



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

Fiscal Year 2011 - 2012

	2011	2012	% Change
TOTAL TO DATE:	338,106	389,475	15.19%
October	25,784	24,693	-4.23%
November	27,179	29,275	7.71%
December	31,572	33,418	5.85%
January	34,738	38,263	10.15%
February	33,659	36,332	7.94%
March	30,376	36,033	18.62%
April	21,629	30,691	41.90%
May	23,451	28,193	20.22%
June	23,604	29,402	24.56%
July	27,203	32,478	19.39%
August	33,503	40,225	20.06%
September	25,408	30,472	19.93%
YEAR TOTAL:	338,106	389,475	15.19%

Calendar Year 2011 - 2012

	2011	2012	% Change
TOTAL TO DATE:	253,571	302,089	19.13%
January	34,738	38,263	10.15%
February	33,659	36,332	7.94%
March	30,376	36,033	18.62%
April	21,629	30,691	41.90%
May	23,451	28,193	20.22%
June	23,604	29,402	24.56%
July	27,203	32,478	19.39%
August	33,503	40,225	20.06%
September	25,408	30,472	19.93%
October	24,693		
November	29,275		
December	33,418		
YEAR TOTAL:	340,957	302,089	-----

^r Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE

Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	148,634	150,292	1%	106,483	127,197	19%	46,451	78,928	70%
October	11,279	8,696	-23%	8,681	7,880	-9%	3,143	5,134	63%
November	11,447	9,527	-17%	10,428	11,389	9%	2,316	5,936	156%
December	14,279	13,094	-8%	10,485	11,345	8%	3,584	5,708	59%
January	15,646	15,467	-1%	12,685	12,758	1%	3,918 ^r	7,660	96%
February	17,450	15,335	-12%	10,133	12,537	24%	3,923	6,208	58%
March	17,214	16,742	-3%	7,072	9,431	33%	2,635	6,779	157%
April	7,696	11,452	49%	6,349	9,399	48%	2,754	7,176	161%
May	7,567	9,727	29%	7,303	9,052	24%	5,017	6,685	33%
June	8,645	9,051	5%	7,064	10,369	47%	4,535	6,814	50%
July	10,151	10,988	8%	8,997	11,391	27%	4,989	7,480	50%
August	15,388	17,969	17%	10,540	12,810	22%	5,118	6,762	32%
September	11,872	12,244	3%	6,746	8,836	31%	4,519	6,586	46%
Year Total	148,634	150,292	1%	106,483	127,197	19%	46,451	78,928	70%
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	15,629	14,866	-5%	8,928	8,398	-6%	539	542	1%
October	1,225	1,250	2%	762	864	13%	43	54	26%
November	1,402	1,336	-5%	993	476	-52%	55	50	-9%
December	1,540	1,402	-9%	771	788	2%	48	47	-2%
January	1,076	976	-9%	485	437	-10%	40	27	-33%
February	987	978	-1%	538	594	10%	44	48	9%
March	1,307	1,205	-8%	1,137	813	-28%	35	47	34%
April	1,533	1,259	-18%	842	640	-24%	63	38	-40%
May	1,386	1,317	-5%	1,209	649	-46%	43	53	23%
June	1,363	1,388	2%	583	666	14%	45	55	22%
July	1,476	1,321	-11%	577	549	-5%	30	41	37%
August	1,117	1,293	16%	486 ^r	727	50%	53	40	-25%
September	1,217	1,141	-6%	545	1,195	119%	40	42	5%
Year Total	15,629	14,866	-5%	8,928	8,398	-6%	539	542	1%
Fiscal Year	~ RUSSIA ~			~ HONG KONG ~			~ OTHER AREAS ~		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
TOTAL TO DATE	5,092	5,611	10%	1,881	672	-64%	4,469	2,969	-34%
October	367	485	32%	64	108	69%	220	222	1%
November	288	240	-17%	30	49	63%	220	272	24%
December	559	673	20%	33	94	185%	273	267	-2%
January	599	686	15%	28	43	54%	261	209	-20%
February	376	367	-2%	39	52	33%	169	213	26%
March	650	688	6%	72	58	-19%	254	270	6%
April	283	414	46%	61	50	-18%	2,048	263	-87%
May	324	431	33%	366	37	-90%	236	242	3%
June	558	639	15%	594	49	-92%	217	371	71%
July	450	430	-4%	341	62	-82%	192	216	13%
August	422	359	-15%	164	31	-81%	215	234	9%
September	216	199	-8%	89	39	-56%	164	190	16%
Year Total	5,092	5,611	10%	1,881	672	-64%	4,469	2,969	-34%

^r Revised

VISITOR ARRIVALS TO SAIPAN - SEPTEMBER 2012			
ARRIVALS BY MODE OF TRANSPORTATION	Sep-11	Sep-12	% CHANGE
Air Arrivals	24,998	29,581	18%
Sea Arrivals	0	659	-----
TOTAL ARRIVALS	24,998	30,240	21%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	11,599	12,122	5%
Kanto (Tokyo)	8,589	10,052	17%
Kinki (Osaka)	1,050	649	-38%
Tokai (Nagoya)	880	396	-55%
Tohoku (Sendai)	439	406	-8%
Kyushu (Fukuoka)	88	93	6%
Hokkaido (Sapporo)	93	94	1%
Chugoku (Hiroshima)	81	144	78%
Shikoku	51	30	-41%
Okinawa	12	27	125%
Others	10	15	50%
Not Specified	306	216	-29%
KOREA	6,738	8,830	31%
Seoul	3,763	4,771	27%
Pusan	184	703	282%
Taegu	189	214	13%
Inchon	482	444	-8%
Others	1,972	2,525	28%
Not Specified	148	173	17%
CHINA	4,518	6,586	46%
GUAM	1,100	1,059	-4%
UNITED STATES	540	519	-4%
PHILIPPINES	39	40	3%
RUSSIA	215	199	-7%
HONG KONG	89	39	-56%
OTHER	160	187	17%
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	333,186	385,511	16%
October	25,485	24,343	-4%
November	26,690	28,964	9%
December	30,904	33,086	7%
January	34,329	37,971	11%
February	33,367	36,193	8%
March	30,091	35,827	19%
April	21,359	30,262	42%
May	23,086	27,700	20%
June	23,200	28,975	25%
July	26,839	32,141	20%
August	32,838	39,809	21%
September	24,998	30,240	21%
YEAR TOTAL	333,186	385,511	-----

Source: CNMI Customs Declaration Form

† Revised

Sea Arrivals : Sep-12

Military Ship: USS McCampell - 293 crew (Sept.25-25); USS Cowpens - 366 crew (Sept. 25-26)

Cruise Ship: None

VISITOR ARRIVALS TO ROTA - SEPTEMBER 2012			
	<u>Sep-11</u>	<u>Aug-12</u>	% CHANGE
TOTAL ARRIVALS	410	232	-43%
ARRIVALS FROM GUAM	410	232	-43%
JAPAN	273	122	-55%
KOREA	8	6	-25%
CHINA	1	0	-100%
GUAM	117	82	-30%
UNITED STATES	5	17	240%
PHILIPPINES	1	2	100%
RUSSIA	1	0	-100%
HONG KONG	0	0	-----
OTHER	4	3	-25%
INTERISLAND ARRIVALS	0	0	-----
JAPAN	N/A	N/A	-----
KOREA	N/A	N/A	-----
CHINA	N/A	N/A	-----
UNITED STATES (INCLUDING GUAM)	N/A	N/A	-----
PHILIPPINES	N/A	N/A	-----
OTHER	N/A	N/A	-----
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	4,920	3,964	-19%
October	299	350	17%
November	489	311	-36%
December	668	332	-50%
January	409	292	-29%
February	292	139	-52%
March	285	206	-28%
April	270	429	59%
May	365	493	35%
June	404	427	6%
July	364	337	-7%
August	665	416	-37%
September	410	232	-43%
YEAR TOTAL	4,920	3,964	-19%

Source: Department of Labor and Immigration (Rota)

NOTE: Rota and Tinian reflect only those passengers who traveled directly from Guam and whose initial point of entry are those islands. Interisland arrivals include passengers who came to Tinian and Rota via Saipan.

VISITOR ARRIVALS TO TINIAN - SEPTEMBER 2012			
	<u>Sep-11</u>	<u>Sep-12</u>	<u>% CHANGE</u>
TOTAL ARRIVALS	3,354	N/A	-----
ARRIVALS FROM GUAM	0	0	-----
JAPAN	N/A	N/A	-----
KOREA	N/A	N/A	-----
CHINA	N/A	N/A	-----
GUAM	N/A	N/A	-----
UNITED STATES	N/A	N/A	-----
PHILIPPINES	N/A	N/A	-----
RUSSIA	N/A	N/A	-----
HONG KONG	N/A	N/A	-----
OTHER	N/A	N/A	-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	3,348	N/A	-----
JAPAN	300	N/A	-----
KOREA	234	N/A	-----
CHINA	2,632	N/A	-----
GUAM	12	N/A	-----
UNITED STATES	18	N/A	-----
PHILIPPINES	0	N/A	-----
HONG KONG	0	N/A	-----
SAIPAN	150	N/A	-----
OTHER	2	N/A	-----
DAY VISITORS:	6	N/A	-----
ARRIVALS BY MONTH	FY 2011	FY 2012	% CHANGE
TOTAL TO DATE	29,152	48,650	-----
October	1,955	5,077	160%
November	1,617	4,480 r	177%
December	1,554	4,500	190%
January	1,956	4,934 r	152%
February	2,115	4,896	131%
March	1,688	4,926 r	192%
April	1,486	4,833 r	225%
May	2,891	5,022	74%
June	3,347	4,424 r	32%
July	3,536	5,558	57%
August	3,653	N/A	-----
September	3,354	N/A	-----
YEAR TOTAL	29,152	48,650	-----

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.



JAPAN VISITORS PROFILE

Sep-12

SEPTEMBER	2011		2012		2011		2012		2011		2012		2011		2012		
AGE/SEX	Male Number	Male Number	% Chge	% Share	% Share	Female Number	Female Number	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL Number	TOTAL Number	% Chge	% Share	% Share
Under 10	352	2	-99.43%	6.66%	0.04%	354	4	-98.87%	5.61%	0.06%	0	0	706	6	-99.15%	6.09%	0.05%
Under 13	9	340	3677.78%	0.17%	6.32%	14	336	2300.00%	0.22%	4.98%	0	0	23	676	2839.13%	0.20%	5.58%
10-17	0	0	-----	0.00%	0.00%	0	0	-----	0.00%	0.00%	0	0	0	0	-----	0.00%	0.00%
13-15	0	18	-----	0.00%	0.33%	0	27	-----	0.00%	0.40%	0	0	0	45	-----	0.00%	0.37%
16-19	208	192	-7.69%	3.94%	3.57%	187	265	41.71%	2.96%	3.93%	0	0	395	457	15.70%	3.41%	3.77%
18-19	1	0	-100.00%	0.02%	0.00%	0	0	-----	0.00%	0.00%	0	0	1	0	-100.00%	0.01%	0.00%
20-24	641	904	41.03%	12.13%	16.81%	1,655	1,933	16.80%	26.21%	28.66%	0	0	2,296	2,837	23.56%	19.79%	23.40%
25-29	783	778	-0.64%	14.82%	14.47%	1,390	1,450	4.32%	22.01%	21.50%	0	0	2,173	2,228	2.53%	18.73%	18.38%
30-34	715	722	0.98%	13.53%	13.43%	901	922	2.33%	14.27%	13.67%	0	0	1,616	1,644	1.73%	13.93%	13.56%
35-39	695	646	-7.05%	13.15%	12.01%	609	569	-6.57%	9.65%	8.44%	0	0	1,304	1,215	-6.83%	11.24%	10.02%
40-44	544	476	-12.50%	10.29%	8.85%	347	354	2.02%	5.50%	5.25%	0	0	891	830	-6.85%	7.68%	6.85%
45-49	401	372	-7.23%	7.59%	6.92%	233	254	9.01%	3.69%	3.77%	0	0	634	626	-1.26%	5.47%	5.16%
50-54	284	282	-0.70%	5.37%	5.24%	208	229	10.10%	3.29%	3.40%	0	0	492	511	3.86%	4.24%	4.22%
55-59	211	230	9.00%	3.99%	4.28%	162	165	1.85%	2.57%	2.45%	0	0	373	395	5.90%	3.22%	3.26%
60 and Over	441	416	-5.67%	8.34%	7.74%	254	234	-7.87%	4.02%	3.47%	0	0	695	650	-6.47%	5.99%	5.36%
Not Stated	0	0	-----	0.00%	0.00%	0	2	-----	0.00%	0.03%	0	0	0	2	-----	0.00%	0.02%
Total	5,285	5,378	1.76%	100.00%	100.00%	6,314	6,744	6.81%	100.00%	100.00%	0	0	11,599	12,122	4.51%	100.00%	100.00%

FREQUENCY OF VISIT	2011		2012		2011		2012	
	Number	Number	% Chge	% Share	% Share			
First Visit	5,255	5,839	11.11%	59.24%	62.05%			
Revisit	3,100	3,041	-1.90%	34.95%	32.32%			
Not Stated	516	530	2.71%	5.82%	5.63%			

TRAVEL ARRANGEMENT	2011		2012		2011		2012	
	Number	Number	% Chge	% Share	% Share			
Individually arranged	1,092	1,150	5.31%	12.31%	12.22%			
Packaged Tour	6,247	6,805	8.93%	70.42%	72.32%			
Company/Business trip	434	427	-1.61%	4.89%	4.54%			
Group Tour	518	627	21.04%	5.84%	6.66%			
Other	17	23	35.29%	0.19%	0.24%			
Not Stated	563	378	-32.86%	6.35%	4.02%			

TRAVEL COMPANION	2012	
	Number	% Share
Spouse	1,399	16.08%
Children	663	7.62%
Parents/Grandparents	202	2.32%
Other Family Members	296	3.40%
Business Associates	765	8.80%
Friends	5,583	64.19%
Tour Group	233	2.68%
Alone	446	5.13%
# of respondents	8,698	

TRAVEL PLANS	2011		2012		2011		2012	
	Number	Number	% Chge	% Share	% Share			
Pleasure	7,002	7,703	10.01%	82.40%	85.08%			
Business	62	64	3.23%	0.73%	0.71%			
Golf	638	545	-14.58%	7.51%	6.02%			
Diving	1,857	1,958	5.44%	21.85%	21.63%			
Attend Conf & Conv	4	3	-25.00%	0.05%	0.03%			
Company Trip	310	300	-3.23%	3.65%	3.31%			
Honeymoon	66	95	43.94%	0.78%	1.05%			
Getting Married	32	42	31.25%	0.38%	0.46%			
Memorial Service	3	3	0.00%	0.04%	0.03%			
VFR	86	114	32.56%	1.01%	1.26%			
Attend Sport Events	54	50	-7.41%	0.64%	0.55%			
Others	216	116	-46.30%	2.54%	1.28%			

TRAVEL MOTIVATION	2011		2012		2011		2012	
	Number	Number	% Chge	% Share	% Share			
Internet	1,831	2,261	23.48%	21.74%	25.36%			
Newspaper	29	38	31.03%	0.34%	0.43%			
Magazines	294	316	7.48%	3.49%	3.54%			
Travel Agents	2,188	2,125	-2.88%	25.98%	23.83%			
Climate	1,054	1,087	3.13%	12.51%	12.19%			
Price	1,234	1,660	34.52%	14.65%	18.62%			
Short flight Time	1,394	1,495	7.25%	16.55%	16.77%			
General Reading	53	40	-24.53%	0.63%	0.45%			
Flyer/Poster	480	538	12.08%	5.70%	6.03%			
Friends/Relatives	1,582	1,695	7.14%	18.78%	19.01%			
TV/Radio	49	56	14.29%	0.58%	0.63%			
Previous Trip	1,391	1,291	-7.19%	16.52%	14.48%			
Others	548	530	-3.28%	6.51%	5.94%			

OCCUPATION	2011		2012		2011		2012	
	Number	Number	% Chge	% Share	% Share			
Legislators, and managers	1,040	989	-4.90%	11.72%	10.51%			
Professional	801	744	-7.12%	9.03%	7.91%			
Technicians	413	406	-1.69%	4.66%	4.31%			
Clerk	3,224	3,290	2.05%	36.34%	34.96%			
Service Workers	657	720	9.59%	7.41%	7.65%			
Skilled Workers	18	13	-27.78%	0.20%	0.14%			
Craft and related trades worker	4	3	-25.00%	0.05%	0.03%			
Operators and Assemblers	50	29	-42.00%	0.56%	0.31%			

Entry Level	2011		2012		2011		2012	
	Number	Number	% Chge	% Share	% Share			
Entry Level	7	7	0.00%	0.08%	0.07%			
Armed Forces	3	21	600.00%	0.03%	0.22%			
Homemakers	239	212	-11.30%	2.69%	2.25%			
Students	1,504	2,079	38.23%	16.95%	22.09%			
Retirees	141	153	8.51%	1.59%	1.63%			
Others	109	102	-6.42%	1.23%	1.08%			
Not Stated	661	642	-2.87%	7.45%	6.82%			



KOREA VISITORS PROFILE

Sep-12

SEPTEMBER	2011		2012		2011		2012		2011		2012		2011		2012		
AGE/SEX	Male Number	Male Number	% Chge	% Share	% Share	Female Number	Female Number	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL Number	TOTAL Number	% Chge	% Share	% Share
Under 10	2	3	50.00%	0.06%	0.07%	0	4	----	0.00%	0.09%	0	0	2	7	250.00%	0.03%	0.08%
Under 13	699	1,054	50.79%	22.41%	25.68%	679	935	37.70%	18.80%	19.87%	4	14	1,382	2,003	44.93%	20.51%	22.68%
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
13-15	36	49	36.11%	1.15%	1.19%	34	47	38.24%	0.94%	1.00%	0	1	70	97	38.57%	1.04%	1.10%
16-19	15	20	33.33%	0.48%	0.49%	11	17	54.55%	0.30%	0.36%	0	1	26	38	46.15%	0.39%	0.43%
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
20-24	21	47	123.81%	0.67%	1.14%	78	98	25.64%	2.16%	2.08%	0	1	99	146	47.47%	1.47%	1.65%
25-29	199	206	3.52%	6.38%	5.02%	551	557	1.09%	15.25%	11.84%	1	1	751	764	1.73%	11.15%	8.65%
30-34	619	731	18.09%	19.85%	17.81%	883	1,069	21.06%	24.45%	22.72%	0	0	1,502	1,800	19.84%	22.29%	20.39%
35-39	634	815	28.55%	20.33%	19.85%	625	856	36.96%	17.30%	18.19%	0	1	1,259	1,672	32.80%	18.69%	18.94%
40-44	407	566	39.07%	13.05%	13.79%	230	403	75.22%	6.37%	8.57%	0	0	637	969	52.12%	9.45%	10.97%
45-49	141	189	34.04%	4.52%	4.60%	74	140	89.19%	2.05%	2.98%	0	0	215	329	53.02%	3.19%	3.73%
50-54	104	116	11.54%	3.33%	2.83%	124	142	14.52%	3.43%	3.02%	0	0	228	258	13.16%	3.38%	2.92%
55-59	89	95	6.74%	2.85%	2.31%	121	151	24.79%	3.35%	3.21%	0	1	210	247	17.62%	3.12%	2.80%
60 and Over	146	207	41.78%	4.68%	5.04%	186	261	40.32%	5.15%	5.55%	1	0	333	468	40.54%	4.94%	5.30%
Not Stated	7	7	0.00%	0.22%	0.17%	16	25	56.25%	0.44%	0.53%	1	0	24	32	33.33%	0.36%	0.36%
Total	3,119	4,105	31.61%	100.00%	100.00%	3,612	4,705	30.26%	100.00%	100.00%	7	20	6,738	8,830	31.05%	100.00%	100.00%

FREQUENCY OF VISIT	2011		2012		2011		2012		TRAVEL COMPANION	2012	
	Number	Number	% Chge	% Share	% Share	Number	% Share				
First Visit	2,126	2,858	34.43%	68.80%	72.96%	Spouse	2,020	54.54%			
Revisit	663	753	13.57%	21.46%	19.22%	Children	1,366	36.88%			
Not Stated	301	306	1.66%	9.74%	7.81%	Parents/Grandparents	322	8.69%			
						Other Family Members	280	7.56%			
						Business Associates	392	10.58%			
						Friends	630	17.01%			
						Tour Group	174	4.70%			
						Alone	179	4.83%			
						# of respondents	3,704				

TRAVEL PLANS	2011		2012		2011		2012		TRAVEL MOTIVATION	2011		2012	
	Number	Number	% Chge	% Share	% Share	Number	% Share	% Chge		% Share	% Share		
Pleasure	2,598	3,523	35.60%	91.22%	92.91%	Internet	751	915	21.84%	25.35%	25.40%		
Business	49	25	-48.98%	1.72%	0.66%	Newspaper	6	15	150.00%	0.20%	0.42%		
Golf	158	162	2.53%	5.55%	4.27%	Magazines	43	41	-4.65%	1.45%	1.14%		
Diving	100	128	28.00%	3.51%	3.38%	Travel Agents	1,406	1,838	30.73%	47.47%	51.03%		
Attend Conf & Conv	9	5	-44.44%	0.32%	0.13%	Climate	81	108	33.33%	2.73%	3.00%		
Company Trip	52	42	-19.23%	1.83%	1.11%	Price	31	28	-9.68%	1.05%	0.78%		
Honeymoon	129	185	43.41%	4.53%	4.88%	Short flight Time	227	283	24.67%	7.66%	7.86%		
Getting Married	2	0	-100.00%	0.07%	0.00%	General Reading	188	210	11.70%	6.35%	5.83%		
Memorial Service	2	21	950.00%	0.07%	0.55%	Flyer/Poster	72	100	38.89%	2.43%	2.78%		
VFR	49	48	-2.04%	1.72%	1.27%	Friends/Relatives	258	328	27.13%	8.71%	9.11%		
Attend Sport Events	28	28	0.00%	0.98%	0.74%	TV/Radio	37	46	24.32%	1.25%	1.28%		
Others	27	20	-25.93%	0.95%	0.53%	Previous Trip	267	291	8.99%	9.01%	8.08%		
						Others	183	150	-18.03%	6.18%	4.16%		

OCCUPATION	2011		2012		2011		2012		Entry Level	2011		2012	
	Number	Number	% Chge	% Share	% Share	Number	% Share	% Chge		% Share	% Share		
Legislators, and managers	70	80	14.29%	2.27%	2.04%	Entry Level	4	1	-75.00%	0.13%	0.03%		
Professional	613	834	36.05%	19.84%	21.29%	Armed Forces	13	7	-46.15%	0.42%	0.18%		
Technicians	254	269	5.91%	8.22%	6.87%	Homemakers	181	270	49.17%	5.86%	6.89%		
Clerk	1,099	1,384	25.93%	35.57%	35.33%	Students	75	85	13.33%	2.43%	2.17%		
Service Workers	423	567	34.04%	13.69%	14.48%	Retirees	30	61	103.33%	0.97%	1.56%		
Skilled Workers	30	15	-50.00%	0.97%	0.38%	Others	70	79	12.86%	2.27%	2.02%		
Craft and related trades worker	9	7	-22.22%	0.29%	0.18%	Not Stated	192	240	25.00%	6.21%	6.13%		
Operators and Assemblers	27	18	-33.33%	0.87%	0.46%								



CHINA VISITORS PROFILE

Sep-12

SEPTEMBER	2011		2011			2012		2011			2012		2011			2012		
	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	47	0	-100.00%	2.09%	0.00%	47	2	-95.74%	2.08%	0.06%	0	0	94	2	-97.87%	2.08%	0.03%	
Under 13	2	97	4750.00%	0.09%	3.07%	7	88	1157.14%	0.31%	2.57%	0	1	9	186	1966.67%	0.20%	2.82%	
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%	
13-15	0	4	----	0.00%	0.13%	0	4	----	0.00%	0.12%	0	0	0	8	----	0.00%	0.12%	
16-19	8	15	87.50%	0.36%	0.47%	23	12	-47.83%	1.02%	0.35%	0	0	31	27	-12.90%	0.69%	0.41%	
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%	
20-24	75	120	60.00%	3.33%	3.79%	196	273	39.29%	8.67%	7.99%	0	0	271	393	45.02%	6.00%	5.97%	
25-29	530	796	50.19%	23.52%	25.16%	728	1,111	52.61%	32.21%	32.50%	1	1	1,259	1,908	51.55%	27.87%	28.97%	
30-34	470	643	36.81%	20.86%	20.32%	347	684	97.12%	15.35%	20.01%	0	0	817	1,327	62.42%	18.08%	20.15%	
35-39	278	403	44.96%	12.34%	12.74%	206	332	61.17%	9.12%	9.71%	0	0	484	735	51.86%	10.71%	11.16%	
40-44	275	355	29.09%	12.21%	11.22%	198	262	32.32%	8.76%	7.67%	0	1	473	618	30.66%	10.47%	9.38%	
45-49	232	297	28.02%	10.30%	9.39%	212	248	16.98%	9.38%	7.26%	0	0	444	545	22.75%	9.83%	8.28%	
50-54	157	179	14.01%	6.97%	5.66%	150	171	14.00%	6.64%	5.00%	0	0	307	350	14.01%	6.80%	5.31%	
55-59	100	147	47.00%	4.44%	4.65%	94	130	38.30%	4.16%	3.80%	0	1	194	278	43.30%	4.29%	4.22%	
60 and Over	79	97	22.78%	3.51%	3.07%	52	94	80.77%	2.30%	2.75%	0	0	131	191	45.80%	2.90%	2.90%	
Not Stated	0	11	----	0.00%	0.35%	0	7	----	0.00%	0.20%	4	0	4	18	350.00%	0.09%	0.27%	
Total	2,253	3,164	40.43%	100.00%	100.00%	2,260	3,418	51.24%	100.00%	100.00%	5	4	4,518	6,586	45.77%	100.00%	100.00%	

FREQUENCY OF VISIT	2011		2011			2012		TRAVEL COMPANION	2012	
	Number	Number	% Chge	% Share	% Share	Number	% Share			
First Visit	2,862	3,836	34.03%	93.74%	93.49%	Spouse	783	19.93%		
Revisit	89	147	65.17%	2.92%	3.58%	Children	94	2.39%		
Not Stated	102	120	17.65%	3.34%	2.92%	Parents/Grandparents	72	1.83%		
						Other Family Members	75	1.91%		
						Business Associates	164	4.17%		
						Friends	330	8.40%		
						Tour Group	2,520	64.14%		
						Alone	77	1.96%		
						# of respondents	3,929			

TRAVEL PLANS	2011		2011			TRAVEL MOTIVATION	2011		2011		
			% Chge	% Share	% Share		% Chge	% Share	% Share		
Pleasure	2,841	3,809	34.07%	95.98%	95.51%	Internet	358	588	64.25%	12.15%	14.84%
Business	19	33	73.68%	0.64%	0.83%	Newspaper	35	45	28.57%	1.19%	1.14%
Golf	21	17	-19.05%	0.71%	0.43%	Magazines	76	103	35.53%	2.58%	2.60%
Diving	91	116	27.47%	3.07%	2.91%	Travel Agents	2,337	3,074	31.54%	79.33%	77.57%
Attend Conf & Conv	1	2	100.00%	0.03%	0.05%	Climate	33	67	103.03%	1.12%	1.69%
Company Trip	39	48	23.08%	1.32%	1.20%	Price	24	33	37.50%	0.81%	0.83%
Honeymoon	150	217	44.67%	5.07%	5.44%	Short flight Time	15	55	266.67%	0.51%	1.39%
Getting Married	6	6	0.00%	0.20%	0.15%	General Reading	6	15	150.00%	0.20%	0.38%
Memorial Service	2	4	100.00%	0.07%	0.10%	Flyer/Poster	9	8	-11.11%	0.31%	0.20%
VFR	14	14	0.00%	0.47%	0.35%	Friends/Relatives	151	198	31.13%	5.13%	5.00%
Attend Sport Events	5	4	-20.00%	0.17%	0.10%	TV/Radio	33	33	0.00%	1.12%	0.83%
Others	18	14	-22.22%	0.61%	0.35%	Previous Trip	11	17	54.55%	0.37%	0.43%
						Others	110	85	-22.73%	3.73%	2.14%

OCCUPATION	2011		2011			OCCUPATION	2011		2011		
			% Chge	% Share	% Share		% Chge	% Share	% Share		
Legislators, and managers	86	94	9.30%	2.82%	2.29%	Entry Level	7	12	71.43%	0.23%	0.29%
Professional	2,121	2,752	29.75%	69.47%	67.07%	Armed Forces	0	0	----	0.00%	0.00%
Technicians	119	168	41.18%	3.90%	4.09%	Homemakers	25	24	-4.00%	0.82%	0.58%
Clerk	289	432	49.48%	9.47%	10.53%	Students	10	72	620.00%	0.33%	1.75%
Service Workers	63	96	52.38%	2.06%	2.34%	Retirees	16	47	193.75%	0.52%	1.15%
Skilled Workers	8	3	-62.50%	0.26%	0.07%	Others	108	165	52.78%	3.54%	4.02%
Craft and related trades worker	16	27	68.75%	0.52%	0.66%	Not Stated	179	194	8.38%	5.86%	4.73%
Operators and Assemblers	6	17	183.33%	0.20%	0.41%						