



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2012 Data Aggregation



Prepared by: QMark Research

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Background & Methodology

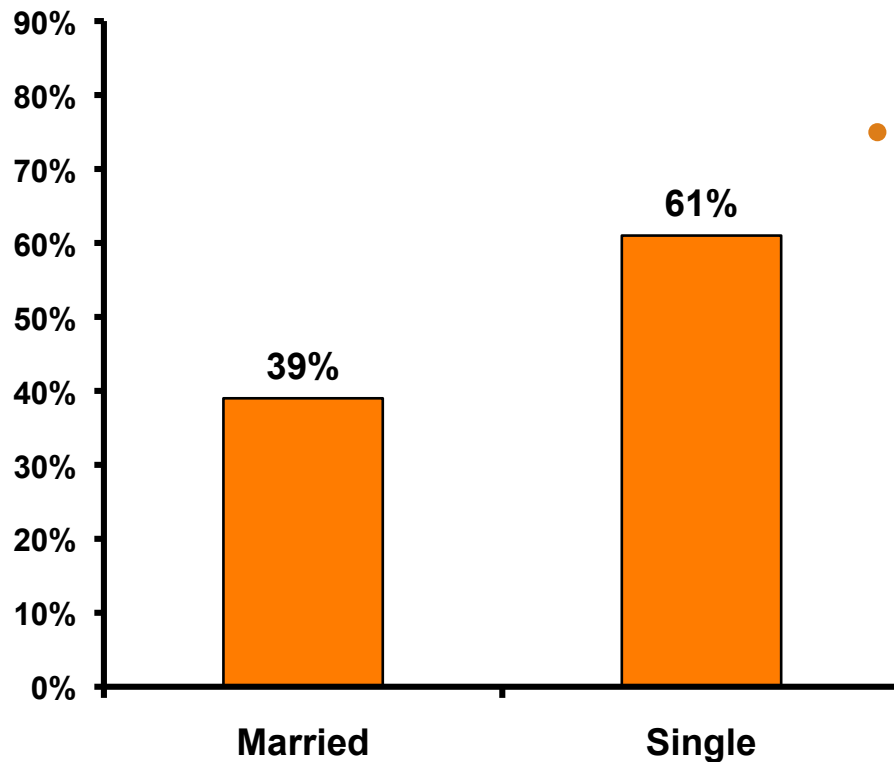
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **3923** departing 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 **3923** 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.

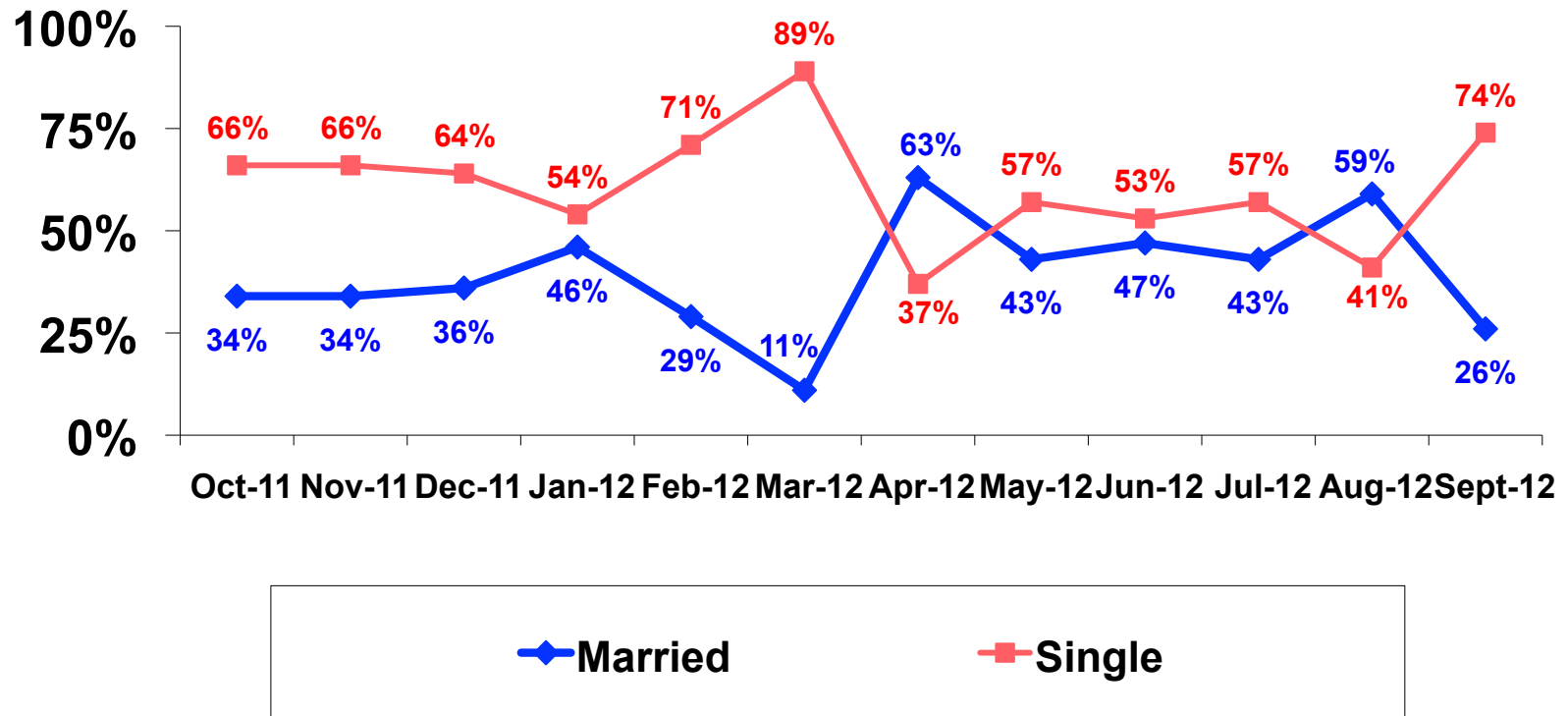
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

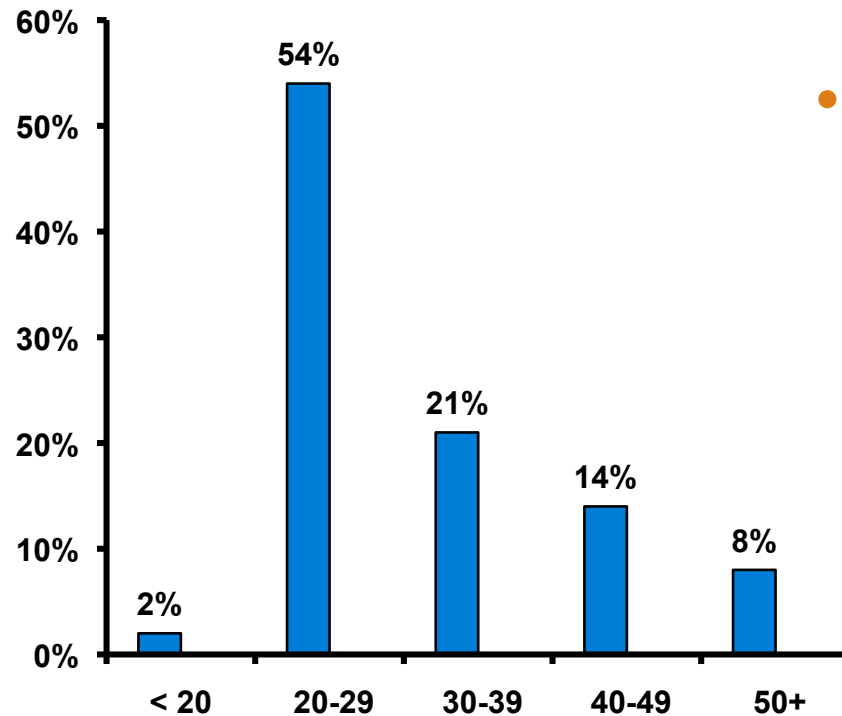


- 52% of repeat visitors are married.

Marital Status

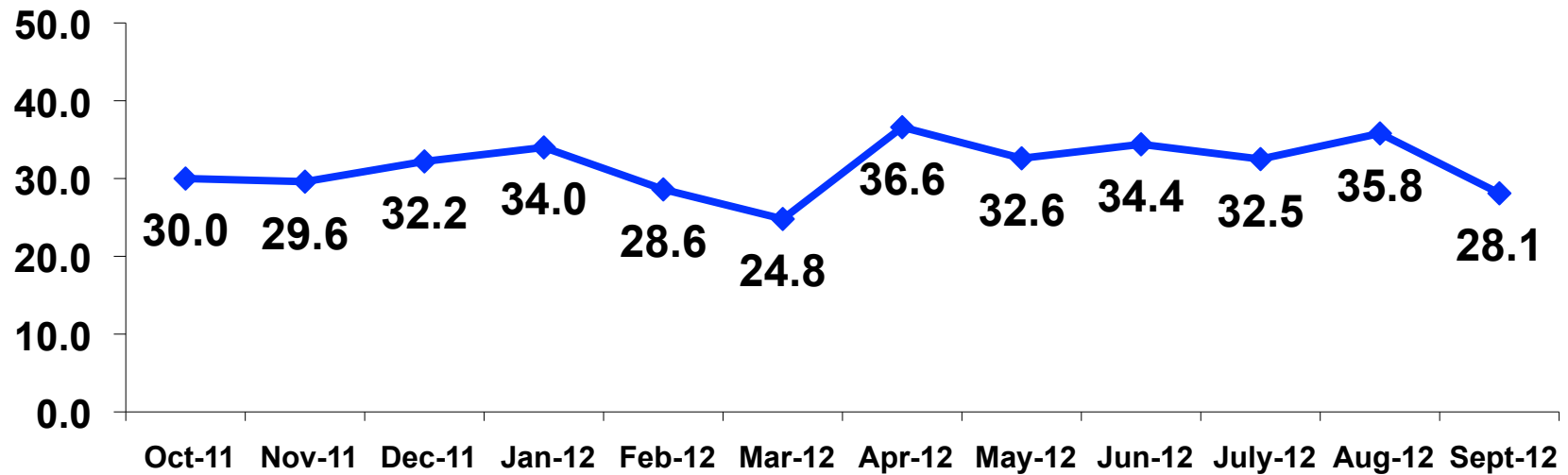


Age - Overall

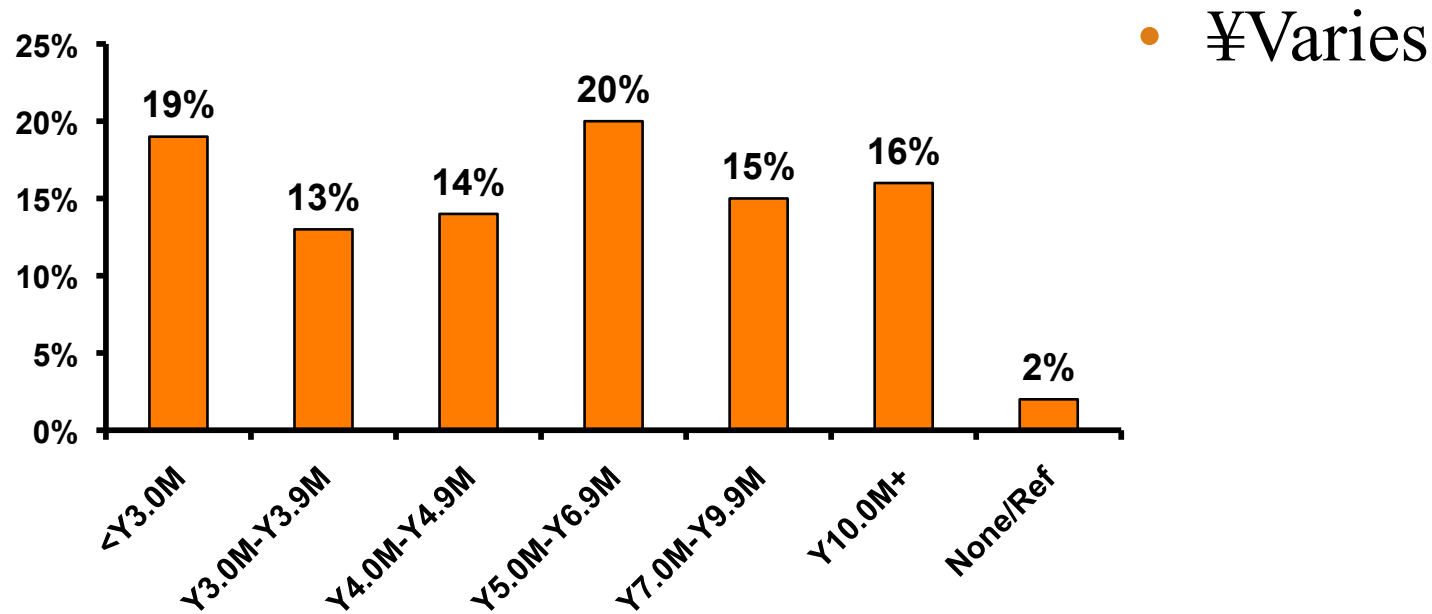


- The average age of the respondents is 31.6 years of age.

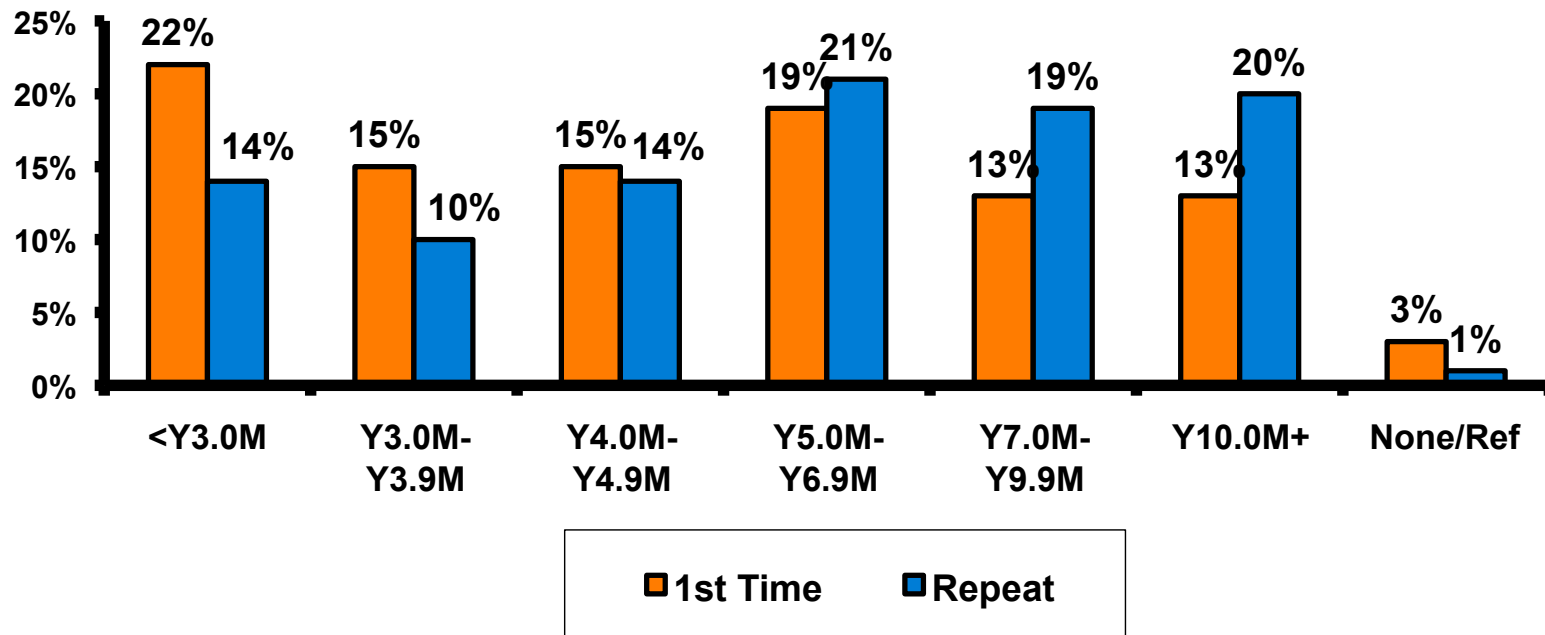
Average Age



Personal Income



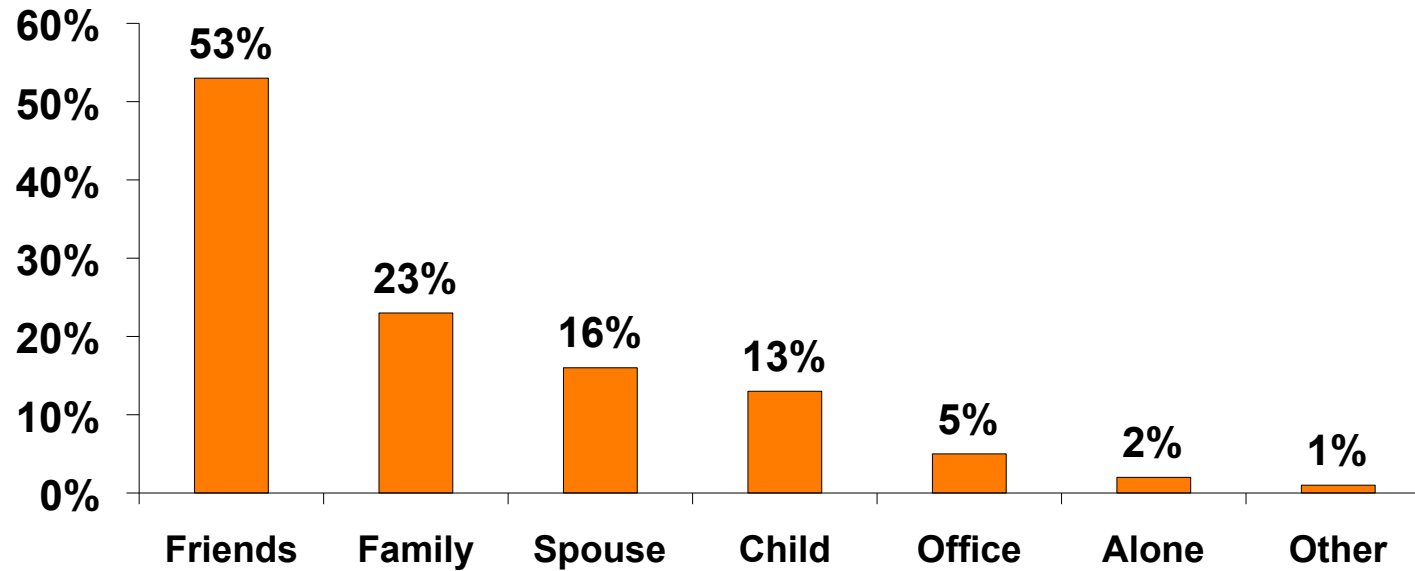
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	626	232	394	18	481	74	29	23
		19%	13%	25%	27%	28%	10%	6%	8%
Y3.0M-Y3.9M	Count	438	204	234	4	290	97	25	21
		13%	12%	15%	6%	17%	13%	5%	8%
Y4.0M-Y4.9M	Count	481	271	210	8	253	138	52	28
		14%	16%	13%	12%	15%	18%	10%	10%
Y5.0M-Y6.9M	Count	666	381	285	9	263	183	143	67
		20%	22%	18%	13%	15%	24%	28%	24%
Y7.0M-Y9.9M	Count	514	324	190	7	158	150	135	63
		15%	19%	12%	10%	9%	20%	26%	23%
Y10.0M+	Count	530	298	232	14	212	106	124	73
		16%	17%	15%	21%	12%	14%	24%	26%
No Inc	Count	79	29	50	7	64	3	2	3
		2%	2%	3%	10%	4%	0%	0%	1%
Total	Count	3334	1739	1595	67	1721	751	510	278

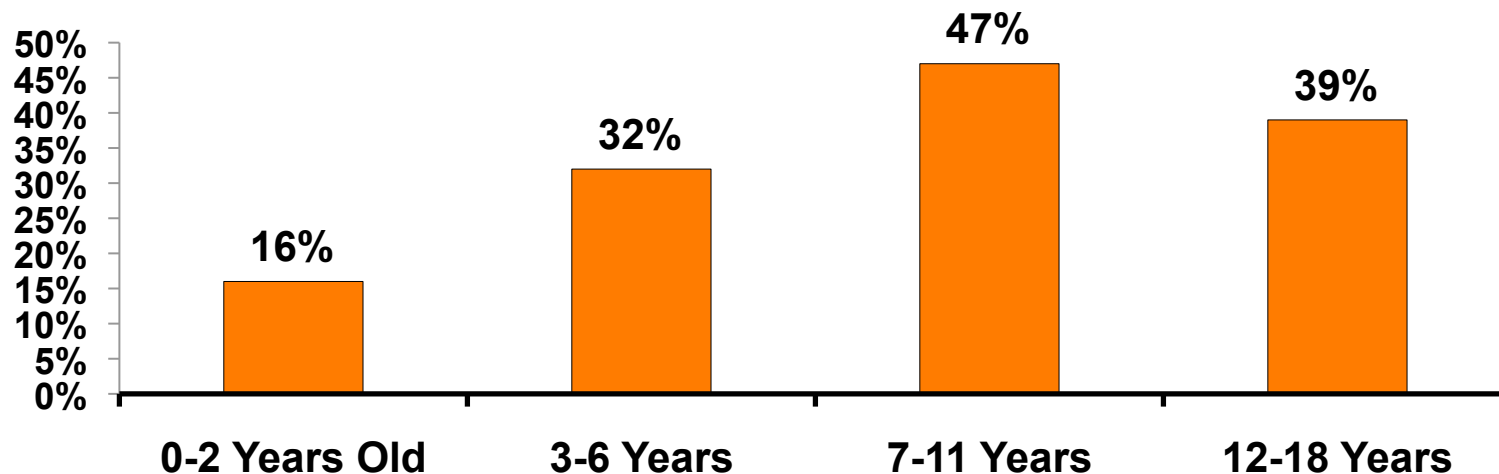
Travel Companions



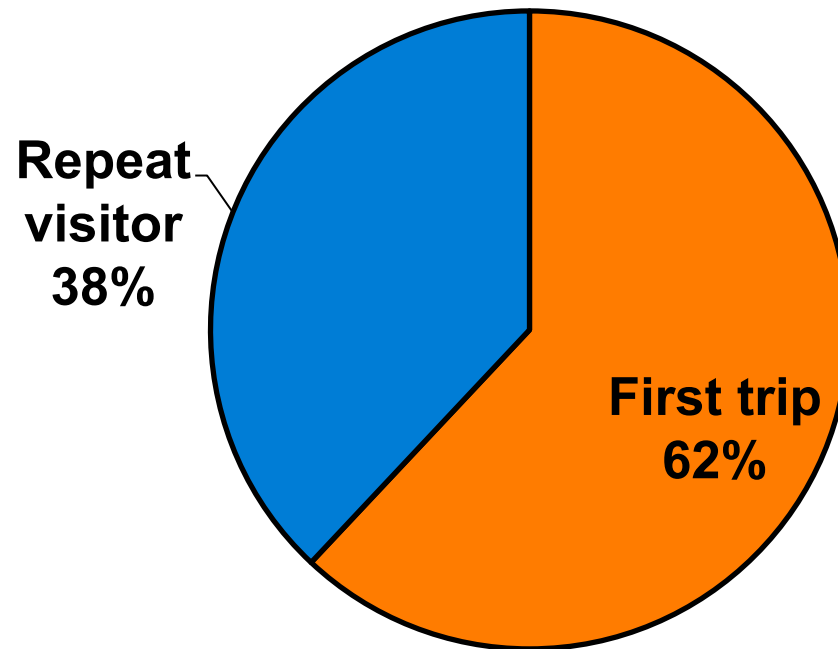
Number of Children Travel Party

N=491 total respondents traveling with children.

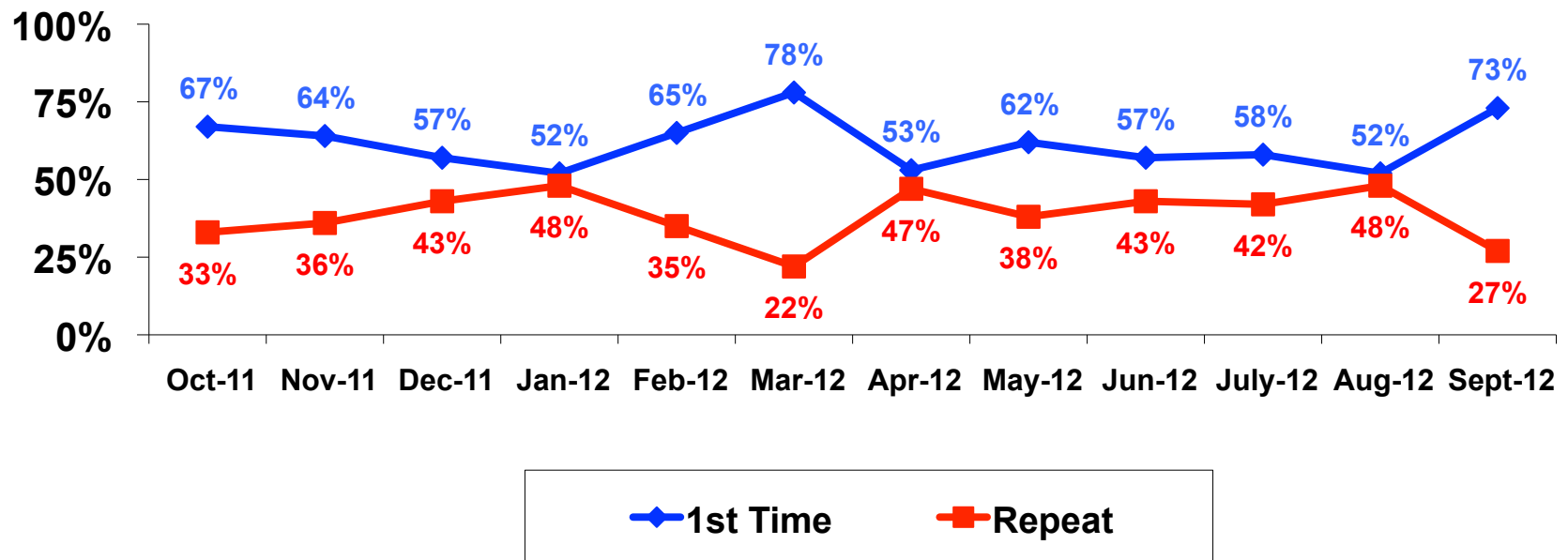
(Of those N=491 respondents, there is a total of 795 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



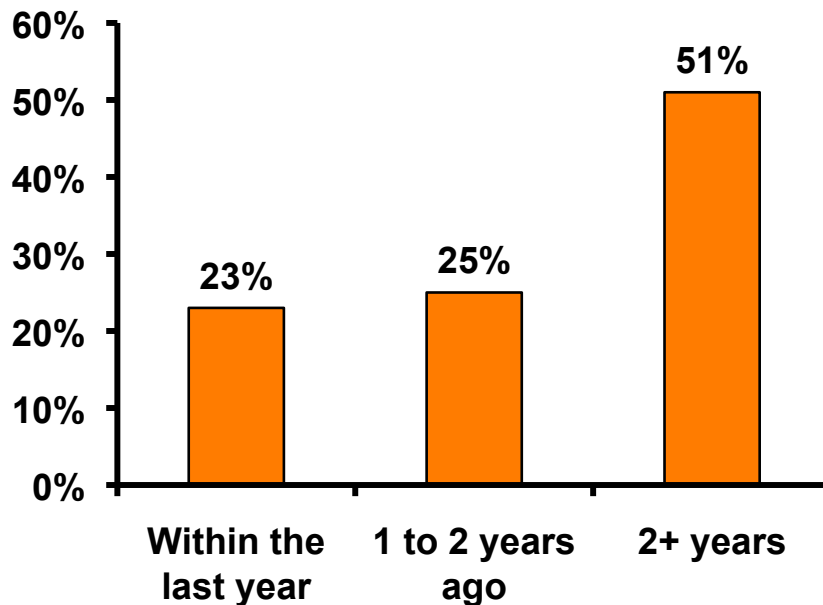
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	1957	1165	789
			50%	48%	52%
	Female	Count	1966	1247	717
			50%	52%	48%
Total	Count		3923	2412	1506
AGE	<20	Count	96	80	16
			2%	3%	1%
	20-29	Count	2121	1556	562
			54%	65%	37%
	30-39	Count	823	420	402
			21%	17%	27%
	40-49	Count	559	210	348
		14%	9%	23%	
	50+	Count	317	143	174
			8%	6%	12%
Total	Count		3916	2409	1502

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

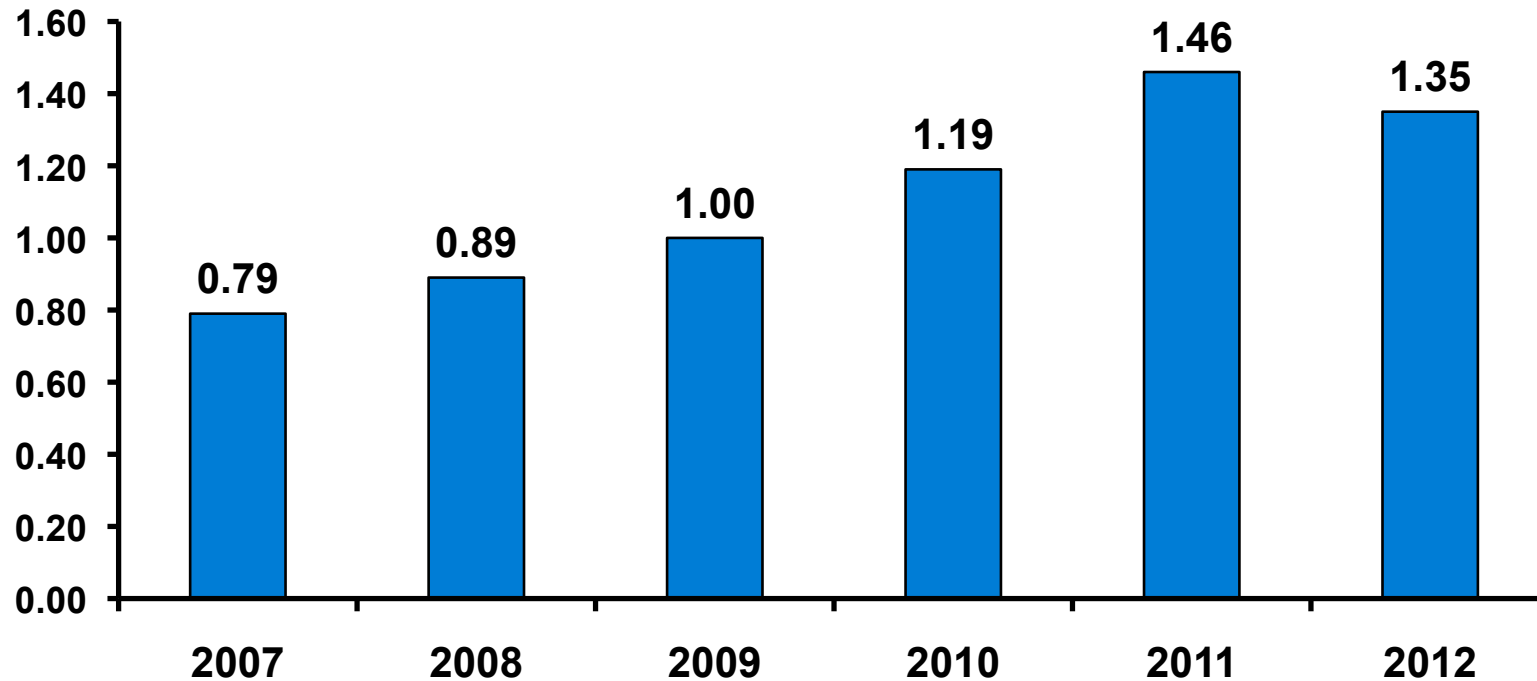
Repeat Visitors Last Trip

n = 1496



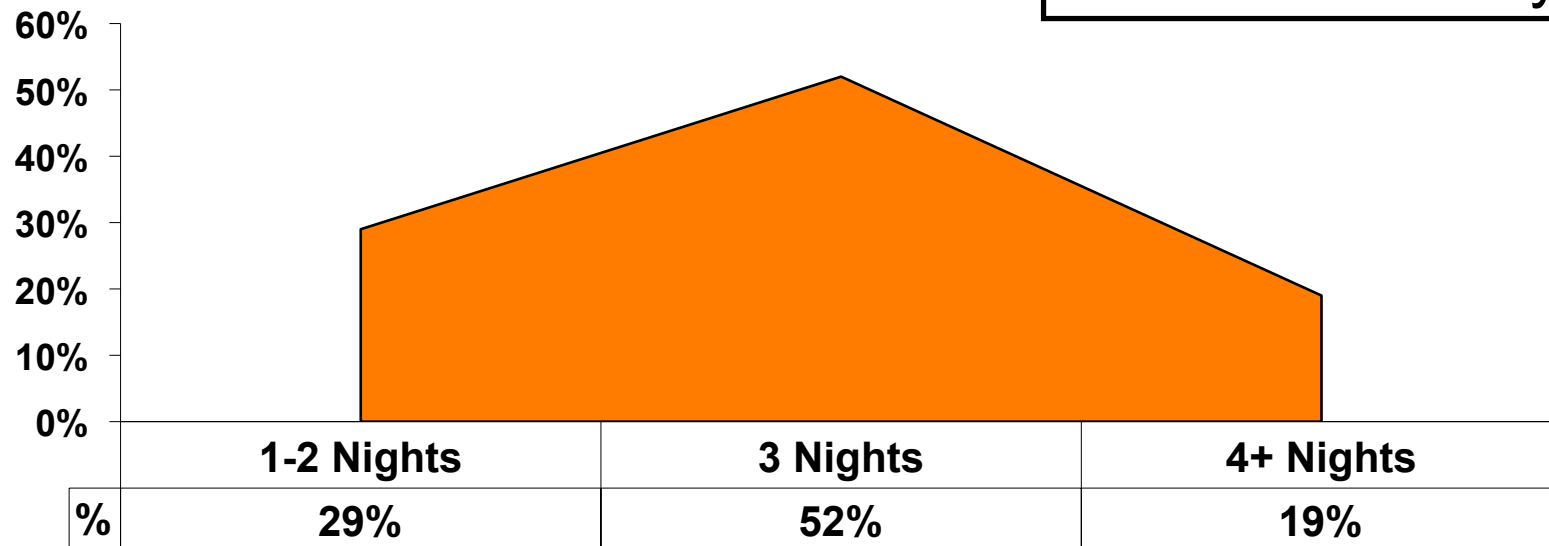
- The average repeat visitor has been to Guam 3.0 times.
- A little less than half the repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2007-2012) (2 nights or more)

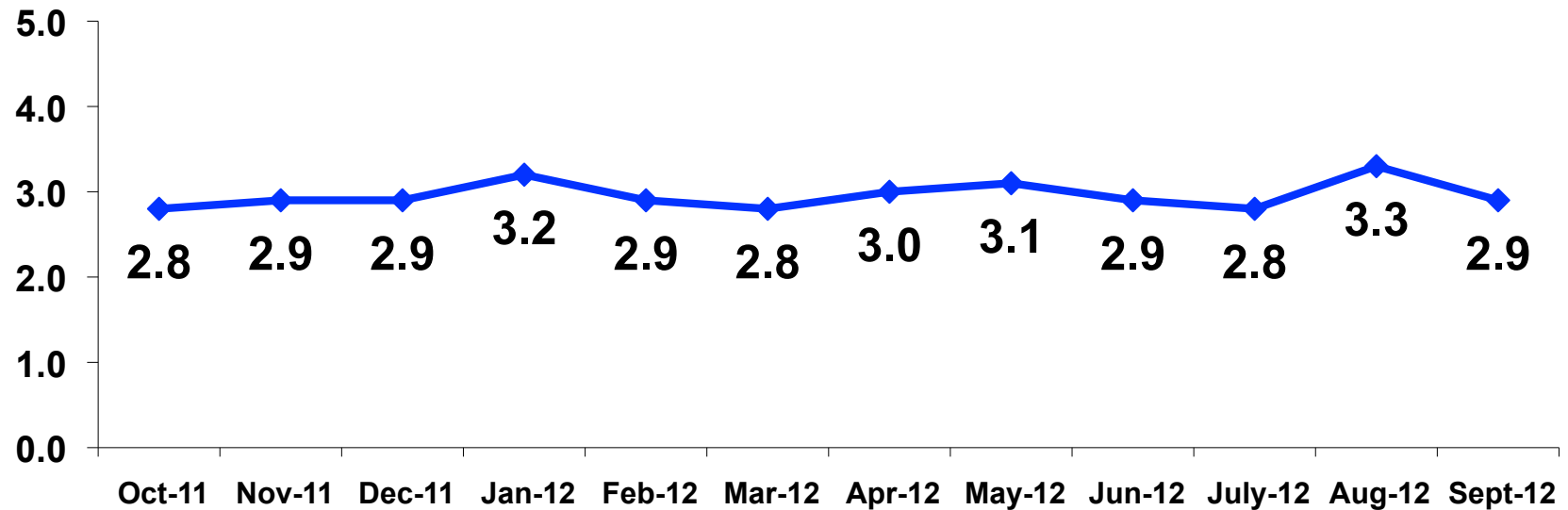


Length of Stay

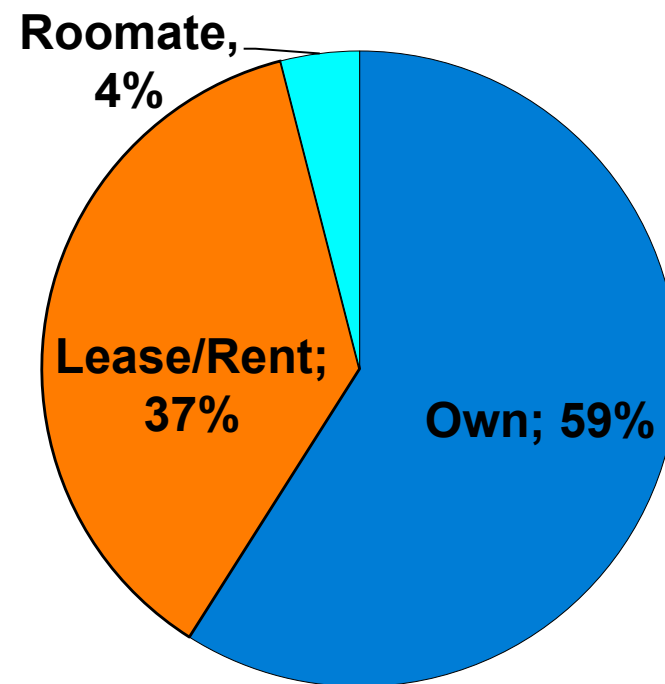
Mean = 3.00 Days
Median = 3.0 Days



Average Length of Stay



Living Accommodations

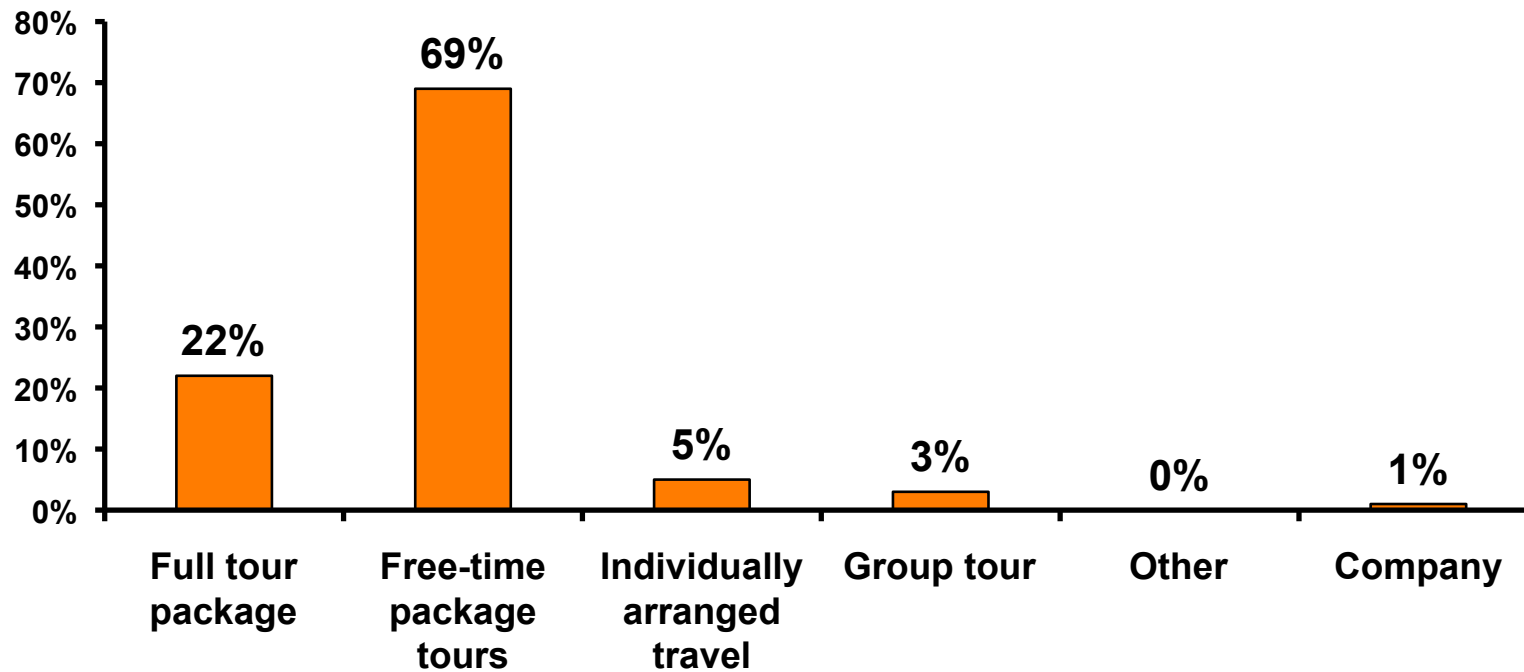


Occupation by Income

	TOTAL	PERSONAL INCOME							No Inc
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+		
Q.29 Student	21%	22%	7%	13%	13%	13%	20%	80%	
Co. Employee: Engineer	15%	15%	23%	19%	18%	17%	8%		
Co. Employee: Office Worker Non-Managerial	15%	16%	22%	17%	14%	14%	14%	1%	
Co. Employee: Salesperson	10%	6%	13%	15%	14%	12%	7%		
Self Employed	7%	4%	7%	8%	8%	8%	10%	3%	
Co. Employee: Manager	5%	1%	2%	2%	7%	11%	10%		
Homemaker	5%	3%	4%	5%	6%	7%	6%	3%	
Professional or Specialist	4%	4%	5%	5%	3%	3%	7%		
Skilled Worker	4%	7%	6%	3%	4%	3%	1%		
Freeter	3%	9%	1%	1%	1%	1%	1%	4%	
Government Employee: Office Worker Non-Managerial	3%	3%	3%	5%	3%	2%	2%		
Other	3%	4%	2%	3%	3%	2%	2%		
Teacher	2%	2%	2%	1%	2%	3%	2%		
Unemployed	1%	2%	1%	1%	0%	1%	1%	9%	
Co. Employee: Executive	1%	0%	0%	0%	1%	1%	5%		
Government Employee: Manager	1%		0%	0%	1%	1%	2%		
Free-lancer	0%	0%		1%	0%	1%	1%		
Retired	0%	0%	1%	1%	1%	0%		1%	
Government Employee: Executive	0%	0%	0%	0%		0%			
Total Count	3821	623	433	478	665	512	528	79	

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

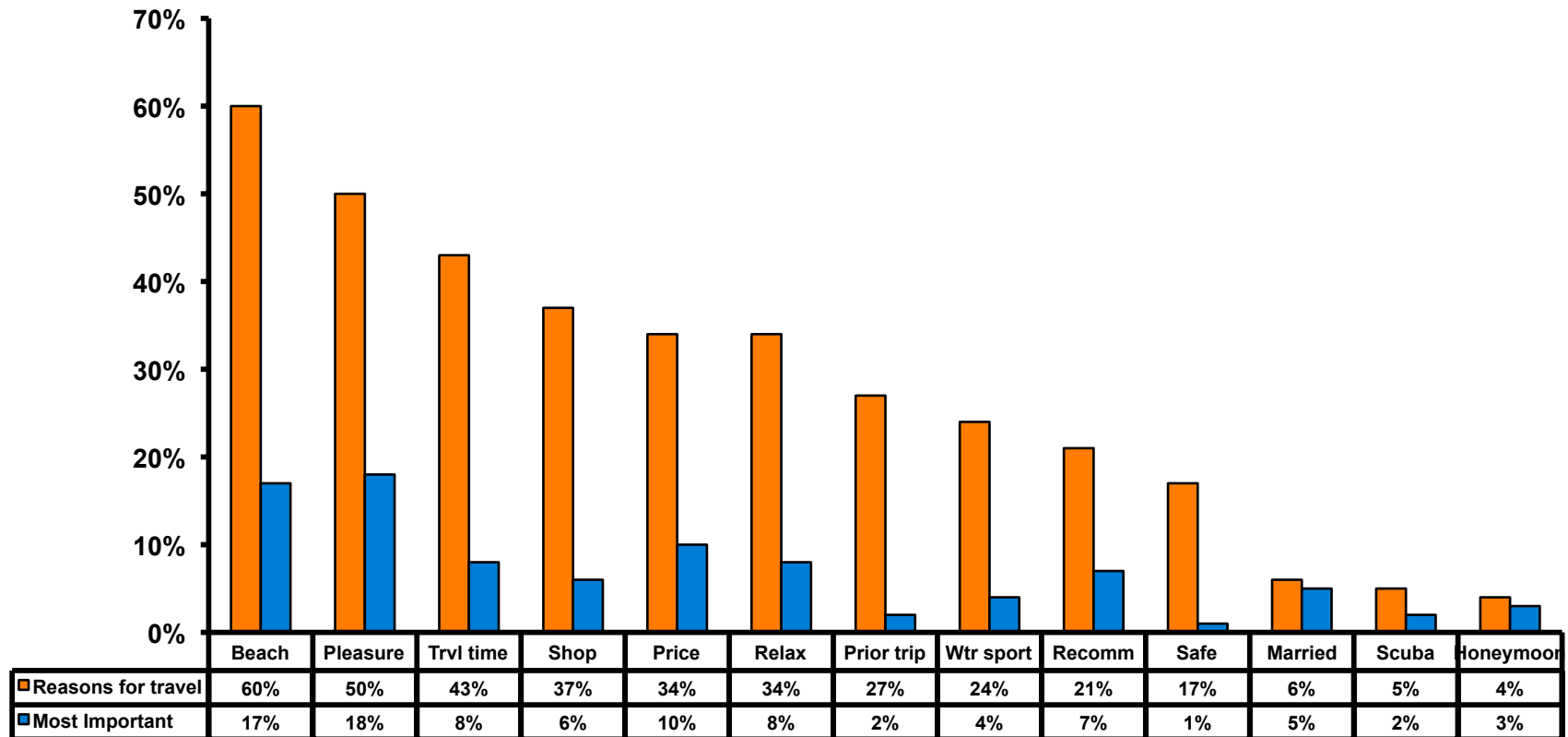


Accommodation by Income

Average length of stay: 3.00 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	19%	22%	21%	22%	17%	17%	19%	24%	
Guam Reef Hotel	9%	10%	10%	9%	9%	9%	8%	11%	
Pacific Bay Hotel	7%	8%	8%	7%	8%	6%	5%	1%	
Grand Plaza Hotel	7%	9%	7%	5%	5%	6%	6%	3%	
Outrigger Guam Resort	6%	3%	8%	8%	6%	7%	9%	1%	
Oceanview Hotel	5%	6%	5%	6%	4%	4%	3%	6%	
Pacific Islands Club PIC	5%	3%	4%	3%	6%	6%	6%	3%	
Hilton Guam Resort & Spa	4%	2%	5%	4%	6%	7%	5%		
Onward Beach Resort	4%	4%	3%	4%	5%	5%	6%	5%	
Fiesta Resort Guam	4%	4%	5%	5%	4%	4%	3%	3%	
Holiday Resort Guam	4%	4%	3%	4%	4%	4%	4%	3%	
Hotel Nikko Guam	3%	3%	2%	4%	4%	4%	4%	3%	
Bayview Hotel	4%	4%	2%	3%	3%	3%	3%	6%	
Royal Orchid Guam	3%	3%	3%	4%	3%	3%	2%	9%	
The Westin Resort Guam	3%	1%	3%	3%	4%	2%	4%		
Leo Palace Resort	3%	2%	2%	2%	3%	3%	2%	1%	
Hyatt Regency Guam	2%	2%	2%	3%	2%	3%	3%	1%	
Sheraton Laguna Resort	2%	2%	1%	2%	3%	3%	2%	3%	
Guam Marriott Resort Hotel	2%	2%	2%	1%	2%	1%	3%	1%	
Hotel Sane Fe	1%	3%	1%	1%	1%	1%	1%	1%	
Ramada Suites Guam	1%	1%	2%	1%	1%	1%	1%	1%	
Tumon Bay Capital Hotel	0%	0%	0%	0%	1%	0%	1%	3%	
Other	0%				0%	1%	0%		
Guam Aurora Resort Villa & Spa	0%	0%	0%			0%	0%		
Condominium	0%	0%			0%				
Days Inn Tamuning	0%					0%	0%		
Apartment	0%							1%	
Relatives, Friends, Home Stay	0%				0%				
Total Count	3917	625	438	481	665	513	529	79	

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Pleasure,
- Guam's natural beauty/ beaches and
- Price

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	60%	68%	63%	56%	61%	49%	58%	63%
Pleasure	50%	63%	54%	44%	48%	38%	46%	55%
Short travel time	43%	29%	38%	48%	56%	46%	44%	43%
Shopping	37%	46%	41%	33%	32%	31%	29%	46%
Price of the tour package	34%	36%	35%	31%	36%	34%	33%	35%
Just to relax	34%	21%	31%	37%	43%	32%	34%	34%
A previous visit	27%	9%	18%	36%	46%	37%	29%	25%
Water sports	24%	33%	28%	18%	21%	11%	21%	27%
Recommendation of friend, relative, travel agency	21%	26%	27%	13%	12%	18%	16%	26%
It is a safe place to spend a vacation	17%	15%	12%	17%	28%	24%	18%	15%
To get married or Attend wedding	6%		5%	8%	3%	13%	7%	4%
SCUBA diving	5%	3%	6%	5%	6%	3%	6%	5%
Honeymoon	4%		5%	6%	1%	0%	7%	1%
Other	4%		4%	2%	4%	4%	3%	4%
Company or Business trip	3%		2%	4%	3%	1%	3%	3%
To golf	2%	1%	1%	3%	3%	7%	3%	1%
To visit friends or relatives	2%	1%	2%	1%	2%	2%	2%	2%
Organized Sporting Activity	1%	3%	1%	1%	3%	2%	2%	1%
My company sponsored me	1%	1%	0%	1%	2%	2%	1%	0%
Promotional materials from GVB	1%		1%	0%	1%	1%	1%	0%
Special promotion	1%		1%	1%	1%	1%	0%	1%
Career certification or testing	0%	1%	0%	0%	0%		0%	0%
Convention, Conference, Trade show	0%	1%	0%				0%	0%
Total Cases	3919	95	2120	823	558	316	1954	1965

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	60%	57%	60%	60%	60%	63%	62%	59%	
Pleasure	50%	47%	49%	51%	50%	47%	53%	52%	
Short travel time	43%	33%	43%	43%	47%	50%	50%	33%	
Shopping	37%	41%	36%	36%	36%	37%	41%	29%	
Just to relax	34%	27%	31%	35%	38%	39%	39%	34%	
Price of the tour package	34%	33%	32%	33%	33%	40%	33%	33%	
A previous visit	27%	22%	21%	28%	31%	37%	37%	15%	
Water sports	24%	27%	25%	21%	22%	23%	24%	20%	
Recommendation of friend, relative, travel agency	21%	24%	21%	23%	19%	14%	20%	25%	
It is a safe place to spend a vacation	17%	11%	17%	19%	20%	22%	20%	6%	
To get married or Attend wedding	6%	6%	7%	9%	7%	4%	5%	4%	
SCUBA diving	5%	6%	6%	6%	6%	6%	5%	5%	
Honeymoon	4%	5%	8%	6%	4%	2%	2%		
Other	4%	2%	3%	2%	4%	4%	3%	10%	
Company or Business trip	3%	5%	4%	2%	2%	1%	2%		
To golf	2%	1%	2%	2%	2%	3%	5%		
To visit friends or relatives	2%	1%	1%	2%	2%	3%	2%	1%	
Organized Sporting Activity	1%	1%	2%	1%	2%	2%	1%		
My company sponsored me	1%		0%	1%	1%	2%	1%		
Special promotion	1%	1%	1%	1%	0%	1%	0%		
Promotional materials from GVB	1%	1%	1%	0%	0%	0%		1%	
Career certification or testing	0%	0%	0%		0%	0%	0%		
Convention, Conference, Trade show	0%								
Total Cases	3919	626	438	481	665	512	530	79	

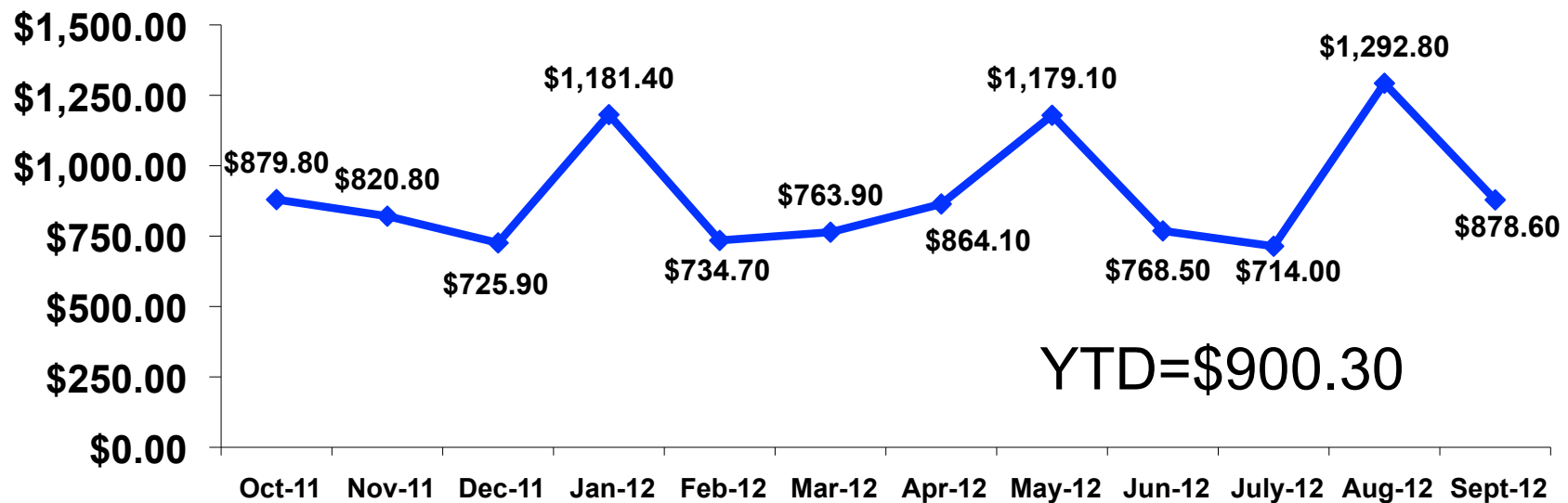
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥Varies/US\$1

- \$1,820.20 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$25,990 = maximum (highest amount recorded for the entire sample)
- \$900.30 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

¥Varies=\$1

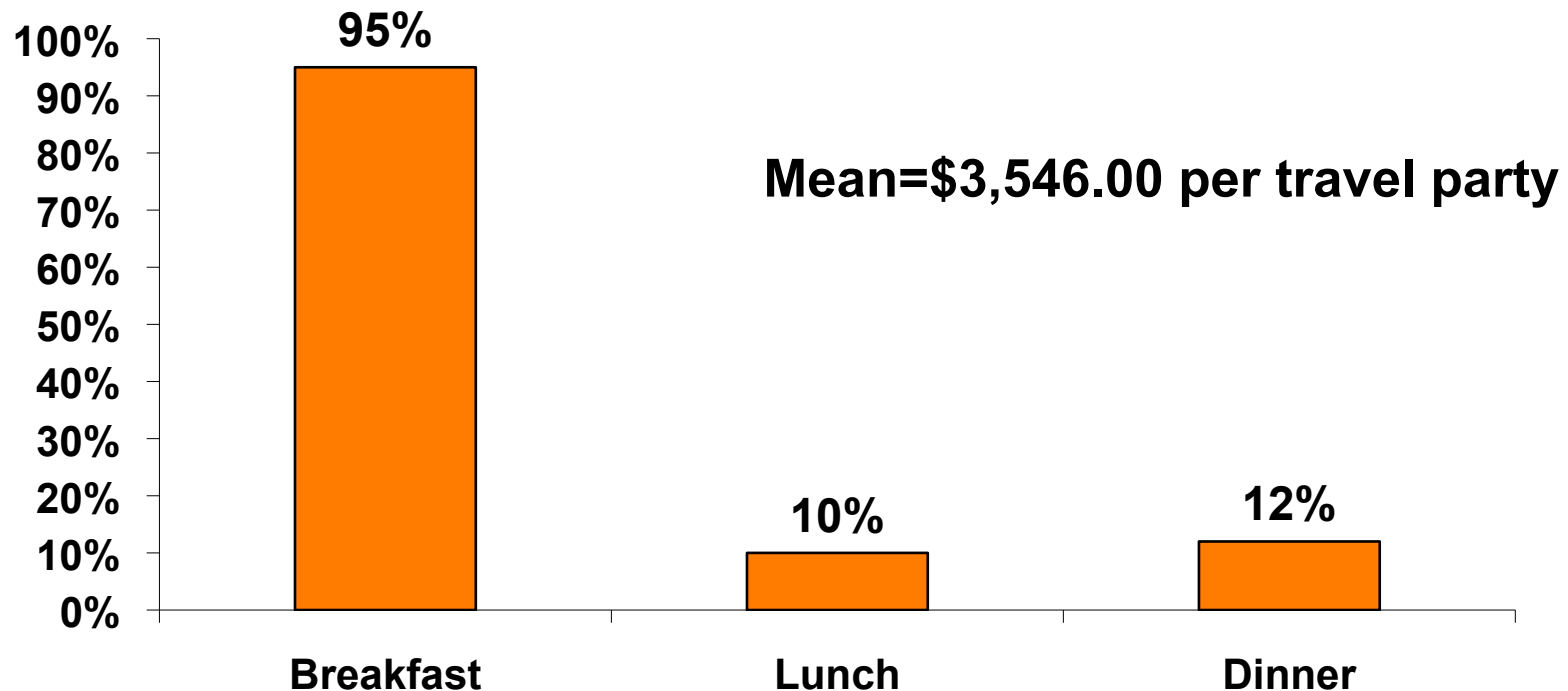
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$1,681.20
Air & Accommodation w/ daily meal package	\$3,546.00
Air only	\$1,836.40
Accommodation only	\$1,136.90
Accommodation w/ daily meal only	\$838.10
Food & Beverages in Hotel	\$194.20
Ground transportation - Japan	\$156.70
Ground transportation - Guam	\$100.80
Optional tours/ activities	\$302.40
Other expenses	\$420.20
Total Prepaid	\$1,820.20

Prepaid Meal Breakdown

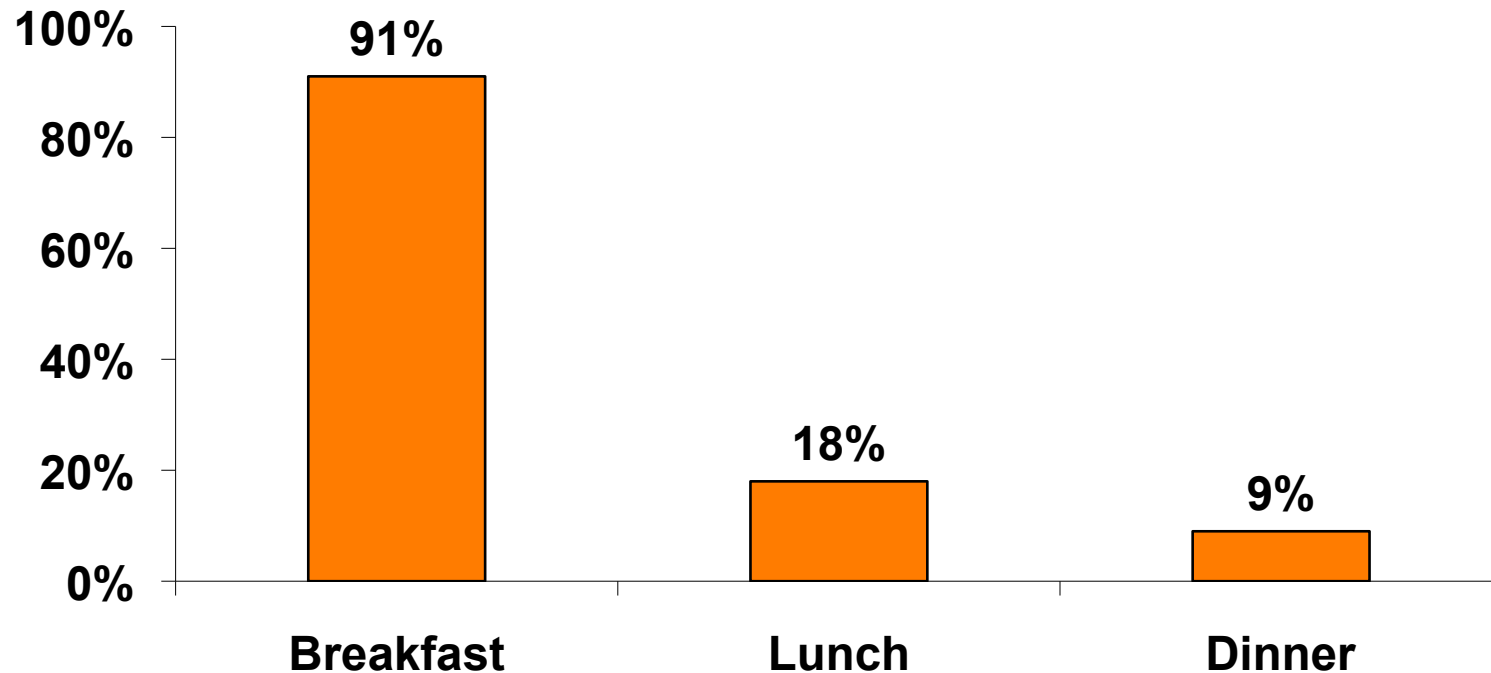
Air/ Accommodations with Daily Meal Package

n=344



Prepaid Meal Breakdown

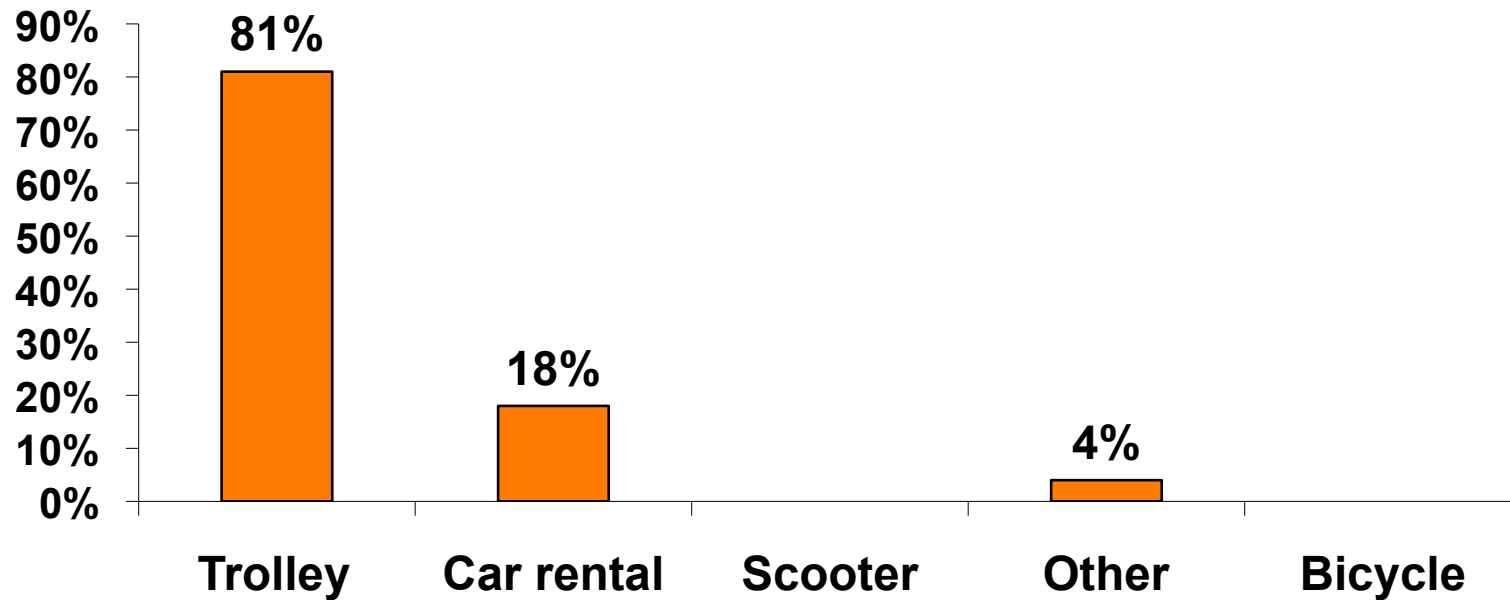
Accommodations with Daily Meal Package n=11



Mean=\$838.10per travel party

Prepaid Ground Transportation

n=130

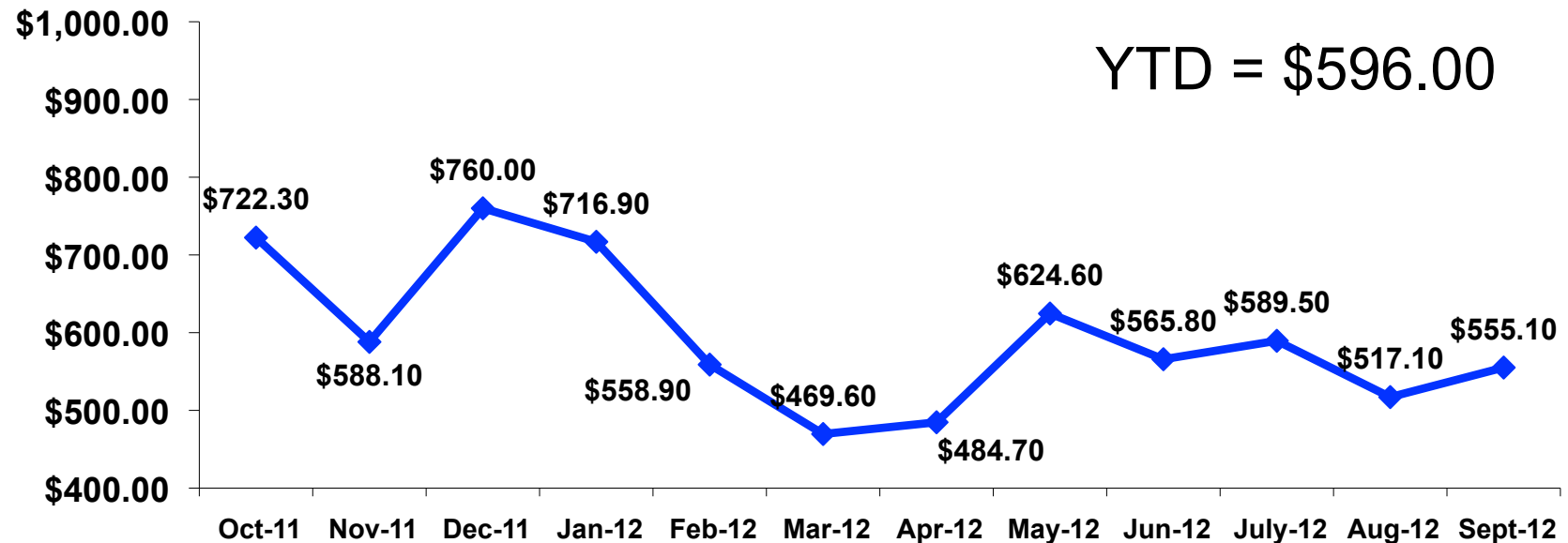


Mean=\$100.80 per travel party

On-Island Expenditures

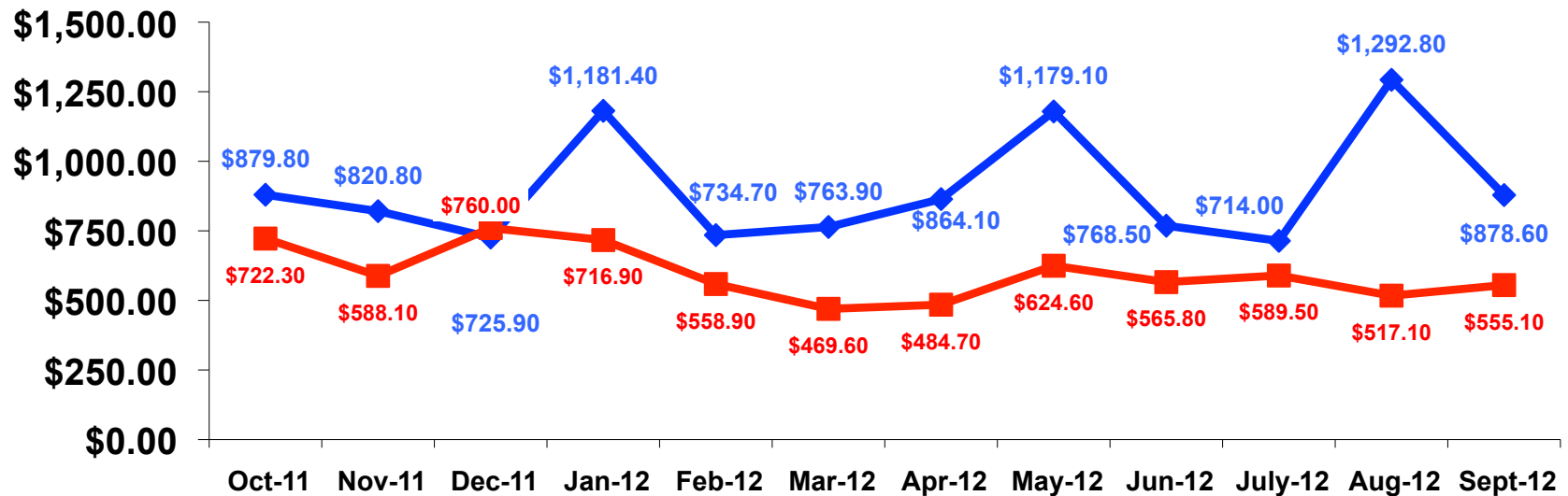
- \$899.50 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$12,000 = Maximum (highest amount recorded for the entire sample)
- \$596.00 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid / On-Island Expenditures Per Person

Prepaid YTD = \$900.30 On-Island YTD = \$596.00



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	\$899.50	\$983.17	\$816.24	\$616.15	\$763.14	\$1,113.94	\$1,146.17	\$1,289.83	\$633.03	\$694.69	\$980.48	\$1,275.63	\$1,050.57
Median	\$600	\$680	\$570	\$550	\$500	\$800	\$800	\$1,000	\$500	\$500	\$668	\$1,000	\$800

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$33.13	\$47.13	\$19.18	\$9.82	\$15.98	\$37.27	\$64.90	\$88.06
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF REST/CONV	Mean	\$33.96	\$40.94	\$27.01	\$23.55	\$24.99	\$39.27	\$53.70	\$47.52
	Median	\$10	\$20	\$10	\$10	\$10	\$15	\$25	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$80.68	\$104.32	\$57.14	\$37.22	\$51.03	\$108.33	\$136.78	\$119.64
	Median	\$30	\$50	\$20	\$10	\$15	\$50	\$80	\$50
OPTIONAL TOUR	Mean	\$97.06	\$111.58	\$82.60	\$73.01	\$82.43	\$98.35	\$131.55	\$133.67
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$258.03	\$254.35	\$261.71	\$132.47	\$212.86	\$331.64	\$345.31	\$246.06
	Median	\$50	\$50	\$80	\$83	\$50	\$100	\$100	\$60
GIFT/ SOUV- F&F AT HOME	Mean	\$136.41	\$141.41	\$131.43	\$90.96	\$111.58	\$150.41	\$173.49	\$205.76
	Median	\$50	\$50	\$52	\$50	\$50	\$70	\$90	\$100
LOCAL TRANS	Mean	\$16.54	\$21.09	\$12.01	\$11.00	\$12.02	\$21.45	\$24.55	\$21.72
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$247.73	\$261.56	\$233.96	\$251.17	\$215.32	\$275.87	\$272.34	\$345.32
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL ON ISLAND	Mean	\$899.50	\$983.17	\$816.24	\$628.28	\$721.58	\$1,065.45	\$1,190.87	\$1,202.28
	Median	\$600	\$680	\$570	\$500	\$500	\$745	\$868	\$900

On-Island Expenditures

First Timers & Repeaters

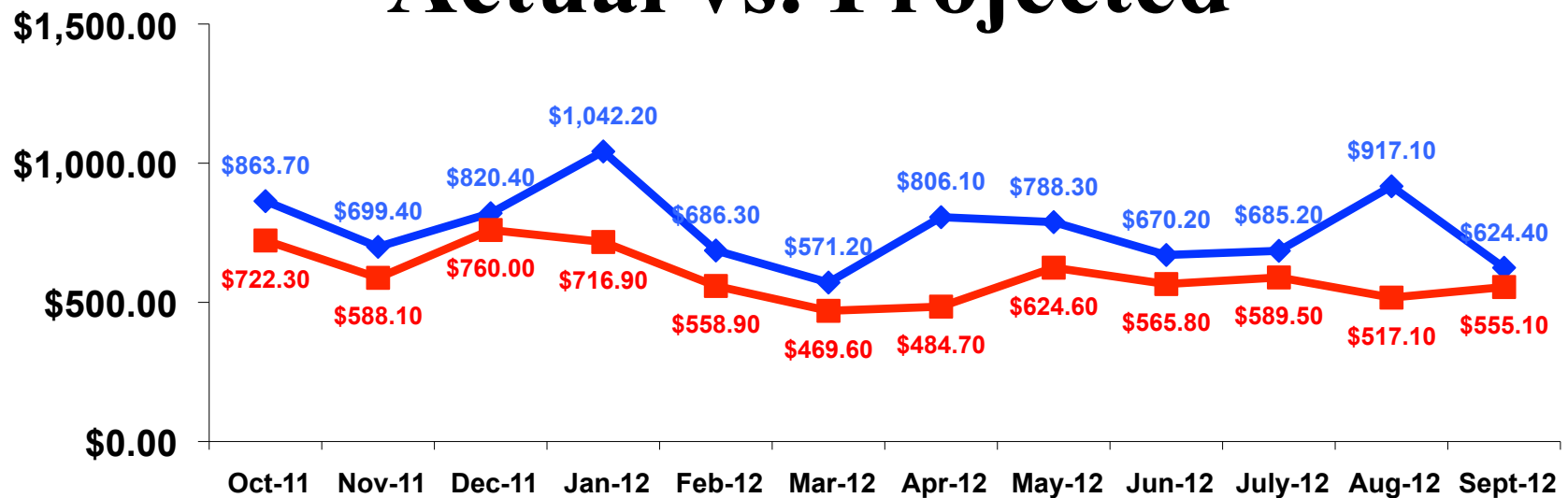
		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$25.26	\$45.76
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$30.92	\$38.89
	Median	\$10	\$15
F&B-OUT- SIDE HOTEL/ REST	Mean	\$70.05	\$97.88
	Median	\$20	\$50
OPTIONAL TOUR	Mean	\$98.76	\$94.34
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$215.67	\$326.06
	Median	\$50	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$123.24	\$157.62
	Median	\$50	\$60
LOCAL TRANS	Mean	\$12.71	\$22.73
	Median	\$0	\$0
OTHER EXP	Mean	\$240.82	\$259.32
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$815.98	\$1,034.40
	Median	\$550	\$716

Projected On-Island Expenditures

- \$764.50 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$20,000 = Maximum (highest amount recorded for the entire sample)

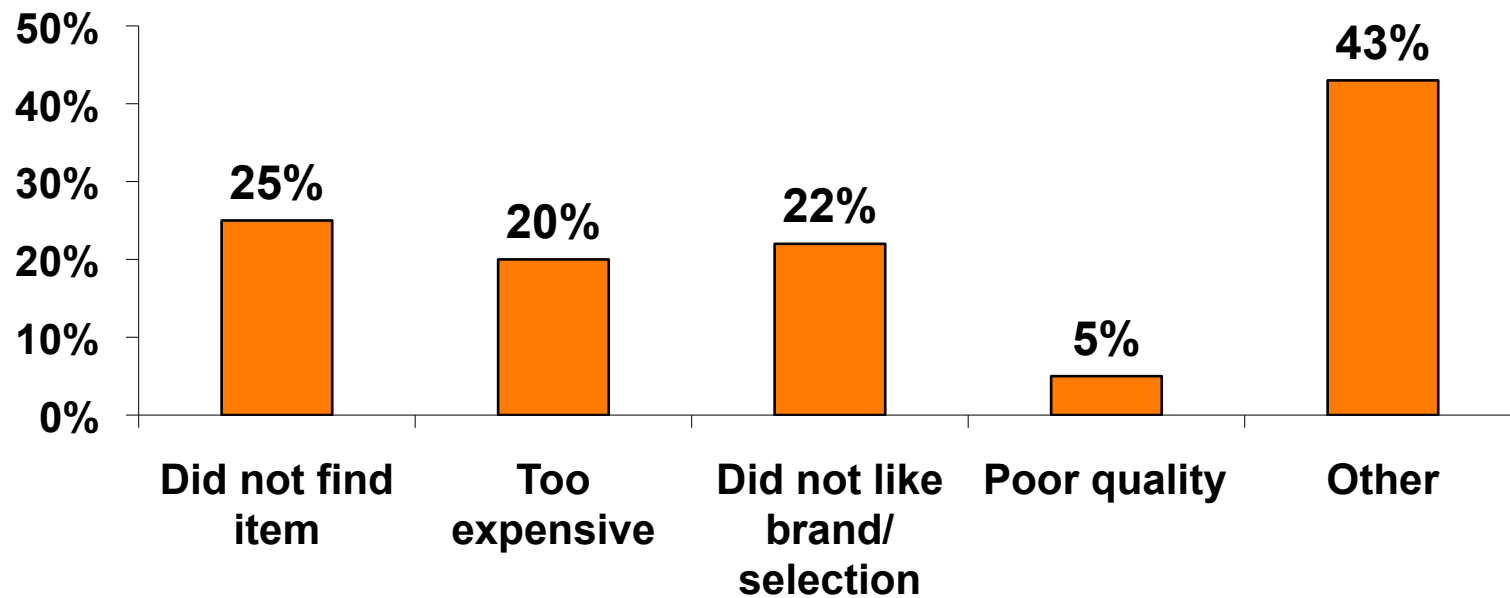
Projected On-Island Expenditures

Actual vs. Projected



Reasons for Spending Less

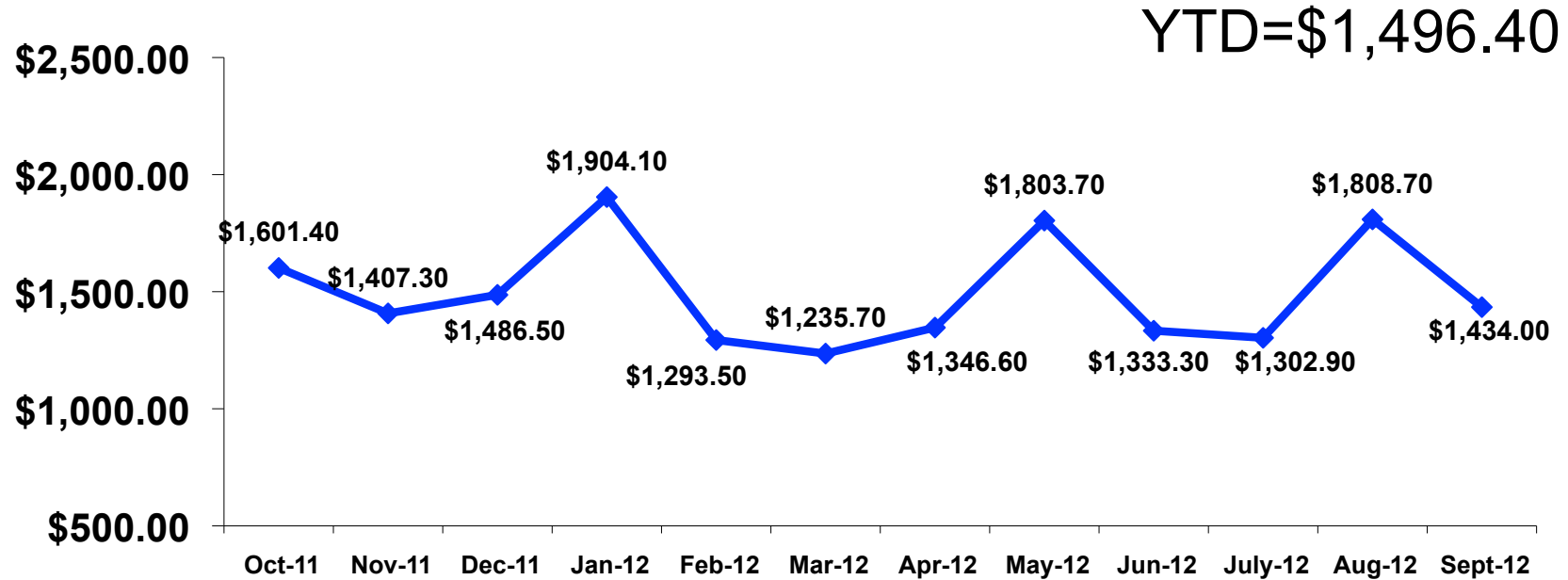
n=1280



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,496.40 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,548 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person

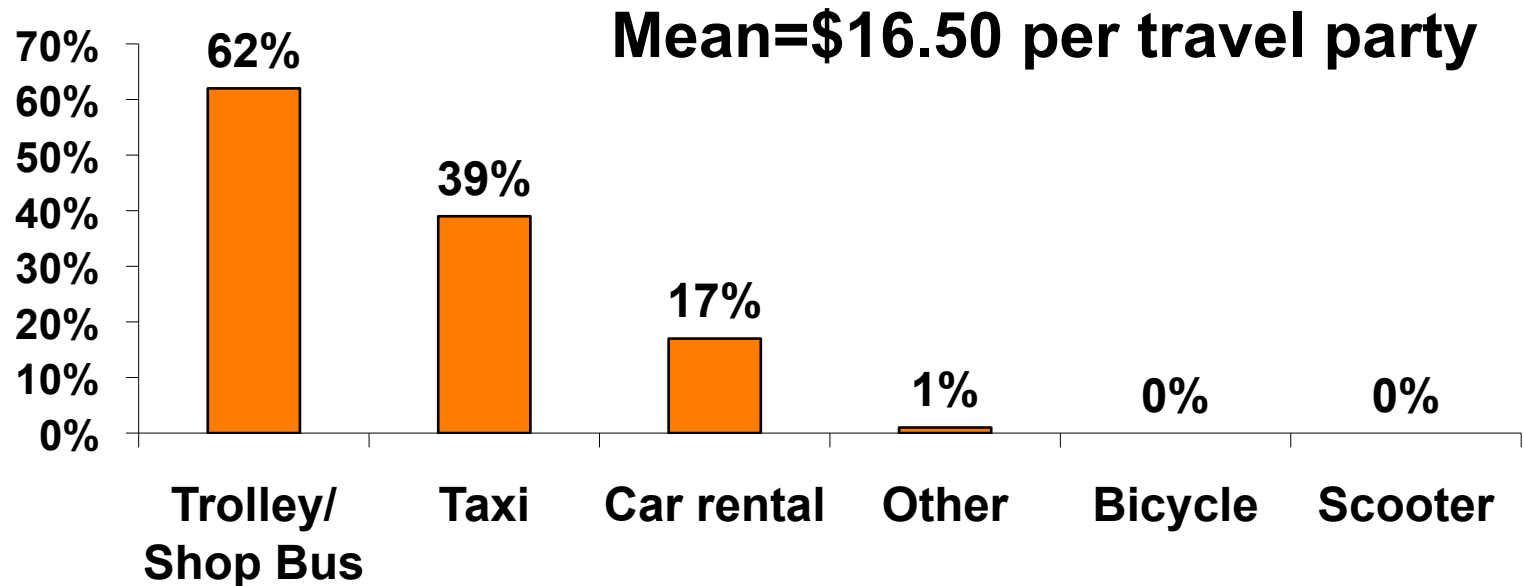


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$33.10
Food & beverage in fast food restaurant/ convenience store	\$34.00
Food & beverage at restaurants or drinking establishments outside a hotel	\$80.70
Optional tours and activities	\$97.10
Gifts/ souvenirs for yourself/companions	\$258.00
Gifts/ souvenirs for friends/family at home	\$136.40
Local transportation	\$16.50
Other expenses not covered	\$247.70
Average Total	\$899.50

Local Transportation

n=1014



Guam Airport Expenditures

- \$32.10 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,300 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

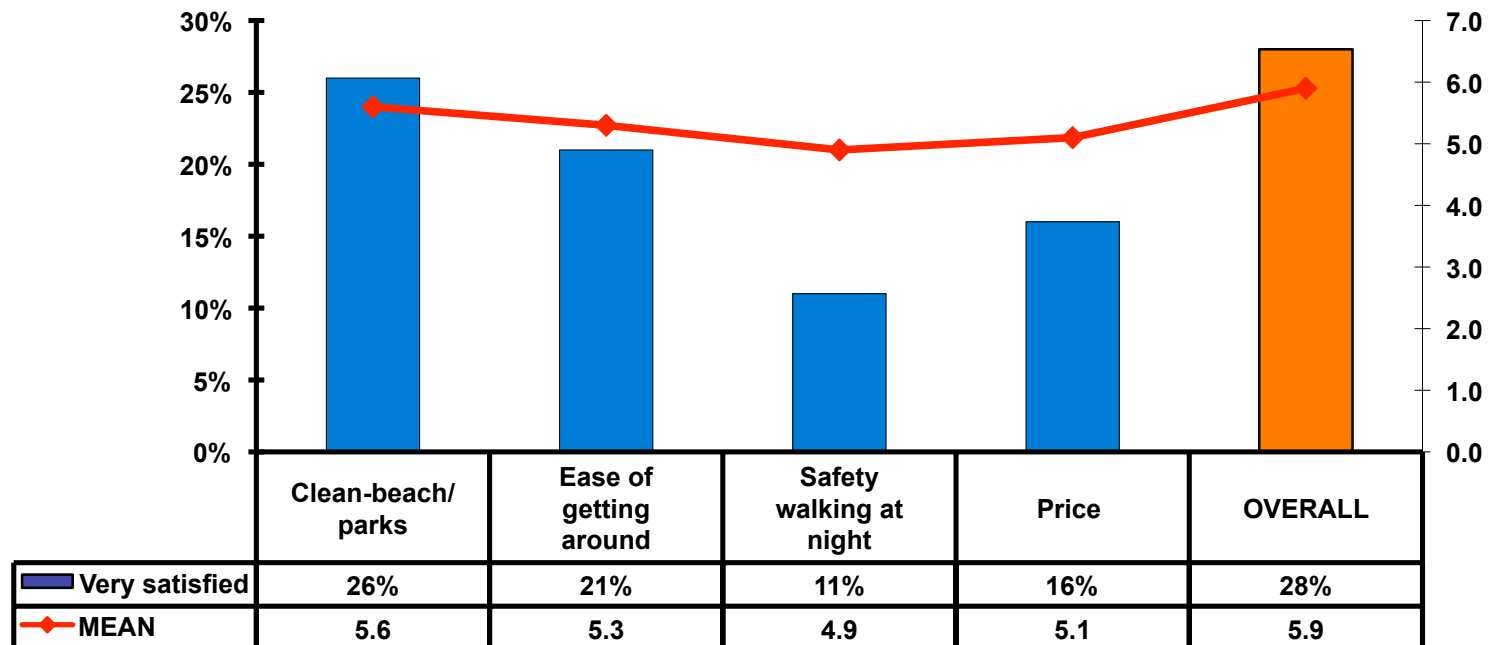
	MEAN \$
Food & Beverages	\$9.70
Gifts/Souvenirs Self	\$12.40
Gifts/Souvenirs Others	\$10.00
Total	\$32.10

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

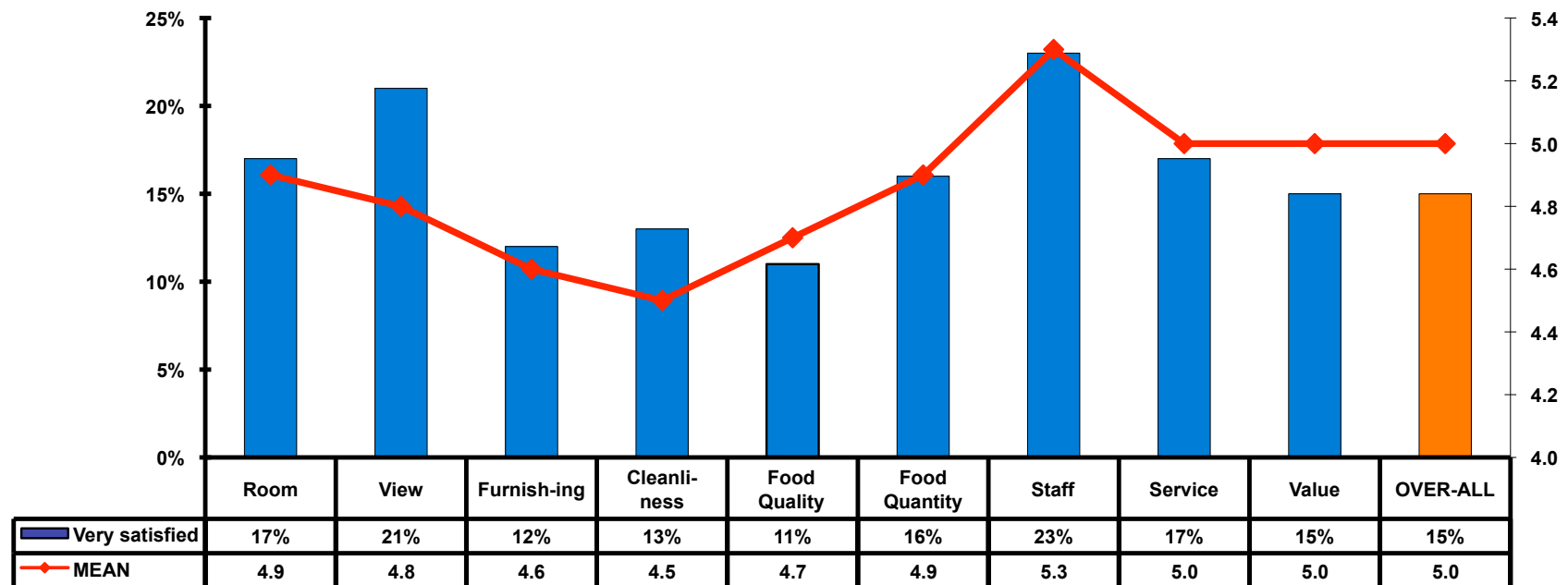
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

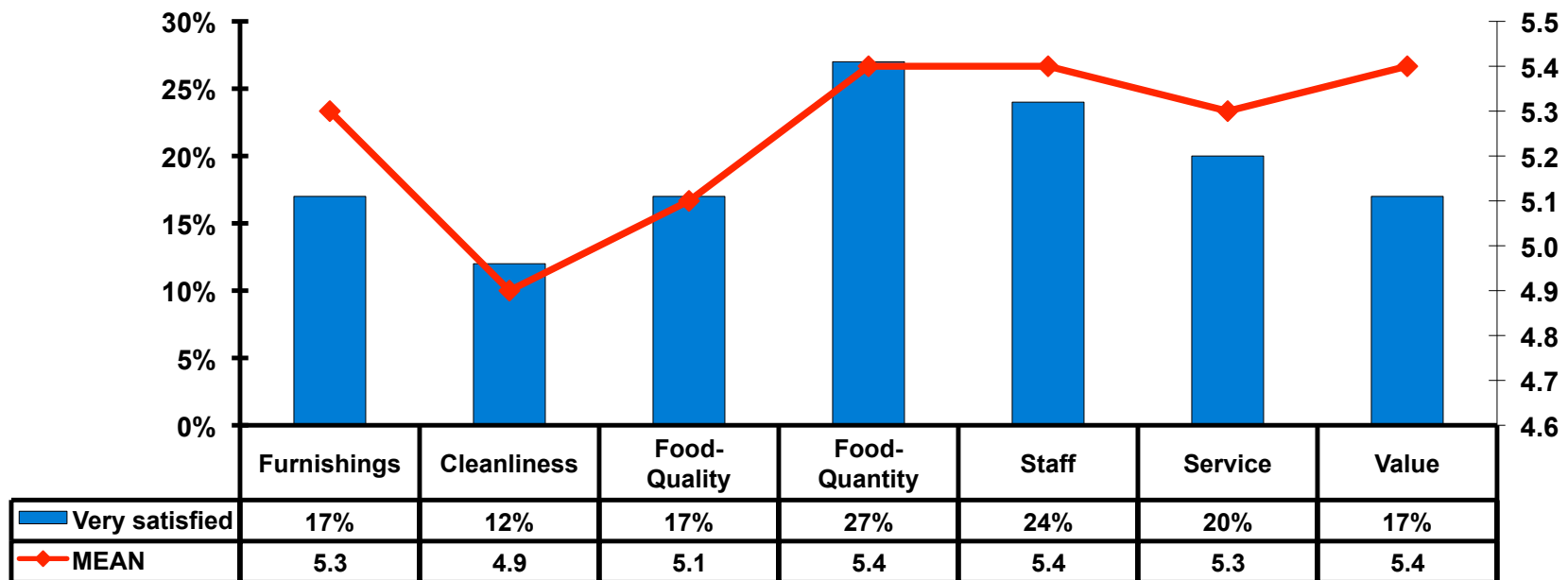
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

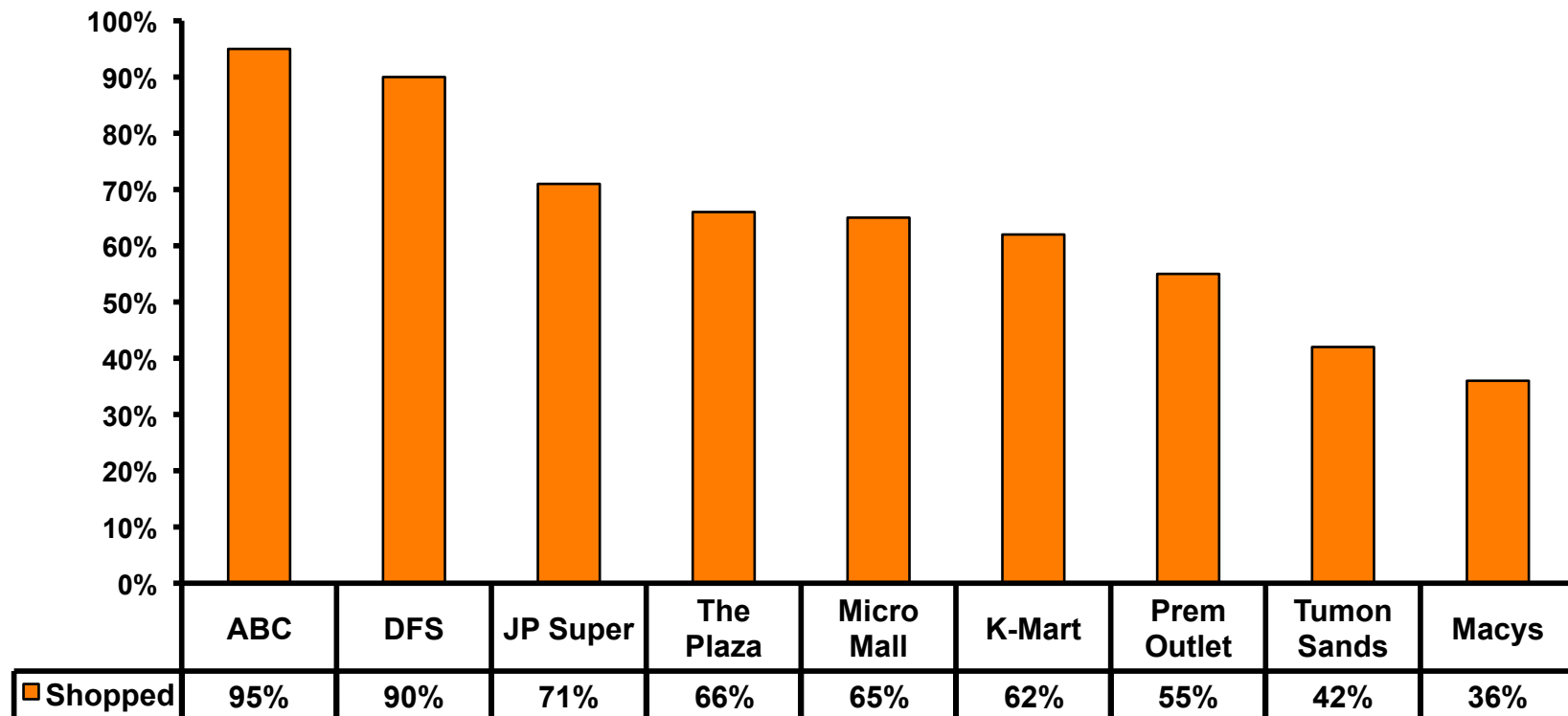
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

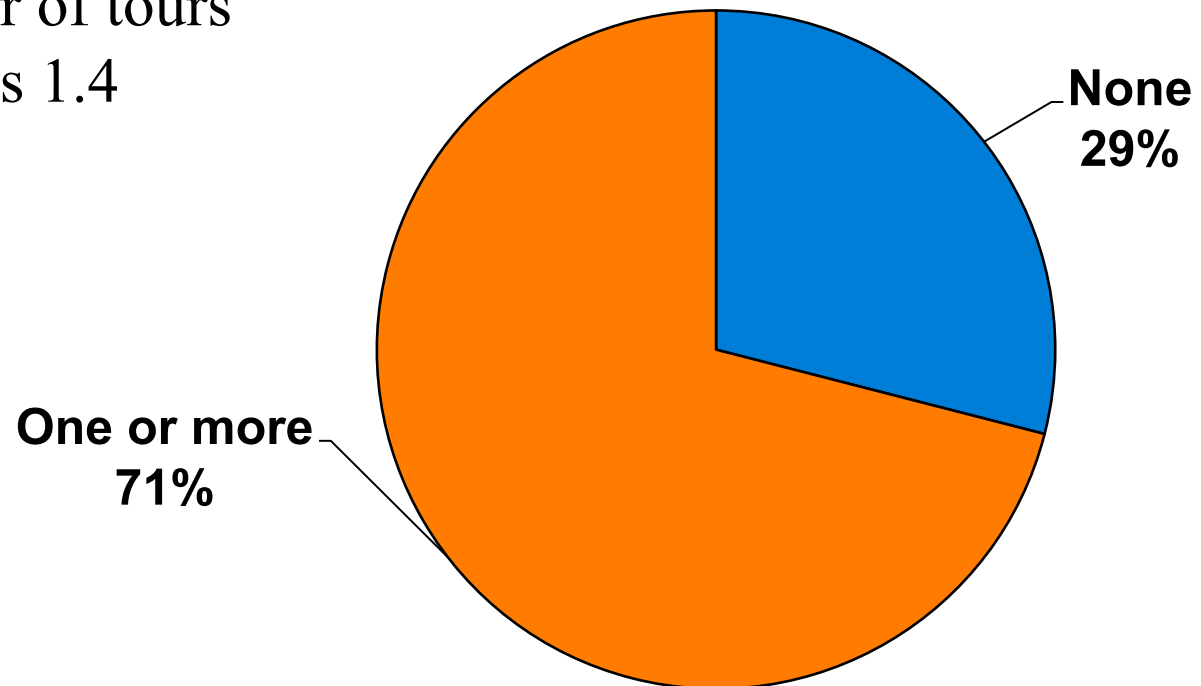
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

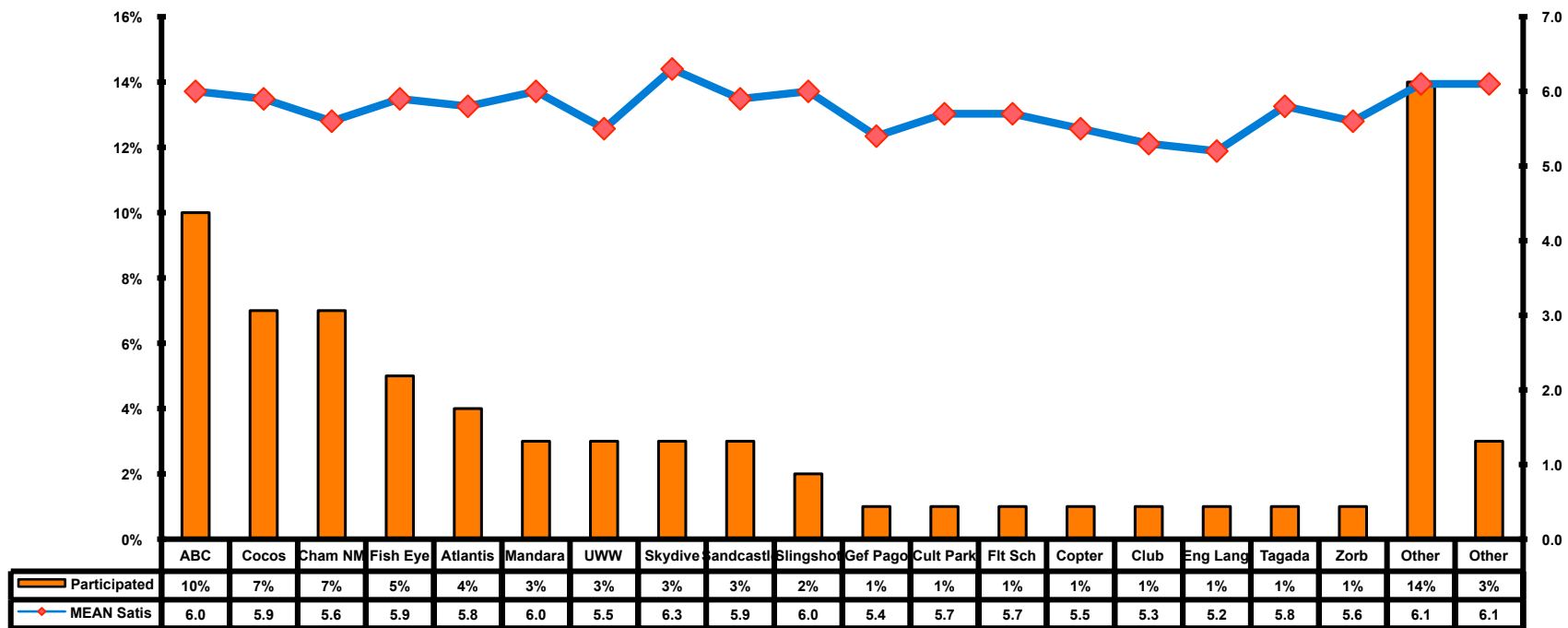
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 55%	Score of 6 to 7 = 50%
Score of 4 to 5 = 41%	Score of 4 to 5 = 43%
Score 1 to 3 = 4%	Score 1 to 3 = 8%
MEAN = 5.4	MEAN = 5.3

Optional Tour Participation

- Average number of tours participated in is 1.4



Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 55%	Score of 6 to 7 = 52%
Score of 4 to 5 = 43%	Score of 4 to 5 = 45%
Score 1 to 3 = 3%	Score 1 to 3 = 2%
MEAN = 5.5	MEAN = 5.4

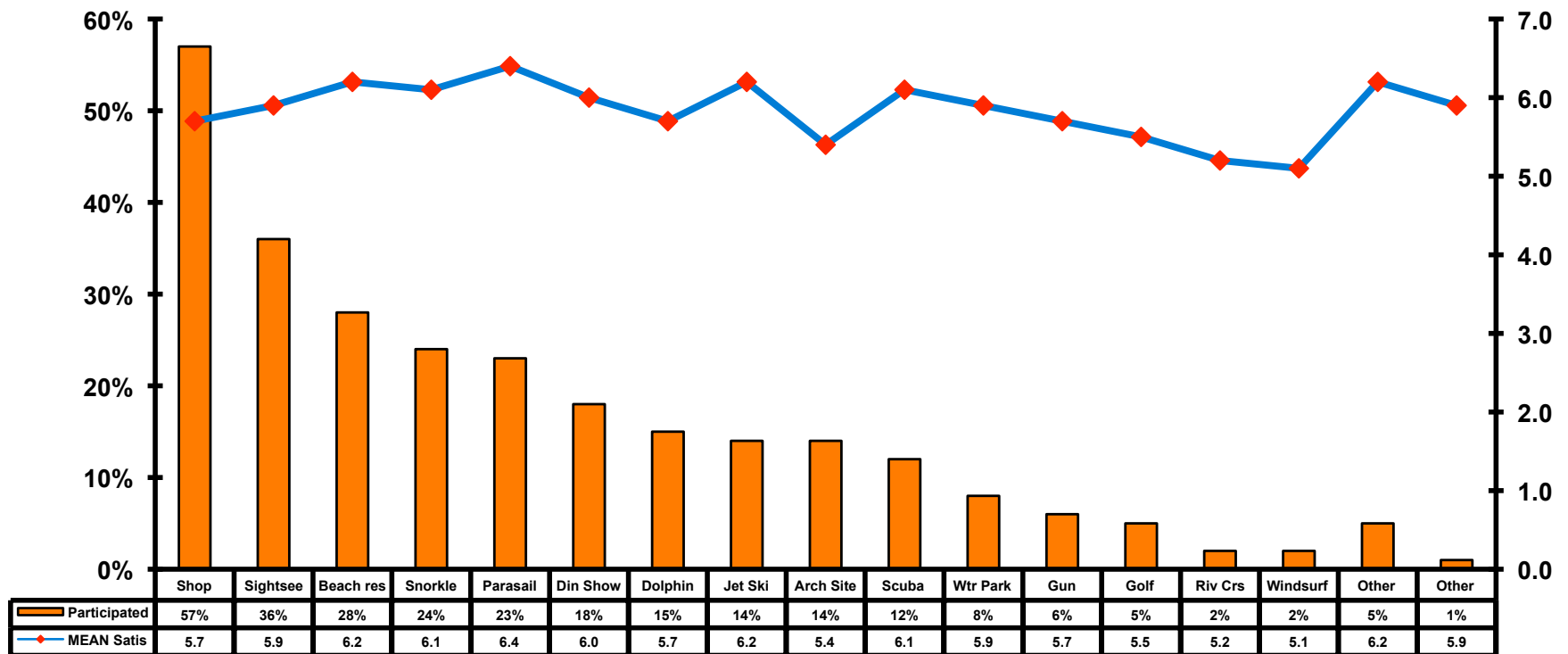
Night Tours Satisfaction

7pt Rating Scale

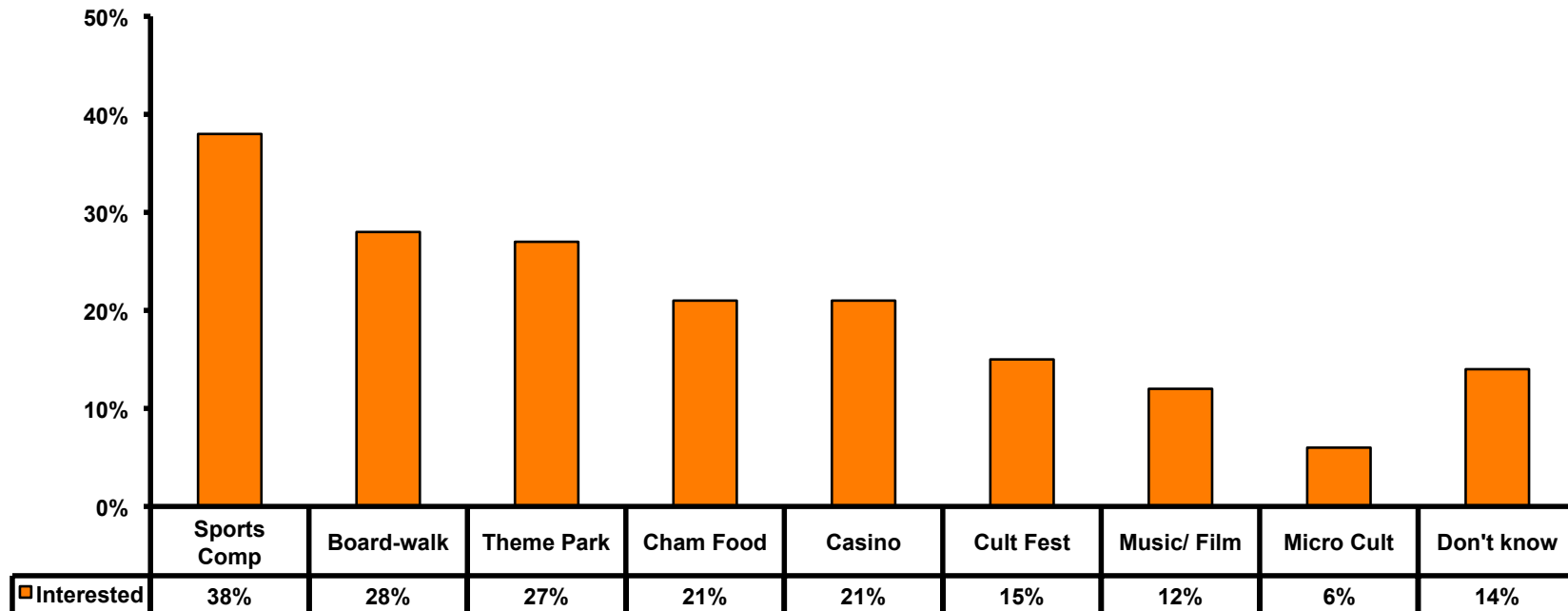
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 30%	Score of 6 to 7 = 28%
Score of 4 to 5 = 67%	Score of 4 to 5 = 68%
Score 1 to 3 = 3%	Score 1 to 3 = 4%
MEAN = 4.8	MEAN = 4.7

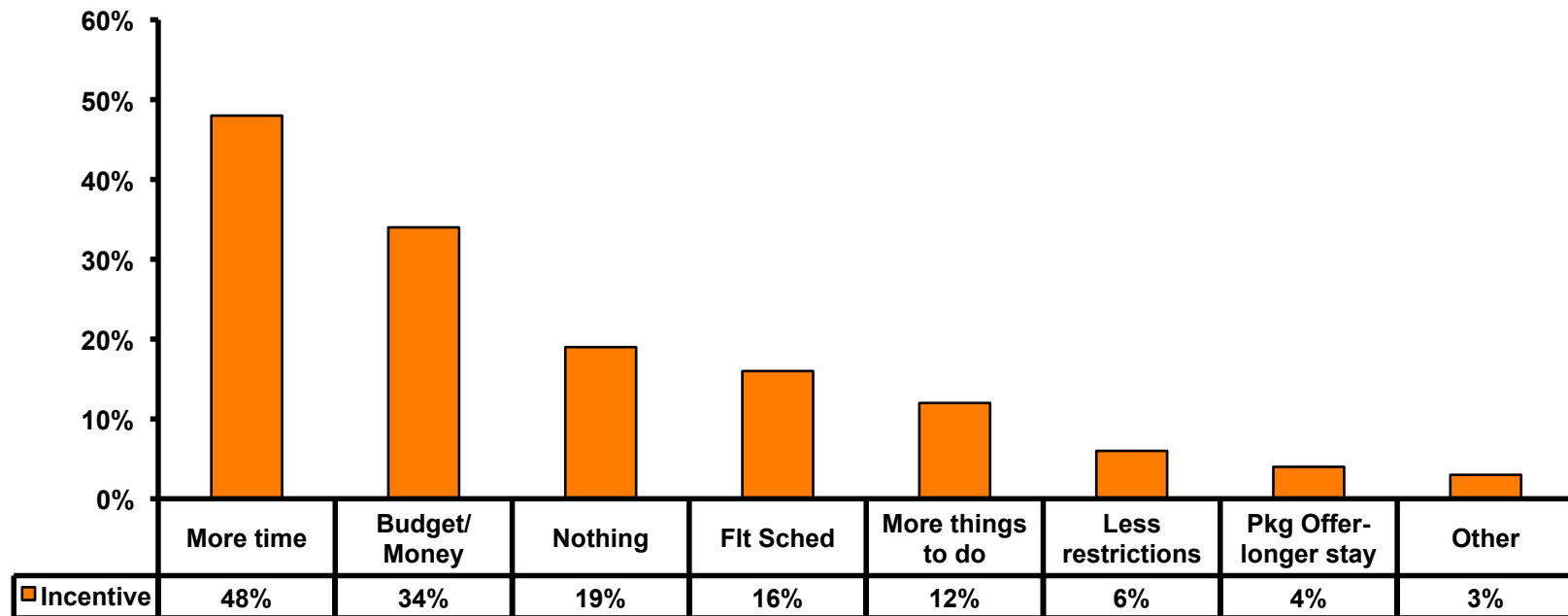
Satisfaction with Other Activities



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



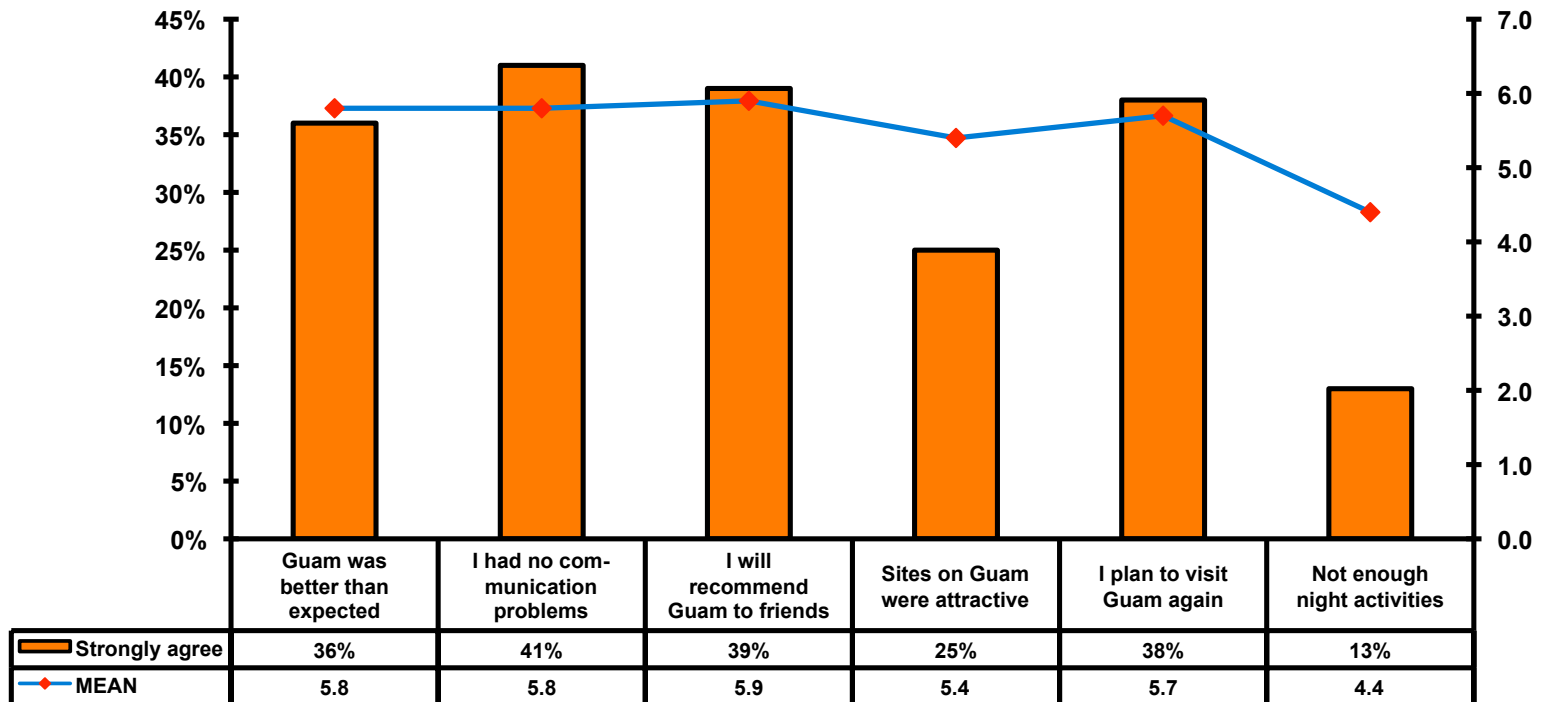
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

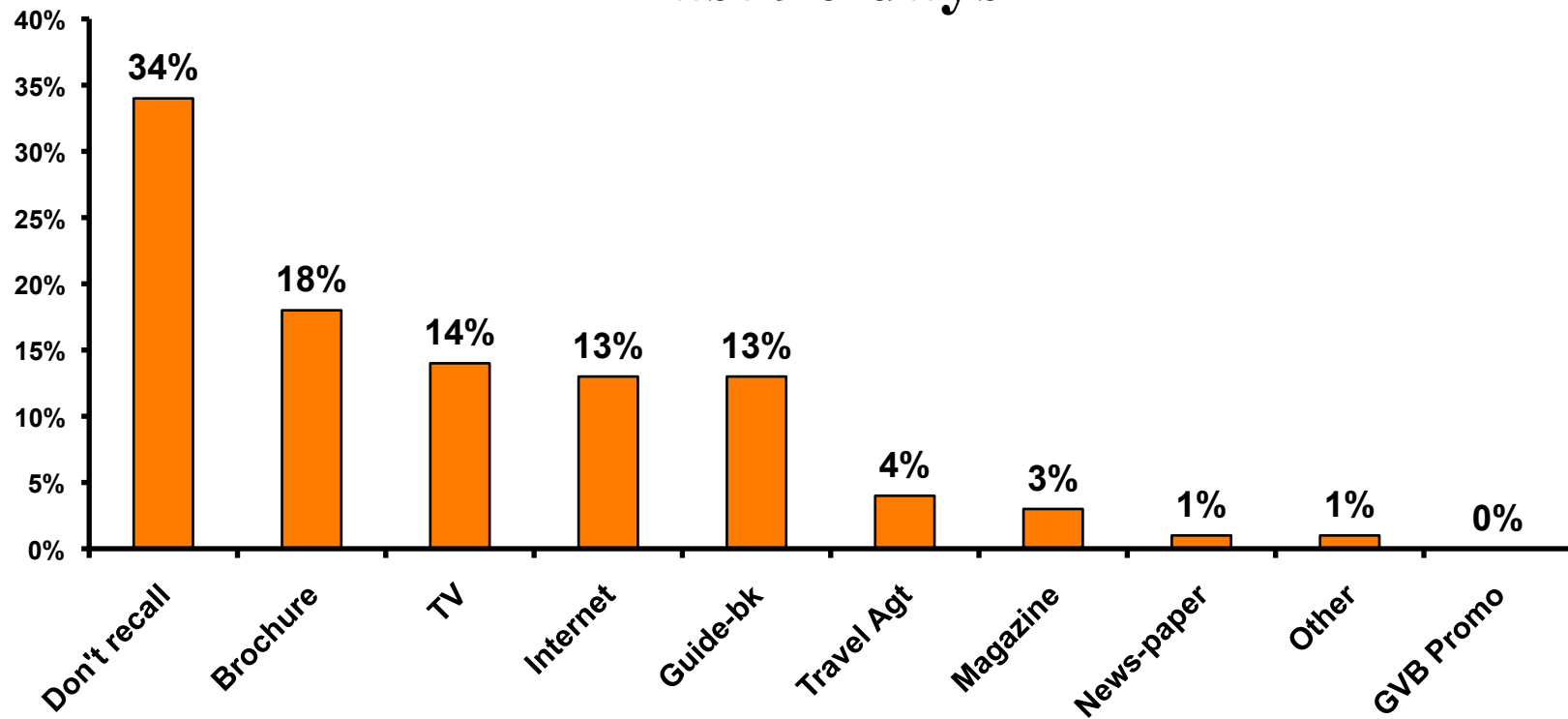
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

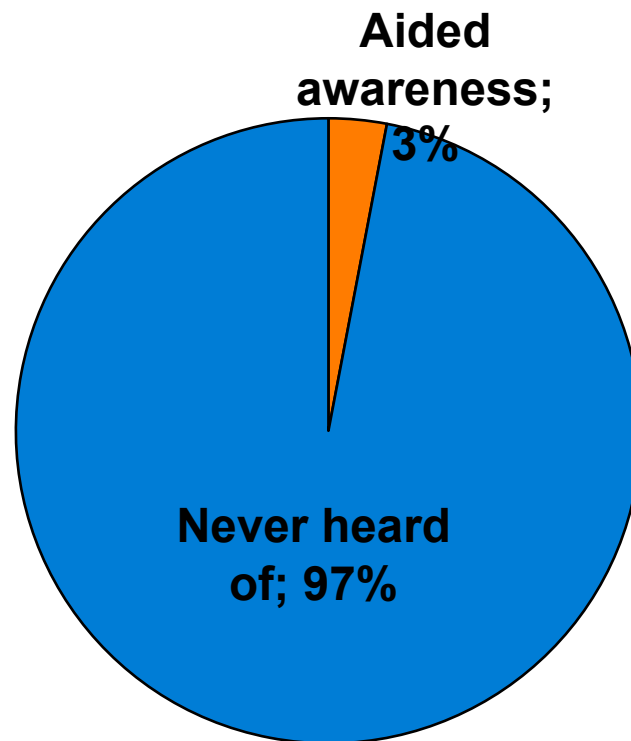


Message Recall

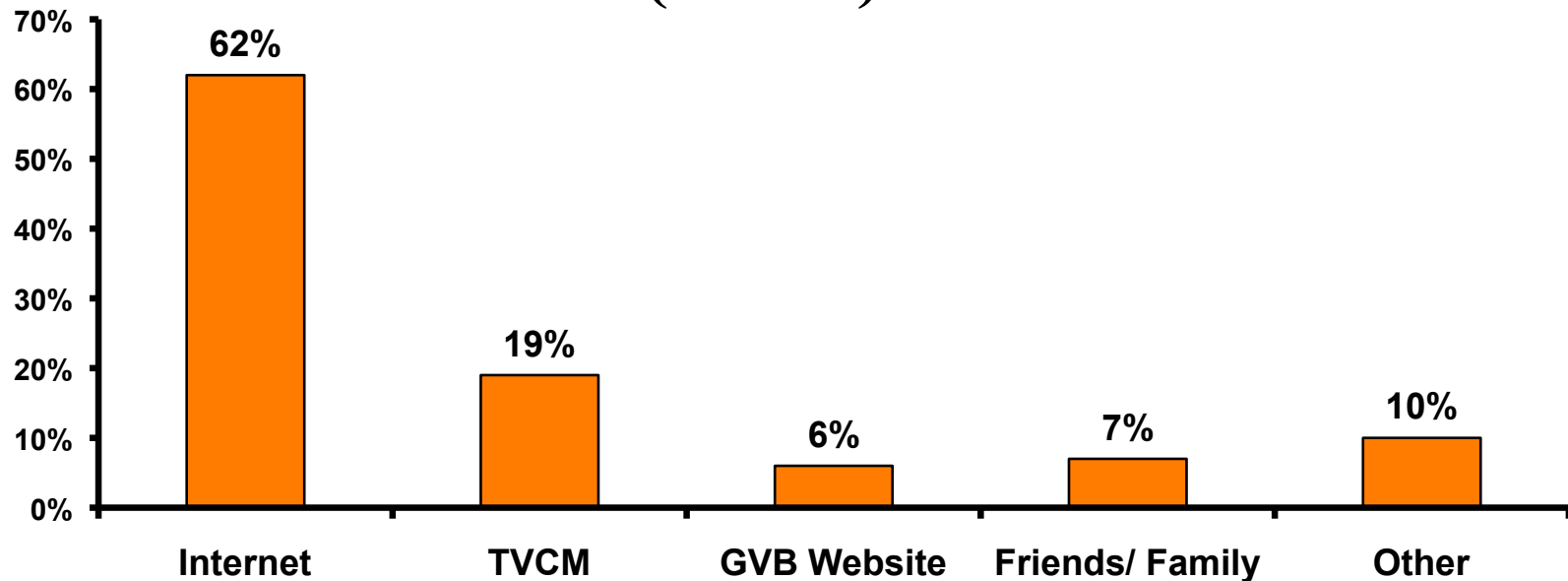
(Filter: recall ad/promo n=2590)

- 73% An image
- 9% Other
- 5% Tag line
- 14% Don't recall

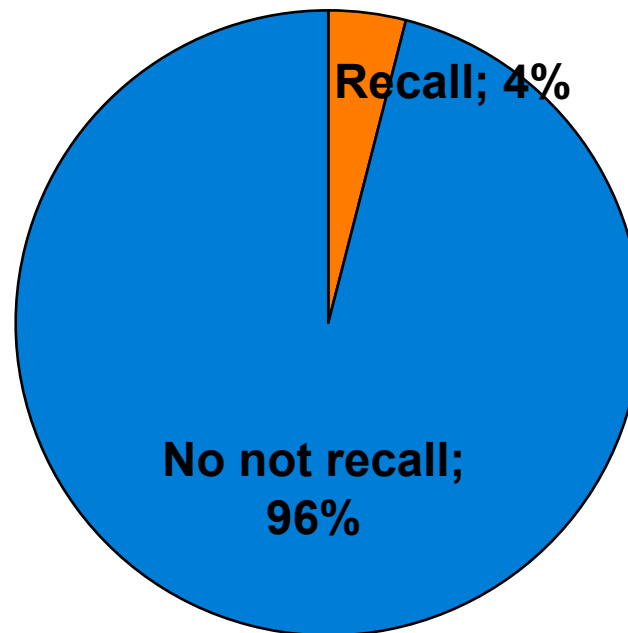
Aided Awareness – Hafa Adai Guam 365 Monitor Campaign



Media Source – Hafa Adai Guam 365 Monitor Campaign (n=125)

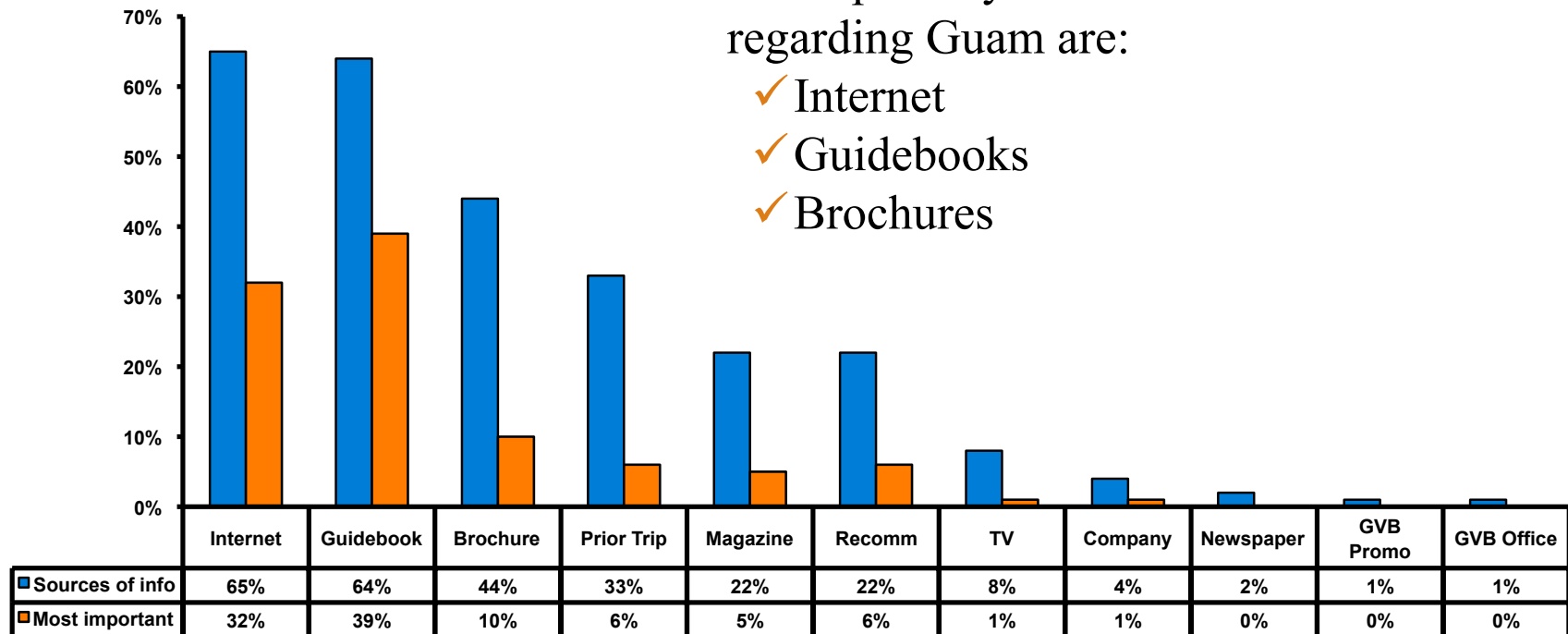


Omoide Guam Commercial



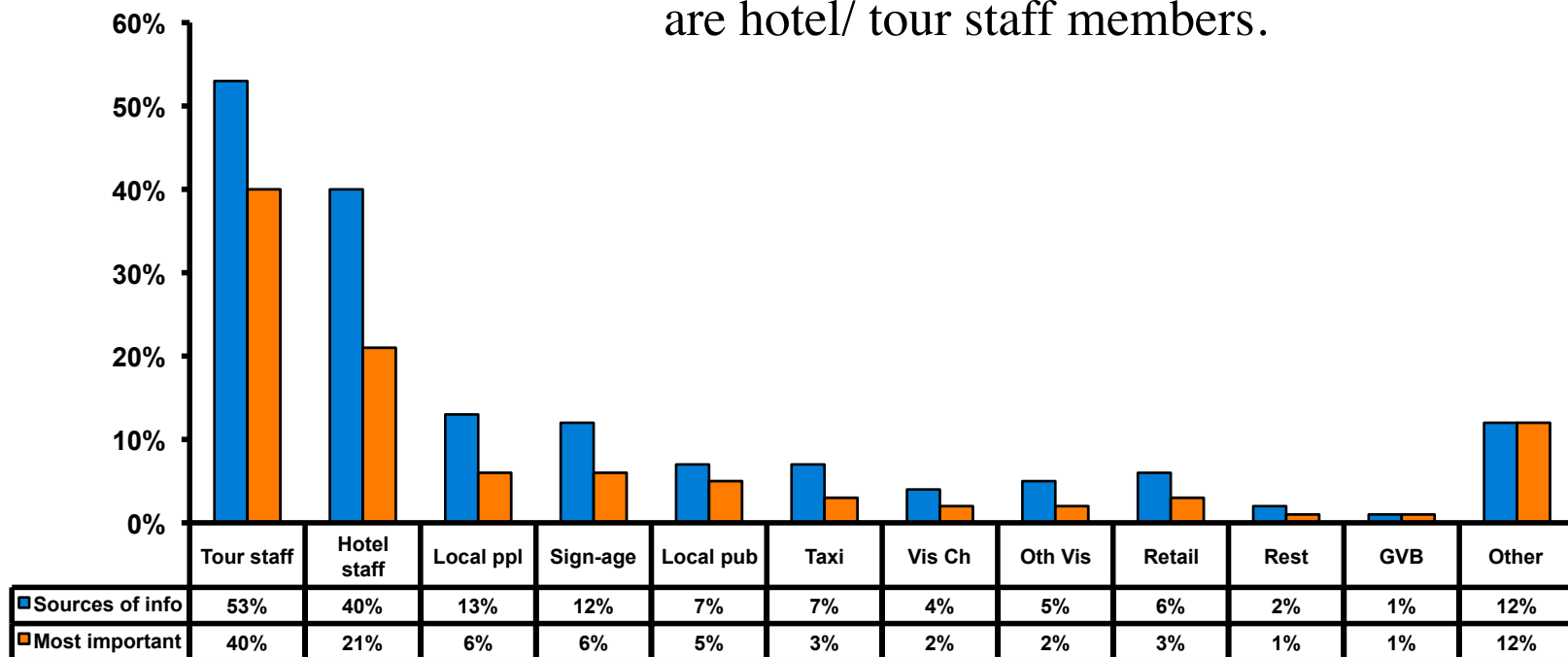
Sources of Information Pre-arrival

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

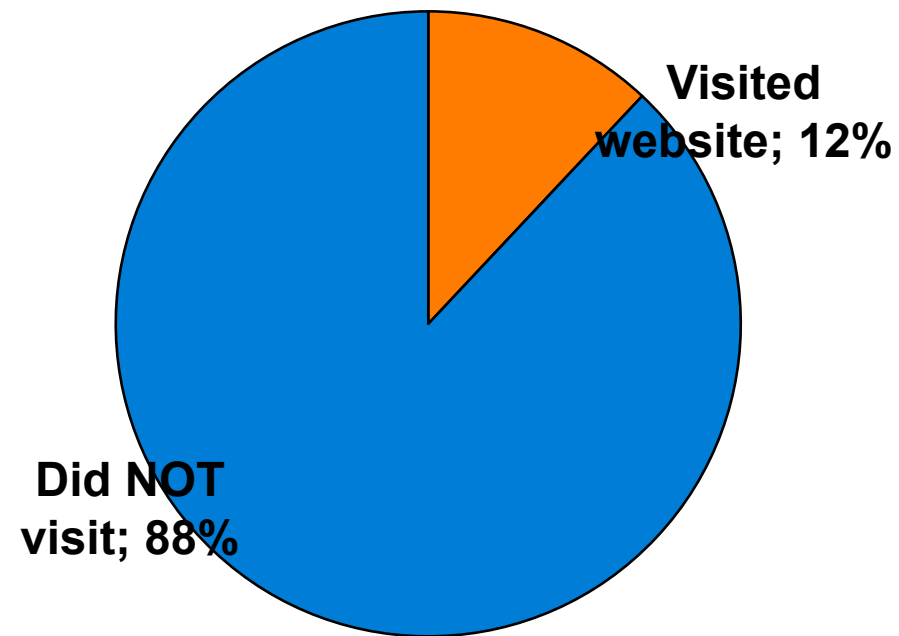


Sources of Information Post-arrival

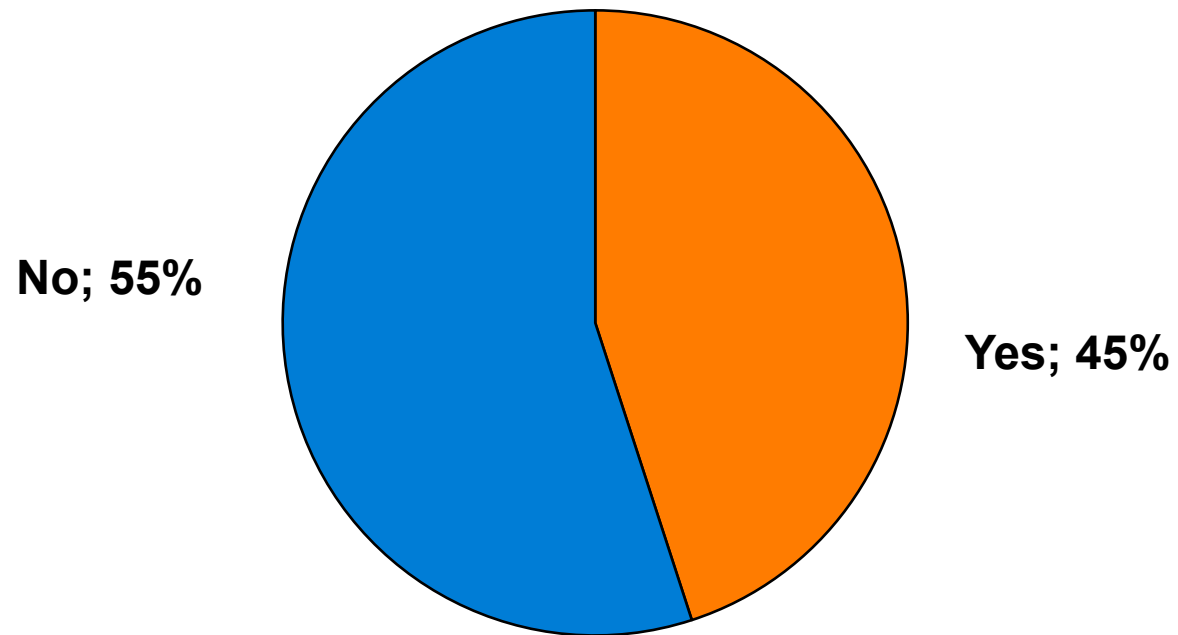
- The primary local source of information are hotel/ tour staff members.



Visited GVB website

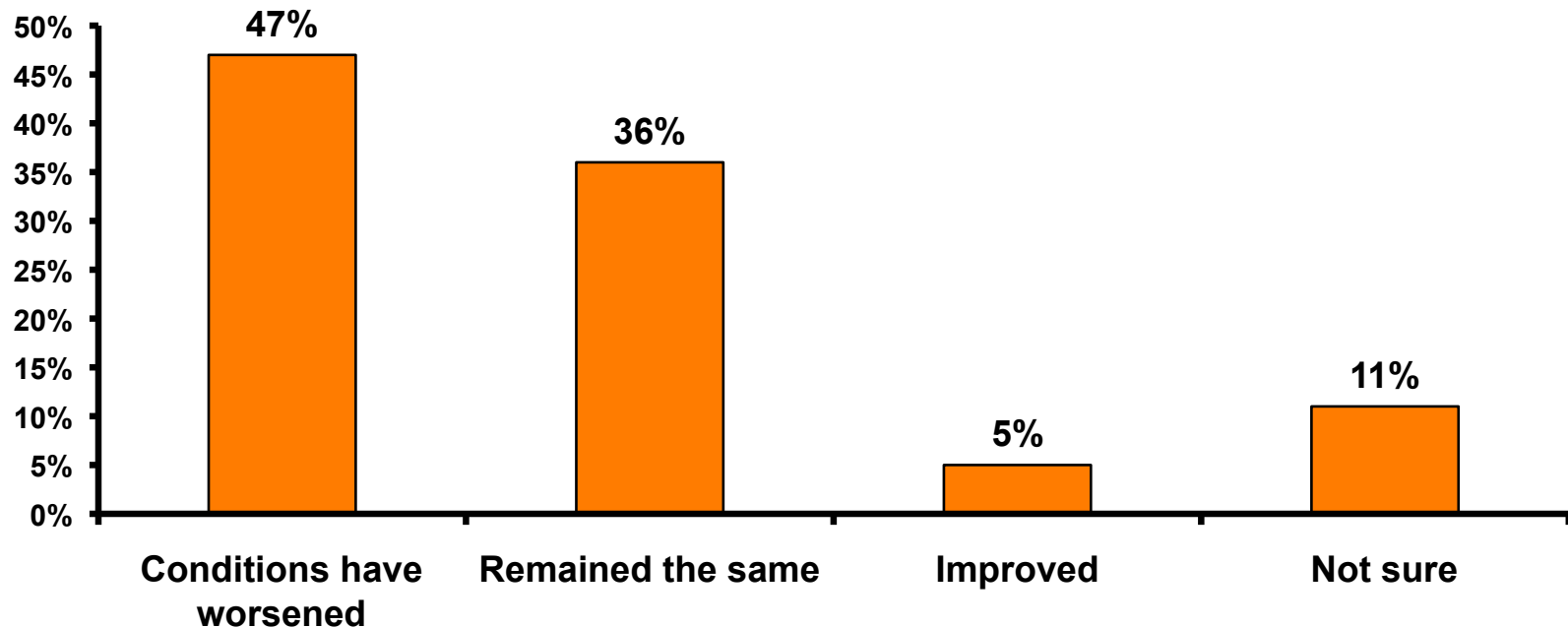


Satellite TV



SECTION 6
OTHER ISSUES

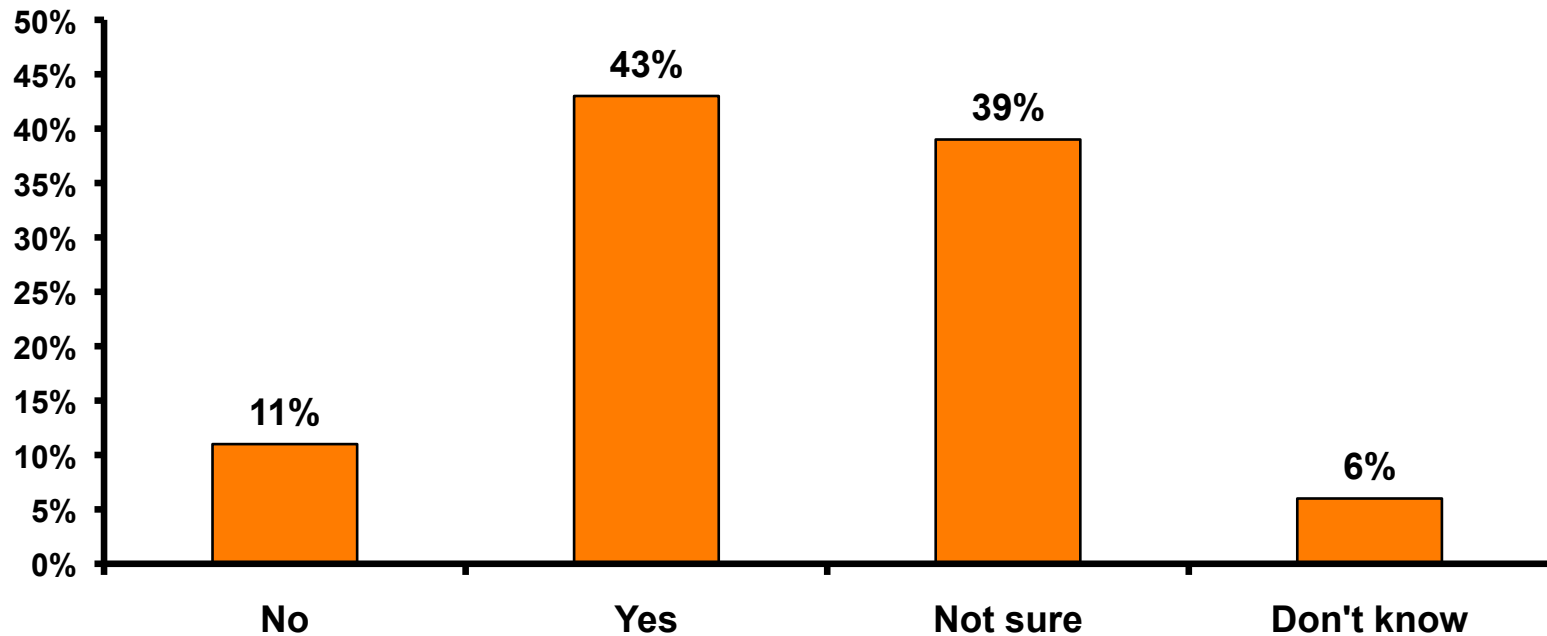
Rating the Japan economy compared to 12 months ago - Overall



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

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.23	Conditions have worsened	59%	45%	49%	49%	54%	48%	49%	49%	50%	48%	49%	38%
	Conditions have remained the same	17%	35%	38%	41%	34%	30%	37%	37%	39%	42%	38%	34%
	Conditions have improved		5%	5%	6%	7%	5%	5%	6%	4%	6%	6%	3%
	Do not know	24%	16%	7%	4%	5%	17%	9%	8%	7%	4%	7%	25%
Total	Count	96	2114	817	557	314	623	437	480	662	514	529	79

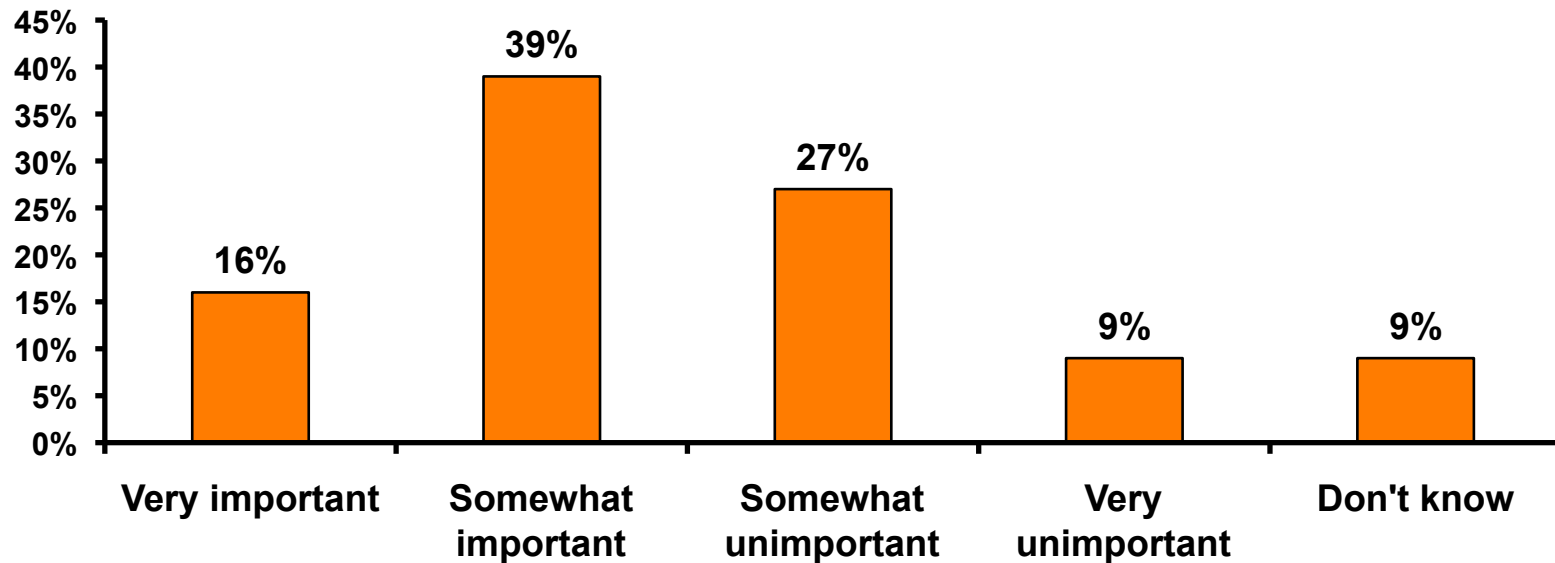
Good time to spend money on travel outside of Japan - Overall



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	16%	11%	13%	11%	10%	12%	13%	12%	11%	11%	12%	3%
	Yes	45%	43%	43%	43%	46%	44%	41%	42%	46%	49%	48%	42%
	Not sure	32%	39%	39%	43%	41%	36%	43%	41%	41%	37%	36%	41%
	Do not know	7%	7%	5%	2%	3%	7%	4%	5%	2%	3%	3%	1.5%
Total	Count	96	2118	816	557	317	625	437	481	664	513	528	79

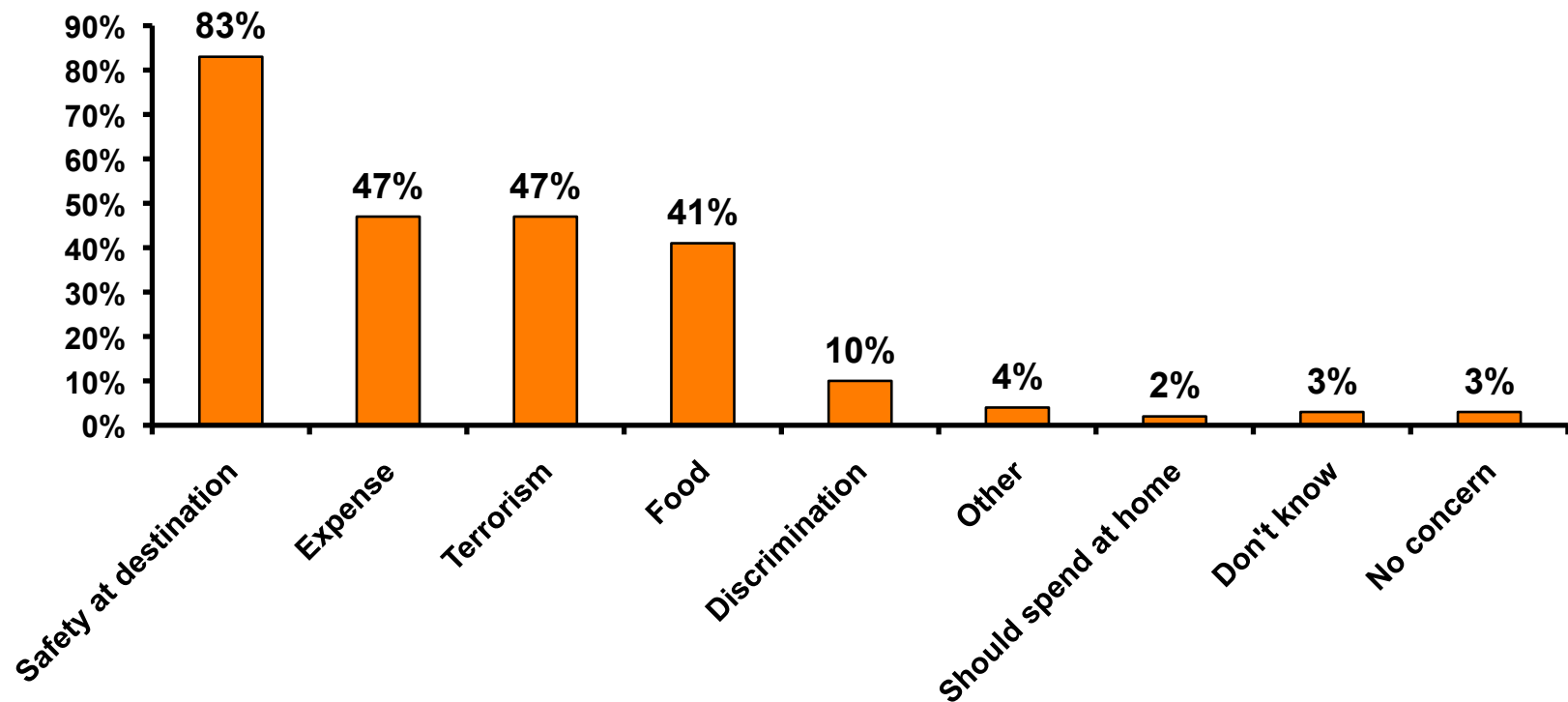
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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%	8%	13%	9%	8%	7%	7%	9%	8%	13%	15%	5%
	Somewhat unimportant	28%	25%	27%	29%	33%	26%	27%	25%	27%	34%	31%	16%
	Somewhat important	29%	40%	39%	38%	37%	40%	39%	39%	43%	36%	36%	39%
	Very important	22%	14%	16%	22%	17%	13%	19%	21%	18%	16%	14%	15%
	Do not know	13%	13%	5%	3%	4%	14%	8%	6%	5%	2%	5%	24%
Total	Count	96	2117	817	557	316	624	438	479	664	513	529	79

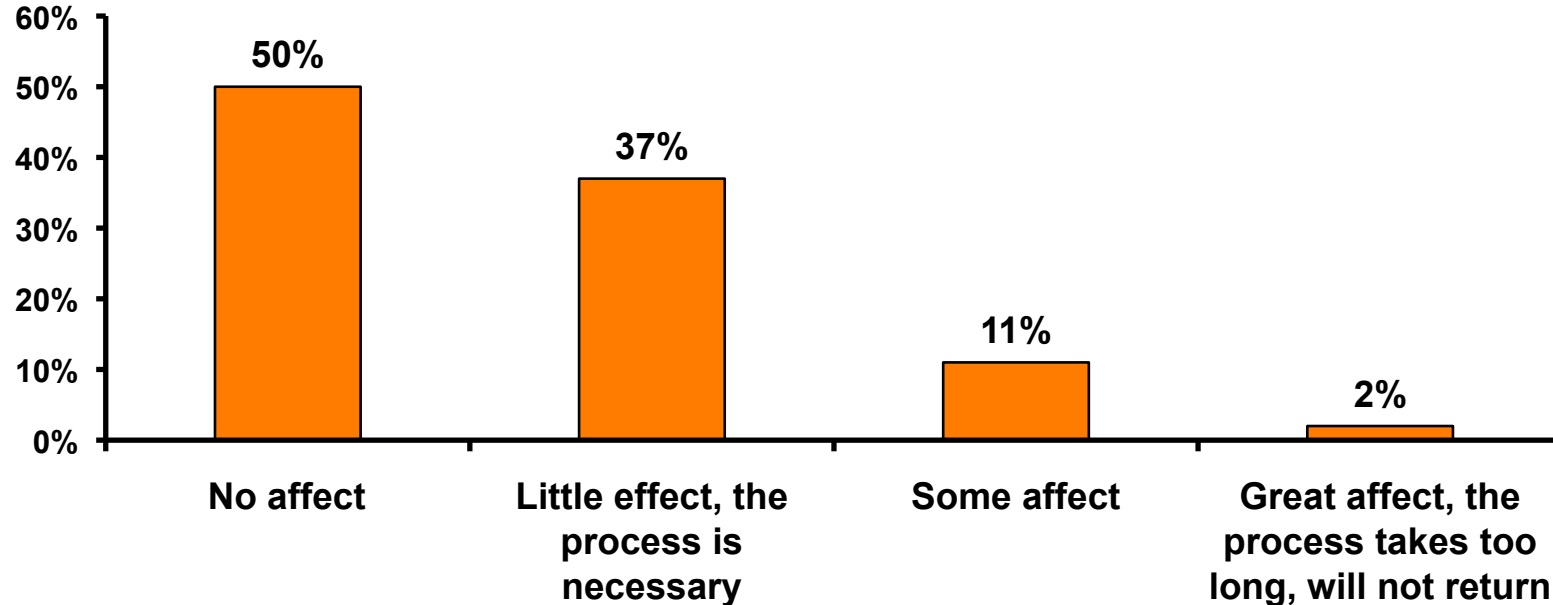
Concerns about travel outside of Japan - Overall



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	83%	83%	81%	86%	81%	81%	85%	84%	86%	85%	83%	80%
	Terrorism	47%	46%	49%	51%	51%	45%	49%	54%	48%	47%	52%	41%
	Expense	42%	50%	49%	47%	31%	50%	53%	47%	51%	50%	41%	44%
	Food	40%	44%	37%	35%	36%	43%	50%	43%	40%	40%	36%	37%
	Other	1%	4%	5%	5%	3%	3%	4%	5%	5%	5%	5%	4%
	No concerns	3%	3%	4%	4%	5%	3%	2%	3%	3%	4%	4%	1%
	Spending money abroad when it should be spent at home	3%	2%	3%	2%	3%	3%	3%	2%	1%	3%	3%	3%
	Do not know	3%	4%	2%	1%	3%	3%	1%	1%	0%	1%	1%	8%
Total	Cases	95	2112	818	556	317	625	434	480	663	512	527	79

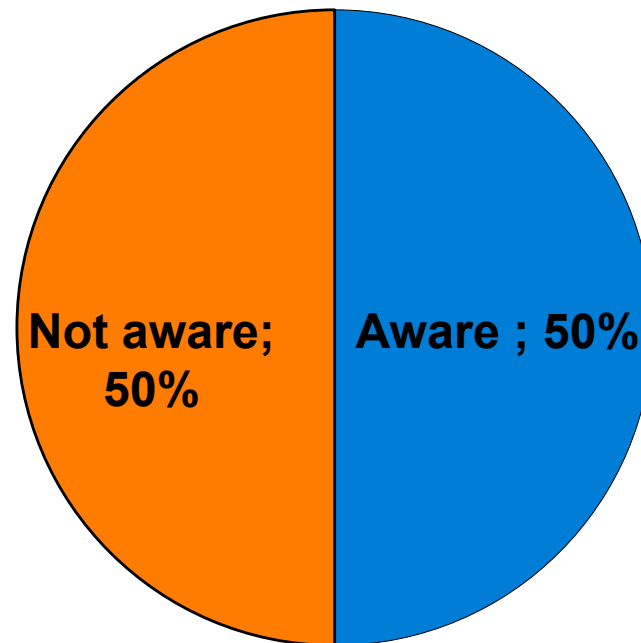
Security Screening/ Immigration Process at Guam International Airport



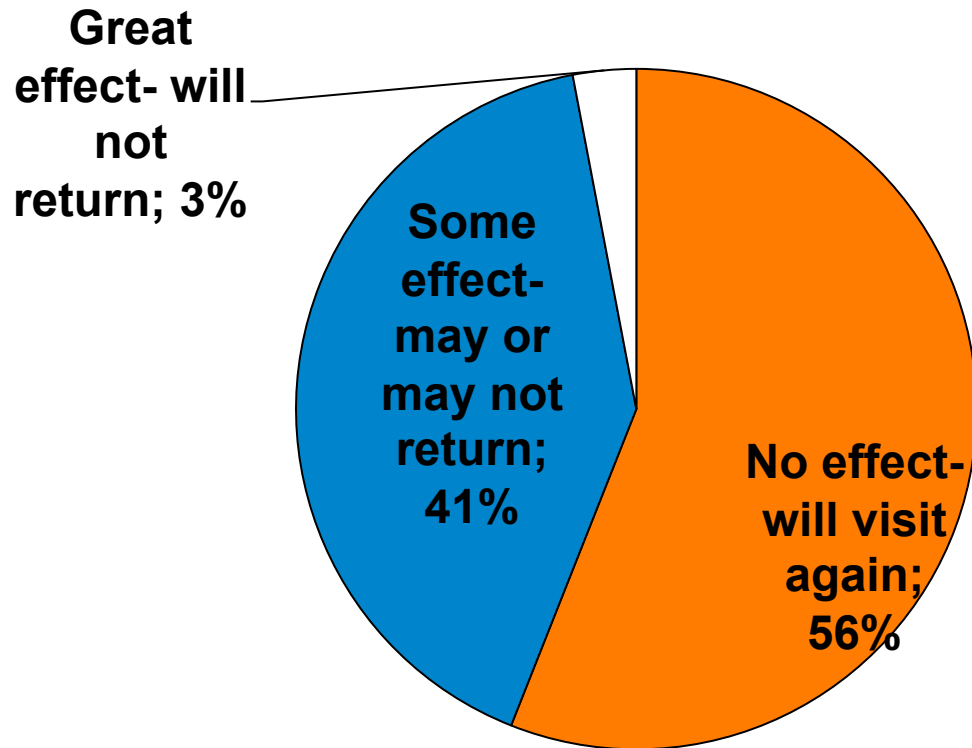
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.3** out of possible 7.0
- Agree (Score 6-7) – **11%**
- Neutral (Score 4-5) – **46%**
- Disagree (Score 1-3) – **43%**

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



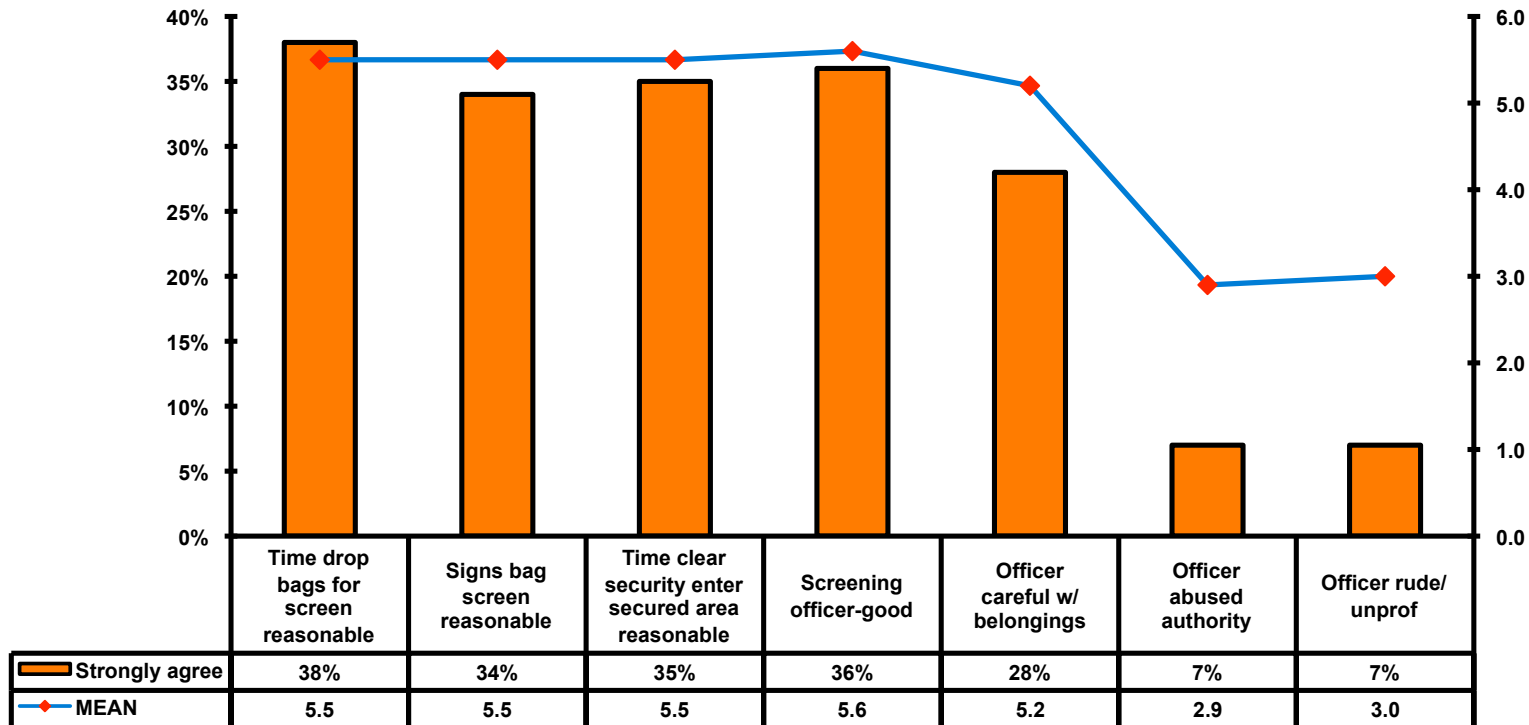
Effects of U.S. military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

