



Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

Fiscal Year 2010 - 2011

	2010	2011	% Change
TOTAL TO DATE:	300,222	279,195	-7.00%
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%
February	37,850	33,659	-11.07%
March	36,220	30,376	-16.13%
April	26,255	21,629	-17.62%
May	27,015 ^r	23,451	-13.19%
June	28,372	23,604	-16.81%
July	<u>35,164</u>	<u>27,203</u>	<u>-22.64%</u>
August	38,047		
September	29,917		
YEAR TOTAL:	368,186	279,195	-----

Calendar Year 2010 - 2011

	2010	2011	% Change
TOTAL TO DATE:	226,592	194,660	-14.09%
January	35,716	34,738	-2.74%
February	37,850	33,659	-11.07%
March	36,220	30,376	-16.13%
April	26,255	21,629	-17.62%
May	27,015 ^r	23,451	-13.19%
June	28,372	23,604	-16.81%
July	<u>35,164</u>	<u>27,203</u>	<u>-22.64%</u>
August	38,047		
September	29,917		
October	25,784		
November	27,179		
December	31,572		
YEAR TOTAL:	379,091	194,660	-----

^r Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE									
Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	145,711	121,374	-17%	89,335	89,197	0%	33,732	36,814	9%
October	8,602	11,279	31%	4,813	8,681	80%	3,820	3,143	-18%
November	10,553	11,447	8%	6,892	10,428	51%	2,715	2,316	-15%
December	15,638	14,279	-9%	10,157	10,485	3%	1,283	3,584	179%
January	18,018	15,646	-13%	11,710	12,685	8%	3,038	3,918 ^r	29%
February	19,271	17,450	-9%	9,603	10,133	6%	6,267	3,923	-37%
March	21,685	17,214	-21%	8,185	7,072	-14%	3,176	2,635	-17%
April	10,463	7,696	-26%	8,619	6,349	-26%	3,446	2,754	-20%
May	11,434 ^r	7,567	-34%	9,643	7,303	-24%	3,143	5,017	60%
June	13,451	8,645	-36%	8,931	7,064	-21%	2,261	4,535	101%
July	<u>16,596</u>	<u>10,151</u>	<u>-39%</u>	<u>10,782</u>	<u>8,997</u>	<u>-17%</u>	<u>4,583</u>	<u>4,989</u>	<u>9%</u>
August	20,117			10,786			4,320		
September	16,992			7,958			2,346		
Year Total	182,820			108,079			40,398		
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	14,917	13,295	-11%	7,983	7,897	-1%	875	446	-49%
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	1,231	987	-20%	997	538	-46%	45	44	-2%
March	1,559	1,307	-16%	751	1,137	51%	45	35	-22%
April	1,376	1,533	11%	662	842	27%	201	63	-69%
May	1,441	1,386	-4%	746	1,209	62%	62	43	-31%
June	1,760	1,363	-23%	1,035	583	-44%	39	45	15%
July	<u>1,460</u>	<u>1,476</u>	<u>1%</u>	<u>951</u>	<u>577</u>	<u>-39%</u>	<u>42</u>	<u>30</u>	<u>-29%</u>
August	1,315			837 ^r			43		
September	1,251			893			41		
Year Total	17,483			9,713			959		
Fiscal Year	~ RUSSIA ~			* ~ HONG KONG ~			~ OTHER AREAS ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	3,741	4,454	19%	260	1,628	526%	3,668	4,090	12%
October	377	367	-3%	26	64	146%	268	220	-18%
November	374	288	-23%	27	30	11%	273	220	-19%
December	401	559	39%	19	33	74%	227	273	20%
January	487	599	23%	27	28	4%	229	261	14%
February	181	376	108%	19	39	105%	236	169	-28%
March	496	650	31%	20	72	260%	303	254	-16%
April	260	283	9%	37	61	65%	1,191	2,048	72%
May	305	324	6%	16	366	2188%	225	236	5%
June	485	558	15%	37	594	1505%	373	217	-42%
July	<u>375</u>	<u>450</u>	<u>20%</u>	<u>32</u>	<u>341</u>	<u>966%</u>	<u>343</u>	<u>192</u>	<u>-44%</u>
August	383			23			223		
September	205			31			200		
Year Total	4,329			314			4,091		

*Note: Effective July 2011, Taiwan section has been replaced with Hong Kong. FY 2010/11 arrivals from Taiwan are included with Other Areas.

^r Revised

VISITOR ARRIVALS TO SAIPAN - JULY 2011

ARRIVALS BY MODE OF TRANSPORTATION	<u>Jul-10</u>	<u>Jul-11</u>	% CHANGE
Air Arrivals	34,158	26,839	-21%
Sea Arrivals	274	0	-100%
TOTAL ARRIVALS	34,432	26,839	-22%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	16,139	9,978	-38%
Kanto (Tokyo)	11,087	7,144	-36%
Kinki (Osaka)	1,449	1,241	-14%
Tokai (Nagoya)	2,125	614	-71%
Tohoku (Sendai)	617	314	-49%
Kyushu (Fukuoka)	91	80	-12%
Hokkaido (Sapporo)	77	50	-35%
Chugoku (Hiroshima)	107	118	10%
Shikoku	60	74	23%
Okinawa	69	5	-93%
Others	39	8	-79%
Not Specified	418	330	-21%
KOREA	10,765	8,989	-16%
Seoul	5,808	5,156	-11%
Pusan	964	313	-68%
Taegu	358	230	-36%
Inchon	37	430	1062%
Others	3,226	2,654	-18%
Not Specified	372	206	-45%
CHINA	4,583	4,989	9%
GUAM	1,247	1,328	6%
UNITED STATES	654	548	-16%
PHILIPPINES	37	27	-27%
RUSSIA	375	450	20%
HONG KONG	32	341	966%
OTHER	326	189	-42%

ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	294,746	275,350	-7%
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	30,091	-15%
April	25,862	21,359	-17%
May	26,320	23,086	-12%
June	27,959	23,200	-17%
July	34,432	26,839	-22%
August	37,302		
September	29,486		
YEAR TOTAL	361,534	275,350	-----

Source: CNMI Customs Declaration Form

† Revised

Note: Effective July 2011, arrivals from Taiwan are included with Other.

Sea Arrivals : Jul-11

Military Shp: -----

Cruise Ship: -----

VISITOR ARRIVALS TO ROTA - JULY 2011			
	<u>Jul-10</u>	<u>Jul-11</u>	% CHANGE
TOTAL ARRIVALS	732	364	-50%
ARRIVALS FROM GUAM	732	364	-50%
JAPAN	457	173	-62%
KOREA	17	8	-53%
CHINA	0	0	-----
GUAM	213	148	-31%
UNITED STATES	23	29	26%
PHILIPPINES	5	3	-40%
RUSSIA	0	0	-----
HONG KONG	0	0	-----
OTHER	17	3	-82%
INTERISLAND ARRIVALS	0	0	-----
JAPAN			-----
KOREA			-----
CHINA			-----
UNITED STATES (INCLUDING GUAM)	<i>Not Available</i>	<i>Not Available</i>	-----
PHILIPPINES			-----
OTHER			-----
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	6,172	3,845	-38%
October	852	299	-65%
November	881	489	-44%
December	601	668	11%
January	398	409	3%
February	457	292	-36%
March	750	285	-62%
April	393	270	-31%
May	695 ^r	365	-47%
June	413	404	-2%
July	732	364	-50%
August	745		
September	431		
YEAR TOTAL	7,348	3,845	-----

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 - JULY 2011			
	<u>Jul-10</u>	<u>Jul-11</u>	% CHANGE
TOTAL ARRIVALS	3,158	3,536	12%
ARRIVALS FROM GUAM	0	0	-----
JAPAN	0	<i>Not Available</i>	-----
KOREA	0		-----
CHINA	0		-----
GUAM	<i>No Visitor Arrival</i>		-----
UNITED STATES	0		-----
PHILIPPINES	0		-----
RUSSIA	0		-----
HONG KONG	0		-----
OTHER	0		-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	3,088	3,532	14%
JAPAN	405	247	-39%
KOREA	218	193	-11%
CHINA	2,283	2,989	31%
GUAM	8	19	138%
UNITED STATES	17	6	-65%
PHILIPPINES	0	0	-----
HONG KONG	0	0	-----
SAIPAN	157	72	-54%
OTHER	0	6	-----
DAY VISITORS:	70	4	-94%
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	31,446	22,145	-30%
October	3,759	1,955	-48%
November	3,210	1,617	-50%
December	2,128	1,554	-27%
January	3,426	1,956	-43%
February	4,804	2,115	-56%
March	3,120	1,688	-46%
April	3,127	1,486	-52%
May	2,765	2,891	5%
June	1,949	3,347	72%
<u>July</u>	<u>3,158</u>	<u>3,536</u>	<u>12%</u>
August	2,465		
September	1,738		
YEAR TOTAL	35,649	22,145	-----

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)

JULY	TOTAL				JAPAN				KOREA				CHINA				GUAM				OTHERS			
	Jul-10	Jul-11	% SHARE	% CHGE	Jul-10	Jul-11	% SHARE	% CHGE	Jul-10	Jul-11	% SHARE	% CHGE	Jul-10	Jul-11	% SHARE	% CHGE	Jul-10	Jul-11	% SHARE	% CHGE	Jul-10	Jul-11	% SHARE	% CHGE
MODE OF ARRIVAL	34,432	26,839	100.00%	-22.05%	16,139	9,978	100.00%	-38.17%	10,765	8,989	100.00%	-16.50%	4,583	4,989	100.00%	8.86%	1,247	1,328	100.00%	6.50%	1,698	1,555	100.00%	-8.42%
Air	34,158	26,839	100.00%	-21.43%	16,139	9,978	100.00%	-38.17%	10,765	8,989	100.00%	-16.50%	4,583	4,989	100.00%	8.86%	1,247	1,328	100.00%	6.50%	1,424	1,555	100.00%	9.20%
Sea	274	0	0.00%	-100.00%	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	274	0	0.00%	-100.00%
GENDER	34,158	26,839	100.00%	-21.43%	16,139	9,978	100.00%	-38.17%	10,765	8,989	100.00%	-16.50%	4,583	4,989	100.00%	8.86%	1,247	1,328	100.00%	6.50%	1,424	1,555	100.00%	9.20%
Male	16,275	12,797	47.68%	-21.37%	7,590	4,913	49.24%	-35.27%	5,057	4,073	45.31%	-19.46%	2,058	2,198	44.06%	6.80%	789	794	59.79%	0.63%	781	819	52.67%	4.87%
Female	17,860	14,035	52.29%	-21.42%	8,542	5,064	50.75%	-40.72%	5,705	4,912	54.64%	-13.90%	2,514	2,790	55.92%	10.98%	456	533	40.14%	16.89%	643	736	47.33%	14.46%
Not Stated	23	7	0.03%	-69.57%	7	1	0.01%	-85.71%	3	4	0.04%	33.33%	11	1	0.02%	-90.91%	2	1	0.08%	-50.00%	0	0	0.00%	----
AGE GROUP (YEARS)	34,158	26,839	100.00%	-21.43%	16,139	9,978	100.00%	-38.17%	10,765	8,989	100.00%	-16.50%	4,583	4,989	100.00%	8.86%	1,247	1,328	100.00%	6.50%	1,424	1,555	100.00%	9.20%
Under 10	333	38	0.14%	-88.59%	43	4	0.04%	-90.70%	269	13	0.14%	-95.17%	7	3	0.06%	-57.14%	3	13	0.98%	333.33%	11	5	0.32%	-54.55%
Under 13	5,860	4,532	16.89%	-22.66%	2,798	1,506	15.09%	-46.18%	2,363	2,248	25.01%	-4.87%	437	439	8.80%	0.46%	80	118	8.89%	47.50%	182	221	14.21%	21.43%
10-17	43	6	0.02%	-86.05%	2	2	0.02%	0.00%	36	0	0.00%	-100.00%	1	0	0.00%	-100.00%	3	3	0.23%	0.00%	1	1	0.06%	0.00%
13-15	854	748	2.79%	-12.41%	317	177	1.77%	-44.16%	309	270	3.00%	-12.62%	150	211	4.23%	40.67%	34	52	3.92%	52.94%	44	38	2.44%	-13.64%
16-19	580	634	2.36%	9.31%	183	128	1.28%	-30.05%	177	165	1.84%	-6.78%	139	243	4.87%	74.82%	29	32	2.41%	10.34%	52	66	4.24%	26.92%
18-19	38	8	0.03%	-78.95%	0	3	0.03%	----	32	0	0.00%	-100.00%	1	1	0.02%	0.00%	1	4	0.30%	300.00%	4	0	0.00%	-100.00%
20-24	1,862	1,437	5.35%	-22.82%	1,308	798	8.00%	-38.99%	232	233	2.59%	0.43%	190	252	5.05%	32.63%	62	79	5.95%	27.42%	70	75	4.82%	7.14%
25-29	3,832	2,843	10.59%	-25.81%	2,168	1,270	12.73%	-41.42%	825	580	6.45%	-29.70%	644	743	14.89%	15.37%	79	93	7.00%	17.72%	116	157	10.10%	35.34%
30-34	4,172	3,405	12.69%	-18.38%	1,794	1,134	11.37%	-36.79%	1,546	1,367	15.21%	-11.58%	586	647	12.97%	10.41%	102	112	8.43%	9.80%	144	145	9.32%	0.69%
35-39	5,094	3,843	14.32%	-24.56%	2,092	1,267	12.70%	-39.44%	1,977	1,581	17.59%	-20.03%	733	699	14.01%	-4.64%	142	130	9.79%	-8.45%	150	166	10.68%	10.67%
40-44	4,304	3,380	12.59%	-21.47%	1,842	1,128	11.30%	-38.76%	1,476	1,205	13.41%	-18.36%	649	708	14.19%	9.09%	149	161	12.12%	8.05%	188	178	11.45%	-5.32%
45-49	2,433	1,921	7.16%	-21.04%	1,204	717	7.19%	-40.45%	530	424	4.72%	-20.00%	402	459	9.20%	14.18%	166	151	11.37%	-10.12%	129	170	10.93%	31.78%
50-54	1,590	1,262	4.70%	-20.63%	736	508	5.09%	-30.98%	306	253	2.81%	-17.32%	276	263	5.27%	-4.71%	148	124	9.34%	-15.07%	126	114	7.33%	-9.52%
55-59	1,097	935	3.48%	-14.77%	535	395	3.96%	-26.17%	219	184	2.05%	-15.98%	152	161	3.23%	5.92%	93	94	7.08%	1.08%	98	101	6.50%	3.06%
60 & Over	2,018	1,835	6.84%	-9.07%	1,100	940	9.42%	-14.55%	463	456	5.07%	-1.51%	199	159	3.19%	-20.10%	149	162	12.20%	8.72%	107	118	7.59%	10.28%
Not Stated	48	12	0.04%	-75.00%	17	1	0.01%	-94.12%	5	10	0.11%	100.00%	17	1	0.02%	-94.12%	7	0	0.00%	-100.00%	2	0	0.00%	-100.00%
PURPOSE OF VISIT	19,460	15,193	100.00%	-21.93%	9,708	6,333	100.00%	-34.77%	4,494	3,549	100.00%	-21.03%	3,354	3,445	100.00%	2.71%	971	895	100.00%	-7.83%	933	971	100.00%	4.07%
Pleasure	18,343	14,181	93.34%	-22.69%	9,604	6,228	98.34%	-35.15%	4,389	3,485	98.20%	-20.60%	3,316	3,394	98.52%	2.35%	468	452	50.50%	-3.42%	566	622	64.06%	9.89%
Business	898	778	5.12%	-13.36%	69	65	1.03%	-5.80%	54	20	0.56%	-62.96%	27	29	0.84%	7.41%	444	362	40.45%	-18.47%	304	302	31.10%	-0.66%
Other	219	234	1.54%	6.85%	35	40	0.63%	14.29%	51	44	1.24%	-13.73%	11	22	0.64%	100.00%	59	81	9.05%	37.29%	63	47	4.84%	-25.40%
FREQUENCY OF VISIT	19,460	15,193	100.00%	-21.93%	9,708	6,333	100.00%	-34.77%	4,494	3,549	100.00%	-21.03%	3,354	3,445	100.00%	2.71%	971	895	100.00%	-7.83%	933	971	100.00%	4.07%
First Visit	11,261	9,397	61.85%	-16.55%	4,653	2,946	46.52%	-36.69%	3,189	2,638	74.33%	-17.28%	2,943	3,159	91.70%	7.74%	65	124	13.85%	90.77%	411	530	54.58%	28.95%
Revisit	6,103	4,855	31.96%	-20.45%	4,055	2,979	47.04%	-26.54%	907	772	21.75%	-14.88%	95	136	3.95%	43.16%	683	615	68.72%	-9.96%	363	353	36.35%	-2.75%
Not Stated	2,096	941	6.19%	-55.10%	1,000	408	6.44%	-59.20%	398	139	3.92%	-65.08%	316	150	4.35%	-52.53%	223	156	17.43%	-30.04%	159	88	9.06%	-44.65%
TRAVEL ARRANGEMENT	19,460	15,193	100.00%	-21.93%	9,708	6,333	100.00%	-34.77%	4,494	3,549	100.00%	-21.03%	3,354	3,445	100.00%	2.71%	971	895	100.00%	-7.83%	933	971	100.00%	4.07%
Individual Arranged	3,514	3,255	21.42%	-7.37%	1,397	1,127	17.80%	-19.33%	1,070	1,063	29.95%	-0.65%	111	188	5.46%	69.37%	521	449	50.17%	-13.82%	415	428	44.08%	3.13%
Packaged Tour	11,839	7,300	48.05%	-38.34%	6,493	3,905	61.66%	-39.86%	2,694	1,993	56.16%	-26.02%	2,517	1,183	34.34%	-53.00%	32	37	4.13%	15.63%	103	182	18.74%	76.70%
Business Trip	1,163	847	5.57%	-27.17%	546	312	4.93%	-42.86%	131	107	3.01%	-18.32%	99	81	2.35%	-18.18%	208	176	19.66%	-15.38%	179	171	17.61%	-4.47%
Group Tour	1,365	2,669	17.57%	95.53%	533	563	8.89%	5.63%	385	227	6.40%	-41.04%	430	1,842	53.47%	328.37%	12	14	1.56%	16.67%	5	23	2.37%	360.00%
Other	132	149	0.98%	12.88%	20	45	0.71%	125.00%	60	40	1.13%	-33.33%	5	10	0.29%	100.00%	17	23	2.57%	35.29%	30	31	3.19%	3.33%
Not Stated	1,447	973	6.40%	-32.76%	719	381	6.02%	-47.01%	154	119	3.35%	-22.73%	192	141	4.09%	-26.56%	181	196	21.90%	8.29%	201	136	14.01%	-32.34%
TRAVEL COMPANION	12,937	13,760	6.36%	6.36%	8,474	5,702	-32.71%	-32.71%	3,771	3,355	-11.03%	-11.03%	0	3,310	#DIV/0!	#DIV/0!	692	622	-10.12%	-10.12%	0	771	#DIV/0!	#DIV/0!
Spouse	5,174	4,130	30.01%	-20.18%	2,457	1,509	26.46%	-38.58%	1,976	1,940	57.82%	-1.82%	552	410	12.39%	-25.72%	71	108	17.36%	52.11%	118	163	21.14%	38.14%
Children	4,046	3,055	22.20%	-24.49%	1,886	1,051	18.43%	-44.27%	1,549	1,512	45.07%	-2.39%	428	281	8.49%	-34.35%	52	68	10.93%	30.77%	131	143	18.55%	9.16%
Parents/Grandparents	834	624	4.53%	-25.18%	336	198	3.47%	-41.07%	268	296	8.82%	10.45%	199	93	2.81%	-53.27%	10	11	1.77%	10.00%	21	26	3.37%	23.81%
Other Family Members/relatives	1,088	837	6.08%	-23.07%	513	295	5.17%	-42.50%	399	356	1													

Visitors Profile by Country (Saipan only)

JULY	TOTAL				JAPAN				KOREA				CHINA/HK *				GUAM				OTHERS			
	Jul-10	Jul-11	% SHARE	% CHGE	Jul-10	Jul-11	% SHARE	% CHGE	Jul-10	Jul-11	% SHARE	% CHGE	Jul-10	Jul-11	% SHARE	% CHGE	Jul-10	Jul-11	% SHARE	% CHGE	Jul-10	Jul-11	% SHARE	% CHGE
TRAVEL PLANS	18,094	14,353		-20.68%	9,032	5,963		-33.98%	4,328	3,442		-20.47%	3,181	3,349		5.28%	803	733		-8.72%	750	866		15.47%
Pleasure	15,322	12,183	84.88%	-20.49%	7,465	4,822	80.87%	-35.41%	4,062	3,262	94.77%	-19.69%	3,086	3,257	97.25%	5.54%	287	301	41.06%	4.88%	422	541	62.47%	28.20%
Business	765	673	4.69%	-12.03%	79	81	1.36%	2.53%	37	16	0.46%	-56.76%	19	26	0.78%	36.84%	374	287	39.15%	-23.28%	256	263	30.37%	2.73%
Golf	1,069	842	5.87%	-21.23%	718	551	9.24%	-23.26%	253	233	6.77%	-7.91%	10	5	0.15%	-50.00%	56	25	3.41%	-55.36%	32	28	3.23%	-12.50%
Dive	1,993	1,498	10.44%	-24.84%	1,709	1,194	20.02%	-30.13%	150	126	3.66%	-16.00%	74	83	2.48%	12.16%	12	17	2.32%	41.67%	48	78	9.01%	62.50%
Convention	48	63	0.44%	31.25%	3	5	0.08%	66.67%	6	13	0.38%	116.67%	4	3	0.09%	-25.00%	20	30	4.09%	50.00%	15	12	1.39%	-20.00%
Company Trip	494	285	1.99%	-42.31%	405	216	3.62%	-46.67%	20	6	0.17%	-70.00%	31	32	0.96%	3.23%	24	15	2.05%	-37.50%	14	16	1.85%	14.29%
Honeymoon	237	196	1.37%	-17.30%	77	60	1.01%	-22.08%	111	66	1.92%	-40.54%	44	55	1.64%	25.00%	0	1	0.14%	-----	5	14	1.62%	180.00%
Get Married	66	75	0.52%	13.64%	59	69	1.16%	16.95%	2	0	0.00%	-100.00%	2	2	0.06%	0.00%	2	1	0.14%	-50.00%	1	3	0.35%	200.00%
Memorial Service	60	135	0.94%	125.00%	52	117	1.96%	125.00%	1	2	0.06%	100.00%	0	1	0.03%	-----	4	13	1.77%	225.00%	3	2	0.23%	-33.33%
Visit Friends	492	383	2.67%	-22.15%	115	87	1.46%	-24.35%	67	39	1.13%	-41.79%	22	16	0.48%	-27.27%	165	147	20.05%	-10.91%	123	94	10.85%	-23.58%
Sports	103	97	0.68%	-5.83%	53	39	0.65%	-26.42%	27	22	0.64%	-18.52%	1	3	0.09%	200.00%	16	17	2.32%	6.25%	6	16	1.85%	166.67%
Other	299	255	1.78%	-14.72%	144	104	1.74%	-27.78%	79	56	1.63%	-29.11%	9	14	0.42%	55.56%	26	42	5.73%	61.54%	41	39	4.50%	-4.88%
Not Stated	1,366	840	5.85%	-38.51%	676	370	6.20%	-45.27%	166	107	3.11%	-35.54%	173	96	2.87%	-44.51%	168	162	22.10%	-3.57%	183	105	12.12%	-42.62%
TRAVEL MOTIVATION	17,062	14,115		-17.27%	8,292	5,862		-29.31%	4,206	3,416		-18.78%	3,097	3,318		7.14%	775	675		-12.90%	692	844		21.97%
Newspaper	266	98	0.69%	-63.16%	58	16	0.27%	-72.41%	138	18	0.53%	-86.96%	68	38	1.15%	-44.12%	1	4	0.59%	300.00%	1	22	2.61%	2100.00%
Magazine	476	335	2.37%	-29.62%	280	179	3.05%	-36.07%	86	53	1.55%	-38.37%	101	65	1.96%	-35.64%	2	0	0.00%	-100.00%	7	38	4.50%	442.86%
Travel Agent	6,421	5,555	39.36%	-13.49%	1,948	1,129	19.26%	-42.04%	2,080	1,583	46.34%	-23.89%	2,297	2,670	80.47%	16.24%	17	16	2.37%	-5.88%	79	157	18.60%	98.73%
Climate	1,636	1,073	7.60%	-34.41%	1,258	884	15.08%	-29.73%	274	92	2.69%	-66.42%	63	43	1.30%	-31.75%	3	2	0.30%	-33.33%	38	52	6.16%	36.84%
Price	1,658	1,058	7.50%	-36.19%	1,583	951	16.22%	-39.92%	31	38	1.11%	22.58%	15	14	0.42%	-6.67%	15	20	2.96%	33.33%	14	35	4.15%	150.00%
Short	2,379	1,614	11.43%	-32.16%	2,040	1,276	21.77%	-37.45%	229	230	6.73%	0.44%	41	30	0.90%	-26.83%	37	29	4.30%	-21.62%	32	49	5.81%	53.13%
Reading	309	349	2.47%	12.94%	61	40	0.68%	-34.43%	220	278	8.14%	26.36%	7	6	0.18%	-14.29%	2	0	0.00%	-100.00%	19	25	2.96%	31.58%
Flyer	646	423	3.00%	-34.52%	475	265	4.52%	-44.21%	124	128	3.75%	3.23%	15	4	0.12%	-73.33%	3	0	0.00%	-100.00%	29	26	3.08%	-10.34%
Friends / Relatives	2,437	2,067	14.64%	-15.18%	1,276	1,039	17.72%	-18.57%	404	428	12.53%	5.94%	243	138	4.16%	-43.21%	306	236	34.96%	-22.88%	208	226	26.78%	8.65%
TV / Radio	140	119	0.84%	-15.00%	53	46	0.78%	-13.21%	58	39	1.14%	-32.76%	18	15	0.45%	-16.67%	0	3	0.44%	-----	11	16	1.90%	45.45%
Prior Trip	2,281	1,857	13.16%	-18.59%	1,781	1,429	24.38%	-19.76%	298	276	8.08%	-7.38%	12	13	0.39%	8.33%	115	83	12.30%	-27.83%	75	56	6.64%	-25.33%
Other	1,512	1,342	9.51%	-11.24%	560	469	8.00%	-16.25%	222	157	4.60%	-29.28%	91	110	3.32%	20.88%	378	330	48.89%	-12.70%	261	276	32.70%	5.75%
Web	2,704	2,579	18.27%	-4.62%	1,442	1,189	20.28%	-17.55%	812	876	25.64%	7.88%	337	363	10.94%	7.72%	33	35	5.19%	6.06%	80	116	13.74%	45.00%
Not Stated	2,398	1,078	7.64%	-55.05%	1,416	471	8.03%	-66.74%	288	133	3.89%	-53.82%	257	127	3.83%	-50.58%	196	220	32.59%	12.24%	241	127	15.05%	-47.30%
OCCUPATION	19,460	15,193	100.00%	-21.93%	9,708	6,333	100.00%	-34.77%	4,494	3,549	100.00%	-21.03%	3,354	3,445	100.00%	2.71%	971	895	100.00%	-7.83%	933	971	100.00%	4.07%
Leg & Manager	1,851	1,380	9.08%	-25.45%	1,442	999	15.77%	-30.72%	134	99	2.79%	-26.12%	81	101	2.93%	24.69%	125	93	10.39%	-25.60%	69	88	9.06%	27.54%
Professional	3,933	3,865	25.44%	-1.73%	825	591	9.33%	-28.36%	935	828	23.33%	-11.44%	1,725	1,989	57.74%	15.30%	190	181	20.22%	-4.74%	258	276	28.42%	6.98%
Technicians	1,082	790	5.20%	-26.99%	524	334	5.27%	-36.26%	261	235	6.62%	-9.96%	164	113	3.28%	-31.10%	89	59	6.59%	-33.71%	44	49	5.05%	11.36%
Clerk	5,814	3,903	25.69%	-32.87%	3,885	2,360	37.27%	-39.25%	1,394	1,110	31.28%	-20.37%	490	341	9.90%	-30.41%	18	20	2.23%	11.11%	27	72	7.42%	166.67%
Service	1,615	1,011	6.65%	-37.40%	771	467	7.37%	-39.43%	748	427	12.03%	-42.91%	54	64	1.86%	18.52%	28	23	2.57%	-17.86%	14	30	3.09%	114.29%
Skilled	25	49	0.32%	96.00%	21	25	0.39%	19.05%	3	19	0.54%	533.33%	1	0	0.00%	-100.00%	0	4	0.45%	-----	0	1	0.10%	-----
Craftsman	29	35	0.23%	20.69%	3	1	0.02%	-66.67%	3	5	0.14%	66.67%	14	12	0.35%	-14.29%	8	13	1.45%	62.50%	1	4	0.41%	300.00%
Plant Operator	104	60	0.39%	-42.31%	71	35	0.55%	-50.70%	15	13	0.37%	-13.33%	10	8	0.23%	-20.00%	7	2	0.22%	-71.43%	1	2	0.21%	100.00%
Entry Level	32	28	0.18%	-12.50%	6	1	0.02%	-83.33%	12	15	0.42%	25.00%	10	7	0.20%	-30.00%	2	4	0.45%	100.00%	2	1	0.10%	-50.00%
Armed Forces	122	134	0.88%	9.84%	4	2	0.03%	-50.00%	10	6	0.17%	-40.00%	0	0	0.00%	-----	57	68	7.60%	19.30%	51	58	5.97%	13.73%
Homemaker	782	555	3.65%	-29.03%	437	272	4.29%	-37.76%	276	219	6.17%	-20.65%	25	29	0.84%	16.00%	22	12	1.34%	-45.45%	22	23	2.37%	4.55%
Students	883	738	4.86%	-16.42%	324	316	4.99%	-2.47%	272	233	6.57%	-14.34%	208	110	3.19%	-47.12%	29	30	3.35%	3.45%	50	49	5.05%	-2.00%
Retirees	417	329	2.17%	-21.10%	226	201	3.17%	-11.06%	61	48	1.35%	-21.31%	81	25	0.73%	-69.14%	27	36	4.02%	33.33%	22	19	1.96%	-13.64%
Other	532	384	2.53%	-27.82%	155	111	1.75%	-28.39%	89	72	2.03%	-19.10%	151	61	1.77%	-59.60%	55	57	6.37%	3.64%	82	83	8.55%	1.22%
Not Stated	2,239	1,932	12.72%	-13.71%	1,014	618	9.76%	-39.05%	281	220	6.20%	-21.71%	340	585	16.98%	72.06%	314	293	32.74%	-6.69%	290	216	22.25%	-25.52%
LENGTH OF STAY (NIGHTS)	127,170	105,965		-16.67%	56,480	36,622		-35.16%	41,762	36,704		-12.11%	16,939	19,727		16.46%	2,869	3,136		9.31%	9,120	9,776		7.19%
Avg. Length of Stay (Nights)	3.72	3.95			3.50	3.67			3.88	4.08			3.70	3.95			2.30	2.36			6.40	6.29		