



Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

Fiscal Year 2011 - 2012

	2011	2012	% Change
TOTAL TO DATE:	52,963	53,968	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 2010 - 2011

	2010	2011	% Change
TOTAL TO DATE:	347,519	307,539	-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	-----

^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	22,726	18,223	-20%	19,109	19,269	1%	5,459	11,070	103%
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			10,485			3,584		
January	15,646			12,685			3,918 ^r		
February	17,450			10,133			3,923		
March	17,214			7,072			2,635		
April	7,696			6,349			2,754		
May	7,567			7,303			5,017		
June	8,645			7,064			4,535		
July	10,151			8,997			4,989		
August	15,388			10,540			5,118		
September	11,872			6,746			4,519		
Year Total	148,634	18,223		106,483	19,269		46,451	11,070	
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	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	
Fiscal Year	~ RUSSIA ~			~ HONG KONG ~			~ OTHER AREAS ~		
	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		
May	324			366			236		
June	558			594			217		
July	450			341			192		
August	422			164			215		
September	216			89			164		
Year Total	5,092	725		1,881	157		4,469	494	

^r Revised

VISITOR ARRIVALS TO SAIPAN - NOVEMBER 2011

ARRIVALS BY MODE OF TRANSPORTATION	<u>Nov-10</u>	<u>Nov-11</u>	% CHANGE
Air Arrivals	26,278	28,964	10%
Sea Arrivals	412	0	-100%
TOTAL ARRIVALS	26,690	28,964	9%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	11,185	9,323	-17%
Kanto (Tokyo)	9,017	7,479	-17%
Kinki (Osaka)	409	280	-32%
Tokai (Nagoya)	416	484	16%
Tohoku (Sendai)	583	528	-9%
Kyushu (Fukuoka)	152	120	-21%
Hokkaido (Sapporo)	85	74	-13%
Chugoku (Hiroshima)	47	48	2%
Shikoku	28	33	18%
Okinawa	9	12	33%
Others	15	16	7%
Not Specified	424	249	-41%
KOREA	10,419	11,381	9%
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	5%
UNITED STATES	558	443	-21%
PHILIPPINES	55	50	-9%
RUSSIA	288	240	-17%
HONG KONG	30	49	63%
OTHER	216	269	25%

ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	52,175	53,307	2%
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		
YEAR TOTAL	333,186	53,307	-----

Source: CNMI Customs Declaration Form

† Revised

[Sea Arrivals : Nov-11](#)

Military Shp: -----

Cruise Ship: -----

VISITOR ARRIVALS TO ROTA - NOVEMBER 2011			
	<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 TINIAN - 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)

NOVEMBER	TOTAL				JAPAN				KOREA				CHINA				GUAM				OTHERS			
	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%	1,147	1,051	100.00%	-8.37%
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%	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	5	12	0.04%	140.00%	2	0	0.00%	-100.00%	1	8	0.07%	700.00%	1	4	0.07%	300.00%	1	0	0.00%	-100.00%	0	0	0.00%	----
AGE GROUP (YEARS)	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%
Under 10	115	141	0.49%	22.61%	0	1	0.01%	----	111	139	1.22%	25.23%	0	0	0.00%	----	4	1	0.08%	-75.00%	0	0	0.00%	----
Under 13	2,760	2,948	10.18%	6.81%	756	627	6.73%	-17.06%	1,800	2,023	17.78%	12.39%	26	93	1.57%	257.69%	81	117	9.18%	44.44%	97	88	8.37%	-9.28%
10-17	5	6	0.02%	20.00%	0	0	0.00%	----	5	5	0.04%	0.00%	0	0	0.00%	----	0	1	0.08%	----	0	0	0.00%	----
13-15	208	198	0.68%	-4.81%	56	56	0.60%	0.00%	117	116	1.02%	-0.85%	0	3	0.05%	----	24	15	1.18%	-37.50%	11	8	0.76%	-27.27%
16-19	565	328	1.13%	-41.95%	479	186	2.00%	-61.17%	51	90	0.79%	76.47%	5	10	0.17%	100.00%	19	35	2.75%	84.21%	11	7	0.67%	-36.36%
18-19	8	7	0.02%	-12.50%	1	0	0.00%	-100.00%	2	6	0.05%	200.00%	0	1	0.02%	----	5	0	0.00%	-100.00%	0	0	0.00%	----
20-24	1,813	1,714	5.92%	-5.46%	1,372	1,079	11.57%	-21.36%	201	159	1.40%	-20.90%	124	381	6.42%	207.26%	64	52	4.08%	-18.75%	52	43	4.09%	-17.31%
25-29	3,860	4,530	15.64%	17.36%	1,771	1,317	14.13%	-25.64%	1,220	1,130	9.93%	-7.38%	700	1,919	32.34%	174.14%	74	72	5.65%	-2.70%	95	92	8.75%	-3.16%
30-34	4,122	4,698	16.22%	13.97%	1,507	1,242	13.32%	-17.58%	1,967	2,192	19.26%	11.44%	411	1,044	17.59%	154.01%	115	101	7.93%	-12.17%	122	119	11.32%	-2.46%
35-39	3,657	3,805	13.14%	4.05%	1,283	1,064	11.41%	-17.07%	1,790	1,894	16.64%	5.81%	347	625	10.53%	80.12%	121	112	8.79%	-7.44%	116	110	10.47%	-5.17%
40-44	2,581	3,040	10.50%	17.78%	936	911	9.77%	-2.67%	1,075	1,307	11.48%	21.58%	250	549	9.25%	119.60%	180	173	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%	136	101	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%	144	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	107	8.40%	7.00%	86	109	10.37%	26.74%
60 & Over	2,104	2,383	8.23%	13.26%	1,161	1,156	12.40%	-0.43%	608	675	5.93%	11.02%	72	224	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%	1,280	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%	1,061	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	100.00%	9.66%	7,771	6,254	100.00%	-19.52%	4,687	5,199	100.00%	10.92%	1,325	3,813	100.00%	187.77%	656	673	100.00%	2.59%	626	582	100.00%	-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						

Visitors Profile by Country (Saipan only)

NOVEMBER	TOTAL				JAPAN				KOREA				CHINA				GUAM				OTHERS			
	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
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	17.28%	-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		10.95%	37,414	32,039		-14.37%	39,878	41,657		4.99%	9,267	23,465		153.21%	2,758	2,823		2.36%	6,309	5,893		-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

NOVEMBER	2010		2011		2010		2011		2010		2011		2010		2011		
	Male	Male	% Chge	% Share	% Share	Female	Female	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL	TOTAL	% Chge	% Share	% Share
AGE/SEX	Number	Number				Number	Number						Number	Number			
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	691	517	-25.18%	11.55%	10.23%	1,080	800	-25.93%	20.76%	18.74%	0	0	1,771	1,317	-25.64%	15.83%	14.13%
30-34	783	648	-17.24%	13.09%	12.82%	724	594	-17.96%	13.92%	13.91%	0	0	1,507	1,242	-17.58%	13.47%	13.32%
35-39	784	637	-18.75%	13.11%	12.61%	499	427	-14.43%	9.59%	10.00%	0	0	1,283	1,064	-17.07%	11.47%	11.41%
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%	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%

FREQUENCY OF VISIT	2010		2011		2010		2011		TRAVEL COMPANION	2011	
	Number	Number	% Chge	% Share	% Share	Number	% Share	Number		% Share	
First Visit	4,345	3,385	-22.09%	49.45%	46.74%	Spouse	1,029	16.45%			
Revisit	3,655	3,277	-10.34%	41.60%	45.25%	Children	502	8.03%			
Not Stated	786	580	-26.21%	8.95%	8.01%	Parents/Grandparents	166	2.65%			
						Other Family Members	255	4.08%			
						Business Associates	1,531	24.48%			
						Friends	2,949	47.15%			
						Tour Group	707	11.30%			
						Alone	438	7.00%			
						# of respondents	6,254				

TRAVEL ARRANGEMENT	2010		2011		2010		2011		TRAVEL MOTIVATION	2010		2011	
	Number	Number	% Chge	% Share	% Share	Number	% Share	% Chge		% Share	% Share	% Share	
Individually arranged	1,056	952	-9.85%	12.02%	13.15%	Internet	1,255	1,131	-9.88%	15.63%	16.65%		
Packaged Tour	4,698	3,876	-17.50%	53.47%	53.52%	Newspaper	36	25	-30.56%	0.45%	0.37%		
Company/Business trip	1,280	1,115	-12.89%	14.57%	15.40%	Magazines	223	176	-21.08%	2.78%	2.59%		
Group Tour	971	888	-8.55%	11.05%	12.26%	Travel Agents	1,559	1,286	-17.51%	19.42%	18.93%		
Other	128	13	-89.84%	1.46%	0.18%	Climate	1,473	1,172	-20.43%	18.35%	17.26%		
Not Stated	653	398	-39.05%	7.43%	5.50%	Price	1,321	966	-26.87%	16.45%	14.22%		
						Short flight Time	1,405	1,147	-18.36%	17.50%	16.89%		
						General Reading	33	31	-6.06%	0.41%	0.46%		
						Flyer/Poster	267	253	-5.24%	3.33%	3.72%		
						Friends/Relatives	1,388	1,319	-4.97%	17.29%	19.42%		
						TV/Radio	29	30	3.45%	0.36%	0.44%		
						Previous Trip	1,655	1,479	-10.63%	20.61%	21.78%		
						Others	1,231	893	-27.46%	15.33%	13.15%		

OCCUPATION	2010		2011		2010		2011		Entry Level	2010		2011	
	Number	Number	% Chge	% Share	% Share	Number	% Share	% Chge		% Share	% Share	% Share	
Legislators, and managers	1,059	915	-13.60%	12.05%	12.63%	Entry Level	3	2	-33.33%	0.03%	0.03%		
Professional	656	523	-20.27%	7.47%	7.22%	Armed Forces	10	8	-20.00%	0.11%	0.11%		
Technicians	446	351	-21.30%	5.08%	4.85%	Homemakers	332	245	-26.20%	3.78%	3.38%		
Clerk	3,216	2,812	-12.56%	36.60%	38.83%	Students	836	687	-17.82%	9.52%	9.49%		
Service Workers	764	654	-14.40%	8.70%	9.03%	Retirees	216	229	6.02%	2.46%	3.16%		
Skilled Workers	46	48	4.35%	0.52%	0.66%	Others	128	134	4.69%	1.46%	1.85%		
Craft and related trades worker	3	0	-100.00%	0.03%	0.00%	Not Stated	1,002	597	-40.42%	11.40%	8.24%		
Operators and Assemblers	69	37	-46.38%	0.79%	0.51%								



CHINA/Hong Kong VISITORS PROFILE

Nov-11

NOVEMBER	2010		2011		2010		2011		2010		2011		2010		2011		2010		2011		
	Male	Male			Female	Female			Not	Not	TOTAL	TOTAL									
AGE/SEX	Number	Number	% Chge	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	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	207	380	83.57%	16.94%	12.74%	140	245	75.00%	12.81%	8.31%	0	0	347	625	80.12%	14.98%	10.53%				
40-44	152	313	105.92%	12.44%	10.49%	98	236	140.82%	8.97%	8.01%	0	0	250	549	119.60%	10.79%	9.25%				
45-49	130	278	113.85%	10.64%	9.32%	80	222	177.50%	7.32%	7.53%	0	3	210	503	139.52%	9.07%	8.48%				
50-54	58	147	153.45%	4.75%	4.93%	29	187	544.83%	2.65%	6.35%	0	0	87	334	283.91%	3.76%	5.63%				
55-59	44	128	190.91%	3.60%	4.29%	31	115	270.97%	2.84%	3.90%	0	0	75	243	224.00%	3.24%	4.10%				
60 and Over	41	121	195.12%	3.36%	4.06%	31	103	232.26%	2.84%	3.50%	0	0	72	224	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	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%				

FREQUENCY OF VISIT	2010		2011		TRAVEL COMPANION	2011	
	Number	Number	% Chge	% Share		Number	% Share
First Visit	1,320	3,679	178.71%	89.55%	Spouse	659	17.28%
Revisit	37	164	343.24%	2.51%	Children	47	1.23%
Not Stated	117	231	97.44%	7.94%	Parents/Grandparents	39	1.02%
					Other Family Members	49	1.29%
TRAVEL ARRANGEMENT					Business Associates	280	7.34%
Individually arranged	74	252	240.54%	5.02%	Friends	264	6.92%
Packaged Tour	976	1,612	65.16%	66.21%	Tour Group	2,511	65.85%
Company/Business trip	150	146	-2.67%	10.18%	Alone	90	2.36%
Group Tour	129	1,829	1317.83%	8.75%	# of respondents	3,813	
Other	6	2	-66.67%	0.41%			
Not Stated	139	233	67.63%	9.43%			

TRAVEL PLANS	2010		2011		TRAVEL MOTIVATION	2010		2011	
			% Chge	% Share		% Chge	% Share	% Share	% Share
Pleasure	1,244	3,702	197.59%	91.07%	Internet	212	396	86.79%	15.86%
Business	17	17	0.00%	1.24%	Newspaper	19	53	178.95%	1.42%
Golf	11	12	9.09%	0.81%	Magazines	56	86	53.57%	4.19%
Diving	40	87	117.50%	2.93%	Travel Agents	872	3,054	250.23%	65.22%
Attend Conf & Conv	1	3	200.00%	0.07%	Climate	61	129	111.48%	4.56%
Company Trip	57	113	98.25%	4.17%	Price	18	28	55.56%	1.35%
Honeymoon	144	204	41.67%	10.54%	Short flight Time	14	24	71.43%	1.05%
Getting Married	3	4	33.33%	0.22%	General Reading	5	11	120.00%	0.37%
Memorial Service	1	3	200.00%	0.07%	Flyer/Poster	9	5	-44.44%	0.67%
VFR	8	13	62.50%	0.59%	Friends/Relatives	90	156	73.33%	6.73%
Attend Sport Events	2	3	50.00%	0.15%	TV/Radio	15	21	40.00%	1.12%
Others	8	2	-75.00%	0.59%	Previous Trip	13	17	30.77%	0.97%
					Others	129	142	10.08%	9.65%

OCCUPATION	2010		2011		Entry Level	2010		2011	
			% Chge	% Share		% Chge	% Share	% Share	% Share
Legislators, and managers	36	95	163.89%	2.44%	Armed Forces	5	8	60.00%	0.34%
Professional	410	2,601	534.39%	27.82%	Homemakers	0	0	----	0.00%
Technicians	103	216	109.71%	6.99%	Students	26	23	-11.54%	1.76%
Clerk	282	468	65.96%	19.13%	Retirees	3	16	433.33%	0.20%
Service Workers	53	111	109.43%	3.60%	Others	16	33	106.25%	1.09%
Skilled Workers	0	5	#DIV/0!	0.00%	Not Stated	389	115	-70.44%	26.39%
Craft and related trades worker	4	8	100.00%	0.27%		143	367	156.64%	9.70%
Operators and Assemblers	4	8	100.00%	0.27%					