

Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

Fiscal Year 201	1 - 2012		
TOTAL TO DATE:	2011 279,195	2012 318,778	% Change 14.18%
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	36,332	7.94%
March	30,376	36,033	18.62%
April	21,629	30,691	41.90%
May	23,451	28,193	20.22%
June	23,604	29,402	24.56%
July	27,203	32,478	19.39%
August	33,503		
September	25,408		
YEAR TOTAL:	338,106	318,778	

Calendar Year 20	011 - 2012		
TOTAL TO DATE:	2011 194,660	2012 231,392	% Change 18.87%
January	34,738	38,263	10.15%
February	33,659	36,332	7.94%
March	30,376	36,033	18.62%
April	21,629	30,691	41.90%
May	23,451	28,193	20.22%
June	23,604	29,402	24.56%
July	27,203	32,478	19.39%
August	33,503		
September	25,408		
October	24,693		
November	29,275		
December	33,418		
YEAR TOTAL:	340,957	231,392	

r Revised

MONTHLY VISI	TOR ARRIVA	ALS BY COL	JNTRY OF	RESIDENC	:E				
		JAPAN ~			~ KOREA ^	,		~ CHINA	~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	121,374	120,079	-1%	89,197	105,551	18%	36,814	65,580	78%
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	15,335	-12%	10,133	12,537	24%	3,923	6,208	58%
March	17,214	16,742	-3%	7,072	9,431	33%	2,635	6,779	157%
April	7,696	11,452	49%	6,349	9,399	48%	2,754	7,176	161%
May	7,567	9,727	29%	7,303	9,052	24%	5,017	6,685	33%
June	8,645	9,051	5%	7,064	10,369	47%	4,535	6,814	50%
July	10,151	10,988	8%	8,997	11,391	27%	4,989	7,480	50%
August	15,388			10,540			5,118		
September	11,872			6,746			4,519		
Year Total	148,634	120,079		106,483	105,551		46,451	65,580	
		~ GUAM ~		~ UN	NITED STA	TES ~	~ P	HILIPPIN	ES ~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	13,295	12,432	-6%	7,897	6,476	-18%	446	460	3%
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	978	-1%	538	594	10%	44	48	9%
March	1,307	1,205	-8%	1,137	813	-28%	35	47	34%
April	1,533	1,259	-18%	842	640	-24%	63	38	-40%
May	1,386	1,317	-5%	1,209	649	-46%	43	53	23%
June	1,363	1,388	2%	583	666	14%	45	55	22%
July	1,476	1,321	-11%	577	549	-5%	30	41	37%
August	1,117			486 r			53		
September Year Total	1,217 15 , 629	12,432		545 8.928	6,476		40 539	460	
year total				-7-					4.0
		RUSSIA ~			HONG KON			THER ARE	
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	4,454	5,053	13%	1,628	602	-63%	4,090	2,545	-38%
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	367	-2%	39	52	33%	169	213	26%
March	650	688	6%	72	58	-19%	254	270	6%
April	283	414	46%	61	50	-18%	2,048	263	-87%
May	324	431	33%	366	37	-90%	236	242	3%
June	558	639	15%	594	49	-92%	217	371	71%
July	450	430	-4%	341	62	-82%	192	216	13%
August	422			164			215		
September	216			89			164		
Year Total	5,092	5,053		1,881	602		4,469	2,545	

r Revised

VISITOR ARRIVALS TO SAIPAN - JUL	y 2012		
ARRIVALS BY MODE OF TRANSPORTATION	<u>Jul-11</u>	<u>Jul-12</u>	% CHANGE
Air Arrivals	26,839	32,141	20%
Sea Arrivals	0	02,111	
TOTAL ARRIVALS	26,839	32,141	20%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	9,978	10,787	8%
Kanto (Tokyo)	7,144	8,000	12%
Kinki (Osaka)	1,241	1,247	0%
	· ·	·	
Tokai (Nagoya)	614	539	-12%
Tohoku (Sendai)	314	394	25%
Kyushu (Fukuoka)	80	86	8%
Hokkaido (Sapporo)	50	52	4%
Chugoku (Hiroshima)	118	97	-18%
Shikoku	74	80	8%
Okinawa	5	8	60%
Others	8	3	-63%
Not Specified	330	281	-15%
KOREA	8,989	11,368	26%
Seoul	5,156	6,038	17%
Pusan	313	872	179%
Taegu	230	374	63%
Inchon	430	462	7%
Others	2,654	3,294	
Not Specified	2,654	3,294	24% 59%
· ·			
CHINA	4,989	7,480	50%
GUAM	1,328	1,231	-7%
UNITED STATES	548	530	-3%
PHILIPPINES	27	41	52%
RUSSIA	450	430	-4%
HONG KONG OTHER	341 189	62 212	-82% 12%
ARRIVALS BY MONTH			
	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	275,350	315,462	15%
October	25,485	24,343	-4%
November	26,690	28,964	9% 7%
December	30,904	33,086 37,071	7%
January	34,329 33,367	37,971 36,103	11% 8%
February	33,367	36,193 35,827	8 % 19%
March April	30,091 21,359	35,827 30,262	19% 42%
May	23,086	27,700	42 % 20%
June	23,200	28,975	25% 25%
July	26,839	32,141	20%
August	32,838	32,171	2076
September	24,998		
YEAR TOTAL	333,186	315,462	
TEAR TOTAL	333,180	313,462	

Source: CNMI Customs Declaration Form

^rRevised

Sea Arrivals : Jul-12

Military Shp: None
Cruise Ship: None

VISITOR ARRIVALS TO ROTA	JULY 2012		
	<u>Jul-11</u>	<u>Jul-12</u>	% CHANGE
TOTAL ARRIVALS	364	337	-7%
ARRIVALS FROM GUAM	364	337	-7%
JAPAN	173	201	16%
KOREA	8	23	188%
CHINA	0	0	
GUAM	148	90	-39%
UNITED STATES	29	19	-34%
PHILIPPINES	3	0	-100%
RUSSIA	0	0	
HONG KONG	0	0	
OTHER	3	4	33%
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	3,845	3,316	-14%
October	299	350	17%
November	489	311	-36%
December	668	332	-50%
January	409	292	-29%
February	292	139	-52%
March	285	206	-28%
April	270	429	59%
May	365	493	35%
June	404	427	6%
July	364	337	-7%
August	665		
September	410		
YEAR TOTAL	4,920	3,316	

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	[AN - JULY 2012		
	<u>Jul-11</u>	<u>Jul-12</u>	% CHANGE
TOTAL ARRIVALS	3,536	5,558	57%
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:	3,532	5,558	57%
JAPAN	247	240	-3%
KOREA	193	556	188%
CHINA	2,989	4,627	55%
GUAM	19	12	-37%
UNITED STATES	6	16	167%
PHILIPPINES	0	0	
HONG KONG	0	0	
SAIPAN	72	107	49%
OTHER	6	0	-100%
DAY VISITORS:	4	0	-100%
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	22,145	48,650	120%
October	1,955	5,077	160%
November	1,617	4,480 r	177%
December	1,554	4,500	190%
January	1,956	4,934 r	
February	2,115	4,896	131%
March	1,688	4,926 r	
April	1,486	4,833 r	
May	2,891	5,022	74%
June Tule	3,347	4,424 r	
July	3,536	5,558	57%
August September	3,653 3,354		
YEAR TOTAL	29,152	48,650	
TEAR TOTAL	29,132	40,000	

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)

NOCE	VISITORS AUTHORITY	<u> </u>			1								• •				1				1				Page 1 of 2
NOCE	JULY	l ı				1												1							
Fig. 1900																		ou							% CHGE
Perform Perf		- /	,			,	,			0,000	,			,	.,				-,			,	, -		-18.01%
Second 19,00 19,	- 	26,839	32,141		19.75%	9,978			8.11%	8,989	11,368		26.47%	4,989			49.93%	1,328			-7.30%	1,555			-18.01%
Marcine 1,279 1,4487 4,229 1,529 1,459 1,459 1,459 1,479 1		26 839	32 141		19 75%	9 978			8 11%	8 989	11 368		26 47%	4 989			49 93%	1 328			-7 30%	1 555			-18.01%
		-,	- ,			- ,	-, -			-,	,			,,,,,,	,			,	, -			819	, -		-13.31%
Marche 1	Female																					736			-23.37%
Indicate 1	Not Stated	7				1	-			4	8			1	1			1				0	1		
	AGE GROUP (YEARS)	26,839	32,141	100.00%	19.75%	9,978	10,787	100.00%	8.11%	8,989	11,368	100.00%	26.47%	4,989	7,480	100.00%	49.93%	1,328	1,231	100.00%	-7.30%	1,555	1,275	100.00%	-18.01%
18-17 18 6 0.022 0.005 2 1 0.075 0.005 0.005 0 0.005 0.0	Under 10	38	27	0.08%	-28.95%	4	5	0.05%	25.00%	13	6	0.05%	-53.85%	3	1	0.01%	-66.67%	13	13	1.06%	0.00%	5	2	0.16%	-60.00%
1.54	Under 13	4,532	5,771	17.96%	27.34%	1,506	1781	16.51%	18.26%	2,248	2,751	24.20%	22.38%	439	923	12.34%	110.25%	118	122	9.91%	3.39%	221	194	15.22%	-12.22%
16-19	10-17	6	6	0.02%	0.00%	2	1	0.01%	-50.00%	0	0	0.00%		0	0	0.00%		3	5	0.41%	66.67%	1	0	0.00%	-100.00%
18-19	13-15	748	904	2.81%	20.86%	177	209	1.94%	18.08%	270	356	3.13%	31.85%	211	275	3.68%	30.33%	52	38	3.09%	-26.92%	38	26	2.04%	-31.58%
1924 1 1927	16-19	634	715	2.22%	12.78%	128	168	1.56%	31.25%	165	199	1.75%	20.61%	243	254	3.40%	4.53%	32	48	3.90%	50.00%	66	46	3.61%	-30.30%
18-99 18-9	18-19	8	5	0.02%	-37.50%	3	0	0.00%	-100.00%	0	1	0.01%		1	0	0.00%	-100.00%	4	4	0.32%	0.00%	0	0	0.00%	
19-54 3-46 4-49 13-99 3-429 13-99 12-99 13-99 5-199 13-99	20-24	1,437	1,703	5.30%	18.51%	798	901	8.35%	12.91%	233	262	2.30%	12.45%	252	386	5.16%	53.17%	79	82	6.66%	3.80%	75	72	5.65%	-4.00%
15-90 15-9	25-29	2,843	3,341	10.39%	17.52%	1,270	1,468	13.61%	15.59%	580	630	5.54%	8.62%	743	1,056	14.12%	42.13%	93	91	7.39%	-2.15%	157	96	7.53%	-38.85%
19-44 3.35 4.377 13.678 29.09 1.12 1.27 1.1798 1.296 1.26 1.714 15.00% 4.296 700 1119 14.69% 50.00% 161 138 11.274 1.429% 1.09	30-34	3,405	4,240	13.19%	24.52%	1,134	1,226	11.37%	8.11%	1,367	1,789	15.74%	30.87%	647	983	13.14%	51.93%	112	106	8.61%	-5.36%	145	136	10.67%	-6.21%
1-20 2,046 6,37% 6,57% 777 719 6,87% 0.07% 424 517 4,567% 21,57% 513 516 517 517 517 518 518 518 525	35-39	3,843	4,463	13.89%	16.13%	1,267	1,237	11.47%	-2.37%	1,581	1,846	16.24%	16.76%	699	1134	15.16%	62.23%	130	124	10.07%	-4.62%	166	122	9.57%	-26.51%
1,205	40-44	3,380	4,377	13.62%	29.50%	1,128	1,267	11.75%	12.32%	1,205	1,714	15.08%	42.24%	708	1119	14.96%	58.05%	161	138	11.21%	-14.29%	178	139	10.90%	-21.91%
SS-59 9 1,064 3.29% 12.79% 395 392 3.39% 4.39% 189 309 2.27% 0.75% 16 211 2.28% 31.09% 4 22 0.89% 1.27% 10 00 7.09% 1.7 Mod Source 1.27% 198 0.00% 3.00% 10 0.00% 10	45-49	1,921	2,046	6.37%	6.51%	717	719	6.67%	0.28%	424	517	4.55%	21.93%	459	568	7.59%	23.75%	151	135	10.97%	-10.60%	170	107	8.39%	-37.06%
19.00 19.0	50-54	1,262	1,470	4.57%	16.48%	508	567	5.26%	11.61%	253	383	3.37%	51.38%	263	278	3.72%	5.70%	124	128	10.40%	3.23%	114	114	8.94%	0.00%
Not Standed 12 18 0.08% 50.00% 1 1 0.01% 0.05% 10 14 0.12% 40.00% 1 2 0.03% 10.000% 20 0 0.00%	55-59	935	1,054	3.28%	12.73%	395	362	3.36%	-8.35%	184	309	2.72%	67.93%	161	211	2.82%	31.06%	94	82	6.66%	-12.77%	101	90	7.06%	-10.89%
Purpose of Visit 15,190 17,289 100,00% 13,33% 6,333 6,600 100,00% 4,36% 3,569 4,729 100,00% 33,25% 3,48 4,29 100,00% 23,05% 885 884 100,00% 3,46% 971 808 100,00% 14,85% 3,10% 11	60 & Over	1,835				940	875			456				159	290			162	115		-29.01%	118	130		10.17%
Pleasure 14,10 16,216 94,01% 14,30% 6,220 6,509 98,49% 4,51% 3,485 4,531 97,53% 32,80% 3,39% 4107 98,77% 23,30% 452 416 48,15% 7,59% 622 473 58,54% 2 business 779 379 4,30% 2-70% 66 39 0,59% 40,00% 29 33 0.70% 65,00% 29 51 1,20% 75,80% 502 355 41,00% 1-85% 502 50 355 41		12				1	1			10				1	2			0	0			0	1		
Stationes 77 787			•			-,	-,			-,					,										-16.79%
Part						6,228																			-23.95%
FREDUENCY OF VISIT 15,102 17,249 100.00% 13.53% 6.303 6.609 100.00% 4.36% 3,549 4,729 100.00% 33.25% 3,448 4.239 100.00% 23.05% 886 864 100.00% 3.46% 971 808 100.00% 1.66% 117.00% 11.0						65				20					51							302			-7.62% 19.15%
First Visit 9,397 11,089 64.17% 17.77% 2,946 3,287 49.74% 11.58% 2,638 3,560 75.28% 34.89% 3.159 3800 91.08% 22.19% 12c 76 8.80% 3.87% 500 286 38.40% 4-Pevisit 4,855 4,880 28.35% 0.72% 2.997 2,951 44.80% -0.94% 772 794 10.73% 2.85% 130 188 4.36% 36.03% 615 570 65.97% 7.72% 355 360 48.27% 11.08 11.08 11.08 11.09 11.09 11.09 4.85% 20.33% 155 218 22.33% 3.74% 88 132 15.34% 57.04% 10.00 11.09 4.85% 20.33% 155 218 22.33% 3.74% 88 132 15.34% 57.04% 10.00 11.09 4.85% 20.33% 155 218 22.33% 3.74% 88 132 15.34% 57.04% 10.00 11.09 4.85% 20.33% 155 218 22.33% 3.74% 88 132 15.34% 57.04% 10.00 11.09 4.85% 20.33% 155 218 22.33% 3.74% 88 132 15.34% 57.04% 10.00 11.09 4.85% 20.33% 155 218 22.33% 3.74% 88 132 15.34% 57.04% 10.00 11.09 4.85% 20.33% 155 218 22.33% 3.74% 88 132 15.34% 57.04% 10.00 11.09 4.85% 20.33% 155 218 22.33% 155 218 22.33% 10.00 11.09 4.85% 20.33% 155 218 22.33% 155 218 20.00 11.09 4.85% 20.33% 155 21.00 11.09 4.85% 20.33% 155 21.00 11.09 4.85% 20.33% 155 21.00 11.00						6 333	01			3 549					4 239			Ů.				971			-16.79%
Revisit 4,865 4,860 28,35% 0,72% 2,979 2,961 44,85% 0,94% 772 794 16,79% 2,85% 136 185 4,36% 36,03% 615 570 66,97% -7,32% 353 390 48,27% 1 Mot Stated 941 1,290 7,46% 37,09% 408 371 5,61% -9,07% 130 375 7,53% 169,78% 1,50 194 4,65% 29,33% 156 218 25,23% 37,74% 88 132 16,34% 5 RAVEL ARRANGEMENT 15,193 17,249 100,000% 13,35% 6,333 6,609 100,000% 43,85% 3,445 4,239 100,000% 23,35% 885 884 100,000% -3,46% 971 808 100,000% 14,48% 1,48											,														-46.04%
Not Stated 941 1,290 7,48% 37,09% 408 371 5,61% -9,07% 139 375 7,93% 169,78% 150 194 4,58% 29,33% 156 218 25,23% 39,74% 68 132 16,34% 5 FRAVEL ARRANGEMENT 15,193 17,249 100,00% 13,63% 6,639 100,00% 4,36% 3,549 4,729 100,00% 33,25% 3,448 42,39 100,00% 23,05% 895 864 100,00% -3,46% 971 808 100,00% -1,46% 100,40																						000			10.48%
FRAVEL ARRANGEMENT 15,193 17,249 100.00% 13,53% 6,609 100.00% 4.36% 3,549 4,729 100.00% 33,25% 3,445 4,239 100.00% 23,05% 895 864 100.00% 3,46% 971 808 100.00% -16	Not Stated																					88			50.00%
Packaged Tour 7,300 8,881 51.49% 21.66% 3,905 4,664 70.57% 19.44% 1,983 2.807 59.36% 40.84% 1.183 1,295 30.55% 9.47% 37 15 1.74% 59.46% 182 100 12.38% 4 Susiness Trip 847 765 4.44% 9.86% 312 290 4.39% 7.705% 107 106 2.24% 0.93% 81 62 1.46% 223.46% 176 159 18.40% 9.66% 171 148 18.22% 1 Group Tour 2,669 3,323 19.26% 24.50% 563 430 6.51% 29.26% 227 475 10.04% 109.25% 1.842 2387 56.31% 29.59% 14 10 1.16% 26.57% 23 21 2.60% 1 Group Tour 149 156 0.09% 4.70% 45 10 0.15% 7.778% 40 63 1.33% 57.50% 10 15 0.35% 50.00% 23 38 4.40% 65.22% 31 30 3.71% 1 Not Stated 973 939 5.44% 3.49% 381 292 4.42% 23.36% 119 136 2.88% 14.29% 141 195 4.60% 38.30% 196 187 21.64% 4.59% 136 129 15.97% 1 FIRAVEL COMPANION 13,760 15,804 14.88% 5,702 6.065 8.37% 3,355 4,516 34.61% 3,310 4,051 22.39% 622 564 9.32% 771 608 21.55% 20.73% 19.60% 1.512	TRAVEL ARRANGEMENT	15,193	•		13.53%	6,333	6,609			3,549	4,729			3,445	4,239	100.00%	23.05%	895				971			-16.79%
Business Trip 847 765 4.44% -9.68% 312 290 4.39% -7.05% 107 106 2.24% -0.93% 81 62 1.46% -23.46% 176 159 18.40% -9.66% 171 148 18.32% -1 Group Tour 2.669 3.323 19.26% 24.50% 563 430 6.51% -23.62% 227 475 10.04% 109.25% 1.842 2387 56.31% 29.59% 14 10 1.16% -28.57% 23 21 2.60% -1 Ditter 149 156 0.90% 4.70% 45 10 0.15% -77.75% 40 63 1.33% 57.50% 10 15 0.35% 50.00% 23 38 4.40% 65.25% 31 61.25% 18.40% 65.25% 65.	Individual Arranged	3,255	3,185	18.46%	-2.15%	1,127	923	13.97%	-18.10%	1,063	1142	24.15%	7.43%	188	285	6.72%	51.60%	449	455	52.66%	1.34%	428	380	47.03%	-11.21%
Business Trip 847 765 4.44% -9.68% 312 290 4.39% -7.05% 107 106 2.24% -0.93% 81 62 1.46% -23.46% 176 159 18.40% -9.66% 171 148 18.32% -1 Group Tour 2.669 3.323 19.26% 24.50% 563 430 6.51% -23.62% 227 475 10.04% 109.25% 1.842 2387 56.31% 29.59% 14 10 1.16% -28.57% 23 21 2.60% -1 Ditter 149 156 0.90% 4.70% 45 10 0.15% -77.75% 40 63 1.33% 57.50% 10 15 0.35% 50.00% 23 38 4.40% 65.25% 31 61.25% 18.40% 65.25% 65.	Packaged Tour	7,300	8,881	51.49%	21.66%	3,905	4,664	70.57%	19.44%	1,993	2,807	59.36%	40.84%	1,183	1,295	30.55%	9.47%	37	15	1.74%	-59.46%	182	100	12.38%	-45.05%
Group Tour 2,669 3,323 19,26% 24,50% 563 430 6,51% -23,62% 227 475 10,04% 109,25% 1,842 2387 56,31% 29,59% 14 10 1,16% -28,57% 23 21 2,60% -20,100 -10	Business Trip		765	4.44%	-9.68%					107		2.24%	-0.93%	81			-23.46%	176	159	18.40%	-9.66%	171	148	18.32%	-13.45%
Other 149 156 0.90% 4.70% 45 10 0.15% -77.78% 40 63 1.33% 57.50% 10 15 0.35% 50.00% 23 38 4.40% 65.22% 31 30 3.71% Not Stated 973 939 5.44% -3.49% 381 292 4.42% -23.36% 119 136 2.88% 14.29% 141 195 4.60% 38.30% 196 187 21.64% -4.59% 136 129 15.97% FIRAVEL COMPANION 13,760 15,804 14.85% 5,702 6,065 6.37% 3,355 4,516 34.61% 3,310 4,051 22.39% 622 564 -9.32% 771 608 -21 Spouse 4,100 5,052 31.84% 21.84% 1,509 1687 27.82% 11.80% 1,940 2,419 53.57% 24.69% 410 743 18.34% 81.22% 10 6	•	2.669	3.323	19.26%	24.50%	563	430	6.51%		227	475	10.04%	109.25%	1.842	2387	56.31%	29.59%	14	10	1.16%	-28.57%	23	21	2.60%	-8.70%
Not Stated 973 939 5.44% -3.49% 381 292 4.42% -23.36% 119 136 2.88% 14.29% 141 195 4.60% 38.30% 196 187 21.64% -4.59% 136 129 15.97% - FRAVEL COMPANION 13,760 15,804 14.85% 5,702 6.065 6.37% 3,355 4,516 34.61% 3,310 4,051 22.39% 622 564 -9.32% 771 668 -21 Spouse 4,130 5,032 31.84% 21.84% 1,509 1687 27.82% 11.80% 1,940 2,419 53.57% 24.69% 410 743 18.34% 81.22% 108 67 11.88% -37.96% 163 116 19.08% -22 Children 3,055 3,878 24.54% 26.94% 1,051 1257 20.73% 19.60% 1,512 1,894 41.94% 25.26% 281 526 12.98% 87.19% 68 66 11.70% -2.94% 143 13.5 22.20% -22.00%	Other					45				40				10				23	38			31			-3.23%
Spouse 4,130 5,032 31.84% 21.84% 1,509 1687 27.82% 11.80% 1,940 2,419 53.57% 24.69% 410 743 18.34% 81.22% 108 67 11.88% -37.96% 163 116 19.08% -2 Children 3,055 3,878 24.54% 26.94% 1,051 1257 20.73% 19.60% 1,512 1,894 41.94% 25.26% 281 526 12.98% 87.19% 68 66 11.70% -2.94% 143 135 22.20% -2 Parents/Grandparents 624 759 4.80% 21.63% 198 235 3.87% 18.69% 296 366 8.10% 23.65% 93 116 2.86% 24.73% 11 12 2.13% 9.09% 26 30 4.93% 1.0 Chter Family Members/relatives 837 924 5.85% 10.39% 295 304 5.01% 3.05% 356 372 8.24% 4.49% 65 137 3.38% 110.77% 58 48 8.51% -17.24% 63 63 10.36% -2 Susiness Associates 1,290 1,541 9.75% 19.46% 732 642 10.59% -12.30% 219 551 12.20% 151.60% 116 160 3.95% 37.93% 69 76 13.48% 10.14% 154 112 18.42% -2 Friends 3,449 3,704 23.44% 7.39% 2,405 2,655 43.78% 10.40% 606 638 14.13% 5.28% 214 277 6.84% 29.44% 64 56 9.93% -12.50% 160 78 12.83% -5 Tour Group 2,939 3,357 21.24% 14.22% 354 292 4.81% -17.51% 238 425 9.41% 78.57% 2,325 2,621 64.70% 12.73% 1 4 0.71% 300.00% 21 15 2.47% -2	Not Stated	973	939	5.44%	-3.49%	381	292	4.42%	-23.36%	119	136	2.88%	14.29%	141	195		38.30%	196	187	21.64%	-4.59%	136	129	15.97%	-5.15%
Children 3,055 3,878 24.54% 26.94% 1,051 1257 20.73% 19.60% 1,512 1,894 41.94% 25.26% 281 526 12.98% 87.19% 68 66 11.70% -2.94% 143 135 22.20% -2.00%	TRAVEL COMPANION	13,760	15,804		14.85%	5,702	6,065		6.37%	3,355	4,516		34.61%	3,310	4,051		22.39%	622	564		-9.32%	771	608		-21.14%
Children 3,055 3,878 24.54% 26.94% 1,051 1257 20.73% 19.60% 1,512 1,894 41.94% 25.26% 281 526 12.98% 87.19% 68 66 11.70% -2.94% 143 135 22.20% -2.00%	Spouse	4,130	5,032	31.84%	21.84%	1,509	1687	27.82%	11.80%	1,940	2,419	53.57%	24.69%	410	743	18.34%	81.22%	108	67	11.88%	-37.96%	163	116	19.08%	-28.83%
Parents/Grandparents 624 759 4.80% 21.63% 198 235 3.87% 18.69% 296 366 8.10% 23.65% 93 116 2.86% 24.73% 11 12 2.13% 9.09% 26 30 4.93% 1 Other Family Members/relatives 837 924 5.85% 10.39% 295 304 5.01% 3.05% 356 372 8.24% 4.49% 65 137 3.38% 110.77% 58 48 8.51% -17.24% 63 63 10.36% 93 Business Associates 1,290 1,541 9.75% 19.46% 732 642 10.59% -12.30% 219 551 12.20% 151.60% 116 160 3.95% 37.93% 69 76 13.48% 10.14% 154 112 18.42% -2 Friends 3.449 3,704 23.44% 7.39% 2,405 2,655 43.78% 10.40% 606 638 14.13% 5.28% 214 277 6.84% 29.44% 64 56 9.93% -12.50% 160 78 12.83% -5 Tour Group 2,939 3,357 21.24% 14.22% 354 292 4.81% -17.51% 238 425 9.41% 78.57% 2,325 2,621 64.70% 12.73% 1 4 0.71% 300.00% 21 15 2.47% -2	Children		-,							,	, -			281				68	66			143			-5.59%
Other Family Members/relatives 837 924 5.85% 10.39% 295 304 5.01% 3.05% 356 372 8.24% 4.49% 65 137 3.38% 110.77% 58 48 8.51% -17.24% 63 63 10.36% 69 Business Associates 1,290 1,541 9.75% 19.46% 732 642 10.59% -12.30% 219 551 12.20% 151.60% 116 160 3.95% 37.93% 69 76 13.48% 10.14% 154 112 18.42% -2 Friends 3,493 3,704 23.44% 7.39% 2,405 2,655 43.78% 10.40% 606 638 14.13% 5.28% 214 277 6.84% 29.44% 64 56 9.93% -12.50% 160 78 12.83% -5 Four Group 2,939 3,357 21.24% 14.22% 354 292 4.81% -17.51% 238 425	Parents/Grandparents		759								366	8.10%		93	116		24.73%	11	12			26			15.38%
Business Associates 1,290 1,541 9.75% 19.46% 732 642 10.59% -12.30% 219 551 12.20% 151.60% 116 160 3.95% 37.93% 69 76 13.48% 10.14% 154 112 18.42% -2 Friends 3,449 3,704 23.44% 7.39% 2,405 2,655 43.78% 10.40% 606 638 14.13% 5.28% 214 277 6.84% 29.44% 64 56 9.93% -12.50% 160 78 12.83% -5 Tour Group 2,939 3,357 21.24% 14.22% 354 292 4.81% -17.51% 238 425 9.41% 78.57% 2,325 2,621 64.70% 12.73% 1 4 0.71% 300.00% 21 15 2.47% -2	Other Family Members/relatives	837	924	5.85%	10.39%	295	304	5.01%		356		8.24%		65	137	3.38%	110.77%	58	48			63	63	10.36%	0.00%
Friends 3,449 3,704 23.44% 7.39% 2,405 2,655 43.78% 10.40% 606 638 14.13% 5.28% 214 277 6.84% 29.44% 64 56 9.93% -12.50% 160 78 12.83% -5 Tour Group 2,939 3,357 21.24% 14.22% 354 292 4.81% -17.51% 238 425 9.41% 78.57% 2,325 2,621 64.70% 12.73% 1 4 0.71% 300.00% 21 15 2.47% -2	Business Associates													116				69	76			154			-27.27%
Tour Group 2,939 3,357 21.24% 14.22% 354 292 4.81% -17.51% 238 425 9.41% 78.57% 2,325 2,621 64.70% 12.73% 1 4 0.71% 300.00% 21 15 2.47% -2.	Friends		, ·											214				64				160			-51.25%
	Tour Group																	1	4			21			-28.57%
Alone 1,147	Alone		· ·															310	295			175			0.57%
	Not Stated		,																			191			-2.09%

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JULY	Jul-11	Jul-12	% SHARE	% CHGE	Jul-11	Jul-12	% SHARE	% CHGE	Jul-11	Jul-12	% SHARE	% CHGE	Jul-11	Jul-12	% SHARE	% CHGE	Jul-11	Jul-12	% SHARE	% CHGE	Jul-11	Jul-12	% SHARE	% CHGE
TRAVEL PLANS	14,353	16,475		14.78%	5,963	6,369		6.81%	3,442	4,580		33.06%	3,349	4,118		22.96%	733	702		-4.23%	866	706		-18.48%
Pleasure	12,183	14,390	87.34%	18.12%	4,822	5,382	84.50%	11.61%	3,262	4,344	94.85%	33.17%	3,257	4,023	97.69%	23.52%	301	260	37.04%	-13.62%	541	381	53.97%	-29.57%
Business	673	627	3.81%	-6.84%	81	52	0.82%	-35.80%	16	24	0.52%	50.00%	26	37	0.90%	42.31%	287	275	39.17%	-4.18%	263	239	33.85%	-9.13%
Golf	842	665	4.04%	-21.02%	551	450	7.07%	-18.33%	233	176	3.84%	-24.46%	5	13	0.32%	160.00%	25	6	0.85%	-76.00%	28	20	2.83%	-28.57%
Dive	1,498	1,495	9.07%	-0.20%	1,194	1,212	19.03%	1.51%	126	126	2.75%	0.00%	83	103	2.50%	24.10%	17	13	1.85%	-23.53%	78	41	5.81%	-47.44%
Convention	63	28	0.17%	-55.56%	5	2	0.03%	-60.00%	13	7	0.15%	-46.15%	3	1	0.02%	-66.67%	30	10	1.42%	-66.67%	12	, 8	1.13%	-33.33%
Company Trip	285	325	1.97%	14.04%	216	244	3.83%	12.96%	6	27	0.59%	350.00%	32	33	0.80%	3.13%	15	11	1.57%	-26.67%	16	10	1.42%	-37.50%
	196	275	1.67%	40.31%	60	71	1.11%	18.33%	66	121	2.64%	83.33%	55	79	1.92%	43.64%	10	1	0.14%	0.00%	14	3	0.42%	-78.57%
Honeymoon Cat Marriad	190				60				00	121		63.3376	33	19			'	1			14	3		
Get Married	135	27	0.16%	-64.00%	09	25	0.39%	-63.77%	0	0	0.00%	0.000/	4		0.02%	-50.00%	- 10	00	0.14%	0.00%	3	0	0.00%	-100.00%
Memorial Service		124	0.75%	-8.15%	117	79	1.24%	-32.48%	2	2	0.04%	0.00%	1	3	0.07%	200.00%	13	32	4.56%	146.15%	2	8	1.13%	300.00%
Visit Friends	383	423	2.57%	10.44%	87	99	1.55%	13.79%	39	39	0.85%	0.00%	16	16	0.39%	0.00%	147	164	23.36%	11.56%	94	105	14.87%	11.70%
Sports	97	88	0.53%	-9.28%	39	40	0.63%	2.56%	22	36	0.79%	63.64%	3	2	0.05%	-33.33%	17	6	0.85%	-64.71%	16	4	0.57%	-75.00%
Other	255	338	2.05%	32.55%	104	124	1.95%	19.23%	56	89	1.94%	58.93%	14	23	0.56%	64.29%	42	56	7.98%	33.33%	39	46	6.52%	17.95%
Not Stated TRAVEL MOTIVATION	840 14,115	774 16,053	4.70%	-7.86% 13.73%	370 5,862	6,261	3.77%	-35.14% 6.81%	107	149 4,499	3.25%	39.25% 31.70%	96	121 3,986	2.94%	26.04% 20.13%	162 675	162 638	23.08%	0.00% -5.48%	105 844	102 669	14.45%	-2.86% -20.73%
	14,113		0.570/		3,802	•	0.04%		3,416		0.0001	31.70%	3,318	,	0.0001		0/5	030	0.0427		644		0.0001	
Newspaper	98	92	0.57%	-6.12%	16	38	0.61%	137.50%	18	13	0.29%	-27.78%	38	33	0.83%	-13.16%	4	2	0.31%	-50.00%	22	6	0.90%	-72.73%
Magazine	335	369	2.30%	10.15%	179	246	3.93%	37.43%	53	39	0.87%	-26.42%	65	78	1.96%	20.00%	0	1	0.16%	#DIV/0!	38	5	0.75%	-86.84%
Travel Agent	5,555	7,093	44.18%	27.69%	1,129	1,327	21.19%	17.54%	1,583	2,467	54.83%	55.84%	2,670	3,179	79.75%	19.06%	16	18	2.82%	12.50%	157		15.25%	-35.03%
Climate	1,073	1,133	7.06%	5.59%	884	974	15.56%	10.18%	92	79	1.76%	-14.13%	43	43	1.08%	0.00%	2	3	0.47%	50.00%	52	2 34	5.08%	-34.62%
Price	1,058	1,197	7.46%	13.14%	951	1,137	18.16%	19.56%	38	25	0.56%	-34.21%	14	22	0.55%	57.14%	20	4	0.63%	-80.00%	35	9	1.35%	-74.29%
Short	1,614	1,690	10.53%	4.71%	1,276	1,331	21.26%	4.31%	230	294	6.53%	27.83%	30	24	0.60%	-20.00%	29	22	3.45%	-24.14%	49	19	2.84%	-61.22%
Reading	349	349	2.17%	0.00%	40	45	0.72%	12.50%	278	264	5.87%	-5.04%	6	24	0.60%	300.00%	0	3	0.47%		25	13	1.94%	-48.00%
Flyer	423	485	3.02%	14.66%	265	334	5.33%	26.04%	128	129	2.87%	0.78%	4	0	0.00%	-100.00%	0	0	0.00%		26	22	3.29%	-15.38%
Friends / Relatives	2,067	1,994	12.42%	-3.53%	1,039	1,050	16.77%	1.06%	428	373	8.29%	-12.85%	138	200	5.02%	44.93%	236	216	33.86%	-8.47%	226	155	23.17%	-31.42%
TV / Radio	119	144	0.90%	21.01%	46	42	0.67%	-8.70%	39	73	1.62%	87.18%	15	24	0.60%	60.00%	3	1	0.16%	-66.67%	16	4	0.60%	-75.00%
Prior Trip	1,857	1,804	11.24%	-2.85%	1,429	1,359	21.71%	-4.90%	276	273	6.07%	-1.09%	13	21	0.53%	61.54%	83	80	12.54%	-3.61%	56	71	10.61%	26.79%
Other	1,342	1,346	8.38%	0.30%	469	434	6.93%	-7.46%	157	246	5.47%	56.69%	110	89	2.23%	-19.09%	330	317	49.69%	-3.94%	276	260	38.86%	-5.80%
Web	2,579	3,134	19.52%	21.52%	1,189	1,403	22.41%	18.00%	876	1,088	24.18%	24.20%	363	534	13.40%	47.11%	35	27	4.23%	-22.86%	116	82	12.26%	-29.31%
Not Stated	1,078	1,196	7.45%	10.95%	471	348	5.56%	-26.11%	133	230	5.11%	72.93%	127	253	6.35%	99.21%	220	226	35.42%	2.73%	127	139	20.78%	9.45%
OCCUPATION	15,193	17,249	100.00%	13.53%	6,333	6,609	100.00%	4.36%	3,549	4,729	100.00%	33.25%	3,445	4,239	100.00%	23.05%	895	864	100.00%	-3.46%	971	808	100.00%	-16.79%
Leg & Manager	1,380	1,343	7.79%	-2.68%	999	1,019	15.42%	2.00%	99	89	1.88%	-10.10%	101	95	2.24%	-5.94%	93	75	8.68%	-19.35%	88	65	8.04%	-26.14%
Professional	3,865	4,414	25.59%	14.20%	591	530	8.02%	-10.32%	828	925	19.56%	11.71%	1,989	2,597	61.26%	30.57%	181	153	17.71%	-15.47%	276	209	25.87%	-24.28%
Technicians	790	806	4.67%	2.03%	334	293	4.43%	-12.28%	235	268	5.67%	14.04%	113	162	3.82%	43.36%	59	48	5.56%	-18.64%	49	35	4.33%	-28.57%
Clerk	3,903	4,636	26.88%	18.78%	2,360	2,647	40.05%	12.16%	1,110	1,628	34.43%	46.67%	341	304	7.17%	-10.85%	20	27	3.13%	35.00%	72	30	3.71%	-58.33%
Service	1,011	1,432	8.30%	41.64%	467	530	8.02%	13.49%	427	788	16.66%	84.54%	64	76	1.79%	18.75%	23	30	3.47%	30.43%	30	8	0.99%	-73.33%
Skilled	49	39	0.23%	-20.41%	25	24	0.36%	-4.00%	19	9	0.19%	-52.63%	0	1	0.02%		4	1	0.12%	-75.00%	1	4	0.50%	300.00%
Craftsman	35	24	0.14%	-31.43%	1	2	0.03%	100.00%	5	3	0.06%	-40.00%	12	10	0.24%	-16.67%	13	6	0.69%	-53.85%	4	3	0.37%	-25.00%
Plant Operator	60	112	0.65%	86.67%	35	45	0.68%	28.57%	13	39	0.82%	200.00%	8	20	0.47%	150.00%	2	6	0.69%	200.00%	2	2	0.25%	0.00%
Entry Level	28	25	0.14%	-10.71%	1	2	0.03%	100.00%	15	9	0.19%	-40.00%	7	6	0.14%	-14.29%	4	4	0.46%	0.00%	1	4	0.50%	300.00%
Armed Forces	134	171	0.99%	27.61%	2	4	0.06%	100.00%	6	10	0.21%	66.67%	0	0	0.00%		68	73	8.45%	7.35%	58	84	10.40%	44.83%
Homemaker	555	742	4.30%	33.69%	272	372	5.63%	36.76%	219	303	6.41%	38.36%	29	28	0.66%	-3.45%	12	22	2.55%	83.33%	23	17	2.10%	-26.09%
Students	738	795	4.61%	7.72%	316	360	5.45%	13.92%	233	225	4.76%	-3.43%	110	141	3.33%	28.18%	30		3.94%	13.33%	49	35	4.33%	-28.57%
Retirees	329	317	1.84%	-3.65%	201	174	2.63%	-13.43%	48	66	1.40%	37.50%	25	26	0.61%	4.00%	36	24	2.78%	-33.33%	19	27	3.34%	42.11%
Other	384	499	2.89%	29.95%	111	99	1.50%	-10.81%	72	110	2.33%	52.78%	61	153	3.61%	150.82%	57	73	8.45%	28.07%	83	64	7.92%	-22.89%
Not Stated	1,932	1,894	10.98%	-1.97%	618	508	7.69%	-17.80%	220	257	5.43%	16.82%	585	620	14.63%	5.98%	293	288	33.33%	-1.71%	216	221	27.35%	2.31%
LENGTH OF STAY (NIGHTS)	105,965	N/A			36,622	N/A			36,704	N/A			19,727	N/A			3,136	N/A			9,776			
Avg. Length of Stay (Nights)	3.95	N/A			3.67	N/A			4.08	N/A			3.95	N/A			2.36	N/A			6.29	N/A		



Operators and Assemblers

35

28.57%

0.55%

0.68%

VISITORS AUTHO	RITY																
JULY	2011 Male	2012 Male		2011	2012	2011 Female	2012 Female		2011	2012	2011 Not	2012 Not	2011 TOTAL	2012 TOTAL		2011	2012
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	% Share
Under 10	1	1	0.00%	0.02%	0.02%	3	4	33.33%	0.06%	0.07%	0	0	4	5	25.00%	0.04%	0.05%
Under 13	767	926	20.73%	15.61%	18.53%	739	855	15.70%	14.59%	14.77%	0	0	1,506	1,781	18.26%	15.09%	16.51%
10-17	0	0		0.00%	0.00%	2	1	-50.00%	0.04%	0.02%	0	0	2	1	-50.00%	0.02%	0.01%
13-15	103	100	-2.91%	2.10%	2.00%	74	109	47.30%	1.46%	1.88%	0	0	177	209	18.08%	1.77%	1.94%
16-19	50	59	18.00%	1.02%	1.18%	78	109	39.74%	1.54%	1.88%	0	0	128	168	31.25%	1.28%	1.56%
18-19	2	0	-100.00%	0.04%	0.00%	1	0	-100.00%	0.02%	0.00%	0	0	3	0	-100.00%	0.03%	0.00%
20-24	201	225	11.94%	4.09%	4.50%	597	676	13.23%	11.79%	11.68%	0	0	798	901	12.91%	8.00%	8.35%
25-29	445	486	9.21%	9.06%	9.72%	825	982	19.03%	16.29%	16.96%	0	0	1,270	1,468	15.59%	12.73%	13.61%
30-34	512	517	0.98%	10.42%	10.34%	622	709	13.99%	12.28%	12.25%	0	0	1,134	1,226	8.11%	11.37%	11.37%
35-39	598	569	-4.85%	12.17%	11.38%	668	668	0.00%	13.19%	11.54%	1	0	1,267	1,237	-2.37%	12.70%	11.47%
40-44	623	668	7.22%	12.68%	13.37%	505	599	18.61%	9.97%	10.35%	0	0	1,128	1,267	12.32%	11.30%	11.75%
45-49	449	418	-6.90%	9.14%	8.36%	268	301	12.31%	5.29%	5.20%	0	0	717	719	0.28%	7.19%	6.67%
50-54	322	339	5.28%	6.55%	6.78%	186	228	22.58%	3.67%	3.94%	0	0	508	567	11.61%	5.09%	5.26%
55-59	231	207	-10.39%	4.70%	4.14%	164	155	-5.49%	3.24%	2.68%	0	0	395	362	-8.35%	3.96%	3.36%
60 and Over	608	482	-20.72%	12.38%	9.64%	332	393	18.37%	6.56%	6.79%	0	0	940	875	-6.91%	9.42%	8.11%
Not Stated	1	1	0.00%	0.02%	0.02%	0	0		0.00%	0.00%	0	0	1	1	0.00%	0.01%	0.01%
Total	4,913	4,998	1.73%	100.00%	100.00%	5,064	5,789	14.32%	100.00%	100.00%	1	0	9,978	10,787	8.11%	100.00%	100.00%
		2011	2012		2011	2012											
		Number	Number	% Chge	% Share	% Share				2012							
FREQUENCY OF VI	SIT			70 U.I.gu	70 011010	70 Ondio	TE	RAVEL COMPANION		Number	% Share						
	· · ·										70 O.I.G. O						
First Visit		2,946	3,287	11.58%	46.52%	49.74%	Sp	ouse		1,687	27.82%						
Revisit		2,979	2,951	-0.94%	47.04%	44.65%	Ch	nildren		1,257	20.73%						
Not Stated		408	371	-9.07%	6.44%	5.61%	Pa	rents/Grandparents		235	3.87%						
							Ot	her Family Members		304	5.01%						
TRAVEL ARRANGE	MENT						Bu	isiness Associates		642	10.59%						
							Fri	ends		2,655	43.78%						
Individually arranged		1,127	923	-18.10%	17.80%	13.97%	To	ur Group		292	4.81%						
Packaged Tour		3,905	4,664	19.44%	61.66%	70.57%	Ald	one		408	6.73%						
Company/Business t	rip	312	290	-7.05%	4.93%	4.39%											
Group Tour		563	430	-23.62%	8.89%	6.51%	# 0	of respondents		6,065							
Other		45	10	-77.78%	0.71%	0.15%											
Not Stated		381	292	-23.36%	6.02%	4.42%											
TRAVEL PLANS		2011	2012		2011	2012	TR	RAVEL	2011	2012		2011	2012				
				% Chge	% Share	% Share		OTIVATION			% Chae	% Share	% Share				
			= 000	-							-						
Pleasure		4,822	5,382	11.61%	80.87%	84.50%		ernet	1,189	1,403	18.00%	20.28%	22.41%				
Business		81	52	-35.80%	1.36%	0.82%		ewspaper	16	38	137.50%	0.27%	0.61%				
Golf		551	450	-18.33%	9.24%	7.07%		agazines	179	246	37.43%	3.05%	3.93%				
Diving		1,194	1,212	1.51%	20.02%	19.03%		avel Agents	1,129	1,327	17.54%	19.26%	21.19%				
Attend Conf & Conv		5	2	-60.00%	0.08%	0.03%		mate	884	974	10.18%	15.08%	15.56%				
Company Trip		216	244	12.96%	3.62%	3.83%	Pri		951	1,137	19.56%	16.22%	18.16%				
Honeymoon		60	71	18.33%	1.01%	1.11%		ort flight Time	1,276	1,331	4.31%	21.77%	21.26%				
Getting Married		69	25	-63.77%	1.16%	0.39%		eneral Reading	40	45	12.50%	0.68%	0.72%				
Memorial Service		117	79	-32.48%	1.96%	1.24%	,	/er/Poster	265	334	26.04%	4.52%	5.33%				
VFR		87	99	13.79%	1.46%	1.55%		ends/Relatives	1,039	1,050	1.06%	17.72%	16.77%				
Attend Sport Events		39	40	2.56%	0.65%	0.63%		//Radio	46	42	-8.70%	0.78%	0.67%				
Others		104	124	19.23%	1.74%	1.95%		evious Trip hers	1,429 469	1,359 434	-4.90% -7.46%	24.38% 8.00%	21.71% 6.93%				
OCCUPATION		2011	2012		2011	2012			2011	2012		2011	2012				
				% Chge	% Share	% Share					% Chge	% Share	% Share				
Legislators, and man	nagers	999	1,019	2.00%	15.77%	15.42%	En	itry Level	1	2	100.00%	0.02%	0.03%				
Professional	J	591	530	-10.32%	9.33%	8.02%		med Forces	2	4	100.00%	0.03%	0.06%				
Technicians		334	293	-12.28%	5.27%	4.43%		memakers	272	372	36.76%	4.29%	5.63%				
Clerk		2,360	2,647	12.16%	37.27%	40.05%		udents	316	360	13.92%	4.99%	5.45%				
Service Workers		467	530	13.49%	7.37%	8.02%		etirees	201	174	-13.43%	3.17%	2.63%				
Skilled Workers		25	24	-4.00%	0.39%	0.36%		hers	111	99	-10.81%	1.75%	1.50%				
Craft and related trac	des worker	1	2	100.00%	0.02%	0.03%		ot Stated	618	508	-17.80%	9.76%	7.69%				
Onerators and Asser		35	45	28 57%	0.55%	0.68%	140		0.0	555		2.7.073	00 /0				



Operators and Assemblers

13

39 200.00%

0.37%

0.82%

KOREA VISITORS PROFILE

ISITORS AUTHORI	TY																
JULY	2011 Male	2012 Male		2011	2012	2011 Female	2012 Female		2011	2012	2011 Not	2012 Not	2011 TOTAL	2012 TOTAL		2011	2012
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	% Share
Under 10	7	1	-85.71%	0.17%	0.02%	6	5	-16.67%	0.12%	0.08%	0	0	13	6	-53.85%	0.14%	0.05%
Under 13	1,086	1,421	30.85%	26.66%	28.12%	1,159	1,324	14.24%	23.60%	21.00%	3	6	2,248	2,751	22.38%	25.01%	24.20%
10-17 13-15	0 120	0 175	45.83%	0.00% 2.95%	0.00% 3.46%	0 150	0 181	20.67%	0.00% 3.05%	0.00% 2.87%	0	0	0 270	0 356	31.85%	0.00% 3.00%	0.00% 3.13%
16-19	71	79	11.27%	1.74%	1.56%	94	120	27.66%	1.91%	1.90%	0	0	165	199	20.61%	1.84%	1.75%
18-19	0	0		0.00%	0.00%	0	1		0.00%	0.02%	0	0	0	1		0.00%	0.01%
20-24	69	63	-8.70%	1.69%	1.25%	164	199	21.34%	3.34%	3.16%	0	0	233	262	12.45%	2.59%	2.30%
25-29 30-34	139 526	161 709	15.83% 34.79%	3.41% 12.91%	3.19% 14.03%	441 841	469 1.080	6.35% 28.42%	8.98% 17.12%	7.44% 17.13%	0	0	580 1,367	630 1,789	8.62% 30.87%	6.45% 15.21%	5.54% 15.74%
35-39	694	799	15.13%	17.04%	15.81%	886	1,046	18.06%	18.04%	16.59%	1	1	1,581	1,846	16.76%	17.59%	16.24%
40-44	681	876	28.63%	16.72%	17.33%	524	838	59.92%	10.67%	13.29%	0	0	1,205	1,714	42.24%	13.41%	15.08%
45-49	252	280	11.11%	6.19%	5.54%	172	236	37.21%	3.50%	3.74%	0	1	424	517	21.93%	4.72%	4.55%
50-54 55-59	142 75	147 92	3.52% 22.67%	3.49% 1.84%	2.91% 1.82%	111 109	236 217	112.61% 99.08%	2.26% 2.22%	3.74% 3.44%	0	0	253 184	383 309	51.38% 67.93%	2.81% 2.05%	3.37% 2.72%
60 and Over	207	250	20.77%	5.08%	4.95%	249	341	36.95%	5.07%	5.41%	0	0	456	591	29.61%	5.07%	5.20%
Not Stated	4	1	-75.00%	0.10%	0.02%	6	13	116.67%	0.12%	0.21%	0	0	10	14	40.00%	0.11%	0.12%
Total	4,073	5,054	24.09%	100.00%	100.00%	4,912	6,306	28.38%	100.00%	100.00%	4	8	8,989	11,368	26.47%	100.00%	100.00%
		2011	2012	0/ 01	2011	2012				0040							
FREQUENCY OF VIS	SIT	Number	Number	% Chge	% Share	% Share	TRA	AVEL COMPANION		2012 Number	% Share						
First Visit		2,638	3,560	34.95%	74.33%	75.28%		ouse		2,419	53.57%						
Revisit		772 139	794 375	2.85%	21.75% 3.92%	16.79%		ldren		1,894	41.94%						
Not Stated		139	3/5	169.78%	3.92%	7.93%		ents/Grandparents er Family Members		366 372	8.10% 8.24%						
TRAVEL ARRANGE	MENT							siness Associates		551	12.20%						
								ends		638	14.13%						
Individually arranged Packaged Tour		1,063 1,993	1,142 2,807	7.43% 40.84%	29.95% 56.16%	24.15% 59.36%	Tou Alo	ır Group		425 128	9.41% 2.83%						
Company/Business tr	rip	107	106	-0.93%	3.01%	2.24%	Alu	iic		120	2.0370						
Group Tour	•	227	475	109.25%	6.40%	10.04%	# of	frespondents		4,516							
Other		40	63	57.50%	1.13%	1.33%											
Not Stated		119	136	14.29%	3.35%	2.88%											
TRAVEL PLANS		2011	2012	0/ 01	2011	2012		AVEL	2011	2012		2011	2012				
Discourse		0.000	4044	% Chge	% Share	% Share		TIVATION	070	4.000	% Chge		% Share				
Pleasure Business		3,262 16	4,344 24	33.17% 50.00%	94.77% 0.46%	94.85% 0.52%		rnet vspaper	876 18	1,088 13	24.20% -27.78%	25.64% 0.53%	24.18% 0.29%				
Golf		233	176	-24.46%	6.77%	3.84%		gazines	53	39	-26.42%	1.55%	0.23%				
Diving		126	126	0.00%	3.66%	2.75%		vel Agents	1,583	2,467	55.84%	46.34%	54.83%				
Attend Conf & Conv		13	7	-46.15%	0.38%	0.15%		nate	92	79	-14.13%	2.69%	1.76%				
Company Trip Honeymoon		6 66	27 121	350.00% 83.33%	0.17% 1.92%	0.59% 2.64%	Pric	ce ort flight Time	38 230	25 294	-34.21% 27.83%	1.11% 6.73%	0.56% 6.53%				
Getting Married		0	0	03.33 /0	0.00%	0.00%		neral Reading	278	264	-5.04%	8.14%	5.87%				
Memorial Service		2	2	0.00%	0.06%	0.04%		er/Poster	128	129	0.78%	3.75%	2.87%				
VFR		39	39	0.00%	1.13%	0.85%		ends/Relatives	428	373	-12.85%	12.53%	8.29%				
Attend Sport Events Others		22 56	36 89	63.64% 58.93%	0.64% 1.63%	0.79% 1.94%		Radio vious Trip	39 276	73 273	87.18% -1.09%	1.14% 8.08%	1.62% 6.07%				
Others		50	89	58.93%	1.03%	1.94%	Oth		157	246	56.69%	4.60%	5.47%				
OCCUPATION		2011	2012	% Chge	2011 % Share	2012 % Share			2011	2012	% Chge	2011 % Share	2012 % Share				
Legislators, and mana	agers	99	89	-10.10%	2.79%	1.88%	Ent	ry Level	15	9	-40.00%	0.42%	0.19%				
Professional	· J ···-	828	925	11.71%	23.33%	19.56%		ned Forces	6	10	66.67%	0.17%	0.21%				
Technicians		235	268	14.04%	6.62%	5.67%		memakers	219	303	38.36%	6.17%	6.41%				
Clerk		1,110	1,628	46.67%	31.28%	34.43%		dents	233	225	-3.43%	6.57%	4.76%				
Service Workers Skilled Workers		427 19	788 9	84.54% -52.63%	12.03% 0.54%	16.66% 0.19%	Ret Oth	irees ers	48 72	66 110	37.50% 52.78%	1.35% 2.03%	1.40% 2.33%				
Craft and related trad	es worker	5	3	-40.00%	0.14%	0.06%		Stated	220	257	16.82%	6.20%	5.43%				
I a																	



MARIAN VISITORS AUTHO	PRITY																
JULY	2011 Male	2012 Male		2011	2012	2011 Female	2012 Female		2011	2012	2011 Not	2012 Not	2011 TOTAL	2012 TOTAL		2011	2012
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	% Share
Under 10	0	0		0.00%	0.00%	3	1	-66.67%	0.11%	0.02%	0	0	3	1	-66.67%	0.06%	0.01%
Under 13	240	459	91.25%	10.92%	13.57%	199	464	133.17%	7.13%	11.33%	0	0	439	923	110.25%	8.80%	12.34%
10-17	0	0		0.00%	0.00%	0	0		0.00%	0.00%	0	0	0	0		0.00%	0.00%
13-15	90	127	41.11%	4.09%	3.76%	121	148	22.31%	4.34%	3.61%	0	0	211	275	30.33%	4.23%	3.68%
16-19 18-19	90 0	111 0	23.33%	4.09% 0.00%	3.28% 0.00%	153 1	143 0	-6.54% -100.00%	5.48% 0.04%	3.49% 0.00%	0	0	243 1	254 0	4.53% -100.00%	4.87% 0.02%	3.40% 0.00%
20-24	93	114	22.58%	4.23%	3.37%	159	272	71.07%	5.70%	6.64%	0	0	252	386	53.17%	5.05%	5.16%
25-29	291	440	51.20%	13.24%	13.01%	452	615	36.06%	16.20%	15.01%	0	1	743	1,056	42.13%	14.89%	14.12%
30-34	304	420	38.16%	13.83%	12.42%	342	563	64.62%	12.26%	13.74%	1	0	647	983	51.93%	12.97%	13.14%
35-39	281	497	76.87%	12.78%	14.70%	418	637	52.39%	14.98%	15.55%	0	0	699	1,134	62.23%	14.01%	15.16%
40-44	315	562	78.41%	14.33%	16.62%	393	557	41.73%	14.09%	13.60%	0	0	708	1,119	58.05%	14.19%	14.96%
45-49 50-54	223 124	301 130	34.98% 4.84%	10.15% 5.64%	8.90% 3.84%	236 139	267 148	13.14% 6.47%	8.46% 4.98%	6.52% 3.61%	0	0	459 263	568 278	23.75% 5.70%	9.20% 5.27%	7.59% 3.72%
55-59	77	94	22.08%	3.50%	2.78%	84	117	39.29%	3.01%	2.86%	0	0	161	210	31.06%	3.23%	2.82%
60 and Over	69	127	84.06%	3.14%	3.76%	90	163	81.11%	3.23%	3.98%	0	0	159	290	82.39%	3.19%	3.88%
Not Stated	1	0	-100.00%	0.05%	0.00%	0	2		0.00%	0.05%	0	0	1	2	100.00%	0.02%	0.03%
Total	2,198	3,382	53.87%	100.00%	100.00%	2,790	4,097	46.85%	100.00%	100.00%	1	1	4,989	7,480	49.93%	100.00%	100.00%
		2011	2012		2011	2012											
		Number	Number	% Chge	% Share	% Share				2012							
FREQUENCY OF	VISIT						TRA	AVEL COMPANION		Number	% Share						
First Visit		3,159	3,860	22.19%	91.70%	91.06%	Spo	ouse		743	18.34%						
Revisit		136	185	36.03%	3.95%	4.36%	Chi	dren		526	12.98%						
Not Stated		150	194	29.33%	4.35%	4.58%		ents/Grandparents er Family Members		116 137	2.86% 3.38%						
TRAVEL ARRANG	SEMENT						Bus	iness Associates		160 277	3.95% 6.84%						
Individually arrange	ed he	188	285	51.60%	5.46%	6.72%		r Group		2,621	64.70%						
Packaged Tour	-	1,183	1,295	9.47%	34.34%	30.55%	Aloi			80	1.97%						
Company/Business	s trip	81	62	-23.46%	2.35%	1.46%											
Group Tour		1,842	2,387	29.59%	53.47%	56.31%	# of	respondents		4,051							
Other		10	15	50.00%	0.29%	0.35%											
Not Stated		141	195	38.30%	4.09%	4.60%											
TRAVEL PLANS		2011	2012		2011	2012		AVEL	2011	2012		2011	2012				
				% Chge	% Share	% Share	МО	TIVATION			% Chge	% Share	% Share				
Pleasure		3,257	4,023	23.52%	97.25%	97.69%	Inte		363	534	47.11%	10.94%	13.40%				
Business		26	37	42.31%	0.78%	0.90%		vspaper	38	33	-13.16%	1.15%	0.83%				
Golf Diving		5 83	13 103	160.00% 24.10%	0.15% 2.48%	0.32% 2.50%		gazines	65 2,670	78 3,179	20.00% 19.06%	1.96% 80.47%	1.96% 79.75%				
Attend Conf & Con	v	3	103	-66.67%	0.09%	0.02%		vel Agents nate	43	43	0.00%	1.30%	1.08%				
Company Trip	•	32	33	3.13%	0.96%	0.80%	Pric		14	22	57.14%	0.42%	0.55%				
Honeymoon		55	79	43.64%	1.64%	1.92%		ort flight Time	30	24	-20.00%	0.90%	0.60%				
Getting Married		2	1	-50.00%	0.06%	0.02%	Ger	neral Reading	6	24	300.00%	0.18%	0.60%				
Memorial Service		. 1	3	200.00%	0.03%	0.07%		er/Poster	4	0	-100.00%	0.12%	0.00%				
VFR		16	16	0.00%	0.48%	0.39%		nds/Relatives	138	200	44.93%	4.16%	5.02%				
Attend Sport Event Others	ts	3 14	2 23	-33.33% 64.29%	0.09% 0.42%	0.05% 0.56%		Radio vious Trip	15 13	24 21	60.00% 61.54%	0.45% 0.39%	0.60% 0.53%				
				04.2976			Oth		110	89	-19.09%	3.32%	2.23%				
OCCUPATION		2011	2012	o. c:	2011	2012			2011	2012	0/ =:	2011	2012				
It-t-t				% Chge	% Share	% Share			_	_	-	% Share	% Share				
Legislators, and ma	anagers	101	95 2,597	-5.94% 30.57%	2.93%	2.24%		ry Level	7	6	-14.29%	0.20%	0.14%				
Professional Technicians		1,989 113	2,597 162	30.57% 43.36%	57.74% 3.28%	61.26% 3.82%		ned Forces nemakers	0 29	0 28	-3.45%	0.00% 0.84%	0.00% 0.66%				
Clerk		341	304	-10.85%	9.90%	3.82% 7.17%		dents	110	∠8 141	-3.45% 28.18%	3.19%	3.33%				
Service Workers		64	76	18.75%	1.86%	1.79%		irees	25	26	4.00%	0.73%	0.61%				
Skilled Workers		0	1		0.00%	0.02%	Oth		61	153	150.82%	1.77%	3.61%				
Craft and related tr		12	10	-16.67%	0.35%	0.24%	Not	Stated	585	620	5.98%	16.98%	14.63%				
Operators and Ass	emblers	8	20	150.00%	0.23%	0.47%											