

Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

Fiscal Year 2010	- 2011		
TOTAL TO DATE:	2010 20,467	2011 25,784	% Change 25.98%
October	20,467	<u>25,784</u>	<u>25.98%</u>
November	23,008		
December	30,155		
January	35,716		
February	37,850		
March	36,220		
April	26,255		
May	27,015 r		
June	28,372		
July	35,164		
August	38,047		
September	29,917		
YEAR TOTAL:	368,186	25,784	

	2009	2010	% Change
TOTAL TO DATE:	300,793	320,340	6.50%
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%
May	24,128	27,015 r	11.97%
June	21,803	28,372	30.13%
July	30,301	35,164	16.05%
August	37,072 r	38,047	2.63%
September	31,755	29,917	-5.79%
<u>October</u>	<u> 20,467</u>	<u>25,784</u>	<u> 25.98%</u>
November	23,008		
December	30,155		
YEAR TOTAL:	353,956	320,340	

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MONTHLY VISI	TOR ARRI	VALS BY CC	OUNTRY O	F RESIDEN	CE				
		~ JAPAN ~			~ KOREA ^	•	~ CH:	INA/HONG I	(ONG ~
Fiscal Year	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	8,602	11,279	31%	4,813	8,681	80%	3,846	3,207	-17%
<u>October</u>	8,602	11,279	31%	4,813	<u>8,681</u>	<u>80%</u>	<u>3,846</u>	3,207	<u>-17%</u>
November	10,553			6,892			2,742		
December	15,638			10,157			1,302		
January	18,018			11,710			3,065		
February	19,271			9,603			6,286		
March	21,685			8,185			3,196		
April	10,463			8,619			3,483		
May	11,434 r			9,643			3,159		
June	13,451			8,931			2,298		
July	16,596			10,782			4,615		
August	20,117			10,786			4,343		
September	16,992			7,958			2,377		
Year Total	182,820			108,079			40,712		
704 1014	102,020	~ GUAM ~			ITED STA	TEC	•	HILIPPIN	FC
Fiscal Year	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	1,520	1,225	-19%	909	762	-16%	132	43	-67%
<u>October</u>	<u>1,520</u>	1,225	<u>-19%</u>	<u>909</u>	<u>762</u>	<u>-16%</u>	<u>132</u>	<u>43</u>	<u>-67%</u>
November	1,468			496			210		
December	1,578			792			60		
January	1,524			644			39		
February	1,231			997			45		
March	1,559			751			45		
April	1,376			662			201		
May	1,441			746			62		
June	1,760			1,035			39		
July	1,460			951			42		
August	1,315			837 r			43		
September	1,251			893			41		
Year Total	17,483			9,713			959		
	•	~ RUSSIA ~		~	TAIWAN	~	~ O	THER ARE	AS ~
Fiscal Year	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	377	367	-3%	12	34	183%	256	186	-27%
<u>October</u>	<u>377</u>	<u>367</u>	<u>-3%</u>	<u>12</u>	<u>34</u>	<u>183%</u>	<u>256</u>	<u>186</u>	<u>-27%</u>
November	374			43			230		
December	401			5			222		
January	487			4			225		
February	181			10			226		
March	496			7			296		
April	260			10			1,181		
May	305			1			224		
June	485			12			361		
July	375			72			271		
August	383			41			182		
September	205			3			197		
Year Total	4,329			220			3,871		

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VISITOR ARRIVALS TO <u>SAIPAN</u> - O	CTOBER 2010		
ARRIVALS BY MODE OF TRANSPORTATION	Oct-09	Oct-10	% CHANGE
Air Arrivals	19,562	25,268	29%
Sea Arrivals	430	217	-50%
TOTAL ARRIVALS	19,992	25,485	27%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	8,403	11,161	33%
Kanto (Tokyo)	5,957	8,843	48%
Kinki (Osaka)	711	368	-48%
Tokai (Nagoya)	739	859	16%
Tohoku (Sendai)	506	407	-20%
	91	106	-20% 16%
Kyushu (Fukuoka)	_		
Hokkaido (Sapporo)	88	122	39%
Chugoku (Hiroshima)	55	68	24%
Shikoku	33	24	-27%
Okinawa	11	21	91%
Others	2	29	1350%
Not Specified	210	314	50%
KOREA	4,808	8,680	81%
Seoul	2,542	4,237	67%
Pusan	420	778	85%
Taegu	202	239	18%
Inchon	188	56	-70%
Others	1,280	3,005	135%
Not Specified	176	3,003	107%
CHINA/HONG KONG			
	3,846	3,205	-17%
GUAM	1,270	1,073	-16%
UNITED STATES	469	524	12%
PHILIPPINES	132	42	-68%
RUSSIA	377	366	-3%
TAIWAN OTHER	12 245	33 184	175% -25%
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	19,992	25,485	27%
October	19,992	25,485	27%
November	22,446		
December	29,554 35,318		
January February	35,318		
March	37,393 35,470		
April	25,862		
May	26,320		
June	27,959		
July	34,432		
August	37,302 r		
September	29,486		
YEAR TOTAL	361,534	25,485	

Source: ${\it CNMI}$ ${\it Customs}$ ${\it Declaration}$ ${\it Form}$

 $^{\rm r}$ Revised

Sea Arrivals : Oct-10

Military Shp: USS Defender - 85 crew (Oct. 2-6); USS Louisville - 132 crew (Oct. 10-16)

Cruise Ship: n/a

VISITOR ARRIVALS TO ROTA -	OCTOBER 2010		
	<u>Oct-09</u>	<u>Oct-10</u>	% CHANGE
TOTAL ARRIVALS	852	299	-65%
ARRIVALS FROM GUAM	475	299	-37%
JAPAN	199	118	-41%
KOREA	5	1	-80%
CHINA/HONG KONG	0	2	
GUAM	250	152	-39%
UNITED STATES	10	21	110%
PHILIPPINES	0	1	
RUSSIA	0	1	
TAIWAN	0	1	
OTHER	11	2	-82%
INTERISLAND ARRIVALS	377	0	
JAPAN	71		
KOREA	67	عاممه	
CHINA/HONG KONG	0	Not Available	
UNITED STATES (INCLUDING GUAM)	101	ואטניי	
PHILIPPINES OTHER	101 37		
OTHER			
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	852	299	-65%
October	<u>852</u>	<u>299</u>	<u>-65%</u>
November	881		
December	601		
January	398		
February	457		
March	750		
April	393		
May	695 r		
June	413		
July	732		
August	745		
September	431		
YEAR TOTAL	7,348	299	

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 - OCTOBER	2010	
	Oct-09	Oct-10	% CHANGE
TOTAL ARRIVALS	3,759	1,955	-48%
ARRIVALS FROM GUAM	0	0	
JAPAN	0		
KOREA	0		
CHINA/HONG KONG	0		
GUAM	No Visitor Arrival	Not Available	
UNITED STATES	No Visitor Allivai o	Not Wang	
PHILIPPINES	0		
RUSSIA	0		
TAIWAN	0		
OTHER	0		
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	3,658	1,941	-47%
JAPAN	303	280	-8%
KOREA	208	275	32%
CHINA/HONG KONG	2,915	1,232	-58%
GUAM	18	15	-17%
UNITED STATES	20	14	-30%
PHILIPPINES	0	0	
TAIWAN	0	0	
SAIPAN	179	125	-30%
OTHER	15	0	-100%
DAY VISITORS:	101	14	-86%
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	3,759	1,955	-48%
October	3,759	1,955	-48%
November	3,210 r		
December	2,128		
January	3,426		
February	4,804 r		
March	3,120		
April	3,127		
May	2,765		
June	1,949		
July	3,158 2,465		
August September	1,738		
YEAR TOTAL	35,649	1,955	
ALUK TOTAL	35,079	1,900	

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)

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				1	JAPAN				KOREA				CHINA/HONG KONG * GUAM							Page 1 of 2 OTHERS				
OCTOBER		тот																						
	Oct-09		% SHARE	% CHGE	Oct-09	Oct-10		% CHGE	Oct-09	Oct-10	% SHARE	% CHGE	Oct-09		% SHARE	% CHGE	Oct-09	Oct-10	% SHARE	% CHGE	Oct-09		% SHARE	% CHGE
MODE OF ARRIVAL	19,992	25,485	100.00%	27.48%	8,403	11,161	100.00%	32.82%	4,808	8,680	100.00%	80.53%	3,846	3,205	100.00%	-16.67%	1,270	1,073	100.00%	-15.51%	1,665	1,366	100.00%	-17.96%
Air	19,562	25,268	99.15%	29.17%	8,403	11,161	100.00%	32.82%	4,808	8,680	100.00%	80.53%	3,846	3,205	100.00%	-16.67%	1,270	1,073	100.00%	-15.51%	1,235	1,149	84.11%	-6.96%
Sea	430	217	0.85%	-49.53%	0	0	0.00%		0	0	0.00%		0	0	0.00%	40.0704	0	0	0.00%	45.540/	430	217	15.89%	-49.53%
GENDER	19,562	25,268	100.00%	29.17%	8,403	11,161	100.00%	32.82%	4,808	8,680	100.00%	80.53%	3,846	3,205	100.00%	-16.67%	1,270	1,073	100.00%	-15.51%	1,235	1,149	100.00%	-6.96%
Male	9,919	12,445	49.25%	25.47%	4,192	5,387	48.27%	28.51%	2,318	4,077	46.97%	75.88%	1,887	1,612	50.30%	-14.57%	830	700	65.24%	-15.66%	692	669	58.22%	-3.329
Female Not Stated	9,636	12,819	50.73% 0.02%	33.03% -42.86%	4,209	5,774	51.73% 0.00%	37.18% -100.00%	2,487	4,602	53.02% 0.01%	85.04% -66.67%	1,958	1,590	49.61% 0.09%	-18.79% 200.00%	440	373	34.76% 0.00%	-15.23%	542	480	41.78% 0.00%	-11.449 -100.009
AGE GROUP (YEARS)	19.562	25.268	100.00%	29.17%	8,403	11,161	100.00%	32.82%	4.808	8.680	100.00%	80.53%	3.846	3.205	100.00%	-16.67%	1,270	1.073	100.00%	-15.51%	1,235	1,149	100.00%	-6.96%
Under 10	19,302	-,	0.45%	2725.00%	0,403	2	0.02%	32.02 /0	4,000	104	1.20%	10300.00%	3,040	3,203	0.03%	-10.07 /8	1,270	1,073	0.47%	400.00%	1,233	1,145	0.09%	-50.00%
Under 13	1,374	113 2,856	11.30%	107.86%	550	924	8.28%	65.59%	E22	1,561	17.98%	198.47%	131	144	4.49%	9.92%	47	73	6.80%	55.32%	115	154	13.40%	33.919
10-17	1,374	2,000	0.02%	107.00%	000	0	0.00%	05.5976	023	1,501	0.05%	190.47 %	131	0	0.00%	9.9276	47	73	0.00%	55.5276	110	0	0.00%	33.917
13-15	140	279	1.10%	99.29%	41	60	0.54%	46.34%	39	168	1.94%	330.77%	28	25	0.78%	-10.71%	21	12	1.12%	-42.86%	11	14	1.22%	27.279
16-19	652	512	2.03%	-21.47%	513	418	3.75%	-18.52%	18	35	0.40%	94.44%	32	28	0.87%	-12.50%	71	20	1.86%	-71.83%	18	11	0.96%	-38.89%
18-19	6	2	0.01%	-66.67%	0	1	0.01%		0	1	0.01%		0	0	0.00%		3	0	0.00%	-100.00%	3	0	0.00%	-100.00%
20-24	1,278	1,881	7.44%	47.18%	870	1,501	13.45%	72.53%	77	120	1.38%	55.84%	192	176	5.49%	-8.33%	71	48	4.47%	-32.39%	68	36	3.13%	-47.06%
25-29	3,424	4,294	16.99%	25.41%	1,440	1,887	16.91%	31.04%	955	1,299	14.97%	36.02%	814	923	28.80%	13.39%	110	76	7.08%	-30.91%	105	109	9.49%	3.819
30-34	3,125	4,147	16.41%	32.70%	1,251	1,489	13.34%	19.02%	1,196	1,952	22.49%	63.21%	464	508	15.85%	9.48%	92	71	6.62%	-22.83%	122	127	11.05%	4.10%
35-39	2,580	3,667	14.51%	42.13%	997	1,416	12.69%	42.03%	758	1,587	18.28%	109.37%	556	397	12.39%	-28.60%	149	131	12.21%	-12.08%	120	136	11.84%	13.33%
40-44	1,983	2,286	9.05%	15.28%	731	945	8.47%	29.27%	440	712	8.20%	61.82%	511	355	11.08%	-30.53%	156	142	13.23%	-8.97%	145	132	11.49%	-8.97%
45-49	1,503	1,548	6.13%	2.99%	515	687	6.16%	33.40%	264	276	3.18%	4.55%	405	303	9.45%	-25.19%	176	157	14.63%	-10.80%	143	125	10.88%	-12.59%
50-54	1,139	1,106	4.38%	-2.90%	374	465	4.17%	24.33%	198	246	2.83%	24.24%	327	177	5.52%	-45.87%	131	125	11.65%	-4.58%	109	93	8.09%	-14.68%
55-59	995	938	3.71%	-5.73%	428	418	3.75%	-2.34%	146	242	2.79%	65.75%	203	73	2.28%	-64.04%	109	98	9.13%	-10.09%	109	107	9.31%	-1.83%
60 & Over	1,346	1,617	6.40%	20.13%	683	947	8.48%	38.65%	188	371	4.27%	97.34%	181	81	2.53%	-55.25%	131	114	10.62%	-12.98%	163	104	9.05%	-36.20%
Not Stated	13	18	0.07%	38.46%	2 540	0.000	0.01%	-50.00%	5	4 005	0.02%	-60.00%	2 707	14	0.44%	600.00%	2	1	0.09%	-50.00%	2	700	0.00%	-100.009
PURPOSE OF VISIT	14,952	16,231	100.00%	8.55%	6,542	8,382	100.00%	28.13%	2,726	4,235	100.00%	55.36%	3,767	1,975	100.00%	-47.57%	1,026	847	100.00%	-17.45%	891	792	100.00%	-11.119
Pleasure	13,618	15,173	93.48%	11.42%	6,426	8,303	99.06% 0.54%	29.21% -43.75%	2,620	4,167	98.39% 0.78%	59.05%	3,656	1,925 26	97.47% 1.32%	-47.35%	405	338	39.91%	-16.54%	511	440 302	55.56%	-13.89% 1.34%
Business Other	1,038 296	822 236	5.06% 1.45%	-20.81% -20.27%	36	45 34	0.41%	-43.75% -5.56%	18	33 35	0.78%	-62.50% 94.44%	22	26	1.32%	-70.79% 9.09%	483 138	416 93	49.11% 10.98%	-13.87% -32.61%	298	502	38.13% 6.31%	-39.02%
FREQUENCY OF VISIT	14,952	16,231	100.00%	8.55%	6,542	8.382	100.00%	28.13%	2,726	4,235	100.00%	55.36%	3,767	1,975	100.00%	-47.57%	1,026	847	100.00%	-17.45%	891	792	100.00%	-11.119
First Visit	9,075	9,700	59.76%	6.89%	3,410	4,458	53.19%	30.73%	2,007	3,108	73.39%	54.86%	3,195	1,747	88.46%	-45.32%	84	69	8.15%	-17.86%	379	318	40.15%	-16.09%
Revisit	4,299	5,021	30.93%	16.79%	2,583	3,330	39.73%	28.92%	520	606	14.31%	16.54%	126	126	6.38%	0.00%	703	592	69.89%	-15.79%	367	367	46.34%	0.00%
Not Stated	1.578	1.510	9.30%	-4.31%	549	594	7.09%	8.20%	199	521	12.30%	161.81%	446	102	5.16%	-77.13%	239	186	21.96%	-22.18%	145	107	13.51%	-26.219
TRAVEL ARRANGEMENT	14.952	16,231	100.00%	8.55%	6.542	8.382	100.00%	28.13%	2,726	4.235	100.00%	55.36%	3,767	1,975	100.00%	-47.57%	1,026	847	100.00%	-17.45%	891	792	100.00%	-11.119
Individual Arranged	2,959	2,857	17.60%	-3.45%	963	1,068	12.74%	10.90%	977	853	20.14%	-12.69%	108	115	5.82%	6.48%	483	456	53.84%	-5.59%	428	365	46.09%	-14.729
Packaged Tour	7,724	8,795	54.19%	13.87%	3,483	4,961	59.19%	42.43%	1,123	2,476	58.47%	120.48%	3,003	1,286	65.11%	-57.18%	32	11	1.30%	-65.63%	83	61	7.70%	-26.519
Business Trip	1,481	1,611	9.93%	8.78%	857	931	11.11%	8.63%	187	176	4.16%	-5.88%	70	121	6.13%	72.86%	221	177	20.90%	-19.91%	146	206	26.01%	41.109
Group Tour	1,022	1,622	9.99%	58.71%	524	903	10.77%	72.33%	297	436	10.30%	46.80%	139	253	12.81%	82.01%	36	5	0.59%	-86.11%	26	25	3.16%	-3.85%
Other	165	171	1.05%	3.64%	28	19	0.23%	-32.14%	41	98	2.31%	139.02%	18	6	0.30%	-66.67%	39	28	3.31%	-28.21%	39	20	2.53%	-48.729
Not Stated	1.601	1.175	7.24%	-26.61%	687	500	5.97%	-27.22%	101	196	4.63%	94.06%	429	194	9.82%	-54.78%	215	170	20.07%	-20.93%	169	115	14.52%	-31.95%
TRAVEL COMPANION	13.067	14.325		9.63%	5.800	7.597		30.98%	2.538	3.775		48.74%	3,359	1.773		-47.22%	715	574		-19.72%	655	606		-7.48%
Spouse	2,738	3,976	27.76%	45.22%	971	1,279	16.84%	31.72%	1,238	1,969	52.16%	59.05%	365	577	32.54%	58.08%	60	59	10.28%	-1.67%	104	92	15.18%	-11.549
Children	1,004	1,953	13.63%	94.52%	475	721	9.49%	51.79%	351	966	25.59%	175.21%	59	138	7.78%	133.90%	41	46	8.01%	12.20%	78	82	13.53%	5.139
Parents/Grandparents	313	538	3.76%	71.88%	154	232	3.05%	50.65%	92	215	5.70%	133.70%	36	74	4.17%	105.56%	7	9	1.57%	28.57%	24	8	1.32%	-66.67%
Other Family Members/relatives	511	665	4.64%	30.14%	255	348	4.58%	36.47%	135	215	5.70%	59.26%	29	37	2.09%	27.59%	49	35	6.10%	-28.57%	43	30	4.95%	-30.239
Business Associates	1,946	2,402	16.77%	23.43%	1,202	1,316	17.32%	9.48%	378	613	16.24%	62.17%	136	273	15.40%	100.74%	111	78	13.59%	-29.73%	119	122	20.13%	2.529
Friends	3,262	4,453	31.09%	36.51%	2,583	3,561	46.87%	37.86%	360	506	13.40%	40.56%	113	246	13.87%	117.70%	106	68	11.85%	-35.85%	100	72	11.88%	-28.00
Tour Group	3,583	1,655	11.55%	-53.81%	598	772	10.16%	29.10%	289	341	9.03%	17.99%	2,653	513	28.93%	-80.66%	17	2	0.35%	-88.24%	26	27	4.46%	3.85
Alone	1,263	1,240	8.66%	-1.82%	418	467	6.15%	11.72%	183	132	3.50%	-27.87%	50	89	5.02%	78.00%	375	319	55.57%	-14.93%	237	233	38.45%	-1.699
Not Stated	1,820	1,598	11.16%	-12.20%	735	734	9.66%	-0.14%	182	260	6.89%	42.86%	405	189	10.66%	-53.33%	275	239	41.64%	-13.09%	223		29.04%	-21.08

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

Charles			TO1			JAPAN			1/0	DE 4		CHINA/HK *				GUAM				Page 2 of 2 OTHERS					
Marchan 11-04 15-04 15-04 15-04 1-1-	OCTOBER	0-4.00			* * *	0-1-00			a, aua-	0-1-00			a, aua-	0-1-00				0.100				0-1-00			** 01105
Profession 150	DAVEL DI ANS			% SHARE				% SHARE				% SHARE				% SHARE				% SHARE				% SHARE	% CHGE -3.06%
Second S		-, -	-,	77 400/		-,	,-	75 740/			,	07.250/			,	02.040/				24.000/				EO 140/	
See 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.						4,557				2,100				3,224											-0.57% 17.75%
Second S						607				17/				3				3/0							23.81%
December 9										72				28				6	6						16.22%
Company Comp						1,100				6				0			120.07 70	12	13			27			-22.22%
Second Column						647	-			23	· ·			23	-		121 74%	24				14			28.57%
Second						79				383				65				1	2			5	9		80.00%
Manufaction	-	64				57				3	4			1	7			1	1			2	1		-50.00%
Part		54				7				2	1			2	1			36	32			7	10		42.86%
Section 17		463	398			93	105			68	48			17	7			151				134	94		-29.85%
Description Column Colum		171				56				11	14			5	2			85				14	7		-50.00%
Marie Mari		294				154	373			25	48			12				47				56	26		-53.57%
Margaphor 19						536				139	197			420				192				171			-45.03%
Pagestine 157	RAVEL MOTIVATION	13,347	14,898		11.62%	5,895	7,804		32.38%	2,613	3,983		52.43%	3,347	1,789		-46.55%	755	664		-12.05%	737	658		-10.72%
Travel Agent 1.50 1.57 1.57 1.57 1.57 1.57 1.57 1.57 1.57	ewspaper	81	143	0.96%	76.54%	34	40	0.51%	17.65%	15	64	1.61%	326.67%	23	31	1.73%	34.78%	2	1	0.15%	-50.00%	7	7	1.06%	0.00%
Dimele 1.137 1.447 3.67% 3.07%	agazine	197	376	2.52%	90.86%	129	212	2.72%	64.34%	23	71	1.78%	208.70%	41	83	4.64%	102.44%	1	2	0.30%	100.00%	3	8	1.22%	166.67%
Dece	avel Agent	5,688	5,127	34.41%	-9.86%	1,153	1,798	23.04%	55.94%	1,466	2,161	54.26%	47.41%	2,957	1,077	60.20%	-63.58%	13	15	2.26%	15.38%	99	76	11.55%	-23.23%
Seerl 13.76 1,70 1 14th 24.00 1,12 14th 24.00	imate	1,137	1,487	9.98%	30.78%	961	1,217	15.59%	26.64%	72	186	4.67%	158.33%	38	38	2.12%	0.00%	8	2	0.30%	-75.00%	58	44	6.69%	-24.14%
Reading 68 244 1.70% 186 kets 2 9 0.40% 4.40% 5 197 4.89% 262.7% 1 10 65% 3.00% 2.483% 261 2.94 3.77% 17.13% 18.48% 28.27% 1.62 1.72 1.73% 1.84% 2.92 3.09% 2.62.27% 2.00 1.22 1.33% 1.72% 1.84% 2.02 3.69% 1.62 1.72% 1.84% 2.02 3.09% 3.62 1.11% 1.14% 2.02 3.09% 3.09% 3.00% 6.44% 2.19 2.44 3.75% 1.44% 1.75% 1.84% 1.84% 1.24 1.22 2.21 1.84% 1.84% 1.81 1.14% 1.00% 4.00% 1.00% 4.00% 2.00% 2.00% 1.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00% 4.00%	ice	954	1,457	9.78%	52.73%	889	1,382	17.71%	55.46%	26	40	1.00%	53.85%	22	9	0.50%	-59.09%	4	10	1.51%	150.00%	13	16	2.43%	23.08%
Pyer 6 26 456 3.06% 2459, 25 294 3.77% 17,19% 0.9 123 3.09% 3.05% 3.65% 0.9 7 0.39% 3.22% 0.0 1 0.15%	nort	1,375	1,710	11.48%	24.36%	1,132	1,394	17.86%	23.14%	156	227	5.70%	45.51%	30	47	2.63%	56.67%	38	21	3.16%	-44.74%	19	21	3.19%	10.53%
Friends / Relatives 2.03 2.882 1.53% 1.22% 1.77% 1.819 1.778 1.819 1.78% 1.819 1.829 1.8211 1.829 1.8211 1.822 1.823% 1.87% 1.839 1.8311 1.828 1.829% 1.8311 1.828 1.823% 1.839% 1.8311 1.839% 1.8311 1.839% 1.8311 1.839% 1.83111 1.8311 1.8311 1.8311 1.8311 1.8311 1.8311 1.8311 1.8311 1.8311 1.83111 1	eading	88	254	1.70%	188.64%	25	36	0.46%	44.00%	51	197	4.95%	286.27%	2	12	0.67%	500.00%	3	0	0.00%	-100.00%	7	9	1.37%	28.57%
Ny Faird 6 133 0,89% 23,79% 30 3,8 0,49% 26,77% 22 2,0 2,0 3,0 3,0 3,0 4,9% 26,77% 21 2,0 2,0 1,0 4,0 5,0 1,0 5,0 1,0 5,0 1,0 1,0 1,0 1,0 1,0 1,0 1,0 1,0 1,0 1	yer	365	456	3.06%	24.93%	251	294	3.77%	17.13%	90	123	3.09%	36.67%	9	7	0.39%	-22.22%	0	1	0.15%		15	31	4.71%	106.67%
Prior Trip 1.631 1.822 1.2235 1.1719 1.225 1.1719 1.225 1.1719 1.225 1.1719 1.225 1.1719 1.225 1.1719 1.225 1.1719 1.225 1.1719 1.225 1.1719 1.225 1.1719 1.225 1.1719 1.1	iends / Relatives	2,033	2,282	15.32%	12.25%	1,174	1,391	17.82%	18.48%	292	347	8.71%	18.84%	124	132	7.38%	6.45%	219	244	36.75%	11.42%	224	168	25.53%	-25.00%
Other 1,790 1,810 12,82% 6,70% 869 822 10,53% 4.31% 164 294 7,38% 79,27% 62 160 8,94% 158,06% 420 364 54,82% 1,333% 285 270 41,03% Web 1,475 2,548 17,10% 72,75% 665 1.425 18,260% 64,75% 401 662 17,12% 70,07% 128 30,40 150,7% 156,65% 19 24 33,61% 26,35% 62,077 11,70% 00,000 1,333 38,000 1,333 38,000 1,425 18,231 100,00% 8,55% 6,542 8,382 100,00% 28,13% 276 4,235 100,00% 53,36% 3,767 1,975 100,00% 47,57% 10,000 847 100,00% 11,45% 18,66% 177 891 10,63% 14,57% 50 61 1,44% 51,77 80 11,44% 51,77 80 11,44% 18,000 1,44% 15,000	//Radio	69	133	0.89%	92.75%	30	38	0.49%	26.67%	23	62	1.56%	169.57%	9	28	1.57%	211.11%	1	0	0.00%	-100.00%	6	5	0.76%	-16.67%
web 1,475 2,548 17,10% 72,75% 865 1,425 18,20% 6,47% 401 682 17,12% 70,07% 128 340 19,01% 165,657% 27 183 22,76% 52,20% 62 77 11,70% OCCUPATION 11,952 16,231 100,00% 8,55% 6,542 8,382 100,00% 28,33% 2,70 4,235 100,00% 53,36% 3,000 47,57% 1,000 847 100,00% 41,75% 1,000 847 100,00% 41,75% 1,000 847 100,00% 41,75% 50 90 48,11% 90,00% 94 105 12,40% 11,70% 48 88 11,11% 90 95 48,11% 90,00% 94 105 11,20% 40 11,17% 88 11,11% 48 11,11% 48 11,11% 49 90,00% 94 105 11,11% 48 88 11,11% 48 2,77 81 11,11%		1,631	1,822	12.23%	11.71%	1,235	1,449	18.57%	17.33%	193	235	5.90%	21.76%	27	11	0.61%	-59.26%	107	71	10.69%	-33.64%	69	56	8.51%	-18.84%
Not Stated 1.605 1.333 8.89% 1-68.578 6.74 75.78 7.41% 1-10.68% 113 22 6.33% 123.01% 4.70 186 10.40% 4.55.71% 27 183 27.59% 32.47% 154 12.039% 0.000%	her	1,790	1,910	12.82%	6.70%	859	822	10.53%	-4.31%	164	294	7.38%		62	160	8.94%	158.06%	420	364	54.82%	-13.33%	285	270	41.03%	-5.26%
OCCUPATION 14,952 16,231 100.00% 8.55% 6,542 8,382 100.00% 28.13% 2,726 4,235 100.00% 55.36% 3,767 1,975 100.00% 47.57% 1.026 847 100.00% 17.45% 891 792 100.00% 17.65% 10.00% 10			,							401								19				62			24.19%
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Students 739 1,182 7.28% 59.95% 563 943 11.25% 67.50% 60 153 3.61% 155.00% 38 50 2.53% 31.58% 51 20 2.36% -60.78% 27 16 2.02% Retirees 277 321 1.98% 15.88% 157 195 2.33% 24.20% 39 46 1.09% 17.95% 22 32 1.62% 45.45% 19 17 2.01% -10.53% 40 31 3.91% Other 357 534 3.29% 49.58% 94 140 1.67% 48.94% 64 116 2.74% 81.25% 42 151 7.65% 259.52% 81 80 9.45% -1.23% 76 47 5.93% Not Stated 2,045 1,698 10.46% -16.97% 796 705 8.41% -11.43% 146 307 7.25% 110.27% 490 218 11.04% -55.51%		472				245	, and the second			168				13			46.15%	27				19			-26.32%
Retirees 277 321 1.98% 15.88% 157 195 2.33% 24.20% 39 46 1.09% 17.95% 22 32 1.62% 45.45% 19 17 2.01% -10.53% 40 31 3.91% Other 357 534 3.29% 49.58% 94 140 1.67% 48.94% 64 116 2.74% 81.25% 42 151 7.65% 259.52% 81 80 9.45% -1.23% 76 47 5.93% Not Stated 2.045 1,698 10.46% -16.97% 796 705 8.41% -11.43% 146 307 7.25% 110.27% 490 218 11.04% -55.51% 360 263 31.05% -26.94% 253 205 25.88% LENGTH OF STAY (NIGHTS) 73,945 93,636 26.63% 28,466 37,838 32.92% 18,940 33,427 76.49% 16,455 12,910 -21.54% 2,711 2,295 -15.34% 7,373 7,166										60				38				51				27			-40.74%
Other 357 534 3.29% 49.58% 94 140 1.67% 48.94% 64 116 2.74% 81.25% 42 151 7.65% 259.52% 81 80 9.45% -1.23% 76 47 5.93% Not Stated 2,045 1,698 10.46% -16.97% 796 705 8.41% -11.43% 146 307 7.25% 110.27% 490 218 11.04% -55.51% 360 263 31.05% -26.94% 253 205 25.88% LENGTH OF STAY (NIGHTS) 73,945 93,636 26.63% 28,466 37,838 32.92% 18,940 33,427 76.49% 16,455 12,910 -21.54% 2,711 2,295 -15.34% 7,373 7,166										39								19				40			-22.50%
Not Stated 2,045 1,698 10.46% -16.97% 796 705 8.41% -11.43% 146 307 7.25% 110.27% 490 218 11.04% -55.51% 360 263 31.05% -26.94% 253 205 25.88% LENGTH OF STAY (NIGHTS) 73,945 93,636 26.63% 28,466 37,838 32.92% 18,940 33,427 76.49% 16,455 12,910 -21.54% 2,711 2,295 -15.34% 7,373 7,166						94				64	116			42				81				76			-38.16%
						796				146				490				360	263			253	205		-18.97%
	ENGTH OF STAY (NIGHTS)	73,945	93,636		26.63%	28,466	37,838		32.92%	18,940	33,427		76.49%	16,455	12,910		-21.54%	2,711	2,295		-15.34%	7,373	7,166		-2.81%
Avg. Length of Stay (Nights) 3.78 3.71 3.39 3.39 3.94 3.85 4.28 4.03 2.13 2.14 5.97 6.24	/g. Length of Stay (Nights)	3.78	3.71			3.39	3.39			3.94	3.85			4.28	4.03			2.13	2.14			5.97	6.24		



% Chge

65.59%

46.34%

-18.52%

72.53%

31.04%

19.02%

42.03%

29.27%

33.40%

24.33%

-2.34%

38.65%

-50.00%

32.82%

2010 TOTAL Number

2

924

418

1,501

1,887

1,489

1,416

945

687

465

418

947

11,161

0 60 2009

% Share

0.00%

6.64%

0.00%

0.49%

6.10%

0.00%

10.35%

17.14%

14.89%

11.86%

8.70%

6.13%

4.45%

5.09%

8.13%

0.02%

100.00% 100.00%

2010

% Share

0.02%

8.28%

0.00%

0.54%

3.75%

0.01%

13.45%

16.91%

13.34%

12.69%

8.47%

6.16%

4.17%

3.75%

8.48%

0.01%



Operators and Assemblers

33

58

75.76%

JAPAN VISITORS PROFILE

OCTOBER	2009 Male	2010 Male		2009	2010	2009 Female	2010 Female		2009	2010	2009 Not	2010 Not	2009 TOTAL
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number
Under 10	0	2		0.00%	0.04%	0	0		0.00%	0.00%	0	0	0
Under 13	278	482	73.38%	6.63%	8.95%	278	442	58.99%	6.60%	7.66%	2	0	558
10-17	0	0		0.00%	0.00%	0	0		0.00%	0.00%	0	0	0
13-15	14	25	78.57%	0.33%	0.46%	27	35	29.63%	0.64%	0.61%	0	0	41
16-19	220	181	-17.73%	5.25%	3.36%	293	237	-19.11%	6.96%	4.10%	0	0	513
18-19	0	1		0.00%	0.02%	0	0		0.00%	0.00%	0	0	0
20-24	248	480	93.55%	5.92%	8.91%	622	1,021	64.15%	14.78%	17.68%	0	0	870
25-29	533	675	26.64%	12.71%	12.53%	907	1,212	33.63%	21.55%	20.99%	0	0	1,440
30-34	607	673	10.87%	14.48%	12.49%	644	816	26.71%	15.30%	14.13%	0	0	1,251
35-39	570	752	31.93%	13.60%	13.96%	427	664	55.50%	10.14%	11.50%	0	0	997
40-44	445	587	31.91%	10.62%	10.90%	286	358	25.17%	6.79%	6.20%	0	0	731
45-49	329	433	31.61%	7.85%	8.04%	186	254	36.56%	4.42%	4.40%	0	0	515
50-54	231	268	16.02%	5.51%	4.97%	143	197	37.76%	3.40%	3.41%	0	0	374
55-59	277	263	-5.05%	6.61%	4.88%	151	155	2.65%	3.59%	2.68%	0	0	428
60 and Over	440	564	28.18%	10.50%	10.47%	243	383	57.61%	5.77%	6.63%	0	0	683
Not Stated	0	1		0.00%	0.02%	2	0	-100.00%	0.05%	0.00%	0	0	2
Total	4,192	5,387	28.51%	100.00%	100.00%	4,209	5,774	37.18%	100.00%	100.00%	2	0	8,403
		2009 Number	2010 Number	% Chge	2009 % Share	2010 % Share				2010			
FREQUENCY OF VISIT	т	Number	Number	% Crige	% Share	% Shale		TRAVEL COMPANIO	N	Number	% Share		
First Visit		3,410	4,458	30.73%	52.12%	53.19%		Spouse		1,279	16.84%		
Revisit		2,583	3,330	28.92%	39.48%	39.73%		Children		721	9.49%		
Not Stated		549	594	8.20%	8.39%	7.09%		Parents/Grandparents		232	3.05%		
1401 Olalou		040	004	0.2070	0.0070	7.0070		Other Family Members		348	4.58%		
TRAVEL ARRANGEM	ENT							Business Associates Friends		1,316 3,561	17.32% 46.87%		
Individually arranged		963	1,068	10.90%	14.72%	12.74%		Tour Group		772	10.16%		
Packaged Tour		3,483	4,961	42.43%	53.24%	59.19%		Alone		467	6.15%		
Company/Business trip	,	857	931	8.63%	13.10%	11.11%		7 110110		407	0.1070		
Group Tour	,	524	903	72.33%	8.01%	10.77%		# of respondents		7,597			
Other		28	19	-32.14%	0.43%	0.23%		" or respondente		.,00.			
Not Stated		687	500	-27.22%	10.50%	5.97%							
TRAVEL PLANS		2009	2010		2009	2010		TRAVEL	2009	2010	I	2009	2010
				% Chge	% Share	% Share		MOTIVATION			% Chge	% Share	% Share
Pleasure		4,557	6.017	32.04%	75.87%	75.71%		Internet	865	1.425	64.74%	14.67%	18.26%
Business		98	61	-37.76%	1.63%	0.77%		Newspaper	34	40	17.65%	0.58%	0.51%
Golf		607	717	18.12%	10.11%	9.02%		Magazines	129	212	64.34%	2.19%	2.72%
Divina		1,166	1,408	20.75%	19.41%	17.72%		Travel Agents	1.153	1.798	55.94%	19.56%	23.04%
Attend Conf & Conv		5	3	-40.00%	0.08%	0.04%		Climate	961	1,730	26.64%	16.30%	15.59%
Company Trip		647	774	19.63%	10.77%	9.74%		Price	889	1,382	55.46%	15.08%	17.71%
Honeymoon		79	107	35.44%	1.32%	1.35%		Short flight Time	1,132	1,394	23.14%	19.20%	17.71%
Getting Married		57	62	8.77%	0.95%	0.78%		General Reading	25	36	44.00%	0.42%	0.46%
Memorial Service		7	40	471.43%	0.12%	0.50%		Flyer/Poster	251	294	17.13%	4.26%	3.77%
VFR		93	105	12.90%	1.55%	1.32%		Friends/Relatives	1,174	1,391	18.48%	19.92%	17.82%
Attend Sport Events		56	41	-26.79%	0.93%	0.52%		TV/Radio	30	38	26.67%	0.51%	0.49%
Others		154	373	142.21%	2.56%	4.69%		Previous Trip Others	1,235 859	1,449 822	17.33% -4.31%	20.95% 14.57%	18.57% 10.53%
OCCUPATION		2009	2010		2009	2010		Culcio	2009	2010	4.0170	2009	2010
				% Chge	% Share	% Share					% Chge	% Share	% Share
Legislators, and manag	ners	777	891	14.67%	11.88%	10.63%		Entry Level	1	2	100.00%	0.02%	0.02%
Professional	,010	507	651	28.40%	7.75%	7.77%		Armed Forces	5	3	-40.00%	0.02%	0.02 %
Technicians		316	388	22.78%	4.83%	4.63%		Homemakers	245	322	31.43%	3.75%	3.84%
Clerk		2,270	3,166	39.47%	34.70%	37.77%		Students	563	943	67.50%	8.61%	11.25%
Service Workers		2,270 756	3,166 884	16.93%	34.70% 11.56%	10.55%		Retirees	157	943 195	24.20%	2.40%	2.33%
Skilled Workers		20	31	55.00%	0.31%	0.37%		Others	94	140	48.94%	2.40% 1.44%	2.33% 1.67%
Craft and related trades	s worker	20	3	50.00%	0.03%	0.04%		Not Stated	796	705	-11.43%	12.17%	8.41%
Operators and Assemb		22	59	75.76%	0.03%	0.04%		THOI GIAIGU	1 30	700	11.73/0	12.11/0	0.71/0

0.69%

0.50%



KOREA VISITORS PROFILE



OCTOBER ACE/SEX	2009 Male	2010 Male	0/ 01	2009	2010	2009 Female	2010 Female	0/ 04	2009	2010	2009 Not	2010 Not	2009 TOTAL	2010 TOTAL	0/ Ob	2009	2010
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	% Share
Under 10	0	53		0.00%	1.30%	1	51	5000.00%	0.04%	1.11%	0	0	1	104	10300.00%	0.02%	1.20%
Under 13	264	796	201.52%	11.39%	19.52%	256	764	198.44%	10.29%	16.60%	3	1	523	1,561	198.47%	10.88%	17.98%
10-17 13-15	0 21	4 74	252.38%	0.00% 0.91%	0.10% 1.82%	0 18	0 94	422.22%	0.00% 0.72%	0.00% 2.04%	0	0	0 39	4 168	330.77%	0.00% 0.81%	0.05% 1.94%
16-19	11	17	54.55%	0.47%	0.42%	7	18	157.14%	0.28%	0.39%	0	0	18	35	94.44%	0.37%	0.40%
18-19	0	0		0.00%	0.00%	0	1		0.00%	0.02%	0	0	0	1		0.00%	0.01%
20-24	14	30	114.29%	0.60%	0.74%	63	90	42.86%	2.53%	1.96%	0	0	77	120	55.84%	1.60%	1.38%
25-29 30-34	311 614	416 919	33.76% 49.67%	13.42% 26.49%	10.20% 22.54%	644 582	883 1,033	37.11% 77.49%	25.89% 23.40%	19.19% 22.45%	0	0	955 1,196	1,299 1,952	36.02% 63.21%	19.86% 24.88%	14.97% 22.49%
35-39	414	835	101.69%	17.86%	20.48%	344	752	118.60%	13.83%	16.34%	0	0	758	1,587	109.37%	15.77%	18.289
40-44	253	411	62.45%	10.91%	10.08%	187	301	60.96%	7.52%	6.54%	0	0	440	712	61.82%	9.15%	8.20%
45-49	146	161	10.27%	6.30%	3.95%	118	115	-2.54%	4.74%	2.50%	0	0	264	276	4.55%	5.49%	3.189
50-54 55-59	107 78	105 95	-1.87% 21.79%	4.62% 3.36%	2.58% 2.33%	91 68	141 147	54.95% 116.18%	3.66% 2.73%	3.06% 3.19%	0	0	198 146	246 242	24.24% 65.75%	4.12% 3.04%	2.839 2.799
60 and Over	85	159	87.06%	3.67%	3.90%	103	212	105.83%	4.14%	4.61%	0	0	188	371	97.34%	3.91%	4.27%
Not Stated	0	2		0.00%	0.05%	5	0	-100.00%	0.20%	0.00%	0	0	5	2	-60.00%	0.10%	0.02%
Total	2,318	4,077	75.88%	100.00%	100.00%	2,487	4,602	85.04%	100.00%	100.00%	3	1	4,808	8,680	80.53%	100.00%	100.00%
	•																
		2009	2010		2009	2010											
FREQUENCY OF	VISIT	Number	Number	% Chge	% Share	% Share	TR	AVEL COMPAN	ION	2010 Number	% Share						
First Visit		2,007	3,108	54.86%	73.62%	73.39%	Sno	ouse		1,969	52.16%						
Revisit		520	606	16.54%	19.08%	14.31%		ildren		966	25.59%						
Not Stated		199	521	161.81%	7.30%	12.30%	Pai	rents/Grandparer	ts	215	5.70%						
TRAVEL ARRAN	GEMENT							ner Family Membe siness Associates		215 613	5.70% 16.24%						
								ends		506	13.40%						
Individually arrang Packaged Tour	jed	977 1,123	853 2,476	-12.69% 120.48%	35.84% 41.20%	20.14% 58.47%	To: Alo	ur Group		341 132	9.03% 3.50%						
Company/Busines	ss trip	1,123	176	-5.88%	6.86%	4.16%	Alo	iiie		132	3.30 /6						
Group Tour		297	436	46.80%	10.90%	10.30%	# o	f respondents		3,775							
Other Not Stated		41 101	98 196	139.02% 94.06%	1.50% 3.71%	2.31% 4.63%											
TRAVEL PLANS		2009	2010	0/ 01	2009	2010		AVEL	2009	2010	0/ Ob 22	2009	2010				
				% Chge	% Share	% Share	МС	TIVATION			% Chge	% Share	% Share				
Pleasure		2,188	3,523	61.01%	% Share 84.58%	% Share 87.25%	MC Inte	OTIVATION ernet	401	682	70.07%	% Share 15.35%	% Share 17.12%				
				_	% Share	% Share	MC Inte Ne	TIVATION			•	% Share	% Share				
Pleasure Business Golf Diving		2,188 58 174 72	3,523 27 187 101	61.01% -53.45% 7.47% 40.28%	% Share 84.58% 2.24% 6.73% 2.78%	% Share 87.25% 0.67% 4.63% 2.50%	MC Inte Ne Ma Tra	OTIVATION ernet wspaper gazines avel Agents	401 15 23 1,466	682 64 71 2,161	70.07% 326.67% 208.70% 47.41%	% Share 15.35% 0.57% 0.88% 56.10%	% Share 17.12% 1.61% 1.78% 54.26%				
Pleasure Business Golf Diving Attend Conf & Cor	nv	2,188 58 174 72 6	3,523 27 187 101 4	61.01% -53.45% 7.47% 40.28% -33.33%	% Share 84.58% 2.24% 6.73% 2.78% 0.23%	% Share 87.25% 0.67% 4.63% 2.50% 0.10%	MC Inte Ne Ma Tra Clii	DTIVATION ernet wspaper gazines evel Agents mate	401 15 23 1,466 72	682 64 71 2,161 186	70.07% 326.67% 208.70% 47.41% 158.33%	% Share 15.35% 0.57% 0.88% 56.10% 2.76%	% Share 17.12% 1.61% 1.78% 54.26% 4.67%				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip	nv	2,188 58 174 72 6 23	3,523 27 187 101 4 60	61.01% -53.45% 7.47% 40.28% -33.33% 160.87%	% Share 84.58% 2.24% 6.73% 2.78% 0.23% 0.89%	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49%	MC Inte Ne Ma Tra Clii Prie	OTIVATION ernet wspaper gazines avel Agents mate ce	401 15 23 1,466 72 26	682 64 71 2,161 186 40	70.07% 326.67% 208.70% 47.41% 158.33% 53.85%	% Share 15.35% 0.57% 0.88% 56.10% 2.76% 1.00%	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00%				
Pleasure Business Golf Diving Attend Conf & Cor	nv	2,188 58 174 72 6	3,523 27 187 101 4	61.01% -53.45% 7.47% 40.28% -33.33%	% Share 84.58% 2.24% 6.73% 2.78% 0.23%	% Share 87.25% 0.67% 4.63% 2.50% 0.10%	MC Inte Ne Ma Tra Clir Pri She	DTIVATION ernet wspaper gazines evel Agents mate	401 15 23 1,466 72	682 64 71 2,161 186	70.07% 326.67% 208.70% 47.41% 158.33%	% Share 15.35% 0.57% 0.88% 56.10% 2.76%	% Share 17.12% 1.61% 1.78% 54.26% 4.67%				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service	nv	2,188 58 174 72 6 23 383 3	3,523 27 187 101 4 60 509 4	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% 33.33% -50.00%	% Share 84.58% 2.24% 6.73% 2.78% 0.23% 0.89% 14.80% 0.12% 0.08%	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.10% 0.02%	MC Inte Ne Ma Tra Clit Prit Sho Ge Fly	ortivation ernet wspaper gazines avel Agents mate ce ort flight Time neral Reading er/Poster	401 15 23 1,466 72 26 156 51 90	682 64 71 2,161 186 40 227 197 123	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 286.27% 36.67%	% Share 15.35% 0.57% 0.88% 56.10% 2.76% 1.00% 5.97% 1.95% 3.44%	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09%				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service VFR		2,188 58 174 72 6 23 383 3 2 68	3,523 27 187 101 4 60 509 4 1	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% 33.33% -50.00% -29.41%	% Share 84.58% 2.24% 6.73% 2.78% 0.23% 0.89% 14.80% 0.12% 0.08% 2.63%	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.10% 0.02% 1.19%	MC Inte Ne Ma Tra Clir Pric Sho Ge Fly Frie	ortivation ernet wspaper gazines avel Agents mate ce ort flight Time neral Reading er/Poster ends/Relatives	401 15 23 1,466 72 26 156 51 90 292	682 64 71 2,161 186 40 227 197 123 347	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 286.27% 36.67% 18.84%	% Share 15.35% 0.57% 0.88% 56.10% 2.76% 1.00% 5.97% 1.95% 3.44% 11.17%	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09% 8.71%				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service VFR Attend Sport Even		2,188 58 174 72 6 23 383 3 2 68 11	3,523 27 187 101 4 60 509 4 1 48	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% 33.33% -50.00% -29.41% 27.27%	% Share 84.58% 2.24% 6.73% 2.78% 0.23% 0.89% 14.80% 0.12% 0.08% 2.63% 0.43%	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.02% 1.19% 0.35%	MC Inte Ne Ma Tra Clii Pri Shi Ge Fly Fri TV	ortivation ernet wspaper gazines ivel Agents mate ce ort flight Time neral Reading er/Poster ends/Relatives /Radio	401 15 23 1,466 72 26 156 51 90 292 23	682 64 71 2,161 186 40 227 197 123 347 62	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 286.27% 36.67% 18.84% 169.57%	% Share 15.35% 0.57% 0.88% 56.10% 2.76% 1.00% 5.97% 1.95% 3.44% 11.17% 0.88%	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09% 8.71% 1.56%				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service VFR Attend Sport Even Others		2,188 58 174 72 6 23 383 3 2 68 11 25	3,523 27 187 101 4 60 509 4 1 1 48 14	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% 33.33% -50.00% -29.41%	% Share 84.58% 2.24% 6.73% 2.78% 0.23% 0.89% 14.80% 0.12% 0.08% 2.63% 0.43% 0.97%	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.02% 1.19% 0.35% 1.19%	MC Inte Net Ma Tra Clin Pri Shr Ge Fly Friv TV,	ortivation ernet wspaper gazines avel Agents mate ce ort flight Time neral Reading er/Poster ends/Relatives	401 15 23 1,466 72 26 156 51 90 292 23 193 164	682 64 71 2,161 186 40 227 197 123 347 62 235 294	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 286.27% 36.67% 18.84%	% Share 15.35% 0.57% 0.88% 56.10% 2.76% 1.00% 5.97% 1.95% 3.44% 11.17% 0.88% 7.39% 6.28%	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09% 8.71% 1.56% 5.90% 7.38%				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service VFR Attend Sport Even Others		2,188 58 174 72 6 23 383 3 2 68 11	3,523 27 187 101 4 60 509 4 1 48	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% 33.33% -50.00% -29.41% 27.27% 92.00%	% Share 84.58% 2.24% 6.73% 6.73% 0.23% 0.89% 14.80% 0.12% 0.08% 2.63% 0.43% 0.97%	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.02% 1.19% 0.35% 1.19%	MC Inte Net Ma Tra Clin Pri Shr Ge Fly Friv TV,	ortivation ernet wspaper gazines avel Agents mate ce ort flight Time neral Reading er/Poster ends/Relatives //Radio	401 15 23 1,466 72 26 156 51 90 292 23 193	682 64 71 2,161 186 40 227 197 123 347 62 235	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 286.27% 36.67% 18.84% 29.57% 21.76% 79.27%	% Share 15.35% 0.57% 0.88% 56.10% 2.76% 1.00% 5.97% 1.95% 3.44% 7.39% 6.28%	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09% 8.71% 1.56% 5.90% 7.38%				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service VFR Attend Sport Even Others	ots	2,188 58 174 72 6 23 383 3 2 68 11 25	3,523 27 187 101 4 60 509 4 1 48 14 48	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% 33.33% -50.00% -29.41% 27.27% 92.00%	% Share 84.58% 2.24% 6.73% 0.23% 0.89% 14.80% 0.12% 0.08% 2.63% 0.43% 0.97% 2009 % Share	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.02% 1.19% 0.35% 1.19% 2010 % Share	MC Inte Nei Ma Tra Clin Pri Sh Ge Fly Fri TV Ott	ortivation ernet wspaper gazines wvel Agents mate ce ort flight Time neral Reading er/Poster ends/Relatives //Radio	401 15 23 1,466 72 26 156 51 90 292 23 193 164	682 64 71 2,161 186 40 227 197 123 347 62 235 294	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 286.27% 36.67% 18.84% 619.57% 21.76% 79.27%	% Share 15.35% 0.57% 0.88% 56.10% 2.76% 1.00% 5.97% 1.95% 3.44% 7.39% 6.28% 2009 % Share	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09% 8.71% 1.56% 5.90% 7.38% 2010 % Share				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service VFR Attend Sport Even Others OCCUPATION Legislators, and m	ots	2,188 58 174 72 6 23 383 3 2 68 11 25	3,523 27 187 101 4 60 509 4 1 48 14 48	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% 33.333% -50.00% -29.41% 27.27% 92.00% % Chge 5.17%	% Share 84.58% 2.24% 6.73% 2.78% 0.23% 0.89% 14.80% 0.12% 0.08% 2.63% 0.43% 0.97% 2009 % Share 2.13%	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.02% 1.19% 0.35% 1.19% 2010 % Share 1.44%	MC Inte Net Ma Tra Clin Prin Sho Ge Fly Frin TV. Pre Oth	ortivation ernet wspaper gazines wvel Agents mate ce ort flight Time neral Reading er/Poster ends/Relatives //Radio evious Trip ners	401 15 23 1,466 72 26 156 51 90 292 23 193 164 2009	682 64 71 2,161 186 40 227 197 123 347 62 235 294	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 286.27% 36.67% 18.84% 169.57% 21.76% 79.27%	% Share 15.35% 0.57% 0.88% 56.10% 1.00% 5.97% 1.95% 1.95% 1.117% 0.88% 7.39% 6.28% 2009 % Share 2.24%	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09% 8.71% 1.56% 5.90% 7.38% 2010 % Share 0.12%				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service VFR Attend Sport Even Others	ots	2,188 58 174 72 6 23 383 3 2 68 11 25	3,523 27 187 101 4 60 509 4 1 48 14 48	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% 33.33% -50.00% -29.41% 27.27% 92.00%	% Share 84.58% 2.24% 6.73% 0.23% 0.89% 14.80% 0.12% 0.08% 2.63% 0.43% 0.97% 2009 % Share	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.02% 1.19% 0.35% 1.19% 2010 % Share	MC Inte Net Ma Tra Clin Shr Shr Fric TV, Pre Ott	ortivation ernet wspaper gazines wvel Agents mate ce ort flight Time neral Reading er/Poster ends/Relatives //Radio	401 15 23 1,466 72 26 156 51 90 292 23 193 164	682 64 71 2,161 186 40 227 197 123 347 62 235 294	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 286.27% 36.67% 18.84% 619.57% 21.76% 79.27%	% Share 15.35% 0.57% 0.88% 56.10% 2.76% 1.00% 5.97% 1.95% 3.44% 7.39% 6.28% 2009 % Share	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09% 8.71% 1.56% 5.90% 7.38% 2010 % Share				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service VFR Attend Sport Even Others OCCUPATION Legislators, and m Professional Technicians Clerk	ots	2,188 58 174 72 6 23 383 3 2 68 11 25 2009	3,523 27 187 101 4 60 509 4 1 48 14 48 2010 61 868 340 1,256	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% -29.41% 27.27% 92.00% 	% Share 84.58% 2.24% 6.73% 0.23% 0.89% 14.80% 0.12% 0.08% 2.633% 0.43% 0.97% 2009 % Share 2.13% 20.95% 8.58% 30.26%	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.02% 1.19% 0.35% 1.19% 2010 % Share 1.44% 20.50% 8.03% 29.66%	MC Inte Net Ma Tra Clir Priv Sh Ge Fly Friv TV Pre Ott Arr Holo Stu	ernet wspaper gazines wvel Agents mate ce ort flight Time neral Reading er/Poster ends/Relatives //Radio perious Trip ners try Level ned Forces memakers idents	401 15 23 1,466 72 26 156 51 90 292 23 193 164 2009 61 8 168 60	682 64 71 2,161 186 40 227 197 123 347 62 235 294 2010 5 17 323 153	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 36.67% 18.84% 169.57% 21.76% 79.27% Chge -91.80% 112.50% 92.26% 155.00%	% Share 15.35% 0.57% 0.88% 0.67% 1.00% 2.76% 1.00% 5.97% 3.44% 11.17% 0.88% 2009 % Share 2.24% 0.29% 6.16% 2.20%	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09% 8.71% 1.56% 5.90% 7.38% 2010 % Share 0.12% 0.40% 7.63% 3.61%				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service VFR Attend Sport Even Others OCCUPATION Legislators, and m Professional Technicians Clerk Service Workers	ots	2,188 58 174 72 6 23 383 3 2 68 11 25 2009	3,523 27 187 101 4 60 509 4 1 48 14 48 2010 61 868 340 1,256 667	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% -33.333% -50.00% -29.41% 27.27% 92.00% % Chge 5.17% 52.01% 45.30% 52.24% 56.57%	% Share 84.58% 2.24% 6.73% 2.78% 0.23% 0.89% 14.80% 0.12% 0.08% 2.63% 0.43% 0.97% 2009 % Share 2.13% 20.95% 8.58% 30.26% 15.63%	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.02% 1.19% 0.35% 1.19% 2010 % Share 1.44% 20.50% 8.03% 29.66% 15.75%	MC Inter Net Ma Ma Tra Clin Prin Sho Fily Frin TV. Pre Oth Ent Arr Ho Stu	ortivation ernet wspaper gazines wvel Agents mate ce ort flight Time neral Reading er/Poster ends/Relatives /Radio evious Trip ners try Level med Forces memakers idents tirees	401 15 23 1,466 51 156 51 90 292 23 193 164 2009 61 8 168 60 39	682 64 71 2,161 186 40 227 197 123 347 62 235 294 2010 5 17 323 153 46	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 286.27% 18.84% 169.57% 21.76% 79.27% % Chge -91.80% 112.50% 92.26% 155.00% 17.95%	% Share 15.35% 0.57% 0.88% 56.10% 1.00% 5.97% 1.95% 1.45% 7.39% 6.28% 2009 % Share 2.24% 0.29% 6.16% 2.20% 1.43%	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09% 8.71% 1.56% 5.90% 7.38% 2010 % Share 0.12% 0.40% 7.63% 3.61% 1.09%				
Pleasure Business Golf Diving Attend Conf & Cor Company Trip Honeymoon Getting Married Memorial Service VFR Attend Sport Even Others OCCUPATION Legislators, and m Professional Technicians Clerk	nanagers	2,188 58 174 72 6 23 383 3 2 68 11 25 2009	3,523 27 187 101 4 60 509 4 1 48 14 48 2010 61 868 340 1,256	61.01% -53.45% 7.47% 40.28% -33.33% 160.87% 32.90% -29.41% 27.27% 92.00% 	% Share 84.58% 2.24% 6.73% 0.23% 0.89% 14.80% 0.12% 0.08% 2.633% 0.43% 0.97% 2009 % Share 2.13% 20.95% 8.58% 30.26%	% Share 87.25% 0.67% 4.63% 2.50% 0.10% 1.49% 12.61% 0.02% 1.19% 0.35% 1.19% 2010 % Share 1.44% 20.50% 8.03% 29.66%	MC Inte Net Ma Tra Clin Priv Sho Ge Fly Friv TV. Pre Ott	ernet wspaper gazines wvel Agents mate ce ort flight Time neral Reading er/Poster ends/Relatives //Radio perious Trip ners try Level ned Forces memakers idents	401 15 23 1,466 72 26 156 51 90 292 23 193 164 2009 61 8 168 60	682 64 71 2,161 186 40 227 197 123 347 62 235 294 2010 5 17 323 153	70.07% 326.67% 208.70% 47.41% 158.33% 53.85% 45.51% 36.67% 18.84% 169.57% 21.76% 79.27% Chge -91.80% 112.50% 92.26% 155.00%	% Share 15.35% 0.57% 0.88% 0.67% 1.00% 2.76% 1.00% 5.97% 3.44% 11.17% 0.88% 2009 % Share 2.24% 0.29% 6.16% 2.20%	% Share 17.12% 1.61% 1.78% 54.26% 4.67% 1.00% 5.70% 4.95% 3.09% 8.71% 1.56% 5.90% 7.38% 2010 % Share 0.12% 0.40% 7.63% 3.61%				



2010

% Share

0.03%

4.49%

0.00%

0.78%

0.87%

0.00%

5.49%

28.80%

15.85%

12.39%

11.08%

9.45%

5.52%

2.28%

2.53% 0.44%

100.00%



VISITORS AUTHORI	TY																_
<u>OCTOBER</u>	2009 Male	2010 Male		2009	2010	2009 Female	2010 Female		2009	2010	2009 Not	2010 Not	2009 TOTAL	2010 TOTAL		2009	1
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	1
Under 10	0	1		0.00%	0.06%	0	0		0.00%	0.00%	0	0	0	1		0.00%	,
Under 13	62	75	20.97%	3.29%	4.65%	69	68	-1.45%	3.52%	4.28%	0	1	131	144	9.92%	3.41%	
10-17 13-15	0 14	0 15	7.14%	0.00% 0.74%	0.00% 0.93%	0 14	0 10	-28.57%	0.00% 0.72%	0.00% 0.63%	0	0	0 28	0 25	-10.71%	0.00% 0.73%	
16-19	18	10	-44.44%	0.95%	0.62%	14	18	28.57%	0.72%	1.13%	0	0	32	28	-12.50%	0.83%	
18-19	0	0		0.00%	0.00%	0	0		0.00%	0.00%	0	0	0	0		0.00%	•
20-24	48	48	0.00%	2.54%	2.98%	144	127	-11.81%	7.35%	7.99%	0	1	192	176	-8.33%	4.99%	
25-29 30-34	371 236	418 283	12.67% 19.92%	19.66% 12.51%	25.93% 17.56%	443 228	505 225	14.00% -1.32%	22.63% 11.64%	31.76% 14.15%	0	0	814 464	923 508	13.39% 9.48%	21.16% 12.06%	
35-39	290	218	-24.83%	15.37%	13.52%	266	179	-32.71%	13.59%	11.26%	0	0	556	397	-28.60%	14.46%	
40-44	271	189	-30.26%	14.36%	11.72%	240	165	-31.25%	12.26%	10.38%	0	1	511	355	-30.53%	13.29%	,
45-49	205	171	-16.59%	10.86%	10.61%	200	132	-34.00%	10.21%	8.30%	0	0	405	303	-25.19%	10.53%	
50-54 55-59	160 109	99 37	-38.13% -66.06%	8.48% 5.78%	6.14% 2.30%	167 94	78 36	-53.29% -61.70%	8.53% 4.80%	4.91% 2.26%	0	0	327 203	177 73	-45.87% -64.04%	8.50% 5.28%	
60 and Over	109	40	-61.17%	5.46%	2.48%	78	41	-47.44%	3.98%	2.58%	0	0	181	73 81	-55.25%	4.71%	
Not Stated	0	8		0.00%	0.50%	1	6	500.00%	0.05%	0.38%	1	0	2	14	600.00%	0.05%	
Total	1,887	1,612	-14.57%	100.00%	100.00%	1,958	1,590	-18.79%	100.00%	100.00%	1	3	3,846	3,205	-16.67%	100.00%	,
												•					_
		2009	2010		2009	2010											
	_	Number	Number	% Chge	% Share	% Share				2010							
FREQUENCY OF VIS	IIT						TR	AVEL COMPAN	ION	Number	% Share						
First Visit		3,195	1,747	-45.32%	84.82%	88.46%	Sp	ouse		577	32.54%						
Revisit		126	126	0.00%	3.34%	6.38%		ildren		138	7.78%						
Not Stated		446	102	-77.13%	11.84%	5.16%		rents/Grandparen		74 37	4.17% 2.09%						
TRAVEL ARRANGEN	/ENT							siness Associates		273	15.40%						
								ends	-	246	13.87%						
Individually arranged		108	115	6.48%	2.87%	5.82%		ur Group		513	28.93%						
Packaged Tour		3,003	1,286	-57.18%	79.72%	65.11%	Ald	one		89	5.02%						
Company/Business trip Group Tour	р	70 139	121 253	72.86% 82.01%	1.86% 3.69%	6.13% 12.81%	# 6	of respondents		1,773							
Other		18	6	-66.67%	0.48%	0.30%	" (n respondents		1,770							
Not Stated		429	194	-54.78%	11.39%	9.82%											
TRAVEL PLANS		2009	2010		2009	2010	TR	AVEL	2009	2010		2009	2010				
				% Chge	% Share	% Share	MC	OTIVATION			% Chge	% Share	% Share				
Pleasure		3,224	1,699	-47.30%	96.33%	92.04%	Int	ernet	128	340	165.63%	3.82%	19.01%				
Business		71	25	-64.79%	2.12%	1.35%		wspaper	23	31	34.78%	0.69%	1.73%				
Golf Diving		3 28	15 64	400.00% 128.57%	0.09% 0.84%	0.81% 3.47%		igazines avel Agents	41 2,957	83 1,077	102.44% -63.58%	1.22% 88.35%	4.64% 60.20%				
Attend Conf & Conv		0	3		0.00%	0.16%		mate	38	38	0.00%	1.14%	2.12%				
Company Trip		23	51	121.74%	0.69%	2.76%	Pri	ce	22	9	-59.09%	0.66%	0.50%				
Honeymoon		65	124	90.77%	1.94%	6.72%		ort flight Time	30	47	56.67%	0.90%	2.63%				
Getting Married Memorial Service		1 2	7 1	600.00% -50.00%	0.03% 0.06%	0.38% 0.05%		eneral Reading rer/Poster	2 9	12 7	500.00% -22.22%	0.06% 0.27%	0.67% 0.39%				
VFR		17	7	-58.82%	0.51%	0.05%		ends/Relatives	124	132	6.45%	3.70%	7.38%				
Attend Sport Events		5	2	-60.00%	0.15%	0.11%		/Radio	9	28	211.11%	0.27%	1.57%				
Others		12	12	0.00%	0.36%	0.65%		evious Trip hers	27 62	11 160	-59.26% 158.06%	0.81% 1.85%	0.61% 8.94%				
OCCUPATION		2009	2010		2009	2010			2009	2010		2009	2010				
				% Chge	% Share	% Share					_	% Share	% Share				
Legislators, and mana	igers	50	95	90.00%	1.33%	4.81%		try Level	1	7	600.00%	0.03%	0.35%				
Professional Technicians		2,754 92	769 163	-72.08% 77.17%	73.11% 2.44%	38.94% 8.25%		med Forces memakers	0 13	0 19	46.15%	0.00% 0.35%	0.00% 0.96%				
Clerk		92 191	385	101.57%	5.07%	8.25% 19.49%		udents	38	50	31.58%	1.01%	2.53%				
Service Workers		48	54	12.50%	1.27%	2.73%		tirees	22	32	45.45%	0.58%	1.62%				
Skilled Workers		2	3	50.00%	0.05%	0.15%	Oti	hers	42	151	259.52%	1.11%	7.65%				
Craft and related trade		2	7	250.00%	0.05%	0.35%	No	t Stated	490	218	-55.51%	13.01%	11.04%				
Operators and Assemi	DIERS	22	22	0.00%	0.58%	1.11%											