



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

Fiscal Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	306,981	300,222	-2.20%
October	29,611	20,467	-30.88%
November	31,690	23,008	-27.40%
December	34,181 ^r	30,155	-11.78%
January	38,932	35,716	-8.26%
February	35,594	37,850	6.34%
March	32,908 ^r	36,220	10.06%
April	27,833	26,255	-5.67%
May	24,128	27,015 ^r	11.97%
June	21,803	28,372	30.13%
July	<u>30,301</u>	<u>35,164</u>	<u>16.05%</u>
August	37,072 ^r		
September	31,755		
YEAR TOTAL:	375,808	300,222	-----

Calendar Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	211,499	226,592	7.14%
January	38,932	35,716	-8.26%
February	35,594 ^r	37,850	6.34%
March	32,908	36,220	10.06%
April	27,833	26,255	-5.67%
May	24,128	27,015 ^r	11.97%
June	21,803	28,372	30.13%
July	<u>30,301</u>	<u>35,164</u>	<u>16.05%</u>
August	37,072 ^r		
September	31,755		
October	20,467		
November	23,008		
December	30,155		
YEAR TOTAL:	353,956	226,592	-----

^r Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE									
Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA/HONG KONG * ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	170,154	145,711	-14%	78,093	89,335	14%	20,944	33,992	62%
October	16,193	8,602	-47%	8,715	4,813	-45%	1,891	3,846	103%
November	17,539	10,553	-40%	8,912	6,892	-23%	2,040	2,742	34%
December	20,517	15,638	-24%	8,098	10,157	25%	2,004	1,302	-35%
January	22,302	18,018	-19%	8,676	11,710	35%	4,447	3,065	-31%
February	22,275	19,271	-13%	8,305	9,603	16%	2,345	6,286	168%
March	18,852	21,685	15%	5,532	8,185	48%	1,955	3,196	63%
April	14,214	10,463	-26%	6,576	8,619	31%	1,883	3,483	85%
May	12,833	11,434 ^r	-11%	6,557	9,643	47%	1,587	3,159	99%
June	11,152	13,451	21%	6,735	8,931	33%	322	2,298	614%
July	<u>14,277</u>	<u>16,596</u>	<u>16%</u>	<u>9,987</u>	<u>10,782</u>	<u>8%</u>	<u>2,470</u>	<u>4,615</u>	<u>87%</u>
August	19,404 ^r			10,600			3,892		
September	21,009			4,302			3,023		
YEAR TOTAL	210,567	145,711	-----	92,995	89,335	-----	27,859	33,992	-----
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	15,088	14,917	-1%	8,989	7,983	-11%	1,310	875	-33%
October	1,497	1,520	2%	523	909	74%	112	132	18%
November	1,374	1,468	7%	871	496	-43%	118	210	78%
December	1,597	1,578	-1%	609	792	30%	150	60	-60%
January	1,405	1,524	8%	521	644	24%	79	39	-51%
February	1,267	1,231	-3%	615	997	62%	100	45	-55%
March	1,369	1,559	14%	2,768	751	-73%	143	45	-69%
April	1,669	1,376	-18%	743	662	-11%	162	201	24%
May	1,547	1,441	-7%	573	746	30%	228	62	-73%
June	1,617	1,760	9%	858	1,035	21%	117	39	-67%
July	<u>1,746</u>	<u>1,460</u>	<u>-16%</u>	<u>908</u>	<u>951</u>	<u>5%</u>	<u>101</u>	<u>42</u>	<u>-58%</u>
August	1,622			620 ^r			99		
September	1,308			1,340			160		
YEAR TOTAL	18,018	14,917	-----	10,949	7,983	-----	1,569	875	-----
Fiscal Year	~ RUSSIA ~			~ TAIWAN ~			~ OTHER AREAS ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	5,981	3,741	-37%	263	176	-33%	6,159	3,492	-43%
October	380	377	-1%	1	12	1100%	299	256	-14%
November	456	374	-18%	22	43	95%	358	230	-36%
December	895	401	-55%	36	5	-86%	275	222	-19%
January	1,137	487	-57%	102	4	-96%	263	225	-14%
February	506	181	-64%	2	10	400%	179	226	26%
March	709	496	-30%	2	7	250%	1,578	296	-81%
April	431	260	-40%	7	10	43%	2,148	1,181	-45%
May	487	305	-37%	5	1	-80%	311	224	-28%
June	478	485	1%	5	12	140%	519	361	-30%
July	<u>502</u>	<u>375</u>	<u>-25%</u>	<u>81</u>	<u>72</u>	<u>-11%</u>	<u>229</u>	<u>271</u>	<u>18%</u>
August	573			54			208		
September	247			100			266		
YEAR TOTAL	6,801	3,741	-----	417	176	-----	6,633	3,492	-----

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

^r Revised

VISITOR ARRIVALS TO SAIPAN - JULY 2010

ARRIVALS BY MODE OF TRANSPORTATION	<u>Jul-09</u>	<u>Jul-10</u>	% CHANGE
Air Arrivals	29,418	34,158	16%
Sea Arrivals	282	274	-3%
TOTAL ARRIVALS	29,700	34,432	16%
AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	13,987	16,139	15%
Kanto (Tokyo)	9,338	11,087	19%
Kinki (Osaka)	1,671	1,449	-13%
Tokai (Nagoya)	1,932	2,125	10%
Tohoku (Sendai)	376	617	64%
Kyushu (Fukuoka)	92	91	-1%
Hokkaido (Sapporo)	51	77	51%
Chugoku (Hiroshima)	94	107	14%
Shikoku	64	60	-6%
Okinawa	23	69	200%
Others	120	39	-68%
Not Specified	226	418	85%
KOREA	9,934	10,765	8%
Seoul	5,674	5,808	2%
Pusan	864	964	12%
Taegu	343	358	4%
Inchon	63	37	-41%
Others	2,616	3,226	23%
Not Specified	374	372	-1%
CHINA/HONG KONG *	2,470	4,615	87%
GUAM	1,525	1,247	-18%
UNITED STATES	601	654	9%
PHILIPPINES	100	37	-63%
RUSSIA	502	375	-25%
TAIWAN	81	72	-11%
OTHER	218	254	17%
ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	301,568	294,746	-2%
October	29,176	19,992	-31%
November	30,967	22,446	-28%
December	33,523	29,554	-12%
January	38,490	35,318	-8%
February	35,036	37,393	7%
March	32,250	35,470	10%
April	27,288	25,862	-5%
May	23,680	26,320	11%
June	21,458	27,959	30%
July	<u>29,700</u>	<u>34,432</u>	<u>16%</u>
August	35,890		
September	31,291		
YEAR TOTAL	368,749	294,746	-----

Source: CNMI Customs Declaration Form

† Revised

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

Sea Arrivals : Jul-10

Military Shp: USTS Golden Bear: 274 crew (July 19-22)

Cruise Ship: None

VISITOR ARRIVALS TO ROTA - JULY 2010			
	<u>Jul-09</u>	<u>Jul-10</u>	% CHANGE
TOTAL ARRIVALS	596	732	23%
ARRIVALS FROM GUAM	596	732	23%
JAPAN	290	457	58%
KOREA	53	17	-68%
CHINA/HONG KONG *	0	0	-----
GUAM	216	213	-1%
UNITED STATES	25	23	-8%
PHILIPPINES	1	5	400%
RUSSIA	0	0	-----
TAIWAN	0	0	-----
OTHER	11	17	55%
INTERISLAND ARRIVALS	0	0	-----
JAPAN	<i>Not Available</i>	<i>Not Available</i>	-----
KOREA			-----
CHINA/HONG KONG *			-----
UNITED STATES (INCLUDING GUAM)			-----
PHILIPPINES			-----
OTHER			-----
ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	8,618	6,172	-28%
October	796	852	7%
November	1,095 ^r	881	-20%
December	1,004	601	-40%
January	761	398	-48%
February	956	457	-52%
March	1,088	750	-31%
April	901	393	-56%
May	741	695 ^r	-6%
June	680	413	-39%
July	<u>596</u>	<u>732</u>	<u>23%</u>
August	1,634		
September	841		
YEAR TOTAL	11,093	6,172	-----

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.

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

VISITOR ARRIVALS TO TINIAN - JULY 2010			
	<u>Jul-09</u>	<u>Jul-10</u>	% CHANGE
TOTAL ARRIVALS	2,785	3,158	13%
ARRIVALS FROM GUAM	5	0	-----
JAPAN	0	<i>Not Available</i>	-----
KOREA	0		-----
CHINA/HONG KONG *	0		-----
GUAM	5		-----
UNITED STATES	0		-----
PHILIPPINES	0		-----
RUSSIA	0		-----
TAIWAN	0		-----
OTHER	0		-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	2,720	3,088	14%
JAPAN	373	405	9%
KOREA	270	218	-19%
CHINA/HONG KONG *	1,928	2,283	18%
GUAM	22	8	-64%
UNITED STATES	13	17	31%
PHILIPPINES	0	0	-----
TAIWAN	0	0	-----
SAIPAN	111	157	41%
OTHER	3	0	-100%
DAY VISITORS:	60	70	17%
ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	27,751	31,446	13%
October	3,154	3,759	19%
November	2,598	3,210 r	24%
December	2,896	2,128	-27%
January	4,403	3,426	-22%
February	3,460	4,804 r	39%
March	2,688	3,120	16%
April	2,480	3,127	26%
May	2,258	2,765	22%
June	1,029	1,949	89%
<u>July</u>	<u>2,785</u> r	<u>3,158</u>	<u>13%</u>
August	3,900 r		
<u>September</u>	<u>2,976</u>		
YEAR TOTAL	34,627	31,446	-----

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.

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



Visitors Profile by Country (Saipan only)

JULY	TOTAL				JAPAN				KOREA				CHINA/HONG KONG *				GUAM				OTHERS			
	Jul-09	Jul-10	% SHARE	% CHGE	Jul-09	Jul-10	% SHARE	% CHGE	Jul-09	Jul-10	% SHARE	% CHGE	Jul-09	Jul-10	% SHARE	% CHGE	Jul-09	Jul-10	% SHARE	% CHGE	Jul-09	Jul-10	% SHARE	% CHGE
MODE OF ARRIVAL	29,700	34,432	100.00%	15.93%	13,987	16,139	100.00%	15.39%	9,934	10,765	100.00%	8.37%	2,470	4,615	100.00%	86.84%	1,525	1,247	100.00%	-18.23%	1,784	1,666	100.00%	-6.61%
Air	29,418	34,158	99.20%	16.11%	13,987	16,139	100.00%	15.39%	9,934	10,765	100.00%	8.37%	2,470	4,615	100.00%	86.84%	1,525	1,247	100.00%	-18.23%	1,502	1,392	83.55%	-7.32%
Sea	282	274	0.80%	-2.84%	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	282	274	16.45%	-2.84%
GENDER	29,418	34,158	100.00%	16.11%	13,987	16,139	100.00%	15.39%	9,934	10,765	100.00%	8.37%	2,470	4,615	100.00%	86.84%	1,525	1,247	100.00%	-18.23%	1,502	1,392	100.00%	-7.32%
Male	14,110	16,275	47.65%	15.34%	6,528	7,590	47.03%	16.27%	4,657	5,057	46.98%	8.59%	1,164	2,080	45.07%	78.69%	946	789	63.27%	-16.60%	815	759	54.53%	-6.87%
Female	15,294	17,860	52.29%	16.78%	7,455	8,542	52.93%	14.58%	5,268	5,705	53.00%	8.30%	1,306	2,524	54.69%	93.26%	579	456	36.57%	-21.24%	686	633	45.47%	-7.73%
Not Stated	14	23	0.07%	64.29%	4	7	0.04%	75.00%	9	3	0.03%	-66.67%	0	11	0.24%	----	0	2	0.16%	----	1	0	0.00%	----
AGE GROUP (YEARS)	29,418	34,158	100.00%	16.11%	13,987	16,139	100.00%	15.39%	9,934	10,765	100.00%	8.37%	2,470	4,615	100.00%	86.84%	1,525	1,247	100.00%	-18.23%	1,502	1,392	100.00%	-7.32%
Under 10	39	333	0.97%	753.85%	3	43	0.27%	1333.33%	19	269	2.50%	1315.79%	0	7	0.15%	----	15	3	0.24%	-80.00%	2	11	0.79%	450.00%
Under 13	5,404	5,860	17.16%	8.44%	2,321	2,798	17.34%	20.55%	2,517	2,363	21.95%	-6.12%	228	441	9.56%	93.42%	125	80	6.42%	-36.00%	213	178	12.79%	-16.43%
10-17	9	43	0.13%	377.78%	1	2	0.01%	100.00%	6	36	0.33%	500.00%	0	1	0.02%	----	2	3	0.24%	50.00%	0	1	0.07%	----
13-15	786	854	2.50%	8.65%	301	317	1.96%	5.32%	329	309	2.87%	-6.08%	85	150	3.25%	76.47%	30	34	2.73%	13.33%	41	44	3.16%	7.32%
16-19	594	580	1.70%	-2.36%	194	183	1.13%	-5.67%	170	177	1.64%	4.12%	124	140	3.03%	12.90%	52	29	2.33%	-44.23%	54	51	3.66%	-5.56%
18-19	9	38	0.11%	322.22%	2	0	0.00%	----	2	32	0.30%	1500.00%	0	1	0.02%	----	4	1	0.08%	-75.00%	1	4	0.29%	300.00%
20-24	1,726	1,862	5.45%	7.88%	1,185	1,308	8.10%	10.38%	234	232	2.16%	-0.85%	133	193	4.18%	45.11%	76	62	4.97%	-18.42%	98	67	4.81%	-31.63%
25-29	3,392	3,832	11.22%	12.97%	1,939	2,168	13.43%	11.81%	917	825	7.66%	-10.03%	277	646	14.00%	133.21%	138	79	6.34%	-42.75%	121	114	8.19%	-5.79%
30-34	3,676	4,172	12.21%	13.49%	1,687	1,794	11.12%	6.34%	1,420	1,546	14.36%	8.87%	270	587	12.72%	117.41%	133	102	8.18%	-23.31%	166	143	10.27%	-13.86%
35-39	4,317	5,094	14.91%	18.00%	1,798	2,092	12.96%	16.35%	1,813	1,977	18.37%	9.05%	367	741	16.06%	101.91%	163	142	11.39%	-12.88%	176	142	10.20%	-19.32%
40-44	3,421	4,304	12.60%	25.81%	1,589	1,842	11.41%	15.92%	1,116	1,476	13.71%	32.26%	353	653	14.15%	84.99%	196	149	11.95%	-23.98%	167	184	13.22%	10.18%
45-49	1,986	2,433	7.12%	22.51%	970	1,204	7.46%	24.12%	441	530	4.92%	20.18%	277	405	8.78%	46.21%	171	168	13.47%	-1.75%	127	126	9.05%	-0.79%
50-54	1,312	1,590	4.65%	21.19%	606	736	4.56%	21.45%	260	306	2.84%	17.69%	165	278	6.02%	68.48%	153	146	11.71%	-4.58%	128	124	8.91%	-3.13%
55-59	1,010	1,097	3.21%	8.61%	486	535	3.31%	10.08%	216	219	2.03%	1.39%	91	155	3.36%	70.33%	116	93	7.46%	-19.83%	101	95	6.82%	-5.94%
60 & Over	1,716	2,018	5.91%	17.60%	899	1,100	6.82%	22.36%	465	463	4.30%	-0.43%	99	200	4.33%	102.02%	147	149	11.95%	1.36%	106	106	7.61%	0.00%
Not Stated	21	48	0.14%	128.57%	6	17	0.11%	183.33%	9	5	0.05%	-44.44%	1	17	0.37%	1600.00%	4	7	0.56%	75.00%	1	2	0.14%	100.00%
PURPOSE OF VISIT	17,019	19,460	100.00%	14.34%	8,499	9,708	100.00%	14.23%	4,041	4,494	100.00%	11.21%	2,384	3,380	100.00%	41.78%	1,121	971	100.00%	-13.38%	974	907	100.00%	-6.88%
Pleasure	15,744	18,343	94.26%	16.51%	8,400	9,604	98.93%	14.33%	3,942	4,389	97.66%	11.34%	2,302	3,331	98.55%	44.70%	538	468	48.20%	-13.01%	562	551	60.75%	-1.96%
Business	1,044	898	4.61%	-13.98%	79	69	0.71%	-12.66%	77	54	1.20%	-29.87%	68	38	1.12%	-44.12%	475	444	45.73%	-6.53%	345	293	32.30%	-15.07%
Other	231	219	1.13%	-5.19%	20	35	0.36%	75.00%	22	51	1.13%	131.82%	14	11	0.33%	-21.43%	108	59	6.08%	-45.37%	67	63	6.95%	-5.97%
FREQUENCY OF VISIT	17,019	19,460	100.00%	14.34%	8,499	9,708	100.00%	14.23%	4,041	4,494	100.00%	11.21%	2,384	3,380	100.00%	41.78%	1,121	971	100.00%	-13.38%	974	907	100.00%	-6.88%
First Visit	10,299	11,261	57.87%	9.34%	4,527	4,653	47.93%	2.78%	2,982	3,189	70.96%	6.94%	2,173	2,956	87.46%	36.03%	132	65	6.69%	-50.76%	485	398	43.88%	-17.94%
Revisit	5,751	6,103	31.36%	6.12%	3,573	4,055	41.77%	13.49%	874	907	20.18%	3.78%	92	106	3.14%	15.22%	810	683	70.34%	-15.68%	402	352	38.81%	-12.44%
Not Stated	969	2,096	10.77%	116.31%	399	1,000	10.30%	150.63%	185	398	8.86%	115.14%	119	318	9.41%	167.23%	179	223	22.97%	24.58%	87	157	17.31%	80.46%
TRAVEL ARRANGEMENT	17,019	19,460	100.00%	14.34%	8,499	9,708	100.00%	14.23%	4,041	4,494	100.00%	11.21%	2,384	3,380	100.00%	41.78%	1,121	971	100.00%	-13.38%	974	907	100.00%	-6.88%
Individual Arranged	3,529	3,514	18.06%	-0.43%	1,232	1,397	14.39%	13.39%	1,238	1,070	23.81%	-13.57%	63	120	3.55%	90.48%	592	521	53.66%	-11.99%	404	406	44.76%	0.50%
Packaged Tour	10,521	11,839	60.84%	12.53%	6,151	6,493	66.88%	5.56%	2,321	2,694	59.95%	16.07%	1,950	2,525	74.70%	29.49%	9	32	3.30%	255.56%	90	95	10.47%	5.56%
Business Trip	933	1,163	5.98%	24.65%	293	546	5.62%	86.35%	106	131	2.91%	23.58%	79	107	3.17%	35.44%	242	208	21.42%	-14.05%	213	171	18.85%	-19.72%
Group Tour	847	1,365	7.01%	61.16%	420	533	5.49%	26.90%	228	385	8.57%	68.86%	145	430	12.72%	196.55%	12	12	1.24%	0.00%	42	5	0.55%	-88.10%
Other	122	132	0.68%	8.20%	8	20	0.21%	150.00%	18	60	1.34%	233.33%	20	5	0.15%	-75.00%	39	17	1.75%	-56.41%	37	30	3.31%	-18.92%
Not Stated	1,067	1,447	7.44%	35.61%	395	719	7.41%	82.03%	130	154	3.43%	18.46%	127	193	5.71%	51.97%	227	181	18.64%	-20.26%	188	200	22.05%	6.38%
TRAVEL COMPANION	15,348	16,642	100.00%	8.43%	7,798	8,474	100.00%	8.67%	3,807	3,771	100.00%	-0.95%	2,260	3,092	100.00%	36.81%	767	692	100.00%	-9.78%	716	613	100.00%	-14.39%
Spouse	4,517	5,174	31.09%	14.55%	2,134	2,457	28.99%	15.14%	2,022	1,976	52.40%	-2.27%	170	556	17.98%	227.06%	84	71	10.26%	-15.48%	107	114	18.60%	6.54%
Children	3,605	4,046	24.31%	12.23%	1,657	1,886	22.26%	13.82%	1,641	1,549	41.08%	-5.61%	109	430	13.91%	294.50%	56	52	7.51%	-7.14%	142	129	21.04%	-9.15%
Parents/Grandparents	715	834	5.01%	16.64%	302	336	3.97%	11.26%	302	268	7.11%	-11.26%	81	199	6.44%	145.68%	12	10	1.45%	-16.67%	18	21	3.43%	16.67%
Other Family Members/relatives	935	1,088	6.54%	16.36%	423	513	6.05%																	

Visitors Profile by Country (Saipan only)

JULY	TOTAL				JAPAN				KOREA				CHINA/HK *				GUAM				OTHERS			
	Jul-09	Jul-10	% SHARE	% CHGE	Jul-09	Jul-10	% SHARE	% CHGE	Jul-09	Jul-10	% SHARE	% CHGE	Jul-09	Jul-10	% SHARE	% CHGE	Jul-09	Jul-10	% SHARE	% CHGE	Jul-09	Jul-10	% SHARE	% CHGE
TRAVEL PLANS	16,121	18,094	12.24%		8,162	9,032	10.66%		3,939	4,328	9.88%		2,275	3,206	40.92%		906	803	-11.37%		839	725	-13.59%	
Pleasure	13,580	15,322	84.68%	12.83%	6,852	7,465	82.65%	8.95%	3,763	4,062	93.85%	7.95%	2,184	3,101	96.72%	41.99%	330	287	35.74%	-13.03%	451	407	56.14%	-9.76%
Business	900	765	4.23%	-15.00%	102	79	0.87%	-22.55%	67	37	0.85%	-44.78%	46	29	0.90%	-36.96%	383	374	46.58%	-2.35%	302	246	33.93%	-18.54%
Golf	952	1,069	5.91%	12.29%	635	718	7.95%	13.07%	234	253	5.85%	8.12%	3	10	0.31%	233.33%	52	56	6.97%	7.69%	28	32	4.41%	14.29%
Dive	1,901	1,993	11.01%	4.84%	1,698	1,709	18.92%	0.65%	131	150	3.47%	14.50%	9	75	2.34%	733.33%	14	12	1.49%	-14.29%	49	47	6.48%	-4.08%
Convention	34	48	0.27%	41.18%	3	3	0.03%	0.00%	9	6	0.14%	-33.33%	0	4	0.12%	----	4	20	2.49%	400.00%	18	15	2.07%	-16.67%
Company Trip	329	494	2.73%	50.15%	242	405	4.48%	67.36%	10	20	0.46%	100.00%	28	31	0.97%	10.71%	25	24	2.99%	-4.00%	24	14	1.93%	-41.67%
Honeymoon	151	237	1.31%	56.95%	88	77	0.85%	-12.50%	50	111	2.56%	122.00%	6	44	1.37%	633.33%	1	0	0.00%	-100.00%	6	5	0.69%	-16.67%
Get Married	55	66	0.36%	20.00%	50	59	0.65%	18.00%	1	2	0.05%	100.00%	0	2	0.06%	----	1	2	0.25%	100.00%	3	1	0.14%	-66.67%
Memorial Service	45	60	0.33%	33.33%	13	52	0.58%	300.00%	1	1	0.02%	0.00%	0	0	0.00%	----	27	4	0.50%	-85.19%	4	3	0.41%	-25.00%
Visit Friends	548	492	2.72%	-10.22%	124	115	1.27%	-7.26%	80	67	1.55%	-16.25%	15	23	0.72%	53.33%	193	165	20.55%	-14.51%	136	122	16.83%	-10.29%
Sports	147	103	0.57%	-29.93%	69	53	0.59%	-23.19%	33	27	0.62%	-18.18%	1	2	0.06%	100.00%	36	16	1.99%	-55.56%	8	5	0.69%	-37.50%
Other	260	299	1.65%	15.00%	105	144	1.59%	37.14%	31	79	1.83%	154.84%	20	9	0.28%	-55.00%	47	26	3.24%	-44.68%	57	41	5.66%	-28.07%
Not Stated	898	1,366	7.55%	52.12%	337	676	7.48%	100.59%	102	166	3.84%	62.75%	109	174	5.43%	59.63%	215	168	20.92%	-21.86%	135	182	25.10%	34.81%
TRAVEL MOTIVATION	15,755	17,062	8.30%		8,019	8,292	3.40%		3,889	4,206	8.15%		2,261	3,122	38.08%		821	775	-5.60%		765	667	-12.81%	
Newspaper	165	266	1.56%	61.21%	110	58	0.70%	-47.27%	35	138	3.28%	294.29%	11	69	2.21%	527.27%	4	1	0.13%	-75.00%	5	0	0.00%	-100.00%
Magazine	315	476	2.79%	51.11%	250	280	3.38%	12.00%	37	86	2.04%	132.43%	18	105	3.36%	483.33%	2	2	0.26%	0.00%	8	3	0.45%	-62.50%
Travel Agent	5,732	6,421	37.63%	12.02%	1,813	1,948	23.49%	7.45%	1,813	2,080	49.45%	14.73%	1,986	2,301	73.70%	15.86%	15	17	2.19%	13.33%	105	75	11.24%	-28.57%
Climate	1,459	1,636	9.59%	12.13%	1,315	1,258	15.17%	-4.33%	79	274	6.51%	246.84%	21	67	2.15%	219.05%	4	3	0.39%	-25.00%	40	34	5.10%	-15.00%
Price	2,015	1,658	9.72%	-17.72%	1,934	1,583	19.09%	-18.15%	46	31	0.74%	-32.61%	3	15	0.48%	400.00%	22	15	1.94%	-31.82%	10	14	2.10%	40.00%
Short	2,347	2,379	13.94%	1.36%	1,994	2,040	24.60%	2.31%	277	229	5.44%	-17.33%	3	42	1.35%	1300.00%	48	37	4.77%	-22.92%	25	31	4.65%	24.00%
Reading	288	309	1.81%	7.29%	43	61	0.74%	41.86%	226	220	5.23%	-2.65%	3	8	0.26%	166.67%	6	2	0.26%	-66.67%	10	18	2.70%	80.00%
Flyer	680	646	3.79%	-5.00%	478	475	5.73%	-0.63%	173	124	2.95%	-28.32%	3	15	0.48%	400.00%	2	3	0.39%	50.00%	24	29	4.35%	20.83%
Friends / Relatives	2,483	2,437	14.28%	-1.85%	1,350	1,276	15.39%	-5.48%	489	404	9.61%	-17.38%	77	245	7.85%	218.18%	322	306	39.48%	-4.97%	245	206	30.88%	-15.92%
TV / Radio	93	140	0.82%	50.54%	41	53	0.64%	29.27%	41	58	1.38%	41.46%	5	19	0.61%	280.00%	3	0	0.00%	-100.00%	3	10	1.50%	233.33%
Prior Trip	2,355	2,281	13.37%	-3.14%	1,780	1,781	21.48%	0.06%	374	298	7.09%	-20.32%	10	13	0.42%	30.00%	115	115	14.84%	0.00%	76	74	11.09%	-2.63%
Other	1,452	1,512	8.86%	4.13%	459	560	6.75%	22.00%	222	222	5.28%	0.00%	86	102	3.27%	18.60%	383	378	48.77%	-1.31%	302	250	37.48%	-17.22%
Web	2,758	2,704	15.85%	-1.96%	1,696	1,442	17.39%	-14.98%	900	812	19.31%	-9.78%	89	344	11.02%	286.52%	19	33	4.26%	73.68%	54	73	10.94%	35.19%
Not Stated	1,264	2,398	14.05%	89.72%	480	1,416	17.08%	195.00%	152	288	6.85%	89.47%	123	258	8.26%	109.76%	300	196	25.29%	-34.67%	209	240	35.98%	14.83%
OCCUPATION	17,019	19,460	100.00%	14.34%	8,499	9,708	100.00%	14.23%	4,041	4,494	100.00%	11.21%	2,384	3,380	100.00%	41.78%	1,121	971	100.00%	-13.38%	974	907	100.00%	-6.88%
Leg & Manager	1,700	1,851	9.51%	8.88%	1,291	1,442	14.85%	11.70%	122	134	2.98%	9.84%	67	85	2.51%	26.87%	132	125	12.87%	-5.30%	88	65	7.17%	-26.14%
Professional	3,703	3,933	20.21%	6.21%	649	825	8.50%	27.12%	1,009	935	20.81%	-7.33%	1,586	1,737	51.39%	9.52%	202	190	19.57%	-5.94%	257	246	27.12%	-4.28%
Technicians	849	1,082	5.56%	27.44%	456	524	5.40%	14.91%	230	261	5.81%	13.48%	32	164	4.85%	412.50%	78	89	9.17%	14.10%	53	44	4.85%	-16.98%
Clerk	4,666	5,814	29.88%	24.60%	3,342	3,885	40.02%	16.25%	1,194	1,394	31.02%	16.75%	81	492	14.56%	507.41%	30	18	1.85%	-40.00%	19	25	2.76%	31.58%
Service	1,238	1,615	8.30%	30.45%	698	771	7.94%	10.46%	466	748	16.64%	60.52%	29	54	1.60%	86.21%	28	28	2.88%	0.00%	17	14	1.54%	-17.65%
Skilled	41	25	0.13%	-39.02%	29	21	0.22%	-27.59%	5	3	0.07%	-40.00%	1	1	0.03%	0.00%	4	0	0.00%	-100.00%	2	0	0.00%	-100.00%
Craftsman	30	29	0.15%	-3.33%	3	3	0.03%	0.00%	4	3	0.07%	-25.00%	1	14	0.41%	1300.00%	17	8	0.82%	-52.94%	5	1	0.11%	-80.00%
Plant Operator	54	104	0.53%	92.59%	40	71	0.73%	77.50%	6	15	0.33%	150.00%	4	10	0.30%	150.00%	2	7	0.72%	250.00%	2	1	0.11%	-50.00%
Entry Level	75	32	0.16%	-57.33%	8	6	0.06%	-25.00%	57	12	0.27%	-78.95%	2	10	0.30%	400.00%	6	2	0.21%	-66.67%	2	2	0.22%	0.00%
Armed Forces	122	122	0.63%	0.00%	2	4	0.04%	100.00%	11	10	0.22%	-9.09%	0	0	0.00%	----	45	57	5.87%	26.67%	64	51	5.62%	-20.31%
Homemaker	770	782	4.02%	1.56%	423	437	4.50%	3.31%	281	276	6.14%	-1.78%	18	25	0.74%	38.89%	27	22	2.27%	-18.52%	21	22	2.43%	4.76%
Students	1,031	883	4.54%	-14.35%	497	324	3.34%	-34.81%	263	272	6.05%	3.42%	172	211	6.24%	22.67%	33	29	2.99%	-12.12%	66	47	5.18%	-28.79%
Retirees	369	417	2.14%	13.01%	224	226	2.33%	0.89%	55	61	1.36%	10.91%	22	81	2.40%	268.18%	46	27	2.78%	-41.30%	22	22	2.43%	0.00%
Other	420	532	2.73%	26.67%	129	155	1.60%	20.16%	110	89	1.98%	-19.09%	27	153	4.53%	466.67%	100	55	5.66%	-45.00%	54	80	8.82%	48.15%
Not Stated	1,951	2,239	11.51%	14.76%	708	1,014	10.44%	43.22%	228	281	6.25%	23.25%	342	343	10.15%	0.29%	371	314	32.34%	-15.36%	302	287	31.64%	-4.97%
LENGTH OF STAY (NIGHTS)	113,749	127,170	11.80%		49,712	56,480	13.61%		40,685	41,762	2.65%		9,973	17,052	70.98%		3,734	2,869	-23.17%		9,645	9,007	-6.61%	
Avg. Length of Stay (Nights)	3.87	3.72			3.55	3.50			4.10	3.88			4.04	3.69			2.45	2.30			6.42	6.47		

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



JAPAN VISITORS PROFILE

Jul-10

JULY AGE/SEX	2009			2010			2009			2010			2009			2010		
	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	31	-----	0.00%	0.41%	3	10	233.33%	0.04%	0.12%	0	2	3	43	1333.33%	0.02%	0.27%	
Under 13	1,195	1,379	15.40%	18.31%	18.17%	1,124	1,418	26.16%	15.08%	16.60%	2	1	2,321	2,798	20.55%	16.59%	17.34%	
10-17	1	1	0.00%	0.02%	0.01%	0	1	-----	0.00%	0.01%	0	0	1	2	100.00%	0.01%	0.01%	
13-15	135	151	11.85%	2.07%	1.99%	166	166	0.00%	2.23%	1.94%	0	0	301	317	5.32%	2.15%	1.96%	
16-19	73	67	-8.22%	1.12%	0.88%	121	116	-4.13%	1.62%	1.36%	0	0	194	183	-5.67%	1.39%	1.13%	
18-19	1	0	-100.00%	0.02%	0.00%	1	0	-100.00%	0.01%	0.00%	0	0	2	0	-100.00%	0.01%	0.00%	
20-24	299	340	13.71%	4.58%	4.48%	886	967	9.14%	11.88%	11.32%	0	1	1,185	1,308	10.38%	8.47%	8.10%	
25-29	666	739	10.96%	10.20%	9.74%	1,272	1,429	12.34%	17.06%	16.73%	1	0	1,939	2,168	11.81%	13.86%	13.43%	
30-34	693	780	12.55%	10.62%	10.28%	994	1,014	2.01%	13.33%	11.87%	0	0	1,687	1,794	6.34%	12.06%	11.12%	
35-39	827	977	18.14%	12.67%	12.87%	971	1,113	14.62%	13.02%	13.03%	0	2	1,798	2,092	16.35%	12.85%	12.96%	
40-44	853	965	13.13%	13.07%	12.71%	736	877	19.16%	9.87%	10.27%	0	0	1,589	1,842	15.92%	11.36%	11.41%	
45-49	610	750	22.95%	9.34%	9.88%	360	454	26.11%	4.83%	5.31%	0	0	970	1,204	24.12%	6.94%	7.46%	
50-54	349	432	23.78%	5.35%	5.69%	256	304	18.75%	3.43%	3.56%	1	0	606	736	21.45%	4.33%	4.56%	
55-59	305	331	8.52%	4.67%	4.36%	181	204	12.71%	2.43%	2.39%	0	0	486	535	10.08%	3.47%	3.31%	
60 and Over	518	640	23.55%	7.94%	8.43%	381	460	20.73%	5.11%	5.39%	0	0	899	1,100	22.36%	6.43%	6.82%	
Not Stated	3	7	133.33%	0.05%	0.09%	3	9	200.00%	0.04%	0.11%	0	1	6	17	183.33%	0.04%	0.11%	
Total	6,528	7,590	16.27%	100.00%	100.00%	7,455	8,542	14.58%	100.00%	100.00%	4	7	13,987	16,139	15.39%	100.00%	100.00%	

FREQUENCY OF VISIT	2009			2010			TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share	Number		% Share	
First Visit	4,527	4,653	2.78%	53.27%	47.93%	Spouse	2,457	28.99%	
Revisit	3,573	4,055	13.49%	42.04%	41.77%	Children	1,886	22.26%	
Not Stated	399	1,000	150.63%	4.69%	10.30%	Parents/Grandparents	336	3.97%	
						Other Family Members	513	6.05%	
						Business Associates	1,180	13.92%	
						Friends	3,534	41.70%	
						Tour Group	283	3.34%	
						Alone	537	6.34%	
						# of respondents	8,474		

TRAVEL PLANS	2009			2010			TRAVEL MOTIVATION	2009			2010		
	Number	Number	% Chge	% Share	% Share	Number		Number	% Chge	% Share	% Share		
Pleasure	6,852	7,465	8.95%	83.95%	82.65%	Internet	1,696	1,442	-14.98%	21.15%	17.39%		
Business	102	79	-22.55%	1.25%	0.87%	Newspaper	110	58	-47.27%	1.37%	0.70%		
Golf	635	718	13.07%	7.78%	7.95%	Magazines	250	280	12.00%	3.12%	3.38%		
Diving	1,698	1,709	0.65%	20.80%	18.92%	Travel Agents	1,813	1,948	7.45%	22.61%	23.49%		
Attend Conf & Conv	3	3	0.00%	0.04%	0.03%	Climate	1,315	1,258	-4.33%	16.40%	15.17%		
Company Trip	242	405	67.36%	2.96%	4.48%	Price	1,934	1,583	-18.15%	24.12%	19.09%		
Honeymoon	88	77	-12.50%	1.08%	0.85%	Short flight Time	1,994	2,040	2.31%	24.87%	24.60%		
Getting Married	50	59	18.00%	0.61%	0.65%	General Reading	43	61	41.86%	0.54%	0.74%		
Memorial Service	13	52	300.00%	0.16%	0.58%	Flyer/Poster	478	475	-0.63%	5.96%	5.73%		
VFR	124	115	-7.26%	1.52%	1.27%	Friends/Relatives	1,350	1,276	-5.48%	16.84%	15.39%		
Attend Sport Events	69	53	-23.19%	0.85%	0.59%	TV/Radio	41	53	29.27%	0.51%	0.64%		
Others	105	144	37.14%	1.29%	1.59%	Previous Trip	1,780	1,781	0.06%	22.20%	21.48%		
						Others	459	560	22.00%	5.72%	6.75%		

OCCUPATION	2009			2010			Entry Level	2009			2010		
	Number	Number	% Chge	% Share	% Share	Number		Number	% Chge	% Share	% Share		
Legislators, and managers	1,291	1,442	11.70%	15.19%	14.85%	Armed Forces	2	4	100.00%	0.02%	0.04%		
Professional	649	825	27.12%	7.64%	8.50%	Homemakers	423	437	3.31%	4.98%	4.50%		
Technicians	456	524	14.91%	5.37%	5.40%	Students	497	324	-34.81%	5.85%	3.34%		
Clerk	3,342	3,885	16.25%	39.32%	40.02%	Retirees	224	226	0.89%	2.64%	2.33%		
Service Workers	698	771	10.46%	8.21%	7.94%	Others	129	155	20.16%	1.52%	1.60%		
Skilled Workers	29	21	-27.59%	0.34%	0.22%	Not Stated	708	1,014	43.22%	8.33%	10.44%		
Craft and related trades worker	3	3	0.00%	0.04%	0.03%								
Operators and Assemblers	40	71	77.50%	0.47%	0.73%								



KOREA VISITORS PROFILE

Jul-10

JULY	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	11	146	1227.27%	0.24%	2.89%	7	123	1657.14%	0.13%	2.16%	1	0	19	269	1315.79%	0.19%	2.50%
Under 13	1,304	1,247	-4.37%	28.00%	24.66%	1,210	1,114	-7.93%	22.97%	19.53%	3	2	2,517	2,363	-6.12%	25.34%	21.95%
10-17	4	19	375.00%	0.09%	0.38%	2	17	750.00%	0.04%	0.30%	0	0	6	36	500.00%	0.06%	0.33%
13-15	161	154	-4.35%	3.46%	3.05%	166	155	-6.63%	3.15%	2.72%	2	0	329	309	-6.08%	3.31%	2.87%
16-19	83	84	1.20%	1.78%	1.66%	87	93	6.90%	1.65%	1.63%	0	0	170	177	4.12%	1.71%	1.64%
18-19	1	16	1500.00%	0.02%	0.32%	1	16	1500.00%	0.02%	0.28%	0	0	2	32	1500.00%	0.02%	0.30%
20-24	74	49	-33.78%	1.59%	0.97%	160	183	14.38%	3.04%	3.21%	0	0	234	232	-0.85%	2.36%	2.16%
25-29	223	198	-11.21%	4.79%	3.92%	694	627	-9.65%	13.17%	10.99%	0	0	917	825	-10.03%	9.23%	7.66%
30-34	594	579	-2.53%	12.75%	11.45%	826	967	17.07%	15.68%	16.95%	0	0	1,420	1,546	8.87%	14.29%	14.36%
35-39	835	920	10.18%	17.93%	18.19%	978	1,056	7.98%	18.56%	18.51%	0	1	1,813	1,977	9.05%	18.25%	18.37%
40-44	668	854	27.84%	14.34%	16.89%	448	622	38.84%	8.50%	10.90%	0	0	1,116	1,476	32.26%	11.23%	13.71%
45-49	258	317	22.87%	5.54%	6.27%	183	213	16.39%	3.47%	3.73%	0	0	441	530	20.18%	4.44%	4.92%
50-54	137	159	16.06%	2.94%	3.14%	123	147	19.51%	2.33%	2.58%	0	0	260	306	17.69%	2.62%	2.84%
55-59	87	98	12.64%	1.87%	1.94%	129	121	-6.20%	2.45%	2.12%	0	0	216	219	1.39%	2.17%	2.03%
60 and Over	216	216	0.00%	4.64%	4.27%	248	247	-0.40%	4.71%	4.33%	1	0	465	463	-0.43%	4.68%	4.30%
Not Stated	1	1	0.00%	0.02%	0.02%	6	4	-33.33%	0.11%	0.07%	2	0	9	5	-44.44%	0.09%	0.05%
Total	4,657	5,057	8.59%	100.00%	100.00%	5,268	5,705	8.30%	100.00%	100.00%	9	3	9,934	10,765	8.37%	100.00%	100.00%

FREQUENCY OF VISIT	2009	2010	2009		2010		2010	
	Number	Number	% Chge	% Share	% Share	Number	% Share	
First Visit	2,982	3,189	6.94%	73.79%	70.96%	Spouse	1,976	52.40%
Revisit	874	907	3.78%	21.63%	20.18%	Children	1,549	41.08%
Not Stated	185	398	115.14%	4.58%	8.86%	Parents/Grandparents	268	7.11%
						Other Family Members	399	10.58%
						Business Associates	396	10.50%
						Friends	655	17.37%
						Tour Group	236	6.26%
						Alone	167	4.43%
						# of respondents	3,771	

TRAVEL PLANS	2009		2010		2009		2010		2009		2010	
			% Chge	% Share	% Share			% Chge	% Share	% Share		
Pleasure	3,763	4,062	7.95%	95.53%	93.85%	Internet	900	812	-9.78%	23.14%	19.31%	
Business	67	37	-44.78%	1.70%	0.85%	Newspaper	35	138	294.29%	0.90%	3.28%	
Golf	234	253	8.12%	5.94%	5.85%	Magazines	37	86	132.43%	0.95%	2.04%	
Diving	131	150	14.50%	3.33%	3.47%	Travel Agents	1,813	2,080	14.73%	46.62%	49.45%	
Attend Conf & Conv	9	6	-33.33%	0.23%	0.14%	Climate	79	274	246.84%	2.03%	6.51%	
Company Trip	10	20	100.00%	0.25%	0.46%	Price	46	31	-32.61%	1.18%	0.74%	
Honeymoon	50	111	122.00%	1.27%	2.56%	Short flight Time	277	229	-17.33%	7.12%	5.44%	
Getting Married	1	2	100.00%	0.03%	0.05%	General Reading	226	220	-2.65%	5.81%	5.23%	
Memorial Service	1	1	0.00%	0.03%	0.02%	Flyer/Poster	173	124	-28.32%	4.45%	2.95%	
VFR	80	67	-16.25%	2.03%	1.55%	Friends/Relatives	489	404	-17.38%	12.57%	9.61%	
Attend Sport Events	33	27	-18.18%	0.84%	0.62%	TV/Radio	41	58	41.46%	1.05%	1.38%	
Others	31	79	154.84%	0.79%	1.83%	Previous Trip	374	298	-20.32%	9.62%	7.09%	
						Others	222	222	0.00%	5.71%	5.28%	

OCCUPATION	2009		2010		2009		2010		2009		2010	
			% Chge	% Share	% Share			% Chge	% Share	% Share		
Legislators, and managers	122	134	9.84%	3.02%	2.98%	Entry Level	57	12	-78.95%	1.41%	0.27%	
Professional	1,009	935	-7.33%	24.97%	20.81%	Armed Forces	11	10	-9.09%	0.27%	0.22%	
Technicians	230	261	13.48%	5.69%	5.81%	Homemakers	281	276	-1.78%	6.95%	6.14%	
Clerk	1,194	1,394	16.75%	29.55%	31.02%	Students	263	272	3.42%	6.51%	6.05%	
Service Workers	466	748	60.52%	11.53%	16.64%	Retirees	55	61	10.91%	1.36%	1.36%	
Skilled Workers	5	3	-40.00%	0.12%	0.07%	Others	110	89	-19.09%	2.72%	1.98%	
Craft and related trades worker	4	3	-25.00%	0.10%	0.07%	Not Stated	228	281	23.25%	5.64%	6.25%	
Operators and Assemblers	6	15	150.00%	0.15%	0.33%							



CHINA/Hong Kong VISITORS PROFILE

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AGE/SEX	2009		2010		2009		2010		2009		2010		2009		2010		
	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	2	----	0.00%	0.10%	0	4	----	0.00%	0.16%	0	1	0	7	----	0.00%	0.15%
Under 13	121	230	90.08%	10.40%	11.06%	107	210	96.26%	8.19%	8.32%	0	1	228	441	93.42%	9.23%	9.56%
10-17	36	1	----	3.09%	0.05%	49	0	-100.00%	3.75%	0.00%	0	0	85	1	----	3.44%	0.02%
13-15	0	72	----	0.00%	3.46%	0	78	----	0.00%	3.09%	0	0	0	150	----	0.00%	3.25%
16-19	59	55	-6.78%	5.07%	2.64%	65	85	30.77%	4.98%	3.37%	0	0	124	140	12.90%	5.02%	3.03%
18-19	0	0	----	0.00%	0.00%	0	1	----	0.00%	0.04%	0	0	0	1	----	0.00%	0.02%
20-24	43	64	48.84%	3.69%	3.08%	90	129	43.33%	6.89%	5.11%	0	0	133	193	45.11%	5.38%	4.18%
25-29	114	243	113.16%	9.79%	11.68%	163	403	147.24%	12.48%	15.97%	0	0	277	646	133.21%	11.21%	14.00%
30-34	129	262	103.10%	11.08%	12.60%	141	324	129.79%	10.80%	12.84%	0	1	270	587	117.41%	10.93%	12.72%
35-39	166	313	88.55%	14.26%	15.05%	201	426	111.94%	15.39%	16.88%	0	2	367	741	101.91%	14.86%	16.06%
40-44	165	317	92.12%	14.18%	15.24%	188	334	77.66%	14.40%	13.23%	0	2	353	653	84.99%	14.29%	14.15%
45-49	146	204	39.73%	12.54%	9.81%	131	201	53.44%	10.03%	7.96%	0	0	277	405	46.21%	11.21%	8.78%
50-54	85	140	64.71%	7.30%	6.73%	80	137	71.25%	6.13%	5.43%	0	1	165	278	68.48%	6.68%	6.02%
55-59	49	76	55.10%	4.21%	3.65%	42	79	88.10%	3.22%	3.13%	0	0	91	155	70.33%	3.68%	3.36%
60 and Over	51	95	86.27%	4.38%	4.57%	48	105	118.75%	3.68%	4.16%	0	0	99	200	102.02%	4.01%	4.33%
Not Stated	0	6	----	0.00%	0.29%	1	8	700.00%	0.08%	0.32%	0	3	1	17	1600.00%	0.04%	0.37%
Total	1,164	2,080	78.69%	100.00%	100.00%	1,306	2,524	93.26%	100.00%	100.00%	0	11	2,470	4,615	86.84%	100.00%	100.00%

FREQUENCY OF VISIT	2009		2010		TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share		Number	% Share
First Visit	2,173	2,956	36.03%	91.15%	Spouse	556	17.98%
Revisit	92	106	15.22%	3.86%	Children	430	13.91%
Not Stated	119	318	167.23%	4.99%	Parents/Grandparents	199	6.44%
					Other Family Members	89	2.88%
					Business Associates	292	9.44%
					Friends	196	6.34%
					Tour Group	1,615	52.23%
					Alone	92	2.98%
					# of respondents	3,092	

TRAVEL PLANS	2009		2010		TRAVEL MOTIVATION	2009		2010	
	Number	Number	% Chge	% Share		% Chge	% Share	% Share	% Share
Pleasure	2,184	3,101	41.99%	96.00%	Internet	89	344	286.52%	3.94%
Business	46	29	-36.96%	2.02%	Newspaper	11	69	527.27%	0.49%
Golf	3	10	233.33%	0.13%	Magazines	18	105	483.33%	0.80%
Diving	9	75	733.33%	0.40%	Travel Agents	1,986	2,301	15.86%	87.84%
Attend Conf & Conv	0	4	----	0.00%	Climate	21	67	219.05%	0.93%
Company Trip	28	31	10.71%	1.23%	Price	3	15	400.00%	0.13%
Honeymoon	6	44	633.33%	0.26%	Short flight Time	3	42	1300.00%	0.13%
Getting Married	0	2	----	0.00%	General Reading	3	8	166.67%	0.13%
Memorial Service	0	0	----	0.00%	Flyer/Poster	3	15	400.00%	0.13%
VFR	15	23	53.33%	0.66%	Friends/Relatives	77	245	218.18%	3.41%
Attend Sport Events	1	2	100.00%	0.04%	TV/Radio	5	19	280.00%	0.22%
Others	20	9	-55.00%	0.88%	Previous Trip	10	13	30.00%	0.44%
					Others	86	102	18.60%	3.80%

OCCUPATION	2009		2010		OCCUPATION	2009		2010	
	Number	Number	% Chge	% Share		% Chge	% Share	% Share	% Share
Legislators, and managers	67	85	26.87%	2.81%	Entry Level	2	10	400.00%	0.08%
Professional	1,586	1,737	9.52%	66.53%	Armed Forces	0	0	----	0.00%
Technicians	32	164	412.50%	1.34%	Homemakers	18	25	38.89%	0.76%
Clerk	81	492	507.41%	3.40%	Students	172	211	22.67%	7.21%
Service Workers	29	54	86.21%	1.22%	Retirees	22	81	268.18%	0.92%
Skilled Workers	1	1	0.00%	0.04%	Others	27	153	466.67%	1.13%
Craft and related trades worker	1	14	1300.00%	0.04%	Not Stated	342	343	0.29%	14.35%
Operators and Assemblers	4	10	150.00%	0.17%					