



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

JUNE 2011



Prepared by: QMark Research

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Background & Methodology

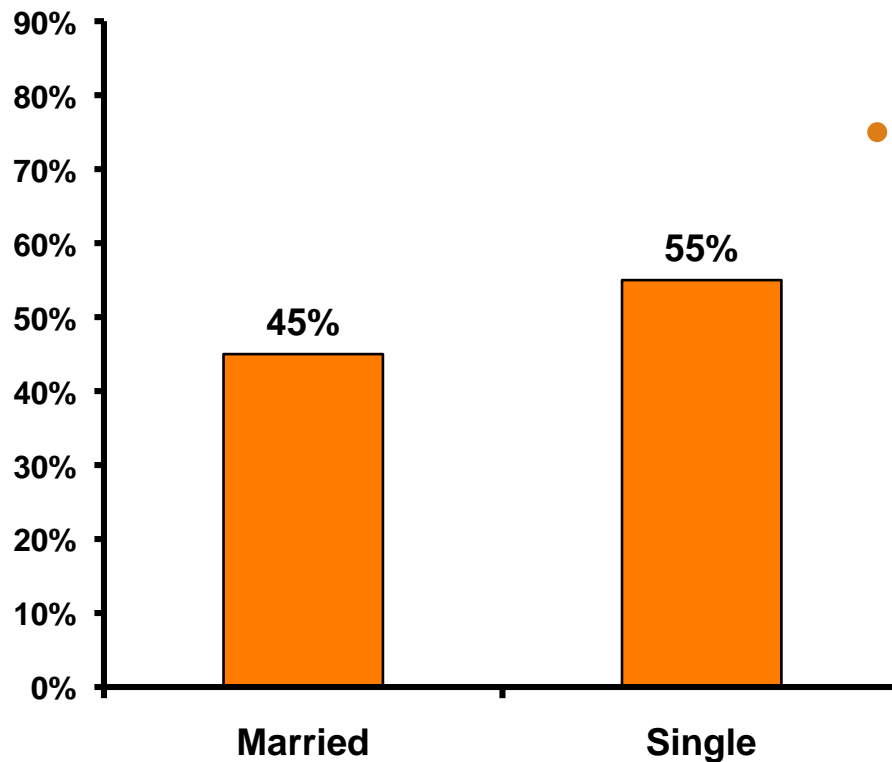
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **327** departing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

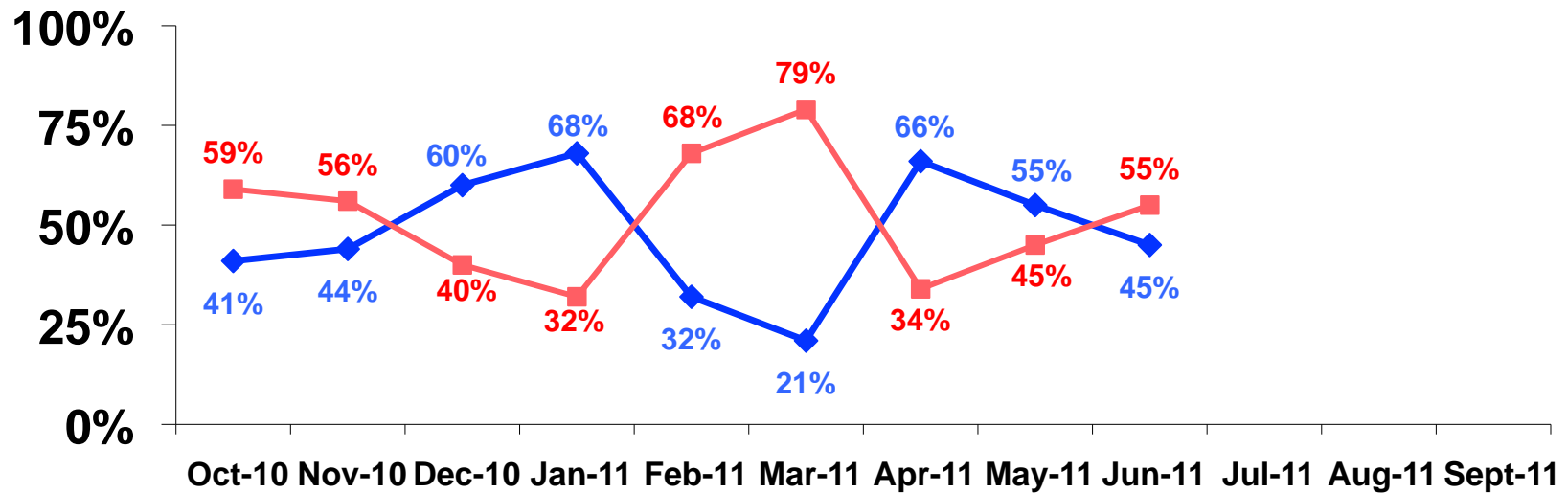
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

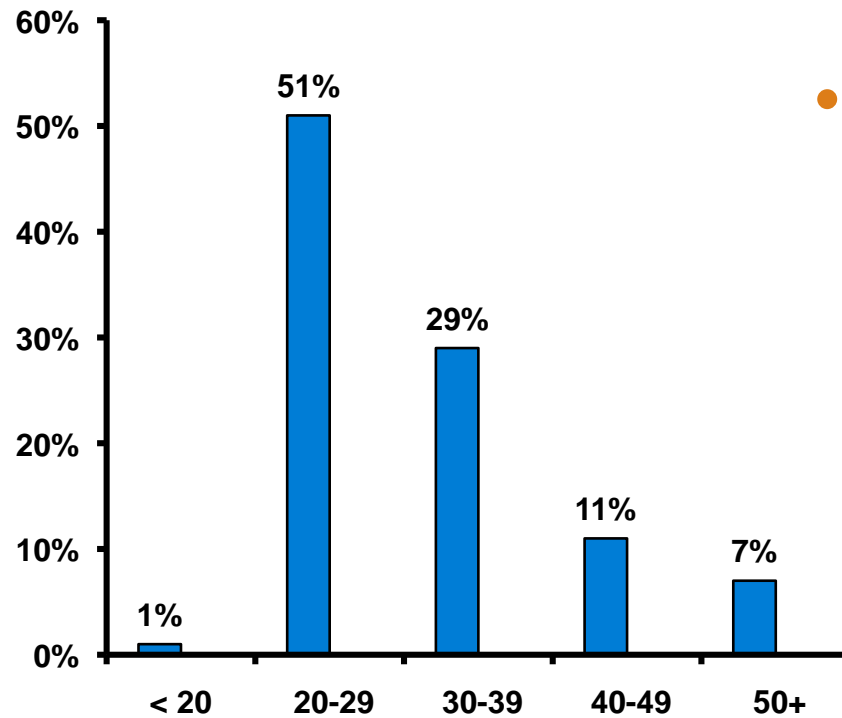


- 63% who stayed 4+ days are married.

Marital Status

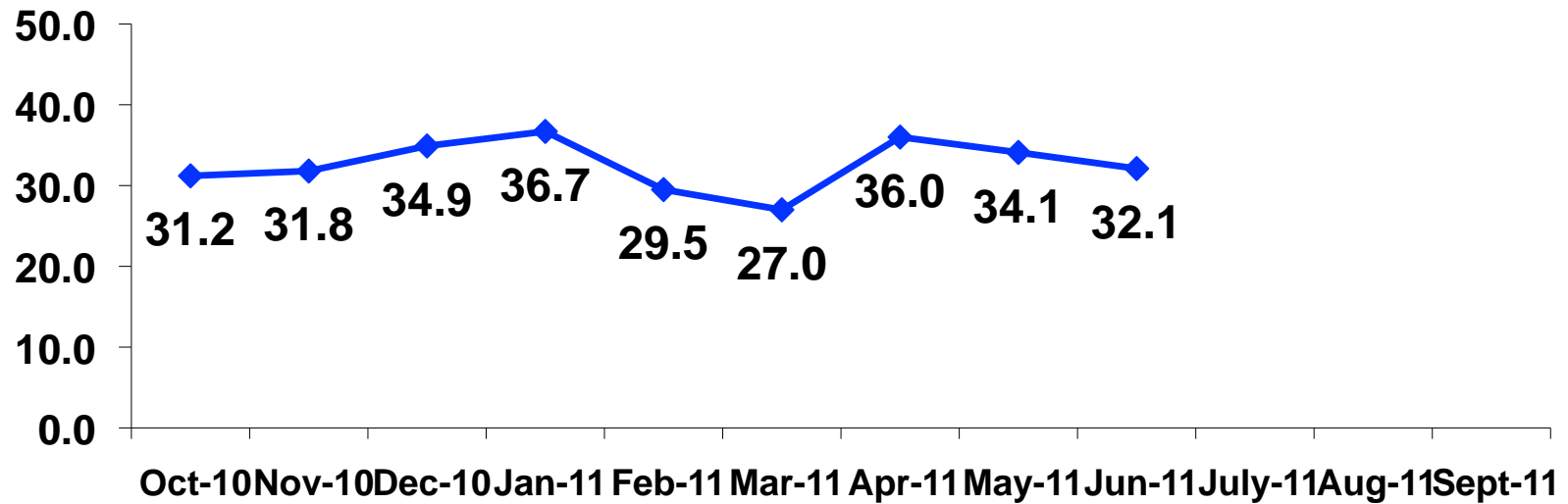


Age - Overall

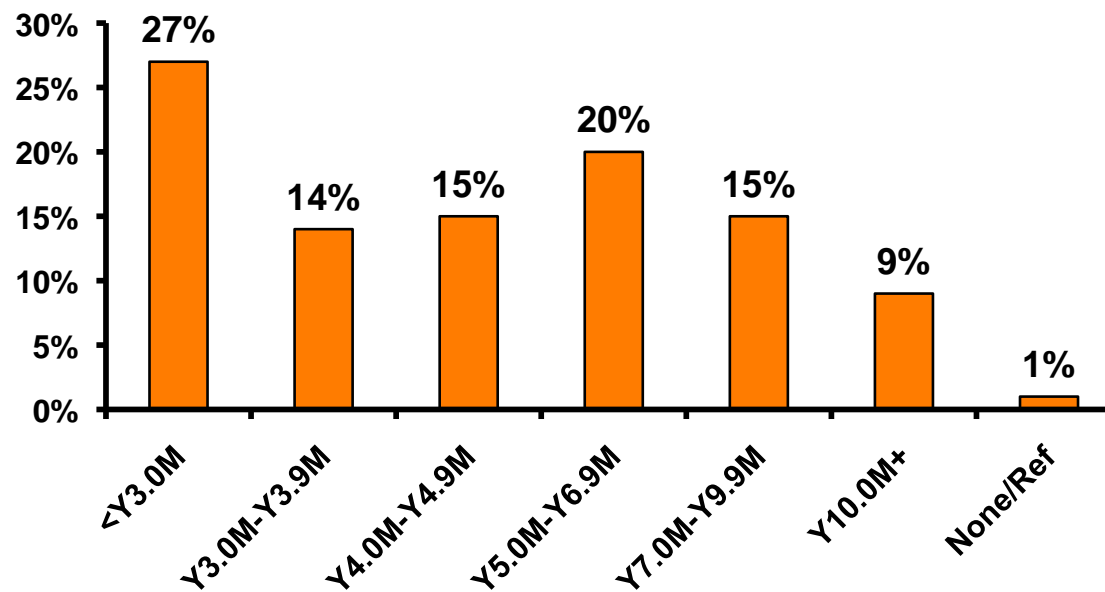


- The average age of the respondents is 32.1 years of age.

Average Age

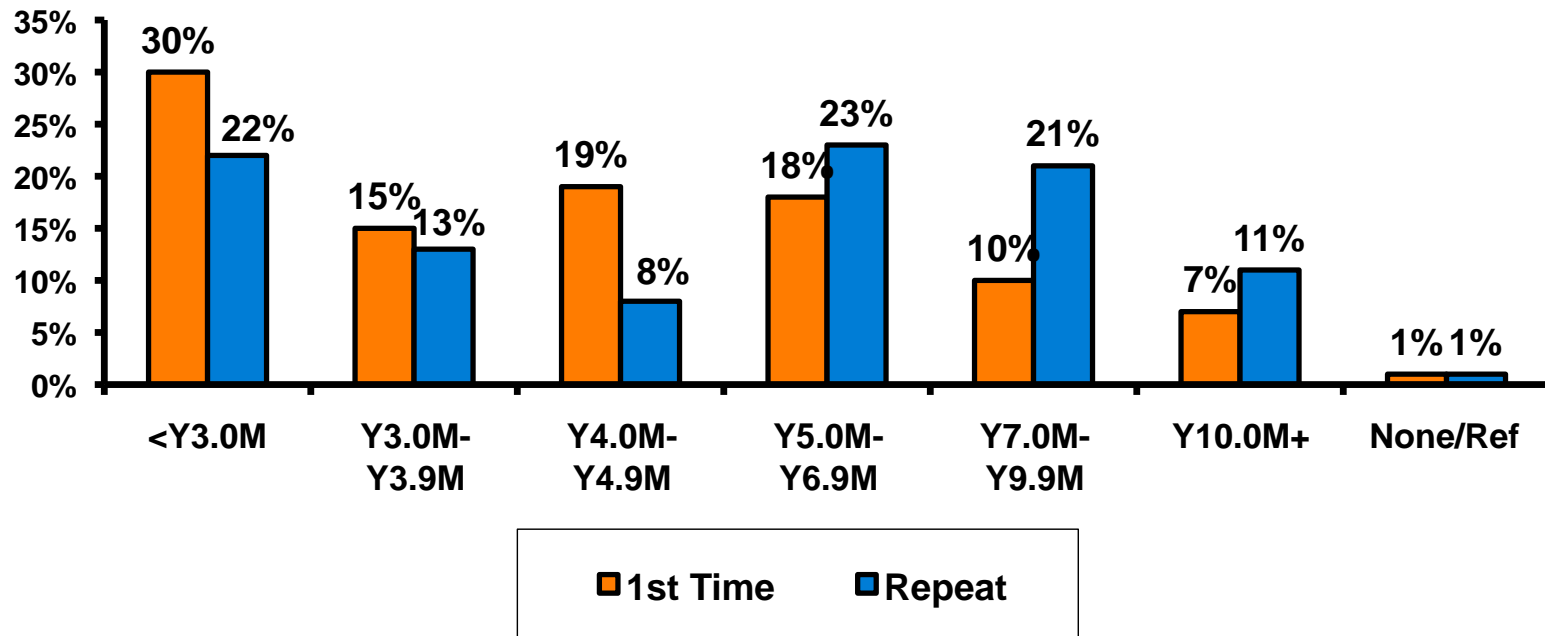


Personal Income



• ¥80.27=\$1

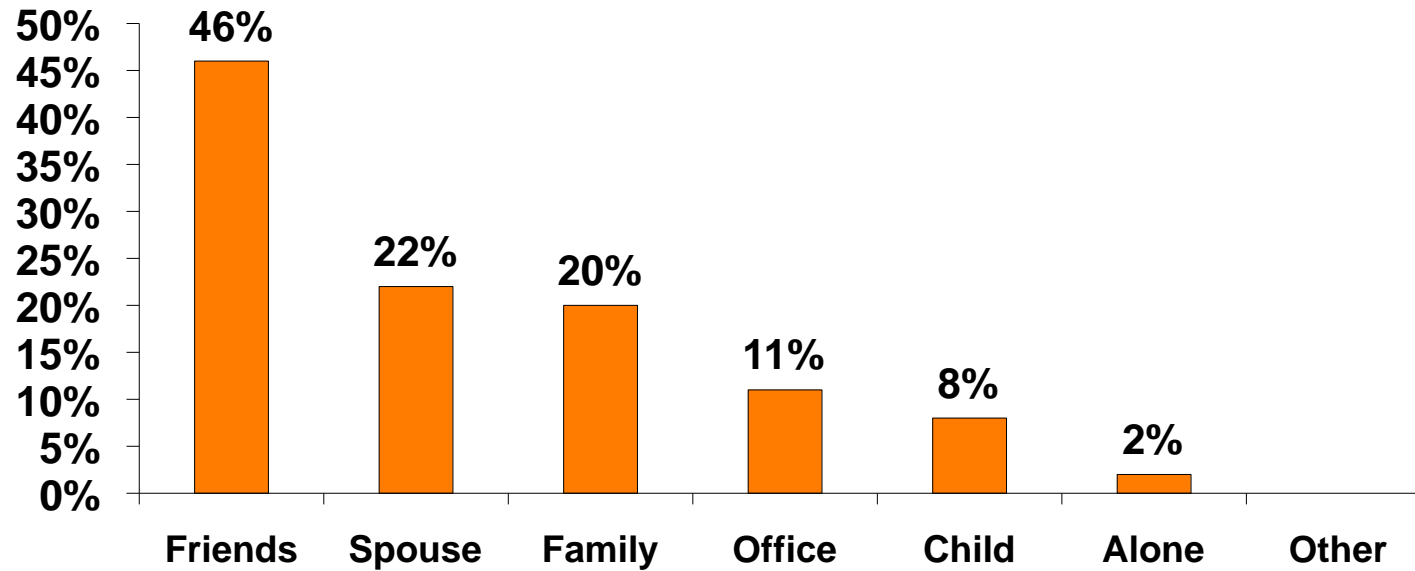
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
				Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME	<Y3.0M	Count	77	23	54	2	53	17	3	2
			26%	15%	38%	67%	37%	19%	8%	9%
	Y3.0M-Y3.9M	Count	42	20	22	1	22	16	2	1
			14%	13%	16%	33%	15%	18%	6%	5%
	Y4.0M-Y4.9M	Count	43	30	13		24	14	3	2
			15%	20%	9%		17%	16%	8%	9%
	Y5.0M-Y6.9M	Count	59	32	27		24	18	13	4
			20%	21%	19%		17%	20%	36%	18%
	Y7.0M-Y9.9M	Count	44	33	11		9	16	11	8
			15%	22%	8%		6%	18%	31%	36%
Y10.0M+	Count	25	14	11		7	9	4	5	
		9%	9%	8%		5%	10%	11%	23%	
No Inc	Count	3		3		3				
		1%		2%		2%				
Total	Count	293	152	141	3	142	90	36	22	

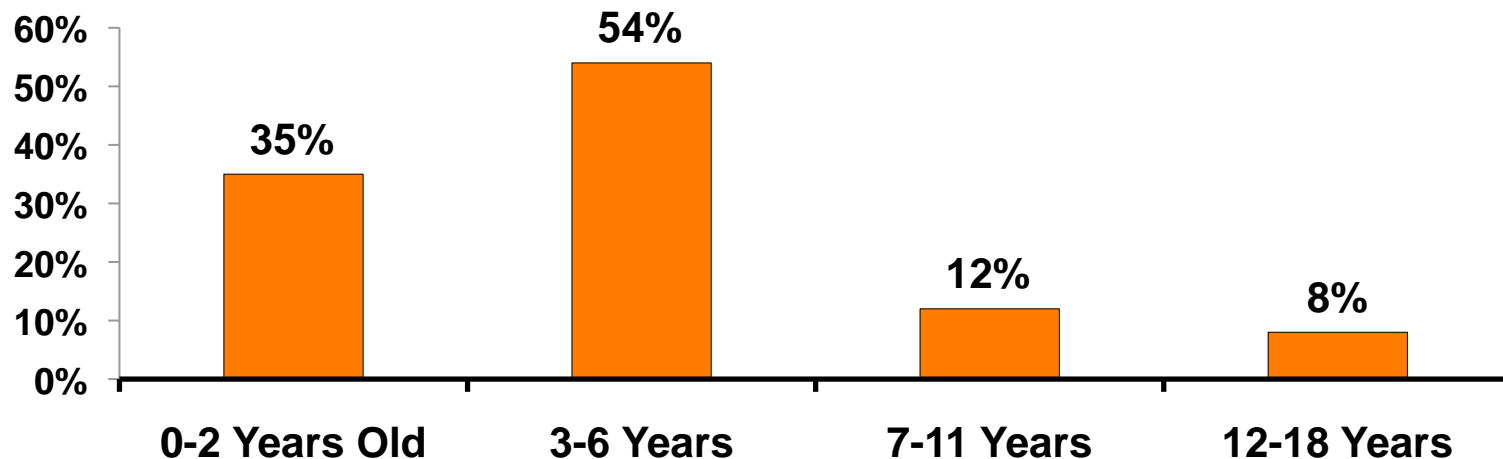
Travel Companions



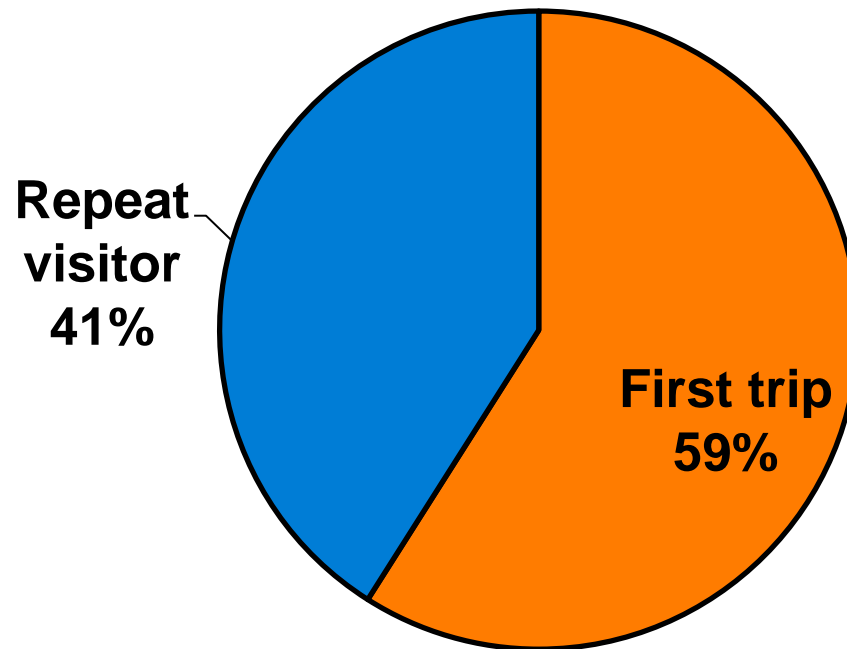
Number of Children Travel Party

N=26 total respondents traveling with children.

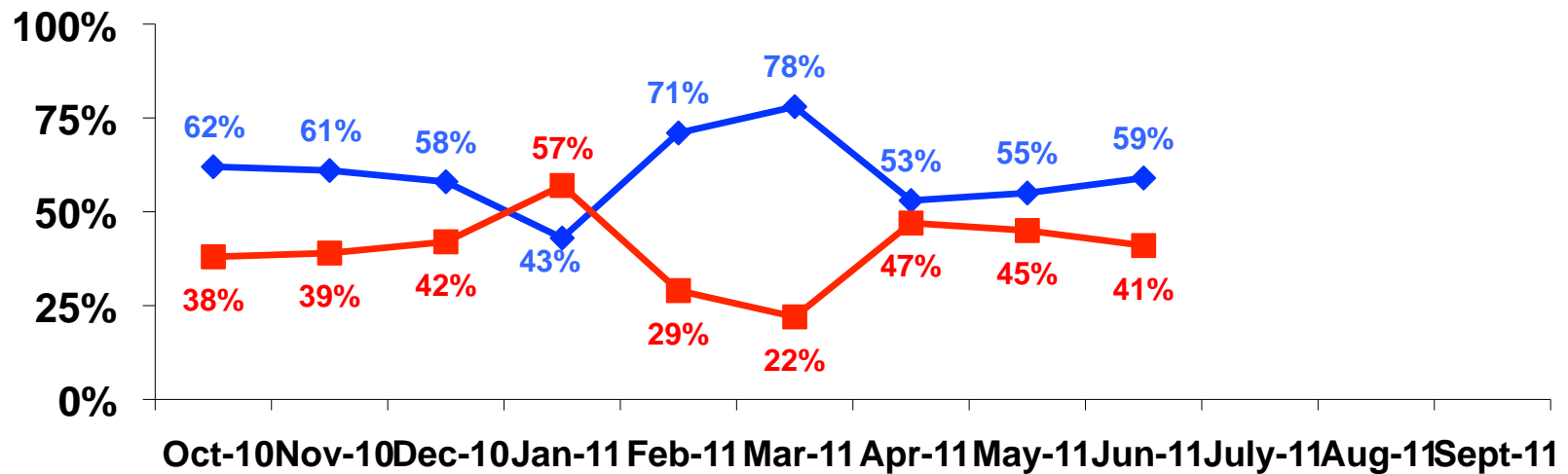
(Of those N=26 respondents, there is a total of 32 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



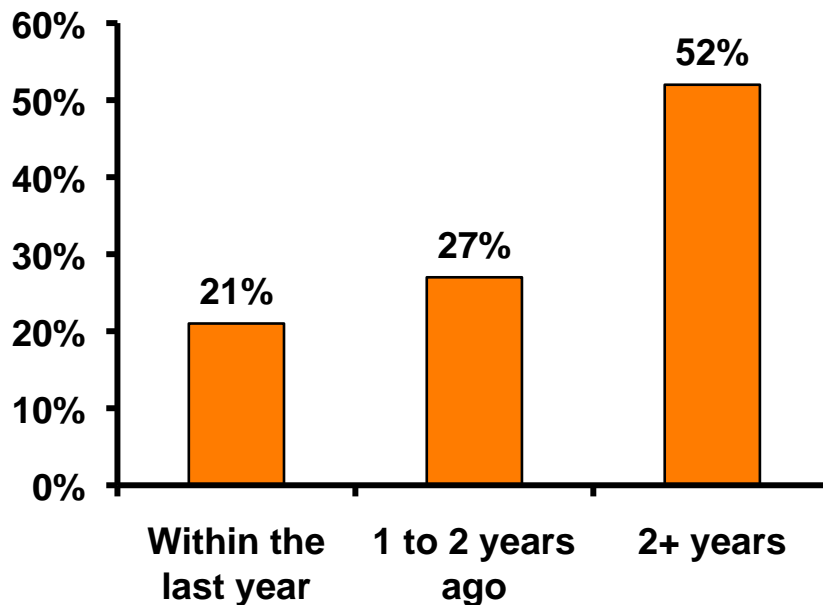
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	164	95	69
			50%	49%	51%
	Female	Count	163	98	65
			50%	51%	49%
Total		Count	327	193	134
AGE	<20	Count	4	4	
			1%	2%	
	20-29	Count	168	116	52
			51%	60%	39%
	30-39	Count	94	48	46
			29%	25%	34%
	40-49	Count	37	11	26
		11%	6%	19%	
	50+	Count	24	14	10
			7%	7%	7%
Total		Count	327	193	134

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

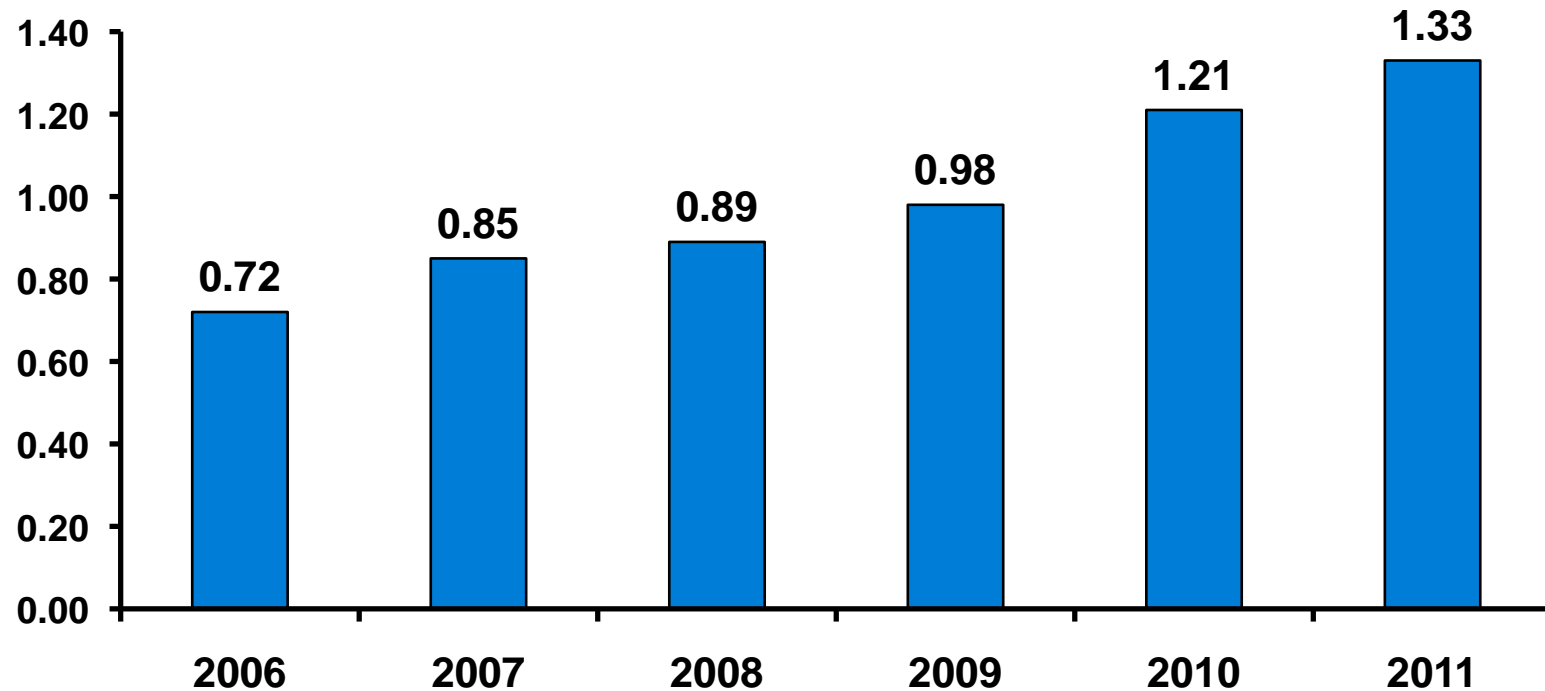
Repeat Visitors Last Trip

n = 134

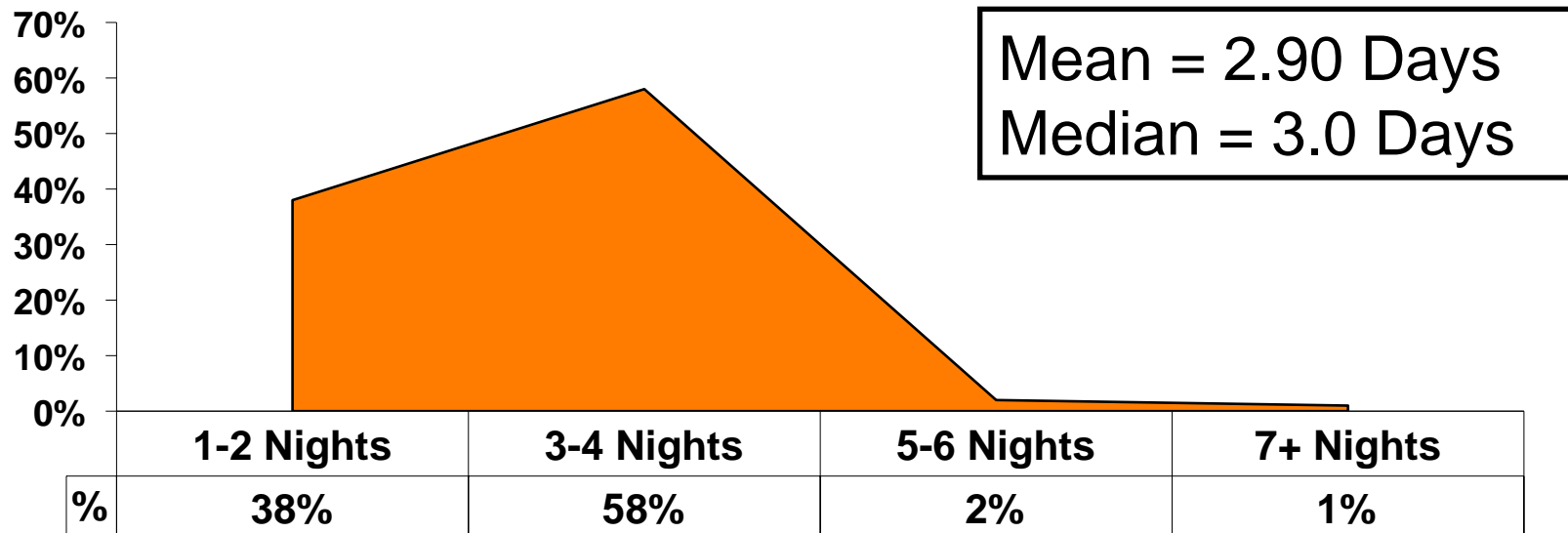


- The average repeat visitor has been to Guam 2.8 times.
- Half the repeat visitors have been to Guam within the last 2 years.

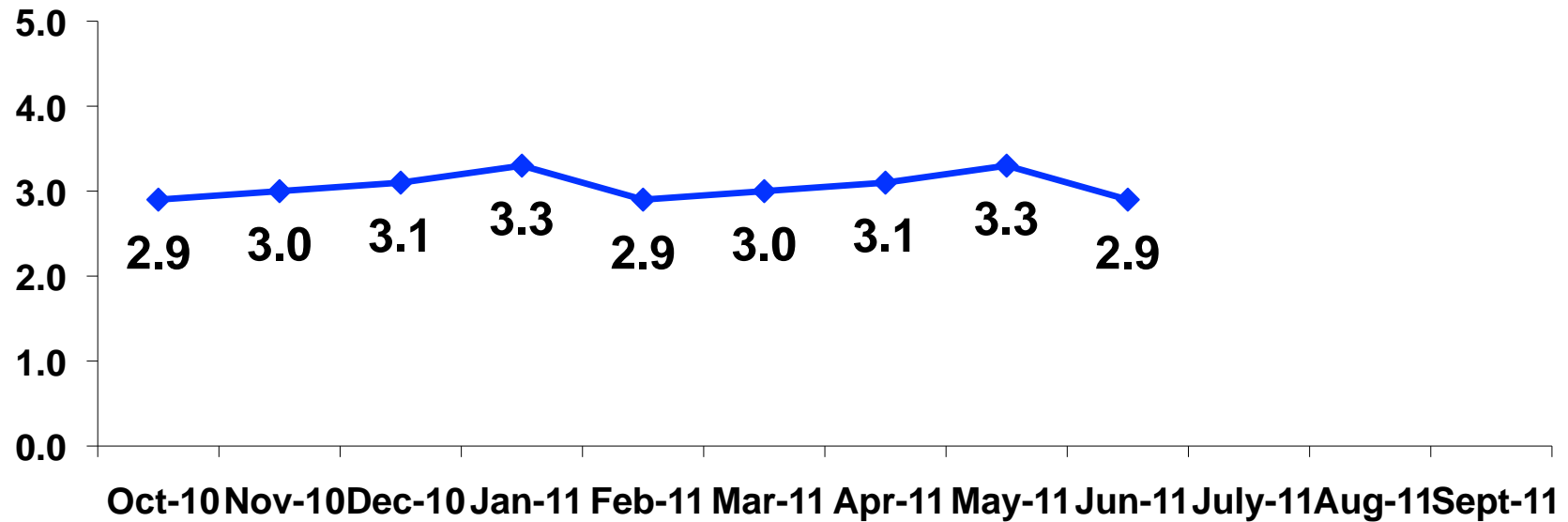
Average Number Overnight Trips (2006-2011) (2 nights or more)



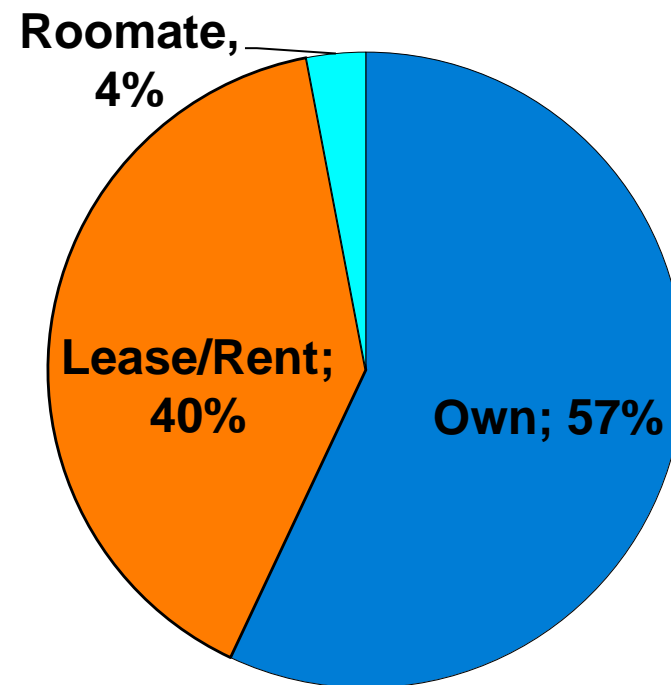
Length of Stay



Average Length of Stay



Living Accommodations

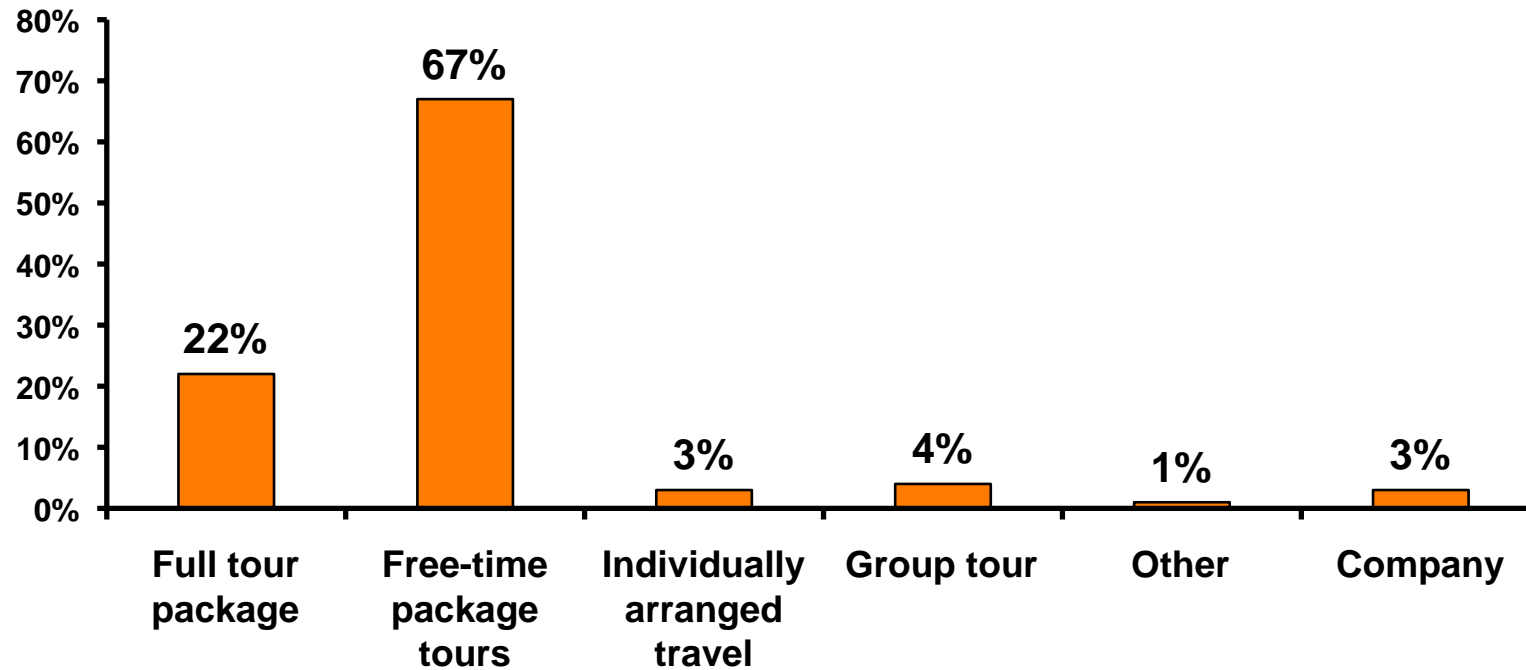


Occupation by Income

		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	20%	25%	21%	9%	19%	20%	28%	
	Co. Employee: Engineer	17%	17%	17%	26%	21%	23%	4%	
	Co. Employee: Salesperson	16%	13%	26%	37%	14%	7%	12%	
	Skilled Worker	8%	13%	14%	7%	2%	5%	4%	
	Co. Employee: Manager	7%		2%		7%	20%	24%	
	Self Employed	6%	6%	2%	7%	10%	2%	16%	
	Homemaker	6%	3%	5%	5%	16%	2%	4%	
	Freeter	5%	12%			3%	2%		
	Student	5%	1%	2%		3%		4%	67%
	Professional or Specialist	3%	1%	7%	5%		7%	4%	
	Government Employee: Office Worker Non-Managerial	2%	3%	2%	5%		2%		
	Co. Employee: Executive	1%	1%			3%			
	Retired	1%	1%			2%	2%		
	Unemployed	1%	1%						33%
	Government Employee: Manager	1%					5%		
	Free-lancer	1%	3%						
	Teacher	0%					2%		
Total	Count	318	77	42	43	58	44	25	3

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

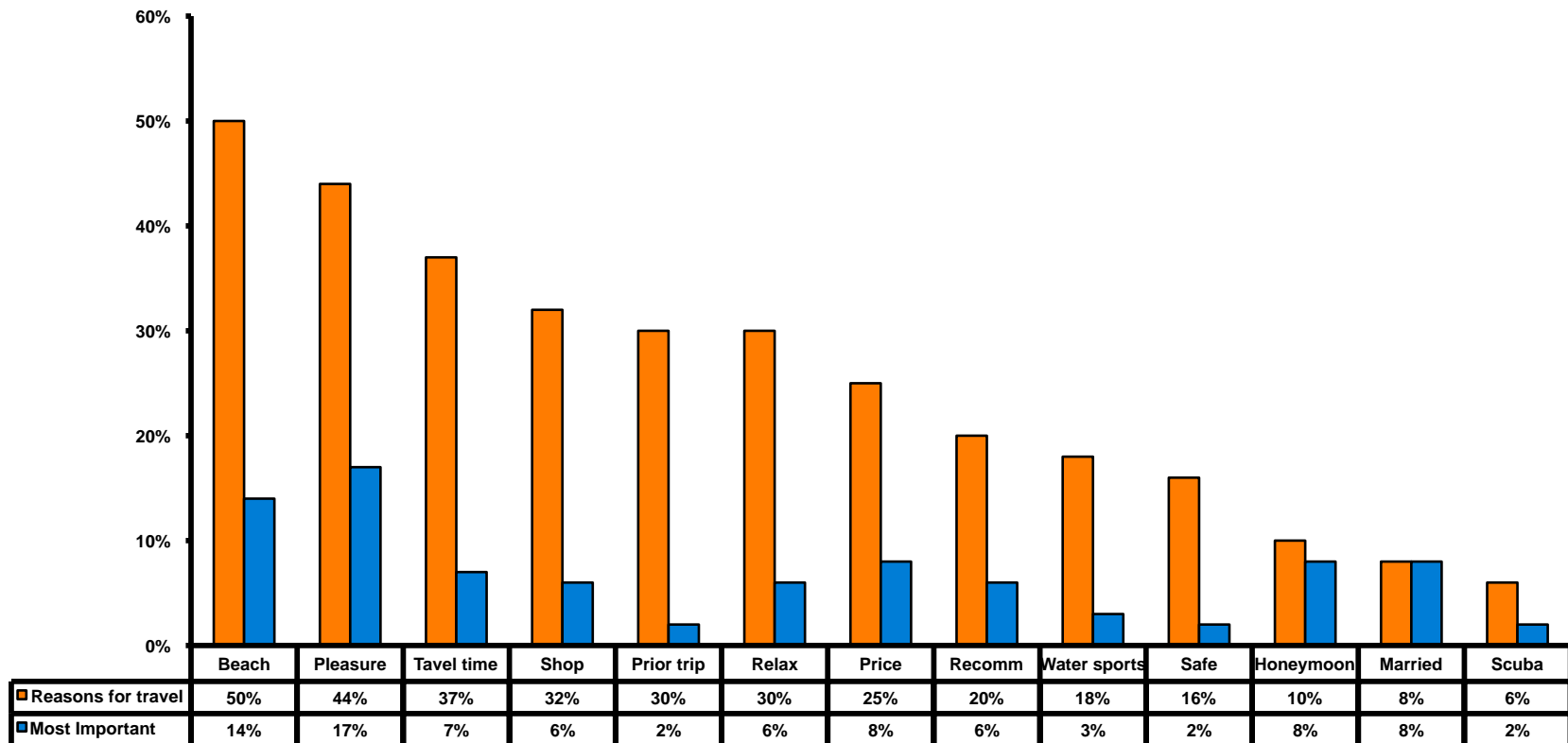


Accommodation by Income

Average length of stay: 2.90 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	19%	23%	21%	16%	14%	11%	24%	33%	
Pacific Bay Hotel	10%	18%	7%	5%	8%	9%	4%		
Fiesta Resort Guam	8%	5%	10%	9%	10%	2%	8%	33%	
Royal Orchid Guam	8%	9%	10%		7%	11%	8%	33%	
Guam Reef Hotel	7%	5%	14%	5%	7%	11%	8%		
Outrigger Guam Resort	7%	4%	7%	12%	3%	9%	8%		
Holiday Resort Guam	5%	3%	2%	5%	5%	11%			
The Westin Resort Guam	4%	3%	7%	7%	5%	5%	4%		
Oceanview Hotel	4%	8%		2%	3%	2%	8%		
Onward Beach Resort	4%	5%	2%	7%	5%	5%			
Grand Plaza Hotel	4%	5%	2%		7%	5%	4%		
Hilton Guam Resort & Spa	4%	1%	5%	7%	7%	2%			
Hotel Nikko Guam	4%	6%	5%		2%	5%	4%		
Sheraton Laguna Resort	3%	1%		7%	5%	5%	4%		
Pacific Islands Club PIC	3%			7%	3%	5%	12%		
Hyatt Regency Guam	2%		2%	5%	7%		4%		
Ramada Suites Guam	2%	3%		2%		2%			
Leo Palace Resort	1%		5%		2%				
Guam Marriott Resort Hotel	1%			5%					
Total	Count	327	77	42	43	59	44	25	3

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Pleasure,
 - Guam's natural beauty/beaches,
 - Price, Honeymoon and to Get married
- 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	50%	50%	54%	53%	38%	25%	44%	56%
Pleasure	44%	50%	51%	41%	43%	13%	37%	51%
Short travel time	37%	25%	35%	39%	43%	42%	36%	38%
Shopping	32%	75%	37%	28%	27%	17%	21%	43%
A previous visit	30%		23%	35%	57%	29%	32%	29%
Just to relax	30%		32%	34%	19%	29%	27%	34%
Price of the tour package	25%		23%	30%	30%	13%	22%	27%
Recommendation of friend, relative, travel agency	20%	25%	21%	19%	16%	17%	16%	24%
Water sports	18%		20%	20%	14%		16%	20%
It is a safe place to spend a vacation	16%		14%	16%	22%	21%	18%	14%
Honeymoon	10%		13%	12%	3%	4%	18%	3%
To get married or Attend wedding	8%		8%	5%	5%	29%	11%	6%
SCUBA diving	6%		7%	2%	8%	4%	6%	5%
Company or Business trip	6%		5%	6%	8%		9%	2%
Other	2%		2%	3%	3%	4%	2%	2%
My company sponsored me	2%		2%	1%	5%		2%	2%
To visit friends or relatives	2%		1%	1%	3%	8%	2%	1%
To golf	2%		1%		5%	8%	3%	
Special promotion	1%		2%				1%	1%
Organized Sporting Activity	1%			3%			1%	1%
Promotional materials from GVB	1%		1%					1%
Career certification or testing	0%		1%					1%
Total Cases	326	4	168	93	37	24	163	163

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	50%	61%	48%	58%	41%	43%	44%	67%
Pleasure	44%	47%	40%	40%	46%	36%	44%	100%
Short travel time	37%	34%	26%	42%	41%	43%	36%	33%
Shopping	32%	41%	24%	26%	29%	34%	24%	100%
A previous visit	30%	26%	24%	19%	37%	48%	44%	
Just to relax	30%	32%	26%	33%	29%	27%	24%	33%
Price of the tour package	25%	28%	21%	28%	24%	16%	40%	33%
Recommendation of friend, relative, travel agency	20%	21%	21%	19%	24%	18%	4%	
Water sports	18%	21%	10%	23%	15%	18%	20%	
It is a safe place to spend a vacation	16%	11%	10%	28%	17%	20%	16%	
Honeymoon	10%	7%	12%	19%	15%	7%		
To get married or Attend wedding	8%	4%	5%	14%	15%	9%	8%	
Company or Business trip	6%	5%	12%	5%	3%	9%	4%	
SCUBA diving	6%	4%	5%	5%	3%	5%	8%	33%
My company sponsored me	2%	4%	2%		2%	5%		
Other	2%		5%		2%	7%		
To visit friends or relatives	2%	4%	2%		2%		4%	
To golf	2%	1%			2%	7%		
Organized Sporting Activity	1%	1%			2%	2%		
Special promotion	1%	3%						
Promotional materials from GVB	1%	1%		2%				
Career certification or testing	0%	1%						
Total Cases	326	76	42	43	59	44	25	3

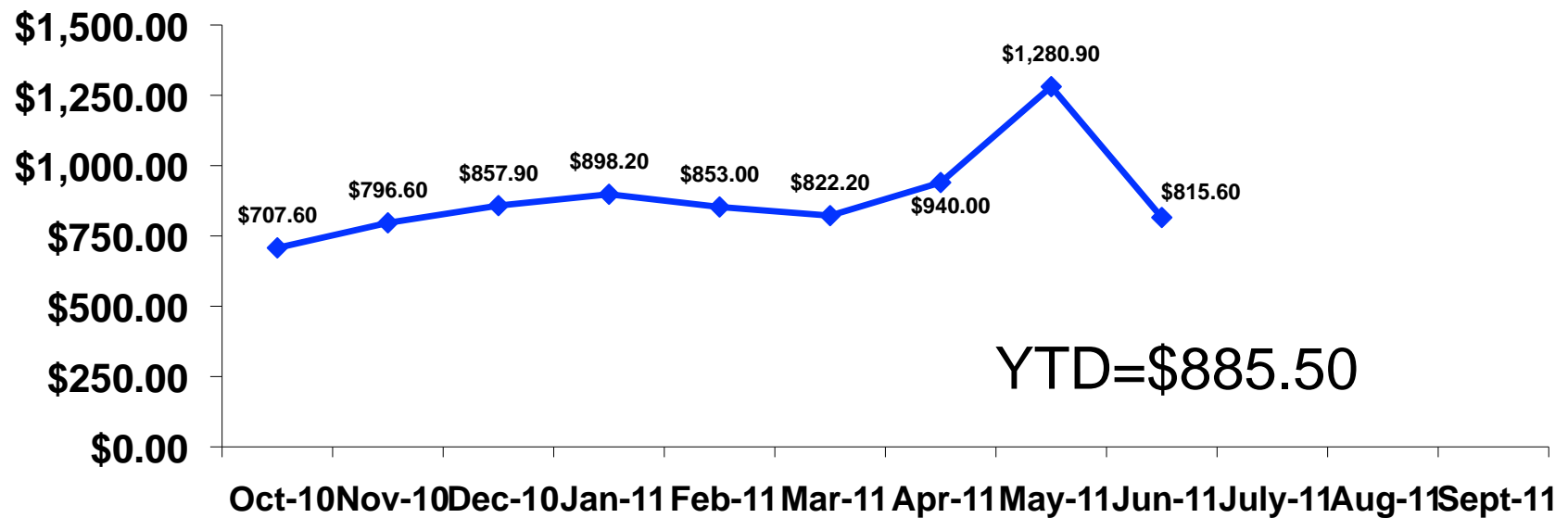
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥80.27/US\$1

- \$1,610.00 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$16,195 = maximum (highest amount recorded for the entire sample)
- \$815.60 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

¥80.27=\$1

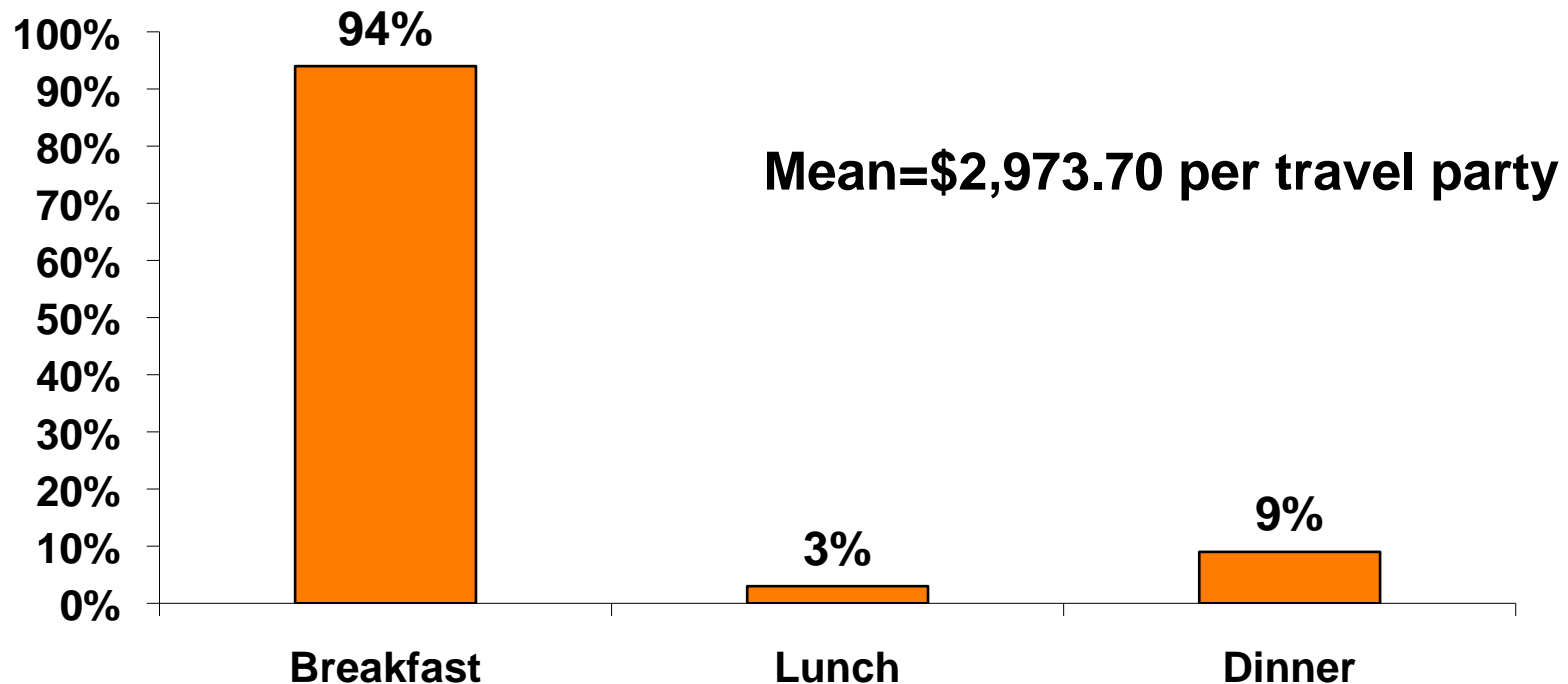
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,457.20
Air & Accommodation w/ daily meal package	\$2,973.70
Air only	\$791.10
Accommodation only	\$539.80
Accommodation w/ daily meal only	\$2,180
Food & Beverages in Hotel	\$107.40
Ground transportation- Japan	\$82.10
Ground transportation- Guam	\$63.00
Optional tours/ activities	\$283.60
Other expenses	\$494.60
Total Prepaid	\$1,610.00

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

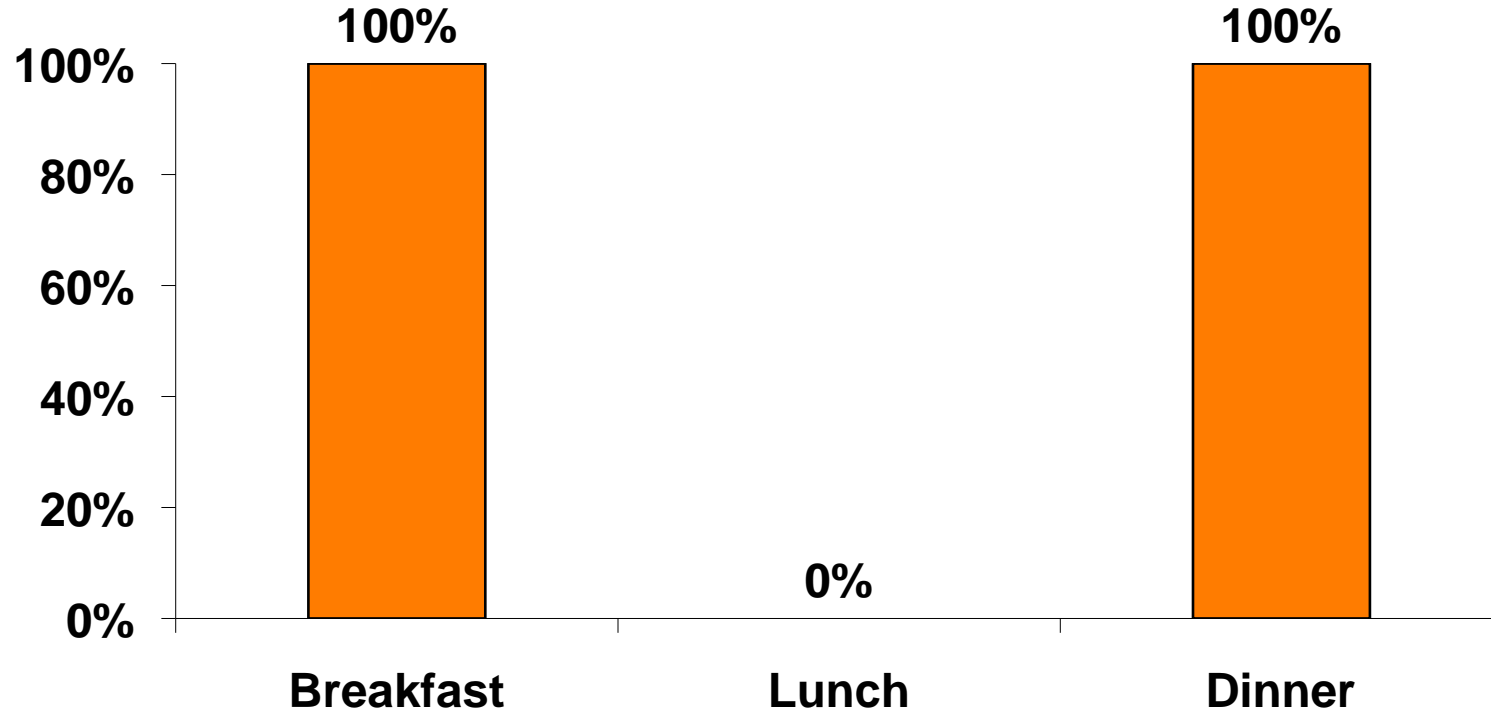
n=35



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

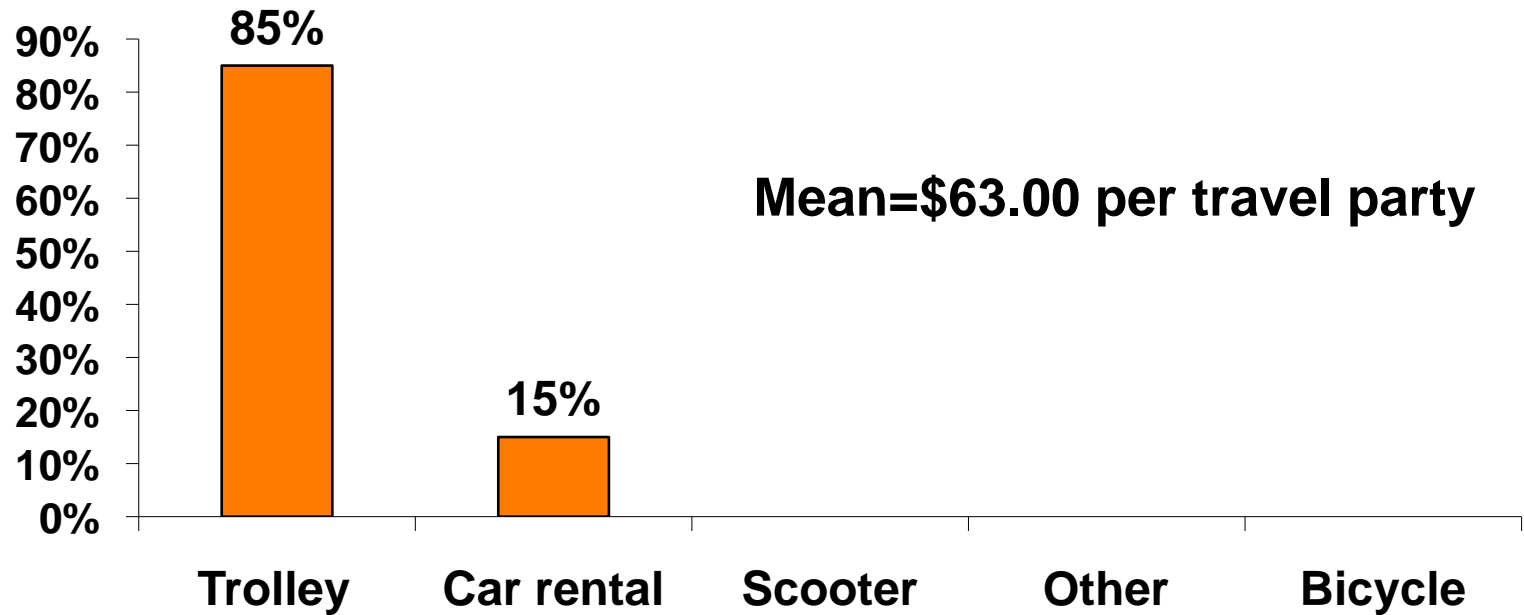
n=1



Mean=\$2,180.10 per travel party

Prepaid Ground Transportation

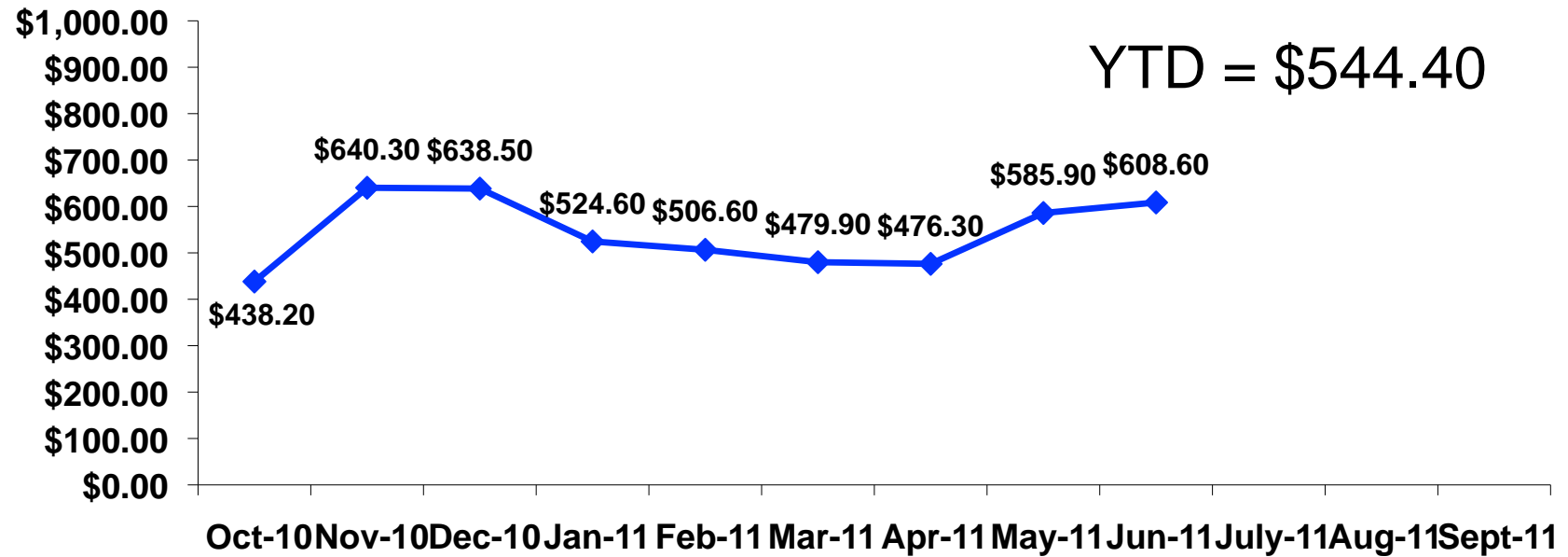
n=13



On-Island Expenditures

- \$902.60 = 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)
- \$608.60 = overall mean average per person on-island expenditure

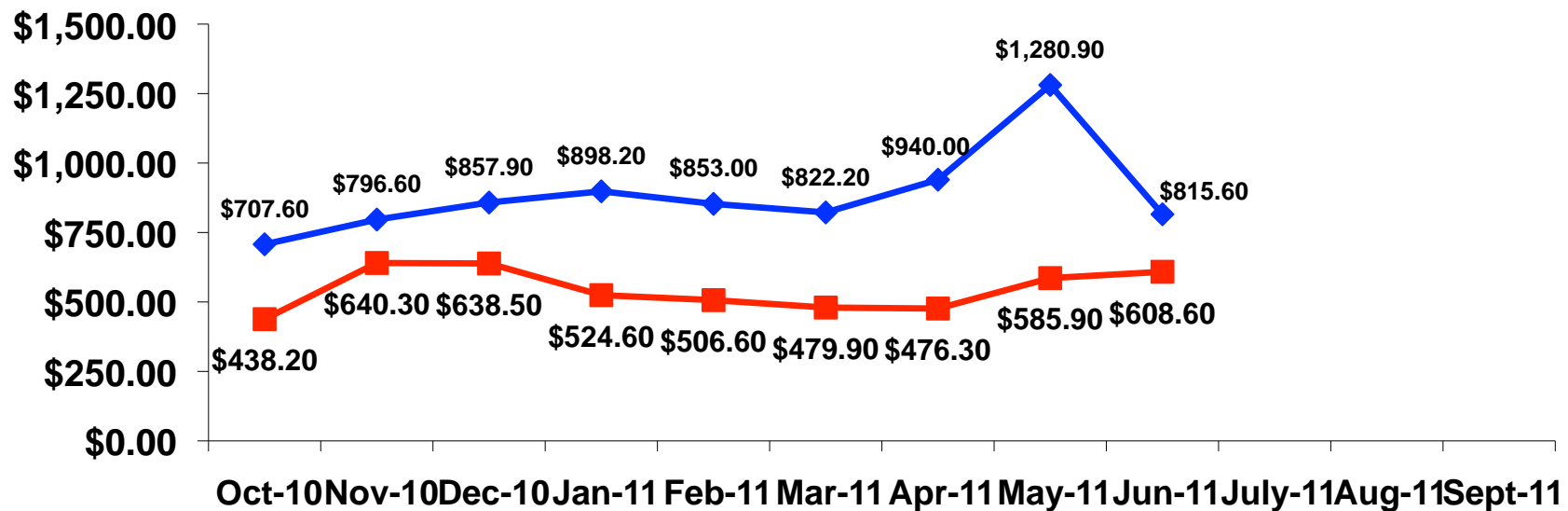
On-Island Expenditures



Prepaid / On-Island Expenditures

Prepaid YTD = \$885.50

On-Island YTD = \$544.40



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	\$902.59	\$1,010.26	\$794.26	\$957.74	\$1,065.95	\$934.69	\$1,090.83	\$662.50	\$697.61	\$1,085.94	\$687.27	\$1,359.33
Median	\$700	\$800	\$580	\$800	\$800	\$756	\$1,045	\$700	\$500	\$755	\$500	\$650

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$30.61	\$41.18	\$19.98	\$0.00	\$20.70	\$42.86	\$27.76	\$61.50
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$32.16	\$39.48	\$24.80	\$8.75	\$26.92	\$35.22	\$48.08	\$36.21
REST/CONV	Median	\$10	\$10	\$10	\$5	\$10	\$4	\$20	\$10
F&B-OUT- SIDE	Mean	\$76.09	\$102.15	\$49.87	\$40.00	\$69.61	\$64.59	\$96.89	\$140.42
HOTEL/ REST	Median	\$20	\$50	\$15	\$30	\$20	\$0	\$50	\$100
OPTIONAL	Mean	\$88.61	\$106.84	\$70.26	\$0.00	\$77.94	\$103.09	\$102.30	\$100.21
TOUR	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/	Mean	\$257.46	\$270.66	\$244.18	\$400.00	\$234.06	\$316.76	\$262.84	\$157.00
SOUV-SELF	Median	\$100	\$55	\$100	\$400	\$100	\$85	\$100	\$17
GIFT/ SOUV-	Mean	\$127.67	\$142.12	\$113.13	\$87.50	\$108.18	\$157.04	\$105.70	\$189.54
F&F AT HOME	Median	\$50	\$50	\$50	\$75	\$50	\$50	\$50	\$100
LOCAL TRANS	Mean	\$13.02	\$13.49	\$12.55	\$7.00	\$9.99	\$11.72	\$24.19	\$23.17
	Median	\$0	\$0	\$0	\$5	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$279.76	\$289.84	\$269.56	\$119.25	\$247.38	\$334.67	\$193.38	\$449.92
	Median	\$0	\$0	\$0	\$114	\$20	\$0	\$0	\$25
TOTAL ON	Mean	\$902.59	\$1,010.26	\$794.26	\$662.50	\$785.87	\$1,072.54	\$861.14	\$1,157.96
ISLAND	Median	\$700	\$800	\$580	\$700	\$600	\$770	\$712	\$900

On-Island Expenditures

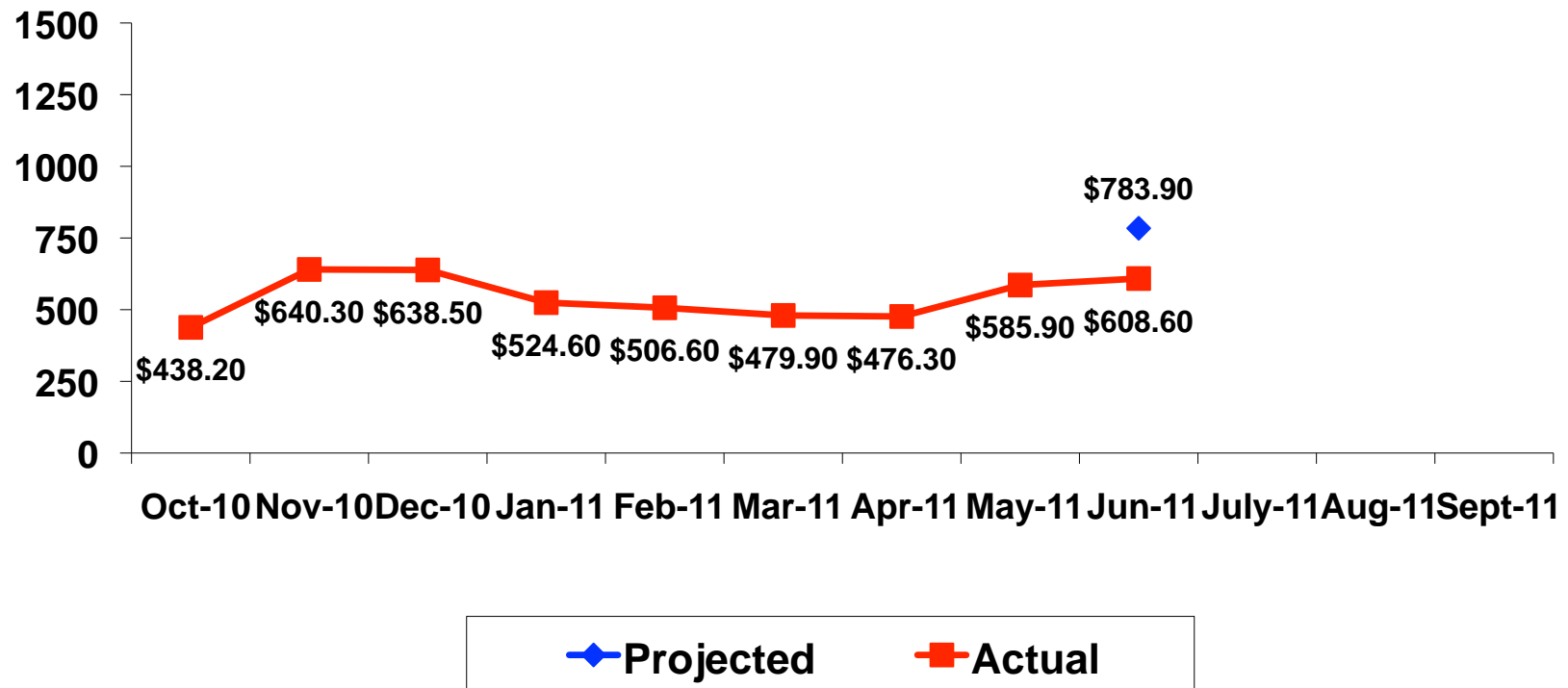
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$30.28	\$31.09
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$27.02	\$39.56
	Median	\$7	\$20
F&B-OUT- SIDE HOTEL/ REST	Mean	\$73.96	\$79.15
	Median	\$10	\$30
OPTIONAL TOUR	Mean	\$93.96	\$80.90
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$247.99	\$271.10
	Median	\$66	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$128.73	\$126.13
	Median	\$50	\$85
LOCAL TRANS	Mean	\$12.37	\$13.96
	Median	\$0	\$0
OTHER EXP	Mean	\$320.00	\$221.37
	Median	\$25	\$0
TOTAL ON ISLAND	Mean	\$931.25	\$861.31
	Median	\$700	\$685

Projected On-Island Expenditures

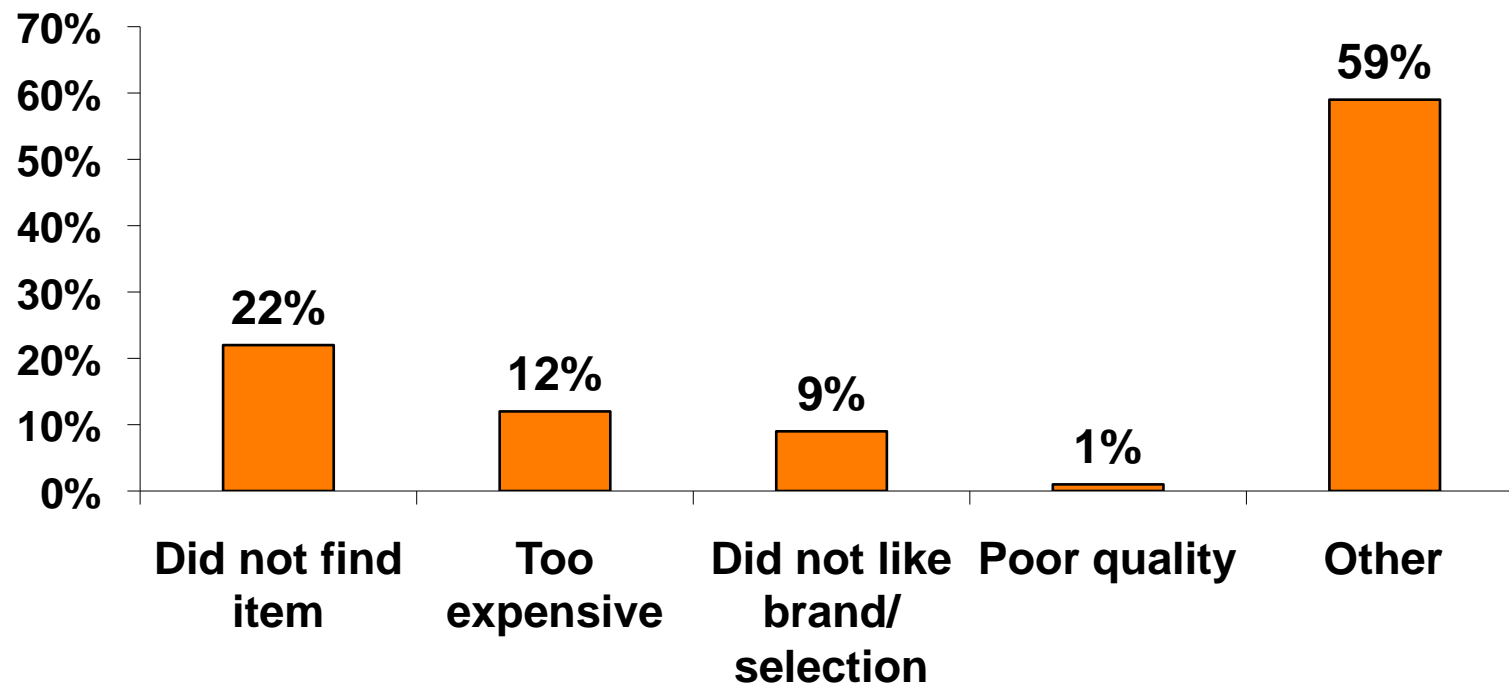
- \$783.90 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)

PROJECTED ON-ISLE EXPENDITURES



Reasons for Spending Less

n=76

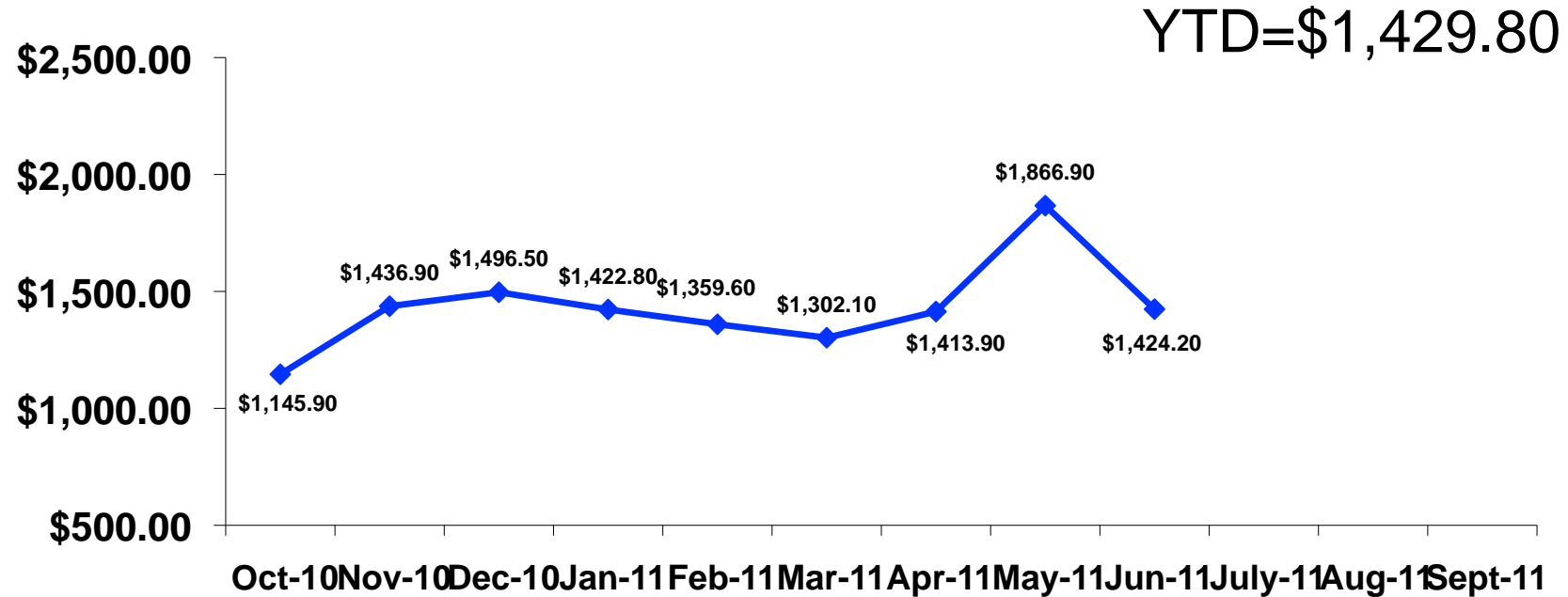


*For a listing of specific 'items not found', please refer to the Codebook pgs. 119-120 (Items 1,2,3). For a listing of 'Other' reasons, please refer to the Codebook pg. 121.

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,424.20 = overall average
- \$175 = Minimum (lowest amount recorded for the entire sample)
- \$4,623 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

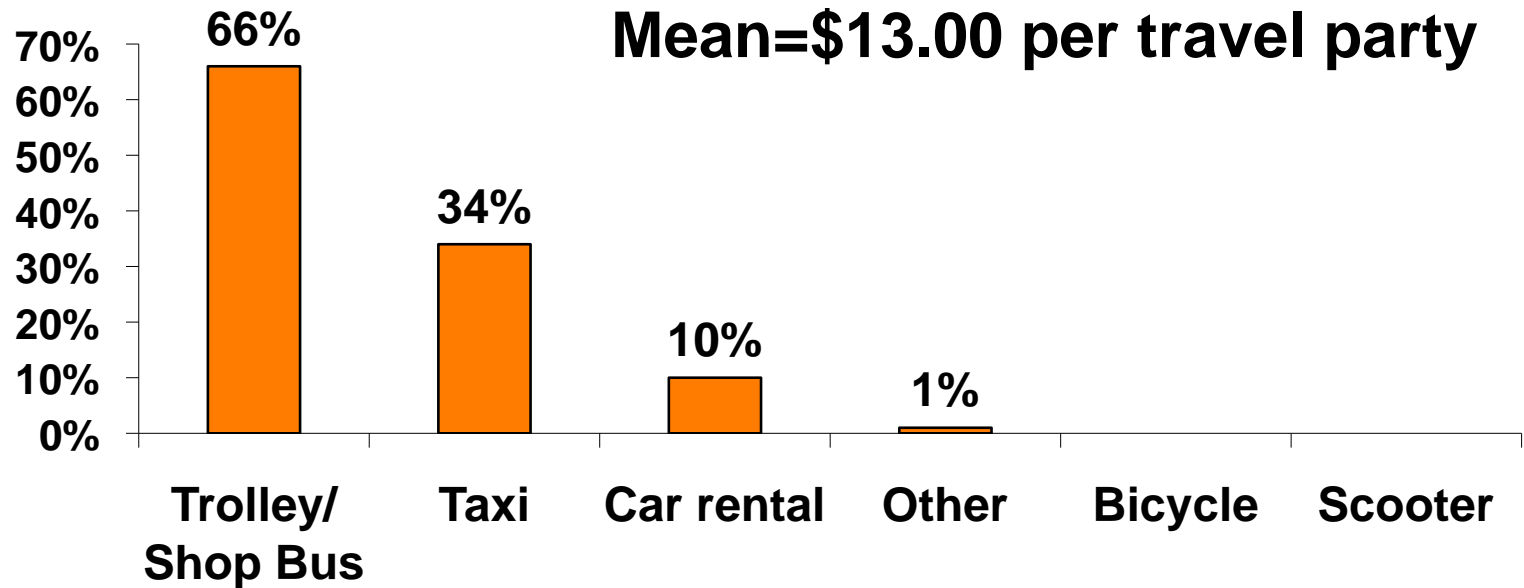


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$30.60
Food & beverage in fast food restaurant/ convenience store	\$32.20
Food & beverage at restaurants or drinking establishments outside a hotel	\$76.10
Optional tours and activities	\$88.60
Gifts/ souvenirs for yourself/companions	\$257.50
Gifts/ souvenirs for friends/family at home	\$127.70
Local transportation	\$13.00
Other expenses not covered	\$279.80
Average Total	\$902.60

Local Transportation

n=88



Guam Airport Expenditures

- \$27.50 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,400 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

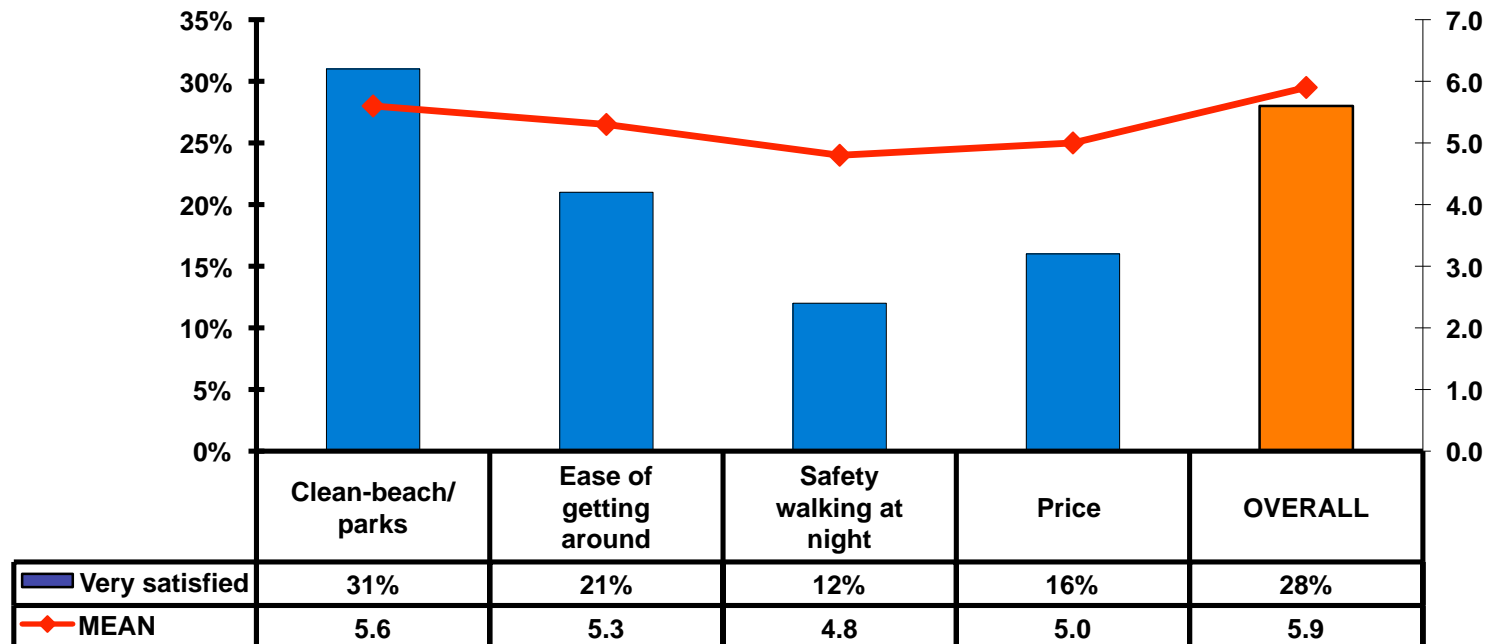
	MEAN \$
Food & Beverages	\$7.10
Gifts/Souvenirs Self	\$12.20
Gifts/Souvenirs Others	\$8.20
Total	\$27.50

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

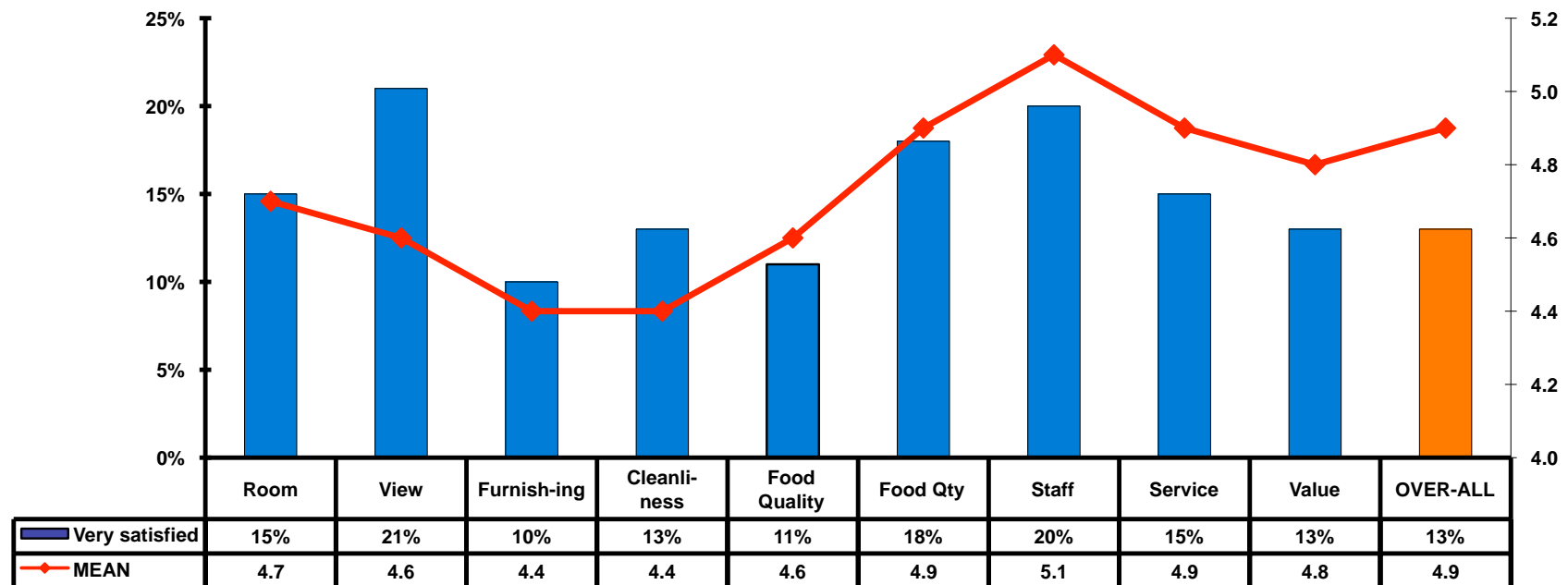
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

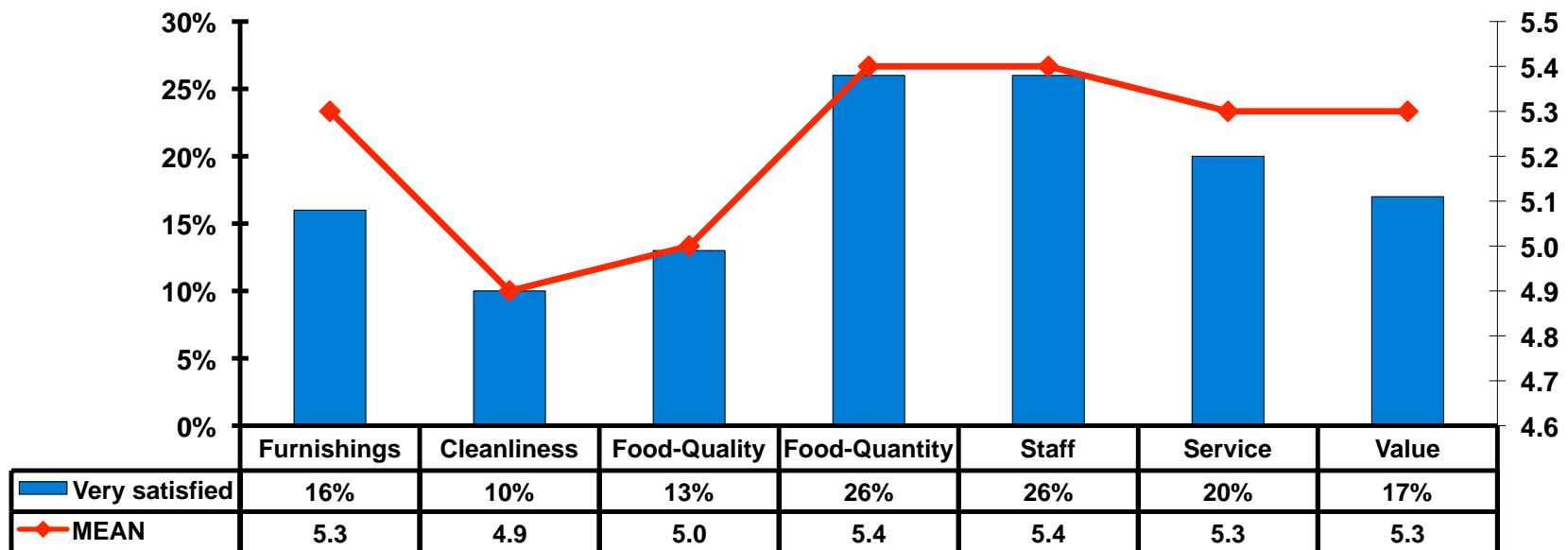
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

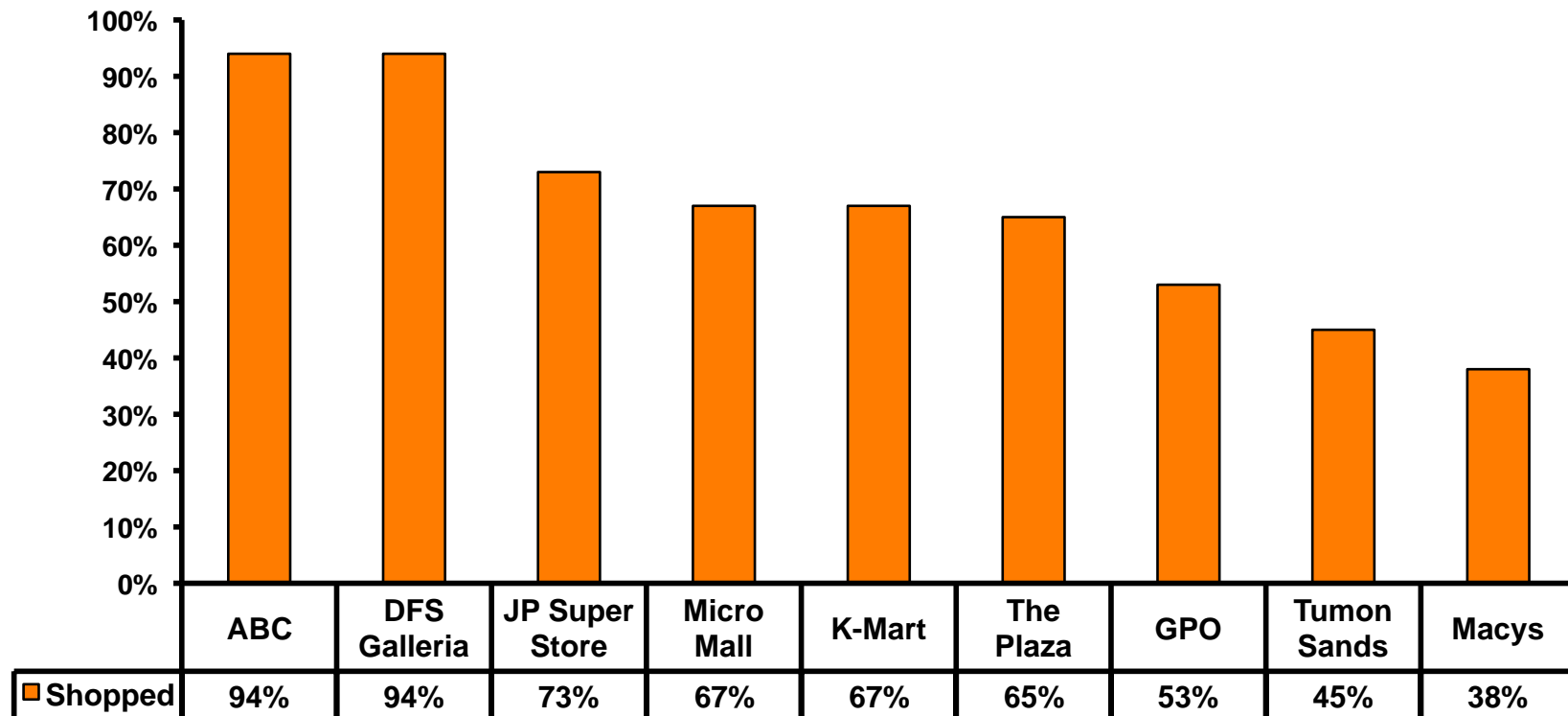
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

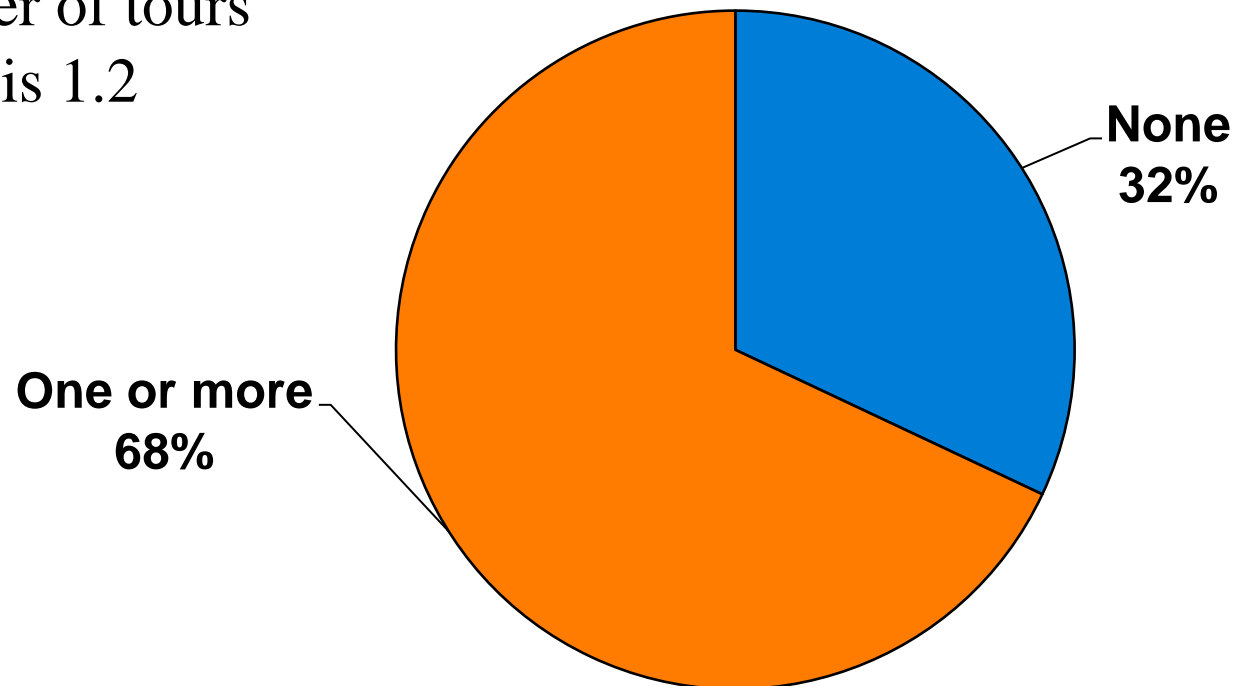
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

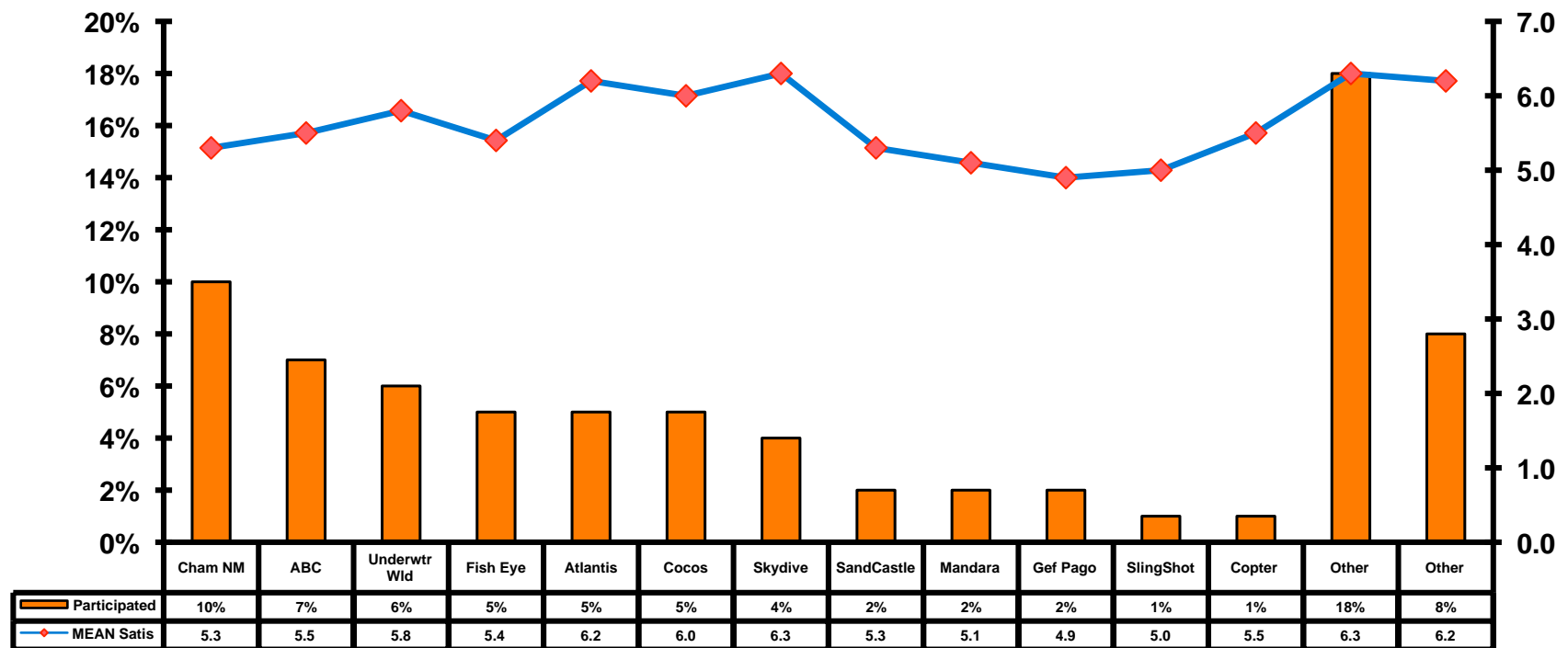
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 57%	Score of 6 to 7 = 52%
Score of 4 to 5 = 39%	Score of 4 to 5 = 42%
Score 1 to 3 = 3%	Score 1 to 3 = 6%
MEAN = 5.5	MEAN = 5.4

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 = 53%	Score of 6 to 7 = 52%
Score of 4 to 5 = 45%	Score of 4 to 5 = 47%
Score 1 to 3 = 2%	Score 1 to 3 = 1%
MEAN = 5.4	MEAN = 5.4

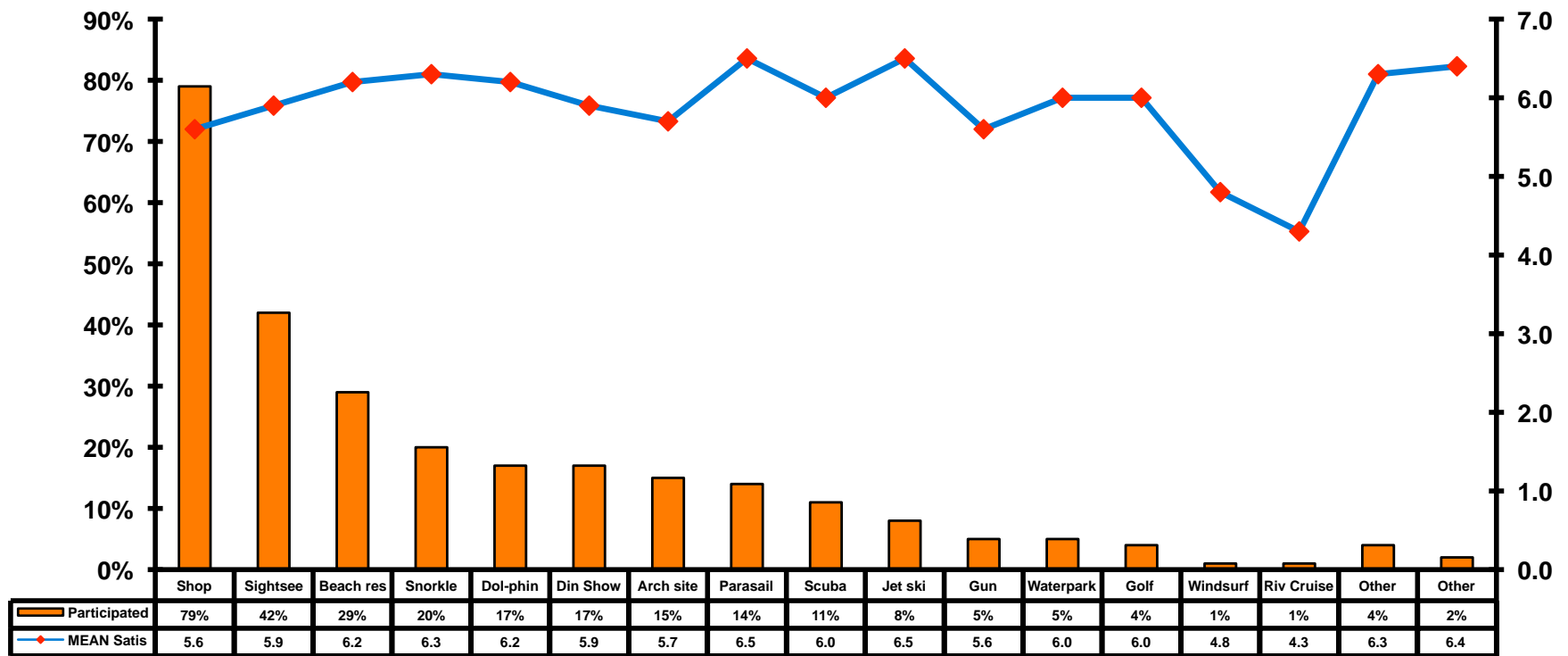
Night Tours Satisfaction

7pt Rating Scale

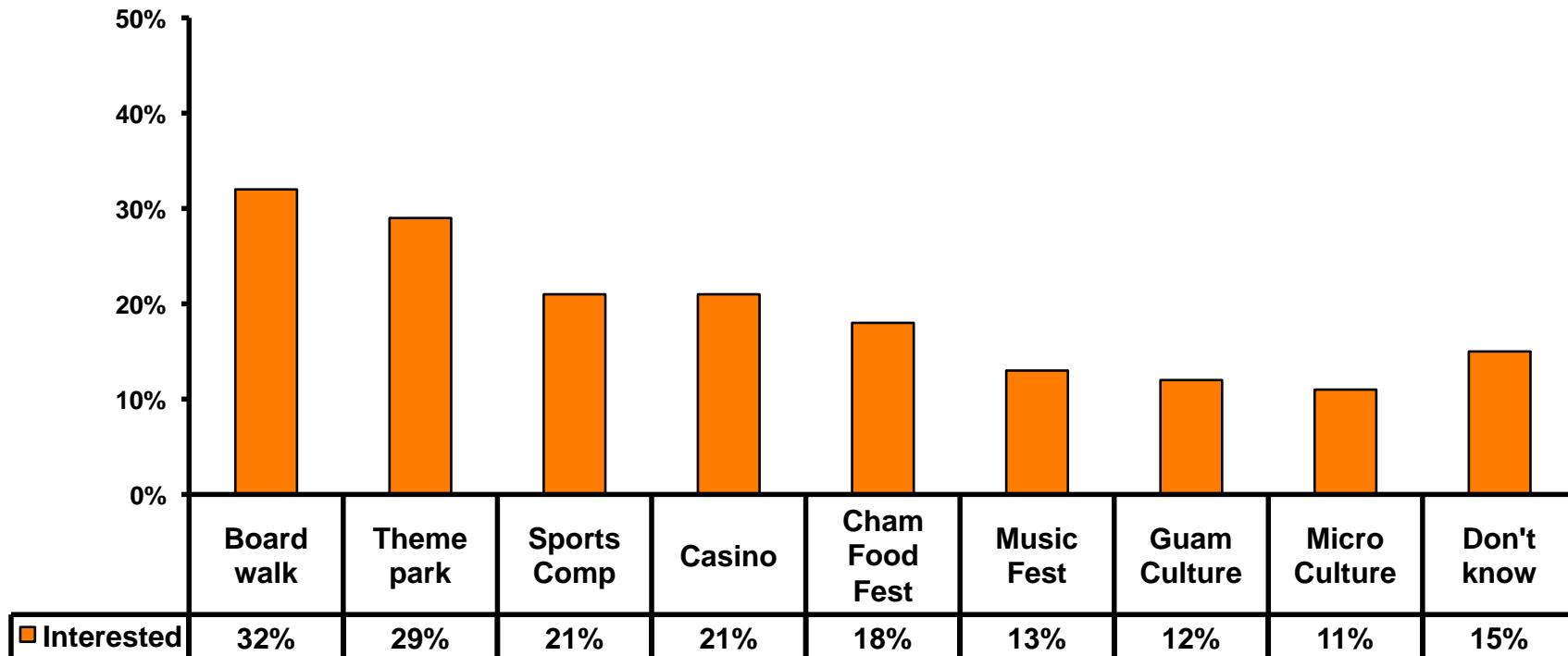
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 30%	Score of 6 to 7 = 29%
Score of 4 to 5 = 68%	Score of 4 to 5 = 68%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 4.8	MEAN = 4.8

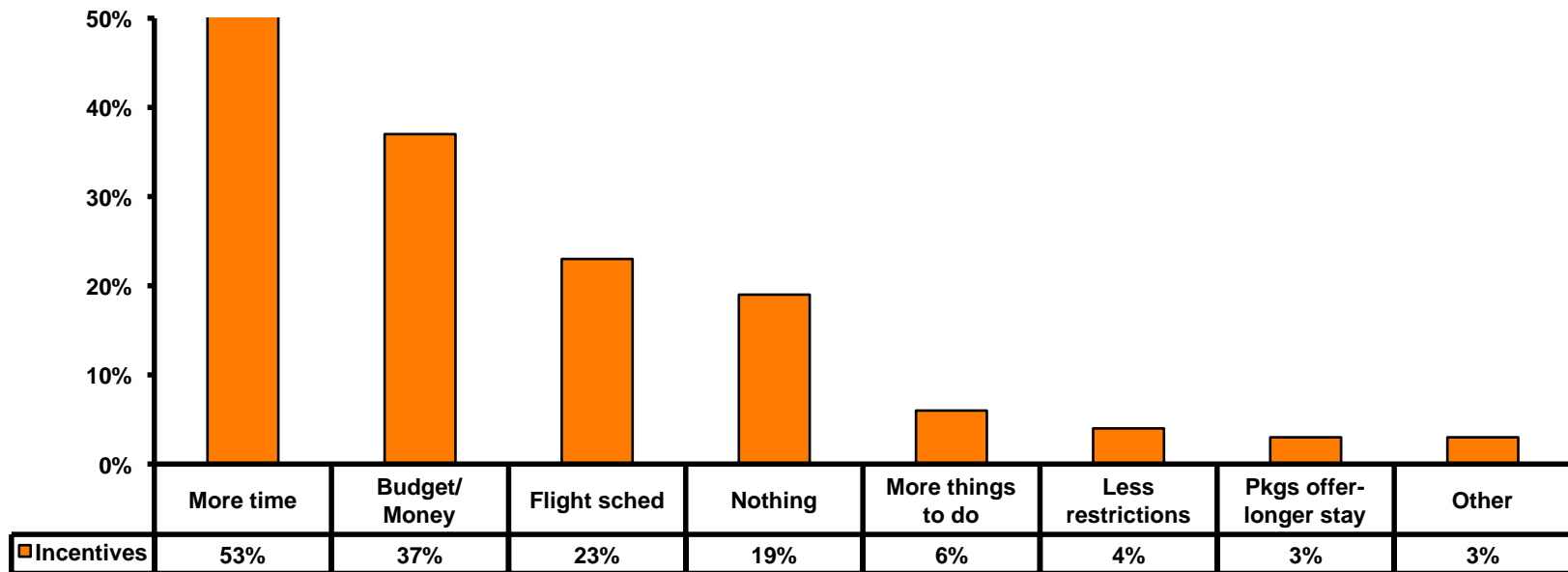
Satisfaction with Other Activities



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



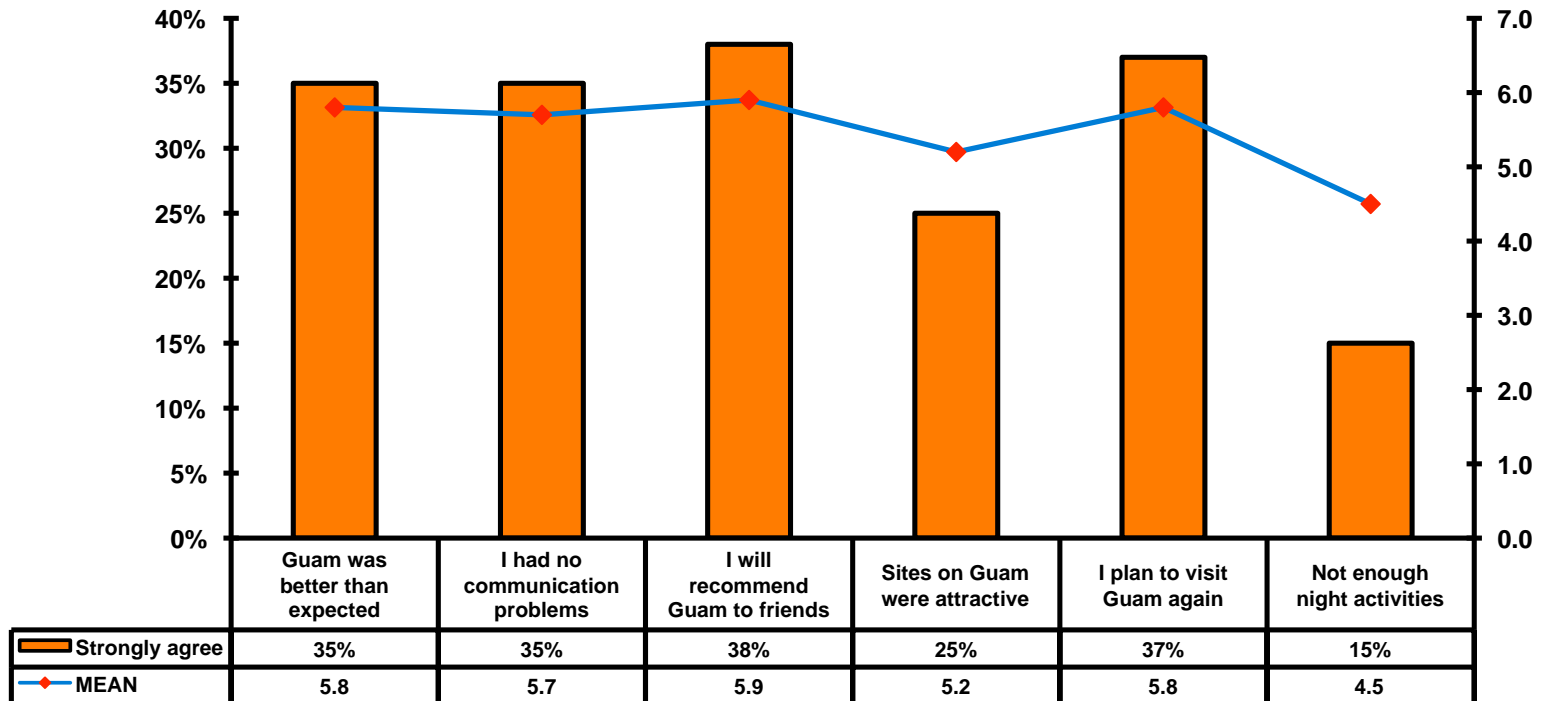
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

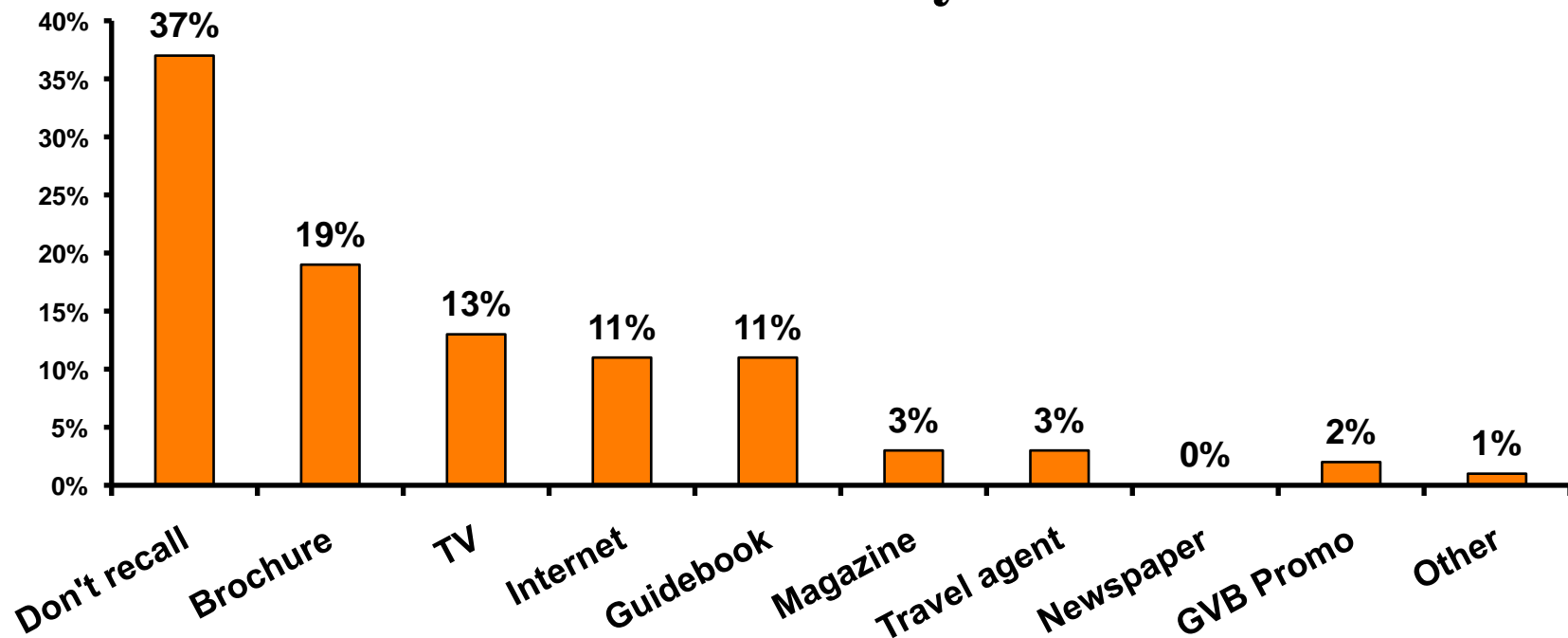
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

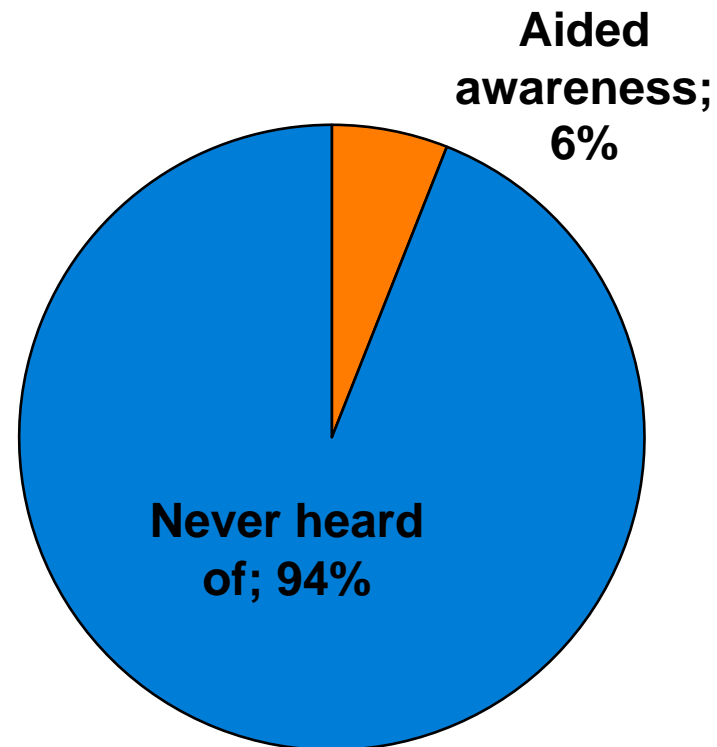


Message Recall

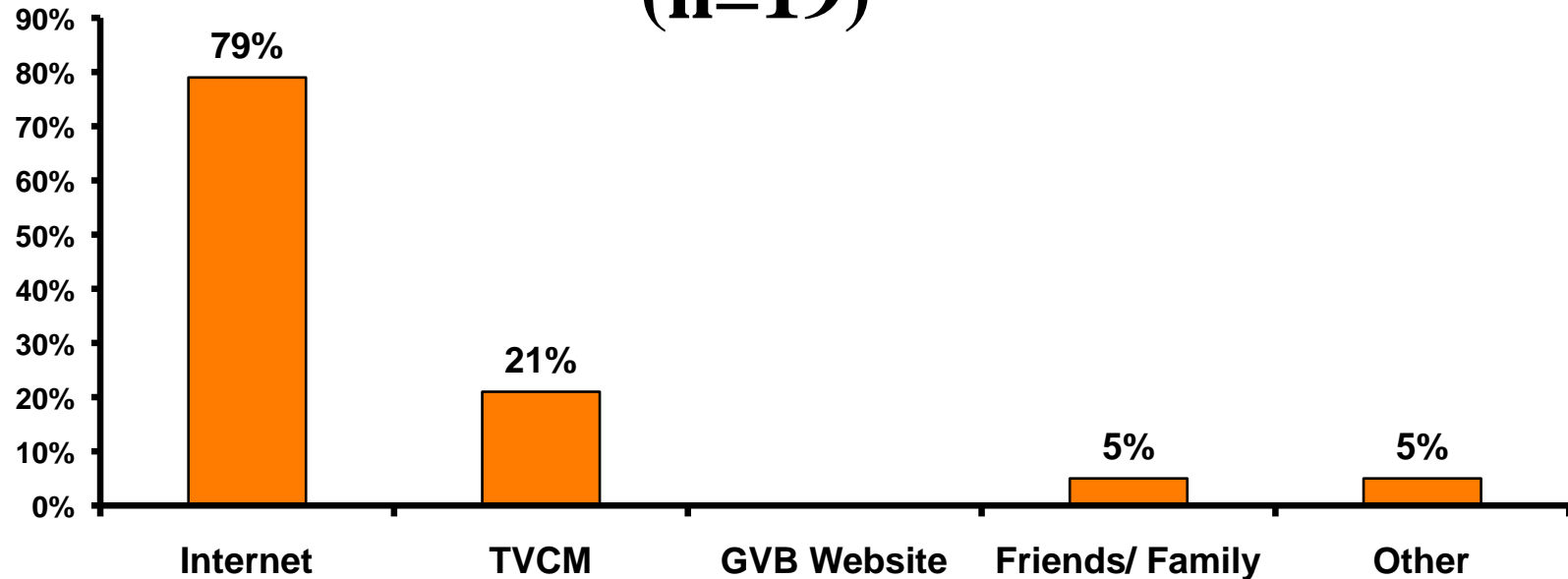
(Filter: recall ad/promo n=205)

- 73% An image
- 7% Other
- 4% Tag line
- 16% Don't recall

Aided Awareness – Hafa Adai Guam 365 Monitor Campaign

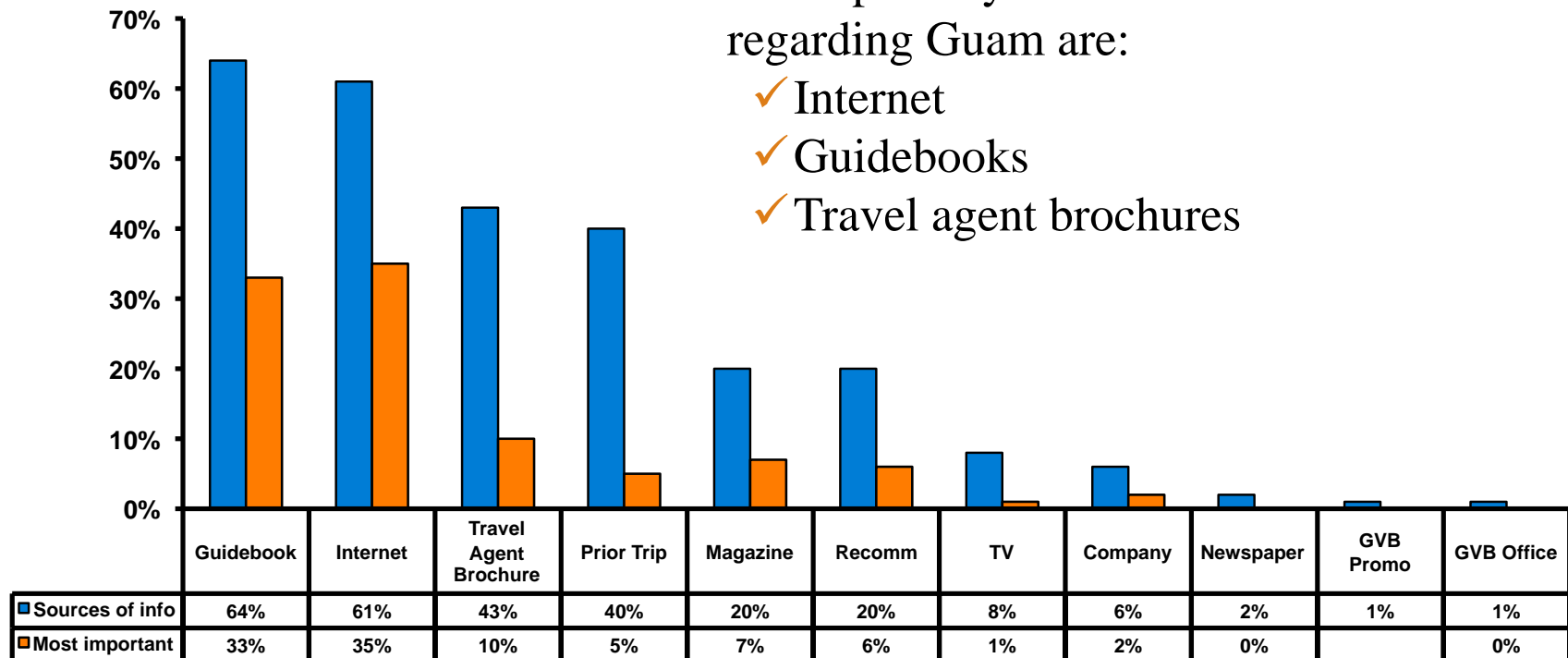


Media Source – Hafa Adai Guam 365 Monitor Campaign (n=19)

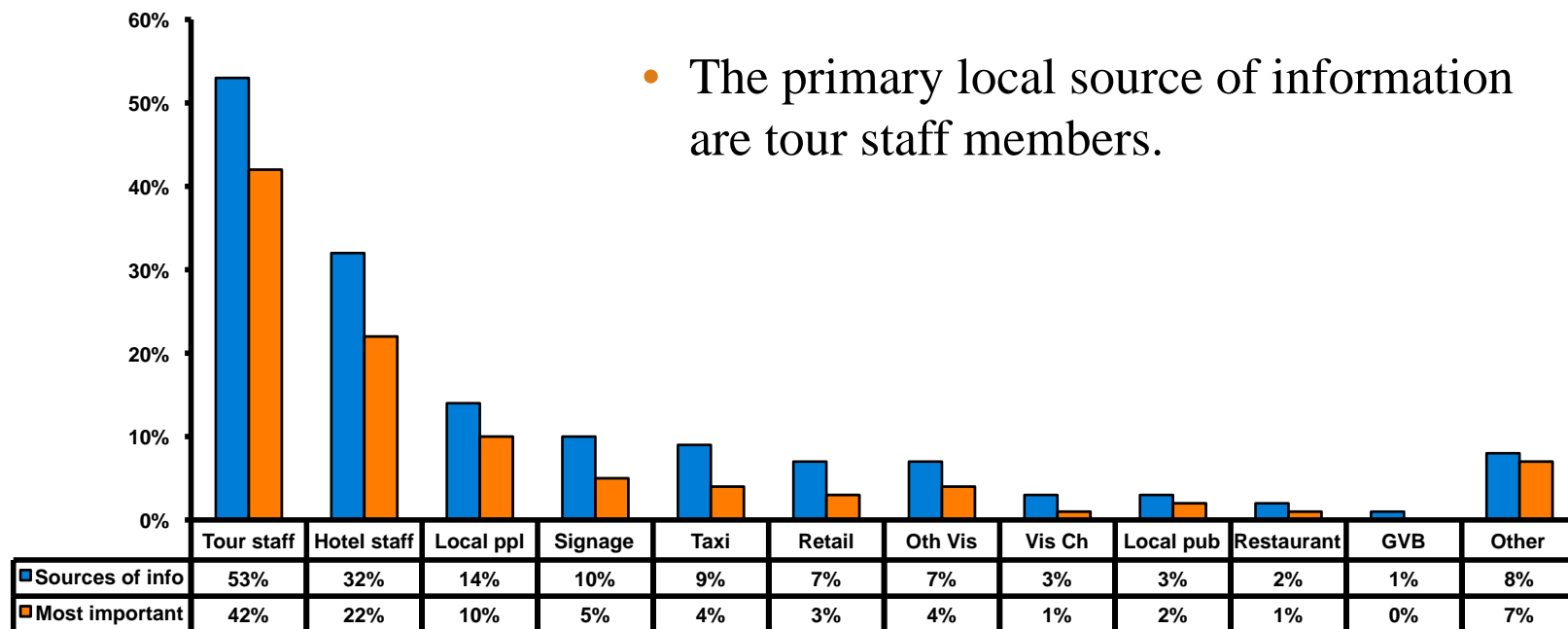


Sources of Information Pre-arrival

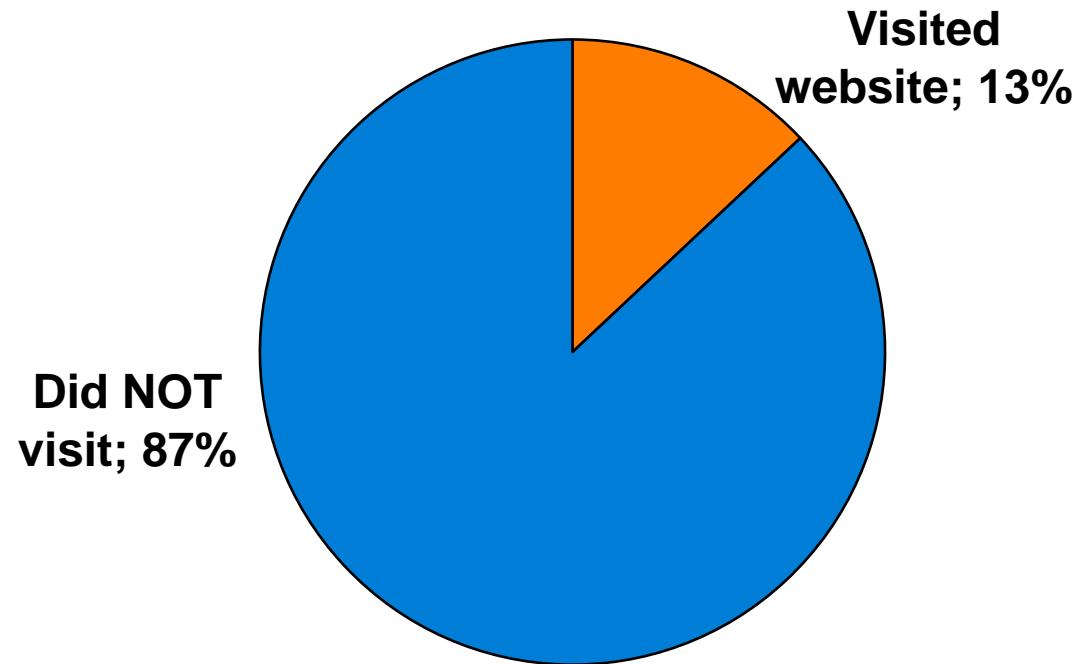
- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Guidebooks
 - ✓ Travel agent brochures



Sources of Information Post-arrival

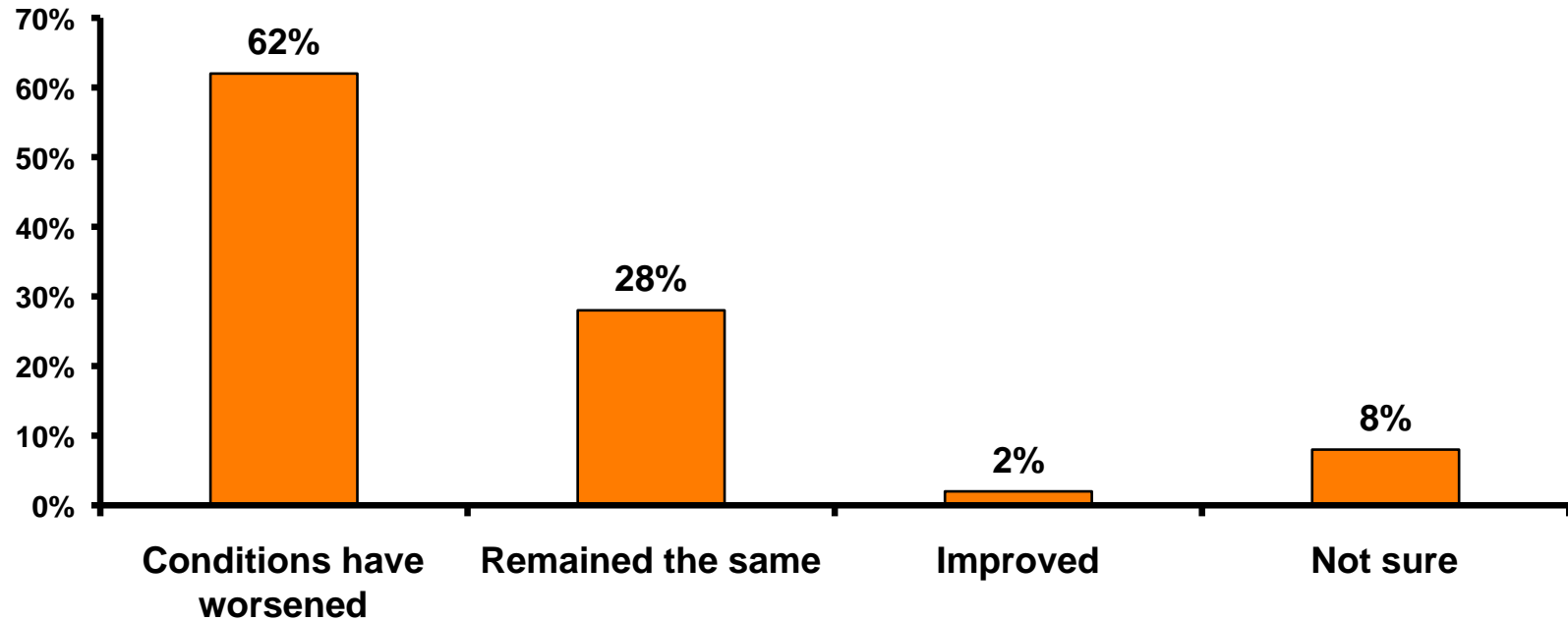


Visited GVB Website



SECTION 6 **OTHER ISSUES**

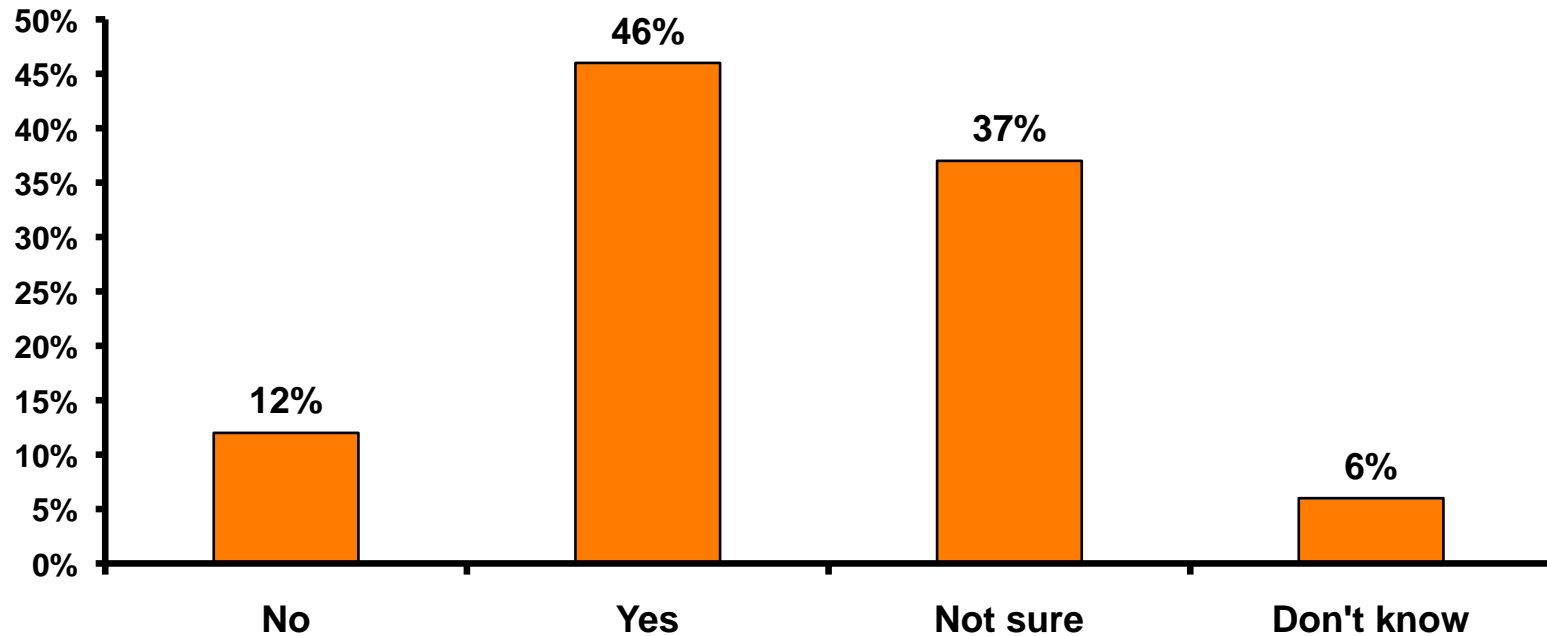
Rating the Japan economy compared to 12 months ago - Overall



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	75%	59%	59%	68%	75%	61%	62%	63%	66%	57%	60%	33%
	Conditions have remained the same	25%	27%	33%	30%	17%	26%	31%	33%	32%	34%	28%	
	Conditions have improved		3%	2%	3%		1%	2%	5%	2%	5%	4%	
	Do not know		11%	5%		8%	12%	5%		5%	8%	67%	
Total	Count	4	167	93	37	24	76	42	43	59	44	25	3

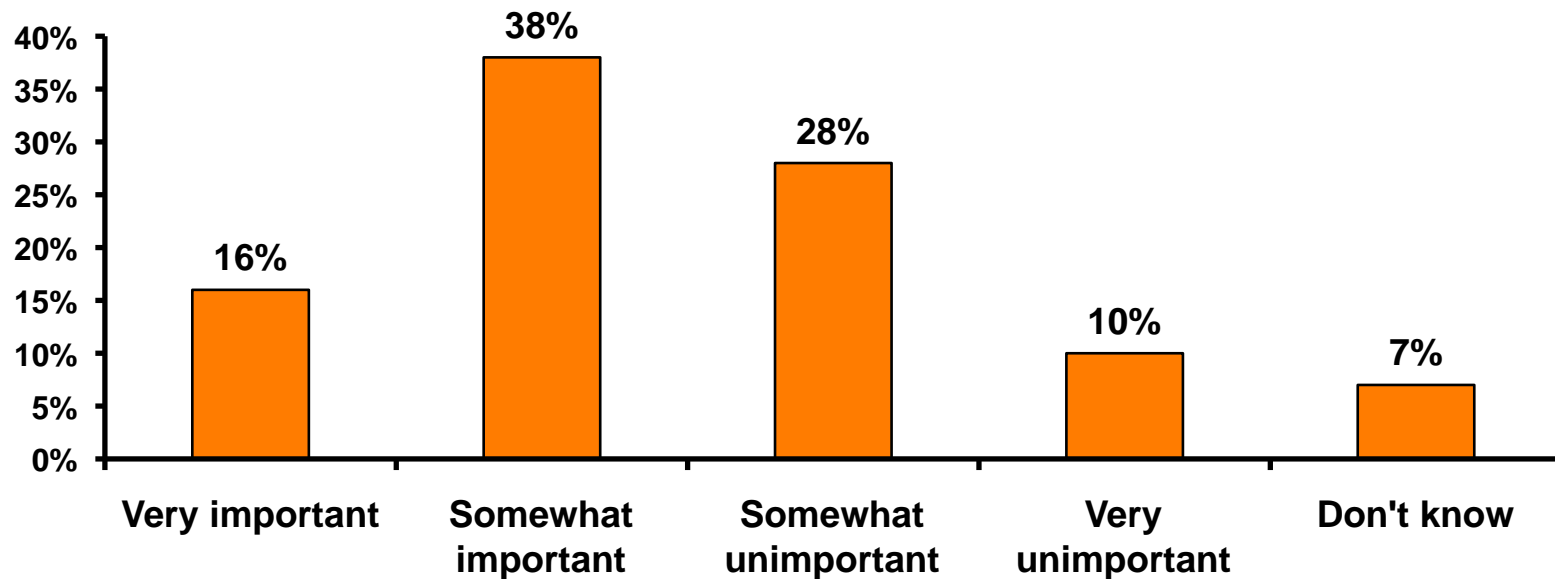
Good time to spend money on travel outside of Japan - Overall



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		14%	6%	16%	8%	13%	5%	21%	14%	9%	12%	
	Yes	25%	39%	55%	49%	58%	48%	55%	28%	53%	45%	64%	33%
	Not sure	75%	39%	34%	35%	29%	34%	40%	49%	29%	41%	24%	33%
	Do not know		8%	4%		4%	5%		2%	5%	5%		33%
Total	Count	4	168	93	37	24	77	42	43	59	44	25	3

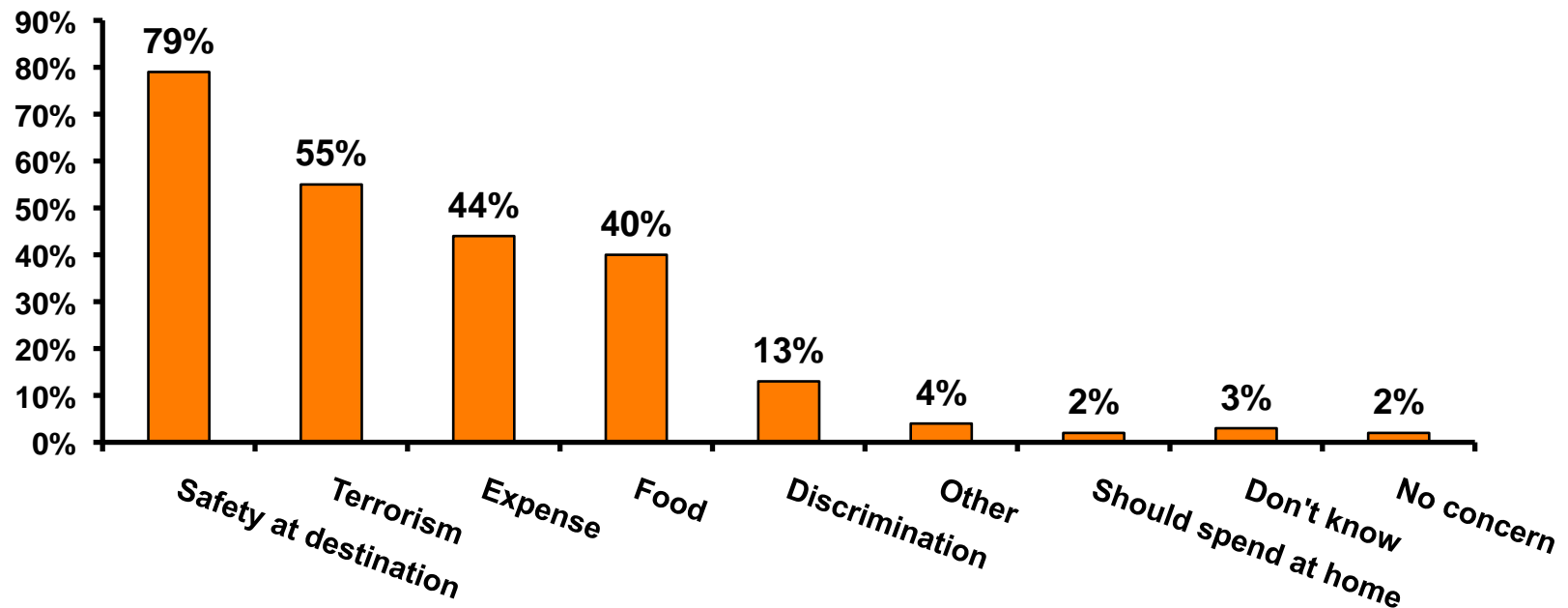
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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		9%	12%	5%	13%	5%	10%	12%	8%	12%	12%	
	Somewhat unimportant	50%	27%	29%	43%	13%	29%	33%	19%	27%	28%	40%	33%
	Somewhat important	25%	43%	29%	32%	54%	45%	29%	44%	39%	35%	40%	57%
	Very important	25%	10%	26%	19%	17%	13%	19%	21%	22%	23%	8%	
	Do not know		11%	4%		4%	8%	10%	5%	3%	2%		
Total	Count	4	166	93	37	24	77	42	43	59	43	25	3

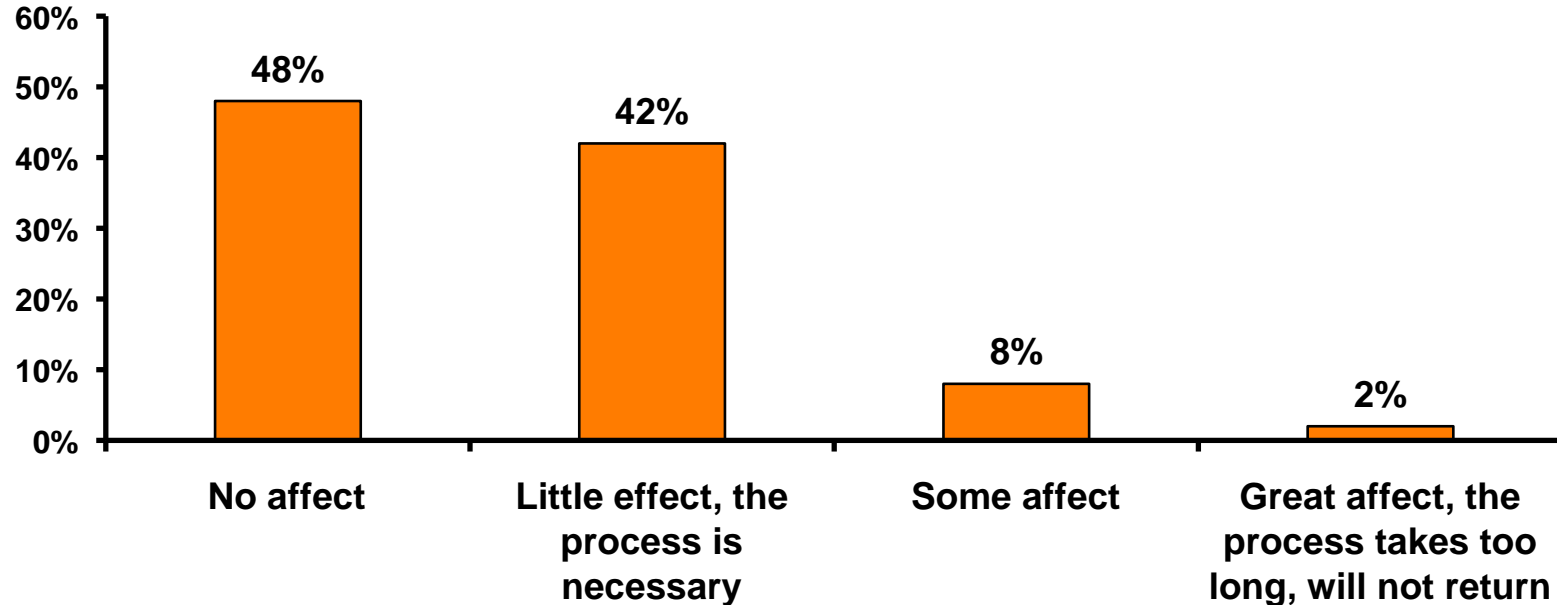
Concerns about travel outside of Japan - Overall



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%	82%	72%	76%	96%	87%	69%	81%	80%	84%	72%	100%
	Terrorism	50%	52%	51%	73%	58%	55%	57%	58%	59%	52%	56%	67%
	Expense	50%	48%	38%	49%	38%	49%	50%	51%	42%	45%	28%	100%
	Food	50%	46%	29%	41%	38%	48%	40%	47%	42%	34%	24%	67%
	Other	25%	3%	4%	3%	4%	3%	5%	5%		11%	4%	
	Spending money abroad when it should be spent at home		3%	2%		4%	3%	2%	5%	2%	2%		
	Do not know		4%	4%			1%	2%		2%	2%		
	No concerns		2%	3%	3%		1%	5%			5%	4%	
Total	Cases	4	168	93	37	24	77	42	43	59	44	25	3

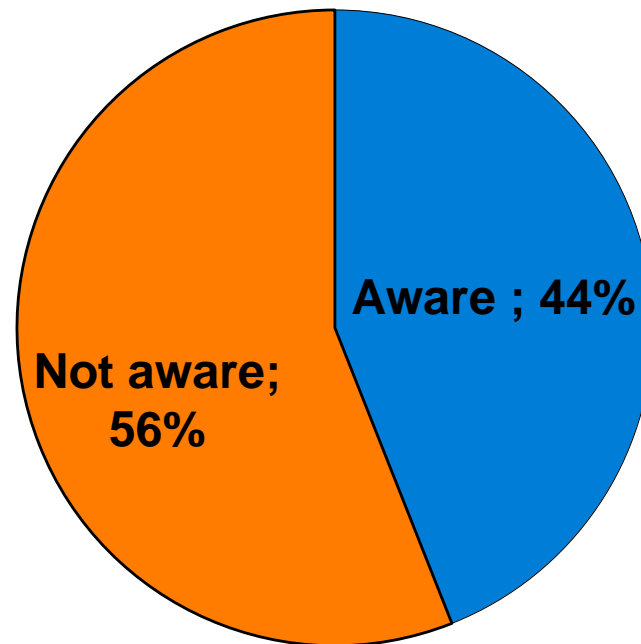
Security Screening/ Immigration Process at Guam International Airport



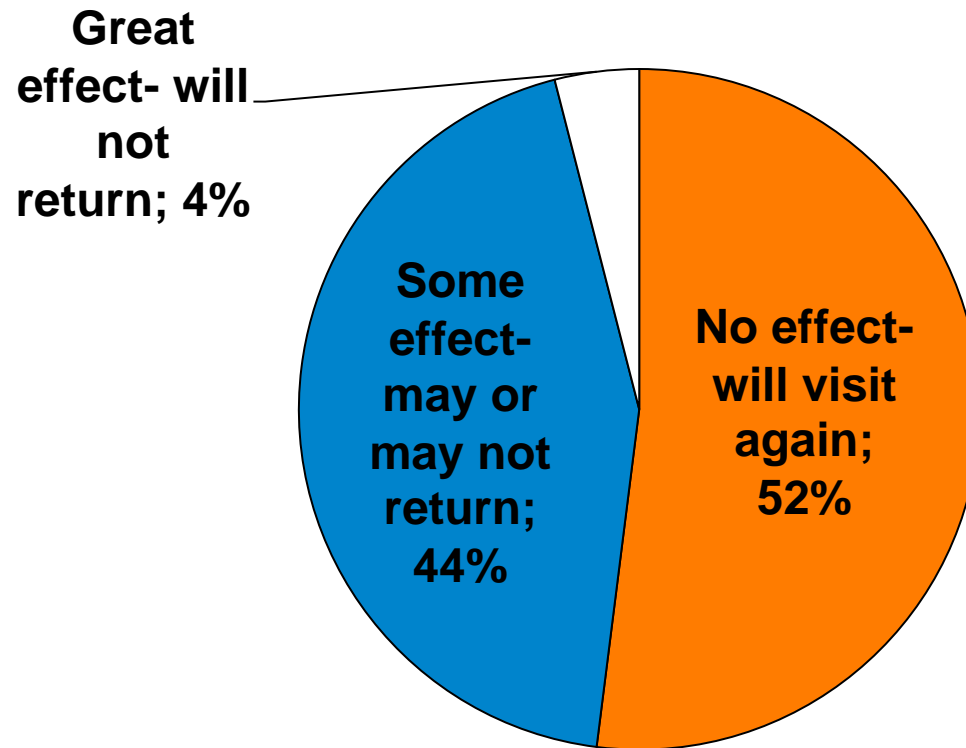
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.4** out of possible 7.0
- Agree (Score 6-7) – **12%**
- Neutral (Score 4-5) – **43%**
- 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



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

