



## Commonwealth of the Northern Mariana Islands

### ~ Visitor Arrival Statistics ~

#### Fiscal Year 2010 - 2011

|                         | 2010                 | 2011                 | % Change              |
|-------------------------|----------------------|----------------------|-----------------------|
| <b>TOTAL TO DATE:</b>   | <b>368,186</b>       | <b>338,106</b>       | <b>-8.17%</b>         |
| 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 <sup>r</sup>  | 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%               |
| <b><u>September</u></b> | <b><u>29,917</u></b> | <b><u>25,408</u></b> | <b><u>-15.07%</u></b> |

#### Calendar Year 2010 - 2011

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

<sup>r</sup> Revised

| MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE |                     |                |             |                   |                |             |                 |                    |             |
|--|---------------------|----------------|-------------|-------------------|----------------|-------------|-----------------|--------------------|-------------|
| Fiscal Year                                      | ~ JAPAN ~           |                |             | ~ KOREA ~         |                |             | ~ CHINA ~       |                    |             |
|  | 2010                | 2011           | % Change    | 2010              | 2011           | % Change    | 2010            | 2011               | % Change    |
| <b>TOTAL TO DATE</b>                             | <b>182,820</b>      | <b>148,634</b> | <b>-19%</b> | <b>108,079</b>    | <b>106,483</b> | <b>-1%</b>  | <b>40,398</b>   | <b>46,451</b>      | <b>15%</b>  |
| 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 <sup>r</sup> | 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 <sup>r</sup> | 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%         |
| <b>September</b>                                 | <b>16,992</b>       | <b>11,872</b>  | <b>-30%</b> | <b>7,958</b>      | <b>6,746</b>   | <b>-15%</b> | <b>2,346</b>    | <b>4,519</b>       | <b>93%</b>  |
| Fiscal Year                                      | ~ GUAM ~            |                |             | ~ UNITED STATES ~ |                |             | ~ PHILIPPINES ~ |                    |             |
|  | 2010                | 2011           | % Change    | 2010              | 2011           | % Change    | 2010            | 2011               | % Change    |
| <b>TOTAL TO DATE</b>                             | <b>17,483</b>       | <b>15,629</b>  | <b>-11%</b> | <b>9,713</b>      | <b>8,928</b>   | <b>-8%</b>  | <b>959</b>      | <b>539</b>         | <b>-44%</b> |
| 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 <sup>r</sup>  | 486            | -42%        | 43              | 53                 | 23%         |
| <b>September</b>                                 | <b>1,251</b>        | <b>1,217</b>   | <b>-3%</b>  | <b>893</b>        | <b>545</b>     | <b>-39%</b> | <b>41</b>       | <b>40</b>          | <b>-2%</b>  |
| Fiscal Year                                      | ~ RUSSIA ~          |                |             | * ~ HONG KONG ~   |                |             | ~ OTHER AREAS ~ |                    |             |
|  | 2010                | 2011           | % Change    | 2010              | 2011           | % Change    | 2010            | 2011               | % Change    |
| <b>TOTAL TO DATE</b>                             | <b>4,329</b>        | <b>5,092</b>   | <b>18%</b>  | <b>314</b>        | <b>1,881</b>   | <b>499%</b> | <b>4,091</b>    | <b>4,469</b>       | <b>9%</b>   |
| 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%         |
| May  | 305                 | 324            | 6%          | 16                | 366            | 2188%       | 225             | 236                | 5%          |
| June   | 485                 | 558            | 15%         | 37                | 594            | 1505%       | 373             | 217                | -42%        |
| July   | 375                 | 450            | 20%         | 32                | 341            | 966%        | 343             | 192                | -44%        |
| August   | 383                 | 422            | 10%         | 23                | 164            | 613%        | 223             | 215                | -4%         |
| <b>September</b>                                 | <b>205</b>          | <b>216</b>     | <b>5%</b>   | <b>31</b>         | <b>89</b>      | <b>187%</b> | <b>200</b>      | <b>164</b>         | <b>-18%</b> |

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

<sup>r</sup> Revised

## VISITOR ARRIVALS TO SAIPAN - SEPTEMBER 2011

| ARRIVALS BY MODE OF TRANSPORTATION          | <u>Sep-10</u> | <u>Sep-11</u> | % CHANGE     |
|---|---------------|---------------|--------------|
| Air Arrivals                                | 29,211        | 24,998        | -14%         |
| Sea Arrivals                                | 275           | 0             | -100%        |
| <b>TOTAL ARRIVALS</b>                       | <b>29,486</b> | <b>24,998</b> | <b>-15%</b>  |
| <b>AIR ARRIVALS BY COUNTRY OF RESIDENCE</b> |               |               |              |
| <b>JAPAN</b>                                | <b>16,753</b> | <b>11,599</b> | <b>-31%</b>  |
| 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%         |
| <b>KOREA</b>                                | <b>7,958</b>  | <b>6,738</b>  | <b>-15%</b>  |
| 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%         |
| <b>CHINA</b>                                | <b>2,346</b>  | <b>4,518</b>  | <b>93%</b>   |
| <b>GUAM</b>                                 | <b>1,115</b>  | <b>1,100</b>  | <b>-1%</b>   |
| <b>UNITED STATES</b>                        | <b>590</b>    | <b>540</b>    | <b>-8%</b>   |
| <b>PHILIPPINES</b>                          | <b>39</b>     | <b>39</b>     | <b>0%</b>    |
| <b>RUSSIA</b>                               | <b>205</b>    | <b>215</b>    | <b>5%</b>    |
| <b>HONG KONG</b>                            | <b>1</b>      | <b>89</b>     | <b>8800%</b> |
| <b>OTHER</b>                                | <b>204</b>    | <b>160</b>    | <b>-22%</b>  |

| ARRIVALS BY MONTH    | FY 2010        | FY 2011        | % CHANGE    |
|----------------------|----------------|----------------|-------------|
| <b>TOTAL TO DATE</b> | <b>361,534</b> | <b>333,186</b> | <b>-8%</b>  |
| 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         | 30,091         | -15%        |
| April                | 25,862         | 21,359         | -17%        |
| May                  | 26,320         | 23,086         | -12%        |
| June                 | 27,959         | 23,200         | -17%        |
| July                 | 34,432         | 26,839         | -22%        |
| August               | 37,302         | 32,838         | -12%        |
| <b>September</b>     | <b>29,486</b>  | <b>24,998</b>  | <b>-15%</b> |
| <b>YEAR TOTAL</b>    | <b>361,534</b> | <b>333,186</b> | <b>-8%</b>  |

Source: CNMI Customs Declaration Form

Revised

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

**Sea Arrivals : Sep-11**

Military Shp: ----

Cruise Ship: ----

| <b>VISITOR ARRIVALS TO ROTA - SEPTEMBER 2011</b> |                      |                      |                 |
|--|----------------------|----------------------|-----------------|
|  | <u>Sep-10</u>        | <u>Sep-11</u>        | % CHANGE        |
| <b>TOTAL ARRIVALS</b>                            | <b>431</b>           | <b>410</b>           | <b>-5%</b>      |
| <b>ARRIVALS FROM GUAM</b>                        | <b>431</b>           | <b>410</b>           | <b>-5%</b>      |
| 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%            |
| <b>INTERISLAND ARRIVALS</b>                      | <b>0</b>             | <b>0</b>             | <b>-----</b>    |
| JAPAN  |                      |                      | -----           |
| KOREA  |                      |                      | -----           |
| CHINA  |                      |                      | -----           |
| UNITED STATES (INCLUDING GUAM)                   | <i>Not Available</i> | <i>Not Available</i> | -----           |
| PHILIPPINES                                      |                      |                      | -----           |
| OTHER  |                      |                      | -----           |
| <b>ARRIVALS BY MONTH</b>                         | <b>FY 2010</b>       | <b>FY 2011</b>       | <b>% CHANGE</b> |
| <b>TOTAL TO DATE</b>                             | <b>7,348</b>         | <b>4,920</b>         | <b>-33%</b>     |
| 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 <sup>r</sup>     | 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>      |
| <b>YEAR TOTAL</b>                                | <b>7,348</b>         | <b>4,920</b>         | <b>-33%</b>     |

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.

| <b>VISITOR ARRIVALS TO TINIAN - SEPTEMBER 2011</b> |                |                      |                 |
|--|----------------|----------------------|-----------------|
|  | <u>Sep-10</u>  | <u>Sep-11</u>        | <u>% CHANGE</u> |
| <b>TOTAL ARRIVALS</b>                              | <b>1,738</b>   | <b>3,354</b>         | <b>93%</b>      |
| <b>ARRIVALS FROM GUAM</b>                          | <b>0</b>       | <b>0</b>             | <b>-----</b>    |
| JAPAN  | 0              | <i>Not Available</i> | -----           |
| KOREA  | 0              |                      | -----           |
| CHINA  | 0              |                      | -----           |
| GUAM   | 0              |                      | -----           |
| UNITED STATES                                      | 0              |                      | -----           |
| PHILIPPINES  | 0              |                      | -----           |
| RUSSIA   | 0              |                      | -----           |
| HONG KONG  | 0              |                      | -----           |
| OTHER  | 0              |                      | -----           |
| <b>INTERISLAND ARRIVALS</b>                        |                |                      |                 |
| <b>OVERNIGHT VISITORS:</b>                         | <b>1,727</b>   | <b>3,348</b>         | <b>94%</b>      |
| 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                    | -----           |
| SAIPAN   | 88             | 150                  | 70%             |
| OTHER  | 0              | 2                    | -----           |
| <b>DAY VISITORS:</b>                               | <b>11</b>      | <b>6</b>             | <b>-45%</b>     |
| <b>ARRIVALS BY MONTH</b>                           | <b>FY 2010</b> | <b>FY 2011</b>       | <b>% CHANGE</b> |
| <b>TOTAL TO DATE</b>                               | <b>35,649</b>  | <b>29,152</b>        | <b>-18%</b>     |
| October  | 3,759          | 1,955                | -48%            |
| November   | 3,210          | 1,617                | -50%            |
| December   | 2,128          | 1,554                | -27%            |
| January  | 3,426          | 1,956                | -43%            |
| February   | 4,804          | 2,115                | -56%            |
| March  | 3,120          | 1,688                | -46%            |
| April  | 3,127          | 1,486                | -52%            |
| May  | 2,765          | 2,891                | 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%             |
| <b>YEAR TOTAL</b>                                  | <b>35,649</b>  | <b>29,152</b>        | <b>-18%</b>     |

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)

| SEPTEMBER                      | TOTAL         |               |                |                | JAPAN         |               |                |                | KOREA        |              |                |                | CHINA        |              |                |                | GUAM         |              |                |               | OTHERS       |              |                |                |
|--------------------------------|---------------|---------------|----------------|----------------|---------------|---------------|----------------|----------------|--------------|--------------|----------------|----------------|--------------|--------------|----------------|----------------|--------------|--------------|----------------|---------------|--------------|--------------|----------------|----------------|
|                                | Sep-10        | Sep-11        | % SHARE        | % CHGE         | Sep-10        | Sep-11        | % SHARE        | % CHGE         | Sep-10       | Sep-11       | % SHARE        | % CHGE         | Sep-10       | Sep-11       | % SHARE        | % CHGE         | Sep-10       | Sep-11       | % SHARE        | % CHGE        | Sep-10       | Sep-11       | % SHARE        | % CHGE         |
| <b>MODE OF ARRIVAL</b>         | <b>29,486</b> | <b>24,998</b> | <b>100.00%</b> | <b>-15.22%</b> | <b>16,753</b> | <b>11,599</b> | <b>100.00%</b> | <b>-30.76%</b> | <b>7,958</b> | <b>6,738</b> | <b>100.00%</b> | <b>-15.33%</b> | <b>2,346</b> | <b>4,518</b> | <b>100.00%</b> | <b>92.58%</b>  | <b>1,115</b> | <b>1,100</b> | <b>100.00%</b> | <b>-1.35%</b> | <b>1,314</b> | <b>1,043</b> | <b>100.00%</b> | <b>-20.62%</b> |
| 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%          | ----           | 0             | 0             | 0.00%          | ----           | 0            | 0            | 0.00%          | ----           | 0            | 0            | 0.00%          | ----           | 0            | 0            | 0.00%          | ----          | 275          | 0            | 0.00%          | ----           |
| <b>GENDER</b>                  | <b>29,211</b> | <b>24,998</b> | <b>100.00%</b> | <b>-14.42%</b> | <b>16,753</b> | <b>11,599</b> | <b>100.00%</b> | <b>-30.76%</b> | <b>7,958</b> | <b>6,738</b> | <b>100.00%</b> | <b>-15.33%</b> | <b>2,346</b> | <b>4,518</b> | <b>100.00%</b> | <b>92.58%</b>  | <b>1,115</b> | <b>1,100</b> | <b>100.00%</b> | <b>-1.35%</b> | <b>1,039</b> | <b>1,043</b> | <b>100.00%</b> | <b>0.38%</b>   |
| 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%          | ----           |
| <b>AGE GROUP (YEARS)</b>       | <b>29,211</b> | <b>24,998</b> | <b>100.00%</b> | <b>-14.42%</b> | <b>16,753</b> | <b>11,599</b> | <b>100.00%</b> | <b>-30.76%</b> | <b>7,958</b> | <b>6,738</b> | <b>100.00%</b> | <b>-15.33%</b> | <b>2,346</b> | <b>4,518</b> | <b>100.00%</b> | <b>92.58%</b>  | <b>1,115</b> | <b>1,100</b> | <b>100.00%</b> | <b>-1.35%</b> | <b>1,039</b> | <b>1,043</b> | <b>100.00%</b> | <b>0.38%</b>   |
| 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                          | 1,591         | 1,576         | 6.30%          | -0.94%         | 836           | 634           | 5.47%          | -24.16%        | 311          | 215          | 3.19%          | -30.87%        | 159          | 444          | 9.83%          | 179.25%        | 160          | 161          | 14.64%         | 0.63%         | 125          | 122          | 11.70%         | -2.40%         |
| 50-54                          | 1,324         | 1,269         | 5.08%          | -4.15%         | 682           | 492           | 4.24%          | -27.86%        | 283          | 228          | 3.38%          | -19.43%        | 109          | 307          | 6.80%          | 181.65%        | 130          | 140          | 12.73%         | 7.69%         | 120          | 102          | 9.78%          | -15.00%        |
| 55-59                          | 1,093         | 984           | 3.94%          | -9.97%         | 536           | 373           | 3.22%          | -30.41%        | 256          | 210          | 3.12%          | -17.97%        | 93           | 194          | 4.29%          | 108.60%        | 89           | 104          | 9.45%          | 16.85%        | 119          | 103          | 9.88%          | -13.45%        |
| 60 & Over                      | 1,707         | 1,448         | 5.79%          | -15.17%        | 909           | 695           | 5.99%          | -23.54%        | 466          | 333          | 4.94%          | -28.54%        | 63           | 131          | 2.90%          | 107.94%        | 146          | 165          | 15.00%         | 13.01%        | 123          | 124          | 11.89%         | 0.81%          |
| Not Stated                     | 30            | 29            | 0.12%          | -3.33%         | 3             | 0             | 0.00%          | -100.00%       | 4            | 24           | 0.36%          | 500.00%        | 23           | 4            | 0.09%          | -82.61%        | 0            | 0            | 0.00%          | ----          | 0            | 1            | 0.10%          | ----           |
| <b>PURPOSE OF VISIT</b>        | <b>19,456</b> | <b>16,679</b> | <b>100.00%</b> | <b>-14.27%</b> | <b>12,753</b> | <b>8,871</b>  | <b>100.00%</b> | <b>-30.44%</b> | <b>3,490</b> | <b>3,090</b> | <b>100.00%</b> | <b>-11.46%</b> | <b>1,475</b> | <b>3,053</b> | <b>100.00%</b> | <b>106.98%</b> | <b>915</b>   | <b>896</b>   | <b>100.00%</b> | <b>-2.08%</b> | <b>823</b>   | <b>769</b>   | <b>100.00%</b> | <b>-6.56%</b>  |
| 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%         |
| <b>FREQUENCY OF VISIT</b>      | <b>19,456</b> | <b>16,679</b> | <b>100.00%</b> | <b>-14.27%</b> | <b>12,753</b> | <b>8,871</b>  | <b>100.00%</b> | <b>-30.44%</b> | <b>3,490</b> | <b>3,090</b> | <b>100.00%</b> | <b>-11.46%</b> | <b>1,475</b> | <b>3,053</b> | <b>100.00%</b> | <b>106.98%</b> | <b>915</b>   | <b>896</b>   | <b>100.00%</b> | <b>-2.08%</b> | <b>823</b>   | <b>769</b>   | <b>100.00%</b> | <b>-6.56%</b>  |
| 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%        |
| <b>TRAVEL ARRANGEMENT</b>      | <b>19,456</b> | <b>16,679</b> | <b>100.00%</b> | <b>-14.27%</b> | <b>12,753</b> | <b>8,871</b>  | <b>100.00%</b> | <b>-30.44%</b> | <b>3,490</b> | <b>3,090</b> | <b>100.00%</b> | <b>-11.46%</b> | <b>1,475</b> | <b>3,053</b> | <b>100.00%</b> | <b>106.98%</b> | <b>915</b>   | <b>896</b>   | <b>100.00%</b> | <b>-2.08%</b> | <b>823</b>   | <b>769</b>   | <b>100.00%</b> | <b>-6.56%</b>  |
| 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%         |
| <b>TRAVEL COMPANION</b>        | <b>17,065</b> | <b>15,272</b> | <b>100.00%</b> | <b>-10.51%</b> | <b>11,589</b> | <b>8,206</b>  | <b>100.00%</b> | <b>-29.19%</b> | <b>2,991</b> | <b>2,922</b> | <b>100.00%</b> | <b>-2.31%</b>  | <b>1,218</b> | <b>2,923</b> | <b>100.00%</b> | <b>139.98%</b> | <b>636</b>   | <b>628</b>   | <b>100.00%</b> | <b>-1.26%</b> | <b>631</b>   | <b>593</b>   | <b>100.00%</b> | <b>-6.02%</b>  |
| 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           | 4            |                |                |



# JAPAN VISITORS PROFILE

Sep-11

| SEPTEMBER   | 2010 Male | 2011 Male | 2010     |         |         | 2011          |               |          | 2010    |         | 2011       |            | 2010         |              | 2011     |         |         |
|-------------|-----------|-----------|----------|---------|---------|---------------|---------------|----------|---------|---------|------------|------------|--------------|--------------|----------|---------|---------|
| AGE/SEX     | Number    | Number    | % Chge   | % Share | % Share | Female Number | Female Number | % Chge   | % Share | % Share | Not Stated | Not Stated | TOTAL Number | TOTAL Number | % Chge   | % Share | % Share |
| Under 10    | 527       | 352       | -33.21%  | 7.22%   | 6.66%   | 501           | 354           | -29.34%  | 5.30%   | 5.61%   | 0          | 0          | 1,028        | 706          | -31.32%  | 6.14%   | 6.09%   |
| Under 13    | 0         | 9         | ----     | 0.00%   | 0.17%   | 0             | 14            | ----     | 0.00%   | 0.22%   | 0          | 0          | 0            | 23           | ----     | 0.00%   | 0.20%   |
| 10-17       | 0         | 0         | ----     | 0.00%   | 0.00%   | 0             | 0             | ----     | 0.00%   | 0.00%   | 0          | 0          | 0            | 0            | ----     | 0.00%   | 0.00%   |
| 13-15       | 28        | 0         | -100.00% | 0.38%   | 0.00%   | 26            | 0             | -100.00% | 0.28%   | 0.00%   | 0          | 0          | 54           | 0            | -100.00% | 0.32%   | 0.00%   |
| 16-19       | 145       | 208       | 43.45%   | 1.99%   | 3.94%   | 343           | 187           | -45.48%  | 3.63%   | 2.96%   | 0          | 0          | 488          | 395          | -19.06%  | 2.91%   | 3.41%   |
| 18-19       | 0         | 1         | ----     | 0.00%   | 0.02%   | 0             | 0             | ----     | 0.00%   | 0.00%   | 0          | 0          | 0            | 1            | ----     | 0.00%   | 0.01%   |
| 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        | 2,296        | -35.36%  | 21.20%  | 19.79%  |
| 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        | 2,173        | -35.31%  | 20.05%  | 18.73%  |
| 30-34       | 1,033     | 715       | -30.78%  | 14.15%  | 13.53%  | 1,284         | 901           | -29.83%  | 13.58%  | 14.27%  | 0          | 0          | 2,317        | 1,616        | -30.25%  | 13.83%  | 13.93%  |
| 35-39       | 992       | 695       | -29.94%  | 13.59%  | 13.15%  | 869           | 609           | -29.92%  | 9.19%   | 9.65%   | 0          | 0          | 1,861        | 1,304        | -29.93%  | 11.11%  | 11.24%  |
| 40-44       | 640       | 544       | -15.00%  | 8.77%   | 10.29%  | 488           | 347           | -28.89%  | 5.16%   | 5.50%   | 0          | 0          | 1,128        | 891          | -21.01%  | 6.73%   | 7.68%   |
| 45-49       | 484       | 401       | -17.15%  | 6.63%   | 7.59%   | 352           | 233           | -33.81%  | 3.72%   | 3.69%   | 0          | 0          | 836          | 634          | -24.16%  | 4.99%   | 5.47%   |
| 50-54       | 378       | 284       | -24.87%  | 5.18%   | 5.37%   | 304           | 208           | -31.58%  | 3.22%   | 3.29%   | 0          | 0          | 682          | 492          | -27.86%  | 4.07%   | 4.24%   |
| 55-59       | 314       | 211       | -32.80%  | 4.30%   | 3.99%   | 222           | 162           | -27.03%  | 2.35%   | 2.57%   | 0          | 0          | 536          | 373          | -30.41%  | 3.20%   | 3.22%   |
| 60 and Over | 556       | 441       | -20.68%  | 7.62%   | 8.34%   | 353           | 254           | -28.05%  | 3.73%   | 4.02%   | 0          | 0          | 909          | 695          | -23.54%  | 5.43%   | 5.99%   |
| Not Stated  | 1         | 0         | -100.00% | 0.01%   | 0.00%   | 2             | 0             | -100.00% | 0.02%   | 0.00%   | 0          | 0          | 3            | 0            | -100.00% | 0.02%   | 0.00%   |
| 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       | 11,599       | -30.76%  | 100.00% | 100.00% |

| FREQUENCY OF VISIT | 2010 Number | 2011 Number | % Chge  | 2010 % Share | 2011 % Share | TRAVEL COMPANION     | 2011 Number | % Share |
|--------------------|-------------|-------------|---------|--------------|--------------|----------------------|-------------|---------|
| First Visit        | 7,693       | 5,255       | -31.69% | 60.32%       | 59.24%       | Spouse               | 1,401       | 17.07%  |
| Revisit            | 4,215       | 3,100       | -26.45% | 33.05%       | 34.95%       | Children             | 639         | 7.79%   |
| Not Stated         | 845         | 516         | -38.93% | 6.63%        | 5.82%        | Parents/Grandparents | 193         | 2.35%   |
|                    |             |             |         |              |              | Other Family Members | 346         | 4.22%   |
|                    |             |             |         |              |              | Business Associates  | 937         | 11.42%  |
|                    |             |             |         |              |              | Friends              | 4,736       | 57.71%  |
|                    |             |             |         |              |              | Tour Group           | 395         | 4.81%   |
|                    |             |             |         |              |              | Alone                | 478         | 5.83%   |
|                    |             |             |         |              |              | # of respondents     | 8,206       |         |

| TRAVEL ARRANGEMENT    | 2010   | 2011   | 2010    |         |         | 2011              |        |        | TRAVEL MOTIVATION |         |        |
|-----------------------|--------|--------|---------|---------|---------|-------------------|--------|--------|-------------------|---------|--------|
|                       | Number | Number | % Chge  | % Share | % Share | Number            | Number | % Chge | % Share           | % Share |        |
| Individually arranged | 1,454  | 1,092  | -24.90% | 11.40%  | 12.31%  | Internet          | 2,488  | 1,831  | -26.41%           | 20.71%  | 21.74% |
| Packaged Tour         | 9,362  | 6,247  | -33.27% | 73.41%  | 70.42%  | Newspaper         | 52     | 29     | -44.23%           | 0.43%   | 0.34%  |
| Company/Business trip | 486    | 434    | -10.70% | 3.81%   | 4.89%   | Magazines         | 458    | 294    | -35.81%           | 3.81%   | 3.49%  |
| Group Tour            | 739    | 518    | -29.91% | 5.79%   | 5.84%   | Travel Agents     | 3,409  | 2,188  | -35.82%           | 28.38%  | 25.98% |
| Other                 | 13     | 17     | 30.77%  | 0.10%   | 0.19%   | Climate           | 1,618  | 1,054  | -34.86%           | 13.47%  | 12.51% |
| Not Stated            | 699    | 563    | -19.46% | 5.48%   | 6.35%   | Price             | 2,384  | 1,234  | -48.24%           | 19.84%  | 14.65% |
|                       |        |        |         |         |         | Short flight Time | 2,206  | 1,394  | -36.81%           | 18.36%  | 16.55% |
|                       |        |        |         |         |         | General Reading   | 66     | 53     | -19.70%           | 0.55%   | 0.63%  |
|                       |        |        |         |         |         | Flyer/Poster      | 849    | 480    | -43.46%           | 7.07%   | 5.70%  |
|                       |        |        |         |         |         | Friends/Relatives | 2,198  | 1,582  | -28.03%           | 18.30%  | 18.78% |
|                       |        |        |         |         |         | TV/Radio          | 66     | 49     | -25.76%           | 0.55%   | 0.58%  |
|                       |        |        |         |         |         | Previous Trip     | 1,856  | 1,391  | -25.05%           | 15.45%  | 16.52% |
|                       |        |        |         |         |         | Others            | 603    | 548    | -9.12%            | 5.02%   | 6.51%  |

| OCCUPATION                      | 2010   | 2011   | 2010    |         |         | 2011         |        |        | TRAVEL MOTIVATION |         |        |
|---------------------------------|--------|--------|---------|---------|---------|--------------|--------|--------|-------------------|---------|--------|
|                                 | Number | Number | % Chge  | % Share | % Share | Number       | Number | % Chge | % Share           | % Share |        |
| Legislators, and managers       | 1,436  | 1,040  | -27.58% | 11.26%  | 11.72%  | Entry Level  | 9      | 7      | -22.22%           | 0.07%   | 0.08%  |
| Professional                    | 1,135  | 801    | -29.43% | 8.90%   | 9.03%   | Armed Forces | 4      | 3      | -25.00%           | 0.03%   | 0.03%  |
| Technicians                     | 498    | 413    | -17.07% | 3.90%   | 4.66%   | Homemakers   | 321    | 239    | -25.55%           | 2.52%   | 2.69%  |
| Clerk                           | 4,643  | 3,224  | -30.56% | 36.41%  | 36.34%  | Students     | 2,190  | 1,504  | -31.32%           | 17.17%  | 16.95% |
| Service Workers                 | 1,068  | 657    | -38.48% | 8.37%   | 7.41%   | Retirees     | 197    | 141    | -28.43%           | 1.54%   | 1.59%  |
| Skilled Workers                 | 19     | 18     | -5.26%  | 0.15%   | 0.20%   | Others       | 158    | 109    | -31.01%           | 1.24%   | 1.23%  |
| Craft and related trades worker | 5      | 4      | -20.00% | 0.04%   | 0.05%   | Not Stated   | 1,011  | 661    | -34.62%           | 7.93%   | 7.45%  |
| Operators and Assemblers        | 59     | 50     | -15.25% | 0.46%   | 0.56%   |              |        |        |                   |         |        |



# KOREA VISITORS PROFILE

Sep-11

| SEPTEMBER    | 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     | 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%          |
| <b>Total</b> | <b>3,741</b> | <b>3,119</b> | <b>-16.63%</b> | <b>100.00%</b> | <b>100.00%</b> | <b>4,217</b> | <b>3,612</b> | <b>-14.35%</b> | <b>100.00%</b> | <b>100.00%</b> | <b>0</b>   | <b>7</b>   | <b>7,958</b> | <b>6,738</b> | <b>-15.33%</b> | <b>100.00%</b> | <b>100.00%</b> |

| FREQUENCY OF VISIT | 2010   |        | 2011    |         | 2010    |                      | 2011    |        | TRAVEL COMPANION | 2011    |  |
|--------------------|--------|--------|---------|---------|---------|----------------------|---------|--------|------------------|---------|--|
|                    | Number | Number | % Chge  | % Share | % Share | Number               | % Share | Number |                  | % Share |  |
| First Visit        | 2,416  | 2,126  | -12.00% | 69.23%  | 68.80%  | Spouse               | 1,558   | 53.32% |                  |         |  |
| Revisit            | 702    | 663    | -5.56%  | 20.11%  | 21.46%  | Children             | 925     | 31.66% |                  |         |  |
| Not Stated         | 372    | 301    | -19.09% | 10.66%  | 9.74%   | Parents/Grandparents | 229     | 7.84%  |                  |         |  |
|                    |        |        |         |         |         | Other Family Members | 201     | 6.88%  |                  |         |  |
|                    |        |        |         |         |         | Business Associates  | 405     | 13.86% |                  |         |  |
|                    |        |        |         |         |         | Friends              | 538     | 18.41% |                  |         |  |
|                    |        |        |         |         |         | Tour Group           | 131     | 4.48%  |                  |         |  |
|                    |        |        |         |         |         | Alone                | 142     | 4.86%  |                  |         |  |
|                    |        |        |         |         |         | # of respondents     | 2,922   |        |                  |         |  |

| TRAVEL PLANS        | 2010   |        | 2011    |         | 2010    |                   | 2011    |        | TRAVEL MOTIVATION | 2010    |         | 2011 |  |
|---------------------|--------|--------|---------|---------|---------|-------------------|---------|--------|-------------------|---------|---------|------|--|
|                     | Number | Number | % Chge  | % Share | % Share | Number            | % Share | % Chge |                   | % Share | % Share |      |  |
| Pleasure            | 3,022  | 2,598  | -14.03% | 90.56%  | 91.22%  | Internet          | 618     | 751    | 21.52%            | 18.97%  | 25.35%  |      |  |
| Business            | 41     | 49     | 19.51%  | 1.23%   | 1.72%   | Newspaper         | 74      | 6      | -91.89%           | 2.27%   | 0.20%   |      |  |
| Golf                | 260    | 158    | -39.23% | 7.79%   | 5.55%   | Magazines         | 51      | 43     | -15.69%           | 1.57%   | 1.45%   |      |  |
| Diving              | 112    | 100    | -10.71% | 3.36%   | 3.51%   | Travel Agents     | 1,570   | 1,406  | -10.45%           | 48.20%  | 47.47%  |      |  |
| Attend Conf & Conv  | 7      | 9      | 28.57%  | 0.21%   | 0.32%   | Climate           | 198     | 81     | -59.09%           | 6.08%   | 2.73%   |      |  |
| Company Trip        | 27     | 52     | 92.59%  | 0.81%   | 1.83%   | Price             | 26      | 31     | 19.23%            | 0.80%   | 1.05%   |      |  |
| Honeymoon           | 152    | 129    | -15.13% | 4.55%   | 4.53%   | Short flight Time | 182     | 227    | 24.73%            | 5.59%   | 7.66%   |      |  |
| Getting Married     | 2      | 2      | 0.00%   | 0.06%   | 0.07%   | General Reading   | 185     | 188    | 1.62%             | 5.68%   | 6.35%   |      |  |
| Memorial Service    | 0      | 2      | ----    | 0.00%   | 0.07%   | Flyer/Poster      | 87      | 72     | -17.24%           | 2.67%   | 2.43%   |      |  |
| VFR                 | 66     | 49     | -25.76% | 1.98%   | 1.72%   | Friends/Relatives | 344     | 258    | -25.00%           | 10.56%  | 8.71%   |      |  |
| Attend Sport Events | 26     | 28     | 7.69%   | 0.78%   | 0.98%   | TV/Radio          | 55      | 37     | -32.73%           | 1.69%   | 1.25%   |      |  |
| Others              | 31     | 27     | -12.90% | 0.93%   | 0.95%   | Previous Trip     | 260     | 267    | 2.69%             | 7.98%   | 9.01%   |      |  |
|                     |        |        |         |         |         | Others            | 154     | 183    | 18.83%            | 4.73%   | 6.18%   |      |  |

| OCCUPATION                      | 2010   |        | 2011    |         | 2010    |              | 2011    |        | Entry Level | 2010    |         | 2011 |  |
|---------------------------------|--------|--------|---------|---------|---------|--------------|---------|--------|-------------|---------|---------|------|--|
|                                 | Number | Number | % Chge  | % Share | % Share | Number       | % Share | % Chge |             | % Share | % Share |      |  |
| Legislators, and managers       | 82     | 70     | -14.63% | 2.35%   | 2.27%   | Entry Level  | 2       | 4      | 100.00%     | 0.06%   | 0.13%   |      |  |
| Professional                    | 735    | 613    | -16.60% | 21.06%  | 19.84%  | Armed Forces | 8       | 13     | 62.50%      | 0.23%   | 0.42%   |      |  |
| Technicians                     | 223    | 254    | 13.90%  | 6.39%   | 8.22%   | Homemakers   | 195     | 181    | -7.18%      | 5.59%   | 5.86%   |      |  |
| Clerk                           | 1,230  | 1,099  | -10.65% | 35.24%  | 35.57%  | Students     | 62      | 75     | 20.97%      | 1.78%   | 2.43%   |      |  |
| Service Workers                 | 526    | 423    | -19.58% | 15.07%  | 13.69%  | Retirees     | 50      | 30     | -40.00%     | 1.43%   | 0.97%   |      |  |
| Skilled Workers                 | 4      | 30     | 650.00% | 0.11%   | 0.97%   | Others       | 100     | 70     | -30.00%     | 2.87%   | 2.27%   |      |  |
| Craft and related trades worker | 3      | 9      | 200.00% | 0.09%   | 0.29%   | Not Stated   | 253     | 192    | -24.11%     | 7.25%   | 6.21%   |      |  |
| Operators and Assemblers        | 17     | 27     | 58.82%  | 0.49%   | 0.87%   |              |         |        |             |         |         |      |  |





# CHINA/Hong Kong VISITORS PROFILE

Sep-11

| SEPTEMBER    | 2010         |              | 2011          |                | 2010           |              | 2011         |               | 2010           |                | 2011     |          | 2010   |         | 2011    |         | 2010         |              | 2011          |                |                |
|--------------|--------------|--------------|---------------|----------------|----------------|--------------|--------------|---------------|----------------|----------------|----------|----------|--------|---------|---------|---------|--------------|--------------|---------------|----------------|----------------|
|              | Male         | Male         |               |                | Female         | Female       |              |               | Not            | Not            | TOTAL    | TOTAL    |        |         |         |         |              |              |               |                |                |
| AGE/SEX      | Number       | Number       | % Chge        | % Share        | Number         | Number       | % Chge       | % Share       | Stated         | Stated         | Number   | Number   | % Chge | % Share | % Share | % Share | % Share      | % Share      | % 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     | 36           | 2            | -94.44%       | 3.11%          | 0.09%          | 22           | 7            | -68.18%       | 1.85%          | 0.31%          | 0        | 0        |        |         |         |         | 58           | 9            | -84.48%       | 2.47%          | 0.20%          |
| 10-17        | 0            | 0            | ----          | 0.00%          | 0.00%          | 0            | 0            | ----          | 0.00%          | 0.00%          | 0        | 0        |        |         |         |         | 0            | 0            | ----          | 0.00%          | 0.00%          |
| 13-15        | 2            | 0            | -100.00%      | 0.17%          | 0.00%          | 2            | 0            | -100.00%      | 0.17%          | 0.00%          | 0        | 0        |        |         |         |         | 4            | 0            | -100.00%      | 0.17%          | 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        | 0            | 0            | ----          | 0.00%          | 0.00%          | 0            | 0            | ----          | 0.00%          | 0.00%          | 0        | 0        |        |         |         |         | 0            | 0            | ----          | 0.00%          | 0.00%          |
| 20-24        | 45           | 75           | 66.67%        | 3.88%          | 3.33%          | 78           | 196          | 151.28%       | 6.58%          | 8.67%          | 0        | 0        |        |         |         |         | 123          | 271          | 120.33%       | 5.24%          | 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        | 157          | 278          | 77.07%        | 13.55%         | 12.34%         | 141          | 206          | 46.10%        | 11.89%         | 9.12%          | 1        | 0        |        |         |         |         | 299          | 484          | 61.87%        | 12.75%         | 10.71%         |
| 40-44        | 117          | 275          | 135.04%       | 10.09%         | 12.21%         | 74           | 198          | 167.57%       | 6.24%          | 8.76%          | 0        | 0        |        |         |         |         | 191          | 473          | 147.64%       | 8.14%          | 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           | 94           | 80.77%        | 4.38%          | 4.16%          | 0        | 0        |        |         |         |         | 93           | 194          | 108.60%       | 3.96%          | 4.29%          |
| 60 and Over  | 38           | 79           | 107.89%       | 3.28%          | 3.51%          | 25           | 52           | 108.00%       | 2.11%          | 2.30%          | 0        | 0        |        |         |         |         | 63           | 131          | 107.94%       | 2.69%          | 2.90%          |
| Not Stated   | 5            | 0            | -100.00%      | 0.43%          | 0.00%          | 18           | 0            | -100.00%      | 1.52%          | 0.00%          | 0        | 4        |        |         |         |         | 23           | 4            | -82.61%       | 0.98%          | 0.09%          |
| <b>Total</b> | <b>1,159</b> | <b>2,253</b> | <b>94.39%</b> | <b>100.00%</b> | <b>100.00%</b> | <b>1,186</b> | <b>2,260</b> | <b>90.56%</b> | <b>100.00%</b> | <b>100.00%</b> | <b>1</b> | <b>5</b> |        |         |         |         | <b>2,346</b> | <b>4,518</b> | <b>92.58%</b> | <b>100.00%</b> | <b>100.00%</b> |

| FREQUENCY OF VISIT | 2010   |        | 2011    |         | 2010    |                      | 2011    |        | TRAVEL COMPANION | 2011 |  |
|--------------------|--------|--------|---------|---------|---------|----------------------|---------|--------|------------------|------|--|
|                    | Number | Number | % Chge  | % Share | % Share | Number               | % Share |        |                  |      |  |
| First Visit        | 1,236  | 2,862  | 131.55% | 83.80%  | 93.74%  | Spouse               | 488     | 16.70% |                  |      |  |
| Revisit            | 57     | 89     | 56.14%  | 3.86%   | 2.92%   | Children             | 68      | 2.33%  |                  |      |  |
| Not Stated         | 182    | 102    | -43.96% | 12.34%  | 3.34%   | Parents/Grandparents | 37      | 1.27%  |                  |      |  |
|                    |        |        |         |         |         | Other Family Members | 63      | 2.16%  |                  |      |  |
|                    |        |        |         |         |         | Business Associates  | 142     | 4.86%  |                  |      |  |
|                    |        |        |         |         |         | Friends              | 236     | 8.07%  |                  |      |  |
|                    |        |        |         |         |         | Tour Group           | 1,962   | 67.12% |                  |      |  |
|                    |        |        |         |         |         | Alone                | 73      | 2.50%  |                  |      |  |
|                    |        |        |         |         |         | # of respondents     | 2,923   |        |                  |      |  |

| TRAVEL PLANS        | 2010   |        | 2011    |         | 2010    |                   | 2011    |        | TRAVEL MOTIVATION | 2010    |         | 2011 |  |
|---------------------|--------|--------|---------|---------|---------|-------------------|---------|--------|-------------------|---------|---------|------|--|
|                     | Number | Number | % Chge  | % Share | % Share | Number            | % Share | % Chge |                   | % Share | % Share |      |  |
| Pleasure            | 1,280  | 2,841  | 121.95% | 93.09%  | 95.98%  | Internet          | 208     | 358    | 72.12%            | 15.04%  | 12.15%  |      |  |
| Business            | 13     | 19     | 46.15%  | 0.95%   | 0.64%   | Newspaper         | 35      | 35     | 0.00%             | 2.53%   | 1.19%   |      |  |
| Golf                | 6      | 21     | 250.00% | 0.44%   | 0.71%   | Magazines         | 24      | 76     | 216.67%           | 1.74%   | 2.58%   |      |  |
| Diving              | 46     | 91     | 97.83%  | 3.35%   | 3.07%   | Travel Agents     | 959     | 2,337  | 143.69%           | 69.34%  | 79.33%  |      |  |
| Attend Conf & Conv  | 1      | 1      | 0.00%   | 0.07%   | 0.03%   | Climate           | 43      | 33     | -23.26%           | 3.11%   | 1.12%   |      |  |
| Company Trip        | 105    | 39     | -62.86% | 7.64%   | 1.32%   | Price             | 15      | 24     | 60.00%            | 1.08%   | 0.81%   |      |  |
| Honeymoon           | 60     | 150    | 150.00% | 4.36%   | 5.07%   | Short flight Time | 18      | 15     | -16.67%           | 1.30%   | 0.51%   |      |  |
| Getting Married     | 3      | 6      | 100.00% | 0.22%   | 0.20%   | General Reading   | 9       | 6      | -33.33%           | 0.65%   | 0.20%   |      |  |
| Memorial Service    | 1      | 2      | 100.00% | 0.07%   | 0.07%   | Flyer/Poster      | 4       | 9      | 125.00%           | 0.29%   | 0.31%   |      |  |
| VFR                 | 5      | 14     | 180.00% | 0.36%   | 0.47%   | Friends/Relatives | 83      | 151    | 81.93%            | 6.00%   | 5.13%   |      |  |
| Attend Sport Events | 2      | 5      | 150.00% | 0.15%   | 0.17%   | TV/Radio          | 9       | 33     | 266.67%           | 0.65%   | 1.12%   |      |  |
| Others              | 7      | 18     | 157.14% | 0.51%   | 0.61%   | Previous Trip     | 8       | 11     | 37.50%            | 0.58%   | 0.37%   |      |  |
|                     |        |        |         |         |         | Others            | 63      | 110    | 74.60%            | 4.56%   | 3.73%   |      |  |

| OCCUPATION                      | 2010   |        | 2011    |         | 2010    |              | 2011    |        | OCCUPATION | 2010    |         | 2011 |  |
|---------------------------------|--------|--------|---------|---------|---------|--------------|---------|--------|------------|---------|---------|------|--|
|                                 | Number | Number | % Chge  | % Share | % Share | Number       | % Share | % Chge |            | % Share | % Share |      |  |
| Legislators, and managers       | 51     | 86     | 68.63%  | 3.46%   | 2.82%   | Entry Level  | 26      | 7      | -73.08%    | 1.76%   | 0.23%   |      |  |
| Professional                    | 576    | 2,121  | 268.23% | 39.05%  | 69.47%  | Armed Forces | 0       | 0      | ----       | 0.00%   | 0.00%   |      |  |
| Technicians                     | 95     | 119    | 25.26%  | 6.44%   | 3.90%   | Homemakers   | 12      | 25     | 108.33%    | 0.81%   | 0.82%   |      |  |
| Clerk                           | 346    | 289    | -16.47% | 23.46%  | 9.47%   | Students     | 18      | 10     | -44.44%    | 1.22%   | 0.33%   |      |  |
| Service Workers                 | 55     | 63     | 14.55%  | 3.73%   | 2.06%   | Retirees     | 20      | 16     | -20.00%    | 1.36%   | 0.52%   |      |  |
| Skilled Workers                 | 0      | 8      | ----    | 0.00%   | 0.26%   | Others       | 73      | 108    | 47.95%     | 4.95%   | 3.54%   |      |  |
| Craft and related trades worker | 8      | 16     | 100.00% | 0.54%   | 0.52%   | Not Stated   | 188     | 179    | -4.79%     | 12.75%  | 5.86%   |      |  |
| Operators and Assemblers        | 7      | 6      | -14.29% | 0.47%   | 0.20%   |              |         |        |            |         |         |      |  |

