



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

Fiscal Year 2010 - 2011

	2010	2011	% Change
TOTAL TO DATE:	183,416	183,308	-0.06%
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%
<u>March</u>	<u>36,220</u>	<u>30,376</u>	<u>-16.13%</u>
April	26,255		
May	27,015 ^r		
June	28,372		
July	35,164		
August	38,047		
September	29,917		
YEAR TOTAL:	368,186	183,308	-----

Calendar Year 2010 - 2011

	2010	2011	% Change
TOTAL TO DATE:	109,786	98,773	-10.03%
January	35,716	34,738	-2.74%
February	37,850	33,659	-11.07%
<u>March</u>	<u>36,220</u>	<u>30,376</u>	<u>-16.13%</u>
April	26,255		
May	27,015 ^r		
June	28,372		
July	35,164		
August	38,047		
September	29,917		
October	25,784		
November	27,179		
December	31,572		
YEAR TOTAL:	379,091	98,773	-----

^r Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE									
Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA/HONG KONG ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	93,767	87,315	-7%	51,360	59,484	16%	20,437	19,785	-3%
October	8,602	11,279	31%	4,813	8,681	80%	3,846	3,207	-17%
November	10,553	11,447	8%	6,892	10,428	51%	2,742	2,346	-14%
December	15,638	14,279	-9%	10,157	10,485	3%	1,302	3,617	178%
January	18,018	15,646	-13%	11,710	12,685	8%	3,065	3,946 ^r	29%
February	19,271	17,450	-9%	9,603	10,133	6%	6,286	3,962	-37%
<u>March</u>	<u>21,685</u>	<u>17,214</u>	<u>-21%</u>	<u>8,185</u>	<u>7,072</u>	<u>-14%</u>	<u>3,196</u>	<u>2,707</u>	<u>-15%</u>
April	10,463			8,619			3,483		
May	11,434 ^r			9,643			3,159		
June	13,451			8,931			2,298		
July	16,596			10,782			4,615		
August	20,117			10,786			4,343		
September	16,992			7,958			2,377		
Year Total	182,820			108,079			40,712		
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	8,880	7,537	-15%	4,589	4,686	2%	531	265	-50%
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%
<u>March</u>	<u>1,559</u>	<u>1,307</u>	<u>-16%</u>	<u>751</u>	<u>1,137</u>	<u>51%</u>	<u>45</u>	<u>35</u>	<u>-22%</u>
April	1,376			662			201		
May	1,441			746			62		
June	1,760			1,035			39		
July	1,460			951			42		
August	1,315			837 ^r			43		
September	1,251			893			41		
Year Total	17,483			9,713			959		
Fiscal Year	~ RUSSIA ~			~ TAIWAN ~			~ OTHER AREAS ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	2,316	2,839	23%	81	111	37%	1,455	1,286	-12%
October	377	367	-3%	12	34	183%	256	186	-27%
November	374	288	-23%	43	3	-93%	230	217	-6%
December	401	559	39%	5	11	120%	222	262	18%
January	487	599	23%	4	32 ^r	700%	225	229	2%
February	181	376	108%	10	23	130%	226	146	-35%
<u>March</u>	<u>496</u>	<u>650</u>	<u>31%</u>	<u>7</u>	<u>8</u>	<u>14%</u>	<u>296</u>	<u>246</u>	<u>-17%</u>
April	260			10			1,181		
May	305			1			224		
June	485			12			361		
July	375			72			271		
August	383			41			182		
September	205			3			197		
Year Total	4,329			220			3,871		

^r Revised

VISITOR ARRIVALS TO SAIPAN - MARCH 2011

ARRIVALS BY MODE OF TRANSPORTATION	<u>Mar-10</u>	<u>Mar-11</u>	% CHANGE
Air Arrivals	35,470	29,691	-16%
Sea Arrivals	0	400	-----
TOTAL ARRIVALS	35,470	30,091	-15%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	21,229	17,121	-19%
Kanto (Tokyo)	12,152	8,425	-31%
Kinki (Osaka)	3,052	3,408	12%
Tokai (Nagoya)	3,760	3,160	-16%
Tohoku (Sendai)	1,042	851	-18%
Kyushu (Fukuoka)	240	249	4%
Hokkaido (Sapporo)	157	164	4%
Chugoku (Hiroshima)	191	212	11%
Shikoku	152	133	-13%
Okinawa	15	17	13%
Others	18	7	-61%
Not Specified	450	495	10%
KOREA	8,165	7,068	-13%
Seoul	4,553	3,625	-20%
Pusan	667	748	12%
Taegu	308	160	-48%
Inchon	49	106	116%
Others	2,270	2,192	-3%
Not Specified	318	237	-25%
CHINA/HONG KONG	3,196	2,707	-15%
GUAM	1,318	1,138	-14%
UNITED STATES	724	731	1%
PHILIPPINES	45	35	-22%
RUSSIA	496	650	31%
TAIWAN	7	7	0%
OTHER	290	234	-19%
ARRIVALS BY MONTH			
	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	180,173	180,866	0%
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%
<u>March</u>	<u>35,470</u>	<u>30,091</u>	<u>-15%</u>
April	25,862		
May	26,320		
June	27,959		
July	34,432		
August	37,302		
September	29,486		
YEAR TOTAL	361,534	180,866	-----

Source: CNMI Customs Declaration Form

† Revised

Sea Arrivals : Mar-11

Military Shp: USS Chancellorsville: 400 crew (Mar. 5-9)

Cruise Ship: N/A

VISITOR ARRIVALS TO <u>ROTA</u> - MARCH 2011			
	<u>Mar-10</u>	<u>Mar-11</u>	% CHANGE
TOTAL ARRIVALS	750	285	-62%
ARRIVALS FROM GUAM	750	285	-62%
JAPAN	456	93	-80%
KOREA	20	4	-80%
CHINA/HONG KONG	0	0	-----
GUAM	241	169	-30%
UNITED STATES	27	6	-78%
PHILIPPINES	0	0	-----
RUSSIA	0	0	-----
TAIWAN	0	1	-----
OTHER	6	12	100%
INTERISLAND ARRIVALS	0	0	-----
JAPAN			-----
KOREA			-----
CHINA/HONG KONG			-----
UNITED STATES (INCLUDING GUAM)			-----
PHILIPPINES			-----
OTHER			-----
	Not Available	Not Available	
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	3,939	2,442	-38%
October	852	299	-65%
November	881	489	-44%
December	601	668	11%
January	398	409	3%
February	457	292	-36%
<u>March</u>	<u>750</u>	<u>285</u>	<u>-62%</u>
April	393		
May	695 ^r		
June	413		
July	732		
August	745		
September	431		
YEAR TOTAL	7,348	2,442	-----

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 - MARCH 2011			
	<u>Mar-10</u>	<u>Mar-11</u>	% CHANGE
TOTAL ARRIVALS	3,120	1,688	-46%
ARRIVALS FROM GUAM	0	0	-----
JAPAN	0		-----
KOREA	0		-----
CHINA/HONG KONG	0		-----
GUAM	<i>No Visitor Arrival</i>	<i>Not Available</i>	-----
UNITED STATES	0		-----
PHILIPPINES	0		-----
RUSSIA	0		-----
TAIWAN	0		-----
OTHER	0		-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	3,082	1,684	-45%
JAPAN	384	307	-20%
KOREA	314	363	16%
CHINA/HONG KONG	2,160	908	-58%
GUAM	33	14	-58%
UNITED STATES	4	6	50%
PHILIPPINES	0	0	-----
TAIWAN	0	0	-----
SAIPAN	187	84	-55%
OTHER	0	2	-----
DAY VISITORS:	38	4	-89%
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	20,447	10,885	-47%
October	3,759	1,955	-48%
November	3,210 r	1,617	-50%
December	2,128	1,554	-27%
January	3,426	1,956	-43%
February	4,804 r	2,115	-56%
<u>March</u>	<u>3,120</u>	<u>1,688</u>	<u>-46%</u>
April	3,127		
May	2,765		
June	1,949		
July	3,158		
August	2,465		
September	1,738		
YEAR TOTAL	35,649	10,885	-----

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)

MARCH	TOTAL				JAPAN				KOREA				CHINA/HONG KONG *				GUAM				OTHERS			
	Mar-10	Mar-11	% SHARE	% CHGE	Mar-10	Mar-11	% SHARE	% CHGE	Mar-10	Mar-11	% SHARE	% CHGE	Mar-10	Mar-11	% SHARE	% CHGE	Mar-10	Mar-11	% SHARE	% CHGE	Mar-10	Mar-11	% SHARE	% CHGE
MODE OF ARRIVAL	35,470	30,091	100.00%	-15.16%	21,229	17,121	100.00%	-19.35%	8,165	7,068	100.00%	-13.44%	3,196	2,707	100.00%	-15.30%	1,318	1,138	100.00%	-13.66%	1,562	2,057	100.00%	31.69%
Air	35,470	29,691	98.67%	-16.29%	21,229	17,121	100.00%	-19.35%	8,165	7,068	100.00%	-13.44%	3,196	2,707	100.00%	-15.30%	1,318	1,138	100.00%	-13.66%	1,562	1,657	80.55%	6.08%
Sea	0	400	1.33%	-----	0	0	0.00%	-----	0	0	0.00%	-----	0	0	0.00%	-----	0	0	0.00%	-----	0	400	19.45%	-----
GENDER	35,470	29,691	100.00%	-16.29%	21,229	17,121	100.00%	-19.35%	8,165	7,068	100.00%	-13.44%	3,196	2,707	100.00%	-15.30%	1,318	1,138	100.00%	-13.66%	1,562	1,657	100.00%	6.08%
Male	17,553	14,985	50.47%	-14.63%	10,598	8,578	50.10%	-19.06%	3,763	3,341	47.27%	-11.21%	1,412	1,362	50.31%	-3.54%	850	725	63.71%	-14.71%	930	979	59.08%	5.27%
Female	17,907	14,705	49.53%	-17.88%	10,622	8,543	49.90%	-19.57%	4,402	3,726	52.72%	-15.36%	1,783	1,345	49.69%	-24.57%	468	413	36.29%	-11.75%	632	678	40.92%	7.28%
Not Stated	10	1	0.00%	-90.00%	9	0	0.00%	-100.00%	0	1	0.01%	-----	1	0	0.00%	-100.00%	0	0	0.00%	-----	0	0	0.00%	-----
AGE GROUP (YEARS)	35,470	29,691	100.00%	-16.29%	21,229	17,121	100.00%	-19.35%	8,165	7,068	100.00%	-13.44%	3,196	2,707	100.00%	-15.30%	1,318	1,138	100.00%	-13.66%	1,562	1,657	100.00%	6.08%
Under 10	90	4	0.01%	-95.56%	21	0	0.00%	-100.00%	58	1	0.01%	-98.28%	2	0	0.00%	-100.00%	7	1	0.09%	-85.71%	2	2	0.12%	0.00%
Under 13	3,625	3,534	11.90%	-2.51%	2,205	1,845	10.78%	-16.33%	1,081	1,339	18.94%	23.87%	58	59	2.18%	1.72%	76	64	5.62%	-15.79%	205	227	13.70%	10.73%
10-17	10	3	0.01%	-70.00%	8	0	0.00%	-100.00%	0	0	0.00%	-----	0	1	0.04%	-----	2	2	0.18%	0.00%	0	0	0.00%	-----
13-15	680	582	1.96%	-14.41%	582	484	2.83%	-16.84%	40	48	0.68%	20.00%	6	0	0.00%	-100.00%	19	15	1.32%	-21.05%	33	35	2.11%	6.08%
16-19	1,017	854	2.88%	-16.03%	901	739	4.32%	-17.98%	22	32	0.45%	45.45%	19	8	0.30%	-38.46%	53	39	3.43%	-26.42%	28	36	2.17%	28.57%
18-19	27	7	0.02%	-74.07%	20	0	0.00%	-100.00%	1	0	0.00%	-100.00%	1	0	0.00%	-100.00%	5	7	0.62%	40.00%	0	0	0.00%	-----
20-24	6,355	5,011	16.88%	-21.15%	5,758	4,678	27.32%	-18.76%	345	108	1.53%	-68.70%	151	113	4.17%	-25.17%	53	43	3.78%	-18.87%	48	69	4.16%	43.75%
25-29	3,770	3,009	10.13%	-20.19%	1,843	1,358	7.93%	-26.32%	1,051	604	8.55%	-42.53%	677	866	31.99%	27.92%	95	78	6.85%	-17.89%	104	103	6.22%	-0.98%
30-34	4,045	3,176	10.70%	-21.48%	1,998	1,091	6.37%	-27.17%	1,757	1,349	19.09%	-23.22%	522	475	17.55%	-9.00%	105	99	8.70%	-5.71%	163	162	9.78%	-0.61%
35-39	3,627	3,190	10.74%	-12.05%	1,639	1,359	7.94%	-17.08%	1,272	1,176	16.64%	-7.55%	384	352	13.00%	-8.33%	147	118	10.37%	-19.73%	185	185	11.16%	0.00%
40-44	3,199	2,807	9.45%	-12.25%	1,810	1,511	8.83%	-16.52%	680	727	10.29%	6.91%	356	222	8.20%	-37.64%	175	154	13.53%	-12.00%	178	193	11.65%	8.43%
45-49	2,474	2,026	6.83%	-18.03%	1,323	1,150	6.72%	-13.08%	462	363	5.14%	-21.43%	349	195	7.20%	-44.13%	184	153	13.44%	-16.85%	156	167	10.08%	7.05%
50-54	1,974	1,531	5.16%	-22.44%	979	750	4.38%	-23.39%	447	407	5.76%	-8.95%	263	135	4.99%	-48.67%	149	116	10.19%	-22.15%	136	123	7.42%	-9.56%
55-59	1,568	1,340	4.51%	-14.54%	770	602	3.52%	-21.82%	381	362	5.12%	-4.99%	188	154	5.69%	-18.09%	111	100	8.79%	-9.91%	118	122	7.36%	3.39%
60 & Over	2,986	2,607	8.78%	-12.69%	1,856	1,551	9.06%	-16.43%	566	549	7.77%	-3.00%	224	126	4.65%	-43.75%	135	149	13.00%	10.37%	205	232	14.00%	13.17%
Not Stated	23	8	0.03%	-65.22%	16	3	0.02%	-81.25%	2	3	0.04%	50.00%	2	1	0.04%	-50.00%	2	0	0.00%	-100.00%	1	1	0.06%	0.00%
PURPOSE OF VISIT	24,808	19,065	100.00%	-23.15%	14,936	11,920	100.00%	-20.19%	4,604	3,502	100.00%	-23.94%	3,145	1,661	100.00%	-47.19%	1,055	895	100.00%	-15.17%	1,068	1,087	100.00%	1.78%
Pleasure	23,402	17,938	93.56%	-23.78%	14,829	11,796	98.96%	-20.45%	4,511	3,450	98.52%	-23.52%	3,122	1,611	96.99%	-48.40%	364	332	37.09%	-8.79%	576	649	59.71%	12.67%
Business	1,169	975	5.11%	-16.60%	76	93	0.78%	22.37%	68	25	0.71%	-63.24%	19	42	2.53%	121.05%	573	455	50.84%	-20.59%	433	360	33.12%	-16.88%
Other	237	252	1.32%	6.33%	31	31	0.26%	0.00%	25	27	0.77%	8.00%	4	8	0.48%	100.00%	118	108	12.07%	-8.47%	59	78	7.18%	32.20%
FREQUENCY OF VISIT	24,808	19,065	100.00%	-23.15%	14,936	11,920	100.00%	-20.19%	4,604	3,502	100.00%	-23.94%	3,145	1,661	100.00%	-47.19%	1,055	895	100.00%	-15.17%	1,068	1,087	100.00%	1.78%
First Visit	15,534	11,237	58.94%	-27.66%	8,645	6,851	57.47%	-20.75%	3,476	2,423	69.19%	-30.29%	2,904	1,405	84.59%	-51.62%	69	71	7.93%	2.90%	440	487	44.80%	10.68%
Revisit	6,858	5,715	29.98%	-16.67%	4,919	3,788	31.78%	-22.99%	727	750	21.42%	3.16%	60	105	6.32%	75.00%	727	621	69.39%	-14.58%	425	451	41.49%	6.12%
Not Stated	2,416	2,113	11.08%	-12.54%	1,372	1,281	10.75%	-6.63%	401	329	9.39%	-17.96%	181	151	9.09%	-16.57%	259	203	22.68%	-21.62%	203	149	13.71%	-26.60%
TRAVEL ARRANGEMENT	24,808	19,065	100.00%	-23.15%	14,936	11,920	100.00%	-20.19%	4,604	3,502	100.00%	-23.94%	3,145	1,661	100.00%	-47.19%	1,055	895	100.00%	-15.17%	1,068	1,087	100.00%	1.78%
Individual Arranged	3,792	3,558	18.66%	-6.17%	1,869	1,569	13.16%	-16.05%	915	944	26.96%	3.17%	61	155	9.33%	154.10%	481	403	45.03%	-16.22%	466	487	44.80%	4.51%
Packaged Tour	14,665	10,467	54.90%	-28.63%	9,470	7,508	62.99%	-20.72%	2,205	1,702	48.60%	-22.81%	2,838	1,096	65.98%	-61.38%	24	16	1.79%	-33.33%	128	145	13.34%	13.28%
Business Trip	1,725	1,203	6.31%	-30.26%	772	519	4.35%	-32.77%	451	164	4.68%	-63.64%	21	97	5.84%	361.90%	263	226	25.25%	-14.07%	218	197	18.12%	-9.63%
Group Tour	3,014	2,245	11.78%	-25.51%	1,993	1,593	13.36%	-20.07%	853	452	12.91%	-47.01%	94	144	8.67%	53.19%	24	12	1.34%	-50.00%	50	44	4.05%	-12.00%
Other	138	155	0.81%	12.32%	14	39	0.33%	178.57%	38	59	1.68%	55.26%	2	3	0.18%	50.00%	58	22	2.46%	-62.07%	26	32	2.94%	23.08%
Not Stated	1,474	1,437	7.54%	-2.51%	818	692	5.81%	-15.40%	142	181	5.17%	27.46%	129	166	9.99%	28.68%	205	216	24.13%	5.37%	180	182	16.74%	1.11%
TRAVEL COMPANION	22,002	16,969	100.00%	-22.88%	13,470	10,905	100.00%	-19.04%	4,116	3,226	100.00%	-21.62%	2,887	1,446	100.00%	-49.91%	719	598	100.00%	-16.83%	810	794	100.00%	-1.98%
Spouse	4,450	3,918	23.09%	-11.96%	2,237	1,683	15.43%	-24.77%	1,687	1,591	49.32%	-5.69%	329	452	31.26%	37.39%	69	60	10.03%	-13.04%	128	132	16.62%	3.13%
Children	2,772	2,595	15.29%	-6.39%	1,841	1,539	14.11%	-16.40%	700	836	25.91%	19.43%	51	42	2.90%	-17.65%	48	38	6.35%	-20.83%	132	140	17.63%	6.06%
Parents/Grandparents	664	648	3.82%	-2.41%	401	347	3.18%	-13.47%	186	233	7.22%	25.27%	46	33	2.28%	-28.28%	5	11	1.84%	120.00%	26	24	3.02%	-7.69%
Other Family Members/relatives	901	851	5.02%	-5.56%	560	530	4.86%	-5.																

Visitors Profile by Country (Saipan only)

MARCH	TOTAL				JAPAN				KOREA				CHINA/HK *				GUAM				OTHERS			
	Mar-10	Mar-11	% SHARE	% CHGE	Mar-10	Mar-11	% SHARE	% CHGE	Mar-10	Mar-11	% SHARE	% CHGE	Mar-10	Mar-11	% SHARE	% CHGE	Mar-10	Mar-11	% SHARE	% CHGE	Mar-10	Mar-11	% SHARE	% CHGE
TRAVEL PLANS	23,430	17,623		-24.78%	14,190	11,083		-21.90%	4,439	3,345		-24.65%	3,023	1,530		-49.39%	875	714		-18.40%	903	951		5.32%
Pleasure	18,771	13,650	77.46%	-27.28%	11,318	8,722	78.70%	-22.94%	3,859	2,827	84.51%	-26.74%	2,940	1,332	87.06%	-54.69%	212	212	29.69%	0.00%	442	557	58.57%	26.02%
Business	975	824	4.68%	-15.49%	105	113	1.02%	7.62%	46	15	0.45%	-67.39%	14	34	2.22%	142.86%	467	353	49.44%	-24.41%	343	309	32.49%	-9.91%
Golf	1,871	1,527	8.66%	-18.39%	1,386	1,034	9.33%	-25.40%	418	417	12.47%	-0.24%	2	19	1.24%	850.00%	39	26	3.64%	-33.33%	26	31	3.26%	19.23%
Dive	2,862	2,304	13.07%	-19.50%	2,616	2,100	18.95%	-19.72%	140	53	1.58%	-62.14%	98	54	3.53%	50.00%	8	16	2.24%	100.00%	62	81	8.52%	30.65%
Convention	67	76	0.43%	13.43%	12	9	0.08%	-25.00%	12	9	0.27%	-25.00%	1	17	1.11%	1600.00%	19	24	3.36%	26.32%	23	17	1.79%	-26.09%
Company Trip	735	526	2.96%	-28.44%	632	332	3.00%	-47.47%	67	97	2.90%	44.78%	2	57	3.73%	2750.00%	18	29	4.06%	61.11%	16	11	1.16%	-31.25%
Honeymoon	575	501	2.84%	-12.87%	126	86	0.78%	-31.75%	361	258	7.71%	-28.53%	83	153	10.00%	84.34%	1	2	0.28%	100.00%	4	2	0.21%	-50.00%
Get Married	65	51	0.29%	-21.54%	60	47	0.42%	-21.67%	5	2	0.06%	-60.00%	0	0	0.00%	-----	0	1	0.14%	-----	0	1	0.11%	-----
Memorial Service	60	54	0.31%	-10.00%	28	12	0.11%	-57.14%	2	5	0.15%	150.00%	0	3	0.20%	-----	23	21	2.94%	-8.70%	7	13	1.37%	85.71%
Visit Friends	466	416	2.36%	-10.73%	144	138	1.25%	-4.17%	59	43	1.29%	-27.12%	10	9	0.59%	-10.00%	147	114	15.97%	-22.45%	106	112	11.78%	5.66%
Sports	665	797	4.52%	19.85%	532	677	6.11%	27.26%	53	63	1.88%	18.87%	0	2	0.13%	-----	43	28	3.92%	-34.88%	37	27	2.84%	-27.03%
Other	577	397	2.25%	-31.20%	422	255	2.30%	-39.57%	42	31	0.93%	-26.19%	7	10	0.65%	42.86%	54	45	6.30%	-16.67%	52	56	5.89%	7.69%
Not Stated	1,378	1,442	8.18%	4.64%	746	837	7.55%	12.20%	165	157	4.69%	-4.85%	122	131	8.56%	7.38%	180	181	25.35%	0.56%	165	136	14.30%	-17.58%
TRAVEL MOTIVATION	22,944	17,526		-23.61%	13,873	11,158		-19.57%	4,378	3,311		-24.37%	2,991	1,476		-50.65%	812	677		-16.63%	890	904		1.57%
Newspaper	199	113	0.64%	-43.22%	117	71	0.64%	-39.32%	54	12	0.36%	-77.78%	18	20	1.36%	11.11%	4	3	0.44%	-25.00%	6	7	0.77%	16.67%
Magazine	535	484	2.76%	-9.53%	450	371	3.32%	-17.56%	19	47	1.42%	147.37%	51	54	3.66%	5.88%	2	1	0.15%	-50.00%	13	11	1.22%	-15.38%
Travel Agent	8,928	5,616	32.04%	-37.10%	3,752	2,785	24.96%	-25.77%	2,465	1,842	55.63%	-25.27%	2,585	847	57.38%	-67.23%	12	15	2.22%	25.00%	114	127	14.05%	11.40%
Climate	3,457	2,498	14.25%	-27.74%	3,015	2,252	20.18%	-25.31%	221	127	3.84%	-42.53%	130	50	3.39%	-61.54%	6	3	0.44%	-50.00%	85	66	7.30%	-22.35%
Priest	2,313	1,738	9.92%	-24.86%	2,229	1,673	14.99%	-24.94%	42	21	0.63%	-50.00%	16	23	1.56%	43.75%	8	9	1.33%	12.50%	18	12	1.33%	-33.33%
Short	2,499	1,939	11.06%	-22.41%	2,230	1,642	14.72%	-26.37%	192	219	6.61%	14.06%	7	16	1.08%	128.57%	30	31	4.58%	3.33%	40	31	3.43%	-22.50%
Reading	272	238	1.36%	-12.50%	62	44	0.39%	-29.03%	153	148	4.47%	-3.27%	4	9	0.61%	125.00%	4	1	0.15%	-75.00%	49	36	3.98%	-26.53%
Flyer	1,171	925	5.28%	-21.01%	1,000	778	6.97%	-22.20%	99	77	2.33%	-22.22%	4	4	0.27%	0.00%	3	0	0.00%	-100.00%	65	66	7.30%	1.54%
Friends / Relatives	3,952	3,551	20.26%	-10.15%	3,029	2,574	23.07%	-15.02%	376	360	10.87%	-4.26%	74	147	9.96%	98.65%	283	249	36.78%	-12.01%	190	221	24.45%	16.32%
TV / Radio	158	164	0.94%	3.80%	105	84	0.75%	-20.00%	36	60	1.81%	66.67%	10	11	0.75%	10.00%	0	1	0.15%	-----	7	8	0.88%	14.29%
Prior Trip	2,613	2,241	12.79%	-14.24%	2,158	1,742	15.61%	-19.28%	259	273	8.25%	5.41%	7	19	1.29%	171.43%	91	98	14.48%	7.69%	98	109	12.06%	11.22%
Other	2,090	1,789	10.21%	-14.40%	857	723	6.48%	-15.84%	362	181	5.47%	-50.00%	33	167	11.31%	406.06%	467	356	52.58%	-23.77%	371	362	40.04%	-2.43%
Web	3,179	2,832	16.16%	-10.92%	2,194	1,964	17.60%	-10.48%	729	494	14.92%	-32.24%	148	278	18.83%	87.84%	29	17	2.51%	-41.38%	79	79	8.74%	0.00%
Not Stated	1,864	1,539	8.78%	-17.44%	1,063	762	6.83%	-28.32%	226	191	5.77%	-15.49%	154	185	12.53%	20.13%	243	218	32.20%	-10.29%	178	183	20.24%	2.81%
OCCUPATION	24,808	19,065	100.00%	-23.15%	14,936	11,920	100.00%	-20.19%	4,604	3,502	100.00%	-23.94%	3,145	1,661	100.00%	-47.19%	1,055	895	100.00%	-15.17%	1,068	1,087	100.00%	1.78%
Leg & Manager	1,977	1,516	7.95%	-23.32%	1,602	1,190	9.98%	-25.72%	111	73	2.08%	-34.23%	38	48	2.89%	26.32%	132	114	12.74%	-13.64%	94	91	8.37%	-3.19%
Professional	4,728	2,350	12.33%	-50.30%	916	640	5.37%	-30.13%	903	563	16.08%	-37.65%	2,369	622	37.45%	-73.74%	200	177	19.78%	-11.50%	340	348	32.01%	2.35%
Technicians	963	927	4.86%	-3.74%	479	376	3.15%	-21.50%	305	333	9.51%	9.18%	74	119	7.16%	60.81%	63	60	6.70%	-4.76%	42	39	3.59%	-7.14%
Clerk	4,833	3,907	20.49%	-19.16%	3,367	2,571	21.57%	-23.84%	1,165	878	25.07%	-24.64%	266	407	24.50%	53.01%	19	26	2.91%	36.84%	16	25	2.30%	56.25%
Service	2,023	1,381	7.24%	-31.74%	894	693	5.81%	-22.48%	1,045	580	16.56%	-44.50%	45	63	3.79%	40.00%	21	25	2.79%	19.05%	18	20	1.84%	11.11%
Skilled	79	61	0.32%	-22.78%	53	41	0.34%	-22.64%	21	13	0.37%	-38.10%	0	1	0.06%	-----	0	0	0.00%	-----	5	6	0.55%	20.00%
Craftsman	18	33	0.17%	83.33%	2	4	0.03%	100.00%	10	2	0.06%	-80.00%	2	13	0.78%	550.00%	4	6	0.67%	50.00%	0	8	0.74%	-----
Plant Operator	122	119	0.62%	-2.46%	79	79	0.66%	0.00%	35	25	0.71%	-28.57%	5	9	0.54%	80.00%	3	3	0.34%	0.00%	0	3	0.28%	-----
Entry Level	29	46	0.25%	65.52%	11	13	0.11%	18.18%	12	26	0.74%	116.67%	2	5	0.30%	150.00%	3	2	0.22%	-33.33%	1	2	0.18%	100.00%
Armed Forces	162	115	0.60%	-29.01%	7	3	0.03%	-57.14%	9	12	0.34%	33.33%	0	0	0.00%	-----	72	37	4.13%	-48.61%	74	63	5.80%	-14.86%
Homemaker	1,082	972	5.10%	-10.17%	611	495	4.15%	-18.99%	395	424	12.11%	7.34%	30	20	1.20%	-33.33%	23	18	2.01%	-21.74%	23	15	1.38%	-34.78%
Students	5,413	4,373	22.94%	-19.21%	5,175	4,222	35.42%	-18.42%	90	88	2.51%	-2.22%	68	13	0.78%	-80.88%	44	22	2.46%	-50.00%	36	28	2.58%	-22.22%
Retirees	551	528	2.77%	-4.17%	353	316	2.65%	-10.48%	91	75	2.14%	-17.58%	42	52	3.13%	23.81%	26	23	2.57%	-11.54%	39	62	5.70%	58.97%
Other	497	521	2.73%	4.83%	180	173	1.45%	-3.89%	127	122	3.48%	-3.94%	33	88	5.30%	166.67%	86	62	6.93%	-27.91%	71	76	6.99%	7.04%
Not Stated	2,331	2,214	11.61%	-5.02%	1,207	1,104	9.26%	-8.53%	285	288	8.22%	1.05%	171	201	12.10%	17.54%	359	320	35.75%	-10.86%	309	301	27.69%	-2.59%
LENGTH OF STAY (NIGHTS)	126,496	111,723		-11.68%	71,144	59,709		-16.07%	32,138	27,932		-13.09%	10,879	10,662		-1.99%	2,609	2,377		-8.89%	9,726	11,043		13.54%
Avg. Length of Stay (Nights)	3.57	3.76			3.35	3.49			3.94	3.95			3.40	3.94			1.86	2.09			6.23	6.66		

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



KOREA VISITORS PROFILE

Mar-11

MARCH	2010		2011		2010		2011		2010		2011		2010		2011		
AGE/SEX	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	36	1	-97.22%	0.96%	0.03%	22	0	-100.00%	0.50%	0.00%	0	0	58	1	-98.28%	0.71%	0.01%
Under 13	562	670	19.22%	14.93%	20.05%	519	669	28.90%	11.79%	17.95%	0	0	1,081	1,339	23.87%	13.24%	18.94%
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
13-15	27	30	11.11%	0.72%	0.90%	13	18	38.46%	0.30%	0.48%	0	0	40	48	20.00%	0.49%	0.68%
16-19	7	19	171.43%	0.19%	0.57%	15	13	-13.33%	0.34%	0.35%	0	0	22	32	45.45%	0.27%	0.45%
18-19	1	0	-100.00%	0.03%	0.00%	0	0	----	0.00%	0.00%	0	0	1	0	-100.00%	0.01%	0.00%
20-24	33	33	0.00%	0.88%	0.99%	312	75	-75.96%	7.09%	2.01%	0	0	345	108	-68.70%	4.23%	1.53%
25-29	275	180	-34.55%	7.31%	5.39%	776	424	-45.36%	17.63%	11.38%	0	0	1,051	604	-42.53%	12.87%	8.55%
30-34	804	578	-28.11%	21.37%	17.30%	953	770	-19.20%	21.65%	20.67%	0	1	1,757	1,349	-23.22%	21.52%	19.09%
35-39	686	601	-12.39%	18.23%	17.99%	586	575	-1.88%	13.31%	15.43%	0	0	1,272	1,176	-7.55%	15.58%	16.64%
40-44	418	451	7.89%	11.11%	13.50%	262	276	5.34%	5.95%	7.41%	0	0	680	727	6.91%	8.33%	10.29%
45-49	260	189	-27.31%	6.91%	5.66%	202	174	-13.86%	4.59%	4.67%	0	0	462	363	-21.43%	5.66%	5.14%
50-54	213	180	-15.49%	5.66%	5.39%	234	227	-2.99%	5.32%	6.09%	0	0	447	407	-8.95%	5.47%	5.76%
55-59	167	137	-17.96%	4.44%	4.10%	214	225	5.14%	4.86%	6.04%	0	0	381	362	-4.99%	4.67%	5.12%
60 and Over	274	272	-0.73%	7.28%	8.14%	292	277	-5.14%	6.63%	7.43%	0	0	566	549	-3.00%	6.93%	7.77%
Not Stated	0	0	----	0.00%	0.00%	2	3	50.00%	0.05%	0.08%	0	0	2	3	50.00%	0.02%	0.04%
Total	3,763	3,341	-11.21%	100.00%	100.00%	4,402	3,726	-15.36%	100.00%	100.00%	0	1	8,165	7,068	-13.44%	100.00%	100.00%

FREQUENCY OF VISIT	2010	2011	% Chge	2010	2011	TRAVEL COMPANION	2011
	Number	Number		% Share	% Share		Number
First Visit	3,476	2,423	-30.29%	75.50%	69.19%	Spouse	1,591 49.32%
Revisit	727	750	3.16%	15.79%	21.42%	Children	836 25.91%
Not Stated	401	329	-17.96%	8.71%	9.39%	Parents/Grandparents	233 7.22%
						Other Family Members	189 5.86%
						Business Associates	454 14.07%
						Friends	576 17.85%
						Tour Group	294 9.11%
						Alone	171 5.30%
						# of respondents	3,226

TRAVEL PLANS	2010	2011	% Chge	2010	2011	TRAVEL MOTIVATION	2010	2011	% Chge	2010	2011
				% Share	% Share					% Share	% Share
Pleasure	3,859	2,827	-26.74%	86.93%	84.51%	Internet	729	494	-32.24%	16.65%	14.92%
Business	46	15	-67.39%	1.04%	0.45%	Newspaper	54	12	-77.78%	1.23%	0.36%
Golf	418	417	-0.24%	9.42%	12.47%	Magazines	19	47	147.37%	0.43%	1.42%
Diving	140	53	-62.14%	3.15%	1.58%	Travel Agents	2,465	1,842	-25.27%	56.30%	55.63%
Attend Conf & Conv	12	9	-25.00%	0.27%	0.27%	Climate	221	127	-42.53%	5.05%	3.84%
Company Trip	67	97	44.78%	1.51%	2.90%	Price	42	21	-50.00%	0.96%	0.63%
Honeymoon	361	258	-28.53%	8.13%	7.71%	Short flight Time	192	219	14.06%	4.39%	6.61%
Getting Married	5	2	-60.00%	0.11%	0.06%	General Reading	153	148	-3.27%	3.49%	4.47%
Memorial Service	2	5	150.00%	0.05%	0.15%	Flyer/Poster	99	77	-22.22%	2.26%	2.33%
VFR	59	43	-27.12%	1.33%	1.29%	Friends/Relatives	376	360	-4.26%	8.59%	10.87%
Attend Sport Events	53	63	18.87%	1.19%	1.88%	TV/Radio	36	60	66.67%	0.82%	1.81%
Others	42	31	-26.19%	0.95%	0.93%	Previous Trip	259	273	5.41%	5.92%	8.25%
						Others	362	181	-50.00%	8.27%	5.47%

OCCUPATION	2010	2011	% Chge	2010	2011	OCCUPATION	2010	2011	% Chge	2010	2011
				% Share	% Share					% Share	% Share
Legislators, and managers	111	73	-34.23%	2.41%	2.08%	Entry Level	12	26	116.67%	0.26%	0.74%
Professional	903	563	-37.65%	19.61%	16.08%	Armed Forces	9	12	33.33%	0.20%	0.34%
Technicians	305	333	9.18%	6.62%	9.51%	Homemakers	395	424	7.34%	8.58%	12.11%
Clerk	1,165	878	-24.64%	25.30%	25.07%	Students	90	88	-2.22%	1.95%	2.51%
Service Workers	1,045	580	-44.50%	22.70%	16.56%	Retirees	91	75	-17.58%	1.98%	2.14%
Skilled Workers	21	13	-38.10%	0.46%	0.37%	Others	127	122	-3.94%	2.76%	3.48%
Craft and related trades worker	10	2	-80.00%	0.22%	0.06%	Not Stated	285	288	1.05%	6.19%	8.22%

Operators and Assemblers

35

25

-28.57%

0.76%

0.71%



CHINA/Hong Kong VISITORS PROFILE

Mar-11

MARCH	2010		2011		2010		2011		2010		2011		2010		2011		
	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	Number	Number			
Under 10	1	0	-100.00%	0.07%	0.00%	1	0	-100.00%	0.06%	0.00%	0	0	2	0	-100.00%	0.06%	0.00%
Under 13	30	33	10.00%	2.12%	2.42%	28	26	-7.14%	1.57%	1.93%	0	0	58	59	1.72%	1.81%	2.18%
10-17	0	0	----	0.00%	0.00%	0	1	----	0.00%	0.07%	0	0	0	1	----	0.00%	0.04%
13-15	2	0	-100.00%	0.14%	0.00%	4	0	-100.00%	0.22%	0.00%	0	0	6	0	-100.00%	0.19%	0.00%
16-19	5	2	-60.00%	0.35%	0.15%	8	6	-25.00%	0.45%	0.45%	0	0	13	8	-38.46%	0.41%	0.30%
18-19	1	0	-100.00%	0.07%	0.00%	0	0	----	0.00%	0.00%	0	0	1	0	-100.00%	0.03%	0.00%
20-24	36	32	-11.11%	2.55%	2.35%	115	81	-29.57%	6.45%	6.02%	0	0	151	113	-25.17%	4.72%	4.17%
25-29	286	368	28.67%	20.25%	27.02%	391	498	27.37%	21.93%	37.03%	0	0	677	866	27.92%	21.18%	31.99%
30-34	249	254	2.01%	17.63%	18.65%	273	221	-19.05%	15.31%	16.43%	0	0	522	475	-9.00%	16.33%	17.55%
35-39	166	218	31.33%	11.76%	16.01%	218	134	-38.53%	12.23%	9.96%	0	0	384	352	-8.33%	12.02%	13.00%
40-44	161	140	-13.04%	11.40%	10.28%	195	82	-57.95%	10.94%	6.10%	0	0	356	222	-37.64%	11.14%	8.20%
45-49	170	106	-37.65%	12.04%	7.78%	179	89	-50.28%	10.04%	6.62%	0	0	349	195	-44.13%	10.92%	7.20%
50-54	104	66	-36.54%	7.37%	4.85%	159	69	-56.60%	8.92%	5.13%	0	0	263	135	-48.67%	8.23%	4.99%
55-59	86	75	-12.79%	6.09%	5.51%	102	79	-22.55%	5.72%	5.87%	0	0	188	154	-18.09%	5.88%	5.69%
60 and Over	115	68	-40.87%	8.14%	4.99%	109	58	-46.79%	6.11%	4.31%	0	0	224	126	-43.75%	7.01%	4.65%
Not Stated	0	0	----	0.00%	0.00%	1	1	0.00%	0.06%	0.07%	1	0	2	1	-50.00%	0.06%	0.04%
Total	1,412	1,362	-3.54%	100.00%	100.00%	1,783	1,345	-24.57%	100.00%	100.00%	1	0	3,196	2,707	-15.30%	100.00%	100.00%

FREQUENCY OF VISIT	2010		2011		2010		2011		TRAVEL COMPANION	2011	
	Number	Number	% Chge	% Share	% Share	Number	% Share				
First Visit	2,904	1,405	-51.62%	92.34%	84.59%	Spouse	452	31.26%			
Revisit	60	105	75.00%	1.91%	6.32%	Children	42	2.90%			
Not Stated	181	151	-16.57%	5.76%	9.09%	Parents/Grandparents	33	2.28%			
						Other Family Members	35	2.42%			
						Business Associates	182	12.59%			
						Friends	173	11.96%			
						Tour Group	498	34.44%			
						Alone	94	6.50%			
						# of respondents	1,446				

TRAVEL PLANS	2010		2011		2010		2011		TRAVEL MOTIVATION	2010		2011	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Pleasure	2,940	1,332	-54.69%	97.25%	87.06%	Internet	148	278	87.84%	4.95%	18.83%		
Business	14	34	142.86%	0.46%	2.22%	Newspaper	18	20	11.11%	0.60%	1.36%		
Golf	2	19	850.00%	0.07%	1.24%	Magazines	51	54	5.88%	1.71%	3.66%		
Diving	36	54	50.00%	1.19%	3.53%	Travel Agents	2,585	847	-67.23%	86.43%	57.38%		
Attend Conf & Conv	1	17	1600.00%	0.03%	1.11%	Climate	130	50	-61.54%	4.35%	3.39%		
Company Trip	2	57	2750.00%	0.07%	3.73%	Price	16	23	43.75%	0.53%	1.56%		
Honeymoon	83	153	84.34%	2.75%	10.00%	Short flight Time	7	16	128.57%	0.23%	1.08%		
Getting Married	0	0	----	0.00%	0.00%	General Reading	4	9	125.00%	0.13%	0.61%		
Memorial Service	0	3	----	0.00%	0.20%	Flyer/Poster	4	4	0.00%	0.13%	0.27%		
VFR	10	9	-10.00%	0.33%	0.59%	Friends/Relatives	74	147	98.65%	2.47%	9.96%		
Attend Sport Events	0	2	----	0.00%	0.13%	TV/Radio	10	11	10.00%	0.33%	0.75%		
Others	7	10	42.86%	0.23%	0.65%	Previous Trip	7	19	171.43%	0.23%	1.29%		
						Others	33	167	406.06%	1.10%	11.31%		

OCCUPATION	2010		2011		2010		2011		OCCUPATION	2010		2011	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Legislators, and managers	38	48	26.32%	1.21%	2.89%	Entry Level	2	5	150.00%	0.06%	0.30%		
Professional	2,369	622	-73.74%	75.33%	37.45%	Armed Forces	0	0	----	0.00%	0.00%		
Technicians	74	119	60.81%	2.35%	7.16%	Homemakers	30	20	-33.33%	0.95%	1.20%		
Clerk	266	407	53.01%	8.46%	24.50%	Students	68	13	-80.88%	2.16%	0.78%		
Service Workers	45	63	40.00%	1.43%	3.79%	Retirees	42	52	23.81%	1.34%	3.13%		
Skilled Workers	0	1	----	0.00%	0.06%	Others	33	88	166.67%	1.05%	5.30%		

Craft and related trades worker	2	13	550.00%	0.06%	0.78%	Not Stated	171	201	17.54%	5.44%	12.10%
Operators and Assemblers	5	9	80.00%	0.16%	0.54%						