



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

JANUARY 2010



Prepared by: QMark Research

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Background & Methodology

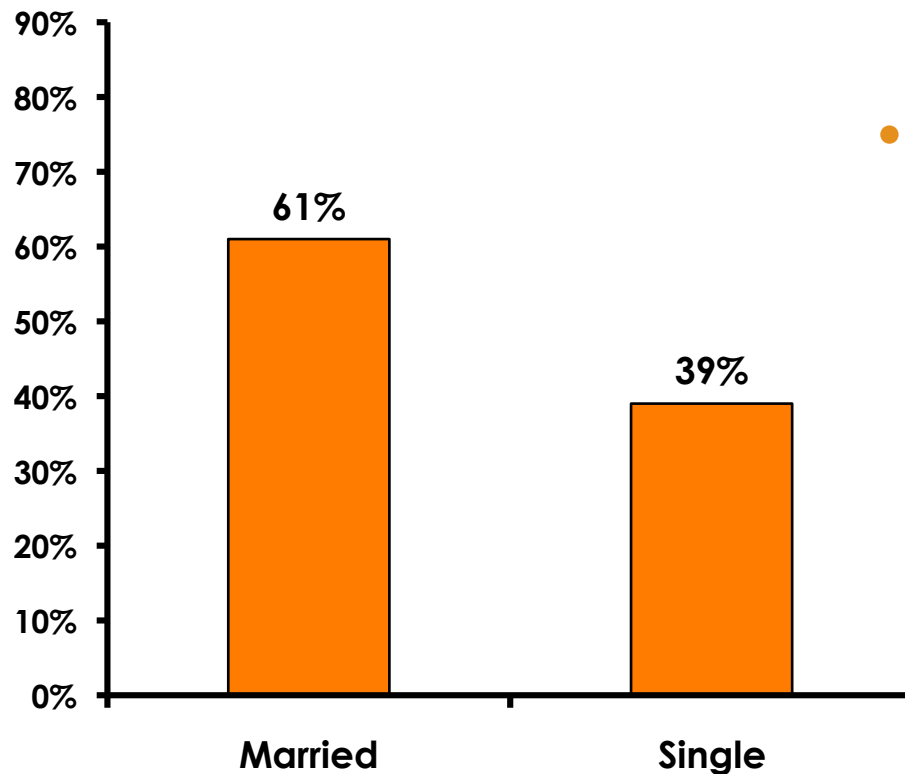
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **330** departing 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 **330** is +/- 5.4 percentage points with a 95% confidence level. That is, if all Japanese visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 5.4 percentage points.

OBJECTIVES

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

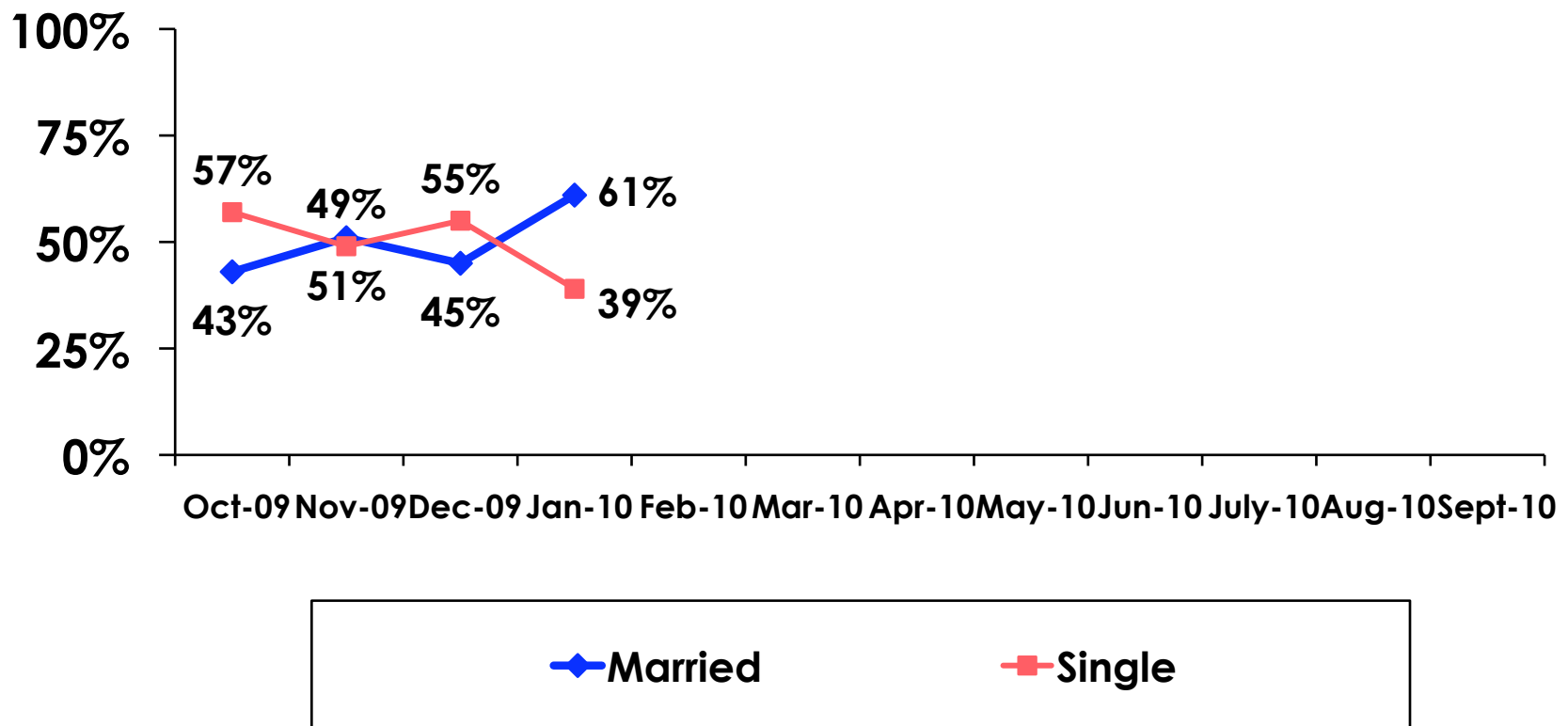
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

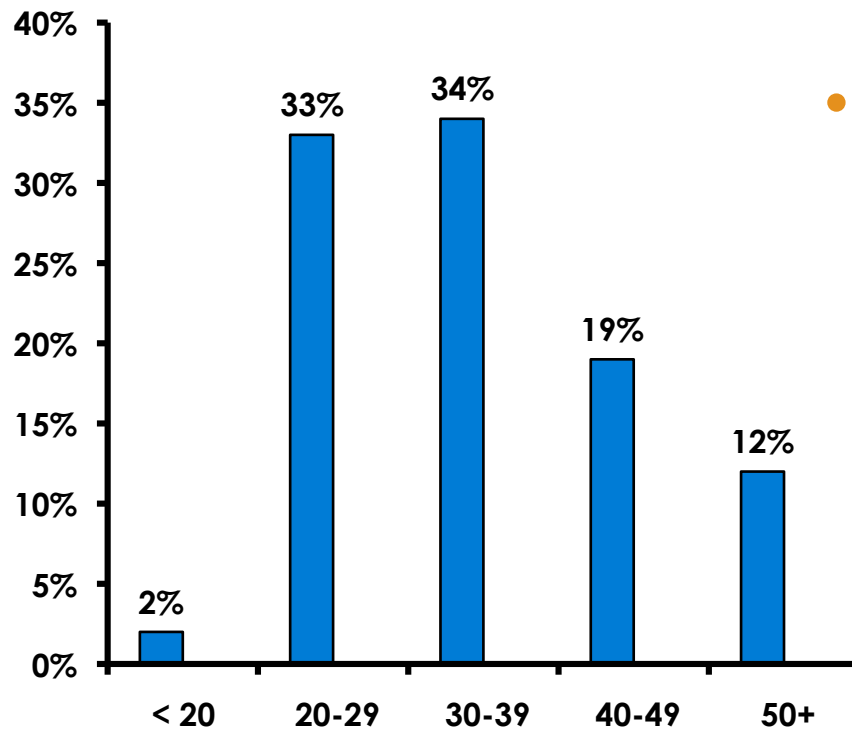


- 69% of repeat visitors are married.

MARITAL STATUS

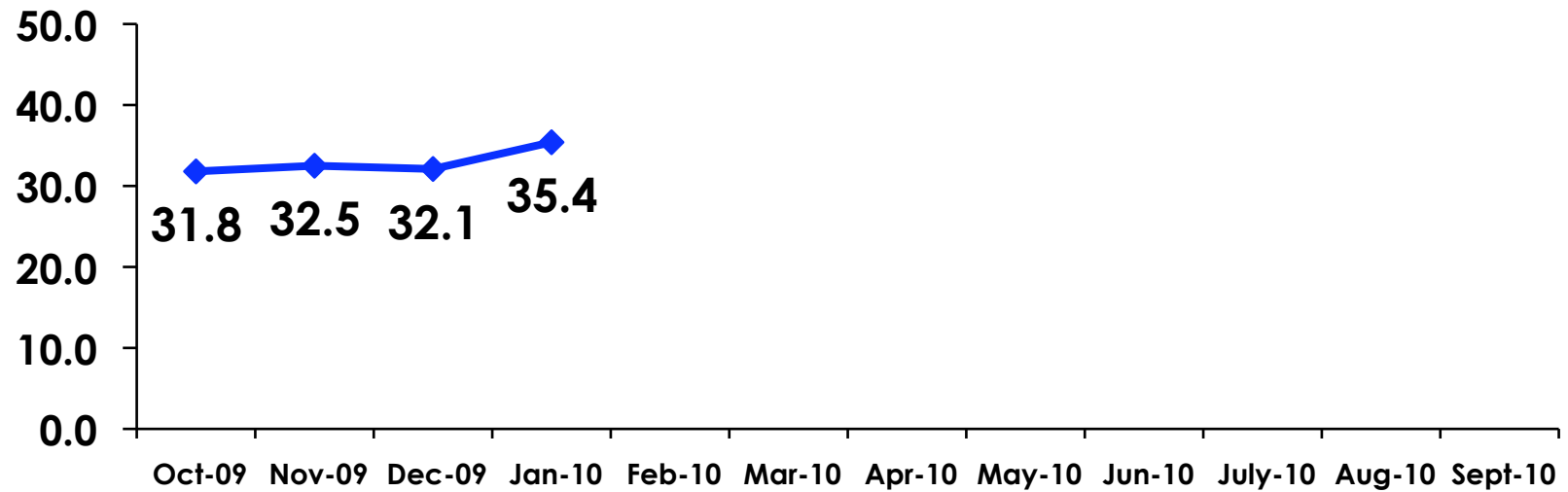


Age - Overall

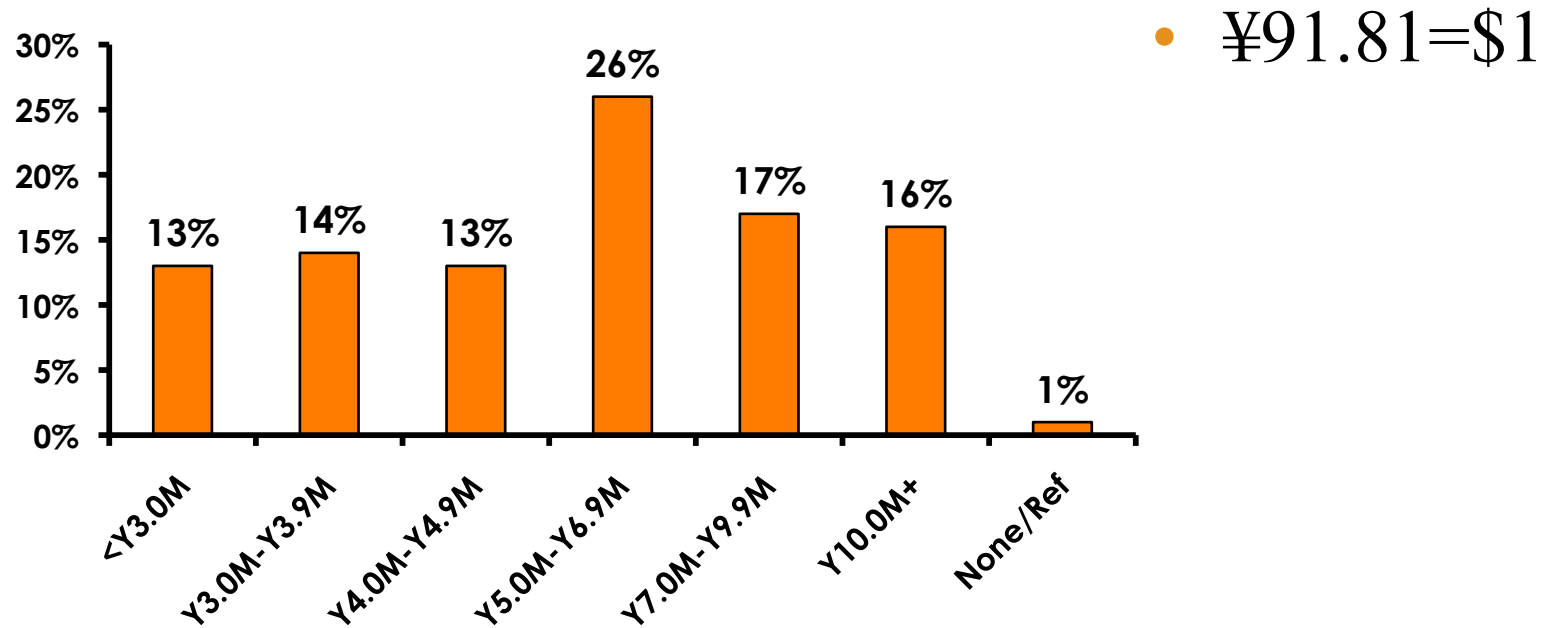


- The average age of the respondents is 35.4 years of age.

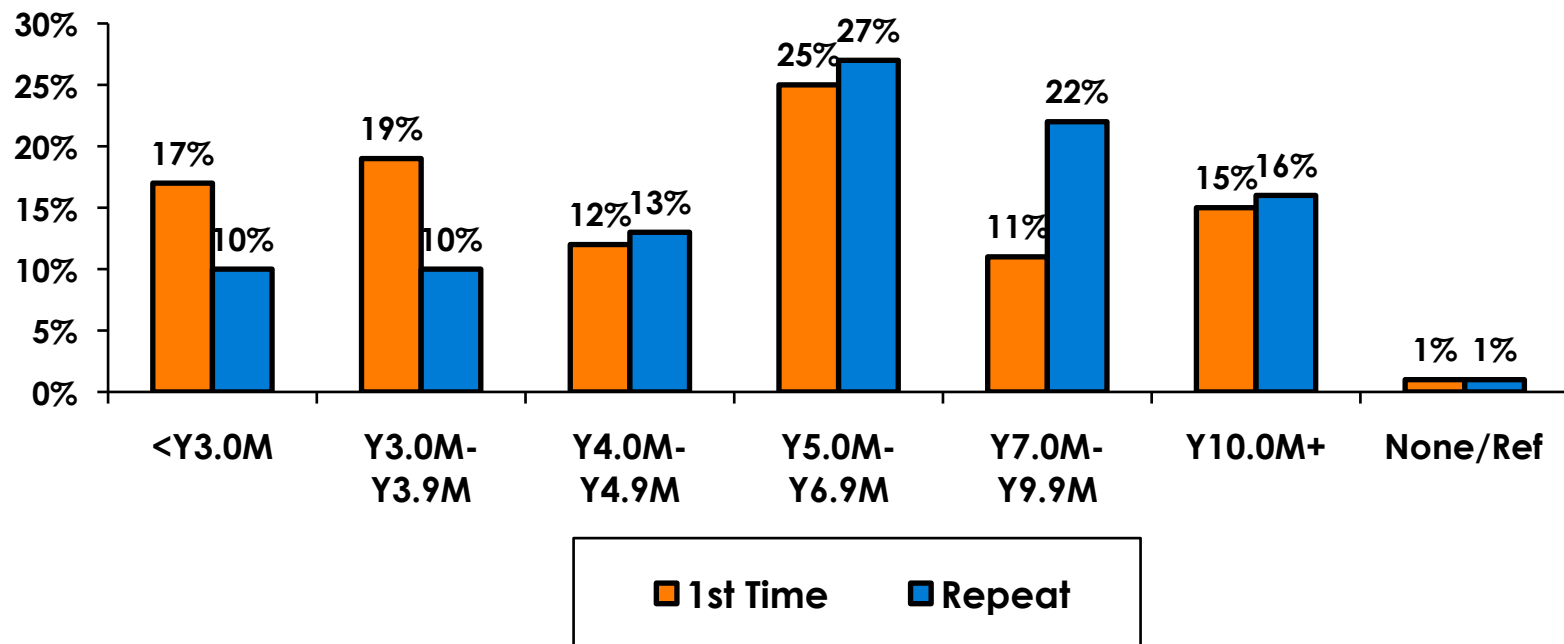
AVERAGE - AGE



Personal Income



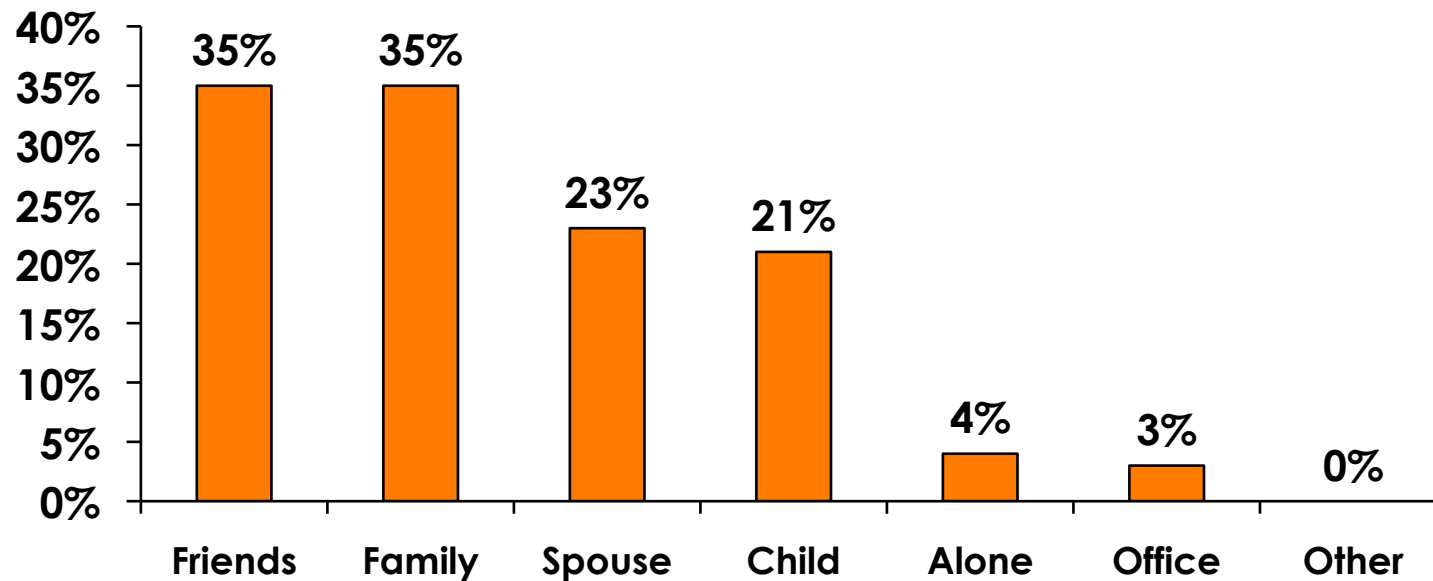
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	39	10	29	1	22	8	4	4
		13%	7%	20%	25%	23%	8%	7%	12%
Y3.0M-Y3.9M	Count	40	19	21		25	12	1	2
		14%	13%	15%		27%	12%	2%	6%
Y4.0M-Y4.9M	Count	37	22	15		17	12	3	5
		13%	15%	10%		18%	12%	5%	15%
Y5.0M-Y6.9M	Count	76	46	30	1	11	33	23	8
		26%	32%	21%	25%	12%	33%	39%	24%
Y7.0M-Y9.9M	Count	50	29	21	2	8	19	11	10
		17%	20%	15%	50%	9%	19%	19%	30%
Y10.0M+	Count	46	19	27		9	16	17	4
		16%	13%	19%		10%	16%	29%	12%
No Inc	Count	2	1	1		2			
		1%	1%	1%		2%			
Total	Count	290	146	144	4	94	100	59	33

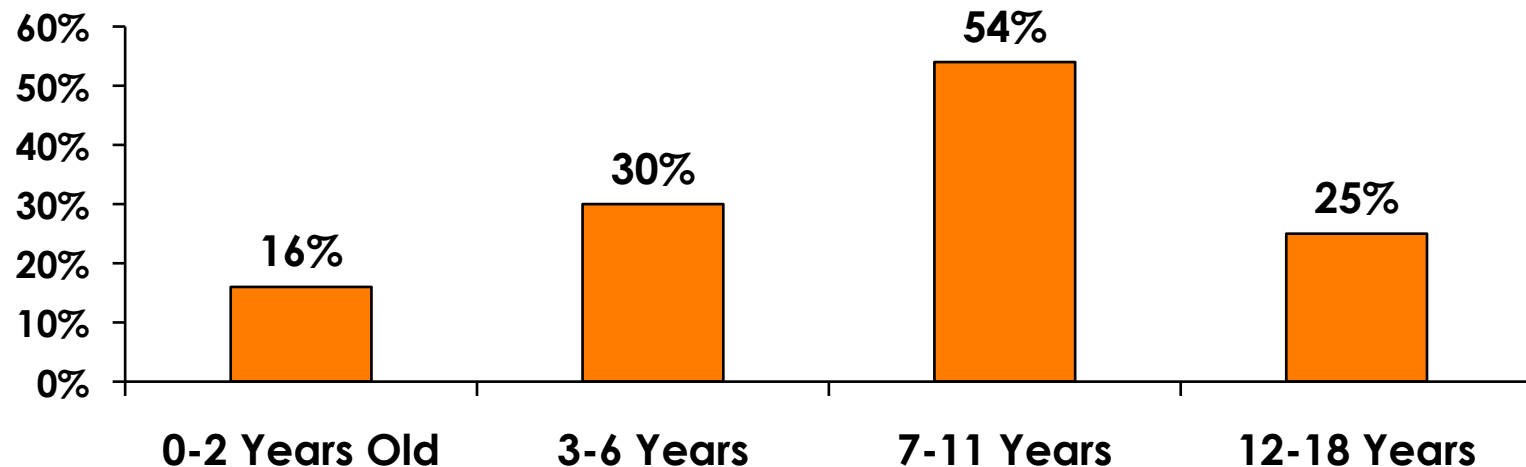
Travel Companions



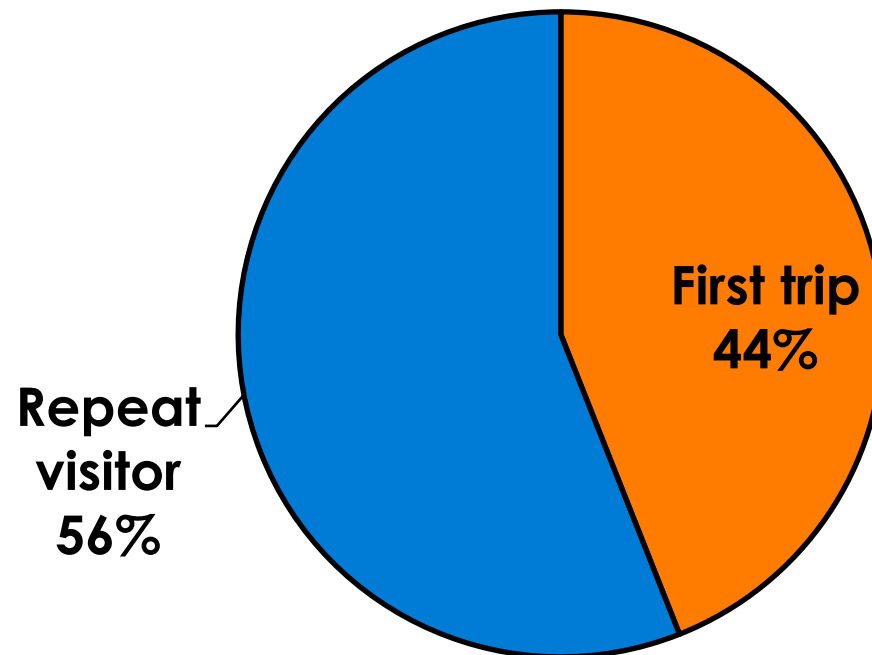
Number of Children Travel Party

N=69 total respondents traveling with children.

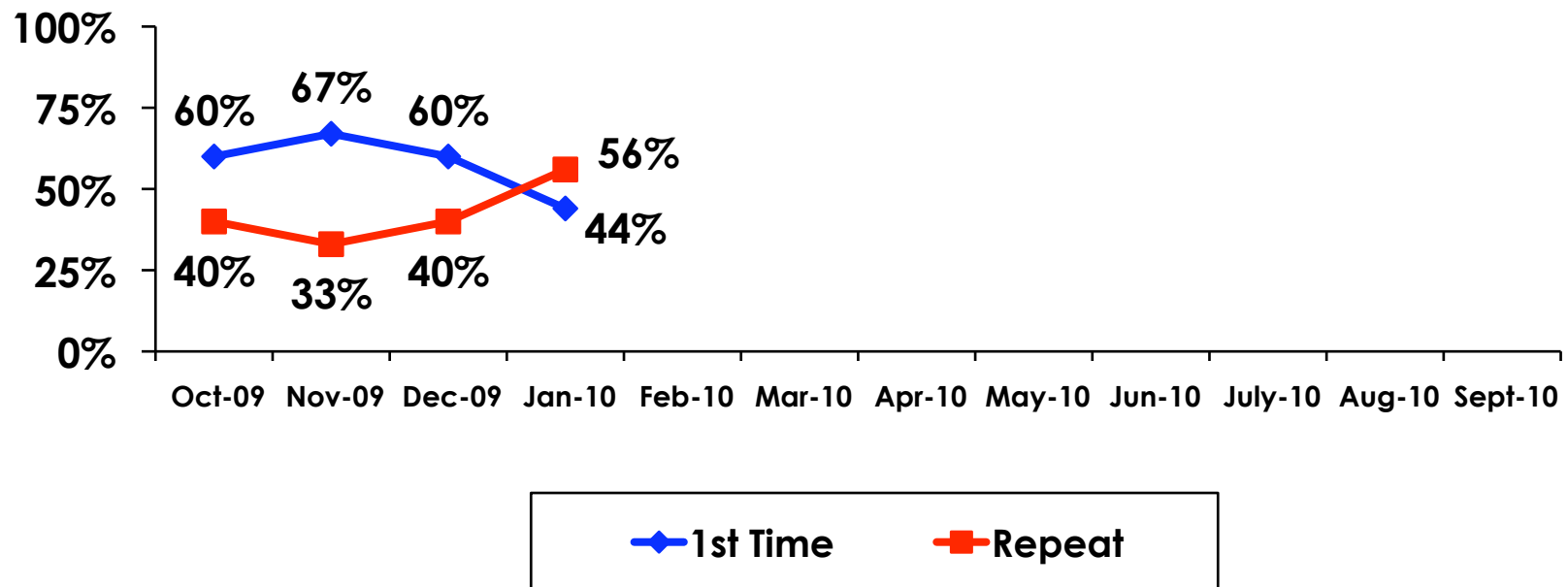
(Of those N=69 respondents, there is a total of 112 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



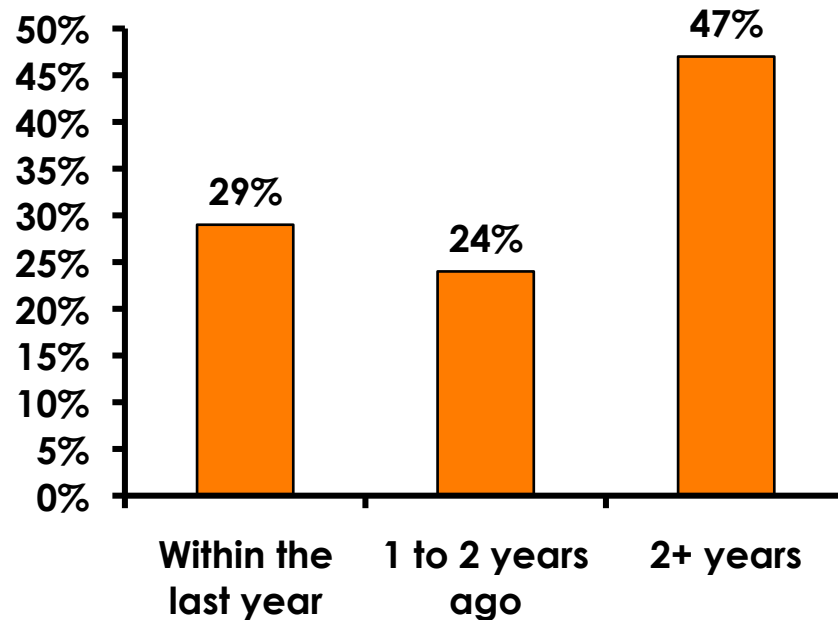
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	165	70	95
			50%	49%	51%
	Female	Count	165	74	91
			50%	51%	49%
Total		Count	330	144	186
AGE	<20	Count	5	3	2
			2%	2%	1%
	20-29	Count	109	70	39
			33%	49%	21%
	30-39	Count	113	41	72
			34%	28%	39%
	40-49	Count	64	20	44
		19%	14%	24%	
	50+	Count	39	10	29
			12%	7%	16%
Total		Count	330	144	186

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

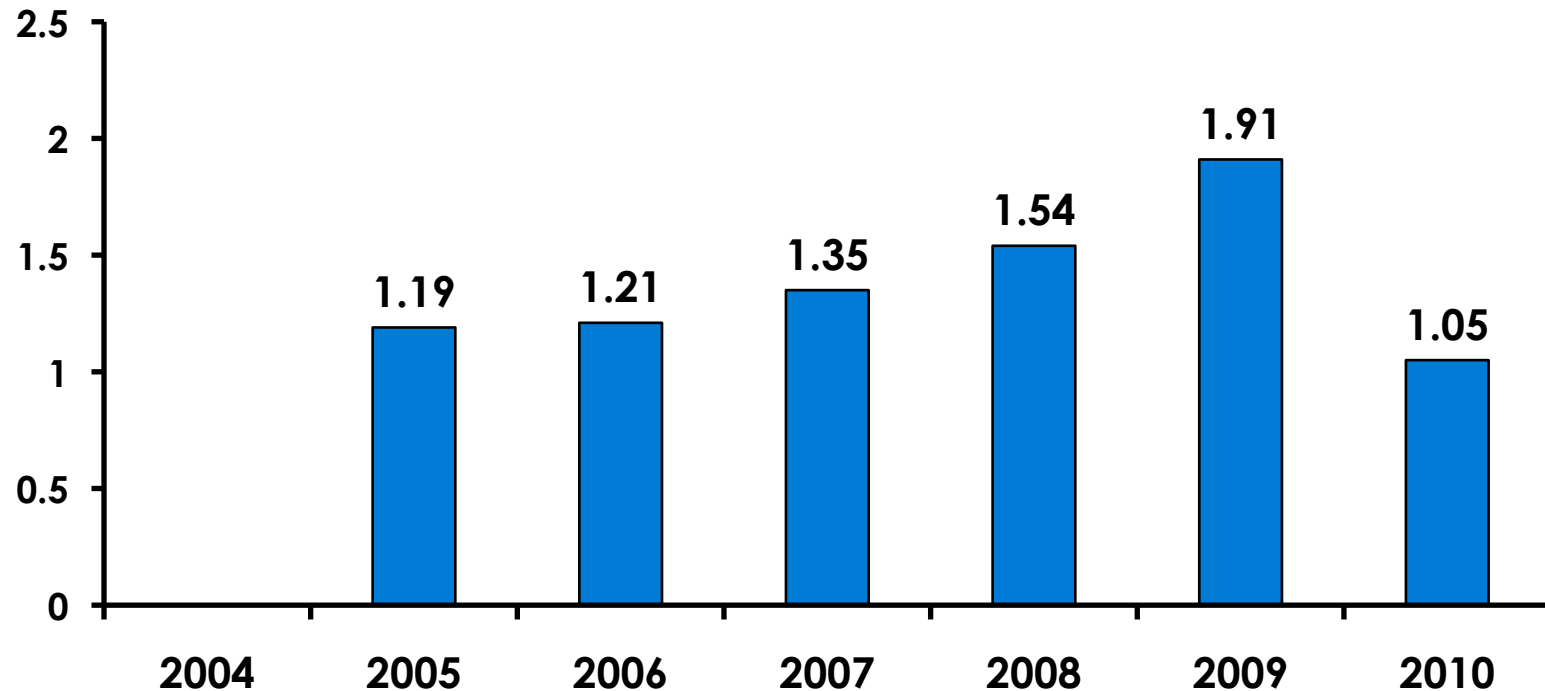
Repeat Visitors Last Trip

n = 186

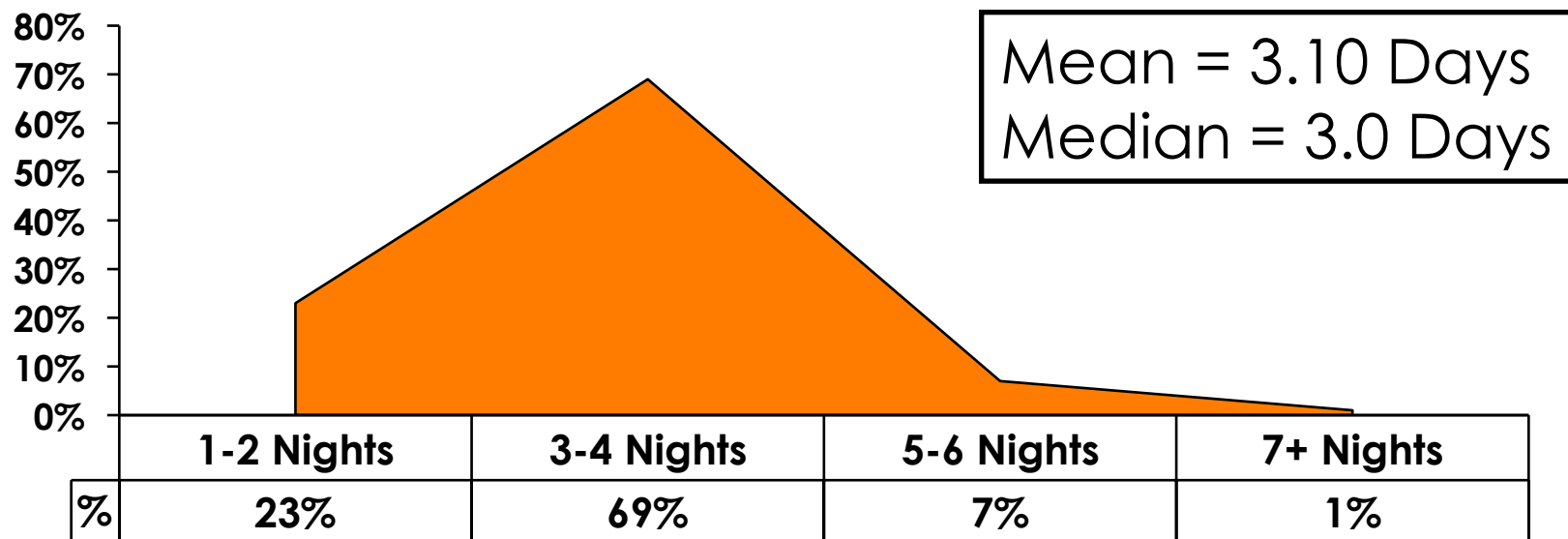


- The average repeat visitor has been to Guam 3.3 times.
- Roughly two-thirds of the repeat visitors have been to Guam within the last 2 years.

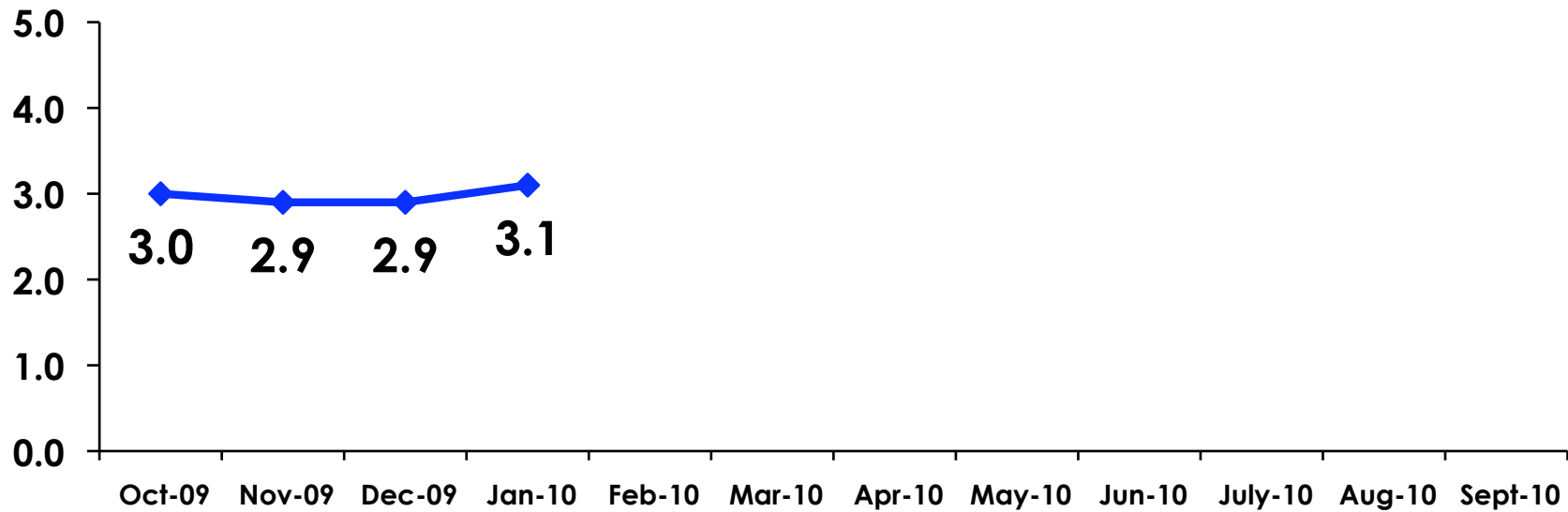
Average Number Overnight Trips (2004-2010) (2 nights or more)



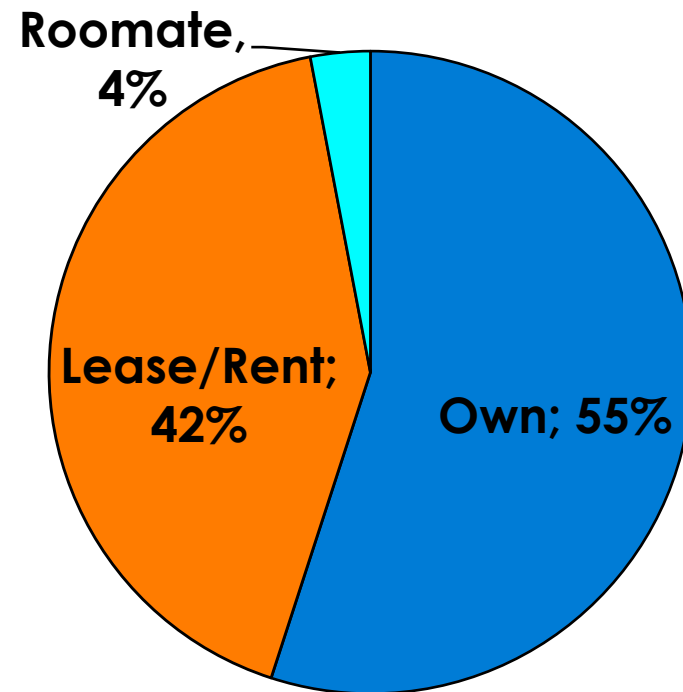
Length of Stay



AVG LENGTH OF STAY



Living Accommodations

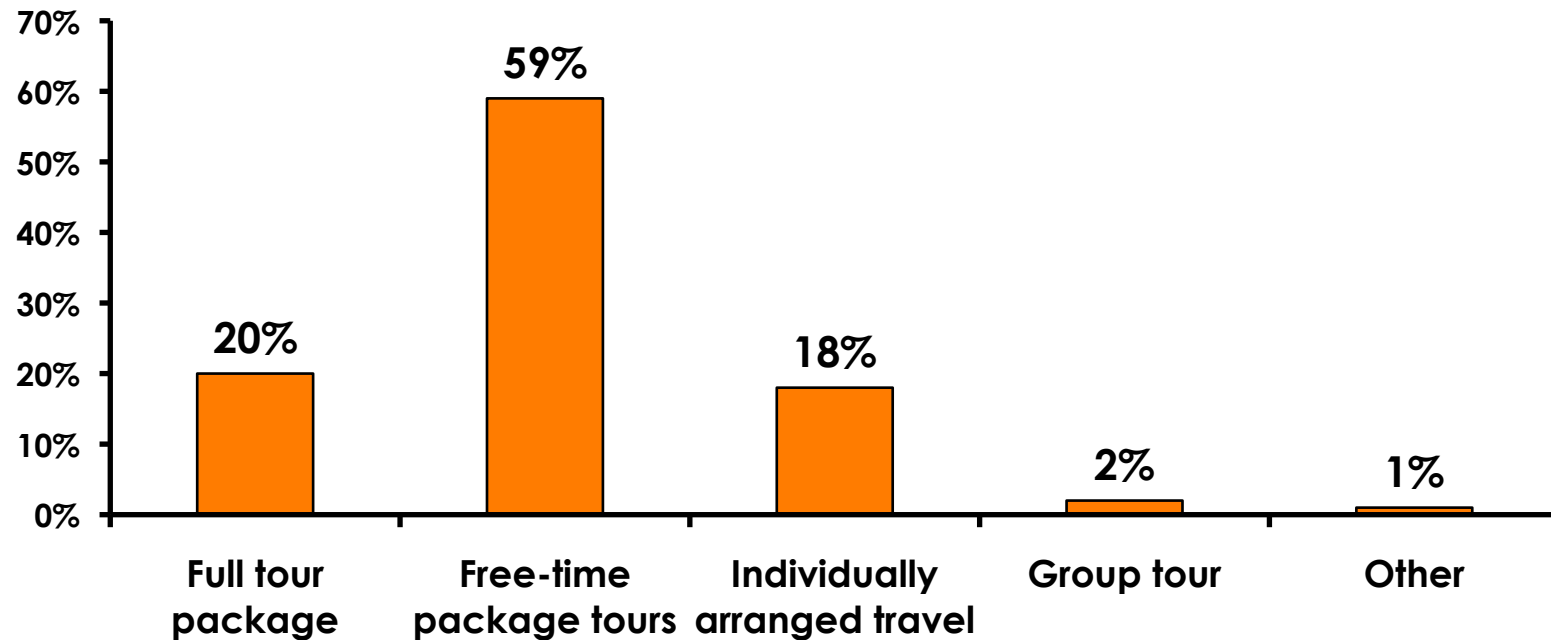


Occupation by Income

		TOTAL	PERSONAL INCOME						No Inc
			<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.29	Co. Employee: Office Worker Non-Managerial	19%	36%	20%	19%	16%	12%	17%	
	Self Employed	16%	13%	3%	14%	28%	18%	7%	50%
	Co. Employee: Engineer	14%	8%	20%	14%	17%	20%	11%	
	Co. Employee: Salesperson	13%	8%	30%	19%	9%	8%	13%	
	Co. Employee: Manager	8%		3%	5%	7%	10%	15%	
	Homemaker	7%	5%	3%	8%	9%	8%	9%	
	Student	6%	5%	3%	8%	4%	8%	4%	50%
	Freeter	3%	10%	5%			2%		
	Professional or Specialist	3%	3%	5%		1%		7%	
	Other	2%	5%	3%			2%	4%	
	Skilled Worker	2%	5%		3%	3%			
	Co. Employee: Executive	2%			3%		6%	2%	
	Teacher	2%				1%		9%	
	Government Employee: Office Worker Non-Managerial	2%		5%		1%	2%		
	Free-lancer	1%				1%	2%	2%	
	Unemployed	1%	3%		5%				
	Government Employee: Manager	1%			3%	1%			
	Retired	0%		3%					
Total	Count	314	39	40	37	75	49	46	2

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

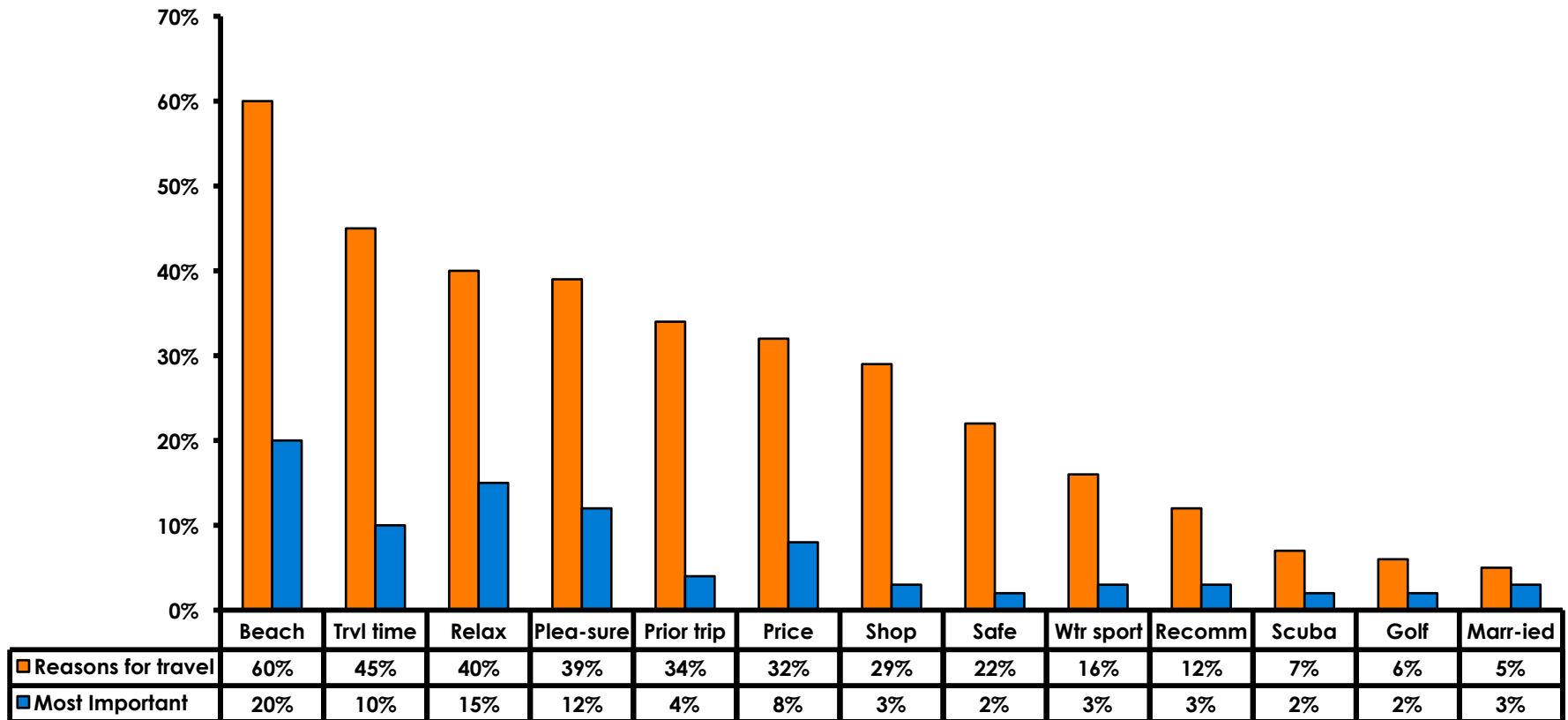


Accommodation by Income

Average length of stay: 3.10 days

		TOTAL	PERSONAL INCOME						No Inc
			<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.9	Japan Plaza Hotel	12%	15%	10%	14%	12%	10%	9%	50%
	Outrigger Guam Resort	9%	13%	8%	5%	9%	6%	11%	
	Guam Reef Hotel	7%		5%	8%	8%	10%	11%	
	Hotel Nikko Guam	7%	8%	13%	5%	5%	6%	9%	
	Pacific Islands Club PIC	6%	5%	3%	8%	7%	10%	7%	
	Leo Palace Resort	6%	3%	10%	8%	4%	6%	7%	
	Grand Plaza Hotel	5%	10%	5%	3%	5%	6%		
	Holiday Resort Guam	5%	5%	8%	5%	1%	6%	4%	
	Onward Beach Resort	5%		5%	3%	5%	4%	9%	
	Ramada Suites Guam	4%		8%	8%	3%	4%	7%	
	Ohana Oceanview Hotel	4%	3%	8%	3%	4%	4%	7%	
	Fiesta Resort Guam	4%	5%		8%	3%	4%	4%	
	Sheraton Laguna Resort	4%	5%		3%	5%	4%	2%	50%
	Guam Marriott Resort Hotel	3%	5%		3%	4%	6%	2%	
	Ohana Bayview Hotel	3%	3%	3%	5%	4%	2%	4%	
	Royal Orchid Guam	3%	3%	3%	3%	5%	2%		
	Hilton Guam Resort & Spa	3%		3%		4%	4%	4%	
	Hyatt Regency Guam	2%		3%	3%	4%	2%	2%	
	Tumon Bay Capital Hotel	2%	10%	3%		1%			
	Hotel Sane Fe	2%	5%	3%		3%	2%		
	The Westin Resort Guam	2%		5%		1%	2%	2%	
	Pacific Bay Hotel	2%	3%		5%	1%			
	Other	0%				1%			
Total	Count	329	39	40	37	76	50	46	2

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

*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%	40%	64%	60%	56%	54%	60%	59%
Short travel time	45%	20%	42%	50%	45%	41%	45%	44%
Just to relax	40%	20%	37%	42%	44%	38%	42%	38%
Pleasure	39%	20%	43%	43%	34%	28%	35%	44%
A previous visit	34%	40%	17%	46%	36%	44%	38%	30%
Price of the tour package	32%	60%	38%	27%	25%	36%	31%	32%
Shopping	29%	20%	28%	27%	31%	33%	24%	33%
It is a safe place to spend a vacation	22%		15%	21%	34%	28%	24%	21%
Water sports	16%	20%	24%	12%	11%	15%	12%	20%
Recommendation of friend, relative, travel agency	12%		17%	12%	9%	8%	8%	17%
SCUBA diving	7%		10%	4%		15%	7%	6%
To golf	6%	20%		4%	14%	10%	5%	6%
To get married or Attend wedding	5%		6%	6%	5%	3%	5%	5%
Honeymoon	5%		10%	3%	2%	3%	7%	2%
Other	4%		3%	3%	5%	10%	3%	5%
Company or Business trip	2%		1%	4%	3%		2%	2%
Career certification or testing	2%		3%	2%	2%	3%	4%	1%
My company sponsored me	2%		1%	2%	2%	3%	2%	1%
Special promotion	1%		2%	1%		3%	1%	1%
To visit friends or relatives	1%	20%			2%	3%	1%	1%
Promotional materials from GVB	1%			2%	2%		1%	1%
Organized Sporting Activity	1%		1%			5%	1%	1%
Convention, Conference, Trade show	0%			1%				1%
Total Cases	330	5	109	113	64	39	165	165

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%	54%	70%	51%	62%	58%	61%	100%	
Short travel time	45%	23%	53%	59%	46%	44%	50%		
Just to relax	40%	31%	33%	41%	41%	40%	52%	50%	
Pleasure	39%	36%	33%	30%	45%	36%	52%	50%	
A previous visit	34%	26%	28%	38%	39%	50%	26%		
Price of the tour package	32%	26%	38%	43%	33%	22%	37%	100%	
Shopping	29%	36%	23%	16%	29%	34%	30%	50%	
It is a safe place to spend a vacation	22%	13%	10%	24%	26%	28%	33%		
Water sports	16%	18%	20%	11%	12%	18%	20%	50%	
Recommendation of friend, relative, travel agency	12%	18%	15%	5%	12%	14%	9%		
SCUBA diving	7%	8%	13%	5%	5%		9%		
To golf	6%		3%	5%	5%	6%	15%		
To get married or Attend wedding	5%	5%	10%	8%	7%				
Honeymoon	5%	3%	15%	8%	4%		4%		
Other	4%	5%		8%	7%	2%	4%		
Company or Business trip	2%	8%			1%		4%		
Career certification or testing	2%			3%	3%	4%	2%		
My company sponsored me	2%		3%		3%		2%		
Special promotion	1%	3%	3%	3%		2%			
To visit friends or relatives	1%	3%				2%	2%		
Promotional materials from GVB	1%	5%			1%				
Organized Sporting Activity	1%					2%			
Convention, Conference, Trade show	0%					2%			
Total Cases	330	39	40	37	76	50	46	2	

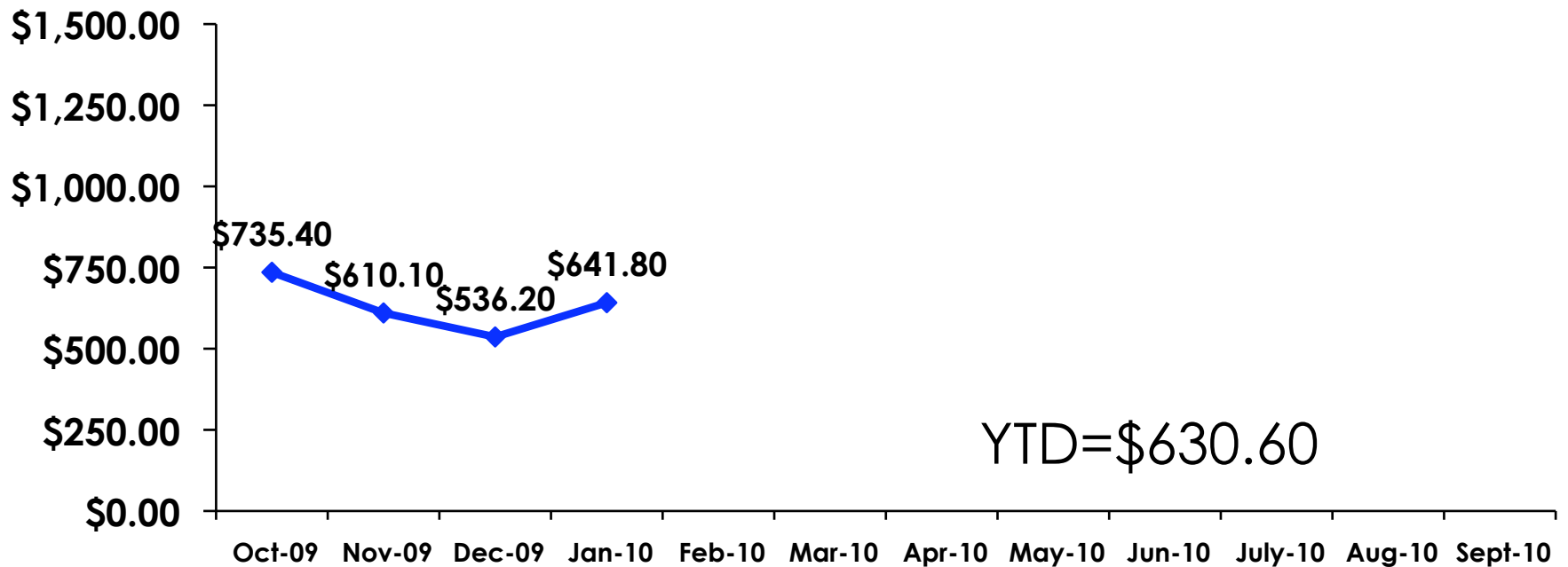
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥91.81/US\$1

- \$1,468.40 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$21,784 = maximum (highest amount recorded for the entire sample)
- \$641.80 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES



Breakdown of Prepaid Expenditures

¥91.81=\$1

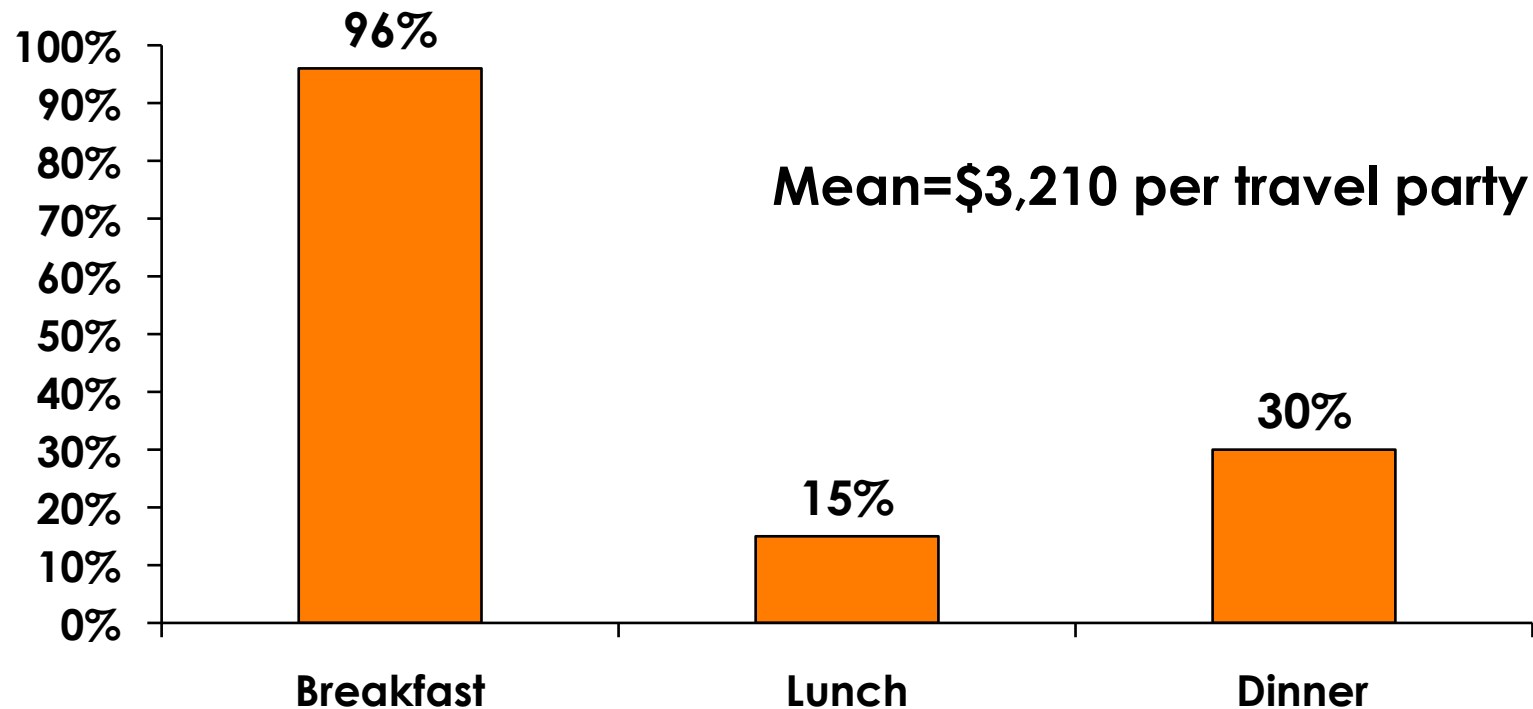
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,346
Air & Accommodation w/ daily meal package	\$3,210
Air only	\$830
Accommodation only	\$550
Accommodation w/ daily meal only	\$762
Food & Beverages in Hotel	\$329
Ground transportation – Japan	\$74
Ground transportation – Guam	\$108
Optional tours/ activities	\$200
Other expenses	\$743
Total Prepaid	\$1,468

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

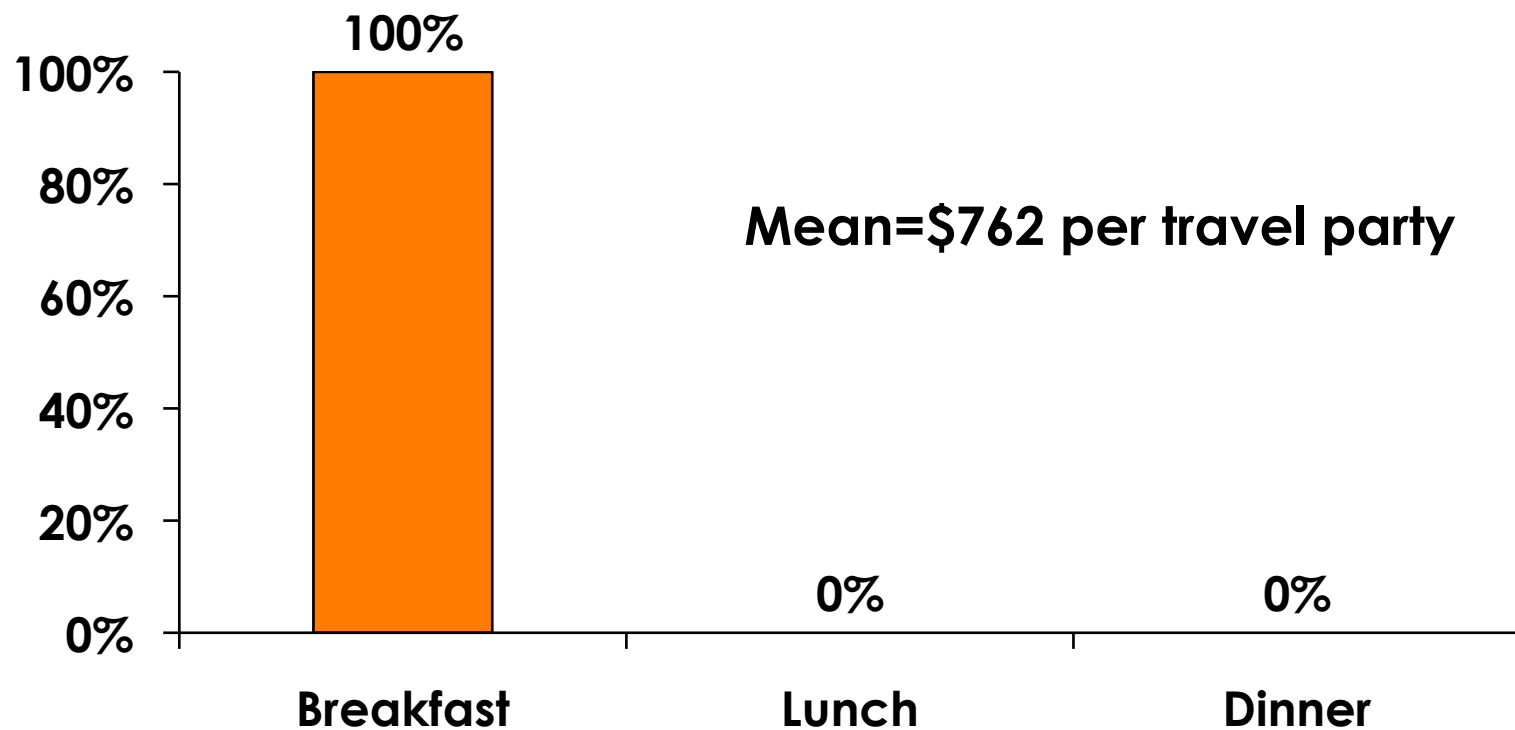
n=27



PREPAID MEAL BREAKDOWN

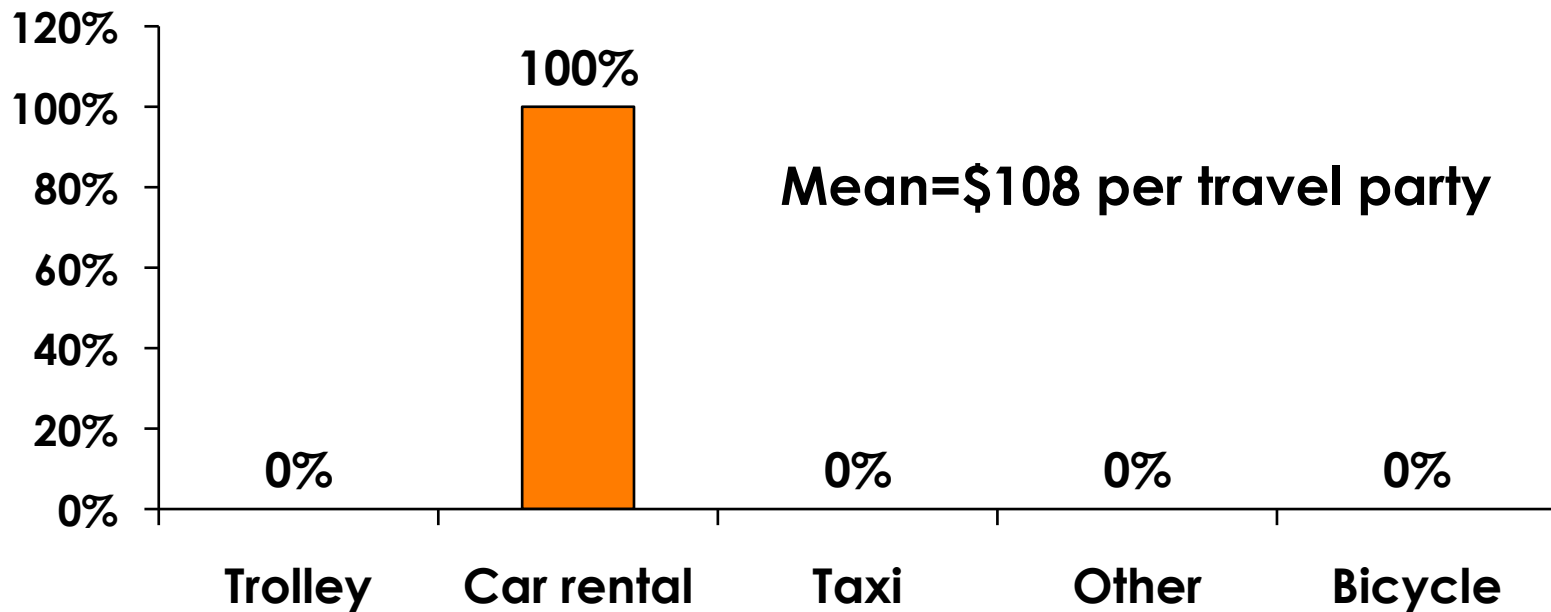
Accommodations with Daily Meal Pkg.

n=1



PREPAID GROUND TRANSPORTATION

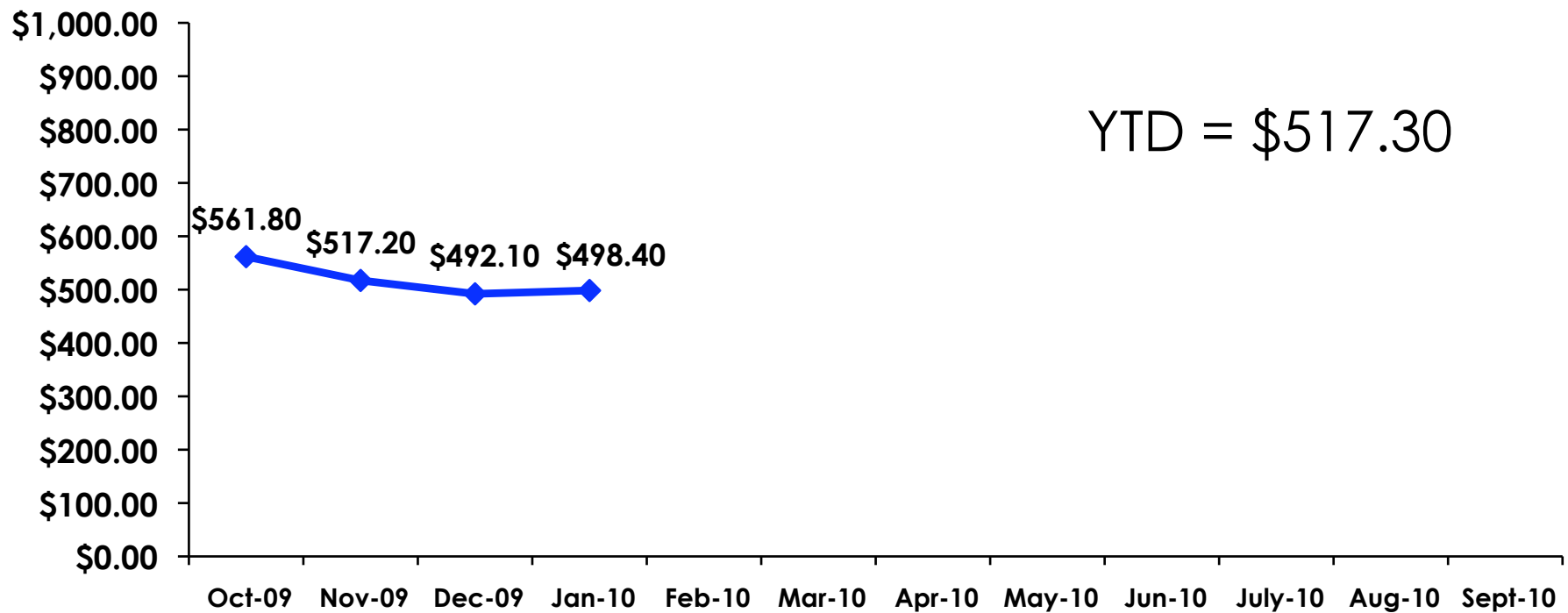
n=1



On-Island Expenditures

- \$916.30 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,500 = Maximum (highest amount recorded for the entire sample)
- \$498.40 = overall mean average per person on-island expenditure

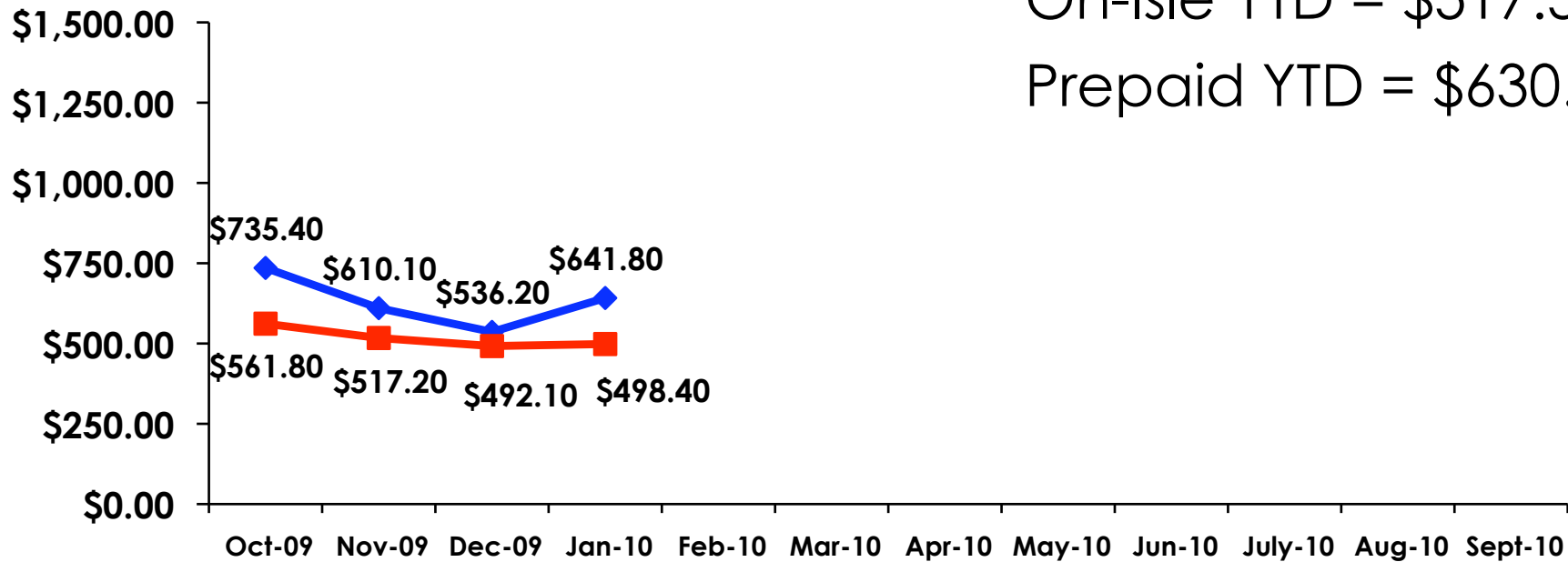
ON-ISLAND EXPENDITURES



PREPAID/ ON-ISLE EXPENDITURES

On-Isle YTD = \$517.30

Prepaid YTD = \$630.60



Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER								
		Male	Female	Male				Female				
				AGE				AGE				
				20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50--
Q.11A Mean	\$916.32	\$943.30	\$889.33	\$786.21	\$887.41	\$978.77	\$1,256.85	\$345.60	\$823.90	\$711.75	\$1,634.72	\$727.69
Median	\$700	\$800	\$600	\$550	\$800	\$800	\$1,000	\$250	\$500	\$600	\$1,200	\$600

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$44.59	\$56.38	\$32.80	\$4.40	\$28.79	\$47.86	\$52.16	\$72.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF REST/CONV	Mean	\$40.45	\$44.33	\$36.58	\$23.00	\$37.13	\$36.90	\$57.47	\$34.33
	Median	\$10	\$20	\$8	\$5	\$10	\$10	\$30	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$88.03	\$103.70	\$72.36	\$42.00	\$68.60	\$85.71	\$128.13	\$89.18
	Median	\$25	\$45	\$20	\$50	\$25	\$0	\$60	\$0
OPTIONAL TOUR	Mean	\$108.74	\$114.24	\$103.24	\$32.00	\$78.56	\$104.04	\$149.45	\$149.72
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$268.35	\$223.36	\$313.35	\$22.20	\$283.23	\$209.82	\$440.86	\$144.82
	Median	\$50	\$30	\$50	\$0	\$100	\$0	\$100	\$0
GIFT/ SOUV- F&F AT HOME	Mean	\$130.30	\$137.47	\$123.12	\$64.00	\$137.98	\$86.04	\$170.23	\$180.00
	Median	\$50	\$60	\$40	\$80	\$50	\$0	\$100	\$100
LOCAL TRANS	Mean	\$22.43	\$27.05	\$17.81	\$0.00	\$15.11	\$28.17	\$21.63	\$30.49
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$215.30	\$237.86	\$192.87	\$158.00	\$155.06	\$206.99	\$216.17	\$418.87
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$46
TOTAL ON ISLAND	Mean	\$916.32	\$943.30	\$889.33	\$345.60	\$810.41	\$806.58	\$1,235.00	\$1,080.46
	Median	\$700	\$800	\$600	\$250	\$500	\$610	\$1,000	\$800

On-Island Expenditures

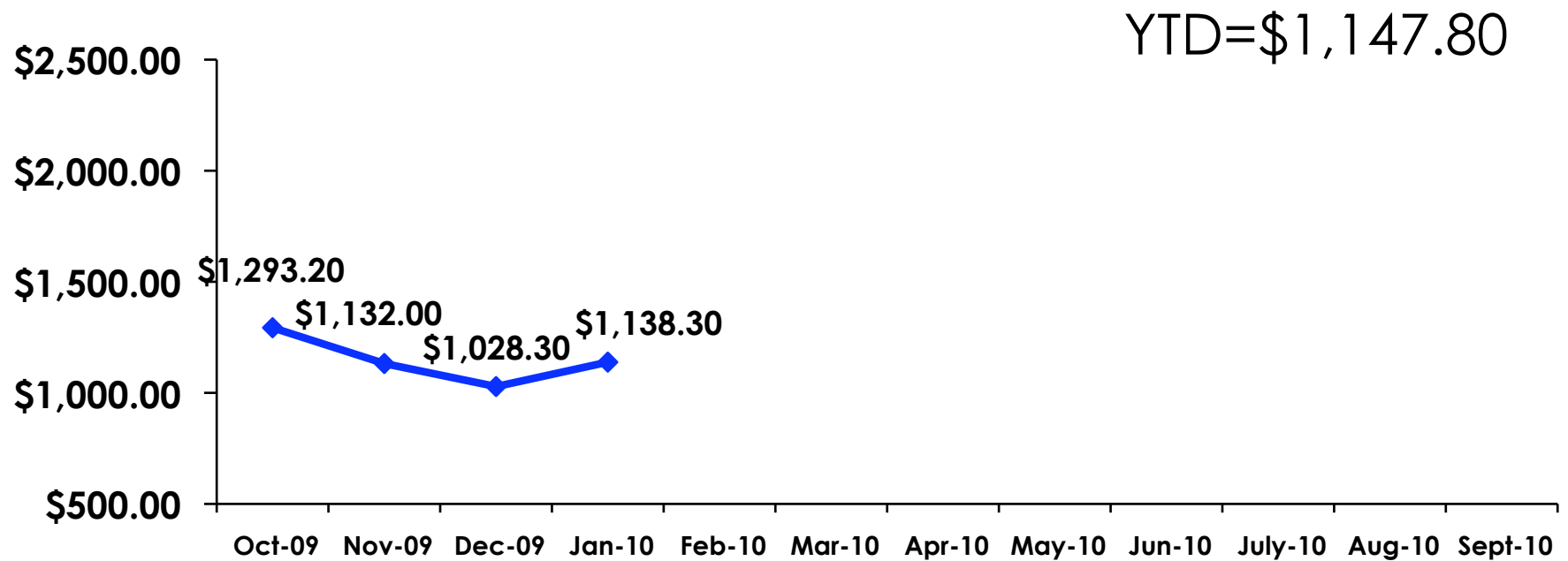
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$33.12	\$53.47
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$44.60	\$37.24
	Median	\$10	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$81.33	\$93.22
	Median	\$30	\$20
OPTIONAL TOUR	Mean	\$113.90	\$104.74
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$243.03	\$287.96
	Median	\$50	\$50
GIFT/ SOUV- F&F AT HOME	Mean	\$158.72	\$108.30
	Median	\$50	\$50
LOCAL TRANS	Mean	\$16.28	\$27.20
	Median	\$0	\$0
OTHER EXP	Mean	\$149.48	\$265.90
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$835.92	\$978.55
	Median	\$567	\$800

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,138.3 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,714 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES

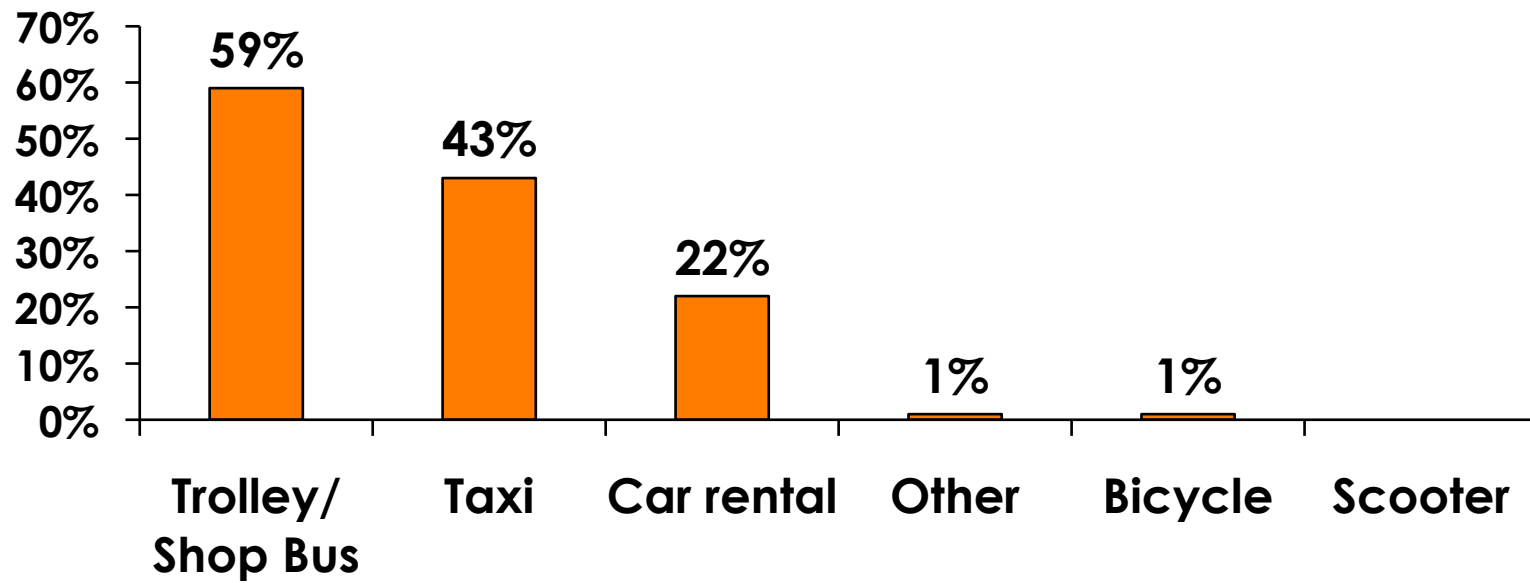


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$44.60
Food & beverage in fast food restaurant/ convenience store	\$40.50
Food & beverage at restaurants or drinking establishments outside a hotel	\$88.00
Optional tours and activities	\$108.70
Gifts/ souvenirs for yourself/companions	\$268.40
Gifts/ souvenirs for friends/family at home	\$130.30
Local transportation	\$22.40
Other expenses not covered	\$215.30
Average Total	\$916.30

Local Transportation

n=94



Guam Airport Expenditures

- \$28.80 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$500 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

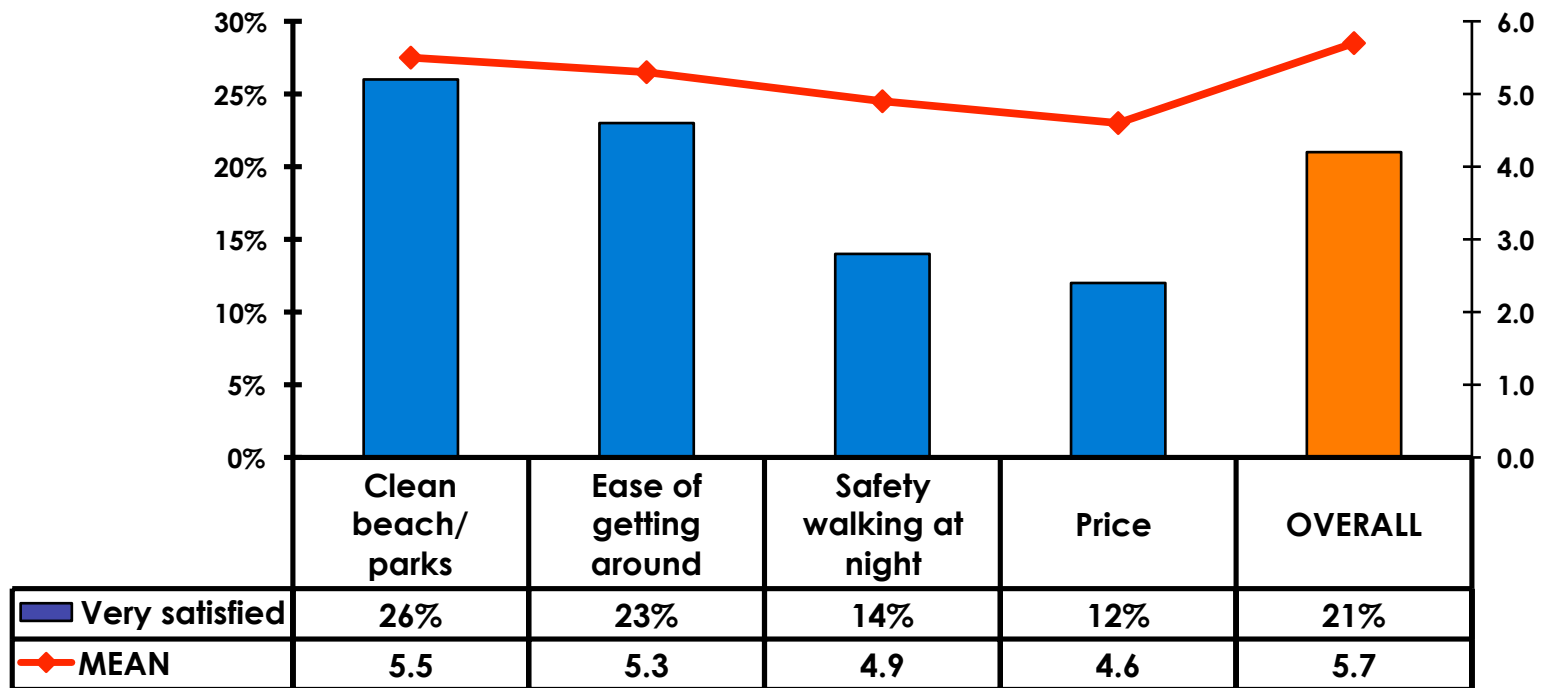
	MEAN \$
Food & Beverages	\$8.70
Gifts/Souvenirs Self	\$10.40
Gifts/Souvenirs Others	\$9.70
Total	\$28.80

SECTION 4 **VISITOR SATISFACTION**

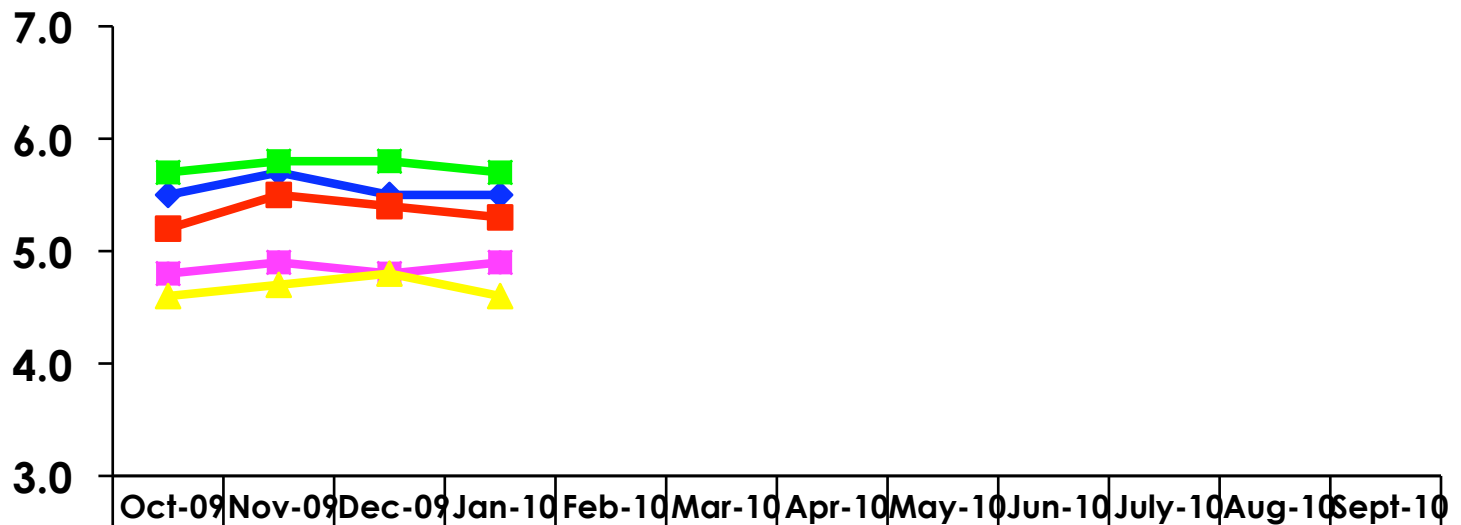
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



GUAM PERCEPTIONS

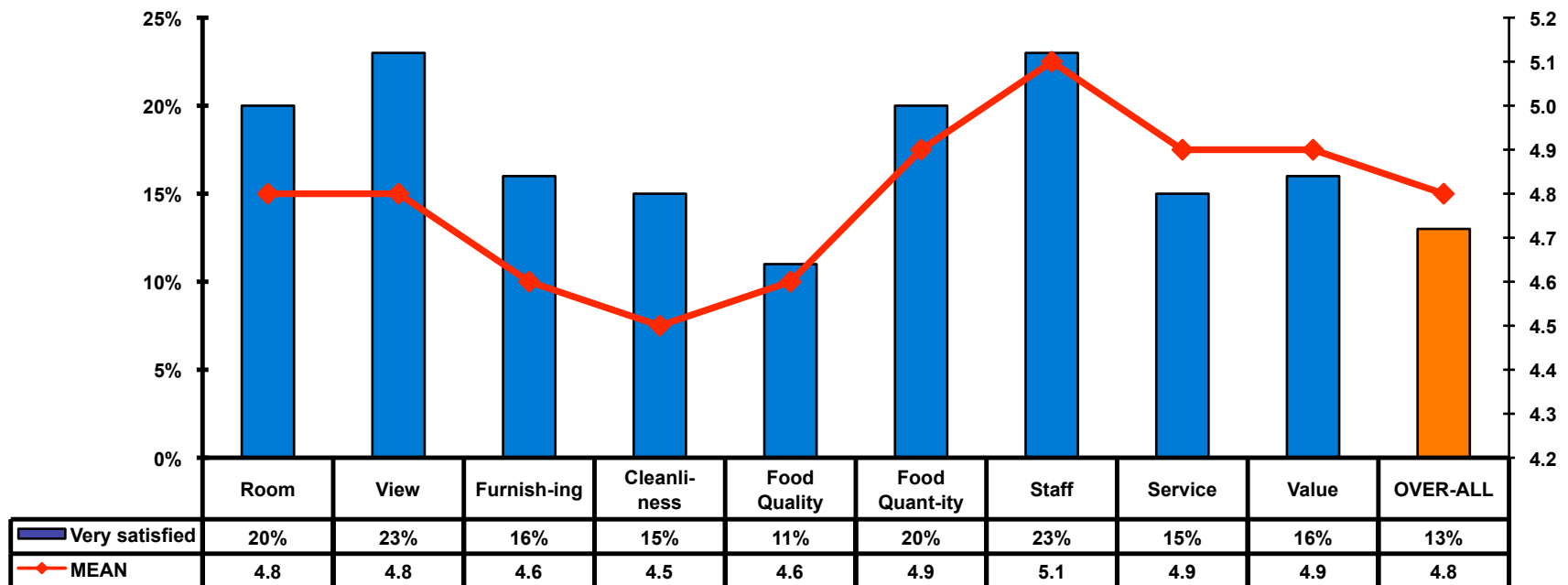


◆ Clean beach/park	5.5	5.7	5.5	5.5								
■ Ease getting around	5.2	5.5	5.4	5.3								
■ Safe walk night	4.8	4.9	4.8	4.9								
▲ Price	4.6	4.7	4.8	4.6								
■ Overall	5.7	5.8	5.8	5.7								

Quality of Accommodations

7pt Rating Scale

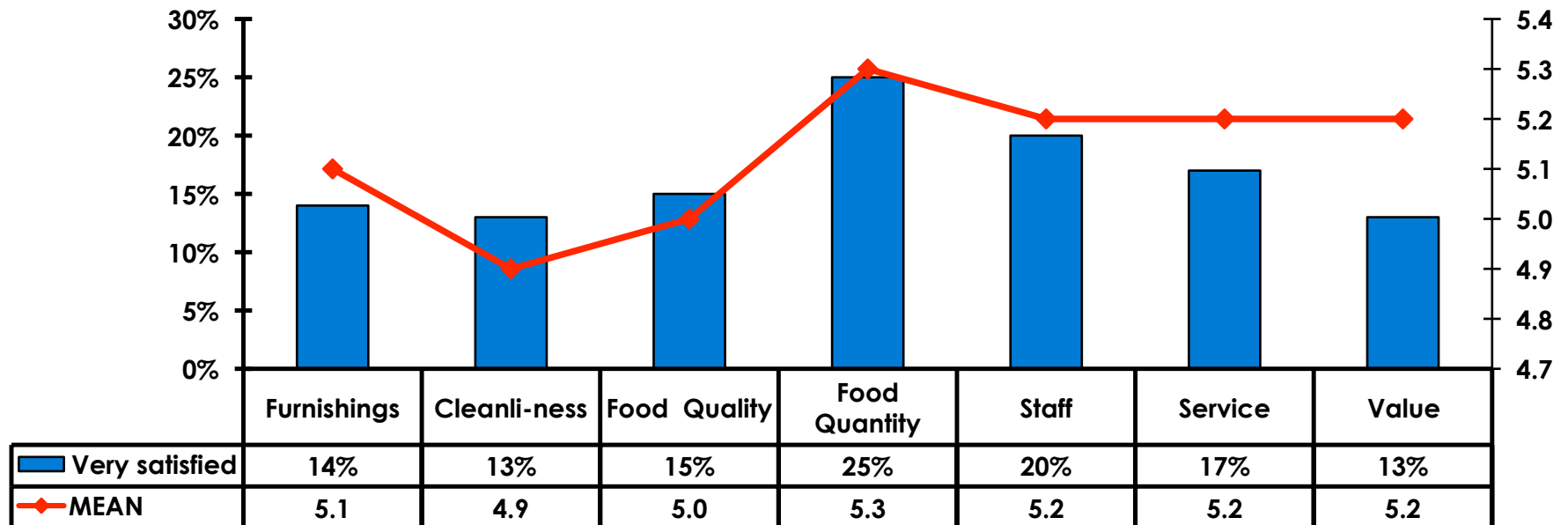
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

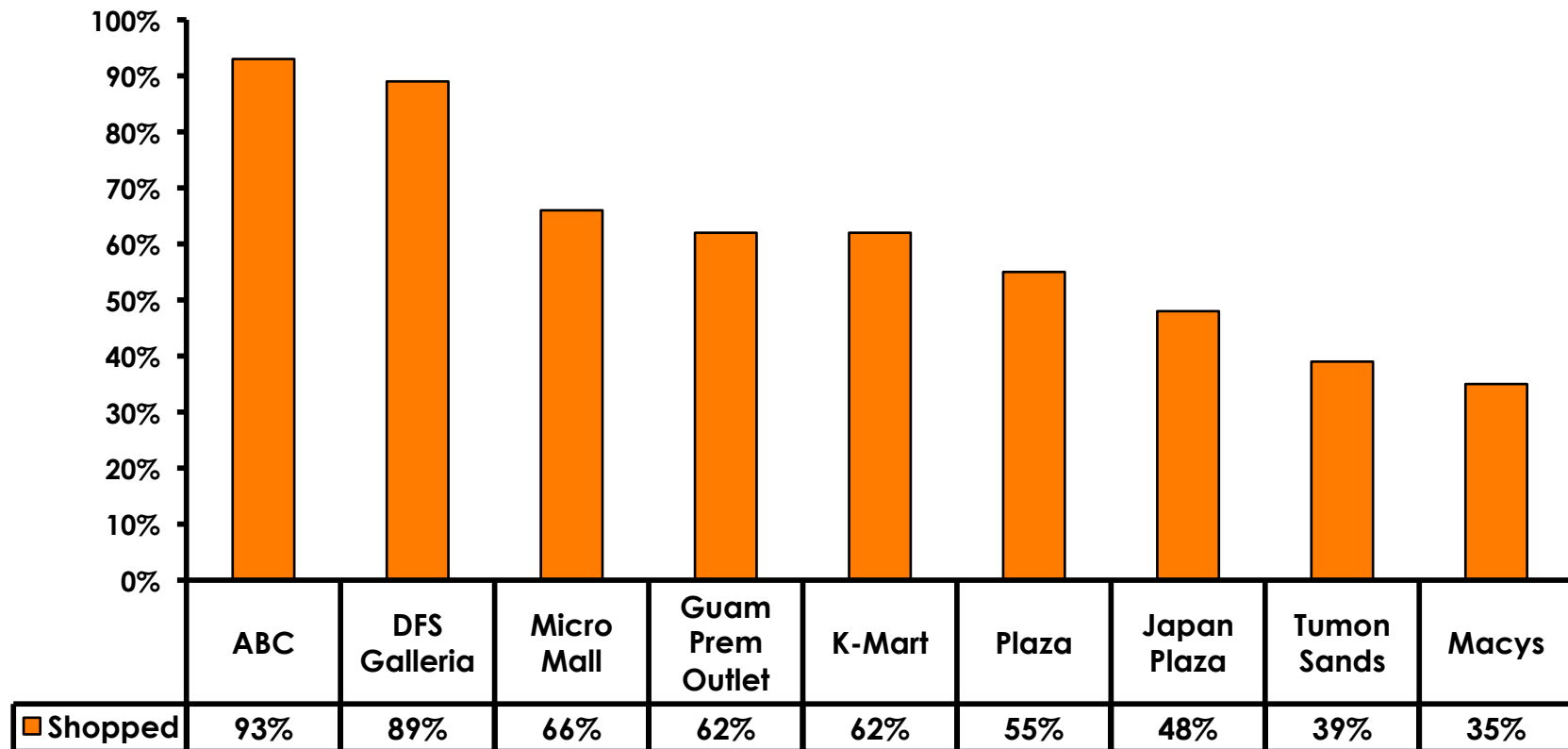
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

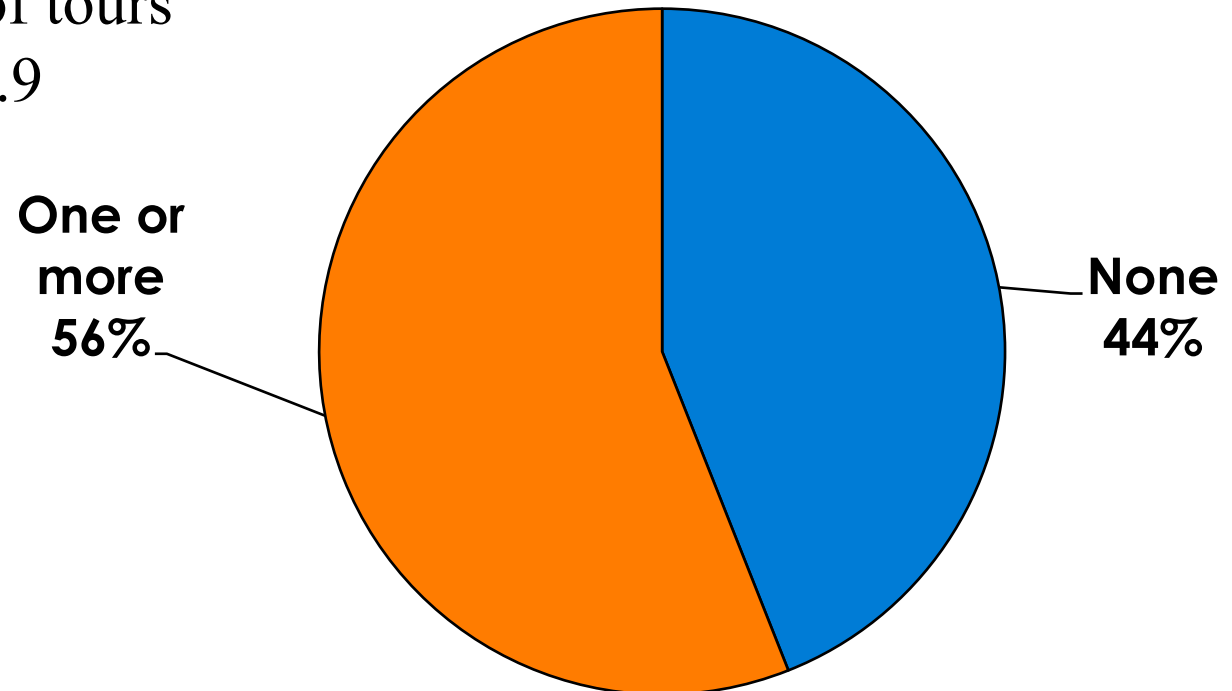
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

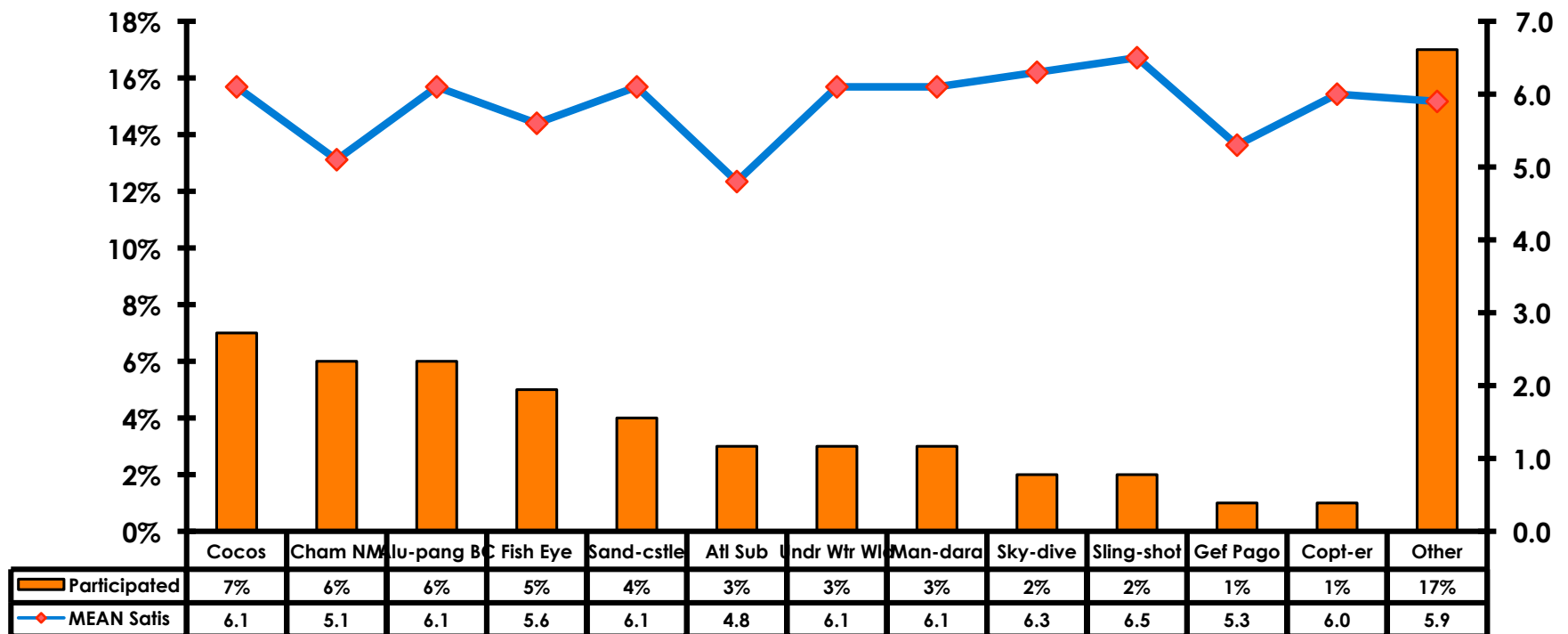
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 46%	Score of 6 to 7 = 46%
Score of 4 to 5 = 47%	Score of 4 to 5 = 47%
Score 1 to 3 = 7%	Score 1 to 3 = 8%
MEAN = 5.3	MEAN = 5.2

Optional Tour Participation

- Average number of tours participated in is .9



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 = 45%	Score of 6 to 7 = 42%
Score of 4 to 5 = 52%	Score of 4 to 5 = 54%
Score 1 to 3 = 3%	Score 1 to 3 = 4%
MEAN = 5.2	MEAN = 5.1

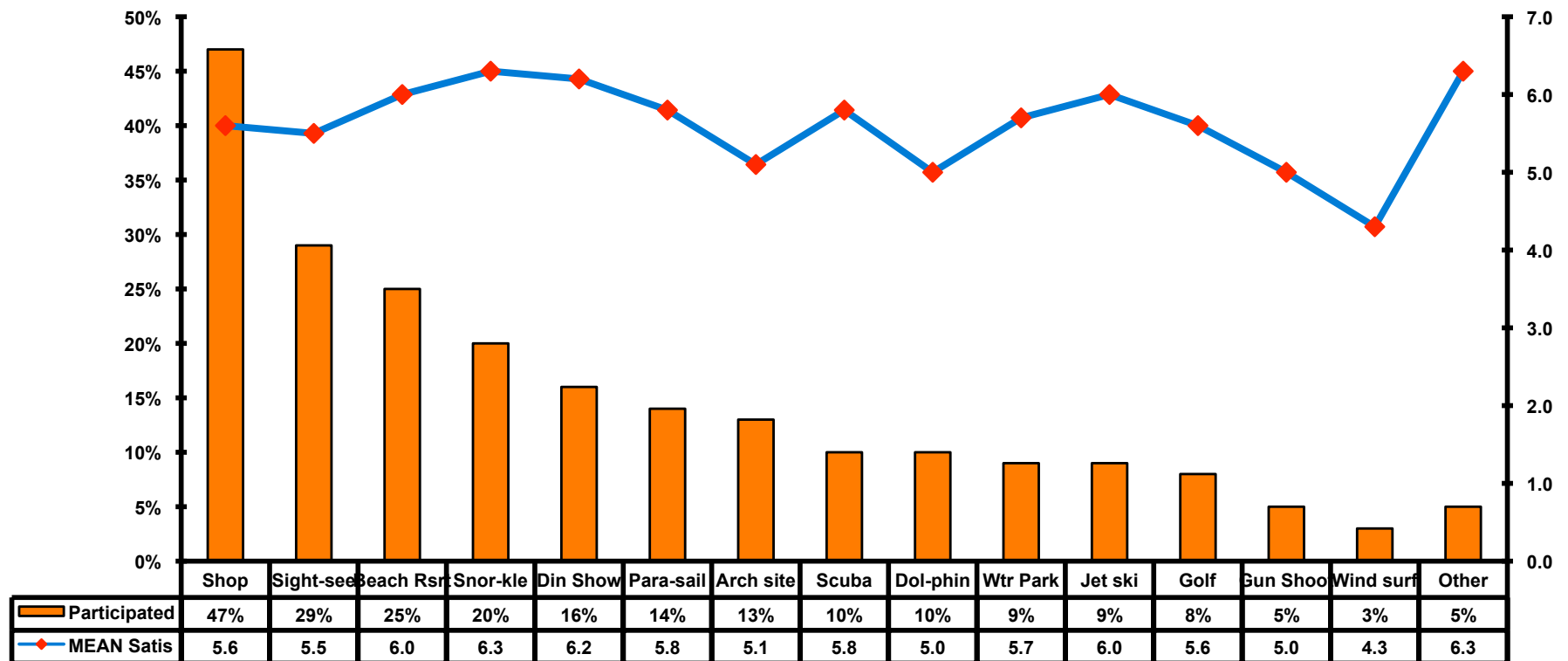
Night Tours Satisfaction

7pt Rating Scale

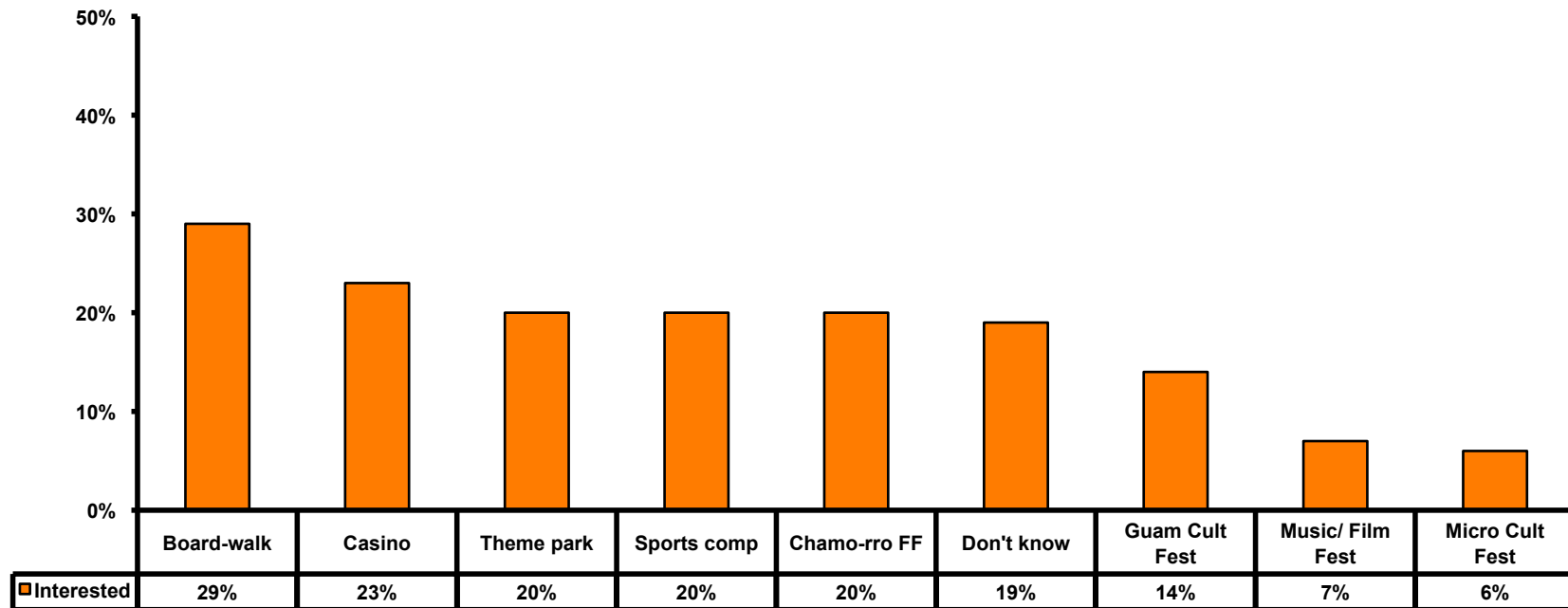
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 24%	Score of 6 to 7 = 22%
Score of 4 to 5 = 73%	Score of 4 to 5 = 73%
Score 1 to 3 = 3%	Score 1 to 3 = 5%
MEAN = 4.6	MEAN = 4.6

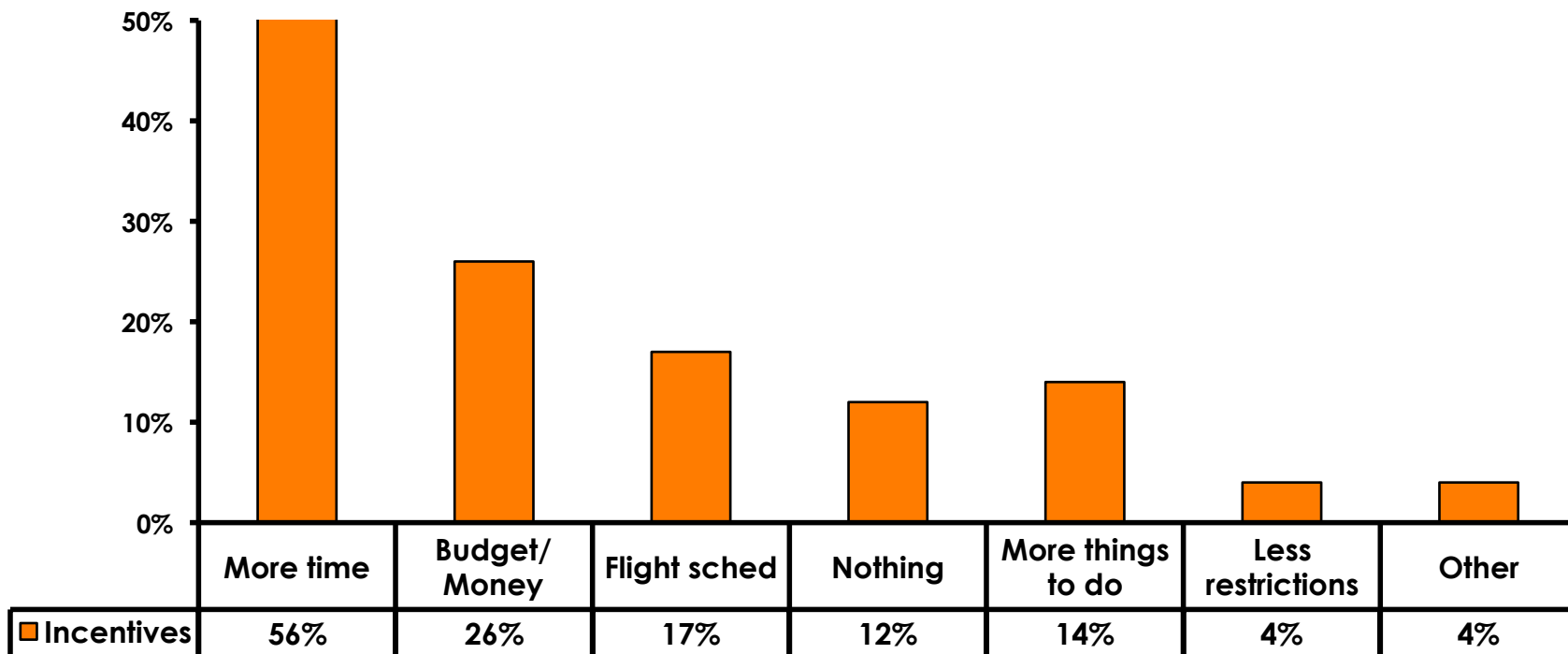
Satisfaction with Other Activities



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



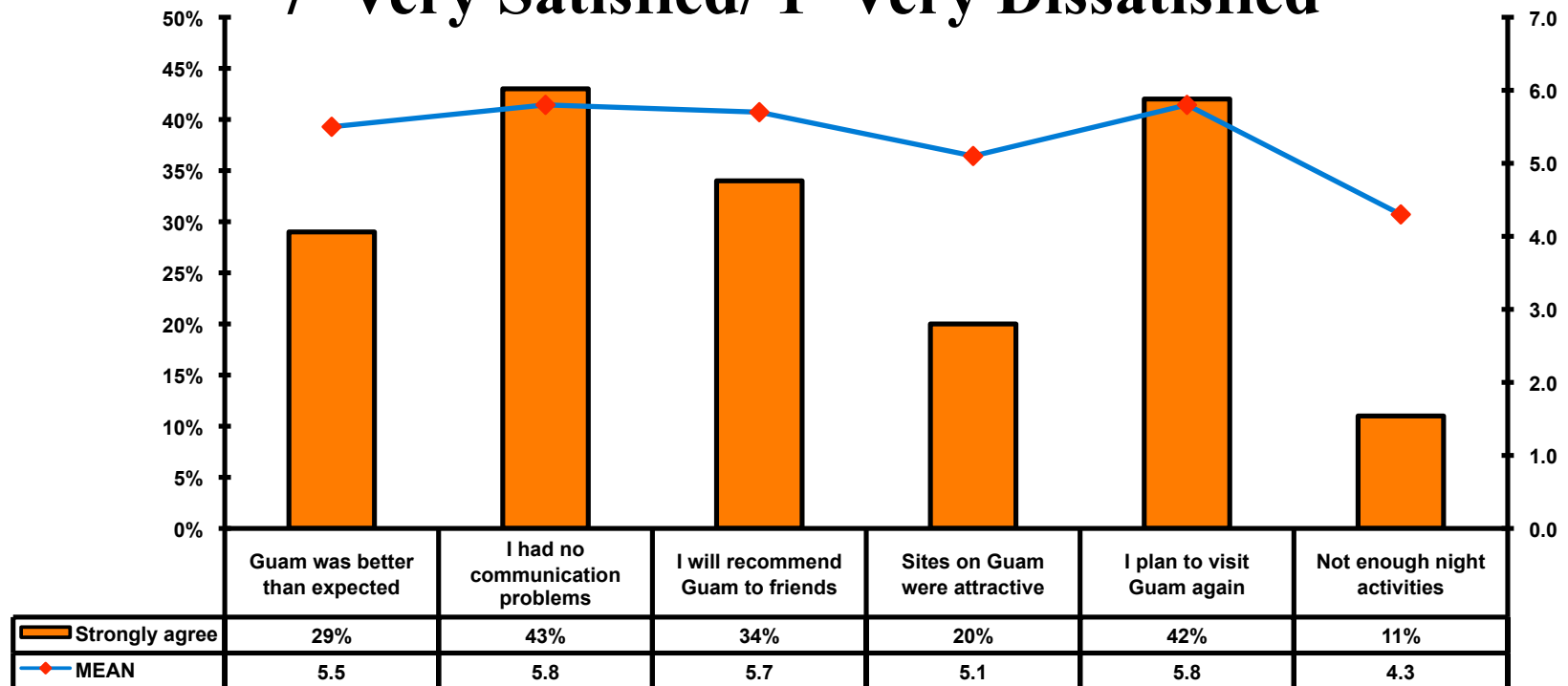
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

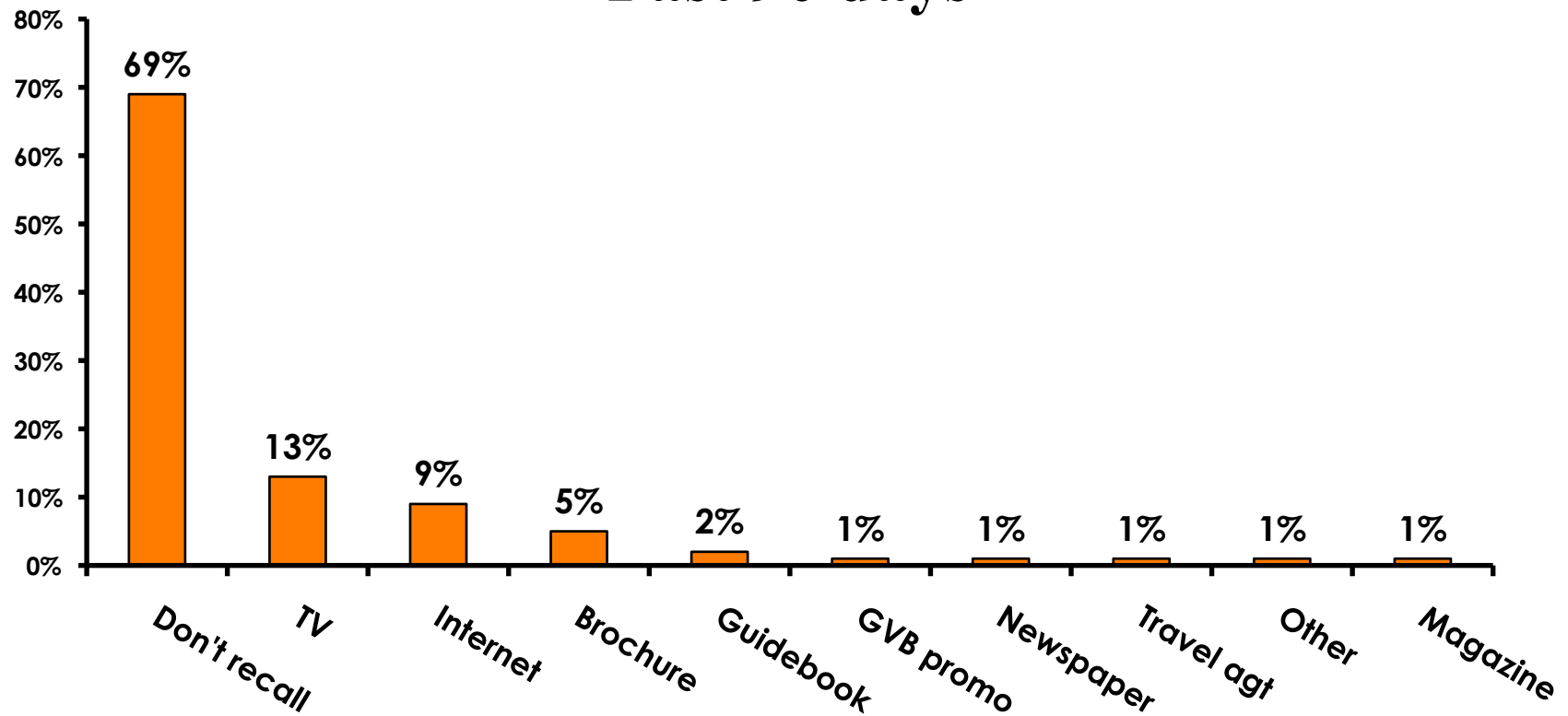
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days



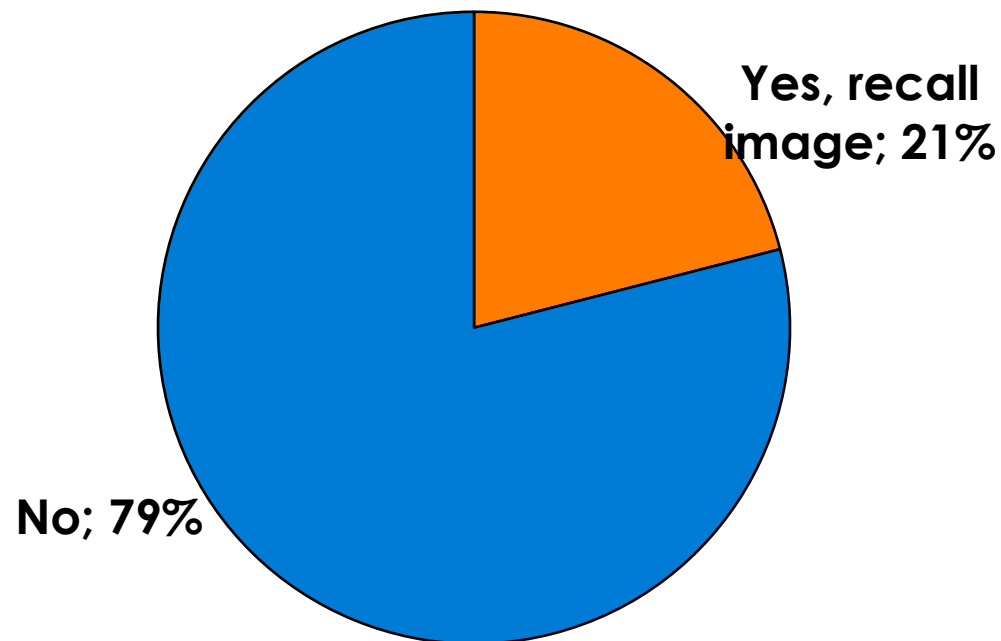
Message Recall

(Filter: recall ad/promo n=102)

- 63% An image
- 22% Other
- 11% Don't recall
- 7% Tag line

Aided Awareness - Image Test

(Filter: recall ad/promo n=101)



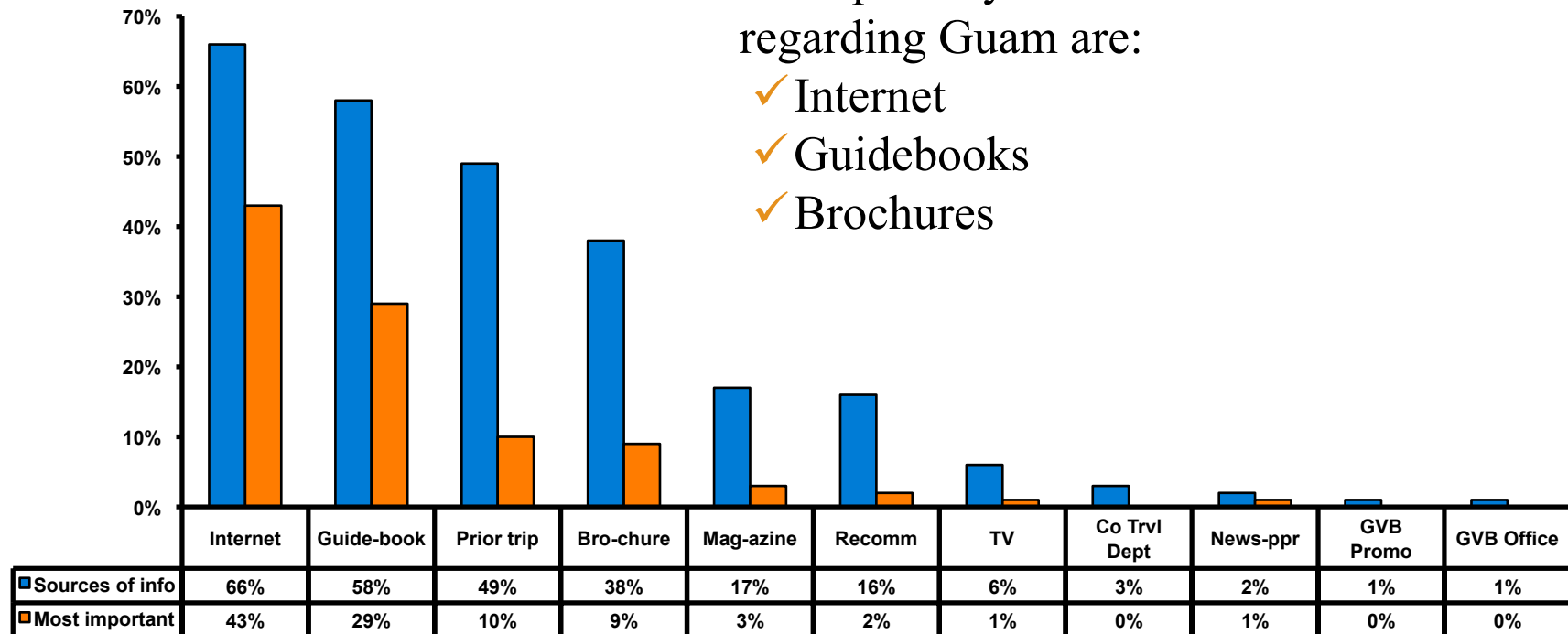
Aided Image Recall

(Filter: recall image n=21)

- **48%** - Koko Bird – Sr. Version
(Shimura's Zoo Program Ad)
- **43%** - Guam Wedding (Nodame
Canterbible Cinema Ad)
- **19%** - Koko Bird – OL Version
(Asada! Namadesu Tabi Salad
Program Ad)

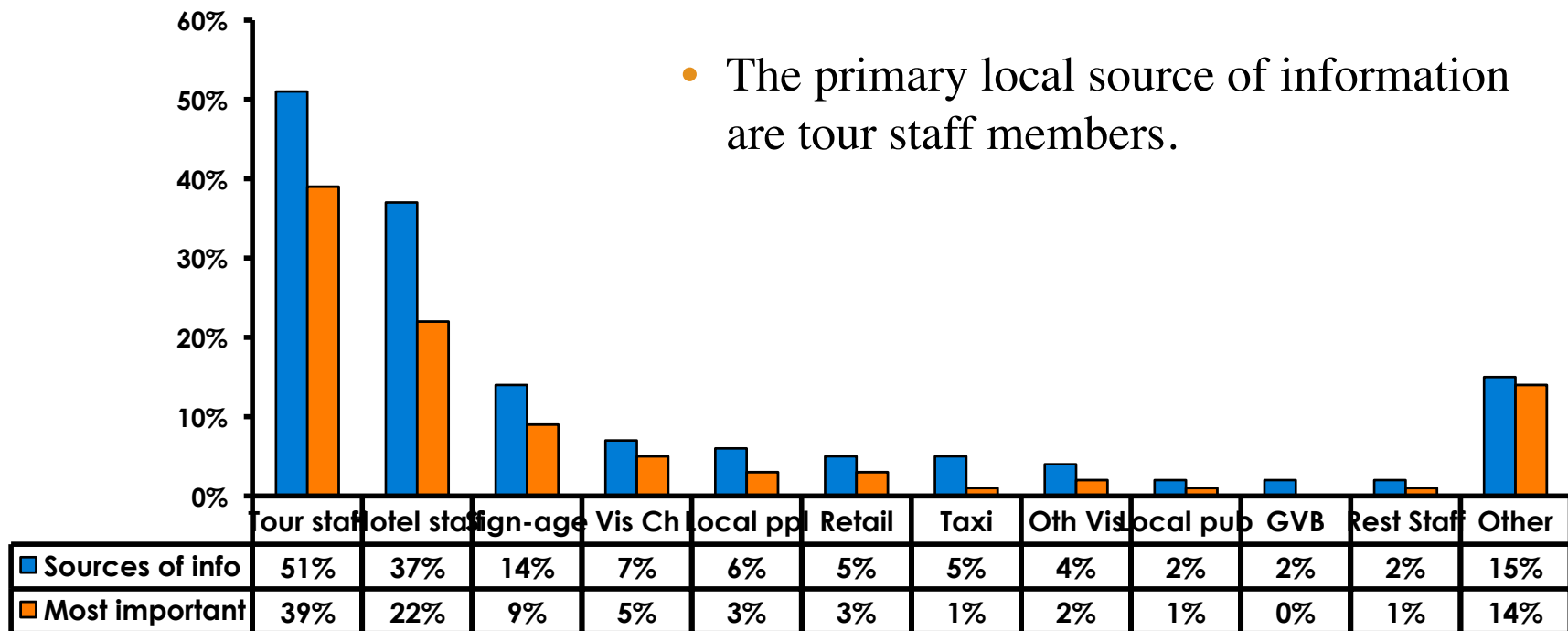
Sources of Information Pre-arrival

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



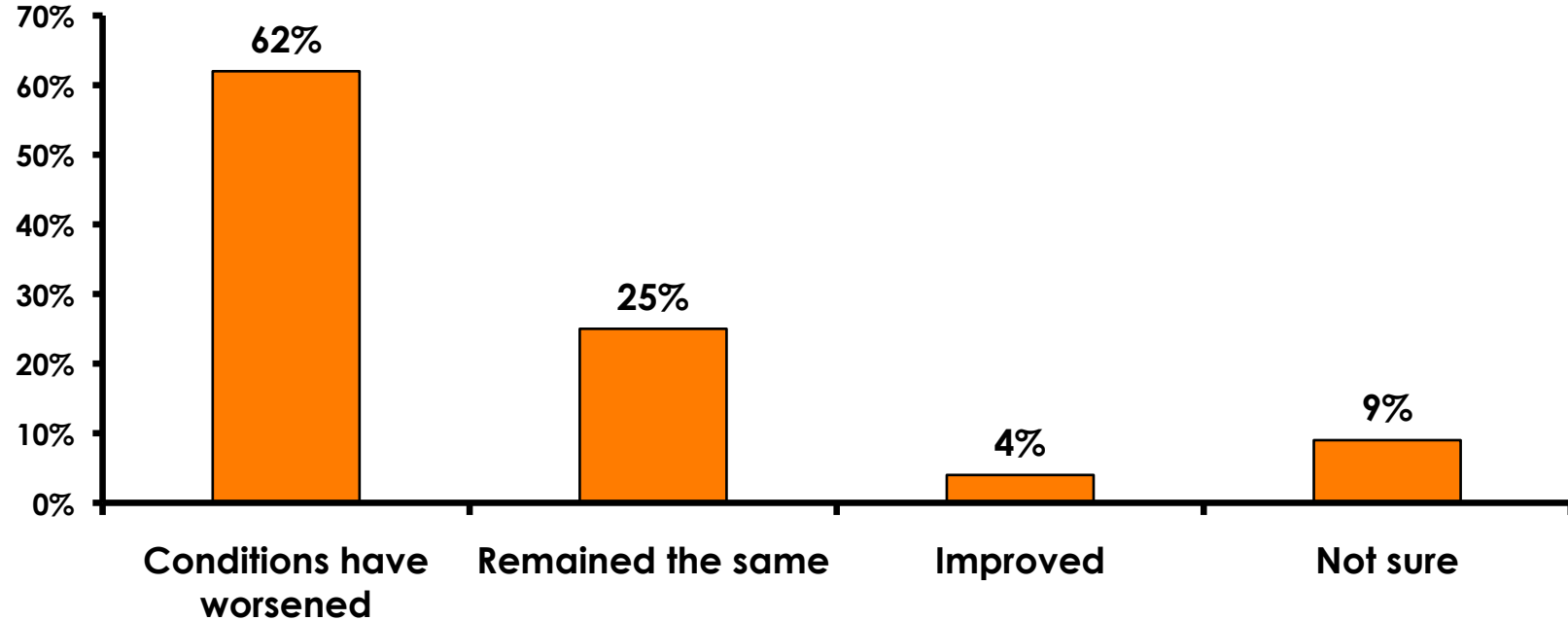
Sources of Information Post-arrival

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



SECTION 6
OTHER ISSUES

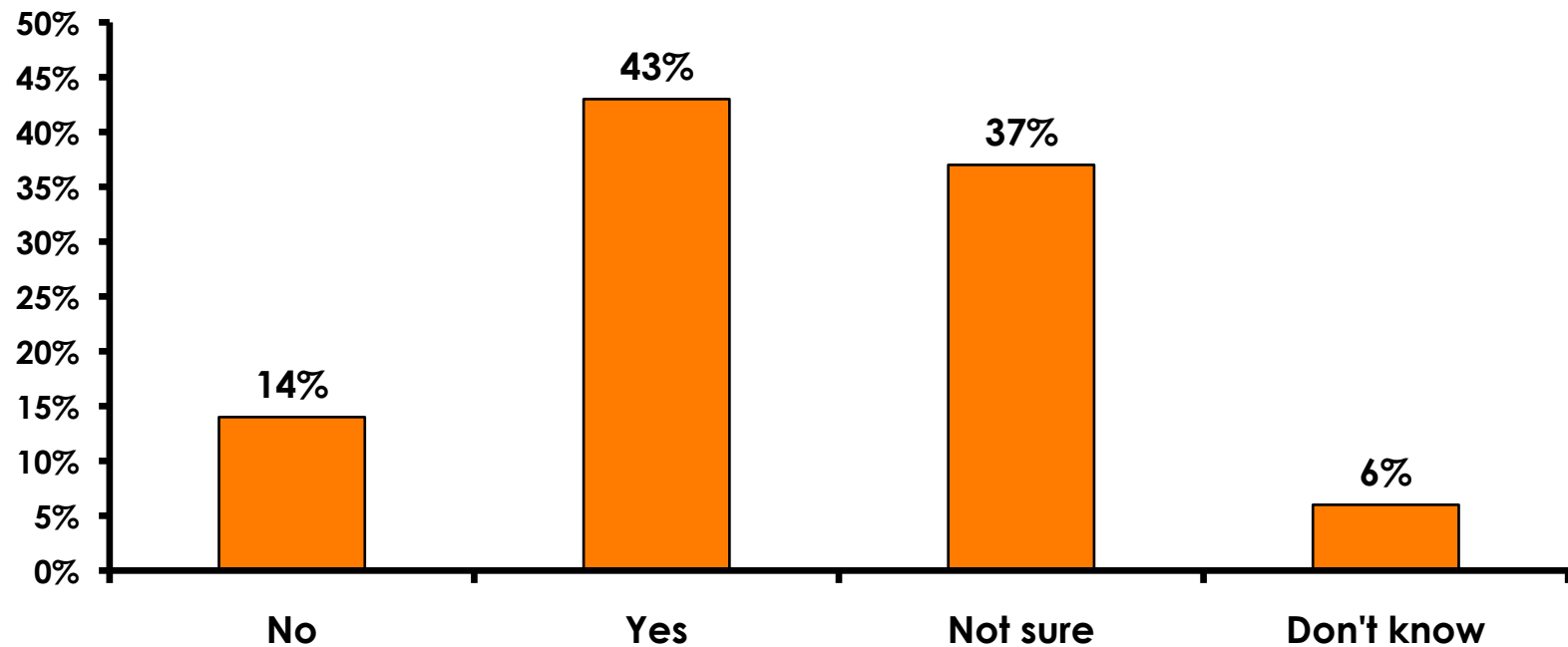
Rating the Japan economy compared to 12 months ago - Overall



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	20%	61%	60%	73%	59%	63%	60%	62%	59%	64%	76%	50%
	Conditions have remained the same	20%	23%	30%	20%	26%	24%	30%	30%	30%	30%	13%	50%
	Conditions have improved	20%	6%	1%	3%	5%	3%	5%	3%	5%	4%	7%	
	Do not know	40%	9%	9%	3%	10%	11%	5%	5%	5%	2%	4%	
Total	Count	5	108	113	64	39	38	40	37	76	50	46	2

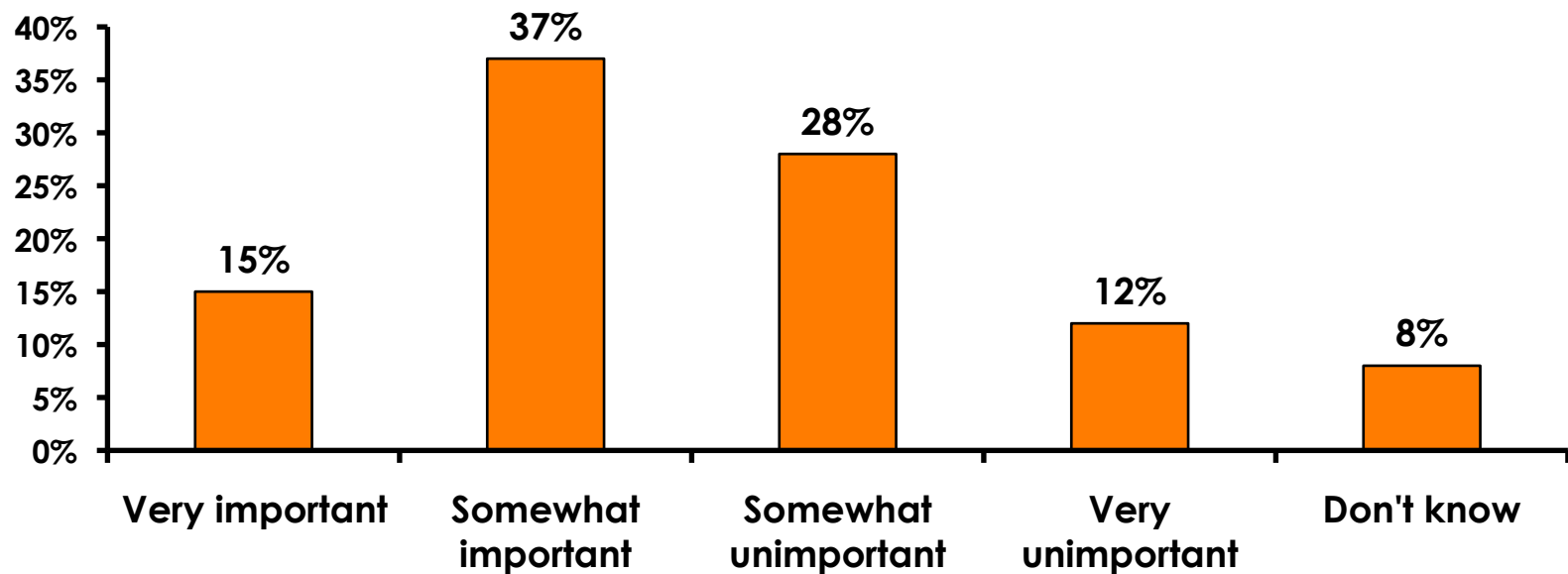
Good time to spend money on travel outside of Japan - Overall



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	40%	18%	13%	6%	13%	18%	15%	14%	11%	14%	16%	50%
	Yes	20%	42%	42%	45%	46%	46%	48%	38%	45%	46%	47%	50%
	Not sure		33%	39%	45%	36%	26%	38%	43%	45%	36%	36%	
	Do not know	40%	7%	6%	3%	5%	10%		5%		4%	2%	
Total	Count	5	108	113	64	39	39	40	37	76	50	45	2

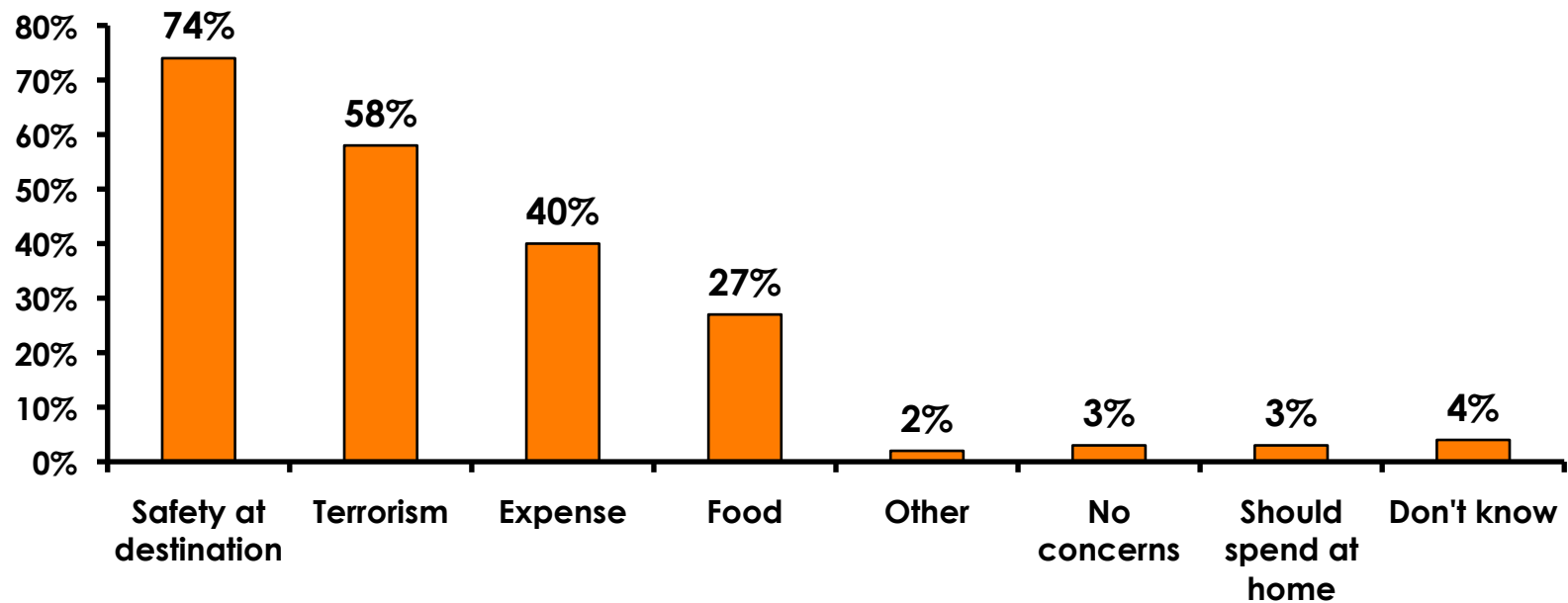
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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		13%	13%	9%	13%	13%	13%	16%	11%	6%	17%	50%
	Somewhat unimportant	40%	28%	26%	33%	23%	15%	20%	32%	28%	36%	41%	
	Somewhat important	20%	39%	41%	33%	28%	41%	53%	30%	37%	46%	26%	50%
	Very important	20%	11%	14%	17%	28%	21%	10%	19%	24%	8%	11%	
	Do not know	20%	9%	6%	8%	8%	10%	5%	3%	1%	4%	4%	
Total	Count	5	109	113	64	39	39	40	37	76	50	46	2

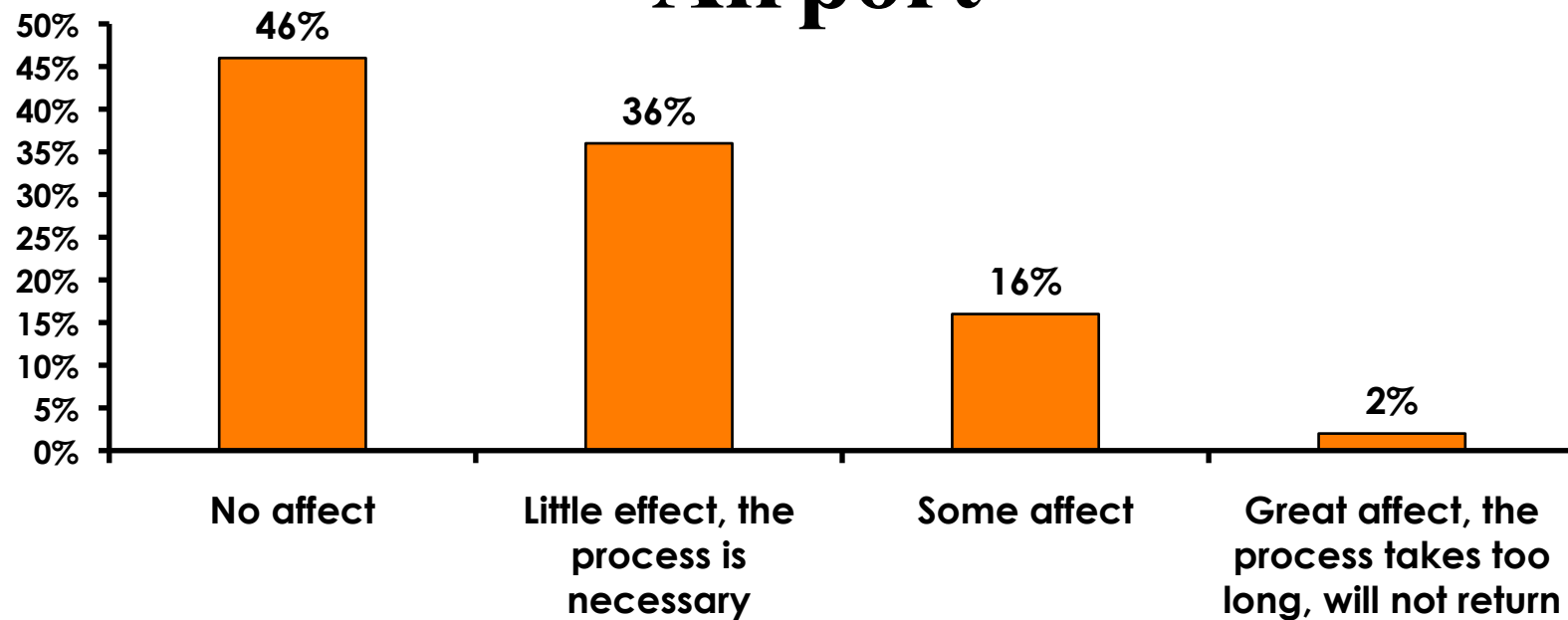
Concerns about travel outside of Japan - Overall



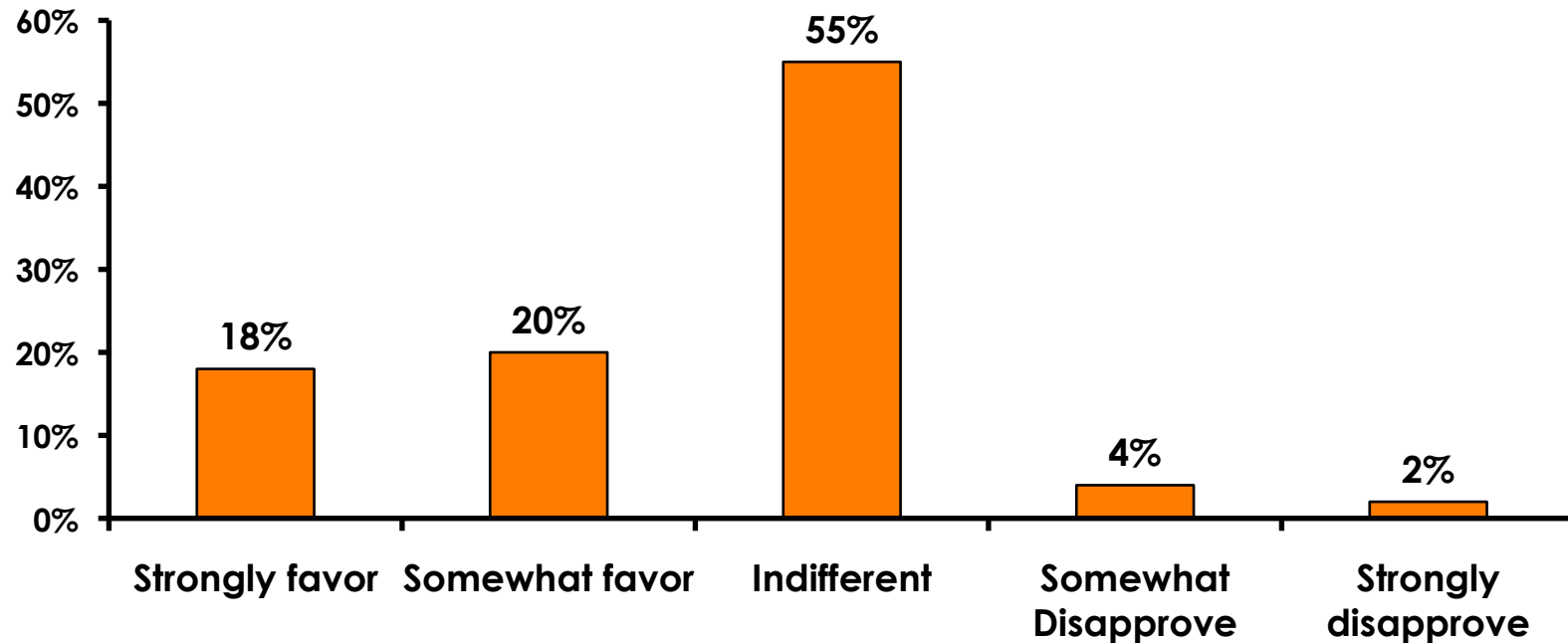
Concerns about travel outside of Japan - By Age & Income

	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	80%	80%	73%	73%	64%	64%	90%	70%	71%	86%	80%	50%
Terrorism	40%	58%	59%	67%	46%	64%	58%	70%	58%	62%	61%	50%
Expense	40%	42%	40%	36%	38%	33%	50%	51%	36%	42%	39%	50%
Food	20%	25%	32%	22%	26%	26%	30%	30%	25%	24%	28%	
Spending money abroad when it should be spent at home		6%	3%		3%		3%	8%	4%	4%		50%
Do not know		5%	4%	3%	5%	5%				2%	2%	
No concerns	20%	3%	2%	3%	3%	5%	3%		4%		2%	
Other		2%	3%	3%	3%				3%		9%	
Total Cases	5	109	113	64	39	39	40	37	76	50	46	2

Security Screening/ Immigration Process at Guam International Airport



Increase Drinking Age to 21



Increase Drinking Age to 21 by Gender & Age

			GENDER		AGE		
			Male	Female	18-34	35-54	55+
Q.28.3	Strongly Favor	Count	36	24	26	26	8
		Col %	22.1%	14.6%	15.0%	20.0%	33.3%
	Somewhat favor	Count	27	40	34	27	6
		Col %	16.6%	24.4%	19.7%	20.8%	25.0%
	Indifferent	Count	87	93	103	69	8
		Col %	53.4%	56.7%	59.5%	53.1%	33.3%
	Somewhat disapprove	Count	8	4	5	5	2
		Col %	4.9%	2.4%	2.9%	3.8%	8.3%
	Strongly disapprove	Count	5	3	5	3	
		Col %	3.1%	1.8%	2.9%	2.3%	
Total	Count		163	164	173	130	24

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

- Mean Rating – **3.7** out of possible 7.0
- Agree (Score 6-7) – **15%**
- Neutral (Score 4-5) – **52%**
- Disagree (Score 1-3) – **34%**

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

