



Commonwealth of the Northern Mariana Islands

Visitor Arrival Statistics

~ FISCAL YEAR ~		YTD	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
2017		211,075	41,910	47,261	58,558 r	63,346	57,320	54,841	52,438	51,023 r	55,096 r	59,483 r	61,026	50,848	653,150
2018		209,569	48,950	48,039	57,331	55,249									209,569
% change		-0.7%	16.8%	1.6%	-2.1%	-12.8%									-----
~ CALENDAR YEAR ~		YTD	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
2017		63,346	63,346	57,320	54,841	52,438	51,023	55,096	59,483	61,026	50,848	48,950	48,039	57,331	659,741
2018		55,249	55,249												55,249
% change		-12.8%	-12.8%												-----
~ BY COUNTRY OF RESIDENCE ~			OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
JAPAN	MS	YTD													TOTAL
FY 2017	8.9%	18,690	3,632	4,697	6,303 r	4,058	4,331	4,913	3,857	4,120 r	3,847 r	3,393 r	4,843	4,233	52,227
FY 2018	8.1%	17,065	3,411	4,493	5,445	3,716									17,065
% change		-8.7%	-6.1%	-4.3%	-13.6%	-8.4%									-----
KOREA	MS	YTD													TOTAL
FY 2017	50.7%	107,051	20,332	24,764	31,124 r	30,831	30,313	28,712	27,463	24,987	27,975	29,941	30,936	25,691	333,069
FY 2018	50.9%	106,641	24,411	24,388	29,092	28,750									106,641
% change		-0.4%	20.1%	-1.5%	-6.5%	-6.7%									-----
CHINA	MS	YTD													TOTAL
FY 2017	34.8%	73,426	15,331	14,901	17,791 r	25,403	19,547	17,108	17,511	18,557	19,507	23,207	22,453	18,073	229,389
FY 2018	34.4%	72,192	17,671	16,168	18,781	19,572									72,192
% change		-1.7%	15.3%	8.5%	5.6%	-23.0%									-----
HONG KONG	MS	YTD													TOTAL
FY 2017	0.5%	955	259	187	214 r	295	472	740	677	374	526	328	370	304	4,746
FY 2018	0.8%	1,728	294	415	704	315									1,728
% change		80.9%	13.5%	121.9%	229.0%	6.8%									-----
TAIWAN	MS	YTD													TOTAL
FY 2017	0.1%	297	59	95	62 r	81	106	90	82	119	109	96	75	79	1,053
FY 2018	0.1%	295	49	73	74	99									295
% change		-0.7%	-16.9%	-23.2%	19.4%	22.2%									-----
PHILIPPINES	MS	YTD													TOTAL
FY 2017	0.1%	279	52	89	87 r	51	73	90	84	103 r	117	65	82	76	969
FY 2018	0.1%	301	83	53	103	62									301
% change		7.9%	59.6%	-40.4%	18.4%	21.6%									-----
GUAM	MS	YTD													TOTAL
FY 2017	2.4%	5,165	1,125	1,333	1,425	1,282	1,200	1,460	1,440	1,419 r	1,525 r	1,231 r	1,230	1,348	16,018
FY 2018	2.5%	5,217	1,190	1,331	1,512	1,184									5,217
% change		1.0%	5.8%	-0.2%	6.1%	-7.6%									-----
UNITED STATES	MS	YTD													TOTAL
FY 2017	1.2%	2,591	570	623	744 r	654	705	880	727	728 r	862 r	762 r	614	659	8,528
FY 2018	1.9%	3,891	1,346	657	839	1,049									3,891
% change		50.2%	136.1%	5.5%	12.8%	60.4%									-----
RUSSIA	MS	YTD													TOTAL
FY 2017	0.5%	959	162	192	319 r	286	165	253	171	129	187	127	81	58	2,130
FY 2018	0.4%	838	148	117	324	249									838
% change		-12.6%	-8.6%	-39.1%	1.6%	-12.9%									-----
OTHERS	MS	YTD													TOTAL
FY 2017	0.8%	1,662	388	380	489 r	405	408	595	426	487 r	441 r	333	342	327	5,021
FY 2018	0.7%	1,401	347	344	457	253									1,401
% change		-15.7%	-10.6%	-9.5%	-6.5%	-37.5%									-----

Source: CNMI Customs Declaration Forms Revised MS = Market Share YTD = Year To Date

Visitor Arrivals by Island

January 2018	- SAIPAN -			- ROTA -			- TINIAN -		
BY MODE OF TRANSPORTATION	Jan-17	Jan-18	% to LY	Jan-17	Jan-18	% to LY	Jan-17	Jan-18	% to LY
Air Arrivals	61,283	54,704	-11%	160	224	40%	----	----	----
Sea Arrivals	1,903	321	-83%	0	0	----	----	----	----
Inter-Island Arrivals	----	----	----	----	----	----	NA	N/A	----
TOTAL ARRIVALS	63,186	55,025	-13%	160	224	40%	NA	N/A	----
BY COUNTRY OF RESIDENCE	AIR ARRIVALS						INTER-ISLAND		
JAPAN	4,032	3,640	-10%	26	76	192%	NA	N/A	----
Kanto (Tokyo)	3,063	2,629	-14%	10	35	250%	----	----	----
Kinki (Osaka)	159	169	6%	6	17	183%	----	----	----
Tokai (Nagoya)	233	204	-12%	4	8	100%	----	----	----
Tohoku (Sendai)	210	228	9%	0	3	----	----	----	----
Kyushu (Fukuoka)	32	49	53%	0	7	----	----	----	----
Hokkaido (Sapporo)	89	60	-33%	0	4	----	----	----	----
Chugoku (Hiroshima)	26	30	15%	0	0	----	----	----	----
Shikoku	20	8	-60%	0	0	----	----	----	----
Okinawa	8	16	100%	2	0	-100%	----	----	----
Others	6	9	50%	0	0	----	----	----	----
Not Specified	186	238	28%	4	2	-50%	----	----	----
KOREA	30,797	28,722	-7%	34	28	-18%	NA	N/A	----
Seoul	12,812	10,222	-20%	26	14	-46%	----	----	----
Pusan	1,679	2,224	32%	0	8	----	----	----	----
Taegu	943	1,158	23%	4	0	-100%	----	----	----
Inchon	1,944	1,644	-15%	0	0	----	----	----	----
Others	12,832	12,913	1%	1	6	500%	----	----	----
Not Specified	587	561	-4%	3	0	-100%	----	----	----
CHINA	23,502	19,572	-17%	3	0	-100%	NA	N/A	----
Beijing	4,712	3,829	-19%	0	0	----	----	----	----
Shanghai	4,131	3,965	-4%	0	0	----	----	----	----
Guangzhou	2,634	2,252	-15%	0	0	----	----	----	----
Wuhan	45	225	400%	0	0	----	----	----	----
Shenyang	301	313	4%	0	0	----	----	----	----
Others	3,475	8,328	140%	0	0	----	----	----	----
Not Specified	8,204	660	-92%	3	0	-100%	----	----	----
GUAM	1,208	1,085	-10%	73	99	36%	----	----	----
UNITED STATES	638	713	12%	15	15	0%	----	----	----
PHILIPPINES	49	62	27%	2	0	-100%	----	----	----
RUSSIA	286	246	-14%	0	3	----	----	----	----
HONG KONG	295	315	7%	0	0	----	----	----	----
TAIWAN	81	99	22%	0	0	----	----	----	----
OTHERS	395	250	-37%	7	3	-57%	----	----	----
TOTAL-TO-DATE	210,206	208,634	-1%	869	935	8%	NA	N/A	----
October	41,729	48,730	17%	181	220	22%	NA	N/A	----
November	46,983	47,802	2%	278	237	-15%	NA	N/A	----
December	58,308	57,077	-2%	250	254	2%	NA	N/A	----
January	63,186	55,025	-13%	160	224	40%	NA	N/A	----
February	57,139			181			NA		
March	54,661			180			NA		
April	52,208			230			NA		
May	50,730			293			NA		
June	54,802			294			NA		
July	59,263			220			NA		
August	60,818			208			NA		
September	50,665			183			NA		
YEAR TOTAL	650,492	208,634	----	2,658	935	----	N/A	N/A	----

Note: Rota arrivals reflect only those passengers who traveled directly from Guam. Tinian Inter-island arrivals include passengers who came to Tinian via Saipan.

¹ Revised

Source: CNMI Customs Declaration Forms

Sea Arrivals	Military	Crew	Cruise	Pax
Jan-18	USS O'Kane	321	----	----

January 2018

Visitor Arrival Summary



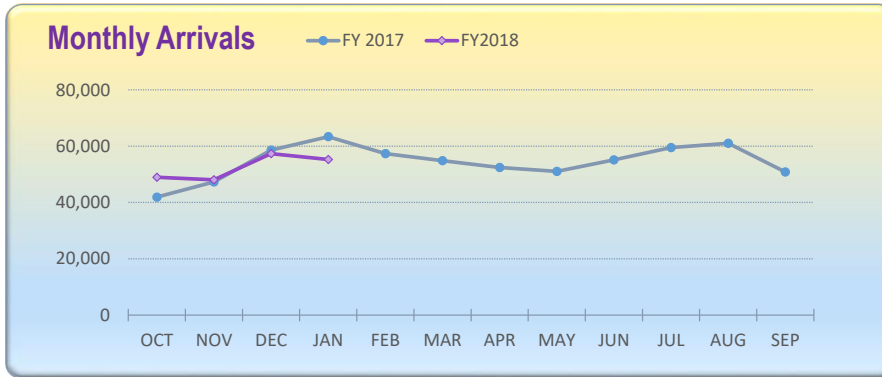
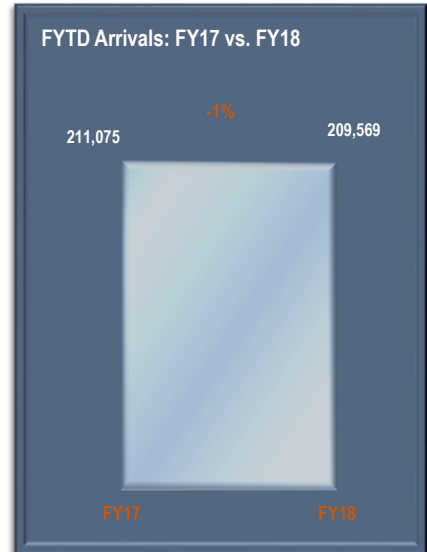
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-13% ↓



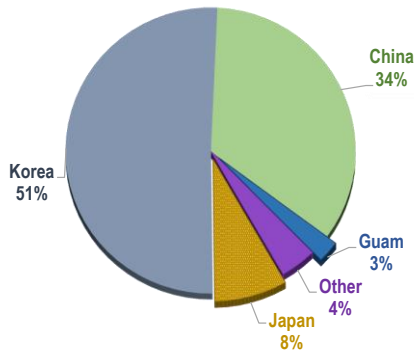
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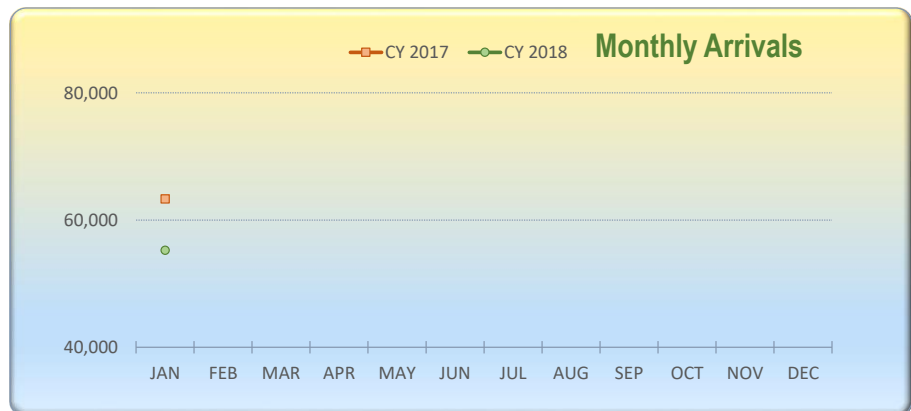
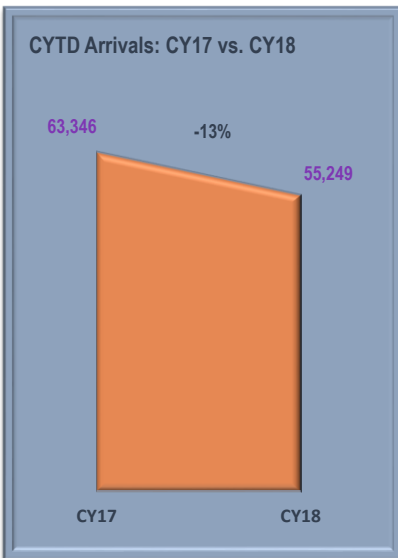
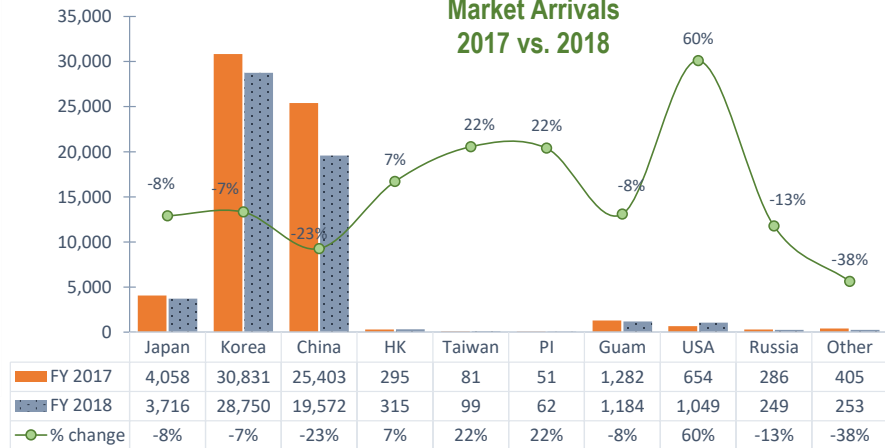
55,249
-13% ↓



MARKET SHARE



Market Arrivals 2017 vs. 2018





Daily Arrival Summary (Saipan Only)

JANUARY 2018	Japan	Korea	China	Hong Kong	Taiwan	Philippines	Guam	United States	Russia	Others	Total
Total	3,640	28,722	19,572	315	99	62	1,085	713	246	250	54,704
1 Mon	185	1,002	796	8	4	1	13	15	3	11	2,038
2 Tue	194	808	403	1	0	10	31	21	19	12	1,499
3 Wed	203	856	339	33	4	0	27	18	24	16	1,520
4 Thu	218	1,016	466	0	0	7	62	13	51	7	1,840
5 Fri	120	1,019	683	34	2	2	56	3	17	4	1,940
6 Sat	187	847	339	4	0	3	28	14	16	4	1,442
7 Sun	128	1,019	924	13	18	0	10	39	15	13	2,179
8 Mon	72	1,005	582	16	1	1	43	22	14	2	1,758
9 Tue	84	849	294	1	0	0	40	17	17	9	1,311
10 Wed	92	856	448	26	8	1	27	32	3	19	1,512
11 Thu	9	1,067	763	12	4	4	47	24	5	10	1,945
12 Fri	153	1,004	743	18	5	0	54	36	11	7	2,031
13 Sat	12	885	282	0	0	1	19	12	0	7	1,218
14 Sun	146	1,059	985	27	6	0	33	36	13	13	2,318
15 Mon	182	1,052	730	16	6	2	19	19	2	4	2,032
16 Tue	88	825	638	1	1	0	58	33	0	4	1,648
17 Wed	60	848	208	3	1	2	36	31	2	20	1,211
18 Thu	112	1,039	1,138	3	0	0	52	34	1	6	2,385
19 Fri	158	1,045	485	14	0	1	31	23	2	7	1,766
20 Sat	17	863	646	8	0	3	16	29	0	4	1,586
21 Sun	163	1,061	766	17	4	4	10	50	4	10	2,089
22 Mon	126	1,007	768	11	2	2	31	29	2	3	1,981
23 Tue	6	855	391	0	0	2	47	15	6	1	1,323
24 Wed	74	854	792	7	12	3	29	26	2	7	1,806
25 Thu	176	988	937	2	3	2	42	24	1	10	2,185
26 Fri	150	988	497	13	7	3	53	15	0	4	1,730
27 Sat	8	799	386	1	0	3	19	22	0	4	1,242
28 Sun	179	897	970	6	4	0	14	2	5	7	2,084
29 Mon	149	838	1,181	9	5	1	45	20	3	8	2,259
30 Tue	11	738	410	0	1	0	49	11	2	2	1,224
31 Wed	178	733	582	11	1	4	44	28	6	15	1,602

Source: CNMI Customs Declaration Forms

Note: Daily arrivals reflect Saipan air arrivals only



Visitors Profile by Country (Saipan only)

JANUARY	TOTAL				JAPAN				KOREA				CHINA				GUAM				OTHERS			
	Jan-17	Jan-18	% share	% chge	Jan-17	Jan-18	% share	% chge	Jan-17	Jan-18	% share	% chge	Jan-17	Jan-18	% share	% chge	Jan-17	Jan-18	% share	% chge	Jan-17	Jan-18	% share	% chge
MODE OF ARRIVAL	63,186	55,025	100.00%	-12.92%	4,032	3,640	100.00%	-9.72%	30,797	28,722	100.00%	-6.74%	25,400	19,572	100.00%	-22.94%	1,208	1,085	100.00%	-10.18%	1,748	2,006	100.00%	14.76%
Air	61,283	54,704	99.42%	-10.74%	4,032	3,640	100.00%	-9.72%	30,797	28,722	100.00%	-6.74%	23,502	19,572	100.00%	-16.72%	1,208	1,085	100.00%	-10.18%	1,744	1,685	84.00%	-3.38%
Sea	1,903	321	0.58%	-83.13%	0	0	0.00%	----	1	0	0.00%	-100.00%	1,898	0	0.00%	-100.00%	0	0	0.00%	----	4	321	16.00%	7925.00%
GENDER	61,283	54,704	100.00%	-10.74%	4,032	3,640	100.00%	-9.72%	30,797	28,722	100.00%	-6.74%	23,502	19,572	100.00%	-16.72%	1,208	1,085	100.00%	-10.18%	1,744	1,685	100.00%	-3.38%
Male	28,849	25,425	46.48%	-11.87%	2,205	1,995	54.81%	-9.52%	14,315	13,356	46.50%	-6.70%	10,536	8,434	43.09%	-19.95%	792	652	60.09%	-17.68%	1,001	988	58.64%	-1.30%
Female	32,306	29,262	53.49%	-9.42%	1,816	1,643	45.14%	-9.53%	16,419	15,361	53.48%	-6.44%	12,917	11,129	56.86%	-13.84%	413	433	39.91%	4.84%	741	696	41.31%	-6.07%
Not Stated	128	17	0.03%	-86.72%	11	2	0.05%	-81.82%	63	5	0.02%	-92.06%	49	9	0.05%	-81.63%	3	0	0.00%	-100.00%	2	1	0.06%	-50.00%
AGE GROUP (YEARS)	61,283	54,704	100.00%	-10.74%	4,032	3,640	100.00%	-9.72%	30,797	28,722	100.00%	-6.74%	23,502	19,572	100.00%	-16.72%	1,208	1,085	100.00%	-10.18%	1,744	1,685	100.00%	-3.38%
Under 10	31	1	0.00%	-96.77%	1	0	0.00%	-100.00%	4	0	0.00%	-100.00%	5	1	0.01%	-80.00%	21	0	0.00%	-100.00%	0	0	0.00%	----
Under 13	11,604	10,233	18.71%	-11.81%	388	290	7.97%	-25.26%	7,568	7,938	27.64%	4.89%	3,461	1,846	9.43%	-46.66%	39	49	4.52%	25.64%	148	110	6.53%	-25.68%
10-17	25	0	0.00%	-100.00%	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	25	0	0.00%	-100.00%	0	0	0.00%	----
13-15	1,333	1,038	1.90%	-22.13%	50	36	0.99%	-28.00%	867	858	2.99%	-1.04%	385	122	0.62%	-68.31%	11	13	1.20%	18.18%	20	9	0.53%	-55.00%
16-19	1,606	1,096	2.00%	-31.76%	144	66	1.81%	-54.17%	929	747	2.60%	-19.59%	463	209	1.07%	-54.86%	32	31	2.86%	-3.13%	38	43	2.55%	13.16%
18-19	28	0	0.00%	-100.00%	1	0	0.00%	-100.00%	0	0	0.00%	----	0	0	0.00%	----	27	0	0.00%	-100.00%	0	0	0.00%	----
20-24	3,368	3,592	6.57%	6.65%	300	324	8.90%	8.00%	1,546	1,354	4.71%	-12.42%	1,359	1,733	8.85%	27.52%	63	58	5.35%	-7.94%	100	123	7.30%	23.00%
25-29	6,496	6,615	12.09%	1.83%	424	335	9.20%	-20.99%	1,855	1,461	5.09%	-21.24%	3,917	4,534	23.17%	15.75%	89	91	8.39%	2.25%	211	194	11.51%	-8.06%
30-34	6,894	5,996	10.96%	-13.03%	359	345	9.48%	-3.90%	2,918	2,042	7.11%	-30.02%	3,312	3,358	17.16%	1.39%	100	71	6.54%	-29.00%	205	180	10.68%	-12.20%
35-39	8,091	7,289	13.32%	-9.91%	367	326	8.96%	-11.17%	4,431	4,262	14.84%	-3.81%	2,984	2,431	12.42%	-18.53%	122	92	8.48%	-24.59%	187	178	10.56%	-4.81%
40-44	6,902	6,049	11.06%	-12.36%	363	352	9.67%	-3.03%	4,033	4,043	14.08%	0.25%	2,197	1,352	6.91%	-38.46%	151	126	11.61%	-16.56%	158	176	10.45%	11.39%
45-49	4,307	3,747	6.85%	-13.00%	375	345	9.48%	-8.00%	2,053	2,015	7.02%	-1.85%	1,584	1,084	5.54%	-31.57%	133	158	14.56%	18.80%	162	145	8.61%	-10.49%
50-54	3,190	2,614	4.78%	-18.06%	317	338	9.29%	6.62%	1,227	1,058	3.68%	-13.77%	1,345	932	4.76%	-30.71%	147	134	12.35%	-8.84%	154	152	9.02%	-1.30%
55-59	2,385	2,072	3.79%	-13.12%	255	245	6.73%	-3.92%	1,053	873	3.04%	-17.09%	818	722	3.69%	-11.74%	107	107	9.86%	0.00%	152	125	7.42%	-17.76%
60 & Over	4,926	4,344	7.94%	-11.81%	685	638	17.53%	-6.86%	2,269	2,064	7.19%	-9.03%	1,624	1,239	6.33%	-23.71%	140	154	14.19%	10.00%	208	249	14.78%	19.71%
Not Stated	97	18	0.03%	-81.44%	3	0	0.00%	-100.00%	44	7	0.02%	-84.09%	48	9	0.05%	-81.25%	1	1	0.09%	0.00%	1	1	0.06%	0.00%
PURPOSE OF VISIT	28,918	28,404	100.00%	-1.78%	2,832	2,610	100.00%	-7.84%	12,521	11,328	100.00%	-9.53%	11,396	12,321	100.00%	8.12%	941	883	100.00%	-6.16%	1,228	1,262	100.00%	2.77%
Pleasure	27,488	27,021	95.13%	-1.70%	2,780	2,555	97.89%	-8.09%	12,422	11,239	99.21%	-9.52%	11,262	12,216	99.15%	8.47%	306	261	29.56%	-14.71%	718	750	59.43%	4.46%
Business	1,134	1,123	3.95%	-0.97%	42	43	1.65%	2.38%	42	30	0.26%	-28.57%	81	44	0.36%	-45.68%	534	561	63.53%	5.06%	435	445	35.26%	2.30%
Other	296	260	0.92%	-12.16%	10	12	0.46%	20.00%	57	59	0.52%	3.51%	53	61	0.50%	15.09%	101	61	6.91%	-39.60%	75	67	5.31%	-10.67%
FREQUENCY OF VISIT	28,918	28,404	100.00%	-1.78%	2,832	2,610	100.00%	-7.84%	12,521	11,328	100.00%	-9.53%	11,396	12,321	100.00%	8.12%	941	883	100.00%	-6.16%	1,228	1,262	100.00%	2.77%
First Visit	22,351	21,662	76.26%	-3.08%	1,246	1,065	40.80%	-14.53%	9,754	8,507	75.10%	-12.78%	10,644	11,421	92.70%	7.30%	84	72	8.15%	-14.29%	623	597	47.31%	-4.17%
Revisit	6,049	5,788	20.38%	-4.31%	1,565	1,458	55.86%	-6.84%	2,512	2,468	21.79%	-1.75%	689	629	5.11%	-8.71%	738	691	78.26%	-6.37%	545	542	42.95%	-0.55%
Not Stated	518	954	3.36%	84.17%	21	87	3.33%	314.29%	255	353	3.12%	38.43%	63	271	2.20%	330.16%	119	120	13.59%	0.84%	60	123	9.75%	105.00%
TRAVEL ARRANGEMENT	28,918	28,404	100.00%	-1.78%	2,832	2,610	100.00%	-7.84%	12,521	11,328	100.00%	-9.53%	11,396	12,321	100.00%	8.12%	941	883	100.00%	-6.16%	1,228	1,262	100.00%	2.77%
Individual Arranged	11,674	11,085	39.03%	-5.05%	689	840	32.18%	21.92%	7,585	6,731	59.42%	-11.26%	2,323	2,378	19.30%	2.37%	424	421	47.68%	-0.71%	653	715	56.66%	9.49%
Packaged Tour	8,640	7,317	25.76%	-15.31%	1,338	1,072	41.07%	-19.88%	3,787	3,548	31.32%	-6.31%	3,407	2,613	21.21%	-23.30%	12	8	0.91%	-33.33%	96	76	6.02%	-20.83%
Business Trip	1,356	1,154	4.06%	-14.90%	268	296	11.34%	10.45%	289	90	0.79%	-68.86%	224	200	1.62%	-10.71%	310	320	36.24%	3.23%	265	248	19.65%	-6.42%
Group Tour	6,138	7,805	27.48%	27.16%	408	264	10.11%	-35.29%	591	733	6.47%	24.03%	5,074	6,750	54.78%	33.03%	28	7	0.79%	-75.00%	37	51	4.04%	37.84%
Other	188	161	0.57%	-14.36%	7	11	0.42%	57.14%	79	73	0.64%	-7.59%	28	27	0.22%	-3.57%	28	13	1.47%	-53.57%	46	37	2.93%	-19.57%
Not Stated	922	882	3.11%	-4.34%	122	127	4.87%	4.10%	190	153	1.35%	-19.47%	340	353	2.87%	3.82%	139	114	12.91%	-17.99%	131	135	10.70%	3.05%
TRAVEL COMPANION	27,372	36,751		34.26%	2,607	3,030		16.23%	12,111	17,527		44.72%	10,887	13,928		27.93%	722	916		26.87%	1,045	1,350		29.19%
Spouse	10,208	8,636	23.50%	-15.40%	534	480	15.84%	-10.11%	5,854	5,503	31.40%	-6.00%	3,592	2,455	17.63%	-31.65%	51	62	6.77%	21.57%	177	136	10.07%	-23.16%
Children	8,280	6,838	18.61%	-17.42%	327	255	8.42%	-22.02%	5,244	5,197	29.65%	-0.90%	2,563	1,279	9.18%	-50.10%	34	33	3.60%	-2.94%	112	74	5.48%	-33.93%
Parents/Grandparents	2,526	1,816	4.94%	-28.11%	80	76	2.51%	-5.00%	1,320	1,090	6.22%	-17.42%	1,072	606	4.35%	-43.47%	12	8	0.87%	-33.33%	42	36	2.67%	-14.29%
Other Family Members/relatives	1,962	1,515	4.12%	-22.78%	98	108	3.56%	10.20%	1,254	1,012	5.77%	-19.30%	573	309	2.22%	-40.92%	24	27	2.95%	12.50%	63	59	4.37%	-6.35%
Business Associates	2,317	2,327	6.33%	0.43%	455	446	14.72%	-1.98%	726	532	3.04%	-26.72%	763	985	7.07%	29.10%	158	187	20.41%	18.35%	215	177	13.11%	-17.67%
Friends	6,362	6,523	17.75%	2.53%	1,082	1,081	35.68%	-0.09%	3,193	3,073	17.53%	-3.76%	1,756	2,015	14.47%	14.75%	85	56	6.11%	-34.12%	246	298	22.07%	21.14%



Visitors Profile by Country (Saipan only)

JANUARY	TOTAL				JAPAN				KOREA				CHINA				GUAM				OTHERS			
	Jan-17	Jan-18	% share	%chge	Jan-17	Jan-18	% share	%chge	Jan-17	Jan-18	% share	%chge	Jan-17	Jan-18	% share	%chge	Jan-17	Jan-18	% share	%chge	Jan-17	Jan-18	% share	%chge
TRAVEL PLANS	28,181	27,586	97.53%	-2.11%	2,720	2,517	73.80%	-7.46%	12,336	11,159	39.40%	-9.54%	11,141	11,969	42.33%	7.43%	844	795	28.59%	-5.81%	1,140	1,146	40.74%	0.53%
Pleasure	25,374	24,983	90.56%	-1.54%	1,926	1,837	72.98%	-4.62%	11,697	10,586	94.87%	-9.50%	10,862	11,681	97.59%	7.54%	225	189	23.77%	-16.00%	664	690	60.21%	3.92%
Business	997	991	3.59%	-0.60%	49	47	1.87%	-4.08%	24	29	0.26%	20.83%	68	47	0.39%	-30.88%	477	501	63.02%	5.03%	379	367	32.02%	-3.17%
Golf	1,456	1,531	5.55%	5.15%	479	497	19.75%	3.76%	839	936	8.39%	11.56%	82	46	0.38%	-43.90%	271	17	2.14%	-19.05%	35	35	3.05%	0.00%
Dive	2,029	1,833	6.64%	-9.66%	483	451	17.92%	-6.63%	704	601	5.39%	-14.63%	741	678	5.66%	-8.50%	4	7	0.88%	75.00%	97	96	8.38%	-1.03%
Convention	64	47	0.17%	-26.56%	3	2	0.08%	-33.33%	19	5	0.04%	-73.68%	28	9	0.08%	-67.86%	1	15	1.89%	1400.00%	13	16	1.40%	23.08%
Company Trip	441	406	1.47%	-7.94%	190	225	8.94%	18.42%	70	18	0.16%	-74.29%	129	112	0.94%	-13.18%	26	27	3.40%	3.85%	26	24	2.09%	-7.69%
Honeymoon	314	356	1.29%	13.38%	16	15	0.60%	-6.25%	62	64	0.57%	3.23%	227	265	2.21%	16.74%	1	2	0.25%	100.00%	8	10	0.87%	25.00%
Get Married	34	28	0.10%	-17.65%	19	6	0.24%	-68.42%	3	4	0.04%	33.33%	9	13	0.11%	44.44%	2	1	0.13%	-50.00%	1	4	0.35%	300.00%
Memorial Service	62	47	0.17%	-24.19%	19	27	1.07%	42.11%	0	0	0.00%	----	17	5	0.04%	-70.59%	19	11	1.38%	-42.11%	7	4	0.35%	-42.86%
Visit Friends	578	481	1.74%	-16.78%	67	57	2.26%	-14.93%	175	130	1.16%	-25.71%	88	39	0.33%	-55.68%	111	107	13.46%	-3.60%	137	148	12.91%	8.03%
Sports	140	73	0.26%	-47.86%	11	14	0.56%	27.27%	59	37	0.33%	-37.29%	9	11	0.09%	22.22%	58	0	0.00%	-100.00%	3	11	0.96%	266.67%
Other	428	309	1.12%	-27.80%	134	54	2.15%	-59.70%	70	67	0.60%	-4.29%	105	78	0.65%	-25.71%	48	33	4.15%	-31.25%	71	77	6.72%	8.45%
Not Stated	737	818	2.97%	10.99%	112	93	3.69%	-16.96%	185	169	1.51%	-8.65%	255	352	2.94%	38.04%	97	88	11.07%	-9.28%	88	116	10.12%	31.82%
TRAVEL MOTIVATION	26,238	26,055	100.00%	-0.70%	2,631	2,447	100.00%	-6.99%	11,665	10,639	100.00%	-8.80%	10,370	11,373	100.00%	9.67%	610	604	100.00%	-0.98%	962	992	100.00%	3.12%
Newspaper	114	104	0.40%	-8.77%	14	10	0.41%	-28.57%	27	22	0.21%	-18.52%	68	63	0.55%	-7.35%	1	1	0.17%	0.00%	4	8	0.81%	100.00%
Magazine	574	466	1.79%	-18.82%	44	63	2.57%	43.18%	137	104	0.98%	-24.09%	370	284	2.50%	-23.24%	0	0	0.00%	----	23	15	1.51%	-34.78%
Travel Agent	9,917	11,259	43.21%	13.53%	482	338	13.81%	-29.88%	2,776	2,693	25.31%	-2.99%	6,577	8,116	71.36%	23.40%	15	14	2.32%	-6.67%	67	98	9.88%	46.27%
Climate	2,859	2,831	10.87%	-0.98%	639	581	23.74%	-9.08%	1,371	1,523	14.32%	11.09%	763	639	5.62%	-16.25%	2	1	0.17%	-50.00%	84	87	8.77%	3.57%
Price	625	513	1.97%	-17.92%	213	184	7.52%	-13.62%	303	212	1.99%	-30.03%	74	88	0.77%	18.92%	3	4	0.66%	33.33%	32	25	2.52%	-21.88%
Short	1,729	1,568	6.02%	-9.31%	488	435	17.78%	-10.86%	948	879	8.26%	-7.28%	242	191	1.68%	-21.07%	14	18	2.98%	28.57%	37	45	4.54%	21.62%
Reading	1,009	779	2.99%	-22.79%	4	8	0.33%	100.00%	904	684	6.43%	-24.34%	79	74	0.65%	-6.33%	5	2	0.33%	-60.00%	17	11	1.11%	-35.29%
Flyer	464	436	1.67%	-6.03%	61	44	1.80%	-27.87%	340	331	3.11%	-2.65%	45	44	0.39%	-2.22%	1	1	0.17%	0.00%	17	16	1.61%	-5.88%
Friends / Relatives	3,659	3,354	12.87%	-8.34%	512	507	20.72%	-0.98%	1,579	1,545	14.52%	-2.15%	1,120	867	7.62%	-22.59%	177	143	23.68%	-19.21%	271	292	29.44%	7.75%
TV / Radio	361	375	1.44%	3.88%	25	22	0.90%	-12.00%	152	211	1.98%	38.82%	171	133	1.17%	-22.22%	4	1	0.17%	-75.00%	9	8	0.81%	-11.11%
Prior Trip	2,036	1,955	7.50%	-3.98%	742	690	28.20%	-7.01%	927	931	8.75%	0.43%	204	155	1.36%	-24.02%	76	83	13.74%	9.21%	87	96	9.68%	10.34%
Other	1,455	1,234	4.74%	-15.19%	194	192	7.85%	-1.03%	406	265	2.49%	-34.73%	216	148	1.30%	-31.48%	330	334	55.30%	1.21%	309	295	29.74%	-4.53%
Web	7,958	7,401	28.41%	-7.00%	425	470	19.21%	10.59%	5,151	4,641	43.62%	-9.90%	2,141	2,022	17.78%	-5.56%	29	36	5.96%	24.14%	212	232	23.39%	9.43%
Not Stated	2,680	2,349	9.02%	-12.35%	201	163	6.66%	-18.91%	856	689	6.48%	-19.51%	1,026	948	8.34%	-7.60%	331	279	46.19%	-15.71%	266	270	27.22%	1.50%
OCCUPATION	28,918	28,404	100.00%	-1.78%	2,832	2,610	100.00%	-7.84%	12,521	11,328	100.00%	-9.53%	11,396	12,321	100.00%	8.12%	941	883	100.00%	-6.16%	1,228	1,262	100.00%	2.77%
Leg & Manager	1,479	1,379	4.85%	-6.76%	530	561	21.49%	5.85%	297	257	2.27%	-13.47%	461	359	2.91%	-22.13%	122	132	14.95%	8.20%	69	70	5.55%	1.45%
Professional	8,101	9,908	34.88%	22.31%	210	202	7.74%	-3.81%	3,097	2,455	21.67%	-20.73%	4,184	6,632	53.83%	58.51%	234	215	24.35%	-8.12%	376	404	32.01%	7.45%
Technicians	1,894	1,748	6.15%	-7.71%	113	101	3.87%	-10.62%	828	797	7.04%	-3.74%	789	645	5.23%	-18.25%	107	109	12.34%	1.87%	57	96	7.61%	68.42%
Clerk	7,061	6,005	21.14%	-14.96%	960	882	33.79%	-8.13%	3,525	3,127	27.60%	-11.29%	2,465	1,916	15.55%	-22.27%	15	21	2.38%	40.00%	96	59	4.68%	-38.54%
Service	2,257	1,985	6.99%	-12.05%	277	276	10.57%	-0.36%	1,168	1,109	9.79%	-5.05%	734	495	4.02%	-32.56%	24	37	4.19%	54.17%	54	68	5.39%	25.93%
Skilled	99	77	0.27%	-22.22%	36	27	1.03%	-25.00%	35	32	0.28%	-8.57%	21	12	0.10%	-42.86%	2	4	0.45%	100.00%	5	2	0.16%	-60.00%
Craftsman	188	140	0.49%	-25.53%	1	2	0.08%	100.00%	17	7	0.06%	-58.82%	126	94	0.76%	-25.40%	20	16	1.81%	-20.00%	24	21	1.66%	-12.50%
Plant Operator	197	177	0.62%	-10.15%	11	14	0.54%	27.27%	83	102	0.90%	22.89%	91	55	0.45%	-39.56%	3	2	0.23%	-33.33%	9	4	0.32%	-55.56%
Entry Level	155	151	0.53%	-2.58%	2	1	0.04%	-50.00%	6	5	0.04%	-16.67%	125	124	1.01%	-0.80%	11	7	0.79%	-36.36%	11	14	1.11%	27.27%
Armed Forces	149	156	0.55%	4.70%	4	8	0.31%	100.00%	35	35	0.31%	0.00%	1	0	0.00%	-100.00%	40	41	4.64%	2.50%	69	72	5.71%	4.35%
Homemaker	1,376	1,403	4.94%	1.96%	106	85	3.26%	-19.81%	991	1,137	10.04%	14.73%	237	153	1.24%	-35.44%	19	16	1.81%	-15.79%	23	12	0.95%	-47.83%
Students	2,210	2,015	7.09%	-8.82%	197	118	4.52%	-40.10%	1,450	1,324	11.69%	-8.69%	484	496	4.03%	2.48%	30	21	2.38%	-30.00%	49	56	4.44%	14.29%
Retirees	955	969	3.41%	1.47%	152	112	4.29%	-26.32%	227	273	2.41%	20.26%	493	489	3.97%	-0.81%	26	31	3.51%	19.23%	57	64	5.07%	12.28%
Other	1,287	1,015	3.57%	-21.13%	50	50	1.92%	0.00%	402	385	3.40%	-4.23%	628	391	3.17%	-37.74%	88	72	8.15%	-18.18%	119	117	9.27%	-1.68%
Not Stated	1,510	1,276	4.49%	-15.50%	183	171	6.55%	-6.56%	360	283	2.50%	-21.39%	557	460	3.73%	-17.41%	200	159	18.01%	-20.50%	210	203	16.09%	-3.33%