



# GUAM VISITORS BUREAU

## Japan Visitor Tracker Exit Profile

### FY2014

### JUNE 2014



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 **351** 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 **351** is +/- 5.23 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 +/- 5.23 percentage points.

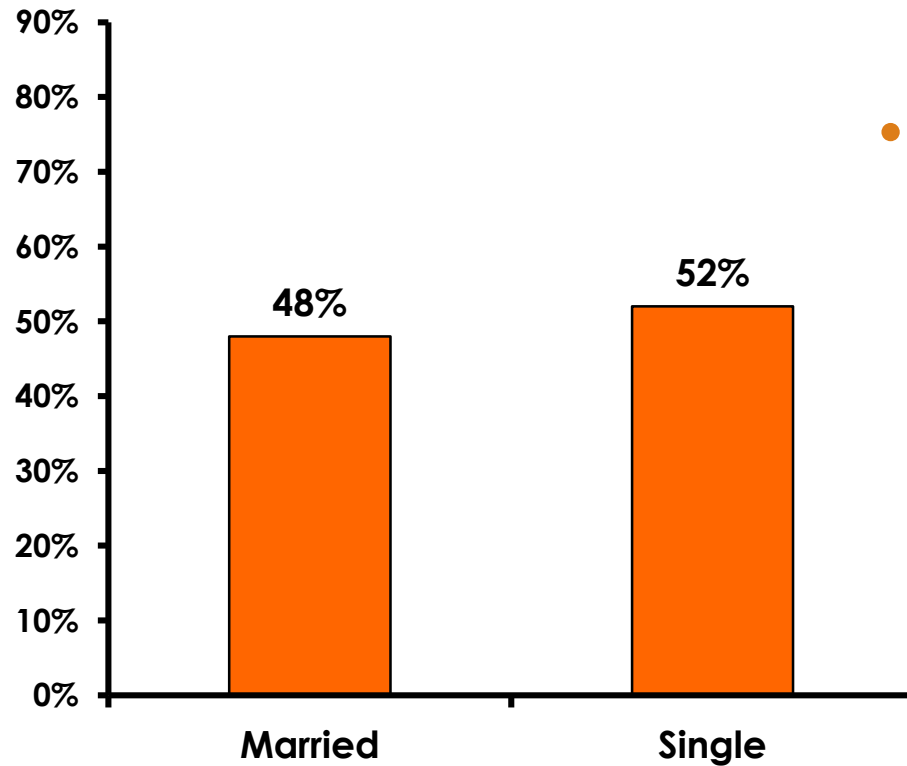
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# OBJECTIVES

- 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.

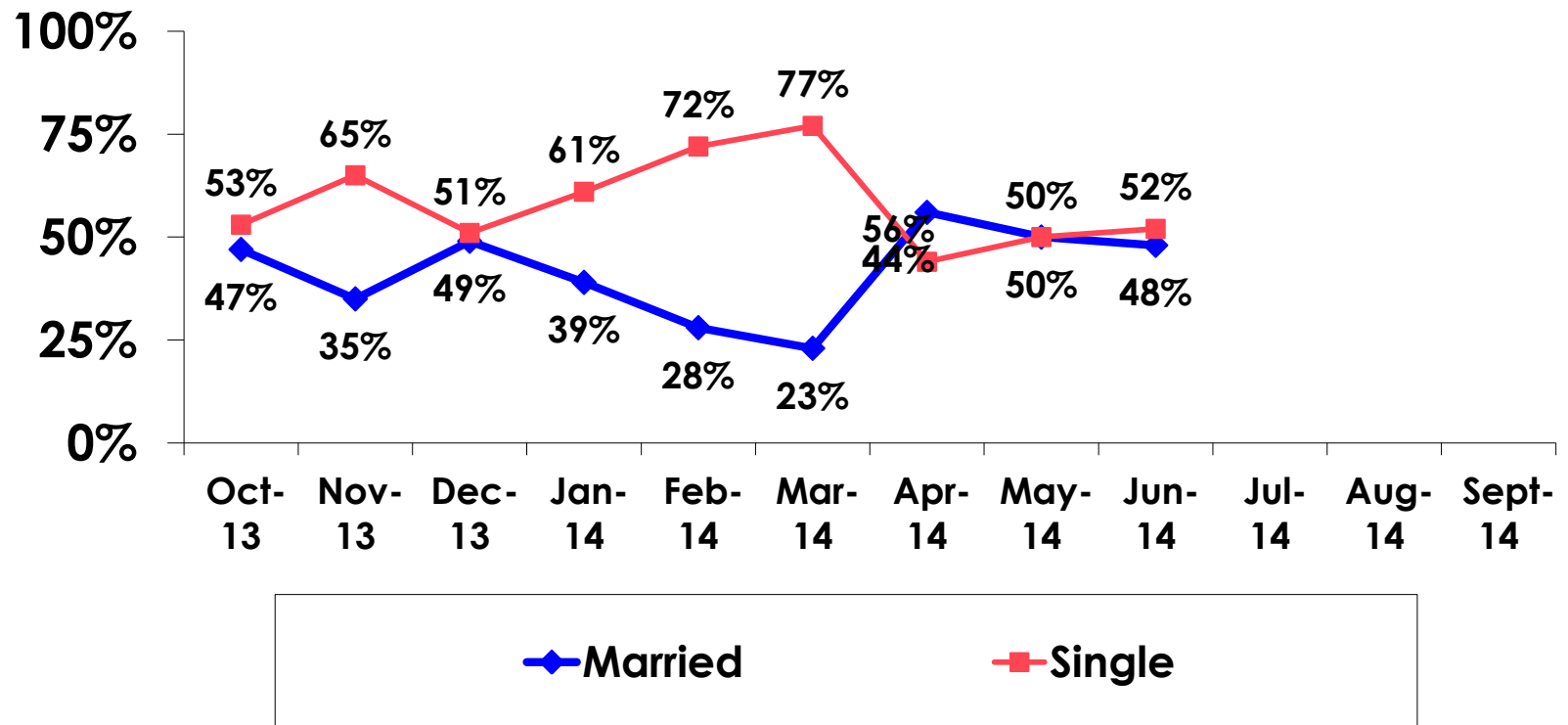
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

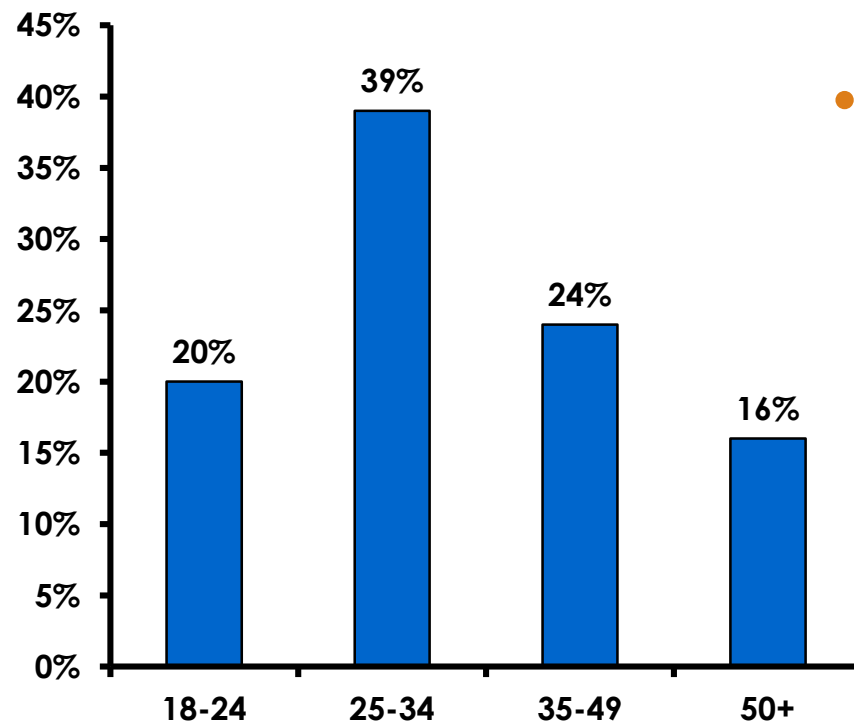


- 70% of female visitors are single.

# MARITAL STATUS

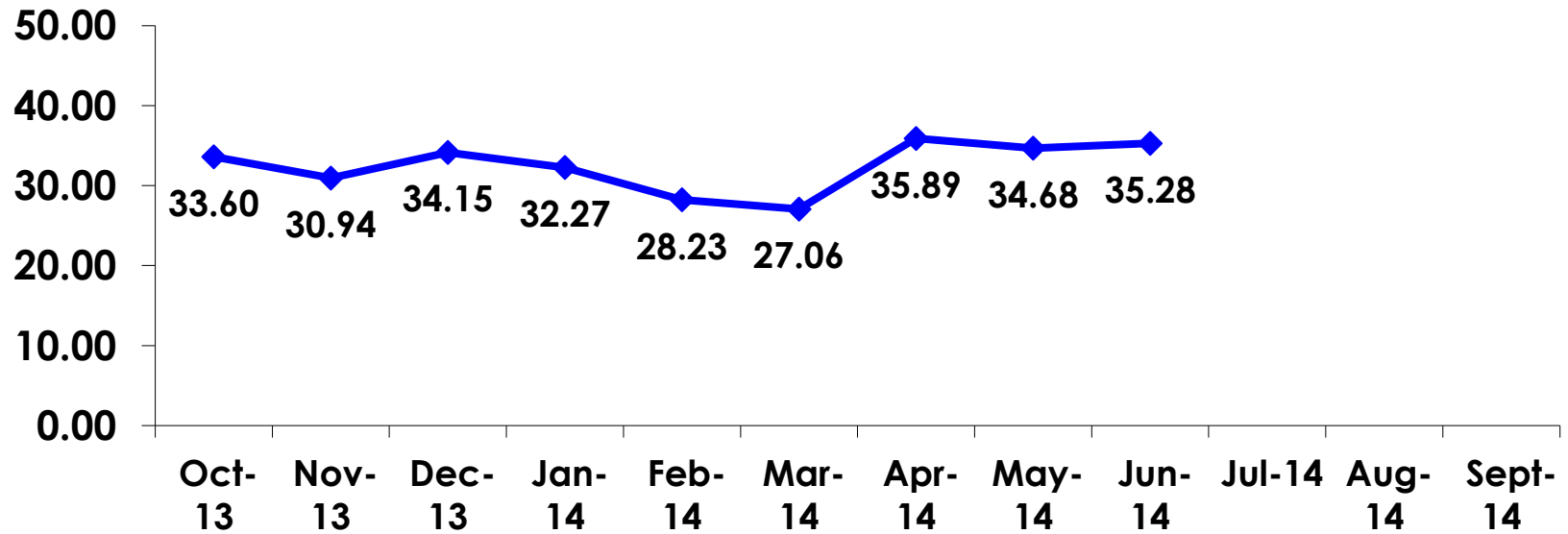


# Age - Overall



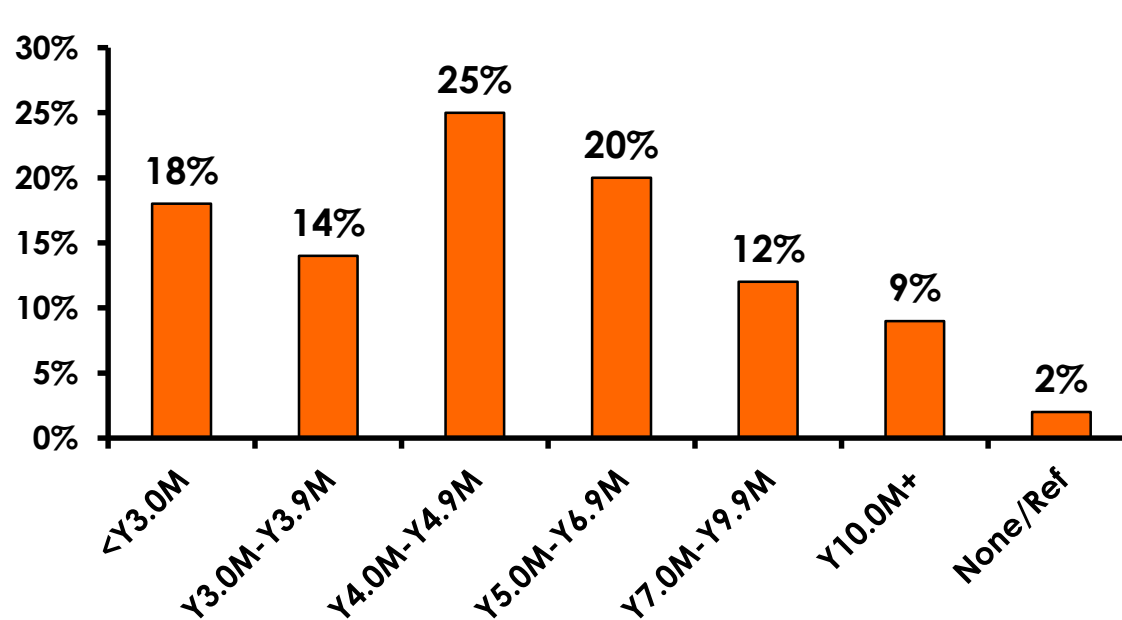
- The average age of the respondents is 35.28 years of age.

# AVERAGE - AGE



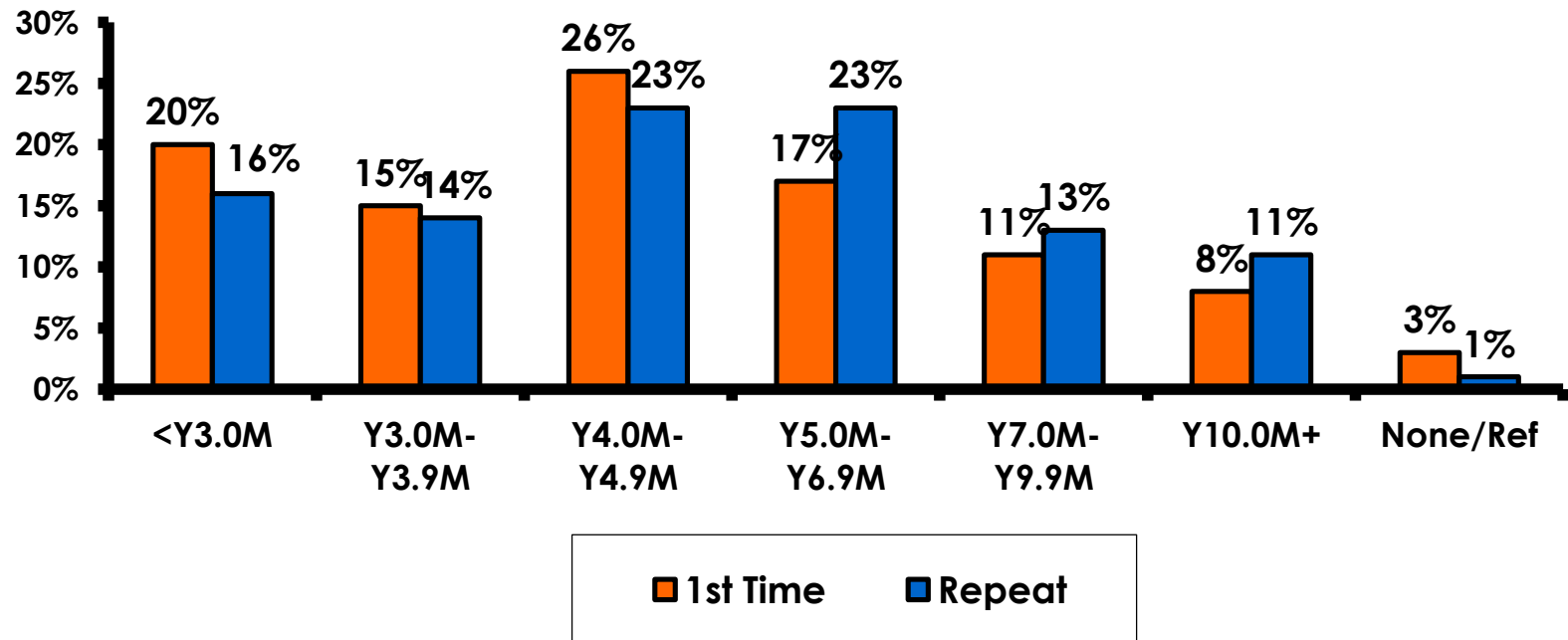


# Personal Income



• ¥102.14=\$1

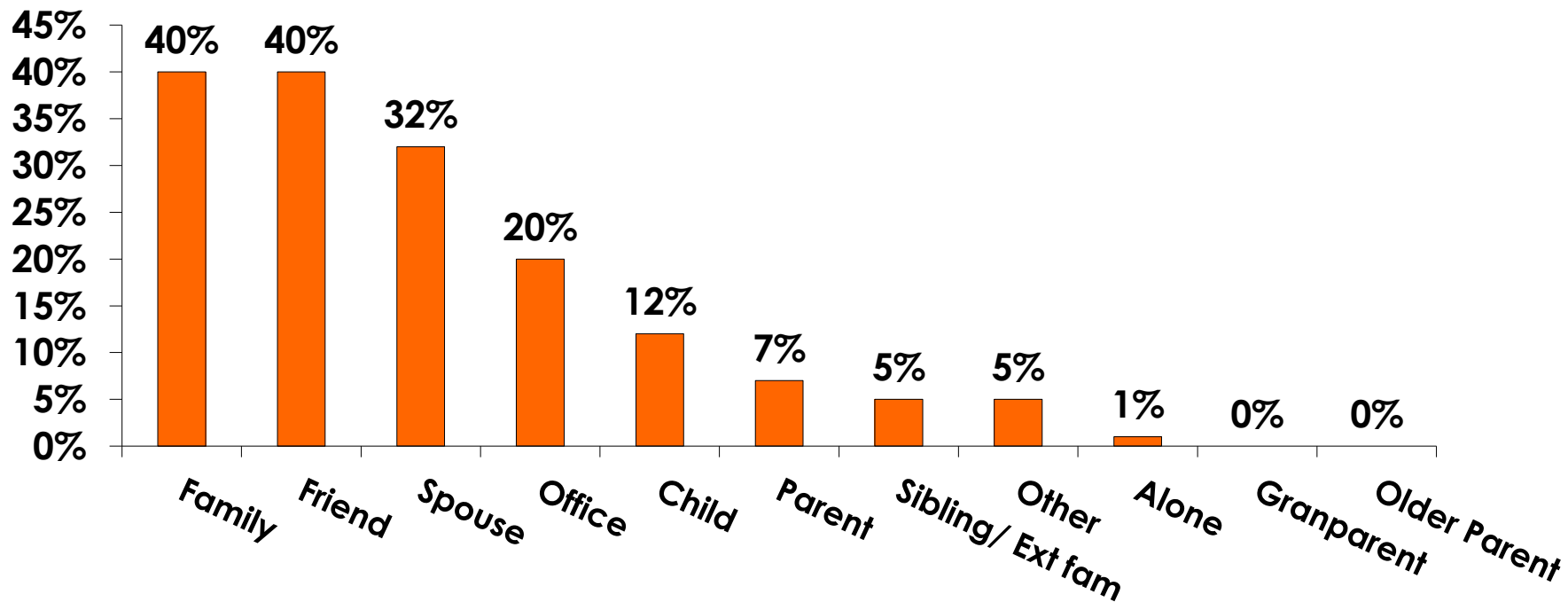
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	21	4	17	9	10	1	1
		Column N %	6%	2%	10%	14%	8%	1%	2%
	Y2.0M-Y3.0M	Count	40	12	28	13	20	3	4
		Column N %	12%	7%	17%	20%	15%	4%	7%
	Y3.0M-Y4.0M	Count	48	21	27	9	18	10	11
		Column N %	14%	12%	16%	14%	14%	12%	20%
	Y4.0M-Y5.0M	Count	83	49	34	14	38	25	6
		Column N %	25%	29%	20%	22%	29%	30%	11%
	Y5.0M-Y7.0M	Count	67	39	28	7	20	23	17
		Column N %	20%	23%	17%	11%	15%	27%	30%
	Y7.0M-Y10.0M	Count	40	26	14	3	16	10	11
		Column N %	12%	15%	8%	5%	12%	12%	20%
	Y10.0M+	Count	32	17	15	5	9	12	6
		Column N %	9%	10%	9%	8%	7%	14%	11%
	No Income	Count	7	1	6	5	2		
		Column N %	2%	1%	4%	8%	2%		
	Total	Count	338	169	169	65	133	84	56

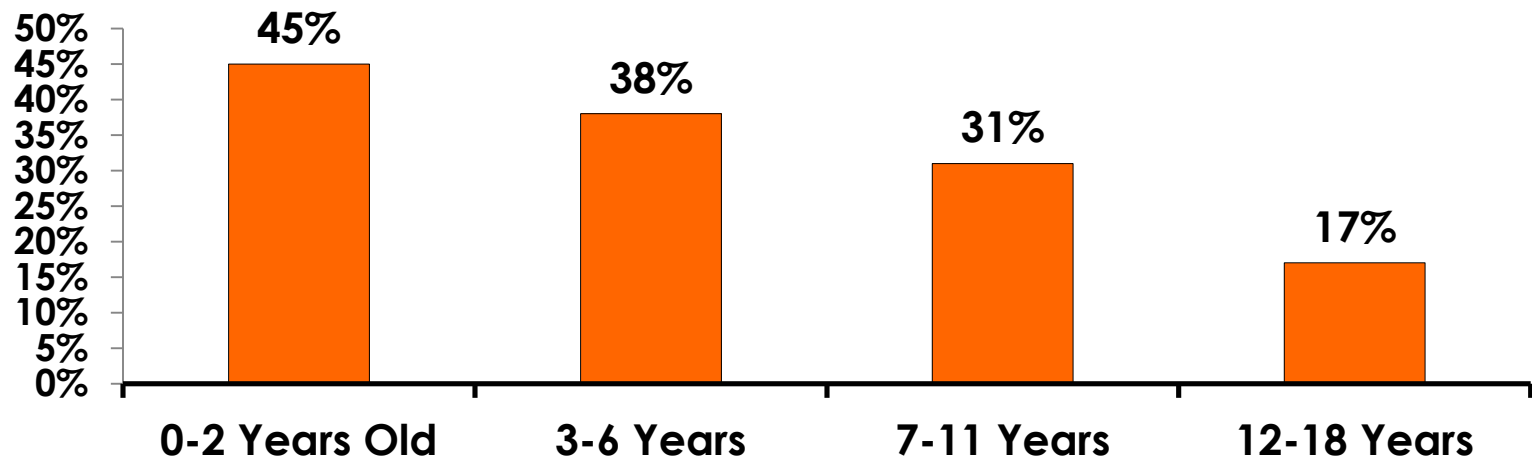
# Travel Companions



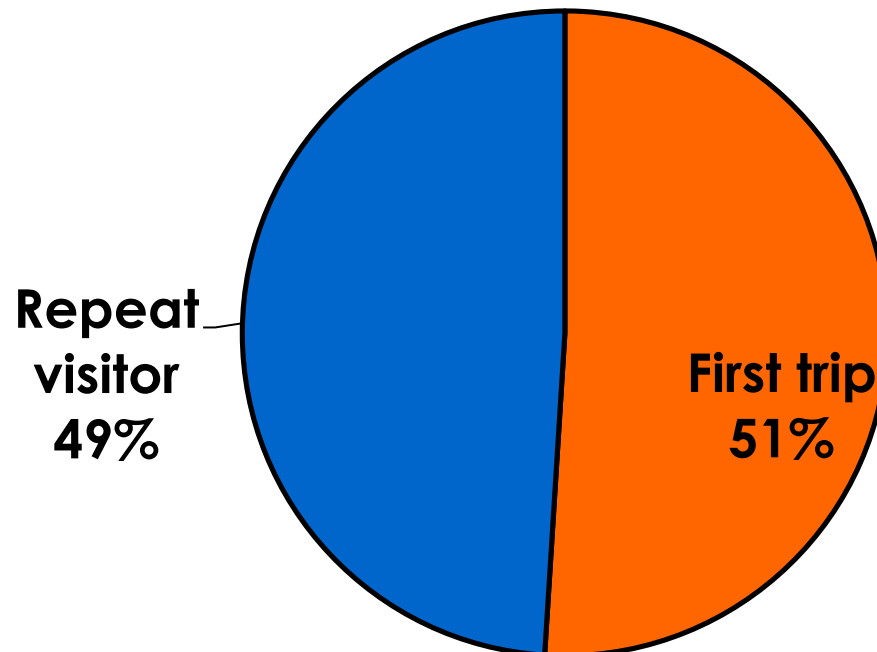
# Number of Children Travel Party

N=42 total respondents traveling with children.

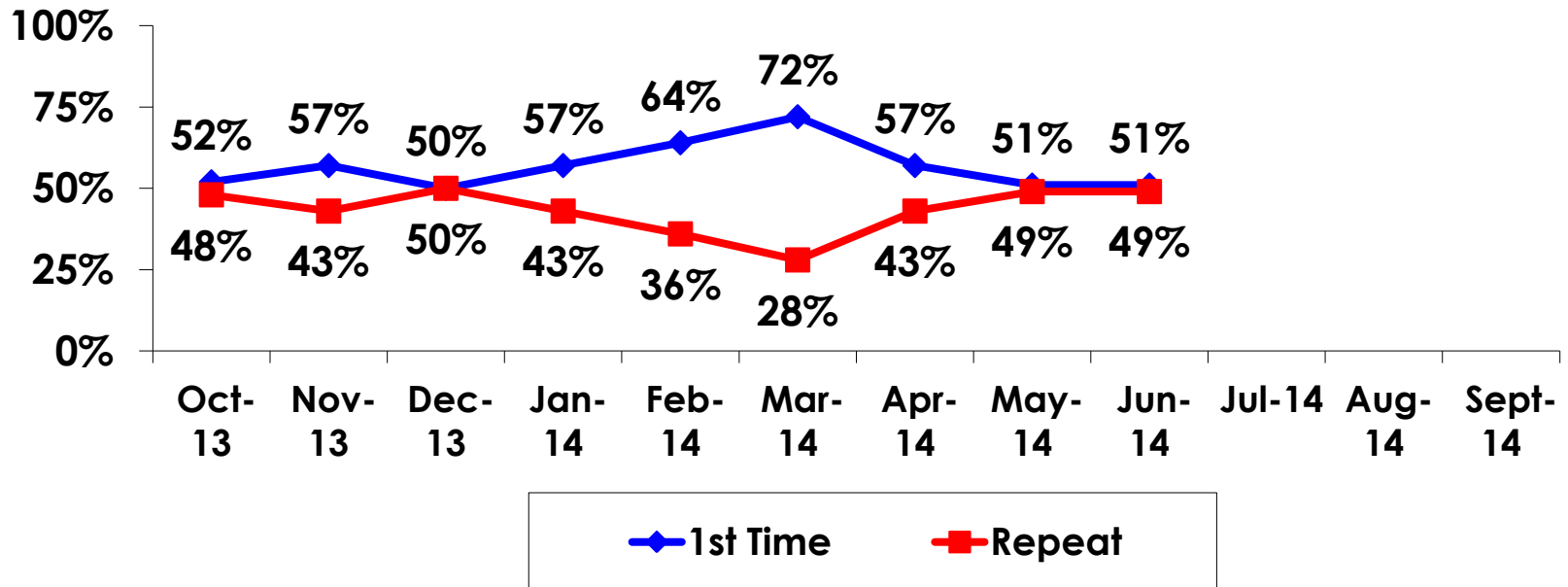
(Of those N=42 respondents, there is a total of 61 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



# Trips to Guam by Age & Gender

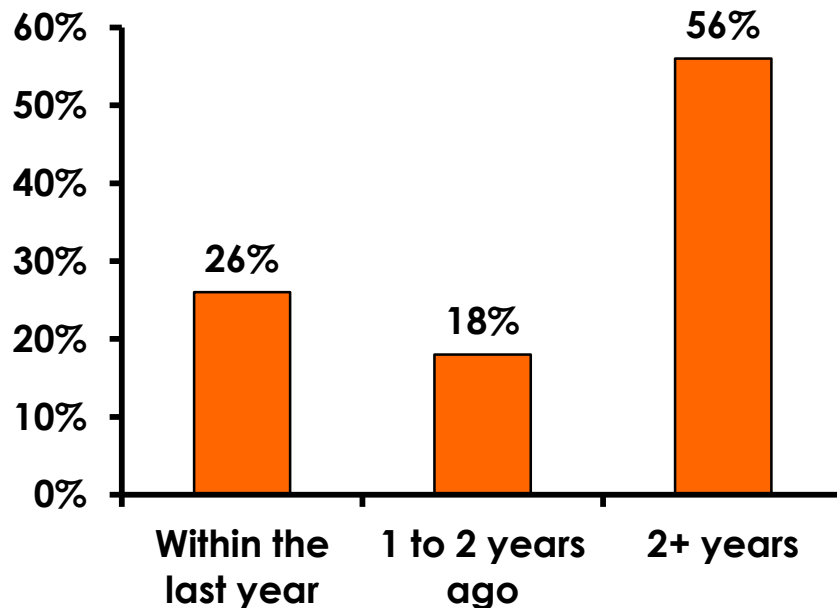
			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	175	77	98	
		Column N %	50%	43%	57%	
	Female	Count	176	102	74	
		Column N %	50%	57%	43%	
	Total	Count	351	179	172	
AGE	18-24	Count	71	47	24	
		Column N %	20%	26%	14%	
	25-34	Count	136	80	56	
		Column N %	39%	45%	33%	
	35-49	Count	85	30	55	
		Column N %	24%	17%	32%	
	50+	Count	57	21	36	
		Column N %	16%	12%	21%	
		Total	Count	349	178	171

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



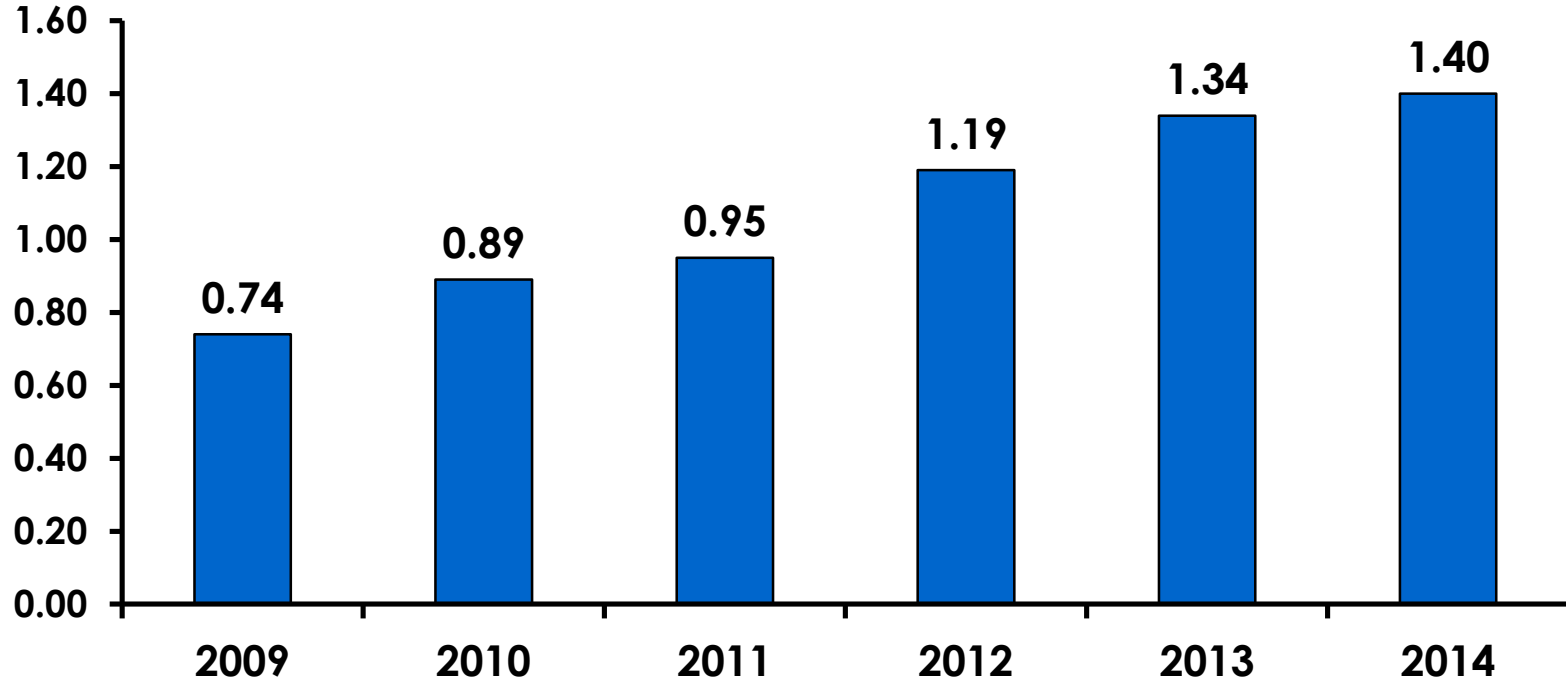
# Repeat Visitors Last Trip

n = 166



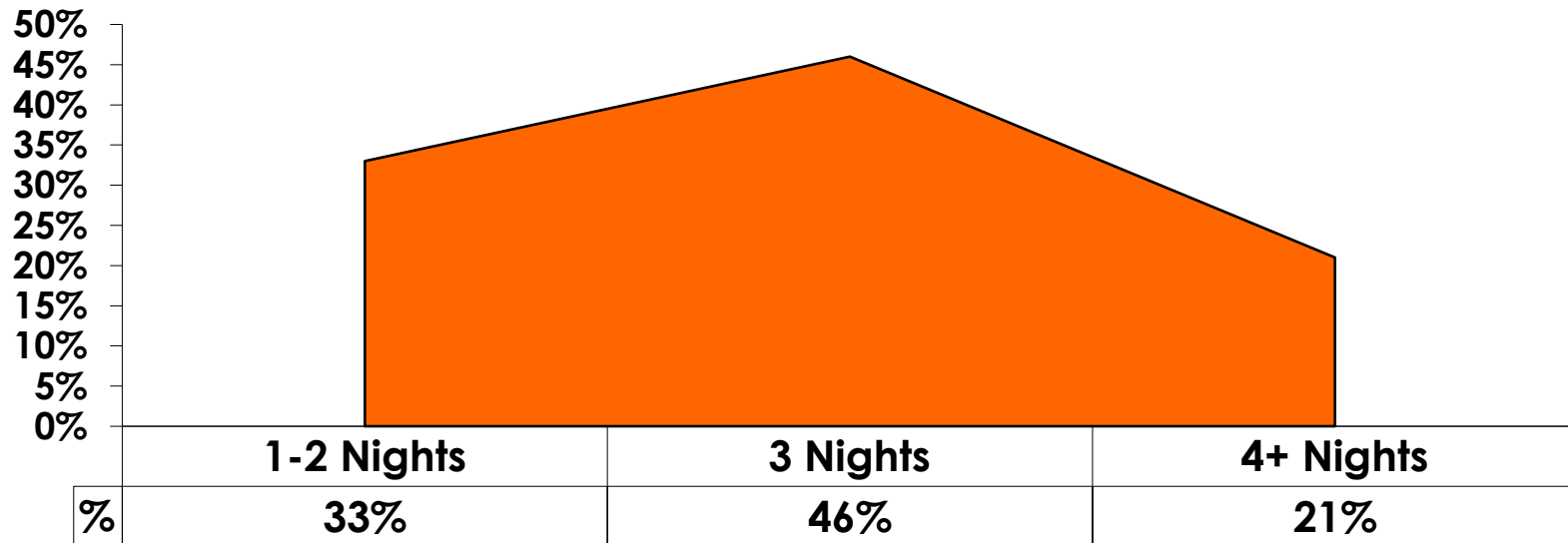
- The average repeat visitor has been to Guam 3.27 times.
- Half the repeat visitors have been to Guam within the last 2 years.

# Average Number Overnight Trips (2009-2014) (2 nights or more)

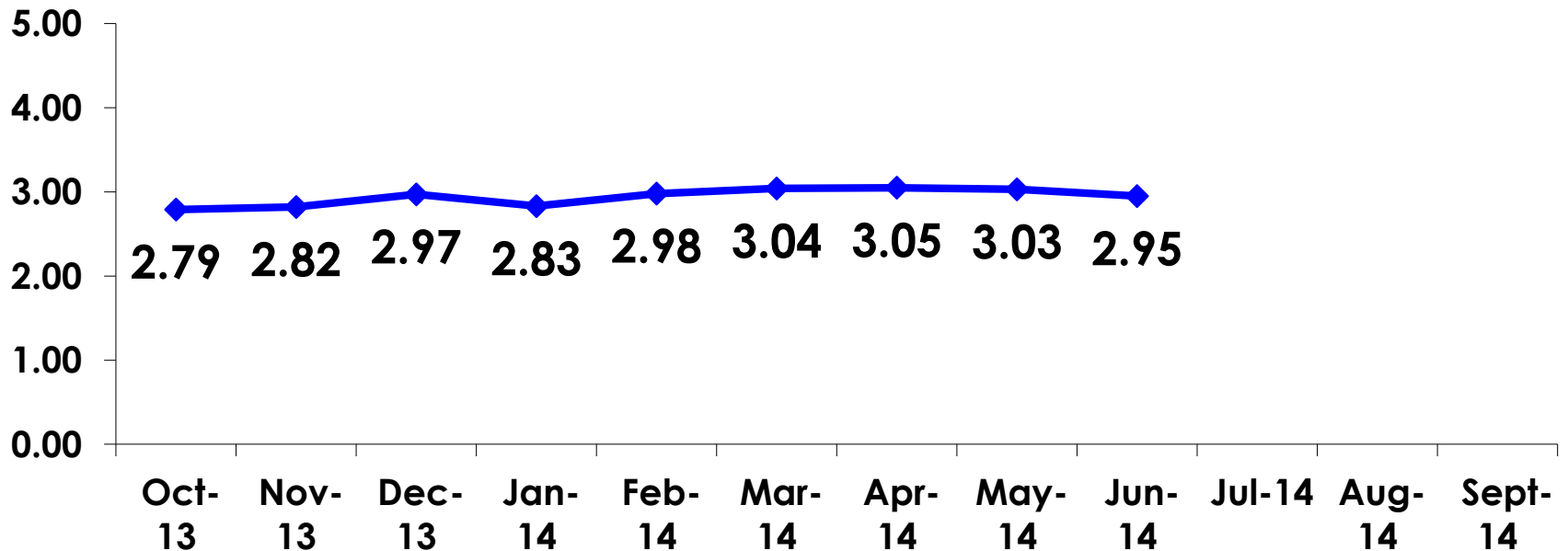


# Length of Stay

Mean = 2.95 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY

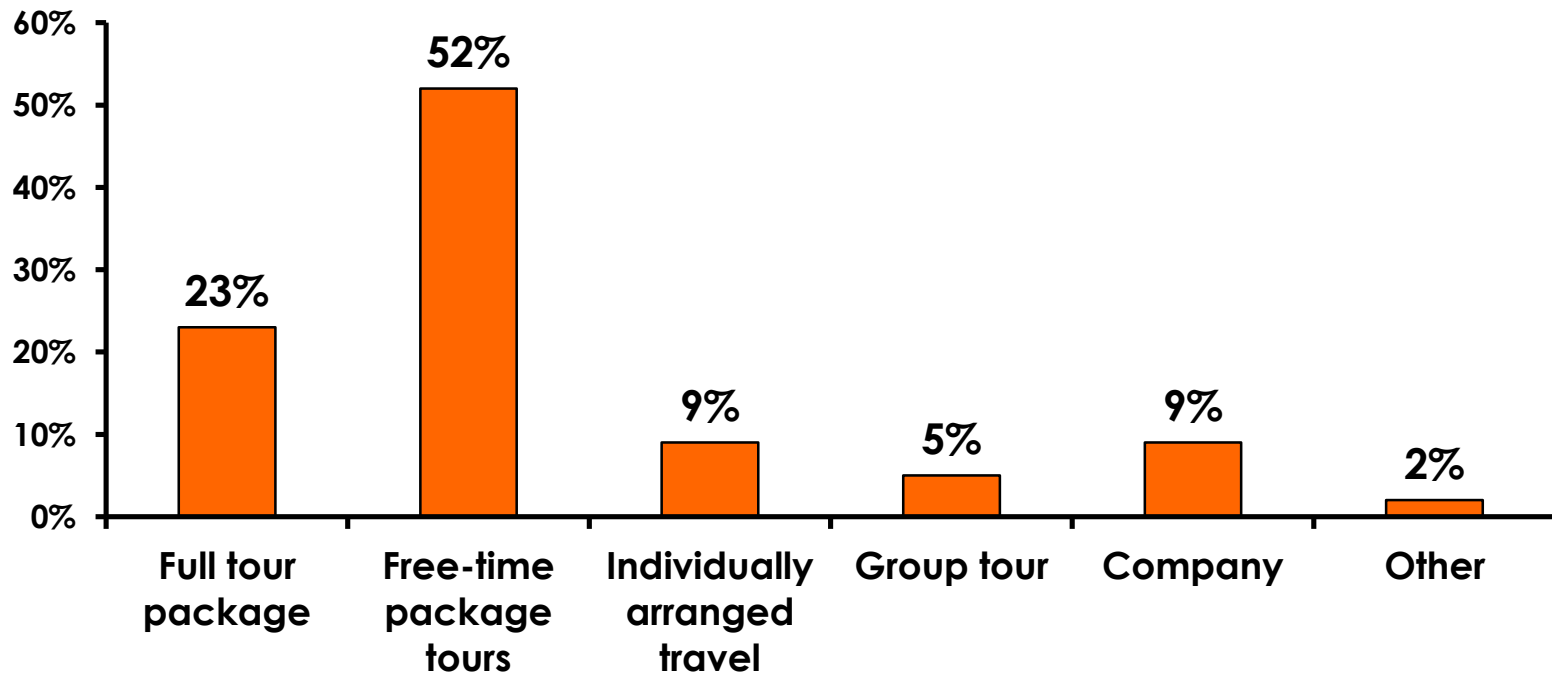


# Occupation by Income

		TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q25	Office worker non-mgr	23%	25%	23%	23%	22%	18%	33%	28%		
	Engineer	16%		18%	21%	24%	16%	8%	19%		
	Salesperson	15%	5%	13%	15%	20%	15%	10%	16%	14%	
	Homemaker	9%	5%	8%	10%	7%	12%	8%	9%	14%	
	Self-employed	8%	5%	3%	13%	6%	10%	10%	6%	14%	
	Manager	6%		5%	2%	7%	9%	10%	9%		
	Skilled worker	4%	5%	13%	4%	4%	6%				
	Freeter	4%	40%	3%		4%	1%				
	Student	3%	5%			1%	1%	8%		43%	
	Other	2%	10%	5%	2%	1%	1%			14%	
	Unemployed	2%			4%		6%	3%			
	Professional/ Specialist	2%		5%	2%	1%		5%			
	Retired	1%			4%	1%	1%	3%			
	Executive (30+ employees)	1%					1%	3%	9%		
	Free-lancer	1%							3%		
	Govt- office worker non-mgr	1%		5%				3%			
	Teacher	0%		3%							
	Govt- Executive	0%				1%					
	Total	Count	346	20	40	48	83	67	40	32	7

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



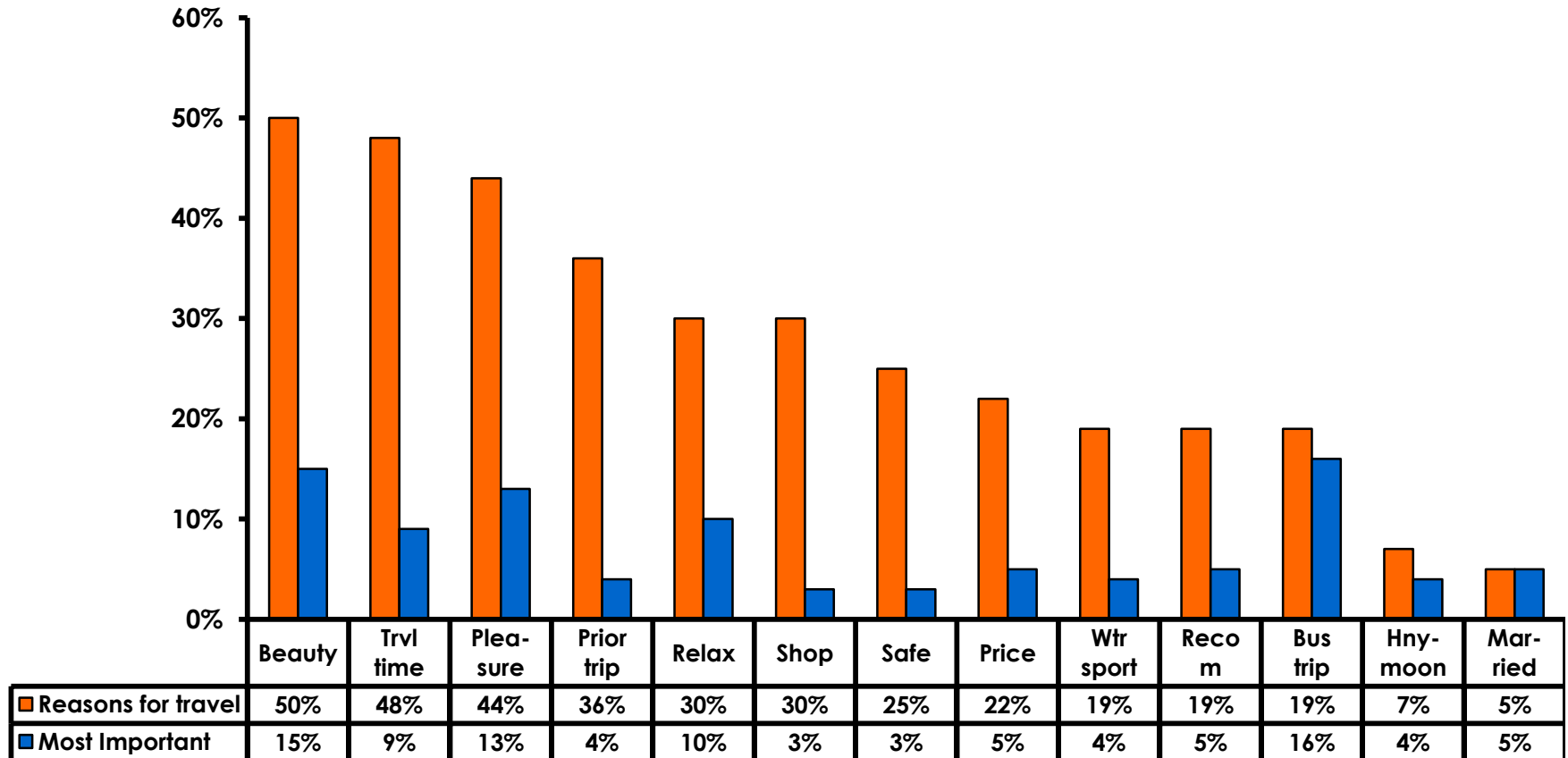
# Accommodation by Income

Average length of stay: 2.95 days

	TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income
Q9										
Guam Plaza Hotel	23%	43%	38%	21%	20%	13%	18%	28%	14%	
Outrigger Guam Resort	14%	5%	8%	13%	13%	13%	20%	19%		
Guam Reef & Olive Spa	11%	14%	20%	13%	12%	6%	13%	3%		
Grand Plaza Hotel	8%	14%	8%	4%	5%	4%	13%	13%	29%	
Fiesta Resort Guam	7%	5%	8%	4%	6%	12%	3%	9%		
Hotel Nikko Guam	6%			4%	9%	9%	10%	6%		
Onward Beach Resort	6%	10%	3%	6%	4%	10%	5%	9%		
PIC Club	4%	5%	5%	2%	5%	4%	3%	3%		
Hilton Guam Resort	3%		5%	6%	5%	4%				
Hyatt Regency Guam	3%			2%	6%	1%	3%	6%	14%	
Westin Resort Guam	3%			6%	2%	4%		3%	14%	
Royal Orchid Guam	3%		3%	6%	1%	4%	3%			
Holiday Resort Guam	3%			2%	4%	3%	5%			
Ramada Suites Guam	2%				6%	1%	3%		14%	
Sheraton Laguna Guam	2%	5%	3%	4%	2%		3%			
Leo Palace Resort	1%					4%	3%			
Hotel Santa Fe	1%		3%	2%						
Other	1%			2%						
Pacific Bay Hotel	1%					1%			14%	
Tumon Bay Capital Hotel	0%			2%						
Guam Marriott Resort	0%					1%				
Total	Count	350	21	40	48	82	67	40	32	7



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Business trip,
- Guam's natural beauty/ beaches,
- Pleasure

are the primary reasons for visiting during this period.

# Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	50%	63%	51%	49%	30%	41%	58%	
	Short travel time	48%	54%	50%	47%	39%	43%	53%	
	Pleasure	44%	54%	47%	41%	28%	33%	54%	
	Previous trip	36%	24%	32%	47%	42%	38%	33%	
	Shopping	30%	39%	35%	25%	19%	21%	40%	
	Relax	30%	34%	29%	32%	25%	28%	32%	
	Safe	25%	21%	24%	25%	30%	25%	24%	
	Price	22%	21%	25%	19%	23%	19%	26%	
	Water sports	19%	25%	18%	18%	18%	18%	20%	
	Recomm- friend/family/trvl agnt	19%	31%	18%	11%	19%	15%	23%	
	Company/ Business Trip	19%	15%	15%	31%	11%	22%	15%	
	Honeymoon	7%	4%	13%	4%		11%	3%	
	Married/ Attn wedding	5%	1%	7%	6%	4%	7%	3%	
	Golf	5%	1%	2%	4%	18%	7%	2%	
	Scuba	4%	3%	5%	6%		3%	5%	
	Other	3%	3%	4%	2%	2%	3%	3%	
	Company Sponsored	3%	7%	1%	2%	2%	3%	2%	
	Visit friends/ Relatives	2%	3%	1%	1%	7%	2%	2%	
	Organized sports	1%			1%	5%		2%	
	Total	Count	351	71	136	85	57	175	176

# Motivation by Income

		TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q5A	Natural beauty	50%	62%	58%	50%	45%	43%	48%	47%	71%	
	Short travel time	48%	62%	45%	56%	45%	46%	48%	47%	29%	
	Pleasure	44%	57%	48%	46%	37%	43%	38%	53%	43%	
	Previous trip	36%	24%	35%	40%	33%	45%	38%	34%	29%	
	Shopping	30%	33%	45%	33%	27%	28%	18%	31%	29%	
	Relax	30%	38%	33%	17%	35%	30%	33%	25%	29%	
	Safe	25%	29%	30%	25%	22%	27%	20%	22%	14%	
	Price	22%	24%	25%	21%	23%	21%	25%	19%	29%	
	Water sports	19%	10%	38%	19%	16%	18%	20%	19%	14%	
	Recomm- friend/family/trvl agnt	19%	29%	30%	10%	16%	19%	20%	13%	14%	
	Company/ Business Trip	19%	10%	10%	17%	25%	18%	18%	28%		
	Honeymoon	7%		3%	8%	5%	13%	10%	3%	14%	
	Married/ Attn wedding	5%	5%	3%	2%	5%	10%	5%	6%		
	Golf	5%	5%		6%	2%	9%	3%	9%		
	Scuba	4%	10%	8%	2%	5%	1%	3%		14%	
	Other	3%		8%		1%	3%	5%		29%	
	Company Sponsored	3%			4%	4%	3%		9%		
	Visit friends/ Relatives	2%	5%	5%	2%	1%	3%	3%			
	Organized sports	1%		3%	2%		1%		3%		
	Total	Count	351	21	40	48	83	67	40	32	7

# SECTION 3 **EXPENDITURES**

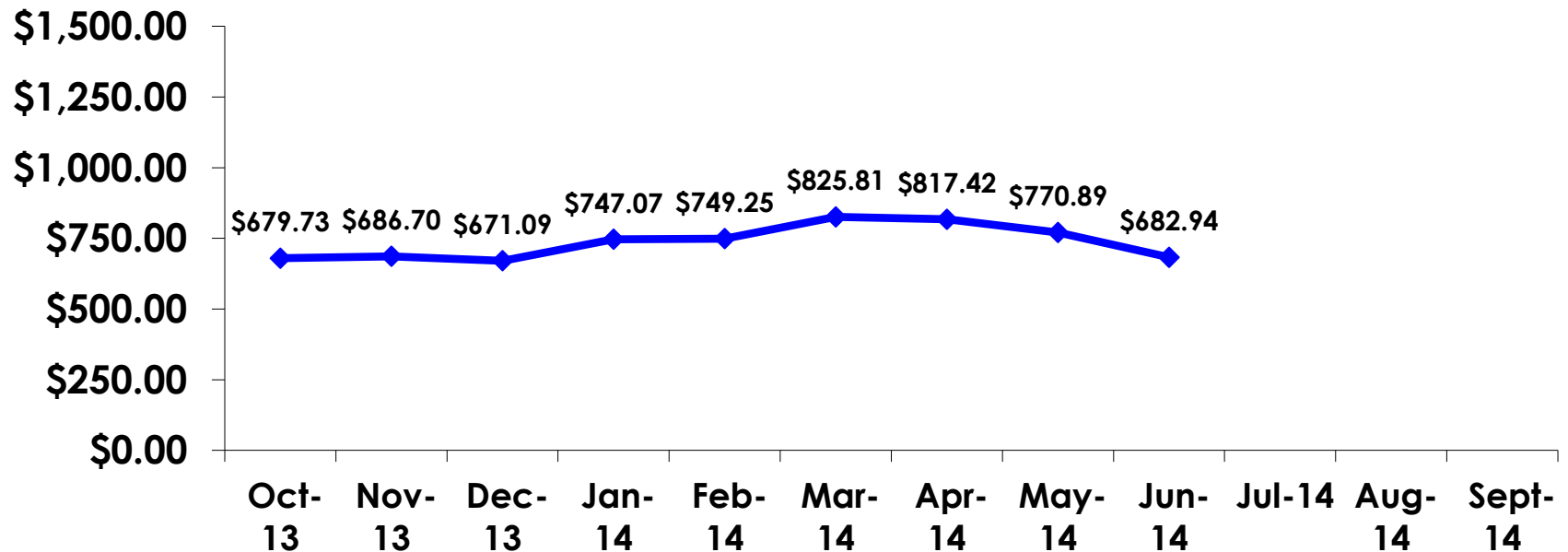
# Prepaid Expenditures

¥102.14/US\$1

- \$1,475.20 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$39,162 = maximum (highest amount recorded for the entire sample)
- \$682.94 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$736.74

# Breakdown of Prepaid Expenditures

¥102.14=\$1

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

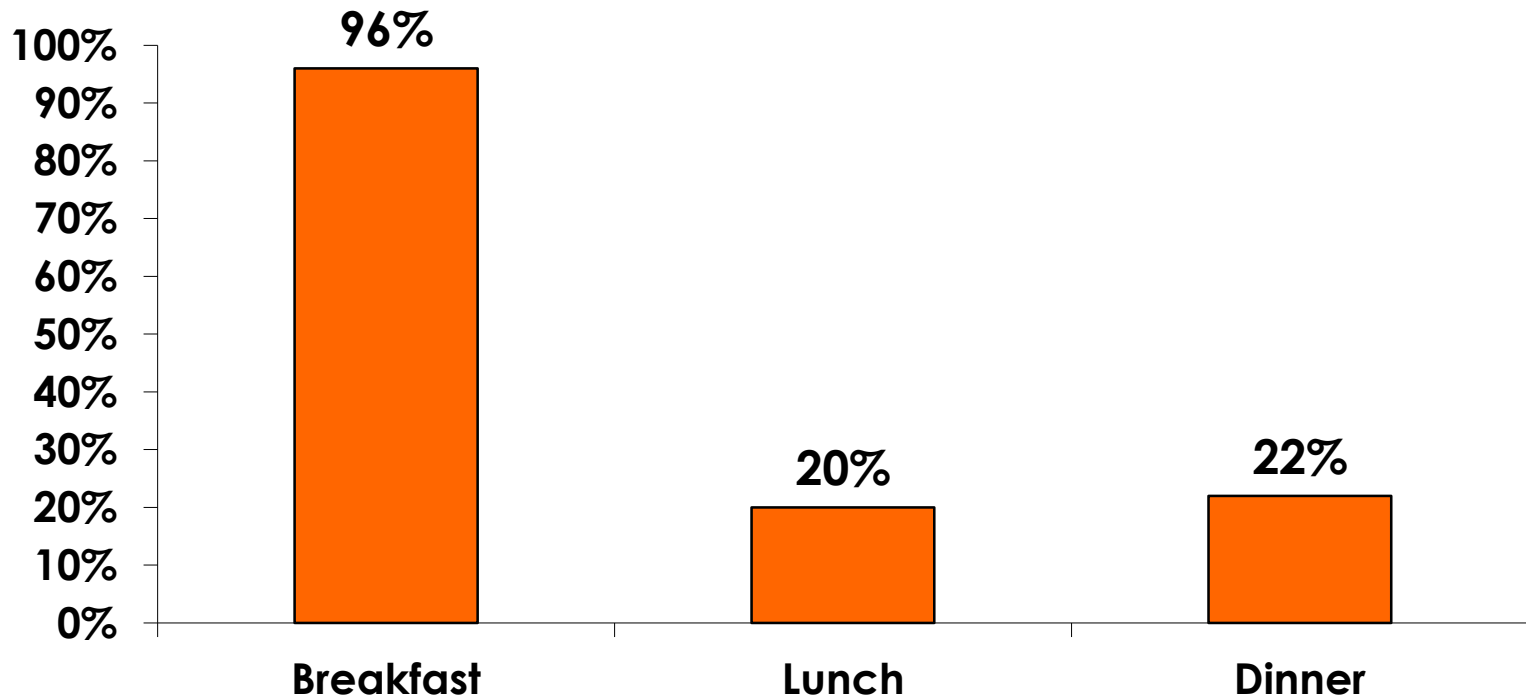
	MEAN \$
Air & Accommodation package only	\$1,307.59
Air & Accommodation w/ daily meal package	\$3,158.65
Air only	\$919.38
Accommodation only	\$607.01
Accommodation w/ daily meal only	\$195.81
Food & Beverages in Hotel	\$253.42
Ground transportation – Japan	\$90.59
Ground transportation – Guam	\$68.49
Optional tours/ activities	\$522.53
Other expenses	\$455.41
<b>Total Prepaid</b>	<b>\$1,475.20</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=46

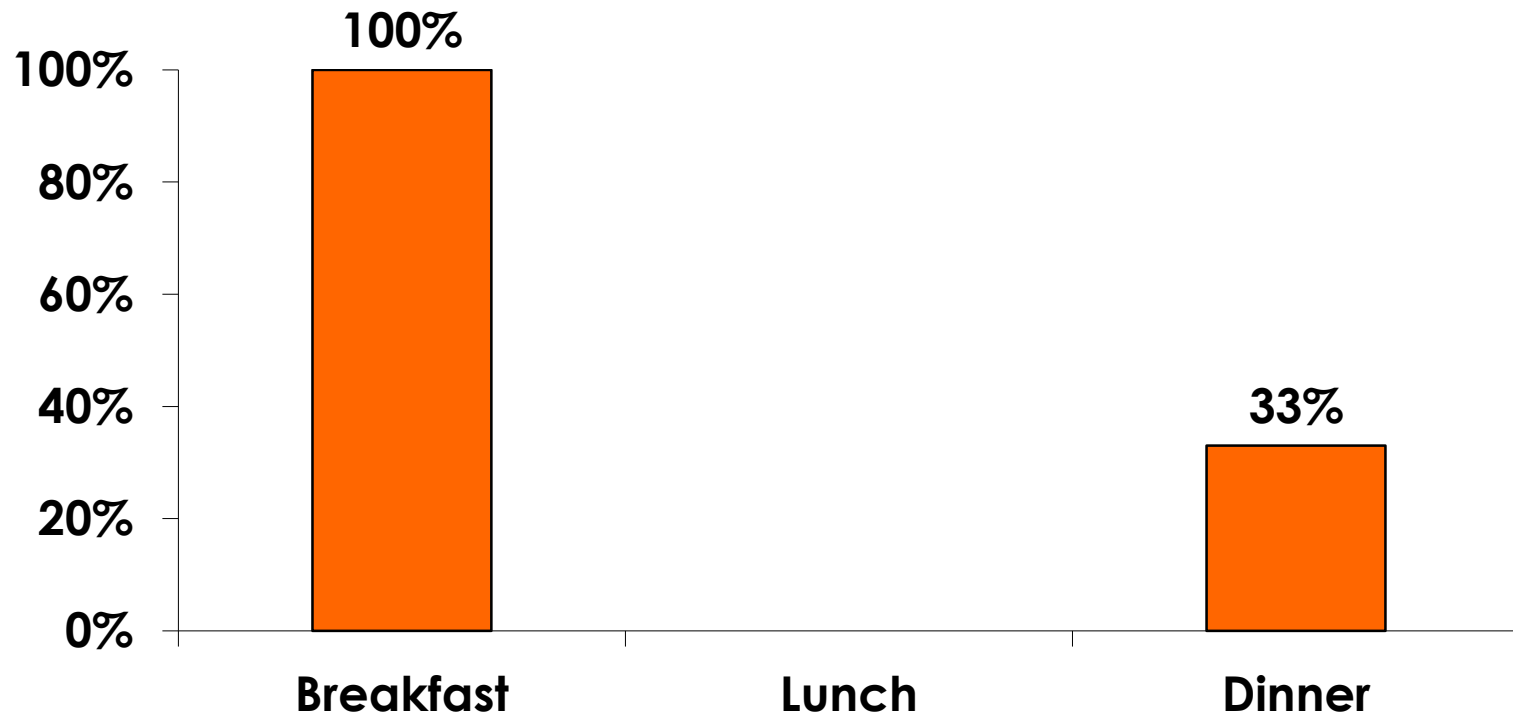


Mean=\$3,158.65 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

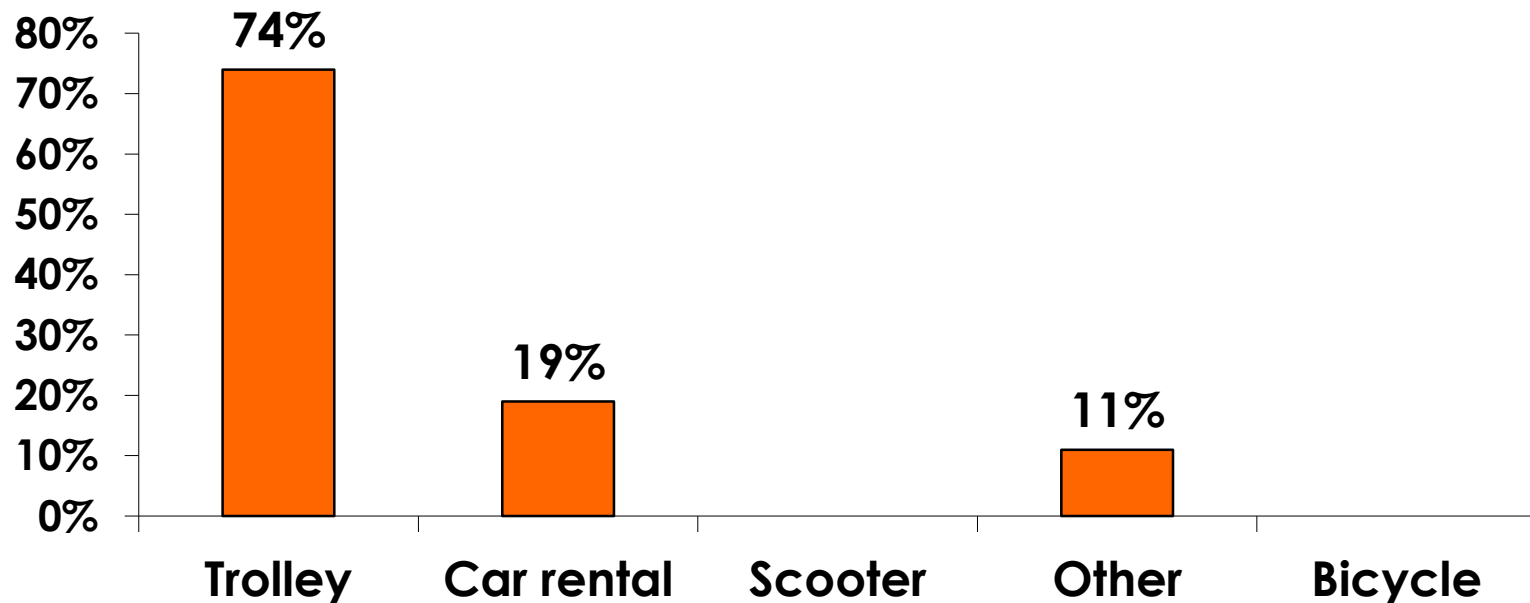
N=3



Mean=\$195.81 per travel party

# PREPAID GROUND TRANSPORTATION

n=27



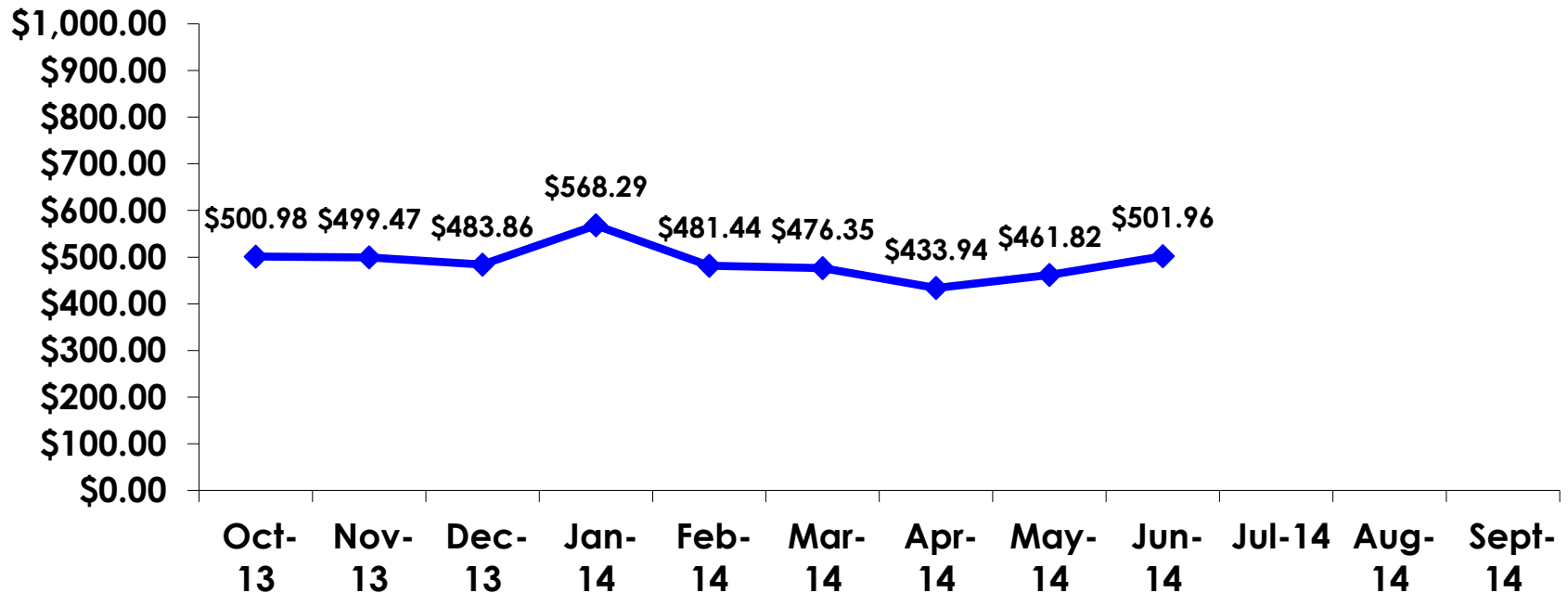
Mean=\$68.49 per travel party

# On-Island Expenditures

- \$772.65 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)
- \$501.96 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

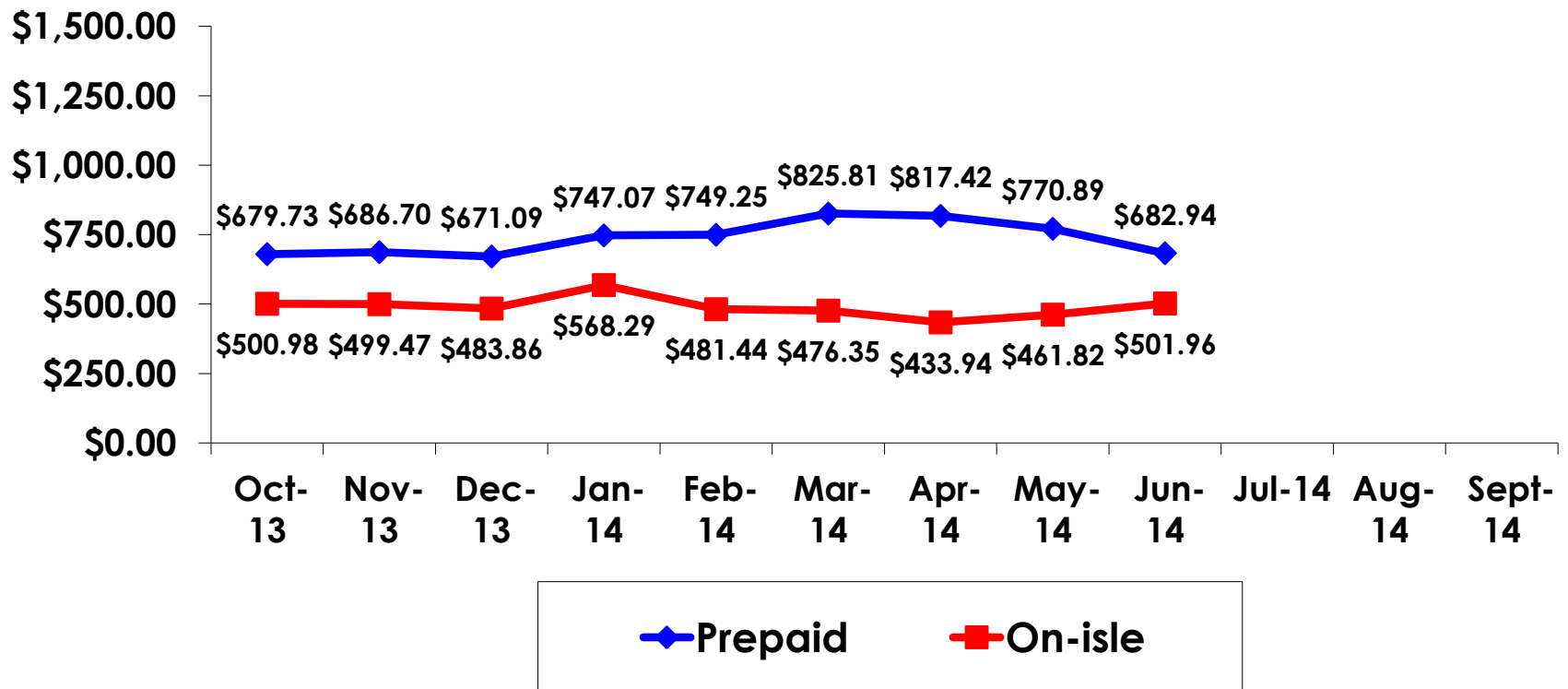


YTD = \$489.79

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$736.74

On-Isle YTD = \$489.79



# Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
			-	Male	Female	Male				Female		
		AGE				AGE						
		18-24				25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$501.96	\$504.66	\$499.28	\$536.54	\$477.87	\$517.41	\$537.76	\$538.83	\$502.28	\$407.06	\$512.21
	Median	\$400	\$350	\$400	\$600	\$400	\$325	\$380	\$400	\$400	\$400	\$436
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$110	\$0	\$0	\$100	\$150
	Maximum	\$2,500	\$2,500	\$1,600	\$1,000	\$2,500	\$2,500	\$2,000	\$1,600	\$1,500	\$1,000	\$1,500

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$41.30	\$52.83	\$29.83	\$26.45	\$37.34	\$37.46	\$75.54
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$10
F&B FF/STORE	Mean	\$27.83	\$32.58	\$23.10	\$19.65	\$30.72	\$26.85	\$31.79
	Median	\$9	\$8	\$10	\$5	\$10	\$10	\$5
F&B RESTRNT	Mean	\$86.45	\$118.69	\$54.39	\$40.90	\$82.99	\$138.52	\$75.95
	Median	\$17	\$30	\$10	\$10	\$30	\$30	\$10
OPT TOUR	Mean	\$81.87	\$111.84	\$52.07	\$72.35	\$58.62	\$86.67	\$144.91
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$163.68	\$183.80	\$143.66	\$147.10	\$184.34	\$173.66	\$124.12
	Median	\$50	\$10	\$55	\$50	\$50	\$50	\$0
GIFT- OTHER	Mean	\$138.77	\$158.34	\$119.32	\$98.61	\$151.18	\$137.45	\$157.28
	Median	\$72	\$50	\$90	\$50	\$80	\$60	\$100
TRANS	Mean	\$19.80	\$26.54	\$13.10	\$11.45	\$18.76	\$38.07	\$6.11
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$207.10	\$226.39	\$187.91	\$232.85	\$158.85	\$228.35	\$263.95
	Median	\$0	\$0	\$0	\$10	\$0	\$0	\$0
TOTAL	Mean	\$772.65	\$924.45	\$621.72	\$648.93	\$722.81	\$859.81	\$927.02
	Median	\$505	\$650	\$500	\$550	\$500	\$640	\$600



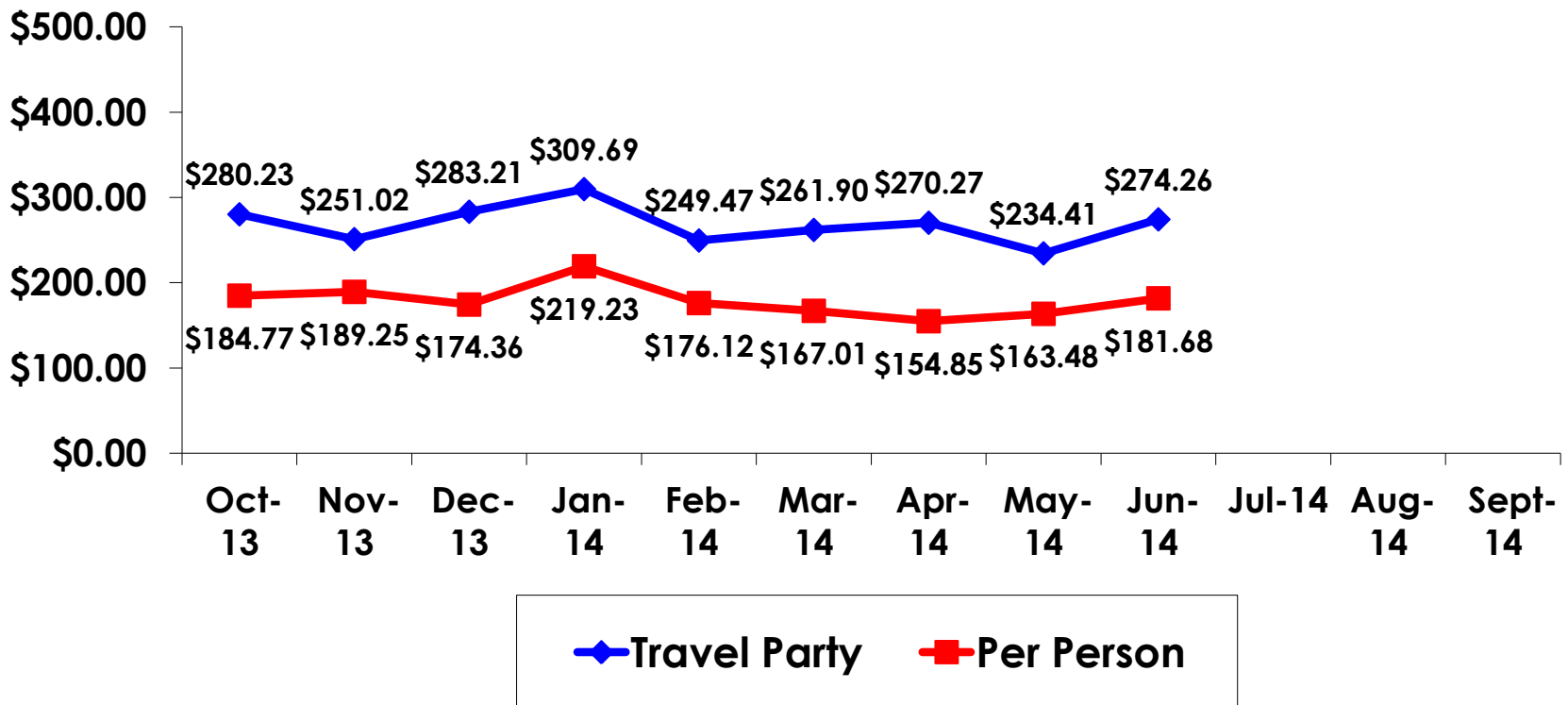
# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$41.30	\$30.77	\$52.26
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$27.83	\$26.67	\$29.03
	Median	\$9	\$9	\$10
F&B RESTRNT	Mean	\$86.45	\$62.59	\$111.28
	Median	\$17	\$10	\$25
OPT TOUR	Mean	\$81.87	\$91.73	\$71.60
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$163.68	\$149.07	\$178.87
	Median	\$50	\$50	\$20
GIFT- OTHER	Mean	\$138.77	\$130.45	\$147.44
	Median	\$72	\$100	\$55
TRANS	Mean	\$19.80	\$15.51	\$24.26
	Median	\$0	\$0	\$0
OTHER	Mean	\$207.10	\$187.96	\$227.01
	Median	\$0	\$0	\$0
TOTAL	Mean	\$772.65	\$696.64	\$851.76
	Median	\$505	\$500	\$653

# ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$268.24    Per Person YTD = \$178.94

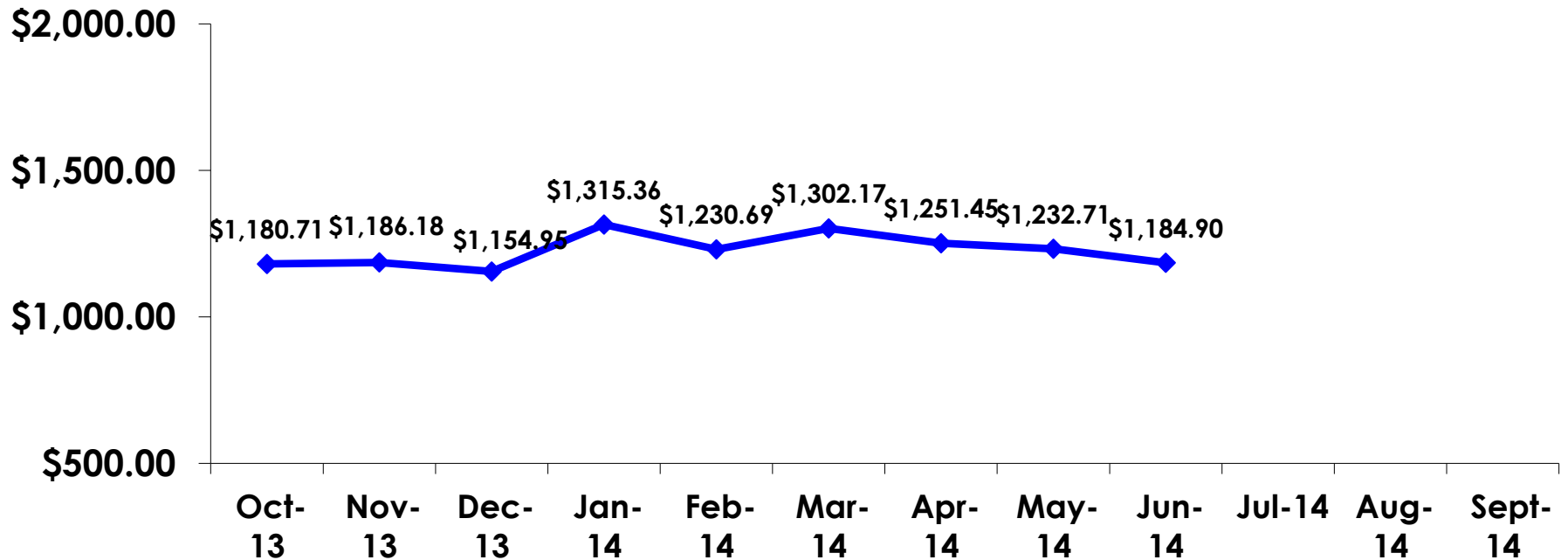


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,184.90 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,997 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



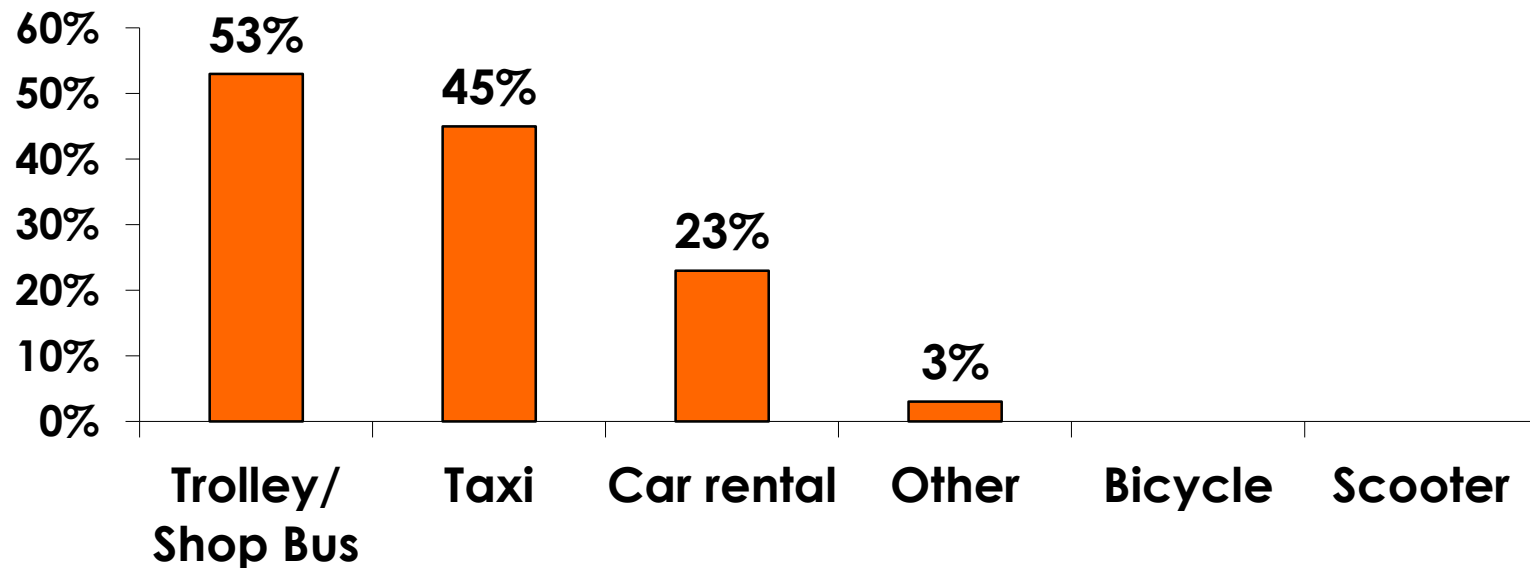
YTD=\$1,226.56

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$41.30
Food & beverage in fast food restaurant/convenience store	\$27.83
Food & beverage at restaurants or drinking establishments outside a hotel	\$86.45
Optional tours and activities	\$81.87
Gifts/ souvenirs for yourself/companions	\$163.68
Gifts/ souvenirs for friends/family at home	\$138.77
Local transportation	\$19.80
Other expenses not covered	\$207.10
<b>Average Total</b>	<b>\$772.65</b>

# Local Transportation

n=73



Mean=\$19.80 per travel party

---

# Guam Airport Expenditures

- \$28.58 = Mean
- \$10 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$500 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$8.40
<b>Gifts/Souvenirs Self</b>	\$7.84
<b>Gifts/Souvenirs Others</b>	\$12.28
<b>Total</b>	<b>\$28.58</b>

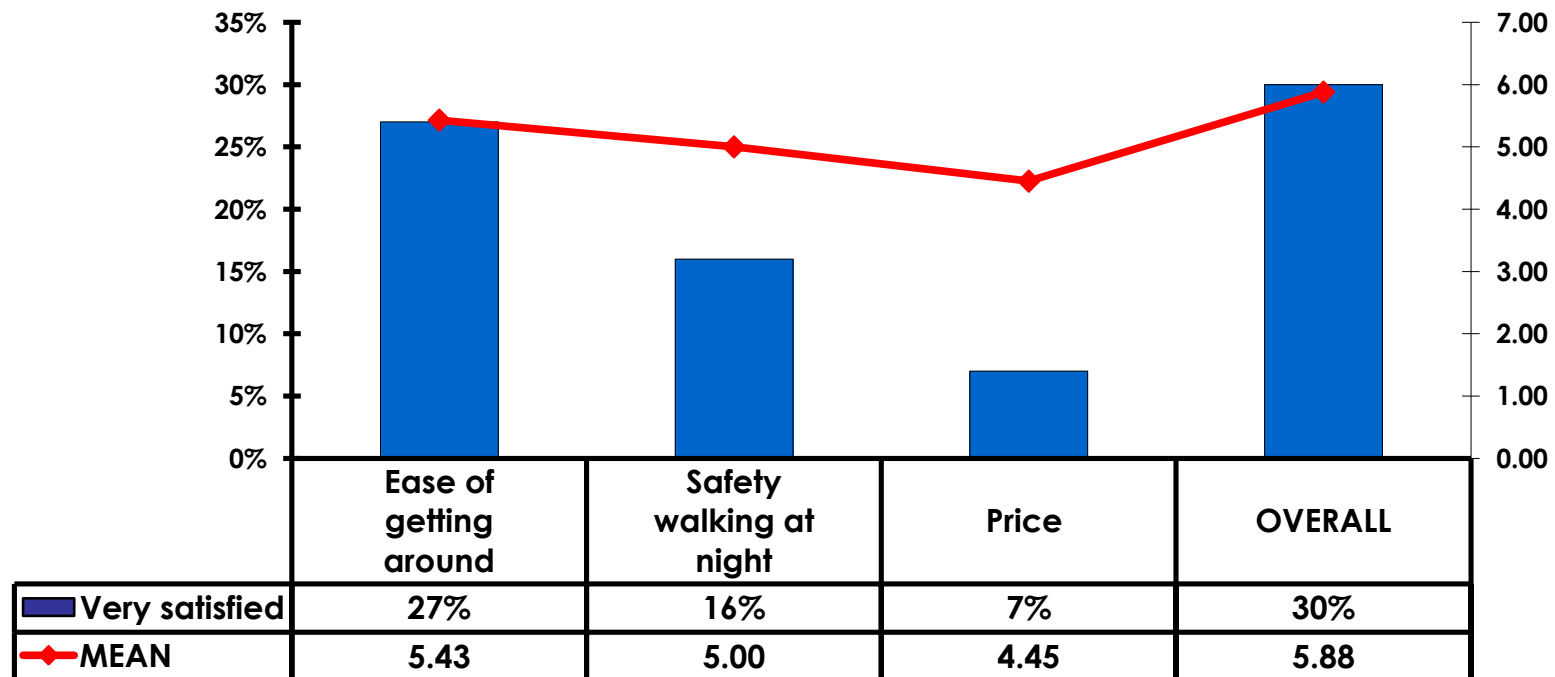


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

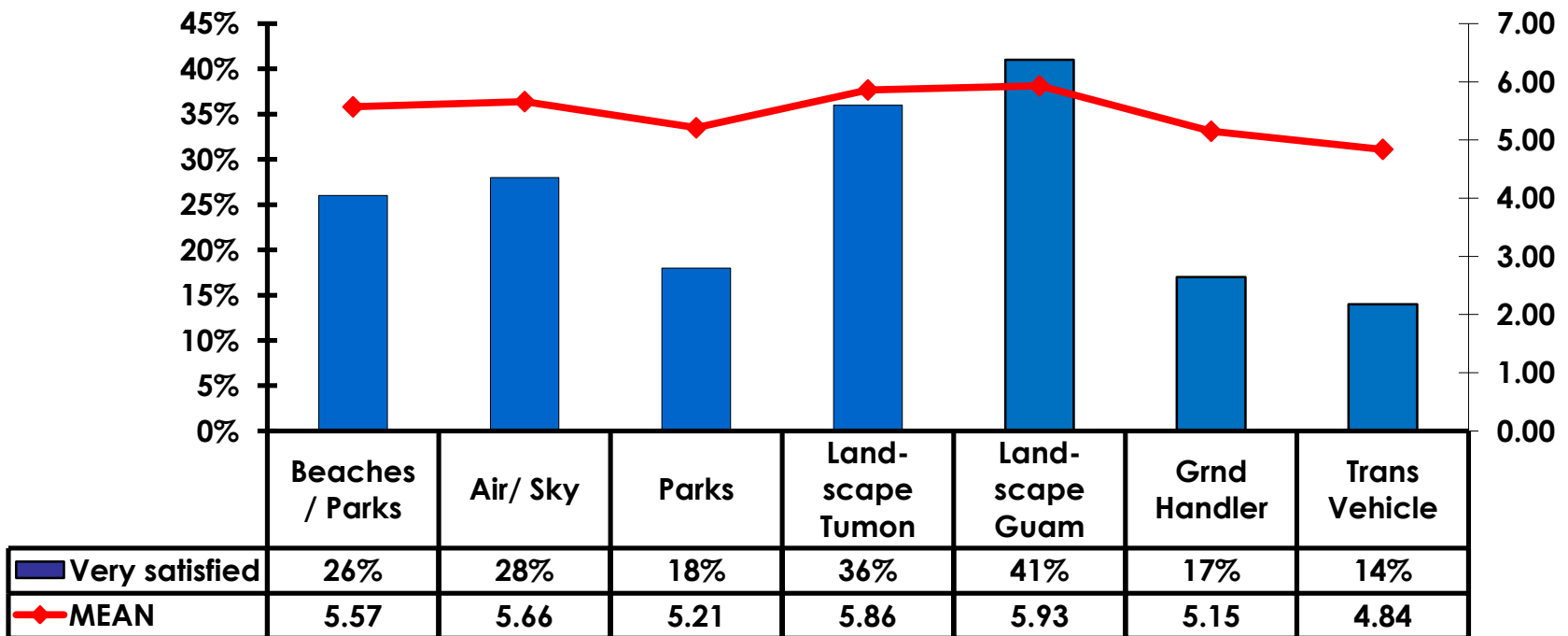
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

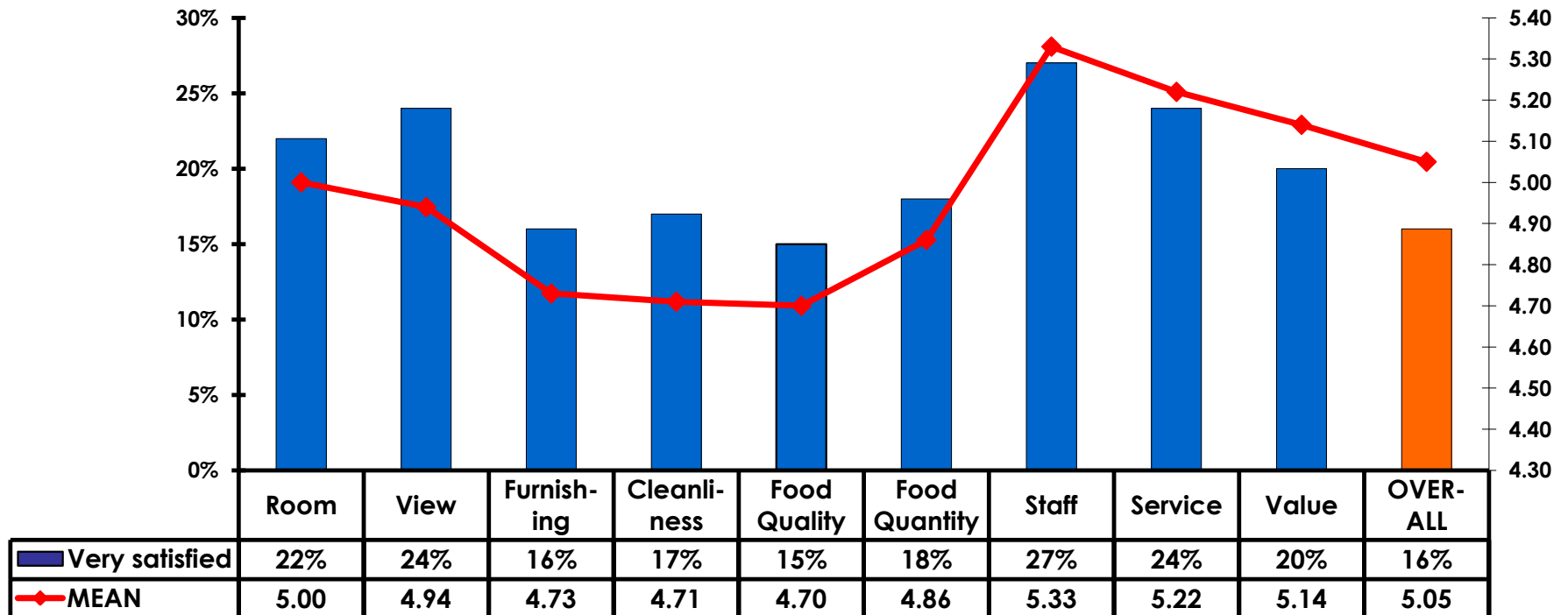
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

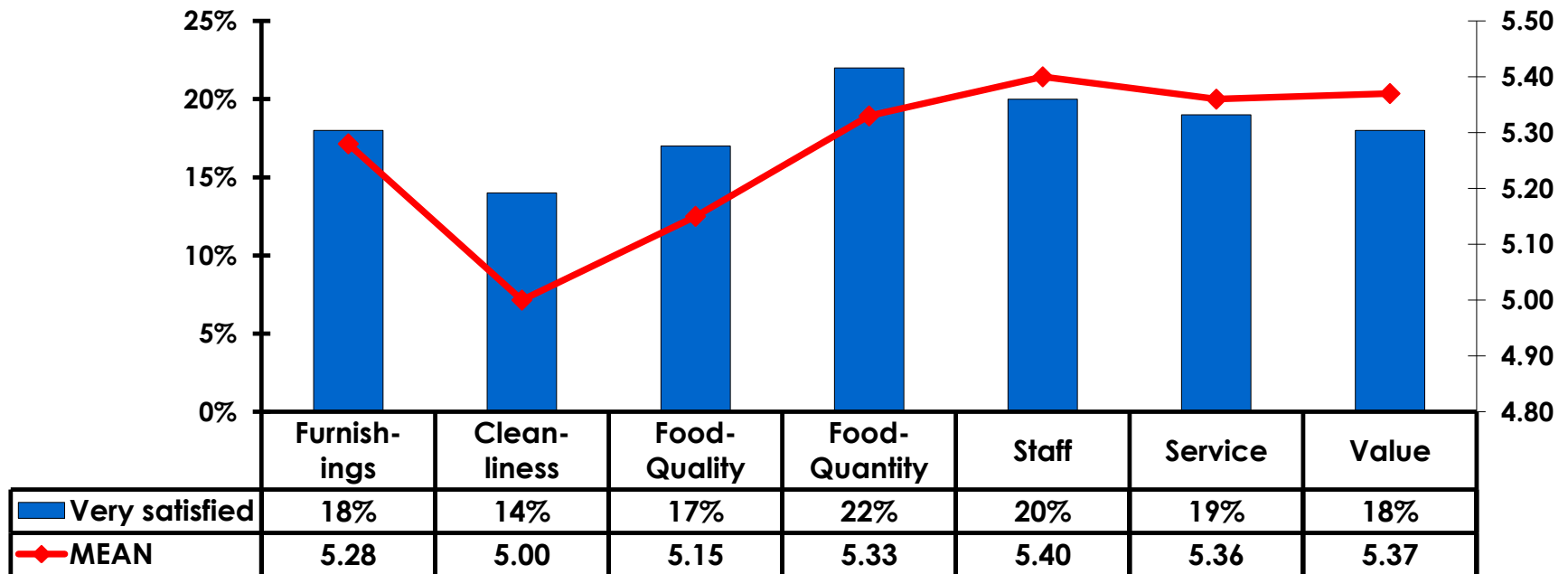
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

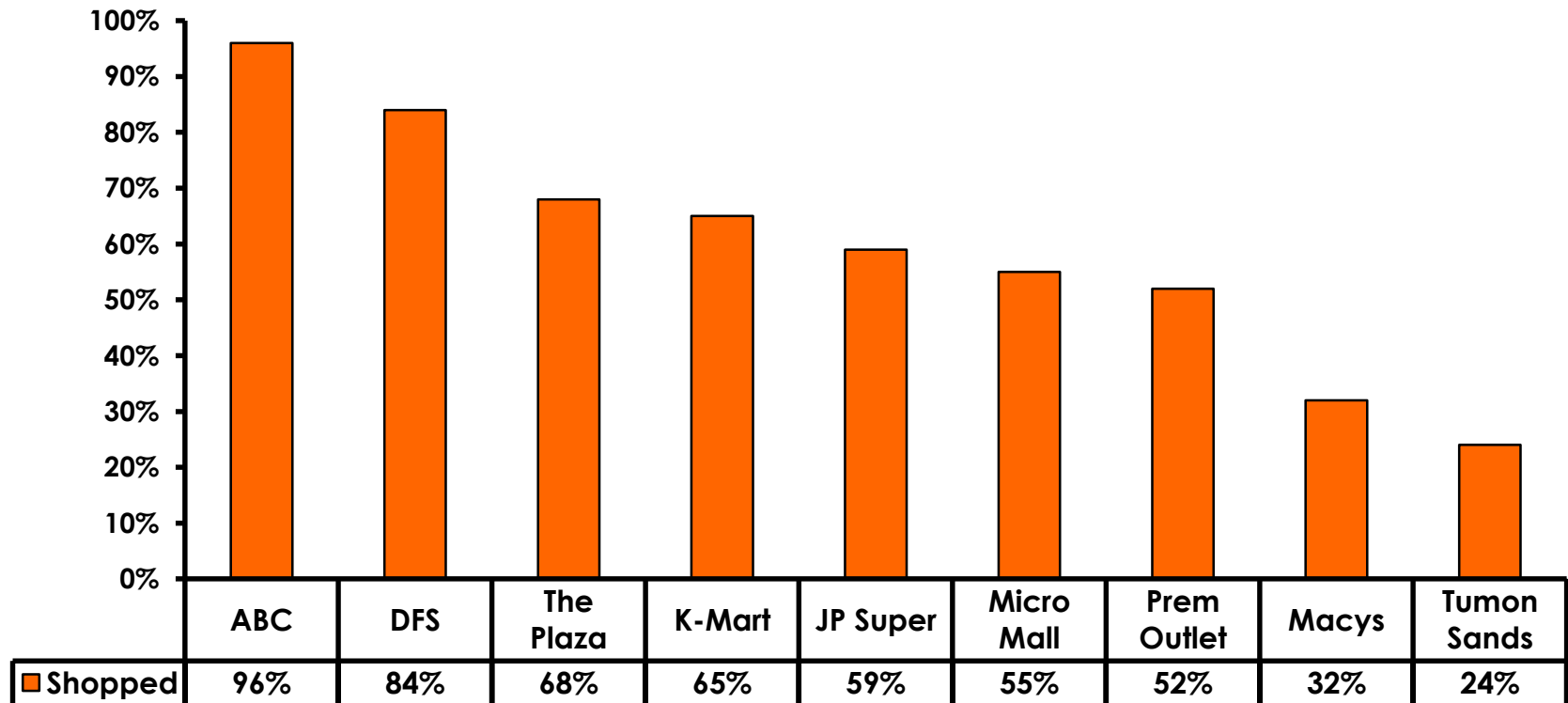
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

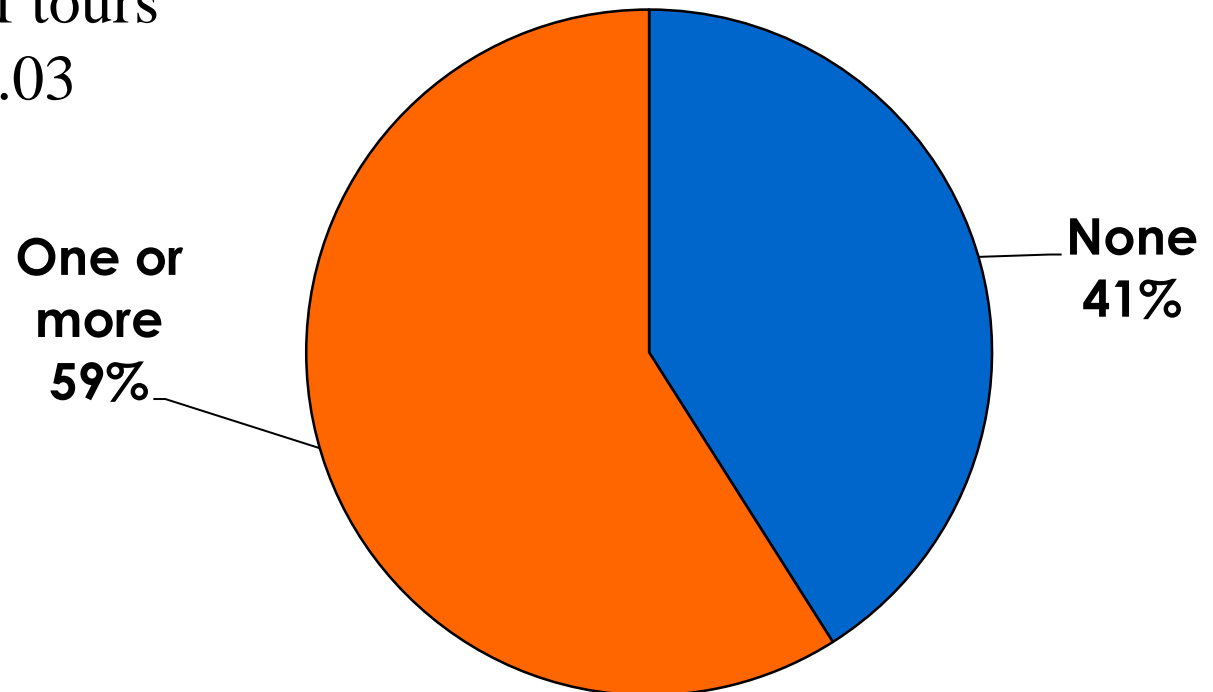
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>45%</b>	Score of 6 to 7 = <b>45%</b>
Score of 4 to 5 = <b>59%</b>	Score of 4 to 5 = <b>45%</b>
Score 1 to 3 = <b>5%</b>	Score 1 to 3 = <b>10%</b>
<b>MEAN = 5.19</b>	<b>MEAN = 5.11</b>

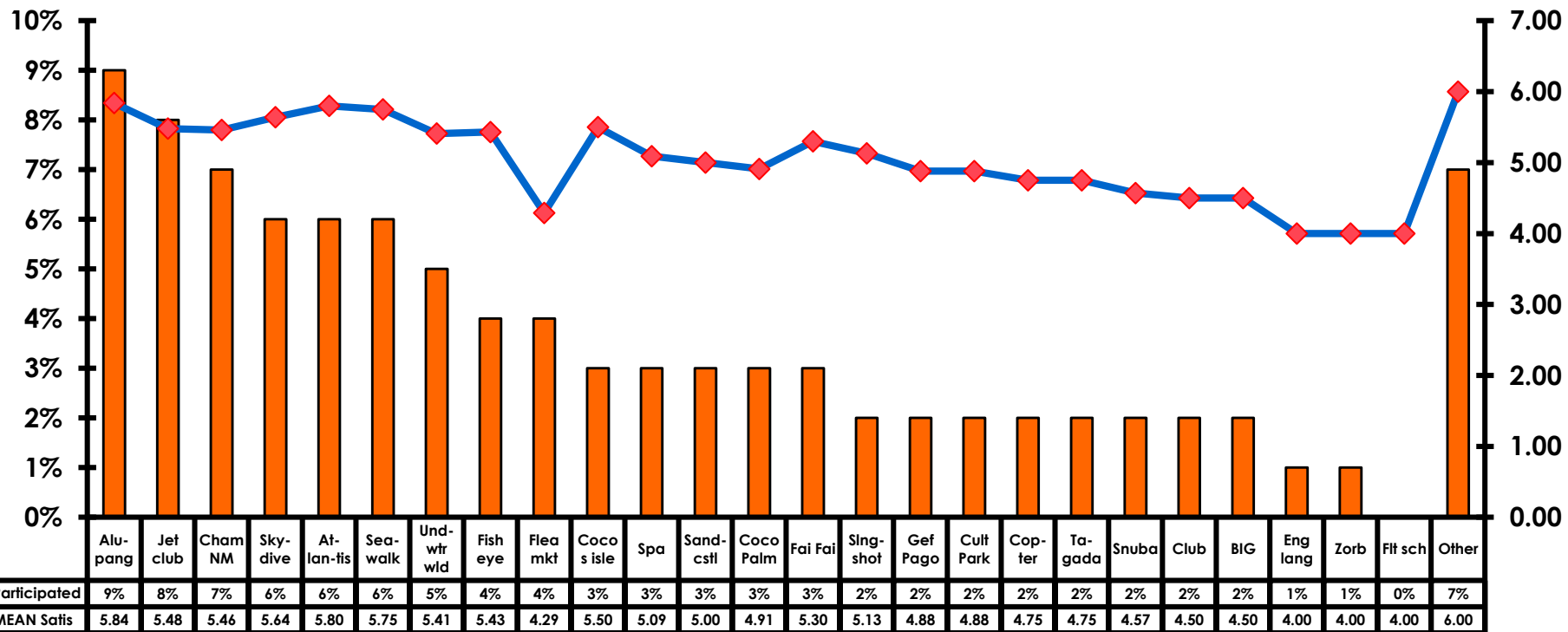
# Optional Tour Participation

- Average number of tours participated in is 1.03





# 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 = <b>51%</b>	Score of 6 to 7 = <b>47%</b>
Score of 4 to 5 = <b>47%</b>	Score of 4 to 5 = <b>50%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>3%</b>
<b>MEAN = 5.33</b>	<b>MEAN = 5.23</b>

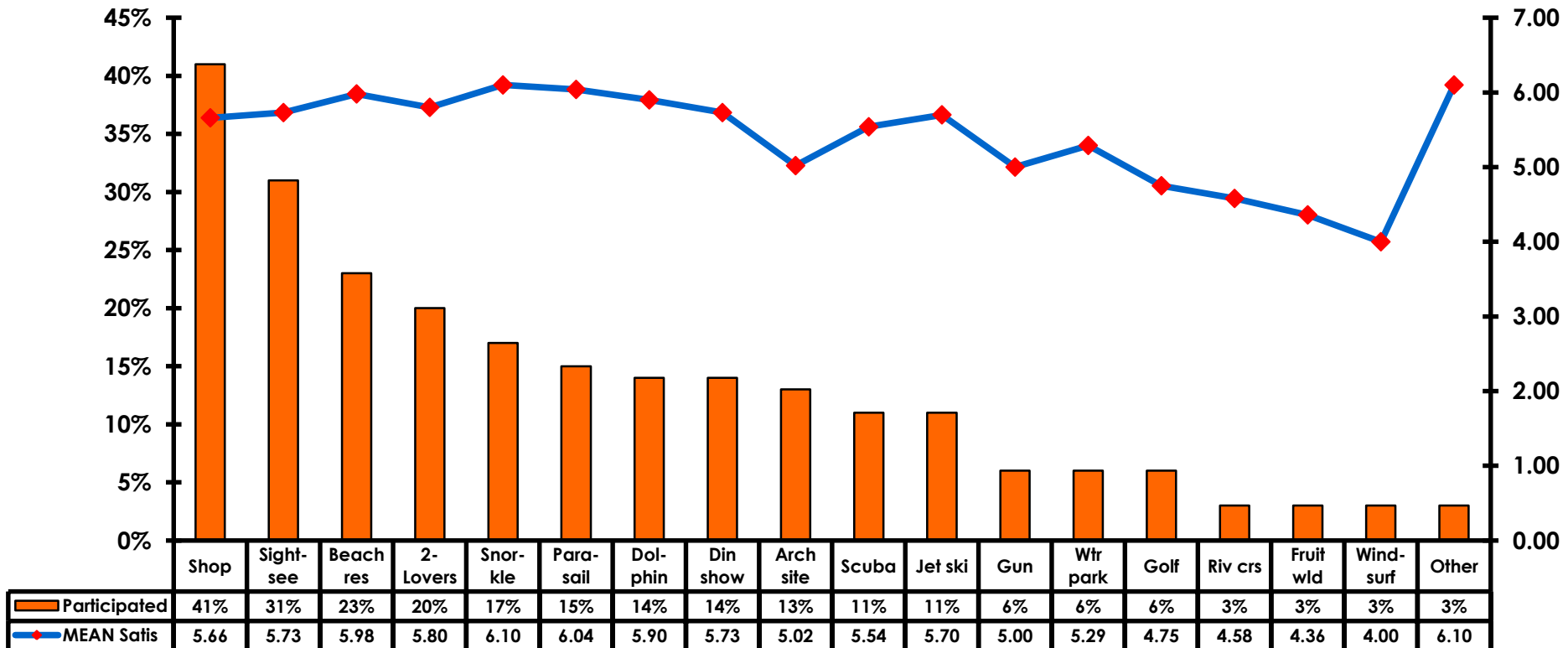
# Night Tours Satisfaction

7pt Rating Scale

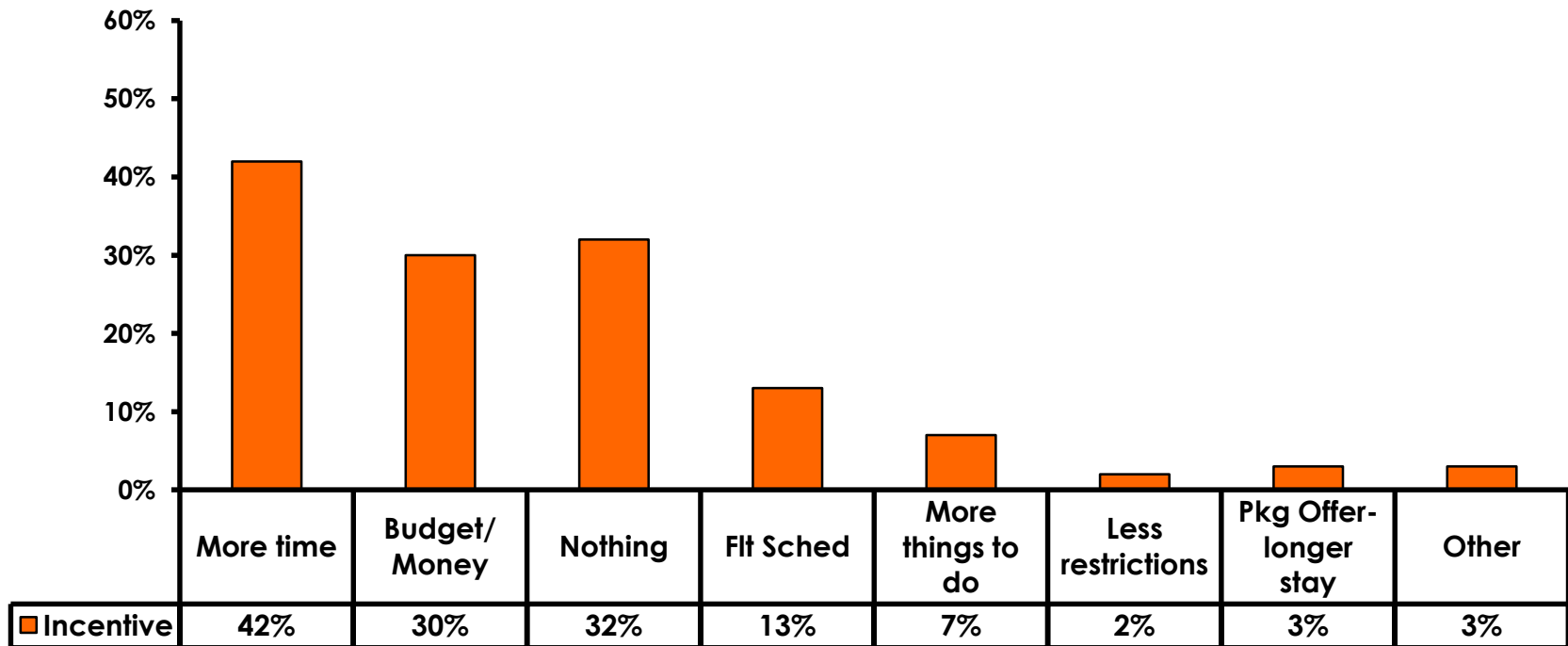
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>21%</b>	Score of 6 to 7 = <b>19%</b>
Score of 4 to 5 = <b>77%</b>	Score of 4 to 5 = <b>78%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>2%</b>
<b>MEAN = 4.51</b>	<b>MEAN = 4.48</b>

# Satisfaction with Other Activities



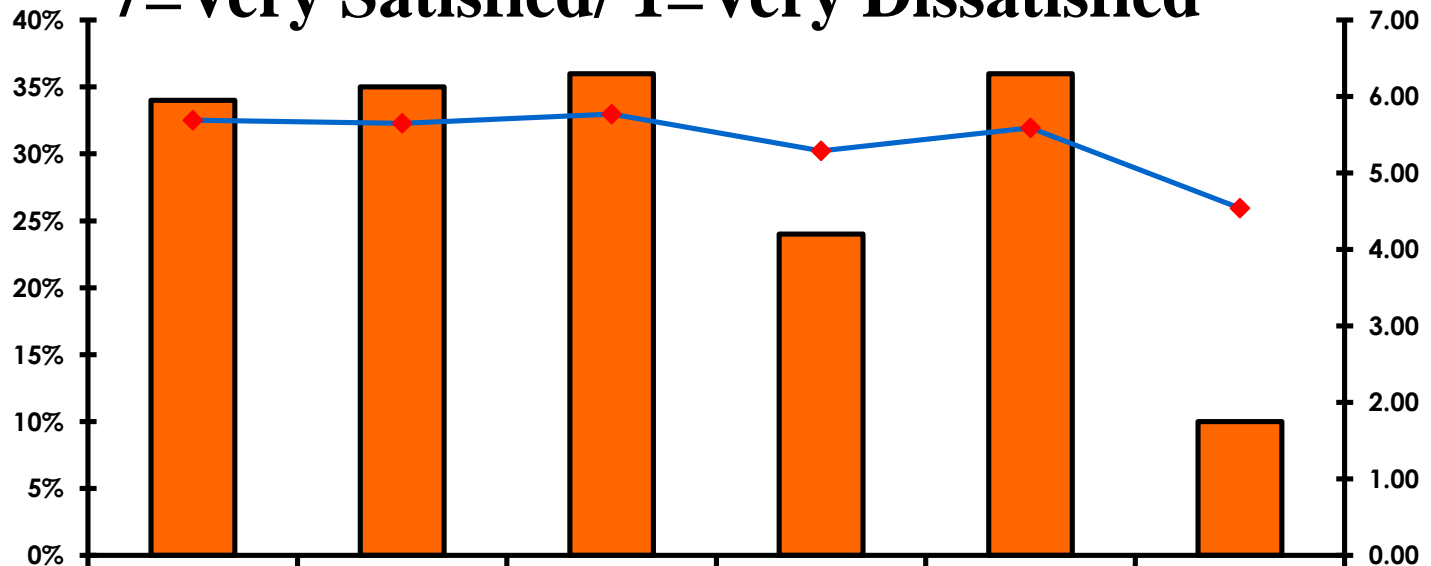
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

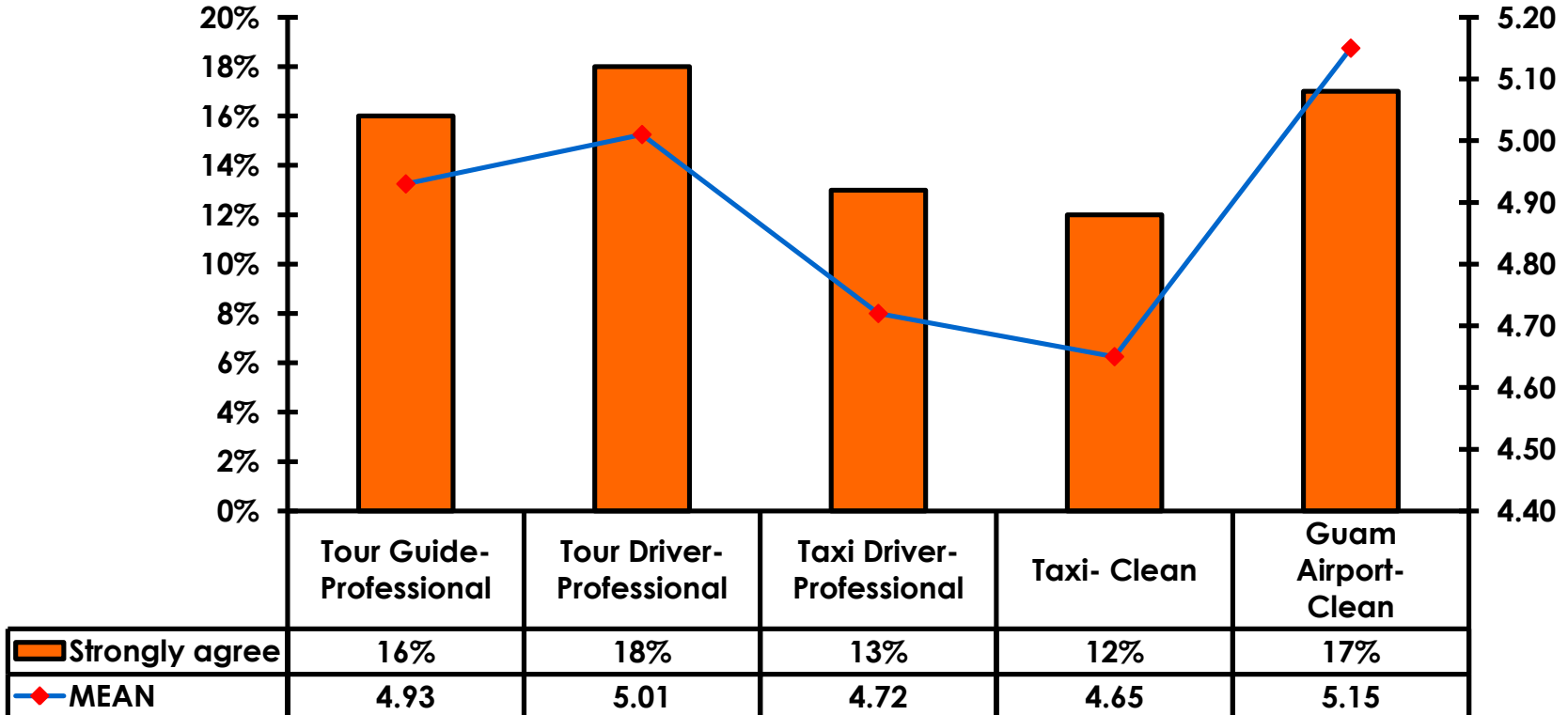


	Guam was better than expected	I had no communication problems	I will recommend Guam to friends	Sites on Guam were attractive	I plan to visit Guam again	Not enough night activities
<b>Strongly agree</b>	34%	35%	36%	24%	36%	10%
<b>MEAN</b>	5.69	5.65	5.77	5.29	5.59	4.54

# On-Island Perceptions

7pt Rating Scale

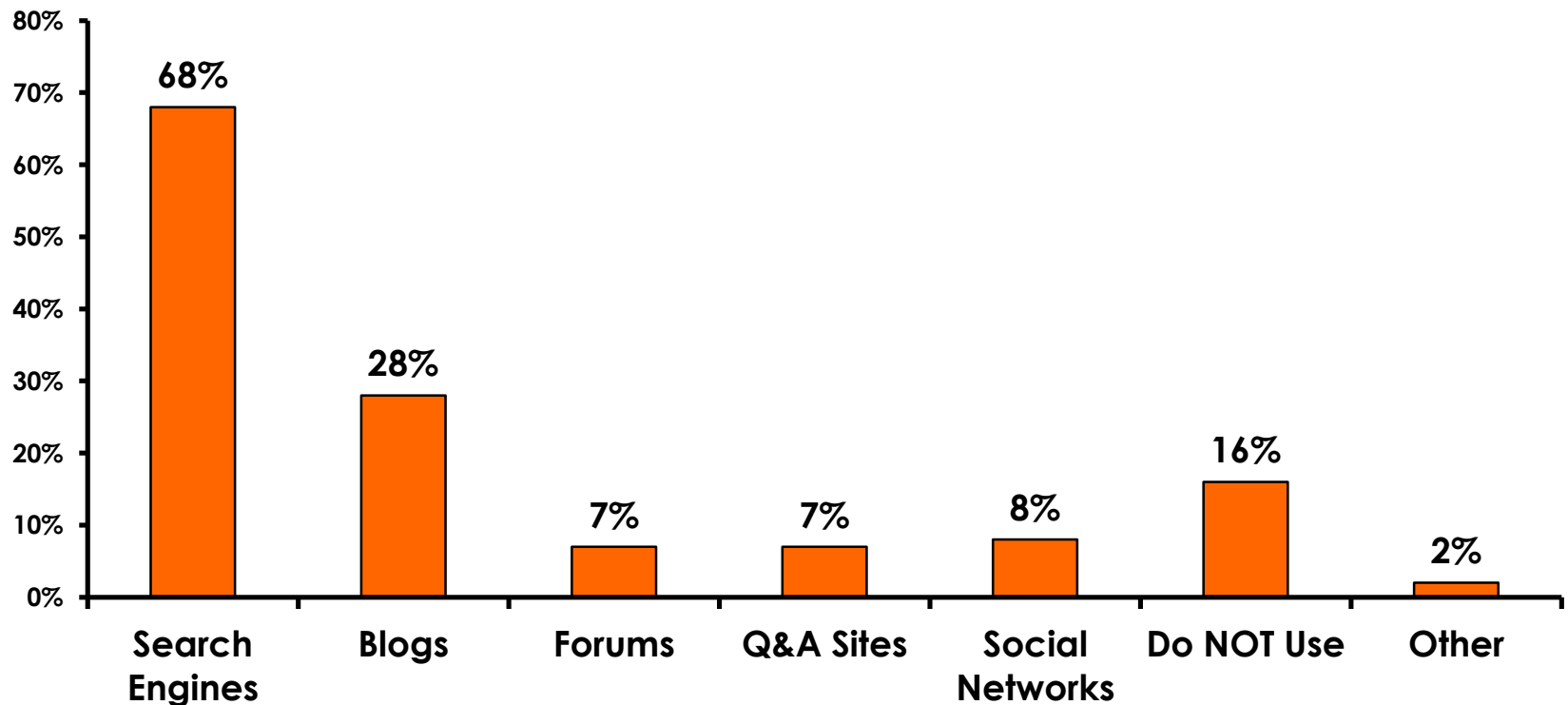
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

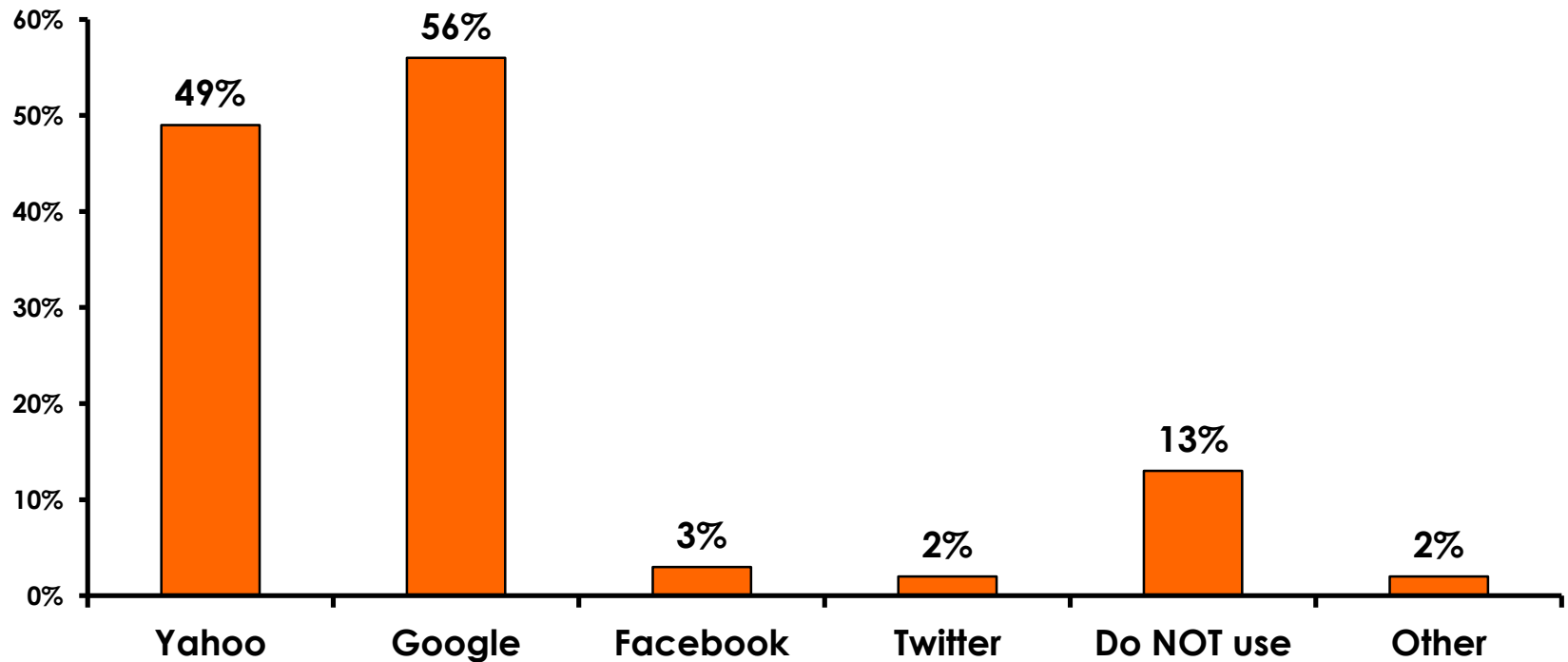


# Internet- Guam Sources of Info

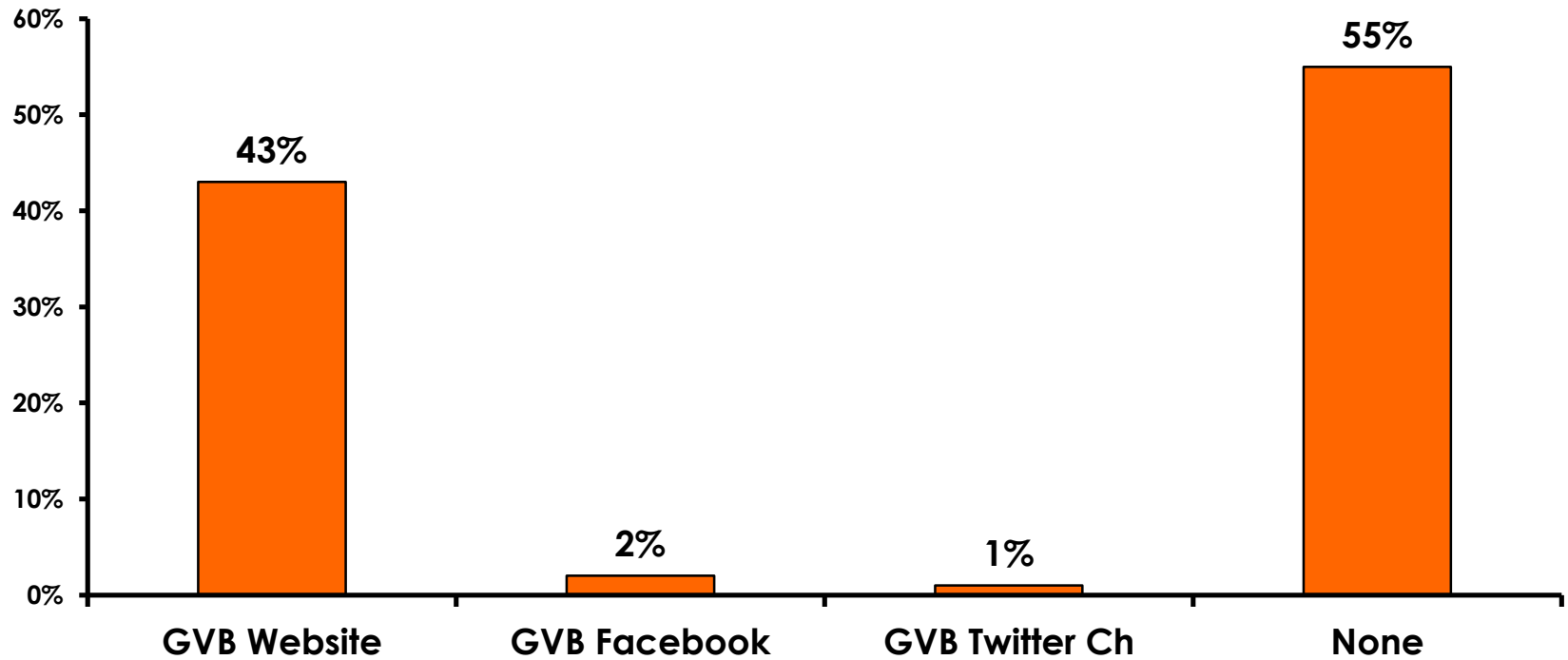


# Internet- Things To Do

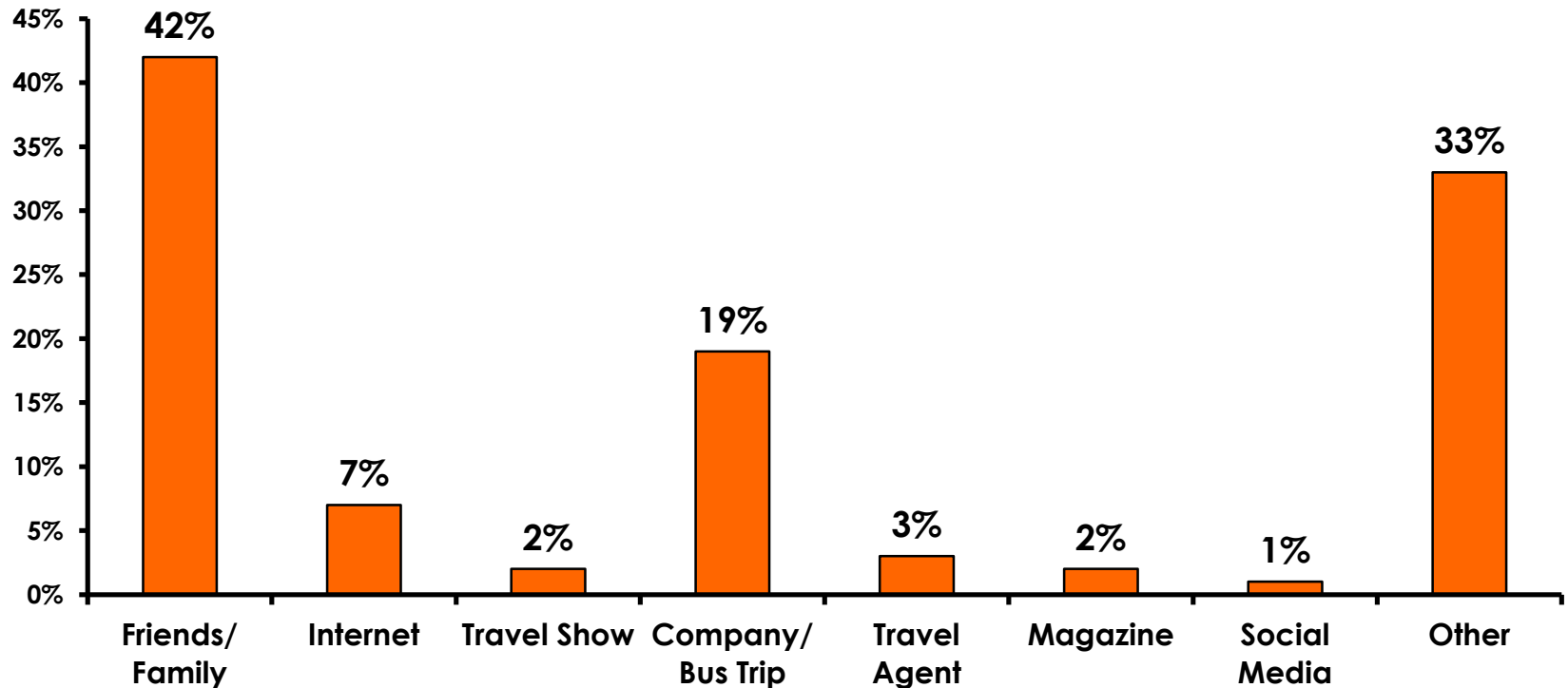
## Sources of Info



# Internet- GVB Sources

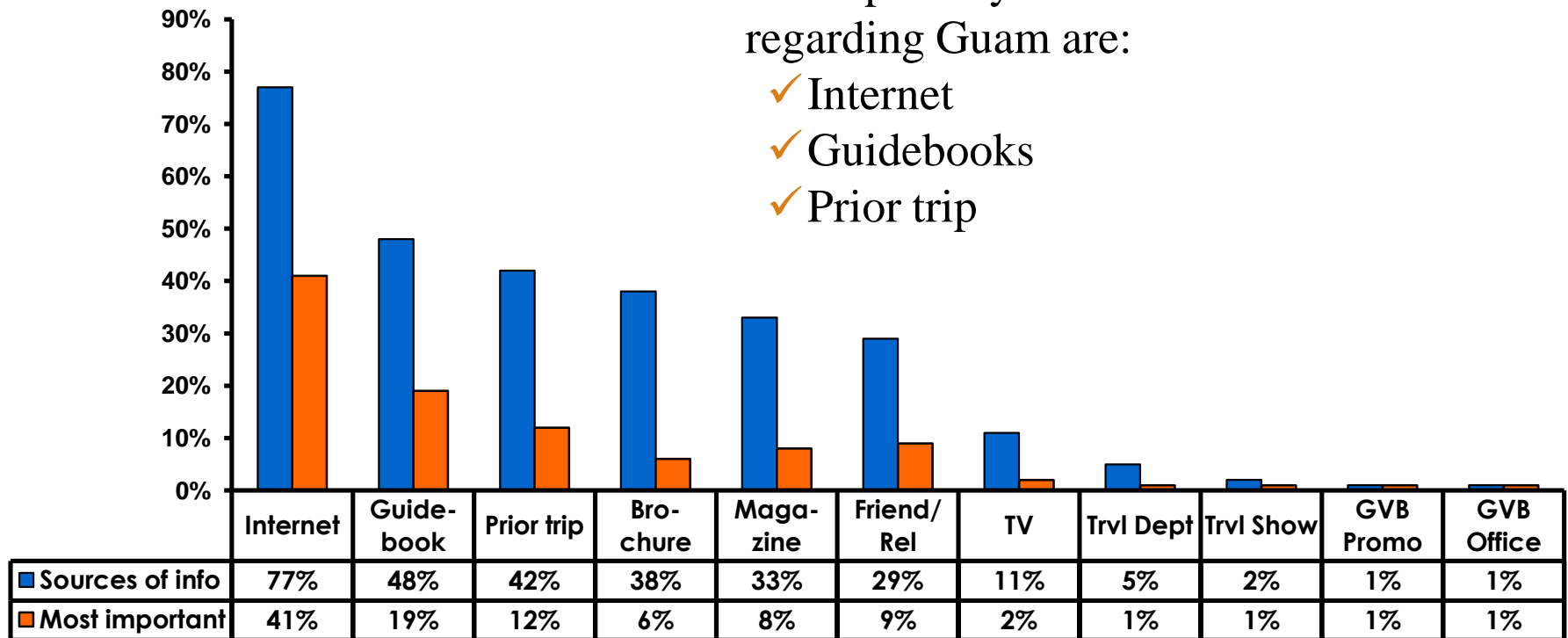


# Travel Motivation- Info Sources



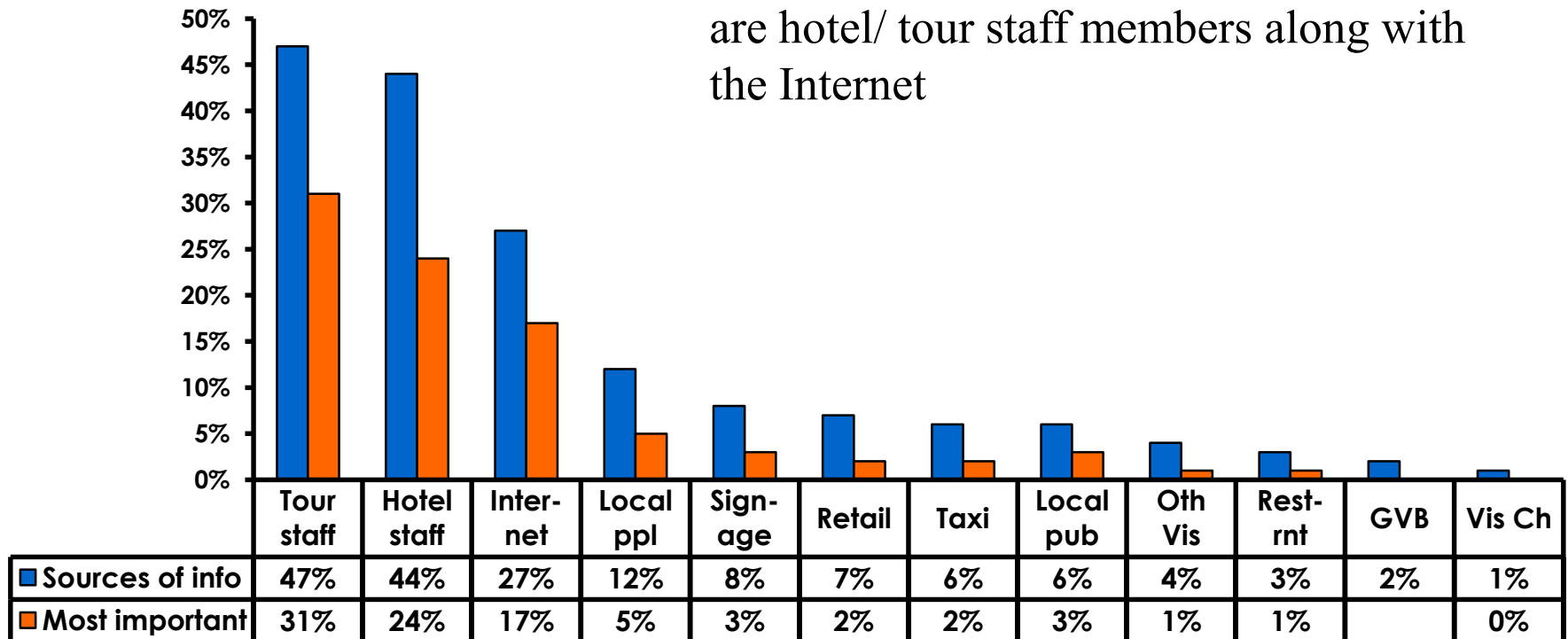
# Sources of Information Pre-arrival

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



# Sources of Information Post-arrival

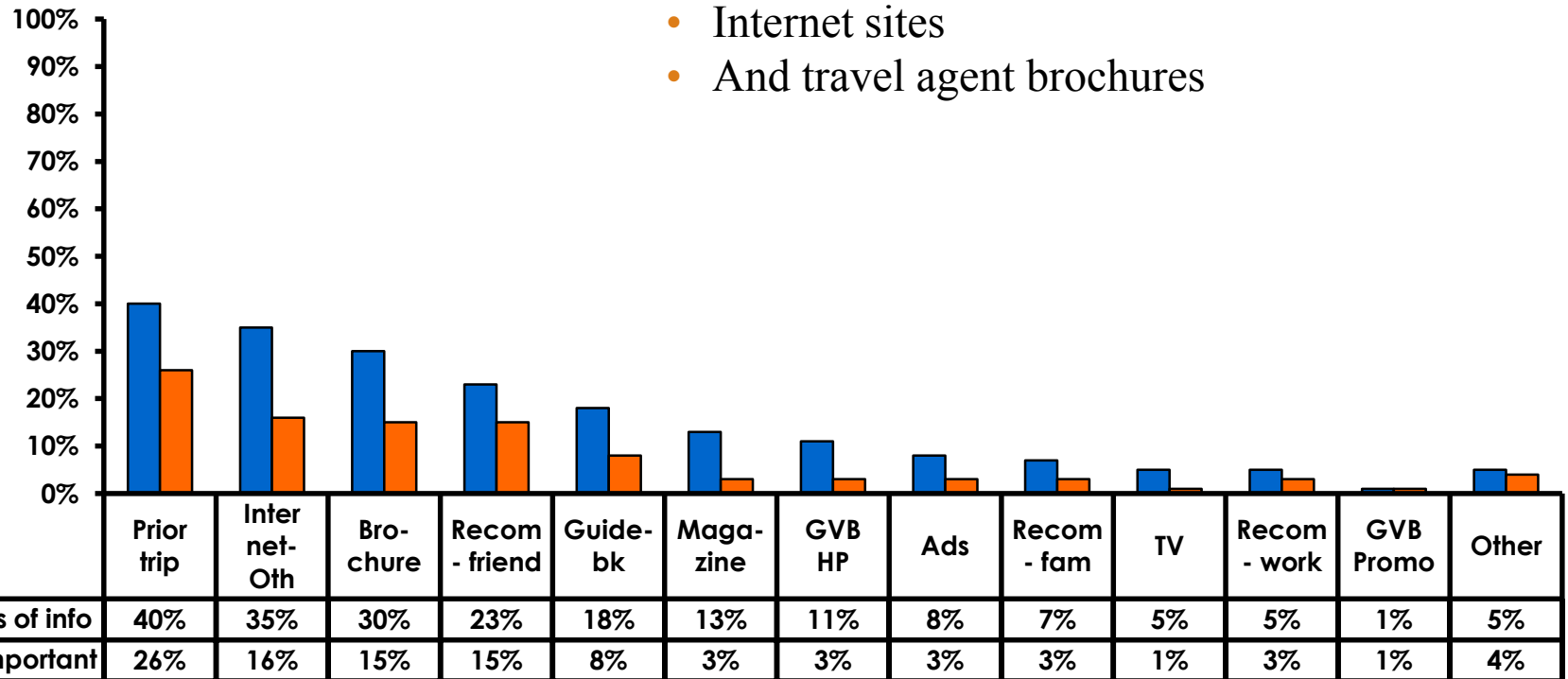
- The primary local source of information are hotel/ tour staff members along with the Internet



# Sources of Information - Motivation

The primary motivational sources of information were.

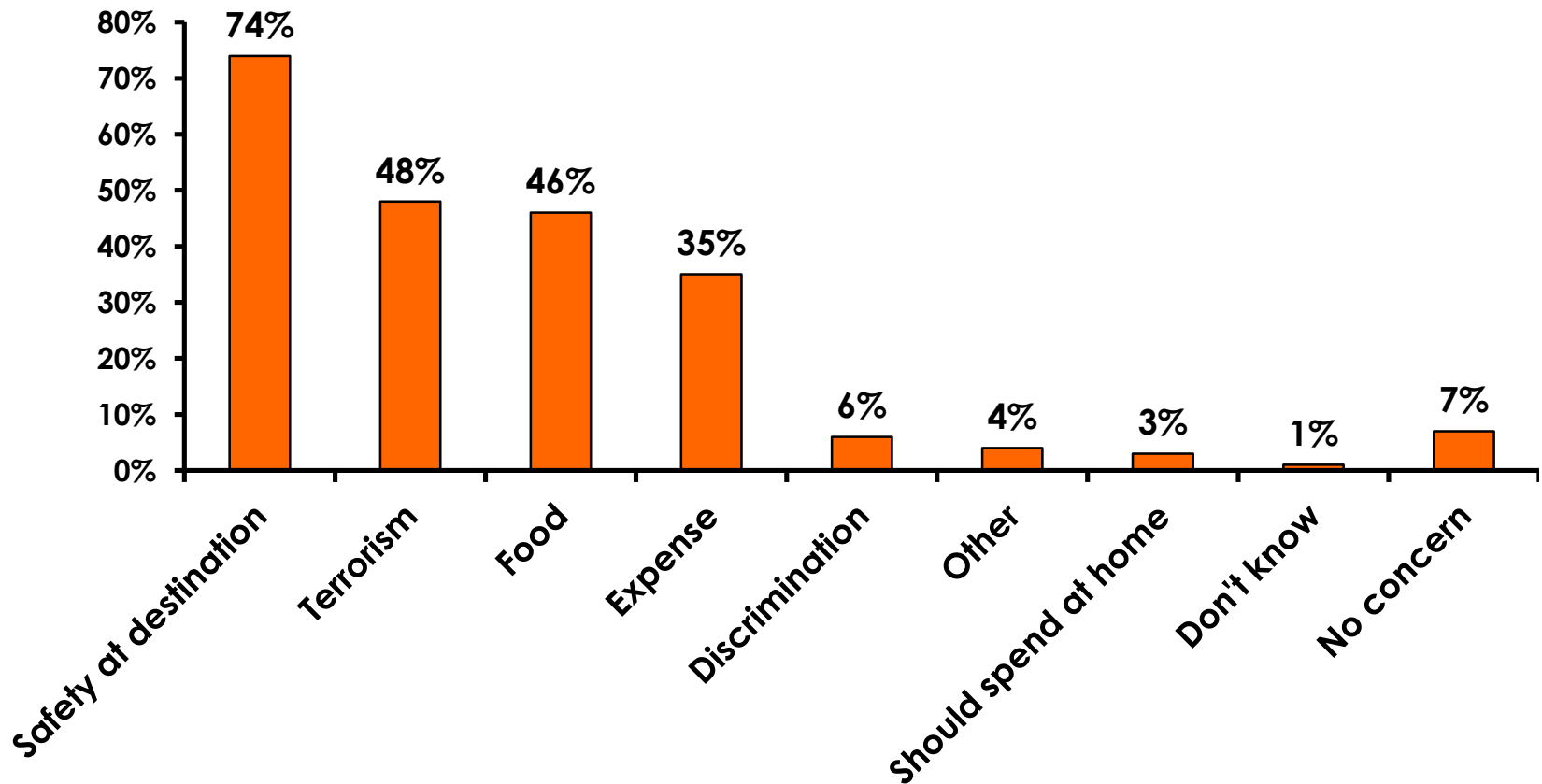
- Prior trip to Guam,
- Internet sites
- And travel agent brochures



# SECTION 6 **OTHER ISSUES**



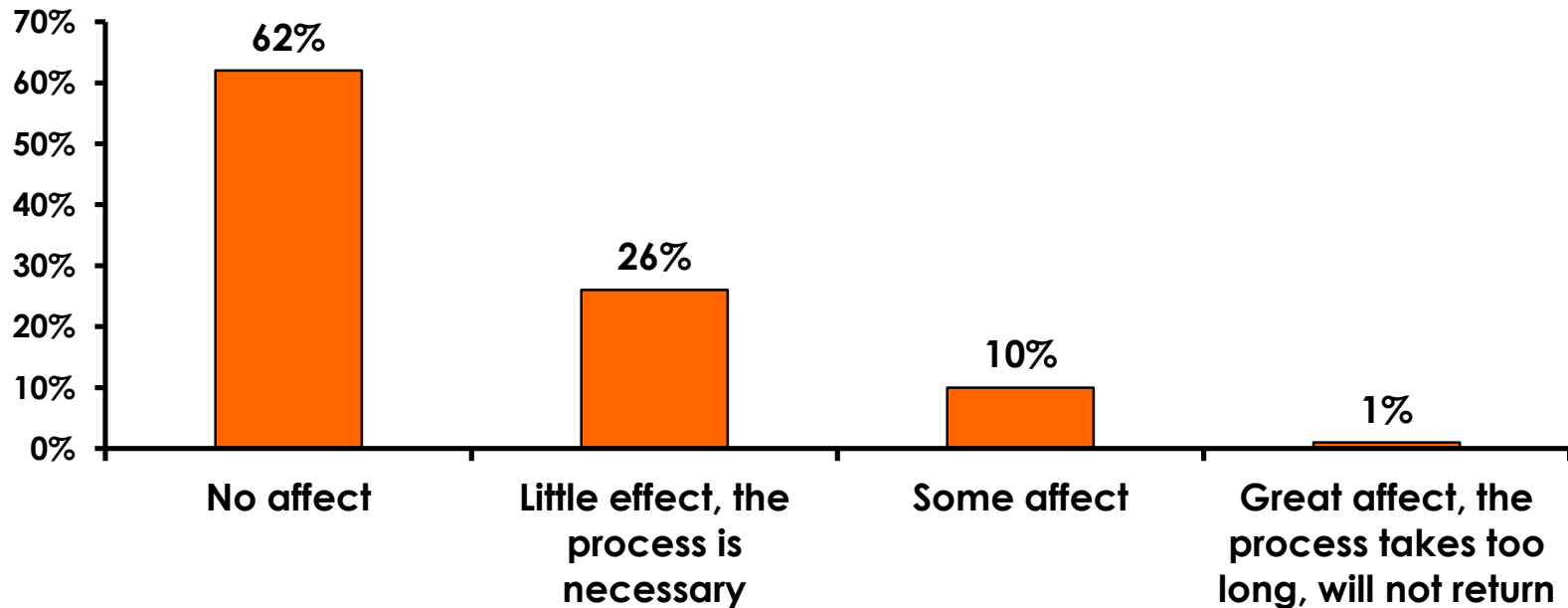
# Concerns about travel outside of Japan - Overall



# Concerns about travel outside of Japan - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q21	Safety	74%	73%	74%	78%	68%	62%	88%	81%	70%	69%	73%	72%	86%	
	Terrorism	48%	44%	51%	47%	51%	52%	53%	44%	52%	46%	48%	41%	71%	
	Food	46%	45%	48%	51%	37%	38%	45%	40%	51%	52%	53%	38%	29%	
	Expense	35%	44%	36%	33%	25%	29%	40%	29%	36%	33%	38%	38%	43%	
	No concerns	7%	6%	9%	6%	7%	10%	3%	6%	7%	10%	8%	9%		
	Discrimination against Japanese	6%	13%	5%	5%	4%	10%	8%	8%	4%	7%	3%		57%	
	Other	4%	6%	4%	4%	4%	5%	8%	6%	2%	3%		9%		
	Should spend at home	3%	4%	4%	1%	2%		10%	4%	2%	1%				
	Don't know	1%	1%	1%	2%	2%			4%		1%				
	Total	Count	351	71	136	85	57	21	40	48	83	67	40	32	7

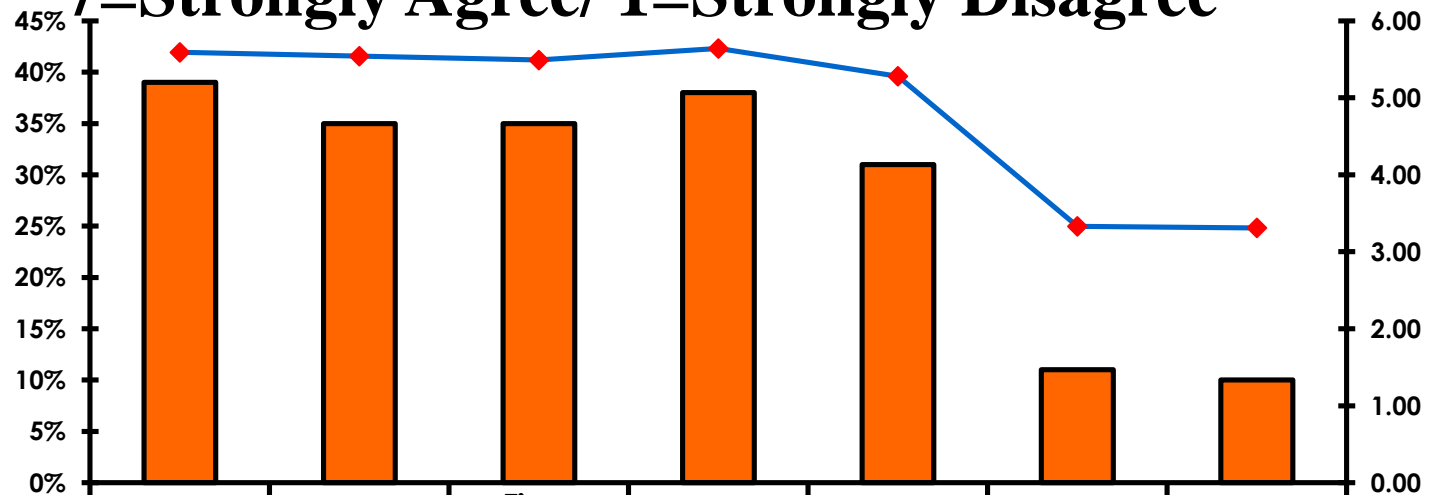
# Security Screening/ Immigration Process at Guam International Airport





# Airport Screening

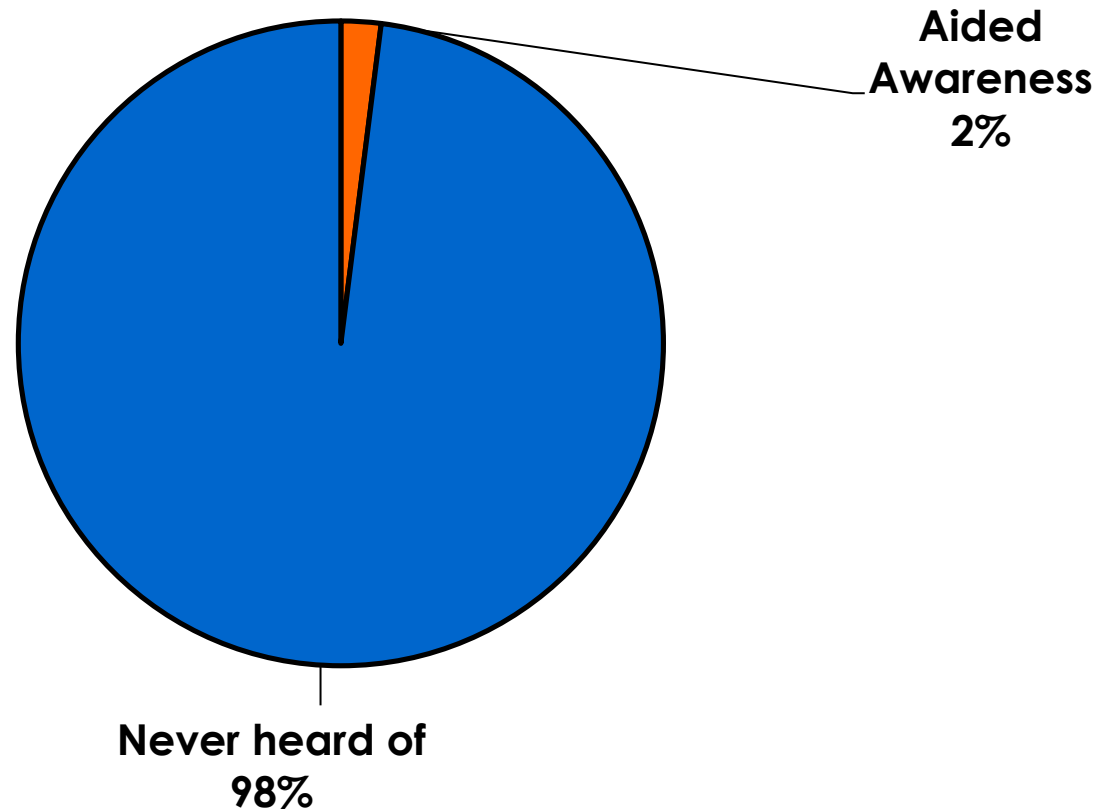
## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



	Time drop bags for screen reasonable	Signs bag screen reasonable	Time clear security enter secured area reasonable	Screening officer-good	Officer careful w/ belongings	Officer abused authority	Officer rude/unprof
 Strongly agree	39%	35%	35%	38%	31%	11%	10%
 MEAN	5.59	5.54	5.49	5.64	5.28	3.33	3.31

# Shop Guam Festival



# Shop Guam Festival - Impact

n=7

