



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

Fiscal Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	254,877	236,676	-7.14%
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%
March	32,908 ^r	36,220	10.06%
April	27,833	26,255	-5.67%
<u>May</u>	<u>24,128</u>	<u>27,005</u>	<u>11.92%</u>
June	21,803		
July	30,301		
August	37,072 ^r		
September	31,755		
YEAR TOTAL:	375,808	236,676	-----

Calendar Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	159,395	163,046	2.29%
January	38,932	35,716	-8.26%
February	35,594 ^r	37,850	6.34%
March	32,908	36,220	10.06%
April	27,833	26,255	-5.67%
<u>May</u>	<u>24,128</u>	<u>27,005</u>	<u>11.92%</u>
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	163,046	-----

^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	144,725	115,654	-20%	61,371	69,622	13%	18,152	27,079	49%
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	10,463	-26%	6,576	8,619	31%	1,883	3,483	85%
May	<u>12,833</u>	<u>11,424</u>	<u>-11%</u>	<u>6,557</u>	<u>9,643</u>	<u>47%</u>	<u>1,587</u>	<u>3,159</u>	<u>99%</u>
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	115,654	-----	92,995	69,622	-----	27,859	27,079	-----
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	11,725	11,697	0%	7,223	5,997	-17%	1,092	794	-27%
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	1,376	-18%	743	662	-11%	162	201	24%
May	<u>1,547</u>	<u>1,441</u>	<u>-7%</u>	<u>573</u>	<u>746</u>	<u>30%</u>	<u>228</u>	<u>62</u>	<u>-73%</u>
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	11,697	-----	10,949	5,997	-----	1,569	794	-----
Fiscal Year	~ RUSSIA ~			~ TAIWAN ~			~ OTHER AREAS ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	5,001	2,881	-42%	177	92	-48%	5,411	2,860	-47%
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	260	-40%	7	10	43%	2,148	1,181	-45%
May	<u>487</u>	<u>305</u>	<u>-37%</u>	<u>5</u>	<u>1</u>	<u>-80%</u>	<u>311</u>	<u>224</u>	<u>-28%</u>
June	478			5			519		
July	502			81			229		
August	573			54			208		
September	247			100			266		
YEAR TOTAL	6,801	2,881	-----	417	92	-----	6,633	2,860	-----

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

^r Revised

VISITOR ARRIVALS TO SAIPAN - MAY 2010

ARRIVALS BY MODE OF TRANSPORTATION	<u>May-09</u>	<u>May-10</u>	% CHANGE
Air Arrivals	23,599	26,179	11%
Sea Arrivals	81	141	74%

TOTAL ARRIVALS	23,680	26,320	11%
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AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	12,537	10,959	-13%
Kanto (Tokyo)	7,119	8,011	13%
Kinki (Osaka)	1,681	1,074	-36%
Tokai (Nagoya)	2,167	483	-78%
Tohoku (Sendai)	598	467	-22%
Kyushu (Fukuoka)	113	96	-15%
Hokkaido (Sapporo)	96	192	100%
Chugoku (Hiroshima)	109	295	171%
Shikoku	78	59	-24%
Okinawa	244	12	-95%
Others	282	14	-95%
Not Specified	50	256	412%
KOREA	6,528	9,625	47%
Seoul	3,082	5,178	68%
Pusan	816	860	5%
Taegu	286	300	5%
Inchon	434	64	-85%
Others	1,770	2,901	64%
Not Specified	140	322	130%
CHINA/HONG KONG *	1,586	3,159	99%
GUAM	1,378	1,269	-8%
UNITED STATES	553	585	6%
PHILIPPINES	228	62	-73%
RUSSIA	487	305	-37%
TAIWAN	5	1	-80%
OTHER	297	214	-28%

ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	250,410	232,355	-7%
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	25,862	-5%
May	23,680	26,320	11%
June	21,458		
July	29,700		
August	35,890		
September	31,291		
YEAR TOTAL	368,749	232,355	-----

Source: CNMI Customs Declaration Form

† Revised

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

Sea Arrivals : May-10

Military Shp: USS Buffalo - 141 crews (May 28)

Cruise Ship: none

VISITOR ARRIVALS TO ROTA - MAY 2010			
	<u>May-09</u>	<u>May-10</u>	% CHANGE
TOTAL ARRIVALS	741	685	-8%
ARRIVALS FROM GUAM	448	685	53%
JAPAN	215	465	116%
KOREA	29	18	-38%
CHINA/HONG KONG *	1	0	-100%
GUAM	169	172	2%
UNITED STATES	20	20	0%
PHILIPPINES	0	0	-----
RUSSIA	0	0	-----
TAIWAN	0	0	-----
OTHER	14	10	-29%
INTERISLAND ARRIVALS	293	0	-100%
JAPAN	83	<i>Not Available</i>	-100%
KOREA	24		-100%
CHINA/HONG KONG *	0		-----
UNITED STATES (INCLUDING GUAM)	101		-100%
PHILIPPINES	72		-100%
OTHER	13		-100%
ARRIVALS BY MONTH	FY 2009		FY 2010
TOTAL TO DATE	7,342	5,017	-32%
October	796	852	7%
November	1,095	881	-20%
December	1,004	601	-40%
January	761	398	-48%
February	956	457	-52%
March	1,088	750	-31%
April	901	393	-56%
May	741	685	-8%
June	680		
July	596		
August	1,634		
September	841		
YEAR TOTAL	11,093	5,017	-----

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> - MAY 2010			
	<u>May-09</u>	<u>May-10</u>	% CHANGE
TOTAL ARRIVALS	2,258	2,765	22%
ARRIVALS FROM GUAM	0	0	-----
JAPAN	<i>No Visitor Arrival</i>	<i>Not Available</i>	-----
KOREA			-----
CHINA/HONG KONG *			-----
GUAM			-----
UNITED STATES			-----
PHILIPPINES			-----
RUSSIA			-----
TAIWAN			-----
OTHER			-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	2,142	2,703	-----
JAPAN	588	233	-----
KOREA	256	291	-----
CHINA/HONG KONG *	893	1,820	-----
GUAM	60	15	-----
UNITED STATES	19	16	-----
PHILIPPINES	0	0	-----
TAIWAN	0	0	-----
SAIPAN	281	328	-----
OTHER	45	0	-----
DAY VISITORS:	116	62	-----
ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	23,937	26,339	10%
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%
March	2,688	3,120	16%
April	2,480	3,127	26%
<u>May</u>	<u>2,258</u>	<u>2,765</u>	<u>22%</u>
June	1,029		
July	2,785 r		
August	3,900 r		
<u>September</u>	<u>2,976</u>		
YEAR TOTAL	34,627	26,339	-----

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)

MAY	TOTAL				JAPAN				KOREA				CHINA/HONG KONG *				GUAM				OTHERS			
	May-09	May-10	% SHARE	% CHGE	May-09	May-10	% SHARE	% CHGE	May-09	May-10	% SHARE	% CHGE	May-09	May-10	% SHARE	% CHGE	May-09	May-10	% SHARE	% CHGE	May-09	May-10	% SHARE	% CHGE
MODE OF ARRIVAL	23,680	26,320	100.00%	11.15%	12,618	10,959	100.00%	-13.15%	6,528	9,625	100.00%	47.44%	1,586	3,159	100.00%	99.18%	1,378	1,269	100.00%	-7.91%	1,570	1,308	100.00%	-16.69%
Air	23,599	26,179	99.46%	10.93%	12,537	10,959	100.00%	-12.59%	6,528	9,625	100.00%	47.44%	1,586	3,159	100.00%	99.18%	1,378	1,269	100.00%	-7.91%	1,570	1,167	89.22%	-25.67%
Sea	81	141	0.54%	74.07%	81	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	141	10.78%	----
GENDER	23,599	26,179	100.00%	10.93%	12,537	10,959	100.00%	-12.59%	6,528	9,625	100.00%	47.44%	1,586	3,159	100.00%	99.18%	1,378	1,269	100.00%	-7.91%	1,570	1,167	100.00%	-25.67%
Male	12,069	13,064	49.90%	8.24%	6,402	5,605	51.15%	-12.45%	3,180	4,510	46.86%	41.82%	803	1,489	47.14%	85.43%	852	779	61.39%	-8.57%	832	681	58.35%	-18.15%
Female	11,528	13,105	50.06%	13.68%	6,135	5,353	48.85%	-12.75%	3,347	5,113	53.12%	52.76%	783	1,665	52.71%	112.64%	526	489	38.53%	-7.03%	737	485	41.56%	-34.19%
Not Stated	2	10	0.04%	400.00%	0	1	0.01%	----	1	2	0.02%	100.00%	0	5	0.16%	----	0	1	0.08%	----	1	1	0.09%	0.00%
AGE GROUP (YEARS)	23,599	26,179	100.00%	10.93%	12,537	10,959	100.00%	-12.59%	6,528	9,625	100.00%	47.44%	1,586	3,159	100.00%	99.18%	1,378	1,269	100.00%	-7.91%	1,570	1,167	100.00%	-25.67%
Under 10	8	49	0.19%	512.50%	2	32	0.29%	1500.00%	2	9	0.09%	350.00%	0	0	0.00%	----	2	4	0.32%	100.00%	2	4	0.34%	100.00%
Under 13	2,531	3,048	11.64%	20.43%	1,005	801	7.31%	-20.30%	1,197	1,951	20.27%	62.99%	46	79	2.50%	71.74%	78	100	7.88%	28.21%	205	117	10.03%	-42.93%
10-17	0	9	0.03%	----	0	8	0.07%	----	0	0	0.00%	----	0	0	0.00%	----	0	1	0.08%	----	0	0	0.00%	----
13-15	252	267	1.02%	5.95%	99	100	0.91%	1.01%	85	134	1.39%	57.65%	8	10	0.32%	25.00%	27	17	1.34%	-37.04%	33	6	0.51%	-81.82%
16-19	263	234	0.89%	-11.03%	123	105	0.96%	-14.63%	49	57	0.59%	16.33%	9	12	0.38%	33.33%	47	49	3.86%	4.26%	35	11	0.94%	-68.57%
18-19	21	11	0.04%	-47.62%	0	8	0.07%	----	0	1	0.01%	----	0	0	0.00%	----	21	2	0.16%	-90.48%	0	0	0.00%	----
20-24	1,478	1,587	6.06%	7.37%	1,038	1,142	10.42%	10.02%	175	169	1.76%	-3.43%	102	141	4.46%	38.24%	71	66	5.20%	-7.04%	92	69	5.91%	-25.00%
25-29	3,742	4,156	15.88%	11.06%	1,913	1,842	16.81%	-3.71%	1,089	1,243	12.91%	14.14%	469	856	27.10%	82.52%	118	96	7.57%	-18.64%	153	119	10.20%	-22.22%
30-34	3,749	4,412	16.85%	17.68%	1,747	1,468	13.40%	-15.97%	1,455	2,125	22.08%	46.05%	281	573	18.14%	103.91%	111	121	9.54%	9.01%	155	125	10.71%	-19.35%
35-39	3,170	3,838	14.66%	21.07%	1,507	1,377	12.57%	-8.63%	1,130	1,757	18.25%	55.49%	220	442	13.99%	100.91%	139	130	10.24%	-6.47%	174	132	11.31%	-24.14%
40-44	2,236	2,664	10.18%	19.14%	1,234	1,084	9.89%	-12.16%	525	929	9.65%	76.95%	162	337	10.67%	108.02%	148	166	13.08%	12.16%	167	148	12.68%	-11.38%
45-49	1,539	1,726	6.59%	12.15%	897	789	7.20%	-12.04%	212	379	3.94%	78.77%	120	287	9.09%	139.17%	167	159	12.53%	-4.79%	143	112	9.60%	-21.68%
50-54	1,308	1,274	4.87%	-2.60%	742	604	5.51%	-18.60%	192	258	2.68%	34.38%	68	160	5.06%	135.29%	165	132	10.40%	-20.00%	141	120	10.28%	-14.89%
55-59	1,213	1,062	4.06%	-12.45%	761	548	5.00%	-27.98%	154	208	2.16%	35.66%	56	125	3.96%	123.21%	119	104	8.20%	-12.61%	123	77	6.60%	-37.40%
60 & Over	2,073	1,820	6.95%	-12.20%	1,462	1,050	9.58%	-28.18%	258	395	4.10%	53.10%	45	126	3.99%	180.00%	162	122	9.61%	-24.69%	146	127	10.88%	-13.01%
Not Stated	16	22	0.08%	37.50%	7	1	0.01%	-85.71%	5	10	0.10%	100.00%	0	11	0.35%	----	3	0	0.00%	-100.00%	1	0	0.00%	-100.00%
PURPOSE OF VISIT	15,748	17,182	100.00%	9.11%	8,946	7,976	100.00%	-10.84%	3,108	4,534	100.00%	45.88%	1,561	2,812	100.00%	80.14%	1,081	1,010	100.00%	-6.57%	1,052	850	100.00%	-19.20%
Pleasure	14,440	15,961	92.89%	10.53%	8,776	7,851	98.43%	-10.54%	3,043	4,463	98.43%	46.66%	1,490	2,760	98.15%	85.23%	500	447	44.26%	-10.60%	631	440	51.76%	-30.27%
Business	956	1,064	6.19%	11.30%	105	99	1.24%	-5.71%	44	64	1.41%	45.45%	59	44	1.56%	-25.42%	459	501	49.60%	9.15%	289	356	41.88%	23.18%
Other	352	157	0.91%	-55.40%	65	26	0.33%	-60.00%	21	7	0.15%	-66.67%	12	8	0.28%	-33.33%	122	62	6.14%	-49.18%	132	54	6.35%	-59.09%
FREQUENCY OF VISIT	15,748	17,182	100.00%	9.11%	8,946	7,976	100.00%	-10.84%	3,108	4,534	100.00%	45.88%	1,561	2,812	100.00%	80.14%	1,081	1,010	100.00%	-6.57%	1,052	850	100.00%	-19.20%
First Visit	8,431	9,799	57.03%	16.23%	4,014	3,485	43.69%	-13.18%	2,470	3,433	75.72%	38.99%	1,335	2,416	85.92%	80.97%	147	110	10.89%	-25.17%	465	355	41.76%	-23.66%
Revisit	6,123	5,233	30.46%	-14.54%	4,232	3,427	42.97%	-19.02%	498	686	15.13%	37.75%	81	66	2.35%	-18.52%	839	693	68.61%	-17.40%	473	361	42.47%	-23.68%
Not Stated	1,194	2,150	12.51%	80.07%	700	1,064	13.34%	52.00%	140	415	9.15%	196.43%	145	330	11.74%	127.59%	95	207	20.50%	117.89%	114	134	15.76%	17.54%
TRAVEL ARRANGEMENT	15,748	17,182	100.00%	9.11%	8,946	7,976	100.00%	-10.84%	3,108	4,534	100.00%	45.88%	1,561	2,812	100.00%	80.14%	1,081	1,010	100.00%	-6.57%	1,052	850	100.00%	-19.20%
Individual Arranged	3,657	3,053	17.77%	-16.52%	1,162	1,044	13.09%	-10.15%	1,374	1,014	22.36%	-26.20%	85	105	3.73%	23.53%	565	490	48.51%	-13.27%	471	400	47.06%	-15.07%
Packaged Tour	8,136	9,605	55.90%	18.06%	5,573	4,578	57.40%	-17.85%	1,228	2,690	59.33%	119.06%	1,167	2,242	79.73%	92.12%	20	21	2.08%	5.00%	148	74	8.71%	-50.00%
Business Trip	1,448	1,698	9.88%	17.27%	911	1,037	13.00%	13.83%	86	192	4.23%	123.26%	58	38	1.35%	-34.48%	232	245	24.26%	5.60%	161	186	21.88%	15.53%
Group Tour	1,192	1,135	6.61%	-4.78%	732	502	6.29%	-31.42%	248	469	10.34%	89.11%	129	114	4.05%	-11.63%	21	31	3.07%	47.62%	62	19	2.24%	-69.35%
Other	176	125	0.73%	-28.98%	33	16	0.20%	-51.52%	73	44	0.97%	-39.73%	2	4	0.14%	100.00%	20	33	3.27%	65.00%	48	28	3.29%	-41.67%
Not Stated	1,139	1,566	9.11%	37.49%	535	799	10.02%	49.35%	99	125	2.76%	26.26%	120	309	10.99%	157.50%	223	190	18.81%	-14.80%	162	143	16.82%	-11.73%
TRAVEL COMPANION	13,952	14,672	100.00%	5.16%	8,135	6,574	100.00%	-19.19%	2,880	4,281	100.00%	48.65%	1,430	2,467	100.00%	72.52%	712	723	100.00%	1.54%	795	627	100.00%	-21.13%
Spouse	4,084	4,305	29.34%	5.41%	1,817	1,412	21.48%	-22.29%	1,644	2,317	54.12%	40.94%	375	416	16.86%	10.93%	89	72	9.96%	-19.10%	159	88	14.04%	-44.65%
Children	1,883	2,066	14.08%	9.72%	850	653	9.93%	-23.18%	778	1,228	28.68%	57.84%	56	64	2.59%	14.29%	49	48	6.64%	-2.04%	150	73	11.64%	-51.33%
Parents/Grandparents	524	509	3.47%	-2.86%	267	183	2.78%	-31.46%	182	258	6.03%	41.76%	39	45	1.82%	15.38%	7	13	1.80%	85.71%	29	10	1.59%	-65.52%
Other Family Members/relatives	744	602	4.10%	-19.09%	428	277	4.21%	-35.28%	201	234	5.47%	16.42%	16											

Visitors Profile by Country (Saipan only)

MAY	TOTAL				JAPAN				KOREA				CHINA/HK*				GUAM				OTHERS			
	May-09	May-10	% SHARE	% CHGE	May-09	May-10	% SHARE	% CHGE	May-09	May-10	% SHARE	% CHGE	May-09	May-10	% SHARE	% CHGE	May-09	May-10	% SHARE	% CHGE	May-09	May-10	% SHARE	% CHGE
TRAVEL PLANS	14,678	15,619	6.41%		8,462	7,129	-15.75%		2,986	4,403	47.45%		1,457	2,525	73.30%		860	849	-1.28%		913	713	-21.91%	
Pleasure	10,830	12,140	77.73%	12.10%	6,134	5,239	73.49%	-14.50%	2,552	3,887	88.28%	52.31%	1,322	2,371	93.90%	79.35%	307	311	36.63%	1.30%	515	332	46.56%	-35.53%
Business	806	907	5.81%	12.53%	119	108	1.51%	-9.24%	36	52	1.18%	44.44%	60	36	1.43%	-40.00%	361	423	49.82%	17.17%	230	288	40.39%	25.22%
Golf	1,229	1,100	7.04%	-10.50%	1,049	843	11.82%	-19.64%	134	196	4.45%	46.27%	5	10	0.40%	100.00%	24	26	3.06%	8.33%	17	25	3.51%	47.06%
Dive	1,874	1,468	9.40%	-21.66%	1,226	1,263	17.72%	-26.83%	54	97	2.20%	79.63%	23	56	2.22%	143.48%	14	10	1.18%	-28.57%	57	42	5.89%	-26.32%
Convention	142	52	0.33%	-63.38%	18	12	0.17%	-33.33%	2	7	0.16%	250.00%	2	0	0.00%	-100.00%	48	11	1.30%	-77.08%	72	22	3.09%	-69.44%
Company Trip	806	962	6.16%	19.35%	750	853	11.97%	13.73%	8	46	1.04%	475.00%	5	31	1.23%	520.00%	24	17	2.00%	-29.17%	19	15	2.10%	-21.05%
Honeymoon	663	798	5.11%	20.36%	112	101	1.42%	-9.82%	445	555	12.61%	24.72%	99	133	5.27%	34.34%	0	1	0.12%	-----	7	8	1.12%	14.29%
Get Married	123	131	0.84%	6.50%	109	119	1.67%	9.17%	6	3	0.07%	-50.00%	2	3	0.12%	50.00%	5	1	0.12%	-80.00%	1	5	0.70%	400.00%
Memorial Service	288	31	0.20%	-89.24%	251	17	0.24%	-93.23%	6	3	0.07%	-50.00%	0	2	0.08%	-----	19	8	0.94%	-57.89%	12	1	0.14%	-91.67%
Visit Friends	562	453	2.90%	-19.40%	130	122	1.71%	-6.15%	38	57	1.29%	50.00%	20	14	0.55%	-30.00%	179	147	17.31%	-17.88%	195	113	15.85%	-42.05%
Sports	86	89	0.57%	3.49%	50	46	0.65%	-8.00%	1	16	0.36%	1500.00%	1	0	0.00%	-100.00%	17	20	2.36%	17.65%	17	7	0.98%	-58.82%
Other	313	209	1.34%	-33.23%	167	82	1.15%	-50.90%	27	32	0.73%	18.52%	12	18	0.71%	50.00%	49	33	3.89%	-32.65%	58	44	6.17%	-24.14%
Not Stated	1,070	1,563	10.01%	46.07%	484	847	11.88%	75.00%	122	131	2.98%	7.38%	104	287	11.37%	175.96%	221	161	18.96%	-27.15%	139	137	19.21%	-1.44%
TRAVEL MOTIVATION	14,392	14,903	3.55%		8,319	6,534	-21.46%		3,011	4,382	45.53%		1,439	2,486	72.76%		781	804	5.65%		862	697	-19.14%	
Newspaper	131	148	0.99%	12.98%	96	89	1.36%	-7.29%	18	26	0.59%	44.44%	10	24	0.97%	140.00%	1	6	0.75%	500.00%	6	3	0.43%	-50.00%
Magazine	277	401	2.69%	44.77%	194	182	2.79%	-6.19%	35	152	3.47%	334.29%	30	56	2.25%	86.67%	1	4	0.50%	300.00%	17	7	1.00%	-58.82%
Travel Agent	5,048	5,905	39.62%	16.98%	2,019	1,470	22.50%	-27.19%	1,809	2,375	54.20%	31.29%	1,081	1,965	79.04%	81.78%	13	31	3.86%	138.46%	126	64	9.18%	-49.21%
Climate	1,753	1,630	10.94%	-7.02%	1,600	1,383	21.17%	-13.56%	76	147	3.35%	93.42%	16	44	1.77%	175.00%	9	8	1.00%	-11.11%	52	48	6.89%	-7.69%
Price	1,639	1,042	6.99%	-36.42%	1,570	945	14.46%	-39.81%	23	42	0.96%	82.61%	4	12	0.48%	200.00%	16	32	3.98%	100.00%	26	11	1.58%	-57.69%
Short	2,081	1,691	11.35%	-18.74%	1,839	1,339	20.49%	-27.19%	140	268	6.12%	91.43%	18	18	0.72%	0.00%	44	34	4.23%	-22.73%	40	32	4.59%	-20.00%
Reading	60	268	1.80%	346.67%	27	37	0.57%	37.04%	8	200	4.56%	2400.00%	4	7	0.28%	75.00%	5	3	0.37%	-40.00%	16	21	3.01%	31.25%
Flyer	522	407	2.73%	-22.03%	399	225	3.44%	-43.61%	97	130	2.97%	34.02%	3	2	0.08%	0.00%	3	4	0.50%	33.33%	21	46	6.60%	119.05%
Friends / Relatives	2,387	2,065	13.86%	-13.49%	1,391	1,040	15.92%	-25.23%	325	399	9.11%	22.77%	130	132	5.31%	1.54%	245	307	38.18%	25.31%	296	187	26.83%	-36.82%
TV / Radio	95	193	1.30%	103.16%	33	60	0.92%	81.82%	29	97	2.21%	234.48%	17	28	1.13%	64.71%	2	4	0.50%	100.00%	14	4	0.57%	-71.43%
Prior Trip	2,445	1,892	12.70%	-22.62%	2,011	1,446	22.13%	-28.10%	205	266	6.07%	29.76%	14	11	0.44%	-21.43%	112	106	13.18%	-5.36%	103	63	9.04%	-38.83%
Other	1,591	1,595	10.70%	0.25%	708	605	9.26%	-14.55%	146	199	4.54%	36.30%	69	80	3.22%	15.94%	384	399	49.63%	3.91%	284	312	44.76%	9.86%
Web	2,018	2,327	15.61%	15.31%	1,241	1,059	16.21%	-14.67%	558	874	19.95%	56.63%	130	287	11.54%	120.77%	19	36	4.48%	89.47%	70	71	10.19%	1.43%
Not Stated	1,356	2,279	15.29%	68.07%	627	1,442	22.07%	129.98%	97	152	3.47%	56.70%	122	326	13.11%	167.21%	320	206	25.62%	-35.63%	190	153	21.95%	-19.47%
OCCUPATION	15,748	17,182	100.00%	9.11%	8,946	7,976	100.00%	-10.84%	3,108	4,534	100.00%	45.88%	1,561	2,812	100.00%	80.14%	1,081	1,010	100.00%	-6.57%	1,052	850	100.00%	-19.20%
Leg & Manager	1,534	1,308	7.61%	-14.73%	1,167	953	11.95%	-18.34%	44	97	2.14%	120.45%	87	77	2.74%	-11.49%	111	117	11.58%	5.41%	125	64	7.53%	-48.80%
Professional	2,771	3,844	22.37%	38.72%	710	687	8.61%	-3.24%	613	818	18.04%	33.44%	948	1,880	66.86%	98.31%	208	196	19.41%	-5.77%	292	263	30.94%	-9.93%
Technicians	911	1,018	5.92%	11.75%	513	501	6.28%	-2.34%	214	306	6.75%	42.99%	60	83	2.95%	38.33%	76	84	8.32%	10.53%	48	44	5.18%	-8.33%
Clerk	4,494	4,981	28.99%	10.84%	3,258	3,016	37.81%	-7.43%	1,035	1,693	37.34%	63.57%	151	219	7.79%	45.03%	23	30	2.97%	30.43%	27	23	2.71%	-14.81%
Service	1,547	1,718	10.00%	11.05%	1,085	906	11.36%	-16.50%	389	715	15.77%	83.80%	25	45	1.60%	80.00%	22	36	3.56%	63.64%	26	16	1.88%	-38.46%
Skilled	39	49	0.29%	25.64%	28	31	0.39%	10.71%	7	12	0.26%	71.43%	0	2	0.07%	-----	2	0	0.00%	-100.00%	2	4	0.47%	100.00%
Craftsman	33	20	0.12%	-39.39%	4	1	0.01%	-75.00%	2	5	0.11%	150.00%	2	4	0.14%	100.00%	21	3	0.30%	-85.71%	4	7	0.82%	75.00%
Plant Operator	115	120	0.70%	4.35%	63	72	0.90%	14.29%	34	41	0.90%	20.59%	10	2	0.07%	-80.00%	5	2	0.20%	-60.00%	3	3	0.35%	0.00%
Entry Level	106	33	0.19%	-68.87%	3	6	0.08%	100.00%	82	14	0.31%	-82.93%	10	7	0.25%	-30.00%	8	6	0.59%	-25.00%	3	0	0.00%	-100.00%
Armed Forces	121	133	0.77%	9.92%	7	8	0.10%	14.29%	25	22	0.49%	-12.00%	0	0	0.00%	-----	44	53	5.25%	20.45%	45	50	5.88%	11.11%
Homemaker	766	593	3.45%	-22.58%	506	261	3.27%	-48.42%	199	272	6.00%	36.68%	8	23	0.82%	187.50%	22	23	2.28%	4.55%	31	14	1.65%	-54.84%
Students	529	357	2.08%	-32.51%	198	145	1.82%	-26.77%	176	96	2.12%	-45.45%	64	29	1.03%	-54.69%	37	50	4.95%	35.14%	54	37	4.35%	-31.48%
Retirees	564	348	2.03%	-38.30%	410	198	2.48%	-51.71%	41	49	1.08%	19.51%	35	50	1.78%	42.86%	42	28	2.77%	-33.33%	36	23	2.71%	-36.11%
Other	508	453	2.64%	-10.83%	180	101	1.27%	-43.89%	99	136	3.00%	37.37%	48	71	2.52%	47.92%	91	82	8.12%	-9.89%	90	63	7.41%	-30.00%
Not Stated	1,710	2,207	12.84%	29.06%	814	1,090	13.67%	33.91%	148	258	5.69%	74.32%	113	320	11.38%	183.19%	369	300	29.70%	-18.70%	266	239	28.12%	-10.15%
LENGTH OF STAY (NIGHTS)	85,154	94,640	11.14%		42,841	36,069	-15.81%		24,855	38,816	56.17%		4,591	10,450	127.62%		3,160	2,591	-18.01%		9,707	6,714	-30.83%	
Avg. Length of Stay (Nights)	3.61	3.62			3.42	3.29			3.81	4.03			2.89	3.31			2.29	2.04			6.18	5.75		

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



JAPAN VISITORS PROFILE

May-10

MAY	2009			2010			2009			2010			2009			2010		
	Male	Male				Female	Female				Not Stated	Not Stated	TOTAL	TOTAL				
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share			Number	Number	% Chge	% Share	% Share	
Under 10	2	18	800.00%	0.03%	0.32%	0	14	-----	0.00%	0.26%	0	0	2	32	1500.00%	0.02%	0.29%	
Under 13	513	418	-18.52%	8.01%	7.46%	492	382	-22.36%	8.02%	7.14%	0	1	1,005	801	-20.30%	8.02%	7.31%	
10-17	0	5	-----	0.00%	0.09%	0	3	-----	0.00%	0.06%	0	0	0	8	-----	0.00%	0.07%	
13-15	59	47	-20.34%	0.92%	0.84%	40	53	-----	0.65%	0.99%	0	0	99	100	1.01%	0.79%	0.91%	
16-19	51	41	-19.61%	0.80%	0.73%	72	64	-11.11%	1.17%	1.20%	0	0	123	105	-14.63%	0.98%	0.96%	
18-19	0	2	-----	0.00%	0.04%	0	6	-----	0.00%	0.11%	0	0	0	8	-----	0.00%	0.07%	
20-24	292	336	15.07%	4.56%	5.99%	746	806	8.04%	12.16%	15.06%	0	0	1,038	1,142	10.02%	8.28%	10.42%	
25-29	695	711	2.30%	10.86%	12.69%	1,218	1,131	-7.14%	19.85%	21.13%	0	0	1,913	1,842	-3.71%	15.26%	16.81%	
30-34	851	722	-15.16%	13.29%	12.88%	896	746	-16.74%	14.60%	13.94%	0	0	1,747	1,468	-15.97%	13.93%	13.40%	
35-39	845	782	-7.46%	13.20%	13.95%	662	595	-10.12%	10.79%	11.12%	0	0	1,507	1,377	-8.63%	12.02%	12.57%	
40-44	744	665	-10.62%	11.62%	11.86%	490	419	-14.49%	7.99%	7.83%	0	0	1,234	1,084	-12.16%	9.84%	9.89%	
45-49	566	493	-12.90%	8.84%	8.80%	331	296	-10.57%	5.40%	5.53%	0	0	897	789	-12.04%	7.15%	7.20%	
50-54	457	370	-19.04%	7.14%	6.60%	285	234	-17.89%	4.65%	4.37%	0	0	742	604	-18.60%	5.92%	5.51%	
55-59	457	332	-27.35%	7.14%	5.92%	304	216	-28.95%	4.96%	4.04%	0	0	761	548	-27.99%	6.07%	5.00%	
60 and Over	869	662	-23.82%	13.57%	11.81%	593	388	-34.57%	9.67%	7.25%	0	0	1,462	1,050	-28.18%	11.66%	9.58%	
Not Stated	1	1	0.00%	0.02%	0.02%	6	0	-100.00%	0.10%	0.00%	0	0	7	1	-85.71%	0.06%	0.01%	
Total	6,402	5,605	-12.45%	100.00%	100.00%	6,135	5,353	-12.75%	100.00%	100.00%	0	1	12,537	10,959	-12.59%	100.00%	100.00%	

FREQUENCY OF VISIT	2009			2010			2010	
	Number	Number	% Chge	% Share	% Share	Number	% Share	
First Visit	4,014	3,485	-13.18%	44.87%	43.69%	Spouse	1,412	21.48%
Revisit	4,232	3,427	-19.02%	47.31%	42.97%	Children	653	9.93%
Not Stated	700	1,064	52.00%	7.82%	13.34%	Parents/Grandparents	183	2.78%
						Other Family Members	277	4.21%
						Business Associates	1,400	21.30%
						Friends	2,722	41.41%
						Tour Group	591	8.99%
						Alone	492	7.48%
						# of respondents	6,574	

TRAVEL PLANS	2009			2010			TRAVEL MOTIVATION	2009			2010		
	Number	Number	% Chge	% Share	% Share	Number		Number	% Chge	% Share	% Share		
Pleasure	6,134	5,239	-14.59%	71.85%	70.33%	Internet	1,241	1,059	-14.67%	14.90%	14.68%		
Business	119	108	-9.24%	1.39%	1.45%	Newspaper	96	89	-7.29%	1.15%	1.23%		
Golf	1,049	843	-19.64%	12.29%	11.32%	Magazines	194	182	-6.19%	2.33%	2.52%		
Diving	1,726	1,263	-26.83%	20.22%	16.96%	Travel Agents	2,019	1,470	-27.19%	24.24%	20.37%		
Attend Conf & Conv	18	12	-33.33%	0.21%	0.16%	Climate	1,600	1,383	-13.56%	19.21%	19.17%		
Company Trip	750	853	13.73%	8.79%	11.45%	Price	1,570	945	-39.81%	18.85%	13.10%		
Honeymoon	112	101	-9.82%	1.31%	1.36%	Short flight Time	1,839	1,339	-27.19%	22.08%	18.56%		
Getting Married	109	119	9.17%	1.28%	1.60%	General Reading	27	37	37.04%	0.32%	0.51%		
Memorial Service	251	17	-93.23%	2.94%	0.23%	Flyer/Poster	399	225	-43.61%	4.79%	3.12%		
VFR	130	122	-6.15%	1.52%	1.64%	Friends/Relatives	1,391	1,040	-25.23%	16.70%	14.41%		
Attend Sport Events	50	46	-8.00%	0.59%	0.62%	TV/Radio	33	60	81.82%	0.40%	0.83%		
Others	167	82	-50.90%	1.96%	1.10%	Previous Trip	2,011	1,446	-28.10%	24.14%	20.04%		
						Others	708	605	-14.55%	8.50%	8.39%		

OCCUPATION	2009			2010			Entry Level	2009			2010		
	Number	Number	% Chge	% Share	% Share	Number		Number	% Chge	% Share	% Share		
Legislators, and managers	1,167	953	-18.34%	13.04%	11.95%	Armed Forces	3	6	100.00%	0.03%	0.08%		
Professional	710	687	-3.24%	7.94%	8.61%	Homemakers	506	261	-48.42%	5.66%	3.27%		
Technicians	513	501	-2.34%	5.73%	6.28%	Students	198	145	-26.77%	2.21%	1.82%		
Clerk	3,016	3,016	-7.43%	36.42%	37.81%	Retirees	410	198	-51.71%	4.58%	2.48%		
Service Workers	1,085	906	-16.50%	12.13%	11.36%	Others	180	101	-43.89%	2.01%	1.27%		
Skilled Workers	28	31	10.71%	0.31%	0.39%	Not Stated	814	1,090	33.91%	9.10%	13.67%		
Craft and related trades worker	4	1	-75.00%	0.04%	0.01%								
Operators and Assemblers	63	72	14.29%	0.70%	0.90%								



KOREA VISITORS PROFILE

May-10

MAY	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	2	6	200.00%	0.06%	0.13%	0	3	----	0.00%	0.06%	0	0	2	9	350.00%	0.03%	0.09%			
Under 13	645	1,026	59.07%	20.28%	22.75%	551	924	67.70%	16.46%	18.07%	1	1	1,197	1,951	62.99%	18.34%	20.27%			
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%			
13-15	34	65	91.18%	1.07%	1.44%	51	69	35.29%	1.52%	1.35%	0	0	85	134	57.65%	1.30%	1.39%			
16-19	23	32	39.13%	0.72%	0.71%	26	25	-3.85%	0.78%	0.49%	0	0	49	57	16.33%	0.75%	0.59%			
18-19	0	0	----	0.00%	0.00%	0	1	----	0.00%	0.02%	0	0	0	1	----	0.00%	0.01%			
20-24	79	27	-65.82%	2.48%	0.60%	96	142	47.92%	2.87%	2.78%	0	0	175	169	-3.43%	2.68%	1.76%			
25-29	328	377	14.94%	10.31%	8.36%	761	866	13.80%	22.74%	16.94%	0	0	1,089	1,243	14.14%	16.68%	12.91%			
30-34	702	974	38.75%	22.08%	21.60%	753	1,151	52.86%	22.50%	22.51%	0	0	1,455	2,125	46.05%	22.29%	22.08%			
35-39	613	898	46.49%	19.28%	19.91%	517	859	66.15%	15.45%	16.80%	0	0	1,130	1,757	55.49%	17.31%	18.25%			
40-44	349	541	55.01%	10.97%	12.00%	176	388	120.45%	5.26%	7.59%	0	0	525	929	76.95%	8.04%	9.65%			
45-49	118	206	74.58%	3.71%	4.57%	94	173	84.04%	2.81%	3.38%	0	0	212	379	78.77%	3.25%	3.94%			
50-54	109	92	-15.60%	3.43%	2.04%	83	166	100.00%	2.48%	3.25%	0	0	192	258	34.38%	2.94%	2.68%			
55-59	59	83	40.68%	1.86%	1.84%	95	125	31.58%	2.84%	2.44%	0	0	154	208	35.06%	2.36%	2.16%			
60 and Over	118	178	50.85%	3.71%	3.95%	140	216	54.29%	4.18%	4.22%	0	1	258	395	53.10%	3.95%	4.10%			
Not Stated	1	5	400.00%	0.03%	0.11%	4	5	25.00%	0.12%	0.10%	0	0	5	10	100.00%	0.08%	0.10%			
Total	3,180	4,510	41.82%	100.00%	100.00%	3,347	5,113	52.76%	100.00%	100.00%	1	2	6,528	9,625	47.44%	100.00%	100.00%			

FREQUENCY OF VISIT	2009		2010			TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share		Number	% Share
First Visit	2,470	3,433	38.99%	79.47%	75.72%	Spouse	2,317	54.12%
Revisit	498	686	37.75%	16.02%	15.13%	Children	1,228	28.68%
Not Stated	140	415	196.43%	4.50%	9.15%	Parents/Grandparents	258	6.03%
						Other Family Members	234	5.47%
						Business Associates	725	16.94%
						Friends	511	11.94%
						Tour Group	324	7.57%
						Alone	183	4.27%
						# of respondents	4,281	

TRAVEL PLANS	2009		2010			TRAVEL MOTIVATION	2009		2010		
	Number	Number	% Chge	% Share	% Share		Number	Number	% Chge	% Share	% Share
Pleasure	6,134	5,239	-14.59%	227.27%	130.75%	Internet	558	874	56.63%	22.40%	23.16%
Business	119	108	-9.24%	4.41%	2.70%	Newspaper	18	26	44.44%	0.72%	0.69%
Golf	1,049	843	-19.64%	38.87%	21.04%	Magazines	35	152	334.29%	1.41%	4.03%
Diving	1,726	1,263	-26.83%	63.95%	31.52%	Travel Agents	1,809	2,375	31.29%	72.62%	62.95%
Attend Conf & Conv	18	12	-33.33%	0.67%	0.30%	Climate	76	147	93.42%	3.05%	3.90%
Company Trip	750	853	13.73%	27.79%	21.29%	Price	23	42	82.61%	0.92%	1.11%
Honeymoon	112	101	-9.82%	4.15%	2.52%	Short flight Time	140	268	91.43%	5.62%	7.10%
Getting Married	109	119	9.17%	4.04%	2.97%	General Reading	8	200	2400.00%	0.32%	5.30%
Memorial Service	251	17	-93.23%	9.30%	0.42%	Flyer/Poster	97	130	34.02%	3.89%	3.45%
VFR	130	122	-6.15%	4.82%	3.04%	Friends/Relatives	325	399	22.77%	13.05%	10.58%
Attend Sport Events	50	46	-8.00%	1.85%	1.15%	TV/Radio	29	97	234.48%	1.16%	2.57%
Others	167	82	-50.90%	6.19%	2.05%	Previous Trip	205	266	29.76%	8.23%	7.05%
						Others	146	199	36.30%	5.86%	5.27%

OCCUPATION	2009		2010			TRAVEL MOTIVATION	2009		2010		
	Number	Number	% Chge	% Share	% Share		Number	Number	% Chge	% Share	% Share
Legislators, and managers	44	97	120.45%	1.42%	2.14%	Entry Level	82	14	-82.93%	2.64%	0.31%
Professional	613	818	33.44%	19.72%	18.04%	Armed Forces	25	22	-12.00%	0.80%	0.49%
Technicians	214	306	42.99%	6.89%	6.75%	Homemakers	199	272	36.68%	6.40%	6.00%
Clerk	1,035	1,693	63.57%	33.30%	37.34%	Students	176	96	-45.45%	5.66%	2.12%
Service Workers	389	715	83.80%	12.52%	15.77%	Retirees	41	49	19.51%	1.32%	1.08%
Skilled Workers	7	12	71.43%	0.23%	0.26%	Others	99	136	37.37%	3.19%	3.00%
Craft and related trades worker	2	5	150.00%	0.06%	0.11%	Not Stated	148	258	74.32%	4.76%	5.69%
Operators and Assemblers	34	41	20.59%	1.09%	0.90%						



CHINA/Hong Kong VISITORS PROFILE

May-10

MAY	2009		2010		2009		2010		2009		2010		2009		2010		
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	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
Under 13	22	42	90.91%	2.74%	2.82%	24	37	54.17%	3.07%	2.22%	0	0	46	79	71.74%	2.90%	2.50%
10-17	0	6	----	0.00%	0.40%	0	4	----	0.00%	0.24%	0	0	0	10	----	0.00%	0.32%
13-15	4	0	-100.00%	0.50%	0.00%	4	0	-100.00%	0.51%	0.00%	0	0	8	0	-100.00%	0.50%	0.00%
16-19	5	7	40.00%	0.62%	0.47%	4	5	25.00%	0.51%	0.30%	0	0	9	12	33.33%	0.57%	0.38%
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
20-24	45	48	6.67%	5.60%	3.22%	57	93	63.16%	7.28%	5.59%	0	0	102	141	38.24%	6.43%	4.46%
25-29	195	349	78.97%	24.28%	23.44%	274	507	85.04%	34.99%	30.45%	0	0	469	856	82.52%	29.57%	27.10%
30-34	159	303	90.57%	19.80%	20.35%	122	270	121.31%	15.58%	16.22%	0	0	281	573	103.91%	17.72%	18.14%
35-39	127	227	78.74%	15.82%	15.25%	93	215	131.18%	11.88%	12.91%	0	0	220	442	100.91%	13.87%	13.99%
40-44	94	171	81.91%	11.71%	11.48%	68	166	144.12%	8.68%	9.97%	0	0	162	337	108.02%	10.21%	10.67%
45-49	73	153	109.59%	9.09%	10.28%	47	134	185.11%	6.00%	8.05%	0	0	120	287	139.17%	7.57%	9.09%
50-54	35	70	100.00%	4.36%	4.70%	33	90	172.73%	4.21%	5.41%	0	0	68	160	135.29%	4.29%	5.06%
55-59	25	50	100.00%	3.11%	3.36%	31	75	141.94%	3.96%	4.50%	0	0	56	125	123.21%	3.53%	3.96%
60 and Over	19	60	215.79%	2.37%	4.03%	26	66	153.85%	3.32%	3.96%	0	0	45	126	180.00%	2.84%	3.99%
Not Stated	0	3	----	0.00%	0.20%	0	3	----	0.00%	0.18%	0	5	0	11	----	0.00%	0.35%
Total	803	1,489	85.43%	100.00%	100.00%	783	1,665	112.64%	100.00%	100.00%	0	5	1,586	3,159	99.18%	100.00%	100.00%

FREQUENCY OF VISIT	2009 Number	2010 Number	% Chge	2009 % Share	2010 % Share	TRAVEL COMPANION	2010 Number	% Share
First Visit	1,335	2,416	80.97%	85.52%	85.92%	Spouse	416	16.86%
Revisit	81	66	-18.52%	5.19%	2.35%	Children	64	2.59%
Not Stated	145	330	127.59%	9.29%	11.74%	Parents/Grandparents	45	1.82%
						Other Family Members	21	0.85%
						Business Associates	168	6.81%
						Friends	157	6.36%
						Tour Group	1,653	67.00%
						Alone	30	1.22%
						# of respondents	2,467	

TRAVEL PLANS	2009	2010	% Chge	2009 % Share	2010 % Share	TRAVEL MOTIVATION	2009	2010	% Chge	2009 % Share	2010 % Share
Pleasure	1,322	2,371	79.35%	114.76%	103.76%	Internet	130	287	120.77%	13.77%	13.99%
Business	60	36	-40.00%	5.21%	1.58%	Newspaper	10	24	140.00%	1.06%	1.17%
Golf	5	10	100.00%	0.43%	0.44%	Magazines	30	56	86.67%	3.18%	2.73%
Diving	23	56	143.48%	2.00%	2.45%	Travel Agents	1,081	1,965	81.78%	114.51%	95.81%
Attend Conf & Conv	2	0	-100.00%	0.17%	0.00%	Climate	16	44	175.00%	1.69%	2.15%
Company Trip	5	31	520.00%	0.43%	1.36%	Price	4	12	200.00%	0.42%	0.59%
Honeymoon	99	133	34.34%	8.59%	5.82%	Short flight Time	18	18	0.00%	1.91%	0.88%
Getting Married	2	3	50.00%	0.17%	0.13%	General Reading	4	7	75.00%	0.42%	0.34%
Memorial Service	0	2	#DIV/0!	0.00%	0.09%	Flyer/Poster	2	2	0.00%	0.21%	0.10%
VFR	20	14	-30.00%	1.74%	0.61%	Friends/Relatives	130	132	1.54%	13.77%	6.44%
Attend Sport Events	1	0	-100.00%	0.09%	0.00%	TV/Radio	17	28	64.71%	1.80%	1.37%
Others	12	18	50.00%	1.04%	0.79%	Previous Trip	14	11	-21.43%	1.48%	0.54%
						Others	69	80	15.94%	7.31%	3.90%

OCCUPATION	2009	2010	% Chge	2009 % Share	2010 % Share	Entry Level	2009	2010	% Chge	2009 % Share	2010 % Share
Legislators, and managers	87	77	-11.49%	5.57%	2.74%	Armed Forces	10	7	-30.00%	0.64%	0.25%
Professional	948	1,880	98.31%	60.73%	66.86%	Homemakers	0	0	----	0.00%	0.00%
Technicians	60	83	38.33%	3.84%	2.95%	Students	8	23	187.50%	0.51%	0.82%
Clerk	151	219	45.03%	9.67%	7.79%	Retirees	64	29	-54.69%	4.10%	1.03%
Service Workers	25	45	80.00%	1.60%	1.60%	Others	35	50	42.86%	2.24%	1.78%
Skilled Workers	0	2	#DIV/0!	0.00%	0.07%	Not Stated	48	71	47.92%	3.07%	2.52%
Craft and related trades worker	2	4	100.00%	0.13%	0.14%		113	320	183.19%	7.24%	11.38%
Operators and Assemblers	10	2	-80.00%	0.64%	0.07%						