



# GUAM VISITORS BUREAU

## Japan Visitor Tracker Exit Profile

### FY2014

### FEBRUARY 2014



**Prepared by: QMark Research**

*Information contained herein is the property of the Guam Visitors Bureau.*

*The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.*

---

# 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 **351** 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 **351** is +/- 5.23 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 +/- 5.23 percentage points.

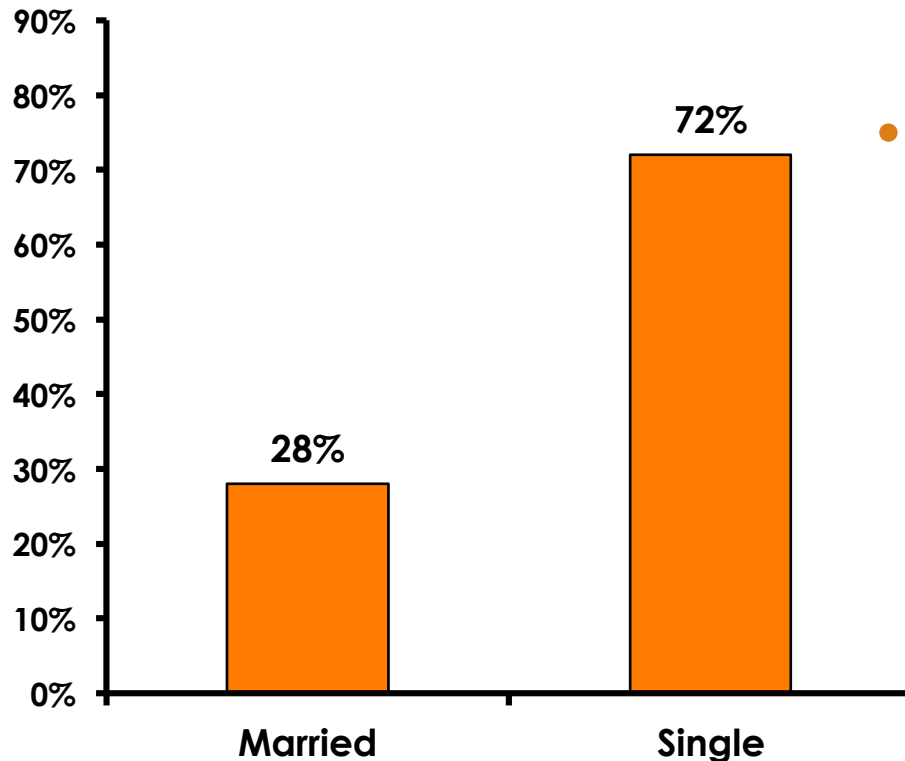
---

# 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.

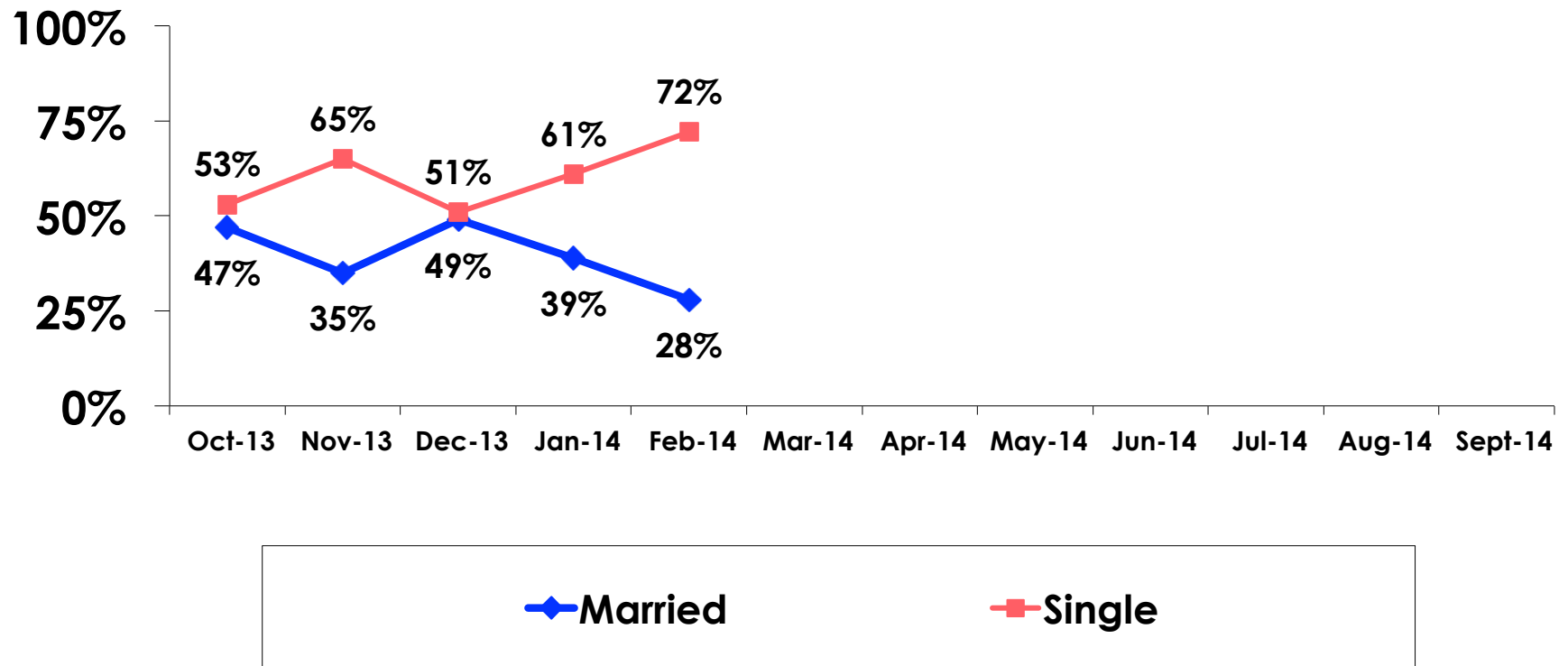
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

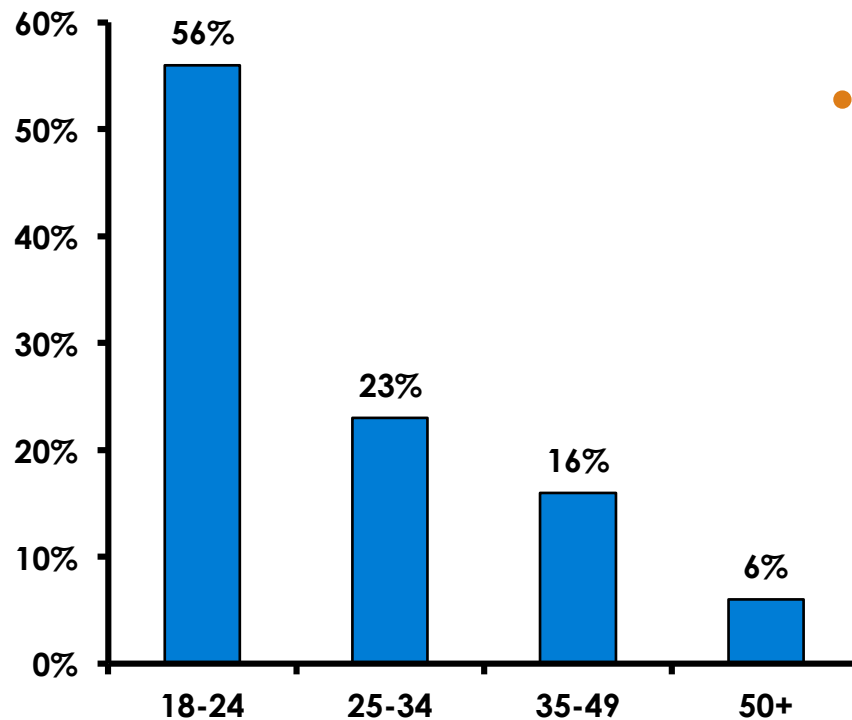


- Majority of first time visitors are single (81%).

# Marital Status

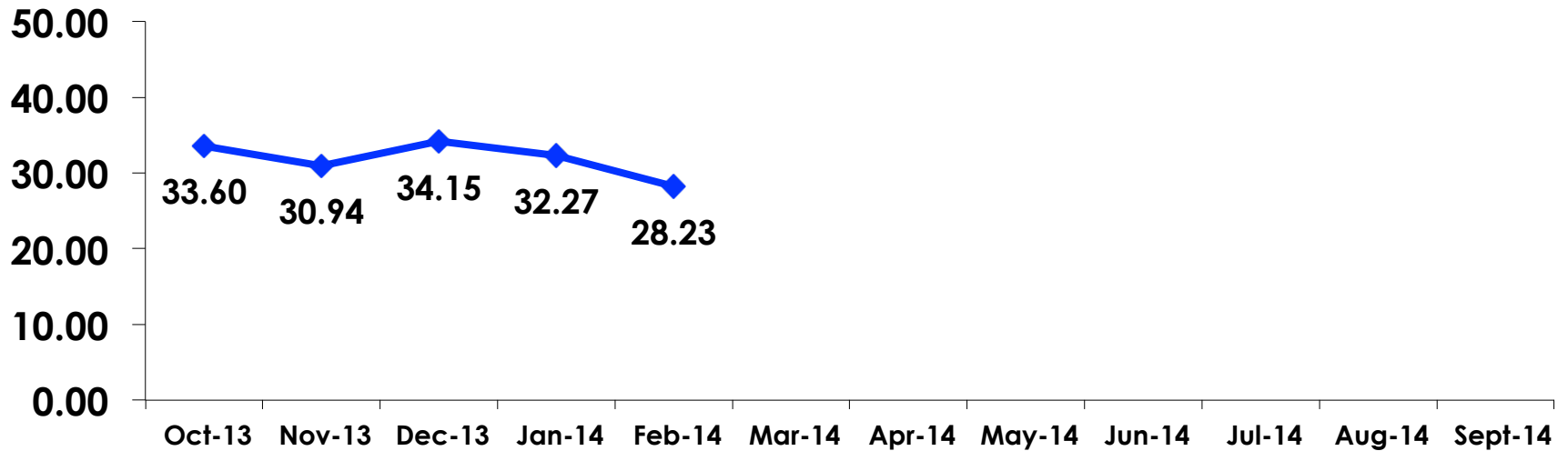


# Age - Overall



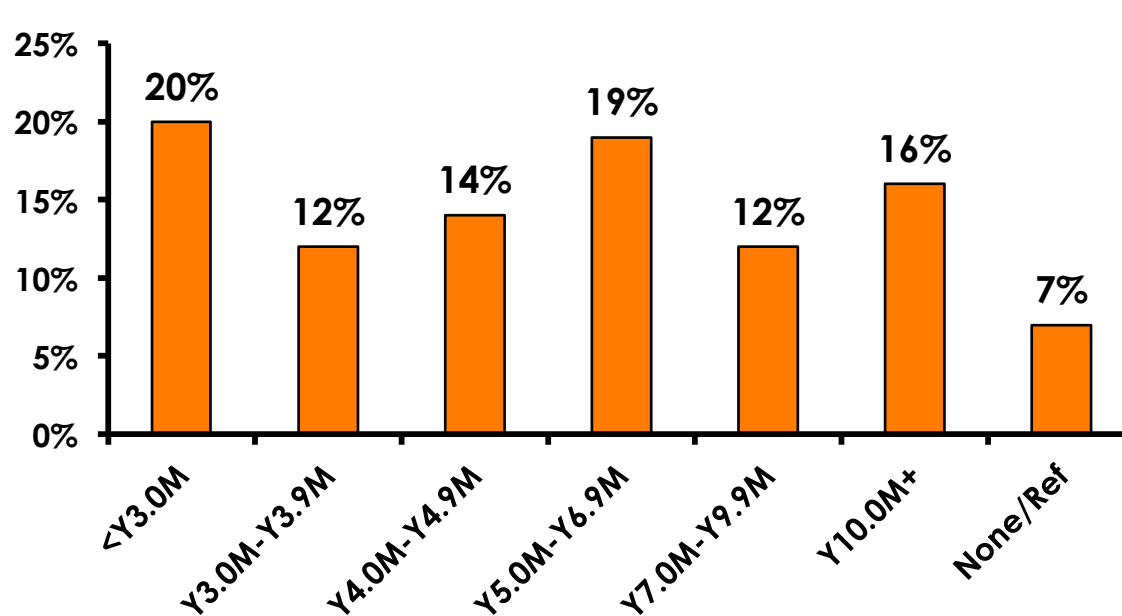
- The average age of the respondents is 28.23 years of age.

# Average Age



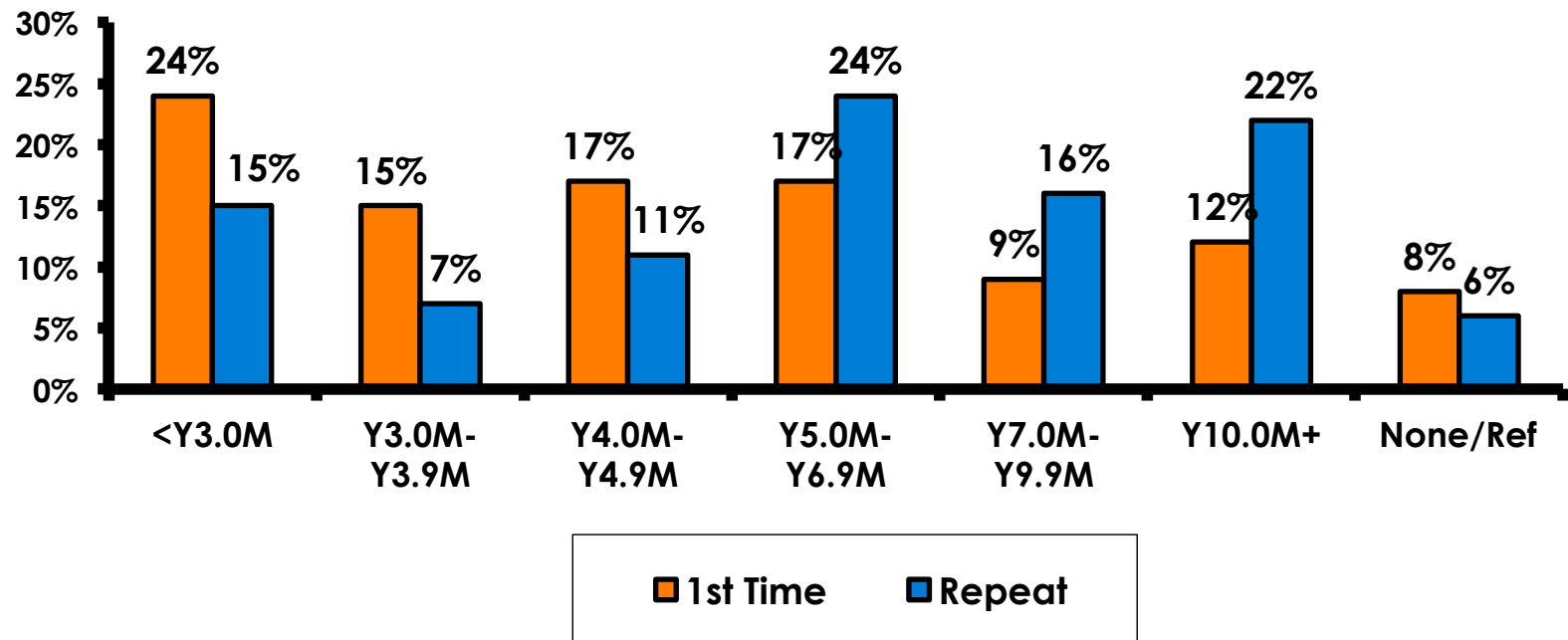


# Personal Income



• ¥102.07=\$1

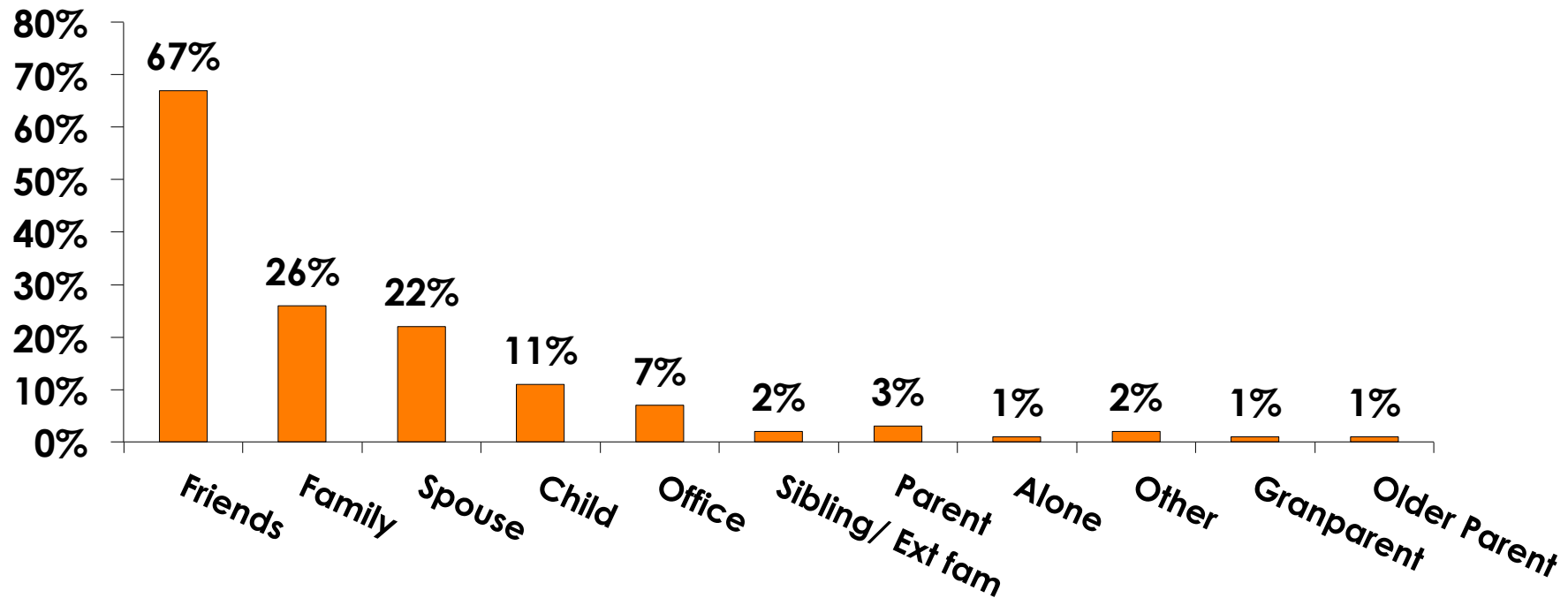
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	24	14	10	22	1	1	
		Column N %	8%	9%	8%	15%	1%	2%	
	Y2.0M-Y3.0M	Count	33	11	22	17	13	2	1
		Column N %	12%	7%	17%	12%	19%	4%	6%
	Y3.0M-Y4.0M	Count	33	15	18	15	16	1	
		Column N %	12%	10%	14%	10%	23%	2%	
	Y4.0M-Y5.0M	Count	41	23	18	19	14	7	1
		Column N %	14%	15%	14%	13%	20%	14%	6%
	Y5.0M-Y7.0M	Count	55	31	24	27	11	14	3
		Column N %	19%	20%	19%	19%	16%	29%	18%
	Y7.0M-Y10.0M	Count	33	21	12	9	7	11	6
		Column N %	12%	14%	9%	6%	10%	22%	35%
	Y10.0M+	Count	44	25	19	21	4	13	6
		Column N %	16%	16%	15%	14%	6%	27%	35%
	No Income	Count	20	14	6	15	4		
		Column N %	7%	9%	5%	10%	6%		
	Total	Count	283	154	129	145	70	49	17

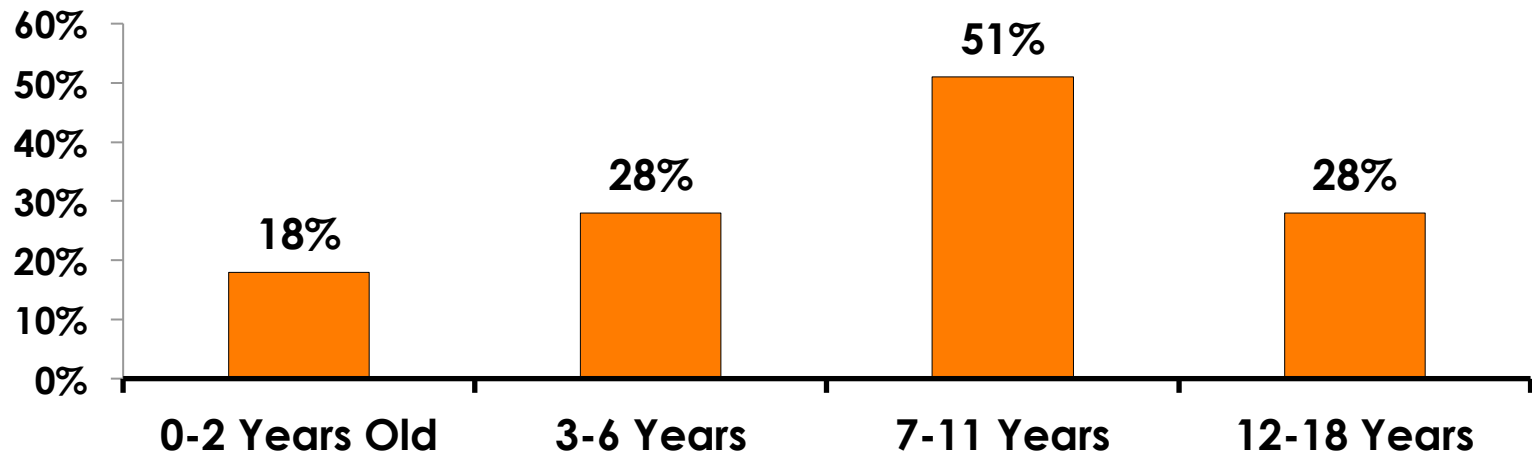
# Travel Companions



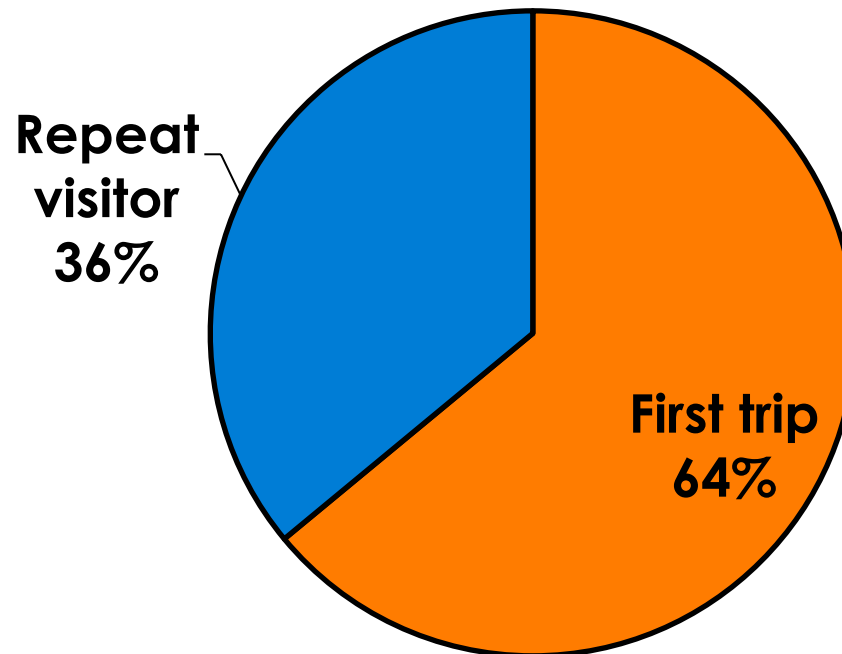
# Number of Children Travel Party

N=39 total respondents traveling with children.

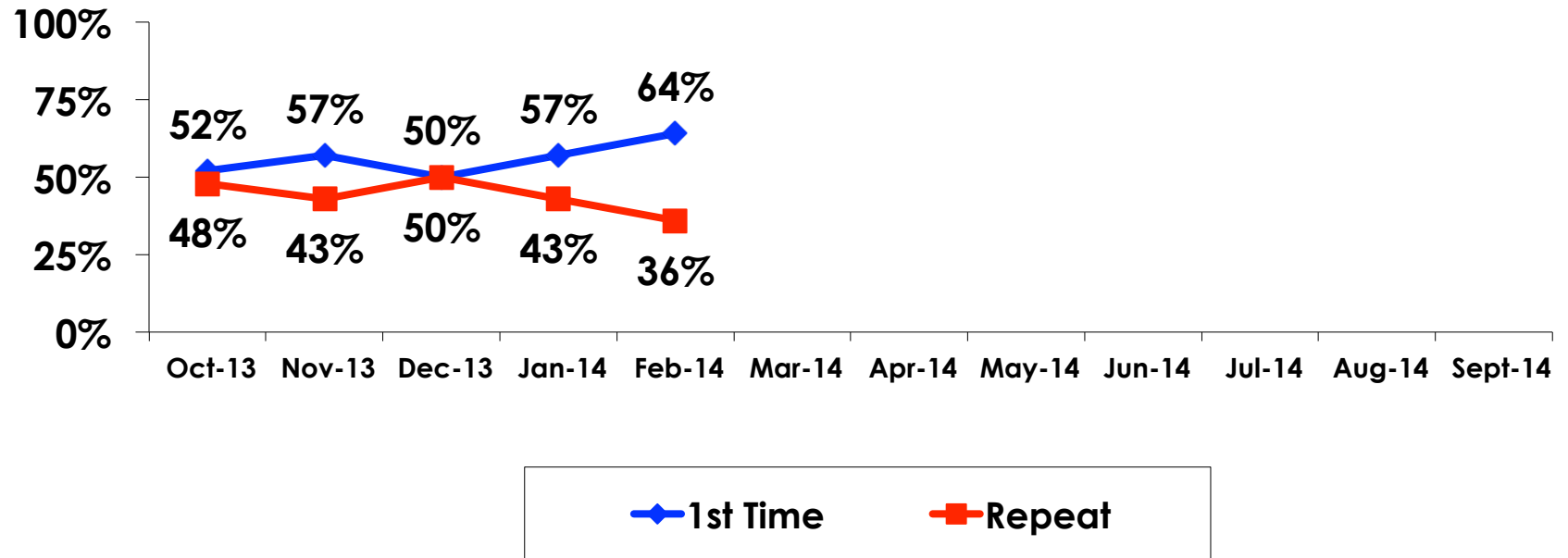
(Of those N=39 respondents, there is a total of 62 children 18 years or younger)



# Prior Trips to Guam



# Prior Trips to Guam



# Trips to Guam by Age & Gender

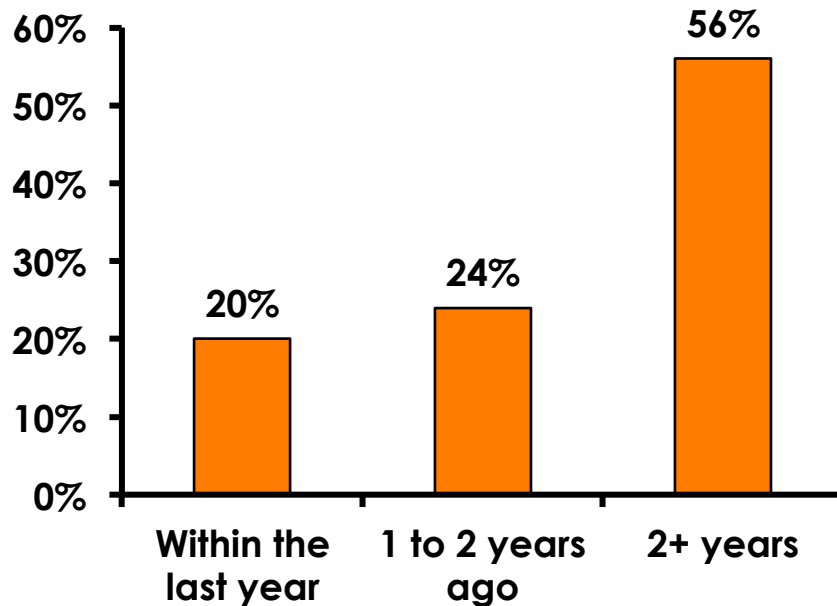
			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	177	106	71
		Column N %	50%	47%	56%
	Female	Count	174	118	56
		Column N %	50%	53%	44%
AGE	Total	Count	351	224	127
	18-24	Count	192	151	41
		Column N %	56%	69%	33%
	25-34	Count	78	42	36
		Column N %	23%	19%	29%
	35-49	Count	55	18	37
		Column N %	16%	8%	30%
	50+	Count	19	8	11
		Column N %	6%	4%	9%
	Total	Count	344	219	125

- First-time visitors are younger than repeat visitors to Guam.



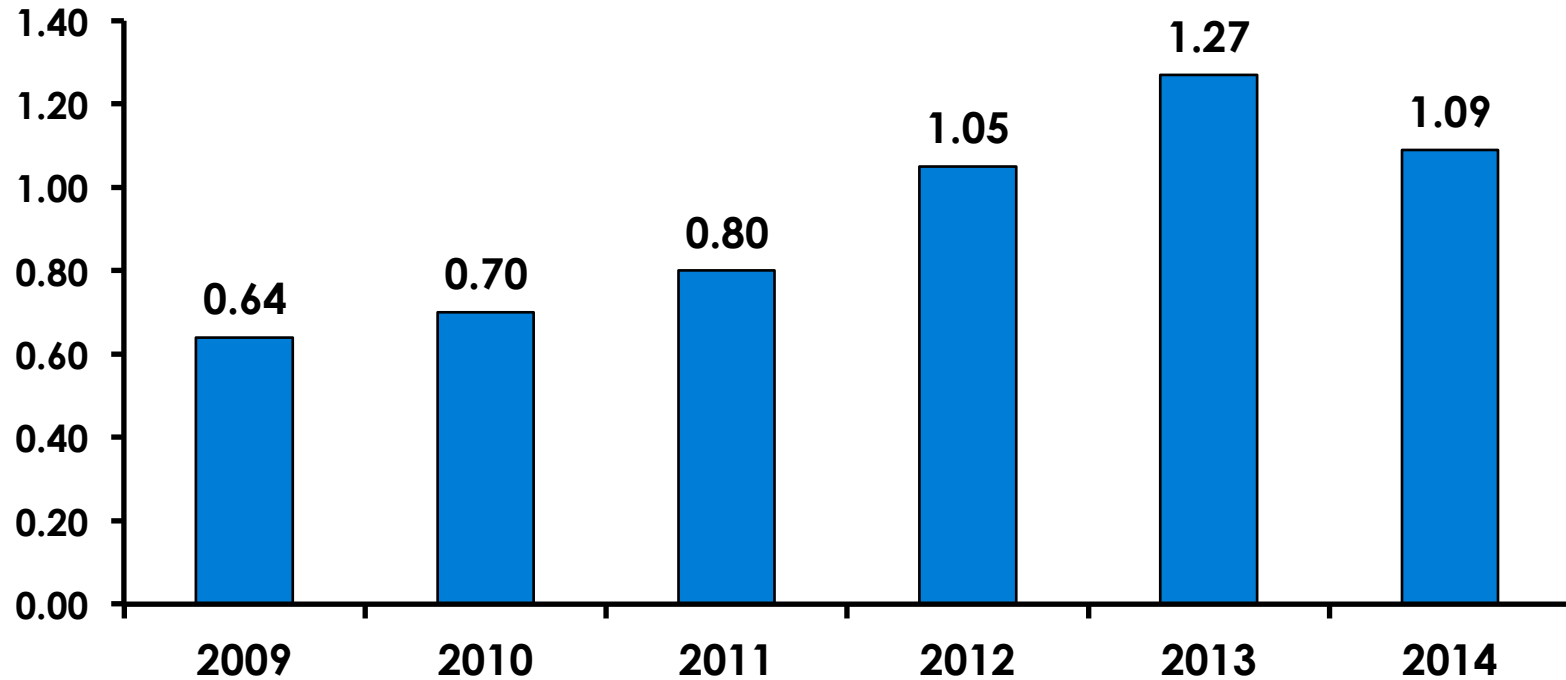
# Repeat Visitors Last Trip

n = 121



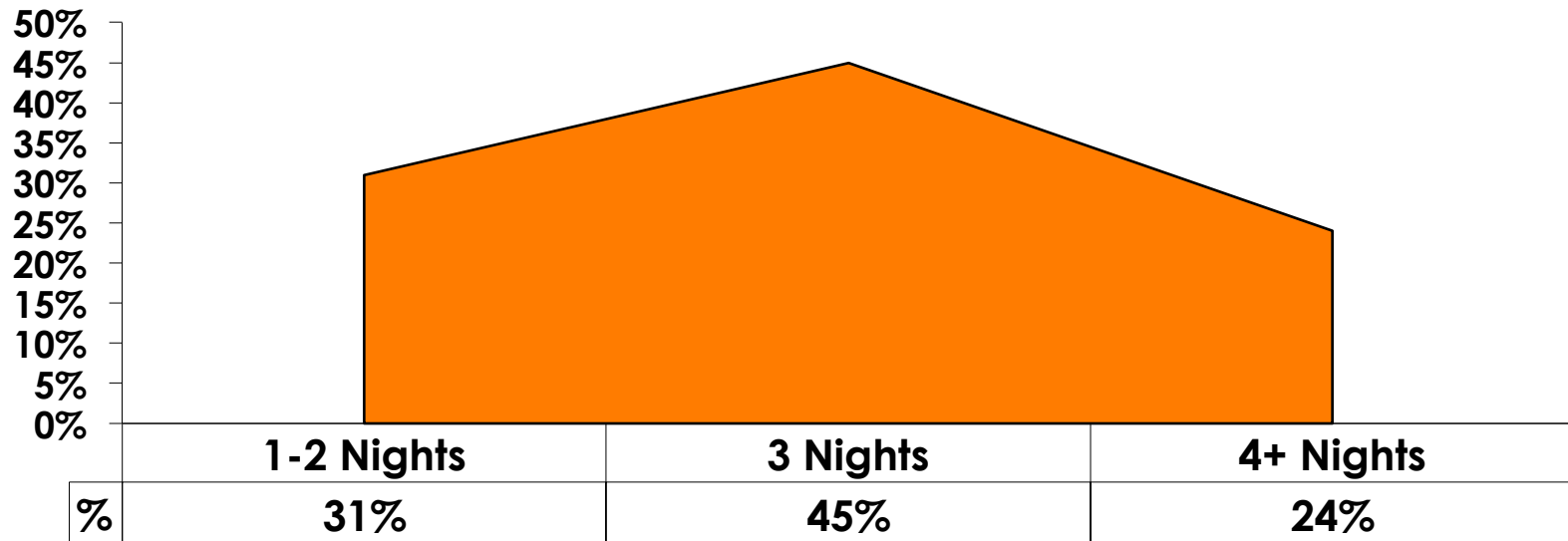
- The average repeat visitor has been to Guam 2.36 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

# Average Number Overnight Trips (2009-2014) (2 nights or more)

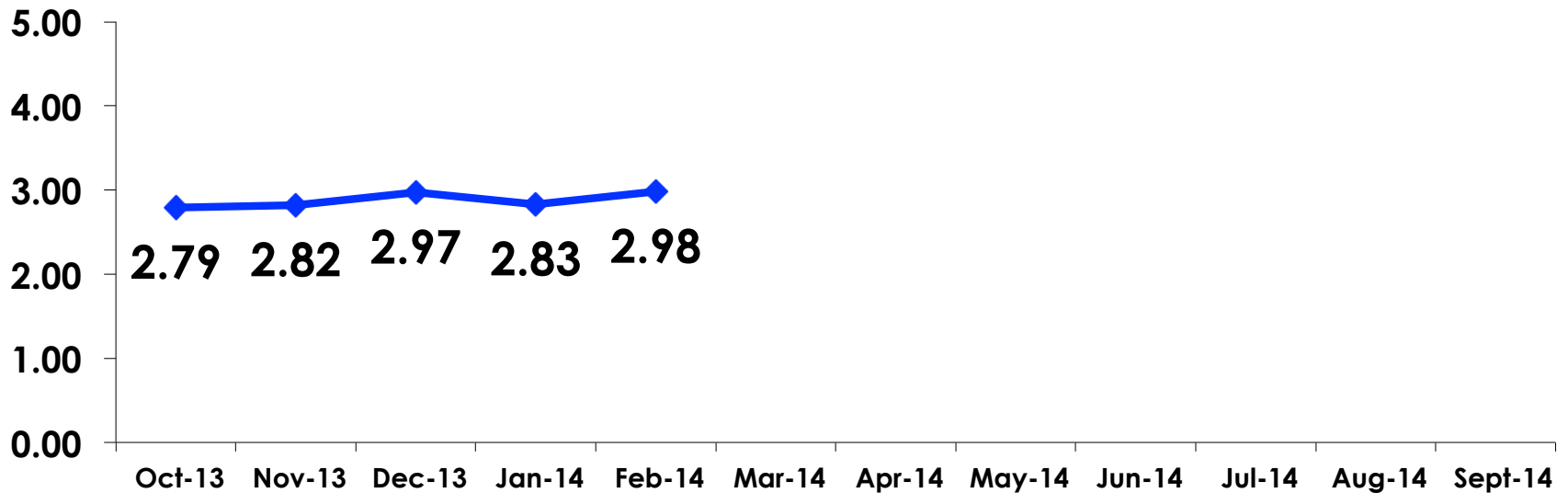


# Length of Stay

Mean = 2.98 Days  
Median = 3.0 Days



# Average Length of Stay

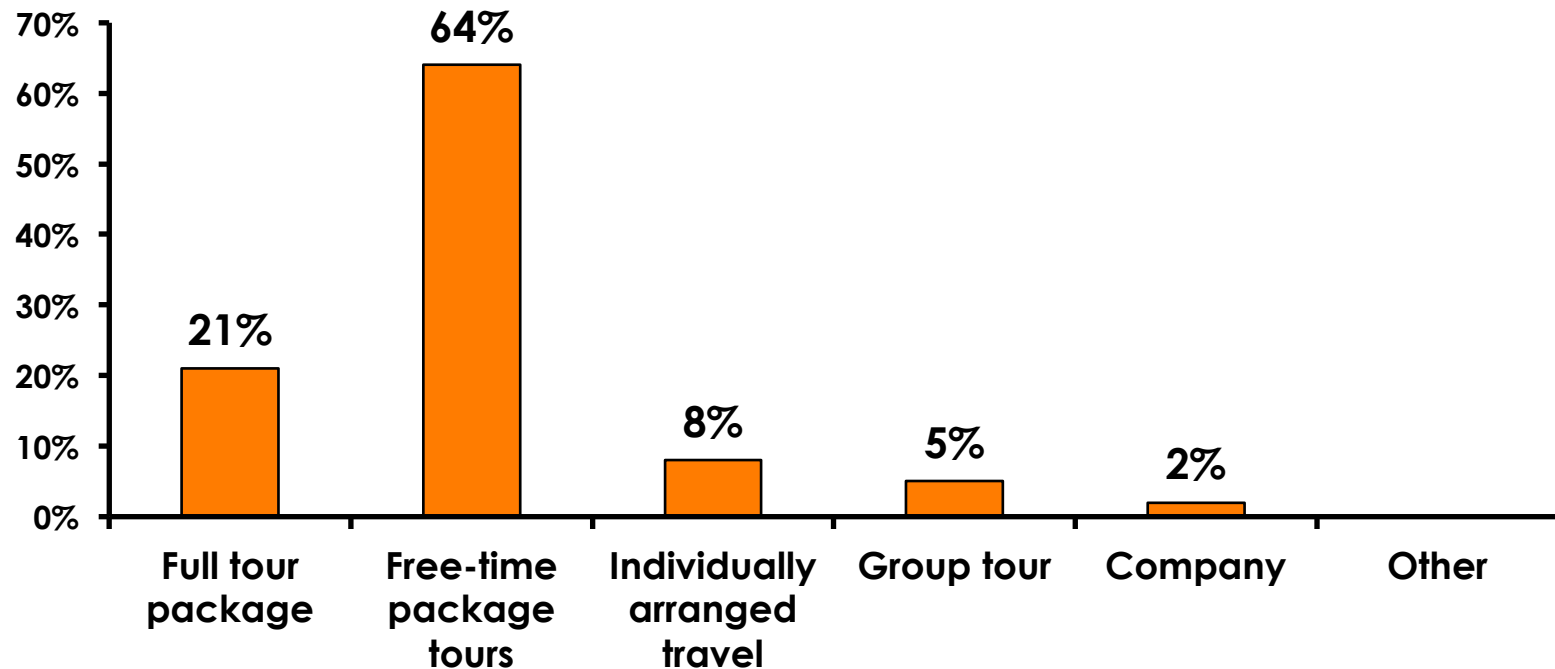


# Occupation by Income

		TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q25	Student	46%	79%	30%	18%	40%	44%	22%	43%	100%	
	Office worker non-mgr	9%		18%	24%	5%	4%	9%	7%		
	Salesperson	9%		15%	15%	20%	13%	9%			
	Engineer	9%		6%	12%	10%	13%	16%	11%		
	Self-employed	7%	13%	3%	3%	5%	9%	6%	2%		
	Manager	4%				5%		13%	14%		
	Homemaker	3%		3%	3%	8%	2%		9%		
	Freeter	3%		6%	6%		5%		5%		
	Skilled worker	2%	4%	3%	6%		2%	3%	2%		
	Executive (30+ employees)	2%		3%			4%	13%	2%		
	Teacher	2%	4%	3%		5%	2%	3%			
	Professional/ Specialist	1%		3%	3%	3%	2%		2%		
	Govt- Manager	1%					2%		2%		
	Other	1%		6%							
	Unemployed	1%			3%			3%			
	Govt- office worker non-mgr	1%			3%			3%			
	Govt- Executive	0%			3%						
	Total	Count	339	24	33	33	40	55	32	44	20

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



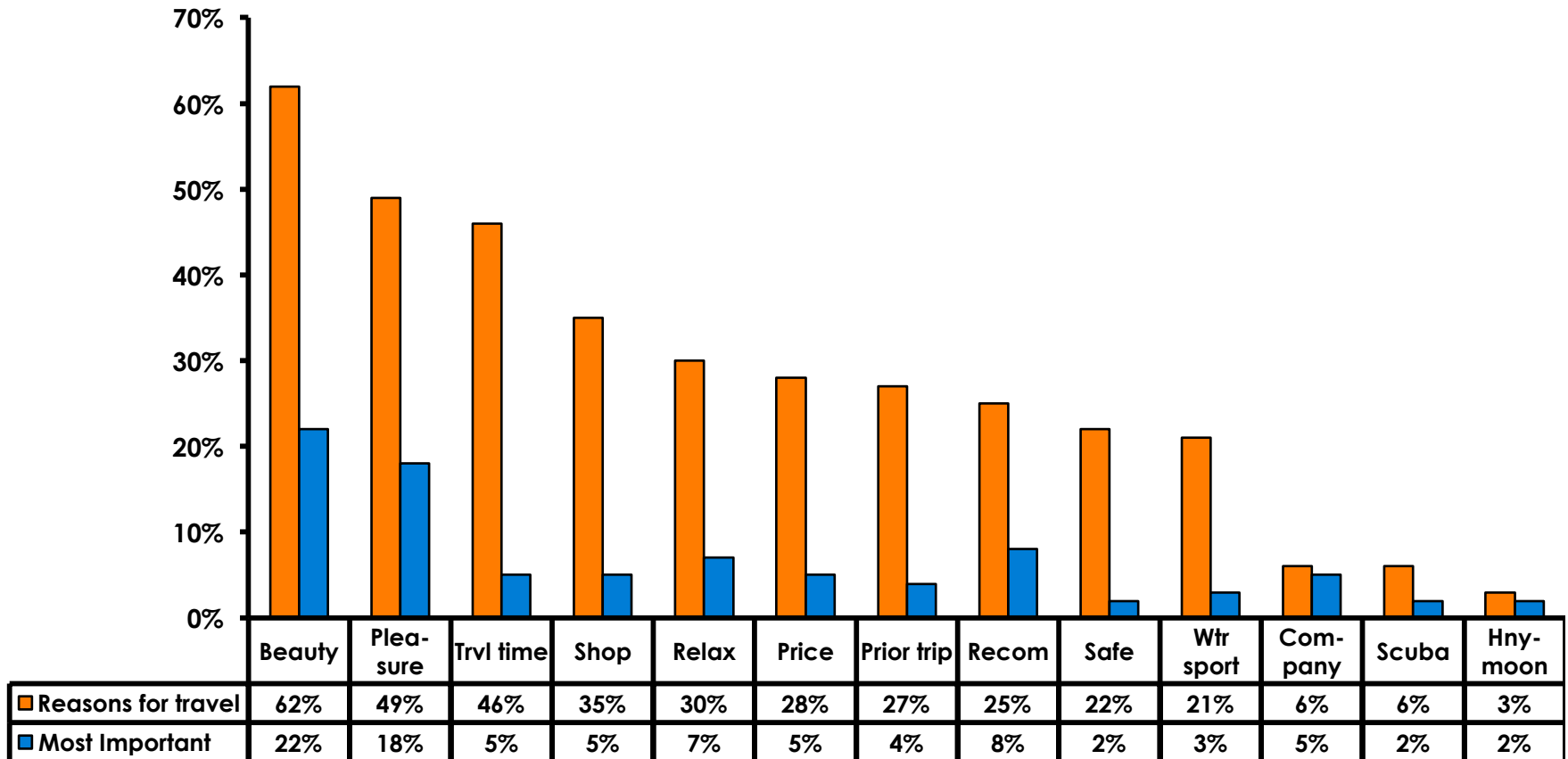
# Accommodation by Income

Average length of stay: 2.98 days

		TOTAL	Q26							No Income	
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+		
Q9	Guam Plaza Hotel	14%		24%	12%	5%	22%	9%	20%	5%	
	Guam Reef & Olive Spa	10%		6%	9%	17%	7%	12%	5%	15%	
	Oceanview Hotel	9%	25%	12%	3%	12%	7%	3%	2%	15%	
	Bayview Hotel	7%	17%	6%	6%		9%	6%		25%	
	Outrigger Guam Resort	7%	4%	9%	12%	7%	4%	9%	9%		
	Hotel Nikko Guam	6%		6%	12%	5%	7%	12%	7%		
	Onward Beach Resort	6%	8%		3%	5%	5%	12%	7%		
	Pacific Bay Hotel	5%	4%	3%	6%	2%	7%	6%	7%	15%	
	PIC Club	5%	4%		3%	12%	5%	3%	5%	5%	
	Hotel Santa Fe	5%	8%	6%	6%		2%	3%	5%		
	Fiesta Resort Guam	4%	4%	12%		5%	4%	9%			
	Grand Plaza Hotel	3%	8%	3%		5%	7%		2%	10%	
	Westin Resort Guam	3%		3%	9%		2%		5%		
	Royal Orchid Guam	2%	4%			7%		6%		5%	
	Holiday Resort Guam	2%	8%	3%			5%		2%		
	Hyatt Regency Guam	2%			3%	5%			7%		
	Guam Marriott Resort	2%			3%	2%		3%	7%		
	Other	2%		3%		7%			2%		
	Sheraton Laguna Guam	2%	4%		6%		2%	3%	2%		
	Hilton Guam Resort	1%		3%	3%	2%			5%		
	Leo Palace Resort	1%					2%	3%	2%		
	Condo	1%			3%		2%				
	Tumon Bay Capital Hotel	0%								5%	
	Total	Count	351	24	33	33	41	55	33	44	20



# Travel Motivation - Top Responses



---

# Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
  - Pleasure and
  - Recommendations from friends/ family
- are the primary reasons for visiting during this period.

# Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	62%	65%	59%	58%	63%	55%	69%	
	Pleasure	49%	55%	44%	40%	42%	37%	61%	
	Short travel time	46%	41%	45%	56%	58%	42%	49%	
	Shopping	35%	38%	38%	20%	32%	25%	44%	
	Relax	30%	24%	37%	38%	37%	29%	31%	
	Price	28%	34%	19%	24%	32%	25%	31%	
	Previous trip	27%	16%	31%	53%	47%	32%	22%	
	Recomm- friend/family/trvl agnt	25%	34%	17%	11%	11%	20%	30%	
	Safe	22%	19%	18%	35%	26%	26%	18%	
	Water sports	21%	24%	21%	20%	5%	19%	24%	
	Company/ Business Trip	6%	4%	9%	11%	5%	7%	6%	
	Scuba	6%	4%	9%	7%	11%	10%	2%	
	Other	5%	7%		2%	5%	3%	7%	
	Honeymoon	3%	2%	8%	4%		5%	1%	
	Married/ Attn wedding	3%	1%	8%	5%		5%	2%	
	Visit friends/ Relatives	2%	4%		2%		3%	2%	
	Organized sports	2%	3%	1%			2%	2%	
	Golf	2%			4%	21%	2%	1%	
	Company Sponsored	1%		3%	2%		1%	1%	
	Career Cert/ Testing	1%	1%	1%			1%		
	Total	Count	351	192	78	55	19	177	174

# Motivation by Income

		TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q5A	Natural beauty	62%	67%	61%	70%	61%	53%	67%	64%	45%	
	Pleasure	49%	50%	45%	45%	46%	55%	52%	50%	30%	
	Short travel time	46%	29%	58%	52%	51%	44%	52%	66%	25%	
	Shopping	35%	46%	42%	45%	39%	27%	36%	30%	20%	
	Relax	30%	29%	36%	24%	29%	36%	36%	27%	15%	
	Price	28%	33%	33%	24%	22%	29%	36%	16%	40%	
	Previous trip	27%	8%	24%	18%	27%	35%	42%	36%	30%	
	Recomm- friend/family/trvl agnt	25%	21%	12%	30%	29%	29%	15%	20%	40%	
	Safe	22%	21%	21%	18%	27%	22%	30%	25%	30%	
	Water sports	21%	25%	21%	24%	29%	13%	21%	27%	10%	
	Company/ Business Trip	6%	8%	9%	9%	7%	7%	3%	2%	5%	
	Scuba	6%		3%	9%	12%	4%	12%	7%	5%	
	Other	5%	8%		3%	2%	4%	9%	7%	10%	
	Honeymoon	3%		3%	9%	10%	4%			5%	
	Married/ Attn wedding	3%	4%	6%		2%	2%	6%	5%		
	Visit friends/ Relatives	2%					2%	6%		10%	
	Organized sports	2%					4%	6%			
	Golf	2%				5%	2%	3%	5%		
	Company Sponsored	1%			3%		2%	3%			
	Career Cert/ Testing	1%				2%	2%				
	Total	Count	351	24	33	33	41	55	33	44	20

# SECTION 3 **EXPENDITURES**

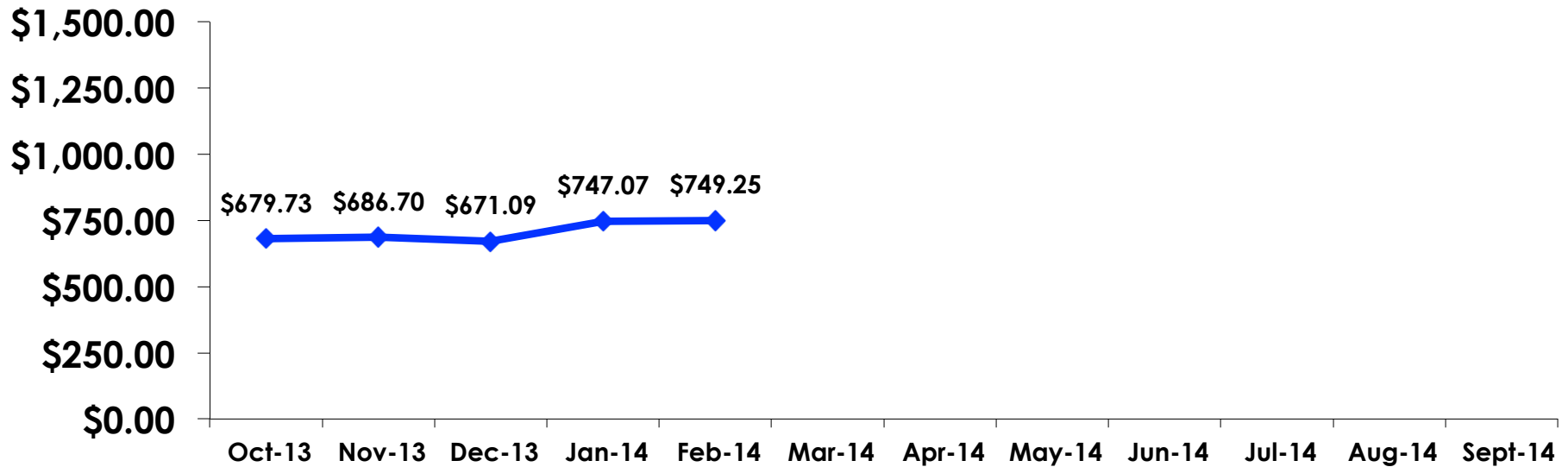
---

# Prepaid Expenditures

¥102.07/US\$1

- \$1,325.69 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$14,696 = maximum (highest amount recorded for the entire sample)
- \$749.25 = overall mean average per person prepaid expenditures

# Prepaid Expenditures Per Person



YTD=\$706.78

# Breakdown of Prepaid Expenditures

¥102.07=\$1

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

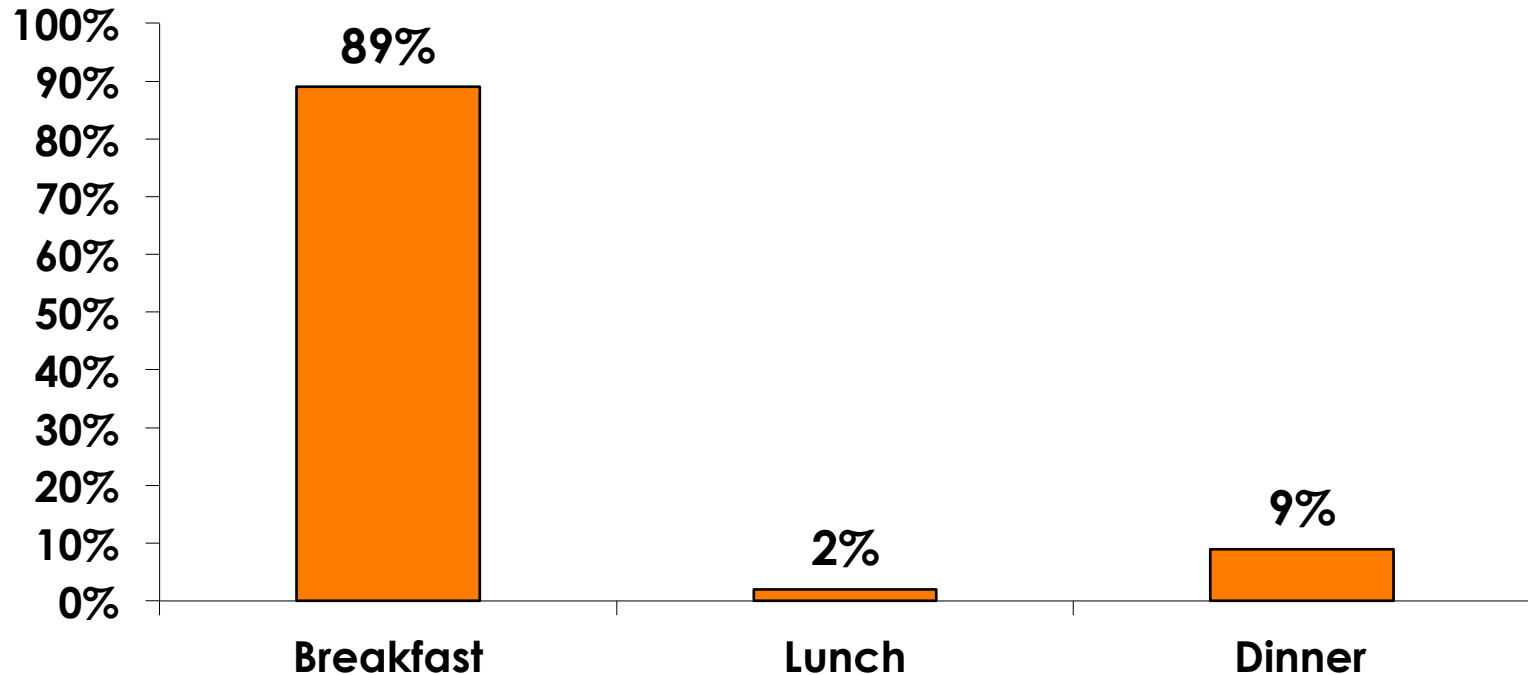
	MEAN \$
Air & Accommodation package only	\$1,206.37
Air & Accommodation w/ daily meal package	\$2,192.19
Air only	\$1,119.11
Accommodation only	\$608.18
Accommodation w/ daily meal only	\$1,469.58
Food & Beverages in Hotel	\$14.70
Ground transportation – Japan	\$108.42
Ground transportation – Guam	\$38.21
Optional tours/ activities	\$280.20
Other expenses	\$273.58
<b>Total Prepaid</b>	<b>\$1,325.69</b>



# Prepaid Meal Breakdown

## Air/ Accommodations with Daily Meal Package

n=45

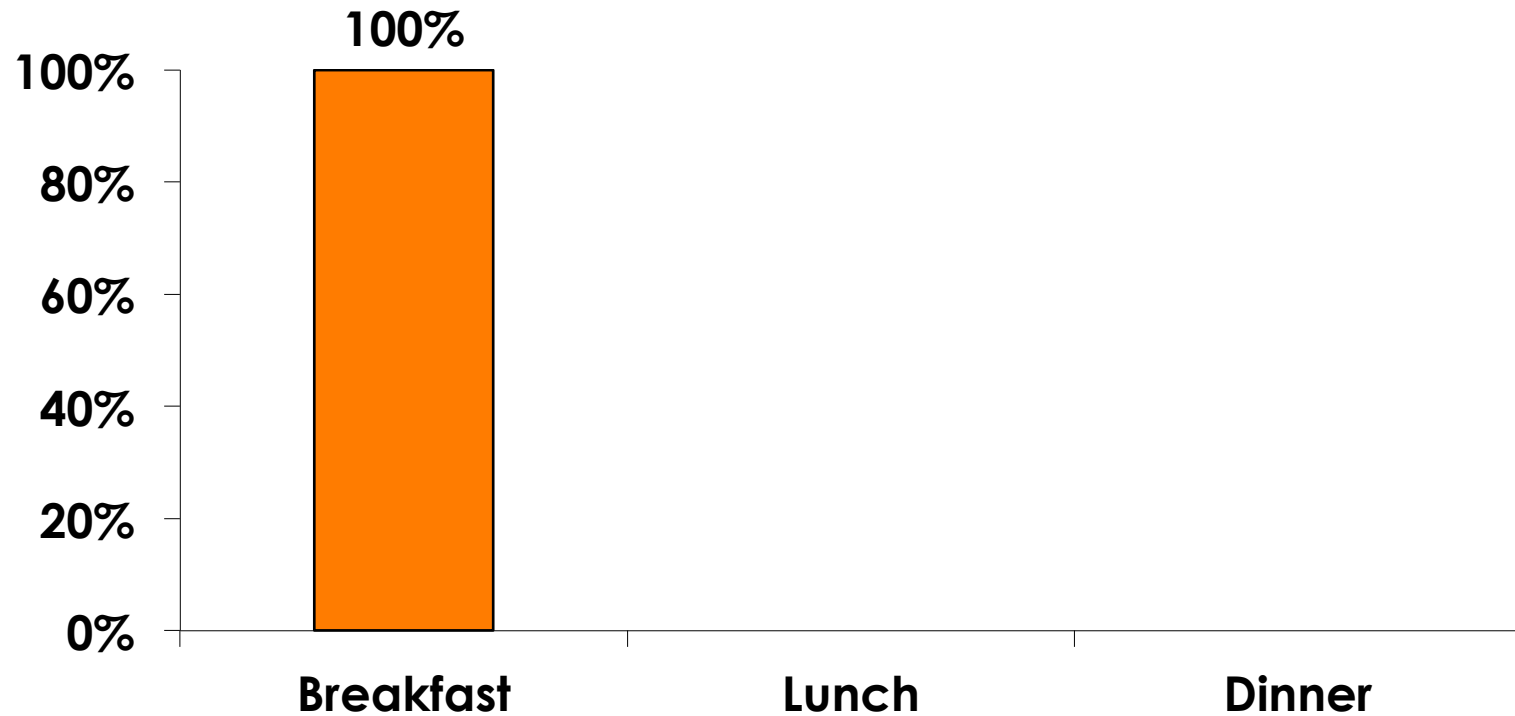


Mean=\$2,192.19 per travel party

# Prepaid Meal Breakdown

Accommodations with Daily Meal Package

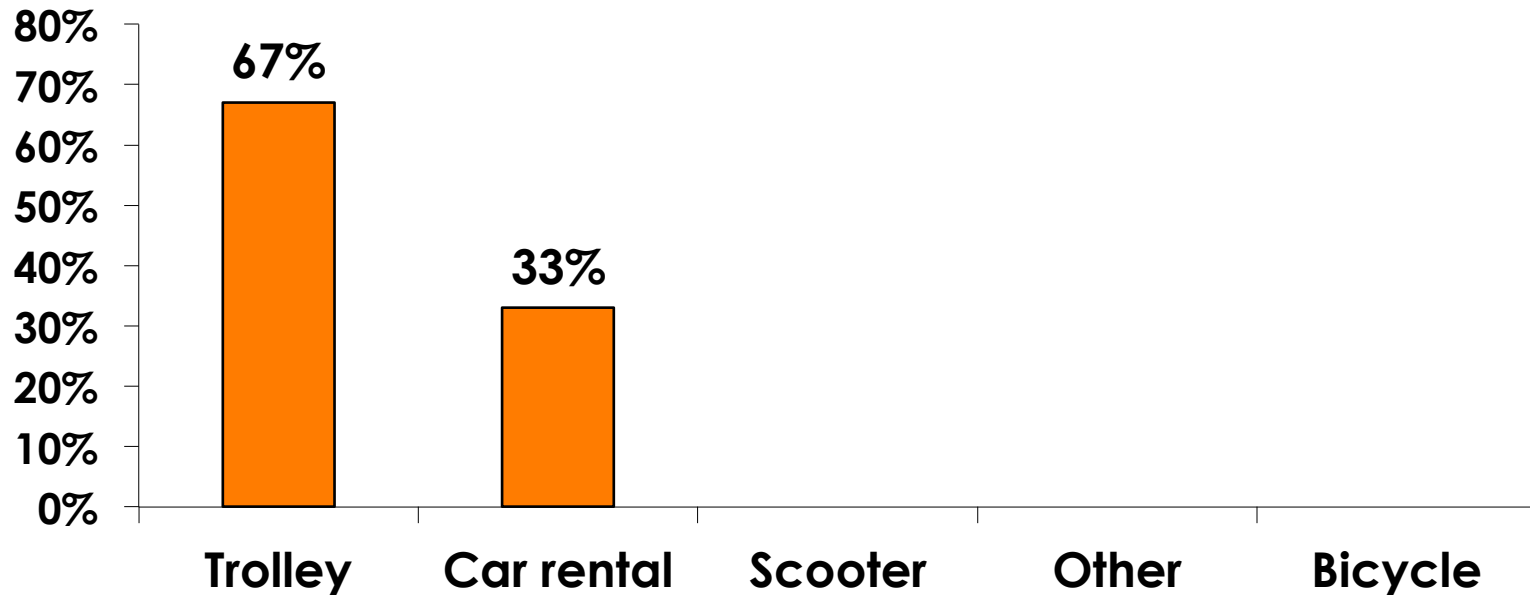
N=1



Mean=\$1,469.58 per travel party

# Prepaid Ground Transportation

n=3



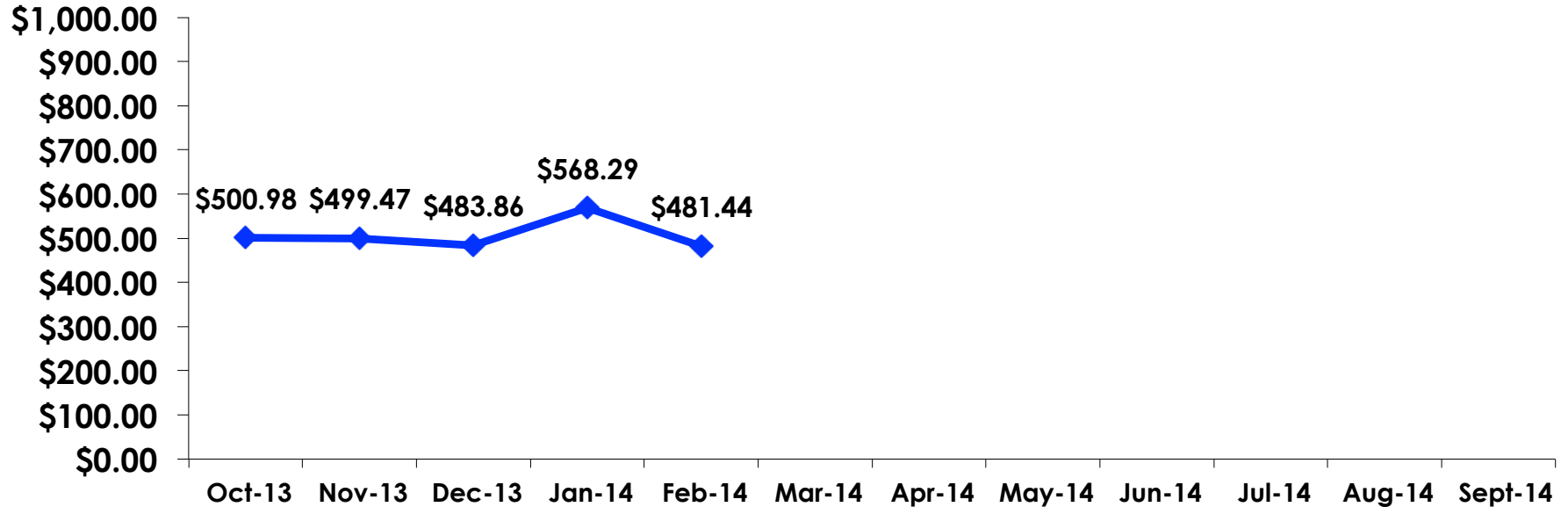
Mean=\$38.21 per travel party

---

# On-Island Expenditures

- \$713.53 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)
- \$481.44 = overall mean average per person on-island expenditure

# On-Island Expenditures Per Person

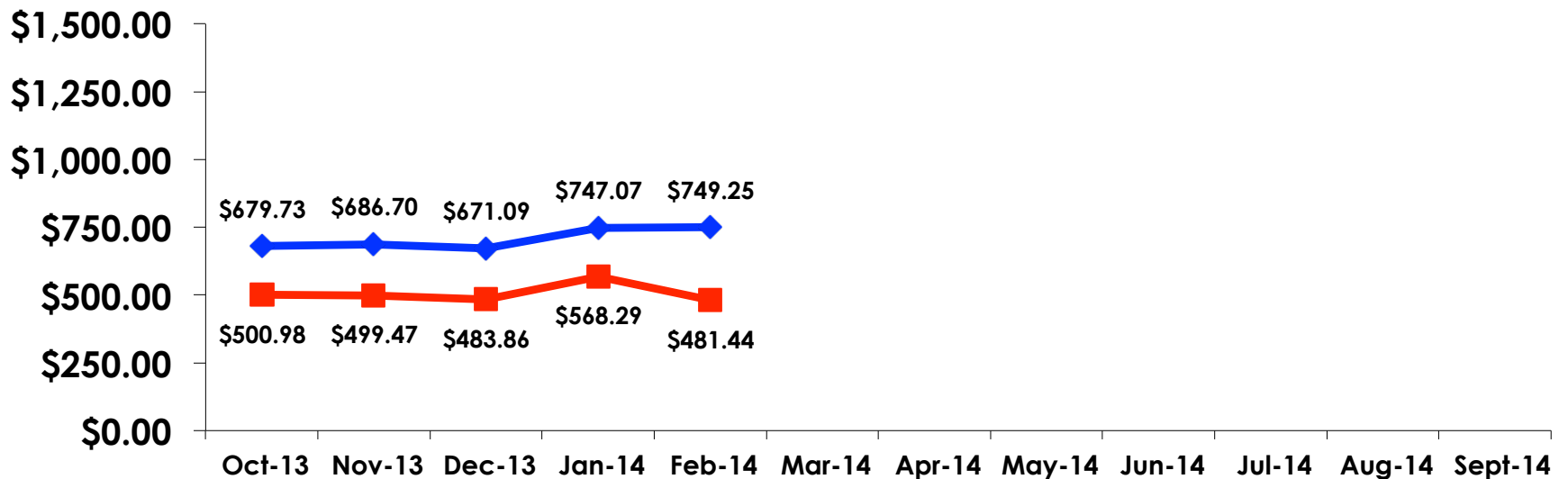


YTD = \$506.79

# Prepaid/ On-Island Expenditures Per Person

Prepaid YTD = \$706.78

On-Island YTD = \$506.79



# Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
		-	Male	Female	Male				Female			
					AGE				AGE			
					18-24	25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$481.44	\$423.62	\$540.26	\$328.16	\$555.56	\$405.66	\$638.61	\$438.01	\$643.26	\$967.20	\$893.81
	Median	\$380	\$350	\$400	\$300	\$400	\$342	\$670	\$300	\$500	\$600	\$600
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$125	\$0	\$100	\$63	\$210
	Maximum	\$3,600	\$3,500	\$3,600	\$1,000	\$3,500	\$2,000	\$1,500	\$3,600	\$2,000	\$2,700	\$2,500

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$38.78	\$35.71	\$41.90	\$11.57	\$48.18	\$110.47	\$77.89
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$22.91	\$24.35	\$21.45	\$21.36	\$17.24	\$35.65	\$30.26
	Median	\$0	\$0	\$0	\$0	\$0	\$20	\$0
F&B RESTRNT	Mean	\$66.40	\$84.66	\$47.83	\$37.79	\$72.68	\$122.80	\$186.32
	Median	\$0	\$0	\$0	\$0	\$0	\$100	\$80
OPT TOUR	Mean	\$84.05	\$105.46	\$62.27	\$47.33	\$92.12	\$142.71	\$267.37
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$129.11	\$119.79	\$138.59	\$95.28	\$173.14	\$182.18	\$168.42
	Median	\$0	\$0	\$10	\$0	\$0	\$50	\$0
GIFT- OTHER	Mean	\$120.65	\$123.55	\$117.70	\$71.66	\$119.17	\$147.45	\$587.11
	Median	\$30	\$20	\$50	\$30	\$23	\$100	\$100
TRANS	Mean	\$15.97	\$22.38	\$9.45	\$7.32	\$16.79	\$43.58	\$24.74
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$235.80	\$213.13	\$258.86	\$131.56	\$264.15	\$316.07	\$934.74
	Median	\$0	\$0	\$0	\$0	\$0	\$20	\$5
TOTAL	Mean	\$713.53	\$728.71	\$698.09	\$423.20	\$803.15	\$1,102.75	\$2,276.84
	Median	\$440	\$450	\$408	\$300	\$500	\$1,000	\$1,500



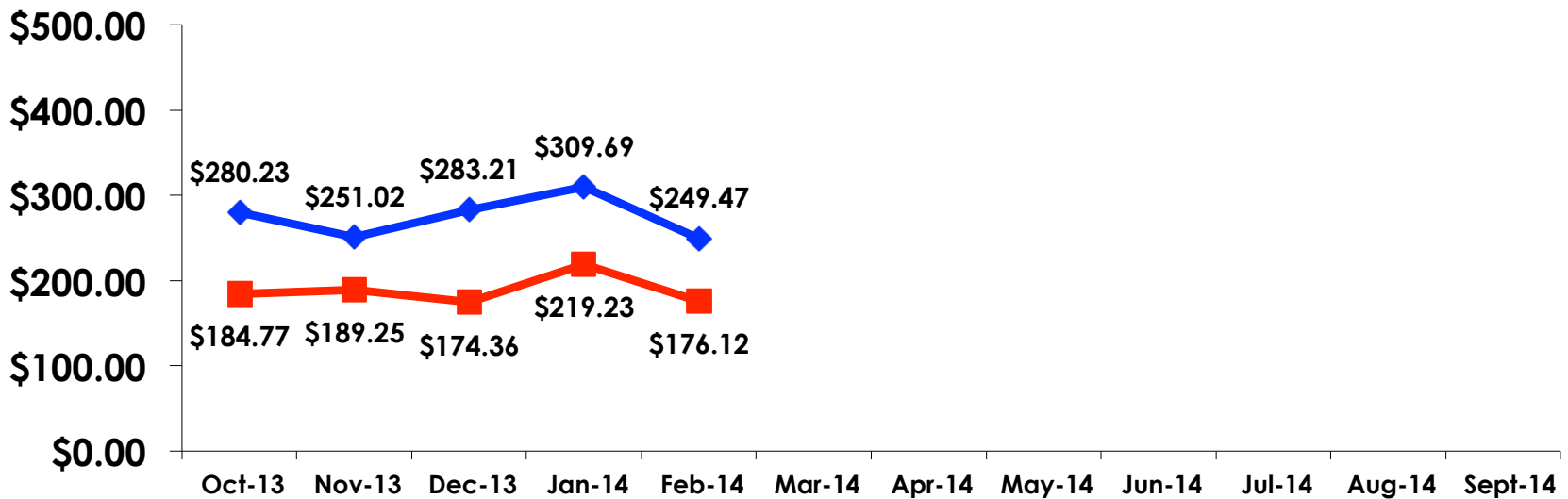
# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$38.78	\$29.89	\$54.46
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$22.91	\$21.59	\$25.24
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$66.40	\$51.73	\$92.28
	Median	\$0	\$0	\$0
OPT TOUR	Mean	\$84.05	\$76.03	\$98.19
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$129.11	\$118.11	\$148.52
	Median	\$0	\$9	\$0
GIFT- OTHER	Mean	\$120.65	\$97.72	\$161.10
	Median	\$30	\$50	\$0
TRANS	Mean	\$15.97	\$9.20	\$27.91
	Median	\$0	\$0	\$0
OTHER	Mean	\$235.80	\$248.07	\$214.17
	Median	\$0	\$0	\$6
TOTAL	Mean	\$713.53	\$651.99	\$822.06
	Median	\$440	\$400	\$500

# On-Island Expenditures Per Day

Travel Party YTD = \$274.68    Per Person YTD = \$188.71

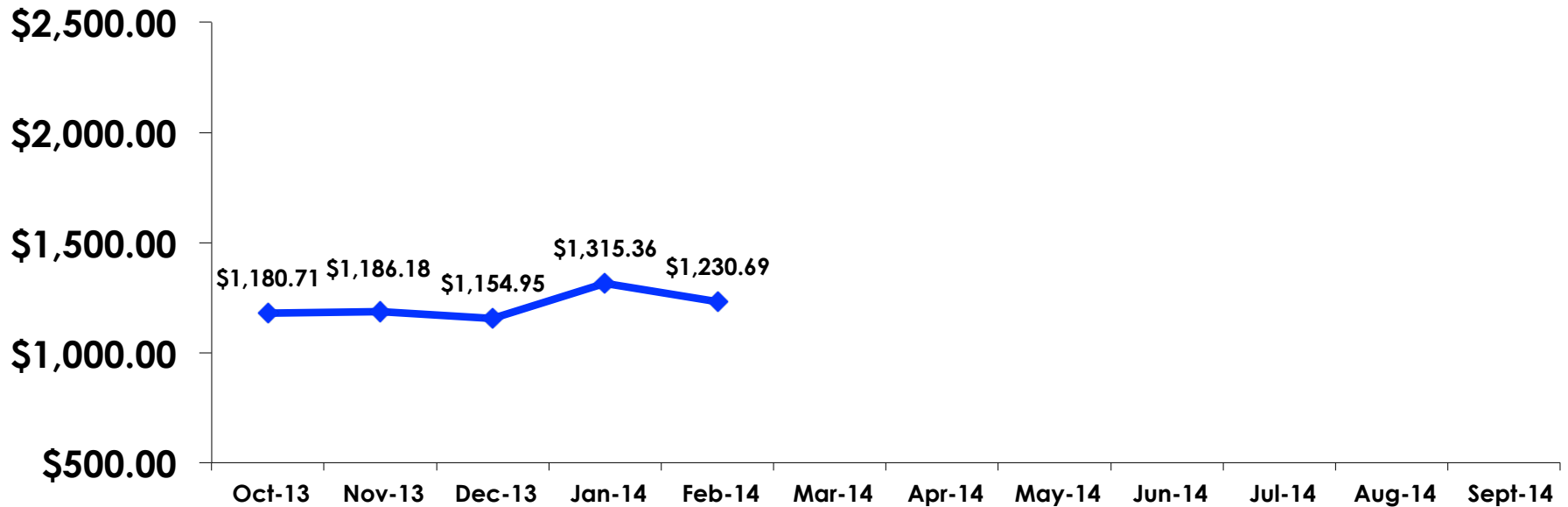


---

# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,230.69 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,606 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures Per Person



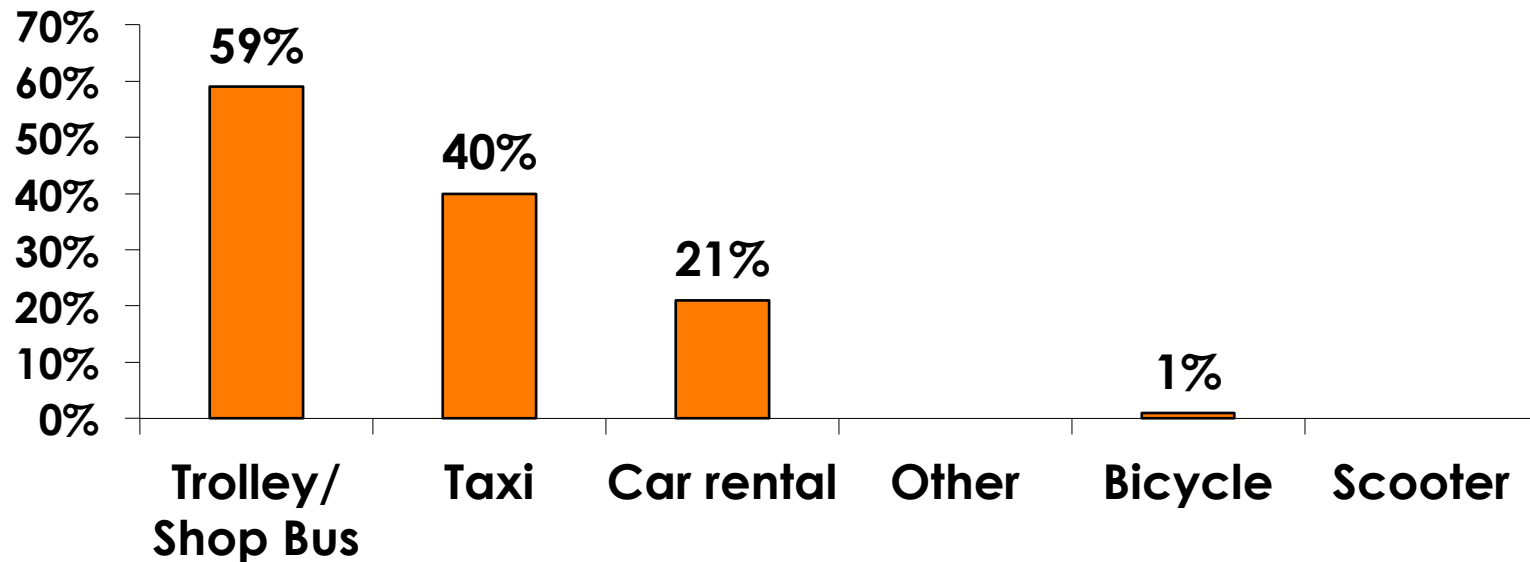
YTD=\$1,213.57

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$38.78
Food & beverage in fast food restaurant/ convenience store	\$22.91
Food & beverage at restaurants or drinking establishments outside a hotel	\$66.40
Optional tours and activities	\$84.05
Gifts/ souvenirs for yourself/companions	\$129.11
Gifts/ souvenirs for friends/family at home	\$120.65
Local transportation	\$15.97
Other expenses not covered	\$235.80
<b>Average Total</b>	<b>\$713.53</b>

# Local Transportation

n=80



Mean=\$15.97 per travel party

---

# Guam Airport Expenditures

- \$33.58 = Mean
- \$3 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,500 = Maximum (highest amount recorded for the entire sample)

---

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$6.67
<b>Gifts/Souvenirs Self</b>	\$17.33
<b>Gifts/Souvenirs Others</b>	\$9.58
<b>Total</b>	<b>\$33.58</b>

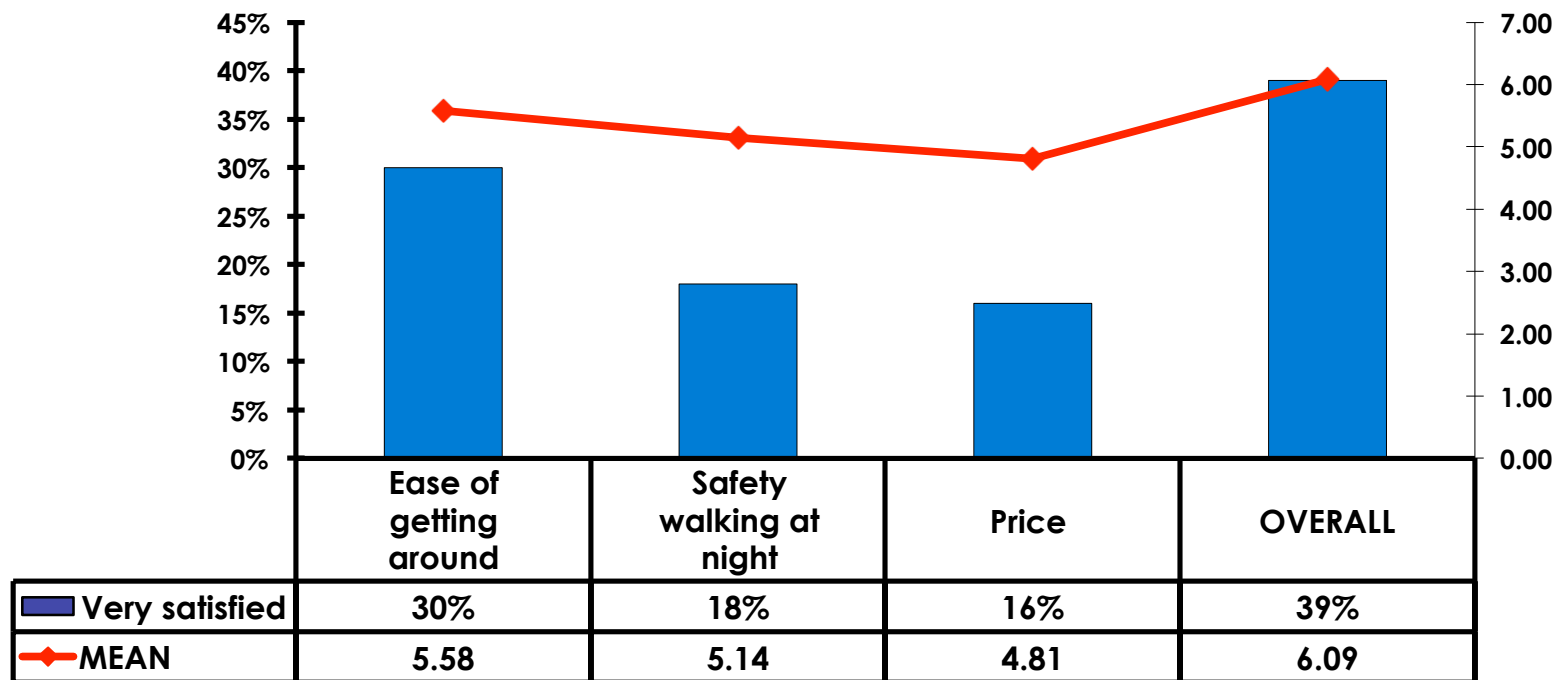


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

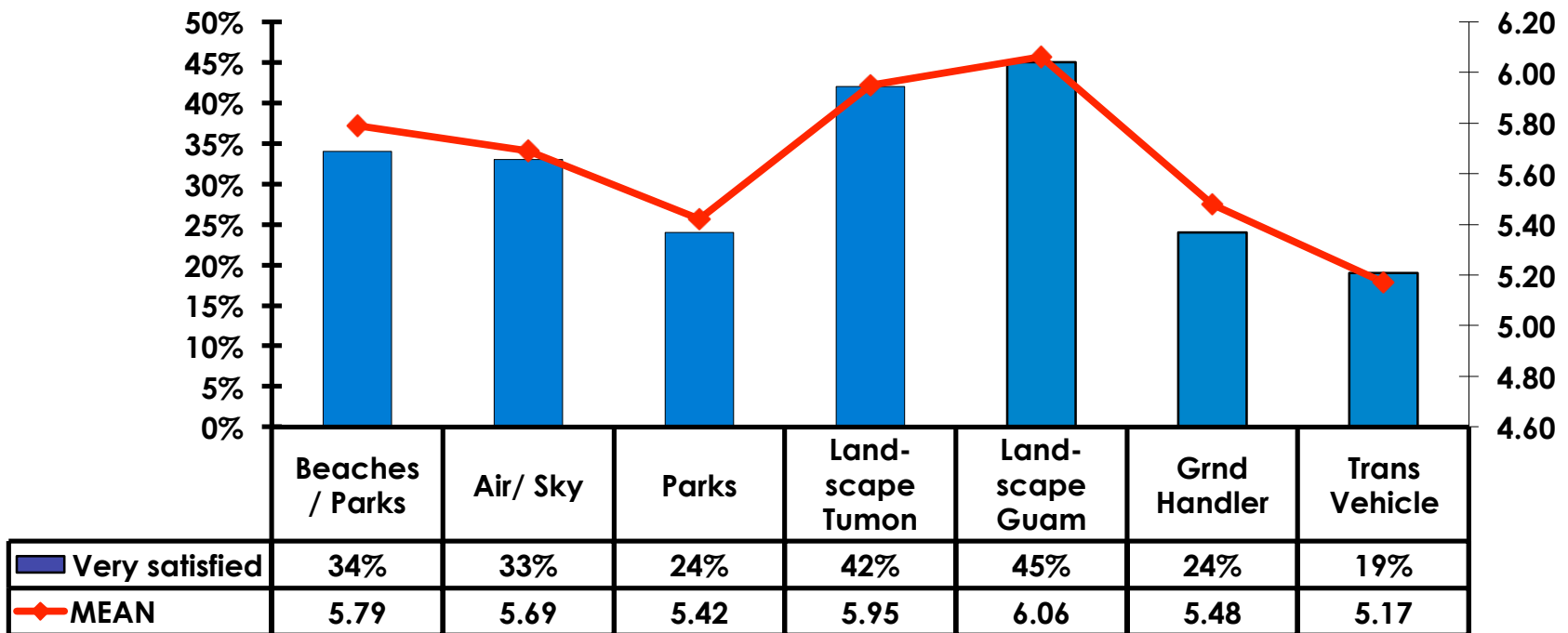
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

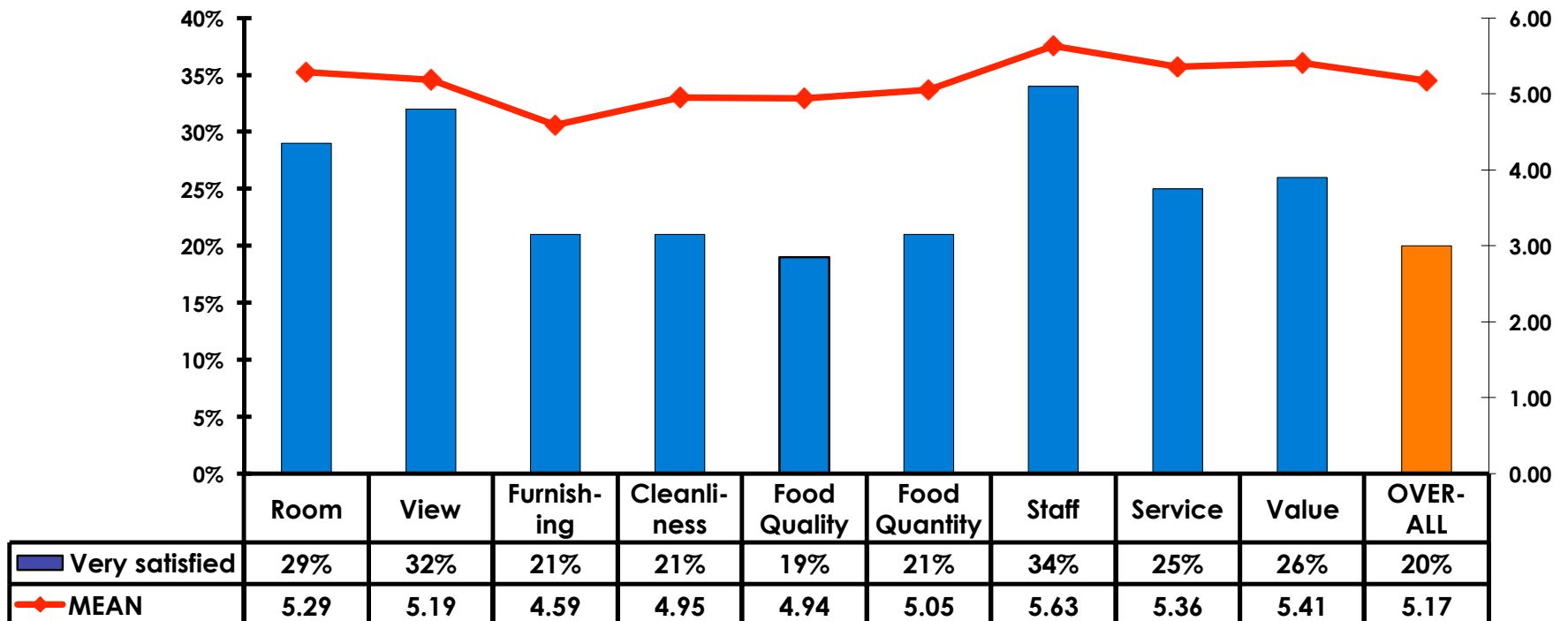
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

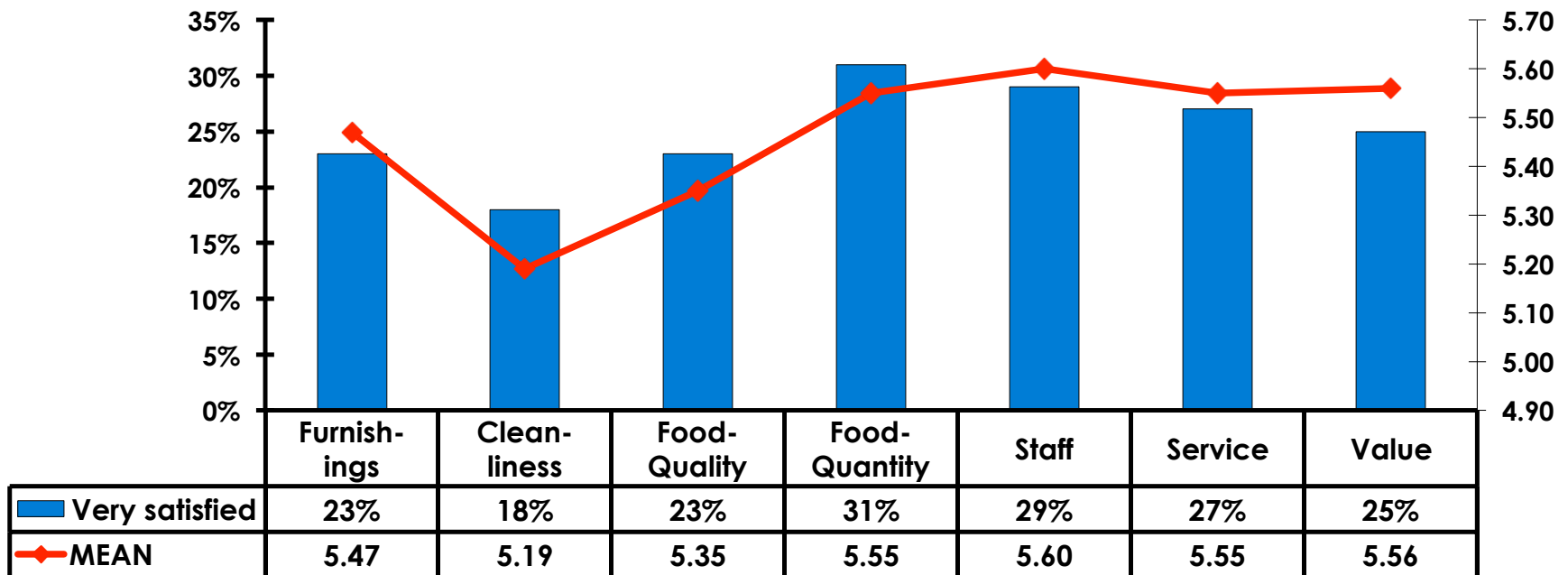
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

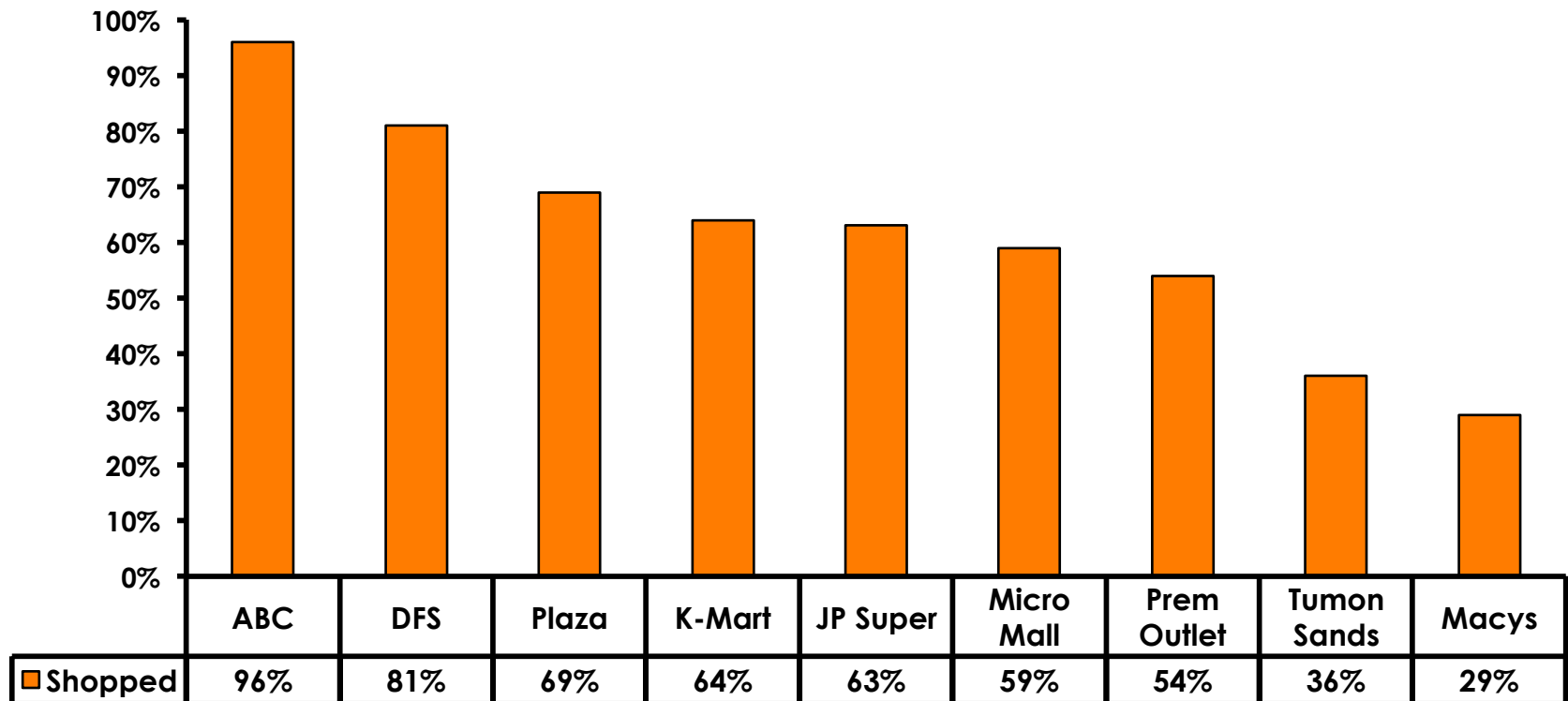
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

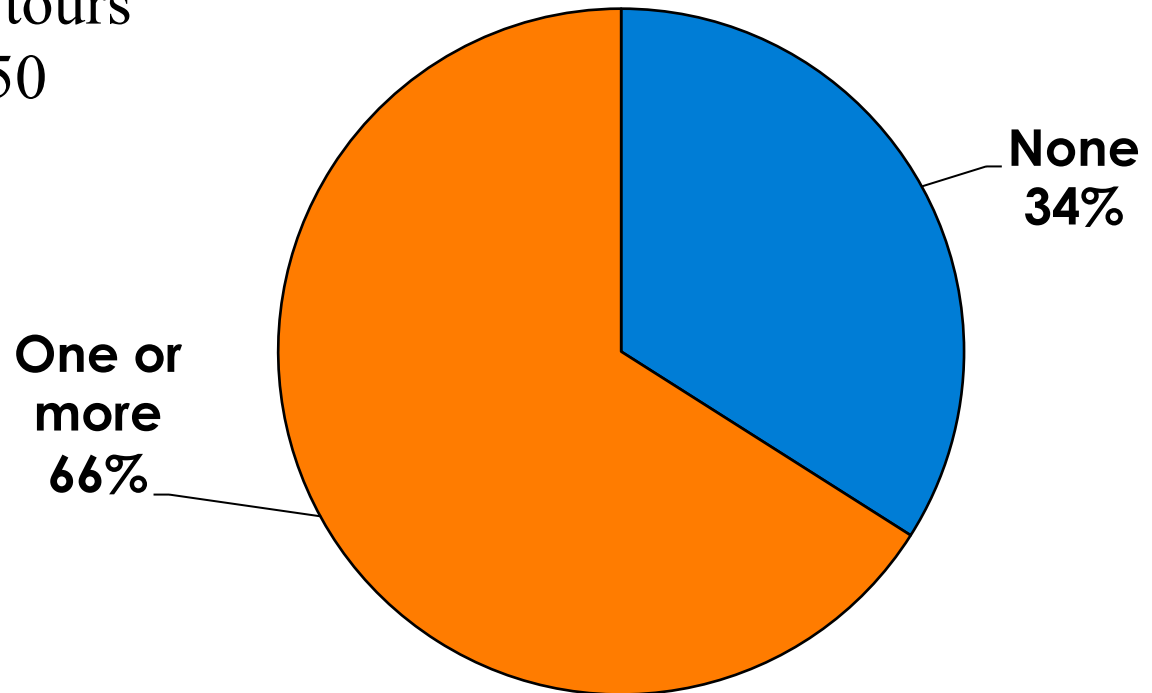
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>58%</b>	Score of 6 to 7 = <b>58%</b>
Score of 4 to 5 = <b>38%</b>	Score of 4 to 5 = <b>37%</b>
Score 1 to 3 = <b>4%</b>	Score 1 to 3 = <b>5%</b>
<b>MEAN = 5.59</b>	<b>MEAN = 5.54</b>

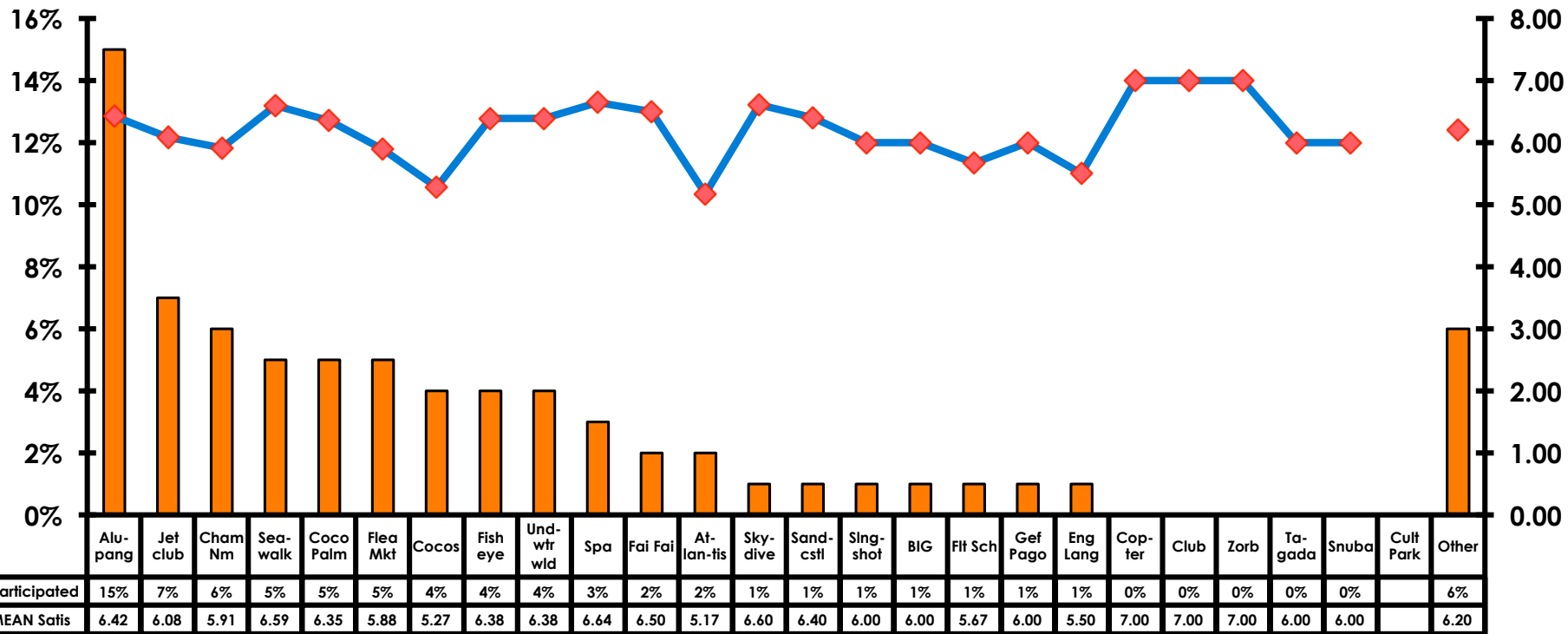
# Optional Tour Participation

- Average number of tours participated in is 1.50





# 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 = <b>59%</b>	Score of 6 to 7 = <b>58%</b>
Score of 4 to 5 = <b>39%</b>	Score of 4 to 5 = <b>40%</b>
Score 1 to 3 = <b>2%</b>	Score 1 to 3 = <b>2%</b>
<b>MEAN = 5.68</b>	<b>MEAN = 5.59</b>

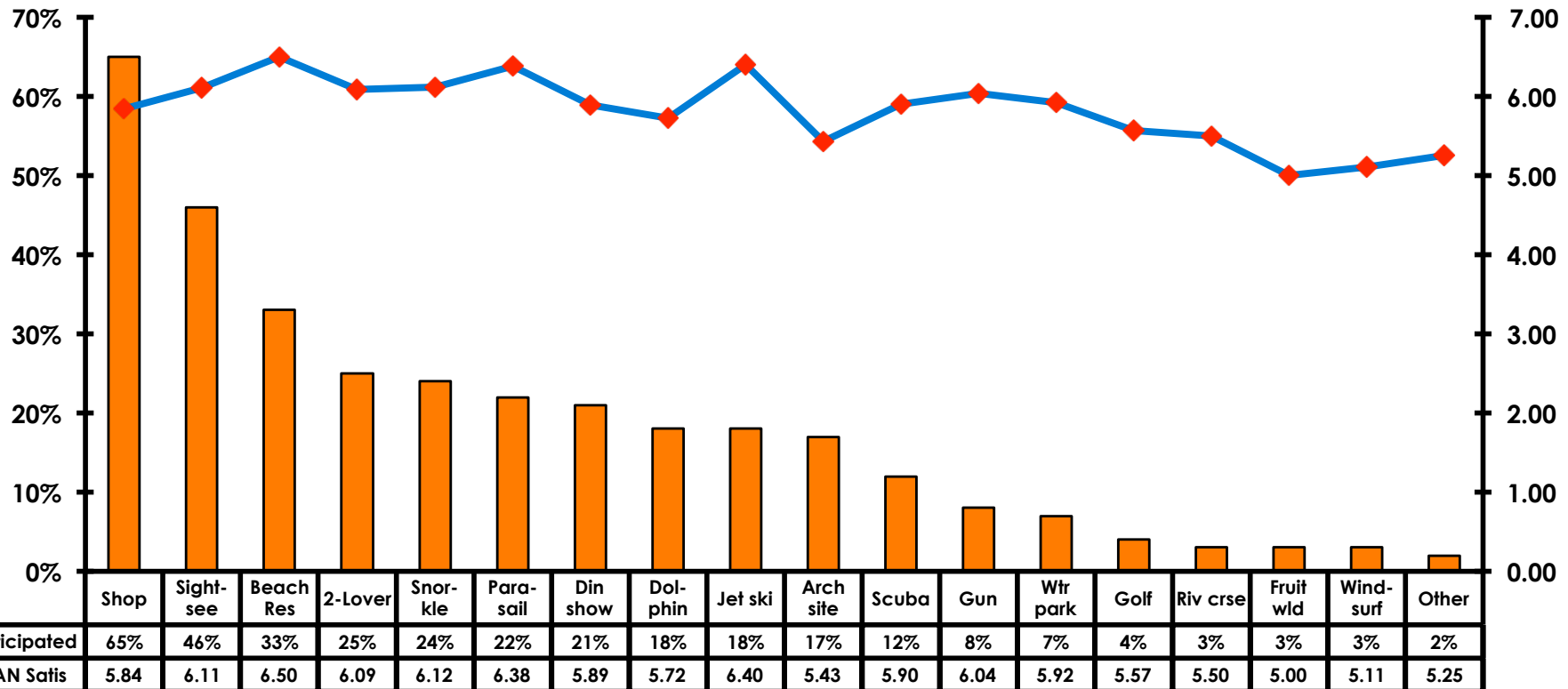
# Night Tours Satisfaction

7pt Rating Scale

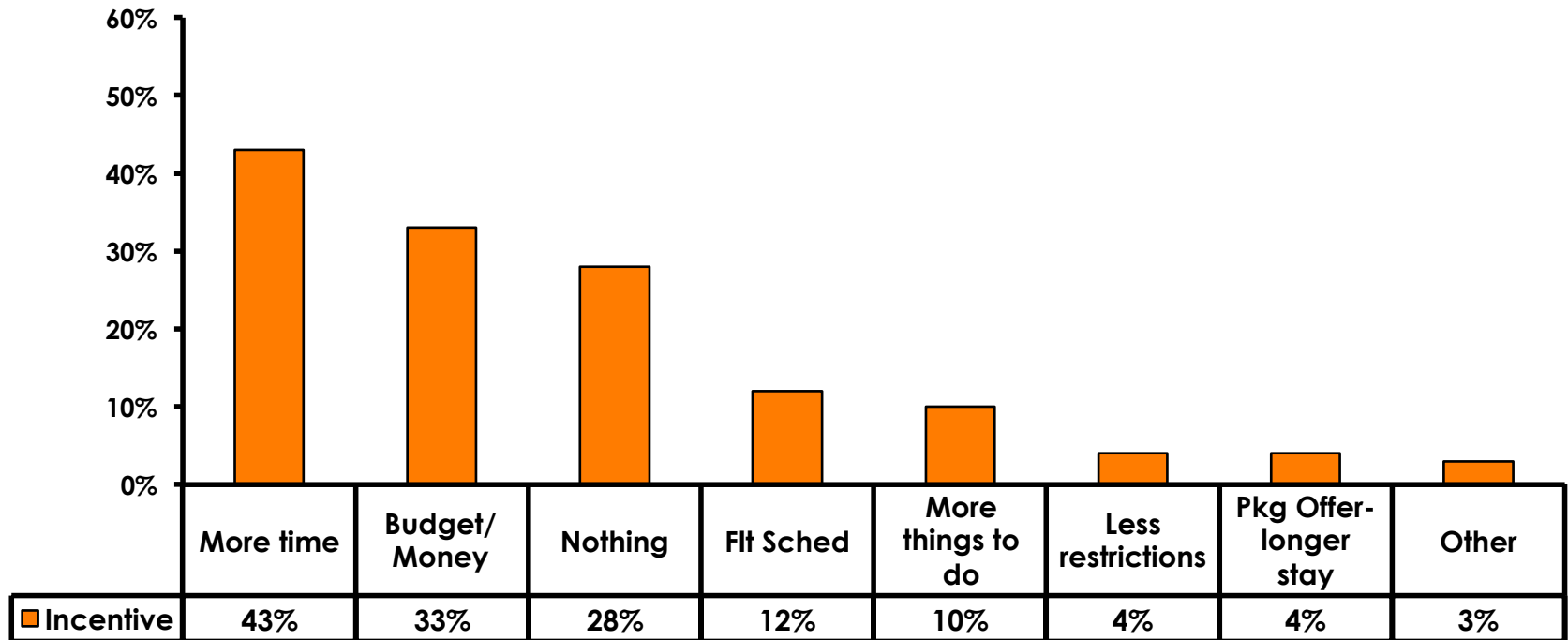
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>34%</b>	Score of 6 to 7 = <b>33%</b>
Score of 4 to 5 = <b>63%</b>	Score of 4 to 5 = <b>66%</b>
Score 1 to 3 = <b>2%</b>	Score 1 to 3 = <b>1%</b>
<b>MEAN = 4.99</b>	<b>MEAN = 4.95</b>

# Satisfaction with Other Activities



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



# On-Island Perceptions

7pt Rating Scale

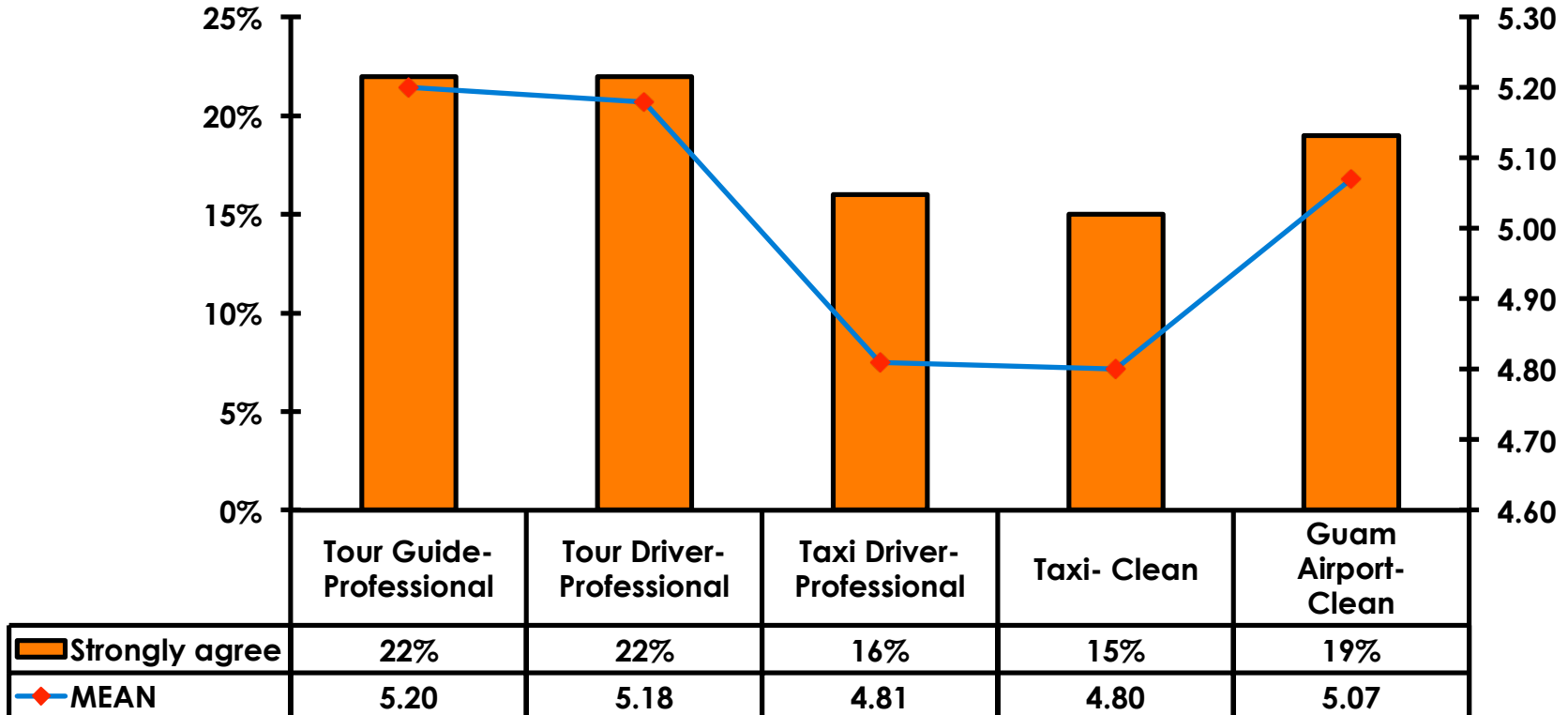
7=Very Satisfied/ 1=Very Dissatisfied



# On-Island Perceptions

7pt Rating Scale

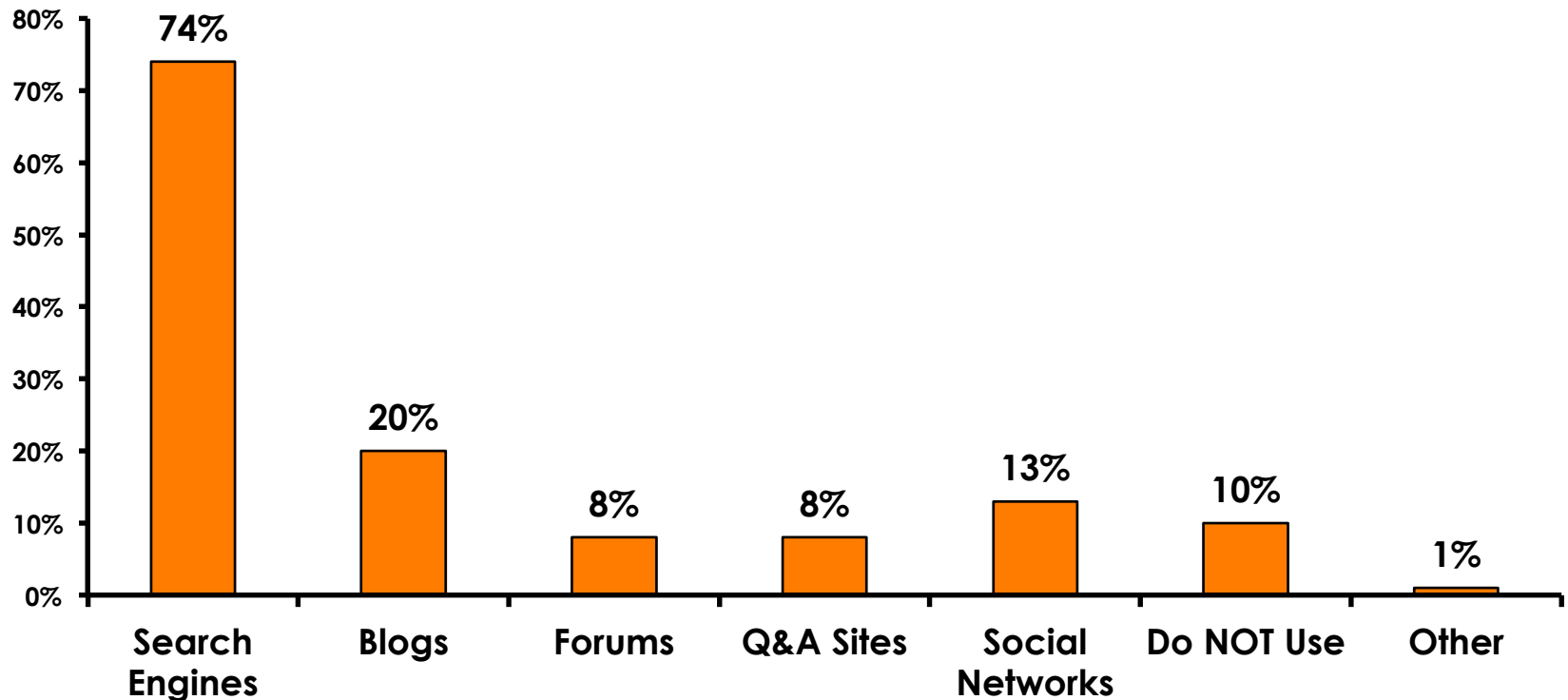
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

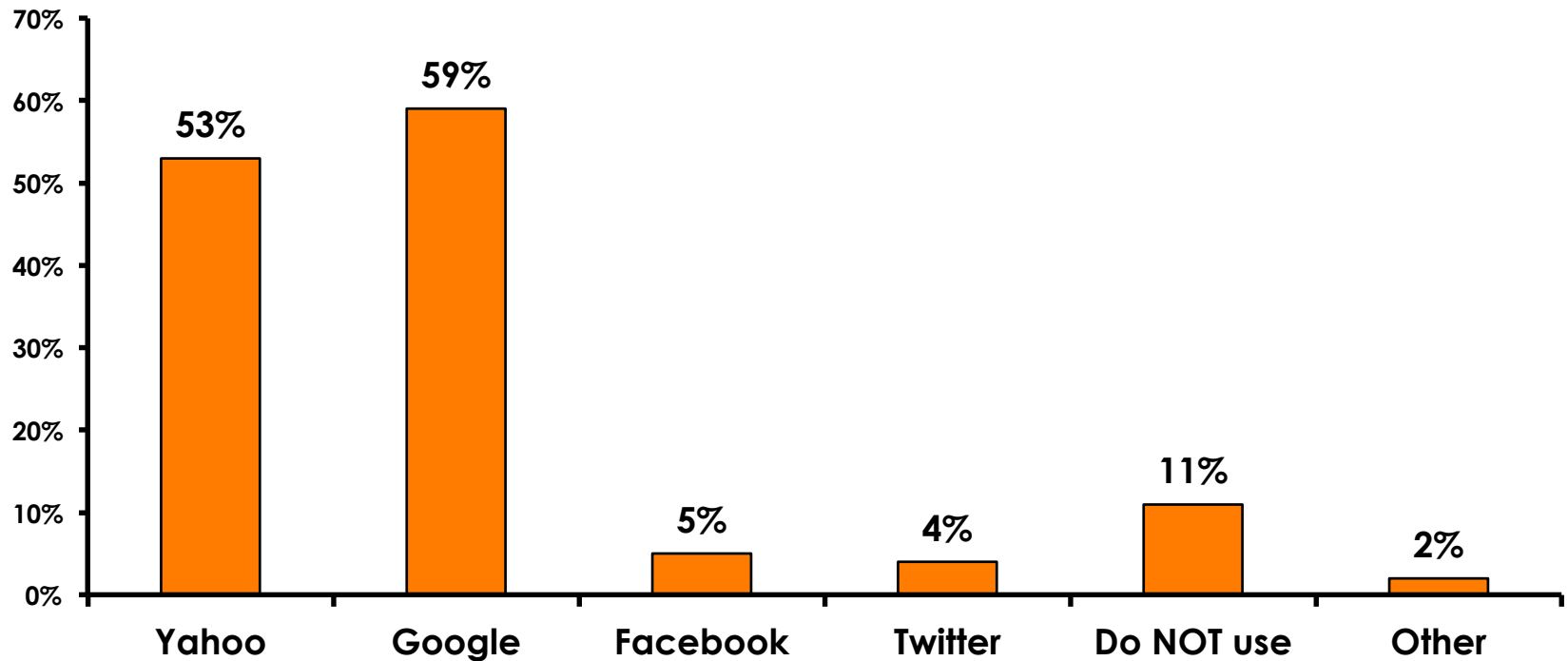


# Internet- Guam Sources of Info

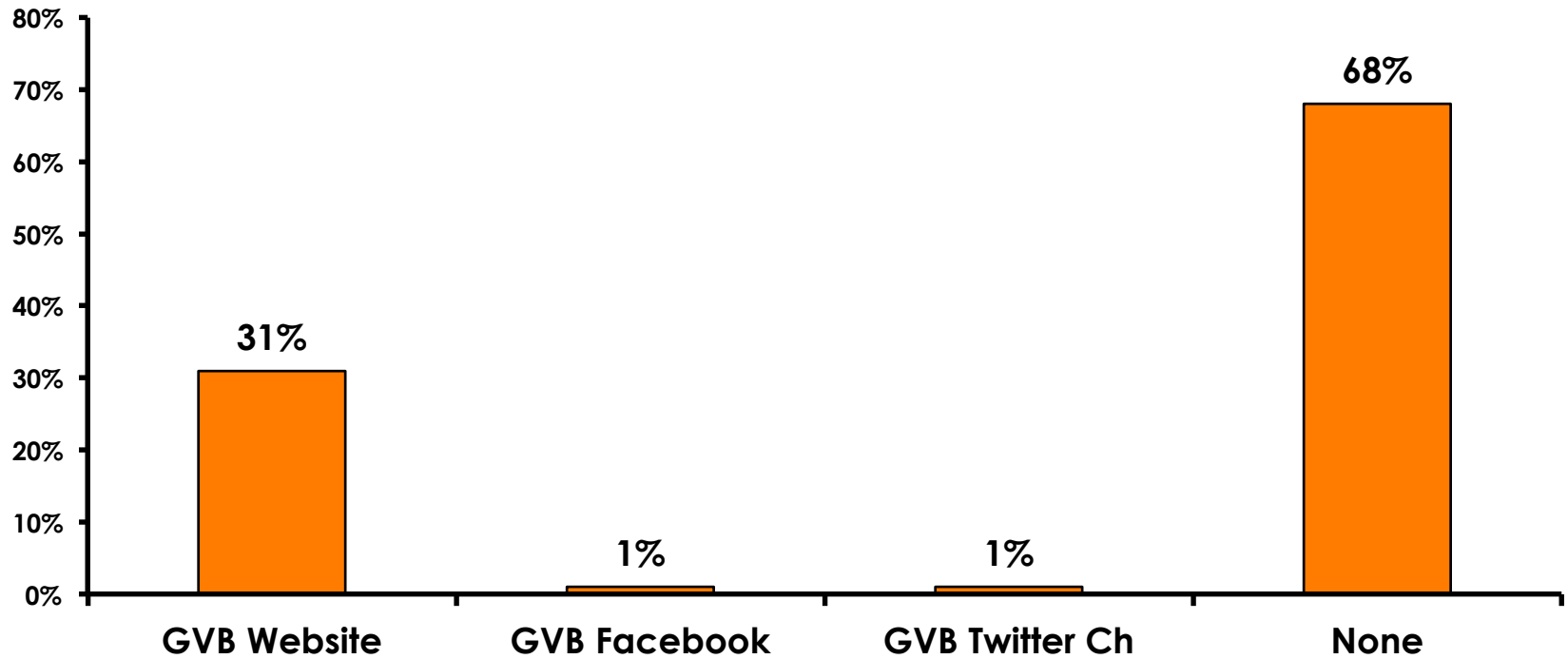


# Internet- Things To Do

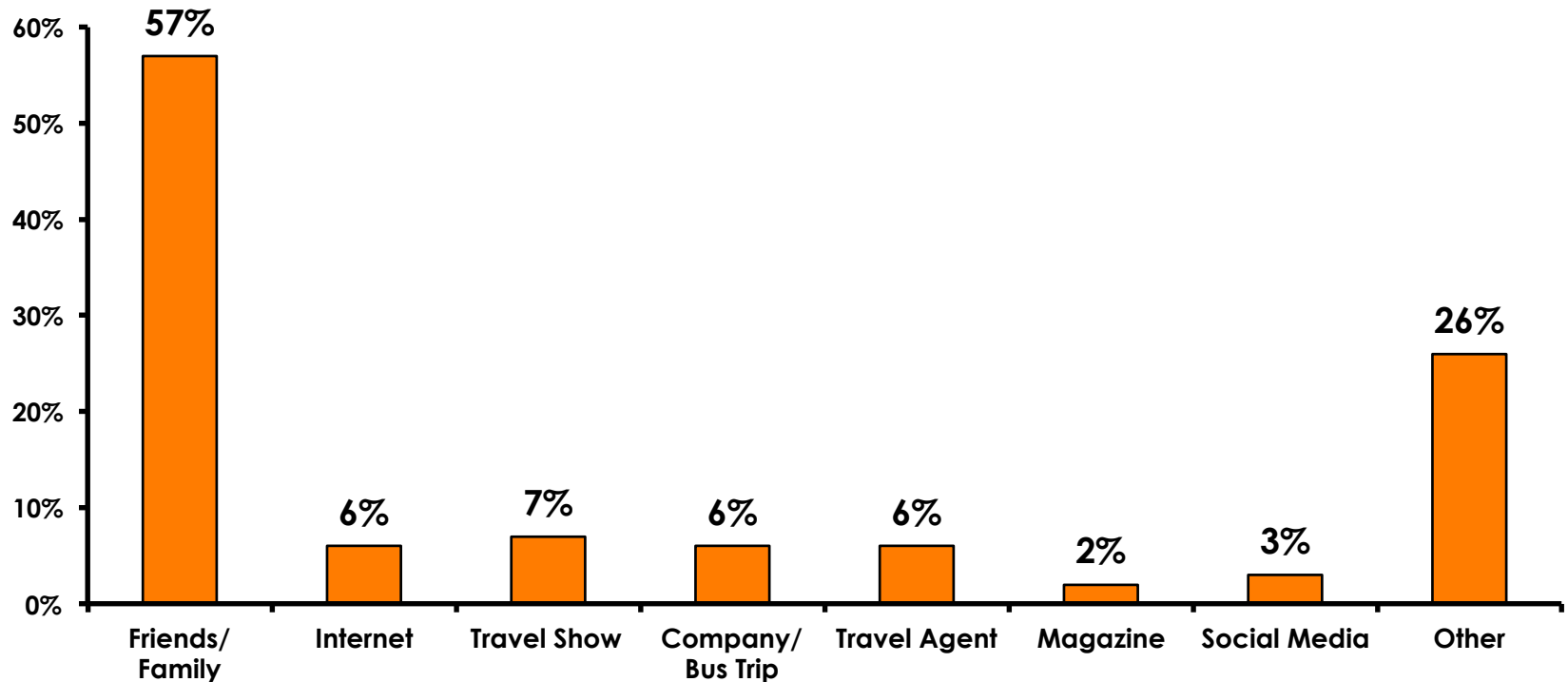
## Sources of Info



# Internet- GVB Sources

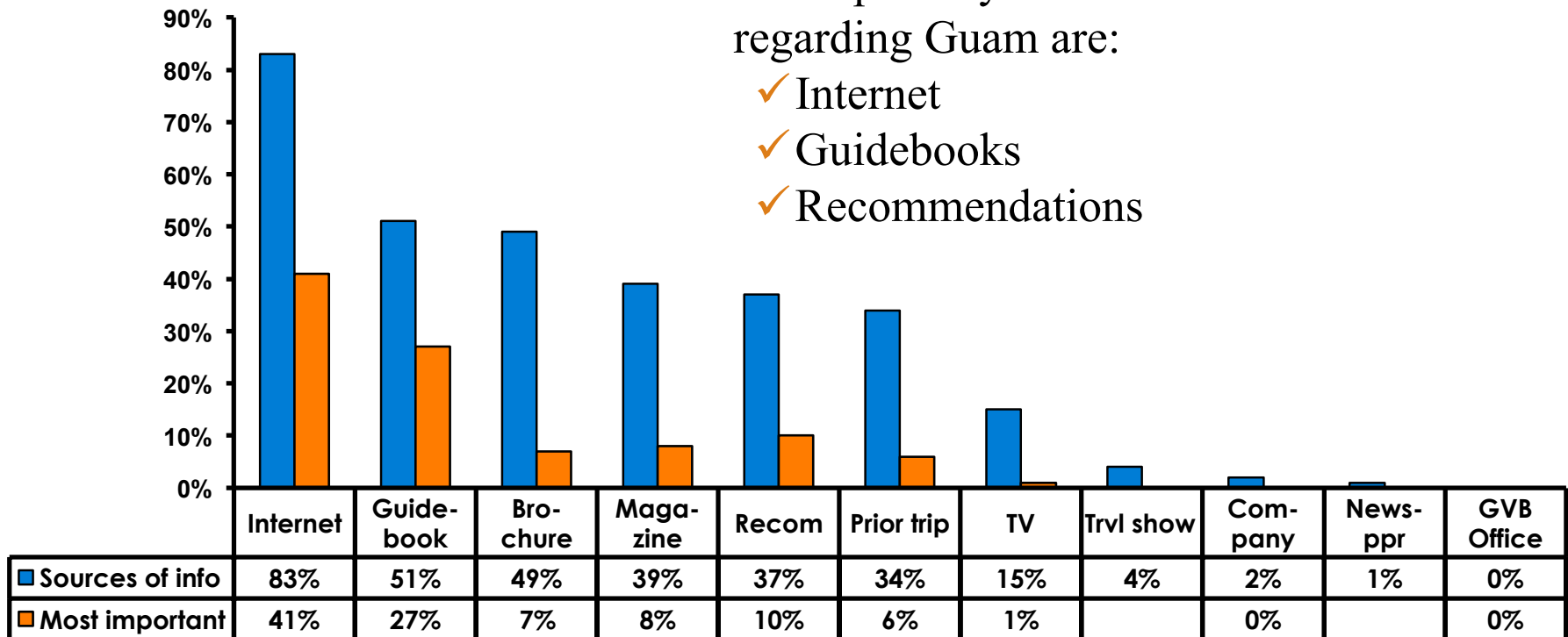


# Travel Motivation- Info Sources



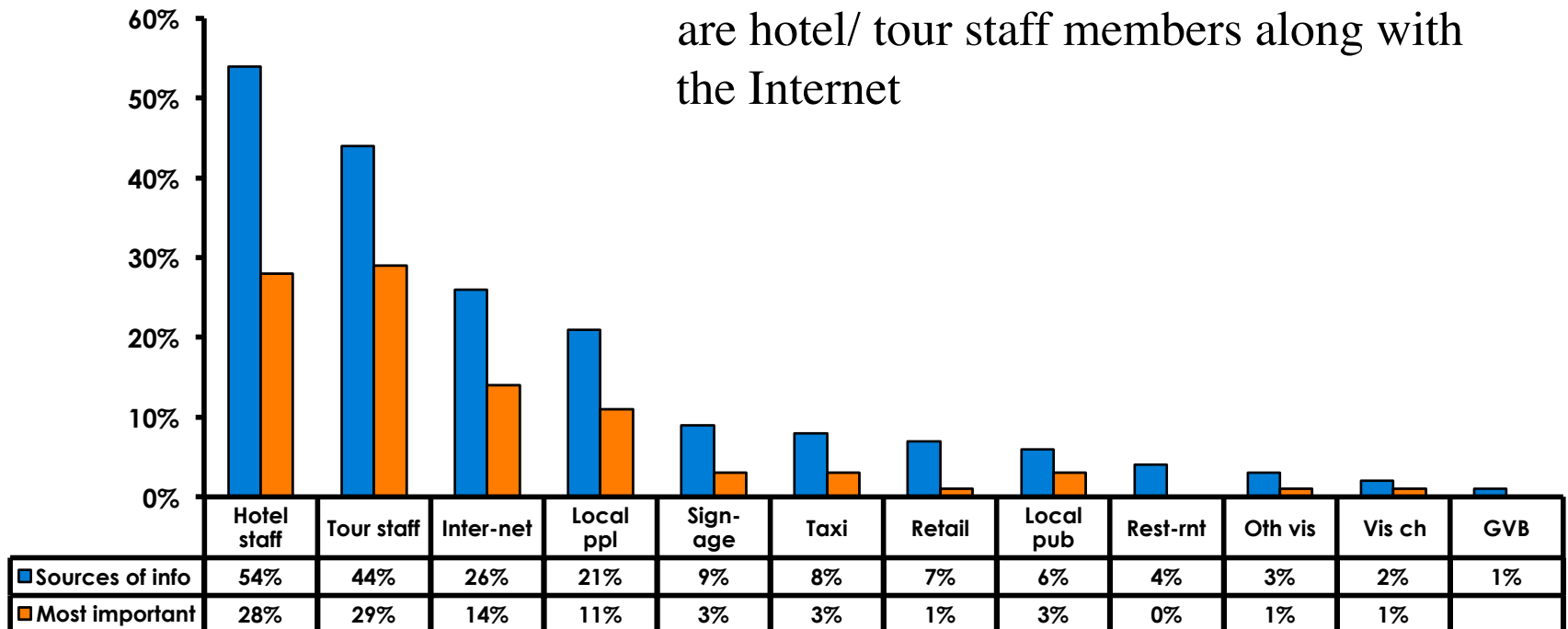
# Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - ✓ Internet
  - ✓ Guidebooks
  - ✓ Recommendations



# Sources of Information Post-arrival

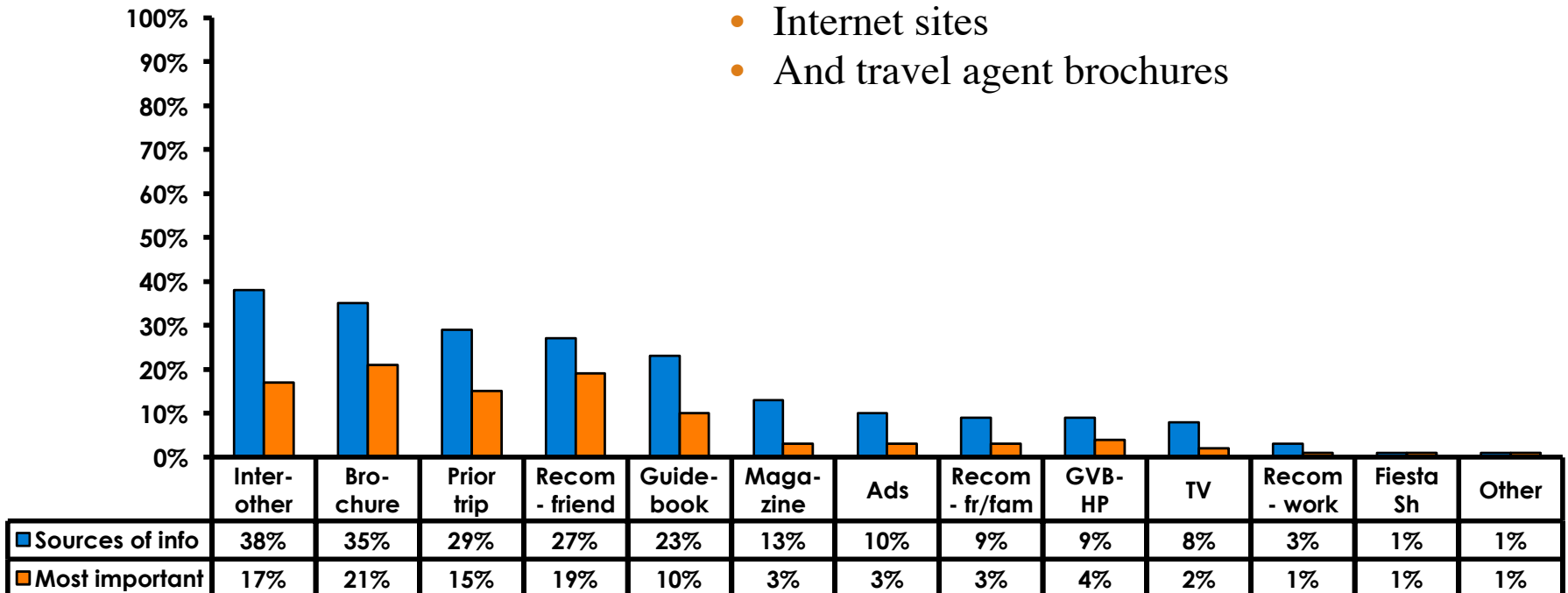
- The primary local source of information are hotel/ tour staff members along with the Internet



# Sources of Information - Motivation

The primary motivational sources of information were.

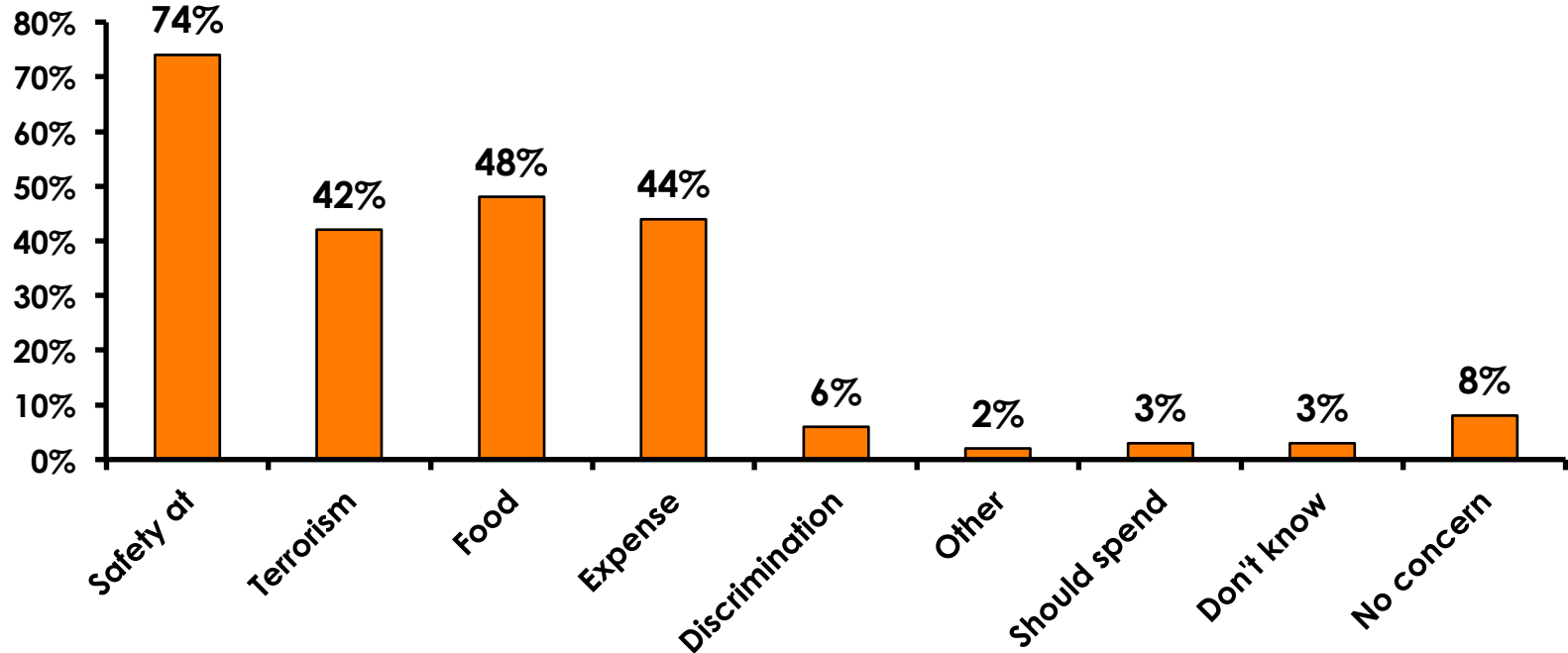
- Prior trip to Guam,
- Internet sites
- And travel agent brochures



# SECTION 6 **OTHER ISSUES**



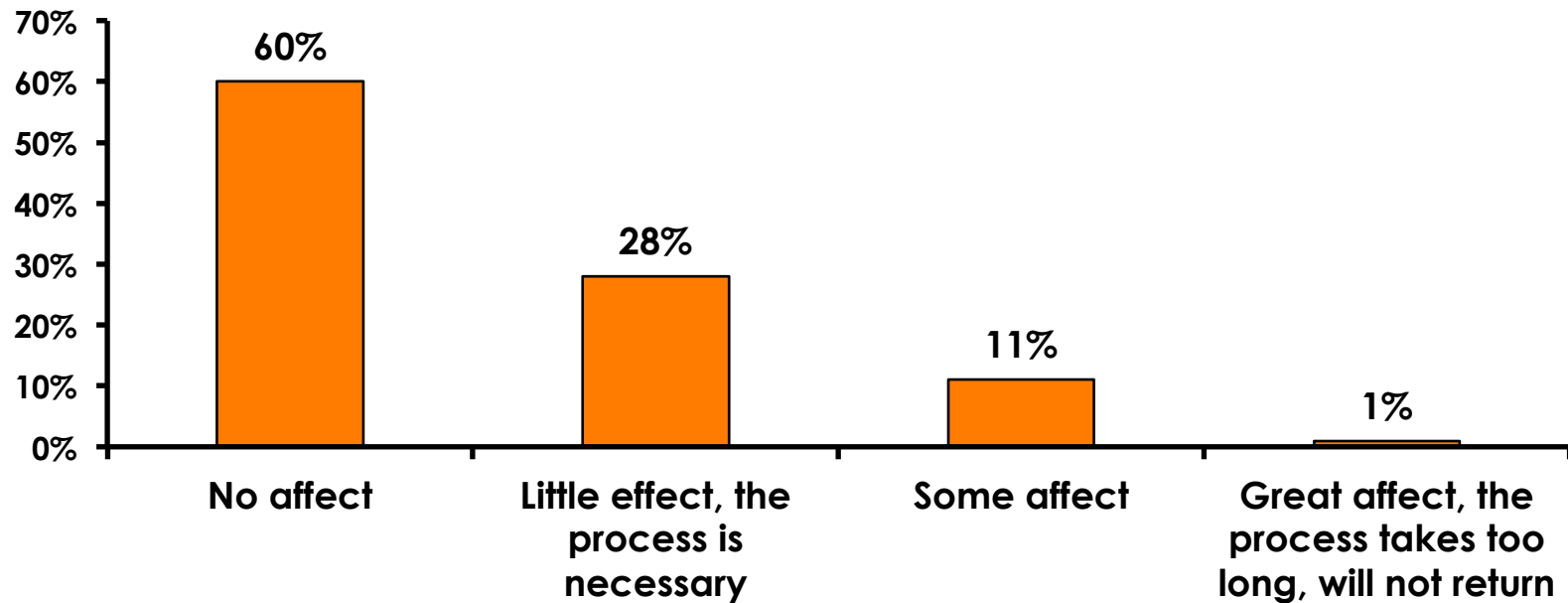
# Concerns about travel outside of Japan - Overall



# Concerns about travel outside of Japan - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q21	Safety	74%	76%	76%	65%	68%	79%	85%	70%	73%	71%	70%	70%	65%	
	Food	48%	51%	44%	45%	37%	46%	55%	33%	56%	55%	48%	41%	25%	
	Expense	44%	49%	36%	42%	26%	63%	58%	24%	59%	40%	48%	34%	40%	
	Terrorism	42%	38%	55%	38%	47%	38%	52%	52%	39%	47%	39%	39%	35%	
	No concerns	8%	6%	8%	15%	16%	4%	9%	3%	12%	7%	12%	14%	15%	
	Discrimination against Japanese	6%	8%	4%	5%		4%	12%	12%	5%	5%	3%	5%		
	Don't know	3%	3%	3%	2%	11%	4%	3%			2%	6%			
	Should spend at home	3%	3%	3%	2%		8%	6%	6%	2%	2%			5%	
	Other	2%	3%		2%		4%	3%	3%			6%			
	Total	Count	351	192	78	55	19	24	33	33	41	55	33	44	20

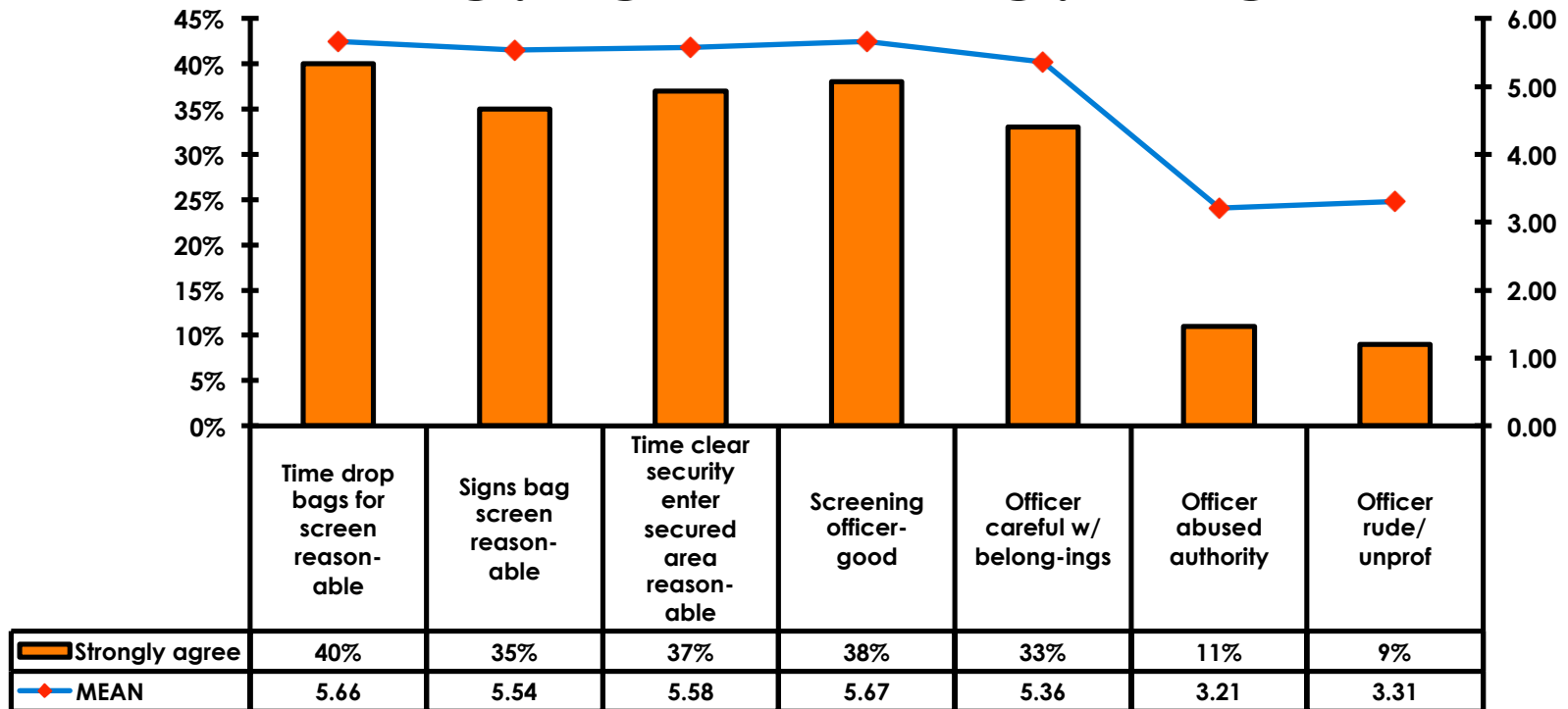
# Security Screening/ Immigration Process at Guam International Airport



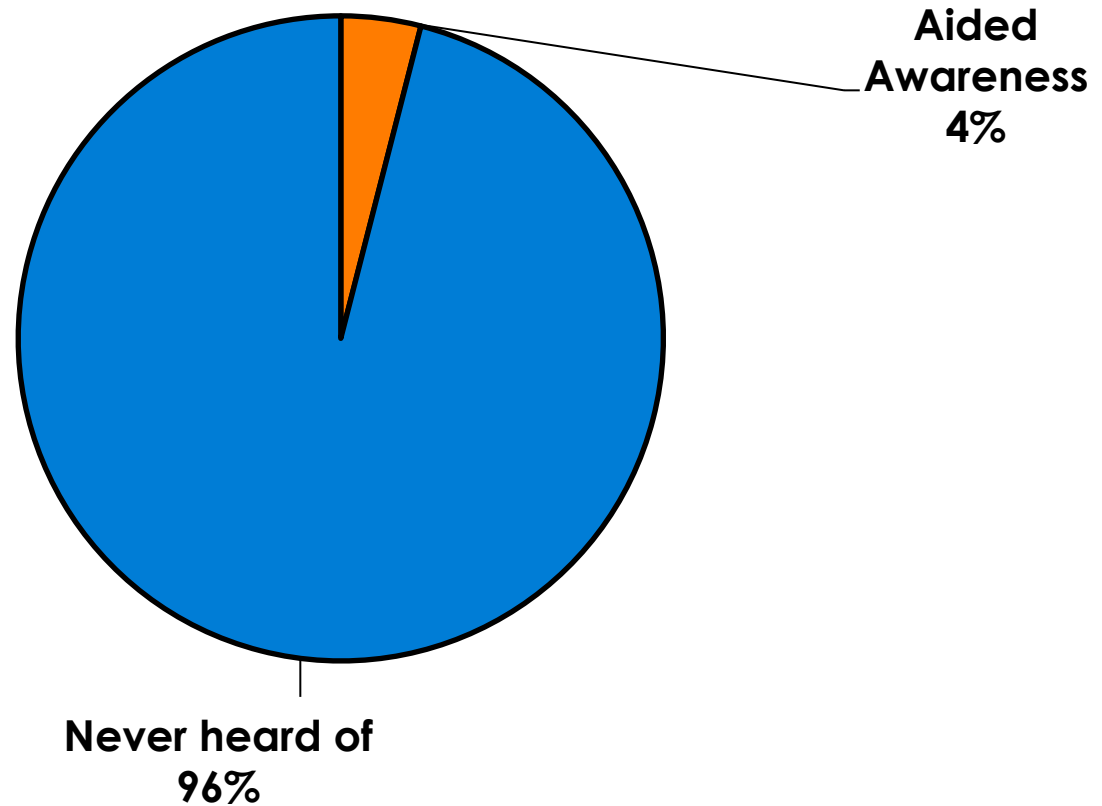
# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



# Shop Guam Festival



# Shop Guam Festival - Impact

n=12

