



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FEBRUARY 2010



Prepared by: QMark Research

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Background & Methodology

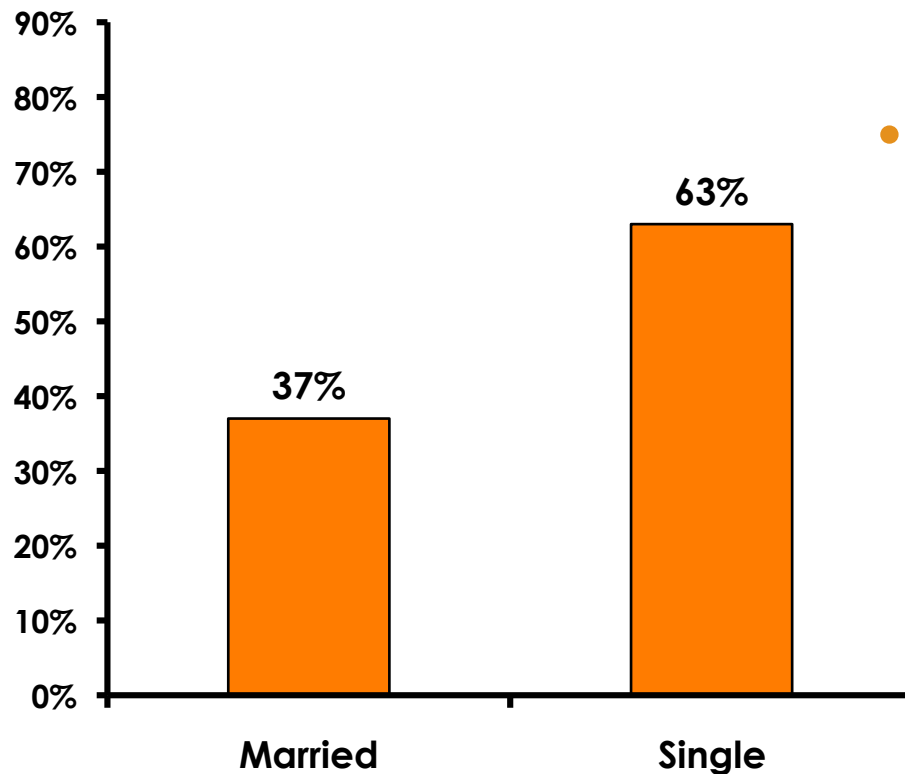
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **330** departing 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 **330** 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.

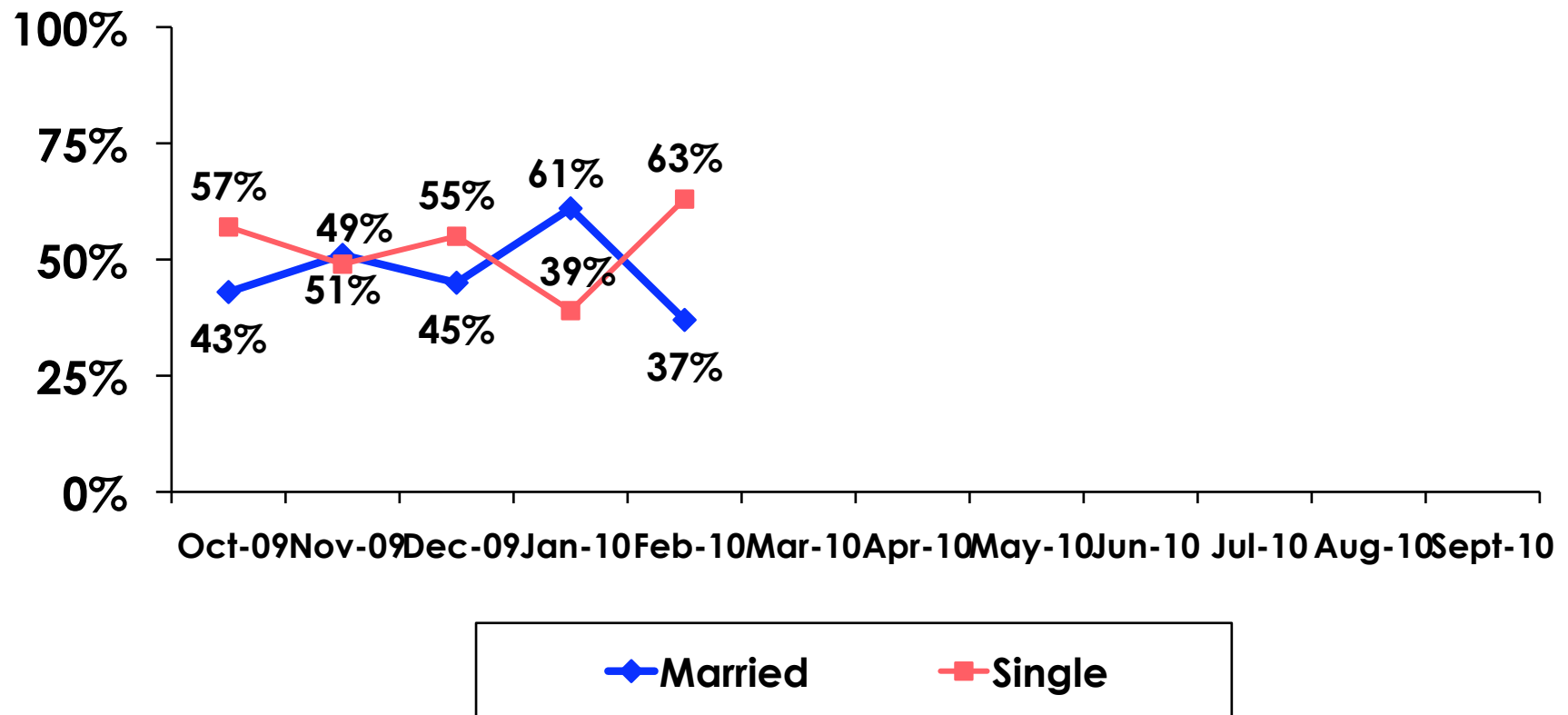
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

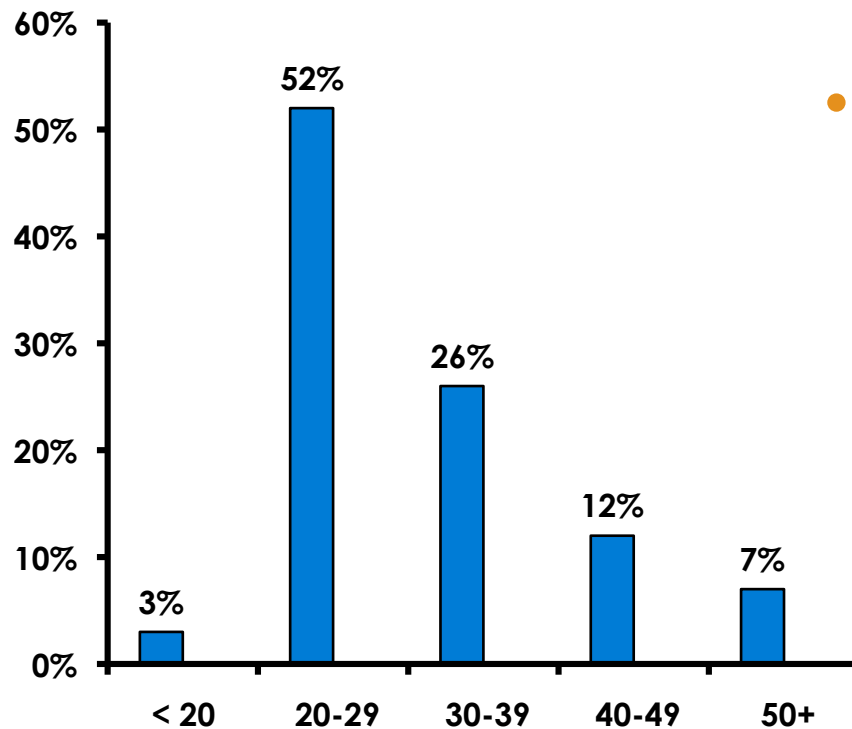


- 74% of 1ST time visitors are single.

Marital Status

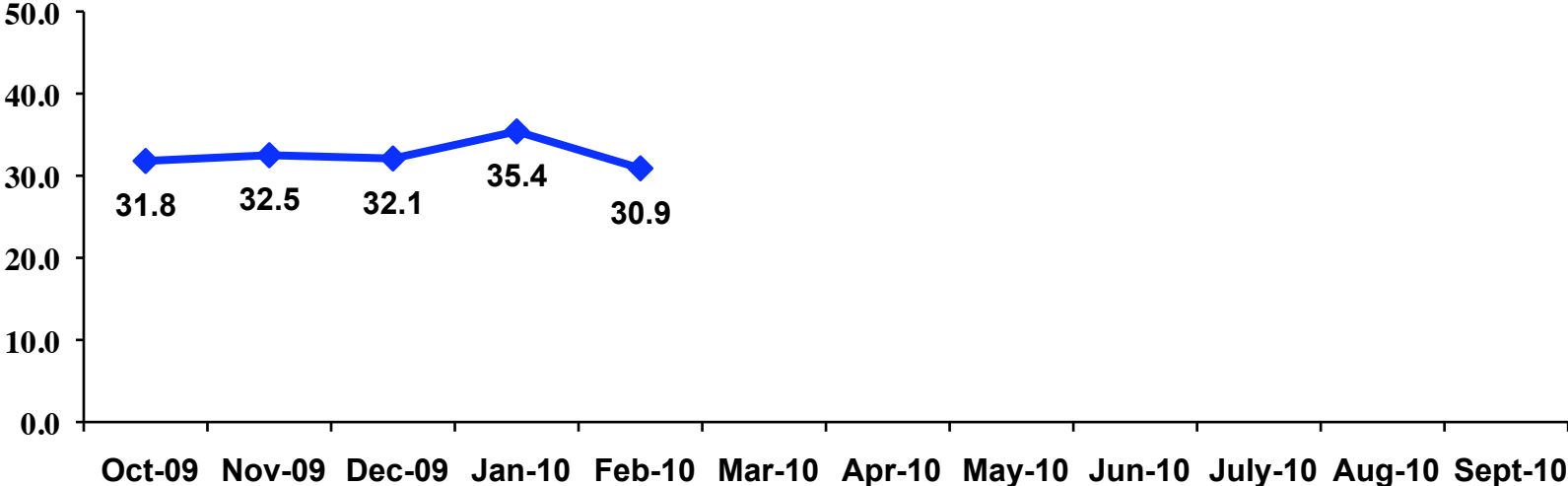


Age - Overall



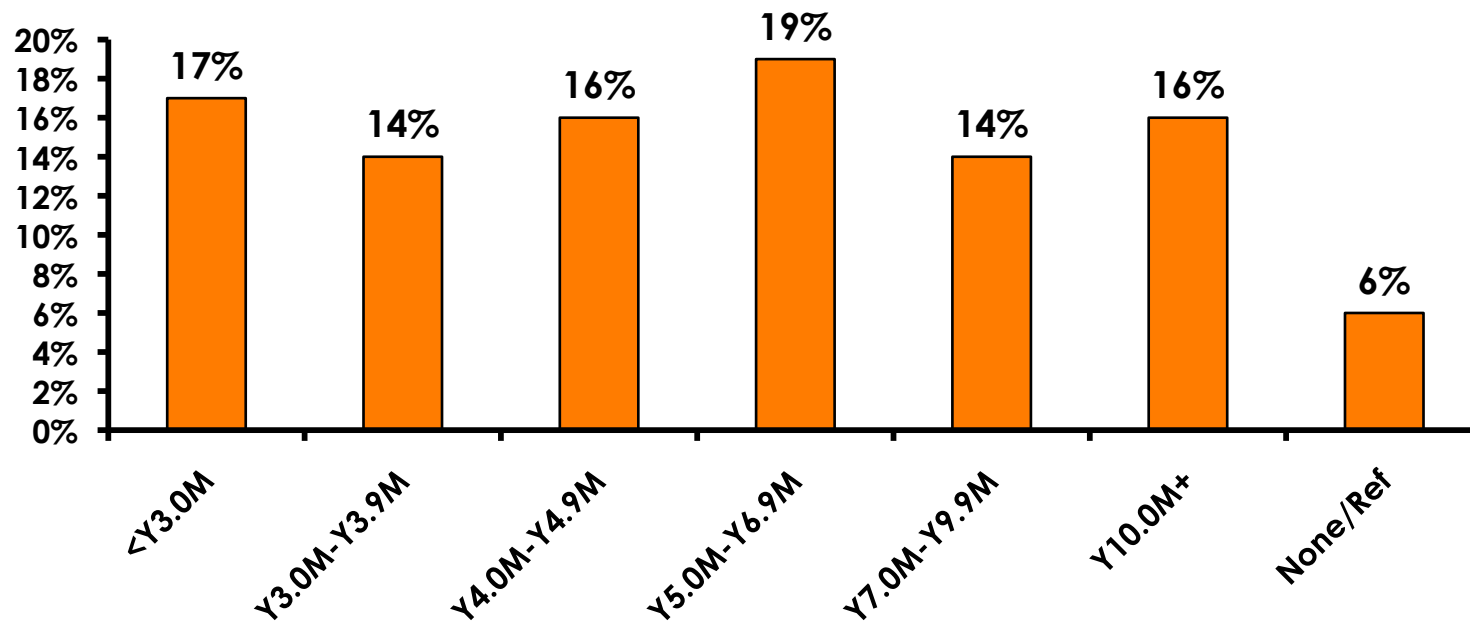
- The average age of the respondents is 30.9 years of age.

Average Age



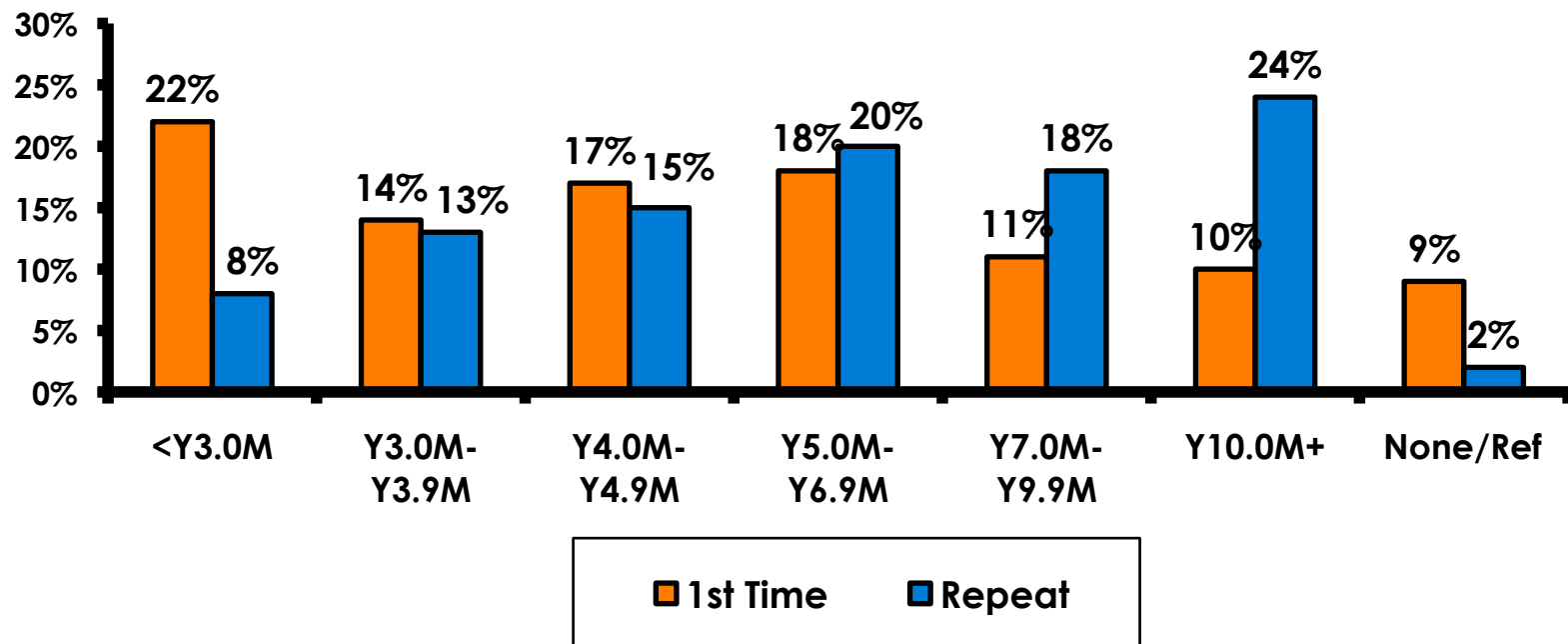
Personal Income

- ¥89.91=\$1



Personal Income

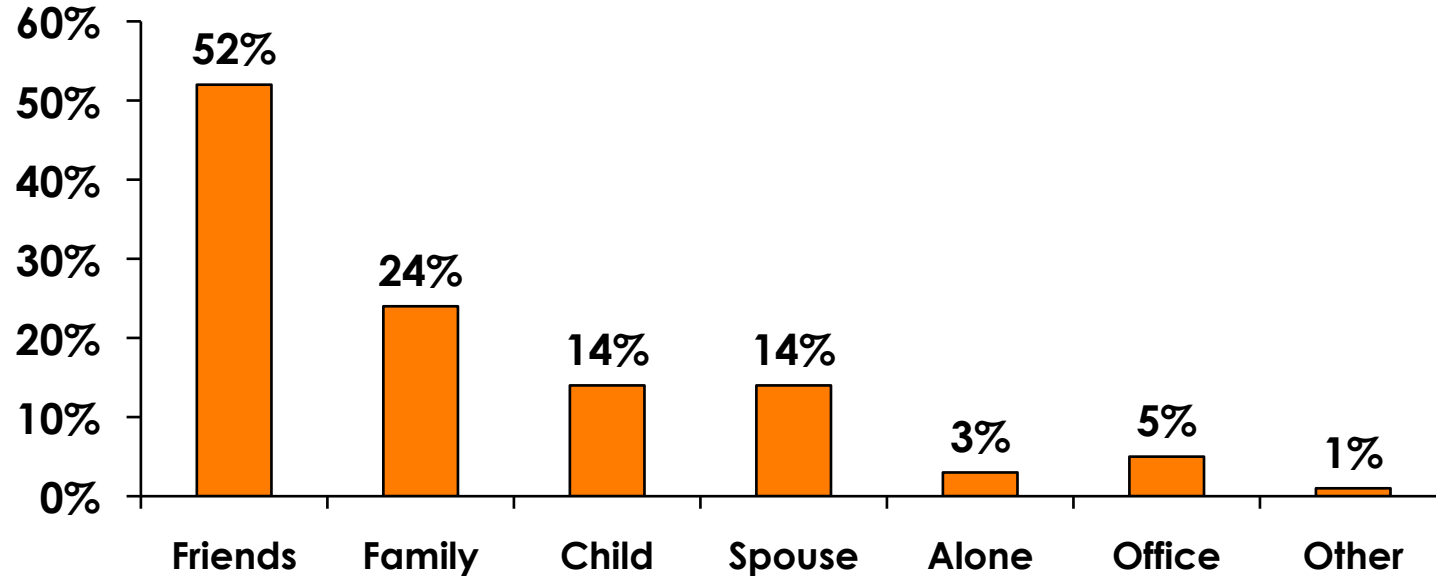
1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE				
		Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME								
<Y3.0M	Count 47	17	30	1	37	6		3
	16%	11%	22%	13%	26%	8%		16%
Y3.0M-Y3.9M	Count 39	18	21		24	13		2
	14%	12%	15%		17%	16%		11%
Y4.0M-Y4.9M	Count 46	27	19	1	19	20	5	1
	16%	18%	14%	13%	13%	25%	14%	5%
Y5.0M-Y6.9M	Count 53	29	24	2	23	17	6	5
	19%	19%	18%	25%	16%	21%	17%	26%
Y7.0M-Y9.9M	Count 39	27	12	1	9	12	10	7
	14%	18%	9%	13%	6%	15%	28%	37%
Y10.0M+	Count 45	24	21	1	16	12	15	1
	16%	16%	15%	13%	11%	15%	42%	5%
No Inc	Count 17	7	10	2	15			
	6%	5%	7%	25%	10%			
Total	Count 286	149	137	8	143	80	36	19

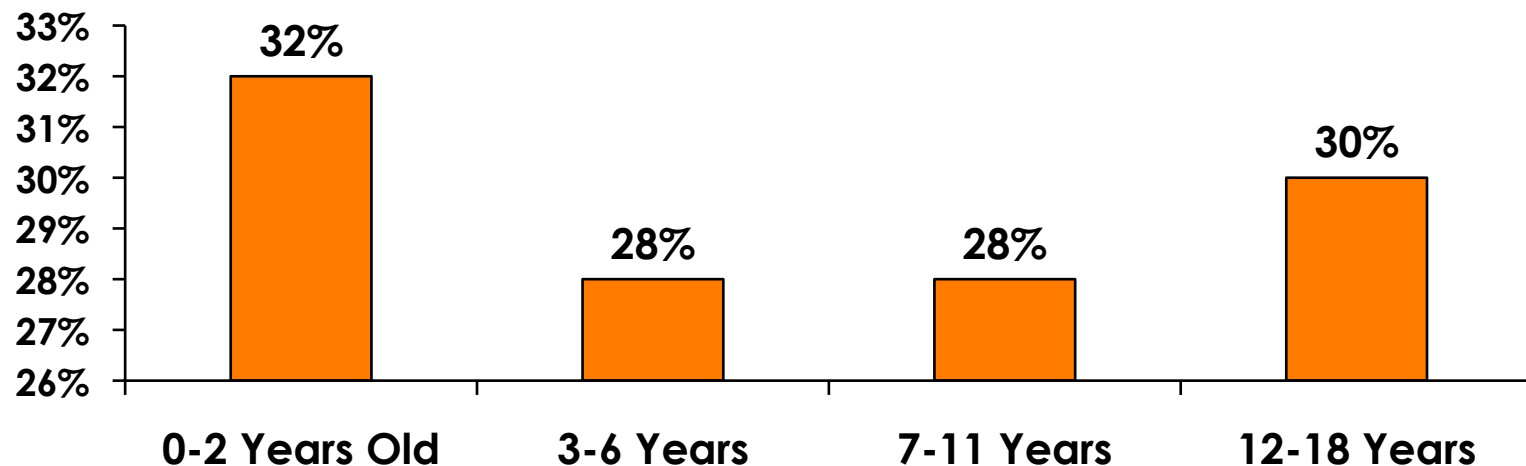
Travel Companions



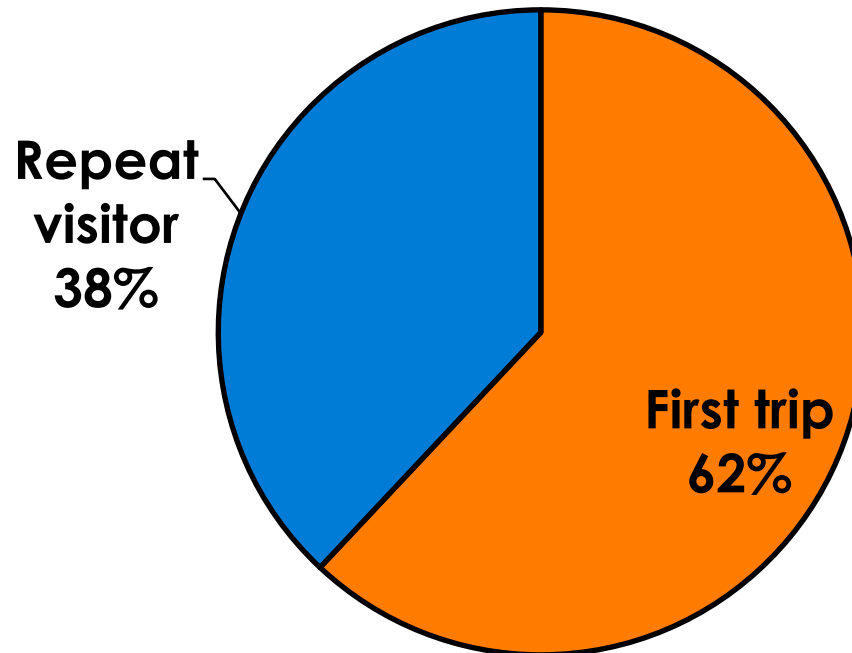
Number of Children Travel Party

N=47 total respondents traveling with children.

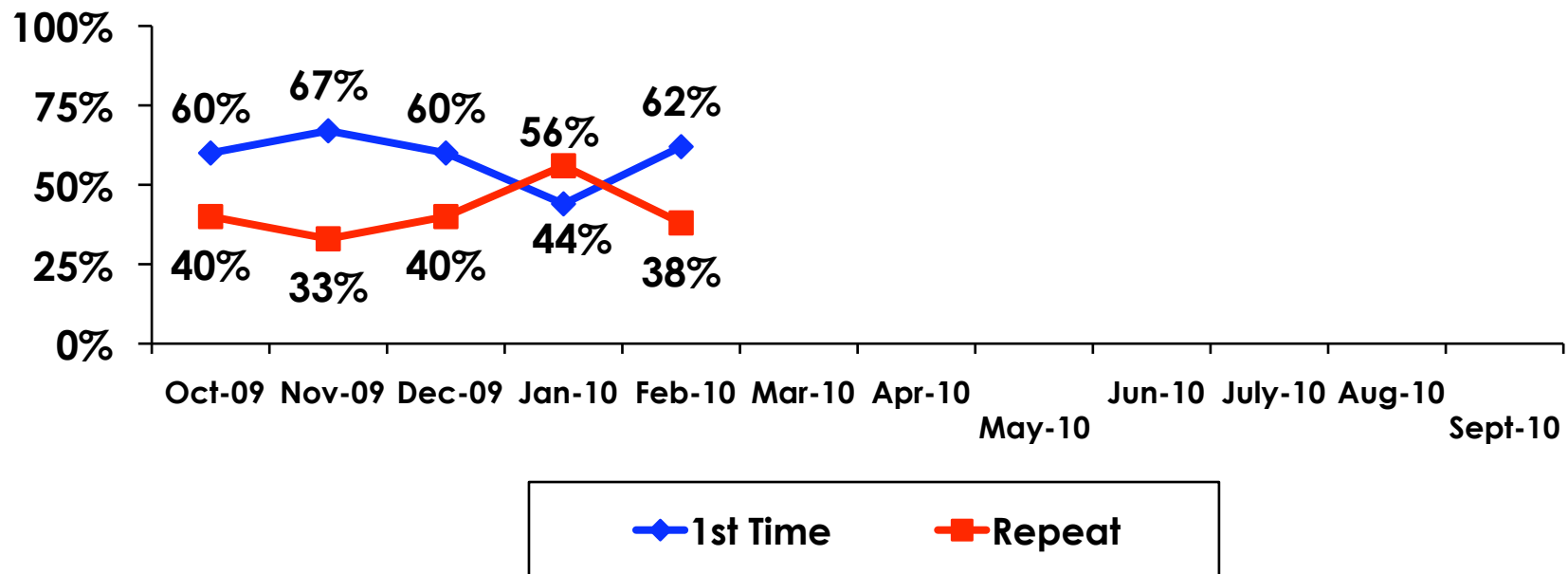
(Of those N=47 respondents, there is a total of 62 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



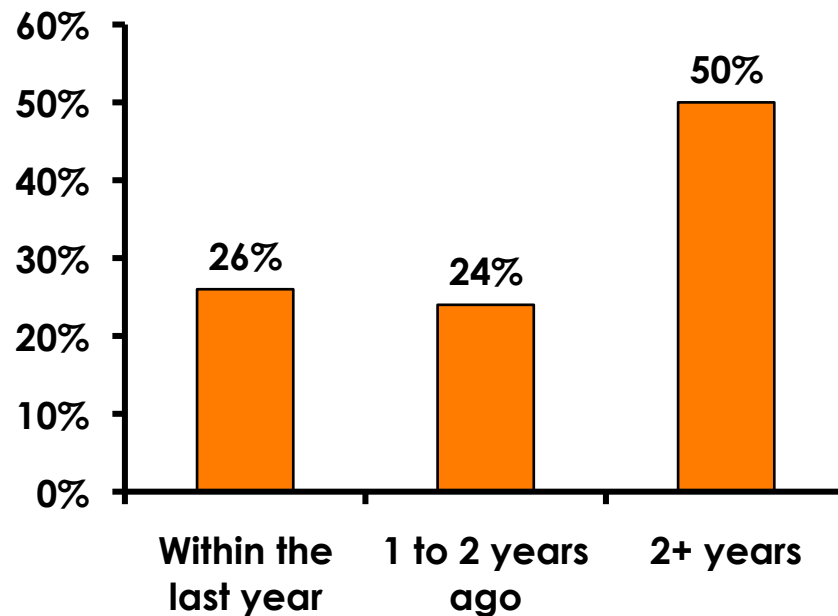
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	164	94	70
			50%	46%	56%
	Female	Count	166	110	56
			50%	54%	44%
Total		Count	330	204	126
AGE	<20	Count	11	8	3
			3%	4%	2%
	20-29	Count	172	137	35
			52%	67%	28%
	30-39	Count	85	40	45
			26%	20%	36%
	40-49	Count	39	6	33
		12%	3%	26%	
	50+	Count	23	13	10
			7%	6%	8%
Total		Count	330	204	126

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

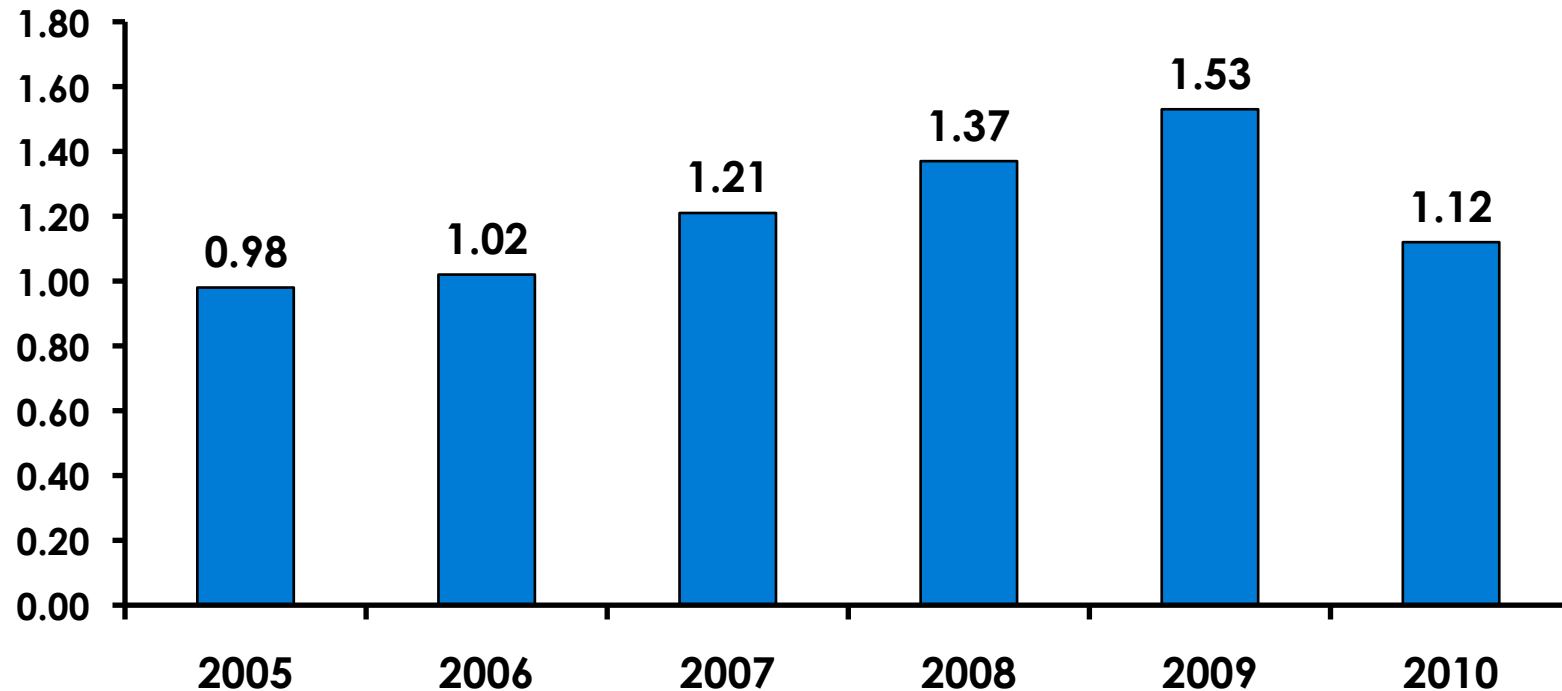
Repeat Visitors Last Trip

n = 125

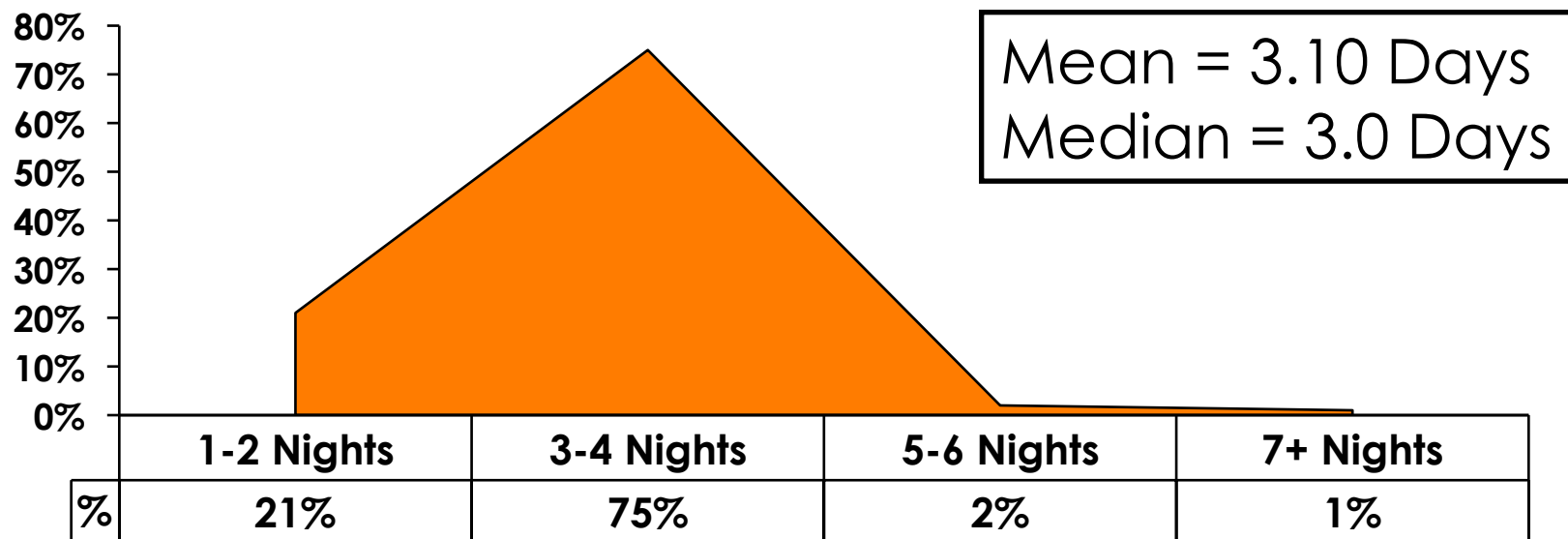


- The average repeat visitor has been to Guam 4.1 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

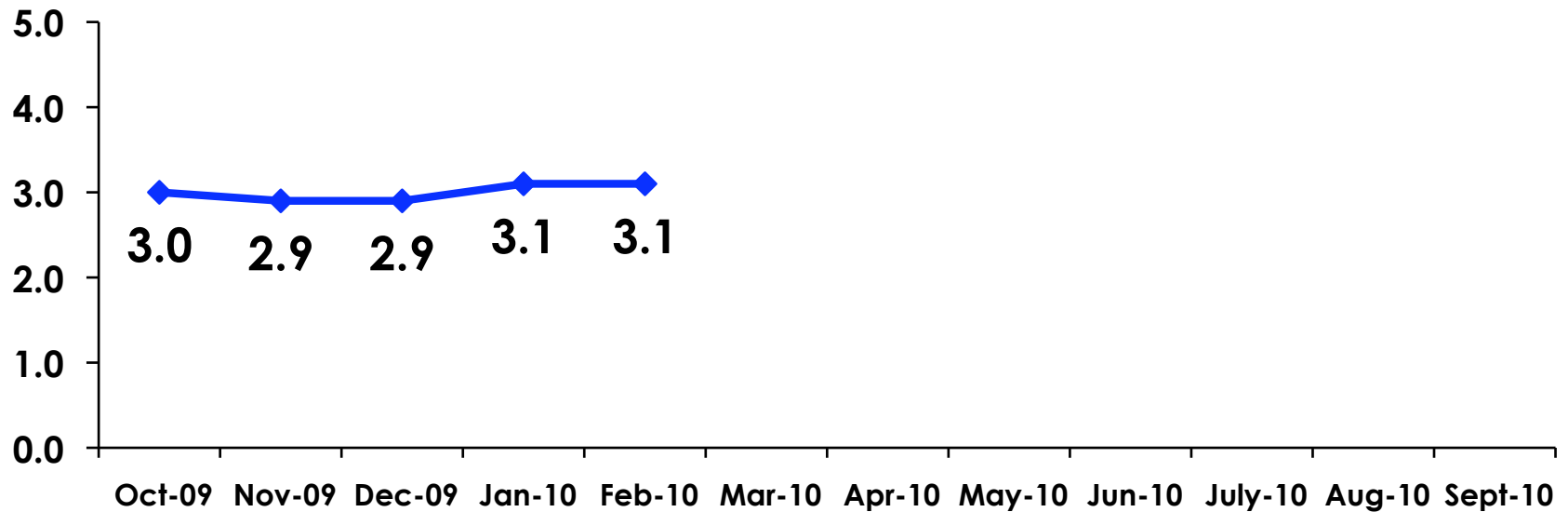
Average Number Overnight Trips (2004-2010) (2 nights or more)



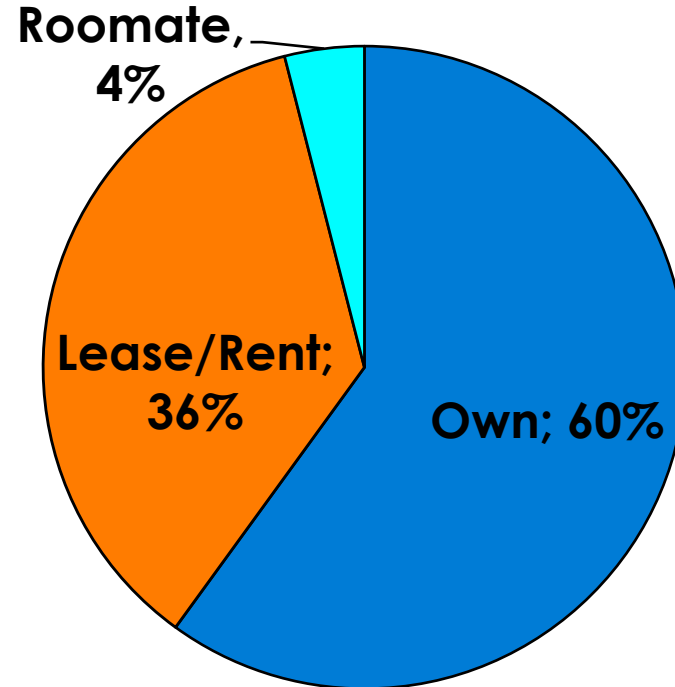
Length of Stay



Average Length of Stay



Living Accommodations

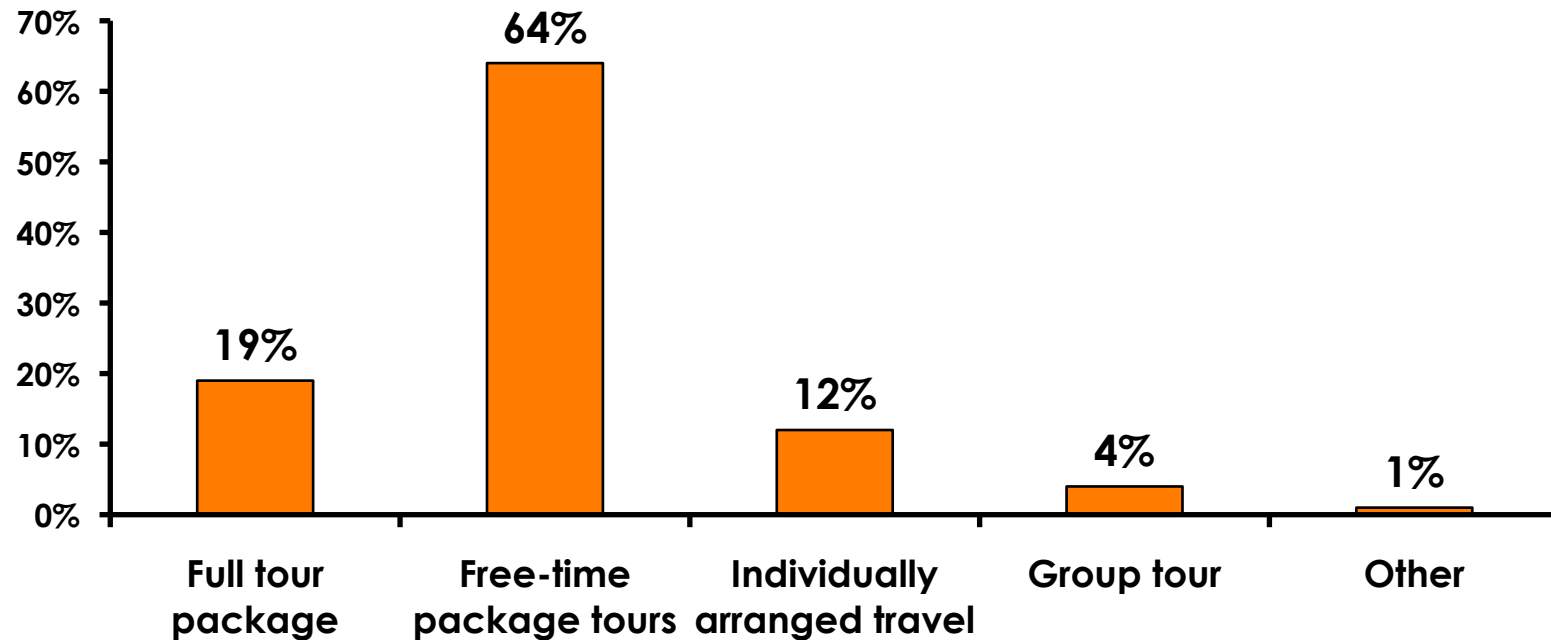


Occupation by Income

29%	38%	13%	9%	28%	13%	13%	100%
15%	18%	21%	26%	11%	10%	16%	
13%	11%	23%	28%	19%	13%	2%	
11%	4%	21%	13%	11%	21%	9%	
6%		3%	2%	6%	15%	13%	
6%		5%		9%	13%	9%	
5%			4%	8%	8%	11%	
3%	16%					4%	
2%	7%	3%	4%				

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

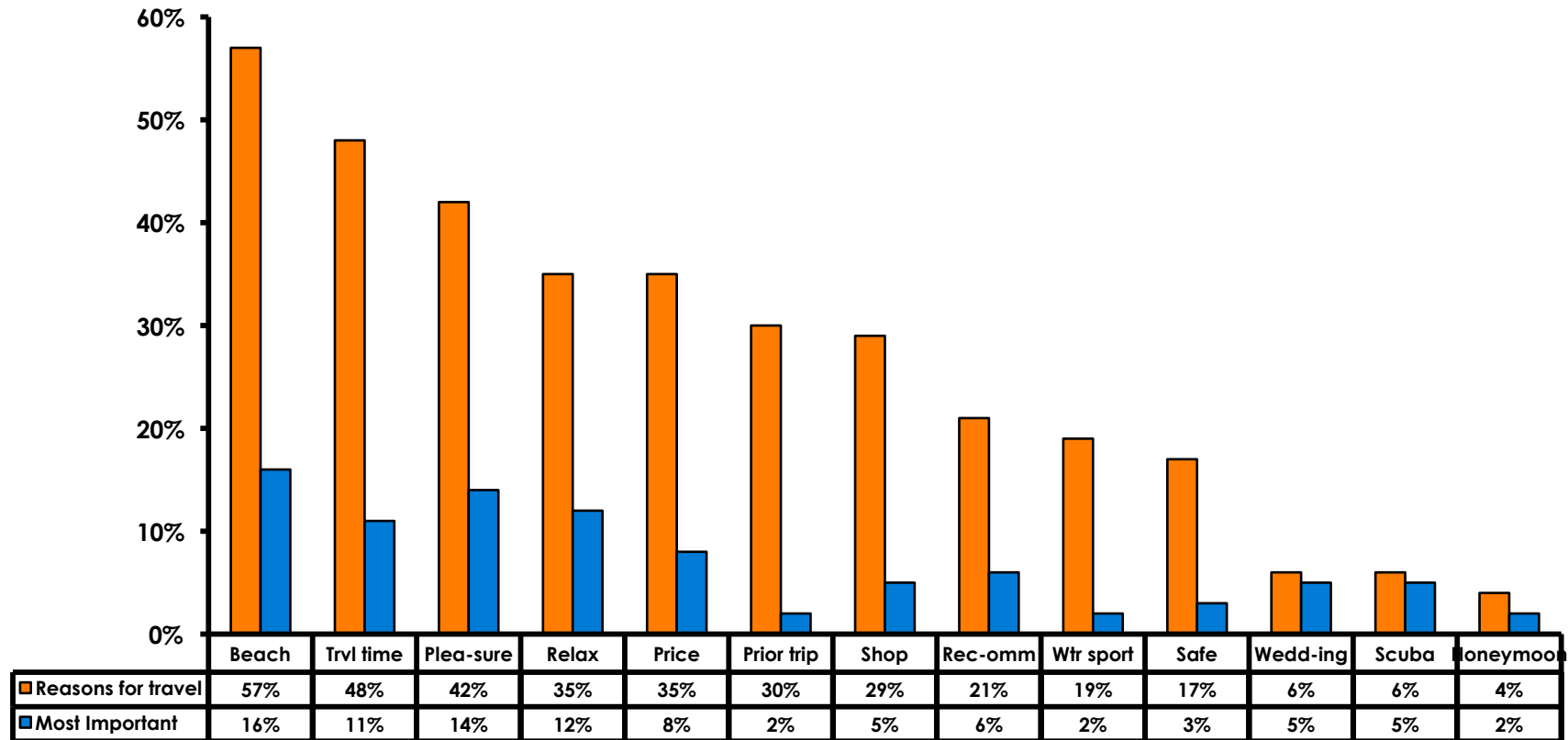


Accommodation by Income

Average length of stay: 3.10 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	13%	15%	13%	20%	15%	8%	11%	2.4%	
Holiday Resort Guam	9%	11%	5%	11%	13%	8%	9%	6%	
Ramada Suites Guam	7%		5%	2%	9%	8%	9%	2.4%	
Grand Plaza Hotel	7%	9%	5%	4%	8%	5%	2%	2.4%	
Onward Beach Resort	6%	6%	8%	4%	9%	10%	2%		
Ohana Oceanview Hotel	5%	4%	15%	4%	4%	5%	2%	6%	
Outrigger Guam Resort	5%	2%	5%	7%	4%	8%	9%		
Hyatt Regency Guam	4%		3%	9%	4%	10%	7%		
Pacific Islands Club PIC	4%	6%		4%	2%	5%	7%		
Guam Reef Hotel	4%	2%	8%	4%	4%	3%	4%		
Fiesta Resort Guam	4%	6%	8%	7%		3%	2%		
Hotel Nikko Guam	4%	2%	5%	2%	2%	3%	9%		
Ohana Bayview Hotel	4%	6%	8%		2%	3%			
Leo Palace Resort	3%	2%	3%		6%	3%	7%		
Royal Orchid Guam	3%	6%		7%	4%				
The Westin Resort Guam	2%	2%			8%	8%			
Pacific Bay Hotel	3%	2%	3%	2%	2%			1.2%	
Sheraton Laguna Resort	2%			2%		8%	7%		
Tumon Bay Capital Hotel	2%	4%	3%	2%		3%	4%		
Guam Marriott Resort Hotel	2%	2%		7%	2%		2%		
Hilton Guam Resort & Spa	2%	6%			2%		4%		
Hotel Sane Fe	2%	4%	3%		2%	3%			
Other	1%		3%				2%		
Guam Aurora Resort	0%							6%	
Relatives, Friends, Home Stay	0%			2%					
Total	Count	330	47	39	46	53	39	45	17

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/beaches
- Pleasure, Relaxation 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	57%	64%	60%	54%	56%	39%	54%	59%
Short travel time	48%	45%	48%	47%	41%	61%	49%	46%
Pleasure	42%	36%	46%	34%	49%	35%	38%	46%
Price of the tour package	35%	55%	37%	27%	31%	43%	27%	42%
Just to relax	35%	18%	33%	38%	51%	13%	34%	36%
A previous visit	30%	18%	16%	40%	69%	35%	32%	28%
Shopping	29%	45%	30%	28%	33%	13%	23%	36%
Recommendation of friend, relative, travel agency	21%	9%	24%	19%	13%	17%	17%	24%
Water sports	19%	18%	26%	11%	10%	17%	13%	25%
It is a safe place to spend a vacation	17%		15%	16%	28%	17%	20%	14%
SCUBA diving	6%		6%	6%	3%	9%	6%	5%
To get married or Attend wedding	6%		5%	12%		4%	7%	4%
Other	5%	9%	4%	4%	5%	13%	2%	7%
Company or Business trip	4%	9%	4%	6%	3%		4%	4%
Honeymoon	4%		4%	7%	3%		8%	1%
To golf	4%		1%	4%	10%	22%	7%	1%
Organized Sporting Activity	2%	9%	1%	1%	3%	4%	2%	1%
To visit friends or relatives	1%		1%		5%	4%	2%	1%
My company sponsored me	1%	9%	1%	1%			1%	1%
Special promotion	1%		1%		5%		1%	1%
Career certification or testing	1%		1%	1%	3%		1%	1%
Promotional materials from GVB	0%				3%		1%	
Total Cases	330	11	172	85	39	23	164	166

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	57%	51%	51%	63%	66%	54%	53%	59%
Short travel time	48%	45%	44%	46%	45%	46%	58%	59%
Pleasure	42%	49%	38%	41%	40%	46%	40%	41%
Price of the tour package	35%	43%	21%	20%	45%	41%	24%	59%
Just to relax	35%	26%	26%	43%	38%	44%	33%	24%
A previous visit	30%	15%	33%	35%	26%	46%	44%	12%
Shopping	29%	23%	31%	35%	38%	38%	27%	13%
Recommendation of friend, relative, travel agency	21%	28%	21%	26%	21%	15%	22%	6%
Water sports	19%	19%	13%	22%	19%	13%	18%	24%
It is a safe place to spend a vacation	17%	15%	13%	22%	21%	15%	16%	35%
SCUBA diving	6%	4%	8%	4%	6%	5%	9%	12%
To get married or Attend wedding	6%	4%	10%	9%	6%	8%	2%	
Other	5%	11%			4%	3%	7%	6%
Company or Business trip	4%	9%	5%	4%	2%		7%	6%
Honeymoon	4%	2%	5%	11%	6%	3%	2%	
To golf	4%	2%	3%		9%	8%	4%	
To visit friends or relatives	1%			2%	2%		4%	
Organized Sporting Activity	2%					3%	4%	
My company sponsored me	1%				2%	3%	2%	
Special promotion	1%			2%	2%		2%	
Career certification or testing	1%		3%		2%		2%	
Promotional materials from GVB	0%							
Total Cases	330	47	39	46	53	39	45	17

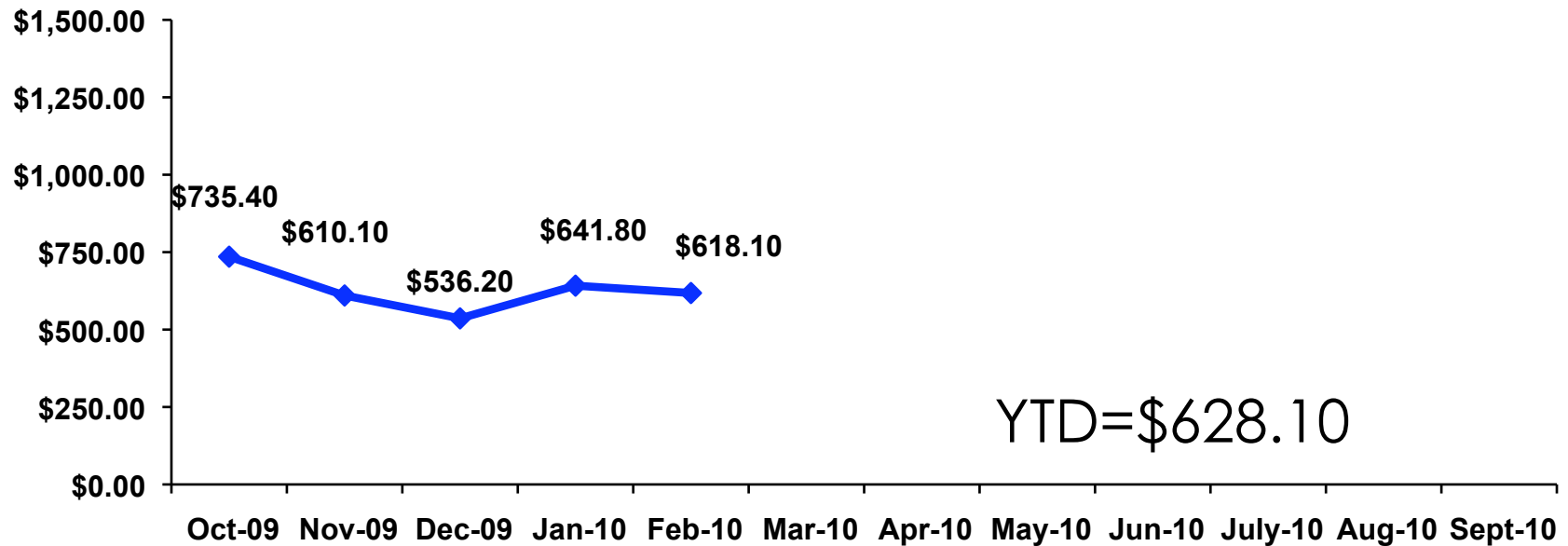
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥89.91/US\$1

- \$1,185.10 = Overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$13,346 = Maximum (highest amount recorded for the entire sample)
- \$618.10 = Overall mean average per person prepaid expenditures

Prepaid Expenses



Breakdown of Prepaid Expenditures

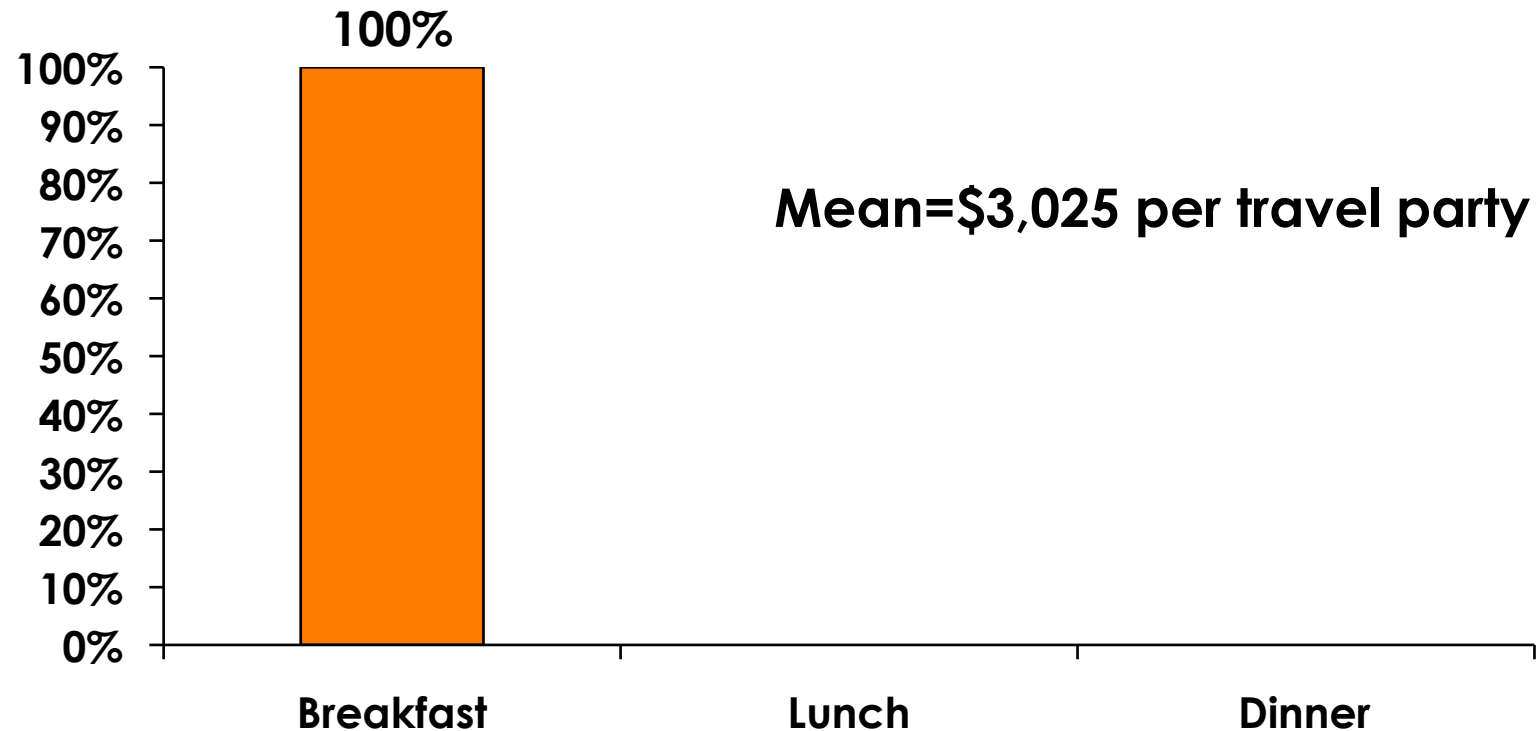
¥89.91=\$1

(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,107
Air & Accommodation w/ daily meal package	\$3,025
Air only	\$713
Accommodation only	\$535
Accommodation w/ daily meal only	\$889
Food & Beverages in Hotel	\$138
Ground transportation – Japan	\$88
Ground transportation – Guam	-
Optional tours/ activities	\$440
Other expenses	\$420
Total Prepaid	\$1,185

Prepaid Meal Breakdown

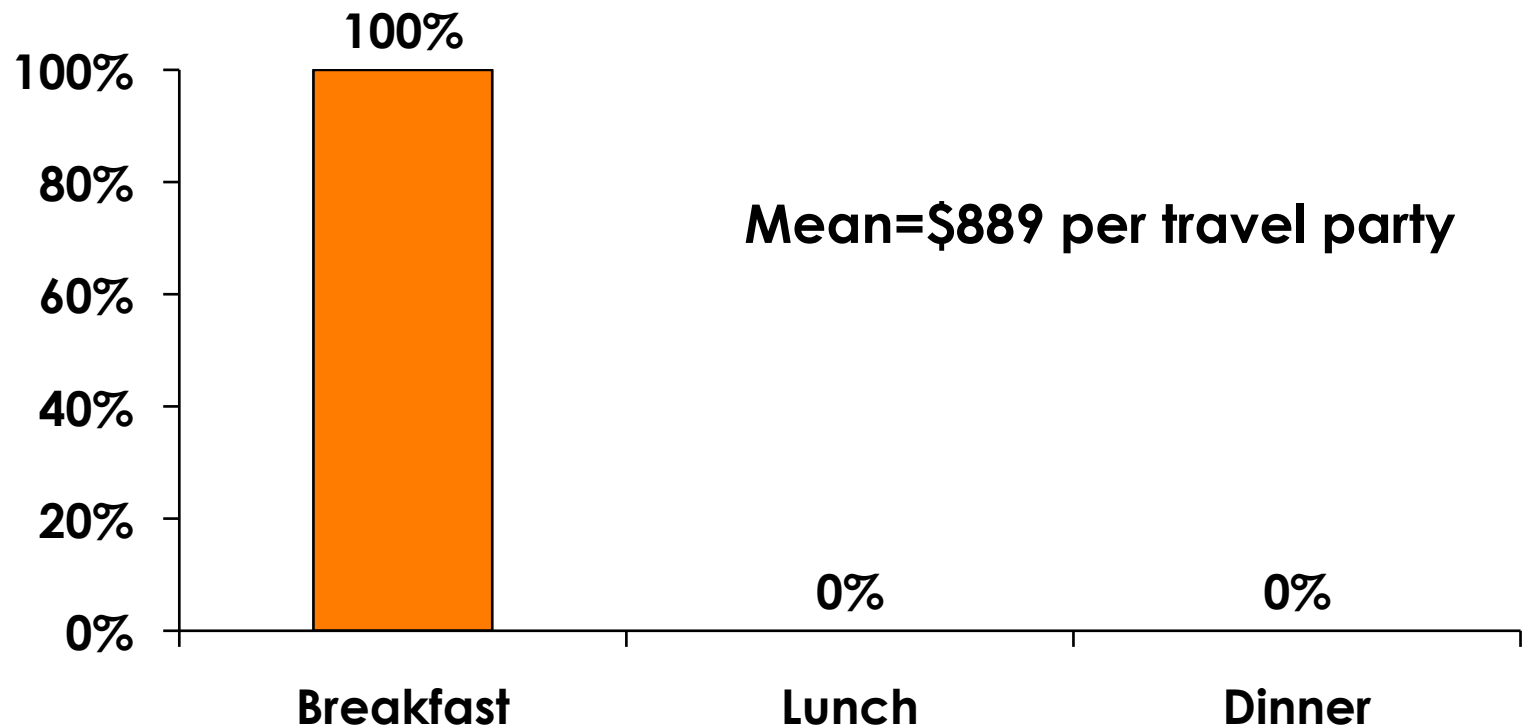
Air/ Accommodations with Daily Meal Package
n=13



Prepaid Meal Breakdown

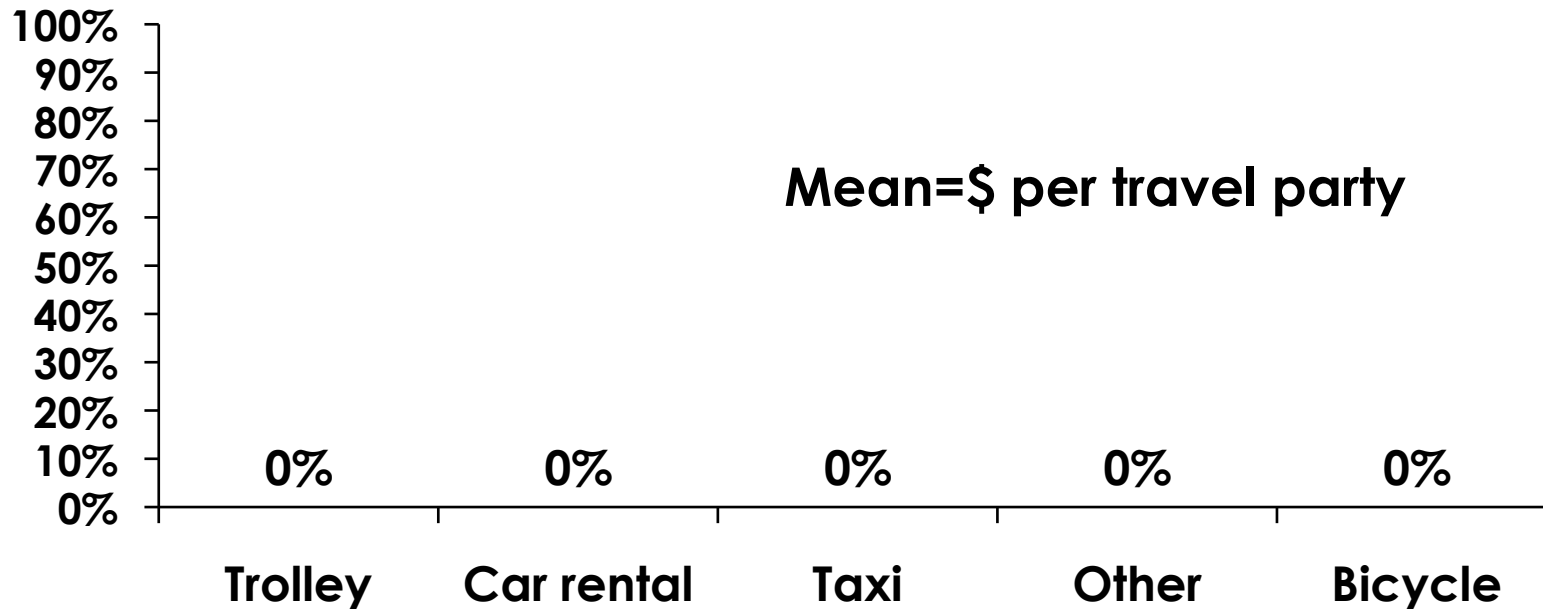
Accommodations with Daily Meal Package

n=1



Prepaid Ground Transportation

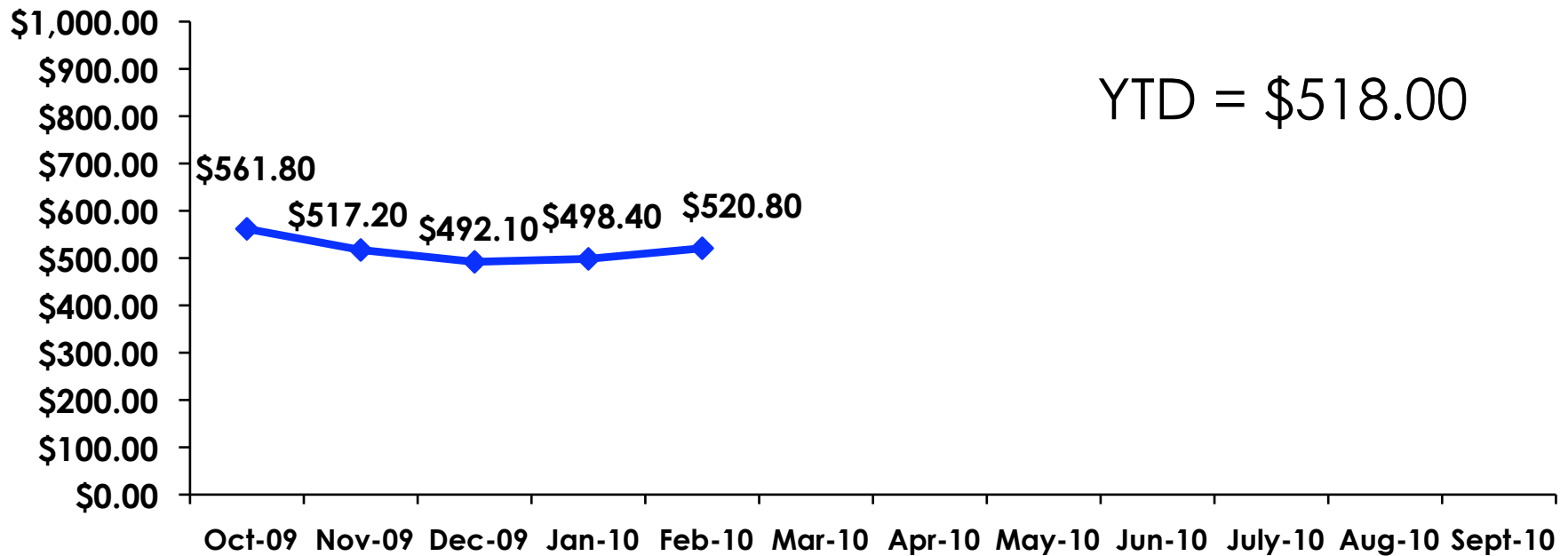
n=0



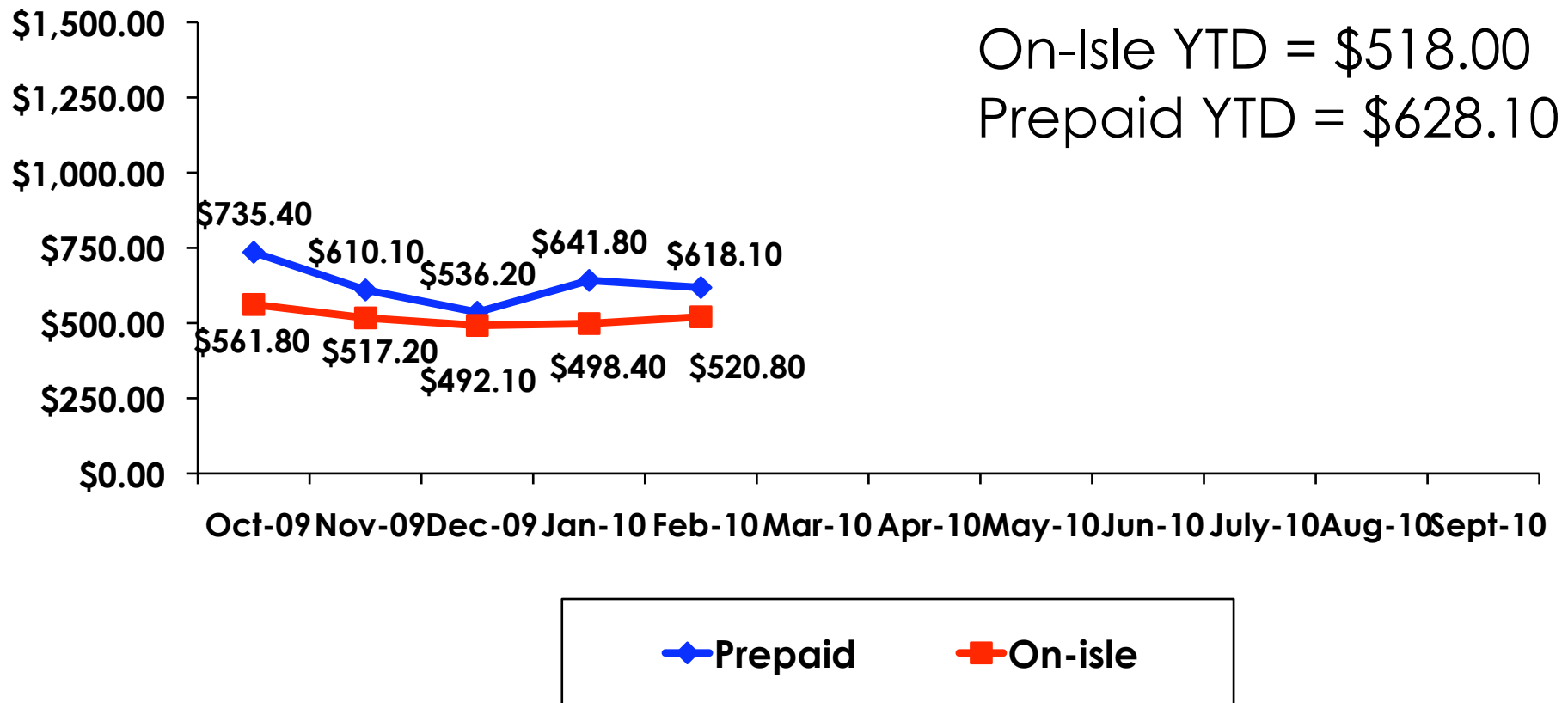
On-Island Expenditures

- \$871.60 = Overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,900 = Maximum (highest amount recorded for the entire sample)
- \$520.80 = Overall mean average per person on-island expenditure

On-Island Expenditures



Prepaid/On-Island Expenditures



Total On-Island Expenditure by Gender & Age

		GENDER			GENDER									
		TOTAL	Male	Female	Male					Female				
					AGE					AGE				
					<20	20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A	Mean	\$871.63	\$1,018.50	\$726.54	\$555.00	\$556.60	\$1,052.09	\$2,206.25	\$1,228.71	\$690.57	\$605.56	\$735.42	\$1,431.93	\$946.22
	Median	\$500	\$515	\$496	\$550	\$375	\$700	\$1,750	\$1,050	\$434	\$368	\$600	\$900	\$863

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$47.61	\$78.74	\$16.84	\$25.45	\$14.52	\$39.99	\$202.05	\$71.87
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$50	\$0
F&B-FF REST/CONV	Mean	\$28.55	\$33.10	\$24.05	\$33.64	\$28.45	\$24.88	\$44.97	\$12.57
	Median	\$10	\$10	\$10	\$30	\$10	\$0	\$30	\$0
F&B-OUT- SIDE HOTEL/ REST	Mean	\$81.38	\$105.09	\$57.96	\$55.45	\$54.67	\$93.27	\$154.67	\$125.35
	Median	\$30	\$50	\$29	\$20	\$15	\$60	\$100	\$30
OPTIONAL TOUR	Mean	\$98.92	\$128.62	\$69.57	\$210.00	\$71.70	\$105.53	\$194.10	\$63.48
	Median	\$0	\$0	\$0	\$80	\$0	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$239.61	\$263.96	\$215.55	\$72.73	\$167.02	\$281.53	\$594.36	\$105.78
	Median	\$50	\$30	\$50	\$50	\$20	\$100	\$200	\$0
GIFT/SOUV- F&F AT HOME	Mean	\$125.27	\$120.58	\$129.90	\$112.18	\$84.55	\$116.59	\$240.33	\$273.04
	Median	\$50	\$43	\$50	\$100	\$50	\$50	\$100	\$100
LOCAL TRANS	Mean	\$16.58	\$19.74	\$13.46	\$20.00	\$11.41	\$19.79	\$31.62	\$16.35
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$234.20	\$269.57	\$199.26	\$111.82	\$154.52	\$255.26	\$446.33	\$451.04
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$11
TOTAL ON ISLAND	Mean	\$871.63	\$1,018.50	\$726.54	\$641.27	\$586.21	\$936.60	\$1,908.44	\$1,118.17
	Median	\$500	\$515	\$496	\$500	\$368	\$650	\$1,300	\$1,000

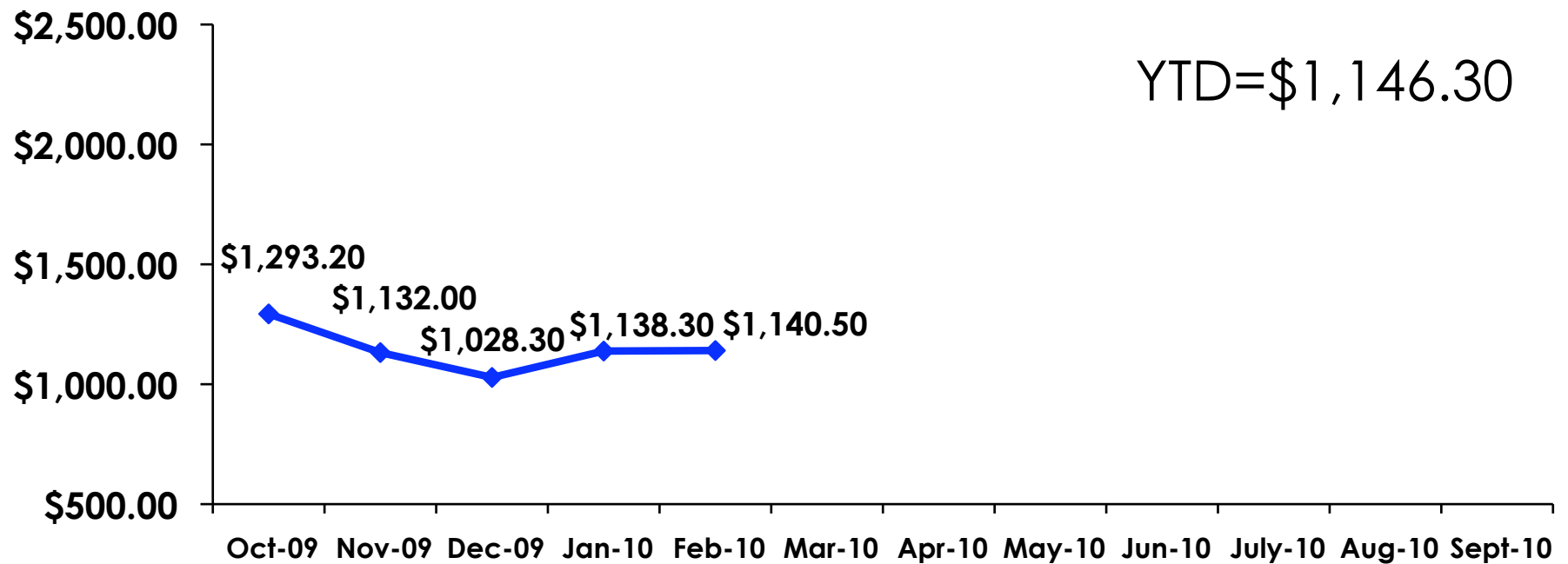
On-Island Expenditures First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$28.68	\$78.25
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$24.38	\$35.30
	Median	\$10	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$69.08	\$101.30
	Median	\$27	\$45
OPTIONAL TOUR	Mean	\$89.76	\$113.74
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$162.41	\$364.60
	Median	\$30	\$100
GIFT/SOUV- F&F AT HOME	Mean	\$88.95	\$184.07
	Median	\$50	\$85
LOCAL TRANS	Mean	\$12.62	\$23.00
	Median	\$0	\$0
OTHER EXP	Mean	\$220.73	\$256.02
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$696.47	\$1,155.24
	Median	\$500	\$600

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,140.5 = Overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,557 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

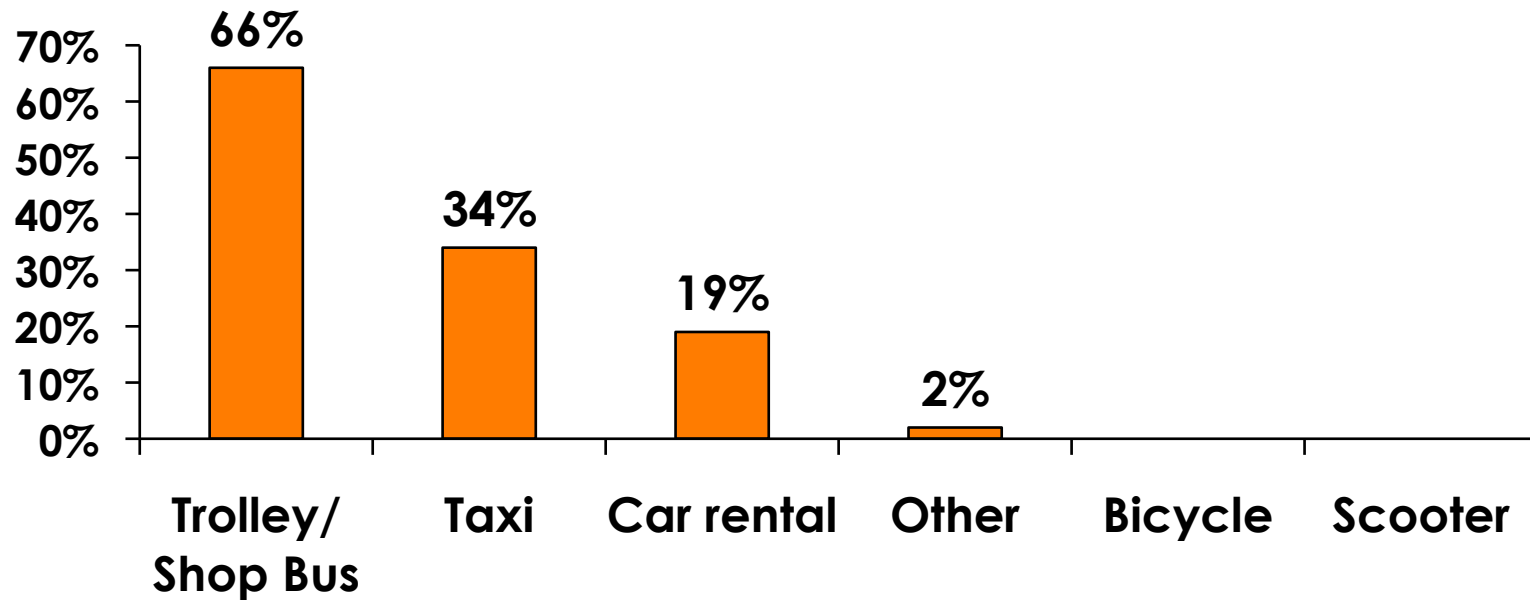


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$47.60
Food & beverage in fast food restaurant/ convenience store	\$28.60
Food & beverage at restaurants or drinking establishments outside a hotel	\$81.40
Optional tours and activities	\$98.90
Gifts/ souvenirs for yourself/companions	\$239.60
Gifts/ souvenirs for friends/family at home	\$125.30
Local transportation	\$16.60
Other expenses not covered	\$234.20
Average Total	\$871.60

Local Transportation

n=93



Guam Airport Expenditures

- \$34.20 = Overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,200 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

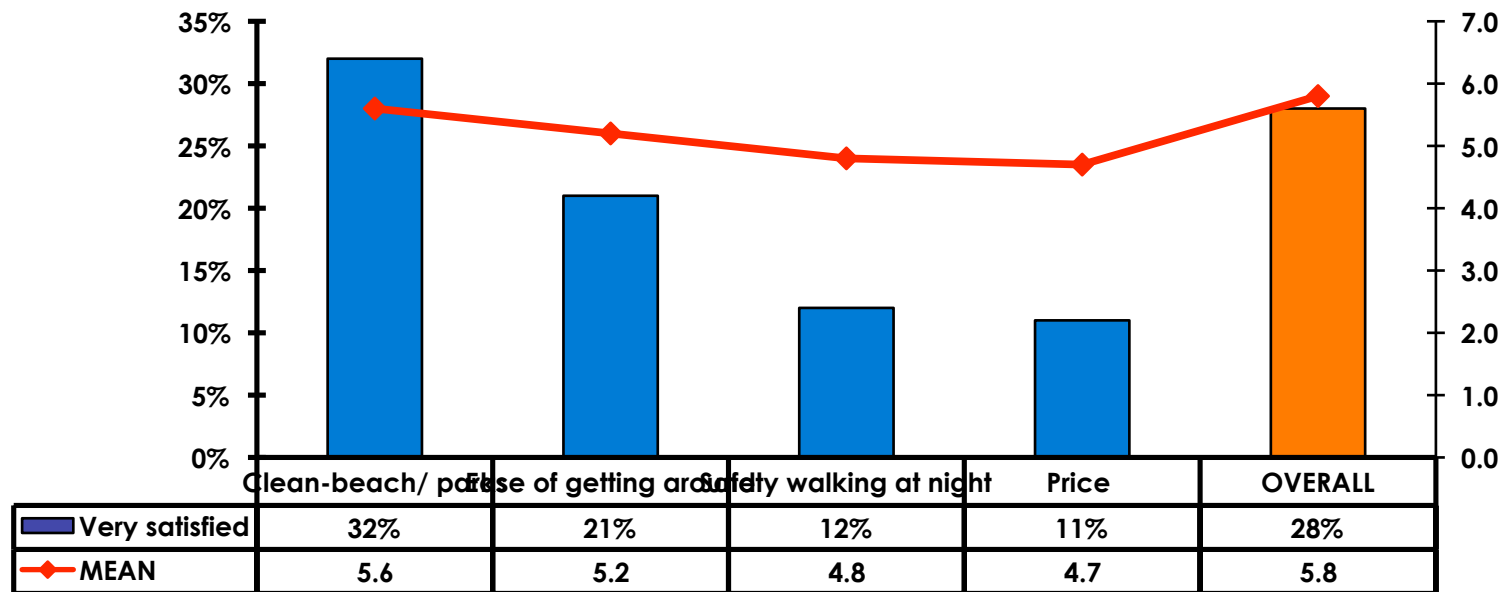
	MEAN \$
Food & Beverages	\$7.30
Gifts/Souvenirs Self	\$20.00
Gifts/Souvenirs Others	\$6.90
Total	\$34.20

SECTION 4 **VISITOR SATISFACTION**

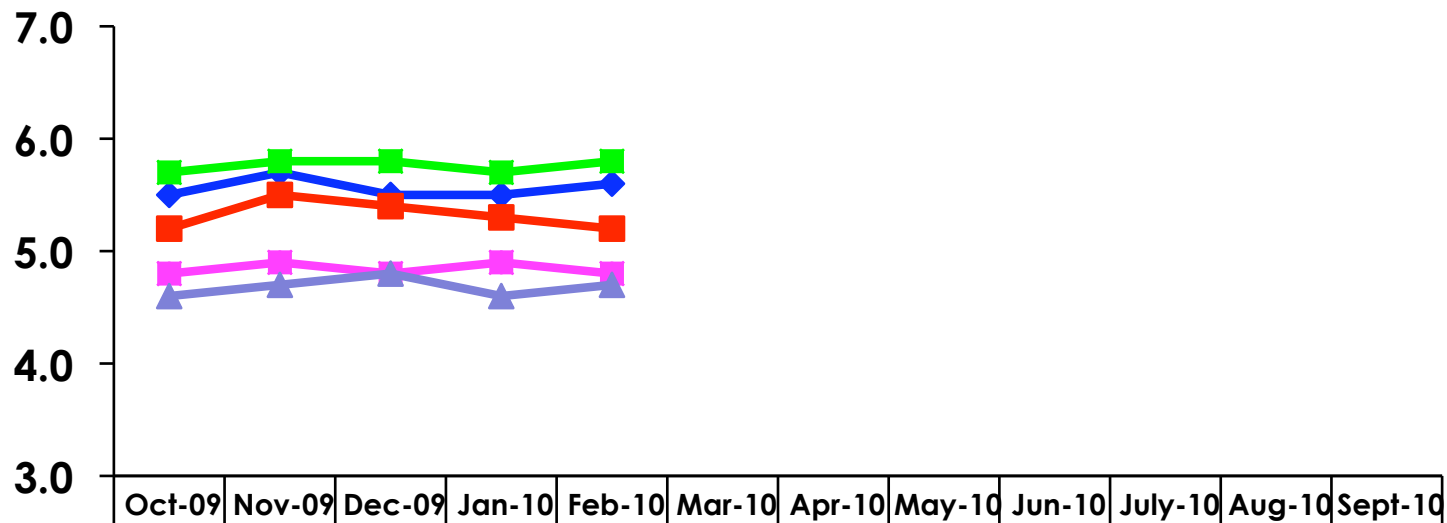
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Guam Perceptions

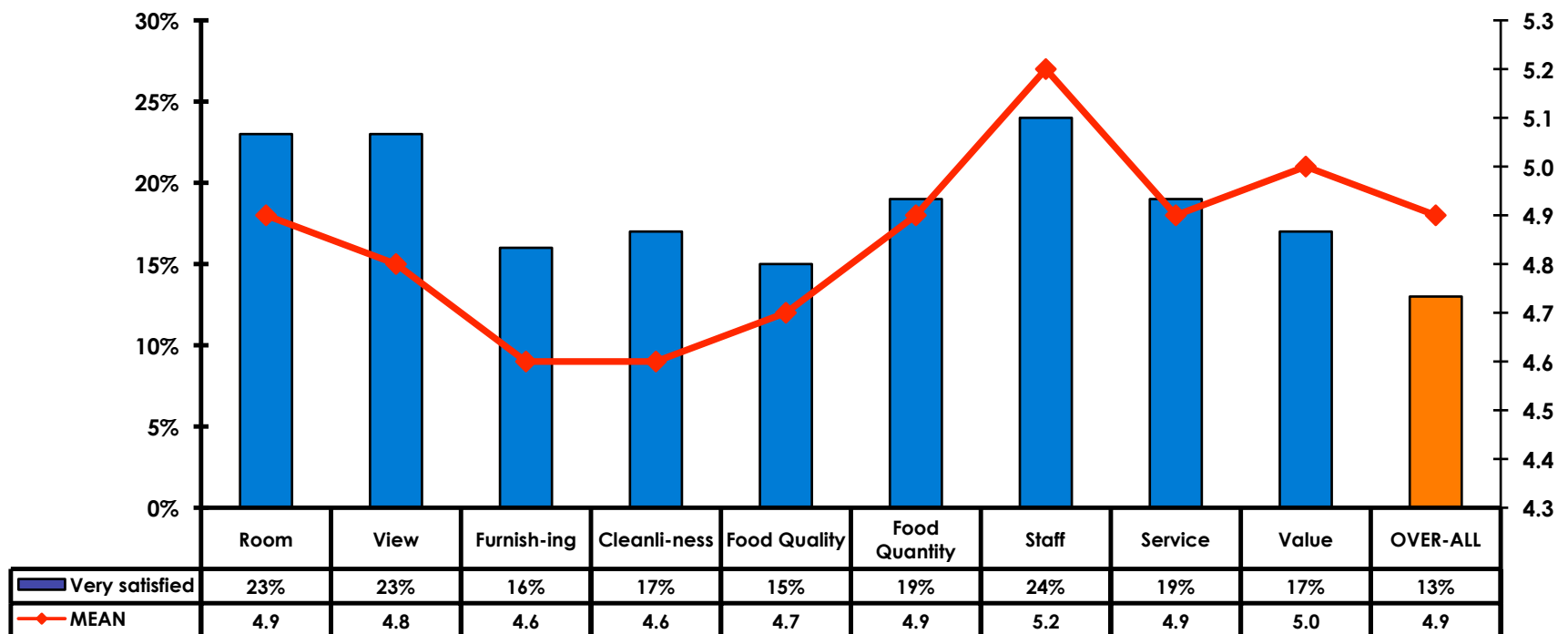


	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	July-10	Aug-10	Sept-10
◆ Clean beach/park	5.5	5.7	5.5	5.5	5.6							
■ Ease getting around	5.2	5.5	5.4	5.3	5.2							
■ Safe walk night	4.8	4.9	4.8	4.9	4.8							
▲ Price	4.6	4.7	4.8	4.6	4.7							
■ Overall	5.7	5.8	5.8	5.7	5.8							

Quality of Accommodations

7pt Rating Scale

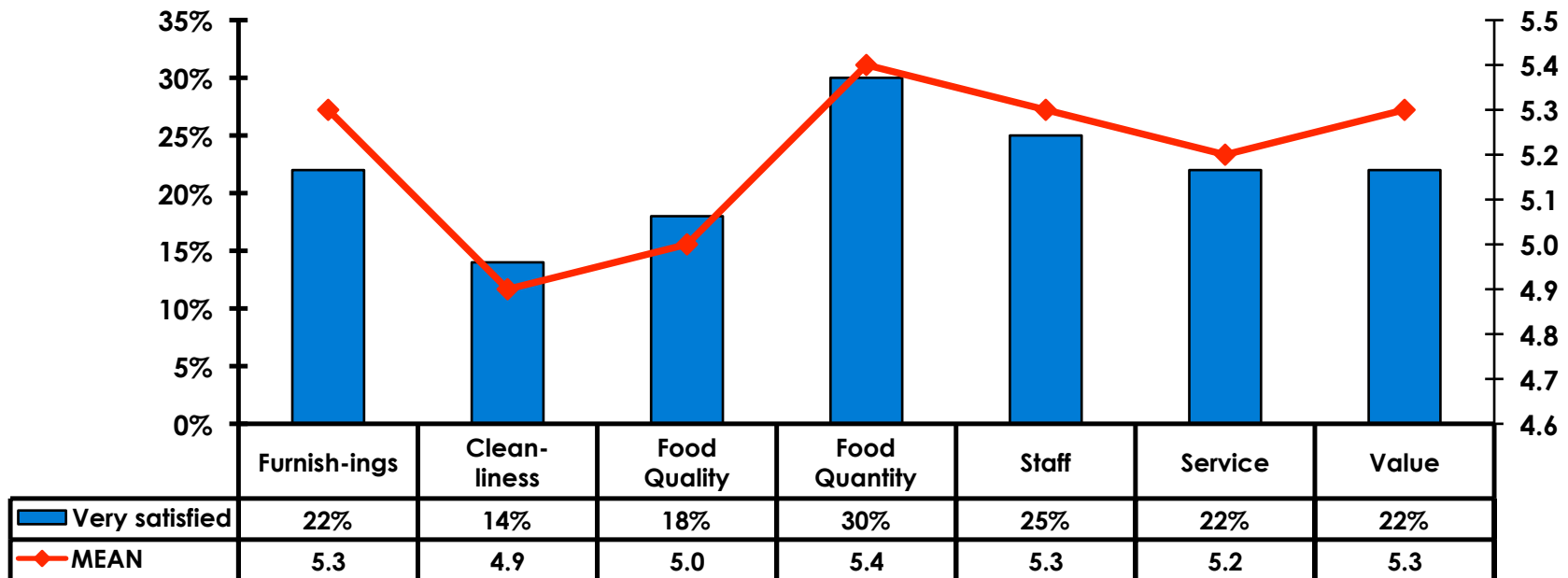
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

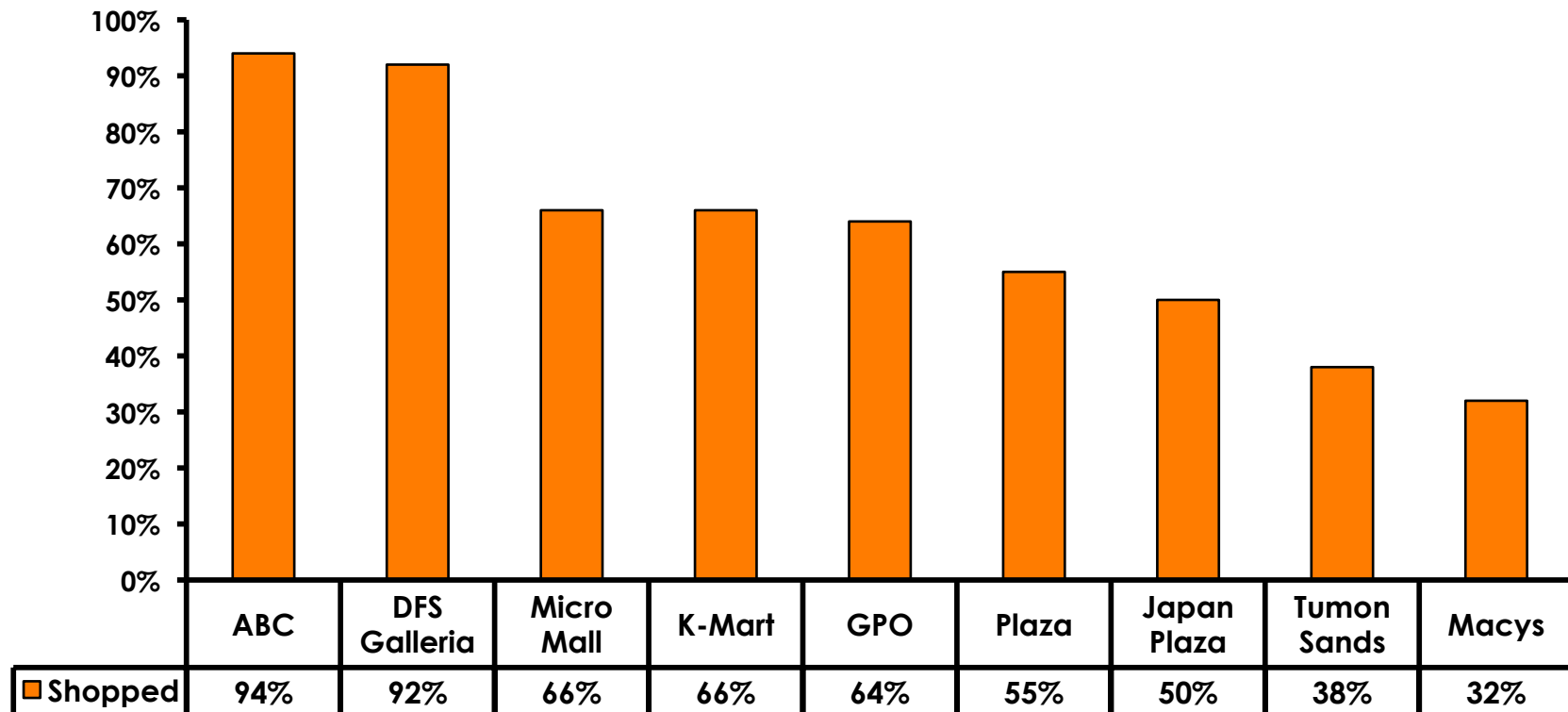
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

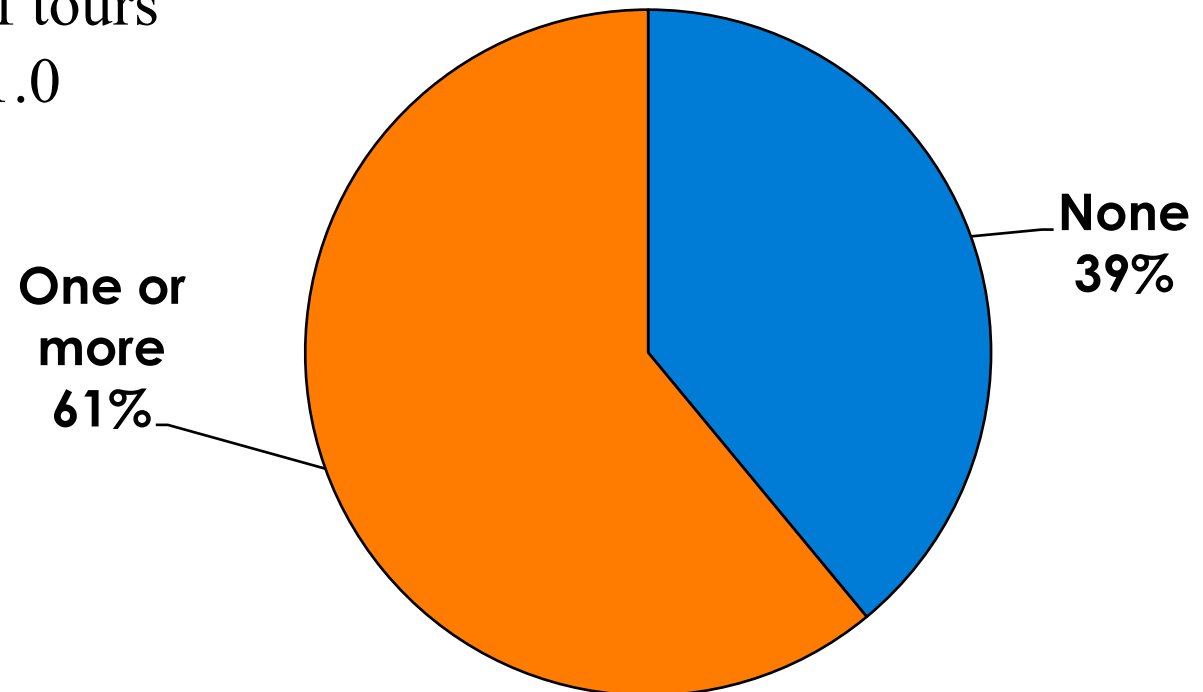
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

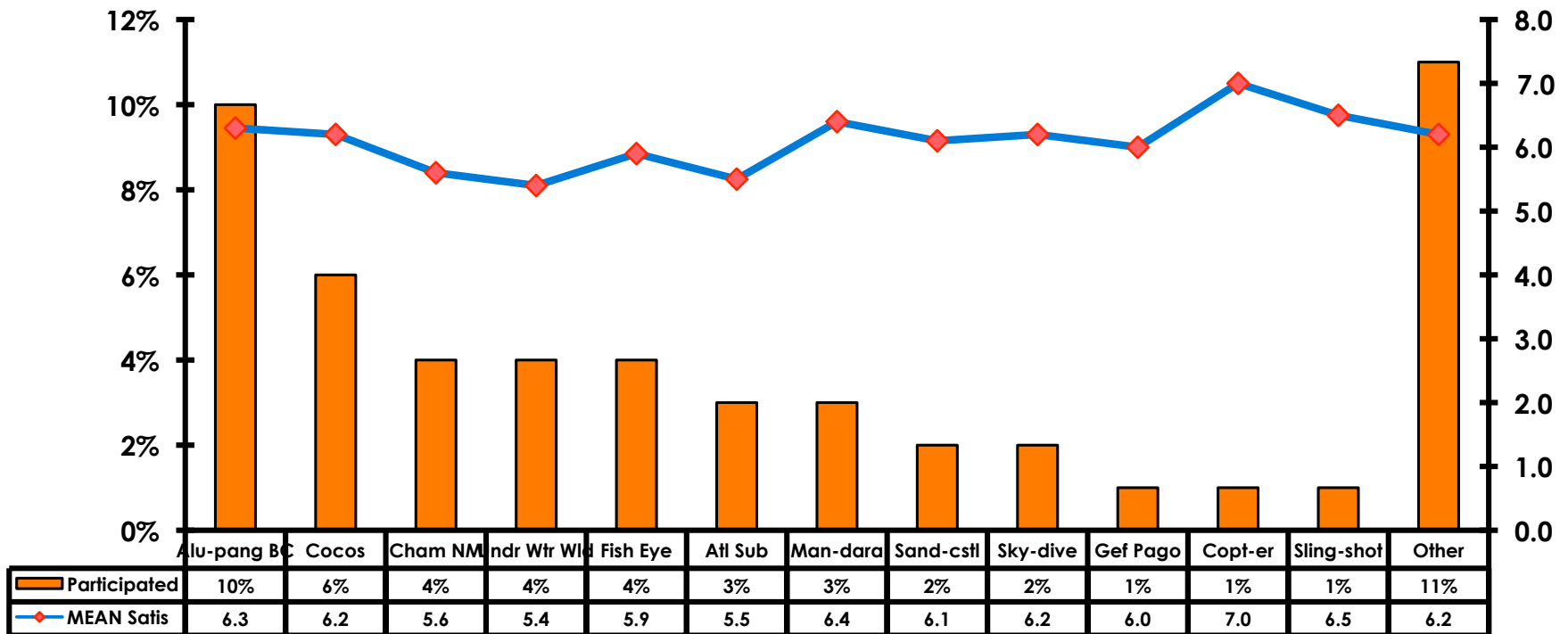
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 52%	Score of 6 to 7 = 49%
Score of 4 to 5 = 39%	Score of 4 to 5 = 40%
Score 1 to 3 = 9%	Score 1 to 3 = 11%
MEAN = 5.3	MEAN = 5.2

Optional Tour Participation

- Average number of tours participated in is 1.0



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 = 50%
Score of 4 to 5 = 44%	Score of 4 to 5 = 49%
Score 1 to 3 = 3%	Score 1 to 3 = 1%
MEAN = 5.4	MEAN = 5.4

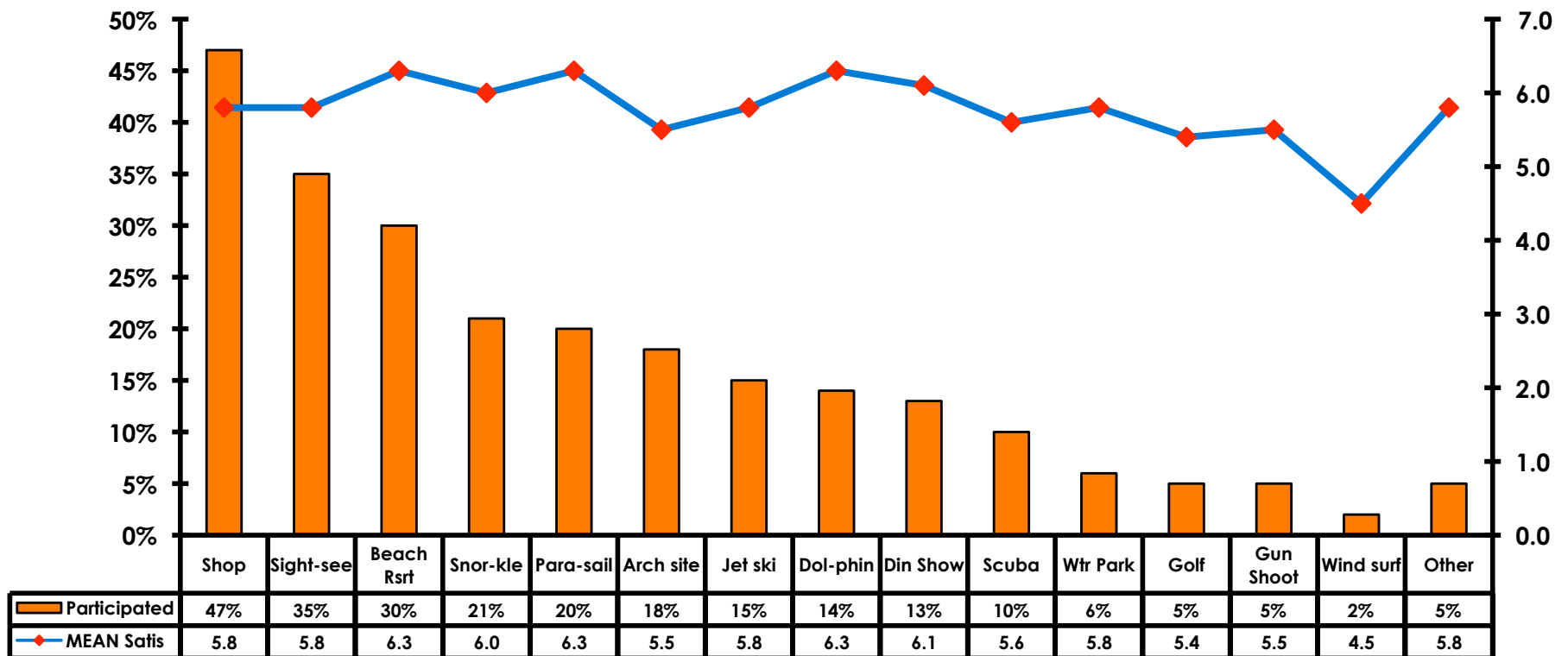
Night Tours Satisfaction

7pt Rating Scale

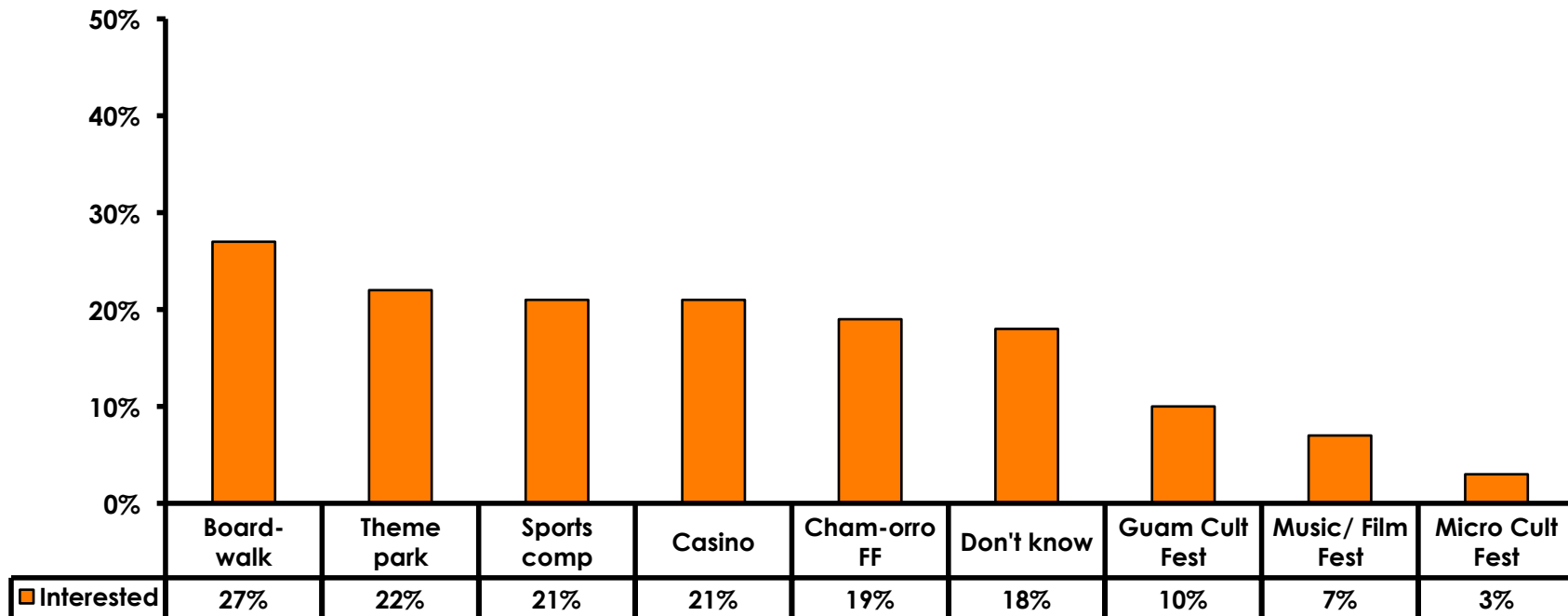
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 29%	Score of 6 to 7 = 27%
Score of 4 to 5 = 70%	Score of 4 to 5 = 71%
Score 1 to 3 = 1%	Score 1 to 3 = 2%
MEAN = 4.8	MEAN = 4.7

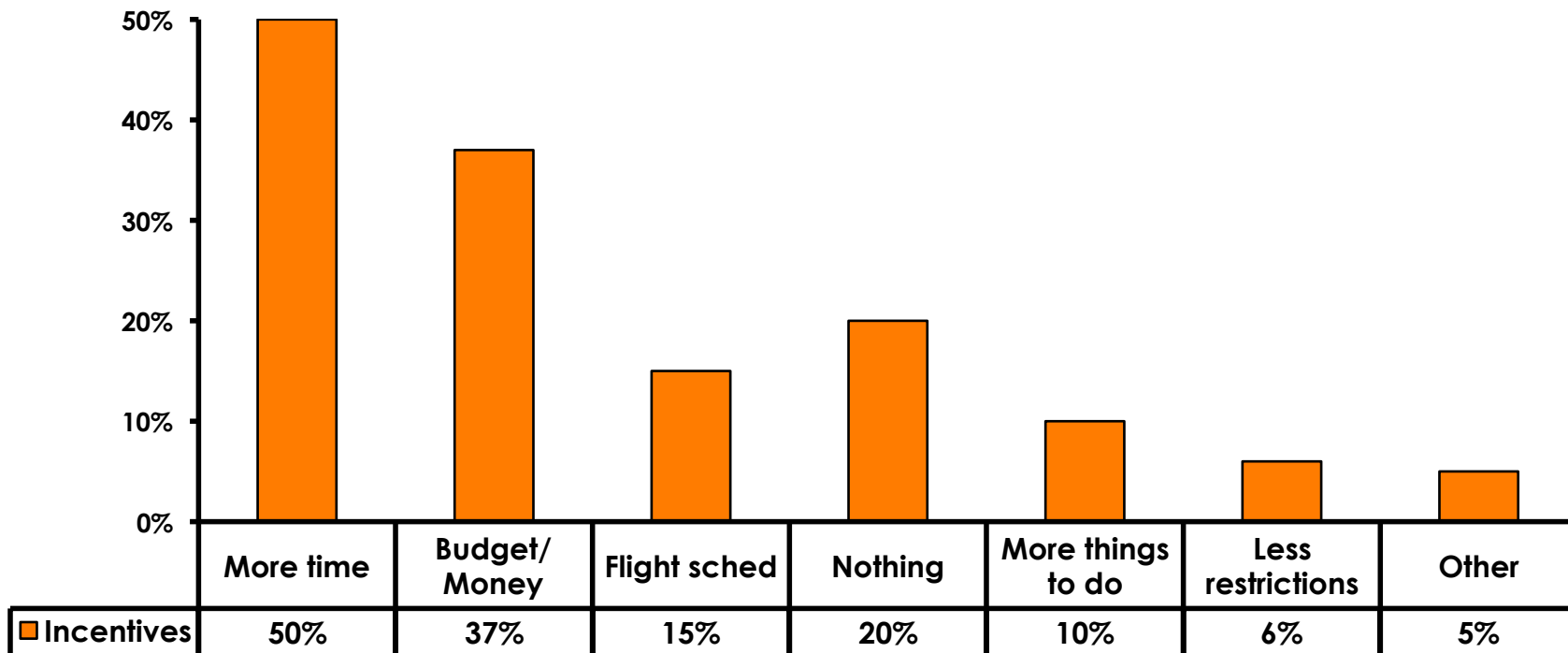
Satisfaction with Other Activities



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



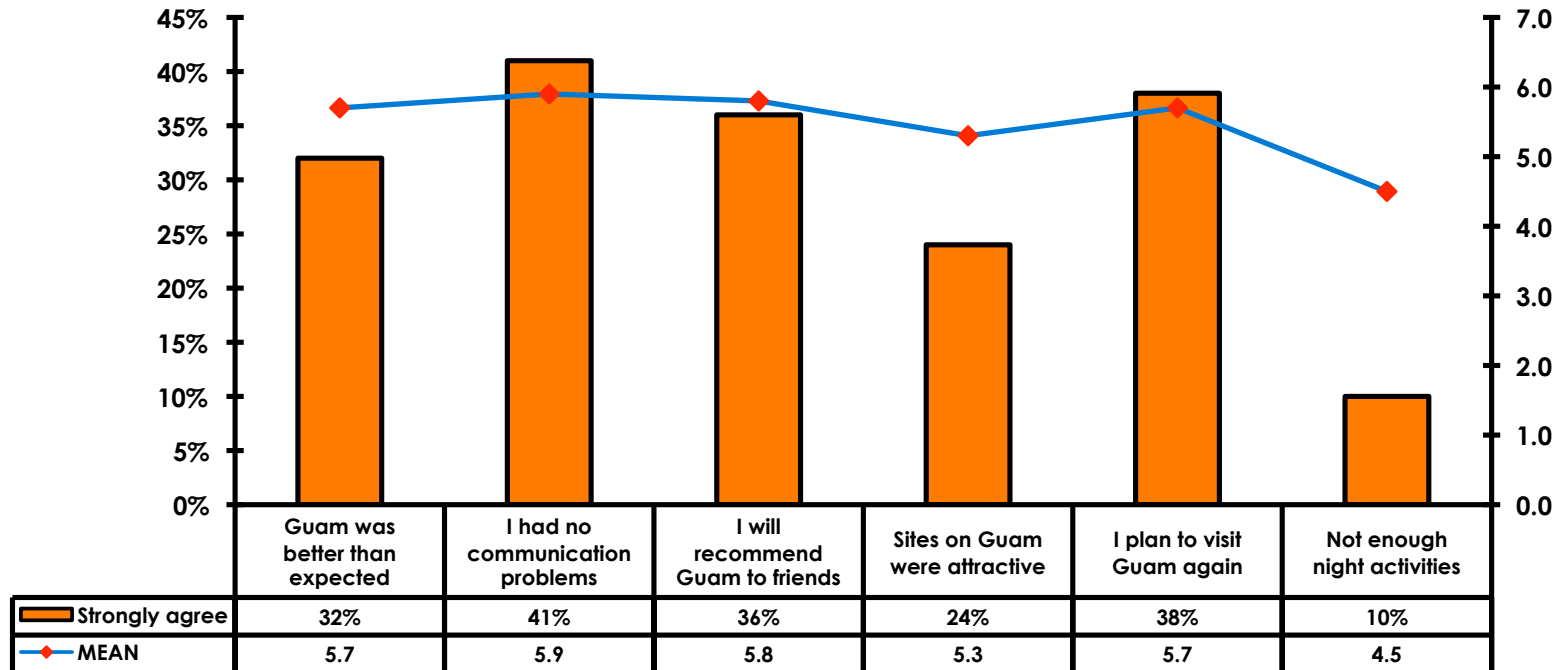
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

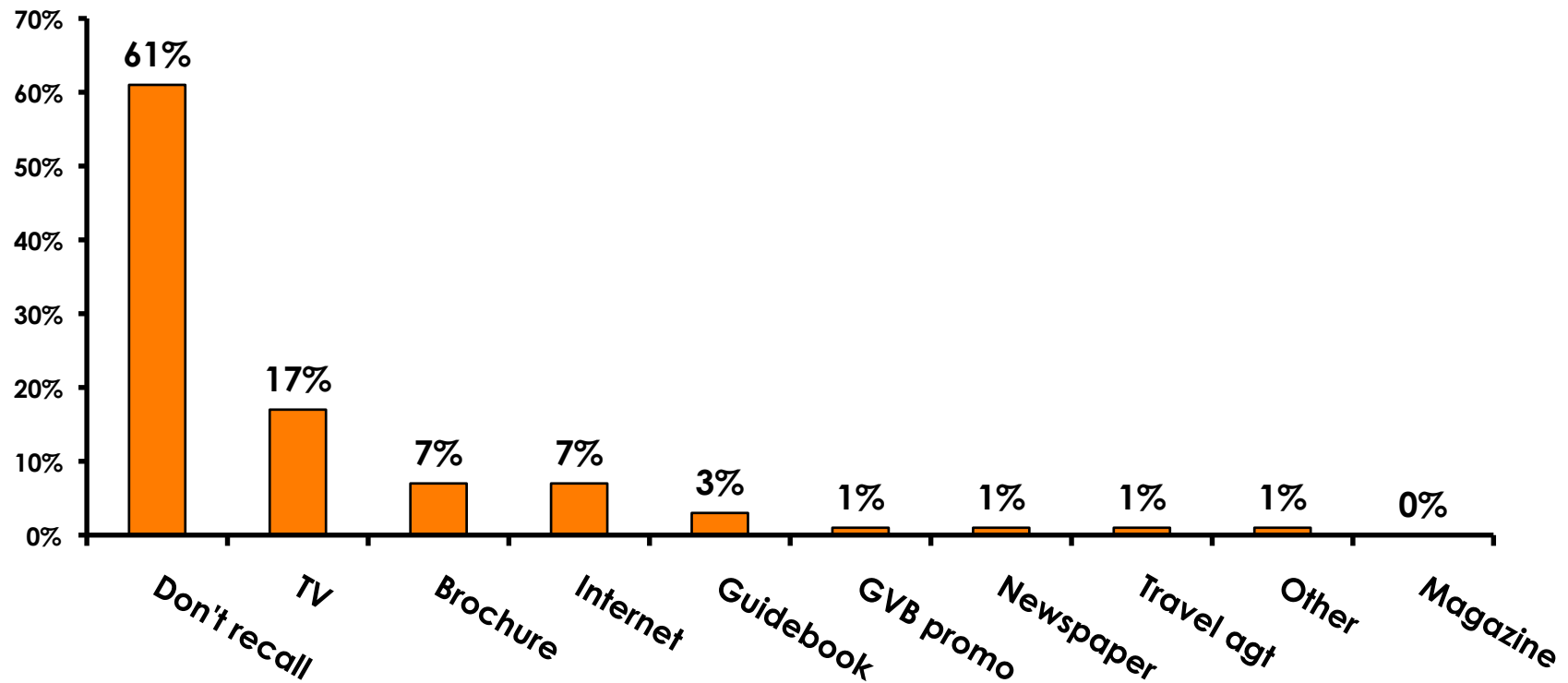
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days



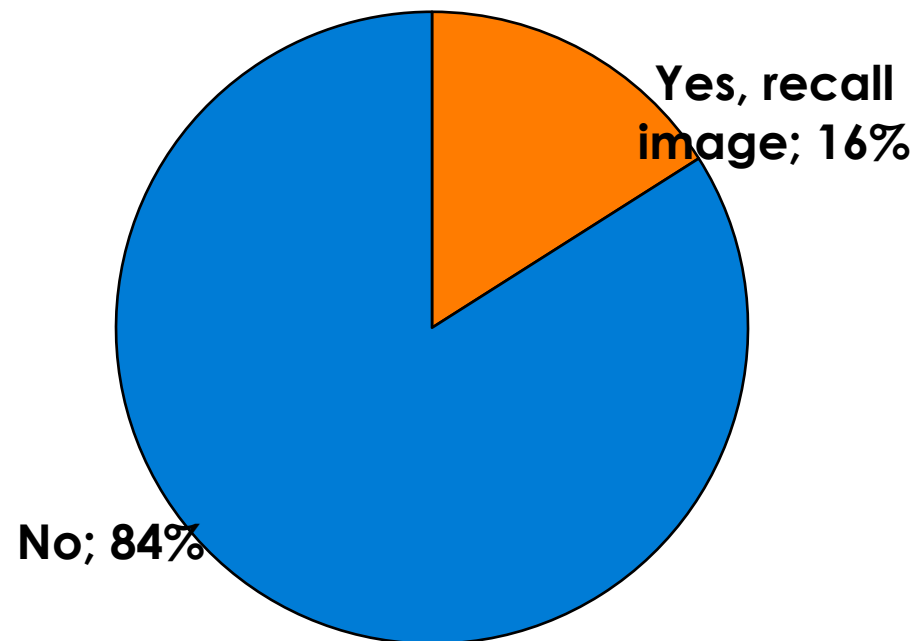
Message Recall

(Filter: recall ad/promo n=128)

- 50% An image
- 26% Other
- 20% Don't recall
- 9% Tag line

Aided Awareness - Image Test

(Filter: recall ad/promo n=128)

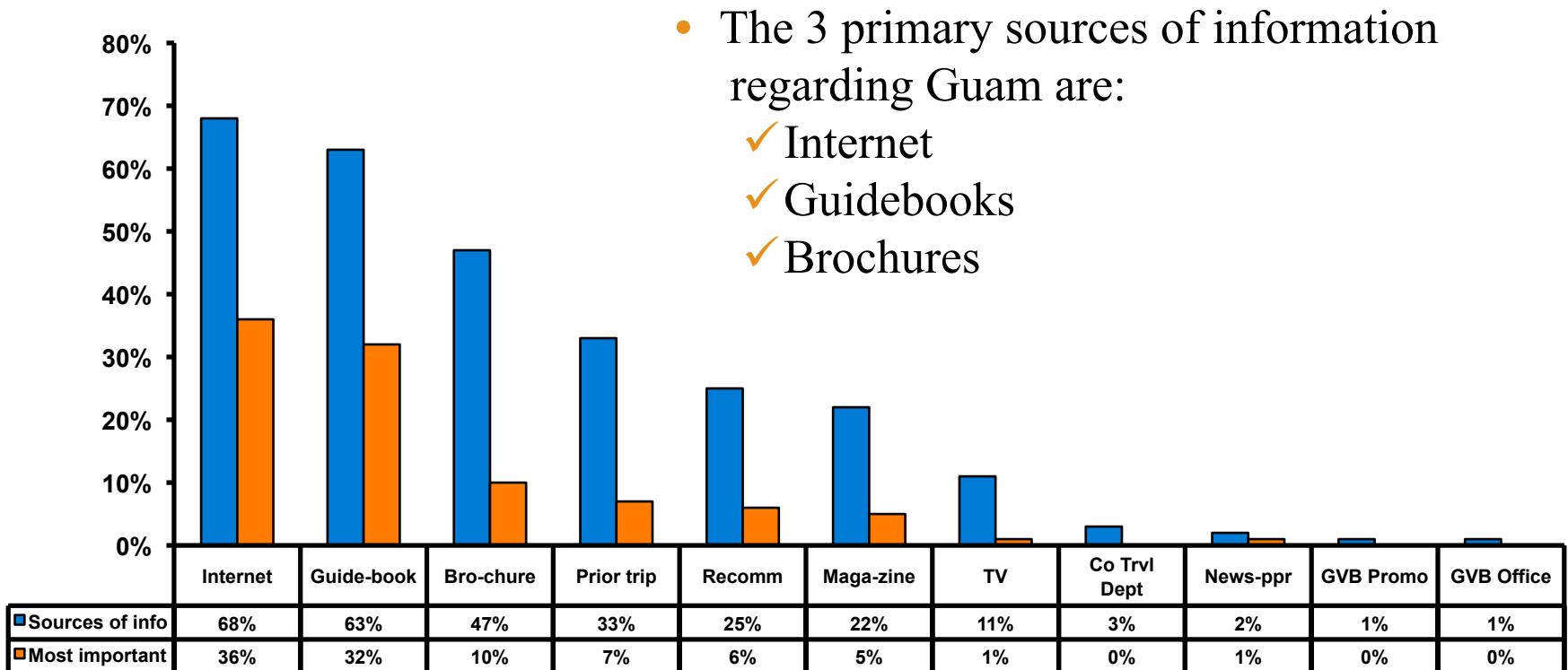


Aided Image Recall

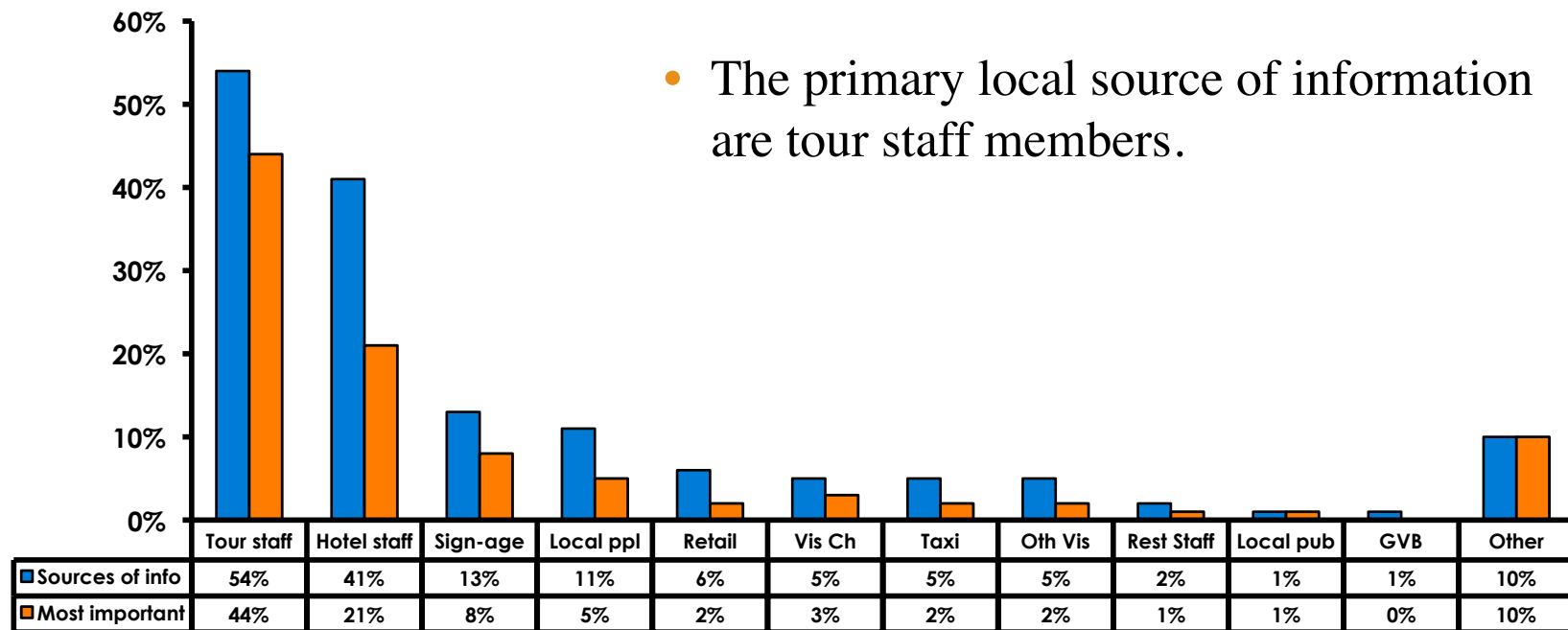
(Filter: recall image n=21)

- **81%** - Koko Bird – Sr. Version
(Shimura's Zoo Program Ad)
- **24%** - Guam Wedding (Nodame
Canterbible Cinema Ad)
- **19%** - Koko Bird- OL Version
(Asada! Namadesu Tabi Salad
Program Ad)

Sources of Information Pre-arrival

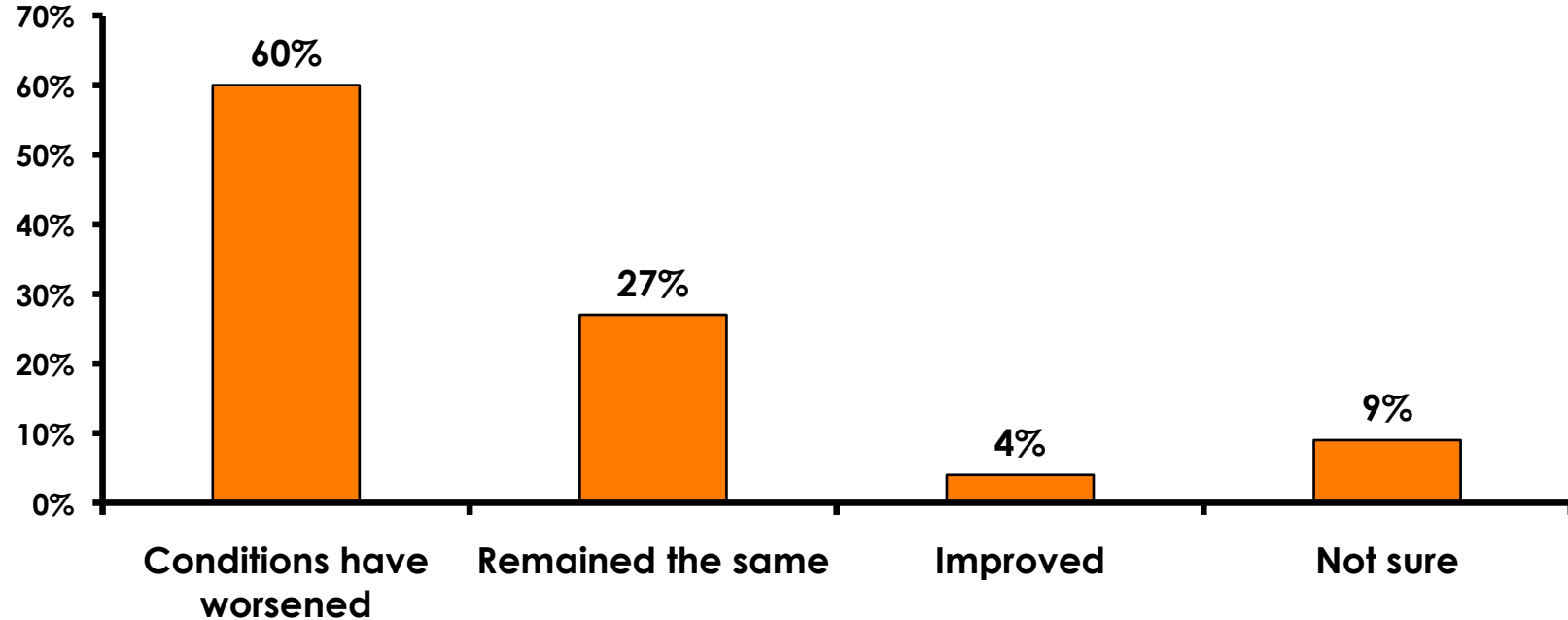


Sources of Information Post-arrival



SECTION 6
OTHER ISSUES

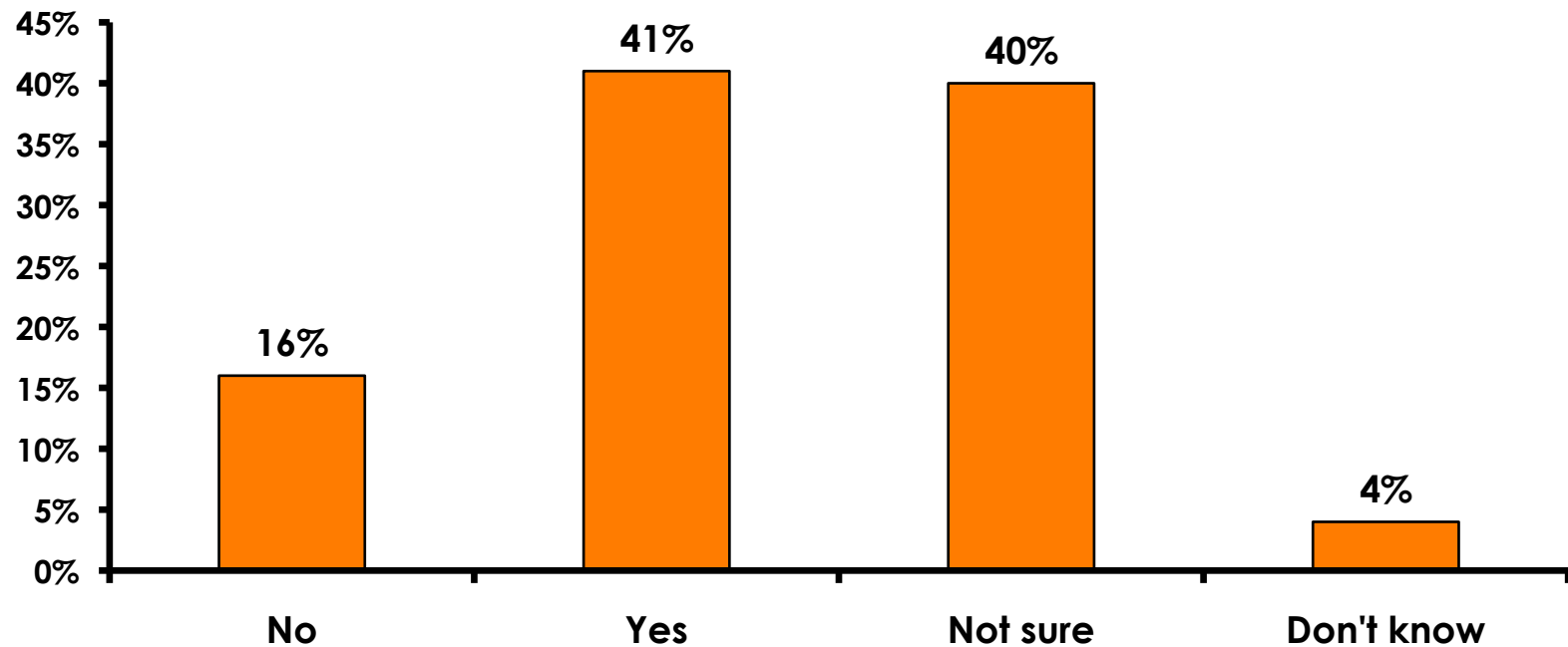
Rating the Japan economy compared to 12 months ago - Overall



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	27%	55%	68%	64%	78%	47%	64%	72%	58%	69%	73%	35%	
Conditions have remained the same	18%	32%	24%	23%	17%	30%	26%	26%	36%	21%	20%	41%	
Conditions have improved		2%	6%	8%		6%	3%		4%	8%	7%		
Do not know	55%	11%	2%	5%	4%	17%	8%	2%	2%	3%		24%	
Total	Count	11	171	85	39	23	47	39	46	53	39	45	17

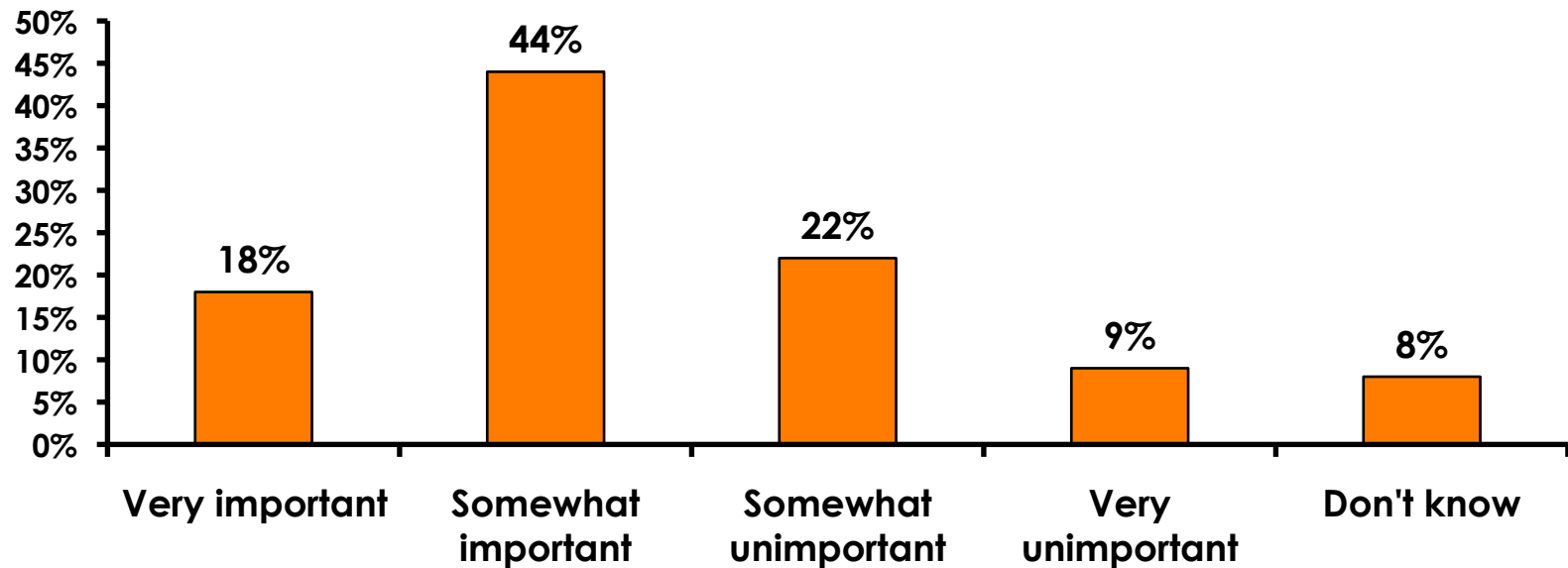
Good time to spend money on travel outside of Japan - Overall



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		15%	21%	8%	22%	17%	15%	28%	17%	10%	9%	12%
	Yes	55%	41%	36%	49%	35%	36%	44%	39%	40%	49%	51%	38%
	Not sure	27%	40%	40%	38%	43%	38%	41%	30%	42%	41%	40%	39%
	Do not know	18%	5%	2%	5%		9%		2%				12%
Total	Count	11	171	85	39	23	47	39	46	52	39	45	17

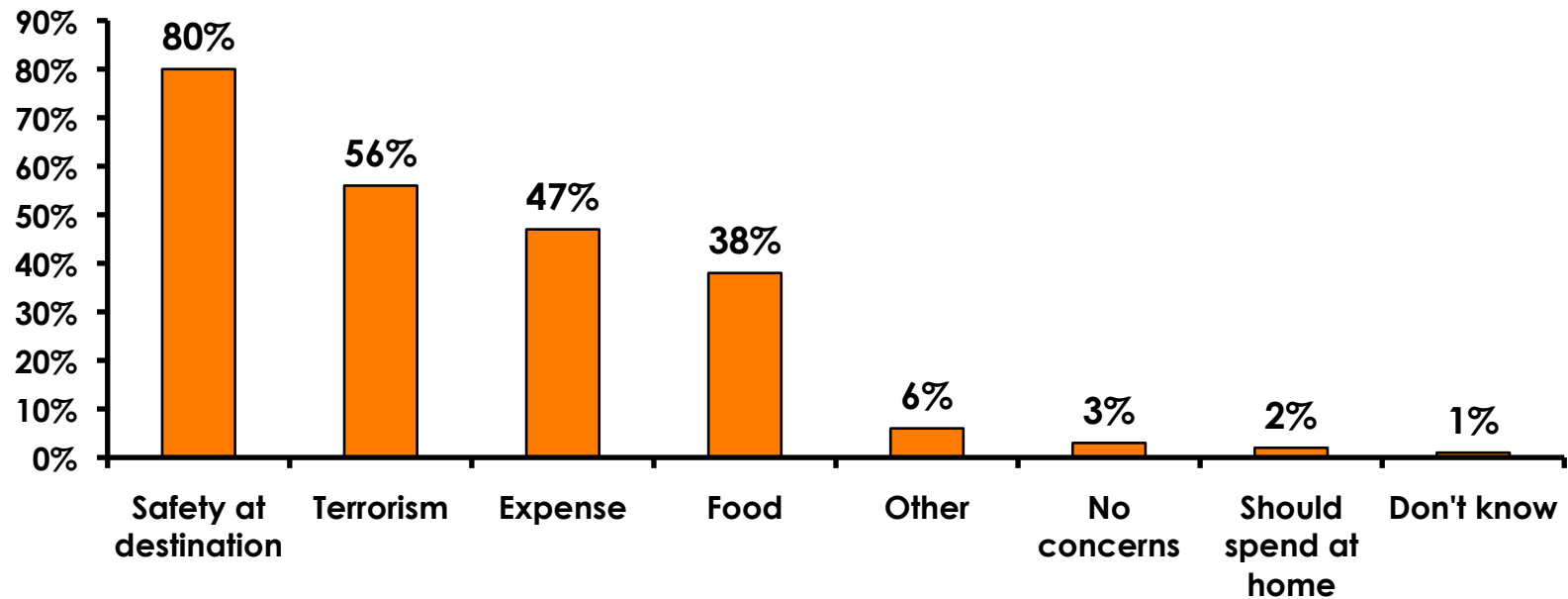
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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	9%	6%	9%	11%	17%	13%	3%	11%	6%	8%	13%	6%
	Somewhat unimportant	9%	16%	31%	29%	30%	13%	28%	22%	17%	28%	33%	6%
	Somewhat important	45%	49%	41%	34%	30%	43%	56%	35%	46%	49%	40%	59%
	Very important	18%	17%	16%	21%	22%	19%	10%	28%	27%	15%	13%	12%
	Do not know	18%	11%	2%	5%		13%	3%	4%	4%			18%
Total	Count	11	172	85	38	23	47	39	46	52	39	45	17

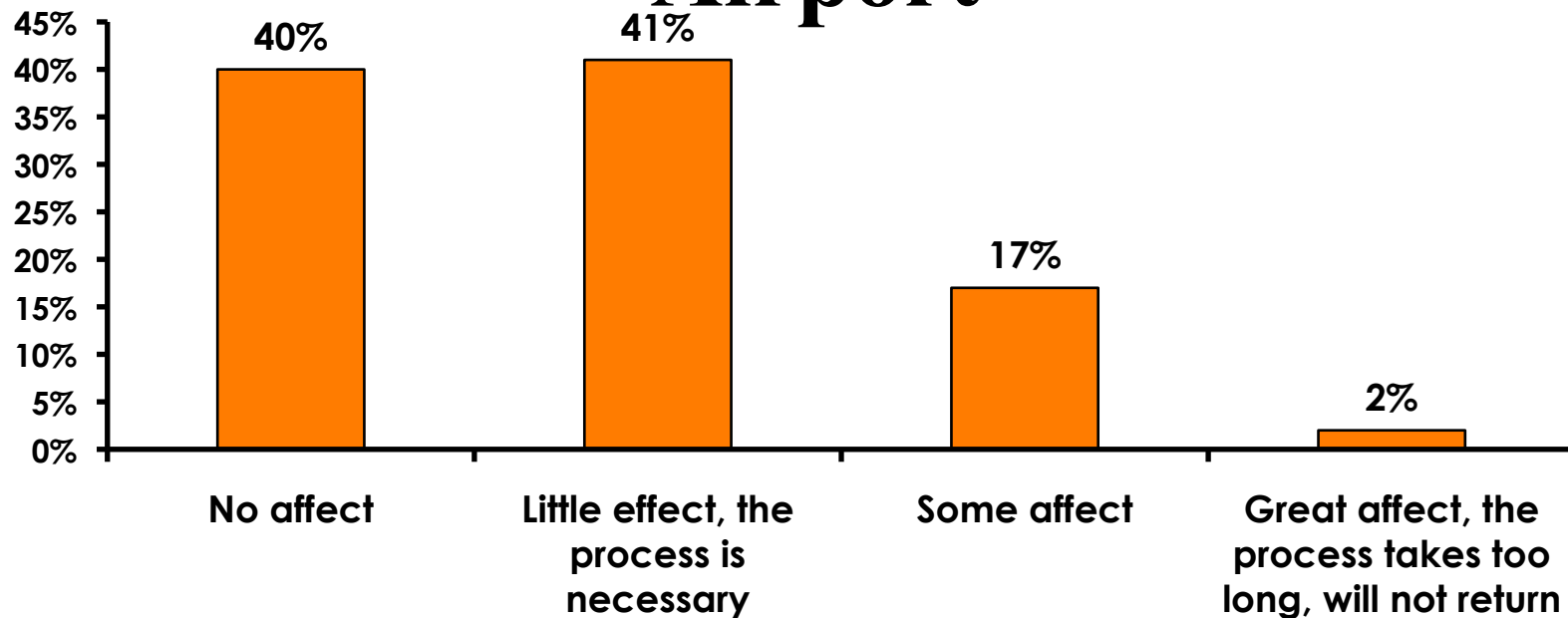
Concerns about travel outside of Japan - Overall



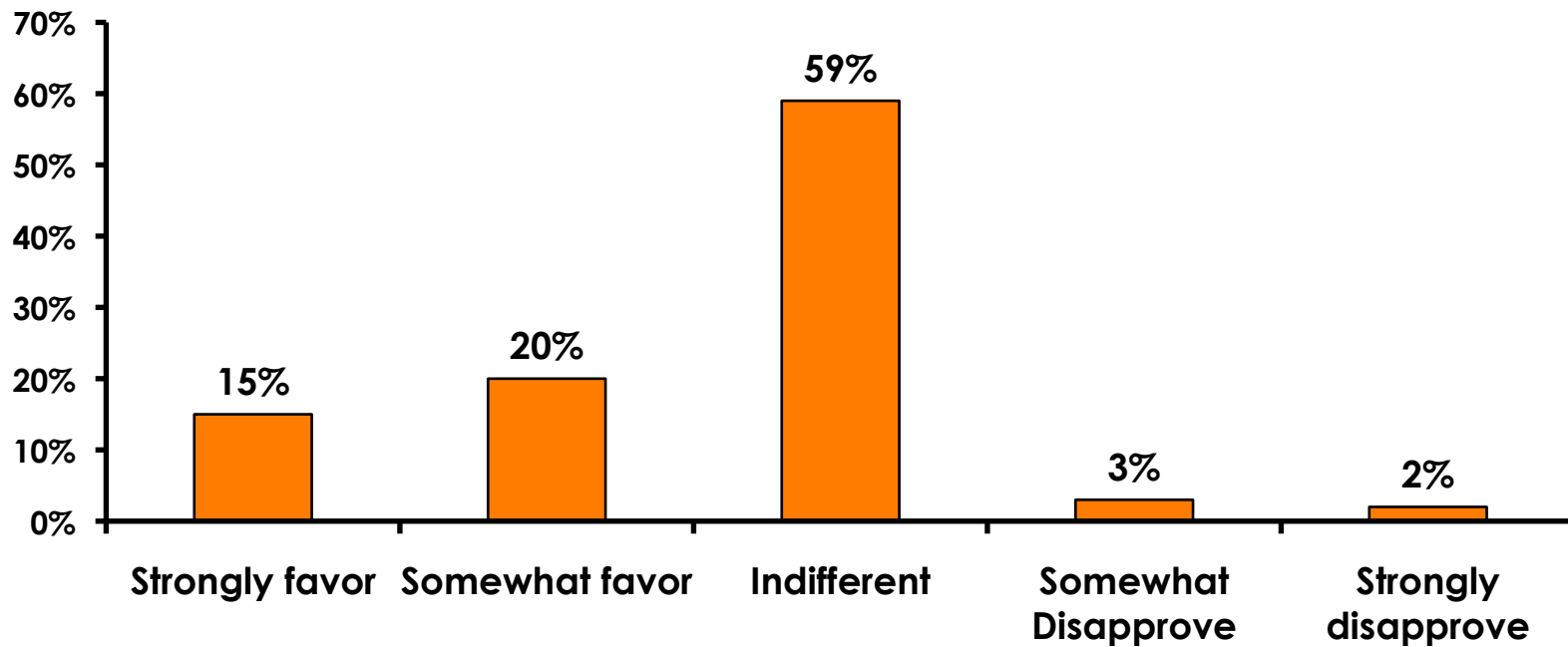
Concerns about travel outside of Japan - By Age & Income

	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	55%	74%	87%	87%	96%	70%	90%	91%	79%	92%	89%	35%	
Terrorism	55%	54%	56%	59%	61%	45%	59%	70%	53%	64%	58%	47%	
Expense	45%	51%	41%	49%	30%	51%	41%	46%	55%	54%	36%	35%	
Food	45%	42%	38%	26%	30%	43%	26%	43%	53%	36%	40%	12%	
Other	18%	6%	2%	10%	9%	11%	3%	4%	11%	3%	9%	6%	
No concerns		4%	2%	3%		6%			2%	5%	4%	6%	
Spending money abroad when it should be spent at home		2%	1%			4%		2%	2%				
Do not know	9%	2%		5%					2%				
Total	Cases	11	171	85	39	23	47	39	46	53	39	45	17

Security Screening/ Immigration Process at Guam International Airport



Increase Drinking Age to 21



Increase Drinking Age to 21 by Gender & Age

			GENDER		AGE		
			Male	Female	18-34	35-54	55+
Q.28.3	Strongly Favor	Count	28	21	35	10	4
		Col %	17.1%	12.7%	15.4%	11.9%	22.2%
	Somewhat favor	Count	38	29	41	21	5
		Col %	23.2%	17.5%	18.0%	25.0%	27.8%
	Indifferent	Count	87	108	138	48	9
		Col %	53.0%	65.1%	60.5%	57.1%	50.0%
	Somewhat disapprove	Count	7	4	9	2	
		Col %	4.3%	2.4%	3.9%	2.4%	
	Strongly disapprove	Count	4	4	5	3	
		Col %	2.4%	2.4%	2.2%	3.6%	
Total	Count		164	166	228	84	18

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) – **9%**
- Neutral (Score 4-5) – **48%**
- Disagree (Score 1-3) – **43%**

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

