%	267 5,331	191 5,252	3.60%	-28.46% -1.48%	124 1,660	139 4,082	3.37%	12.10% 145.90%	115 595	158 572	26.51%	37.39% -3.87%	124 709	122 686	17.13%	-1.61% -3.24%
		,				•			5,331	,				•			595				709			
Newspaper	133	186	0.94%	39.85%	47	102	1.10%	117.02%	40	39	0.74%	-2.50%	37	45	1.10%	21.62%	1	0	0.00%	-100.00%	8	0	0.00%	-100.00%
Magazine	588	442	2.23%	-24.83%	258	251	2.71%	-2.71%	88	71	1.35%	-19.32%	228	115	2.82%	-49.56%	0	2	0.35%		14	3	0.44%	-78.57%
Travel Agent	5,976	7,705	38.79%	28.93%	2,009	1,871	20.18%	-6.87%	2,863	2,564	48.82%	-10.44%	985	3,129	76.65%	217.66%	12	19	3.32%	58.33%	107	122	17.78%	14.02%
Climate	3,040	3,063	15.42%	0.76%	2,468	2,443	26.35%	-1.01%	404	408	7.77%	0.99%	90	142	3.48%	57.78%	2	4	0.70%	100.00%	76	66	9.62%	-13.16%
Price	1,436	1,493	7.52%	3.97%	1,359	1,408	15.19%	3.61%	31	41	0.78%	32.26%	19	29	0.71%	52.63%	13	8	1.40%	-38.46%	14	7	1.02%	-50.00%
Short	2,039	2,196	11.06%	7.70%	1,692	1,726	18.62%	2.01%	270	365	6.95%	35.19%	24	60	1.47%	150.00%	23	23	4.02%	0.00%	30	22	3.21%	-26.67%
Reading	316	373	1.88%	18.04%	44	40	0.43%	-9.09%	250	303	5.77%	21.20%	7	13	0.32%	85.71%	2	0	0.00%	-100.00%	13	17	2.48%	30.77%
Flyer	582	562	2.83%	-3.44%	424	356	3.84%	-16.04%	126	162	3.08%	28.57%	4	15	0.37%	275.00%	1	2	0.35%	100.00%	27	27	3.94%	0.00%
Friends / Relatives	2,836	2,789	14.04%	-1.66%	1,711	1,691	18.24%	-1.17%	596	589	11.21%	-1.17%	146	175	4.29%	19.86%	212	174	30.42%	-17.92%	171	160	23.32%	-6.43%
TV / Radio	99	128	0.64%	29.29%	46	46	0.50%	0.00%	33	47	0.89%	42.42%	11	27	0.66%	145.45%	0	1	0.17%		9	7	1.02%	-22.22%
Prior Trip	2,711	2,794	14.07%	3.06%	2,106	2,124	22.91%	0.85%	470	520	9.90%	10.64%	12	23	0.56%	91.67%	52	54	9.44%	3.85%	71	73	10.64%	2.82%
Other	1,678	1,924	9.69%	14.66%	755	842	9.08%	11.52%	271	388	7.39%	43.17%	75	137	3.36%	82.67%	317	326	56.99%	2.84%	260	231	33.67%	-11.15%
Web	2,636	3,157	15.89%	19.76%	1,341	1,537	16.58%	14.62%	874	966	18.39%	10.53%	297	528	12.93%	77.78%	29	25	4.37%	-13.79%	95	101	14.72%	6.32%
Not Stated	1,679	1,452	7.31%	-13.52%	919	695	7.50%	-24.37%	275	240	4.57%	-12.73%	144	187	4.58%	29.86%	185	182	31.82%	-1.62%	156	148	21.57%	-5.13%
OCCUPATION	19,378	21,316	100.00%	10.00%	10,323	9,967	100.00%	-3.45%	5,606	5,492	100.00%	-2.03%	1,804	4,269	100.00%	136.64%	780	754	100.00%	-3.33%	865	834	100.00%	-3.58%
Leg & Manager	2,071	2,190	10.27%	5.75%	1,565	1,578	15.83%	0.83%	200	278	5.06%	39.00%	118	144	3.37%	22.03%	97	94	12.47%	-3.09%	91	96	11.51%	5.49%
Professional	2,979	4,911	23.04%	64.85%	693	676	6.78%	-2.45%	1,210	1,377	25.07%	13.80%	654	2,452	57.44%	274.92%	185	155	20.56%	-16.22%	237	251	30.10%	5.91%
Technicians	1,063	1,087	5.10%	2.26%	406	408	4.09%	0.49%	389	363	6.61%	-6.68%	137	221	5.18%	61.31%	79	60	7.96%	-24.05%	52	35	4.20%	-32.69%
Clerk	5,294	5,014	23.52%	-5.29%	3,233	3,263	32.74%	0.93%	1,608	1,317	23.98%	-18.10%	396	379	8.88%	-4.29%	17	19	2.52%	11.76%	40	36	4.32%	-10.00%
Service	1,746	1,662	7.80%	-4.81%	1,137	1,043	10.46%	-8.27%	523	505	9.20%	-3.44%	53	75	1.76%	41.51%	17	18	2.39%	5.88%	16	21	2.52%	31.25%
Skilled	119	144	0.68%	21.01%	93	119	1.19%	27.96%	15	14	0.25%	-6.67%	4	6	0.14%	50.00%	3	3	0.40%	0.00%	4	2	0.24%	-50.00%
Craftsman	32	36	0.17%	12.50%	12	3	0.03%	-75.00%	4	5	0.09%	25.00%	5	12	0.28%	140.00%	6	9	1.19%	50.00%	5	7	0.84%	40.00%
Plant Operator	100	78	0.37%	-22.00%	54	49	0.49%	-9.26%	34	22	0.40%	-35.29%	10	5	0.12%	-50.00%	1	2	0.27%	100.00%	1	0	0.00%	-100.00%
Entry Level	50	27	0.13%	-46.00%	4	2	0.02%	-50.00%	32	11	0.20%	-65.63%	7	8	0.19%	14.29%	3	2	0.27%	-33.33%	4	4	0.48%	0.00%
Armed Forces	77	86	0.40%	11.69%	6	9	0.09%	50.00%	10	5	0.09%	-50.00%	0	0	0.00%		36	35	4.64%	-2.78%	25	37	4.44%	48.00%
Homemaker	1,023	987	4.63%	-3.52%	430	468	4.70%	8.84%	548	461	8.39%	-15.88%	18	19	0.45%	5.56%	13	20	2.65%	53.85%	14	19	2.28%	35.71%
Students	1,381	1,229	5.77%	-11.01%	991	737	7.39%	-25.63%	293	280	5.10%	-4.44%	55	172	4.03%	212.73%	18	16	2.12%	-11.11%	24	24	2.88%	0.00%
Retirees	699	752	3.53%	7.58%	441	482	4.84%	9.30%	151	168	3.06%	11.26%	24	46	1.08%	91.67%	28	25	3.32%	-10.71%	55	31	3.72%	-43.649
Other	585	797	3.74%	36.24%	158	165	1.66%	4.43%	189	259	4.72%	37.04%	141	274	6.42%	94.33%	47	47	6.23%	0.00%	50	52	6.24%	4.009
Not Stated	2,159	2,316	10.87%	7.27%	1,100	965	9.68%	-12.27%	400	427	7.77%	6.75%	182	456	10.68%	150.55%	230	249	33.02%	8.26%	247	219	26.26%	-11.349
LENGTH OF STAY (NIGHTS)	132,722	N/A			53,253	N/A			52,735	N/A			15,253	N/A			2,073	N/A			9,408	N/A		
Avg. Length of Stay (Nights)	3.90	N/A			3.54	N/A			4.16	N/A			3.89	N/A			2.11	N/A			6.79	N/A		

2012 % Share 0.07%

11.13% 0.00%

1.33% 2.27% 0.01% 9.27% 10.58% 10.60% 11.23% 11.03% 7.37% 5.94% 4.93% 14.24%

0.01%

100.00%



VISITORS AUTI	HORITY																
JANUARY	2011 Male	2012 Male		2011	2012	2011 Female	2012 Female		2011	2012	2011 Not	2012 Not	2011 TOTAL	2012 TOTAL		2011	
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	
Under 10	6	6	0.00%	0.08%	0.08%	6	4	-33.33%	0.08%	0.06%	0	0	12	10	-16.67%	0.08%	
Under 13	851	866	1.76%	10.99%	10.99%	744	789	6.05%	10.19%	11.26%	1	2	1,596	1,657	3.82%	10.61%	
10-17 13-15	2 98	0 98	-100.00% 0.00%	0.03% 1.27%	0.00% 1.24%	2 98	0 99	-100.00% 1.02%	0.03% 1.34%	0.00% 1.41%	0	1	4 196	0 198	-100.00% 1.02%	0.03% 1.30%	
16-19	163	196	20.25%	2.11%	2.49%	167	142	-14.97%	2.29%	2.03%	0	ó	330	338	2.42%	2.19%	
18-19	1	1	0.00%	0.01%	0.01%	0	0		0.00%	0.00%	0	0	1	1	0.00%	0.01%	
20-24	524	442	-15.65%	6.77%	5.61%	1,174	938	-20.10%	16.07%	13.39%	0	0	1,698	1,380	-18.73%	11.28%	
25-29	649	617	-4.93%	8.38%	7.83%	1,118	959	-14.22%	15.31%	13.69%	0	0	1,767	1,576	-10.81%	11.74%	
30-34 35-39	765 911	754 885	-1.44% -2.85%	9.88% 11.77%	9.57% 11.23%	853 786	824 787	-3.40% 0.13%	11.68% 10.76%	11.76% 11.24%	0	0	1,618 1,697	1,578 1,672	-2.47% -1.47%	10.75% 11.28%	
40-44	842	946	12.35%	10.88%	12.00%	631	696	10.30%	8.64%	9.94%	0	0	1,473	1,642	11.47%	9.79%	
45-49	649	701	8.01%	8.38%	8.89%	370	397	7.30%	5.07%	5.67%	0	0	1,019	1,098	7.75%	6.77%	
50-54	484	534	10.33%	6.25%	6.78%	294	350	19.05%	4.03%	5.00%	0	0	778	884	13.62%	5.17%	
55-59	478	454	-5.02%	6.17%	5.76%	292	280	-4.11%	4.00%	4.00%	0	0	770	734	-4.68%	5.12%	
60 and Over	1,317	1,381	4.86%	17.01%	17.52%	768	738	-3.91%	10.51%	10.54%	0	1	2,085	2,120	1.68%	13.86%	
Not Stated	2	0	-100.00%	0.03%	0.00%	1	1	0.00%	0.01%	0.01%	1	0	4	1	-75.00%	0.03%	
Total	7,742	7,881	1.80%	100.00%	100.00%	7,304	7,004	-4.11%	100.00%	100.00%	2	4	15,048	14,889	-1.06%	100.00%	_
1		2011 Number	2012 Number	% Chac	2011 % Share	2012 % Share				2012							
FREQUENCY OF	VISIT	inuifibei	Number	% Chge	% Share	% Share	TR	AVEL COMPANION		Number	% Share						
First Visit		4,695	4,324	-7.90%	45.48%	43.38%		ouse		2,086	23.29%						
Revisit		4,578	4,704	2.75%	44.35%	47.20%		ldren		1,288	14.38%						
Not Stated		1,050	939	-10.57%	10.17%	9.42%		ents/Grandparents		340	3.80%						
TRAVEL ARRANG	GEMENT						Bus	ner Family Members siness Associates ends		405 1,558 3,876	4.52% 17.40% 43.28%						
Individually arrange	ed	1,347	1,386	2.90%	13.05%	13.91%		ar Group		677	7.56%						
Packaged Tour		5,790	5,979	3.26%	56.09%	59.99%	Alo			561	6.26%						
Company/Busines	s trip	1,059	855	-19.26%	10.26%	8.58%									•		
Group Tour		1,312	1,077	-17.91%	12.71%	10.81%	# o	f respondents		8,956							
Other Not Stated		29 786	43 627	48.28% -20.23%	0.28% 7.61%	0.43% 6.29%											
140t Stated		700	021	-20.2570	7.0170	0.2370											
TRAVEL PLANS		2011	2012		2011	2012		AVEL	2011	2012	o. o.	2011	2012				
				% Chge	% Share	% Share		TIVATION			-	% Share	% Share				
Pleasure		7,026	6,998	-0.40%	73.15%	74.34%		ernet	1,341	1,537	14.62%	14.26%	16.58%				
Business Golf		95 1,733	91 1,695	-4.21% -2.19%	0.99% 18.04%	0.97% 18.01%		wspaper gazines	47 258	102 251	117.02% -2.71%	0.50% 2.74%	1.10% 2.71%				
Diving		1,733	1,536	11.14%	14.39%	16.32%		vel Agents	2,009	1,871	-6.87%	21.36%	20.18%				
Attend Conf & Con	ıv	9	7	-22.22%	0.09%	0.07%		nate	2,468	2,443	-1.01%	26.24%	26.35%				
Company Trip		929	688	-25.94%	9.67%	7.31%	Pri		1,359	1,408	3.61%	14.45%	15.19%				
Honeymoon		92	87	-5.43%	0.96%	0.92%		ort flight Time	1,692	1,726	2.01%	17.99%	18.62%				
Getting Married Memorial Service		85 92	60 93	-29.41% 1.09%	0.88% 0.96%	0.64% 0.99%		neral Reading er/Poster	44 424	40 356	-9.09% -16.04%	0.47% 4.51%	0.43% 3.84%				
VFR		92 107	93 96	-10.28%	1.11%	0.99% 1.02%		er/Poster ends/Relatives	424 1,711	356 1,691	-16.04% -1.17%	4.51% 18.19%	3.84% 18.24%				
Attend Sport Even	ts	81	97	19.75%	0.84%	1.02 %		Radio	46	46	0.00%	0.49%	0.50%				
Others		216	194	-10.19%	2.25%	2.06%	Pre	evious Trip ners	2,106 755	2,124 842	0.85% 11.52%	22.39% 8.03%	22.91% 9.08%				
OCCUPATION		2011	2012		2011	2012	01	· 	2011	2012		2011	2012				
				% Chge	% Share	% Share					•	% Share	% Share				
Legislators, and m	anagers	1,565	1,578	0.83%	15.16%	15.83%		ry Level	4	2	-50.00%	0.04%	0.02%				
Professional		693	676	-2.45%	6.71%	6.78%		ned Forces	6	9	50.00%	0.06%	0.09%				
Technicians		406	408	0.49%	3.93%	4.09%		memakers	430	468	8.84%	4.17%	4.70%				
Clerk Service Workers		3,233 1,137	3,263 1,043	0.93% -8.27%	31.32% 11.01%	32.74% 10.46%		dents tirees	991 441	737 482	-25.63% 9.30%	9.60% 4.27%	7.39% 4.84%				
Skilled Workers		93	119	27.96%	0.90%	1.19%		iers	158	165	4.43%	1.53%	1.66%				
Craft and related to	rades worker	12	3	-75.00%	0.12%	0.03%		Stated	1,100	965	-12.27%	10.66%	9.68%				
Operators and Ass	semblers	54	49	-9.26%	0.52%	0.49%											

% Chge

-58.33%

100.00%

0.19%

-5.85%

11.01%

-66.67%

11.61%

-17.45%

2.16%

-2.55%

-1.16%

10.38%

22.03%

24.28%

50.00%

0.54%

-11.39%

2011

0.19%

21.25%

0.01%

3.78%

2.58%

0.02%

2.11%

5.69%

11.66%

15.03%

14.55%

6.80%

4.94%

3.72%

7.66%

0.03%

100.00% 100.00%

% Share % Share

2012

0.08%

21.17%

0.02%

3.54%

2.85%

0.01%

2.34%

4.67%

11.85%

13.24%

14.10%

6.68%

5.42%

4.52%

9.47%

0.05%

2012

10

2

451

363

298

596

1,511

1,689

1,798

852

691

576

1,208

12,752

2,700

TOTAL Number



Operators and Assemblers

34

22 -35.29%

0.61%

0.40%

JANUARY ACE/OFY	2011 Male	2012 Male	0/ 01	2011	2012	2011 Female	2012 Female	0/ Ob =	2011	2012	2011 Not	2012 Not	201 ² TOTAI
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number
Under 10	10	7	-30.00%	0.16%	0.11%	14	3	-78.57%	0.22%	0.05%	0	0	2
Under 13	1,387	1,341	-3.32%	22.19%	21.71%	1,303	1,355	3.99%	20.27%	20.63%	5	4	2,69
10-17	0	1		0.00%	0.02%	1	1	0.00%	0.02%	0.02%	0	0	
13-15 16-19	238 154	244 180	2.52% 16.88%	3.81% 2.46%	3.95% 2.91%	241 173	207 182	-14.11% 5.20%	3.75% 2.69%	3.15% 2.77%	0	0	47 32
18-19	0	0	10.0070	0.00%	0.00%	3	102	-66.67%	0.05%	0.02%	0	0	32
20-24	105	112	6.67%	1.68%	1.81%	162	186	14.81%	2.52%	2.83%	0	0	26
25-29	245	207	-15.51%	3.92%	3.35%	477	389	-18.45%	7.42%	5.92%	0	0	72
30-34	631	654	3.65%	10.10%	10.59%	848	857	1.06%	13.19%	13.05%	0	0	1,47
35-39	861	759	-11.85%	13.78%	12.29%	1,045	930	-11.00%	16.25%	14.16%	0	0	1,90
40-44	1,039	954	-8.18%	16.62%	15.44%	806	843	4.59%	12.54%	12.83%	0	1	1,84
45-49 50-54	512 347	455 383	-11.13% 10.37%	8.19% 5.55%	7.36% 6.20%	350 279	397 308	13.43% 10.39%	5.44% 4.34%	6.04% 4.69%	0	0	86: 62:
55-59	235	259	10.37%	3.76%	4.19%	279	317	33.76%	3.69%	4.83%	0	0	47:
60 and Over	484	619	27.89%	7.74%	10.02%	488	589	20.70%	7.59%	8.97%	0	0	97
Not Stated	2	3	50.00%	0.03%	0.05%	2	3	50.00%	0.03%	0.05%	0	0	
Total	6,250	6,178	-1.15%	100.00%	100.00%	6,429	6,568	2.16%	100.00%	100.00%	5	6	12,684
		2011	2012		2011	2012							
	_	Number	Number	% Chge	% Share	% Share				2012			
FREQUENCY OF VISI	Т							TRAVEL COMPANION		Number	% Share		
First Visit		3,702	3,573	-3.48%	66.04%	65.06%		Spouse		2,661	51.75%		
Revisit		1,275	1,406	10.27%	22.74%	25.60%		Children		1,898	36.91%		
Not Stated		629	513	-18.44%	11.22%	9.34%		Parents/Grandparents		406	7.90%		
								Other Family Members		462	8.98%		
TRAVEL ARRANGEM	ENT							Business Associates		663	12.89%		
Individually arranged		1,361	1,504	10.51%	24.28%	27.39%		Friends Tour Group		802 430	15.60% 8.36%		
Packaged Tour		2,892	2,796	-3.32%	51.59%	50.91%		Alone		243	4.73%		
Company/Business trip)	265	336	26.79%	4.73%	6.12%		, 110110		2.0	0,0		
Group Tour		699	518	-25.89%	12.47%	9.43%		# of respondents		5,142			
Other		105	108	2.86%	1.87%	1.97%							
Not Stated		284	230	-19.01%	5.07%	4.19%							
TRAVEL PLANS		2011	2012		2011	2012		TRAVEL	2011	2012		2011	2012
				% Chge	% Share	% Share		MOTIVATION			% Chge	% Share	% Share
Pleasure		4,566	4,629	1.38%	85.52%	87.32%		Internet	874	966	10.53%	16.39%	18.39%
Business		49	35	-28.57%	0.92%	0.66%		Newspaper	40	39	-2.50%	0.75%	0.74%
Golf Diving		872 106	916 159	5.05% 50.00%	16.33% 1.99%	17.28% 3.00%		Magazines Travel Agents	88 2,863	71 2,564	-19.32% -10.44%	1.65% 53.70%	1.35% 48.82%
Attend Conf & Conv		100	12	20.00%	0.19%	0.23%		Climate	404	408	0.99%	7.58%	7.77%
Company Trip		30	63	110.00%	0.56%	1.19%		Price	31	41	32.26%	0.58%	0.78%
Honeymoon		245	166	-32.24%	4.59%	3.13%		Short flight Time	270	365	35.19%	5.06%	6.95%
Getting Married		0	1		0.00%	0.02%		General Reading	250	303	21.20%	4.69%	5.77%
Memorial Service		2	2	0.00%	0.04%	0.04%		Flyer/Poster	126	162	28.57%	2.36%	3.08%
VFR		87	94 67	8.05%	1.63%	1.77%		Friends/Relatives	596	589	-1.17%	11.18%	11.21%
Attend Sport Events Others		80 110	67 102	-16.25% -7.27%	1.50% 2.06%	1.26% 1.92%		TV/Radio Previous Trip	33 470	47 520	42.42% 10.64%	0.62% 8.82%	0.89% 9.90%
Outers		110	102	-1.21 /0	2.0070	1.5270		Others	271	388	43.17%	5.08%	7.39%
OCCUPATION		2011	2012	0/ Ch~-	2011	2012			2011	2012	0/ Ch~-	2011	2012
1:-		000	070	% Chge	% Share	% Share		Fatant and		4.4	-	% Share	% Share
Legislators, and manag Professional	gers	200 1,210	278 1,377	39.00% 13.80%	3.57% 21.58%	5.06% 25.07%		Entry Level Armed Forces	32 10	11 5	-65.63% -50.00%	0.57% 0.18%	0.20% 0.09%
Technicians		389	363	-6.68%	6.94%	25.07% 6.61%		Homemakers	548	5 461	-50.00% -15.88%	9.78%	8.39%
Clerk		1,608	1,317	-18.10%	28.68%	23.98%		Students	293	280	-4.44%	5.23%	5.10%
Service Workers		523	505	-3.44%	9.33%	9.20%		Retirees	151	168	11.26%	2.69%	3.06%
Skilled Workers		15	14	-6.67%	0.27%	0.25%		Others	189	259	37.04%	3.37%	4.72%
Craft and related trades		4	5	25.00%	0.07%	0.09%		Not Stated	400	427	6.75%	7.14%	7.77%
Onerators and Assemb	lore	3/	22	-35 20%	0.61%	0.40%							

2012 % Share

0.03% 11.33% 0.01% 1.93% 2.09% 0.00% 5.25%

5.25% 14.99% 14.13% 14.52% 13.12% 8.30% 4.78% 3.90% 5.48%

0.14% 100.00%



VISITORS AUTHO	ORITY															
JANUARY	2011 Male	2012 Male		2011	2012	2011 Female	2012 Female		2011	2012	2011 Not	2012 Not	2011 TOTAL	2012 TOTAL		2011
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share
Under 10	0	1		0.00%	0.03%	0	1		0.00%	0.03%	0	0	0	2		0.00%
Under 13	203	441	117.24%	10.09%	11.86%	182	423	132.42%	9.55%	10.77%	0	4	385	868	125.45%	9.83%
10-17	0	1	70.450/	0.00%	0.03%	0	0		0.00%	0.00%	0	0	0	1	70.040/	0.00%
13-15 16-19	44 33	75 66	70.45% 100.00%	2.19% 1.64%	2.02% 1.77%	39 41	71 94	82.05% 129.27%	2.05% 2.15%	1.81% 2.39%	0	2	83 74	148 160	78.31% 116.22%	2.12% 1.89%
18-19	0	0	100.00%	0.00%	0.00%	0	0	129.27 /0	0.00%	0.00%	0	0	0	0	110.22 /0	0.00%
20-24	70	143	104.29%	3.48%	3.85%	120	258	115.00%	6.30%	6.57%	0	1	190	402	111.58%	4.85%
25-29	284	494	73.94%	14.12%	13.28%	327	654	100.00%	17.17%	16.66%	0	0	611	1,148	87.89%	15.59%
30-34	296	547	84.80%	14.71%	14.71%	283	534	88.69%	14.86%	13.60%	0	1	579	1,082	86.87%	14.78%
35-39	302	539	78.48%	15.01%	14.49%	269	572	112.64%	14.12%	14.57%	0	1	571	1,112	94.75%	14.57%
40-44 45-49	291 204	533 356	83.16% 74.51%	14.46% 10.14%	14.33% 9.57%	243 177	472 279	94.24% 57.63%	12.76% 9.29%	12.02% 7.11%	0	0	534 382	1,005 636	88.20% 66.49%	13.63% 9.75%
50-54	125	183	46.40%	6.21%	4.92%	86	182	111.63%	4.51%	4.64%	0	1	211	366	73.46%	5.39%
55-59	77	138	79.22%	3.83%	3.71%	49	161	228.57%	2.57%	4.10%	0	0	126	299	137.30%	3.22%
60 and Over	83	201	142.17%	4.13%	5.40%	88	219	148.86%	4.62%	5.58%	0	0	171	420	145.61%	4.36%
Not Stated	0	1		0.00%	0.03%	1	6	500.00%	0.05%	0.15%	0	4	1	11	1000.00%	0.03%
Total	2,012	3,719	84.84%	100.00%	100.00%	1,905	3,926	106.09%	100.00%	100.00%	1	15	3,918	7,660	95.51%	100.00%
		2011	2012		2011	2012										
		Number	Number	% Chge	% Share	% Share				2012						
FREQUENCY OF	VISIT						TR	AVEL COMPANION		Number	% Share					
First Visit		1,505	3,889	158.41%	83.43%	91.10%	Spo	ouse		774	19.36%					
Revisit		68	153	125.00%	3.77%	3.58%	Chi	ldren		455	11.38%					
Not Stated		231	227	-1.73%	12.80%	5.32%		ents/Grandparents		125	3.13%					
TRAVEL ARRAN	GEMENT						Bus	er Family Members siness Associates		119 217	2.98% 5.43%					
Individually arrang	her	125	325	160.00%	6.93%	7.61%		ends ır Group		203 2,572	5.08% 64.35%					
Packaged Tour	jeu	1,177	1,386	17.76%	65.24%	32.47%	Alo			90	2.25%					
Company/Busines	ss trip	70	83	18.57%	3.88%	1.94%										
Group Tour		275	2,242	715.27%	15.24%	52.52%	# of	f respondents		3,997						
Other		5	14	180.00%	0.28%	0.33%										
Not Stated		152	219	44.08%	8.43%	5.13%										
TRAVEL PLANS		2011	2012		2011	2012		AVEL	2011	2012		2011	2012			
				% Chge	% Share	% Share	МО	TIVATION			% Chge	% Share	% Share			
Pleasure		1,551	4,029	159.77%	92.32%	97.55%		ernet	297	528	77.78%	17.89%	12.93%			
Business		25	15	-40.00%	1.49%	0.36%		wspaper	37	45 115	21.62%	2.23%	1.10%			
Golf Diving		42 66	27 109	-35.71% 65.15%	2.50% 3.93%	0.65% 2.64%		gazines vel Agents	228 985	115 3,129	-49.56% 217.66%	13.73% 59.34%	2.82% 76.65%			
Attend Conf & Cor	nv	23	6	-73.91%	1.37%	0.15%		nate	900	142	57.78%	5.42%	3.48%			
Company Trip		57	44	-22.81%	3.39%	1.07%	Pric		19	29	52.63%	1.14%	0.71%			
Honeymoon		67	79	17.91%	3.99%	1.91%	Sho	ort flight Time	24	60	150.00%	1.45%	1.47%			
Getting Married		0	4		0.00%	0.10%		neral Reading	7	13	85.71%	0.42%	0.32%			
Memorial Service		1	3	200.00%	0.06%	0.07%		er/Poster	4	15	275.00%	0.24%	0.37%			
VFR	ato.	12	28 5	133.33%	0.71%	0.68%		ends/Relatives	146	175 27	19.86%	8.80%	4.29%			
Attend Sport Even Others	11.5	2 18	23	150.00% 27.78%	0.12% 1.07%	0.12% 0.56%		Radio vious Trip	11 12	27	145.45% 91.67%	0.66% 0.72%	0.66% 0.56%			
Culcio		10	23	21.10/0	1.07 /0	0.5070	Oth		75	137	82.67%	4.52%	3.36%			
OCCUPATION		2011	2012	N/ C:	2011	2012			2011	2012	0/ 0:	2011	2012			
				% Chge	% Share	% Share					% Chge		% Share			
Legislators, and m	nanagers	118	144	22.03%	6.54%	3.37%		ry Level	7	8	14.29%	0.39%	0.19%			
Professional Technicians		654 137	2,452	274.92%	36.25%	57.44% 5.18%		ned Forces	0 18	0 10	5 56%	0.00%	0.00%			
Clerk		137 396	221 379	61.31% -4.29%	7.59% 21.95%	5.18% 8.88%		nemakers dents	18 55	19 172	5.56% 212.73%	1.00% 3.05%	0.45% 4.03%			
Service Workers		53	379 75	-4.29% 41.51%	21.95%	1.76%		irees	24	46	91.67%	1.33%	1.08%			
Skilled Workers		4	6	50.00%	0.22%	0.14%	Oth		141	274	94.33%	7.82%	6.42%			
		•	_				5									