



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2010 DATA AGGREGATION



Prepared by: QMark Research

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Background & Methodology

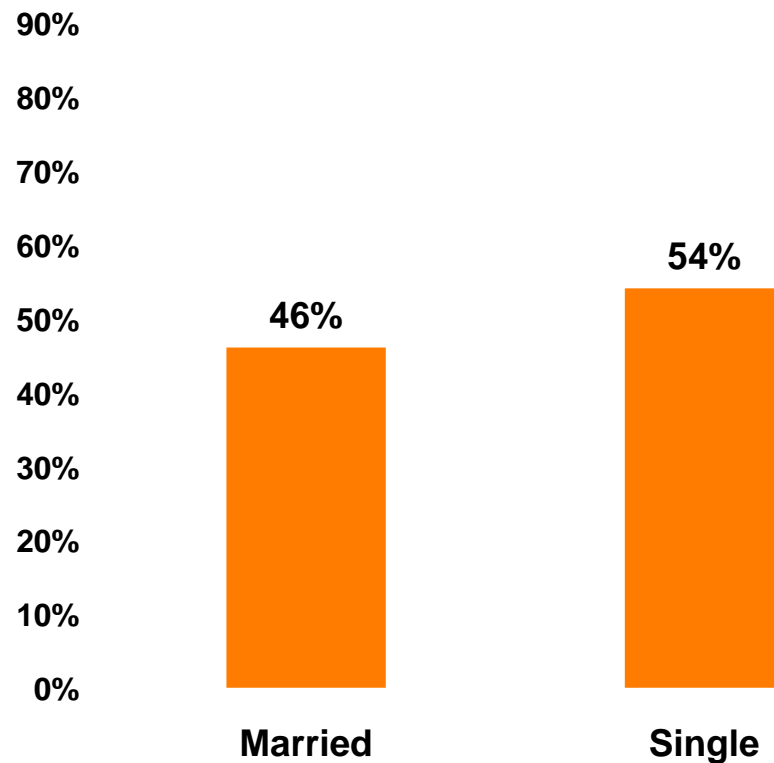
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **3,961** departing 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 **3,961** is +/- 1.56 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 +/- 1.56 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.

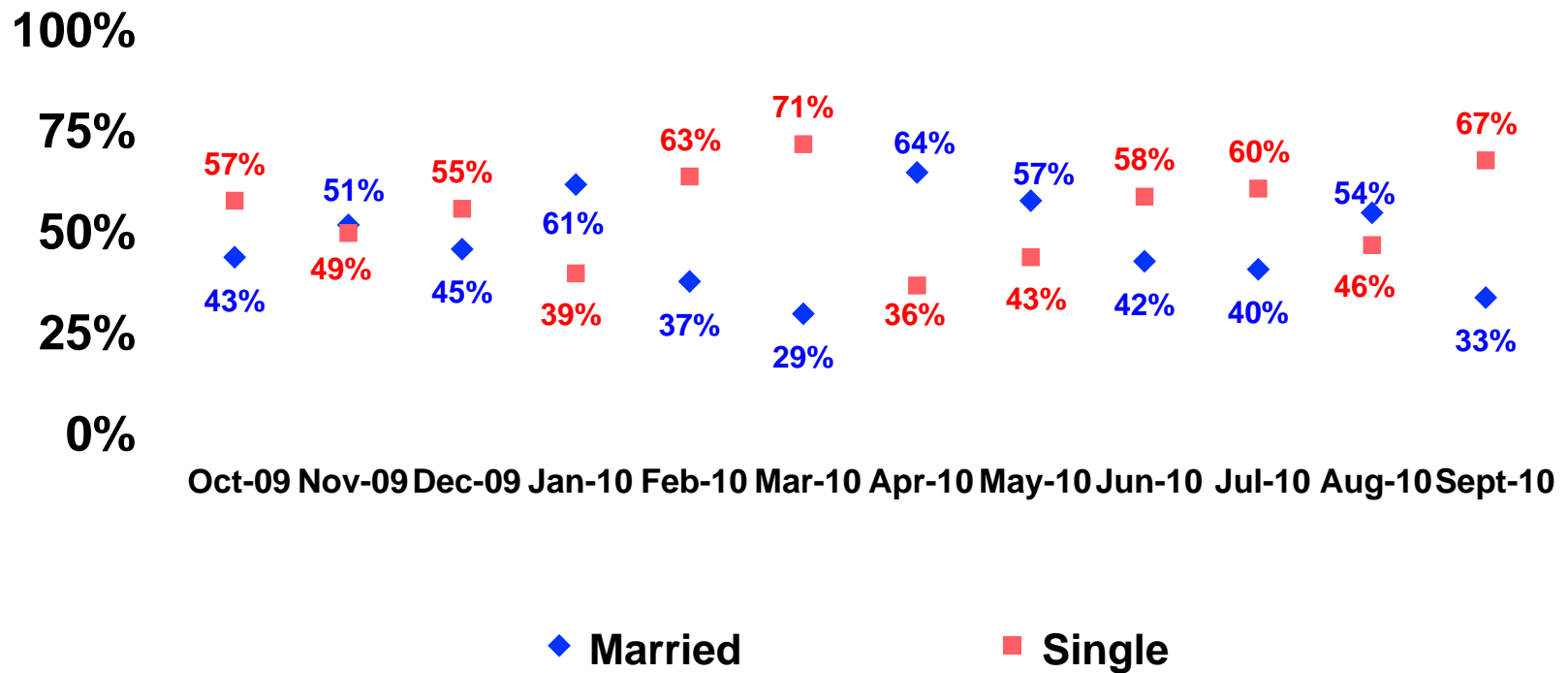
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

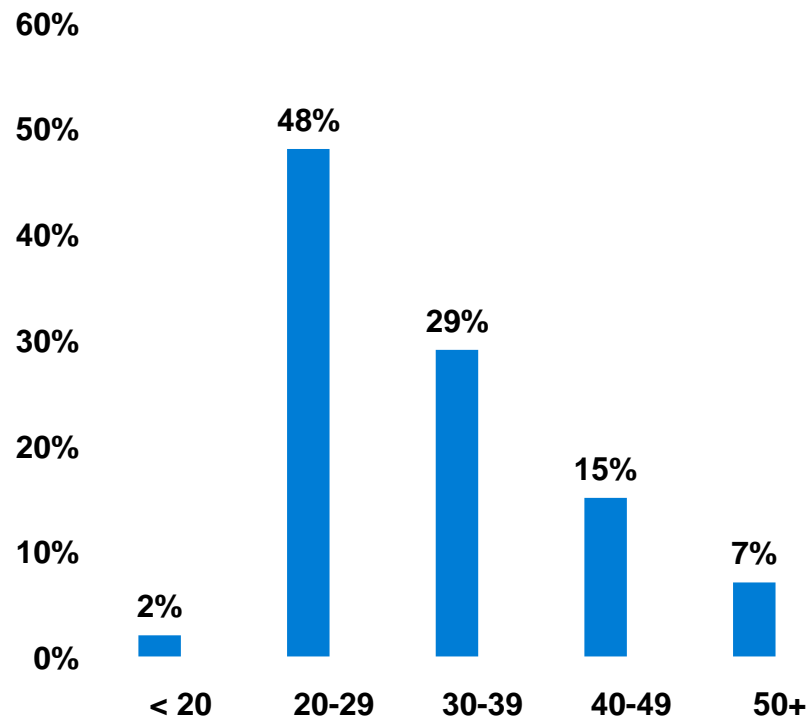


- 63% of 1ST time visitors are single while 61% of repeat visitors are married.

Marital Status

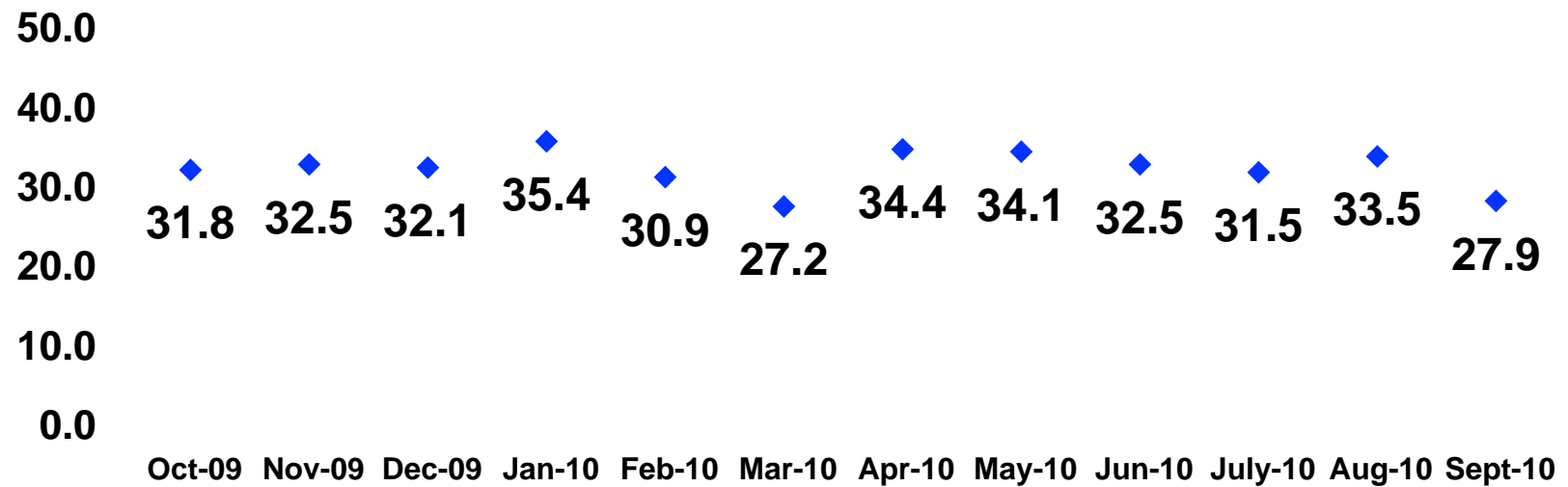


Age - Overall

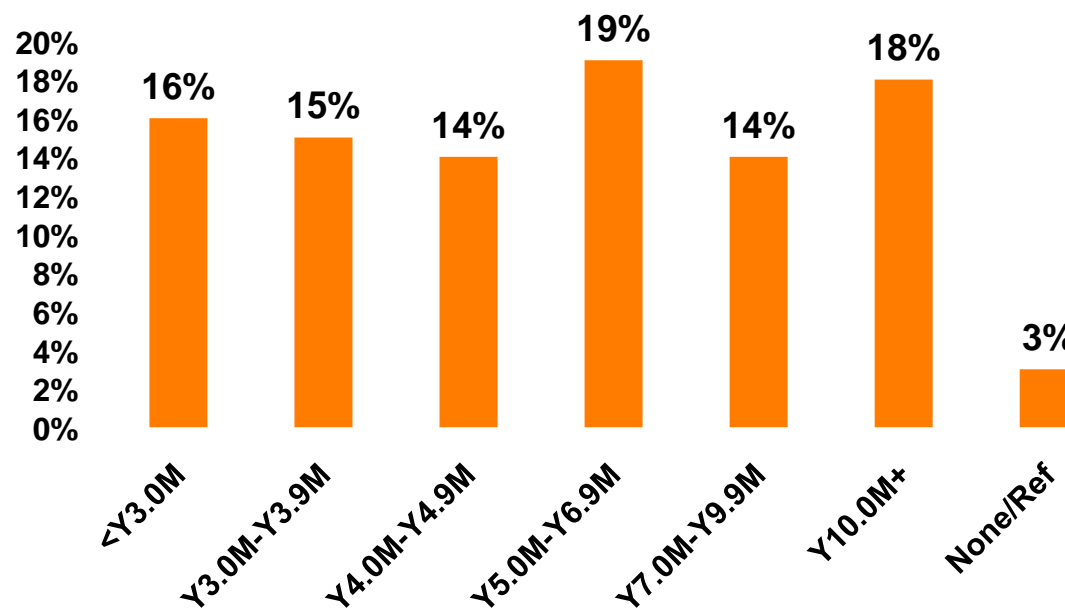


- The average age of the respondents is 32.0 years of age.

Average Age

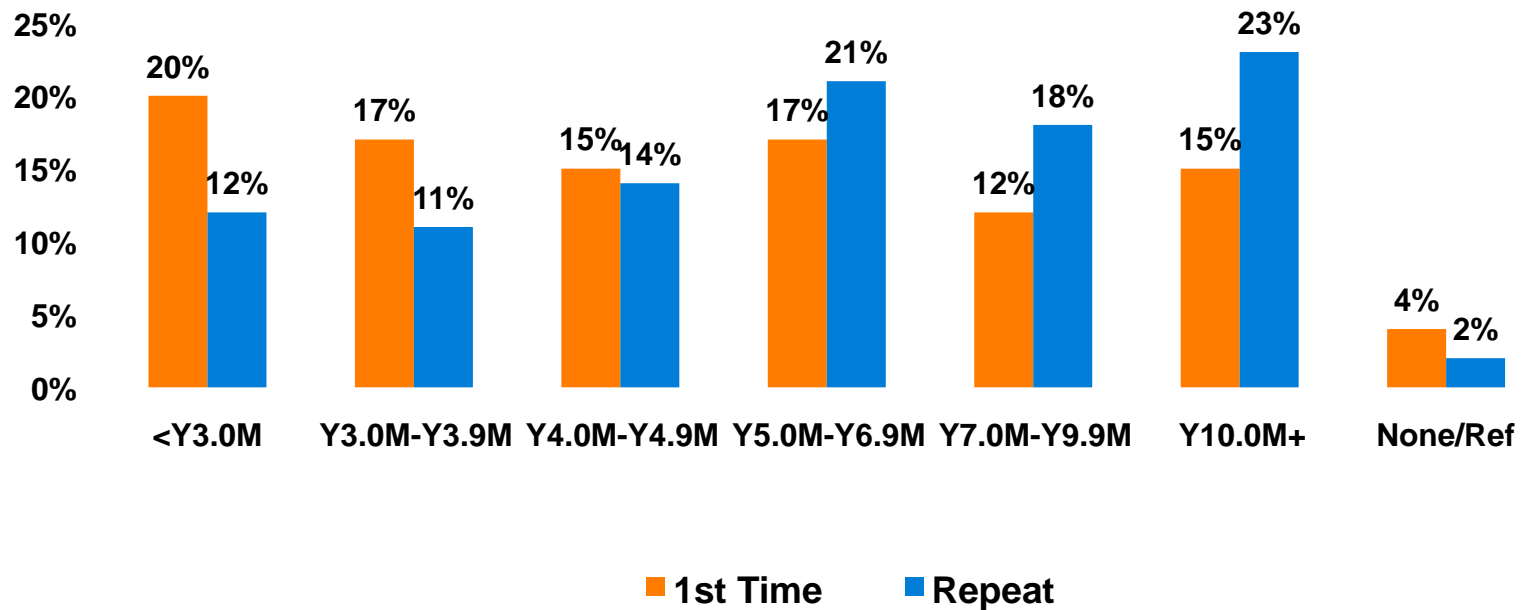


Personal Income



- ¥89.72=\$1 – Average for Year

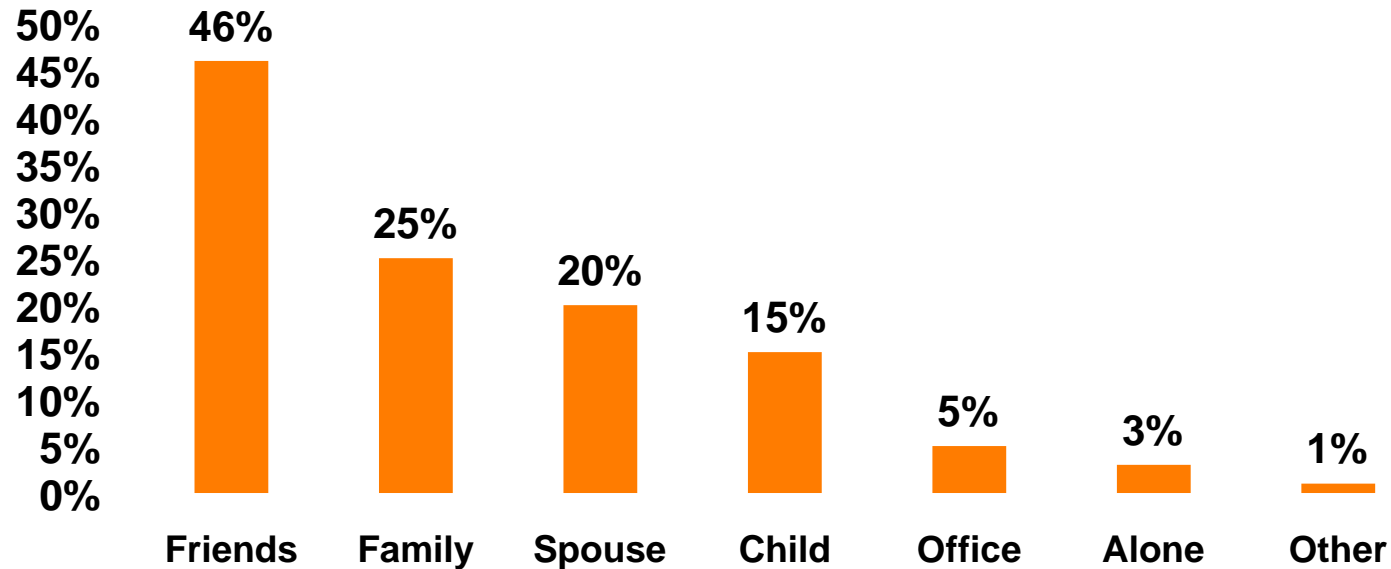
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
				Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME	<Y3.0M	Count	571	179	392	11	423	102	17	18
			16%	10%	24%	19%	26%	10%	3%	8%
	Y3.0M-Y3.9M	Count	511	230	281	5	322	146	19	19
			15%	13%	17%	9%	20%	14%	4%	8%
	Y4.0M-Y4.9M	Count	499	299	200	2	250	181	41	24
			14%	16%	12%	4%	16%	17%	8%	10%
	Y5.0M-Y6.9M	Count	650	394	256	7	202	266	132	43
			19%	22%	16%	12%	13%	26%	25%	18%
Y7.0M-Y9.9M	Count	493	313	180	12	112	173	136	60	
		14%	17%	11%	21%	7%	17%	26%	25%	
Y10.0M+	Count	637	357	280	9	213	166	181	68	
		18%	20%	17%	16%	13%	16%	34%	29%	
No Inc	Count	105	48	57	11	81	4	5	4	
		3%	3%	3%	19%	5%	0%	1%	2%	
Total	Count	3466	1820	1646	57	1603	1038	531	236	

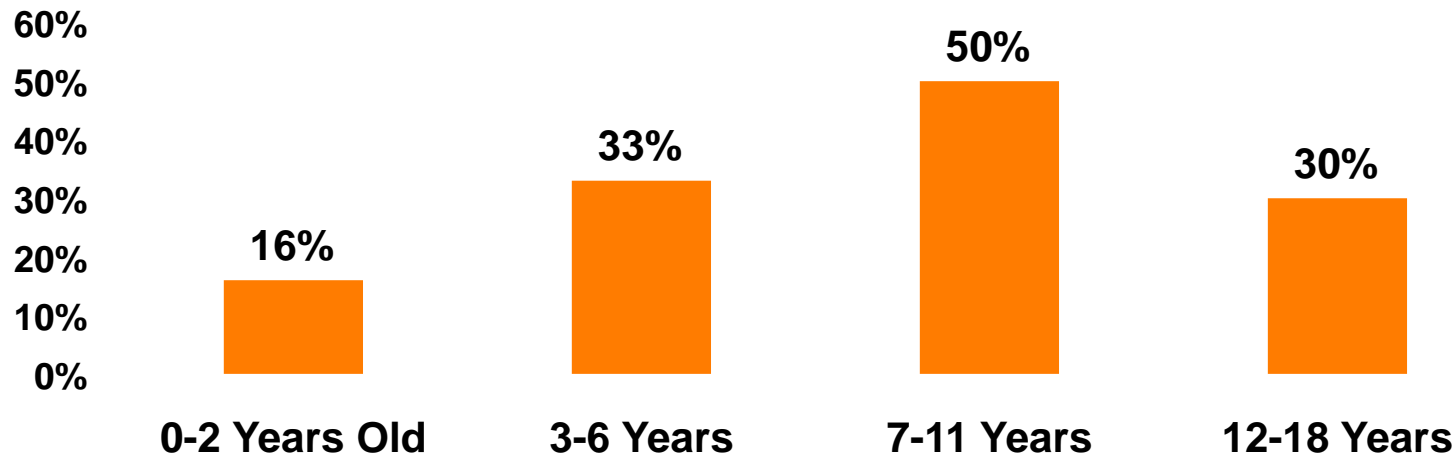
Travel Companions



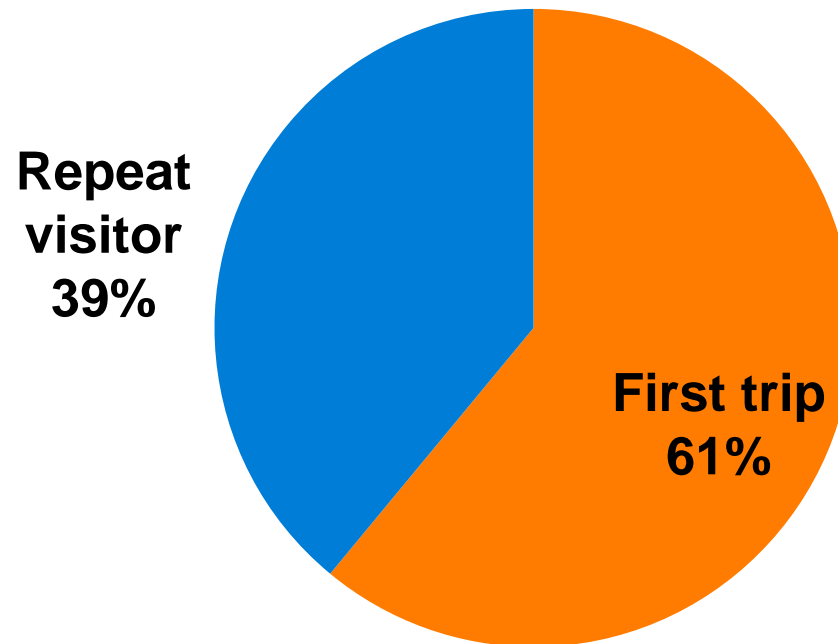
Number of Children Travel Party

N=574 total respondents traveling with children.

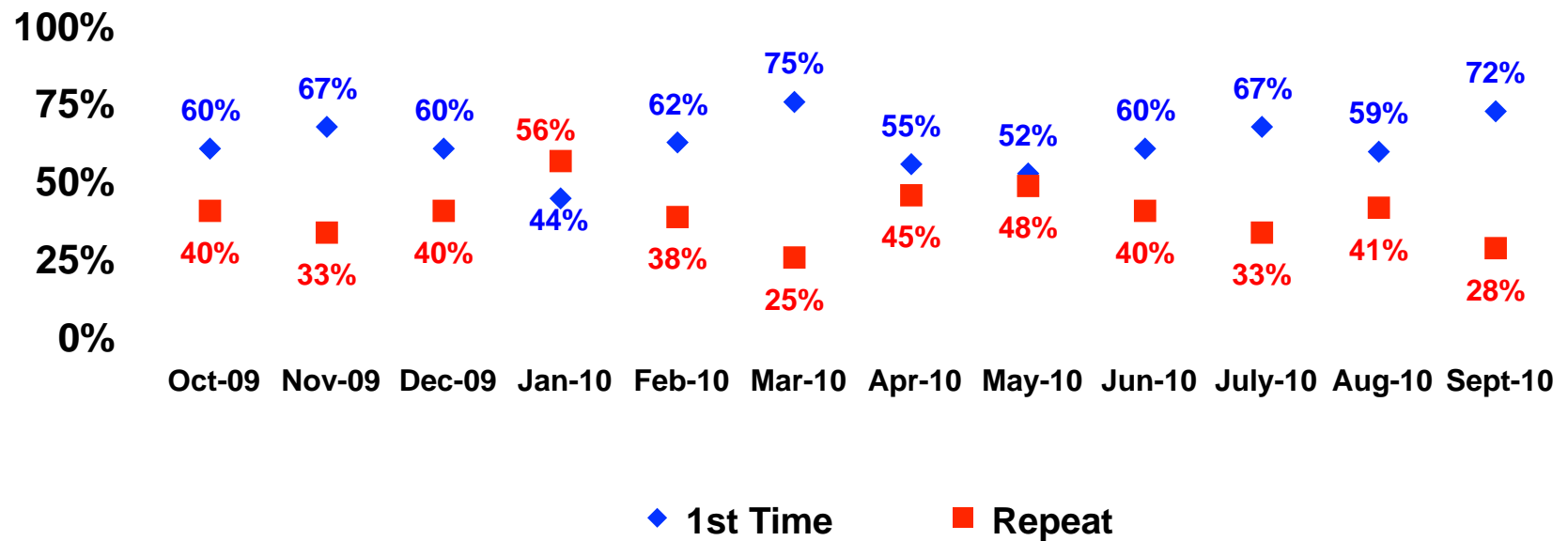
(Of those N=574 respondents, there is a total of 898 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



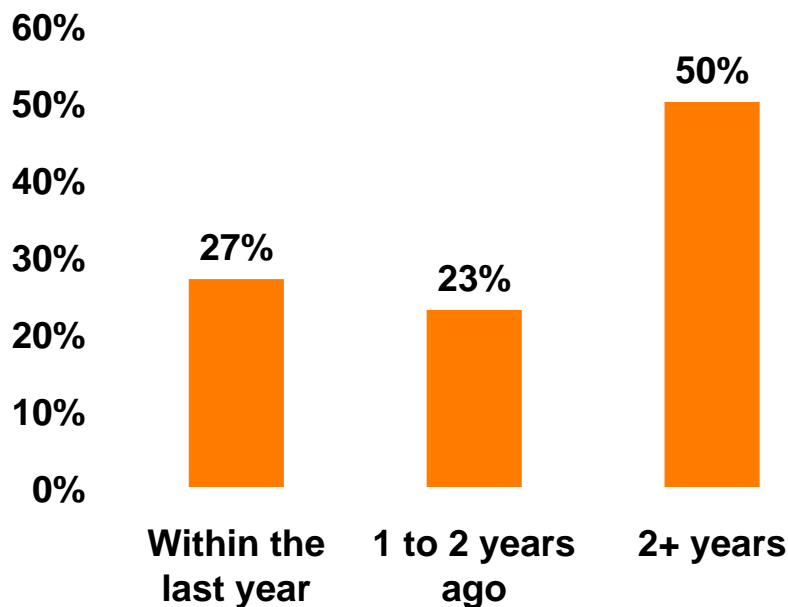
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	1996	1202	793
			50%	50%	51%
	Female	Count	1965	1212	753
			50%	50%	49%
Total		Count	3961	2414	1546
AGE	<20	Count	84	68	16
			2%	3%	1%
	20-29	Count	1891	1447	443
			48%	60%	29%
	30-39	Count	1138	588	550
			29%	24%	36%
	40-49	Count	577	190	387
			15%	8%	25%
	50+	Count	269	120	149
			7%	5%	10%
Total		Count	3959	2413	1545

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

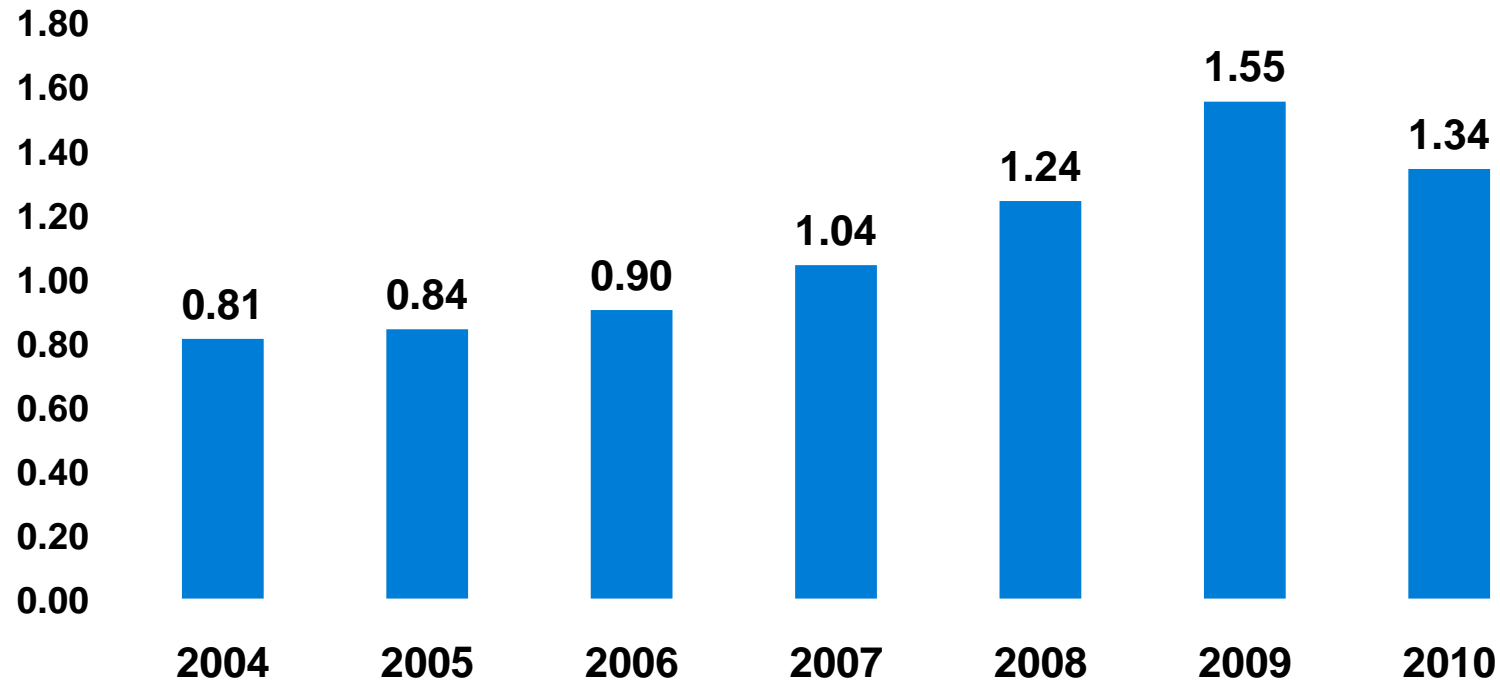
Repeat Visitors Last Trip

n = 1540

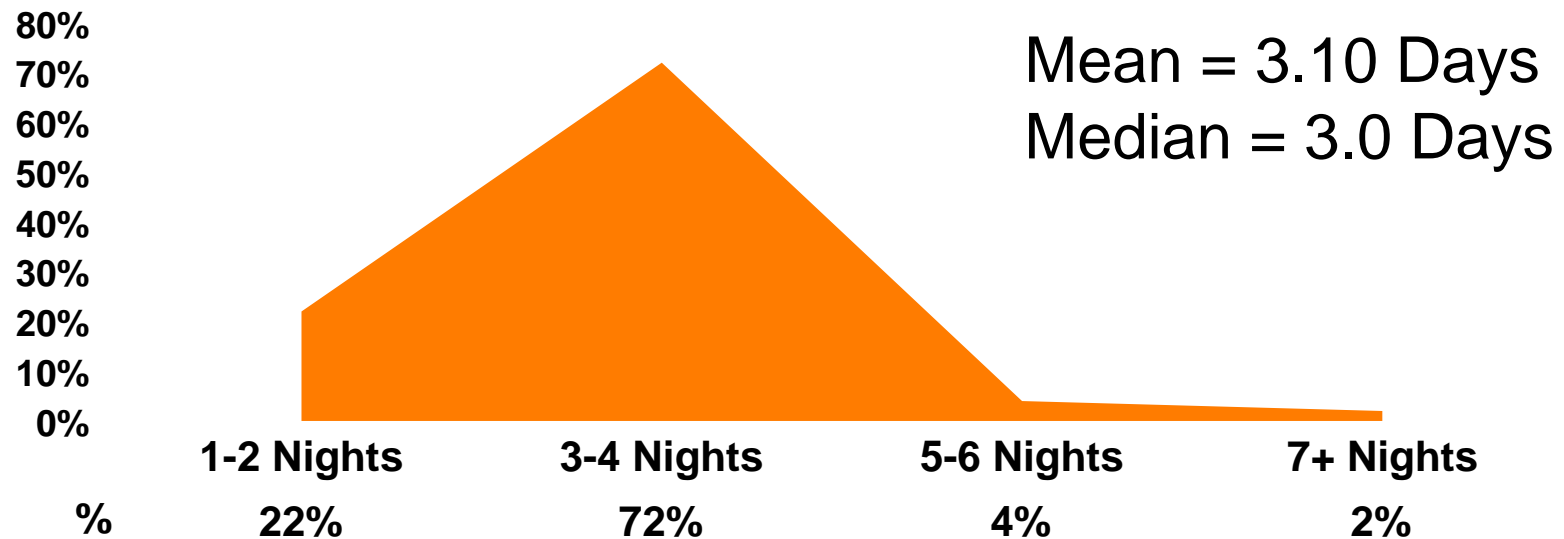


- The average repeat visitor has been to Guam 3.0 times.
- Half the repeat visitors have been to Guam within the last 2 years.

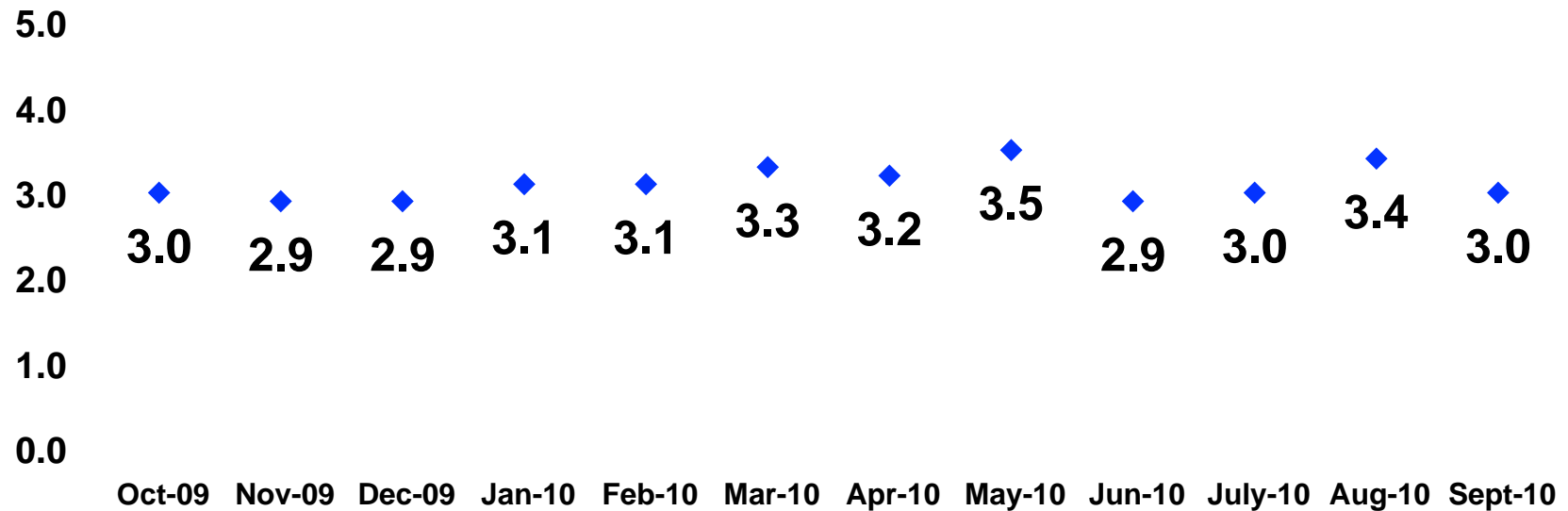
Average Number Overnight Trips (2004-2010) (2 nights or more)



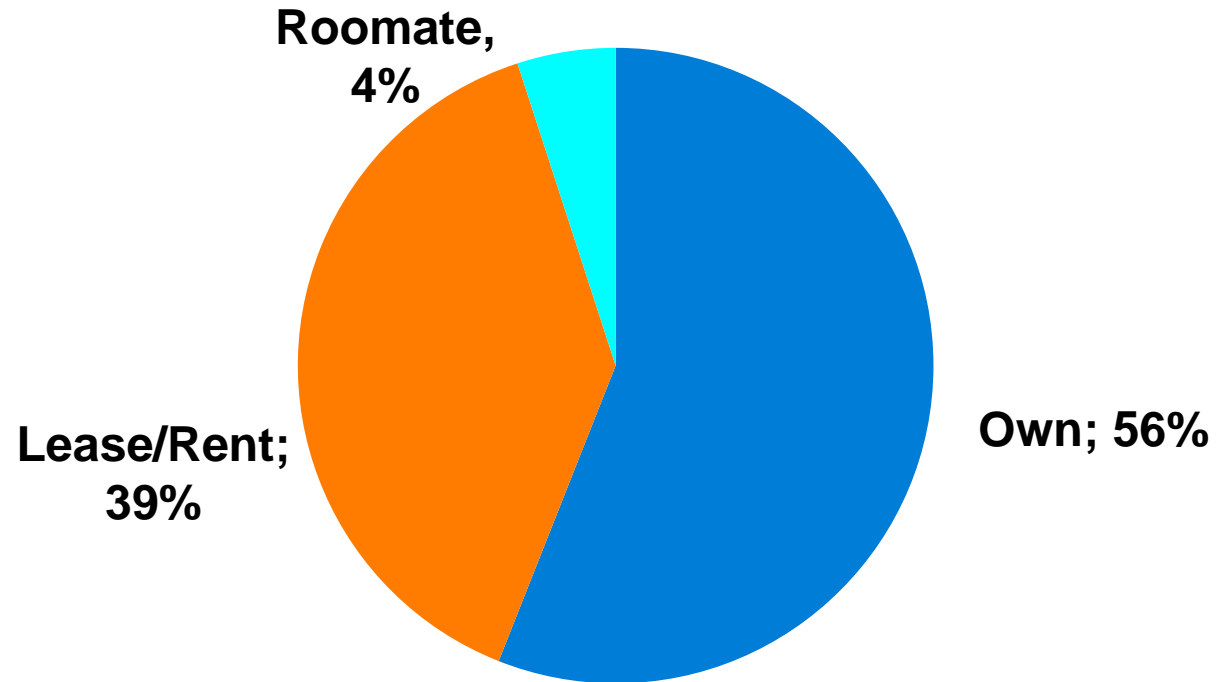
Length of Stay



Average Length of Stay



Living Accommodations

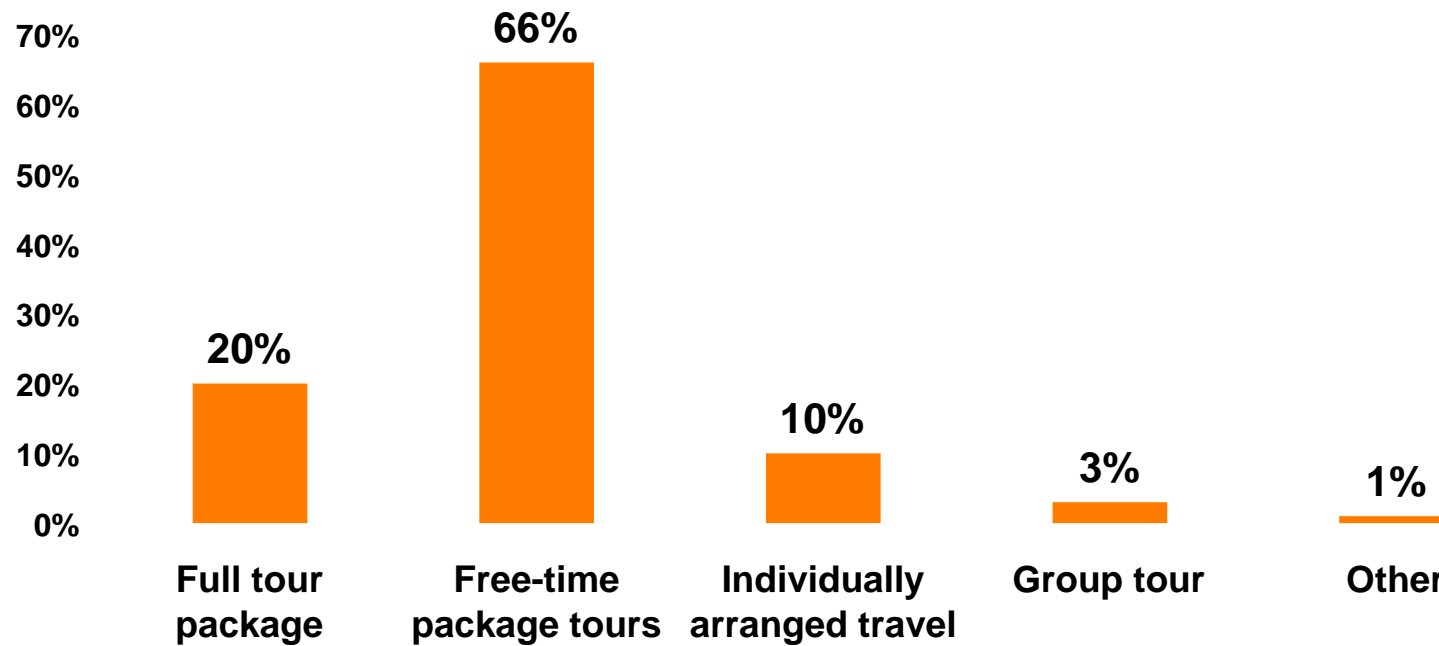


Occupation by Income

		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: Office Worker Non-Managerial	18%	26%	26%	16%	17%	16%	12%	
	Co. Employee: Engineer	15%	10%	19%	22%	20%	18%	11%	1%
	Student	16%	19%	6%	6%	10%	10%	16%	75%
	Co. Employee: Salesperson	12%	8%	20%	23%	13%	11%	9%	1%
	Self Employed	7%	5%	3%	6%	11%	8%	9%	3%
	Co. Employee: Manager	6%	2%	2%	3%	6%	11%	14%	1%
	Homemaker	6%	3%	4%	6%	6%	9%	8%	6%
	Skilled Worker	3%	6%	6%	6%	2%	2%	1%	
	Professional or Specialist	3%	2%	4%	2%	2%	3%	6%	
	Freeter	2%	8%	2%	1%	2%	1%	1%	1%
	Government Employee: Office Worker Non-Managerial	2%	2%	3%	2%	4%	2%	1%	
	Teacher	2%	4%	1%	1%	2%	2%	3%	
	Other	2%	3%	1%	2%	1%	1%	1%	1%
	Co. Employee: Executive	2%	0%	1%	1%	1%	3%	3%	
	Unemployed	2%	2%	1%	1%	1%	1%	1%	10%
	Government Employee: Manager	1%		0%	1%	1%	1%	1%	
	Free-lancer	1%	1%	1%	0%	0%	1%	1%	
	Retired	0%	0%	0%	0%	0%	0%	0%	1%
	Government Employee: Executive	0%		0%			0%		
Total	Count	3840	563	508	495	644	490	635	105

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

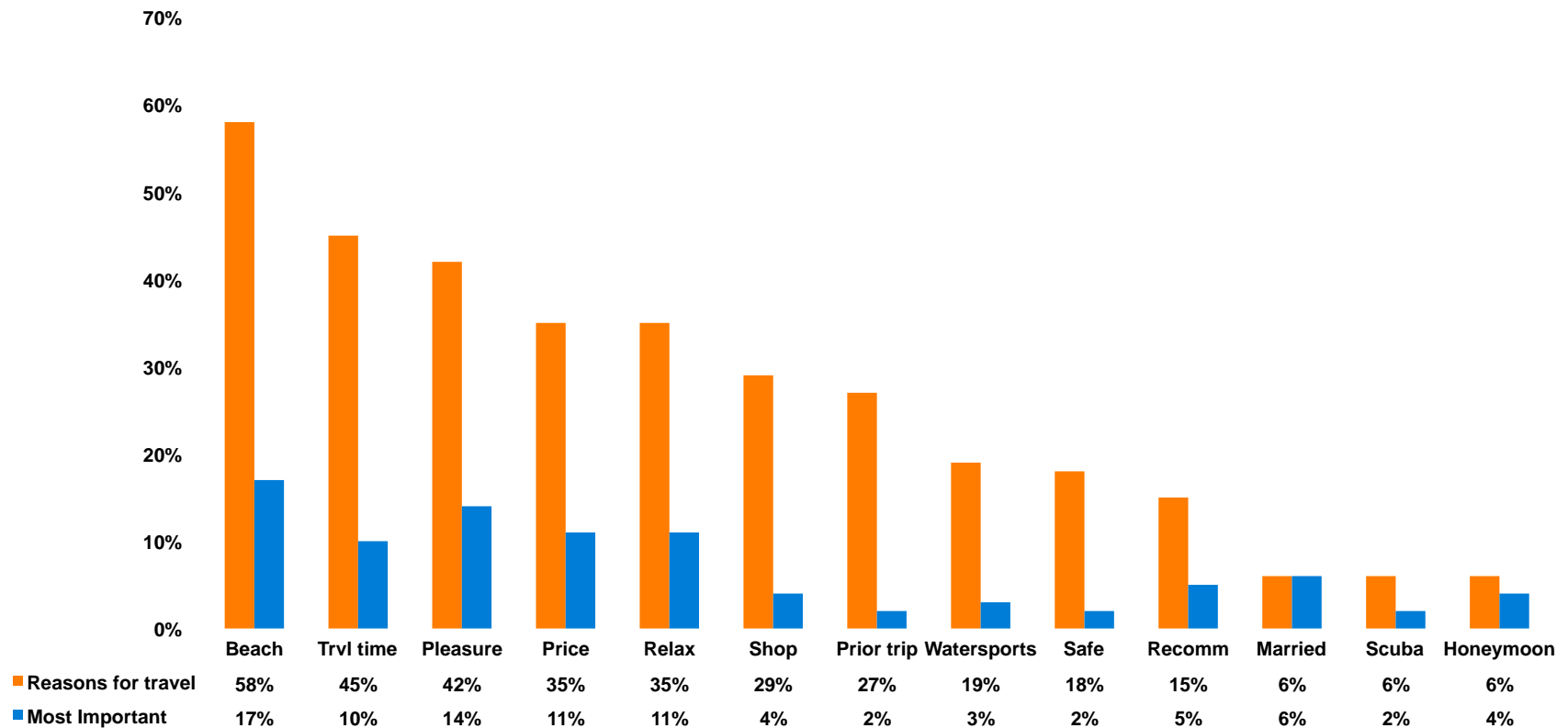


Accommodation by Income

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	16%	20%	18%	19%	13%	11%	14%	17%	
Guam Reef Hotel	8%	6%	11%	7%	8%	7%	8%	5%	
Outrigger Guam Resort	7%	5%	8%	8%	8%	7%	9%	1%	
Fiesta Resort Guam	6%	6%	5%	5%	6%	6%	7%	3%	
Hotel Nikko Guam	6%	4%	6%	8%	6%	6%	7%	4%	
Pacific Islands Club PIC	5%	3%	3%	5%	6%	7%	7%	5%	
Holiday Resort Guam	5%	5%	4%	5%	5%	5%	4%	5%	
Royal Orchid Guam	5%	7%	5%	4%	4%	3%	3%	3%	
Grand Plaza Hotel	4%	6%	5%	3%	4%	5%	2%	11%	
Leo Palace Resort	4%	3%	4%	4%	4%	5%	6%	2%	
Onward Beach Resort	4%	2%	3%	3%	6%	6%	5%	2%	
Ramada Suites Guam	4%	3%	3%	5%	4%	3%	3%	7%	
Hyatt Regency Guam	3%	2%	2%	4%	4%	5%	5%	2%	
Pacific Bay Hotel	3%	5%	5%	4%	3%	3%	2%	9%	
Ohana Oceanview Hotel	3%	5%	4%	2%	3%	3%	3%	6%	
Hilton Guam Resort & Spa	3%	2%	3%	2%	4%	4%	4%	5%	
Guam Marriott Resort Hotel	3%	3%	2%	3%	4%	3%	3%		
The Westin Resort Guam	3%	2%	4%	3%	3%	3%	3%		
Sheraton Laguna Resort	3%	1%	2%	4%	3%	4%	3%	4%	
Ohana Bayview Hotel	2%	4%	2%	1%	2%	1%	2%		
Tumon Bay Capital Hotel	1%	2%	1%	1%	1%	1%	1%		
Hotel Sane Fe	1%	1%	1%	0%	1%	0%	1%	1%	
Other	0%	0%	0%	0%	0%		0%		
Relatives, Friends, Home Stay	0%			0%		0%	0%		
Guam Aurora Resort	0%							1%	
Days Inn Tamuning	0%					0%			
Total	Count	3954	570	510	498	648	493	637	105

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/beaches,
 - Pleasure,
 - Relaxation and Price
- are the primary reasons for visiting.

Motivation by Age & Gender

	TOTAL	AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.5 Beautiful seas, beaches, tropical climate	58%	64%	60%	55%	59%	44%	57%	58%
Short travel time	45%	27%	40%	49%	57%	43%	45%	45%
Pleasure	42%	56%	47%	38%	42%	26%	38%	47%
Price of the tour package	35%	43%	37%	35%	32%	29%	34%	37%
Just to relax	35%	33%	33%	37%	41%	32%	34%	36%
Shopping	29%	50%	31%	24%	28%	27%	22%	36%
A previous visit	27%	14%	15%	35%	48%	32%	27%	26%
Water sports	19%	20%	24%	13%	18%	13%	16%	22%
It is a safe place to spend a vacation	18%	12%	13%	20%	27%	23%	19%	16%
Recommendation of friend, relative, travel agency	15%	18%	21%	12%	7%	11%	13%	18%
To get married or Attend wedding	6%		6%	9%	3%	10%	8%	5%
SCUBA diving	6%		7%	5%	5%	5%	6%	6%
Honeymoon	6%		8%	6%	1%	0%	9%	3%
Other	4%	5%	3%	4%	7%	7%	4%	4%
To golf	3%	2%	1%	4%	6%	12%	4%	2%
Company or Business trip	3%	4%	3%	3%	3%	3%	3%	3%
To visit friends or relatives	1%	2%	1%	1%	2%	3%	1%	1%
Career certification or testing	1%		1%	2%	2%	1%	2%	1%
My company sponsored me	1%	1%	1%	1%	2%	1%	1%	1%
Organized Sporting Activity	1%	4%	1%	1%	1%	2%	1%	1%
Promotional materials from GVB	1%		1%	1%	1%	0%	1%	1%
Special promotion	1%		0%	1%	1%	1%	1%	1%
Convention, Conference, Trade show	0%		0%	0%	0%		0%	0%
Total Cases	3960	84	1890	1138	577	269	1996	1964

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	58%	57%	54%	52%	59%	61%	60%	65%	
Short travel time	45%	35%	41%	43%	49%	52%	54%	39%	
Pleasure	42%	46%	40%	36%	42%	43%	46%	47%	
Price of the tour package	35%	39%	38%	32%	37%	38%	32%	35%	
Just to relax	35%	34%	32%	36%	34%	37%	41%	31%	
Shopping	29%	34%	24%	22%	28%	29%	33%	25%	
A previous visit	27%	20%	20%	28%	31%	35%	32%	13%	
Water sports	19%	23%	15%	18%	18%	17%	20%	14%	
It is a safe place to spend a vacation	18%	10%	16%	20%	21%	21%	23%	12%	
Recommendation of friend, relative, travel agency	15%	23%	14%	15%	13%	11%	13%	25%	
To get married or Attend wedding	6%	6%	7%	10%	6%	8%	4%	3%	
SCUBA diving	6%	6%	6%	5%	8%	5%	6%	4%	
Honeymoon	6%	6%	10%	10%	7%	2%	1%		
Other	4%	3%	2%	4%	6%	5%	6%	5%	
To golf	3%	1%	3%	2%	5%	4%	5%	4%	
Company or Business trip	3%	4%	3%	4%	2%	2%	4%	4%	
To visit friends or relatives	1%	1%	1%	1%	1%	1%	1%	1%	
Career certification or testing	1%	1%	1%	0%	1%	2%	2%	1%	
My company sponsored me	1%	1%	1%	1%	2%	1%	1%	1%	
Organized Sporting Activity	1%	1%	1%	1%	1%	1%	1%		
Promotional materials from GVB	1%	1%	0%	0%	1%	1%	0%		
Special promotion	1%	0%	0%	1%	1%	1%	1%		
Convention, Conference, Trade show	0%		0%		0%	0%	0%		
Total Cases	3960	570	511	499	650	493	637	105	

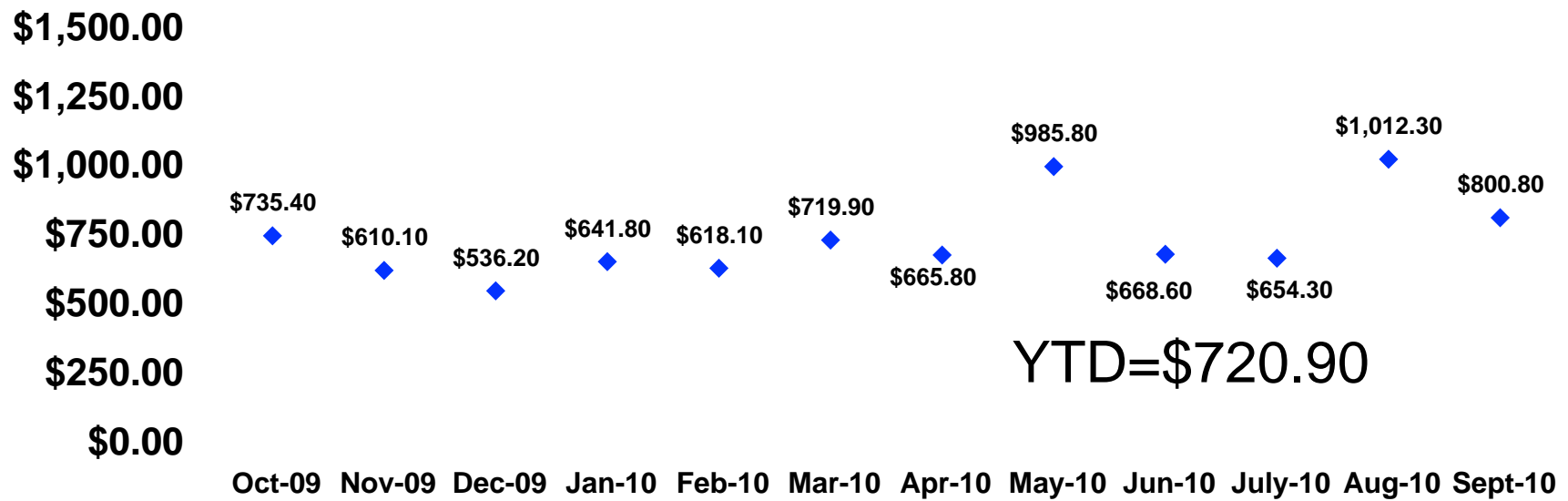
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥89.72/US\$1

- \$1,513.90 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$37,565 = maximum (highest amount recorded for the entire sample)
- \$720.90 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

¥89.72=\$1

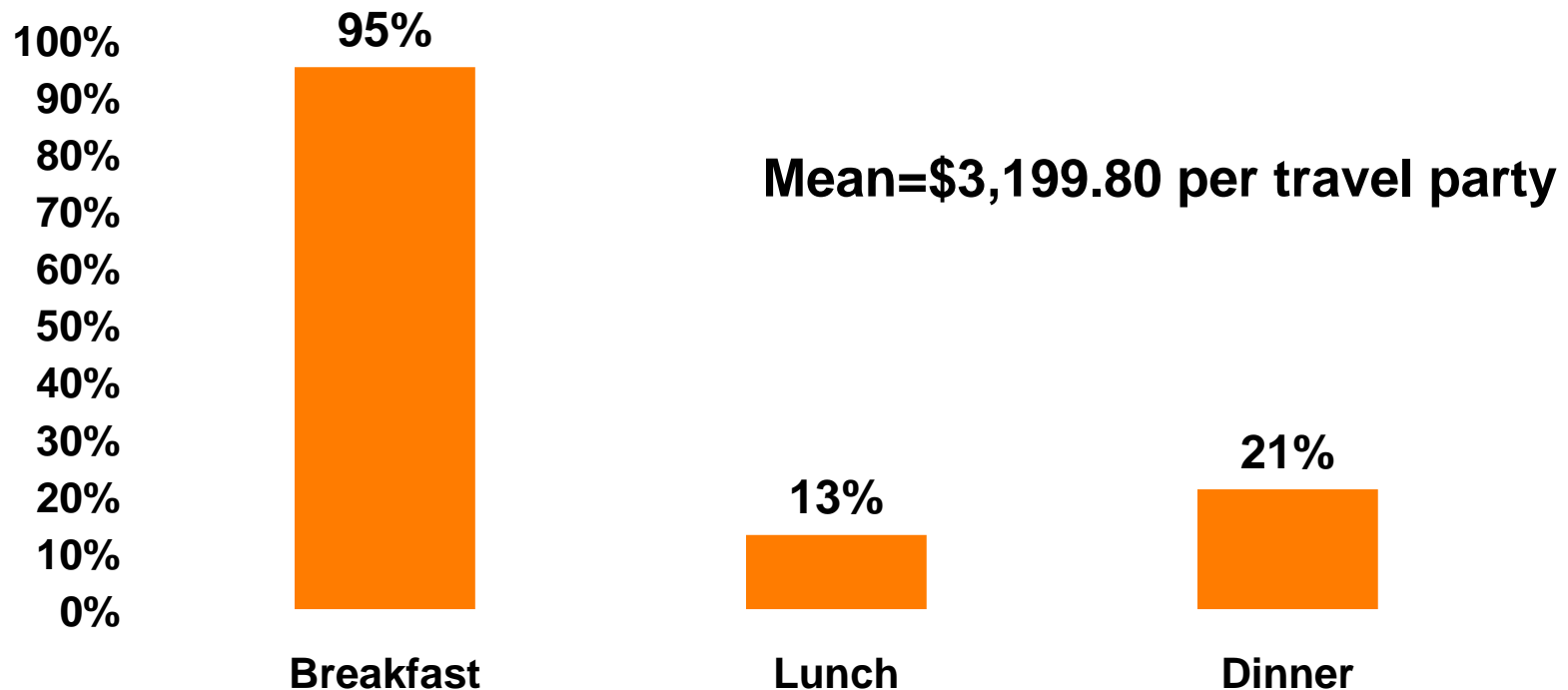
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1402.50
Air & Accommodation w/ daily meal package	\$3199.80
Air only	\$952.90
Accommodation only	\$524.30
Accommodation w/ daily meal only	\$944.70
Food & Beverages in Hotel	\$168.50
Ground transportation - Japan	\$95.30
Ground transportation - Guam	\$93.90
Optional tours/ activities	\$289.50
Other expenses	\$530.00
Total Prepaid	\$1,513.90

Prepaid Meal Breakdown

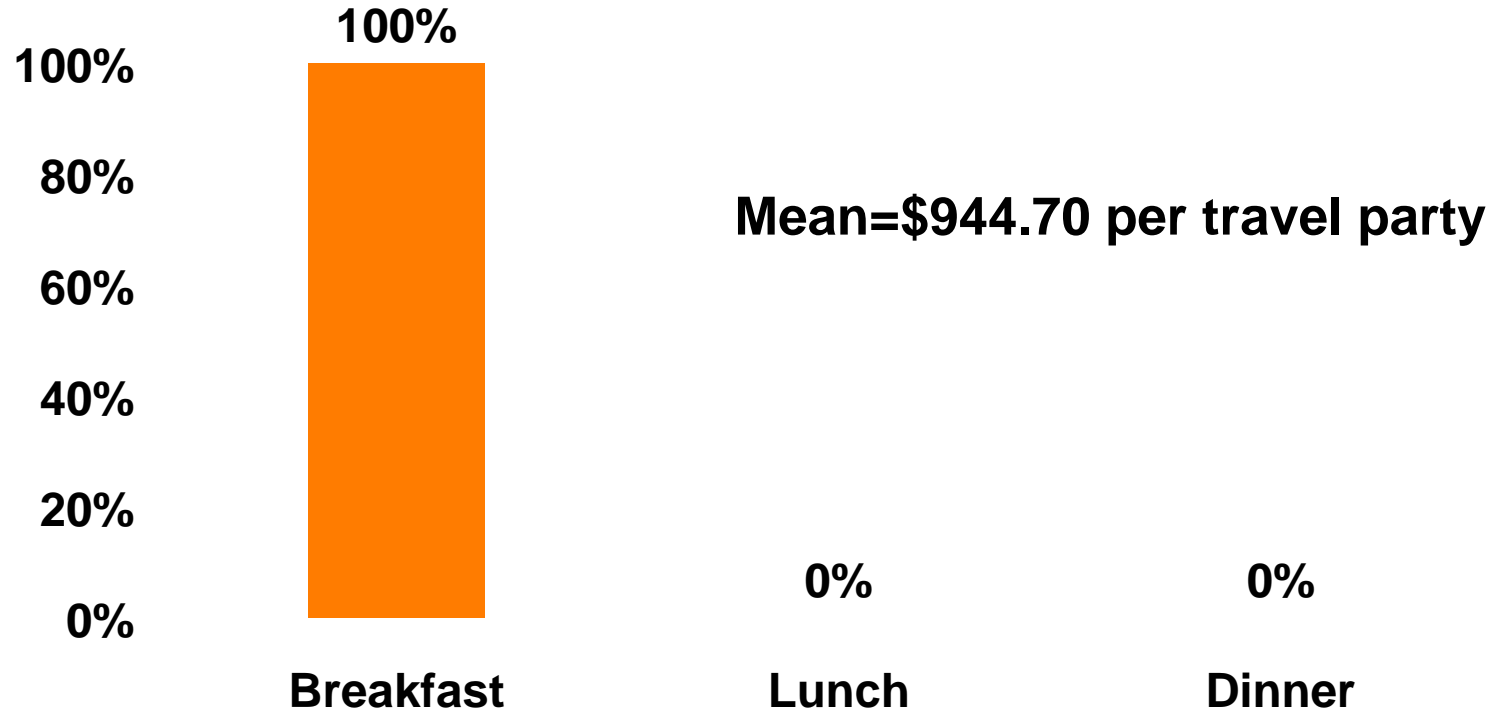
Air/ Accommodations with Daily Meal Package

n=284

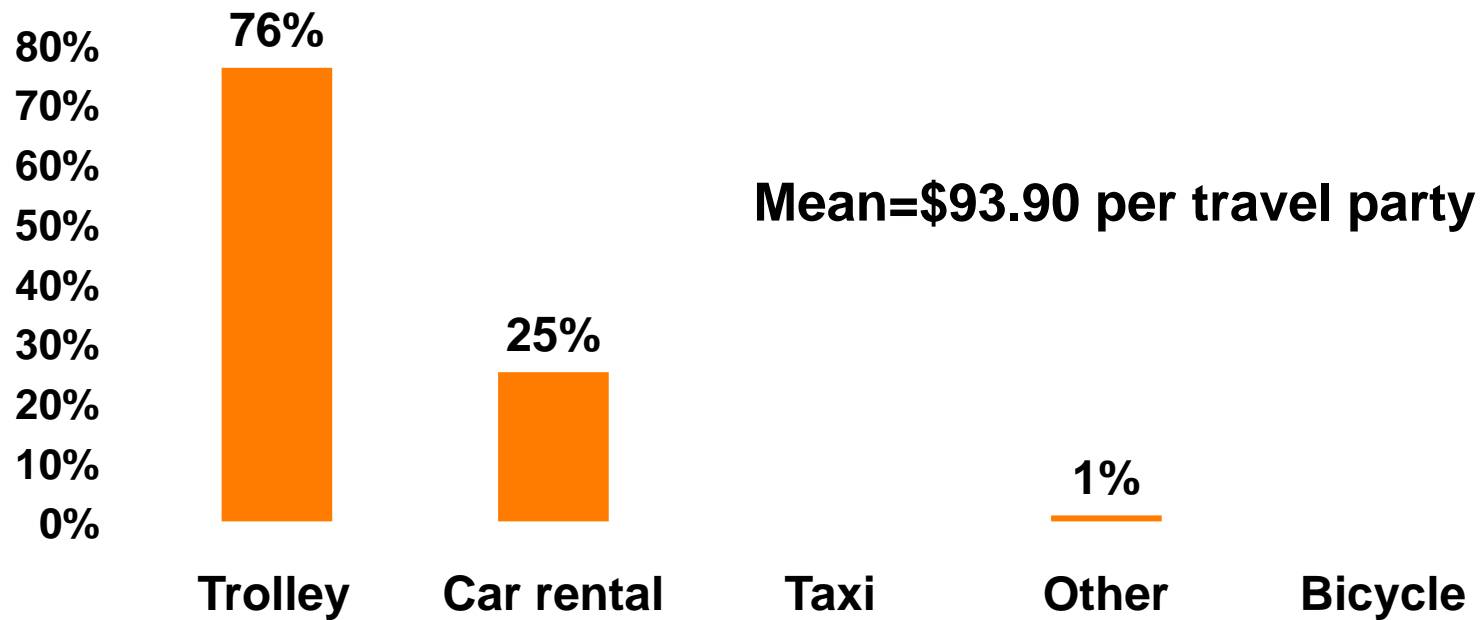


Prepaid Meal Breakdown

Accommodations with Daily Meal Package n=10



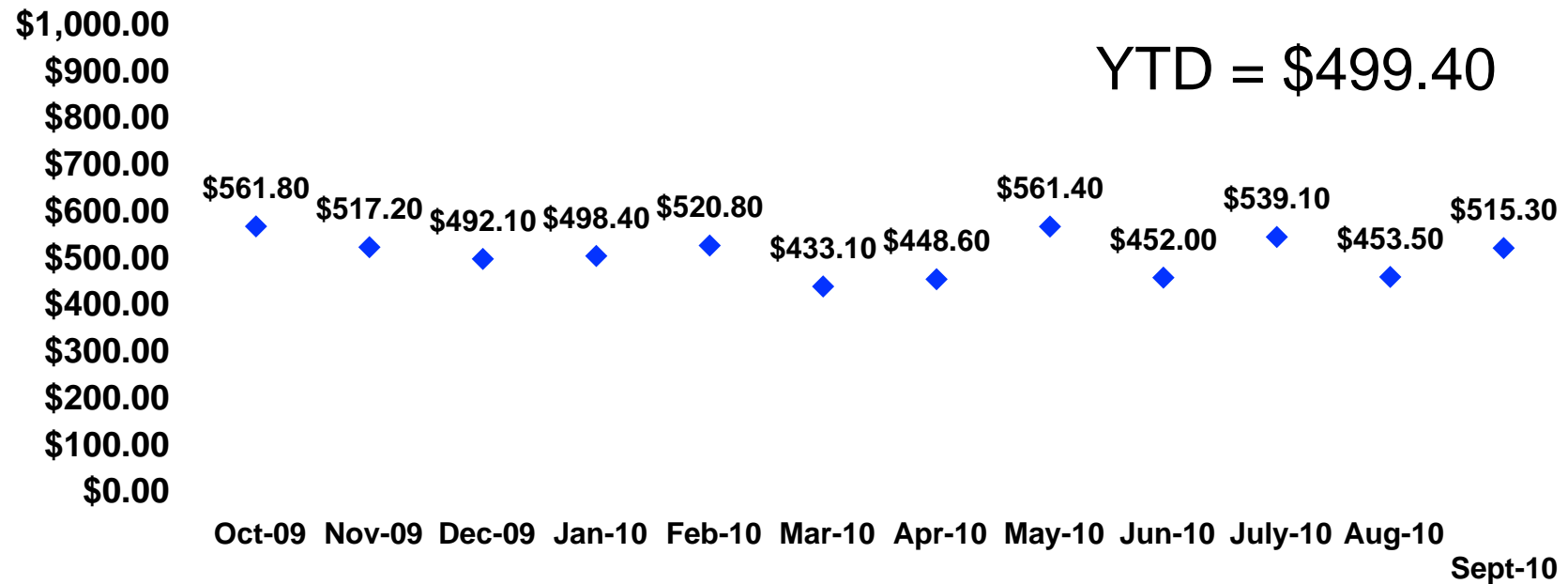
Prepaid Ground Transportation



On-Island Expenditures

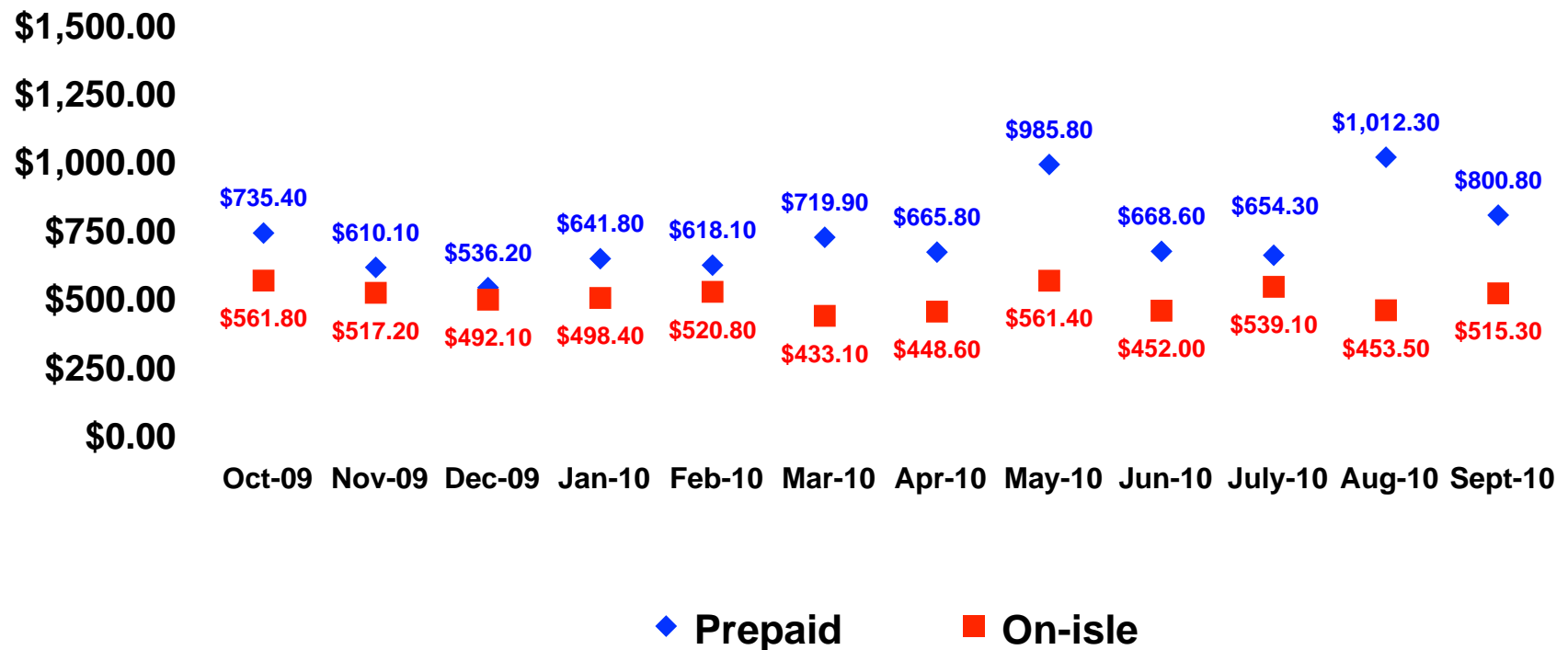
- \$866.50 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$15,000 = Maximum (highest amount recorded for the entire sample)
- \$499.40 = overall mean average per person on-island expenditure

On-Island Expenditures



Prepaid / On-Island Expenditures

On-Island YTD = \$499.40
 Prepaid YTD = \$720.90



Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER									
		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	\$866.52	\$956.37	\$775.29	\$508.05	\$758.98	\$984.63	\$1,283.09	\$1,075.47	\$579.78	\$660.17	\$800.29	\$1,293.74	\$984.72
Median	\$600	\$640	\$500	\$400	\$500	\$700	\$950	\$800	\$400	\$500	\$600	\$940	\$980

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$41.81	\$55.61	\$27.77	\$13.60	\$22.03	\$49.06	\$79.03	\$79.51
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$34.13	\$39.11	\$29.07	\$39.98	\$27.80	\$36.52	\$51.02	\$30.60
REST/CONV	Median	\$10	\$16	\$10	\$10	\$10	\$11	\$20	\$0
F&B-OUT- SIDE	Mean	\$76.74	\$93.19	\$60.03	\$29.82	\$54.75	\$86.02	\$130.83	\$91.09
HOTEL/ REST	Median	\$20	\$50	\$10	\$0	\$10	\$30	\$90	\$6
OPTIONAL	Mean	\$96.08	\$112.37	\$79.53	\$78.87	\$83.91	\$94.93	\$129.26	\$121.10
TOUR	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/	Mean	\$245.45	\$255.99	\$234.74	\$125.33	\$212.13	\$265.46	\$360.24	\$185.62
SOUV-SELF	Median	\$50	\$30	\$50	\$30	\$50	\$50	\$100	\$0
GIFT/ SOUV-	Mean	\$126.52	\$130.08	\$122.90	\$118.62	\$104.12	\$129.45	\$182.12	\$155.72
F&F AT HOME	Median	\$50	\$50	\$50	\$50	\$50	\$50	\$100	\$70
LOCAL TRANS	Mean	\$17.31	\$22.13	\$12.41	\$5.80	\$12.12	\$17.19	\$32.24	\$26.02
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$233.69	\$251.24	\$215.86	\$152.21	\$187.79	\$238.16	\$324.91	\$366.18
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10
TOTAL ON	Mean	\$866.52	\$956.37	\$775.29	\$561.85	\$699.69	\$912.55	\$1,286.93	\$1,037.01
ISLAND	Median	\$600	\$640	\$500	\$400	\$500	\$640	\$950	\$870

On-Island Expenditures

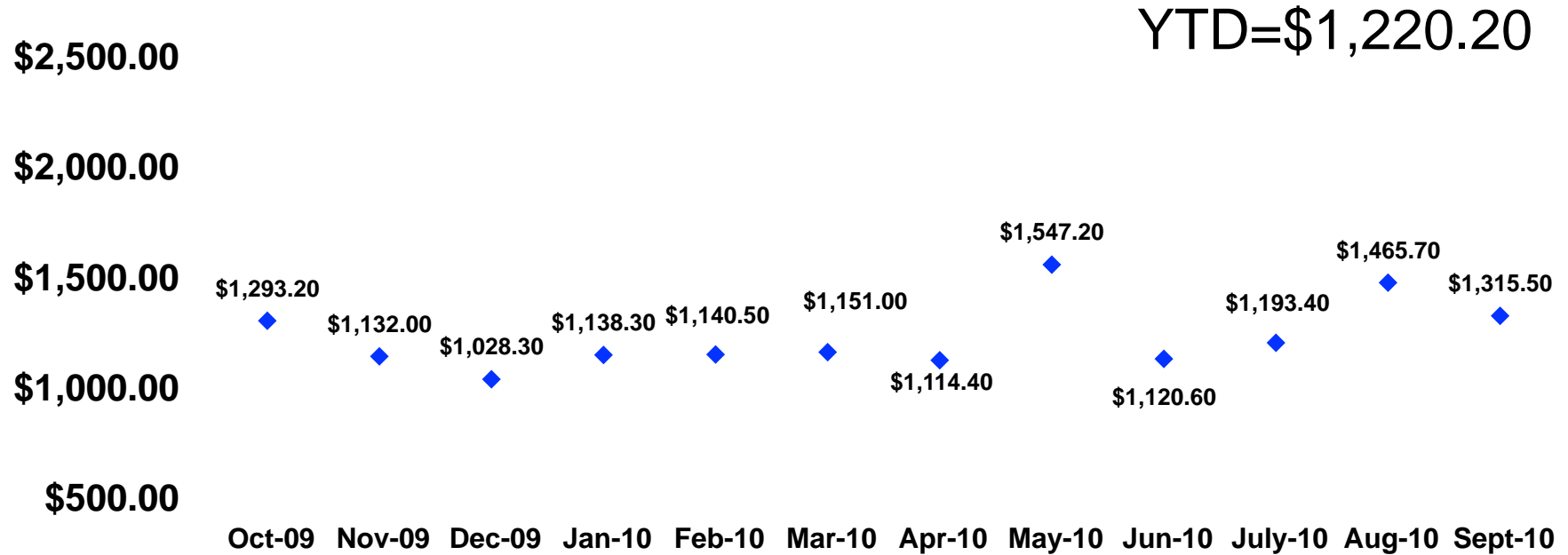
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$34.37	\$53.43
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$31.38	\$38.39
	Median	\$10	\$15
F&B-OUT- SIDE HOTEL/ REST	Mean	\$63.96	\$96.62
	Median	\$10	\$45
OPTIONAL TOUR	Mean	\$95.83	\$96.40
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$199.74	\$316.85
	Median	\$40	\$80
GIFT/SOUV- F&F AT HOME	Mean	\$115.41	\$143.87
	Median	\$50	\$50
LOCAL TRANS	Mean	\$12.63	\$24.62
	Median	\$0	\$0
OTHER EXP	Mean	\$213.54	\$265.25
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$764.41	\$1,026.12
	Median	\$500	\$700

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,220.20 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,235 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

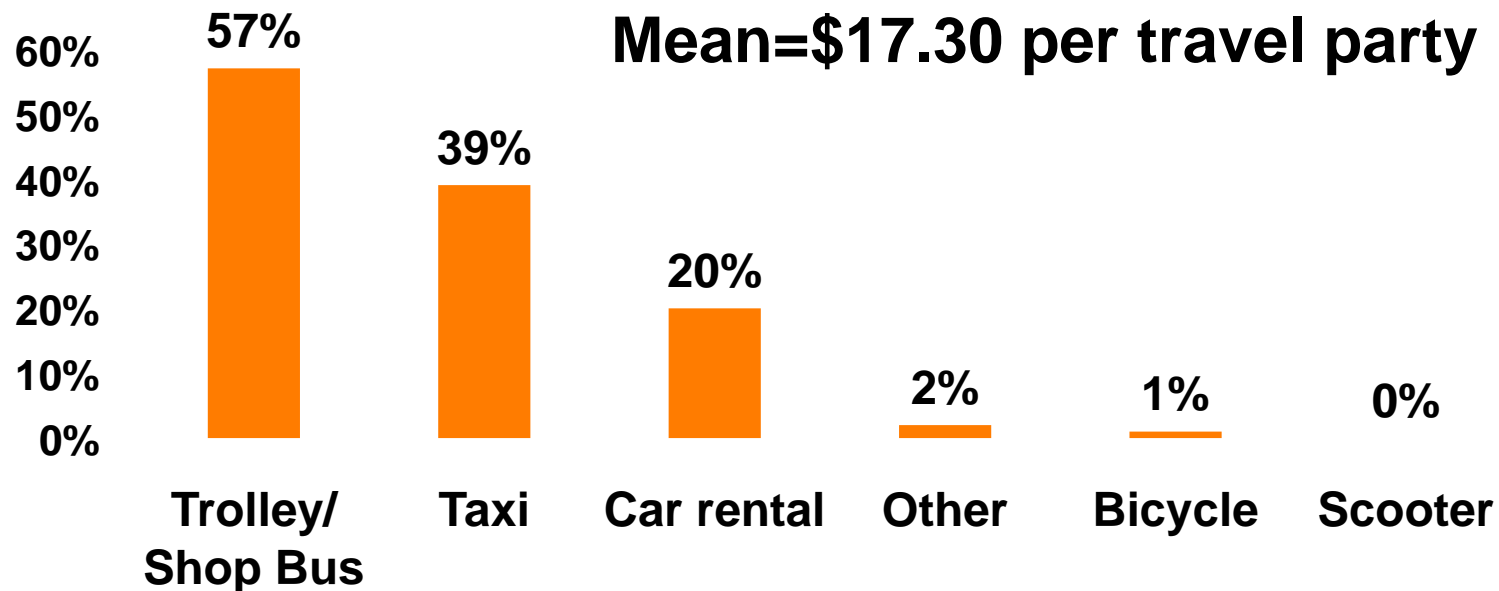


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$41.80
Food & beverage in fast food restaurant/ convenience store	\$34.10
Food & beverage at restaurants or drinking establishments outside a hotel	\$76.70
Optional tours and activities	\$96.10
Gifts/ souvenirs for yourself/companions	\$245.40
Gifts/ souvenirs for friends/family at home	\$126.50
Local transportation	\$17.30
Other expenses not covered	\$233.70
Average Total	\$866.50

Local Transportation

n=1035



Guam Airport Expenditures

- \$33.20 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

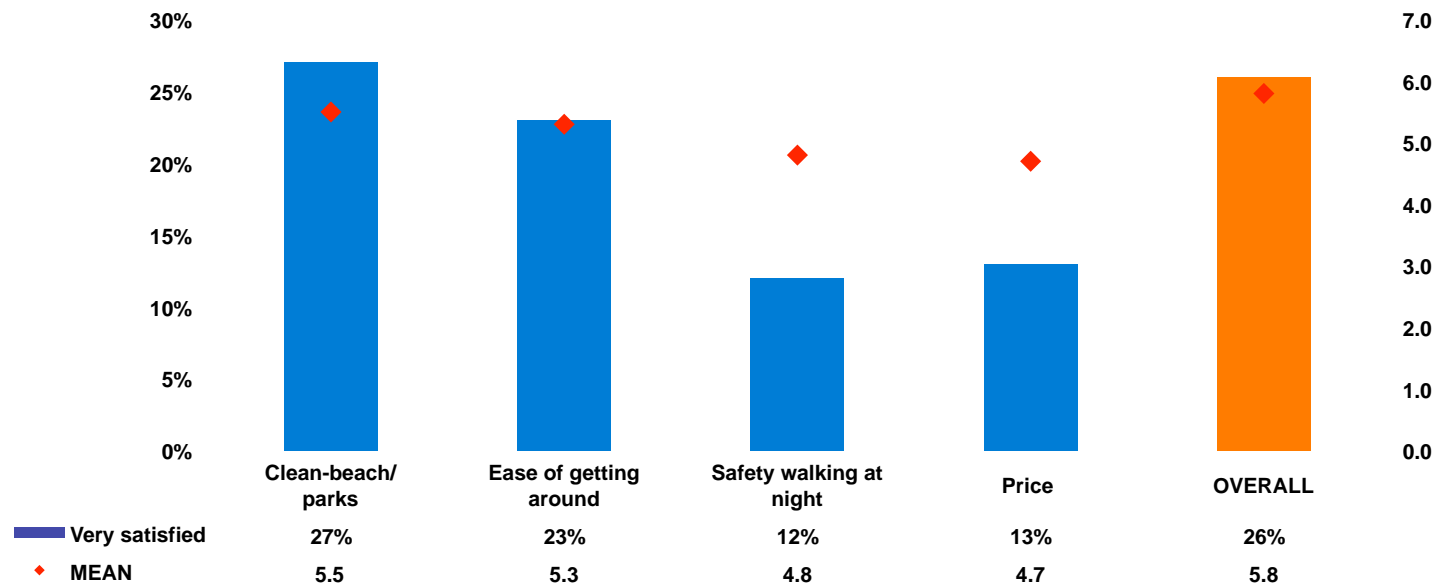
	MEAN \$
Food & Beverages	\$7.00
Gifts/Souvenirs Self	\$15.20
Gifts/Souvenirs Others	\$11.60
Total	\$33.20

SECTION 4 **VISITOR SATISFACTION**

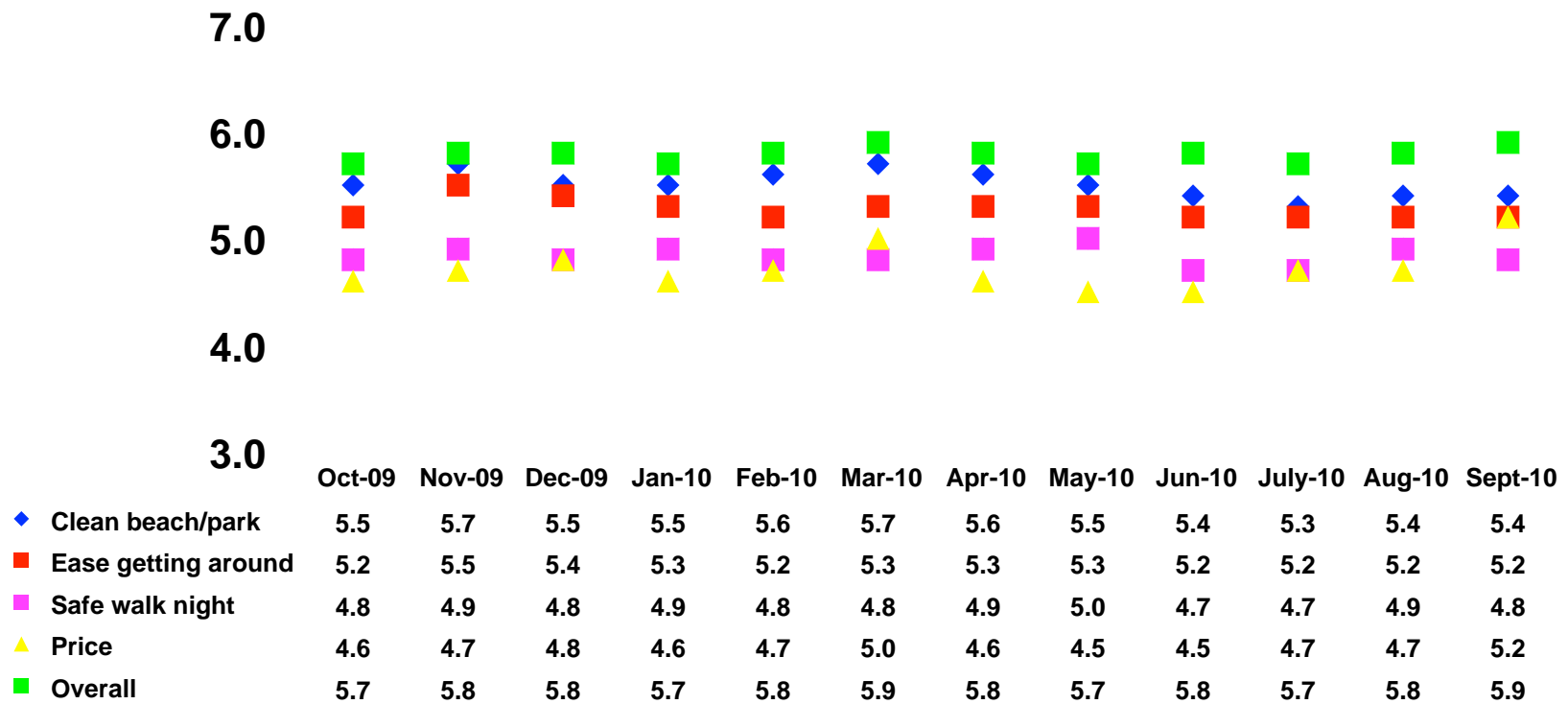
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



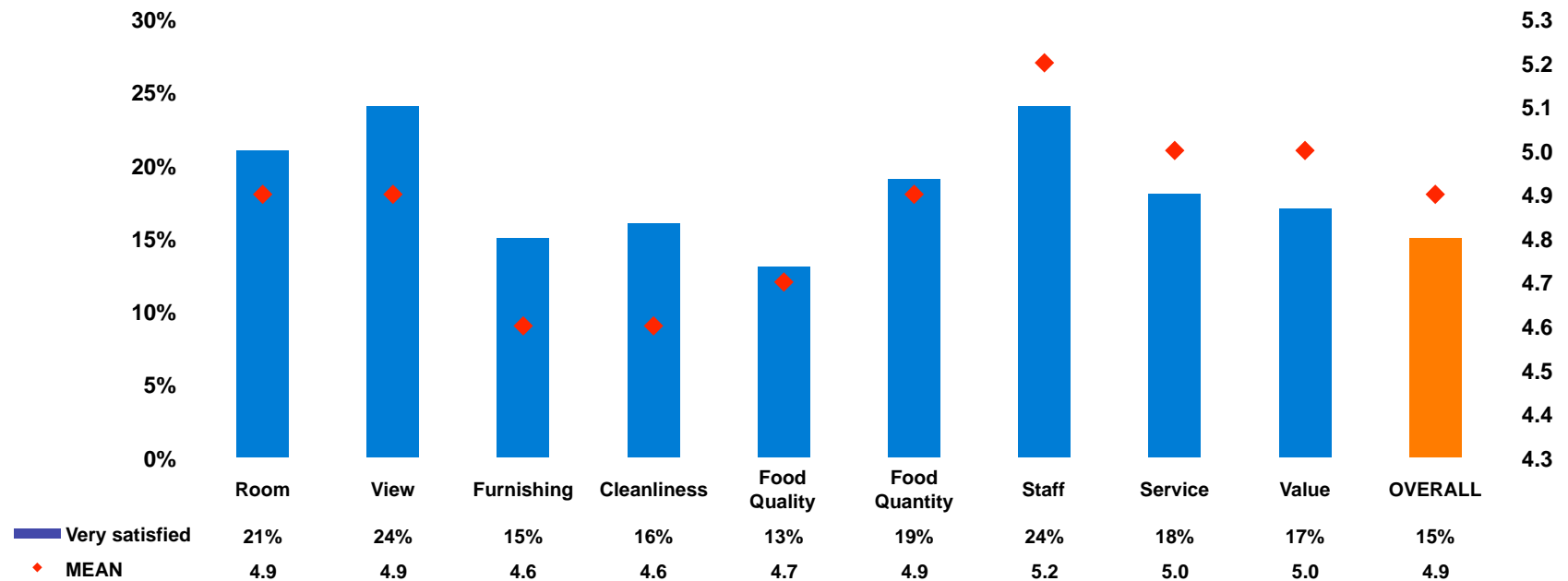
Guam Perceptions



Quality of Accommodations

7pt Rating Scale

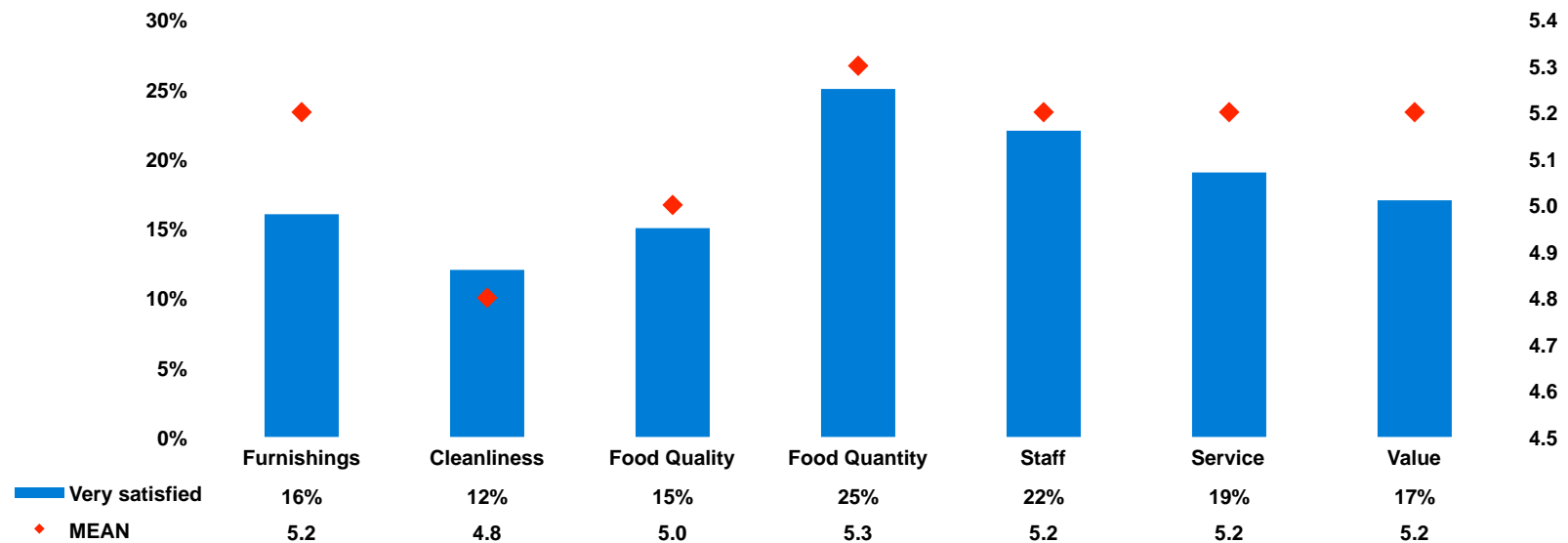
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

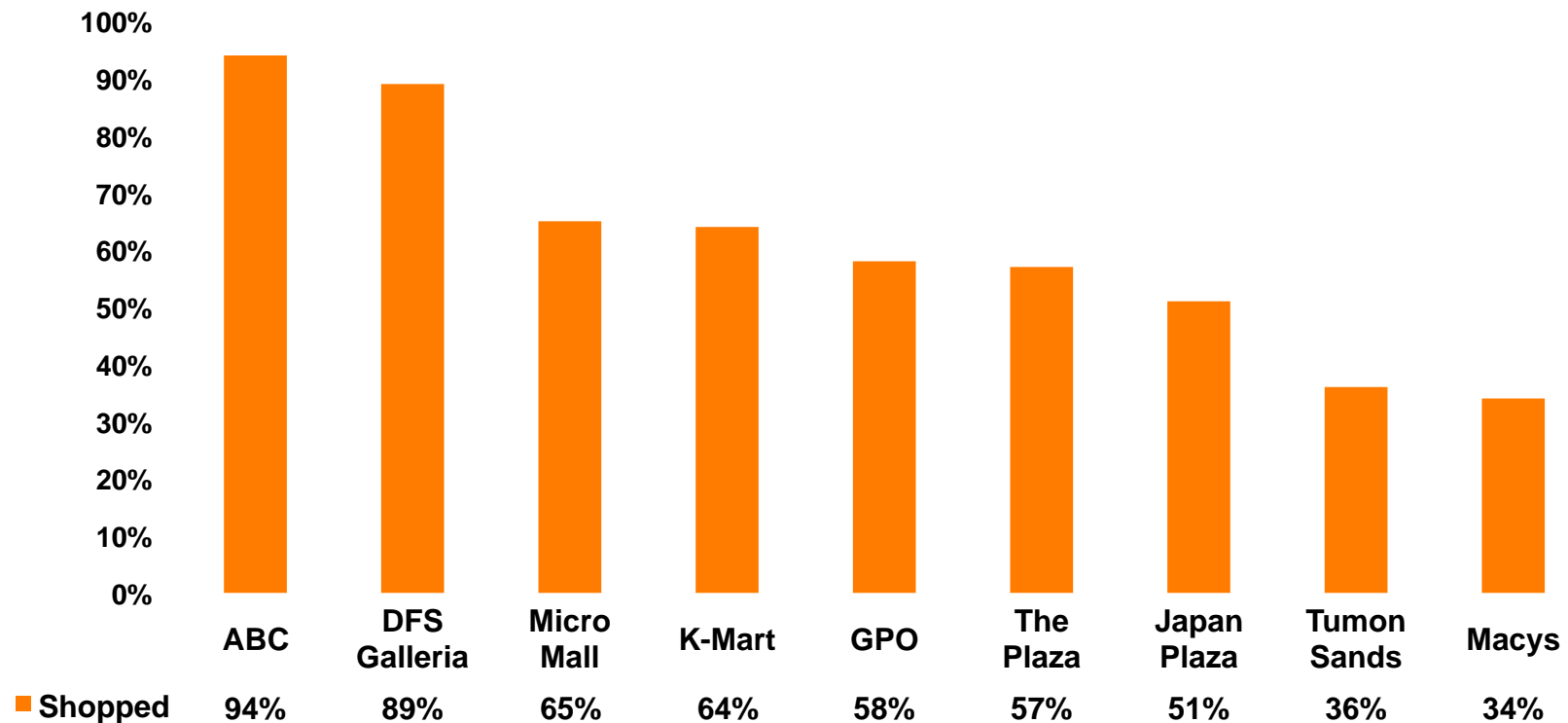
7pt Rating Scale

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

Score of 6 to 7 = **49%**

Score of 4 to 5 = **41%**

Score 1 to 3 = **10%**

MEAN = 5.3

Variety of Shopping

Score of 6 to 7 = **48%**

Score of 4 to 5 = **41%**

Score 1 to 3 = **12%**

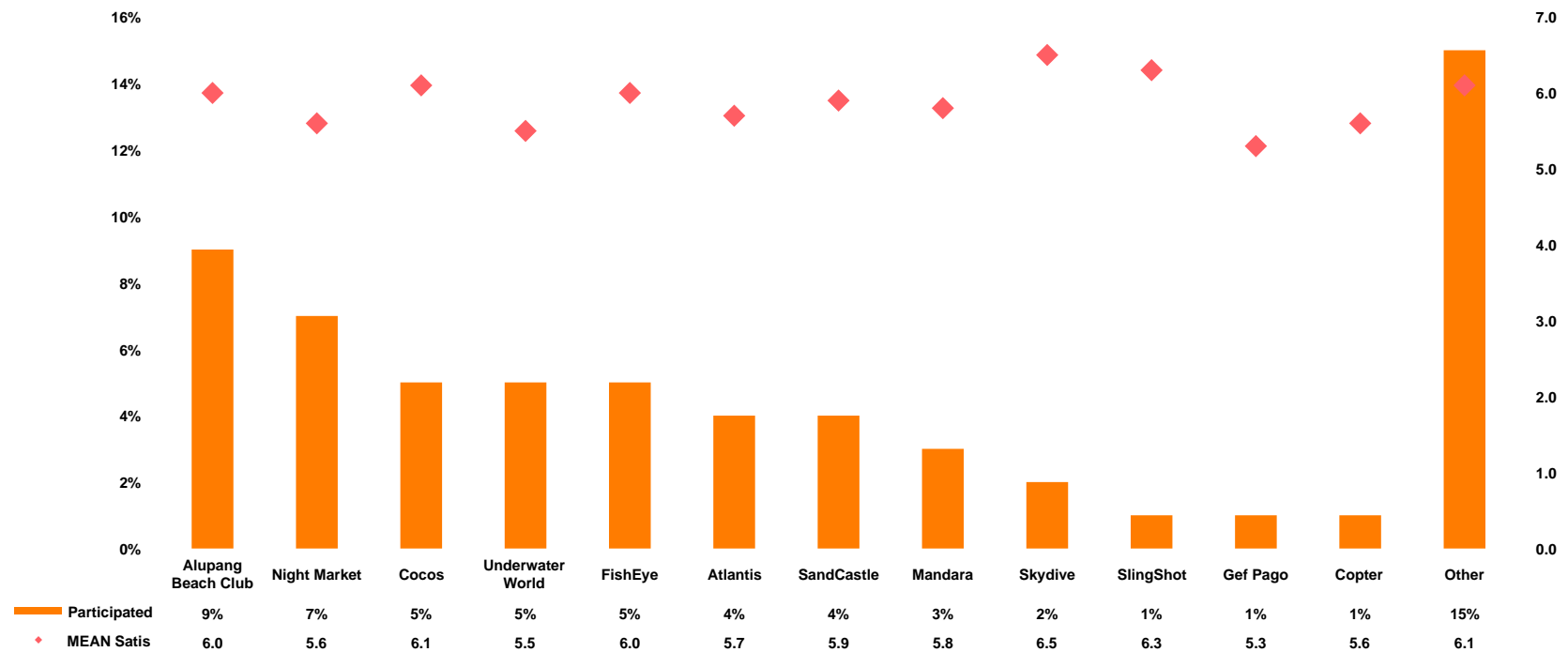
MEAN = 5.2

Optional Tour Participation

- Average number of tours participated in is 1.1



Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

∴

Quality of Day Tour

Score of 6 to 7 = **52%**

Score of 4 to 5 = **45%**

Score 1 to 3 = **4%**

MEAN = 5.4

Variety of Day Tour

Score of 6 to 7 = **50%**

Score of 4 to 5 = **48%**

Score 1 to 3 = **2%**

MEAN = 5.3

Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

∴

Quality of Night Tour

Score of 6 to 7 = **27%**

Score of 4 to 5 = **69%**

Score 1 to 3 = **4%**

MEAN = 4.7

Variety of Night Tour

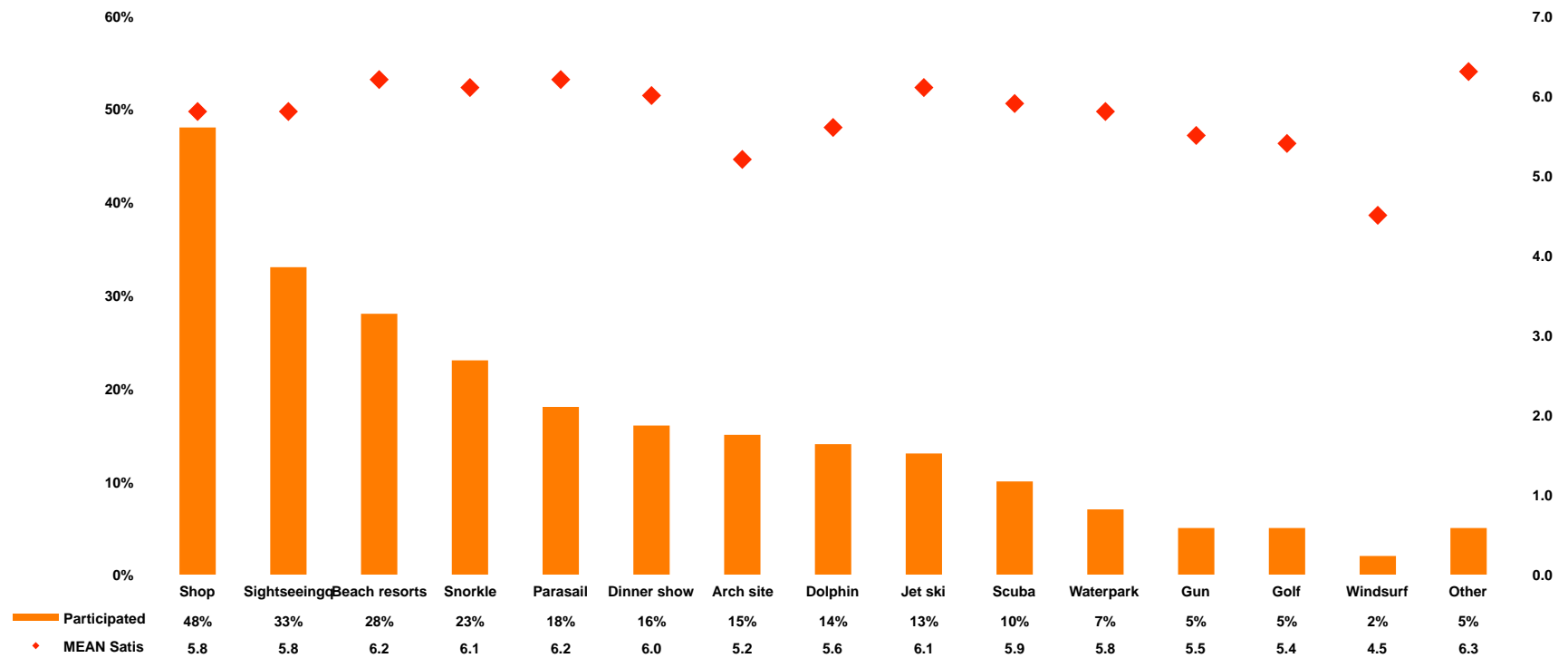
Score of 6 to 7 = **25%**

Score of 4 to 5 = **71%**

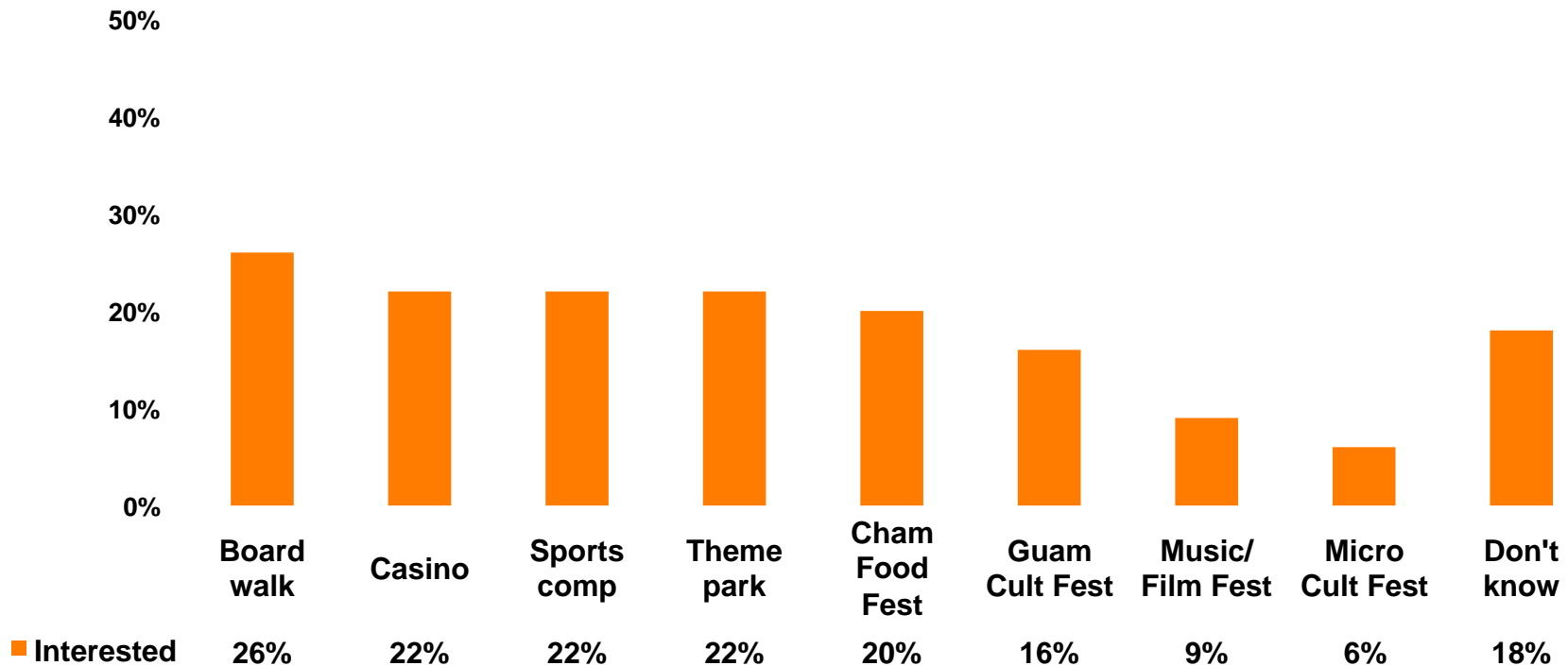
Score 1 to 3 = **5%**

MEAN = 4.7

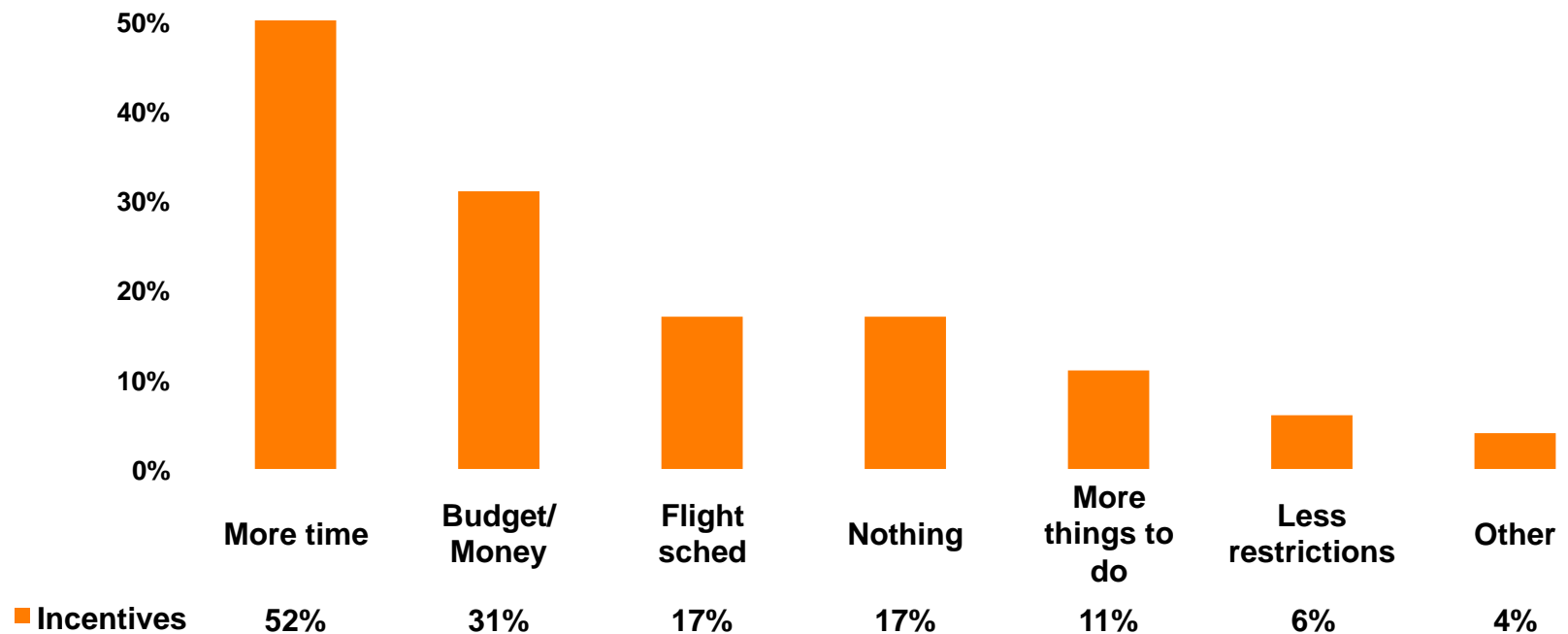
Satisfaction with Other Activities



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



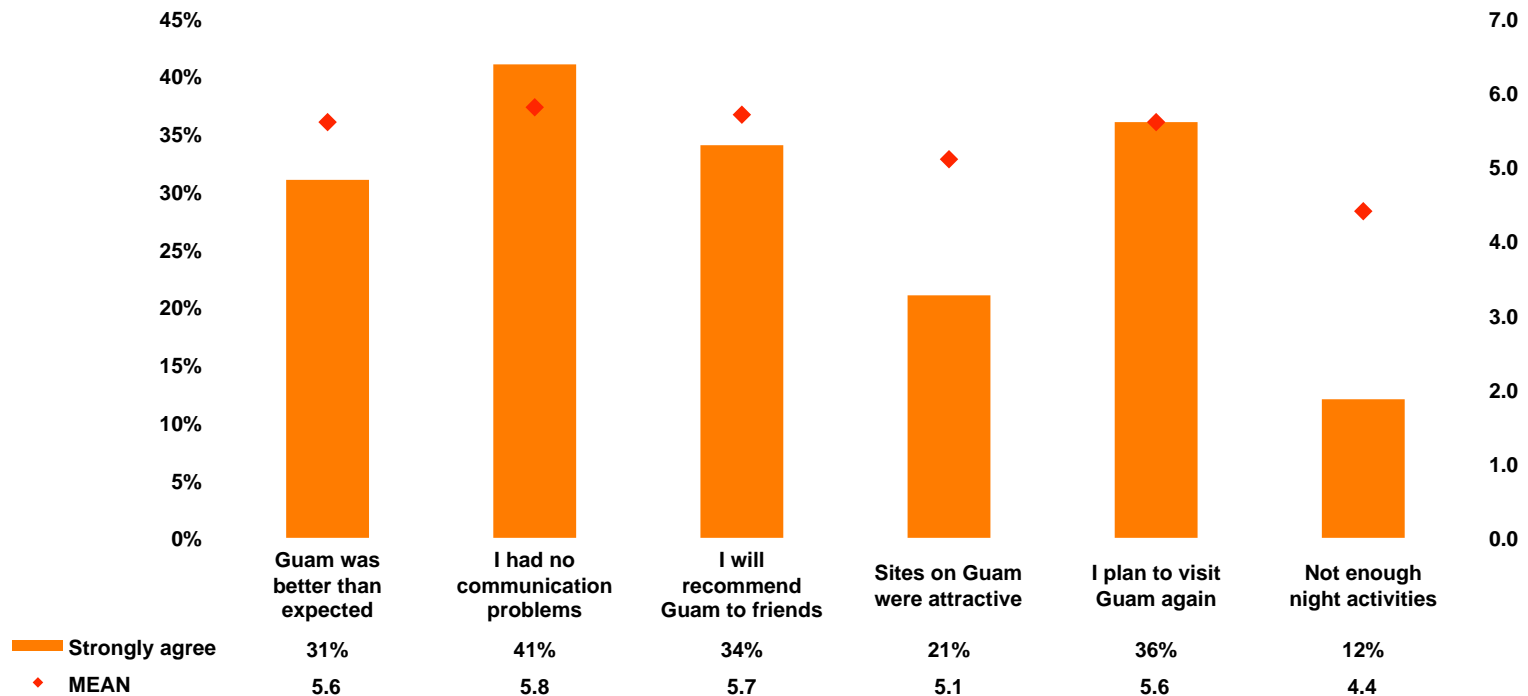
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

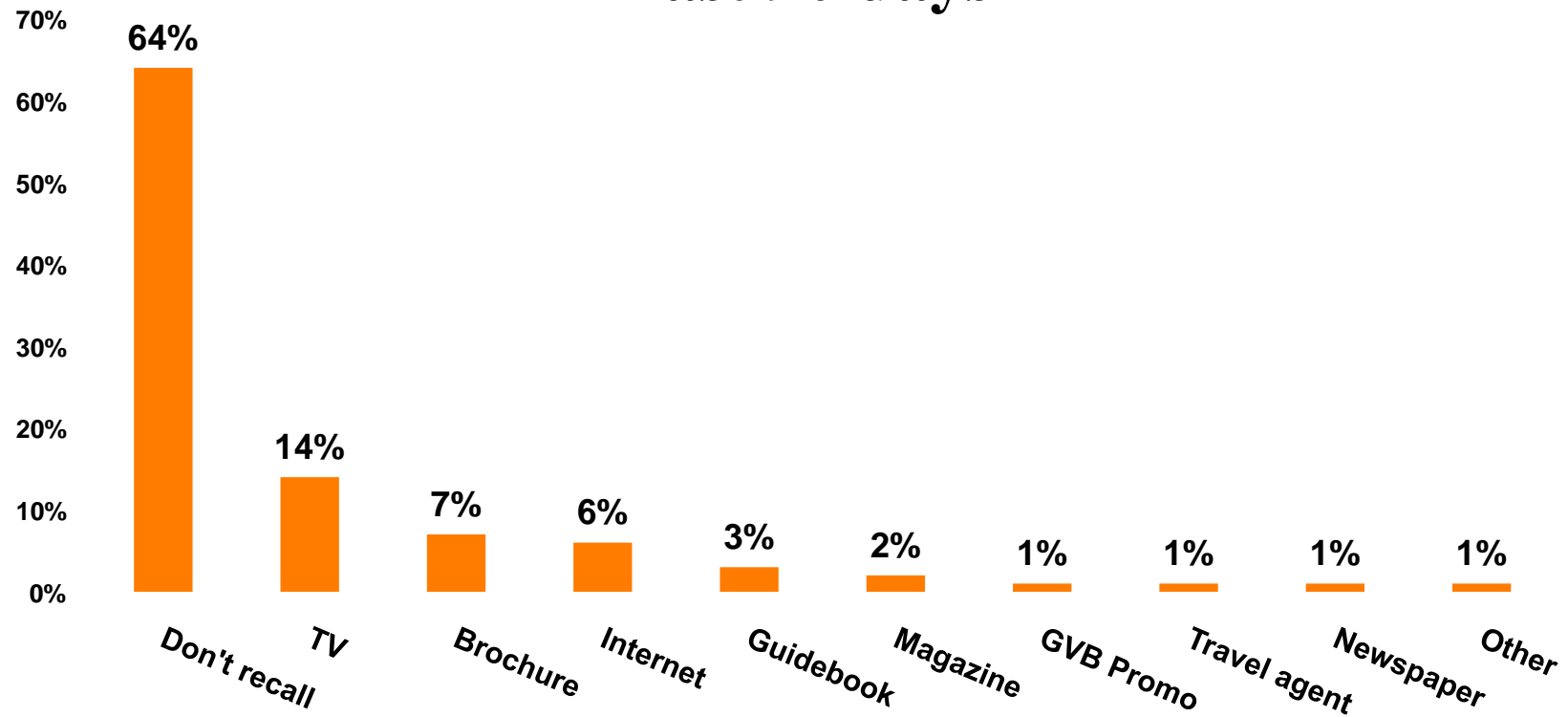
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days



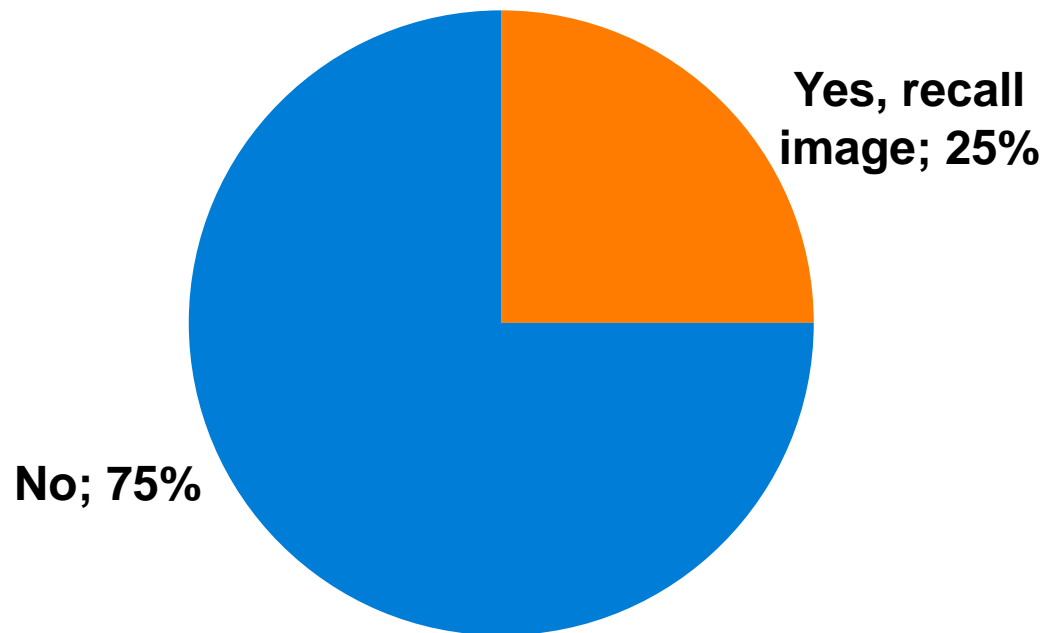
Message Recall

(Filter: recall ad/promo n=1412)

- 64% An image
- 22% Other
- 6% Tag line
- 10% Don't recall

Aided Awareness - Image Test

(Filter: recall ad/promo n=1415)



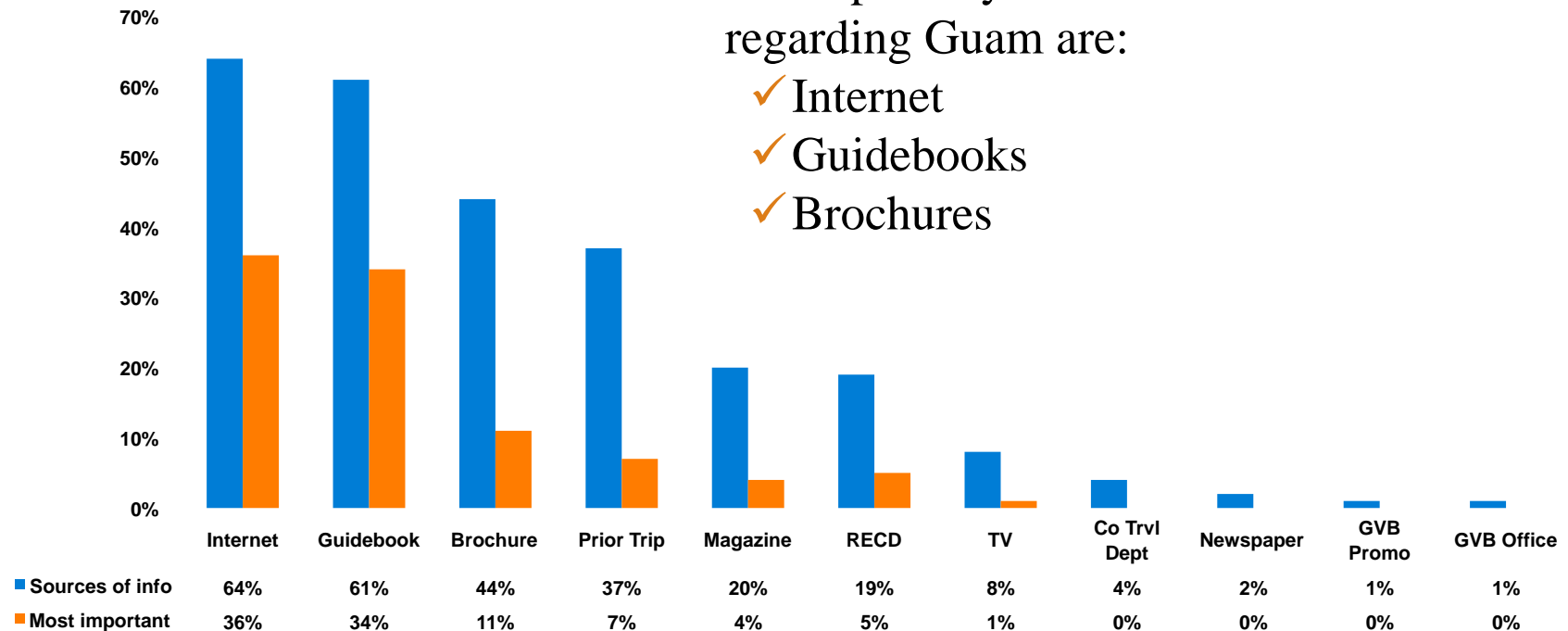
Aided Image Recall

(Filter: recall image n=347)

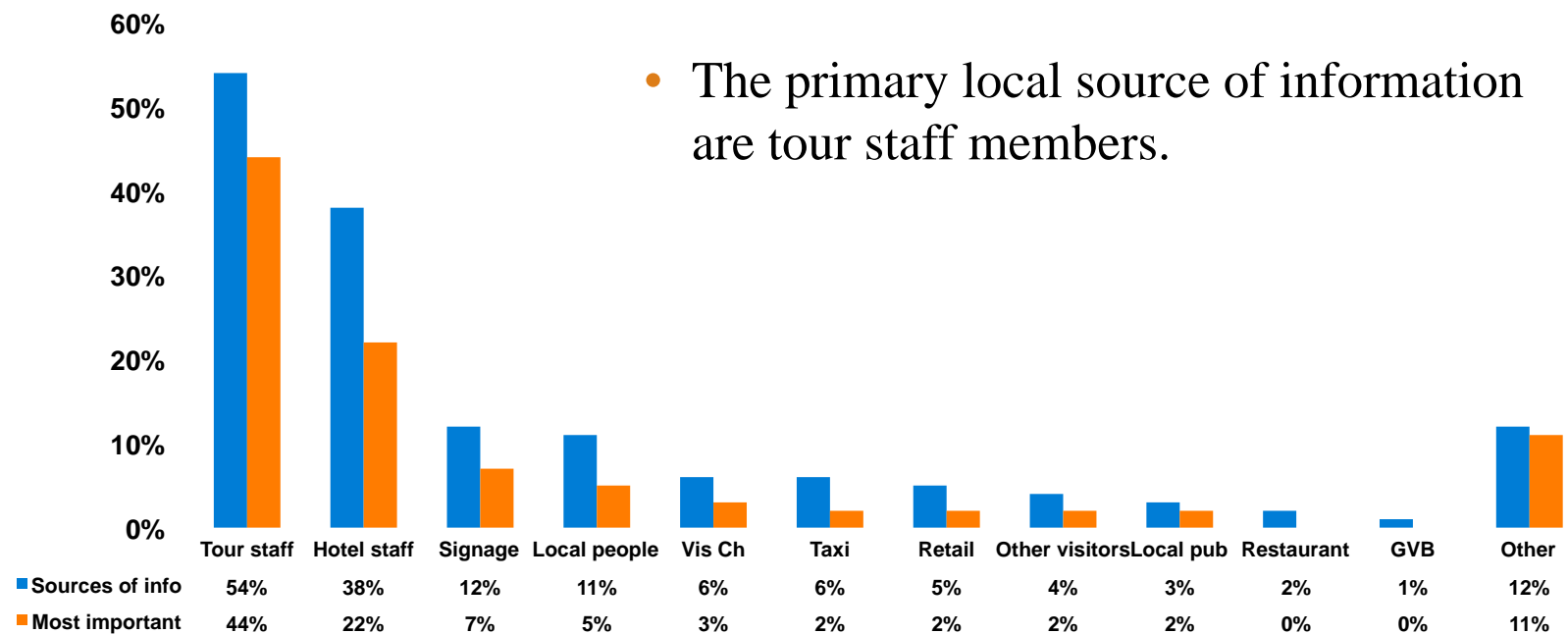
- **38%** - Koko Bird – Sr. Version
(Shimura's Zoo Program Ad)
- **32%** - Koko Bird- OL Version
(Asada! Namadesu Tabi Salad
Program Ad)
- **25%** - Guam Wedding (Nodame
Canterbible Cinema Ad)

Sources of Information Pre-arrival

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

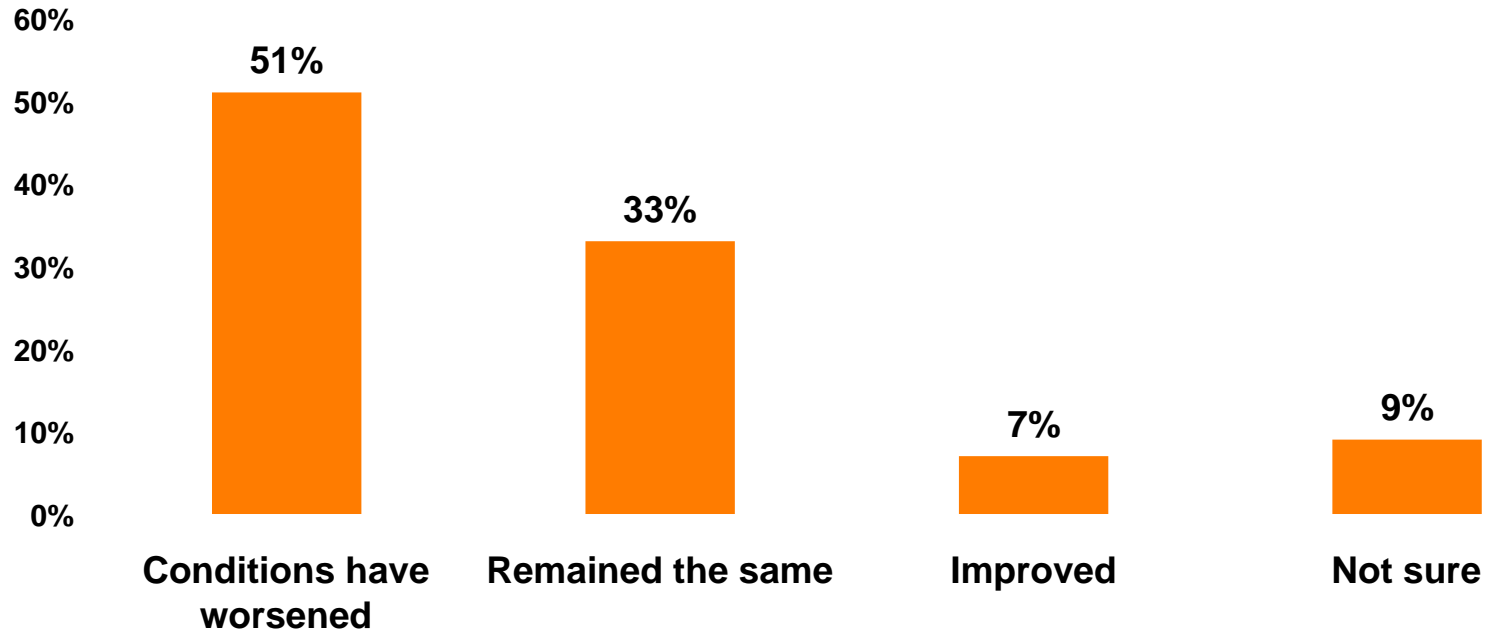


Sources of Information Post-arrival



SECTION 6 **OTHER ISSUES**

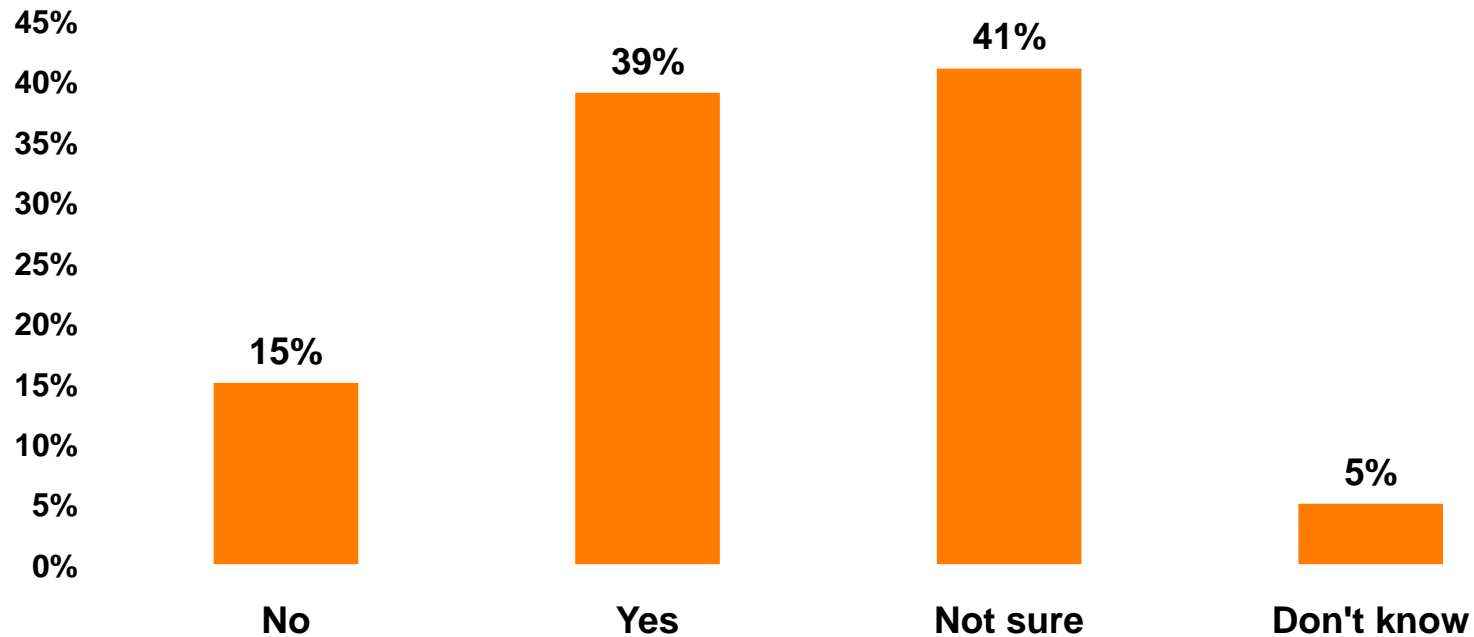
Rating the Japan economy compared to 12 months ago - Overall



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	40%	49%	50%	56%	60%	54%	47%	47%	53%	53%	55%	50%
	Conditions have remained the same	31%	32%	36%	35%	26%	29%	37%	39%	35%	34%	31%	31%
	Conditions have improved	4%	7%	8%	7%	7%	5%	8%	8%	7%	8%	10%	4%
	Do not know	25%	12%	6%	3%	7%	12%	8%	6%	5%	4%	5%	14%
Total	Count	84	1883	1132	576	269	565	509	499	648	492	636	105

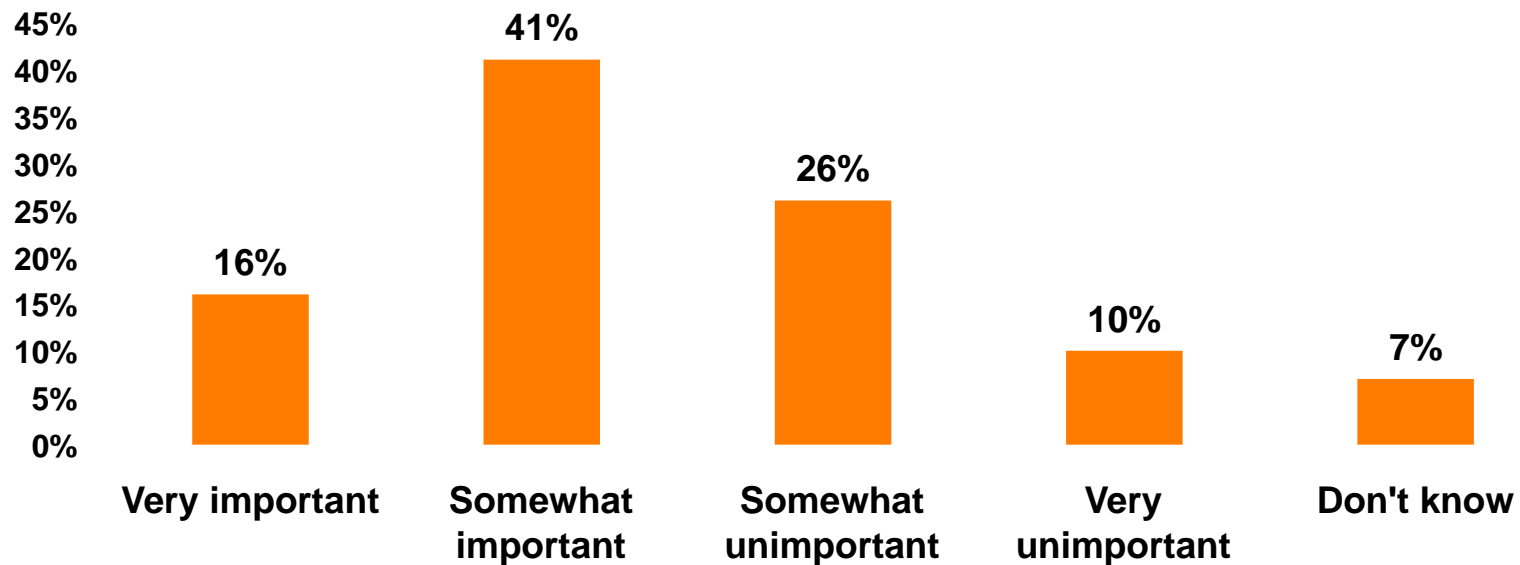
Good time to spend money on travel outside of Japan - Overall



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	11%	14%	17%	13%	12%	13%	15%	16%	16%	15%	14%	11%
	Yes	37%	39%	39%	36%	46%	38%	36%	37%	41%	38%	47%	30%
	Not sure	36%	41%	40%	47%	38%	43%	45%	42%	40%	44%	37%	48%
	Do not know	17%	6%	4%	4%	4%	5%	3%	4%	3%	3%	2%	10%
Total	Count	84	1888	1136	577	269	571	511	499	649	493	636	105

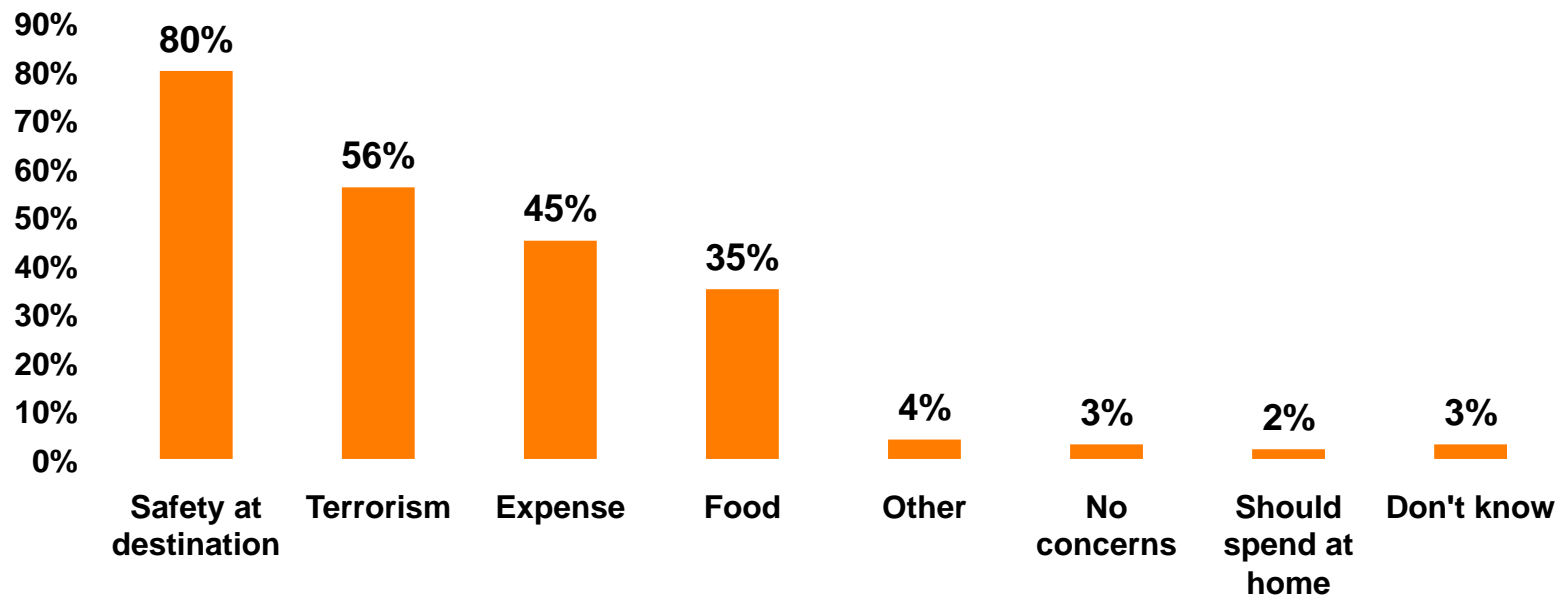
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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

		AGE					PERSONAL INCOME						
		<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+	Nc Inc
Q.25	Very unimportant	8%	9%	13%	10%	9%	8%	9%	11%	10%	10%	15%	10%
	Somewhat unimportant	23%	25%	28%	29%	28%	25%	23%	24%	28%	31%	30%	19%
	Somewhat important	42%	43%	39%	39%	41%	40%	50%	43%	40%	41%	36%	44%
	Very important	10%	15%	16%	18%	18%	18%	12%	18%	19%	14%	15%	14%
	Do not know	17%	9%	5%	4%	5%	9%	6%	4%	4%	3%	4%	12%
Total	Count	83	1887	1136	574	269	570	511	498	648	493	637	105

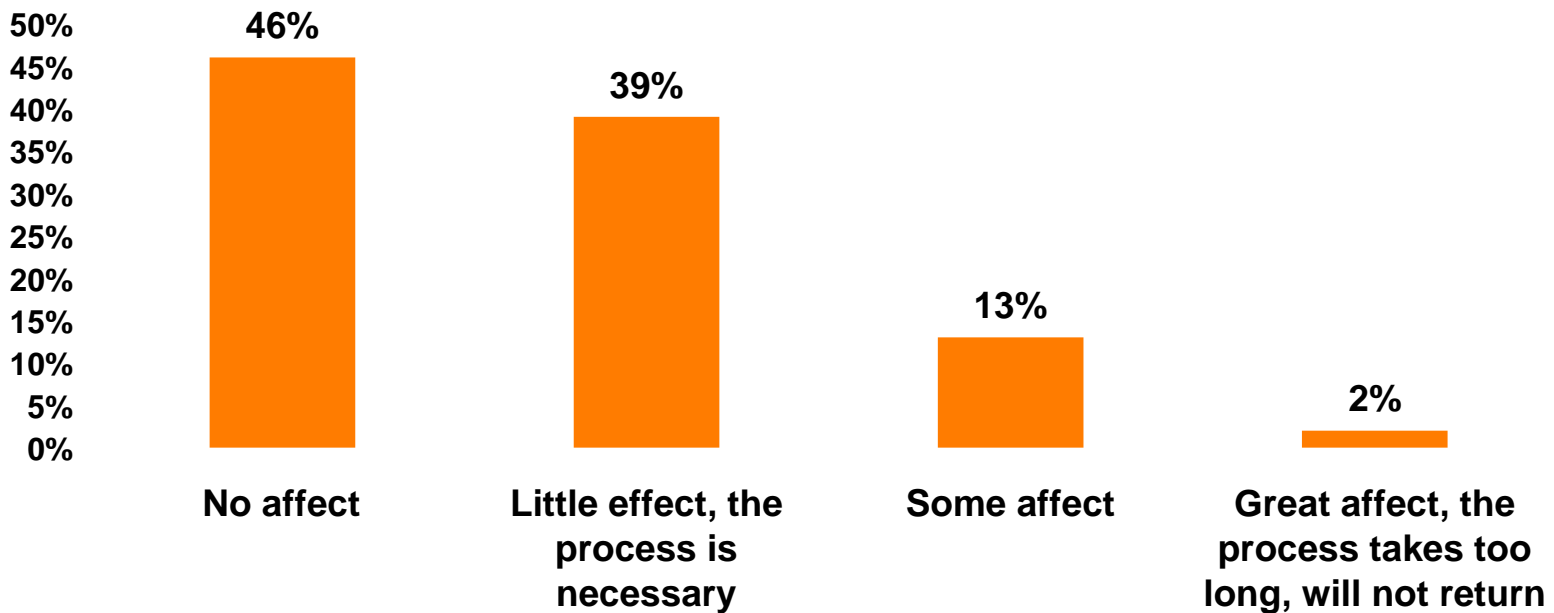
Concerns about travel outside of Japan - Overall



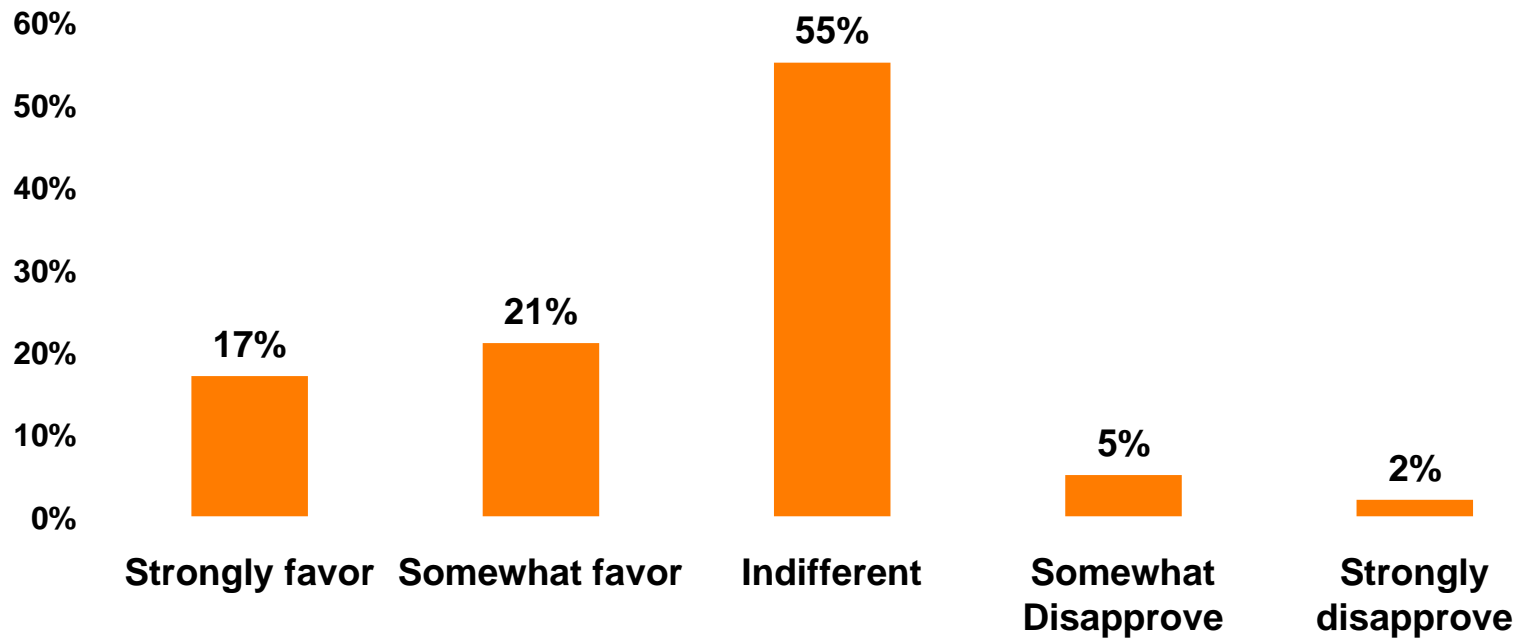
Concerns about travel outside of Japan - By Age & Income

		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	73%	79%	80%	84%	83%	80%	82%	79%	82%	86%	83%	69%
	Terrorism	48%	54%	55%	62%	57%	57%	59%	60%	54%	59%	56%	53%
	Expense	44%	47%	45%	42%	37%	48%	48%	45%	45%	50%	39%	41%
	Food	37%	38%	34%	31%	30%	38%	35%	34%	34%	41%	35%	30%
	Other	5%	4%	5%	5%	4%	5%	4%	3%	7%	4%	5%	2%
	No concerns	4%	3%	3%	3%	4%	2%	1%	2%	4%	3%	5%	2%
	Do not know	11%	4%	2%	3%	3%	2%	2%	1%	1%	1%	1%	6%
	Spending money abroad when it should be spent at home	2%	3%	2%	1%	1%	2%	3%	2%	3%	2%	2%	3%
Total	Cases	84	1890	1136	577	269	571	510	499	650	493	637	105

Security Screening/ Immigration Process at Guam International Airport



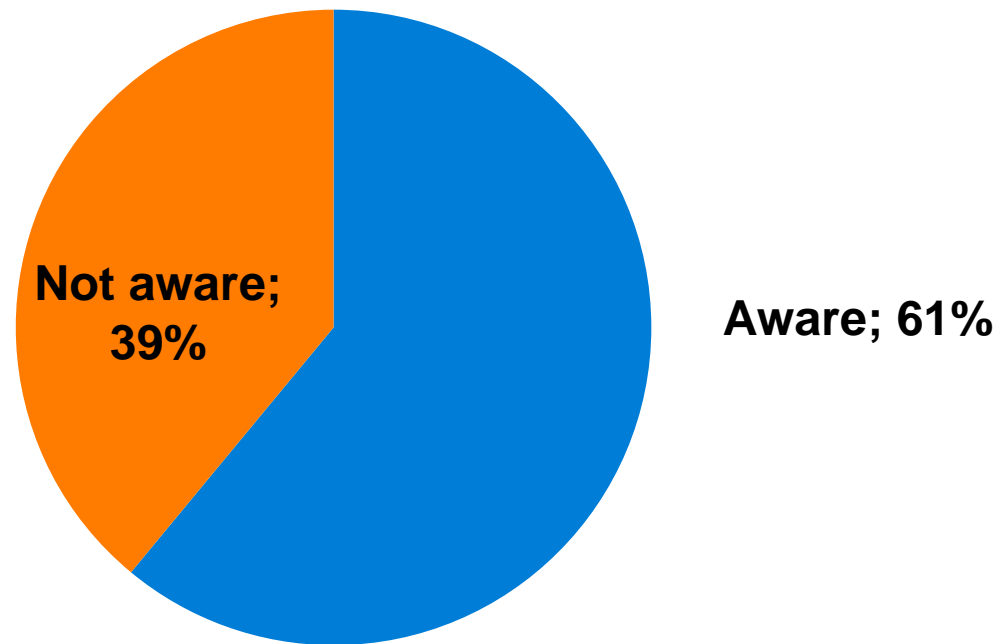
Increase Drinking Age to 21



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

- Mean Rating – **3.5** out of possible 7.0
- Agree (Score 6-7) – **12%**
- Neutral (Score 4-5) – **50%**
- Disagree (Score 1-3) – **39%**

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



Effect of U.S. Military troop movement on future trips to Guam

Great effect- will not return; 4%

Some effect- may or may not return; 46%



No effect- will visit again; 49%

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

