



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

AUGUST 2011



Prepared by: QMark Research

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Background & Methodology

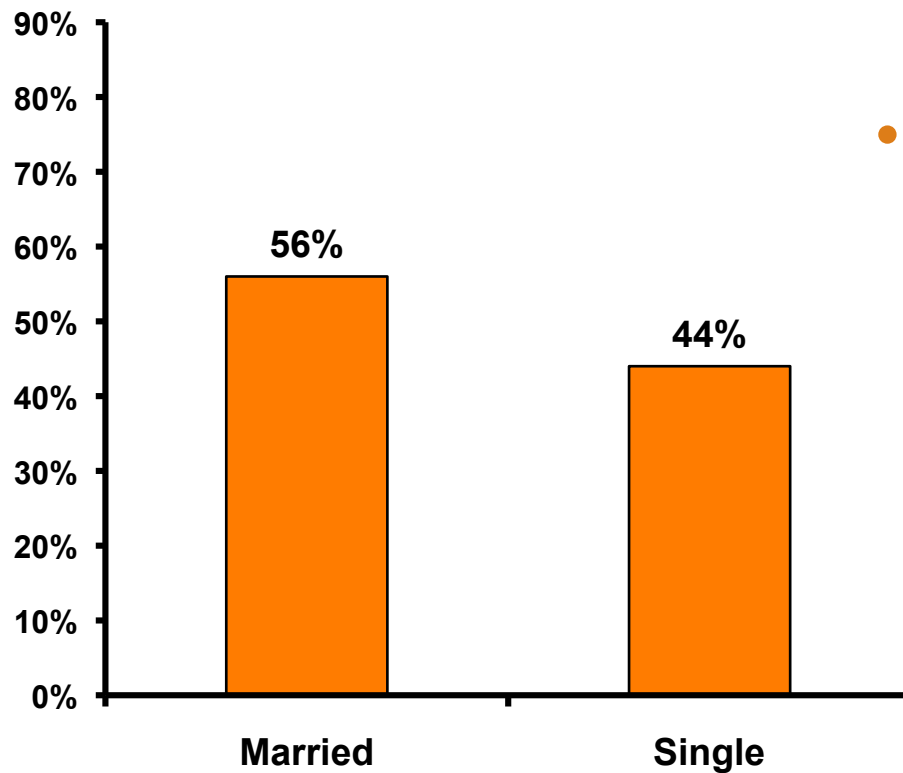
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **327** departing 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 **327** 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.

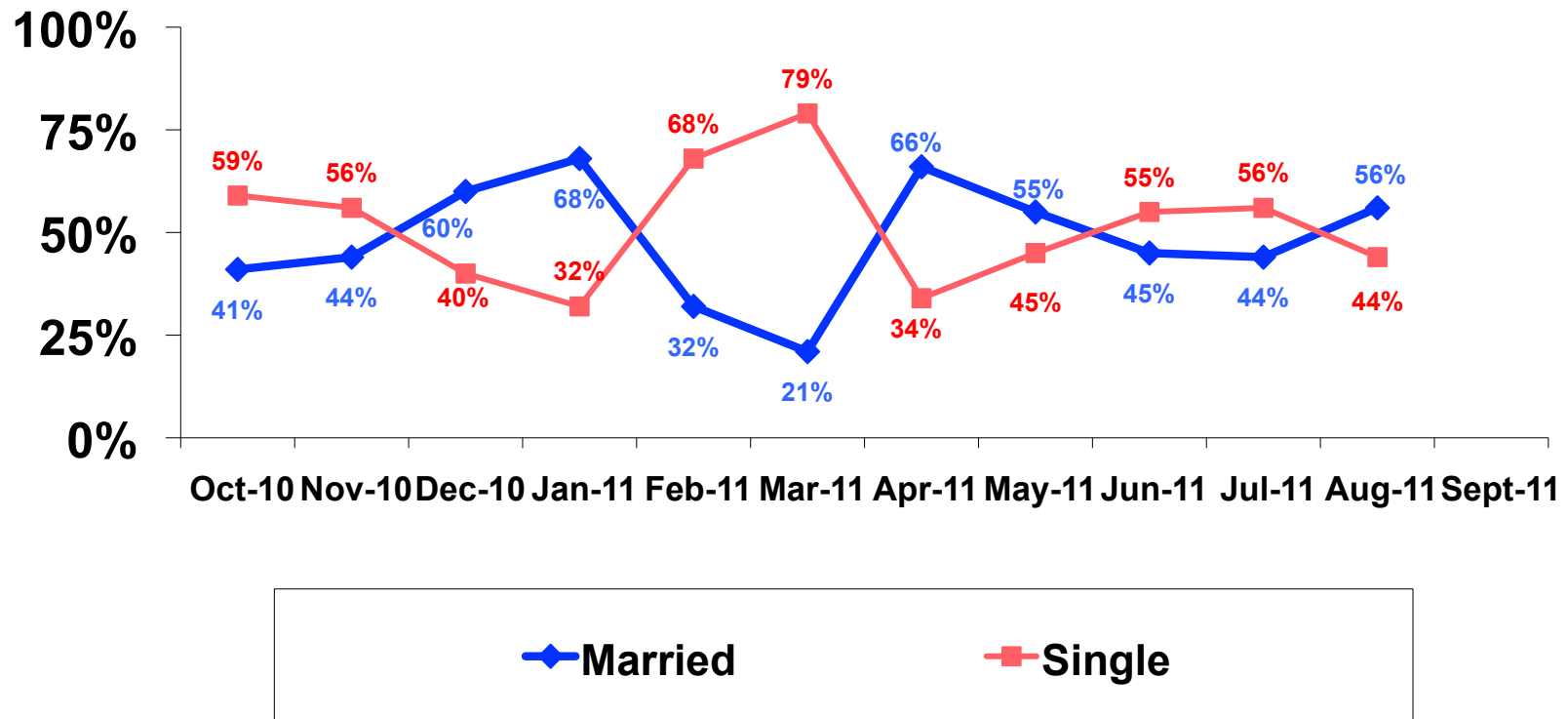
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

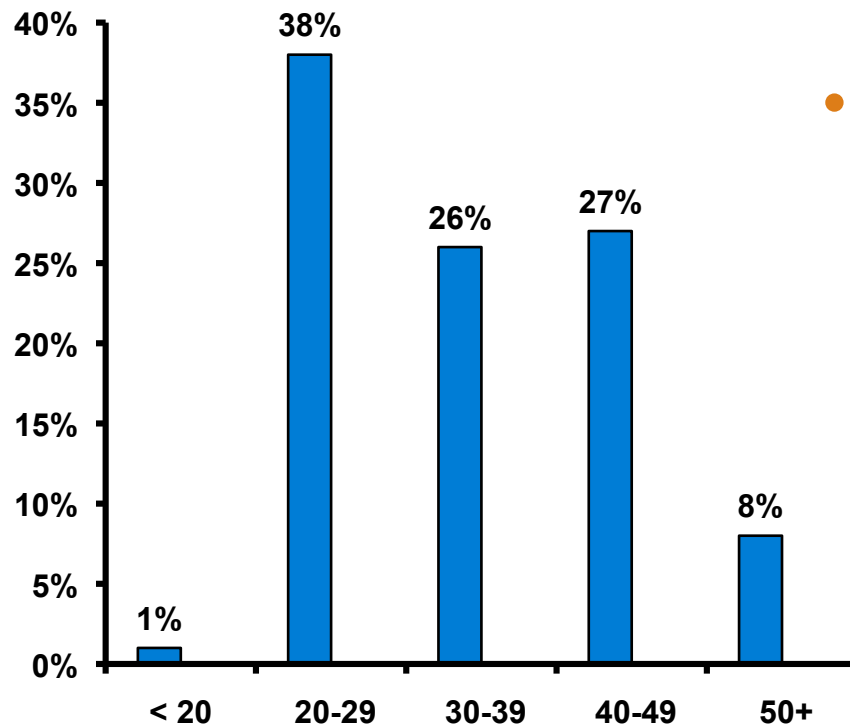


- 72% of repeat visitors are married.

Marital Status

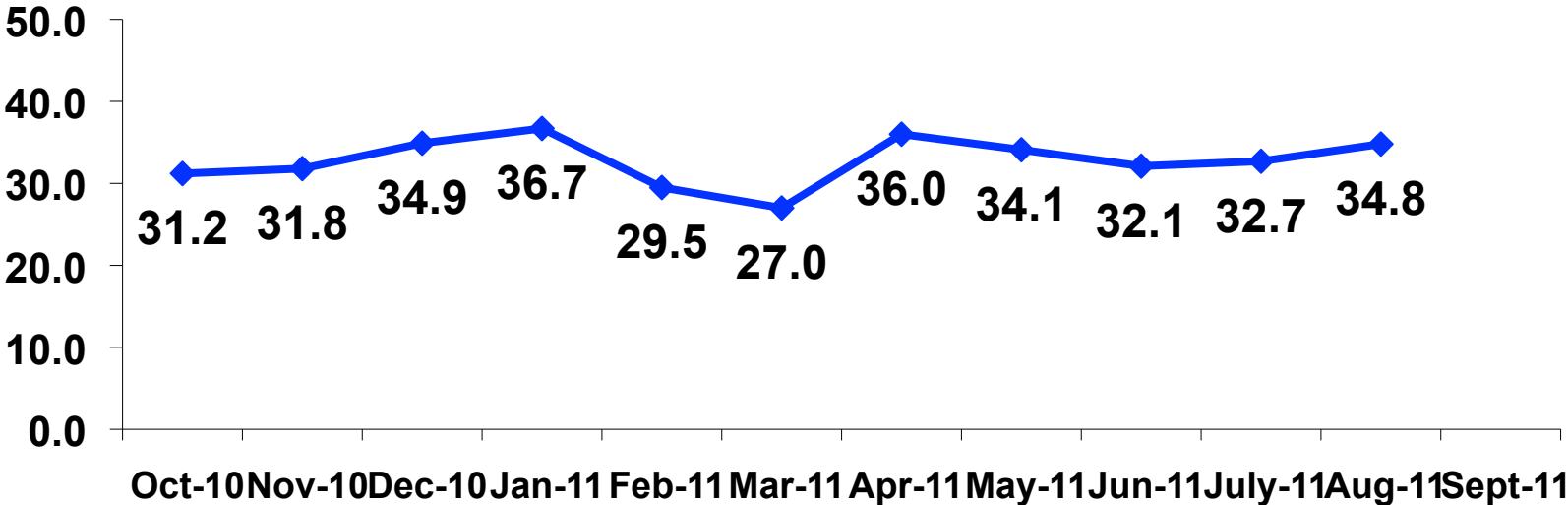


Age - Overall

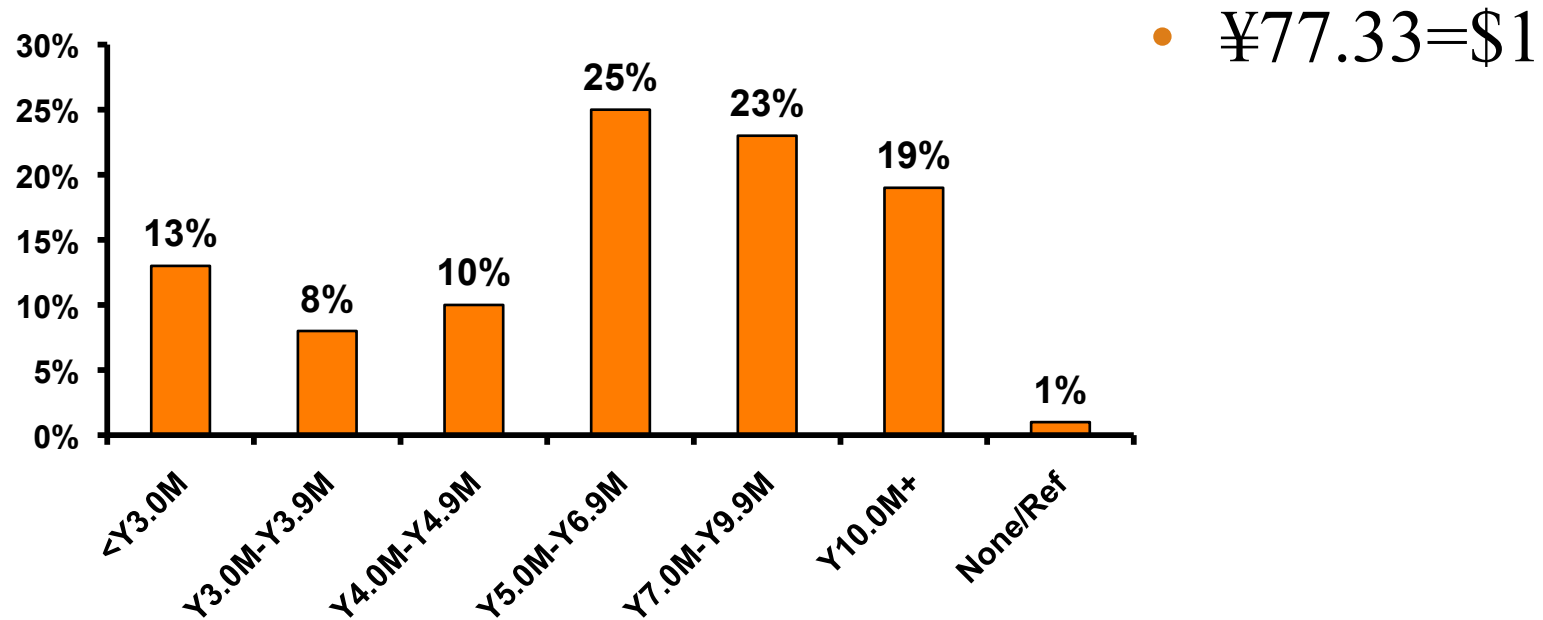


- The average age of the respondents is 34.8 years of age.

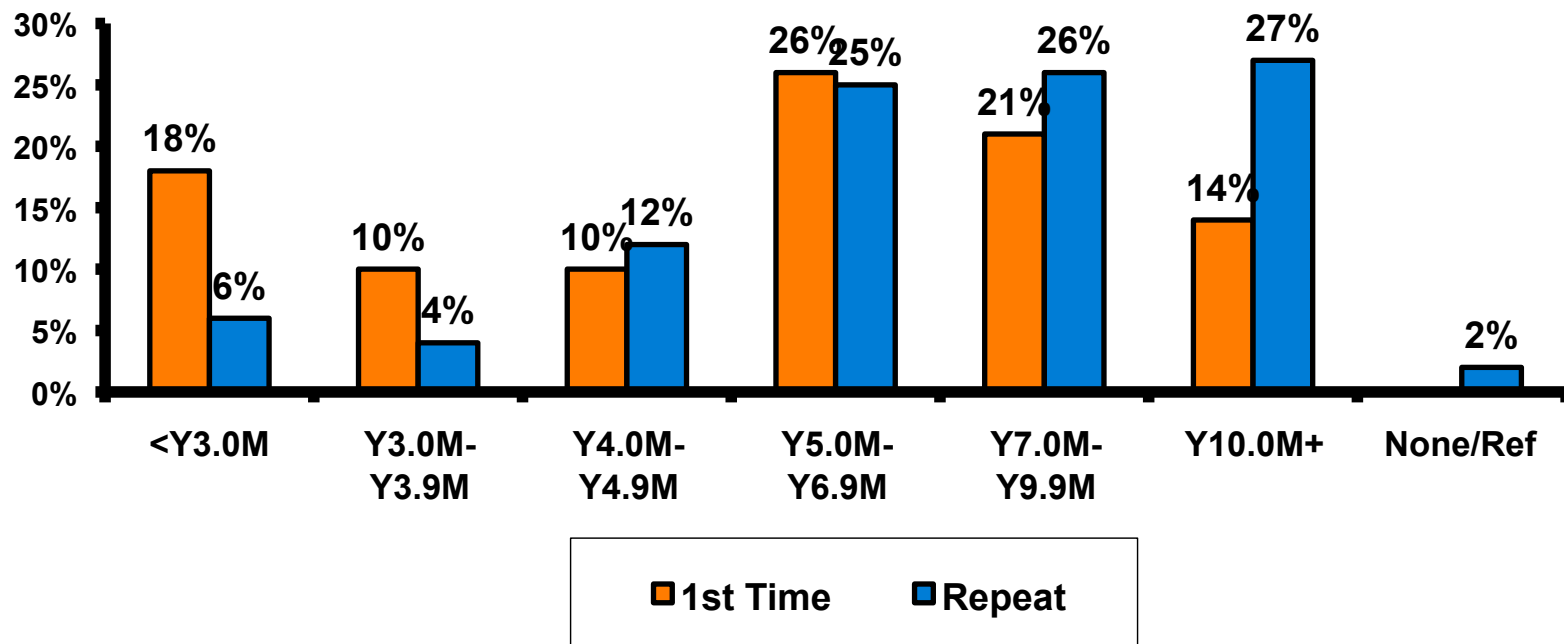
Average Age



Personal Income



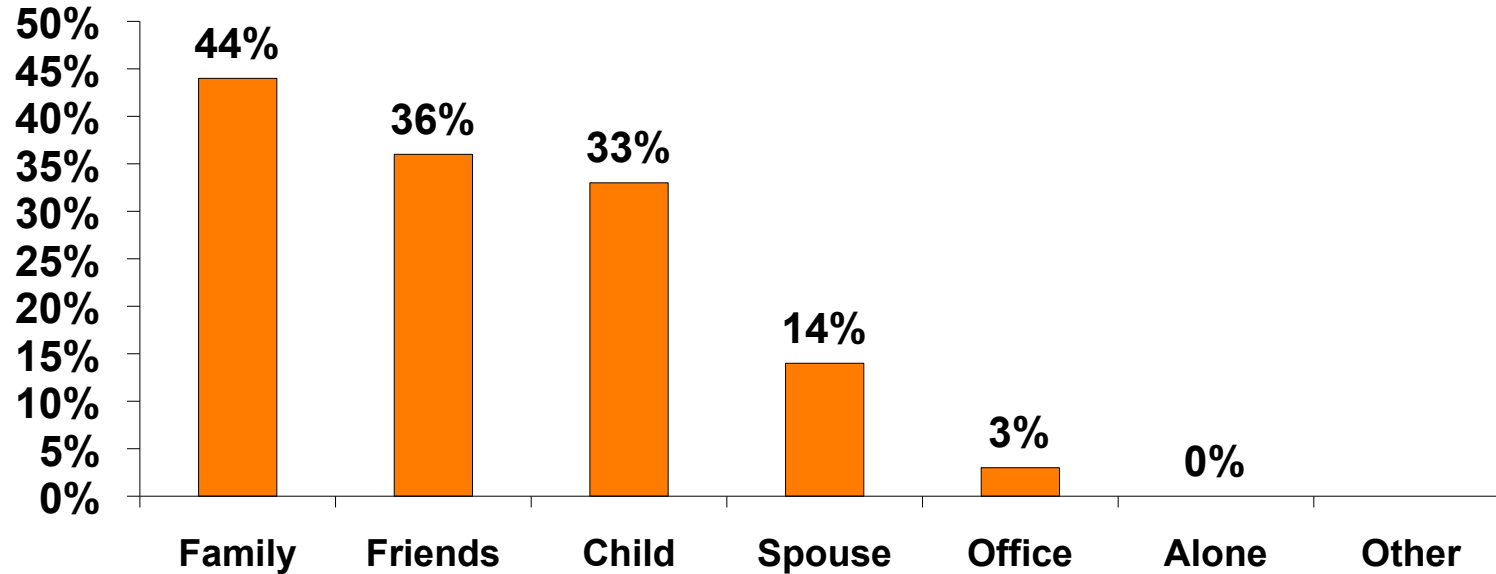
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	38	8	30		32	3	2	1
		13%	5%	22%		30%	4%	3%	5%
Y3.0M-Y3.9M	Count	23	8	15		13	9	1	
		8%	5%	11%		12%	11%	1%	
Y4.0M-Y4.9M	Count	30	15	15		12	13	5	
		10%	10%	11%		11%	16%	7%	
Y5.0M-Y6.9M	Count	73	43	30	2	21	26	21	3
		25%	28%	22%	67%	19%	33%	28%	14%
Y7.0M-Y9.9M	Count	66	49	17	1	10	19	31	5
		23%	32%	13%	33%	9%	24%	41%	24%
Y10.0M+	Count	55	28	27		19	9	16	11
		19%	19%	20%		18%	11%	21%	52%
No Inc	Count	2		2		1			1
		1%		1%		1%			5%
Total	Count	287	151	136	3	108	79	76	21

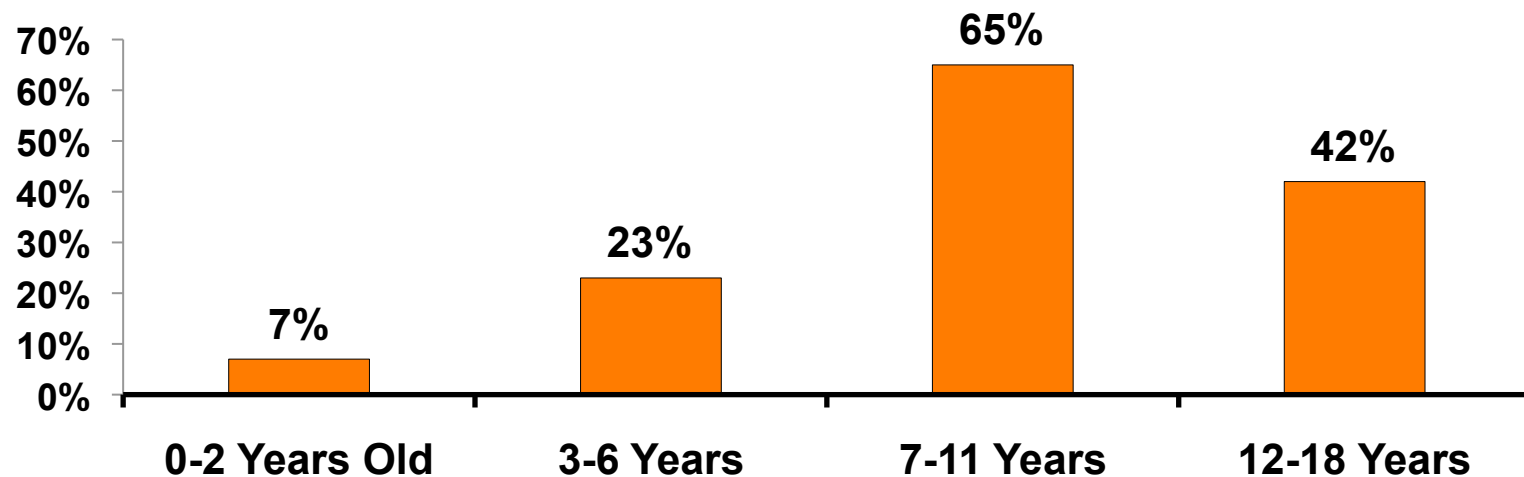
Travel Companions



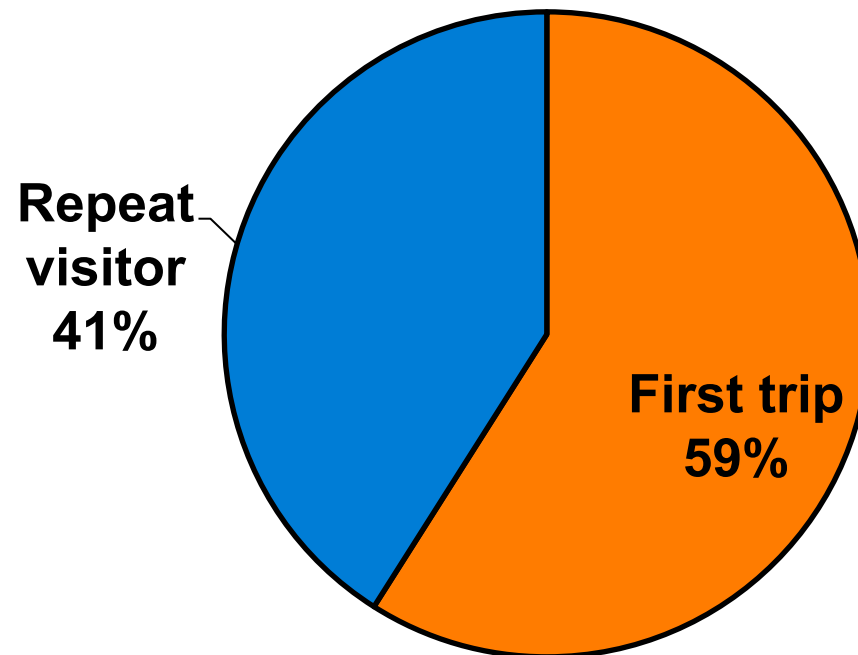
Number of Children Travel Party

N=107 total respondents traveling with children.

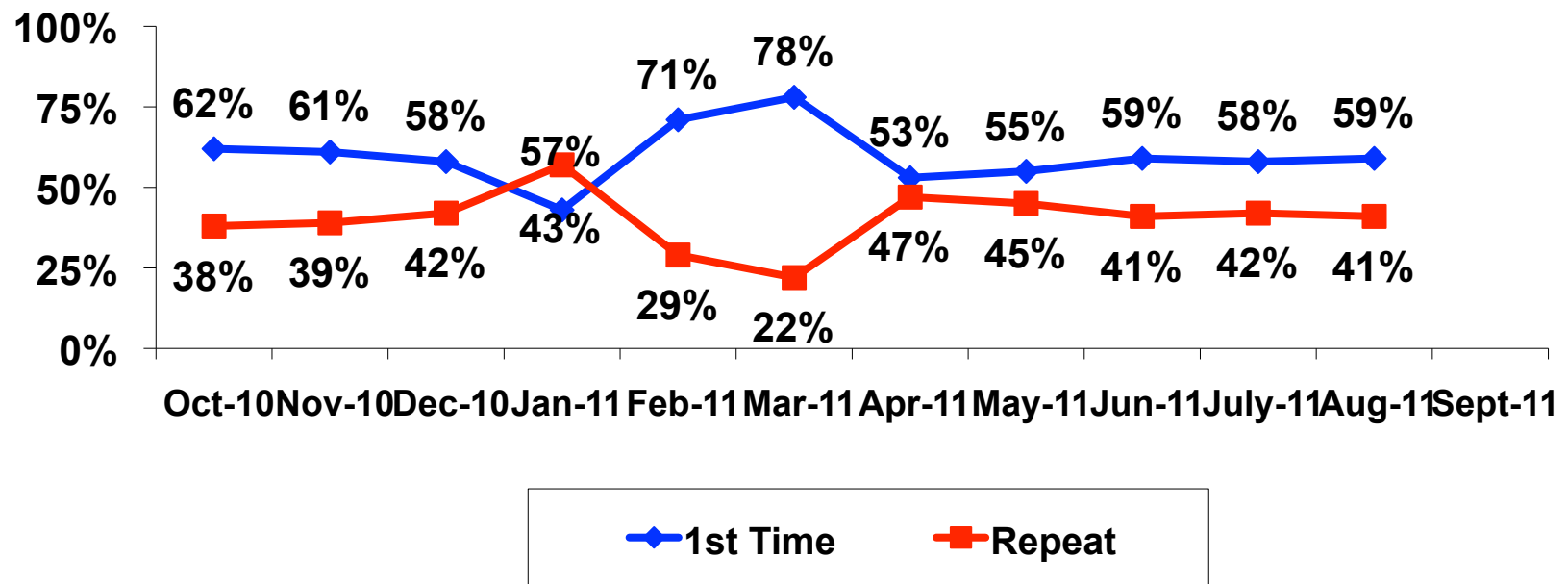
(Of those N=107 respondents, there is a total of 181 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



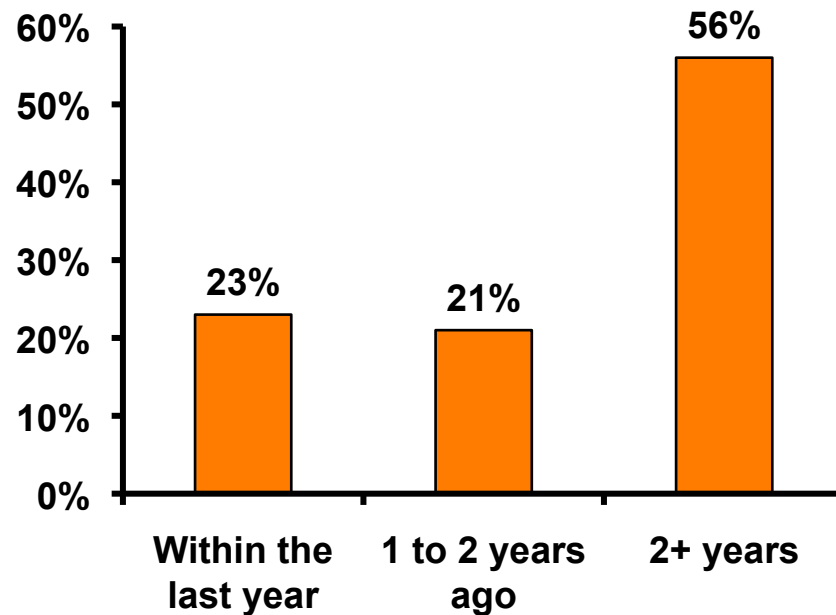
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	163	88	75
			50%	45%	56%
	Female	Count	164	106	58
			50%	55%	44%
Total		Count	327	194	133
AGE	<20	Count	4	3	1
			1%	2%	1%
	20-29	Count	125	91	34
			38%	47%	26%
	30-39	Count	85	55	30
			26%	28%	23%
	40-49	Count	88	37	51
			27%	19%	38%
	50+	Count	25	8	17
			8%	4%	13%
Total		Count	327	194	133

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

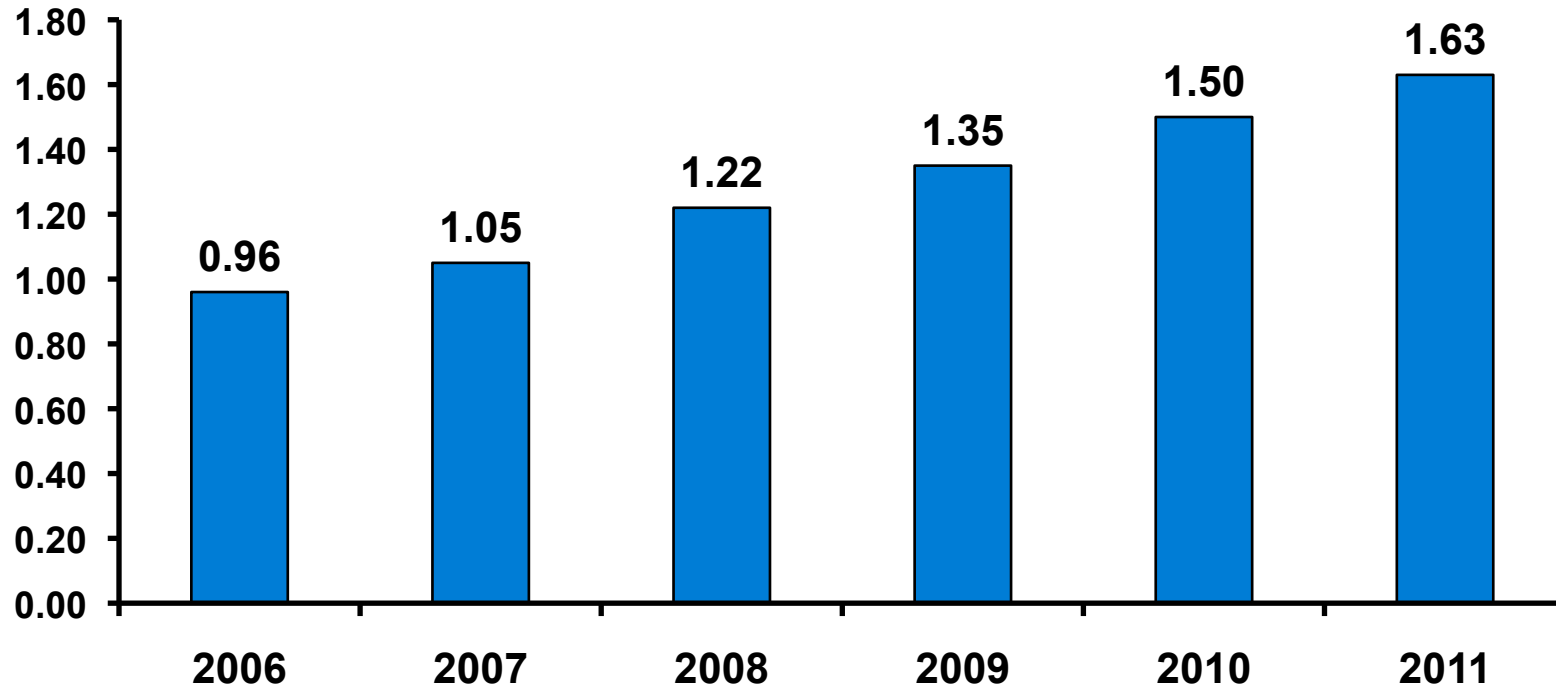
Repeat Visitors Last Trip

n = 133

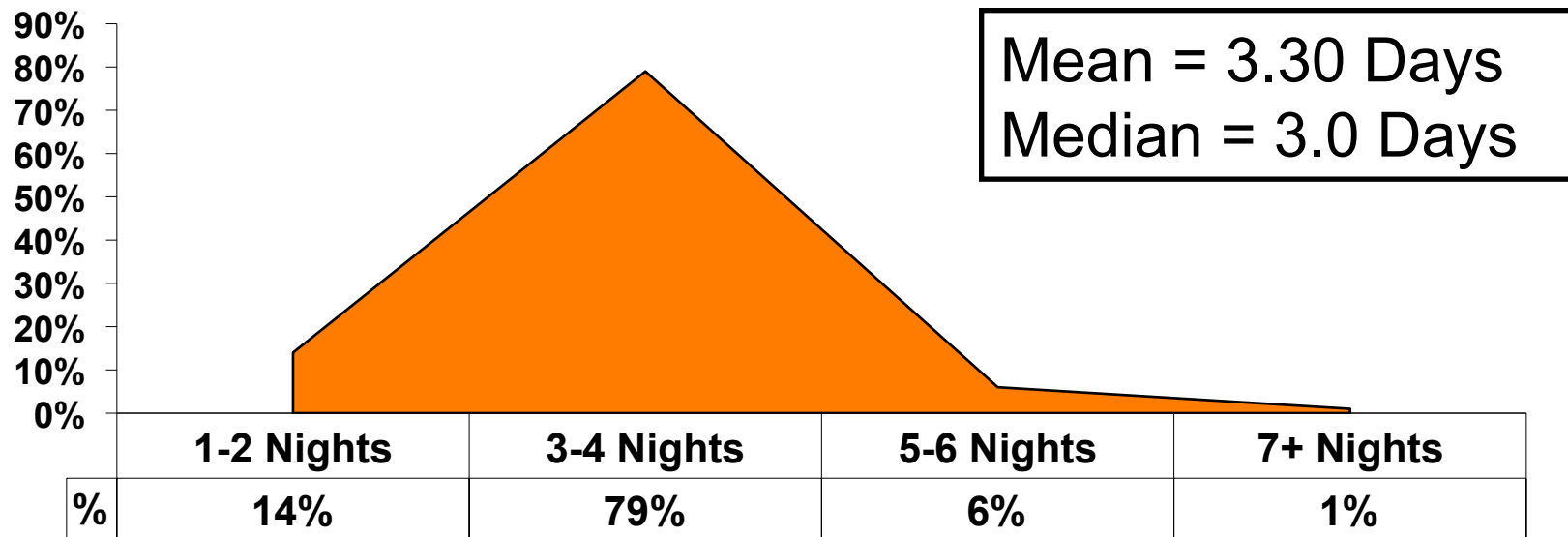


- The average repeat visitor has been to Guam 3.0 times.
- Half the repeat visitors have been to Guam within the last 2 years.

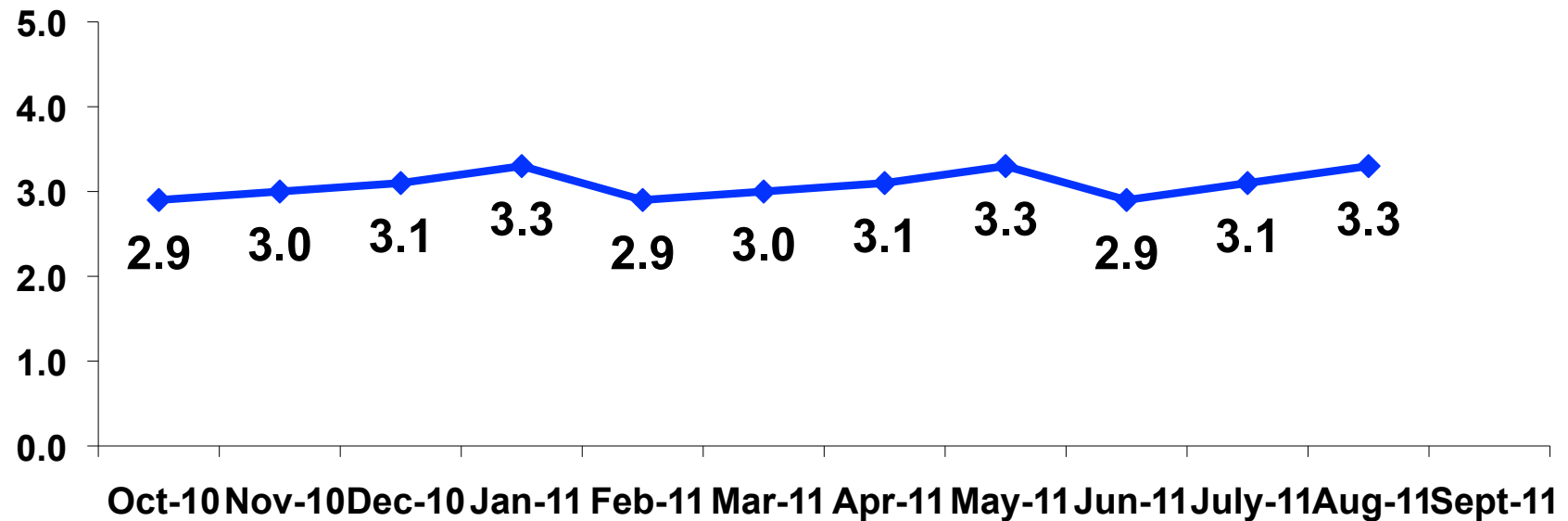
Average Number Overnight Trips (2005-2011) (2 nights or more)



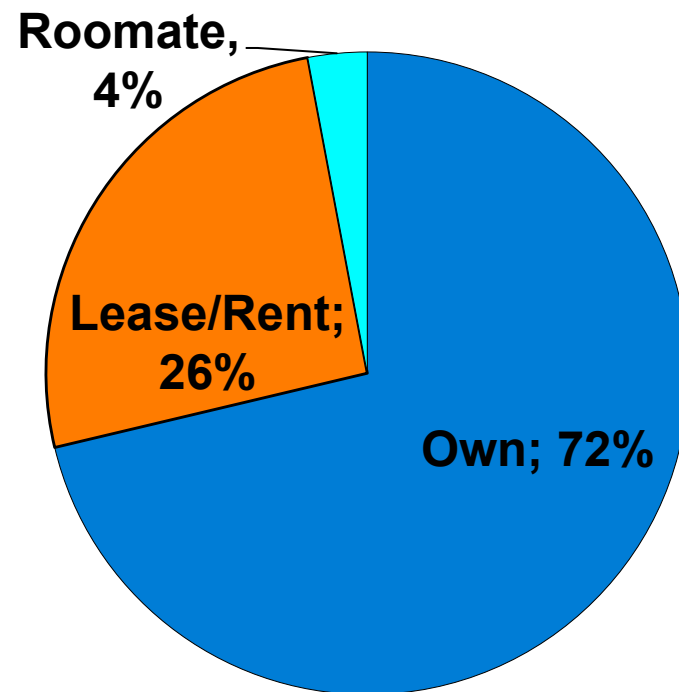
Length of Stay



Average Length of Stay



Living Accommodations

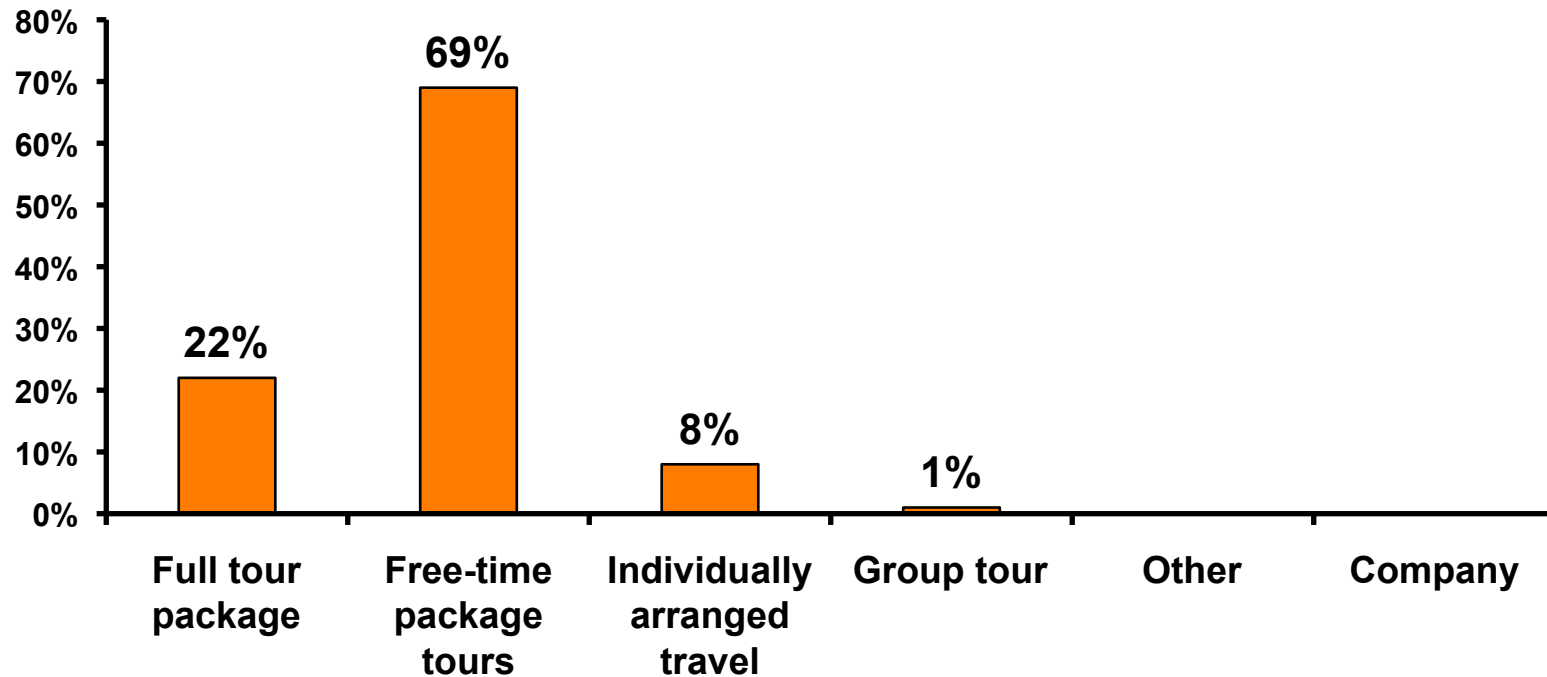


Occupation by Income

		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	16%	13%	17%	13%	25%	21%	4%	
	Co. Employee: Office Worker Non-Managerial	16%	21%	26%	7%	13%	8%	20%	
	Co. Employee: Salesperson	13%	8%	9%	27%	11%	17%	11%	
	Homemaker	11%		9%	20%	11%	11%	11%	50%
	Teacher	10%	26%	17%	10%	7%	5%	7%	
	Co. Employee: Manager	9%	3%			8%	18%	15%	
	Self Employed	7%	8%	4%	10%	4%	6%	11%	
	Skilled Worker	3%	5%		7%	4%	2%	4%	
	Student	3%	5%		3%	6%	2%		50%
	Government Employee: Office Worker Non-Managerial	3%	3%	9%		4%	2%	2%	
	Professional or Specialist	3%			3%	3%	3%	5%	
	Other	2%		9%			3%	2%	
	Co. Employee: Executive	1%	3%			1%	2%	2%	
	Government Employee: Executive	1%					2%	4%	
	Government Employee: Manager	1%				1%		2%	
	Freeter	1%	3%					2%	
	Unemployed	1%	3%			1%			
	Free-lancer	0%					2%		
Total	Count	317	38	23	30	72	66	55	2

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

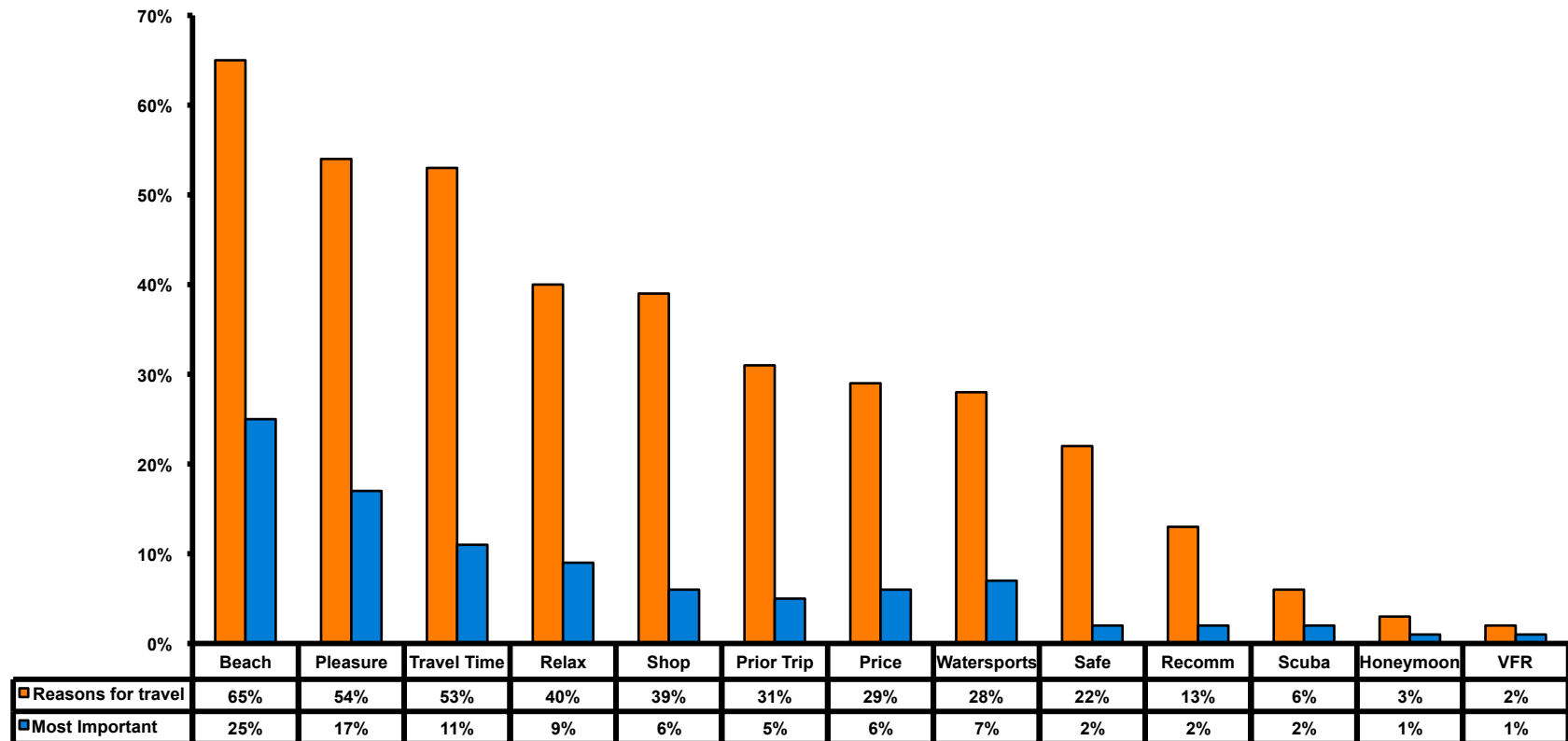


Accommodation by Income

Average length of stay: 3.30 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%	26%	17%	30%	19%	17%	11%	50%	
Guam Reef Hotel	13%	5%	30%	10%	10%	5%	18%		
Fiesta Resort Guam	9%	16%	4%	7%	12%	8%	9%		
Onward Beach Resort	9%	3%	4%	17%	7%	15%	9%		
Outrigger Guam Resort	9%	8%	9%		7%	11%	13%		
Grand Plaza Hotel	6%	11%	9%		11%	2%	5%		
Holiday Resort Guam	6%	11%	13%	10%	4%	5%	2%		
Pacific Islands Club PIC	3%				1%	11%	4%	50%	
Hotel Nikko Guam	4%			7%	1%	5%	5%		
Sheraton Laguna Resort	3%	5%		3%	1%	6%	4%		
Leo Palace Resort	3%	3%	4%		4%	3%	4%		
Hilton Guam Resort & Spa	3%	3%	4%	3%	5%		2%		
The Westin Resort Guam	3%				3%	5%	5%		
Hyatt Regency Guam	2%			3%	1%	3%	4%		
Pacific Bay Hotel	2%		4%		3%	3%	2%		
Oceanview Hotel	2%				4%	2%	4%		
Royal Orchid Guam	2%	5%		7%	1%				
Bayview Hotel	1%	3%			1%	2%			
Ramada Suites Guam	1%	3%		3%					
Relatives, Friends, Home Stay	0%					2%			
Hotel Sane Fe	0%				1%				
Tumon Bay Capital Hotel	0%				1%				
Total	Count	327	38	23	30	73	66	55	2

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	65%	75%	72%	61%	60%	60%	66%	65%
Pleasure	54%	100%	58%	49%	51%	48%	52%	56%
Short travel time	53%	50%	43%	55%	65%	48%	55%	50%
Just to relax	40%	50%	46%	40%	31%	44%	37%	44%
Shopping	39%	50%	50%	33%	31%	36%	34%	45%
A previous visit	31%	25%	18%	28%	42%	60%	36%	25%
Price of the tour package	29%	50%	31%	29%	27%	20%	26%	32%
Water sports	28%	50%	32%	21%	28%	28%	27%	29%
It is a safe place to spend a vacation	22%	25%	18%	24%	28%	16%	25%	20%
Recommendation of friend, relative, travel agency	13%		19%	8%	7%	16%	8%	17%
SCUBA diving	6%		6%	8%	2%	4%	7%	4%
Other	4%		5%	2%	3%	12%	5%	4%
Honeymoon	3%		2%	7%	1%		4%	2%
To visit friends or relatives	2%		2%	4%	2%		1%	4%
Organized Sporting Activity	2%		2%	1%	1%	8%	2%	2%
To golf	1%		1%		2%		1%	1%
My company sponsored me	1%			1%	1%		1%	1%
Special promotion	0%		1%					1%
To get married or Attend wedding	0%			1%				1%
Total Cases	327	4	125	85	88	25	163	164

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	65%	68%	65%	60%	68%	58%	73%	50%
Pleasure	54%	37%	65%	37%	64%	62%	53%	50%
Short travel time	53%	37%	52%	33%	59%	61%	64%	100%
Just to relax	40%	37%	52%	40%	36%	33%	49%	50%
Shopping	39%	47%	57%	20%	30%	39%	47%	50%
A previous visit	31%	13%	22%	37%	29%	32%	44%	100%
Price of the tour package	29%	21%	35%	17%	33%	29%	33%	
Water sports	28%	29%	30%	23%	30%	33%	29%	
It is a safe place to spend a vacation	22%	21%	13%	17%	34%	18%	29%	50%
Recommendation of friend, relative, travel agency	13%	16%	13%	10%	15%	11%	11%	
SCUBA diving	6%	11%	4%	7%	8%	5%	2%	
Other	4%	5%		3%	3%	2%	11%	50%
Honeymoon	3%		4%	3%	5%	3%		
To visit friends or relatives	2%	3%	4%		1%	3%	4%	
Organized Sporting Activity	2%	3%			1%	2%	5%	
To golf	1%				1%	2%		
My company sponsored me	1%			3%			2%	
Special promotion	0%						2%	
To get married or Attend wedding	0%					2%		
Total Cases	327	38	23	30	73	66	55	2

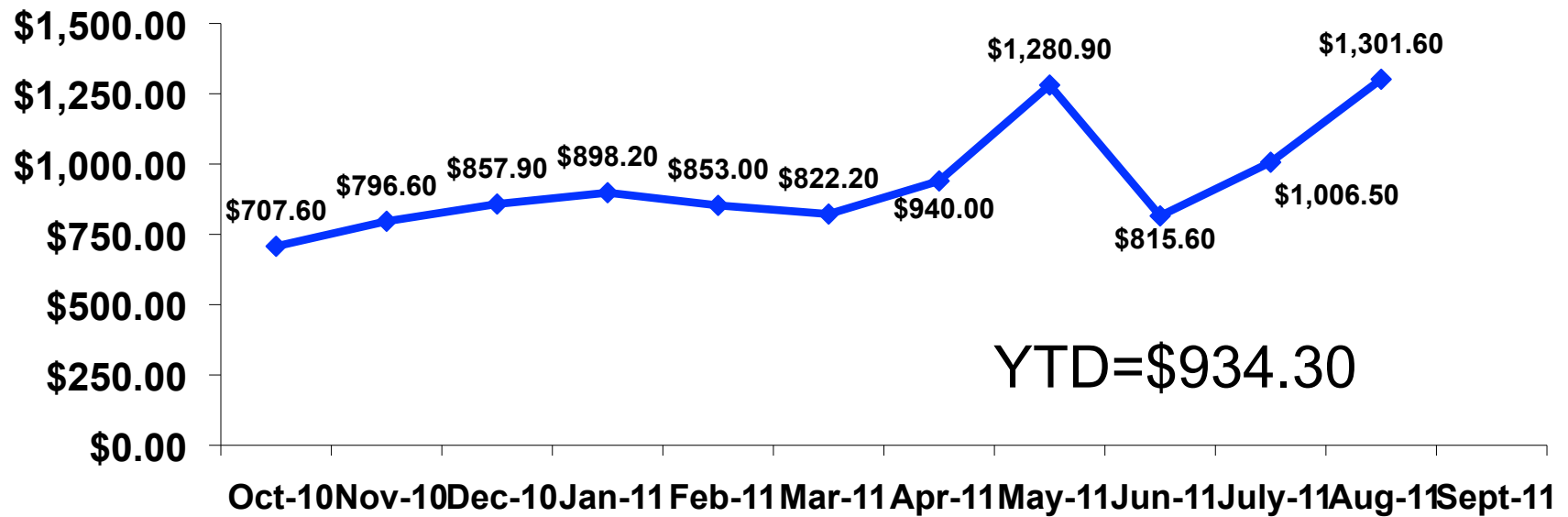
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥77.33/US\$1

- \$3,099.20 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$19,397 = maximum (highest amount recorded for the entire sample)
- \$1,301.60 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

¥77.33=\$1

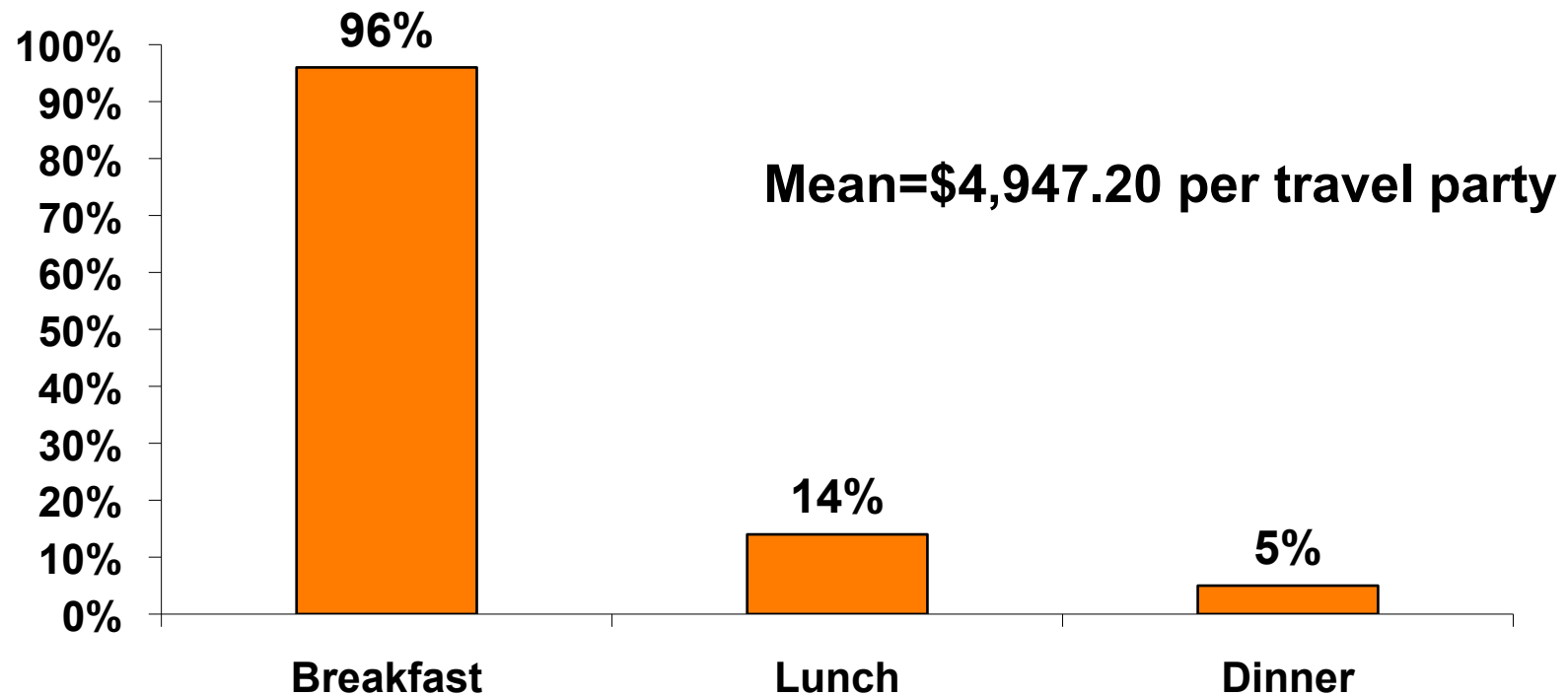
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$2,724.60
Air & Accommodation w/ daily meal package	\$4,947.20
Air only	\$1,661.10
Accommodation only	\$3,103.60
Accommodation w/ daily meal only	\$1,913.90
Food & Beverages in Hotel	\$333.60
Ground transportation- Japan	\$173.50
Ground transportation- Guam	\$120.90
Optional tours/ activities	\$500.40
Other expenses	\$434.40
Total Prepaid	\$3,099.20

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

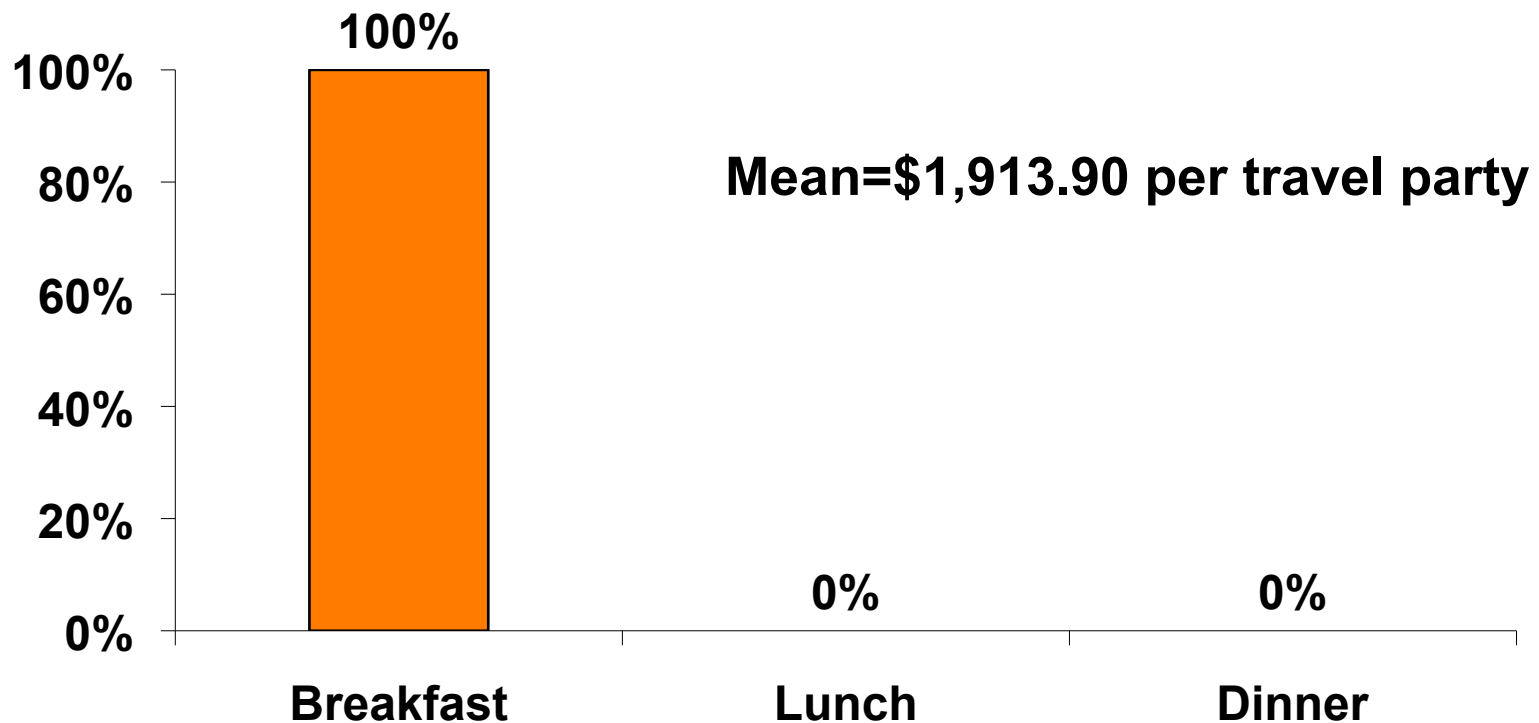
n=57



Prepaid Meal Breakdown

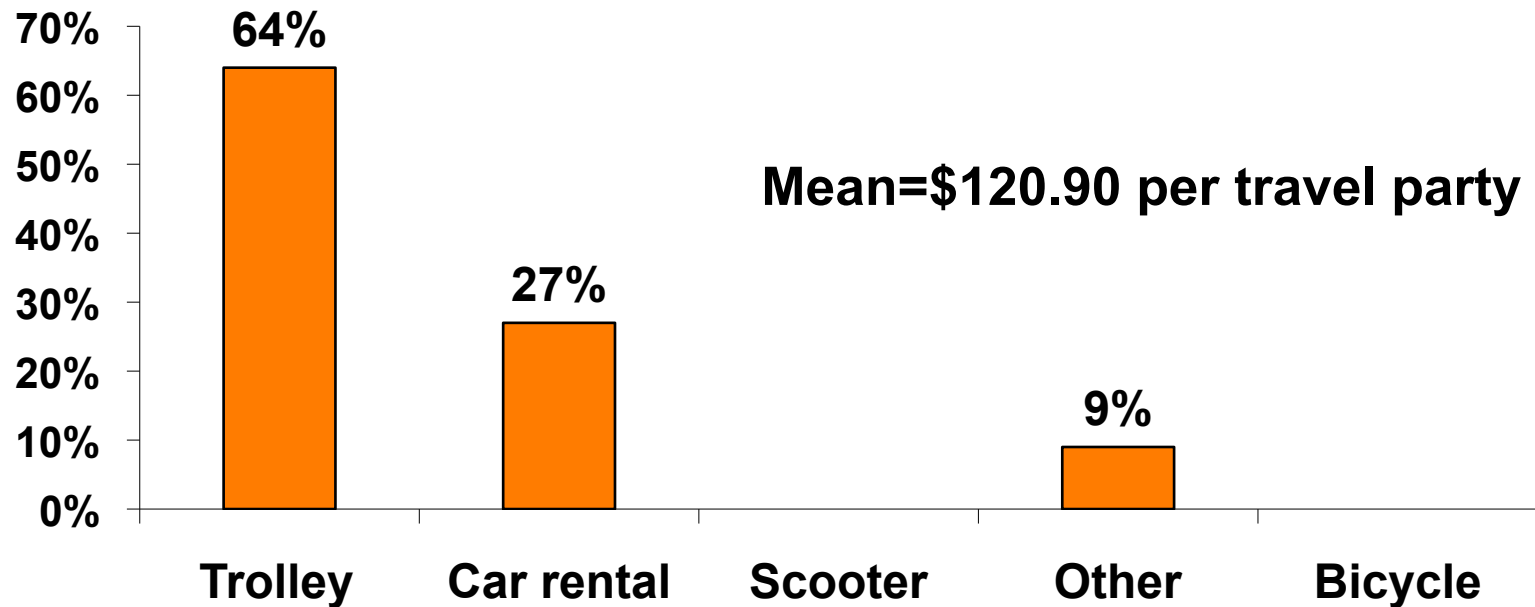
Accommodations with Daily Meal Package

n=3



Prepaid Ground Transportation

n=11



On-Island Expenditures

- \$1,074.10 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,000 = Maximum (highest amount recorded for the entire sample)
- \$563.40 = overall mean average per person on-island expenditure

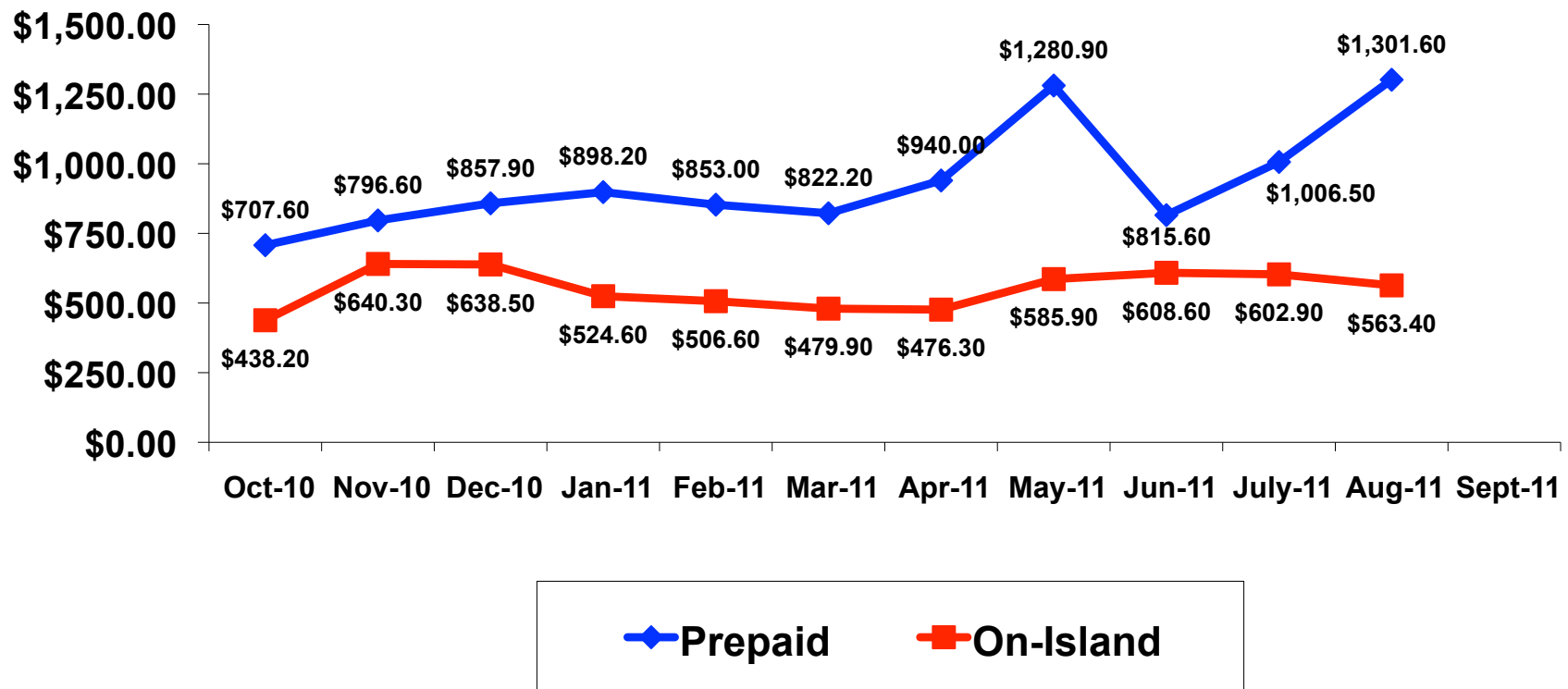
On-Island Expenditures



Prepaid/ On-Island Expenditures

Prepaid YTD = \$934.30

On-Island YTD = \$551.40



Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER									
		Male	Female	Male					Female				
				AGE									
				<20	20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A Mean	\$1,074.09	\$1,182.92	\$965.93	\$362.50	\$743.37	\$1,290.12	\$1,235.14	\$1,543.24	\$650.00	\$896.56	\$1,033.03	\$1,153.04	\$1,013.75
Median	\$800	\$1,000	\$700	\$363	\$675	\$1,210	\$1,000	\$1,400	\$650	\$600	\$700	\$800	\$360

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$44.22	\$56.07	\$32.43	\$0.00	\$20.26	\$60.74	\$55.66	\$74.60
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$32.50	\$43.96	\$21.10	\$12.50	\$18.10	\$46.08	\$40.32	\$34.00
REST/CONV	Median	\$3	\$20	\$0	\$10	\$0	\$14	\$10	\$0
F&B-OUT- SIDE	Mean	\$95.76	\$127.87	\$63.85	\$0.00	\$65.66	\$93.29	\$140.09	\$114.00
HOTEL/ REST	Median	\$15	\$70	\$0	\$0	\$0	\$50	\$35	\$0
OPTIONAL	Mean	\$145.66	\$169.93	\$121.55	\$40.75	\$104.42	\$181.67	\$177.78	\$133.16
TOUR	Median	\$0	\$0	\$0	\$32	\$20	\$40	\$0	\$0
GIFT/	Mean	\$227.85	\$222.71	\$232.95	\$15.00	\$214.98	\$326.22	\$191.17	\$120.84
SOUV-SELF	Median	\$50	\$50	\$50	\$0	\$50	\$50	\$25	\$0
GIFT/SOUV-	Mean	\$123.07	\$119.35	\$126.76	\$20.00	\$101.46	\$140.47	\$140.30	\$127.80
F&F AT HOME	Median	\$50	\$50	\$50	\$0	\$40	\$100	\$65	\$0
LOCAL TRANS	Mean	\$11.43	\$14.90	\$7.97	\$8.50	\$6.47	\$17.29	\$10.53	\$19.84
	Median	\$0	\$0	\$0	\$9	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$393.43	\$426.59	\$360.48	\$409.50	\$318.46	\$320.72	\$468.26	\$749.56
	Median	\$35	\$50	\$30	\$269	\$30	\$0	\$25	\$70
TOTAL ON	Mean	\$1,074.09	\$1,182.92	\$965.93	\$506.25	\$859.79	\$1,184.26	\$1,212.75	\$1,373.80
ISLAND	Median	\$800	\$1,000	\$700	\$363	\$600	\$1,000	\$1,000	\$1,200

On-Island Expenditures

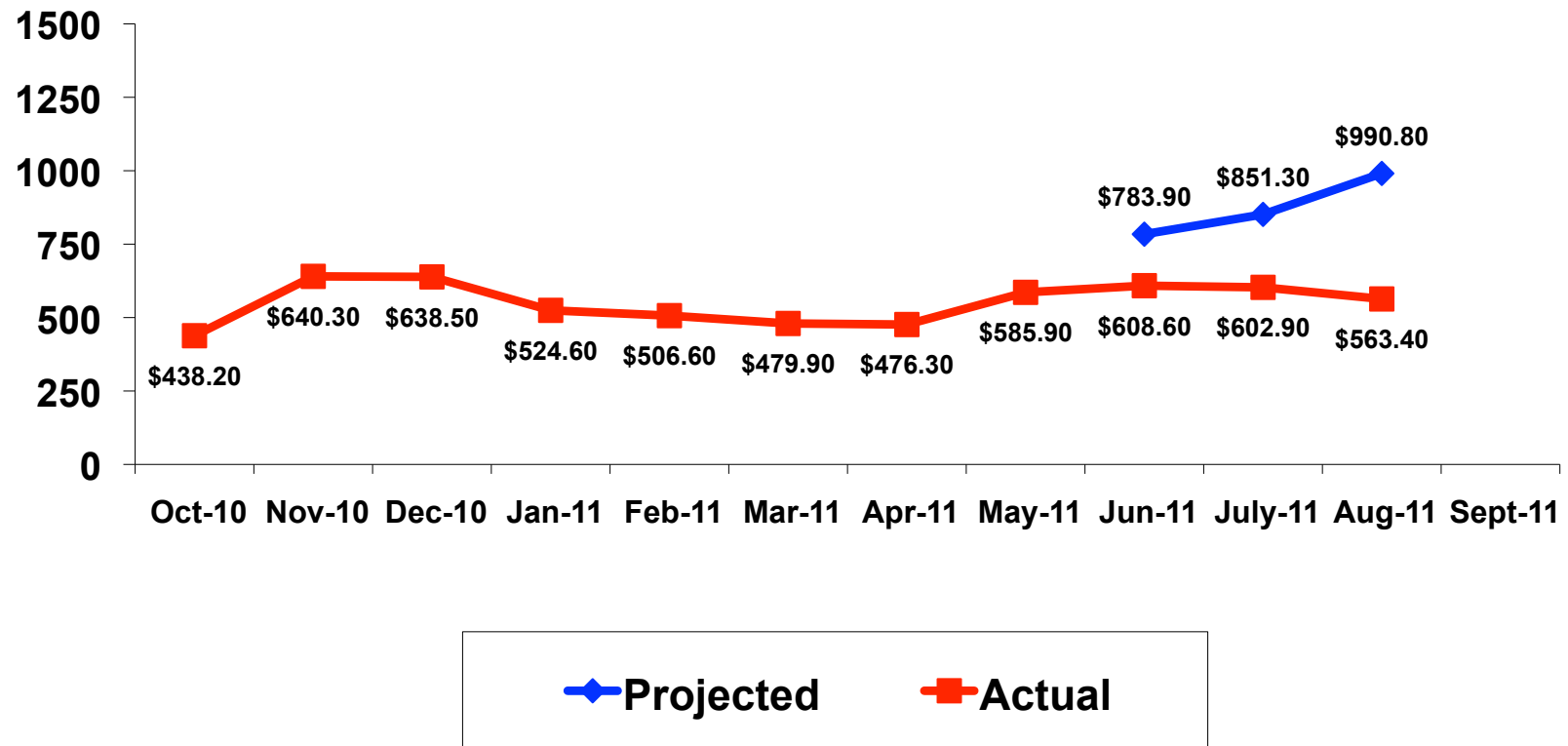
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$37.49	\$54.03
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$26.40	\$41.39
	Median	\$1	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$82.34	\$115.35
	Median	\$4	\$25
OPTIONAL TOUR	Mean	\$144.81	\$146.91
	Median	\$18	\$0
GIFT/ SOUV-SELF	Mean	\$194.89	\$275.92
	Median	\$41	\$50
GIFT/SOUV- F&F AT HOME	Mean	\$116.30	\$132.93
	Median	\$45	\$100
LOCAL TRANS	Mean	\$8.69	\$15.41
	Median	\$0	\$0
OTHER EXP	Mean	\$308.14	\$517.84
	Median	\$15	\$60
TOTAL ON ISLAND	Mean	\$925.03	\$1,291.53
	Median	\$700	\$1,100

Projected On-Island Expenditures

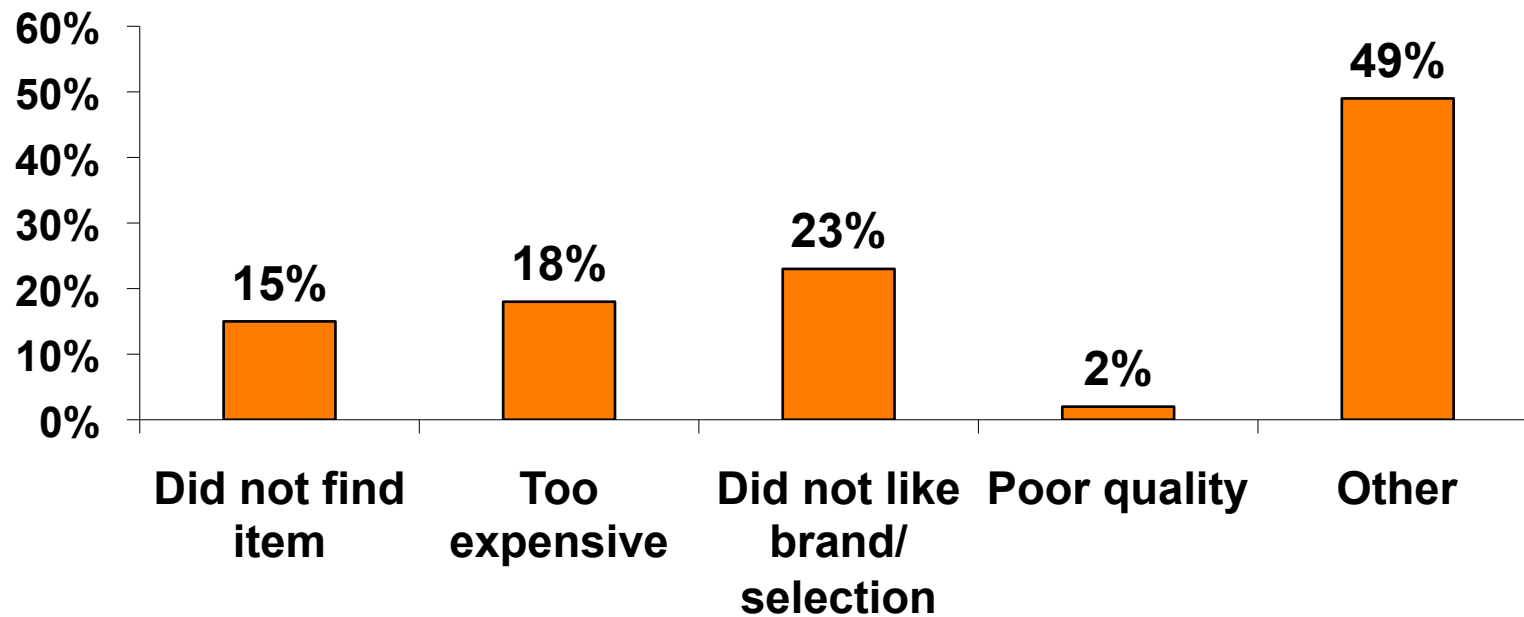
- \$990.80 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)

Projected On-Island Expenditures



Reasons for Spending Less

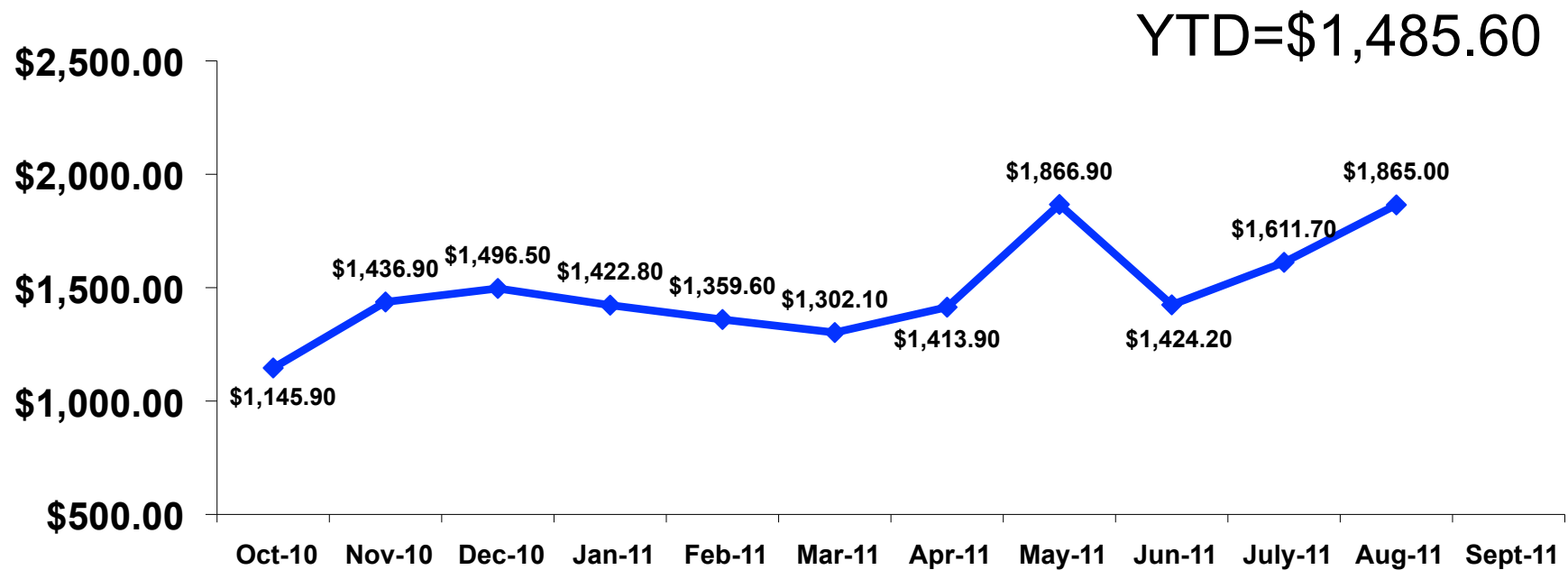
n=91



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,865.00 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,001 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

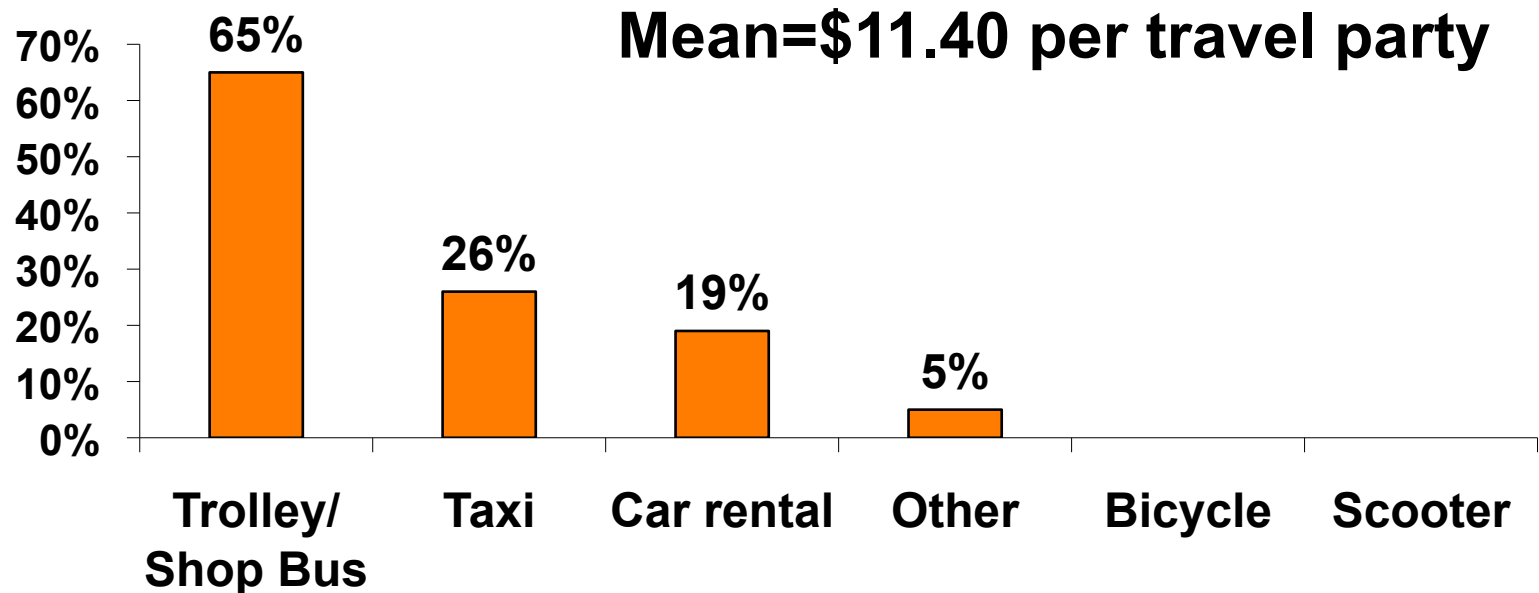


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$44.20
Food & beverage in fast food restaurant/ convenience store	\$32.50
Food & beverage at restaurants or drinking establishments outside a hotel	\$95.80
Optional tours and activities	\$145.70
Gifts/ souvenirs for yourself/companions	\$227.80
Gifts/ souvenirs for friends/family at home	\$123.10
Local transportation	\$11.40
Other expenses not covered	\$393.40
Average Total	\$1,074.10

Local Transportation

n=77



Guam Airport Expenditures

- \$28.00 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

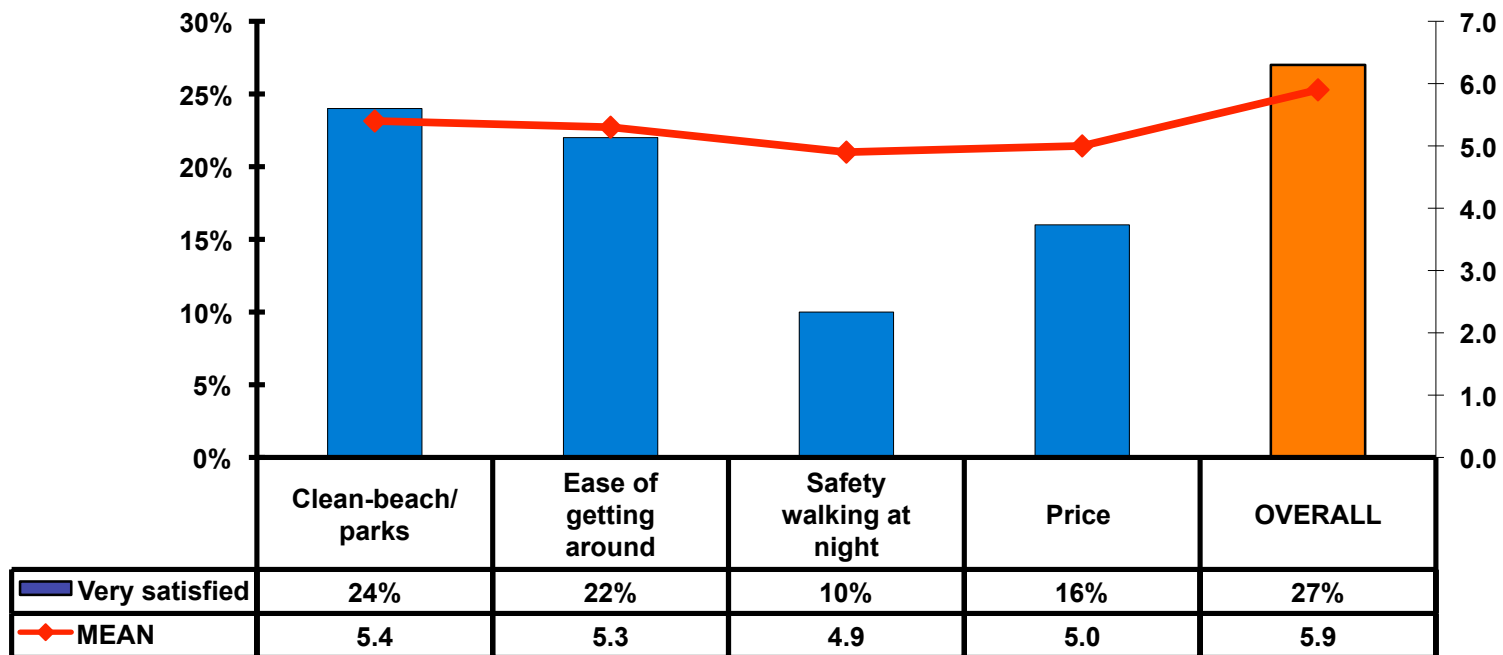
	MEAN \$
Food & Beverages	\$6.80
Gifts/Souvenirs Self	\$15.00
Gifts/Souvenirs Others	\$6.00
Total	\$28.00

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

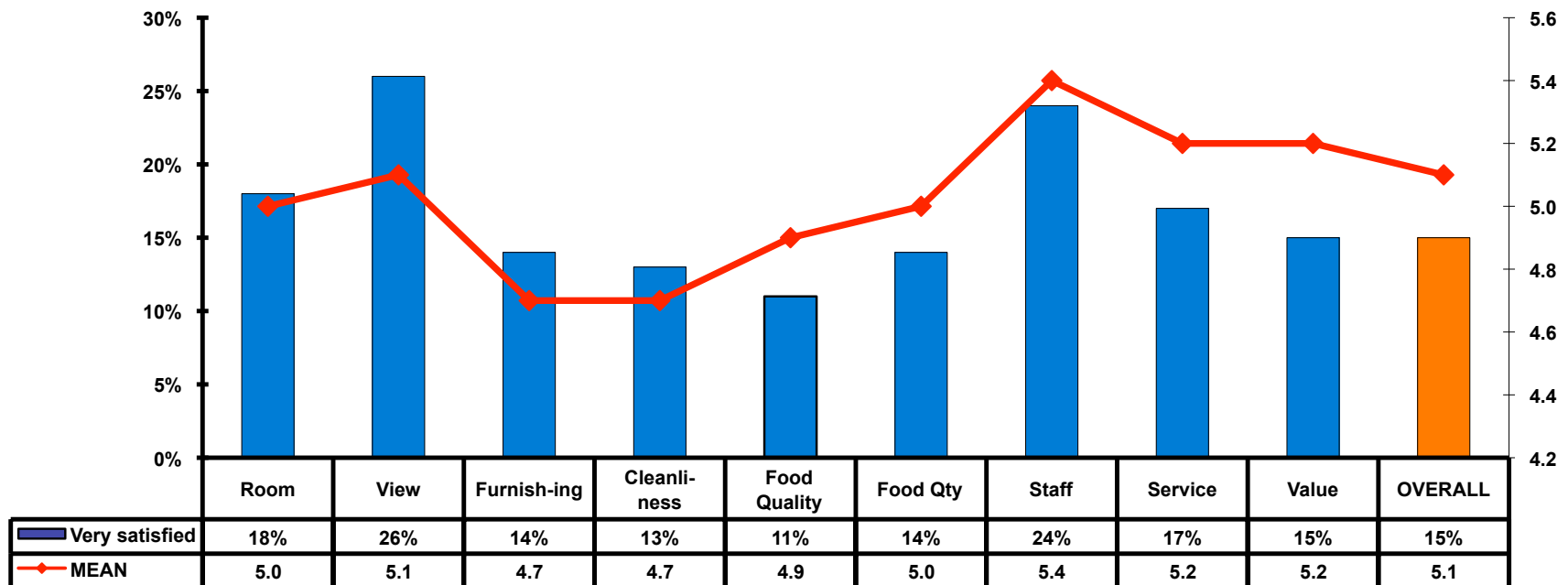
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

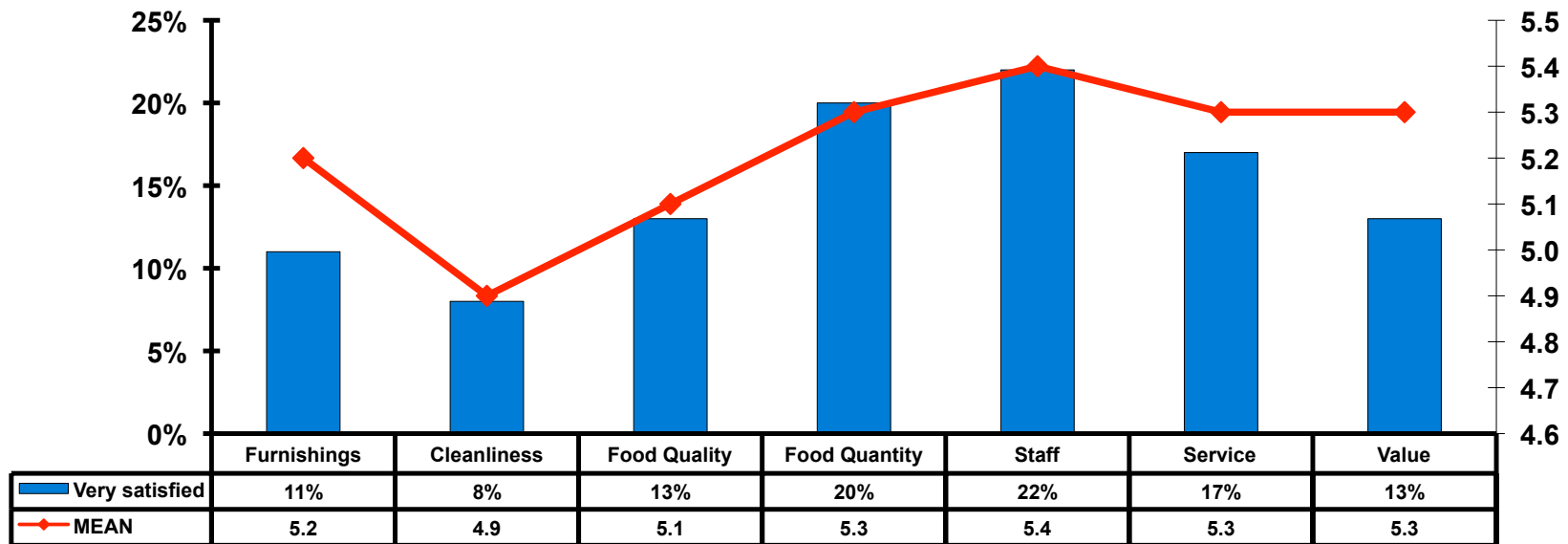
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

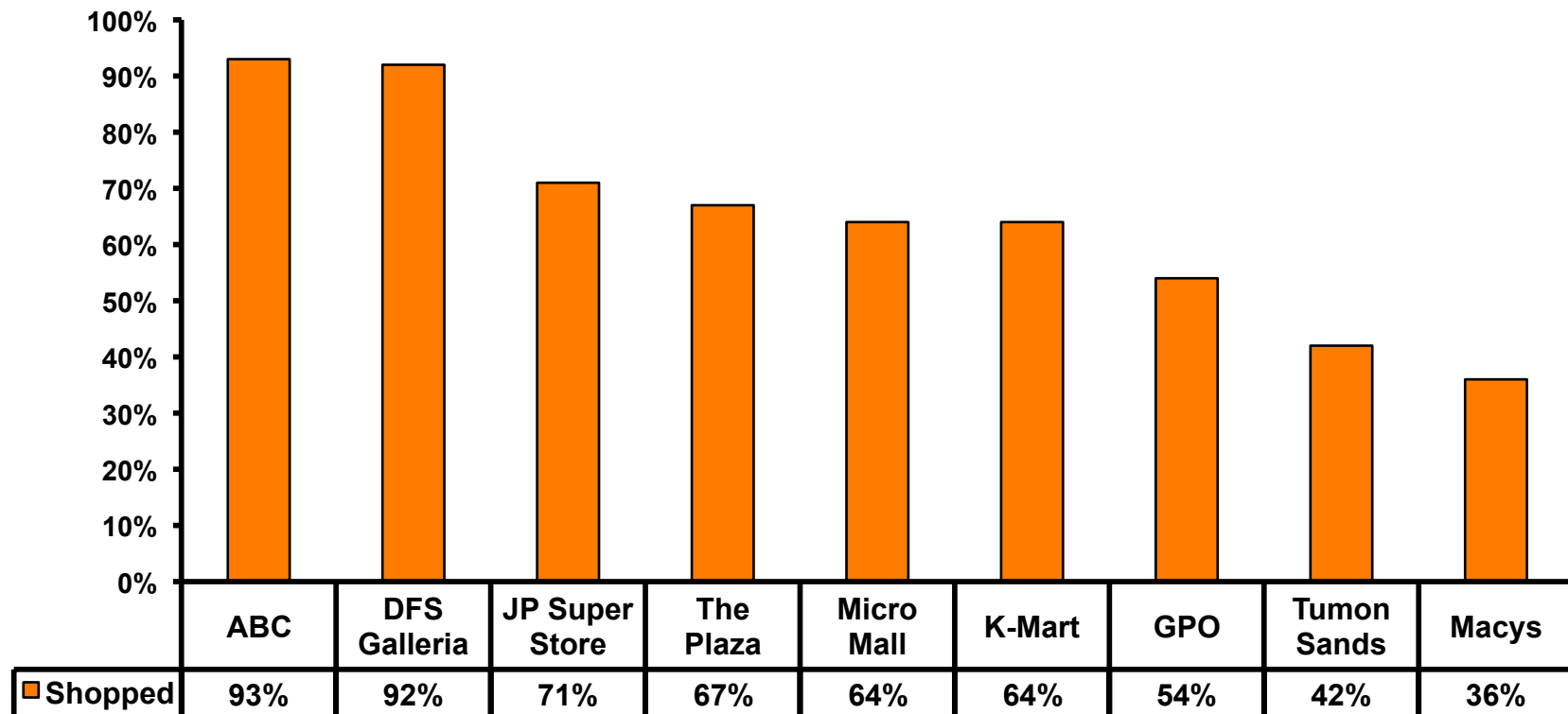
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

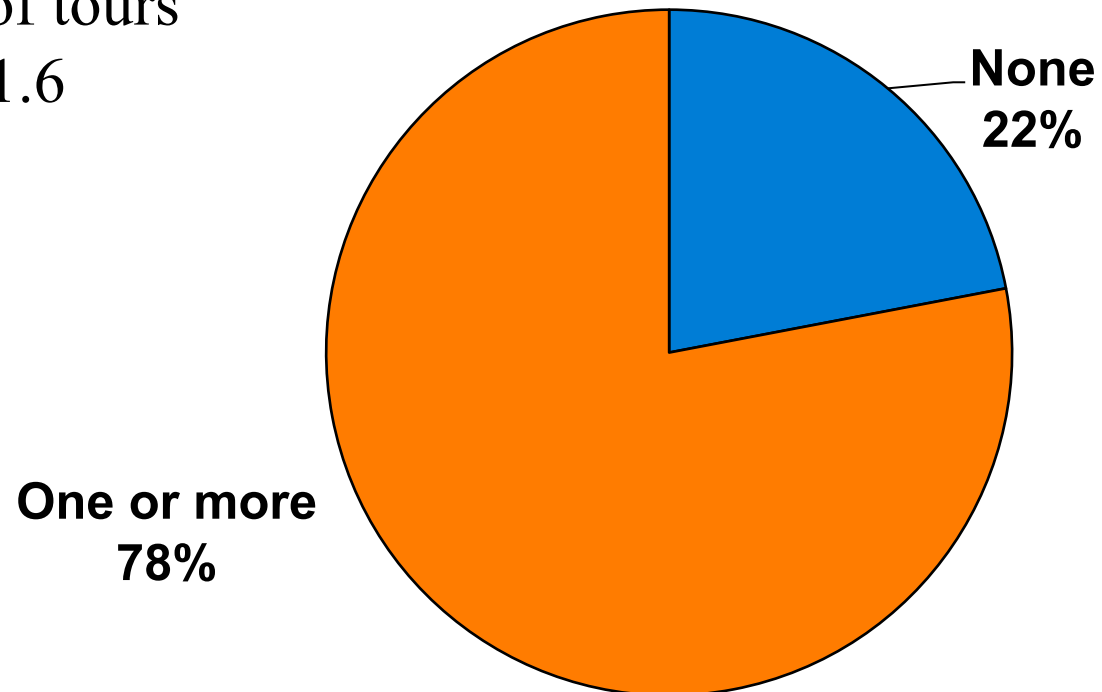
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 53%	Score of 6 to 7 = 49%
Score of 4 to 5 = 43%	Score of 4 to 5 = 48%
Score 1 to 3 = 4%	Score 1 to 3 = 3%
MEAN = 5.4	MEAN = 5.4

Optional Tour Participation

- Average number of tours participated in is 1.6



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 = 58%	Score of 6 to 7 = 58%
Score of 4 to 5 = 38%	Score of 4 to 5 = 41%
Score 1 to 3 = 5%	Score 1 to 3 = 0%
MEAN = 5.5	MEAN = 5.6

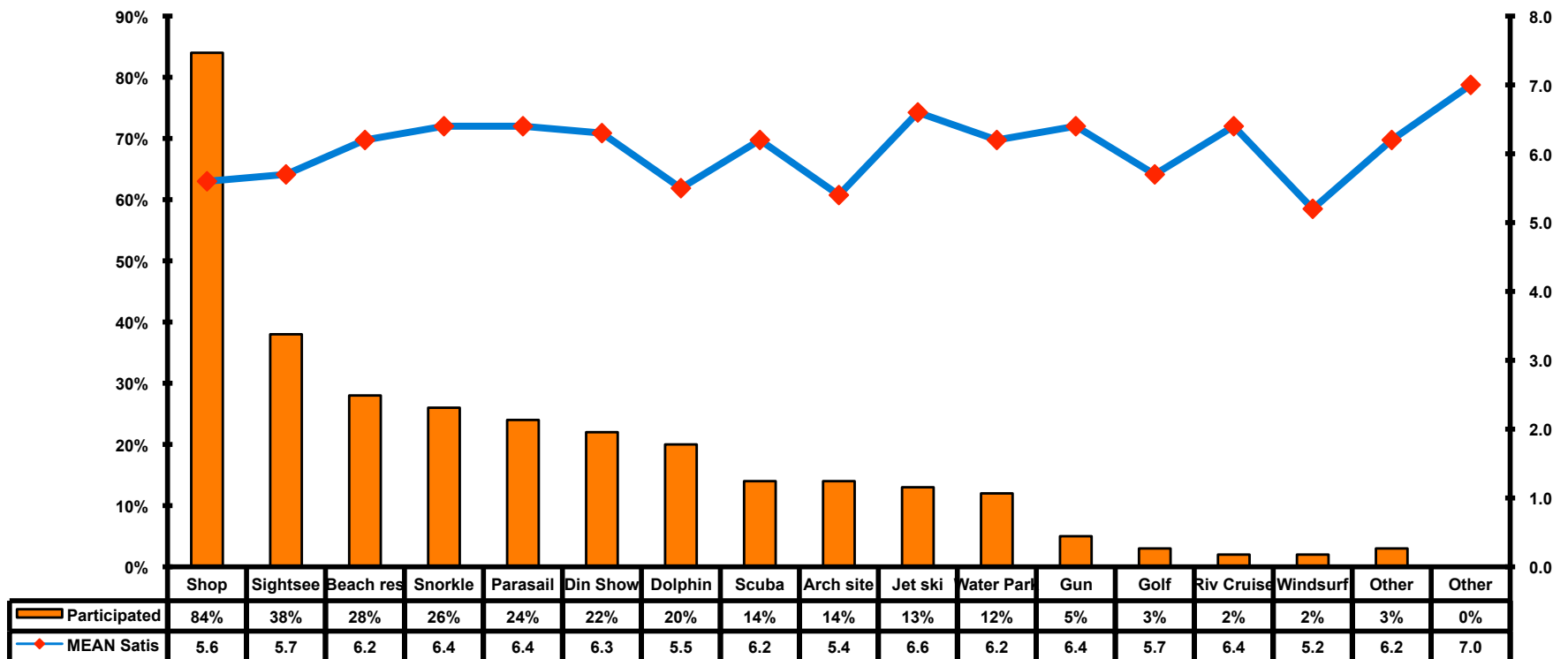
Night Tours Satisfaction

7pt Rating Scale

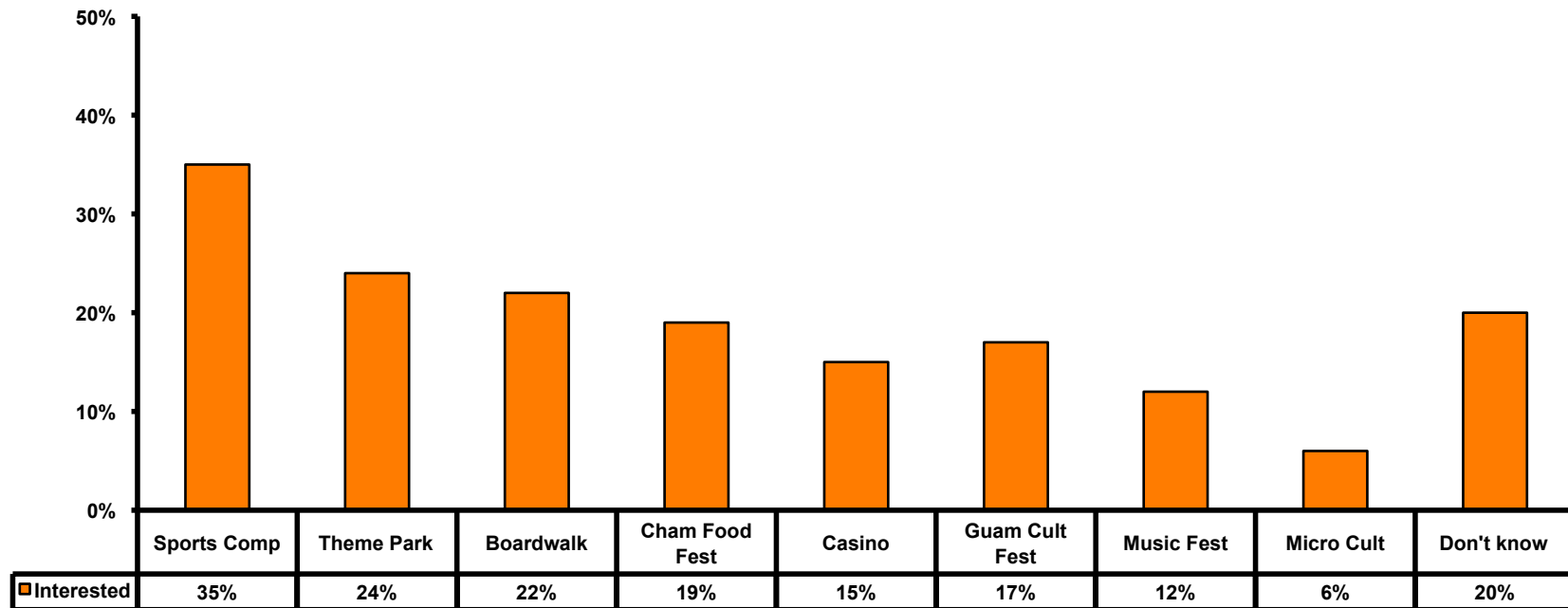
7=Very Satisfied/ 1=Very Dissatisfied

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 = 67%	Score of 4 to 5 = 67%
Score 1 to 3 = -%	Score 1 to 3 = 1%
MEAN = 4.9	MEAN = 4.9

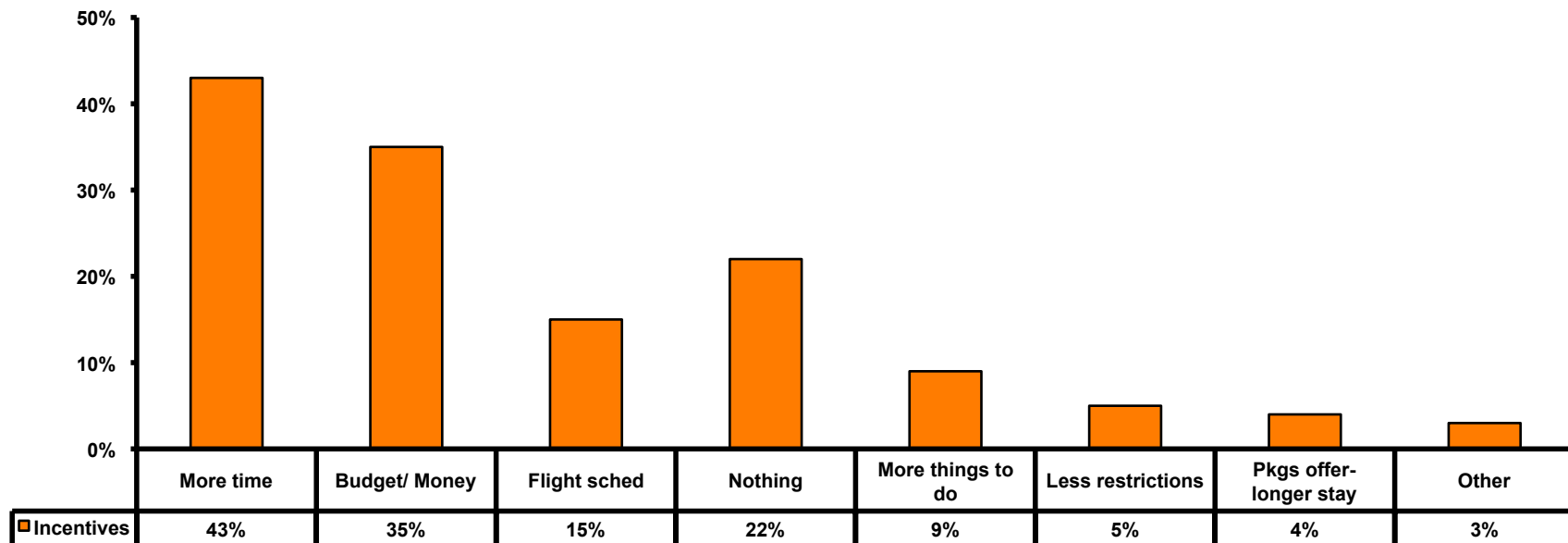
Satisfaction with Other Activities



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



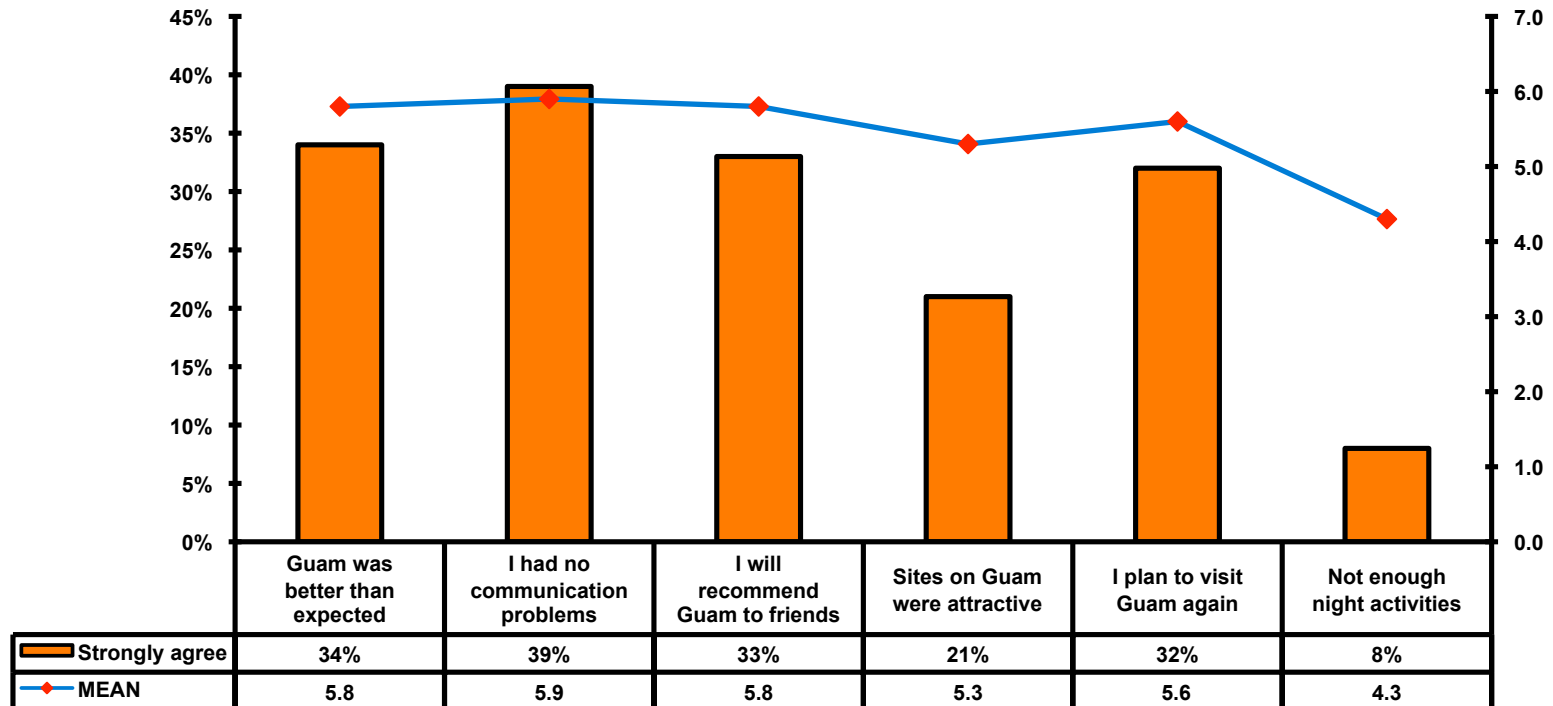
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

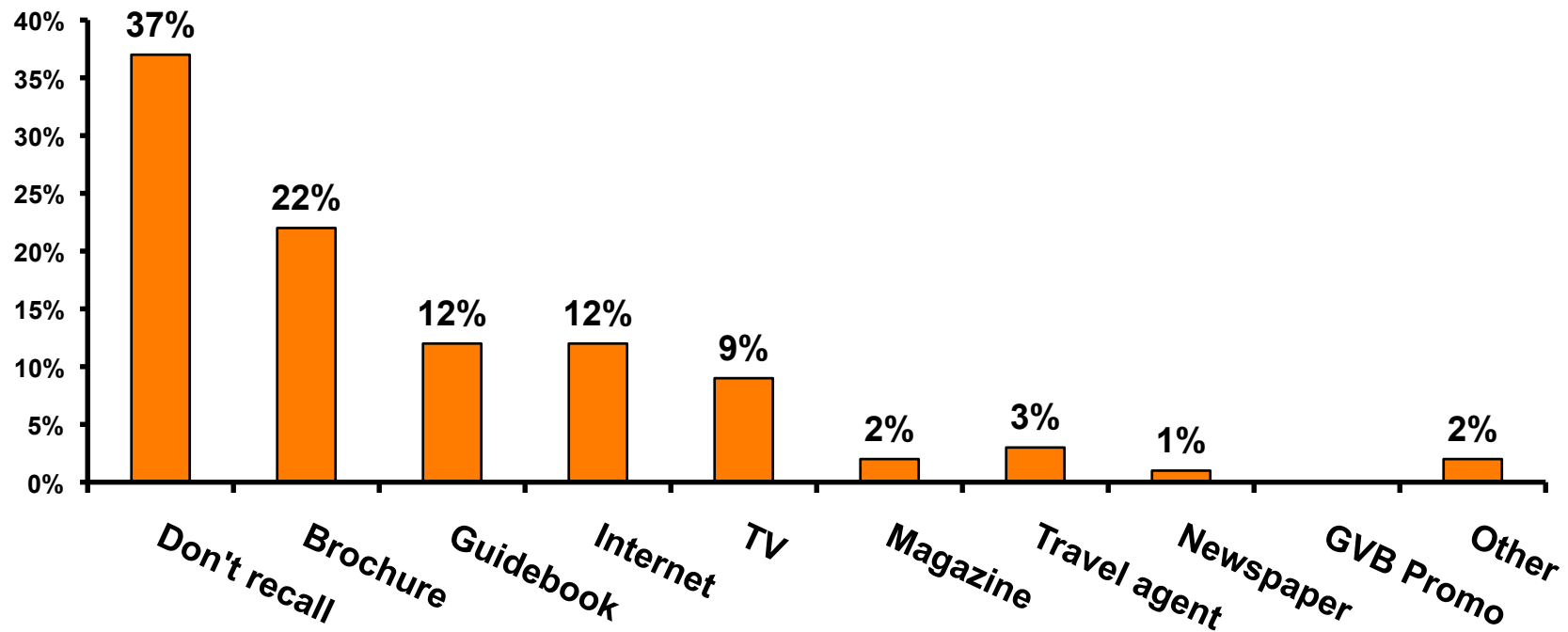
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

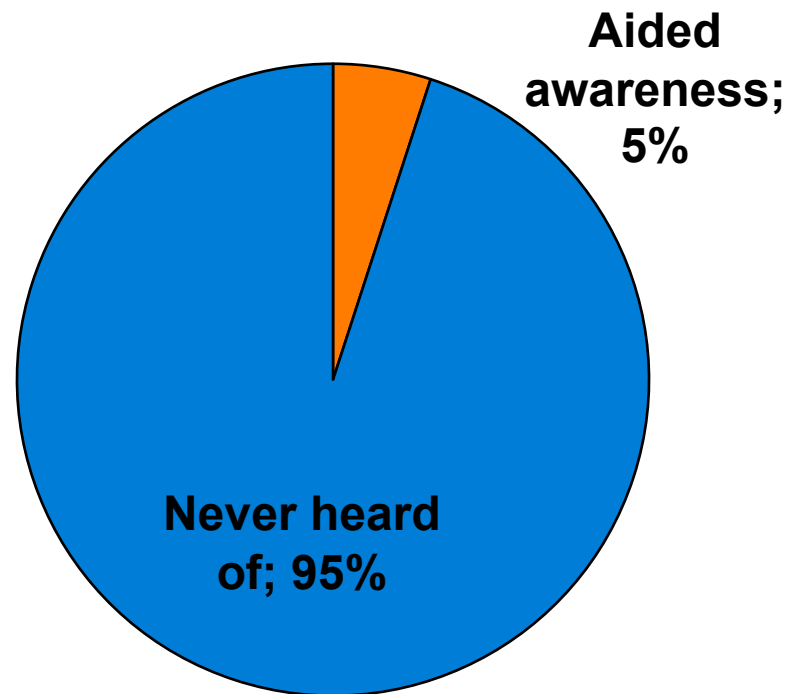


Message Recall

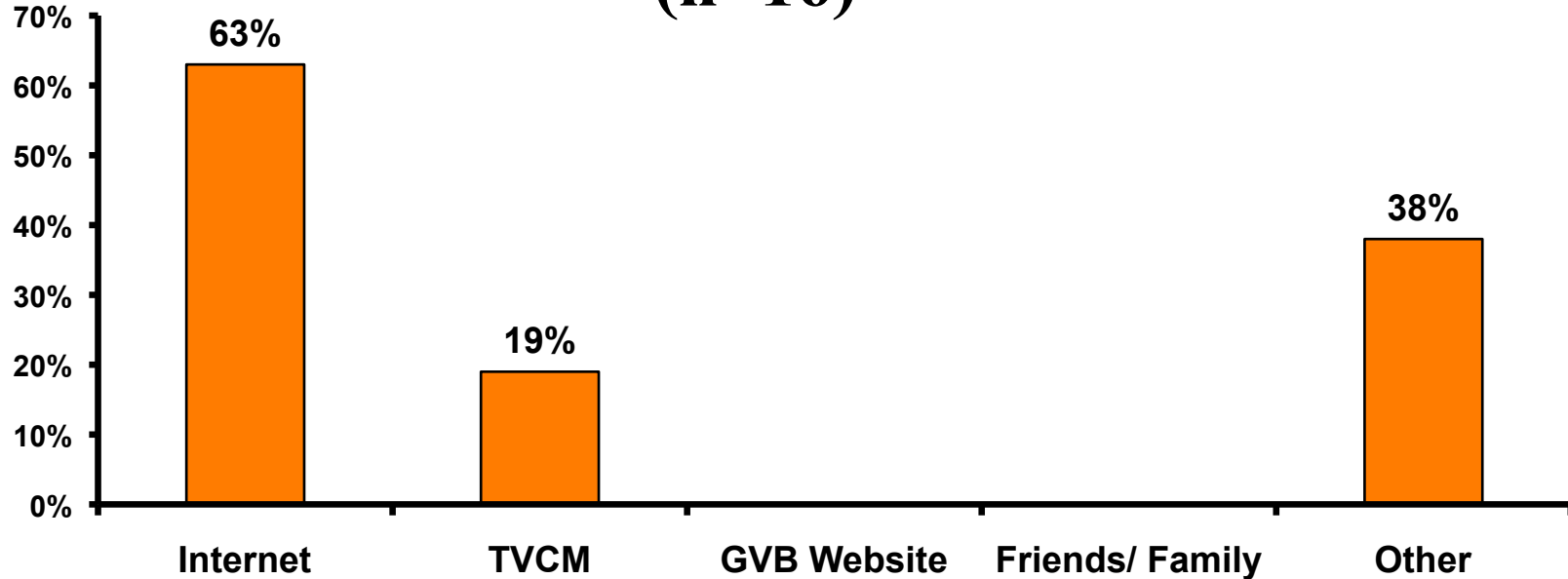
(Filter: recall ad/promo n=206)

- 68% An image
- 7% Other
- 5% Tag line
- 20% Don't recall

Aided Awareness – Hafa Adai Guam 365 Monitor Campaign

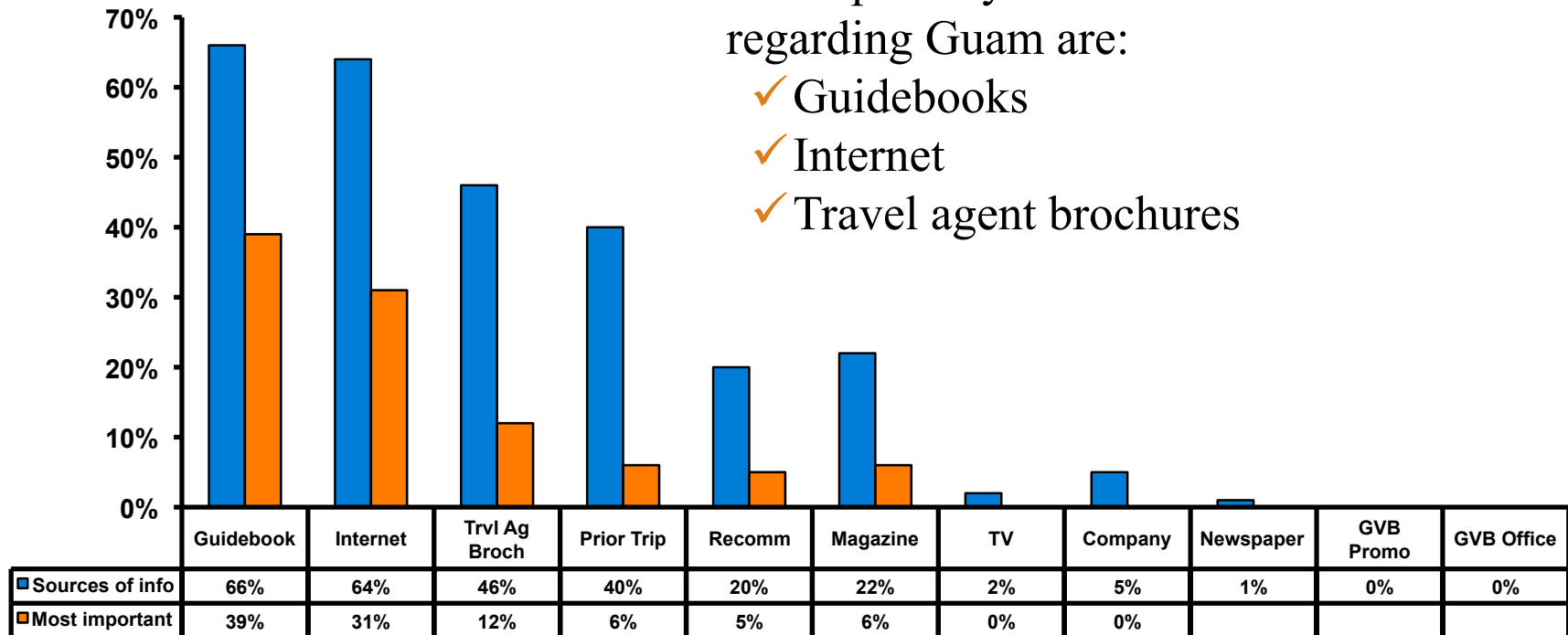


Media Source – Hafa Adai Guam 365 Monitor Campaign (n=16)

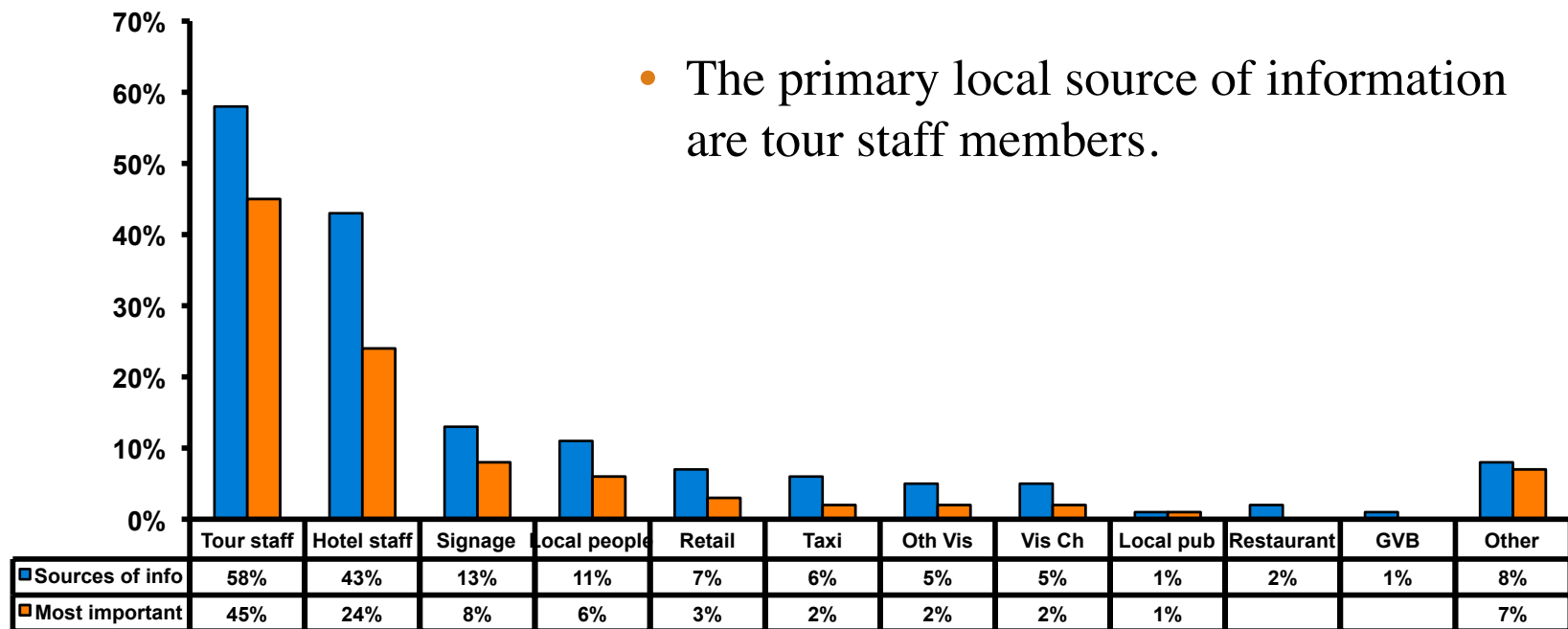


Sources of Information Pre-arrival

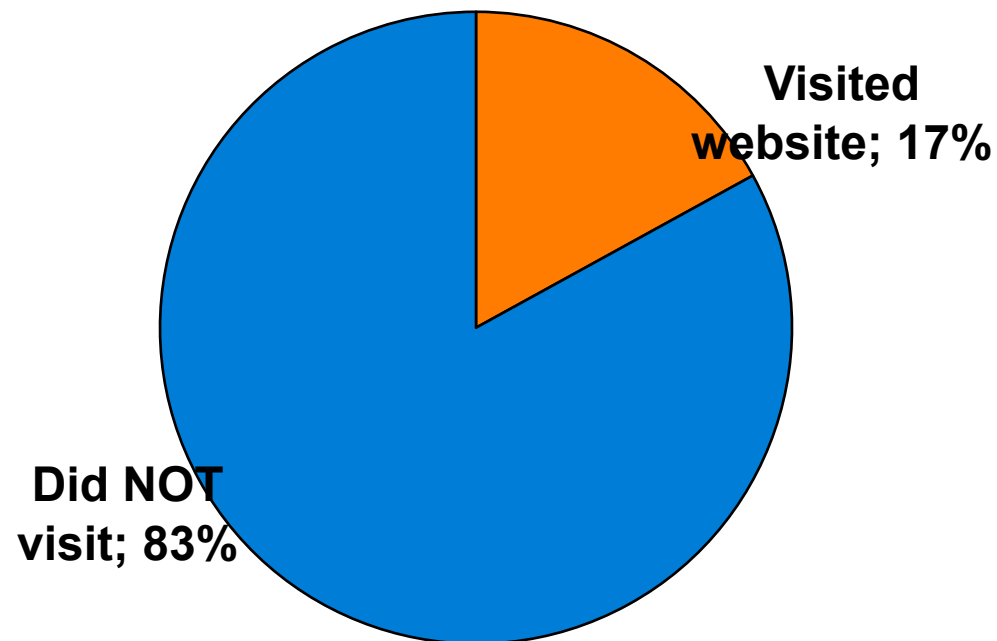
- The 3 primary sources of information regarding Guam are:
 - ✓ Guidebooks
 - ✓ Internet
 - ✓ Travel agent brochures



Sources of Information Post-arrival

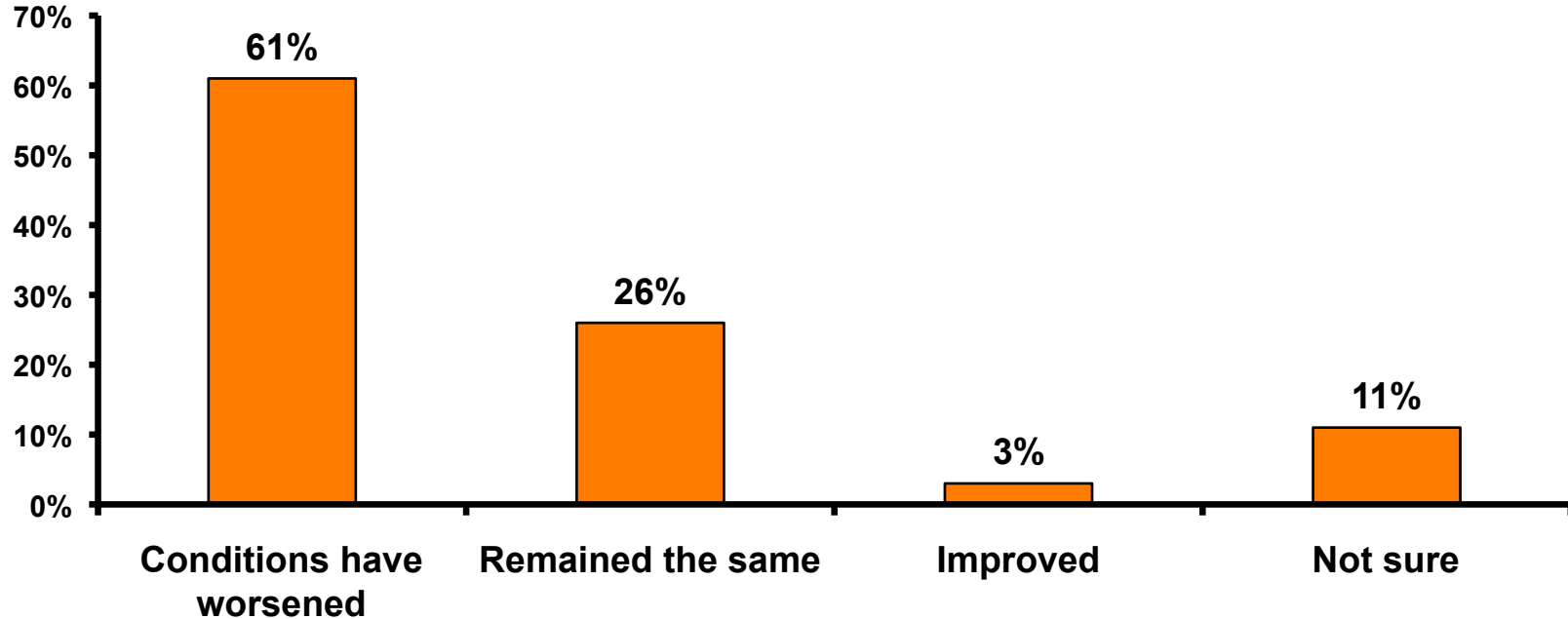


Visited GVB Website



SECTION 6
OTHER ISSUES

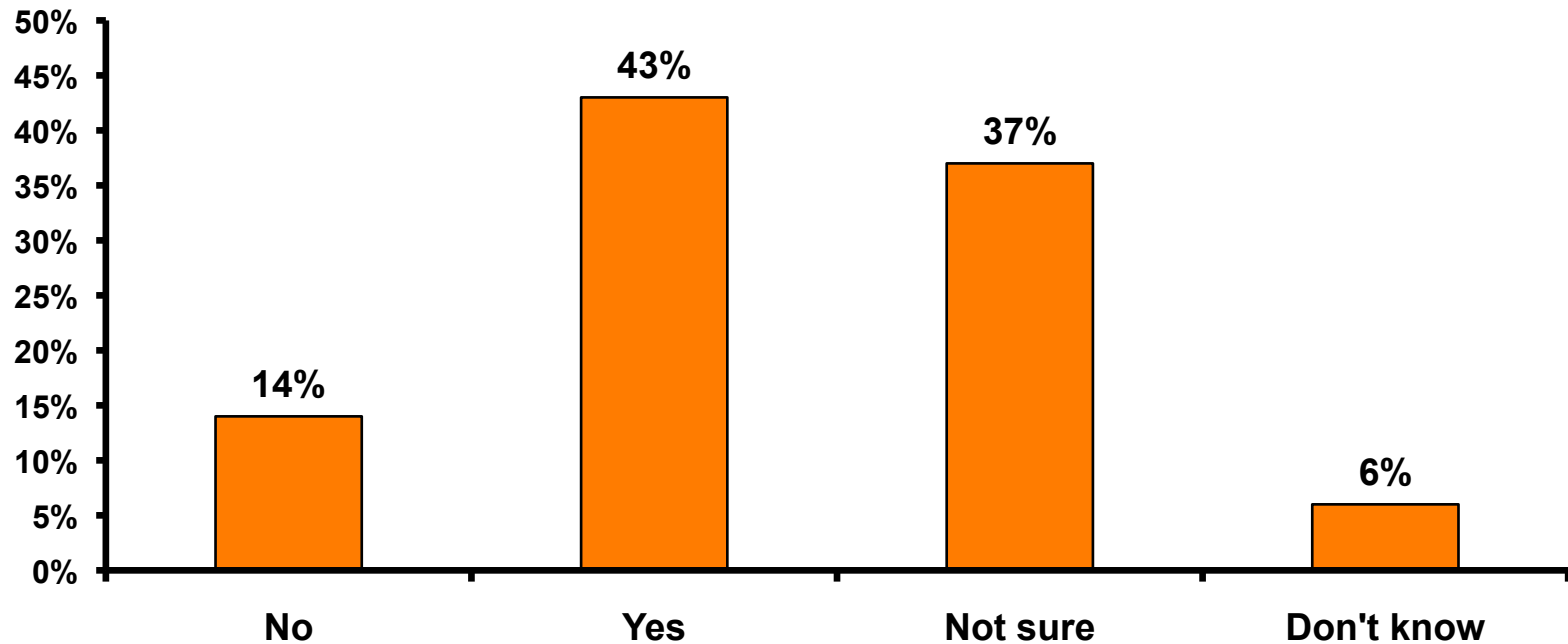
Rating the Japan economy compared to 12 months ago - Overall



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	75%	57%	58%	66%	68%	39%	65%	60%	63%	65%	65%	100%
	Conditions have remained the same		27%	32%	22%	16%	37%	22%	30%	27%	24%	27%	
	Conditions have improved	25%	2%	5%	1%	4%			3%	5%	5%	2%	
	Do not know		14%	6%	11%	12%	24%	13%	7%	4%	6%	5%	
Total	Count	4	125	85	88	25	38	23	30	73	66	55	2

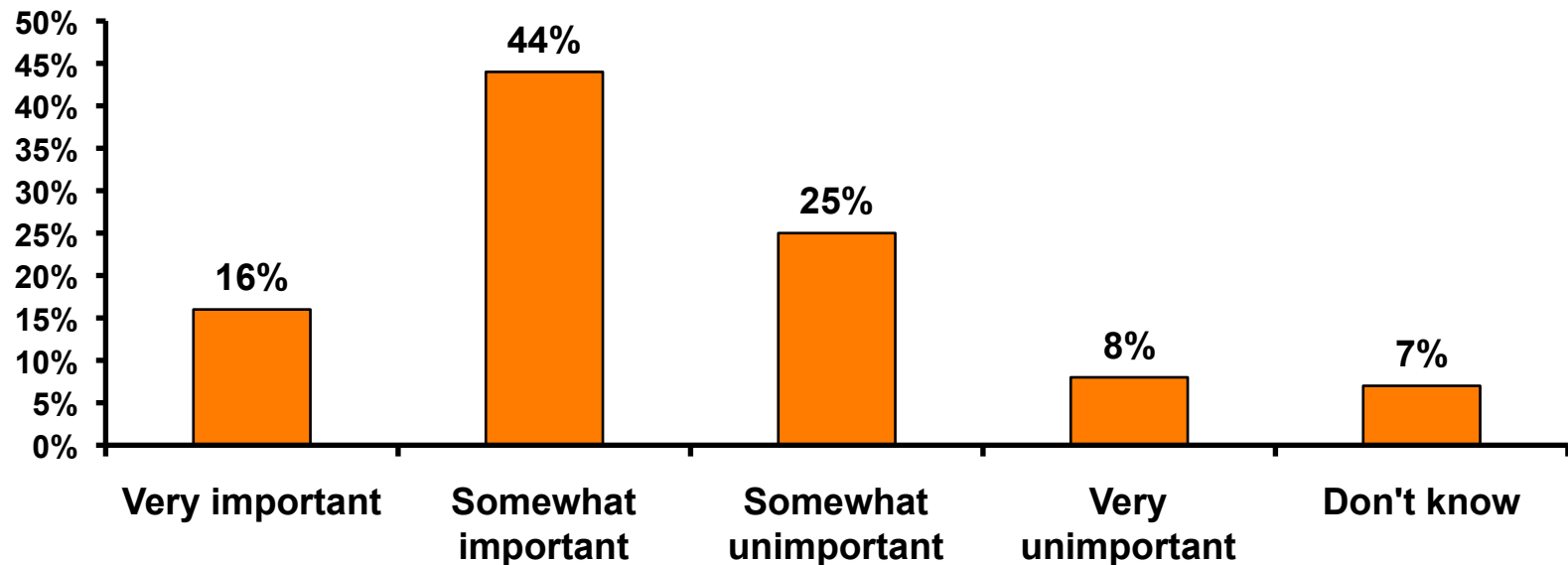
Good time to spend money on travel outside of Japan - Overall



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	25%	13%	12%	22%	4%	13%	9%	17%	14%	15%	16%	50%
	Yes	50%	46%	39%	38%	64%	45%	43%	43%	38%	48%	47%	50%
	Not sure	25%	34%	45%	38%	20%	34%	48%	40%	44%	35%	35%	
	Do not know		6%	5%	3%	12%	8%			4%	2%	2%	
Total	Count	4	125	85	88	25	38	23	30	73	66	55	2

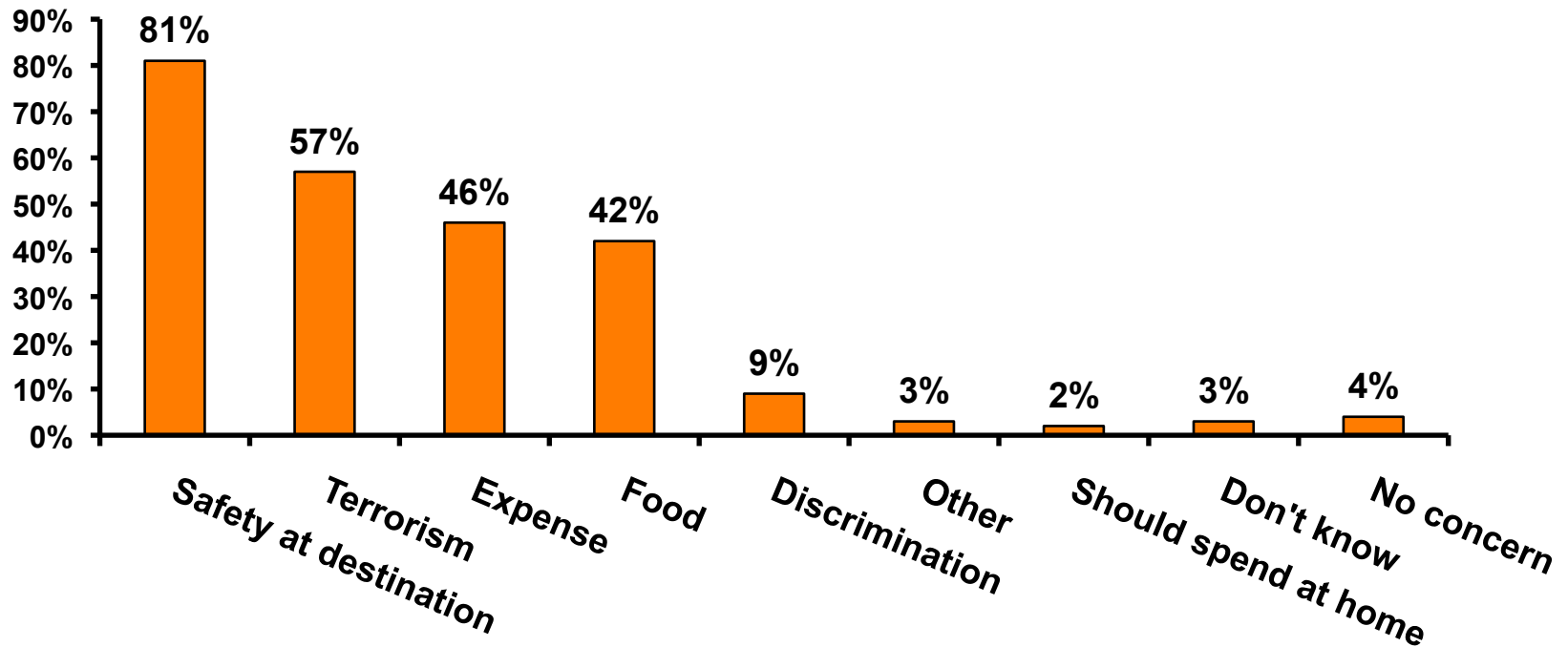
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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

		AGE					PERSONAL INCOME						No. 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	25%	8%	12%	5%	8%	11%		10%	8%	8%	13%	
	Somewhat unimportant		29%	27%	20%	24%	21%	17%	30%	28%	21%	38%	50%
	Somewhat important	50%	42%	45%	47%	40%	45%	61%	40%	43%	50%	33%	
	Very important	25%	11%	13%	24%	16%	5%	17%	20%	19%	21%	11%	50%
	Do not know		10%	4%	5%	12%	18%	4%		1%		5%	
Total	Count	4	124	85	88	25	38	23	30	72	66	55	2

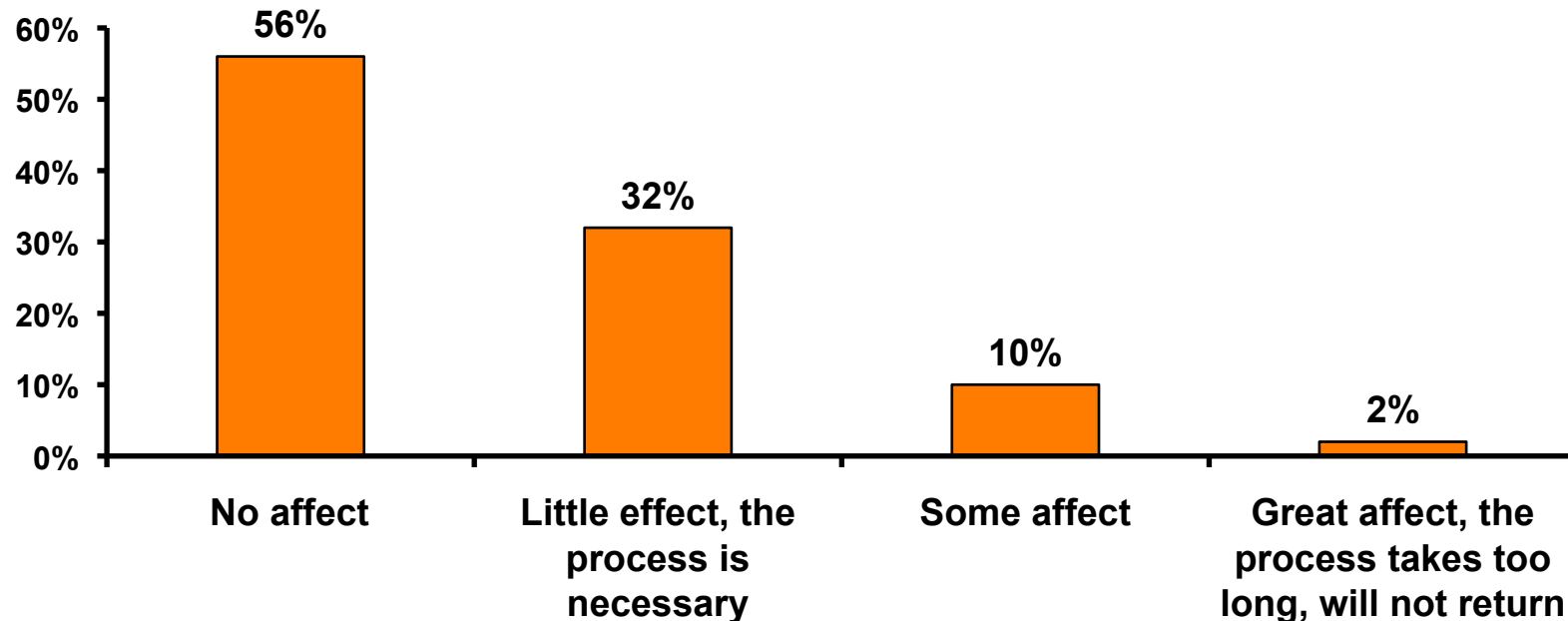
Concerns about travel outside of Japan - Overall



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	75%	83%	80%	78%	80%	74%	87%	77%	73%	91%	91%	50%
	Terrorism	25%	58%	65%	47%	64%	47%	78%	63%	64%	52%	58%	50%
	Expense	25%	48%	47%	38%	60%	37%	65%	50%	44%	39%	58%	50%
	Food	75%	42%	40%	39%	48%	32%	43%	40%	37%	52%	53%	50%
	No concerns		5%	2%	5%		5%		3%	4%	3%		50%
	Other		3%	1%	6%		5%		3%	5%		4%	
	Spending money abroad when it should be spent at home		2%	1%	5%		3%		3%		8%		
	Do not know		2%	1%	3%	12%	5%			1%		2%	
Total	Cases	4	125	85	88	25	38	23	30	73	66	55	2

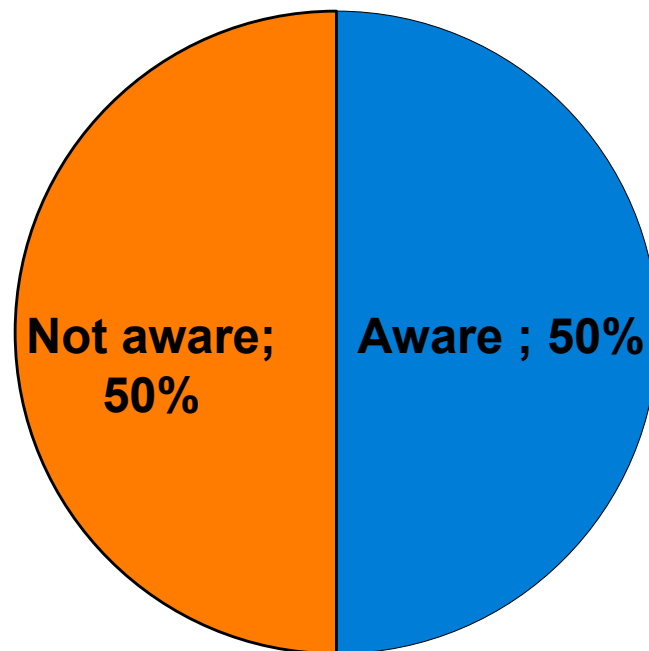
Security Screening/ Immigration Process at Guam International Airport



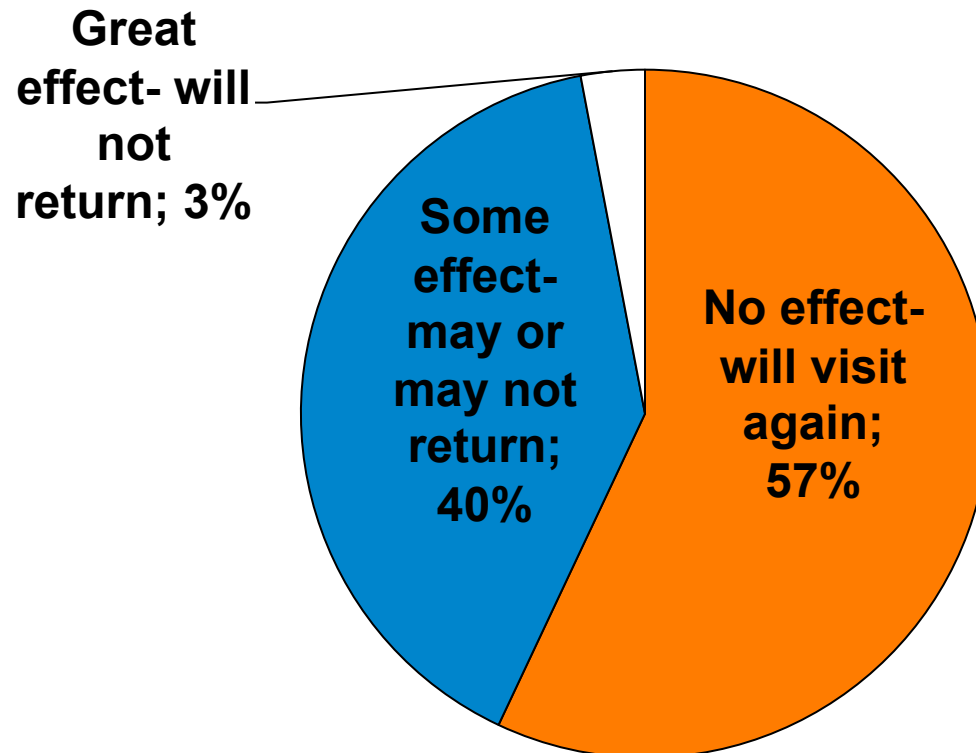
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.3** out of possible 7.0
- Agree (Score 6-7) – **14%**
- Neutral (Score 4-5) – **42%**
- Disagree (Score 1-3) – **43%**

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



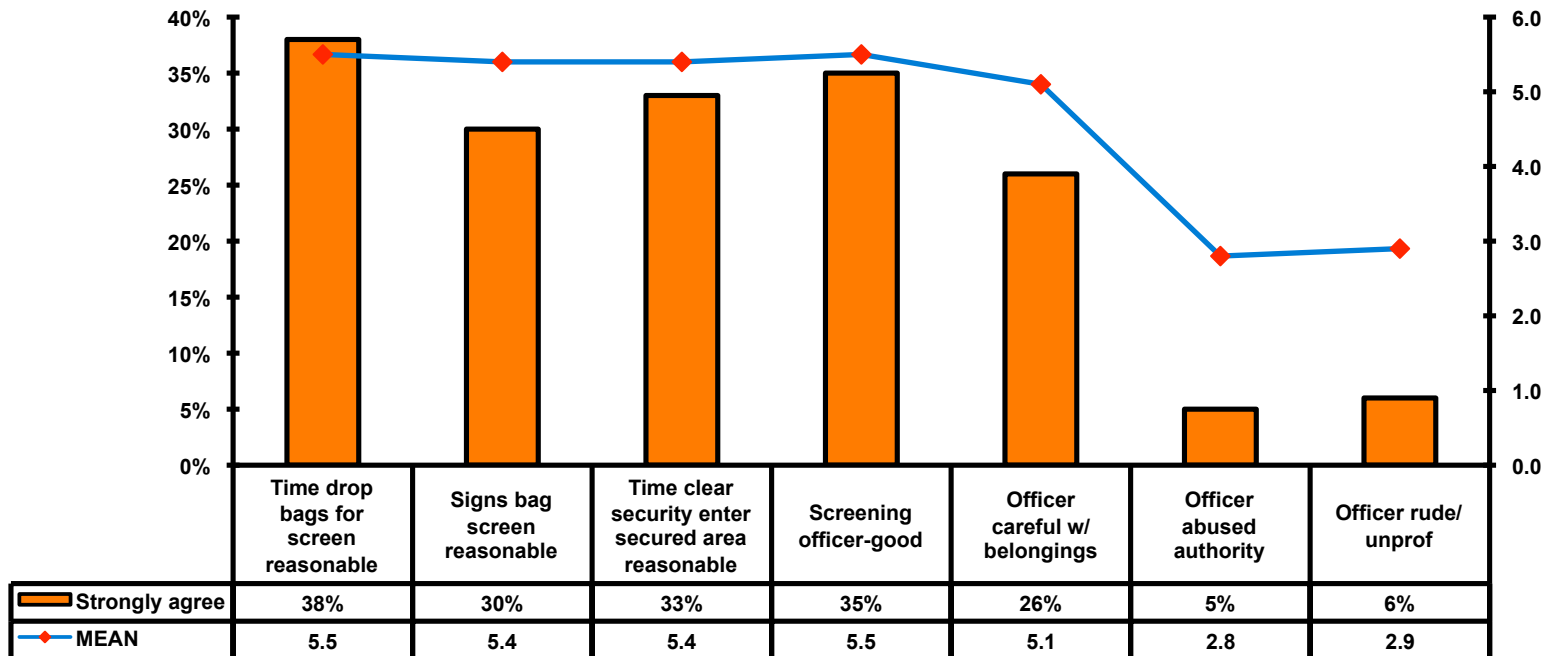
Effects of US military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

