

Commonwealth of the Northern Mariana Islands ~ Visitor Arrival Statistics ~

Fiscal Year 2010) - 2011		
TOTAL TO DATE:	2010 368,186	2011 338,106	% Change -8.17%
October	20,467	25,784	25.98%
November	23,008	27,179	18.13%
December	30,155	31,572	4.70%
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%
<u>September</u>	<u> 29,917</u>	<u>25,408</u>	<u>-15.07%</u>

Calendar Year 20	10 - 2011		
TOTAL TO DATE:	2010 294,556	2011 253,571	% Change -13.91%
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%
<u>September</u>	<u> 29,917</u>	<u>25,408</u>	<u>-15.07%</u>
October	25,784		
November	27,179		
December	31,572		
YEAR TOTAL:	379,091	253,571	

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	~	JAPAN ~			~ KOREA ·	•		~ CHINA	~
Fiscal Year	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	182,820	148,634	-19%	108,079	106,483	-1%	40,398	46,451	15%
October	8,602	11,279	31%	4,813	8,681	80%	3,820	3,143	-18%
November	10,553	11,447	8%	6,892	10,428	51%	2,715	2,316	-15%
December	15,638	14,279	-9%	10,157	10,485	3%	1,283	3,584	179%
January	18,018	15,646	-13%	11,710	12,685	8%	3,038	3,918 r	29%
February	19,271	17,450	-9%	9,603	10,133	6%	6,267	3,923	-37%
March	21,685	17,214	-21%	8,185	7,072	-14%	3,176	2,635	-17%
April	10,463	7,696	-26%	8,619	6,349	-26%	3,446	2,754	-20%
May	11,434 r	7,567	-34%	9,643	7,303	-24%	3,143	5,017	60%
June	13,451	8,645	-36%	8,931	7,064	-21%	2,261	4,535	101%
July	16,596	10,151	-39%	10,782	8,997	-17%	4,583	4,989	9%
August	20,117	15,388	-24%	10,786	10,540	-2%	4,320	5,118	18%
<u>September</u>	<u>16,992</u>	11,872	<u>-30%</u>	<u>7,958</u>	<u>6,746</u>	<u>-15%</u>	<u>2,346</u>	<u>4,519</u>	<u>93%</u>
	•	GUAM ~		~ UN	IITED STA	TES ~	~ F	PHILIPPIN	ES ~
Fiscal Year	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	17,483	15,629	-11%	9,713	8,928	-8%	959	539	-44%
October	1,520	1,225	-19%	909	762	-16%	132	43	-67%
November	1,468	1,402	-4%	496	993	100%	210	55	-74%
December	1,578	1,540	-2%	792	771	-3%	60	48	-20%
January	1,524	1,076	-29%	644	485	-25%	39	40	3%
February	1,231	987	-20%	997	538	-46%	45	44	-2%
March	1,559	1,307	-16%	751	1,137	51%	45	35	-22%
April	1,376	1,533	11%	662	842	27%	201	63	-69%
May	1,441	1,386	-4%	746	1,209	62%	62	43	-31%
June	1,760	1,363	-23%	1,035	583	-44%	39	45	15%
July	1,460	1,476	1%	951	577	-39%	42	30	-29%
August	1,315	1,117	-15%	837 r	486	-42%	43	53	23%
<u>September</u>	<u>1,251</u>	<u>1,217</u>	<u>-3%</u>	<u>893</u>	<u>545</u>	<u>-39%</u>	<u>41</u>	<u>40</u>	<u>-2%</u>
	~	RUSSIA ~		* ~	HONG KOI	NG ~	~ 0	THER ARE	AS ~
Fiscal Year	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	4,329	5,092	18%	314	1,881	499%	4,091	4,469	9%
October	377	367	-3%	26	64	146%	268	220	-18%
November	374	288	-23%	27	30	11%	273	220	-19%
December	401	559	39%	19	33	74%	227	273	20%
January	487	599	23%	27	28	4%	229	261	14%
February	181	376	108%	19	39	105%	236	169	-28%
March	496	650	31%	20	72	260%	303	254	-16%
April	260	283	9%	37	61	65%	1,191	2,048	72%
	305	324	6%	16	366	2188%	225	236	5%
May		558	15%	37	594	1505%	373	217	-42%
May June	485								
June				32	341	966%	343	192	-44%
June July	375	450	20%	32 23	341 164	966% 613%	343 223	192 215	-44% -4%
June				32 23 <u>31</u>	341 164 <u>89</u>	966% 613% <u>187%</u>	343 223 200	192 215 <u>164</u>	-44% -4% <u>-18%</u>

^{*}Note: Effective July 2011, Taiwan section has been replaced with Hong Kong. FY 2010/11 arrvials from Taiwan are included with Other Areas.

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VISITO	R ARRIVALS TO <u>SAIPAN</u> - SI	PTEMBER 2011		
ARRIVALS	BY MODE OF TRANSPORTATION	<u>Sep-10</u>	<u>Sep-11</u>	% CHANGE
Air Arrival	ls	29,211	24,998	-14%
Sea Arrivo	als	275	0	-100%
TOTAL A	RRIVALS	29,486	24,998	-15%
AIR ARRIV	ALS BY COUNTRY OF RESIDENCE			
JAPAN		16,753	11,599	-31%
	Kanto (Tokyo)	12,148	8,589	-29%
	Kinki (Osaka)	497	1,050	111%
	Tokai (Nagoya)	2,693	880	-67%
	Tohoku (Sendai)	601	439	-27%
	Kyushu (Fukuoka)	122	88	-28%
	Hokkaido (Sapporo)	120	93	-23%
	Chugoku (Hiroshima)	92	81	-12%
	Shikoku	35	51	46%
	Okinawa	7	12	71%
	Others	18	10	-44%
	Not Specified	420	306	-27%
KOREA		7,958	6,738	-15%
	Seoul	4,253	3,763	-12%
	Pusan	558	184	-67%
	Taegu	213	189	-11%
	Inchon	33	482	1361%
	Others	2,406	1,972	-18%
	Not Specified	495	148	-70%
CHINA		2,346	4,518	93%
GUAM		1,115	1,100	-1%
UNITED S	STATES	590	540	-8%
PHILIPPIN	NES	39	39	0%
RUSSIA		205	215	5%
HONG KOI	NG	1	89	8800%
OTHER		204	160	-22%
ARRIVAL	S BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO	DATE	361,534	333,186	-8%
October		19,992	25,485	27%
November		22,446	26,690	19%
December		29,554	30,904	5%
January		35,318	34,329	-3%
February		37,393	33,367	-11%
March		35,470 35,943	30,091	-15%
April May		25,862 26,320	21,359 23,086	-17% -12%
June		27,959	23,086	-12 % -17%
July		34,432	26,839	-17 <i>%</i> -22%
August		37,302 r	32,838	-12%
September	<u>.</u>	29,486	24,998	<u>-15%</u>
YEAR TOTA		361,534	333,186	-8%
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Source: CNMI Customs Declaration Form

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Note: Effective July 2011, arrivals from Taiwan are included with Other.

Sea Arrivals : Sep-11

Military Shp: -----

Cruise Ship: -----

VISITOR ARRIVALS TO <u>ROTA</u>	- SEPTEMBER 20	11	
	<u>Sep-10</u>	<u>Sep-11</u>	% CHANGE
TOTAL ARRIVALS	431	410	-5%
ARRIVALS FROM GUAM	431	410	-5%
JAPAN	239	273	14%
KOREA	0	8	
CHINA	0	1	
GUAM	136	117	-14%
UNITED STATES	28	5	-82%
PHILIPPINES	2	1	-50%
RUSSIA	0	1	
HONG KONG	2	0	-100%
OTHER	24	4	-83%
INTERISLAND ARRIVALS	0	O	
JAPAN			
KOREA			
CHINA	aldo!	Not Available	
UNITED STATES (INCLUDING GUAM)	Not Available	Norwan	
PHILIPPINES	I I I I I		
OTHER			
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	7,348	4,920	-33%
October	852	299	-65%
November	881	489	-44%
December	601	668	11%
January	398	409	3%
February	457	292	-36%
March	750	285	-62%
April	393	270	-31%
May	695 r	365	-47%
June	413	404	-2%
July	732	364	-50%
August	745	665	-11%
<u>September</u>	<u>431</u>	<u>410</u>	<u>-5%</u>
YEAR TOTAL	7,348	4,920	-33%

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 TINI	AN - SEPTEMBER	2011	
	<u>Sep-10</u>	<u>Sep-11</u>	% CHANGE
TOTAL ARRIVALS	1,738	3,354	93%
ARRIVALS FROM GUAM	0	0	
JAPAN	o		
KOREA	0		
CHINA	. 0		
GUAM	No Visitor Arrival	Not Available	
UNITED STATES	No Visitor Annual o	Morving	
PHILIPPINES	0		
RUSSIA	0		
HONG KONG	0		
OTHER	0		
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	1,727	3,348	94%
JAPAN	312	300	-4%
KOREA	208	234	13%
CHINA	1,068	2,632	146%
GUAM	31	12	-61%
UNITED STATES	20	18	-10%
PHILIPPINES	0	0	
HONG KONG	0	0	70%
SAIPAN OTHER	88	150 2	70%
	_		
DAY VISITORS:	11	6	-45%
ARRIVALS BY MONTH	FY 2010	FY 2011	% CHANGE
TOTAL TO DATE	35,649	29,152	-18%
October	3,759	1,955	-48%
November	3,210 r	1,617	-50%
December	2,128	1,554	-27%
January	3,426	1,956	-43%
February	4,804 r	2,115	-56%
March	3,120	1,688	-46%
April May	3,127 2,765	1,486 2,891	-52% 5%
June	1,949	3,347	72%
July	3,158	3,536	12%
August	2,465	3,653	48%
September	1,738	3,354	93%
YEAR TOTAL	35,649	29,152	-18%

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)

VIGITORIS ACTIONITI	FMRFR TOTAL				JAPAN					KOREA				CHINA							Page 1 OTHERS			
SEPTEMBER	Sep-10		% SHARE	% CHGE	Sep-10			% CHGE	Sep-10			% CHGE	Sep-10		NA % SHARE	% CHGE	Sep-10		IAM % SHARE	% CHGE	Sep-10	Sep-11		% CHGE
MODE OF ARRIVAL	29.486	24.998	100.00%	-15.22%	16.753	11.599	% SHARE 100.00%	-30.76%	7.958	6.738	% SHARE 100.00%	-15.33%	2.346	4.518	100.00%	92.58%	1.115	1.100	100.00%	-1.35%	1,314	1.043	100.00%	-20.62%
Air	29,211	24,998	100.00%	-14.42%	16,753	11,599	100.00%	-30.76%	7,958	6,738	100.00%	-15.33%	2,346	4,518	100.00%	92.58%	1,115	1,100	100.00%	-1.35%	1,039	1,043	100.00%	0.38%
Sea	275	0	0.00%	-14.4270	0	0	0.00%		0	0,700	0.00%		0	0	0.00%	32.3070	0	0	0.00%		275	0	0.00%	
GENDER	29,211	24,998	100.00%	-14.42%	16,753	11,599	100.00%	-30.76%	7,958	6,738	100.00%	-15.33%	2,346	4,518	100.00%	92.58%	1,115	1,100	100.00%	-1.35%	1,039	1,043	100.00%	0.38%
Male	13,565	11,995	47.98%	-11.57%	7,299	5,285	45.56%	-27.59%	3,741	3,119	46.29%	-16.63%	1,159	2,253	49.87%	94.39%	719	711	64.64%	-1.11%	647	627	60.12%	-3.09%
Female	15,645	12,991	51.97%	-16.96%	9,454	6,314	54.44%	-33.21%	4,217	3,612	53.61%	-14.35%	1,186	2,260	50.02%	90.56%	396	389	35.36%	-1.77%	392	416	39.88%	6.12%
Not Stated	1	12	0.05%	1100.00%	0	0	0.00%		0	7	0.10%		1	5	0.11%	400.00%	0	0	0.00%		0	0	0.00%	
AGE GROUP (YEARS)	29,211	24,998	100.00%	-14.42%	16,753	11,599	100.00%	-30.76%	7,958	6,738	100.00%	-15.33%	2,346	4,518	100.00%	92.58%	1,115	1,100	100.00%	-1.35%	1,039	1,043	100.00%	0.38%
Under 10	127	10	0.04%	-92.13%	0	0	0.00%		121	2	0.03%	-98.35%	4	0	0.00%	-100.00%	2	8	0.73%	300.00%	0	0	0.00%	
Under 13	2,868	2,296	9.18%	-19.94%	1,028	706	6.09%	-31.32%	1,658	1,382	20.51%	-16.65%	58	94	2.08%	62.07%	65	35	3.18%	-46.15%	59	79	7.57%	33.90%
10-17	11	0	0.00%	-100.00%	0	0	0.00%		11	0	0.00%	-100.00%	0	0	0.00%		0	0	0.00%		0	0	0.00%	-
13-15	161	115	0.46%	-28.57%	54	23	0.20%	-57.41%	83	70	1.04%	-15.66%	4	9	0.20%	125.00%	16	10	0.91%	-37.50%	4	3	0.29%	-25.00%
16-19	567	490	1.96%	-13.58%	488	395	3.41%	-19.06%	40	26	0.39%	-35.00%	8	31	0.69%	287.50%	18	28	2.55%	55.56%	13	10	0.96%	-23.08%
18-19	5	4	0.02%	-20.00%	0	1	0.01%		5	0	0.00%	-100.00%	0	0	0.00%		0	3	0.27%		0	0	0.00%	
20-24	3,875	2,761	11.04%	-28.75%	3,552	2,296	19.79%	-35.36%	131	99	1.47%	-24.43%	123	271	6.00%	120.33%	28	50	4.55%	78.57%	41	45	4.31%	9.76%
25-29	5,045	4,358	17.43%	-13.62%	3,359	2,173	18.73%	-35.31%	783	751	11.15%	-4.09%	718	1,259	27.87%	75.35%	74	70	6.36%	-5.41%	111	105	10.07%	-5.41%
30-34	4,499	4,142	16.57%	-7.94%	2,317	1,616	13.93%	-30.25%	1,479	1,502	22.29%	1.56%	494	817	18.08%	65.38%	106	94	8.55%	-11.32%	103	113	10.83%	9.71%
35-39	3,892	3,258	13.03%	-16.29%	1,861	1,304	11.24%	-29.93%	1,486	1,259	18.69%	-15.28%	299	484	10.71%	61.87%	139	97	8.82%	-30.22%	107	114	10.93%	6.54%
40-44	2,416	2,258	9.03%	-6.54%	1,128	891	7.68%	-21.01%	841	637	9.45%	-24.26%	191	473	10.47%	147.64%	142	135	12.27%	-4.93%	114	122	11.70%	7.02%
45-49 50-54	1,591	1,576 1,269	6.30% 5.08%	-0.94%	836 682	634 492	5.47%	-24.16% -27.86%	311 283	215	3.19%	-30.87% -19.43%	159 109	444 307	9.83%	179.25%	160 130	161 140	14.64%	0.63% 7.69%	125	122 102	11.70%	-2.40%
55-59	1,324 1,093	1,269 984	3.94%	-4.15% -9.97%	536	492 373	4.24% 3.22%	-27.86% -30.41%	283	228 210	3.38% 3.12%	-19.43% -17.97%	109	194	6.80% 4.29%	181.65% 108.60%	130	140	12.73% 9.45%	7.69% 16.85%	120	102	9.78% 9.88%	-15.00% -13.45%
60 & Over	1,707	1,448	5.79%	-9.97% -15.17%	909	695	5.99%	-30.41%	256 466	333	4.94%	-17.97%	93	131	2.90%	107.94%	146	165	15.00%	13.01%	119	124	11.89%	0.81%
Not Stated	30	1,446	0.12%	-3.33%	309	095	0.00%	-100.00%	400	24	0.36%	500.00%	23	4	0.09%	-82.61%	140	0	0.00%	13.01%	123	124	0.10%	0.61%
PURPOSE OF VISIT	19,456	16,679	100.00%	-14.27%	12,753	8,871	100.00%	-30.44%	3,490	3,090	100.00%	-11.46%	1,475	3,053	100.00%	106.98%	915	896	100.00%	-2.08%	823	769	100.00%	-6.56%
Pleasure	18,202	15,391	92.28%	-15.44%	12,658	8,689	97.95%	-31.36%	3,397	3,003	97.18%	-11.60%	1,450	3,028	99.18%	108.83%	340	317	35.38%	-6.76%	357	354	46.03%	-0.84%
Business	1,068	1,022	6.13%	-4.31%	58	51	0.57%	-12.07%	80	72	2.33%	-10.00%	19	14	0.46%	-26.32%	490	512	57.14%	4.49%	421	373	48.50%	-11.40%
Other	186	266	1.59%	43.01%	37	131	1.48%	254.05%	13	15	0.49%	15.38%	6	11	0.36%	83.33%	85	67	7.48%	-21.18%	45	42	5.46%	-6.67%
FREQUENCY OF VISIT	19,456	16,679	100.00%	-14.27%	12,753	8,871	100.00%	-30.44%	3,490	3,090	100.00%	-11.46%	1,475	3,053	100.00%	106.98%	915	896	100.00%	-2.08%	823	769	100.00%	-6.56%
First Visit	11,749	10,640	63.79%	-9.44%	7,693	5,255	59.24%	-31.69%	2,416	2,126	68.80%	-12.00%	1,236	2,862	93.74%	131.55%	64	68	7.59%	6.25%	340	329	42.78%	-3.24%
Revisit	5,990	4,843	29.04%	-19.15%	4,215	3,100	34.95%	-26.45%	702	663	21.46%	-5.56%	57	89	2.92%	56.14%	642	642	71.65%	0.00%	374	349	45.38%	-6.68%
Not Stated	1,717	1,196	7.17%	-30.34%	845	516	5.82%	-38.93%	372	301	9.74%	-19.09%	182	102	3.34%	-43.96%	209	186	20.76%	-11.00%	109	91	11.83%	-16.51%
TRAVEL ARRANGEMENT	19,456	16,679	100.00%	-14.27%	12,753	8,871	100.00%	-30.44%	3,490	3,090	100.00%	-11.46%	1,475	3,053	100.00%	106.98%	915	896	100.00%	-2.08%	823	769	100.00%	-6.56%
Individual Arranged	3,238	2,906	17.42%	-10.25%	1,454	1,092	12.31%	-24.90%	895	829	26.83%	-7.37%	82	216	7.08%	163.41%	420	430	47.99%	2.38%	387	339	44.08%	-12.40%
Packaged Tour	12,307	9,827	58.92%	-20.15%	9,362	6,247	70.42%	-33.27%	1,933	1,773	57.38%	-8.28%	893	1,712	56.08%	91.71%	51	16	1.79%	-68.63%	68	79	10.27%	16.18%
Business Trip	1,250	1,163	6.97%	-6.96%	486	434	4.89%	-10.70%	150	198	6.41%	32.00%	131	96	3.14%	-26.72%	245	228	25.45%	-6.94%	238	207	26.92%	-13.03%
Group Tour	1,271	1,631	9.78%	28.32%	739	518	5.84%	-29.91%	337	174	5.63%	-48.37%	181	915	29.97%	405.52%	6	17	1.90%	183.33%	8	7	0.91%	-12.50%
Other	89	82	0.49%	-7.87%	13	17	0.19%	30.77%	31	17	0.55%	-45.16%	3	4	0.13%	33.33%	18	24	2.68%	33.33%	24	20	2.60%	-16.67%
Not Stated	1,301	1,070	6.42%	-17.76%	699	563	6.35%	-19.46%	144	99	3.20%	-31.25%	185	110	3.60%	-40.54%	175	181	20.20%	3.43%	98	117	15.21%	19.39%
TRAVEL COMPANION	17,065	15,272		-10.51%	11,589	8,206		-29.19%	2,991	2,922		-2.31%	1,218	2,923		139.98%	636	628		-1.26%	631	593		-6.02%
Spouse	4,035	3,600	23.57%	-10.78%	2,036	1,401	17.07%	-31.19%	1,545	1,558	53.32%	0.84%	299	488	16.70%	63.21%	62	54	8.60%	-12.90%	93	99	16.69%	6.45%
Children	2,092	1,727	11.31%	-17.45%	932	639	7.79%	-31.44%	1,044	925	31.66%	-11.40%	45	68	2.33%	51.11%	29	31	4.94%	6.90%	42	64	10.79%	52.38%
Parents/Grandparents	599	479	3.14%	-20.03%	276	193	2.35%	-30.07%	272	229	7.84%	-15.81%	38	37	1.27%	-2.63%	5	6	0.96%	20.00%	8	14	2.36%	75.00%
Other Family Members/relatives	842	689	4.51%	-18.17%	491	346	4.22%	-29.53%	271	201	6.88%	-25.83%	15	63	2.16%	320.00%	36	38	6.05%	5.56%	29	41	6.91%	41.389
Business Associates	1,838	1,765	11.56%	-3.97%	1,094	937	11.42%	-14.35%	315	405	13.86%	28.57%	152	142	4.86%	-6.58%	114	121	19.27%	6.14%	163	160	26.98%	-1.84
Friends	8,112	5,659	37.05%	-30.24%	7,238	4,736	57.71%	-34.57%	582	538	18.41%	-7.56%	106	236	8.07%	122.64%	91	69	10.99%	-24.18%	95	80	13.49%	-15.79
Tour Group	1,033	2,498	16.36%	141.82%	300	395	4.81%	31.67%	166	131	4.48%	-21.08%	559	1,962	67.12%	250.98%	6	6	0.96%	0.00%	2	4	0.67%	100.00
Alone	1,402	1,222	8.00%	-12.84%	570	478	5.83%	-16.14%	162	142	4.86%	-12.35%	72	73	2.50%	1.39%	342	328	52.23%	-4.09%	256	201	33.90%	-21.48
Not Stated	1,971	1,317	8.62%	-33.18%	1,159	626	7.63%	-45.99%	192	159	5.44%	-17.19%	191	122	4.17%	-36.13%	259	241	38.38%	-6.95%	170	169	28.50%	-0.599

% Chge

-31.32%

-100.00%

-19.06%

-35.36%

-35.31%

-30.25%

-29.93%

-21.01%

-24.16%

-27.86%

-30.41%

-23.54%

-100.00%

-30.76%

2010

% Share

6.14%

0.00%

0.00%

0.32%

2.91%

0.00%

21.20%

20.05%

13.83%

11.11%

6.73%

4.99%

4.07%

3.20%

5.43%

0.02%

100.00%

2011

% Share

6.09%

0.20%

0.00%

0.00%

3.41%

0.01%

19.79%

18.73%

13.93%

11.24%

7.68%

5.47%

4.24%

3.22%

5.99%

0.00%

100.00%

JAPAN VISITORS PROFILE



Operators and Assemblers

59

50 -15.25%

0.46%

0.56%

SEPTEMBER AGE/SEX	2010 Male Number	2011 Male Number	% Chge	2010 % Share	2011 % Share	2010 Female Number	2011 Female Number	% Chge	2010 % Share	2011 % Share	2010 Not Stated	2011 Not Stated	2010 TOTAL Number	201 TOTA Numbe
AGLIGEX			70 Origo				Number	70 Orige				Otated		
Jnder 10	527	352	-33.21%	7.22%	6.66%	501	354	-29.34%	5.30%	5.61%	0	0	1,028	70
Jnder 13	0	9		0.00%	0.17%	0	14		0.00%	0.22%	0	0	0	2
10-17	0	0		0.00%	0.00%	0	0		0.00%	0.00%	0	0	0	
13-15	28	0	-100.00%	0.38%	0.00%	26	0	-100.00%	0.28%	0.00%	0	0	54	
16-19	145	208	43.45%	1.99%	3.94%	343	187	-45.48%	3.63%	2.96%	0	0	488	39
18-19	0	1		0.00%	0.02%	0	0		0.00%	0.00%	0	0	0	
20-24	1,047	641	-38.78%	14.34%	12.13%	2,505	1,655	-33.93%	26.50%	26.21%	0	0	3,552	2,29
25-29	1,154	783	-32.15%	15.81%	14.82%	2,205	1,390	-36.96%	23.32%	22.01%	0	0	3,359	2,17
30-34	1,033	715	-30.78%	14.15%	13.53%	1,284	901	-29.83%	13.58%	14.27%	0	0	2,317	1,61
35-39	992	695	-29.94%	13.59%	13.15%	869	609	-29.92%	9.19%	9.65%	0	0	1,861	1,30
40-44	640	544	-15.00%	8.77%	10.29%	488	347	-28.89%	5.16%	5.50%	0	0	1,128	89
45-49	484	401	-17.15%	6.63%	7.59%	352	233	-33.81%	3.72%	3.69%	0	0	836	63
50-54	378	284	-24.87%	5.18%	5.37%	304	208	-31.58%	3.72%	3.29%	0	0	682	49
	314	204				222					0	0		37
55-59			-32.80%	4.30%	3.99%		162	-27.03%	2.35%	2.57%		~	536	
60 and Over	556	441	-20.68%	7.62%	8.34%	353	254	-28.05%	3.73%	4.02%	0	0	909	69
Not Stated	1	0	-100.00%	0.01%	0.00%	2	0	-100.00%	0.02%	0.00%	0	0	3	
Total	7,299	5,285	-27.59%	100.00%	100.00%	9,454	6,314	-33.21%	100.00%	100.00%	0	0	16,753	11,59
		2010	2011		2010	2011								
		Number	Number	% Chge	% Share	% Share				2011				
REQUENCY OF VISI	IT			,g-			TE	RAVEL COMPANION		Number	% Share			
											,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
First Visit		7,693	5,255	-31.69%	60.32%	59.24%	Sr	oouse		1,401	17.07%			
Revisit		4,215	3,100	-26.45%	33.05%	34.95%	Ċi	nildren		639	7.79%			
Not Stated		845	516	-38.93%	6.63%	5.82%		arents/Grandparents		193	2.35%			
								ther Family Members		346	4.22%			
TRAVEL ARRANGEM	IFNT							usiness Associates		937	11.42%			
I IVAVEL ANNAMOLIII	ILIVI							iends		4.736	57.71%			
المسموسي والمرابات الماسا		1,454	1,092	-24.90%	11.40%	12.31%		our Group		395				
Individually arranged											4.81%			
Packaged Tour		9,362	6,247	-33.27%	73.41%	70.42%	Al	one		478	5.83%			
Company/Business trip)	486	434	-10.70%	3.81%	4.89%								
Group Tour		739	518	-29.91%	5.79%	5.84%	# (of respondents		8,206				
Other		13	17	30.77%	0.10%	0.19%								
Not Stated		699	563	-19.46%	5.48%	6.35%								
TRAVEL PLANS		2010	2011		2010	2011	TF	RAVEL	2010	2011		2010	2011	
				% Chge	% Share	% Share	M	OTIVATION			% Chge	% Share	% Share	
Pleasure		10,417	7,002	-32.78%	85.64%	82.40%	In	ternet	2,488	1,831	-26.41%	20.71%	21.74%	
Business		81	62	-23.46%	0.67%	0.73%		ewspaper	52	29	-44.23%	0.43%	0.34%	
Golf		745	638	-14.36%	6.12%	7.51%		agazines	458	294	-35.81%	3.81%	3.49%	
Jiving		2,553	1,857	-14.36% -27.26%	20.99%	21.85%			3,409	2,188	-35.81%	28.38%	25.98%	
			1,857					avel Agents						
Attend Conf & Conv		6		-33.33%	0.05%	0.05%		imate	1,618	1,054	-34.86%	13.47%	12.51%	
Company Trip		375	310	-17.33%	3.08%	3.65%		ice	2,384	1,234	-48.24%	19.84%	14.65%	
Honeymoon		141	66	-53.19%	1.16%	0.78%		nort flight Time	2,206	1,394	-36.81%	18.36%	16.55%	
Getting Married		54	32	-40.74%	0.44%	0.38%		eneral Reading	66	53	-19.70%	0.55%	0.63%	
Memorial Service		9	3	-66.67%	0.07%	0.04%		yer/Poster	849	480	-43.46%	7.07%	5.70%	
/FR		137	86	-37.23%	1.13%	1.01%		iends/Relatives	2,198	1,582	-28.03%	18.30%	18.78%	
Attend Sport Events		109	54	-50.46%	0.90%	0.64%		//Radio	66	49	-25.76%	0.55%	0.58%	
Others		161	216	34.16%	1.32%	2.54%		evious Trip thers	1,856 603	1,391 548	-25.05% -9.12%	15.45% 5.02%	16.52% 6.51%	
OCCUPATION		2010	2011		2010	2011	01	uieis	2010	2011	-9.1276	2010	2011	
				% Chge	% Share	% Share					% Chge	% Share	% Share	
egislators, and manag	gers	1,436	1,040	-27.58%	11.26%	11.72%	Er	ntry Level	9	7	-22.22%	0.07%	0.08%	
Professional	-	1,135	801	-29.43%	8.90%	9.03%		med Forces	4	3	-25.00%	0.03%	0.03%	
echnicians		498	413	-17.07%	3.90%	4.66%		omemakers	321	239	-25.55%	2.52%	2.69%	
Clerk		4,643	3,224	-30.56%	36.41%	36.34%		udents	2,190	1,504	-31.32%	17.17%	16.95%	
Service Workers		1,068	657	-38.48%	8.37%	7.41%		etirees	197	1,304	-28.43%	1.54%	1.59%	
Skilled Workers		19	18	-5.26%	0.15%	0.20%		thers	158	109	-31.01%	1.24%	1.23%	
Craft and related trade		5	4	-20.00%	0.04%	0.05%	No	ot Stated	1,011	661	-34.62%	7.93%	7.45%	
Oneratore and Assemb	nare	59	50	-15 25%	0.46%	0.56%								

Operators and Assemblers

17

27

58.82%

0.49%

0.87%

KOREA VISITORS PROFILE

VISITORS AUTHO	RITY																
SEPTEMBER	2010 Male	2011 Male		2010	2011	2010 Female	2011 Female		2010	2011	2010 Not	2011 Not	2010 TOTAL	2011 TOTAL		2010	2011
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	% Share
Under 10	57	2	-96.49%	1.52%	0.06%	64	0	-100.00%	1.52%	0.00%	0	0	121	2	-98.35%	1.52%	0.03%
Under 13	814	699	-14.13%	21.76%	22.41%	844	679	-19.55%	20.01%	18.80%	0	4	1,658	1,382	-16.65%	20.83%	20.51%
10-17	6	0	-100.00%	0.16%	0.00%	5	0	-100.00%	0.12%	0.00%	0	0	11	0	-100.00%	0.14%	0.00%
13-15	45	36	-20.00%	1.20%	1.15%	38	34	-10.53%	0.90%	0.94%	0	0	83	70	-15.66%	1.04%	1.04%
16-19	22	15	-31.82%	0.59%	0.48%	18	11	-38.89%	0.43%	0.30%	0	0	40	26	-35.00%	0.50%	0.39%
18-19	3	0	-100.00%	0.08%	0.00%	2	0	-100.00%	0.05%	0.00%	0	0	5	0	-100.00%	0.06%	0.00%
20-24	25	21	-16.00%	0.67%	0.67%	106	78	-26.42%	2.51%	2.16%	0	0	131	99	-24.43%	1.65%	1.47%
25-29	202	199	-1.49%	5.40%	6.38%	581	551	-5.16%	13.78%	15.25%	0	1	783	751	-4.09%	9.84%	11.15%
30-34	623	619	-0.64%	16.65%	19.85%	856	883	3.15%	20.30%	24.45%	0	0	1,479	1,502	1.56%	18.59%	22.29%
35-39	751	634	-15.58%	20.07%	20.33%	735	625	-14.97%	17.43%	17.30%	0	0	1,486	1,259	-15.28%	18.67%	18.69%
40-44	523	407	-22.18%	13.98%	13.05%	318	230	-27.67%	7.54%	6.37%	0	0	841	637	-24.26%	10.57%	9.45%
45-49	178	141	-20.79%	4.76%	4.52%	133	74	-44.36%	3.15%	2.05%	0	0	311	215	-30.87%	3.91%	3.19%
50-54	156	104	-33.33%	4.17%	3.33%	127	124	-2.36%	3.01%	3.43%	0	0	283	228	-19.43%	3.56%	3.38%
55-59	118	89	-24.58%	3.15%	2.85%	138	121	-12.32%	3.27%	3.35%	0	0	256	210	-17.97%	3.22%	3.12%
60 and Over	217	146	-32.72%	5.80%	4.68%	249	186	-25.30%	5.90%	5.15%	0	1	466	333	-28.54%	5.86%	4.94%
Not Stated	1	7	600.00%	0.03%	0.22%	3	16	433.33%	0.07%	0.44%	0	1	4	24	500.00%	0.05%	0.36%
Total	3,741	3,119	-16.63%	100.00%	100.00%	4,217	3,612	-14.35%	100.00%	100.00%	0	7	7,958	6,738	-15.33%	100.00%	100.00%
												<u> </u>					
		2010	2011		2010	2011											
		Number	Number	% Chge	% Share	% Share				2011							
FREQUENCY OF	VISIT						TR	AVEL COMPANIO	N	Number	% Share						
First Visit		2,416	2,126	-12.00%	69.23%	68.80%		ouse		1,558	53.32%						
Revisit		702	663	-5.56%	20.11%	21.46%		ildren		925	31.66%						
Not Stated		372	301	-19.09%	10.66%	9.74%		rents/Grandparents		229	7.84%						
								ner Family Members	i	201	6.88%						
TRAVEL ARRANG	SEMENT							siness Associates		405	13.86%						
								ends		538	18.41%						
Individually arrange	ed	895	829	-7.37%	25.64%	26.83%		ur Group		131	4.48%						
Packaged Tour		1,933	1,773	-8.28%	55.39%	57.38%	Alc	ne		142	4.86%						
Company/Business	s trip	150	198	32.00%	4.30%	6.41%											
Group Tour		337	174	-48.37%	9.66%	5.63%	# o	f respondents		2,922							
Other		31	17	-45.16%	0.89%	0.55%											
Not Stated		144	99	-31.25%	4.13%	3.20%											
TRAVEL PLANS		2010	2011		2010	2011	TR	AVEL	2010	2011	•	2010	2011				
				% Chge	% Share	% Share	MC	TIVATION			% Chge	% Share	% Share				
Pleasure		3,022	2,598	-14.03%	90.56%	91.22%	Inte	ernet	618	751	21.52%	18.97%	25.35%				
Business		41	49	19.51%	1.23%	1.72%		wspaper	74	6	-91.89%	2.27%	0.20%				
Golf		260	158	-39.23%	7.79%	5.55%		gazines	51	43	-15.69%	1.57%	1.45%				
Diving		112	100	-10.71%	3.36%	3.51%		avel Agents	1,570	1,406	-10.45%	48.20%	47.47%				
Attend Conf & Con	ıv	7	9	28.57%	0.21%	0.32%		mate	198	81	-59.09%	6.08%	2.73%				
Company Trip		27	52	92.59%	0.81%	1.83%	Pri		26	31	19.23%	0.80%	1.05%				
Honeymoon		152	129	-15.13%	4.55%	4.53%		ort flight Time	182	227	24.73%	5.59%	7.66%				
Getting Married		2	2	0.00%	0.06%	0.07%		neral Reading	185	188	1.62%	5.68%	6.35%				
Memorial Service		0	2		0.00%	0.07%		er/Poster	87	72	-17.24%	2.67%	2.43%				
VFR		66	49	-25.76%	1.98%	1.72%		ends/Relatives	344	258	-25.00%	10.56%	8.71%				
Attend Sport Event	ts	26	28	7.69%	0.78%	0.98%		/Radio	55	37	-32.73%	1.69%	1.25%				
Others		31	27	-12.90%	0.93%	0.95%		evious Trip	260	267	2.69%	7.98%	9.01%				
							Oth	ners	154	183	18.83%	4.73%	6.18%				
OCCUPATION		2010	2011	0/ 0:	2010	2011			2010	2011	0/ 0:	2010	2011				
				% Chge	% Share	% Share					% Chge		% Share				
Legislators, and ma	anagers	82	70	-14.63%	2.35%	2.27%		try Level	2	4	100.00%	0.06%	0.13%				
Professional		735	613	-16.60%	21.06%	19.84%		ned Forces	8	13	62.50%	0.23%	0.42%				
Technicians		223	254	13.90%	6.39%	8.22%		memakers	195	181	-7.18%	5.59%	5.86%				
Clerk		1,230	1,099	-10.65%	35.24%	35.57%		idents	62	75	20.97%	1.78%	2.43%				
Service Workers		526	423	-19.58%	15.07%	13.69%		tirees	50	30	-40.00%	1.43%	0.97%				
Skilled Workers		4	30	650.00%	0.11%	0.97%		ners	100	70	-30.00%	2.87%	2.27%				
Craft and related tr		3	9	200.00%	0.09%	0.29%	No	t Stated	253	192	-24.11%	7.25%	6.21%				
Operators and Ass	emblare	17	27	58 82%	0.49%	0.87%											



VISITORS AUTHOR	RITY																
SEPTEMBER	2010 Male	2011 Male		2010	2011	2010 Female	2011 Female		2010	2011	2010 Not	2011 Not	2010 TOTAL	2011 TOTAL		2010	2011
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Stated	Stated	Number	Number	% Chge	% Share	% Share
Under 10	2	47	2250.00%	0.17%	2.09%	2	47	2250.00%	0.17%	2.08%	0	0	4	94	2250.00%	0.17%	2.08%
Under 13 10-17	36 0	2	-94.44%	3.11% 0.00%	0.09% 0.00%	22 0	7 0	-68.18%	1.85% 0.00%	0.31% 0.00%	0	0	58 0	9	-84.48%	2.47% 0.00%	0.20% 0.00%
13-15	2	0	-100.00%	0.00%	0.00%	2	0	-100.00%	0.00%	0.00%	0	0	4	0	-100.00%	0.00%	0.00%
16-19	4	8	100.00%	0.35%	0.36%	4	23	475.00%	0.34%	1.02%	0	0	8	31	287.50%	0.34%	0.69%
18-19 20-24	0 45	0 75	66.67%	0.00% 3.88%	0.00% 3.33%	0 78	0 196	151.28%	0.00% 6.58%	0.00% 8.67%	0	0	0 123	0 271	120.33%	0.00% 5.24%	0.00% 6.00%
25-29	316	530	67.72%	27.26%	23.52%	402	728	81.09%	33.90%	32.21%	0	1	718	1,259	75.35%	30.61%	27.87%
30-34	268	470	75.37%	23.12%	20.86%	226	347	53.54%	19.06%	15.35%	0	0	494	817	65.38%	21.06%	18.08%
35-39 40-44	157 117	278 275	77.07% 135.04%	13.55% 10.09%	12.34% 12.21%	141 74	206 198	46.10% 167.57%	11.89% 6.24%	9.12% 8.76%	1	0	299 191	484 473	61.87% 147.64%	12.75% 8.14%	10.71% 10.47%
45-49	73	232	217.81%	6.30%	10.30%	86	212	146.51%	7.25%	9.38%	0	0	159	444	179.25%	6.78%	9.83%
50-54	55	157	185.45%	4.75%	6.97%	54	150	177.78%	4.55%	6.64%	0	0	109	307	181.65%	4.65%	6.80%
55-59	41	100	143.90%	3.54%	4.44%	52 25	94	80.77%	4.38%	4.16%	0	0	93	194	108.60%	3.96%	4.29% 2.90%
60 and Over Not Stated	38 5	79 0	107.89% -100.00%	3.28% 0.43%	3.51% 0.00%	18	52 0	108.00% -100.00%	2.11% 1.52%	2.30% 0.00%	0	4	63 23	131 4	107.94% -82.61%	2.69% 0.98%	0.09%
Total	1,159	2,253	94.39%	100.00%	100.00%	1,186	2,260	90.56%	100.00%	100.00%	1	5	2,346	4,518	92.58%	100.00%	100.00%
												I_					
		2010	2011		2010	2011											
EDECHENCY OF V	ICIT	Number	Number	% Chge	% Share	% Share	TD	AVEL COMPANIO		2011	0/ Chara						
FREQUENCY OF VI	1311						IK	AVEL COMPANIO	V	Number	% Share						
First Visit		1,236	2,862	131.55%	83.80%	93.74%		ouse		488	16.70%						
Revisit Not Stated		57 182	89 102	56.14% -43.96%	3.86% 12.34%	2.92% 3.34%		ldren ents/Grandparents		68 37	2.33% 1.27%						
		102	102	40.0070	12.0470	0.0470		er Family Members		63	2.16%						
TRAVEL ARRANGE	EMENT							siness Associates		142	4.86%						
Individually arranged	1	82	216	163.41%	5.56%	7.08%		ends ır Group		236 1,962	8.07% 67.12%						
Packaged Tour	-	893	1,712	91.71%	60.54%	56.08%	Alo			73	2.50%						
Company/Business t	trip	131	96	-26.72%	8.88%	3.14%				0.000							
Group Tour Other		181 3	915 4	405.52% 33.33%	12.27% 0.20%	29.97% 0.13%	# 01	f respondents		2,923							
Not Stated		185	110	-40.54%	12.54%	3.60%											
TRAVEL PLANS		2010	2011		2010	2011	TRA	AVEL	2010	2011	II.	2010	2011				
				% Chge	% Share	% Share	МО	TIVATION			% Chge	% Share	% Share				
Pleasure		1,280	2,841	121.95%	93.09%	95.98%	Inte	ernet	208	358	72.12%	15.04%	12.15%				
Business		13	19	46.15%	0.95%	0.64%		wspaper	35	35	0.00%	2.53%	1.19%				
Golf Diving		6 46	21 91	250.00% 97.83%	0.44% 3.35%	0.71% 3.07%		gazines vel Agents	24 959	76 2,337	216.67% 143.69%	1.74% 69.34%	2.58% 79.33%				
Attend Conf & Conv		1	1	0.00%	0.07%	0.03%		nate	43	33	-23.26%	3.11%	1.12%				
Company Trip		105	39	-62.86%	7.64%	1.32%	Prio		15	24	60.00%	1.08%	0.81%				
Honeymoon Getting Married		60 3	150 6	150.00% 100.00%	4.36% 0.22%	5.07% 0.20%		ort flight Time neral Reading	18 9	15 6	-16.67% -33.33%	1.30% 0.65%	0.51% 0.20%				
Memorial Service		1	2	100.00%	0.07%	0.07%		er/Poster	4	9	125.00%	0.29%	0.31%				
VFR		5	14	180.00%	0.36%	0.47%		ends/Relatives	83	151	81.93%	6.00%	5.13%				
Attend Sport Events Others		2 7	5 18	150.00% 157.14%	0.15% 0.51%	0.17% 0.61%	Pre	Radio vious Trip	9	33 11	266.67% 37.50%	0.65% 0.58%	1.12% 0.37%				
OCCUPATION		2010	2011		2010	2011	Oth	ers	63 2010	110 2011	74.60%	4.56% 2010	3.73% 2011				
				% Chge	% Share	% Share					% Chge		% Share				
Legislators, and mar	nagers	51	86	68.63%	3.46%	2.82%	Ent	ry Level	26	7	-73.08%	1.76%	0.23%				
Professional	-	576	2,121	268.23%	39.05%	69.47%	Arn	ned Forces	0	0		0.00%	0.00%				
Technicians Clerk		95 346	119 289	25.26% -16.47%	6.44% 23.46%	3.90% 9.47%		nemakers dents	12 18	25 10	108.33% -44.44%	0.81% 1.22%	0.82% 0.33%				
Service Workers		55	63	14.55%	3.73%	2.06%		irees	20	16	-44.44%	1.22%	0.52%				
Skilled Workers		0	8		0.00%	0.26%	Oth	iers	73	108	47.95%	4.95%	3.54%				
Craft and related trac		8 7	16	100.00%	0.54%	0.52%	Not	Stated	188	179	-4.79%	12.75%	5.86%				
Operators and Asser	moiers		6	-14.29%	0.47%	0.20%											

	TOTAL				JAPAN JAPAN					K0 D				OLUBIA	1117 +	1					OTHERS		Page 2 of 2	
SEPTEMBER	Sep-10	Sep-11	AL % SHARE	% CHGE	Sep-10	Sep-11	N SHARE	% CHGE	Sep-10	KOR Sep-11	% SHARE	% CHGE	Sep-10	CHINA/ Sep-11	"HK" "SHARE	% CHGE	Sep-10	GU Sep-11	AM % SHARE	% CHGE	Sep-10	Sep-11	% SHARE	% CHG
TRAVEL PLANS	18,374	15,725	% SHARE	-14.42%	12,164	8,498	/6 SHARE	-30.14%	3,337	2,848	/₀ SHARE	-14.65%	1,375	2,960	% SHARE	115.27%	760	733	∕₀ SHARE	-3.55%	738		% SHARE	-7.05°
Pleasure	15,253	12,918	82.15%	-15.31%	10,417	7,002	82.40%	-32.78%	3,022	2,598	91.22%	-14.03%	1,280	2,841	95.98%	121.95%	230	184	25.10%	-20.00%	304	293	42.71%	-3.62
									3,022				1,200											
Business	882	868	5.52%	-1.59%	81	62	0.73%	-23.46%		49	1.72%	19.51%	13	19	0.64%	46.15%	398	403	54.98%	1.26%	349	335	48.83%	-4.019
Golf	1,076	869	5.53%	-19.24%	745	638	7.51%	-14.36%	260	158	5.55%	-39.23%	6	21	0.71%	250.00%	41	29	3.96%	-29.27%	24	23	3.35%	-4.17%
Dive	2,787	2,085	13.26%	-25.19%	2,553	1,857	21.85%	-27.26%	112	100	3.51%	-10.71%	46	91	3.07%	97.83%	7	2	0.27%	-71.43%	69	35	5.10%	-49.28%
Convention	100	38	0.24%	-62.00%	6	4	0.05%	-33.33%	7	9	0.32%	28.57%	1	1	0.03%	0.00%	34	11	1.50%	-67.65%	52	13	1.90%	-75.00%
Company Trip	538	434	2.76%	-19.33%	375	310	3.65%	-17.33%	27	52	1.83%	92.59%	105	39	1.32%	-62.86%	15	15	2.05%	0.00%	16	18	2.62%	12.50%
Honeymoon	359	357	2.27%	-0.56%	141	66	0.78%	-53.19%	152	129	4.53%	-15.13%	60	150	5.07%	150.00%	0	2	0.27%		6	10	1.46%	66.67%
Get Married	61	45	0.29%	-26.23%	54	32	0.38%	-40.74%	2	2	0.07%	0.00%	3	6	0.20%	100.00%	0	1	0.14%		2	4	0.58%	100.00%
Memorial Service	36	27	0.17%	-25.00%	9	3	0.04%	-66.67%	0	2	0.07%		1	2	0.07%	100.00%	23	15	2.05%	-34.78%	3	5	0.73%	66.67%
Visit Friends	420	362	2.30%	-13.81%	137	86	1.01%	-37.23%	66	49	1.72%	-25.76%	5	14	0.47%	180.00%	135	138	18.83%	2.22%	77	75	10.93%	-2.60%
Sports	140	114	0.72%	-18.57%	109	54	0.64%	-50.46%	26	28	0.98%	7.69%	2	5	0.17%	150.00%	3	22	3.00%	633.33%	0	5	0.73%	_
Other	261	325	2.07%	24.52%	161	216	2.54%	34.16%	31	27	0.95%	-12.90%	7	18	0.61%	157.14%	33	32	4.37%	-3.03%	29	32	4.66%	10.34%
Not Stated	1,082	954	6.07%	-11.83%	589	373	4.39%	-36.67%	153	242	8.50%	58.17%	100	93	3.14%	-7.00%	155	163	22.24%	5.16%	85	83	12.10%	-2.35%
TRAVEL MOTIVATION	18,060	15,672		-13.22%	12,014	8,422		-29.90%	3,257	2,962		-9.06%	1,383	2,946		113.02%	729	694		-4.80%	677			-4.28%
Newspaper	168	75	0.48%	-55.36%	52	29	0.34%	-44.23%	74	6	0.20%	-91.89%	35	35	1.19%	0.00%	2	1	0.14%	-50.00%	5	4	0.62%	-20.00%
Magazine	542	424	2.71%	-21.77%	458	294	3.49%	-35.81%	51	43	1.45%	-15.69%	24	76	2.58%	216.67%	2	4	0.58%	100.00%	7	7	1.08%	0.00%
Travel Agent	6,001	6,024	38.44%	0.38%	3,409	2,188	25.98%	-35.82%	1,570	1,406	47.47%	-10.45%	959	2,337	79.33%	143.69%	19	30	4.32%	57.89%	44	63	9.72%	43.18%
Climate		1,201			1,618	1,054			198		2.73%	-59.09%	43		1.12%	-23.26%	7	2		-71.43%	46	31	4.78%	
	1,912	,	7.66%	-37.19%			12.51%	-34.86%		81			15	33			10	44	0.29%		40			-32.61%
Price	2,455	1,312	8.37%	-46.56%	2,384	1,234	14.65%	-48.24%	26	31	1.05%	19.23%	15	24	0.81%	60.00%	13	11	1.59%	-15.38%	17	12	1.85%	-29.41%
Short	2,464	1,679	10.71%	-31.86%	2,206	1,394	16.55%	-36.81%	182	227	7.66%	24.73%	18	15	0.51%	-16.67%	35	25	3.60%	-28.57%	23	18	2.78%	-21.74%
Reading	288	270	1.72%	-6.25%	66	53	0.63%	-19.70%	185	188	6.35%	1.62%	9	6	0.20%	-33.33%	0	2	0.29%		28	21	3.24%	-25.00%
Flyer	968	602	3.84%	-37.81%	849	480	5.70%	-43.46%	87	72	2.43%	-17.24%	4	9	0.31%	125.00%	0	2	0.29%		28	39	6.02%	39.29%
Friends / Relatives	3,064	2,391	15.26%	-21.96%	2,198	1,582	18.78%	-28.03%	344	258	8.71%	-25.00%	83	151	5.13%	81.93%	274	276	39.77%	0.73%	165	124	19.14%	-24.85%
TV / Radio	139	131	0.84%	-5.76%	66	49	0.58%	-25.76%	55	37	1.25%	-32.73%	9	33	1.12%	266.67%	5	2	0.29%	-60.00%	4	10	1.54%	150.00%
Prior Trip	2,286	1,829	11.67%	-19.99%	1,856	1,391	16.52%	-25.05%	260	267	9.01%	2.69%	8	11	0.37%	37.50%	97	87	12.54%	-10.31%	65	73	11.27%	12.31%
Other	1,529	1,502	9.58%	-1.77%	603	548	6.51%	-9.12%	154	183	6.18%	18.83%	63	110	3.73%	74.60%	369	346	49.86%	-6.23%	340	315	48.61%	-7.35%
Web	3,392	3,026	19.31%	-10.79%	2,488	1,831	21.74%	-26.41%	618	751	25.35%	21.52%	208	358	12.15%	72.12%	27	16	2.31%	-40.74%	51	70	10.80%	37.25%
Not Stated	1,396	1,007	6.43%	-27.87%	739	449	5.33%	-39.24%	233	128	4.32%	-45.06%	92	107	3.63%	16.30%	186	202	29.11%	8.60%	146	121	18.67%	-17.12%
OCCUPATION	19,456	16,679	100.00%	-14.27%	12,753	8,871	100.00%	-30.44%	3,490	3,090	100.00%	-11.46%	1,475	3,053	100.00%	106.98%	915	896	100.00%	-2.08%	823	769	100.00%	-6.56%
Leg & Manager	1,770	1,384	8.30%	-21.81%	1,436	1,040	11.72%	-27.58%	82	70	2.27%	-14.63%	51	86	2.82%	68.63%	105	115	12.83%	9.52%	96	73	9.49%	-23.96%
Professional	2,921	3,990	23.92%	36.60%	1,135	801	9.03%	-29.43%	735	613	19.84%	-16.60%	576	2,121	69.47%	268.23%	195	202	22.54%	3.59%	280	253	32.90%	-9.64%
Technicians	944	897	5.38%	-4.98%	498	413	4.66%	-17.07%	223	254	8.22%	13.90%	95	119	3.90%	25.26%	69	61	6.81%	-11.59%	59	50	6.50%	-15.25%
Clerk	6,253	4,656	27.92%	-25.54%	4,643	3,224	36.34%	-30.56%	1,230	1,099	35.57%	-10.65%	346	289	9.47%	-16.47%	19	19	2.12%	0.00%	15	25	3.25%	66.67%
Service	1,684	1,183	7.09%	-29.75%	1,068	657	7.41%	-38.48%	526	423	13.69%	-19.58%	55	63	2.06%	14.55%	20	21	2.34%	5.00%	15	19	2.47%	26.67%
Skilled	23	60	0.36%	160.87%	19	18	0.20%	-5.26%	4	30	0.97%	650.00%	0	8	0.26%		0	3	0.33%		0	1	0.13%	
Craftsman	30	44	0.26%	46.67%	5	4	0.05%	-20.00%	3	9	0.29%	200.00%	R	16	0.52%	100.00%	e.	8	0.89%	0.00%	6	7	0.91%	16.67%
Plant Operator	97	97	0.52%	0.00%	50	50	0.56%	-15.25%	17	27	0.87%	58.82%	7	6	0.20%	-14.29%	4	3	0.33%	-25.00%	0	1	0.13%	.0.07
•	42	20			0.0	7			17				200	7			2	3			0	1		E0 000
Entry Level	-	22	0.13%	-47.62%	9	•	0.08%	-22.22%	2	4	0.13%	100.00%	26	7	0.23%	-73.08%	3	3	0.33%	0.00%		1	0.13%	-50.00%
Armed Forces	120	93	0.56%	-22.50%	4	3	0.03%	-25.00%	8	13	0.42%	62.50%	0	0	0.00%		58	26	2.90%	-55.17%	50	51	6.63%	2.00%
Homemaker	568	484	2.90%	-14.79%	321	239	2.69%	-25.55%	195	181	5.86%	-7.18%	12	25	0.82%	108.33%	26		2.46%	-15.38%	14	17	2.21%	21.43%
Students	2,294	1,617	9.69%	-29.51%	2,190	1,504	16.95%	-31.32%	62	75	2.43%	20.97%	18	10	0.33%	-44.44%	13	18	2.01%	38.46%	11	10	1.30%	-9.09%
Retirees	312	234	1.40%	-25.00%	197	141	1.59%	-28.43%	50	30	0.97%	-40.00%	20	16	0.52%	-20.00%	20	26	2.90%	30.00%	25	21	2.73%	-16.00%
Other	464	428	2.57%	-7.76%	158	109	1.23%	-31.01%	100	70	2.27%	-30.00%	73	108	3.54%	47.95%	74	83	9.26%	12.16%	59	58	7.54%	-1.69%
Not Stated	1,944	1,500	8.99%	-22.84%	1,011	661	7.45%	-34.62%	253	192	6.21%	-24.11%	188	179	5.86%	-4.79%	301	286	31.92%	-4.98%	191	182	23.67%	-4.719
LENGTH OF STAY (NIGHTS)	105,109	90,971		-13.45%	56,552	40,330		-28.69%	30,779	25,331		-17.70%	9,797	17,509		78.72%	2,491	2,227		-10.60%	5,490	5,574		1.53%
Avg. Length of Stay (Nights)	3.60	3.64			3.38	3.48			3.87	3.76			4.18	3.88			2.23	2.02			5.28	5.34		