



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY 2011 Data Aggregation



Prepared by: QMark Research

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Background & Methodology

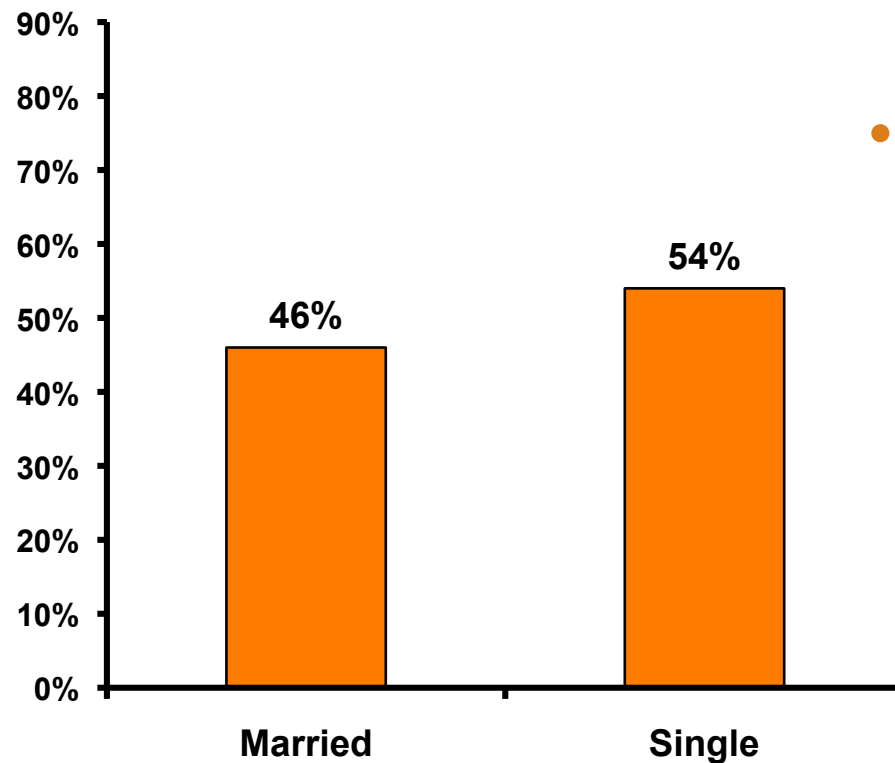
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **3931** departing 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 **3931** 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.

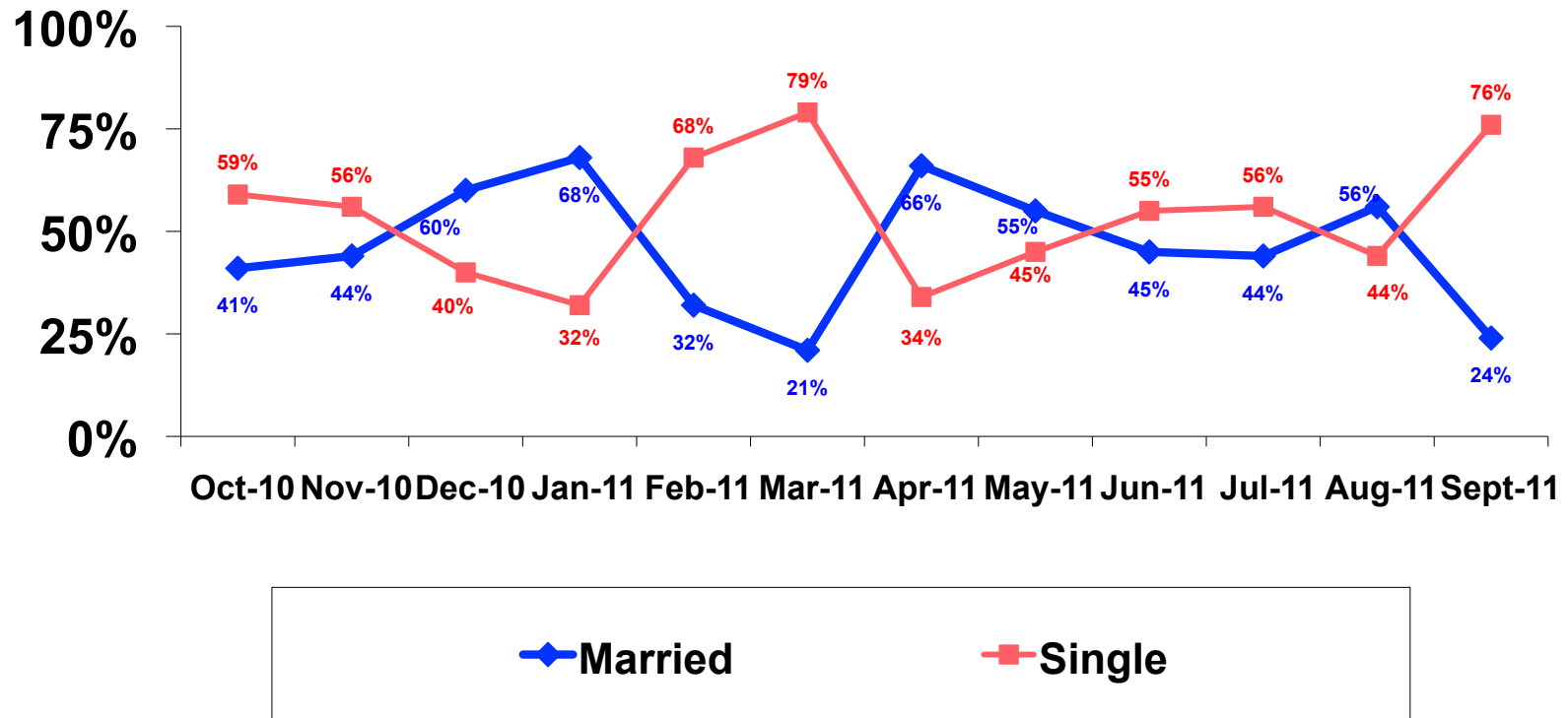
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

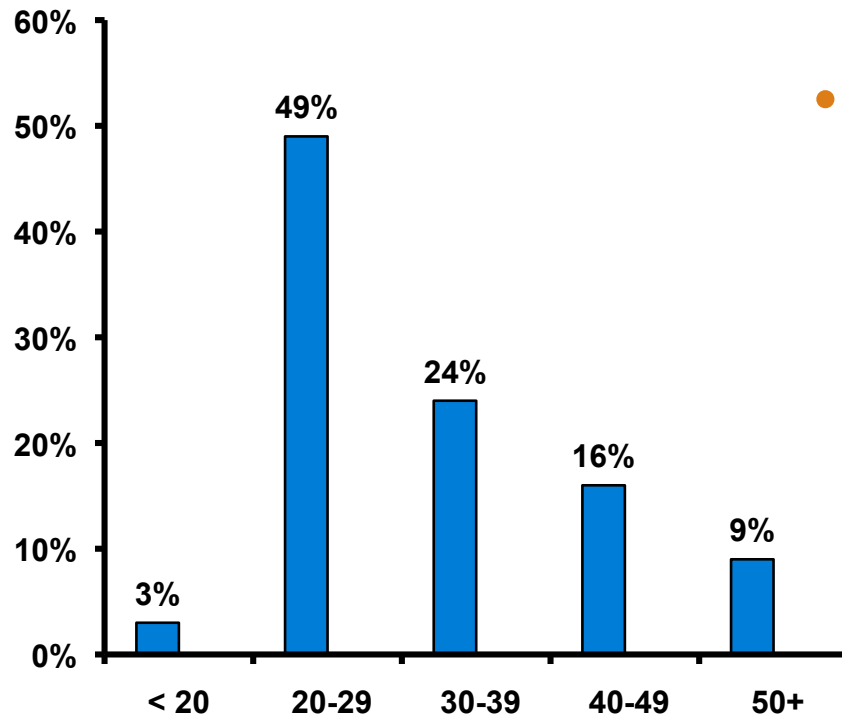


- 62% of 1ST time visitors were single.

Marital Status

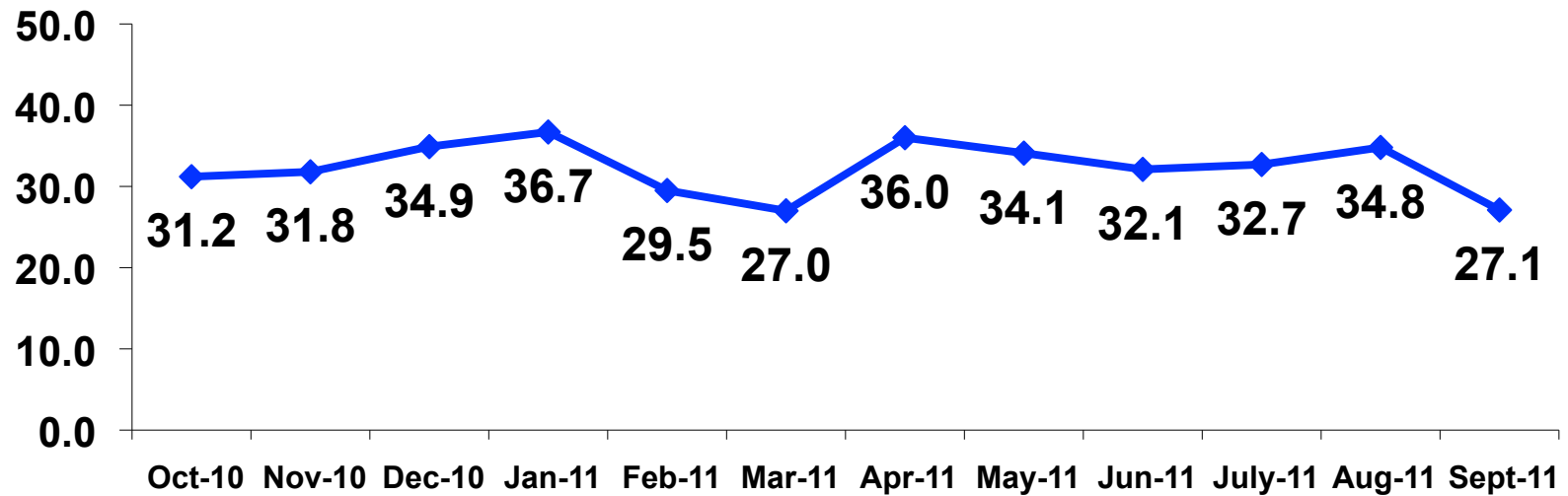


Age - Overall

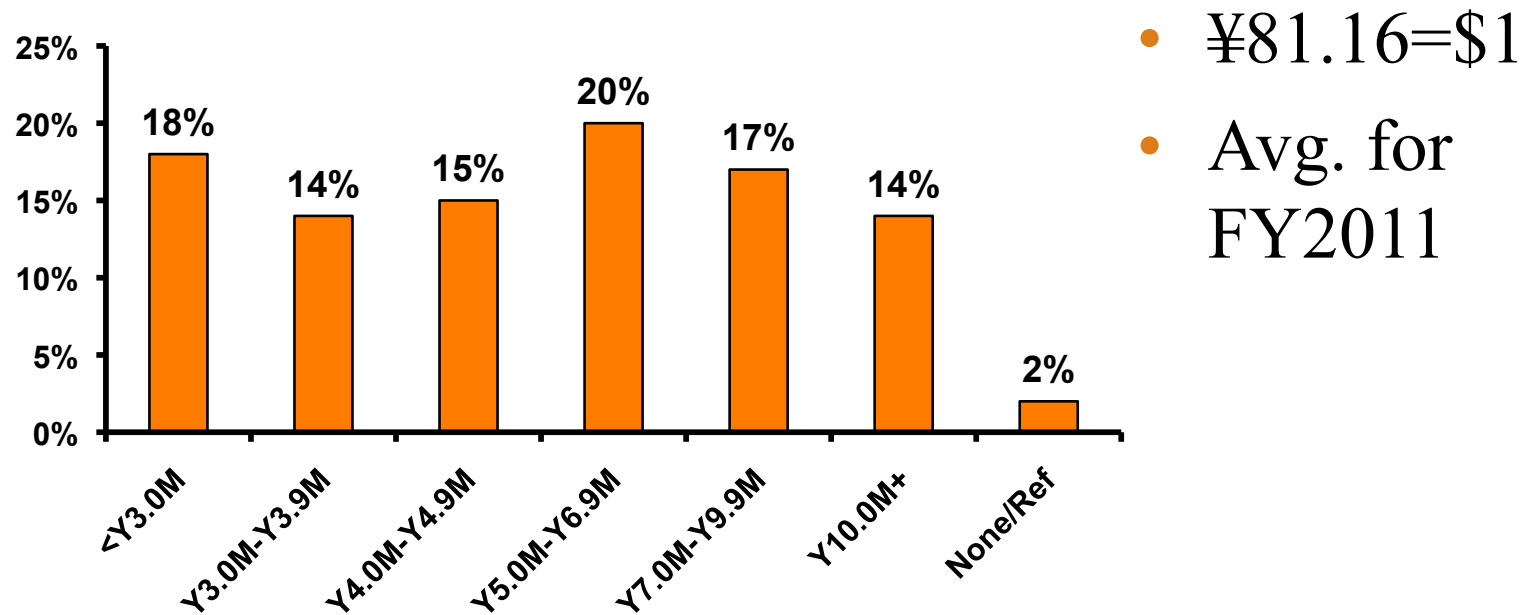


- The average age of the respondents is 32.3 years of age.

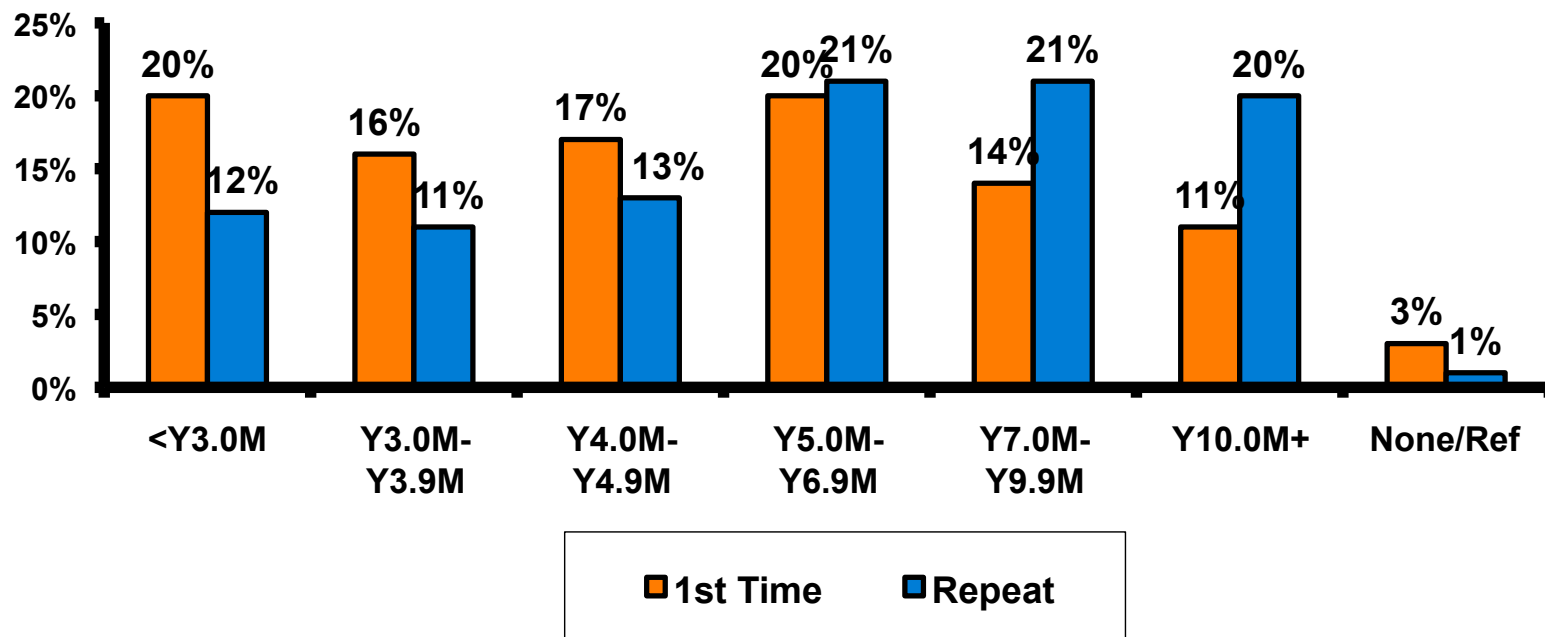
Average Age



Personal Income



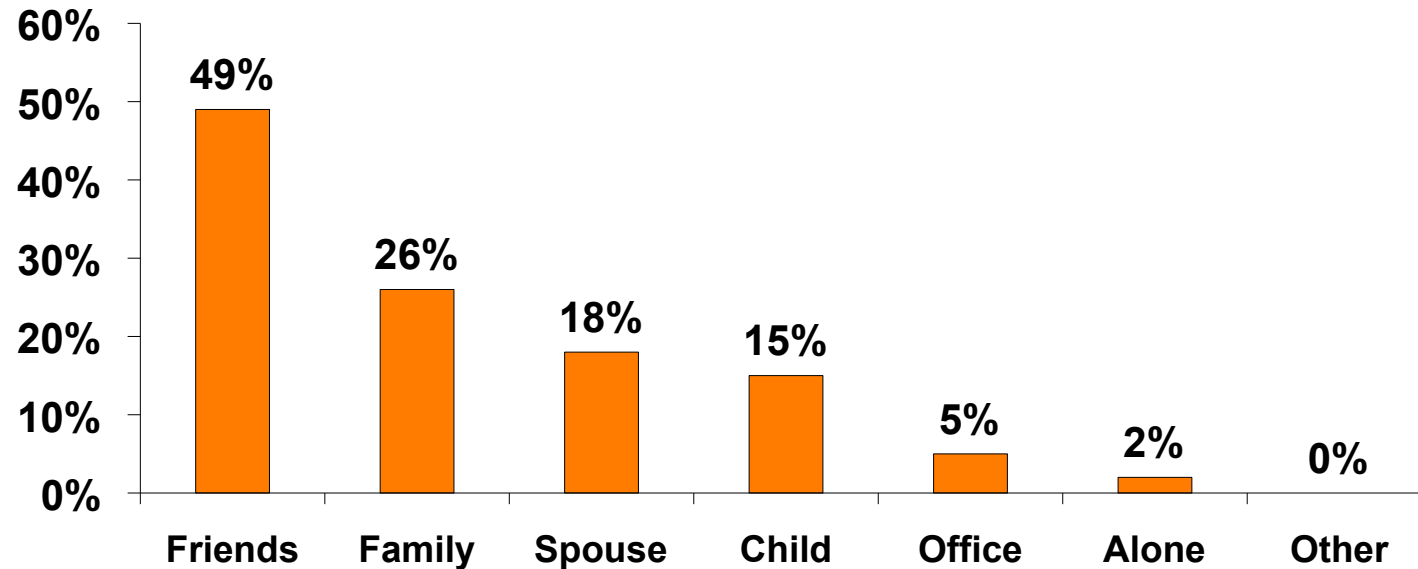
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	568	204	364	16	422	95	12	22
		17%	12%	23%	25%	27%	11%	2%	7%
Y3.0M-Y3.9M	Count	470	215	255	1	295	122	26	26
		14%	12%	16%	2%	19%	14%	5%	8%
Y4.0M-Y4.9M	Count	509	304	205	8	251	184	48	18
		15%	17%	13%	13%	16%	22%	9%	6%
Y5.0M-Y6.9M	Count	676	386	290	14	236	202	159	64
		20%	22%	19%	22%	15%	24%	29%	20%
Y7.0M-Y9.9M	Count	560	358	202	8	135	150	170	97
		17%	20%	13%	13%	9%	18%	31%	31%
Y10.0M+	Count	482	267	215	10	170	93	123	86
		14%	15%	14%	16%	11%	11%	23%	27%
No Inc	Count	73	37	36	6	61	2	2	2
		2%	2%	2%	10%	4%	0%	0%	1%
Total	Count	3338	1771	1567	63	1570	848	540	315

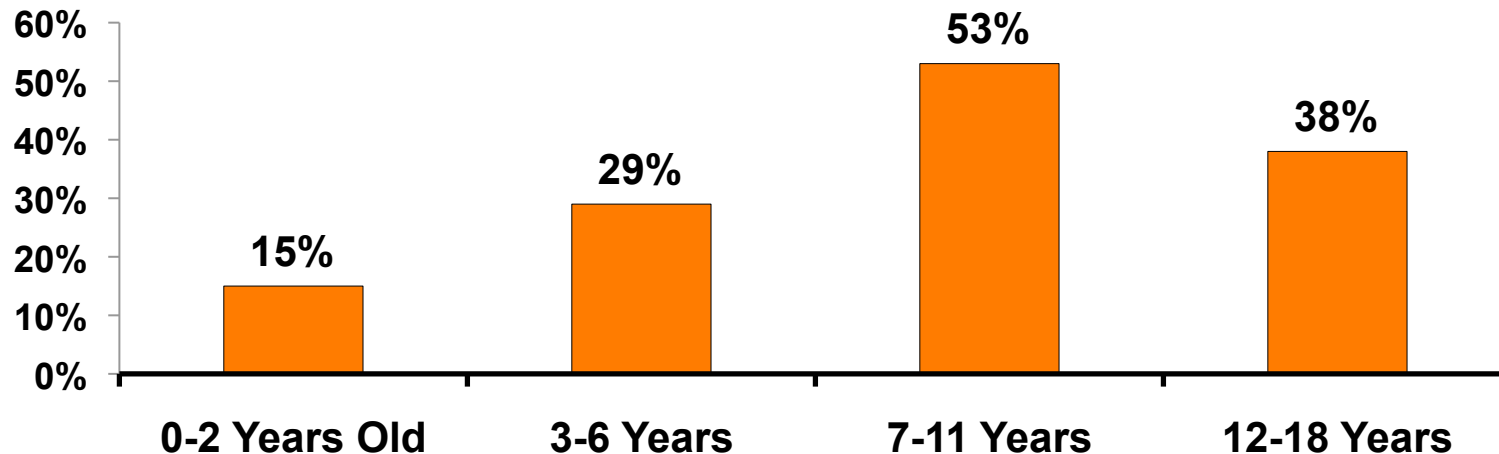
Travel Companions



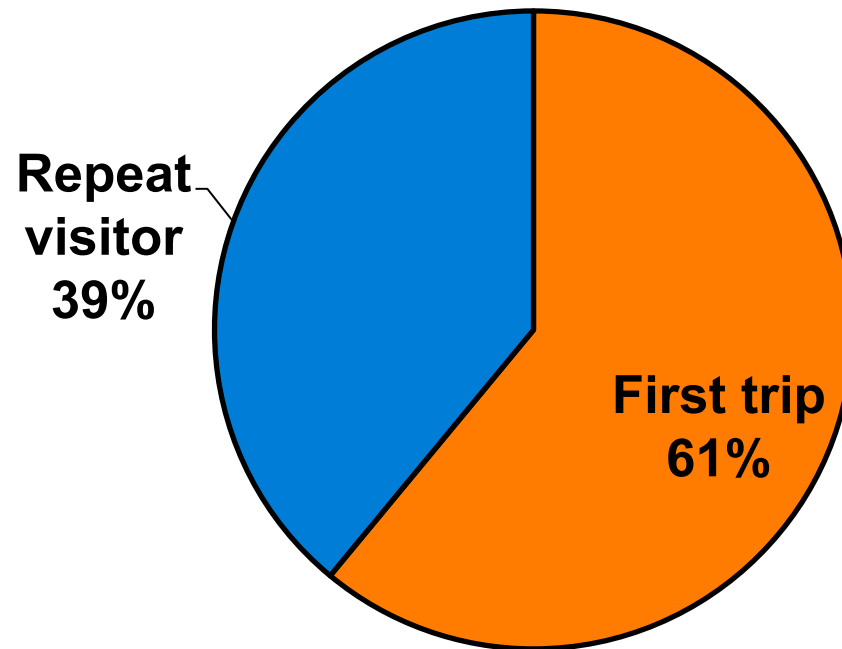
Number of Children Travel Party

N=578 total respondents traveling with children.

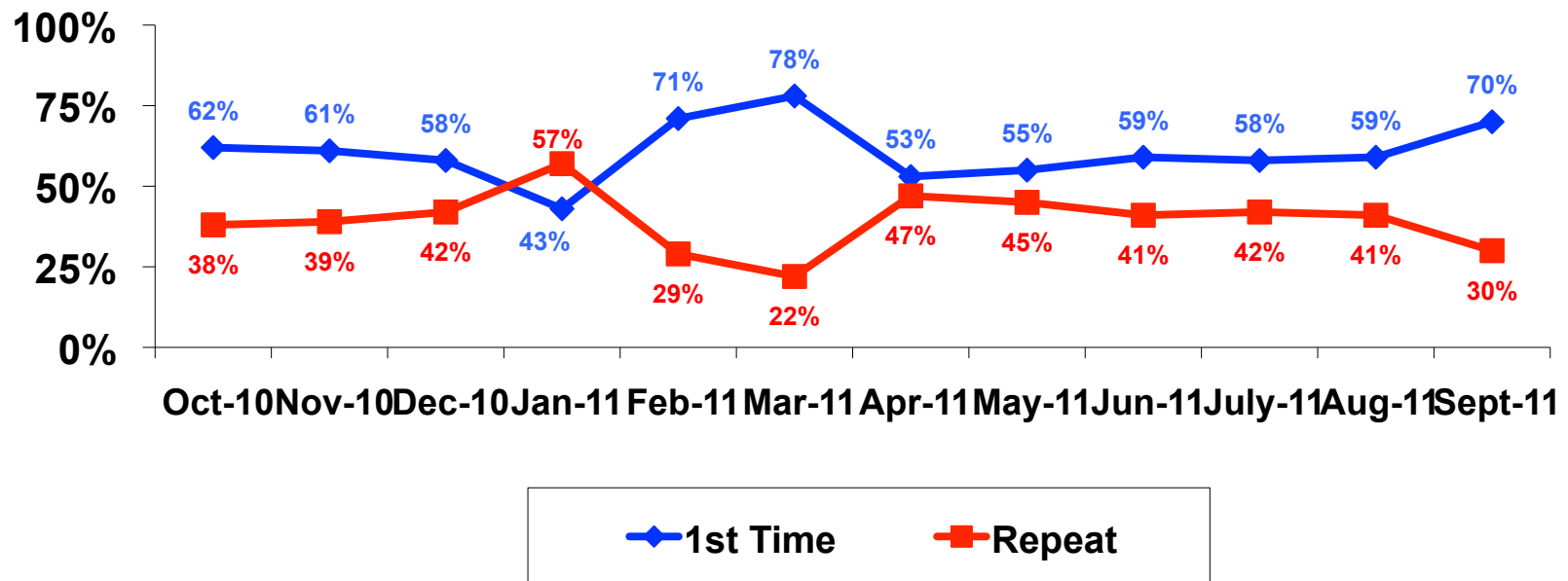
(Of those N=578 respondents, there is a total of 952 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



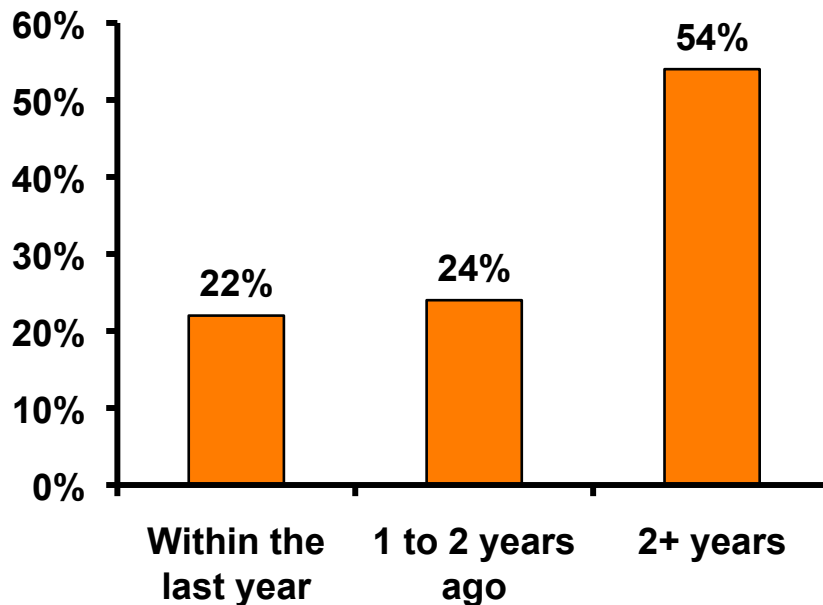
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	1974	1157	811
			50%	49%	52%
	Female	Count	1957	1217	735
			50%	51%	48%
Total		Count	3931	2374	1546
AGE	<20	Count	101	84	17
			3%	4%	1%
	20-29	Count	1930	1422	501
			49%	60%	32%
	30-39	Count	938	483	451
			24%	20%	29%
	40-49	Count	610	233	377
		16%	10%	24%	
	50+	Count	349	150	199
			9%	6%	13%
Total		Count	3928	2372	1545

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

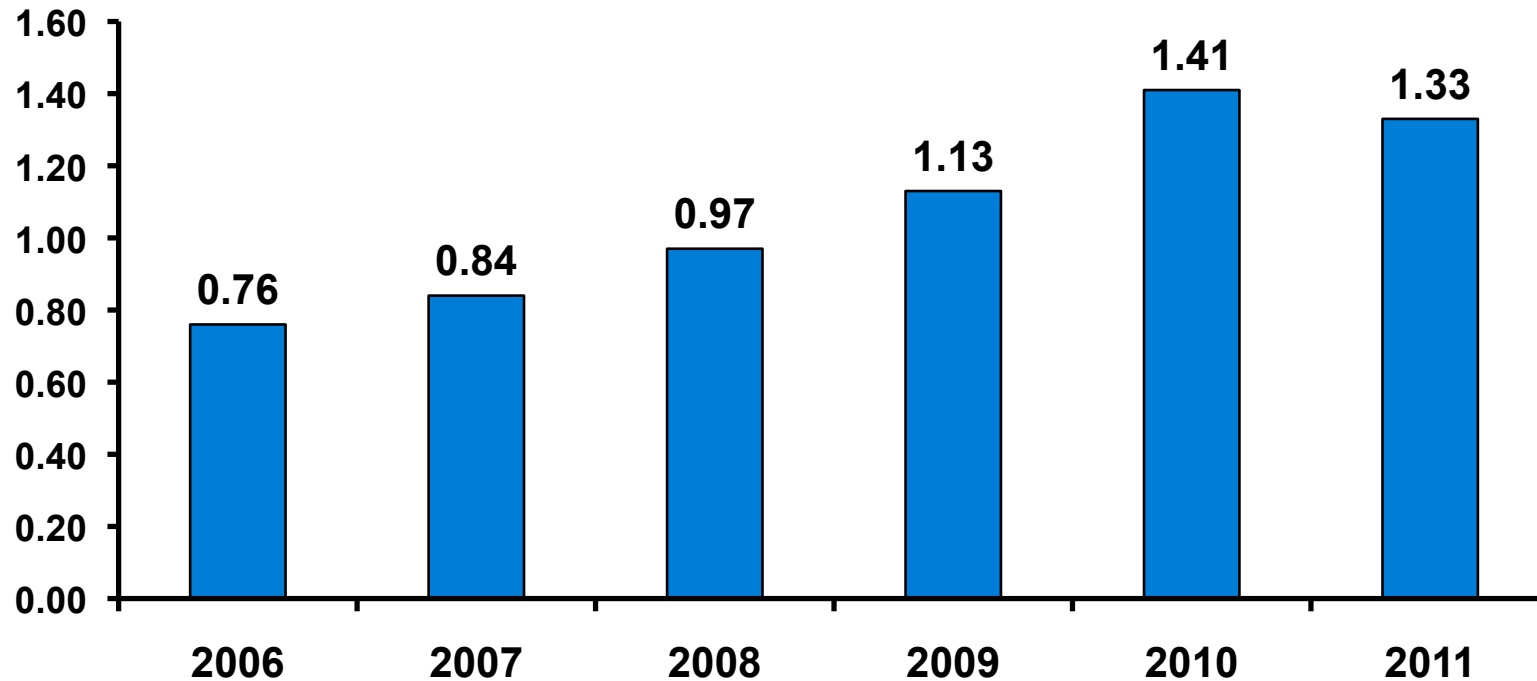
Repeat Visitors Last Trip

n = 1541

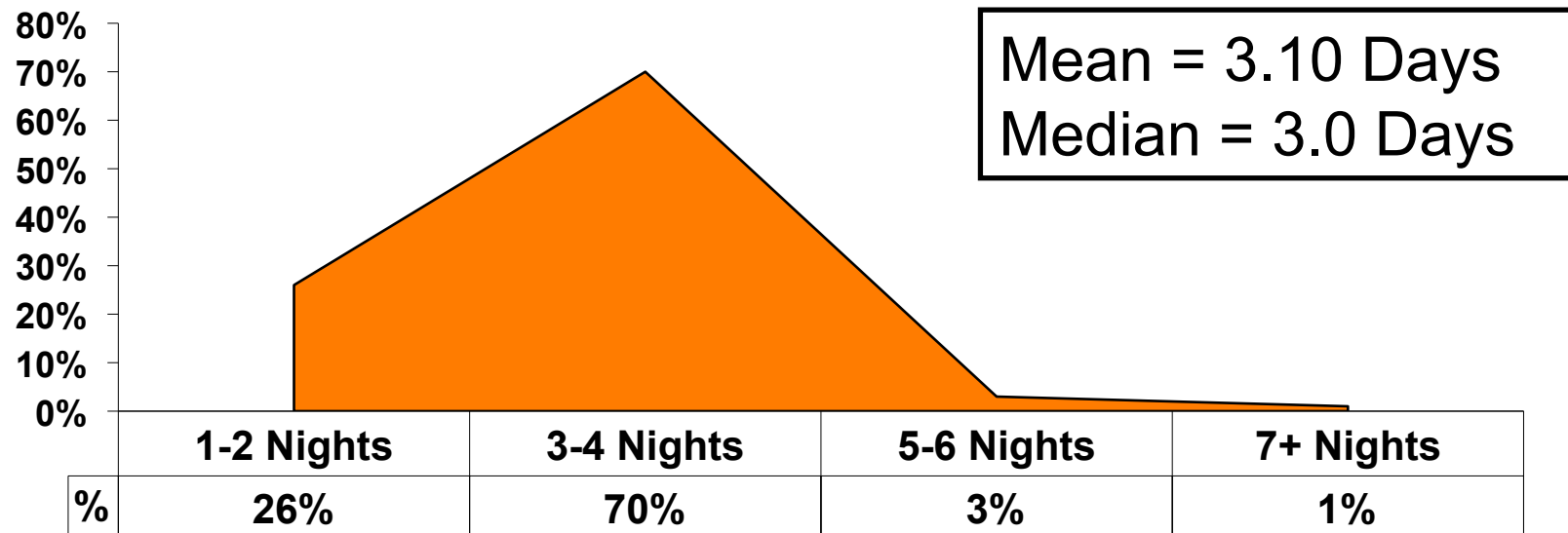


- The average repeat visitor has been to Guam 2.9 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

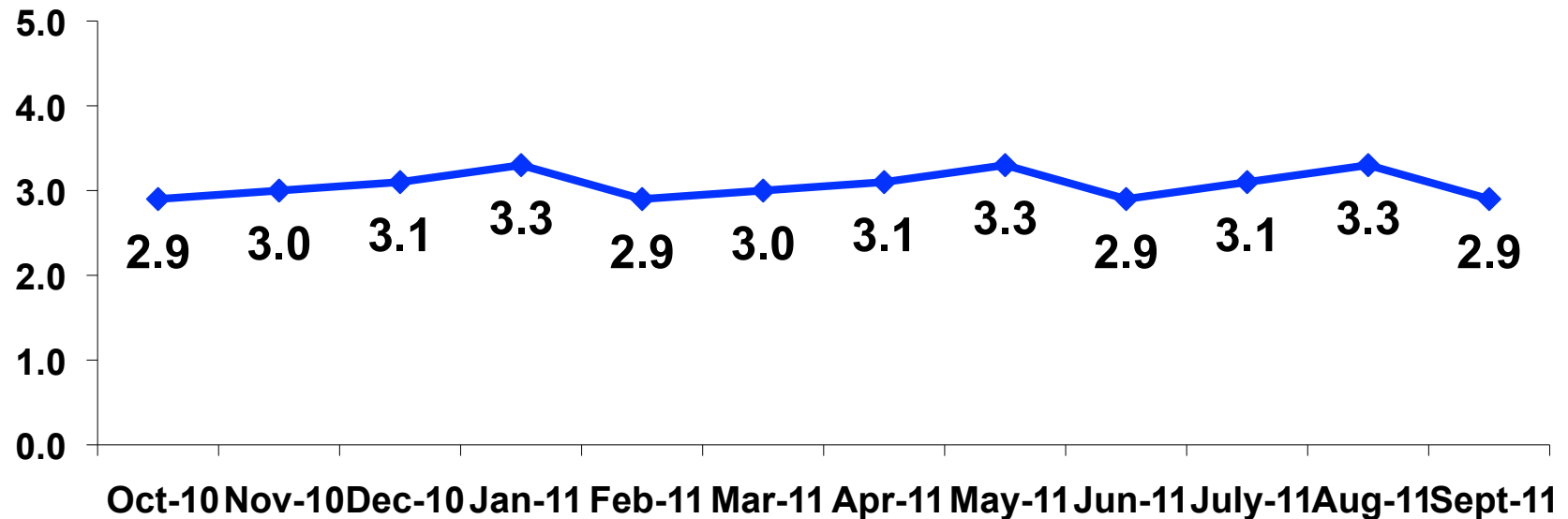
Average Number Overnight Trips (2006-2011) (2 nights or more)



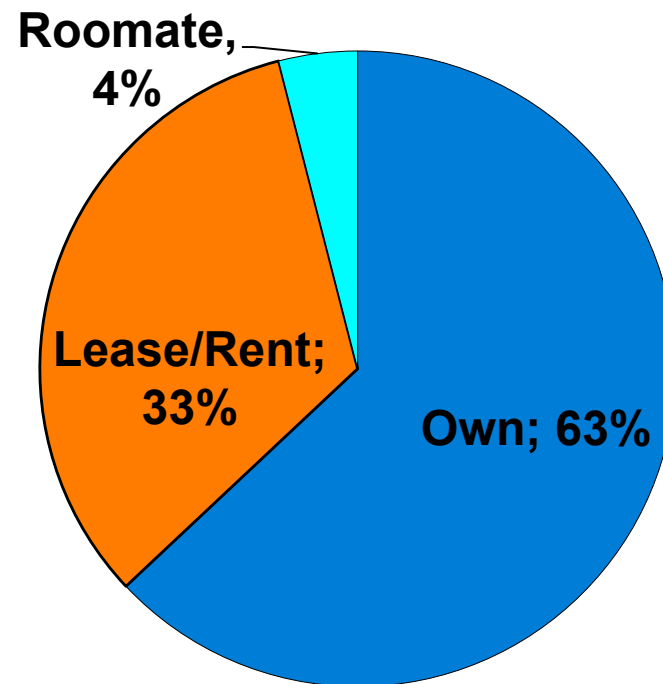
Length of Stay



Average Length of Stay



Living Accommodations

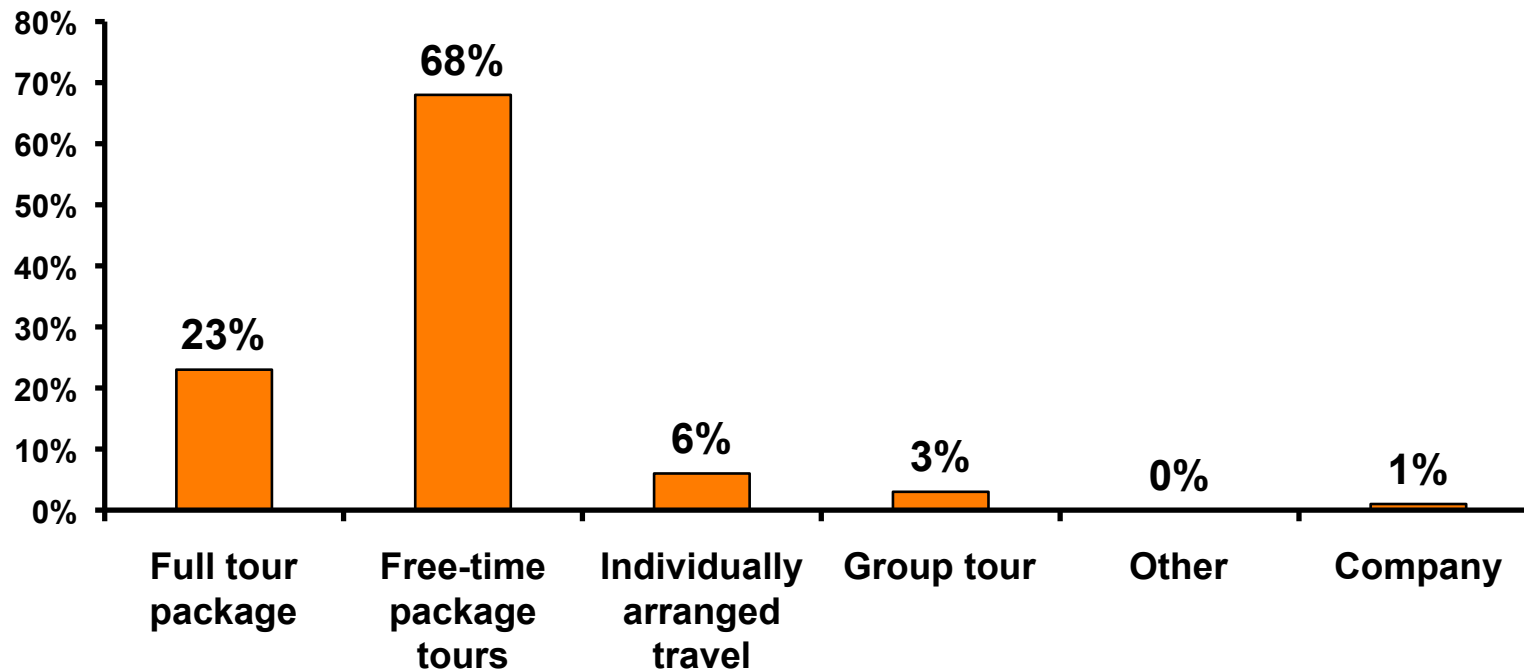


Occupation by Income

	TOTAL	PERSONAL INCOME							No Inc
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+		
Q.29 Student	19%	23%	6%	10%	14%	12%	16%	71%	
Co. Employee: Office Worker Non-Managerial	16%	20%	28%	13%	13%	13%	14%	3%	
Co. Employee: Salesperson	14%	8%	19%	29%	17%	10%	10%		
Co. Employee: Engineer	14%	11%	17%	18%	17%	17%	9%		
Homemaker	7%	2%	4%	7%	12%	10%	8%	1%	
Self Employed	6%	5%	4%	6%	7%	9%	12%	1%	
Co. Employee: Manager	6%	1%	1%	1%	5%	13%	16%	1%	
Skilled Worker	4%	7%	6%	5%	3%	3%	2%		
Professional or Specialist	2%	2%	3%	3%	1%	3%	3%		
Freeter	2%	8%	1%	0%	1%	1%	1%	1%	
Teacher	2%	3%	2%	1%	2%	3%	2%	3%	
Government Employee: Office Worker Non-Managerial	2%	2%	3%	2%	2%	2%	1%		
Unemployed	2%	2%	1%	2%	1%	1%	0%	15%	
Other	1%	2%	2%	1%	1%	1%	0%	1%	
Co. Employee: Executive	1%	1%	1%	1%	1%	1%	3%		
Government Employee: Manager	1%			1%	1%	2%	2%		
Retired	1%	1%	1%	0%	1%	0%	0%	1%	
Free-lancer	1%	1%	0%	0%	1%	0%	0%		
Government Employee: Executive	0%					1%	1%		
Total Count	3794	566	467	507	671	560	481	73	

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

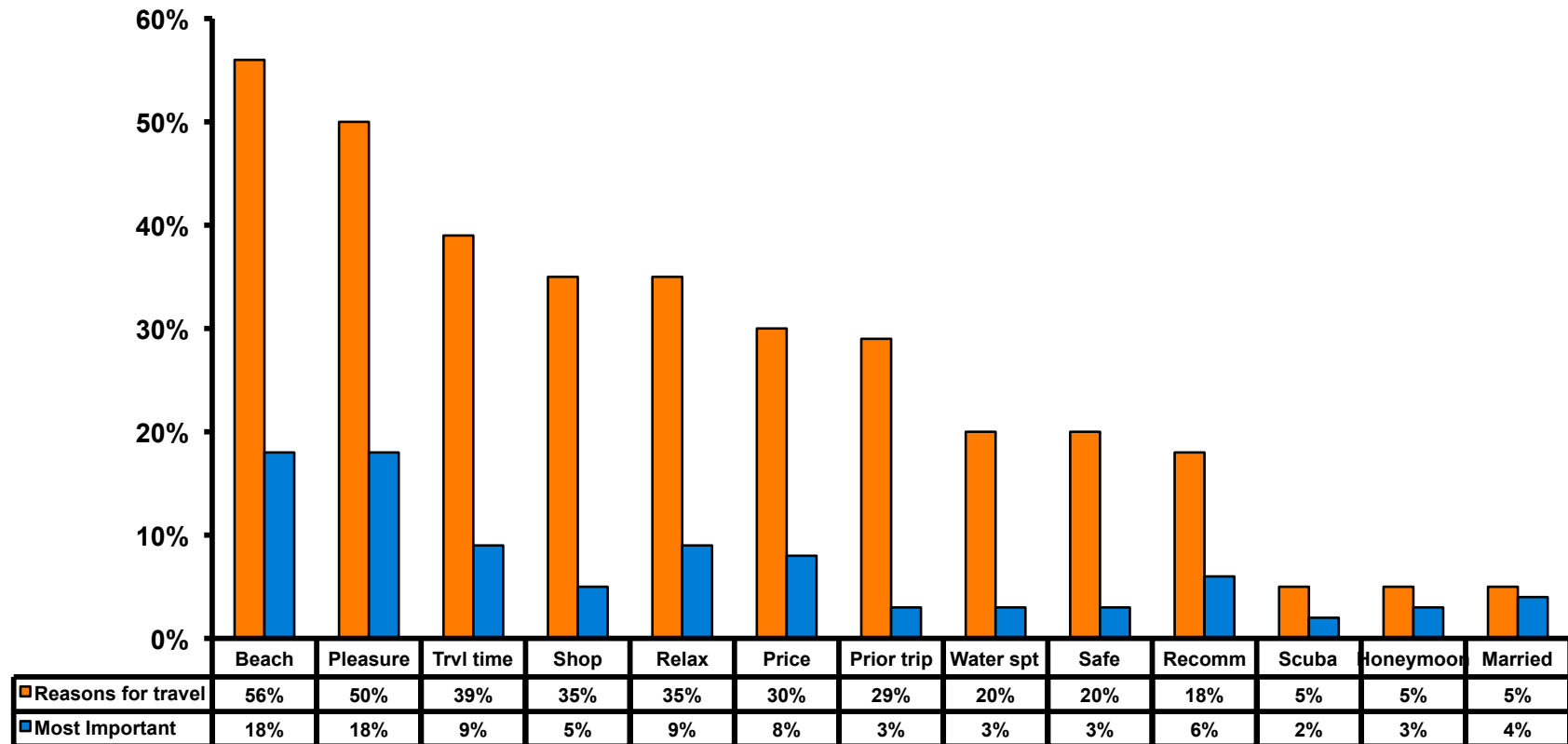


Accommodation by Income

Average length of stay: 3.10 days

		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.9	Japan Plaza Hotel	18%	20%	20%	18%	18%	14%	13%	2.5%
	Guam Reef Hotel	9%	9%	12%	9%	8%	8%	8%	4%
	Outrigger Guam Resort	7%	5%	7%	7%	7%	9%	9%	1%
	Fiesta Resort Guam	7%	8%	9%	6%	8%	6%	6%	1.2%
	Holiday Resort Guam	6%	7%	7%	7%	5%	5%	5%	5%
	Onward Beach Resort	5%	4%	4%	6%	6%	7%	5%	1%
	Pacific Islands Club PIC	4%	3%	2%	4%	4%	6%	8%	4%
	Oceanview Hotel	5%	6%	2%	3%	4%	4%	4%	3%
	Hotel Nikko Guam	4%	2%	5%	5%	5%	4%	5%	3%
	Pacific Bay Hotel	4%	6%	4%	3%	4%	4%	3%	10%
	Grand Plaza Hotel	4%	5%	3%	2%	3%	4%	4%	5%
	Ramada Suites Guam	3%	6%	1%	3%	2%	3%	3%	4%
	Hilton Guam Resort & Spa	3%	2%	3%	3%	4%	4%	5%	3%
	The Westin Resort Guam	3%	1%	4%	4%	4%	4%	3%	
	Royal Orchid Guam	3%	4%	4%	2%	3%	3%	1%	5%
	Guam Marriott Resort Hotel	3%	3%	3%	2%	3%	1%	4%	3%
	Hyatt Regency Guam	3%	0%	3%	5%	3%	3%	3%	1%
	Sheraton Laguna Resort	3%	2%	3%	4%	3%	3%	3%	
	Leo Palace Resort	2%	2%	2%	1%	3%	3%	2%	3%
	Tumon Bay Capital Hotel	2%	3%	1%	2%	1%	2%	2%	3%
	Bayview Hotel	2%	3%	2%	1%	1%	2%	1%	4%
	Hotel Sane Fe	0%			0%	0%	1%	1%	
	Other	0%		0%	0%	0%		0%	
	Condominium	0%					0%	0%	
	Relatives, Friends, Home Stay	0%					0%	0%	
	Apartment	0%	0%						
	Days Inn Maite	0%							
Total	Count	3916	566	468	507	675	557	481	73

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	56%	65%	59%	53%	56%	46%	54%	59%
Pleasure	50%	61%	52%	47%	48%	41%	46%	53%
Short travel time	39%	36%	34%	45%	50%	40%	40%	39%
Shopping	35%	47%	40%	30%	31%	29%	28%	43%
Just to relax	35%	30%	31%	39%	39%	38%	33%	36%
Price of the tour package	30%	39%	31%	29%	29%	24%	28%	31%
A previous visit	29%	10%	17%	37%	47%	43%	31%	27%
Water sports	20%	25%	24%	17%	20%	12%	18%	23%
It is a safe place to spend a vacation	20%	12%	16%	22%	28%	26%	23%	17%
Recommendation of friend, relative, travel agency	18%	22%	25%	14%	7%	11%	14%	22%
SCUBA diving	5%	3%	5%	6%	4%	3%	5%	5%
To get married or Attend wedding	5%		4%	6%	2%	12%	6%	4%
Honeymoon	5%		6%	7%	1%	1%	7%	2%
Other	4%	7%	4%	3%	4%	4%	4%	3%
Company or Business trip	2%	2%	2%	2%	3%	1%	3%	2%
To golf	2%	1%	1%	3%	4%	5%	3%	1%
To visit friends or relatives	2%	1%	2%	2%	2%	1%	1%	3%
Organized Sporting Activity	1%		1%	1%	2%	3%	1%	1%
My company sponsored me	1%	1%	1%	1%	3%	0%	1%	1%
Promotional materials from GVB	1%	1%	1%	1%	1%	1%	1%	1%
Special promotion	0%		0%	1%	0%	1%	1%	0%
Career certification or testing	0%		0%	0%	0%		0%	0%
Convention, Conference, Trade show	0%				0%	0%	0%	
Total Cases	3923	101	1928	935	608	348	1970	1953

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	56%	62%	51%	55%	56%	55%	59%	53%	
Pleasure	50%	50%	45%	47%	49%	51%	54%	53%	
Short travel time	39%	33%	34%	36%	41%	48%	48%	25%	
Just to relax	35%	33%	34%	32%	35%	39%	39%	25%	
Shopping	35%	37%	34%	31%	32%	35%	39%	42%	
Price of the tour package	30%	31%	30%	27%	31%	30%	30%	29%	
A previous visit	29%	21%	23%	26%	32%	41%	41%	15%	
Water sports	20%	21%	19%	18%	20%	21%	23%	21%	
It is a safe place to spend a vacation	20%	14%	14%	25%	22%	22%	25%	12%	
Recommendation of friend, relative, travel agency	18%	26%	20%	15%	16%	11%	15%	34%	
To get married or Attend wedding	5%	3%	6%	6%	6%	6%	3%		
Honeymoon	5%	4%	10%	8%	5%	3%	0%	5%	
SCUBA diving	5%	5%	4%	4%	5%	6%	4%	4%	
Other	4%	3%	2%	2%	4%	5%	5%	4%	
To golf	2%	1%	1%	1%	3%	3%	5%		
Company or Business trip	2%	2%	4%	3%	1%	2%	2%	1%	
To visit friends or relatives	2%	3%	1%	1%	1%	3%	3%	1%	
Organized Sporting Activity	1%	1%	1%	1%	1%	2%	3%	4%	
My company sponsored me	1%	1%	0%	0%	1%	2%	2%		
Promotional materials from GVB	1%	1%	0%	0%	0%	1%	1%		
Special promotion	0%	1%	0%	0%	0%	0%	1%	1%	
Career certification or testing	0%	0%	0%	1%	1%	1%	1%		
Convention, Conference, Trade show	0%					0%	0%		
Total Cases	3923	566	468	508	676	559	480	73	

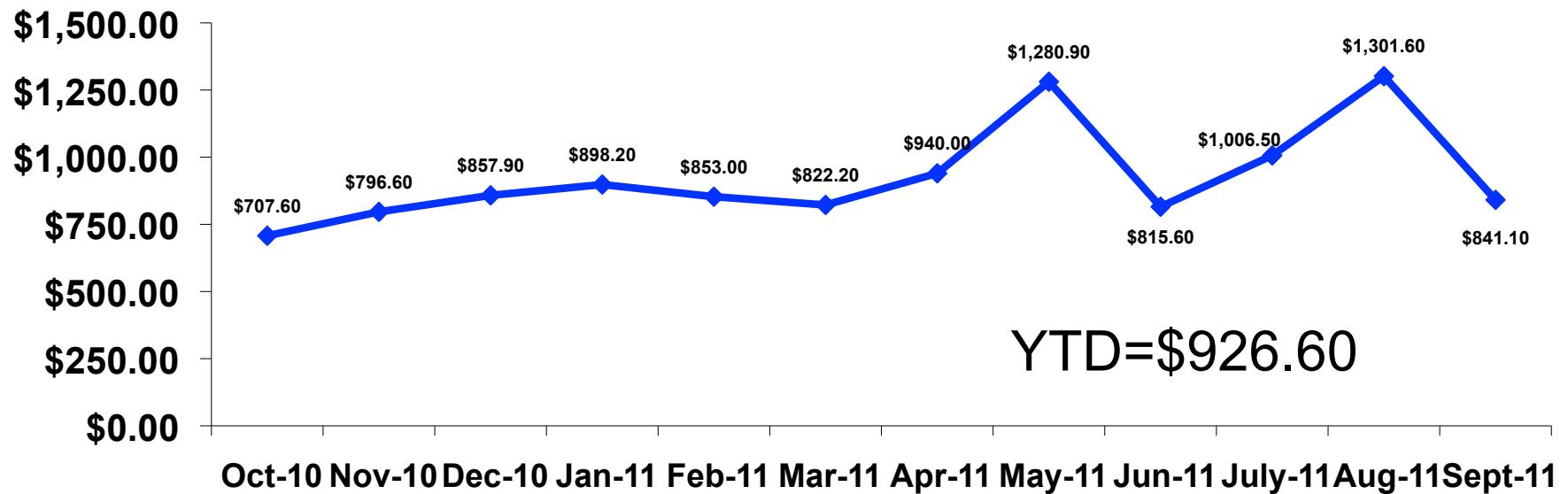
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥81.16/US\$1

- \$1,993.70 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$42,829 = maximum (highest amount recorded for the entire sample)
- \$926.60 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

¥81.16=\$1

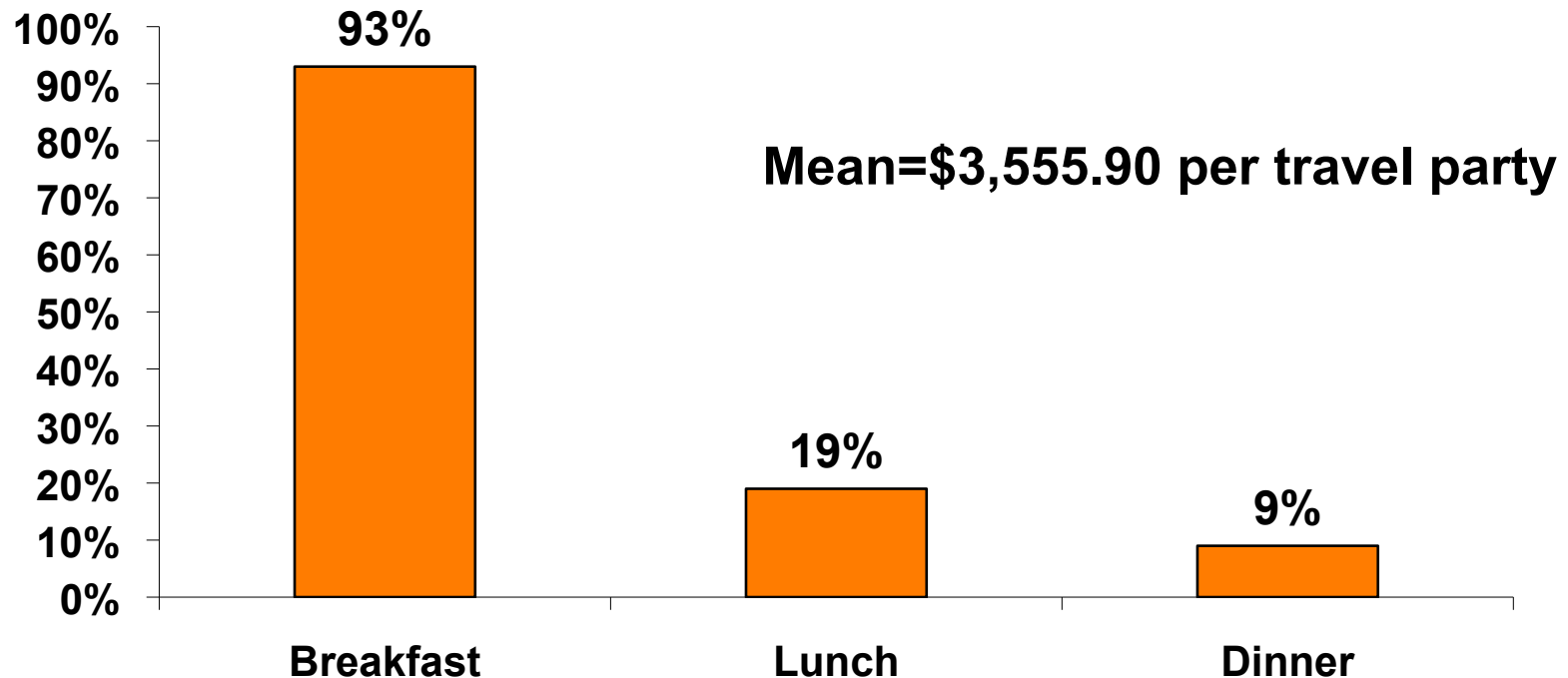
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,767.00
Air & Accommodation w/ daily meal package	\$3,555.90
Air only	\$1,359.60
Accommodation only	\$748.30
Accommodation w/ daily meal only	\$1,040.70
Food & Beverages in Hotel	\$209.90
Ground transportation - Japan	\$129.70
Ground transportation - Guam	\$58.60
Optional tours/ activities	\$298.60
Other expenses	\$512.40
Total Prepaid	\$1,993.70

Prepaid Meal Breakdown

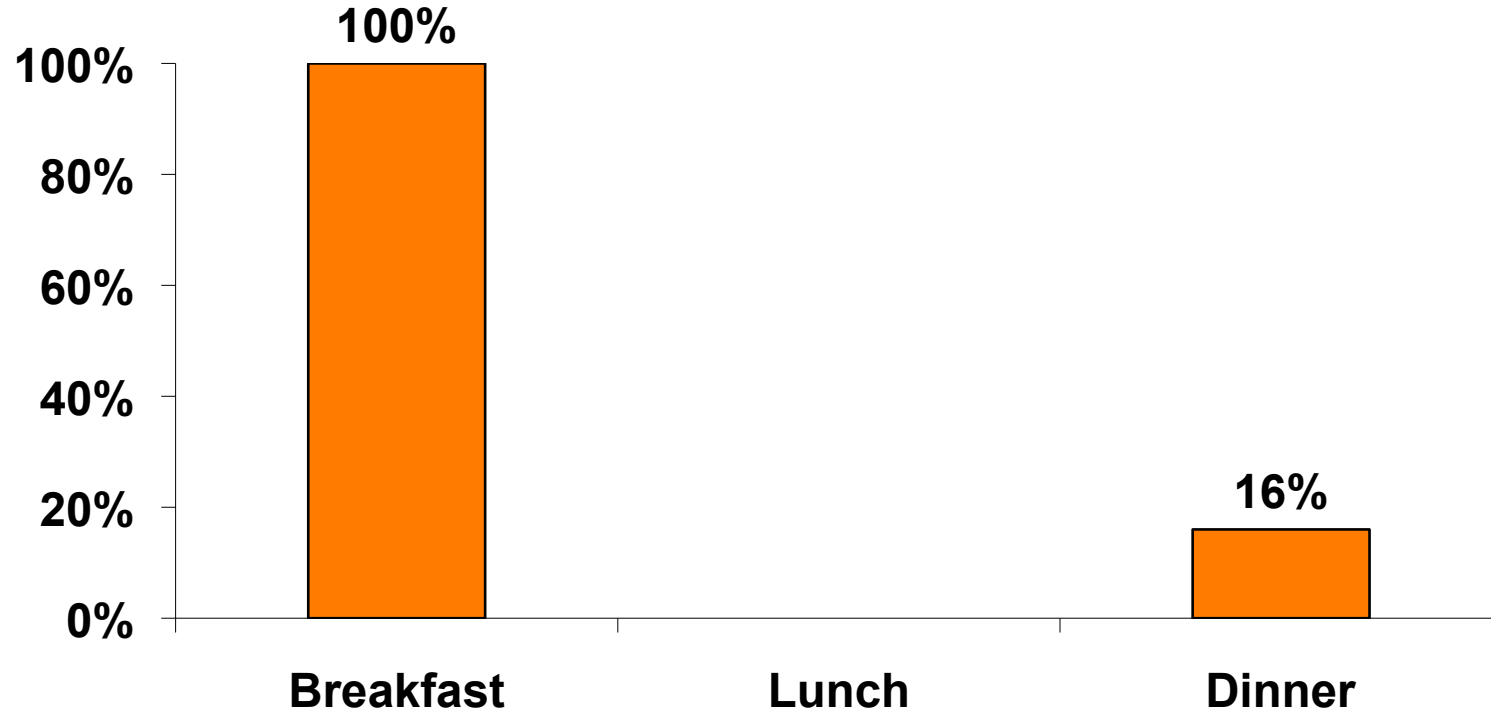
Air/ Accommodations with Daily Meal Package

n=472



Prepaid Meal Breakdown

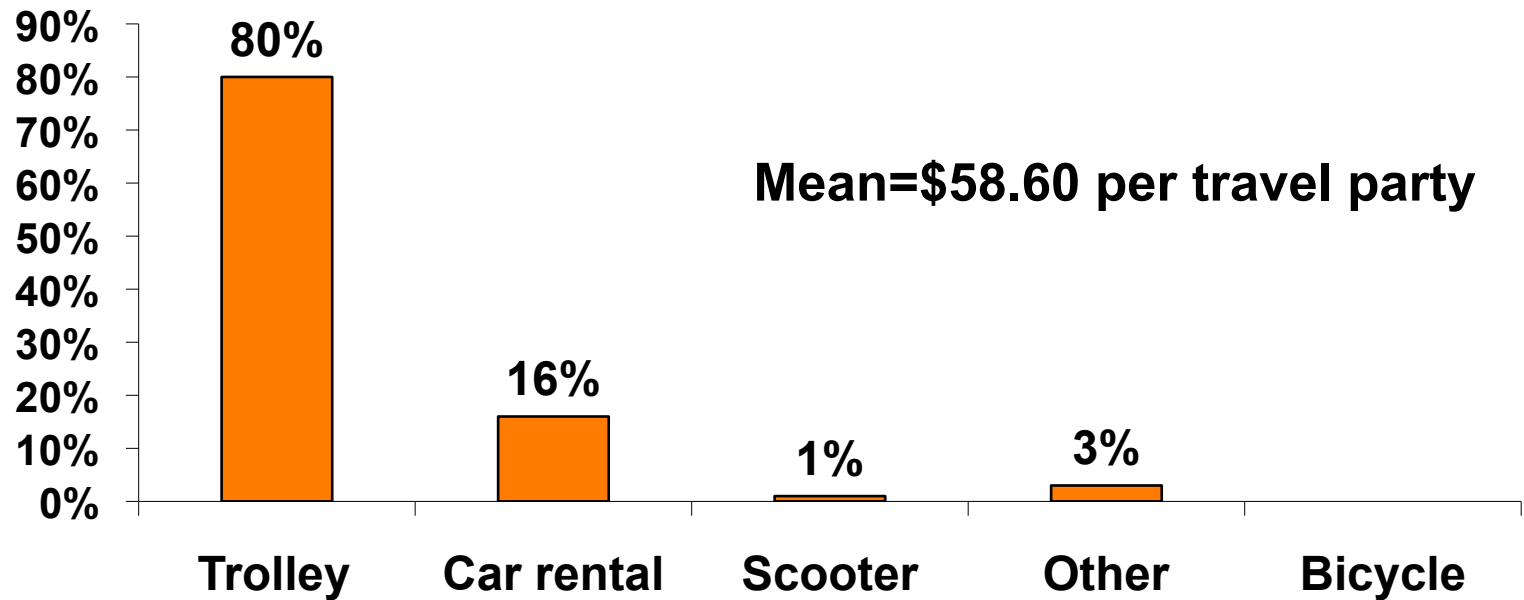
Accommodations with Daily Meal Package n=19



Mean=\$1,040.70 per travel party

Prepaid Ground Transportation

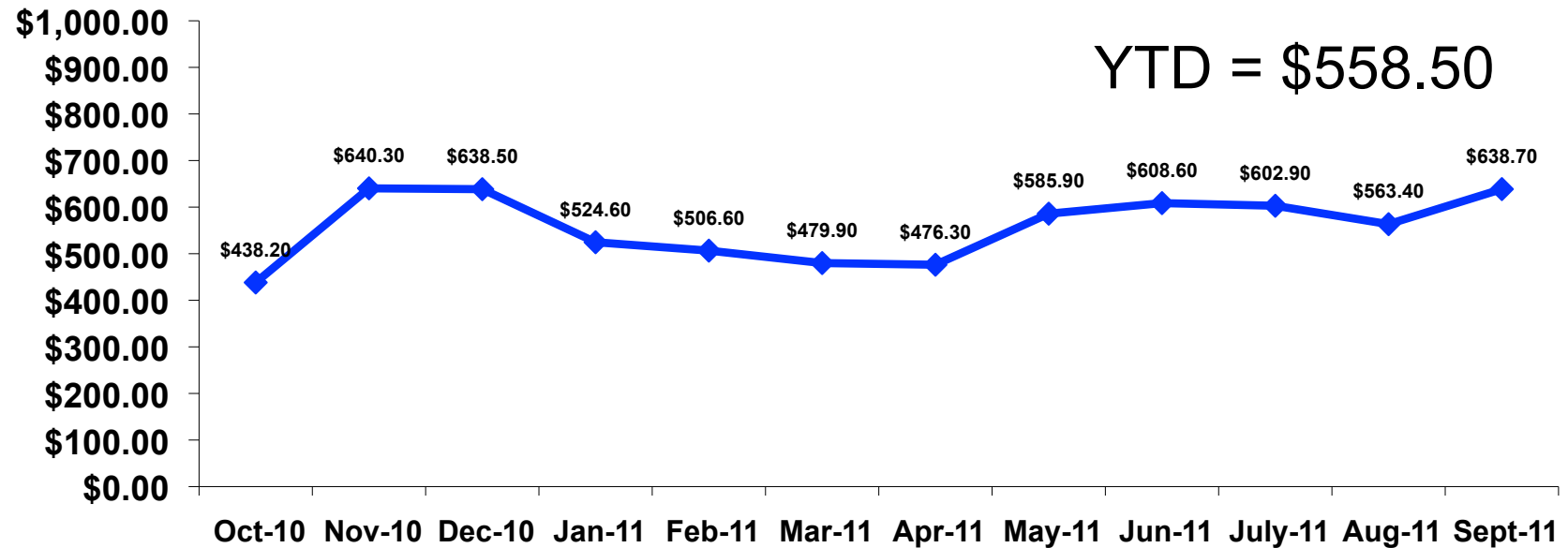
n=146



On-Island Expenditures

- \$933.40 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,000 = Maximum (highest amount recorded for the entire sample)
- \$558.50 = overall mean average per person on-island expenditure

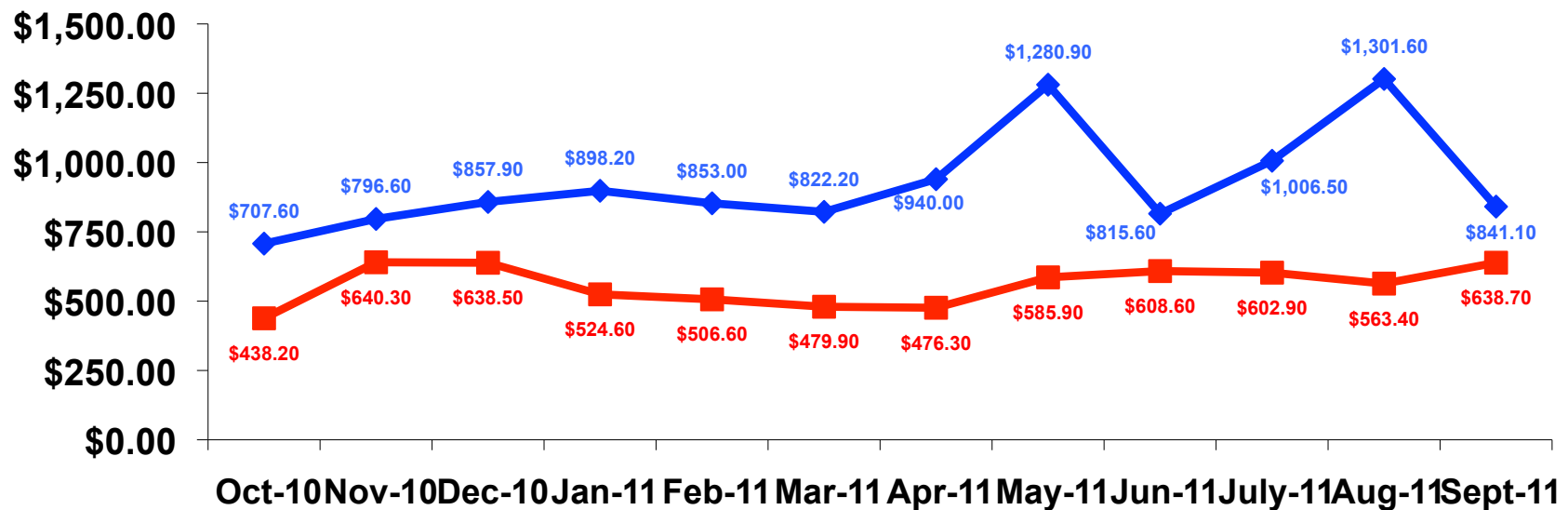
On-Island Expenditures



Prepaid / On-Island Expenditures

Prepaid YTD = \$926.60

On-Isle YTD = \$558.50



Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER									
		Male	Female	Male					Female				
				AGE									
				<20	20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A Mean	\$933.38	\$1,005.20	\$860.95	\$511.88	\$793.10	\$1,041.48	\$1,267.29	\$1,226.15	\$576.99	\$722.98	\$1,016.73	\$1,250.72	\$1,206.22
Median	\$650	\$700	\$600	\$400	\$510	\$800	\$1,000	\$1,000	\$500	\$500	\$700	\$1,000	\$945

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$34.49	\$43.99	\$24.91	\$9.09	\$17.71	\$42.91	\$58.18	\$70.90
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$33.10	\$39.18	\$26.96	\$25.93	\$25.28	\$36.25	\$45.68	\$48.17
REST/CONV	Median	\$10	\$15	\$10	\$10	\$10	\$10	\$20	\$20
F&B-OUT- SIDE	Mean	\$83.98	\$104.51	\$63.26	\$39.42	\$57.86	\$94.89	\$145.79	\$104.26
HOTEL/ REST	Median	\$27	\$40	\$16	\$0	\$20	\$37	\$68	\$22
OPTIONAL	Mean	\$95.29	\$107.47	\$82.99	\$56.24	\$77.57	\$108.69	\$127.81	\$112.14
TOUR	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/	Mean	\$253.26	\$244.75	\$261.84	\$155.93	\$213.78	\$309.39	\$321.04	\$227.62
SOUV-SELF	Median	\$50	\$50	\$80	\$50	\$50	\$50	\$100	\$50
GIFT/ SOUV-	Mean	\$129.31	\$126.96	\$131.68	\$89.31	\$108.96	\$130.30	\$159.92	\$197.51
F&F AT HOME	Median	\$50	\$50	\$50	\$50	\$50	\$50	\$100	\$100
LOCAL TRANS	Mean	\$15.23	\$18.36	\$12.07	\$6.24	\$9.86	\$18.97	\$24.75	\$20.89
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$289.31	\$319.41	\$258.91	\$176.97	\$239.60	\$290.43	\$376.65	\$443.14
	Median	\$0	\$0	\$0	\$5	\$0	\$0	\$0	\$0
TOTAL ON	Mean	\$933.38	\$1,005.20	\$860.95	\$556.36	\$750.45	\$1,031.35	\$1,261.69	\$1,219.18
ISLAND	Median	\$650	\$700	\$600	\$500	\$500	\$750	\$1,000	\$1,000

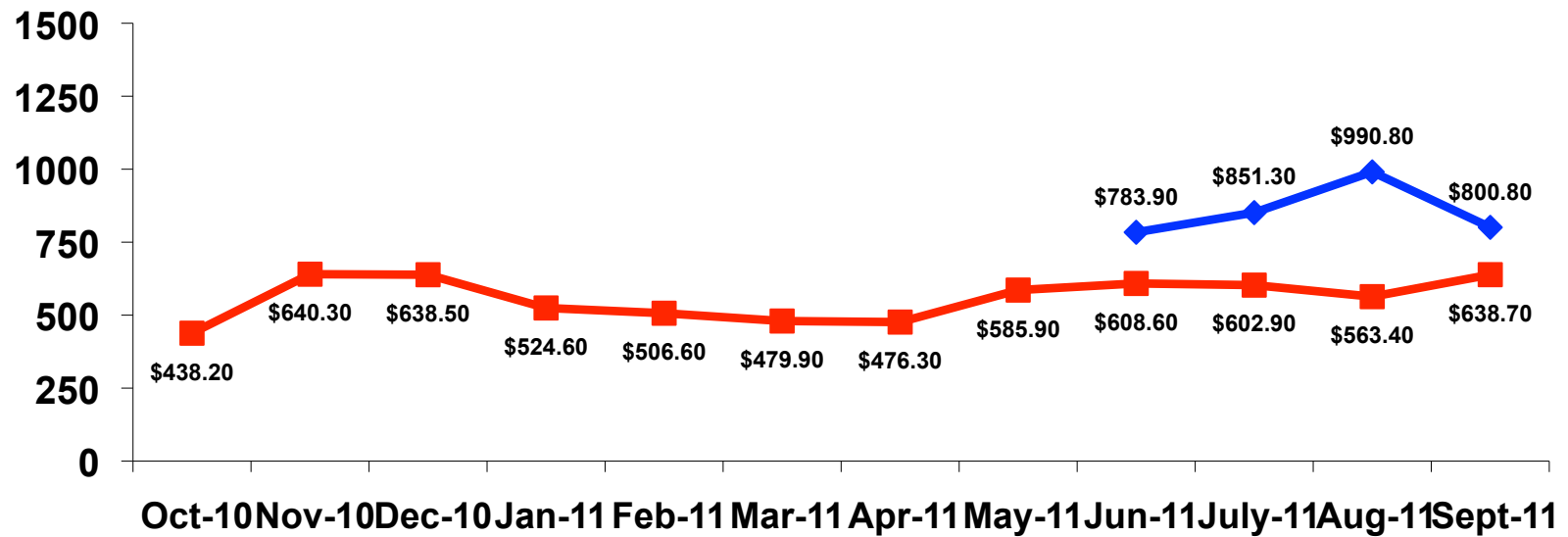
On-Island Expenditures First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$27.27	\$44.66
	Median	\$0	\$0
F&B-ACTIVITIES	Mean	\$28.07	\$40.83
	Median	\$7	\$20
F&B-OUT-SIDE HOTEL/ REST	Mean	\$68.86	\$107.42
	Median	\$11	\$45
OPTIONAL TOUR	Mean	\$88.86	\$105.77
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$199.80	\$334.81
	Median	\$50	\$100
GIFT/SOUV- F&F AT HOME	Mean	\$116.77	\$147.47
	Median	\$50	\$70
LOCAL TRANS	Mean	\$10.81	\$22.12
	Median	\$0	\$0
OTHER EXP	Mean	\$291.97	\$285.69
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$831.94	\$1,088.01
	Median	\$600	\$790

Projected On-Island Expenditures

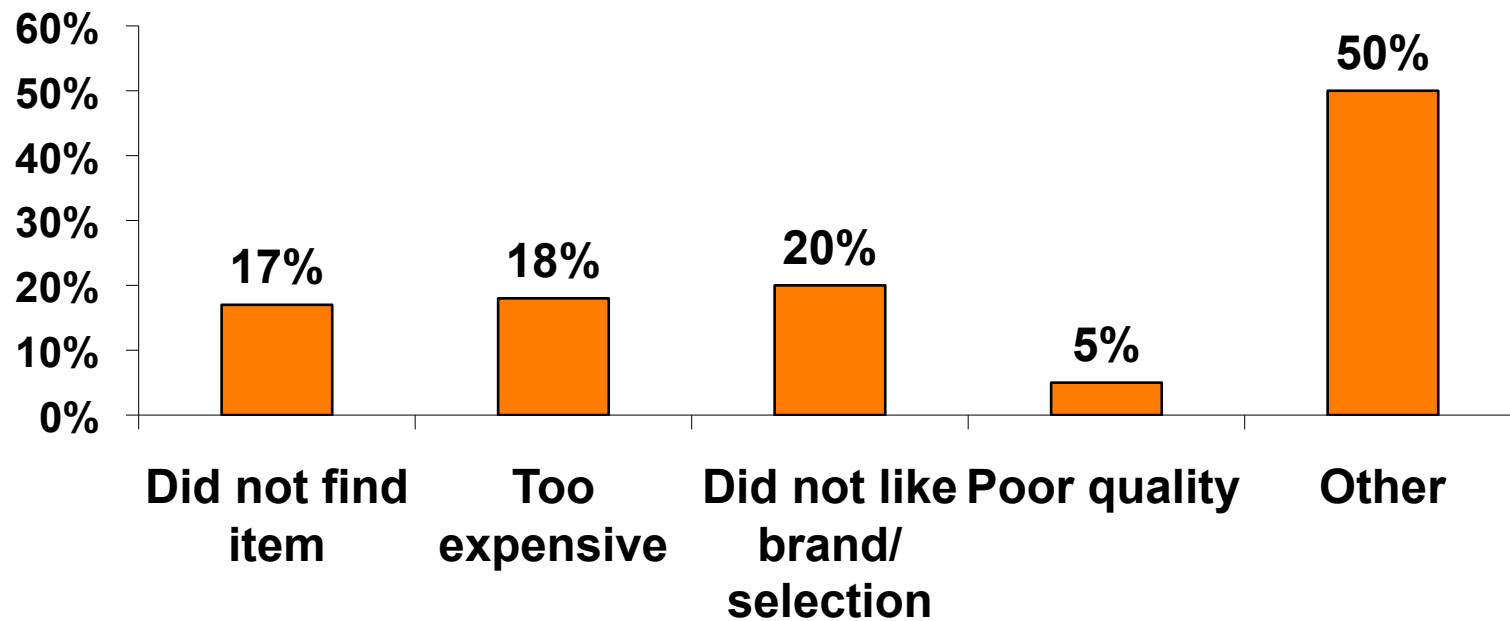
- \$856.70 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)

Projected On-Island Expenditure



Reasons for Spending Less

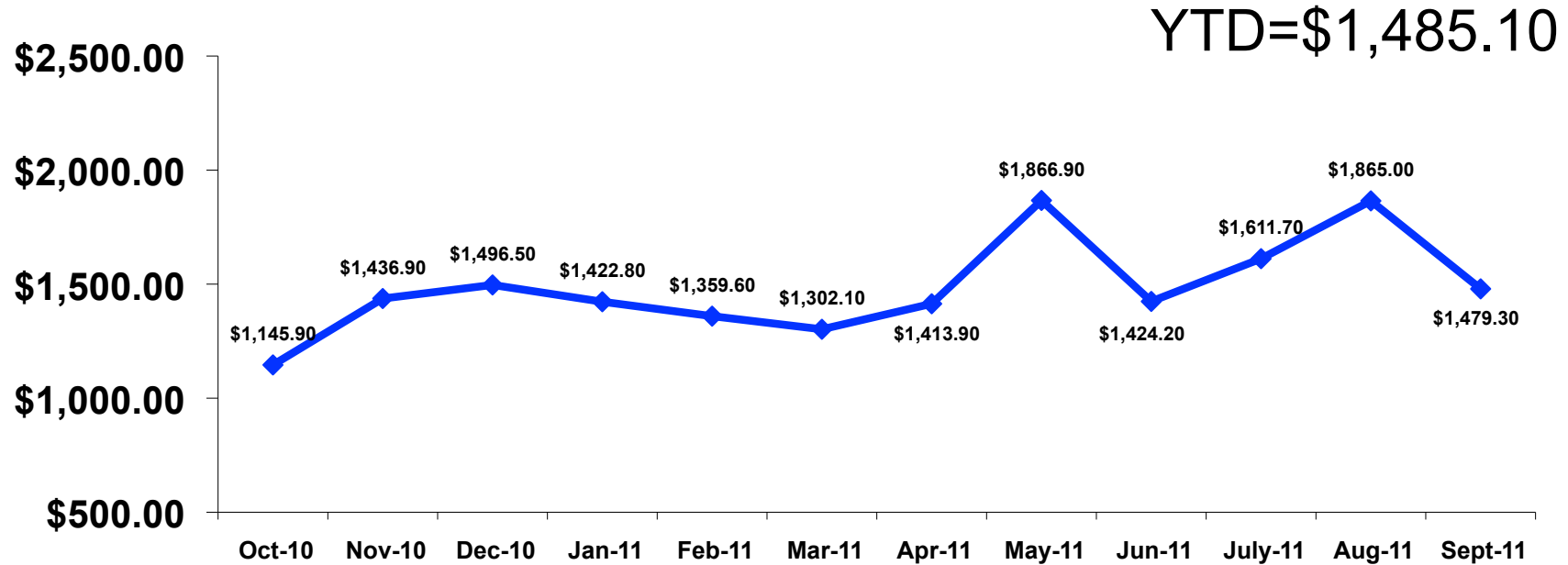
n=367



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,485.10 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$12,885 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

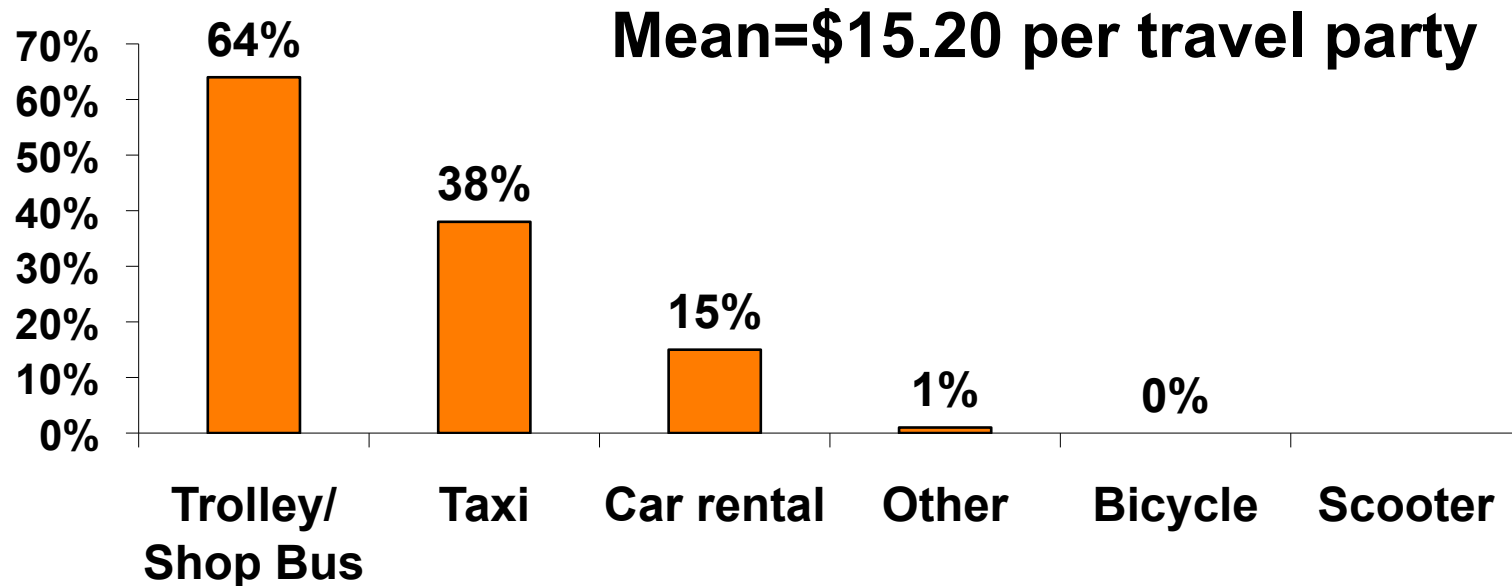


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$34.50
Food & beverage in fast food restaurant/ convenience store	\$33.10
Food & beverage at restaurants or drinking establishments outside a hotel	\$84.00
Optional tours and activities	\$95.30
Gifts/ souvenirs for yourself/companions	\$253.30
Gifts/ souvenirs for friends/family at home	\$129.30
Local transportation	\$15.20
Other expenses not covered	\$289.30
Average Total	\$933.40

Local Transportation

n=1127



Guam Airport Expenditures

- \$30.80 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

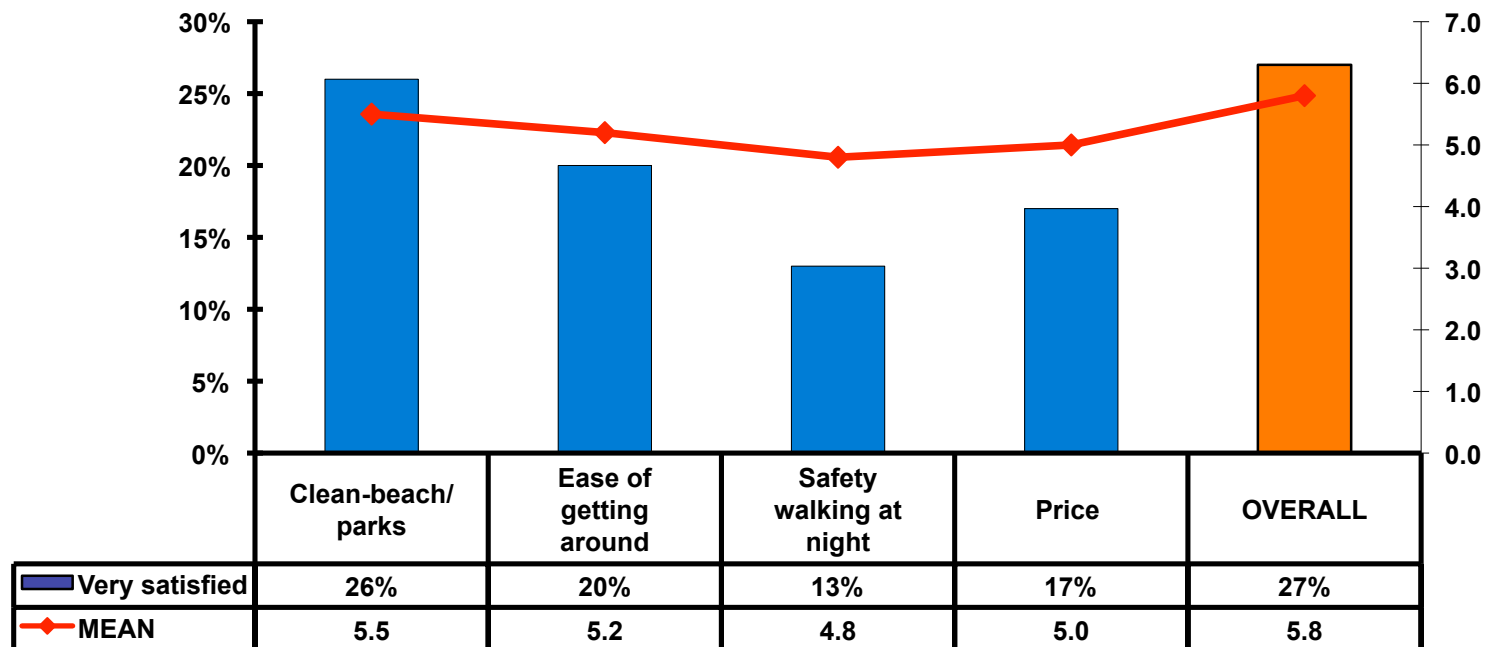
	MEAN \$
Food & Beverages	\$7.40
Gifts/Souvenirs Self	\$14.90
Gifts/Souvenirs Others	\$8.50
Total	\$30.80

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

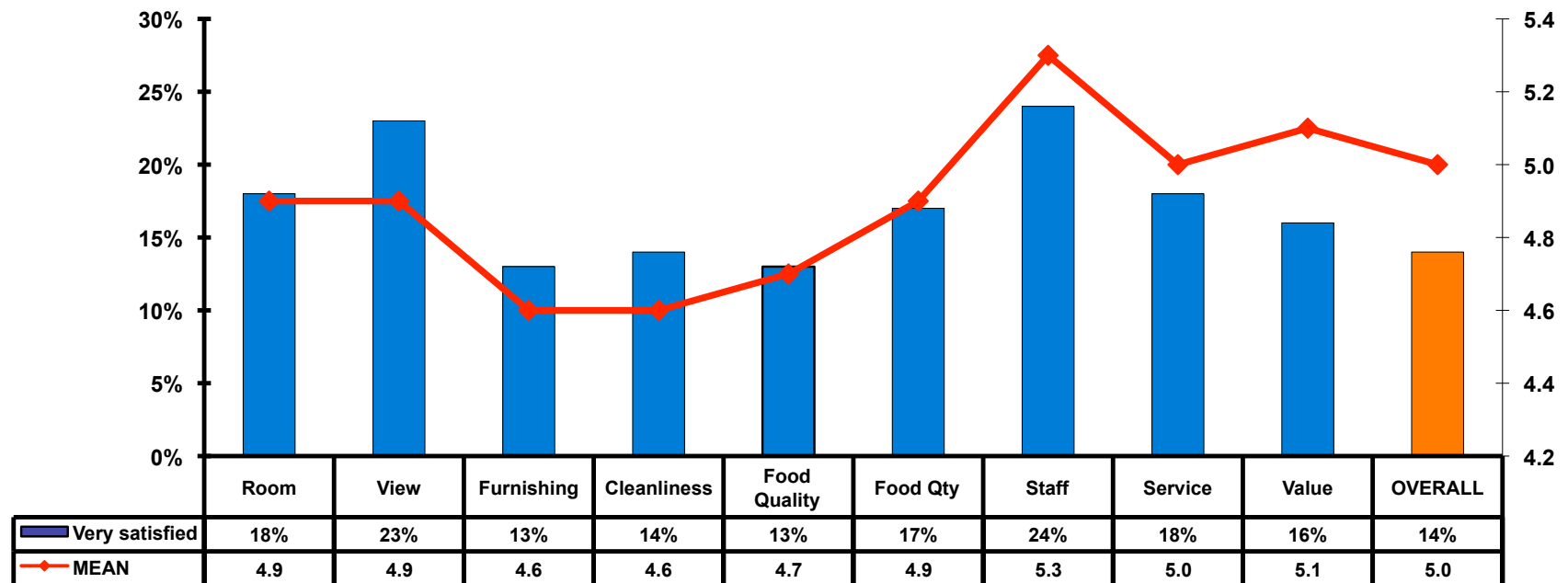
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

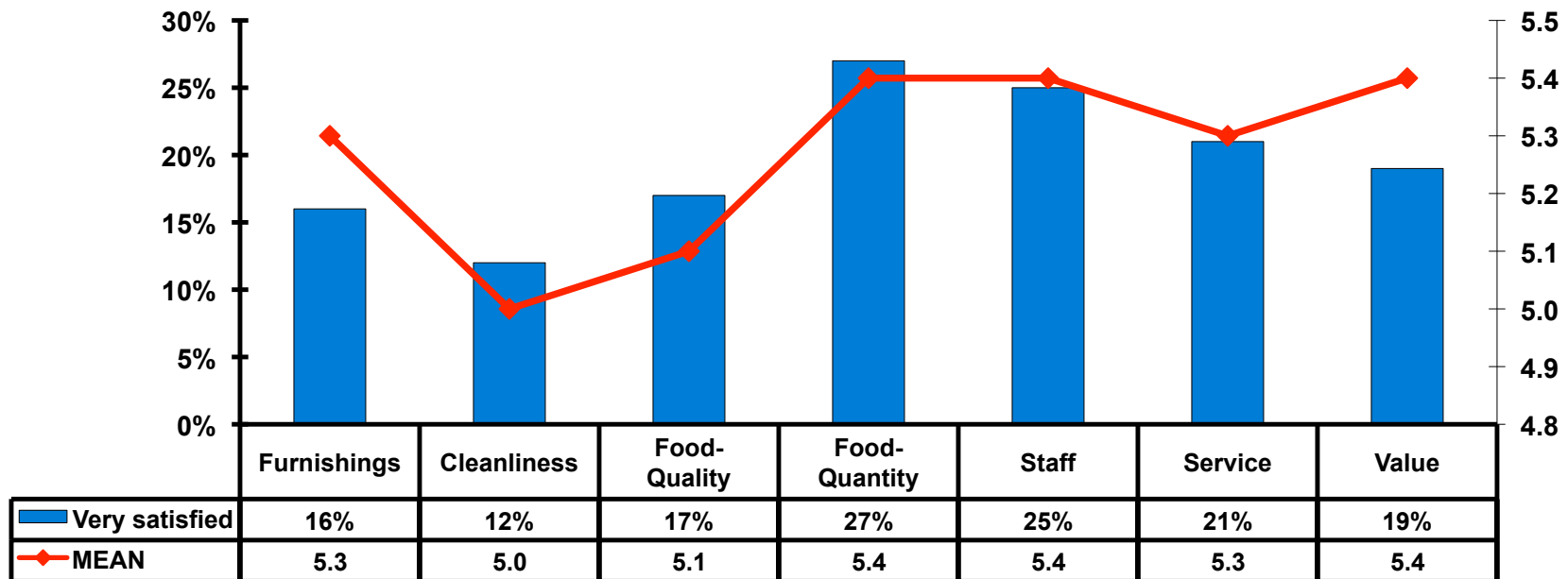
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

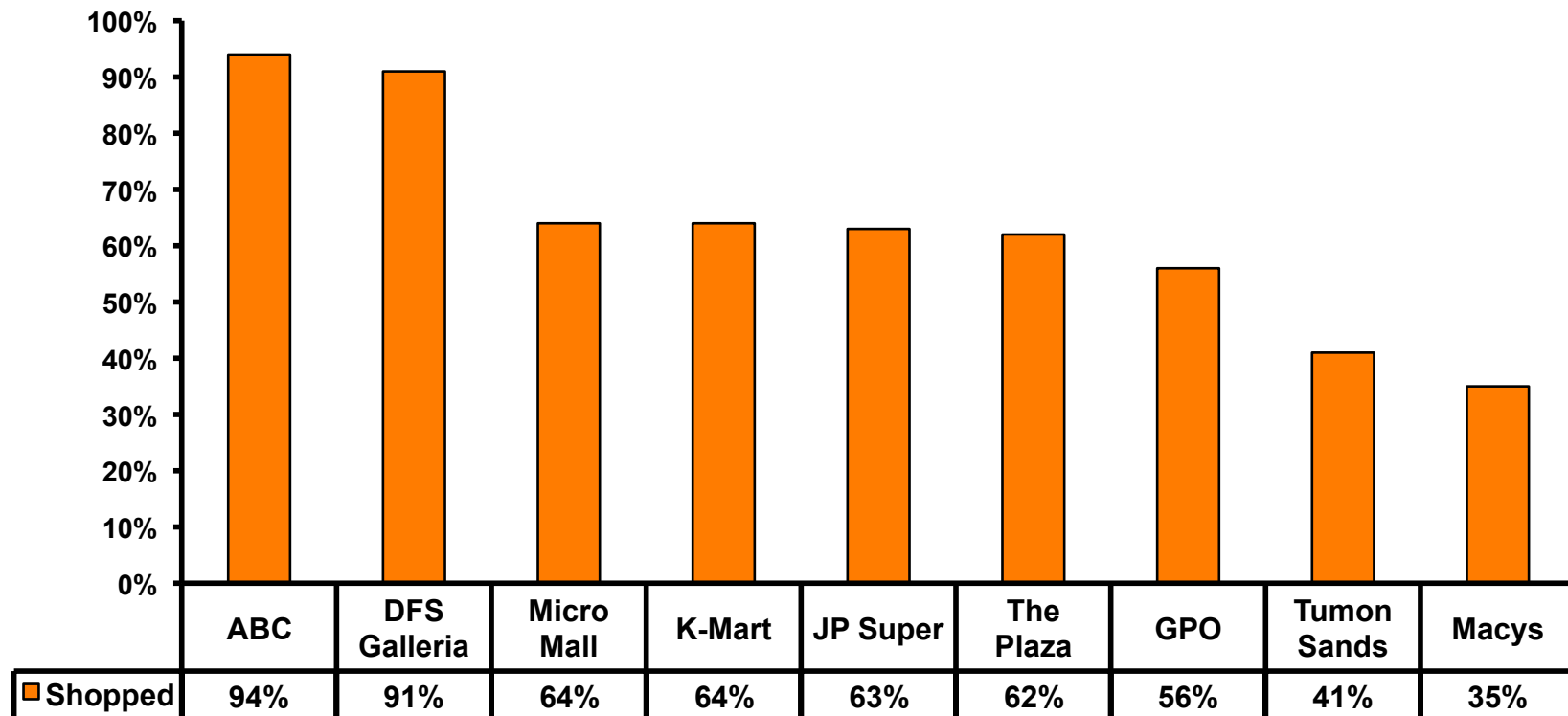
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

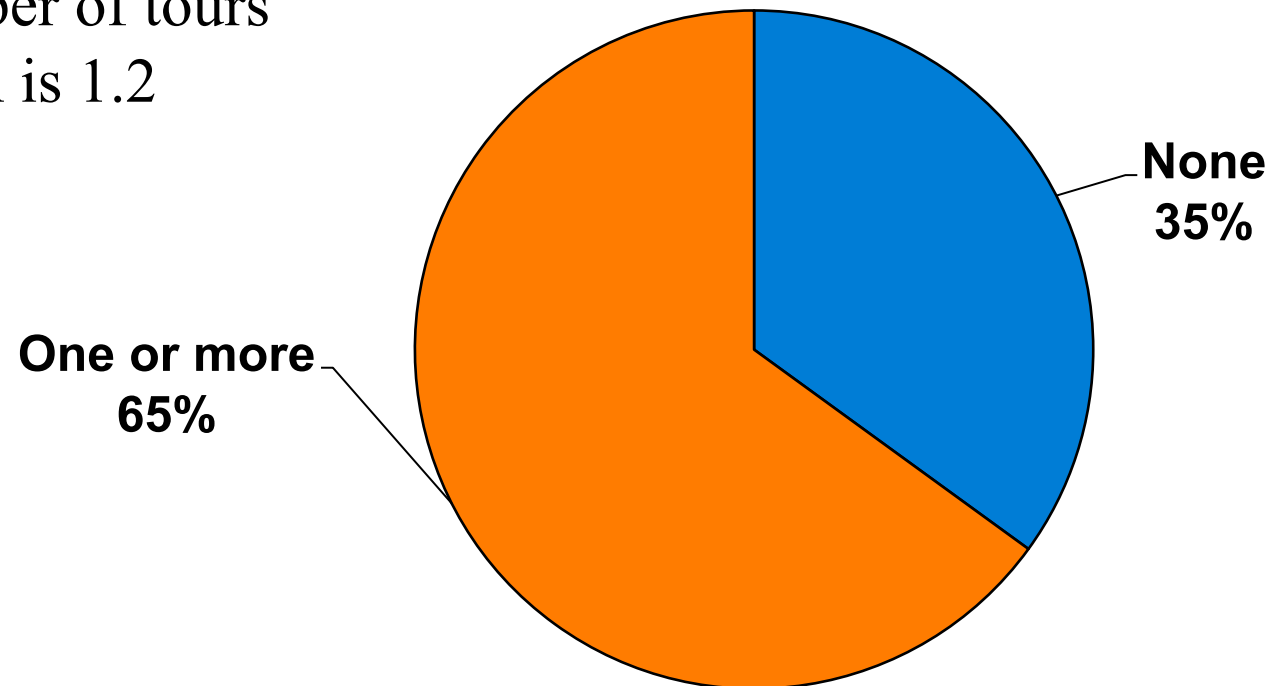
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

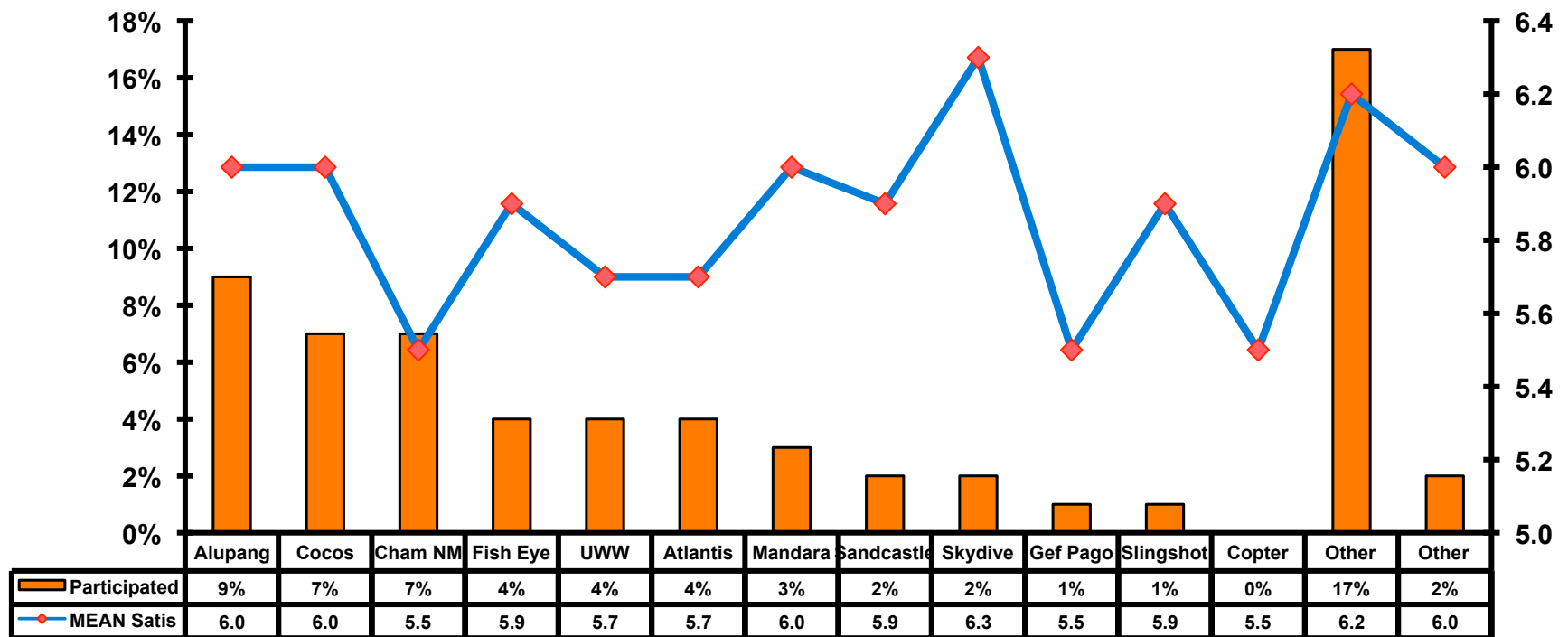
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 53%	Score of 6 to 7 = 50%
Score of 4 to 5 = 42%	Score of 4 to 5 = 43%
Score 1 to 3 = 5%	Score 1 to 3 = 7%
MEAN = 5.4	MEAN = 5.3

Optional Tour Participation

- Average number of tours participated in is 1.2



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 = 47%
Score 1 to 3 = 3%	Score 1 to 3 = 1%
MEAN = 5.4	MEAN = 5.4

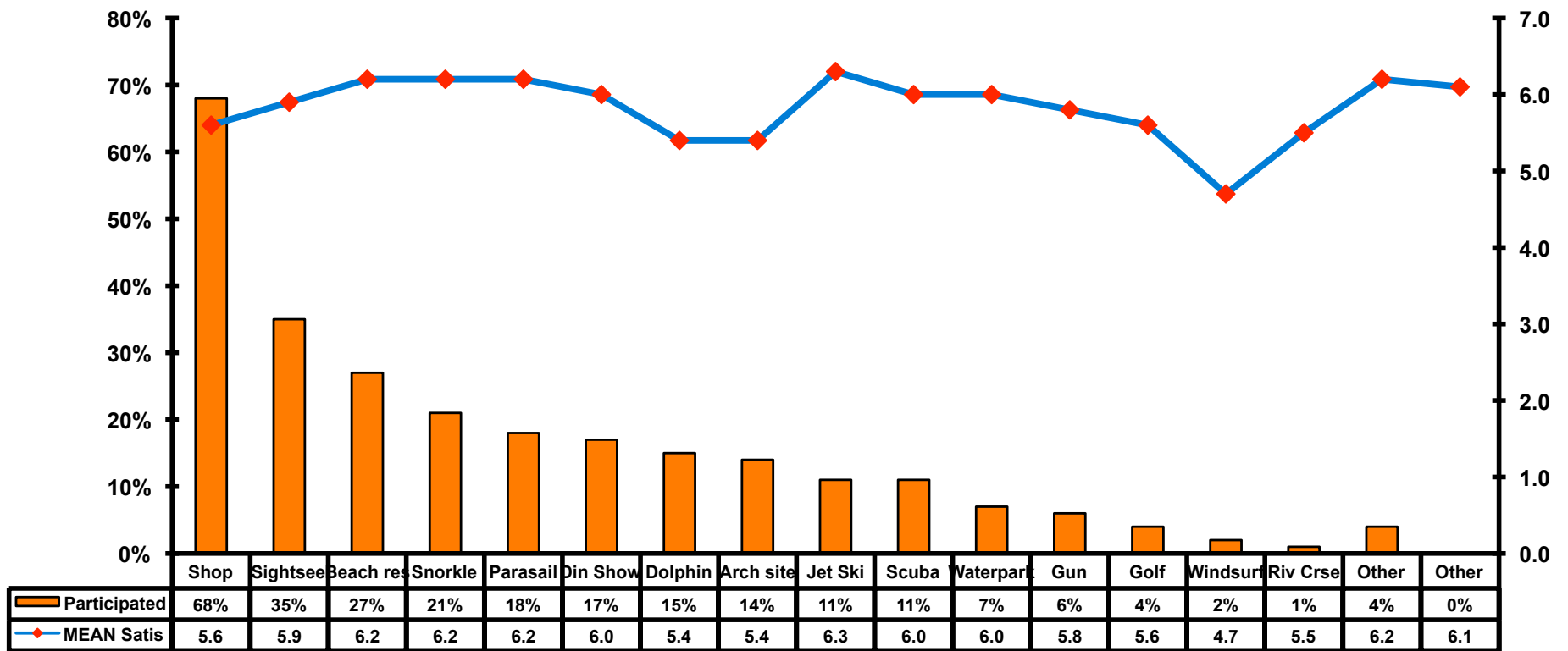
Night Tours Satisfaction

7pt Rating Scale

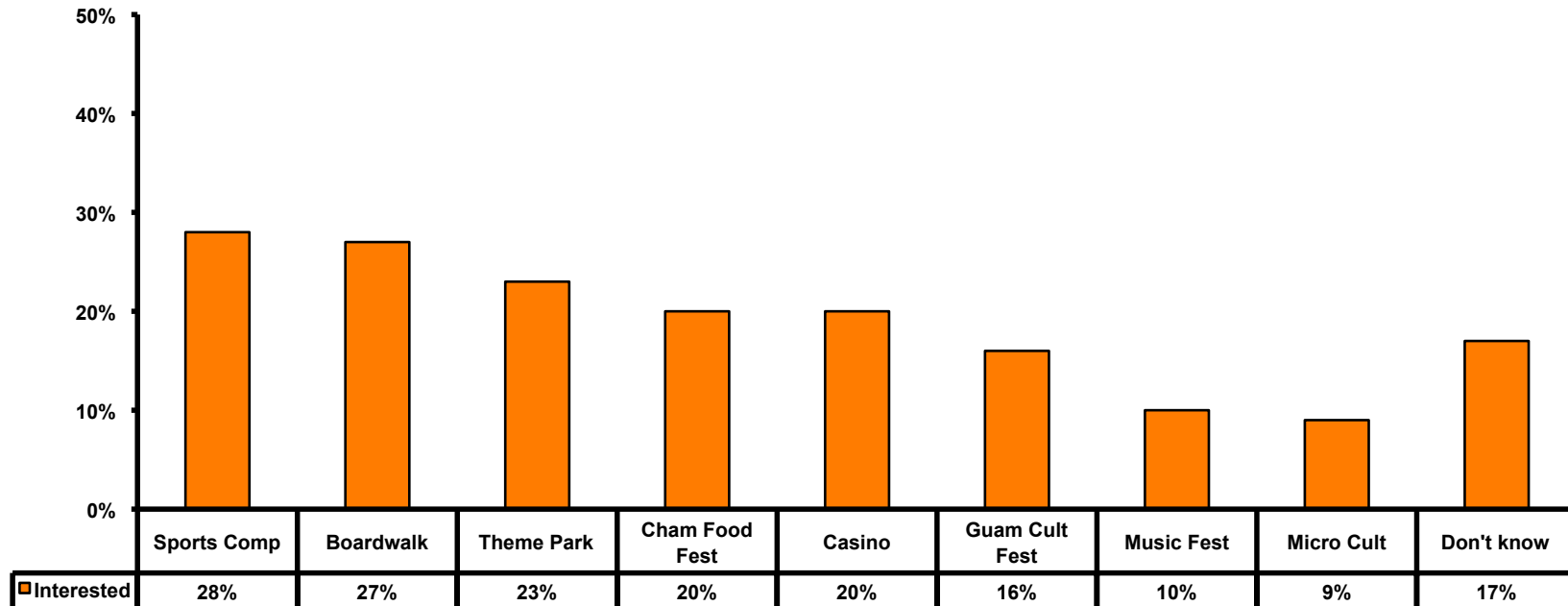
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 28%	Score of 6 to 7 = 27%
Score of 4 to 5 = 70%	Score of 4 to 5 = 70%
Score 1 to 3 = 3%	Score 1 to 3 = 3%
MEAN = 4.7	MEAN = 4.7

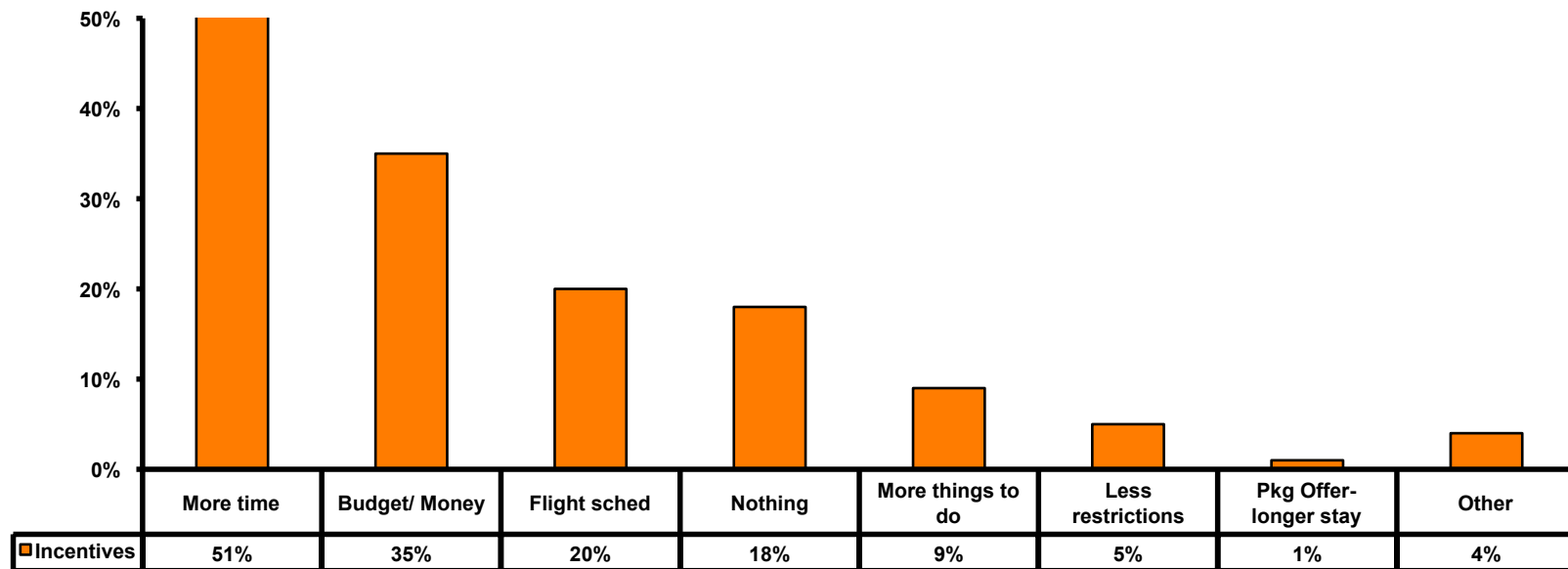
Satisfaction with Other Activities



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



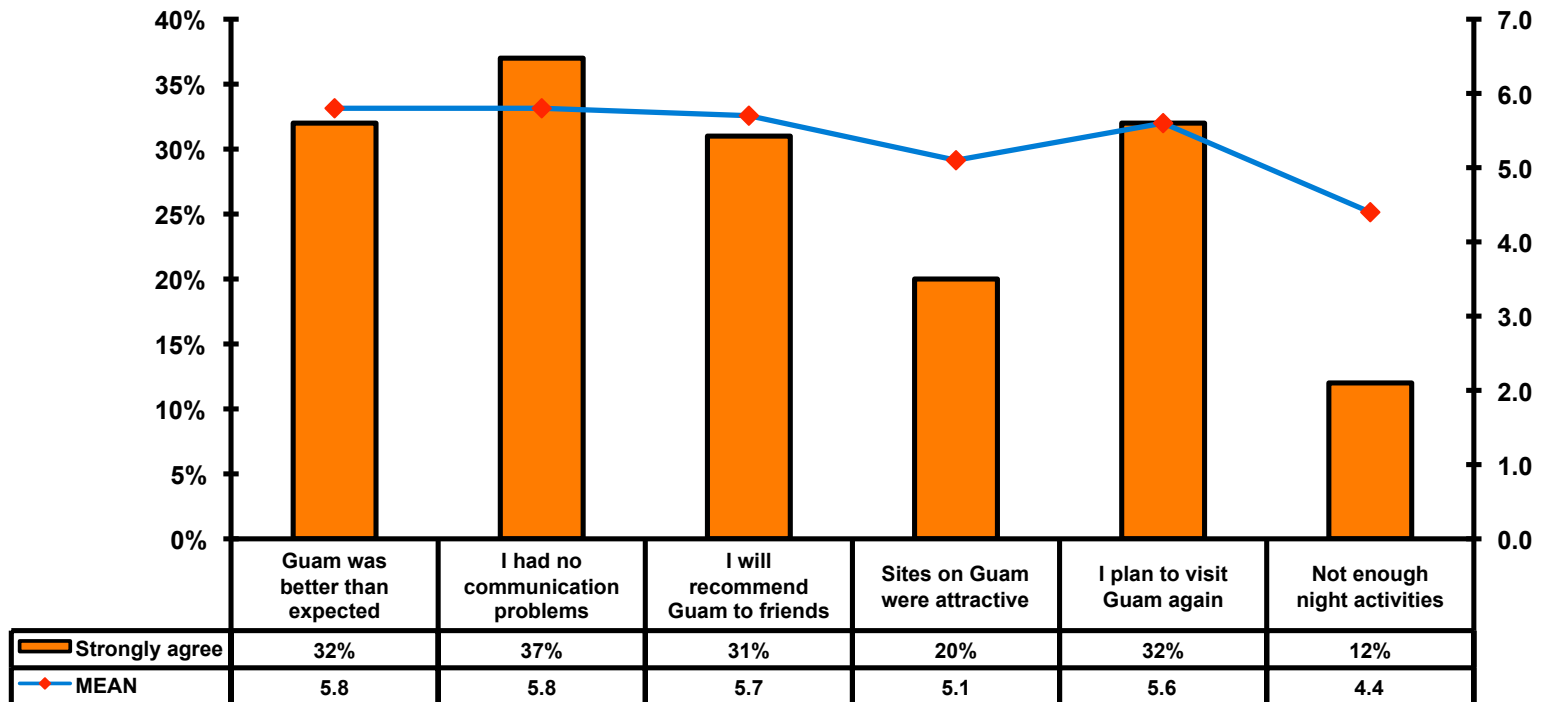
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

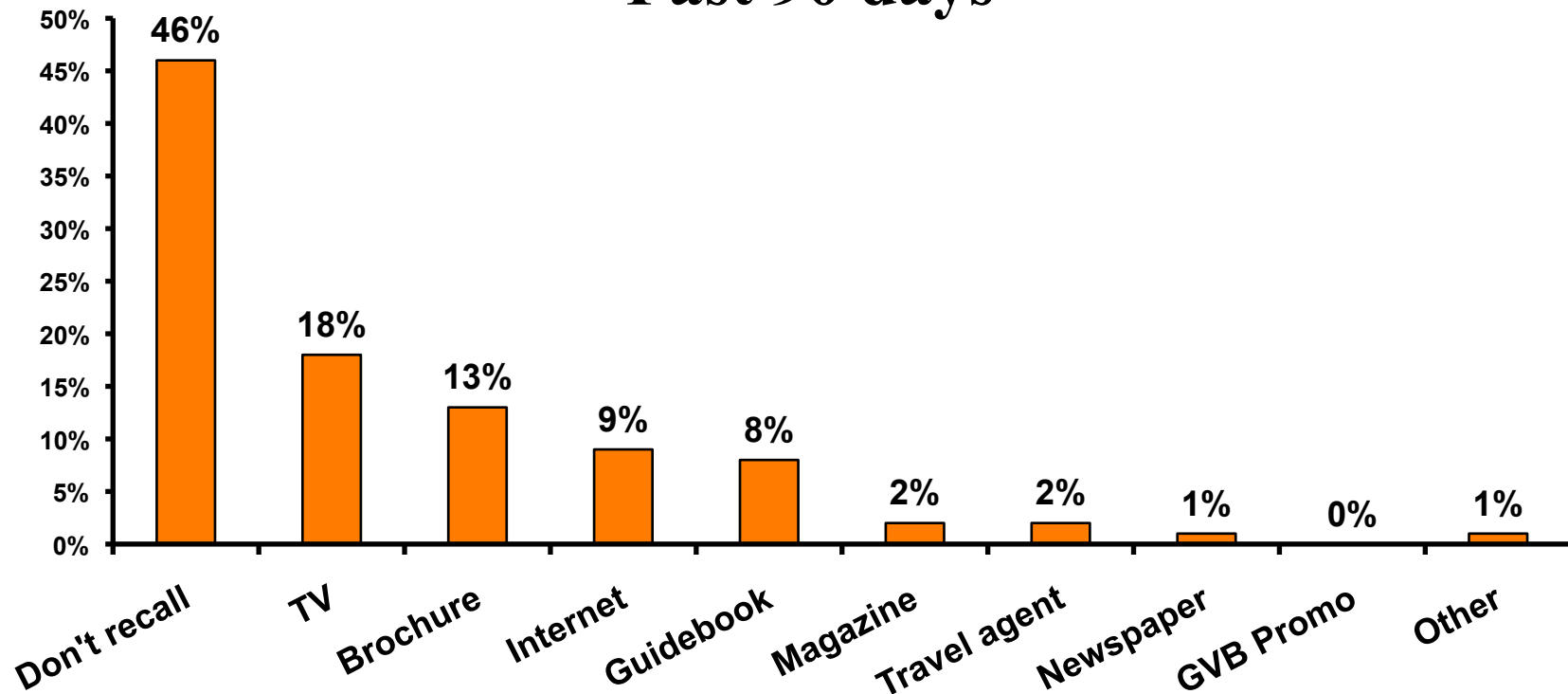
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

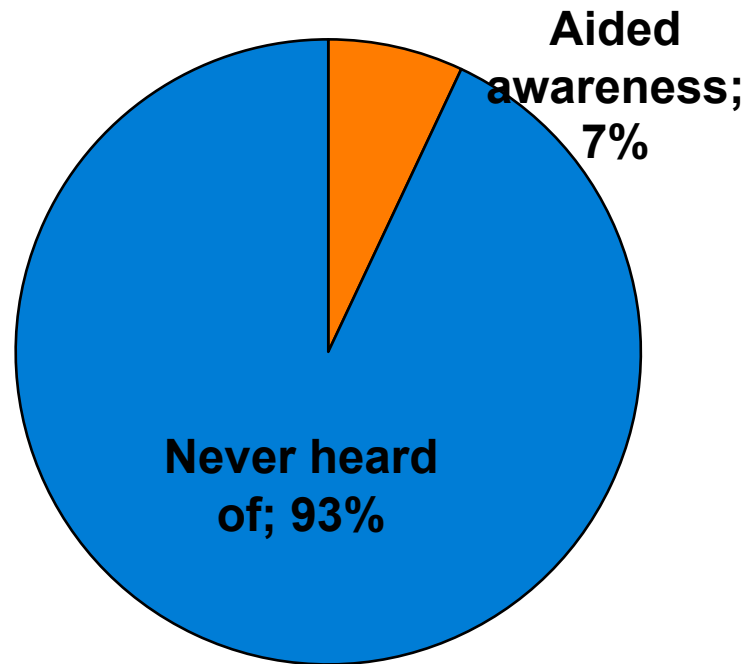


Message Recall

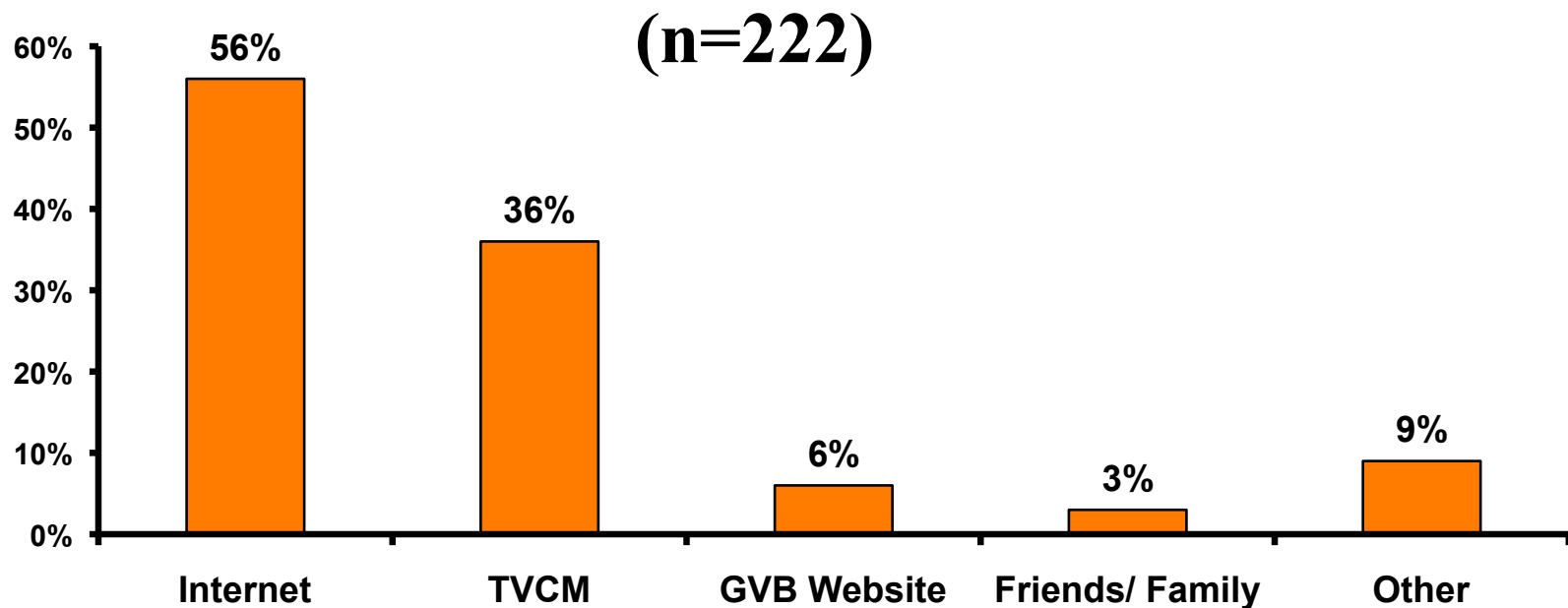
(Filter: recall ad/promo n=2103)

- 68% An image
- 17% Other
- 5% Tag line
- 12% Don't recall

Aided Awareness – Hafa Adai Guam 365 Monitor Campaign

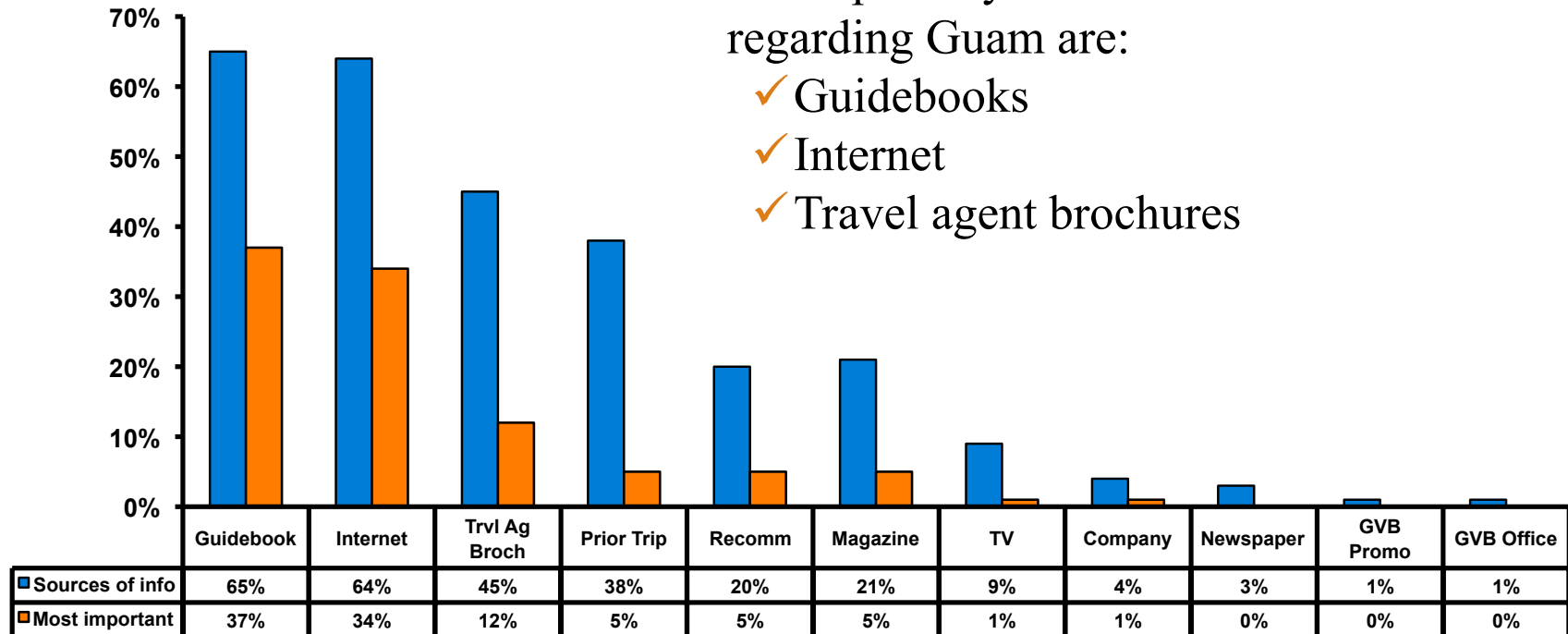


Media Source – Hafa Adai Guam 365 Monitor Campaign

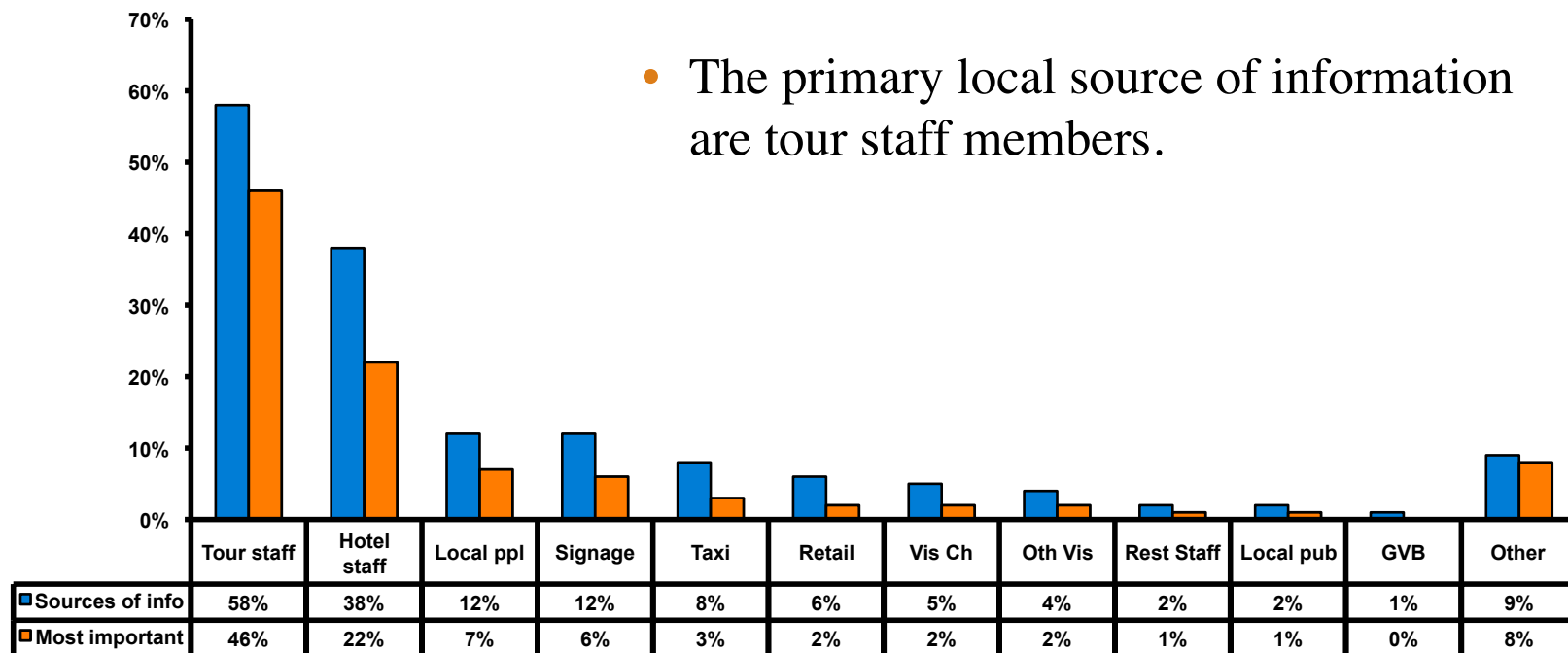


Sources of Information Pre-arrival

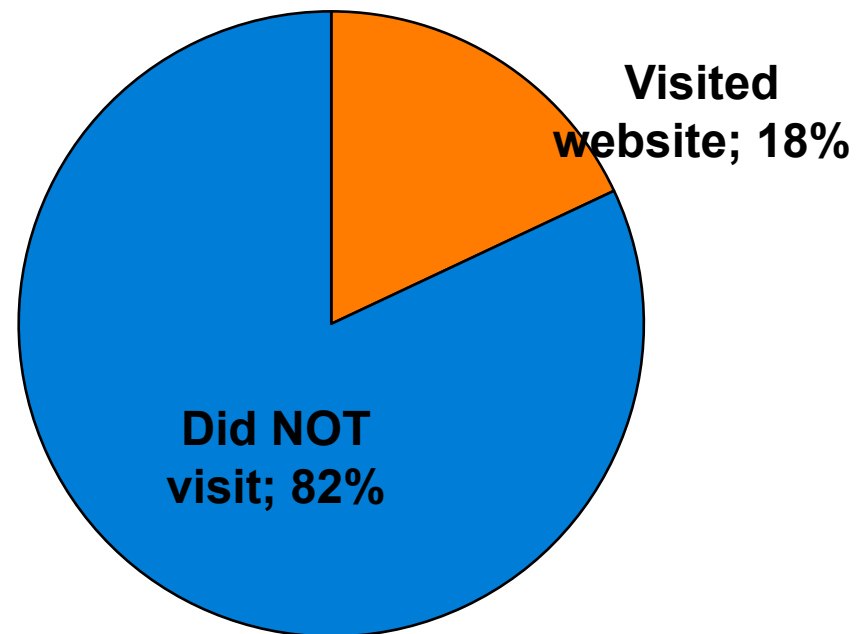
- The 3 primary sources of information regarding Guam are:
 - ✓ Guidebooks
 - ✓ Internet
 - ✓ Travel agent brochures



Sources of Information Post-arrival

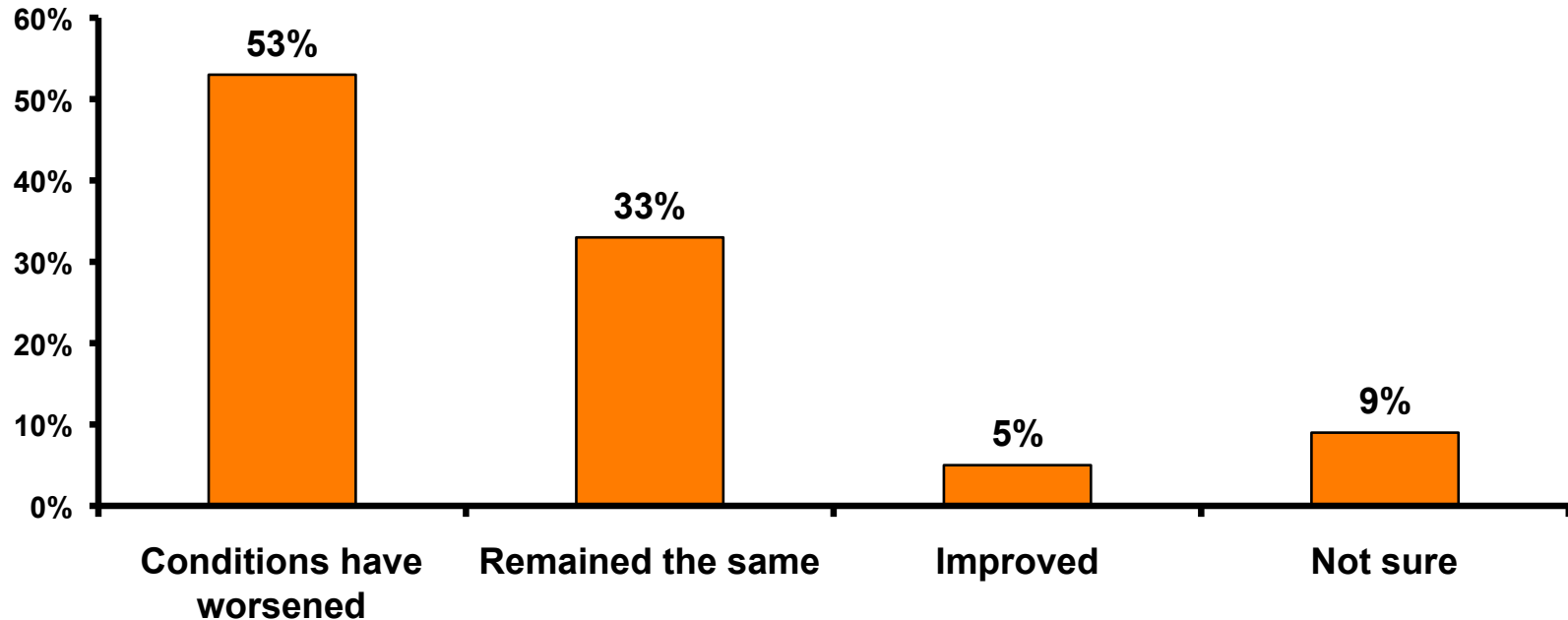


Visited GVB Website



SECTION 6 **OTHER ISSUES**

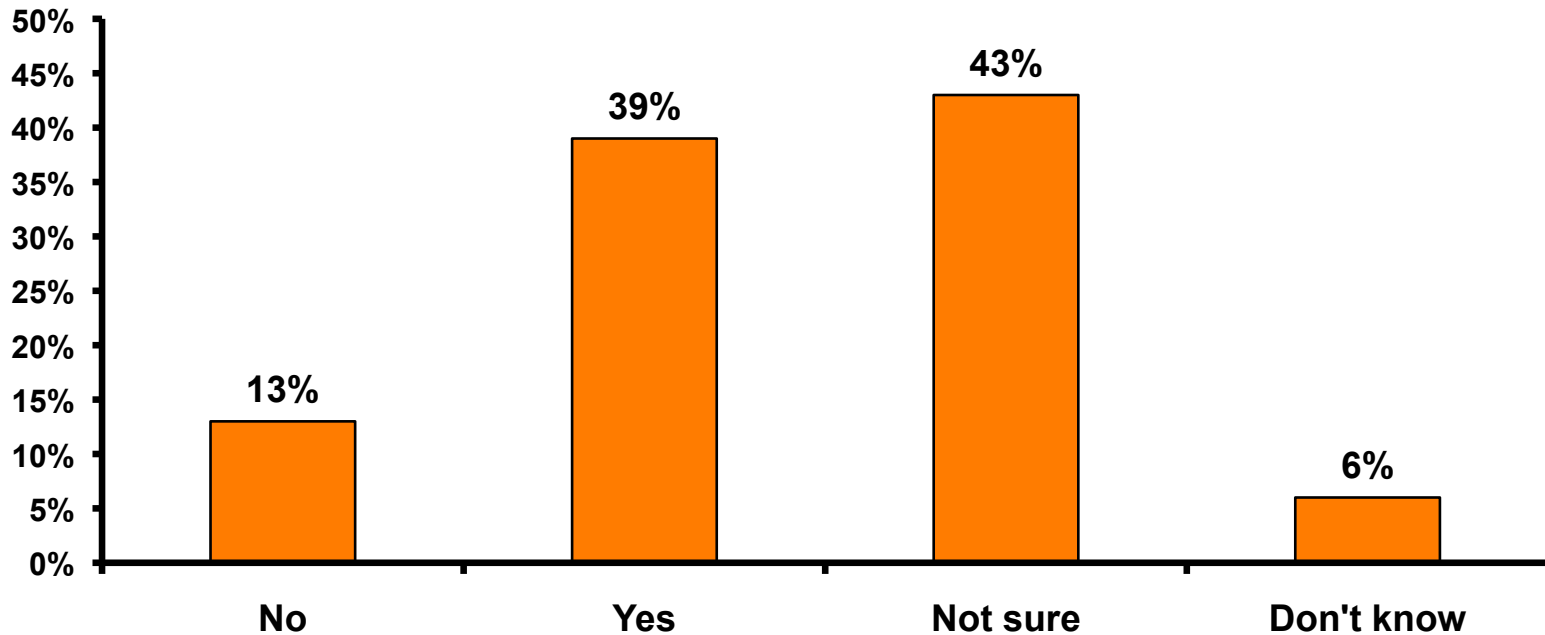
Rating the Japan economy compared to 12 months ago - Overall



Rating the Japan economy compared to 12 months ago - By Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.23	Conditions have worsened	49%	50%	55%	57%	56%	55%	53%	49%	58%	54%	53%	56%
	Conditions have remained the same	29%	33%	32%	34%	33%	28%	36%	40%	32%	33%	34%	23%
	Conditions have improved	5%	6%	6%	4%	5%	4%	4%	5%	6%	8%	7%	4%
	Do not know	18%	12%	7%	5%	7%	13%	7%	6%	4%	5%	5%	16%
Total	Count	101	1927	936	610	349	567	470	509	676	560	482	73

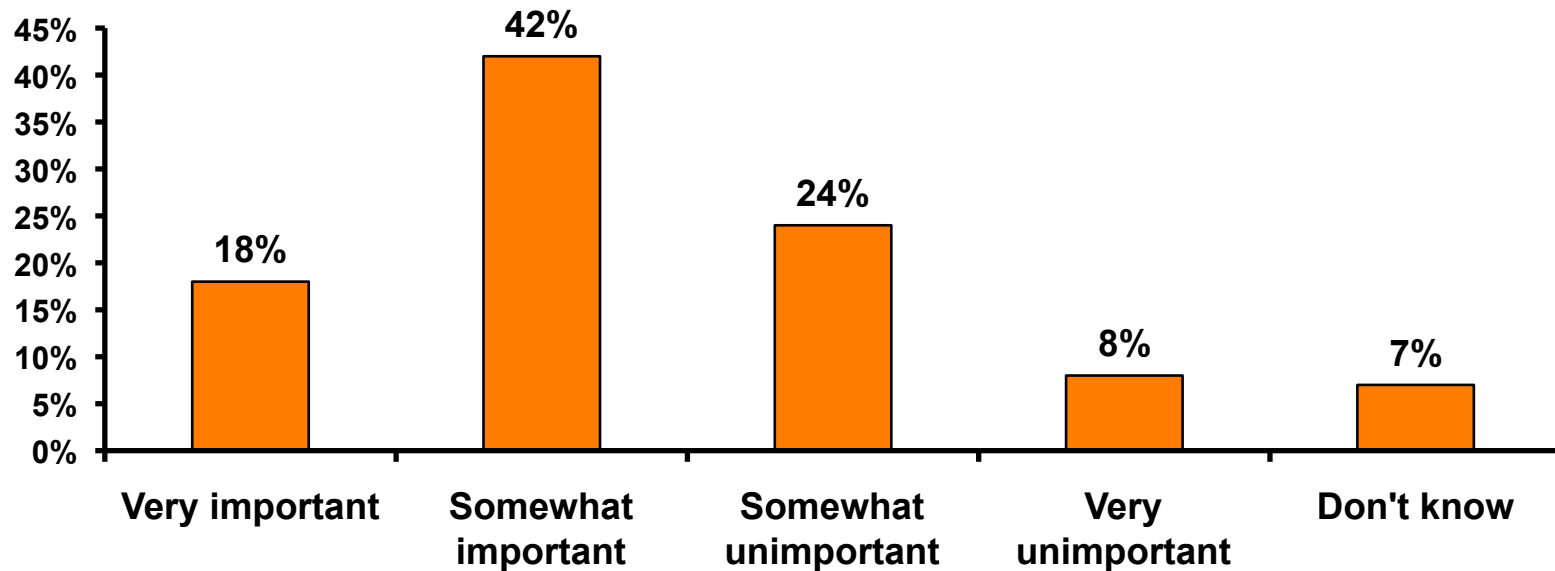
Good time to spend money on travel outside of Japan - Overall



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	12%	13%	12%	11%	12%	14%	13%	12%	13%	14%	14%	11%
	Yes	38%	38%	38%	39%	41%	40%	37%	34%	38%	43%	49%	44%
	Not sure	44%	41%	45%	46%	41%	41%	47%	50%	46%	41%	34%	34%
	Do not know	7%	7%	4%	4%	6%	5%	3%	4%	3%	2%	4%	1%
Total	Count	101	1926	936	609	348	568	470	508	675	560	480	73

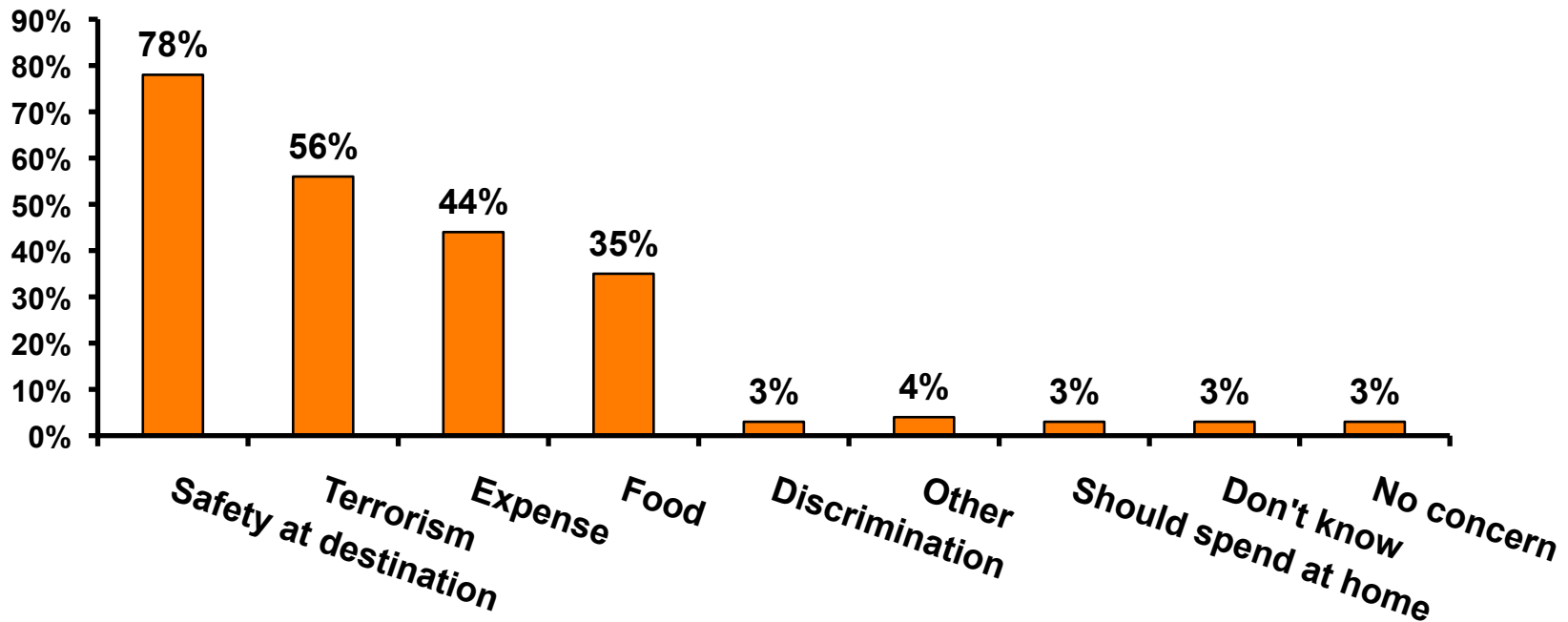
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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	8%	9%	9%	6%	7%	8%	6%	7%	9%	10%	12%	12%
	Somewhat unimportant	19%	23%	26%	26%	24%	23%	25%	19%	27%	25%	32%	23%
	Somewhat important	48%	44%	39%	41%	44%	41%	48%	47%	42%	44%	38%	38%
	Very important	16%	16%	20%	23%	18%	18%	17%	22%	20%	18%	15%	19%
	Do not know	10%	9%	6%	4%	6%	10%	5%	5%	3%	3%	3%	7%
Total	Count	101	1925	936	610	348	567	470	508	674	559	482	73

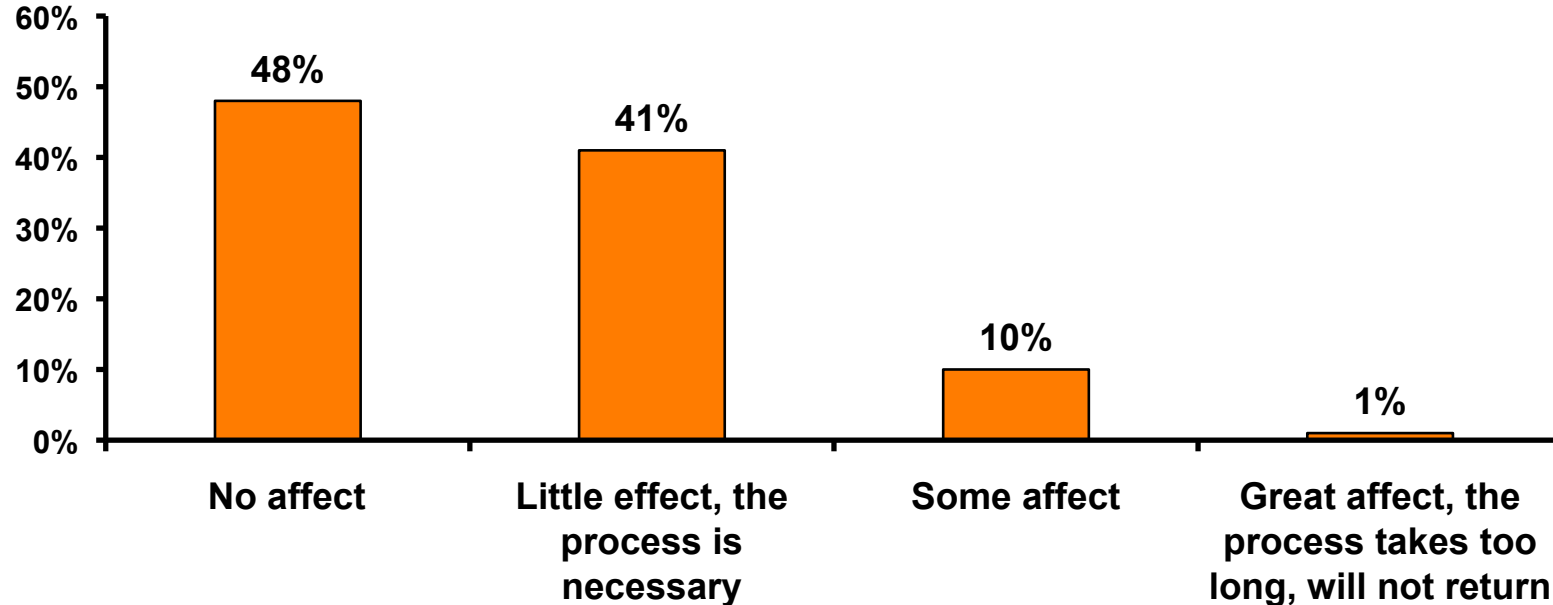
Concerns about travel outside of Japan - Overall



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	77%	78%	78%	78%	77%	82%	81%	76%	76%	82%	84%	71%
	Terrorism	58%	53%	58%	57%	61%	52%	61%	63%	58%	55%	53%	44%
	Expense	42%	46%	46%	40%	40%	46%	52%	48%	46%	44%	39%	51%
	Food	45%	38%	32%	33%	29%	42%	36%	34%	36%	36%	31%	36%
	Other	4%	4%	5%	4%	3%	5%	3%	3%	3%	4%	6%	3%
	Spending money abroad when it should be spent at home	6%	3%	3%	2%	3%	4%	3%	2%	3%	4%	2%	1%
	No concerns	3%	3%	2%	3%	3%	2%	3%	2%	3%	3%	4%	7%
	Do not know	2%	4%	3%	2%	5%	2%	1%	1%	1%	1%	1%	5%
Total	Cases	101	1929	937	610	349	568	470	509	676	560	482	73

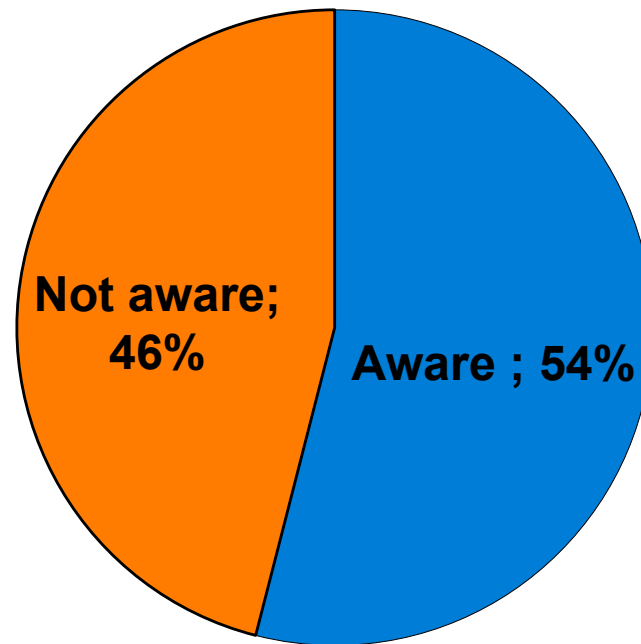
Security Screening/ Immigration Process at Guam International Airport



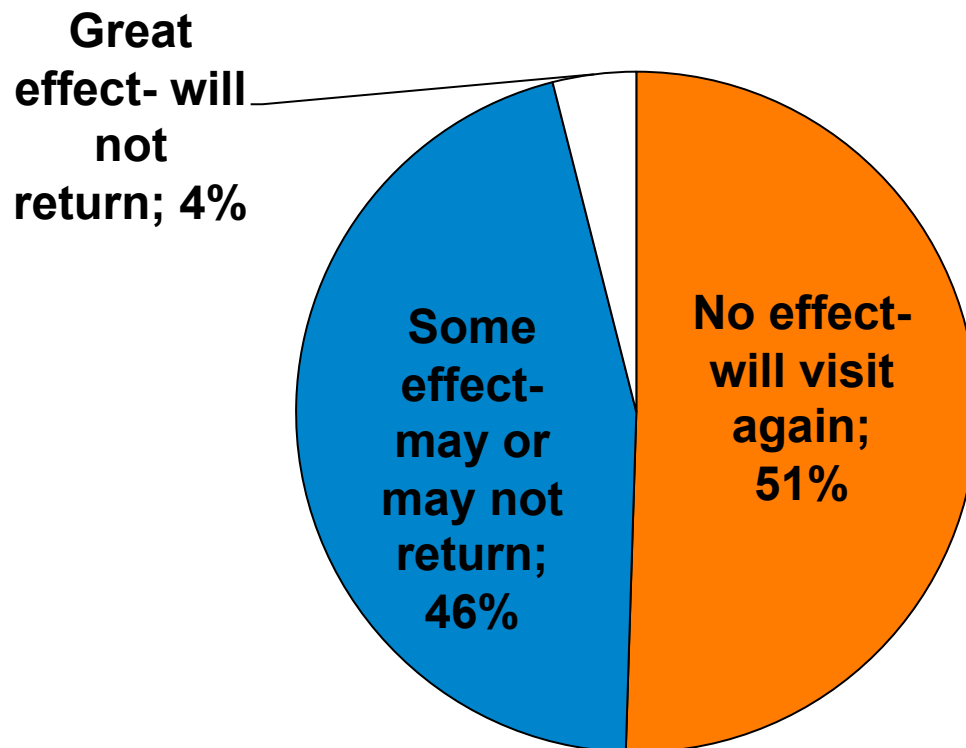
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.4** out of possible 7.0
- Agree (Score 6-7) – **11%**
- Neutral (Score 4-5) – **45%**
- Disagree (Score 1-3) – **43%**

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



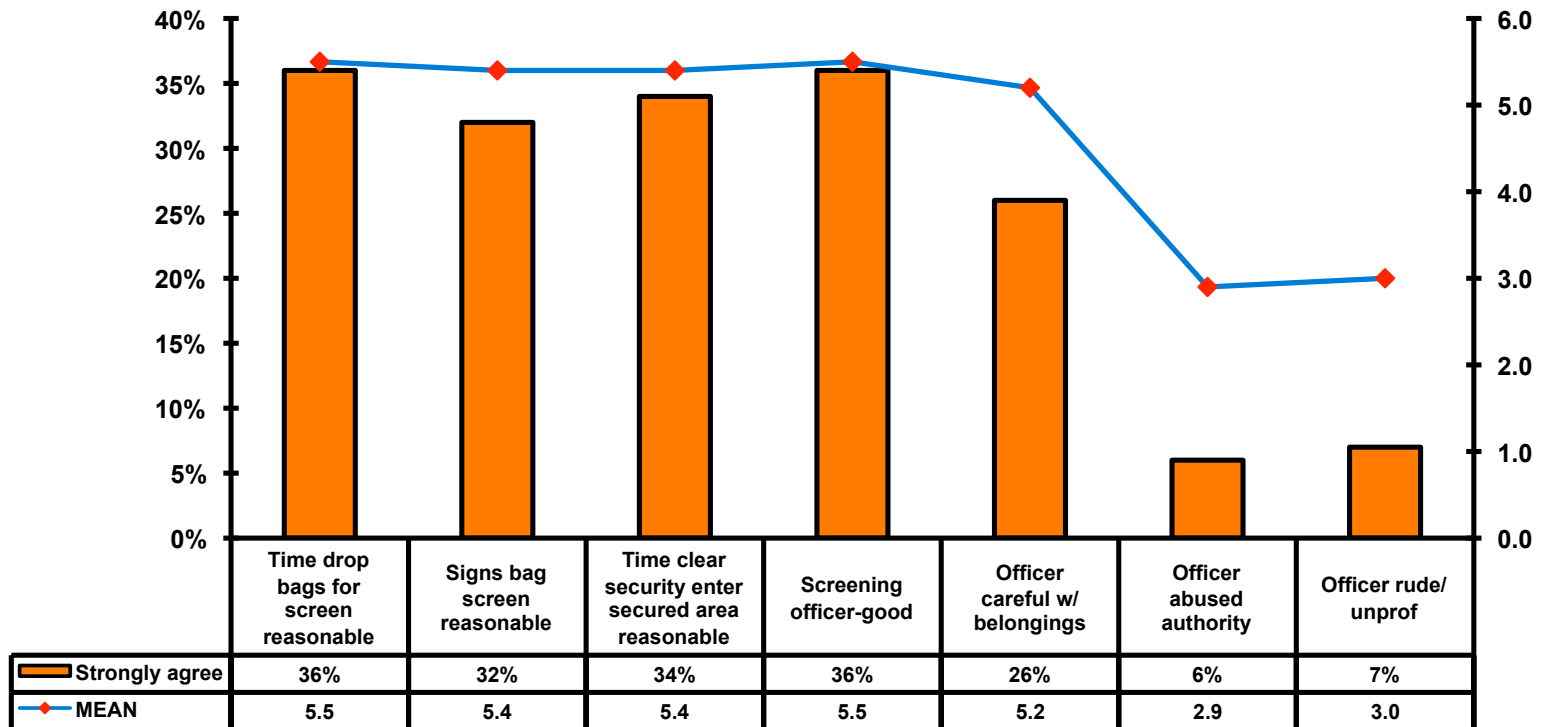
Effects of US military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

