



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

JANUARY 2012



Prepared by: QMark Research

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Background & Methodology

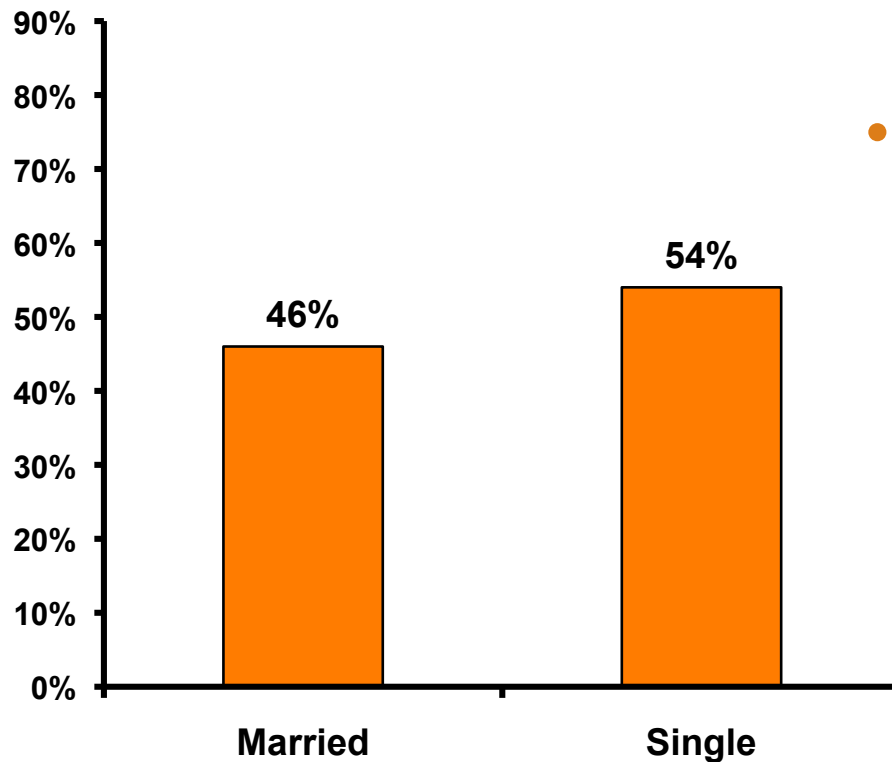
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **327** departing 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 **327** 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.

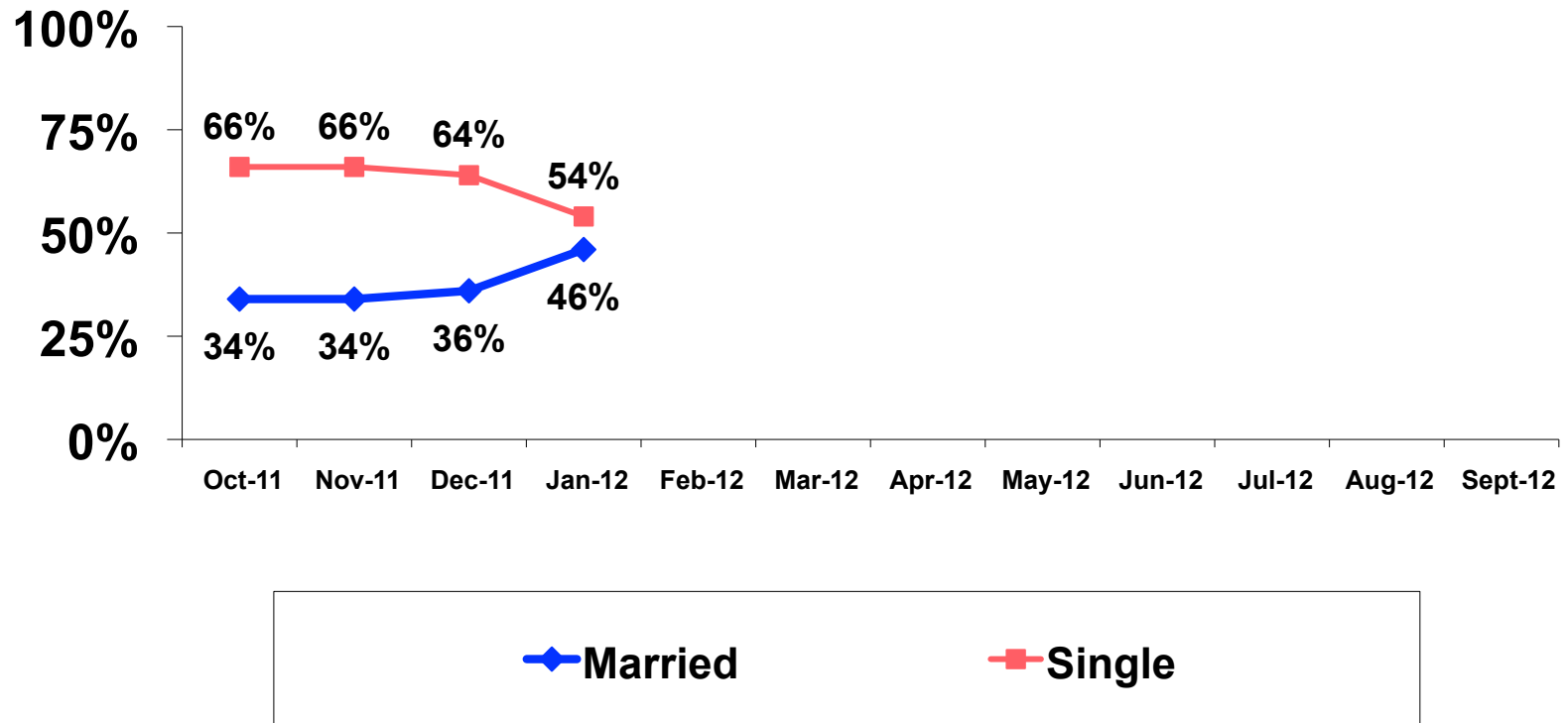
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

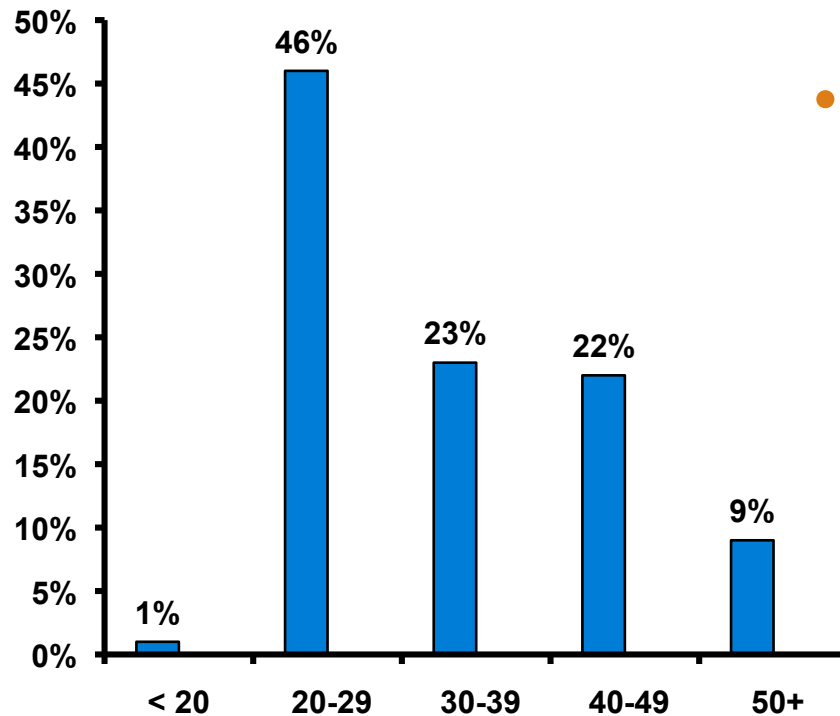


- 63% of 1st time visitors are single.

Marital Status

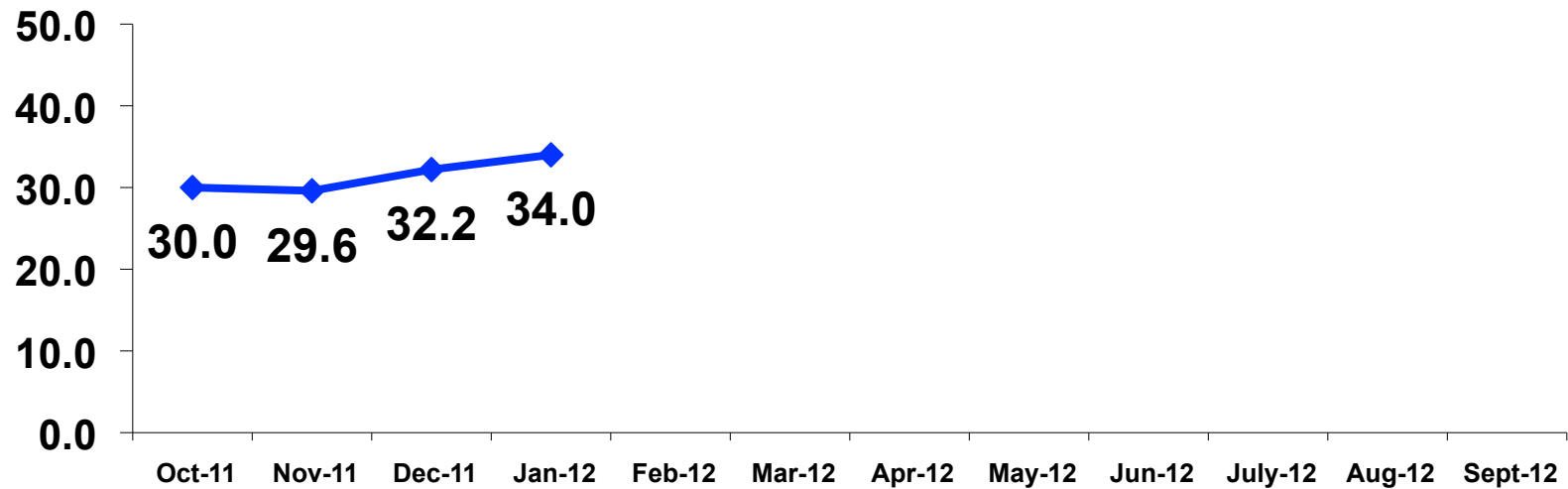


Age - Overall

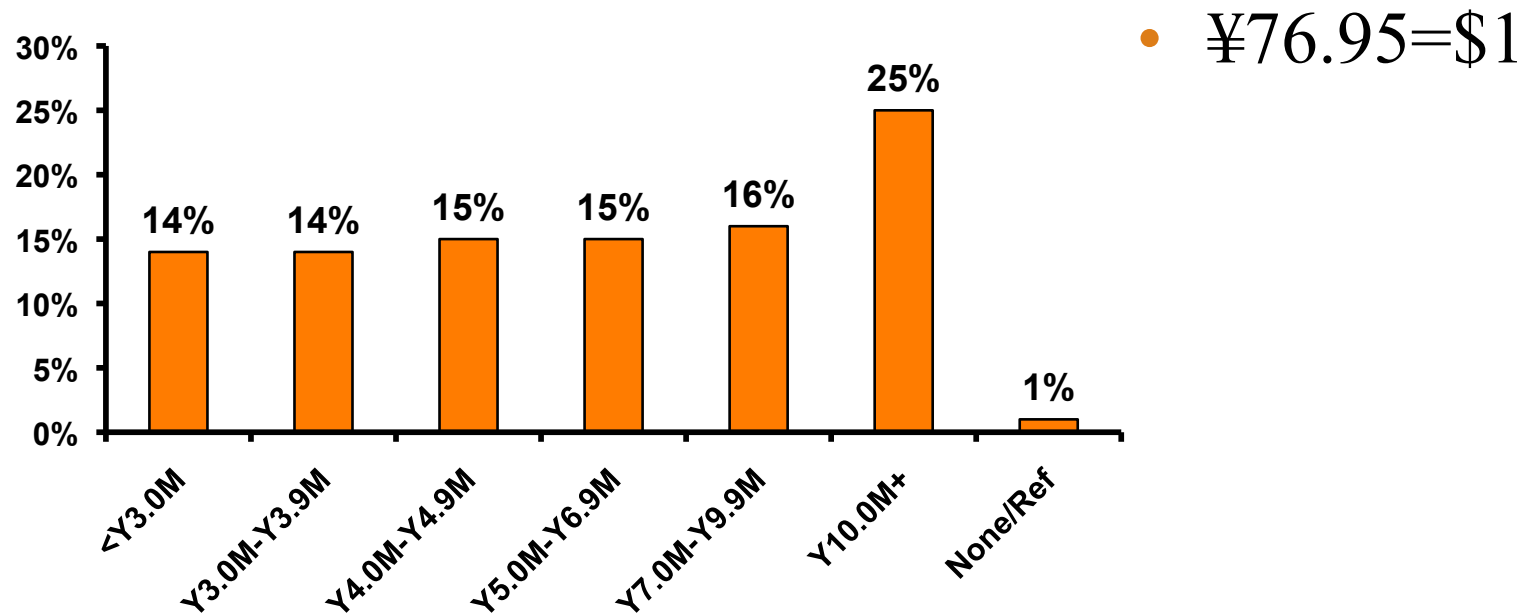


- The average age of the respondents is 34.0 years of age.

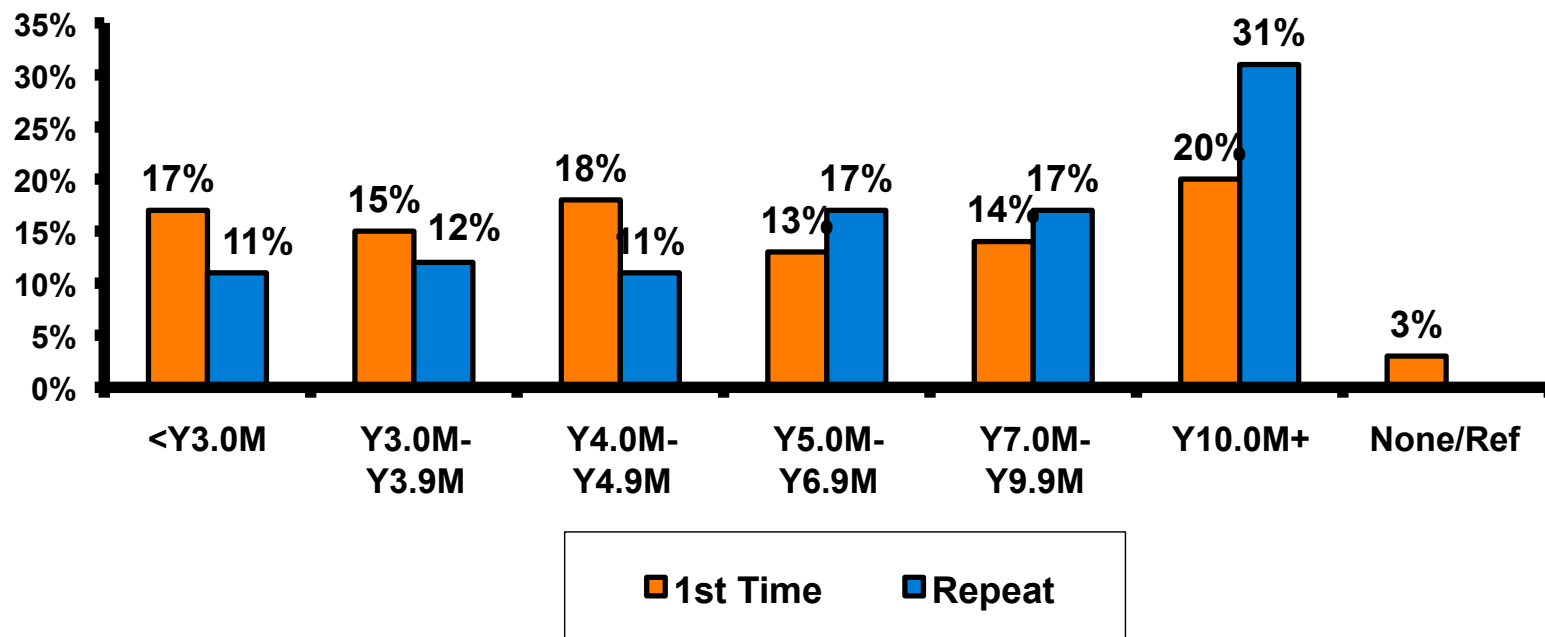
Average Age



Personal Income



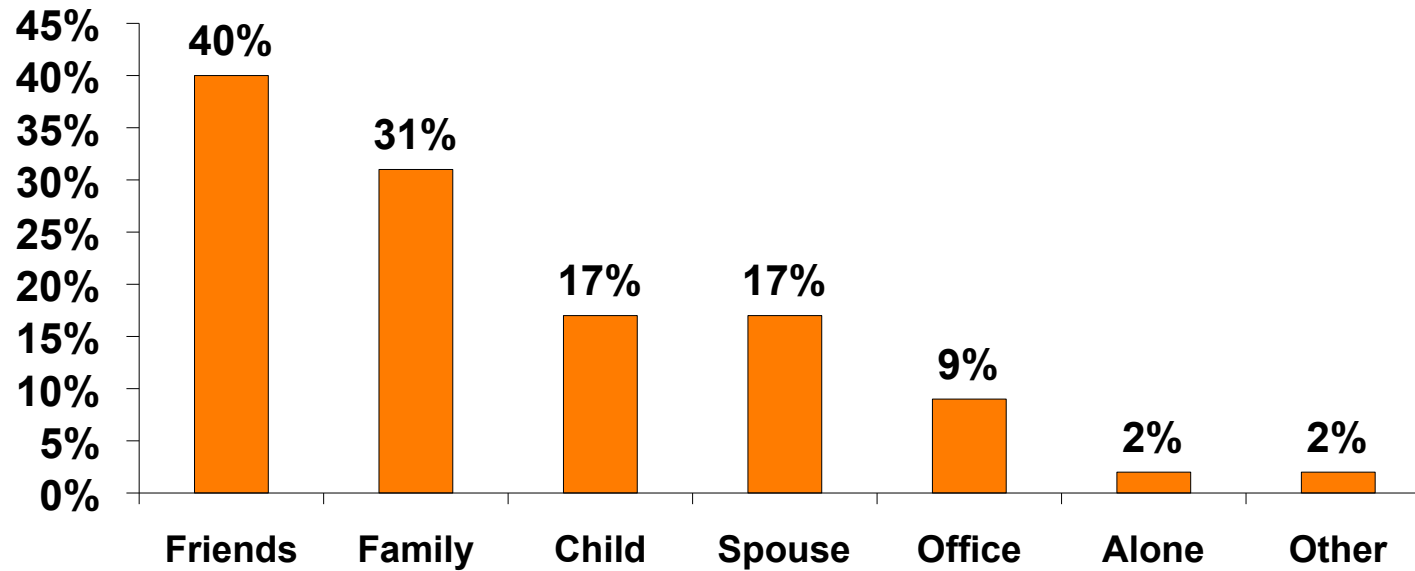
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	41	15	26		28	11	2	
		14%	10%	18%		21%	16%	3%	
Y3.0M-Y3.9M	Count	39	16	23	1	25	9	3	1
		14%	11%	16%	50%	19%	13%	5%	4%
Y4.0M-Y4.9M	Count	42	18	24		24	9	7	2
		15%	13%	17%		18%	13%	11%	8%
Y5.0M-Y6.9M	Count	43	20	23		11	11	16	5
		15%	14%	16%		8%	16%	26%	21%
Y7.0M-Y9.9M	Count	45	29	16		11	14	12	8
		16%	20%	11%		8%	21%	19%	33%
Y10.0M+	Count	72	42	30		29	13	22	8
		25%	29%	21%		22%	19%	35%	33%
No Inc	Count	4	3	1	1	3			
		1%	2%	1%	50%	2%			
Total	Count	286	143	143	2	131	67	62	24

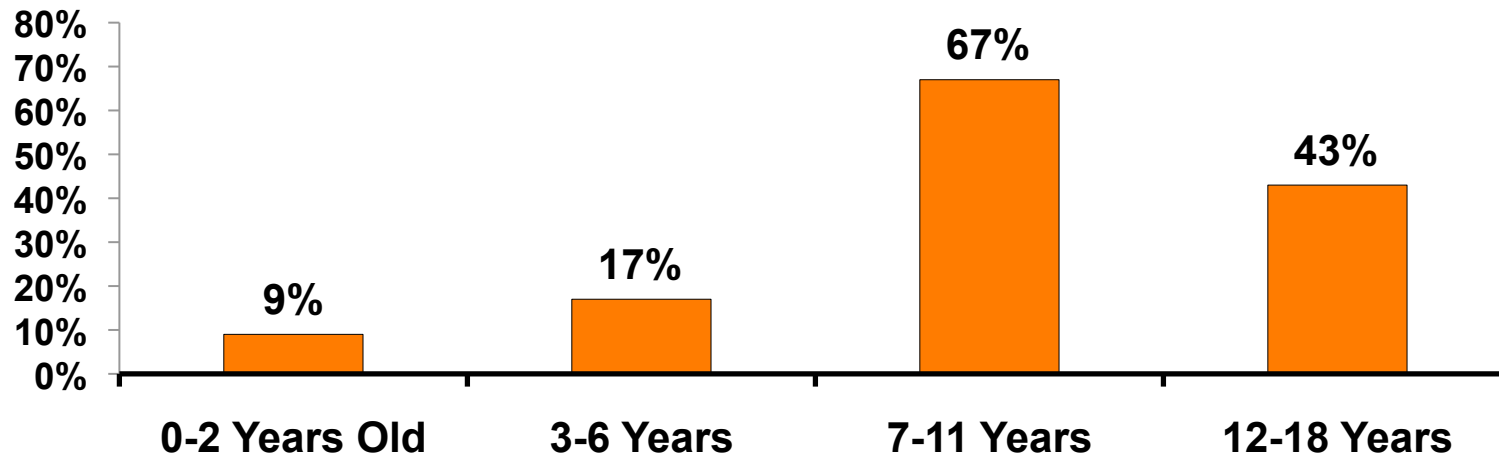
Travel Companions



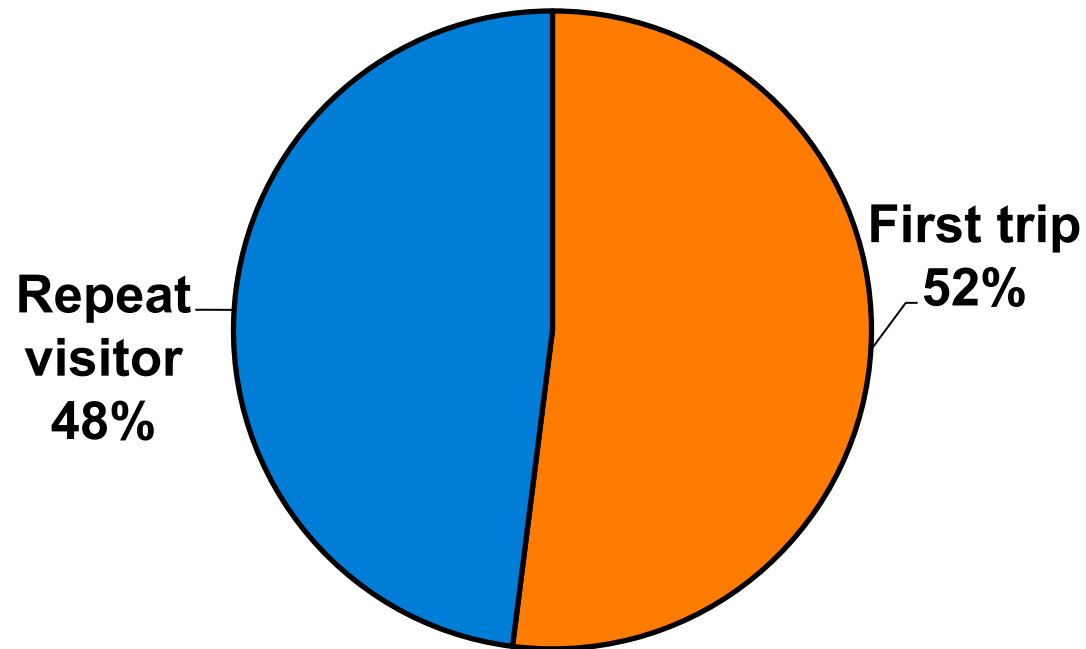
Number of Children Travel Party

N=54 total respondents traveling with children.

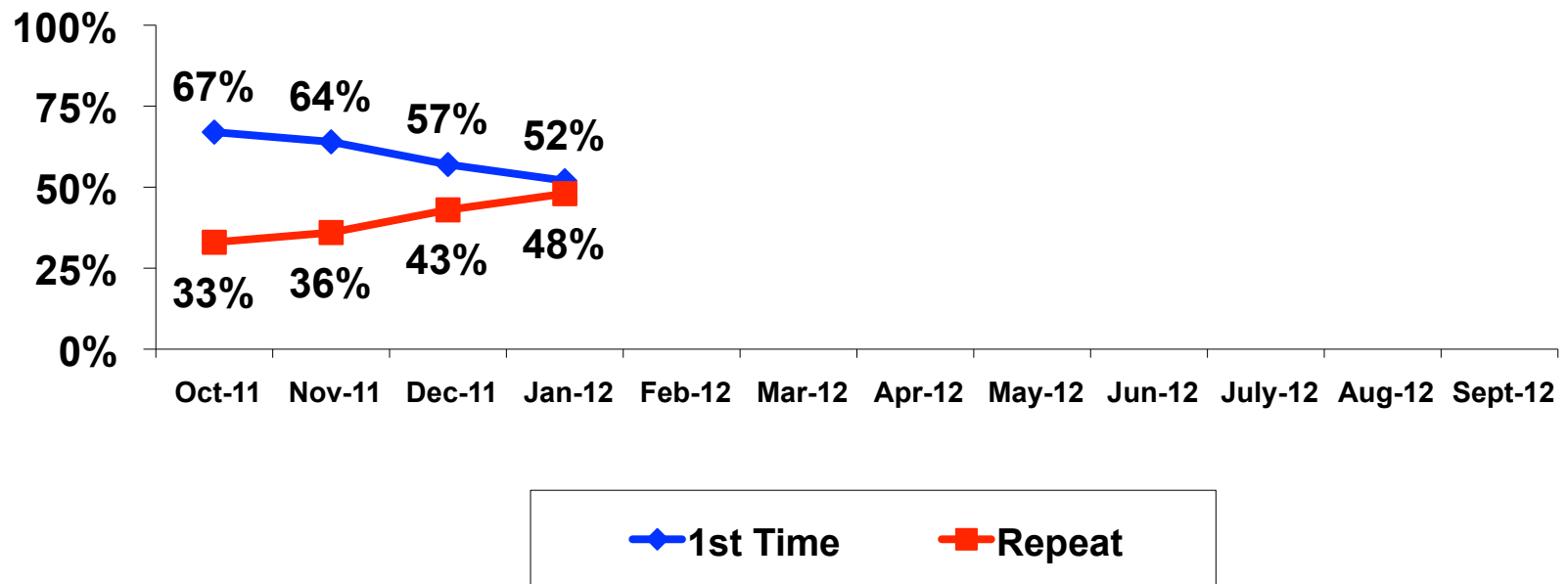
(Of those N=54 respondents, there is a total of 82 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



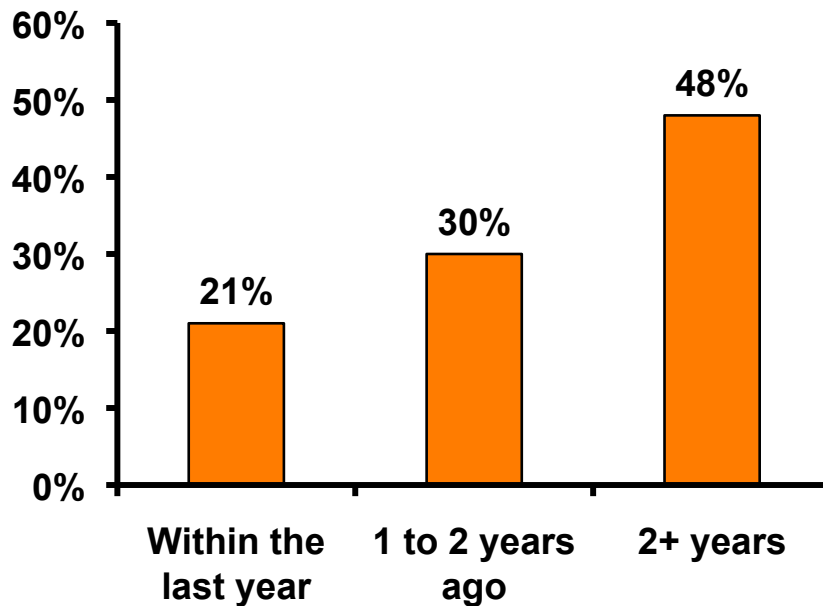
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	162	79	82
			50%	46%	53%
	Female	Count	165	91	73
			50%	54%	47%
Total		Count	327	170	155
AGE	<20	Count	2	2	
			1%	1%	
	20-29	Count	150	99	51
			46%	58%	33%
	30-39	Count	74	37	36
			23%	22%	23%
	40-49	Count	71	23	47
		22%	14%	30%	
	50+	Count	30	9	21
			9%	5%	14%
Total		Count	327	170	155

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

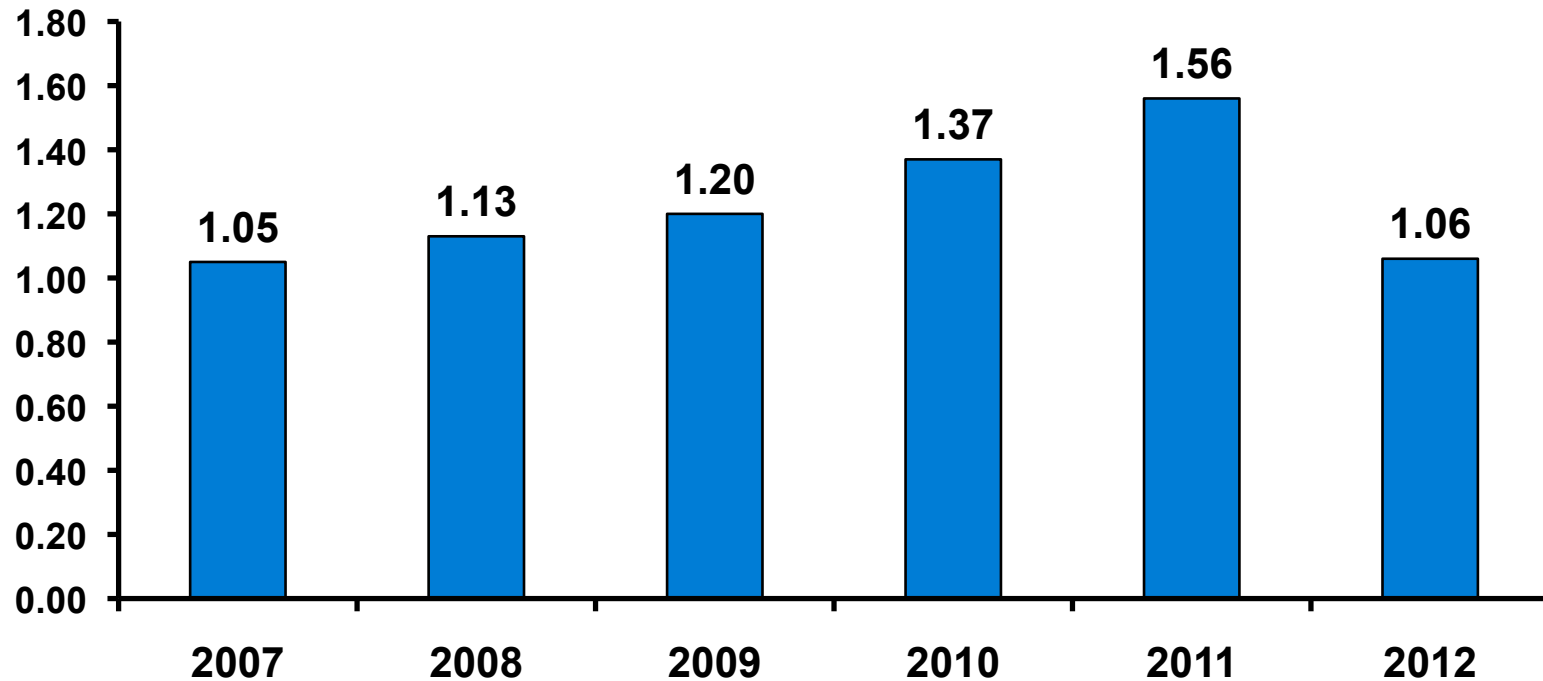
Repeat Visitors Last Trip

n = 155



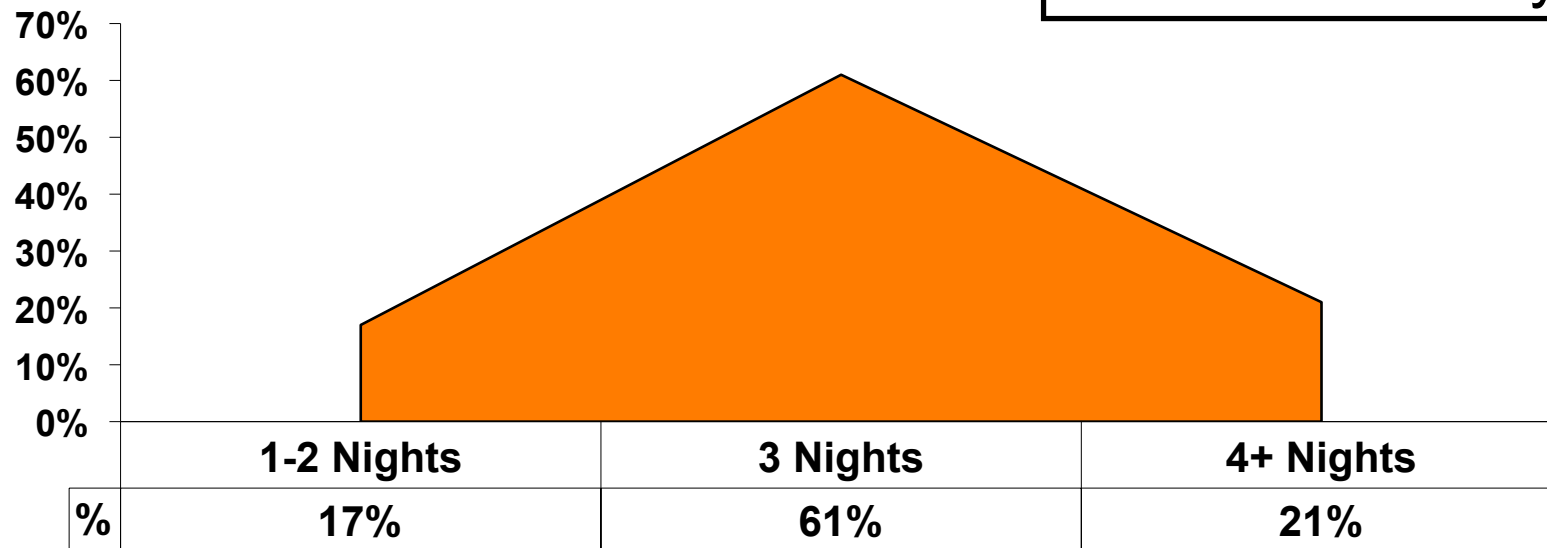
- The average repeat visitor has been to Guam 3.8 times.
- Roughly half of the repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2006-2012) (2 nights or more)

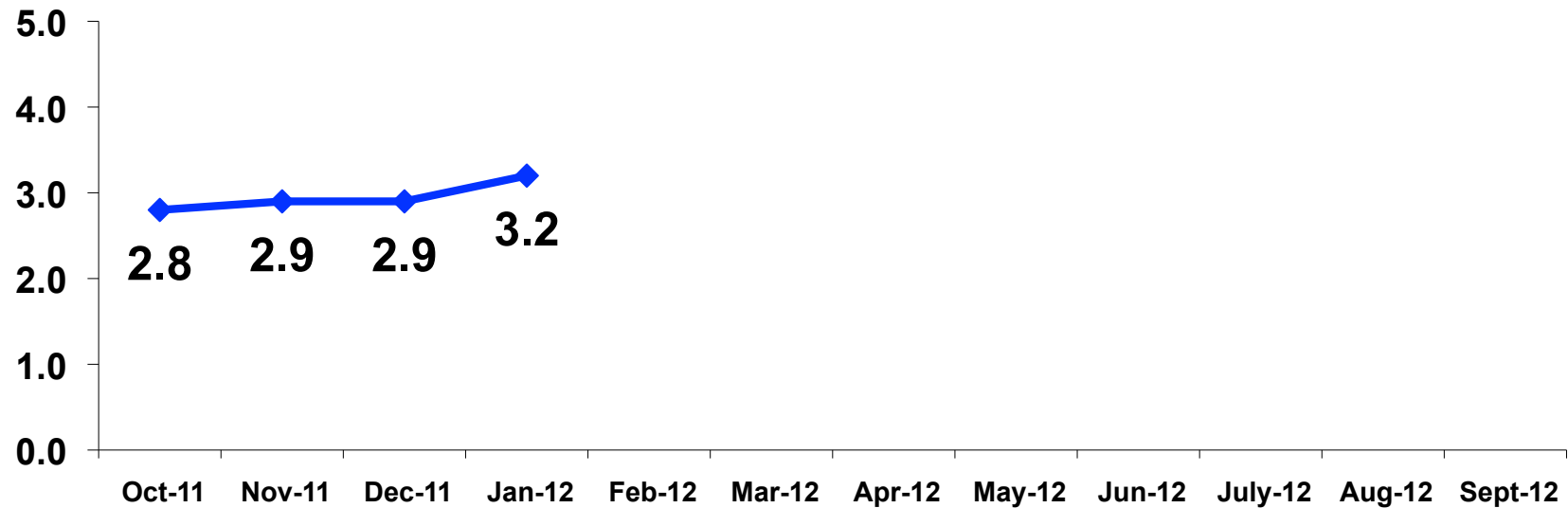


Length of Stay

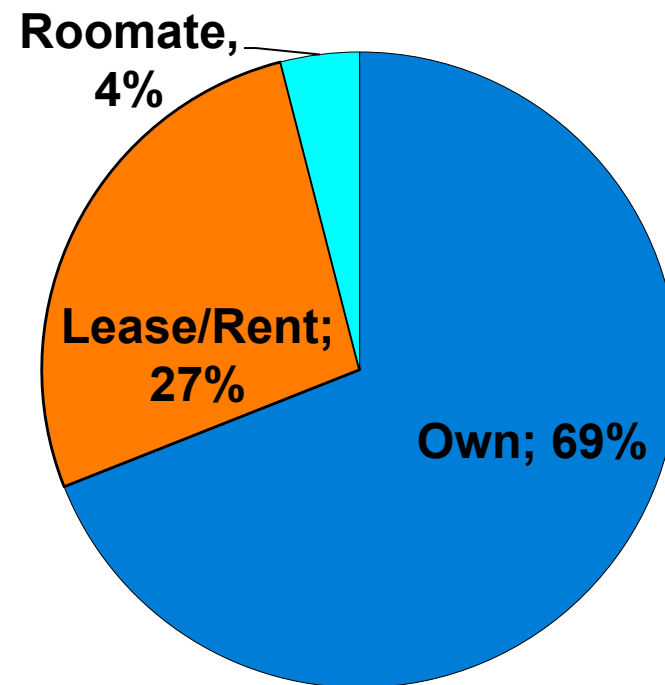
Mean = 3.20 Days
Median = 3.0 Days



Average Length of Stay



Living Accommodations

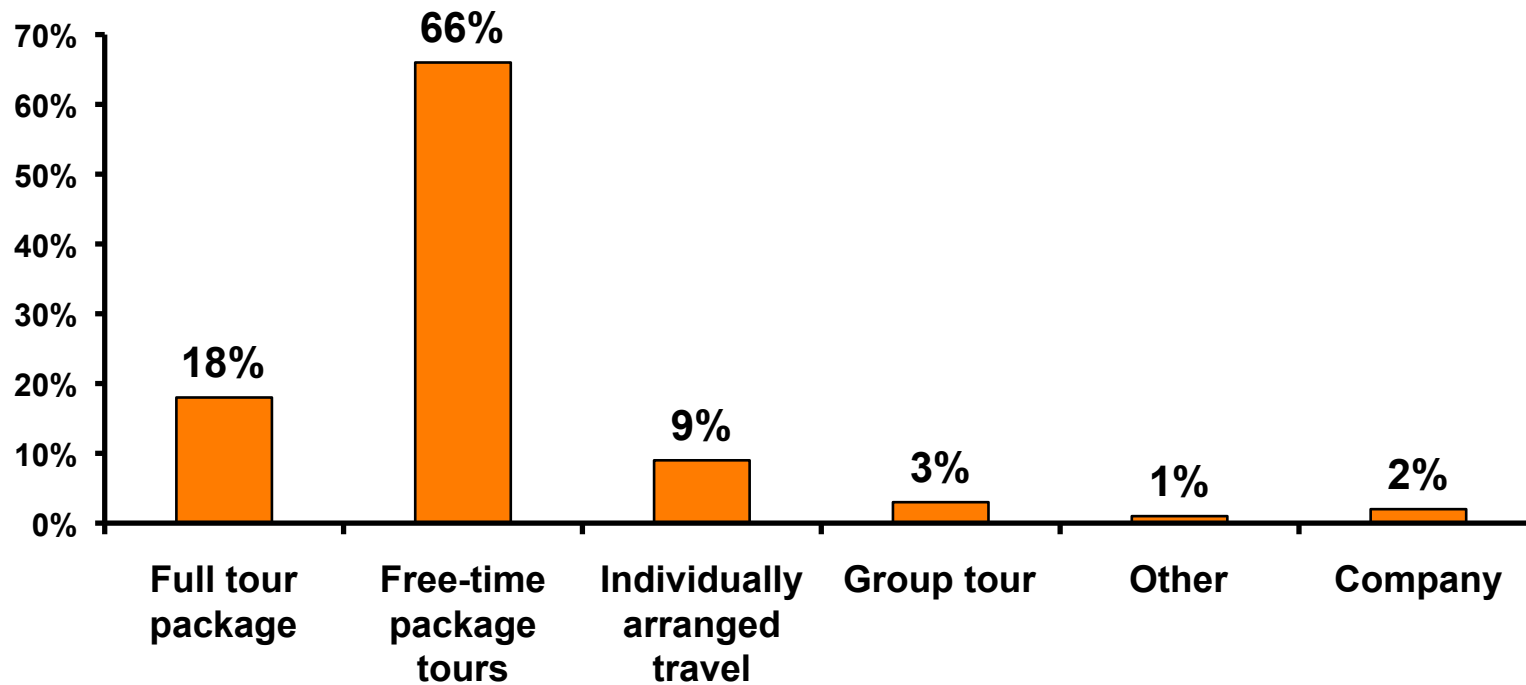


Occupation by Income

	TOTAL	PERSONAL INCOME							No Inc
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+		
Q.29 Co. Employee: Office Worker Non-Managerial	17%	24%	26%	21%	16%	11%	13%	100%	
Co. Employee: Engineer	14%	15%	29%	17%	14%	13%	6%		
Co. Employee: Salesperson	11%	5%	5%	19%	19%	16%	7%		
Student	12%	15%	5%	7%	7%	9%	10%		
Self Employed	10%	7%	3%	7%	12%	18%	14%		
Teacher	6%	2%	8%	5%	9%	7%	7%		
Co. Employee: Manager	5%		5%	2%	9%	2%	13%		
Homemaker	6%	2%		12%	9%	7%	3%		
Professional or Specialist	5%	7%	3%	7%		4%	8%		
Co. Employee: Executive	5%				2%	11%	13%		
Other	3%	10%	13%				1%		
Skilled Worker	2%	5%	3%		2%		3%		
Government Employee: Office Worker Non-Managerial	1%	5%		2%		2%			
Freeter	1%	2%					3%		
Government Employee: Manager	0%						1%		
Unemployed	0%								
Total Count	316	41	38	42	43	45	72	4	

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

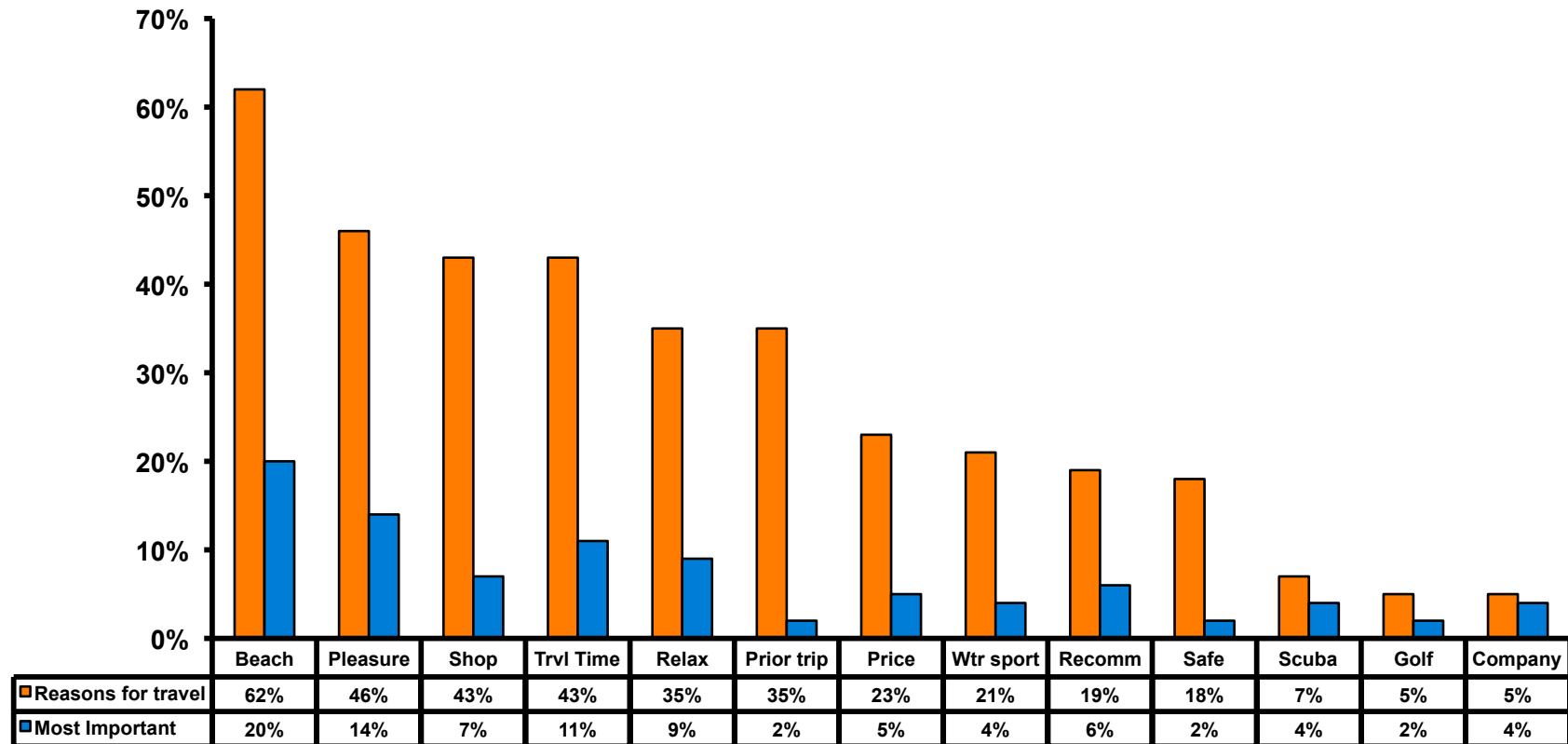


Accommodation by Income

Average length of stay: 3.20 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	21%	27%	23%	24%	21%	16%	17%	50%		
Guam Reef Hotel	8%	15%	10%	7%	9%	7%	6%			
Royal Orchid Guam	8%	15%	8%	10%	12%	4%	1%			
Pacific Islands Club PIC	6%	2%	5%	2%	5%	13%	8%			
Outrigger Guam Resort	6%		3%	7%	5%	11%	10%			
Grand Plaza Hotel	6%	5%	8%		5%	7%	7%			
Oceanview Hotel	5%	7%		14%		4%	6%			
Pacific Bay Hotel	5%		8%	7%	5%	4%	7%			
Guam Marriott Resort Hotel	5%	5%	8%	5%	2%	2%	6%	2.5%		
Hilton Guam Resort & Spa	4%	5%	5%	2%		9%	6%			
Fiesta Resort Guam	4%	7%		5%	5%	4%	4%			
The Westin Resort Guam	4%		8%		7%		8%			
Onward Beach Resort	4%	7%	3%	2%	2%	4%	4%			
Holiday Resort Guam	3%	5%	5%	2%	7%	2%		2.5%		
Hotel Nikko Guam	2%			5%	2%		4%			
Sheraton Laguna Resort	2%				5%	2%	3%			
Bayview Hotel	2%		3%		2%		1%			
Hyatt Regency Guam	1%		3%	5%	2%					
Leo Palace Resort	1%					4%	1%			
Ramada Suites Guam	1%			2%		4%				
Guam Aurora Resort Villa & Spa	0%						1%			
Relatives, Friends, Home Stay	0%				2%					
Hotel Sane Fe	0%				2%					
Tumon Bay Capital Hotel	0%		3%							
Days Inn Tamuning	0%									
Total	Count	326	41	39	42	43	45	72	4	

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.

Motivation by Age & Gender

	TOTAL	AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.5 Beautiful seas, beaches, tropical climate	62%	100%	64%	55%	66%	57%	60%	64%
Pleasure	46%	50%	45%	49%	51%	33%	46%	46%
Shopping	43%	50%	52%	36%	41%	20%	35%	52%
Short travel time	43%	50%	35%	46%	55%	43%	46%	40%
Just to relax	35%		35%	34%	44%	23%	37%	34%
A previous visit	35%		25%	36%	51%	47%	38%	33%
Price of the tour package	23%	50%	23%	24%	23%	17%	20%	25%
Water sports	21%		25%	19%	23%	3%	19%	23%
Recommendation of friend, relative, travel agency	19%		24%	18%	13%	17%	15%	24%
It is a safe place to spend a vacation	18%		13%	12%	30%	27%	21%	15%
SCUBA diving	7%		9%	7%	6%	3%	8%	7%
To golf	5%	50%	2%	4%	10%	7%	7%	3%
Company or Business trip	5%		7%	4%	3%		6%	4%
To get married or Attend wedding	4%		5%	3%	1%	7%	1%	7%
Honeymoon	3%		4%	7%			6%	1%
Other	3%		5%		4%	3%	3%	4%
Organized Sporting Activity	3%		3%	1%	6%		4%	2%
To visit friends or relatives	2%		3%	3%		3%	2%	2%
My company sponsored me	0%				1%		1%	
Special promotion	0%		1%					1%
Total Cases	327	2	150	74	71	30	162	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	62%	59%	69%	62%	63%	58%	64%	75%	
Pleasure	46%	32%	49%	48%	44%	47%	54%	50%	
Shopping	43%	49%	36%	60%	33%	42%	49%	25%	
Short travel time	43%	29%	38%	48%	33%	47%	54%	50%	
A previous visit	35%	22%	28%	29%	49%	38%	49%		
Just to relax	35%	22%	28%	40%	40%	38%	44%	25%	
Water sports	21%	32%	28%	29%	21%	22%	17%		
Price of the tour package	23%	15%	10%	29%	28%	27%	21%		
It is a safe place to spend a vacation	18%	7%	10%	19%	19%	27%	28%	25%	
Recommendation of friend, relative, travel agency	19%	20%	13%	19%	14%	11%	22%	50%	
SCUBA diving	7%	5%	13%	2%	14%	7%	8%	25%	
To golf	5%		3%	2%	2%	9%	11%		
Company or Business trip	5%	15%	13%			2%	3%		
To get married or Attend wedding	4%	2%	3%	2%	5%	7%	3%		
Honeymoon	3%	5%	10%	10%		2%			
Other	3%		8%	7%	2%	2%	3%		
Organized Sporting Activity	3%	2%	3%		2%	4%	6%		
To visit friends or relatives	2%	2%	3%		2%	2%	4%		
My company sponsored me	0%								
Special promotion	0%								
Total Cases	327	41	39	42	43	45	72	4	

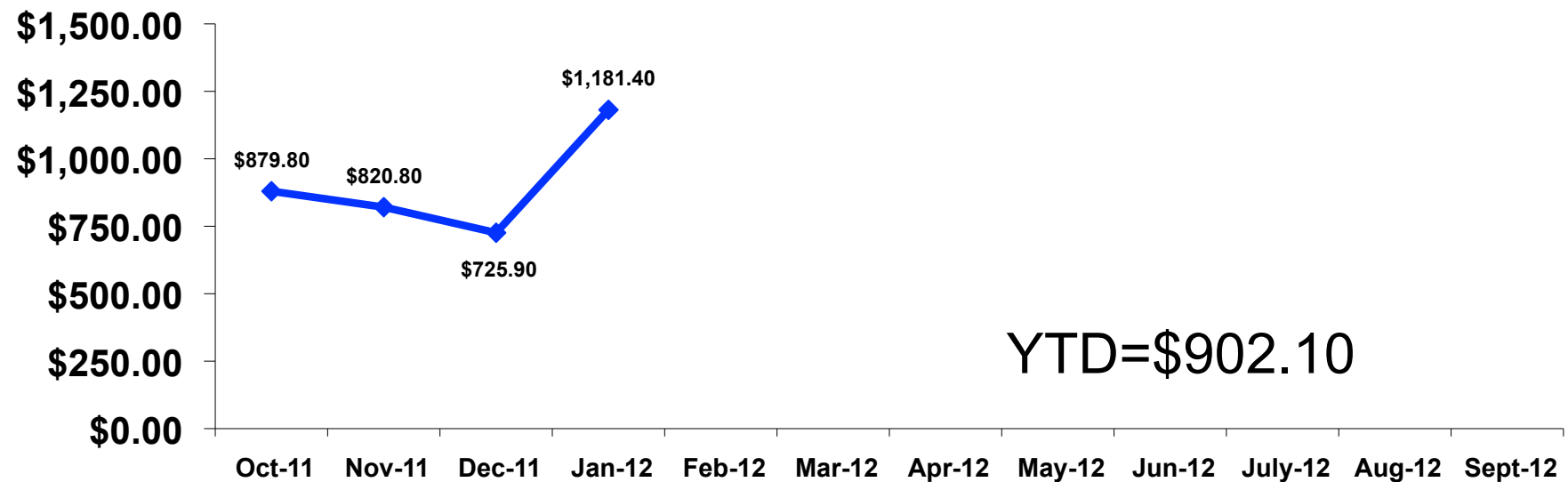
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥76.95/US\$1

- \$2,585.90 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$25,990 = maximum (highest amount recorded for the entire sample)
- \$1,181.40 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

¥76.95=\$1

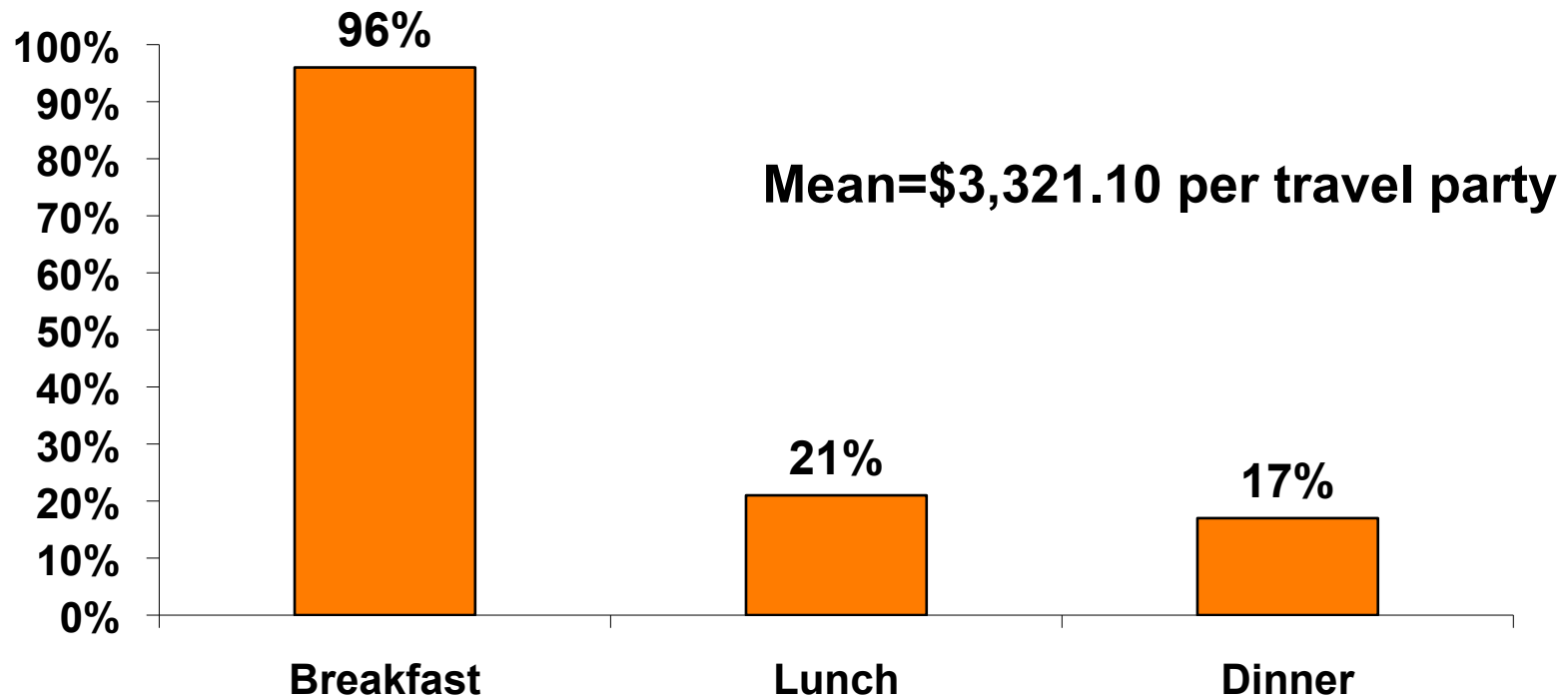
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$2,660.20
Air & Accommodation w/ daily meal package	\$3,321.10
Air only	\$3,079.00
Accommodation only	\$1,392.40
Accommodation w/ daily meal only	\$220.90
Food & Beverages in Hotel	\$142.90
Ground transportation- Japan	\$270.70
Ground transportation- Guam	\$190.50
Optional tours/ activities	\$438.50
Other expenses	\$653.10
Total Prepaid	\$2,585.90

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

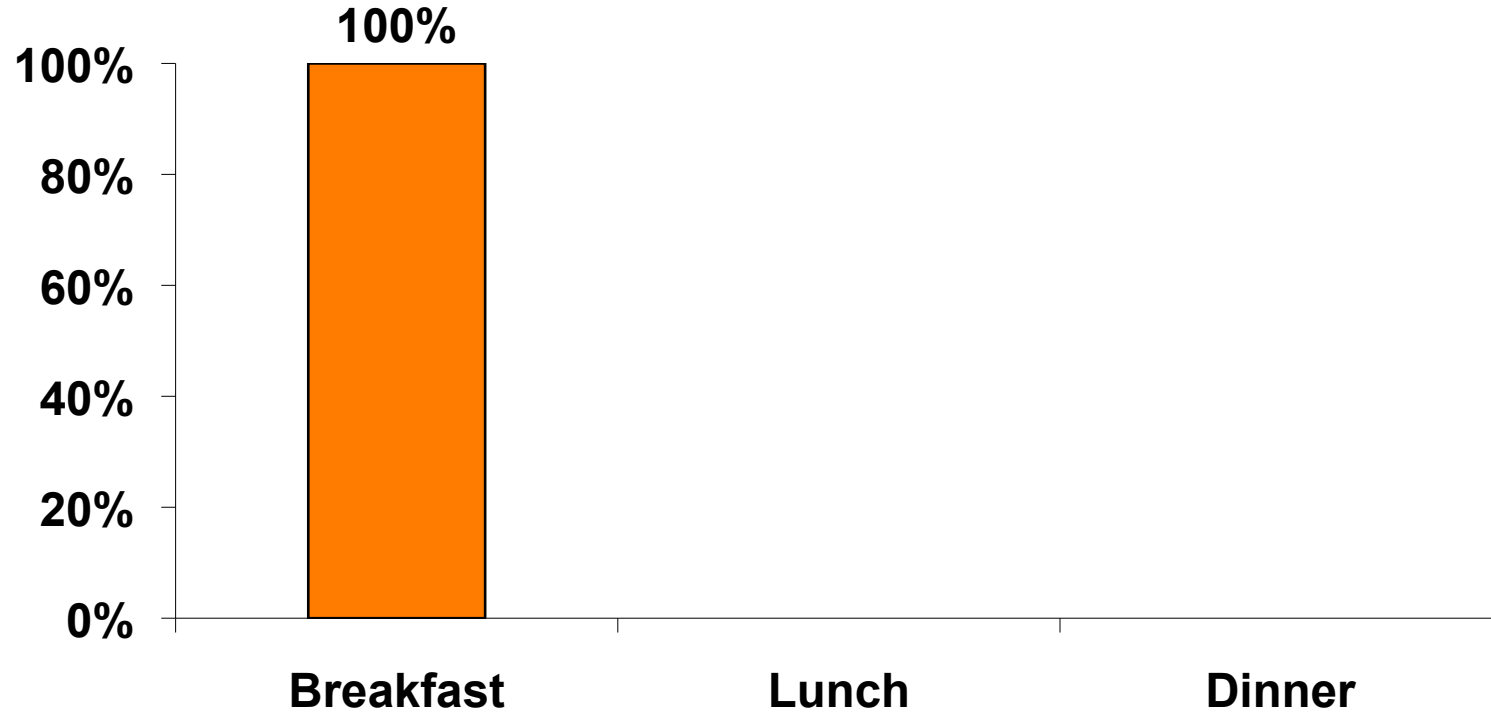
n=24



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

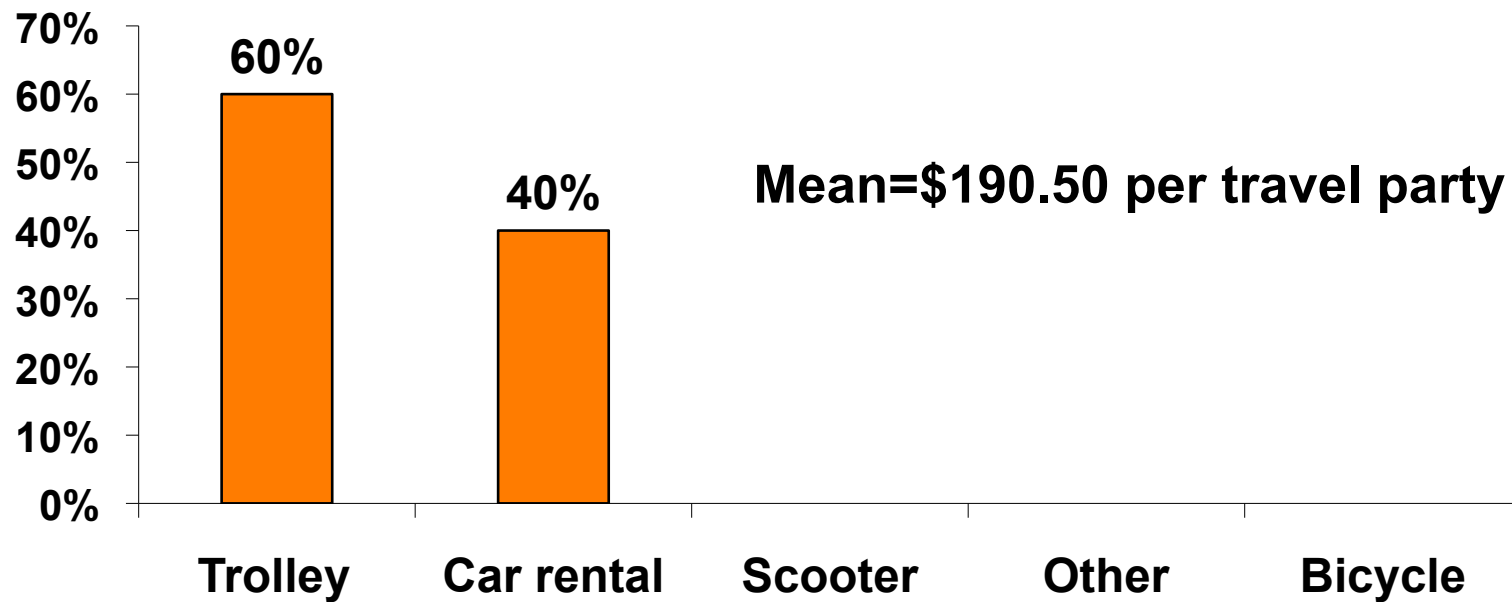
n=1



Mean=\$220.90 per travel party

Prepaid Ground Transportation

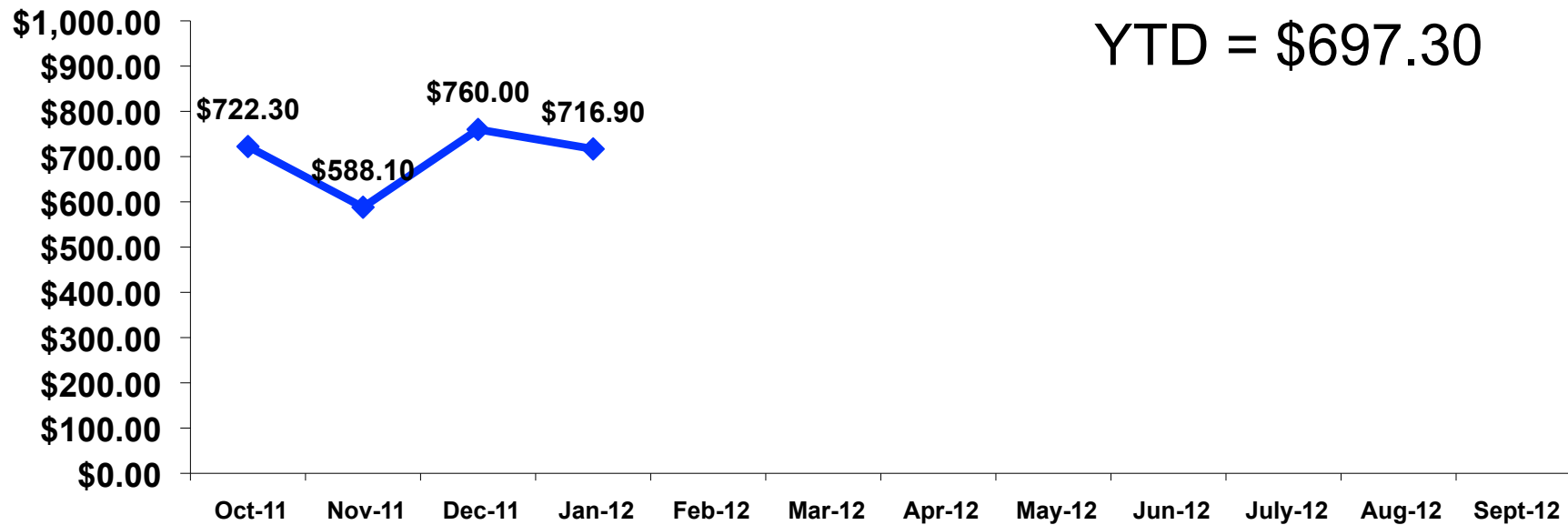
n=10



On-Island Expenditures

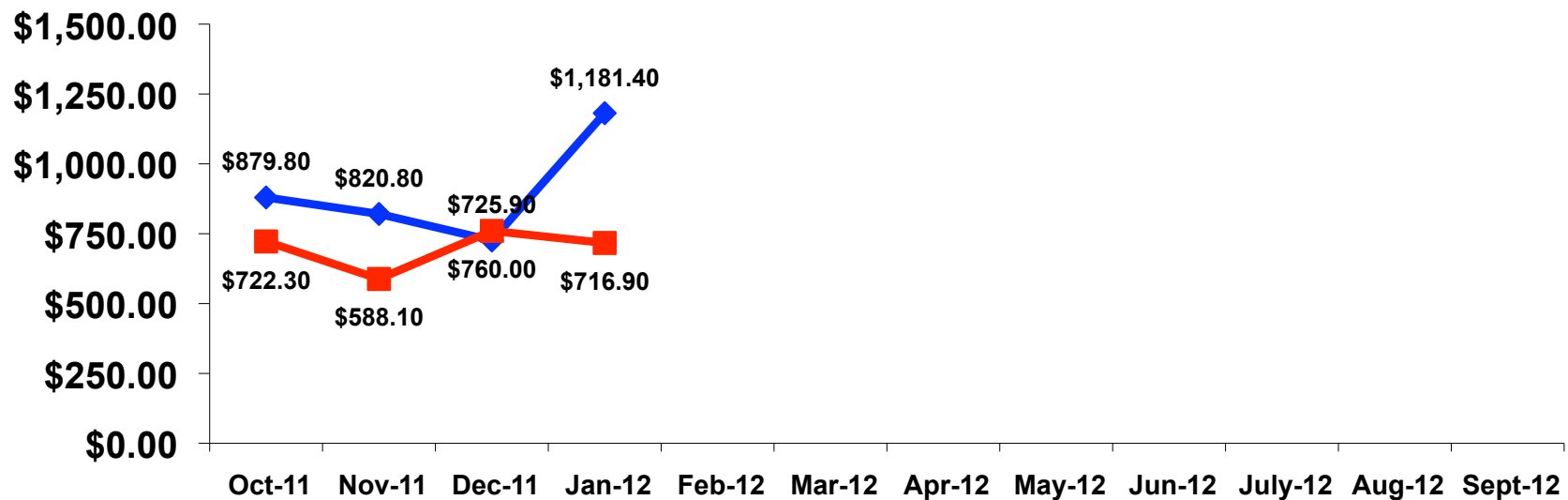
- \$1,192.20 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,395 = Maximum (highest amount recorded for the entire sample)
- \$716.90 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid/ On-Island Expenditures Per Person

Prepaid YTD = \$902.10 On-Island YTD = \$697.30



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	\$1,192.24	\$1,413.23	\$975.27	\$921.35	\$1,607.82	\$1,639.41	\$1,751.00	\$650.00	\$758.65	\$1,238.62	\$1,300.04	\$1,531.82
Median	\$800	\$1,000	\$740	\$607	\$1,000	\$1,000	\$1,016	\$650	\$593	\$900	\$1,200	\$1,250

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$53.32	\$79.02	\$27.93	\$22.50	\$21.17	\$31.95	\$118.44	\$113.63
	Median	\$0	\$0	\$0	\$23	\$0	\$0	\$0	\$5
F&B-FF REST/CONV	Mean	\$47.97	\$65.21	\$30.95	\$0.00	\$34.53	\$50.59	\$69.72	\$60.00
	Median	\$19	\$23	\$10	\$0	\$10	\$21	\$40	\$0
F&B-OUT- SIDE HOTEL/ REST	Mean	\$115.06	\$159.99	\$70.66	\$0.00	\$51.52	\$133.88	\$221.48	\$140.00
	Median	\$48	\$80	\$20	\$0	\$20	\$50	\$100	\$0
OPTIONAL TOUR	Mean	\$115.13	\$157.86	\$72.91	\$277.50	\$62.01	\$130.96	\$200.77	\$126.33
	Median	\$0	\$0	\$0	\$278	\$0	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$368.70	\$385.36	\$352.24	\$100.00	\$272.64	\$505.45	\$460.70	\$308.67
	Median	\$100	\$100	\$134	\$100	\$100	\$100	\$150	\$0
GIFT/ SOUV- F&F AT HOME	Mean	\$159.05	\$187.62	\$130.83	\$100.00	\$139.48	\$172.96	\$206.61	\$113.33
	Median	\$80	\$84	\$55	\$100	\$80	\$55	\$100	\$25
LOCAL TRANS	Mean	\$22.98	\$30.14	\$15.87	\$0.00	\$10.44	\$39.48	\$35.37	\$17.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$306.39	\$332.73	\$280.52	\$150.00	\$223.08	\$378.52	\$205.70	\$793.33
	Median	\$0	\$0	\$0	\$150	\$0	\$0	\$0	\$0
TOTAL ON ISLAND	Mean	\$1,192.24	\$1,413.23	\$975.27	\$650.00	\$815.05	\$1,463.14	\$1,519.92	\$1,670.63
	Median	\$800	\$1,000	\$740	\$650	\$600	\$1,000	\$1,050	\$1,058

On-Island Expenditures

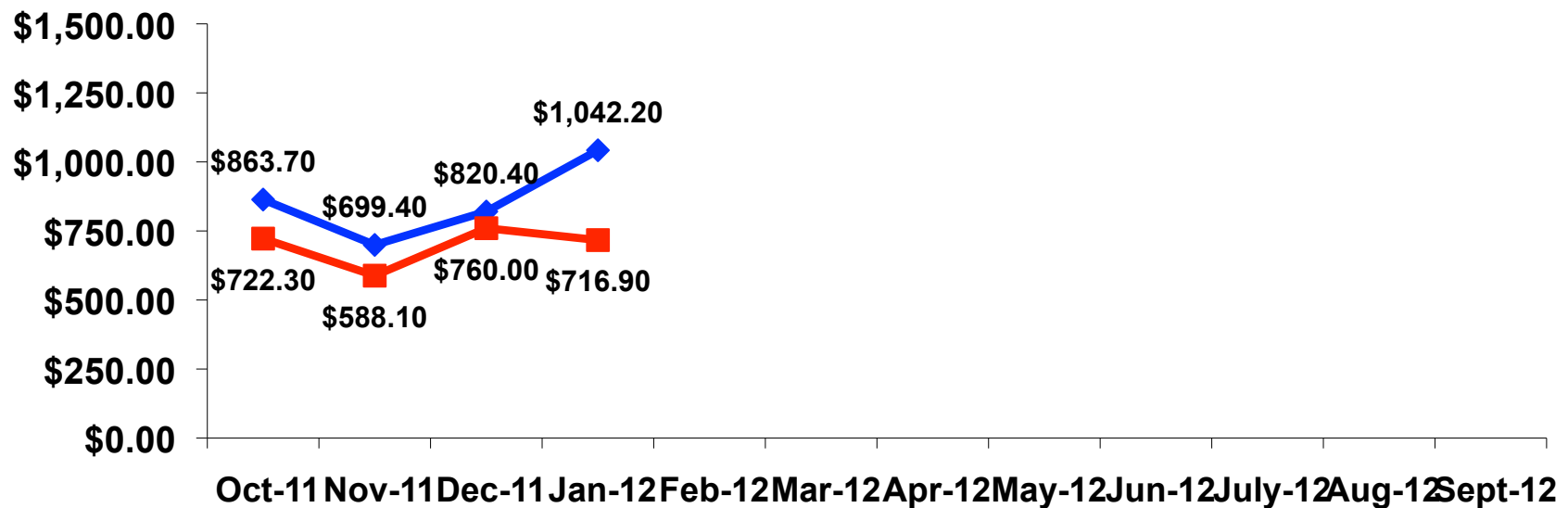
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$46.79	\$60.48
	Median	\$0	\$0
F&B-FF	Mean	\$44.93	\$51.59
REST/CONV	Median	\$18	\$20
F&B-OUT- SIDE	Mean	\$89.42	\$143.52
HOTEL/ REST	Median	\$50	\$40
OPTIONAL	Mean	\$107.48	\$122.69
TOUR	Median	\$0	\$0
GIFT/	Mean	\$323.09	\$418.01
SOUV-SELF	Median	\$100	\$100
GIFT/ SOUV-	Mean	\$152.51	\$165.20
F&F AT HOME	Median	\$80	\$50
LOCAL TRANS	Mean	\$13.74	\$33.30
	Median	\$0	\$0
OTHER EXP	Mean	\$262.05	\$357.75
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$1,041.34	\$1,360.08
	Median	\$638	\$1,000

Projected On-Island Expenditures

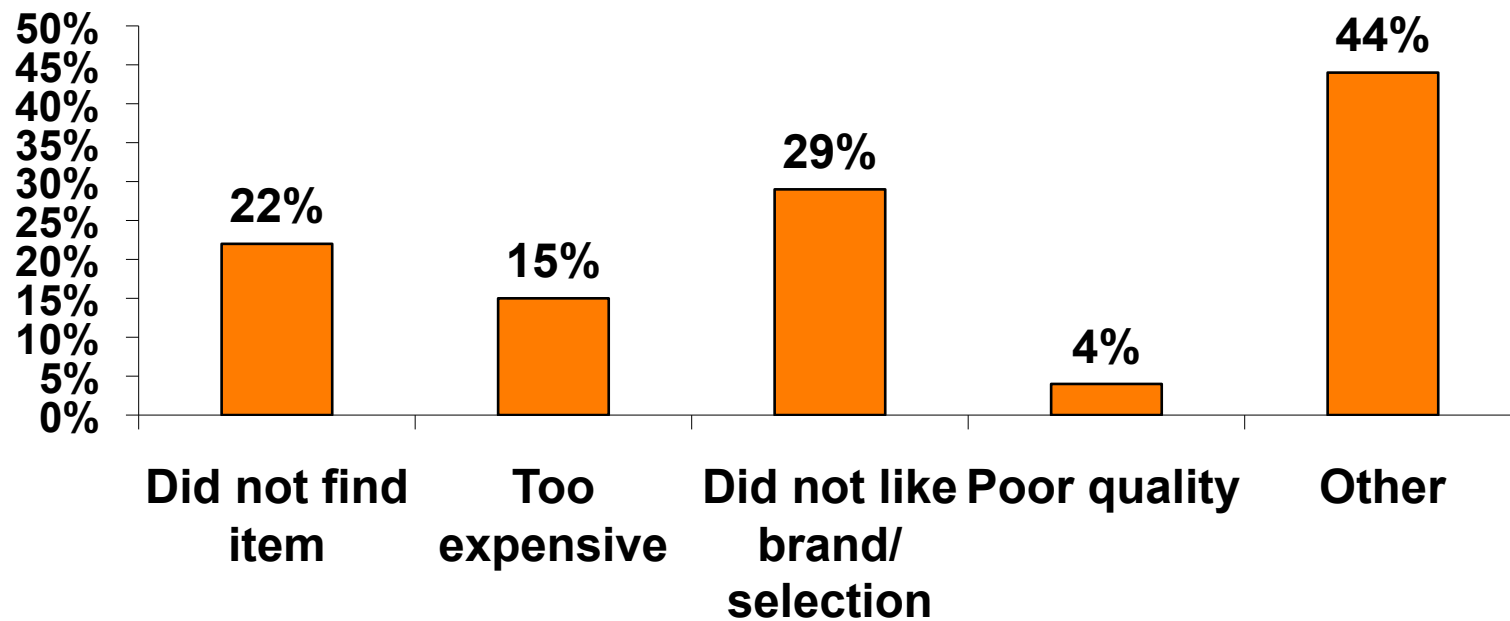
- \$1,042.20 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$20,000 = Maximum (highest amount recorded for the entire sample)

Projected On-Island Expenditures



Reasons for Spending Less

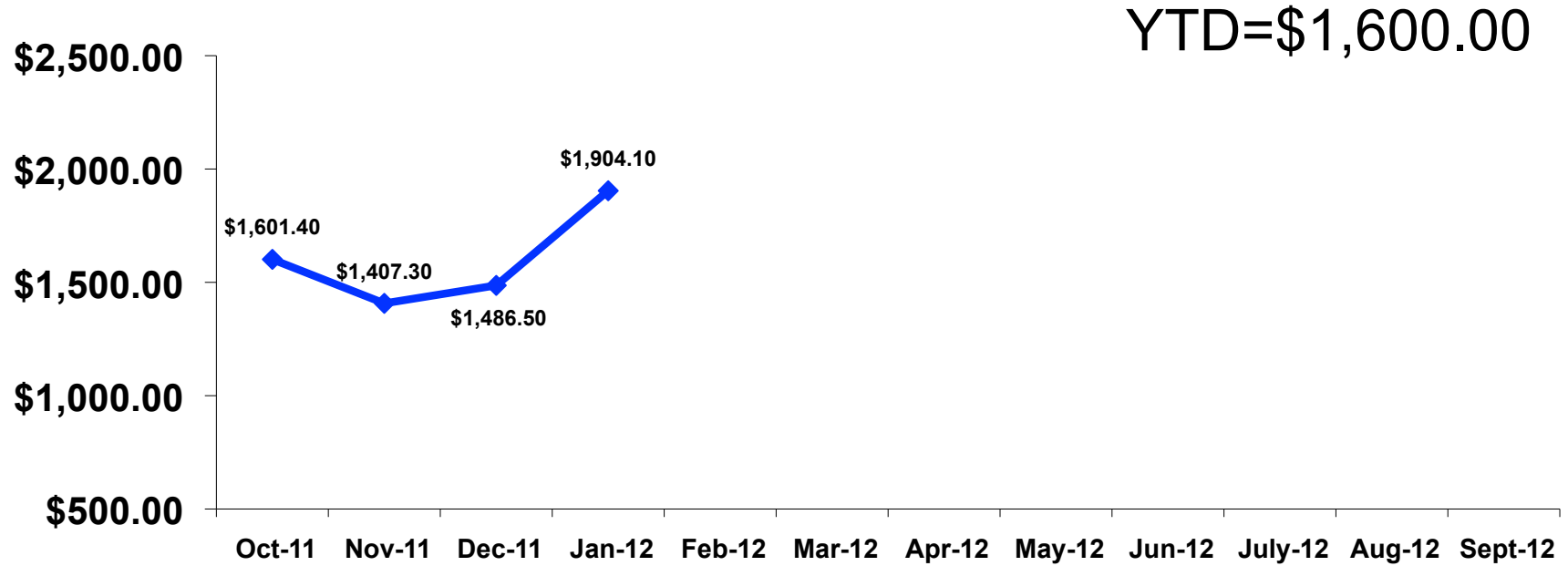
n=91



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,904.10 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,424 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person



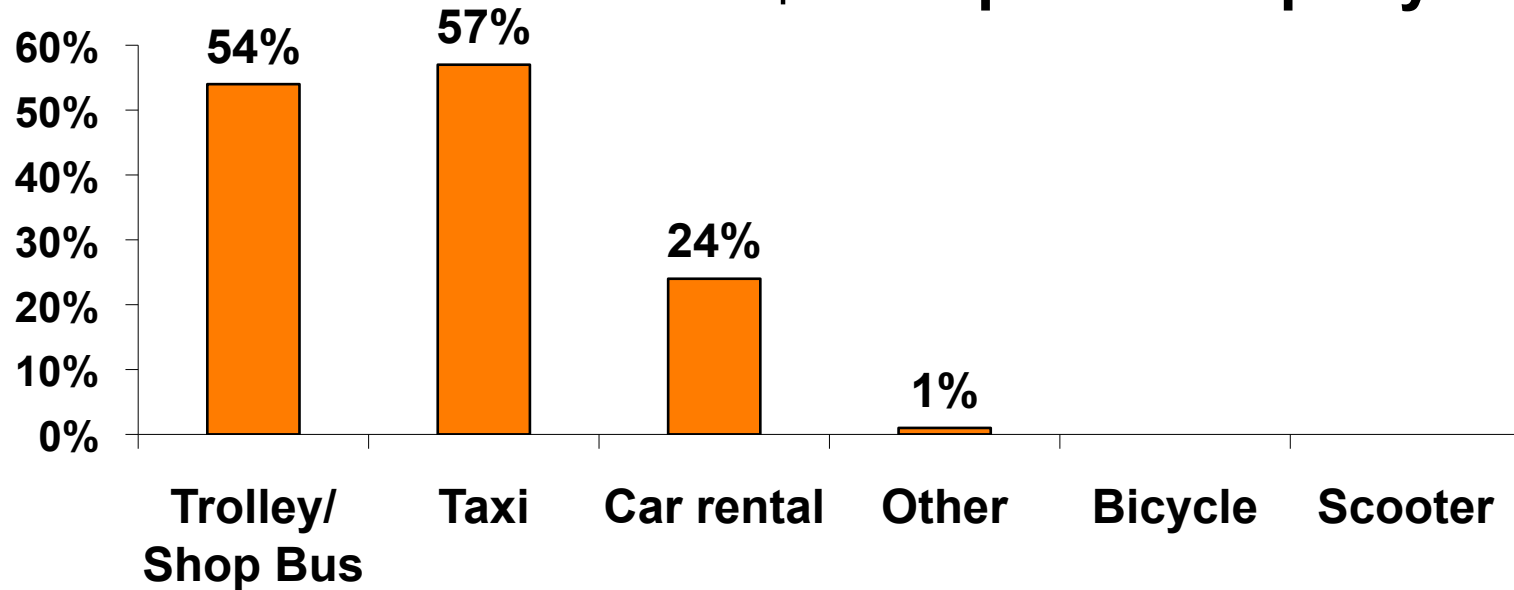
Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$53.30
Food & beverage in fast food restaurant/ convenience store	\$48.00
Food & beverage at restaurants or drinking establishments outside a hotel	\$115.10
Optional tours and activities	\$115.10
Gifts/ souvenirs for yourself/companions	\$368.70
Gifts/ souvenirs for friends/family at home	\$159.10
Local transportation	\$23.00
Other expenses not covered	\$306.40
Average Total	\$1,192.20

Local Transportation

n=91

Mean=\$23.00 per travel party



Guam Airport Expenditures

- \$39.90 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,352 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

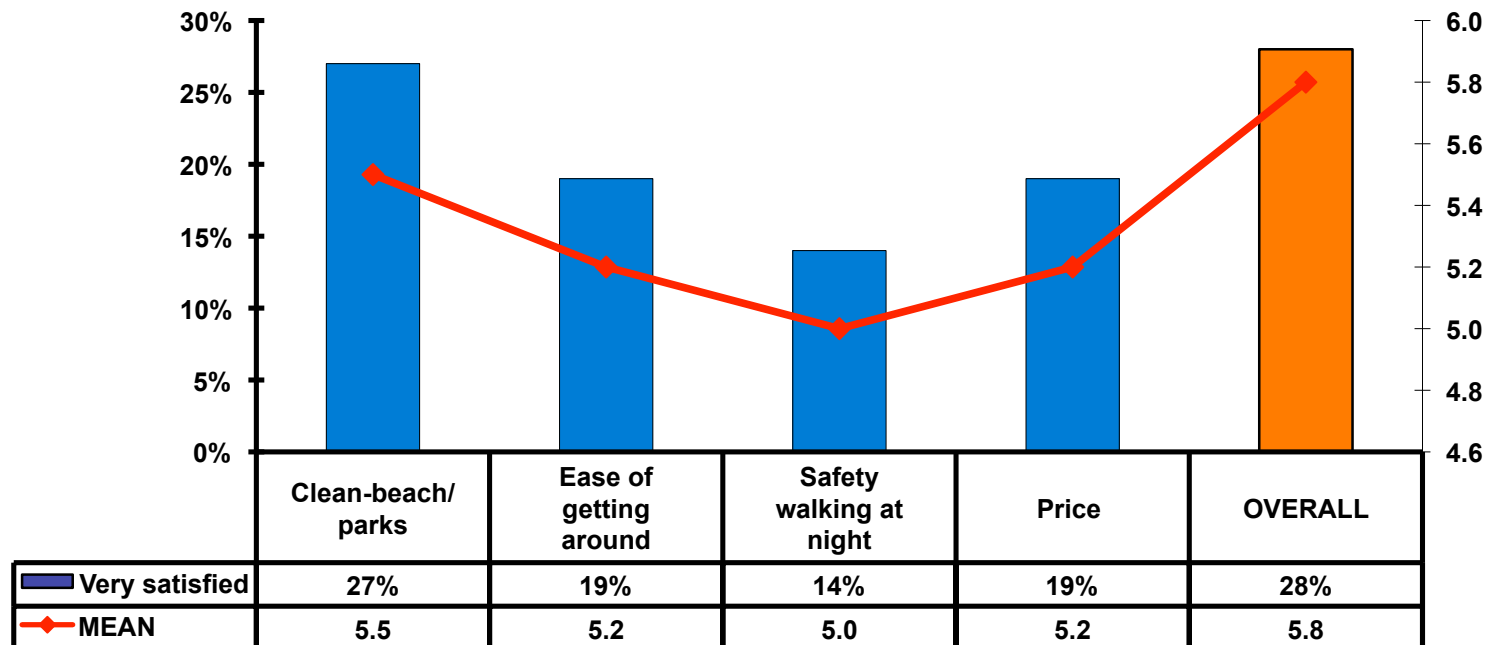
	MEAN \$
Food & Beverages	\$9.80
Gifts/Souvenirs Self	\$15.70
Gifts/Souvenirs Others	\$14.40
Total	\$39.90

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

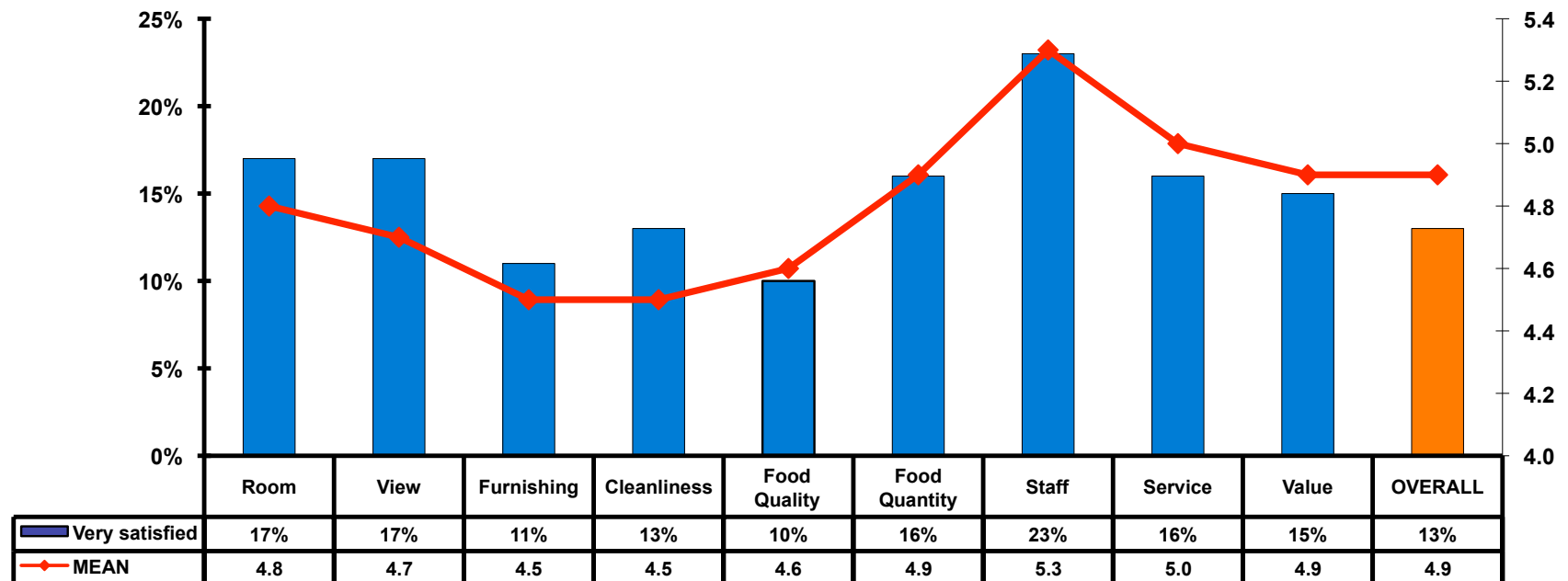
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

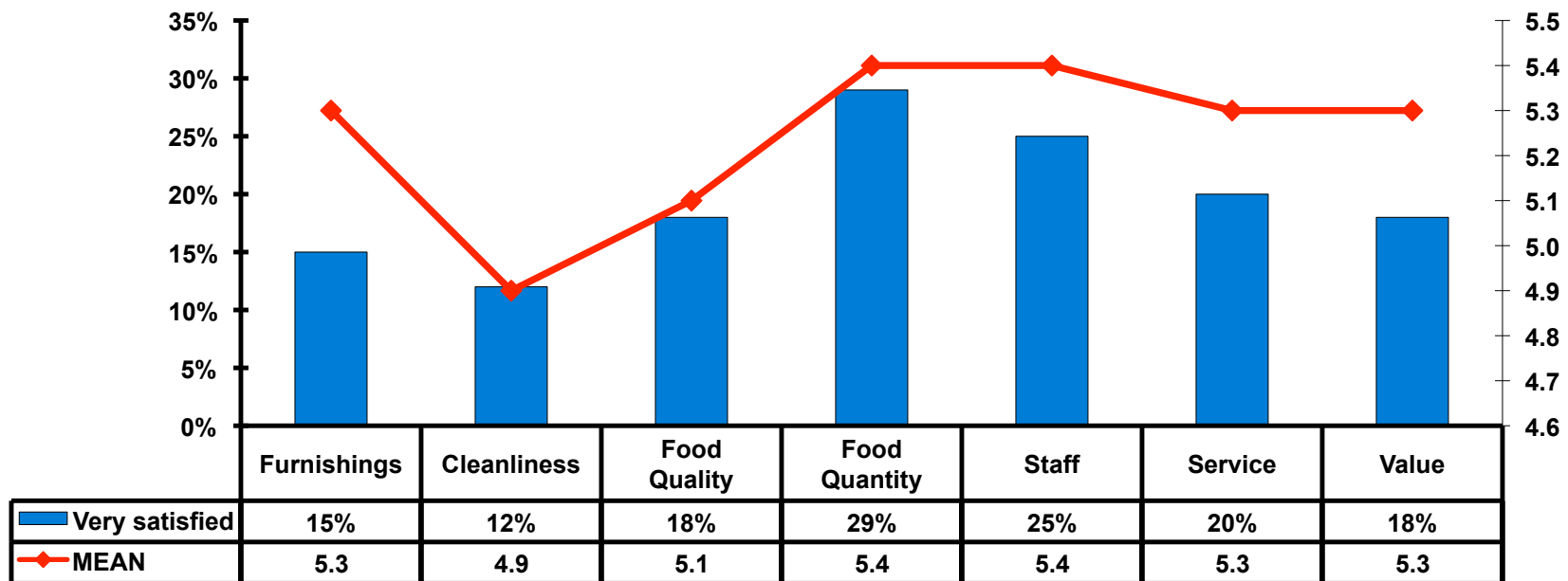
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

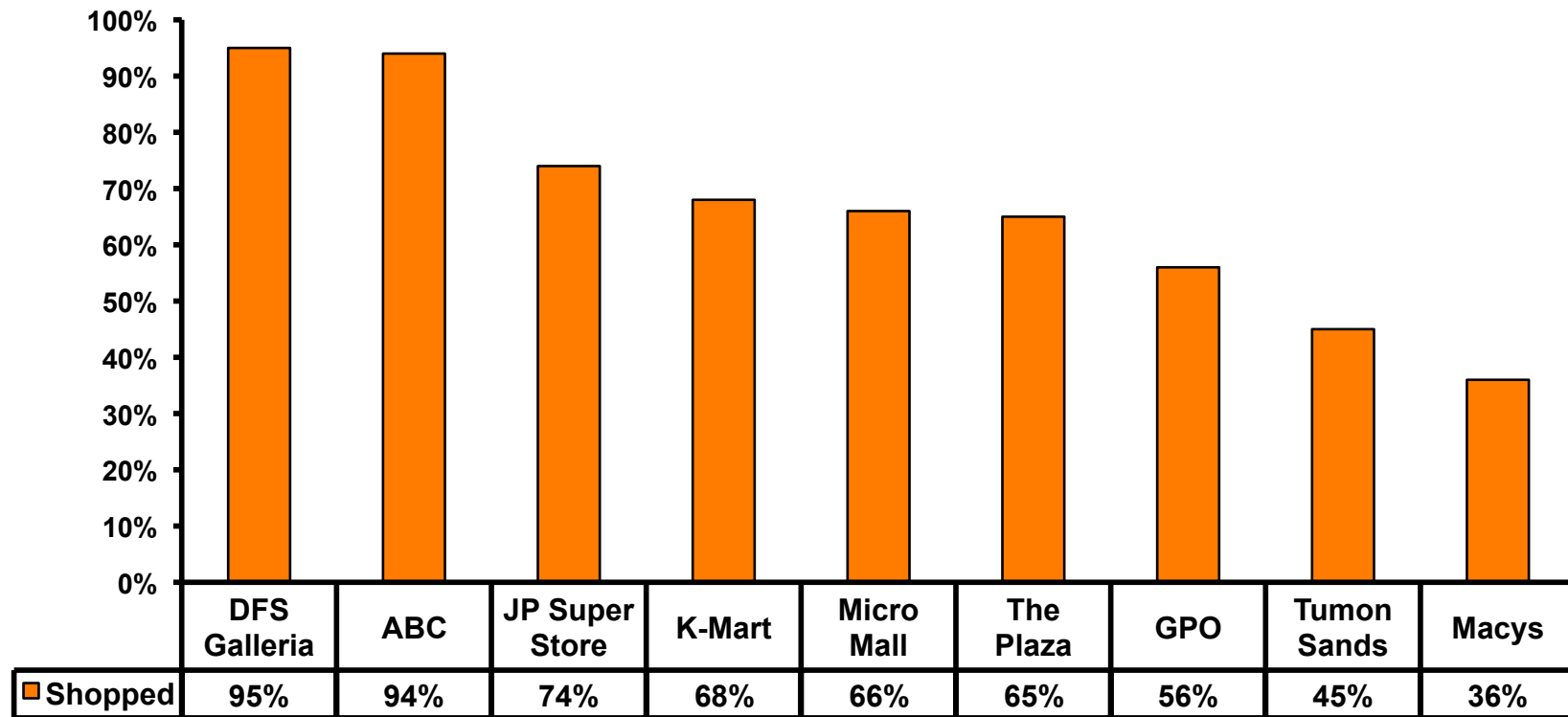
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

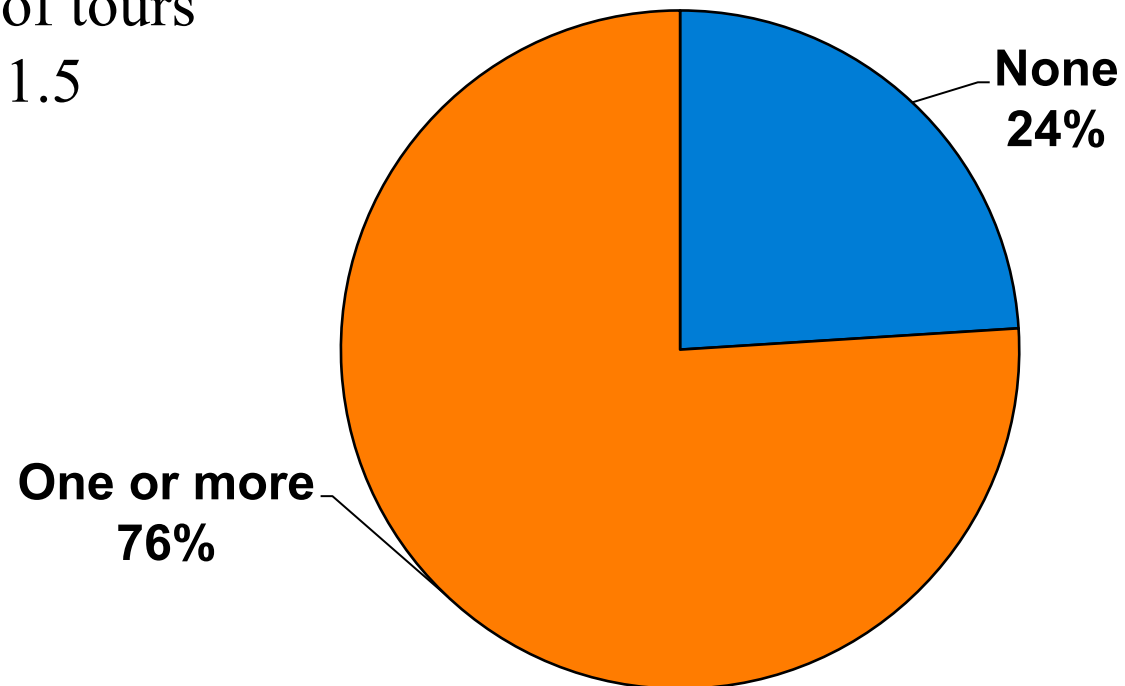
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

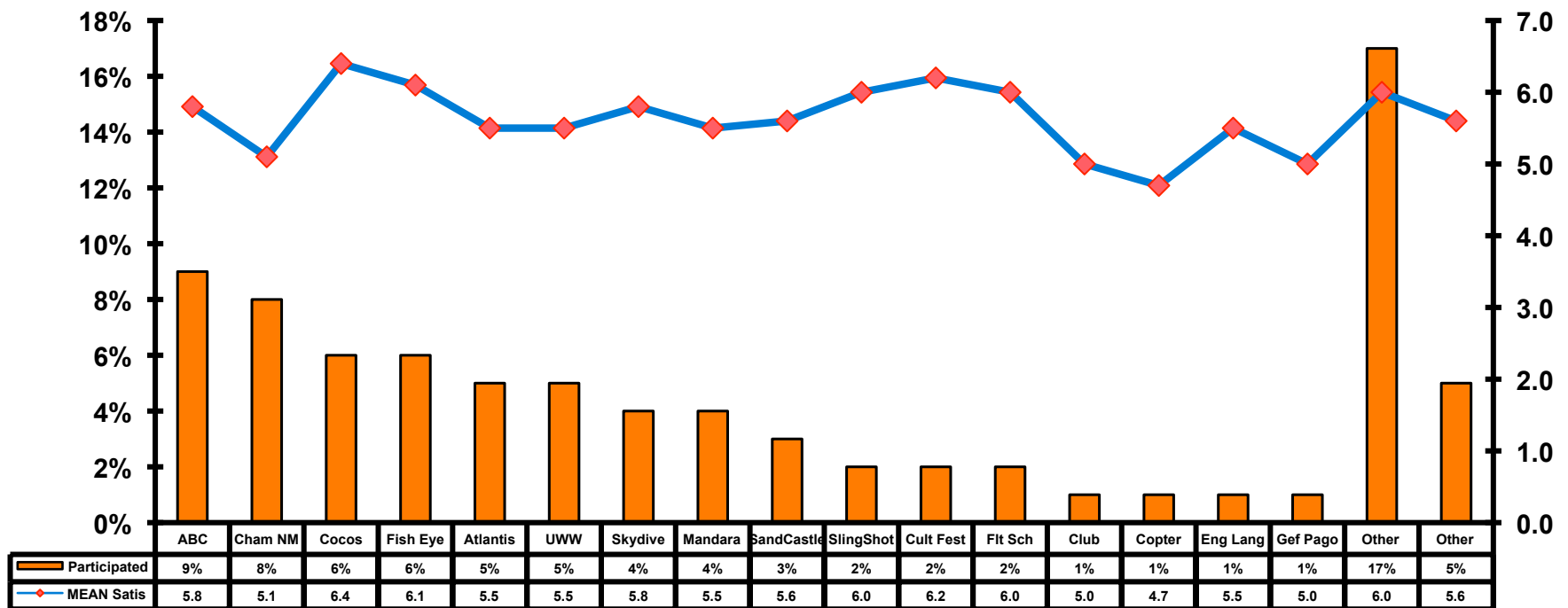
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 58%	Score of 6 to 7 = 51%
Score of 4 to 5 = 39%	Score of 4 to 5 = 44%
Score 1 to 3 = 3%	Score 1 to 3 = 6%
MEAN = 5.5	MEAN = 5.3

Optional Tour Participation

- Average number of tours participated in is 1.5



Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 53%	Score of 6 to 7 = 51%
Score of 4 to 5 = 44%	Score of 4 to 5 = 46%
Score 1 to 3 = 4%	Score 1 to 3 = 3%
MEAN = 5.4	MEAN = 5.4

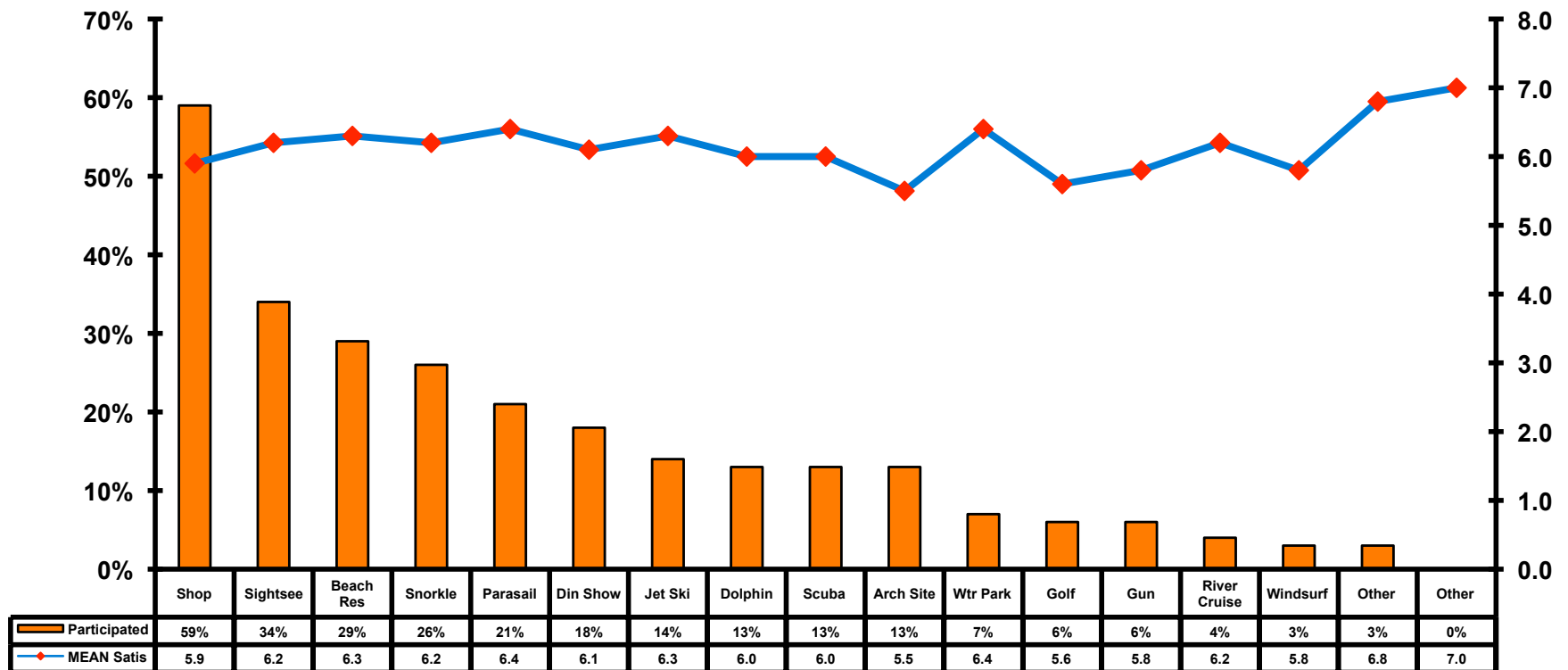
Night Tours Satisfaction

7pt Rating Scale

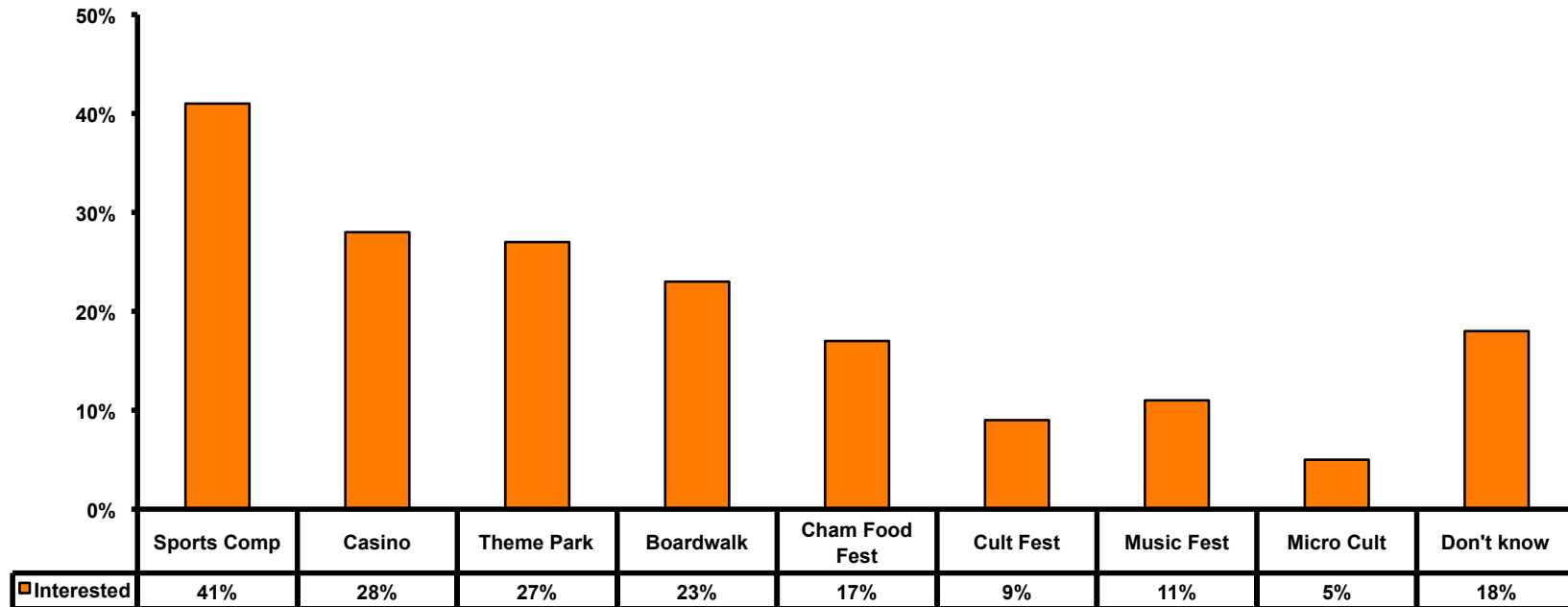
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 35%	Score of 6 to 7 = 31%
Score of 4 to 5 = 62%	Score of 4 to 5 = 64%
Score 1 to 3 = 3%	Score 1 to 3 = 4%
MEAN = 4.9	MEAN = 4.8

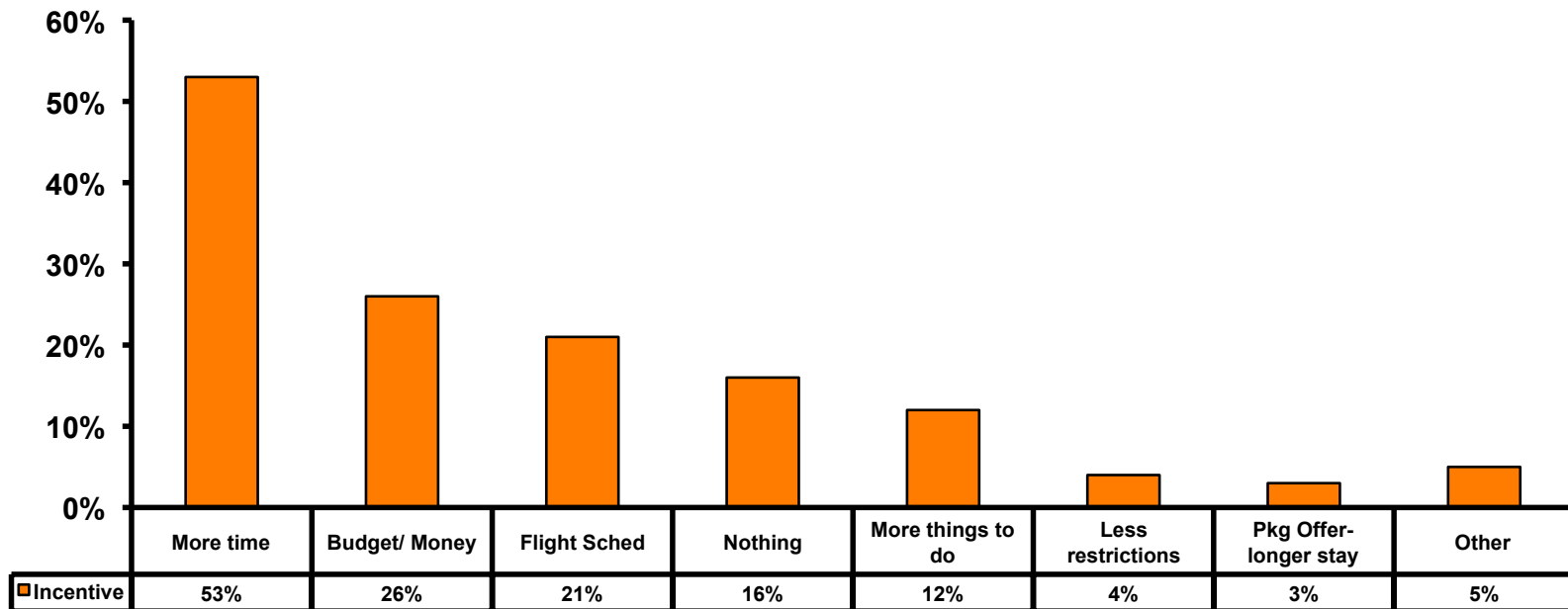
Satisfaction with Other Activities



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



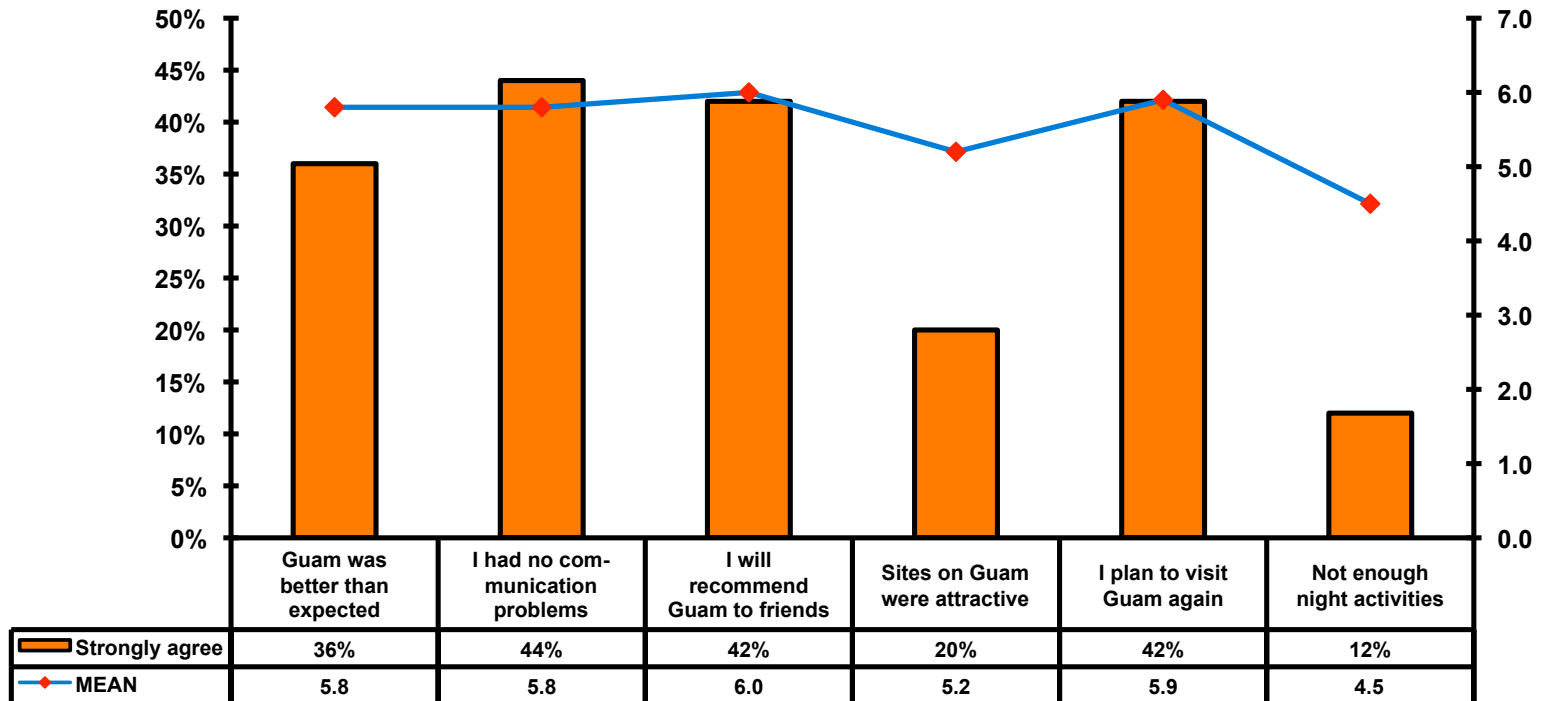
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

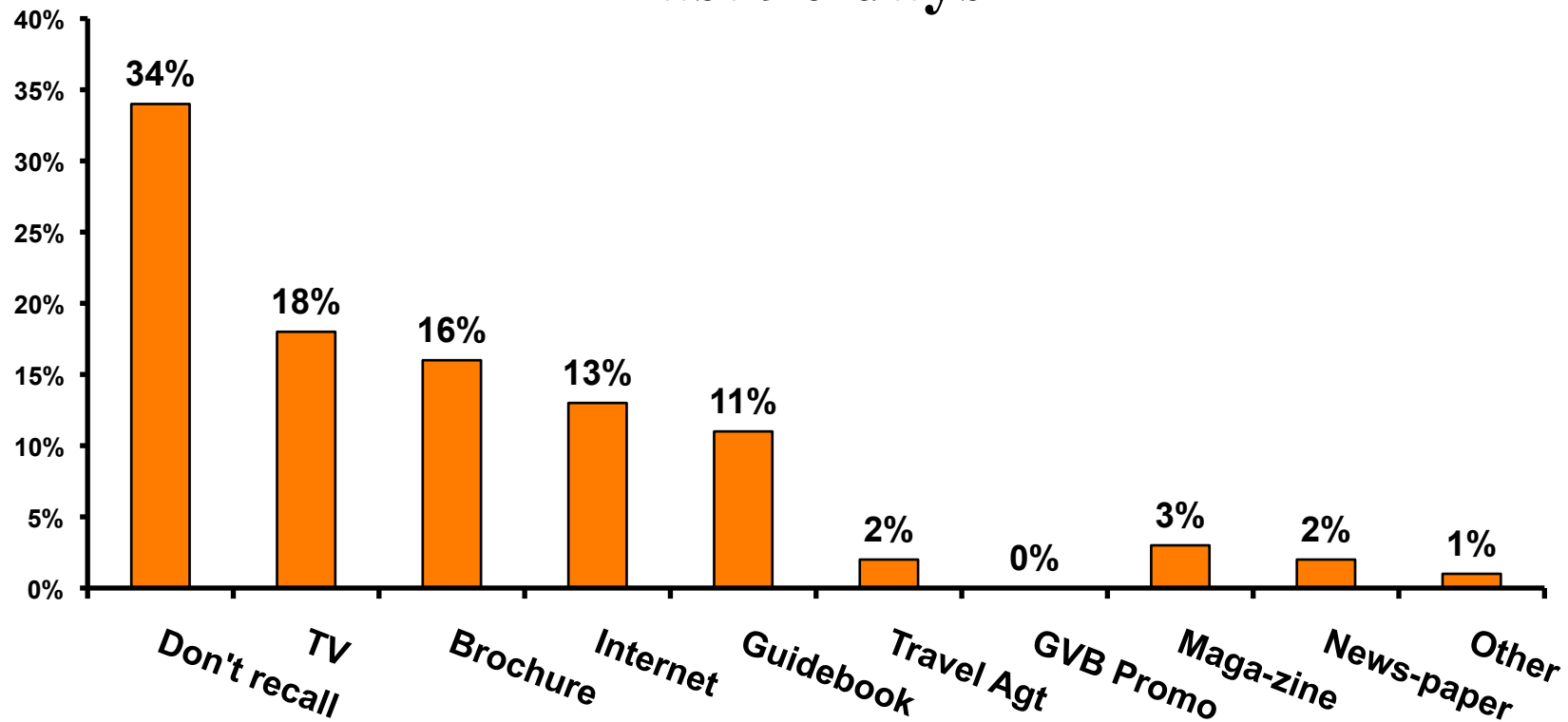
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

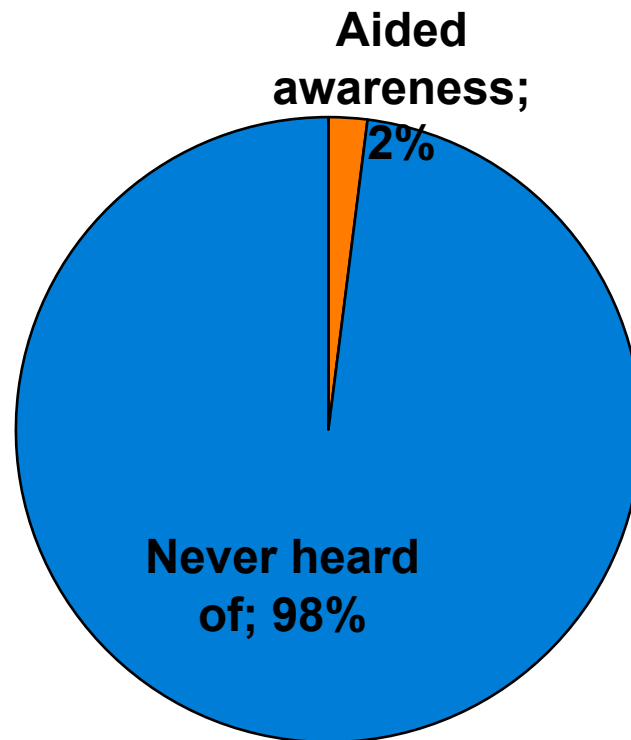


Message Recall

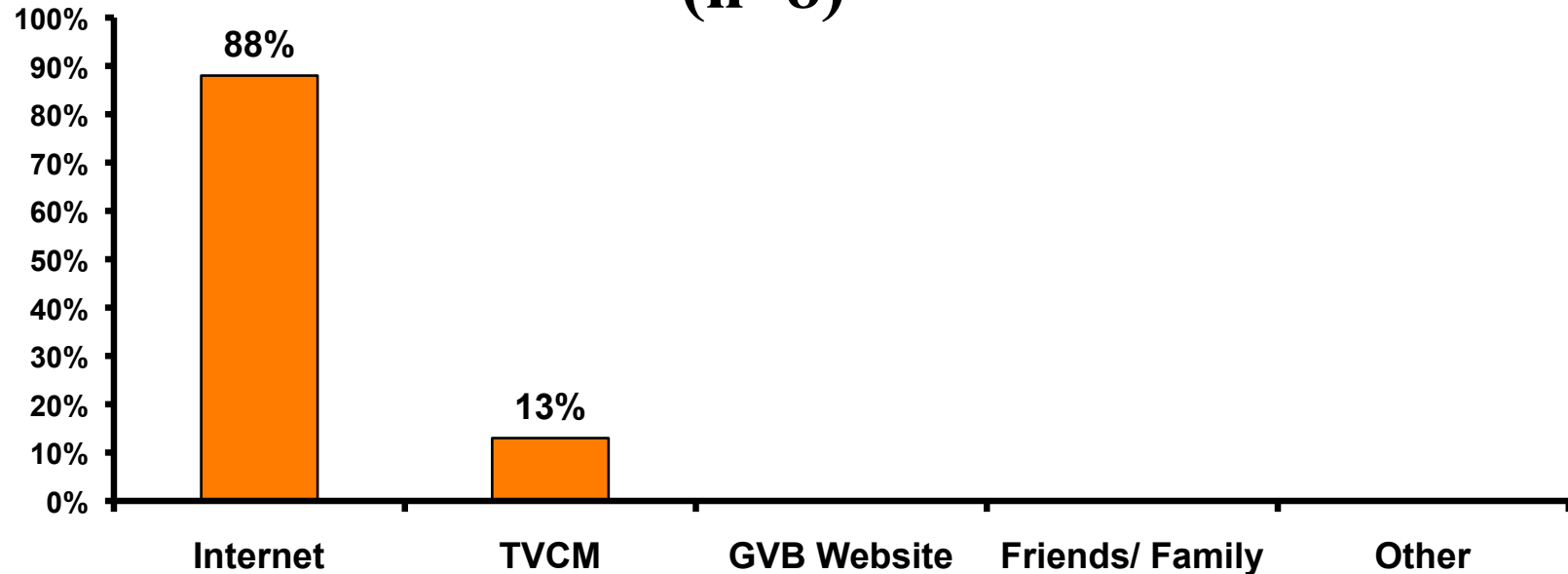
(Filter: recall ad/promo n=215)

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

Aided Awareness – Hafa Adai Guam 365 Monitor Campaign



Media Source – Hafa Adai Guam 365 Monitor Campaign (n=8)

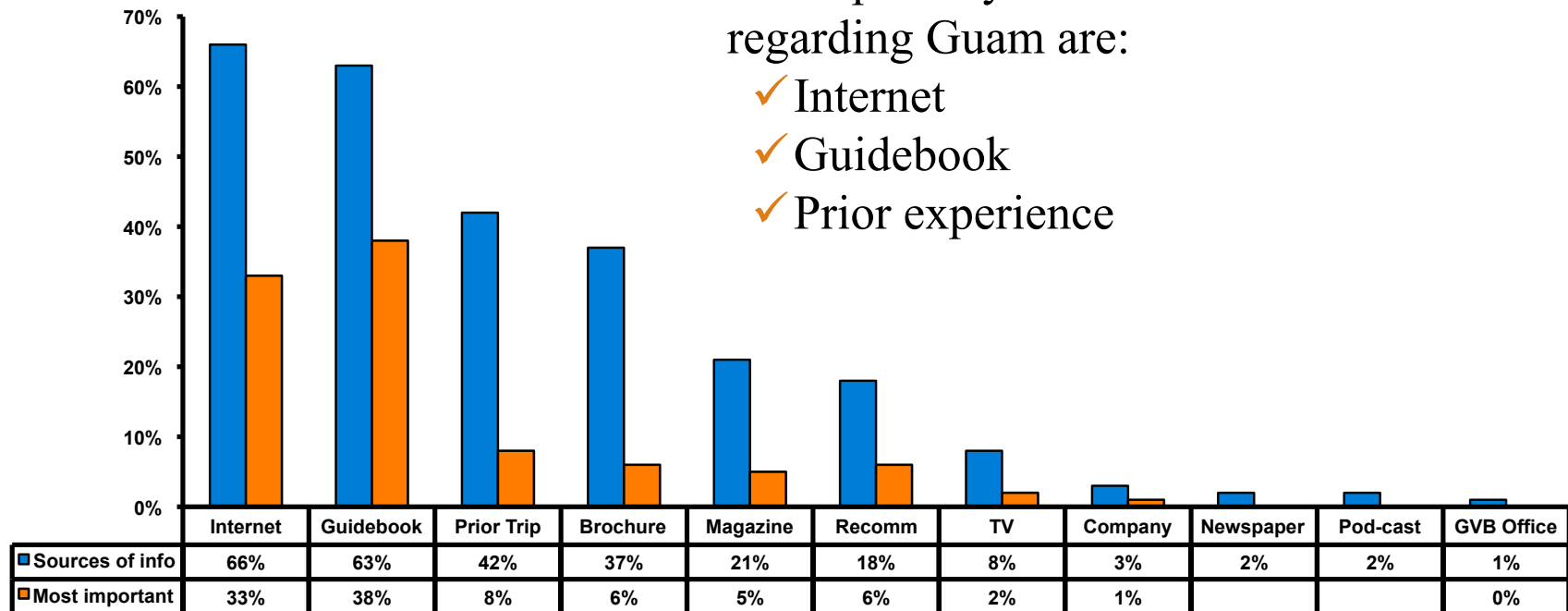


Omoide Guam Commercial

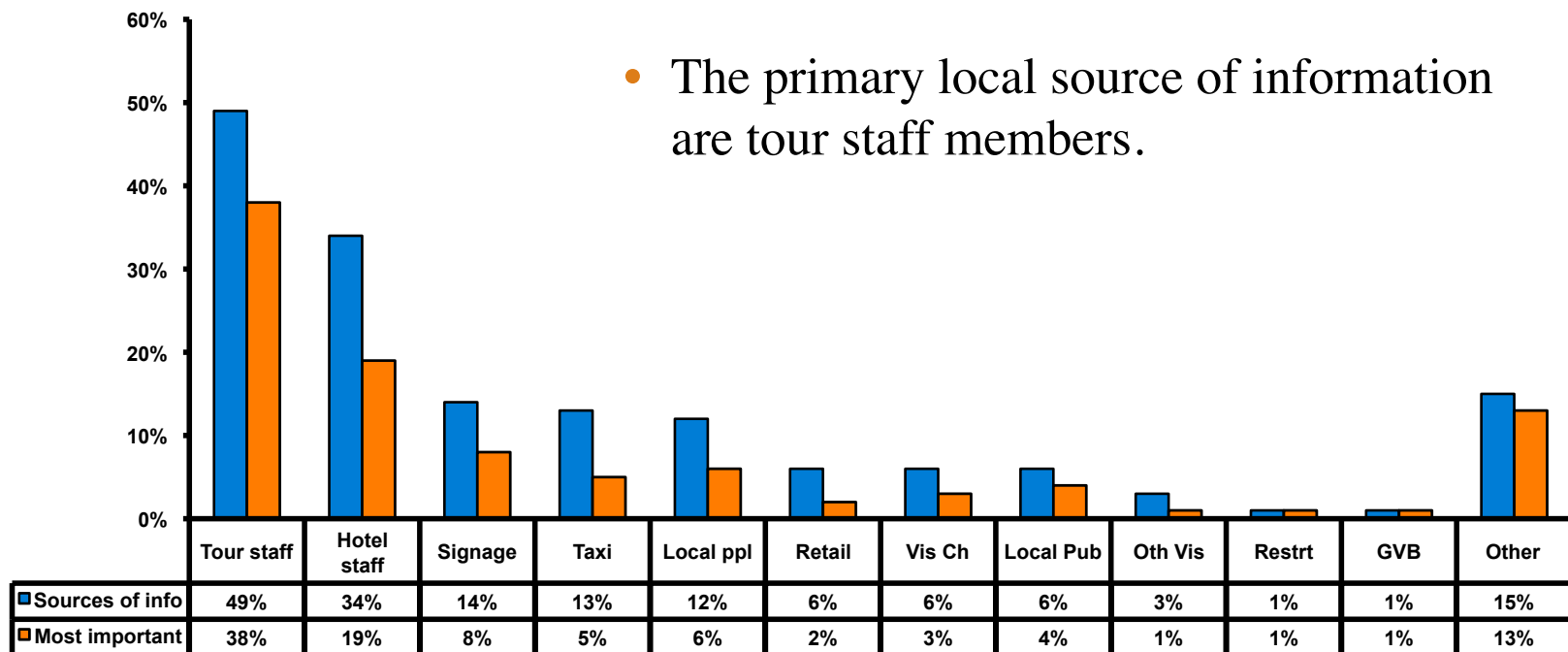


Sources of Information Pre-arrival

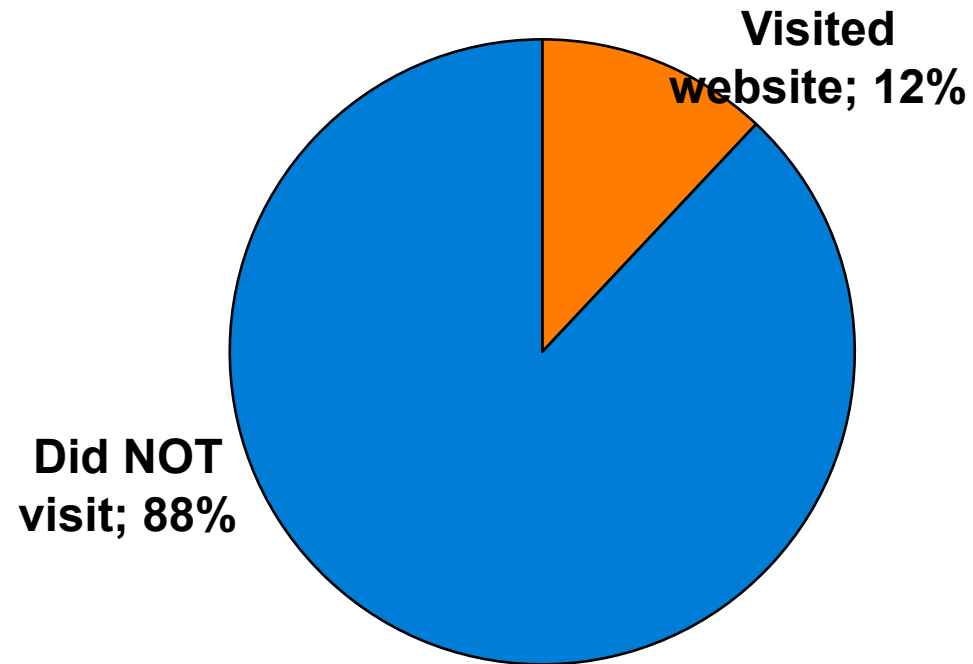
- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Guidebook
 - ✓ Prior experience



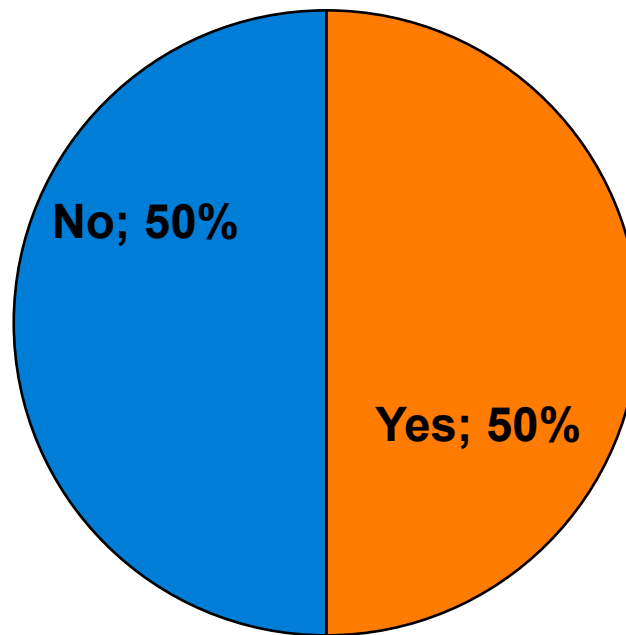
Sources of Information Post-arrival



Visited GVB Website

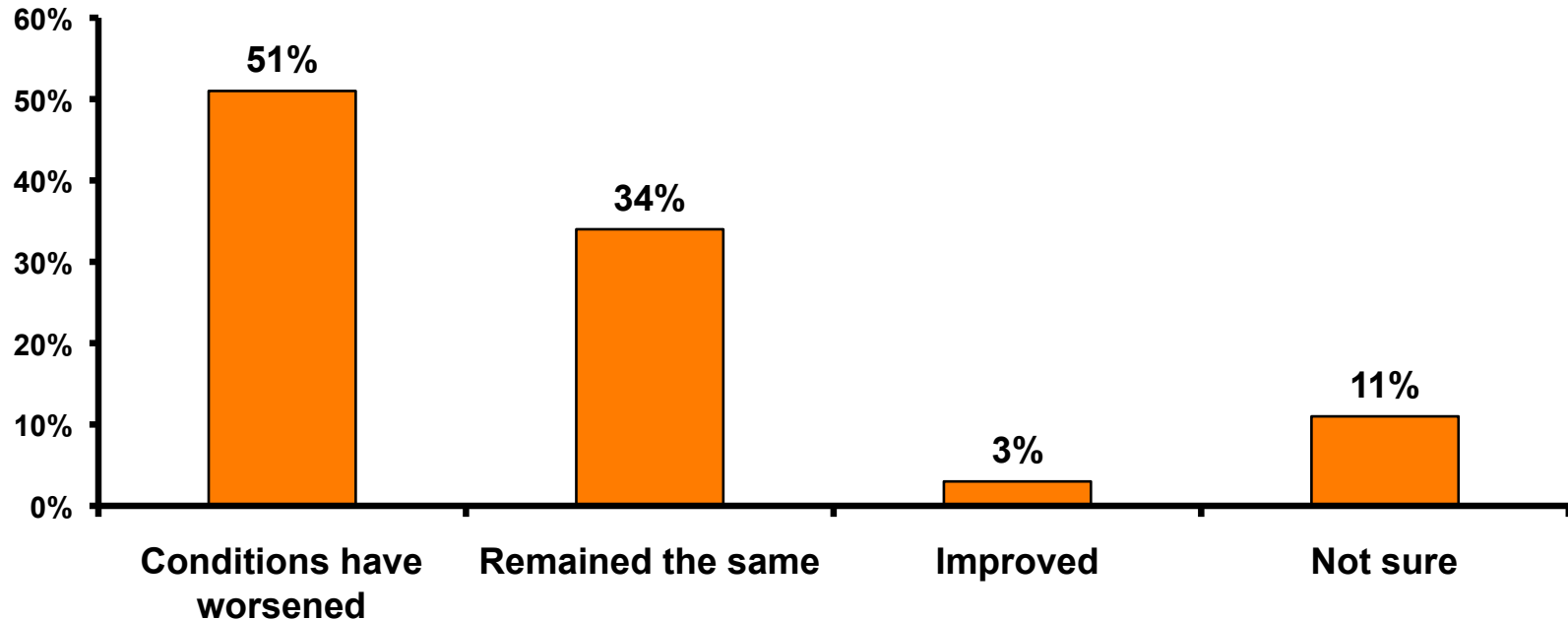


Satellite TV



SECTION 6 **OTHER ISSUES**

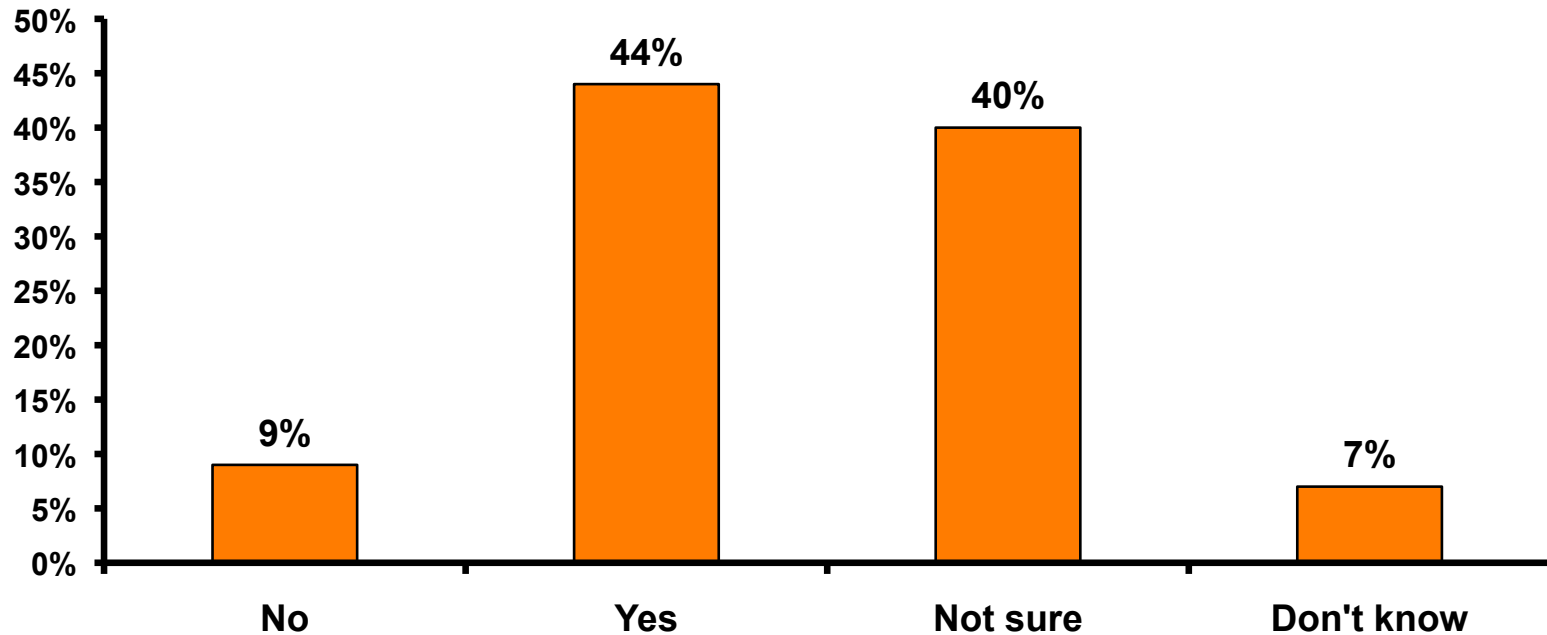
Rating the Japan economy compared to 12 months ago - Overall



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

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.23	Conditions have worsened	50%	47%	61%	53%	43%	56%	46%	55%	56%	49%	60%	25%
	Conditions have remained the same		35%	27%	36%	50%	24%	44%	31%	35%	40%	33%	25%
	Conditions have improved		4%	1%	4%	3%	2%	5%	7%	2%	2%	3%	
	Do not know	50%	14%	11%	7%	3%	17%	5%	7%	7%	9%	4%	50%
Total	Count	2	150	74	70	30	41	39	42	43	45	72	4

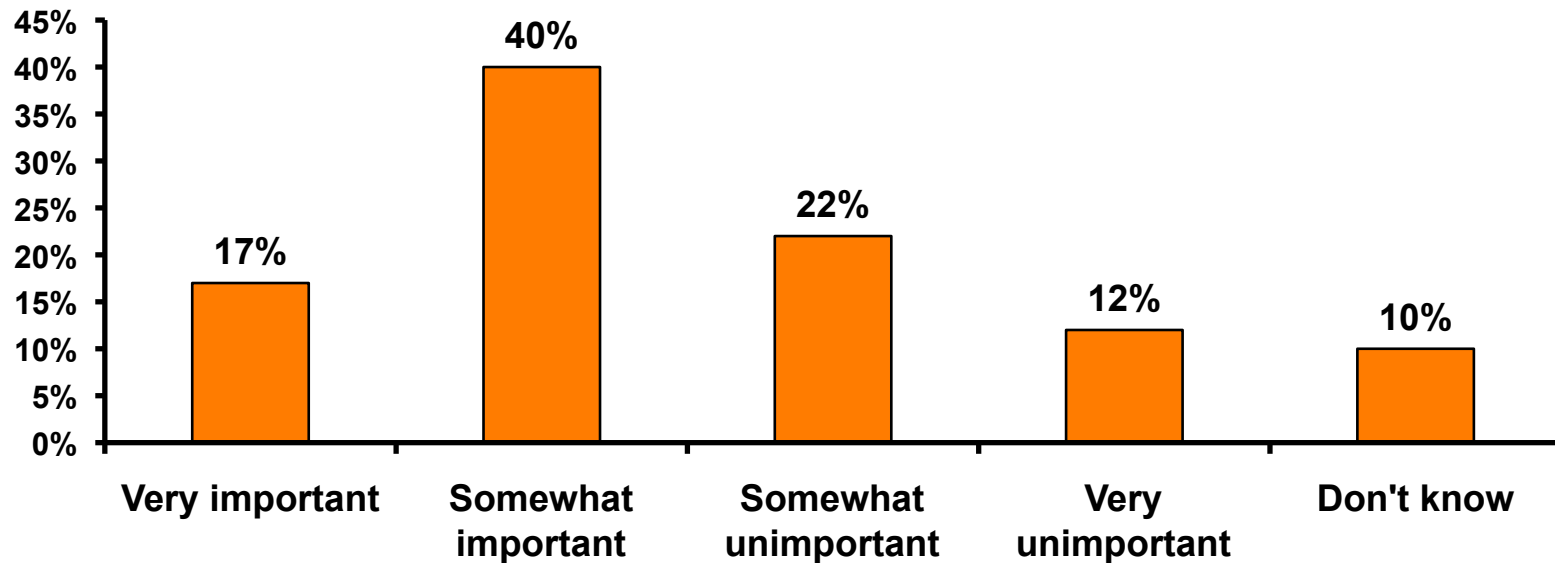
Good time to spend money on travel outside of Japan - Overall



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	50%	11%	4%	8%	7%	10%	5%	12%	12%	7%	6%	25%
	Yes		45%	48%	42%	43%	32%	59%	36%	49%	50%	51%	50%
	Not sure		37%	38%	46%	47%	49%	33%	45%	40%	41%	40%	
	Do not know	50%	7%	10%	3%	3%	10%	3%	7%		2%	3%	25%
Total	Count	2	150	73	71	30	41	39	42	43	44	72	4

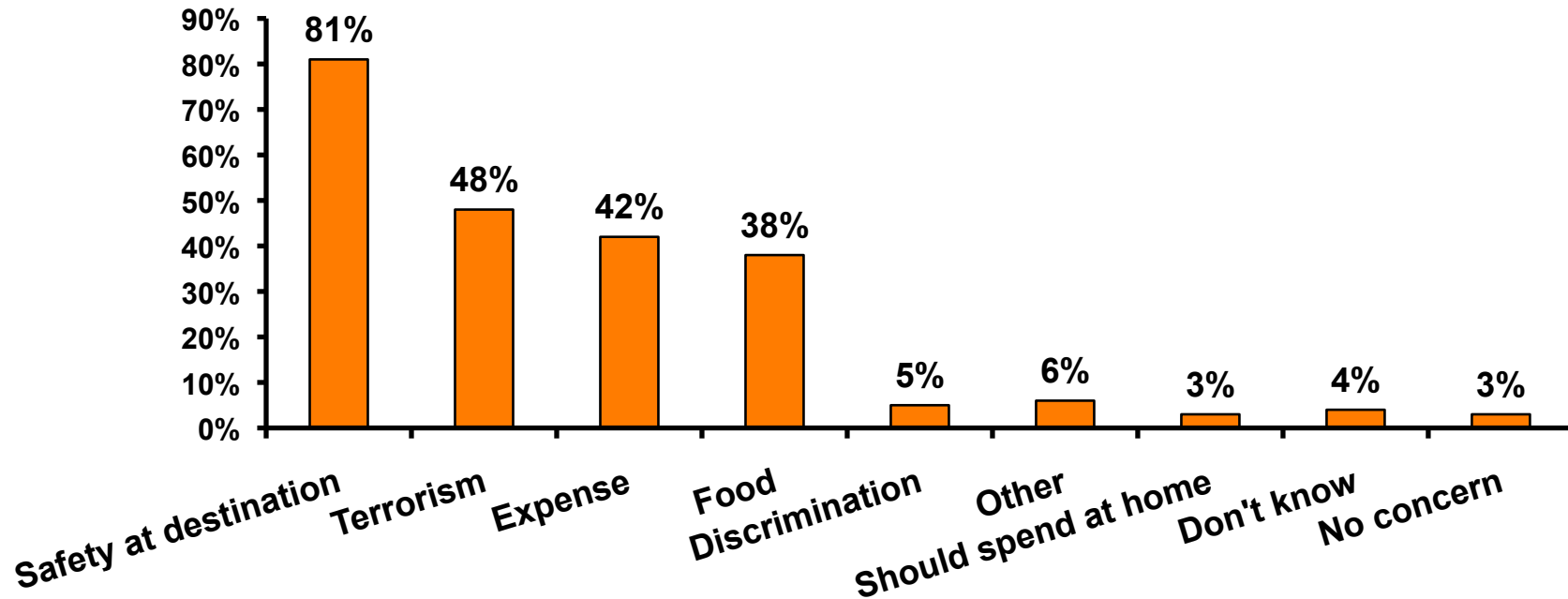
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



The importance of the state of the Japanese economy in decision to travel outside of Japan by Age & Income

		AGE					PERSONAL INCOME						
		<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+	Nc Inc
Q.25	Very unimportant		13%	13%	14%		5%	10%	15%	9%	18%	17%	
	Somewhat unimportant		25%	13%	24%	30%	12%	28%	24%	16%	30%	31%	25%
	Somewhat important	50%	34%	54%	35%	43%	56%	38%	39%	49%	32%	28%	
	Very important		15%	15%	21%	20%	7%	21%	17%	19%	18%	19%	25%
	Do not know	50%	14%	6%	6%	7%	20%	3%	5%	7%	2%	6%	50%
Total	Count	2	150	72	71	30	41	39	41	43	44	72	4

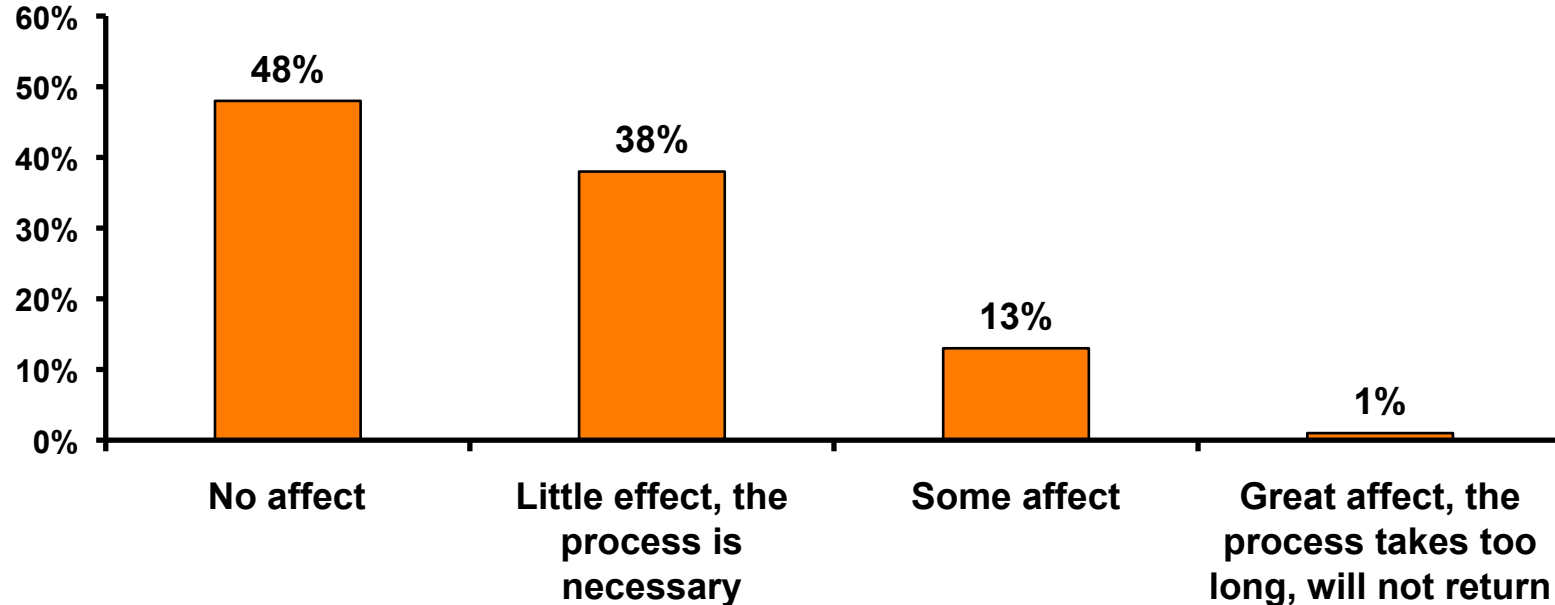
Concerns about travel outside of Japan - Overall



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	100%	87%	72%	80%	80%	80%	82%	83%	76%	88%	83%	50%
	Terrorism		50%	42%	45%	63%	59%	38%	50%	40%	33%	58%	25%
	Expense	50%	48%	43%	39%	20%	41%	54%	40%	43%	40%	44%	
	Food		49%	28%	35%	23%	39%	36%	50%	31%	37%	46%	25%
	Other		6%	4%	6%	7%	10%		7%	5%	5%	7%	
	Spending money abroad when it should be spent at home		2%	6%	1%	7%	5%			2%	7%	4%	
	Do not know		4%	6%	3%	3%	5%			2%		3%	
	No concerns		1%	3%	7%	3%		3%	2%	7%	5%	1%	
Total	Cases	2	149	72	71	30	41	39	42	42	43	72	4

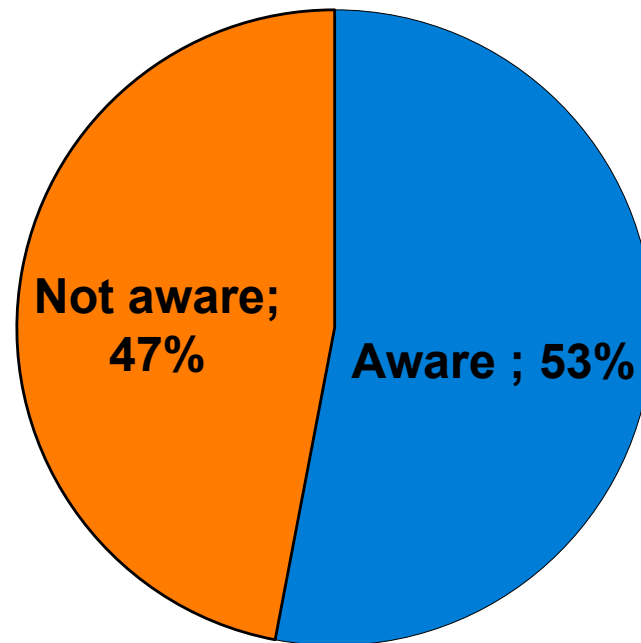
Security Screening/ Immigration Process at Guam International Airport



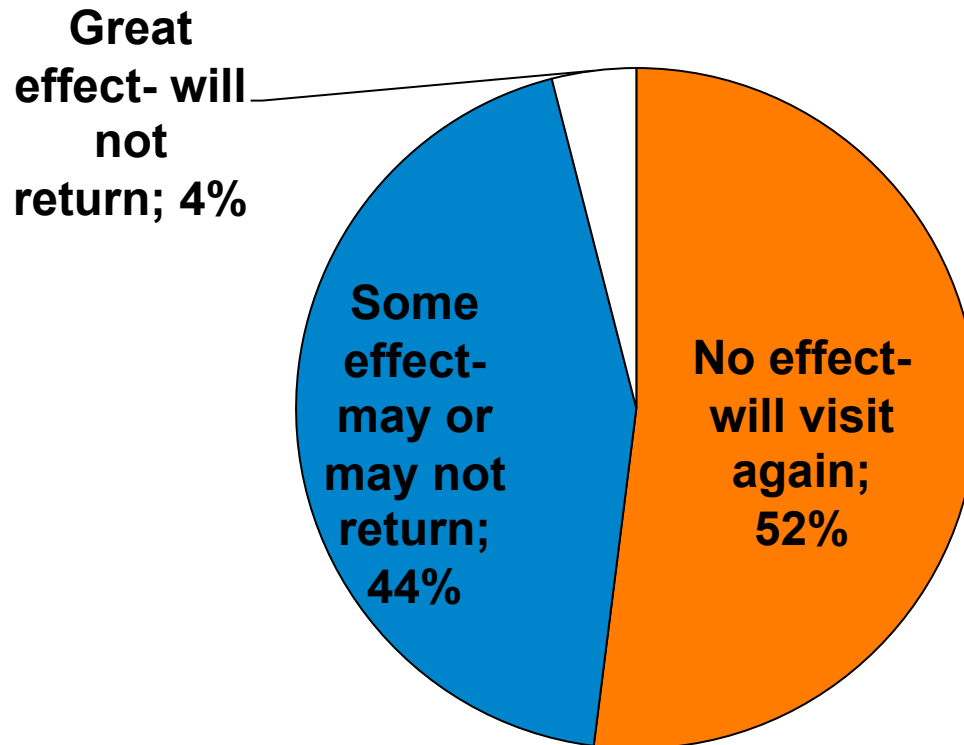
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.2** out of possible 7.0
- Agree (Score 6-7) – **11%**
- Neutral (Score 4-5) – **42%**
- Disagree (Score 1-3) – **46%**

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



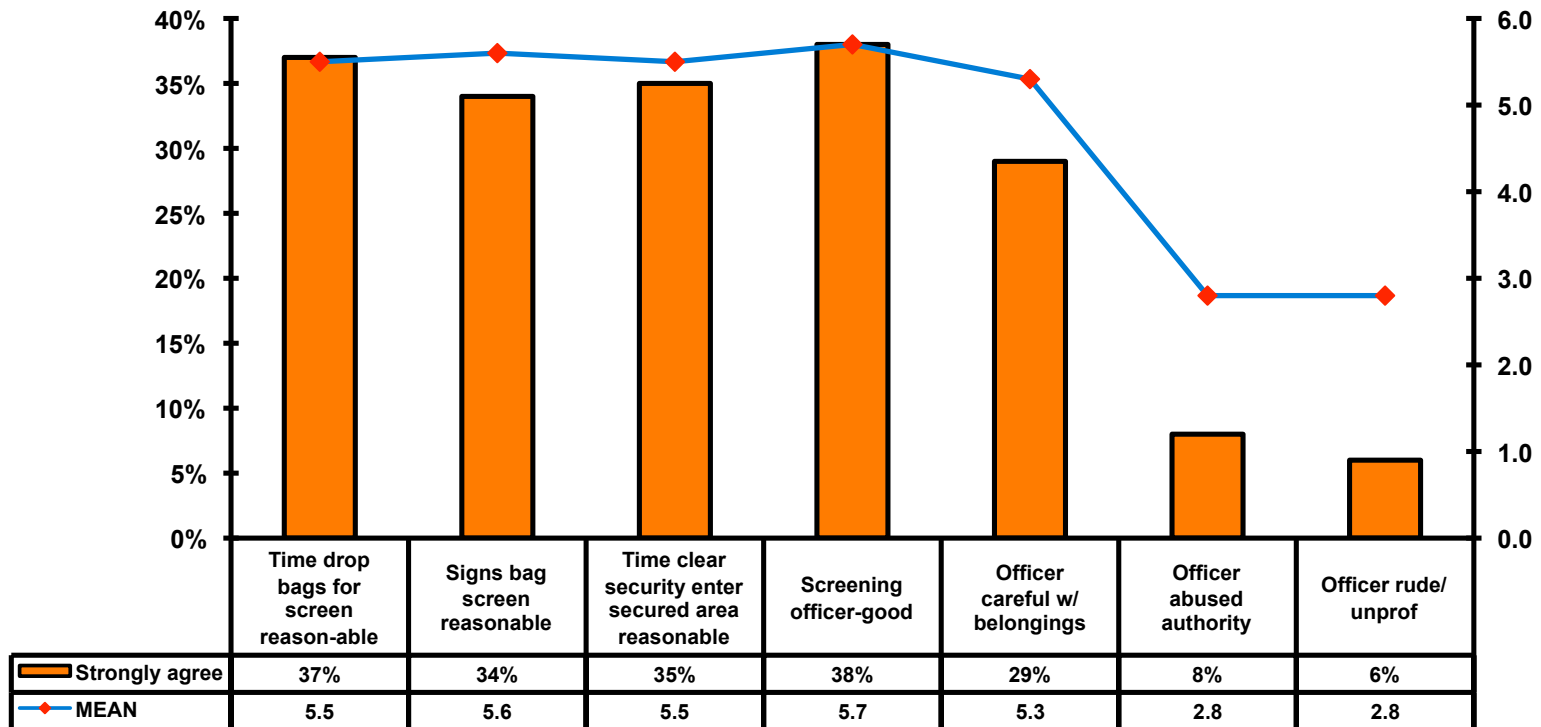
Effects of US military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

