



# Commonwealth of the Northern Mariana Islands

## ~ Visitor Arrival Statistics ~

### Fiscal Year 2010 - 2011

	2010	2011	% Change
<b>TOTAL TO DATE:</b>	<b>73,630</b>	<b>84,535</b>	<b>14.81%</b>
October	20,467	25,784	25.98%
November	23,008	27,179	18.13%
<b><u>December</u></b>	<b><u>30,155</u></b>	<b><u>31,572</u></b>	<b><u>4.70%</u></b>
January	35,716		
February	37,850		
March	36,220		
April	26,255		
May	27,015 <sup>r</sup>		
June	28,372		
July	35,164		
August	38,047		
September	29,917		
<b>YEAR TOTAL:</b>	<b>368,186</b>	<b>84,535</b>	<b>-----</b>

### Calendar Year 2009 - 2010

	2009	2010	% Change
<b>TOTAL TO DATE:</b>	<b>353,956</b>	<b>379,091</b>	<b>7.10%</b>
January	38,932	35,716	-8.26%
February	35,594 <sup>r</sup>	37,850	6.34%
March	32,908	36,220	10.06%
April	27,833	26,255	-5.67%
May	24,128	27,015 <sup>r</sup>	11.97%
June	21,803	28,372	30.13%
July	30,301	35,164	16.05%
August	37,072 <sup>r</sup>	38,047	2.63%
September	31,755	29,917	-5.79%
October	20,467	25,784	25.98%
November	23,008	27,179	18.13%
<b><u>December</u></b>	<b><u>30,155</u></b>	<b><u>31,572</u></b>	<b><u>4.70%</u></b>
<b>YEAR TOTAL:</b>	<b>353,956</b>	<b>379,091</b>	<b>7.10%</b>

<sup>r</sup> Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE									
Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA/HONG KONG ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	34,793	37,005	6%	21,862	29,594	35%	7,890	9,170	16%
October	8,602	11,279	31%	4,813	8,681	80%	3,846	3,207	-17%
November	10,553	11,447	8%	6,892	10,428	51%	2,742	2,346	-14%
<u>December</u>	<u>15,638</u>	<u>14,279</u>	<u>-9%</u>	<u>10,157</u>	<u>10,485</u>	<u>3%</u>	<u>1,302</u>	<u>3,617</u>	<u>178%</u>
January	18,018			11,710			3,065		
February	19,271			9,603			6,286		
March	21,685			8,185			3,196		
April	10,463			8,619			3,483		
May	11,434 <sup>r</sup>			9,643			3,159		
June	13,451			8,931			2,298		
July	16,596			10,782			4,615		
August	20,117			10,786			4,343		
September	16,992			7,958			2,377		
Year Total	182,820			108,079			40,712		
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	4,566	4,167	-9%	2,197	2,526	15%	402	146	-64%
October	1,520	1,225	-19%	909	762	-16%	132	43	-67%
November	1,468	1,402	-4%	496	993	100%	210	55	-74%
<u>December</u>	<u>1,578</u>	<u>1,540</u>	<u>-2%</u>	<u>792</u>	<u>771</u>	<u>-3%</u>	<u>60</u>	<u>48</u>	<u>-20%</u>
January	1,524			644			39		
February	1,231			997			45		
March	1,559			751			45		
April	1,376			662			201		
May	1,441			746			62		
June	1,760			1,035			39		
July	1,460			951			42		
August	1,315			837 <sup>r</sup>			43		
September	1,251			893			41		
Year Total	17,483			9,713			959		
Fiscal Year	~ RUSSIA ~			~ TAIWAN ~			~ OTHER AREAS ~		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
TOTAL TO DATE	1,152	1,214	5%	60	48	-20%	708	665	-6%
October	377	367	-3%	12	34	183%	256	186	-27%
November	374	288	-23%	43	3	-93%	230	217	-6%
<u>December</u>	<u>401</u>	<u>559</u>	<u>39%</u>	<u>5</u>	<u>11</u>	<u>120%</u>	<u>222</u>	<u>262</u>	<u>18%</u>
January	487			4			225		
February	181			10			226		
March	496			7			296		
April	260			10			1,181		
May	305			1			224		
June	485			12			361		
July	375			72			271		
August	383			41			182		
September	205			3			197		
Year Total	4,329			220			3,871		

<sup>r</sup> Revised



## VISITOR ARRIVALS TO SAIPAN - DECEMBER 2010

ARRIVALS BY MODE OF TRANSPORTATION	<u>Dec-09</u>	<u>Dec-10</u>	% CHANGE
Air Arrivals	28,733	30,277	5%
Sea Arrivals	821	627	-24%
<b>TOTAL ARRIVALS</b>	<b>29,554</b>	<b>30,904</b>	<b>5%</b>
<b>AIR ARRIVALS BY COUNTRY OF RESIDENCE</b>			
<b>JAPAN</b>	<b>14,594</b>	<b>13,166</b>	<b>-10%</b>
Kanto (Tokyo)	9,981	8,893	-11%
Kinki (Osaka)	1,430	1,690	18%
Tokai (Nagoya)	1,485	1,025	-31%
Tohoku (Sendai)	694	586	-16%
Kyushu (Fukuoka)	159	113	-29%
Hokkaido (Sapporo)	137	107	-22%
Chugoku (Hiroshima)	214	278	30%
Shikoku	98	102	4%
Okinawa	20	27	35%
Others	14	17	21%
Not Specified	362	328	-9%
<b>KOREA</b>	<b>10,142</b>	<b>10,472</b>	<b>3%</b>
Seoul	5,847	5,280	-10%
Pusan	792	1,220	54%
Taegu	297	297	0%
Inchon	284	31	-89%
Others	2,636	3,285	25%
Not Specified	286	359	26%
<b>CHINA/HONG KONG</b>	<b>1,300</b>	<b>3,617</b>	<b>178%</b>
<b>GUAM</b>	<b>1,412</b>	<b>1,418</b>	<b>0%</b>
<b>UNITED STATES</b>	<b>617</b>	<b>735</b>	<b>19%</b>
<b>PHILIPPINES</b>	<b>57</b>	<b>48</b>	<b>-16%</b>
<b>RUSSIA</b>	<b>401</b>	<b>558</b>	<b>39%</b>
<b>TAIWAN</b>	<b>5</b>	<b>11</b>	<b>120%</b>
<b>OTHER</b>	<b>205</b>	<b>252</b>	<b>23%</b>
<b>ARRIVALS BY MONTH</b>			
	<b>FY 2010</b>	<b>FY 2011</b>	<b>% CHANGE</b>
<b>TOTAL TO DATE</b>	<b>71,992</b>	<b>83,079</b>	<b>15%</b>
October	19,992	25,485	27%
November	22,446	26,690	19%
<b><u>December</u></b>	<b><u>29,554</u></b>	<b><u>30,904</u></b>	<b><u>5%</u></b>
January	35,318		
February	37,393		
March	35,470		
April	25,862		
May	26,320		
June	27,959		
July	34,432		
August	37,302 <sup>r</sup>		
September	29,486		
<b>YEAR TOTAL</b>	<b>361,534</b>	<b>83,079</b>	<b>-----</b>

Source: CNMI Customs Declaration Form

<sup>r</sup> Revised

### Sea Arrivals : Dec-10

Military Shp: n/a

Cruise Ship: MS Asuka II: 627 (Dec 31)

<b>VISITOR ARRIVALS TO <u>ROTA</u> - DECEMBER 2010</b>			
	<u>Dec-09</u>	<u>Dec-10</u>	<u>% CHANGE</u>
<b>TOTAL ARRIVALS</b>	<b>601</b>	<b>668</b>	<b>11%</b>
<b>ARRIVALS FROM GUAM</b>	<b>601</b>	<b>668</b>	<b>11%</b>
JAPAN	379	486	28%
KOREA	13	13	0%
CHINA/HONG KONG	2	0	-100%
GUAM	166	122	-27%
UNITED STATES	21	36	71%
PHILIPPINES	3	0	-100%
RUSSIA	0	1	-----
TAIWAN	0	0	-----
OTHER	17	10	-41%
<b>INTERISLAND ARRIVALS</b>	<b>0</b>	<b>0</b>	<b>-----</b>
JAPAN			-----
KOREA			-----
CHINA/HONG KONG			-----
UNITED STATES (INCLUDING GUAM)			-----
PHILIPPINES			-----
OTHER			-----
	<i>Not Available</i>	<i>Not Available</i>	
<b>ARRIVALS BY MONTH</b>	<b>FY 2010</b>	<b>FY 2011</b>	<b>% CHANGE</b>
<b>TOTAL TO DATE</b>	<b>2,334</b>	<b>1,456</b>	<b>-38%</b>
October	852	299	-65%
November	881	489	-44%
<u>December</u>	<u>601</u>	<u>668</u>	<u>11%</u>
January	398		
February	457		
March	750		
April	393		
May	695 <sup>r</sup>		
June	413		
July	732		
August	745		
September	431		
<b>YEAR TOTAL</b>	<b>7,348</b>	<b>1,456</b>	<b>-----</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 - DECEMBER 2010</b>			
	<u>Dec-09</u>	<u>Dec-10</u>	<u>% CHANGE</u>
<b>TOTAL ARRIVALS</b>	<b>2,128</b>	<b>1,554</b>	<b>-27%</b>
<b>ARRIVALS FROM GUAM</b>	<b>0</b>	<b>0</b>	<b>-----</b>
JAPAN	0	<i>Not Available</i>	-----
KOREA	0		-----
CHINA/HONG KONG	0		-----
GUAM	<i>No Visitor Arrival</i>		-----
UNITED STATES	0		-----
PHILIPPINES	0		-----
RUSSIA	0		-----
TAIWAN	0		-----
OTHER	0		-----
<b>INTERISLAND ARRIVALS</b>			
<b>OVERNIGHT VISITORS:</b>	<b>2,110</b>	<b>1,552</b>	<b>-26%</b>
JAPAN	417	318	-24%
KOREA	420	233	-45%
CHINA/HONG KONG	1,060	804	-24%
GUAM	20	50	150%
UNITED STATES	11	9	-18%
PHILIPPINES	0	0	-----
TAIWAN	0	0	-----
SAIPAN	173	135	-22%
OTHER	9	3	-67%
<b>DAY VISITORS:</b>	<b>18</b>	<b>2</b>	<b>-89%</b>
<b>ARRIVALS BY MONTH</b>	<b>FY 2010</b>	<b>FY 2011</b>	<b>% CHANGE</b>
<b>TOTAL TO DATE</b>	<b>9,097</b>	<b>5,126</b>	<b>-44%</b>
October	3,759	1,955	-48%
November	3,210 r	1,617	-50%
<b><u>December</u></b>	<b><u>2,128</u></b>	<b><u>1,554</u></b>	<b><u>-27%</u></b>
January	3,426		
February	4,804 r		
March	3,120		
April	3,127		
May	2,765		
June	1,949		
July	3,158		
August	2,465		
September	1,738		
<b>YEAR TOTAL</b>	<b>35,649</b>	<b>5,126</b>	<b>-----</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)

DECEMBER	TOTAL				JAPAN				KOREA				CHINA/HONG KONG *				GUAM				OTHERS			
	Dec-09	Dec-10	% SHARE	% CHGE	Dec-09	Dec-10	% SHARE	% CHGE	Dec-09	Dec-10	% SHARE	% CHGE	Dec-09	Dec-10	% SHARE	% CHGE	Dec-09	Dec-10	% SHARE	% CHGE	Dec-09	Dec-10	% SHARE	% CHGE
<b>MODE OF ARRIVAL</b>	<b>29,554</b>	<b>30,904</b>	<b>100.00%</b>	<b>4.57%</b>	<b>15,259</b>	<b>13,793</b>	<b>100.00%</b>	<b>-9.61%</b>	<b>10,144</b>	<b>10,472</b>	<b>100.00%</b>	<b>3.23%</b>	<b>1,300</b>	<b>3,617</b>	<b>100.00%</b>	<b>178.23%</b>	<b>1,412</b>	<b>1,418</b>	<b>100.00%</b>	<b>0.42%</b>	<b>1,439</b>	<b>1,604</b>	<b>100.00%</b>	<b>11.47%</b>
<b>Air</b>	28,733	30,277	97.97%	5.37%	14,594	13,166	95.45%	-9.78%	10,142	10,472	100.00%	3.25%	1,300	3,617	100.00%	178.23%	1,412	1,418	100.00%	0.42%	1,285	1,604	100.00%	24.82%
<b>Sea</b>	821	627	2.03%	-23.63%	665	627	4.55%	-5.71%	2	0	0.00%	-100.00%	0	0	0.00%	----	0	0	0.00%	----	154	0	0.00%	-100.00%
<b>GENDER</b>	<b>28,733</b>	<b>30,277</b>	<b>100.00%</b>	<b>5.37%</b>	<b>14,594</b>	<b>13,166</b>	<b>100.00%</b>	<b>-9.78%</b>	<b>10,142</b>	<b>10,472</b>	<b>100.00%</b>	<b>3.25%</b>	<b>1,300</b>	<b>3,617</b>	<b>100.00%</b>	<b>178.23%</b>	<b>1,412</b>	<b>1,418</b>	<b>100.00%</b>	<b>0.42%</b>	<b>1,285</b>	<b>1,604</b>	<b>100.00%</b>	<b>24.82%</b>
<b>Male</b>	14,599	15,549	51.36%	6.51%	7,288	6,595	50.09%	-9.51%	5,036	5,294	50.55%	5.12%	679	1,811	50.07%	166.72%	888	911	64.25%	2.59%	708	938	58.48%	32.49%
<b>Female</b>	14,017	14,715	48.60%	4.98%	7,287	6,571	49.91%	-9.83%	5,105	5,170	49.37%	1.27%	525	1,802	49.82%	243.24%	524	506	35.68%	-3.44%	576	666	41.52%	15.63%
<b>Not Stated</b>	117	13	0.04%	-88.89%	19	0	0.00%	-100.00%	1	8	0.08%	700.00%	96	4	0.11%	-95.83%	0	1	0.07%	----	1	1	0.00%	-100.00%
<b>AGE GROUP (YEARS)</b>	<b>28,733</b>	<b>30,277</b>	<b>100.00%</b>	<b>5.37%</b>	<b>14,594</b>	<b>13,166</b>	<b>100.00%</b>	<b>-9.78%</b>	<b>10,142</b>	<b>10,472</b>	<b>100.00%</b>	<b>3.25%</b>	<b>1,300</b>	<b>3,617</b>	<b>100.00%</b>	<b>178.23%</b>	<b>1,412</b>	<b>1,418</b>	<b>100.00%</b>	<b>0.42%</b>	<b>1,285</b>	<b>1,604</b>	<b>100.00%</b>	<b>24.82%</b>
<b>Under 10</b>	91	60	0.20%	-34.07%	9	0	0.00%	-100.00%	78	38	0.36%	-51.28%	2	0	0.00%	-100.00%	1	13	0.92%	1200.00%	1	9	0.56%	800.00%
<b>Under 13</b>	3,942	4,193	13.85%	6.37%	1,769	1,630	12.38%	-7.86%	1,866	2,176	20.78%	16.61%	30	55	1.52%	83.33%	114	108	7.62%	-5.26%	163	224	13.97%	37.42%
<b>10-17</b>	14	3	0.01%	-78.57%	0	1	0.01%	----	11	0	0.00%	-100.00%	1	0	0.00%	-100.00%	2	2	0.14%	0.00%	0	0	0.00%	----
<b>13-15</b>	628	738	2.44%	17.52%	313	255	1.94%	-18.53%	252	415	3.96%	64.68%	8	2	0.06%	-75.00%	31	26	1.83%	-16.13%	24	40	2.49%	66.67%
<b>16-19</b>	730	515	1.70%	-29.45%	452	238	1.81%	-47.35%	178	158	1.51%	-11.24%	8	10	0.28%	25.00%	53	60	4.23%	13.21%	39	49	3.05%	25.64%
<b>18-19</b>	14	6	0.02%	-57.14%	0	1	0.01%	----	8	2	0.02%	-75.00%	1	0	0.00%	-100.00%	4	2	0.14%	-50.00%	1	1	0.06%	0.00%
<b>20-24</b>	1,592	1,824	6.02%	14.57%	1,184	1,104	8.39%	-6.76%	1,178	1,600	15.30%	31.44%	45	313	8.65%	595.56%	84	101	7.12%	20.24%	101	146	9.10%	44.55%
<b>25-29</b>	3,154	4,031	13.31%	27.81%	1,656	1,520	11.54%	-8.21%	1,100	960	9.17%	-12.73%	164	1,313	36.30%	700.61%	117	88	6.21%	-24.79%	117	150	9.35%	28.21%
<b>30-34</b>	3,639	4,016	13.26%	10.36%	1,886	1,405	10.67%	-16.67%	1,585	1,595	15.23%	0.63%	171	718	19.85%	319.88%	94	128	9.03%	36.17%	103	170	10.60%	65.05%
<b>35-39</b>	4,048	4,153	13.72%	2.59%	1,840	1,658	12.59%	-9.89%	1,679	1,768	16.88%	5.30%	225	411	11.36%	82.67%	177	140	9.87%	-20.90%	127	176	10.97%	38.58%
<b>40-44</b>	3,306	3,284	10.85%	-0.67%	1,728	1,499	11.39%	-13.25%	1,053	1,193	11.39%	13.30%	200	255	7.05%	27.50%	178	168	11.85%	-5.62%	147	169	10.54%	14.97%
<b>45-49</b>	2,282	2,167	7.16%	-5.04%	1,134	1,055	8.01%	-6.97%	632	579	5.53%	-8.39%	205	222	6.14%	8.29%	178	168	11.85%	-5.62%	133	143	8.92%	7.52%
<b>50-54</b>	1,652	1,649	5.45%	-0.18%	790	750	5.70%	-5.06%	532	442	4.22%	-16.92%	102	158	4.37%	54.90%	133	173	12.20%	30.08%	95	126	7.86%	32.63%
<b>55-59</b>	1,330	1,372	4.53%	3.16%	665	701	5.32%	5.41%	385	395	3.77%	2.60%	82	85	2.35%	3.66%	102	108	7.62%	5.88%	96	83	5.17%	-13.54%
<b>60 &amp; Over</b>	2,285	2,248	7.42%	-1.62%	1,354	1,347	10.23%	-0.52%	597	581	5.55%	-2.68%	55	71	1.96%	29.09%	144	132	9.31%	-8.33%	135	117	7.29%	-13.33%
<b>Not Stated</b>	26	18	0.06%	-30.77%	14	2	0.02%	-85.71%	8	10	0.10%	25.00%	1	4	0.11%	300.00%	0	1	0.07%	----	3	1	0.06%	-66.67%
<b>PURPOSE OF VISIT</b>	<b>17,044</b>	<b>17,790</b>	<b>100.00%</b>	<b>4.38%</b>	<b>9,146</b>	<b>8,195</b>	<b>100.00%</b>	<b>-10.40%</b>	<b>4,747</b>	<b>4,889</b>	<b>100.00%</b>	<b>2.99%</b>	<b>1,254</b>	<b>2,645</b>	<b>100.00%</b>	<b>110.93%</b>	<b>1,061</b>	<b>1,078</b>	<b>100.00%</b>	<b>1.60%</b>	<b>836</b>	<b>983</b>	<b>100.00%</b>	<b>17.58%</b>
<b>Pleasure</b>	15,913	16,586	93.23%	4.23%	9,032	8,093	98.76%	-10.40%	4,603	4,773	97.63%	3.69%	1,215	2,621	99.09%	115.72%	503	503	46.66%	0.00%	560	596	60.63%	6.43%
<b>Business</b>	883	961	5.40%	8.83%	59	73	0.89%	23.70%	78	63	1.29%	-19.23%	38	19	0.72%	-50.00%	486	496	46.01%	2.06%	222	310	31.54%	39.64%
<b>Other</b>	248	243	1.37%	-2.02%	55	29	0.35%	-47.27%	66	53	1.08%	-19.70%	1	5	0.19%	400.00%	72	79	7.33%	9.72%	54	77	7.83%	42.59%
<b>FREQUENCY OF VISIT</b>	<b>17,044</b>	<b>17,790</b>	<b>100.00%</b>	<b>4.38%</b>	<b>9,146</b>	<b>8,195</b>	<b>100.00%</b>	<b>-10.40%</b>	<b>4,747</b>	<b>4,889</b>	<b>100.00%</b>	<b>2.99%</b>	<b>1,254</b>	<b>2,645</b>	<b>100.00%</b>	<b>110.93%</b>	<b>1,061</b>	<b>1,078</b>	<b>100.00%</b>	<b>1.60%</b>	<b>836</b>	<b>983</b>	<b>100.00%</b>	<b>17.58%</b>
<b>First Visit</b>	9,046	9,215	51.80%	1.87%	3,976	3,283	40.06%	-17.43%	3,303	3,445	70.46%	4.30%	1,128	1,972	74.56%	74.82%	79	78	7.24%	-1.27%	560	437	44.46%	-21.96%
<b>Revisit</b>	6,458	6,009	33.78%	-6.95%	4,344	3,732	45.54%	-14.09%	1,118	1,045	21.37%	-6.53%	55	73	2.76%	32.73%	719	757	70.22%	5.29%	222	402	40.90%	81.08%
<b>Not Stated</b>	1,540	2,566	14.42%	66.62%	826	1,180	14.40%	42.86%	326	399	8.16%	22.39%	71	600	22.68%	745.07%	263	243	22.54%	-7.60%	54	144	14.65%	166.67%
<b>TRAVEL ARRANGEMENT</b>	<b>17,044</b>	<b>17,790</b>	<b>100.00%</b>	<b>4.38%</b>	<b>9,146</b>	<b>8,195</b>	<b>100.00%</b>	<b>-10.40%</b>	<b>4,747</b>	<b>4,889</b>	<b>100.00%</b>	<b>2.99%</b>	<b>1,254</b>	<b>2,645</b>	<b>100.00%</b>	<b>110.93%</b>	<b>1,061</b>	<b>1,078</b>	<b>100.00%</b>	<b>1.60%</b>	<b>836</b>	<b>983</b>	<b>100.00%</b>	<b>17.58%</b>
<b>Individual Arranged</b>	4,057	3,855	21.67%	-4.98%	1,480	1,542	18.82%	4.19%	1,558	1,176	24.05%	-24.52%	27	113	4.27%	318.52%	530	550	51.02%	3.77%	462	474	48.22%	2.60%
<b>Packaged Tour</b>	9,470	8,505	47.81%	-10.19%	6,067	4,598	56.11%	-24.21%	2,252	2,512	51.38%	11.55%	1,062	1,298	49.07%	22.22%	16	11	1.02%	-31.25%	73	86	8.75%	17.81%
<b>Business Trip</b>	1,082	1,492	8.39%	37.89%	425	545	6.65%	28.24%	254	250	5.11%	-1.57%	43	259	9.79%	502.33%	242	262	24.30%	8.26%	118	176	17.90%	49.15%
<b>Group Tour</b>	1,045	1,625	9.13%	55.50%	548	493	6.02%	-10.04%	425	716	14.65%	68.47%	51	373	14.10%	631.37%	7	11	1.02%	57.14%	14	32	3.26%	128.57%
<b>Other</b>	189	161	0.91%	-14.81%	43	11	0.13%	-74.42%	77	53	1.08%	-31.17%	8	5	0.19%	-37.50%	37	36	3.34%	-2.70%	24	56	5.70%	133.33%
<b>Not Stated</b>	1,201	2,152	12.10%	79.18%	583	1,006	12.28%	72.56%	181	182	3.72%	0.55%	63	597	22.57%	847.62%	229	208	19.29%	-9.17%	145	159	16.17%	9.66%
<b>TRAVEL COMPANION</b>	<b>14,980</b>	<b>15,268</b>	<b>1.92%</b>	<b>1.92%</b>	<b>8,198</b>	<b>7,203</b>	<b>-12.14%</b>	<b>-12.14%</b>	<b>4,331</b>	<b>4,519</b>	<b>4.34%</b>	<b>4.34%</b>	<b>1,101</b>	<b>2,053</b>	<b>86.47%</b>	<b>86.47%</b>	<b>728</b>	<b>741</b>	<b>1.79%</b>	<b>1.79%</b>	<b>622</b>	<b>752</b>	<b>20.90%</b>	<b>20.90%</b>
<b>Spouse</b>	5,085	4,911	32.17%	-3.42%	2,415	2,034	28.24%	-15.78%	2,382	2,323	51.41%	-2.48%	84	297	14.47%	253.57%	91	92	12.42%	1.10%	113	165	21.94%	46.02%
<b>Children</b>	2,860	2,891	18.94%	1.08%	1,472	1,274	17.69%	-13.45%	1,194	1,375	30.43%	15.16%	21	41	2.00%	95.24%	64	58	7.83%	-9.38%	109	143	19.02%	31.19%
<b>Parents/Grandparents</b>	563	604	3.96%	7.28%	312	320	4.44%	2.56%	196	233	5.16%	18.88%	13	20	0.97%	53.85%	10	8	1.08%	-20.00%</				

# Visitors Profile by Country (Saipan only)

DECEMBER	TOTAL				JAPAN				KOREA				CHINA/HK *			GUAM			OTHERS					
	Dec-09	Dec-10	% SHARE	% CHGE	Dec-09	Dec-10	% SHARE	% CHGE	Dec-09	Dec-10	% SHARE	% CHGE	Dec-09	% SHARE	% CHGE	Dec-09	Dec-10	% SHARE	% CHGE	Dec-09	Dec-10	% SHARE	% CHGE	
<b>TRAVEL PLANS</b>	<b>15,722</b>	<b>15,697</b>	<b>-0.16%</b>		<b>8,577</b>	<b>7,152</b>	<b>-16.61%</b>		<b>4,430</b>	<b>4,704</b>	<b>6.19%</b>		<b>1,192</b>	<b>2,080</b>	<b>74.50%</b>		<b>851</b>	<b>895</b>	<b>5.17%</b>		<b>672</b>	<b>866</b>	<b>28.87%</b>	
Pleasure	12,250	12,411	79.07%	1.31%	6,864	5,694	79.61%	-17.05%	3,547	4,045	85.99%	14.04%	1,151	1,861	89.47%	61.69%	295	341	38.10%	15.59%	393	470	54.27%	19.59%
Business	743	819	5.22%	10.23%	93	88	1.23%	-5.38%	52	35	0.74%	-32.69%	31	14	0.67%	-54.84%	387	406	45.36%	4.91%	180	276	31.87%	53.33%
Golf	1,940	1,623	10.34%	-16.34%	1,074	879	12.29%	-18.16%	790	675	14.35%	-14.56%	3	16	0.77%	433.33%	33	33	3.69%	0.00%	40	20	2.31%	-50.00%
Dive	1,937	1,705	10.86%	-11.98%	1,735	1,440	20.13%	-17.00%	136	129	2.74%	-5.15%	6	66	3.17%	1000.00%	10	15	1.68%	50.00%	50	55	6.35%	10.00%
Convention	57	58	0.37%	1.75%	20	12	0.17%	-40.00%	20	24	0.51%	20.00%	1	4	0.19%	300.00%	6	11	1.23%	83.33%	10	7	0.81%	-30.00%
Company Trip	416	714	4.55%	71.63%	317	402	5.62%	26.81%	58	54	1.15%	-6.90%	0	210	10.10%	-----	23	28	3.13%	21.74%	18	20	2.31%	11.11%
Honeymoon	579	538	3.43%	-7.08%	102	90	1.26%	-11.76%	456	352	7.48%	-22.81%	12	93	4.47%	675.00%	3	0	0.00%	-100.00%	6	3	0.35%	-50.00%
Get Married	56	66	0.42%	17.86%	48	55	0.77%	14.58%	4	3	0.06%	-25.00%	0	3	0.14%	-----	1	2	0.22%	100.00%	3	3	0.35%	0.00%
Memorial Service	23	20	0.13%	-13.04%	3	4	0.06%	33.33%	4	3	0.06%	-25.00%	0	3	0.14%	-----	10	7	0.78%	-30.00%	6	3	0.35%	-50.00%
Visit Friends	612	579	3.69%	-5.39%	153	113	1.58%	-26.14%	96	101	2.15%	5.21%	4	17	0.82%	325.00%	209	199	22.23%	-4.78%	150	149	17.21%	-0.67%
Sports	157	132	0.84%	-15.92%	65	61	0.85%	-6.15%	59	46	0.98%	-22.03%	0	5	0.24%	-----	20	12	1.34%	-40.00%	13	8	0.92%	-38.46%
Other	331	262	1.67%	-20.85%	181	95	1.33%	-47.51%	69	45	0.96%	-34.78%	4	8	0.38%	100.00%	41	39	4.36%	-4.88%	36	75	8.68%	108.33%
Not Stated	1,322	2,093	13.33%	58.32%	569	1,043	14.58%	83.30%	317	185	3.93%	-41.64%	62	565	27.16%	811.29%	210	183	20.45%	-12.86%	164	117	13.51%	-28.66%
<b>TRAVEL MOTIVATION</b>	<b>15,621</b>	<b>15,479</b>	<b>-0.91%</b>		<b>8,470</b>	<b>7,093</b>	<b>-16.26%</b>		<b>4,509</b>	<b>4,666</b>	<b>3.48%</b>		<b>1,193</b>	<b>2,050</b>	<b>71.84%</b>		<b>780</b>	<b>837</b>	<b>7.31%</b>		<b>669</b>	<b>833</b>	<b>24.51%</b>	
Newspaper	168	94	0.61%	-44.05%	101	34	0.48%	-66.34%	42	37	0.79%	-11.90%	11	21	1.02%	90.91%	6	0	0.00%	-100.00%	8	2	0.24%	-75.00%
Magazine	277	345	2.23%	24.55%	215	217	3.06%	0.93%	40	60	1.29%	50.00%	6	55	2.68%	816.67%	3	0	0.00%	-100.00%	13	13	1.56%	0.00%
Travel Agent	5,172	5,365	34.66%	3.73%	1,757	1,343	18.93%	-23.56%	2,368	2,530	54.22%	6.84%	952	1,375	67.07%	44.43%	21	25	2.99%	19.05%	74	92	11.04%	24.32%
Climate	2,688	2,399	15.50%	-10.75%	2,198	1,917	27.03%	-12.78%	329	304	6.52%	-7.60%	91	97	4.73%	6.59%	3	4	0.48%	33.33%	67	77	9.24%	14.93%
Price	1,650	1,262	8.15%	-23.52%	1,569	1,179	16.62%	-24.86%	50	30	0.64%	-40.00%	1	17	0.83%	1600.00%	11	17	2.03%	54.55%	19	19	2.28%	0.00%
Short	2,135	1,925	12.44%	-9.84%	1,798	1,590	22.42%	-11.57%	275	246	5.27%	-10.55%	9	22	1.07%	144.44%	33	38	4.54%	15.15%	20	29	3.48%	45.00%
Reading	170	307	1.98%	80.59%	45	47	0.66%	4.44%	111	229	4.91%	106.31%	1	11	0.54%	1000.00%	1	3	0.36%	200.00%	12	17	2.04%	41.67%
Flyer	524	432	2.79%	-17.56%	360	284	4.00%	-21.11%	148	87	1.86%	-41.22%	1	8	0.39%	700.00%	0	0	0.00%	#DIV/0!	15	53	6.36%	253.33%
Friends / Relatives	2,478	2,299	14.85%	-7.22%	1,469	1,169	16.48%	-20.42%	494	454	9.73%	-8.10%	24	122	5.95%	408.33%	236	320	38.23%	35.59%	255	234	28.09%	-8.24%
TV / Radio	70	109	0.70%	55.71%	29	34	0.48%	17.24%	34	44	0.94%	29.41%	1	24	1.17%	2300.00%	3	1	0.12%	-66.67%	3	6	0.72%	100.00%
Prior Trip	2,655	2,420	15.63%	-8.85%	2,077	1,847	26.04%	-11.07%	403	392	8.40%	-2.73%	7	14	0.68%	100.00%	108	101	12.07%	-6.48%	60	66	7.92%	10.00%
Other	1,517	1,710	11.05%	12.72%	556	501	7.06%	-9.89%	298	277	5.94%	-7.05%	50	192	9.37%	284.00%	412	400	47.79%	-2.91%	201	340	40.82%	69.15%
Web	2,411	2,484	16.05%	3.03%	1,475	1,247	17.58%	-15.46%	780	757	16.22%	-2.95%	64	351	17.12%	448.44%	19	38	4.54%	100.00%	73	91	10.92%	24.66%
Not Stated	1,423	2,311	14.93%	62.40%	676	1,102	15.54%	63.02%	238	223	4.78%	-6.30%	61	595	29.02%	875.41%	281	241	28.79%	-14.23%	167	150	18.01%	-10.18%
<b>OCCUPATION</b>	<b>17,044</b>	<b>17,790</b>	<b>100.00%</b>	<b>4.38%</b>	<b>9,146</b>	<b>8,195</b>	<b>100.00%</b>	<b>-10.40%</b>	<b>4,747</b>	<b>4,889</b>	<b>100.00%</b>	<b>2.99%</b>	<b>1,254</b>	<b>2,645</b>	<b>100.00%</b>	<b>110.93%</b>	<b>1,061</b>	<b>1,078</b>	<b>100.00%</b>	<b>1.60%</b>	<b>836</b>	<b>983</b>	<b>100.00%</b>	<b>17.58%</b>
Leg & Manager	2,006	1,788	10.05%	-10.87%	1,600	1,363	16.63%	-14.81%	178	179	3.66%	0.56%	30	62	2.34%	106.67%	122	112	10.39%	-8.20%	76	72	7.32%	-5.26%
Professional	3,069	2,733	15.36%	-10.95%	674	612	7.47%	-9.20%	1,040	1,016	20.78%	-2.31%	920	651	24.61%	-29.24%	205	207	19.20%	0.98%	230	247	25.13%	7.39%
Technicians	932	963	5.41%	3.33%	413	377	4.60%	-8.72%	354	361	7.38%	1.96%	62	98	3.71%	58.06%	69	81	7.51%	17.39%	34	46	4.68%	35.29%
Clerk	4,726	4,914	27.62%	3.98%	3,305	2,640	32.21%	-20.12%	1,284	1,418	29.00%	10.44%	89	802	30.32%	801.12%	20	26	2.41%	30.00%	28	28	2.85%	0.00%
Service	1,350	1,366	7.68%	1.19%	730	555	6.77%	-23.97%	551	607	12.42%	10.16%	19	172	6.50%	805.26%	31	24	2.23%	-22.58%	19	8	0.81%	-57.89%
Skilled	71	61	0.34%	-14.08%	36	29	0.35%	-19.44%	29	27	0.55%	-6.90%	1	1	0.04%	0.00%	2	4	0.37%	100.00%	3	0	0.00%	-100.00%
Craftsman	31	38	0.21%	22.58%	7	2	0.02%	-71.43%	3	9	0.18%	200.00%	3	2	0.08%	-33.33%	11	18	1.67%	63.64%	7	7	0.71%	0.00%
Plant Operator	84	124	0.70%	47.62%	52	75	0.92%	44.23%	29	42	0.86%	44.83%	0	2	0.08%	-----	1	3	0.28%	200.00%	2	2	0.20%	0.00%
Entry Level	97	44	0.25%	-54.64%	6	8	0.10%	33.33%	83	12	0.25%	-85.54%	0	17	0.64%	-----	4	5	0.46%	25.00%	4	2	0.20%	-50.00%
Armed Forces	140	222	1.25%	58.57%	18	17	0.21%	-5.56%	17	7	0.14%	-58.82%	0	0	0.00%	-----	47	46	4.27%	-2.13%	58	152	15.46%	162.07%
Homemaker	810	751	4.22%	-7.28%	391	312	3.81%	-20.20%	375	372	7.61%	-0.80%	2	16	0.60%	700.00%	22	22	2.04%	0.00%	20	29	2.95%	45.00%
Students	874	940	5.28%	7.55%	562	508	6.20%	-9.61%	217	294	6.01%	35.48%	12	9	0.34%	-25.00%	40	69	6.40%	72.50%	43	60	6.10%	39.53%
Retirees	468	420	2.36%	-10.26%	298	259	3.16%	-13.09%	99	77	1.57%	-22.22%	14	33	1.25%	135.71%	29	30	2.78%	3.45%	28	21	2.14%	-25.00%
Other	531	574	3.23%	8.10%	157	137	1.67%	-12.74%	181	128	2.62%	-29.28%	42	145	5.48%	245.24%	84	91	8.44%	8.33%	67	73	7.43%	8.96%
Not Stated	1,855	2,852	16.03%	53.75%	897	1,301	15.88%	45.04%	307	340	6.95%	10.75%	60	635	24.01%	958.33%	374	340	31.54%	-9.09%	217	236	24.01%	8.76%
<b>LENGTH OF STAY (NIGHTS)</b>	<b>112,469</b>	<b>122,894</b>	<b>9.27%</b>		<b>54,149</b>	<b>49,633</b>	<b>-8.34%</b>		<b>41,156</b>	<b>42,520</b>	<b>3.31%</b>		<b>4,961</b>	<b>14,976</b>	<b>201.87%</b>		<b>3,808</b>	<b>3,644</b>	<b>-4.31%</b>		<b>8,395</b>	<b>12,121</b>	<b>44.38%</b>	
Avg. Length of Stay (Nights)	3.91	4.06			3.71	3.77			4.06	4.06			3.82	4.14			2.70	2.57			6.53	7.56		

\* Effective October 2006, arrivals from Hong Kong are included with China





# JAPAN VISITORS PROFILE

Dec-10

DECEMBER	2009 Male	2010 Male	2009			2010			2009		2010		2009		2010		2009		2010	
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	% Share	% Share	
Under 10	2	0	-100.00%	0.03%	0.00%	4	0	-100.00%	0.05%	0.00%	3	0	9	0	-100.00%	0.06%	0.00%			
Under 13	921	848	-7.93%	12.64%	12.86%	842	782	-7.13%	11.55%	11.90%	6	0	1,769	1,630	-7.86%	12.12%	12.38%			
10-17	0	1	-----	0.00%	0.02%	0	0	-----	0.00%	0.00%	0	0	0	1	-----	0.00%	0.01%			
13-15	148	137	-7.43%	2.03%	2.08%	163	118	-27.61%	2.24%	1.80%	2	0	313	255	-18.53%	2.14%	1.94%			
16-19	196	94	-52.04%	2.69%	1.43%	256	144	-43.75%	3.51%	2.19%	0	0	452	238	-47.35%	3.10%	1.81%			
18-19	0	1	-----	0.00%	0.02%	0	0	-----	0.00%	0.00%	0	0	0	1	-----	0.00%	0.01%			
20-24	434	387	-10.83%	5.95%	5.87%	750	717	-4.40%	10.29%	10.91%	0	0	1,184	1,104	-6.76%	8.11%	8.39%			
25-29	622	571	-8.20%	8.53%	8.66%	1,034	949	-8.22%	14.19%	14.44%	0	0	1,656	1,520	-8.21%	11.35%	11.54%			
30-34	764	609	-20.29%	10.48%	9.23%	921	796	-13.57%	12.64%	12.11%	1	0	1,686	1,405	-16.67%	11.55%	10.67%			
35-39	870	844	-2.99%	11.94%	12.80%	967	814	-15.82%	13.27%	12.39%	3	0	1,840	1,658	-9.89%	12.61%	12.59%			
40-44	971	798	-17.82%	13.32%	12.10%	757	701	-7.40%	10.39%	10.67%	0	0	1,728	1,499	-13.25%	11.84%	11.39%			
45-49	686	633	-7.73%	9.41%	9.60%	448	422	-5.80%	6.15%	6.42%	0	0	1,134	1,055	-6.97%	7.77%	8.01%			
50-54	456	431	-5.48%	6.26%	6.54%	333	319	-4.20%	4.57%	4.85%	1	0	790	750	-5.06%	5.41%	5.70%			
55-59	409	407	-0.49%	5.61%	6.17%	255	294	15.29%	3.50%	4.47%	1	0	665	701	5.41%	4.56%	5.32%			
60 and Over	802	834	3.99%	11.00%	12.65%	552	513	-7.07%	7.58%	7.81%	0	0	1,354	1,347	-0.52%	9.28%	10.23%			
Not Stated	7	0	-100.00%	0.10%	0.00%	5	2	-60.00%	0.07%	0.03%	2	0	14	2	-85.71%	0.10%	0.02%			
Total	7,288	6,595	-9.51%	100.00%	100.00%	7,287	6,571	-9.83%	100.00%	100.00%	19	0	14,594	13,166	-9.78%	100.00%	100.00%			

FREQUENCY OF VISIT	2009 Number	2010 Number	% Chge	2009 % Share	2010 % Share	TRAVEL COMPANION	2010 Number	% Share
First Visit	3,976	3,283	-17.43%	43.47%	40.06%	Spouse	2,034	28.24%
Revisit	4,344	3,732	-14.09%	47.50%	45.54%	Children	1,274	17.69%
Not Stated	826	1,180	42.86%	9.03%	14.40%	Parents/Grandparents	320	4.44%
						Other Family Members	415	5.76%
						Business Associates	1,014	14.08%
						Friends	2,689	37.33%
						Tour Group	298	4.14%
						Alone	597	8.29%
						# of respondents	7,203	

TRAVEL PLANS	2009	2010	2009			2010			2009			2010		
			% Chge	% Share	% Share				% Chge	% Share	% Share			
Pleasure	6,864	5,694	-17.05%	80.03%	79.61%	Internet	1,475	1,247	-15.46%	17.41%	17.58%			
Business	93	88	-5.38%	1.08%	1.08%	Newspaper	101	34	-66.34%	1.19%	0.48%			
Golf	1,074	879	-18.16%	12.52%	12.29%	Magazines	215	217	0.93%	2.54%	3.06%			
Diving	1,735	1,440	-17.00%	20.23%	20.13%	Travel Agents	1,757	1,343	-23.56%	20.74%	18.93%			
Attend Conf & Conv	20	12	-40.00%	0.23%	0.17%	Climate	2,198	1,917	-12.78%	25.95%	27.03%			
Company Trip	317	402	26.81%	3.70%	5.62%	Price	1,569	1,179	-24.86%	18.52%	16.62%			
Honeymoon	102	90	-11.76%	1.19%	1.26%	Short flight Time	1,798	1,590	-11.57%	21.23%	22.42%			
Getting Married	48	55	14.58%	0.56%	0.77%	General Reading	45	47	4.44%	0.53%	0.66%			
Memorial Service	3	4	33.33%	0.03%	0.06%	Flyer/Poster	360	284	-21.11%	4.25%	4.00%			
VFR	153	113	-26.14%	1.78%	1.58%	Friends/Relatives	1,469	1,169	-20.42%	17.34%	16.48%			
Attend Sport Events	65	61	-6.15%	0.76%	0.85%	TV/Radio	29	34	17.24%	0.34%	0.48%			
Others	181	95	-47.51%	2.11%	1.33%	Previous Trip	2,077	1,847	-11.07%	24.52%	26.04%			
						Others	556	501	-9.89%	6.56%	7.06%			

OCCUPATION	2009	2010	2009			2010			2009			2010		
			% Chge	% Share	% Share				% Chge	% Share	% Share			
Legislators, and managers	1,600	1,363	-14.81%	17.49%	16.63%	Entry Level	6	8	33.33%	0.07%	0.10%			
Professional	674	612	-9.20%	7.37%	7.47%	Armed Forces	18	17	-5.56%	0.20%	0.21%			
Technicians	413	377	-8.72%	4.52%	4.60%	Homemakers	391	312	-20.20%	4.28%	3.81%			
Clerk	3,305	2,640	-20.12%	36.14%	32.21%	Students	562	508	-9.61%	6.14%	6.20%			
Service Workers	730	555	-23.97%	7.98%	6.77%	Retirees	298	259	-13.09%	3.26%	3.16%			
Skilled Workers	36	29	-19.44%	0.39%	0.35%	Others	157	137	-12.74%	1.72%	1.67%			
Craft and related trades worker	7	2	-71.43%	0.08%	0.02%	Not Stated	897	1,301	45.04%	9.81%	15.88%			





# KOREA VISITORS PROFILE

Dec-10

DECEMBER	2009		2010		2009		2010		2009		2010		2009		2010		
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	43	16	-62.79%	0.85%	0.30%	35	22	-37.14%	0.69%	0.43%	0	0	78	38	-51.28%	0.77%	0.36%
Under 13	955	1,119	17.17%	18.96%	21.14%	910	1,053	15.71%	17.83%	20.37%	1	4	1,866	2,176	16.61%	18.40%	20.78%
10-17	6	0	-100.00%	0.12%	0.00%	5	0	-100.00%	0.10%	0.00%	0	0	11	0	-100.00%	0.11%	0.00%
13-15	130	215	65.38%	2.58%	4.06%	122	199	63.11%	2.39%	3.85%	0	1	252	415	64.68%	2.48%	3.96%
16-19	88	86	-2.27%	1.75%	1.62%	90	72	-20.00%	1.76%	1.39%	0	0	178	158	-11.24%	1.76%	1.51%
18-19	5	1	-80.00%	0.10%	0.02%	3	1	-66.67%	0.06%	0.02%	0	0	8	2	-75.00%	0.08%	0.02%
20-24	59	45	-23.73%	1.17%	0.85%	119	114	-4.20%	2.33%	2.21%	0	1	178	160	-10.11%	1.76%	1.53%
25-29	379	349	-7.92%	7.53%	6.59%	721	611	-15.26%	14.12%	11.82%	0	0	1,100	960	-12.73%	10.85%	9.17%
30-34	743	773	4.04%	14.75%	14.60%	842	822	-2.38%	16.49%	15.90%	0	0	1,585	1,595	0.63%	15.63%	15.23%
35-39	850	871	2.47%	16.88%	16.45%	829	897	8.20%	16.24%	17.35%	0	0	1,679	1,768	5.30%	16.55%	16.88%
40-44	625	721	15.36%	12.41%	13.62%	428	472	10.28%	8.38%	9.13%	0	0	1,053	1,193	13.30%	10.38%	11.39%
45-49	368	350	-4.89%	7.31%	6.61%	264	229	-13.26%	5.17%	4.43%	0	0	632	579	-8.39%	6.23%	5.53%
50-54	278	243	-12.59%	5.52%	4.59%	254	199	-21.65%	4.98%	3.85%	0	0	532	442	-16.92%	5.25%	4.22%
55-59	192	205	6.77%	3.81%	3.87%	193	189	-2.07%	3.78%	3.66%	0	1	385	395	2.60%	3.80%	3.77%
60 and Over	312	297	-4.81%	6.20%	5.61%	285	283	-0.70%	5.58%	5.47%	0	1	597	581	-2.68%	5.89%	5.55%
Not Stated	3	3	0.00%	0.06%	0.06%	5	7	40.00%	0.10%	0.14%	0	0	8	10	25.00%	0.08%	0.10%
<b>Total</b>	<b>5,036</b>	<b>5,294</b>	<b>5.12%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>5,105</b>	<b>5,170</b>	<b>1.27%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>1</b>	<b>8</b>	<b>10,142</b>	<b>10,472</b>	<b>3.25%</b>	<b>100.00%</b>	<b>100.00%</b>

FREQUENCY OF VISIT	2009	2010	% Chge	2009	2010	TRAVEL COMPANION	2010	% Share
	Number	Number		% Share	% Share		Number	
First Visit	3,303	3,445	4.30%	69.58%	70.46%	Spouse	2,323	51.41%
Revisit	1,118	1,045	-6.53%	23.55%	21.37%	Children	1,375	30.43%
Not Stated	326	399	22.39%	6.87%	8.16%	Parents/Grandparents	233	5.16%
						Other Family Members	275	6.09%
						Business Associates	650	14.38%
						Friends	568	12.57%
						Tour Group	533	11.79%
						Alone	242	5.36%
						# of respondents	4,519	

TRAVEL PLANS	2009	2010	% Chge	2009	2010	TRAVEL MOTIVATION	2009	2010	% Chge	2009	2010
				% Share	% Share					% Share	% Share
Pleasure	3,547	4,045	14.04%	80.07%	85.99%	Internet	780	757	-2.95%	17.30%	16.22%
Business	52	35	-32.69%	1.17%	0.74%	Newspaper	42	37	-11.90%	0.93%	0.79%
Golf	790	675	-14.56%	17.83%	14.35%	Magazines	40	60	50.00%	0.89%	1.29%
Diving	136	129	-5.15%	3.07%	2.74%	Travel Agents	2,368	2,530	6.84%	52.52%	54.22%
Attend Conf & Conv	20	24	20.00%	0.45%	0.51%	Climate	329	304	-7.60%	7.30%	6.52%
Company Trip	58	54	-6.90%	1.31%	1.15%	Price	50	30	-40.00%	1.11%	0.64%
Honeymoon	456	352	-22.81%	10.29%	7.48%	Short flight Time	275	246	-10.55%	6.10%	5.27%
Getting Married	4	3	-25.00%	0.09%	0.06%	General Reading	111	229	106.31%	2.46%	4.91%
Memorial Service	4	3	-25.00%	0.09%	0.06%	Flyer/Poster	148	87	-41.22%	3.28%	1.86%
VFR	96	101	5.21%	2.17%	2.15%	Friends/Relatives	494	454	-8.10%	10.96%	9.73%
Attend Sport Events	59	46	-22.03%	1.33%	0.98%	TV/Radio	34	44	29.41%	0.75%	0.94%
Others	69	45	-34.78%	1.56%	0.96%	Previous Trip	403	392	-2.73%	8.94%	8.40%
						Others	298	277	-7.05%	6.61%	5.94%

OCCUPATION	2009	2010	% Chge	2009	2010	OCCUPATION	2009	2010	% Chge	2009	2010
				% Share	% Share					% Share	% Share
Legislators, and managers	178	179	0.56%	3.75%	3.66%	Entry Level	83	12	-85.54%	1.75%	0.25%
Professional	1,040	1,016	-2.31%	21.91%	20.78%	Armed Forces	17	7	-58.82%	0.36%	0.14%
Technicians	354	361	1.98%	7.46%	7.38%	Homemakers	375	372	-0.80%	7.90%	7.61%
Clerk	1,284	1,418	10.44%	27.05%	29.00%	Students	217	294	35.48%	4.57%	6.01%
Service Workers	551	607	10.16%	11.61%	12.42%	Retirees	99	77	-22.22%	2.09%	1.57%
Skilled Workers	29	27	-6.90%	0.61%	0.55%	Others	181	128	-29.28%	3.81%	2.62%
Craft and related trades worker	3	9	200.00%	0.06%	0.18%	Not Stated	307	340	10.75%	6.47%	6.95%

Operators and Assemblers

29

42

44.83%

0.61%

0.86%



# CHINA/Hong Kong VISITORS PROFILE

Dec-10

DECEMBER	2009		2010		2009		2010		2009		2010		2009		2010		
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	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	2	0	2	0	-100.00%	0.15%	0.00%
Under 13	17	29	70.59%	2.50%	1.60%	13	25	92.31%	2.48%	1.39%	0	1	30	55	83.33%	2.31%	1.52%
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	1	0	1	0	-100.00%	0.08%	0.00%
13-15	3	1	-66.67%	0.44%	0.06%	5	1	-80.00%	0.95%	0.06%	0	0	8	2	-75.00%	0.62%	0.06%
16-19	3	4	33.33%	0.44%	0.22%	5	6	20.00%	0.95%	0.33%	0	0	8	10	25.00%	0.62%	0.28%
18-19	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	1	0	1	0	-100.00%	0.08%	0.00%
20-24	11	114	936.36%	1.62%	6.29%	32	199	521.88%	6.10%	11.04%	2	0	45	313	595.56%	3.46%	8.65%
25-29	79	624	689.87%	11.63%	34.46%	81	689	750.62%	15.43%	38.24%	4	0	164	1,313	700.61%	12.62%	36.30%
30-34	82	357	335.37%	12.08%	19.71%	76	361	375.00%	14.48%	20.03%	13	0	171	718	319.88%	13.15%	19.85%
35-39	136	238	75.00%	20.03%	13.14%	72	173	140.28%	13.71%	9.60%	17	0	225	411	82.67%	17.31%	11.36%
40-44	102	144	41.18%	15.02%	7.95%	81	111	37.04%	15.43%	6.16%	17	0	200	255	27.50%	15.38%	7.05%
45-49	113	120	6.19%	16.64%	6.63%	75	102	36.00%	14.29%	5.66%	17	0	205	222	8.29%	15.77%	6.14%
50-54	57	95	66.67%	8.39%	5.25%	37	63	70.27%	7.05%	3.50%	8	0	102	158	54.90%	7.85%	4.37%
55-59	42	50	19.05%	6.19%	2.76%	32	35	9.38%	6.10%	1.94%	8	0	82	85	3.66%	6.31%	2.35%
60 and Over	34	34	0.00%	5.01%	1.88%	16	37	131.25%	3.05%	2.05%	5	0	55	71	29.09%	4.23%	1.96%
Not Stated	0	1	----	0.00%	0.06%	0	0	----	0.00%	0.00%	1	3	1	4	300.00%	0.08%	0.11%
<b>Total</b>	<b>679</b>	<b>1,811</b>	<b>166.72%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>525</b>	<b>1,802</b>	<b>243.24%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>96</b>	<b>4</b>	<b>1,300</b>	<b>3,617</b>	<b>178.23%</b>	<b>100.00%</b>	<b>100.00%</b>

FREQUENCY OF VISIT	2009		2010		2009		2010		TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share	Number	% Share				
First Visit	1,128	1,972	74.82%	89.95%	74.56%	Spouse	297	14.47%			
Revisit	55	73	32.73%	4.39%	2.76%	Children	41	2.00%			
Not Stated	71	600	745.07%	5.66%	22.68%	Parents/Grandparents	20	0.97%			
						Other Family Members	35	1.70%			
						Business Associates	1,078	52.51%			
						Friends	129	6.28%			
						Tour Group	442	21.53%			
						Alone	85	4.14%			
						# of respondents	2,053				

TRAVEL PLANS	2009		2010		2009		2010		TRAVEL MOTIVATION	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Pleasure	1,151	1,861	61.69%	96.56%	89.47%	Internet	64	351	448.44%	5.36%	17.12%		
Business	31	14	-54.84%	2.60%	0.67%	Newspaper	11	21	90.91%	0.92%	1.02%		
Golf	3	16	433.33%	0.25%	0.77%	Magazines	6	55	816.67%	0.50%	2.68%		
Diving	6	66	1000.00%	0.50%	3.17%	Travel Agents	952	1,375	44.43%	79.80%	67.07%		
Attend Conf & Conv	1	4	300.00%	0.08%	0.19%	Climate	91	97	6.59%	7.63%	4.73%		
Company Trip	0	210	----	0.00%	10.10%	Price	1	17	1600.00%	0.08%	0.83%		
Honeymoon	12	93	675.00%	1.01%	4.47%	Short flight Time	9	22	144.44%	0.75%	1.07%		
Getting Married	0	3	----	0.00%	0.14%	General Reading	1	11	1000.00%	0.08%	0.54%		
Memorial Service	0	3	----	0.00%	0.14%	Flyer/Poster	1	8	700.00%	0.08%	0.39%		
VFR	4	17	325.00%	0.34%	0.82%	Friends/Relatives	24	122	408.33%	2.01%	5.95%		
Attend Sport Events	0	5	----	0.00%	0.24%	TV/Radio	1	24	2300.00%	0.08%	1.17%		
Others	4	8	100.00%	0.34%	0.38%	Previous Trip	7	14	100.00%	0.59%	0.68%		
						Others	50	192	284.00%	4.19%	9.37%		

OCCUPATION	2009		2010		2009		2010		OCCUPATION	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Legislators, and managers	30	62	106.67%	2.39%	2.34%	Entry Level	0	17	----	0.00%	0.64%		
Professional	920	651	-29.24%	73.37%	24.61%	Armed Forces	0	0	----	0.00%	0.00%		
Technicians	62	98	58.06%	4.94%	3.71%	Homemakers	2	16	700.00%	0.16%	0.60%		
Clerk	89	802	801.12%	7.10%	30.32%	Students	12	9	-25.00%	0.96%	0.34%		
Service Workers	19	172	805.26%	1.52%	6.50%	Retirees	14	33	135.71%	1.12%	1.25%		
Skilled Workers	1	1	0.00%	0.08%	0.04%	Others	42	145	245.24%	3.35%	5.48%		

Craft and related trades worker	3	2	-33.33%	0.24%	0.08%	Not Stated	60	635	958.33%	4.78%	24.01%
Operators and Assemblers	0	2	----	0.00%	0.08%						