



Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

Fiscal Year 2011 - 2012

	2011	2012	% Change
TOTAL TO DATE:	25,784	24,693	-4.23%
October	25,784	24,693	-4.23%
November	27,179		
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		

Calendar Year 2010 - 2011

	2010	2011	% Change
TOTAL TO DATE:	320,340	278,264	-13.13%
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		
December	31,572		
YEAR TOTAL:	379,091	278,264	-----

^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	11,279	8,696	-23%	8,681	7,880	-9%	3,143	5,134	63%
October	11,279	8,696	-23%	8,681	7,880	-9%	3,143	5,134	63%
November	11,447			10,428			2,316		
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	0		106,483	0		46,451	0	
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	1,225	1,250	2%	762	864	13%	43	54	26%
October	1,225	1,250	2%	762	864	13%	43	54	26%
November	1,402			993			55		
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	0		8,928	0		539	0	
Fiscal Year	~ RUSSIA ~			~ HONG KONG ~			~ OTHER AREAS ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	367	485	32%	64	108	69%	220	222	1%
October	367	485	32%	64	108	69%	220	222	1%
November	288			30			220		
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	0		1,881	0		4,469	0	

^r Revised

VISITOR ARRIVALS TO SAIPAN - OCTOBER 2011

ARRIVALS BY MODE OF TRANSPORTATION	<u>Oct-10</u>	<u>Oct-11</u>	% CHANGE
Air Arrivals	25,268	23,921	-5%
Sea Arrivals	217	422	94%
TOTAL ARRIVALS	25,485	24,343	-4%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	11,161	8,570	-23%
Kanto (Tokyo)	8,843	6,725	-24%
Kinki (Osaka)	368	297	-19%
Tokai (Nagoya)	859	461	-46%
Tohoku (Sendai)	407	647	59%
Kyushu (Fukuoka)	106	57	-46%
Hokkaido (Sapporo)	122	49	-60%
Chugoku (Hiroshima)	68	37	-46%
Shikoku	24	12	-50%
Okinawa	21	19	-10%
Others	29	12	-59%
Not Specified	314	254	-19%
KOREA	8,680	7,880	-9%
Seoul	4,237	4,291	1%
Pusan	778	151	-81%
Taegu	239	153	-36%
Inchon	56	344	514%
Others	3,005	2,749	-9%
Not Specified	365	192	-47%
CHINA	3,142	5,133	63%
GUAM	1,073	1,049	-2%
UNITED STATES	524	430	-18%
PHILIPPINES	42	53	26%
RUSSIA	366	485	33%
HONG KONG	63	108	71%
OTHER	217	213	-2%

ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	25,485	24,343	-4%
October	25,485	24,343	-4%
November	26,690		
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	24,343	-----

Source: CNMI Customs Declaration Form

† Revised

Sea Arrivals : Oct-11

Military Shp: USS Jefferson City - 148 crew (Oct 1-6); USS Fitzgerald - 274 crew (Oct 27-31)

Cruise Ship: -----

VISITOR ARRIVALS TO ROTA - OCTOBER 2011			
	<u>Oct-10</u>	<u>Oct-11</u>	% CHANGE
TOTAL ARRIVALS	299	350	17%
ARRIVALS FROM GUAM	299	350	17%
JAPAN	118	126	7%
KOREA	1	0	-100%
CHINA	1	1	0%
GUAM	152	201	32%
UNITED STATES	21	12	-43%
PHILIPPINES	1	1	0%
RUSSIA	1	0	-100%
HONG KONG	1	0	-100%
OTHER	3	9	200%
INTERISLAND ARRIVALS	0	0	-----
JAPAN			-----
KOREA			-----
CHINA			-----
UNITED STATES (INCLUDING GUAM)	<i>Not Available</i>	<i>Not Available</i>	-----
PHILIPPINES			-----
OTHER			-----
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	299	350	17%
October	299	350	17%
November	489		
December	668		
January	409		
February	292		
March	285		
April	270		
May	365		
June	404		
July	364		
August	665		
September	410		
YEAR TOTAL	4,920	350	-----

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 - OCTOBER 2011			
	<u>Oct-10</u>	<u>Oct-11</u>	<u>% CHANGE</u>
TOTAL ARRIVALS	1,955	0	-100%
ARRIVALS FROM GUAM	0	0	-----
JAPAN	0	<i>Not Available</i>	-----
KOREA	0		-----
CHINA	0		-----
GUAM	0		-----
UNITED STATES	0		-----
PHILIPPINES	0		-----
RUSSIA	0		-----
HONG KONG	0		-----
OTHER	0		-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	1,941	0	-100%
JAPAN	280	<i>Not Available</i>	-100%
KOREA	275		-100%
CHINA	1,232		-100%
GUAM	15		-100%
UNITED STATES	14		-100%
PHILIPPINES	0		-----
HONG KONG	0		-----
SAIPAN	125		-100%
OTHER	0		-----
DAY VISITORS:	14		-100%
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	1,955	0	-100%
October	1,955	-----	-----
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	0	-----

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)

OCTOBER	TOTAL				JAPAN				KOREA				CHINA				GUAM				OTHERS			
	Oct-10	Oct-11	% SHARE	% CHGE	Oct-10	Oct-11	% SHARE	% CHGE	Oct-10	Oct-11	% SHARE	% CHGE	Oct-10	Oct-11	% SHARE	% CHGE	Oct-10	Oct-11	% SHARE	% CHGE	Oct-10	Oct-11	% SHARE	% CHGE
MODE OF ARRIVAL	25,485	24,343	100.00%	-4.48%	11,161	8,570	100.00%	-23.21%	8,680	7,880	100.00%	-9.22%	3,142	5,133	100.00%	63.37%	1,073	1,049	100.00%	-2.24%	1,429	1,711	100.00%	19.73%
Air	25,268	23,921	98.27%	-5.33%	11,161	8,570	100.00%	-23.21%	8,680	7,880	100.00%	-9.22%	3,142	5,133	100.00%	63.37%	1,073	1,049	100.00%	-2.24%	1,212	1,289	75.34%	6.35%
Sea	217	422	1.73%	94.47%	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	217	422	24.66%	94.47%
GENDER	25,268	23,921	100.00%	-5.33%	11,161	8,570	100.00%	-23.21%	8,680	7,880	100.00%	-9.22%	3,142	5,133	100.00%	63.37%	1,073	1,049	100.00%	-2.24%	1,212	1,289	100.00%	6.35%
Male	12,445	11,922	49.84%	-4.20%	5,387	4,255	49.65%	-21.01%	4,077	3,729	47.32%	-8.54%	1,571	2,599	50.63%	65.44%	700	622	59.29%	-11.14%	710	717	55.62%	0.99%
Female	12,819	11,994	50.14%	-6.44%	5,774	4,315	50.35%	-25.27%	4,602	4,146	52.61%	-9.91%	1,568	2,534	49.37%	61.61%	373	427	40.71%	14.48%	502	572	44.38%	13.94%
Not Stated	4	5	0.02%	25.00%	0	0	0.00%	----	1	5	0.06%	400.00%	3	0	0.00%	-100.00%	0	0	0.00%	----	0	0	0.00%	----
AGE GROUP (YEARS)	25,268	23,921	100.00%	-5.33%	11,161	8,570	100.00%	-23.21%	8,680	7,880	100.00%	-9.22%	3,142	5,133	100.00%	63.37%	1,073	1,049	100.00%	-2.24%	1,212	1,289	100.00%	6.35%
Under 10	113	13	0.05%	-88.50%	2	0	0.00%	-100.00%	104	10	0.13%	-90.38%	1	1	0.02%	0.00%	5	2	0.19%	-60.00%	1	0	0.00%	-100.00%
Under 13	2,856	2,582	10.79%	-9.59%	924	589	6.87%	-36.26%	1,561	1,626	20.63%	4.16%	140	148	2.88%	5.71%	73	47	4.48%	-35.62%	158	172	13.34%	8.86%
10-17	4	1	0.00%	-75.00%	0	0	0.00%	----	4	1	0.01%	-75.00%	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----
13-15	279	233	0.97%	-16.49%	60	45	0.53%	-25.00%	168	148	1.88%	-11.90%	25	13	0.25%	-48.00%	12	6	0.57%	-50.00%	14	21	1.63%	50.00%
16-19	512	421	1.76%	-17.77%	418	343	4.00%	-17.94%	35	34	0.43%	-2.86%	27	17	0.33%	-37.04%	20	20	1.91%	0.00%	12	7	0.54%	-41.67%
18-19	2	12	0.05%	500.00%	1	1	0.01%	0.00%	1	2	0.03%	100.00%	0	0	0.00%	----	0	9	0.86%	----	0	0	0.00%	----
20-24	1,881	1,586	6.63%	-15.68%	1,501	1,059	12.36%	-29.45%	120	118	1.50%	-1.67%	174	315	6.14%	81.03%	48	51	4.86%	6.25%	38	43	3.34%	13.16%
25-29	4,294	3,951	16.52%	-7.99%	1,887	1,346	15.71%	-28.67%	1,299	855	10.85%	-34.18%	916	1,589	30.96%	73.47%	76	67	6.39%	-11.84%	116	94	7.29%	-18.97%
30-34	4,147	3,876	16.20%	-6.53%	1,489	1,141	13.31%	-23.37%	1,952	1,711	21.71%	-12.35%	495	773	15.06%	56.16%	71	86	8.20%	21.13%	140	165	12.80%	17.86%
35-39	3,667	3,293	13.77%	-10.20%	1,416	1,053	12.29%	-25.64%	1,587	1,422	18.05%	-10.40%	390	537	10.46%	39.22%	131	118	11.25%	-9.92%	143	163	12.65%	13.99%
40-44	2,286	2,440	10.20%	6.74%	945	809	9.44%	-14.39%	712	863	10.95%	21.21%	345	528	10.29%	53.04%	142	108	10.30%	-23.94%	142	132	10.24%	-7.04%
45-49	1,548	1,622	6.78%	4.78%	687	567	6.62%	-17.47%	276	290	3.68%	5.07%	296	484	9.43%	63.51%	157	146	13.92%	-7.01%	132	135	10.47%	2.27%
50-54	1,106	1,270	5.31%	14.83%	465	445	5.19%	-4.30%	246	232	2.94%	-5.69%	172	341	6.64%	98.26%	125	130	12.39%	4.00%	98	122	9.46%	24.49%
55-59	938	980	4.10%	4.48%	418	383	4.47%	-8.37%	242	181	2.30%	-25.21%	67	230	4.48%	243.28%	98	97	9.25%	-1.02%	113	89	6.90%	-21.24%
60 & Over	1,617	1,629	6.81%	0.74%	947	789	9.21%	-16.68%	371	378	4.80%	1.89%	80	156	3.04%	95.00%	114	162	15.44%	42.11%	105	144	11.17%	37.14%
Not Stated	18	12	0.05%	-33.33%	1	0	0.00%	-100.00%	2	9	0.11%	350.00%	14	1	0.02%	-92.86%	1	0	0.00%	-100.00%	0	2	0.16%	----
PURPOSE OF VISIT	16,231	15,594	100.00%	-3.92%	8,382	6,592	100.00%	-21.36%	4,235	3,646	100.00%	-13.91%	1,937	3,651	100.00%	88.49%	847	854	100.00%	0.83%	830	851	100.00%	2.53%
Pleasure	15,173	14,309	91.76%	-5.69%	8,303	6,251	94.83%	-24.71%	4,167	3,565	97.78%	-14.45%	1,897	3,626	99.32%	91.14%	338	355	41.57%	5.03%	468	512	60.16%	9.40%
Business	822	867	5.56%	5.47%	45	72	1.09%	60.00%	33	45	1.23%	36.36%	16	17	0.47%	6.25%	416	438	51.29%	5.29%	312	295	34.67%	-5.45%
Other	236	418	2.68%	77.12%	34	269	4.08%	691.18%	35	36	0.99%	2.04%	24	8	0.22%	-66.67%	93	61	7.14%	-34.41%	50	44	5.17%	-12.00%
FREQUENCY OF VISIT	16,231	15,594	100.00%	-3.92%	8,382	6,592	100.00%	-21.36%	4,235	3,646	100.00%	-13.91%	1,937	3,651	100.00%	88.49%	847	854	100.00%	0.83%	830	851	100.00%	2.53%
First Visit	9,700	9,683	62.09%	-0.18%	4,458	3,183	48.29%	-28.60%	3,108	2,658	72.90%	-14.48%	1,723	3,407	93.32%	97.74%	69	69	8.08%	0.00%	342	366	43.01%	7.02%
Revisit	5,021	4,433	28.43%	-11.71%	3,330	2,761	41.88%	-17.09%	606	647	17.75%	6.77%	118	111	3.04%	-5.93%	592	571	66.86%	-3.55%	375	343	40.31%	-8.53%
Not Stated	1,510	1,478	9.48%	-2.12%	594	648	9.83%	9.09%	521	341	9.35%	-34.55%	96	133	3.64%	38.54%	186	214	25.06%	15.05%	113	142	16.69%	25.66%
TRAVEL ARRANGEMENT	16,231	15,594	100.00%	-3.92%	8,382	6,592	100.00%	-21.36%	4,235	3,646	100.00%	-13.91%	1,937	3,651	100.00%	88.49%	847	854	100.00%	0.83%	830	851	100.00%	2.53%
Individual Arranged	2,857	2,851	18.28%	-0.21%	1,068	920	13.96%	-13.86%	853	823	22.57%	-3.52%	105	289	7.92%	175.24%	456	426	49.88%	-6.58%	375	393	46.18%	4.80%
Packaged Tour	8,795	7,651	49.06%	-13.01%	4,961	3,675	55.75%	-25.92%	2,476	2,269	62.23%	-8.36%	1,278	1,553	42.54%	21.52%	11	20	2.34%	81.82%	69	134	15.75%	94.20%
Business Trip	1,611	1,326	8.50%	-17.69%	931	791	12.00%	-15.04%	176	140	3.84%	-20.45%	111	29	0.79%	-73.87%	177	213	24.94%	20.34%	216	153	17.98%	-29.17%
Group Tour	1,622	2,597	16.65%	60.11%	903	631	9.57%	-30.12%	436	284	7.79%	-34.86%	253	1,653	45.28%	553.36%	5	8	0.94%	60.00%	25	21	2.47%	-16.00%
Other	171	289	1.85%	69.01%	19	237	3.60%	1147.37%	98	17	0.47%	-82.65%	6	5	0.14%	-16.67%	28	19	2.22%	-32.14%	20	11	1.29%	-45.00%
Not Stated	1,175	880	5.64%	-25.11%	500	338	5.13%	-32.40%	196	113	3.10%	-42.35%	184	122	3.34%	-33.70%	170	168	19.67%	-1.18%	125	139	16.33%	11.20%
TRAVEL COMPANION	14,325	14,251	100.00%	-0.52%	7,597	6,061	100.00%	-20.22%	3,775	3,463	100.00%	-8.26%	1,740	3,494	100.00%	100.80%	574	587	100.00%	2.26%	639	646	100.00%	1.10%
Spouse	3,976	3,867	27.13%	-2.74%	1,279	988	16.30%	-22.75%	1,969	1,962	56.66%	-0.36%	573	712	20.38%	24.26%	59	59	10.05%	0.00%	96	146	22.60%	52.08%
Children	1,953	1,775	12.46%	-9.11%	721	494	8.15%	-31.48%	966	1,064	30.72%	10.14%	135	78	2.23%	-42.22%	46	34	5.79%	-26.09%	85	105	16.25%	23.53%
Parents/Grandparents	538	436	3.06%	-18.96%	232	146	2.41%	-37.07%	215	216	6.24%	0.47%	72	46	1.32%	-36.11%	9	7	1.19%	-22.22%	10	21	3.25%	110.00%
Other Family Members/relatives	665	585	4.10%	-12.03%	348	243	4.01%	-30.17%	215	226	6.53%	5.12%	37	47	1.35%	27.03%	35	27	4.60%	-22.86%	30	42		

Visitors Profile by Country (Saipan only)

OCTOBER	TOTAL				JAPAN				KOREA				CHINA				GUAM				OTHERS			
	Oct-10	Oct-11	% SHARE	% CHGE	Oct-10	Oct-11	% SHARE	% CHGE	Oct-10	Oct-11	% SHARE	% CHGE	Oct-10	Oct-11	% SHARE	% CHGE	Oct-10	Oct-11	% SHARE	% CHGE	Oct-10	Oct-11	% SHARE	% CHGE
TRAVEL PLANS	15,240	14,738		-3.29%	7,947	6,232		-21.58%	4,038	3,521		-12.80%	1,814	3,564		96.47%	711	691		-2.81%	730	730		0.00%
Pleasure	11,810	11,710	79.45%	-0.85%	6,017	4,543	72.90%	-24.50%	3,523	3,140	89.18%	-10.87%	1,678	3,396	95.29%	102.38%	221	221	31.98%	0.00%	371	410	56.16%	10.51%
Business	731	731	4.96%	0.00%	61	73	1.17%	19.67%	27	35	0.99%	29.63%	19	28	0.79%	47.37%	346	358	51.81%	3.47%	278	237	32.47%	-14.75%
Golf	965	848	5.75%	-12.12%	717	616	9.88%	-14.09%	187	162	4.60%	-13.37%	15	12	0.34%	-20.00%	20	27	3.91%	35.00%	26	31	4.25%	19.23%
Dive	1,622	1,362	9.24%	-16.03%	1,408	1,107	17.76%	-21.38%	101	112	3.18%	10.89%	62	73	2.05%	17.74%	6	7	1.01%	16.67%	45	63	8.63%	40.00%
Convention	44	71	0.48%	61.36%	3	10	0.16%	233.33%	4	9	0.26%	125.00%	1	15	0.42%	1400.00%	13	15	2.17%	15.38%	23	22	3.01%	-4.35%
Company Trip	920	747	5.07%	-18.80%	774	667	10.70%	-13.82%	60	30	0.85%	-50.00%	49	22	0.62%	-55.10%	17	13	1.88%	-23.53%	20	15	2.05%	-25.00%
Honeymoon	751	772	5.24%	2.80%	107	83	1.33%	-22.43%	509	436	12.38%	-14.34%	123	242	6.79%	96.75%	2	1	0.14%	-50.00%	10	10	1.37%	0.00%
Get Married	75	47	0.32%	-37.33%	62	33	0.53%	-46.77%	4	1	0.03%	-75.00%	7	10	0.28%	42.86%	1	0	0.00%	-100.00%	1	3	0.41%	200.00%
Memorial Service	84	61	0.41%	-27.38%	40	41	0.66%	2.50%	1	2	0.06%	100.00%	1	1	0.03%	0.00%	32	6	0.87%	-81.25%	10	11	1.51%	10.00%
Visit Friends	398	361	2.45%	-9.30%	105	107	1.72%	1.90%	48	36	1.02%	-25.00%	6	13	0.36%	116.67%	144	130	18.81%	-9.72%	95	75	10.27%	-21.05%
Sports	85	80	0.54%	-5.88%	41	43	0.69%	4.88%	14	19	0.54%	35.71%	1	6	0.17%	500.00%	21	5	0.72%	-76.19%	8	7	0.96%	----
Other	493	452	3.07%	-8.32%	373	358	5.74%	-4.02%	48	29	0.82%	-39.58%	12	13	0.36%	8.33%	34	27	3.91%	-20.59%	26	25	3.42%	-3.85%
Not Stated	991	856	5.81%	-13.62%	435	360	5.78%	-17.24%	197	125	3.55%	-36.55%	123	87	2.44%	-29.27%	136	163	23.59%	19.85%	100	121	16.58%	21.00%
TRAVEL MOTIVATION	14,898	14,601		-1.99%	7,804	6,176		-20.86%	3,983	3,508		-11.93%	1,759	3,514		99.77%	664	691		4.07%	688	712		3.49%
Newspaper	143	77	0.53%	-46.15%	40	18	0.29%	-55.00%	64	11	0.31%	-82.81%	28	36	1.02%	28.57%	1	5	0.72%	400.00%	10	7	0.98%	-30.00%
Magazine	376	324	2.22%	-13.83%	212	173	2.80%	-18.40%	71	52	1.48%	-26.76%	82	75	2.13%	-8.54%	2	2	0.29%	0.00%	9	22	3.09%	144.44%
Travel Agent	5,127	5,983	40.98%	16.70%	1,798	1,140	18.46%	-36.60%	2,161	1,907	54.36%	-11.75%	1,069	2,796	79.57%	161.55%	15	17	2.46%	13.33%	84	123	17.28%	46.43%
Climate	1,487	1,143	7.83%	-23.13%	1,217	933	15.11%	-23.34%	186	113	3.22%	-39.25%	35	48	1.37%	37.14%	2	9	1.30%	350.00%	47	40	5.62%	-14.89%
Price	1,457	1,048	7.18%	-28.07%	1,382	923	14.94%	-33.21%	40	42	1.20%	5.00%	9	28	0.80%	211.11%	10	35	5.07%	250.00%	16	20	2.81%	25.00%
Short	1,710	1,423	9.75%	-16.78%	1,394	1,068	17.29%	-23.39%	227	266	7.58%	17.18%	47	35	1.00%	-25.53%	21	29	4.20%	38.10%	21	25	3.51%	19.05%
Reading	254	262	1.79%	3.15%	36	17	0.28%	-52.78%	197	201	5.73%	2.03%	11	9	0.26%	-18.18%	0	4	0.58%	----	10	31	4.35%	210.00%
Flyer	456	385	2.64%	-15.57%	294	229	3.71%	-22.11%	123	99	2.82%	-19.51%	7	10	0.28%	42.86%	1	1	0.14%	0.00%	31	46	6.46%	48.39%
Friends / Relatives	2,282	2,069	14.17%	-9.33%	1,391	1,129	18.28%	-18.84%	347	293	8.35%	-15.56%	129	169	4.81%	31.01%	244	311	45.01%	27.46%	171	167	23.46%	-2.34%
TV / Radio	133	89	0.61%	-33.08%	38	26	0.42%	-31.58%	62	29	0.83%	-53.23%	27	22	0.63%	-18.52%	0	2	0.29%	----	6	10	1.40%	66.67%
Prior Trip	1,822	1,841	12.61%	1.04%	1,449	1,416	22.93%	-2.28%	235	252	7.18%	7.23%	9	24	0.68%	166.67%	71	78	11.29%	9.86%	58	71	9.97%	22.41%
Other	1,910	1,674	11.46%	-12.36%	822	861	13.94%	4.74%	294	177	5.05%	-39.80%	153	64	1.82%	-58.17%	364	315	45.59%	-13.46%	277	257	36.10%	-7.22%
Web	2,548	2,456	16.82%	-3.61%	1,425	1,059	17.15%	-25.68%	682	781	22.26%	14.52%	334	491	13.97%	47.01%	24	31	4.49%	29.17%	83	94	13.20%	13.25%
Not Stated	1,333	993	6.80%	-25.51%	578	416	6.74%	-28.03%	252	138	3.93%	-45.24%	178	137	3.90%	-23.03%	183	163	23.59%	-10.93%	142	139	19.52%	-2.11%
OCCUPATION	16,231	15,594	100.00%	-3.92%	8,382	6,592	100.00%	-21.36%	4,235	3,646	100.00%	-13.91%	1,937	3,651	100.00%	88.49%	847	854	100.00%	0.83%	830	851	100.00%	2.53%
Leg & Manager	1,240	1,165	7.47%	-6.05%	891	791	12.00%	-11.22%	61	61	1.67%	0.00%	91	104	2.85%	14.29%	105	111	13.00%	5.71%	92	98	11.52%	6.52%
Professional	2,707	4,058	26.02%	49.91%	651	531	8.06%	-18.43%	868	621	17.03%	-28.46%	761	2,444	66.94%	221.16%	164	188	22.01%	14.63%	263	274	32.20%	4.18%
Technicians	1,008	832	5.34%	-17.46%	388	293	4.44%	-24.48%	340	284	7.79%	-16.47%	156	138	3.78%	-11.54%	79	73	8.55%	-7.59%	45	44	5.17%	-2.22%
Clerk	4,847	4,040	25.91%	-16.65%	3,166	2,330	35.35%	-26.41%	1,256	1,269	34.81%	1.04%	381	368	10.08%	-3.41%	17	14	1.64%	-17.65%	27	59	6.93%	118.52%
Service	1,640	1,539	9.87%	-6.16%	884	831	12.61%	-6.00%	667	598	16.40%	-10.34%	53	72	1.97%	35.85%	19	13	1.52%	-31.58%	17	25	2.94%	47.06%
Skilled	46	44	0.28%	-4.35%	31	23	0.35%	-25.81%	12	20	0.55%	66.67%	3	0	0.00%	-100.00%	0	1	0.12%	----	0	0	0.00%	----
Craftsman	25	41	0.26%	64.00%	3	5	0.08%	66.67%	1	6	0.16%	500.00%	6	17	0.47%	183.33%	5	10	1.17%	100.00%	10	3	0.35%	-70.00%
Plant Operator	150	88	0.56%	-41.33%	58	39	0.59%	-32.76%	63	31	0.85%	-50.79%	22	12	0.33%	-45.45%	5	5	0.59%	0.00%	2	1	0.12%	-50.00%
Entry Level	19	28	0.18%	47.37%	2	10	0.15%	400.00%	5	1	0.03%	-80.00%	7	12	0.33%	71.43%	2	3	0.35%	50.00%	3	2	0.24%	-33.33%
Armed Forces	110	80	0.51%	-27.27%	3	7	0.11%	133.33%	17	19	0.52%	11.76%	0	0	0.00%	----	45	28	3.28%	-37.78%	45	26	3.06%	-42.22%
Homemaker	704	648	4.16%	-7.95%	322	276	4.19%	-14.29%	323	289	7.93%	-10.53%	19	35	0.96%	84.21%	26	26	3.04%	0.00%	14	22	2.59%	57.14%
Students	1,182	886	5.68%	-25.04%	943	695	10.54%	-26.30%	153	119	3.26%	-22.22%	50	31	0.85%	-38.00%	20	26	3.04%	30.00%	16	15	1.76%	-6.25%
Retirees	321	261	1.67%	-18.69%	195	162	2.46%	-16.92%	46	34	0.93%	-26.09%	32	13	0.36%	-59.38%	17	28	3.28%	64.71%	31	24	2.82%	-22.58%
Other	534	482	3.09%	-9.74%	140	99	1.50%	-29.29%	116	84	2.30%	-27.59%	151	192	5.26%	27.15%	80	61	7.14%	-23.75%	47	46	5.41%	-2.13%
Not Stated	1,698	1,402	8.99%	-17.43%	705	500	7.58%	-29.08%	307	210	5.76%	-31.60%	205	213	5.83%	3.90%	263	267	31.26%	1.52%	218	212	24.91%	-2.75%
LENGTH OF STAY (NIGHTS)	93,636	64,499		-31.12%	37,838	2,882		-92.38%	33,427	30,069		-10.05%	12,710	20,841		63.97%	2,295	2,447		6.62%	7,366	8,260		12.14%
Avg. Length of Stay (Nights)	3.71	2.70			3.39	0.34			3.85	3.82			4.05	4.06			2.14	2.33			6.08	6.41		



JAPAN VISITORS PROFILE

Oct-11

OCTOBER	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	2	0	-100.00%	0.04%	0.00%	0	0	----	0.00%	0.00%	0	0	2	0	-100.00%	0.02%	0.00%
Under 13	482	288	-40.25%	8.95%	6.77%	442	301	-31.90%	7.66%	6.98%	0	0	924	589	-36.26%	8.28%	6.87%
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
13-15	25	24	-4.00%	0.46%	0.56%	35	21	-40.00%	0.61%	0.49%	0	0	60	45	-25.00%	0.54%	0.53%
16-19	181	180	-0.55%	3.36%	4.23%	237	163	-31.22%	4.10%	3.78%	0	0	418	343	-17.94%	3.75%	4.00%
18-19	1	1	0.00%	0.02%	0.02%	0	0	----	0.00%	0.00%	0	0	1	1	0.00%	0.01%	0.01%
20-24	480	297	-38.13%	8.91%	6.98%	1,021	762	-25.37%	17.68%	17.66%	0	0	1,501	1,059	-29.45%	13.45%	12.36%
25-29	675	487	-27.85%	12.53%	11.45%	1,212	859	-29.13%	20.99%	19.91%	0	0	1,887	1,346	-28.67%	16.91%	15.71%
30-34	673	541	-19.61%	12.49%	12.71%	816	600	-26.47%	14.13%	13.90%	0	0	1,489	1,141	-23.37%	13.34%	13.31%
35-39	752	587	-21.94%	13.96%	13.80%	664	466	-29.82%	11.50%	10.80%	0	0	1,416	1,053	-25.64%	12.69%	12.29%
40-44	587	485	-17.38%	10.90%	11.40%	358	324	-9.50%	6.20%	7.51%	0	0	945	809	-14.39%	8.47%	9.44%
45-49	433	365	-15.70%	8.04%	8.58%	254	202	-20.47%	4.40%	4.68%	0	0	687	567	-17.47%	6.16%	6.62%
50-54	268	286	6.72%	4.97%	6.72%	197	159	-19.29%	3.41%	3.68%	0	0	465	445	-4.30%	4.17%	5.19%
55-59	263	244	-7.22%	4.88%	5.73%	155	139	-10.32%	2.68%	3.22%	0	0	418	383	-8.37%	3.75%	4.47%
60 and Over	564	470	-16.67%	10.47%	11.05%	383	319	-16.71%	6.63%	7.39%	0	0	947	789	-16.68%	8.48%	9.21%
Not Stated	1	0	-100.00%	0.02%	0.00%	0	0	----	0.00%	0.00%	0	0	1	0	-100.00%	0.01%	0.00%
Total	5,387	4,255	-21.01%	100.00%	100.00%	5,774	4,315	-25.27%	100.00%	100.00%	0	0	11,161	8,570	-23.21%	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	4,458	3,183	-28.60%	53.19%	48.29%	Spouse	988	16.30%			
Revisit	3,330	2,761	-17.09%	39.73%	41.88%	Children	494	8.15%			
Not Stated	594	648	9.09%	7.09%	9.83%	Parents/Grandparents	146	2.41%			
						Other Family Members	243	4.01%			
						Business Associates	1,153	19.02%			
						Friends	2,744	45.27%			
						Tour Group	702	11.58%			
						Alone	423	6.98%			
						# of respondents	6,061				

TRAVEL PLANS	2010		2011		2010		2011		TRAVEL MOTIVATION	2010		2011	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share	% Share	
Pleasure	6,017	4,543	-24.50%	75.71%	72.90%	Internet	1,425	1,059	-25.68%	18.26%	17.15%		
Business	61	73	19.67%	0.77%	1.17%	Newspaper	40	18	-55.00%	0.51%	0.29%		
Golf	717	616	-14.09%	9.02%	9.88%	Magazines	212	173	-18.40%	2.72%	2.80%		
Diving	1,408	1,107	-21.38%	17.72%	17.76%	Travel Agents	1,798	1,140	-36.60%	23.04%	18.46%		
Attend Conf & Conv	3	10	233.33%	0.04%	0.16%	Climate	1,217	933	-23.34%	15.59%	15.11%		
Company Trip	774	667	-13.82%	9.74%	10.70%	Price	1,382	923	-33.21%	17.71%	14.94%		
Honeymoon	107	83	-22.43%	1.35%	1.33%	Short flight Time	1,394	1,068	-23.39%	17.86%	17.29%		
Getting Married	62	33	-46.77%	0.78%	0.53%	General Reading	36	17	-52.78%	0.46%	0.28%		
Memorial Service	40	41	2.50%	0.50%	0.66%	Flyer/Poster	294	229	-22.11%	3.77%	3.71%		
VFR	105	107	1.90%	1.32%	1.72%	Friends/Relatives	1,391	1,129	-18.84%	17.82%	18.28%		
Attend Sport Events	41	43	4.88%	0.52%	0.69%	TV/Radio	38	26	-31.58%	0.49%	0.42%		
Others	373	358	-4.02%	4.69%	5.74%	Previous Trip	1,449	1,416	-2.28%	18.57%	22.93%		
						Others	822	861	4.74%	10.53%	13.94%		

OCCUPATION	2010		2011		2010		2011		TRAVEL MOTIVATION	2010		2011	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Legislators, and managers	891	791	-11.22%	10.63%	12.00%	Entry Level	2	10	400.00%	0.02%	0.15%		
Professional	651	531	-18.43%	7.77%	8.06%	Armed Forces	3	7	133.33%	0.04%	0.11%		
Technicians	388	293	-24.48%	4.63%	4.44%	Homemakers	322	276	-14.29%	3.84%	4.19%		
Clerk	3,166	2,330	-26.41%	37.77%	35.35%	Students	943	695	-26.30%	11.25%	10.54%		
Service Workers	884	831	-6.00%	10.55%	12.61%	Retirees	195	162	-16.92%	2.33%	2.46%		
Skilled Workers	31	23	-25.81%	0.37%	0.35%	Others	140	99	-29.29%	1.67%	1.50%		
Craft and related trades worker	3	5	66.67%	0.04%	0.08%	Not Stated	705	500	-29.08%	8.41%	7.58%		
Operators and Assemblers	58	39	-32.76%	0.69%	0.59%								



KOREA VISITORS PROFILE

Oct-11

OCTOBER AGE/SEX	2010	2011	2010		2011		2010		2011		2010	2011	2010		2011		
	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	53	4	-92.45%	1.30%	0.11%	51	6	-88.24%	1.11%	0.14%	0	0	104	10	-90.38%	1.20%	0.13%
Under 13	796	807	1.38%	19.52%	21.64%	764	815	6.68%	16.60%	19.66%	1	4	1,561	1,626	4.16%	17.98%	20.63%
10-17	4	0	-100.00%	0.10%	0.00%	0	1	----	0.00%	0.02%	0	0	4	1	-75.00%	0.05%	0.01%
13-15	74	81	9.46%	1.82%	2.17%	94	67	-28.72%	2.04%	1.62%	0	0	168	148	-11.90%	1.94%	1.88%
16-19	17	17	0.00%	0.42%	0.46%	18	17	-5.56%	0.39%	0.41%	0	0	35	34	-2.86%	0.40%	0.43%
18-19	0	1	----	0.00%	0.03%	1	1	0.00%	0.02%	0.02%	0	0	1	2	100.00%	0.01%	0.03%
20-24	30	33	10.00%	0.74%	0.88%	90	85	-5.56%	1.96%	2.05%	0	0	120	118	-1.67%	1.38%	1.50%
25-29	416	261	-37.26%	10.20%	7.00%	883	594	-32.73%	19.19%	14.33%	0	0	1,299	855	-34.18%	14.97%	10.85%
30-34	919	778	-15.34%	22.54%	20.86%	1,033	933	-9.68%	22.45%	22.50%	0	0	1,952	1,711	-12.35%	22.49%	21.71%
35-39	835	706	-15.45%	20.48%	18.93%	752	716	-4.79%	16.34%	17.27%	0	0	1,587	1,422	-10.40%	18.28%	18.05%
40-44	411	533	29.68%	10.08%	14.29%	301	329	9.30%	6.54%	7.94%	0	1	712	863	21.21%	8.20%	10.95%
45-49	161	167	3.73%	3.95%	4.48%	115	123	6.96%	2.50%	2.97%	0	0	276	290	5.07%	3.18%	3.68%
50-54	105	108	2.86%	2.58%	2.90%	141	124	-12.06%	3.06%	2.99%	0	0	246	232	-5.69%	2.83%	2.94%
55-59	95	63	-33.68%	2.33%	1.69%	147	118	-19.73%	3.19%	2.85%	0	0	242	181	-25.21%	2.79%	2.30%
60 and Over	159	168	5.66%	3.90%	4.51%	212	210	-0.94%	4.61%	5.07%	0	0	371	378	1.89%	4.27%	4.80%
Not Stated	2	2	0.00%	0.05%	0.05%	0	7	----	0.00%	0.17%	0	0	2	9	350.00%	0.02%	0.11%
Total	4,077	3,729	-8.54%	100.00%	100.00%	4,602	4,146	-9.91%	100.00%	100.00%	1	5	8,680	7,880	-9.22%	100.00%	100.00%

FREQUENCY OF VISIT	2010	2011	2010		2011		TRAVEL COMPANION		2011	
	Number	Number	% Chge	% Share	% Share			Number	% Share	
First Visit	3,108	2,658	-14.48%	73.39%	72.90%	Spouse		1,962	56.66%	
Revisit	606	647	6.77%	14.31%	17.75%	Children		1,064	30.72%	
Not Stated	521	341	-34.55%	12.30%	9.35%	Parents/Grandparents		216	6.24%	
						Other Family Members		226	6.53%	
						Business Associates		434	12.53%	
						Friends		469	13.54%	
						Tour Group		278	8.03%	
						Alone		133	3.84%	
						# of respondents		3,463		

TRAVEL PLANS	2010	2011	2010		2011		TRAVEL MOTIVATION		2010		2011	
			% Chge	% Share	% Share			% Chge	% Share	% Share		
Pleasure	3,523	3,140	-10.87%	87.25%	89.18%	Internet	682	781	14.52%	17.12%	22.26%	
Business	27	35	29.63%	0.67%	0.99%	Newspaper	64	11	-82.81%	1.61%	0.31%	
Golf	187	162	-13.37%	4.63%	4.60%	Magazines	71	52	-26.76%	1.78%	1.48%	
Diving	101	112	10.89%	2.50%	3.18%	Travel Agents	2,161	1,907	-11.75%	54.26%	54.36%	
Attend Conf & Conv	4	9	125.00%	0.10%	0.26%	Climate	186	113	-39.25%	4.67%	3.22%	
Company Trip	60	30	-50.00%	1.49%	0.85%	Price	40	42	5.00%	1.00%	1.20%	
Honeymoon	509	436	-14.34%	12.61%	12.38%	Short flight Time	227	266	17.18%	5.70%	7.58%	
Getting Married	4	1	-75.00%	0.10%	0.03%	General Reading	197	201	2.03%	4.95%	5.73%	
Memorial Service	1	2	100.00%	0.02%	0.06%	Flyer/Poster	123	99	-19.51%	3.09%	2.82%	
VFR	48	36	-25.00%	1.19%	1.02%	Friends/Relatives	347	293	-15.56%	8.71%	8.35%	
Attend Sport Events	14	19	35.71%	0.35%	0.54%	TV/Radio	62	29	-53.23%	1.56%	0.83%	
Others	48	29	-39.58%	1.19%	0.82%	Previous Trip	235	252	7.23%	5.90%	7.18%	
						Others	294	177	-39.80%	7.38%	5.05%	

OCCUPATION	2010	2011	2010		2011		TRAVEL MOTIVATION		2010		2011	
			% Chge	% Share	% Share			% Chge	% Share	% Share		
Legislators, and managers	61	61	0.00%	1.44%	1.67%	Entry Level	5	1	-80.00%	0.12%	0.03%	
Professional	868	621	-28.46%	20.50%	17.03%	Armed Forces	17	19	11.76%	0.40%	0.52%	
Technicians	340	284	-16.47%	8.03%	7.79%	Homemakers	323	289	-10.53%	7.63%	7.93%	
Clerk	1,256	1,269	1.04%	29.66%	34.81%	Students	153	119	-22.22%	3.61%	3.26%	
Service Workers	667	598	-10.34%	15.75%	16.40%	Retirees	46	34	-26.09%	1.09%	0.93%	
Skilled Workers	12	20	66.67%	0.28%	0.55%	Others	116	84	-27.59%	2.74%	2.30%	
Craft and related trades worker	1	6	500.00%	0.02%	0.16%	Not Stated	307	210	-31.60%	7.25%	5.76%	
Operators and Assemblers	63	31	-50.79%	1.49%	0.85%							



CHINA/Hong Kong VISITORS PROFILE

Oct-11

OCTOBER	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	% Share	% Share	
Under 10	1	0	-100.00%	0.06%	0.00%	0	1	----	0.00%	0.04%	0	1	1	2	100.00%	0.03%	0.02%			
Under 13	72	72	0.00%	4.58%	2.77%	67	76	13.43%	4.27%	3.00%	1	148	140	296	111.43%	4.46%	2.88%			
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%			
13-15	15	6	-60.00%	0.95%	0.23%	10	7	-30.00%	0.64%	0.28%	0	13	25	26	4.00%	0.80%	0.25%			
16-19	10	11	10.00%	0.64%	0.42%	17	6	-64.71%	1.08%	0.24%	0	17	27	34	25.93%	0.86%	0.33%			
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%			
20-24	48	107	122.92%	3.06%	4.12%	125	208	66.40%	7.97%	8.21%	1	315	174	630	262.07%	5.54%	6.14%			
25-29	415	714	72.05%	26.42%	27.47%	501	875	74.65%	31.95%	34.53%	0	1,589	916	3,178	246.94%	29.15%	30.96%			
30-34	276	406	47.10%	17.57%	15.62%	219	367	67.58%	13.97%	14.48%	0	773	495	1,546	212.32%	15.75%	15.06%			
35-39	212	287	35.38%	13.49%	11.04%	178	250	40.45%	11.35%	9.87%	0	537	390	1,074	175.38%	12.41%	10.46%			
40-44	182	313	71.98%	11.58%	12.04%	162	215	32.72%	10.33%	8.48%	1	528	345	1,056	206.09%	10.98%	10.29%			
45-49	165	289	75.15%	10.50%	11.12%	131	195	48.85%	8.35%	7.70%	0	484	296	968	227.03%	9.42%	9.43%			
50-54	95	191	101.05%	6.05%	7.35%	77	150	94.81%	4.91%	5.92%	0	341	172	682	296.51%	5.47%	6.64%			
55-59	33	115	248.48%	2.10%	4.42%	34	115	238.24%	2.17%	4.54%	0	230	67	460	586.57%	2.13%	4.48%			
60 and Over	39	88	125.64%	2.48%	3.39%	41	68	65.85%	2.61%	2.68%	0	156	80	312	290.00%	2.55%	3.04%			
Not Stated	8	0	-100.00%	0.51%	0.00%	6	1	-83.33%	0.38%	0.04%	0	1	14	2	-85.71%	0.45%	0.02%			
Total	1,571	2,599	65.44%	100.00%	100.00%	1,568	2,534	61.61%	100.00%	100.00%	3	5,133	3,142	10,266	226.73%	100.00%	100.00%			

FREQUENCY OF VISIT	2010		2011		% Share	TRAVEL COMPANION	2011	
	Number	Number	% Chge	% Share			Number	% Share
First Visit	1,723	3,407	97.74%	88.95%	93.32%	Spouse	712	20.38%
Revisit	118	111	-5.93%	6.09%	3.04%	Children	78	2.23%
Not Stated	96	133	38.54%	4.96%	3.64%	Parents/Grandparents	46	1.32%
						Other Family Members	47	1.35%
						Business Associates	132	3.78%
						Friends	277	7.93%
						Tour Group	2,298	65.77%
						Alone	56	1.60%
						# of respondents	3,494	

TRAVEL PLANS	2010		2011		% Share	TRAVEL MOTIVATION	2010		2011		
	Number	Number	% Chge	% Share			% Chge	% Share	% Share	% Share	
Pleasure	1,678	3,396	102.38%	92.50%	95.29%	Internet	334	491	47.01%	18.99%	13.97%
Business	19	28	47.37%	1.05%	0.79%	Newspaper	28	36	28.57%	1.59%	1.02%
Golf	15	12	-20.00%	0.83%	0.34%	Magazines	82	75	-8.54%	4.66%	2.13%
Diving	62	73	17.74%	3.42%	2.05%	Travel Agents	1,069	2,796	161.55%	60.77%	79.57%
Attend Conf & Conv	1	15	1400.00%	0.06%	0.42%	Climate	35	48	37.14%	1.99%	1.37%
Company Trip	49	22	-55.10%	2.70%	0.62%	Price	9	28	211.11%	0.51%	0.80%
Honeymoon	123	242	96.75%	6.78%	6.79%	Short flight Time	47	35	-25.53%	2.67%	1.00%
Getting Married	7	10	42.86%	0.39%	0.28%	General Reading	11	9	-18.18%	0.63%	0.26%
Memorial Service	1	1	0.00%	0.06%	0.03%	Flyer/Poster	7	10	42.86%	0.40%	0.28%
VFR	6	13	116.67%	0.33%	0.36%	Friends/Relatives	129	169	31.01%	7.33%	4.81%
Attend Sport Events	1	6	500.00%	0.06%	0.17%	TV/Radio	27	22	-18.52%	1.53%	0.63%
Others	12	13	8.33%	0.66%	0.36%	Previous Trip	9	24	166.67%	0.51%	0.68%
						Others	153	64	-58.17%	8.70%	1.82%

OCCUPATION	2010		2011		% Share	TRAVEL MOTIVATION	2010		2011		
	Number	Number	% Chge	% Share			% Chge	% Share	% Share	% Share	
Legislators, and managers	91	104	14.29%	4.70%	2.85%	Entry Level	7	12	71.43%	0.36%	0.33%
Professional	761	2,444	221.16%	39.29%	66.94%	Armed Forces	0	0	----	0.00%	0.00%
Technicians	156	138	-11.54%	8.05%	3.78%	Homemakers	19	35	84.21%	0.98%	0.96%
Clerk	381	368	-3.41%	19.67%	10.08%	Students	50	31	-38.00%	2.58%	0.85%
Service Workers	53	72	35.85%	2.74%	1.97%	Retirees	32	13	-59.38%	1.65%	0.36%
Skilled Workers	3	0	-100.00%	0.15%	0.00%	Others	151	192	27.15%	7.80%	5.26%
Craft and related trades worker	6	17	183.33%	0.31%	0.47%	Not Stated	205	213	3.90%	10.58%	5.83%
Operators and Assemblers	22	12	-45.45%	1.14%	0.33%						