

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

Fiscal Year 2011	- 2012		
TOTAL TO DATE:	2011 183,308	2012 198,014	% Change 8.02%
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		
May	23,451		
June	23,604		
July	27,203		
August	33,503		
September	25,408		
YEAR TOTAL:	338,106	198,014	

	2011	2012	% Change
TOTAL TO DATE:	98,773	110,628	12.00%
January	34,738	38,263	10.15%
February	33,659	36,332	7.94%
March	30,376	36,033	18.62%
April	21,629		
May	23,451		
June	23,604		
July	27,203		
August	33,503		
September	25,408		
October	24,693		
November	29,275		
December	33,418		
YEAR TOTAL:	340,957	110,628	

MONTHLY VISI	TOR ARRIV	ALS BY CO	UNTRY O	F RESIDEN	ICE				
	^	- JAPAN ~			~ KOREA ~	v		~ CHINA	~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	87,315	78,861	-10%	59,484	65,340	10%	19,519	37,425	92%
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		•	6,349	2,.01		2,754	0,112	
May	7,567			7,303			5,017		
June	8,645			7,064			4,535		
July	10,151			8,997			4,989		
August	15,388			10,540			5,118		
September	11,872			6,746			4,519		
		70.0/1			(5.240			27 425	
Year Total	148,634	78,861		106,483	65,340		46,451	37,425	
		~ GUAM ~		~ UN	ITED STA	tes ~	~ F	HILIPPIN	ES ~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	7,537	7,147	-5%	4,686	3,972	-15%	265	273	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			842			63		
May	1,386			1,209			43		
June	1,363			583			45		
July	1,476			577			30		
August	1,117			486 r			53		
September	1,217			545			40		
Year Total	15,629	7,147		8,928	3,972		539	273	
	~	RUSSIA ~		~	HONG KON	IG ~	~ 0	THER ARE	AS ~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	2,839	3,139	11%	266	404	52%	1,397	1,453	4%
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	43 52	33%	169	213	26%
March	650	688	- <u></u> 2%	72	58	- <b>19%</b>	254	270	<b>6%</b>
April	283		0,0	61		2270	2,048	2,0	0,0
May	324			366			236		
				366 594					
June	558						217		
July	450			341			192		
August September	422 216			164 89			215 164		
September		2 1 20			404			1 450	
Year Total	5,092	3,139		1,881	404		4,469	1,453	

<sup>r</sup> Revised

ARRIVALS	BY MODE OF TRANSPORTATION	<u>Mar-11</u>	<u>Mar-12</u>	% CHANG
Air Arriva		29,691	35,481	209
Sea Arriva		400	346	-149
<b>ΓΟΤΑL Α</b>	RRIVALS	30,091	35,827	19%
AIR ARRIV	ALS BY COUNTRY OF RESIDENCE			
JAPAN		17,121	16,325	-55
	Kanto (Tokyo)	8,425	10,753	285
	Kinki (Osaka)	3,408	2,764	-19
	Tokai (Nagoya)	3,160	834	-74
	Tohoku (Sendai)	851	891	5
	Kyushu (Fukuoka)	249	128	-49
	•	164	128	-49
	Hokkaido (Sapporo)			
	Chugoku (Hiroshima)	212	275	30
	Shikoku	133	123	-8
	Okinawa	17	9	-47
	Others	7	17	143
	Not Specified	495	370	-25
KOREA		7,068	9,419	33
	Seoul	3,625	5,133	42
	Pusan	748	596	-20
	Taegu	160	157	-2
	Inchon	106	302	185
	Others	2,192	2,925	33
	Not Specified	237	306	29
CHINA				
GUAM		2,635	6,779	157 -2
		1,138 731	1,113 794	
UNITED S PHILIPPIN		35	794 44	9
RUSSIA	NES	650	688	26 6
HONG KO	NC	72	58	-19
OTHER		241	261	8
ARRIVAL	S BY MONTH	FY 2011	FY 2012	% CHANG
TOTAL TO	DATE	180,866	196,384	9
October		25,485	24,343	-4
November		26,690	28,964	9
December		30,904	33,086	7
January		34,329	37,971	11
February		33,367	36,193	8
March		30,091	35,827	19
April		21,359		
May		23,086		
June		23,200		
July		26,839		
August		32,838		
September		24,998		
EAR TOT	AI	333,186	196,384	

Source: CNMI Customs Declaration Form

<sup>r</sup> Revised

Sea Arrivals : Mar-12 Military Shp: N/A Cruise Ship: MS Asuka II - 346 pax (Mar. 26)

VISITOR ARRIVALS TO ROTA -	MARCH 2012		
	<u>Mar-11</u>	<u>Mar-12</u>	% CHANGE
TOTAL ARRIVALS	285	206	-28%
ARRIVALS FROM GUAM	285	206	-28%
JAPAN	93	71	-24%
KOREA	4	12	200%
CHINA	0	0	
GUAM	169	92	-46%
UNITED STATES	6	19	217%
PHILIPPINES	0	3	#DIV/0!
RUSSIA	0	0	
HONG KONG	0	0	
OTHER	13	9	-31%
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	
	FY 2011	FY 2012	8 CHANCE
ARRIVALS BY MONTH			% CHANGE
TOTAL TO DATE	2,442	1,630	-33%
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		
May	365		
June	404		
July	364		
August	665		
September	410		
YEAR TOTAL	4,920	1,630	

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	JIAN - MARCH 20	12	
	<u>Mar-11</u>	<u>Mar-12</u>	% CHANGE
TOTAL ARRIVALS	1,688	N/A	
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:	1,684	N/A	
JAPAN	307	N/A	
KOREA	363	N/A	
CHINA	908	N/A	
GUAM	14	N/A	
UNITED STATES	6	N/A	
PHILIPPINES	0	N/A	
HONG KONG	0	N/A	
SAIPAN	84	N/A	
OTHER	2	N/A	
DAY VISITORS:	4	N/A	
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	10,885	23,887	219%
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	152%
February	2,115	4,896	131%
March	1,688	N/A	
April	1,486		
Мау	2,891		
June	3,347		
July	3,536		
August	3,653		
September	3,354		
YEAR TOTAL	29,152	23,887	

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)

VISITORS AUTHORITY																							P	Page 1 of 2
MARCH	_	тот	AL			JAPA	N			KO	REA		-	CHIN	Α		-	GU	JAM			OTH	IERS	
	Mar-11	Mar-12	% SHARE	% CHGE	Mar-11	Mar-12	% SHARE	% CHGE	Mar-11	Mar-12	% SHARE	% CHGE	Mar-11	Mar-12	% SHARE	% CHGE	Mar-11	Mar-12	% SHARE	% CHGE	Mar-11	Mar-12	% SHARE	% CHGE
MODE OF ARRIVAL	30,091	35,827	100.00%	19.06%	17,121	16,671	100.00%	-2.63%	7,068	9,419	100.00%	33.26%	2,635	6,779	100.00%	157.27%	1,138	1,113	100.00%	-2.20%	2,129	1,845	100.00%	-13.34%
Air	29,691	35,481	99.03%	19.50%	17,121	16,325	97.92%	-4.65%	7,068	9,419	100.00%	33.26%	2,635	6,779	100.00%	157.27%	1,138	1,113	100.00%	-2.20%	1,729	1,845	100.00%	6.71%
Sea	400	346	0.97%	-13.50%	0	346	2.08%		0	0	0.00%		0	0	0.00%		0	0	0.00%		400	0	0.00%	-100.00%
GENDER	29,691	35,481	100.00%	19.50%	17,121	16,325	100.00%	-4.65%	7,068	9,419	100.00%	33.26%	2,635	6,779	100.00%	157.27%	1,138	1,113	100.00%	-2.20%	1,729	1,845	100.00%	6.71%
Male	14,985	17,469	49.23%	16.58%	8,578	8,162	50.00%	-4.85%	3,341	4,504	47.82%	34.81%	1,324	3,011	44.42%	127.42%	725	704	63.25%	-2.90%	1017	1088	58.97%	6.98%
Female	14,705	18,005	50.75%	22.44%	8,543	8,163	50.00%	-4.45%	3,726	4,914	52.17%	31.88%	1,311	3,764	55.52%	187.11%	413	407	36.57%	-1.45%	712	757	41.03%	6.32%
Not Stated	1	7	0.02%	600.00%	0	0	0.00%		1	1	0.01%	0.00%	0	4	0.06%	#DIV/0!	0	2	0.18%		0	0	0.00%	
AGE GROUP (YEARS)	29,691	35,480	100.00%	19.50%	17,121	16,326	100.00%	-4.64%	7,068	9,417	100.00%	33.23%	2,635	6,779	100.00%	157.27%	1,138	1,113	100.00%	-2.20%	1,729	1,845	100.00%	6.71%
Under 10	4	31	0.09%	675.00%	0	24	0.15%		1	4	0.04%	300.00%	0	1	0.01%	#DIV/0!	1	0	0.00%	-100.00%	2	2	0.11%	0.00%
Under 13	3,534	3,917	11.04%	10.84%	1,845	1805	11.06%	-2.17%	1,339	1,616	17.16%	20.69%	59	187	2.76%	216.95%	64	64	5.75%	0.00%	227	245	13.28%	7.93%
10-17	3	4	0.01%	33.33%	0	3	0.02%		0	0	0.00%	#DIV/0!	1	0	0.00%		2	0	0.00%	-100.00%	0	1	0.05%	#DIV/0!
13-15	582	596	1.68%	2.41%	484	510	3.12%	5.37%	48	50	0.53%	4.17%	0	1	0.01%	#DIV/0!	15	11	0.99%	-26.67%	35	24	1.30%	-31.43%
16-19	854	828	2.33%	-3.04%	739	725	4.44%	-1.89%	32	43	0.46%	34.38%	8	16	0.24%	100.00%	39	22	1.98%	-43.59%	36	22	1.19%	-38.89%
18-19	5.044	4 752	0.01%	-71.43%	0	4 212	0.01%		0	0	0.00%	0.029/	0	0	0.00%	100.070/	7	0	0.00%	-100.00%	0	0	0.00%	
20-24	5,011	4,753	13.40%	-5.15%	4,678	4,212	25.80%	-9.96%	108	107	1.14%	-0.93%	108	323	4.76%	199.07%	43	53 77	4.76%	23.26%	74 126	58	3.14%	-21.62%
25-29 30-34	3,009 3,176	4,103 4,741	11.56%	36.36%	1,358 1,091	1,367 1,097	8.37%	0.66%	604 1 349	817	8.68%	35.26%	843 470	1,713 1,306	25.27%	103.20%	78	97	6.92%	-1.28%	126	129 155	6.99%	2.38% -7.19%
35-39			13.36%	49.28%			6.72% 7.76%	0.55%	1,349	2,086 1,599	22.15%	54.63%	470 347	814	19.27%	177.87%	99 118	97 136	8.72%	-2.02%	167		8.40% 11.87%	-7.19%
40-44	3,190 2,807	4,035 3,644	11.37% 10.27%	26.49% 29.82%	1,359 1,511	1,267 1,486	9.10%	-6.77% -1.65%	1,176 727	966	16.98% 10.26%	35.97% 32.87%	218	842	12.01% 12.42%	134.58% 286.24%	154	130	12.22% 13.39%	15.25% -3.25%	190	219 201	10.89%	2.03%
45-49	2,007	2,394	6.75%	18.05%	1,150	1,480	6.56%	-6.87%	363	900 448	4.76%	23.42%	218 191	536	7.91%	180.63%	154	149	14.29%	-3.25%	197	180	9.76%	5.26%
50-54	1,531	1,995	5.62%		750	752	4.61%		407	518	5.50%	27.27%	125	427	6.30%	241.60%	135	135			133	183	9.92%	37.59%
55-59	1,340	1,595	4.35%	30.31% 15.30%	602	539	3.30%	0.27% -10.47%	362	436	4.63%	20.44%	123	305	4.50%	114.79%	100	102	10.33% 9.16%	-0.86% 2.00%	133	163	9.92 % 8.83%	21.64%
60 & Over	2,607	2,868	8.08%	10.01%	1,551	1,462	8.96%	-5.74%	549	721	7.66%	31.33%	142	296	4.37%	142.62%	149	102	11.41%	-14.77%	236	262	14.20%	11.02%
Not Stated	2,007	2,000	0.07%	200.00%	3	4	0.02%	33.33%	3	6	0.06%	100.00%	122	12	0.18%	1100.00%	0	1	0.09%		200	1	0.05%	0.00%
PURPOSE OF VISIT	19,065	22,520	100.00%	18.12%	11,920	11,252	100.00%	-5.60%	3,502	4,842	100.00%	38.26%	1,609	4,293	100.00%	166.81%	895	906	100.00%	1.23%	1,139	1,227	100.00%	7.73%
Pleasure	17,838	21,096	93.68%	18.26%	11,796	11,007	97.82%	-6.69%	3,450	4,795	99.03%	38.99%	1,572	4,256	99.14%	170.74%	332	320	35.32%	-3.61%	688	718	58.52%	4.36%
Business	975	1,147	5.09%	17.64%	93	116	1.03%	24.73%	25	32	0.66%	28.00%	29	28	0.65%	-3.45%	455	522	57.62%	14.73%	373	449	36.59%	20.38%
Other	252	277	1.23%	9.92%	31	129	1.15%	316.13%	27	15	0.31%	-44.44%	8	9	0.21%	12.50%	108	64	7.06%	-40.74%	78	60	4.89%	-23.08%
FREQUENCY OF VISIT	19,065	22,520	100.00%	18.12%	11,920	11,252	100.00%	-5.60%	3,502	4,842	100.00%	38.26%	1,609	4,293	100.00%	166.81%	895	906	100.00%	1.23%	1,139	1,227	100.00%	7.73%
First Visit	11,237	14,703	65.29%	30.84%	6,851	6,608	58.73%	-3.55%	2,423	3,490	72.08%	44.04%	1,370	3,985	92.83%	190.88%	71	67	7.40%	-5.63%	522	553	45.07%	5.94%
Revisit	5,715	5,943	26.39%	3.99%	3,788	3,854	34.25%	1.74%	750	822	16.98%	9.60%	96	146	3.40%	52.08%	621	619	68.32%	-0.32%	460	502	40.91%	9.13%
Not Stated	2,113	1,874	8.32%	-11.31%	1,281	790	7.02%	-38.33%	329	530	10.95%	61.09%	143	162	3.77%	13.29%	203	220	24.28%	8.37%	157	172	14.02%	9.55%
TRAVEL ARRANGEMENT	19,065	22,520	100.00%	18.12%	11,920	11,252	100.00%	-5.60%	3,502	4,842	100.00%	38.26%	1,609	4,293	100.00%	166.81%	895	906	100.00%	1.23%	1,139	1,227	100.00%	7.73%
Individual Arranged	3,558	3,935	17.47%	10.60%	1,569	1551	13.78%	-1.15%	944	1137	23.48%	20.44%	141	278	6.48%	97.16%	403	449	49.56%	11.41%	501	520	42.38%	3.79%
Packaged Tour	10,467	11,294	50.15%	7.90%	7,508	7,129	63.36%	-5.05%	1,702	2,465	50.91%	44.83%	1078	1,505	35.06%	39.61%	16	12	1.32%	-25.00%	163	183	14.91%	12.27%
Business Trip	1,203	1,257	5.58%	4.49%	519	406	3.61%	-21.77%	164	229	4.73%	39.63%	91	100	2.33%	9.89%	226	247	27.26%	9.29%	203	275	22.41%	35.47%
Group Tour	2,245	4,653	20.66%	107.26%	1,593	1487	13.22%	-6.65%	452	815	16.83%	80.31%	144	2,270	52.88%	1476.39%	12	12	1.32%	0.00%	44	69	5.62%	56.82%
Other	155	197	0.87%	27.10%	39	110	0.98%	182.05%	59	34	0.70%	-42.37%	3	5	0.12%	66.67%	22	21	2.32%	-4.55%	32	27	2.20%	-15.63%
Not Stated	1,437	1,184	5.26%	-17.61%	692	569	5.06%	-17.77%	181	162	3.35%	-10.50%	152	135	3.14%	-11.18%	216	165	18.21%	-23.61%	196	153	12.47%	-21.94%
TRAVEL COMPANION	16,969	20,578		21.27%	10,905	10,315		-5.41%	3,226	4,549		41.01%	1,410	4,110		191.49%	598	663		10.87%	830	941		13.37%
Spouse	3,918	4,701	22.84%	19.98%	1,683	1,729	16.76%	2.73%	1,591	2,087	45.88%	31.18%	445	626	15.23%	40.67%	60	52	7.84%	-13.33%	139	207	22.00%	48.92%
Children	2,595	2,898	14.08%	11.68%	1,539	1,544	14.97%	0.32%	836	1,072	23.57%	28.23%	41	97	2.36%	136.59%	38	39	5.88%	2.63%	141	146	15.52%	3.55%
Parents/Grandparents	648	774	3.76%	19.44%	347	332	3.22%	-4.32%	233	322	7.08%	38.20%	33	83	2.02%	151.52%	11	9	1.36%	-18.18%	24	28	2.98%	16.67%
Other Family Members/relatives	851	983	4.78%	15.51%	530	491	4.76%	-7.36%	189	325	7.14%	71.96%	33	77	1.87%	133.33%	36	31	4.68%	-13.89%	63	59	6.27%	-6.35%
Business Associates	1,773	1,982	9.63%	11.79%	905	899	8.72%	-0.66%	454	567	12.46%	24.89%	180	206	5.01%	14.44%	92	136	20.51%	47.83%	142	174	18.49%	22.54%
Friends	7,458	7,266	35.31%	-2.57%	6,547	6,038	58.54%	-7.77%	576	715	15.72%	24.13%	164	296	7.20%	80.49%	59	77	11.61%	30.51%	112	140	14.88%	25.00%
Tour Group	1,479	4,306	20.93%	191.14%	629	609	5.90%	-3.18%	294	799	17.56%	171.77%	496	2,818	68.56%	468.15%	2	3	0.45%	50.00%	58	77	8.18%	32.76%
Alone	1,738	1,458	7.09%	-16.11%	607	579	5.61%	-4.61%	171	153	3.36%	-10.53%	87	95	2.31%	9.20%	344	368	55.51%	6.98%	529	263	27.95%	-50.28%
Not Stated	1,996	1,801	8.75%	-9.77%	994	872	8.45%	-12.27%	267	273	6.00%	2.25%	196	178	4.33%	-9.18%	262	232	34.99%	-11.45%	277	246	26.14%	-11.19%
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## Visitors Profile by Country (Saipan only)

VISITORS					Gitt																			Page 2 of 2
MARCH		TOTA				JAPA				KOR				CHIN				GU				OTH		
TRAVEL PLANS	Mar-11 17,623	Mar-12 21,405	% SHARE	% CHGE 21.46%	Mar-11 11,083	Mar-12 10,712	% SHARE	% CHGE -3.35%	Mar-11 3,345	Mar-12 4,688	% SHARE	% CHGE 40.15%	Mar-11 1,493	Mar-12 4,151	% SHARE	% CHGE 178.03%	Mar-11 714	Mar-12 759	% SHARE	% CHGE 6.30%	Mar-11 988	Mar-12 1,095	% SHARE	% CHGI 10.83%
Pleasure	13,650	17,300	80.82%	26.74%	8,722	8,381	78.24%	-3.91%	2,827	4,115	87.78%	45.56%	1,493	3,994	96.22%	206.52%	212	209	27.54%	-1.42%	586	601	54.89%	2.56%
Business	824	1,059	4.95%	28.52%	113	157	1.47%	38.94%	2,027	25	0.53%	66.67%	1,505	61	1.47%		353	416	54.81%	17.85%	318	400	36.53%	25.79%
Golf	1,527	1,592	7.44%	4.26%	1,034	1,027	9.59%	-0.68%	417	481	10.26%	15.35%	20	0	0.22%	-50.00%	303	32	4.22%	23.08%	318	400	3.93%	34.38%
Dive					2,100				53				52	92			20	32			32			
Convention	2,304	2,328 95	10.88% 0.44%	1.04% 25.00%	2,100	2,048	19.12% 0.11%	-2.48% 33.33%	55	101	2.15%	90.57% -11.11%	17	92	2.22% 0.14%	76.92% -64.71%	10	32	1.19% 4.22%	-43.75% 33.33%	17	78 37	7.12% 3.38%	-6.02% 117.65%
Company Trip	526	95 421	1.97%	-19.96%	332	282	2.63%	-15.06%	9	53	0.17% 1.13%	-45.36%	F7	28	0.14%	-50.88%	24	26	3.43%	-10.34%	17	32	2.92%	190.91%
Honeymoon	528	603	2.82%	20.36%	332	80	0.75%	-6.98%	258	363	7.74%	40.70%	150	152	3.66%	-50.88%	29	20	0.26%	-10.34%		6	0.55%	20.00%
Get Married	51	107	0.50%	109.80%	47	96	0.90%	104.26%	200	505	0.11%	40.7078	130	152	0.02%	#DIV/0!	- 1	2	0.00%	-100.00%	1	5	0.46%	400.00%
Memorial Service	54	27	0.13%	-50.00%	12	9	0.08%	-25.00%	5	4	0.09%	-20.00%	3	0	0.02%	-100.00%	21	7	0.92%	-66.67%	13	7	0.64%	-46.15%
Visit Friends	416	435	2.03%	4.57%	138	3 127	1.19%	-23.00%	43	4 60	1.28%	39.53%	7	13	0.31%	85.71%	114	, 119	15.68%	4.39%	114	, 116	10.59%	1.75%
Sports	797	720	3.36%	-9.66%	677	613	5.72%	-9.45%	43	46	0.98%	-26.98%	2	8	0.19%	300.00%	28	113	2.24%	-39.29%	27	36	3.29%	33.33%
Other	397	426	1.99%	-9.00%	255	303	2.83%	-9.45%	31	46 24	0.51%	-20.98%	10	7	0.19%	-30.00%	20	39	5.14%	-13.33%	56	53	4.84%	-5.36%
Not Stated	1.442	420	5.21%	-22.68%	837	540	5.04%	-35.48%	157	154	3.28%	-22.38%	116	142	3.42%	-30.00%	45	147	19.37%	-13.33%	151	132	4.84%	-12.58%
TRAVEL MOTIVATION	17,526	21,061	0.2170	20.17%	11,158	10,579	0.0470	-5.19%	3,311	4,633	0.2070	39.93%	1,445	4,123	0.4270	185.33%	677	700	13.5770	3.40%	935	1,026	12.0070	9.73%
Newspaper	113	126	0.60%	11.50%	71	52	0.49%	-26.76%	12	31	0.67%	158.33%	18	37	0.90%	105.56%	3	1	0.14%		9	5	0.49%	-44.44%
Magazine	484	500	2.37%	3.31%	371	343	3.24%	-7.55%	47	66	1.42%	40.43%	49	75	1.82%	53.06%	1	3	0.43%	200.00%	16	13	1.27%	-18.75%
Travel Agent	5,616	8,522	40.46%	51.75%	2,785	2,326	21.99%	-16.48%	1,842	2,694	58.15%	46.25%	839	3,338	80.96%	297.85%	15	17	2.43%	13.33%	135	147	14.33%	8.89%
Climate	2,498	2,617	12.43%	4.76%	2,252	2,258	21.34%	0.27%	127	203	4.38%	59.84%	47	82	1.99%	74.47%	3	8	1.14%	166.67%	69	66	6.43%	-4.35%
Price	1,738	1,692	8.03%	-2.65%	1,673	1,610	15.22%	-3.77%	21	42	0.91%	100.00%	23	19	0.46%	-17.39%	9	7	1.00%	-22.22%	12	14	1.36%	16.67%
Short	1,939	1,984	9.42%	2.32%	1,642	1,592	15.05%	-3.05%	219	305	6.58%	39.27%	16	28	0.68%	75.00%	31	25	3.57%	-19.35%	31	34	3.31%	9.68%
Reading	238	290	1.38%	21.85%	44	50	0.47%	13.64%	148	208	4.49%	40.54%	8	8	0.19%	0.00%	1	2	0.29%	100.00%	37	22	2.14%	-40.54%
Flyer	925	767	3.64%	-17.08%	778	635	6.00%	-18.38%	77	92	1.99%	19.48%	4	11	0.27%	175.00%	0	1	0.14%	#DIV/0!	66	28	2.73%	-57.58%
Friends / Relatives	3,551	3,492	16.58%	-1.66%	2,574	2,488	23.52%	-3.34%	360	401	8.66%	11.39%	140	190	4.61%	35.71%	249	187	26.71%	-24.90%	228	226	22.03%	-0.88%
TV / Radio	164	143	0.68%	-12.80%	84	84	0.79%	0.00%	60	22	0.47%	-63.33%	11	30	0.73%	172.73%	1	2	0.29%	100.00%	8	5	0.49%	-37.50%
Prior Trip	2,241	2,231	10.59%	-0.45%	1,742	1,764	16.67%	1.26%	273	277	5.98%	1.47%	17	13	0.32%	-23.53%	98	78	11.14%	-20.41%	111	99	9.65%	-10.81%
Other	1,789	1,909	9.06%	6.71%	723	758	7.17%	4.84%	181	196	4.23%	8.29%	158	110	2.67%	-30.38%	356	425	60.71%	19.38%	371	420	40.94%	13.21%
Web	2,832	3,458	16.42%	22.10%	1,964	1,935	18.29%	-1.48%	494	906	19.56%	83.40%	276	442	10.72%	60.14%	17	34	4.86%	100.00%	81	141	13.74%	74.07%
Not Stated	1,539	1,459	6.93%	-5.20%	762	673	6.36%	-11.68%	191	209	4.51%	9.42%	164	170	4.12%	3.66%	218	206	29.43%	-5.50%	204	201	19.59%	-1.47%
OCCUPATION	19,065	22,520	100.00%	18.12%	11,920	11,252	100.00%	-5.60%	3,502	4,842	100.00%	38.26%	1,609	4,293	100.00%	166.81%	895	906	100.00%	1.23%	1,139	1,227	100.00%	7.73%
Leg & Manager	1,516	1,773	7.87%	16.95%	1,190	1,275	11.33%	7.14%	73	113	2.33%	54.79%	46	154	3.59%	234.78%	114	131	14.46%	14.91%	93	100	8.15%	7.53%
Professional	2,350	5,126	22.76%	118.13%	640	716	6.36%	11.88%	563	946	19.54%	68.03%	603	2,868	66.81%	375.62%	177	187	20.64%	5.65%	367	409	33.33%	11.44%
Technicians	927	1,102	4.89%	18.88%	376	339	3.01%	-9.84%	333	463	9.56%	39.04%	117	161	3.75%	37.61%	60	63	6.95%	5.00%	41	76	6.19%	85.37%
Clerk	3,907	4,665	20.71%	19.40%	2,571	2,536	22.54%	-1.36%	878	1,564	32.30%	78.13%	403	505	11.76%	25.31%	26	19	2.10%	-26.92%	29	41	3.34%	41.38%
Service	1,381	1,299	5.77%	-5.94%	693	632	5.62%	-8.80%	580	508	10.49%	-12.41%	63	112	2.61%	77.78%	25	21	2.32%	-16.00%	20	26	2.12%	30.00%
Skilled	61	64	0.28%	4.92%	41	26	0.23%	-36.59%	13	26	0.54%	100.00%	1	3	0.07%		0	5	0.55%	#DIV/0!	6	4	0.33%	-33.33%
Craftsman	33	35	0.16%	6.06%	4	5	0.04%	25.00%	2	2	0.04%	0.00%	12	13	0.30%	8.33%	6	10	1.10%	66.67%	9	5	0.41%	-44.44%
Plant Operator	119	99	0.44%	-16.81%	79	46	0.41%	-41.77%	25	36	0.74%	44.00%	9	14	0.33%	55.56%	3	1	0.11%	-66.67%	3	2	0.16%	-33.33%
Entry Level	48	68	0.30%	41.67%	13	15	0.13%	15.38%	26	33	0.68%	26.92%	5	15	0.35%	200.00%	2	3	0.33%	50.00%	2	2	0.16%	0.00%
Armed Forces	115	149	0.66%	29.57%	3	4	0.04%	33.33%	12	17	0.35%	41.67%	0	0	0.00%		37	62	6.84%	67.57%	63	66	5.38%	4.76%
Homemaker	972	1,063	4.72%	9.36%	495	456	4.05%	-7.88%	424	549	11.34%	29.48%	18	22	0.51%	22.22%	18	11	1.21%	-38.89%	17	25	2.04%	47.06%
Students	4,373	4,025	17.87%	-7.96%	4,222	3,820	33.95%	-9.52%	88	75	1.55%	-14.77%	13	67	1.56%	415.38%	22	26	2.87%	18.18%	28	37	3.02%	32.14%
Retirees	528	539	2.39%	2.08%	316	302	2.68%	-4.43%	75	87	1.80%	16.00%	48	64	1.49%	33.33%	23	20	2.21%	-13.04%	66	66	5.38%	0.00%
Other	521	514	2.28%	-1.34%	173	143	1.27%	-17.34%	122	122	2.52%	0.00%	88	92	2.14%	4.55%	62	77	8.50%	24.19%	76	80	6.52%	5.26%
Not Stated	2,214	1,999	8.88%	-9.71%	1,104	937	8.33%	-15.13%	288	301	6.22%	4.51%	183	203	4.73%	10.93%	320	270	29.80%	-15.63%	319	288	23.47%	-9.72%
LENGTH OF STAY (NIGHTS)	111,723	133,589			59,709	57,047			27,932	34,934			10,478	27,497			2,377	2,272			11,227	11,839		5.45%
Avg. Length of Stay (Nights)	3.76	3.77			3.49	3.49			3.95	3.71			3.98	4.06			2.09	2.04			6.49	6.42		



**JAPAN VISITORS PROFILE** 

Mar-12

MARCH	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	16		0.00%	0.20%	0	8		0.00%	0.10%	0	0	0	24		0.00%	0.15%
Under 13 10-17	968	991 2	2.38%	11.28% 0.00%	12.14% 0.02%	877 0	814	-7.18%	10.27% 0.00%	9.97% 0.01%	0	0	1,845 0	1,805 3	-2.17%	10.78% 0.00%	11.06% 0.02%
13-15	0 250	281	12.40%	2.91%	3.44%	234	1 229	-2.14%	2.74%	2.81%	0	0	484	510	5.37%	2.83%	3.12%
16-19	318	270	-15.09%	3.71%	3.31%	421	454	7.84%	4.93%	5.56%	0	0	739	724	-2.03%	4.32%	4.43%
18-19	0	2		0.00%	0.02%	0	0		0.00%	0.00%	0	0	0	2		0.00%	0.01%
20-24	2,139	1,849	-13.56%	24.94%	22.65%	2,539	2,363	-6.93%	29.72%	28.95%	0	0	4,678	4,212	-9.96%	27.32%	25.80%
25-29	580	560	-3.45%	6.76%	6.86%	778	807	3.73%	9.11%	9.89%	0	0	1,358	1,367	0.66%	7.93%	8.37%
30-34 35-39	487 678	510 643	4.72% -5.16%	5.68% 7.90%	6.25% 7.88%	604 681	587 624	-2.81% -8.37%	7.07% 7.97%	7.19% 7.64%	0	0	1,091 1,359	1,097 1,267	0.55% -6.77%	6.37% 7.94%	6.72% 7.76%
40-44	757	770	1.72%	8.82%	9.43%	754	716	-5.04%	8.83%	8.77%	0	0	1,511	1,486	-1.65%	8.83%	9.10%
45-49	644	601	-6.68%	7.51%	7.36%	506	470	-7.11%	5.92%	5.76%	0	0	1,150	1,071	-6.87%	6.72%	6.56%
50-54	442	437	-1.13%	5.15%	5.35%	308	315	2.27%	3.61%	3.86%	0	0	750	752	0.27%	4.38%	4.61%
55-59	367	313	-14.71%	4.28%	3.83%	235	226	-3.83%	2.75%	2.77%	0	0	602	539	-10.47%	3.52%	3.30%
60 and Over Not Stated	947 1	915 2	-3.38% 100.00%	11.04% 0.01%	11.21% 0.02%	604 2	547 2	-9.44% 0.00%	7.07% 0.02%	6.70% 0.02%	0	0	1,551 3	1,462 4	-5.74% 33.33%	9.06% 0.02%	8.96% 0.02%
Total	8,578	8,162	-4.85%	100.00%	100.00%	8,543	8,163	-4.45%	100.00%	100.00%	0	0	3 17,121	16,325	-4.65%	100.00%	100.00%
	0,010				10010070		0,100		100.0070	10010070		Ū	,.2.	10,020		100.0070	10010070
		2011	2012		2011	2012											
FREQUENCY OF	VISIT	Number	Number	% Chge	% Share	% Share	т	RAVEL COMPANION		2012 Number	% Share						
First \/isit		6,851	6,608	-3.55%	57.47%	E0 700/	-			4 700	40.700/						
First Visit Revisit		6,851 3,788	6,608 3,854	-3.55% 1.74%	57.47% 31.78%	58.73% 34.25%		pouse Children		1,729 1,544	16.76% 14.97%						
Not Stated		1,281	790	-38.33%	10.75%	7.02%		arents/Grandparents		332	3.22%						
								Other Family Members		491	4.76%						
TRAVEL ARRANG	GEMENT							usiness Associates riends		899 6,038	8.72% 58.54%						
Individually arrange	ed	1,569	1,551	-1.15%	13.16%	13.78%		our Group		609	5.90%						
Packaged Tour		7,508	7,129	-5.05%	62.99%	63.36%		lone		579	5.61%						
Company/Business	s trip	519	406	-21.77%	4.35%	3.61%									`		
Group Tour		1,593	1,487	-6.65%	13.36%	13.22%	#	of respondents		10,315							
Other Not Stated		39 692	110 569	182.05%	0.33%	0.98%											
Not Stated		692	269	-17.77%	5.81%	5.06%											
TRAVEL PLANS		2011	2012		2011	2012		RAVEL	2011	2012		2011	2012				
				% Chge	% Share	% Share	N	IOTIVATION			% Chge	% Share	% Share				
Pleasure		8,722	8,381	-3.91%	78.70%	78.24%		nternet	1,964	1,935	-1.48%	17.60%	18.29%				
Business		113	157	38.94%	1.02%	1.47%		lewspaper	71	52	-26.76%	0.64%	0.49%				
Golf Diving		1,034 2,100	1,027 2,048	-0.68% -2.48%	9.33% 18.95%	9.59% 19.12%		lagazines ravel Agents	371 2,785	343 2,326	-7.55% -16.48%	3.32% 24.96%	3.24% 21.99%				
Attend Conf & Con	ıv	2,100	2,040	-2.46% 33.33%	0.08%	0.11%		Climate	2,785	2,320	0.27%	24.96%	21.99%				
Company Trip		332	282	-15.06%	3.00%	2.63%		Price	1,673	1,610	-3.77%	14.99%	15.22%				
Honeymoon		86	80	-6.98%	0.78%	0.75%		hort flight Time	1,642	1,592	-3.05%	14.72%	15.05%				
Getting Married		47	96	104.26%	0.42%	0.90%		eneral Reading	44	50	13.64%	0.39%	0.47%				
Memorial Service VFR		12	9	-25.00%	0.11%	0.08%		lyer/Poster	778	635	-18.38%	6.97%	6.00%				
Attend Sport Event	ts	138 677	127 613	-7.97% -9.45%	1.25% 6.11%	1.19% 5.72%		riends/Relatives V/Radio	2,574 84	2,488 84	-3.34% 0.00%	23.07% 0.75%	23.52% 0.79%				
Others		255	303	18.82%	2.30%	2.83%	F	Previous Trip	1,742	1,764	1.26%	15.61%	16.67%				
OCCUPATION		2011	2012		2011	2012	C	Others	723 2011	758 2012	4.84%	6.48% 2011	7.17% <b>2012</b>				
OCCOPATION		2011	2012	% Chge	% Share	% Share			2011	2012	% Chge	% Share	% Share				
Legislators, and ma	anagers	1,190	1,275	7.14%	9.98%	11.33%	F	entry Level	13	15	15.38%	0.11%	0.13%				
Professional		640	716	11.88%	5.37%	6.36%		armed Forces	3	4	33.33%	0.03%	0.04%				
Technicians		376	339	-9.84%	3.15%	3.01%	F	lomemakers	495	456	-7.88%	4.15%	4.05%				
Clerk		2,571	2,536	-1.36%	21.57%	22.54%		students	4,222	3,820	-9.52%	35.42%	33.95%				
Service Workers		693	632	-8.80%	5.81%	5.62%		Retirees	316	302	-4.43%	2.65%	2.68%				
Skilled Workers Craft and related tr	rades worker	41 4	26 5	-36.59% 25.00%	0.34% 0.03%	0.23% 0.04%		Others lot Stated	173 1,104	143 937	-17.34% -15.13%	1.45% 9.26%	1.27% 8.33%				
Operators and Ass		4 79	э 46	25.00% -41.77%	0.03%	0.04%	N		1,104	931	-13.13%	5.20%	0.33%				
- poratoro una Add		10	-10		0.0070	0.4170											



### KOREA VISITORS PROFILE

MARCH	2011	2012		2011	2012	2011	2012		2011	2012	2011	2012	2011	2012		2011	2012
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	1 670	4 844	300.00% 25.97%	0.03%	0.09%	0	0 771	 15.25%	0.00% 17.95%	0.00%	0	0	1 1,339	4 1,616	300.00%	0.01% 18.94%	0.04% 17.16%
Under 13 10-17	670	844 0	25.97%	20.05% 0.00%	18.74% 0.00%	669 0	0	15.25%	0.00%	15.69% 0.00%	0	0	1,339	010,1	20.69%	0.00%	0.00%
13-15	30	28	-6.67%	0.00%	0.62%	18	22	22.22%	0.00%	0.00%	0	0	48	50	4.17%	0.68%	0.00%
16-19	19	20	26.32%	0.57%	0.53%	13	19	46.15%	0.35%	0.39%	0	0	32	43	34.38%	0.45%	0.46%
18-19	0	0		0.00%	0.00%	0	0		0.00%	0.00%	0	0	0	0		0.00%	0.00%
20-24	33	23	-30.30%	0.99%	0.51%	75	84	12.00%	2.01%	1.71%	0	0	108	107	-0.93%	1.53%	1.14%
25-29	180	267	48.33%	5.39%	5.93%	424	552	30.19%	11.38%	11.23%	0	0	604	819	35.60%	8.55%	8.70%
30-34	578	912	57.79%	17.30%	20.25%	770	1,174	52.47%	20.67%	23.89%	1	0	1,349	2,086	54.63%	19.09%	22.15%
35-39	601	869	44.59%	17.99%	19.29%	575	730	26.96%	15.43%	14.86%	0	0	1,176	1,599	35.97%	16.64%	16.98%
40-44	451	572	26.83%	13.50%	12.70%	276	394	42.75%	7.41%	8.02%	0	0	727	966	32.87%	10.29%	10.26%
45-49	189	234	23.81%	5.66%	5.20%	174 227	214 277	22.99%	4.67%	4.35%	0	0	363	448	23.42%	5.14%	4.76%
50-54 55-59	180 137	241 162	33.89% 18.25%	5.39% 4.10%	5.35% 3.60%	227	277	22.03% 21.78%	6.09% 6.04%	5.64% 5.58%	0	0	407 362	518 436	27.27% 20.44%	5.76% 5.12%	5.50% 4.63%
60 and Over	272	322	18.38%	8.14%	7.15%	223	399	44.04%	7.43%	3.38 <i>%</i> 8.12%	0	0	549	721	31.33%	7.77%	7.65%
Not Stated	0	2		0.00%	0.04%	3	4	33.33%	0.08%	0.08%	0	0	3	6	100.00%	0.04%	0.06%
Total	3,341	4,504	34.81%	100.00%	100.00%	3,726	4,914	31.88%	100.00%	100.00%	1	1	7,068	9,419	33.26%	100.00%	100.00%
						·	·										
		2011	2012		2011	2012											
		Number	Number	% Chge	% Share	% Share				2012							
FREQUENCY OF	VISIT			-			т	RAVEL COMPANION	1	Number	% Share						
First Visit		2,423	3,490	44.04%	69.19%	72.08%	S	pouse		2,087	45.88%						
Revisit		750	822	9.60%	21.42%	16.98%		hildren		1,072	23.57%						
Not Stated		329	530	61.09%	9.39%	10.95%		arents/Grandparents		322	7.08%						
								ther Family Members		325	7.14%						
TRAVEL ARRAN	GEMENT							usiness Associates		567	12.46%						
ومعقبه والمراجع	الدما	944	4 407	20.44%	20.000/	23.48%		riends		715	15.72%						
Individually arrang Packaged Tour	lea	944 1,702	1,137 2,465	20.44% 44.83%	26.96% 48.60%	23.48% 50.91%		our Group Ione		799 153	17.56% 3.36%						
Company/Busines	s trin	1,702	2,403	39.63%	40.00 %	4.73%	~	ione		100	5.50%						
Group Tour	io uip	452	815	80.31%	12.91%	16.83%	#	of respondents		4,549							
Other		59	34	-42.37%	1.68%	0.70%		on reopondente		1,010							
Not Stated		181	162	-10.50%	5.17%	3.35%											
		-	-														
TRAVEL PLANS		2011	2012		2011	2012	т	RAVEL	2011	2012		2011	2012				
				% Chge	% Share	% Share	M	IOTIVATION			% Chge	% Share	% Share				
Pleasure		2,827	4,115	45.56%	84.51%	87.78%	In	nternet	494	906	83.40%	14.92%	19.56%				
Business		15	25	66.67%	0.45%	0.53%	N	ewspaper	12	31	158.33%	0.36%	0.67%				
Golf		417	481	15.35%	12.47%	10.26%	N	lagazines	47	66	40.43%	1.42%	1.42%				
Diving		53	101	90.57%	1.58%	2.15%		ravel Agents	1,842	2,694	46.25%	55.63%	58.15%				
Attend Conf & Cor	nv	9	8	-11.11%	0.27%	0.17%		limate	127	203	59.84%	3.84%	4.38%				
Company Trip		97	53	-45.36%	2.90%	1.13%		rice	21	42	100.00%	0.63%	0.91%				
Honeymoon Getting Married		258 2	363 5	40.70% 150.00%	7.71% 0.06%	7.74% 0.11%		hort flight Time eneral Reading	219 148	305 208	39.27% 40.54%	6.61% 4.47%	6.58% 4.49%				
Memorial Service		2 5	5 4	-20.00%	0.06%	0.11%		lyer/Poster	77	208 92	40.54%	4.47% 2.33%	4.49%				
VFR		43	60	39.53%	1.29%	1.28%		riends/Relatives	360	401	11.39%	10.87%	8.66%				
Attend Sport Even	nts	63	46	-26.98%	1.88%	0.98%		V/Radio	60	22	-63.33%	1.81%	0.47%				
Others		31	24	-22.58%	0.93%	0.51%		revious Trip others	273 181	277 196	1.47% 8.29%	8.25% 5.47%	5.98% 4.23%				
OCCUPATION		2011	2012		2011	2012	0		2011	2012	0.2370	2011	2012				
				% Chge	% Share	% Share					-	% Share	% Share				
Legislators, and m	nanagers	73	113	54.79%	2.08%	2.33%		ntry Level	26	33	26.92%	0.74%	0.68%				
Professional		563	946	68.03%	16.08%	19.54%		rmed Forces	12	17	41.67%	0.34%	0.35%				
Technicians		333	463	39.04%	9.51%	9.56%		omemakers	424	549	29.48%	12.11%	11.34%				
Clerk Sonvice Workers		878	1,564	78.13%	25.07%	32.30%		tudents	88 75	75 87	-14.77%	2.51%	1.55%				
Service Workers Skilled Workers		580 13	508 26	-12.41% 100.00%	16.56% 0.37%	10.49% 0.54%		etirees 0thers	75 122	87 122	16.00% 0.00%	2.14% 3.48%	1.80% 2.52%				
Craft and related t	rades worker	13	20 2	0.00%	0.37%	0.54%		lot Stated	288	301	0.00% 4.51%	3.48% 8.22%	2.52% 6.22%				
Operators and As		25	36	44.00%	0.00%	0.74%	11		200	501	4.0170	0.22/0	0.22 /0				
- poracoro una Ad		20			0.1 1 /0	0.1470											



### CHINA VISITORS PROFILE

MARCH	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%	0	1		0.00%	0.03%	0	0	0	1		0.00%	0.01%
Under 13	33	96	190.91%	2.49%	3.19%	26	91	250.00%	1.98%	2.42%	0	0	59	187	216.95%	2.24%	2.76%
10-17	0	0		0.00%	0.00%	1	0		0.08%	0.00%	0	0	1	0	-100.00%	0.04%	0.00%
13-15 16-19	0	1 5	450.000/	0.00%	0.03%	0	0 11		0.00%	0.00%	0	0	0	1	400.00%	0.00%	0.01%
18-19	2	0	150.00%	0.15% 0.00%	0.17% 0.00%	6 0	0	83.33%	0.46% 0.00%	0.29% 0.00%	0	0	8 0	16 0	100.00%	0.30% 0.00%	0.24% 0.00%
20-24	32	106	231.25%	2.42%	3.52%	76	217	185.53%	5.80%	5.77%	0	0	108	323	199.07%	4.10%	4.76%
25-29	357	687	92.44%	26.96%	22.82%	486	1,026	111.11%	37.07%	27.26%	0	0 0	843	1,713	103.20%	31.99%	25.27%
30-34	250	624	149.60%	18.88%	20.72%	220	682	210.00%	16.78%	18.12%	0	0	470	1,306	177.87%	17.84%	19.27%
35-39	215	378	75.81%	16.24%	12.55%	132	436	230.30%	10.07%	11.58%	0	0	347	814	134.58%	13.17%	12.01%
40-44	137	402	193.43%	10.35%	13.35%	81	440	443.21%	6.18%	11.69%	0	0	218	842	286.24%	8.27%	12.42%
45-49	103	265	157.28%	7.78%	8.80%	88	271	207.95%	6.71%	7.20%	0	0	191	536	180.63%	7.25%	7.91%
50-54 55-59	61 68	166 125	172.13% 83.82%	4.61% 5.14%	5.51% 4.15%	64 74	261 180	307.81% 143.24%	4.88% 5.64%	6.93% 4.78%	0	0	125 142	427 305	241.60% 114.79%	4.74% 5.39%	6.30% 4.50%
60 and Over	66	149	125.76%	4.98%	4.15%	74 56	147	162.50%	4.27%	4.78% 3.91%	0	0	142	296	142.62%	4.63%	4.30%
Not Stated	0	7		0.00%	0.23%	1	1	0.00%	0.08%	0.03%	õ	4	1	12	1100.00%	0.04%	0.18%
Total	1,324	3,011	127.42%	100.00%	100.00%	1,311	3,764	187.11%	100.00%	100.00%	0	4	2,635	6,779	157.27%	100.00%	100.00%
												I					
		2011	2012	0/ Chas	2011	2012				2012							
FREQUENCY OF	VISIT	Number	Number	% Chge	% Share	% Share	TF	AVEL COMPANION	4	Number	% Share						
First Visit		1,370	3,985	190.88%	85.15%	92.83%	Sc	ouse		626	15.23%						
Revisit		96	146	52.08%	5.97%	3.40%		hildren		97	2.36%						
Not Stated		143	162	13.29%	8.89%	3.77%	Pa	rents/Grandparents		83	2.02%						
								her Family Members		77	1.87%						
TRAVEL ARRANG	GEMENT							isiness Associates iends		206 296	5.01% 7.20%						
Individually arrange	ed	141	278	97.16%	8.76%	6.48%		ur Group		2,818	68.56%						
Packaged Tour		1,078	1,505	39.61%	67.00%	35.06%	Ale	one		95	2.31%						
Company/Busines	s trip	91	100	9.89%	5.66%	2.33%	# .	of reasonadasta		4 1 1 0							
Group Tour Other		144 3	2,270 5	1476.39% 66.67%	8.95% 0.19%	52.88% 0.12%	# 0	of respondents		4,110							
Not Stated		152	135	-11.18%	9.45%	3.14%											
TRAVEL PLANS		2011	2012		2011	2012	TF	AVEL	2011	2012		2011	2012				
				% Chge	% Share	% Share	M	OTIVATION			% Chge	% Share	% Share				
Pleasure		1,303	3,994	206.52%	87.27%	96.22%		ernet	276	442	60.14%	19.10%	10.72%				
Business		25	61	144.00%	1.67%	1.47%		ewspaper	18	37	105.56%	1.25%	0.90%				
Golf		18	9	-50.00%	1.21%	0.22%		agazines	49	75	53.06%	3.39%	1.82%				
Diving		52	92	76.92%	3.48%	2.22%		avel Agents	839	3,338	297.85%	58.06%	80.96%				
Attend Conf & Con	۱V	17	6	-64.71%	1.14%	0.14%		imate	47	82	74.47%	3.25%	1.99%				
Company Trip		57 150	28 152	-50.88% 1.33%	3.82% 10.05%	0.67% 3.66%		ice	23 16	19 28	-17.39% 75.00%	1.59% 1.11%	0.46% 0.68%				
Honeymoon Getting Married		150	152	1.33%	0.00%	3.66% 0.02%		ort flight Time eneral Reading	16	28	75.00% 0.00%	1.11% 0.55%	0.68%				
Memorial Service		3	0	-100.00%	0.00%	0.02%		/er/Poster	o 4	0 11	175.00%	0.55%	0.19%				
VFR		7	13	85.71%	0.47%	0.31%		iends/Relatives	140	190	35.71%	9.69%	4.61%				
Attend Sport Even	ts	2	8	300.00%	0.13%	0.19%		//Radio	11	30	172.73%	0.76%	0.73%				
Others		10	7	-30.00%	0.67%	0.17%		evious Trip hers	17 158	13 110	-23.53% -30.38%	1.18% 10.93%	0.32% 2.67%				
OCCUPATION		2011	2012		2011	2012			2011	2012	*	2011	2012				
				% Chge	% Share	% Share					% Chge	% Share	% Share				
Legislators, and m	anagers	46	154	234.78%	2.86%	3.59%		itry Level	5	15	200.00%	0.31%	0.35%				
Professional		603	2,868	375.62%	37.48%	66.81%		med Forces	0	0		0.00%	0.00%				
Technicians		117	161	37.61%	7.27%	3.75%		omemakers	18	22	22.22%	1.12%	0.51%				
Clerk Sonvice Workers		403	505	25.31%	25.05%	11.76%		udents	13	67 64	415.38%	0.81%	1.56%				
Service Workers Skilled Workers		63 1	112 3	77.78% 200.00%	3.92% 0.06%	2.61% 0.07%		etirees hers	48 88	64 92	33.33% 4.55%	2.98% 5.47%	1.49% 2.14%				
Craft and related tr	rades worker	12	13	200.00%	0.06%	0.07%		ners ot Stated	183	92 203	4.55% 10.93%	5.47% 11.37%	2.14% 4.73%				
Operators and Ass		9	13	55.56%	0.75%	0.33%	INC		105	200	10.0070	11.0770	4.1070				
- poratoro una Ada		5	14	55.0070	0.0070	0.0070											