

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

Fiscal Year 2011	- 2012		
TOTAL TO DATE:	2011 52,963	2012 53,968	% Change 1.90%
October	25,784	24,693	-4.23%
November	27,179	29,275	7.71%
December	31,572		
January	34,738		
February	33,659		
March	30,376		
April	21,629		
May	23,451		
June	23,604		
July	27,203		
August	33,503		
September	25,408		
YEAR TOTAL:	338,106	53,968	

Calendar Year 20	10 - 2011		
FOTAL TO DATE:	2010 347,519	2011 307,539	% Change -11,50%
January	35,716	34,738	-2.74%
February	37,850	33,659	-11.07%
March	36,220	30,376	-16.13%
April	26,255	21,629	-17.62%
May	27,015 r	23,451	-13.19%
June	28,372	23,604	-16.81%
July	35,164	27,203	-22.64%
August	38,047	33,503	-11.94%
September	29,917	25,408	-15.07%
October	25,784	24,693	-4.23%
November	27,179	29,275	7.71%
December	31,572		
YEAR TOTAL:	379,091	307,539	

MONTHLY VISI	TOR ARRIV	ALS BY CO	UNTRY O	F RESIDEN	ICE				
		~ JAPAN ~			~ KOREA ~	~		~ CHINA	~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	22,726	18,223	-20%	19,109	19,269	1%	5,459	11,070	103%
Ostaban	11 270	9 4 0 4	-23%	0 4 0 1	7,880	-9%	2 1 / 2	5,134	63%
October <b>November</b>	11,279	8,696	-23% -17%	8,681		-9% <b>9%</b>	3,143		63% 156%
	11,447	9,527	-1/%	10,428	11,389	9%	2,316	5,936	150%
December	14,279 15 ( 4(			10,485			3,584		
January Sahawana	15,646			12,685			3,918 r		
February	17,450			10,133 7,072			3,923		
March	17,214 7,696			6,349			2,635 2,754		
April May	7,590 7,567			7,303			2,754 5,017		
May June	8,645			7,064			4,535		
July	8,045 10,151			7,004 8,997			4,989		
	15,388			10,540			4,989 5,118		
August									
September	11,872			6,746			4,519		
Year Total	148,634	18,223		106,483	19,269		46,451	11,070	
		~ GUAM ~		~ UN	ITED STA	TES ~	~ P	PHILIPPIN	ES ~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	2,627	2,586	-2%	1,755	1,340	-24%	98	104	6%
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			771			48		
January	1,076			485			40		
, February	987			538			44		
March	1,307			1,137			35		
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	2,586		8,928	1,340		539	104	
	~	RUSSIA ~		~	HONG KON	IG ~	~ 0	THER ARE	AS ~
Fiscal Year	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	655	725	11%	94	157	67%	440	494	12%
October	367	485	32%	64	108	69%	220	222	1%
November	288	240	-17%	30	49	63%	220	272	24%
December	559			33			273		
January	599			28			261		
February	376			39			169		
March	650			72			254		
April	283			61			2,048		
Μαγ	324			366			236		
May June	324 558			300 594			236		
July	450			341			192 215		
August September	422 216			164 89			215 164		
		725			157			494	
Year Total	5,092	725		1,881	157		4,469	494	

<sup>r</sup> Revised

Air Arrivals Sea Arrivals TOTAL ARRIVALS AIR ARRIVALS BY COUNTRY OF RESIDE JAPAN Kanto (Tokyo) Kinki (Osaka) Tokai (Nagoya) Tohoku (Sendai) Kyushu (Fukuoka) Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others Not Specified	26,278 412 26,690 NCE NCE 11,185 9,017 409 416 583 152 85 47 28 9 9 15 424	28,964 0 28,964 9,323 7,479 280 484 528 120 74 48 33 12	-179 -179 -329 169 -99 -219 -219
TOTAL ARRIVALS AIR ARRIVALS BY COUNTRY OF RESIDE JAPAN Kanto (Tokyo) Kinki (Osaka) Tokai (Nagoya) Tohoku (Sendai) Kyushu (Fukuoka) Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others	26,690 INCE 9,017 409 416 583 152 85 47 28 9 15	28,964 9,323 7,479 280 484 528 120 74 48 33	99 -179 -179 -329 169 -99 -219 -219 -139
AIR ARRIVALS BY COUNTRY OF RESIDE JAPAN Kanto (Tokyo) Kinki (Osaka) Tokai (Nagoya) Tohoku (Sendai) Kyushu (Fukuoka) Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others	NCE 11,185 9,017 409 416 583 152 85 47 28 9 15	<b>9,323</b> 7,479 280 484 528 120 74 48 33	-179 -329 169 -99 -219 -139
JAPAN Kanto (Tokyo) Kinki (Osaka) Tokai (Nagoya) Tohoku (Sendai) Kyushu (Fukuoka) Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others	11,185 9,017 409 416 583 152 85 47 28 9 15	7,479 280 484 528 120 74 48 33	- <b>179</b> -179 -329 169 -99 -219 -139 29
Kanto (Tokyo) Kinki (Osaka) Tokai (Nagoya) Tohoku (Sendai) Kyushu (Fukuoka) Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others	9,017 409 416 583 152 85 47 28 9 15	7,479 280 484 528 120 74 48 33	-179 -329 169 -99 -219 -139
Kinki (Osaka) Tokai (Nagoya) Tohoku (Sendai) Kyushu (Fukuoka) Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others	409 416 583 152 85 47 28 9 15	280 484 528 120 74 48 33	-32% 16% -9% -21% -13%
Kinki (Osaka) Tokai (Nagoya) Tohoku (Sendai) Kyushu (Fukuoka) Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others	409 416 583 152 85 47 28 9 15	280 484 528 120 74 48 33	167 -99 -219 -139
Tokai (Nagoya) Tohoku (Sendai) Kyushu (Fukuoka) Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others	583 152 85 47 28 9 15	528 120 74 48 33	16% -9% -21% -13%
Tohoku (Sendai) Kyushu (Fukuoka) Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others	152 85 47 28 9 15	120 74 48 33	-212 -132
Kyushu (Fukuoka) Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others	152 85 47 28 9 15	120 74 48 33	-212 -132
Hokkaido (Sapporo) Chugoku (Hiroshima) Shikoku Okinawa Others	47 28 9 15	74 48 33	-13%
Chugoku (Hiroshima) Shikoku Okinawa Others	47 28 9 15	48 33	
Shikoku Okinawa Others	28 9 15	33	
Okinawa Others	9 15		185
Others	15	16	33%
		16	7%
Not Specified	727	249	-41%
·			
KOREA	10,419	11,381	99
Seoul	5,332	6,014	13%
Pusan	738	475	-36%
Taegu	324	393	21%
Inchon	62	173	179%
Others	3,592	3,743	4%
Not Specified	371	583	57%
CHINA	2,316	5,934	156%
GUAM	1,211	1,275	59
UNITED STATES	558	443	-219
PHILIPPINES	55	50	-99
RUSSIA	288	240	-175
HONG KONG	30	49	639
OTHER	216	269	259
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANG
FOTAL TO DATE	52,175	53,307	25
October	25,485	24,343	-4'
November	26,690	28,964	9
December	30,904		
January	34,329		
February	33,367		
March	30,091		
April	21,359		
May	23,086		
June	23,200		
July	26,839		
August	32,838		
September	24,998		

Source: CNMI Customs Declaration Form

<sup>r</sup>Revised

Sea Arrivals : Nov-11 Military Shp: -----Cruise Ship: -----

VISITOR ARRIVALS TO ROTA -	NOVEMBER 201	1	
	<u>Nov-10</u>	<u>Nov-11</u>	% CHANGE
TOTAL ARRIVALS	489	311	-36%
ARRIVALS FROM GUAM	489	311	-36%
JAPAN	262	204	-22%
KOREA	9	8	-11%
CHINA	0	2	
GUAM	191	61	-68%
UNITED STATES	23	33	43%
PHILIPPINES	0	0	
RUSSIA	0	0	
HONG KONG	0	0	
OTHER	4	3	-25%
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	788	661	-16%
October	299	350	17%
November	489	311	-36%
December	668		
January	409		
February	292		
March	285		
April	270		
May	365		
June	404		
July	364		
August	665		
September	410		
YEAR TOTAL	4,920	661	

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	IAN - NOVEMBER	2011	
	<u>Nov-10</u>	<u>Nov-11</u>	% CHANGE
TOTAL ARRIVALS	1,617		
ARRIVALS FROM GUAM	0	0	
JAPAN	0	0	
KOREA	0	0	
CHINA	0	0	
GUAM	0	0	
UNITED STATES	0	0	
PHILIPPINES	0	0	
RUSSIA	0	0	
HONG KONG	0	0	
OTHER	0	0	
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	1,617	0	
JAPAN	130	N/A	
KOREA	302	N/A	
CHINA	936	N/A	
GUAM	9	N/A	
UNITED STATES	13	N/A	
PHILIPPINES	0	N/A	
HONG KONG	0	N/A	
SAIPAN	227	N/A	
OTHER	0	N/A	
DAY VISITORS:	0	N/A	
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	3,572	5,077	42%
October	1,955	5,077	160%
November	1,617		
December	1,554		
January	1,956		
February	2,115		
March	1,688		
April	1,486		
May	2,891		
June	3,347		
July	3,536		
August	3,653		
September	3,354		
YEAR TOTAL	29,152	5,077	

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)

																							P	Page 1 of 2
NOVEMBER		тот	AL.			JAPA	AN .			KOF	REA			CHIN	A			GL	JAM			от	HERS	
	Nov-10	Nov-11	% SHARE	% CHGE	Nov-10	Nov-11	% SHARE	% CHGE	Nov-10	Nov-11	% SHARE	% CHGE	Nov-10	Nov-11	% SHARE	% CHGE	Nov-10	Nov-11	% SHARE	% CHGE	Nov-10	Nov-11	% SHARE	% CHGE
MODE OF ARRIVAL	26,690	28,963	100.00%	8.52%	11,185	9,323	100.00%	-16.65%	10,419	11,381	100.00%	9.23%	2,316	5,934	100.00%	156.22%	1,211	1,274	100.00%	5.20%	1,559	1,051	100.00%	-32.58%
Air	26,278	28,963	100.00%	10.22%	11,185	9,323	100.00%	-16.65%	10,419	11,381	100.00%	9.23%	2,316	5,934	100.00%	156.22%	1,211	1,274	100.00%	5.20%	1,147	1,051	100.00%	-8.37%
Sea	412	0	0.00%		0	0	0.00%		0	0	0.00%		0	0	0.00%		0	0	0.00%		412	0	0.00%	-100.00%
GENDER	26,278	28,963	100.00%	10.22%	11,185	9,323	100.00%	-16.65%	10,419	11,381	100.00%	9.23%	2,316	5,934	100.00%	156.22%	1,211	1,274	100.00%	5.20%	1,147	1,051	100.00%	-8.37%
Male	13,514	14,600	50.41%	8.04%	5,981	5,053	54.20%	-15.52%	4,839	5,175	45.47%	6.94%	1,222	2,983	50.27%	144.11%	772	771	60.52%	-0.13%	700	618	58.80%	-11.71%
Female	12,759	14,351	49.55%	12.48% 140.00%	5,202	4,270	45.80%	-17.92%	5,579	6,198	54.46%	11.10%	1,093	2,947	49.66%	169.62%	438	503	39.48%	14.84%	447	433	41.20%	-3.13%
Not Stated AGE GROUP (YEARS)	ہ 26,278	12 28,963	0.04%	140.00%	ے 11,185	9,323	0.00%	-100.00% -16.65%	10,419	11,381	0.07%	700.00% 9.23%	2,316	5,934	0.07%	300.00%	1,211	1,274	0.00%	-100.00%	1,147	1,051	0.00%	-8.37%
	20,270				11,105			-10.03%					2,316			150.22%	1,211				1,147			-0.37%
Under 10	115	141	0.49%	22.61% 6.81%	756	1 627	0.01%	47.000/	111	139	1.22% 17.78%	25.23%	0	0 93	0.00% 1.57%	257.69%	4	1 117	0.08%	-75.00%	0	0	0.00%	0.00%
Under 13 10-17	2,760	2,948	10.18% 0.02%	20.00%	/ 50	027	6.73% 0.00%	-17.06%	1,800	2,023	0.04%	12.39% 0.00%	20	93	0.00%	257.09%	81	117	9.18% 0.08%	44.44%	97	00	8.37% 0.00%	-9.28%
13-15	208	198			50	56	0.60%	0.00%	3	116			0	0	0.05%		0	15		27 500/	0	0		07.070
16-19	208	328	0.68%	-4.81% -41.95%	56 479	186	2.00%	0.00% -61.17%	51 51	90	1.02% 0.79%	-0.85% 76.47%	5	3 10	0.05%	100.00%	24	35	1.18% 2.75%	-37.50%	11	8	0.76% 0.67%	-27.27% -36.36%
18-19	60C 9	328	1.13% 0.02%	-41.95%	4/9	186	0.00%	-61.17%	51	90	0.79%	76.47% 200.00%	5	10	0.17%	100.00%	19	35	2.75%	84.21% -100.00%	11		0.00%	-30.30%
20-24	1,813	1.714	5.92%	-12.50%	1,372	1.079	11.57%	-100.00%	201	159	1.40%	-20.90%	124	381	6.42%	207.26%	C 64	52	4.08%	-100.00%	52	43	4.09%	-17.31%
25-29	3,860	4,530	15.64%	-5.46% 17.36%	1,372	1,079	14.13%	-21.30%	1,220	1,130	9.93%	-20.90%	700	1,919	32.34%	174.14%	74	52 72	4.08%	-18.75%	92	43 92	4.09%	-17.31%
30-34	4,122	4,530	16.22%	13.97%	1,507	1,317	13.32%	-25.04%	1,220	2,192	9.93%	-7.38%	411	1,919	17.59%	154.01%	/4 115	101	7.93%	-12.17%	122	92 119	11.32%	-3.16%
35-39	3,657	3,805	13.14%	4.05%	1,283	1,242	11.41%	-17.07%	1,307	1,894	16.64%	5.81%	347	625	10.53%	80.12%	113	101	8.79%	-7.44%	122	110	10.47%	-5.17%
40-44	2,581	3,040	10.50%	17.78%	936	911	9.77%	-2.67%	1,730	1,307	11.48%	21.58%	250	549	9.25%	119.60%	121	172	13.58%	-3.89%	140	100	9.51%	-28.57%
45-49	1,757	1.998	6.90%	13.72%	704	651	6.98%	-7.53%	541	581	5.10%	7.39%	210	503	8.48%	139.52%	166	162	12.72%	-2.41%	140	100	9.61%	-25.74%
50-54	1,471	1,721	5.94%	17.00%	596	545	5.85%	-8.56%	514	571	5.02%	11.09%	87	334	5.63%	283.91%	130	152	11.93%	16.92%	130	119	11.32%	-17.36%
55-59	1,233	1,429	4.93%	15.90%	560	488	5.23%	-12.86%	412	482	4.24%	16.99%	75	243	4.10%	224.00%	100	102	8.40%	7.00%	86	109	10.37%	26.74%
60 & Over	2,104	2,383	8.23%	13.26%	1161	1,156	12.40%	-0.43%	608	675	5.93%	11.02%	72	210	3.77%	211.11%	128	174	13.66%	35.94%	135	154	14.65%	14.07%
Not Stated	19	17	0.06%	-10.53%	3	0	0.00%	-100.00%	5	11	0.10%	120.00%	9	5	0.08%	-44.44%	0	0	0.00%		2	1	0.10%	-50.00%
PURPOSE OF VISIT	17,324	18,859	100.00%	8.86%	8,786	7,242	100.00%	-17.57%	5,275	5,823	100.00%	10.39%	1,474	4,074	100.00%	176.39%	955	938	100.00%	-1.78%	834	782	100.00%	-6.24%
Pleasure	15,987	17,754	94.14%	11.05%	8,620	7,117	98.27%	-17.44%	5,115	5,760	98.92%	12.61%	1,449	4,055	99.53%	179.85%	374	419	44.67%	12.03%	429	403	51.53%	-6.06%
Business	1,059	900	4.77%	-15.01%	78	63	0.87%	-19.23%	111	54	0.93%	-51.35%	21	16	0.39%	-23.81%	499	445	47.44%	-10.82%	350	322	41.18%	-8.00%
Other	278	205	1.09%	-26.26%	88	62	0.86%	-29.55%	49	9	0.15%	-81.63%	4	3	0.07%	-25.00%	82	74	7.89%	-9.76%	55	57	7.29%	3.64%
FREQUENCY OF VISIT	17,324	18,859	100.00%	8.86%	8,786	7,242	100.00%	-17.57%	5,275	5,823	100.00%	10.39%	1,474	4,074	100.00%	176.39%	955	938	100.00%	-1.78%	834	782	100.00%	-6.24%
First Visit	9,927	11,658	61.82%	17.44%	4,345	3,385	46.74%	-22.09%	3,860	4,190	71.96%	8.55%	1,320	3,679	90.30%	178.71%	73	87	9.28%	19.18%	329	317	40.54%	-3.65%
Revisit	5,605	5,360	28.42%	-4.37%	3,655	3,277	45.25%	-10.34%	876	970	16.66%	10.73%	37	164	4.03%	343.24%	665	608	64.82%	-8.57%	372	341	43.61%	-8.33%
Not Stated	1,792	1,841	9.76%	2.73%	786	580	8.01%	-26.21%	539	663	11.39%	23.01%	117	231	5.67%	97.44%	217	243	25.91%	11.98%	133	124	15.86%	-6.77%
TRAVEL ARRANGEMENT	17,324	18,859	100.00%	8.86%	8,786	7,242	100.00%	-17.57%	5,275	5,823	100.00%	10.39%	1,474	4,074	100.00%	176.39%	955	938	100.00%	-1.78%	834	782	100.00%	-6.24%
Individual Arranged	2,833	3,005	15.93%	6.07%	1,056	952	13.15%	-9.85%	869	972	16.69%	11.85%	74	252	6.19%	240.54%	468	471	50.21%	0.64%	366	358	45.78%	-2.19%
Packaged Tour	8,310	8,709	46.18%	4.80%	4,698	3,876	53.52%	-17.50%	2,544	3,135	53.84%	23.23%	976	1,612	39.57%	65.16%	16	30	3.20%	87.50%	76	56	7.16%	-26.32%
Business Trip	2,352	2,152	11.41%	-8.50%	1280	1,115	15.40%	-12.89%	488	505	8.67%	3.48%	150	146	3.58%	-2.67%	245	204	21.75%	-16.73%	189	182	23.27%	-3.70%
Group Tour	2,194	3,650	19.35%	66.36%	971	888	12.26%	-8.55%	1061	870	14.94%	-18.00%	129	1,829	44.89%	1317.83%	8	25	2.67%	212.50%	25	38	4.86%	52.00%
Other	249	80	0.42%	-67.87%	128	13	0.18%	-89.84%	57	27	0.46%	-52.63%	6	2	0.05%	-66.67%	36	19	2.03%	-47.22%	22	19	2.43%	-13.64%
Not Stated	1,386	1,263	6.70%	-8.87%	653	398	5.50%	-39.05%	256	314	5.39%	22.66%	139	233	5.72%	67.63%	182	189	20.15%	3.85%	156	129	16.50%	-17.31%
TRAVEL COMPANION	15,065	16,521		9.66%	7,771	6,254		-19.52%	4,687	5,199		10.92%	1,325	3,813		187.77%	656	673		2.59%	626	582		-7.03%
Spouse	4,052	4,302	26.04%	6.17%	1,202	1,029	16.45%	-14.39%	2,293	2,395	46.07%	4.45%	374	659	17.28%	76.20%	73	106	15.75%	45.21%	110	113	19.42%	2.73%
Children	1,868	1,946	11.78%	4.18%	612	502	8.03%	-17.97%	1,114	1,283	24.68%	15.17%	30	47	1.23%	56.67%	47	61	9.06%	29.79%	65	53	9.11%	-18.46%
Parents/Grandparents	483	517	3.13%	7.04%	176	166	2.65%	-5.68%	259	285	5.48%	10.04%	19	39	1.02%	105.26%	8	13	1.93%	62.50%	21	14	2.41%	-33.33%
Other Family Members/relatives	660	677	4.10%	2.58%	284	255	4.08%	-10.21%	289	305	5.87%	5.54%	23	49	1.29%	113.04%	26	35	5.20%	34.62%	38	33	5.67%	-13.16%
Business Associates	3,421	2,997	18.14%	-12.39%	1,742	1,531	24.48%	-12.11%	868	994	19.12%	14.52%	572	280	7.34%	-51.05%	114	81	12.04%	-28.95%	125	111	19.07%	-11.20%
Friends	4,248	4,027	24.38%	-5.20%	3,451	2,949	47.15%	-14.55%	527	656	12.62%	24.48%	129	264	6.92%	104.65%	56	68	10.10%	21.43%	85	90	15.46%	5.88%
Tour Group	1,848	4,115	24.91%	122.67%	905	707	11.30%	-21.88%	714	860	16.54%	20.45%	212	2,511	65.85%	1084.43%	4	10	1.49%	150.00%	13	27	4.64%	107.69%
Alone	1,282	1.298	7.86%	1.25%	477	438	7.00%	-8.18%	156	183	3.52%	17.31%	29	2,011	2.36%	210.34%	376	363	53.94%	-3.46%	244	224	38.49%	-8.20%
Not Stated	1,202	1,580	9.56%	-20.04%	1,006	572	9.15%	-43.14%	359	359	6.91%	0.00%	141	190	4.98%	34.75%	269	261	38.78%	-2.97%	201	198	34.02%	-1.49%
	1,010	1,000	0.00 /0	-20.0470	1,000	512	5.1570		339	335	0.01/0	0.00%	141	150	7.00/0	0- <del>1</del> .70/0	209	201	30.7076	-2.0170	201	150	04.UZ /0	- 1.443/70

## Visitors Profile by Country (Saipan only)

VISITORS F			Jy			<u>י א</u> (		Pu	. 01	<u>ייץ</u>													P	Page 2 of 2
NOVEMBER		тот	AL			JAPA	N			KOR	EA			CHIN	Α			GU	AM			отн	ERS	
	Nov-10	Nov-11	% SHARE	% CHGE	Nov-10	Nov-11	% SHARE	% CHGE	Nov-10	Nov-11	% SHARE	% CHGE	Nov-10	Nov-11	% SHARE	% CHGE	Nov-10	Nov-11	% SHARE	% CHGE	Nov-10	Nov-11	% SHARE	% CHG
TRAVEL PLANS	16,064	17,752		10.51%	8,160	6,915		-15.26%	5,045	5,481		8.64%	1,366	3,902		185.65%	792	782		-1.26%	701	672		-4.14%
Pleasure	11,749	14,047	79.13%	19.56%	5,609	4,917	71.11%	-12.34%	4,306	4,870	88.85%	13.10%	1,244	3,702	94.87%	197.59%	248	253	32.35%	2.02%	342	305	45.39%	-10.82%
Business	845	760	4.28%	-10.06%	98	79	1.14%	-19.39%	48	39	0.71%	-18.75%	17	17	0.44%	0.00%	408	367	46.93%	-10.05%	274	258	38.39%	-5.84%
Golf	1,628	1,603	9.03%	-1.54%	1,205	1,117	16.15%	-7.30%	366	422	7.70%	15.30%	11	12	0.31%	9.09%	24	36	4.60%	50.00%	22	16	2.38%	-27.27%
Dive	1,700	1,495	8.42%	-12.06%	1,505	1,213	17.54%	-19.40%	93	132	2.41%	41.94%	40	87	2.23%	117.50%	14	15	1.92%	7.14%	48	48	7.14%	0.00%
Convention	81	92	0.52%	13.58%	14	22	0.32%	57.14%	31	15	0.27%	-51.61%	1	3	0.08%	200.00%	18	20	2.56%	11.11%	17	32	4.76%	88.24%
Company Trip	1,238	1,123	6.33%	-9.29%	1,018	883	12.77%	-13.26%	118	82	1.50%	-30.51%	57	113	2.90%	98.25%	20	20	2.56%	0.00%	25	25	3.72%	0.00%
Honeymoon	809	767	4.32%	-5.19%	129	98	1.42%	-24.03%	528	451	8.23%	-14.58%	144	204	5.23%	41.67%	1	3	0.38%	200.00%	7	11	1.64%	57.14%
Get Married	94	110	0.62%	17.02%	81	100	1.45%	23.46%	7	3	0.05%	-57.14%	3	4	0.10%	33.33%	2	1	0.13%	-50.00%	1	2	0.30%	100.00%
Memorial Service	36	45	0.25%	25.00%	8	24	0.35%	200.00%	5	1	0.02%	-80.00%	1	3	0.08%	200.00%	19	15	1.92%	-21.05%	3	2	0.30%	-33.33%
Visit Friends	390	408	2.30%	4.62%	102	90	1.30%	-11.76%	49	53	0.97%	8.16%	8	13	0.33%	62.50%	142	161	20.59%	13.38%	89	91	13.54%	2.25%
Sports	118	109	0.61%	-7.63%	63	67	0.97%	6.35%	34	27	0.49%	-20.59%	2	3	0.08%	50.00%	8	5	0.64%	-37.50%	11	7	1.04%	-36.36%
Other	575	357	2.01%	-37.91%	393	263	3.80%	-33.08%	96	19	0.35%	-80.21%	8	2	0.05%	-75.00%	41	37	4.73%	-9.76%	37	36	5.36%	-2.70%
Not Stated	1,260	1,107	6.24%	-12.14%	626	327	4.73%	-47.76%	230	342	6.24%	48.70%	108	172	4.41%	59.26%	163	156	19.95%	-4.29%	133	110	16.37%	-17.29%
TRAVEL MOTIVATION	15,749	17,489		11.05%	8,029	6,792		-15.41%	4,948	5,420		9.54%	1,337	3,885		190.58%	744	742		-0.27%	691	650		-5.93%
Newspaper	118	114	0.65%	-3.39%	36	25	0.37%	-30.56%	54	33	0.61%	-38.89%	19	53	1.36%	178.95%	3	1	0.13%	-66.67%	6	2	0.31%	-66.67%
Magazine	355	327	1.87%	-7.89%	223	176	2.59%	-21.08%	68	56	1.03%	-17.65%	56	86	2.21%	53.57%	2	0	0.00%	-100.00%	6	9	1.38%	50.00%
Travel Agent	5,356	7,556	43.20%	41.08%	1,559	1,286	18.93%	-17.51%	2,825	3,118	57.53%	10.37%	872	3,054	78.61%	250.23%	34	24	3.23%	-29.41%	66	74	11.38%	12.12%
Climate	1,860	1,568	8.97%	-15.70%	1,473	1,172	17.26%	-20.43%	267	233	4.30%	-12.73%	61	129	3.32%	111.48%	3	3	0.40%	0.00%	56	31	4.77%	-44.64%
Price	1,395	1,065	6.09%	-23.66%	1,321	966	14.22%	-26.87%	33	36	0.66%	9.09%	18	28	0.72%	55.56%	9	25	3.37%	177.78%	14	10	1.54%	-28.57%
Short	1,741	1,509	8.63%	-13.33%	1,405	1,147	16.89%	-18.36%	256	274	5.06%	7.03%	14	24	0.62%	71.43%	35	42	5.66%	20.00%	31	22	3.38%	-29.03%
Reading	325	346	1.98%	6.46%	33	31	0.46%	-6.06%	266	289	5.33%	8.65%	5	11	0.28%	120.00%	3	2	0.27%	-33.33%	18	13	2.00%	-27.78%
Flyer	426	396	2.26%	-7.04%	267	253	3.72%	-5.24%	109	111	2.05%	1.83%	9	5	0.13%	-44.44%	0	3	0.40%		41	24	3.69%	-41.46%
Friends / Relatives	2,263	2,314	13.23%	2.25%	1,388	1,319	19.42%	-4.97%	407	402	7.42%	-1.23%	90	156	4.02%	73.33%	224	289	38.95%	29.02%	154	148	22.77%	-3.90%
TV / Radio	127	150	0.86%	18.11%	29	30	0.44%	3.45%	79	89	1.64%	12.66%	15	21	0.54%	40.00%	1	3	0.40%	200.00%	3	7	1.08%	133.33%
Prior Trip	2,118	1,939	11.09%	-8.45%	1,655	1,479	21.78%	-10.63%	270	299	5.52%	10.74%	13	17	0.44%	30.77%	108	81	10.92%	-25.00%	72	63	9.69%	-12.50%
Other	2,430	2,082	11.90%	-14.32%	1,231	893	13.15%	-27.46%	395	421	7.77%	6.58%	129	142	3.66%	10.08%	384	347	46.77%	-9.64%	291	279	42.92%	-4.12%
Web	2,269	2,568	14.68%	13.18%	1,255	1,131	16.65%	-9.88%	686	917	16.92%	33.67%	212	396	10.19%	86.79%	31	40	5.39%	29.03%	85	84	12.92%	-1.18%
Not Stated	1,575	1,370	7.83%	-13.02%	757	450	6.63%	-40.55%	327	403	7.44%	23.24%	137	189	4.86%	37.96%	211	196	26.42%	-7.11%	143	132	20.31%	-7.69%
OCCUPATION	17,324	18,859	100.00%	8.86%	8,786	7,242	100.00%	-17.57%	5,275	5,823	100.00%	10.39%	1,474	4,074	100.00%	176.39%	955	938	100.00%	-1.78%	834	782	100.00%	-6.24%
Leg & Manager	1,394	1,367	7.25%	-1.94%	1,059	915	12.63%	-13.60%	97	140	2.40%	44.33%	36	95	2.33%	163.89%	124	150	15.99%	20.97%	78	67	8.57%	-14.10%
Professional	2,444	4,503	23.88%	84.25%	656	523	7.22%	-20.27%	946	923	15.85%	-2.43%	410	2,601	63.84%	534.39%	191	192	20.47%	0.52%	241	264	33.76%	9.54%
Technicians	1,024	1,095	5.81%	6.93%	446	351	4.85%	-21.30%	344	423	7.26%	22.97%	103	216	5.30%	109.71%	79	69	7.36%	-12.66%	52	36	4.60%	-30.77%
Clerk	4,997	5,151	27.31%	3.08%	3,216	2,812	38.83%	-12.56%	1,456	1,832	31.46%	25.82%	282	468	11.49%	65.96%	23	13	1.39%	-43.48%	20	26	3.32%	30.00%
Service	1,938	1,888	10.01%	-2.58%	764	654	9.03%	-14.40%	1,091	1,073	18.43%	-1.65%	53	111	2.72%	109.43%	16	22	2.35%	37.50%	14	28	3.58%	100.00%
Skilled	89	75	0.40%	-15.73%	46	48	0.66%	4.35%	39	19	0.33%	-51.28%	0	5	0.12%		0	0	0.00%		4	3	0.38%	-25.00%
Craftsman	32	47	0.25%	46.88%	3	0	0.00%	-100.00%	5	8	0.14%	60.00%	4	8	0.20%	100.00%	12	20	2.13%	66.67%	8	11	1.41%	37.50%
Plant Operator	132	97	0.51%	-26.52%	69	37	0.51%	-46.38%	51	45	0.77%	-11.76%	4	8	0.20%	100.00%	5	2	0.21%	-60.00%	3	5	0.64%	66.67%
Entry Level	22	15	0.08%	-31.82%	3	2	0.03%	-33.33%	9	1	0.02%	-88.89%	5	8	0.20%	60.00%	4	4	0.43%	0.00%	1	0	0.00%	-100.00%
Armed Forces	219	99	0.52%	-54.79%	10	8	0.11%	-20.00%	99	22	0.38%	-77.78%	0	0	0.00%		55	41	4.37%	-25.45%	55	28	3.58%	-49.09%
Homemaker	835	846	4.49%	1.32%	332	245	3.38%	-26.20%	443	542	9.31%	22.35%	26	23	0.56%	-11.54%	20	26	2.77%	30.00%	14	10	1.28%	-28.57%
Students	963	820	4.35%	-14.85%	836	687	9.49%	-17.82%	80	78	1.34%	-2.50%	3	16	0.39%	433.33%	29	22	2.35%	-24.14%	15	17	2.17%	13.33%
Retirees	365	405	2.15%	10.96%	216	229	3.16%	6.02%	86	82	1.41%	-4.65%	16	33	0.81%	106.25%	24	27	2.88%	12.50%	23	34	4.35%	47.83%
Other	790	489	2.59%	-38.10%	128	134	1.85%	4.69%	151	136	2.34%	-9.93%	389	115	2.82%	-70.44%	61	56	5.97%	-8.20%	61	48	6.14%	-21.31%
Not Stated	2.080	1,962	10.40%	-5.67%	1,002	597	8.24%	-40.42%	378	499	8.57%	32.01%	143	367	9.01%	156.64%	312	294	31.34%	-5.77%	245	205	26.21%	-16.33%
LENGTH OF STAY (NIGHTS)	95,426	105,877	10.1070	10.95%	37,414	32,039	0.2.7,0	-14.37%	39,678	41,657	0.01 /0	4.99%	9,267	23,465	0.0173	153.21%	2,758	2,823	01.0170	2.36%	6,309	5,893	20.2170	-6.59%
Avg. Length of Stay (Nights)	3.63	3.66			3.35	3.44			3.81	3.66			4.00	3.95			2.28	2.22			5.50	5.61		



**JAPAN VISITORS PROFILE** 

Nov-11

VISITORS AUT	HORITT																
NOVEMBER	2010 Male	2011 Male		2010	2011	2010 Female	2011 Female		2010	2011	2010 Not	2011 Not	2010 TOTAL	2011 TOTAL		2010	2011
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	% Share
Under 10	0	1		0.00%	0.02%	0	0		0.00%	0.00%	0	0	0	1		0.00%	0.01%
Under 13	388	318	-18.04%	6.49%	6.29%	368	309	-16.03%	7.07%	7.24%	0	0	756	627	-17.06%	6.76%	6.73%
10-17	21	0	-100.00%	0.35%	0.00%	35	0	-100.00%	0.67%	0.00%	0	0	56	0	-100.00%	0.50%	0.00%
13-15	0	32		0.00%	0.63%	0	24		0.00%	0.56%	0	0	0	56		0.00%	0.60%
16-19	254	106	-58.27%	4.25%	2.10%	225	80	-64.44%	4.33%	1.87%	0	0	479	186	-61.17%	4.28%	2.00%
18-19	1	0	-100.00%	0.02%	0.00%	0	0		0.00%	0.00%	0	0	1	0	-100.00%	0.01%	0.00%
20-24	494	367	-25.71%	8.26%	7.26%	878	712	-18.91%	16.88%	16.67%	0	0	1,372	1,079	-21.36%	12.27%	11.57%
25-29 30-34	691 783	517 648	-25.18% -17.24%	11.55% 13.09%	10.23% 12.82%	1,080 724	800 594	-25.93% -17.96%	20.76% 13.92%	18.74% 13.91%	0	0	1,771 1,507	1,317 1,242	-25.64% -17.58%	15.83% 13.47%	14.13% 13.32%
30-34 35-39	783	637	-17.24%	13.09%	12.82%	499	594 427	-14.43%	9.59%	10.00%	0	0	1,507	1,242	-17.58%	13.47%	13.32%
40-44	591	554	-6.26%	9.88%	10.96%	345	357	3.48%	6.63%	8.36%	0	0	936	911	-2.67%	8.37%	9.77%
45-49	463	424	-8.42%	9.00 % 7.74%	8.39%	240	227	-5.42%	4.61%	5.32%	1	0	704	651	-7.53%	6.29%	6.98%
50-54	374	337	-9.89%	6.25%	6.67%	222	208	-6.31%	4.27%	4.87%	0	0	596	545	-8.56%	5.33%	5.85%
55-59	372	307	-17.47%	6.22%	6.08%	188	181	-3.72%	3.61%	4.24%	0	0	560	488	-12.86%	5.01%	5.23%
60 and Over	764	805	5.37%	12.77%	15.93%	397	351	-11.59%	7.63%	8.22%	0	0	1,161	1,156	-0.43%	10.38%	12.40%
Not Stated	1	0	-100.00%	0.02%	0.00%	1	0	-100.00%	0.02%	0.00%	1	0	3	0	-100.00%	0.03%	0.00%
Total	5,981	5,053	-15.52%	100.00%	100.00%	5,202	4,270	-17.92%	100.00%	100.00%	2	0	11,185	9,323	-16.65%	100.00%	100.00%
		2010	2011		2010	2011						I					
		Number	Number	% Chge	% Share	% Share				2011							
FREQUENCY OF	VISIT			,e elige	, o onaro	, o onaro	TR	AVEL COMPANION		Number	% Share						
First Visit		4,345	3,385	-22.09%	49.45%	46.74%	Sn	ouse		1,029	16.45%						
Revisit		3,655	3,277	-10.34%	41.60%	45.25%		ildren		502	8.03%						
Not Stated		786	580	-26.21%	8.95%	8.01%	Pa	rents/Grandparents		166	2.65%						
							Ot	her Family Members		255	4.08%						
TRAVEL ARRAN	GEMENT						Bu	siness Associates		1,531	24.48%						
								ends		2,949	47.15%						
Individually arrang	ged	1,056	952	-9.85%	12.02%	13.15%		ur Group		707	11.30%						
Packaged Tour		4,698	3,876	-17.50%	53.47%	53.52%	Alc	one		438	7.00%						
Company/Busines	ss trip	1,280	1,115	-12.89%	14.57%	15.40%											
Group Tour		971	888	-8.55%	11.05%	12.26%	# 0	of respondents		6,254							
Other		128	13	-89.84%	1.46%	0.18%											
Not Stated		653	398	-39.05%	7.43%	5.50%											
TRAVEL PLANS		2010	2011		2010	2011	TR	AVEL	2010	2011		2010	2011				
				% Chge	% Share	% Share	MO	DTIVATION			% Chge	% Share	% Share				
Pleasure		5,609	4,917	-12.34%	68.74%	71.11%	Int	ernet	1,255	1,131	-9.88%	15.63%	16.65%				
Business		98	79	-19.39%	1.20%	1.14%	Ne	wspaper	36	25	-30.56%	0.45%	0.37%				
Golf		1,205	1,117	-7.30%	14.77%	16.15%		igazines	223	176	-21.08%	2.78%	2.59%				
Diving		1,505	1,213	-19.40%	18.44%	17.54%		avel Agents	1,559	1,286	-17.51%	19.42%	18.93%				
Attend Conf & Cor	nv	14	22	57.14%	0.17%	0.32%		mate	1,473	1,172	-20.43%	18.35%	17.26%				
Company Trip		1,018	883	-13.26%	12.48%	12.77%	Pri		1,321	966	-26.87%	16.45%	14.22%				
Honeymoon Getting Married		129 81	98 100	-24.03% 23.46%	1.58% 0.99%	1.42% 1.45%		ort flight Time neral Reading	1,405 33	1,147 31	-18.36% -6.06%	17.50% 0.41%	16.89% 0.46%				
Memorial Service		81	100	23.46%	0.99%	0.35%		eneral Reading	33 267	253	-6.06% -5.24%	0.41%	0.46%				
VFR		0 102	24 90	200.00% -11.76%	1.25%	0.35%		ends/Relatives	1,388	253 1,319	-5.24% -4.97%	3.33% 17.29%	3.72% 19.42%				
Attend Sport Even	nts	63	67	6.35%	0.77%	0.97%		/Radio	29	30	3.45%	0.36%	0.44%				
Others		393	263	-33.08%	4.82%	3.80%	Pre	evious Trip hers	1,655 1,231	1,479 893	-10.63% -27.46%	20.61% 15.33%	21.78% 13.15%				
OCCUPATION		2010	2011		2010	2011	01	leis	2010	2011	-27.40%	2010	2011				
				% Chge	% Share	% Share					% Chge	% Share	% Share				
Legislators, and m	nanagers	1,059	915	-13.60%	12.05%	12.63%	En	try Level	3	2	-33.33%	0.03%	0.03%				
Professional	-	656	523	-20.27%	7.47%	7.22%		med Forces	10	8	-20.00%	0.11%	0.11%				
Technicians		446	351	-21.30%	5.08%	4.85%	Ho	memakers	332	245	-26.20%	3.78%	3.38%				
Clerk		3,216	2,812	-12.56%	36.60%	38.83%		udents	836	687	-17.82%	9.52%	9.49%				
Service Workers		764	654	-14.40%	8.70%	9.03%		tirees	216	229	6.02%	2.46%	3.16%				
Skilled Workers		46	48	4.35%	0.52%	0.66%		hers	128	134	4.69%	1.46%	1.85%				
Craft and related t		3	0	-100.00%	0.03%	0.00%	No	t Stated	1,002	597	-40.42%	11.40%	8.24%				
Operators and Ass	semplers	69	37	-46.38%	0.79%	0.51%											



## KOREA VISITORS PROFILE

NOVEMBER	2010 Male	2011 Male		2010	2011	2010 Female	2011 Female		2010	2011	2010 Not	2011 Not	2010 TOTAL	2011 TOTAL		2010	2011
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	% Share
Under 10	56	63	12.50%	1.16%	1.22%	55	76	38.18%	0.99%	1.23%	0	0	111	139	25.23%	1.07%	1.22%
Under 13	869	1,014	16.69%	17.96%	19.59%	930	1,003	7.85%	16.67%	16.18%	1	6	1,800	2,023	12.39%	17.28%	17.78%
10-17	1	2	100.00%	0.02%	0.04%	4	3	-25.00%	0.07%	0.05%	0	0	5	5	0.00%	0.05%	0.04%
13-15	55	51	-7.27%	1.14%	0.99%	62	65	4.84%	1.11%	1.05%	0	0	117	116	-0.85%	1.12%	1.02%
16-19	25	44	76.00%	0.52%	0.85%	26	46	76.92%	0.47%	0.74%	0	0	51	90	76.47%	0.49%	0.79%
18-19 20-24	1 95	4 29	300.00% -69.47%	0.02% 1.96%	0.08% 0.56%	1 106	2 130	100.00% 22.64%	0.02% 1.90%	0.03% 2.10%	0	0	2 201	6 159	200.00% -20.90%	0.02% 1.93%	0.05% 1.40%
20-24 25-29	95 375	29 367	-69.47% -2.13%	7.75%	0.56%	845	763	-9.70%	15.15%	2.10%	0	0	1.220	1.130	-20.90%	1.93%	9.93%
30-34	863	953	10.43%	17.83%	18.42%	1,104	1,239	12.23%	19.79%	19.99%	0	0	1,967	2,192	11.44%	18.88%	19.26%
35-39	883	944	6.91%	18.25%	18.24%	907	949	4.63%	16.26%	15.31%	0	1	1,790	1,894	5.81%	17.18%	16.64%
40-44	645	743	15.19%	13.33%	14.36%	430	563	30.93%	7.71%	9.08%	0	1	1,075	1,307	21.58%	10.32%	11.48%
45-49	302	286	-5.30%	6.24%	5.53%	239	295	23.43%	4.28%	4.76%	0	0	541	581	7.39%	5.19%	5.10%
50-54	247	230	-6.88%	5.10%	4.44%	267	341	27.72%	4.79%	5.50%	0	0	514	571	11.09%	4.93%	5.02%
55-59	158	161	1.90%	3.27%	3.11%	254	321	26.38%	4.55%	5.18%	0	0	412	482	16.99%	3.95%	4.24%
60 and Over	262	280	6.87%	5.41%	5.41%	346	395	14.16%	6.20%	6.37%	0	0	608	675	11.02%	5.84%	5.93%
Not Stated	2	4	100.00%	0.04%	0.08%	3	7	133.33%	0.05%	0.11%	0	0	5	11	120.00%	0.05%	0.10%
Total	4,839	5,175	6.94%	100.00%	100.00%	5,579	6,198	11.10%	100.00%	100.00%	1	8	10,419	11,381	9.23%	100.00%	100.00%
I		2010	2011	0/ C'	2010	2011											
FREQUENCY OF	VISIT	Number	Number	% Chge	% Share	% Share	т	RAVEL COMPANION	1	2011 Number	% Share						
First Visit		3,860	4,190	8.55%	73.18%	71.96%	S	pouse		2,395	46.07%						
Revisit		876	970	10.73%	16.61%	16.66%		hildren		1,283	24.68%						
Not Stated		539	663	23.01%	10.22%	11.39%	Pi	arents/Grandparents		285	5.48%						
							0	ther Family Members		305	5.87%						
TRAVEL ARRANG	GEMENT							usiness Associates riends		994 656	19.12% 12.62%						
Individually arrange	ed	869	972	11.85%	16.47%	16.69%		our Group		860	16.54%						
Packaged Tour		2,544	3,135	23.23%	48.23%	53.84%		lone		183	3.52%						
Company/Business	s trip	488	505	3.48%	9.25%	8.67%											
Group Tour		1,061	870	-18.00%	20.11%	14.94%	#	of respondents		5,199							
Other		57	27	-52.63%	1.08%	0.46%											
Not Stated		256	314	22.66%	4.85%	5.39%											
TRAVEL PLANS		2010	2011		2010	2011	т	RAVEL	2010	2011		2010	2011				
1				% Chge	% Share	% Share	м	OTIVATION			% Chge	% Share	% Share				
Pleasure		4,306	4,870	13.10%	85.35%	88.85%	In	ternet	686	917	33.67%	13.86%	16.92%				
Business		4,300	4,870	-18.75%	0.95%	0.71%		ewspaper	54	33	-38.89%	1.09%	0.61%				
Golf		366	422	15.30%	7.25%	7.70%		agazines	68	56	-17.65%	1.37%	1.03%				
Diving		93	132	41.94%	1.84%	2.41%		ravel Agents	2,825	3,118	10.37%	57.09%	57.53%				
Attend Conf & Con	IV	31	15	-51.61%	0.61%	0.27%		limate	267	233	-12.73%	5.40%	4.30%				
Company Trip		118	82	-30.51%	2.34%	1.50%		rice	33	36	9.09%	0.67%	0.66%				
Honeymoon		528	451	-14.58%	10.47%	8.23%		hort flight Time	256	274	7.03%	5.17%	5.06%				
Getting Married		7	3	-57.14%	0.14%	0.05%		eneral Reading	266	289	8.65%	5.38%	5.33%				
Memorial Service VFR		5 49	1 53	-80.00% 8.16%	0.10% 0.97%	0.02% 0.97%		lyer/Poster	109 407	111 402	1.83% -1.23%	2.20% 8.23%	2.05%				
VFR Attend Sport Event	te	49 34	53 27	8.16% -20.59%	0.97% 0.67%	0.97% 0.49%		riends/Relatives V/Radio	407 79	402 89	-1.23% 12.66%	8.23% 1.60%	7.42% 1.64%				
Others	10	34 96	19	-20.59% -80.21%	1.90%	0.35%	P	revious Trip thers	270 395	299 421	12.66% 10.74% 6.58%	5.46% 7.98%	5.52% 7.77%				
OCCUPATION		2010	2011		2010	2011	0	11010	2010	2011	0.36%	7.98% 2010	2011				
I				% Chge	% Share	% Share					% Chge		% Share				
Legislators, and ma	anagers	97	140	44.33%	1.84%	2.40%	E	ntry Level	9	1	-88.89%	0.17%	0.02%				
Professional	3	946	923	-2.43%	17.93%	15.85%		rmed Forces	99	22	-77.78%	1.88%	0.38%				
Technicians		344	423	22.97%	6.52%	7.26%	Н	omemakers	443	542	22.35%	8.40%	9.31%				
Clerk		1,456	1,832	25.82%	27.60%	31.46%		tudents	80	78	-2.50%	1.52%	1.34%				
Service Workers		1,091	1,073	-1.65%	20.68%	18.43%		etirees	86	82	-4.65%	1.63%	1.41%				
Skilled Workers		39	19	-51.28%	0.74%	0.33%		thers	151	136	-9.93%	2.86%	2.34%				
Craft and related tr		5	8	60.00%	0.09%	0.14%	N	ot Stated	378	499	32.01%	7.17%	8.57%				
Operators and Ass	emblers	51	45	-11.76%	0.97%	0.77%											



NOVEMBER	2010	2011		2010	2011	2010	2011		2010	2011	2010	2011	2010	2011		2010	2011
AGE/SEX	Male Number	Male Number	% Chge	% Share	% Share	Female Number	Female Number	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL Number	TOTAL Number	% Chge	% Share	% Share
Under 10	0	0		0.00%	0.00%	0	0		0.00%	0.00%	0	0	0	0		0.00%	0.00%
Under 13	15	45	200.00%	1.23%	1.51%	10	48	380.00%	0.91%	1.63%	1	0	26	93	257.69%	1.12%	1.57%
10-17	0	0		0.00%	0.00%	0	0		0.00%	0.00%	0	0	0	0		0.00%	0.00%
13-15	0	1		0.00%	0.03%	0	2		0.00%	0.07%	0	0	0	3		0.00%	0.05%
16-19	4	2	-50.00%	0.33%	0.07%	1	8	700.00%	0.09%	0.27%	0	0	5	10	100.00%	0.22%	0.17%
18-19	0	0		0.00%	0.00%	0	1		0.00%	0.03%	0	0	0	1		0.00%	0.02%
20-24	41	116	182.93%	3.36%	3.89%	83	265	219.28%	7.59%	8.99%	0	0	124	381	207.26%	5.35%	6.42%
25-29	313	895	185.94%	25.61%	30.00%	387	1,024	164.60%	35.41%	34.75%	0	0	700	1,919	174.14%	30.22%	32.34%
30-34	211	553	162.09%	17.27%	18.54%	200	491	145.50%	18.30%	16.66%	0	0	411	1,044	154.01%	17.75%	17.59%
35-39 40-44	207 152	380 313	83.57% 105.92%	16.94% 12.44%	12.74%	140	245 236	75.00%	12.81% 8.97%	8.31%	0	0	347 250	625	80.12% 119.60%	14.98% 10.79%	10.53%
40-44 45-49	152	278	105.92%	12.44%	10.49% 9.32%	98 80	236	140.82% 177.50%	8.97% 7.32%	8.01% 7.53%	0	0	250 210	549 503	139.52%	9.07%	9.25% 8.48%
43-49 50-54	58	147	153.45%	4.75%	9.32% 4.93%	29	187	544.83%	2.65%	6.35%	0	3	87	334	283.91%	3.76%	5.63%
55-59	56 44	147	190.91%	3.60%	4.93%	29 31	115	270.97%	2.84%	3.90%	0	0	75	243	203.91%	3.24%	4.10%
60 and Over	41	120	195.12%	3.36%	4.06%	31	103	232.26%	2.84%	3.50%	0	0	72	243	211.11%	3.11%	3.77%
Not Stated	6	4	-33.33%	0.49%	0.13%	3	0	-100.00%	0.27%	0.00%	0	1	9	224 5	-44.44%	0.39%	0.08%
Total	1,222	2,983	144.11%	100.00%	100.00%	1,093	2,947	169.62%	100.00%	100.00%	1	4	2,316	5,934	156.22%	100.00%	100.00%
	L											l					
1		2010	2011		2010	2011											
1		Number	Number	% Chge	% Share	% Share				2011							
FREQUENCY OF	VISIT			-			т	RAVEL COMPANION	1	Number	% Share						
First Visit		1,320	3,679	178.71%	89.55%	90.30%	S	oouse		659	17.28%						
Revisit		37	164	343.24%	2.51%	4.03%		hildren		47	1.23%						
Not Stated		117	231	97.44%	7.94%	5.67%		arents/Grandparents		39	1.02%						
								ther Family Members		49	1.29%						
TRAVEL ARRANG	GEMENT							usiness Associates		280	7.34%						
ويتعالم والمراجع	ad		050	040 540/	E 000/	0 100/		iends		264	6.92%						
Individually arrange	ea	74 976	252 1.612	240.54% 65.16%	5.02% 66.21%	6.19% 39.57%		our Group		2,511	65.85%						
Packaged Tour	e trip	976 150	1,612 146	65.16% -2.67%	66.21% 10.18%	39.57% 3.58%	AI	one		90	2.36%						
Company/Business Group Tour	sub	150	146	-2.67% 1317.83%	8.75%	3.58% 44.89%	#	of respondents		3,813							
Other		129	1,029	-66.67%	0.41%	0.05%	#	or respondents		5,015							
Not Stated		139	233	67.63%	9.43%	5.72%											
			_50										1				
TRAVEL PLANS		2010	2011	a:	2010	2011		RAVEL	2010	2011	~ ~	2010	2011				
				% Chge	% Share	% Share		OTIVATION			-	% Share	% Share				
Pleasure		1,244	3,702	197.59%	91.07%	94.87%		ternet	212	396	86.79%	15.86%	10.19%				
Business		17	17	0.00%	1.24%	0.44%		ewspaper	19	53	178.95%	1.42%	1.36%				
Golf		11	12	9.09%	0.81%	0.31%		agazines	56	86	53.57%	4.19%	2.21%				
Diving		40	87	117.50%	2.93%	2.23%		avel Agents	872	3,054	250.23%	65.22%	78.61%				
Attend Conf & Con	IV	1	3	200.00%	0.07%	0.08%		imate	61	129	111.48%	4.56%	3.32%				
Company Trip		57 144	113	98.25%	4.17%	2.90%		ice	18 14	28 24	55.56%	1.35%	0.72%				
Honeymoon Getting Married		144 3	204 4	41.67% 33.33%	10.54% 0.22%	5.23% 0.10%		nort flight Time eneral Reading	14 5	24 11	71.43% 120.00%	1.05% 0.37%	0.62% 0.28%				
Memorial Service		3 1	4	200.00%	0.22%	0.10%		ver/Poster	э 9	5	-44.44%	0.37%	0.28%				
VFR		8	13	62.50%	0.59%	0.33%		iends/Relatives	90	156	73.33%	6.73%	4.02%				
Attend Sport Event	ts	2	3	50.00%	0.15%	0.08%		//Radio	15	21	40.00%	1.12%	0.54%				
Others		8	2	-75.00%	0.59%	0.05%	Pr	revious Trip thers	13 129	17 142	30.77% 10.08%	0.97% 9.65%	0.44% 3.66%				
OCCUPATION		2010	2011		2010	2011	0	000	2010	2011	10.00%	9.65% 2010	3.66% 2011				
				% Chge	% Share	% Share					% Chge	% Share	% Share				
Legislators, and ma	anagers	36	95	163.89%	2.44%	2.33%	Er	ntry Level	5	8	60.00%	0.34%	0.20%				
Professional	-	410	2,601	534.39%	27.82%	63.84%	A	med Forces	0	0		0.00%	0.00%				
Technicians		103	216	109.71%	6.99%	5.30%		omemakers	26	23	-11.54%	1.76%	0.56%				
Clerk		282	468	65.96%	19.13%	11.49%		udents	3	16	433.33%	0.20%	0.39%				
Service Workers		53	111	109.43%	3.60%	2.72%		etirees	16	33	106.25%	1.09%	0.81%				
Skilled Workers		0	5	#DIV/0!	0.00%	0.12%		thers	389	115	-70.44%	26.39%	2.82%				
Craft and related tr		4	8	100.00%	0.27%	0.20%	N	ot Stated	143	367	156.64%	9.70%	9.01%				
Operators and Ass	semblers	4	8	100.00%	0.27%	0.20%											