



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

JULY 2012



Prepared by: QMark Research

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Background & Methodology

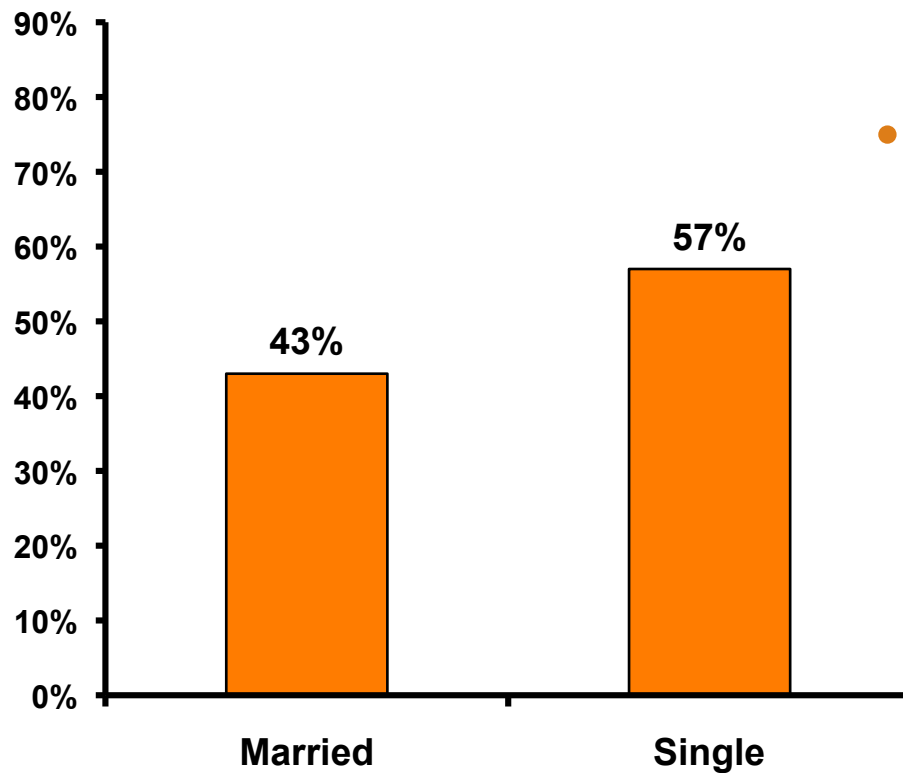
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **327** departing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

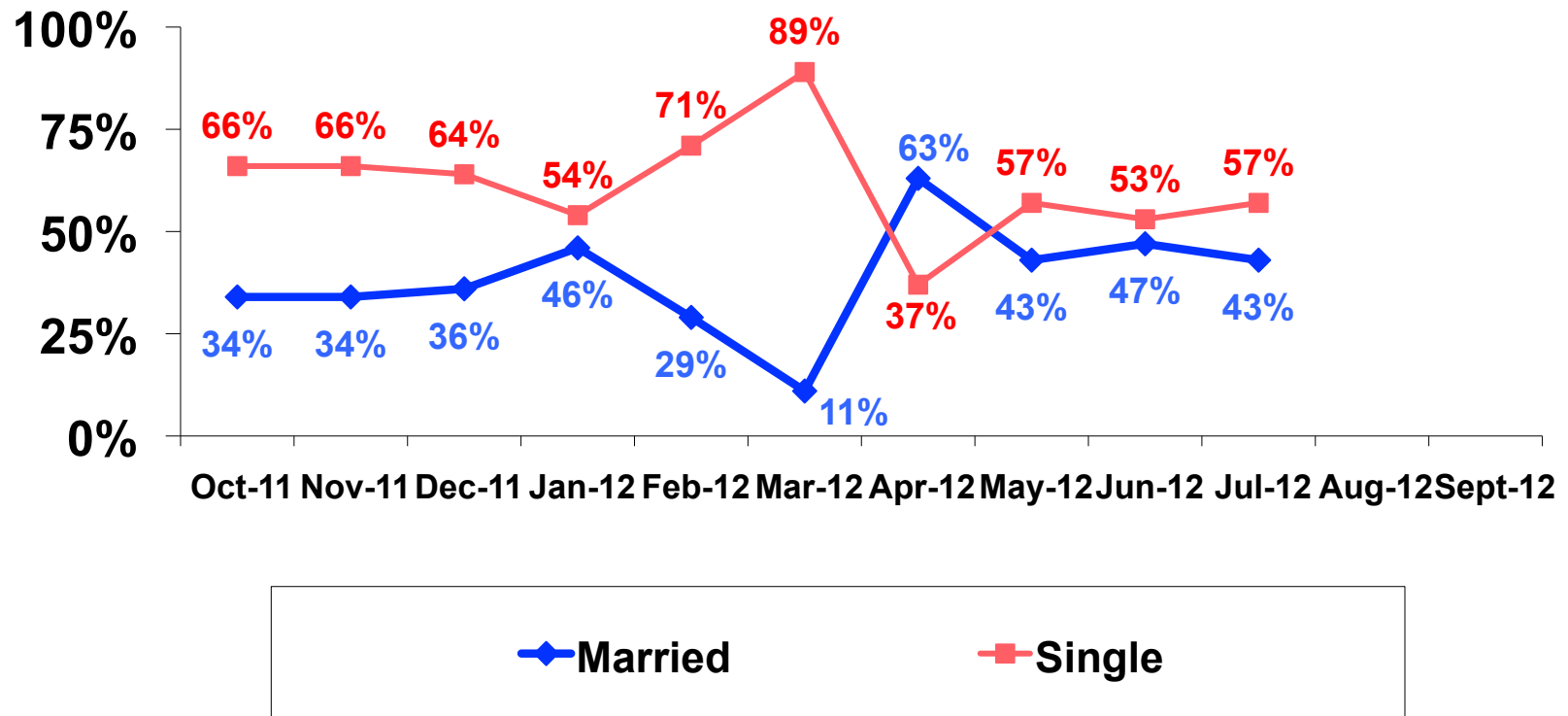
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

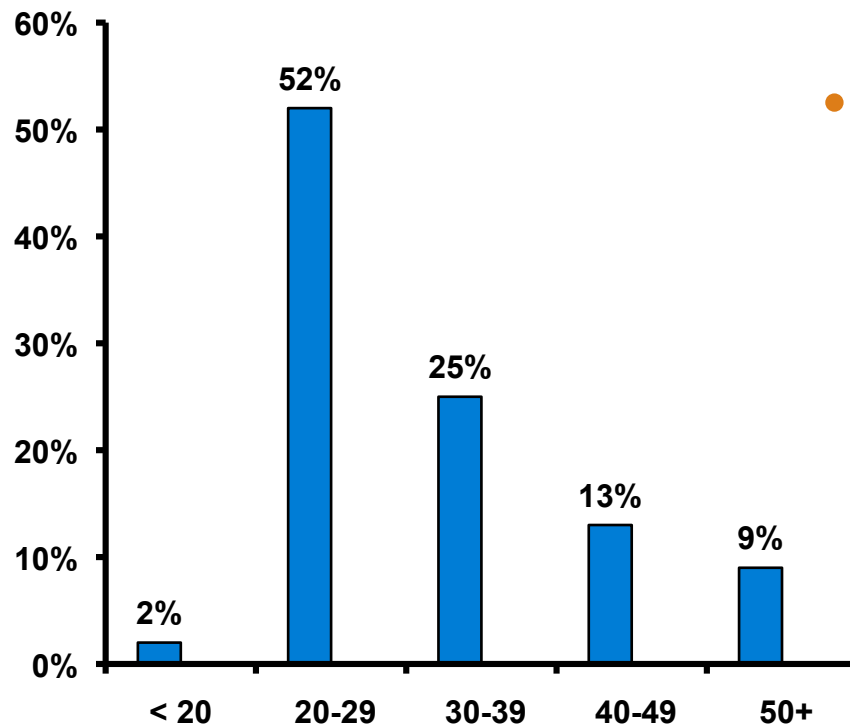


- 65% of 1st time visitors are single.

Marital Status

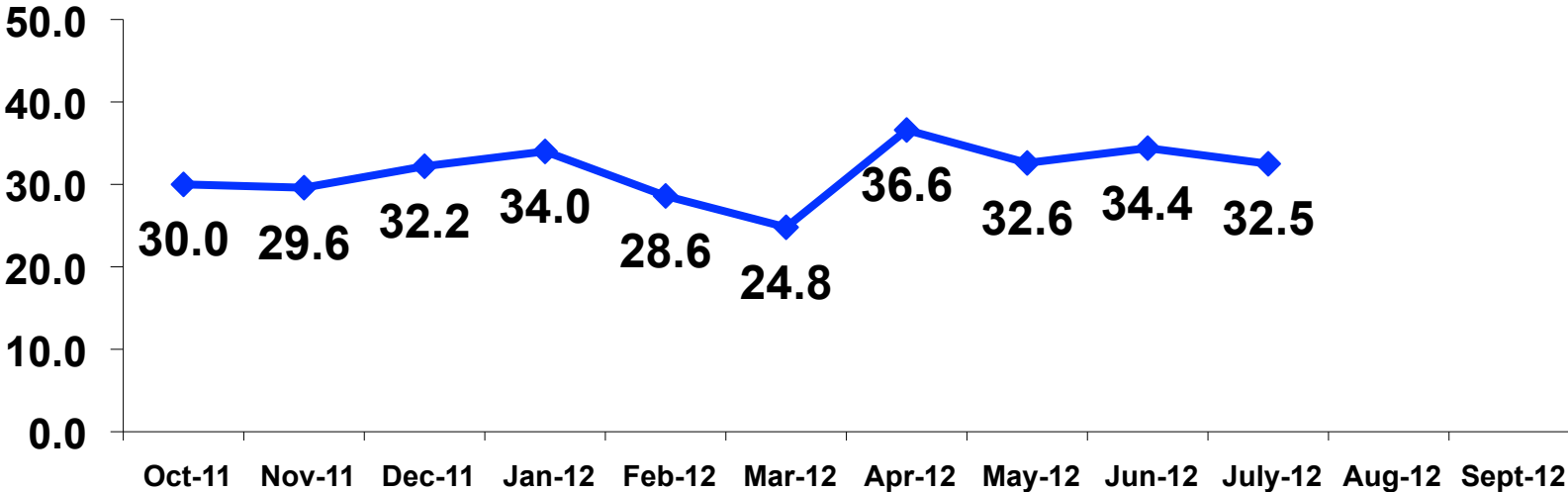


Age - Overall

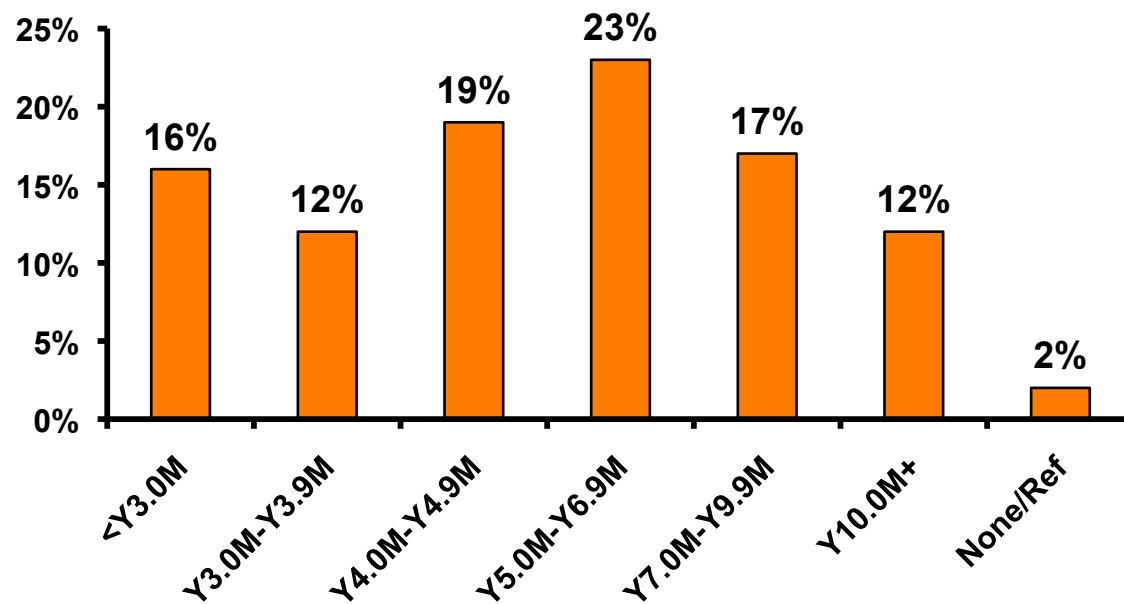


- The average age of the respondents is 32.5 years of age.

Average Age

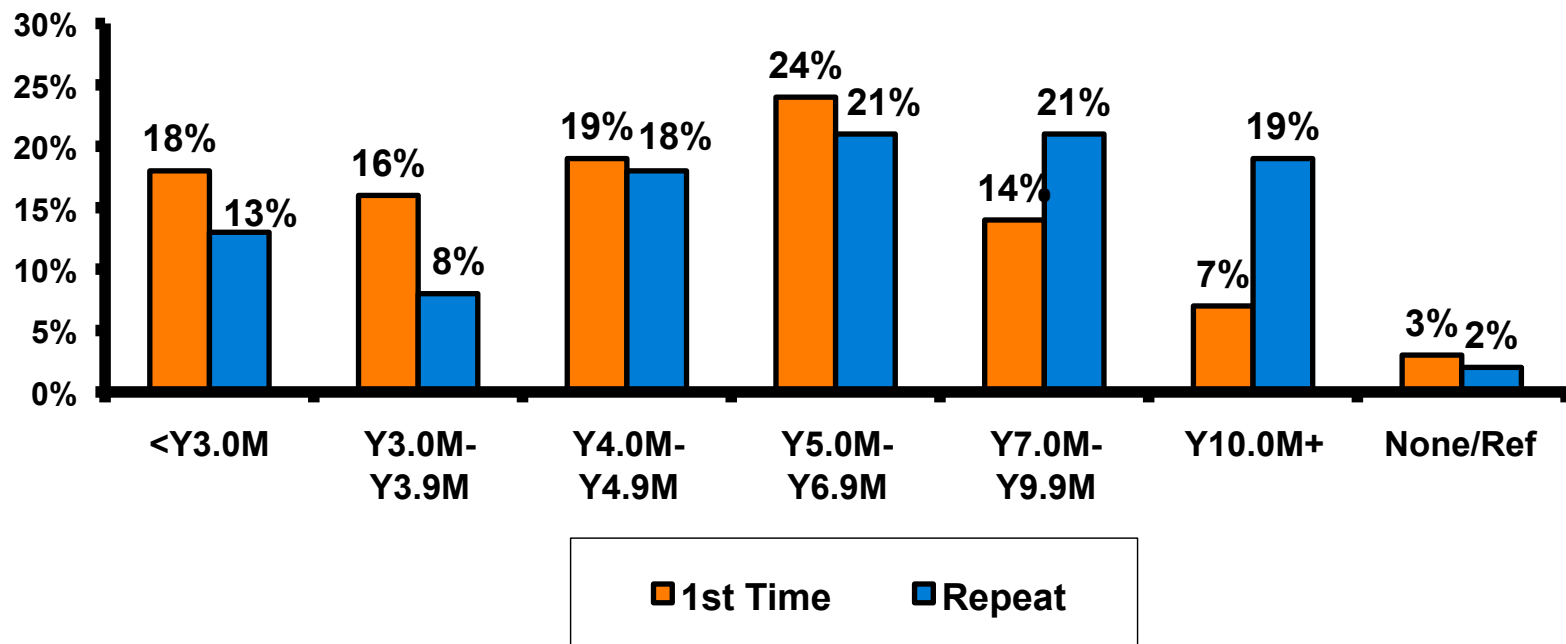


Personal Income



• ¥79.59=\$1

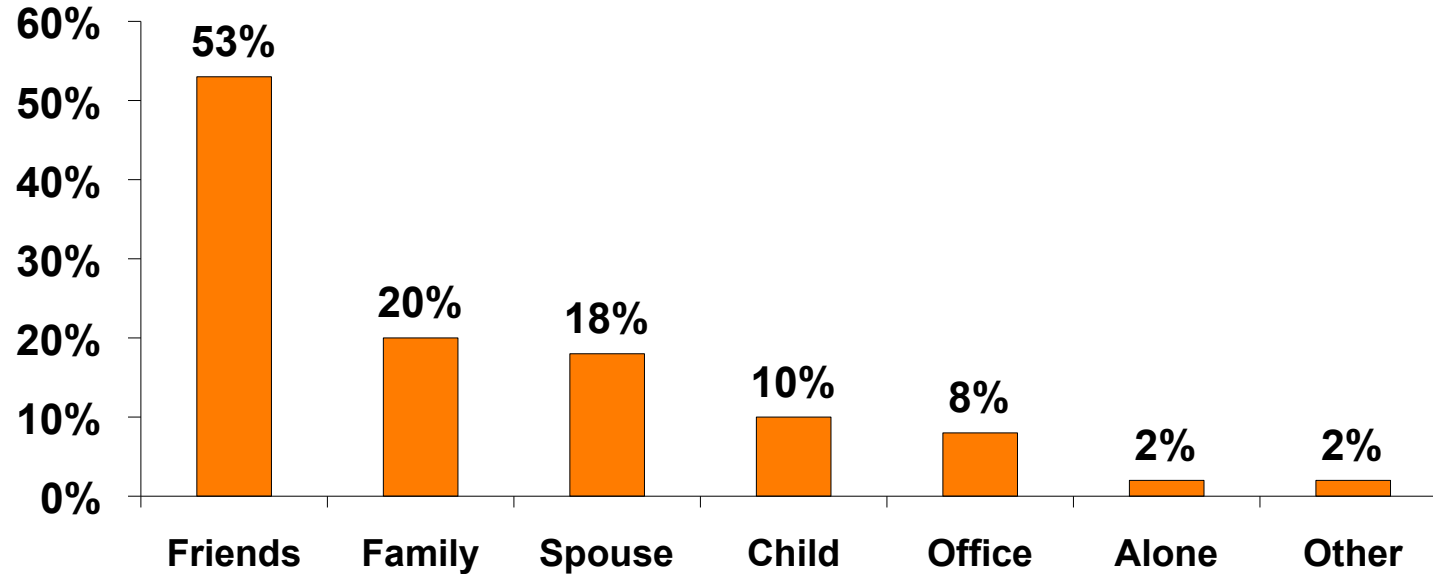
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	45	16	29	1	35	6		3
		15%	10%	21%	20%	23%	8%		14%
Y3.0M-Y3.9M	Count	36	16	20		28	3	4	1
		12%	10%	15%		18%	4%	10%	5%
Y4.0M-Y4.9M	Count	55	33	22	1	26	18	6	4
		19%	21%	16%	20%	17%	24%	15%	18%
Y5.0M-Y6.9M	Count	67	41	26		32	22	10	3
		23%	26%	19%		21%	29%	25%	14%
Y7.0M-Y9.9M	Count	50	36	14		15	16	14	5
		17%	23%	10%		10%	21%	35%	23%
Y10.0M+	Count	35	14	21	1	13	10	5	6
		12%	9%	15%	20%	8%	13%	13%	27%
No Inc	Count	7	3	4	2	4		1	
		2%	2%	3%	40%	3%		3%	
Total	Count	295	159	136	5	153	75	40	22

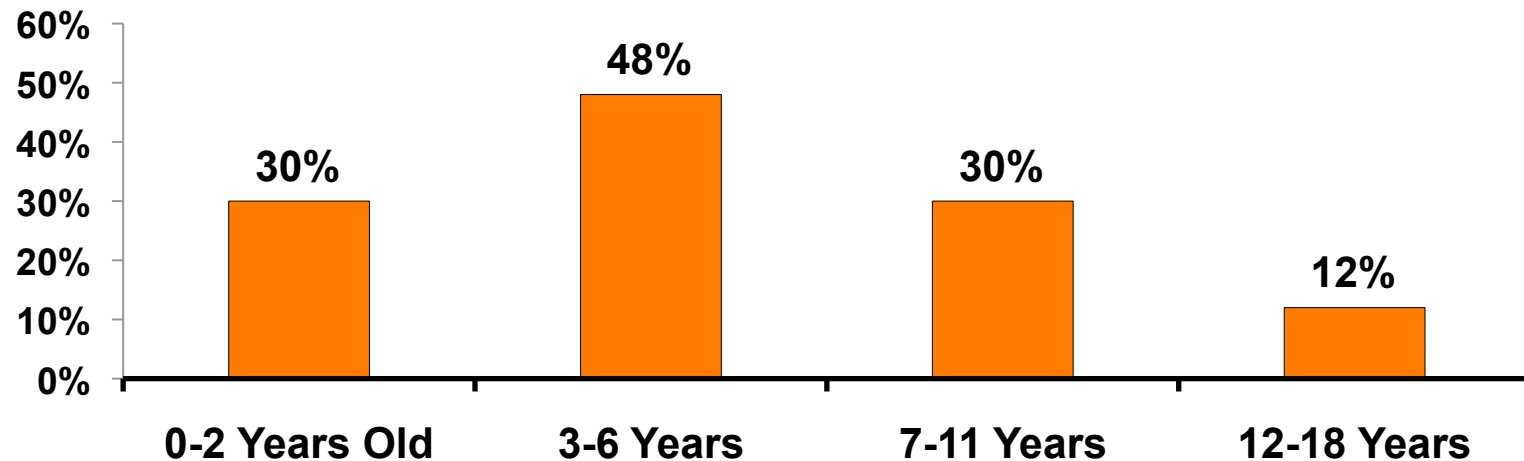
Travel Companions



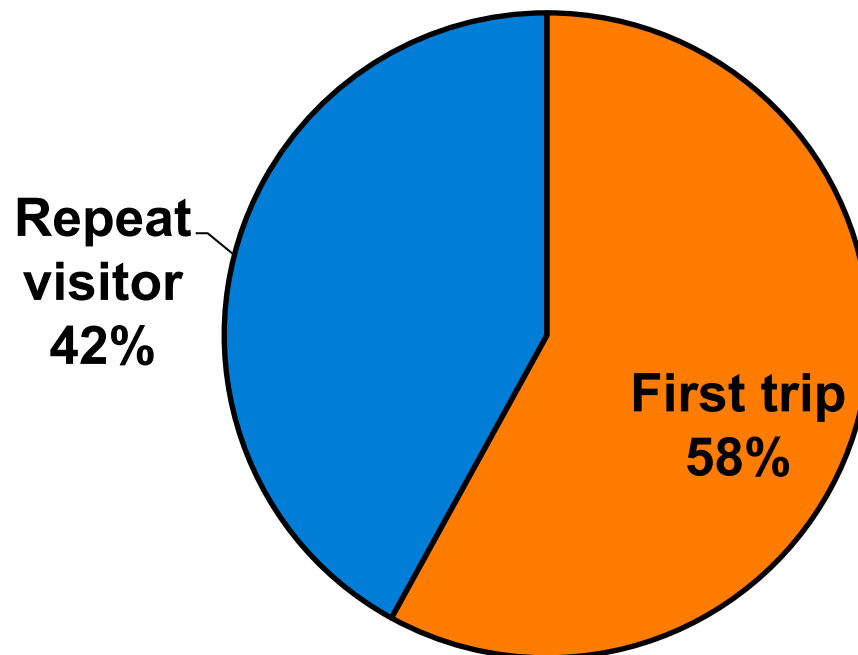
Number of Children Travel Party

N=21 total respondents traveling with children.

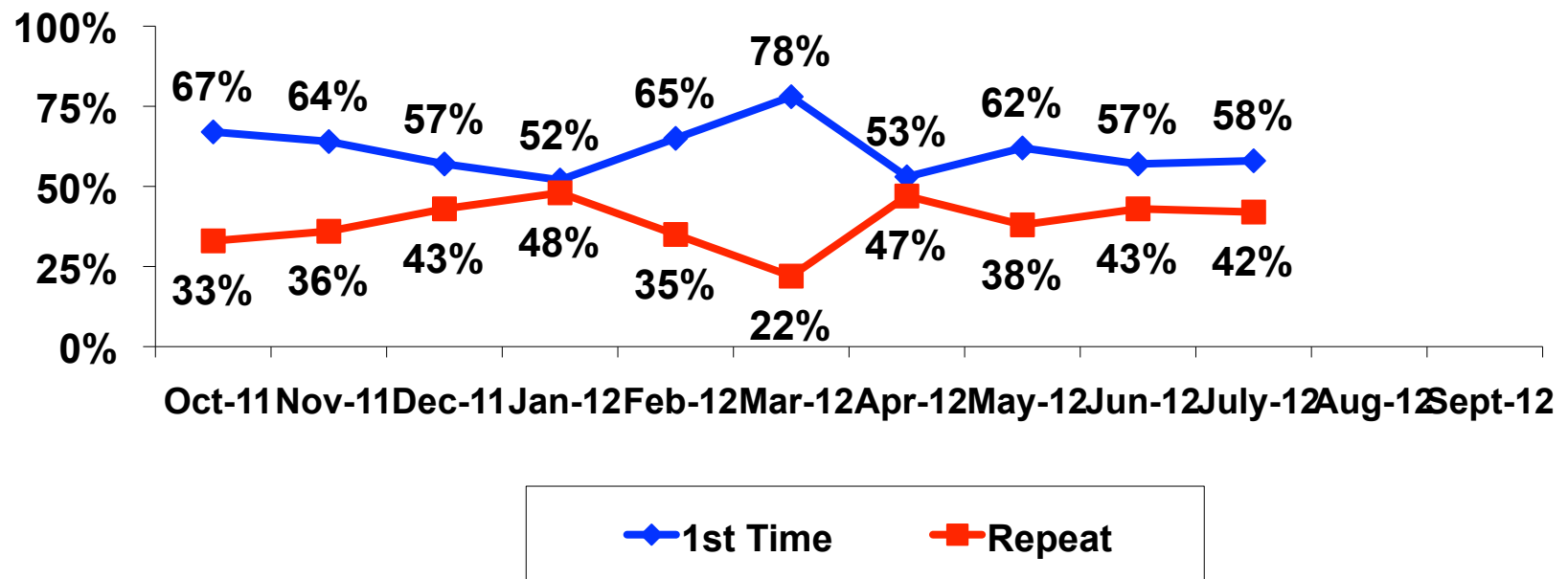
(Of those N=21 respondents, there is a total of 47 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



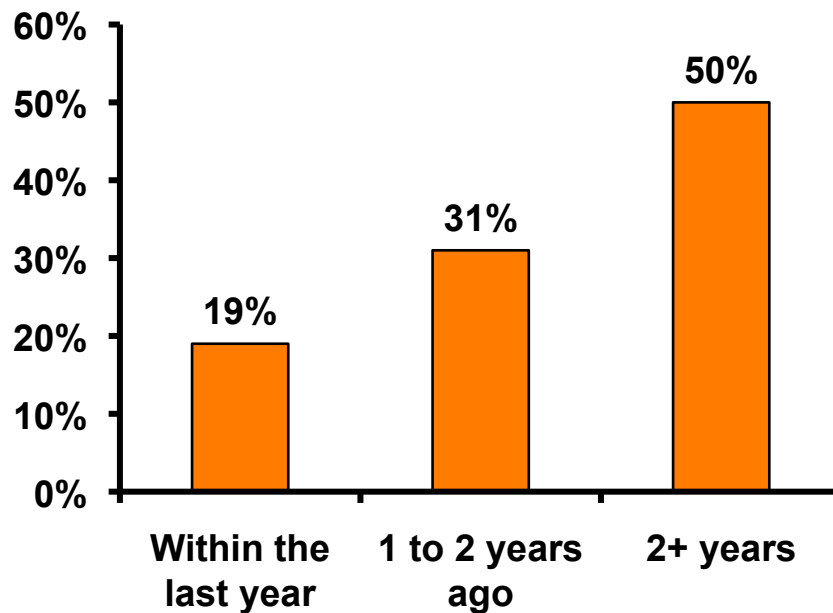
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	165	81	84
			50%	43%	61%
	Female	Count	162	109	53
			50%	57%	39%
Total		Count	327	190	137
AGE	<20	Count	5	3	2
			2%	2%	1%
	20-29	Count	169	120	49
			52%	63%	36%
	30-39	Count	82	40	42
			25%	21%	31%
	40-49	Count	43	14	29
		13%	7%	21%	
	50+	Count	28	13	15
			9%	7%	11%
Total		Count	327	190	137

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

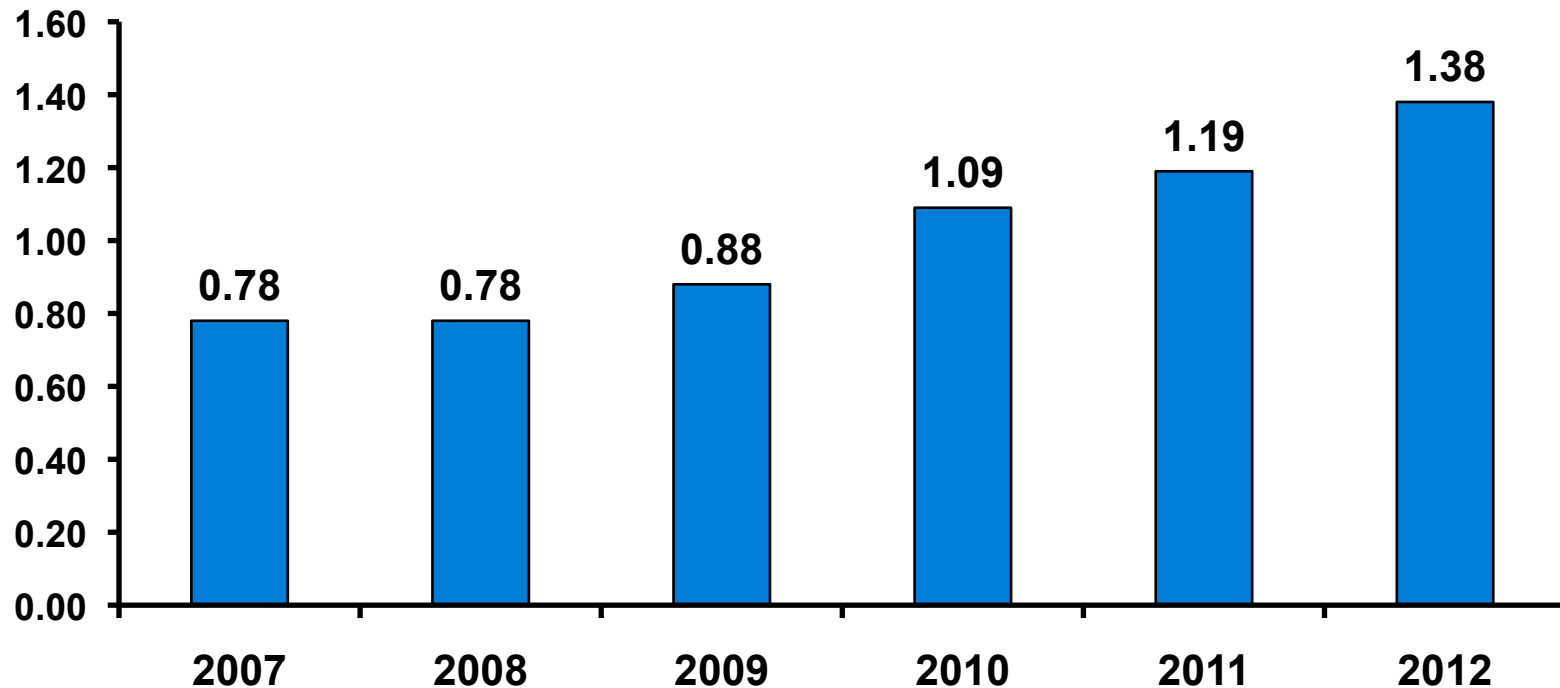
Repeat Visitors Last Trip

n = 135



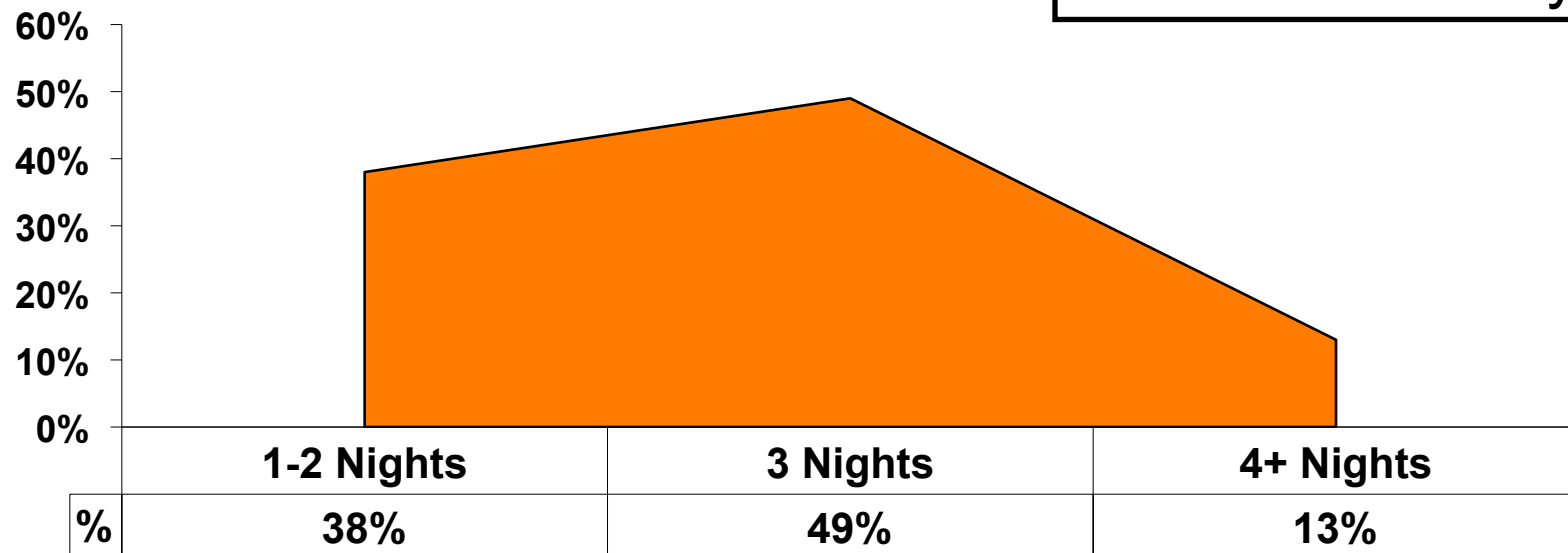
- The average repeat visitor has been to Guam 3.0 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

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

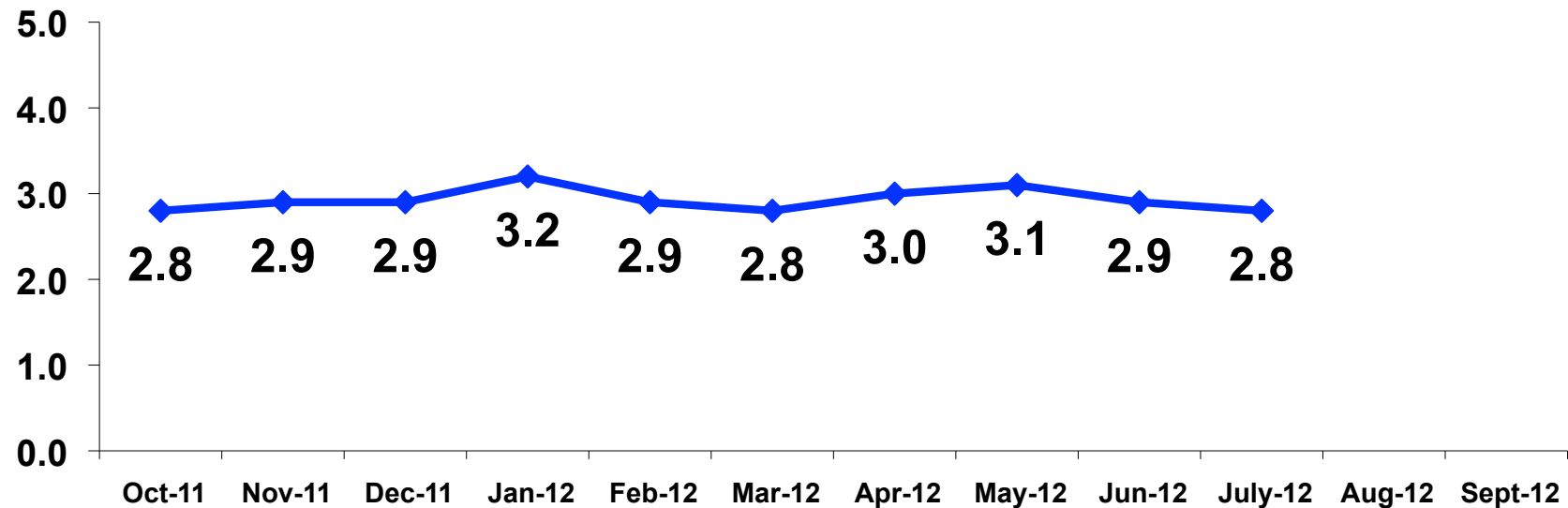


Length of Stay

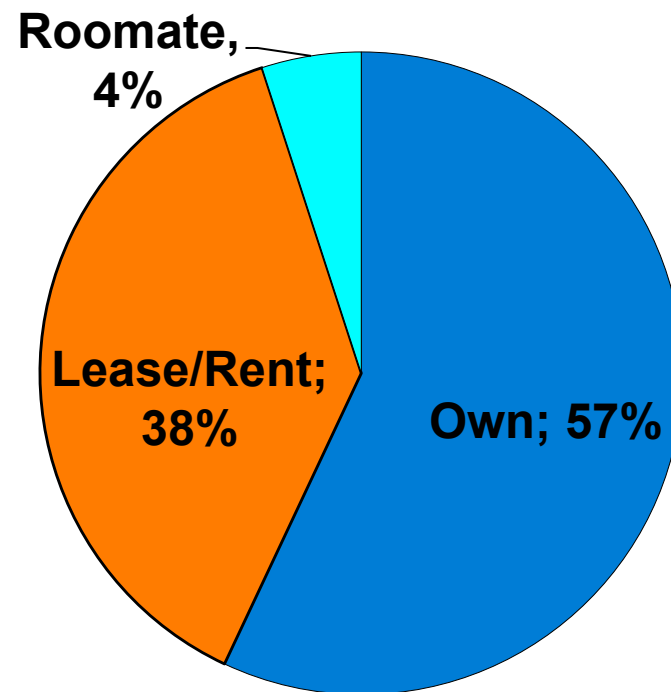
Mean = 2.80 Days
Median = 3.0 Days



Average Length of Stay



Living Accommodations

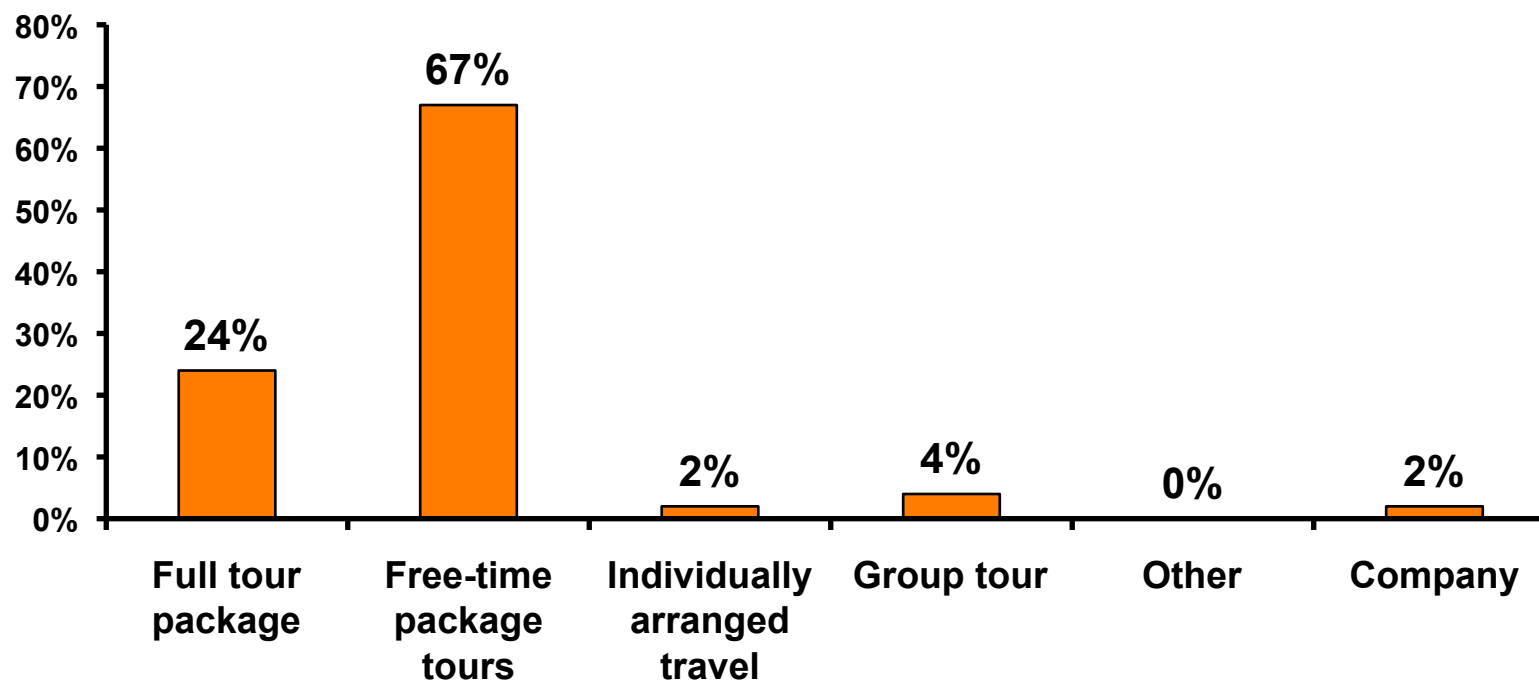


Occupation by Income

		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: Engineer	18%	20%	25%	28%	17%	16%	9%	
	Co. Employee: Office Worker Non-Managerial	17%	24%	19%	13%	17%	14%	26%	
	Co. Employee: Salesperson	10%	7%	3%	13%	17%	16%	6%	
	Student	9%	7%	3%	6%	5%	8%	6%	85%
	Government Employee: Office Worker Non-Managerial	6%	7%	11%	6%	8%	4%	6%	
	Co. Employee: Manager	6%		3%	2%	6%	18%	6%	
	Professional or Specialist	5%	4%	14%	6%	3%	2%	11%	
	Skilled Worker	5%	9%	3%	7%	5%	4%	3%	
	Homemaker	6%	4%	3%	4%	3%	2%	14%	
	Self Employed	5%	9%	3%	2%	5%	6%	6%	
	Other	4%	4%		11%	3%	2%		
	Freeter	4%	4%	8%	2%	2%	2%	3%	
	Government Employee: Manager	2%		3%		3%	2%	3%	
	Unemployed	2%				2%		3%	14%
	Teacher	1%				2%	2%		
	Co. Employee: Executive	1%				3%			
	Government Employee: Executive	1%		3%			2%		
	Free-lancer	1%				3%			
	Retired	0%			2%				
Total	Count	321	45	36	54	66	50	35	7

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

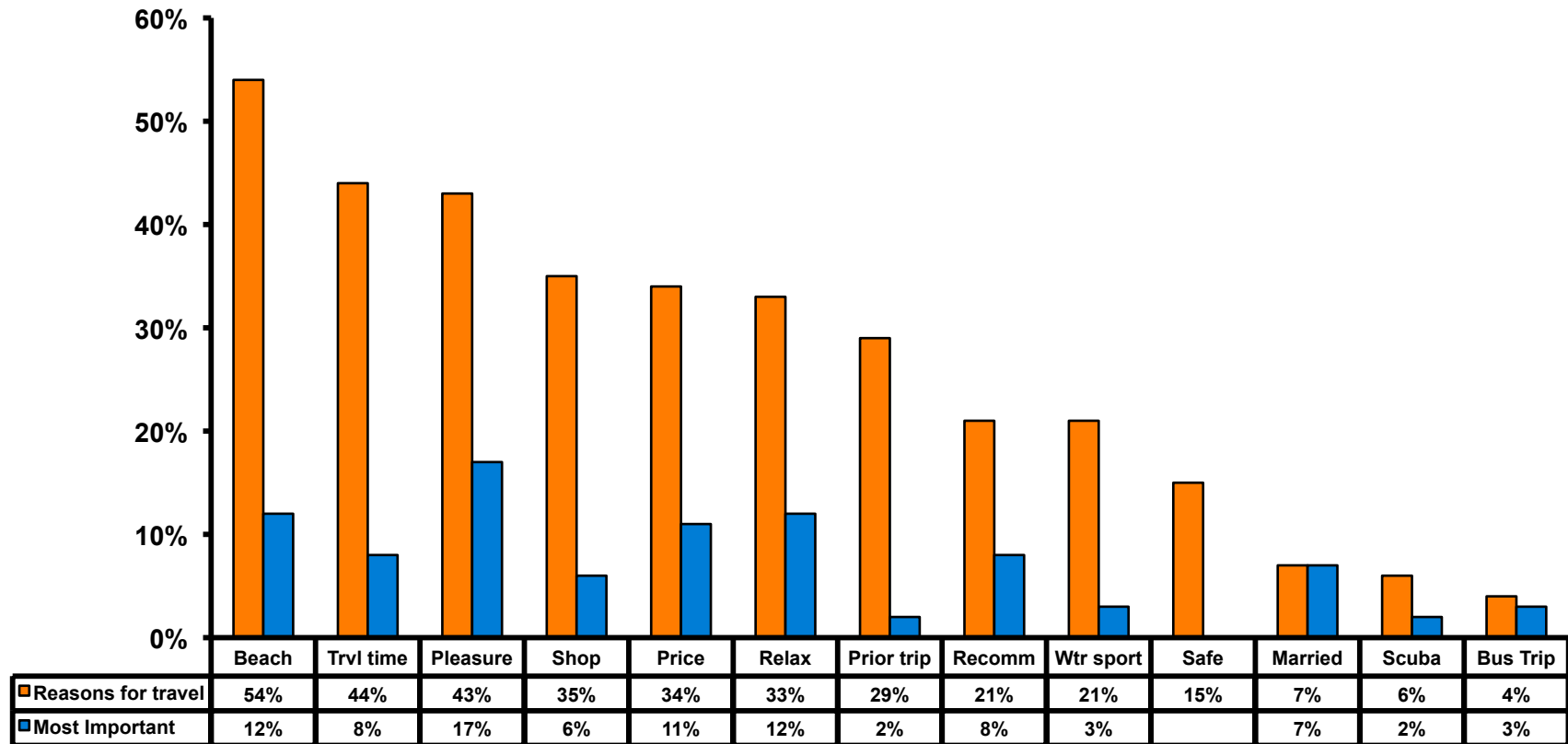


Accommodation by Income

Average length of stay: 2.80 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	20%	20%	31%	20%	15%	16%	26%	14%
	Guam Reef Hotel	16%	11%	19%	18%	18%	10%	11%	57%
	Grand Plaza Hotel	8%	18%	11%	4%	8%	8%	3%	
	Pacific Bay Hotel	8%	7%	6%	7%	15%	6%	6%	
	Hyatt Regency Guam	6%	7%	3%	9%	3%	8%	14%	
	Oceanview Hotel	6%	11%	3%	4%	5%	8%	3%	14%
	Outrigger Guam Resort	5%	4%	6%	7%	5%	4%	9%	
	Pacific Islands Club PIC	5%	4%	3%	4%	6%	6%	6%	
	Onward Beach Resort	4%	4%		4%	2%	6%	9%	
	Fiesta Resort Guam	3%		3%	7%	5%	2%		
	Sheraton Laguna Resort	3%	2%		2%	5%	6%		14%
	Hotel Nikko Guam	3%		3%	4%		6%	3%	
	Hilton Guam Resort & Spa	2%	2%	3%	4%		4%	6%	
	Leo Palace Resort	2%		3%		2%	4%	3%	
	The Westin Resort Guam	2%	4%		4%	3%			
	Royal Orchid Guam	2%	2%	6%	2%	2%			
	Hotel Sane Fe	2%	2%			5%	2%		
	Holiday Resort Guam	1%		3%	2%		2%	3%	
	Bayview Hotel	1%				3%			
	Guam Marriott Resort Hotel	1%				2%			
	Other	0%					2%		
Total	Count	326	45	36	55	66	50	35	7

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Pleasure,
 - Relaxation and
 - Guam's natural beauty/beaches
- 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	54%	60%	60%	52%	44%	36%	51%	57%
Short travel time	44%	40%	39%	50%	53%	43%	47%	41%
Pleasure	43%	20%	52%	37%	30%	29%	39%	47%
Shopping	35%	20%	43%	26%	35%	21%	24%	47%
Price of the tour package	34%	20%	36%	34%	28%	32%	36%	31%
Just to relax	33%	40%	30%	38%	40%	25%	37%	28%
A previous visit	29%	40%	18%	37%	51%	39%	36%	22%
Recommendation of friend, relative, travel agency	21%	40%	33%	4%	12%	14%	16%	26%
Water sports	21%	40%	25%	13%	21%	14%	14%	28%
It is a safe place to spend a vacation	15%	20%	11%	13%	23%	25%	15%	15%
To get married or Attend wedding	7%		5%	10%		21%	9%	4%
SCUBA diving	6%		7%	6%	5%	7%	7%	5%
Company or Business trip	4%		2%	10%	5%		2%	6%
My company sponsored me	3%	20%	2%	2%	5%		2%	3%
Honeymoon	3%		2%	4%	5%		4%	1%
Other	3%		2%		9%	4%	4%	2%
To golf	2%		1%	2%	2%	11%	3%	1%
Organized Sporting Activity	1%		1%		5%	4%	1%	1%
To visit friends or relatives	1%		1%		2%			1%
Special promotion	1%			1%	2%		1%	1%
Career certification or testing	1%			1%	2%		1%	
Total Cases	327	5	169	82	43	28	165	162

Motivation by Income

	TOTAL	PERSONAL INCOME						
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.5 Beautiful seas, beaches, tropical climate	54%	49%	61%	53%	60%	46%	51%	29%
Short travel time	44%	29%	36%	40%	55%	50%	57%	14%
Pleasure	43%	33%	47%	40%	51%	40%	46%	29%
Shopping	35%	38%	39%	27%	37%	26%	46%	14%
Price of the tour package	34%	33%	31%	31%	43%	42%	14%	29%
Just to relax	33%	29%	36%	24%	43%	34%	31%	29%
A previous visit	29%	24%	19%	29%	25%	42%	54%	29%
Recommendation of friend, relative, travel agency	21%	22%	33%	27%	13%	6%	20%	43%
Water sports	21%	16%	17%	16%	34%	10%	17%	29%
It is a safe place to spend a vacation	15%	9%	19%	20%	10%	12%	23%	
To get married or Attend wedding	7%	11%	11%	11%	3%	2%	9%	
SCUBA diving	6%	2%	6%	5%	9%	8%	11%	
Company or Business trip	4%	4%		9%	1%	6%		
Honeymoon	3%	7%		5%	4%			
My company sponsored me	3%			7%	1%	6%		
Other	3%	2%		2%	6%	2%	3%	
To golf	2%		6%	2%		4%		
Organized Sporting Activity	1%		3%	2%	3%			
To visit friends or relatives	1%					2%	3%	
Special promotion	1%					2%	3%	
Career certification or testing	1%	2%				2%		
Total Cases	327	45	36	55	67	50	35	7

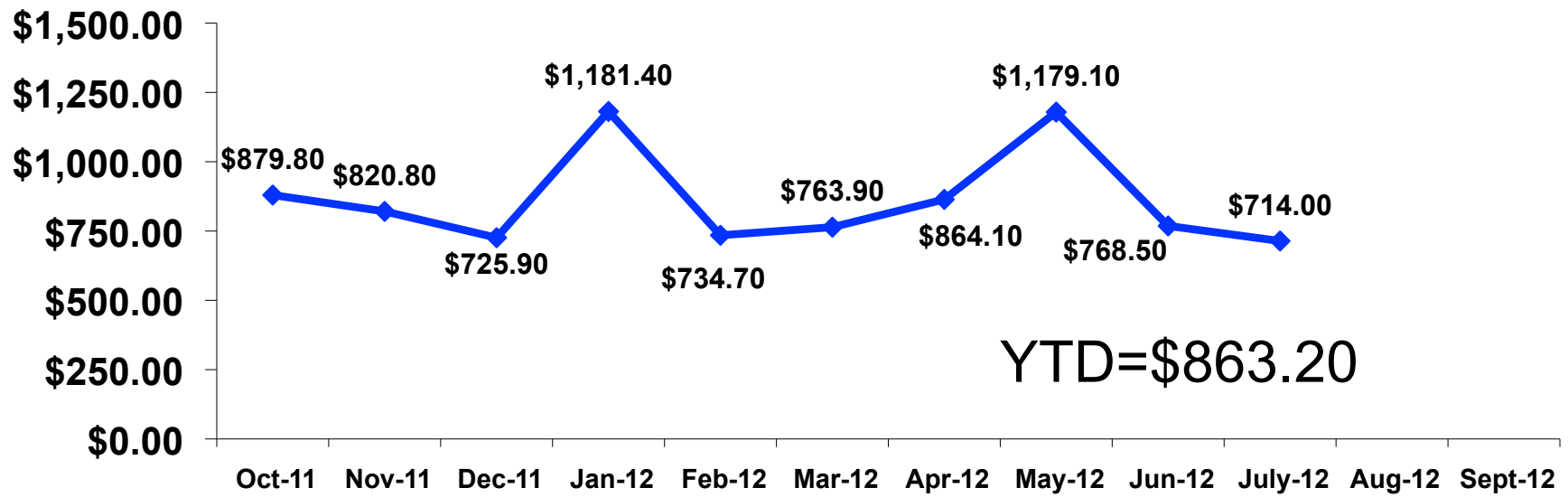
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥79.59/US\$1

- \$1,342.70 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$25,128 = maximum (highest amount recorded for the entire sample)
- \$714.00 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

¥79.59=\$1

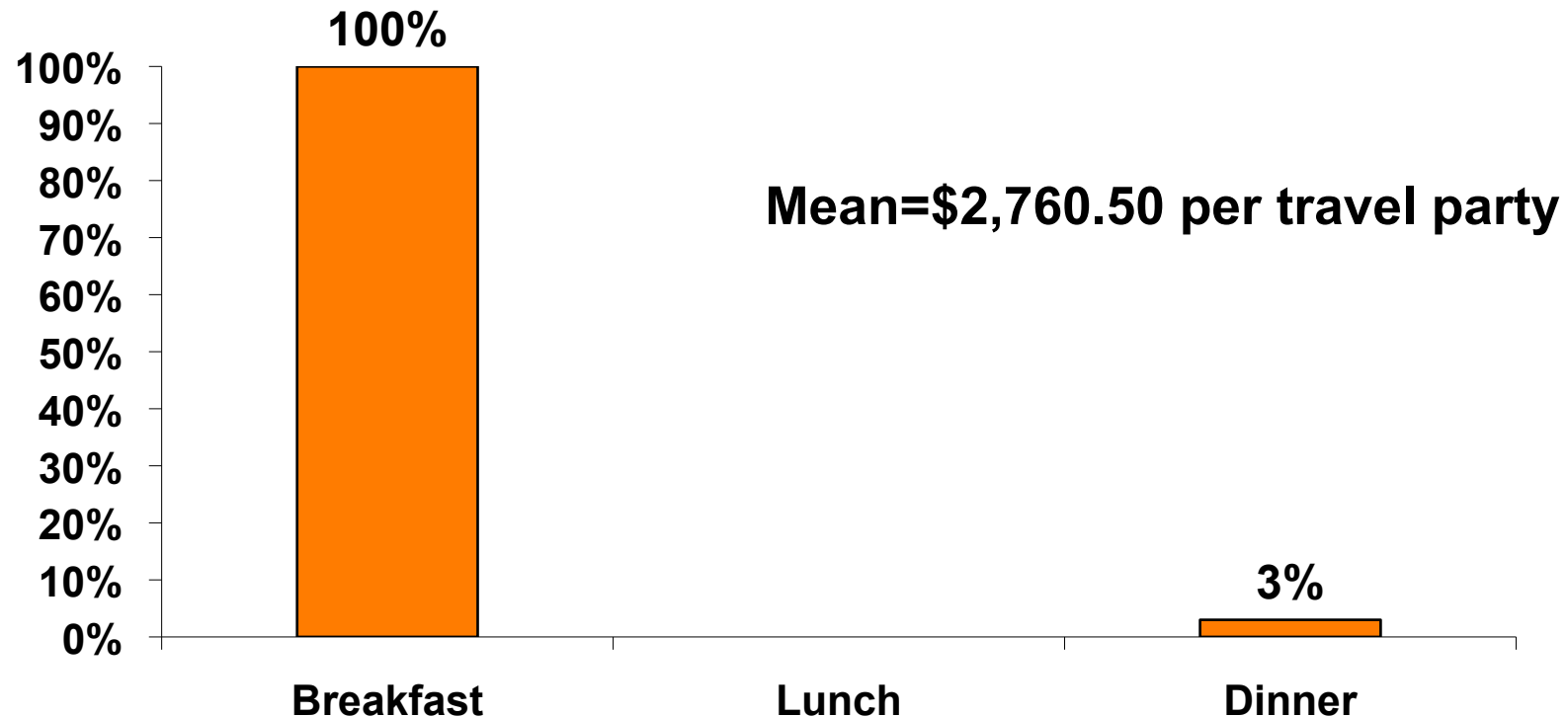
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$1,298.40
Air & Accommodation w/ daily meal package	\$2,760.50
Air only	\$823.00
Accommodation only	\$753.90
Accommodation w/ daily meal only	\$
Food & Beverages in Hotel	\$88.00
Ground transportation- Japan	\$108.20
Ground transportation- Guam	\$36.20
Optional tours/ activities	\$236.90
Other expenses	\$193.80
Total Prepaid	\$1,342.70

Prepaid Meal Breakdown

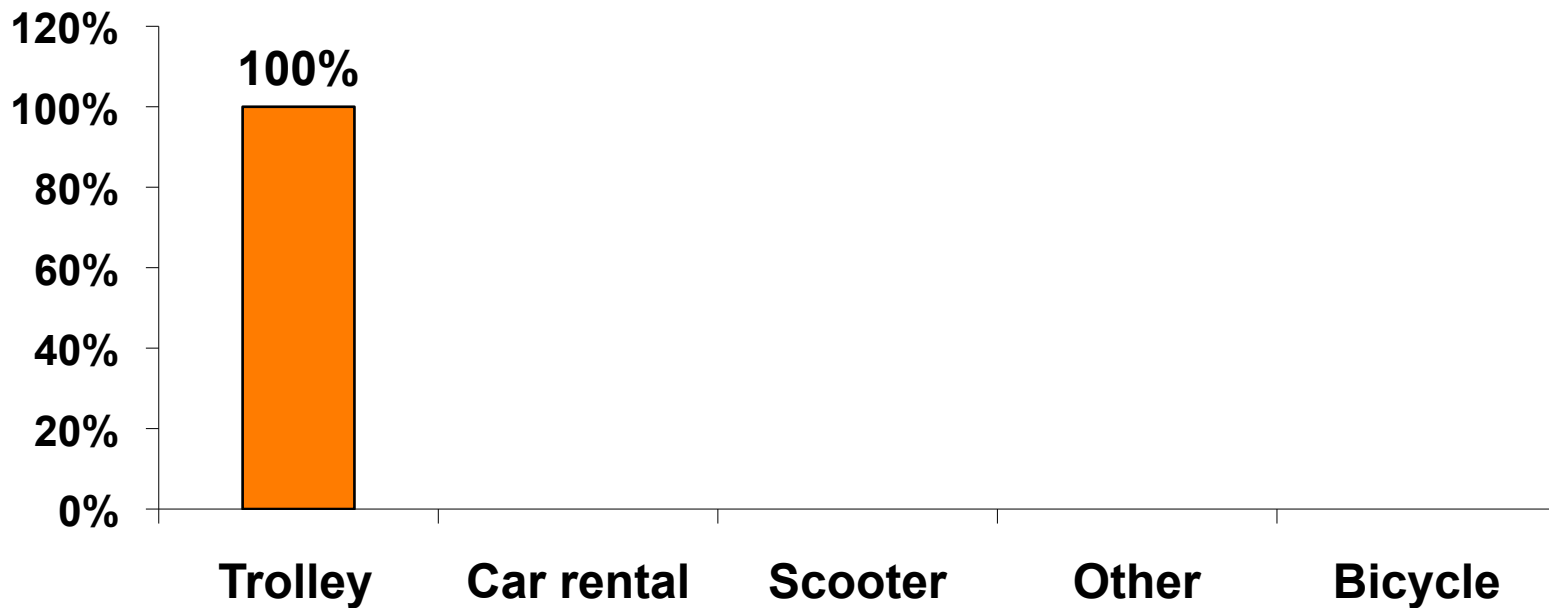
Air/ Accommodations with Daily Meal Package

n=34



Prepaid Ground Transportation

n=8

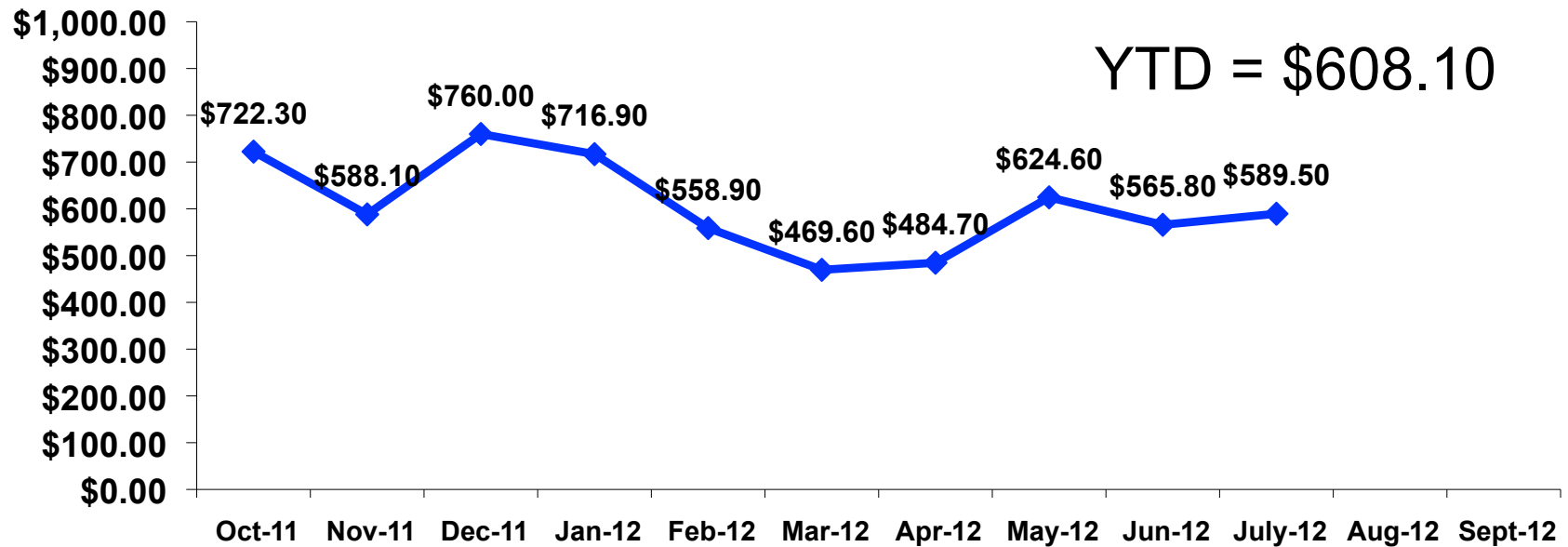


Mean=\$36.20 per travel party

On-Island Expenditures

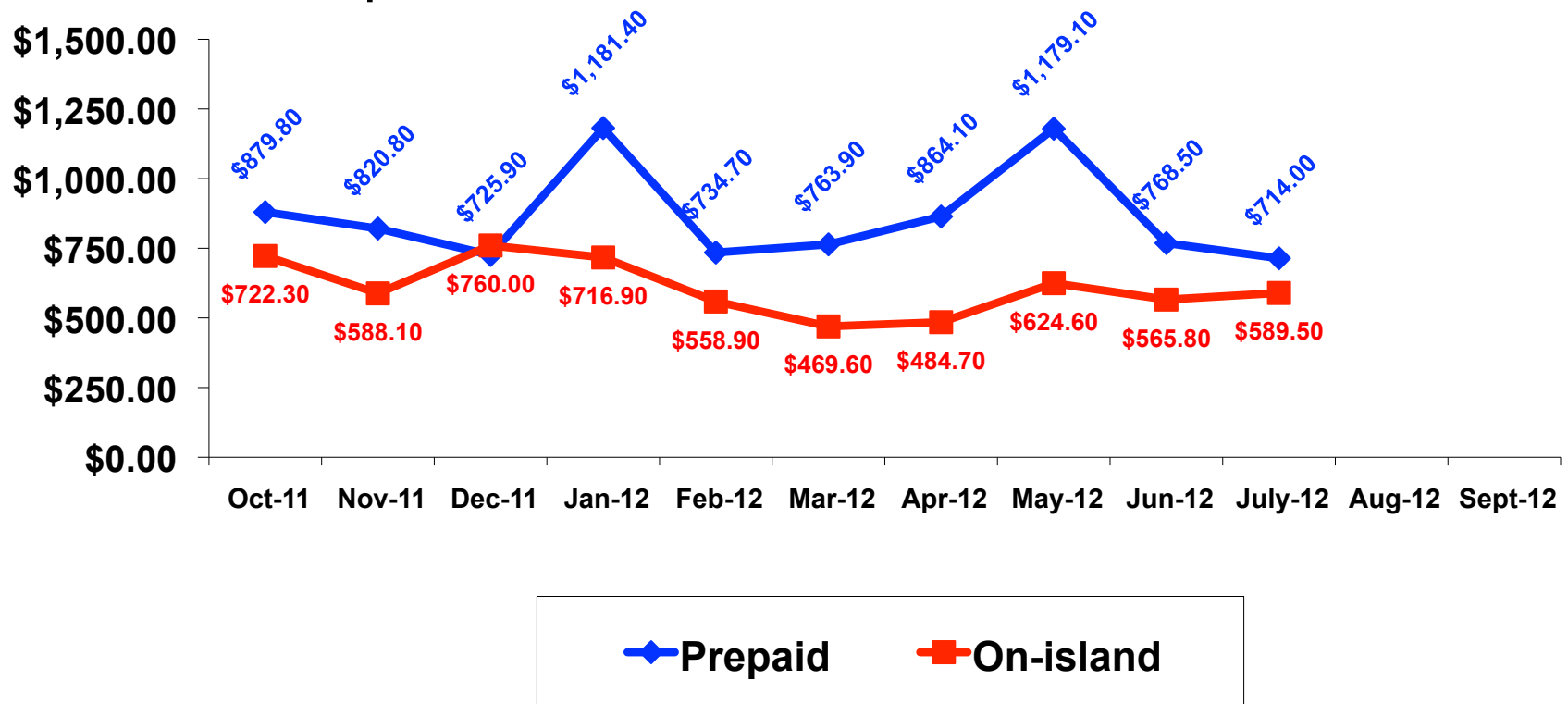
- \$798.40 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,000 = Maximum (highest amount recorded for the entire sample)
- \$589.50 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid/On-Island Expenditures Per Person

Prepaid YTD = \$863.20 On-Island YTD = \$608.10



Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER									
		Male	Female	Male					Female				
				AGE					AGE				
				<20	20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A Mean	\$798.39	\$774.74	\$822.49	\$821.00	\$750.80	\$791.33	\$845.26	\$650.86	\$466.25	\$727.83	\$1,070.54	\$1,014.83	\$1,064.43
Median	\$600	\$600	\$600	\$821	\$600	\$600	\$800	\$550	\$383	\$500	\$800	\$1,000	\$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	\$28.07	\$43.09	\$12.67	\$7.00	\$19.29	\$32.45	\$57.42	\$27.07
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF REST/CONV	Mean	\$25.14	\$26.77	\$23.48	\$42.00	\$22.49	\$21.15	\$30.35	\$41.71
	Median	\$10	\$10	\$10	\$10	\$10	\$0	\$15	\$5
F&B-OUT- SIDE HOTEL/ REST	Mean	\$71.72	\$99.88	\$42.86	\$60.00	\$60.50	\$76.95	\$106.47	\$73.04
	Median	\$30	\$60	\$8	\$0	\$30	\$20	\$60	\$0
OPTIONAL TOUR	Mean	\$88.87	\$100.73	\$76.70	\$38.00	\$99.68	\$84.79	\$72.35	\$69.86
	Median	\$0	\$0	\$0	\$0	\$24	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$197.10	\$173.05	\$221.73	\$20.00	\$222.03	\$163.77	\$258.21	\$80.75
	Median	\$30	\$20	\$40	\$0	\$40	\$0	\$100	\$0
GIFT/SOUV- F&F AT HOME	Mean	\$116.80	\$116.21	\$117.41	\$96.00	\$123.99	\$97.70	\$138.93	\$98.39
	Median	\$50	\$50	\$50	\$0	\$50	\$7	\$100	\$65
LOCAL TRANS	Mean	\$10.75	\$14.64	\$6.76	\$0.00	\$9.58	\$16.95	\$9.49	\$3.71
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$270.22	\$206.96	\$334.64	\$274.20	\$194.64	\$385.30	\$221.70	\$463.11
	Median	\$4	\$0	\$10	\$61	\$4	\$34	\$0	\$36
TOTAL ON ISLAND	Mean	\$798.39	\$774.74	\$822.49	\$537.20	\$736.12	\$873.05	\$892.58	\$857.64
	Median	\$600	\$600	\$600	\$400	\$550	\$600	\$900	\$575

On-Island Expenditures

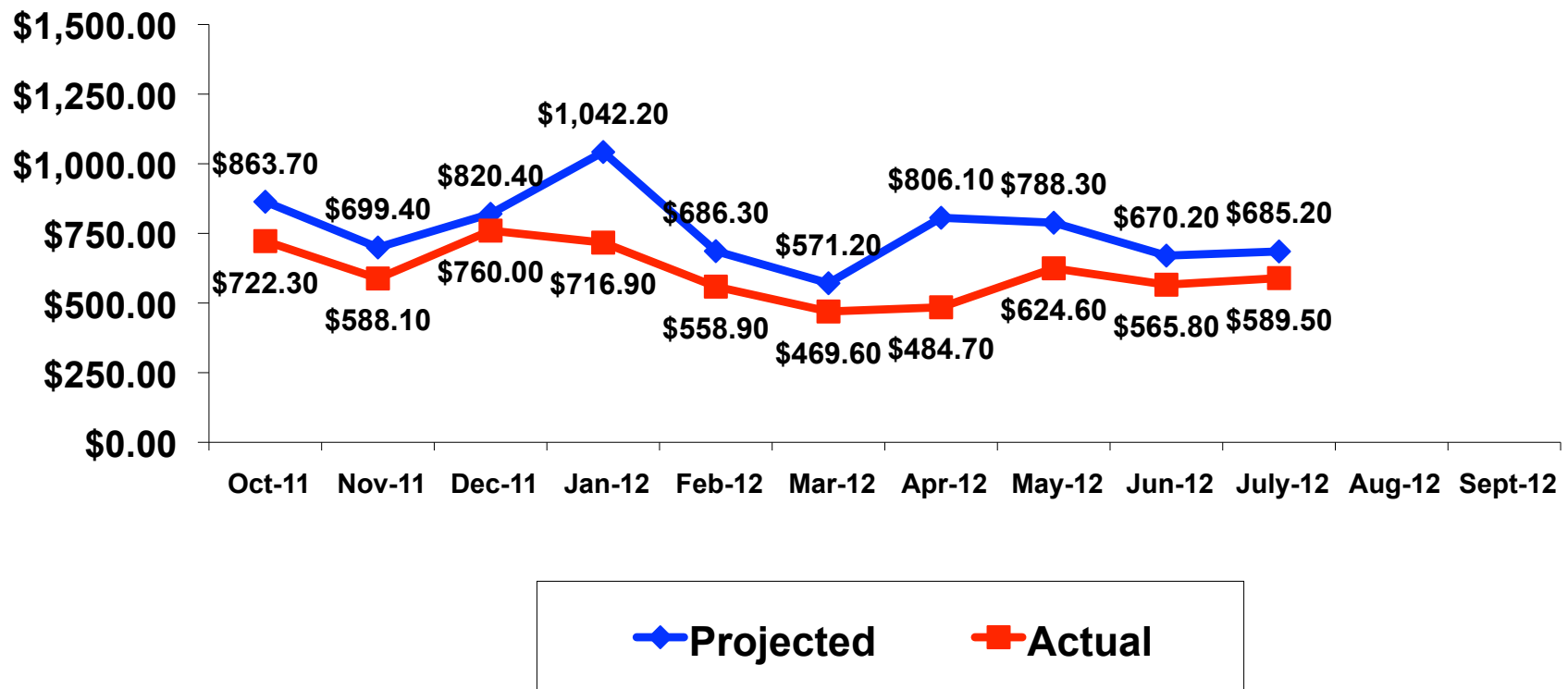
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$18.27	\$41.76
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$22.03	\$29.50
	Median	\$6	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$56.42	\$93.10
	Median	\$15	\$50
OPTIONAL TOUR	Mean	\$92.34	\$84.01
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$196.75	\$197.57
	Median	\$23	\$50
GIFT/ SOUV- F&F AT HOME	Mean	\$120.52	\$111.60
	Median	\$50	\$50
LOCAL TRANS	Mean	\$9.72	\$12.19
	Median	\$0	\$0
OTHER EXP	Mean	\$307.67	\$218.28
	Median	\$10	\$0
TOTAL ON ISLAND	Mean	\$811.66	\$779.99
	Median	\$600	\$600

Projected On-Island Expenditures

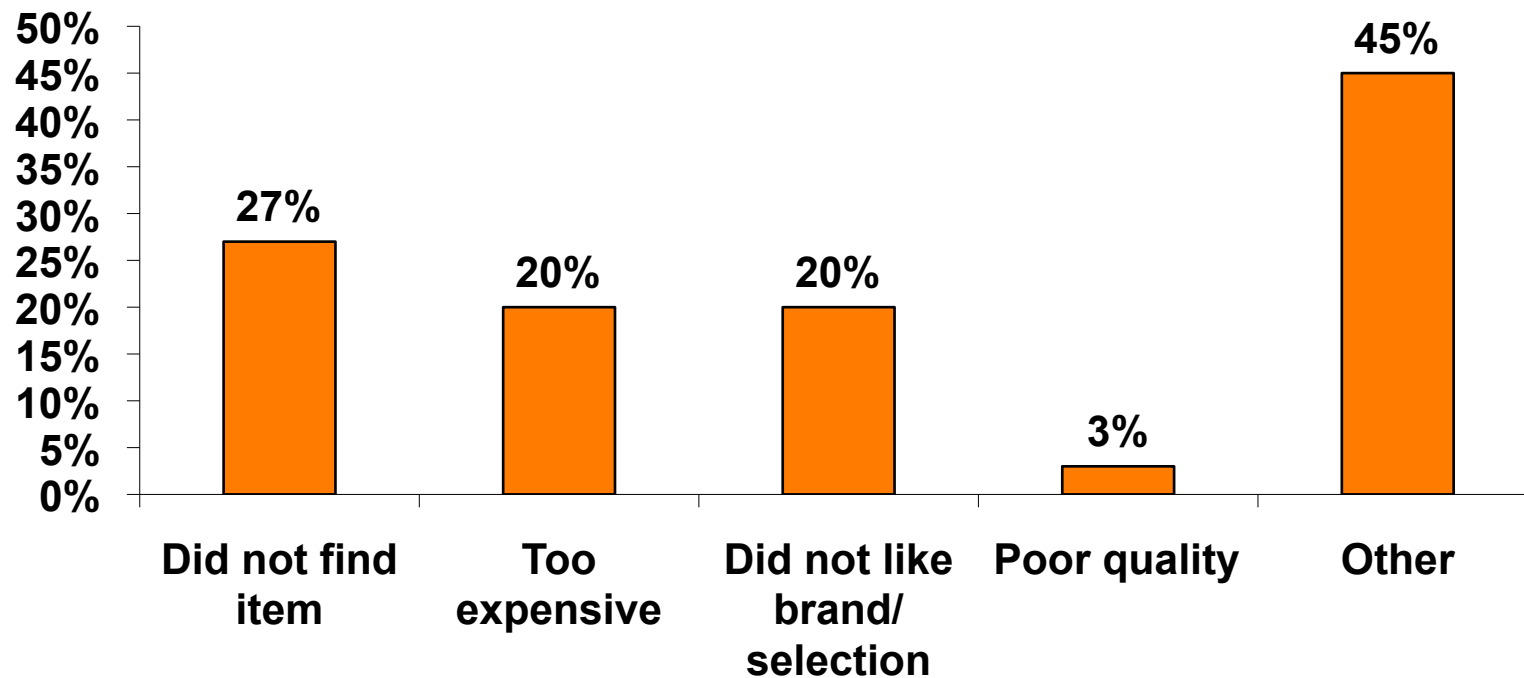
- \$685.20 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,000 = Maximum (highest amount recorded for the entire sample)

Projected On-Island Expenditures



Reasons for Spending Less

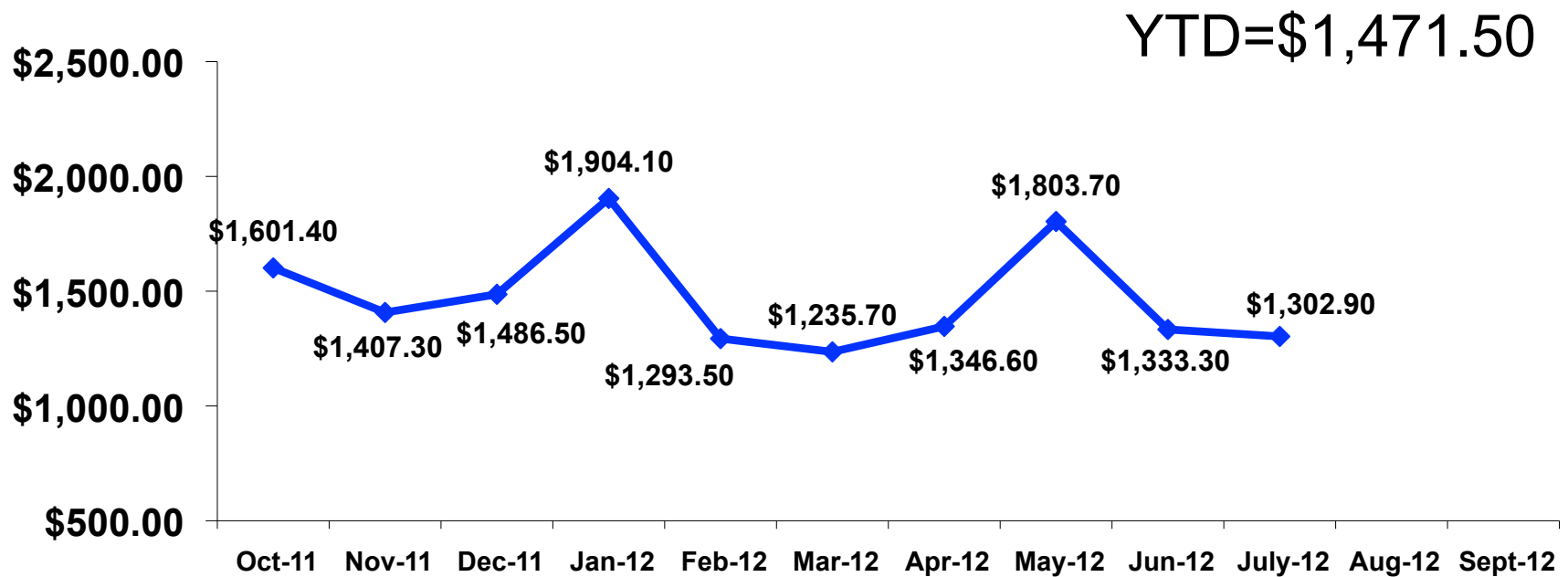
n=110



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,302.90 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,956 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person

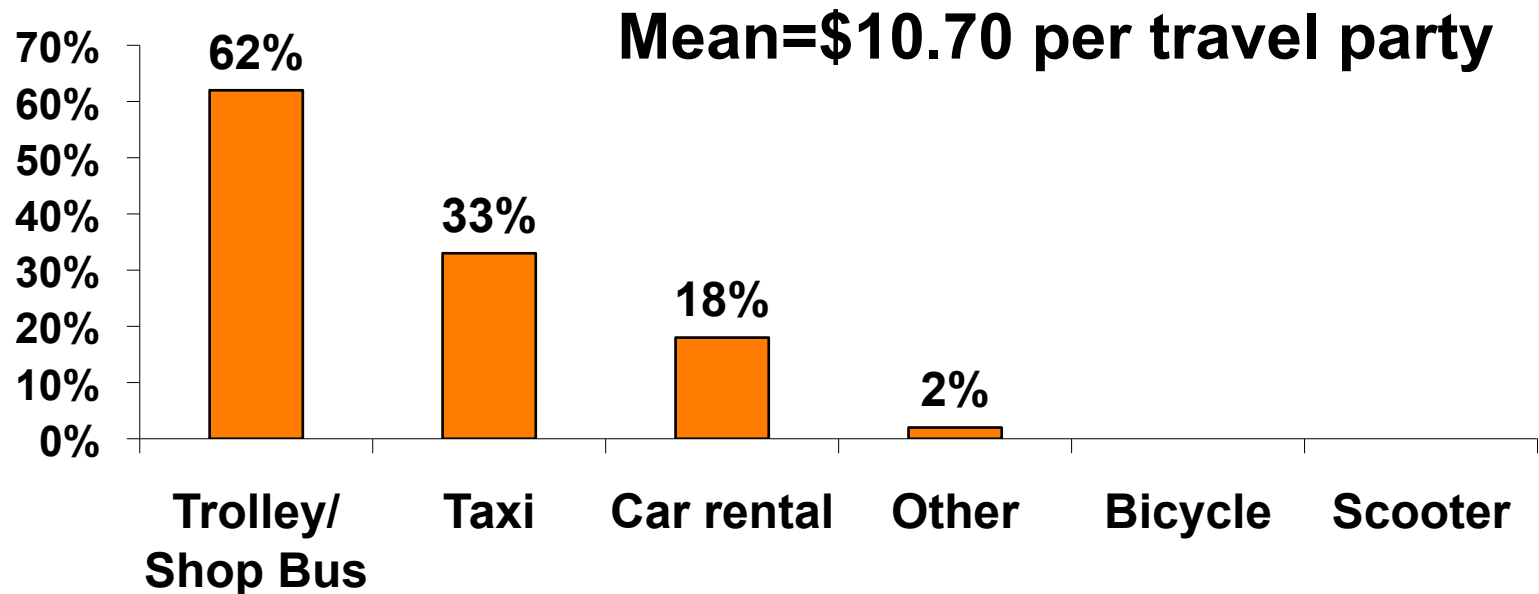


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$28.10
Food & beverage in fast food restaurant/ convenience store	\$25.10
Food & beverage at restaurants or drinking establishments outside a hotel	\$71.70
Optional tours and activities	\$88.90
Gifts/ souvenirs for yourself/companions	\$197.10
Gifts/ souvenirs for friends/family at home	\$116.80
Local transportation	\$10.70
Other expenses not covered	\$270.20
Average Total	\$798.40

Local Transportation

n=66



Guam Airport Expenditures

- \$35.20 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,300 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

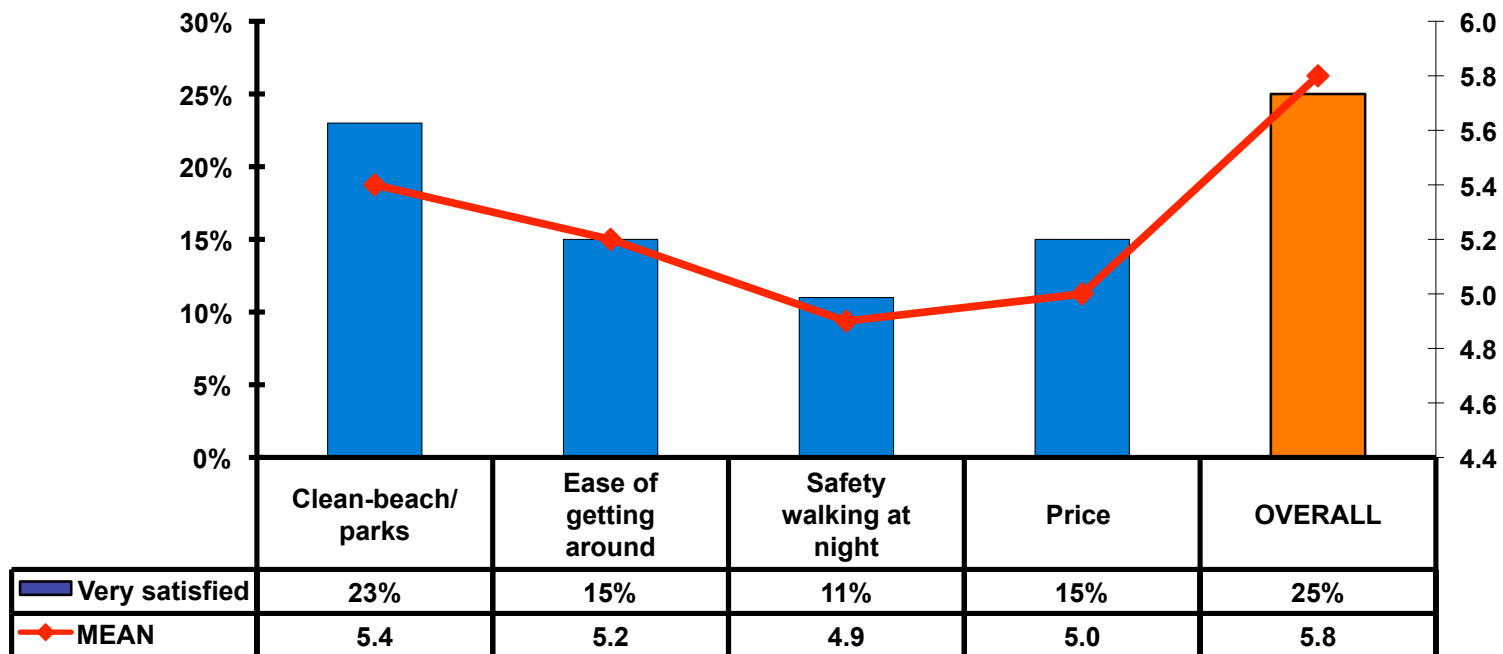
	MEAN \$
Food & Beverages	\$10.00
Gifts/Souvenirs Self	\$14.50
Gifts/Souvenirs Others	\$10.80
Total	\$35.20

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

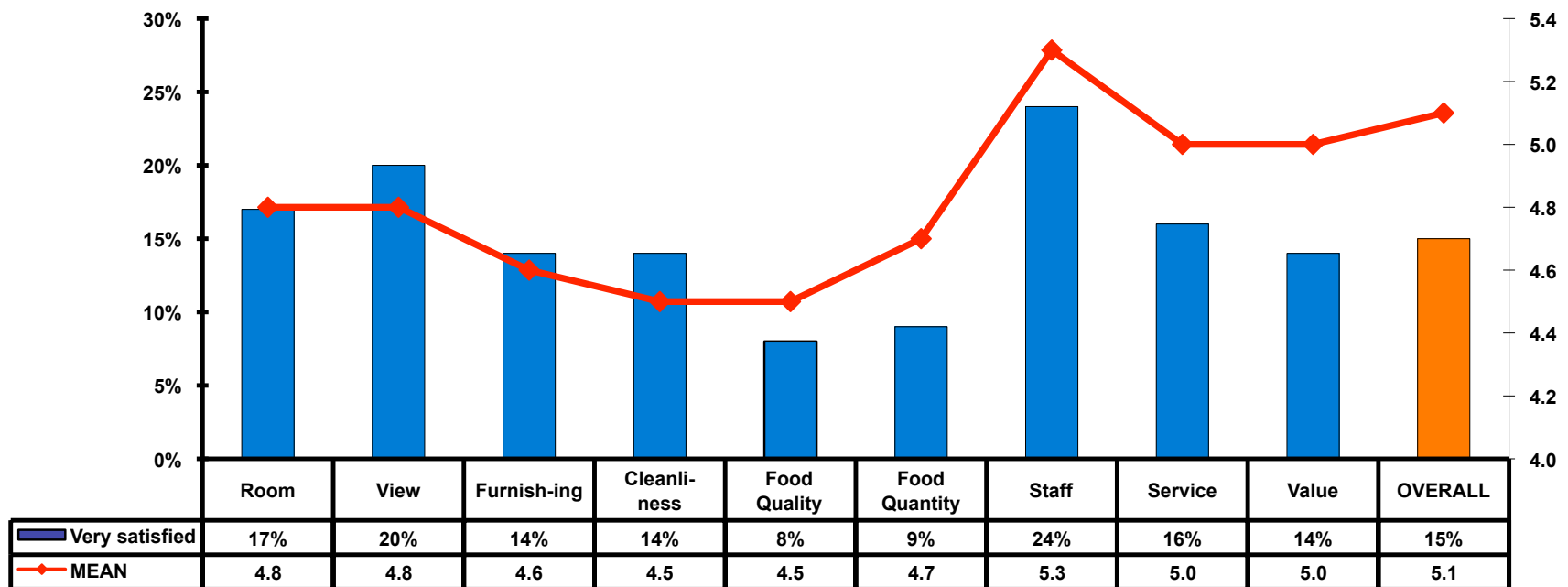
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

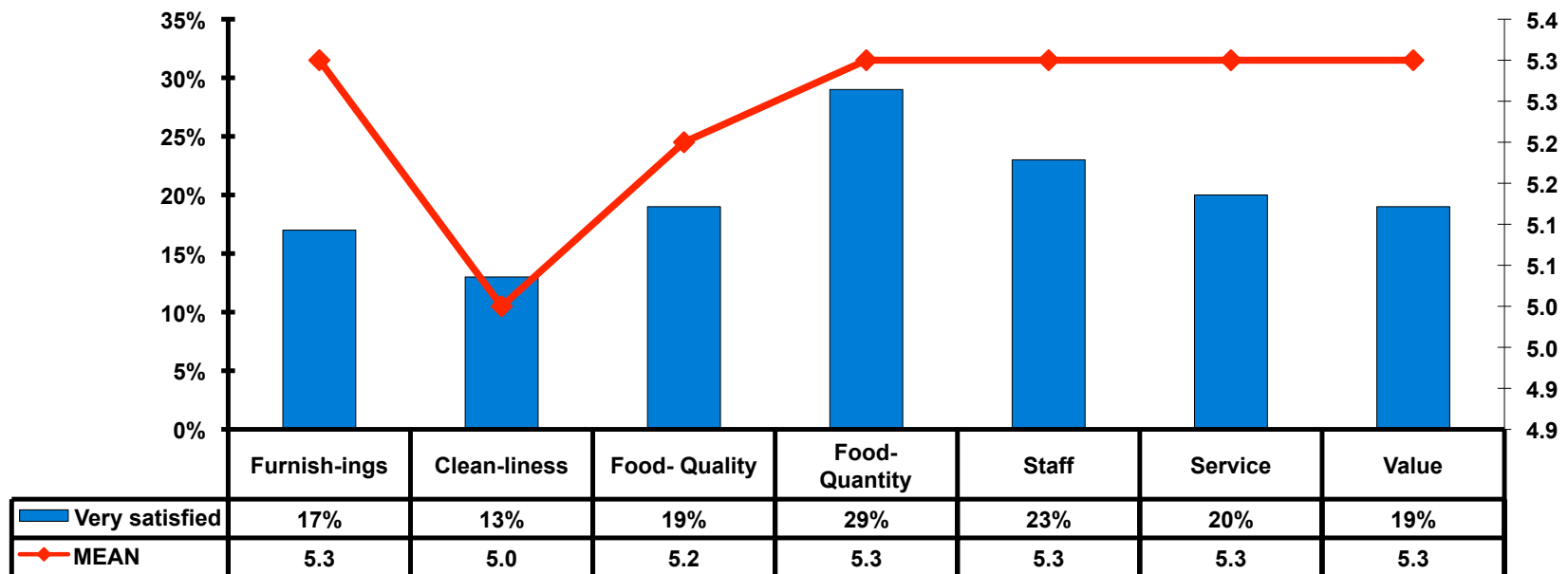
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

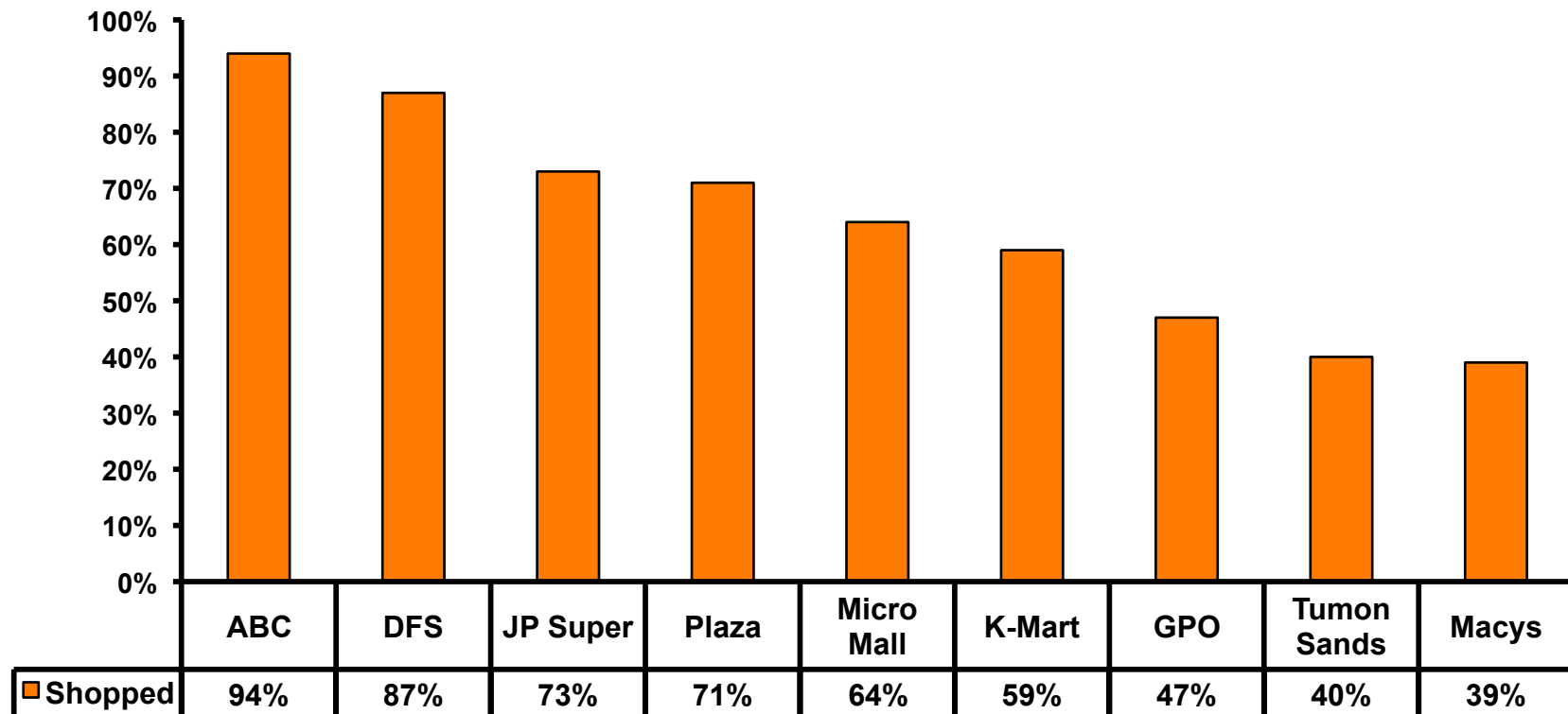
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

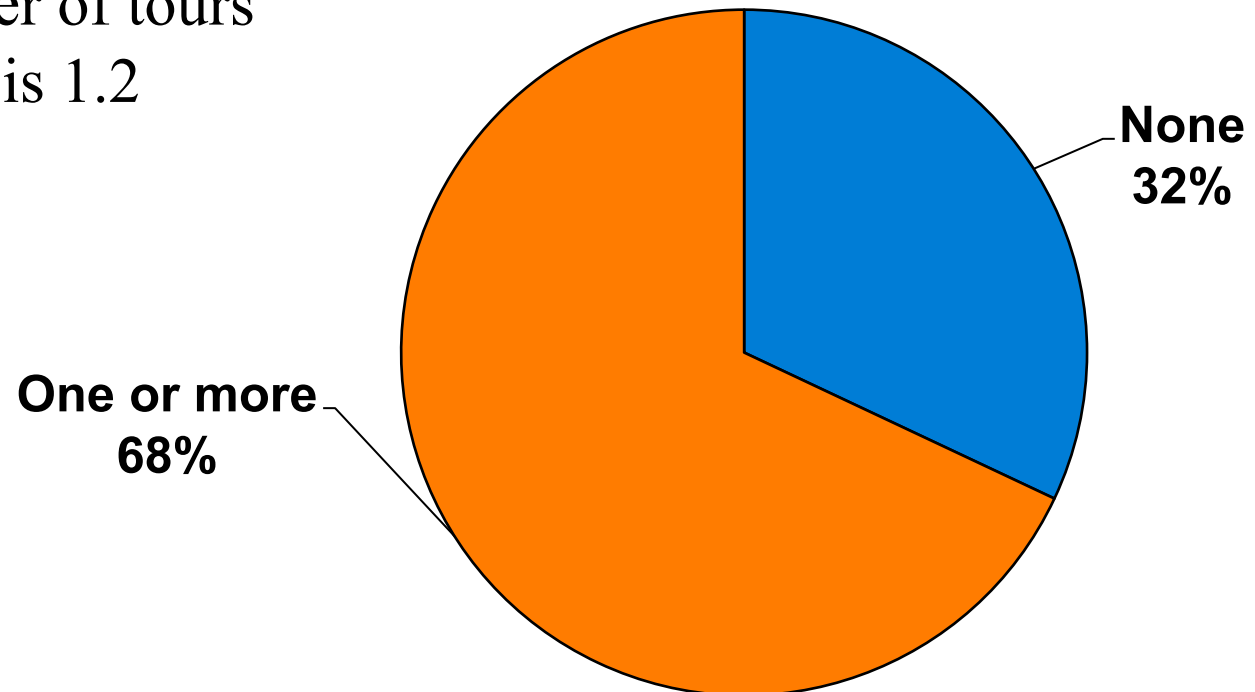
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

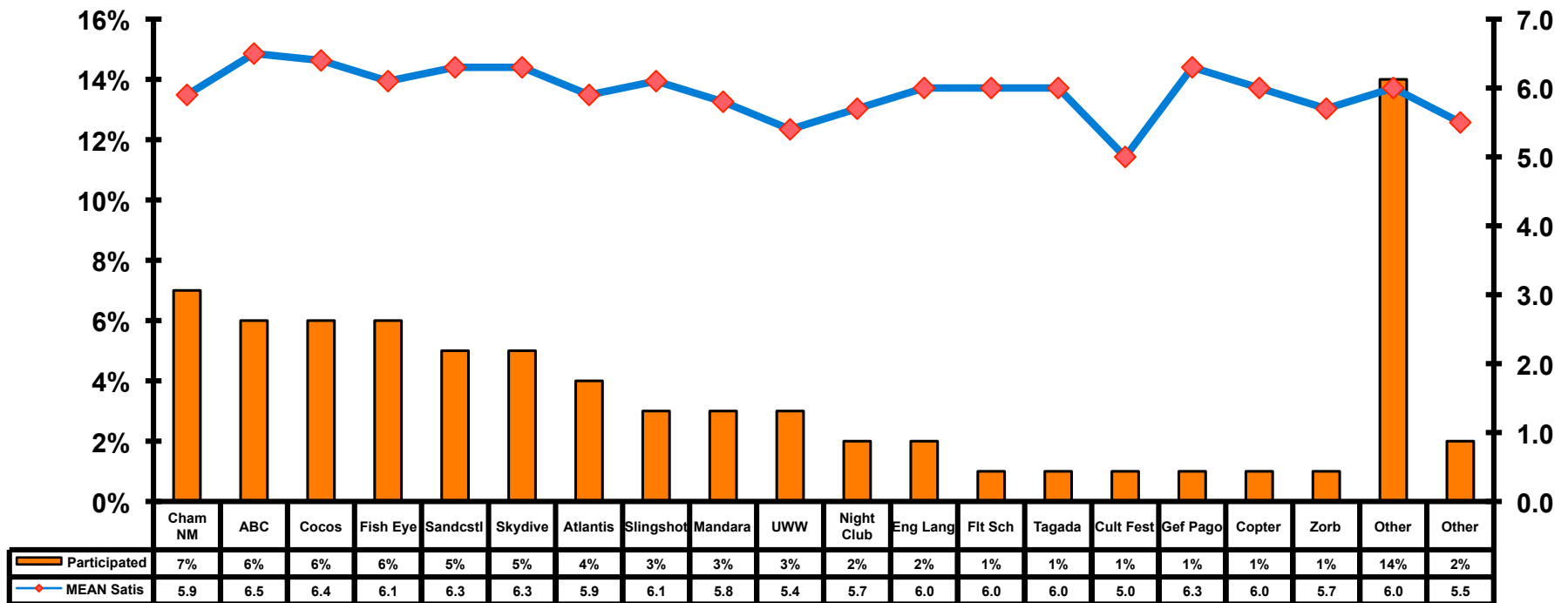
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 50%	Score of 6 to 7 = 45%
Score of 4 to 5 = 47%	Score of 4 to 5 = 48%
Score 1 to 3 = 5%	Score 1 to 3 = 6%
MEAN = 5.4	MEAN = 5.2

Optional Tour Participation

- Average number of tours participated in is 1.2



Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 55%	Score of 6 to 7 = 52%
Score of 4 to 5 = 43%	Score of 4 to 5 = 47%
Score 1 to 3 = 3%	Score 1 to 3 = 1%
MEAN = 5.5	MEAN = 5.4

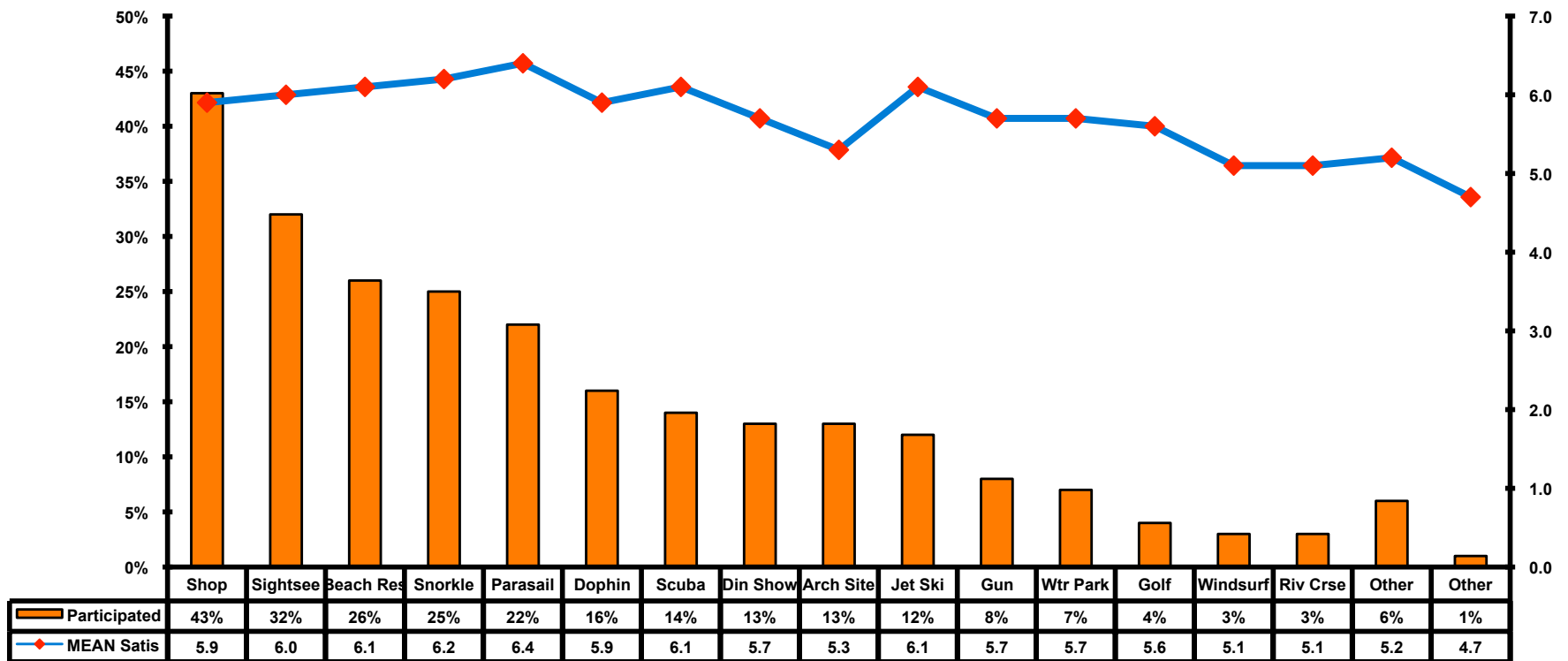
Night Tours Satisfaction

7pt Rating Scale

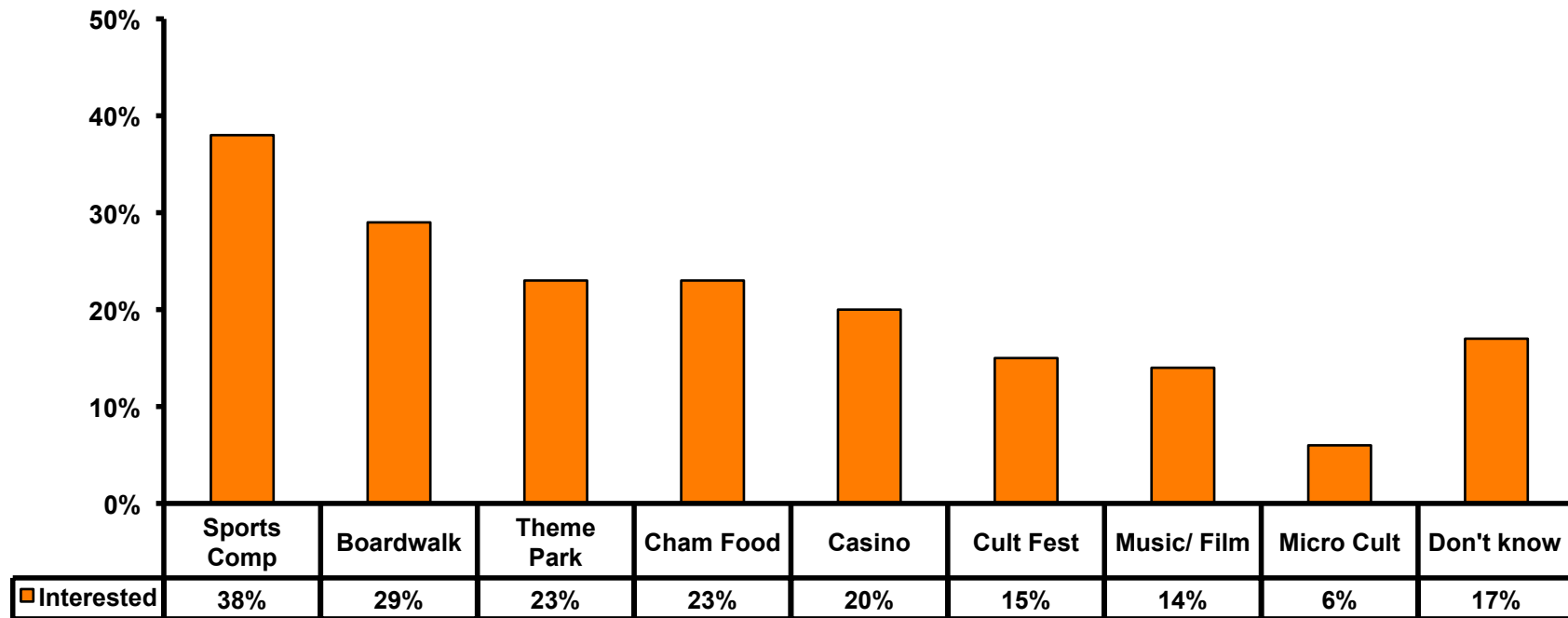
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 31%	Score of 6 to 7 = 28%
Score of 4 to 5 = 66%	Score of 4 to 5 = 68%
Score 1 to 3 = 3%	Score 1 to 3 = 5%
MEAN = 4.8	MEAN = 4.7

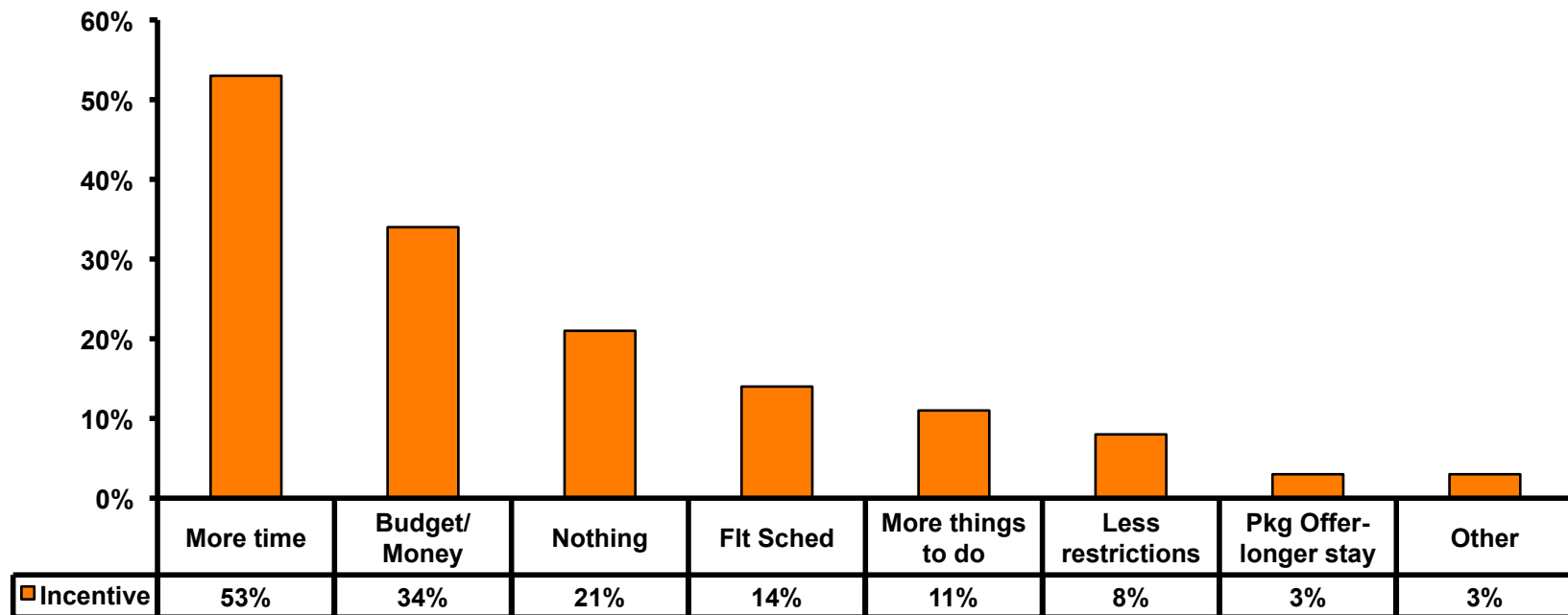
Satisfaction with Other Activities



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



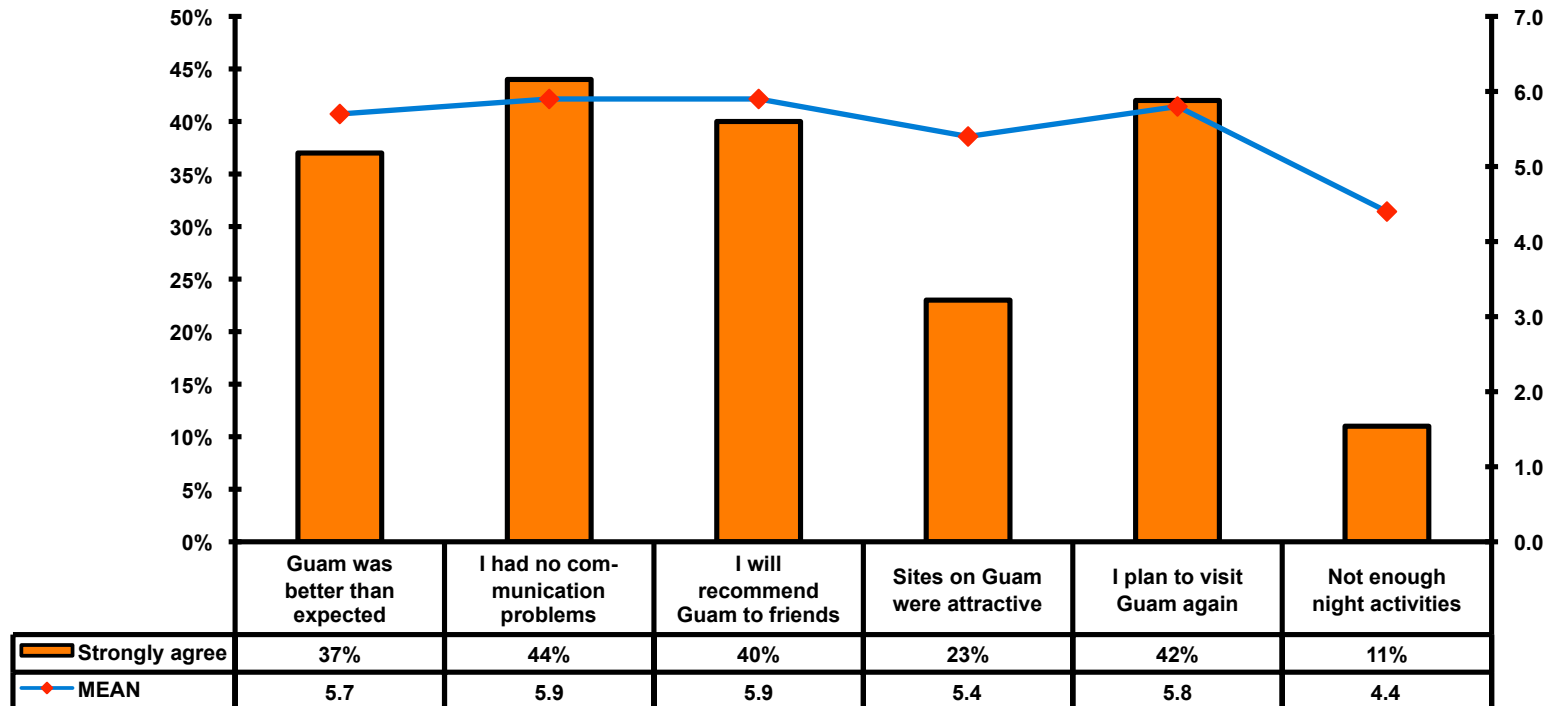
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

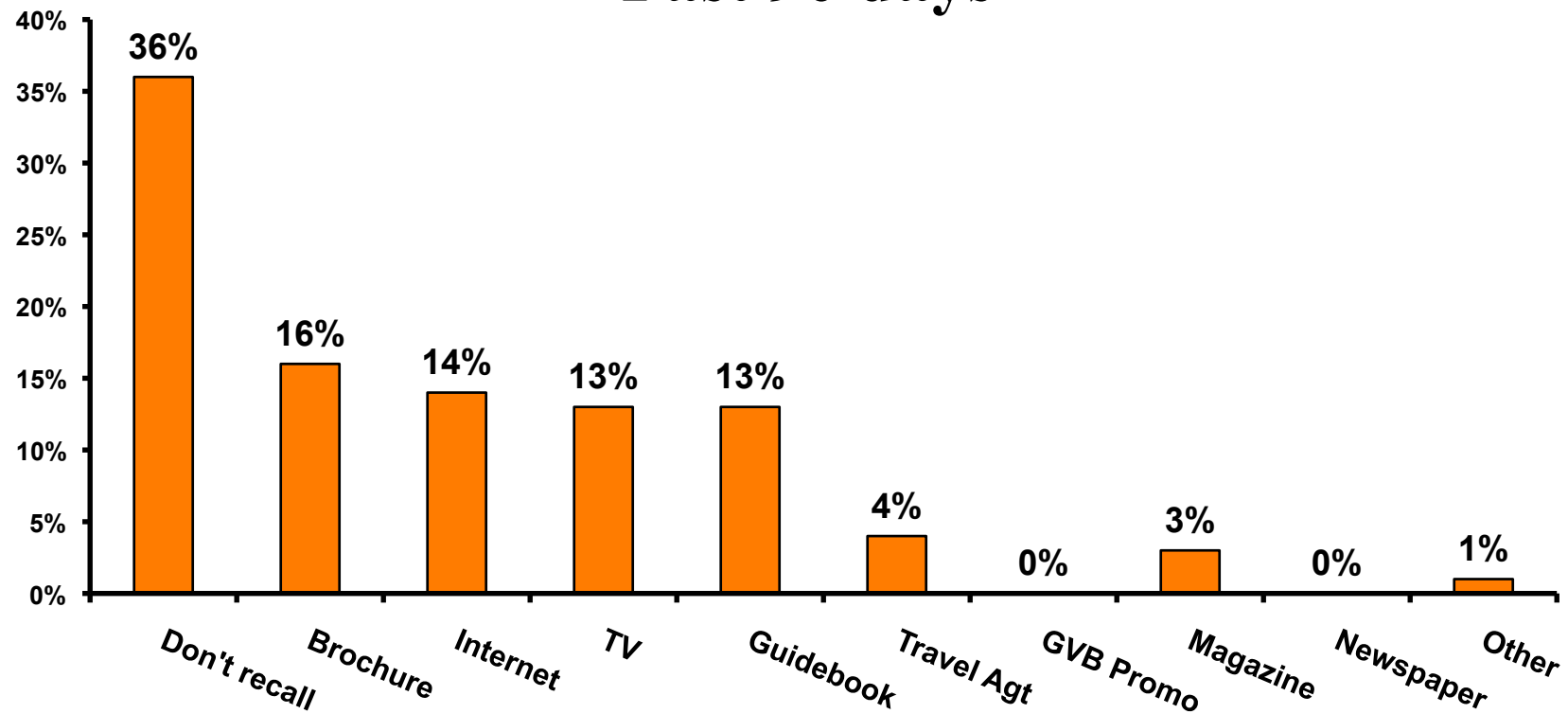
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

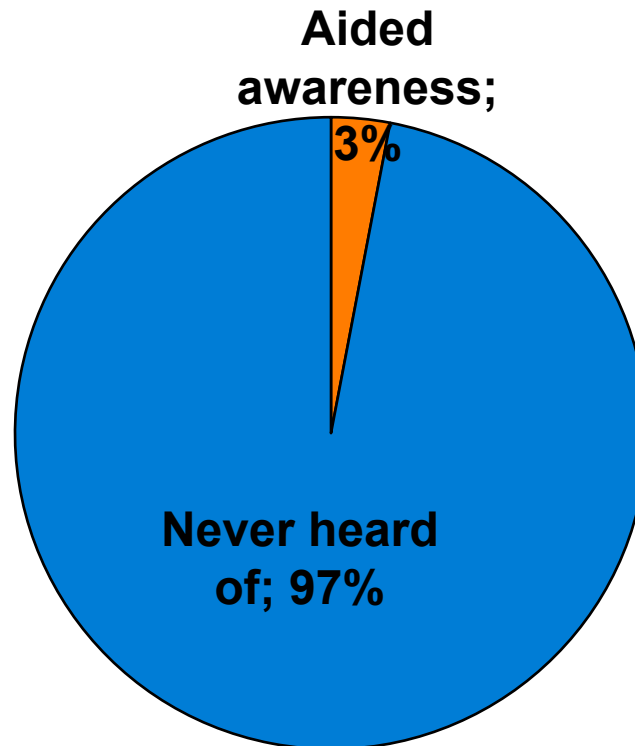


Message Recall

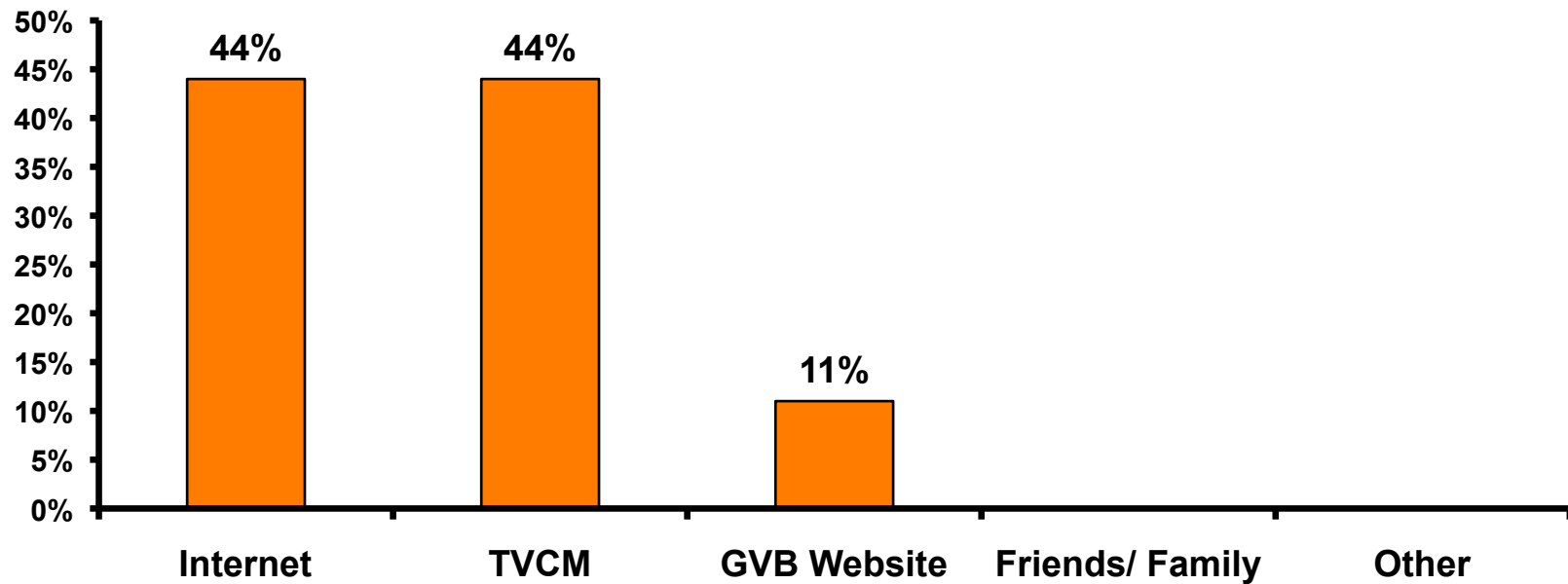
(Filter: recall ad/promo n=210)

- 78% An image
- 7% Other
- 4% Tag line
- 11% Don't recall

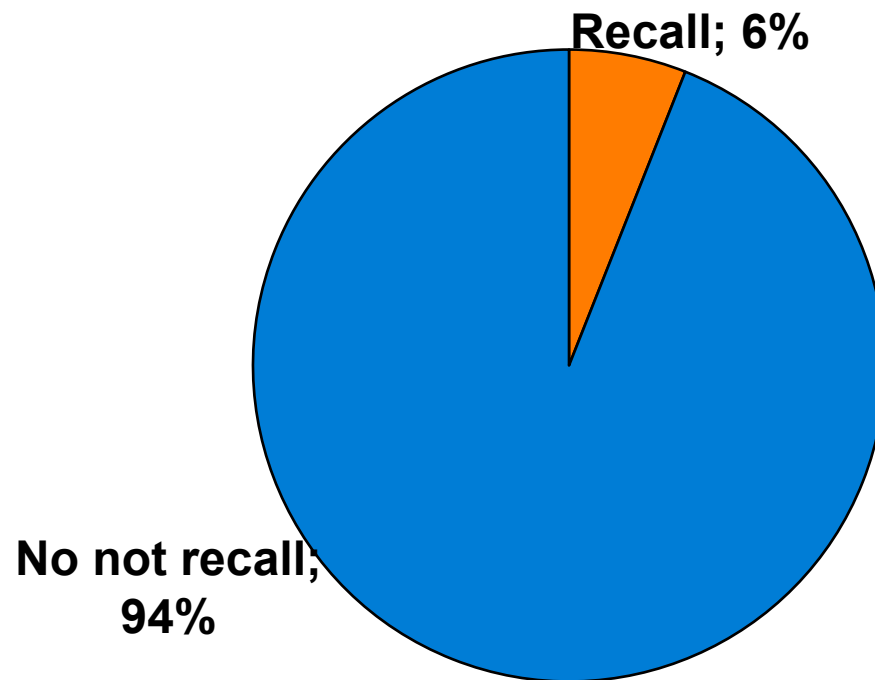
Aided Awareness – Hafa Adai Guam 365 Monitor Campaign



Media Source – Hafa Adai Guam 365 Monitor Campaign (n=9)

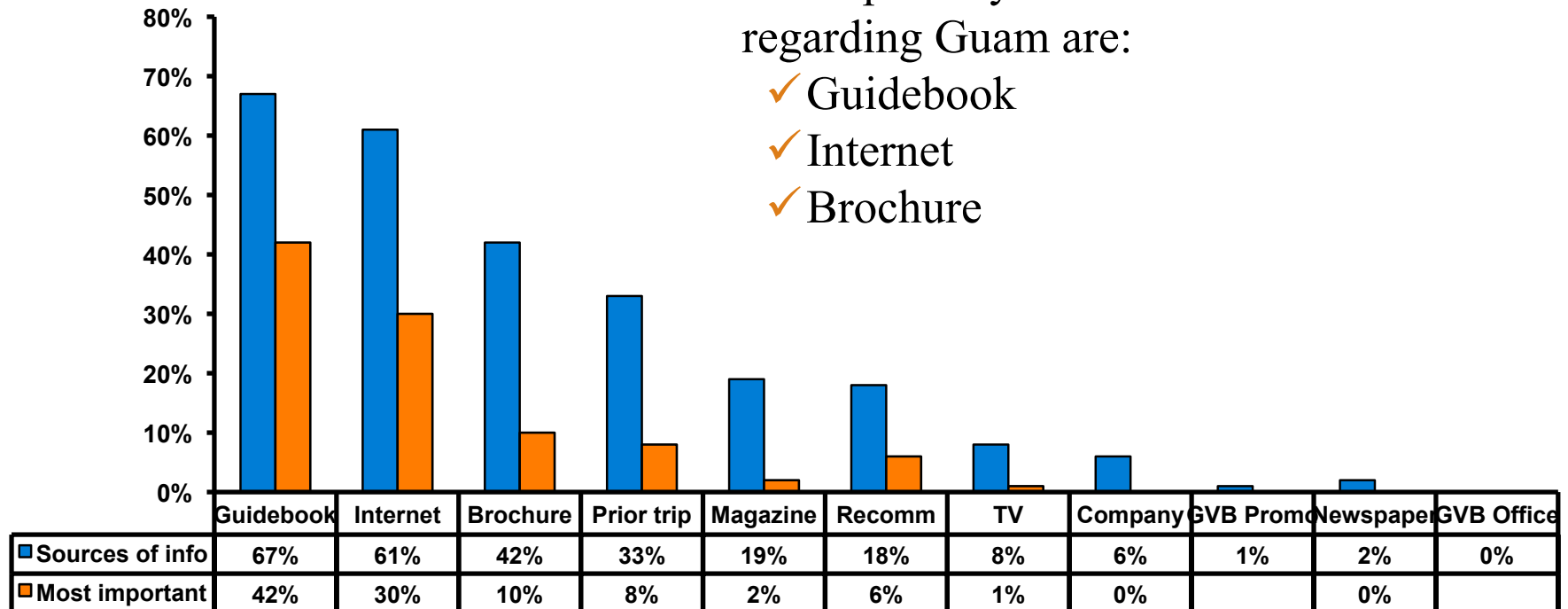


Omoide Guam Commercial



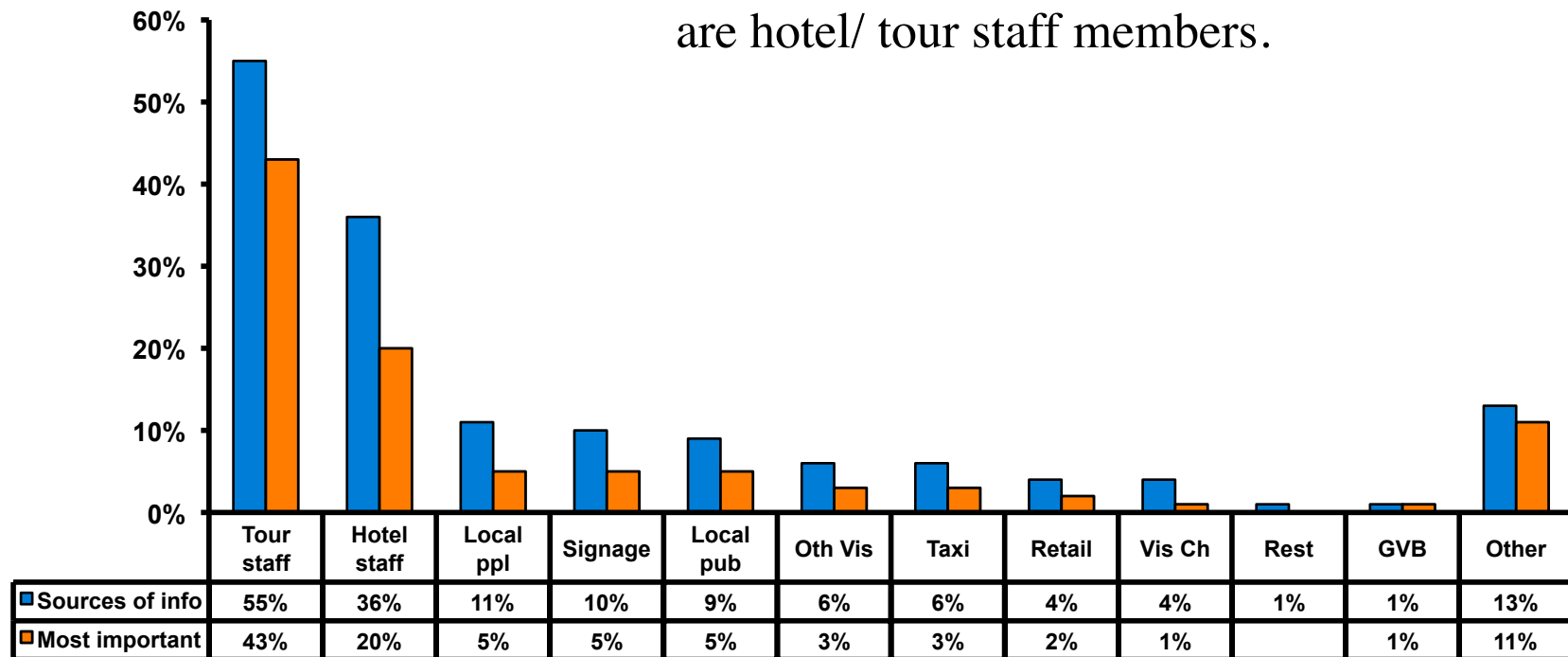
Sources of Information Pre-arrival

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

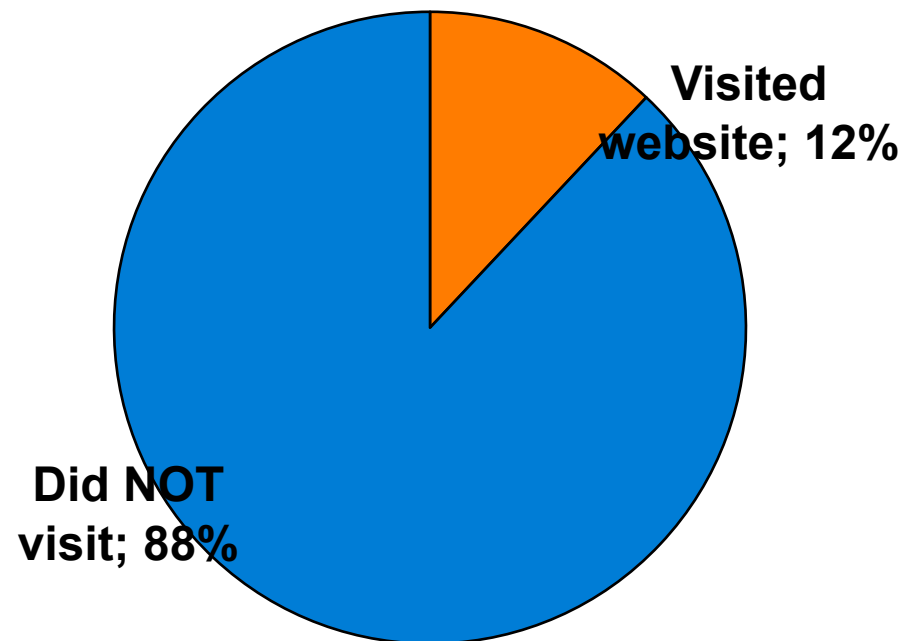


Sources of Information Post-arrival

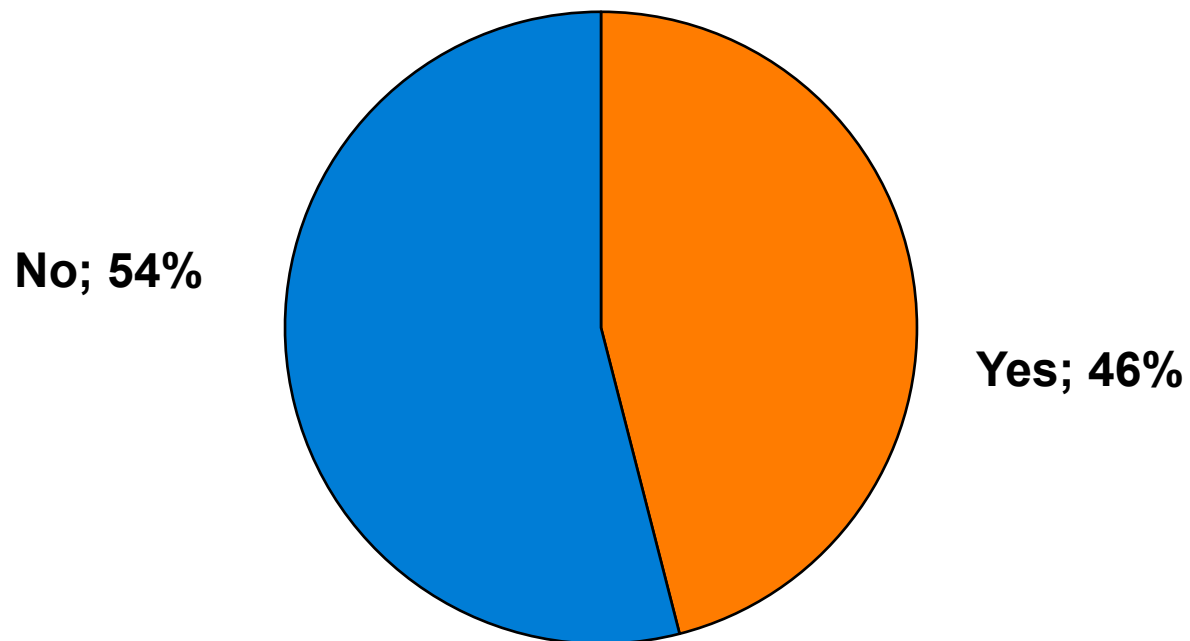
- The primary local source of information are hotel/ tour staff members.



Visited GVB Website

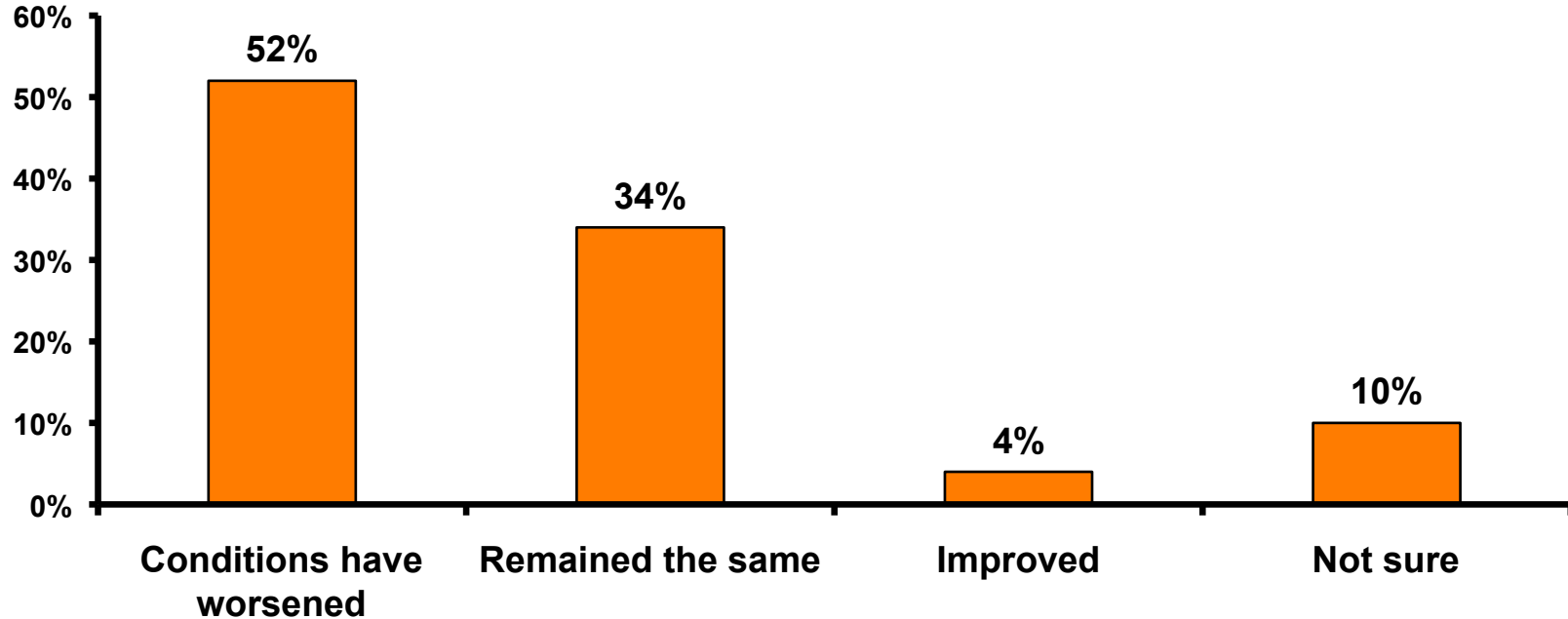


Satellite TV



SECTION 6
OTHER ISSUES

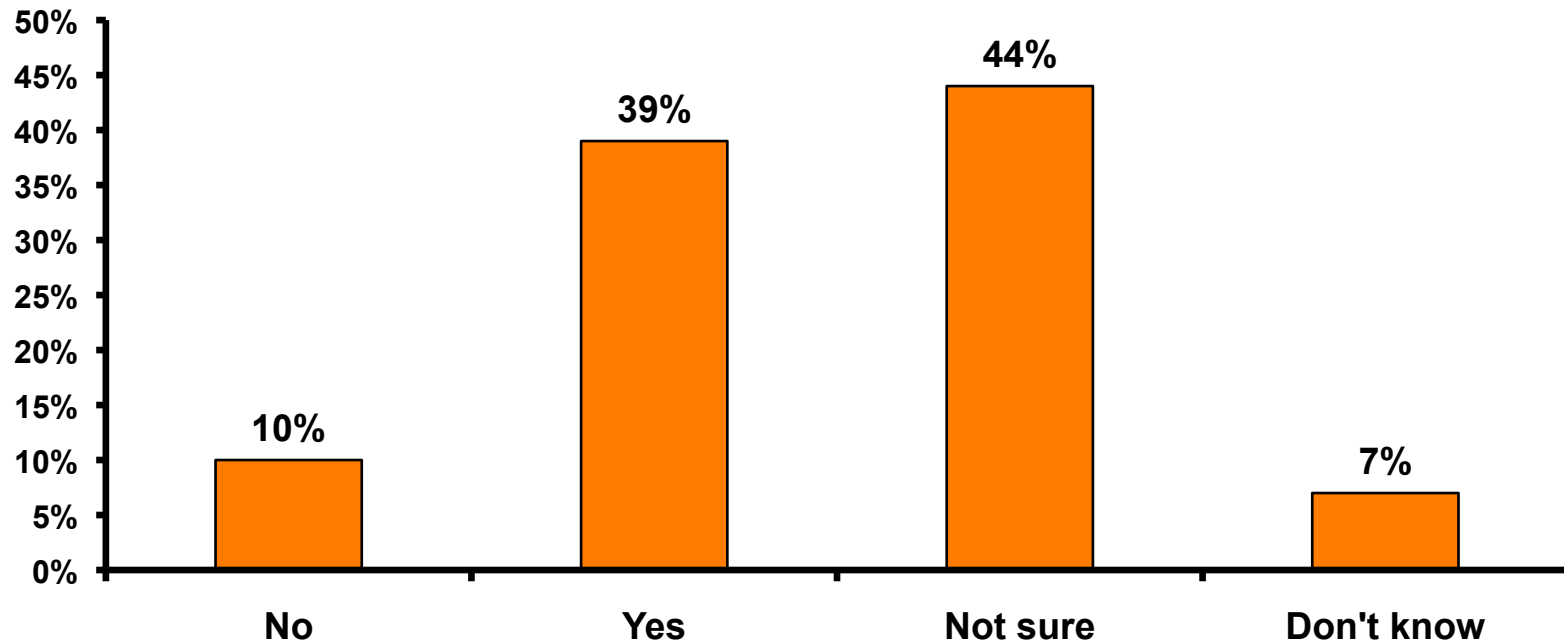
Rating the Japan economy compared to 12 months ago - Overall



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

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.23	Conditions have worsened	60%	52%	53%	51%	46%	58%	58%	53%	60%	46%	50%	29%
	Conditions have remained the same	20%	30%	36%	44%	43%	24%	31%	38%	31%	42%	41%	29%
	Conditions have improved		5%	2%	5%	4%	2%	3%	4%	1%	6%	9%	
	Do not know	20%	13%	9%		7%	16%	8%	5%	7%	6%		43%
Total	Count	5	169	81	43	28	45	36	55	67	50	34	7

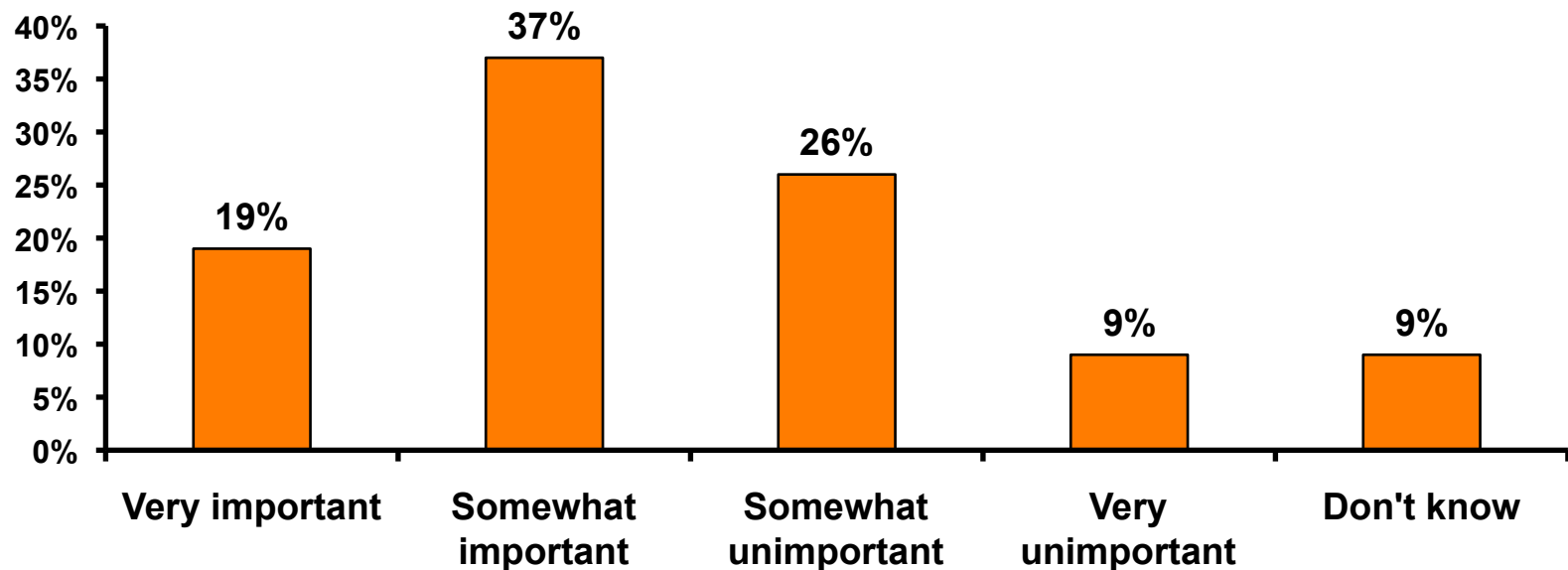
Good time to spend money on travel outside of Japan - Overall



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		11%	7%	9%	7%	13%	19%	9%	9%	4%	6%	
	Yes	80%	33%	41%	56%	43%	40%	25%	35%	45%	48%	50%	43%
	Not sure	20%	47%	44%	35%	46%	40%	44%	53%	42%	44%	41%	14%
	Do not know		9%	7%		4%	7%	11%	4%	4%	4%	3%	43%
Total	Count	5	169	81	43	28	45	36	55	67	50	34	7

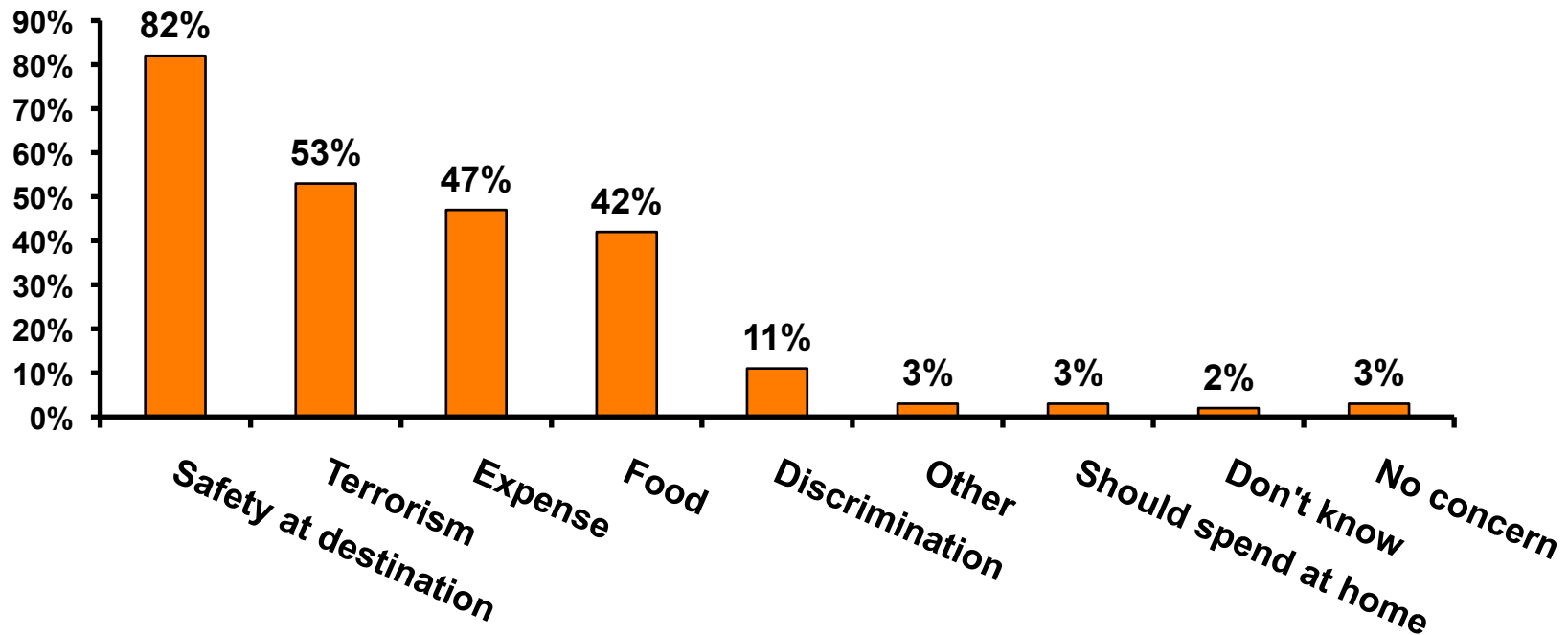
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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

		AGE					PERSONAL INCOME						N of 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	20%	7%	14%	9%	2%	6%	7%	14%	10%	18%	14%	
	Somewhat unimportant		26%	19%	37%	27%	22%	20%	27%	34%	35%		
	Somewhat important	20%	38%	38%	26%	52%	36%	39%	42%	30%	34%	43%	
	Very important	60%	16%	23%	28%	7%	22%	22%	29%	21%	18%	9%	
	Do not know		13%	6%	4%	13%	11%	2%	8%	4%	3%	29%	
Total	Count	5	168	81	43	27	45	36	55	66	50	34	7

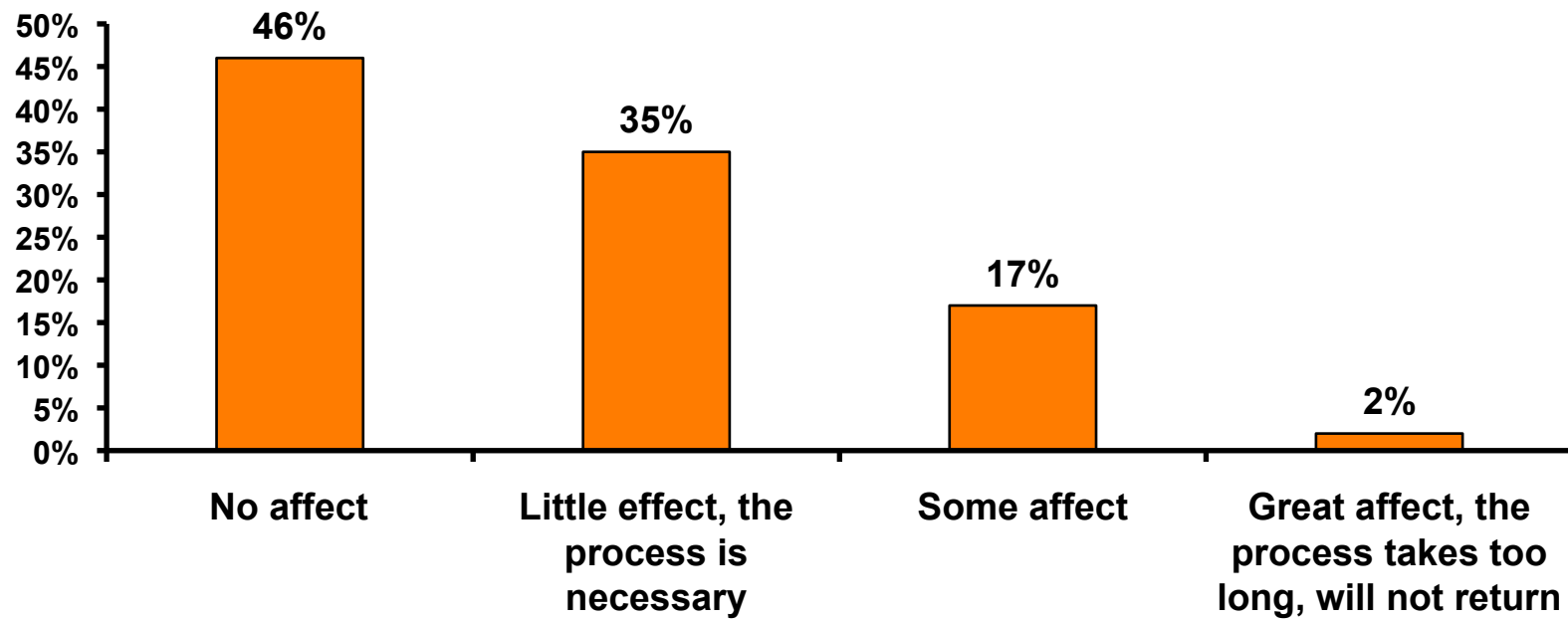
Concerns about travel outside of Japan - Overall



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%	81%	81%	84%	93%	80%	91%	76%	82%	82%	79%	86%
	Terrorism	40%	51%	58%	51%	54%	51%	43%	58%	60%	56%	50%	29%
	Expense	60%	51%	44%	47%	25%	44%	57%	49%	52%	44%	44%	43%
	Food	20%	47%	40%	33%	36%	47%	57%	51%	40%	36%	32%	29%
	Spending money abroad when it should be spent at home		4%	4%		7%	7%	6%	2%	1%	2%		14%
	Other		3%	4%	2%	4%	4%	3%	4%	3%	6%		
	No concerns		2%	5%	5%				2%	4%	4%	6%	
	Do not know		4%	1%		4%	9%			1%	4%		
Total	Cases	5	167	81	43	28	45	35	55	67	50	34	7

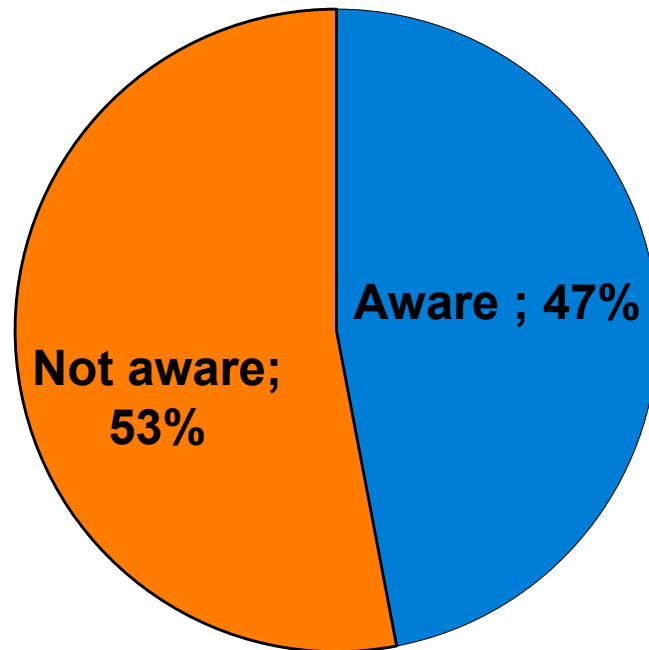
Security Screening/ Immigration Process at Guam International Airport



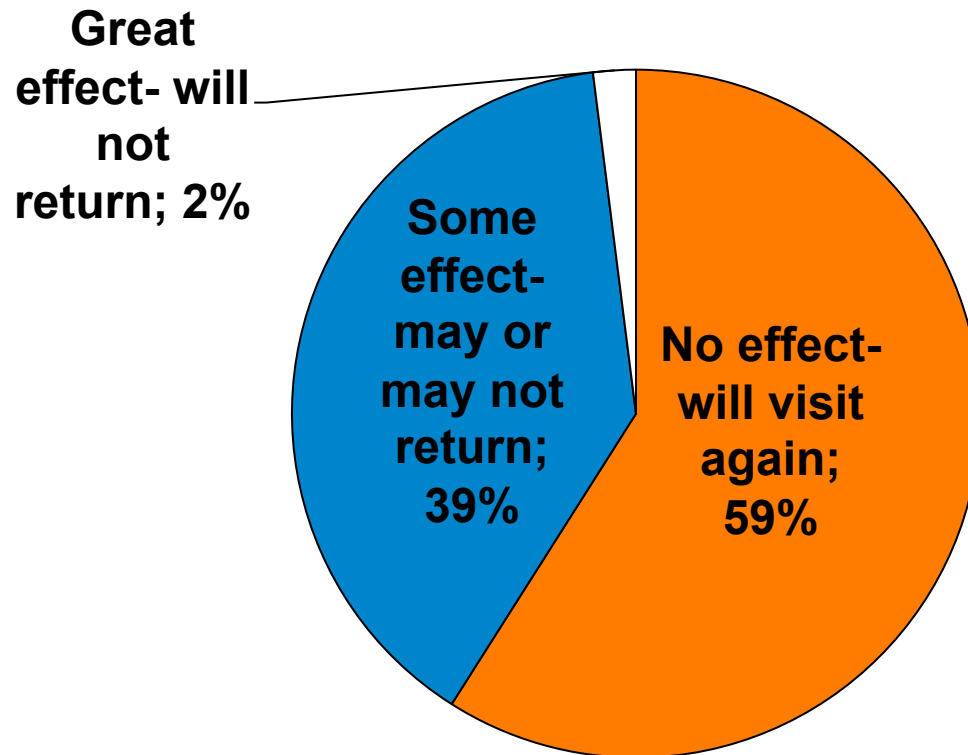
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.2** out of possible 7.0
- Agree (Score 6-7) – **12%**
- Neutral (Score 4-5) – **43%**
- Disagree (Score 1-3) – **45%**

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



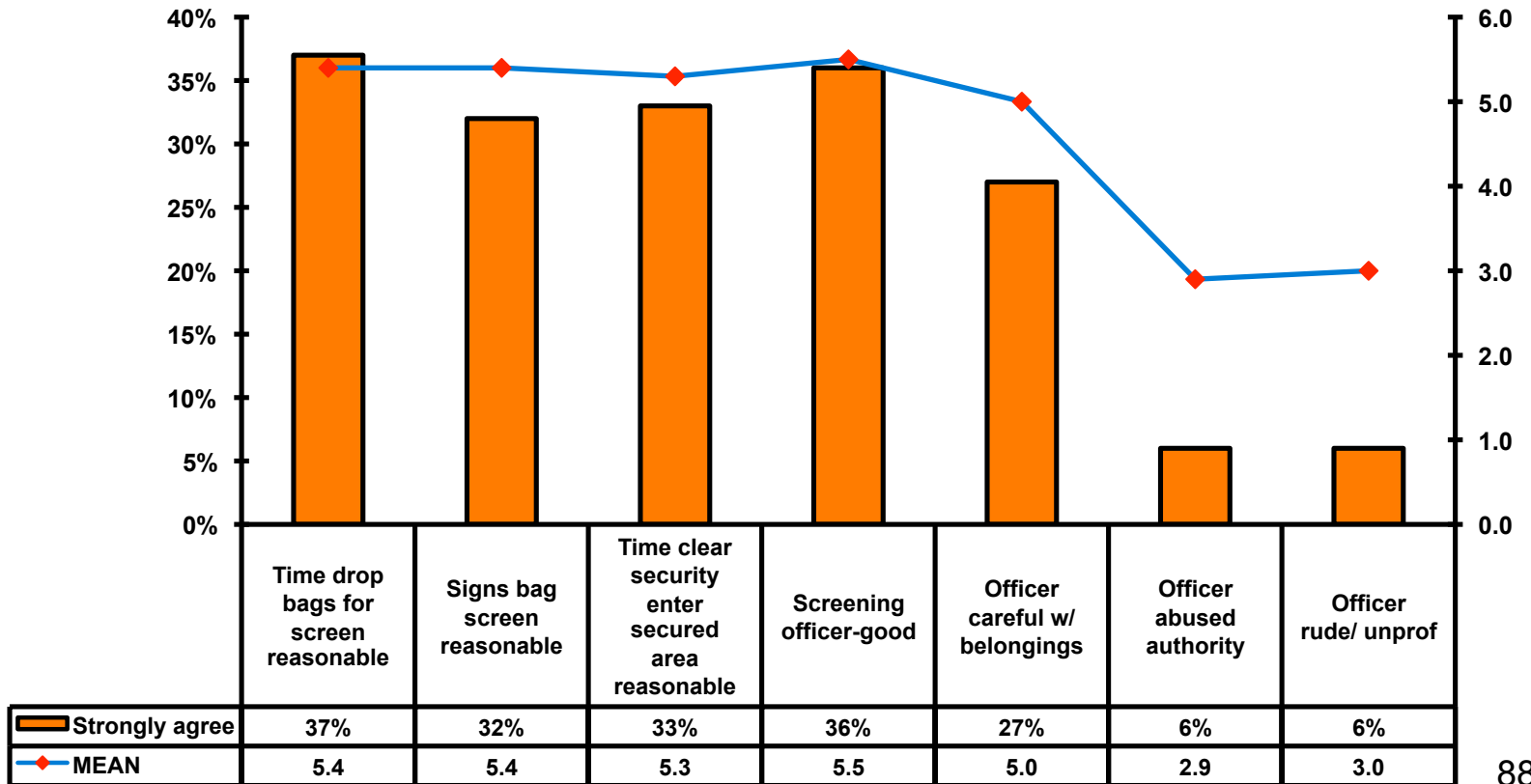
Effects of U.S. military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

