



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

APRIL 2012



Prepared by: QMark Research

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Background & Methodology

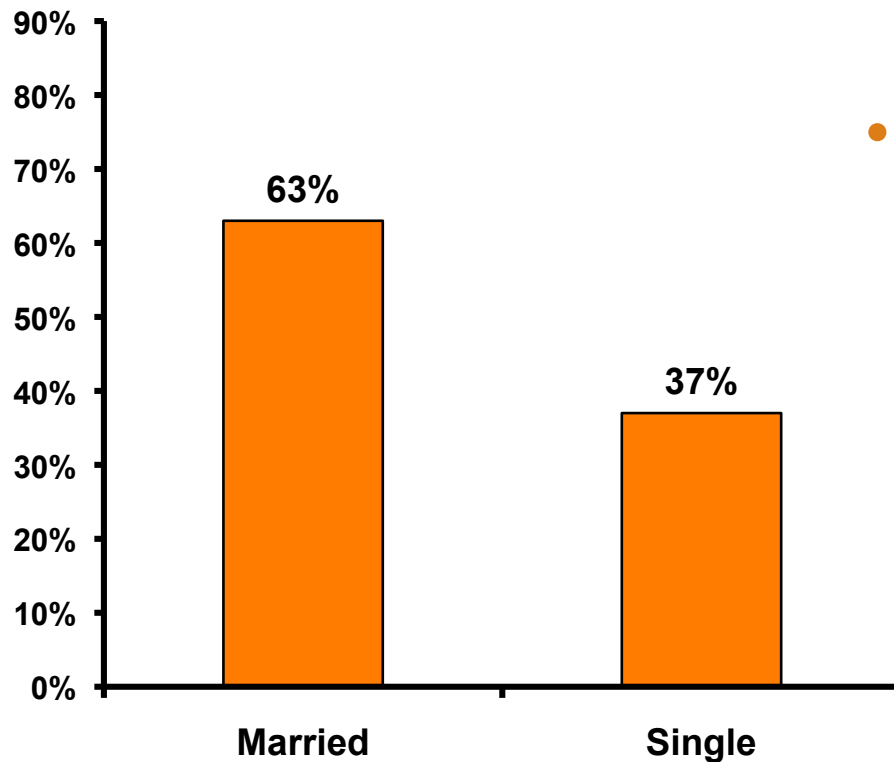
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **326** departing Japanese visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of **326** is +/- 5.4 percentage points with a 95% confidence level. That is, if all Japanese visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 5.4 percentage points.

Objectives

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

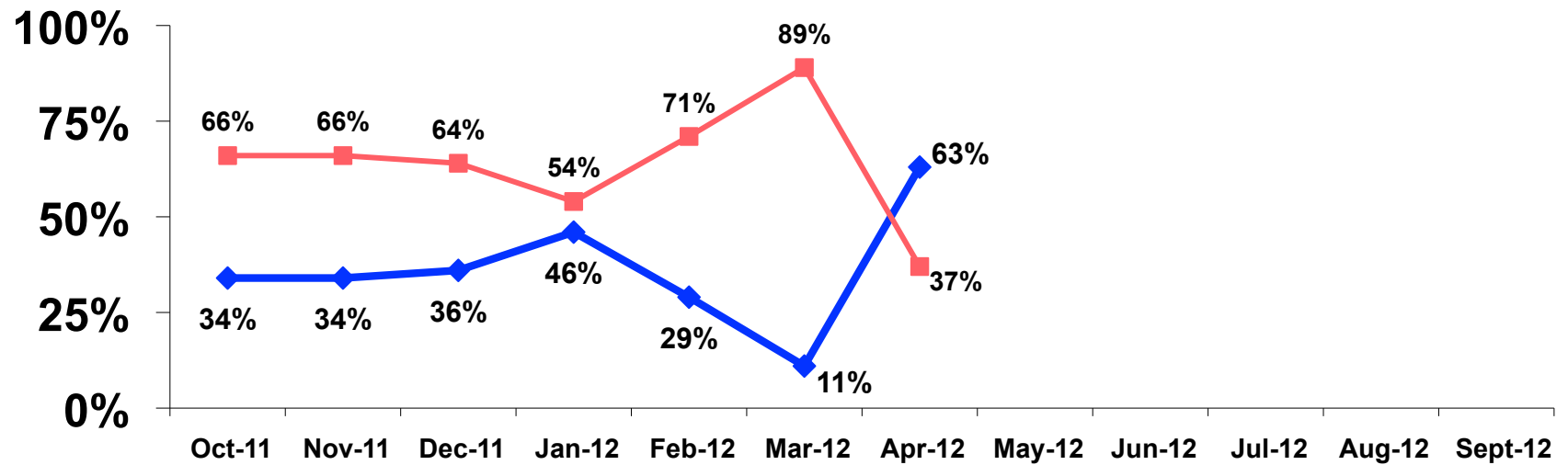
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall



- 75% of repeat visitors are married.

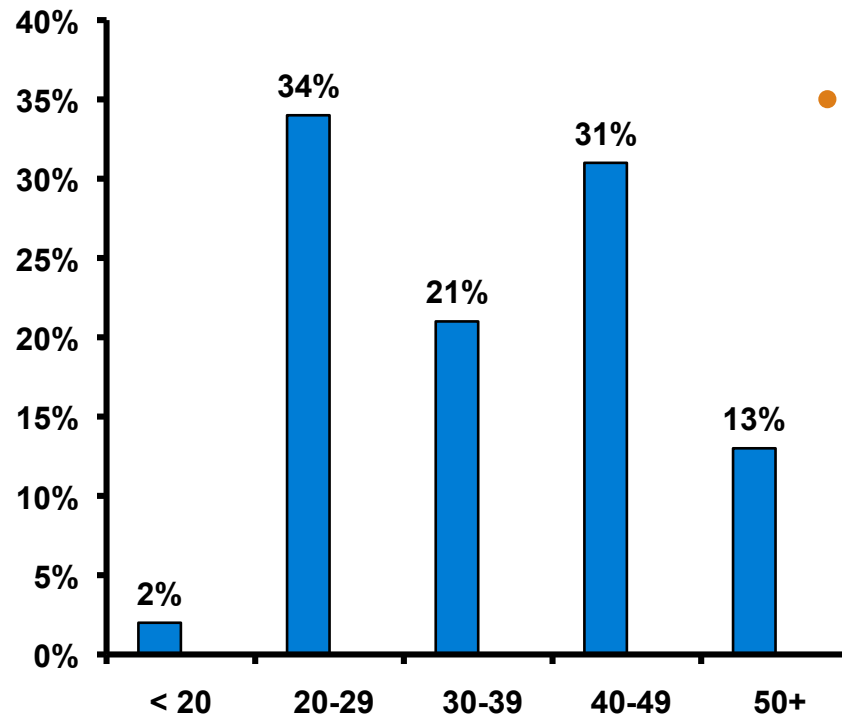
Marital Status



◆ Married

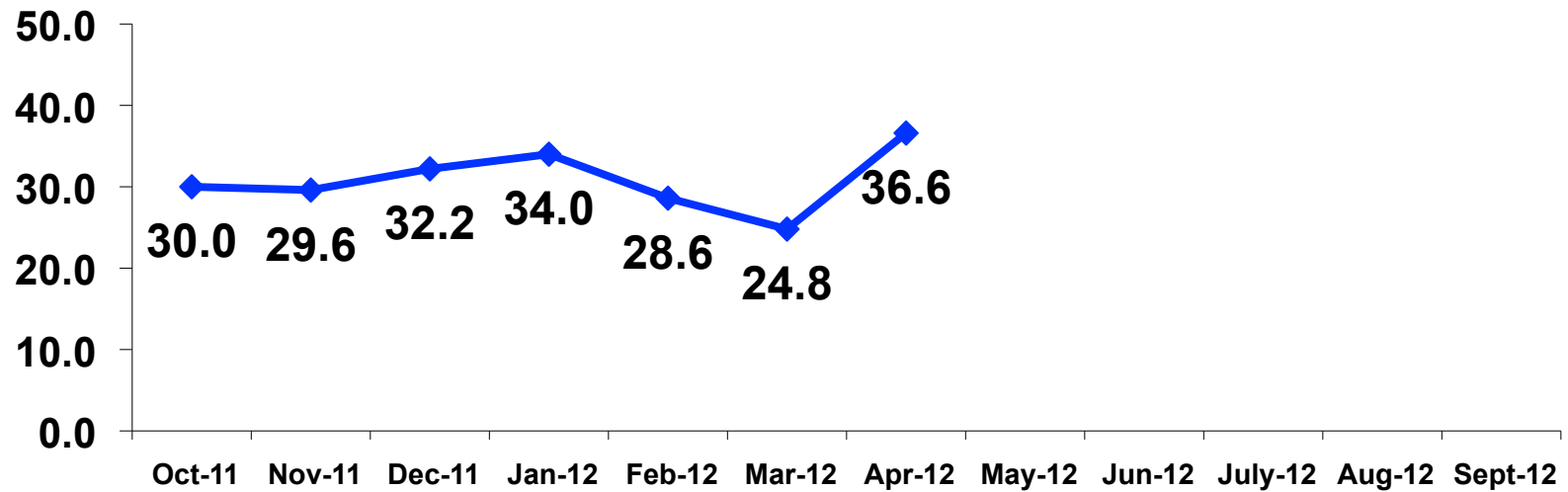
■ Single

Age - Overall

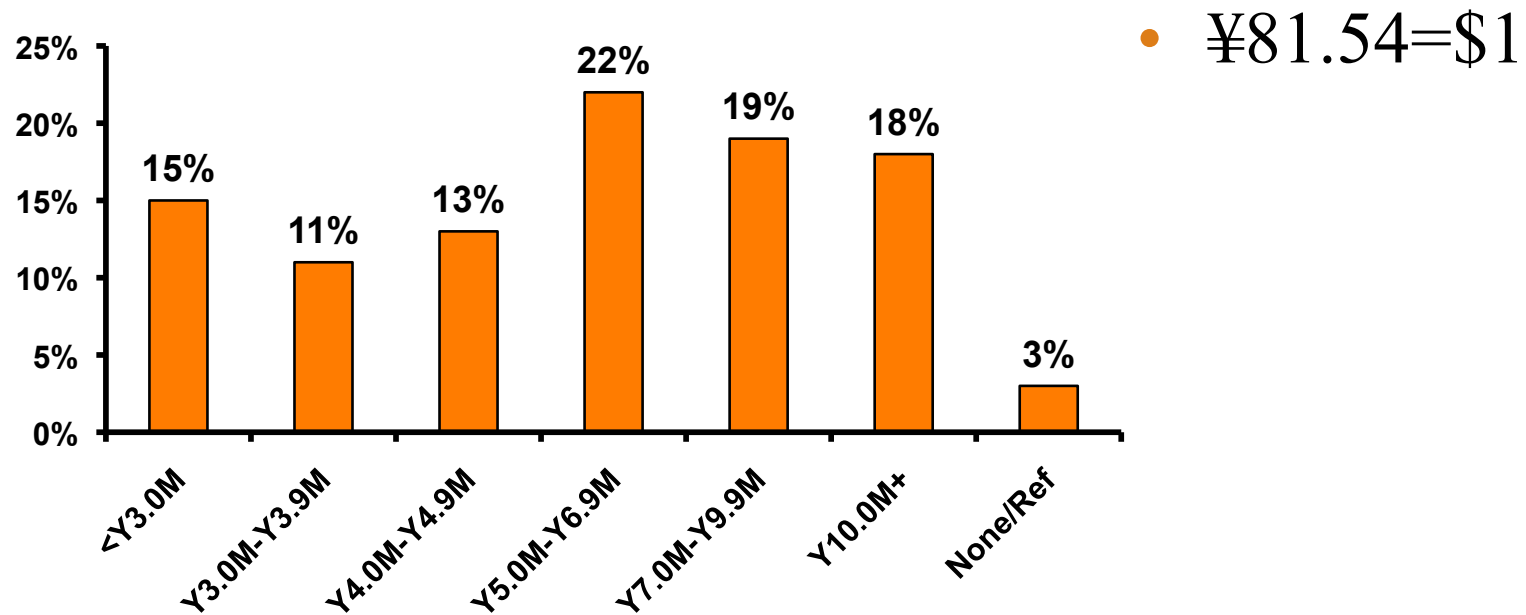


- The average age of the respondents is 36.6 years of age.

Average Age

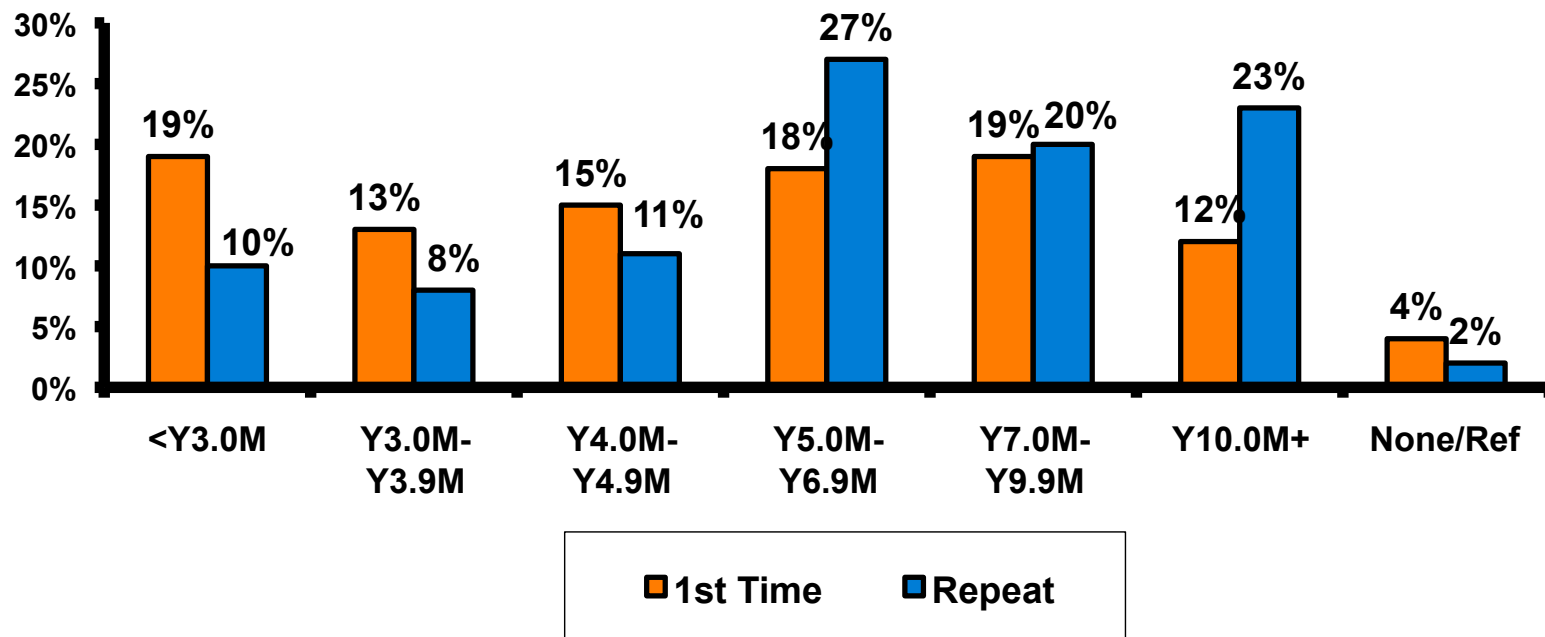


Personal Income



Personal Income

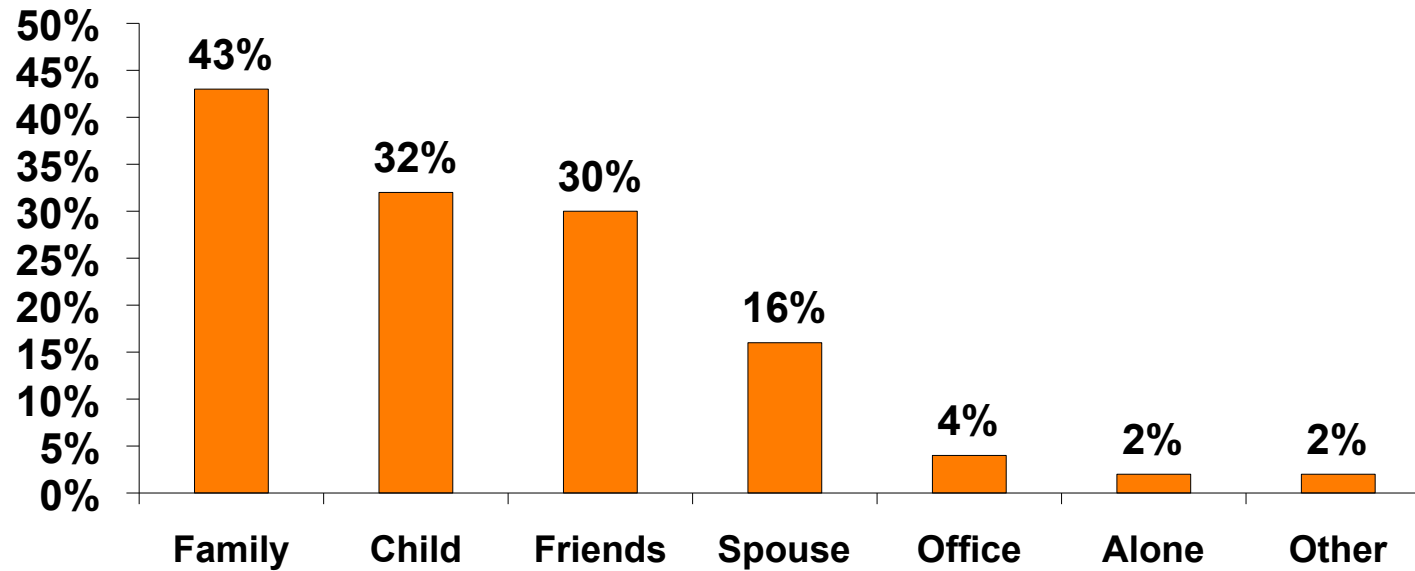
1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
				Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME	<Y3.0M	Count	39	11	28	1	26	4	4	4
			14%	8%	21%	20%	31%	7%	4%	11%
	Y3.0M-Y3.9M	Count	30	16	14		12	7	3	8
			11%	11%	11%		14%	12%	3%	22%
	Y4.0M-Y4.9M	Count	35	19	16		15	7	11	2
			13%	13%	12%		18%	12%	12%	5%
	Y5.0M-Y6.9M	Count	61	39	22		11	15	29	6
			22%	28%	17%		13%	26%	32%	16%
	Y7.0M-Y9.9M	Count	53	29	24	1	5	16	22	9
		19%	21%	18%	20%	6%	28%	24%	24%	
Y10.0M+	Count	48	26	22	2	11	7	20	8	
		18%	18%	17%	40%	13%	12%	22%	22%	
No Inc	Count	7	1	6	1	4	1	1		
		3%	1%	5%	20%	5%	2%	1%		
Total	Count	273	141	132	5	84	57	90	37	

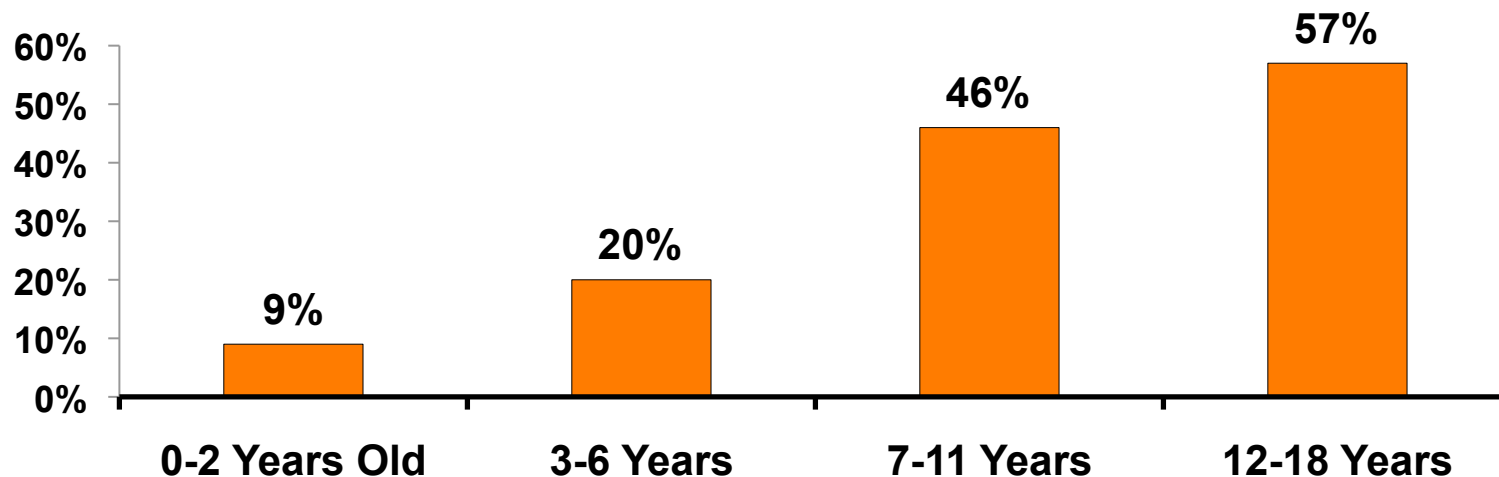
Travel Companions



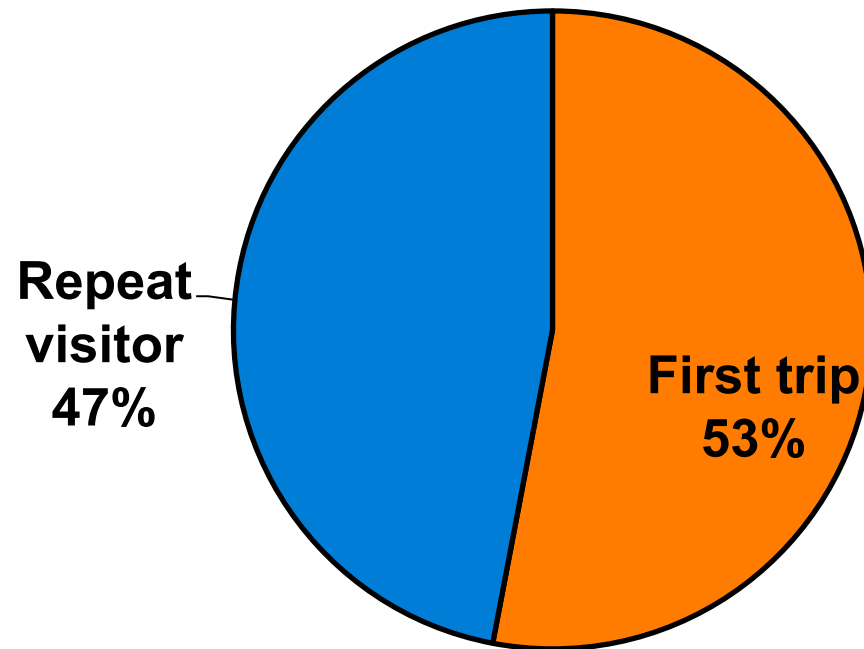
Number of Children Travel Party

N=106 total respondents traveling with children.

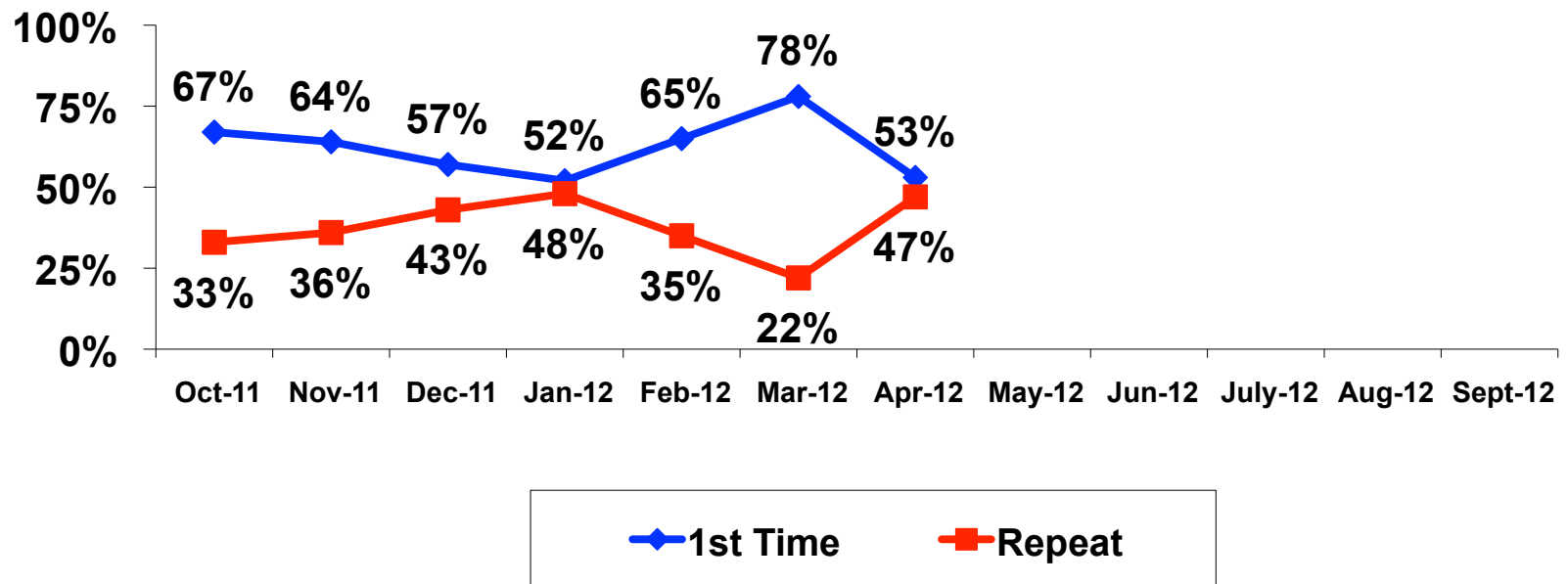
(Of those N=106 respondents, there is a total of 176 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



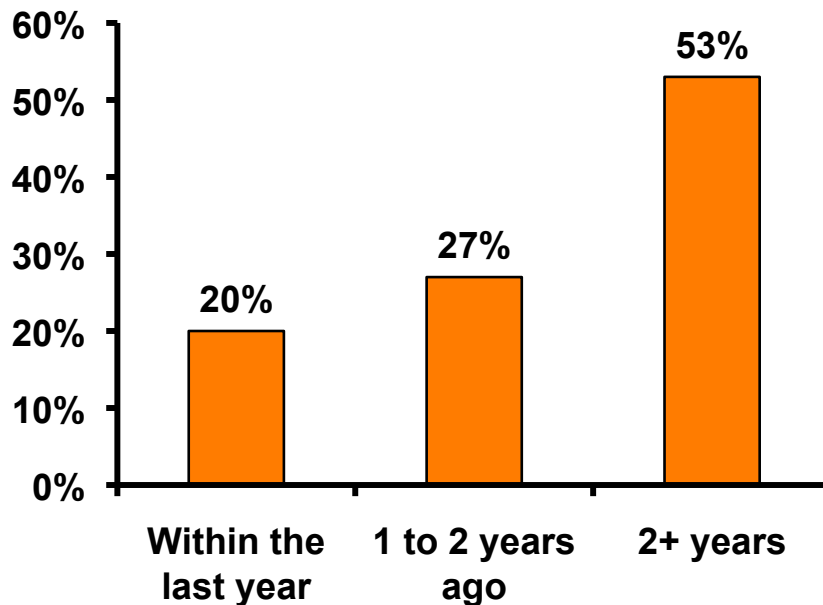
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	161	81	80
			49%	47%	52%
	Female	Count	165	92	73
			51%	53%	48%
Total		Count	326	173	153
AGE	<20	Count	5	5	
			2%	3%	
	20-29	Count	111	78	33
			34%	45%	22%
	30-39	Count	67	29	38
			21%	17%	25%
	40-49	Count	100	39	61
		31%	23%	40%	
	50+	Count	43	22	21
			13%	13%	14%
Total		Count	326	173	153

- First-time visitors tend to be younger than repeat visitors to Guam.

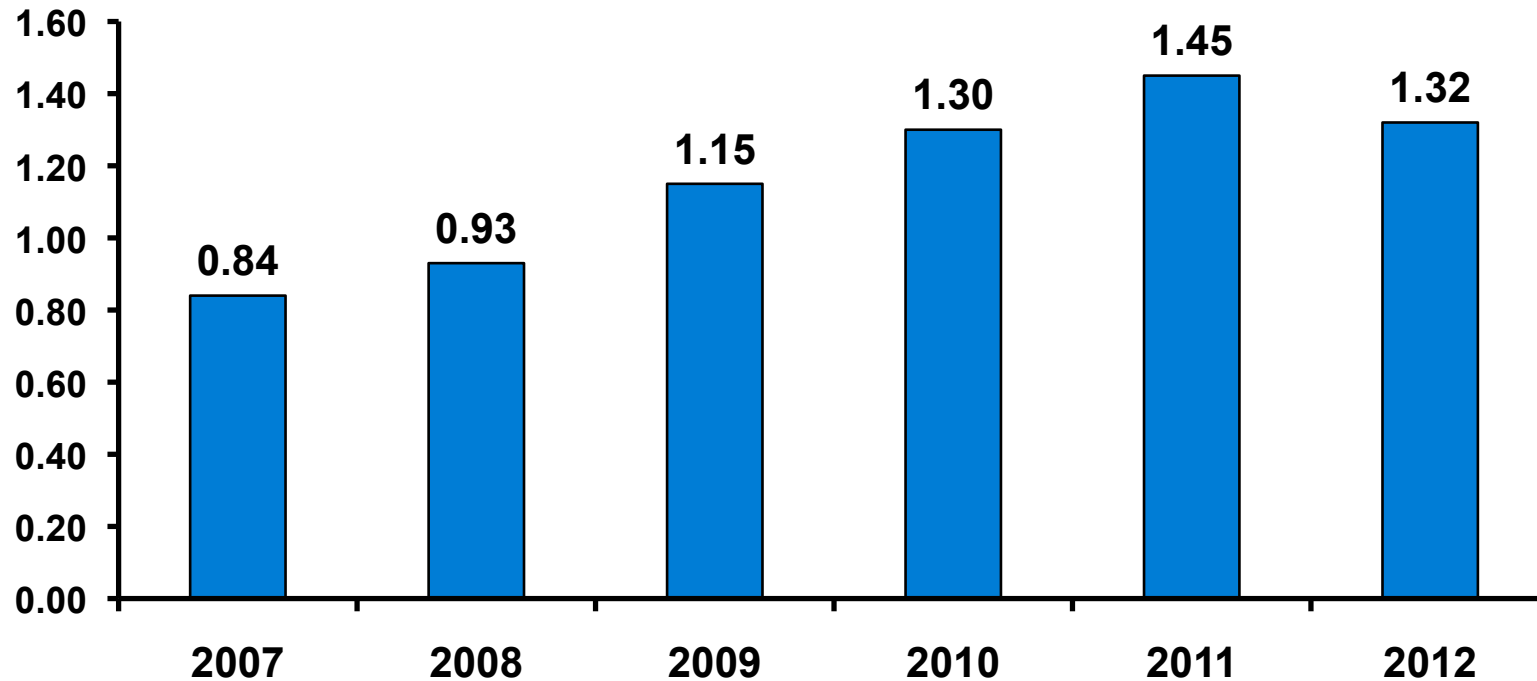
Repeat Visitors Last Trip

n = 152



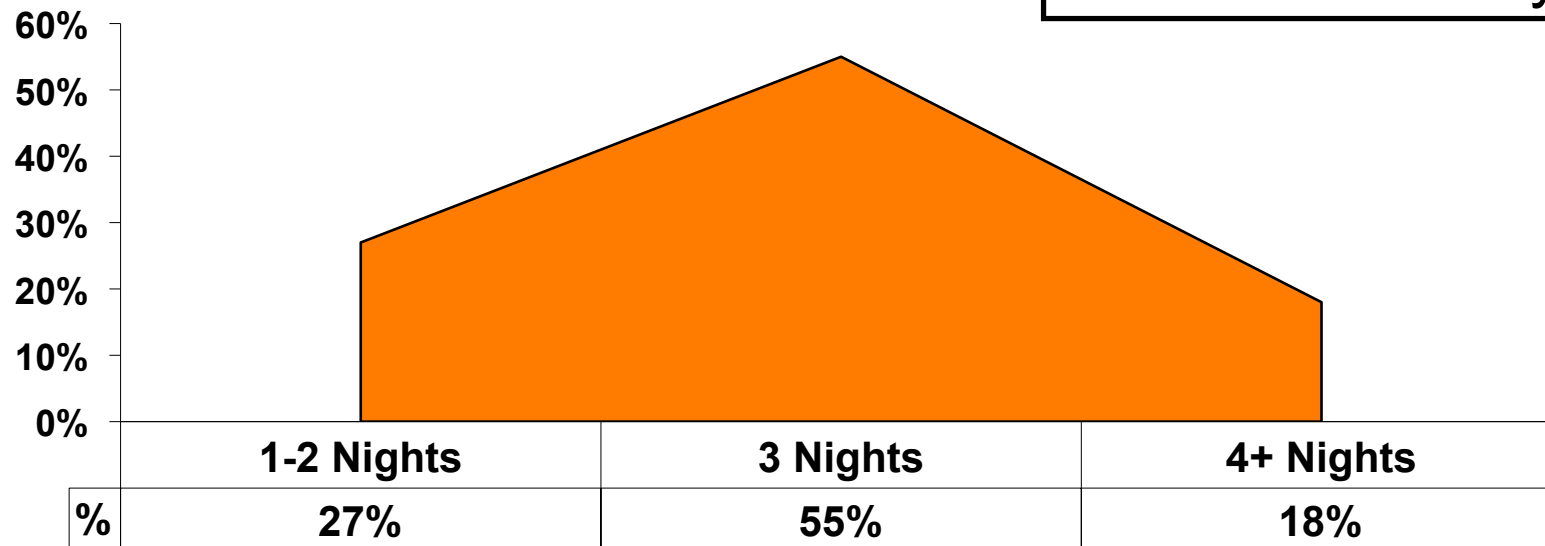
- The average repeat visitor has been to Guam 3.2 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2006-2012) (2 nights or more)

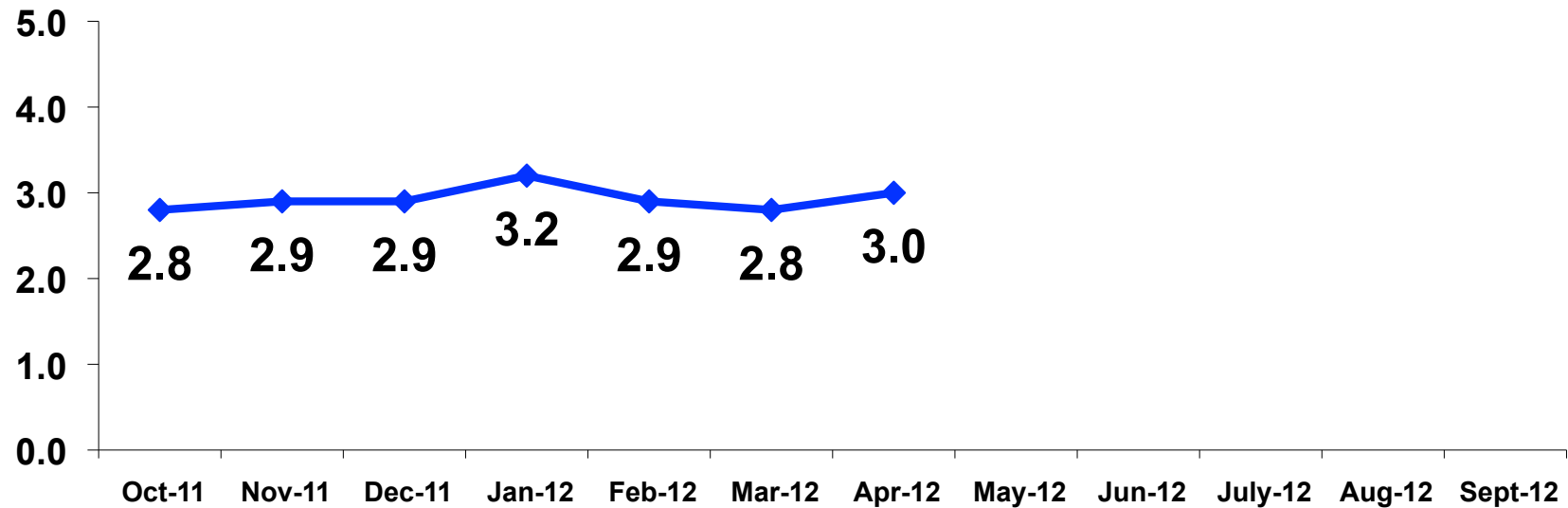


Length of Stay

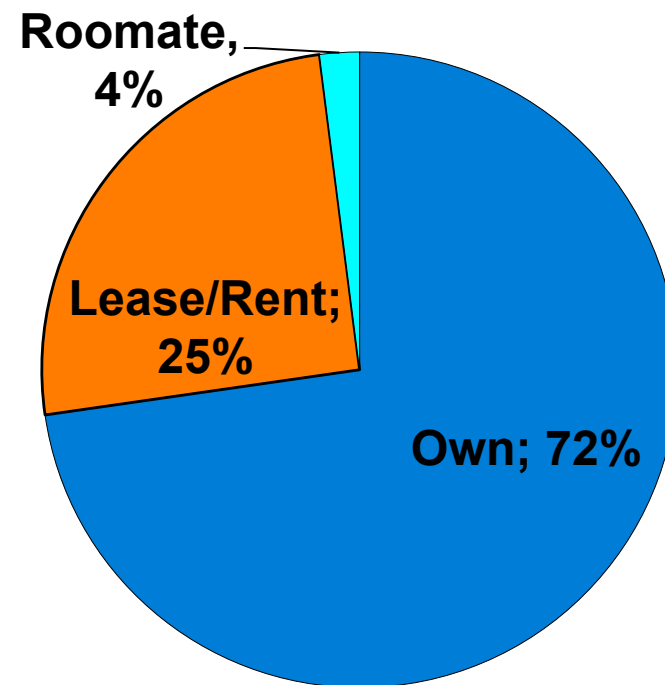
Mean = 3.00 Days
Median = 3.0 Days



Average Length of Stay



Living Accommodations

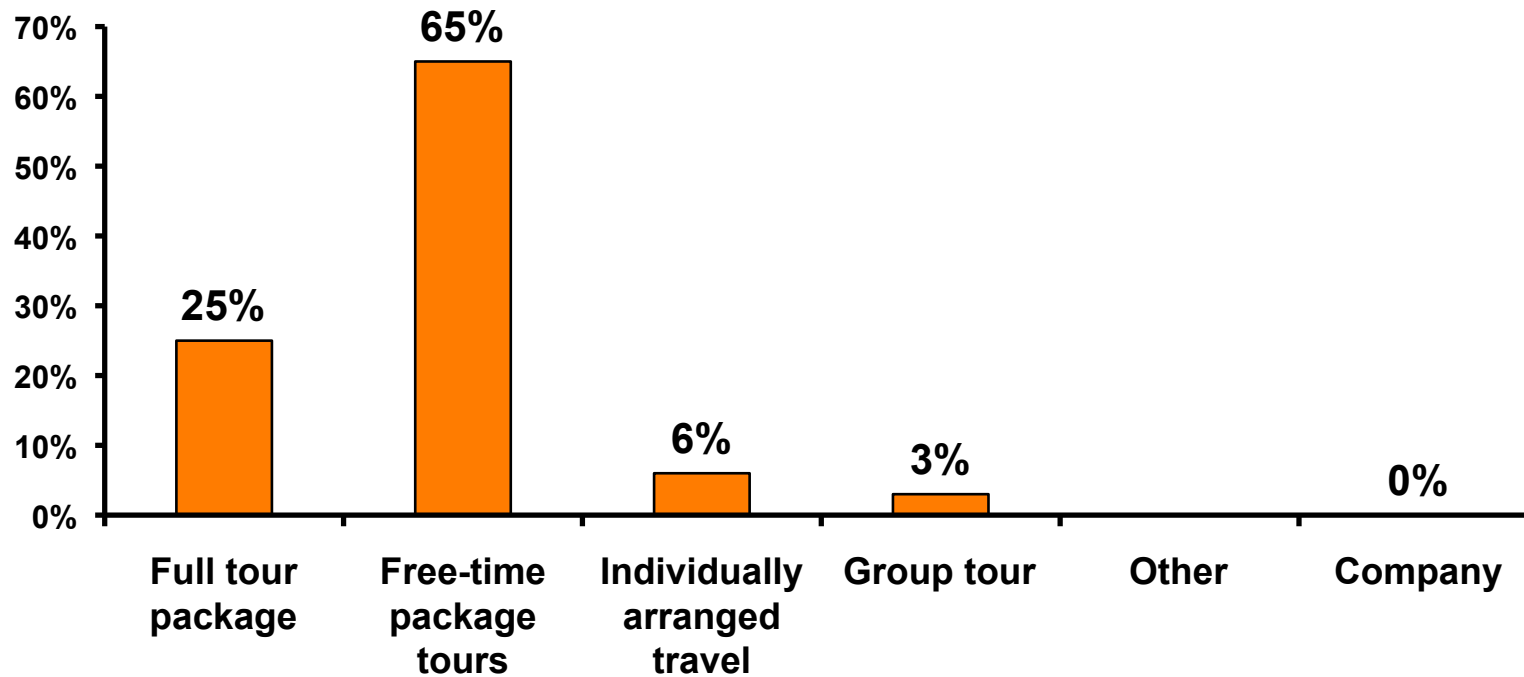


Occupation by Income

		TOTAL	PERSONAL INCOME						No Inc
			<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.29	Co. Employee: Engineer	20%	23%	13%	29%	21%	22%	19%	
	Co. Employee: Office Worker Non-Managerial	13%	18%	17%	20%	13%	12%	4%	
	Self Employed	13%	5%	27%	11%	10%	6%	19%	1.4%
	Student	12%	8%		3%	5%	8%	19%	57%
	Homemaker	9%		7%	14%	8%	20%	10%	
	Co. Employee: Manager	9%		13%	3%	11%	14%	13%	
	Co. Employee: Salesperson	6%	3%	7%	11%	10%	4%	6%	
	Skilled Worker	4%	8%	7%	3%	7%	6%		
	Freeter	4%	10%		3%	3%			1.4%
	Unemployed	3%	10%	3%				4%	1.4%
	Professional or Specialist	2%	5%			3%	6%		
	Teacher	2%	3%	3%		3%	2%		
	Other	2%	3%		3%	3%			
	Co. Employee: Executive	1%					2%	4%	
	Retired	1%	5%	3%					
	Free-lancer	1%						2%	
	Government Employee: Manager	0%				2%			
Total	Count	310	39	30	35	61	51	48	7

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

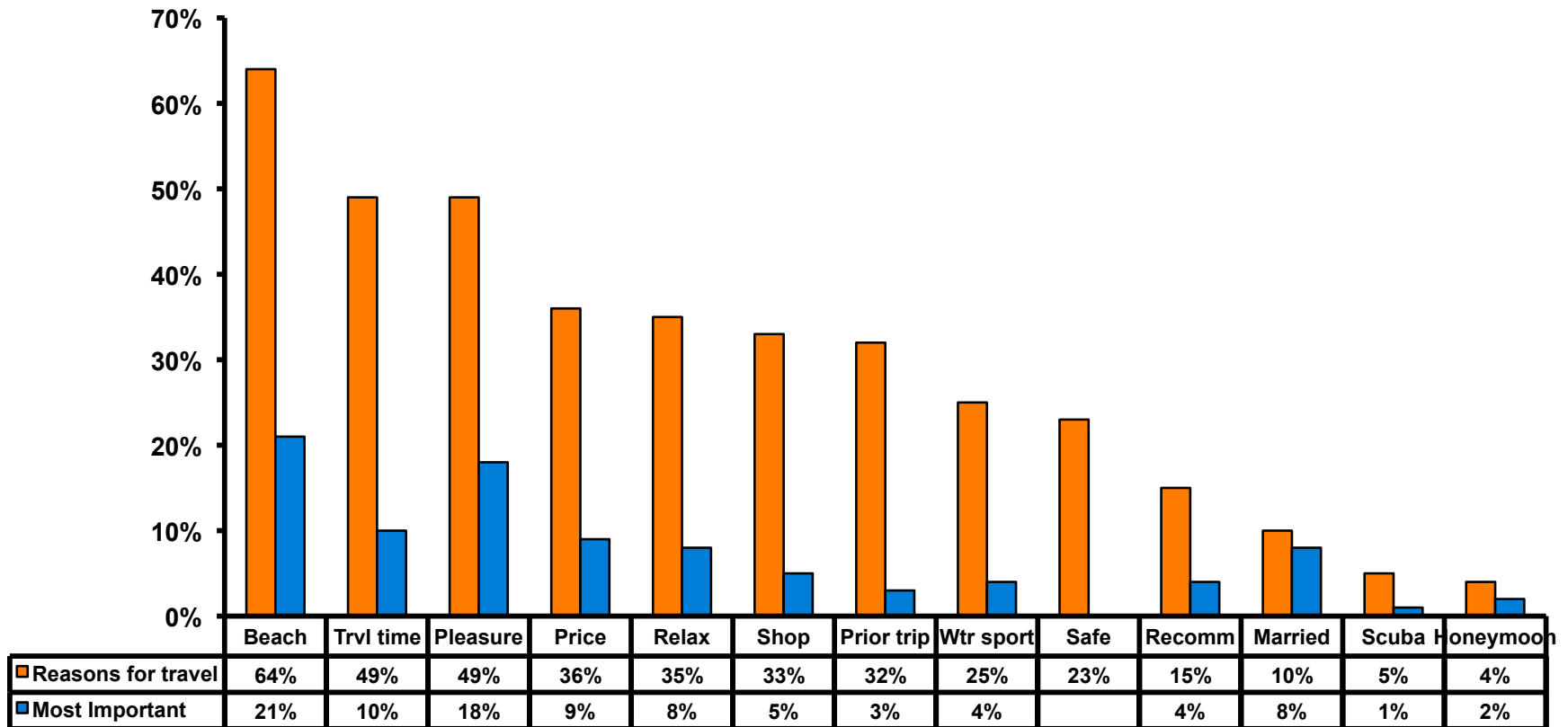


Accommodation by Income

Average length of stay: 3.00 days

	TOTAL	PERSONAL INCOME						No Inc
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.9 Japan Plaza Hotel	19%	23%	30%	20%	16%	8%	19%	29%
Grand Plaza Hotel	11%	13%	7%	9%	7%	8%	8%	29%
Holiday Resort Guam	8%	5%	7%	14%	5%	8%	10%	
Hotel Nikko Guam	8%	8%	7%	6%	10%	8%	10%	
Pacific Bay Hotel	7%	13%	7%	11%	5%	4%	4%	14%
Guam Reef Hotel	7%	5%		9%	5%	8%	6%	29%
Hilton Guam Resort & Spa	5%		7%		10%	4%	10%	
Pacific Islands Club PIC	5%	5%	7%		8%	6%	4%	
Fiesta Resort Guam	5%	5%	3%	6%	2%	8%	4%	
Outrigger Guam Resort	4%		7%	9%	2%	8%	4%	
The Westin Resort Guam	4%		3%	3%	8%	8%	2%	
Onward Beach Resort	3%	3%		3%	5%	4%	4%	
Hotel Sane Fe	3%	5%	7%	3%	2%	4%	2%	
Leo Palace Resort	2%	5%	7%		3%	2%	2%	
Royal Orchid Guam	2%		3%	6%	2%	4%	2%	
Bayview Hotel	2%	3%			2%	6%		
Sheraton Laguna Resort	2%			3%	3%	4%		
Hyatt Regency Guam	2%	3%			3%	4%		
Guam Marriott Resort Hotel	1%	3%			2%		2%	
Oceanview Hotel	1%				2%		2%	
Condominium	0%	3%						
Ramada Suites Guam	0%						2%	
Total Count	326	39	30	35	61	53	48	7

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Pleasure and
- Short travel time

are the primary reasons for visiting during this period.

Motivation by Age & Gender

	TOTAL	AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.5 Beautiful seas, beaches, tropical climate	64%	60%	67%	64%	68%	51%	61%	67%
Short travel time	49%	40%	38%	48%	61%	53%	50%	48%
Pleasure	49%	80%	55%	40%	51%	37%	41%	56%
Price of the tour package	36%	40%	35%	27%	40%	44%	36%	37%
Just to relax	35%	20%	29%	36%	38%	42%	33%	36%
Shopping	33%	20%	41%	28%	34%	14%	26%	39%
A previous visit	32%		17%	42%	43%	30%	35%	28%
Water sports	25%	40%	34%	12%	28%	12%	23%	27%
It is a safe place to spend a vacation	23%		15%	24%	29%	28%	25%	21%
Recommendation of friend, relative, travel agency	15%	40%	24%	7%	11%	9%	9%	21%
To get married or Attend wedding	10%		6%	16%	5%	19%	13%	7%
Other	6%		4%	7%	6%	9%	8%	4%
SCUBA diving	5%		5%	4%	4%	5%	6%	3%
Honeymoon	4%		6%	7%	1%		7%	1%
Company or Business trip	2%			3%	3%		1%	2%
To golf	1%			3%	1%	2%	2%	1%
To visit friends or relatives	1%		2%		1%		1%	1%
My company sponsored me	1%			1%		5%	1%	1%
Promotional materials from GVB	1%				2%	2%	1%	1%
Organized Sporting Activity	1%			1%	1%	2%	2%	
Special promotion	0%		1%					1%
Total Cases	325	5	111	67	99	43	160	165

Motivation by Income

	TOTAL	PERSONAL INCOME							No Inc
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+		
Q.5 Beautiful seas, beaches, tropical climate	64%	49%	60%	60%	67%	74%	65%	71%	
Short travel time	49%	38%	50%	43%	61%	53%	50%	29%	
Pleasure	49%	38%	27%	49%	59%	47%	44%	85%	
Price of the tour package	36%	38%	33%	37%	33%	38%	33%	29%	
Just to relax	35%	26%	30%	34%	39%	36%	33%	57%	
A previous visit	32%	18%	27%	26%	43%	38%	40%	14%	
Shopping	33%	33%	37%	40%	34%	25%	23%	14%	
Water sports	25%	21%	20%	26%	21%	26%	27%	14%	
It is a safe place to spend a vacation	23%	15%	23%	31%	31%	30%	15%		
Recommendation of friend, relative, travel agency	15%	21%	7%	26%	10%	8%	10%	14%	
To get married or Attend wedding	10%	13%	13%	6%	13%	9%	8%	14%	
Other	6%	3%	7%	6%	13%	4%	6%		
SCUBA diving	5%	10%	7%	6%	3%	8%	2%		
Honeymoon	4%	5%	7%	9%	5%	2%	2%		
Company or Business trip	2%	3%	3%		3%				
To golf	1%				2%	4%			
To visit friends or relatives	1%					2%	4%		
Organized Sporting Activity	1%				3%	2%			
My company sponsored me	1%					4%			
Promotional materials from GVB	1%		3%						
Special promotion	0%				2%				
Total Cases	325	39	30	35	61	53	48	7	

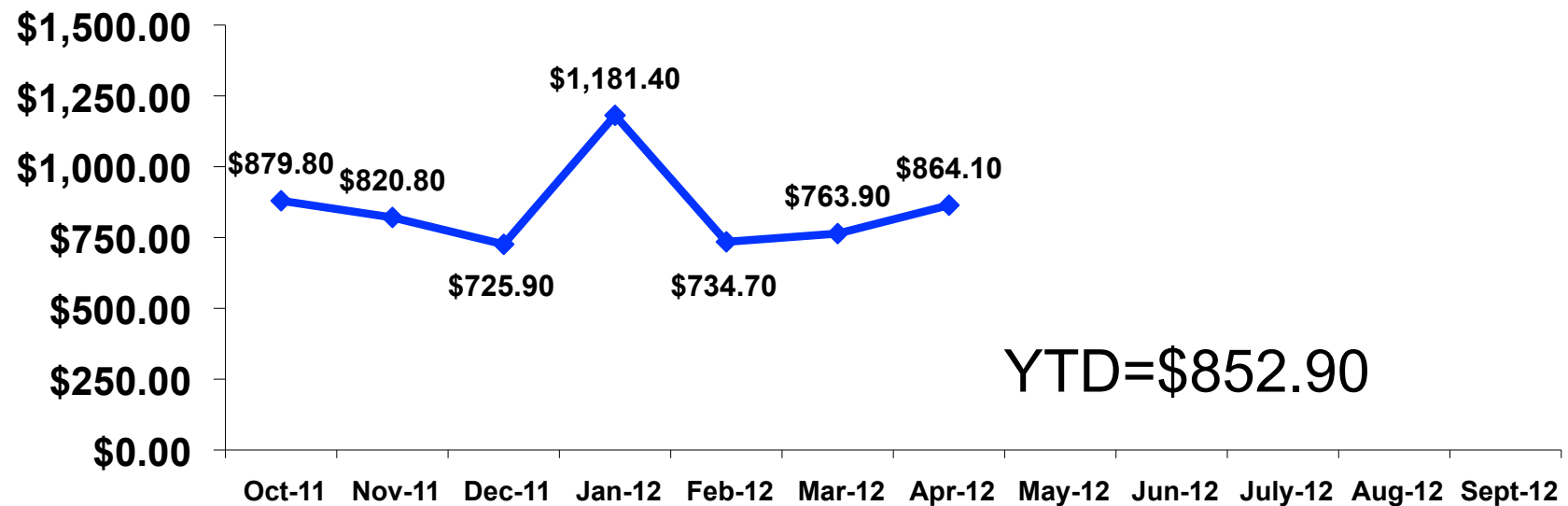
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥81.54/US\$1

- \$2,277.90 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$20,848 = maximum (highest amount recorded for the entire sample)
- \$864.10 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

¥81.54=\$1

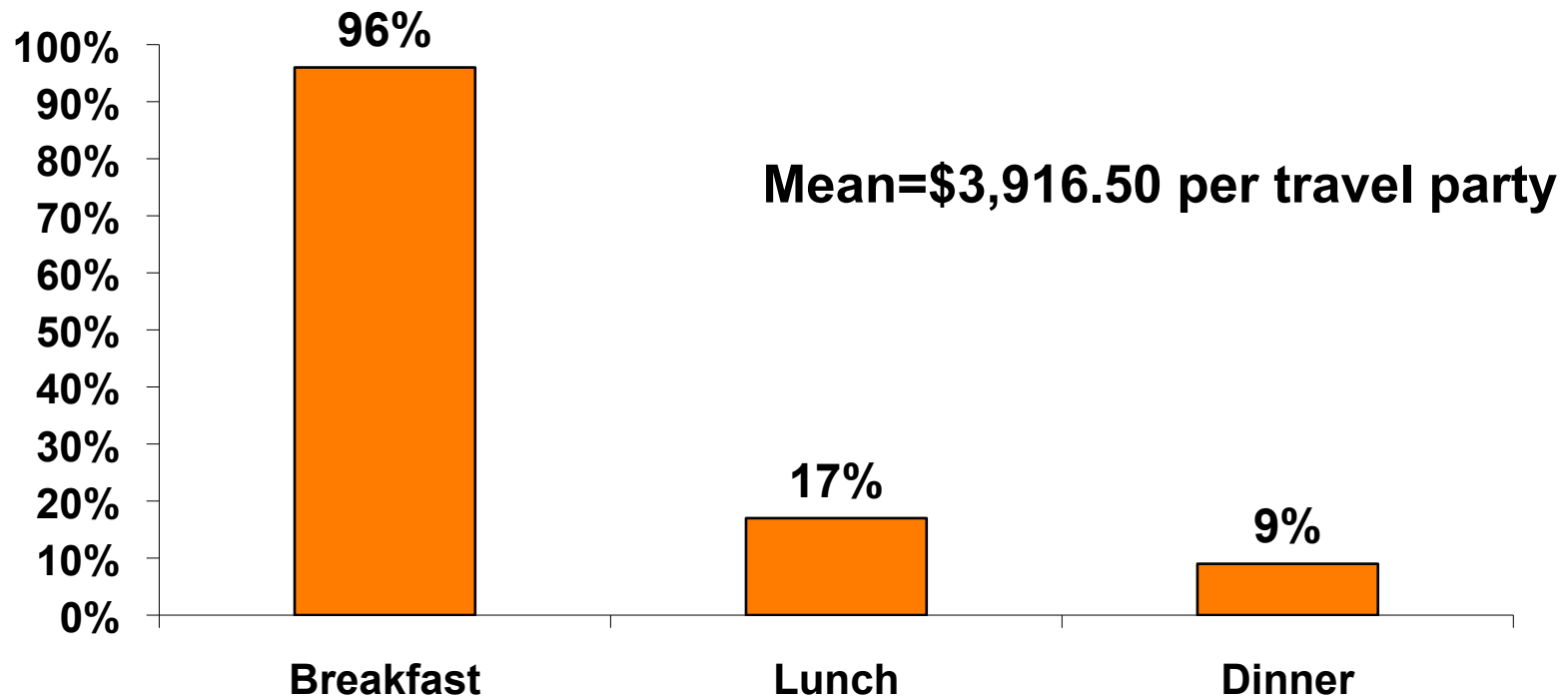
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$2,055.00
Air & Accommodation w/ daily meal package	\$3,916.50
Air only	\$1,677.40
Accommodation only	\$606.20
Accommodation w/ daily meal only	\$2,336.30
Food & Beverages in Hotel	\$205.40
Ground transportation - Japan	\$211.40
Ground transportation - Guam	\$185.50
Optional tours/ activities	\$417.40
Other expenses	\$524.80
Total Prepaid	\$2,277.90

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

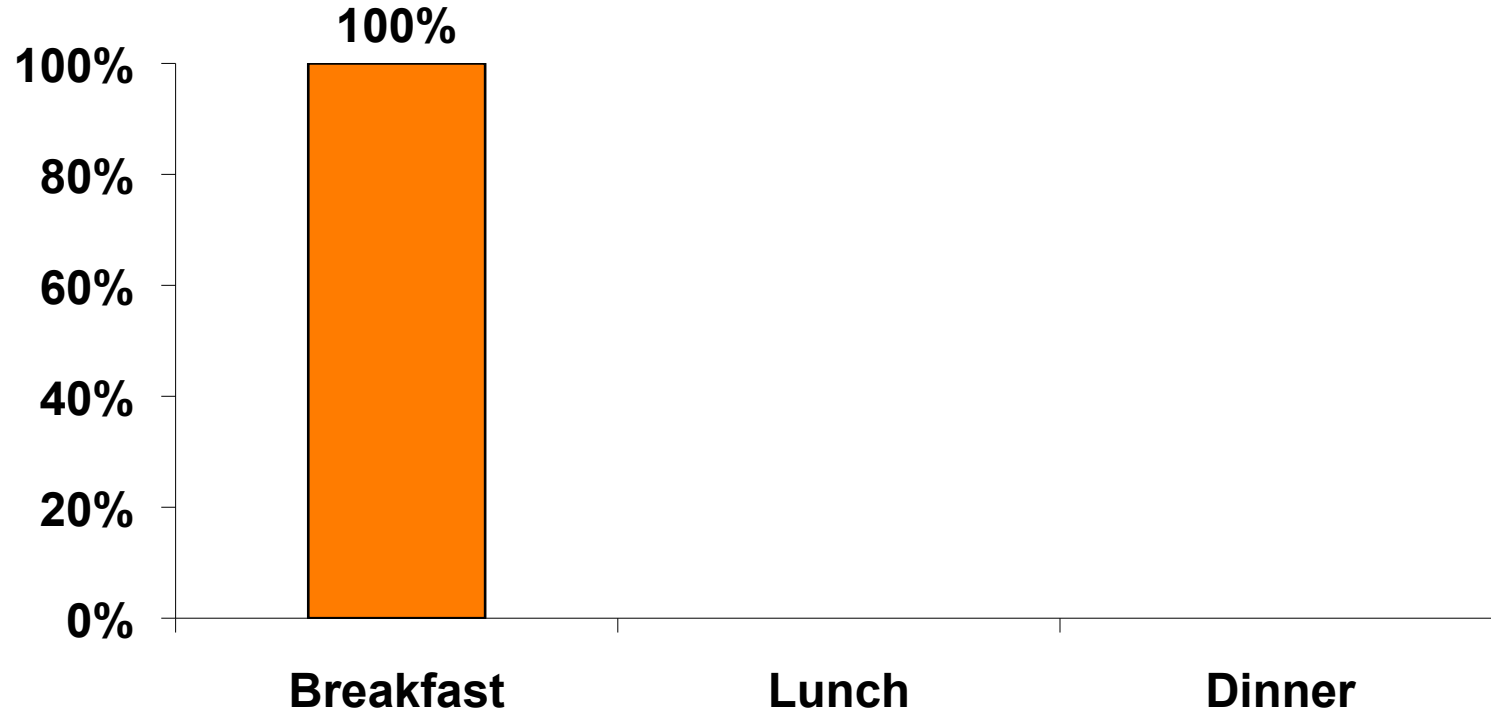
n=23



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

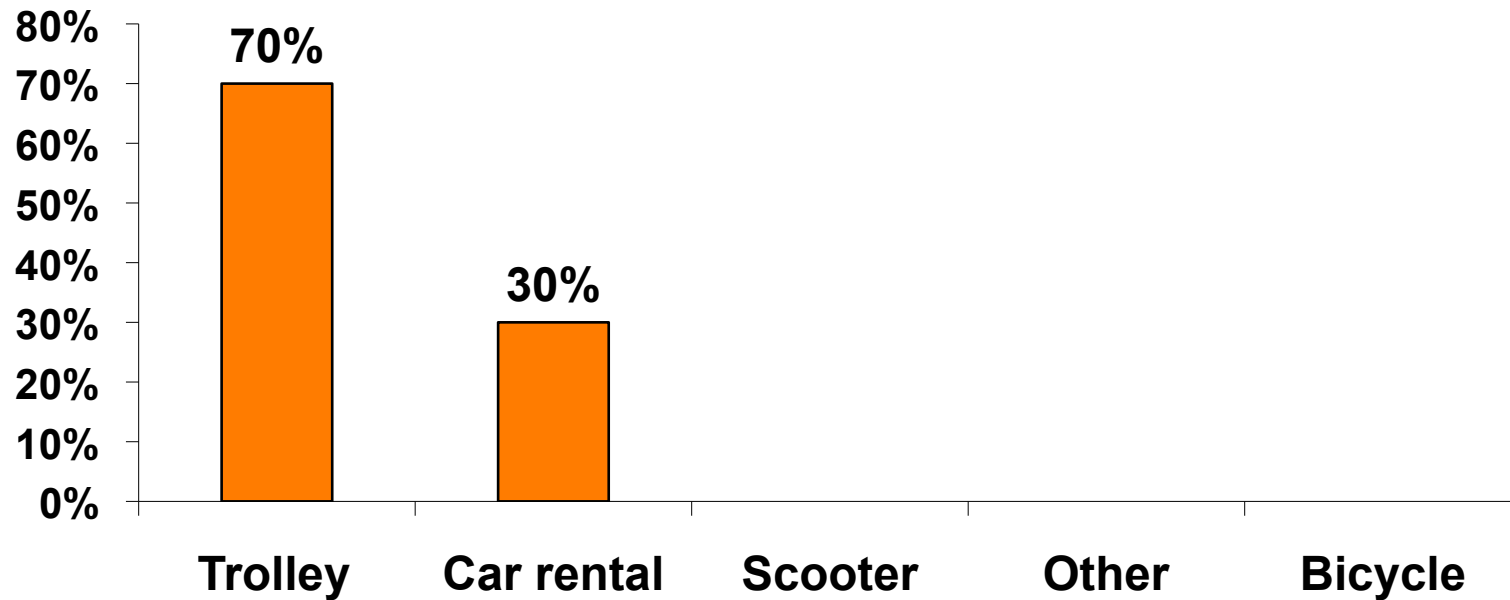
n=2



Mean=\$2,336.30 per travel party

Prepaid Ground Transportation

n=20

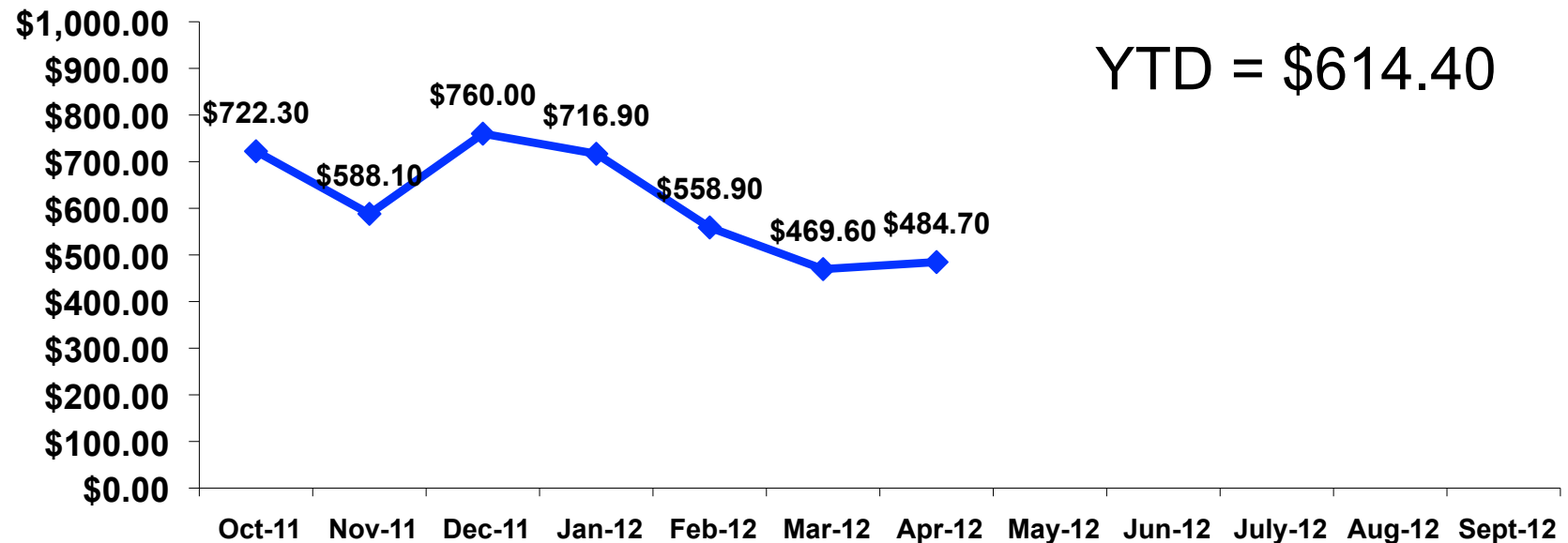


Mean=\$185.50 per travel party

On-Island Expenditures

- \$959.90 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,000 = Maximum (highest amount recorded for the entire sample)
- \$484.70 = overall mean average per person on-island expenditure

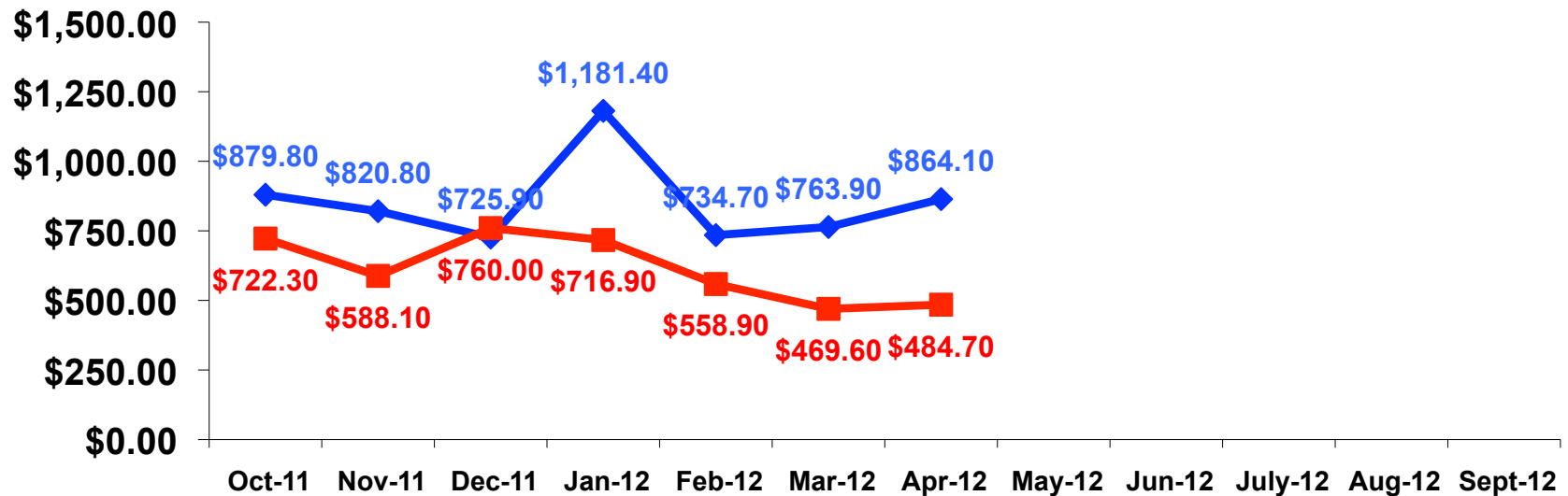
On-Island Expenditures Per Person



Prepaid / On-Island Expenditures Per Person

Prepaid YTD = \$852.90

On-Isle YTD = \$614.40



Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER								
		Male	Female	Male				Female				
				AGE				AGE				
				20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A Mean	\$959.93	\$1,066.77	\$855.67	\$846.33	\$983.98	\$1,026.50	\$1,455.16	\$380.00	\$662.25	\$986.42	\$1,179.20	\$916.82
Median	\$700	\$750	\$600	\$700	\$600	\$775	\$1,000	\$400	\$500	\$864	\$1,000	\$768

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$63.08	\$96.43	\$30.53	\$0.00	\$11.84	\$59.25	\$60.84	\$213.86
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF REST/CONV	Mean	\$42.39	\$54.02	\$31.05	\$11.40	\$27.80	\$37.69	\$46.32	\$81.86
	Median	\$10	\$20	\$10	\$0	\$7	\$10	\$20	\$18
F&B-OUT- SIDE HOTEL/ REST	Mean	\$101.13	\$137.78	\$65.60	\$6.00	\$49.34	\$140.64	\$123.08	\$134.05
	Median	\$20	\$70	\$0	\$0	\$0	\$80	\$70	\$100
OPTIONAL TOUR	Mean	\$128.25	\$153.78	\$103.33	\$70.00	\$103.95	\$140.52	\$133.22	\$167.05
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$190.02	\$197.11	\$183.10	\$24.00	\$156.05	\$242.91	\$191.70	\$210.70
	Median	\$35	\$50	\$20	\$0	\$0	\$100	\$45	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$151.64	\$166.68	\$136.96	\$88.00	\$94.89	\$121.87	\$147.37	\$361.84
	Median	\$50	\$100	\$40	\$40	\$30	\$100	\$100	\$150
LOCAL TRANS	Mean	\$22.54	\$27.46	\$17.73	\$6.00	\$20.18	\$23.19	\$20.87	\$34.02
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$262.16	\$235.98	\$287.71	\$180.00	\$248.86	\$217.28	\$372.89	\$118.47
	Median	\$8	\$0	\$64	\$0	\$45	\$4	\$40	\$0
TOTAL ON ISLAND	Mean	\$959.93	\$1,066.77	\$855.67	\$380.00	\$712.00	\$984.85	\$1,093.69	\$1,317.24
	Median	\$700	\$750	\$600	\$400	\$500	\$800	\$800	\$1,000

On-Island Expenditures

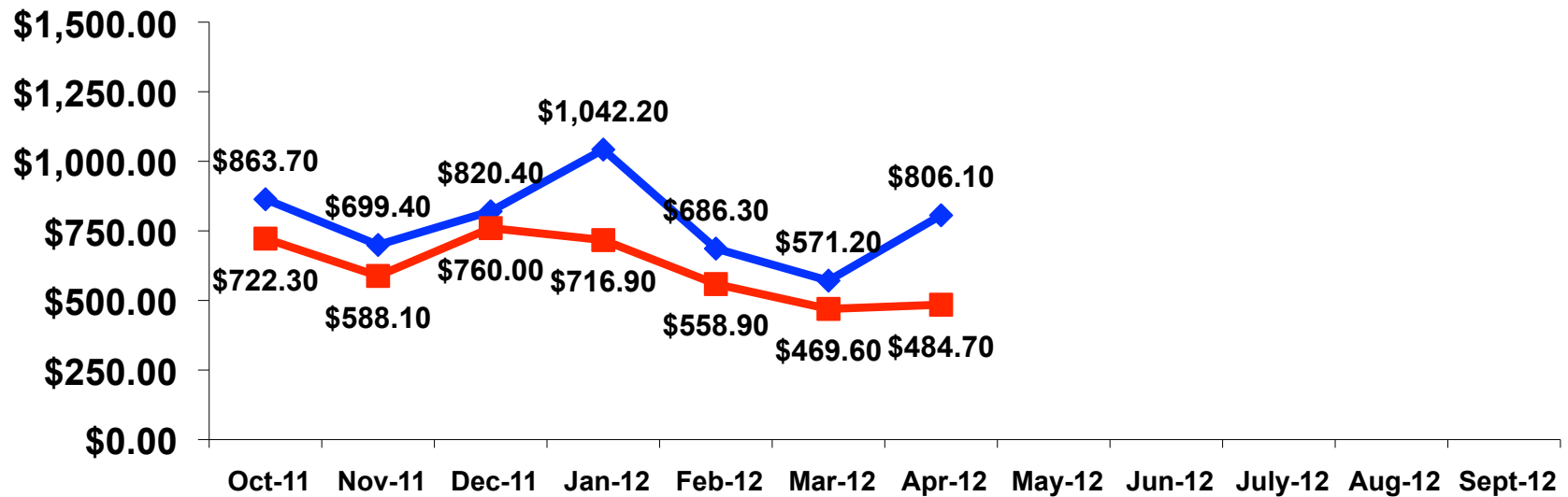
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$46.85	\$81.43
	Median	\$0	\$0
F&B-ACTIVITY	Mean	\$46.72	\$37.50
	Median	\$10	\$15
F&B-OUT-SIDE HOTEL/ REST	Mean	\$86.51	\$117.78
	Median	\$0	\$55
OPTIONAL TOUR	Mean	\$137.17	\$118.15
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$177.29	\$204.41
	Median	\$20	\$50
GIFT/SOUV- F&F AT HOME	Mean	\$128.79	\$177.48
	Median	\$50	\$100
LOCAL TRANS	Mean	\$15.60	\$30.39
	Median	\$0	\$0
OTHER EXP	Mean	\$261.64	\$262.75
	Median	\$50	\$0
TOTAL ON ISLAND	Mean	\$900.82	\$1,026.76
	Median	\$615	\$800

Projected On-Island Expenditures

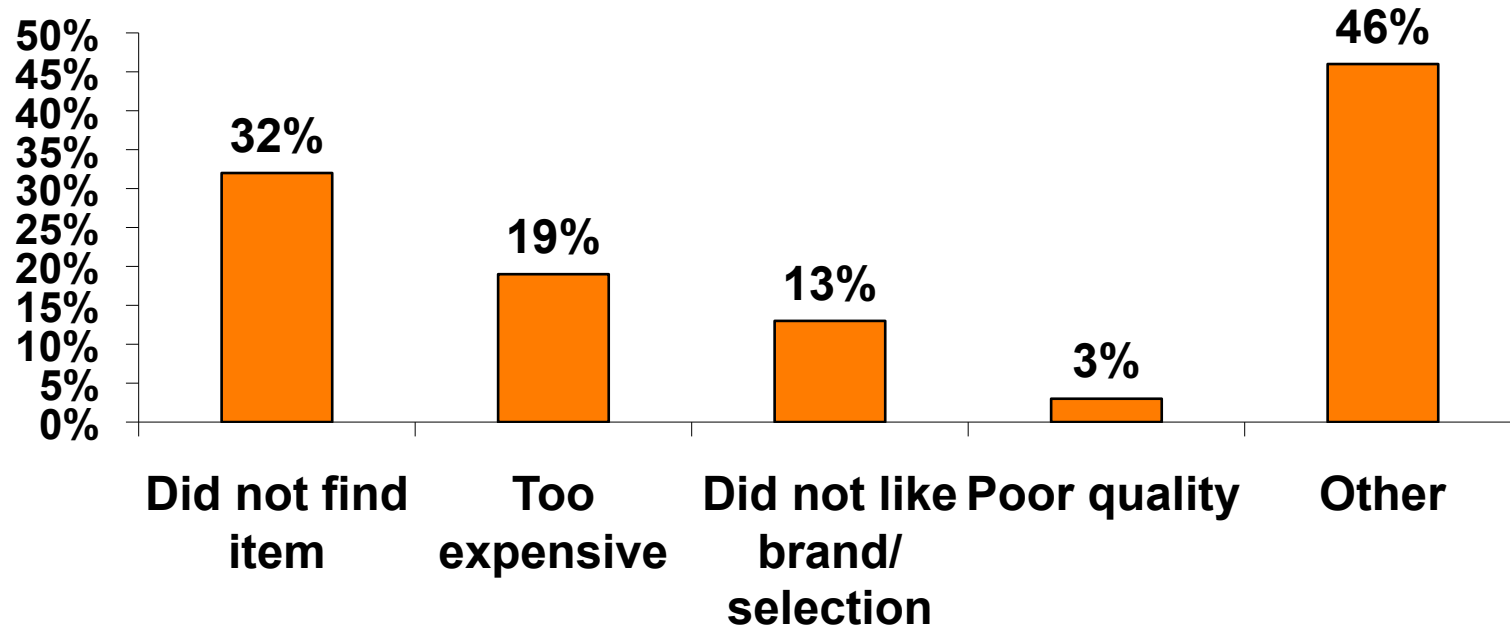
- \$806.10 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)

Projected On-Island Expenditures



Reasons for Spending Less

n=114

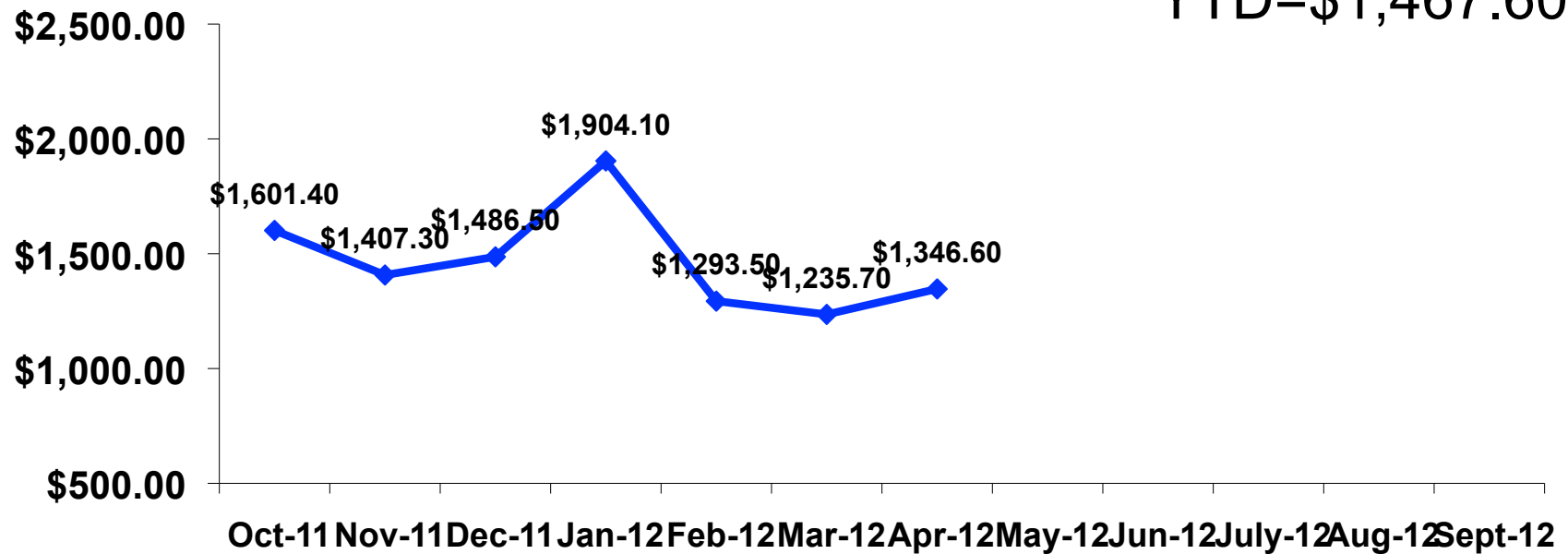


Total Expenditures Per Person (Prepaid & On-Island)

- \$1,346.60 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,981 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person

YTD=\$1,467.60

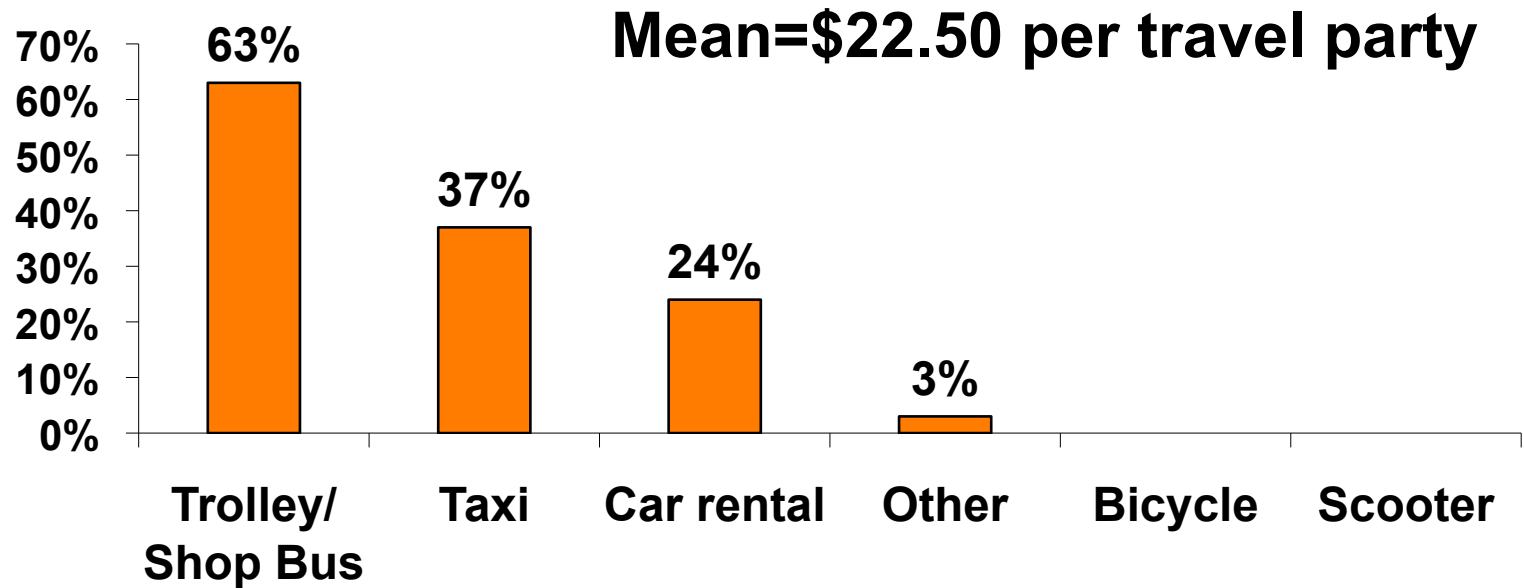


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$63.10
Food & beverage in fast food restaurant/ convenience store	\$42.40
Food & beverage at restaurants or drinking establishments outside a hotel	\$101.10
Optional tours and activities	\$128.20
Gifts/ souvenirs for yourself/companions	\$190.00
Gifts/ souvenirs for friends/family at home	\$151.60
Local transportation	\$22.50
Other expenses not covered	\$262.20
Average Total	\$959.90

Local Transportation

n=76



Guam Airport Expenditures

- \$35.10 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,030 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

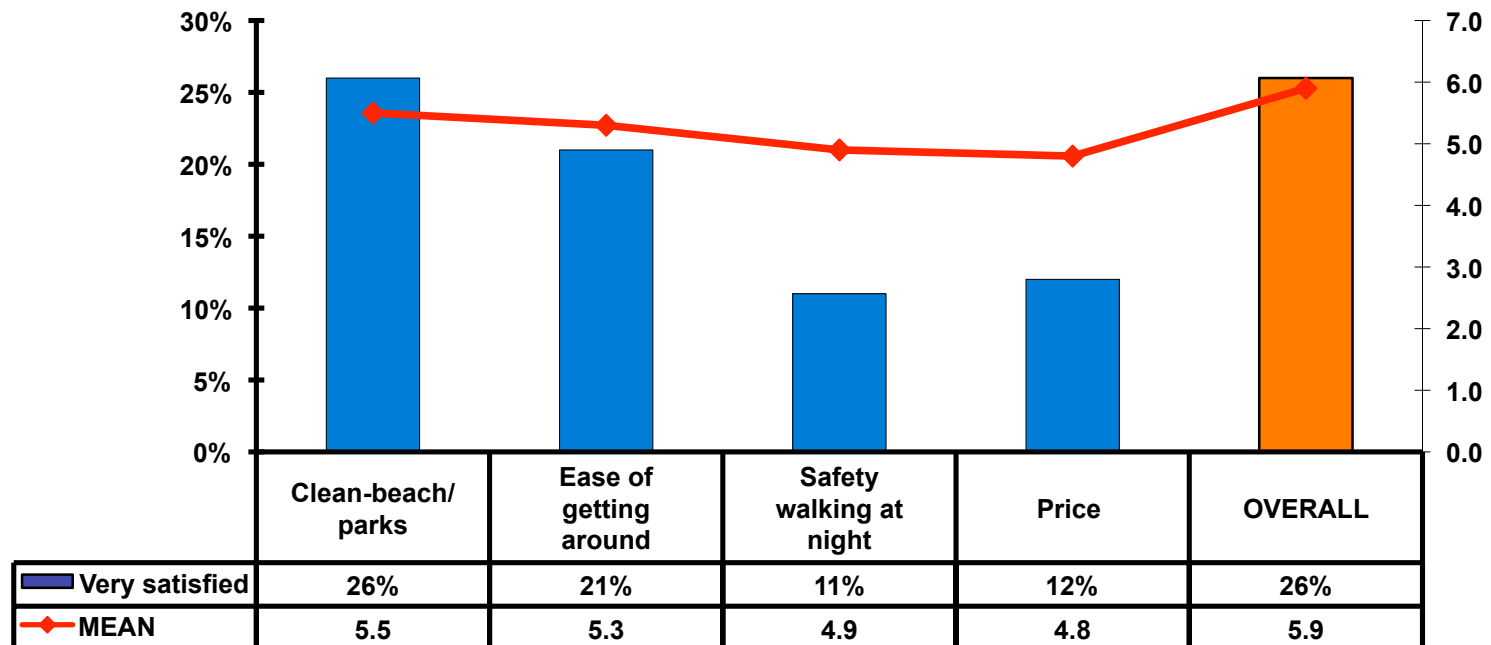
	MEAN \$
Food & Beverages	\$10.60
Gifts/Souvenirs Self	\$9.30
Gifts/Souvenirs Others	\$15.30
Total	\$35.10

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

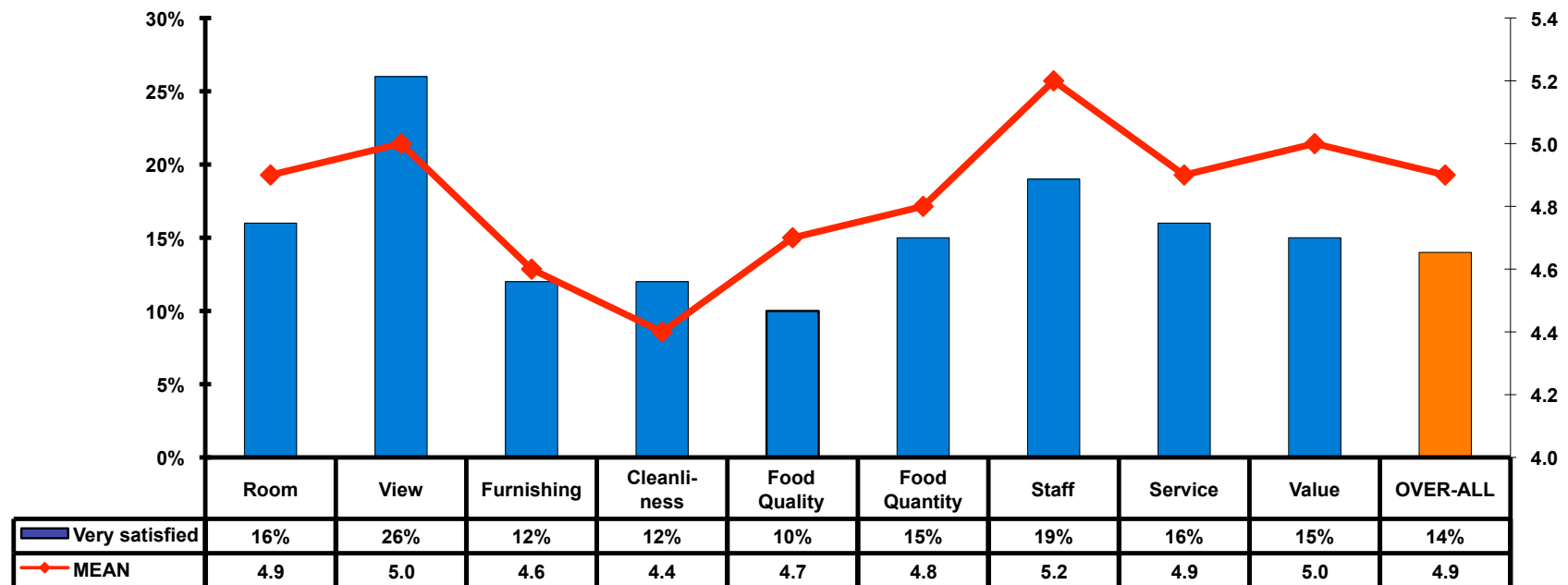
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

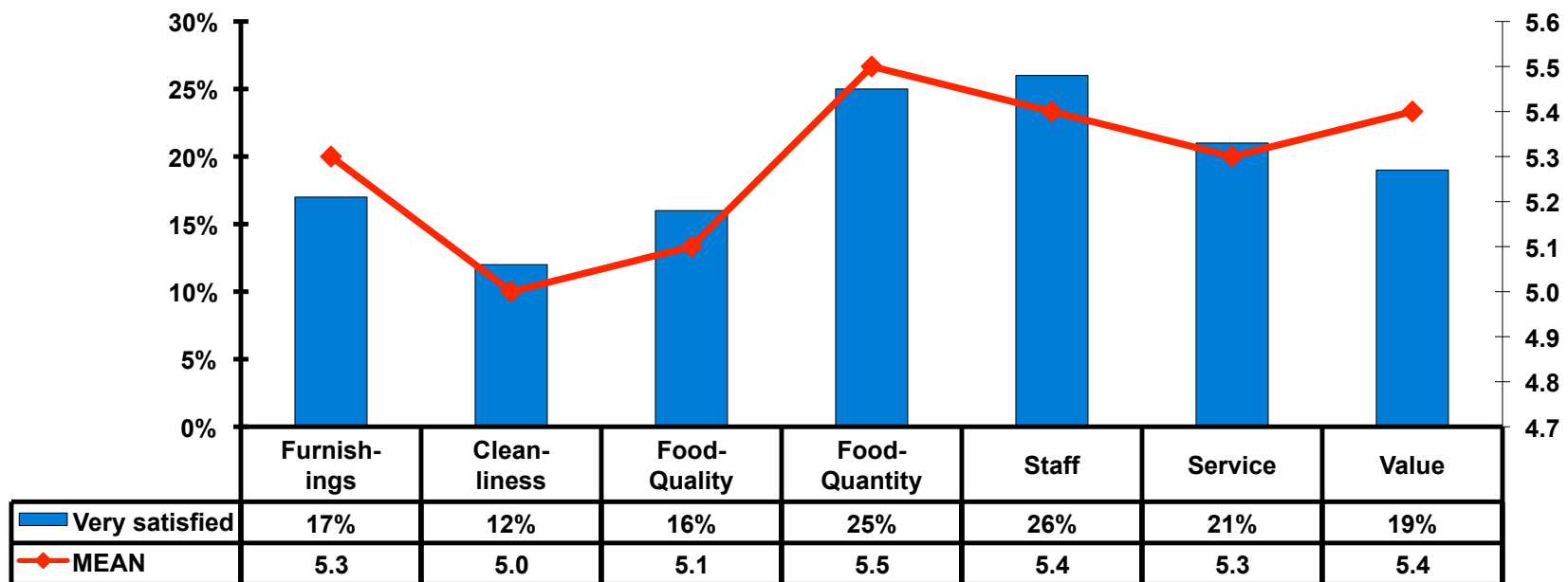
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

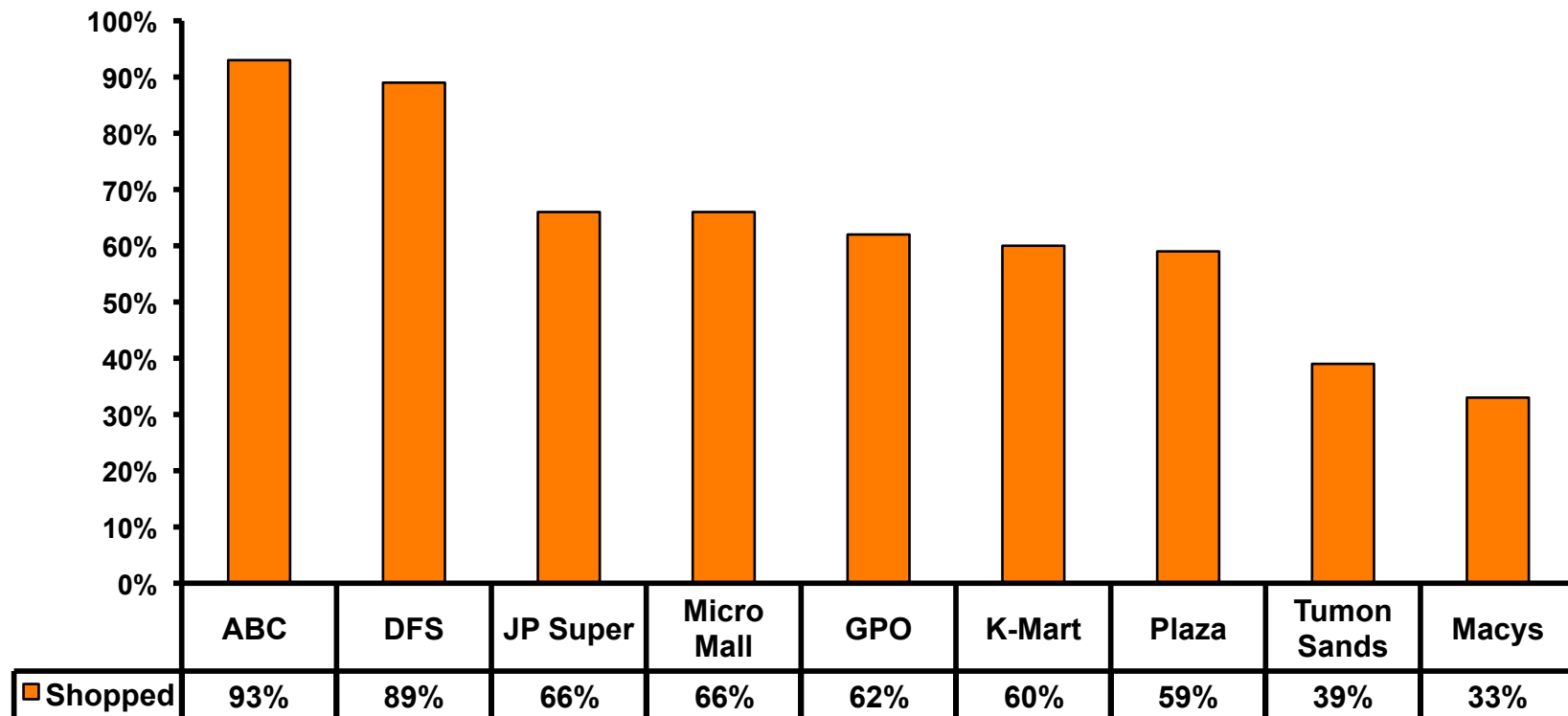
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

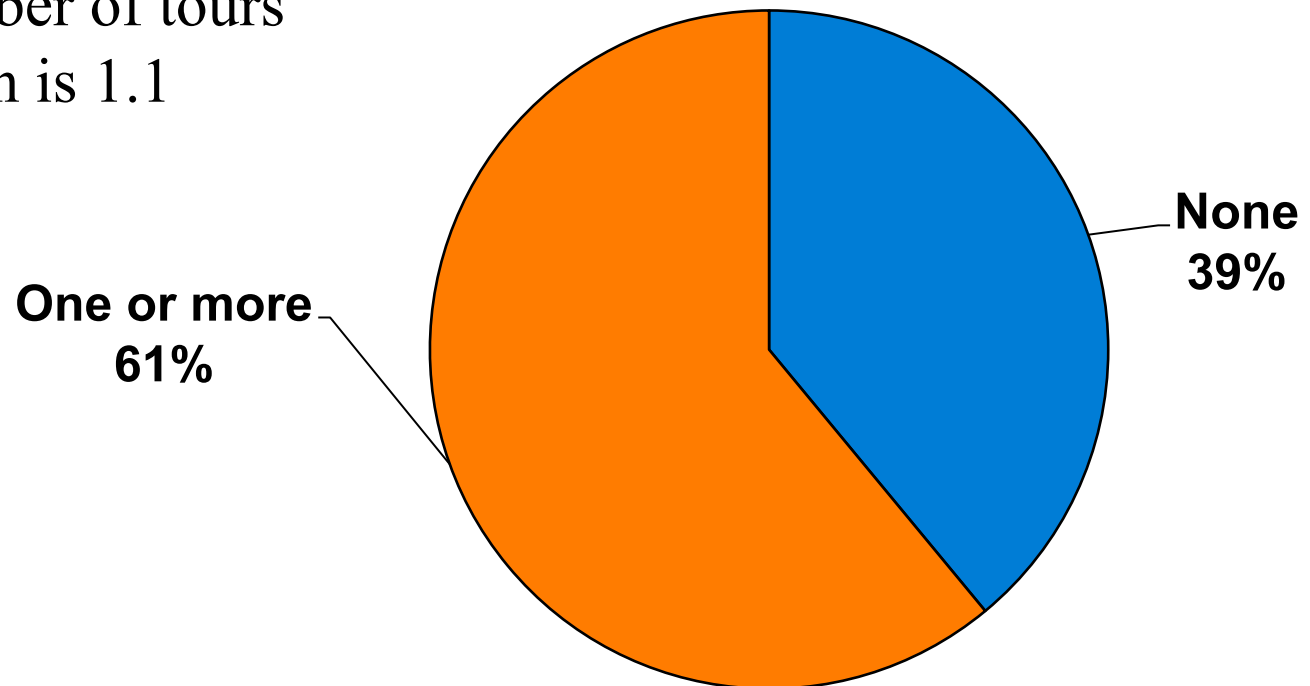
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

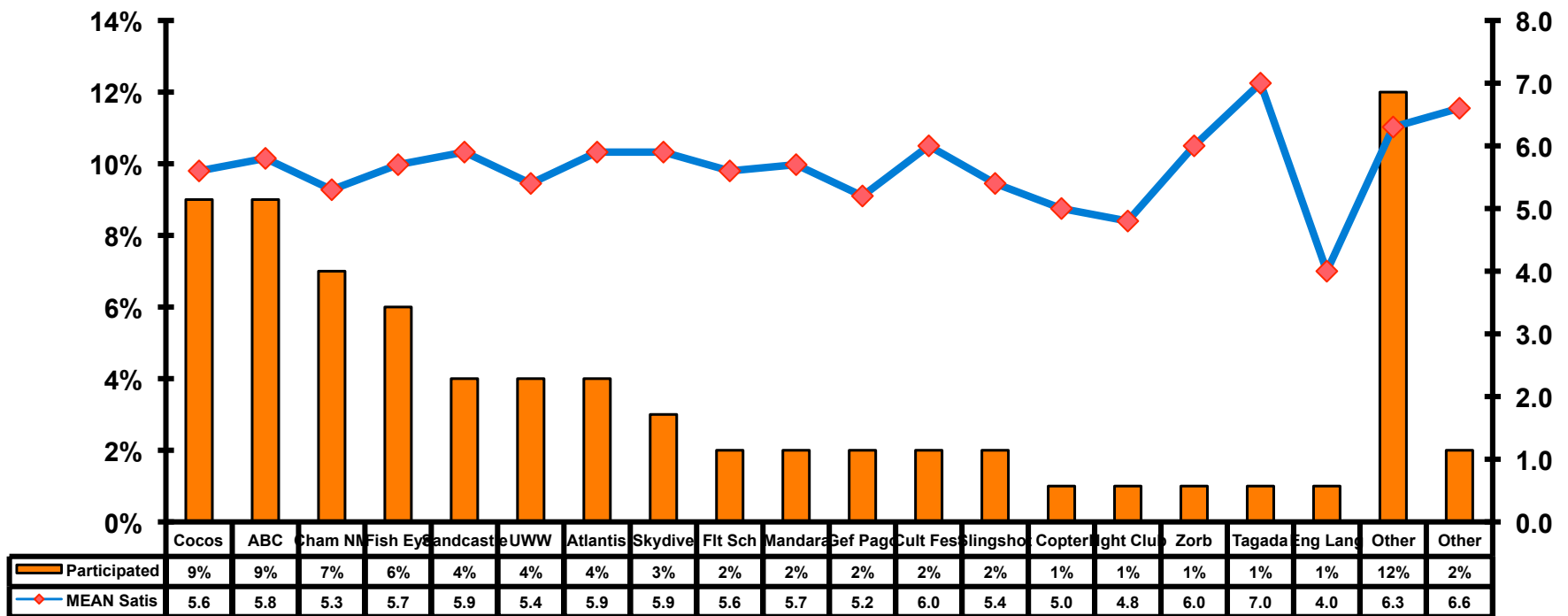
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 51%	Score of 6 to 7 = 46%
Score of 4 to 5 = 45%	Score of 4 to 5 = 46%
Score 1 to 3 = 4%	Score 1 to 3 = 7%
MEAN = 5.3	MEAN = 5.2

Optional Tour Participation

- Average number of tours participated in is 1.1



Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 54%	Score of 6 to 7 = 52%
Score of 4 to 5 = 44%	Score of 4 to 5 = 46%
Score 1 to 3 = 3%	Score 1 to 3 = 2%
MEAN = 5.4	MEAN = 5.3

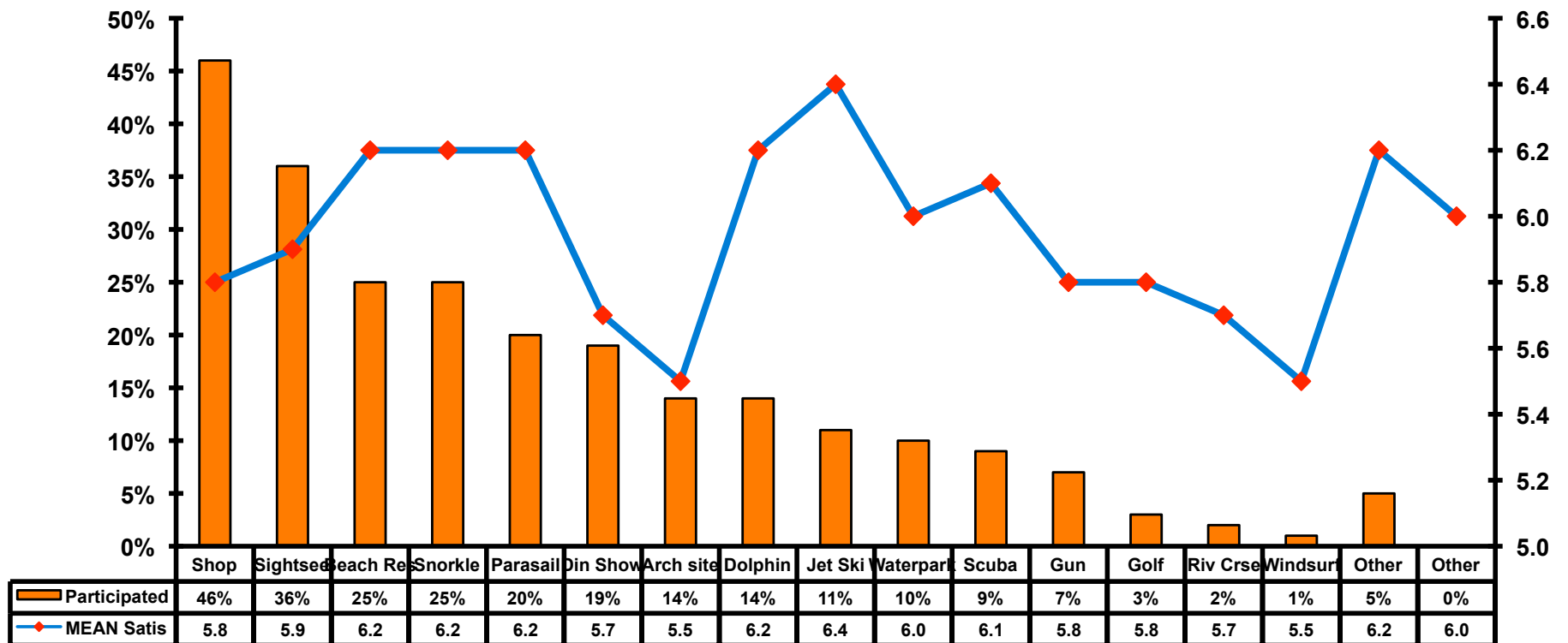
Night Tours Satisfaction

7pt Rating Scale

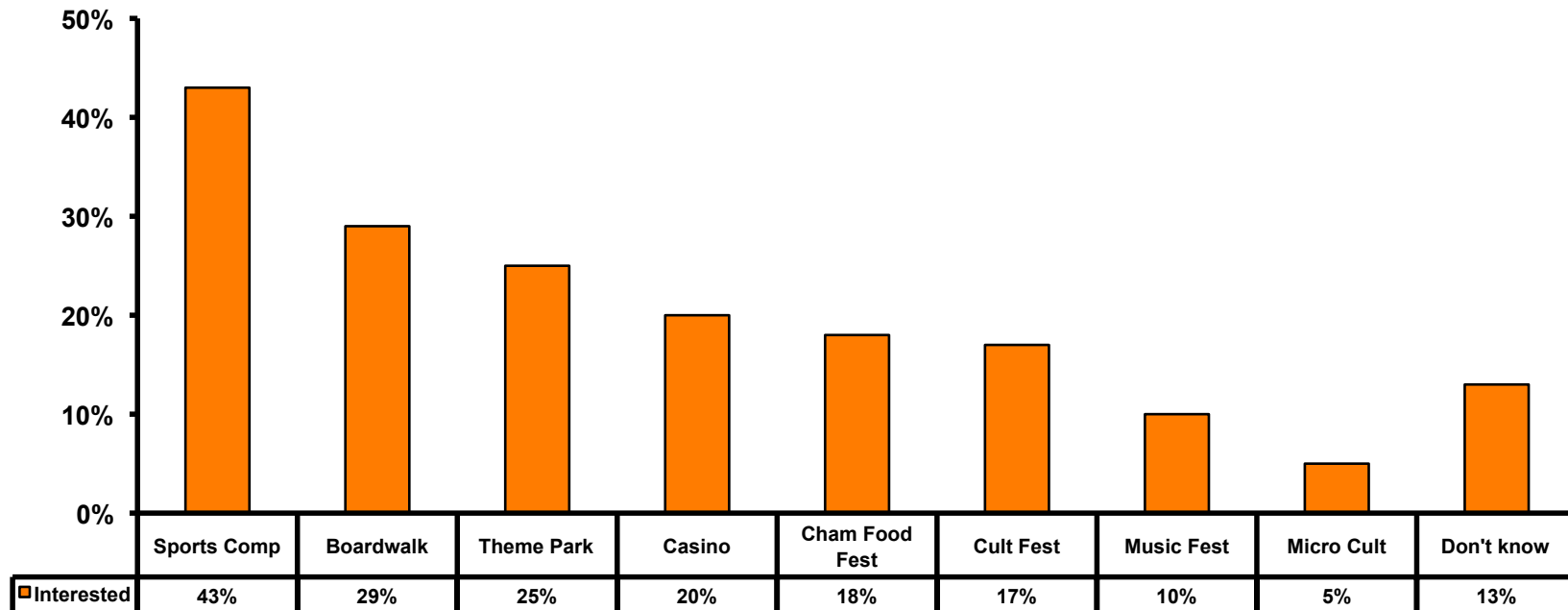
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 33%	Score of 6 to 7 = 32%
Score of 4 to 5 = 64%	Score of 4 to 5 = 64%
Score 1 to 3 = 3%	Score 1 to 3 = 4%
MEAN = 4.9	MEAN = 4.8

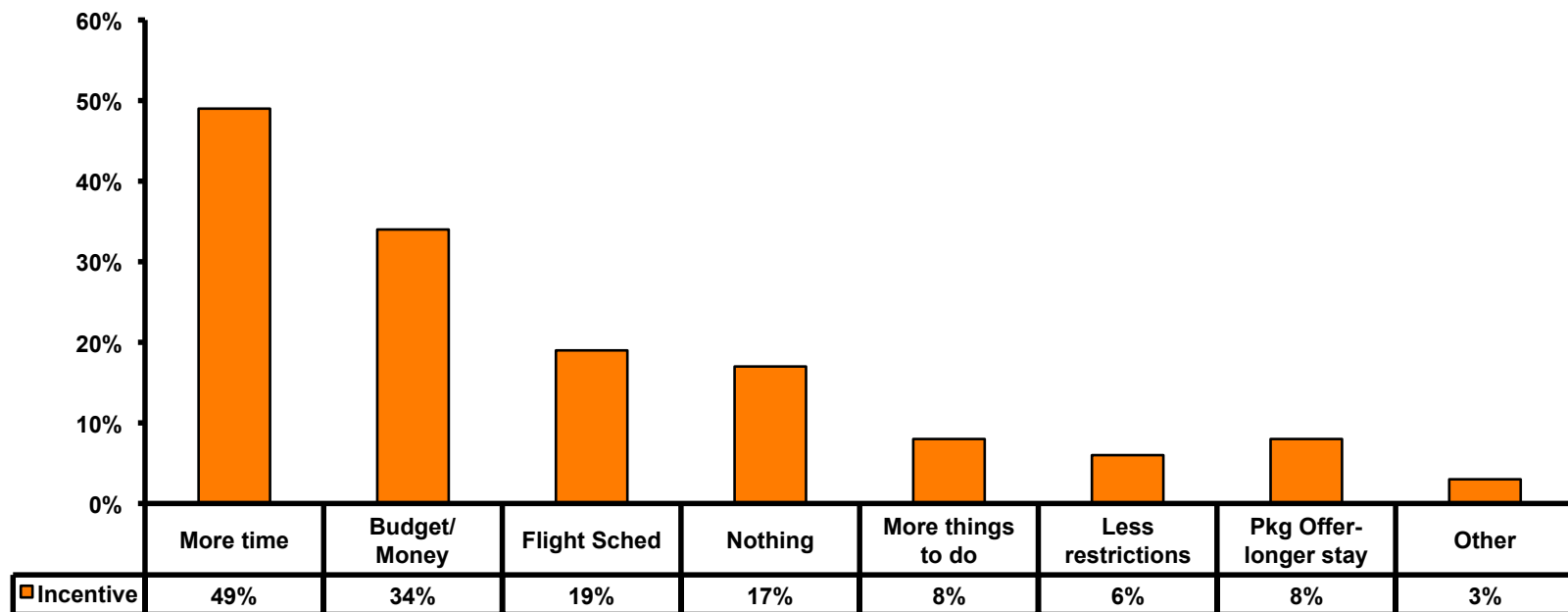
Satisfaction with Other Activities



Which activities or attractions would you most likely participate in if they were available on Guam?



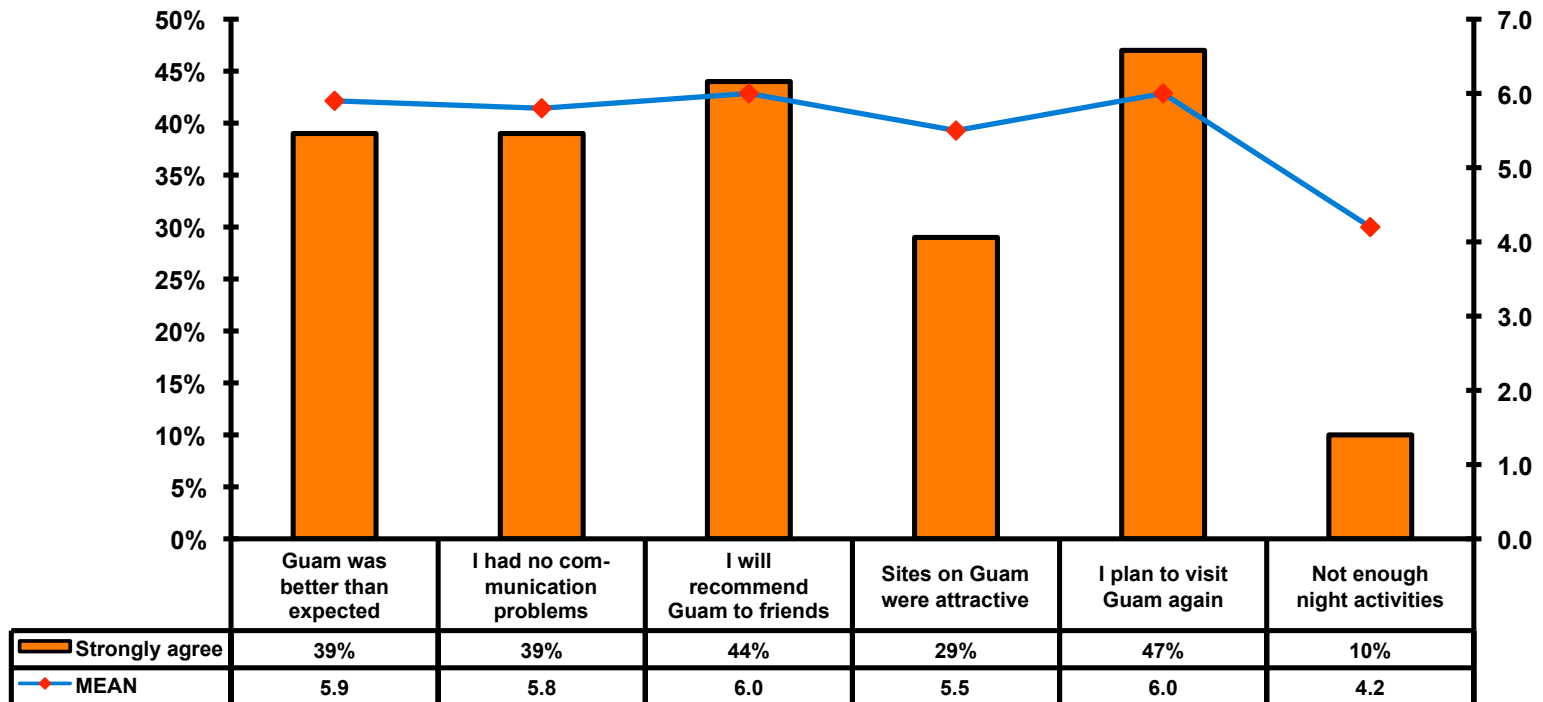
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

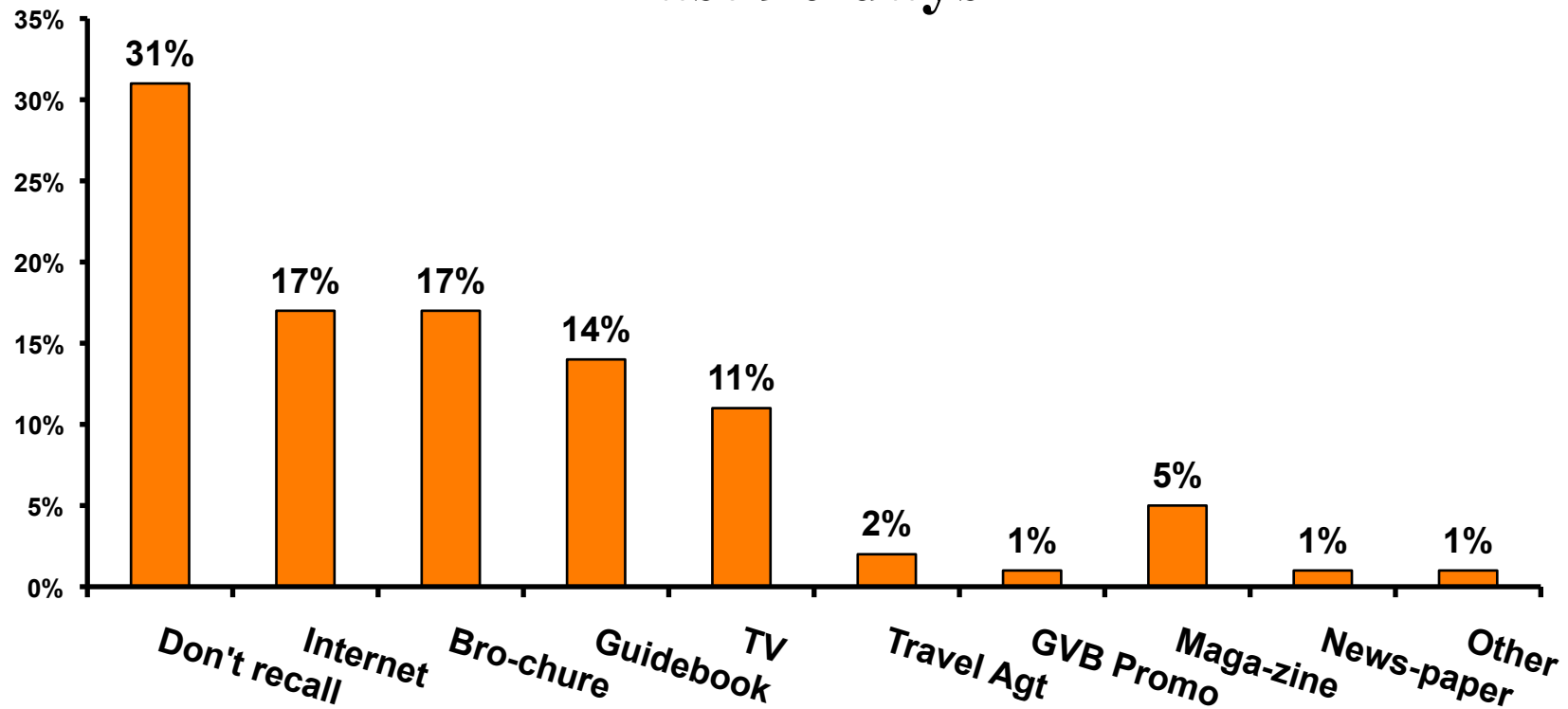
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

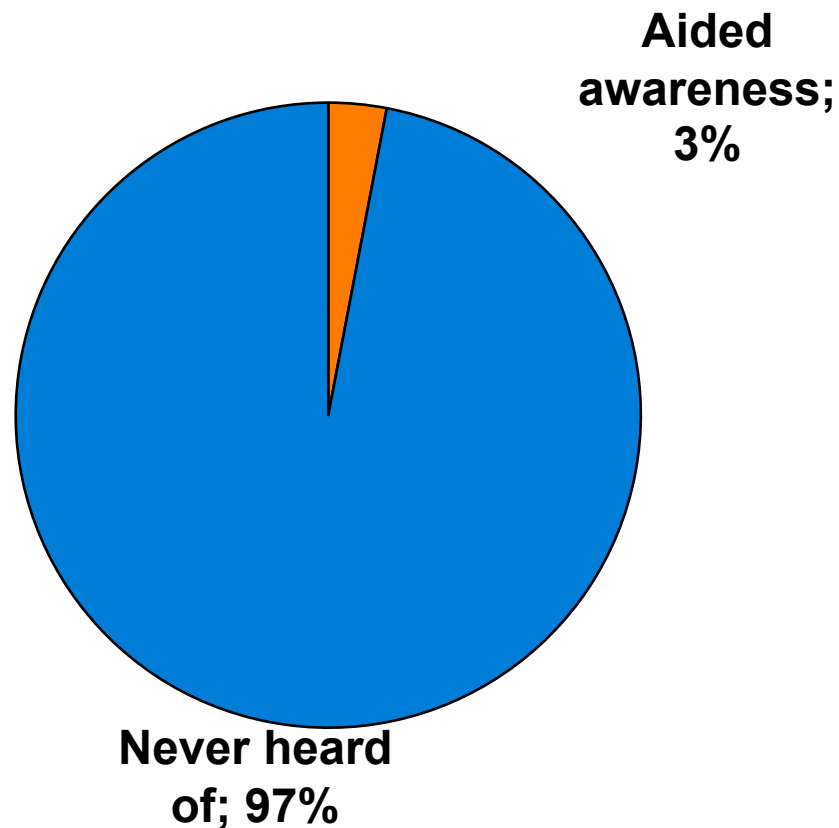


Message Recall

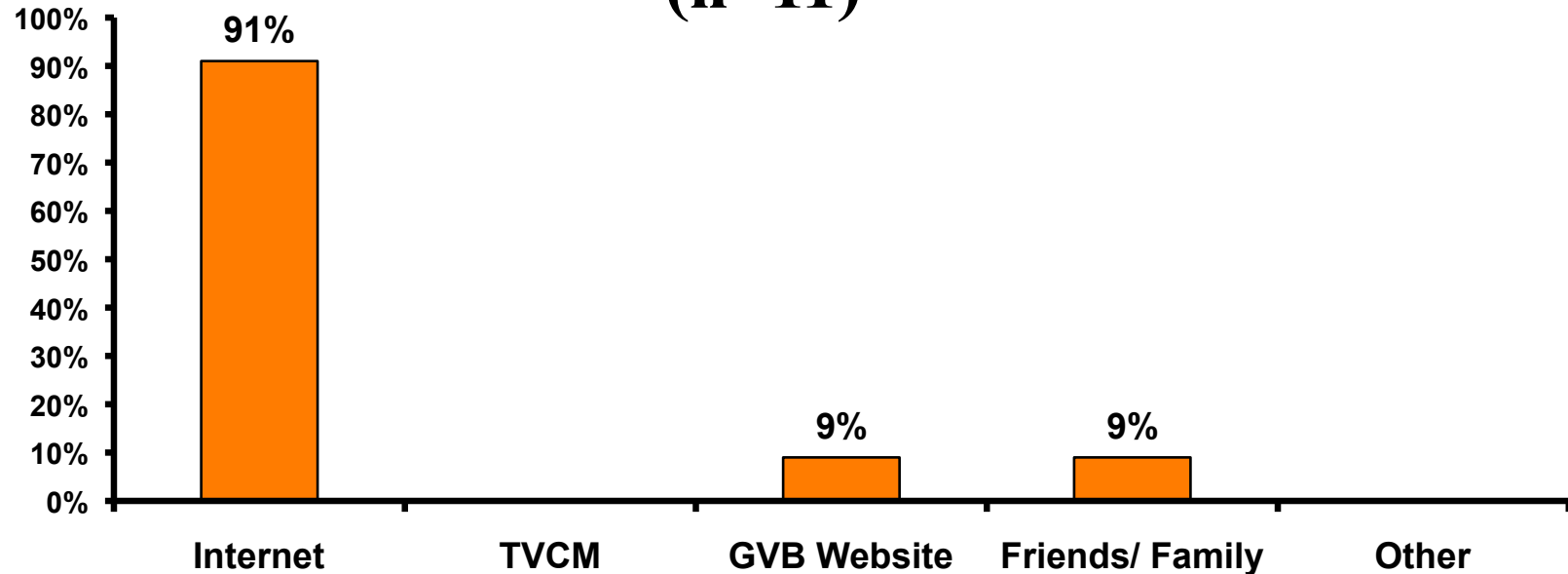
(Filter: recall ad/promo n=224)

- 75% An image
- 9% Other
- 5% Tag line
- 12% Don't recall

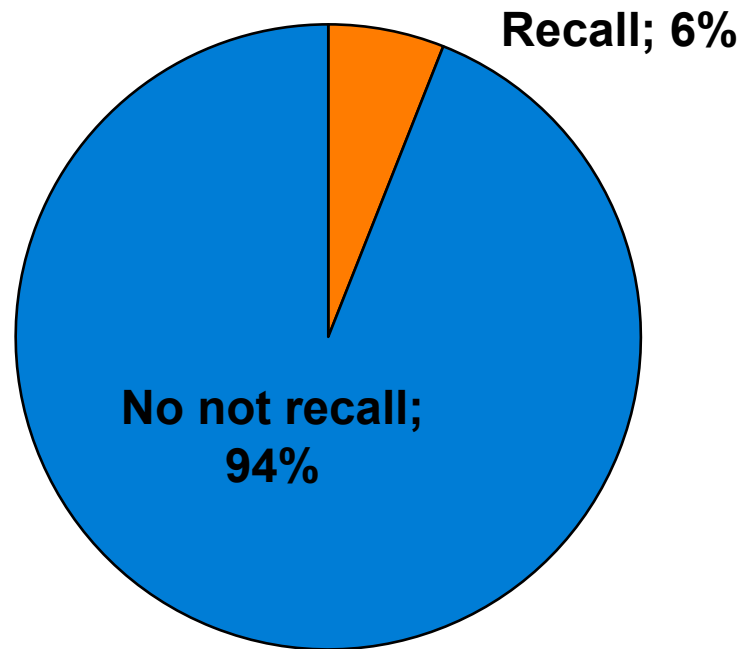
Aided Awareness – Hafa Adai Guam 365 Monitor Campaign



Media Source – Hafa Adai Guam 365 Monitor Campaign (n=11)

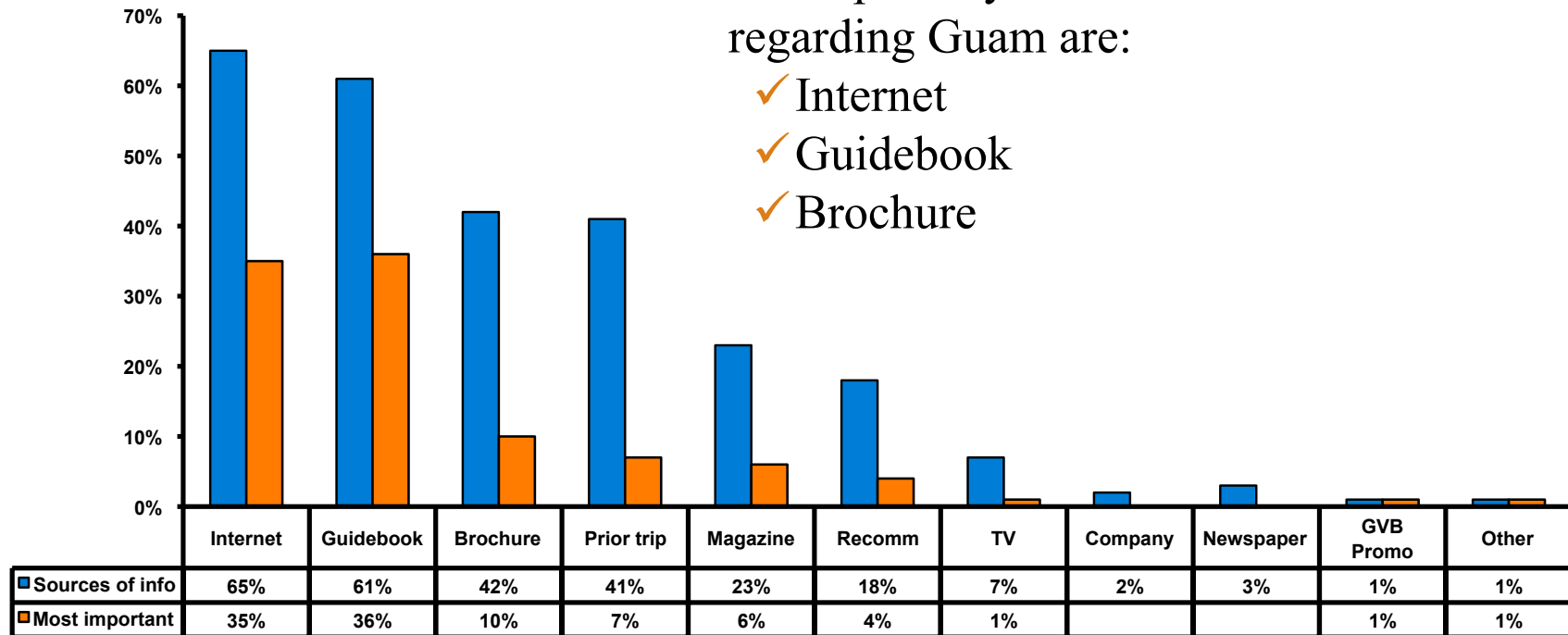


Omoide Guam Commercial



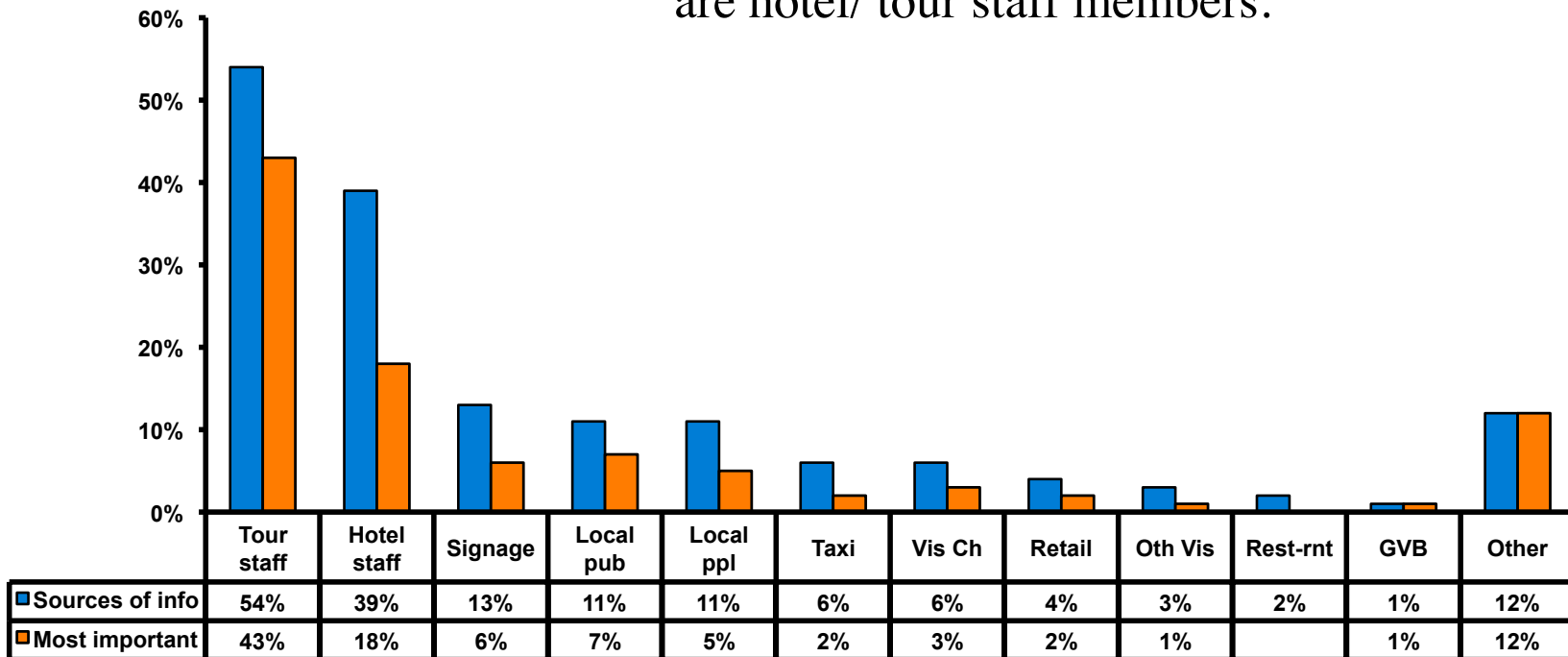
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Guidebook
 - ✓ Brochure

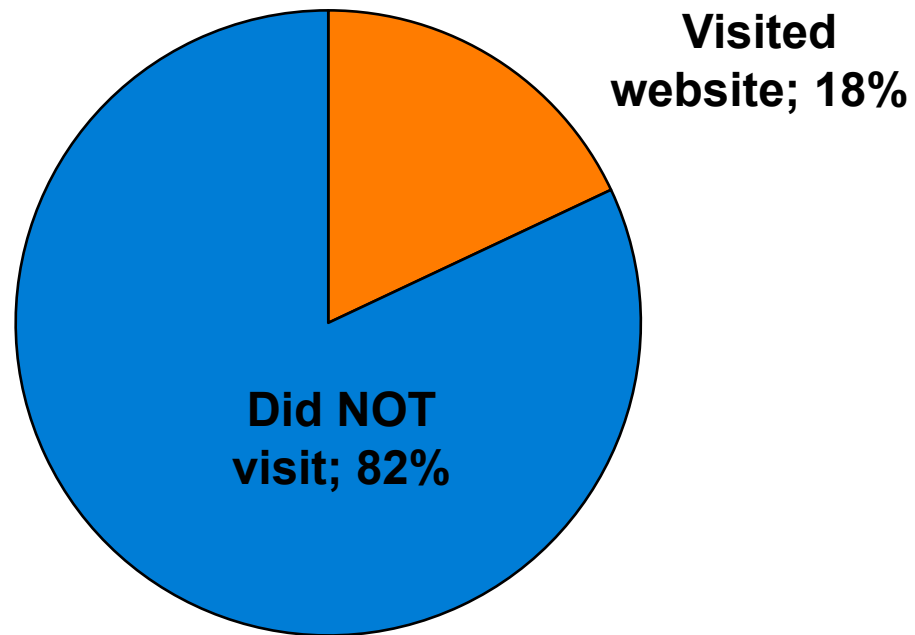


Sources of Information Post-arrival

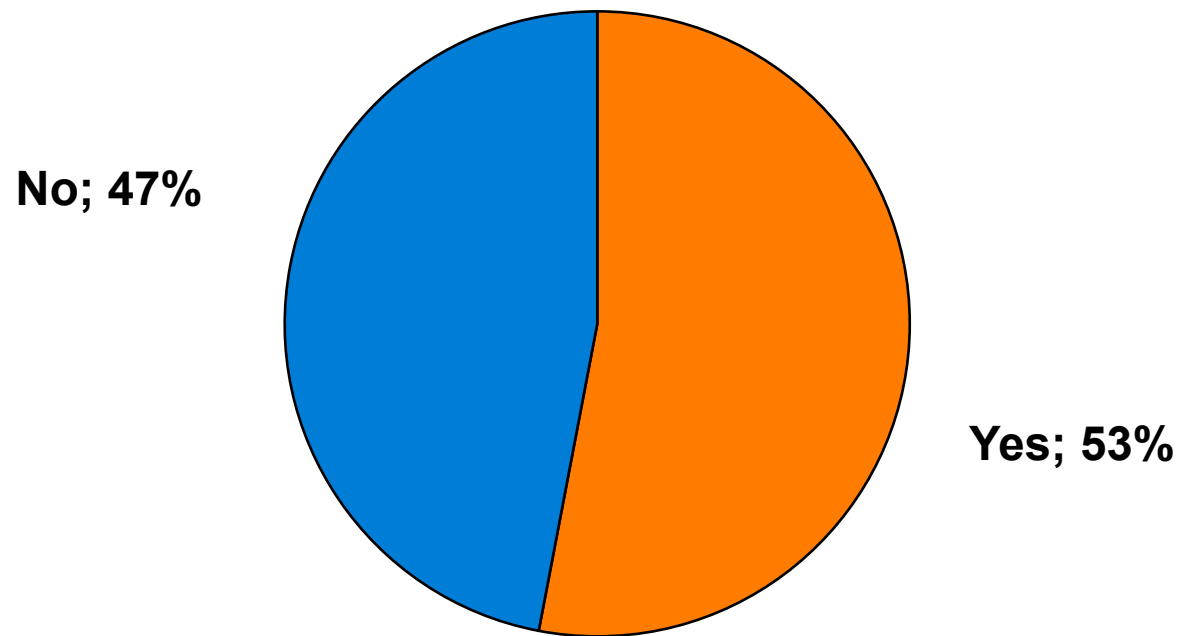
- The primary local source of information are hotel/ tour staff members.



Visited GVB Website

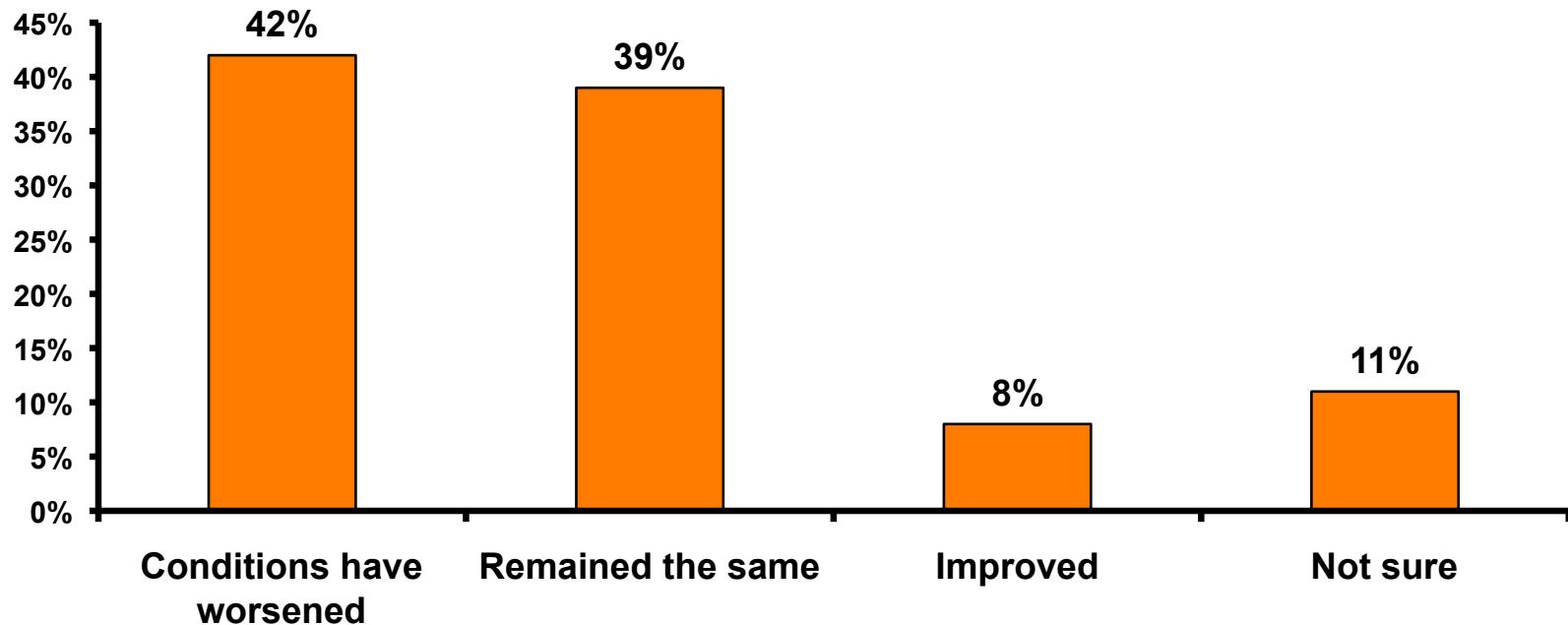


Satellite TV



SECTION 6 **OTHER ISSUES**

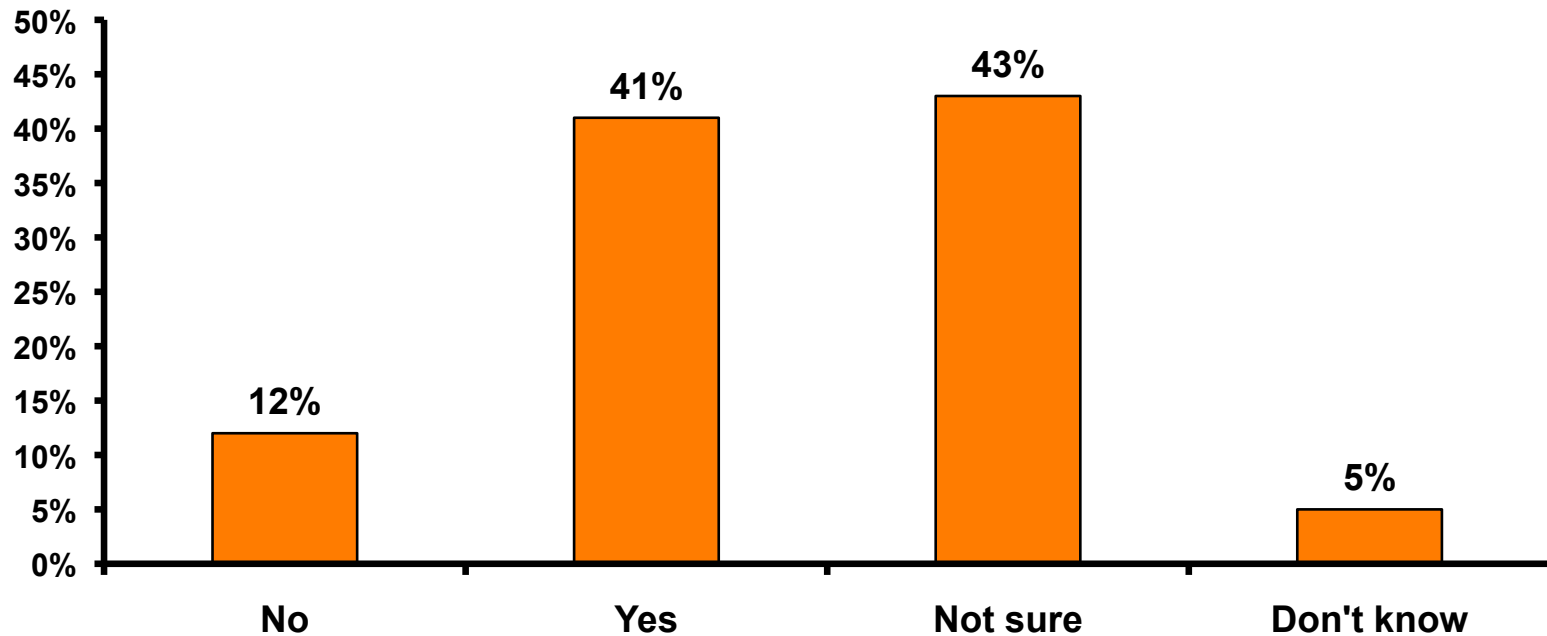
Rating the Japan economy compared to 12 months ago - Overall



Rating the Japan economy compared to 12 months ago - By Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.23	Conditions have worsened	20%	32%	42%	52%	48%	29%	38%	54%	54%	45%	33%	29%
	Conditions have remained the same	40%	39%	49%	33%	36%	34%	48%	31%	34%	43%	52%	29%
	Conditions have improved		7%	3%	11%	10%	13%	10%	6%	7%	9%	8%	
	Do not know	40%	22%	6%	4%	7%	24%	3%	9%	5%	2%	6%	43%
Total	Count	5	110	65	100	42	38	29	35	61	53	48	7

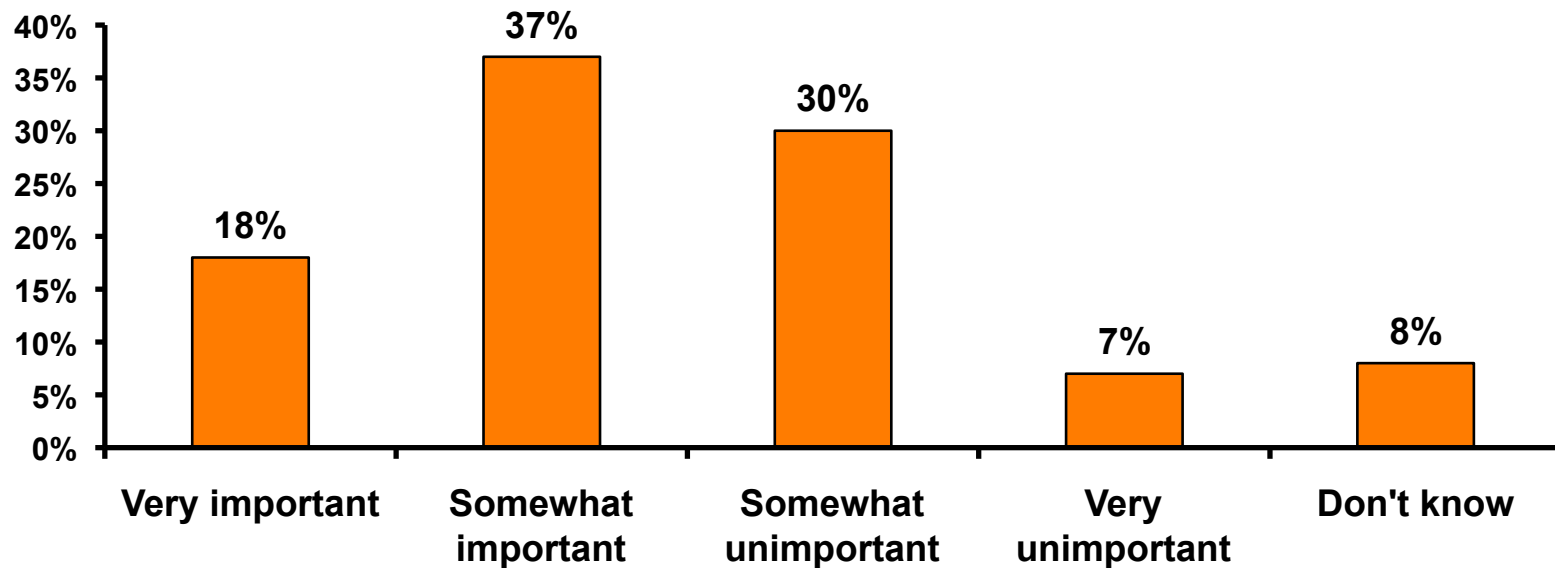
Good time to spend money on travel outside of Japan - Overall



Good time to spend money on travel outside of Japan by Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.24	No		13%	11%	15%	7%	5%	10%	9%	13%	21%	13%	
	Yes	20%	44%	35%	36%	56%	45%	50%	37%	41%	42%	44%	71%
	Not sure	80%	38%	47%	46%	35%	42%	37%	51%	44%	36%	42%	29%
	Do not know		5%	8%	3%	2%	8%	3%	3%	2%	2%	2%	
Total	Count	5	110	66	100	43	38	30	35	61	53	48	7

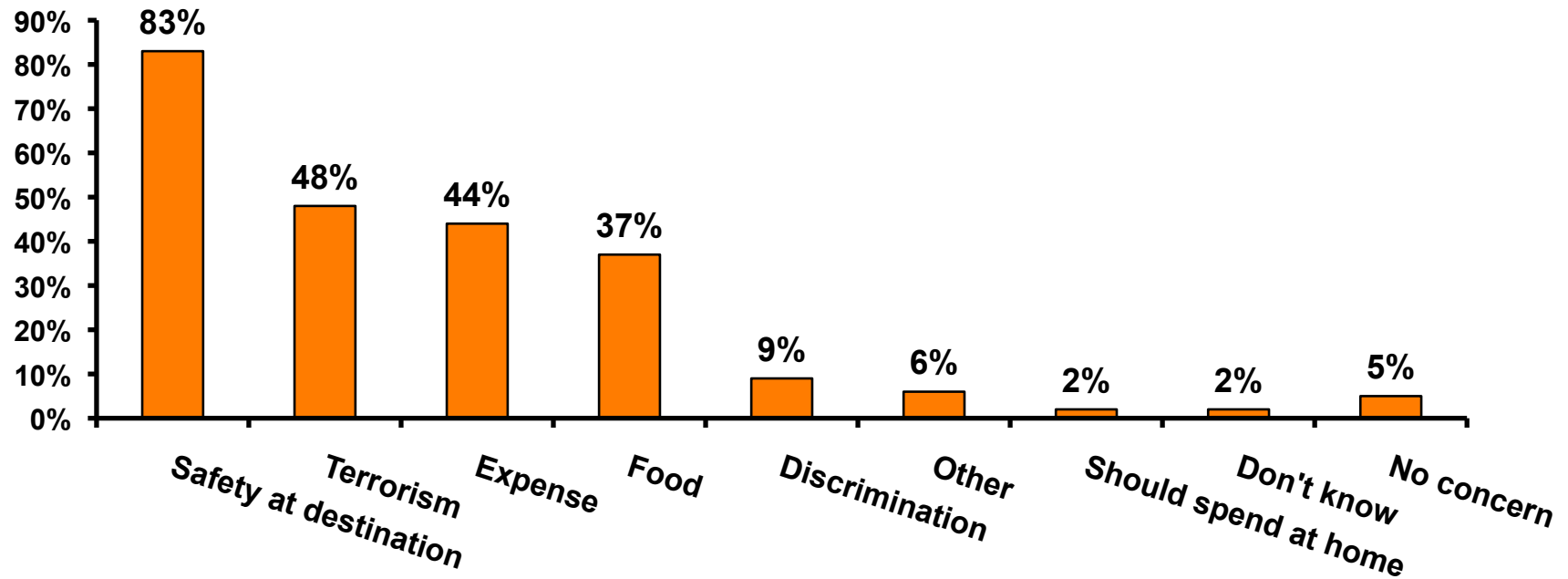
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



The importance of the state of the Japanese economy in decision to travel outside of Japan by Age & Income

		AGE					PERSONAL INCOME						Nc. Inc
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.25	Very unimportant	20%	6%	8%	7%	7%	3%	7%		7%	11%	10%	
	Somewhat unimportant	20%	27%	33%	25%	42%	26%	23%	26%	36%	36%	33%	14%
	Somewhat important	20%	34%	45%	36%	35%	36%	33%	49%	41%	34%	38%	43%
	Very important	40%	17%	8%	27%	14%	15%	27%	26%	15%	17%	10%	43%
	Do not know		15%	6%	5%	2%	21%	10%		2%	2%	8%	
Total	Count	5	111	66	100	43	39	30	35	61	53	48	7

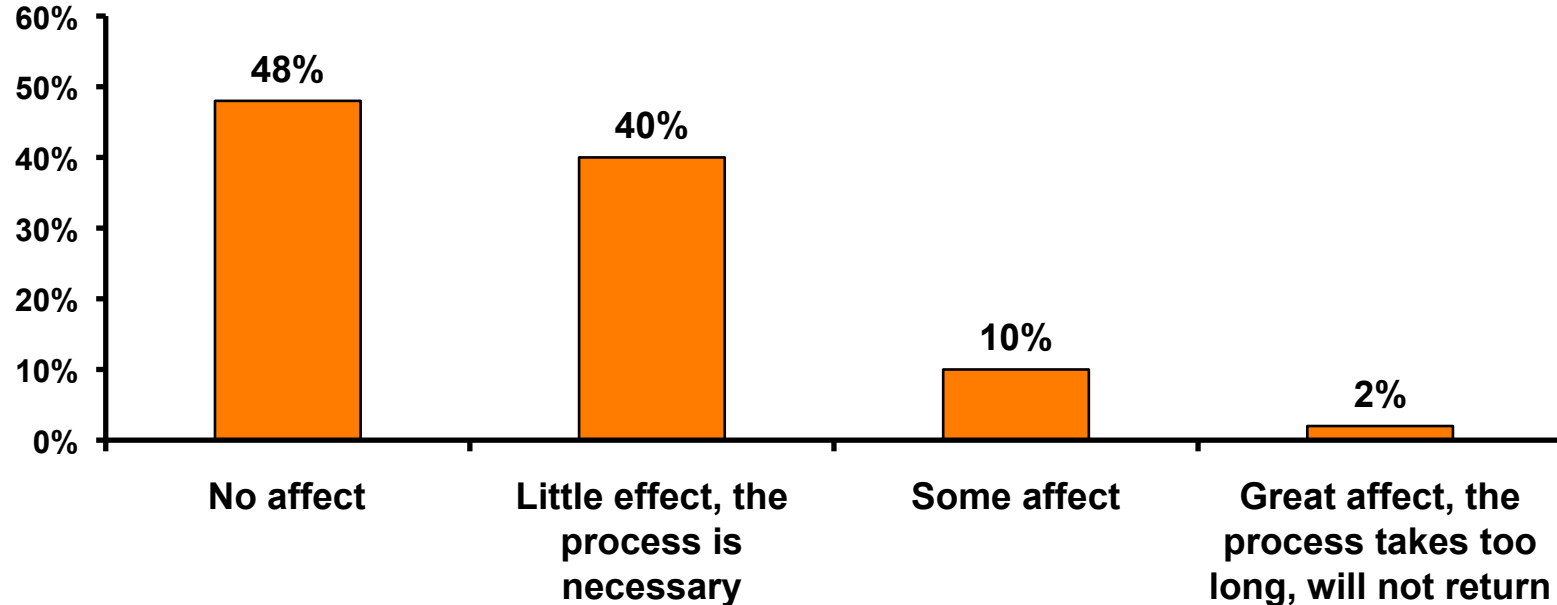
Concerns about travel outside of Japan - Overall



Concerns about travel outside of Japan - By Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.26	Safety at my destination	80%	81%	81%	91%	74%	74%	80%	89%	90%	85%	83%	100%
	Terrorism	60%	41%	49%	58%	40%	38%	53%	57%	52%	45%	48%	71%
	Expense		47%	42%	50%	35%	31%	50%	49%	49%	55%	31%	43%
	Food	80%	37%	30%	41%	37%	28%	33%	43%	38%	40%	38%	43%
	Other		4%	9%	8%	5%	3%	7%	11%	7%	8%	6%	14%
	No concerns		5%	3%	2%	12%	10%		3%	2%	2%	4%	
	Spending money abroad when it should be spent at home		3%	1%	3%	2%	3%	10%		2%	2%	2%	
	Do not know		2%	3%	1%	5%	3%	3%		2%			
Total	Cases	5	111	67	100	43	39	30	35	61	53	48	7

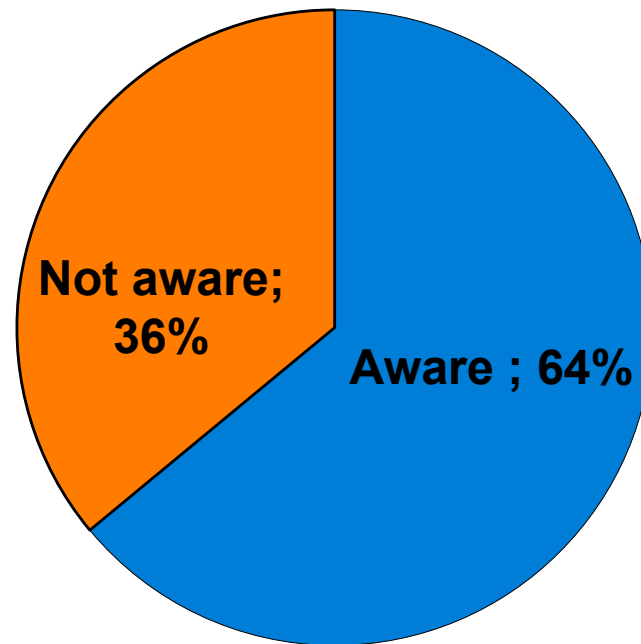
Security Screening/ Immigration Process at Guam International Airport



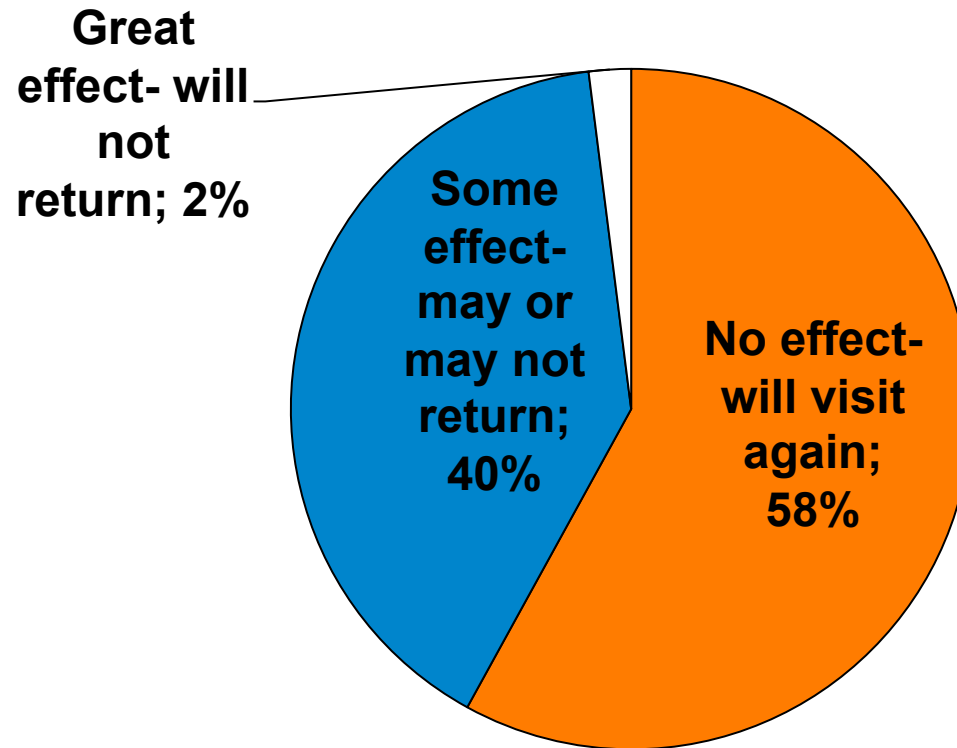
Hotel Room Surcharge by \$3.00 Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.4** out of possible 7.0
- Agree (Score 6-7) – **13%**
- Neutral (Score 4-5) – **47%**
- Disagree (Score 1-3) – **40%**

Awareness of U.S. Military troops moving from Japan to Guam



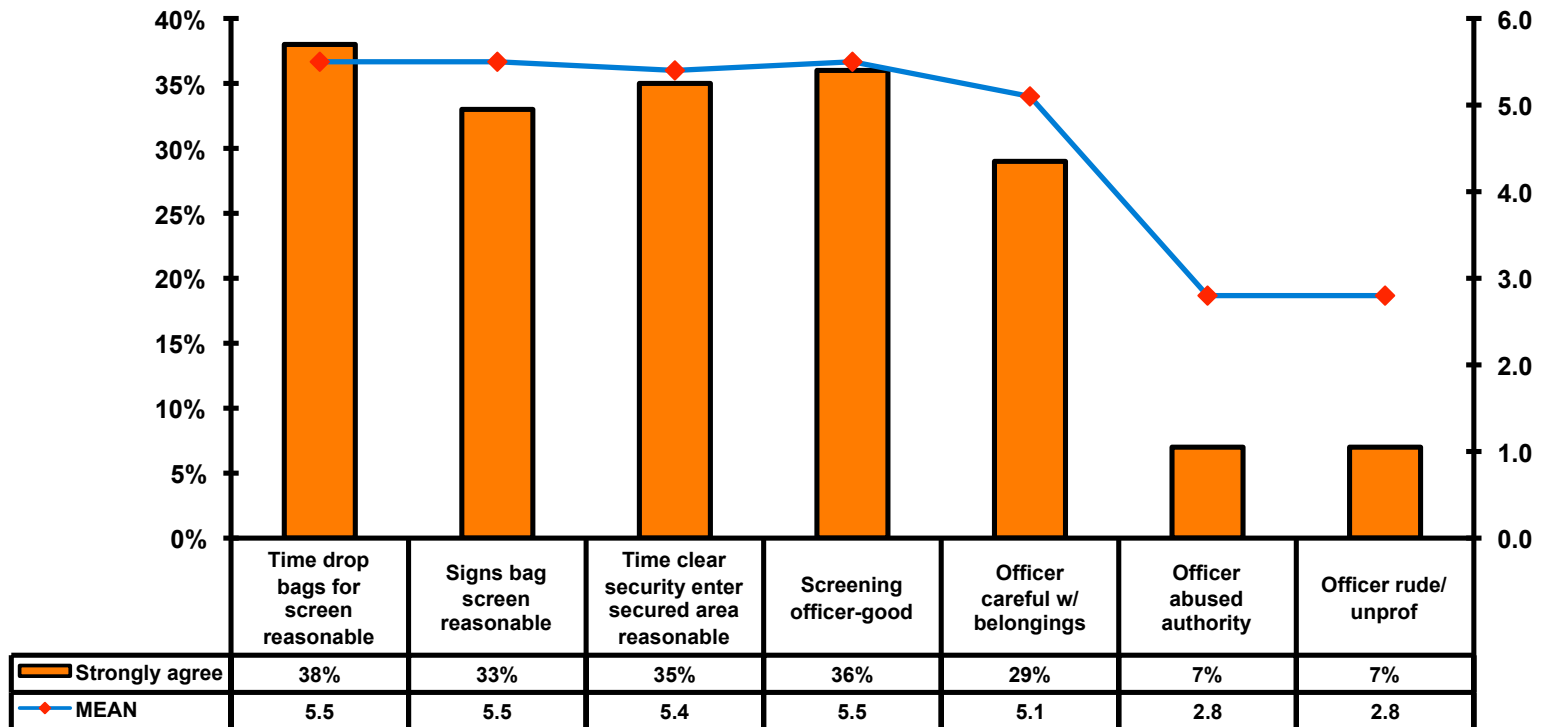
Effects of US military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Likelihood of travel outside of Japan within the next 6 to 24 months

