



## Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

### Fiscal Year 2011 - 2012

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

### Calendar Year 2011 - 2012

	2011	2012	% Change
<b>TOTAL TO DATE:</b>	<b>34,738</b>	<b>38,263</b>	<b>10.15%</b>
<b>January</b>	<b>34,738</b>	<b>38,263</b>	<b>10.15%</b>
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		
<b>YEAR TOTAL:</b>	<b>340,957</b>	<b>38,263</b>	

<sup>r</sup> Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE									
Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
<b>TOTAL TO DATE</b>	<b>52,651</b>	<b>46,784</b>	<b>-11%</b>	<b>42,279</b>	<b>43,372</b>	<b>3%</b>	<b>12,961</b>	<b>24,438</b>	<b>89%</b>
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%
<b>January</b>	<b>15,646</b>	<b>15,467</b>	<b>-1%</b>	<b>12,685</b>	<b>12,758</b>	<b>1%</b>	<b>3,918</b> <sup>r</sup>	<b>7,660</b>	<b>96%</b>
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		
<b>Year Total</b>	<b>148,634</b>	<b>46,784</b>		<b>106,483</b>	<b>43,372</b>		<b>46,451</b>	<b>24,438</b>	
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
<b>TOTAL TO DATE</b>	<b>5,243</b>	<b>4,964</b>	<b>-5%</b>	<b>3,011</b>	<b>2,565</b>	<b>-15%</b>	<b>186</b>	<b>178</b>	<b>-4%</b>
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%
<b>January</b>	<b>1,076</b>	<b>976</b>	<b>-9%</b>	<b>485</b>	<b>437</b>	<b>-10%</b>	<b>40</b>	<b>27</b>	<b>-33%</b>
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			53		
September	1,217			545			40		
<b>Year Total</b>	<b>15,629</b>	<b>4,964</b>		<b>8,928</b>	<b>2,565</b>		<b>539</b>	<b>178</b>	
Fiscal Year	~ RUSSIA ~			~ HONG KONG ~			~ OTHER AREAS ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
<b>TOTAL TO DATE</b>	<b>1,813</b>	<b>2,084</b>	<b>15%</b>	<b>155</b>	<b>294</b>	<b>90%</b>	<b>974</b>	<b>970</b>	<b>0%</b>
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%
<b>January</b>	<b>599</b>	<b>686</b>	<b>15%</b>	<b>28</b>	<b>43</b>	<b>54%</b>	<b>261</b>	<b>209</b>	<b>-20%</b>
February	376			39			169		
March	650			72			254		
April	283			61			2,048		
May	324			366			236		
June	558			594			217		
July	450			341			192		
August	422			164			215		
September	216			89			164		
<b>Year Total</b>	<b>5,092</b>	<b>2,084</b>		<b>1,881</b>	<b>294</b>		<b>4,469</b>	<b>970</b>	

<sup>r</sup> Revised

## VISITOR ARRIVALS TO SAIPAN - JANUARY 2012

ARRIVALS BY MODE OF TRANSPORTATION	Jan-11	Jan-12	% CHANGE
Air Arrivals	34,019	37,597	11%
Sea Arrivals	310	374	21%
<b>TOTAL ARRIVALS</b>	<b>34,329</b>	<b>37,971</b>	<b>11%</b>
<b>AIR ARRIVALS BY COUNTRY OF RESIDENCE</b>			
<b>JAPAN</b>	<b>15,048</b>	<b>14,889</b>	<b>-1%</b>
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%
<b>KOREA</b>	<b>12,684</b>	<b>12,752</b>	<b>1%</b>
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%
<b>CHINA</b>	<b>3,918</b> †	<b>7,660</b>	<b>96%</b>
<b>GUAM</b>	<b>984</b>	<b>909</b>	<b>-8%</b>
<b>UNITED STATES</b>	<b>470</b>	<b>429</b>	<b>-9%</b>
<b>PHILIPPINES</b>	<b>39</b>	<b>27</b>	<b>-31%</b>
<b>RUSSIA</b>	<b>594</b>	<b>686</b>	<b>15%</b>
<b>HONG KONG</b>	<b>28</b> †	<b>42</b>	<b>50%</b>
<b>OTHER</b>	<b>254</b> †	<b>203</b>	<b>-20%</b>
<b>ARRIVALS BY MONTH</b>			
	<b>FY 2011</b>	<b>FY 2012</b>	<b>% CHANGE</b>
<b>TOTAL TO DATE</b>	<b>117,408</b>	<b>124,364</b>	<b>6%</b>
October	25,485	24,343	-4%
November	26,690	28,964	9%
December	30,904	33,086	7%
<b>January</b>	<b>34,329</b>	<b>37,971</b>	<b>11%</b>
February	33,367		
March	30,091		
April	21,359		
May	23,086		
June	23,200		
July	26,839		
August	32,838		
September	24,998		
<b>YEAR TOTAL</b>	<b>333,186</b>	<b>124,364</b>	<b>-----</b>

Source: CNMI Customs Declaration Form

† Revised

### Sea Arrivals : Jan-12

Military Shp: N/A

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

<b>VISITOR ARRIVALS TO ROTA - JANUARY 2012</b>			
	<u>Jan-11</u>	<u>Jan-12</u>	% CHANGE
<b>TOTAL ARRIVALS</b>	<b>409</b>	<b>292</b>	<b>-29%</b>
<b>ARRIVALS FROM GUAM</b>	<b>409</b>	<b>292</b>	<b>-29%</b>
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%
<b>INTERISLAND ARRIVALS</b>	<b>0</b>	<b>0</b>	<b>-----</b>
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	-----
<b>ARRIVALS BY MONTH</b>	<b>FY 2011</b>	<b>FY 2012</b>	<b>% CHANGE</b>
<b>TOTAL TO DATE</b>	<b>1,865</b>	<b>1,285</b>	<b>-31%</b>
October	299	350	17%
November	489	311	-36%
December	668	332	-50%
<b>January</b>	<b>409</b>	<b>292</b>	<b>-29%</b>
February	292		
March	285		
April	270		
May	365		
June	404		
July	364		
August	665		
September	410		
<b>YEAR TOTAL</b>	<b>4,920</b>	<b>1,285</b>	<b>-----</b>

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 - JANUARY 2012

	<u>Jan-11</u>	<u>Jan-12</u>	% CHANGE
<b>TOTAL ARRIVALS</b>	<b>1,956</b>	<b>#VALUE!</b>	-----
<b>ARRIVALS FROM GUAM</b>	<b>0</b>	<b>0</b>	-----
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	-----
<b>INTERISLAND ARRIVALS</b>			
<b>OVERNIGHT VISITORS:</b>	<b>1,956</b>	<b>0</b>	<b>-100%</b>
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	-----
<b>DAY VISITORS:</b>	<b>0</b>	<b>N/A</b>	-----
<b>ARRIVALS BY MONTH</b>	<b>FY 2011</b>	<b>FY 2012</b>	<b>% CHANGE</b>
<b>TOTAL TO DATE</b>	<b>7,082</b>	<b>14,057</b>	-----
October	1,955	5,077	160%
November	1,617	4,480	177%
December	1,554	4,500	190%
<b>January</b>	<b>1,956</b>	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		
<b>YEAR TOTAL</b>	<b>29,152</b>	<b>14,057</b>	-----

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.







# JAPAN VISITORS PROFILE

Jan-12

JANUARY	2011		2012		2011		2012		2011		2012		2011		2012		
	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	6	6	0.00%	0.08%	0.08%	6	4	-33.33%	0.08%	0.06%	0	0	12	10	-16.67%	0.08%	0.07%
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%	11.13%
10-17	2	0	-100.00%	0.03%	0.00%	2	0	-100.00%	0.03%	0.00%	0	0	4	0	-100.00%	0.03%	0.00%
13-15	98	98	0.00%	1.27%	1.24%	98	99	1.02%	1.34%	1.41%	0	1	196	198	1.02%	1.30%	1.33%
16-19	163	196	20.25%	2.11%	2.49%	167	142	-14.97%	2.29%	2.03%	0	0	330	338	2.42%	2.19%	2.27%
18-19	1	1	0.00%	0.01%	0.01%	0	0	-----	0.00%	0.00%	0	0	1	1	0.00%	0.01%	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%	9.27%
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%	10.58%
30-34	765	754	-1.44%	9.88%	9.57%	853	824	-3.40%	11.68%	11.76%	0	0	1,618	1,578	-2.47%	10.75%	10.60%
35-39	911	885	-2.85%	11.77%	11.23%	786	787	0.13%	10.76%	11.24%	0	0	1,697	1,672	-1.47%	11.28%	11.23%
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%	11.03%
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%	7.37%
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%	5.94%
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%	4.93%
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%	14.24%
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%	0.01%
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%	100.00%

FREQUENCY OF VISIT	2011		2012		2011		2012	
	Number	Number	% Chge	% Share	% Share	Number	% Share	
First Visit	4,695	4,324	-7.90%	45.48%	43.38%			
Revisit	4,578	4,704	2.75%	44.35%	47.20%			
Not Stated	1,050	939	-10.57%	10.17%	9.42%			

### TRAVEL COMPANION

2012  
Number % Share

Spouse	2,086	23.29%
Children	1,288	14.38%
Parents/Grandparents	340	3.80%
Other Family Members	405	4.52%
Business Associates	1,558	17.40%
Friends	3,876	43.28%
Tour Group	677	7.56%
Alone	561	6.26%

### TRAVEL ARRANGEMENT

### # of respondents

8,956

TRAVEL PLANS	2011		2012		2011		2012	
	Number	Number	% Chge	% Share	% Share	Number	% Share	
Individually arranged	1,347	1,386	2.90%	13.05%	13.91%			
Packaged Tour	5,790	5,979	3.26%	56.09%	59.99%			
Company/Business trip	1,059	855	-19.26%	10.26%	8.58%			
Group Tour	1,312	1,077	-17.91%	12.71%	10.81%			
Other	29	43	48.28%	0.28%	0.43%			
Not Stated	786	627	-20.23%	7.61%	6.29%			

TRAVEL PLANS	2011		2012		2011		2012		TRAVEL MOTIVATION	2011		2012	
	Number	Number	% Chge	% Share	% Share	Number	% Share	% Chge		% Share	% Share		
Pleasure	7,026	6,998	-0.40%	73.15%	74.34%	Internet	1,341	1,537	14.62%	14.26%	16.58%		
Business	95	91	-4.21%	0.99%	0.97%	Newspaper	47	102	117.02%	0.50%	1.10%		
Golf	1,733	1,695	-2.19%	18.04%	18.01%	Magazines	258	251	-2.71%	2.74%	2.71%		
Diving	1,382	1,536	11.14%	14.39%	16.32%	Travel Agents	2,009	1,871	-6.87%	21.36%	20.18%		
Attend Conf & Conv	9	7	-22.22%	0.09%	0.07%	Climate	2,468	2,443	-1.01%	26.24%	26.35%		
Company Trip	929	688	-25.94%	9.67%	7.31%	Price	1,359	1,408	3.61%	14.45%	15.19%		
Honeymoon	92	87	-5.43%	0.96%	0.92%	Short flight Time	1,692	1,726	2.01%	17.99%	18.62%		
Getting Married	85	60	-29.41%	0.88%	0.64%	General Reading	44	40	-9.09%	0.47%	0.43%		
Memorial Service	92	93	1.09%	0.96%	0.99%	Flyer/Poster	424	356	-16.04%	4.51%	3.84%		
VFR	107	96	-10.28%	1.11%	1.02%	Friends/Relatives	1,711	1,691	-1.17%	18.19%	18.24%		
Attend Sport Events	81	97	19.75%	0.84%	1.03%	TV/Radio	46	46	0.00%	0.49%	0.50%		
Others	216	194	-10.19%	2.25%	2.06%	Previous Trip	2,106	2,124	0.85%	22.39%	22.91%		
						Others	755	842	11.52%	8.03%	9.08%		

OCCUPATION	2011		2012		2011		2012		OCCUPATION	2011		2012	
	Number	Number	% Chge	% Share	% Share	Number	% Share	% Chge		% Share	% Share		
Legislators, and managers	1,565	1,578	0.83%	15.16%	15.83%	Entry Level	4	2	-50.00%	0.04%	0.02%		
Professional	693	676	-2.45%	6.71%	6.78%	Armed Forces	6	9	50.00%	0.06%	0.09%		
Technicians	406	408	0.49%	3.93%	4.09%	Homemakers	430	468	8.84%	4.17%	4.70%		
Clerk	3,233	3,263	0.93%	31.32%	32.74%	Students	991	737	-25.63%	9.60%	7.39%		
Service Workers	1,137	1,043	-8.27%	11.01%	10.46%	Retirees	441	482	9.30%	4.27%	4.84%		
Skilled Workers	93	119	27.96%	0.90%	1.19%	Others	158	165	4.43%	1.53%	1.66%		
Craft and related trades worker	12	3	-75.00%	0.12%	0.03%	Not Stated	1,100	965	-12.27%	10.66%	9.68%		
Operators and Assemblers	54	49	-9.26%	0.52%	0.49%								





# KOREA VISITORS PROFILE

Jan-12

JANUARY	2011		2012		2011		2012		2011		2012		2011		2012		
AGE/SEX	Male	Male	% Chge	% Share	% Share	Female	Female	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL	TOTAL	% Chge	% Share	% Share
	Number	Number				Number	Number						Number	Number			
Under 10	10	7	-30.00%	0.16%	0.11%	14	3	-78.57%	0.22%	0.05%	0	0	24	10	-58.33%	0.19%	0.08%
Under 13	1,387	1,341	-3.32%	22.19%	21.71%	1,303	1,355	3.99%	20.27%	20.63%	5	4	2,695	2,700	0.19%	21.25%	21.17%
10-17	0	1	-----	0.00%	0.02%	1	1	0.00%	0.02%	0.02%	0	0	1	2	100.00%	0.01%	0.02%
13-15	238	244	2.52%	3.81%	3.95%	241	207	-14.11%	3.75%	3.15%	0	0	479	451	-5.85%	3.78%	3.54%
16-19	154	180	16.88%	2.46%	2.91%	173	182	5.20%	2.69%	2.77%	0	1	327	363	11.01%	2.58%	2.85%
18-19	0	0	-----	0.00%	0.00%	3	1	-66.67%	0.05%	0.02%	0	0	3	1	-66.67%	0.02%	0.01%
20-24	105	112	6.67%	1.68%	1.81%	162	186	14.81%	2.52%	2.83%	0	0	267	298	11.61%	2.11%	2.34%
25-29	245	207	-15.51%	3.92%	3.35%	477	389	-18.45%	7.42%	5.92%	0	0	722	596	-17.45%	5.69%	4.67%
30-34	631	654	3.65%	10.10%	10.59%	848	857	1.06%	13.19%	13.05%	0	0	1,479	1,511	2.16%	11.66%	11.85%
35-39	861	759	-11.85%	13.78%	12.29%	1,045	930	-11.00%	16.25%	14.16%	0	0	1,906	1,689	-11.39%	15.03%	13.24%
40-44	1,039	954	-8.18%	16.62%	15.44%	806	843	4.59%	12.54%	12.83%	0	1	1,845	1,798	-2.55%	14.55%	14.10%
45-49	512	455	-11.13%	8.19%	7.36%	350	397	13.43%	5.44%	6.04%	0	0	862	852	-1.16%	6.80%	6.68%
50-54	347	383	10.37%	5.55%	6.20%	279	308	10.39%	4.34%	4.69%	0	0	626	691	10.38%	4.94%	5.42%
55-59	235	259	10.21%	3.76%	4.19%	237	317	33.76%	3.69%	4.83%	0	0	472	576	22.03%	3.72%	4.52%
60 and Over	484	619	27.89%	7.74%	10.02%	488	589	20.70%	7.59%	8.97%	0	0	972	1,208	24.28%	7.66%	9.47%
Not Stated	2	3	50.00%	0.03%	0.05%	2	3	50.00%	0.03%	0.05%	0	0	4	6	50.00%	0.03%	0.05%
<b>Total</b>	<b>6,250</b>	<b>6,178</b>	<b>-1.15%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>6,429</b>	<b>6,568</b>	<b>2.16%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>5</b>	<b>6</b>	<b>12,684</b>	<b>12,752</b>	<b>0.54%</b>	<b>100.00%</b>	<b>100.00%</b>

FREQUENCY OF VISIT	2011	2012	% Chge	2011	2012	TRAVEL COMPANION	2012	% Share
	Number	Number		% Share	% Share		Number	
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%
						Business Associates	663	12.89%
						Friends	802	15.60%
						Tour Group	430	8.36%
						Alone	243	4.73%
						# of respondents	5,142	

TRAVEL PLANS	2011	2012	% Chge	2011	2012	TRAVEL MOTIVATION	2011	2012	% Chge	2011	2012
				% Share	% Share					% Chge	% 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	872	916	5.05%	16.33%	17.28%	Magazines	88	71	-19.32%	1.65%	1.35%
Diving	106	159	50.00%	1.99%	3.00%	Travel Agents	2,863	2,564	-10.44%	53.70%	48.82%
Attend Conf & Conv	10	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	8.05%	1.63%	1.77%	Friends/Relatives	596	589	-1.17%	11.18%	11.21%
Attend Sport Events	80	67	-16.25%	1.50%	1.26%	TV/Radio	33	47	42.42%	0.62%	0.89%
Others	110	102	-7.27%	2.06%	1.92%	Previous Trip	470	520	10.64%	8.82%	9.90%
						Others	271	388	43.17%	5.08%	7.39%

OCCUPATION	2011	2012	% Chge	2011	2012	Entry Level	2011	2012	% Chge	2011	2012
				% Share	% Share					% Chge	% Share
Legislators, and managers	200	278	39.00%	3.57%	5.06%	Armed Forces	32	11	-65.63%	0.57%	0.20%
Professional	1,210	1,377	13.80%	21.58%	25.07%	Homemakers	548	461	-15.88%	9.78%	8.39%
Technicians	389	363	-6.68%	6.94%	6.61%	Students	293	280	-4.44%	5.23%	5.10%
Clerk	1,608	1,317	-18.10%	28.68%	23.98%	Retirees	151	168	11.26%	2.69%	3.06%
Service Workers	523	505	-3.44%	9.33%	9.20%	Others	189	259	37.04%	3.37%	4.72%
Skilled Workers	15	14	-6.67%	0.27%	0.25%	Not Stated	400	427	6.75%	7.14%	7.77%
Craft and related trades worker	4	5	25.00%	0.07%	0.09%						
Operators and Assemblers	34	22	-35.29%	0.61%	0.40%						



# CHINA VISITORS PROFILE

Jan-12

JANUARY	2011		2012		2011		2012		2011		2012		2011		2012		
	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	0	1	----	0.00%	0.03%	0	1	----	0.00%	0.03%	0	0	0	2	----	0.00%	0.03%
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%	11.33%
10-17	0	1	----	0.00%	0.03%	0	0	----	0.00%	0.00%	0	0	0	1	----	0.00%	0.01%
13-15	44	75	70.45%	2.19%	2.02%	39	71	82.05%	2.05%	1.81%	0	2	83	148	78.31%	2.12%	1.93%
16-19	33	66	100.00%	1.64%	1.77%	41	94	129.27%	2.15%	2.39%	0	0	74	160	116.22%	1.89%	2.09%
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	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%	5.25%
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%	14.99%
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%	14.13%
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%	14.52%
40-44	291	533	83.16%	14.46%	14.33%	243	472	94.24%	12.76%	12.02%	0	0	534	1,005	88.20%	13.63%	13.12%
45-49	204	356	74.51%	10.14%	9.57%	177	279	57.63%	9.29%	7.11%	1	1	382	636	66.49%	9.75%	8.30%
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%	4.78%
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%	3.90%
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%	5.48%
Not Stated	0	1	----	0.00%	0.03%	1	6	500.00%	0.05%	0.15%	0	4	1	11	1000.00%	0.03%	0.14%
<b>Total</b>	<b>2,012</b>	<b>3,719</b>	<b>84.84%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>1,905</b>	<b>3,926</b>	<b>106.09%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>1</b>	<b>15</b>	<b>3,918</b>	<b>7,660</b>	<b>95.51%</b>	<b>100.00%</b>	<b>100.00%</b>

  

FREQUENCY OF VISIT	2011		2012		2011		2012		TRAVEL COMPANION	2012	
	Number	Number	% Chge	% Share	% Share	Number	% Share	Number		% Share	
First Visit	1,505	3,889	158.41%	83.43%	91.10%	Spouse	774	19.36%			
Revisit	68	153	125.00%	3.77%	3.58%	Children	455	11.38%			
Not Stated	231	227	-1.73%	12.80%	5.32%	Parents/Grandparents	125	3.13%			
						Other Family Members	119	2.98%			
<b>TRAVEL ARRANGEMENT</b>						Business Associates	217	5.43%			
Individually arranged	125	325	160.00%	6.93%	7.61%	Friends	203	5.08%			
Packaged Tour	1,177	1,386	17.76%	65.24%	32.47%	Tour Group	2,572	64.35%			
Company/Business trip	70	83	18.57%	3.88%	1.94%	Alone	90	2.25%			
Group Tour	275	2,242	715.27%	15.24%	52.52%	# of 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		TRAVEL MOTIVATION	2011		2012	
			% Chge	% Share	% Share			% Chge		% Share	% Share	% Chge	% Share
Pleasure	1,551	4,029	159.77%	92.32%	97.55%	Internet	297	528	77.78%	17.89%	12.93%		
Business	25	15	-40.00%	1.49%	0.36%	Newspaper	37	45	21.62%	2.23%	1.10%		
Golf	42	27	-35.71%	2.50%	0.65%	Magazines	228	115	-49.56%	13.73%	2.82%		
Diving	66	109	65.15%	3.93%	2.64%	Travel Agents	985	3,129	217.66%	59.34%	76.65%		
Attend Conf & Conv	23	6	-73.91%	1.37%	0.15%	Climate	90	142	57.78%	5.42%	3.48%		
Company Trip	57	44	-22.81%	3.39%	1.07%	Price	19	29	52.63%	1.14%	0.71%		
Honeymoon	67	79	17.91%	3.99%	1.91%	Short flight Time	24	60	150.00%	1.45%	1.47%		
Getting Married	0	4	----	0.00%	0.10%	General Reading	7	13	85.71%	0.42%	0.32%		
Memorial Service	1	3	200.00%	0.06%	0.07%	Flyer/Poster	4	15	275.00%	0.24%	0.37%		
VFR	12	28	133.33%	0.71%	0.68%	Friends/Relatives	146	175	19.86%	8.80%	4.29%		
Attend Sport Events	2	5	150.00%	0.12%	0.12%	TV/Radio	11	27	145.45%	0.66%	0.66%		
Others	18	23	27.78%	1.07%	0.56%	Previous Trip	12	23	91.67%	0.72%	0.56%		
						Others	75	137	82.67%	4.52%	3.36%		

  

OCCUPATION	2011		2012		2011		2012		OCCUPATION	2011		2012	
			% Chge	% Share	% Share			% Chge		% Share	% Share	% Chge	% Share
Legislators, and managers	118	144	22.03%	6.54%	3.37%	Entry Level	7	8	14.29%	0.39%	0.19%		
Professional	654	2,452	274.92%	36.25%	57.44%	Armed Forces	0	0	----	0.00%	0.00%		
Technicians	137	221	61.31%	7.59%	5.18%	Homemakers	18	19	5.56%	1.00%	0.45%		
Clerk	396	379	-4.29%	21.95%	8.88%	Students	55	172	212.73%	3.05%	4.03%		
Service Workers	53	75	41.51%	2.94%	1.76%	Retirees	24	46	91.67%	1.33%	1.08%		
Skilled Workers	4	6	50.00%	0.22%	0.14%	Others	141	274	94.33%	7.82%	6.42%		