



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2016

DATA AGGREGATION



Prepared by: QMark Research

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Background & Methodology

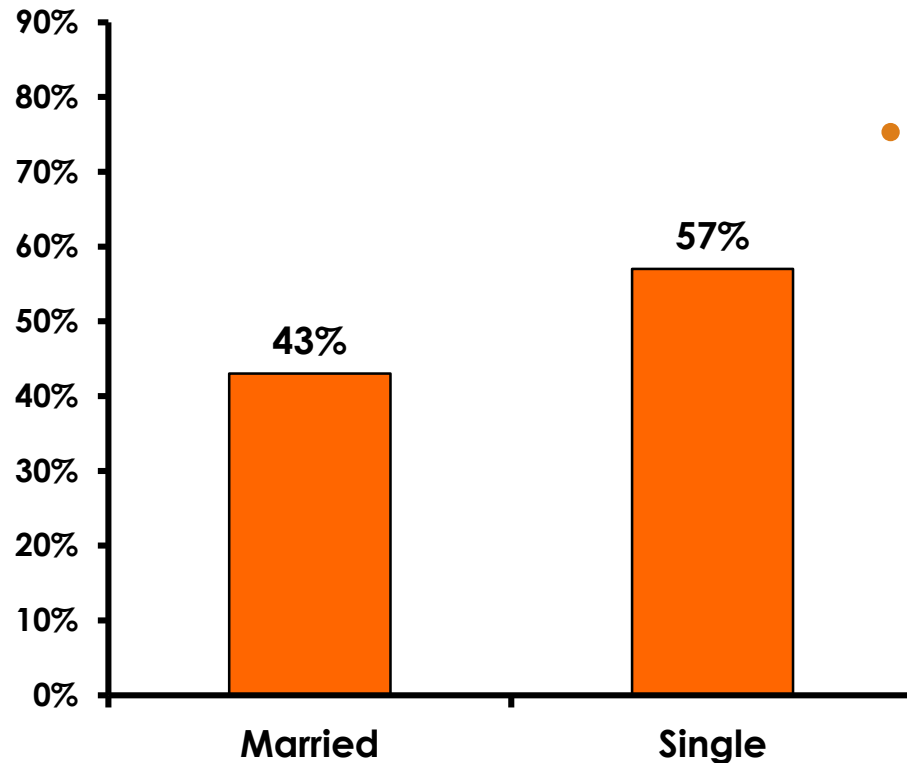
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **4227** departing 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 **4227** 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.

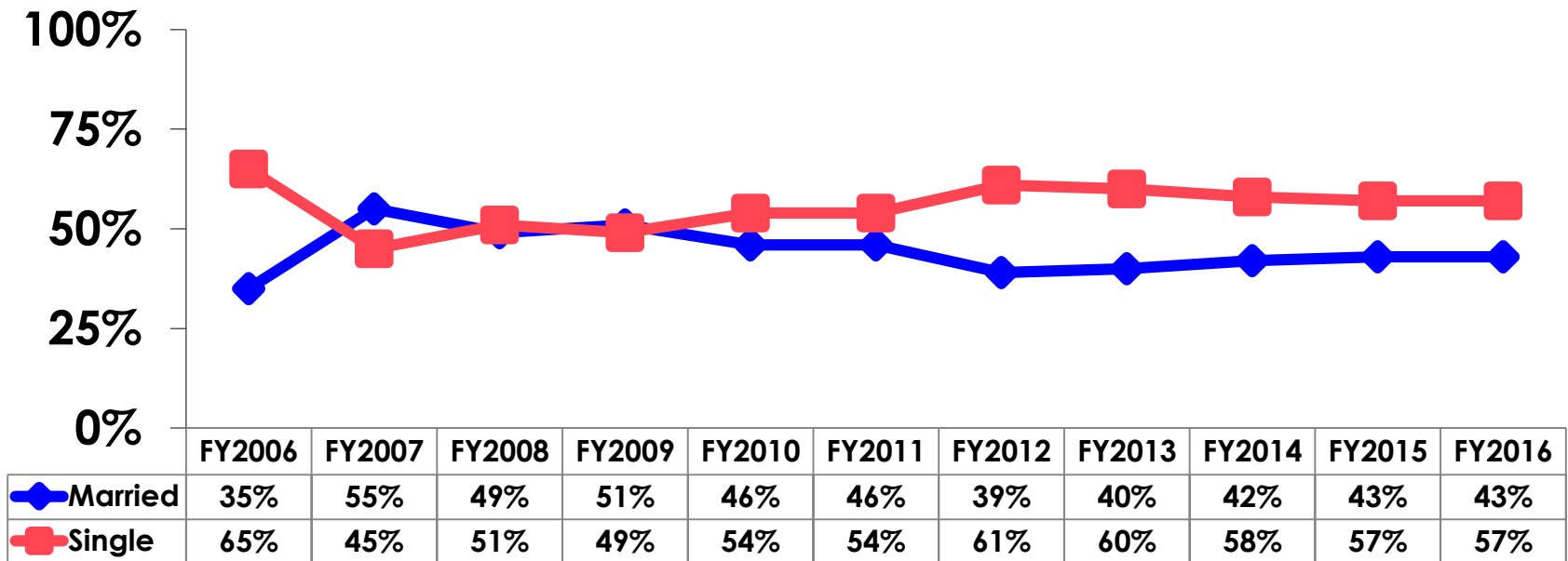
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

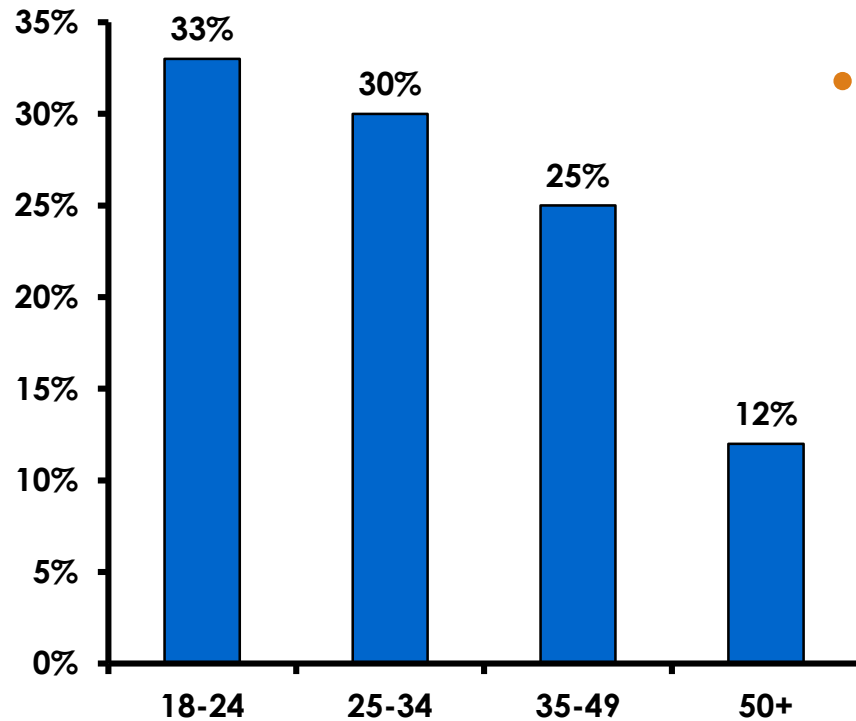


- 75% of female visitors are single.

MARITAL STATUS

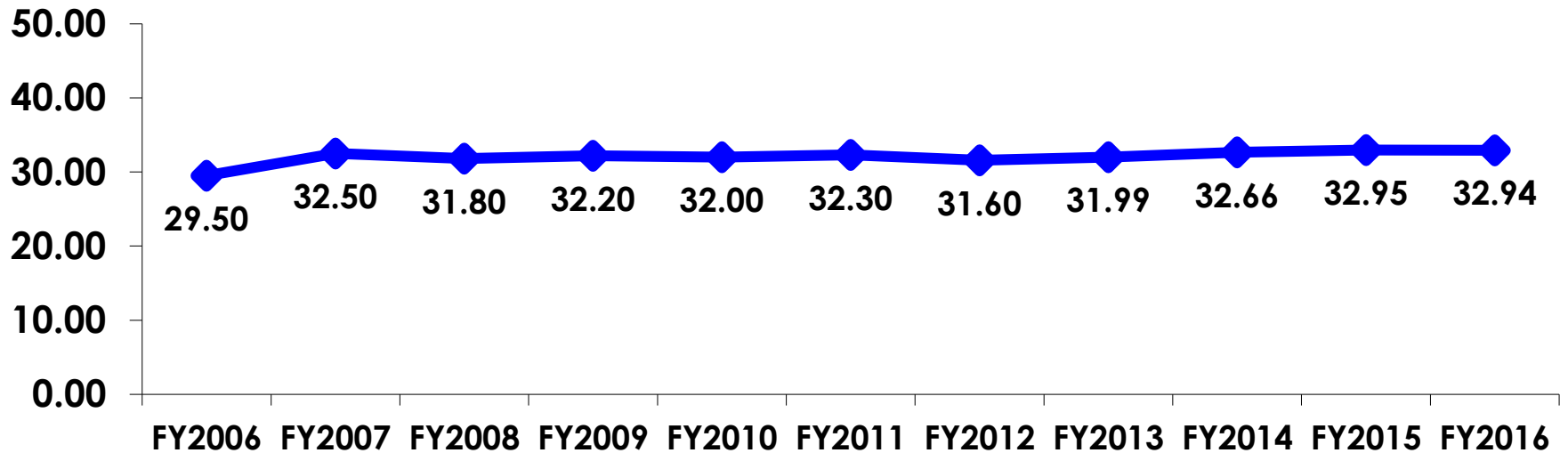


Age - Overall

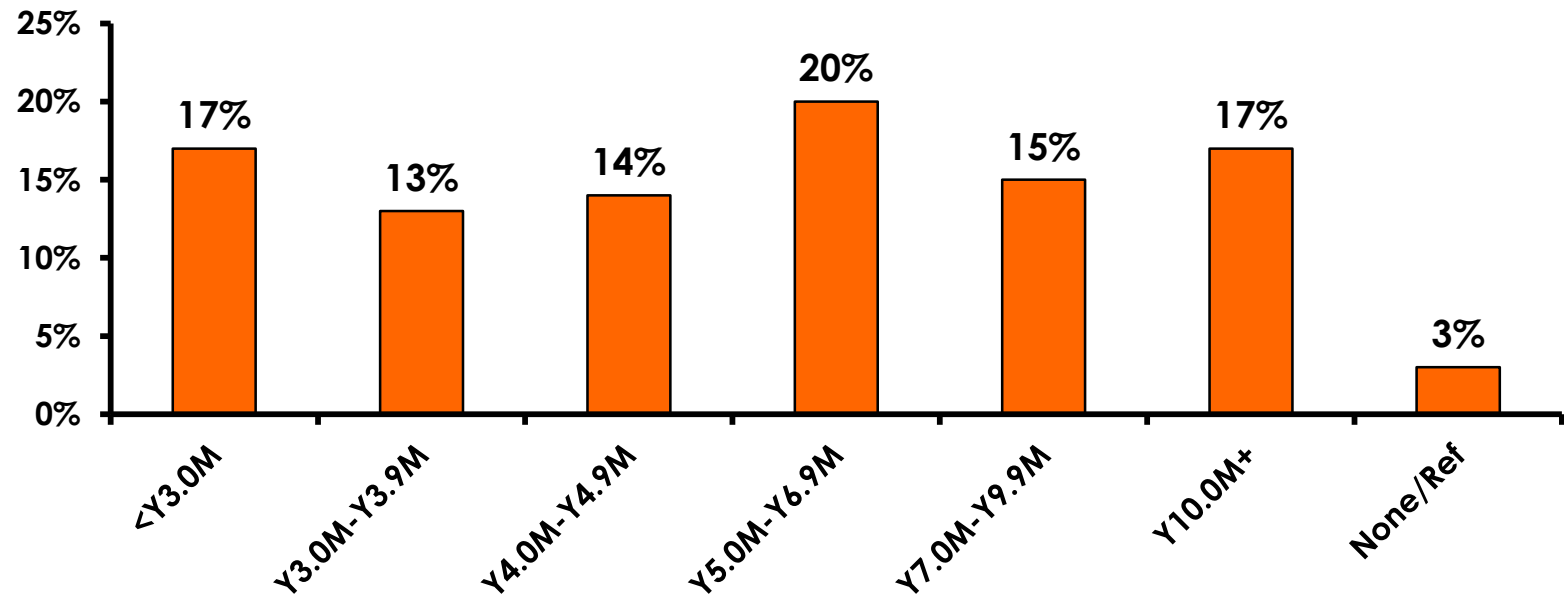


- The average age of the respondents is 32.94 years of age.

AVERAGE - AGE



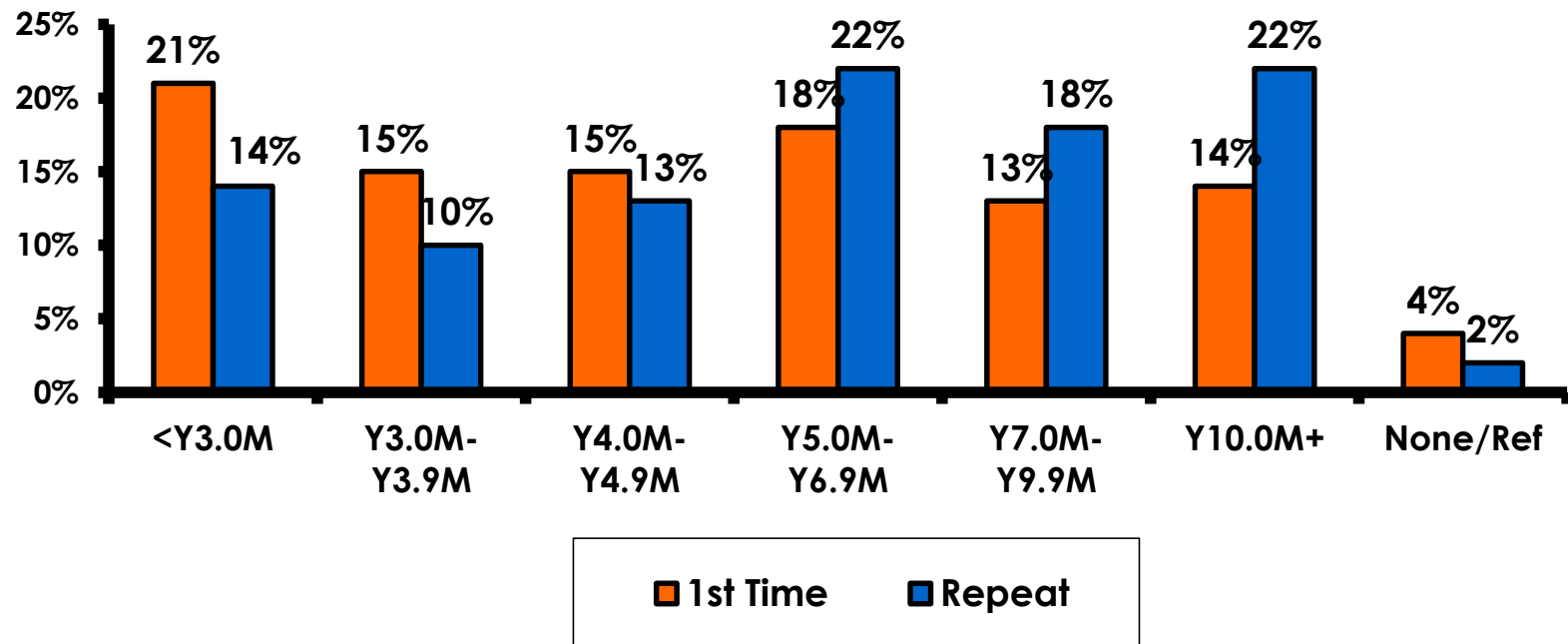
Personal Income



Personal Income

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
<¥3.0m	21%	14%	15%	16%	16%	18%	19%	19%	17%	17%	17%
¥3.0m- ¥3.9m	16%	14%	14%	14%	15%	14%	13%	14%	13%	14%	13%
¥4.0m- ¥4.9m	12%	12%	14%	14%	14%	15%	14%	15%	17%	14%	14%
¥5.0m- ¥6.9m	17%	19%	19%	18%	19%	20%	20%	20%	20%	19%	20%
¥7.0m- ¥9.9m	13%	16%	18%	16%	14%	17%	15%	15%	14%	15%	15%
¥10.0m +	17%	21%	18%	18%	18%	14%	16%	15%	14%	17%	17%
Refuse d/ None	4%	2%	2%	3%	3%	2%	2%	3%	4%	3%	3%

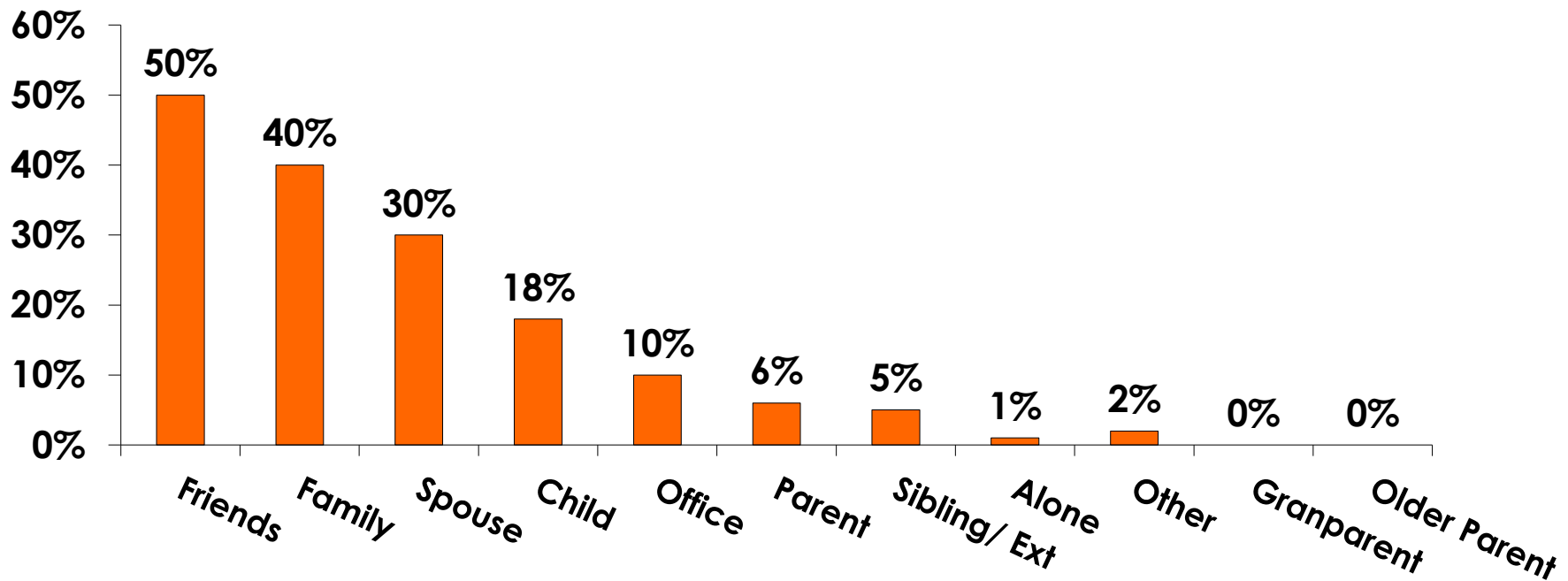
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	235	81	154	140	53	20	21
		Column N %	6%	4%	9%	13%	5%	2%	5%
	Y2.0M-Y3.0M	Count	413	123	290	173	160	49	29
		Column N %	11%	6%	17%	16%	14%	5%	6%
	Y3.0M-Y4.0M	Count	483	193	290	126	236	74	46
		Column N %	13%	10%	17%	12%	21%	8%	10%
	Y4.0M-Y5.0M	Count	515	266	249	121	205	130	57
		Column N %	14%	14%	14%	11%	18%	13%	12%
	Y5.0M-Y7.0M	Count	722	456	266	133	242	237	106
		Column N %	20%	24%	15%	13%	21%	24%	23%
	Y7.0M-Y10.0M	Count	554	371	182	119	114	233	87
		Column N %	15%	19%	10%	11%	10%	24%	19%
	Y10.0M+	Count	631	375	256	170	115	234	111
		Column N %	17%	20%	15%	16%	10%	24%	24%
	No Income	Count	106	53	53	82	14	2	6
		Column N %	3%	3%	3%	8%	1%	0%	1%
	Total	Count	3659	1918	1740	1064	1139	979	463

Travel Companions



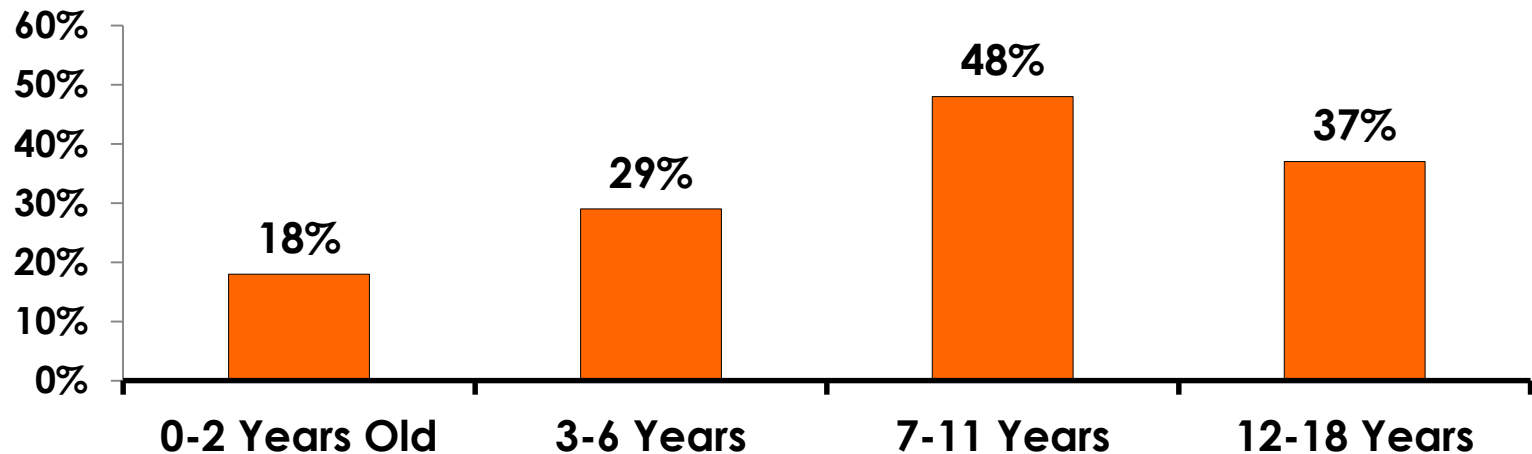
Travel Companions

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Friends	53%	35%	39%	40%	46%	49%	53%	53%	47%	49%	50%
Family	14%	28%	23%	27%	25%	26%	23%	39%	39%	42%	40%
Spouse	18%	25%	28%	25%	20%	18%	16%	31%	30%	31%	30%
Child	7%	18%	11%	14%	15%	15%	13%	15%	17%	18%	18%
Parent	NA	NA	NA	NA	NA	NA	NA	6%	5%	6%	6%
Office	13%	8%	7%	5%	5%	5%	5%	8%	12%	9%	10%
Sibling / Ext Fam	NA	NA	NA	NA	NA	NA	NA	5%	5%	5%	5%
Alone	0%	1%	2%	2%	3%	2%	2%	1%	2%	2%	1%
Other	3%	3%	2%	2%	1%	0%	1%	1%	3%	2%	2%

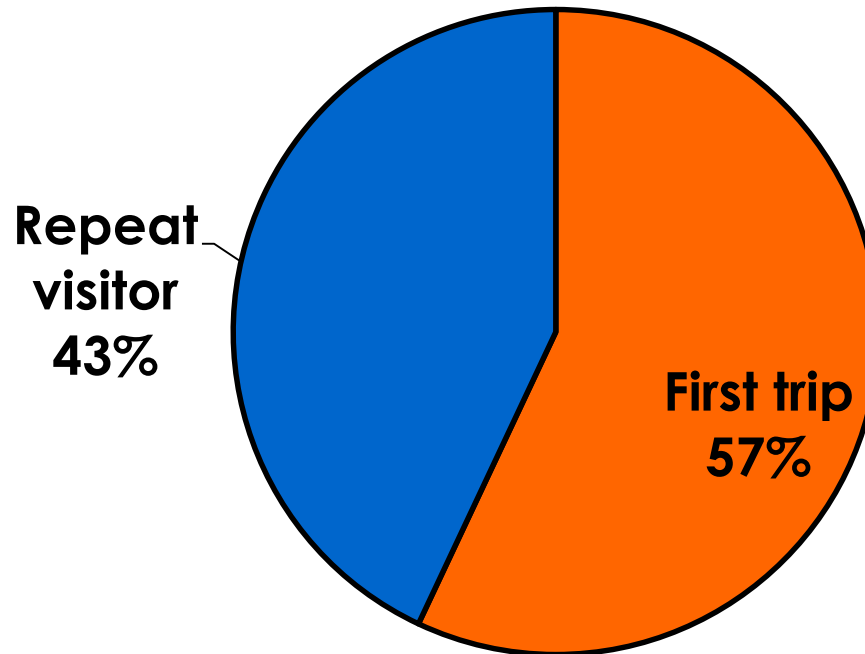
Number of Children Travel Party

N=739 total respondents traveling with children.

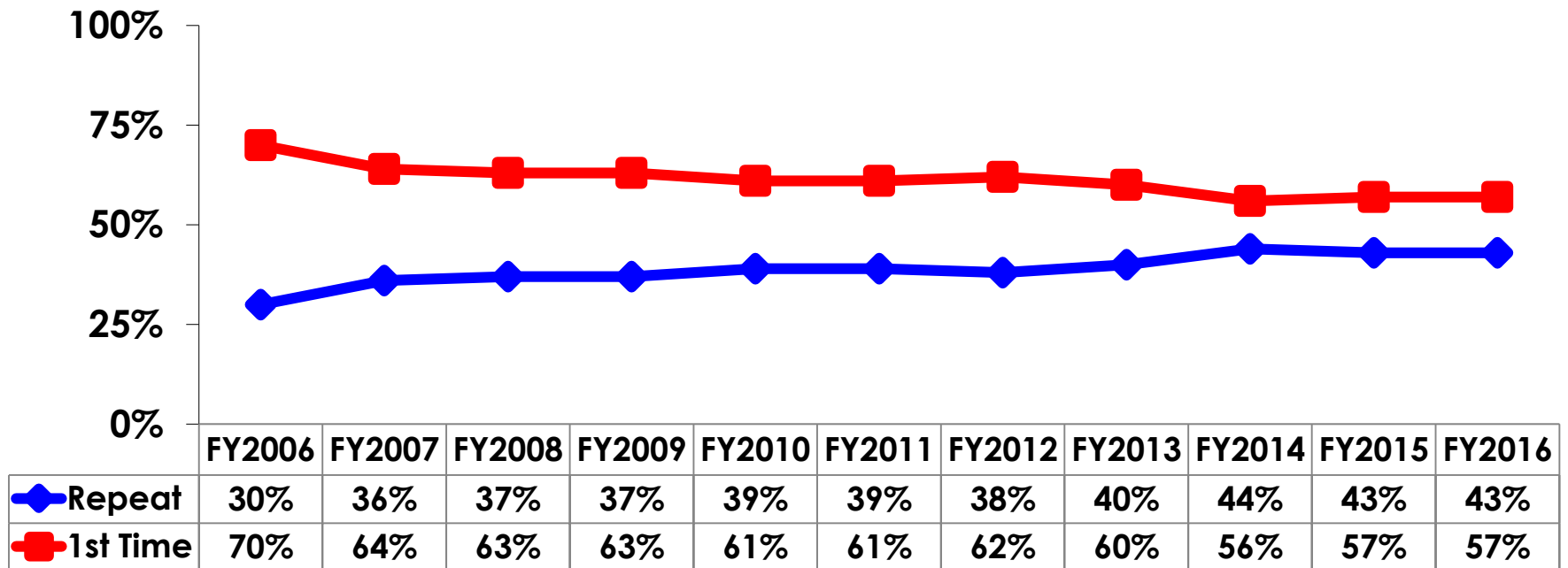
(Of those N=739 respondents, there is a total of 1,193 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



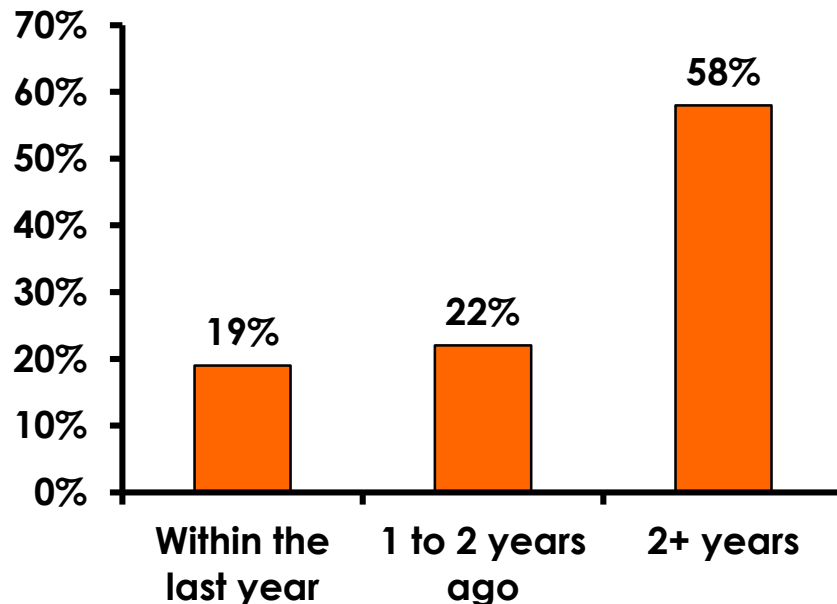
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	2105	1136	964	
		Column N %	50%	47%	53%	
	Female	Count	2121	1263	857	
		Column N %	50%	53%	47%	
	Total	Count	4226	2399	1821	
AGE	18-24	Count	1389	1057	330	
		Column N %	33%	44%	18%	
	25-34	Count	1271	774	495	
		Column N %	30%	32%	27%	
	35-49	Count	1061	379	680	
		Column N %	25%	16%	37%	
	50+	Count	487	173	314	
		Column N %	12%	7%	17%	
		Total	Count	4208	2383	1819

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

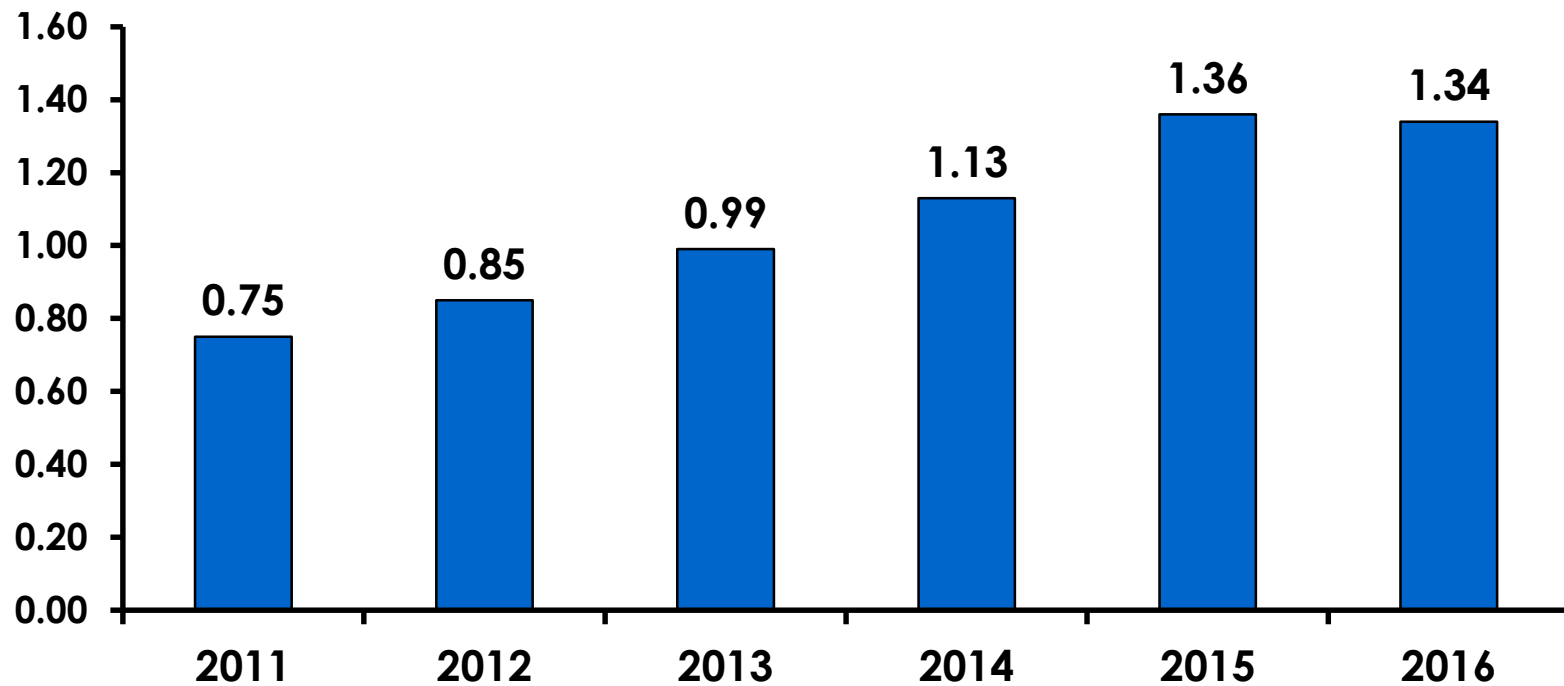
Repeat Visitors Last Trip

n = 1780



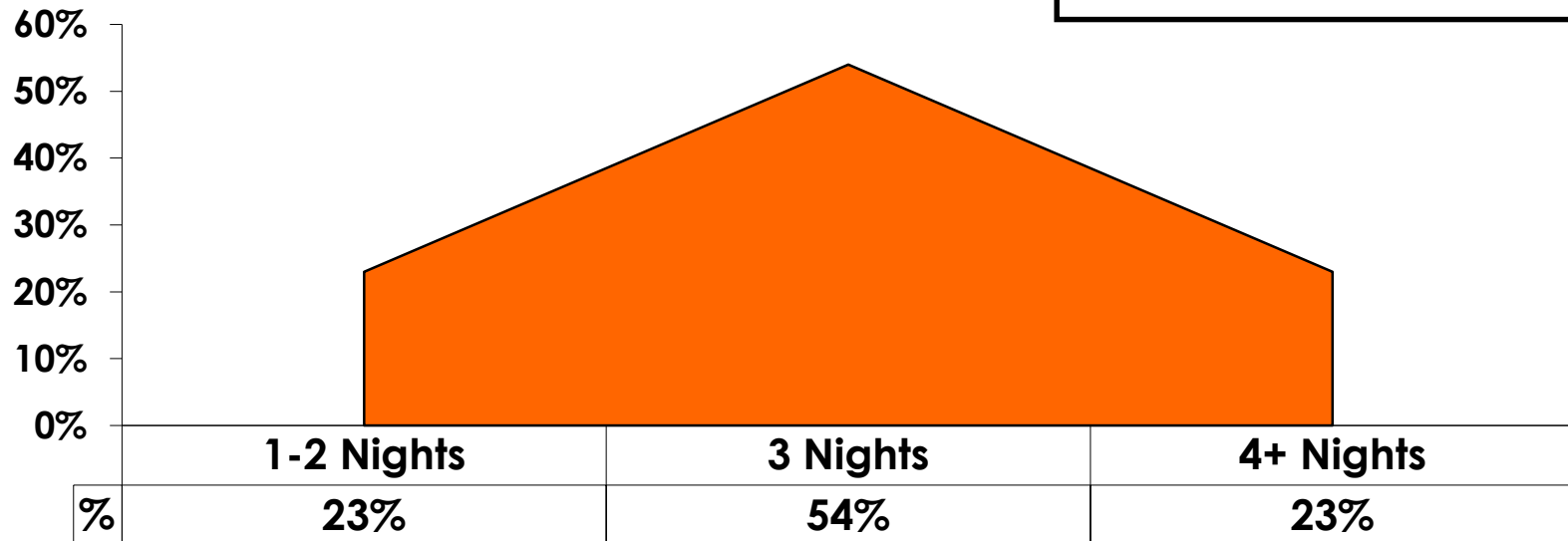
- The average repeat visitor has been to Guam 3.26 times.

Average Number Overnight Trips (2011-2016) (2 nights or more)

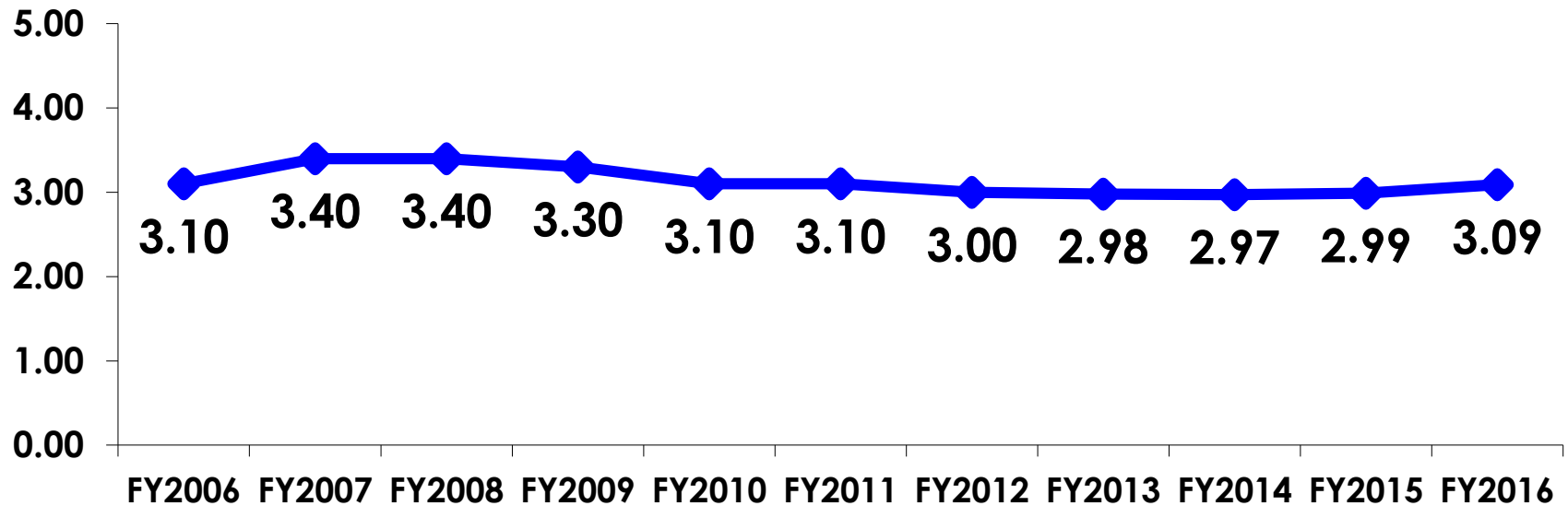


Length of Stay

Mean = 3.09 Days
Median = 3.0 Days



AVG LENGTH OF STAY

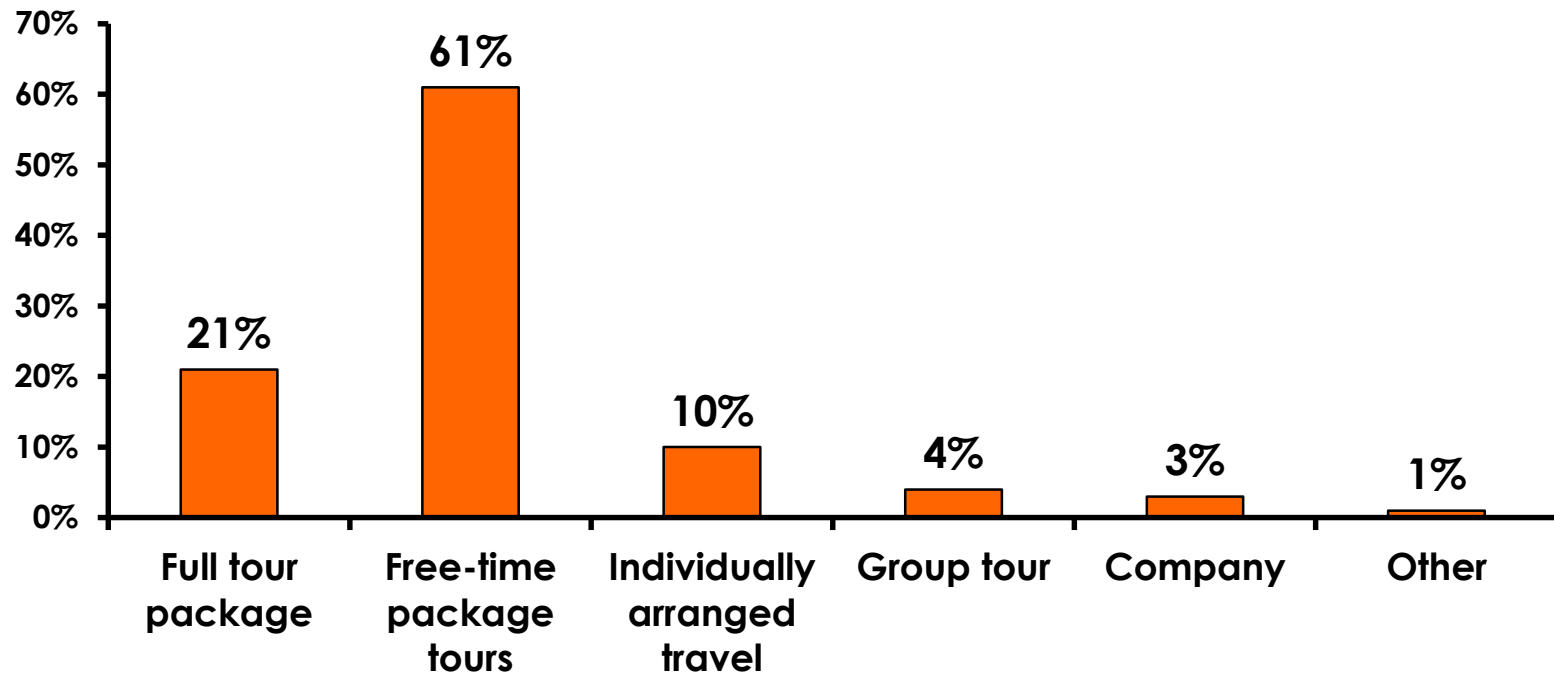


Occupation by Income

		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	20%	38%	10%	7%	12%	12%	16%	19%	79%	
	Office worker non-mgr	16%	10%	33%	25%	16%	13%	14%	13%		
	Engineer	14%	8%	15%	17%	20%	18%	16%	10%	4%	
	Salesperson	11%	4%	11%	13%	16%	16%	10%	7%	1%	
	Self-employed	7%	4%	4%	2%	5%	11%	9%	13%	3%	
	Manager	5%	0%	1%	4%	3%	6%	12%	11%		
	Homemaker	5%	4%	3%	4%	8%	6%	5%	7%	3%	
	Skilled worker	4%	6%	6%	5%	4%	3%	4%	1%		
	Professional/ Specialist	3%	1%	3%	4%	5%	3%	2%	5%	1%	
	Teacher	2%	3%	2%	3%	1%	3%	2%	3%	1%	
	Other	2%	3%	5%	3%	3%	2%	1%	1%	1%	
	Govt- office worker non-mgr	2%	1%	0%	4%	2%	2%	2%	2%		
	Freeter	2%	7%	3%	2%	2%	1%	1%	1%		
	Executive (30+ employees)	2%	1%	1%	1%	1%	1%	2%	5%		
	Unemployed	2%	6%	1%	2%	2%	1%	1%	1%	6%	
	Retired	1%	1%	1%	2%	1%	1%	0%		1%	
	Govt- Manager	1%		0%	1%		1%	2%	1%		
	Free-lancer	0%	2%	0%	0%	0%		1%		1%	
	Govt- Executive	0%		0%	0%		0%	0%			
	Total	Count	4099	235	412	482	513	719	553	631	106

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning

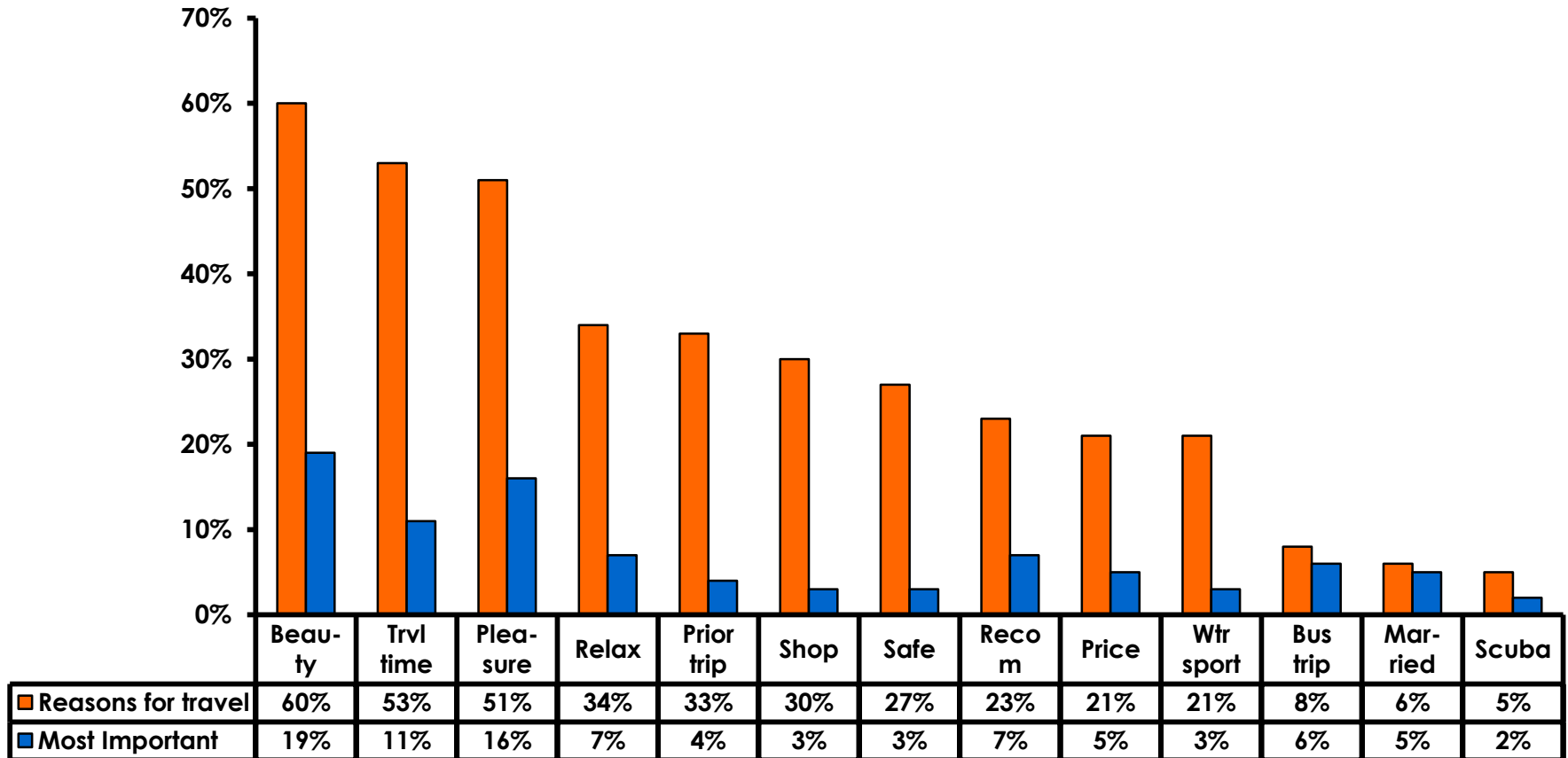
	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Full-pkg tour	19%	23%	25%	25%	20%	23%	22%	25%	22%	21%	21%
Free-time pkg tour	69%	64%	64%	65%	66%	68%	69%	62%	60%	62%	61%
FIT	3%	7%	7%	6%	10%	6%	5%	7%	9%	11%	10%
Group tour	8%	6%	4%	3%	3%	3%	3%	3%	5%	3%	4%
Company	NA	NA	NA	NA	NA	1%	1%	2%	3%	2%	3%
Other	0%	0%	0%	1%	1%	0%	0%	1%	1%	1%	1%

Accommodation by Income

Average length of stay: 3.09 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	16%	24%	18%	15%	13%	13%	16%	12%	21%	
Outrigger Guam Resort	10%	8%	8%	12%	10%	11%	11%	12%		
Guam Reef & Olive Spa	7%	3%	9%	9%	10%	7%	5%	6%	5%	
Hilton Guam Resort	6%	5%	8%	7%	5%	7%	8%	6%	3%	
Royal Orchid Guam	6%	6%	8%	5%	5%	7%	5%	5%	18%	
Grand Plaza Hotel	6%	8%	7%	7%	7%	6%	3%	5%	7%	
Fiesta Resort Guam	6%	5%	5%	8%	6%	5%	5%	5%	7%	
PIC Club	5%	4%	4%	3%	5%	7%	7%	7%	1%	
Hotel Nikko Guam	5%	5%	4%	4%	7%	7%	5%	5%	2%	
Onward Beach Resort	5%	2%	5%	3%	5%	5%	7%	7%	3%	
Holiday Resort Guam	4%	5%	3%	4%	4%	4%	4%	3%	6%	
Westin Resort Guam	3%	5%	3%	4%	3%	3%	3%	5%	2%	
Pacific Bay Hotel	3%	4%	3%	4%	3%	2%	2%	2%	4%	
Leo Palace Resort	2%	1%	3%	1%	3%	3%	4%	2%	4%	
Hyatt Regency Guam	2%	0%	2%	2%	3%	2%	2%	3%	3%	
Pacific Star Resort & Spa	2%	3%	2%	2%	3%	2%	2%	2%	3%	
Other	2%	3%	2%	0%	2%	2%	1%	1%	5%	
Sheraton Laguna Guam	2%	1%	2%	1%	2%	3%	1%	1%		
Oceanview Hotel	1%	1%	0%	1%	1%	1%	2%	2%	1%	
Bayview Hotel	1%	1%	1%	1%	2%	1%	1%	1%	4%	
Aqua Suites	1%	3%	0%	1%	1%	1%	1%	1%	2%	
Dusit Thani Guam	1%		1%	1%	1%	1%	1%	2%		
Verona Resort & Spa	1%	1%	0%	1%	1%	0%	1%	1%		
Hotel Santa Fe	1%	2%		1%	1%	0%	1%	1%	1%	
Lotte Hotel Guam	1%	0%	0%	1%	0%	0%	1%	1%		
Condo	0%	0%	0%	1%	0%	0%		0%		
Home stay/ friend/ relative	0%			0%	0%	0%	0%	0%	1%	
Days Inn (Tamuning)	0%			1%		0%		0%		
Tumon Bay Capital Hotel	0%		0%							
Days Inn (Maite)	0%								1%	
Total	Count	4216	235	411	482	515	721	551	630	106

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

are the primary reasons for visiting during this period.

Most Important- Top 3

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Natural Beauty	16%	15%	16%	16%	17%	18%	17%	18%	18%	21%	19%
Pleasure	16%	14%	12%	12%	14%	18%	18%	16%	16%	17%	16%
Relax	10%	Not top 3	Not top 3	Not Top 3	11%	9%	Not top 3	Not top 3	Not top 3	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%	10%	10%	11%
Price	Not Top 3	Not Top 3	10%	14%	11%	Not top 3	10%	Not top 3	Not top 3	Not top 3	Not top 3

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	60%	67%	59%	59%	48%	55%	65%	
	Short travel time	53%	49%	52%	61%	52%	53%	54%	
	Pleasure	51%	59%	49%	47%	41%	45%	56%	
	Relax	34%	31%	39%	34%	32%	32%	36%	
	Previous trip	33%	17%	30%	52%	49%	36%	31%	
	Shopping	30%	36%	29%	25%	31%	23%	38%	
	Safe	27%	22%	25%	34%	32%	28%	26%	
	Recomm- friend/family/trvl agnt	23%	34%	23%	13%	15%	19%	27%	
	Price	21%	24%	21%	19%	20%	19%	24%	
	Water sports	21%	27%	19%	20%	17%	19%	23%	
	Company/ Business Trip	8%	5%	9%	9%	9%	8%	7%	
	Married/ Attn wedding	6%	2%	9%	4%	10%	8%	4%	
	Scuba	5%	5%	7%	4%	5%	5%	6%	
	Honeymoon	4%	2%	9%	4%	1%	7%	1%	
	Other	3%	4%	2%	3%	6%	3%	4%	
	Golf	3%	1%	2%	4%	8%	4%	2%	
	Visit friends/ Relatives	3%	3%	2%	2%	3%	2%	3%	
	Organized sports	2%	2%	1%	2%	2%	2%	1%	
	Company Sponsored	1%	0%	1%	2%	2%	2%	1%	
	Career Cert/ Testing	0%	0%	0%	0%		1%	0%	
	Convention/ Trade/ Conference	0%	0%	0%			0%		
	Total	Count	4205	1378	1266	1057	485	2096	2108

Motivation by Income

		TOTAL	Q26							No Income	
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+		
Q5A	Natural beauty	60%	58%	61%	54%	61%	61%	65%	61%	50%	
	Short travel time	53%	48%	50%	46%	52%	56%	61%	64%	43%	
	Pleasure	51%	48%	54%	47%	47%	53%	49%	54%	54%	
	Relax	34%	24%	38%	36%	33%	35%	38%	39%	32%	
	Previous trip	33%	27%	30%	26%	31%	42%	41%	45%	17%	
	Shopping	30%	30%	34%	32%	32%	28%	30%	33%	23%	
	Safe	27%	24%	24%	24%	25%	33%	32%	32%	18%	
	Recomm- friend/family/trvl agnt	23%	30%	26%	21%	23%	20%	18%	21%	37%	
	Price	21%	23%	18%	24%	19%	21%	24%	20%	24%	
	Water sports	21%	21%	24%	19%	20%	20%	22%	24%	27%	
	Company/ Business Trip	8%	7%	10%	11%	9%	5%	6%	5%	5%	
	Married/ Attn wedding	6%	4%	6%	10%	7%	6%	5%	4%	1%	
	Scuba	5%	4%	5%	6%	5%	6%	5%	6%	5%	
	Honeymoon	4%	2%	4%	5%	8%	7%	2%	2%	1%	
	Other	3%	4%	2%	2%	3%	4%	4%	4%	5%	
	Golf	3%	1%	1%	1%	2%	3%	5%	5%	1%	
	Visit friends/ Relatives	3%	4%	2%	5%	1%	2%	1%	3%	3%	
	Organized sports	2%	1%	1%	2%	1%	2%	2%	2%	5%	
	Company Sponsored	1%		0%	2%	1%	1%	2%	1%		
	Career Cert/ Testing	0%		0%	0%		1%	0%	0%		
	Convention/ Trade/ Conference	0%					0%	0%			
	Total	Count	4205	233	410	481	514	721	552	628	104

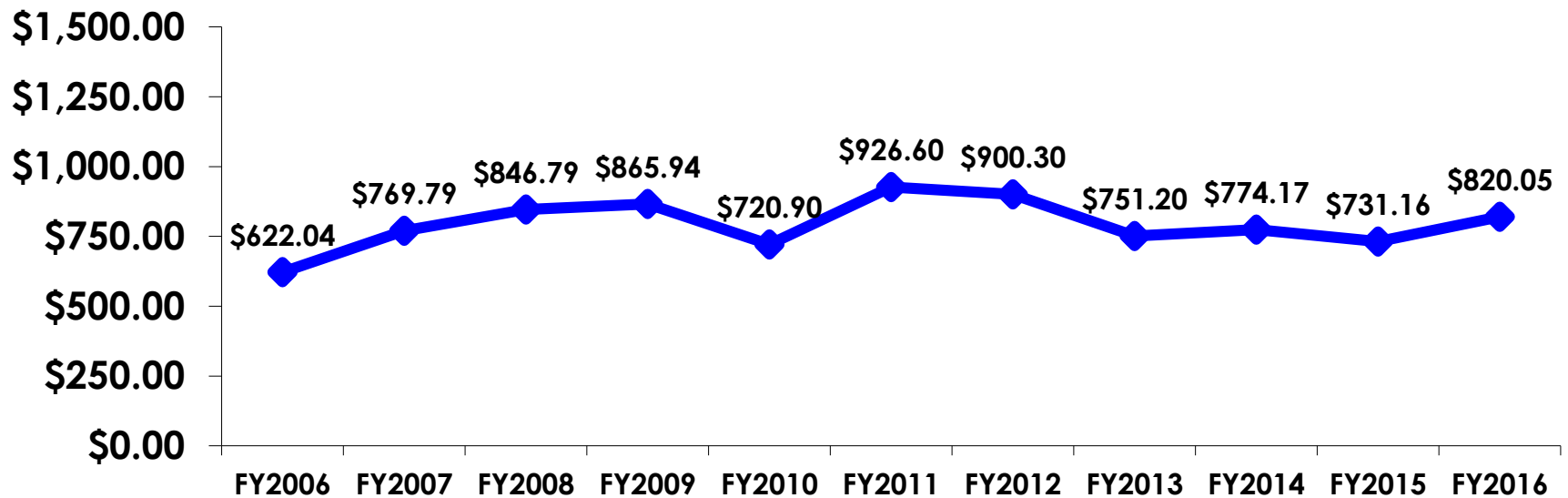
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥Varies/US\$1

- \$1,679.34 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$47,788 = maximum (highest amount recorded for the entire sample)
- \$820.05 = 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	\$1,653.77
Air & Accommodation w/ daily meal package	\$2,805.90
Air only	\$1,418.64
Accommodation only	\$861.75
Accommodation w/ daily meal only	\$1,138.20
Food & Beverages in Hotel	\$168.94
Ground transportation – Japan	\$104.82
Ground transportation – Guam	\$88.91
Optional tours/ activities	\$273.45
Other expenses	\$623.42
Total Prepaid	\$1,679.34

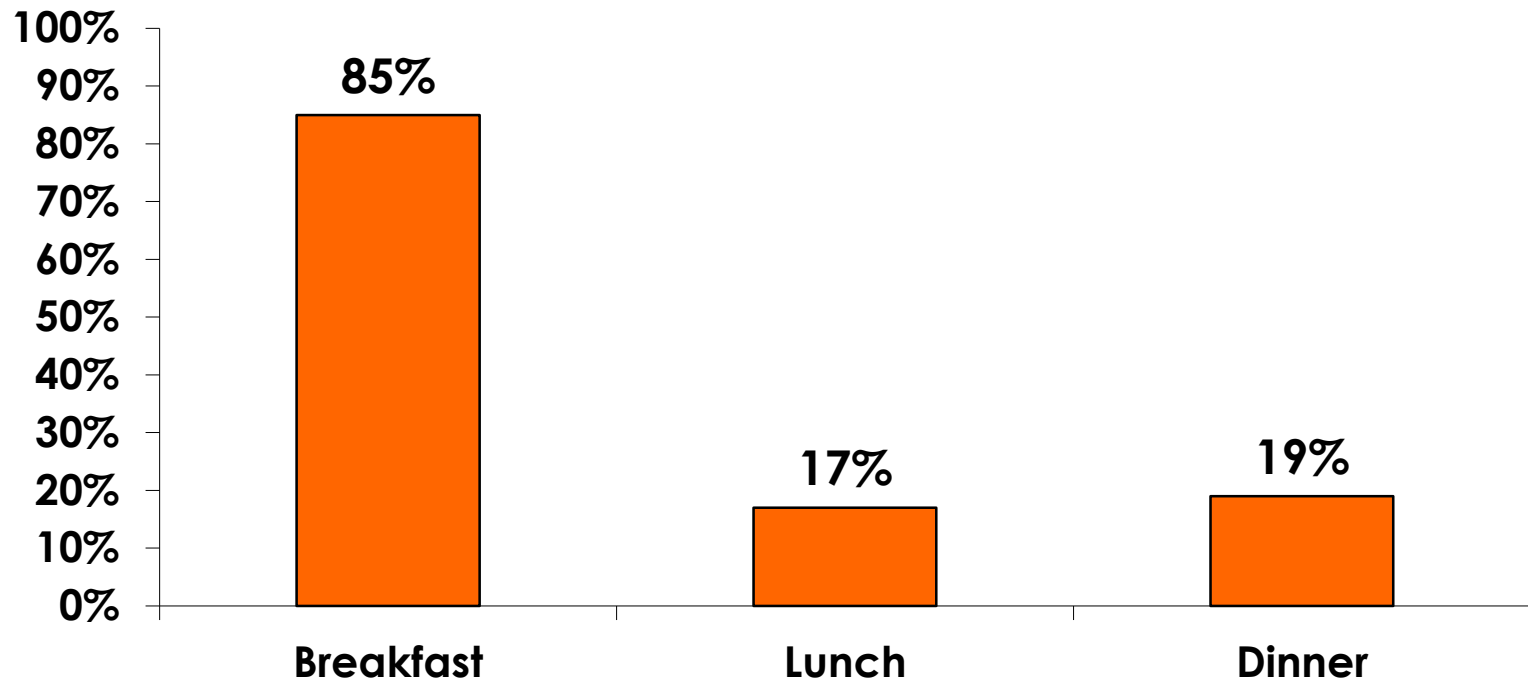
Breakdown of Prepaid Expenditures

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Air & Accommodati on package only	\$1,550	\$1,589	\$1,696	\$1402.50	\$1,767.00	\$1,681.20	\$1,369.90	\$1,442.20	\$1,473.63	\$1,653.77
Air & Accommodati on w/ daily meal package	\$2,536	\$3,404	\$3,006	\$3199.80	\$3,555.90	\$3,546.00	\$2,276.72	\$2,779.61	\$2,721.85	\$2,805.90
Air only	\$1,129	\$924	\$937	\$952.90	\$1,359.60	\$1,836.40	\$1,454.43	\$1,330.39	\$1,435.94	\$1,418.64
Accommodati on only	\$532	\$520	\$748	\$524.30	\$748.30	\$1,136.90	\$843.15	\$684.83	\$715.78	\$861.75
Accommodati on w/ daily meal only	\$934	\$887	\$595	\$944.70	\$1,040.70	\$838.10	\$1,596.78	\$1,207.25	\$1,345.94	\$1,138.20
Food & Beverages in Hotel	\$103	\$394	\$232	\$168.50	\$209.90	\$194.20	\$116.71	\$141.44	\$334.66	\$168.94
Ground transportation – Japan	\$110	\$121	\$100	\$95.30	\$129.70	\$156.70	\$68.87	\$88.70	\$59.49	\$104.82
Ground transportation – Guam	\$62	\$88	\$93	\$93.90	\$58.60	\$100.80	\$75.43	\$116.66	\$71.02	\$88.91
Optional tours/ activities	\$274	\$255	\$316	\$289.50	\$298.60	\$302.40	\$273.09	\$303.01	\$249.04	\$273.45
Other expenses	\$417	\$726	\$834	\$530.00	\$512.40	\$420.20	\$609.30	\$537.87	\$324.14	\$623.42
Total Prepaid	\$1,728	\$1,816	\$1,925	\$1,513.90	\$1,993.70	\$1,820.20	\$1,492.88	\$1,546.41	\$1,475.15	\$1,679.34

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=303

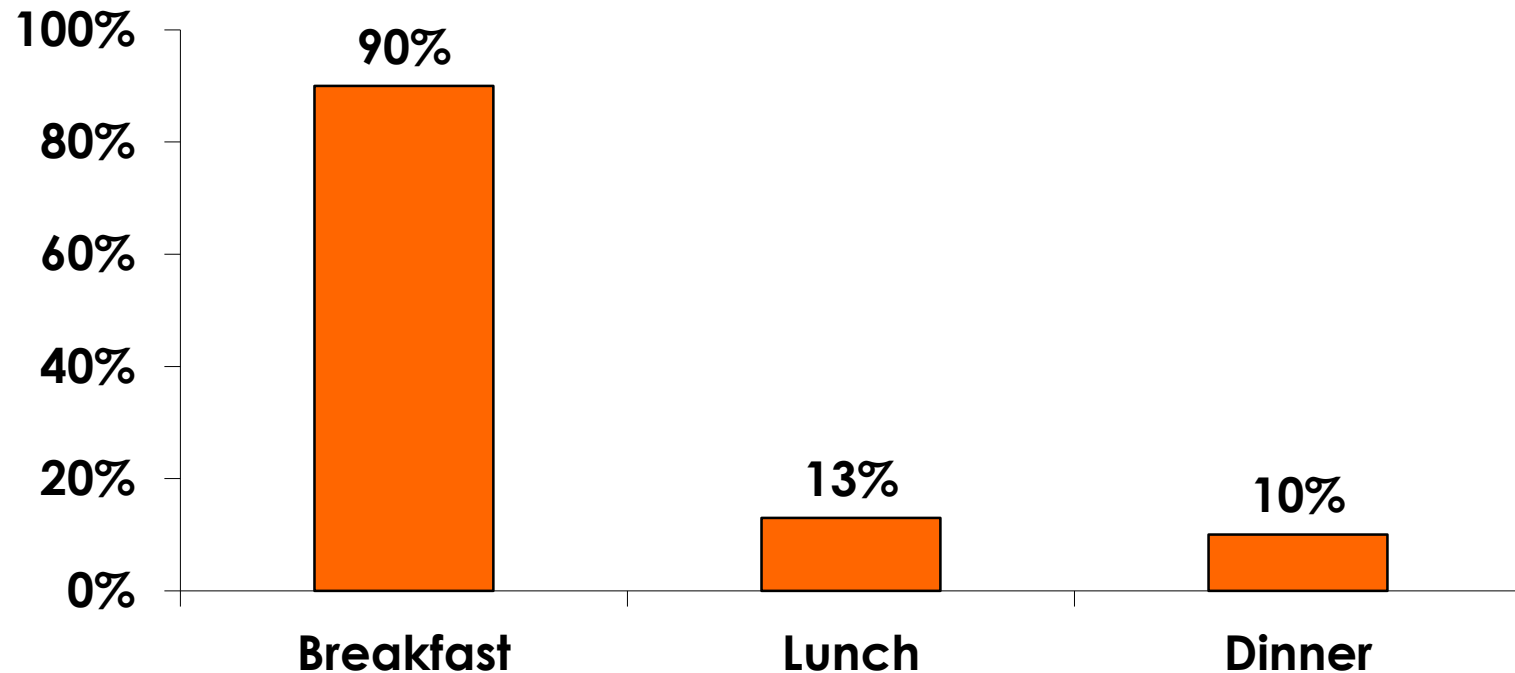


Mean=\$2,805.90 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

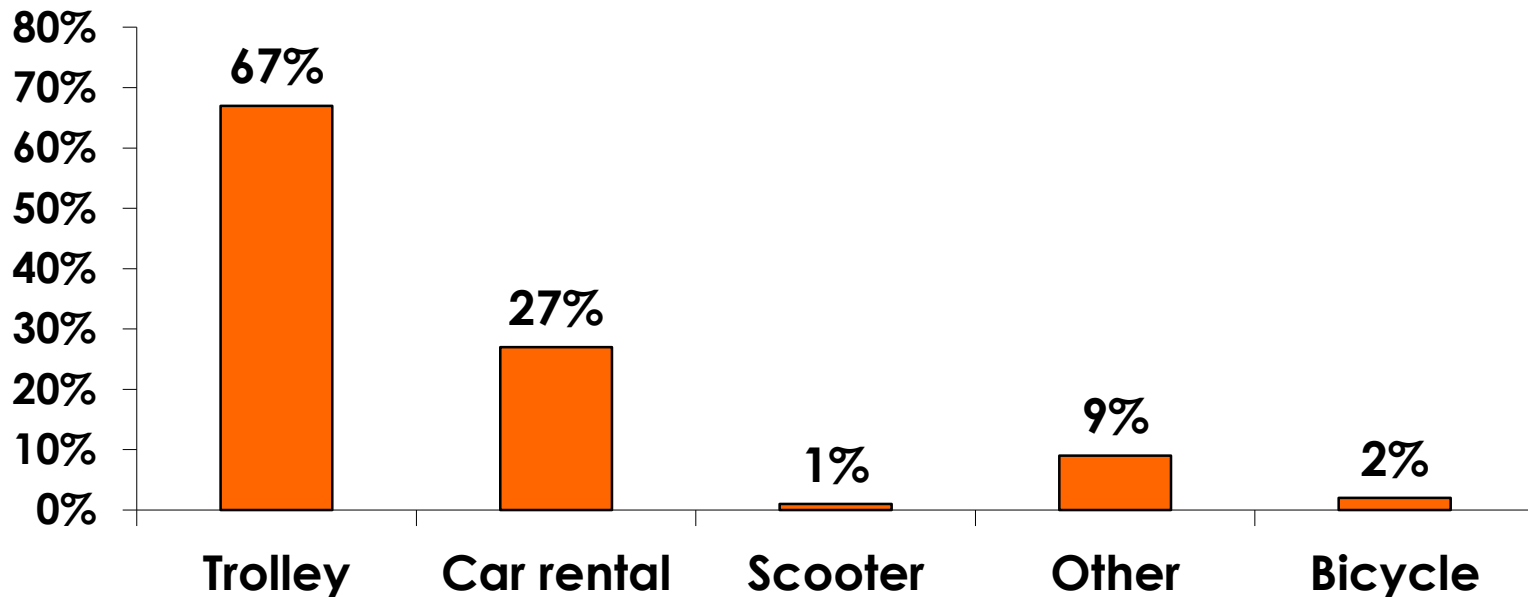
n=30



Mean=\$1,138.20 per travel party

PREPAID GROUND TRANSPORTATION

n=85



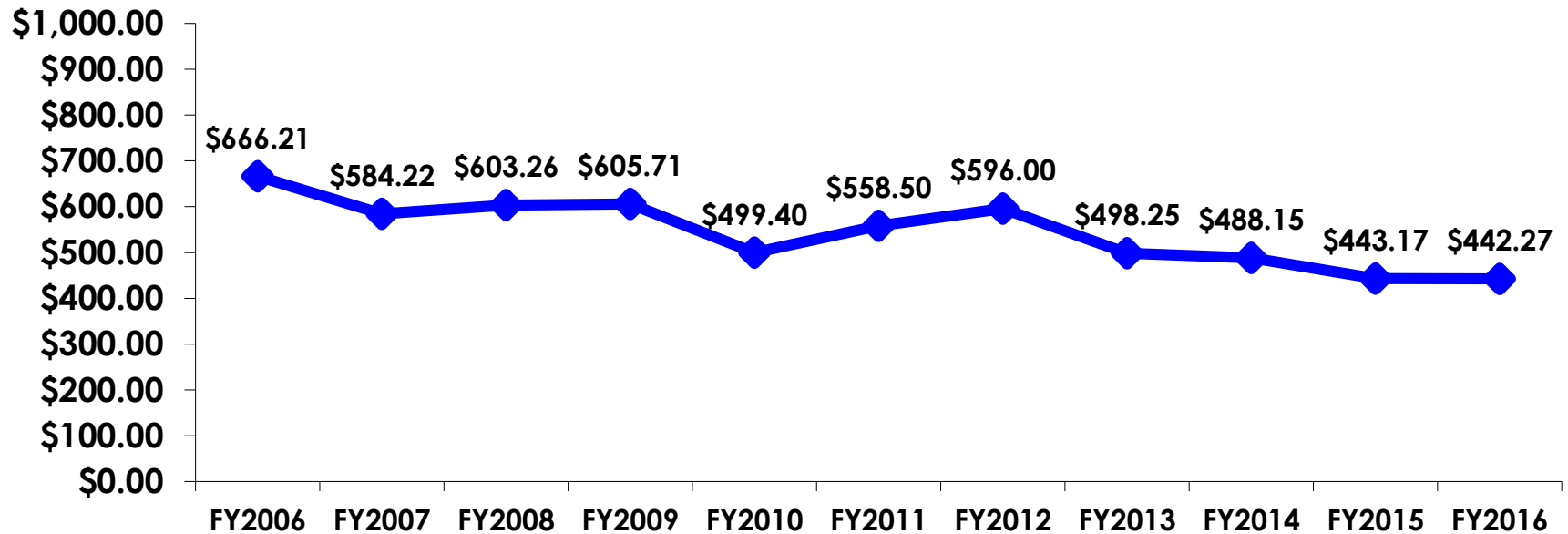
Mean=\$88.91 per travel party

On-Island Expenditures

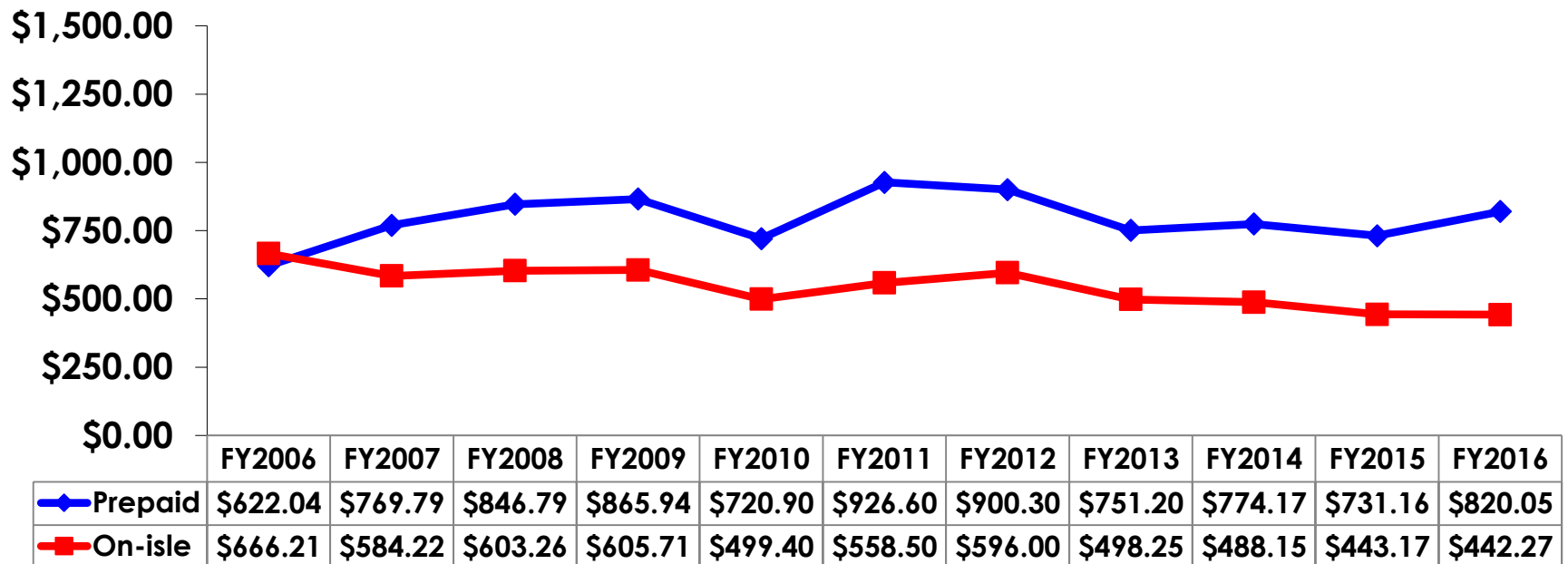
- \$741.74 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$17,000 = Maximum (highest amount recorded for the entire sample)
- \$442.27 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person



PREPAID/ ON-ISLE EXPENDITURES – Per Person



Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
					Male				Female			
					AGE				AGE			
		-	Male	Female	18-24	25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$442.27	\$435.99	\$448.70	\$416.39	\$429.64	\$429.14	\$496.02	\$389.83	\$509.05	\$447.95	\$524.84
	Median	\$333	\$333	\$350	\$350	\$350	\$300	\$358	\$300	\$400	\$333	\$400
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$8,500	\$8,500	\$6,800	\$4,000	\$5,820	\$8,500	\$4,000	\$3,720	\$5,000	\$6,800	\$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	\$42.86	\$59.92	\$25.96	\$16.88	\$30.91	\$81.85	\$63.69
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$35.64	\$42.33	\$29.02	\$25.83	\$35.11	\$47.59	\$39.53
	Median	\$5	\$10	\$0	\$1	\$0	\$10	\$9
F&B RESTRNT	Mean	\$92.26	\$121.63	\$63.15	\$50.21	\$79.41	\$140.88	\$139.68
	Median	\$20	\$50	\$0	\$0	\$18	\$60	\$40
OPT TOUR	Mean	\$64.81	\$76.35	\$53.40	\$47.44	\$59.92	\$87.20	\$79.77
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$175.38	\$194.12	\$156.86	\$89.93	\$186.12	\$255.74	\$220.06
	Median	\$20	\$15	\$20	\$10	\$21	\$50	\$20
GIFT- OTHER	Mean	\$107.27	\$118.49	\$96.19	\$68.69	\$102.54	\$130.99	\$178.79
	Median	\$50	\$50	\$50	\$25	\$50	\$70	\$100
TRANS	Mean	\$17.31	\$21.24	\$13.38	\$10.18	\$12.86	\$28.75	\$24.59
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$206.23	\$227.36	\$185.36	\$149.63	\$182.89	\$276.77	\$278.52
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$741.74	\$861.45	\$623.23	\$458.84	\$689.74	\$1,049.48	\$1,024.83
	Median	\$500	\$570	\$400	\$360	\$500	\$700	\$700

On-Island Expenditures

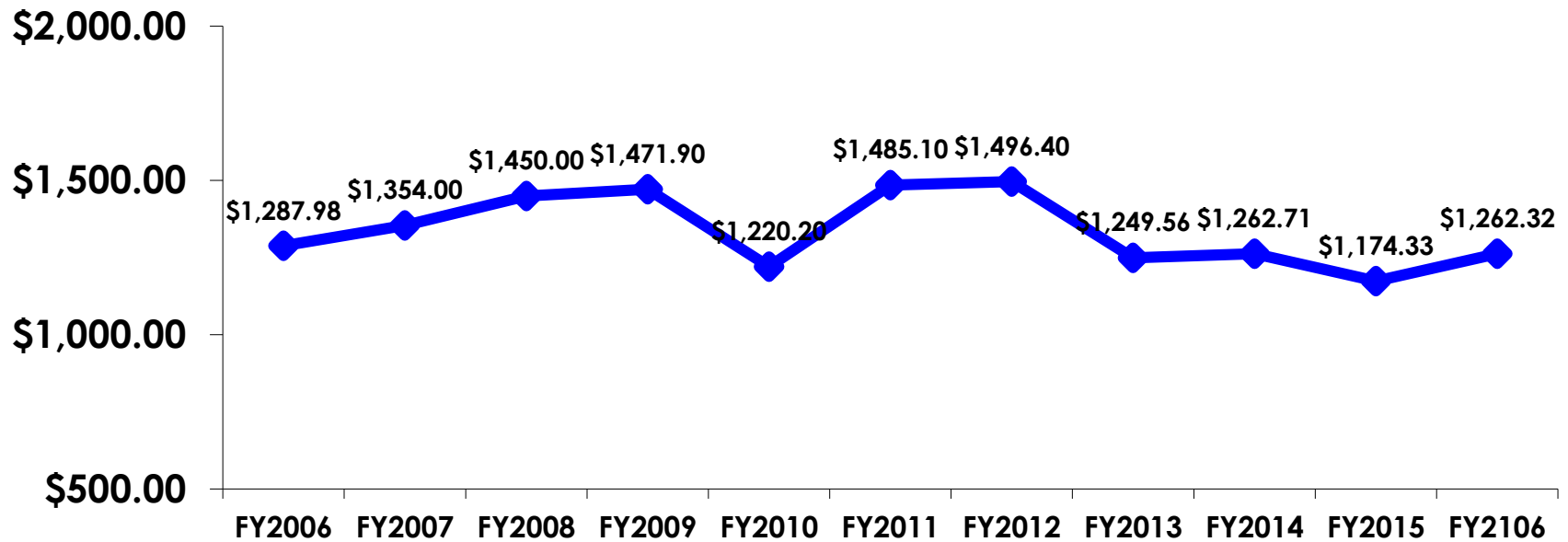
First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$42.86	\$30.35	\$59.48
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$35.64	\$32.02	\$39.64
	Median	\$5	\$0	\$10
F&B RESTRNT	Mean	\$92.26	\$74.71	\$115.35
	Median	\$20	\$10	\$40
OPT TOUR	Mean	\$64.81	\$61.33	\$69.39
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$175.38	\$131.71	\$233.38
	Median	\$20	\$5	\$50
GIFT- OTHER	Mean	\$107.27	\$93.44	\$125.67
	Median	\$50	\$40	\$50
TRANS	Mean	\$17.31	\$11.66	\$24.78
	Median	\$0	\$0	\$0
OTHER	Mean	\$206.23	\$171.67	\$251.59
	Median	\$0	\$0	\$0
TOTAL	Mean	\$741.74	\$606.86	\$919.23
	Median	\$500	\$420	\$600

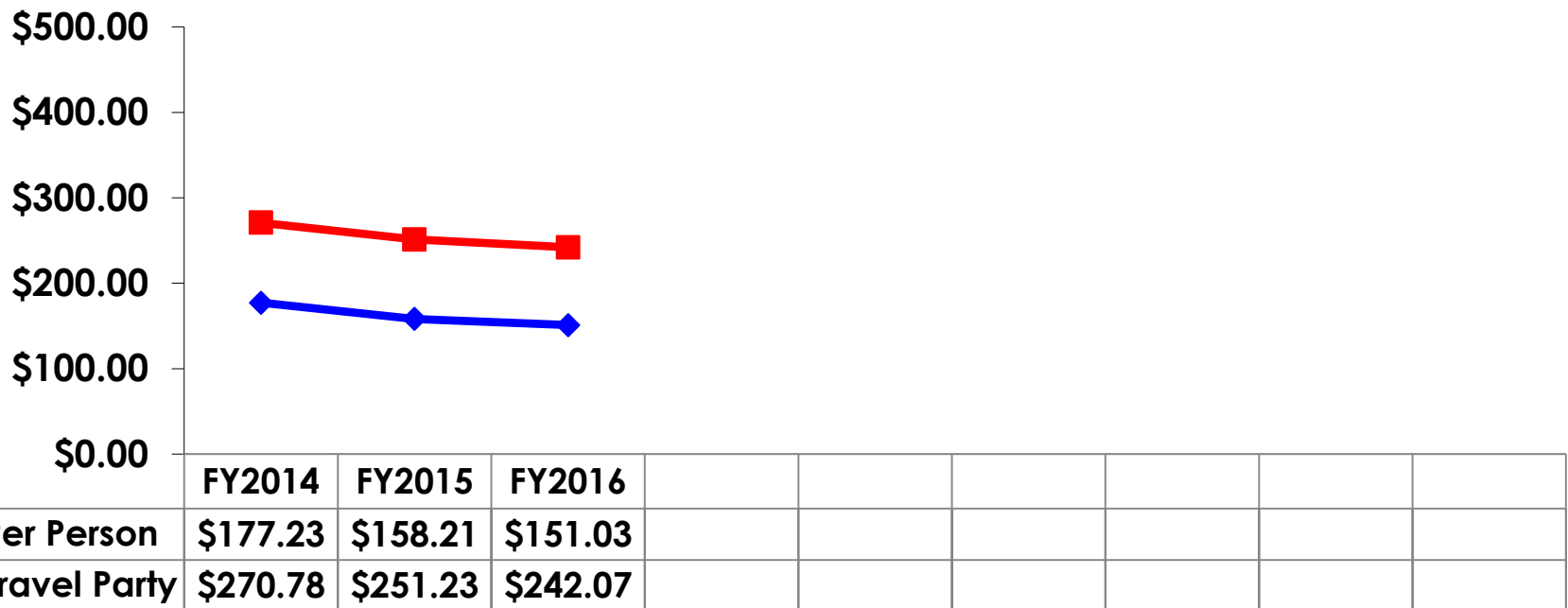
Total Expenditures Per Person (Prepaid & On-Island)

- \$1,262.32 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$14,388 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



ON-ISLE EXPENDITURES – Per Day



Breakdown of On-Island Expenditures

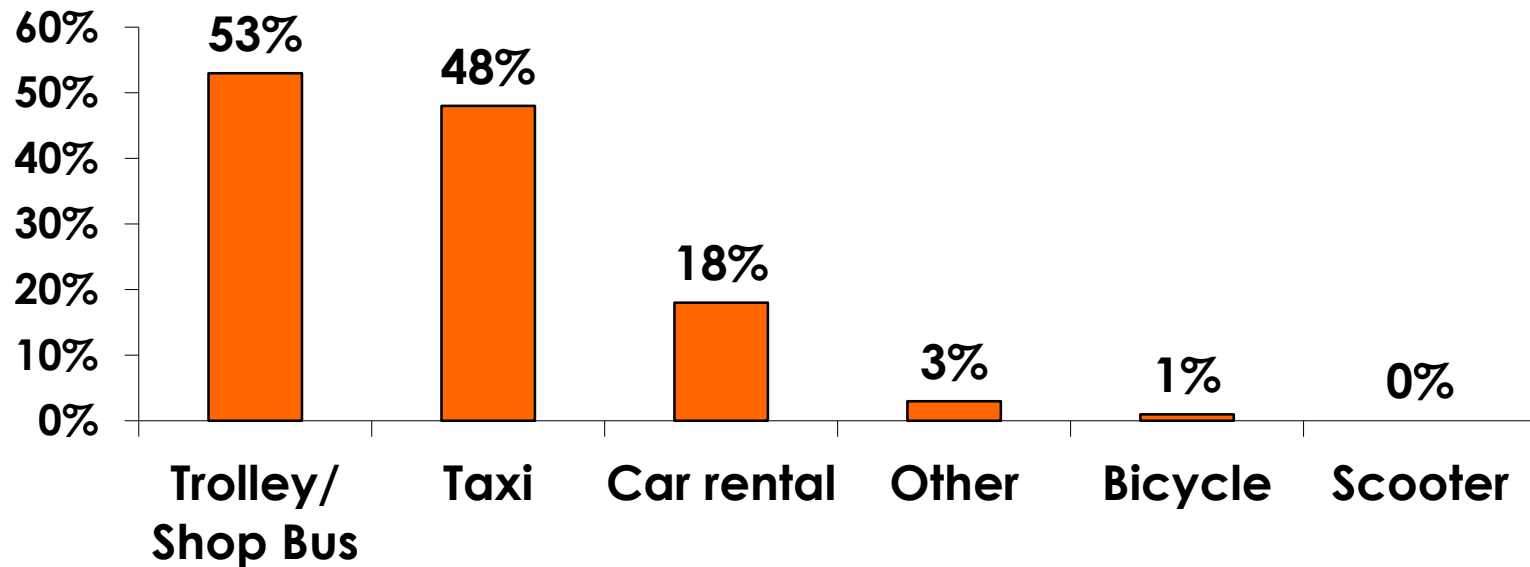
	MEAN \$
Food & beverage in a hotel	\$42.86
Food & beverage in fast food restaurant/convenience store	\$35.64
Food & beverage at restaurants or drinking establishments outside a hotel	\$92.26
Optional tours and activities	\$64.81
Gifts/ souvenirs for yourself/companions	\$175.38
Gifts/ souvenirs for friends/family at home	\$107.27
Local transportation	\$17.31
Other expenses not covered	\$206.23
Average Total	\$741.74

Breakdown of On-Island Expenditures

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Food & beverage in a hotel	\$37.30	\$56.40	\$54.50	\$46.10	\$41.80	\$34.50	\$33.10	\$35.62	\$39.76	\$39.38	\$42.86
Food & beverage in fast food restaurant/convenience store	\$35.60	\$41.70	\$36.20	\$44.90	\$34.10	\$33.10	\$34.00	\$32.98	\$35.01	\$34.13	\$35.64
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	\$92.32	\$88.17	\$92.26
Optional tours and activities	\$122.40	\$127.10	\$119.30	\$119.40	\$96.10	\$95.30	\$97.10	\$83.82	\$79.19	\$71.40	\$64.81
Gifts/souvenirs for yourself/companions	\$380.80	\$338.40	\$287.10	\$354.00	\$245.40	\$253.30	\$258.00	\$204.79	\$203.01	\$151.70	\$175.38
Gifts/souvenirs for friends/family	\$181.60	\$174.70	\$143.70	\$181.90	\$126.50	\$129.30	\$136.40	\$121.09	\$121.41	\$106.32	\$107.27
Local transportation	\$15.10	\$20.00	\$16.70	\$17.50	\$17.30	\$15.20	\$16.50	\$16.36	\$18.60	\$16.62	\$17.31
Other expenses not covered	\$110.30	\$284.80	\$304.10	\$269.50	\$233.70	\$289.30	\$247.70	\$208.18	\$190.45	\$237.69	\$206.23
Average Total	\$976.60	\$1,145.20	\$1,058.30	\$1,120.80	\$866.50	\$933.40	\$899.50	\$781.50	\$777.05	\$745.03	\$741.74

Local Transportation

n=979



Mean=\$17.31 per travel party

Guam Airport Expenditures

- \$32.89 = Mean
- \$10 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,800 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$10.49
Gifts/Souvenirs Self	\$11.50
Gifts/Souvenirs Others	\$10.84
Total	\$32.89

Breakdown of Airport Expenditures

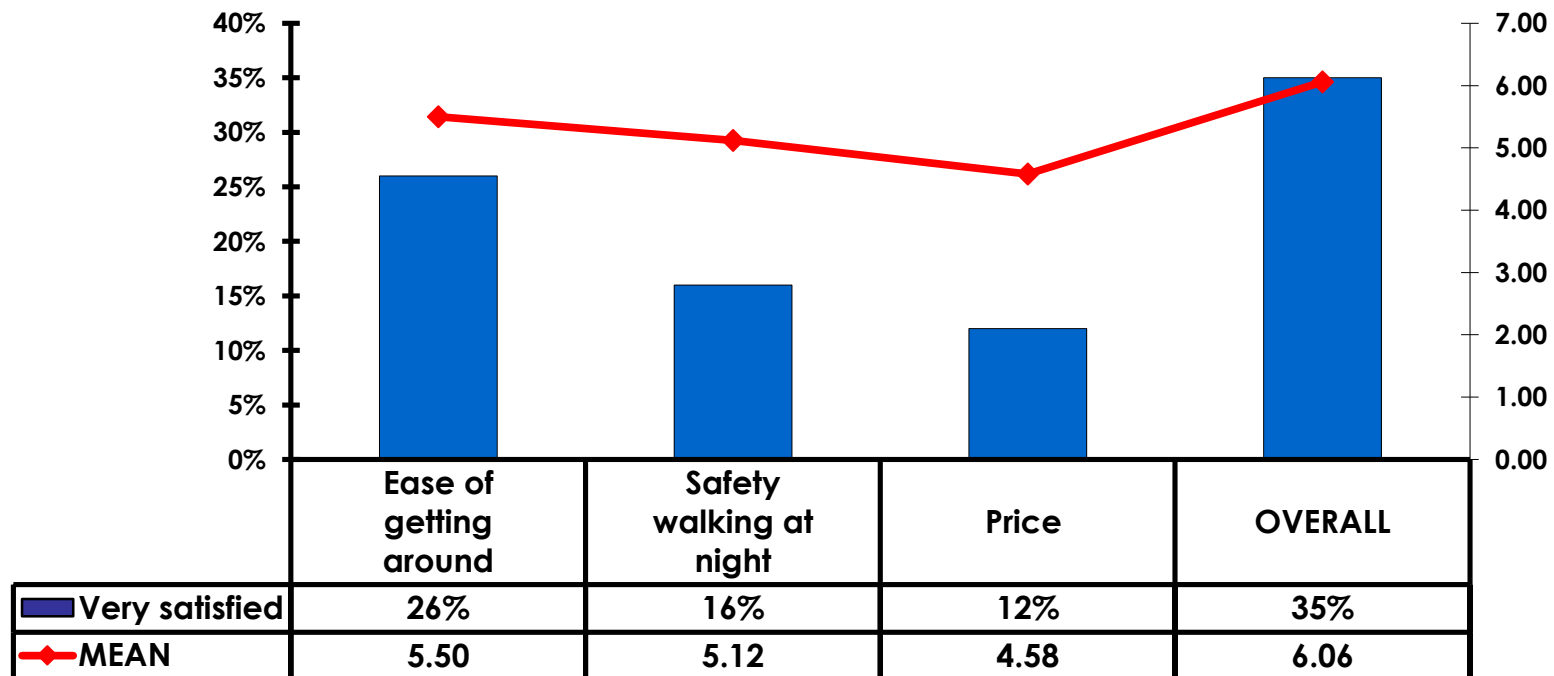
	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Food & Beverage	\$7.40	\$9.20	\$9.80	\$7.00	\$7.00	\$7.40	\$9.70	\$7.79	\$8.00	\$9.19	\$10.49
Gifts/Souvenirs Self	\$9.50	\$18.40	\$13.00	\$15.00	\$15.20	\$14.90	\$12.40	\$9.31	\$10.60	\$11.44	\$11.50
Gifts/Souvenirs Others	\$7.70	\$12.40	\$11.50	\$10.20	\$11.60	\$8.50	\$10.00	\$11.90	\$10.33	\$11.77	\$10.84
Total	\$24.40	\$39.80	\$34.20	\$32.10	\$33.20	\$30.80	\$32.10	\$28.95	\$28.96	\$32.12	\$32.89

SECTION 4 **VISITOR SATISFACTION**

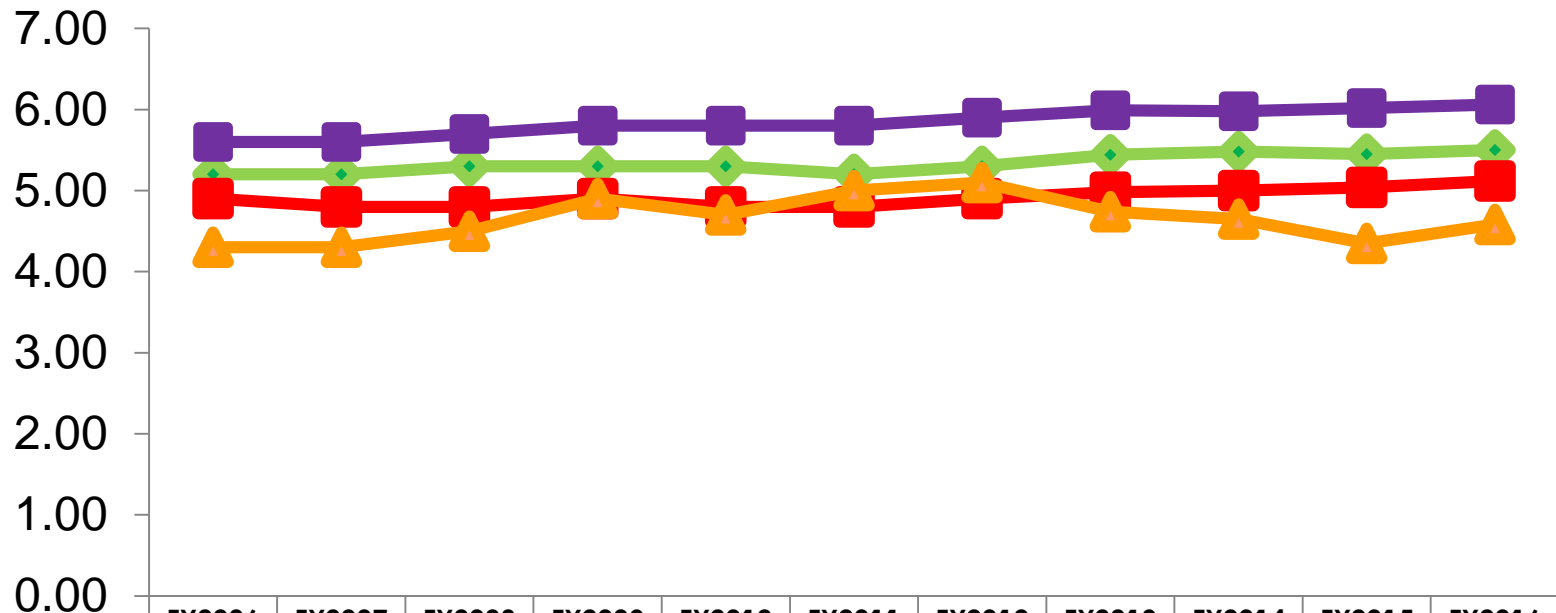
Satisfaction Scores Overall





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Mean

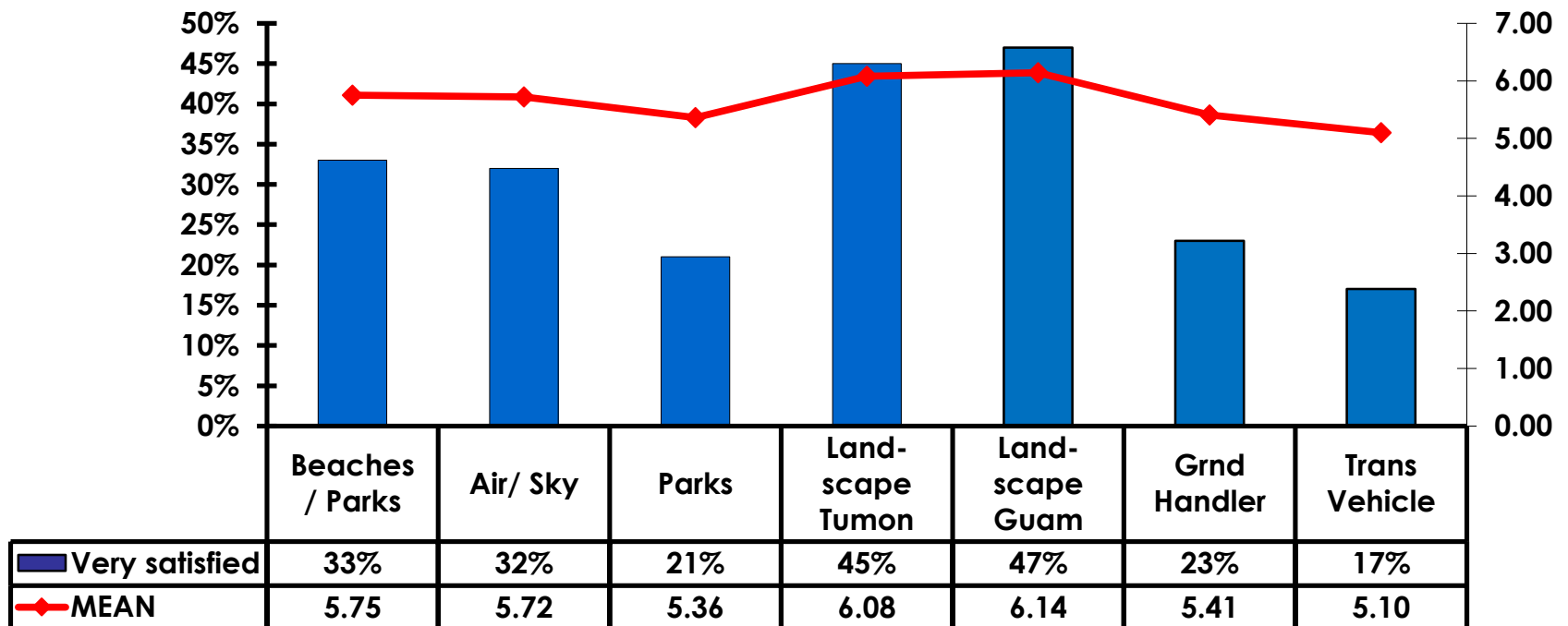


	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
 Ease of getting around	5.20	5.20	5.30	5.30	5.30	5.20	5.30	5.44	5.48	5.45	5.50
 Safety walking at night	4.90	4.80	4.80	4.90	4.80	4.80	4.90	4.98	5.00	5.04	5.12
 Price	4.30	4.30	4.50	4.90	4.70	5.00	5.10	4.74	4.65	4.35	4.58
 OVERALL	5.60	5.60	5.70	5.80	5.80	5.80	5.90	5.99	5.98	6.02	6.06

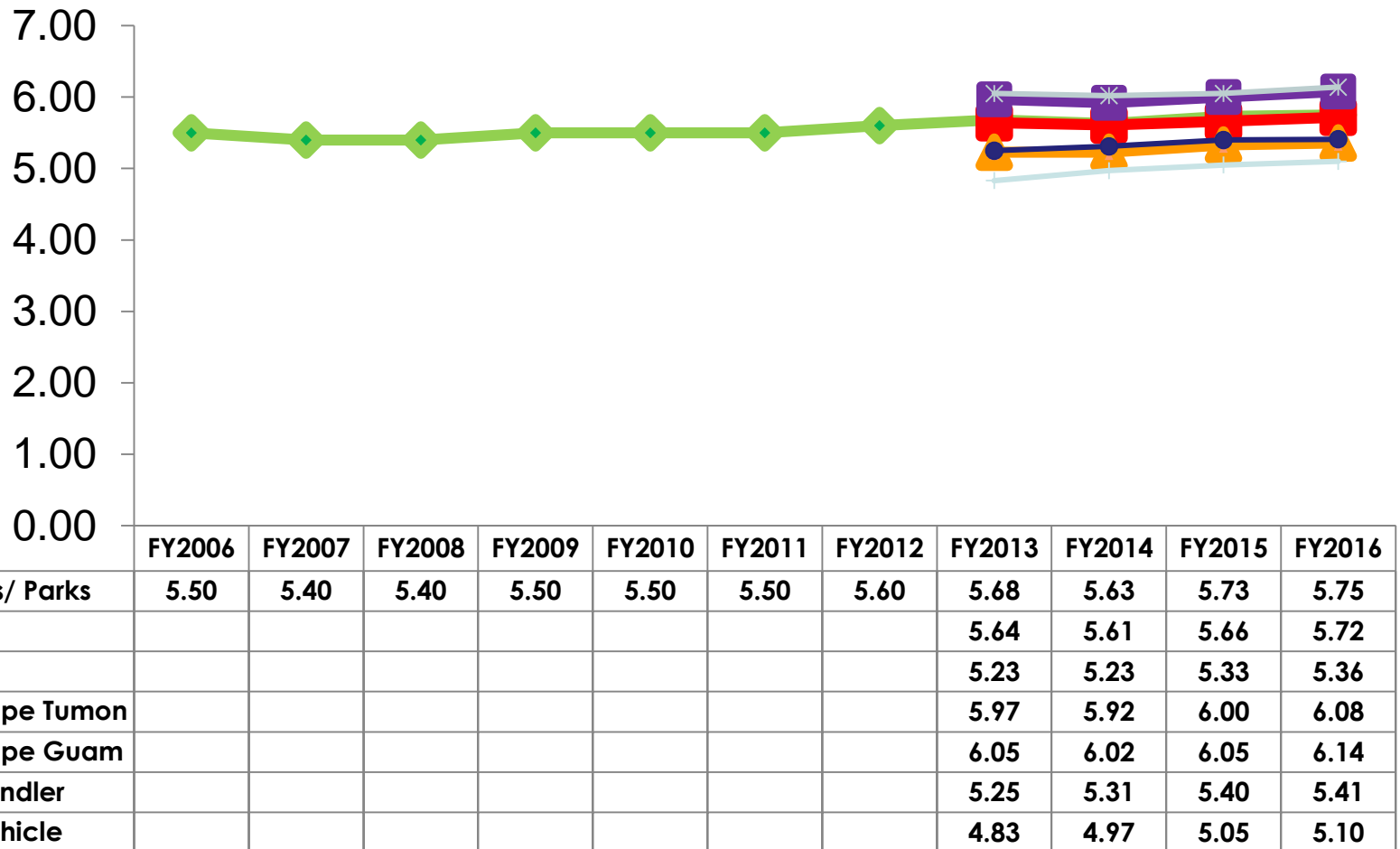
Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



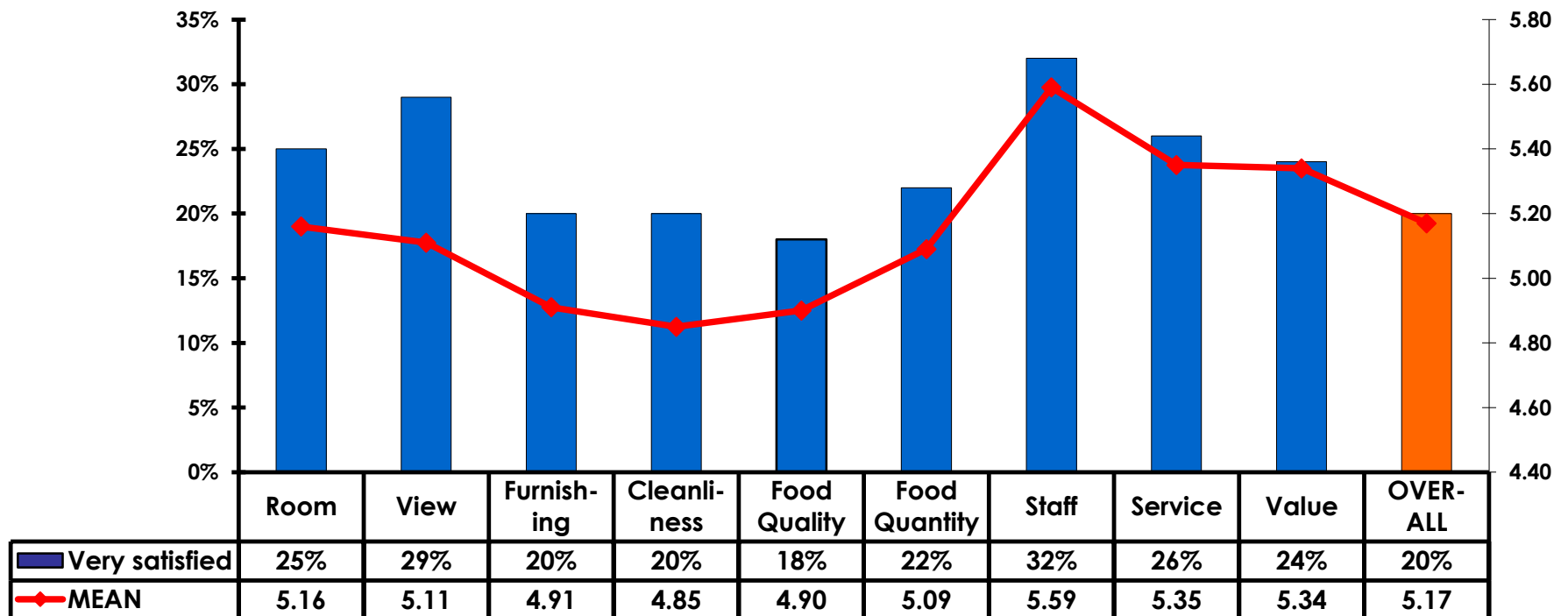
Satisfaction Quality/ Cleanliness



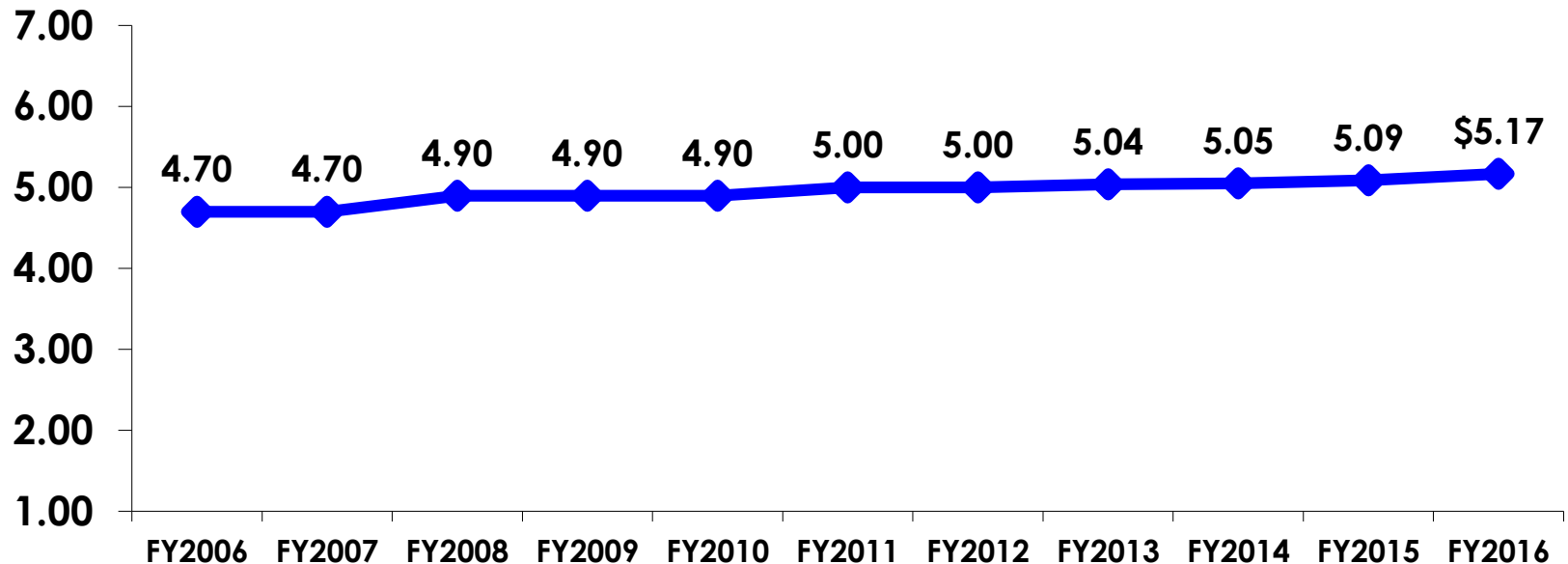
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



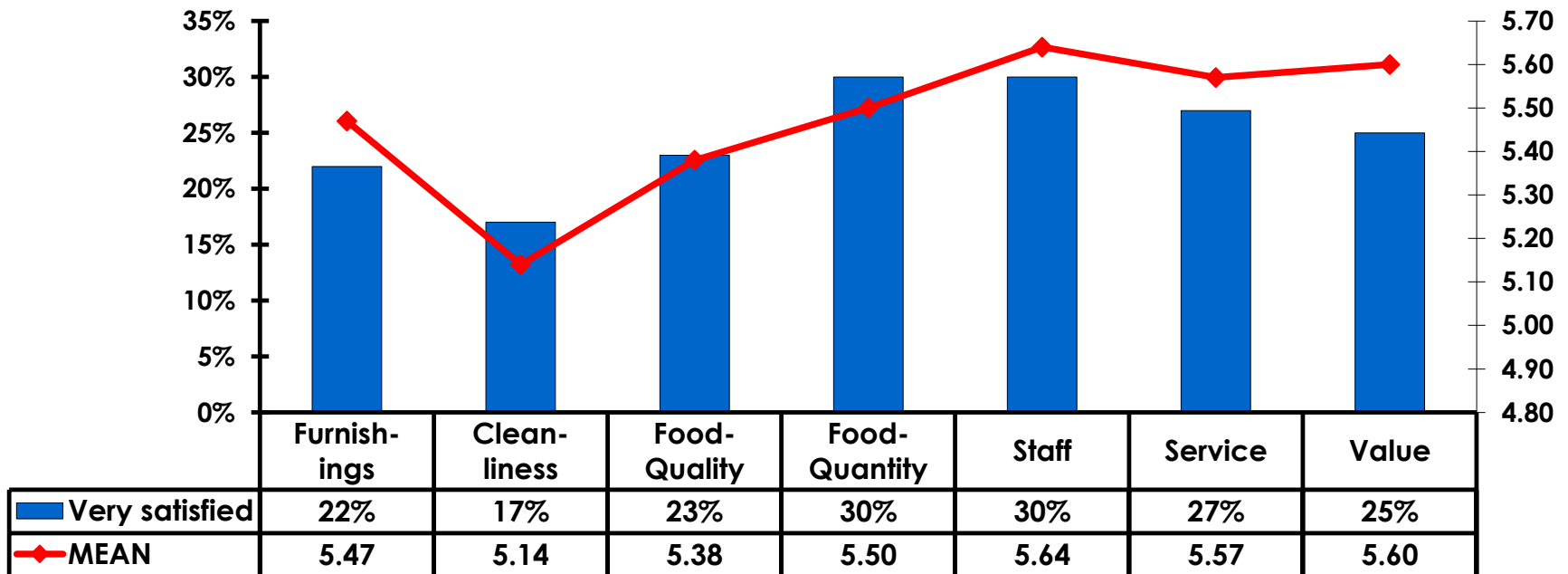
ACCOMMODATIONS OVERALL SATISFACTION



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	FY2014	FY2015	FY2016
ABC	94%	95%	96%	95%	94%	94%	95%	95%	95%	96%	96%
DFS	95%	95%	94%	92%	89%	91%	90%	87%	85%	79%	74%
The Plaza	54%	56%	60%	60%	57%	62%	66%	67%	69%	68%	62%
JP Super	Not top6	Not top6	Not top6	Not top6	Not top6	63%	71%	67%	65%	66%	65%
K-Mart	55%	58%	66%	61%	64%	64%	62%	66%	66%	70%	69%
Micro Mall	66%	70%	72%	71%	65%	64%	65%	64%	60%	55%	53%
Prem Outlet	59%	56%	63%	64%	58%	Not top6	Not top6	Not top6	Not top6	55%	53%

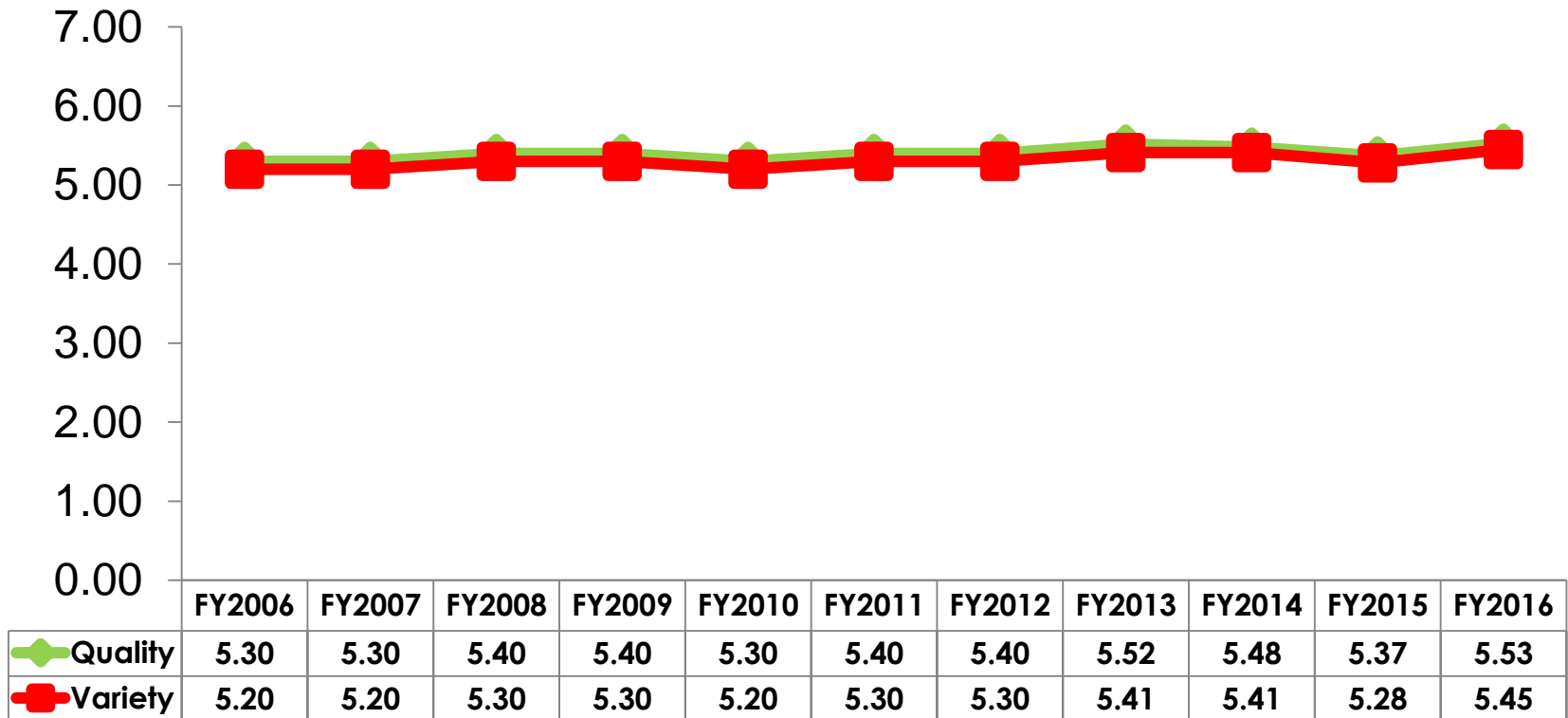
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

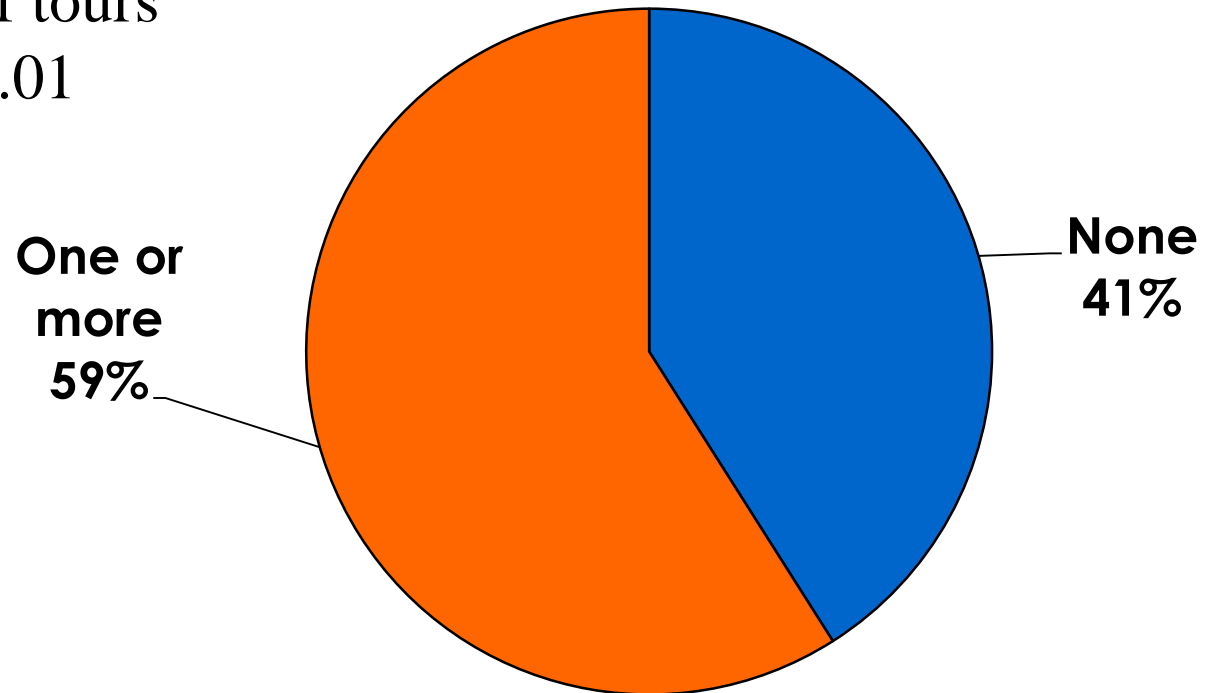
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 58%	Score of 6 to 7 = 55%
Score of 4 to 5 = 39%	Score of 4 to 5 = 39%
Score 1 to 3 = 4%	Score 1 to 3 = 5%
MEAN = 5.53	MEAN = 5.45

Satisfaction - Shopping

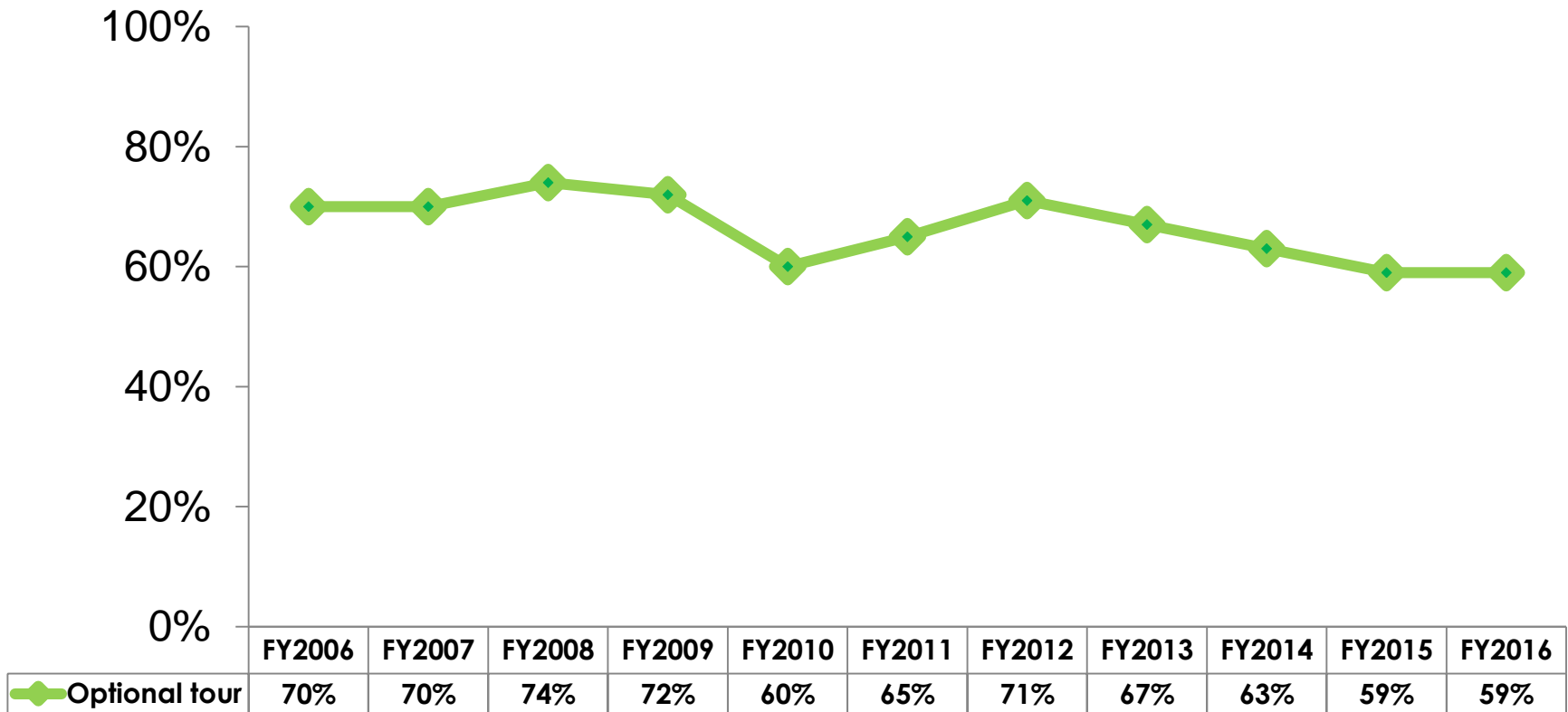


Optional Tour Participation

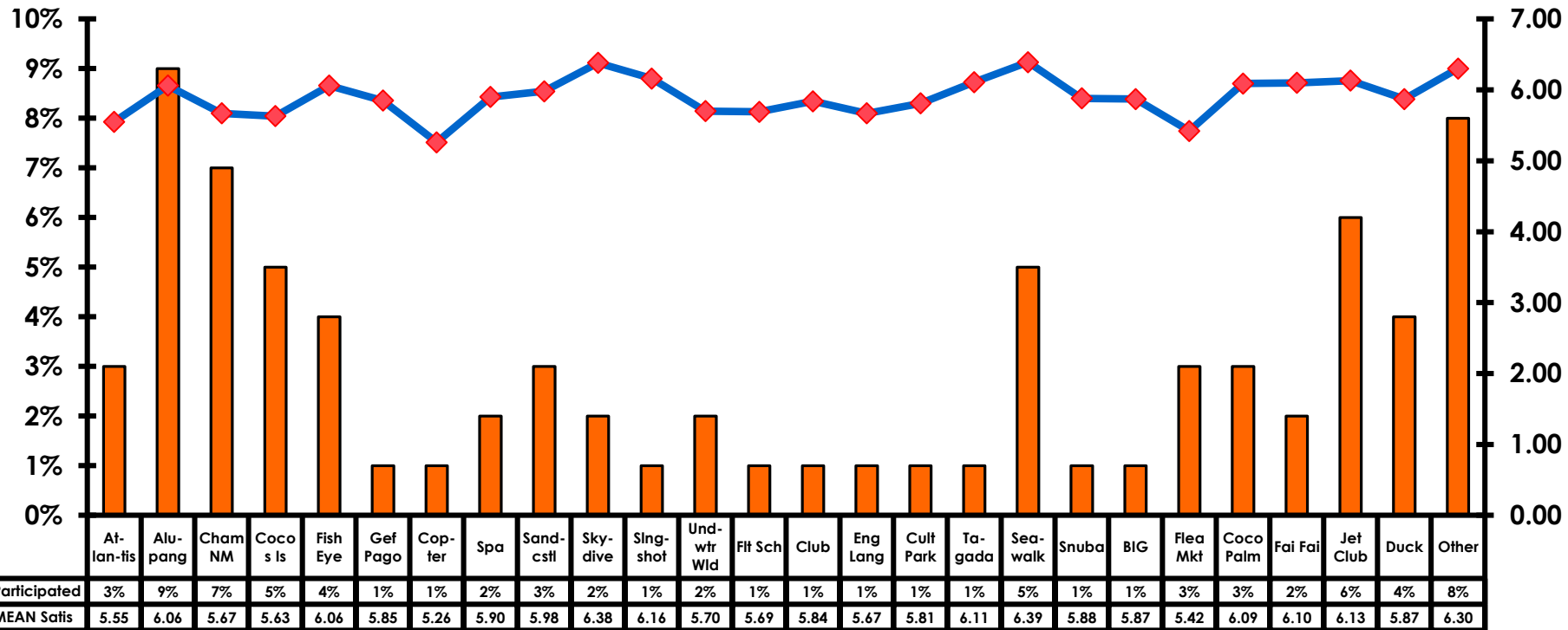
- Average number of tours participated in is 1.01



Optional Tours



Optional Tours Participation & Satisfaction



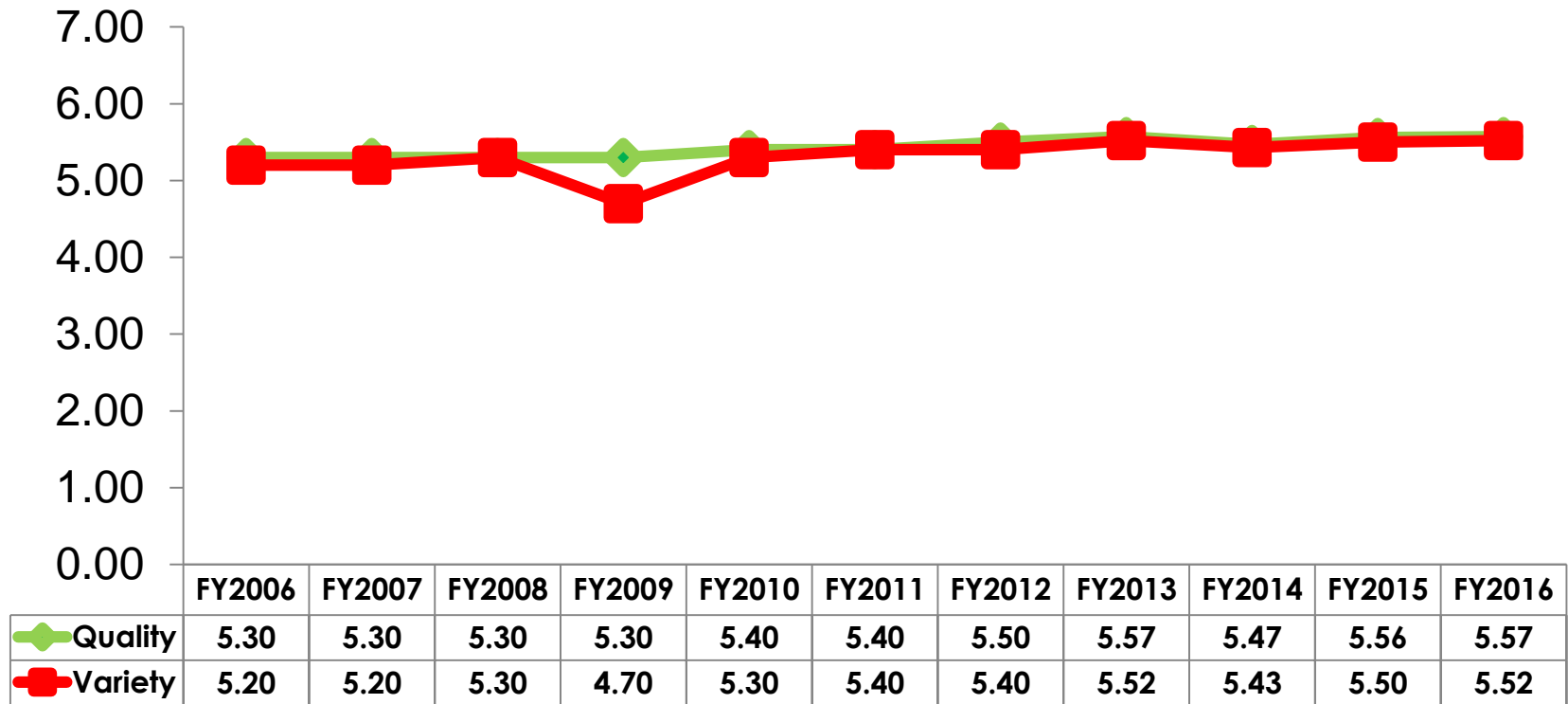
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 59%	Score of 6 to 7 = 57%
Score of 4 to 5 = 39%	Score of 4 to 5 = 41%
Score 1 to 3 = 1%	Score 1 to 3 = 1%
MEAN = 5.57	MEAN = 5.52

Satisfaction – Day Tours



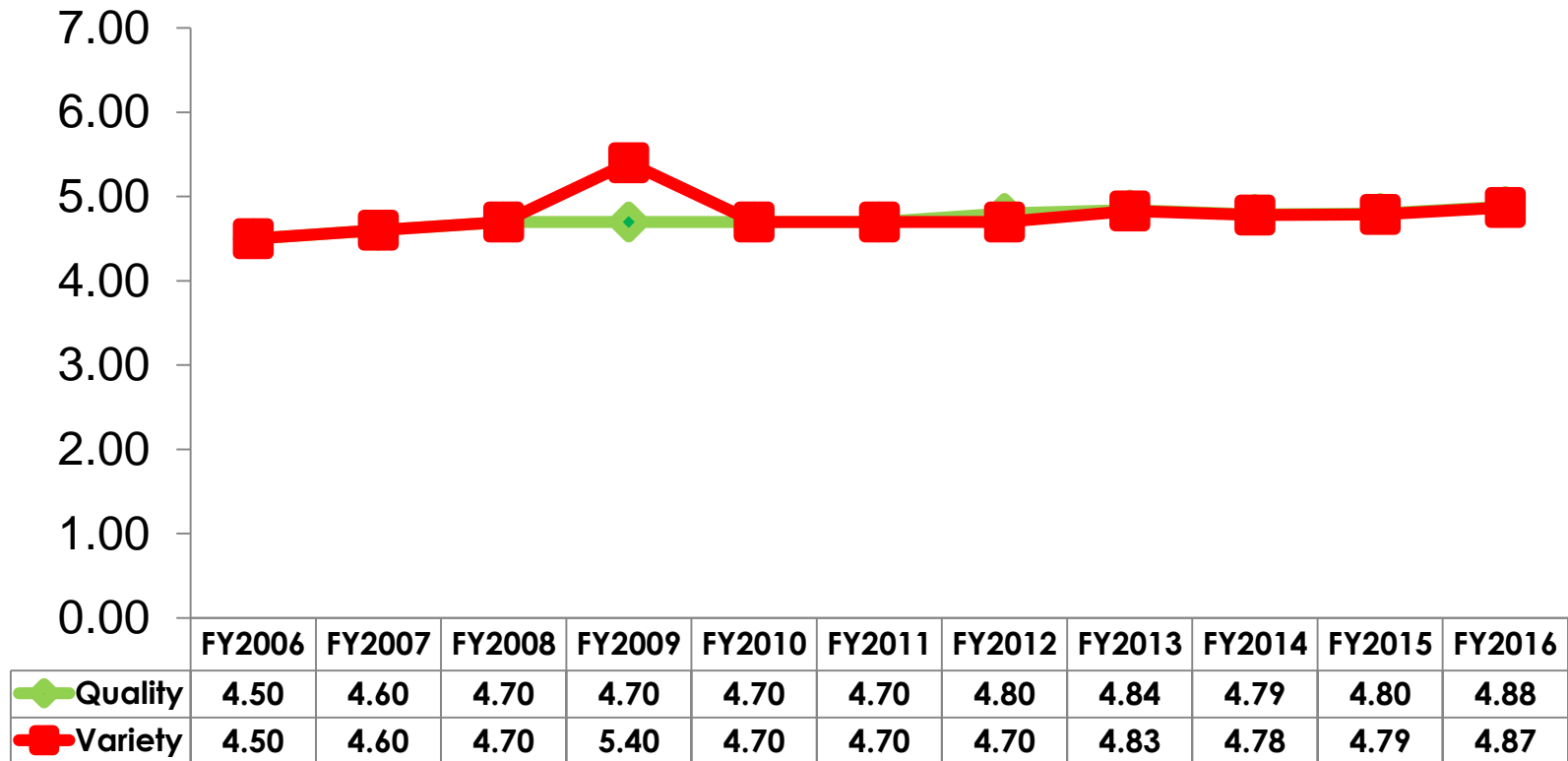
Night Tours Satisfaction

7pt Rating Scale

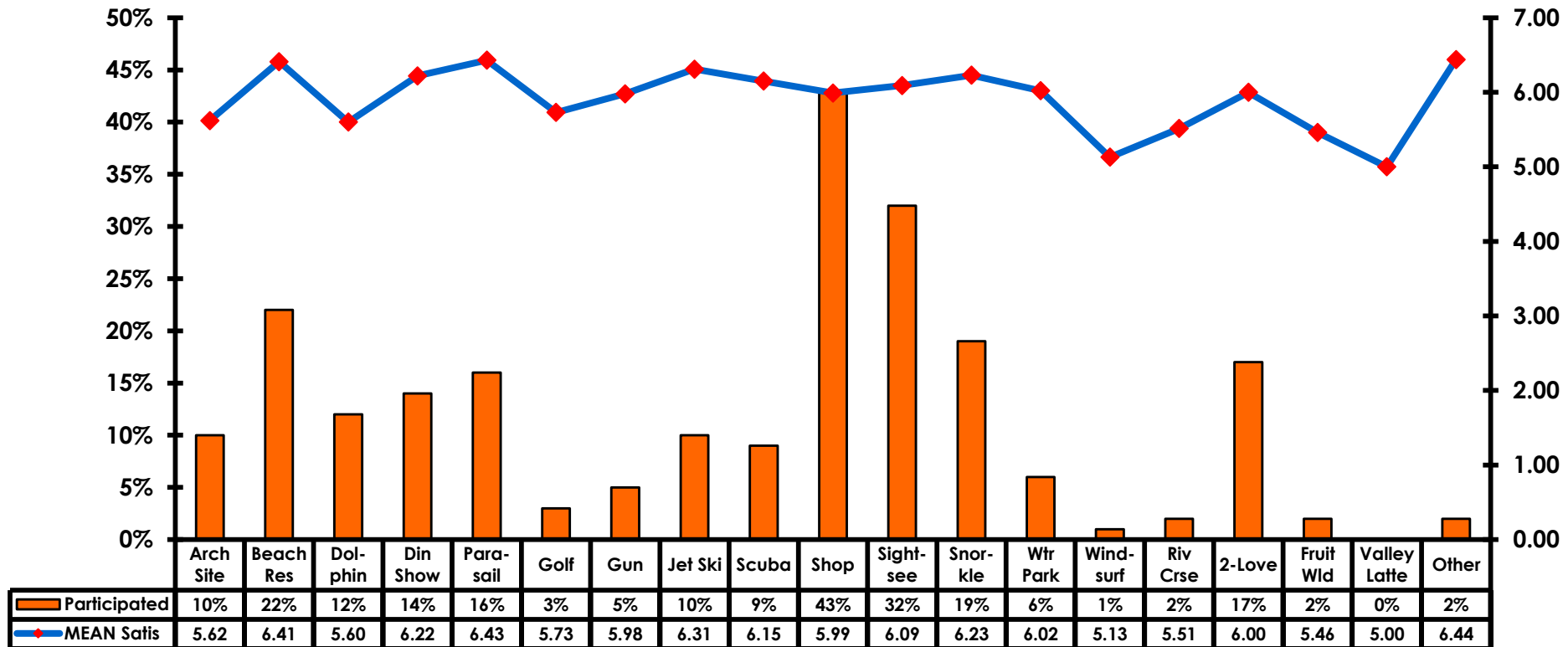
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 34%	Score of 6 to 7 = 33%
Score of 4 to 5 = 64%	Score of 4 to 5 = 64%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 4.88	MEAN = 4.87

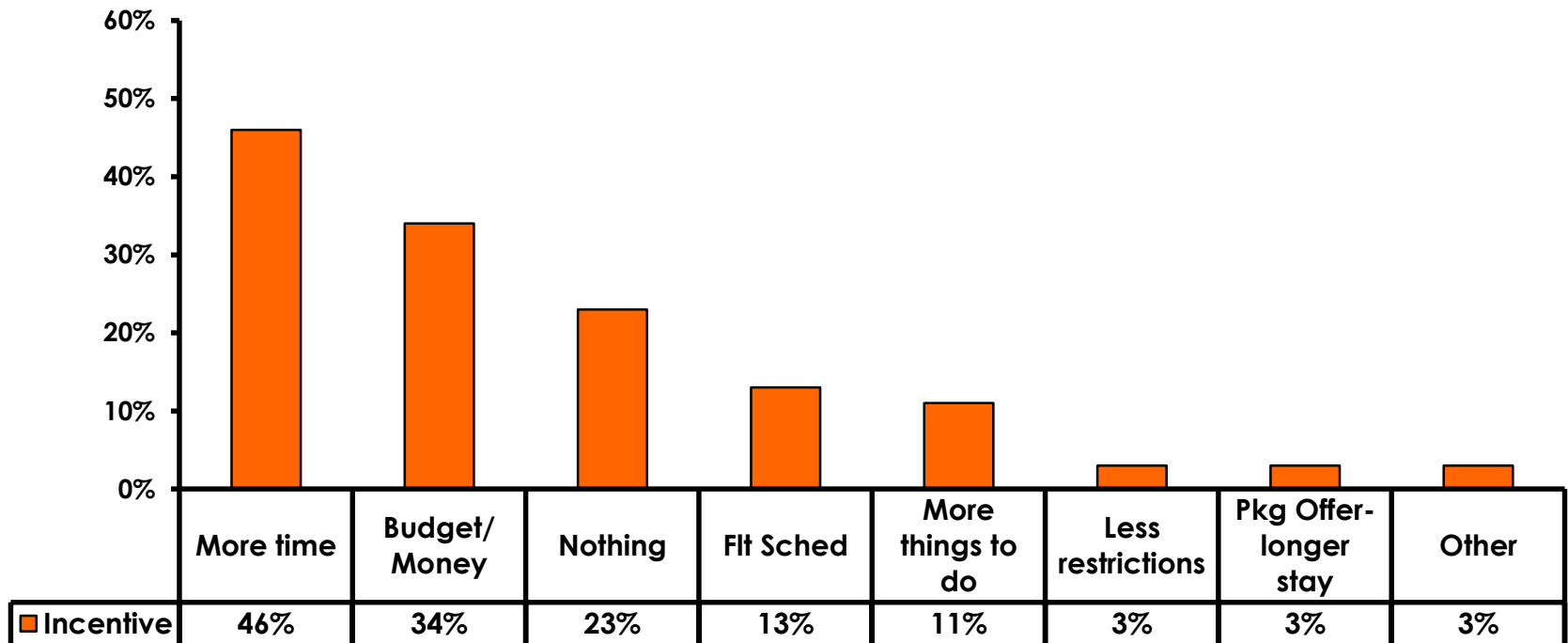
Satisfaction – Night Tours



Satisfaction with Other Activities



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



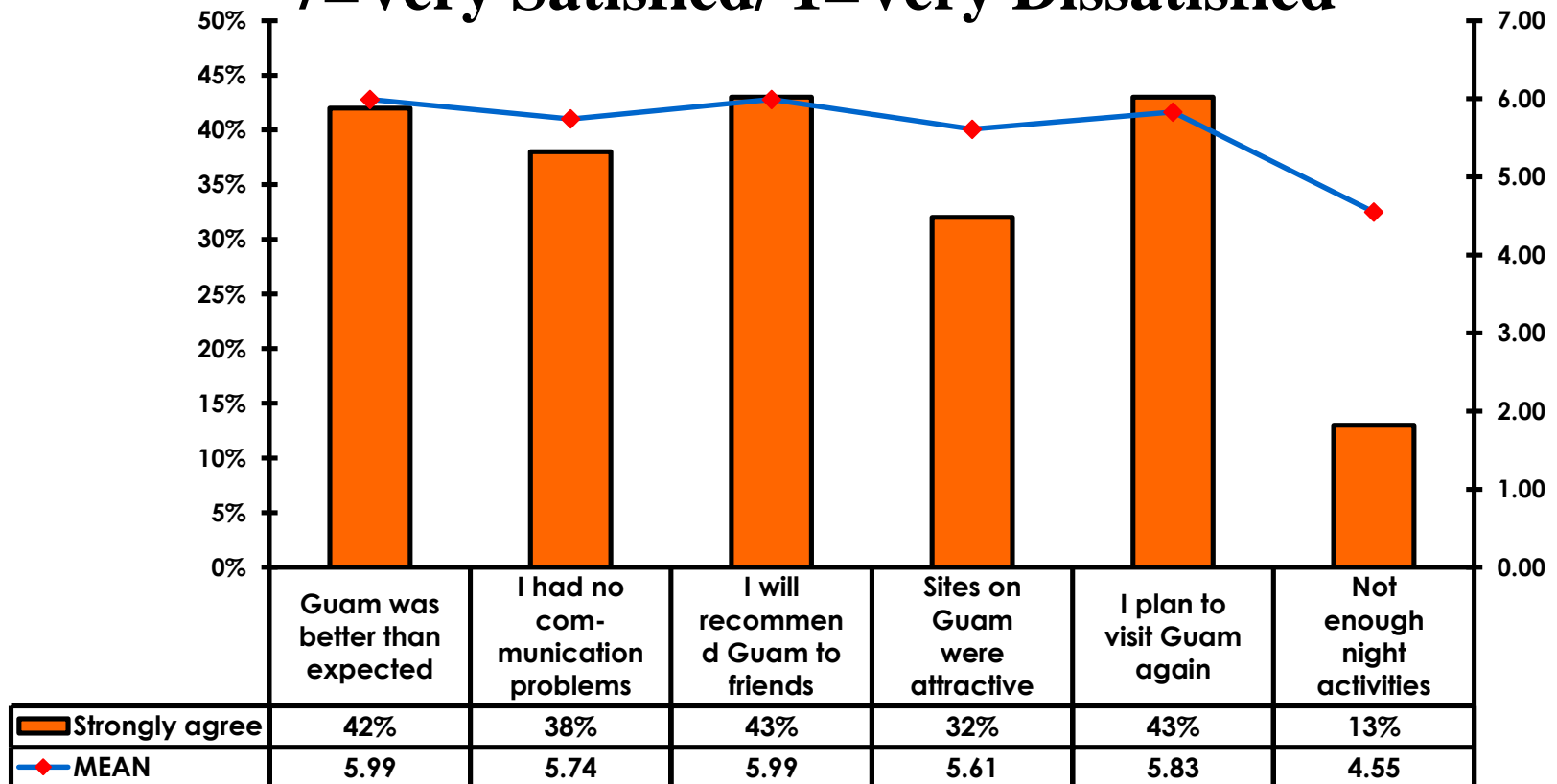
What would it take to make you want to stay an extra day in Guam?

	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
More time	46%	52%	51%	48%	48%	45%	45%	46%
Budget/ money	35%	31%	35%	34%	29%	30%	33%	34%
Nothing- spent right amount of time	19%	17%	18%	19%	24%	27%	25%	23%
More things to do	12%	11%	9%	12%	9%	9%	10%	11%
Less restrictions	7%	6%	5%	6%	4%	4%	4%	3%
Flight schedule times	14%	17%	20%	16%	14%	12%	13%	13%
Packages – longer stays	-	-	1%	4%	3%	3%	4%	3%
Other	5%	4%	3%	3%	2%	3%	3%	3%

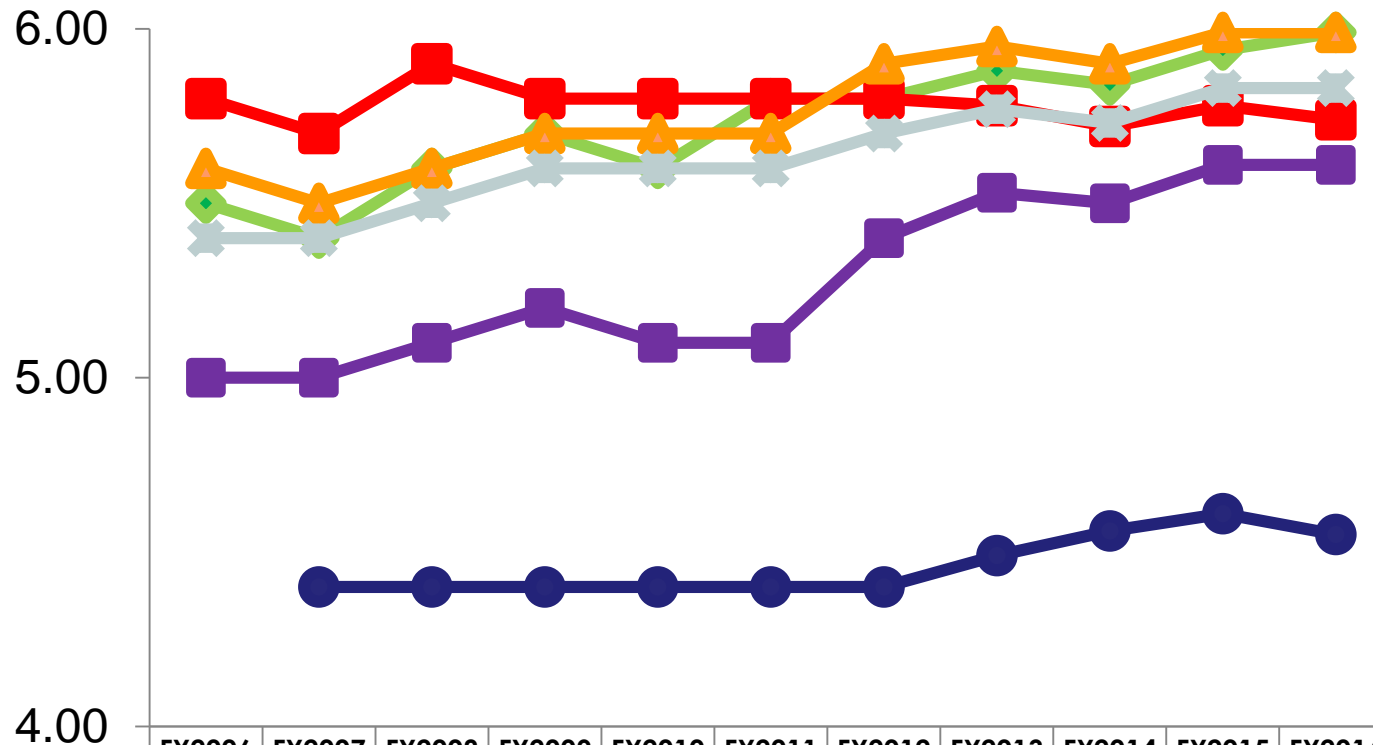
On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

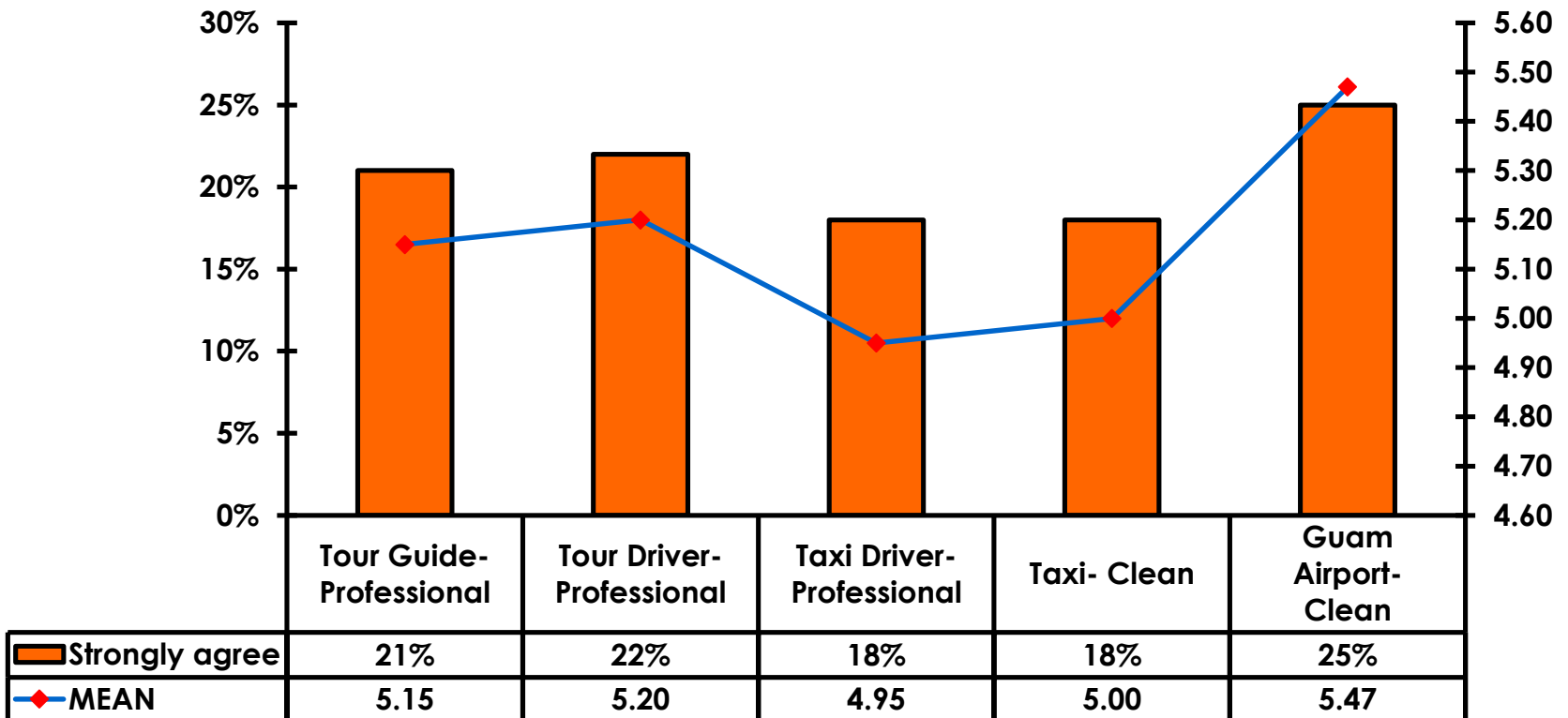


	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Guam was better than expected	5.50	5.40	5.60	5.70	5.60	5.80	5.80	5.88	5.84	5.94	5.99
I had no communication problems	5.80	5.70	5.90	5.80	5.80	5.80	5.80	5.78	5.72	5.78	5.74
I will recommend Guam to friends	5.60	5.50	5.60	5.70	5.70	5.70	5.90	5.95	5.90	5.99	5.99
Sites on Guam were attractive	5.00	5.00	5.10	5.20	5.10	5.10	5.40	5.53	5.50	5.61	5.61
I plan to visit Guam again	5.40	5.40	5.50	5.60	5.60	5.60	5.70	5.77	5.73	5.83	5.83
Not enough night activities		4.40	4.40	4.40	4.40	4.40	4.40	4.49	4.56	4.61	4.55

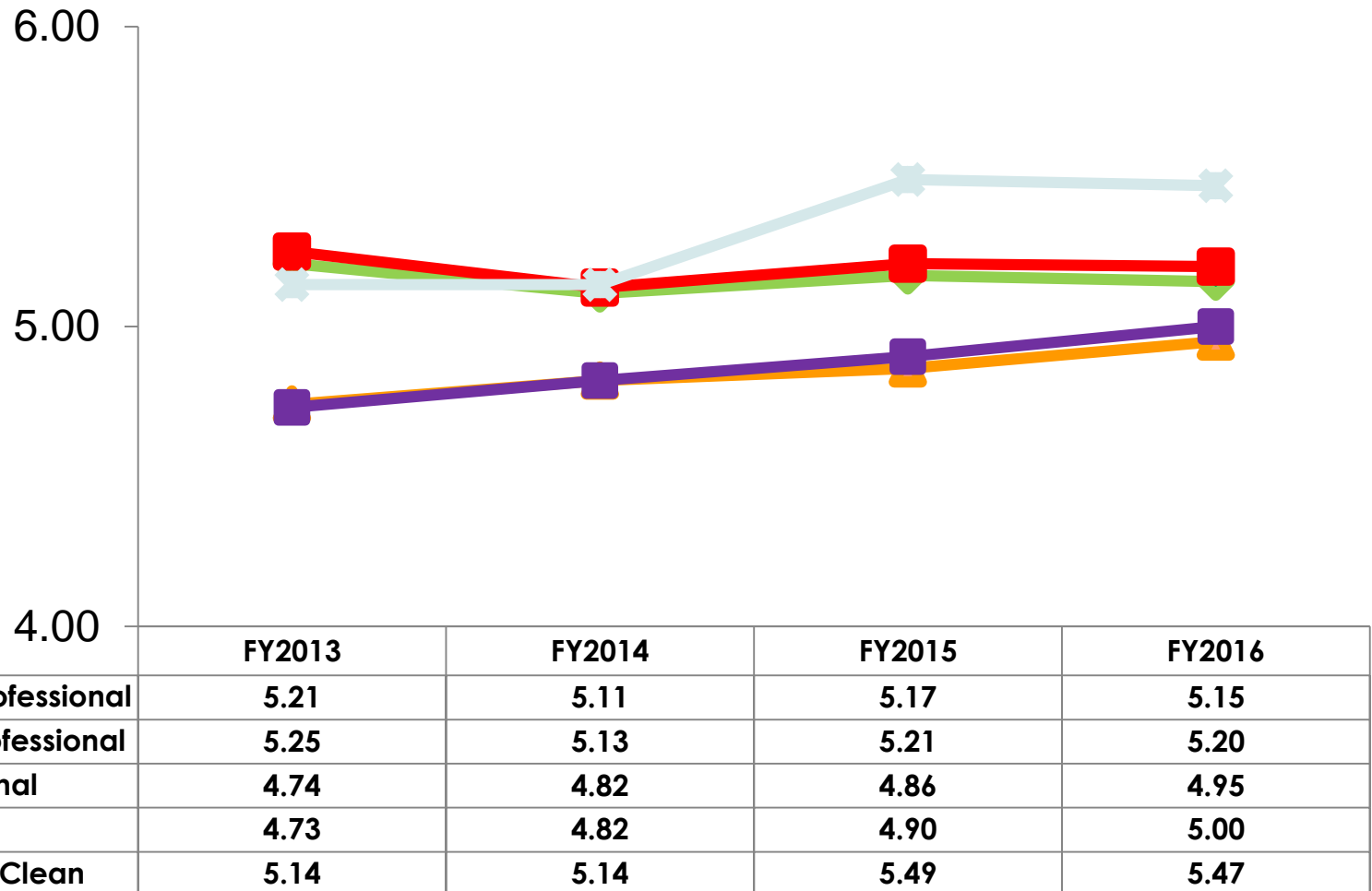
On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

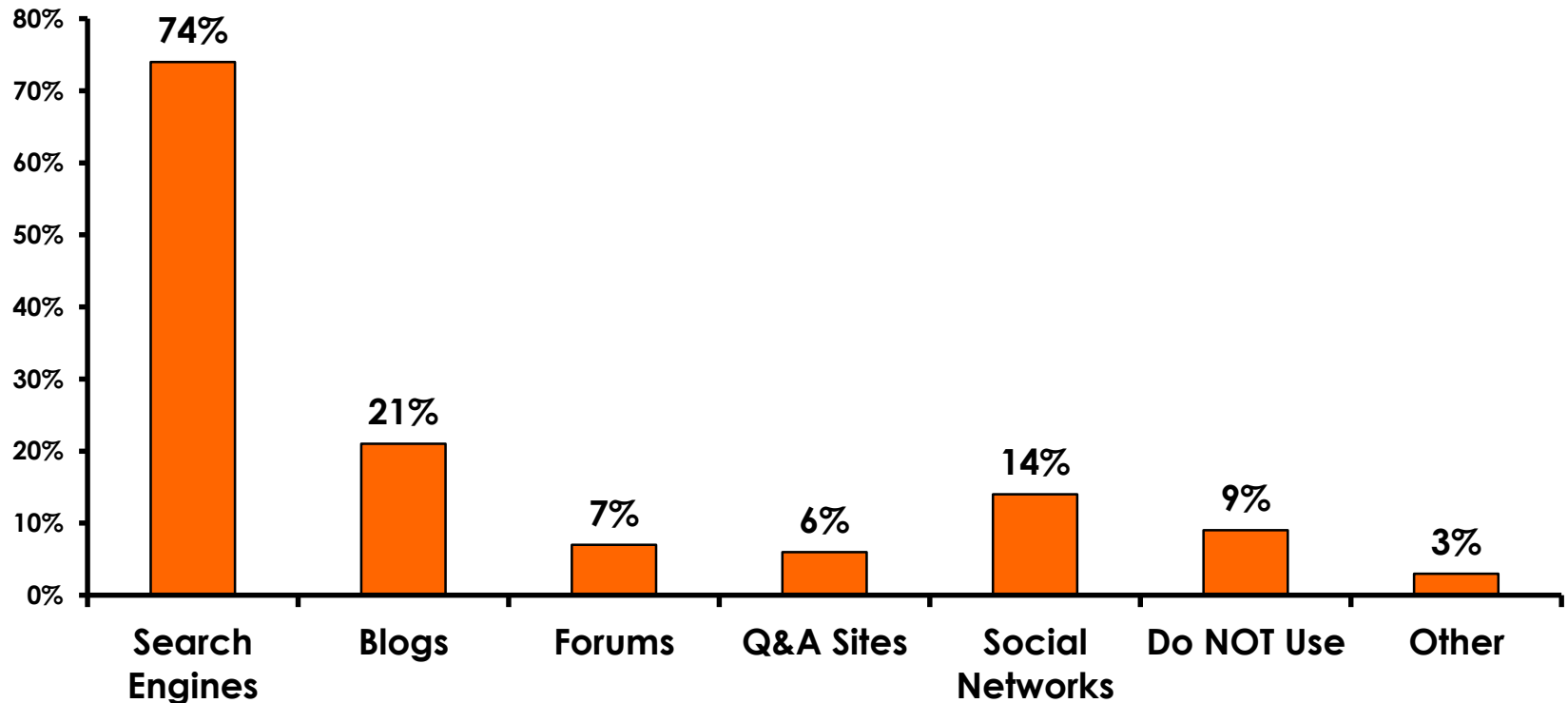


On-Island Perceptions



SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

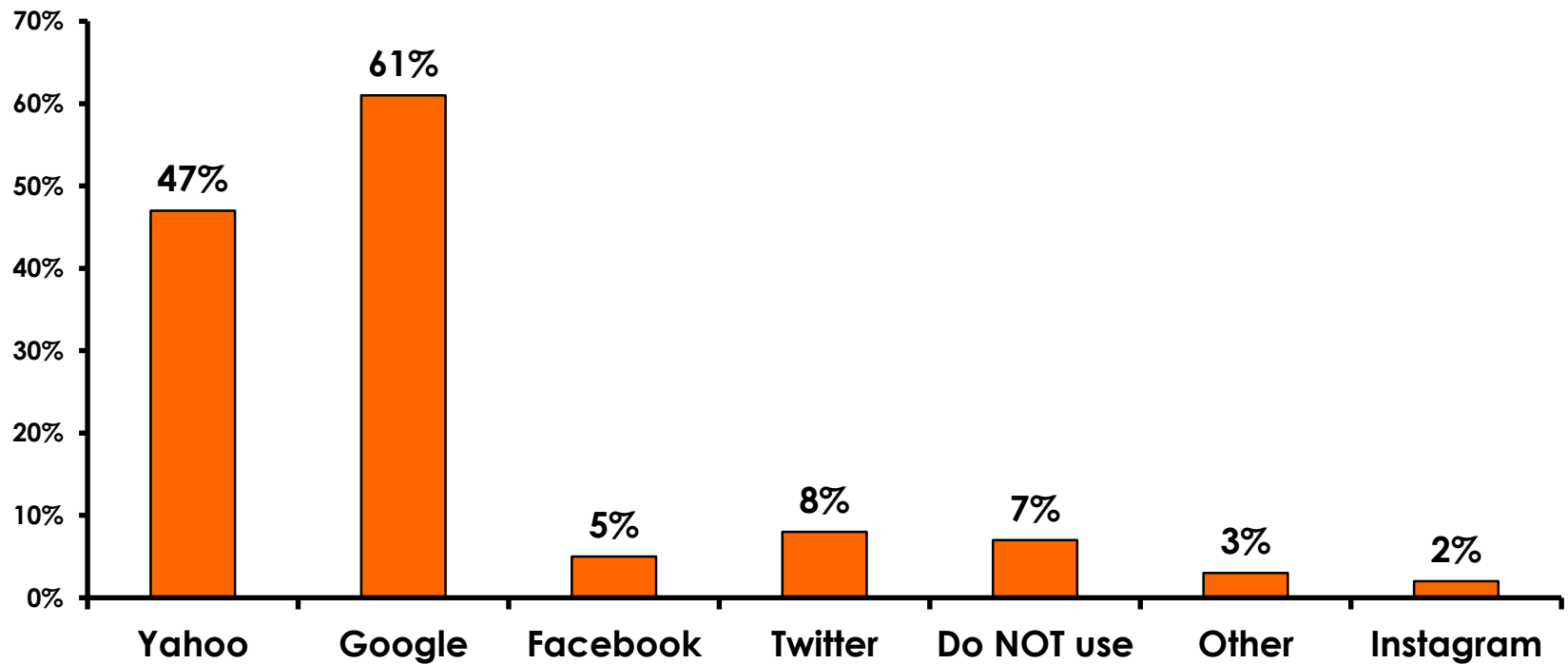


Internet- Guam Sources of Info

	FY2013	FY2014	FY2015	FY2016
Search Engines	70%	71%	73%	74%
Blogs	20%	22%	24%	21%
None	15%	14%	11%	9%
Q&A sites	10%	8%	7%	6%
Social Network	8%	8%	11%	14%
Forums	9%	8%	8%	7%
Other	2%	1%	2%	3%

Internet- Things To Do

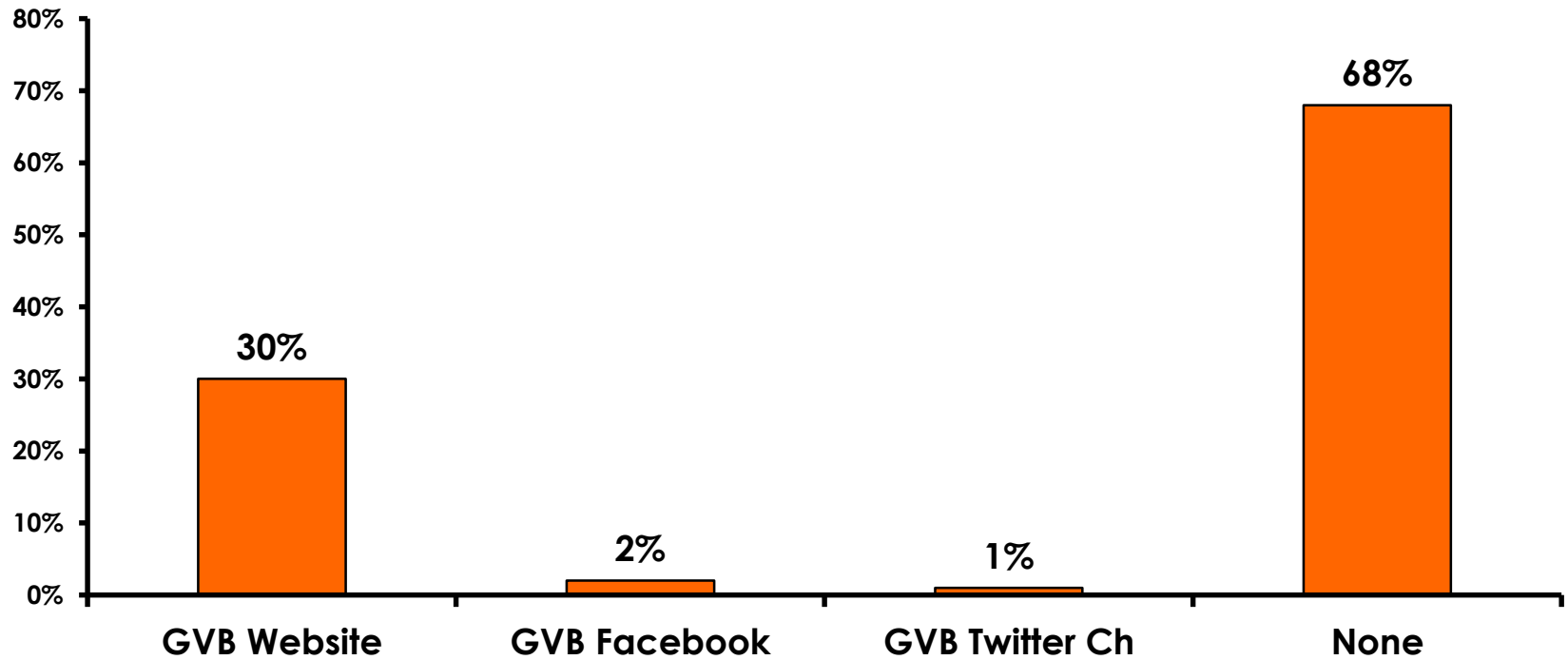
Sources of Info



Internet- Things To Do Sources of Info

	FY2013	FY2014	FY2015	FY2016
Google	50%	54%	57%	61%
Yahoo	55%	52%	50%	47%
Do Not Use Internet	15%	12%	9%	7%
Facebook	3%	3%	5%	5%
Twitter	2%	3%	5%	8%
Other	3%	2%	3%	3%
Instagram				2%

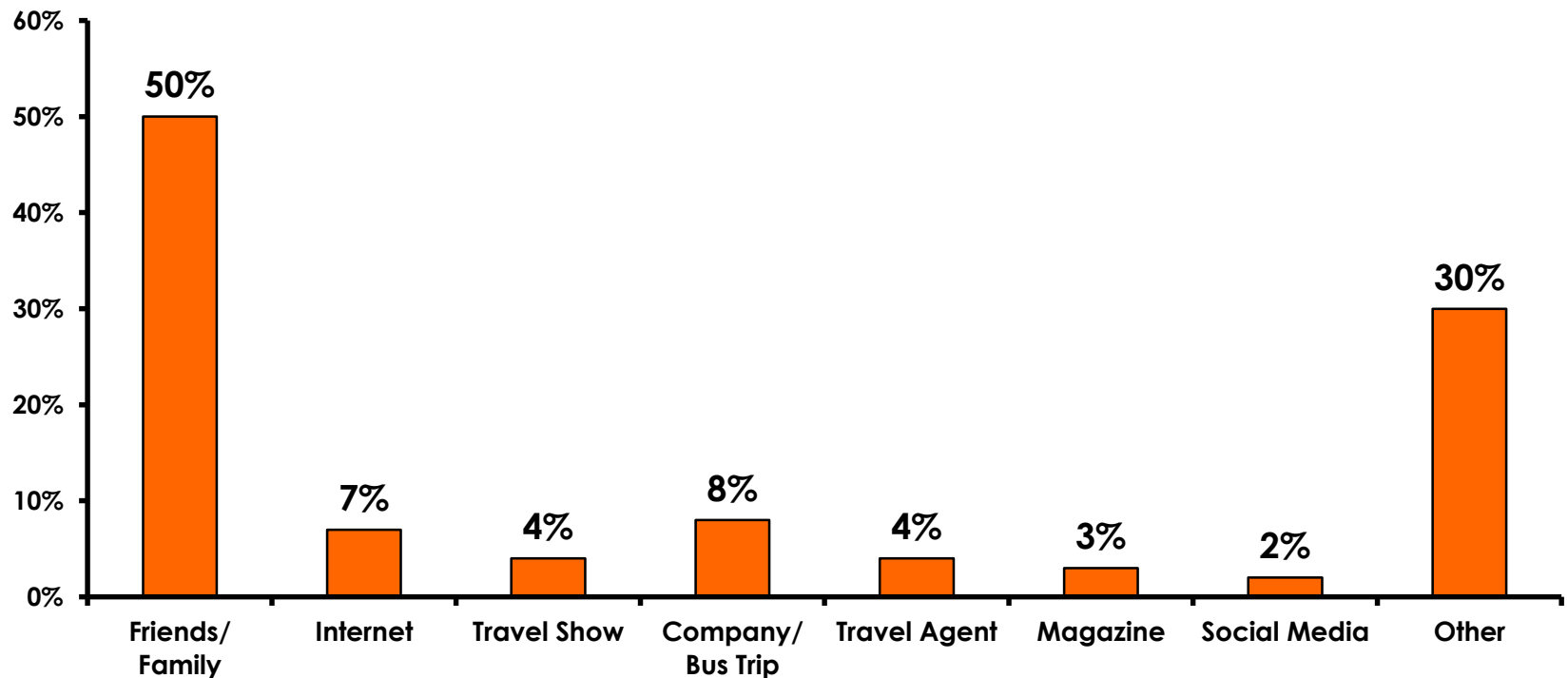
Internet- GVB Sources



Internet- GVB Sources

	FY2013	FY2014	FY2015	FY2016
None	65%	65%	65%	68%
GVB Website	33%	33%	32%	30%
GVB Facebook	2%	2%	2%	2%
GVB Twitter	1%	1%	2%	1%

Travel Motivation- Info Sources

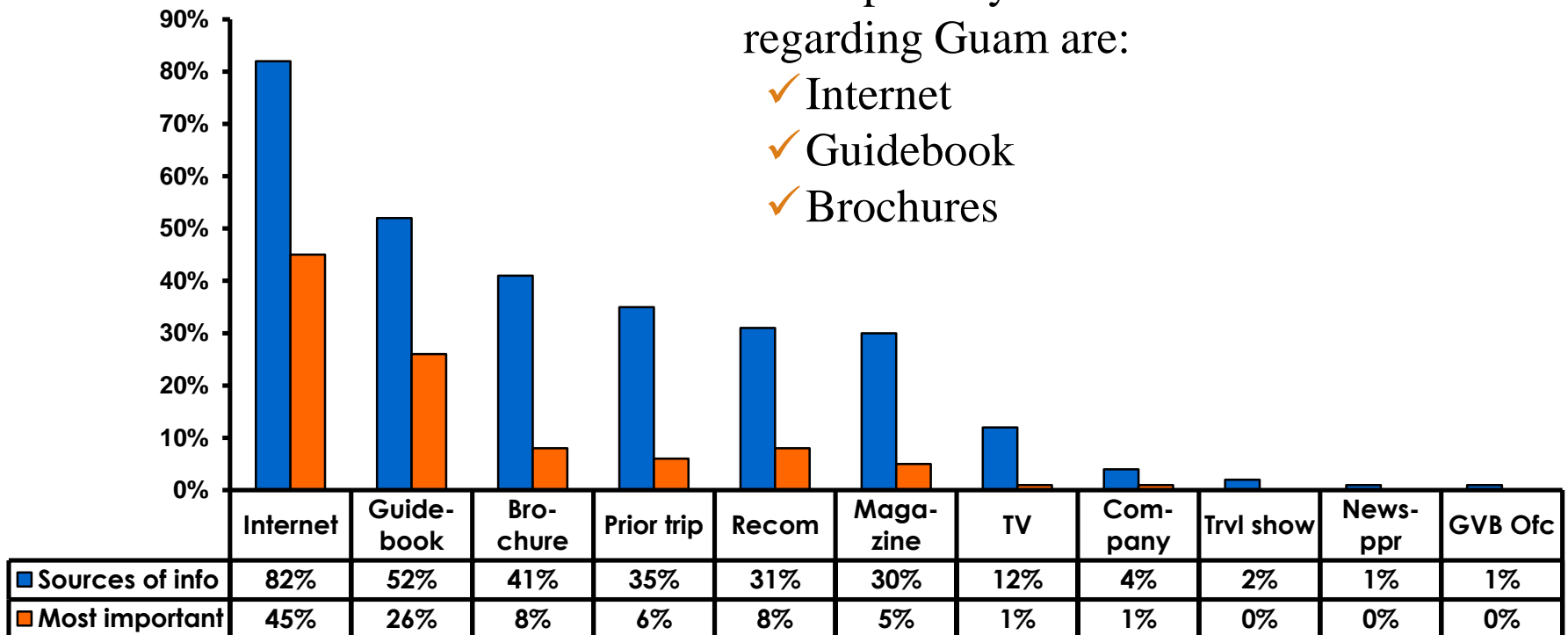


Travel Motivation- Info Sources

	FY2013	FY2014	FY2015	FY2016
Friends/ Family	56%	49%	51%	50%
Other	23%	32%	33%	33%
Company/ Business trip	4%	10%	7%	8%
Internet	8%	6%	6%	7%
Travel show	8%	4%	4%	4%
Travel agent	6%	4%	4%	4%
Magazine	4%	3%	3%	3%
Social media	1%	1%	2%	2%

Sources of Information Pre-arrival

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

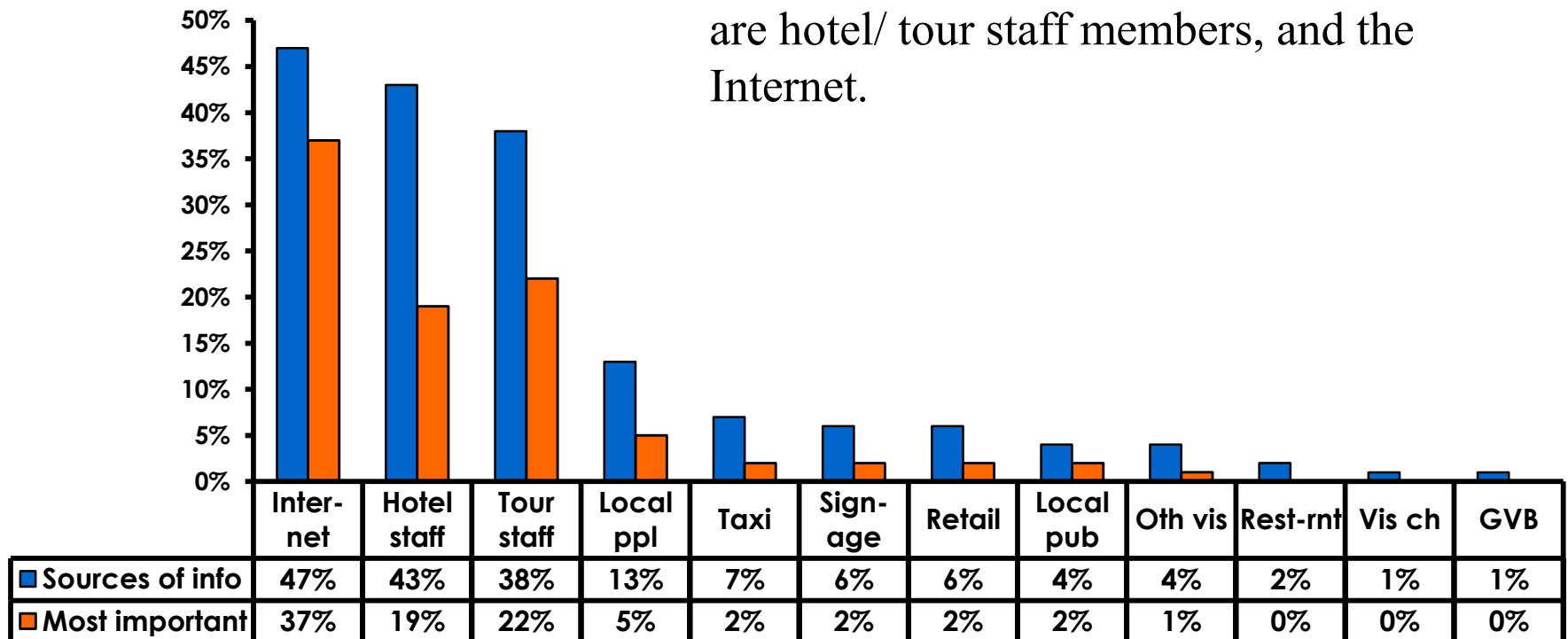


Pre-Arrival Sources – Top 3 Most Important

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Guide-book	43%	36%	41%	36%	34%	37%	39%	32%	27%	27%	26%
Internet	22%	28%	25%	30%	36%	34%	32%	33%	38%	42%	45%
Brochure	15%	16%	15%	15%	11%	12%	10%	9%	8%	Not Top 3	Not Top 3
Friend/Relative	Not Top 3	Not Top 3	Not Top 3	Not Top 3	Not Top 3	Not Top 3	Not Top 3	Not Top 3	Not Top 3	8%	8%

Sources of Information Post-arrival

- The primary local source of information are hotel/ tour staff members, and the Internet.



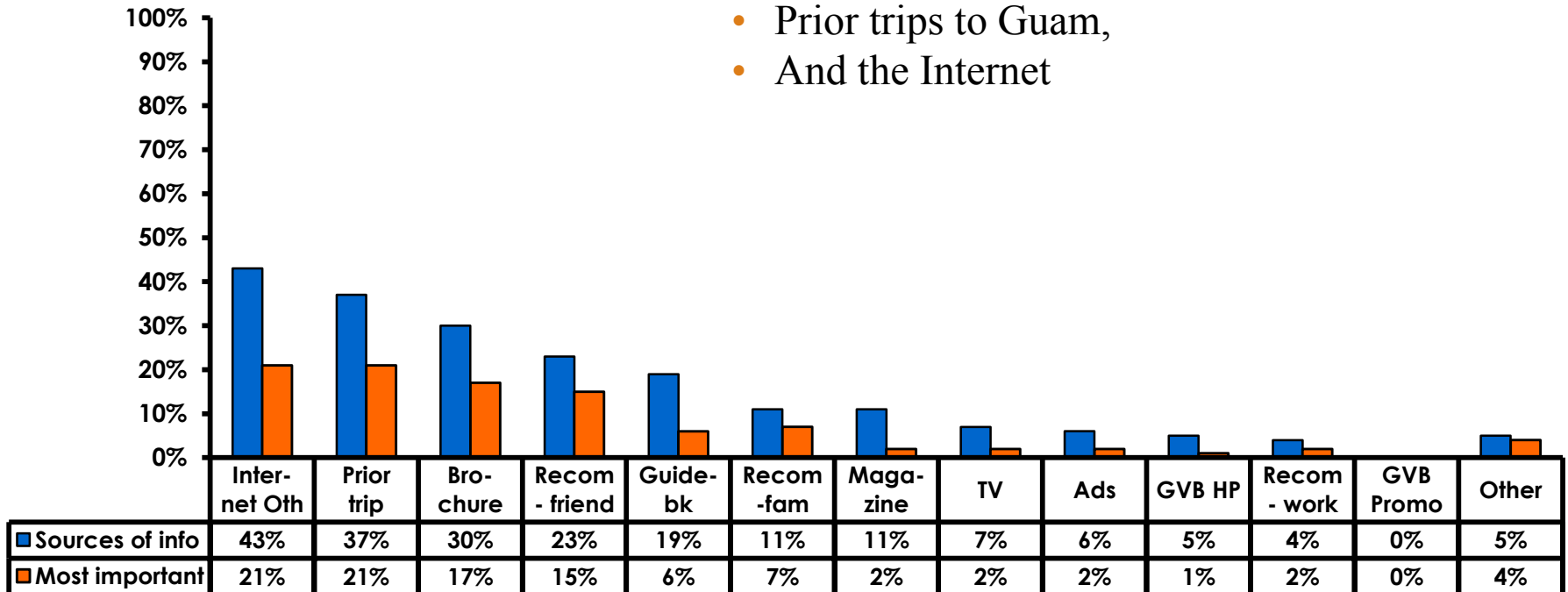
Post-Arrival Sources – Top 3 Most Important

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Tour staff	46%	42%	44%	47%	44%	46%	40%	33%	31%	27%	22%
Hotel staff	13%	16%	15%	17%	22%	22%	21%	25%	25%	22%	19%
Internet								11%	18%	28%	37%
Sign-age	6%	Not top 3	Not top 3	6%	7%	Not top 3	6%	Not top 3	Not top 3	Not top 3	Not top 3
Vis Ch.	Not top 3	9%	10%	6%	Not top3	Not top 3	Not top 3	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	Not top 3	Not top 3	Not top 3

Sources of Information - Motivation

The primary motivational sources of information were.

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

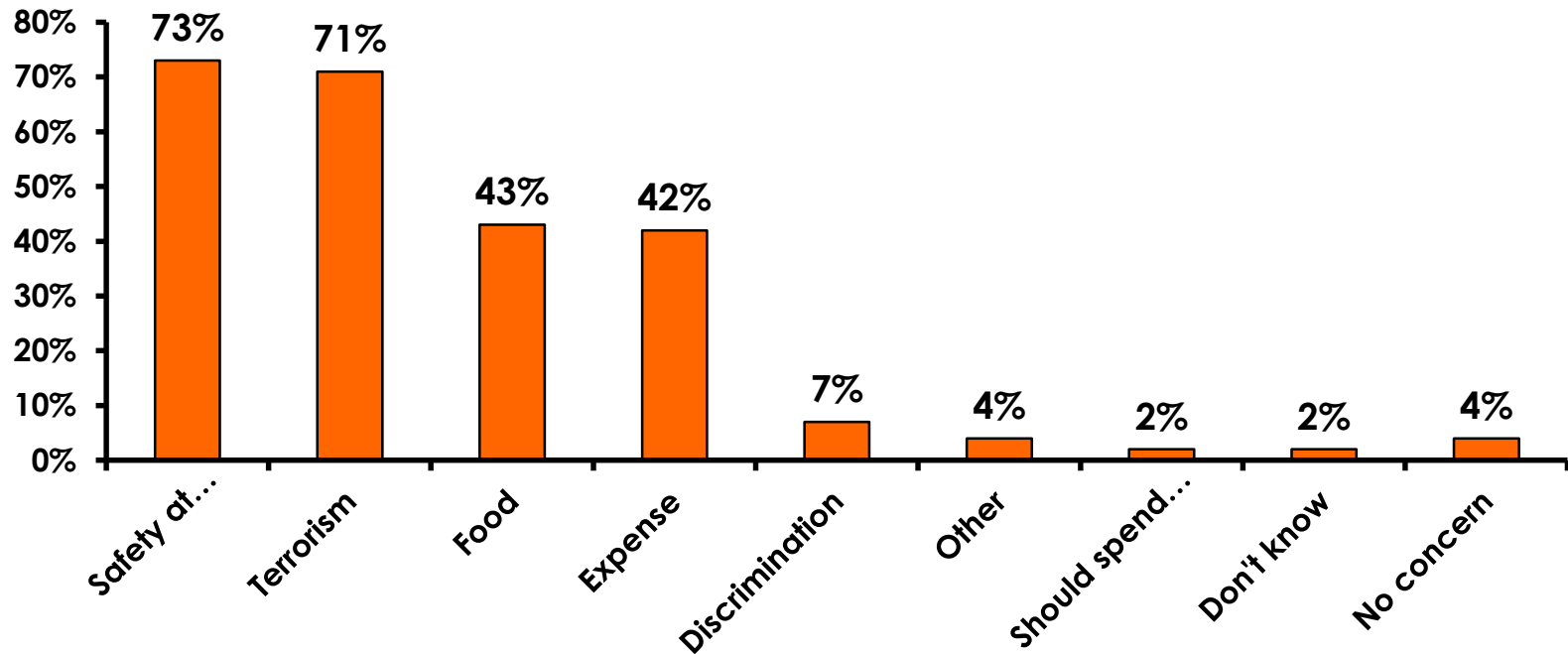


Sources of Information – Motivation – Most Important

	FY2013	FY2014	FY2015	FY2016
Prior Trip	18%	21%	21%	21%
Travel agent brochure	22%	19%	19%	17%
Internet- Other Guam	15%	16%	19%	21%

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Japan - Overall



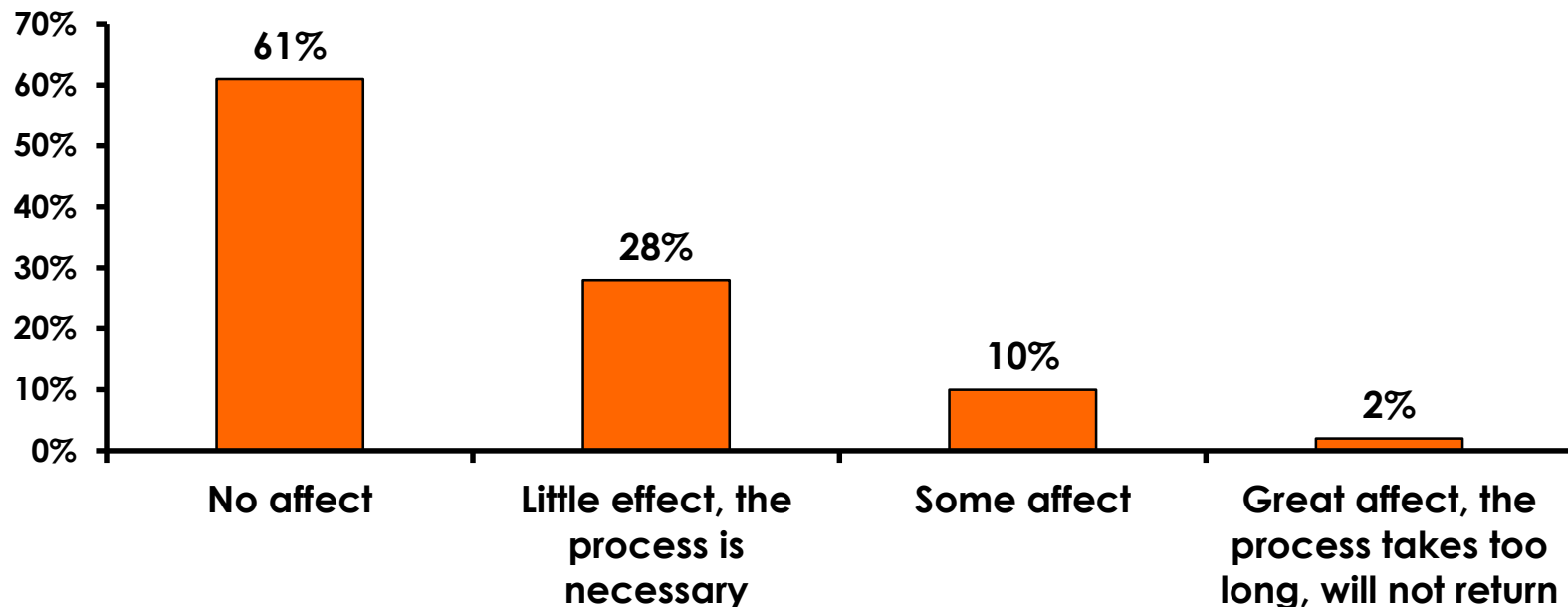
Concerns about travel outside of Japan

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Safety	81%	79%	81%	83%	80%	78%	83%	75%	76%	75%	73%
Terrorism	73%	70%	60%	59%	56%	56%	47%	48%	50%	59%	71%
Food	35%	35%	42%	41%	35%	35%	41%	41%	44%	44%	43%
Expense	46%	45%	49%	50%	45%	44%	47%	38%	41%	42%	42%
Discrimination	-	-	-	-	-	3%	10%	10%	7%	7%	7%
Should spend @home	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%
Other	4%	4%	4%	6%	4%	4%	4%	4%	4%	4%	4%
DK	2%	2%	3%	2%	3%	3%	3%	3%	2%	2%	2%
No Concern	2%	2%	2%	2%	3%	3%	3%	6%	6%	5%	4%

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	73%	70%	75%	71%	77%	63%	75%	74%	72%	76%	76%	75%	57%	
	Terrorism	71%	65%	73%	72%	75%	69%	73%	73%	72%	73%	72%	72%	63%	
	Food	43%	41%	45%	43%	44%	36%	47%	50%	46%	43%	43%	42%	35%	
	Expense	42%	44%	45%	39%	33%	43%	45%	42%	45%	46%	43%	38%	41%	
	Discrimination against Japanese	7%	8%	7%	6%	5%	6%	10%	6%	6%	7%	6%	7%	9%	
	No concerns	4%	5%	3%	6%	4%	8%	3%	5%	5%	3%	4%	5%	9%	
	Other	4%	5%	4%	3%	3%	2%	5%	5%	3%	5%	5%	3%	6%	
	Don't know	2%	4%	2%	1%	1%	1%	2%	1%	1%	1%	0%	1%	3%	
	Should spend at home	2%	3%	2%	1%	1%	3%	3%	1%	2%	2%	2%	1%	6%	
	Total	Count	4182	1378	1252	1052	481	233	410	481	509	719	552	629	105

Security Screening/ Immigration Process at Guam International Airport



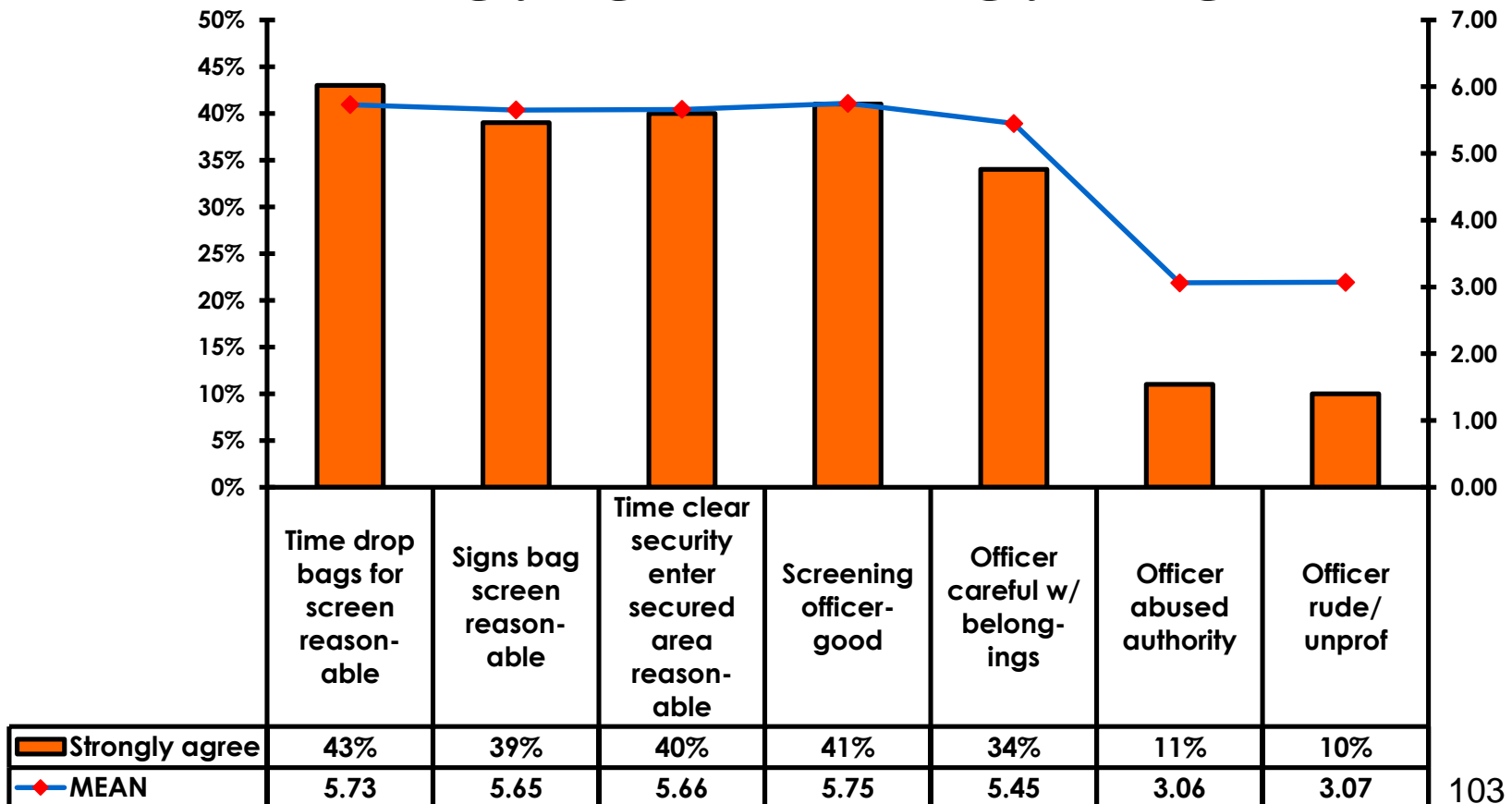
Security Screening/ Immigration Process at Guam International Airport

	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
No effect	43%	43%	50%	50%	46%	48%	50%	60%	61%	63%	61%
Little effect	43%	41%	38%	36%	39%	41%	37%	29%	28%	29%	28%
Some effect	12%	13%	11%	12%	13%	10%	11%	10%	10%	7%	10%
Great effect	2%	2%	2%	2%	2%	1%	2%	1%	1%	1%	2%

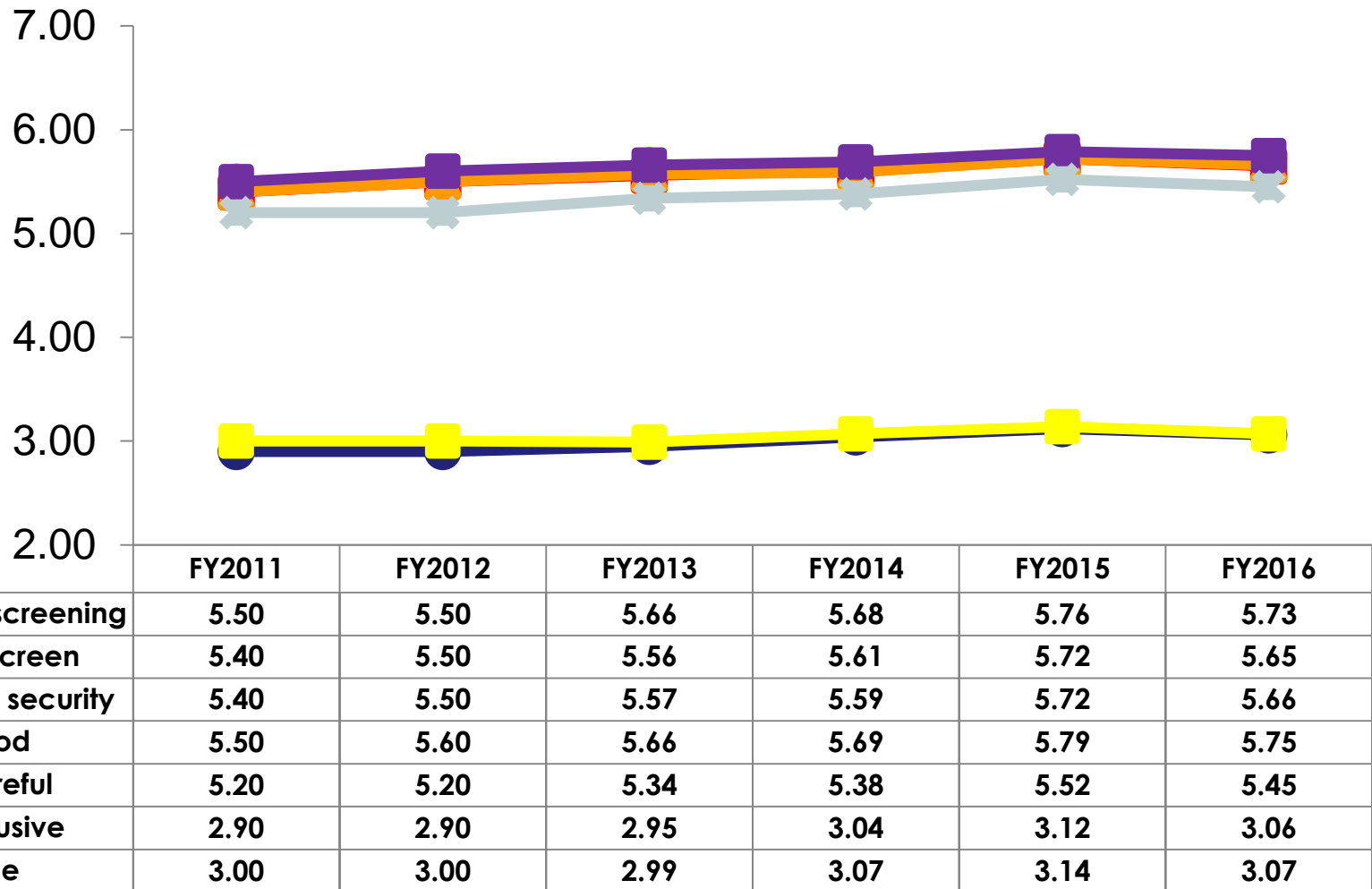
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Airport Screening



SHOP GUAM FESTIVAL AWARENESS

	FY2014	FY2015	FY2016
Aided Awareness	2%	1%	1%
No awareness	98%	99%	99%

SHOP GUAM FESTIVAL – IMPACT

	FY2014	FY2015	FY2016
Increased	51%	20%	35%
Decreased	2%	8%	8%
No change	46%	72%	57%