



GUAM VISITORS BUREAU Japan Visitor Tracker Exit Profile FY2013 Data Aggregation



Prepared by: QMark Research

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Background & Methodology

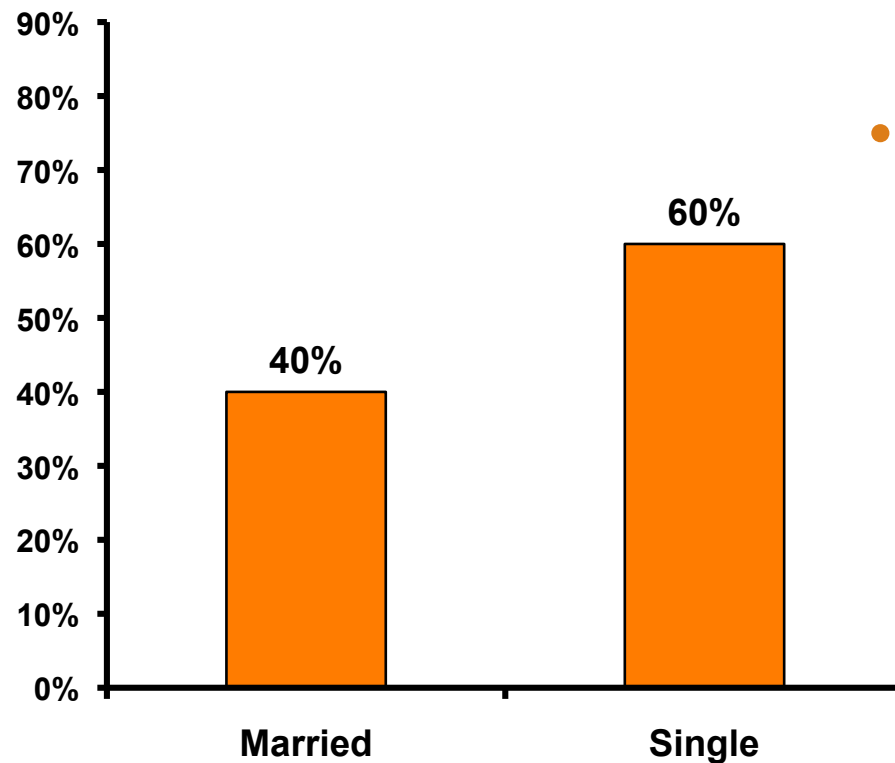
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **4216** departing 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 **4216** is +/- 1.51 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 +/- 1.51 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.

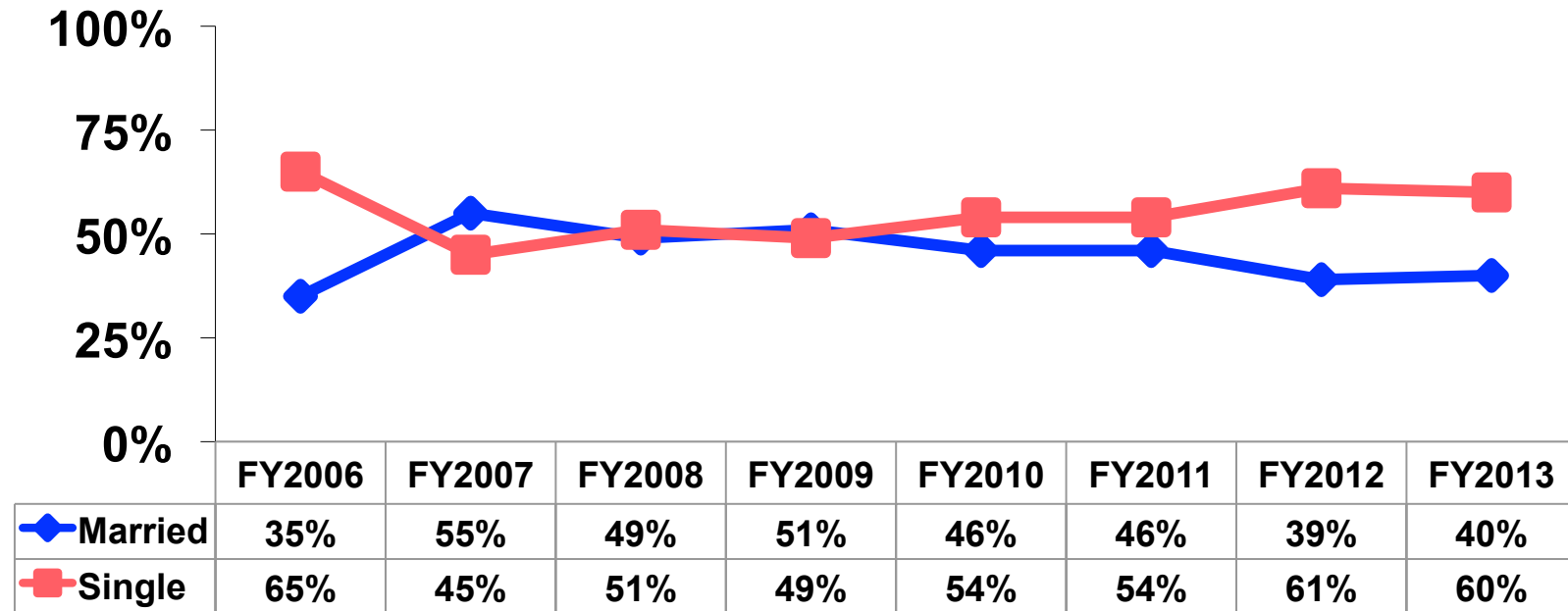
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

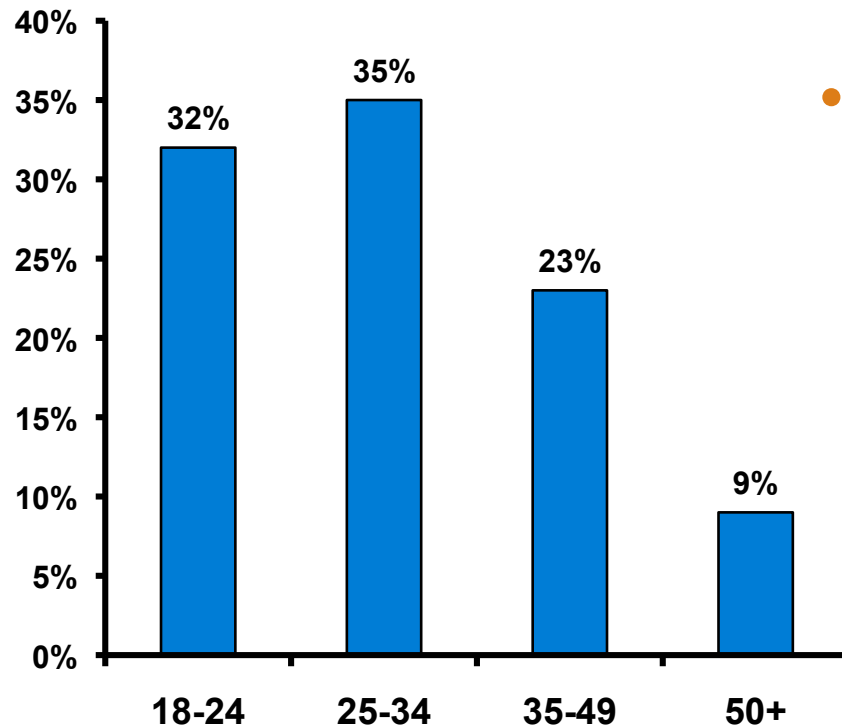


- 68% of first-time visitors are single.

Marital Status

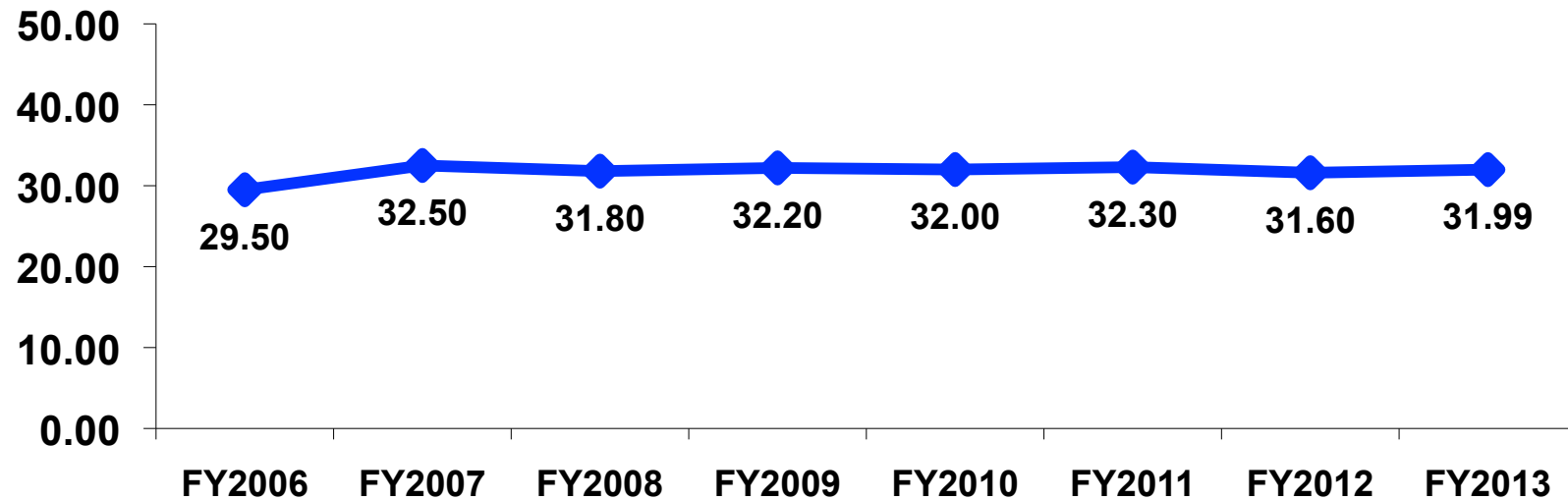


Age - Overall

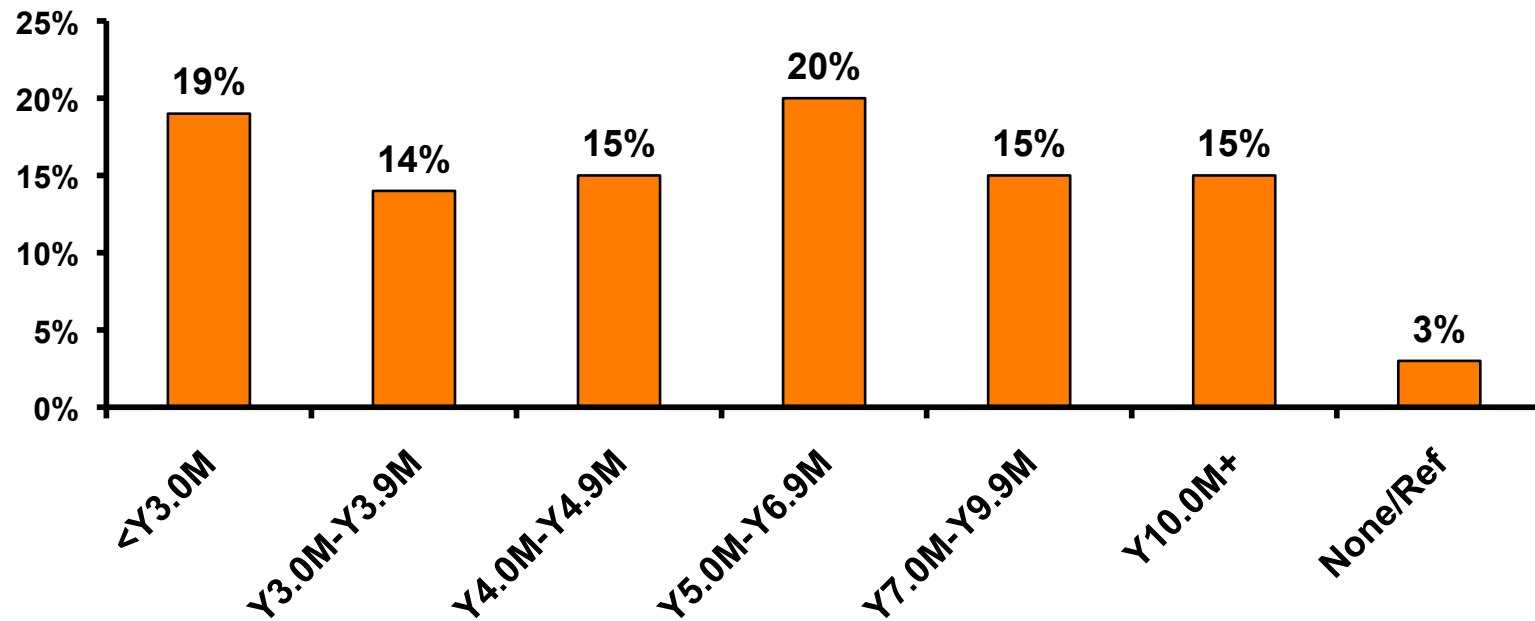


- The average age of the respondents is 31.99 years of age.

Average Age



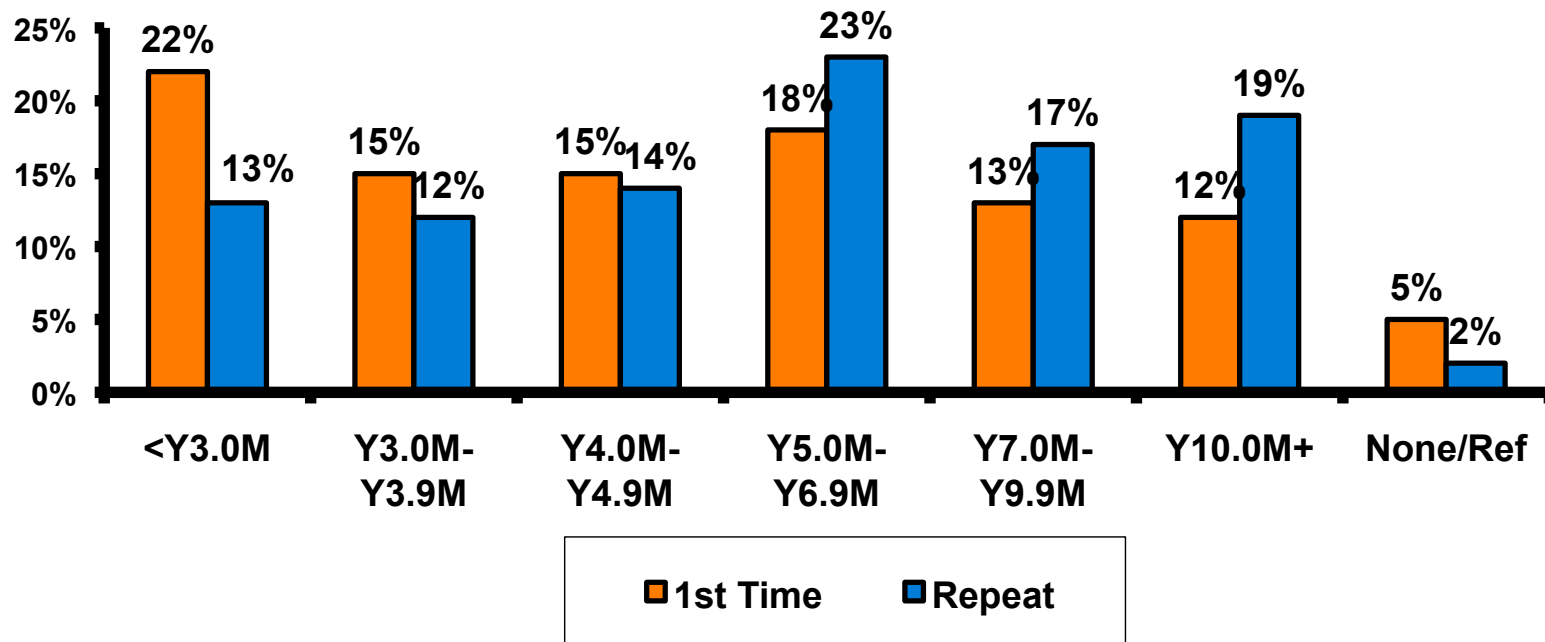
Personal Income



Personal Income

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
<¥3.0m	21%	14%	15%	16%	16%	18%	19%	19%
¥3.0m- ¥3.9m	16%	14%	14%	14%	15%	14%	13%	14%
¥4.0m- ¥4.9m	12%	12%	14%	14%	14%	15%	14%	15%
¥5.0m- ¥6.9m	17%	19%	19%	18%	19%	20%	20%	20%
¥7.0m- ¥9.9m	13%	16%	18%	16%	14%	17%	15%	15%
¥10.0m+	17%	21%	18%	18%	18%	14%	16%	15%
Refused/ None	4%	2%	2%	3%	3%	2%	2%	3%

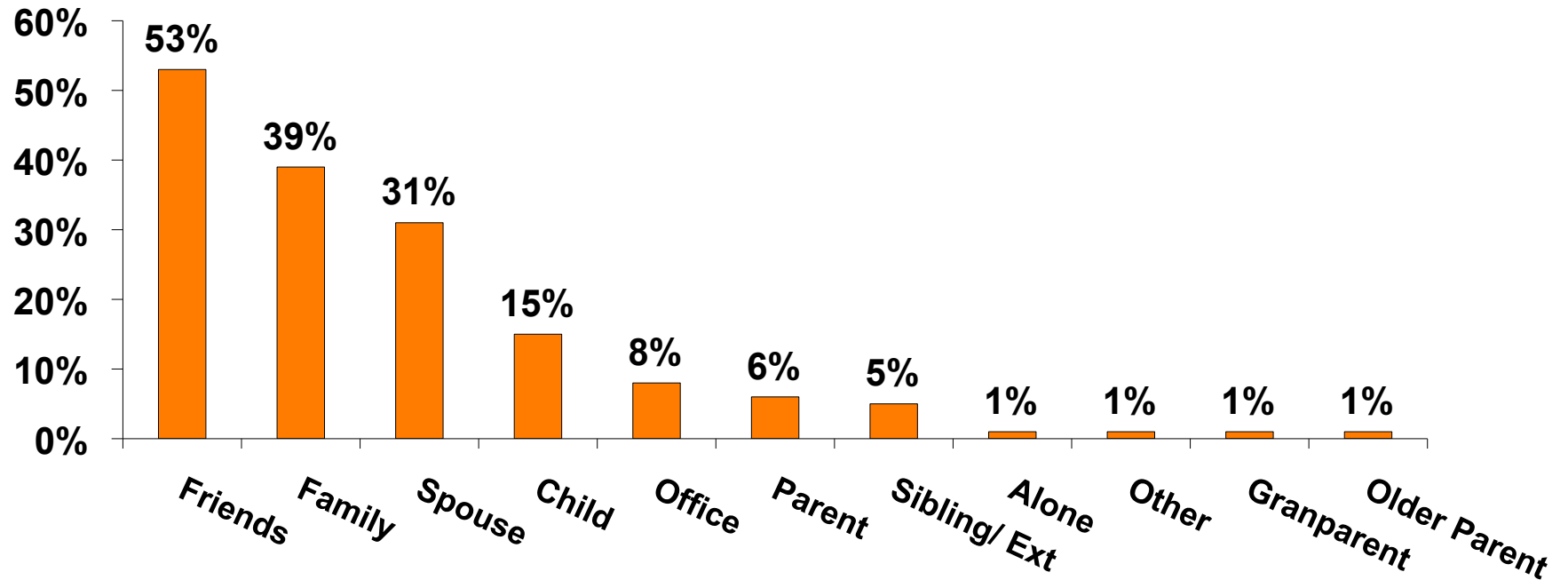
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	243	88	155	149	72	12	10
		Column N %	7%	5%	9%	14%	5%	1%	3%
	Y2.0M-Y3.0M	Count	426	150	276	152	200	49	22
		Column N %	12%	8%	16%	15%	15%	5%	6%
	Y3.0M-Y4.0M	Count	509	212	297	110	275	90	33
		Column N %	14%	11%	17%	11%	21%	10%	9%
	Y4.0M-Y5.0M	Count	530	308	222	102	257	122	47
		Column N %	15%	16%	13%	10%	19%	14%	13%
	Y5.0M-Y7.0M	Count	737	451	286	152	259	237	88
		Column N %	20%	23%	17%	15%	20%	26%	24%
	Y7.0M-Y10.0M	Count	533	340	193	116	131	209	76
		Column N %	15%	18%	11%	11%	10%	23%	21%
	Y10.0M+	Count	536	333	203	152	118	178	82
		Column N %	15%	17%	12%	15%	9%	20%	23%
	No Income	Count	121	53	68	99	14	4	2
		Column N %	3%	3%	4%	10%	1%	0%	1%
Total		Count	3635	1935	1700	1032	1326	901	360

Travel Companions



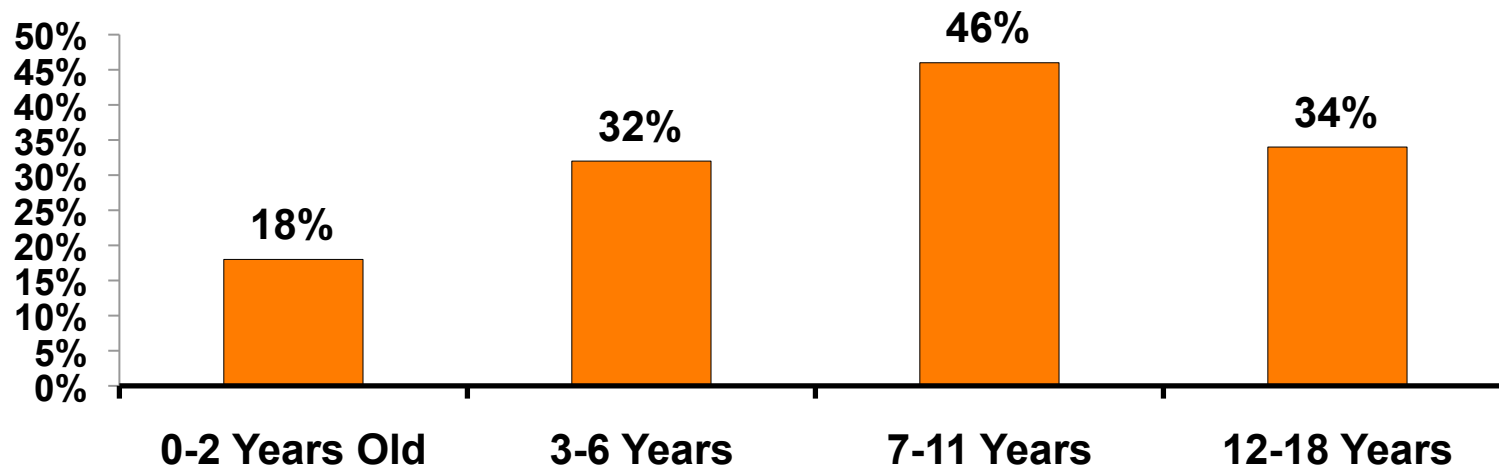
Travel Companions

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Friends	53%	35%	39%	40%	46%	49%	53%	53%
Family	14%	28%	23%	27%	25%	26%	23%	39%
Spouse	18%	25%	28%	25%	20%	18%	16%	31%
Child	7%	18%	11%	14%	15%	15%	13%	15%
Parent	NA	NA	NA	NA	NA	NA	NA	6%
Office	13%	8%	7%	5%	5%	5%	5%	8%
Sibling/ Ext Fam	NA	NA	NA	NA	NA	NA	NA	5%
Alone	0%	1%	2%	2%	3%	2%	2%	1%
Other	3%	3%	2%	2%	1%	0%	1%	1%

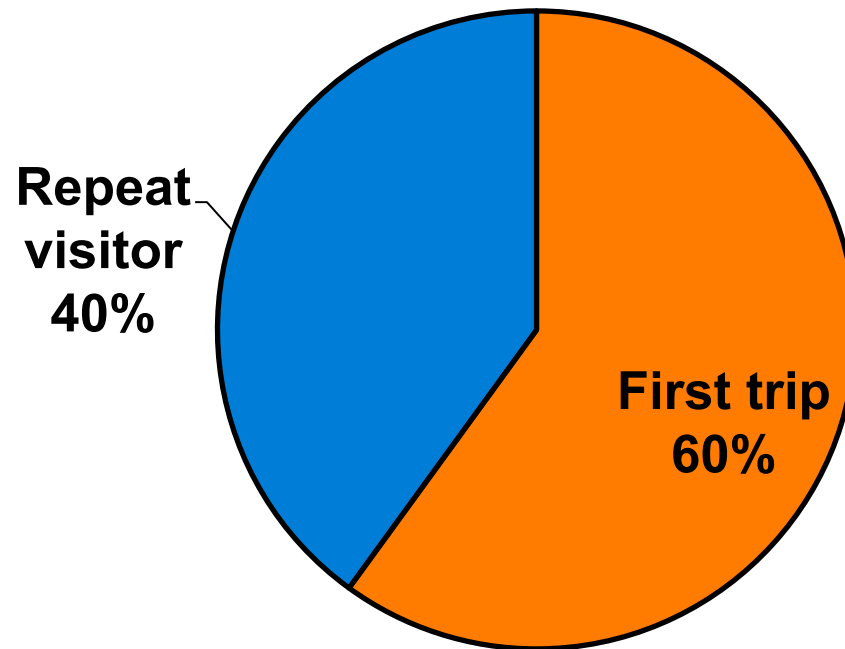
Number of Children Travel Party

N=593 total respondents traveling with children.

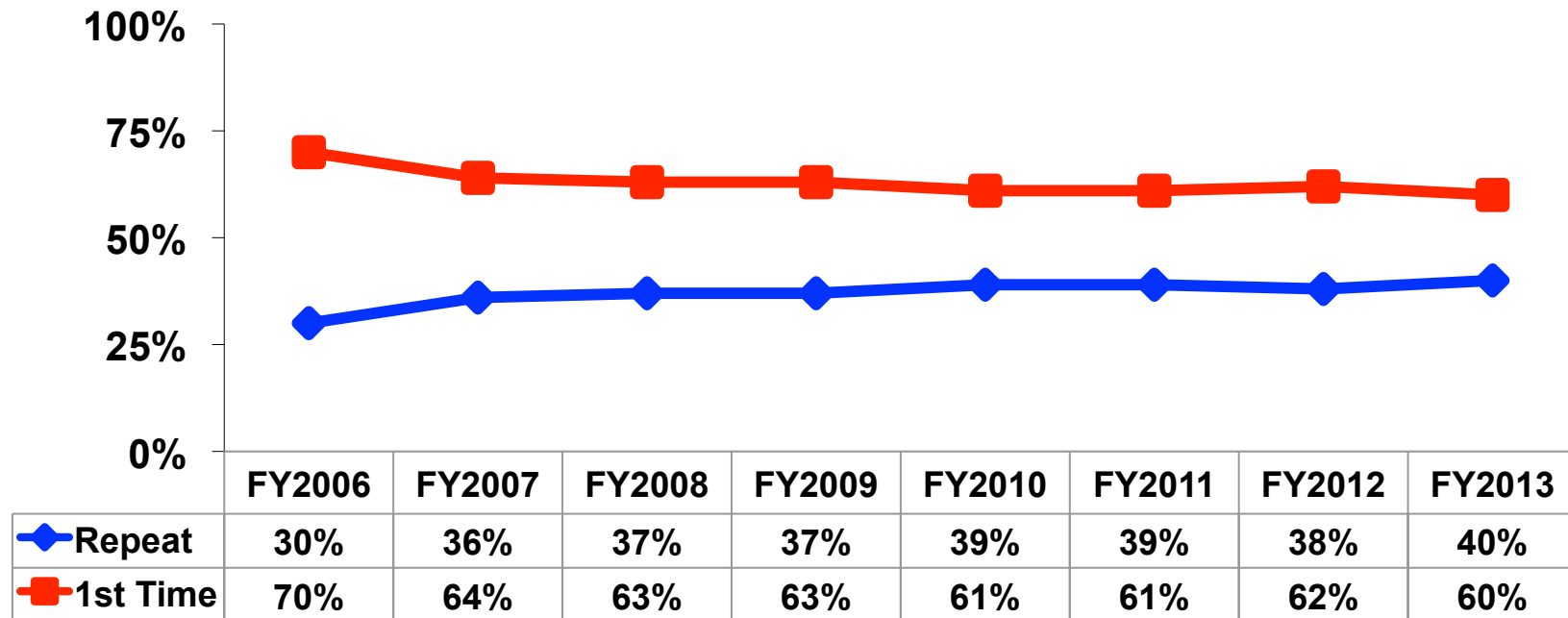
(Of those N=593 respondents, there is a total of 937 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



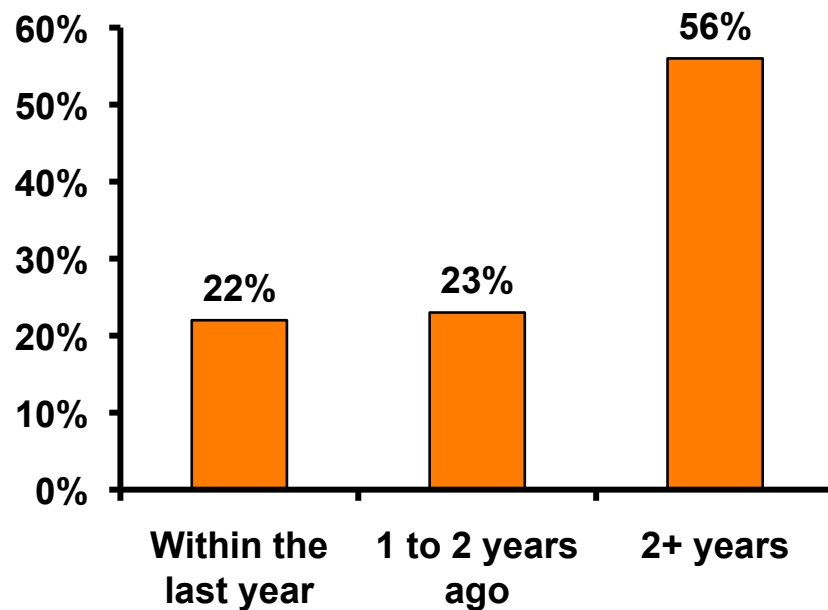
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	2155	1189	957
		Column N %	51%	47%	57%
	Female	Count	2061	1330	721
		Column N %	49%	53%	43%
	Total	Count	4216	2519	1678
AGE	18-24	Count	1341	1066	270
		Column N %	32%	43%	16%
	25-34	Count	1484	902	576
		Column N %	35%	36%	35%
	35-49	Count	966	345	615
		Column N %	23%	14%	37%
	50+	Count	395	191	202
		Column N %	9%	8%	12%
	Total	Count	4186	2504	1663

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

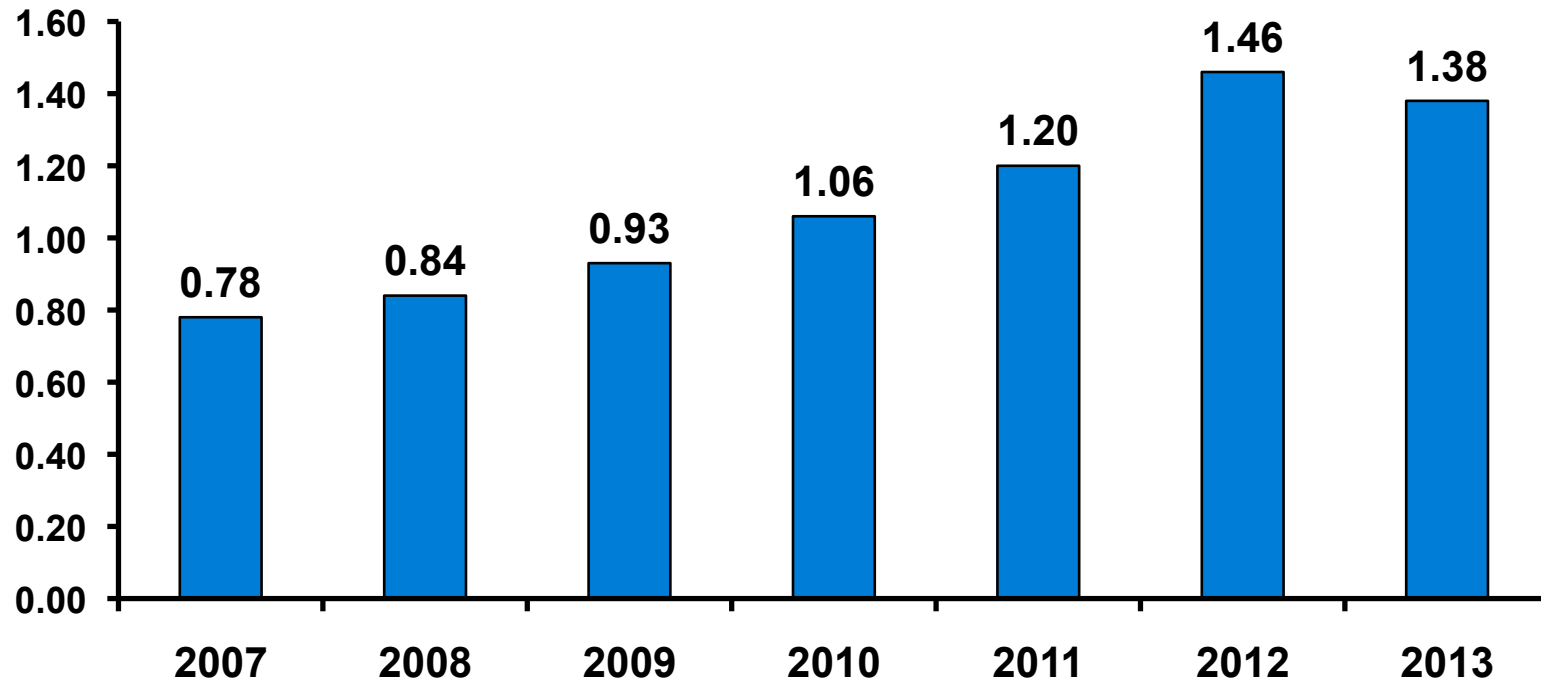
Repeat Visitors Last Trip

n = 1651



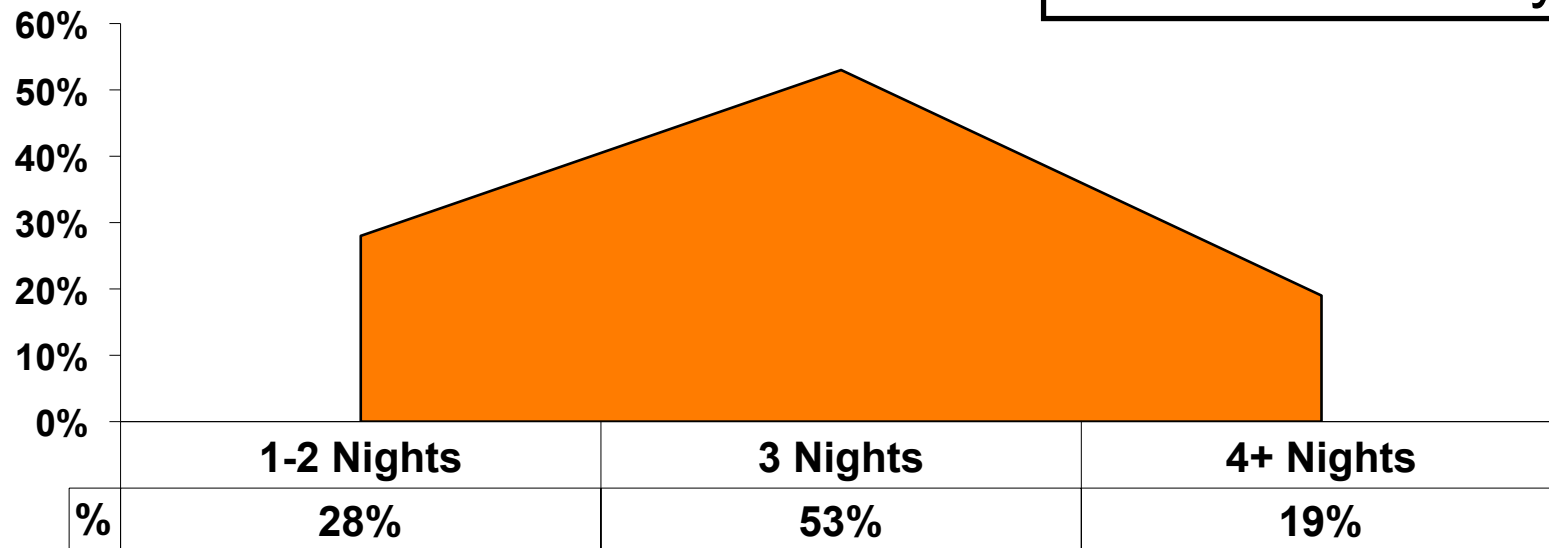
- The average repeat visitor has been to Guam 3.16 times.
- Less than half the repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2007-2013) (2 nights or more)

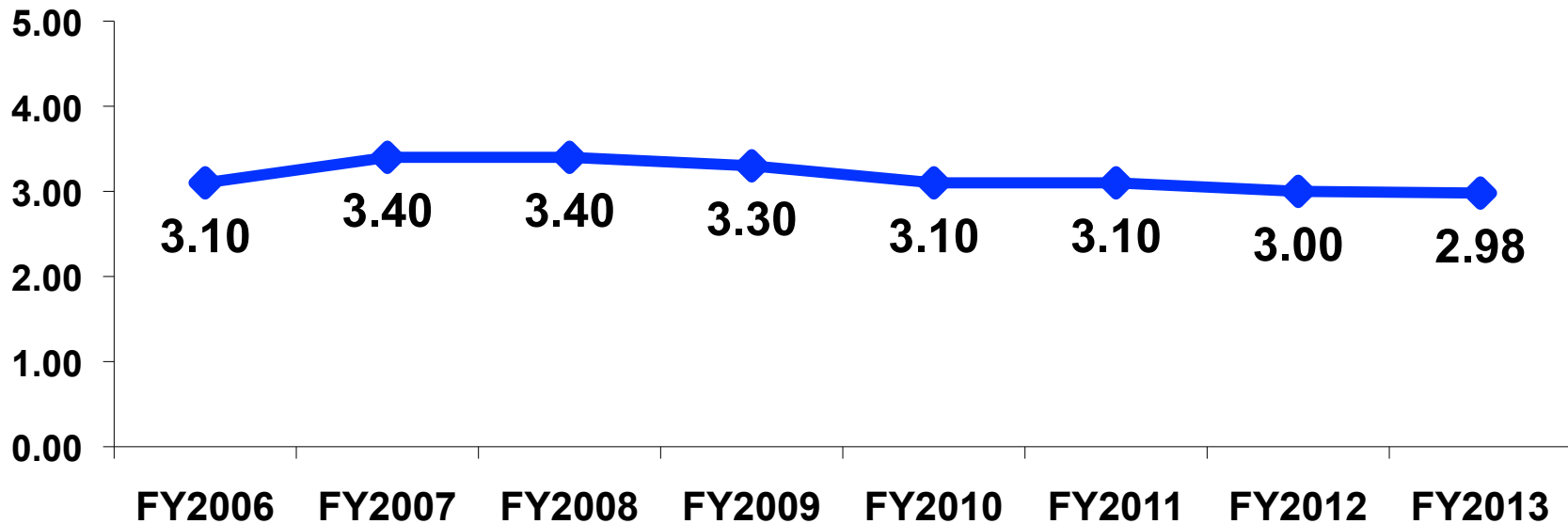


Length of Stay

Mean = 2.98 Days
Median = 3.0 Days



Average Length of Stay

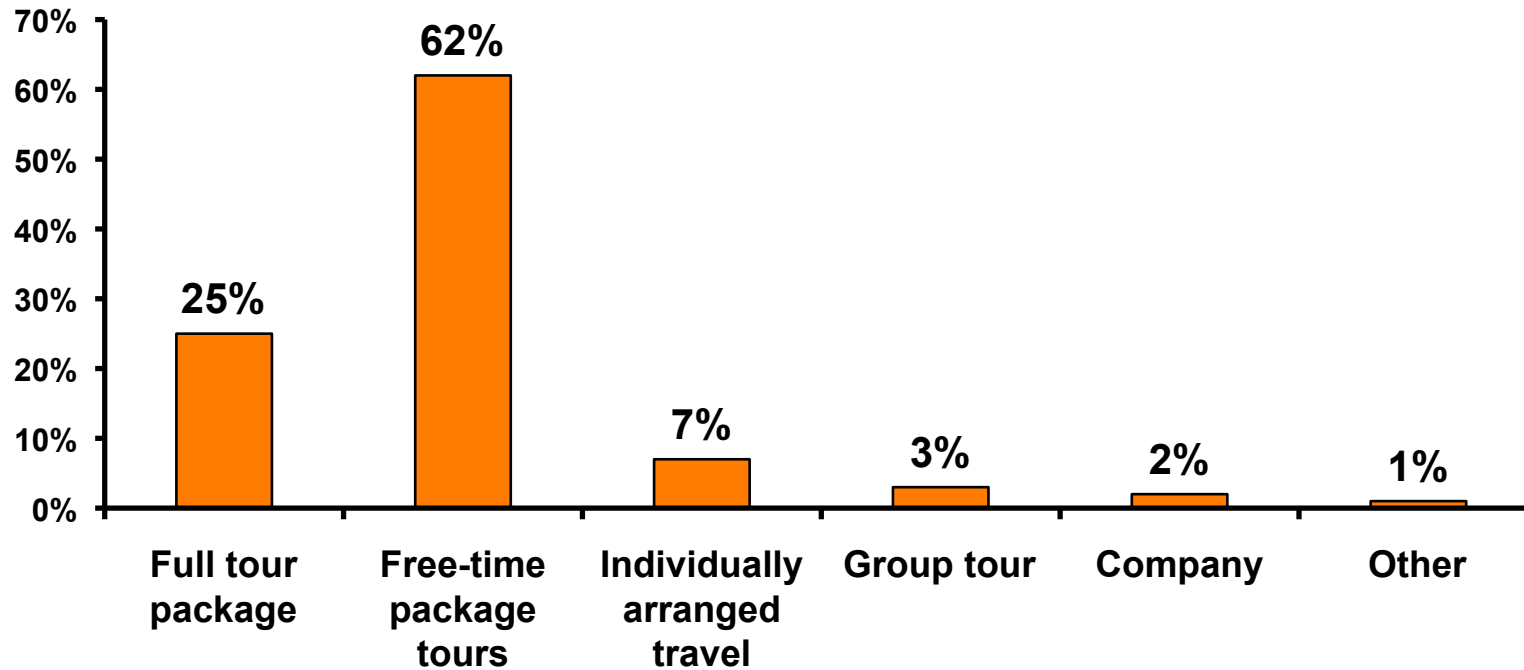


Occupation by Income

	TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income
Q25 Student	21%	38%	13%	6%	10%	16%	15%	19%	80%	
Office worker non-mgr	17%	12%	27%	26%	17%	17%	14%	11%		
Engineer	13%	6%	13%	20%	19%	16%	14%	10%	2%	
Salesperson	11%	5%	9%	11%	15%	15%	14%	9%		
Self-employed	7%	6%	4%	5%	8%	7%	8%	15%	1%	
Manager	5%		1%	2%	3%	7%	11%	12%		
Homemaker	4%	2%	2%	4%	6%	4%	6%	5%	2%	
Skilled worker	4%	5%	8%	6%	4%	3%	2%	1%		
Freeter	3%	11%	5%	3%	2%	1%	3%	2%	2%	
Professional/ Specialist	3%	2%	1%	4%	4%	3%	3%	5%		
Other	3%	5%	4%	3%	2%	2%	2%	2%	1%	
Govt- office worker non-mgr	2%	1%	4%	5%	4%	2%	1%	1%		
Teacher	2%	1%	4%	3%	2%	1%	2%	1%	1%	
Unemployed	2%	4%	2%	1%	1%	1%	1%	0%	11%	
Executive (30+ employees)	1%	1%	2%	0%	1%	1%	2%	4%		
Govt- Manager	1%			0%	1%	2%	3%	1%		
Retired	0%		1%	1%	0%	1%	1%	0%		
Free-lancer	0%	1%	1%	1%		0%	0%	1%		
Govt- Executive	0%						0%	0%		
25	0%						0%			
Total	Count 4088	240	424	507	530	737	533	534	121	

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning

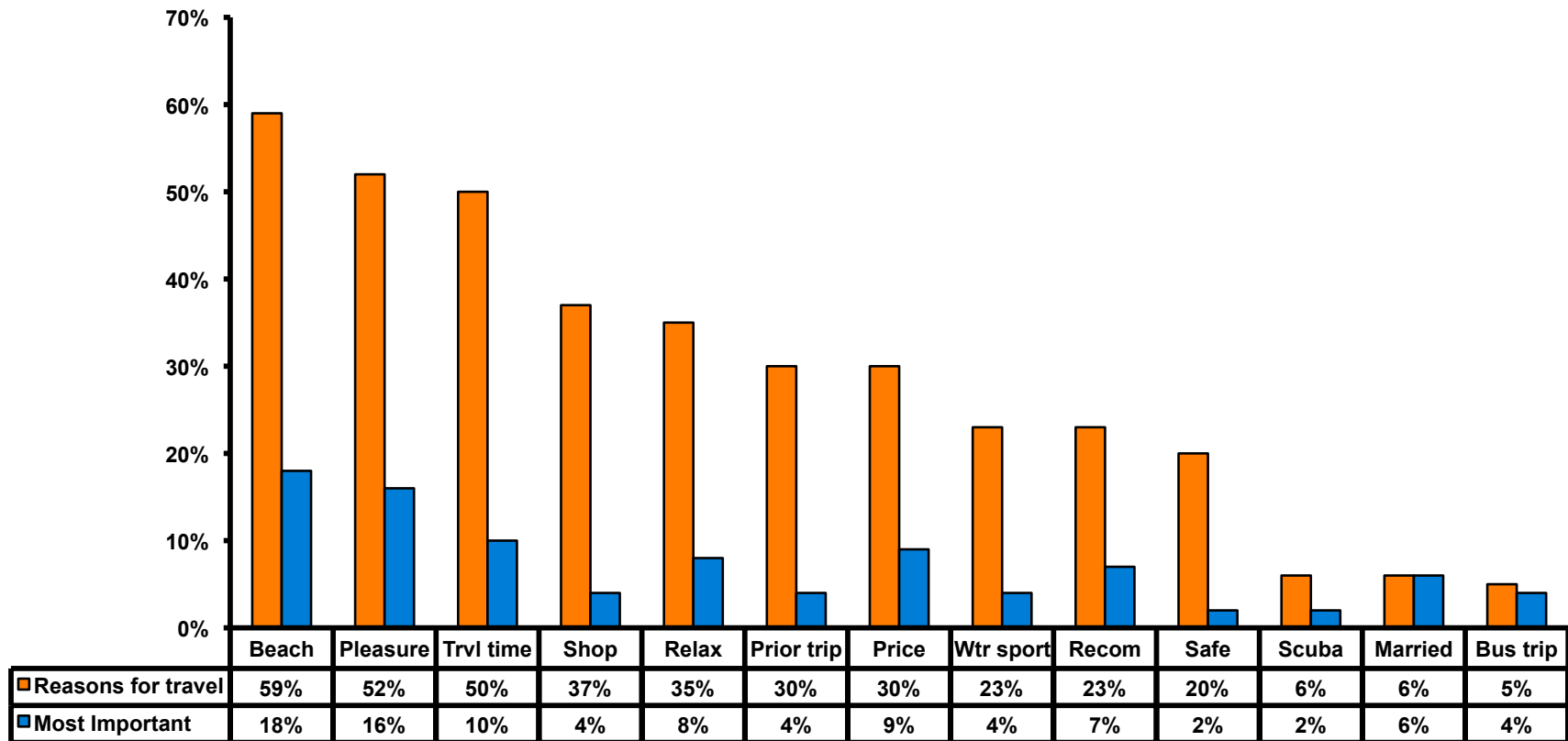
	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Full-pkg tour	19%	23%	25%	25%	20%	23%	22%	25%
Free-time pkg tour	69%	64%	64%	65%	66%	68%	69%	62%
FIT	3%	7%	7%	6%	10%	6%	5%	7%
Group tour	8%	6%	4%	3%	3%	3%	3%	3%
Company	NA	NA	NA	NA	NA	1%	1%	2%
Other	0%	0%	0%	1%	1%	0%	0%	1%

Accommodation by Income

Average length of stay: 2.98 days

	TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income
Q9										
Guam Plaza Hotel	18%	19%	22%	20%	19%	16%	13%	15%	18%	
Guam Reef & Olive Spa	8%	9%	8%	9%	9%	8%	7%	8%	4%	
Hotel Nikko Guam	6%	5%	6%	6%	8%	8%	8%	7%	3%	
Outrigger Guam Resort	6%	4%	5%	7%	7%	6%	9%	7%	1%	
Grand Plaza Hotel	6%	7%	8%	5%	4%	4%	4%	6%	5%	
Pacific Bay Hotel	6%	8%	8%	4%	5%	4%	6%	5%	8%	
PIC Club	6%	5%	2%	5%	6%	6%	6%	9%	5%	
Fiesta Resort Guam	5%	5%	4%	5%	7%	6%	6%	5%	6%	
Hilton Guam Resort	5%	3%	4%	4%	6%	5%	5%	6%	1%	
Onward Beach Resort	4%	1%	3%	3%	4%	6%	7%	4%	2%	
Oceanview Hotel	4%	8%	5%	4%	3%	4%	3%	3%	9%	
Holiday Resort Guam	4%	2%	6%	6%	2%	4%	3%	2%	3%	
Westin Resort Guam	3%	2%	1%	3%	4%	4%	4%	4%	2%	
Hotel Santa Fe	3%	5%	3%	3%	2%	2%	4%	1%	6%	
Leo Palace Resort	3%	1%	2%	2%	3%	4%	3%	2%	3%	
Bayview Hotel	3%	5%	4%	2%	2%	2%	1%	2%	9%	
Sheraton Laguna Guam	2%	2%	1%	2%	2%	3%	3%	4%	1%	
Hyatt Regency Guam	2%	1%	0%	3%	3%	2%	2%	3%		
Royal Orchid Guam	2%	2%	4%	2%	1%	2%	2%	1%	4%	
Guam Marriott Resort	2%	2%	1%	2%	2%	2%	2%	2%	2%	
Other	1%	2%	1%	1%	1%	0%	0%	1%	4%	
Ramada Suites Guam	1%	1%	0%	0%	0%	1%	1%	1%	1%	
Condo	1%		2%	1%	0%	1%	1%	1%	1%	
Tumon Bay Capital Hotel	0%		0%	1%	1%	1%	0%	0%		
Guam Aurora Resort	0%			0%	0%	0%			2%	
Home stay/ friend/ relative	0%		0%	0%		0%	0%	0%		
Total	Count	4207	242	425	507	529	737	532	535	121

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Pleasure and
- Short travel time

are the primary reasons for visiting during this period.

Most Important- Top 3

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Natural Beauty	16%	15%	16%	16%	17%	18%	17%	18%
Pleasure	16%	14%	12%	12%	14%	18%	18%	16%
Relax	10%	Not top 3	Not top 3	Not Top 3	11%	9%	Not top 3	Not top 3
Short Travel Time	Not Top 3	13%	10%	Not Top 3	Not Top 3	9%	Not top 3	10%
Price	Not Top 3	Not Top 3	10%	14%	11%	Not top 3	10%	Not top 3

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	59%	65%	58%	56%	52%	57%	62%	
	Pleasure	52%	59%	50%	51%	42%	48%	57%	
	Short travel time	50%	41%	52%	61%	51%	51%	50%	
	Shopping	37%	44%	38%	29%	28%	28%	46%	
	Relax	35%	31%	35%	38%	35%	35%	34%	
	Previous trip	30%	15%	29%	51%	34%	34%	26%	
	Price	30%	33%	29%	28%	25%	28%	31%	
	Water sports	23%	30%	23%	19%	12%	21%	26%	
	Recomm- friend/family/trvl agnt	23%	34%	21%	13%	16%	18%	28%	
	Safe	20%	18%	17%	27%	27%	21%	20%	
	Scuba	6%	7%	7%	5%	5%	7%	6%	
	Married/ Attn wedding	6%	1%	10%	5%	13%	8%	5%	
	Company/ Business Trip	5%	3%	5%	7%	4%	6%	4%	
	Other	4%	5%	3%	5%	5%	4%	4%	
	Honeymoon	4%	1%	7%	3%	1%	6%	1%	
	Golf	2%	0%	2%	4%	8%	4%	1%	
	Visit friends/ Relatives	2%	2%	2%	2%	2%	2%	2%	
	Organized sports	2%	1%	2%	1%	3%	2%	2%	
	Company Sponsored	1%	1%	1%	1%	0%	1%	1%	
	Career Cert/ Testing	0%	0%	0%	0%	1%	0%	0%	
	Convention/ Trade/ Conference	0%			0%	0%	0%		
	Total	Count	4206	1338	1482	965	391	2150	2056

Motivation by Income

		TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q5A	Natural beauty	59%	60%	59%	60%	59%	55%	62%	65%	60%	
	Pleasure	52%	54%	54%	50%	54%	51%	55%	57%	51%	
	Short travel time	50%	41%	42%	48%	51%	53%	58%	60%	43%	
	Shopping	37%	37%	42%	36%	36%	36%	37%	36%	34%	
	Relax	35%	28%	31%	37%	39%	33%	39%	40%	26%	
	Previous trip	30%	17%	23%	25%	33%	36%	36%	40%	17%	
	Price	30%	31%	32%	28%	29%	32%	30%	28%	38%	
	Water sports	23%	23%	27%	22%	20%	22%	23%	25%	26%	
	Recomm- friend/family/trvl agnt	23%	31%	29%	18%	20%	21%	21%	18%	37%	
	Safe	20%	19%	19%	20%	20%	21%	26%	24%	17%	
	Scuba	6%	8%	6%	6%	6%	5%	5%	7%	10%	
	Married/ Attn wedding	6%	3%	5%	7%	9%	9%	6%	4%	1%	
	Company/ Business Trip	5%	9%	8%	6%	5%	4%	3%	3%	4%	
	Other	4%	4%	4%	5%	4%	3%	5%	4%	3%	
	Honeymoon	4%		4%	6%	7%	5%	2%	1%		
	Golf	2%		2%	2%	2%	4%	3%	4%	2%	
	Visit friends/ Relatives	2%	4%	2%	2%	2%	2%	1%	2%	3%	
	Organized sports	2%	1%	1%	2%	1%	2%	1%	2%	3%	
	Company Sponsored	1%	2%	1%	1%	1%	1%	1%	1%	1%	
	Career Cert/ Testing	0%	0%	0%		0%	0%		1%		
	Convention/ Trade/ Conference	0%					0%	0%		1%	
	Total	Count	4206	243	423	509	527	736	532	536	121

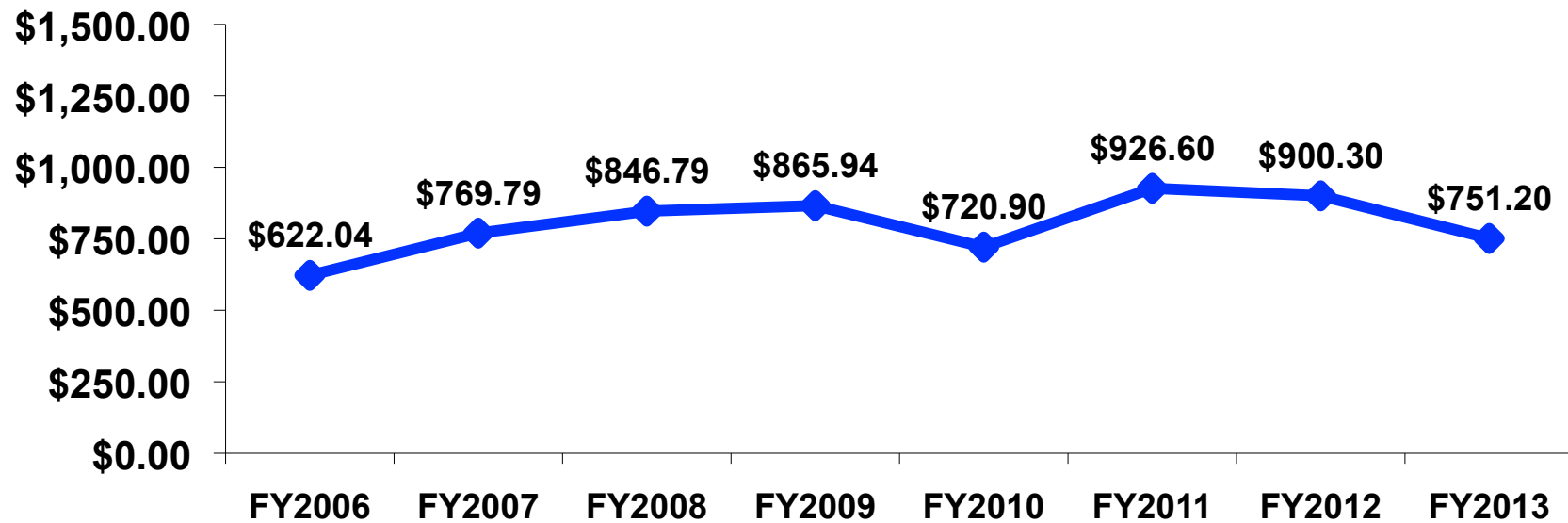
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥Varies/US\$1

- \$1,492.88 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$42,012 = maximum (highest amount recorded for the entire sample)
- \$751.20 = 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	\$1,369.90
Air & Accommodation w/ daily meal package	\$2,276.72
Air only	\$1,454.43
Accommodation only	\$843.15
Accommodation w/ daily meal only	\$1,596.78
Food & Beverages in Hotel	\$116.71
Ground transportation - Japan	\$68.87
Ground transportation - Guam	\$75.43
Optional tours/ activities	\$273.09
Other expenses	\$609.30
Total Prepaid	\$1,492.88

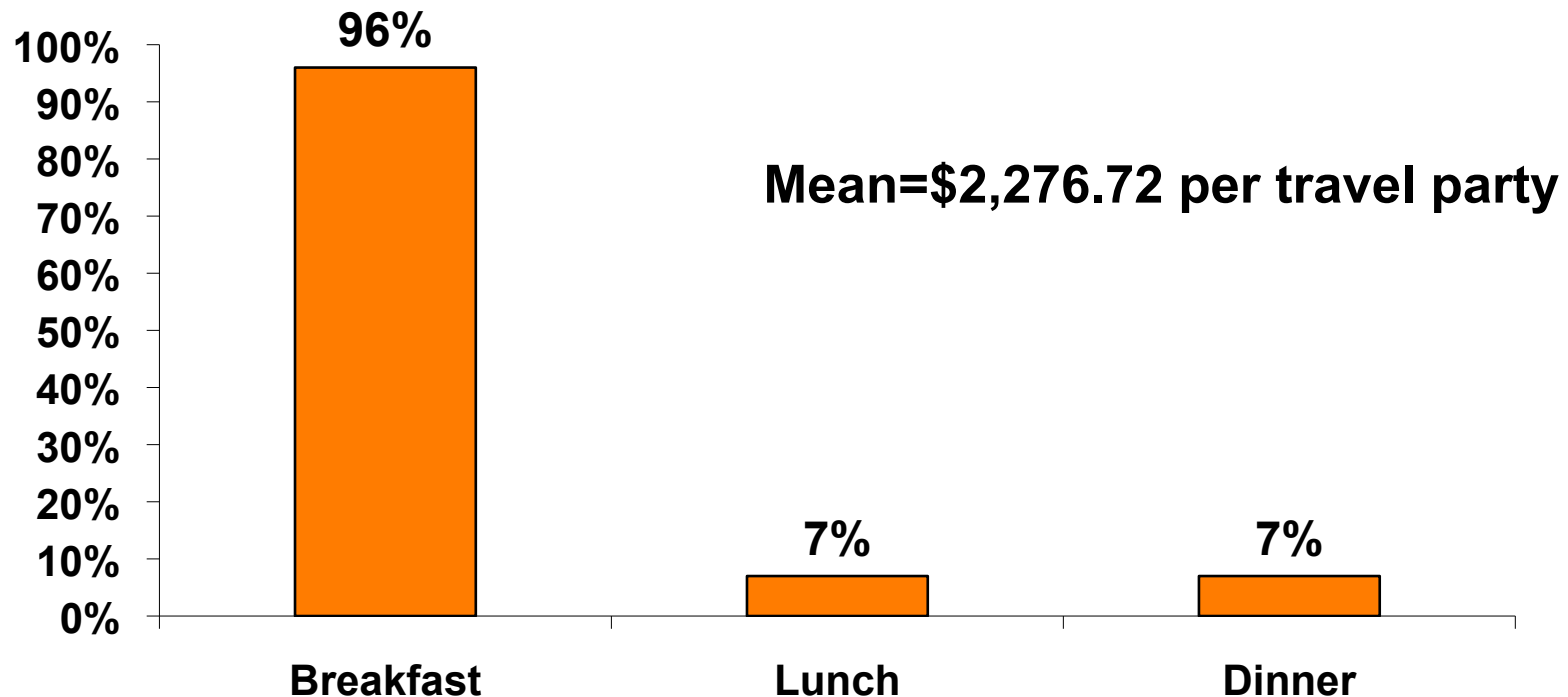
Breakdown of Prepaid Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Air & Accommodation package only	\$1,550	\$1,589	\$1,696	\$1402.50	\$1,767.00	\$1,681.20	\$1,369.90
Air & Accommodation w/ daily meal package	\$2,536	\$3,404	\$3,006	\$3199.80	\$3,555.90	\$3,546.00	\$2,276.72
Air only	\$1,129	\$924	\$937	\$952.90	\$1,359.60	\$1,836.40	\$1,454.43
Accommodation only	\$532	\$520	\$748	\$524.30	\$748.30	\$1,136.90	\$843.15
Accommodation w/ daily meal only	\$934	\$887	\$595	\$944.70	\$1,040.70	\$838.10	\$1,596.78
Food & Beverages in Hotel	\$103	\$394	\$232	\$168.50	\$209.90	\$194.20	\$116.71
Ground transportation – Japan	\$110	\$121	\$100	\$95.30	\$129.70	\$156.70	\$68.87
Ground transportation – Guam	\$62	\$88	\$93	\$93.90	\$58.60	\$100.80	\$75.43
Optional tours/ activities	\$274	\$255	\$316	\$289.50	\$298.60	\$302.40	\$273.09
Other expenses	\$417	\$726	\$834	\$530.00	\$512.40	\$420.20	\$609.30
Total Prepaid	\$1,728	\$1,816	\$1,925	\$1,513.90	\$1,993.70	\$1,820.20	\$1,492.88

Prepaid Meal Breakdown

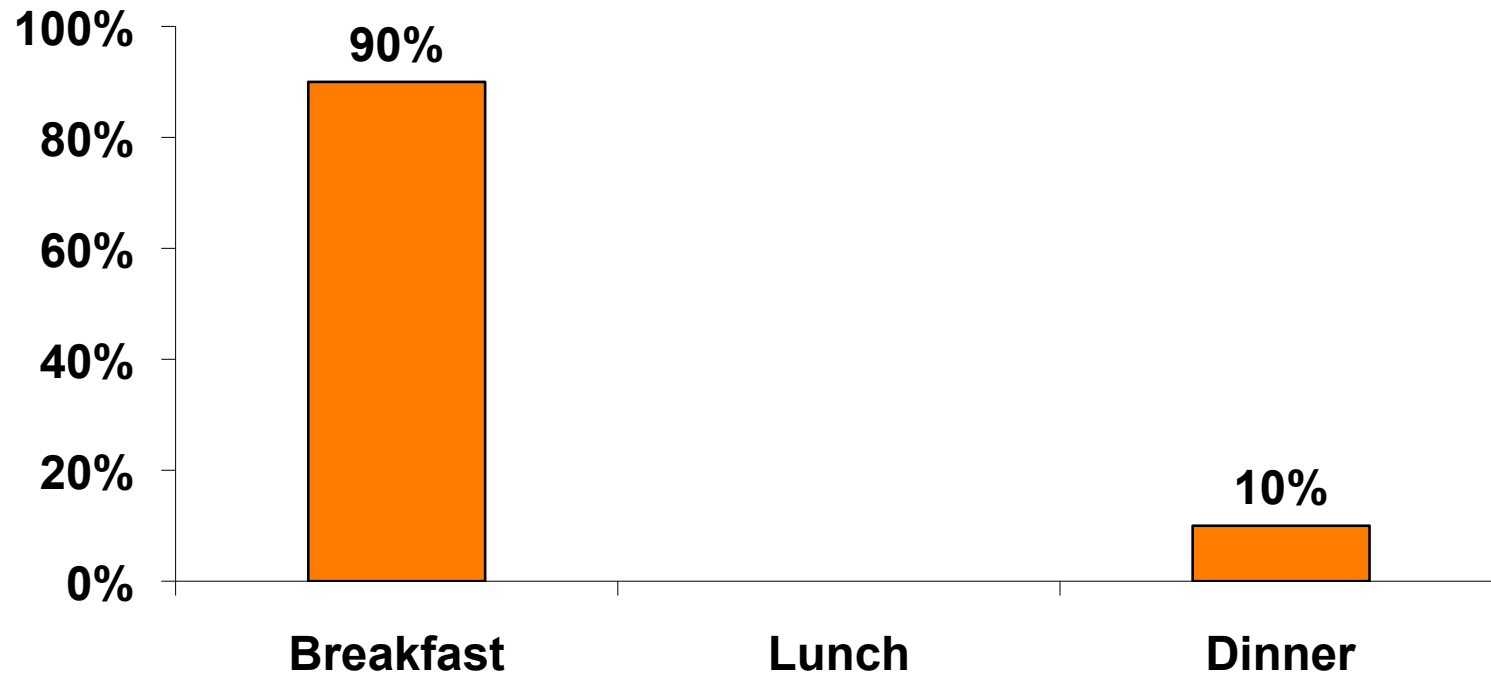
Air/ Accommodations with Daily Meal Package

n=895



Prepaid Meal Breakdown

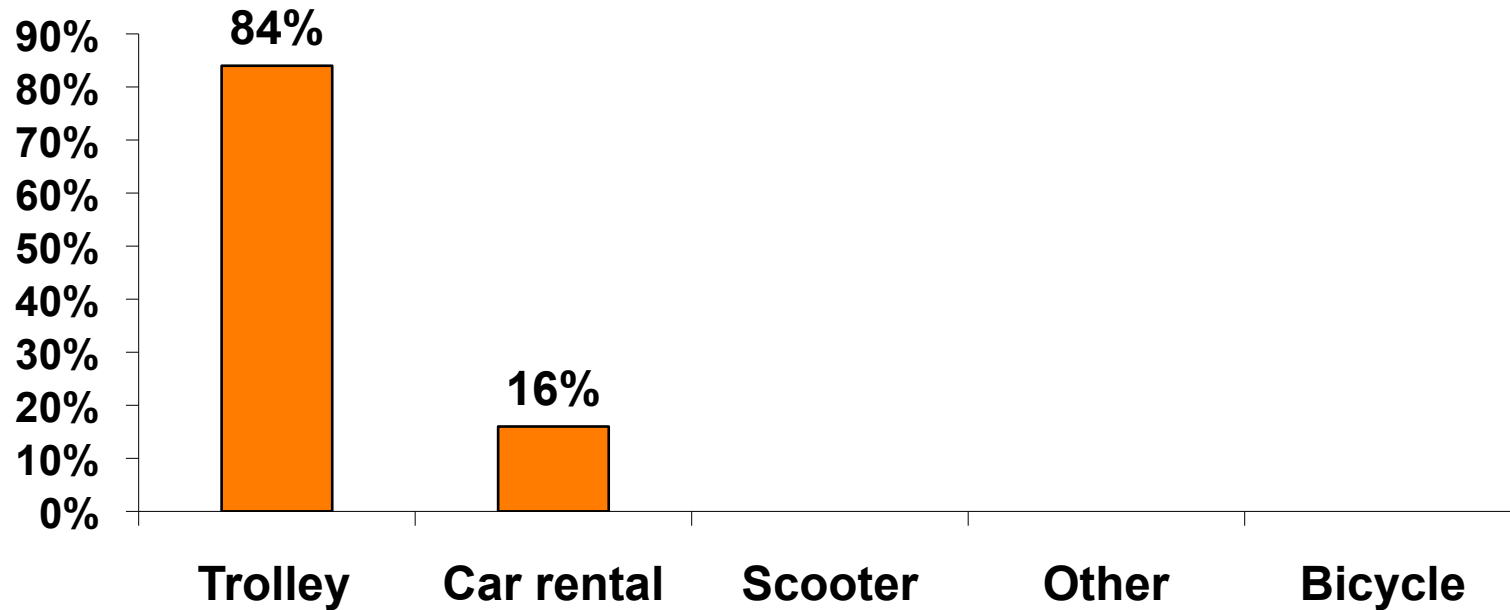
Accommodations with Daily Meal Package n=10



Mean=\$1,596.78 per travel party

Prepaid Ground Transportation

n=38

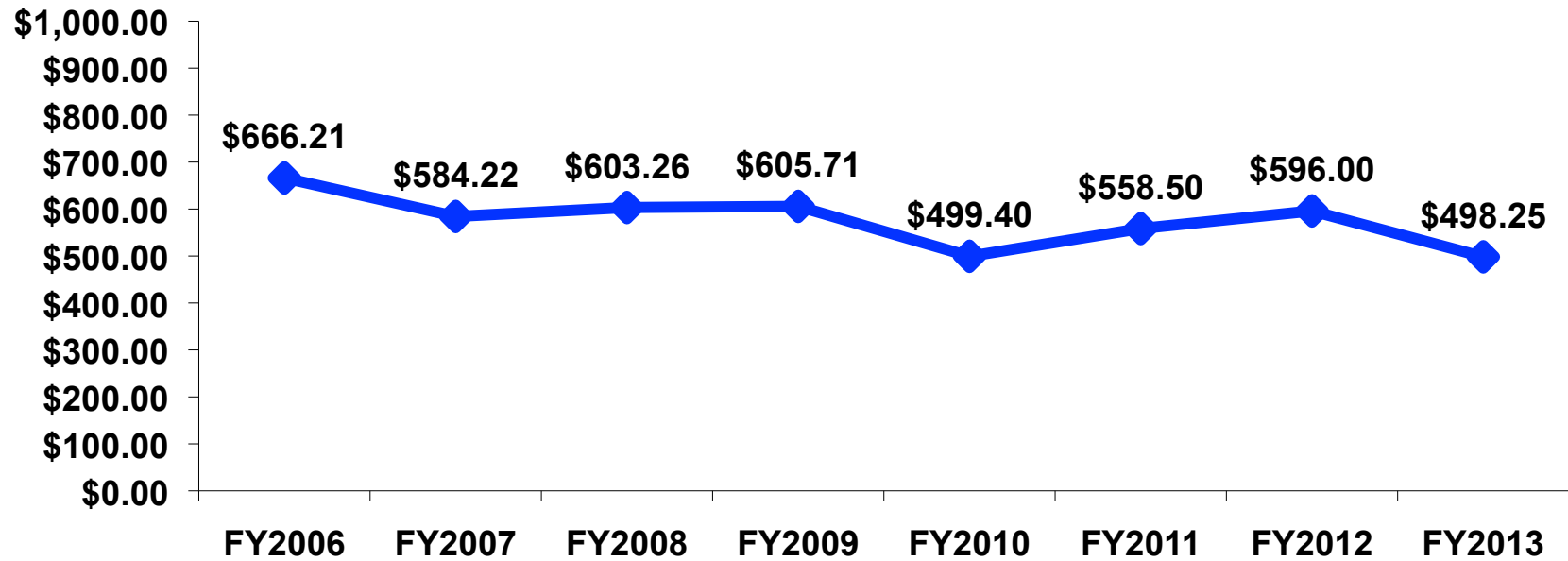


Mean=\$75.43 per travel party

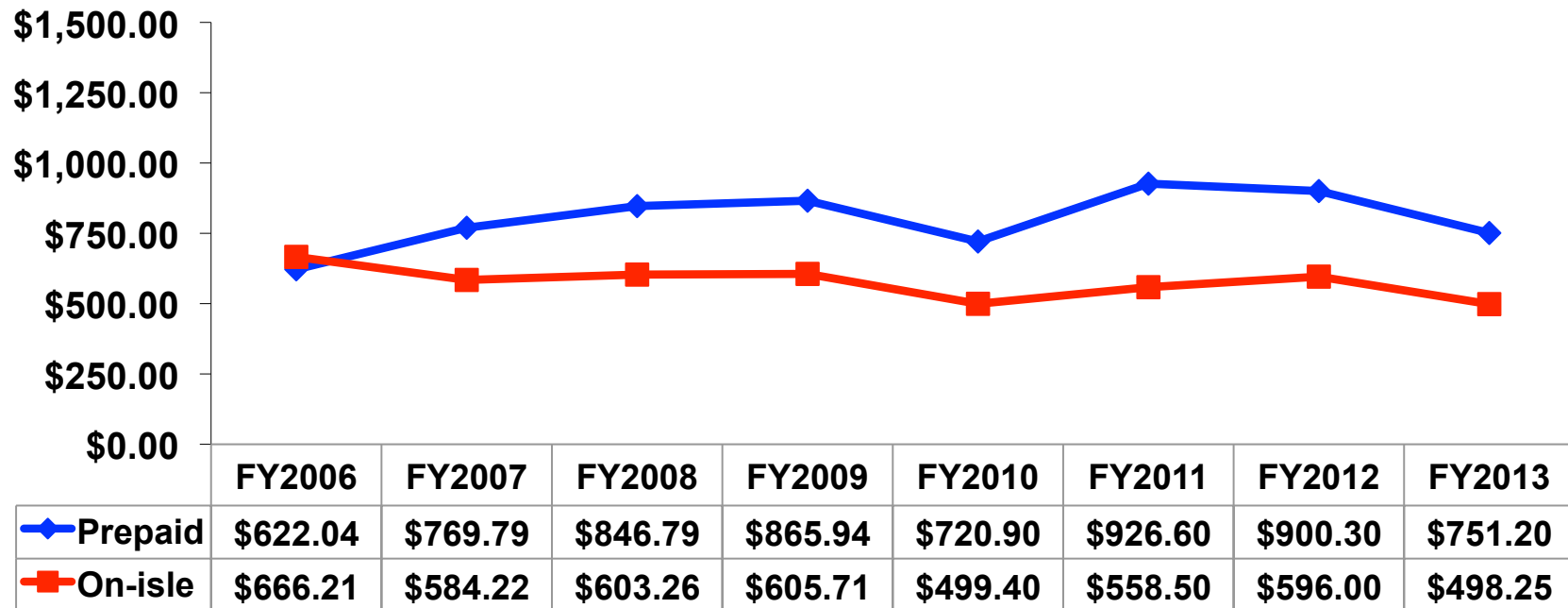
On-Island Expenditures

- \$781.50 = 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)
- \$498.25 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid/ On-Island Expenditures Per Person



Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
			-	Male	Female	Male				Female		
		AGE				AGE						
		18-24				25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$498.25	\$481.05	\$516.23	\$430.72	\$526.06	\$473.56	\$472.34	\$461.53	\$567.14	\$524.22	\$594.49
	Median	\$400	\$350	\$400	\$353	\$400	\$333	\$350	\$400	\$420	\$375	\$378
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$8,000	\$8,000	\$5,000	\$2,500	\$6,000	\$8,000	\$6,000	\$3,982	\$5,000	\$4,000	\$4,000

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$35.62	\$50.55	\$20.03	\$12.52	\$28.42	\$65.88	\$69.22
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$32.98	\$39.77	\$25.90	\$23.89	\$29.96	\$47.76	\$39.86
	Median	\$10	\$10	\$6	\$7	\$5	\$20	\$8
F&B RESTRNT	Mean	\$80.56	\$104.81	\$55.24	\$43.82	\$77.07	\$125.65	\$111.99
	Median	\$20	\$45	\$5	\$0	\$20	\$60	\$40
OPT TOUR	Mean	\$83.82	\$101.48	\$65.38	\$60.47	\$79.80	\$123.00	\$87.08
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$204.79	\$231.50	\$176.90	\$121.65	\$215.83	\$289.00	\$249.64
	Median	\$45	\$40	\$50	\$20	\$35	\$100	\$50
GIFT- OTHER	Mean	\$121.09	\$128.12	\$113.74	\$87.64	\$122.31	\$153.29	\$156.39
	Median	\$50	\$50	\$50	\$41	\$50	\$100	\$64
TRANS	Mean	\$16.36	\$20.17	\$12.38	\$8.33	\$15.72	\$27.85	\$18.59
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$208.18	\$228.03	\$187.44	\$160.61	\$197.15	\$252.73	\$296.69
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$781.50	\$900.88	\$656.67	\$519.03	\$766.30	\$1,079.88	\$1,020.12
	Median	\$500	\$600	\$500	\$400	\$545	\$800	\$700

On-Island Expenditures

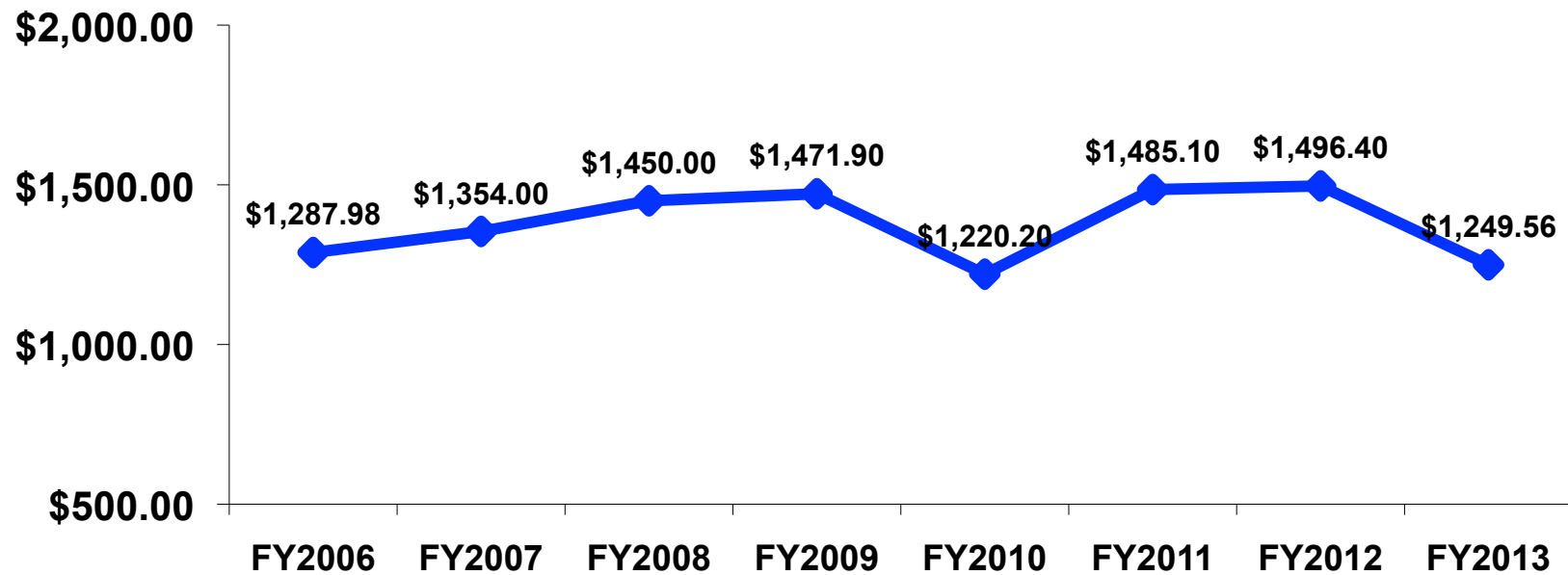
First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$35.62	\$29.08	\$45.66
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$32.98	\$29.12	\$38.91
	Median	\$10	\$7	\$10
F&B RESTRNT	Mean	\$80.56	\$67.37	\$100.81
	Median	\$20	\$10	\$40
OPT TOUR	Mean	\$83.82	\$76.55	\$94.78
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$204.79	\$158.42	\$274.05
	Median	\$45	\$26	\$70
GIFT- OTHER	Mean	\$121.09	\$116.51	\$128.47
	Median	\$50	\$50	\$50
TRANS	Mean	\$16.36	\$12.50	\$22.19
	Median	\$0	\$0	\$0
OTHER	Mean	\$208.18	\$183.56	\$243.11
	Median	\$0	\$0	\$0
TOTAL	Mean	\$781.50	\$672.29	\$944.66
	Median	\$500	\$500	\$615

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,249.56 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,057 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person



Breakdown of On-Island Expenditures

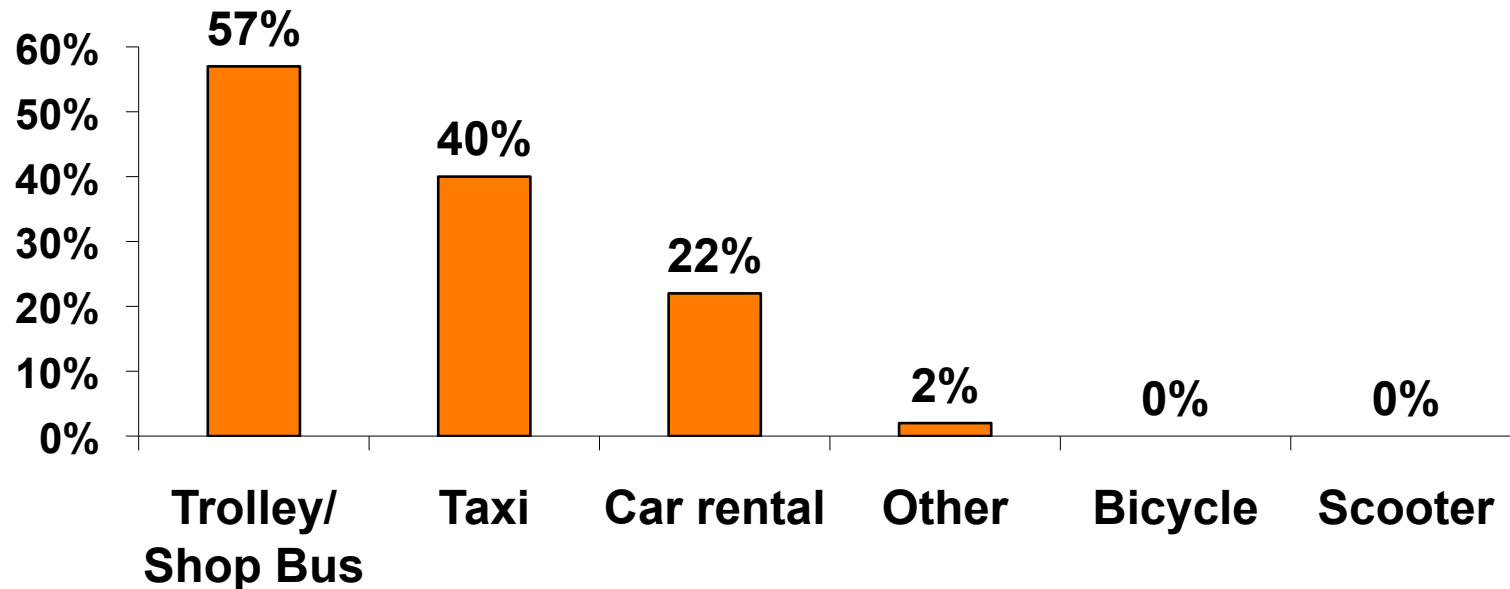
	MEAN \$
Food & beverage in a hotel	\$35.62
Food & beverage in fast food restaurant/ convenience store	\$32.98
Food & beverage at restaurants or drinking establishments outside a hotel	\$80.56
Optional tours and activities	\$83.82
Gifts/ souvenirs for yourself/companions	\$204.79
Gifts/ souvenirs for friends/family at home	\$121.09
Local transportation	\$16.36
Other expenses not covered	\$208.18
Average Total	\$781.50

Breakdown of On-Island Expenditures

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Food & beverage in a hotel	\$37.30	\$56.40	\$54.50	\$46.10	\$41.80	\$34.50	\$33.10	\$35.62
Food & beverage in fast food restaurant/ convenience store	\$35.60	\$41.70	\$36.20	\$44.90	\$34.10	\$33.10	\$34.00	\$32.98
Food & beverage at restaurants or drinking establishments outside a hotel	\$91.10	\$105.40	\$94.00	\$95.50	\$76.70	\$84.00	\$80.70	\$80.56
Optional tours and activities	\$122.40	\$127.10	\$119.30	\$119.40	\$96.10	\$95.30	\$97.10	\$83.82
Gifts/ souvenirs for yourself/ companions	\$380.80	\$338.40	\$287.10	\$354.00	\$245.40	\$253.30	\$258.00	\$204.79
Gifts/ souvenirs for friends/family	\$181.60	\$174.70	\$143.70	\$181.90	\$126.50	\$129.30	\$136.40	\$121.09
Local transportation	\$15.10	\$20.00	\$16.70	\$17.50	\$17.30	\$15.20	\$16.50	\$16.36
Other expenses not covered	\$110.30	\$284.80	\$304.10	\$269.50	\$233.70	\$289.30	\$247.70	\$208.18
Average Total	\$976.60	\$1,145.20	\$1,058.30	\$1,120.80	\$866.50	\$933.40	\$899.50	\$781.50

Local Transportation

n=898



Mean=\$16.36 per travel party

Guam Airport Expenditures

- \$28.95 = Mean
- \$5 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$7.79
Gifts/Souvenirs Self	\$9.31
Gifts/Souvenirs Others	\$11.90
Total	\$28.95

Breakdown of Airport

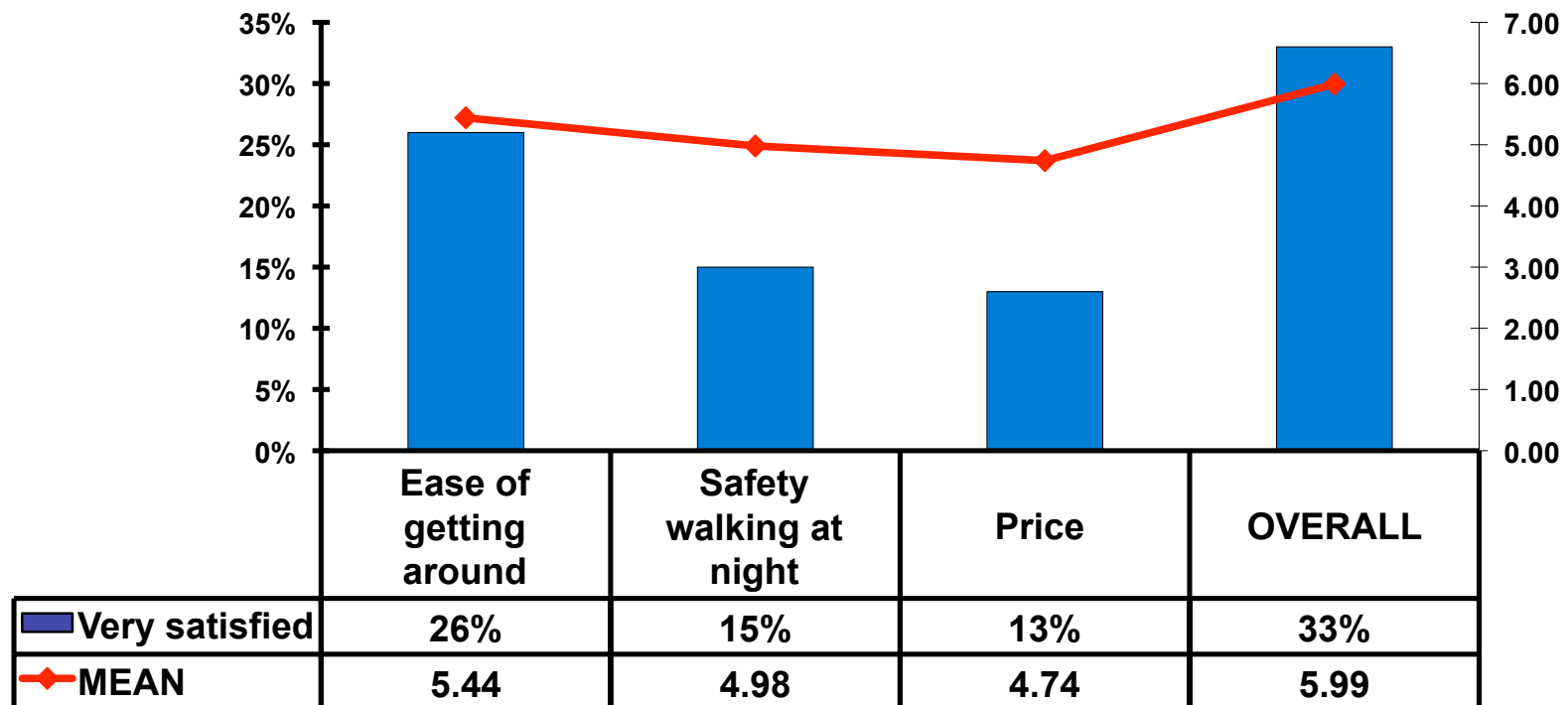
	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Food & Beverage	\$7.40	\$9.20	\$9.80	\$7.00	\$7.00	\$7.40	\$9.70	\$7.79
Gifts/ Souvenirs Self	\$9.50	\$18.40	\$13.00	\$15.00	\$15.20	\$14.90	\$12.40	\$9.31
Gifts/ Souvenirs Others	\$7.70	\$12.40	\$11.50	\$10.20	\$11.60	\$8.50	\$10.00	\$11.90
Total	\$24.40	\$39.80	\$34.20	\$32.10	\$33.20	\$30.80	\$32.10	\$28.95

SECTION 4 **VISITOR SATISFACTION**

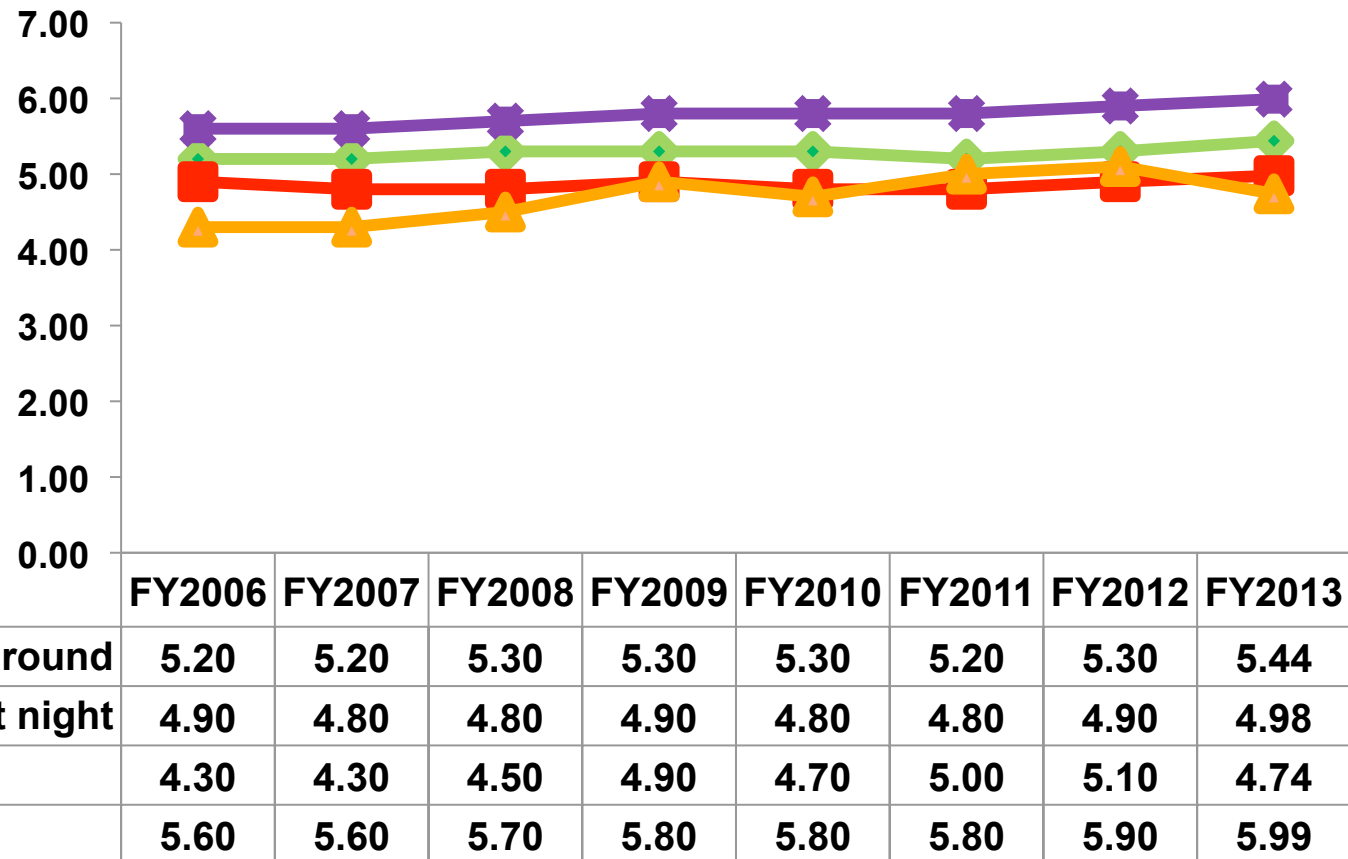
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



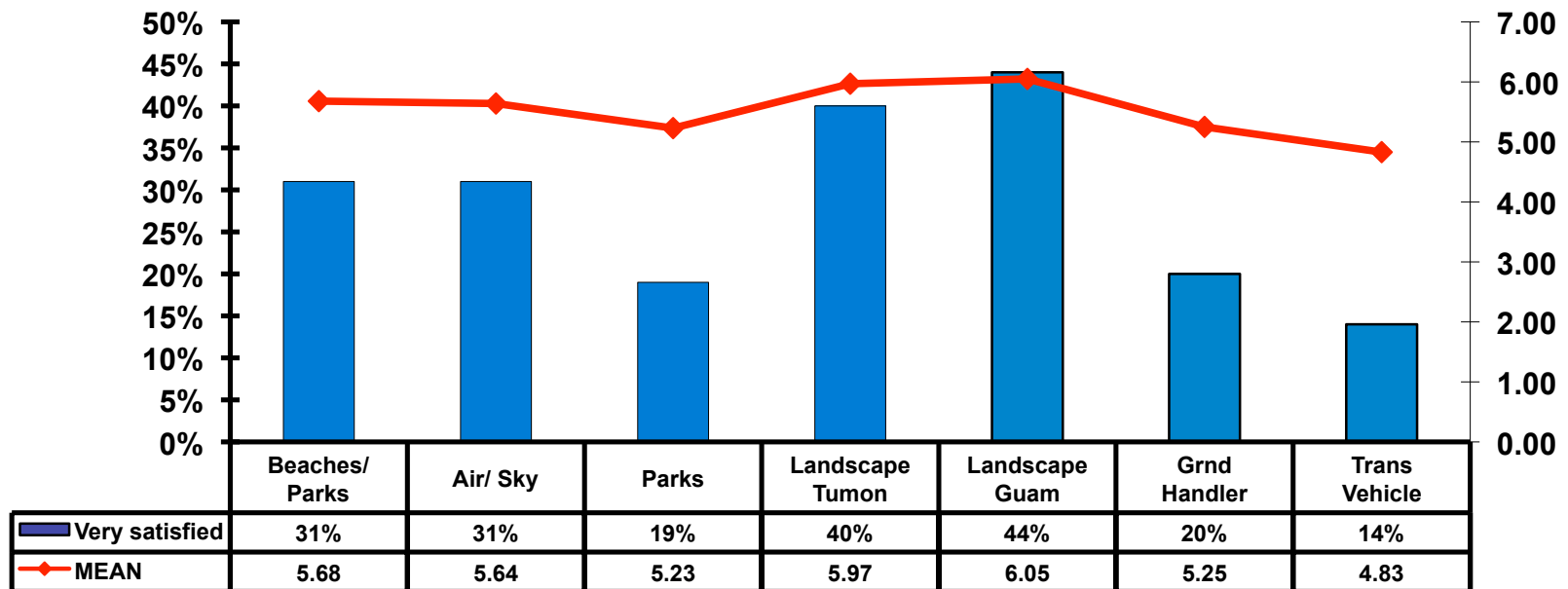
Satisfaction Mean



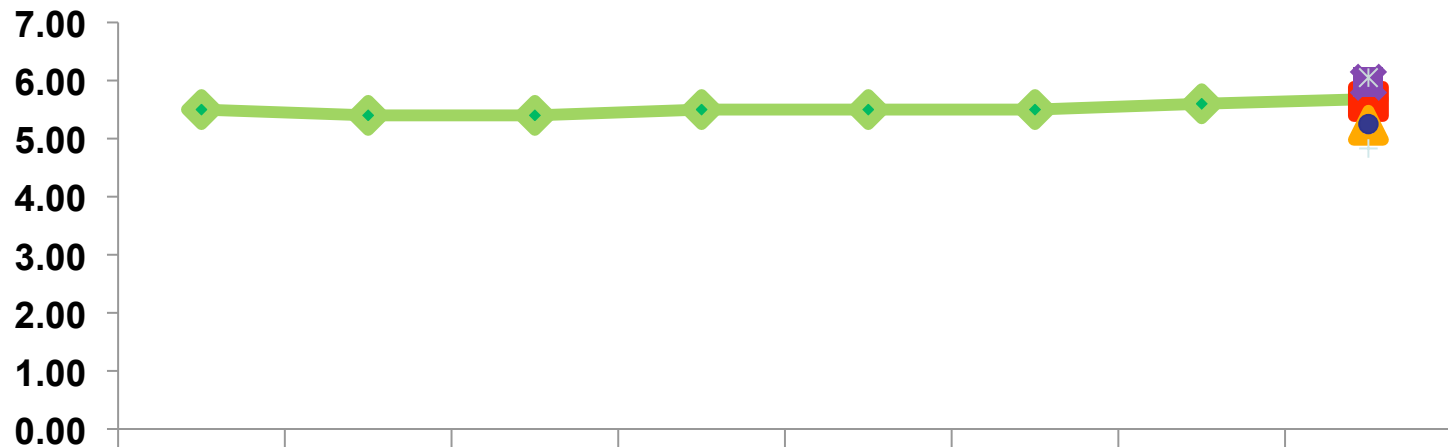
Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

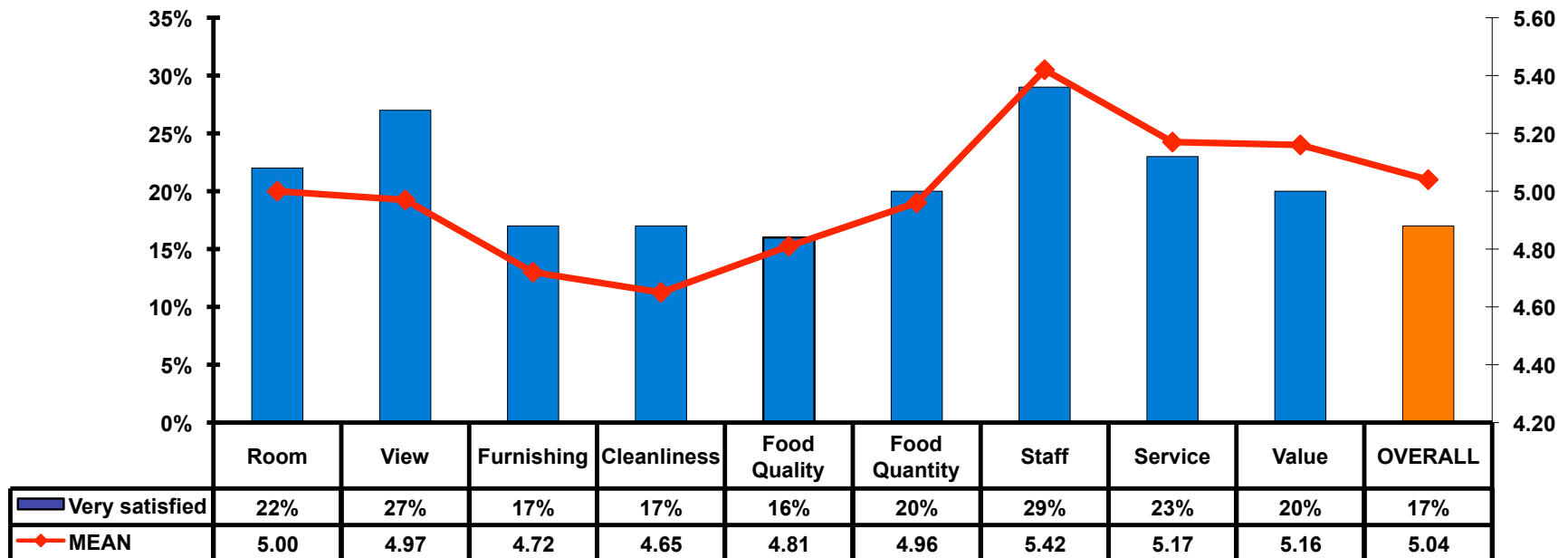


	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
 Beaches/ Parks	5.50	5.40	5.40	5.50	5.50	5.50	5.60	5.68
 Air/ Sky								5.64
 Parks								5.23
 Landscape Tumon								5.97
 Landscape Guam								6.05
 Grnd Handler								5.25
 Trans Vehicle								4.83

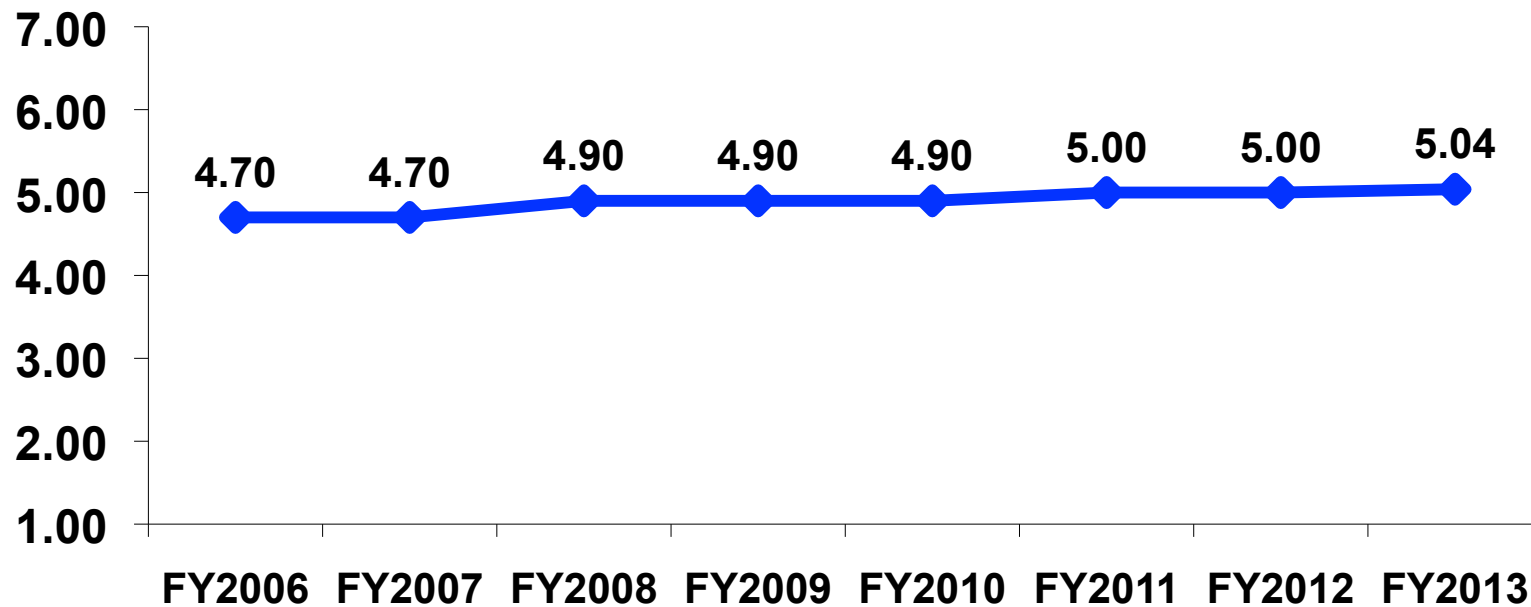
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



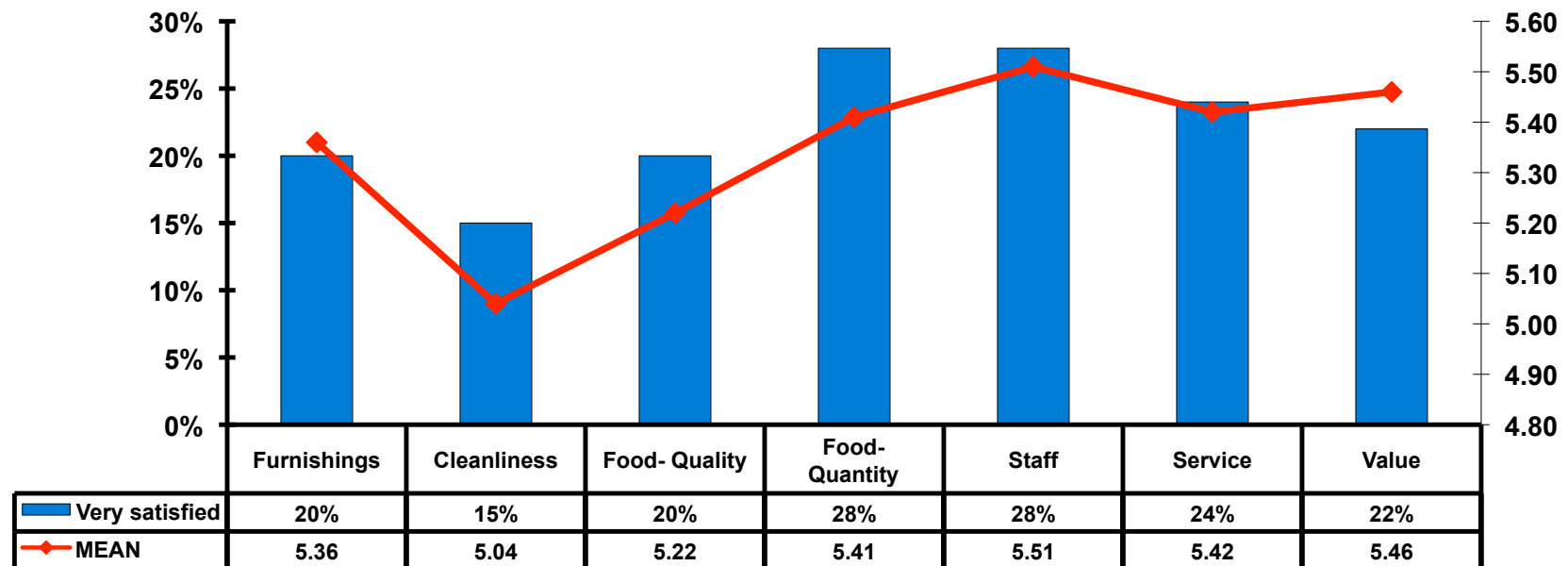
Accommodations Overall Satisfaction



Quality of Dining Experience

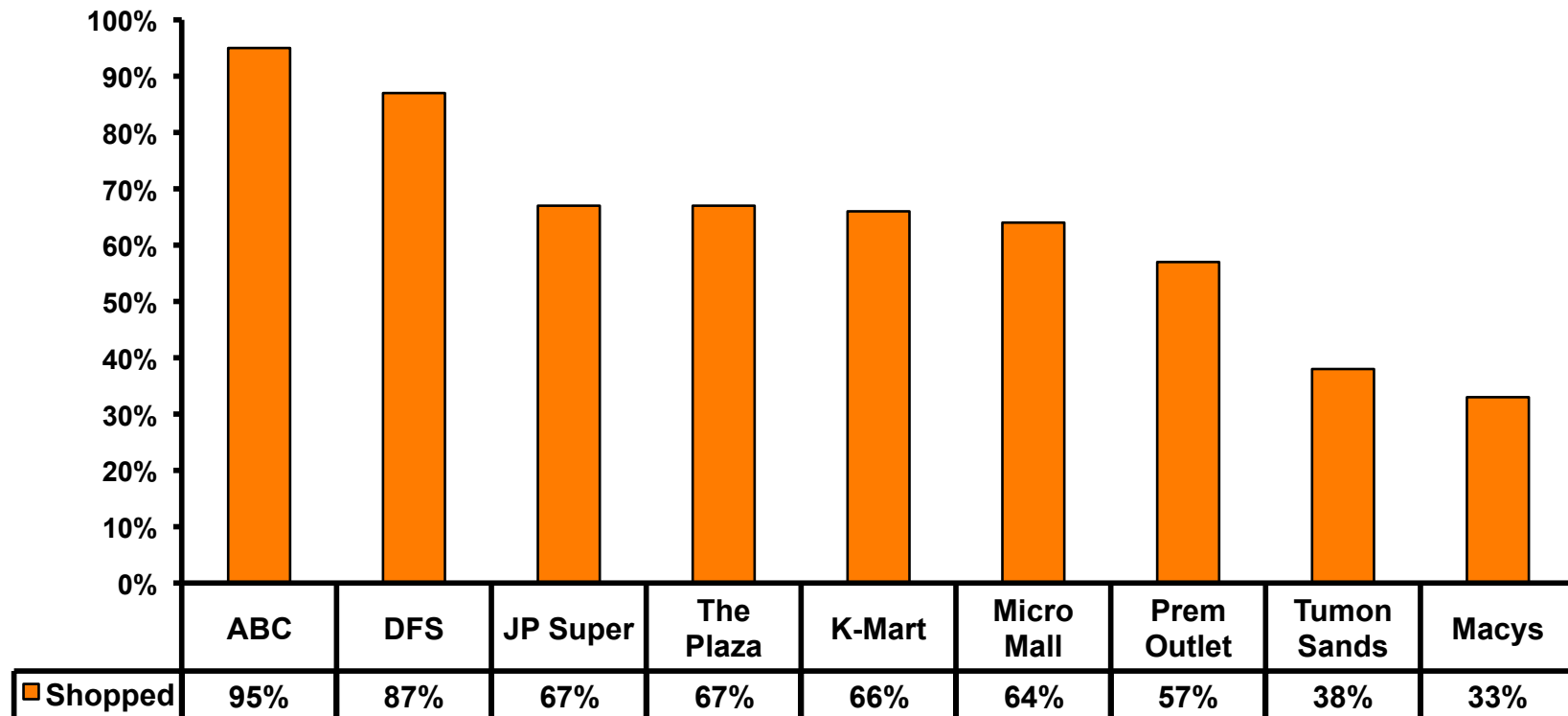
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Shopping Mall - Top 6

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
ABC	94%	95%	96%	95%	94%	94%	95%	95%
DFS Galleria	95%	95%	94%	92%	89%	91%	90%	87%
The Plaza	54%	56%	60%	60%	57%	62%	66%	67%
JP Super	Not top6	Not top6	Not top6	Not top6	Not top6	63%	71%	67%
K-Mart	55%	58%	66%	61%	64%	64%	62%	66%
Micro Mall	66%	70%	72%	71%	65%	64%	65%	64%
Prem Outlet	59%	56%	63%	64%	58%	Not top6	Not top6	Not top6

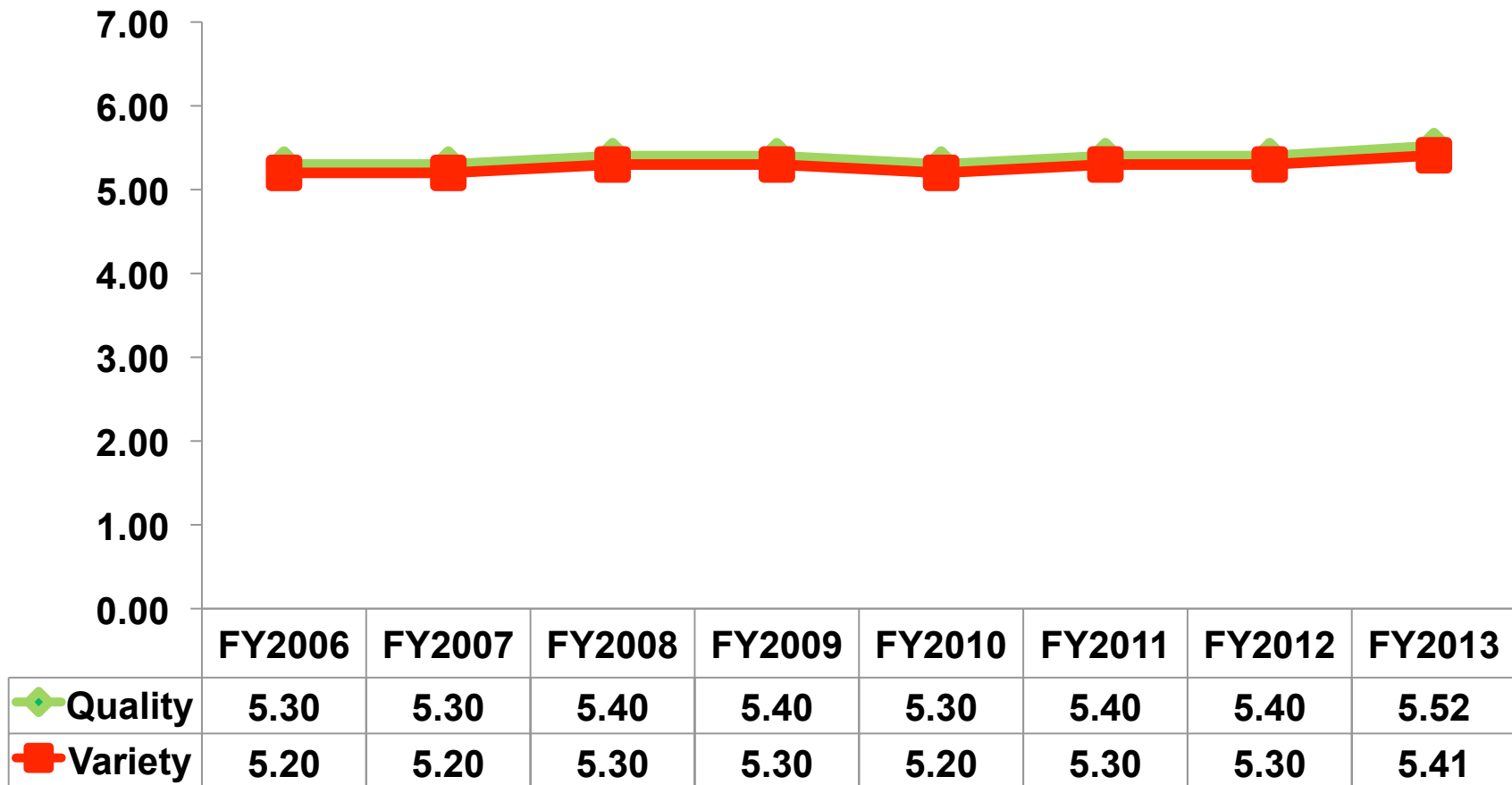
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

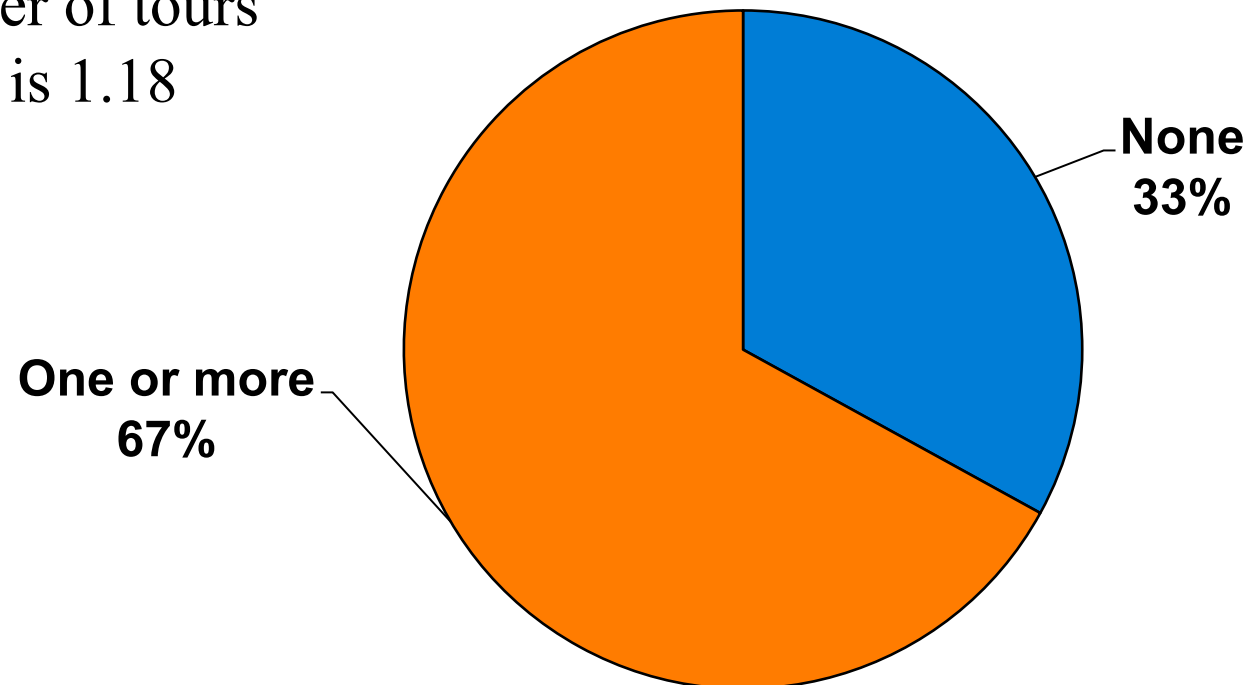
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 57%	Score of 6 to 7 = 54%
Score of 4 to 5 = 39%	Score of 4 to 5 = 39%
Score 1 to 3 = 4%	Score 1 to 3 = 7%
MEAN = 5.52	MEAN = 5.41

Satisfaction - Shopping

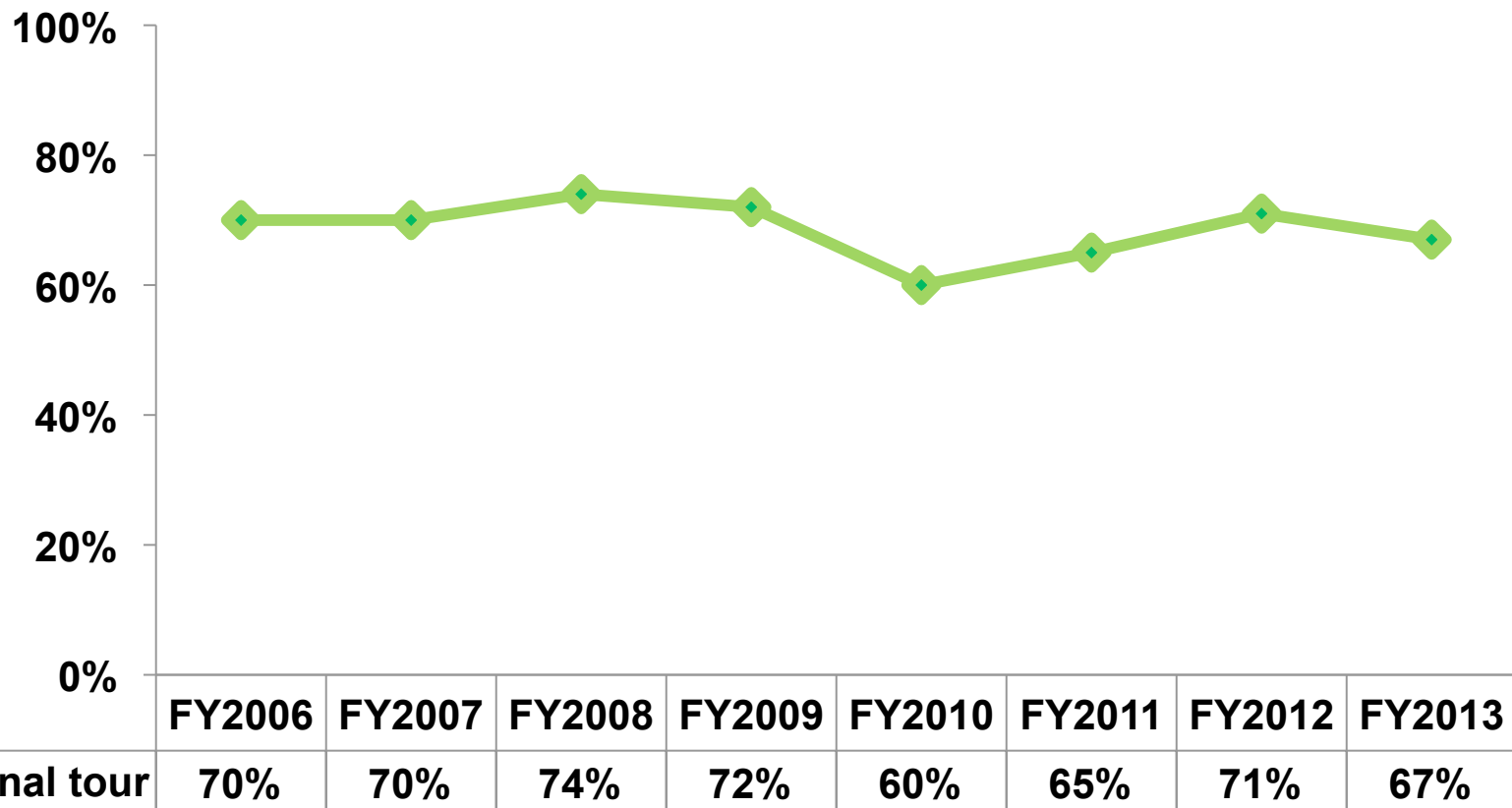


Optional Tour Participation

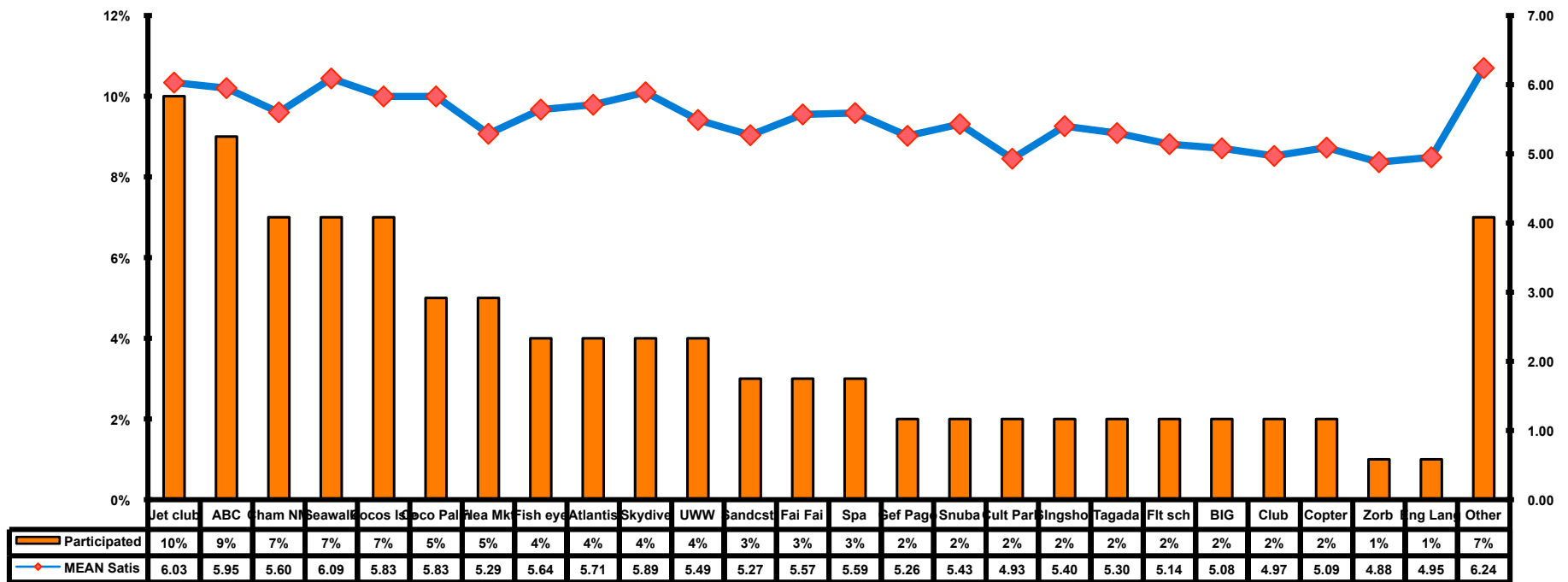
- Average number of tours participated in is 1.18



Optional Tours



Optional Tours Participation & Satisfaction



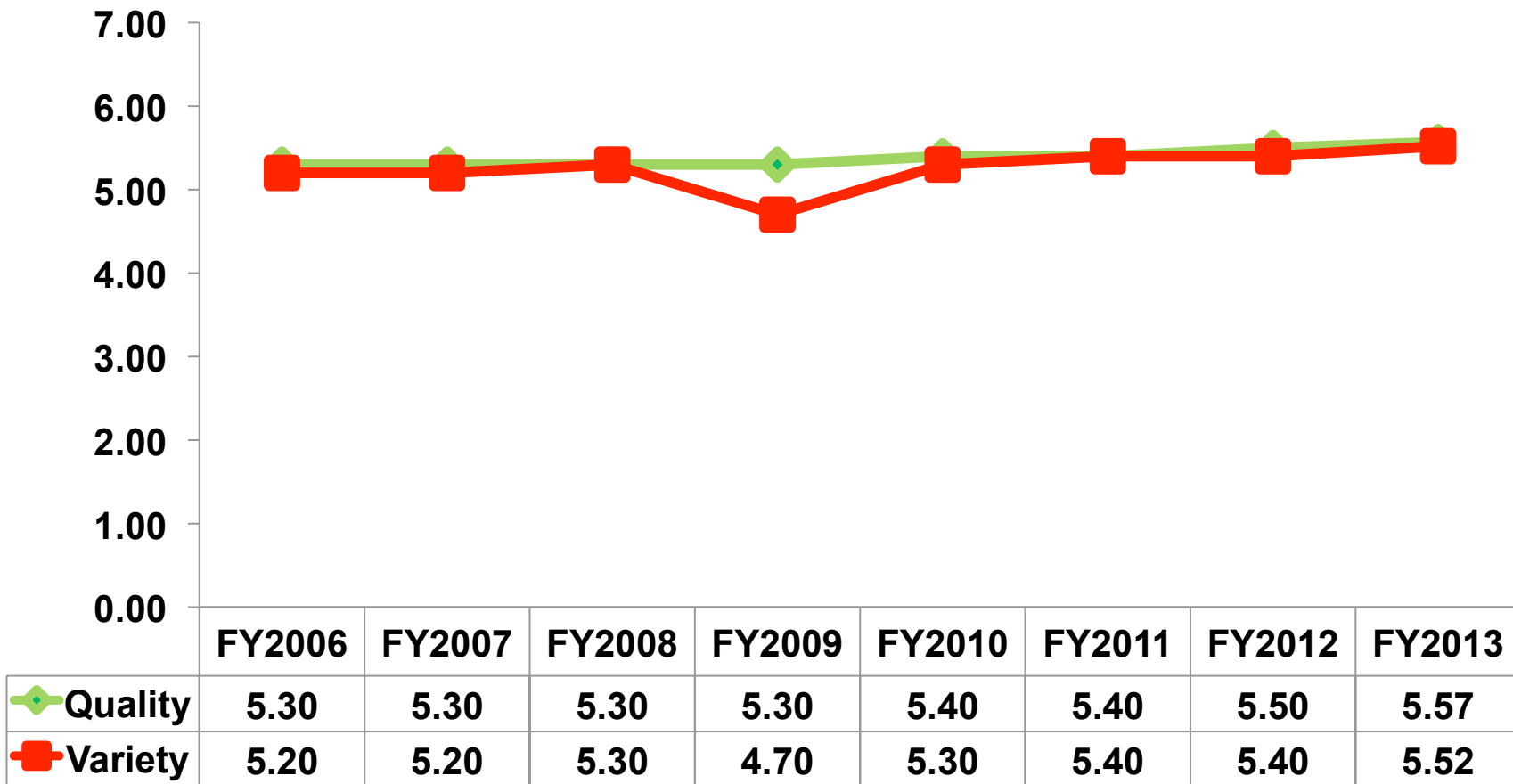
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 60%	Score of 6 to 7 = 57%
Score of 4 to 5 = 38%	Score of 4 to 5 = 41%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 5.57	MEAN = 5.52

Satisfaction – Day Tours



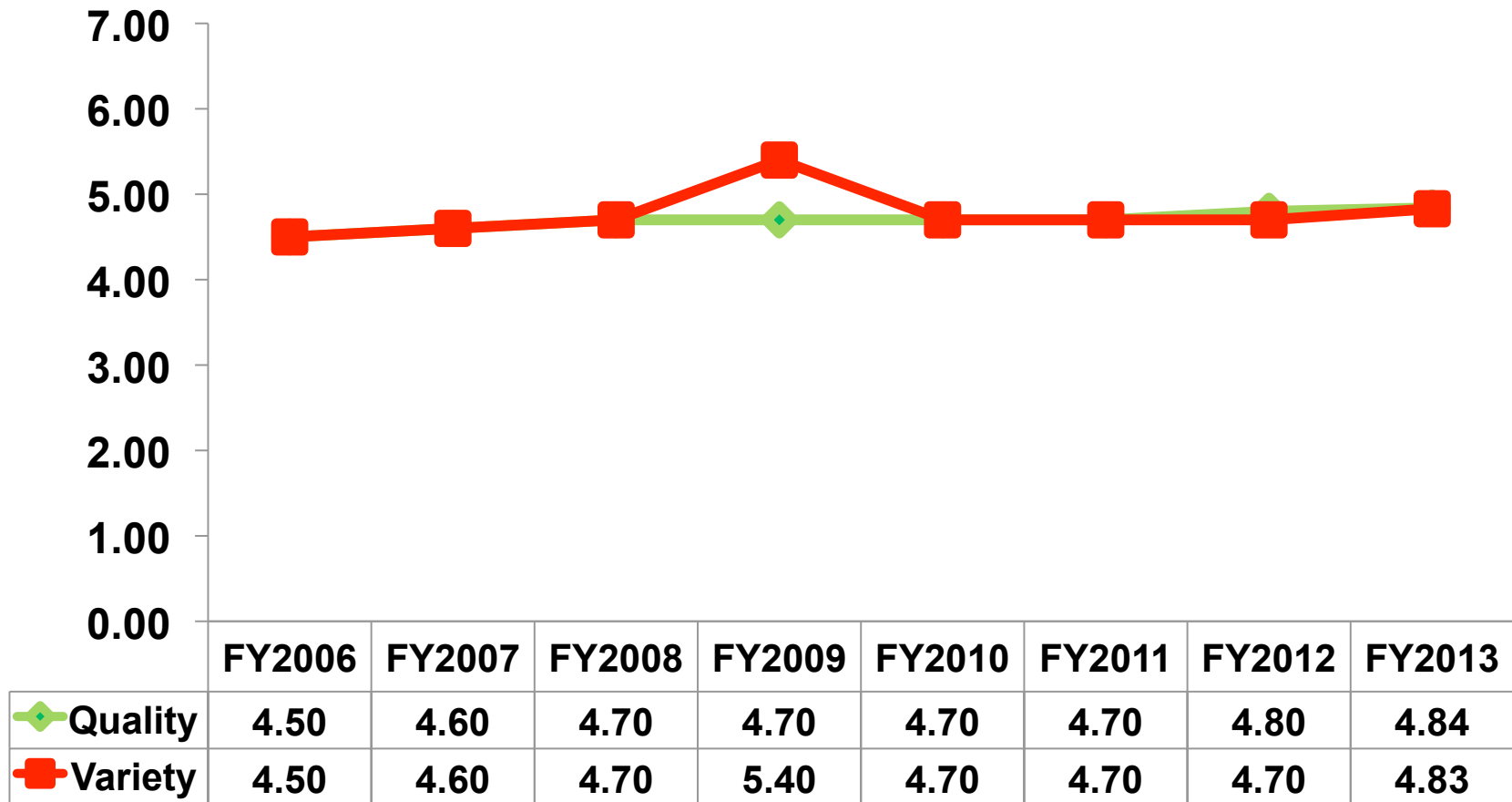
Night Tours Satisfaction

7pt Rating Scale

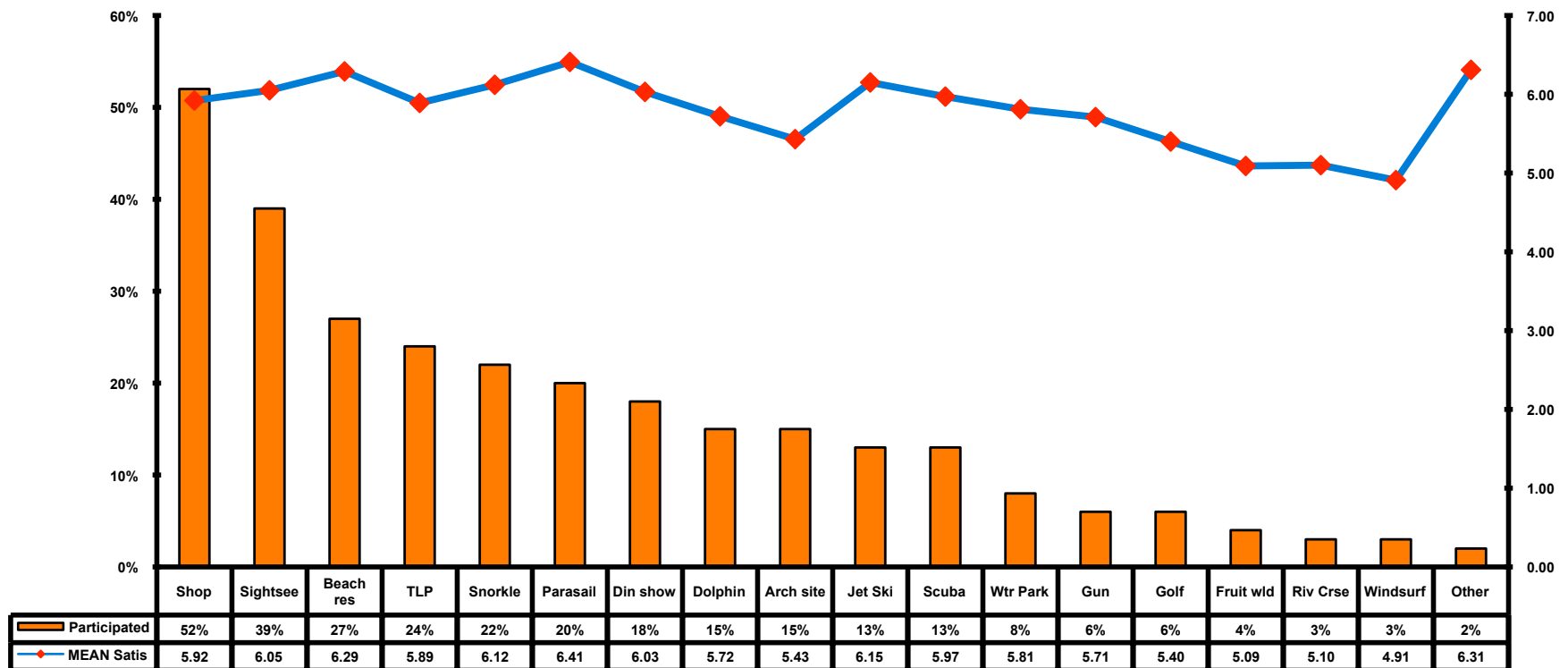
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 30%	Score of 6 to 7 = 30%
Score of 4 to 5 = 67%	Score of 4 to 5 = 67%
Score 1 to 3 = 2%	Score 1 to 3 = 3%
MEAN = 4.84	MEAN = 4.83

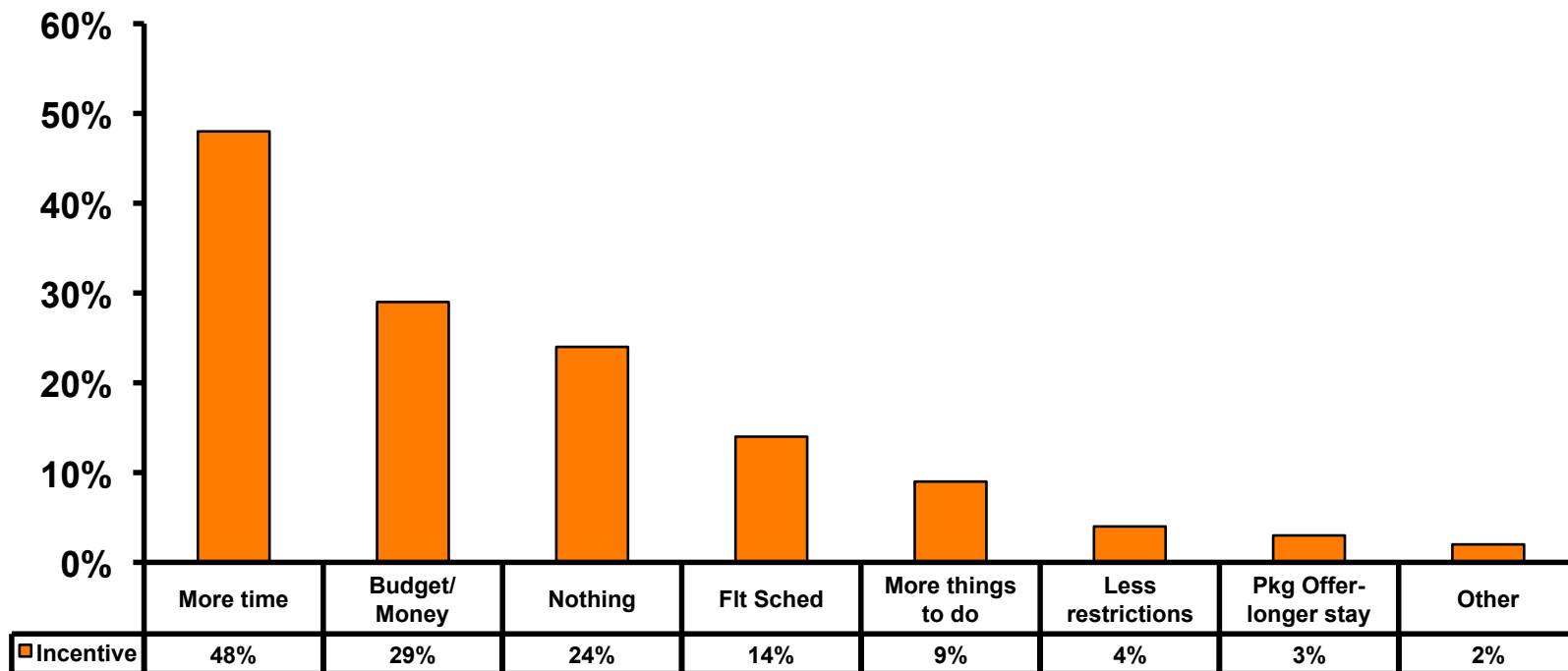
Satisfaction – Night Tours



Satisfaction with Other Activities



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



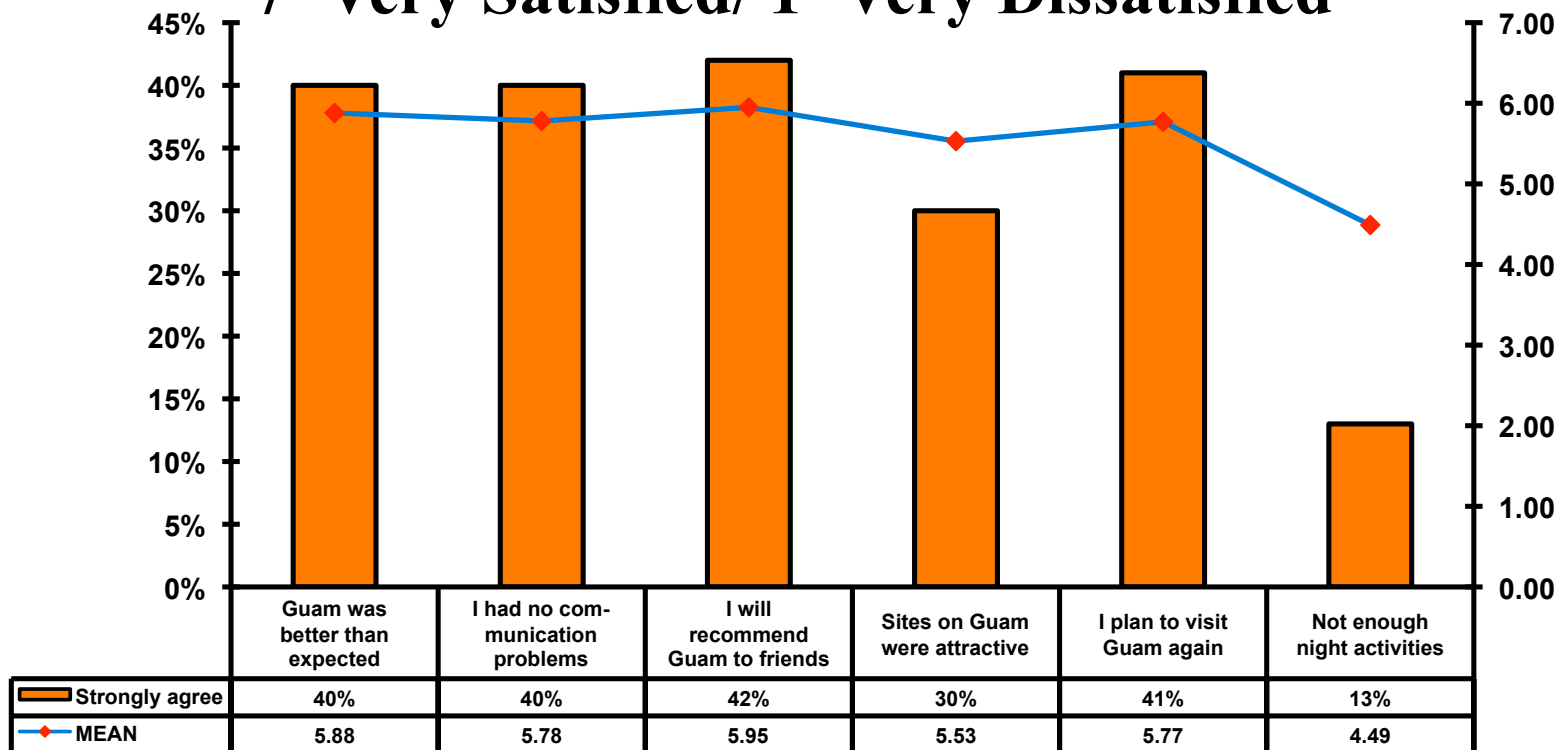
What would it take to make you want to stay an extra day in Guam?

	FY2009	FY2010	FY2011	FY2012	FY2013
More time	46%	52%	51%	48%	48%
Budget/ money	35%	31%	35%	34%	29%
Nothing- spent right amount of time	19%	17%	18%	19%	24%
More things to do	12%	11%	9%	12%	9%
Less restrictions	7%	6%	5%	6%	4%
Flight schedule times	14%	17%	20%	16%	14%
Packages – longer stays	-	-	1%	4%	3%
Other	5%	4%	3%	3%	2%

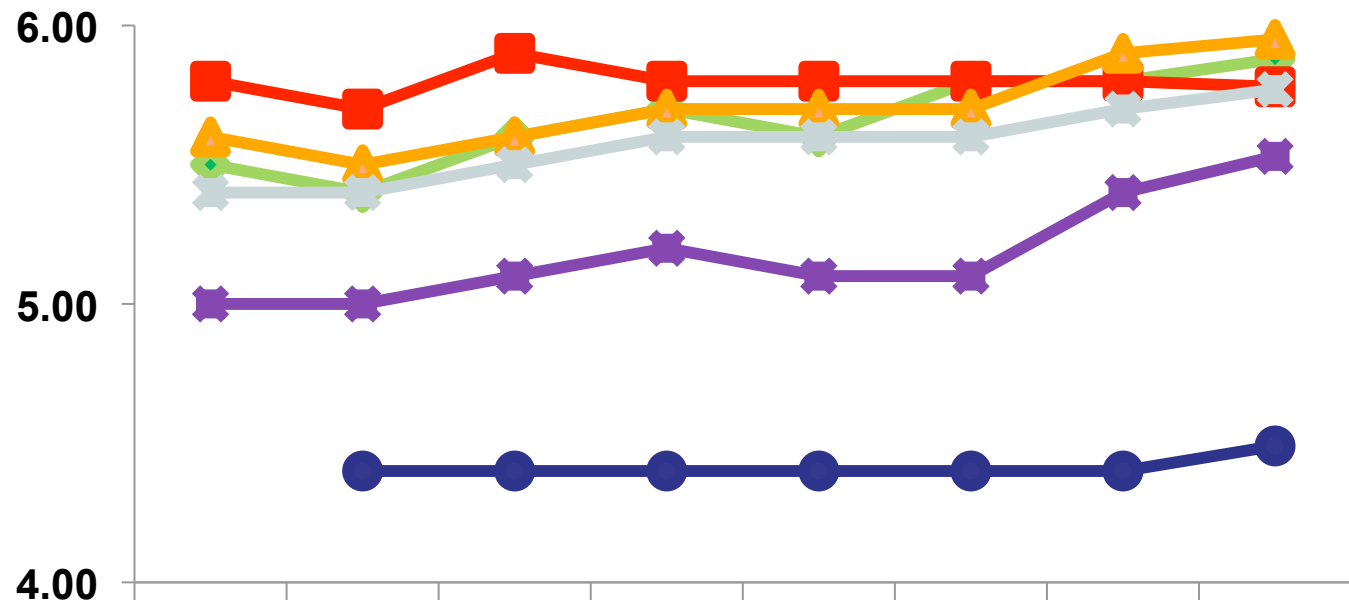
On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

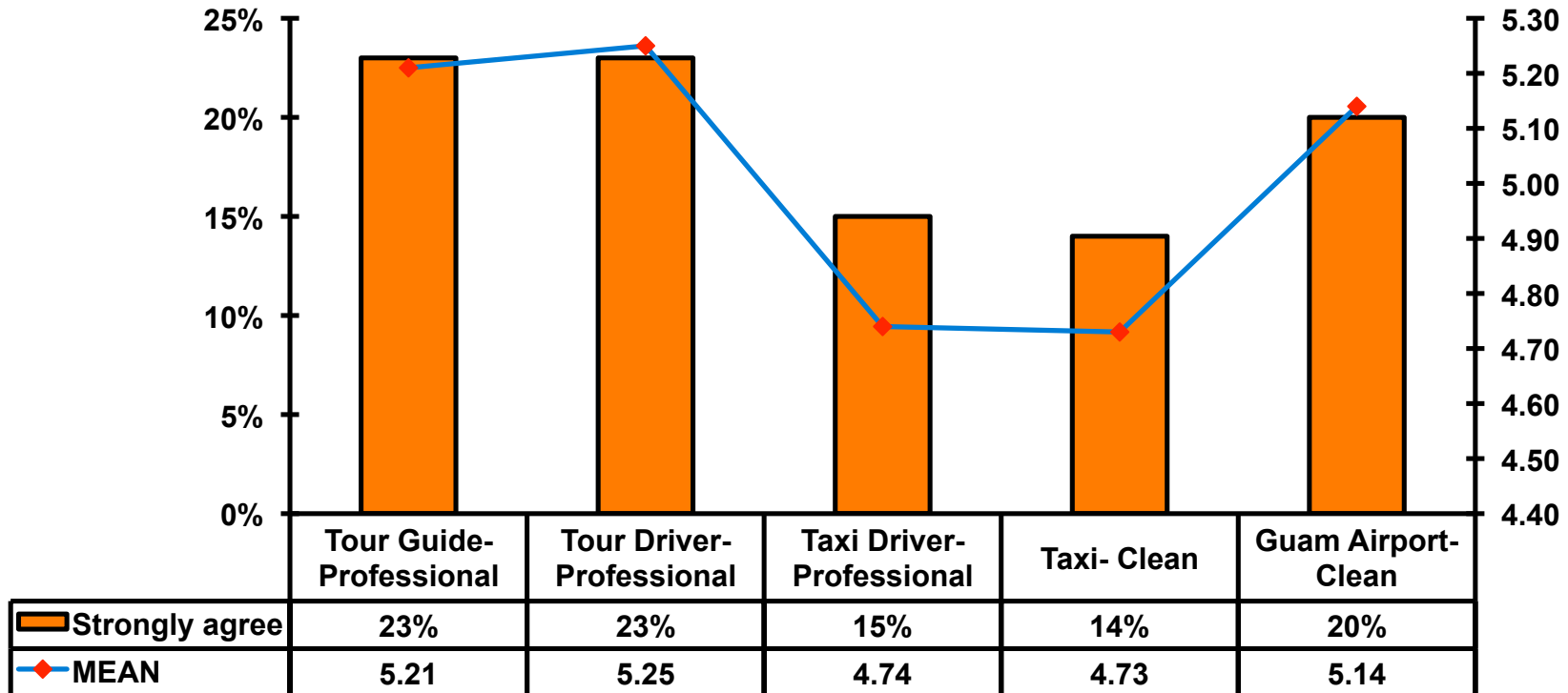


	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
◆ Guam was better than expected	5.50	5.40	5.60	5.70	5.60	5.80	5.80	5.88
■ I had no communication problems	5.80	5.70	5.90	5.80	5.80	5.80	5.80	5.78
▲ I will recommend Guam to friends	5.60	5.50	5.60	5.70	5.70	5.70	5.90	5.95
✱ Sites on Guam were attractive	5.00	5.00	5.10	5.20	5.10	5.10	5.40	5.53
⊕ I plan to visit Guam again	5.40	5.40	5.50	5.60	5.60	5.60	5.70	5.77
● Not enough night activities		4.40	4.40	4.40	4.40	4.40	4.40	4.49

On-Island Perceptions

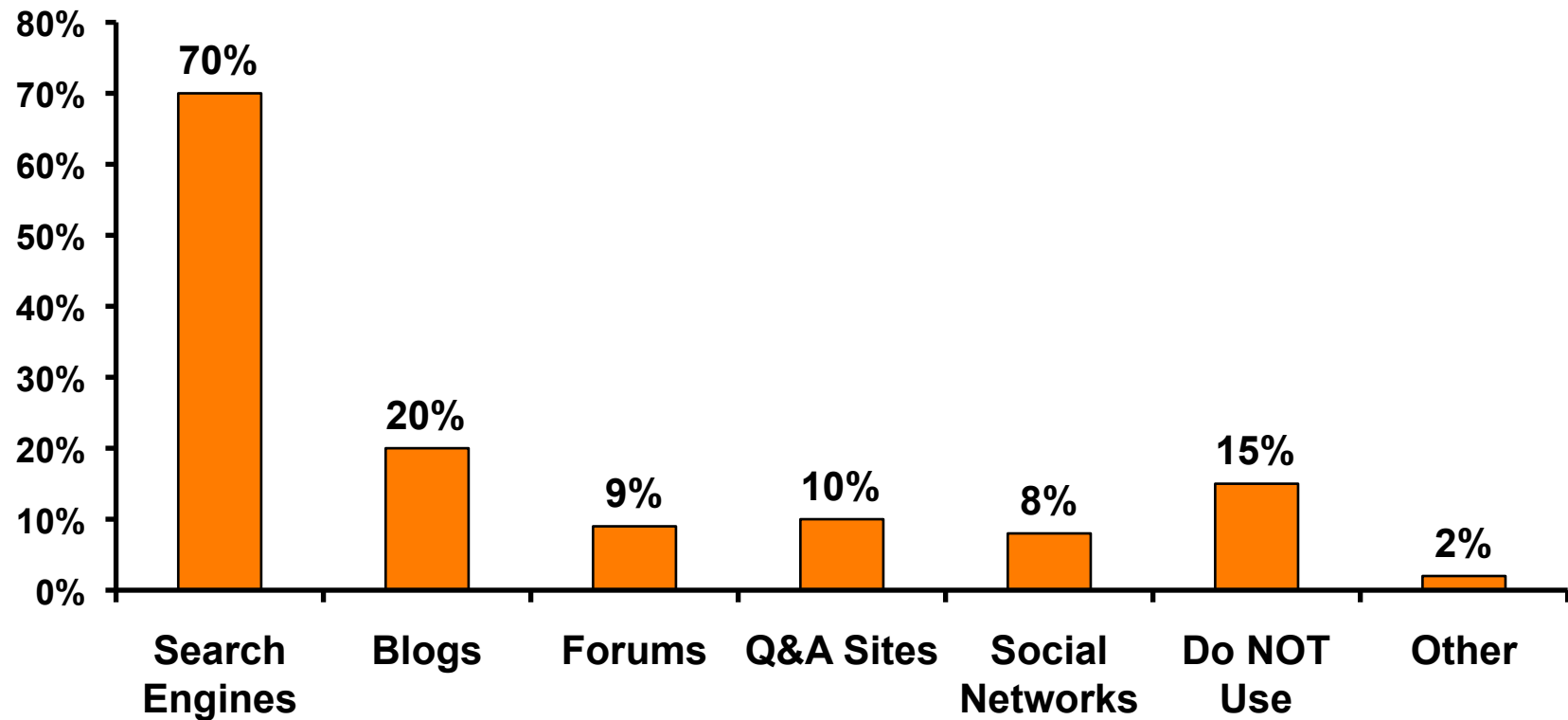
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



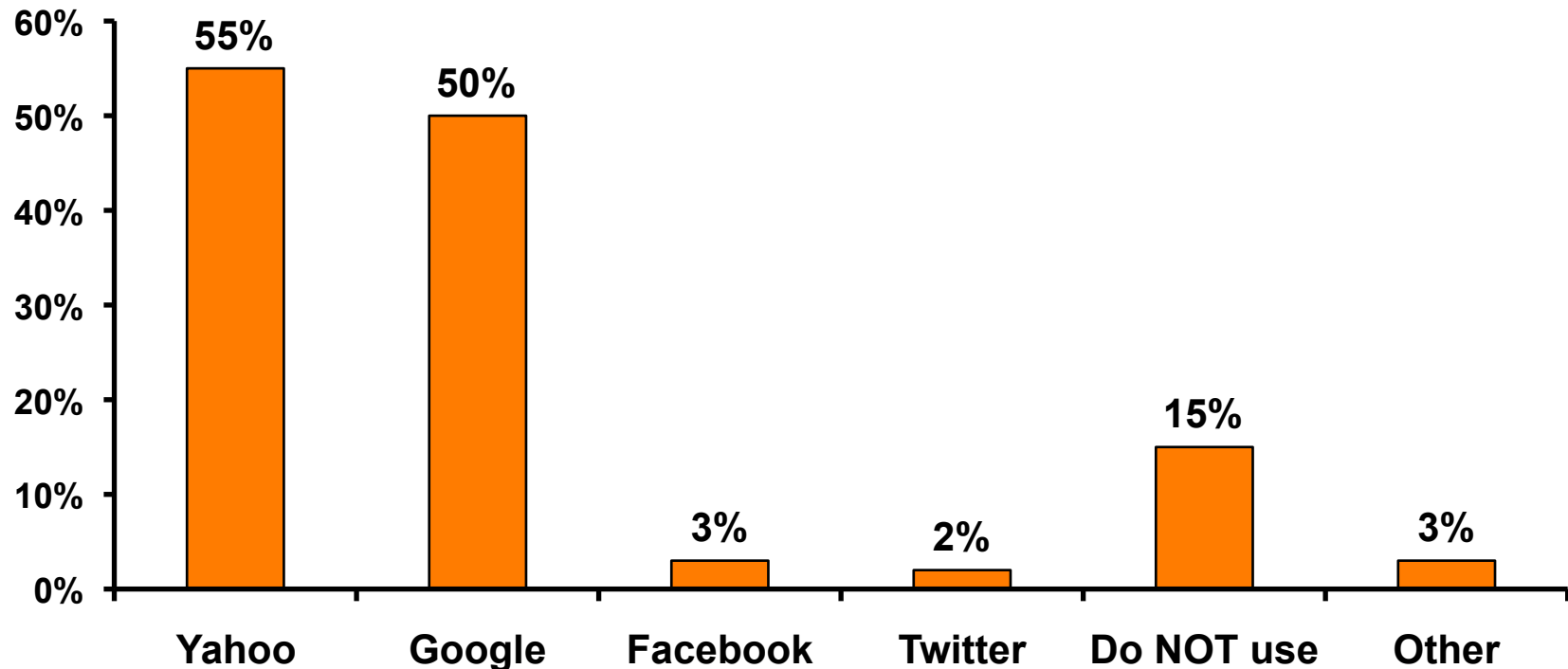
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

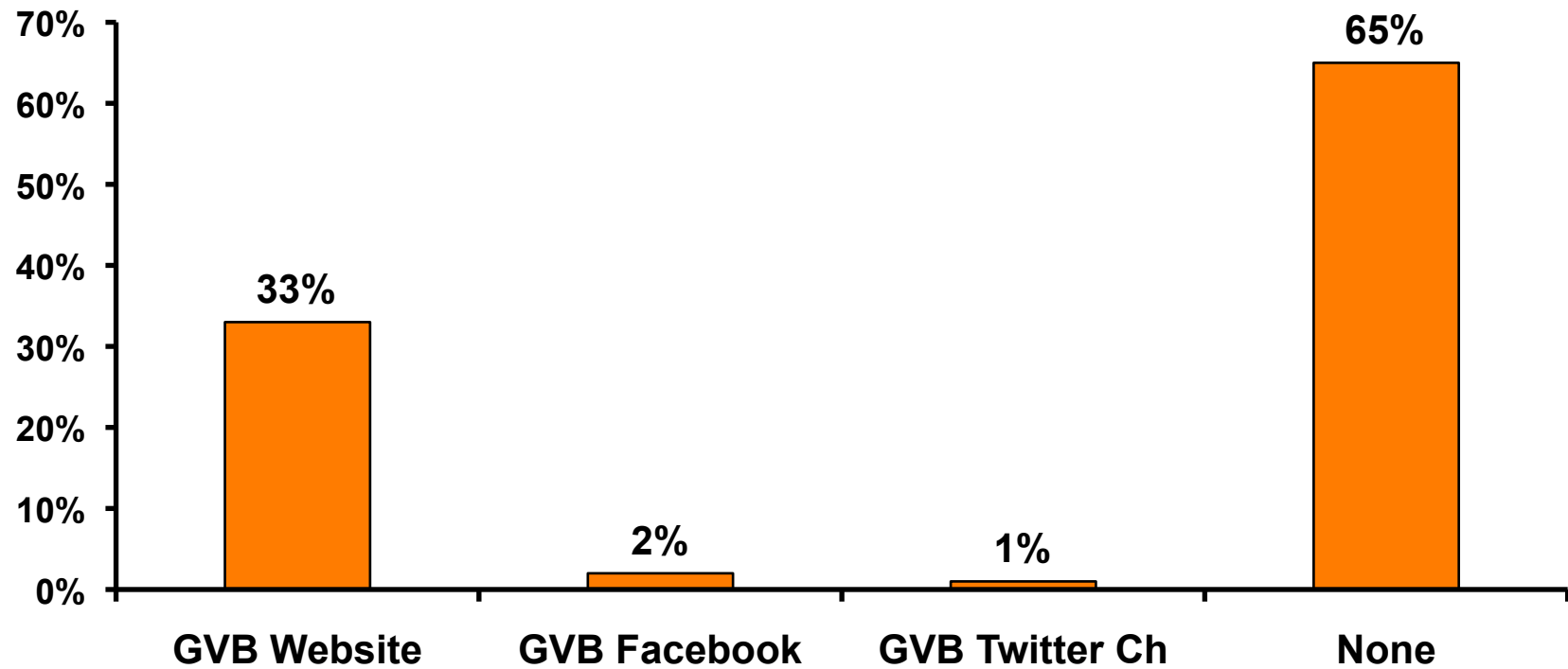


Internet- Things To Do

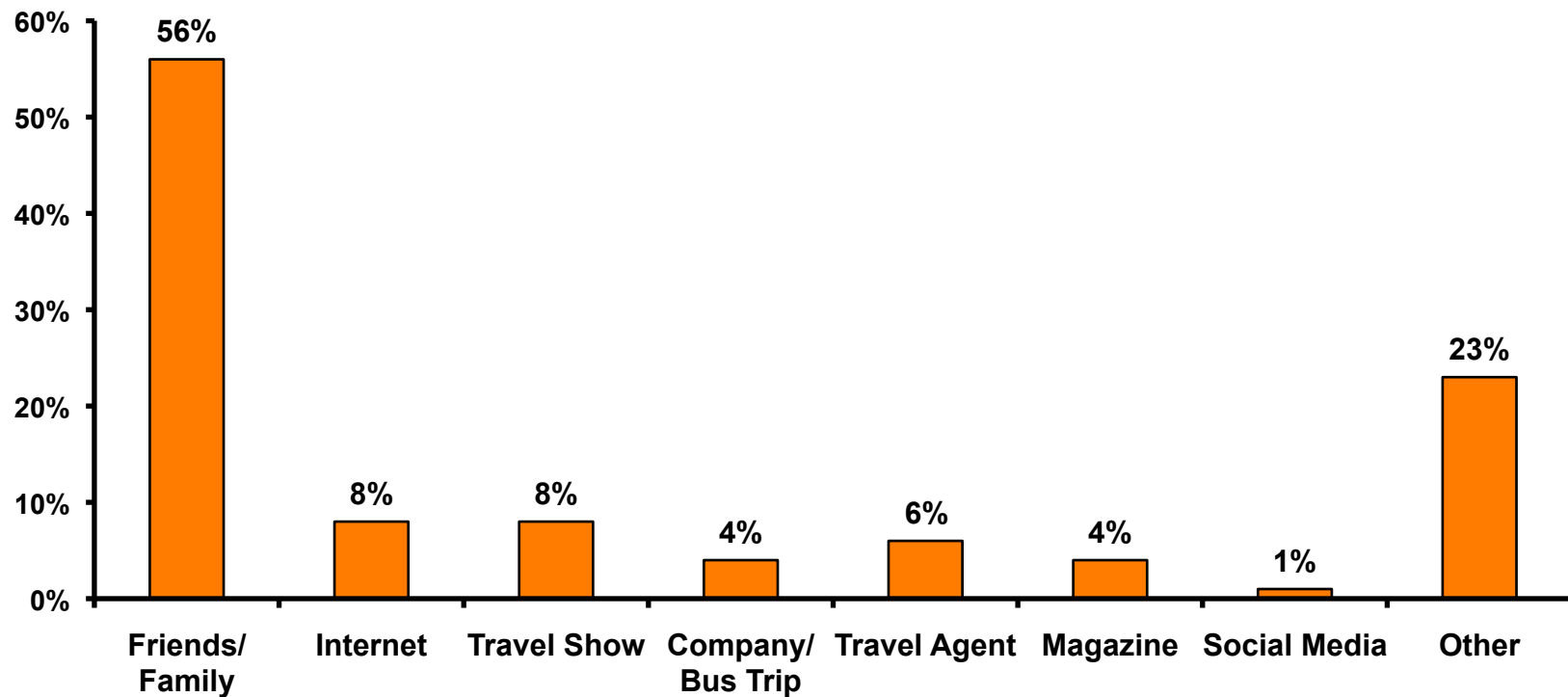
Sources of Info



Internet- GVB Sources

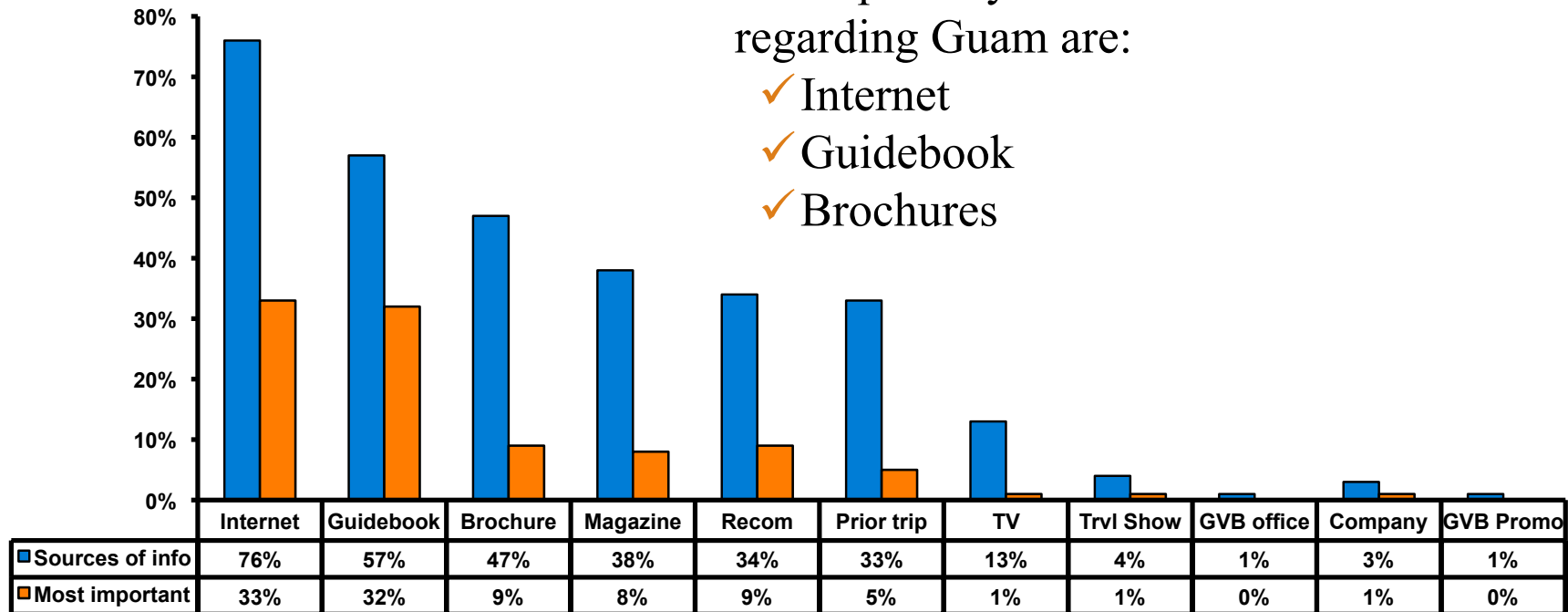


Travel Motivation- Info Sources



Sources of Information Pre-arrival

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

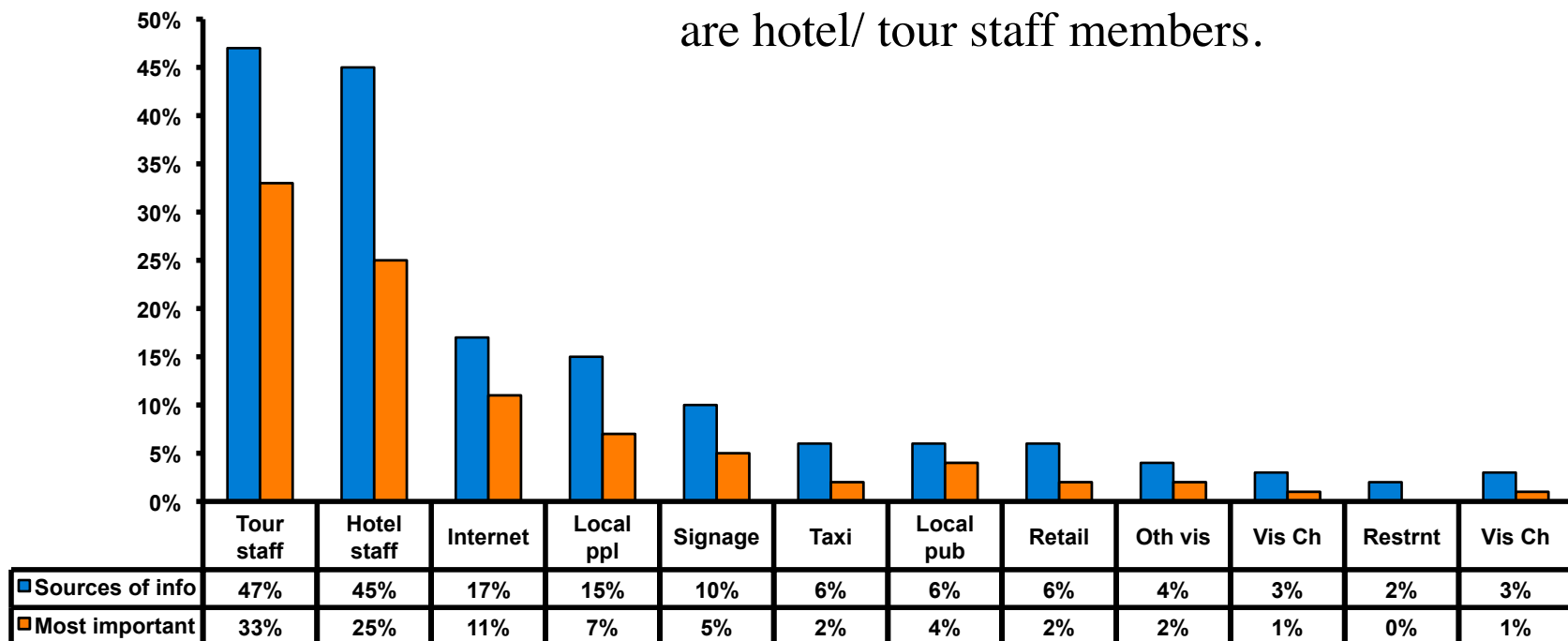


Pre-Arrival Sources – Top 3 Most Important

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Guide book	43%	36%	41%	36%	34%	37%	39%	32%
Internet	22%	28%	25%	30%	36%	34%	32%	33%
Brochure	15%	16%	15%	15%	11%	12%	10%	9%

Sources of Information Post-arrival

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



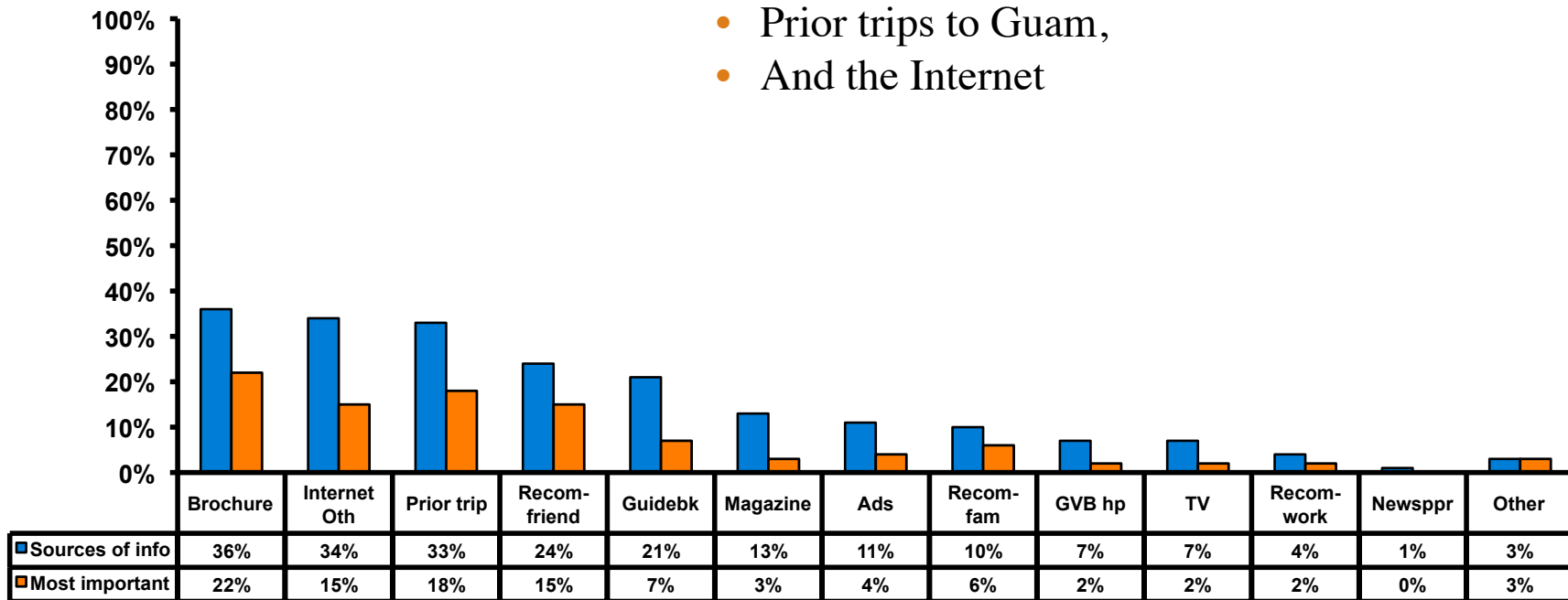
Post-Arrival Sources – Top 3 Most Important

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Tour staff	46%	42%	44%	47%	44%	46%	40%	33%
Hotel staff	13%	16%	15%	17%	22%	22%	21%	25%
Internet								11%
Signage	6%	Not top 3	Not top 3	6%	7%	Not top 3	6%	Not top 3
Vis Ch.	Not top 3	9%	10%	6%	Not top 3	Not top 3	Not top 3	Not top 3
Local ppl	Not top 3	Not top 3	Not top 3	Not top 3	Not top 3	7%	6%	Not top 3

Sources of Information - Motivation

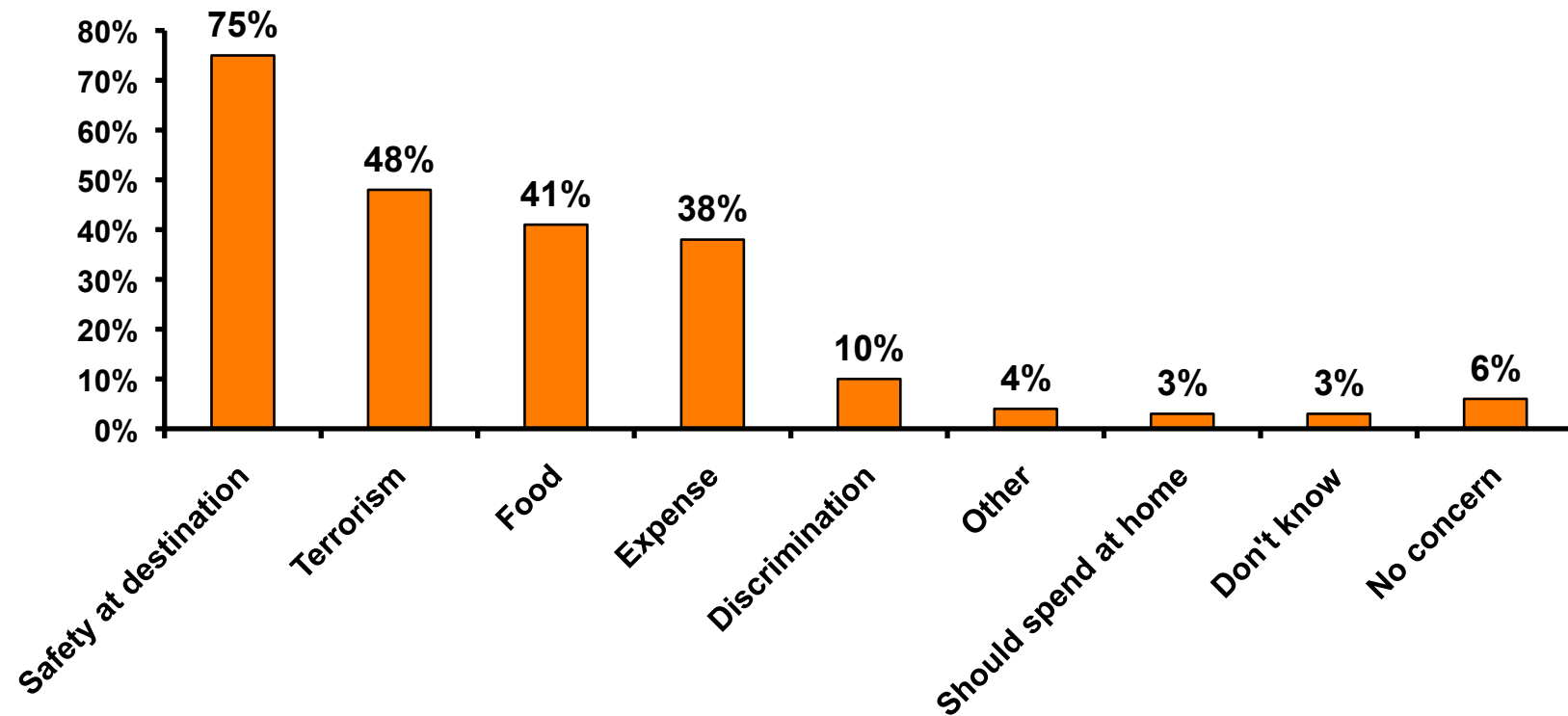
The primary motivational sources of information were.

- Brochures,
- Prior trips to Guam,
- And the Internet



SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Japan - Overall



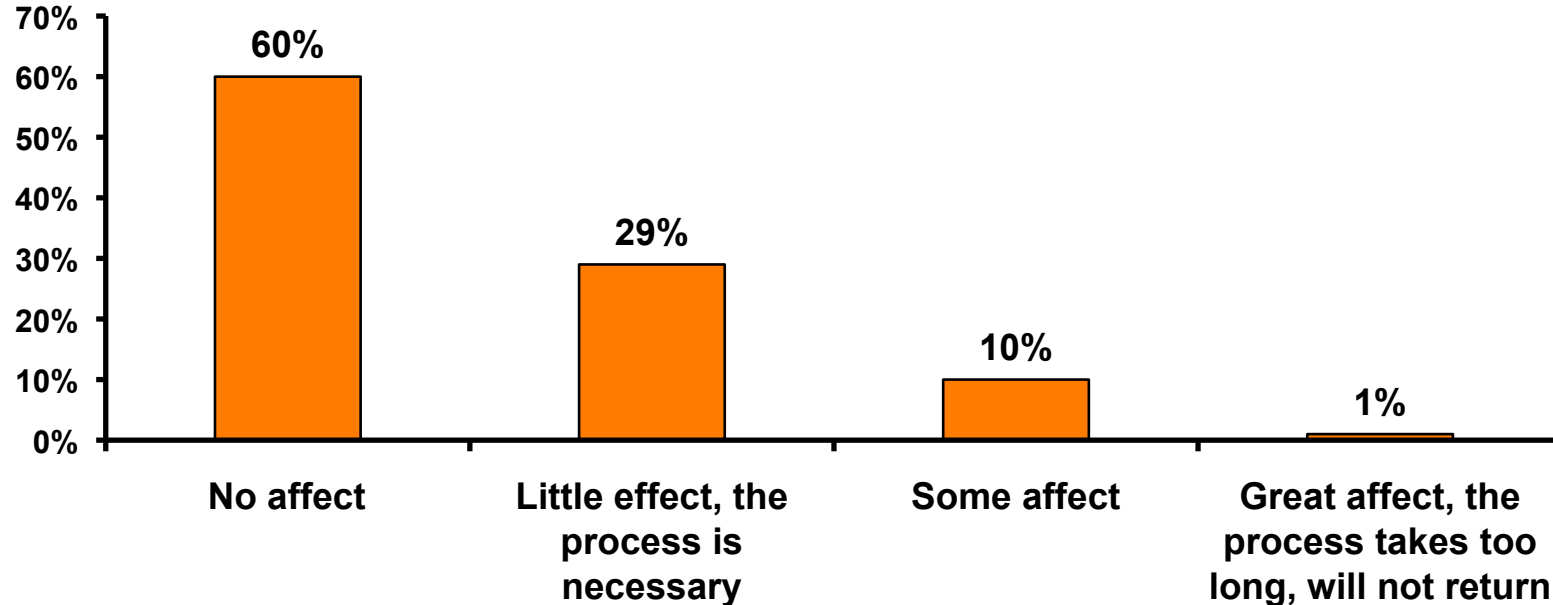
Concerns about travel outside of Japan

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
Safety	81%	79%	81%	83%	80%	78%	83%	75%
Terrorism	73%	70%	60%	59%	56%	56%	47%	48%
Food	35%	35%	42%	41%	35%	35%	41%	41%
Expense	46%	45%	49%	50%	45%	44%	47%	38%
Discrimination	-	-	-	-	-	3%	10%	10%
Should spend @home	2%	2%	2%	2%	2%	3%	2%	3%
Other	4%	4%	4%	6%	4%	4%	4%	4%
DK	2%	2%	3%	2%	3%	3%	3%	3%
No Concern	2%	2%	2%	2%	3%	3%	3%	6%

Concerns about travel outside of Japan - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q21	Safety	75%	73%	74%	77%	78%	72%	76%	76%	78%	78%	79%	72%	69%	
	Terrorism	48%	46%	48%	50%	53%	47%	51%	49%	51%	47%	51%	50%	50%	
	Food	41%	43%	41%	39%	42%	46%	42%	45%	44%	42%	44%	37%	35%	
	Expense	38%	39%	40%	38%	30%	42%	43%	38%	41%	42%	38%	33%	31%	
	Discrimination against Japanese	10%	9%	9%	11%	9%	11%	10%	9%	11%	10%	10%	13%	10%	
	No concerns	6%	5%	6%	7%	7%	7%	6%	7%	5%	6%	4%	8%	9%	
	Other	4%	4%	4%	4%	3%	3%	4%	4%	4%	4%	4%	4%	6%	
	Don't know	3%	4%	3%	3%	3%	2%	1%	2%	2%	2%	1%	1%	5%	
	Should spend at home	3%	3%	3%	3%	3%	7%	2%	3%	3%	3%	2%	3%	5%	
	Total	Count	4210	1340	1481	965	394	243	426	509	530	735	531	534	121

Security Screening/ Immigration Process at Guam International Airport



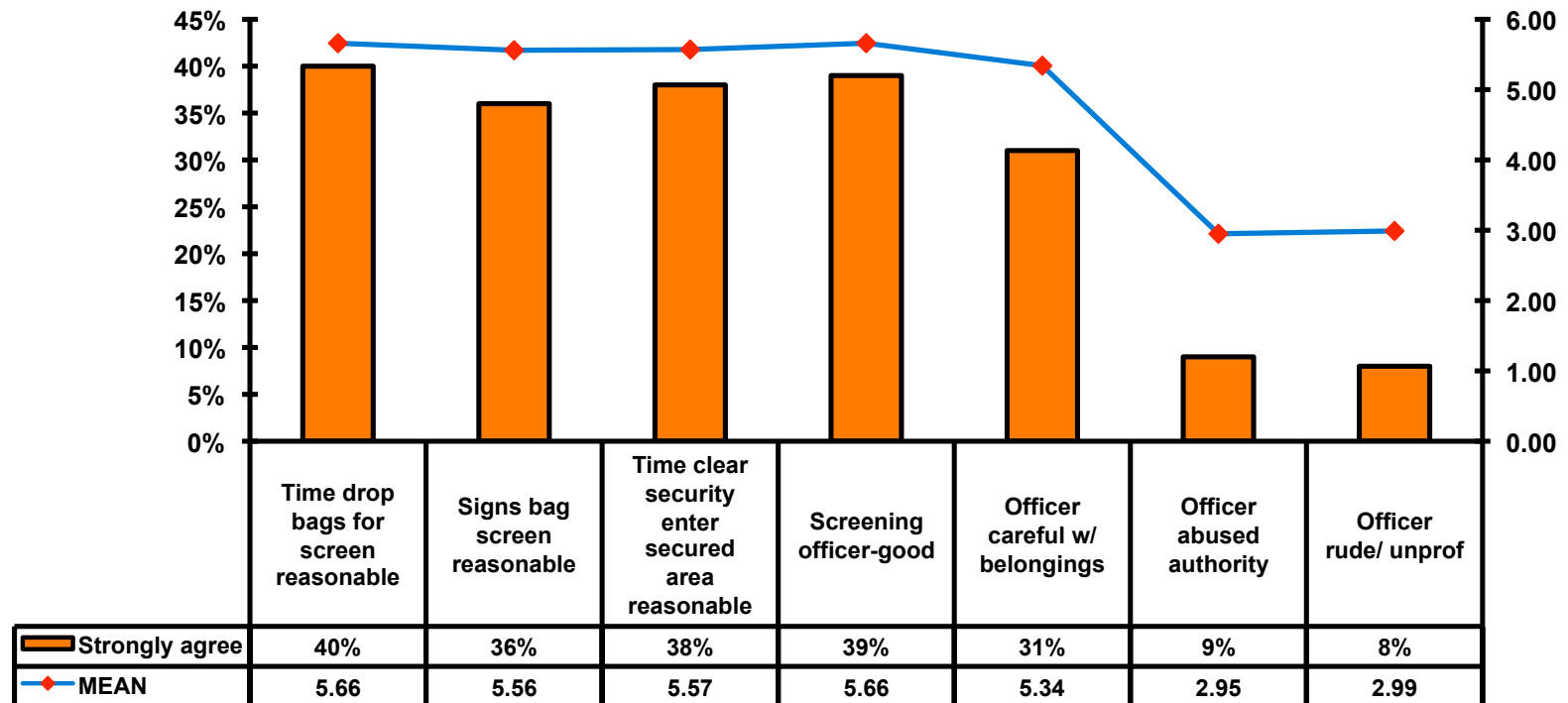
Security Screening/ Immigration Process at Guam International Airport

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013
No effect	43%	43%	50%	50%	46%	48%	50%	60%
Little effect	43%	41%	38%	36%	39%	41%	37%	29%
Some effect	12%	13%	11%	12%	13%	10%	11%	10%
Great effect	2%	2%	2%	2%	2%	1%	2%	1%

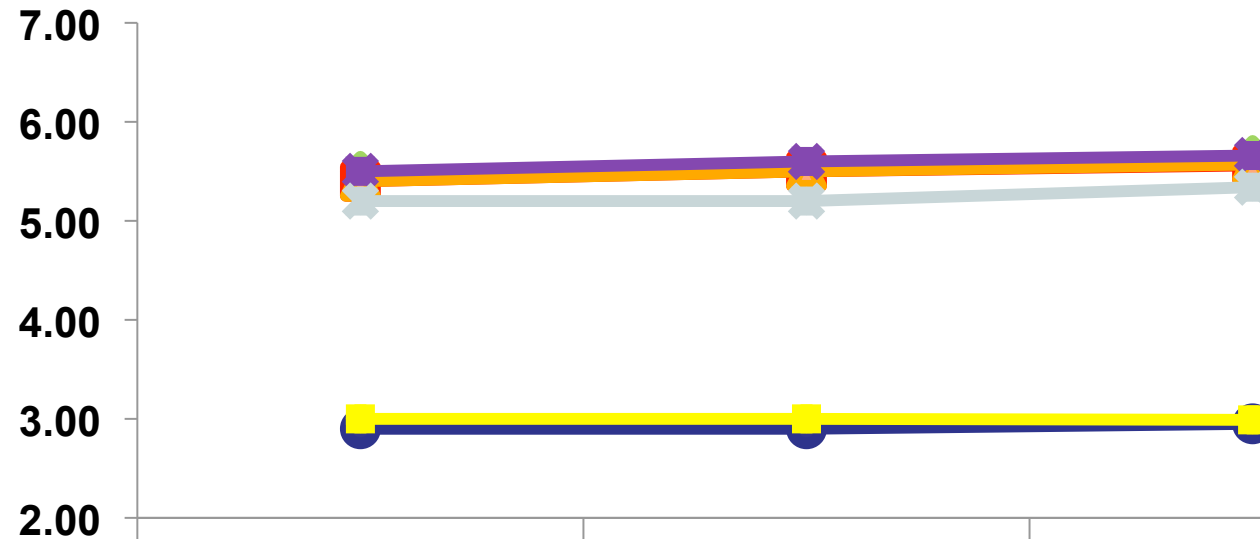
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Airport Screening



	FY2011	FY2012	FY2013
Time- Bag screening	5.50	5.50	5.66
Sign- Bag Screen	5.40	5.50	5.56
Time- clear security	5.40	5.50	5.57
Officer- good	5.50	5.60	5.66
Officer- careful	5.20	5.20	5.34
Officer- abusive	2.90	2.90	2.95
Officer- rude	3.00	3.00	2.99