

ASEAN BRAND AWARENESS SURVEY 2015-2016



About the survey

The NTOs have been adopted tagline and logo for the ASEAN tourism brand as shown.



The ASEAN NTOs have all agreed to use the logo and tagline in all marketing/promotional collateral materials and the Marketing Communication Working Group (MCWG) has been directed to assess the effectiveness of the tagline and logo in attracting international visitors to the region.

This survey is to measure the success of ATMS Through international visitor arrivals with some modification especially on assessment of **Brand Awareness** of ASEAN: “Southeast Asia Feel The Warmth”.

Survey Methods

This survey was conducted in 10 different countries in ASEAN Member States, as follow:

1. Brunei Darussalam
2. Cambodia
3. Indonesia
4. Lao PDR
5. Malaysia
6. Myanmar
7. Philippines
8. Singapore
9. Thailand, and
10. Vietnam

In total of more than 5000 questionnaires were distributed (500 each member states) with the structure as follow:

1. Demography
2. Travel Pattern & Preferred Tourism Activities
3. Brand Awareness

There are 2 types of question addressed on the questionnaire; open and close, with single and multiple answers are available.

This Survey was conducted on November 2015 until July 2016.



Questionnaires Submission

Each Country should submit 500 questionnaires to be validated. However, in the reality there were several countries submitted more than just 500 Q to be validated. After the validating processes, there were 5.844 valid Qs, as follows:

	COUNTRY	NO. OF VALID Qs
1	Brunei Darussalam	500
2	Cambodia	518
3	Indonesia	500
4	Lao PDR	482
5	Malaysia	497
6	Myanmar	642
7	Philippines	1328
8	Singapore	501
9	Thailand	417
10	Vietnam	459
	Total	5.844

THE RESULT

THE DEMOGRAPHY

From 8,544 respondents on this survey, **60.85%** are **Male** and **39.16%** are **Female**. The respondents largest Demography as follows:



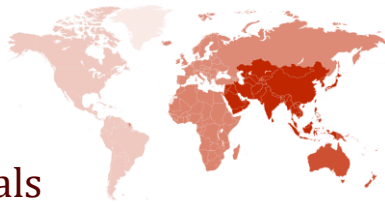
69.69%
age between 15 – 44
year old



46.31%
Tertiary-
Diploma/Graduate



37.29%
Work as
Professionals



Country of Residence

41.48% Asia & The Pacific

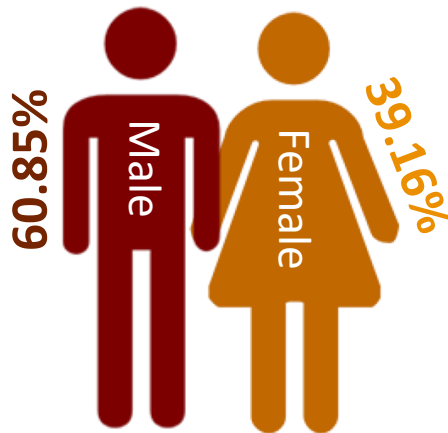
40.13% Europe

Nationality

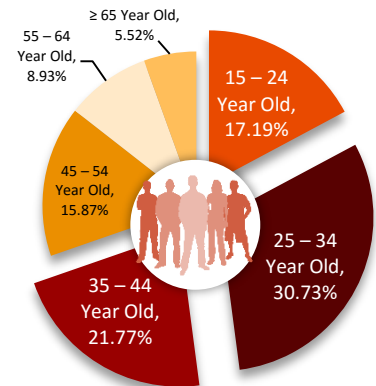
47.06% Asia & The Pacific

35.69% European

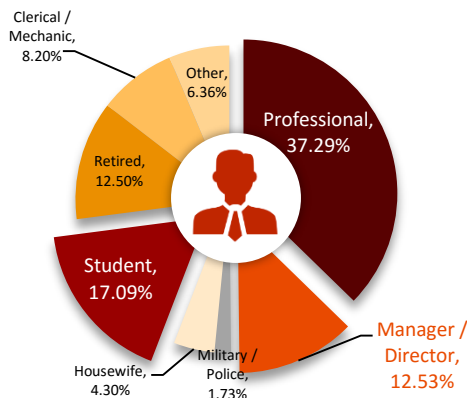
GENDER



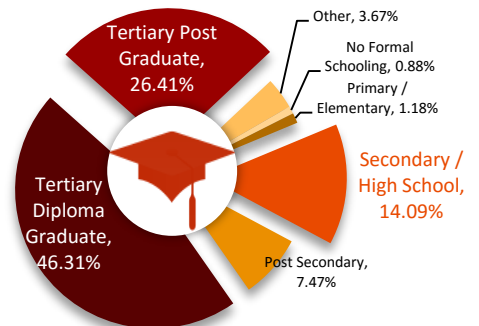
AGE



OCCUPATION

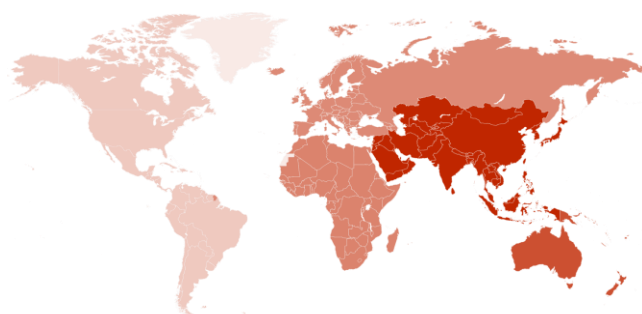


EDUCATION

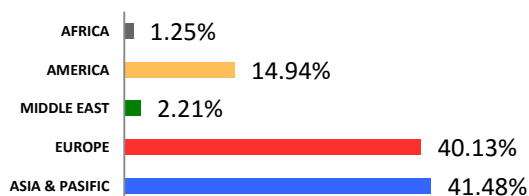


THE RESULT

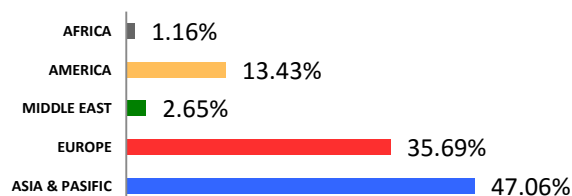
THE DEMOGRAPHY



NATIONALITY



COUNTRY OF RESIDENCE



REGION	COUNTRY	Count as	
		Country Of Residence	Nationality
ASIA & THE PACIFIC	Malaysia	26	-
	Singapore	86	-
	Thailand	51	-
	Vietnam	48	-
	Cambodia	49	-
	Other Asean	52	-
	Hong Kong	73	16
	India	177	209
	Japan	268	264
	South Korea	232	241
	Srilanka	13	23
	Taiwan	121	117
	China	491	491
	Other Asia (Ex. Asean)	74	67
	Australia	818	806
	New Zealand	142	169
	Other Oceania	29	21
	Sub Total	2,750	2,424
MIDDLE EAST	Saudi Arabia	27	28
	Uni Emirat Arab	46	18
	Other Middle East	36	38
	Iran	26	27
	Israel	20	18
	Sub Total	155	129

REGION	COUNTRY	Count as	
		Country Of Residence	Nationality
EUROPE	Austria	19	20
	Belgium	46	46
	Denmark	58	62
	France	296	364
	Germany	295	317
	Italy	104	114
	Netherlands	166	187
	Spain	70	76
	Portugal	16	22
	Sweden	70	76
	Switzerland	79	77
	United Kingdom	565	637
	Finland	36	41
	Norway	42	43
	Other West Europe	12	15
	Ireland	44	59
	Russia	68	71
	Other East Europe	72	89
	Czech Rep.	28	29
	Sub Total	2,086	2,345
AMERICA	United States of America	549	603
	Canada	148	166
	Central America	4	4
	South America	37	38
	Brazilia	28	41
	Other America	19	21
	Sub Total	785	873
AFRICA	South Africa	33	34
	Other Africa	35	39
	Sub Total	68	73
TOTAL		5,844	5,844

THE RESULT

TRAVEL PATTERN

From 8,544 respondents on this survey, **68.58%** are **Repeater Tourist** and **31.42%** are **First Timer Tourist** to ASEAN. The respondents Travel Pattern as follows:



36.99%
staying between 8
to 30 days



69.48%
Visiting ASEAN
for Holiday



34.54%
Traveling with
Family &
Relative

Most Visited Countries in ASEAN

43.4% Thailand
34.7% Singapore
33.7% Malaysia

82.73%
Internet as their
Source of Information



62.14%
Booking Via
Internet

Most Considered Country to Visit in ASEAN

37.0% Thailand
34.7% The Philippines
28.6% Indonesia



76.09%
Individual Travel
Arrangement



74.31%
Choosing
Hotel during
their stay

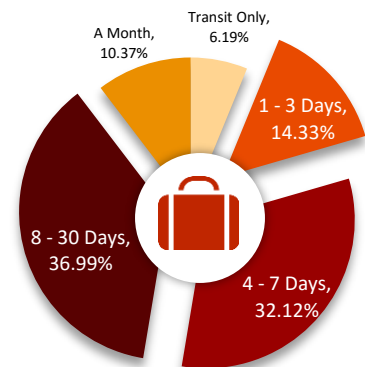
FREQUENCY VISIT TO ASEAN



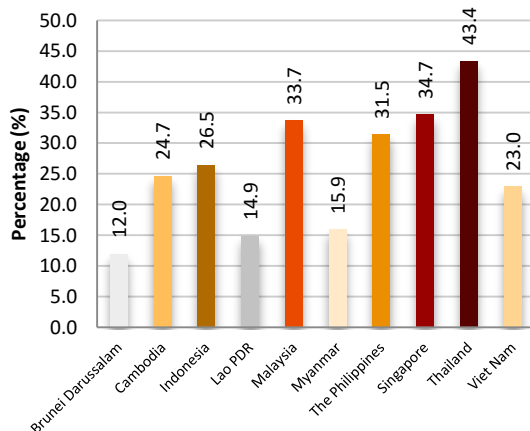
31.42%
FIRST TIMER

68.58%
REPEATER

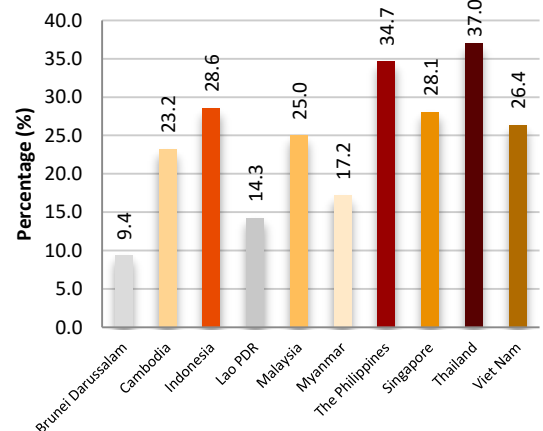
LENGTH OF STAY



MOST VISITED ASEAN COUNTRY IN THE LAST 3 YEARS



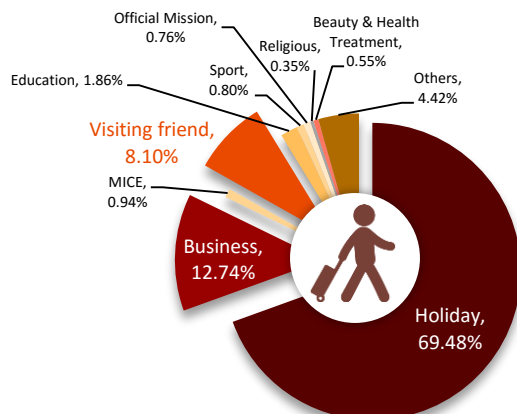
CONSIDERED ASEAN COUNTRY TO VISIT IN THE NEXT 2 YEARS



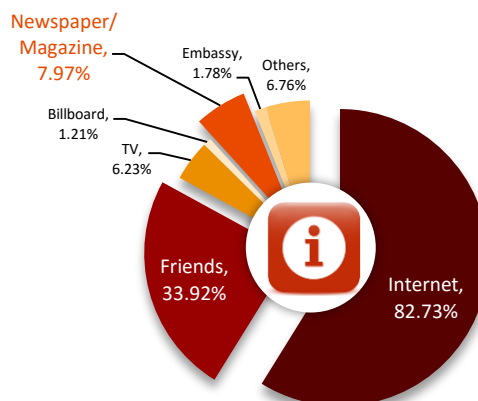
THE RESULT

TRAVEL PATTERN

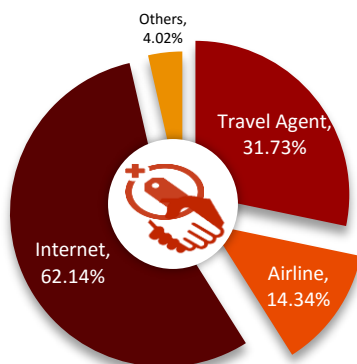
PURPOSE OF VISIT



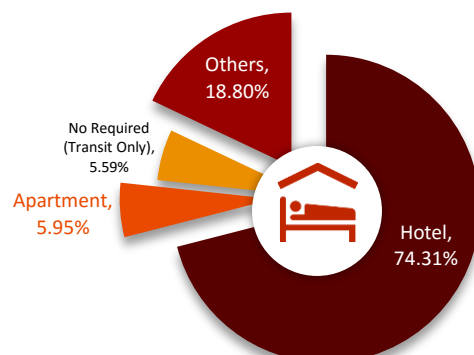
SOURCE OF INFORMATION



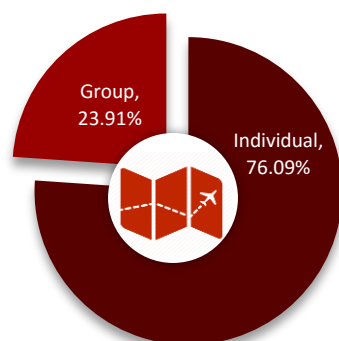
SOURCE OF BOOKING



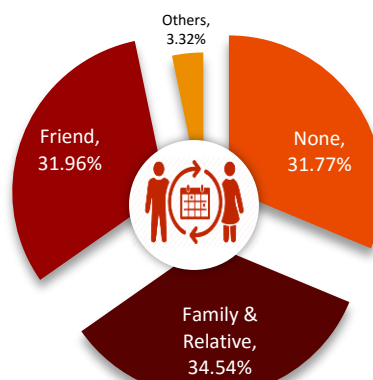
TYPE OF ACCOMMODATION



TRAVEL ARRANGEMENT



TRAVEL COMPANION



THE RESULT

PREFERRED TOURISM ACTIVITIES

❑ NATURE-BASED TOURISM



51.21%
Preferred
ADVENTURE

❑ HEALTH & WELLNESS TOURISM



35.41%
Preferred
BEACH & WATERSPORT

❑ CULTURE-BASED TOURISM



35.00%
Preferred
VISITING MUSEUM

❑ OTHER TOURISM ACTIVITIES



29.48%
Preferred
SHOPPING

❑ COMMUNITY-BASED TOURISM



18.10%
Preferred
RURAL TOURISM

❑ SEA - CRUISE TOURISM



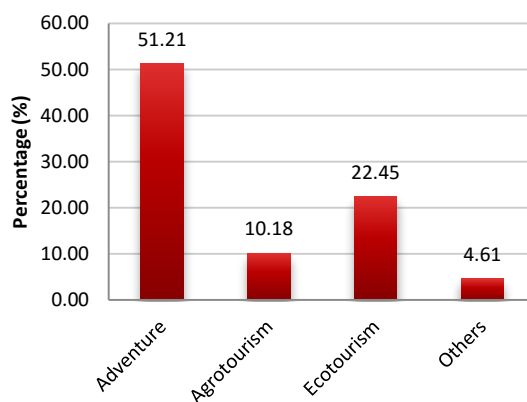
16.66%
Preferred
CRUISING

❑ RIVER-BASED TOURISM

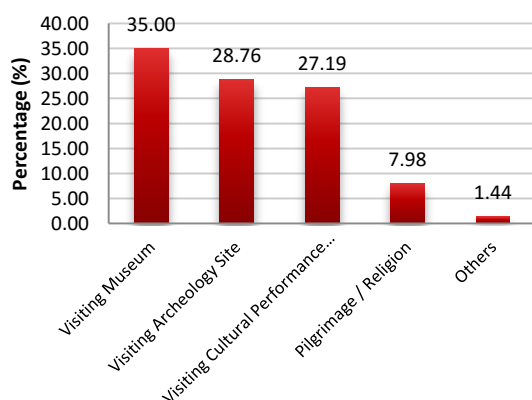


18.47%
Preferred
RIVER CRUISING

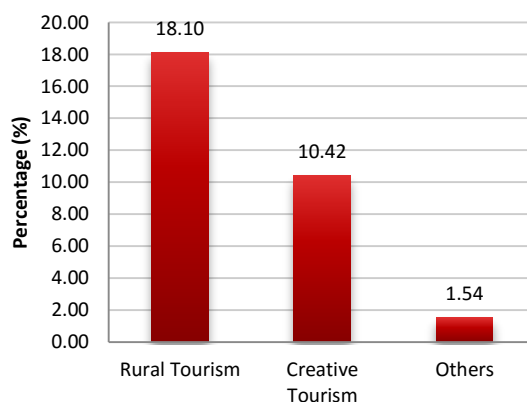
PREFERRED NATURE-BASED



PREFERRED CULTURE & HERITAGE



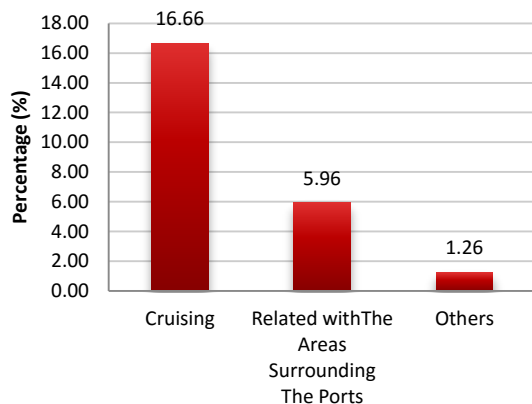
PREFERRED COMMUNITY-BASED



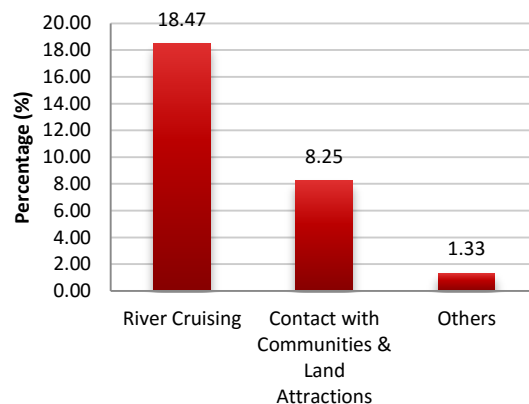
THE RESULT

TRAVEL PATTERN

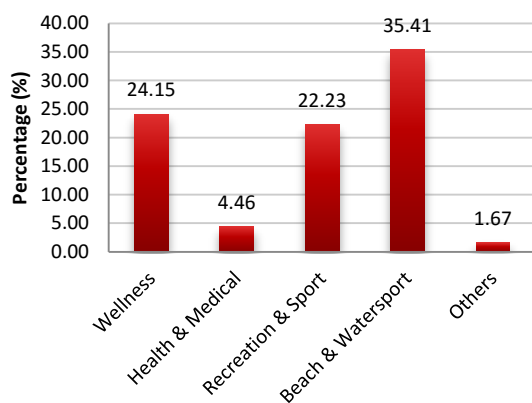
PREFERRED SEA - CRUISE



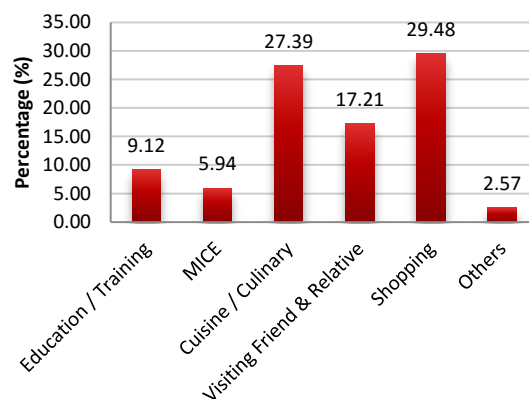
PREFERRED RIVER-BASED



PREFERRED HEALTH & WELLNESS



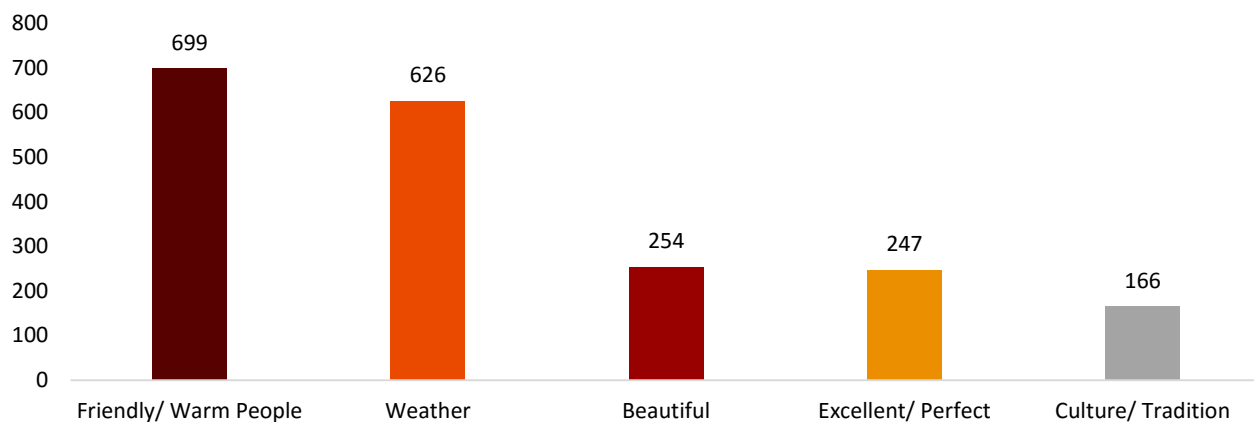
PREFERRED OTHER ACTIVITIES



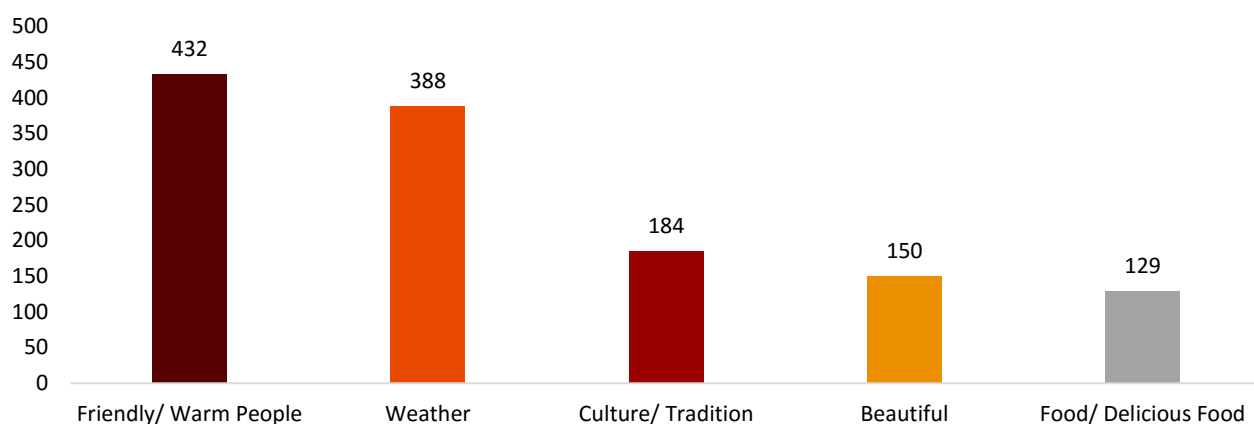
THE RESULT

WORDS FOR ASEAN

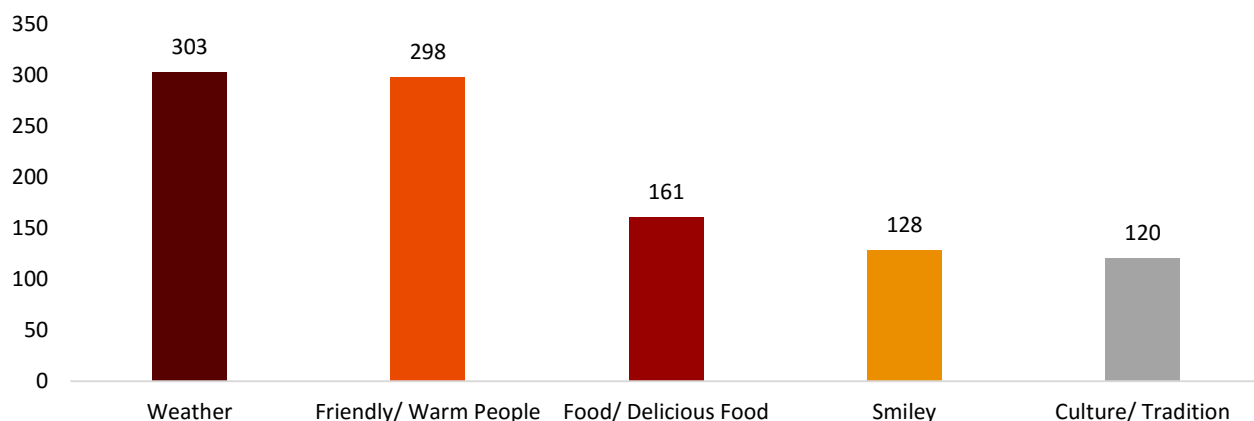
FIRST WORD (TOP 5)



SECOND WORD (TOP 5)



THIRD WORD (TOP 5)



WORDS FOR ASEAN

[illegible]

THE RESULT

BRAND AWARENESS “ASEAN FEEL THE WARMTH”

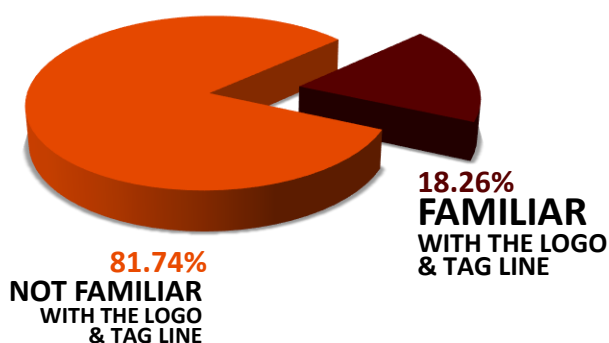
From 8,544 participating respondents on this survey, **81.74%** are **Not Familiar With “ASEAN FEEL THE WARMTH” Logo & Tagline** and **18.26%** are **Familiar With “ASEAN FEEL THE WARMTH” Logo & Tagline**.



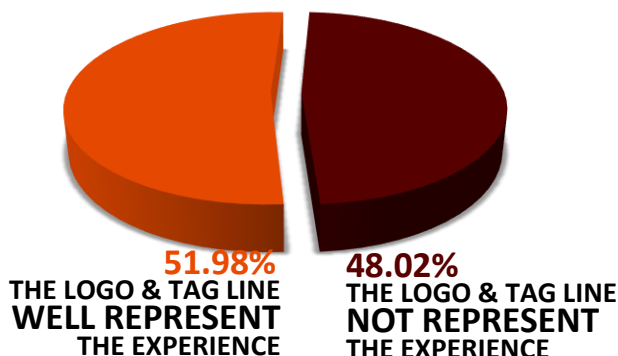
From 18.26% who's familiar with the Logo & tagline, they source of information related to the ASEAN Tourism Brand mostly from the **Internet** (**63.45%**), their secondary source were **Television** (**20.24%**), and their tertiary source were **Billboard** (**13.40%**), followed by other sources like Travel Agent, Embassy, Magazine, Newspaper, Word of mouth, etc.

Based on their experience visiting ASEAN country(ies), 51.98% of the respondents found that the ASEAN Tourism Brand is Well Represent Their Experience, while 48.02% were having the opposite perception.

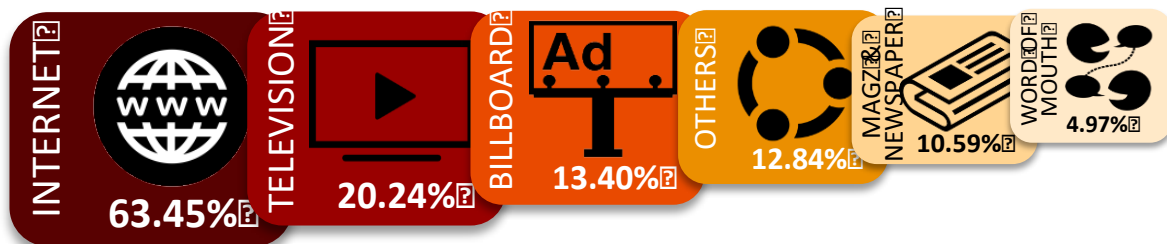
LOGO & TAGLINE FAMILIARITY



ASEAN BRANDING CONGENIALITY WITH THE ACTUAL EXPERIENCE



SOURCE OF INFORMATION ON ASEAN TOURISM BRAND LOGO & TAGLINE



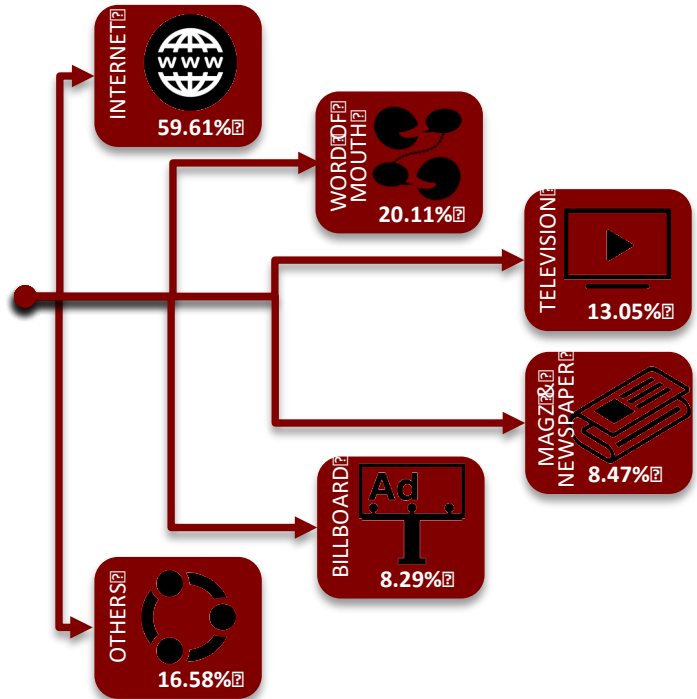
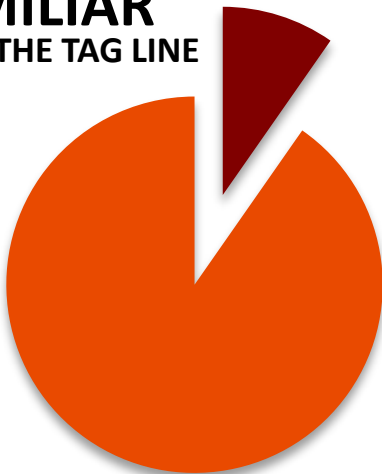
THE RESULT

AWARENESS ON ASEAN COUNTRIES TOURISM BRAND

BRUNEI DARUSSALAM "A KINGDOM OF UNEXPECTED TREASURES"



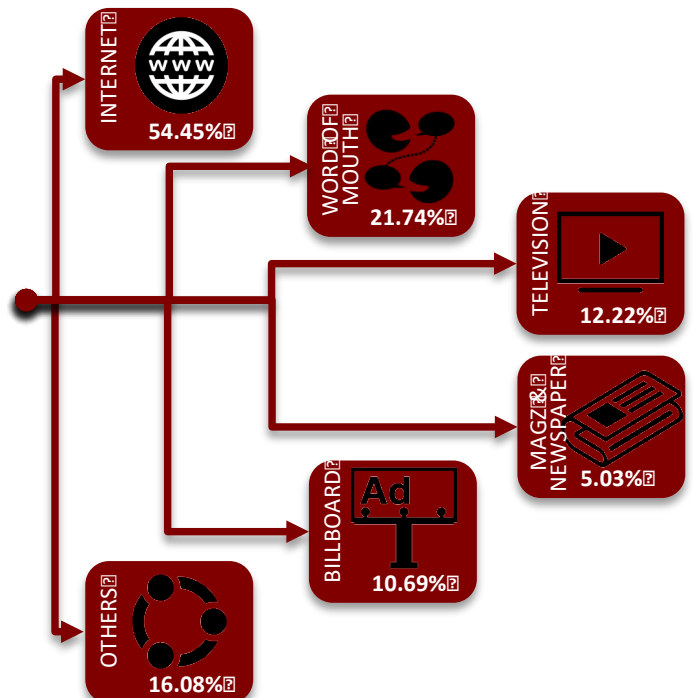
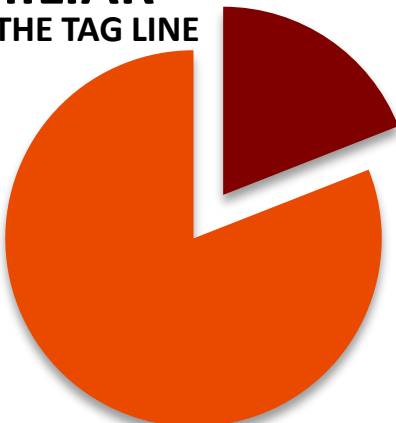
9.70%
FAMILIAR
WITH THE TAG LINE



CAMBODIA "KINGDOM OF WONDER"



19.05%
FAMILIAR
WITH THE TAG LINE



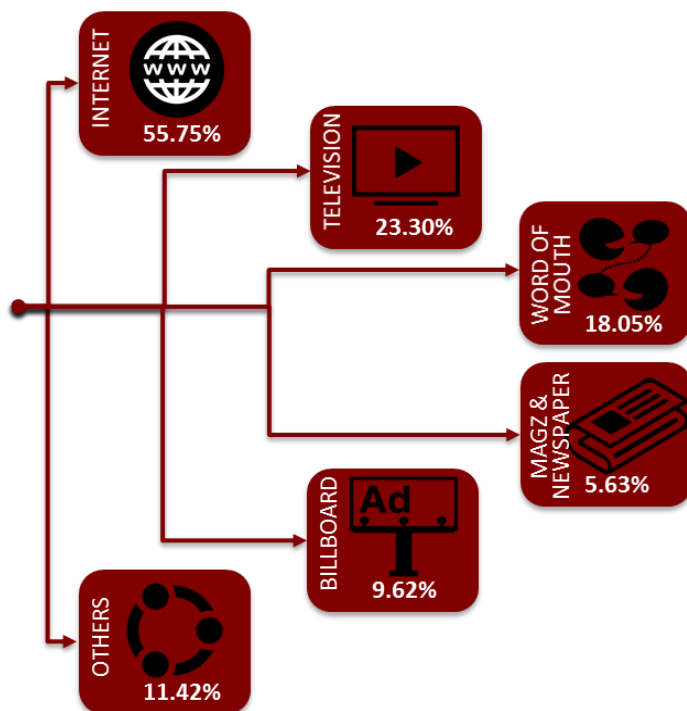
THE RESULT

AWARENESS ON ASEAN COUNTRIES TOURISM BRAND

INDONESIA "WONDERFUL INDONESIA"



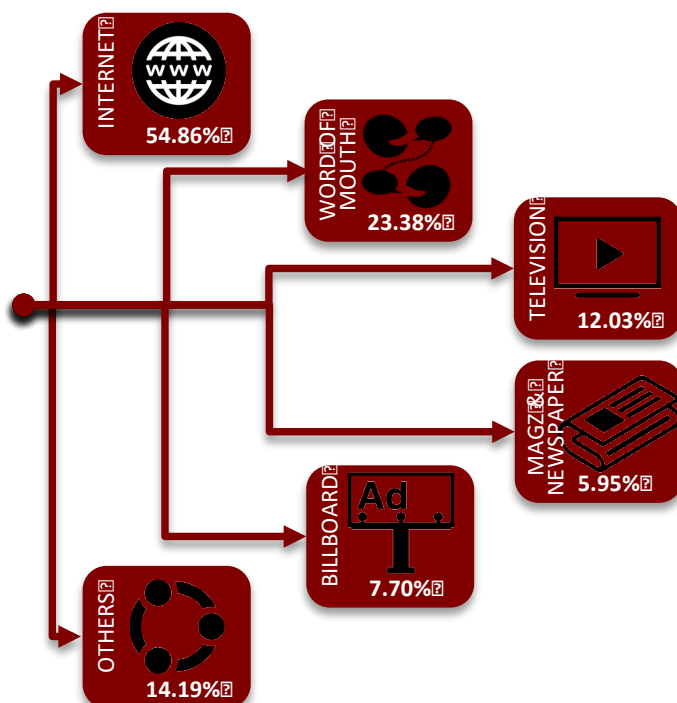
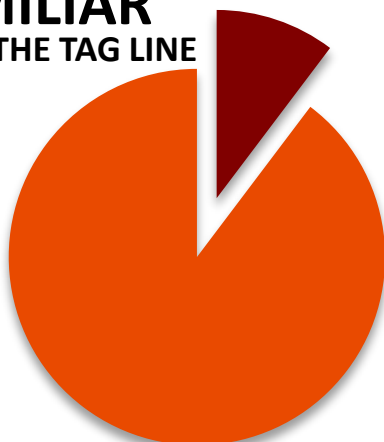
17.65%
FAMILIAR
WITH THE TAG LINE



LAO PDR "SIMPLY BEAUTIFUL"



10.29%
FAMILIAR
WITH THE TAG LINE



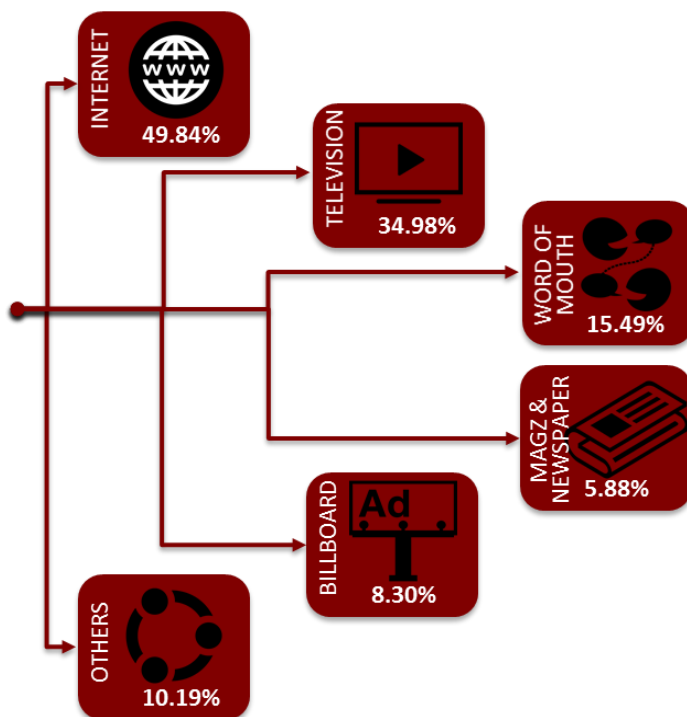
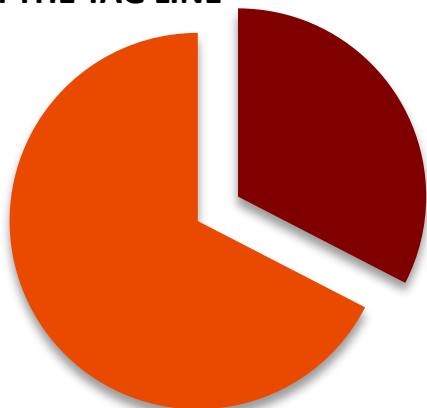
THE RESULT

AWARENESS ON ASEAN COUNTRIES TOURISM BRAND

MALAYSIA "TRULY ASIA"



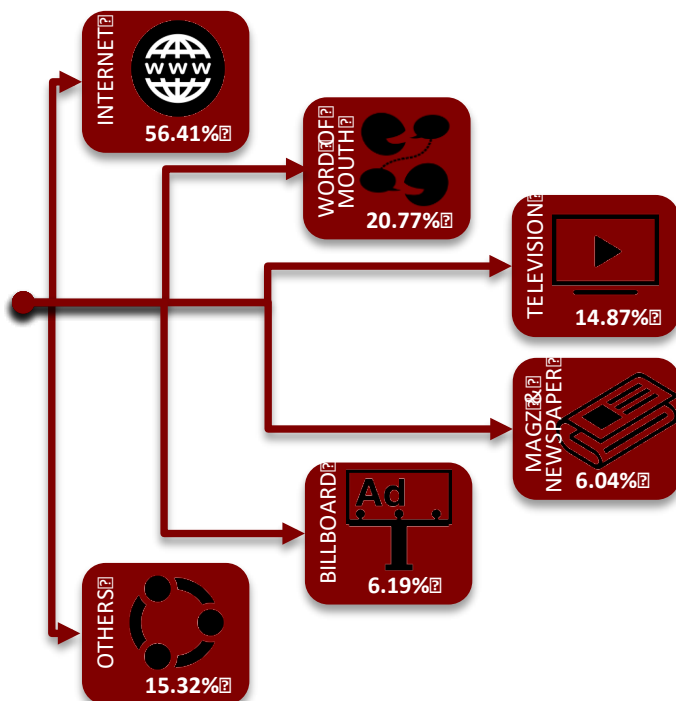
32.58%
FAMILIAR
WITH THE TAG LINE



MYANMAR "LET THE JOURNEY BEGIN"



11.62%
FAMILIAR
WITH THE TAG LINE



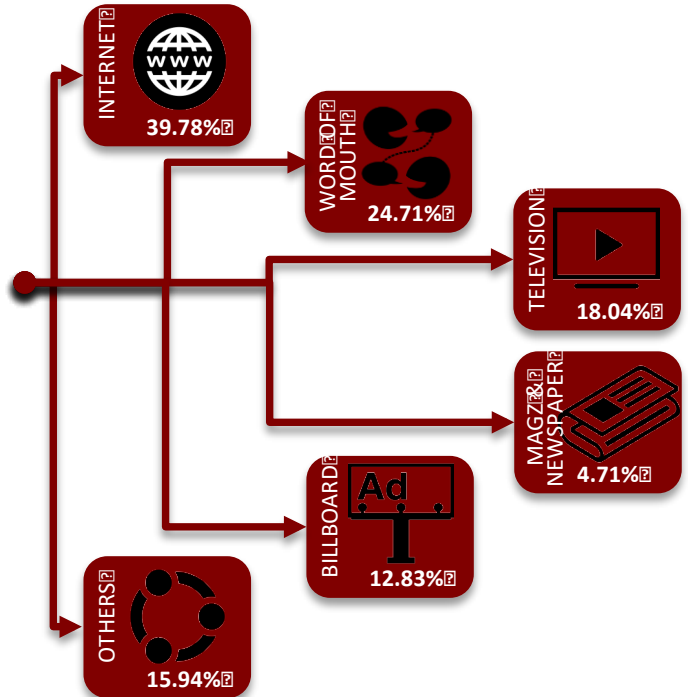
THE RESULT

AWARENESS ON ASEAN COUNTRIES TOURISM BRAND

THE PHILIPPINES "IT'S MORE FUN IN THE PHILIPPINES"



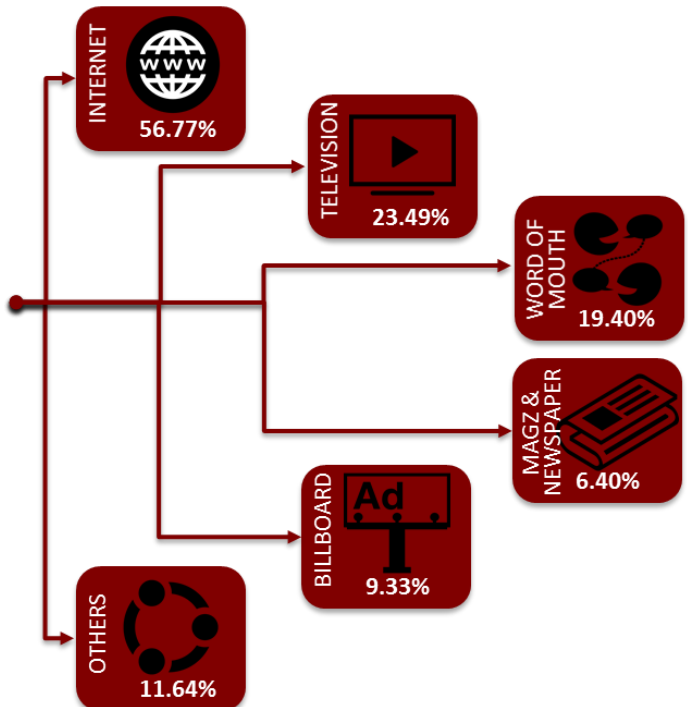
23.61%
FAMILIAR
WITH THE TAG LINE



SINGAPORE "YOUR SINGAPORE"



25.14%
FAMILIAR
WITH THE TAG LINE



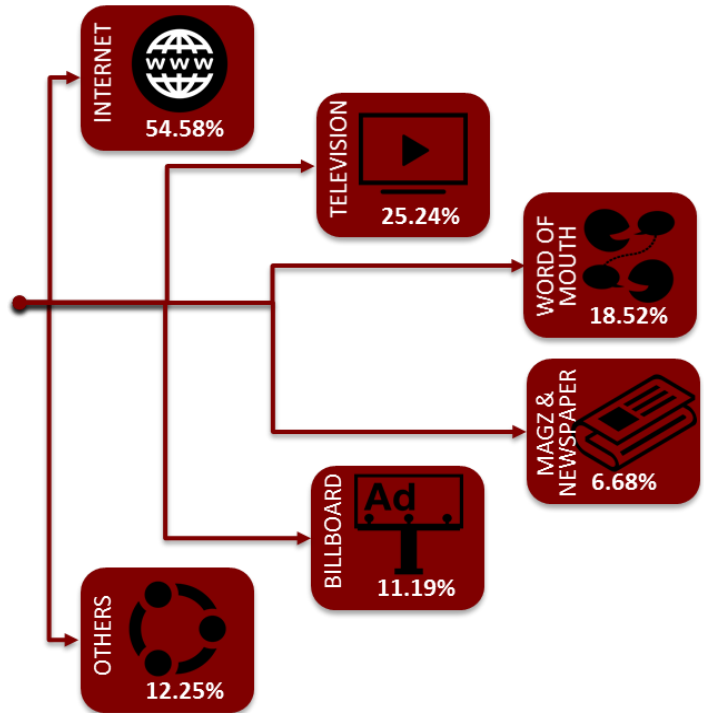
THE RESULT

AWARENESS ON ASEAN COUNTRIES TOURISM BRAND

THAILAND "AMAZING THAILAND"



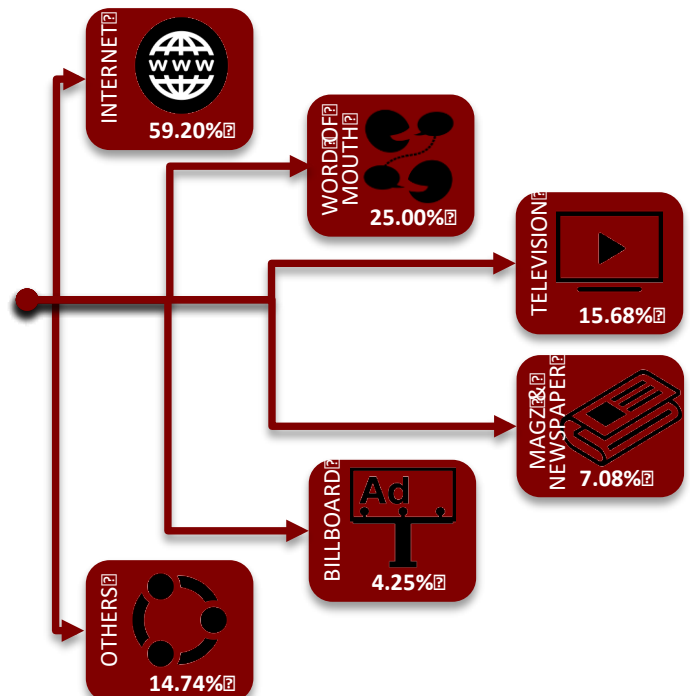
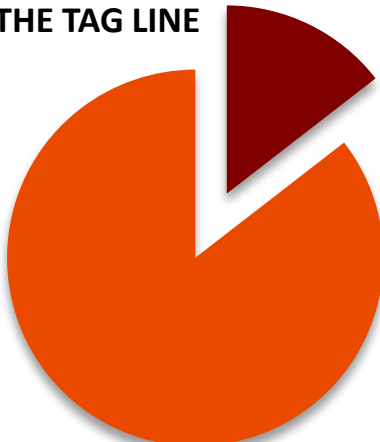
37.15%
FAMILIAR
WITH THE TAG LINE



VIETNAM "TIMELESS CHARM"



14.51%
FAMILIAR
WITH THE TAG LINE



THE TABLES

1. Visitor Arrivals Distribution to ASEAN by Country of Residence and Age

Unit: Percentage (%)

Country of Residence	Sex		Total
	Male	Female	
1	2	3	4
Malaysia	66.67	33.33	100.00
Singapore	70.93	29.07	100.00
Thailand	82.35	17.65	100.00
Vietnam	62.22	37.78	100.00
Cambodia	63.27	36.73	100.00
Other Asean	55.77	44.23	100.00
ASEAN	67.43	32.57	100.00
Hong Kong	52.78	47.22	100.00
India	78.86	21.14	100.00
Japan	80.45	19.55	100.00
South Korea	73.89	26.11	100.00
Sri Lanka	66.67	33.33	100.00
Taiwan	63.64	36.36	100.00
China	51.98	48.02	100.00
Other Asia (Ex. Asean)	77.46	22.54	100.00
ASIA	67.43	32.57	100.00
Saudi Arabia	85.19	14.81	100.00
Uni Emirat Arab	66.67	33.33	100.00
Iran	57.69	42.31	100.00
Israel	55.00	45.00	100.00
Other Middle East	77.14	22.86	100.00
MIDDLE EAST	69.28	30.72	100.00
Austria	63.16	36.84	100.00
Belgium	63.04	36.96	100.00
Denmark	60.71	39.29	100.00
France	52.54	47.46	100.00
Germany	56.90	43.10	100.00
Italy	61.39	38.61	100.00
Netherlands	57.93	42.07	100.00
Spain	65.22	34.78	100.00
Portugal	53.33	46.67	100.00
Sweden	57.14	42.86	100.00
Switzerland	51.28	48.72	100.00
United Kingdom	60.04	39.96	100.00
Finland	55.56	44.44	100.00
Norway	68.29	31.71	100.00
Ireland	59.09	40.91	100.00
Other West Europe	50.00	50.00	100.00
Russia	52.31	47.69	100.00
Czech Rep.	57.14	42.86	100.00
Other East Europe	54.29	45.71	100.00
EUROPE	57.76	42.24	100.00
United States of America	64.35	35.65	100.00
Canada	63.70	36.30	100.00
Brazilia	55.56	44.44	100.00
Central America	50.00	50.00	100.00
South America	38.89	61.11	100.00
Other America	68.42	31.58	100.00
AMERICA	62.77	37.23	100.00
Australia	54.53	45.47	100.00
New Zealand	47.18	52.82	100.00
Other Ocenia	65.52	34.48	100.00
OCENIA	53.80	46.20	100.00
South Africa	43.75	56.25	100.00
Other Africa	71.43	28.57	100.00
AFRICA	58.21	41.79	100.00
TOTAL	60.84	39.16	100.00

2. Visitor Arrivals Distribution to ASEAN by Country of Residence

Unit: Percentage (%)

Country of Residence	Age						Total
	15-24	25-34	35-44	45-54	55-64	≥65	
1	2	3	4	5	6	7	8
Malaysia	12.00	16.00	44.00	20.00	4.00	4.00	100.00
Singapore	11.63	23.26	39.53	19.77	3.49	2.33	100.00
Thailand	9.80	21.57	23.53	19.61	21.57	3.92	100.00
Vietnam	20.83	45.83	22.92	10.42	-	-	100.00
Cambodia	14.29	38.78	24.49	14.29	6.12	2.04	100.00
Other Asean	13.46	38.46	19.23	21.15	5.77	1.92	100.00
ASEAN	13.50	30.87	28.94	17.68	6.75	2.25	100.00
Hong Kong	11.11	29.17	31.94	11.11	12.50	4.17	100.00
India	5.14	33.71	34.29	17.14	6.86	2.86	100.00
Japan	10.15	20.30	16.54	27.82	22.18	3.01	100.00
South Korea	13.16	20.61	24.56	29.39	10.96	1.32	100.00
Sri Lanka	8.33	33.33	25.00	8.33	8.33	16.67	100.00
Taiwan	17.24	27.59	18.97	21.55	9.48	5.17	100.00
China	17.80	33.41	20.44	19.34	3.96	5.05	100.00
Other Asia (Ex. Asean)	8.45	43.66	26.76	8.45	5.63	7.04	100.00
ASIA	13.05	28.67	22.94	21.43	9.96	3.94	100.00
Saudi Arabia	14.81	40.74	29.63	3.70	11.11	-	100.00
Uni Emirat Arab	9.09	40.91	34.09	6.82	6.82	2.27	100.00
Iran	7.69	38.46	26.92	15.38	3.85	7.69	100.00
Israel	35.00	25.00	-	10.00	25.00	5.00	100.00
Other Middle East	5.71	48.57	22.86	17.14	-	5.71	100.00
MIDDLE EAST	12.50	40.13	25.00	10.53	7.89	3.95	100.00
Austria	26.32	31.58	26.32	10.53	5.26	-	100.00
Belgium	8.70	26.09	32.61	17.39	8.70	6.52	100.00
Denmark	36.21	29.31	17.24	13.79	3.45	-	100.00
France	18.71	37.76	19.05	10.20	9.52	4.76	100.00
Germany	26.62	29.35	21.50	15.36	4.44	2.73	100.00
Italy	13.73	37.25	26.47	12.75	8.82	0.98	100.00
Netherlands	23.03	31.52	18.18	16.36	5.45	5.45	100.00
Spain	5.71	51.43	28.57	8.57	2.86	2.86	100.00
Portugal	-	20.00	13.33	20.00	13.33	33.33	100.00
Sweden	26.09	27.54	15.94	15.94	7.25	7.25	100.00
Switzerland	25.64	32.05	21.79	10.26	6.41	3.85	100.00
United Kingdom	20.43	29.13	21.85	11.19	9.24	8.17	100.00
Finland	13.89	50.00	25.00	11.11	-	-	100.00
Norway	26.83	24.39	19.51	14.63	7.32	7.32	100.00
Ireland	13.64	36.36	22.73	13.64	4.55	9.09	100.00
Other West Europe	16.67	16.67	41.67	8.33	8.33	8.33	100.00
Russia	13.24	39.71	20.59	17.65	5.88	2.94	100.00
Czech Rep.	14.29	53.57	25.00	7.14	-	-	100.00
Other East Europe	21.13	30.99	29.58	14.08	1.41	2.82	100.00
EUROPE	20.46	32.77	21.86	12.79	6.90	5.21	100.00
United States of America	14.03	26.96	21.68	16.39	13.30	7.65	100.00
Canada	23.29	28.77	16.44	17.12	11.64	2.74	100.00
Brazilia	10.71	25.00	32.14	21.43	-	10.71	100.00
Central America	-	100.00	-	-	-	-	100.00
South America	27.78	41.67	22.22	8.33	-	-	100.00
Other America	47.37	15.79	15.79	10.53	5.26	5.26	100.00
AMERICA	17.01	28.01	20.84	16.11	11.64	6.39	100.00
Australia	17.18	28.83	20.00	14.11	10.55	9.33	100.00
New Zealand	23.24	29.58	11.97	15.49	10.56	9.15	100.00
Other Oceania	24.14	27.59	10.34	20.69	13.79	3.45	100.00
OCEANIA	18.26	28.90	18.56	14.50	10.65	9.13	100.00
South Africa	24.24	42.42	9.09	6.06	12.12	6.06	100.00
Other Africa	8.57	51.43	14.29	25.71	-	-	100.00
AFRICA	16.18	47.06	11.76	16.18	5.88	2.94	100.00
TOTAL	17.19	30.73	21.77	15.87	8.93	5.52	100.00

3. Visitor Arrivals Distribution to ASEAN by Country of Residence and Occupation

Unit: Percentage (%)

Country of Residence	Occupation								Total
	Professional	Manager / Director	Military / Police	Housewife	Student	Retired	Clerical / Mechanic	Other	
1	2	3	4	5	6	7	8	9	10
Malaysia	53.85	15.38	3.85	3.85	11.54	-	-	11.54	100.00
Singapore	40.70	30.23	1.16	3.49	11.63	1.16	8.14	3.49	100.00
Thailand	41.18	25.49	-	1.96	9.80	5.88	7.84	7.84	100.00
Vietnam	45.83	16.67	-	4.17	22.92	-	2.08	8.33	100.00
Cambodia	67.35	12.24	-	4.08	10.20	2.04	2.04	2.04	100.00
Other Asean	42.31	19.23	1.92	3.85	17.31	-	1.92	13.46	100.00
ASEAN	47.12	21.47	0.96	3.53	13.78	1.60	4.49	7.05	100.00
Hong Kong	42.47	13.70	-	9.59	16.44	9.59	5.48	2.74	100.00
India	52.54	11.30	1.69	5.65	5.65	3.95	15.25	3.95	100.00
Japan	26.12	13.81	1.87	4.85	9.33	32.46	6.34	5.22	100.00
South Korea	14.73	3.57	1.34	4.91	19.64	37.95	5.80	12.05	100.00
Sri Lanka	15.38	23.08	-	-	7.69	7.69	7.69	38.46	100.00
Taiwan	7.92	14.85	0.99	5.94	20.79	42.57	0.99	5.94	100.00
China	14.61	15.28	4.27	13.93	20.45	20.90	5.39	5.17	100.00
Other Asia (Ex. Asean)	39.19	16.22	-	1.35	16.22	2.70	4.05	20.27	100.00
ASIA	24.07	12.58	2.25	8.00	15.71	23.64	6.55	7.20	100.00
Saudi Arabia	59.26	3.70	3.70	-	14.81	7.41	11.11	-	100.00
Uni Emirat Arab	47.83	17.39	2.17	2.17	10.87	6.52	8.70	4.35	100.00
Iran	50.00	23.08	-	3.85	11.54	11.54	-	-	100.00
Israel	30.00	10.00	10.00	-	25.00	5.00	15.00	5.00	100.00
Other Middle East	41.67	19.44	2.78	8.33	8.33	5.56	8.33	5.56	100.00
MIDDLE EAST	46.45	15.48	3.23	3.23	12.90	7.10	8.39	3.23	100.00
Austria	26.32	21.05	-	5.26	26.32	10.53	5.26	5.26	100.00
Belgium	26.09	15.22	2.17	4.35	19.57	13.04	13.04	6.52	100.00
Denmark	27.59	25.86	-	-	34.48	1.72	5.17	5.17	100.00
France	47.30	10.47	1.01	3.72	17.23	9.12	4.05	7.09	100.00
Germany	38.98	11.86	4.07	0.34	25.08	6.44	5.42	7.80	100.00
Italy	49.04	10.58	-	3.85	18.27	5.77	7.69	4.81	100.00
Netherlands	38.55	15.66	3.01	3.01	21.08	9.04	3.61	6.02	100.00
Spain	44.29	15.71	1.43	-	11.43	11.43	8.57	7.14	100.00
Portugal	25.00	6.25	-	-	-	50.00	-	18.75	100.00
Sweden	27.14	15.71	-	5.71	30.00	8.57	7.14	5.71	100.00
Switzerland	40.51	12.66	-	3.80	20.25	1.27	8.86	12.66	100.00
United Kingdom	40.53	11.33	0.71	3.89	14.34	13.45	10.09	5.66	100.00
Finland	38.89	25.00	-	5.56	16.67	2.78	11.11	-	100.00
Norway	38.10	7.14	2.38	-	23.81	14.29	11.90	2.38	100.00
Ireland	50.00	11.36	4.55	4.55	13.64	4.55	4.55	6.82	100.00
Other West Europe	50.00	8.33	-	-	8.33	16.67	8.33	8.33	100.00
Russia	38.24	27.94	1.47	7.35	10.29	1.47	7.35	5.88	100.00
Czech Rep.	51.85	7.41	-	-	14.81	7.41	3.70	14.81	100.00
Other East Europe	36.11	13.89	-	2.78	19.44	6.94	4.17	16.67	100.00
EUROPE	40.38	13.19	1.44	3.07	18.56	9.30	7.10	6.95	100.00
United States of America	40.98	10.38	2.55	2.37	15.66	9.65	14.39	4.01	100.00
Canada	35.14	8.11	2.03	4.05	22.97	8.78	9.46	9.46	100.00
Brazilia	50.00	17.86	-	3.57	7.14	7.14	3.57	10.71	100.00
Central America	75.00	-	-	-	-	-	25.00	-	100.00
South America	54.05	5.41	-	2.70	16.22	5.41	-	16.22	100.00
Other America	26.32	26.32	5.26	-	15.79	5.26	5.26	15.79	100.00
AMERICA	40.64	10.32	2.29	2.68	16.69	9.04	12.23	6.11	100.00
Australia	42.54	10.51	0.86	3.55	16.26	11.37	10.76	4.16	100.00
New Zealand	40.85	6.34	2.11	3.52	24.65	11.27	7.04	4.23	100.00
Other Ocenia	24.14	-	6.90	3.45	24.14	13.79	24.14	3.45	100.00
OCENIA	41.76	9.61	1.21	3.54	17.69	11.43	10.62	4.15	100.00
South Africa	45.45	9.09	-	3.03	24.24	3.03	9.09	6.06	100.00
Other Africa	34.29	14.29	2.86	2.86	17.14	2.86	11.43	14.29	100.00
AFRICA	39.71	11.76	1.47	2.94	20.59	2.94	10.29	10.29	100.00
TOTAL	37.29	12.53	1.73	4.30	17.09	12.50	8.20	6.36	100.00

4. Visitor Arrivals Distribution to ASEAN by Country of Residence and Education

Unit: Percentage (%)

Country of Residence	Education							Total
	No Formal Schooling	Primary / Elementary	Secondary / High School	Post Secondary	Tertiary-Diploma / Graduate	Tertiary-Post Graduate	Other	
1	2	3	4	5	6	7	8	9
Malaysia	-	-	7.69	3.85	61.54	23.08	3.85	100.00
Singapore	-	-	6.98	3.49	43.02	45.35	1.16	100.00
Thailand	1.96	1.96	5.88	7.84	43.14	35.29	3.92	100.00
Vietnam	-	-	6.25	6.25	43.75	39.58	4.17	100.00
Cambodia	-	-	8.16	6.12	51.02	34.69	-	100.00
Other Asean	-	-	7.69	3.85	38.46	46.15	3.85	100.00
ASEAN	0.32	0.32	7.05	5.13	45.19	39.42	2.56	100.00
Hong Kong	2.74	-	9.59	9.59	41.10	35.62	1.37	100.00
India	-	0.56	5.08	3.95	51.41	36.16	2.82	100.00
Japan	0.37	0.37	10.82	3.73	64.55	15.67	4.48	100.00
South Korea	-	1.35	18.39	5.83	61.88	10.31	2.24	100.00
Sri Lanka	-	-	15.38	7.69	23.08	46.15	7.69	100.00
Taiwan	2.38	-	4.76	1.19	77.38	13.10	1.19	100.00
China	6.11	6.36	15.01	8.65	40.20	16.28	7.38	100.00
Other Asia (Ex. Asean)	2.70	1.35	16.22	-	36.49	36.49	6.76	100.00
ASIA	2.38	2.38	12.49	5.59	52.49	20.15	4.52	100.00
Saudi Arabia	-	-	7.41	3.70	51.85	37.04	-	100.00
Uni Emirat Arab	2.17	-	4.35	6.52	54.35	26.09	6.52	100.00
Iran	7.69	-	3.85	-	38.46	42.31	7.69	100.00
Israel	-	-	30.00	5.00	25.00	40.00	-	100.00
Other Middle East	-	-	5.56	2.78	52.78	36.11	2.78	100.00
MIDDLE EAST	1.94	-	8.39	3.87	47.10	34.84	3.87	100.00
Austria	-	-	21.05	5.26	31.58	36.84	5.26	100.00
Belgium	-	-	8.70	10.87	39.13	34.78	6.52	100.00
Denmark	-	5.17	27.59	1.72	43.10	17.24	5.17	100.00
France	-	1.01	11.82	7.77	44.93	29.05	5.41	100.00
Germany	0.34	1.36	25.08	5.42	35.93	27.46	4.41	100.00
Italy	-	-	17.31	4.81	34.62	36.54	6.73	100.00
Netherlands	0.61	0.61	15.76	4.24	44.24	29.70	4.85	100.00
Spain	-	-	8.57	2.86	57.14	31.43	-	100.00
Portugal	-	-	6.25	6.25	56.25	18.75	12.50	100.00
Sweden	-	2.86	15.71	7.14	32.86	34.29	7.14	100.00
Switzerland	-	1.27	17.72	7.59	36.71	26.58	10.13	100.00
United Kingdom	0.53	0.71	13.98	12.21	43.72	25.84	3.01	100.00
Finland	-	-	5.56	11.11	47.22	30.56	5.56	100.00
Norway	-	-	19.05	9.52	47.62	16.67	7.14	100.00
Ireland	2.27	2.27	13.64	6.82	52.27	20.45	2.27	100.00
Other West Europe	-	-	16.67	8.33	41.67	33.33	-	100.00
Russia	-	-	10.29	10.29	44.12	26.47	8.82	100.00
Czech Rep.	-	3.57	7.14	7.14	57.14	14.29	10.71	100.00
Other East Europe	-	2.78	22.22	2.78	37.50	29.17	5.56	100.00
EUROPE	0.29	1.06	15.88	7.87	42.35	27.67	4.89	100.00
United States of America	-	0.36	9.65	10.02	48.09	30.60	1.28	100.00
Canada	-	0.68	8.78	24.32	42.57	18.92	4.73	100.00
Brazilia	-	-	10.71	7.14	28.57	53.57	-	100.00
Central America	-	-	-	-	-	100.00	-	100.00
South America	5.41	-	13.51	13.51	48.65	16.22	2.70	100.00
Other America	-	-	15.79	15.79	31.58	26.32	10.53	100.00
AMERICA	0.25	0.38	9.81	12.87	45.73	28.79	2.17	100.00
Australia	0.73	1.10	18.22	6.85	45.84	25.31	1.96	100.00
New Zealand	-	0.70	23.24	4.93	48.59	22.54	-	100.00
Other Ocenia	-	-	17.24	-	75.86	6.90	-	100.00
OCENIA	0.61	1.01	18.91	6.37	47.12	24.37	1.62	100.00
South Africa	-	-	12.12	3.03	45.45	39.39	-	100.00
Other Africa	2.86	-	17.14	5.71	48.57	22.86	2.86	100.00
AFRICA	1.47	-	14.71	4.41	47.06	30.88	1.47	100.00
TOTAL	0.88	1.18	14.09	7.47	46.31	26.41	3.67	100.00

5. Visitor Arrivals Distribution to ASEAN by Country of Residence and First Visit to ASEAN

Unit: Percentage (%)

Country of Residence	First Visit to ASEAN		Total
	Yes	No	
1	2	3	4
Malaysia	-	100.00	100.00
Singapore	3.49	96.51	100.00
Thailand	3.92	96.08	100.00
Vietnam	22.92	77.08	100.00
Cambodia	12.24	87.76	100.00
Other Asean	9.62	90.38	100.00
ASEAN	8.65	91.35	100.00
Hong Kong	6.85	93.15	100.00
I n d i a	27.12	72.88	100.00
J a p a n	14.18	85.82	100.00
S o u t h K o r e a	28.45	71.55	100.00
Srilanka	15.38	84.62	100.00
Taiwan	33.88	66.12	100.00
C h i n a	44.81	55.19	100.00
Other Asia (Ex. Asean)	39.19	60.81	100.00
ASIA	30.99	69.01	100.00
Saudi Arabia	29.63	70.37	100.00
Uni Emirat Arab	26.09	73.91	100.00
Iran	34.62	65.38	100.00
Israel	25.00	75.00	100.00
Other Middle East	30.56	69.44	100.00
MIDDLE EAST	29.03	70.97	100.00
Austria	31.58	68.42	100.00
Belgium	36.96	63.04	100.00
Denmark	32.76	67.24	100.00
France	41.22	58.78	100.00
Germany	42.37	57.63	100.00
I t a l y	35.58	64.42	100.00
Netherlands	36.14	63.86	100.00
Spain	37.14	62.86	100.00
Portugal	25.00	75.00	100.00
Sweden	32.86	67.14	100.00
Switzerland	36.71	63.29	100.00
United Kingdom	32.39	67.61	100.00
Finland	27.78	72.22	100.00
Norway	19.05	80.95	100.00
Ireland	27.27	72.73	100.00
Other West Europe	33.33	66.67	100.00
R u s i a	41.18	58.82	100.00
Czech Rep.	42.86	57.14	100.00
Other East Europe	48.61	51.39	100.00
EUROPE	36.43	63.57	100.00
United States of America	34.06	65.94	100.00
Canada	35.81	64.19	100.00
Brazilia	50.00	50.00	100.00
Central America	75.00	25.00	100.00
South America	64.86	35.14	100.00
Other America	47.37	52.63	100.00
AMERICA	36.94	63.06	100.00
Australia	22.13	77.87	100.00
New Zealand	31.69	68.31	100.00
Other Ocenia	34.48	65.52	100.00
OCENIA	23.86	76.14	100.00
South Africa	36.36	63.64	100.00
Other Africa	48.57	51.43	100.00
AFRICA	42.65	57.35	100.00
TOTAL	31.42	68.58	100.00

6.a

Visitor Arrivals Distribution to ASEAN by Country of Residence and ASEAN Country/ies Have Their Visited in The Last 3 Years

Unit: Percentage (%)

Country of Residence	ASEAN Countries				
	Brunei Darussalam	Cambodia	Indonesia	Lao PDR	Malaysia
1	2	3	4	5	6
Malaysia	23.08	34.62	57.69	19.23	80.77
Singapore	11.63	38.37	58.14	9.30	77.91
Thailand	9.80	41.18	41.18	43.14	56.86
Vietnam	2.08	37.50	18.75	29.17	37.50
Cambodia	-	97.96	26.53	55.10	51.02
Other Asean	1.92	53.85	46.15	44.23	65.38
ASEAN	7.37	50.32	42.31	31.73	62.18
Hong Kong	34.25	21.92	35.62	9.59	63.01
India	6.78	8.47	20.90	3.39	47.46
Japan	6.34	10.07	17.54	5.60	19.40
South Korea	6.47	18.10	14.66	9.05	22.41
Srilanka	15.38	23.08	30.77	7.69	76.92
Taiwan	2.48	6.61	8.26	-	20.66
China	6.92	11.41	15.68	10.79	17.31
Other Asia (Ex. Asean)	22.97	18.92	17.57	4.05	56.76
ASIA	8.63	12.49	17.12	7.32	27.33
Saudi Arabia	11.11	-	11.11	-	44.44
Uni Emirat Arab	30.43	17.39	17.39	6.52	36.96
Iran	3.85	3.85	11.54	7.69	84.62
Israel	-	35.00	-	15.00	5.00
Other Middle East	5.56	8.33	19.44	8.33	50.00
MIDDLE EAST	12.90	12.26	13.55	7.10	45.16
Austria	10.53	10.53	47.37	10.53	26.32
Belgium	10.87	32.61	30.43	17.39	21.74
Denmark	6.90	18.97	39.66	13.79	32.76
France	4.73	33.78	34.12	19.26	22.64
Germany	6.44	28.47	31.86	16.95	36.27
Italy	6.73	26.92	33.65	6.73	22.12
Netherlands	8.43	18.67	42.77	12.65	31.33
Spain	4.29	37.14	42.86	12.86	51.43
Portugal	12.50	31.25	18.75	37.50	25.00
Sweden	8.57	25.71	12.86	8.57	31.43
Switzerland	2.53	18.99	40.51	22.78	34.18
United Kingdom	29.03	26.55	26.02	17.88	38.76
Finland	19.44	16.67	19.44	8.33	41.67
Norway	4.76	21.43	14.29	2.38	33.33
Ireland	22.73	29.55	20.45	13.64	45.45
Other West Europe	16.67	33.33	33.33	50.00	50.00
Russia	7.35	23.53	23.53	7.35	32.35
Czech Rep.	10.71	17.86	25.00	7.14	21.43
Other East Europe	15.28	38.89	18.06	11.11	44.44
EUROPE	13.52	27.13	30.20	15.53	33.84
United States of America	6.38	34.43	17.49	23.50	24.95
Canada	10.14	36.49	27.70	28.38	35.14
Brazilia	10.71	46.43	39.29	25.00	39.29
Central America	-	-	-	50.00	25.00
South America	5.41	29.73	18.92	24.32	43.24
Other America	-	21.05	10.53	10.53	42.11
AMERICA	7.01	34.52	20.00	24.33	28.66
Australia	20.54	23.84	39.36	11.00	35.94
New Zealand	14.08	24.65	19.72	30.99	37.32
Other Ocenia	-	10.34	10.34	3.45	3.45
OCENIA	19.01	23.56	35.69	13.65	35.19
South Africa	-	39.39	15.15	12.12	24.24
Other Africa	20.00	5.71	8.57	2.86	57.14
AFRICA	10.29	22.06	11.76	7.35	41.18
TOTAL	11.98	24.67	26.51	14.90	33.66

6.b

Visitor Arrivals Distribution to ASEAN by Country of Residence and ASEAN Country/ies Have Their Visited in The Last 3 Years

Unit: Percentage (%)

Country of Residence	ASEAN Countries				
	Myanmar	The Philippines	Singapore	Thailand	Viet Nam
1	2	3	4	5	6
Malaysia	23.08	30.77	57.69	53.85	26.92
Singapore	18.60	46.51	82.56	61.63	39.53
Thailand	33.33	41.18	56.86	78.43	31.37
Vietnam	18.75	10.42	37.50	60.42	85.42
Cambodia	16.33	14.29	55.10	71.43	53.06
Other Asean	42.31	26.92	53.85	65.38	48.08
ASEAN	25.00	30.45	60.26	65.71	47.76
Hong Kong	16.44	36.99	56.16	60.27	31.51
India	7.91	50.28	46.33	46.89	11.30
Japan	11.19	67.16	22.39	35.07	11.19
South Korea	6.03	71.98	34.05	39.22	20.26
Srilanka	53.85	38.46	46.15	53.85	15.38
Taiwan	9.09	52.07	17.36	39.67	33.88
China	7.13	23.83	17.11	34.42	39.92
Other Asia (Ex. Asean)	12.16	17.57	25.68	32.43	2.70
ASIA	9.11	45.62	27.05	38.65	24.91
Saudi Arabia	3.70	55.56	14.81	7.41	3.70
Uni Emirat Arab	13.04	39.13	21.74	41.30	6.52
Iran	-	11.54	23.08	15.38	-
Israel	35.00	45.00	15.00	55.00	15.00
Other Middle East	-	41.67	27.78	22.22	2.78
MIDDLE EAST	9.03	38.71	21.29	28.39	5.16
Austria	15.79	15.79	36.84	57.89	15.79
Belgium	21.74	19.57	39.13	52.17	10.87
Denmark	17.24	29.31	46.55	48.28	22.41
France	18.92	13.85	29.73	41.89	18.92
Germany	29.15	20.34	38.64	43.73	21.36
Italy	31.73	15.38	28.85	57.69	18.27
Netherlands	18.67	16.87	27.71	39.76	13.25
Spain	14.29	22.86	21.43	57.14	27.14
Portugal	12.50	6.25	12.50	50.00	50.00
Sweden	24.29	21.43	35.71	41.43	20.00
Switzerland	32.91	18.99	40.51	54.43	17.72
United Kingdom	16.11	23.89	40.18	46.73	22.48
Finland	22.22	25.00	33.33	52.78	8.33
Norway	28.57	38.10	30.95	38.10	21.43
Ireland	20.45	27.27	38.64	43.18	20.45
Other West Europe	25.00	25.00	50.00	66.67	50.00
Russia	23.53	20.59	16.18	45.59	25.00
Czech Rep.	3.57	42.86	53.57	39.29	28.57
Other East Europe	34.72	25.00	31.94	54.17	25.00
EUROPE	21.52	21.09	34.90	46.45	20.76
United States of America	15.66	39.53	29.87	44.26	23.68
Canada	20.27	29.73	41.22	62.84	29.73
Brazilia	46.43	25.00	39.29	75.00	28.57
Central America	25.00	-	25.00	-	-
South America	54.05	35.14	35.14	48.65	18.92
Other America	31.58	36.84	26.32	42.11	15.79
AMERICA	19.87	36.69	32.48	48.79	24.46
Australia	9.05	26.16	40.95	36.06	20.05
New Zealand	14.08	21.13	48.59	35.92	16.20
Other Ocenia	-	96.55	24.14	10.34	6.90
OCENIA	9.50	27.50	41.56	35.29	19.11
South Africa	12.12	33.33	42.42	60.61	33.33
Other Africa	14.29	34.29	11.43	22.86	2.86
AFRICA	13.24	33.82	26.47	41.18	17.65
TOTAL	15.95	31.47	34.65	43.43	23.00

7.a

Visitor Arrivals Distribution to ASEAN by Country of Residence and ASEAN Country/ies Have Their Considered to Visit in The Next 2 Years

Unit: Percentage (%)

Country of Residence	ASEAN Countries				
	Brunei Darussalam	Cambodia	Indonesia	Lao PDR	Malaysia
1	2	3	4	5	6
Malaysia	11.54	30.77	53.85	30.77	23.08
Singapore	21.25	46.25	55.00	28.75	36.25
Thailand	12.77	48.94	42.55	34.04	36.17
Vietnam	14.89	51.06	38.30	25.53	31.91
Cambodia	14.58	39.58	41.67	35.42	39.58
Other Asean	17.39	34.78	45.65	21.74	34.78
ASEAN	16.33	43.20	46.60	29.25	34.69
Hong Kong	12.31	21.54	36.92	16.92	30.77
India	4.38	18.13	33.75	9.38	36.25
Japan	8.44	6.33	18.14	5.91	13.92
South Korea	6.57	19.25	15.02	2.82	25.35
Srilanka	27.27	36.36	18.18	9.09	18.18
Taiwan	2.30	5.75	35.63	4.60	17.24
China	5.35	13.90	21.93	21.93	16.31
Other Asia (Ex. Asean)	18.46	16.92	24.62	15.38	46.15
ASIA	7.10	14.11	23.43	11.80	22.52
Saudi Arabia	18.18	-	13.64	-	18.18
Uni Emirat Arab	9.09	27.27	15.91	9.09	27.27
Iran	4.35	13.04	26.09	-	34.78
Israel	6.25	18.75	6.25	12.50	12.50
Other Middle East	6.25	-	18.75	3.13	46.88
MIDDLE EAST	8.76	13.14	16.79	5.11	29.93
Austria	6.25	12.50	37.50	-	12.50
Belgium	18.42	18.42	28.95	10.53	26.32
Denmark	-	25.53	36.17	14.89	23.40
France	6.13	23.37	27.59	11.88	16.09
Germany	7.47	23.65	25.31	14.52	20.75
Italy	7.14	21.43	21.43	15.48	25.00
Netherlands	4.20	32.17	32.87	13.99	24.48
Spain	4.69	23.44	26.56	9.38	15.63
Portugal	-	45.45	27.27	36.36	18.18
Sweden	6.45	22.58	24.19	9.68	32.26
Switzerland	7.14	25.71	28.57	12.86	24.29
United Kingdom	14.51	25.10	30.78	16.47	26.27
Finland	12.50	34.38	40.63	21.88	28.13
Norway	2.78	13.89	16.67	2.78	25.00
Ireland	14.63	34.15	46.34	17.07	17.07
Other West Europe	12.50	12.50	37.50	25.00	50.00
Russia	7.02	15.79	45.61	5.26	21.05
Czech Rep.	5.00	55.00	15.00	15.00	20.00
Other East Europe	6.67	25.00	26.67	10.00	35.00
EUROPE	8.94	24.93	29.43	13.77	23.32
United States of America	11.27	25.61	27.25	19.06	26.84
Canada	15.20	28.00	40.00	16.80	38.40
Brazilia	4.17	29.17	37.50	20.83	33.33
Central America	-	-	-	-	-
South America	9.68	61.29	54.84	19.35	29.03
Other America	5.88	29.41	41.18	17.65	23.53
AMERICA	11.50	27.80	31.44	18.63	29.11
Australia	9.88	24.57	27.77	12.42	24.17
New Zealand	10.40	22.40	29.60	12.80	29.60
Other Ocenia	4.35	13.04	17.39	8.70	13.04
OCENIA	9.81	23.97	27.76	12.37	24.64
South Africa	6.06	21.21	27.27	9.09	21.21
Other Africa	9.68	16.13	22.58	3.23	22.58
AFRICA	7.81	18.75	25.00	6.25	21.88
TOTAL	9.41	23.23	28.57	14.28	24.96

7.b

Visitor Arrivals Distribution to ASEAN by Country of Residence and ASEAN Country/ies Have Their Considered to Visit in The Next 2 Years

Unit: Percentage (%)

Country of Residence	ASEAN Countries				
	Myanmar	The Philippines	Singapore	Thailand	Viet Nam
1	2	3	4	5	6
Malaysia	30.77	50.00	38.46	34.62	38.46
Singapore	40.00	57.50	37.50	43.75	46.25
Thailand	42.55	29.79	31.91	44.68	40.43
Vietnam	38.30	36.17	27.66	48.94	31.91
Cambodia	47.92	47.92	47.92	50.00	50.00
Other Asean	23.91	43.48	45.65	45.65	43.48
ASEAN	38.10	45.24	38.10	45.24	42.52
Hong Kong	12.31	36.92	36.92	46.15	36.92
India	13.75	35.00	35.63	38.13	21.88
Japan	8.44	56.12	35.86	45.99	5.91
South Korea	6.57	69.01	34.27	32.39	29.58
Srilanka	9.09	36.36	9.09	9.09	27.27
Taiwan	9.20	6.90	16.09	22.99	20.69
China	7.75	10.70	15.24	30.48	26.74
Other Asia (Ex. Asean)	13.85	16.92	30.77	32.31	13.85
ASIA	9.16	34.74	27.31	35.07	21.95
Saudi Arabia	-	36.36	27.27	18.18	-
Uni Emirat Arab	9.09	29.55	34.09	38.64	6.82
Iran	8.70	4.35	17.39	26.09	4.35
Israel	18.75	62.50	12.50	31.25	18.75
Other Middle East	3.13	25.00	31.25	28.13	3.13
MIDDLE EAST	7.30	29.20	27.01	29.93	5.84
Austria	18.75	25.00	18.75	18.75	18.75
Belgium	18.42	23.68	15.79	23.68	39.47
Denmark	23.40	46.81	23.40	42.55	25.53
France	16.86	27.59	16.86	37.16	27.59
Germany	21.16	28.22	19.50	37.34	25.31
Italy	17.86	28.57	25.00	32.14	25.00
Netherlands	16.08	30.77	21.68	34.97	27.27
Spain	17.19	40.63	14.06	18.75	17.19
Portugal	18.18	9.09	18.18	36.36	45.45
Sweden	19.35	27.42	43.55	37.10	27.42
Switzerland	18.57	27.14	31.43	45.71	24.29
United Kingdom	21.76	35.49	27.84	37.65	27.25
Finland	15.63	40.63	31.25	34.38	37.50
Norway	5.56	38.89	36.11	50.00	11.11
Ireland	12.20	34.15	24.39	36.59	19.51
Other West Europe	62.50	50.00	37.50	37.50	37.50
Russia	19.30	17.54	22.81	36.84	21.05
Czech Rep.	5.00	45.00	30.00	35.00	35.00
Other East Europe	10.00	30.00	18.33	36.67	20.00
EUROPE	18.77	31.59	23.93	36.42	26.10
United States of America	23.36	44.88	31.76	37.50	31.35
Canada	23.20	42.40	33.60	39.20	35.20
Brazilia	33.33	29.17	29.17	45.83	41.67
Central America	50.00	50.00	-	50.00	-
South America	16.13	48.39	41.94	61.29	41.94
Other America	11.76	23.53	41.18	29.41	23.53
AMERICA	23.14	43.52	32.61	39.01	32.61
Australia	15.35	31.51	30.71	37.78	26.44
New Zealand	15.20	25.60	26.40	44.00	28.80
Other Oceania	4.35	78.26	60.87	34.78	8.70
OCENIA	15.05	31.88	30.88	38.57	26.31
South Africa	24.24	30.30	33.33	33.33	27.27
Other Africa	3.23	25.81	22.58	16.13	22.58
AFRICA	14.06	28.13	28.13	25.00	25.00
TOTAL	17.16	34.68	28.08	37.02	26.41

8.

Visitor Arrivals Distribution to ASEAN by Country of Residence and Main Purpose of Visit

Unit: Percentage (%)

Country of Residence	Main Purpose of Visit										Total
	Holiday	Business	MICE	Visiting friend	Education	Sport	Official Mission	Religious	Beauty & Health Treatment	Others	
1	2	3	4	5	6	7	8	9	10	11	12
Malaysia	73.08	19.23	-	3.85	3.85	-	-	-	-	-	100.00
Singapore	45.24	36.90	3.57	5.95	3.57	-	-	-	1.19	3.57	100.00
Thailand	49.02	37.25	3.92	5.88	1.96	-	-	-	1.96	-	100.00
Vietnam	62.50	27.08	-	4.17	2.08	-	-	-	-	4.17	100.00
Cambodia	40.82	32.65	-	-	2.04	4.08	6.12	-	-	14.29	100.00
Other Asean	46.00	40.00	-	2.00	2.00	-	4.00	-	-	6.00	100.00
ASEAN	50.32	33.77	1.62	3.90	2.60	0.65	1.62	-	0.65	4.87	100.00
Hong Kong	63.89	19.44	-	9.72	-	6.94	-	-	-	-	100.00
India	43.10	44.25	2.30	2.30	2.30	-	2.30	-	0.57	2.87	100.00
Japan	46.79	20.38	0.75	26.04	3.02	0.75	0.38	-	0.38	1.51	100.00
South Korea	62.56	20.70	2.64	7.05	0.88	-	0.88	0.44	1.76	3.08	100.00
Sri Lanka	66.67	16.67	-	8.33	-	-	-	-	-	8.33	100.00
Taiwan	44.94	22.47	-	22.47	2.25	-	-	1.12	1.12	5.62	100.00
China	55.47	13.99	4.33	9.16	5.60	1.27	1.53	2.04	2.54	4.07	100.00
Other Asia (Ex. Asean)	52.17	14.49	2.90	4.35	4.35	-	-	2.90	1.45	17.39	100.00
ASIA	52.96	21.45	2.38	11.99	3.15	0.92	1.00	0.92	1.38	3.84	100.00
Saudi Arabia	44.44	22.22	-	14.81	7.41	-	-	-	-	11.11	100.00
Uni Emirat Arab	67.39	19.57	-	8.70	2.17	2.17	-	-	-	-	100.00
Iran	92.00	-	-	-	8.00	-	-	-	-	-	100.00
Israel	90.00	10.00	-	-	-	-	-	-	-	-	100.00
Other Middle East	62.86	17.14	2.86	8.57	2.86	-	-	-	2.86	2.86	100.00
MIDDLE EAST	69.28	15.03	0.65	7.19	3.92	0.65	-	-	0.65	2.61	100.00
Austria	83.33	5.56	-	5.56	-	-	-	-	-	5.56	100.00
Belgium	82.61	4.35	-	4.35	-	2.17	-	2.17	-	4.35	100.00
Denmark	77.59	8.62	-	8.62	-	-	-	1.72	-	3.45	100.00
France	86.44	4.07	0.34	1.36	1.36	-	2.37	0.34	-	3.73	100.00
Germany	77.59	4.48	-	10.00	2.07	1.03	-	-	-	4.83	100.00
Italy	81.19	4.95	0.99	5.94	2.97	0.99	-	-	-	2.97	100.00
Netherlands	81.60	8.59	1.23	3.07	0.61	0.61	-	-	-	4.29	100.00
Spain	87.14	10.00	-	-	-	-	-	-	-	2.86	100.00
Portugal	100.00	-	-	-	-	-	-	-	-	-	100.00
Sweden	86.76	5.88	-	2.94	-	-	-	1.47	-	2.94	100.00
Switzerland	83.33	2.56	-	10.26	1.28	-	-	-	-	2.56	100.00
United Kingdom	76.39	8.94	0.18	7.51	0.72	0.54	0.72	-	-	5.01	100.00
Finland	74.29	8.57	-	8.57	-	-	-	-	-	8.57	100.00
Norway	56.41	2.56	-	33.33	-	-	-	-	-	7.69	100.00
Ireland	77.27	9.09	-	9.09	-	-	-	2.27	-	2.27	100.00
Other West Europe	75.00	8.33	-	8.33	-	-	-	-	-	8.33	100.00
Russia	76.12	5.97	1.49	2.99	5.97	1.49	1.49	-	-	4.48	100.00
Czech Rep.	82.14	7.14	-	-	3.57	-	-	-	-	7.14	100.00
Other East Europe	64.29	14.29	4.29	5.71	-	-	1.43	-	-	10.00	100.00
EUROPE	79.29	6.81	0.44	6.37	1.17	0.49	0.63	0.24	-	4.57	100.00
United States of America	67.03	11.29	0.18	12.75	1.82	0.36	1.28	0.36	0.91	4.01	100.00
Canada	75.34	9.59	-	9.59	1.37	-	-	-	-	4.11	100.00
Brazilia	82.14	7.14	-	10.71	-	-	-	-	-	-	100.00
Central America	75.00	-	-	25.00	-	-	-	-	-	-	100.00
South America	75.00	-	-	11.11	2.78	-	-	2.78	-	8.33	100.00
Other America	68.42	-	-	5.26	-	-	-	-	-	26.32	100.00
AMERICA	69.57	9.97	0.13	11.89	1.66	0.26	0.90	0.38	0.64	4.60	100.00
Australia	78.20	9.98	0.37	4.68	0.99	0.86	0.62	-	0.25	4.06	100.00
New Zealand	76.06	5.63	2.11	4.23	0.70	7.75	-	-	-	3.52	100.00
Other Oceania	24.14	10.34	-	20.69	-	-	-	-	10.34	34.48	100.00
OCEANIA	76.30	9.36	0.61	5.09	0.92	1.83	0.51	-	0.51	4.88	100.00
South Africa	93.94	-	-	6.06	-	-	-	-	-	-	100.00
Other Africa	60.00	11.43	-	8.57	11.43	-	-	-	-	8.57	100.00
AFRICA	76.47	5.88	-	7.35	5.88	-	-	-	-	4.41	100.00
TOTAL	69.48	12.74	0.94	8.10	1.86	0.80	0.76	0.35	0.55	4.42	100.00

9. Visitor Arrivals Distribution to ASEAN by Country of Residence and Length of Stay

Unit: Percentage (%)

Country of Residence	Length of Stay					Total
	Transit Only	1 - 3 Days	4 - 7 Days	8 - 30 Days	> A Month	
1	2	3	4	5	6	7
Malaysia	7.69	15.38	38.46	34.62	3.85	100.00
Singapore	1.18	32.94	41.18	9.41	15.29	100.00
Thailand	1.96	27.45	35.29	23.53	11.76	100.00
Vietnam	4.17	10.42	43.75	8.33	33.33	100.00
Cambodia	2.08	2.08	33.33	16.67	45.83	100.00
Other Asean	7.69	17.31	25.00	17.31	32.69	100.00
A S E A N	3.55	19.68	36.45	16.13	24.19	100.00
Hong Kong	2.78	25.00	51.39	18.06	2.78	100.00
I n d i a	5.14	24.00	45.14	21.71	4.00	100.00
J a p a n	1.12	25.84	55.06	15.36	2.62	100.00
S o u t h K o r e a	-	28.25	54.71	13.45	3.59	100.00
Srilanka	7.69	7.69	30.77	53.85	-	100.00
Taiwan	1.15	19.54	44.83	31.03	3.45	100.00
C h i n a	2.68	23.66	46.34	21.71	5.61	100.00
Other Asia (Ex. Asean)	7.14	17.14	34.29	27.14	14.29	100.00
A S I A	2.43	24.22	48.75	20.05	4.56	100.00
Saudi Arabia	7.41	14.81	18.52	51.85	7.41	100.00
Uni Emirat Arab	8.70	13.04	47.83	28.26	2.17	100.00
Iran	3.85	15.38	50.00	23.08	7.69	100.00
Israel	-	5.00	5.00	70.00	20.00	100.00
Other Middle East	2.86	25.71	28.57	22.86	20.00	100.00
M I D D L E E A S T	5.19	15.58	33.12	35.71	10.39	100.00
Austria	5.26	26.32	21.05	31.58	15.79	100.00
Belgium	15.56	13.33	6.67	55.56	8.89	100.00
Denmark	6.90	10.34	29.31	41.38	12.07	100.00
France	5.41	4.73	19.93	54.73	15.20	100.00
Germany	5.44	7.14	17.69	56.12	13.61	100.00
I t a l y	0.99	9.90	31.68	50.50	6.93	100.00
Netherlands	3.07	9.20	26.99	48.47	12.27	100.00
Spain	1.43	7.14	35.71	44.29	11.43	100.00
Portugal	-	-	50.00	43.75	6.25	100.00
Sweden	12.86	4.29	22.86	44.29	15.71	100.00
Switzerland	7.69	3.85	17.95	58.97	11.54	100.00
United Kingdom	12.50	12.14	26.25	33.93	15.18	100.00
Finland	17.14	11.43	20.00	40.00	11.43	100.00
Norway	7.32	4.88	17.07	58.54	12.20	100.00
Ireland	9.09	11.36	25.00	47.73	6.82	100.00
Other West Europe	8.33	16.67	16.67	16.67	41.67	100.00
R u s s i a	7.35	14.71	33.82	39.71	4.41	100.00
Czech Rep.	21.43	14.29	3.57	50.00	10.71	100.00
Other East Europe	7.04	7.04	29.58	50.70	5.63	100.00
E U R O P E	8.02	9.09	23.83	46.16	12.90	100.00
United States of America	2.73	11.84	28.60	45.54	11.29	100.00
Canada	3.42	13.70	27.40	38.36	17.12	100.00
Brazilia	3.57	3.57	42.86	39.29	10.71	100.00
Central America	25.00	-	25.00	50.00	-	100.00
South America	8.33	8.33	11.11	47.22	25.00	100.00
Other America	-	31.58	15.79	36.84	15.79	100.00
A M E R I C A	3.20	12.15	27.75	43.86	13.04	100.00
Australia	12.12	10.53	27.42	42.96	6.98	100.00
New Zealand	5.63	11.97	37.32	38.03	7.04	100.00
Other Ocenia	-	44.83	34.48	20.69	-	100.00
O C E N I A	10.83	11.74	29.05	41.60	6.78	100.00
South Africa	-	15.15	39.39	45.45	-	100.00
Other Africa	8.57	20.00	31.43	31.43	8.57	100.00
A F R I C A	4.41	17.65	35.29	38.24	4.41	100.00
TOTAL	6.19	14.33	32.12	36.99	10.37	100.00

Unit: Percentage (%)

Country of Residence	Travel Arrangement		Total
	Individual	Group	
1	2	3	4
Malaysia	92.00	8.00	100.00
Singapore	90.59	9.41	100.00
Thailand	96.00	4.00	100.00
Vietnam	83.33	16.67	100.00
Cambodia	93.75	6.25	100.00
Other Asean	82.69	17.31	100.00
A S E A N	89.61	10.39	100.00
Hong Kong	73.61	26.39	100.00
I n d i a	84.97	15.03	100.00
J a p a n	86.09	13.91	100.00
S o u t h K o r e a	68.47	31.53	100.00
Srilanka	66.67	33.33	100.00
Taiwan	80.00	20.00	100.00
C h i n a	50.98	49.02	100.00
Other Asia (Ex. Asean)	72.06	27.94	100.00
A S I A	69.99	30.01	100.00
Saudi Arabia	96.30	3.70	100.00
Uni Emirat Arab	88.89	11.11	100.00
Iran	76.92	23.08	100.00
Israel	80.00	20.00	100.00
Other Middle East	91.43	8.57	100.00
M I D D L E E A S T	87.58	12.42	100.00
Austria	73.68	26.32	100.00
Belgium	88.89	11.11	100.00
Denmark	81.03	18.97	100.00
France	84.35	15.65	100.00
Germany	77.82	22.18	100.00
I t a l y	82.83	17.17	100.00
Netherlands	72.22	27.78	100.00
Spain	87.14	12.86	100.00
Portugal	62.50	37.50	100.00
Sweden	71.01	28.99	100.00
Switzerland	86.08	13.92	100.00
United Kingdom	70.97	29.03	100.00
Finland	83.33	16.67	100.00
Norway	70.73	29.27	100.00
Ireland	77.27	22.73	100.00
Other West Europe	66.67	33.33	100.00
R u s i a	63.24	36.76	100.00
Czech Rep.	85.71	14.29	100.00
Other East Europe	67.61	32.39	100.00
E U R O P E	76.43	23.57	100.00
United States of America	80.62	19.38	100.00
Canada	77.40	22.60	100.00
Brazilia	82.14	17.86	100.00
Central America	75.00	25.00	100.00
South America	65.71	34.29	100.00
Other America	57.89	42.11	100.00
A M E R I C A	78.82	21.18	100.00
Australia	75.37	24.63	100.00
New Zealand	71.13	28.87	100.00
Other Ocenia	96.55	3.45	100.00
O C E N I A	75.38	24.62	100.00
South Africa	81.82	18.18	100.00
Other Africa	68.57	31.43	100.00
A F R I C A	75.00	25.00	100.00
TOTAL	76.09	23.91	100.00

11. Visitor Arrivals Distribution to ASEAN by Country of Residence and Travel Companion

Unit: Percentage (%)

Country of Residence	Travel Companion			
	None	Family & Relative	Friend	Others
1	2	3	4	5
Malaysia	37.50	54.17	12.50	-
Singapore	50.00	38.16	10.53	1.32
Thailand	54.55	20.45	25.00	-
Vietnam	40.00	27.50	35.00	-
Cambodia	41.67	38.89	19.44	2.78
Other Asean	38.78	38.78	22.45	-
A S E A N	44.98	35.32	20.07	0.74
Hong Kong	26.09	46.38	28.99	-
I n d i a	44.71	22.94	14.12	18.24
J a p a n	61.54	13.08	22.69	3.85
S o u t h K o r e a	13.89	10.65	57.41	21.30
Sri Lanka	66.67	11.11	22.22	-
Taiwan	42.86	37.66	24.68	7.79
C h i n a	19.18	49.66	33.90	3.08
Other Asia (Ex. Asean)	37.31	34.33	28.36	-
A S I A	34.83	28.10	31.55	8.79
Saudi Arabia	33.33	40.74	14.81	11.11
Uni Emirat Arab	36.36	47.73	11.36	4.55
Iran	26.92	53.85	19.23	-
Israel	35.29	29.41	29.41	5.88
Other Middle East	40.00	42.86	11.43	5.71
M I D D L E E A S T	34.90	44.30	15.44	5.37
Austria	26.32	47.37	26.32	-
Belgium	30.23	44.19	25.58	-
Denmark	30.19	35.85	33.96	-
France	26.30	40.00	35.56	-
Germany	27.84	30.77	43.22	-
I t a l y	26.37	35.16	36.26	3.30
Netherlands	27.85	39.24	33.54	1.27
Spain	32.31	30.77	30.77	6.15
Portugal	16.67	75.00	8.33	-
Sweden	23.53	47.06	32.35	-
Switzerland	34.25	21.92	43.84	-
United Kingdom	31.02	37.03	32.14	-
Finland	27.78	22.22	50.00	-
Norway	25.64	48.72	25.64	-
Ireland	21.95	34.15	41.46	2.44
Other West Europe	18.18	27.27	54.55	-
R u s i a	20.34	44.07	35.59	1.69
Czech Rep.	26.92	23.08	50.00	-
Other East Europe	32.35	29.41	44.12	-
E U R O P E	28.39	36.29	35.88	0.57
United States of America	40.53	28.72	30.55	1.22
Canada	35.00	26.43	36.43	2.14
Brazilia	22.73	45.45	31.82	9.09
Central America	50.00	50.00	-	-
South America	36.11	25.00	38.89	-
Other America	11.11	27.78	61.11	-
A M E R I C A	37.97	28.69	32.77	1.55
Australia	26.50	42.80	28.54	3.57
New Zealand	19.57	35.51	44.20	1.45
Other Ocenia	41.38	17.24	10.34	31.03
O C E N I A	25.95	40.97	30.25	4.10
South Africa	20.69	48.28	31.03	3.45
Other Africa	44.12	35.29	20.59	-
A F R I C A	33.33	41.27	25.40	1.59
TOTAL	31.77	34.54	31.96	3.32

12. Visitor Arrivals Distribution to ASEAN by Country of Residence and Travel Accommodation

Unit: Percentage (%)

Country of Residence	Travel Accommodation			
	Hotel	Apartment	No Required (Transit Only)	Others
1	2	3	4	5
Malaysia	88.00	12.00	-	4.00
Singapore	78.31	12.05	2.41	8.43
Thailand	82.35	1.96	5.88	9.80
Vietnam	62.50	12.50	7.50	17.50
Cambodia	51.06	36.17	6.38	10.64
Other Asean	68.63	7.84	7.84	15.69
ASEAN	71.72	13.47	5.05	11.11
Hong Kong	76.39	8.33	2.78	13.89
India	83.33	5.75	4.02	8.05
Japan	73.31	3.38	0.75	27.07
South Korea	79.00	1.83	0.91	25.57
Sri Lanka	69.23	7.69	7.69	15.38
Taiwan	62.20	9.76	3.66	31.71
China	79.54	10.66	1.73	11.53
Other Asia (Ex. Asean)	71.43	11.43	4.29	14.29
ASIA	76.75	6.68	2.09	18.50
Saudi Arabia	85.19	-	-	18.52
Uni Emirat Arab	84.44	-	8.89	8.89
Iran	92.31	7.69	-	-
Israel	57.89	5.26	-	36.84
Other Middle East	77.14	8.57	2.86	14.29
MIDDLE EAST	80.92	3.95	3.29	13.82
Austria	78.95	10.53	5.26	10.53
Belgium	70.45	2.27	13.64	20.45
Denmark	65.45	5.45	5.45	27.27
France	76.98	3.78	6.53	19.59
Germany	66.55	4.44	6.48	27.99
Italy	76.47	7.84	8.82	11.76
Netherlands	75.15	6.67	2.42	21.82
Spain	80.60	4.48	2.99	14.93
Portugal	83.33	8.33	8.33	-
Sweden	76.47	7.35	13.24	14.71
Switzerland	72.15	3.80	11.39	18.99
United Kingdom	68.48	6.34	11.96	16.12
Finland	69.44	11.11	11.11	16.67
Norway	61.54	5.13	7.69	38.46
Ireland	79.07	4.65	6.98	11.63
Other West Europe	58.33	16.67	8.33	16.67
Russia	79.10	7.46	-	16.42
Czech Rep.	48.00	8.00	12.00	36.00
Other East Europe	67.61	2.82	4.23	26.76
EUROPE	71.42	5.64	8.09	19.80
United States of America	76.39	5.76	2.97	22.86
Canada	74.65	4.23	2.82	23.24
Brazilia	88.89	-	-	11.11
Central America	50.00	-	25.00	25.00
South America	58.33	-	5.56	50.00
Other America	73.68	-	-	26.32
AMERICA	75.46	4.83	3.00	23.89
Australia	76.24	4.58	8.54	15.10
New Zealand	78.72	3.55	4.26	17.02
Other Ocenia	58.62	3.45	-	41.38
OCENIA	76.07	4.40	7.67	16.16
South Africa	81.82	3.03	3.03	21.21
Other Africa	68.57	14.29	-	17.14
AFRICA	75.00	8.82	1.47	19.12
TOTAL	74.31	5.95	5.59	18.80

13. Visitor Arrivals Distribution to ASEAN by Country of Residence and Source of Information

Unit: Percentage (%)

Country of Residence	Source of Information						
	Internet	Friends	TV	Billboard	Newspaper/ Magazine	Embassy	Others
1	2	3	4	5	6	7	8
Malaysia	86.96	39.13	4.35	-	4.35	-	8.70
Singapore	88.46	28.21	6.41	2.56	7.69	1.28	7.69
Thailand	82.98	34.04	2.13	-	2.13	-	2.13
Vietnam	90.00	42.50	7.50	2.50	12.50	5.00	7.50
Cambodia	86.36	31.82	2.27	2.27	4.55	-	9.09
Other Asean	89.58	25.00	8.33	-	8.33	4.17	8.33
ASEAN	87.50	32.14	5.36	1.43	6.79	1.79	7.14
Hong Kong	88.57	22.86	-	-	4.29	1.43	1.43
India	77.71	26.11	5.10	1.91	7.64	2.55	7.64
Japan	67.19	42.58	12.11	0.39	3.13	1.17	16.80
South Korea	92.54	27.86	-	0.50	1.00	1.00	1.49
Sri Lanka	76.92	30.77	-	-	-	-	-
Taiwan	92.77	78.31	1.20	1.20	67.47	-	-
China	72.89	42.27	19.24	3.79	27.41	0.87	3.21
Other Asia (Ex. Asean)	79.41	23.53	2.94	2.94	1.47	2.94	5.88
ASIA	78.34	37.95	9.07	1.76	14.78	1.26	6.21
Saudi Arabia	76.19	23.81	9.52	-	9.52	-	-
Uni Emirat Arab	86.05	25.58	4.65	-	-	11.63	2.33
Iran	84.00	32.00	4.00	-	-	4.00	-
Israel	94.44	22.22	-	-	-	5.56	-
Other Middle East	72.73	36.36	6.06	3.03	3.03	-	9.09
MIDDLE EAST	82.14	28.57	5.00	0.71	2.14	5.00	2.86
Austria	94.12	23.53	5.88	-	11.76	-	-
Belgium	68.18	27.27	4.55	2.27	9.09	2.27	15.91
Denmark	88.89	44.44	11.11	1.85	5.56	1.85	1.85
France	87.76	35.31	5.59	1.05	9.44	2.45	6.29
Germany	86.64	37.55	8.66	2.53	9.75	1.81	5.05
Italy	84.54	31.96	7.22	1.03	12.37	1.03	5.15
Netherlands	80.50	32.08	5.66	-	8.18	2.52	6.29
Spain	92.31	24.62	7.69	-	1.54	1.54	4.62
Portugal	100.00	41.67	-	8.33	8.33	-	-
Sweden	92.42	30.30	7.58	-	4.55	-	-
Switzerland	80.26	50.00	2.63	1.32	3.95	2.63	13.16
United Kingdom	82.80	26.92	4.11	0.19	3.55	1.50	5.98
Finland	85.29	32.35	2.94	-	5.88	2.94	2.94
Norway	67.57	29.73	2.70	-	2.70	-	10.81
Ireland	93.02	13.95	-	-	-	-	2.33
Other West Europe	83.33	50.00	-	-	8.33	-	-
Russia	79.37	28.57	6.35	3.17	4.76	-	3.17
Czech Rep.	82.61	52.17	8.70	4.35	4.35	-	-
Other East Europe	88.89	17.46	6.35	-	1.59	1.59	7.94
EUROPE	84.62	31.84	5.65	0.97	6.32	1.63	5.76
United States of America	80.82	37.35	5.92	2.04	6.53	1.84	10.82
Canada	88.06	40.30	8.21	0.75	8.96	2.24	8.21
Brazilia	76.00	28.00	12.00	-	8.00	-	8.00
Central America	100.00	-	-	-	-	-	-
South America	82.86	48.57	2.86	-	5.71	2.86	11.43
Other America	82.35	29.41	5.88	-	-	5.88	11.76
AMERICA	82.27	37.73	6.38	1.56	6.81	1.99	10.21
Australia	83.53	31.79	4.12	0.77	5.15	1.93	6.82
New Zealand	87.50	27.21	4.41	0.74	4.41	2.94	11.03
Other Ocenia	69.57	39.13	-	-	8.70	-	13.04
OCENIA	83.76	31.30	4.06	0.75	5.13	2.03	7.59
South Africa	84.38	34.38	9.38	-	6.25	-	9.38
Other Africa	69.70	42.42	6.06	3.03	3.03	6.06	-
AFRICA	76.92	38.46	7.69	1.54	4.62	3.08	4.62
TOTAL	82.73	33.92	6.23	1.21	7.97	1.78	6.76

14. Visitor Arrivals Distribution to ASEAN by Country of Residence and Source of Booking

Unit: Percentage (%)

Country of Residence +A3:E52	Source of Booking (Booking Via)			
	Travel Agent	Airline	Internet	Others
1	2	3	4	5
Malaysia	31.82	13.64	59.09	4.55
Singapore	29.73	21.62	64.86	1.35
Thailand	22.22	8.89	68.89	6.67
Vietnam	31.58	10.53	78.95	5.26
Cambodia	26.67	6.67	71.11	6.67
Other Asean	31.91	10.64	61.70	6.38
ASEAN	28.78	12.92	67.53	4.80
Hong Kong	36.23	15.94	53.62	1.45
India	38.56	20.92	45.10	1.31
Japan	65.43	3.29	30.86	2.47
South Korea	28.49	2.69	74.19	1.61
Sri Lanka	61.54	7.69	30.77	7.69
Taiwan	81.48	71.60	85.19	2.47
China	59.72	35.07	56.94	5.56
Other Asia (Ex. Asean)	24.24	19.70	53.03	6.06
ASIA	50.77	20.84	53.78	3.18
Saudi Arabia	10.00	20.00	60.00	10.00
Uni Emirat Arab	23.81	23.81	64.29	-
Iran	54.17	20.83	37.50	-
Israel	10.53	10.53	84.21	-
Other Middle East	16.67	43.33	40.00	-
MIDDLE EAST	23.70	25.19	56.30	1.48
Austria	28.57	-	64.29	7.14
Belgium	19.05	9.52	76.19	4.76
Denmark	24.00	14.00	68.00	4.00
France	26.45	7.97	75.36	4.35
Germany	22.88	10.33	70.11	6.27
Italy	19.35	11.83	73.12	4.30
Netherlands	24.52	15.48	63.23	4.52
Spain	20.00	12.31	70.77	4.62
Portugal	54.55	9.09	45.45	-
Sweden	28.13	15.63	59.38	3.13
Switzerland	27.78	12.50	69.44	2.78
United Kingdom	29.36	8.90	64.96	2.65
Finland	16.67	11.11	75.00	5.56
Norway	28.95	13.16	57.89	5.26
Ireland	30.23	11.63	65.12	-
Other West Europe	45.45	9.09	54.55	-
Russia	27.59	8.62	65.52	1.72
Czech Rep.	14.29	23.81	66.67	-
Other East Europe	25.00	6.67	63.33	5.00
EUROPE	26.00	10.48	67.82	3.88
United States of America	24.95	15.30	60.80	5.03
Canada	27.48	13.74	65.65	8.40
Brazilia	12.00	4.00	76.00	12.00
Central America	-	-	100.00	-
South America	9.38	9.38	84.38	9.38
Other America	27.78	11.11	44.44	16.67
AMERICA	24.16	14.12	63.17	6.40
Australia	28.51	13.53	58.89	3.32
New Zealand	33.86	10.24	62.99	3.15
Other Oceania	12.00	36.00	44.00	16.00
OCEANIA	28.81	13.69	59.05	3.64
South Africa	33.33	6.06	63.64	3.03
Other Africa	21.88	18.75	53.13	6.25
AFRICA	27.69	12.31	58.46	4.62
TOTAL	31.73	14.34	62.14	4.02

15.

Visitor Arrivals Distribution to ASEAN by Country of Residence and Nature Based Tourism

Unit: Percentage (%)

Country of Residence	Nature Based Tourism			
	Adventure	Agrotourism	Ecotourism	Others
1	2	3	4	5
Malaysia	46.15	19.23	42.31	-
Singapore	57.32	6.10	19.51	-
Thailand	42.55	23.40	25.53	12.77
Vietnam	60.00	5.00	25.00	-
Cambodia	58.70	19.57	30.43	13.04
Other Asean	56.00	18.00	26.00	12.00
ASEAN	54.30	14.09	26.12	6.19
Hong Kong	39.71	7.35	19.12	1.47
India	44.38	4.73	21.30	2.37
Japan	20.88	6.83	12.05	32.13
South Korea	47.44	5.12	33.95	0.47
Sri Lanka	23.08	-	23.08	-
Taiwan	25.93	7.41	13.58	1.23
China	28.03	22.91	23.18	6.47
Other Asia (Ex. Asean)	35.29	10.29	25.00	-
ASIA	33.06	11.26	21.80	9.00
Saudi Arabia	41.67	4.17	12.50	-
Uni Emirat Arab	33.33	2.22	15.56	6.67
Iran	19.23	23.08	-	-
Israel	57.89	15.79	5.26	-
Other Middle East	27.27	12.12	36.36	-
MIDDLE EAST	34.01	10.20	15.65	2.04
Austria	66.67	-	38.89	-
Belgium	39.02	9.76	19.51	2.44
Denmark	66.67	18.52	18.52	3.70
France	62.02	8.71	27.53	4.18
Germany	70.11	13.52	23.13	2.49
Italy	44.90	12.24	24.49	1.02
Netherlands	60.63	5.63	20.00	3.13
Spain	56.92	16.92	26.15	1.54
Portugal	45.45	9.09	18.18	18.18
Sweden	56.72	10.45	22.39	1.49
Switzerland	64.94	18.18	37.66	1.30
United Kingdom	55.64	8.13	21.26	3.33
Finland	66.67	2.78	36.11	2.78
Norway	58.97	7.69	12.82	7.69
Ireland	48.78	12.20	19.51	2.44
Other West Europe	66.67	8.33	25.00	16.67
Russia	55.38	9.23	29.23	3.08
Czech Rep.	66.67	4.17	4.17	-
Other East Europe	63.08	3.08	13.85	1.54
EUROPE	59.49	9.79	23.26	3.08
United States of America	57.09	11.84	23.30	3.88
Canada	74.26	16.91	23.53	2.21
Brazilia	52.00	-	16.00	8.00
Central America	33.33	33.33	-	-
South America	70.59	11.76	23.53	-
Other America	61.11	5.56	38.89	-
AMERICA	60.74	12.31	23.39	3.42
Australia	51.59	7.01	20.76	3.57
New Zealand	56.83	10.07	24.46	1.44
Other Ocenia	34.62	-	11.54	-
OCENIA	51.89	7.26	21.05	3.16
South Africa	66.67	3.03	18.18	-
Other Africa	37.14	2.86	20.00	2.86
AFRICA	51.47	2.94	19.12	1.47
TOTAL	51.21	10.18	22.45	4.61

16. Visitor Arrivals Distribution to ASEAN by Country of Residence and Culture & Heritage Tourism

Unit: Percentage (%)

Country of Residence	Culture & Heritage Tourism				
	Visiting Museum	Visiting Archeology Site	Visiting Cultural Performance & Event	Pilgrimage / Religion	Others
1	2	3	4	5	6
Malaysia	42.31	34.62	46.15	3.85	-
Singapore	36.59	39.02	29.27	7.32	2.44
Thailand	40.43	34.04	36.17	10.64	8.51
Vietnam	32.50	52.50	60.00	7.50	-
Cambodia	39.13	36.96	30.43	15.22	8.70
Other Asean	50.00	34.00	44.00	12.00	2.00
ASEAN	39.86	38.49	38.83	9.62	3.78
Hong Kong	32.35	25.00	20.59	4.41	1.47
India	24.85	13.02	15.98	5.33	2.37
Japan	16.87	9.24	13.65	5.22	0.40
South Korea	14.42	10.23	11.63	1.40	0.47
Srilanka	23.08	15.38	23.08	15.38	-
Taiwan	17.28	3.70	14.81	1.23	-
China	29.92	26.15	33.96	12.13	4.04
Other Asia (Ex. Asean)	36.76	8.82	10.29	4.41	-
ASIA	23.50	15.56	20.10	6.40	1.78
Saudi Arabia	25.00	-	4.17	8.33	-
Uni Emirat Arab	37.78	22.22	17.78	6.67	-
Iran	34.62	7.69	11.54	-	-
Israel	36.84	26.32	31.58	5.26	-
Other Middle East	30.30	6.06	21.21	-	3.03
MIDDLE EAST	33.33	12.93	17.01	4.08	0.68
Austria	38.89	27.78	27.78	16.67	5.56
Belgium	29.27	46.34	17.07	12.20	2.44
Denmark	35.19	27.78	38.89	14.81	1.85
France	35.19	42.86	34.49	12.20	2.09
Germany	35.94	38.08	32.74	12.81	1.78
Italy	33.67	55.10	24.49	5.10	-
Netherlands	31.25	27.50	25.63	6.88	0.63
Spain	38.46	32.31	27.69	10.77	1.54
Portugal	90.91	36.36	45.45	-	9.09
Sweden	38.81	28.36	26.87	7.46	-
Switzerland	33.77	29.87	25.97	3.90	-
United Kingdom	43.81	31.42	26.80	7.39	0.74
Finland	38.89	30.56	19.44	5.56	-
Norway	23.08	28.21	25.64	-	-
Ireland	43.90	36.59	21.95	7.32	-
Other West Europe	66.67	41.67	25.00	-	-
Russia	32.31	20.00	24.62	3.08	1.54
Czech Rep.	37.50	20.83	29.17	8.33	-
Other East Europe	32.31	29.23	35.38	10.77	1.54
EUROPE	37.69	34.46	28.76	8.78	1.16
United States of America	38.45	34.56	30.29	8.16	1.55
Canada	51.47	35.29	36.03	12.50	0.74
Brazilia	48.00	68.00	52.00	24.00	-
Central America	66.67	66.67	-	-	-
South America	35.29	61.76	38.24	29.41	2.94
Other America	38.89	16.67	38.89	11.11	-
AMERICA	41.18	36.80	32.56	10.53	1.37
Australia	37.96	28.54	26.88	6.75	1.02
New Zealand	43.17	30.22	33.81	5.76	-
Other Ocenia	19.23	11.54	11.54	3.85	3.85
OCENIA	38.21	28.32	27.47	6.53	0.95
South Africa	45.45	18.18	27.27	9.09	6.06
Other Africa	28.57	11.43	14.29	5.71	-
AFRICA	36.76	14.71	20.59	7.35	2.94
TOTAL	35.00	28.76	27.19	7.98	1.44

17. Visitor Arrivals Distribution to ASEAN by Country of Residence and Community Based Tourism

Unit: Percentage (%)

Country of Residence	Community-Based Tourism		
	Rural Tourism	Creative Tourism	Others
1	2	3	4
Malaysia	11.54	11.54	-
Singapore	14.63	8.54	1.22
Thailand	17.02	12.77	-
Vietnam	25.00	12.50	7.50
Cambodia	28.26	13.04	6.52
Other Asean	18.00	16.00	-
A S E A N	18.90	12.03	2.41
Hong Kong	13.24	7.35	1.47
I n d i a	10.06	5.33	-
J a p a n	5.22	3.21	-
S o u t h K o r e a	4.19	3.72	0.93
Srilanka	30.77	7.69	-
Taiwan	9.88	6.17	-
C h i n a	18.33	20.75	5.66
Other Asia (Ex. Asean)	11.76	10.29	-
A S I A	11.02	9.72	1.94
Saudi Arabia	8.33	4.17	-
Uni Emirat Arab	6.67	6.67	-
Iran	7.69	3.85	3.85
Israel	15.79	15.79	-
Other Middle East	9.09	12.12	3.03
M I D D L E E A S T	8.84	8.16	1.36
Austria	11.11	-	-
Belgium	12.20	12.20	-
Denmark	12.96	12.96	3.70
France	27.87	13.59	1.74
Germany	12.81	10.32	2.49
I t a l y	19.39	12.24	1.02
Netherlands	14.38	6.25	-
Spain	24.62	4.62	-
Portugal	18.18	9.09	9.09
Sweden	17.91	5.97	-
Switzerland	18.18	12.99	3.90
United Kingdom	25.14	11.09	1.11
Finland	22.22	5.56	-
Norway	7.69	10.26	-
Ireland	24.39	4.88	-
Other West Europe	58.33	33.33	8.33
R u s i a	13.85	6.15	3.08
Czech Rep.	20.83	-	-
Other East Europe	16.92	6.15	3.08
E U R O P E	20.43	10.09	1.51
United States of America	23.30	11.07	1.55
Canada	20.59	11.03	0.74
Brazilia	8.00	24.00	-
Central America	-	66.67	-
South America	26.47	8.82	-
Other America	33.33	16.67	-
A M E R I C A	22.57	11.76	1.23
Australia	19.75	10.70	0.64
New Zealand	28.06	15.83	3.60
Other Ocenia	-	-	-
O C E N I A	20.42	11.16	1.05
South Africa	12.12	9.09	-
Other Africa	17.14	2.86	2.86
A F R I C A	14.71	5.88	1.47
TOTAL	18.10	10.42	1.54

18. Visitor Arrivals Distribution to ASEAN by Country of Residence and Sea Cruise Tourism

Unit: Percentage (%)

Country of Residence	Sea Cruise Tourism		
	Cruising	Related with The Areas Surrounding The Ports	Others
1	2	3	4
Malaysia	19.23	-	-
Singapore	20.73	3.66	1.22
Thailand	14.89	10.64	2.13
Vietnam	25.00	20.00	-
Cambodia	6.52	6.52	-
Other Asean	18.00	10.00	-
A S E A N	17.53	8.25	0.69
Hong Kong	17.65	-	-
I n d i a	27.22	5.33	-
J a p a n	5.22	3.21	-
S o u t h K o r e a	8.84	3.72	0.47
Srilanka	23.08	15.38	-
Taiwan	17.28	4.94	-
C h i n a	23.18	14.82	8.63
Other Asia (Ex. Asean)	26.47	1.47	-
A S I A	17.10	7.05	2.67
Saudi Arabia	4.17	-	-
Uni Emirat Arab	13.33	2.22	-
Iran	23.08	7.69	-
Israel	10.53	5.26	5.26
Other Middle East	12.12	12.12	3.03
M I D D L E E A S T	12.93	5.44	1.36
Austria	16.67	-	-
Belgium	19.51	7.32	-
Denmark	25.93	12.96	1.85
France	13.59	6.27	1.05
Germany	14.95	4.98	0.71
I t a l y	17.35	4.08	-
Netherlands	11.88	6.25	-
Spain	16.92	4.62	1.54
Portugal	-	-	-
Sweden	17.91	5.97	-
Switzerland	11.69	6.49	2.60
United Kingdom	18.48	4.99	0.74
Finland	22.22	-	-
Norway	12.82	2.56	-
Ireland	12.20	2.44	-
Other West Europe	16.67	25.00	-
R u s i a	15.38	6.15	3.08
Czech Rep.	20.83	4.17	-
Other East Europe	21.54	10.77	1.54
E U R O P E	16.30	5.65	0.81
United States of America	15.92	4.47	0.78
Canada	21.32	12.50	0.74
Brazilia	24.00	8.00	-
Central America	33.33	-	-
South America	17.65	2.94	5.88
Other America	22.22	22.22	-
A M E R I C A	17.51	6.43	0.96
Australia	16.05	4.59	0.64
New Zealand	21.58	3.60	1.44
Other Ocenia	-	-	-
O C E N I A	16.42	4.32	0.74
South Africa	27.27	3.03	-
Other Africa	8.57	5.71	2.86
A F R I C A	17.65	4.41	1.47
TOTAL	16.66	5.96	1.26

Unit: Percentage (%)

Country of Residence	River-Based Tourism		
	River Cruising	Contact with Communities & Land Attractions	Others
1	2	3	4
Malaysia	19.23	11.54	3.85
Singapore	19.51	3.66	-
Thailand	23.40	8.51	4.26
Vietnam	27.50	12.50	2.50
Cambodia	19.57	15.22	2.17
Other Asean	22.00	6.00	4.00
A S E A N	21.65	8.59	2.41
Hong Kong	23.53	4.41	-
I n d i a	15.98	2.37	-
J a p a n	8.43	3.61	-
S o u t h K o r e a	18.14	1.86	0.47
Srilanka	7.69	7.69	-
Taiwan	6.17	4.94	1.23
C h i n a	19.41	16.17	8.36
Other Asia (Ex. Asean)	22.06	2.94	-
A S I A	15.88	7.05	2.67
Saudi Arabia	-	-	-
Uni Emirat Arab	24.44	2.22	-
Iran	7.69	11.54	3.85
Israel	21.05	5.26	-
Other Middle East	24.24	3.03	-
M I D D L E E A S T	17.01	4.08	0.68
Austria	11.11	5.56	-
Belgium	24.39	9.76	-
Denmark	27.78	7.41	1.85
France	16.72	13.24	3.14
Germany	17.79	6.41	0.36
I t a l y	20.41	9.18	2.04
Netherlands	18.13	5.00	-
Spain	20.00	9.23	-
Portugal	18.18	-	-
Sweden	19.40	5.97	-
Switzerland	16.88	11.69	-
United Kingdom	24.95	9.24	0.37
Finland	27.78	-	-
Norway	5.13	5.13	-
Ireland	17.07	7.32	-
Other West Europe	33.33	25.00	16.67
R u s i a	10.77	7.69	-
Czech Rep.	25.00	4.17	-
Other East Europe	23.08	6.15	1.54
E U R O P E	20.23	8.53	0.91
United States of America	19.22	9.13	0.19
Canada	20.59	12.50	2.94
Brazilia	16.00	20.00	-
Central America	33.33	-	-
South America	26.47	20.59	5.88
Other America	16.67	11.11	-
A M E R I C A	19.70	10.67	0.96
Australia	15.92	8.66	0.38
New Zealand	25.18	7.91	1.44
Other Ocenia	-	-	-
O C E N I A	16.84	8.32	0.53
South Africa	15.15	3.03	-
Other Africa	11.43	2.86	2.86
A F R I C A	13.24	2.94	1.47
TOTAL	18.47	8.25	1.33

Unit: Percentage (%)

Country of Residence	Health & Wellness Tourism				
	Wellness	Health & Medical	Recreation & Sport	Beach & Watersport	Others
1	2	3	4	5	6
Malaysia	19.23	7.69	30.77	57.69	7.69
Singapore	25.61	1.22	25.61	39.02	-
Thailand	12.77	-	12.77	23.40	-
Vietnam	20.00	2.50	20.00	27.50	2.50
Cambodia	19.57	10.87	28.26	30.43	6.52
Other Asean	34.00	2.00	14.00	40.00	12.00
ASEAN	22.68	3.44	21.65	35.40	4.12
Hong Kong	17.65	4.41	14.71	30.88	1.47
India	19.53	4.14	20.12	31.36	-
Japan	28.11	4.82	40.56	13.65	-
South Korea	49.77	2.33	13.02	37.67	1.40
Sri Lanka	7.69	-	23.08	30.77	-
Taiwan	22.22	1.23	70.37	74.07	-
China	28.57	12.67	32.61	35.58	4.04
Other Asia (Ex. Asean)	20.59	4.41	10.29	14.71	-
ASIA	29.25	6.32	29.25	32.01	1.54
Saudi Arabia	4.17	-	12.50	16.67	-
Uni Emirat Arab	24.44	2.22	26.67	33.33	-
Iran	11.54	-	3.85	11.54	-
Israel	10.53	-	10.53	26.32	-
Other Middle East	9.09	3.03	18.18	39.39	-
MIDDLE EAST	13.61	1.36	16.33	27.21	-
Austria	16.67	5.56	16.67	44.44	-
Belgium	26.83	-	14.63	39.02	-
Denmark	22.22	5.56	27.78	48.15	3.70
France	29.27	4.53	17.77	36.59	1.74
Germany	22.78	2.49	17.79	38.08	1.78
Italy	24.49	3.06	18.37	34.69	2.04
Netherlands	23.13	2.50	28.13	41.88	1.88
Spain	13.85	4.62	13.85	32.31	1.54
Portugal	9.09	9.09	27.27	9.09	-
Sweden	22.39	2.99	19.40	40.30	2.99
Switzerland	28.57	2.60	22.08	41.56	3.90
United Kingdom	22.18	3.70	20.52	39.37	0.92
Finland	19.44	2.78	19.44	33.33	-
Norway	12.82	-	15.38	30.77	-
Ireland	14.63	2.44	7.32	26.83	-
Other West Europe	25.00	-	16.67	58.33	8.33
Russia	21.54	1.54	16.92	29.23	1.54
Czech Rep.	12.50	4.17	16.67	33.33	-
Other East Europe	24.62	9.23	18.46	36.92	1.54
EUROPE	23.01	3.48	19.48	37.84	1.56
United States of America	22.33	6.60	19.03	32.82	1.75
Canada	23.53	7.35	23.53	44.12	5.15
Brazilia	16.00	-	20.00	28.00	-
Central America	-	-	33.33	33.33	-
South America	20.59	8.82	17.65	52.94	2.94
Other America	16.67	-	22.22	33.33	-
AMERICA	22.02	6.43	19.97	35.70	2.33
Australia	24.59	3.69	22.55	35.03	0.89
New Zealand	25.18	2.16	24.46	41.01	2.16
Other Ocenia	7.69	7.69	15.38	26.92	-
OCENIA	24.21	3.58	22.63	35.68	1.05
South Africa	33.33	3.03	9.09	39.39	-
Other Africa	-	-	8.57	34.29	2.86
AFRICA	16.18	1.47	8.82	36.76	1.47
TOTAL	24.15	4.46	22.23	35.41	1.67

21.

Visitor Arrivals Distribution to ASEAN by Country of Residence and Other Tourism Activities

Unit: Percentage (%)

Country of Residence	Other Tourism Activities					
	Education / Training	MICE	Cuisine / Culinary	Visiting Friend & Relative	Shopping	Others
1	2	3	4	5	6	7
Malaysia	7.69	3.85	42.31	30.77	30.77	3.85
Singapore	10.98	4.88	17.07	21.95	23.17	-
Thailand	10.64	12.77	19.15	25.53	14.89	4.26
Vietnam	20.00	5.00	30.00	12.50	10.00	2.50
Cambodia	21.74	4.35	23.91	19.57	17.39	4.35
Other Asean	14.00	8.00	38.00	30.00	36.00	4.00
ASEAN	14.09	6.53	26.12	23.02	21.99	2.75
Hong Kong	5.88	7.35	23.53	11.76	29.41	2.94
India	8.88	11.83	13.02	12.43	18.93	2.37
Japan	5.22	4.82	55.42	23.69	39.36	10.44
South Korea	4.65	3.72	6.05	6.51	14.88	1.40
Srilanka	15.38	-	23.08	23.08	15.38	-
Taiwan	9.88	23.46	16.05	18.52	75.31	-
China	12.40	10.78	16.71	9.70	38.81	-
Other Asia (Ex. Asean)	19.12	10.29	20.59	16.18	42.65	-
ASIA	9.00	9.00	22.77	13.53	33.87	2.84
Saudi Arabia	-	12.50	12.50	12.50	12.50	-
Uni Emirat Arab	8.89	6.67	28.89	8.89	42.22	2.22
Iran	-	7.69	23.08	3.85	34.62	-
Israel	5.26	5.26	21.05	10.53	5.26	-
Other Middle East	12.12	9.09	9.09	24.24	30.30	-
MIDDLE EAST	6.12	8.16	19.73	12.24	28.57	0.68
Austria	-	-	33.33	5.56	16.67	5.56
Belgium	-	2.44	19.51	24.39	26.83	2.44
Denmark	11.11	7.41	38.89	25.93	38.89	3.70
France	9.41	2.44	25.44	14.98	25.78	0.70
Germany	8.19	4.63	28.83	22.78	27.40	2.85
Italy	6.12	2.04	29.59	13.27	24.49	1.02
Netherlands	5.63	5.63	26.25	11.88	25.63	-
Spain	1.54	3.08	20.00	15.38	23.08	1.54
Portugal	9.09	-	18.18	9.09	36.36	-
Sweden	2.99	2.99	25.37	14.93	29.85	1.49
Switzerland	7.79	1.30	29.87	15.58	31.17	3.90
United Kingdom	9.24	5.55	33.27	20.52	27.36	2.22
Finland	8.33	-	36.11	13.89	27.78	2.78
Norway	-	2.56	20.51	17.95	12.82	2.56
Ireland	7.32	4.88	26.83	12.20	21.95	-
Other West Europe	16.67	-	75.00	50.00	16.67	-
Russia	7.69	4.62	12.31	7.69	21.54	1.54
Czech Rep.	12.50	4.17	12.50	8.33	16.67	-
Other East Europe	6.15	7.69	30.77	10.77	18.46	3.08
EUROPE	7.62	4.19	28.61	17.41	26.14	1.87
United States of America	11.26	7.38	27.38	19.81	29.51	4.66
Canada	13.24	5.88	27.21	24.26	28.68	6.62
Brazilia	16.00	4.00	24.00	16.00	36.00	-
Central America	-	-	66.67	-	-	-
South America	11.76	2.94	26.47	20.59	44.12	2.94
Other America	22.22	-	27.78	11.11	22.22	-
AMERICA	12.04	6.57	27.36	20.25	29.96	4.65
Australia	9.17	5.35	33.50	17.45	33.50	2.55
New Zealand	10.07	2.16	32.37	22.30	31.65	1.44
Other Ocenia	-	3.85	-	26.92	11.54	-
OCENIA	9.05	4.84	32.42	18.42	32.63	2.32
South Africa	12.12	6.06	42.42	18.18	45.45	-
Other Africa	8.57	-	14.29	11.43	20.00	5.71
AFRICA	10.29	2.94	27.94	14.71	32.35	2.94
TOTAL	9.12	5.94	27.39	17.21	29.48	2.57

22.

Visitor Arrivals Distribution to ASEAN by Country of Residence and Familiarity on ASEAN Logo & Tagline

Unit: Percentage (%)

Country of Residence	Familiarity with Asean Logo & Tagline		Total
	Yes	No	
1	2	3	4
Malaysia	23.08	76.92	100.00
Singapore	19.77	80.23	100.00
Thailand	21.57	78.43	100.00
Vietnam	27.08	72.92	100.00
Cambodia	16.33	83.67	100.00
Other Asean	15.38	84.62	100.00
A S E A N	20.19	79.81	100.00
Hong Kong	23.29	76.71	100.00
I n d i a	16.38	83.62	100.00
J a p a n	27.24	72.76	100.00
S o u t h K o r e a	25.00	75.00	100.00
Srilanka	15.38	84.62	100.00
Taiwan	5.79	94.21	100.00
C h i n a	34.42	65.58	100.00
Other Asia (Ex. Asean)	36.49	63.51	100.00
A S I A	26.36	73.64	100.00
Saudi Arabia	22.22	77.78	100.00
Uni Emirat Arab	28.26	71.74	100.00
Iran	15.38	84.62	100.00
Israel	15.00	85.00	100.00
Other Middle East	13.89	86.11	100.00
M I D D L E E A S T	20.00	80.00	100.00
Austria	15.79	84.21	100.00
Belgium	10.87	89.13	100.00
Denmark	12.07	87.93	100.00
France	11.49	88.51	100.00
Germany	13.56	86.44	100.00
I t a l y	18.27	81.73	100.00
Netherlands	13.25	86.75	100.00
Spain	11.43	88.57	100.00
Portugal	37.50	62.50	100.00
Sweden	21.43	78.57	100.00
Switzerland	22.78	77.22	100.00
United Kingdom	13.10	86.90	100.00
Finland	19.44	80.56	100.00
Norway	23.81	76.19	100.00
Ireland	20.45	79.55	100.00
Other West Europe	8.33	91.67	100.00
R u s i a	33.82	66.18	100.00
Czech Rep.	25.00	75.00	100.00
Other East Europe	23.61	76.39	100.00
E U R O P E	15.58	84.42	100.00
United States of America	16.39	83.61	100.00
Canada	7.43	92.57	100.00
Brazilia	14.29	85.71	100.00
Central America	-	100.00	100.00
South America	10.81	89.19	100.00
Other America	15.79	84.21	100.00
A M E R I C A	14.27	85.73	100.00
Australia	13.94	86.06	100.00
New Zealand	16.90	83.10	100.00
Other Ocenia	13.79	86.21	100.00
O C E N I A	14.36	85.64	100.00
South Africa	15.15	84.85	100.00
Other Africa	20.00	80.00	100.00
A F R I C A	17.65	82.35	100.00
TOTAL	18.26	81.74	100.00

23.

Visitor Arrivals Distribution to ASEAN by Country of Residence and Congruence ASEAN Logo & Tagline on Their Experience

Unit: Percentage (%)

Country of Residence	Congruence ASEAN Logo & Tagline on Their Experience		Total
	Yes	No	
1	2	3	4
Malaysia	57.89	42.11	100.00
Singapore	53.52	46.48	100.00
Thailand	60.98	39.02	100.00
Vietnam	56.00	44.00	100.00
Cambodia	72.97	27.03	100.00
Other Asean	63.41	36.59	100.00
ASEAN	60.26	39.74	100.00
Hong Kong	49.21	50.79	100.00
India	42.68	57.32	100.00
Japan	33.33	66.67	100.00
South Korea	64.29	35.71	100.00
Srilanka	72.73	27.27	100.00
Taiwan	85.53	14.47	100.00
China	59.40	40.60	100.00
Other Asia (Ex. Asean)	53.23	46.77	100.00
ASIA	53.05	46.95	100.00
Saudi Arabia	20.83	79.17	100.00
Uni Emirat Arab	57.89	42.11	100.00
Iran	47.37	52.63	100.00
Israel	53.85	46.15	100.00
Other Middle East	48.39	51.61	100.00
MIDDLE EAST	46.40	53.60	100.00
Austria	47.06	52.94	100.00
Belgium	43.33	56.67	100.00
Denmark	57.45	42.55	100.00
France	49.37	50.63	100.00
Germany	44.91	55.09	100.00
Italy	48.39	51.61	100.00
Netherlands	53.23	46.77	100.00
Spain	50.00	50.00	100.00
Portugal	53.85	46.15	100.00
Sweden	67.27	32.73	100.00
Switzerland	58.62	41.38	100.00
United Kingdom	52.31	47.69	100.00
Finland	67.86	32.14	100.00
Norway	43.75	56.25	100.00
Ireland	68.57	31.43	100.00
Other West Europe	77.78	22.22	100.00
Russia	57.14	42.86	100.00
Czech Rep.	29.17	70.83	100.00
Other East Europe	58.62	41.38	100.00
EUROPE	52.00	48.00	100.00
United States of America	50.11	49.89	100.00
Canada	41.41	58.59	100.00
Brazilia	52.63	47.37	100.00
Central America	33.33	66.67	100.00
South America	33.33	66.67	100.00
Other America	69.23	30.77	100.00
AMERICA	48.10	51.90	100.00
Australia	51.13	48.87	100.00
New Zealand	59.17	40.83	100.00
Other Ocenia	44.83	55.17	100.00
OCENIA	52.05	47.95	100.00
South Africa	60.71	39.29	100.00
Other Africa	46.88	53.13	100.00
AFRICA	53.33	46.67	100.00
TOTAL	51.98	48.02	100.00

Unit: Percentage (%)

Country of Residence	Source of Information on ASEAN Logo & Tagline					
	Internet	TV	Billboard	Word of Mouth	Newspaper/ Magazine	Others
1	2	3	4	5	6	8
Malaysia	83.33	-	16.67	-	-	-
Singapore	70.59	29.41	17.65	-	17.65	-
Thailand	54.55	36.36	45.45	9.09	18.18	-
Vietnam	53.85	-	7.69	7.69	7.69	38.46
Cambodia	37.50	37.50	37.50	-	25.00	12.50
Other Asean	37.50	25.00	25.00	25.00	12.50	12.50
ASEAN	57.14	22.22	23.81	6.35	14.29	11.11
Hong Kong	52.94	35.29	5.88	5.88	23.53	11.76
India	65.52	13.79	10.34	6.90	6.90	10.34
Japan	82.19	50.68	-	-	4.11	8.22
South Korea	50.00	6.90	53.45	6.90	10.34	6.90
Srilanka	100.00	50.00	-	-	50.00	-
Taiwan	71.43	-	28.57	-	-	-
China	56.80	34.32	8.28	11.83	17.75	13.02
Other Asia (Ex. Asean)	70.37	11.11	11.11	3.70	-	11.11
ASIA	62.57	29.58	14.14	7.33	12.04	10.47
Saudi Arabia	50.00	-	16.67	-	-	33.33
Uni Emirat Arab	46.15	-	15.38	7.69	23.08	7.69
Iran	50.00	25.00	-	-	25.00	50.00
Israel	66.67	-	33.33	33.33	-	-
Other Middle East	60.00	20.00	-	20.00	-	-
MIDDLE EAST	51.61	6.45	12.90	9.68	12.90	16.13
Austria	66.67	-	-	-	-	33.33
Belgium	20.00	-	60.00	-	20.00	-
Denmark	42.86	42.86	28.57	-	28.57	14.29
France	70.59	8.82	-	-	8.82	17.65
Germany	72.50	12.50	12.50	5.00	10.00	12.50
Italy	84.21	21.05	-	5.26	5.26	5.26
Netherlands	72.73	9.09	9.09	-	4.55	13.64
Spain	62.50	12.50	-	-	25.00	12.50
Portugal	66.67	-	33.33	-	16.67	16.67
Sweden	66.67	40.00	20.00	13.33	13.33	6.67
Switzerland	66.67	16.67	16.67	-	5.56	22.22
United Kingdom	62.16	14.86	8.11	4.05	8.11	18.92
Finland	85.71	-	-	-	-	14.29
Norway	80.00	10.00	-	-	10.00	10.00
Ireland	66.67	11.11	22.22	-	-	-
Other West Europe	-	-	-	-	100.00	-
Russia	73.91	17.39	8.70	-	4.35	8.70
Czech Rep.	85.71	14.29	14.29	-	-	-
Other East Europe	64.71	5.88	-	5.88	-	29.41
EUROPE	68.31	14.15	9.54	2.77	8.31	14.46
United States of America	63.33	14.44	15.56	6.67	10.00	12.22
Canada	81.82	18.18	-	-	18.18	9.09
Brazilia	100.00	-	-	-	-	-
Central America	-	-	-	-	-	-
South America	75.00	25.00	25.00	-	50.00	50.00
Other America	66.67	-	-	-	33.33	-
AMERICA	66.96	14.29	13.39	5.36	12.50	12.50
Australia	61.40	15.79	16.67	2.63	7.02	13.16
New Zealand	37.50	16.67	16.67	-	8.33	33.33
Other Ocenia	50.00	-	-	-	50.00	-
OCENIA	57.04	15.49	16.20	2.11	8.45	16.20
South Africa	80.00	20.00	20.00	-	20.00	-
Other Africa	57.14	28.57	-	-	-	14.29
AFRICA	66.67	25.00	8.33	-	8.33	8.33
TOTAL	63.45	20.24	13.40	4.97	10.59	12.84

25.a

Visitor Arrivals Distribution to ASEAN by Country of Residence and Tourism Brand for ASEAN Countries

Unit: Percentage (%)

Country of Residence	Brunei Darussalam		Cambodia		Indonesia		Lao PDR		Malaysia	
	I know	I don't	I know	I don't	I know	I don't	I know	I don't	I know	I don't
1	2	3	4	5	6	7	8	9	10	11
Malaysia	3.85	96.15	19.23	80.77	19.23	80.77	11.54	88.46	84.62	15.38
Singapore	11.63	88.37	23.26	76.74	33.72	66.28	9.30	90.70	55.81	44.19
Thailand	5.88	94.12	35.29	64.71	31.37	68.63	29.41	70.59	49.02	50.98
Vietnam	16.67	83.33	29.17	70.83	27.08	72.92	25.00	75.00	37.50	62.50
Cambodia	8.16	91.84	71.43	28.57	32.65	67.35	22.45	77.55	55.10	44.90
Other Asean	1.92	98.08	26.92	73.08	40.38	59.62	34.62	65.38	51.92	48.08
ASEAN	8.65	91.35	33.97	66.03	32.05	67.95	21.47	78.53	53.53	46.47
Hong Kong	28.77	71.23	26.03	73.97	42.47	57.53	13.70	86.30	54.79	45.21
India	10.17	89.83	13.56	86.44	20.34	79.66	3.95	96.05	50.85	49.15
Japan	3.73	96.27	5.97	94.03	14.55	85.45	3.73	96.27	19.40	80.60
South Korea	6.03	93.97	7.33	92.67	5.60	94.40	6.47	93.53	12.93	87.07
Sri Lanka	15.38	84.62	30.77	69.23	23.08	76.92	15.38	84.62	61.54	38.46
Taiwan	6.61	93.39	6.61	93.39	12.40	87.60	9.09	90.91	14.05	85.95
China	22.00	78.00	18.74	81.26	23.01	76.99	18.13	81.87	27.09	72.91
Other Asia (Ex. Asean)	12.16	87.84	20.27	79.73	28.38	71.62	14.86	85.14	45.95	54.05
ASIA	13.11	86.89	13.46	86.54	18.70	81.30	10.70	89.30	27.88	72.12
Saudi Arabia	3.70	96.30	3.70	96.30	18.52	81.48	3.70	96.30	22.22	77.78
Uni Emirat Arab	8.70	91.30	13.04	86.96	15.22	84.78	2.17	97.83	56.52	43.48
Iran	3.85	96.15	-	100.00	7.69	92.31	-	100.00	46.15	53.85
Israel	-	100.00	25.00	75.00	5.00	95.00	10.00	90.00	-	100.00
Other Middle East	8.33	91.67	11.11	88.89	11.11	88.89	5.56	94.44	47.22	52.78
MIDDLE EAST	5.81	94.19	10.32	89.68	12.26	87.74	3.87	96.13	39.35	60.65
Austria	5.26	94.74	5.26	94.74	21.05	78.95	10.53	89.47	15.79	84.21
Belgium	10.87	89.13	23.91	76.09	19.57	80.43	10.87	89.13	19.57	80.43
Denmark	3.45	96.55	10.34	89.66	25.86	74.14	6.90	93.10	18.97	81.03
France	10.47	89.53	34.12	65.88	26.35	73.65	23.65	76.35	29.73	70.27
Germany	6.10	93.90	20.00	80.00	24.07	75.93	12.54	87.46	29.49	70.51
Italy	7.69	92.31	23.08	76.92	30.77	69.23	13.46	86.54	22.12	77.88
Netherlands	9.04	90.96	19.88	80.12	35.54	64.46	11.45	88.55	32.53	67.47
Spain	5.71	94.29	21.43	78.57	15.71	84.29	8.57	91.43	31.43	68.57
Portugal	6.25	93.75	37.50	62.50	18.75	81.25	25.00	75.00	12.50	87.50
Sweden	8.57	91.43	17.14	82.86	20.00	80.00	7.14	92.86	31.43	68.57
Switzerland	3.80	96.20	15.19	84.81	26.58	73.42	7.59	92.41	31.65	68.35
United Kingdom	12.21	87.79	19.12	80.88	21.42	78.58	12.74	87.26	35.40	64.60
Finland	11.11	88.89	5.56	94.44	13.89	86.11	5.56	94.44	41.67	58.33
Norway	7.14	92.86	16.67	83.33	21.43	78.57	7.14	92.86	33.33	66.67
Ireland	18.18	81.82	22.73	77.27	31.82	68.18	20.45	79.55	56.82	43.18
Other West Europe	16.67	83.33	25.00	75.00	16.67	83.33	33.33	66.67	50.00	50.00
Russia	4.41	95.59	13.24	86.76	22.06	77.94	8.82	91.18	19.12	80.88
Czech Rep.	10.71	89.29	21.43	78.57	21.43	78.57	14.29	85.71	28.57	71.43
Other East Europe	11.11	88.89	23.61	76.39	22.22	77.78	16.67	83.33	33.33	66.67
EUROPE	9.30	90.70	21.19	78.81	24.21	75.79	13.61	86.39	31.21	68.79
United States of America	7.83	92.17	21.68	78.32	19.13	80.87	16.58	83.42	28.23	71.77
Canada	8.78	91.22	24.32	75.68	20.27	79.73	14.86	85.14	32.43	67.57
Brazilia	7.14	92.86	17.86	82.14	21.43	78.57	17.86	82.14	35.71	64.29
Central America	-	100.00	-	100.00	-	100.00	-	100.00	-	100.00
South America	10.81	89.19	48.65	51.35	24.32	75.68	13.51	86.49	29.73	70.27
Other America	-	100.00	5.26	94.74	15.79	84.21	-	100.00	31.58	68.42
AMERICA	7.90	92.10	22.80	77.20	19.49	80.51	15.67	84.33	29.30	70.70
Australia	8.80	91.20	16.75	83.25	22.62	77.38	9.05	90.95	37.29	62.71
New Zealand	4.23	95.77	18.31	81.69	22.54	77.46	16.90	83.10	46.48	53.52
Other Oceania	-	100.00	-	100.00	6.90	93.10	-	100.00	6.90	93.10
OCEANIA	7.89	92.11	16.48	83.52	22.14	77.86	9.91	90.09	37.71	62.29
South Africa	6.06	93.94	24.24	75.76	15.15	84.85	6.06	93.94	24.24	75.76
Other Africa	14.29	85.71	11.43	88.57	20.00	80.00	14.29	85.71	28.57	71.43
AFRICA	10.29	89.71	17.65	82.35	17.65	82.35	10.29	89.71	26.47	73.53
TOTAL	9.70	90.30	19.05	80.95	17.65	82.35	10.29	89.71	32.58	67.42

25.b

Visitor Arrivals Distribution to ASEAN by Country of Residence and Tourism Brand for ASEAN Countries

Unit: Percentage (%)

Country of Residence	Myanmar		The Philippines		Singapore		Thailand		Viet Nam	
	I know	I don't	I know	I don't	I know	I don't	I know	I don't	I know	I don't
1	2	3	4	5	6	7	8	9	10	11
Malaysia	3.85	96.15	19.23	80.77	34.62	65.38	57.69	42.31	15.38	84.62
Singapore	16.28	83.72	34.88	65.12	56.98	43.02	48.84	51.16	13.95	86.05
Thailand	19.61	80.39	35.29	64.71	45.10	54.90	80.39	19.61	19.61	80.39
Vietnam	20.83	79.17	25.00	75.00	33.33	66.67	58.33	41.67	43.75	56.25
Cambodia	12.24	87.76	16.33	83.67	28.57	71.43	55.10	44.90	16.33	83.67
Other Asean	13.46	86.54	38.46	61.54	30.77	69.23	61.54	38.46	13.46	86.54
ASEAN	15.38	84.62	29.81	70.19	40.71	59.29	59.29	40.71	19.87	80.13
Hong Kong	17.81	82.19	32.88	67.12	38.36	61.64	49.32	50.68	19.18	80.82
India	7.91	92.09	29.38	70.62	38.42	61.58	45.20	54.80	9.04	90.96
Japan	3.36	96.64	60.07	39.93	25.75	74.25	39.18	60.82	6.72	93.28
South Korea	5.60	94.40	9.91	90.09	9.91	90.09	16.38	83.62	6.47	93.53
Sri Lanka	38.46	61.54	38.46	61.54	30.77	69.23	53.85	46.15	23.08	76.92
Taiwan	9.09	90.91	10.74	89.26	12.40	87.60	11.57	88.43	11.57	88.43
China	17.52	82.48	19.76	80.24	22.20	77.80	25.66	74.34	29.94	70.06
Other Asia (Ex. Asean)	18.92	81.08	24.32	75.68	28.38	71.62	40.54	59.46	16.22	83.78
ASIA	11.39	88.61	20.35	79.65	23.26	76.74	30.09	69.91	16.49	83.51
Saudi Arabia	11.11	88.89	33.33	66.67	25.93	74.07	14.81	85.19	7.41	92.59
Uni Emirat Arab	17.39	82.61	21.74	78.26	28.26	71.74	52.17	47.83	10.87	89.13
Iran	-	100.00	11.54	88.46	19.23	80.77	26.92	73.08	-	100.00
Israel	15.00	85.00	20.00	80.00	15.00	85.00	30.00	70.00	-	100.00
Other Middle East	2.78	97.22	19.44	80.56	16.67	83.33	11.11	88.89	-	100.00
MIDDLE EAST	9.68	90.32	19.64	80.36	21.94	78.06	29.03	70.97	4.52	95.48
Austria	15.79	84.21	31.58	68.42	26.32	73.68	31.58	68.42	5.26	94.74
Belgium	13.04	86.96	17.39	82.61	13.04	86.96	26.09	73.91	13.04	86.96
Denmark	3.45	96.55	17.24	82.76	17.24	82.76	27.59	72.41	5.17	94.83
France	18.24	81.76	21.62	78.38	26.69	73.31	42.91	57.09	21.62	78.38
Germany	18.64	81.36	17.29	82.71	23.73	76.27	41.69	58.31	15.25	84.75
Italy	19.23	80.77	18.27	81.73	26.92	73.08	38.46	61.54	19.23	80.77
Netherlands	13.86	86.14	16.27	83.73	27.11	72.89	42.17	57.83	13.25	86.75
Spain	4.29	95.71	18.57	81.43	22.86	77.14	31.43	68.57	12.86	87.14
Portugal	12.50	87.50	12.50	87.50	18.75	81.25	43.75	56.25	37.50	62.50
Sweden	14.29	85.71	22.86	77.14	25.71	74.29	47.14	52.86	12.86	87.14
Switzerland	11.39	88.61	11.39	88.61	29.11	70.89	46.84	53.16	10.13	89.87
United Kingdom	9.73	90.27	21.06	78.94	23.19	76.81	38.41	61.59	12.74	87.26
Finland	8.33	91.67	16.67	83.33	25.00	75.00	47.22	52.78	8.33	91.67
Norway	7.14	92.86	21.43	78.57	23.81	76.19	35.71	64.29	11.90	88.10
Ireland	18.18	81.82	29.55	70.45	40.91	59.09	52.27	47.73	25.00	75.00
Other West Europe	33.33	66.67	16.67	83.33	25.00	75.00	58.33	41.67	33.33	66.67
Russia	16.18	83.82	17.65	82.35	17.65	82.35	42.65	57.35	17.65	82.35
Czech Rep.	14.29	85.71	32.14	67.86	21.43	78.57	35.71	64.29	21.43	78.57
Other East Europe	18.06	81.94	19.44	80.56	15.28	84.72	38.89	61.11	16.67	83.33
EUROPE	13.81	86.19	23.00	77.00	24.11	75.89	40.22	59.78	15.24	84.76
United States of America	10.02	89.98	31.51	68.49	22.77	77.23	36.79	63.21	15.12	84.88
Canada	8.11	91.89	22.97	77.03	25.68	74.32	40.54	59.46	10.14	89.86
Brazilia	17.86	82.14	28.57	71.43	21.43	78.57	57.14	42.86	17.86	82.14
Central America	-	100.00	-	100.00	-	100.00	50.00	50.00	-	100.00
South America	24.32	75.68	27.03	72.97	21.62	78.38	48.65	51.35	16.22	83.78
Other America	10.53	89.47	15.79	84.21	26.32	73.68	21.05	78.95	5.26	94.74
AMERICA	10.57	89.43	23.21	76.79	23.18	76.82	38.47	61.53	14.01	85.99
Australia	7.21	92.79	21.64	78.36	27.02	72.98	32.15	67.85	11.12	88.88
New Zealand	9.15	90.85	14.79	85.21	30.28	69.72	49.30	50.70	10.56	89.44
Other Ocenia	-	100.00	31.03	68.97	20.69	79.31	10.34	89.66	-	100.00
OCENIA	7.28	92.72	17.54	82.46	27.30	72.70	33.97	66.03	10.72	89.28
South Africa	9.09	90.91	27.27	72.73	27.27	72.73	57.58	42.42	9.09	90.91
Other Africa	14.29	85.71	22.86	77.14	20.00	80.00	25.71	74.29	8.57	91.43
AFRICA	11.76	88.24	25.00	75.00	23.53	76.47	41.18	58.82	8.82	91.18
TOTAL	11.62	88.38	23.61	76.39	25.14	74.86	37.15	62.85	14.51	85.49

Unit: Percentage (%)

Country of Residence	Brunei Darussalam						Cambodia					
	Internet	Friends	TV	Newspaper	Billboard	Others	Internet	Friends	TV	Newspaper	Billboard	Others
1	2	3	4	5	6	7	8	9	10	11	12	13
Malaysia	100.00	-	-	-	-	-	80.00	-	-	-	20.00	-
Singapore	60.00	10.00	10.00	10.00	-	20.00	60.00	20.00	5.00	-	30.00	10.00
Thailand	66.67	-	33.33	-	-	-	38.89	27.78	27.78	11.11	5.56	11.11
Vietnam	50.00	25.00	-	-	-	37.50	42.86	28.57	-	-	-	42.86
Cambodia	50.00	25.00	25.00	-	-	-	28.57	17.14	25.71	14.29	17.14	31.43
Other Asean	100.00	-	-	-	-	-	64.29	7.14	14.29	-	7.14	21.43
ASEAN	59.26	14.81	11.11	3.70	-	18.52	45.28	18.87	16.04	6.60	14.15	22.64
Hong Kong	71.43	19.05	14.29	14.29	9.52	19.05	47.37	5.26	31.58	-	5.26	21.05
India	38.89	22.22	33.33	11.11	-	22.22	58.33	20.83	20.83	4.17	-	12.50
Japan	90.00	20.00	10.00	10.00	-	-	81.25	-	-	-	6.25	12.50
South Korea	78.57	7.14	28.57	7.14	-	7.14	64.71	17.65	5.88	-	5.88	5.88
Sri Lanka	100.00	-	-	-	-	-	50.00	25.00	-	-	25.00	-
Taiwan	87.50	-	-	-	-	12.50	50.00	12.50	12.50	25.00	-	12.50
China	54.63	27.78	12.04	16.67	11.11	25.00	57.61	13.04	9.78	7.61	2.17	18.48
Other Asia (Ex. Asean)	55.56	22.22	-	11.11	-	11.11	60.00	20.00	20.00	6.67	13.33	-
ASIA	60.53	22.63	14.21	13.68	7.37	20.00	58.97	13.33	12.82	5.64	4.10	14.36
Saudi Arabia	-	-	-	-	-	100.00	-	-	-	-	-	100.00
Uni Emirat Arab	100.00	25.00	25.00	50.00	25.00	-	66.67	50.00	16.67	16.67	16.67	-
Iran	100.00	100.00	100.00	-	-	-	-	-	-	-	-	-
Israel	-	-	-	-	-	-	80.00	-	-	-	-	20.00
Other Middle East	66.67	33.33	-	-	-	-	25.00	50.00	-	-	-	25.00
MIDDLE EAST	77.78	33.33	22.22	22.22	11.11	11.11	56.25	31.25	6.25	6.25	6.25	18.75
Austria	-	100.00	-	-	-	-	100.00	-	-	-	-	-
Belgium	60.00	-	20.00	-	20.00	20.00	54.55	9.09	9.09	-	18.18	9.09
Denmark	100.00	50.00	-	50.00	-	-	66.67	50.00	33.33	50.00	33.33	-
France	51.61	9.68	16.13	6.45	9.68	25.81	55.45	31.68	6.93	3.96	10.89	15.84
Germany	72.22	5.56	16.67	-	-	11.11	55.93	13.56	18.64	6.78	11.86	15.25
Italy	75.00	12.50	-	12.50	-	12.50	62.50	12.50	-	4.17	8.33	16.67
Netherlands	53.33	13.33	20.00	6.67	-	33.33	63.64	24.24	6.06	3.03	12.12	18.18
Spain	25.00	50.00	25.00	-	-	-	33.33	40.00	13.33	-	13.33	13.33
Portugal	-	-	-	-	-	100.00	66.67	-	-	-	-	33.33
Sweden	83.33	-	16.67	16.67	-	-	41.67	16.67	16.67	8.33	8.33	25.00
Switzerland	-	33.33	33.33	-	-	33.33	58.33	33.33	16.67	-	8.33	8.33
United Kingdom	56.52	20.29	5.80	8.70	14.49	13.04	46.30	18.52	6.48	2.78	14.81	20.37
Finland	75.00	-	-	-	25.00	-	-	-	-	50.00	-	50.00
Norway	100.00	-	-	-	-	-	71.43	28.57	-	-	-	14.29
Ireland	62.50	50.00	-	-	-	12.50	80.00	20.00	10.00	-	-	10.00
Other West Europe	50.00	50.00	-	-	-	50.00	100.00	33.33	-	-	-	-
R u s i a	100.00	-	33.33	-	-	-	66.67	33.33	22.22	-	-	22.22
Czech Rep.	100.00	33.33	-	-	-	-	66.67	33.33	-	-	-	16.67
Other East Europe	62.50	12.50	-	-	12.50	12.50	64.71	5.88	17.65	17.65	-	11.76
EUROPE	59.79	17.01	10.31	6.19	8.25	15.98	55.20	22.17	9.50	4.75	10.86	16.74
United States of America	72.09	25.58	13.95	-	2.33	11.63	63.03	30.25	14.29	2.52	10.92	14.29
Canada	69.23	23.08	15.38	15.38	7.69	23.08	41.67	25.00	11.11	11.11	11.11	19.44
Brazilia	100.00	-	-	-	-	-	80.00	40.00	-	-	-	-
Central America	-	-	-	-	-	-	-	-	-	-	-	-
South America	25.00	50.00	-	25.00	-	50.00	66.67	16.67	22.22	-	16.67	5.56
Other America	-	-	-	-	-	-	100.00	-	-	100.00	-	-
AMERICA	69.35	25.81	12.90	4.84	3.23	16.13	59.78	27.93	13.97	4.47	11.17	13.97
Australia	47.22	19.44	13.89	5.56	18.06	11.11	43.07	26.28	17.52	5.11	14.60	14.60
New Zealand	50.00	16.67	33.33	-	16.67	-	61.54	19.23	3.85	-	23.08	11.54
Other Ocenia	-	-	-	-	-	-	-	-	-	-	-	-
OCENIA	47.44	19.23	15.38	5.13	17.95	10.26	46.01	25.15	15.34	4.29	15.95	14.11
South Africa	50.00	-	-	-	-	50.00	62.50	25.00	12.50	-	12.50	25.00
Other Africa	60.00	-	40.00	-	-	-	75.00	-	-	25.00	-	-
AFRICA	57.14	-	28.57	-	-	14.29	66.67	16.67	8.33	8.33	8.33	16.67
TOTAL	59.61	20.11	13.05	8.47	8.29	16.58	54.45	21.74	12.22	5.03	10.69	16.08

Unit: Percentage (%)

Country of Residence	Indonesia						Lao PDR					
	Internet	Friends	TV	Newspaper	Billboard	Others	Internet	Friends	TV	Newspaper	Billboard	Others
1	2	3	4	5	6	7	8	9	10	11	12	13
Malaysia	60.00	-	20.00	-	-	20.00	33.33	33.33	33.33	-	-	-
Singapore	55.17	17.24	31.03	-	10.34	10.34	62.50	25.00	-	12.50	-	12.50
Thailand	37.50	31.25	50.00	6.25	18.75	6.25	40.00	33.33	33.33	6.67	13.33	-
Vietnam	46.15	15.38	7.69	-	-	38.46	41.67	41.67	-	-	-	41.67
Cambodia	31.25	18.75	37.50	6.25	12.50	12.50	45.45	18.18	9.09	9.09	27.27	9.09
Other Asean	42.86	4.76	33.33	-	19.05	9.52	50.00	5.56	22.22	5.56	27.78	11.11
A S E A N	45.00	16.00	32.00	2.00	12.00	14.00	46.27	23.88	16.42	5.97	14.93	13.43
Hong Kong	48.39	9.68	35.48	9.68	9.68	16.13	70.00	-	20.00	-	-	10.00
India	36.11	19.44	44.44	13.89	5.56	8.33	57.14	42.86	28.57	-	-	14.29
J a p a n	84.62	5.13	-	2.56	-	12.82	70.00	30.00	-	-	10.00	-
South Korea	53.85	23.08	7.69	-	15.38	7.69	66.67	13.33	6.67	6.67	6.67	-
Srilanka	100.00	-	-	-	-	-	100.00	-	-	-	-	-
Taiwan	46.67	13.33	13.33	13.33	6.67	13.33	36.36	-	18.18	9.09	-	36.36
C h i n a	54.87	16.81	15.93	10.62	1.77	12.39	55.06	15.73	10.11	11.24	2.25	19.10
Other Asia (Ex. Asean)	61.90	28.57	28.57	4.76	9.52	4.76	45.45	36.36	18.18	9.09	-	9.09
A S I A	56.46	15.50	19.93	8.86	4.43	11.44	56.77	16.77	11.61	8.39	2.58	15.48
Saudi Arabia	60.00	-	20.00	-	-	20.00	-	-	-	-	-	100.00
Uni Emirat Arab	42.86	28.57	14.29	14.29	-	14.29	100.00	-	-	-	-	-
Iran	50.00	50.00	-	-	-	-	-	-	-	-	-	-
Israel	-	-	-	-	-	100.00	50.00	-	-	-	-	50.00
Other Middle East	50.00	25.00	-	-	-	25.00	50.00	50.00	-	-	-	-
MIDDLE EAST	47.37	21.05	10.53	5.26	-	21.05	50.00	16.67	-	-	-	33.33
Austria	100.00	-	25.00	25.00	25.00	-	50.00	50.00	-	-	-	-
Belgium	66.67	-	-	11.11	33.33	11.11	60.00	-	-	-	-	40.00
Denmark	80.00	26.67	26.67	6.67	6.67	-	50.00	25.00	25.00	25.00	25.00	25.00
France	57.69	30.77	21.79	10.26	6.41	8.97	54.29	30.00	17.14	8.57	8.57	10.00
Germany	60.56	12.68	22.54	5.63	12.68	12.68	67.57	21.62	16.22	5.41	2.70	8.11
I t a l y	71.88	21.88	6.25	9.38	9.38	9.38	78.57	14.29	7.14	7.14	-	14.29
Netherlands	57.63	20.34	16.95	5.08	11.86	11.86	63.16	26.32	10.53	5.26	5.26	21.05
Spain	45.45	27.27	-	9.09	18.18	-	16.67	50.00	16.67	-	16.67	-
Portugal	-	-	-	-	33.33	66.67	25.00	-	-	-	25.00	50.00
Sweden	50.00	21.43	21.43	7.14	-	14.29	20.00	-	20.00	20.00	-	40.00
Switzerland	61.90	4.76	23.81	4.76	9.52	14.29	50.00	-	-	-	33.33	16.67
United Kingdom	52.07	13.22	31.40	3.31	8.26	14.88	40.28	31.94	6.94	5.56	9.72	19.44
Finland	40.00	-	20.00	-	40.00	-	100.00	-	-	-	-	-
Norway	55.56	22.22	11.11	-	11.11	11.11	66.67	-	33.33	33.33	-	-
Ireland	64.29	21.43	14.29	-	7.14	7.14	55.56	11.11	11.11	11.11	11.11	11.11
Other West Europe	50.00	50.00	-	-	-	50.00	50.00	25.00	25.00	-	-	25.00
R u s i a	86.67	33.33	26.67	-	13.33	-	50.00	33.33	16.67	-	-	16.67
Czech Rep.	50.00	66.67	-	-	-	-	75.00	50.00	-	-	-	-
Other East Europe	56.25	6.25	37.50	-	6.25	12.50	75.00	16.67	25.00	-	8.33	-
EUROPE	58.81	18.81	21.78	5.54	10.10	11.29	53.87	25.35	12.68	6.34	7.75	14.44
United States of America	63.81	21.90	22.86	1.90	7.62	11.43	63.74	30.77	8.79	1.10	5.49	8.79
Canada	33.33	23.33	30.00	6.67	13.33	20.00	50.00	36.36	9.09	9.09	-	18.18
Brazilia	33.33	16.67	50.00	-	16.67	-	80.00	20.00	20.00	-	20.00	-
Central America	-	-	-	-	-	-	-	-	-	-	-	-
South America	77.78	44.44	22.22	-	-	11.11	80.00	40.00	40.00	-	-	20.00
Other America	33.33	66.67	-	33.33	-	-	-	-	-	-	-	-
AMERICA	56.86	24.18	24.84	3.27	8.50	12.42	62.60	31.71	10.57	2.44	4.88	10.57
Australia	54.05	15.68	22.70	5.95	16.76	9.73	55.41	17.57	13.51	4.05	8.11	20.27
New Zealand	50.00	12.50	46.88	-	9.38	6.25	45.83	16.67	-	4.17	37.50	4.17
Other Ocenia	50.00	-	50.00	-	-	-	-	-	-	-	-	-
O C E N I A	53.42	15.07	26.48	5.02	15.53	9.13	53.06	17.35	10.20	4.08	15.31	16.33
South Africa	40.00	20.00	60.00	-	-	20.00	50.00	-	-	50.00	-	-
Other Africa	42.86	42.86	14.29	14.29	14.29	-	20.00	40.00	20.00	20.00	-	-
A F R I C A	41.67	33.33	33.33	8.33	8.33	8.33	28.57	28.57	14.29	28.57	-	-
TOTAL	55.75	18.06	23.30	5.63	9.62	11.42	54.86	23.38	12.03	5.95	7.70	14.19

Unit: Percentage (%)

Country of Residence	Malaysia						Myanmar					
	Internet	Friends	TV	Newspaper	Billboard	Others	Internet	Friends	TV	Newspaper	Billboard	Others
1	2	3	4	5	6	7	8	9	10	11	12	13
Malaysia	50.00	13.64	40.91	9.09	18.18	22.73	100.00	-	-	-	-	-
Singapore	37.50	10.42	52.08	4.17	14.58	6.25	50.00	28.57	14.29	7.14	7.14	7.14
Thailand	48.00	16.00	56.00	8.00	16.00	8.00	50.00	30.00	40.00	-	20.00	-
Vietnam	61.11	16.67	27.78	-	-	16.67	50.00	30.00	-	-	-	50.00
Cambodia	25.93	3.70	62.96	7.41	7.41	14.81	33.33	-	33.33	-	16.67	16.67
Other Asean	44.44	11.11	40.74	-	14.81	7.41	71.43	14.29	14.29	-	14.29	14.29
ASEAN	42.51	11.38	48.50	4.79	12.57	11.38	52.08	22.92	18.75	2.08	10.42	16.67
Hong Kong	50.00	7.50	42.50	5.00	7.50	15.00	53.85	-	30.77	-	-	15.38
India	40.00	14.44	44.44	7.78	4.44	4.44	42.86	35.71	28.57	21.43	7.14	-
Japan	73.08	15.38	21.15	3.85	9.62	7.69	77.78	22.22	-	-	11.11	-
South Korea	50.00	13.33	30.00	16.67	3.33	6.67	76.92	23.08	15.38	7.69	15.38	7.69
Sri Lanka	75.00	12.50	25.00	12.50	12.50	-	60.00	40.00	20.00	-	-	-
Taiwan	47.06	-	29.41	11.76	-	11.76	45.45	9.09	18.18	18.18	9.09	9.09
China	56.39	18.05	16.54	10.53	5.26	15.79	60.47	8.14	11.63	6.98	2.33	19.77
Other Asia (Ex. Asean)	61.76	20.59	23.53	-	2.94	14.71	64.29	14.29	21.43	-	-	21.43
ASIA	54.21	14.85	28.22	8.17	5.45	10.89	60.00	13.33	15.76	7.27	4.24	14.55
Saudi Arabia	50.00	16.67	16.67	-	-	16.67	33.33	33.33	-	-	-	33.33
Uni Emirat Arab	57.69	15.38	19.23	7.69	-	15.38	62.50	25.00	12.50	-	-	-
Iran	83.33	25.00	8.33	-	8.33	8.33	-	-	-	-	-	-
Israel	-	-	-	-	-	-	66.67	-	-	-	-	33.33
Other Middle East	64.71	23.53	5.88	-	5.88	-	100.00	-	-	-	-	-
MIDDLE EAST	63.93	19.67	13.11	3.28	3.28	9.84	60.00	20.00	6.67	-	-	13.33
Austria	33.33	33.33	33.33	-	-	-	66.67	-	-	-	33.33	-
Belgium	44.44	22.22	22.22	-	-	11.11	50.00	-	33.33	-	-	16.67
Denmark	72.73	27.27	45.45	18.18	9.09	-	100.00	50.00	-	-	-	-
France	47.73	18.18	22.73	5.68	14.77	12.50	53.70	25.93	14.81	3.70	5.56	14.81
Germany	51.72	12.64	33.33	4.60	10.34	9.20	56.36	20.00	14.55	5.45	10.91	21.82
Italy	60.87	17.39	17.39	13.04	8.70	8.70	35.00	45.00	5.00	10.00	10.00	20.00
Netherlands	50.00	18.52	33.33	1.85	7.41	7.41	43.48	30.43	21.74	13.04	17.39	21.74
Spain	45.45	18.18	18.18	9.09	9.09	9.09	66.67	66.67	-	-	-	-
Portugal	50.00	-	-	-	-	50.00	-	-	-	-	-	100.00
Sweden	59.09	9.09	27.27	4.55	9.09	9.09	70.00	-	20.00	-	10.00	10.00
Switzerland	44.00	8.00	36.00	8.00	8.00	8.00	66.67	22.22	-	22.22	-	11.11
United Kingdom	47.00	13.50	43.00	6.50	7.50	12.50	52.73	18.18	18.18	3.64	9.09	16.36
Finland	26.67	6.67	40.00	-	20.00	6.67	33.33	-	-	-	-	66.67
Norway	42.86	14.29	28.57	7.14	7.14	14.29	66.67	33.33	-	-	-	33.33
Ireland	60.00	12.00	28.00	4.00	12.00	8.00	62.50	12.50	-	-	12.50	37.50
Other West Europe	33.33	33.33	50.00	-	-	-	75.00	25.00	-	-	-	25.00
Russia	61.54	38.46	7.69	-	23.08	-	54.55	9.09	9.09	9.09	9.09	18.18
Czech Rep.	62.50	25.00	12.50	-	12.50	12.50	100.00	-	-	-	-	-
Other East Europe	58.33	16.67	25.00	4.17	4.17	8.33	69.23	7.69	7.69	23.08	7.69	7.69
EUROPE	49.77	15.51	32.57	5.53	9.52	10.14	54.86	21.18	13.19	6.25	8.68	18.40
United States of America	54.84	20.00	33.55	5.81	3.87	8.39	67.27	25.45	18.18	-	1.82	12.73
Canada	31.25	27.08	41.67	6.25	6.25	16.67	33.33	58.33	-	8.33	-	25.00
Brazilia	30.00	30.00	50.00	-	-	10.00	60.00	20.00	40.00	-	-	-
Central America	-	-	-	-	-	-	-	-	-	-	-	-
South America	54.55	63.64	18.18	9.09	18.18	-	66.67	55.56	22.22	-	11.11	-
Other America	33.33	16.67	-	16.67	33.33	16.67	50.00	-	-	-	-	50.00
AMERICA	48.26	23.91	34.35	6.09	5.65	10.00	61.45	32.53	16.87	1.20	2.41	13.25
Australia	48.52	12.79	42.30	4.92	10.82	9.51	52.54	18.64	15.25	10.17	3.39	8.47
New Zealand	45.45	7.58	56.06	4.55	-	3.03	38.46	30.77	15.38	15.38	7.69	7.69
Other Oceania	-	-	100.00	-	-	-	-	-	-	-	-	-
OCEANIA	47.72	11.80	45.04	4.83	8.85	8.31	50.00	20.83	15.28	11.11	4.17	8.33
South Africa	37.50	25.00	25.00	12.50	50.00	12.50	100.00	33.33	-	-	-	-
Other Africa	40.00	20.00	20.00	-	10.00	40.00	40.00	20.00	40.00	20.00	-	-
AFRICA	38.89	22.22	22.22	5.56	27.78	27.78	62.50	25.00	25.00	12.50	-	-
TOTAL	49.84	15.49	34.98	5.88	8.30	10.19	56.41	20.77	14.87	6.04	6.19	15.32

26.d

Visitor Arrivals Distribution to ASEAN by Country of Residence and Source of Information on Tourism Country Brand

Unit: Percentage (%)

Country of Residence	The Philippines						Singapore					
	Internet	Friends	TV	Newspaper	Billboard	Others	Internet	Friends	TV	Newspaper	Billboard	Others
1	2	3	4	5	6	7	8	9	10	11	12	13
Malaysia	-	-	20.00	-	40.00	40.00	55.56	-	55.56	-	22.22	11.11
Singapore	40.00	16.67	20.00	6.67	20.00	16.67	46.94	16.33	36.73	6.12	10.20	12.24
Thailand	44.44	22.22	55.56	-	22.22	5.56	60.87	13.04	43.48	4.35	4.35	4.35
Vietnam	58.33	33.33	-	8.33	-	25.00	56.25	18.75	12.50	-	12.50	25.00
Cambodia	25.00	12.50	50.00	12.50	-	-	50.00	14.29	35.71	14.29	7.14	-
Other Asean	40.00	25.00	50.00	10.00	5.00	15.00	43.75	25.00	50.00	6.25	-	18.75
ASEAN	39.78	20.43	33.33	6.45	13.98	15.05	51.18	15.75	37.80	5.51	8.66	11.81
Hong Kong	41.67	16.67	37.50	8.33	4.17	20.83	53.57	10.71	39.29	14.29	10.71	7.14
India	28.85	15.38	23.08	3.85	26.92	7.69	45.59	22.06	27.94	7.35	8.82	8.82
Japan	10.56	55.90	5.59	-	2.48	26.71	72.46	11.59	11.59	1.45	5.80	14.49
South Korea	60.87	17.39	21.74	4.35	-	8.70	73.91	17.39	26.09	17.39	-	4.35
Sri Lanka	60.00	40.00	-	-	20.00	20.00	100.00	25.00	-	-	-	-
Taiwan	30.77	7.69	23.08	23.08	-	15.38	46.67	6.67	26.67	-	-	33.33
China	56.70	15.46	17.53	8.25	4.12	18.56	64.22	12.84	19.27	7.34	6.42	12.84
Other Asia (Ex. Asean)	61.11	16.67	27.78	-	5.56	11.11	47.62	23.81	23.81	-	4.76	23.81
ASIA	32.82	32.32	15.27	4.07	6.36	19.59	60.53	15.13	21.96	6.53	6.23	12.76
Saudi Arabia	55.56	11.11	11.11	-	-	22.22	57.14	28.57	-	-	-	14.29
Uni Emirat Arab	70.00	30.00	-	10.00	-	-	61.54	30.77	15.38	15.38	7.69	7.69
Iran	33.33	-	66.67	-	-	-	60.00	20.00	20.00	20.00	20.00	20.00
Israel	25.00	-	-	-	50.00	25.00	66.67	-	-	-	-	33.33
Other Middle East	57.14	28.57	-	-	14.29	-	83.33	16.67	-	-	-	-
MIDDLE EAST	54.55	18.18	9.09	3.03	9.09	9.09	64.71	23.53	8.82	8.82	5.88	11.76
Austria	33.33	-	33.33	-	33.33	-	60.00	40.00	-	-	-	-
Belgium	50.00	12.50	-	-	12.50	37.50	33.33	-	16.67	16.67	16.67	16.67
Denmark	40.00	30.00	40.00	30.00	30.00	20.00	80.00	30.00	20.00	20.00	20.00	-
France	43.75	26.56	12.50	4.69	12.50	14.06	55.70	29.11	17.72	3.80	7.59	13.92
Germany	50.98	29.41	17.65	1.96	7.84	17.65	68.57	22.86	12.86	10.00	8.57	8.57
Italy	63.16	15.79	5.26	10.53	-	15.79	53.57	21.43	10.71	3.57	7.14	17.86
Netherlands	25.93	11.11	29.63	7.41	25.93	22.22	57.78	15.56	20.00	6.67	13.33	11.11
Spain	38.46	7.69	30.77	-	30.77	7.69	56.25	25.00	18.75	-	12.50	6.25
Portugal	-	-	-	-	-	100.00	33.33	-	66.67	-	-	33.33
Sweden	43.75	18.75	31.25	6.25	25.00	-	66.67	16.67	27.78	11.11	11.11	-
Switzerland	22.22	-	33.33	11.11	22.22	22.22	56.52	-	39.13	8.70	4.35	8.70
United Kingdom	48.74	21.85	13.45	5.88	15.13	17.65	58.78	18.32	22.14	6.11	11.45	10.69
Finland	66.67	16.67	-	-	16.67	-	66.67	33.33	11.11	-	11.11	-
Norway	44.44	22.22	11.11	11.11	22.22	-	70.00	20.00	10.00	-	10.00	20.00
Ireland	53.85	15.38	23.08	7.69	7.69	15.38	72.22	16.67	16.67	5.56	-	11.11
Other West Europe	50.00	50.00	-	-	-	50.00	100.00	33.33	-	-	-	-
Russia	41.67	16.67	16.67	16.67	25.00	-	50.00	16.67	33.33	8.33	16.67	8.33
Czech Rep.	44.44	22.22	22.22	-	-	22.22	33.33	50.00	-	-	16.67	-
Other East Europe	64.29	21.43	7.14	7.14	21.43	-	63.64	18.18	-	18.18	-	18.18
EUROPE	46.21	20.78	16.87	6.11	15.40	15.40	60.04	20.68	18.89	6.56	9.54	10.54
United States of America	43.35	21.39	17.34	4.05	13.87	13.29	60.80	23.20	17.60	5.60	7.20	15.20
Canada	41.18	35.29	11.76	2.94	5.88	17.65	36.84	26.32	28.95	13.16	21.05	18.42
Brazilia	37.50	12.50	37.50	-	12.50	12.50	83.33	16.67	33.33	-	-	-
Central America	-	-	-	-	-	-	-	-	-	-	-	-
South America	30.00	40.00	20.00	10.00	20.00	20.00	75.00	50.00	12.50	-	12.50	12.50
Other America	66.67	-	-	-	33.33	-	60.00	40.00	-	-	20.00	-
AMERICA	42.54	23.68	17.11	3.95	13.16	14.04	57.14	25.27	19.78	6.59	10.44	14.84
Australia	32.77	22.03	22.60	2.82	18.64	14.69	46.15	20.81	32.13	6.79	14.48	9.50
New Zealand	47.62	33.33	9.52	4.76	14.29	14.29	55.81	20.93	25.58	4.65	6.98	11.63
Other Oceania	33.33	11.11	22.22	-	11.11	22.22	33.33	-	50.00	-	-	16.67
OCEANIA	34.30	22.71	21.26	2.90	17.87	14.98	47.41	20.37	31.48	6.30	12.96	10.00
South Africa	44.44	11.11	33.33	11.11	55.56	-	55.56	11.11	22.22	-	11.11	11.11
Other Africa	50.00	25.00	-	12.50	12.50	-	57.14	-	28.57	-	-	14.29
AFRICA	47.06	17.65	17.65	11.76	35.29	-	56.25	6.25	25.00	-	6.25	12.50
TOTAL	39.78	24.71	18.04	4.71	12.83	15.94	56.77	19.40	23.49	6.40	9.33	11.64

Unit: Percentage (%)

Country of Residence	Thailand						Viet Nam					
	Internet	Friends	TV	Newspaper	Billboard	Others	Internet	Friends	TV	Newspaper	Billboard	Others
1	2	3	4	5	6	7	8	9	10	11	12	13
Malaysia	46.67	6.67	26.67	6.67	20.00	13.33	75.00	-	25.00	-	-	-
Singapore	45.24	19.05	30.95	4.76	14.29	9.52	75.00	33.33	8.33	-	8.33	-
Thailand	58.54	14.63	43.90	14.63	19.51	9.76	50.00	40.00	30.00	-	-	-
Vietnam	67.86	14.29	17.86	7.14	3.57	21.43	76.19	23.81	23.81	9.52	4.76	14.29
Cambodia	22.22	7.41	44.44	14.81	18.52	14.81	25.00	25.00	37.50	12.50	-	12.50
Other Asean	53.13	12.50	37.50	-	6.25	12.50	71.43	14.29	14.29	-	-	14.29
ASEAN	49.73	13.51	34.59	8.11	13.51	12.97	64.52	25.81	22.58	4.84	3.23	8.06
Hong Kong	50.00	13.89	44.44	5.56	5.56	8.33	71.43	14.29	28.57	14.29	7.14	14.29
India	42.50	22.50	33.75	10.00	8.75	11.25	43.75	31.25	31.25	12.50	-	-
Japan	61.90	16.19	10.48	4.76	4.76	18.10	61.11	22.22	22.22	11.11	11.11	22.22
South Korea	68.42	5.26	34.21	5.26	2.63	2.63	60.00	26.67	20.00	-	13.33	6.67
Sri Lanka	85.71	14.29	14.29	-	14.29	-	66.67	-	33.33	-	-	-
Taiwan	57.14	7.14	21.43	-	-	21.43	35.71	7.14	21.43	28.57	-	7.14
China	57.94	17.46	17.46	10.32	4.76	16.67	56.46	19.73	6.12	12.24	1.36	19.05
Other Asia (Ex. Asean)	66.67	16.67	23.33	-	3.33	13.33	58.33	41.67	16.67	-	-	8.33
ASIA	57.34	16.28	22.94	6.88	5.28	13.76	56.07	20.92	12.97	11.72	2.93	15.48
Saudi Arabia	50.00	-	50.00	-	-	-	50.00	-	-	-	-	50.00
Uni Emirat Arab	41.67	16.67	29.17	4.17	-	12.50	80.00	20.00	20.00	20.00	-	-
Iran	57.14	57.14	42.86	-	-	14.29	-	-	-	-	-	-
Israel	66.67	-	-	-	-	33.33	-	-	-	-	-	-
Other Middle East	100.00	-	-	-	-	-	-	-	-	-	-	-
MIDDLE EAST	53.33	17.78	26.67	2.22	-	13.33	71.43	14.29	14.29	14.29	-	14.29
Austria	50.00	-	16.67	16.67	33.33	-	100.00	-	-	-	-	-
Belgium	50.00	8.33	16.67	-	16.67	25.00	33.33	-	-	-	-	66.67
Denmark	62.50	37.50	43.75	18.75	6.25	6.25	66.67	33.33	-	-	-	33.33
France	52.76	35.43	16.54	7.09	12.60	13.39	60.94	29.69	14.06	3.13	3.13	17.19
Germany	58.54	15.45	25.20	7.32	12.20	10.57	64.44	24.44	17.78	4.44	6.67	15.56
Italy	65.00	22.50	17.50	5.00	10.00	7.50	55.00	25.00	10.00	10.00	5.00	20.00
Netherlands	60.00	18.57	25.71	4.29	14.29	7.14	63.64	13.64	18.18	4.55	-	27.27
Spain	59.09	18.18	18.18	9.09	4.55	4.55	66.67	22.22	11.11	-	11.11	11.11
Portugal	71.43	-	-	-	14.29	14.29	50.00	33.33	-	-	-	16.67
Sweden	51.52	21.21	33.33	6.06	3.03	15.15	55.56	11.11	22.22	11.11	11.11	22.22
Switzerland	43.24	5.41	35.14	10.81	16.22	10.81	62.50	-	12.50	-	25.00	12.50
United Kingdom	45.16	16.13	29.03	5.99	17.51	13.82	58.33	26.39	13.89	8.33	6.94	12.50
Finland	47.06	23.53	11.76	5.88	11.76	11.76	-	-	66.67	-	-	33.33
Norway	66.67	13.33	6.67	-	20.00	13.33	60.00	20.00	-	-	20.00	20.00
Ireland	47.83	21.74	21.74	4.35	13.04	13.04	63.64	18.18	18.18	-	-	18.18
Other West Europe	71.43	42.86	14.29	-	-	-	75.00	50.00	-	-	-	25.00
Russia	58.62	24.14	13.79	10.34	10.34	13.79	50.00	25.00	25.00	8.33	-	8.33
Czech Rep.	50.00	30.00	10.00	10.00	20.00	10.00	50.00	50.00	16.67	-	-	16.67
Other East Europe	78.57	17.86	25.00	3.57	10.71	3.57	83.33	25.00	16.67	25.00	8.33	8.33
EUROPE	53.99	20.26	23.72	6.56	13.47	11.44	60.06	24.21	14.78	5.66	5.35	17.30
United States of America	59.41	21.78	23.76	2.97	11.88	11.88	63.86	28.92	15.66	1.20	3.61	13.25
Canada	51.67	21.67	23.33	5.00	11.67	16.67	46.67	53.33	13.33	6.67	13.33	20.00
Brazilia	62.50	18.75	12.50	6.25	-	25.00	80.00	40.00	20.00	-	-	-
Central America	100.00	-	-	-	-	-	-	-	-	-	-	-
South America	66.67	33.33	27.78	-	11.11	5.56	83.33	33.33	16.67	-	-	-
Other America	75.00	-	25.00	50.00	25.00	-	-	100.00	-	-	-	-
AMERICA	58.94	21.85	23.18	3.97	11.26	12.91	62.73	33.64	15.45	1.82	4.55	12.73
Australia	50.57	16.73	28.90	9.13	12.93	12.17	51.65	30.77	21.98	5.49	4.40	13.19
New Zealand	57.14	20.00	30.00	4.29	11.43	8.57	80.00	20.00	13.33	13.33	6.67	6.67
Other Oceania	33.33	-	66.67	-	-	-	-	-	-	-	-	-
OCEANIA	51.79	17.26	29.46	8.04	12.50	11.31	55.66	29.25	20.75	6.60	4.72	12.26
South Africa	42.11	15.79	21.05	15.79	31.58	10.53	66.67	-	33.33	-	-	-
Other Africa	66.67	11.11	-	22.22	-	11.11	66.67	-	-	33.33	-	-
AFRICA	50.00	14.29	14.29	17.86	21.43	10.71	66.67	-	16.67	16.67	-	-
TOTAL	54.58	18.52	25.24	6.68	11.19	12.25	59.20	25.00	15.68	7.08	4.25	14.74

27. Visitor Arrivals Distribution to ASEAN by Age and Sex

Unit: Percentage (%)

Sex	Age					
	15-24	25-34	35-44	45-54	55-64	≥ 65
1	2	3	4	5	6	7
Male	12.03	28.53	23.89	18.71	10.55	6.29
Female	25.68	34.17	18.42	10.71	6.72	4.31
TOTAL	17.37	30.73	21.75	15.58	9.05	5.52

28. Visitor Arrivals Distribution to ASEAN by Age and Occupation

Unit: Percentage (%)

Occupation	Age					
	15-24	25-34	35-44	45-54	55-64	≥ 65
1	2	3	4	5	6	7
Professional	5.45	39.28	26.33	16.45	9.23	3.26
Manager/ Director	1.54	30.17	36.31	22.07	6.42	3.49
Military/ Police	9.09	34.34	39.39	13.13	3.03	1.01
Housewife	2.46	32.79	32.79	20.49	8.61	2.87
Student	73.04	24.52	1.22	0.51	0.61	0.10
Retired	2.08	12.22	13.75	22.64	23.75	25.56
Clerical/ Mechanic	7.87	30.00	27.23	21.70	9.15	4.04
Others	22.12	32.74	17.99	16.22	7.67	3.24
TOTAL	17.28	30.68	21.76	15.73	8.99	5.56

29. Visitor Arrivals Distribution to ASEAN by Age and Education

Unit: Percentage (%)

Education	Age					
	15-24	25-34	35-44	45-54	55-64	≥ 65
1	2	3	4	5	6	7
No Formal Schooling	21.74	21.74	23.91	26.09	4.35	2.17
Primary/ Elementary	23.81	31.75	28.57	7.94	1.59	6.35
Secondary/ High School	38.55	18.02	14.14	13.64	9.64	6.01
Post Secondary	30.81	26.30	16.59	9.48	9.24	7.58
Tertiary-Diploma/ Graduate	13.97	33.40	22.77	16.81	8.35	4.71
Tertiary-Post Graduate	7.54	34.76	25.95	15.68	10.41	5.67
Others	15.85	31.15	21.31	19.67	7.65	4.37
TOTAL	17.23	30.87	21.96	15.58	9.01	5.35

30. Visitor Arrivals Distribution to ASEAN by Age and Travel Arrangement

Unit: Percentage (%)

Travel Arrangement	Age					
	15-24	25-34	35-44	45-54	55-64	≥ 65
1	2	3	4	5	6	7
Individual	14.11	31.60	22.43	16.79	9.62	5.45
Group	26.96	28.01	20.31	12.40	7.02	5.30
TOTAL	17.17	30.75	21.92	15.75	9.00	5.41

31. Visitor Arrivals Distribution to ASEAN by Age and Main Purpose

Unit: Percentage (%)

Main Purpose	Age					
	15-24	25-34	35-44	45-54	55-64	≥ 65
1	2	3	4	5	6	7
Holiday	17.98	33.84	21.21	13.61	7.85	5.50
Business	2.23	26.08	33.47	25.24	9.76	3.21
MICE	17.31	23.08	30.77	23.08	3.85	1.92
Visiting Friend	16.26	16.48	14.95	21.32	21.32	9.67
Education	38.46	40.38	8.65	7.69	1.92	2.88
Sport	41.86	20.93	23.26	9.30	4.65	-
Official Mission	16.67	28.57	26.19	11.90	14.29	2.38
Religion	20.00	20.00	30.00	15.00	5.00	10.00
Beauty & Health Treatment	3.23	25.81	22.58	25.81	19.35	3.23
Others	37.25	23.48	16.60	10.53	6.88	5.26
TOTAL	17.15	30.78	22.01	15.59	9.07	5.39

32. Visitor Arrivals Distribution to ASEAN by Age and Length of Stay

Unit: Percentage (%)

Length of Stay	Age					
	15-24	25-34	35-44	45-54	55-64	≥ 65
1	2	3	4	5	6	7
Transit Only	17.19	42.12	20.63	10.32	4.01	5.73
1- 3 Days	10.36	28.24	31.20	19.85	7.40	2.96
4 - 7 Days	12.80	32.51	24.61	17.11	9.00	3.97
8 - 30 Days	20.46	27.15	18.69	15.54	11.04	7.12
> A Month	28.52	34.97	13.58	9.51	6.96	6.45
TOTAL	17.19	30.76	21.97	15.71	9.00	5.36

33. Visitor Arrivals Distribution to ASEAN by Age and Familiarity on ASEAN Logo & Tagline

Unit: Percentage (%)

Familiarity on Asean Logo & Tagline	Age					
	15-24	25-34	35-44	45-54	55-64	≥ 65
1	2	3	4	5	6	7
Yes	15.36	25.34	24.09	19.19	9.50	6.53
No	17.59	31.92	21.25	15.14	8.81	5.29
TOTAL	17.19	30.73	21.77	15.87	8.93	5.52

34. Visitor Arrivals Distribution to ASEAN by Age and Sex

Unit: Percentage (%)

Age	Sex		Total
	Male	Female	
1	2	3	4
15 - 24	42.19	57.81	100.00
25 - 34	56.52	43.48	100.00
35 - 44	66.88	33.12	100.00
45 - 54	73.12	26.88	100.00
55 - 64	70.98	29.02	100.00
≥ 65	69.45	30.55	100.00
TOTAL	60.89	39.11	100.00

35. Visitor Arrivals Distribution to ASEAN by Occupation and Sex

Unit: Percentage (%)

Occupation	Sex		Total
	Male	Female	
1	2	3	4
Professional	63.67	36.33	100.00
Manager / Director	72.66	27.34	100.00
Military / Police	75.82	24.18	100.00
Housewife	7.93	92.07	100.00
Student	44.73	55.27	100.00
Retired	72.29	27.71	100.00
Clerical / Mechanic	73.40	26.60	100.00
Other	54.74	45.26	100.00
TOTAL	60.85	39.15	100.00

36. Visitor Arrivals Distribution to ASEAN by Education and Sex

Unit: Percentage (%)

Occupation	Sex		Total
	Male	Female	
1	2	3	4
No Formal Schooling	54.55	45.45	100.00
Primary / Elementary	67.21	32.79	100.00
Secondary / High School	56.82	43.18	100.00
Post Secondary	48.69	51.31	100.00
Tertiary-Diploma / Graduate	64.16	35.84	100.00
Tertiary-Post Graduate	62.21	37.79	100.00
Other	52.33	47.67	100.00
TOTAL	61.03	38.97	100.00

37. Visitor Arrivals Distribution to ASEAN by First Visit to ASEAN and Sex

Unit: Percentage (%)

First Visit to ASEAN	Sex		Total
	Male	Female	
1	2	3	4
Yes	53.37	46.63	100.00
No	64.10	35.90	100.00
TOTAL	60.84	39.16	100.00

38. Visitor Arrivals Distribution to ASEAN by Main Purpose of Visit and Sex

Unit: Percentage (%)

Main Purpose of Visit	Sex		Total
	Male	Female	
1	2	3	4
Holiday	55.71	44.29	100.00
Business	84.43	15.57	100.00
MICE	80.43	19.57	100.00
Visiting friend	71.27	28.73	100.00
Education	54.37	45.63	100.00
Sport	70.00	30.00	100.00
Official Mission	67.50	32.50	100.00
Religious	38.46	61.54	100.00
Beauty & Health Treatment	53.85	46.15	100.00
Others	56.28	43.72	100.00
TOTAL	60.98	39.02	100.00

39. Visitor Arrivals Distribution to ASEAN by Length of Stay and Sex

Unit: Percentage (%)

Length of Stay	Sex		Total
	Male	Female	
1	2	3	4
Transit Only	62.25	37.75	100.00
1 - 3 Days	69.26	30.74	100.00
4 - 7 Days	62.51	37.49	100.00
8 - 30 Days	57.67	42.33	100.00
> A Month	56.53	43.47	100.00
TOTAL	61.03	38.97	100.00

40. Visitor Arrivals Distribution to ASEAN by Travel Arrangement and Sex

Unit: Percentage (%)

Travel Arrangement	Sex		Total
	Male	Female	
1	2	3	4
Yes	64.49	35.51	100.00
No	49.43	50.57	100.00
TOTAL	60.96	39.04	100.00

41. Visitor Arrivals Distribution to ASEAN by Familiar with ASEAN Logo & Tagline

Unit: Percentage (%)

Familiar with Asean Logo & Tagline	Sex		Total
	Male	Female	
1	2	3	4
Yes	61.16	38.84	100.00
No	60.77	39.23	100.00
TOTAL	60.84	39.16	100.00

42. Visitor Arrivals Distribution to ASEAN by ASEAN Logo & Tagline Well Represent your Experience in ASEAN and Sex

Unit: Percentage (%)

Asean Logo & Tagline Well Represent your Experience in Asean	Sex		Total
	Male	Female	
1	2	3	4
Yes	59.85	40.15	100.00
No	65.44	34.56	100.00
TOTAL	62.54	37.46	100.00

