



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

AUGUST 2012



Prepared by: QMark Research

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Background & Methodology

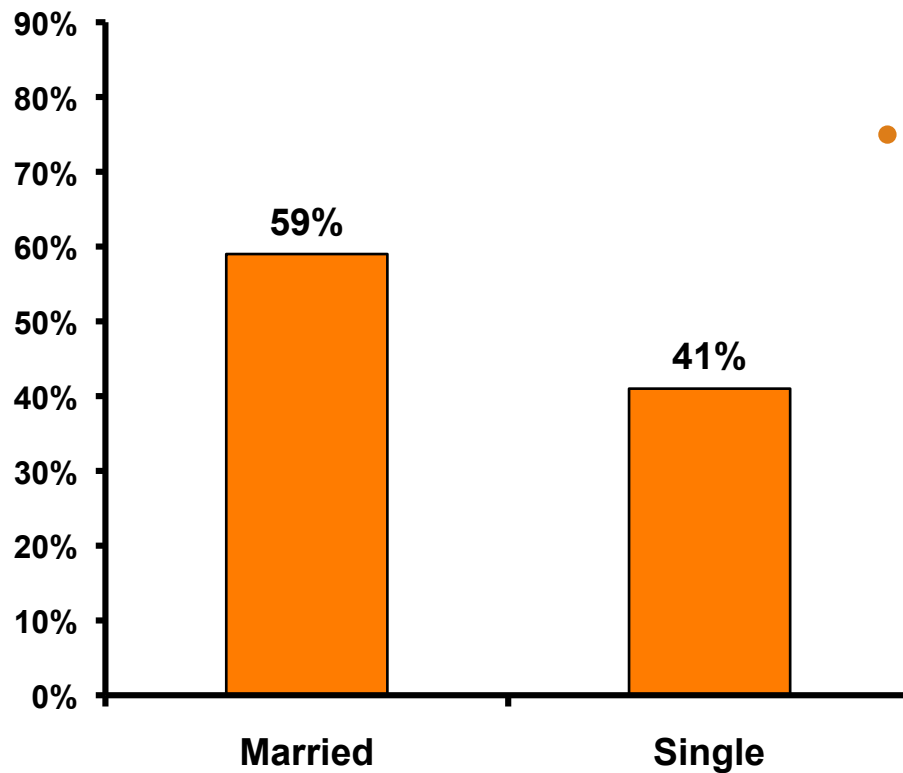
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **327** departing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

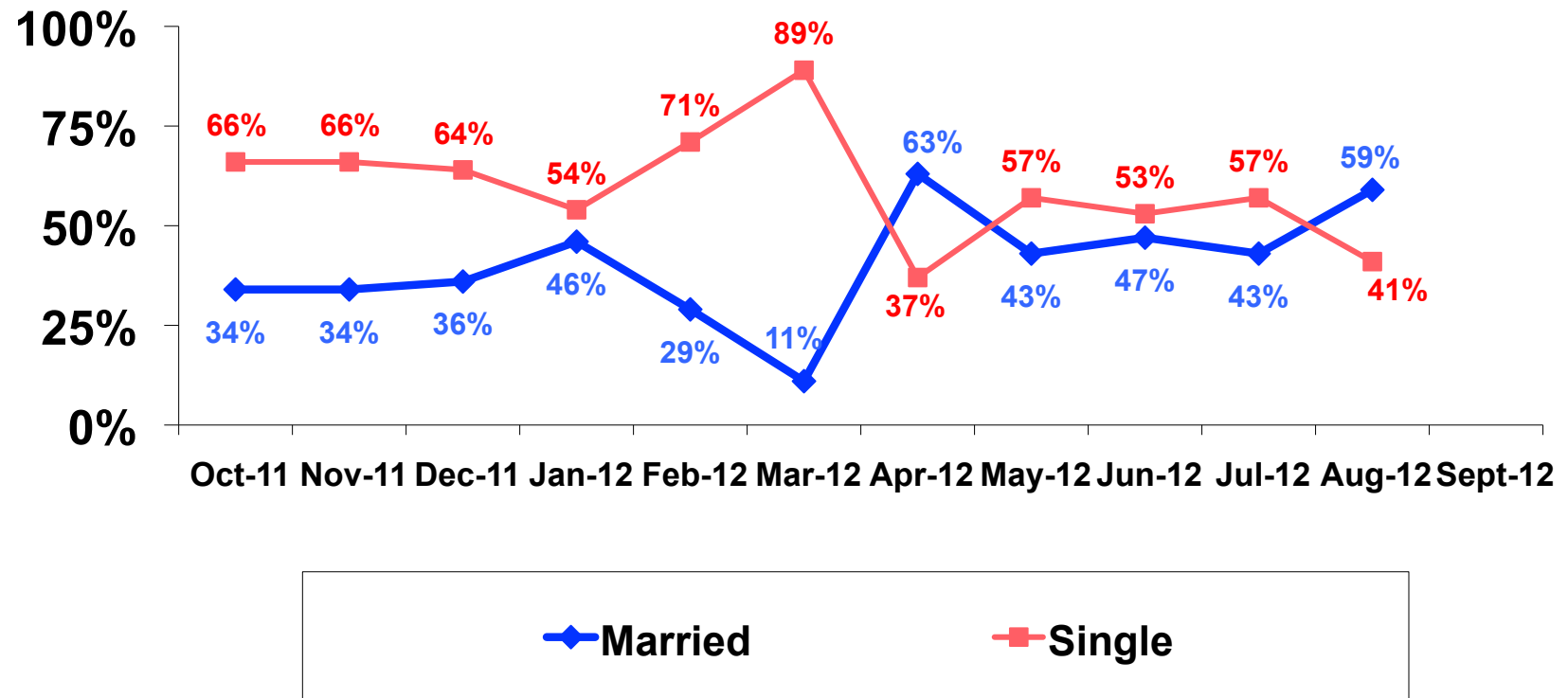
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

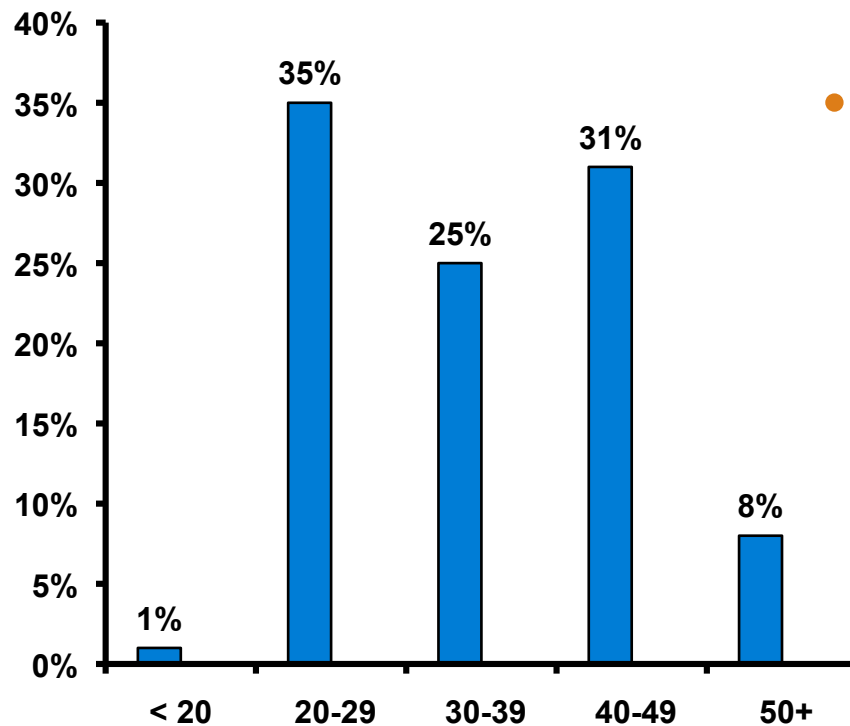


- 69% of repeat visitors are married.

Marital Status

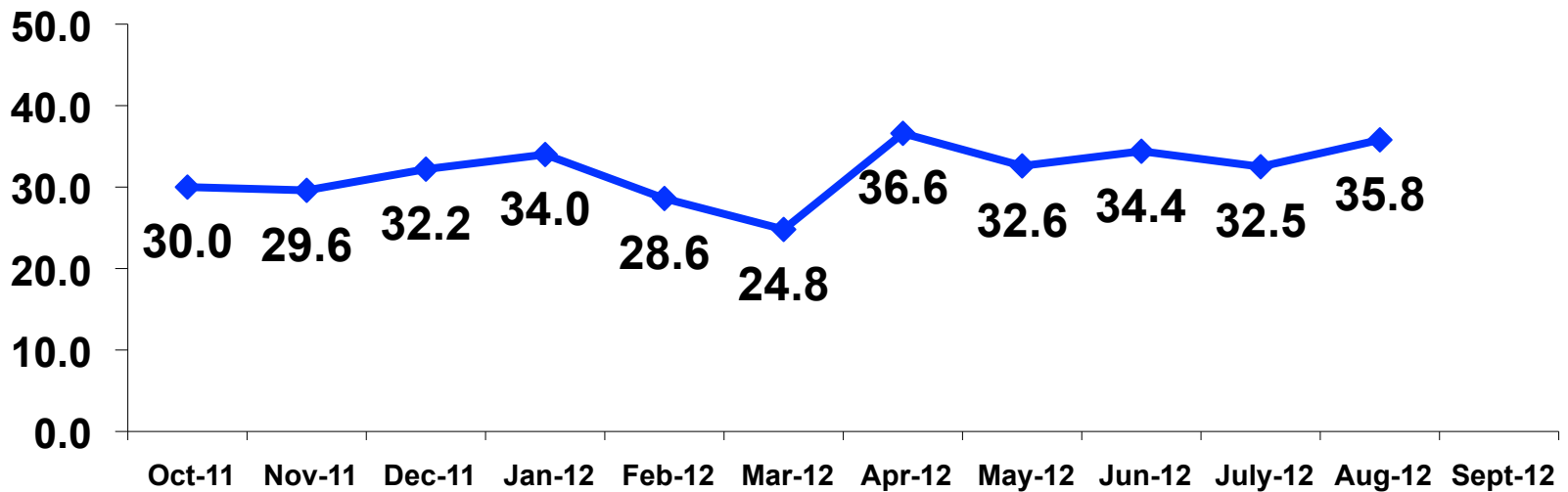


Age - Overall

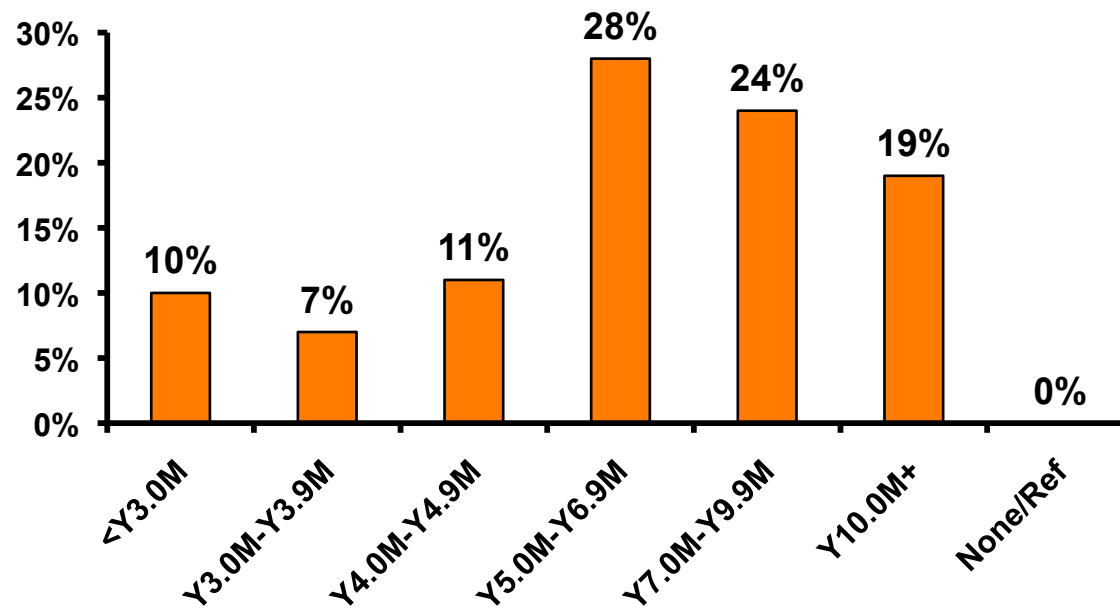


- The average age of the respondents is 35.8 years of age.

Average Age

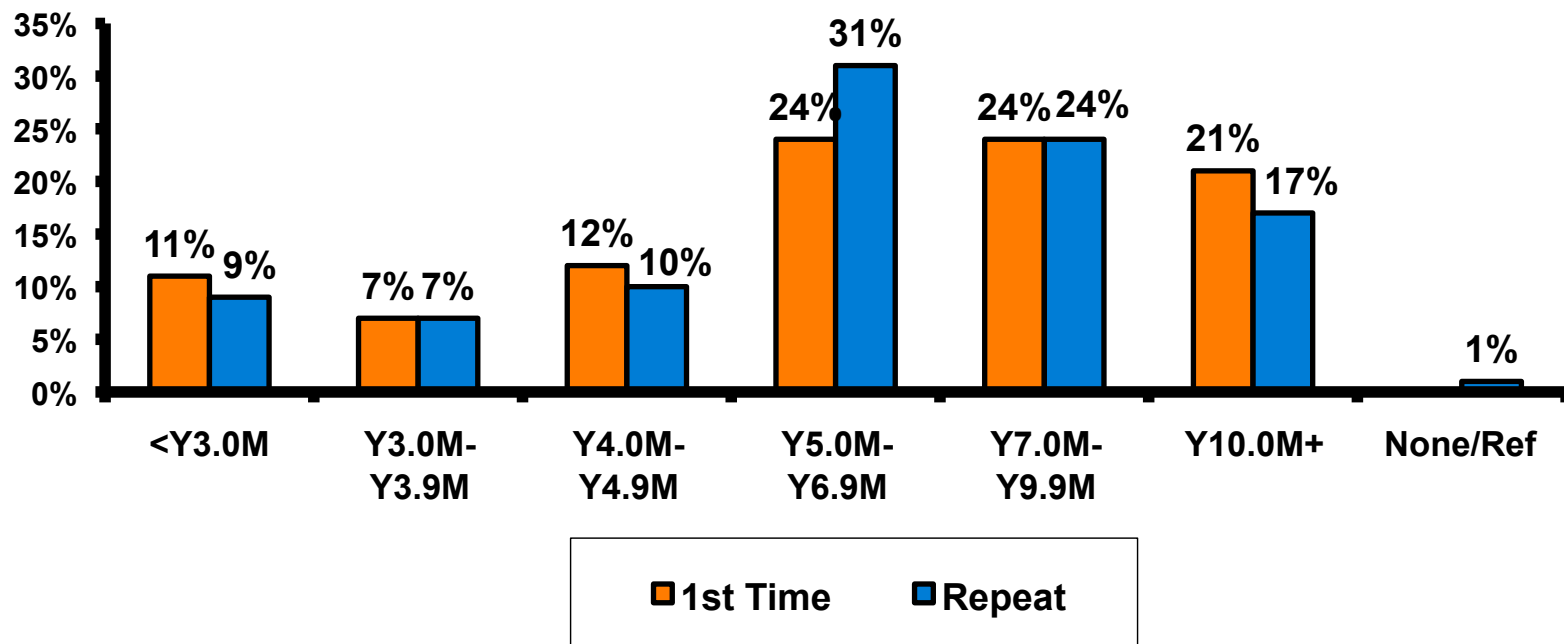


Personal Income



• ¥78.50=\$1

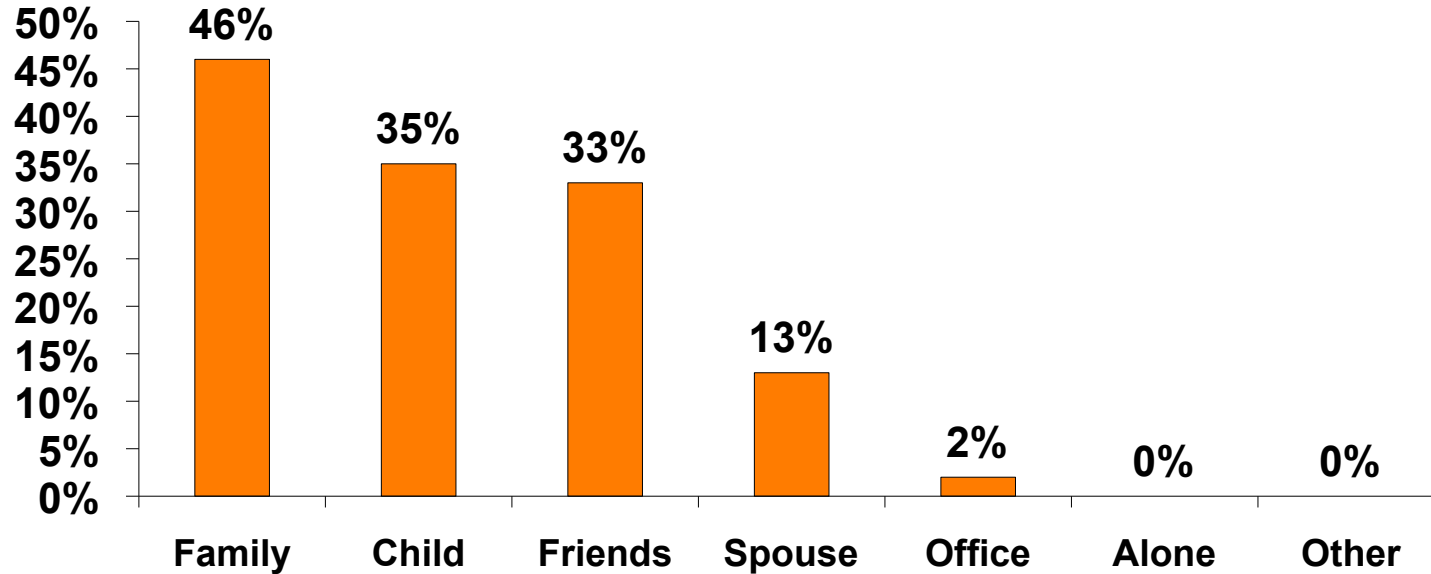
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	31	5	26	1	26	1	3	
		11%	3%	20%	50%	30%	1%	3%	
Y3.0M-Y3.9M	Count	20	8	12		10	7	2	
		7%	5%	9%		11%	9%	2%	
Y4.0M-Y4.9M	Count	32	17	15		15	13	2	2
		11%	11%	11%		17%	17%	2%	8%
Y5.0M-Y6.9M	Count	80	47	33	1	16	25	30	7
		28%	31%	25%	50%	18%	32%	32%	29%
Y7.0M-Y9.9M	Count	68	45	23		13	19	31	5
		24%	29%	17%		15%	25%	33%	21%
Y10.0M+	Count	55	32	23		8	12	25	9
		19%	21%	17%		9%	16%	27%	38%
No Inc	Count	1		1					1
		0%		1%					4%
Total	Count	287	154	133	2	88	77	93	24

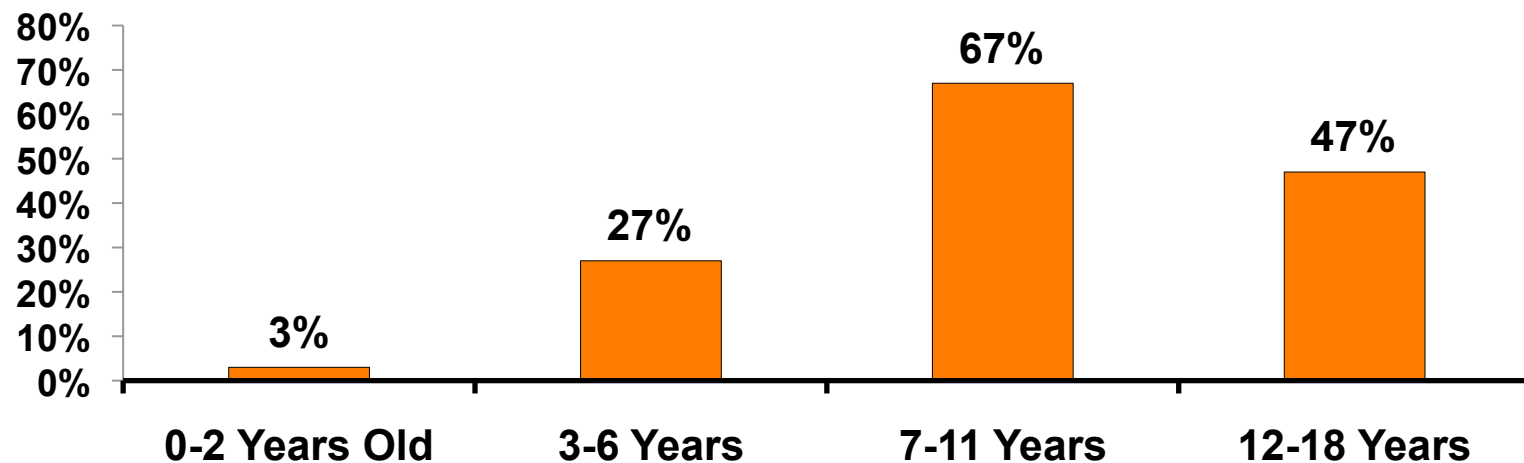
Travel Companions



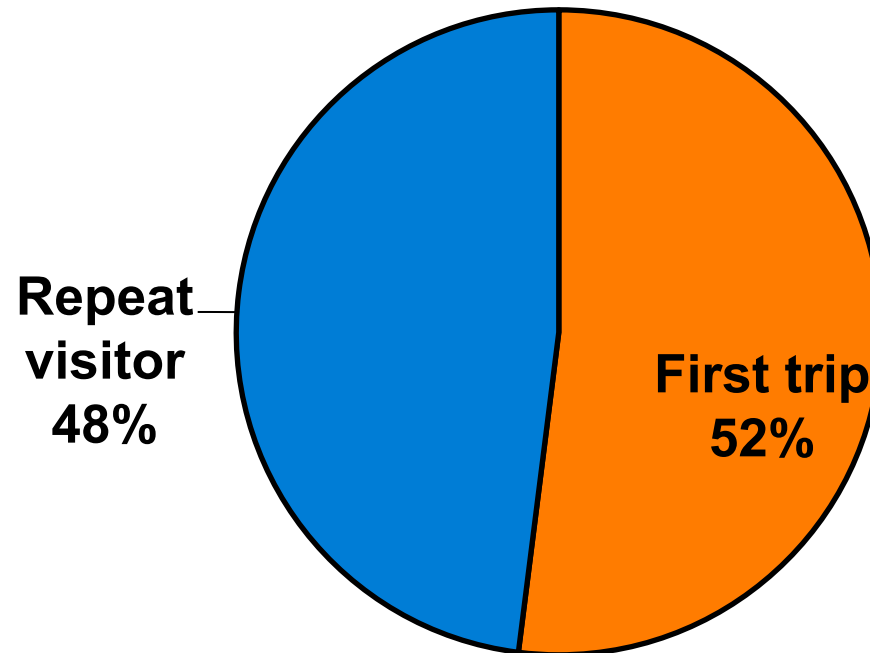
Number of Children Travel Party

N=115 total respondents traveling with children.

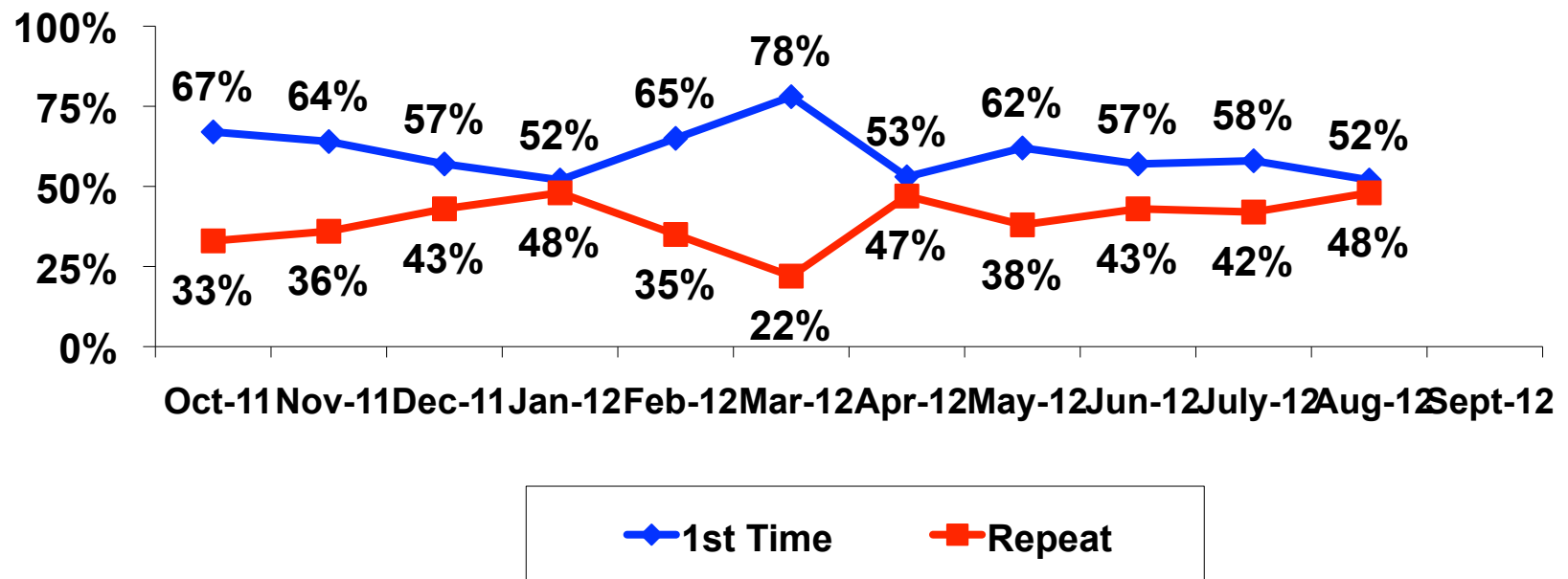
(Of those N=115 respondents, there is a total of 201 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



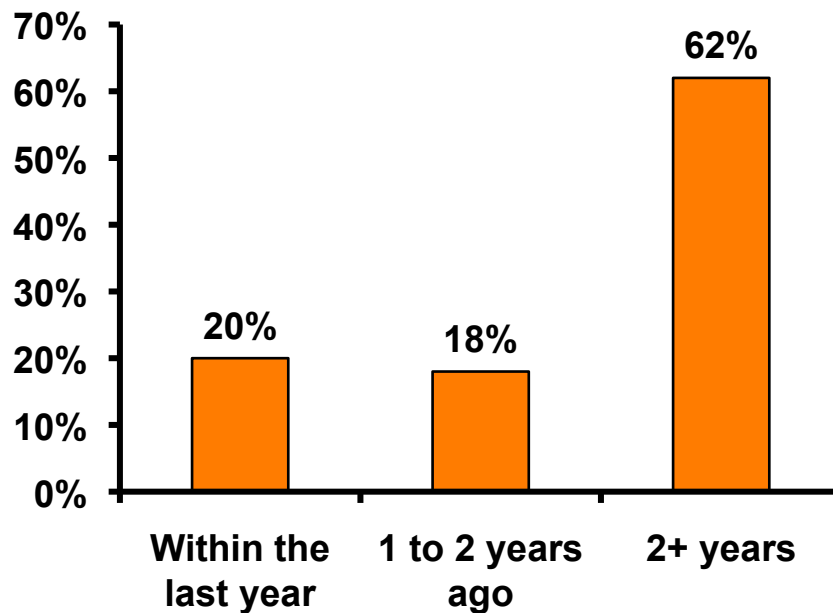
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	166	87	79
			51%	51%	50%
	Female	Count	161	82	78
			49%	49%	50%
Total		Count	327	169	157
AGE	<20	Count	3	1	2
			1%	1%	1%
	20-29	Count	114	81	32
			35%	48%	21%
	30-39	Count	81	35	46
			25%	21%	30%
	40-49	Count	99	40	59
		31%	24%	38%	
	50+	Count	27	12	15
			8%	7%	10%
Total		Count	324	169	154

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

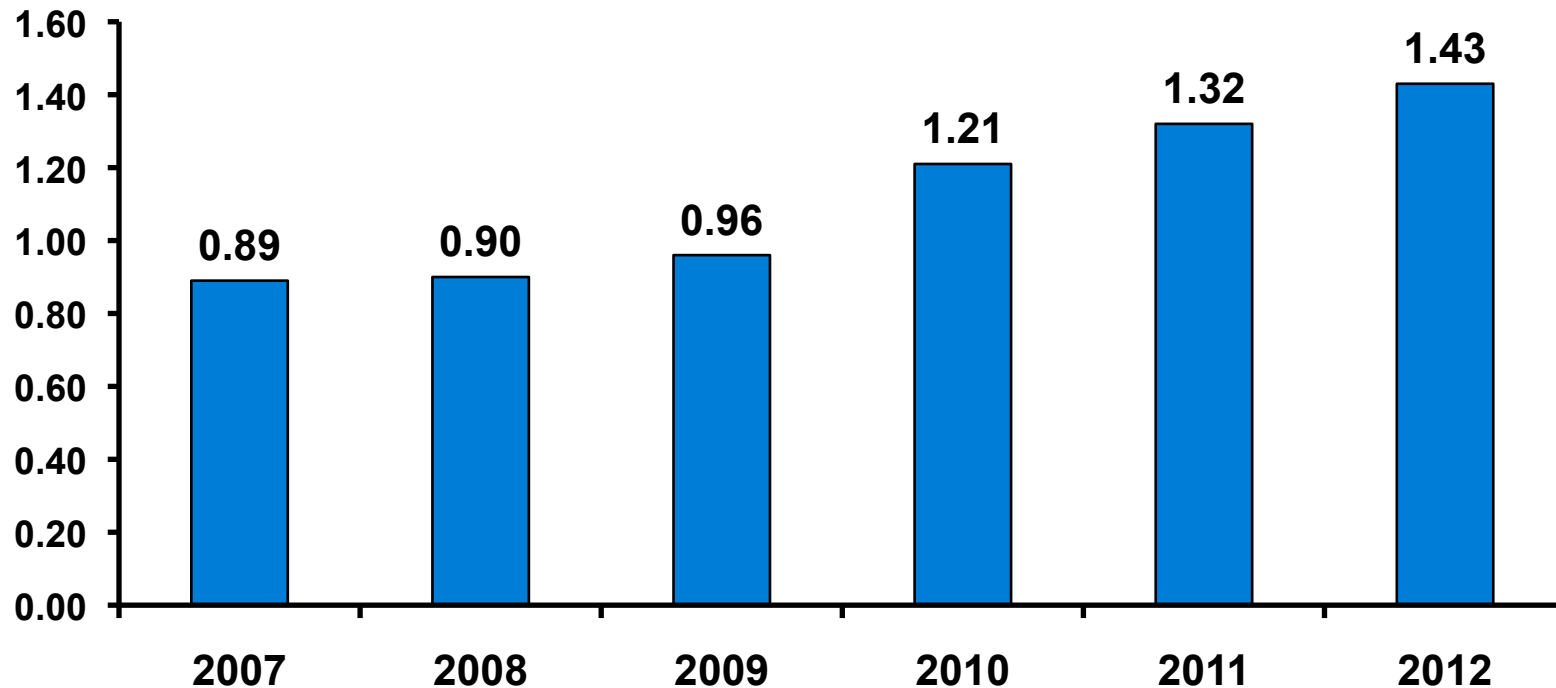
Repeat Visitors Last Trip

n = 157



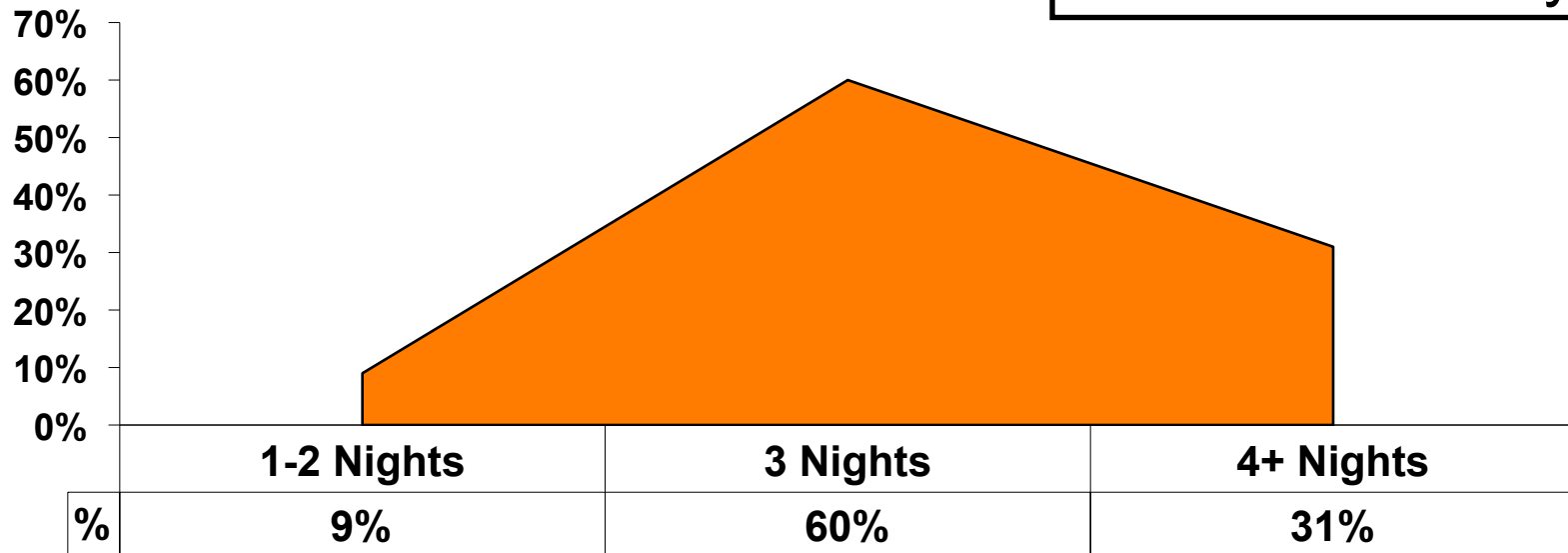
- The average repeat visitor has been to Guam 2.6 times.
- One-third of the repeat visitors have been to Guam within the last 2 years.

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

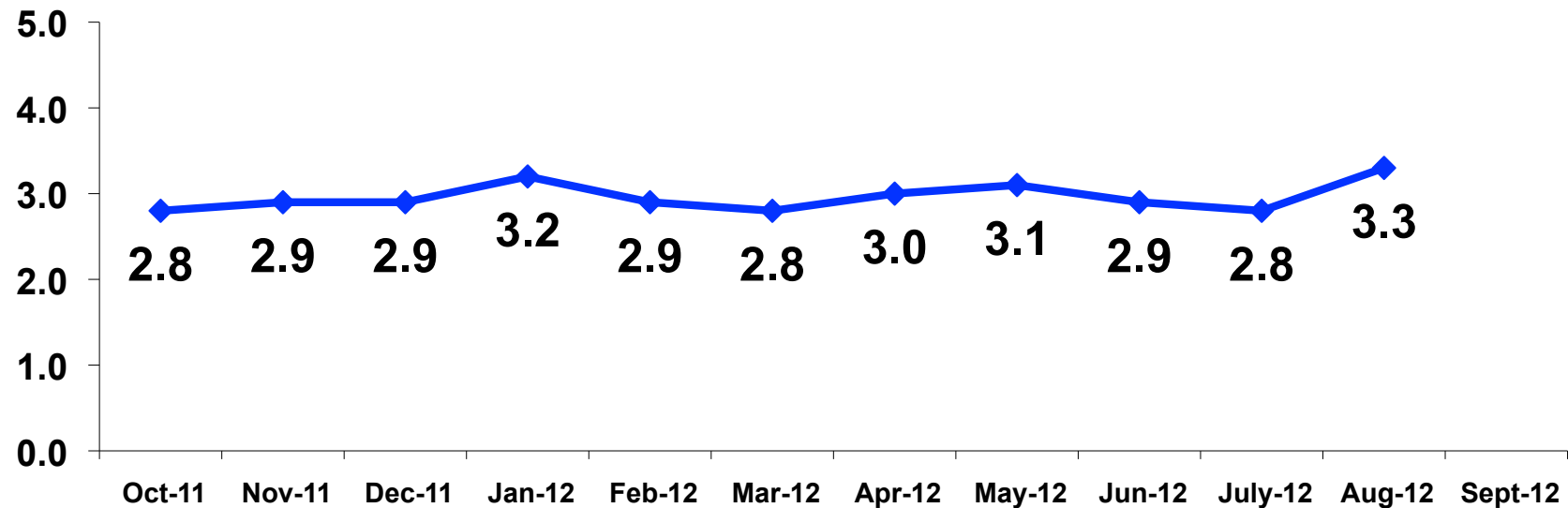


Length of Stay

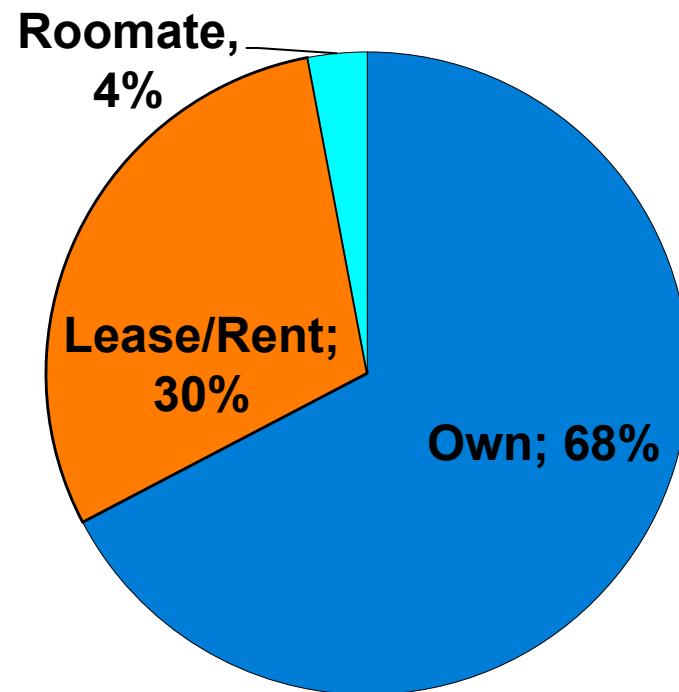
Mean = 3.30 Days
Median = 3.0 Days



Average Length of Stay



Living Accommodations

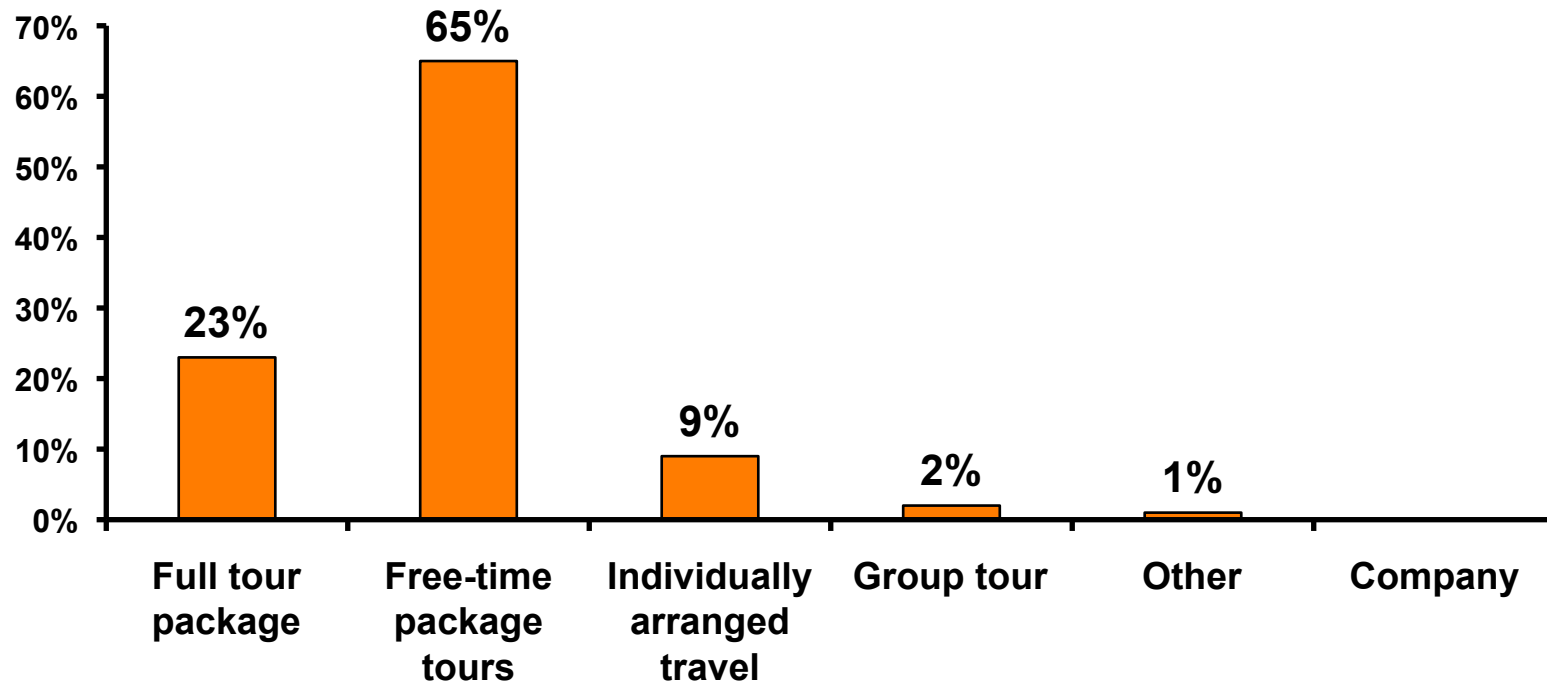


Occupation by Income

		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	15%	19%	25%	6%	15%	22%	5%	100%	
	Co. Employee: Salesperson	14%	6%	20%	32%	16%	15%	7%		
	Co. Employee: Office Worker Non-Managerial	15%	16%	30%	19%	9%	12%	13%		
	Self Employed	9%	6%	10%	3%	10%	9%	15%		
	Homemaker	9%				11%	12%	15%		
	Co. Employee: Manager	8%				11%	13%	15%		
	Teacher	7%	13%	15%	6%	8%	6%	4%		
	Professional or Specialist	5%	3%		3%	3%	3%	15%		
	Student	6%	13%		6%	3%	3%	4%		
	Skilled Worker	3%	6%			9%	1%			
	Government Employee: Office Worker Non-Managerial	3%	3%		10%	4%	1%	2%		
	Unemployed	2%	6%		6%		1%	2%		
	Other	2%	3%		3%	3%		2%		
	Freeter	1%	3%							
	Co. Employee: Executive	0%						2%		
	Government Employee: Manager	0%						2%		
	Government Employee: Executive	0%			3%					
	Free-lancer	0%					1%			
Total	Count	315	31	20	31	80	68	55		1

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

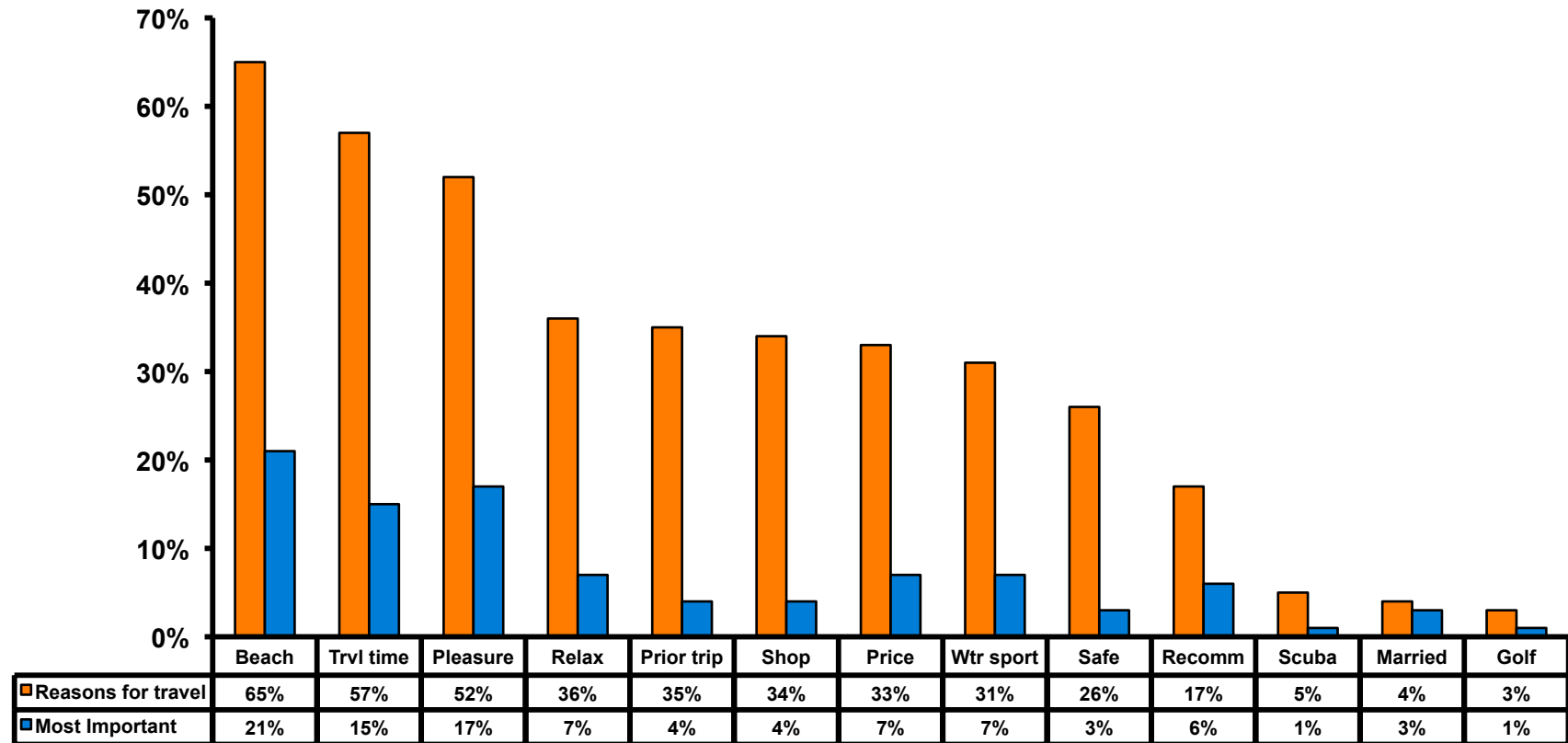


Accommodation by Income

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	17%	23%	20%	31%	15%	10%	22%		
Outrigger Guam Resort	9%		5%	6%	13%	10%	13%		
Guam Reef Hotel	10%	13%		9%	9%	6%	9%		
Grand Plaza Hotel	8%	10%	25%	9%	9%	6%	4%		
Pacific Bay Hotel	7%	10%	15%	9%	9%	6%			
Hilton Guam Resort & Spa	6%	3%	5%		10%	10%	7%		
Onward Beach Resort	6%			6%	5%	10%	9%		
Pacific Islands Club PIC	5%	3%		3%	4%	3%	11%	100%	
Hyatt Regency Guam	4%	6%	10%	3%	4%	3%	4%		
The Westin Resort Guam	3%	6%			4%	6%	2%		
Hotel Nikko Guam	3%	3%		3%	3%	7%	2%		
Holiday Resort Guam	3%	6%		6%	3%	3%			
Oceanview Hotel	3%	3%	10%	3%	1%	3%			
Guam Marriott Resort Hotel	2%				1%	4%	5%		
Leo Palace Resort	2%	3%		6%	3%	1%	2%		
Fiesta Resort Guam	3%	3%		3%	1%	1%	4%		
Sheraton Laguna Resort	2%	3%			3%	1%	2%		
Other	2%				3%	3%	2%		
Royal Orchid Guam	1%				4%				
Guam Aurora Resort Villa & Spa	1%		5%			1%			
Bayview Hotel	1%					3%			
Ramada Suites Guam	1%		5%						
Tumon Bay Capital Hotel	1%	3%					2%		
Hotel Sane Fe	0%						2%		
Total	Count	327	31	20	32	80	68	55	1

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%	33%	68%	65%	66%	59%	66%	65%
Short travel time	57%	33%	50%	54%	71%	48%	58%	55%
Pleasure	52%	67%	58%	47%	52%	44%	46%	58%
Just to relax	36%	33%	31%	35%	46%	22%	36%	36%
A previous visit	35%	67%	21%	43%	39%	41%	33%	37%
Shopping	34%	67%	37%	32%	32%	33%	33%	35%
Price of the tour package	33%	33%	32%	28%	38%	30%	36%	30%
Water sports	31%	33%	40%	27%	27%	15%	29%	32%
It is a safe place to spend a vacation	26%		18%	25%	35%	26%	31%	20%
Recommendation of friend, relative, travel agency	17%		27%	17%	9%	7%	11%	23%
SCUBA diving	5%		5%	2%	6%	4%	6%	3%
To get married or Attend wedding	4%		4%	5%	1%	7%	4%	3%
To golf	3%		1%	4%	5%	7%	4%	3%
Organized Sporting Activity	3%		2%	4%	4%	4%	4%	2%
Honeymoon	2%		6%				3%	1%
To visit friends or relatives	2%		1%	2%	3%		2%	2%
My company sponsored me	2%			1%	3%	4%	2%	1%
Company or Business trip	1%			2%	2%		1%	1%
Other	1%				2%	7%	1%	1%
Promotional materials from GVB	1%				3%		1%	1%
Special promotion	1%		1%		2%		1%	1%
Career certification or testing	0%			1%				1%
Total Cases	327	3	114	81	99	27	166	161

Motivation by Income

	TOTAL	PERSONAL INCOME						
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.5 Beautiful seas, beaches, tropical climate	65%	55%	70%	59%	64%	69%	67%	100%
Short travel time	57%	42%	55%	38%	56%	66%	67%	100%
Pleasure	52%	52%	50%	59%	51%	47%	49%	100%
A previous visit	35%	39%	30%	34%	44%	40%	29%	100%
Just to relax	36%	19%	25%	34%	34%	37%	45%	
Shopping	34%	35%	35%	44%	31%	28%	42%	
Price of the tour package	33%	13%	30%	28%	31%	47%	31%	
Water sports	31%	29%	40%	22%	28%	32%	22%	
It is a safe place to spend a vacation	26%	13%	40%	25%	29%	31%	27%	
Recommendation of friend, relative, travel agency	17%	29%		31%	16%	13%	11%	
SCUBA diving	5%	6%	5%	3%	10%		4%	
To golf	3%			3%	1%	4%	11%	
To get married or Attend wedding	4%	3%	5%	9%	5%	1%		
Organized Sporting Activity	3%	3%	5%	9%	3%	3%	2%	
Honeymoon	2%	3%	5%		1%	3%	2%	
To visit friends or relatives	2%	3%			1%	3%	2%	
My company sponsored me	2%		5%			4%	2%	
Company or Business trip	1%		5%		1%		4%	
Other	1%				1%	1%	2%	
Promotional materials from GVB	1%		5%	3%	1%			
Special promotion	1%			3%	1%	1%		
Career certification or testing	0%				1%			
Total Cases	327	31	20	32	80	68	55	1

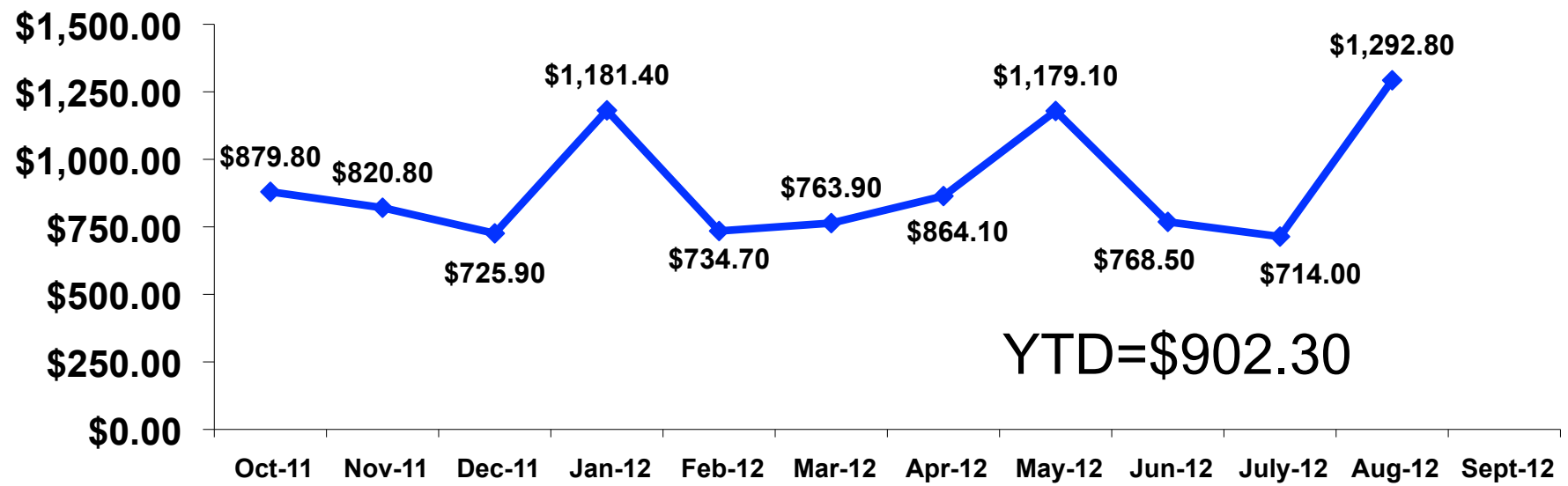
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥78.50/US\$1

- \$3,644.90 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$25,477 = maximum (highest amount recorded for the entire sample)
- \$1,292.80 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

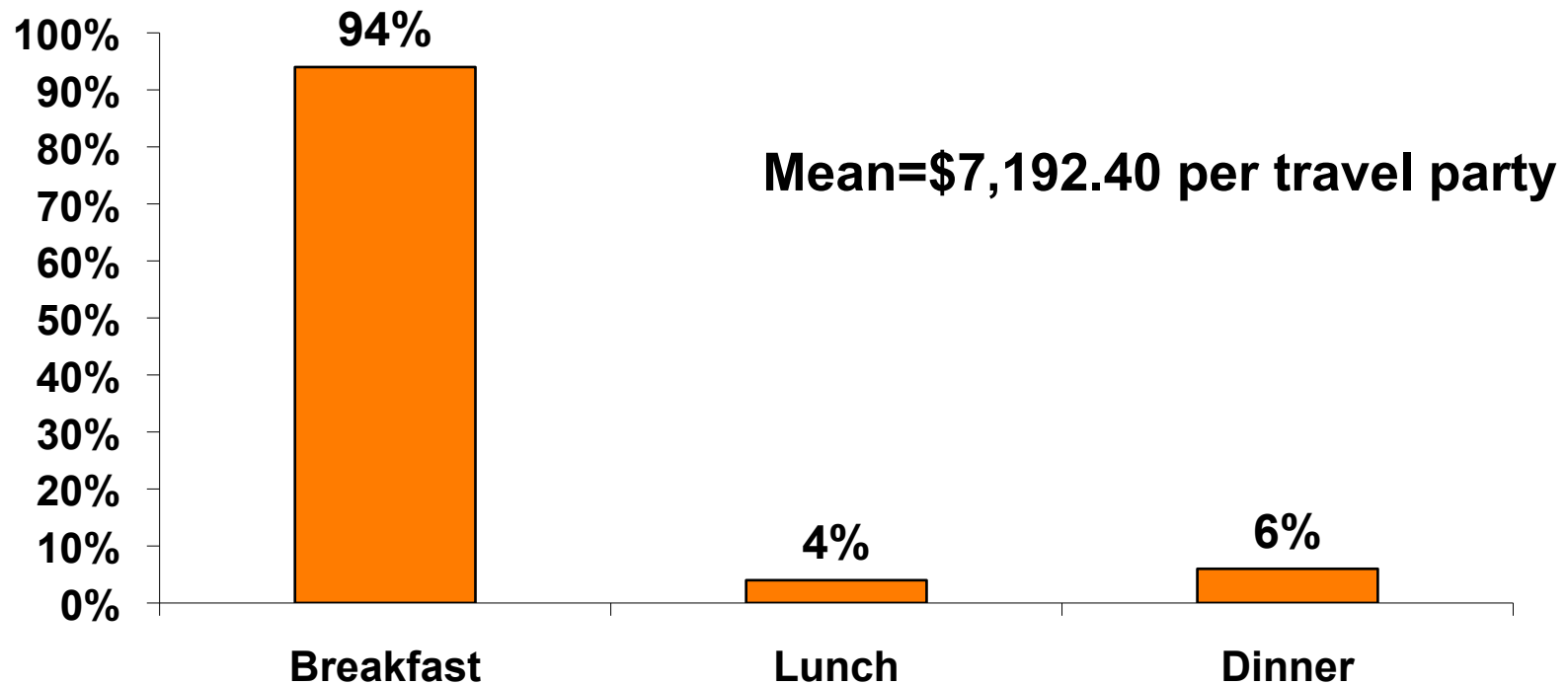
¥78.50=\$1

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

	MEAN \$
Air & Accommodation package only	\$3,308.10
Air & Accommodation w/ daily meal package	\$7,192.40
Air only	\$2,911.30
Accommodation only	\$1,079.60
Accommodation w/ daily meal only	\$1,273.90
Food & Beverages in Hotel	\$191.10
Ground transportation- Japan	\$199.30
Ground transportation- Guam	\$130.60
Optional tours/ activities	\$559.50
Other expenses	\$498.60
Total Prepaid	\$3,644.90

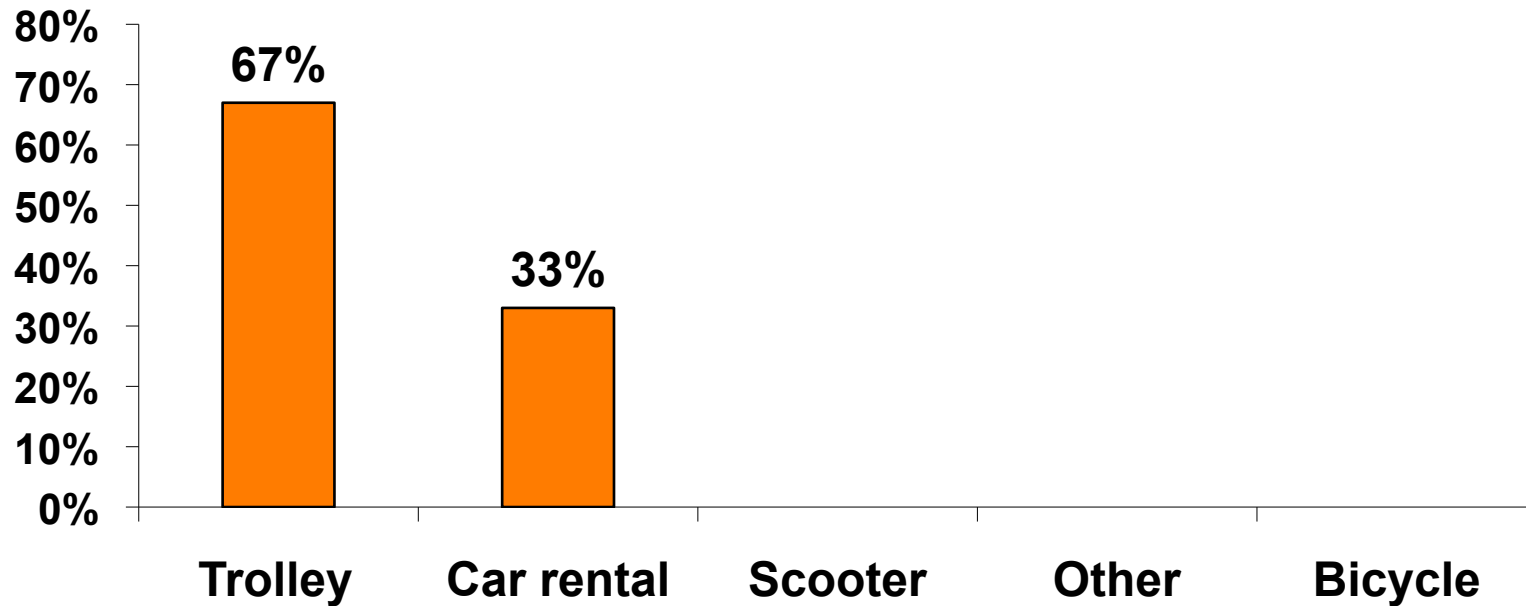
Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package
n=52



Prepaid Ground Transportation

n=3

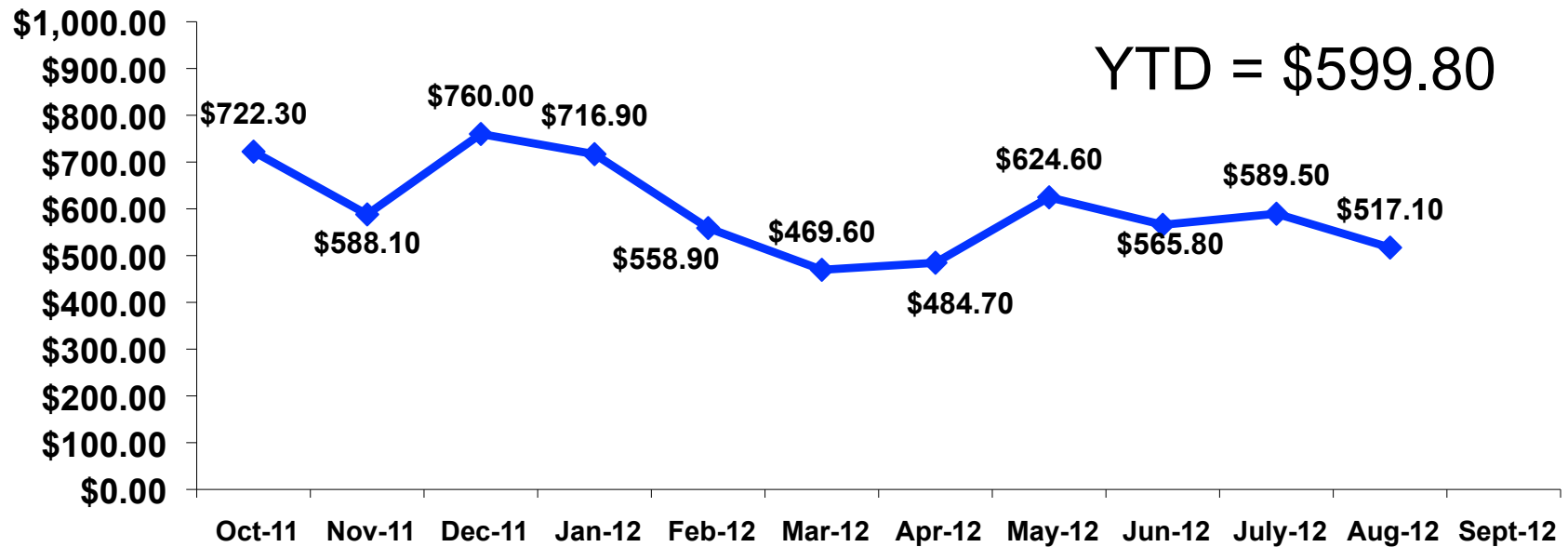


Mean=\$130.60 per travel party

On-Island Expenditures

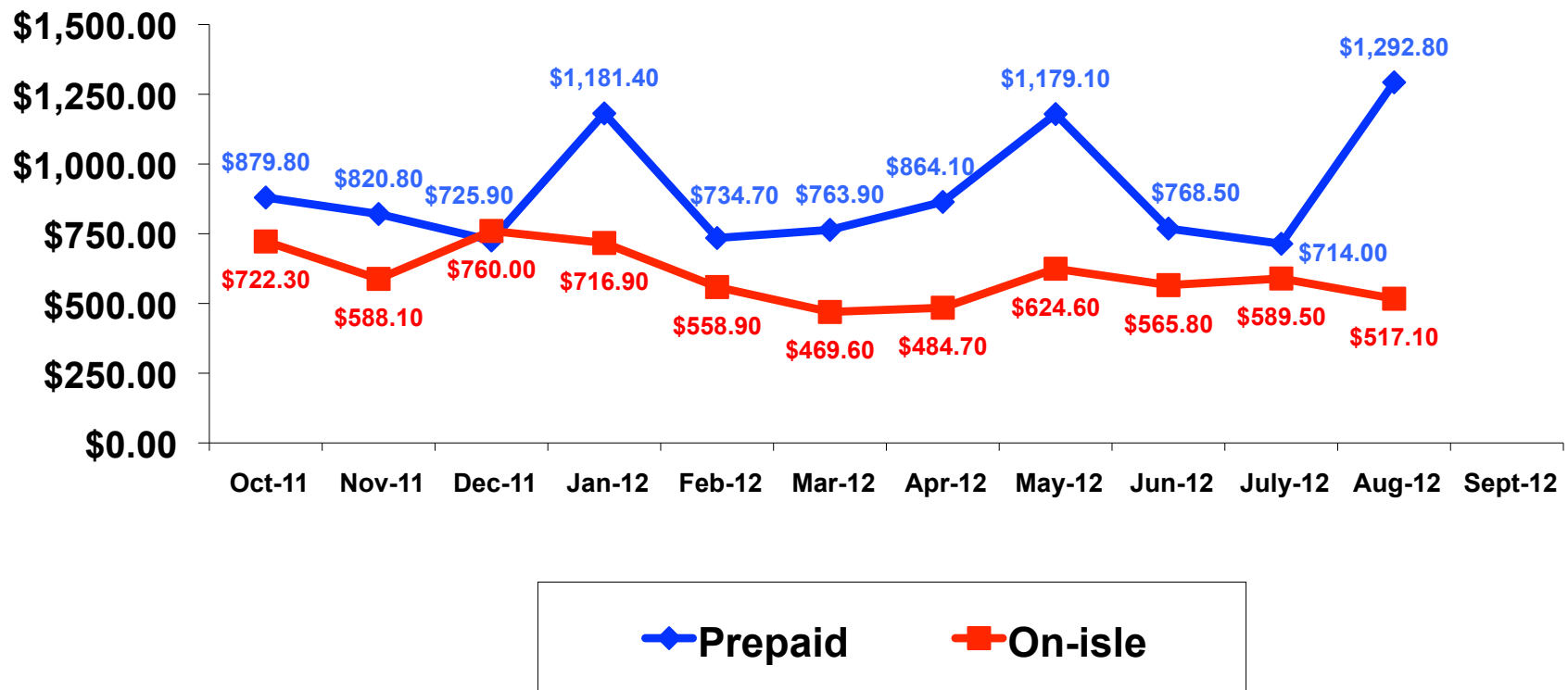
- \$1,135.10 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$12,000 = Maximum (highest amount recorded for the entire sample)
- \$517.10 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid/ On-Island Expenditures Per Person

Prepaid YTD = \$902.30 On-Island YTD = \$599.80



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	\$1,135.06	\$1,298.22	\$966.84	\$765.85	\$1,363.35	\$1,457.62	\$1,513.24	\$1,066.67	\$654.72	\$922.66	\$1,590.15	\$1,166.40
Median	\$800	\$1,000	\$600	\$543	\$1,000	\$1,050	\$1,000	\$1,100	\$500	\$600	\$1,080	\$782

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$50.78	\$58.87	\$42.43	\$0.00	\$24.94	\$63.21	\$63.49	\$79.81
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$44.04	\$52.67	\$35.14	\$50.00	\$23.39	\$39.99	\$68.74	\$45.93
REST/CONV	Median	\$15	\$21	\$10	\$50	\$10	\$10	\$30	\$10
F&B-OUT- SIDE	Mean	\$96.31	\$124.90	\$66.83	\$50.00	\$45.80	\$86.64	\$146.77	\$136.11
HOTEL/ REST	Median	\$37	\$63	\$20	\$0	\$9	\$18	\$100	\$50
OPTIONAL	Mean	\$156.73	\$149.00	\$164.70	\$66.67	\$152.78	\$124.69	\$195.28	\$122.26
TOUR	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$90	\$0
GIFT/	Mean	\$329.96	\$355.05	\$304.10	\$266.67	\$154.63	\$333.83	\$527.98	\$283.70
SOUV-SELF	Median	\$100	\$100	\$50	\$200	\$38	\$50	\$170	\$100
GIFT/SOUV-	Mean	\$152.98	\$172.52	\$132.84	\$66.67	\$94.05	\$132.37	\$222.34	\$154.44
F&F AT HOME	Median	\$60	\$69	\$50	\$100	\$45	\$60	\$100	\$100
LOCAL TRANS	Mean	\$18.53	\$23.66	\$13.25	\$33.33	\$6.92	\$20.58	\$28.72	\$21.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$308.48	\$345.30	\$270.52	\$533.33	\$201.48	\$387.94	\$303.93	\$541.19
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL ON	Mean	\$1,135.06	\$1,298.22	\$966.84	\$1,066.67	\$686.89	\$1,189.25	\$1,501.80	\$1,384.78
ISLAND	Median	\$800	\$1,000	\$600	\$1,100	\$500	\$930	\$1,080	\$800

On-Island Expenditures

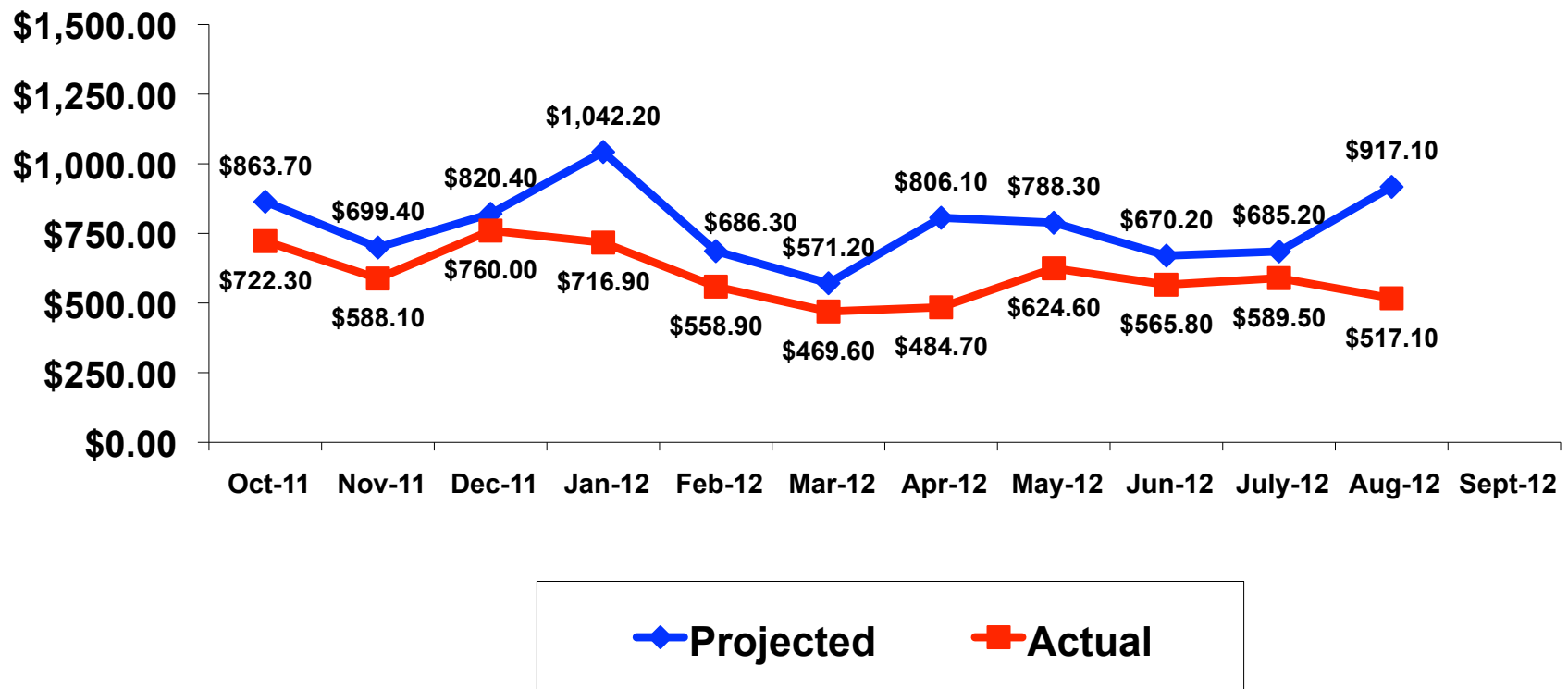
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$40.05	\$62.64
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$36.61	\$52.31
	Median	\$10	\$25
F&B-OUT- SIDE HOTEL/ REST	Mean	\$87.27	\$106.66
	Median	\$20	\$60
OPTIONAL TOUR	Mean	\$172.70	\$140.54
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$224.69	\$445.38
	Median	\$40	\$100
GIFT/SOUV- F&F AT HOME	Mean	\$112.24	\$197.82
	Median	\$50	\$100
LOCAL TRANS	Mean	\$13.75	\$23.80
	Median	\$0	\$0
OTHER EXP	Mean	\$338.53	\$278.07
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$1,016.67	\$1,269.71
	Median	\$700	\$880

Projected On-Island Expenditures

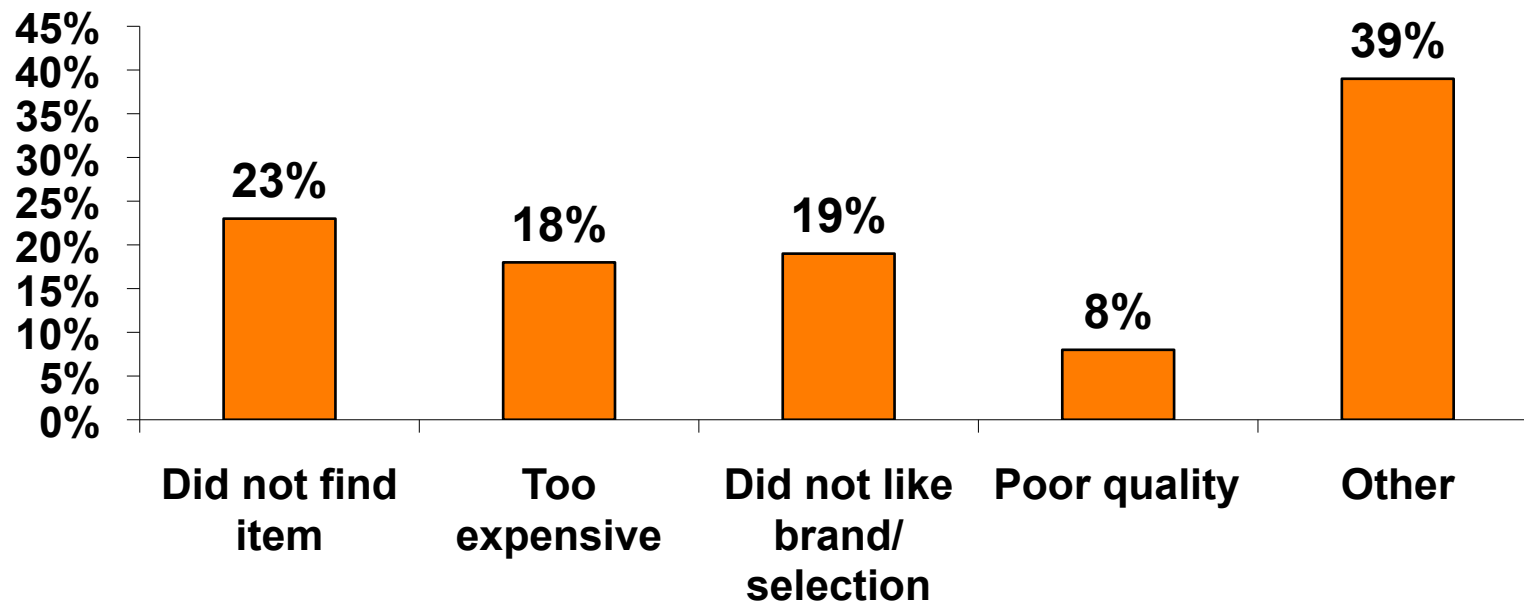
- \$917.10 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$8,000 = Maximum (highest amount recorded for the entire sample)

Projected On-Island Expenditures



Reasons for Spending Less

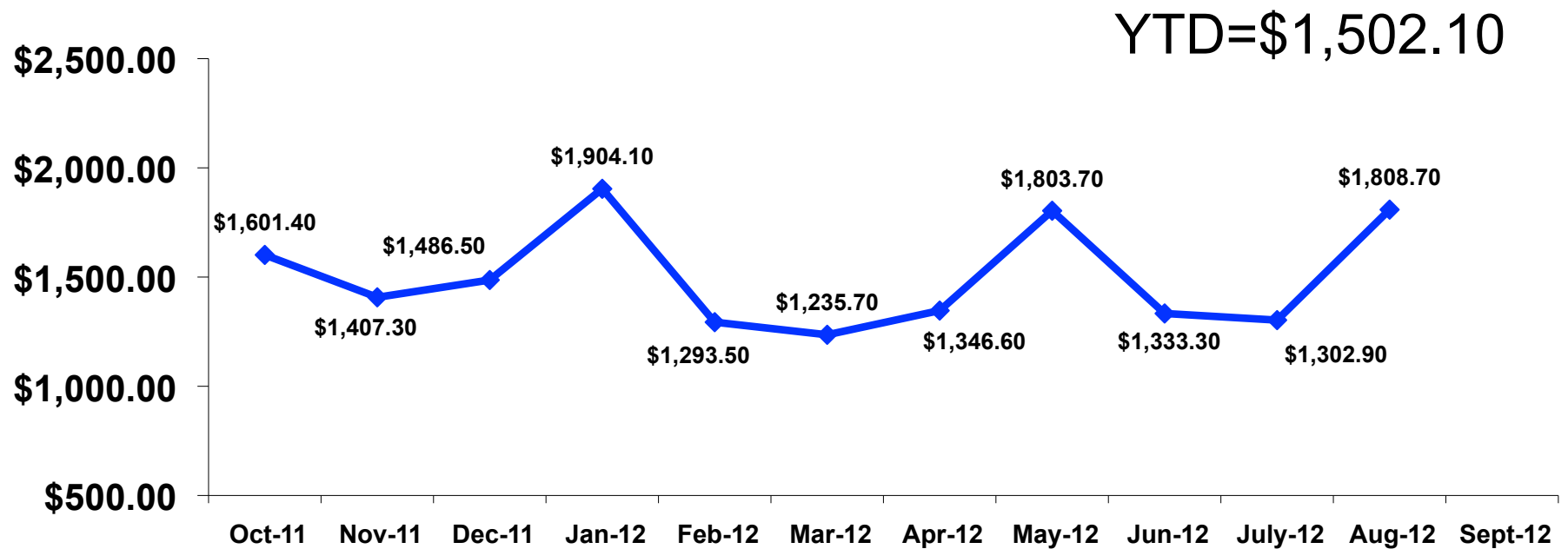
n=119



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,808.70 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,548 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person



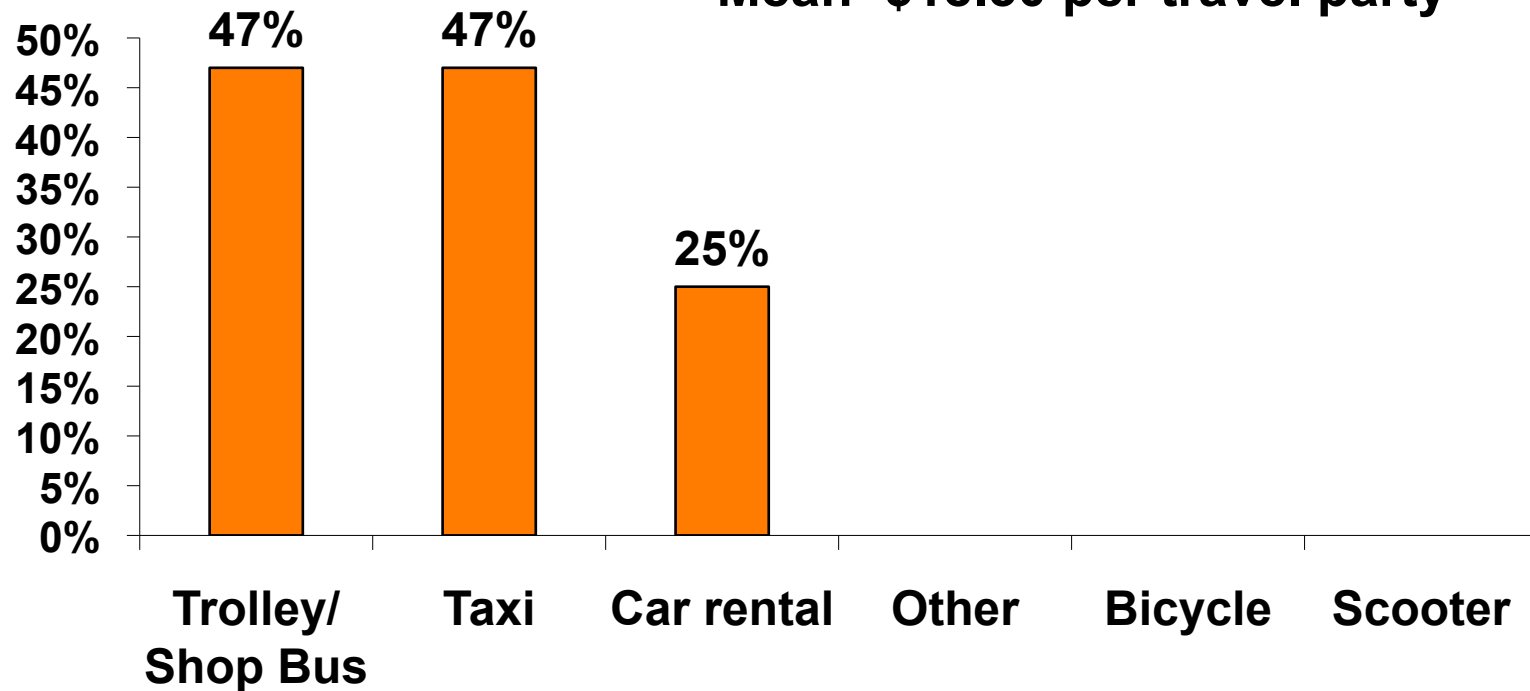
Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$50.80
Food & beverage in fast food restaurant/ convenience store	\$44.00
Food & beverage at restaurants or drinking establishments outside a hotel	\$96.30
Optional tours and activities	\$156.70
Gifts/ souvenirs for yourself/companions	\$330.00
Gifts/ souvenirs for friends/family at home	\$153.00
Local transportation	\$18.50
Other expenses not covered	\$308.50
Average Total	\$1,135.10

Local Transportation

n=64

Mean=\$18.50 per travel party



Guam Airport Expenditures

- \$52.70 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

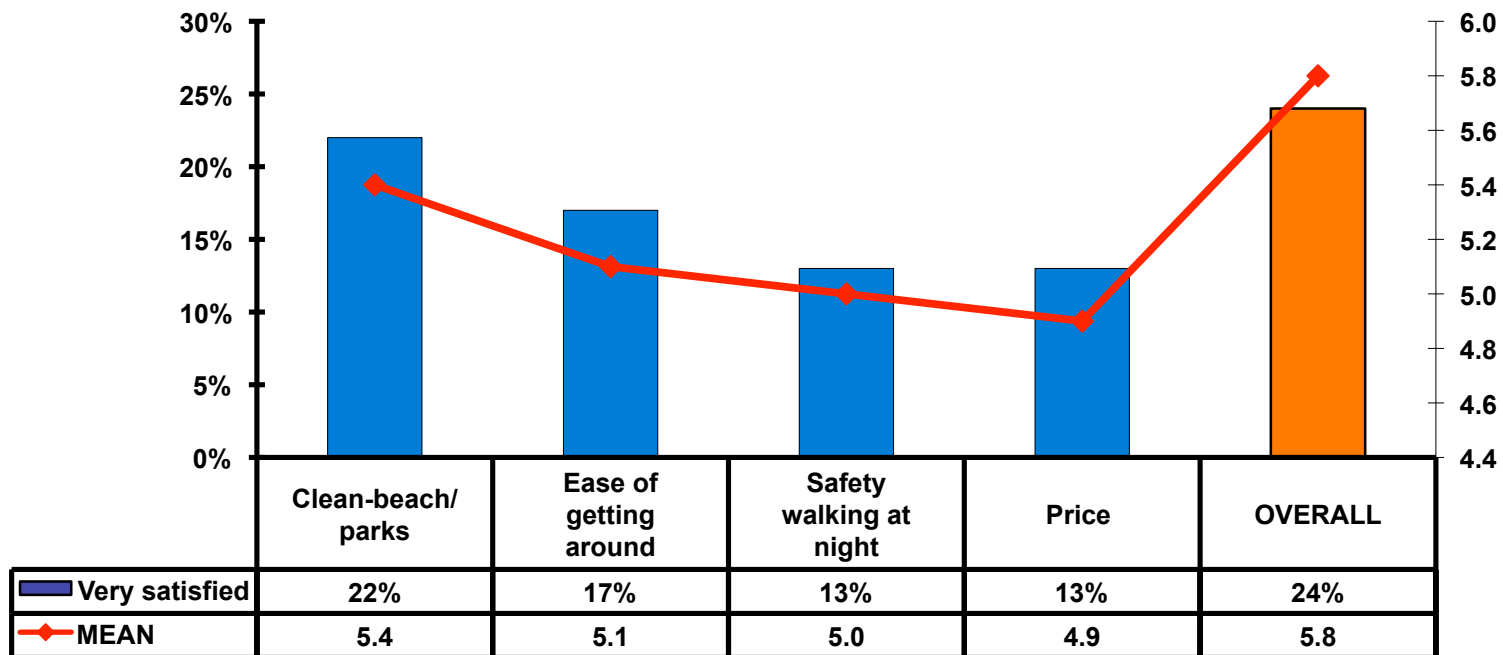
	MEAN \$
Food & Beverages	\$14.00
Gifts/Souvenirs Self	\$22.40
Gifts/Souvenirs Others	\$16.30
Total	\$52.70

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

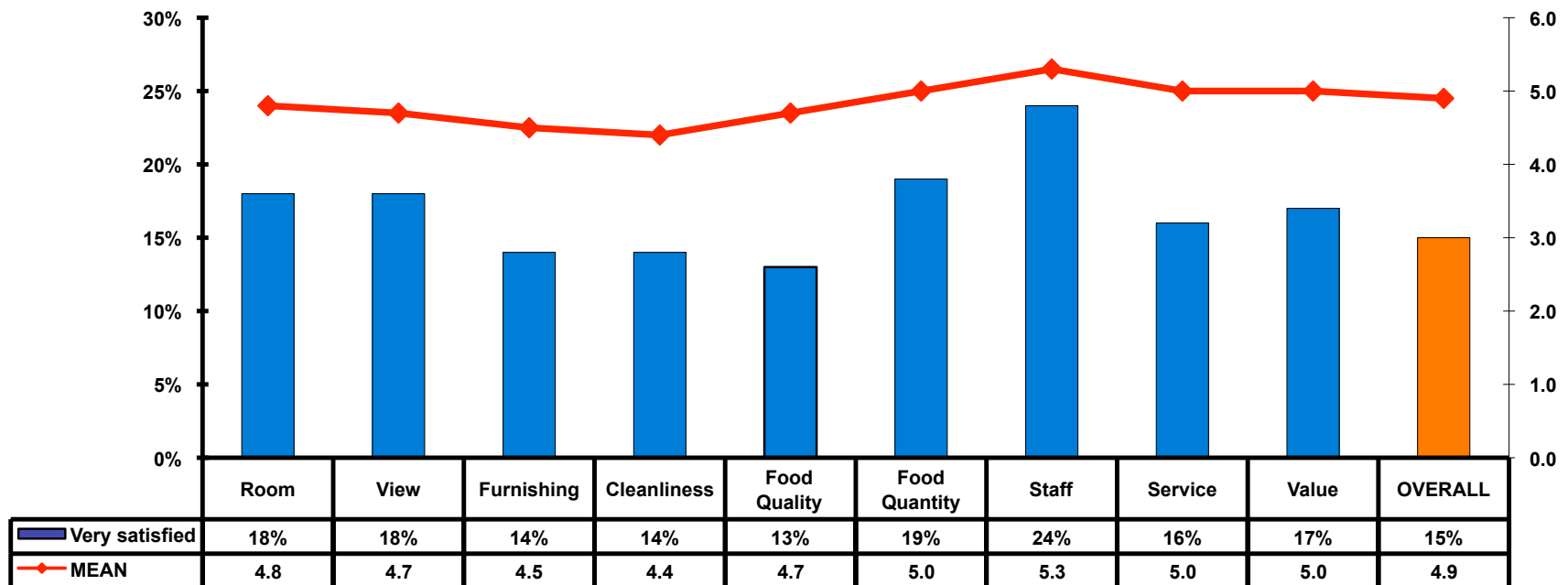
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

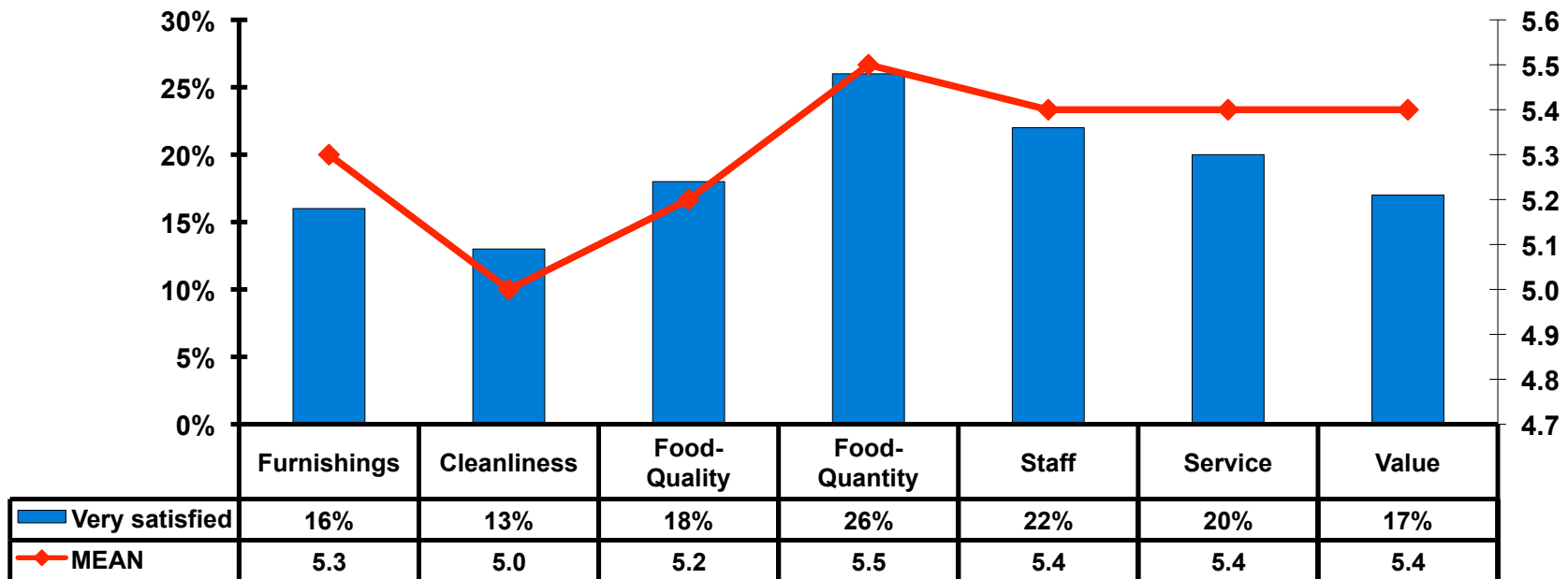
7=Very Satisfied/1=Very Dissatisfied



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

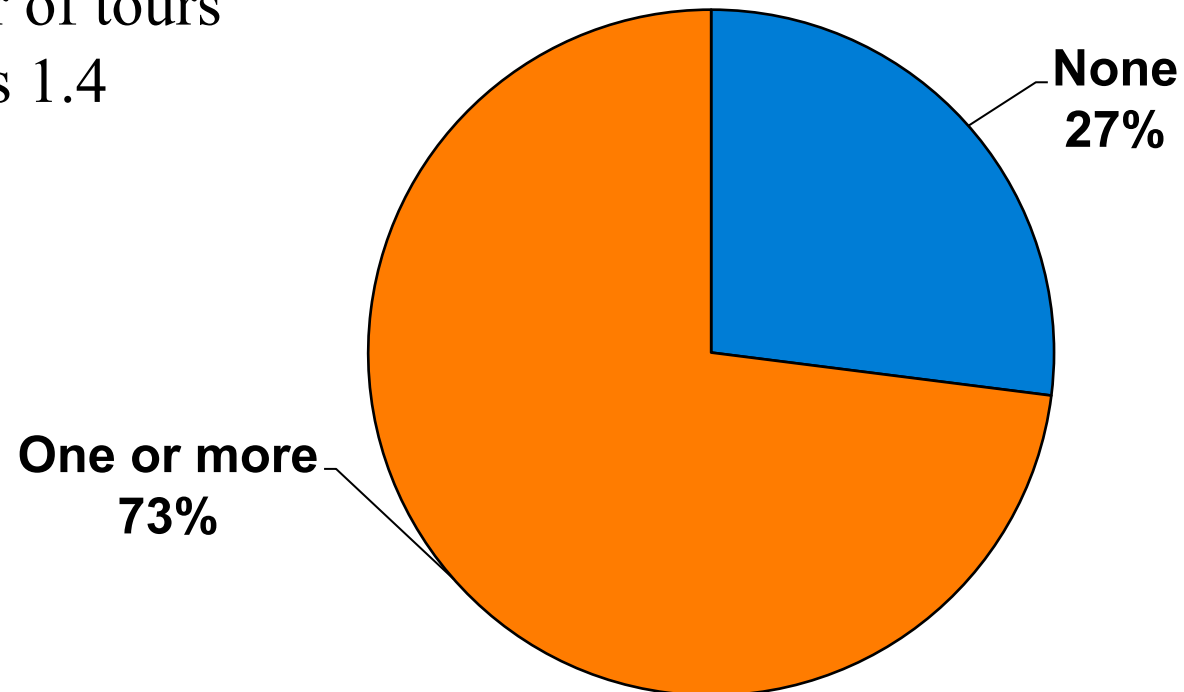
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 51%	Score of 6 to 7 = 48%
Score of 4 to 5 = 46%	Score of 4 to 5 = 47%
Score 1 to 3 = 3%	Score 1 to 3 = 6%
MEAN = 5.4	MEAN = 5.3

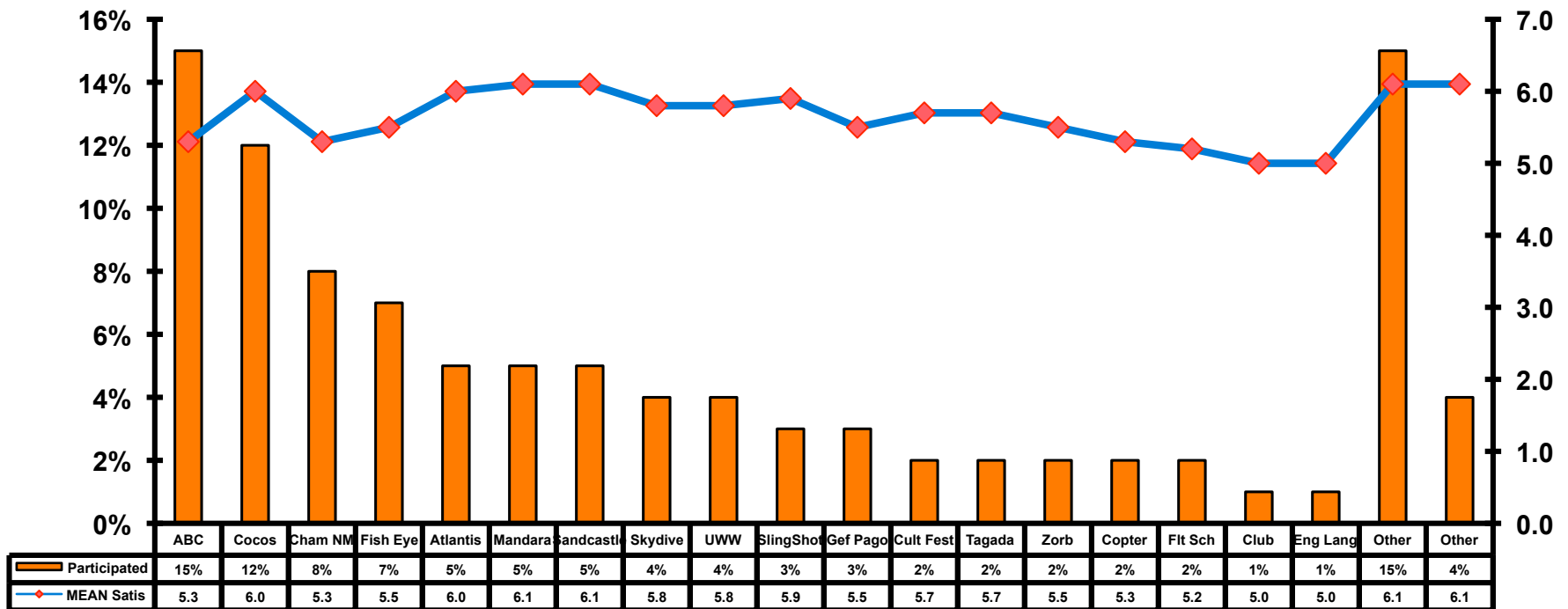
Optional Tour Participation

- Average number of tours participated in is 1.4



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 = 53%	Score of 6 to 7 = 51%
Score of 4 to 5 = 45%	Score of 4 to 5 = 46%
Score 1 to 3 = 2%	Score 1 to 3 = 3%
MEAN = 5.5	MEAN = 5.4

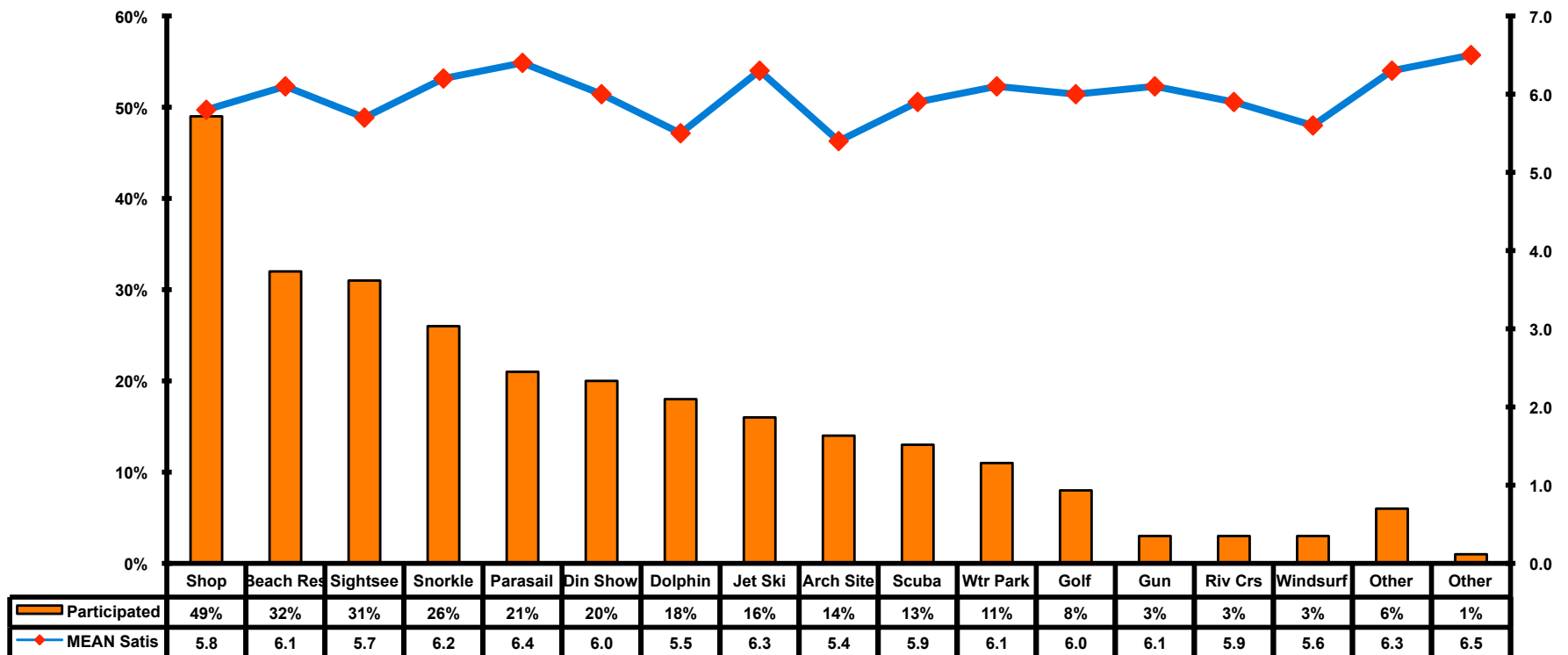
Night Tours Satisfaction

7pt Rating Scale

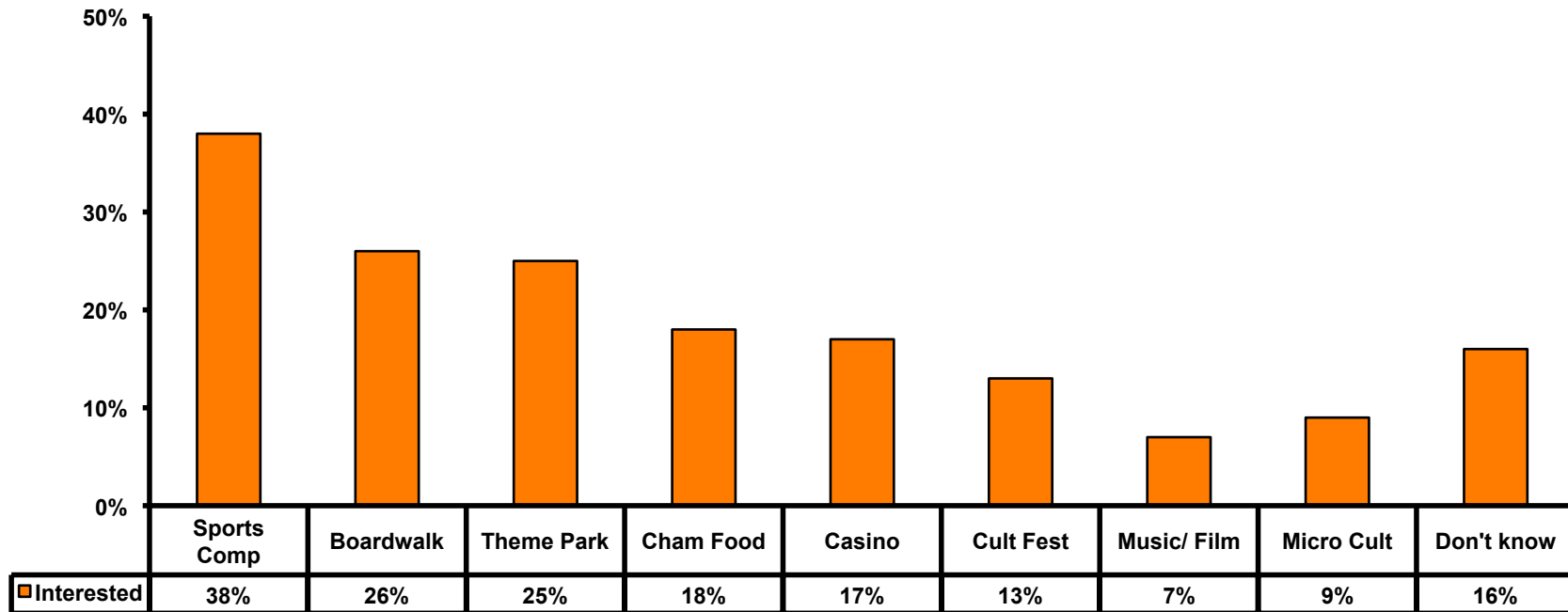
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 27%	Score of 6 to 7 = 25%
Score of 4 to 5 = 69%	Score of 4 to 5 = 70%
Score 1 to 3 = 3%	Score 1 to 3 = 4%
MEAN = 4.8	MEAN = 4.7

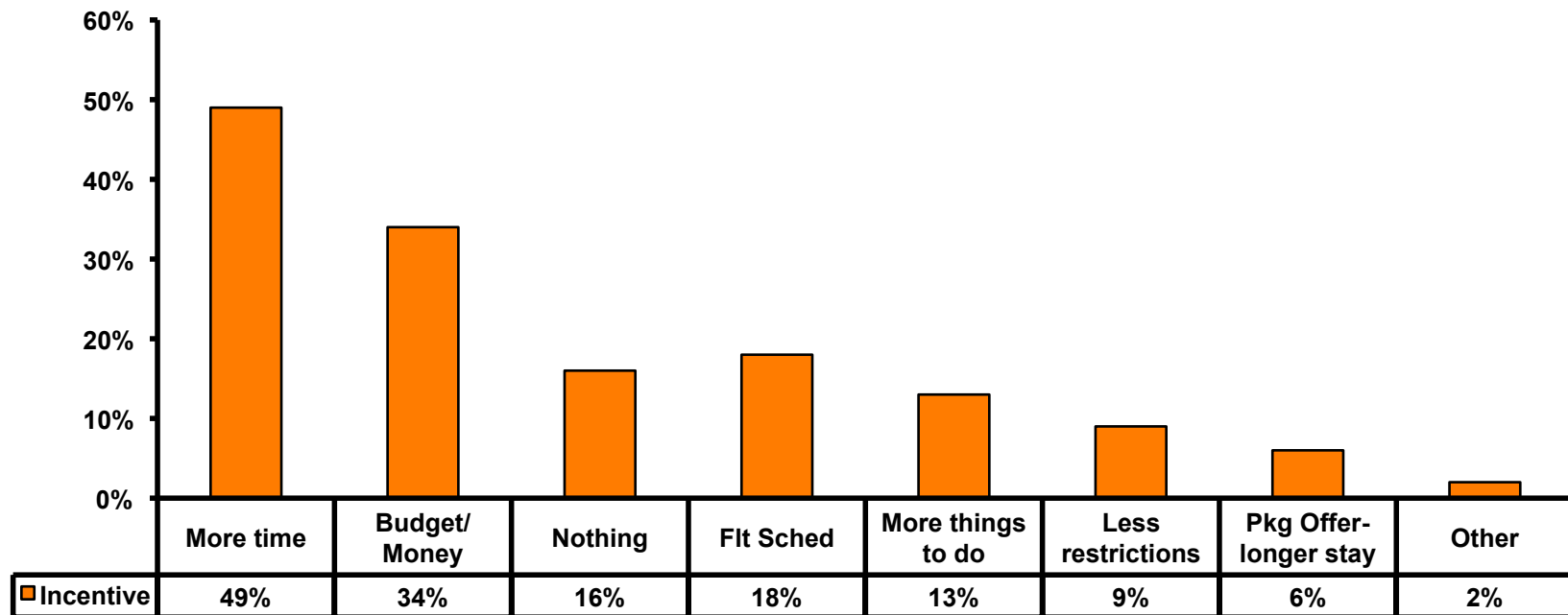
Satisfaction with Other Activities



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



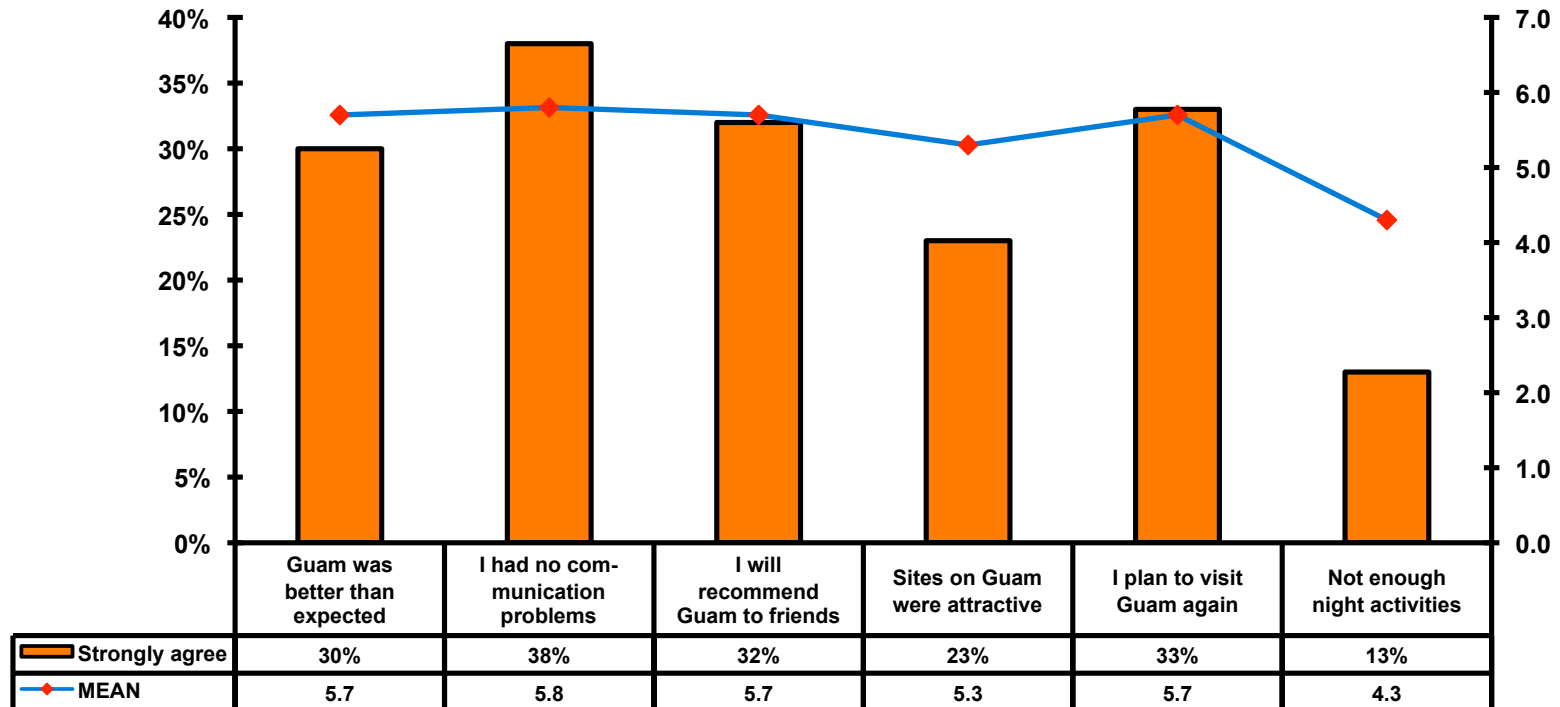
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

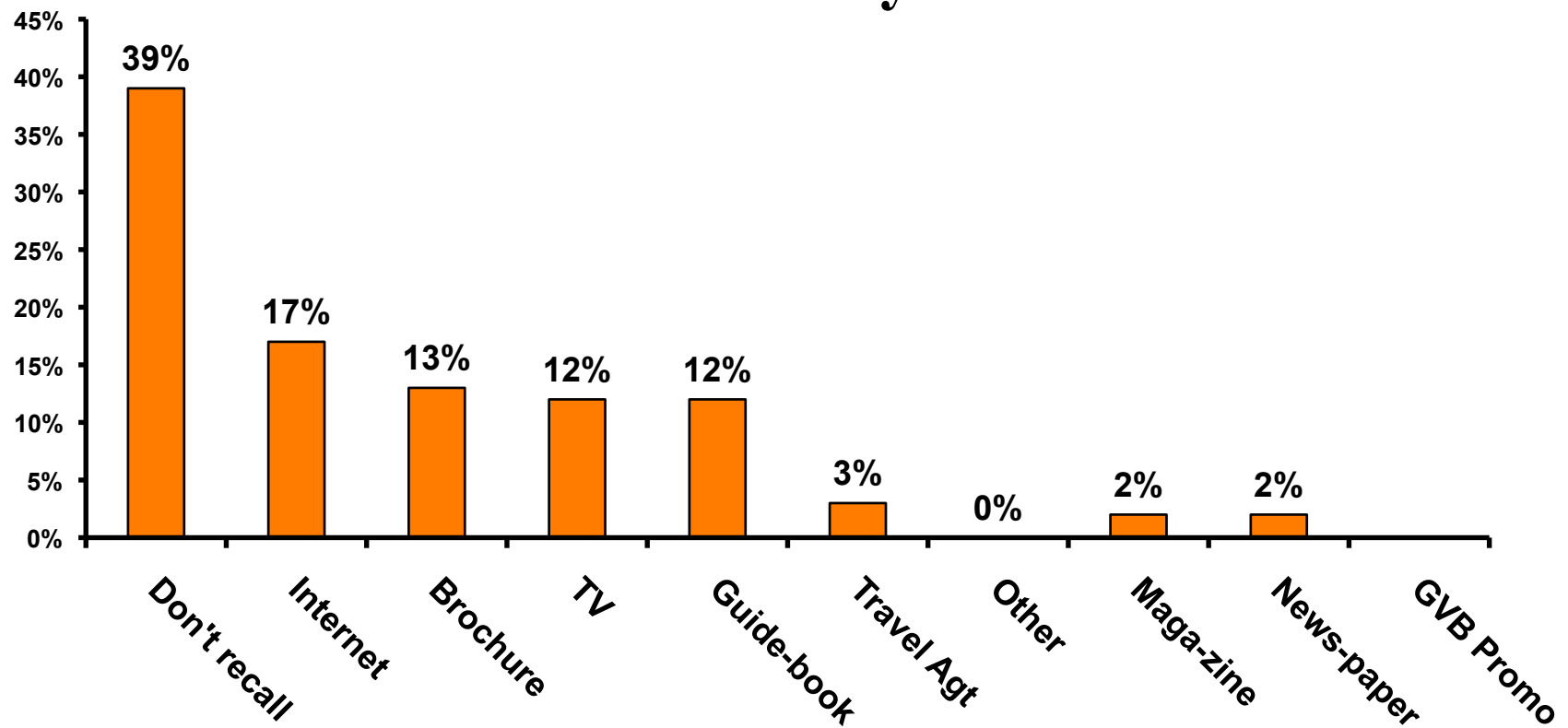
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

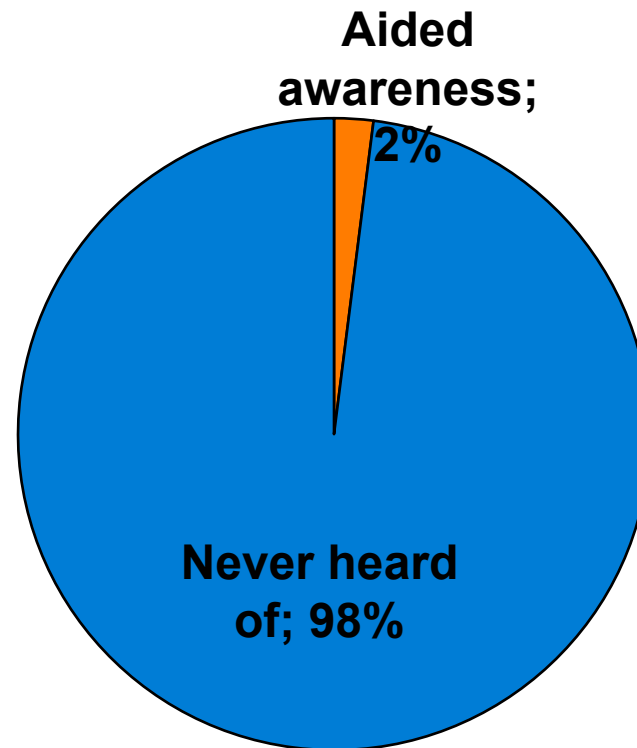


Message Recall

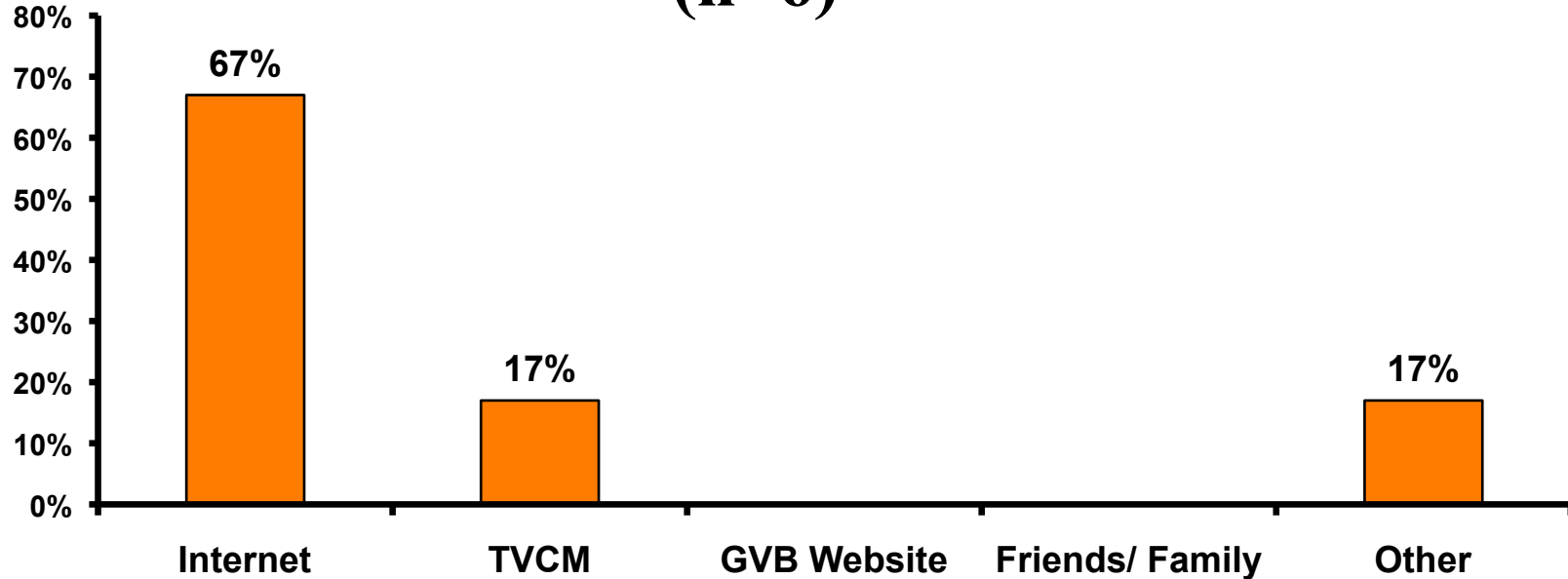
(Filter: recall ad/promo n=200)

- 67% An image
- 10% Other
- 7% Tag line
- 19% Don't recall

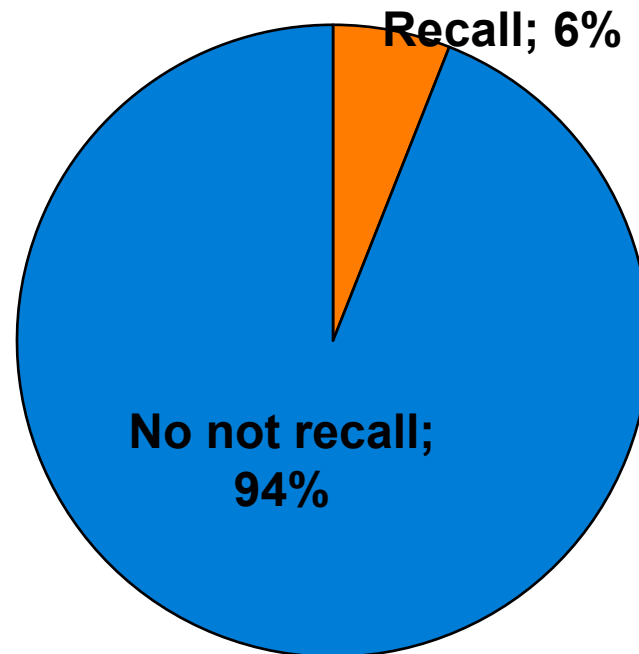
Aided Awareness – Hafa Adai Guam 365 Monitor Campaign



Media Source – Hafa Adai Guam 365 Monitor Campaign (n=6)

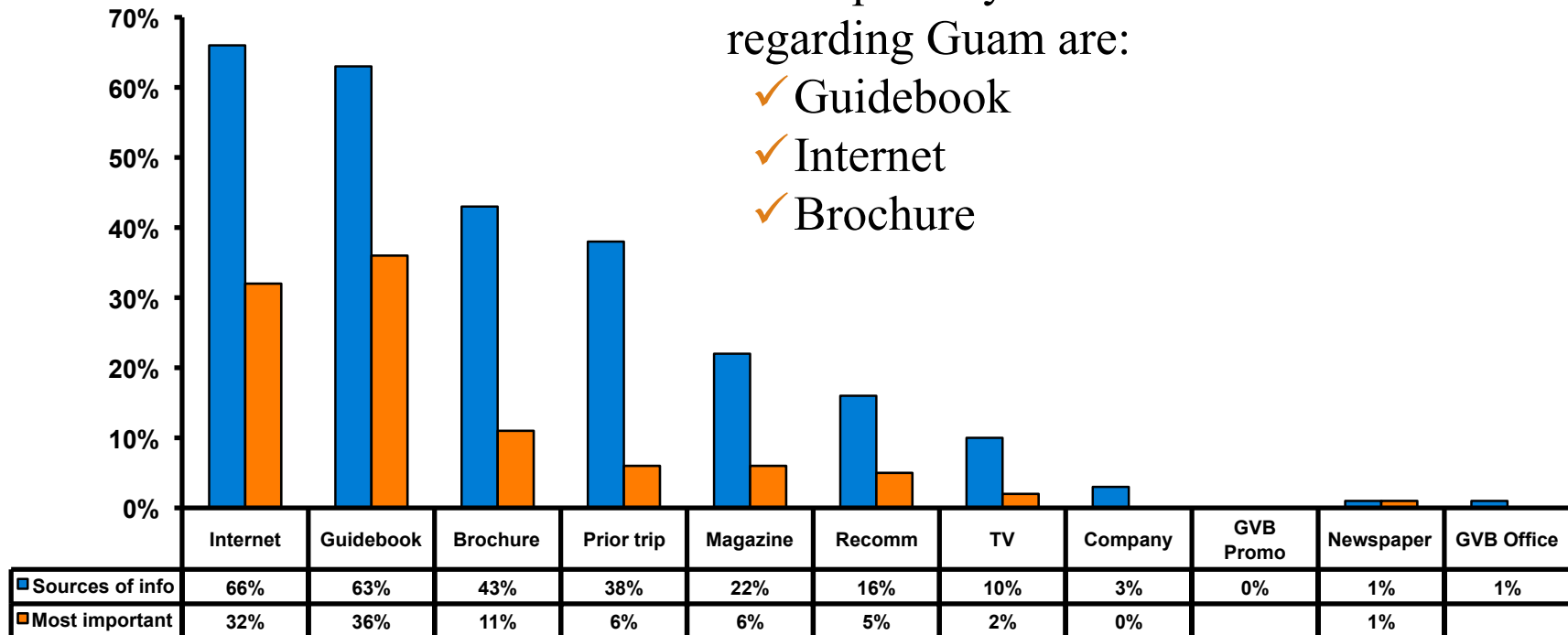


Omoide Guam Commercial



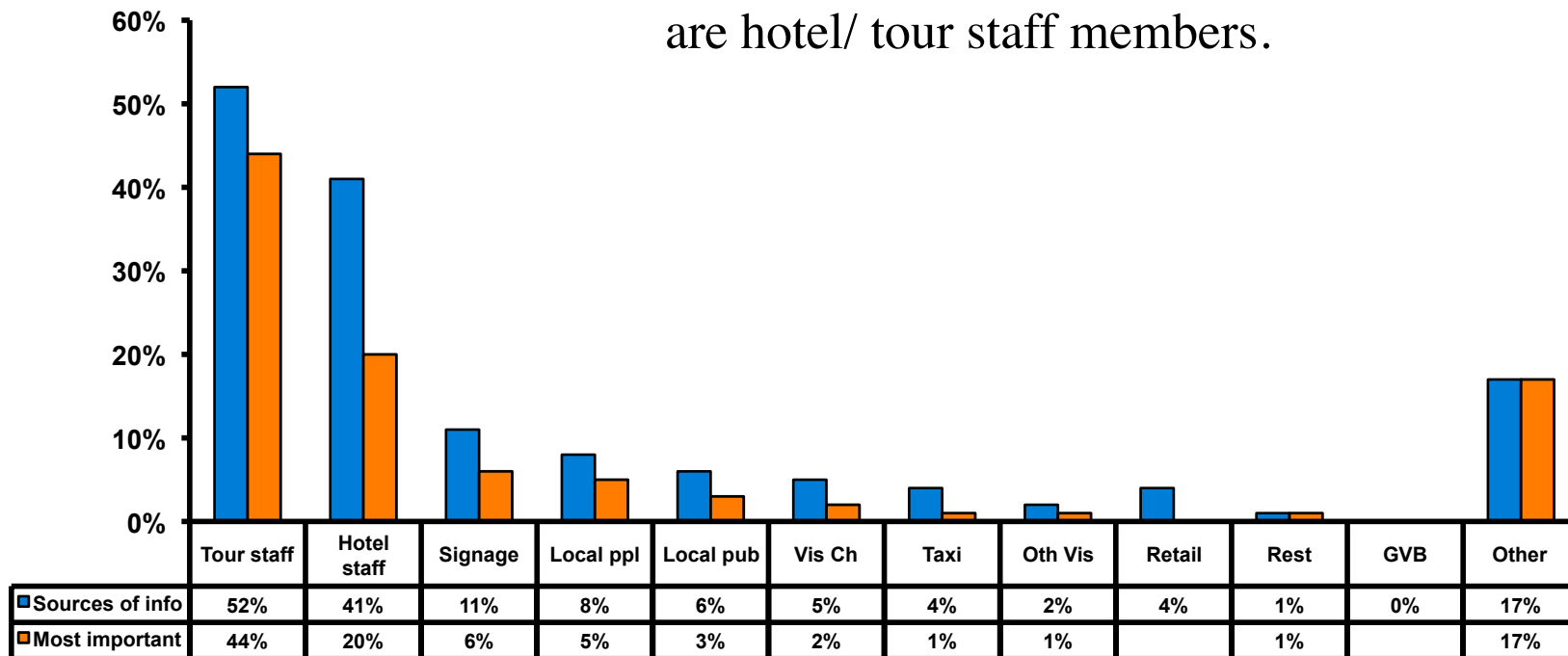
Sources of Information Pre-arrival

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

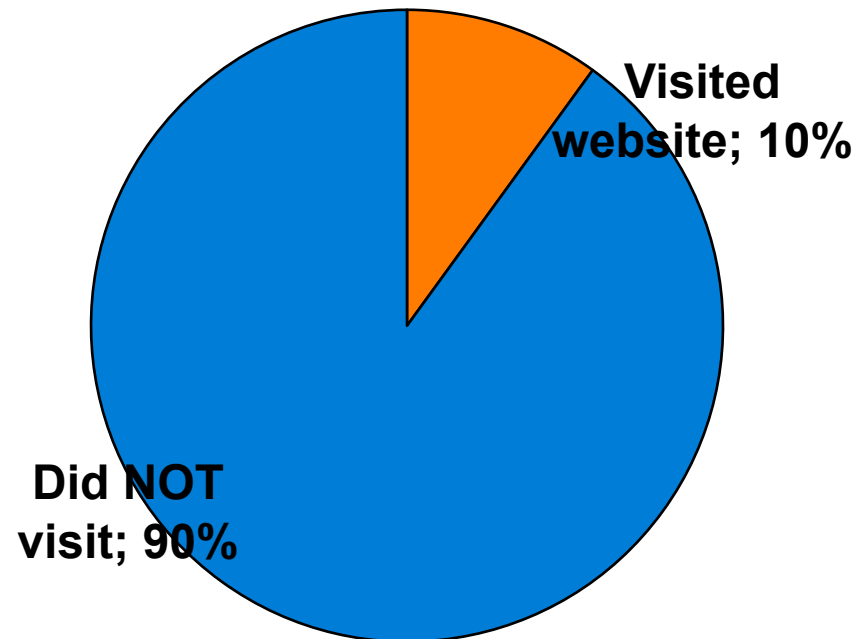


Sources of Information Post-arrival

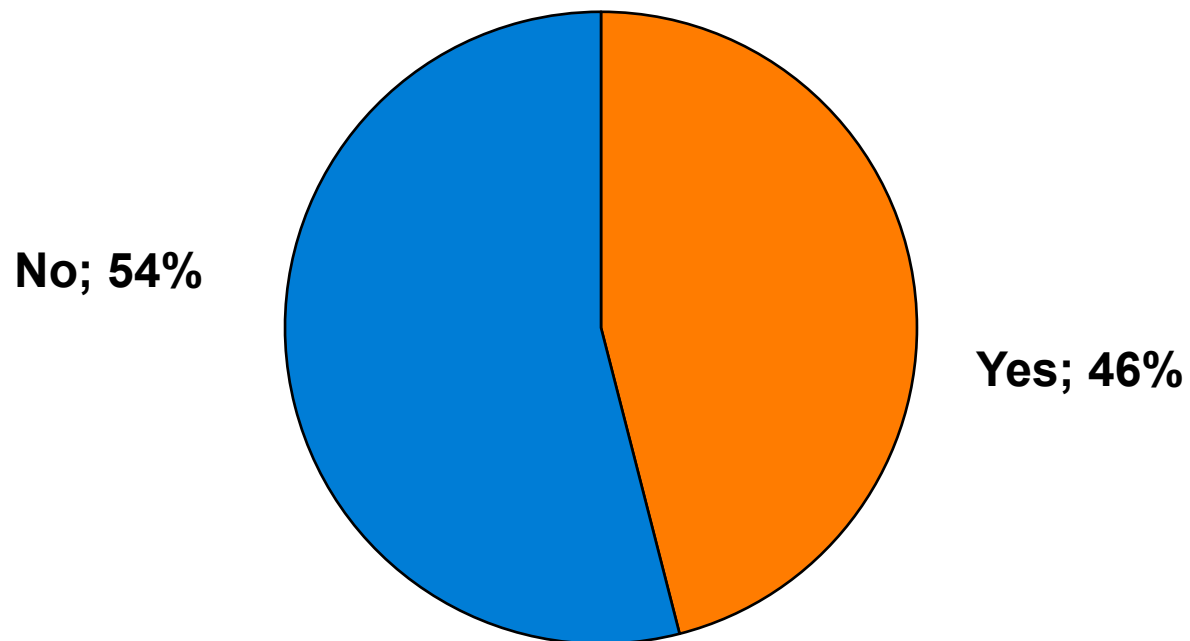
- The primary local source of information are hotel/ tour staff members.



Visited GVB Website

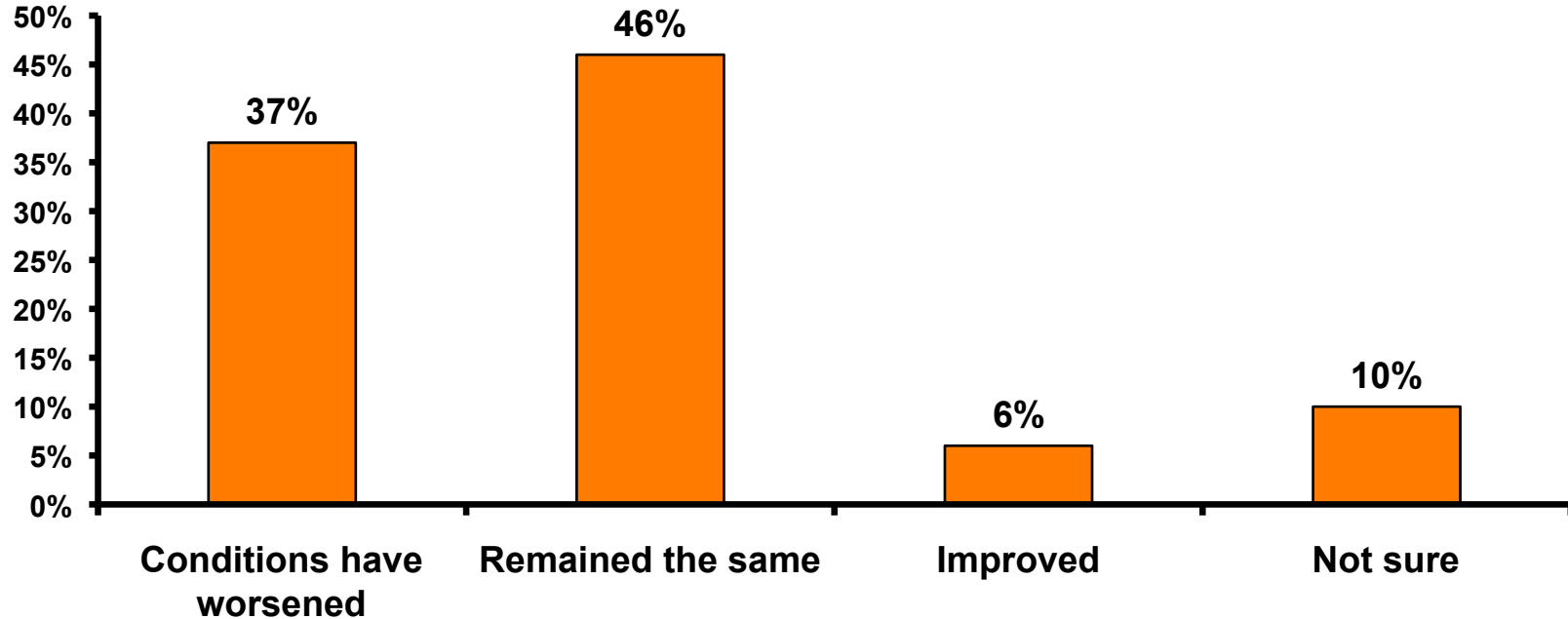


Satellite TV



SECTION 6
OTHER ISSUES

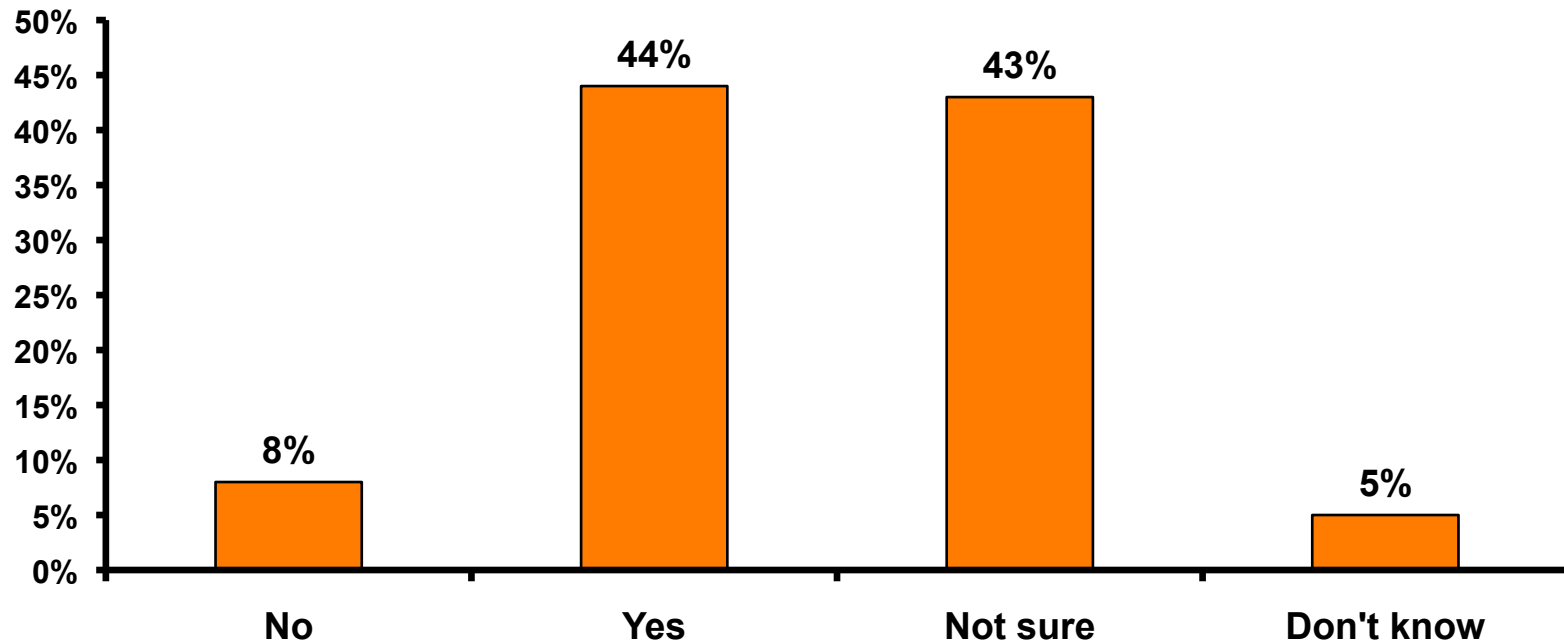
Rating the Japan economy compared to 12 months ago - Overall



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	100%	34%	40%	38%	38%	39%	30%	38%	43%	41%	35%	100%
	Conditions have remained the same		42%	44%	54%	42%	35%	60%	38%	49%	53%	51%	
	Conditions have improved		6%	9%	4%	8%	6%		16%	4%	6%	7%	
	Do not know		18%	7%	4%	12%	19%	10%	9%	4%		7%	
Total	Count	3	114	81	98	26	31	20	32	79	68	55	1

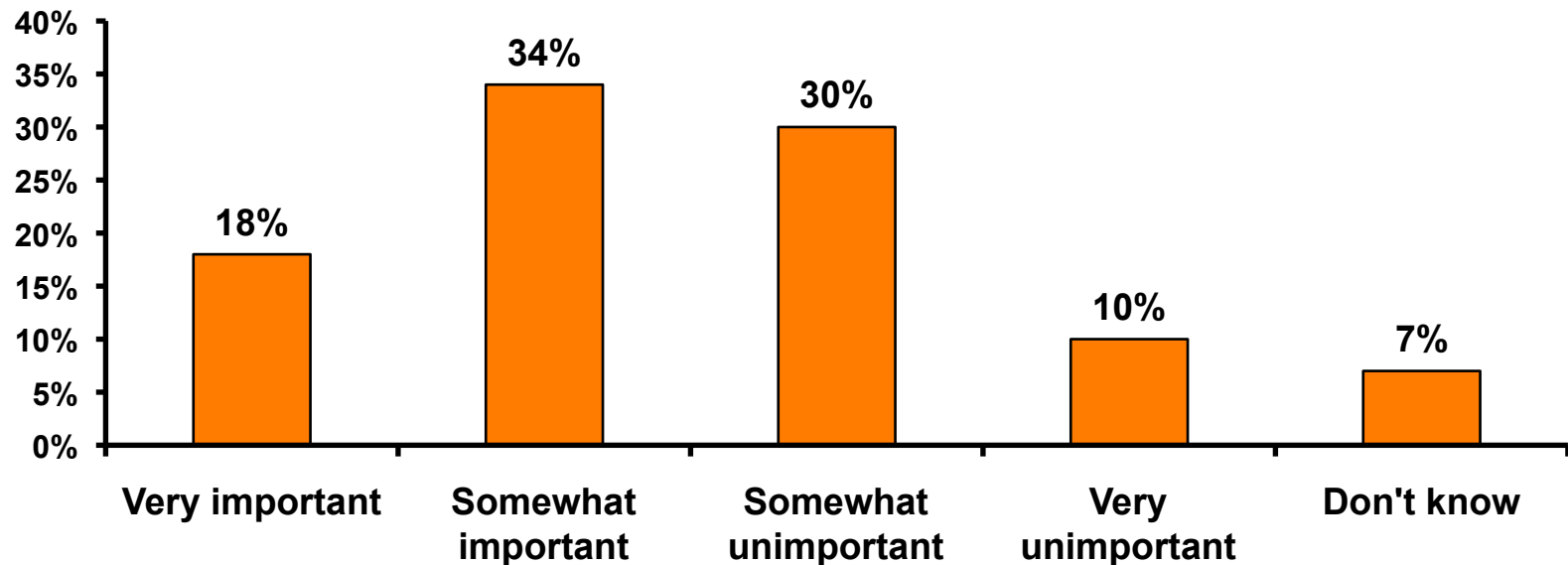
Good time to spend money on travel outside of Japan - Overall



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		7%	11%	9%	4%	16%	10%	6%	8%	10%	7%	
	Yes	67%	47%	36%	41%	59%	29%	60%	53%	48%	43%	48%	
	Not sure	33%	42%	46%	44%	33%	55%	30%	31%	44%	46%	43%	100%
	Do not know		4%	7%	5%	4%			9%		1%	2%	
Total	Count	3	114	81	97	27	31	20	32	79	68	54	1

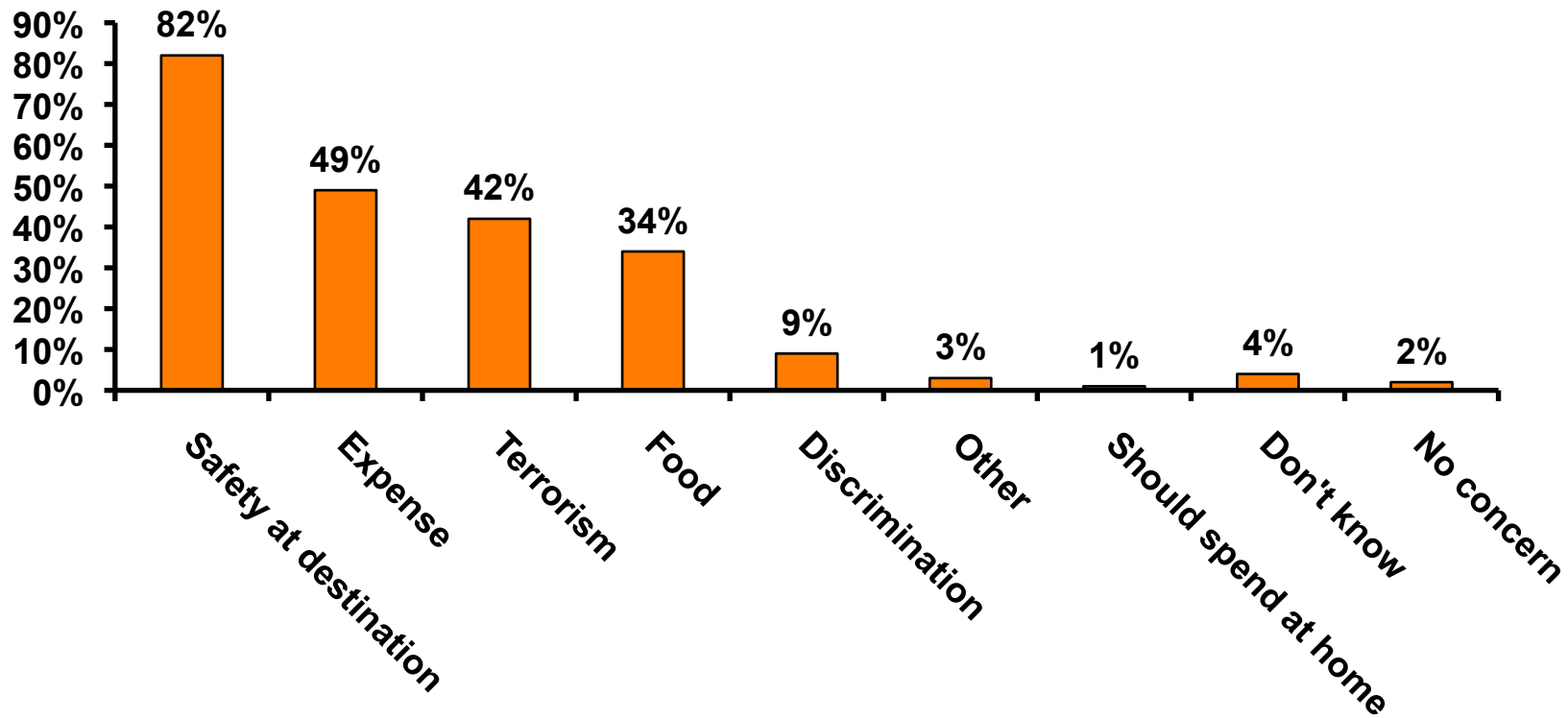
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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		10%	17%	8%	4%	13%	15%	13%	6%	12%	11%	100%
	Somewhat unimportant	100%	28%	32%	29%	26%	27%	25%	16%	34%	38%	35%	
	Somewhat important		34%	25%	41%	44%	30%	35%	28%	41%	31%	38%	
	Very important		19%	20%	17%	22%	13%	15%	38%	18%	19%	16%	
	Do not know		10%	6%	5%	4%	17%	10%	6%	1%			
Total	Count	3	113	81	98	27	30	20	32	79	68	55	1

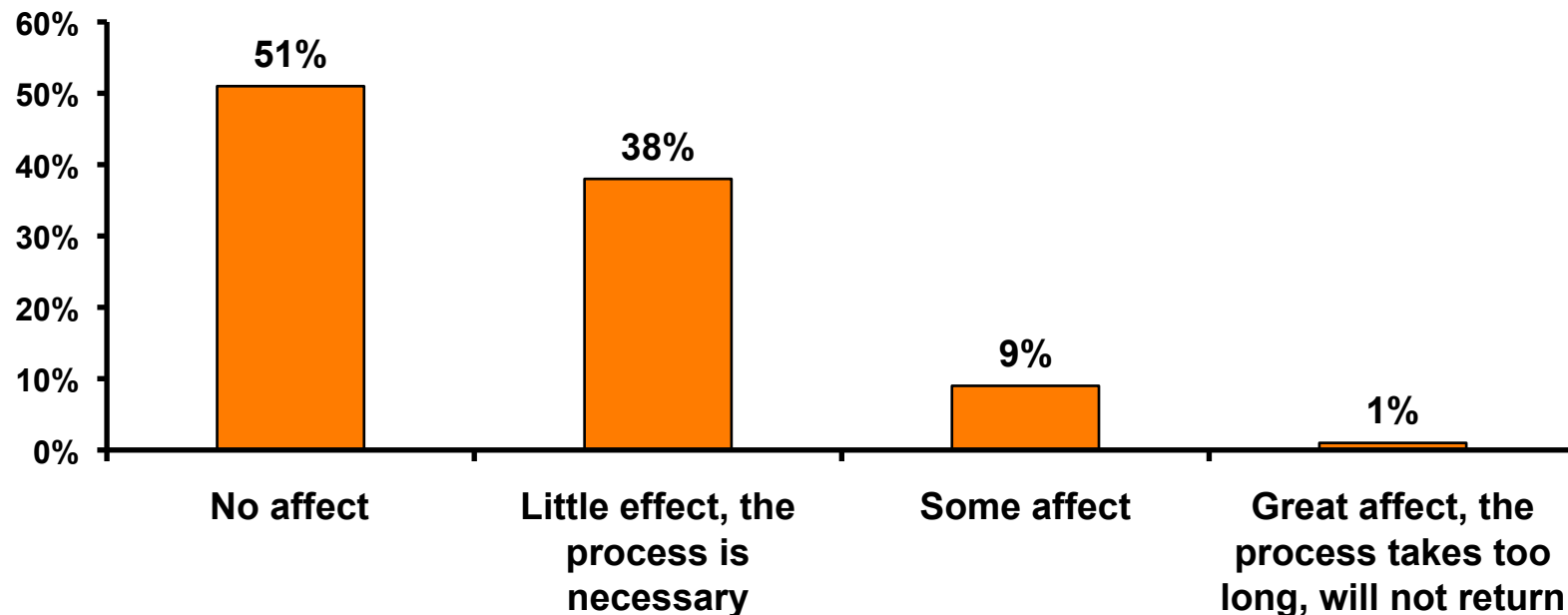
Concerns about travel outside of Japan - Overall



Concerns about 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.26	Safety at my destination	67%	81%	84%	89%	59%	77%	85%	75%	85%	87%	91%	100%
	Expense	33%	51%	62%	48%	11%	53%	50%	50%	58%	57%	35%	
	Terrorism	67%	48%	35%	41%	33%	33%	40%	50%	45%	38%	45%	
	Food	33%	43%	35%	26%	22%	50%	40%	38%	33%	31%	31%	
	Other		4%	1%	3%	4%	7%	5%		3%	6%		
	No concerns		3%	1%	2%	7%	3%	5%	3%	1%	3%	4%	
	Do not know		4%	4%	4%	4%		5%	6%				
	Spending money abroad when it should be spent at home		1%	1%							1%	2%	
Total	Cases	3	113	81	99	27	30	20	32	80	68	55	1

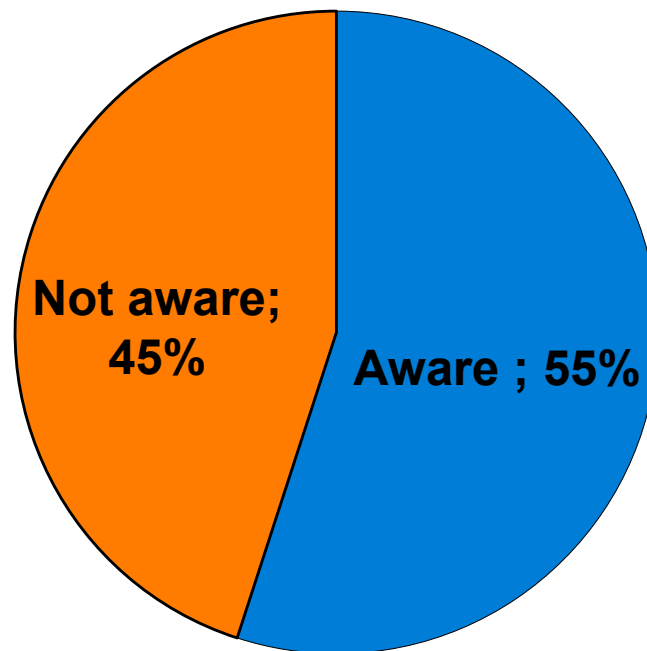
Security Screening/ Immigration Process at Guam International Airport



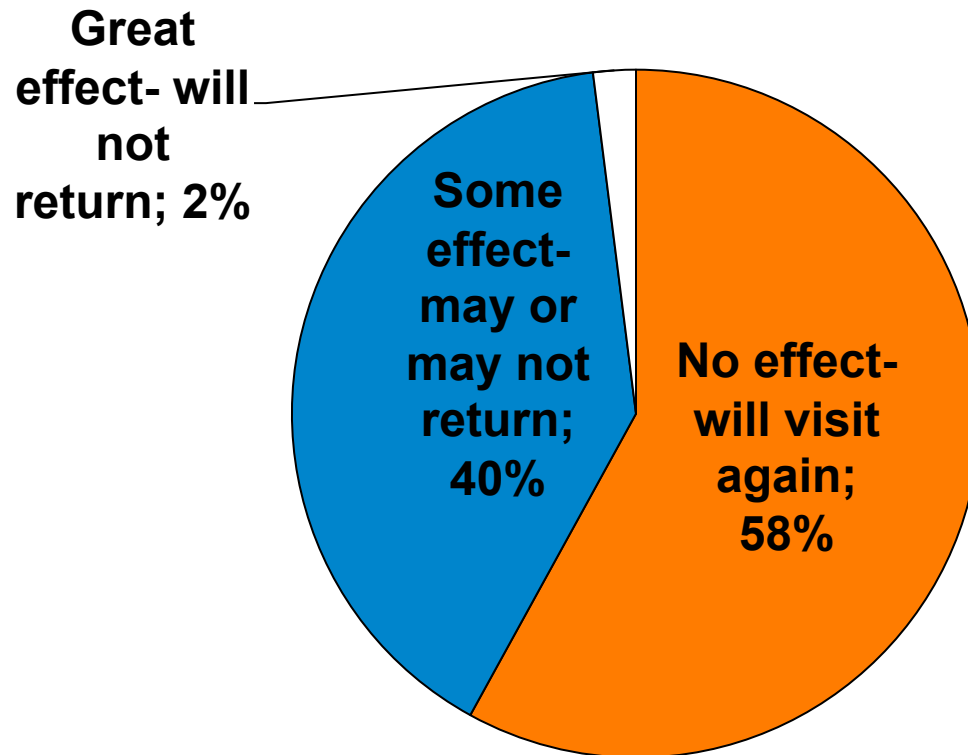
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.3** out of possible 7.0
- Agree (Score 6-7) – **11%**
- Neutral (Score 4-5) – **46%**
- Disagree (Score 1-3) – **41%**

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



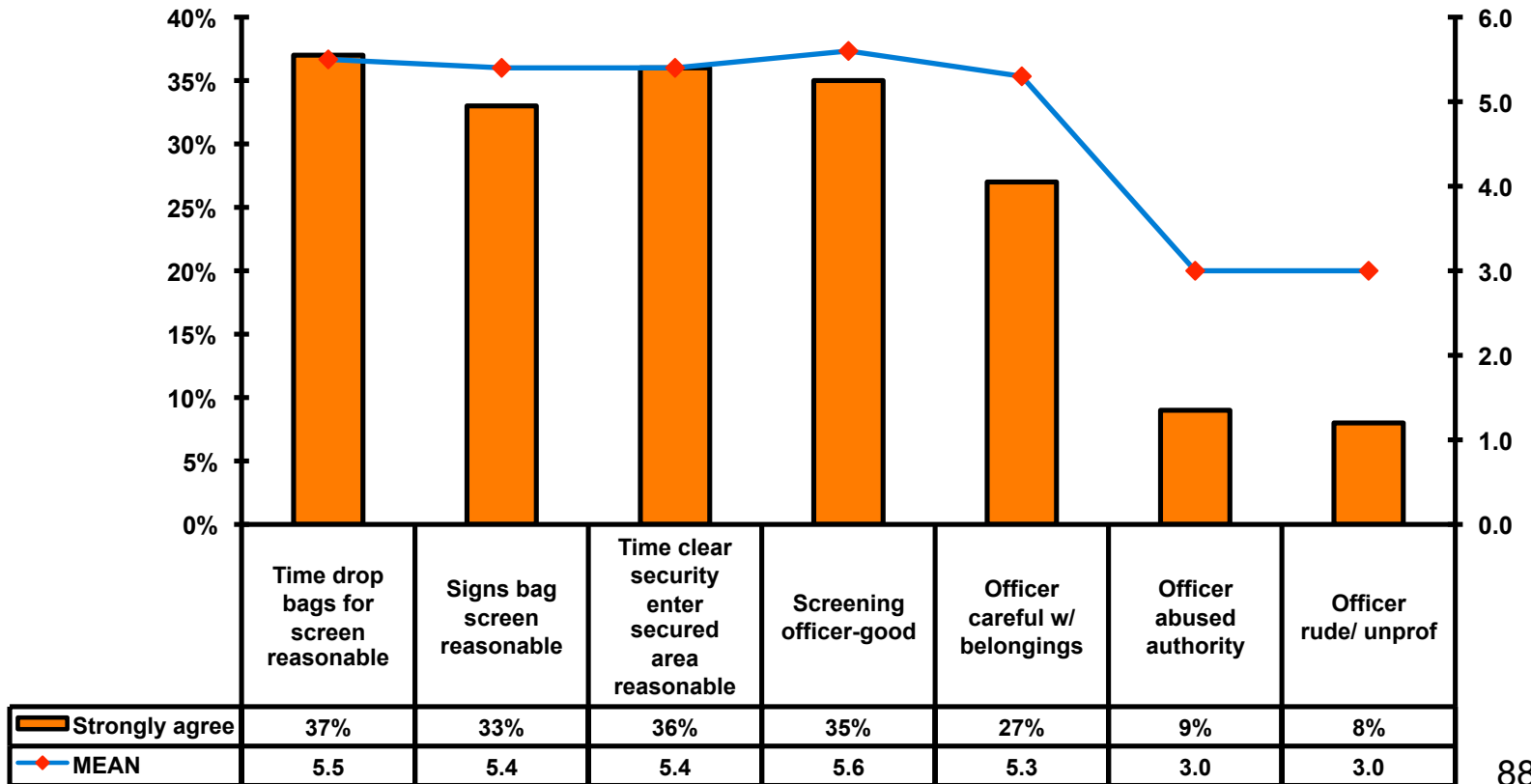
Effects of U.S. military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

