



Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

Fiscal Year 2011 - 2012

	2011	2012	% Change
TOTAL TO DATE:	228,388	256,898	12.48%
October	25,784	24,693	-4.23%
November	27,179	29,275	7.71%
December	31,572	33,418	5.85%
January	34,738	38,263	10.15%
February	33,659	36,332	7.94%
March	30,376	36,033	18.62%
April	21,629	30,691	41.90%
May	23,451	28,193	20.22%
June	23,604		
July	27,203		
August	33,503		
September	25,408		
YEAR TOTAL:	338,106	256,898	

Calendar Year 2011 - 2012

	2011	2012	% Change
TOTAL TO DATE:	143,853	169,512	17.84%
January	34,738	38,263	10.15%
February	33,659	36,332	7.94%
March	30,376	36,033	18.62%
April	21,629	30,691	41.90%
May	23,451	28,193	20.22%
June	23,604		
July	27,203		
August	33,503		
September	25,408		
October	24,693		
November	29,275		
December	33,418		
YEAR TOTAL:	340,957	169,512	

^r Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE									
Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	102,578	100,040	-2%	73,136	83,791	15%	27,290	51,286	88%
October	11,279	8,696	-23%	8,681	7,880	-9%	3,143	5,134	63%
November	11,447	9,527	-17%	10,428	11,389	9%	2,316	5,936	156%
December	14,279	13,094	-8%	10,485	11,345	8%	3,584	5,708	59%
January	15,646	15,467	-1%	12,685	12,758	1%	3,918 ^r	7,660	96%
February	17,450	15,335	-12%	10,133	12,537	24%	3,923	6,208	58%
March	17,214	16,742	-3%	7,072	9,431	33%	2,635	6,779	157%
April	7,696	11,452	49%	6,349	9,399	48%	2,754	7,176	161%
May	7,567	9,727	29%	7,303	9,052	24%	5,017	6,685	33%
June	8,645			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		
Year Total	148,634	100,040		106,483	83,791		46,451	51,286	
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	10,456	9,723	-7%	6,737	5,261	-22%	371	364	-2%
October	1,225	1,250	2%	762	864	13%	43	54	26%
November	1,402	1,336	-5%	993	476	-52%	55	50	-9%
December	1,540	1,402	-9%	771	788	2%	48	47	-2%
January	1,076	976	-9%	485	437	-10%	40	27	-33%
February	987	978	-1%	538	594	10%	44	48	9%
March	1,307	1,205	-8%	1,137	813	-28%	35	47	34%
April	1,533	1,259	-18%	842	640	-24%	63	38	-40%
May	1,386	1,317	-5%	1,209	649	-46%	43	53	23%
June	1,363			583			45		
July	1,476			577			30		
August	1,117			486 ^r			53		
September	1,217			545			40		
Year Total	15,629	9,723		8,928	5,261		539	364	
Fiscal Year	~ RUSSIA ~			~ HONG KONG ~			~ OTHER AREAS ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	3,446	3,984	16%	693	491	-29%	3,681	1,958	-47%
October	367	485	32%	64	108	69%	220	222	1%
November	288	240	-17%	30	49	63%	220	272	24%
December	559	673	20%	33	94	185%	273	267	-2%
January	599	686	15%	28	43	54%	261	209	-20%
February	376	367	-2%	39	52	33%	169	213	26%
March	650	688	6%	72	58	-19%	254	270	6%
April	283	414	46%	61	50	-18%	2,048	263	-87%
May	324	431	33%	366	37	-90%	236	242	3%
June	558			594			217		
July	450			341			192		
August	422			164			215		
September	216			89			164		
Year Total	5,092	3,984		1,881	491		4,469	1,958	

^r Revised

VISITOR ARRIVALS TO SAIPAN - MAY 2012

ARRIVALS BY MODE OF TRANSPORTATION	May-11	May-12	% CHANGE
Air Arrivals	22,213	27,565	24%
Sea Arrivals	873	135	-85%
TOTAL ARRIVALS	23,086	27,700	20%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	7,033	9,445	34%
Kanto (Tokyo)	5,430	6,586	21%
Kinki (Osaka)	333	933	180%
Tokai (Nagoya)	372	690	85%
Tohoku (Sendai)	257	398	55%
Kyushu (Fukuoka)	53	83	57%
Hokkaido (Sapporo)	71	78	10%
Chugoku (Hiroshima)	203	232	14%
Shikoku	28	81	189%
Okinawa	80	91	14%
Others	4	15	275%
Not Specified	202	258	28%
KOREA	7,298	9,050	24%
Seoul	3,565	4,917	38%
Pusan	696	254	-64%
Taegu	245	190	-22%
Inchon	450	496	10%
Others	2,175	2,923	34%
Not Specified	167	270	62%
CHINA	5,017	6,685	33%
GUAM	1,299	1,147	-12%
UNITED STATES	620	488	-21%
PHILIPPINES	40	53	33%
RUSSIA	324	427	32%
HONG KONG	366	37	-90%
OTHER	216	233	8%
ARRIVALS BY MONTH			
	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	225,311	254,346	13%
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	30,262	42%
May	23,086	27,700	20%
June	23,200		
July	26,839		
August	32,838		
September	24,998		
YEAR TOTAL	333,186	254,346	-----

Source: CNMI Customs Declaration Form

Revised

Sea Arrivals : May-12

Military Shp: U.S.S. Tuscon- 135 crew (May 24-28)

Cruise Ship: None

VISITOR ARRIVALS TO ROTA - MAY 2012			
	<u>May-11</u>	<u>May-12</u>	<u>% CHANGE</u>
TOTAL ARRIVALS	365	493	35%
ARRIVALS FROM GUAM	365	493	35%
JAPAN	238	282	18%
KOREA	5	2	-60%
CHINA	0	0	-----
GUAM	87	170	95%
UNITED STATES	12	26	117%
PHILIPPINES	3	0	-100%
RUSSIA	0	4	-----
HONG KONG	1	0	-100%
OTHER	19	9	-53%
INTERISLAND ARRIVALS	0	0	-----
JAPAN	N/A	N/A	-----
KOREA	N/A	N/A	-----
CHINA	N/A	N/A	-----
UNITED STATES (INCLUDING GUAM)	N/A	N/A	-----
PHILIPPINES	N/A	N/A	-----
OTHER	N/A	N/A	-----
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	3,077	2,552	-17%
October	299	350	17%
November	489	311	-36%
December	668	332	-50%
January	409	292	-29%
February	292	139	-52%
March	285	206	-28%
April	270	429	59%
May	365	493	35%
June	404		
July	364		
August	665		
September	410		
YEAR TOTAL	4,920	2,552	-----

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 - MAY 2012			
	<u>May-11</u>	<u>May-12</u>	<u>% CHANGE</u>
TOTAL ARRIVALS	2,891	5,022	74%
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:	2,870	5,018	75%
JAPAN	222	329	48%
KOREA	360	247	-31%
CHINA	2,173	4,151	91%
GUAM	6	24	300%
UNITED STATES	12	74	517%
PHILIPPINES	0	0	-----
HONG KONG	0	0	-----
SAIPAN	92	184	100%
OTHER	5	9	80%
DAY VISITORS:	21	4	-81%
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	15,262	38,668	153%
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	4,926 r	192%
April	1,486	4,833 r	225%
May	2,891	5,022	74%
June	3,347		
July	3,536		
August	3,653		
September	3,354		
YEAR TOTAL	29,152	38,668	-----

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)

MAY	TOTAL				JAPAN				KOREA				CHINA				GUAM				OTHERS			
	May-11	May-12	% SHARE	% CHGE	May-11	May-12	% SHARE	% CHGE	May-11	May-12	% SHARE	% CHGE	May-11	May-12	% SHARE	% CHGE	May-11	May-12	% SHARE	% CHGE	May-11	May-12	% SHARE	% CHGE
MODE OF ARRIVAL	23,086	27,565	100.00%	19.40%	7,329	9,445	100.00%	28.87%	7,298	9,050	100.00%	24.01%	5,017	6,685	100.00%	33.25%	1,299	1,147	100.00%	-11.70%	2,143	1,238	100.00%	-42.23%
Air	22,213	27,565	100.00%	24.09%	7,033	9,445	100.00%	34.30%	7,298	9,050	100.00%	24.01%	5,017	6,685	100.00%	33.25%	1,299	1,147	100.00%	-11.70%	1,566	1,238	100.00%	-20.95%
Sea	873	0	0.00%	-100.00%	296	0	0.00%	-----	0	0	0.00%	-----	0	0	0.00%	-----	0	0	0.00%	-----	577	0	0.00%	-100.00%
GENDER	22,213	27,565	100.00%	24.09%	7,033	9,445	100.00%	34.30%	7,298	9,050	100.00%	24.01%	5,017	6,685	100.00%	33.25%	1,299	1,147	100.00%	-11.70%	1,566	1,238	100.00%	-20.95%
Male	11,077	13,490	48.94%	21.78%	3,622	4,847	51.32%	33.82%	3,510	4,124	45.57%	17.49%	2,274	3,123	46.72%	37.34%	808	691	60.24%	-14.48%	863	705	56.95%	-18.31%
Female	11,135	14,063	51.02%	26.30%	3,411	4,597	48.67%	34.77%	3,787	4,916	54.32%	29.81%	2,743	3,562	53.28%	29.86%	491	456	39.76%	-7.13%	703	532	42.97%	-24.32%
Not Stated	1	12	0.04%	1100.00%	0	1	0.01%	-----	1	10	0.11%	900.00%	0	0	0.00%	-----	0	0	0.00%	-----	0	1	0.08%	-----
AGE GROUP (YEARS)	22,213	27,565	100.00%	24.09%	7,033	9,445	100.00%	34.30%	7,298	9,050	100.00%	24.01%	5,017	6,685	100.00%	33.25%	1,299	1,147	100.00%	-11.70%	1,566	1,238	100.00%	-20.95%
Under 10	16	12	0.04%	-25.00%	0	3	0.03%	-----	11	7	0.08%	-36.36%	1	1	0.01%	-----	0	1	0.09%	-----	4	0	0.00%	-100.00%
Under 13	2,346	3,359	12.19%	43.18%	506	730	7.73%	44.27%	1,536	2,238	24.73%	45.70%	72	148	2.21%	105.56%	94	84	7.32%	-10.64%	138	159	12.84%	15.22%
10-17	2	2	0.01%	0.00%	0	1	0.01%	-----	0	0	0.00%	-----	0	0	0.00%	-----	0	0	0.00%	-----	2	1	0.08%	-50.00%
13-15	182	230	0.83%	26.37%	38	70	0.74%	84.21%	107	118	1.30%	10.28%	3	7	0.10%	133.33%	20	19	1.66%	-5.00%	14	16	1.29%	14.29%
16-19	185	216	0.78%	16.76%	62	77	0.82%	24.19%	37	54	0.60%	45.95%	31	18	0.27%	-41.94%	38	38	3.31%	0.00%	17	29	2.34%	70.59%
18-19	0	3	0.01%	-----	0	1	0.01%	-----	0	1	0.01%	-----	0	0	0.00%	-----	0	1	0.09%	-----	0	0	0.00%	-----
20-24	992	1,480	5.37%	49.19%	522	813	8.61%	55.75%	97	188	2.08%	93.81%	205	346	5.18%	68.78%	81	73	6.36%	-9.88%	87	60	4.85%	-31.03%
25-29	3,337	4,326	15.69%	29.64%	1,089	1,513	16.02%	38.93%	731	601	6.64%	-17.78%	1,221	2,027	30.32%	66.01%	102	73	6.36%	-28.43%	194	112	9.05%	-42.27%
30-34	3,710	4,241	15.39%	14.31%	969	1,279	13.54%	31.99%	1,581	1,512	16.71%	-4.36%	851	1,201	17.97%	41.13%	113	95	8.28%	-15.93%	196	154	12.44%	-21.43%
35-39	3,028	3,726	13.52%	23.05%	887	1,051	11.13%	18.49%	1,281	1,650	18.23%	28.81%	578	770	11.52%	33.22%	145	119	10.37%	-17.93%	137	136	10.99%	-0.73%
40-44	2,333	3,079	11.17%	31.98%	687	1,001	10.60%	45.71%	812	1,159	12.81%	42.73%	527	648	9.69%	22.96%	156	151	13.16%	-3.21%	151	120	9.69%	-20.53%
45-49	1,627	1,935	7.02%	18.93%	485	733	7.76%	51.13%	280	381	4.21%	36.07%	511	564	8.44%	10.37%	173	132	11.51%	-23.70%	178	125	10.10%	-29.78%
50-54	1,337	1,505	5.46%	12.57%	446	586	6.20%	31.39%	226	311	3.44%	37.61%	365	392	5.86%	7.40%	132	113	9.85%	-14.39%	168	103	8.32%	-38.69%
55-59	1,120	1,252	4.54%	11.79%	386	483	5.11%	25.13%	188	268	2.96%	42.55%	413	295	4.41%	-5.75%	94	106	9.24%	12.77%	139	100	8.08%	-28.06%
60 & Over	1,986	2,179	7.90%	9.72%	954	1,102	11.67%	15.51%	406	550	6.08%	35.47%	334	263	3.93%	-21.26%	151	142	12.38%	-5.96%	141	122	9.85%	-13.48%
Not Stated	12	20	0.07%	66.67%	2	2	0.02%	0.00%	5	12	0.13%	140.00%	5	5	0.07%	0.00%	0	0	0.00%	-----	0	1	0.08%	-----
PURPOSE OF VISIT	14,183	16,660	100.00%	17.46%	5,222	6,744	100.00%	29.15%	3,296	3,919	100.00%	18.90%	3,529	4,266	100.00%	20.88%	1,016	881	100.00%	-13.29%	1,120	850	100.00%	-24.11%
Pleasure	12,954	15,515	93.13%	19.77%	5,141	6,631	98.32%	28.98%	3,217	3,792	96.76%	17.87%	3,512	4,241	99.41%	20.76%	400	354	40.18%	-11.50%	684	497	58.47%	-27.34%
Business	960	894	5.37%	-6.88%	55	78	1.16%	41.82%	28	73	1.86%	160.71%	12	17	0.40%	41.67%	491	447	50.74%	-8.96%	374	279	32.82%	-25.40%
Other	269	251	1.51%	-6.69%	26	35	0.52%	34.62%	51	54	1.38%	5.88%	5	8	0.19%	60.00%	125	80	9.08%	-36.00%	62	74	8.71%	19.35%
FREQUENCY OF VISIT	14,183	16,660	100.00%	17.46%	5,222	6,744	100.00%	29.15%	3,296	3,919	100.00%	18.90%	3,529	4,266	100.00%	20.88%	1,016	881	100.00%	-13.29%	1,120	850	100.00%	-24.11%
First Visit	8,391	10,053	60.34%	19.81%	2,063	2,900	43.00%	40.57%	2,415	2,826	72.11%	17.02%	3,269	3,929	92.10%	20.19%	87	47	5.33%	-45.98%	557	351	41.29%	-36.98%
Revisit	4,592	5,098	30.60%	11.02%	2,757	3,298	48.90%	19.62%	599	684	17.45%	14.19%	85	140	3.28%	64.71%	735	611	69.35%	-16.87%	416	365	42.94%	-12.26%
Not Stated	1,200	1,509	9.06%	25.75%	402	546	8.10%	35.82%	282	409	10.44%	45.04%	175	197	4.62%	12.57%	194	223	25.31%	14.95%	147	134	15.76%	-8.84%
TRAVEL ARRANGEMENT	14,183	16,660	100.00%	17.46%	5,222	6,744	100.00%	29.15%	3,296	3,919	100.00%	18.90%	3,529	4,266	100.00%	20.88%	1,016	881	100.00%	-13.29%	1,120	850	100.00%	-24.11%
Individual Arranged	3,489	3,014	18.09%	-13.61%	847	996	14.77%	17.59%	1,387	880	22.45%	-36.55%	202	307	7.20%	51.98%	533	439	49.83%	-17.64%	520	392	46.12%	-24.62%
Packaged Tour	7,303	7,780	46.70%	6.53%	3,177	4,050	60.05%	27.48%	1,305	2,271	57.95%	74.02%	2,642	1,349	31.62%	-48.94%	26	24	2.72%	-7.69%	153	86	10.12%	-43.79%
Business Trip	1,157	1,549	9.30%	33.88%	501	906	13.43%	80.84%	123	167	4.26%	35.77%	94	110	2.58%	17.02%	237	193	21.91%	-18.57%	202	173	20.35%	-14.36%
Group Tour	1,089	3,110	18.67%	185.58%	372	450	6.67%	20.97%	258	361	9.21%	39.92%	406	2,229	52.25%	449.01%	19	20	2.27%	5.26%	34	50	5.88%	47.06%
Other	157	120	0.72%	-23.57%	16	23	0.34%	43.75%	58	29	0.74%	-50.00%	8	9	0.21%	12.50%	42	27	3.06%	-35.71%	33	32	3.76%	-3.03%
Not Stated	988	1,087	6.52%	10.02%	309	319	4.73%	3.24%	165	211	5.38%	27.88%	177	262	6.14%	48.02%	159	178	20.20%	11.95%	178	117	13.76%	-34.27%
TRAVEL COMPANION	12,715	15,042	100.00%	18.30%	4,718	6,188	100.00%	31.16%	3,060	3,612	100.00%	18.04%	3,336	3,975	100.00%	19.15%	750	602	100.00%	-19.73%	851	665	100.00%	-21.86%
Spouse	3,450	4,259	28.31%	23.45%	922	1,353	21.86%	46.75%	1,795	1,924	53.27%	7.19%	516	814	20.48%	57.75%	69	63	10.47%	-8.70%	148	105	15.79%	-29.05%
Children	1,577	2,270	15.09%	43.94%	412	614	9.92%	49.03%	978	1,408	38.98%	43.97%	48	83	2.09%	72.92%	49	55	9.14%	12.24%	90	110	16.54%	22.22%
Parents/Grandparents	435	602	4.00%	38.39%	159	179	2.89%	12.58%	210	326	9.03%	55.24%	40	66	1.66%	65.00%	11	13	2.16%	18.18%	15	18	2.71%	20.00%
Other Family Members/relatives	609	728	4.84%	19.54%	234	269	4.35%	14.96%	214	322	8.91%	50.47%	64	63	1.58%	-1.56%								



JAPAN VISITORS PROFILE

May-12

MAY	2011 Male	2012 Male	2011 % Chge	2011 % Share	2012 % Share	2011 Female	2012 Female	2011 % Chge	2011 % Share	2012 % Share	2011 Not Stated	2012 Not Stated	2011 TOTAL	2012 TOTAL	2011 % Chge	2011 % Share	2012 % Share
Under 10	0	1	----	0.00%	0.02%	0	2	----	0.00%	0.04%	0	0	0	3	----	0.00%	0.03%
Under 13	274	360	31.39%	7.56%	7.43%	232	370	59.48%	6.80%	8.05%	0	0	506	730	44.27%	7.19%	7.73%
10-17	0	1	----	0.00%	0.02%	0	0	----	0.00%	0.00%	0	0	0	1	----	0.00%	0.01%
13-15	20	34	70.00%	0.55%	0.70%	18	36	100.00%	0.53%	0.78%	0	0	38	70	84.21%	0.54%	0.74%
16-19	22	38	72.73%	0.61%	0.78%	40	39	-2.50%	1.17%	0.85%	0	0	62	77	24.19%	0.88%	0.82%
18-19	0	0	----	0.00%	0.00%	0	1	----	0.00%	0.02%	0	0	0	1	----	0.00%	0.01%
20-24	137	247	80.29%	3.78%	5.10%	385	566	47.01%	11.29%	12.31%	0	0	522	813	55.75%	7.42%	8.61%
25-29	390	589	51.03%	10.77%	12.15%	699	924	32.19%	20.49%	20.10%	0	0	1,089	1,513	38.93%	15.48%	16.02%
30-34	482	632	31.12%	13.31%	13.04%	487	647	32.85%	14.28%	14.07%	0	0	969	1,279	31.99%	13.78%	13.54%
35-39	499	546	9.42%	13.78%	11.26%	388	505	30.15%	11.37%	10.99%	0	0	887	1,051	18.49%	12.61%	11.13%
40-44	434	621	43.09%	11.98%	12.81%	253	380	50.20%	7.42%	8.27%	0	0	687	1,001	45.71%	9.77%	10.60%
45-49	308	483	56.82%	8.50%	9.96%	177	250	41.24%	5.19%	5.44%	0	0	485	733	51.13%	6.90%	7.76%
50-54	255	331	29.80%	7.04%	6.83%	191	255	33.51%	5.60%	5.55%	0	0	446	586	31.39%	6.34%	6.20%
55-59	220	298	35.45%	6.07%	6.15%	166	185	11.45%	4.87%	4.02%	0	0	386	483	25.13%	5.49%	5.11%
60 and Over	580	665	14.66%	16.01%	13.72%	374	436	16.58%	10.96%	9.48%	0	1	954	1,102	15.51%	13.56%	11.67%
Not Stated	1	1	0.00%	0.03%	0.02%	1	1	0.00%	0.03%	0.02%	0	0	2	2	0.00%	0.03%	0.02%
Total	3,622	4,847	33.82%	100.00%	100.00%	3,411	4,597	34.77%	100.00%	100.00%	0	1	7,033	9,445	34.30%	100.00%	100.00%

FREQUENCY OF VISIT	2011 Number	2012 Number	2011 % Chge	2011 % Share	2012 % Share	TRAVEL COMPANION	2012 Number	2012 % Share
First Visit	2,063	2,900	40.57%	39.51%	43.00%	Spouse	1,353	21.86%
Revisit	2,757	3,298	19.62%	52.80%	48.90%	Children	614	9.92%
Not Stated	402	546	35.82%	7.70%	8.10%	Parents/Grandparents	179	2.89%
						Other Family Members	269	4.35%
						Business Associates	1,273	20.57%
						Friends	2,568	41.50%
						Tour Group	431	6.97%
						Alone	451	7.29%
						# of respondents	6,188	

TRAVEL PLANS	2011	2012	2011 % Chge	2011 % Share	2012 % Share	TRAVEL MOTIVATION	2011	2012	2011 % Chge	2011 % Share	2012 % Share
Pleasure	3,669	4,955	35.05%	74.23%	76.75%	Internet	893	1,271	42.33%	18.37%	20.08%
Business	75	101	34.67%	1.52%	1.56%	Newspaper	35	62	77.14%	0.72%	0.98%
Golf	572	810	41.61%	11.57%	12.55%	Magazines	115	147	27.83%	2.37%	2.32%
Diving	953	1,196	25.50%	19.28%	18.53%	Travel Agents	952	1,154	21.22%	19.58%	18.23%
Attend Conf & Conv	8	7	-12.50%	0.16%	0.11%	Climate	879	1,186	34.93%	18.08%	18.73%
Company Trip	388	680	75.26%	7.85%	10.53%	Price	788	938	19.04%	16.21%	14.82%
Honeymoon	75	75	0.00%	1.52%	1.16%	Short flight Time	859	1,165	35.62%	17.67%	18.40%
Getting Married	49	49	0.00%	0.99%	0.76%	General Reading	24	27	12.50%	0.49%	0.43%
Memorial Service	67	64	-4.48%	1.36%	0.99%	Flyer/Poster	145	198	36.55%	2.98%	3.13%
VFR	87	112	28.74%	1.76%	1.73%	Friends/Relatives	850	1,050	23.53%	17.49%	16.59%
Attend Sport Events	23	66	186.96%	0.47%	1.02%	TV/Radio	24	33	37.50%	0.49%	0.52%
Others	77	82	6.49%	1.56%	1.27%	Previous Trip	1,308	1,566	19.72%	26.91%	24.74%
						Others	446	661	48.21%	9.18%	10.44%

OCCUPATION	2011	2012	2011 % Chge	2011 % Share	2012 % Share	2011	2012	2011 % Chge	2011 % Share	2012 % Share	
Legislators, and managers	685	912	33.14%	13.12%	13.52%	Entry Level	5	8	60.00%	0.10%	0.12%
Professional	416	553	32.93%	7.97%	8.20%	Armed Forces	8	18	125.00%	0.15%	0.27%
Technicians	264	366	38.64%	5.06%	5.43%	Homemakers	260	277	6.54%	4.98%	4.11%
Clerk	1,914	2,653	38.61%	36.65%	39.34%	Students	137	100	-27.01%	2.62%	1.48%
Service Workers	634	872	37.54%	12.14%	12.93%	Retirees	259	238	-8.11%	4.96%	3.53%
Skilled Workers	23	26	13.04%	0.44%	0.39%	Others	124	107	-13.71%	2.37%	1.59%
Craft and related trades worker	2	12	500.00%	0.04%	0.18%	Not Stated	462	553	19.70%	8.85%	8.20%
Operators and Assemblers	29	49	68.97%	0.56%	0.73%						



KOREA VISITORS PROFILE

May-12

MAY	2011		2012		2011		2012		2011		2012		2011		2012		
	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	4	3	-25.00%	0.11%	0.07%	7	4	-42.86%	0.18%	0.08%	0	0	11	7	-36.36%	0.15%	0.08%
Under 13	805	1,109	37.76%	22.93%	26.89%	731	1,121	53.35%	19.30%	22.80%	0	8	1,536	2,238	45.70%	21.05%	24.73%
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
13-15	51	57	11.76%	1.45%	1.38%	56	61	8.93%	1.48%	1.24%	0	0	107	118	10.28%	1.47%	1.30%
16-19	13	23	76.92%	0.37%	0.56%	24	31	29.17%	0.63%	0.63%	0	0	37	54	45.95%	0.51%	0.60%
18-19	0	0	----	0.00%	0.00%	0	1	----	0.00%	0.02%	0	0	0	1	----	0.00%	0.01%
20-24	26	90	246.15%	0.74%	2.18%	70	98	40.00%	1.85%	1.99%	1	0	97	188	93.81%	1.33%	2.08%
25-29	217	154	-29.03%	6.18%	3.73%	514	447	-13.04%	13.57%	9.09%	0	0	731	601	-17.78%	10.02%	6.64%
30-34	699	589	-15.74%	19.91%	14.28%	882	923	4.65%	23.29%	18.78%	0	0	1,581	1,512	-4.36%	21.66%	16.71%
35-39	659	772	17.15%	18.77%	18.72%	622	878	41.16%	16.42%	17.86%	0	0	1,281	1,650	28.81%	17.55%	18.23%
40-44	492	647	31.50%	14.02%	15.69%	320	512	60.00%	8.45%	10.41%	0	0	812	1,159	42.73%	11.13%	12.81%
45-49	160	224	40.00%	4.56%	5.43%	120	157	30.83%	3.17%	3.19%	0	0	280	381	36.07%	3.84%	4.21%
50-54	113	133	17.70%	3.22%	3.23%	113	178	57.52%	2.98%	3.62%	0	0	226	311	37.61%	3.10%	3.44%
55-59	76	91	19.74%	2.17%	2.21%	112	176	57.14%	2.96%	3.58%	0	1	188	268	42.55%	2.58%	2.96%
60 and Over	194	230	18.56%	5.53%	5.58%	212	320	50.94%	5.60%	6.51%	0	0	406	550	35.47%	5.56%	6.08%
Not Stated	1	2	100.00%	0.03%	0.05%	4	9	125.00%	0.11%	0.18%	0	1	5	12	140.00%	0.07%	0.13%
Total	3,510	4,124	17.49%	100.00%	100.00%	3,787	4,916	29.81%	100.00%	100.00%	1	10	7,298	9,050	24.01%	100.00%	100.00%

FREQUENCY OF VISIT	2011		2012		2011		2012		TRAVEL COMPANION	2012	
	Number	Number	% Chge	% Share	% Share	Number	% Share	Number		% Share	
First Visit	2,415	2,826	17.02%	73.27%	72.11%	Spouse	1,924	53.27%	# of respondents	3,612	
Revisit	599	684	14.19%	18.17%	17.45%	Children	1,408	38.98%			
Not Stated	282	409	45.04%	8.56%	10.44%	Parents/Grandparents	326	9.03%			
						Other Family Members	322	8.91%			
						Business Associates	508	14.06%			
						Friends	479	13.26%			
						Tour Group	341	9.44%			
						Alone	136	3.77%			

TRAVEL PLANS	2011		2012		2011		2012		TRAVEL MOTIVATION	2011		2012	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share	% Share	
Pleasure	2,664	3,502	31.46%	84.33%	94.19%	Internet	638	806	26.33%	20.33%	22.20%		
Business	27	25	-7.41%	0.85%	0.67%	Newspaper	15	9	-40.00%	0.48%	0.25%		
Golf	272	155	-43.01%	8.61%	4.17%	Magazines	45	36	-20.00%	1.43%	0.99%		
Diving	76	99	30.26%	2.41%	2.66%	Travel Agents	1,654	1,839	11.19%	52.71%	50.66%		
Attend Conf & Conv	10	9	-10.00%	0.32%	0.24%	Climate	97	126	29.90%	3.09%	3.47%		
Company Trip	41	38	-7.32%	1.30%	1.02%	Price	47	40	-14.89%	1.50%	1.10%		
Honeymoon	386	169	-56.22%	12.22%	4.55%	Short flight Time	247	257	4.05%	7.87%	7.08%		
Getting Married	6	0	-100.00%	0.19%	0.00%	General Reading	35	245	600.00%	1.12%	6.75%		
Memorial Service	10	1	-90.00%	0.32%	0.03%	Flyer/Poster	92	96	4.35%	2.93%	2.64%		
VFR	60	49	-18.33%	1.90%	1.32%	Friends/Relatives	346	350	1.16%	11.03%	9.64%		
Attend Sport Events	5	11	120.00%	0.16%	0.30%	TV/Radio	33	74	124.24%	1.05%	2.04%		
Others	25	26	4.00%	0.79%	0.70%	Previous Trip	233	245	5.15%	7.43%	6.75%		
						Others	197	233	18.27%	6.28%	6.42%		

OCCUPATION	2011		2012		2011		2012		TRAVEL MOTIVATION	2011		2012	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Legislators, and managers	62	111	79.03%	1.88%	1.88%	Entry Level	98	3	-96.94%	2.97%	0.08%		
Professional	670	692	3.28%	20.33%	17.66%	Armed Forces	39	103	164.10%	1.18%	2.63%		
Technicians	635	277	-56.38%	19.27%	7.07%	Homemakers	281	358	27.40%	8.53%	9.13%		
Clerk	724	1,235	70.58%	21.97%	31.51%	Students	71	71	0.00%	2.15%	1.81%		
Service Workers	182	651	257.69%	5.52%	16.61%	Retirees	47	38	-19.15%	1.43%	0.97%		
Skilled Workers	5	8	60.00%	0.15%	0.20%	Others	152	91	-40.13%	4.61%	2.32%		
Craft and related trades worker	4	2	-50.00%	0.12%	0.05%	Not Stated	251	251	0.00%	7.62%	6.40%		
Operators and Assemblers	75	28	-62.67%	2.28%	0.71%								



CHINA VISITORS PROFILE

May-12

MAY			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	% Chge	% Share	% Share
Under 10	1	1	0.00%	0.04%	0.03%	0	0	----	0.00%	0.00%	0	0	1	1	0.00%	0.02%	0.01%			
Under 13	39	73	87.18%	1.72%	2.34%	33	75	127.27%	1.20%	2.11%	0	0	72	148	105.56%	1.44%	2.21%			
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%			
13-15	1	3	200.00%	0.04%	0.10%	2	4	100.00%	0.07%	0.11%	0	0	3	7	133.33%	0.06%	0.10%			
16-19	13	6	-53.85%	0.57%	0.19%	18	12	-33.33%	0.66%	0.34%	0	0	31	18	-41.94%	0.62%	0.27%			
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%			
20-24	44	104	136.36%	1.93%	3.33%	161	242	50.31%	5.87%	6.79%	0	0	205	346	68.78%	4.09%	5.18%			
25-29	525	870	65.71%	23.09%	27.86%	696	1,157	66.24%	25.37%	32.48%	0	0	1,221	2,027	66.01%	24.34%	30.32%			
30-34	408	607	48.77%	17.94%	19.44%	443	594	34.09%	16.15%	16.68%	0	0	851	1,201	41.13%	16.96%	17.97%			
35-39	276	394	42.75%	12.14%	12.62%	302	376	24.50%	11.01%	10.56%	0	0	578	770	33.22%	11.52%	11.52%			
40-44	259	311	20.08%	11.39%	9.96%	268	337	25.75%	9.77%	9.46%	0	0	527	648	22.96%	10.50%	9.69%			
45-49	241	288	19.50%	10.60%	9.22%	270	276	2.22%	9.84%	7.75%	0	0	511	564	10.37%	10.19%	8.44%			
50-54	157	189	20.38%	6.90%	6.05%	208	203	-2.40%	7.58%	5.70%	0	0	365	392	7.40%	7.28%	5.86%			
55-59	130	136	4.62%	5.72%	4.35%	183	159	-13.11%	6.67%	4.46%	0	0	313	295	-5.75%	6.24%	4.41%			
60 and Over	179	140	-21.79%	7.87%	4.48%	155	123	-20.65%	5.65%	3.45%	0	0	334	263	-21.26%	6.66%	3.93%			
Not Stated	1	1	0.00%	0.04%	0.03%	4	4	0.00%	0.15%	0.11%	0	0	5	5	0.00%	0.10%	0.07%			
Total	2,274	3,123	37.34%	100.00%	100.00%	2,743	3,562	29.86%	100.00%	100.00%	0	0	5,017	6,685	33.25%	100.00%	100.00%			

FREQUENCY OF VISIT	2011	2012	2011		2012		TRAVEL COMPANION	2012	
	Number	Number	% Chge	% Share	% Share	Number		% Share	
First Visit	3,269	3,929	20.19%	92.63%	92.10%	Spouse	814	20.48%	
Revisit	85	140	64.71%	2.41%	3.28%	Children	83	2.09%	
Not Stated	175	197	12.57%	4.96%	4.62%	Parents/Grandparents	66	1.66%	
						Other Family Members	63	1.58%	
						Business Associates	221	5.56%	
						Friends	266	6.69%	
						Tour Group	2,533	63.72%	
						Alone	87	2.19%	
						# of respondents	3,975		

TRAVEL PLANS	2011	2012	2011		2012		TRAVEL MOTIVATION	2011		2012	
			% Chge	% Share	% Share			% Chge	% Share	% Share	
Pleasure	3,268	3,974	21.60%	95.92%	96.39%	Internet	289	601	107.96%	8.73%	14.84%
Business	11	23	109.09%	0.32%	0.56%	Newspaper	34	38	11.76%	1.03%	0.94%
Golf	7	9	28.57%	0.21%	0.22%	Magazines	59	91	54.24%	1.78%	2.25%
Diving	61	104	70.49%	1.79%	2.52%	Travel Agents	2,680	3,097	15.56%	80.97%	76.49%
Attend Conf & Conv	1	3	200.00%	0.03%	0.07%	Climate	33	81	145.45%	1.00%	2.00%
Company Trip	37	54	45.95%	1.09%	1.31%	Price	24	45	87.50%	0.73%	1.11%
Honeymoon	131	241	83.97%	3.85%	5.85%	Short flight Time	20	44	120.00%	0.60%	1.09%
Getting Married	1	4	300.00%	0.03%	0.10%	General Reading	15	12	-20.00%	0.45%	0.30%
Memorial Service	2	1	-50.00%	0.06%	0.02%	Flyer/Poster	12	13	8.33%	0.36%	0.32%
VFR	10	15	50.00%	0.29%	0.36%	Friends/Relatives	144	238	65.28%	4.35%	5.88%
Attend Sport Events	3	2	-33.33%	0.09%	0.05%	TV/Radio	18	26	44.44%	0.54%	0.64%
Others	10	12	20.00%	0.29%	0.29%	Previous Trip	8	11	37.50%	0.24%	0.27%
						Others	143	100	-30.07%	4.32%	2.47%

OCCUPATION	2011	2012	2011		2012		OCCUPATION	2011		2012	
			% Chge	% Share	% Share			% Chge	% Share	% Share	
Legislators, and managers	82	88	7.32%	2.32%	2.06%	Entry Level	5	21	320.00%	0.14%	0.49%
Professional	1,925	2,648	37.56%	54.55%	62.07%	Armed Forces	0	0	----	0.00%	0.00%
Technicians	107	207	93.46%	3.03%	4.85%	Homemakers	23	35	52.17%	0.65%	0.82%
Clerk	764	460	-39.79%	21.65%	10.78%	Students	29	43	48.28%	0.82%	1.01%
Service Workers	154	162	5.19%	4.36%	3.80%	Retirees	51	24	-52.94%	1.45%	0.56%
Skilled Workers	3	11	266.67%	0.09%	0.26%	Others	156	197	26.28%	4.42%	4.62%
Craft and related trades worker	12	39	225.00%	0.34%	0.91%	Not Stated	217	319	47.00%	6.15%	7.48%
Operators and Assemblers	1	12	1100.00%	0.03%	0.28%						