



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

Fiscal Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	202,916	183,416	-9.61%
October	29,611	20,467	-30.88%
November	31,690	23,008	-27.40%
December	34,181 ^r	30,155	-11.78%
January	38,932	35,716	-8.26%
February	35,594	37,850	6.34%
<u>March</u>	<u>32,908</u> ^r	<u>36,220</u>	<u>10.06%</u>
April	27,833		
May	24,128		
June	21,803		
July	30,301		
August	37,072 ^r		
September	31,755		
YEAR TOTAL:	375,808	183,416	-----

Calendar Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	107,434	109,786	2.19%
January	38,932	35,716	-8.26%
February	35,594 ^r	37,850	6.34%
<u>March</u>	<u>32,908</u>	<u>36,220</u>	<u>10.06%</u>
April	27,833		
May	24,128		
June	21,803		
July	30,301		
August	37,072 ^r		
September	31,755		
October	20,467		
November	23,008		
December	30,155		
YEAR TOTAL:	353,956	109,786	-----

^r Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE									
Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA/HONG KONG * ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	117,678	93,767	-20%	48,238	51,360	6%	14,682	20,437	39%
October	16,193	8,602	-47%	8,715	4,813	-45%	1,891	3,846	103%
November	17,539	10,553	-40%	8,912	6,892	-23%	2,040	2,742	34%
December	20,517	15,638	-24%	8,098	10,157	25%	2,004	1,302	-35%
January	22,302	18,018	-19%	8,676	11,710	35%	4,447	3,065	-31%
February	22,275	19,271	-13%	8,305	9,603	16%	2,345	6,286	168%
March	18,852	21,685	15%	5,532	8,185	48%	1,955	3,196	63%
April	14,214			6,576			1,883		
May	12,833			6,557			1,587		
June	11,152			6,735			322		
July	14,277			9,987			2,470		
August	19,404 ^r			10,600			3,892		
September	21,009			4,302			3,023		
YEAR TOTAL	210,567	93,767	-----	92,995	51,360	-----	27,859	20,437	-----
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	8,509	8,880	4%	5,907	4,589	-22%	702	531	-24%
October	1,497	1,520	2%	523	909	74%	112	132	18%
November	1,374	1,468	7%	871	496	-43%	118	210	78%
December	1,597	1,578	-1%	609	792	30%	150	60	-60%
January	1,405	1,524	8%	521	644	24%	79	39	-51%
February	1,267	1,231	-3%	615	997	62%	100	45	-55%
March	1,369	1,559	14%	2,768	751	-73%	143	45	-69%
April	1,669			743			162		
May	1,547			573			228		
June	1,617			858			117		
July	1,746			908			101		
August	1,622			620 ^r			99		
September	1,308			1,340			160		
YEAR TOTAL	18,018	8,880	-----	10,949	4,589	-----	1,569	531	-----
Fiscal Year	~ RUSSIA ~			~ TAIWAN ~			~ OTHER AREAS ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	4,083	2,316	-43%	165	81	-51%	2,952	1,455	-51%
October	380	377	-1%	1	12	1100%	299	256	-14%
November	456	374	-18%	22	43	95%	358	230	-36%
December	895	401	-55%	36	5	-86%	275	222	-19%
January	1,137	487	-57%	102	4	-96%	263	225	-14%
February	506	181	-64%	2	10	400%	179	226	26%
March	709	496	-30%	2	7	250%	1,578	296	-81%
April	431			7			2,148		
May	487			5			311		
June	478			5			519		
July	502			81			229		
August	573			54			208		
September	247			100			266		
YEAR TOTAL	6,801	2,316	-----	417	81	-----	6,633	1,455	-----

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

^r Revised

VISITOR ARRIVALS TO SAIPAN - MARCH 2010

ARRIVALS BY MODE OF TRANSPORTATION	<u>Mar-09</u>	<u>Mar-10</u>	% CHANGE
Air Arrivals	28,924	35,470	23%
Sea Arrivals	3,326	0	-100%

TOTAL ARRIVALS	32,250	35,470	10%
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AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	18,434	21,229	15%
Kanto (Tokyo)	10,455	12,152	16%
Kinki (Osaka)	2,604	3,052	17%
Tokai (Nagoya)	3,370	3,760	12%
Tohoku (Sendai)	925	1,042	13%
Kyushu (Fukuoka)	183	240	31%
Hokkaido (Sapporo)	178	157	-12%
Chugoku (Hiroshima)	214	191	-11%
Shikoku	142	152	7%
Okinawa	8	15	88%
Others	310	18	-94%
Not Specified	45	450	900%
KOREA	5,511	8,165	48%
Seoul	2,861	4,553	59%
Pusan	472	667	41%
Taegu	132	308	133%
Inchon	422	49	-88%
Others	1,524	2,270	49%
Not Specified	100	318	218%
CHINA/HONG KONG *	1,955	3,196	63%
GUAM	1,172	1,318	12%
UNITED STATES	767	724	-6%
PHILIPPINES	143	45	-69%
RUSSIA	709	496	-30%
TAIWAN	2	7	250%
OTHER	231	290	26%

ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	199,442	180,173	-10%
October	29,176	19,992	-31%
November	30,967	22,446	-28%
December	33,523	29,554	-12%
January	38,490	35,318	-8%
February	35,036	37,393	7%
March	32,250	35,470	10%
April	27,288		
May	23,680		
June	21,458		
July	29,700		
August	35,890		
September	31,291		
YEAR TOTAL	368,749	180,173	-----

Source: CNMI Customs Declaration Form

† Revised

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

Sea Arrivals : Mar-10

Military Shp: none

Cruise Ship: none

VISITOR ARRIVALS TO ROTA - MARCH 2010			
	<u>Mar-09</u>	<u>Mar-10</u>	% CHANGE
TOTAL ARRIVALS	1,088	750	-31%
ARRIVALS FROM GUAM	658	750	14%
JAPAN	394	456	16%
KOREA	20	20	0%
CHINA/HONG KONG *	0	0	-----
GUAM	197	241	22%
UNITED STATES	42	27	-36%
PHILIPPINES	0	0	-----
RUSSIA	0	0	-----
TAIWAN	0	0	-----
OTHER	5	6	20%
INTERISLAND ARRIVALS	430	0	-100%
JAPAN	136	<i>Not Available</i>	-100%
KOREA	34		-100%
CHINA/HONG KONG *	0		-----
UNITED STATES (INCLUDING GUAM)	121		-100%
PHILIPPINES	114		-100%
OTHER	25		-100%
ARRIVALS BY MONTH	FY 2009		FY 2010
TOTAL TO DATE	5,700	3,939	-31%
October	796	852	7%
November	1,095	881	-20%
December	1,004	601	-40%
January	761	398	-48%
February	956	457	-52%
March	<u>1,088</u>	<u>750</u>	<u>-31%</u>
April	901		
May	741		
June	680		
July	596		
August	1,634		
September	841		
YEAR TOTAL	11,093	3,939	-----

Source: Department of Labor and Immigration (Rota)

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

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

VISITOR ARRIVALS TO <u>TINIAN</u> - MARCH 2010			
	<u>Mar-09</u>	<u>Mar-10</u>	% CHANGE
TOTAL ARRIVALS	2,688	3,120	16%
ARRIVALS FROM GUAM	0	0	-----
JAPAN	0		-----
KOREA	0		-----
CHINA/HONG KONG *	0		-----
GUAM	0		-----
UNITED STATES	0		-----
PHILIPPINES	0		-----
RUSSIA	0		-----
TAIWAN	0		-----
OTHER	0		-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	2,493	3,082	24%
JAPAN	559	384	-31%
KOREA	214	314	47%
CHINA/HONG KONG *	1,184	2,160	82%
GUAM	20	33	65%
UNITED STATES	32	4	-88%
PHILIPPINES	0	0	-----
TAIWAN	0	0	-----
SAIPAN	452	187	-59%
OTHER	32	0	-----
DAY VISITORS:	195	38	-81%
ARRIVALS BY MONTH			
	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	19,199	20,447	7%
October	3,154	3,759	19%
November	2,598	3,210 r	24%
December	2,896	2,128	-27%
January	4,403	3,426	-22%
February	3,460	4,804 r	39%
<u>March</u>	<u>2,688</u>	<u>3,120</u>	<u>16%</u>
April	2,480		
May	2,258		
June	1,029		
July	2,785 r		
August	3,900 r		
<u>September</u>	<u>2,976</u>		
YEAR TOTAL	34,627	20,447	-----

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

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

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



Visitors Profile by Country (Saipan only)

MARCH	TOTAL				JAPAN				KOREA				CHINA/HONG KONG *				GUAM				OTHERS			
	Mar-09	Mar-10	% SHARE	% CHGE	Mar-09	Mar-10	% SHARE	% CHGE	Mar-09	Mar-10	% SHARE	% CHGE	Mar-09	Mar-10	% SHARE	% CHGE	Mar-09	Mar-10	% SHARE	% CHGE	Mar-09	Mar-10	% SHARE	% CHGE
MODE OF ARRIVAL	32,250	35,470	100.00%	9.98%	18,458	21,229	100.00%	15.01%	5,512	8,165	100.00%	48.13%	1,955	3,196	100.00%	63.48%	1,172	1,318	100.00%	12.46%	5,153	1,562	100.00%	-69.69%
Air	28,924	35,470	100.00%	22.63%	18,434	21,229	100.00%	15.16%	5,511	8,165	100.00%	48.16%	1,955	3,196	100.00%	63.48%	1,172	1,318	100.00%	12.46%	1,852	1,562	100.00%	-15.66%
Sea	3,326	0	0.00%	-100.00%	24	0	0.00%	-100.00%	1	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	3,301	0	0.00%	----
GENDER	28,924	35,470	100.00%	22.63%	18,434	21,229	100.00%	15.16%	5,511	8,165	100.00%	48.16%	1,955	3,196	100.00%	63.48%	1,172	1,318	100.00%	12.46%	1,852	1,562	100.00%	-15.66%
Male	14,590	17,553	49.49%	20.31%	9,398	10,598	49.92%	12.77%	2,512	3,763	46.09%	49.80%	895	1,412	44.18%	57.77%	748	850	64.49%	13.64%	1,037	930	59.54%	-10.32%
Female	14,319	17,907	50.48%	25.06%	9,028	10,622	50.04%	17.66%	2,995	4,402	53.91%	46.98%	1,060	1,783	55.79%	68.21%	421	468	35.51%	11.16%	815	632	40.46%	-22.45%
Not Stated	15	10	0.03%	-33.33%	8	9	0.04%	12.50%	4	0	0.00%	-100.00%	0	1	0.03%	----	3	0	0.00%	-100.00%	0	0	0.00%	----
AGE GROUP (YEARS)	28,924	35,470	100.00%	22.63%	18,434	21,229	100.00%	15.16%	5,511	8,165	100.00%	48.16%	1,955	3,196	100.00%	63.48%	1,172	1,318	100.00%	12.46%	1,852	1,562	100.00%	-15.66%
Under 10	9	90	0.25%	900.00%	2	21	0.10%	950.00%	5	58	0.71%	1060.00%	0	2	0.06%	----	2	7	0.53%	250.00%	0	2	0.13%	----
Under 13	2,939	3,625	10.22%	23.34%	1,817	2,205	10.39%	21.35%	759	1,081	13.24%	42.42%	31	58	1.81%	87.10%	73	76	5.77%	4.11%	259	205	13.12%	-20.85%
10-17	1	10	0.03%	900.00%	0	8	0.04%	----	0	0	0.00%	----	0	0	0.00%	----	1	2	0.15%	100.00%	0	0	0.00%	----
13-15	541	680	1.92%	25.69%	464	582	2.74%	25.43%	20	40	0.49%	100.00%	0	6	0.19%	----	12	19	1.44%	58.33%	45	33	2.11%	-26.67%
16-19	896	1,017	2.87%	13.50%	749	901	4.24%	20.29%	53	22	0.27%	-58.49%	15	13	0.41%	-13.33%	27	53	4.02%	96.30%	52	28	1.79%	-46.15%
18-19	1	27	0.08%	2600.00%	0	20	0.09%	----	0	1	0.01%	----	0	1	0.03%	----	1	5	0.38%	400.00%	0	0	0.00%	----
20-24	5,339	6,355	17.92%	19.03%	4,979	5,758	27.12%	15.65%	108	345	4.23%	219.44%	103	151	4.72%	46.60%	68	53	4.02%	-22.06%	81	48	3.07%	-40.74%
25-29	3,377	3,770	10.63%	11.64%	1,749	1,843	8.68%	5.37%	969	1,051	12.87%	8.46%	417	677	21.18%	62.35%	99	95	7.21%	-4.04%	143	104	6.66%	-27.27%
30-34	3,434	4,045	11.40%	17.79%	1,413	1,498	7.06%	6.02%	1,419	1,757	21.52%	23.82%	309	522	16.33%	68.93%	97	105	7.97%	8.25%	196	163	10.44%	-16.84%
35-39	3,042	3,627	10.23%	19.23%	1,486	1,639	7.72%	10.30%	910	1,272	15.58%	39.78%	246	384	12.02%	56.10%	149	147	11.15%	-1.34%	251	185	11.84%	-26.29%
40-44	2,319	3,199	9.02%	37.95%	1,462	1,810	8.53%	23.80%	331	680	8.33%	105.44%	219	356	11.14%	62.56%	141	175	13.28%	24.11%	166	178	11.40%	7.23%
45-49	1,938	2,474	6.97%	27.66%	1,182	1,323	6.23%	11.93%	225	462	5.66%	105.33%	214	349	10.92%	63.08%	133	184	13.96%	38.35%	184	156	9.99%	-15.22%
50-54	1,444	1,974	5.57%	36.70%	798	979	4.61%	22.68%	181	447	5.47%	146.96%	184	263	8.23%	42.93%	127	149	11.31%	17.32%	154	136	8.71%	-11.69%
55-59	1,352	1,568	4.42%	15.98%	797	770	3.63%	-3.39%	210	381	4.67%	81.43%	126	188	5.88%	49.21%	99	111	8.42%	12.12%	120	118	7.55%	-1.67%
60 & Over	2,273	2,986	8.42%	31.37%	1,518	1,856	8.74%	22.27%	320	566	6.93%	76.88%	91	224	7.01%	146.15%	143	135	10.24%	-5.59%	201	205	13.12%	1.99%
Not Stated	19	23	0.06%	21.05%	18	16	0.08%	-11.11%	1	2	0.02%	100.00%	0	2	0.06%	----	0	2	0.15%	----	0	1	0.06%	----
PURPOSE OF VISIT	20,051	24,808	100.00%	23.72%	13,126	14,936	100.00%	13.79%	2,860	4,604	100.00%	60.98%	1,917	3,145	100.00%	64.06%	952	1,055	100.00%	10.82%	1,196	1,068	100.00%	-10.70%
Pleasure	18,623	23,402	94.33%	25.66%	12,950	14,829	99.28%	14.51%	2,782	4,511	97.98%	62.15%	1,837	3,122	99.27%	69.95%	362	364	34.50%	0.55%	692	576	53.93%	-16.76%
Business	1,182	1,169	4.71%	-1.10%	127	76	0.51%	-40.16%	55	68	1.48%	23.64%	65	19	0.60%	-70.77%	517	573	54.31%	10.83%	418	433	40.54%	3.59%
Other	246	237	0.96%	-3.66%	49	31	0.21%	-36.73%	23	25	0.54%	8.70%	15	4	0.13%	-73.33%	73	118	11.18%	61.64%	86	59	5.52%	-31.40%
FREQUENCY OF VISIT	20,051	24,808	100.00%	23.72%	13,126	14,936	100.00%	13.79%	2,860	4,604	100.00%	60.98%	1,917	3,145	100.00%	64.06%	952	1,055	100.00%	10.82%	1,196	1,068	100.00%	-10.70%
First Visit	12,092	15,534	62.62%	28.47%	7,719	8,645	57.88%	12.00%	2,044	3,476	75.50%	70.06%	1,618	2,904	92.34%	79.48%	107	69	6.54%	-35.51%	604	440	41.20%	-27.15%
Revisit	6,104	6,858	27.64%	12.35%	4,395	4,919	32.93%	11.92%	524	727	15.79%	38.74%	82	60	1.91%	-26.83%	662	727	68.91%	9.82%	441	425	39.79%	-3.63%
Not Stated	1,855	2,416	9.74%	30.24%	1,012	1,372	9.19%	35.57%	292	401	8.71%	37.33%	217	181	5.76%	-16.59%	183	259	24.55%	41.53%	151	203	19.01%	34.44%
TRAVEL ARRANGEMENT	20,051	24,808	100.00%	23.72%	13,126	14,936	100.00%	13.79%	2,860	4,604	100.00%	60.98%	1,917	3,145	100.00%	64.06%	952	1,055	100.00%	10.82%	1,196	1,068	100.00%	-10.70%
Individual Arranged	3,742	3,792	15.29%	1.34%	1,459	1,869	12.51%	28.10%	1,224	915	19.87%	-25.25%	76	61	1.94%	-19.74%	447	481	45.59%	7.61%	536	466	43.63%	-13.06%
Packaged Tour	10,713	14,665	59.11%	36.89%	8,033	9,470	63.40%	17.89%	1,014	2,205	47.89%	117.46%	1,490	2,838	90.24%	90.47%	15	24	2.27%	60.00%	161	128	11.99%	-20.50%
Business Trip	1,507	1,725	6.95%	14.47%	860	772	5.17%	-10.23%	144	451	9.80%	213.19%	56	21	0.67%	-62.50%	235	263	24.93%	11.91%	212	218	20.41%	2.83%
Group Tour	2,366	3,014	12.15%	27.39%	1,947	1,993	13.34%	2.36%	317	853	18.53%	169.09%	61	94	2.99%	54.10%	2	24	2.27%	1100.00%	39	50	4.68%	28.21%
Other	197	138	0.56%	-29.95%	51	14	0.09%	-72.55%	68	38	0.83%	-44.12%	7	2	0.06%	-71.43%	30	58	5.50%	93.33%	41	26	2.43%	-36.59%
Not Stated	1,526	1,474	5.94%	-3.41%	776	818	5.48%	5.41%	93	142	3.08%	52.69%	227	129	4.10%	-43.17%	223	205	19.43%	-8.07%	207	180	16.85%	-13.04%
TRAVEL COMPANION	18,026	22,002	100.00%	22.06%	12,094	13,470	100.00%	11.38%	2,704	4,116	100.00%	52.22%	1,689	2,887	100.00%	70.93%	651	719	100.00%	10.45%	888	810	100.00%	-8.78%
Spouse	3,763	4,450	20.23%	18.26%	1,808	2,237	16.61%	23.73%	1,430	1,687	40.99%	17.97%	322	329	11.40%	2.17%	50	69	9.60%	38.00%	153	128	15.80%	-16.34%
Children	2,274	2,772	12.60%	21.90%	1,539	1,841	13.67%	19.62%	487	700	17.01%	43.74%	29	51	1.77%	75.86%	44	48	6.68%	9.09%	175	132	16.30%	-24.57%
Parents/Grandparents	549	664	3.02%	20.95%	345	401	2.98%	16.23%	136	186	4.52%	36.76%	25	46	1.59%	84.00%	12	5	0.70%	-58.33%	31	26	3.21%	-16.13%
Other Family Members/relatives	785	901	4.10%	14.78%	523	560	4.16%	7.07%																

Visitors Profile by Country (Saipan only)

MARCH	TOTAL				JAPAN				KOREA				CHINA/HK *				GUAM				OTHERS				
	Mar-09	Mar-10	% SHARE	% CHGE	Mar-09	Mar-10	% SHARE	% CHGE	Mar-09	Mar-10	% SHARE	% CHGE	Mar-09	Mar-10	% SHARE	% CHGE	Mar-09	Mar-10	% SHARE	% CHGE	Mar-09	Mar-10	% SHARE	% CHGE	
TRAVEL PLANS	18,393	23,430		27.39%	12,427	14,190		14.19%	2,482	4,439		78.85%	1,704	3,023		77.41%	762	875		14.83%	1,018	903		-11.30%	
Pleasure	14,153	18,771	80.12%	32.63%	9,691	11,318	79.76%	16.79%	2,089	3,859	86.93%	84.73%	1,568	2,940	97.25%	87.50%	228	212	24.23%	-7.02%	577	442	48.95%	-23.40%	
Business	1,037	975	4.16%	-5.98%	181	105	0.74%	-41.99%	47	46	1.04%	-2.13%	54	14	0.46%	-74.07%	405	467	53.37%	15.31%	350	343	37.98%	-2.00%	
Golf	1,513	1,871	7.99%	23.66%	1,340	1,386	9.77%	3.43%	115	418	9.42%	263.48%	3	2	0.07%	-33.33%	28	39	4.46%	39.29%	27	26	2.88%	-3.70%	
Dive	2,706	2,862	12.22%	5.76%	2,553	2,616	18.44%	2.47%	40	140	3.15%	250.00%	33	36	1.19%	9.09%	11	8	0.91%	-27.27%	69	62	6.87%	-10.14%	
Convention	83	67	0.29%	-19.28%	17	12	0.08%	-29.41%	10	12	0.27%	20.00%	4	1	0.03%	-75.00%	29	19	2.17%	-34.48%	23	23	2.55%	0.00%	
Company Trip	804	735	3.14%	-8.58%	728	632	4.45%	-13.19%	20	67	1.51%	235.00%	9	2	0.07%	-77.78%	20	18	2.06%	-10.00%	27	16	1.77%	-40.74%	
Honeymoon	564	575	2.45%	1.95%	101	126	0.89%	24.75%	367	361	8.13%	-1.63%	93	83	2.75%	-10.75%	1	1	0.11%	0.00%	2	4	0.44%	100.00%	
Get Married	76	65	0.28%	-14.47%	68	60	0.42%	-11.76%	4	5	0.11%	25.00%	3	0	0.00%	-100.00%	0	0	0.00%	-----	1	0	0.00%	-100.00%	
Memorial Service	34	60	0.26%	76.47%	5	28	0.20%	460.00%	5	2	0.05%	-60.00%	3	0	0.00%	-100.00%	13	23	2.63%	76.92%	8	7	0.78%	-12.50%	
Visit Friends	484	466	1.99%	-3.72%	139	144	1.01%	3.60%	50	59	1.33%	18.00%	12	10	0.33%	-16.67%	123	147	16.80%	19.51%	160	106	11.74%	-33.75%	
Sports	210	665	2.84%	216.67%	151	532	3.75%	252.32%	4	53	1.19%	1225.00%	2	0	0.00%	-100.00%	32	43	4.91%	34.38%	21	37	4.10%	76.19%	
Other	351	577	2.46%	64.39%	228	422	2.97%	85.09%	23	42	0.95%	82.61%	11	7	0.23%	-36.36%	35	54	6.17%	54.29%	54	52	5.76%	-3.70%	
Not Stated	1,658	1,378	5.88%	-16.89%	699	746	5.26%	6.72%	378	165	3.72%	-56.35%	213	122	4.04%	-42.72%	190	180	20.57%	-5.26%	178	165	18.27%	-7.30%	
TRAVEL MOTIVATION	18,419	22,944		24.57%	12,326	13,873		12.55%	2,744	4,378		59.55%	1,701	2,991		75.84%	681	812		19.24%	967	890		-7.96%	
Newspaper	120	199	0.87%	65.83%	76	117	0.84%	53.95%	15	54	1.23%	260.00%	23	18	0.60%	-21.74%	2	4	0.49%	100.00%	4	6	0.67%	50.00%	
Magazine	467	535	2.33%	14.56%	387	450	3.24%	16.28%	36	19	0.43%	-47.22%	31	51	1.71%	64.52%	3	2	0.25%	-33.33%	10	13	1.46%	30.00%	
Travel Agent	6,468	8,928	38.91%	38.03%	3,413	3,752	27.05%	9.93%	1,543	2,465	56.30%	59.75%	1,326	2,585	86.43%	94.95%	21	12	1.48%	-42.86%	165	114	12.81%	-30.91%	
Climate	2,792	3,457	15.07%	23.82%	2,569	3,015	21.73%	17.36%	90	221	5.05%	145.56%	44	130	4.36%	195.45%	6	6	0.74%	0.00%	83	85	9.55%	2.41%	
Price	2,313	2,313	10.08%	0.00%	2,231	2,229	16.07%	-0.09%	23	42	0.96%	82.61%	15	16	0.53%	6.67%	13	8	0.99%	-38.46%	31	18	2.02%	-41.94%	
Short	2,293	2,499	10.89%	8.98%	2,060	2,230	16.07%	8.25%	154	192	4.39%	24.68%	21	7	0.23%	-66.67%	21	30	3.69%	42.86%	37	40	4.49%	8.11%	
Reading	65	272	1.19%	318.46%	38	62	0.45%	63.16%	7	153	3.49%	2085.71%	1	4	0.13%	300.00%	1	4	0.49%	300.00%	18	49	5.51%	172.22%	
Flyer	991	1,171	5.10%	18.16%	861	1,000	7.21%	16.14%	91	99	2.26%	8.79%	3	4	0.13%	33.33%	2	3	0.37%	50.00%	34	65	7.30%	91.18%	
Friends / Relatives	3,591	3,952	17.22%	10.05%	2,663	3,029	21.83%	13.74%	333	376	8.59%	12.91%	96	74	2.47%	-22.92%	210	283	34.85%	34.76%	289	190	21.35%	-34.26%	
TV / Radio	95	158	0.69%	66.32%	55	105	0.76%	90.91%	16	36	0.82%	125.00%	16	10	0.33%	-37.50%	1	0	0.00%	-100.00%	7	7	0.79%	0.00%	
Prior Trip	2,372	2,613	11.39%	10.16%	1,967	2,158	15.56%	9.71%	204	259	5.92%	26.96%	11	7	0.23%	-36.36%	87	91	11.21%	4.60%	103	98	11.01%	-4.85%	
Other	1,741	2,090	9.11%	20.05%	809	857	6.18%	5.93%	144	362	8.27%	151.39%	56	33	1.10%	-41.07%	379	467	57.51%	23.22%	353	371	41.69%	5.10%	
Web	2,496	3,179	13.86%	27.36%	1,794	2,194	15.81%	22.30%	471	729	16.65%	54.78%	150	148	4.95%	-1.33%	18	29	3.57%	61.11%	63	79	8.88%	25.40%	
Not Stated	1,632	1,864	8.12%	14.22%	800	1,063	7.66%	32.88%	116	226	5.16%	94.83%	216	154	5.15%	-28.70%	271	243	29.93%	-10.33%	229	178	20.00%	-22.27%	
OCCUPATION	20,051	24,808		100.00%	13,126	14,936		100.00%	2,860	4,604		100.00%	1,917	3,145		100.00%	64.06%	952	1,055		100.00%	1,196	1,068		100.00%
Leg & Manager	1,928	1,977	7.97%	2.54%	1,573	1,602	10.73%	1.84%	52	111	2.41%	113.46%	77	38	1.21%	-50.65%	104	132	12.51%	26.92%	122	94	8.80%	-22.95%	
Professional	2,887	4,728	19.06%	63.77%	739	916	6.13%	23.95%	470	903	19.61%	92.13%	1,159	2,369	75.33%	104.40%	182	200	18.96%	9.89%	337	340	31.84%	0.89%	
Technicians	870	963	3.88%	10.69%	467	479	3.21%	2.57%	232	305	6.62%	31.47%	45	74	2.35%	64.44%	75	63	5.97%	-16.00%	51	42	3.93%	-17.65%	
Clerk	4,198	4,833	19.48%	15.13%	3,007	3,367	22.54%	11.97%	913	1,165	25.30%	27.60%	223	266	8.46%	19.28%	29	19	1.80%	-34.48%	26	16	1.50%	-38.46%	
Service	1,341	2,023	8.15%	50.86%	821	894	5.99%	8.89%	423	1,045	22.70%	147.04%	41	45	1.43%	9.76%	27	21	1.99%	-22.22%	29	18	1.69%	-37.93%	
Skilled	85	79	0.32%	-7.06%	75	53	0.35%	-29.33%	7	21	0.46%	200.00%	1	0	0.00%	-100.00%	1	0	0.00%	-100.00%	1	5	0.47%	400.00%	
Craftsman	39	18	0.07%	-53.85%	11	2	0.01%	-81.82%	4	10	0.22%	150.00%	6	2	0.06%	-66.67%	12	4	0.38%	-66.67%	6	0	0.00%	-100.00%	
Plant Operator	111	122	0.49%	9.91%	68	79	0.53%	16.18%	37	35	0.76%	-5.41%	3	5	0.16%	66.67%	2	3	0.28%	50.00%	1	0	0.00%	-100.00%	
Entry Level	76	29	0.12%	-61.84%	11	11	0.07%	0.00%	54	12	0.26%	-77.78%	5	2	0.06%	-60.00%	1	3	0.28%	200.00%	5	1	0.09%	-80.00%	
Armed Forces	133	162	0.65%	21.80%	3	7	0.05%	133.33%	7	9	0.20%	28.57%	0	0	0.00%	-----	55	72	6.82%	30.91%	68	74	6.93%	8.82%	
Homemaker	786	1,082	4.36%	37.66%	467	611	4.09%	30.84%	245	395	8.58%	61.22%	15	30	0.95%	100.00%	26	23	2.18%	-11.54%	33	23	2.15%	-30.30%	
Students	4,560	5,413	21.82%	18.71%	4,357	5,175	34.65%	18.77%	96	90	1.95%	-6.25%	45	68	2.16%	51.11%	17	44	4.17%	158.82%	45	36	3.37%	-20.00%	
Retirees	506	551	2.22%	8.89%	323	353	2.36%	9.29%	56	91	1.98%	62.50%	42	42	1.34%	0.00%	26	26	2.46%	0.00%	59	39	3.65%	-33.90%	
Other	462	497	2.00%	7.58%	163	180	1.21%	10.43%	107	127	2.76%	18.69%	33	33	1.05%	0.00%	61	86	8.15%	40.98%	98	71	6.65%	-27.55%	
Not Stated	2,069	2,331	9.40%	12.66%	1,041	1,207	8.08%	15.95%	157	285	6.19%	81.53%	222	171	5.44%	-22.97%	334	359	34.03%	7.49%	315	309	28.93%	-1.90%	
LENGTH OF STAY (NIGHTS)	106,786	126,496		18.46%	63,196	71,144		12.58%	21,649	32,138		48.45%	7,775	10,879		39.92%	2,335	2,609		11.73%	11,831	9,726		-17.79%	
Avg. Length of Stay (Nights)	3.69	3.57			3.43	3.35			3.93	3.94			3.98	3.40			1.99	1.98			6.39	6.23			

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



JAPAN VISITORS PROFILE

Mar-10

AGE/SEX	2009		2010		2009		2010		2009		2010		2009		2010		
	Male Number	Male Number	% Chge	% Share	% Share	Female Number	Female Number	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL Number	TOTAL Number	% Chge	% Share	% Share
Under 10	1	11	1000.00%	0.01%	0.10%	1	9	800.00%	0.01%	0.08%	0	1	2	21	950.00%	0.01%	0.10%
Under 13	968	1,182	22.11%	10.30%	11.15%	844	1,021	20.97%	9.35%	9.61%	5	2	1,817	2,205	21.35%	9.86%	10.39%
10-17	0	3	----	0.00%	0.03%	0	5	----	0.00%	0.05%	0	0	0	8	----	0.00%	0.04%
13-15	206	306	48.54%	2.19%	2.89%	257	275	----	2.85%	2.59%	1	1	464	582	25.43%	2.52%	2.74%
16-19	298	357	19.80%	3.17%	3.37%	451	544	20.62%	5.00%	5.12%	0	0	749	901	20.29%	4.06%	4.24%
18-19	0	4	----	0.00%	0.04%	0	16	----	0.00%	0.15%	0	0	0	20	----	0.00%	0.09%
20-24	2,252	2,537	12.66%	23.96%	23.94%	2,727	3,219	18.04%	30.21%	30.31%	0	2	4,979	5,758	15.65%	27.01%	27.12%
25-29	727	760	4.54%	7.74%	7.17%	1,022	1,083	5.97%	11.32%	10.20%	0	0	1,749	1,843	5.37%	9.49%	8.68%
30-34	654	706	7.95%	6.96%	6.66%	759	792	4.35%	8.41%	7.46%	0	0	1,413	1,498	6.02%	7.67%	7.06%
35-39	787	820	4.19%	8.37%	7.74%	699	819	17.17%	7.74%	7.71%	0	0	1,486	1,639	10.30%	8.06%	7.72%
40-44	808	908	12.38%	8.60%	8.57%	654	902	37.92%	7.24%	8.49%	0	0	1,462	1,810	23.80%	7.93%	8.53%
45-49	702	776	10.54%	7.47%	7.32%	480	547	13.96%	5.32%	5.15%	0	0	1,182	1,323	11.93%	6.41%	6.23%
50-54	496	601	21.17%	5.28%	5.67%	302	378	25.17%	3.35%	3.56%	0	0	798	979	22.68%	4.33%	4.61%
55-59	500	491	-1.80%	5.32%	4.63%	296	278	-6.08%	3.28%	2.62%	1	1	797	770	-3.39%	4.32%	3.63%
60 and Over	989	1,129	14.16%	10.52%	10.65%	528	727	37.69%	5.85%	6.84%	1	0	1,518	1,856	22.27%	8.23%	8.74%
Not Stated	10	7	-30.00%	0.11%	0.07%	8	7	-12.50%	0.09%	0.07%	0	2	18	16	-11.11%	0.10%	0.08%
Total	9,398	10,598	12.77%	100.00%	100.00%	9,028	10,622	17.66%	100.00%	100.00%	8	9	18,434	21,229	15.16%	100.00%	100.00%

FREQUENCY OF VISIT	2009		2010		2009		2010		TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share	Number	% Share	Number		% Share	
First Visit	7,719	8,645	12.00%	58.81%	57.88%	Spouse	2,237	16.61%	Children	1,841	13.67%
Revisit	4,395	4,919	11.92%	33.48%	32.93%	Parents/Grandparents	401	2.98%	Other Family Members	560	4.16%
Not Stated	1,012	1,372	35.57%	7.71%	9.19%	Business Associates	1,312	9.74%	Friends	7,918	58.78%
TRAVEL ARRANGEMENT						Tour Group	872	6.47%	Alone	665	4.94%
Individually arranged	1,459	1,869	28.10%	11.12%	12.51%	# of respondents	13,470				
Packaged Tour	8,033	9,470	17.89%	61.20%	63.40%						
Company/Business trip	860	772	-10.23%	6.55%	5.17%						
Group Tour	1,947	1,993	2.36%	14.83%	13.34%						
Other	51	14	-72.55%	0.39%	0.09%						
Not Stated	776	818	5.41%	5.91%	5.48%						

TRAVEL PLANS	2009		2010		2009		2010		TRAVEL MOTIVATION	2009		2010				
	Number	Number	% Chge	% Share	% Share	Number	% Share	Number		% Chge	% Share	% Share				
Pleasure	9,691	11,318	16.79%	76.21%	78.55%	Internet	1,794	14.34%	15.48%	Newspaper	76	117	53.95%	0.61%	0.83%	
Business	181	105	-41.99%	1.42%	0.73%	Magazines	387	3.09%	3.17%	Travel Agents	3,413	3,752	9.93%	27.28%	26.47%	
Golf	1,340	1,386	3.43%	10.54%	9.62%	Climate	2,569	3,015	17.36%	20.54%	Price	2,231	2,229	-0.09%	17.84%	15.72%
Diving	2,553	2,616	2.47%	20.08%	18.16%	Short flight Time	2,060	2,230	8.25%	16.47%	General Reading	38	62	63.16%	0.30%	0.44%
Attend Conf & Conv	17	12	-29.41%	0.13%	0.08%	Flyer/Poster	861	1,000	16.14%	6.88%	Friends/Relatives	2,663	3,029	13.74%	21.29%	21.37%
Company Trip	728	632	-13.19%	5.72%	4.39%	TV/Radio	55	105	90.91%	0.44%	Others	1,967	2,158	9.71%	15.72%	15.22%
Honeymoon	101	126	24.75%	0.79%	0.87%	Others	809	857	5.93%	6.47%						
Getting Married	68	60	-11.76%	0.53%	0.42%											
Memorial Service	5	28	460.00%	0.04%	0.19%											
VFR	139	144	3.60%	1.09%	1.00%											
Attend Sport Events	151	532	252.32%	1.19%	3.69%											
Others	228	422	85.09%	1.79%	2.93%											

OCCUPATION	2009		2010		2009		2010		Entry Level	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	% Share	Number		% Chge	% Share	% Share	
Legislators, and managers	1,573	1,602	1.84%	11.98%	10.73%	Armed Forces	3	11	133.33%	0.02%	0.05%		
Professional	739	916	23.95%	6.13%	6.13%	Homemakers	467	611	30.84%	3.56%	4.09%		
Technicians	467	479	2.57%	3.56%	3.21%	Students	4,357	5,175	18.77%	33.19%	34.65%		
Clerk	3,007	3,367	11.97%	22.91%	22.54%	Retirees	323	353	9.29%	2.46%	2.36%		
Service Workers	821	894	8.89%	6.25%	5.99%	Others	163	180	10.43%	1.24%	1.21%		
Skilled Workers	75	53	-29.33%	0.57%	0.35%	Not Stated	1,041	1,207	15.95%	7.93%	8.08%		
Craft and related trades worker	11	2	-81.82%	0.08%	0.01%								
Operators and Assemblers	68	79	16.18%	0.52%	0.53%								



KOREA VISITORS PROFILE

Mar-10

MARCH	2009		2009			2010		2009			2010		2009		2010		
	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	3	36	1100.00%	0.12%	0.96%	2	22	1000.00%	0.07%	0.50%	0	0	5	58	1060.00%	0.09%	0.71%
Under 13	390	562	44.10%	15.53%	14.93%	366	519	41.80%	12.22%	11.79%	3	0	759	1,081	42.42%	13.77%	13.24%
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
13-15	9	27	200.00%	0.36%	0.72%	11	13	18.18%	0.37%	0.30%	0	0	20	40	100.00%	0.36%	0.49%
16-19	24	7	-70.83%	0.96%	0.19%	29	15	-48.28%	0.97%	0.34%	0	0	53	22	-58.49%	0.96%	0.27%
18-19	0	1	----	0.00%	0.03%	0	0	----	0.00%	0.00%	0	0	0	1	----	0.00%	0.01%
20-24	19	33	73.68%	0.76%	0.88%	89	312	250.56%	2.97%	7.09%	0	0	108	345	219.44%	1.96%	4.23%
25-29	295	275	-6.78%	11.74%	7.31%	674	776	15.13%	22.50%	17.63%	0	0	969	1,051	8.46%	17.58%	12.87%
30-34	669	804	20.18%	26.63%	21.37%	750	953	27.07%	25.04%	21.65%	0	0	1,419	1,757	23.82%	25.75%	21.52%
35-39	498	686	37.75%	19.82%	18.23%	411	586	42.58%	13.72%	13.31%	1	0	910	1,272	39.78%	16.51%	15.58%
40-44	172	418	143.02%	6.85%	11.11%	159	262	64.78%	5.31%	5.95%	0	0	331	680	105.44%	6.01%	8.33%
45-49	110	260	136.36%	4.38%	6.91%	115	202	75.65%	3.84%	4.59%	0	0	225	462	105.33%	4.08%	5.66%
50-54	72	213	195.83%	2.87%	5.66%	109	234	114.68%	3.64%	5.32%	0	0	181	447	146.96%	3.28%	5.47%
55-59	75	167	122.67%	2.99%	4.44%	135	214	58.52%	4.51%	4.86%	0	0	210	381	81.43%	3.81%	4.67%
60 and Over	176	274	55.68%	7.01%	7.28%	144	292	102.78%	4.81%	6.63%	0	0	320	566	76.88%	5.81%	6.93%
Not Stated	0	0	----	0.00%	0.00%	1	2	100.00%	0.03%	0.05%	0	0	1	2	100.00%	0.02%	0.02%
Total	2,512	3,763	49.80%	100.00%	100.00%	2,995	4,402	46.98%	100.00%	100.00%	4	0	5,511	8,165	48.16%	100.00%	100.00%

FREQUENCY OF VISIT	2009		2009			TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share		Number	% Share
First Visit	2,044	3,476	70.06%	71.47%	75.50%	Spouse	1,687	40.99%
Revisit	524	727	38.74%	18.32%	15.79%	Children	700	17.01%
Not Stated	292	401	37.33%	10.21%	8.71%	Parents/Grandparents	186	4.52%
						Other Family Members	234	5.69%
						Business Associates	908	22.06%
						Friends	566	13.75%
						Tour Group	662	16.08%
						Alone	213	5.17%
						# of respondents	4,116	

TRAVEL PLANS	2009		2009			TRAVEL MOTIVATION	2009		2010		
	2009	2010	% Chge	% Share	% Share		% Chge	% Share	% Share		
Pleasure	9,691	11,318	16.79%	395.39%	277.61%	Internet	471	729	54.78%	21.00%	18.97%
Business	181	105	-41.99%	7.38%	2.58%	Newspaper	15	54	260.00%	0.67%	1.41%
Golf	1,340	1,386	3.43%	54.67%	34.00%	Magazines	36	19	-47.22%	1.60%	0.49%
Diving	2,553	2,616	2.47%	104.16%	64.16%	Travel Agents	1,543	2,465	59.75%	68.79%	64.14%
Attend Conf & Conv	17	12	-29.41%	0.69%	0.29%	Climate	90	221	145.56%	4.01%	5.75%
Company Trip	728	632	-13.19%	29.70%	15.50%	Price	23	42	82.61%	1.03%	1.09%
Honeymoon	101	126	24.75%	4.12%	3.09%	Short flight Time	154	192	24.68%	6.87%	5.00%
Getting Married	68	60	-11.76%	2.77%	1.47%	General Reading	7	153	2085.71%	0.31%	3.98%
Memorial Service	5	28	460.00%	0.20%	0.69%	Flyer/Poster	91	99	8.79%	4.06%	2.58%
VFR	139	144	3.60%	5.67%	3.53%	Friends/Relatives	333	376	12.91%	14.85%	9.78%
Attend Sport Events	151	532	252.32%	6.16%	13.05%	TV/Radio	16	36	125.00%	0.71%	0.94%
Others	228	422	85.09%	9.30%	10.35%	Previous Trip	204	259	26.96%	9.09%	6.74%
						Others	144	362	151.39%	6.42%	9.42%

OCCUPATION	2009		2009			TRAVEL MOTIVATION	2009		2010		
	2009	2010	% Chge	% Share	% Share		% Chge	% Share	% Share		
Legislators, and managers	52	111	113.46%	1.82%	2.41%	Entry Level	54	12	-77.78%	1.89%	0.26%
Professional	470	903	92.13%	16.43%	19.61%	Armed Forces	7	9	28.57%	0.24%	0.20%
Technicians	232	305	31.47%	8.11%	6.62%	Homemakers	245	395	61.22%	8.57%	8.58%
Clerk	913	1,165	27.60%	31.92%	25.30%	Students	96	90	-6.25%	3.36%	1.95%
Service Workers	423	1,045	147.04%	14.79%	22.70%	Retirees	56	91	62.50%	1.96%	1.98%
Skilled Workers	7	21	200.00%	0.24%	0.46%	Others	107	127	18.69%	3.74%	2.76%
Craft and related trades worker	4	10	150.00%	0.14%	0.22%	Not Stated	157	285	81.53%	5.49%	6.19%
Operators and Assemblers	37	35	-5.41%	1.29%	0.76%						



CHINA/Hong Kong VISITORS PROFILE

Mar-10

MARCH	2009		2010			2009		2010			2009		2010		2009		2010	
	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%	0.07%	0	1	----	0.00%	0.06%	0	0	0	2	----	0.00%	0.06%	
Under 13	12	30	150.00%	1.34%	2.12%	19	28	47.37%	1.79%	1.57%	0	0	31	58	87.10%	1.59%	1.81%	
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%	
13-15	8	2	-75.00%	0.89%	0.14%	7	4	-42.86%	0.66%	0.22%	0	0	15	6	-60.00%	0.77%	0.19%	
16-19	0	5	----	0.00%	0.35%	0	8	----	0.00%	0.45%	0	0	0	13	----	0.00%	0.41%	
18-19	0	1	----	0.00%	0.07%	0	0	----	0.00%	0.00%	0	0	0	1	----	0.00%	0.03%	
20-24	31	36	16.13%	3.46%	2.55%	72	115	59.72%	6.79%	6.45%	0	0	103	151	46.60%	5.27%	4.72%	
25-29	165	286	73.33%	18.44%	20.25%	252	391	55.16%	23.77%	21.93%	0	0	417	677	62.35%	21.33%	21.18%	
30-34	144	249	72.92%	16.09%	17.63%	165	273	65.45%	15.57%	15.31%	0	0	309	522	68.93%	15.81%	16.33%	
35-39	126	166	31.75%	14.08%	11.76%	120	218	81.67%	11.32%	12.23%	0	0	246	384	56.10%	12.58%	12.02%	
40-44	113	161	42.48%	12.63%	11.40%	106	195	83.96%	10.00%	10.94%	0	0	219	356	62.56%	11.20%	11.14%	
45-49	97	170	75.26%	10.84%	12.04%	117	179	52.99%	11.04%	10.04%	0	0	214	349	63.08%	10.95%	10.92%	
50-54	96	104	8.33%	10.73%	7.37%	88	159	80.68%	8.30%	8.92%	0	0	184	263	42.93%	9.41%	8.23%	
55-59	63	86	36.51%	7.04%	6.09%	63	102	61.90%	5.94%	5.72%	0	0	126	188	49.21%	6.45%	5.88%	
60 and Over	40	115	187.50%	4.47%	8.14%	51	109	113.73%	4.81%	6.11%	0	0	91	224	146.15%	4.65%	7.01%	
Not Stated	0	0	----	0.00%	0.00%	0	1	----	0.00%	0.06%	0	1	0	2	----	0.00%	0.06%	
Total	895	1,412	57.77%	100.00%	100.00%	1,060	1,783	68.21%	100.00%	100.00%	0	1	1,955	3,196	63.48%	100.00%	100.00%	

FREQUENCY OF VISIT	2009		2010			TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share		Number	% Share
First Visit	1,618	2,904	79.48%	84.40%	92.34%	Spouse	329	11.40%
Revisit	82	60	-26.83%	4.28%	1.91%	Children	51	1.77%
Not Stated	217	181	-16.59%	11.32%	5.76%	Parents/Grandparents	46	1.59%
						Other Family Members	19	0.66%
						Business Associates	60	2.08%
						Friends	116	4.02%
						Tour Group	2,305	79.84%
						Alone	26	0.90%
						# of respondents	2,887	

TRAVEL ARRANGEMENT	2009		2010			TRAVEL MOTIVATION	2009		2010		
	Number	Number	% Chge	% Share	% Share		% Chge	% Share	% Share	% Share	
Individually arranged	76	61	-19.74%	3.96%	1.94%	Internet	150	148	-1.33%	11.54%	6.21%
Packaged Tour	1,490	2,838	90.47%	77.73%	90.24%	Newspaper	23	18	-21.74%	1.77%	0.76%
Company/Business trip	56	21	-62.50%	2.92%	0.67%	Magazines	31	51	64.52%	2.38%	2.14%
Group Tour	61	94	54.10%	3.18%	2.99%	Travel Agents	1,326	2,585	94.95%	102.00%	108.43%
Other	7	2	-71.43%	0.37%	0.06%	Climate	44	130	195.45%	3.38%	5.45%
Not Stated	227	129	-43.17%	11.84%	4.10%	Price	15	16	6.67%	1.15%	0.67%
						Short flight Time	21	7	-66.67%	1.62%	0.29%
						General Reading	1	4	300.00%	0.08%	0.17%
						Flyer/Poster	3	4	33.33%	0.23%	0.17%
						Friends/Relatives	96	74	-22.92%	7.38%	3.10%
						TV/Radio	16	10	-37.50%	1.23%	0.42%
						Previous Trip	11	7	-36.36%	0.85%	0.29%
						Others	56	33	-41.07%	4.31%	1.38%

OCCUPATION	2009		2010			ENTRY LEVEL	2009		2010		
	Number	Number	% Chge	% Share	% Share		% Chge	% Share	% Share		
Legislators, and managers	77	38	-50.65%	4.02%	1.21%	Entry Level	5	2	-60.00%	0.26%	0.06%
Professional	1,159	2,369	104.40%	60.46%	75.33%	Armed Forces	0	0	----	0.00%	0.00%
Technicians	45	74	64.44%	2.35%	2.35%	Homemakers	15	30	100.00%	0.78%	0.95%
Clerk	223	266	19.28%	11.63%	8.46%	Students	45	68	51.11%	2.35%	2.16%
Service Workers	41	45	9.76%	2.14%	1.43%	Retirees	42	42	0.00%	2.19%	1.34%
Skilled Workers	1	0	-100.00%	0.05%	0.00%	Others	33	33	0.00%	1.72%	1.05%
Craft and related trades worker	6	2	-66.67%	0.31%	0.06%	Not Stated	222	171	-22.97%	11.58%	5.44%
Operators and Assemblers	3	5	66.67%	0.16%	0.16%						