



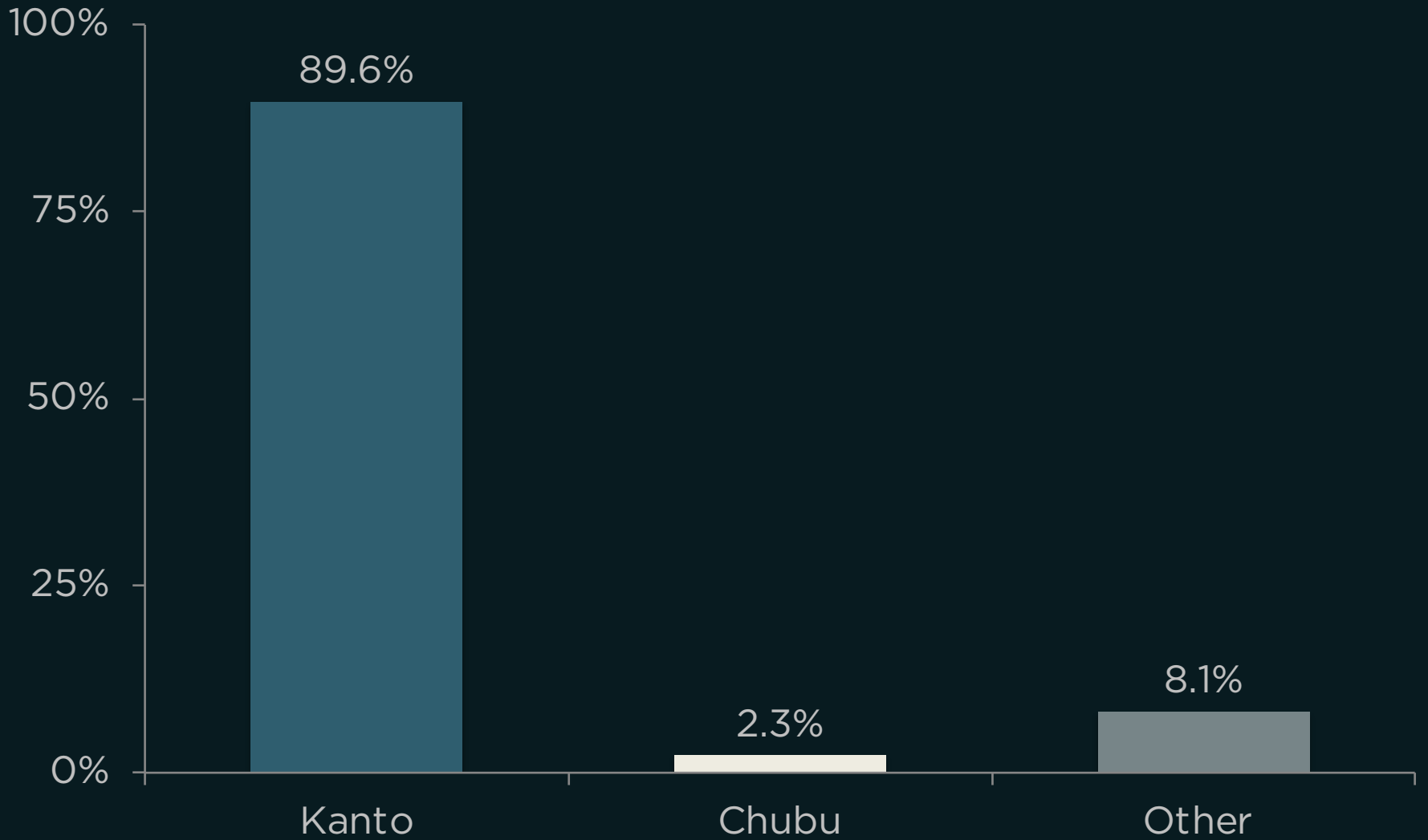
# *Guam Visitors Bureau*

JATA TOURISM EXPO JAPAN 2018 SURVEY  
RESULTS

# BACKGROUND AND APPROACH

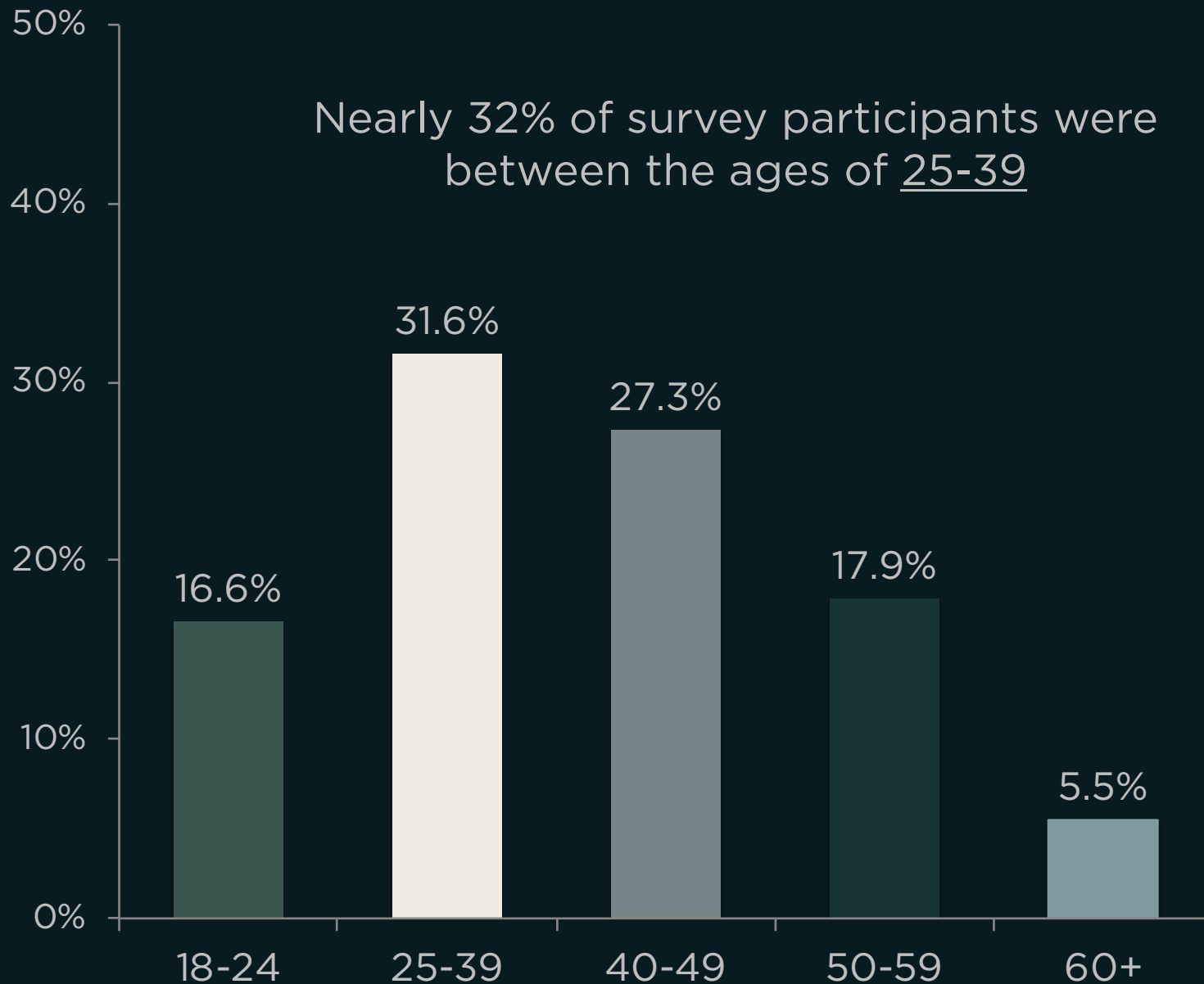
- TO PROVIDE FURTHER INSIGHT ON THE JAPANESE CONSUMERS PARTICIPATING IN THE 2018 TOURISM EXPO JAPAN (JATA), THE GUAM VISITORS BUREAU'S RESEARCH DEPARTMENT CONDUCTED SELF-ADMINISTERED SURVEYS THROUGHOUT THE FOUR DAY EVENT.
- A TOTAL OF 2,450 JAPANESE CONSUMERS WERE RANDOMLY ASKED TO PARTICIPATE IN THE SURVEY. SURVEYS WERE ADMINISTERED AT THE GUAM BOOTH AS WELL AS THROUGHOUT THE FAIR GROUNDS.
- THE MARGIN OF ERROR FOR A SAMPLE OF 2,450 IS +/- 2 PERCENTAGE POINTS WITH A 95% CONFIDENCE LEVEL. THIS MEANS THAT WE CAN BE 95% CERTAIN THAT THEIR RESPONSES WOULD NOT DIFFER BY MORE THAN +/- 2 PERCENTAGE POINTS.

# WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?

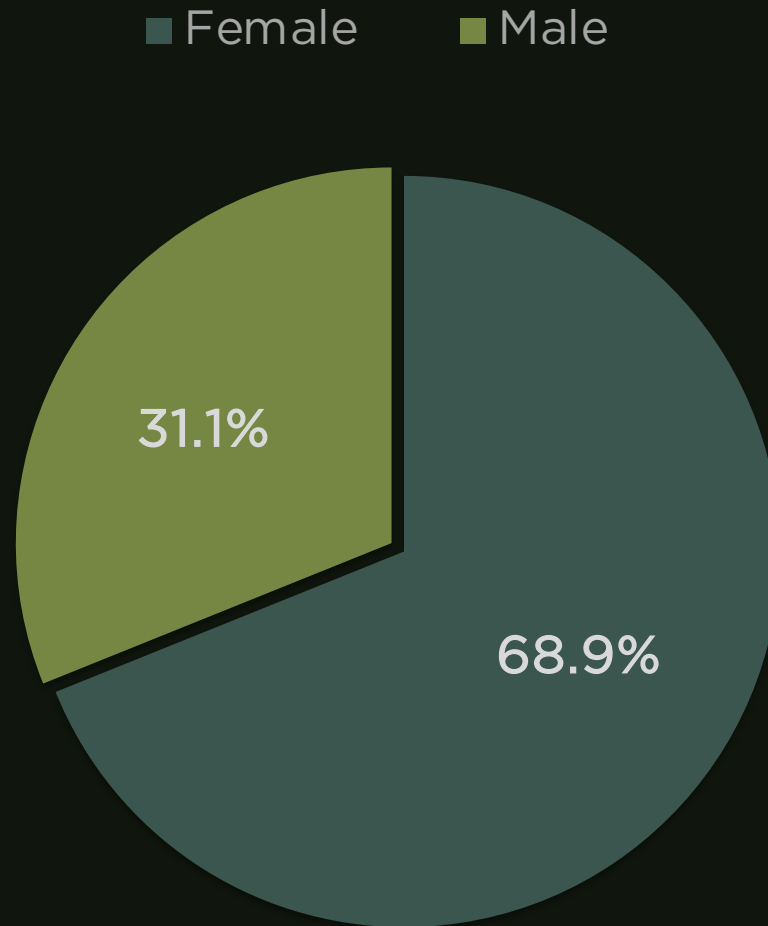




# 2018 JATA SURVEY RESULTS: AGE

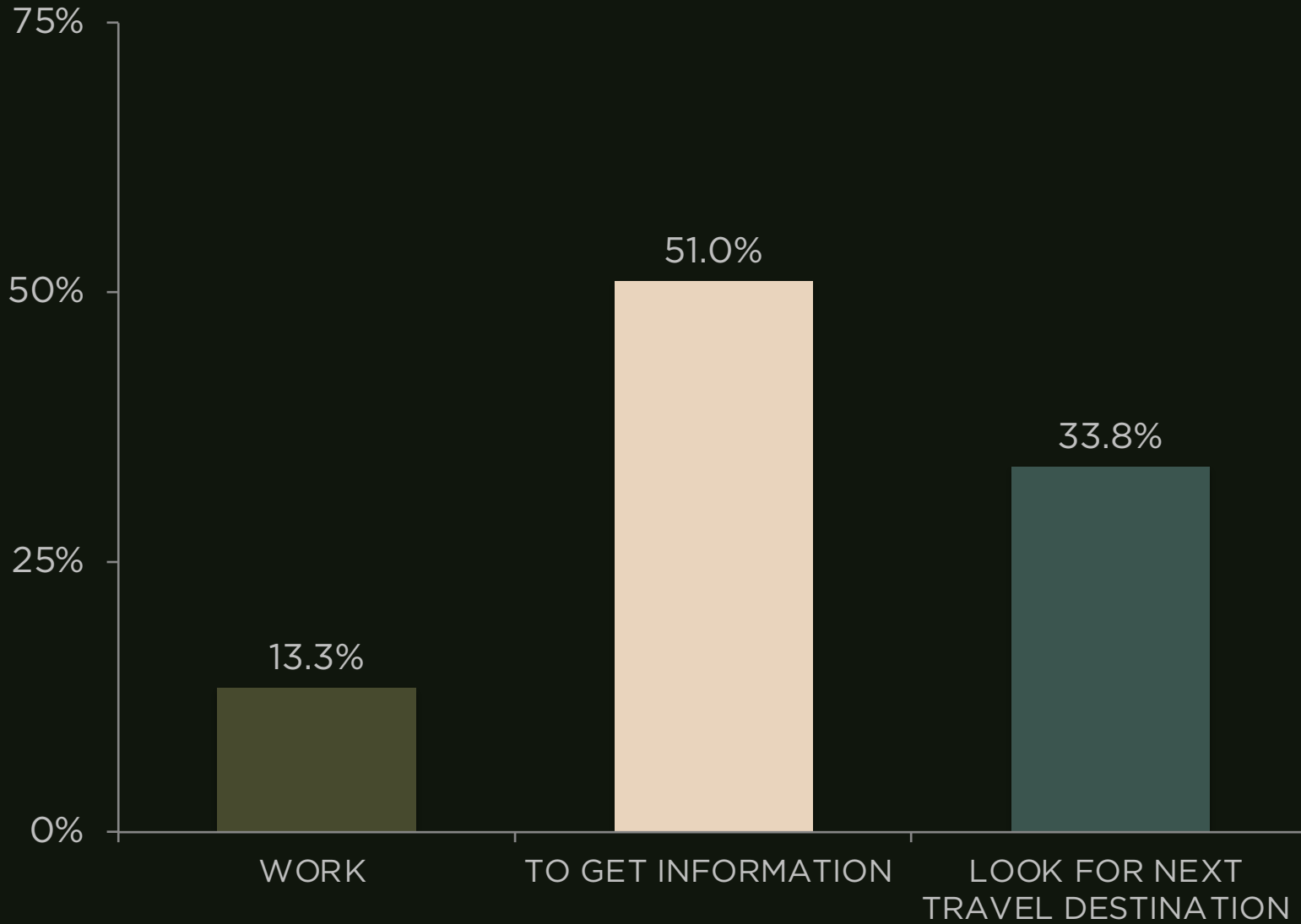


# 2018 JATA SURVEY RESULTS: GENDER

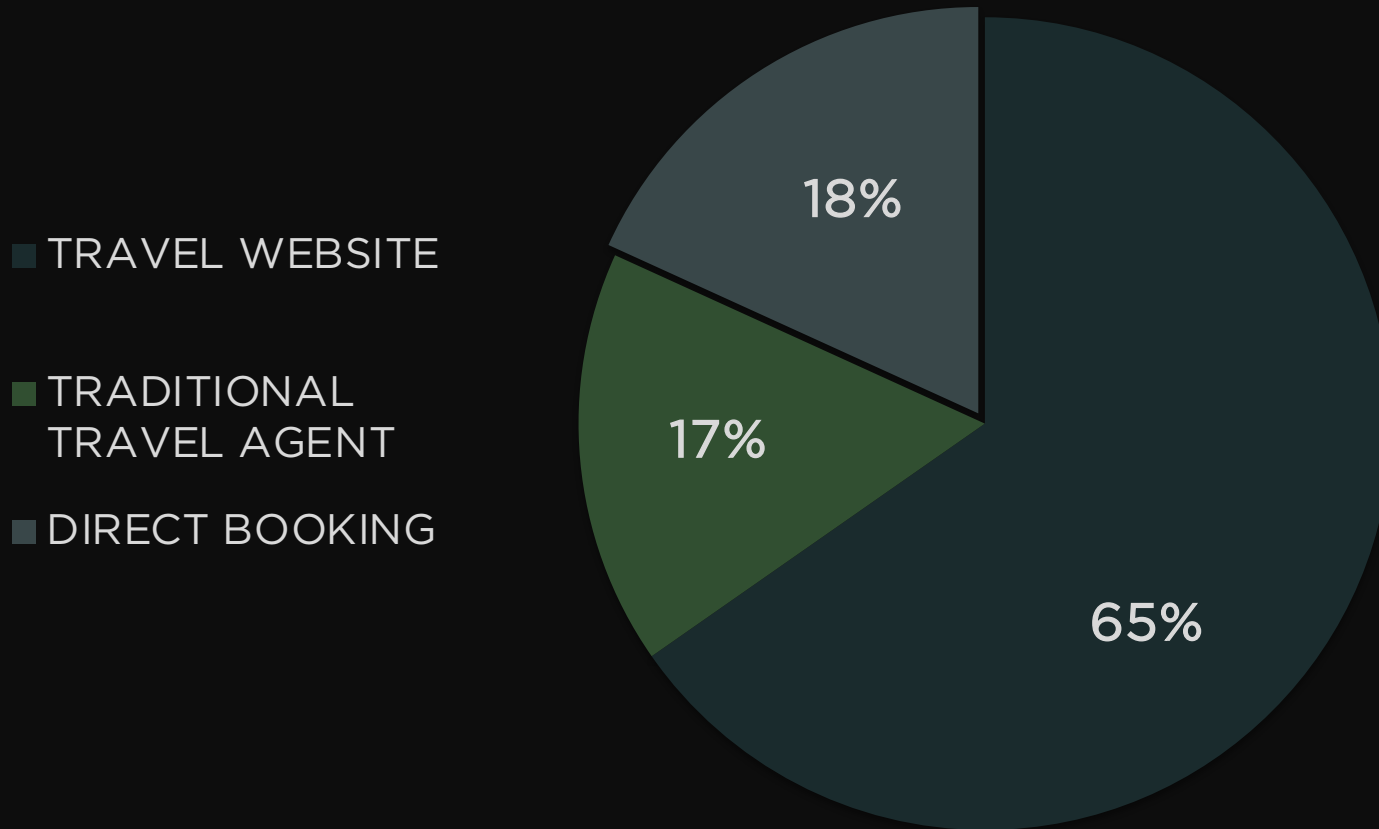


Almost 7 out of 10 survey participants were female.

# WHAT MOTIVATED YOU TO ATTEND JATA 2018?



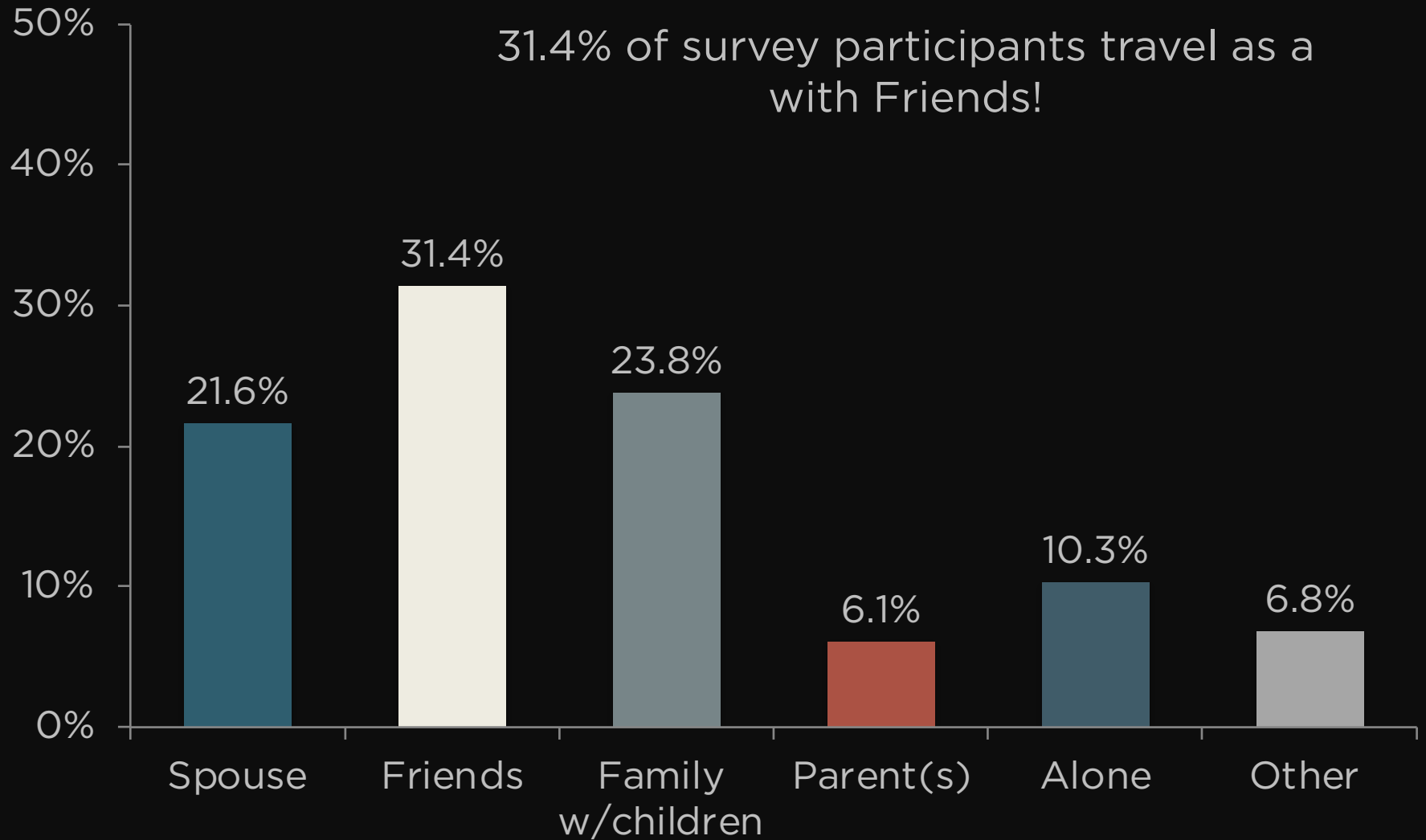
# WHAT MEDIUMS DO YOU USE TO PLAN YOUR TRIPS?



Online travel bookings continue to rise over the use of Traditional Travel Agents with only 17% of consumers using Traditional Travel Agents for their travel plans.

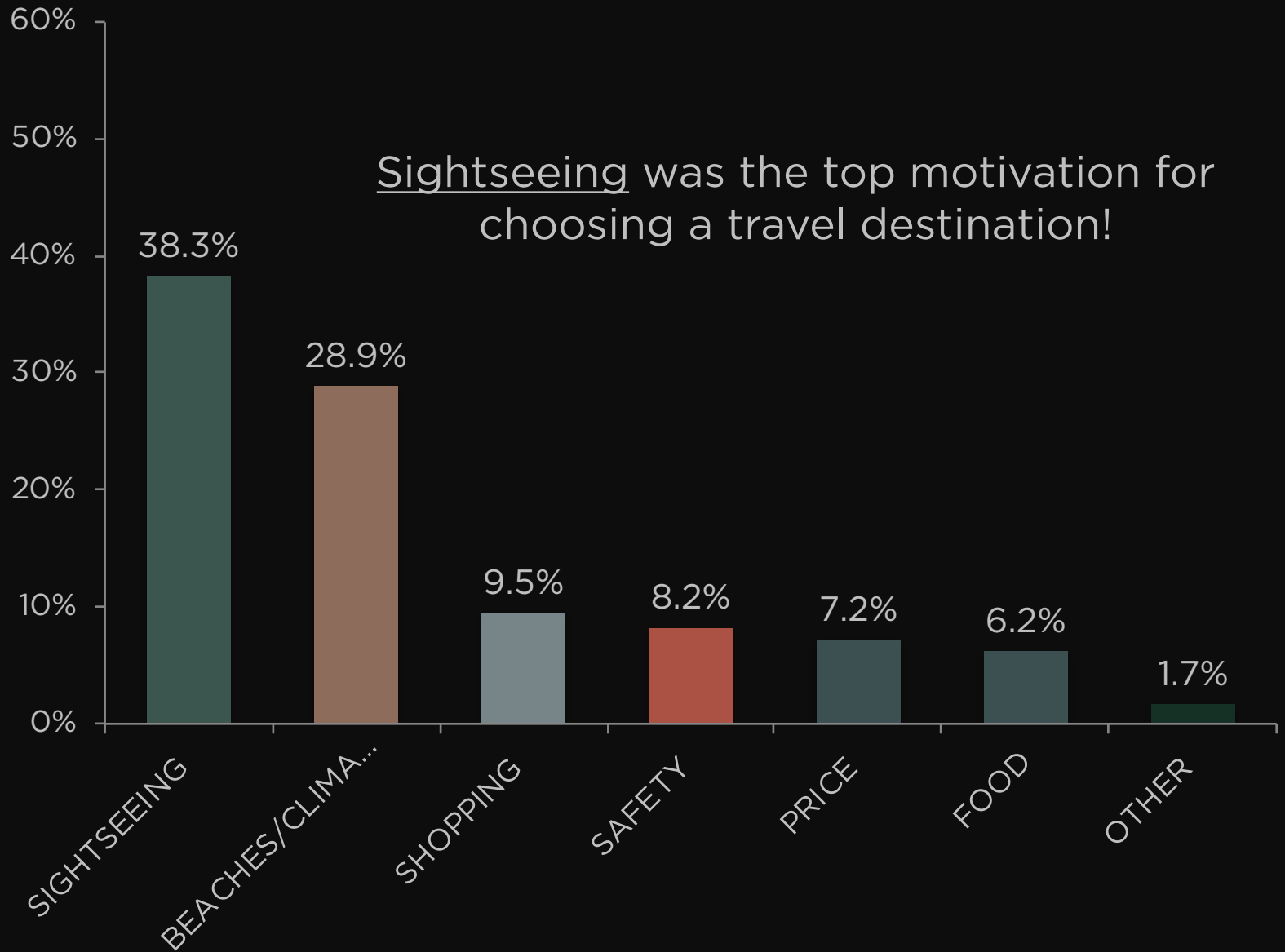


# WHO DO YOU USUALLY TRAVEL WITH?

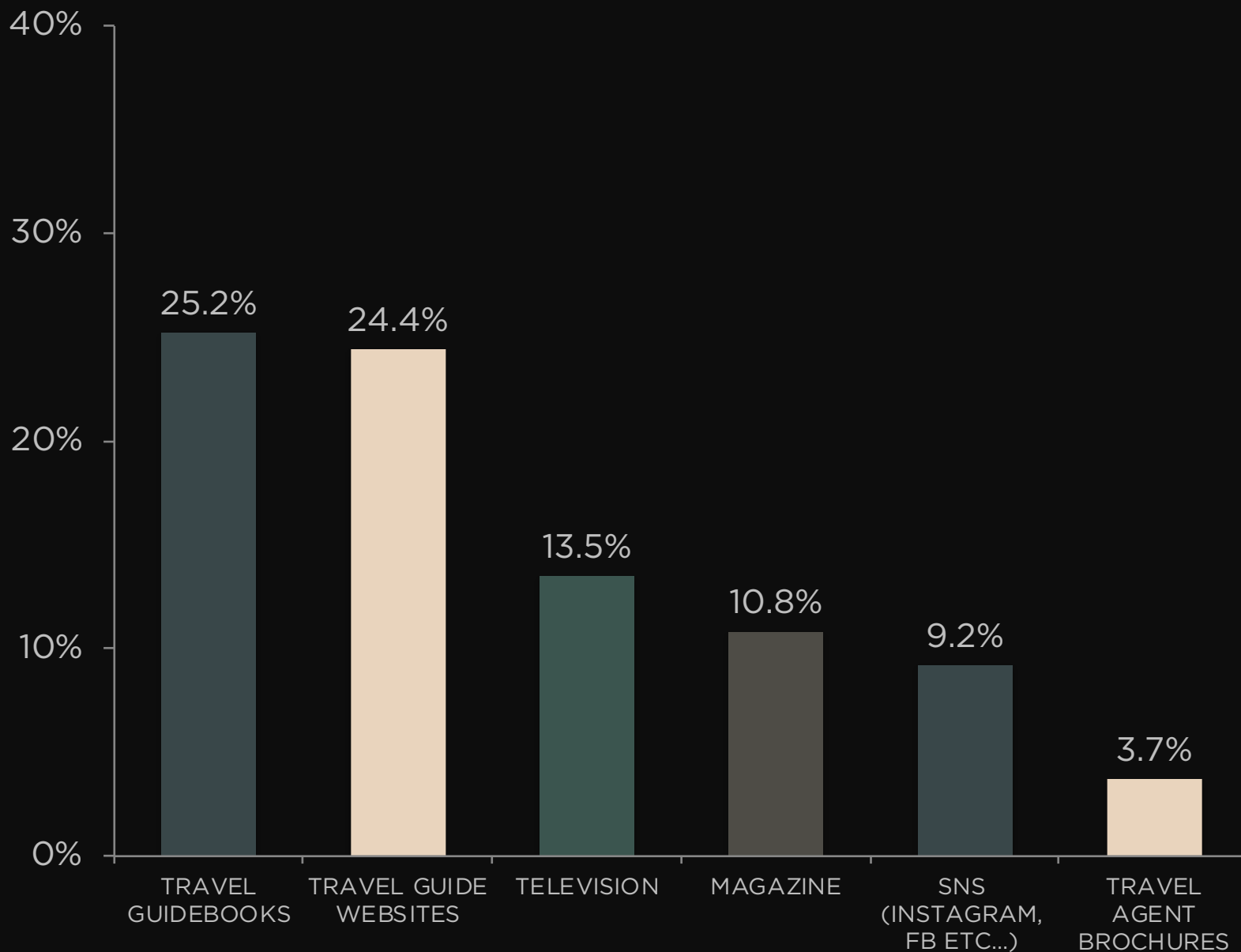




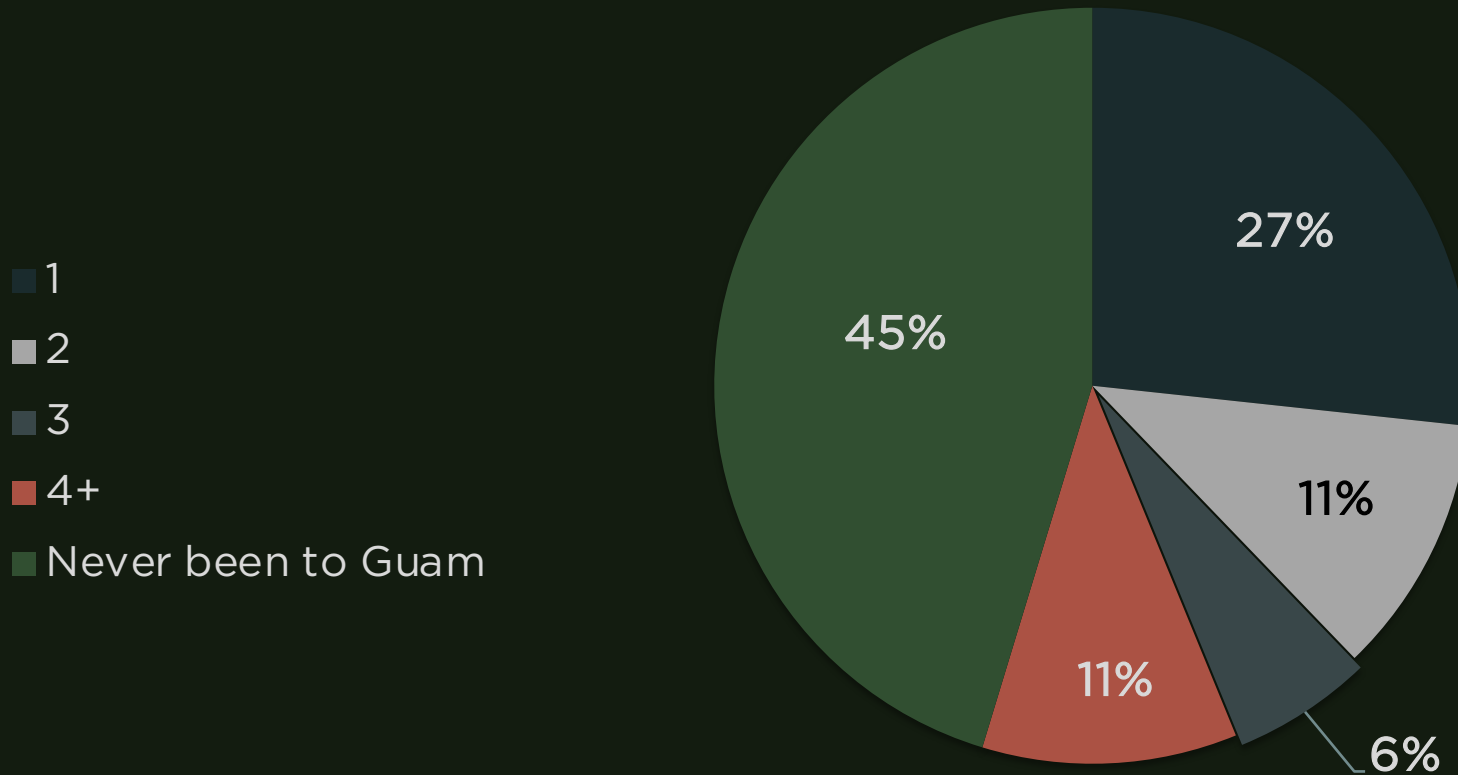
# WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?



# WHEN YOU PLAN YOUR TRAVEL, WHAT SOURCE OF INFORMATION DO YOU RELY ON THE MOST?

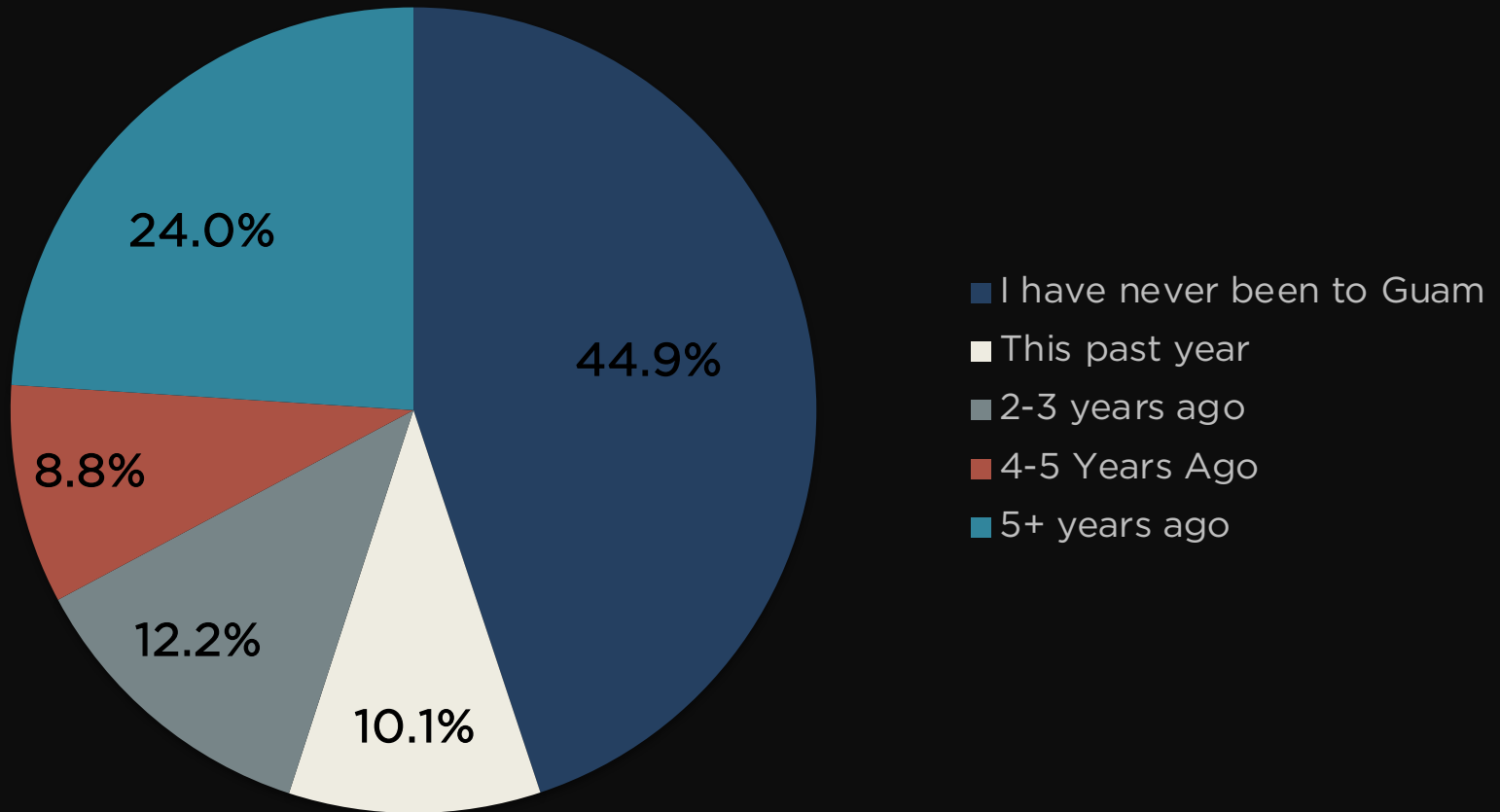


# HOW MANY TIMES HAVE YOU VISITED GUAM?



Around 28% of survey participants have visited Guam more than once!

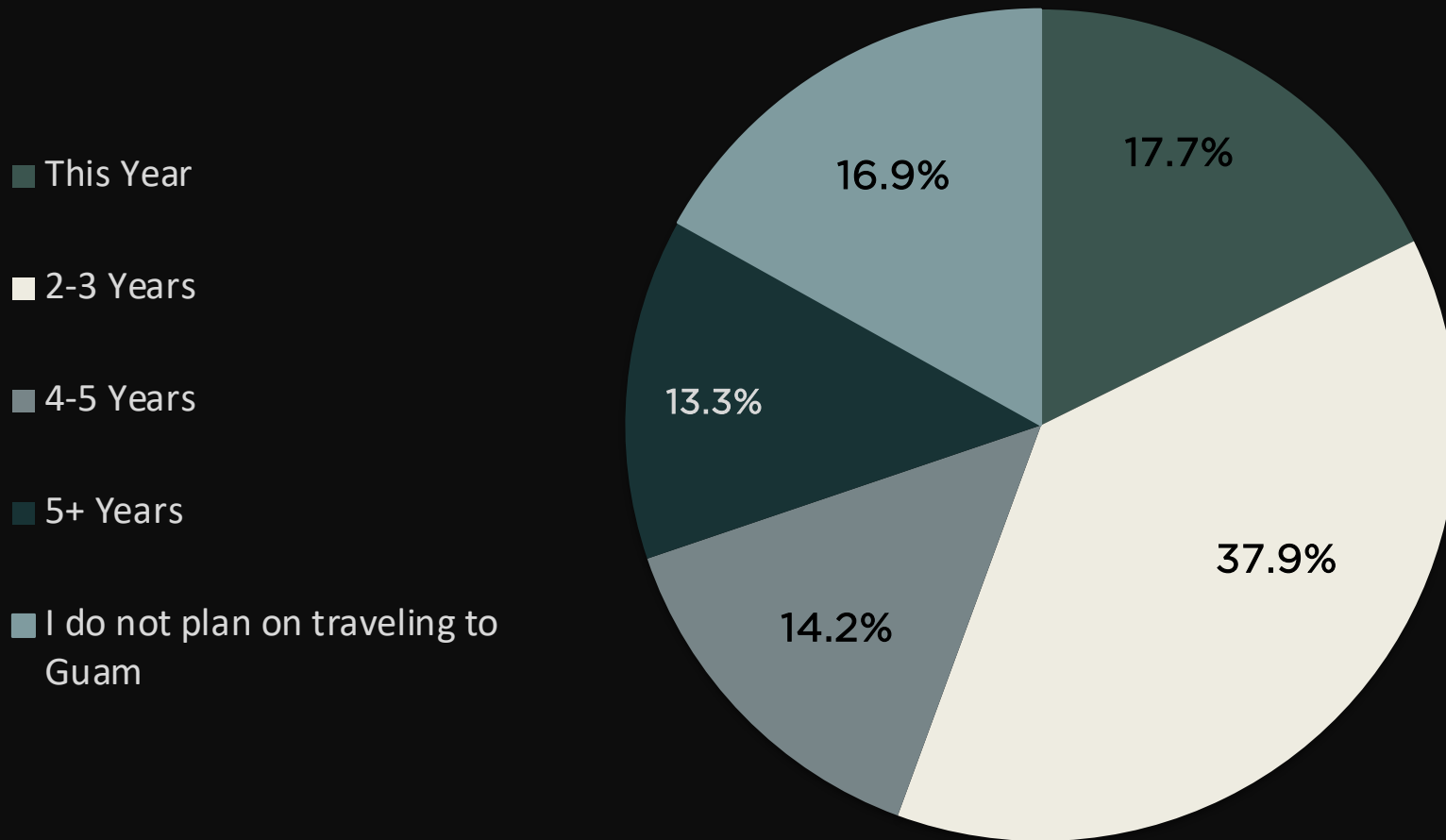
# HOW RECENTLY HAVE YOU VISITED GUAM?



Almost of quarter of survey participants have not visited Guam in over 5 years!



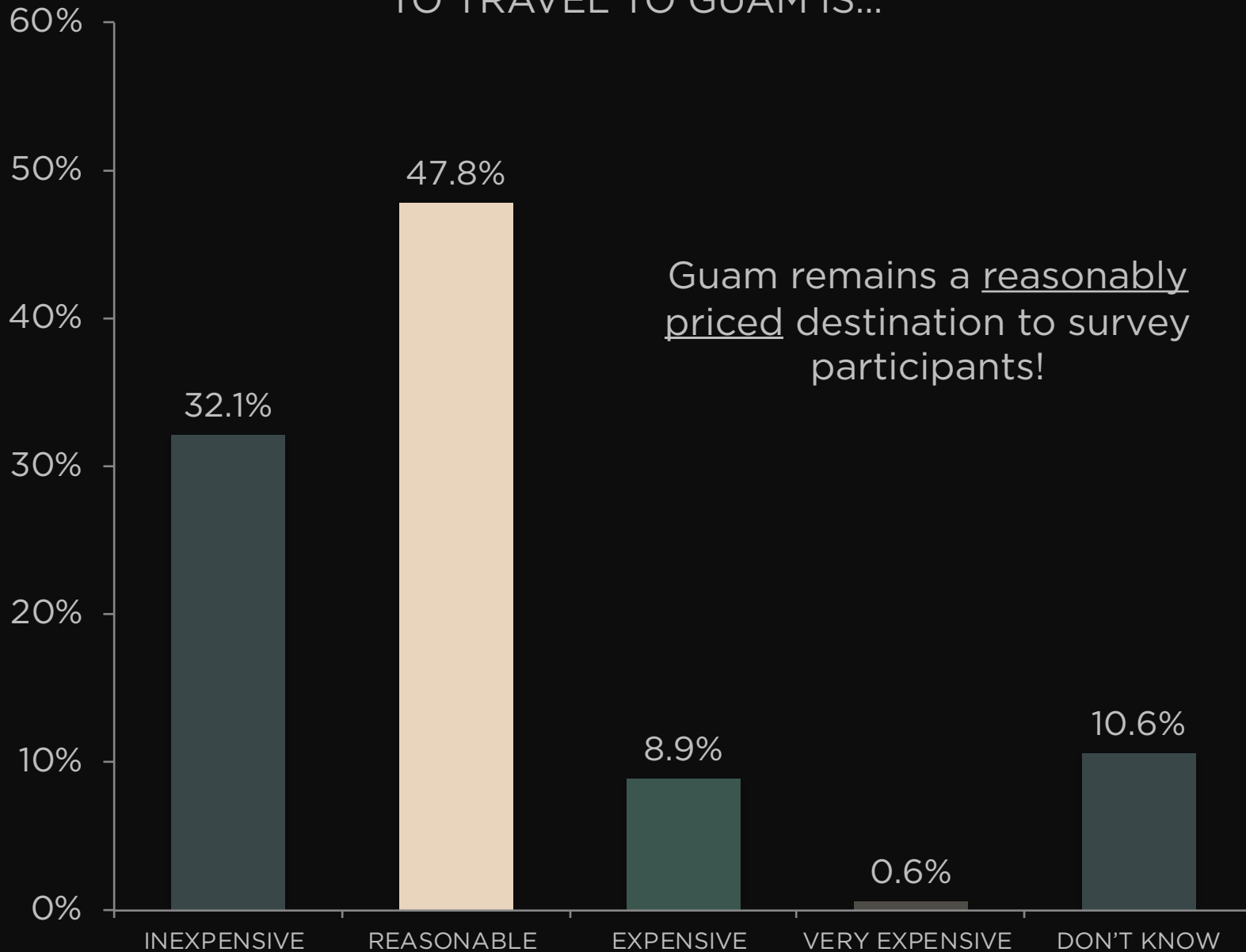
# WHEN DO YOU PLAN ON TRAVELING TO GUAM?



About 38% of survey participants plan to travel to Guam within the next 2-3 years!



# IN YOUR OPINION, THE OVERALL PRICE TO TRAVEL TO GUAM IS...





SI YUOS MA ASE!