



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

MARCH 2012



Prepared by: QMark Research

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Background & Methodology

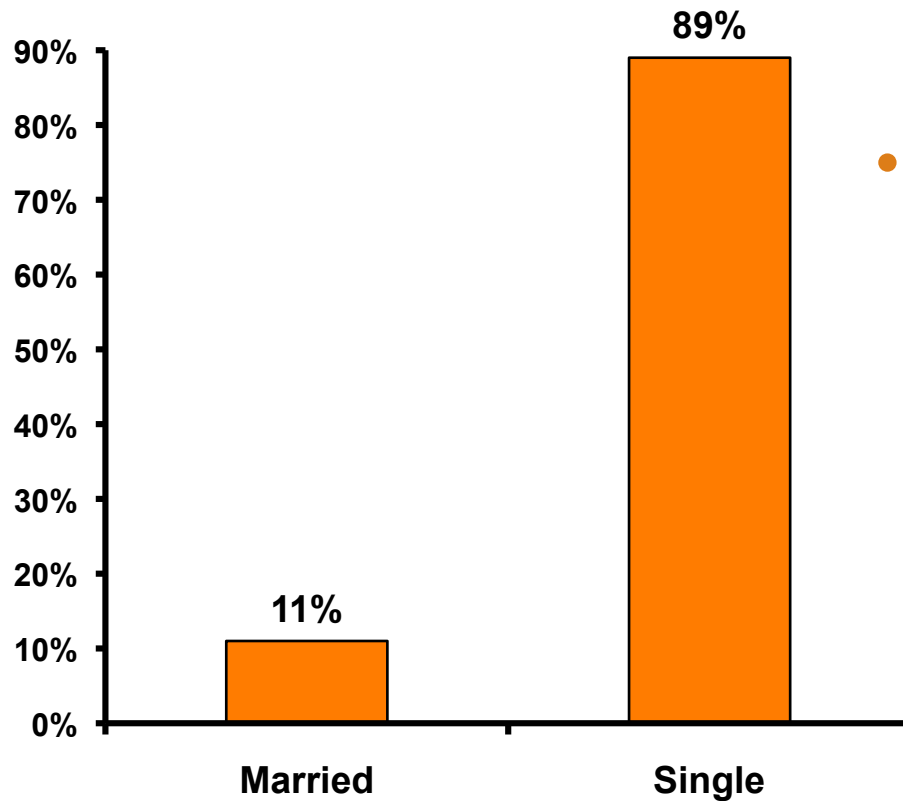
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **328** departing 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 **328** 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.

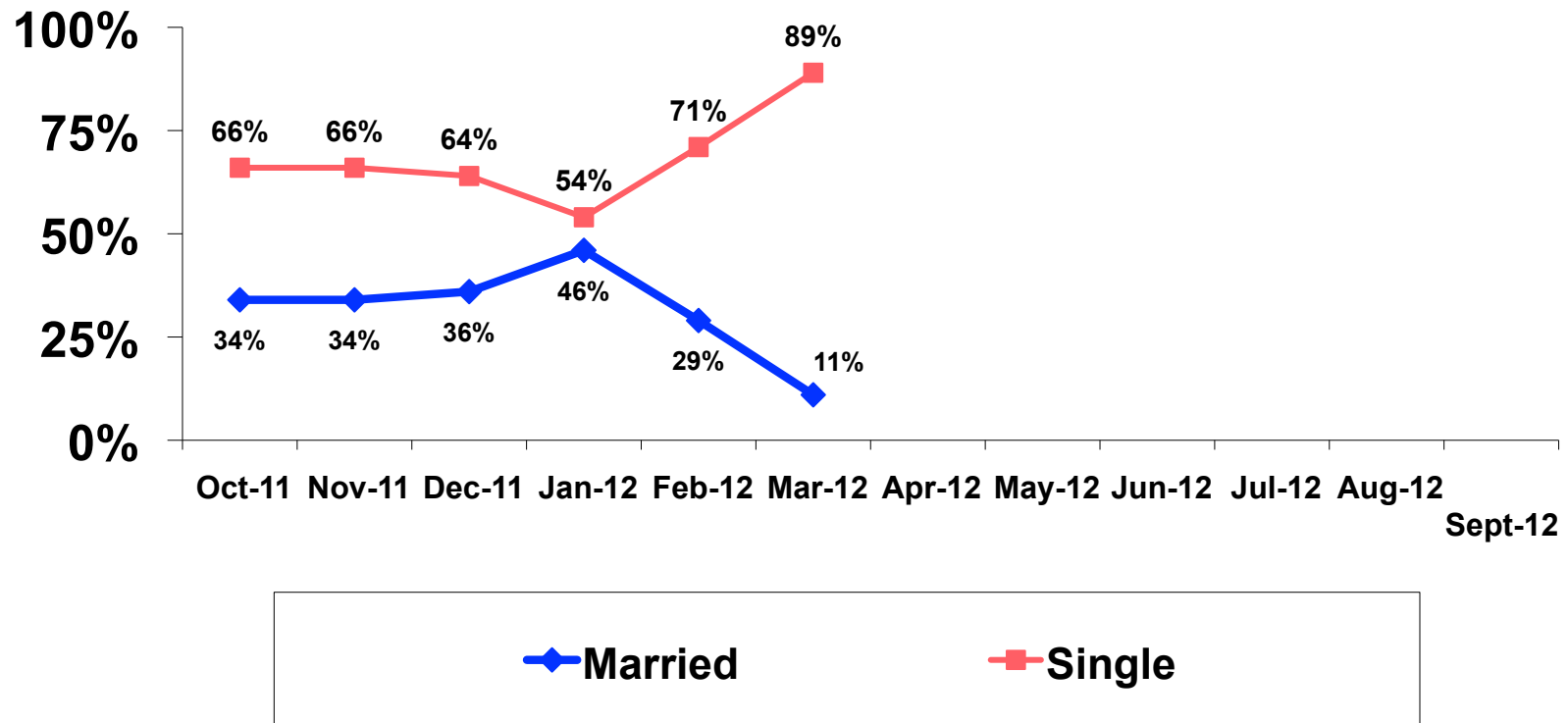
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

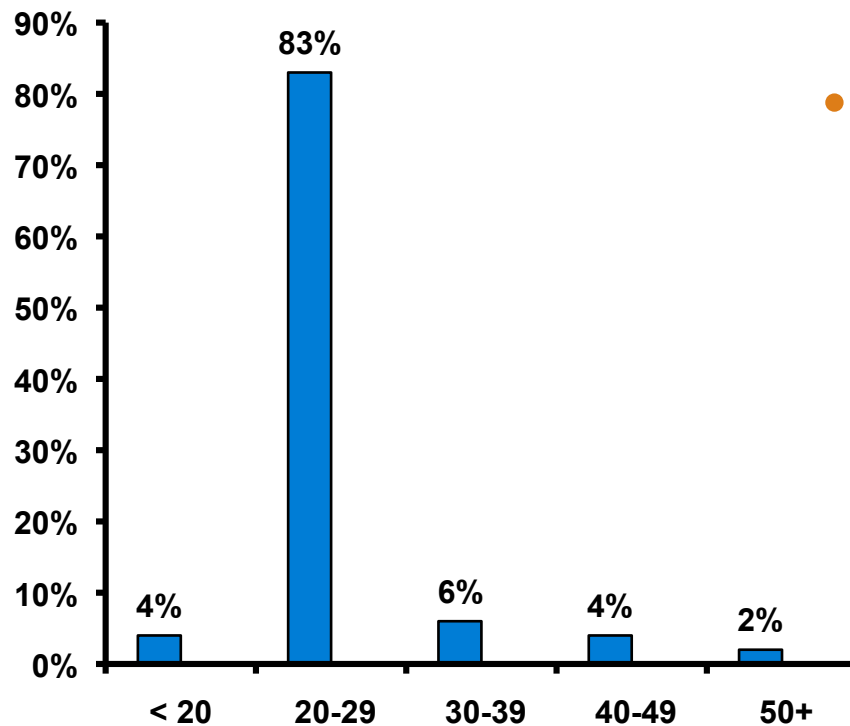


- 92% of 1st time visitors are single

Marital Status

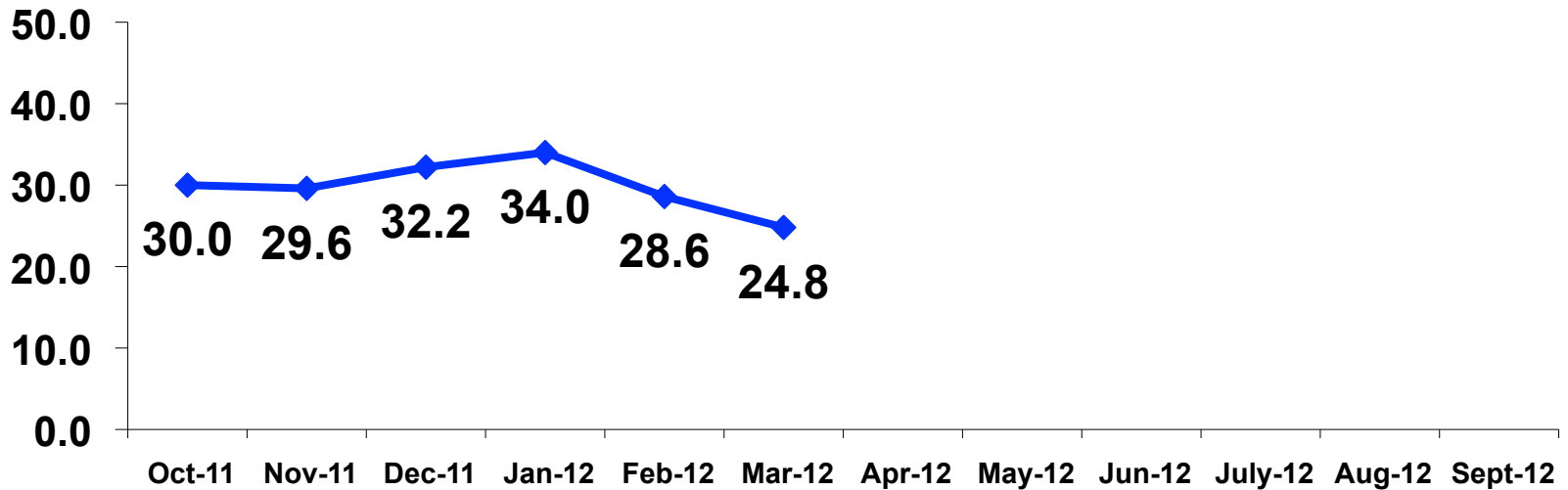


Age - Overall

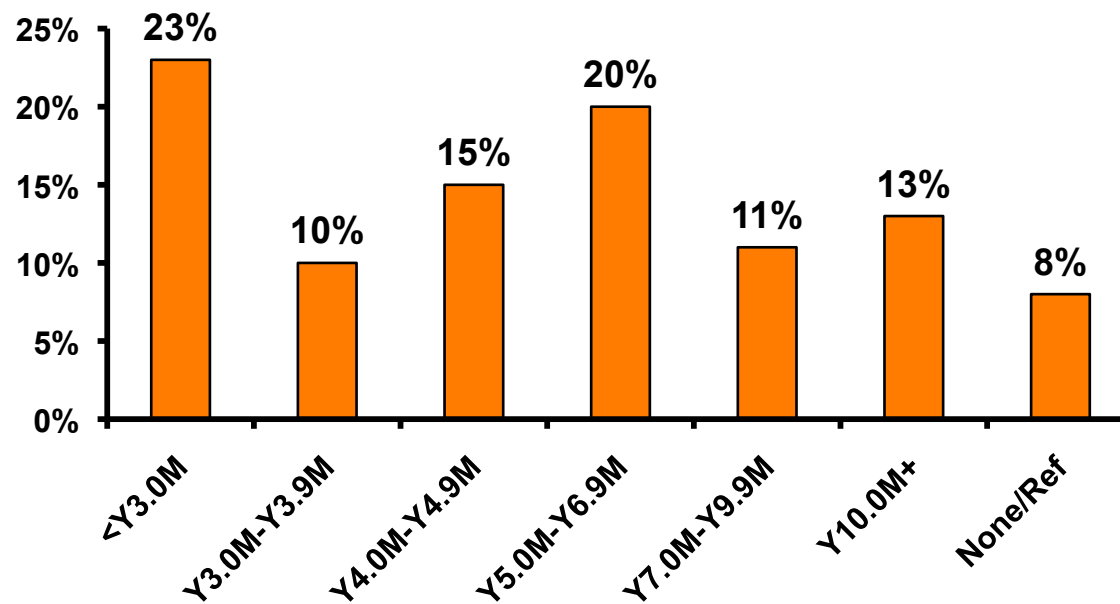


- The average age of the respondents is 24.8 years of age.

Average Age

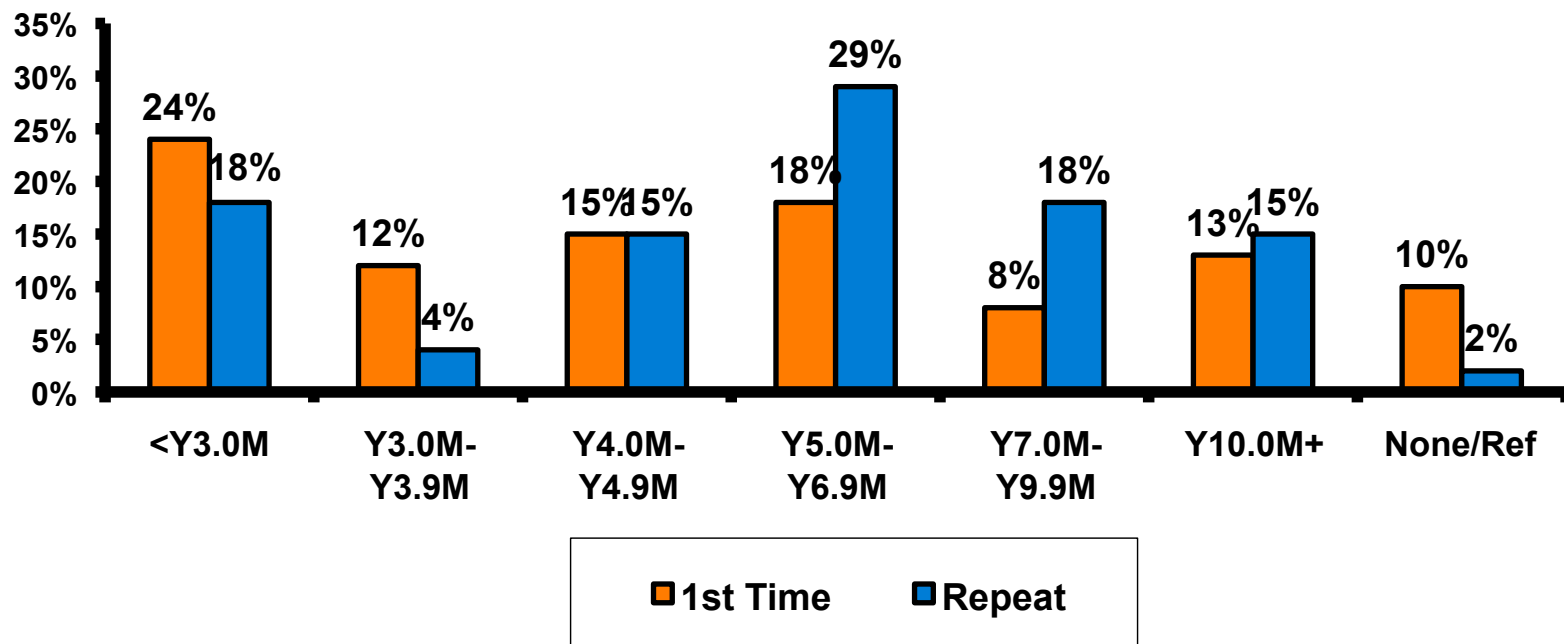


Personal Income



• ¥83.39=\$1

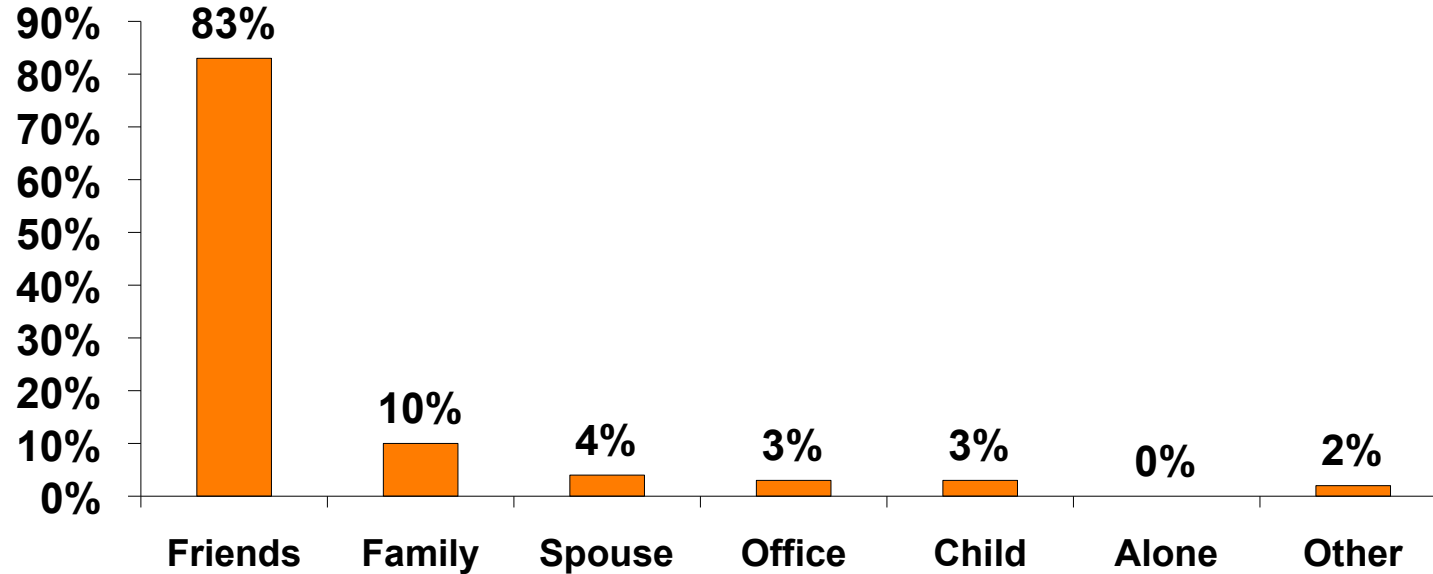
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	53	32	21	2	51			
		23%	27%	19%	40%	27%			
Y3.0M-Y3.9M	Count	23	10	13		19	3		1
		10%	8%	12%		10%	14%		17%
Y4.0M-Y4.9M	Count	34	12	22		24	6	2	1
		15%	10%	19%		13%	29%	17%	17%
Y5.0M-Y6.9M	Count	47	26	21		33	8	5	1
		20%	22%	19%		18%	38%	42%	17%
Y7.0M-Y9.9M	Count	25	16	9		19	2	3	1
		11%	13%	8%		10%	10%	25%	17%
Y10.0M+	Count	31	14	17	3	22	2	2	2
		13%	12%	15%	60%	12%	10%	17%	33%
No Inc	Count	19	9	10		19			
		8%	8%	9%		10%			
Total	Count	232	119	113	5	187	21	12	6

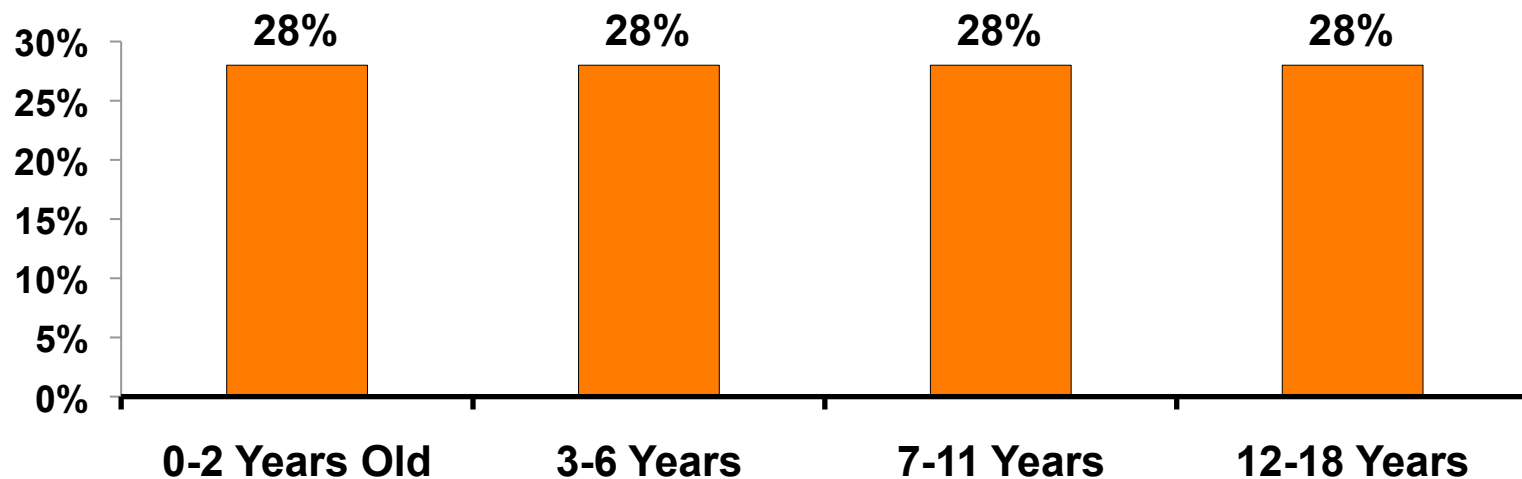
Travel Companions



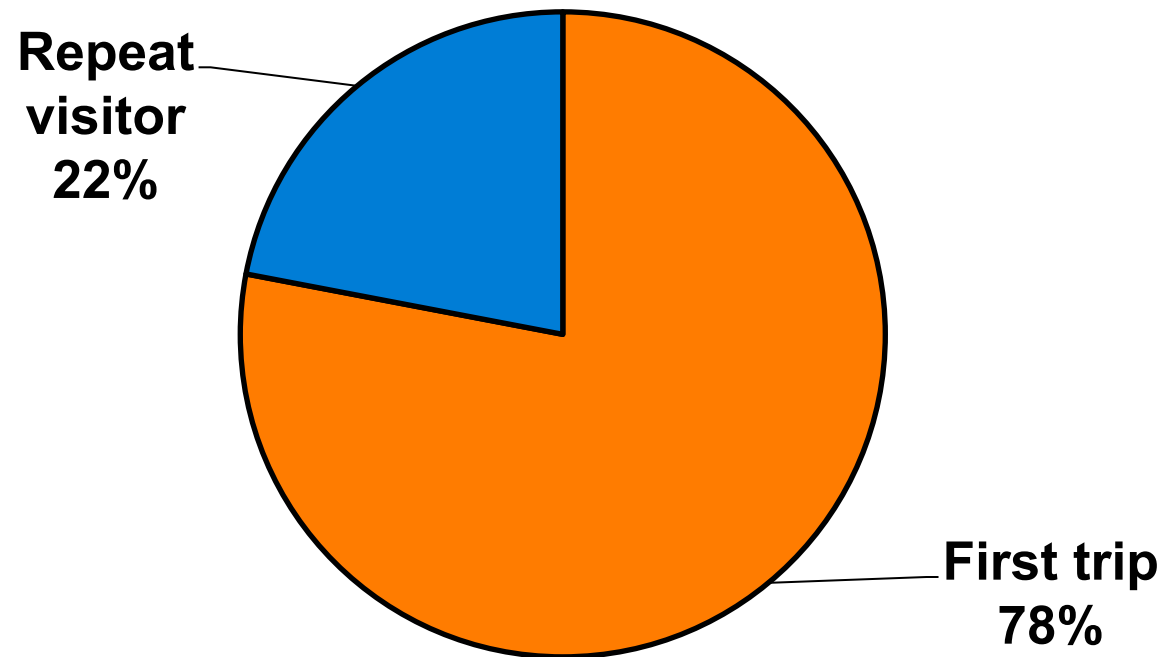
Number of Children Travel Party

N=11 total respondents traveling with children.

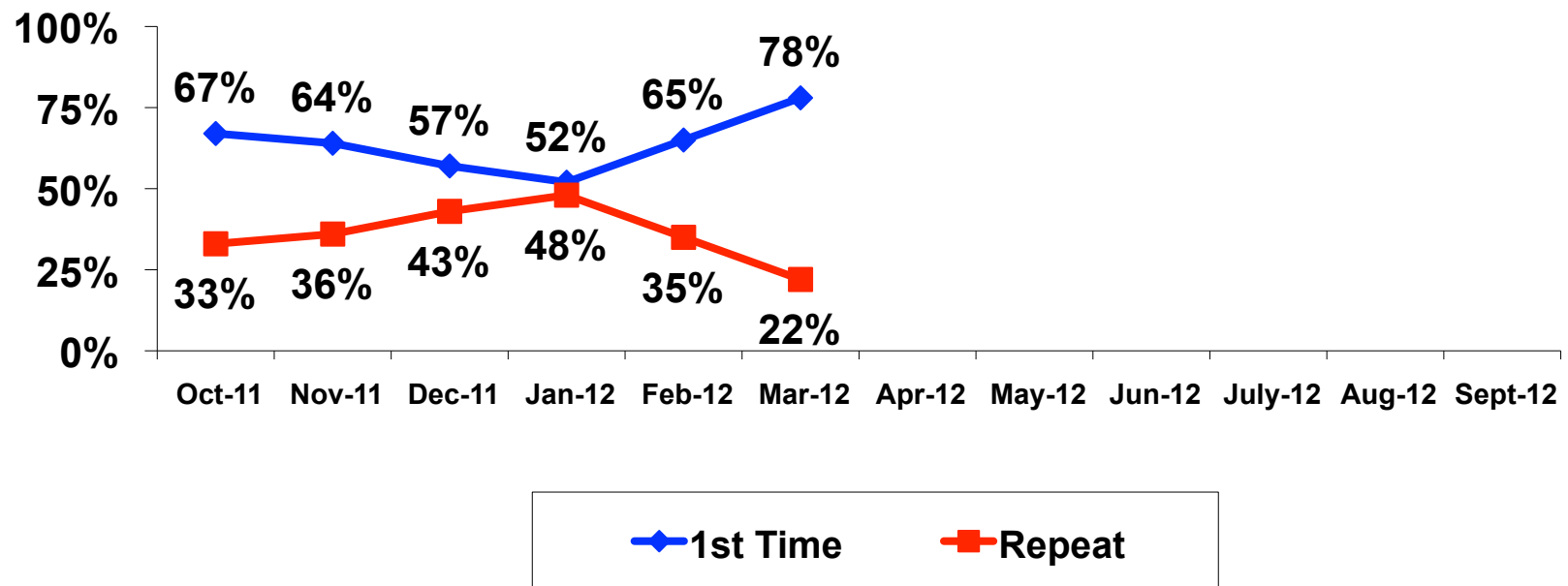
(Of those N=11 respondents, there is a total of 14 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



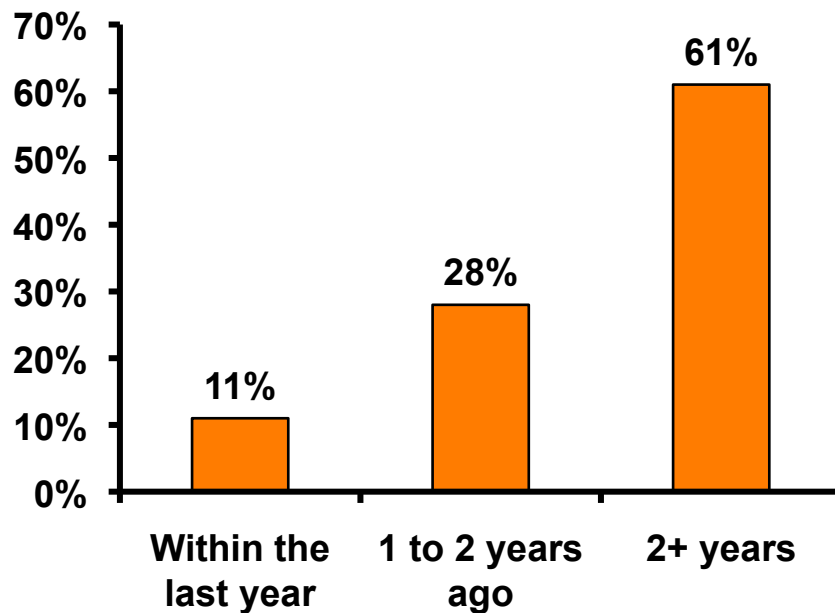
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	162	129	33
			49%	50%	46%
	Female	Count	166	127	39
			51%	50%	54%
Total		Count	328	256	72
AGE	<20	Count	13	9	4
			4%	4%	6%
	20-29	Count	273	233	40
			83%	91%	56%
	30-39	Count	21	8	13
			6%	3%	18%
	40-49	Count	14	4	10
		4%	2%	14%	
	50+	Count	6	2	4
			2%	1%	6%
Total		Count	327	256	71

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

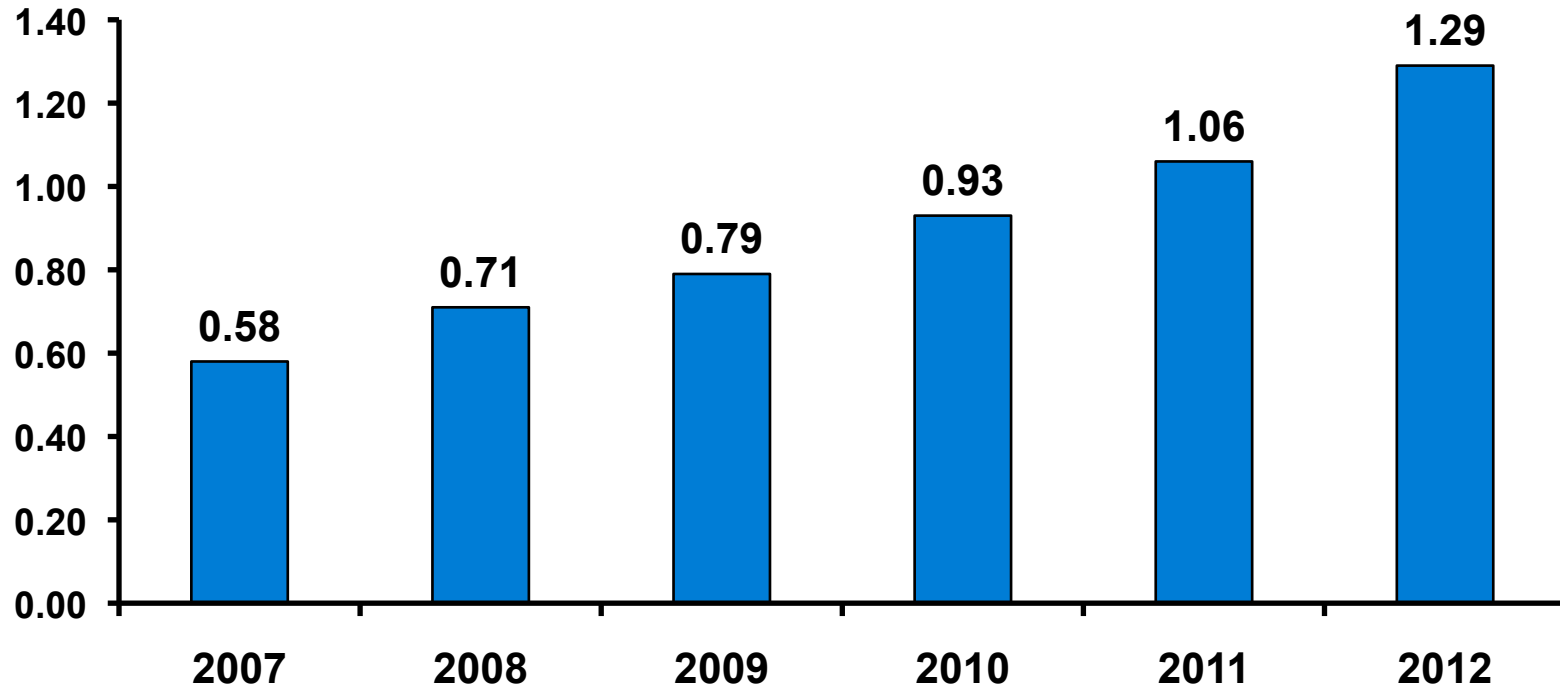
Repeat Visitors Last Trip

n = 71



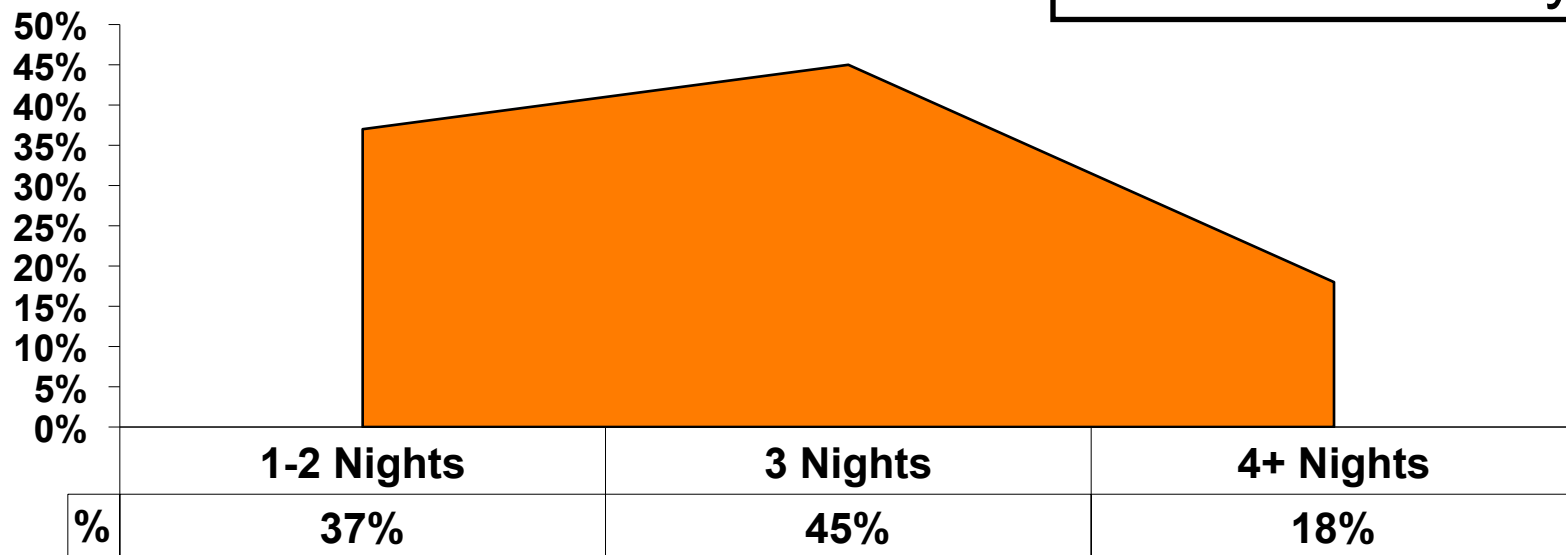
- The average repeat visitor has been to Guam 2.3 times.
- More than half of the repeat visitors have been to Guam within the last 2 years.

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

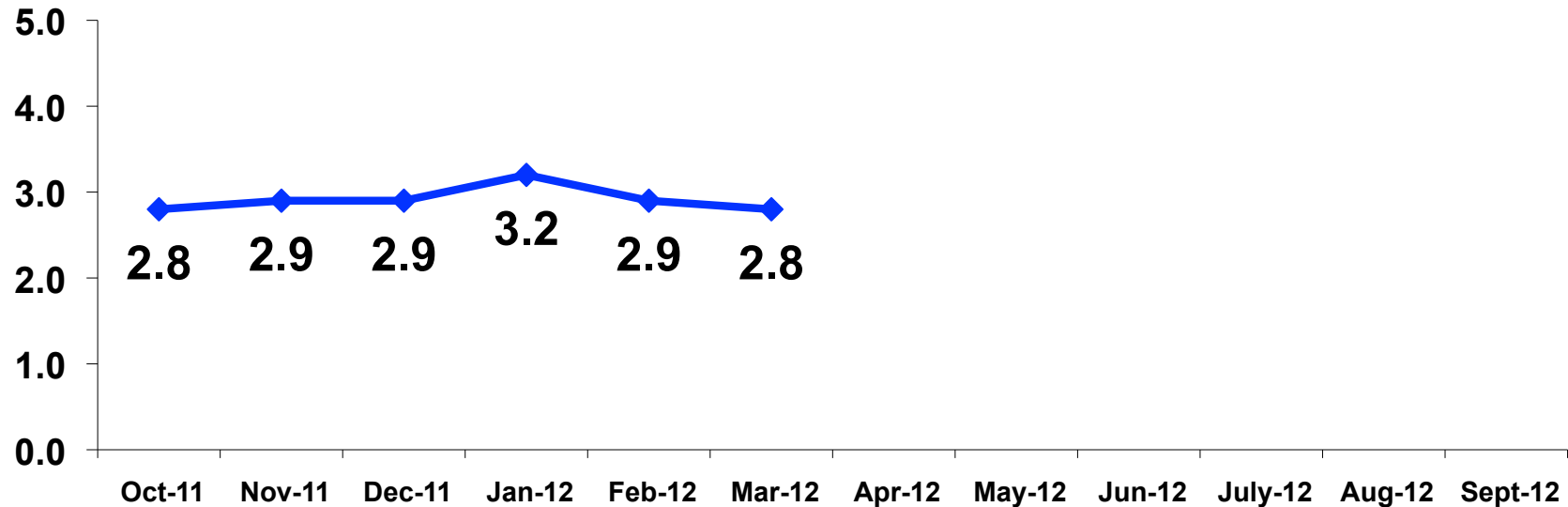


Length of Stay

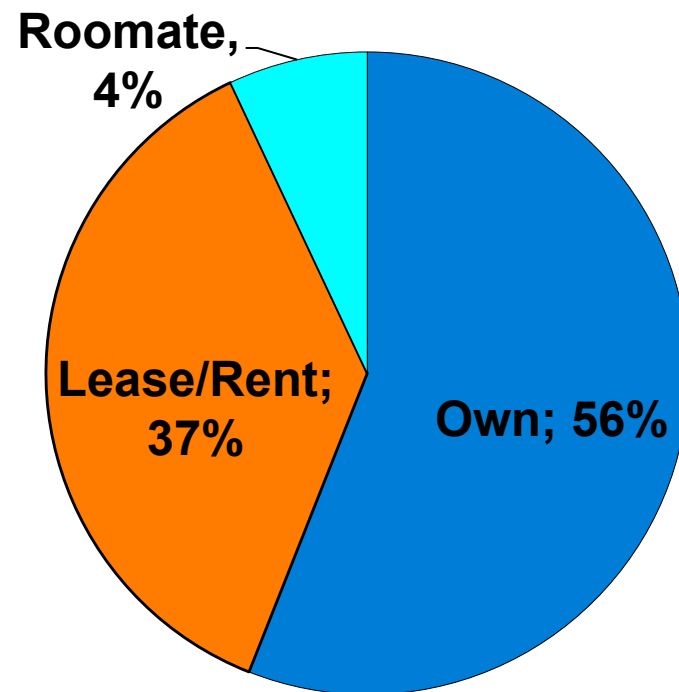
Mean = 2.80 Days
Median = 3.0 Days



Average Length of Stay



Living Accommodations

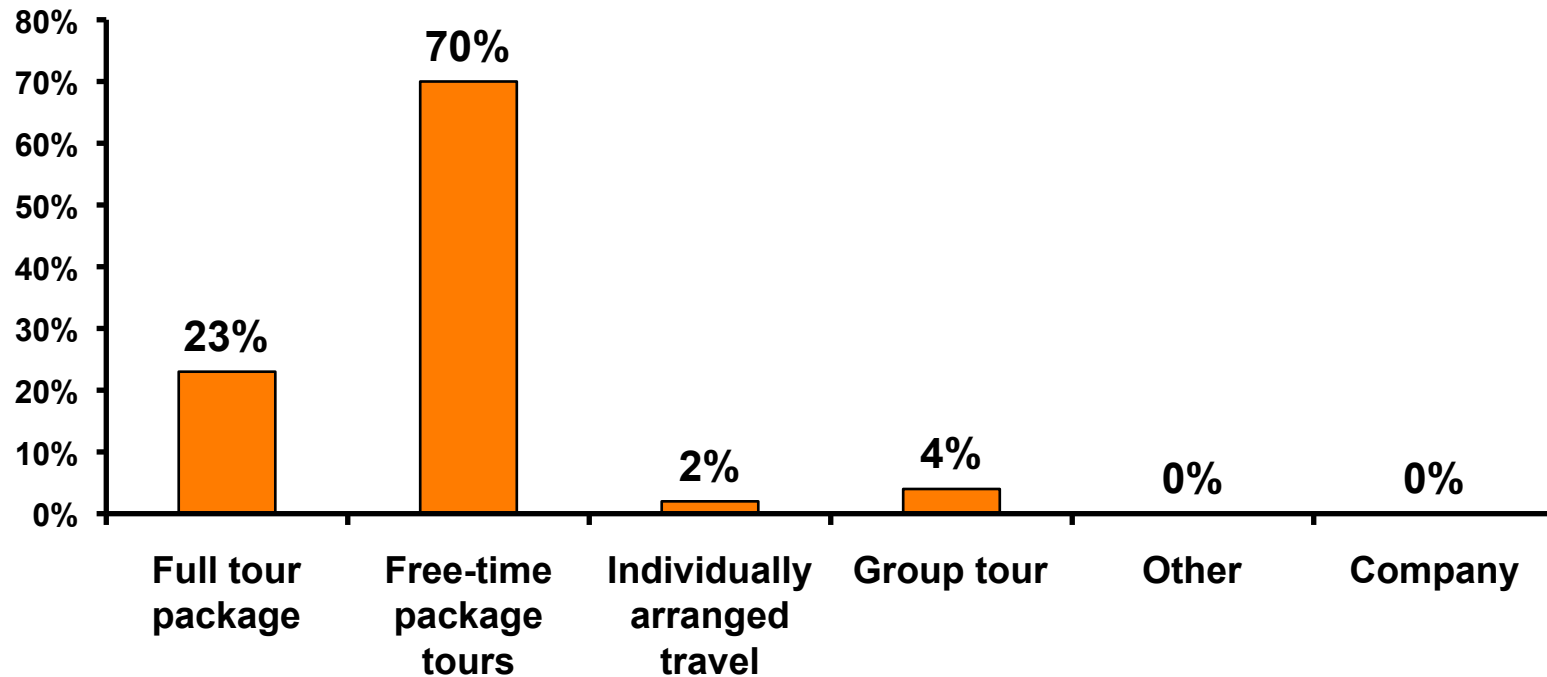


Occupation by Income

		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	Student	71%	85%	48%	35%	60%	56%	65%	95%
	Co. Employee: Office Worker Non-Managerial	8%	6%	17%	21%	4%	12%	6%	
	Co. Employee: Engineer	6%	6%	22%	12%	6%	8%	10%	
	Co. Employee: Salesperson	4%		4%	12%	11%	4%	6%	
	Professional or Specialist	2%			6%	6%	4%	3%	
	Self Employed	2%			3%	6%	4%		5%
	Other	1%			3%	2%	4%		
	Government Employee: Office Worker Non-Managerial	1%			6%	2%			
	Co. Employee: Manager	1%						6%	
	Skilled Worker	1%	2%	4%					
	Homemaker	1%					8%		
	Retired	1%		4%	3%				
	Freeter	1%	2%						
	Teacher	0%				2%			
	Free-lancer	0%						3%	
Total	Count	321	53	23	34	47	25	31	19

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

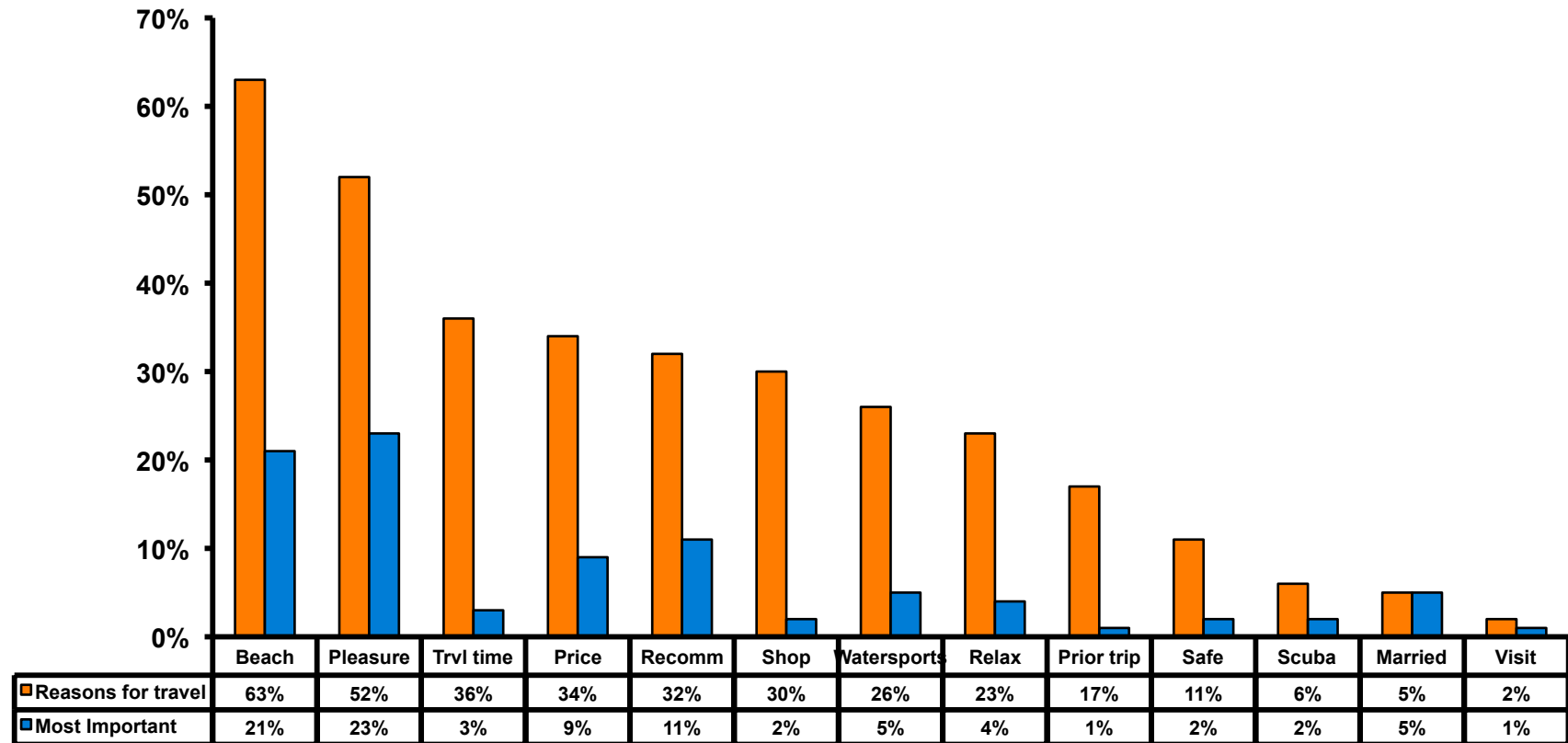


Accommodation by Income

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	17%	25%	9%	24%	19%	4%	6%	32%	
Bayview Hotel	10%	6%	4%	3%	11%	8%	23%	15%	
Guam Reef Hotel	9%	8%	4%	9%	4%	28%	6%	11%	
Royal Orchid Guam	9%	17%	9%	12%	2%	4%	6%	11%	
Oceanview Hotel	8%	8%	13%	3%	15%	4%	6%	11%	
Pacific Bay Hotel	4%	11%		3%	6%				
Outrigger Guam Resort	3%		9%	12%	2%	12%	3%		
Ramada Suites Guam	4%	2%	4%	6%	4%	4%	3%		
Pacific Islands Club PIC	3%		13%	3%	6%		10%		
Holiday Resort Guam	4%	2%		3%	2%		10%	11%	
Grand Plaza Hotel	3%	4%		6%		4%	3%	5%	
Hilton Guam Resort & Spa	3%	4%	4%	3%	6%		3%		
Hotel Sane Fe	3%	2%	4%		4%	8%			
Onward Beach Resort	3%		4%		4%	8%	3%		
Fiesta Resort Guam	2%		9%	3%	2%			5%	
Sheraton Laguna Resort	2%	2%		3%	2%		3%		
Leo Palace Resort	2%	6%	4%						
The Westin Resort Guam	2%		4%	6%	2%		3%		
Guam Marriott Resort Hotel	2%	4%			2%		3%		
Hyatt Regency Guam	1%			3%	2%	4%			
Hotel Nikko Guam	2%		4%			4%			
Tumon Bay Capital Hotel	1%	2%			2%		3%		
Days Inn Tamuning	1%					4%	3%		
Other	1%								
Guam Aurora Resort Villa & Spa	0%					4%			
Total	Count	328	53	23	34	47	25	31	19

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

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	63%	85%	63%	57%	57%	50%	59%	68%
Pleasure	52%	85%	54%	33%	43%	17%	48%	57%
Short travel time	36%	38%	33%	57%	57%	17%	30%	42%
Price of the tour package	34%	31%	35%	29%	36%	33%	31%	37%
Recommendation of friend, relative, travel agency	32%	46%	33%	24%	14%	33%	32%	31%
Shopping	30%	38%	30%	19%	43%	33%	25%	36%
Water sports	26%	23%	27%	14%	21%	17%	22%	30%
Just to relax	23%	8%	25%	19%	29%		20%	27%
A previous visit	17%	15%	11%	52%	64%	50%	16%	18%
It is a safe place to spend a vacation	11%	23%	10%	5%	21%	17%	12%	10%
Other	9%		10%	14%			7%	11%
SCUBA diving	6%	8%	5%	10%	21%		7%	4%
To get married or Attend wedding	5%		3%	10%		67%	2%	7%
To visit friends or relatives	2%		2%		7%	17%	4%	1%
Honeymoon	2%		1%	5%			2%	1%
Company or Business trip	1%		1%	10%			1%	2%
To golf	1%		0%			33%	2%	
Promotional materials from GVB	1%		1%				2%	
Special promotion	1%		1%					2%
Organized Sporting Activity	1%		1%				1%	
Convention, Conference, Trade show	0%		0%				1%	
Total Cases	328	13	273	21	14	6	162	166

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	63%	58%	61%	74%	53%	48%	74%	53%
Pleasure	52%	51%	52%	53%	47%	52%	65%	42%
Short travel time	36%	30%	30%	50%	36%	48%	32%	21%
Price of the tour package	34%	42%	30%	29%	28%	36%	32%	47%
Recommendation of friend, relative, travel agency	32%	36%	22%	29%	47%	32%	32%	15%
Shopping	30%	21%	26%	44%	28%	24%	42%	25%
Water sports	26%	19%	35%	15%	23%	24%	35%	32%
Just to relax	23%	25%	9%	32%	21%	24%	35%	25%
A previous visit	17%	13%	9%	18%	30%	32%	19%	5%
It is a safe place to spend a vacation	11%	9%	9%	9%	9%	16%	13%	5%
Other	9%	6%	13%	6%	11%	16%	10%	21%
SCUBA diving	6%	9%		12%	4%	8%	6%	
To get married or Attend wedding	5%	4%	13%	15%	6%	4%	3%	
To visit friends or relatives	2%			9%		8%		5%
Honeymoon	2%	2%	13%		2%			
To golf	1%		4%	3%		8%		
Company or Business trip	1%		4%		2%	4%		
Special promotion	1%	2%		3%				
Promotional materials from GVB	1%							
Organized Sporting Activity	1%		4%					
Convention, Conference, Trade show	0%							
Total Cases	328	53	23	34	47	25	31	19

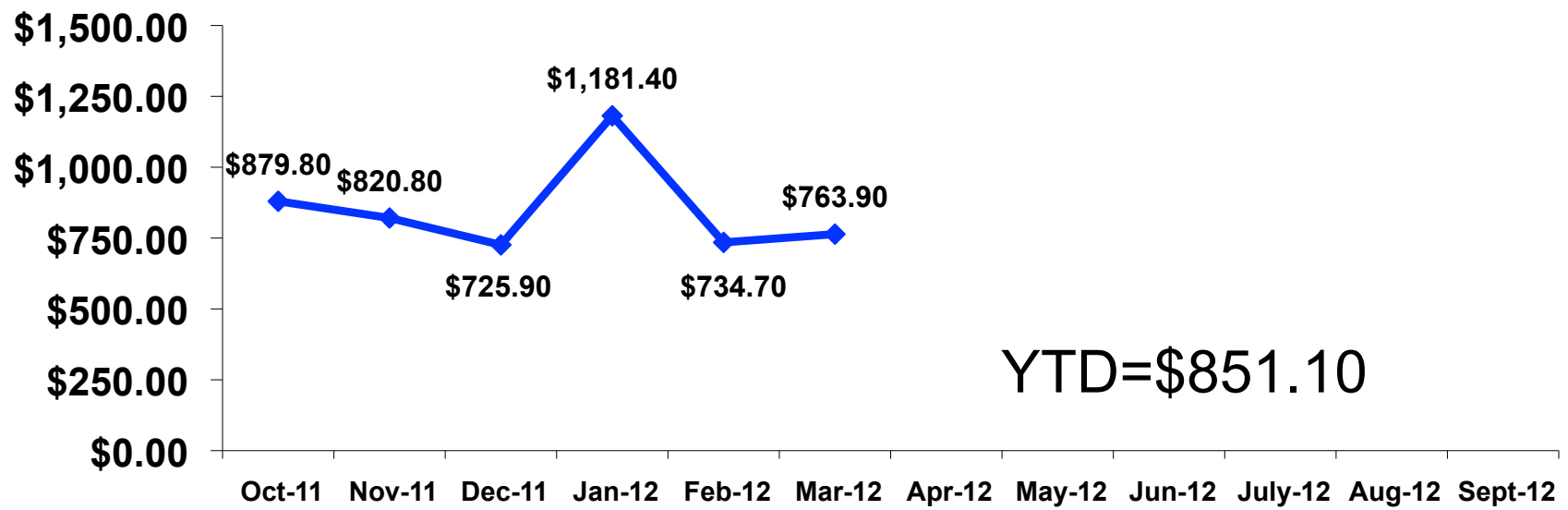
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥83.39/US\$1

- \$1,151.50 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$8,154 = maximum (highest amount recorded for the entire sample)
- \$763.90 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

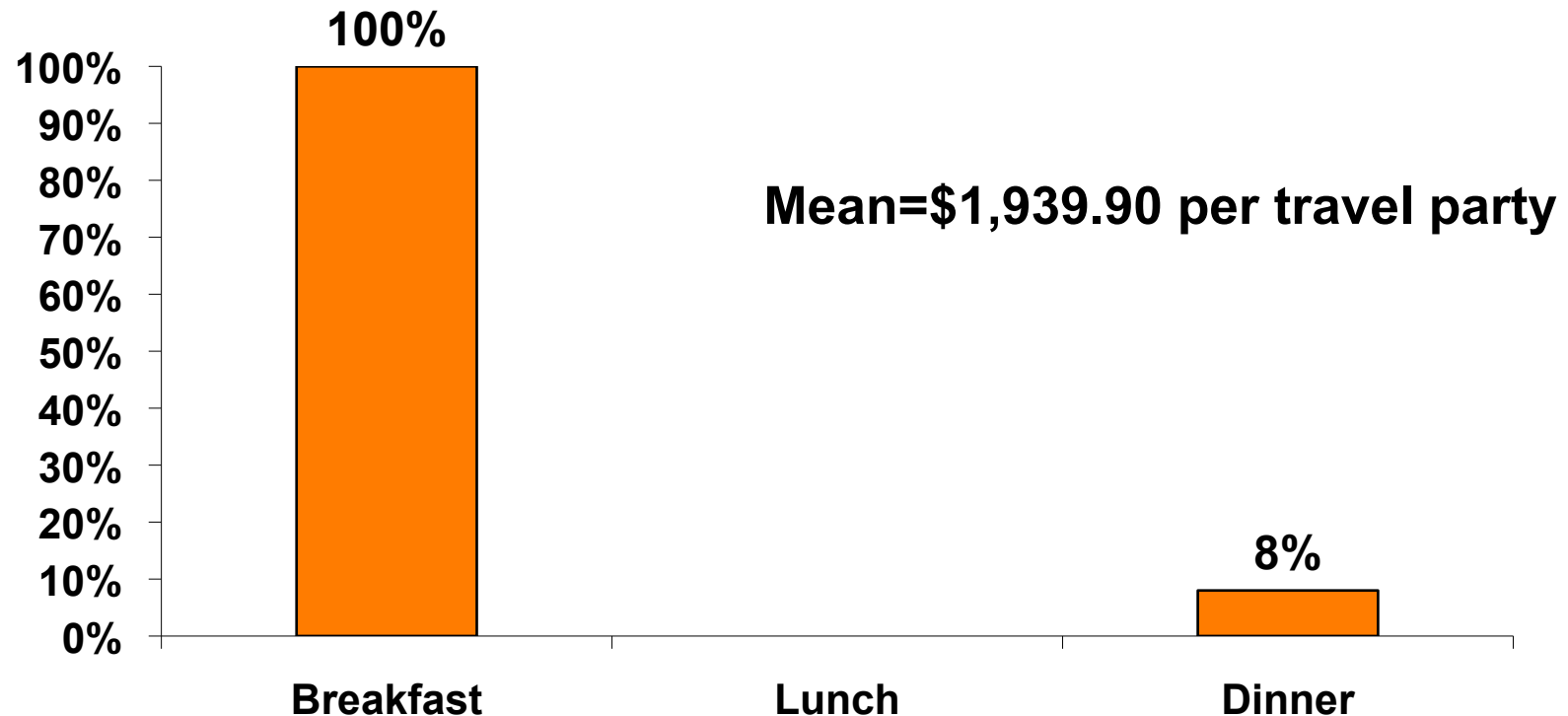
¥83.39=\$1

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

	MEAN \$
Air & Accommodation package only	\$1,120.30
Air & Accommodation w/ daily meal package	\$1,939.90
Air only	\$873.70
Accommodation only	\$801.10
Accommodation w/ daily meal only	\$1,558.90
Food & Beverages in Hotel	\$179.90
Ground transportation- Japan	\$125.90
Ground transportation- Guam	\$89.20
Optional tours/ activities	\$224.20
Other expenses	\$134.70
Total Prepaid	\$1,151.50

Prepaid Meal Breakdown

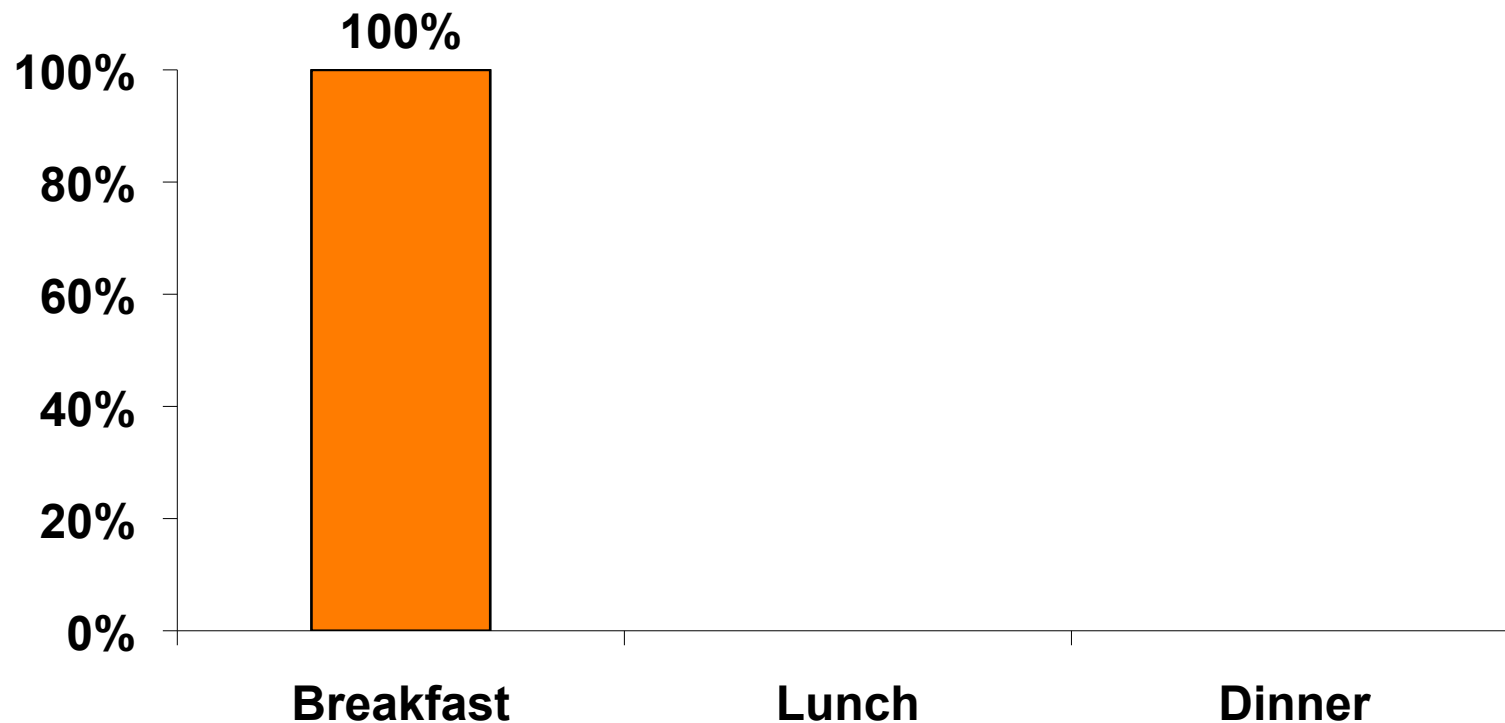
Air/ Accommodations with Daily Meal Package
n=13



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

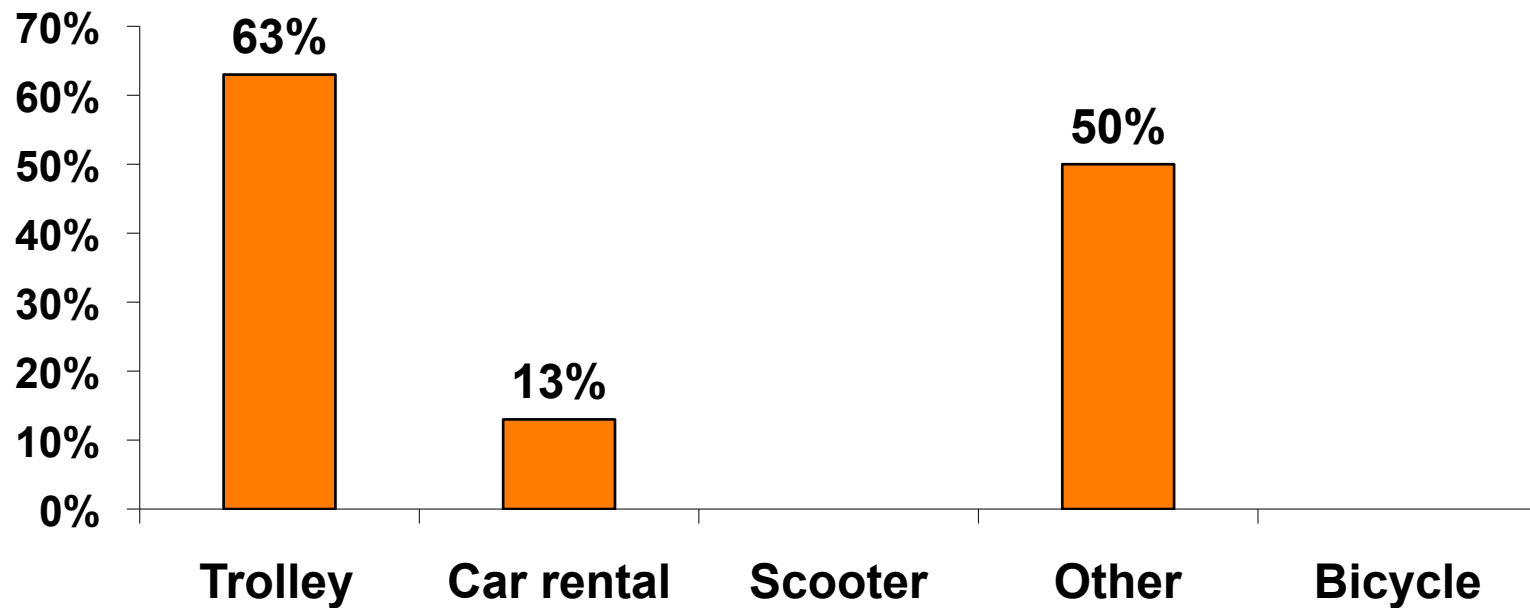
n=1



Mean=\$1,558.90 per travel party

Prepaid Ground Transportation

n=8

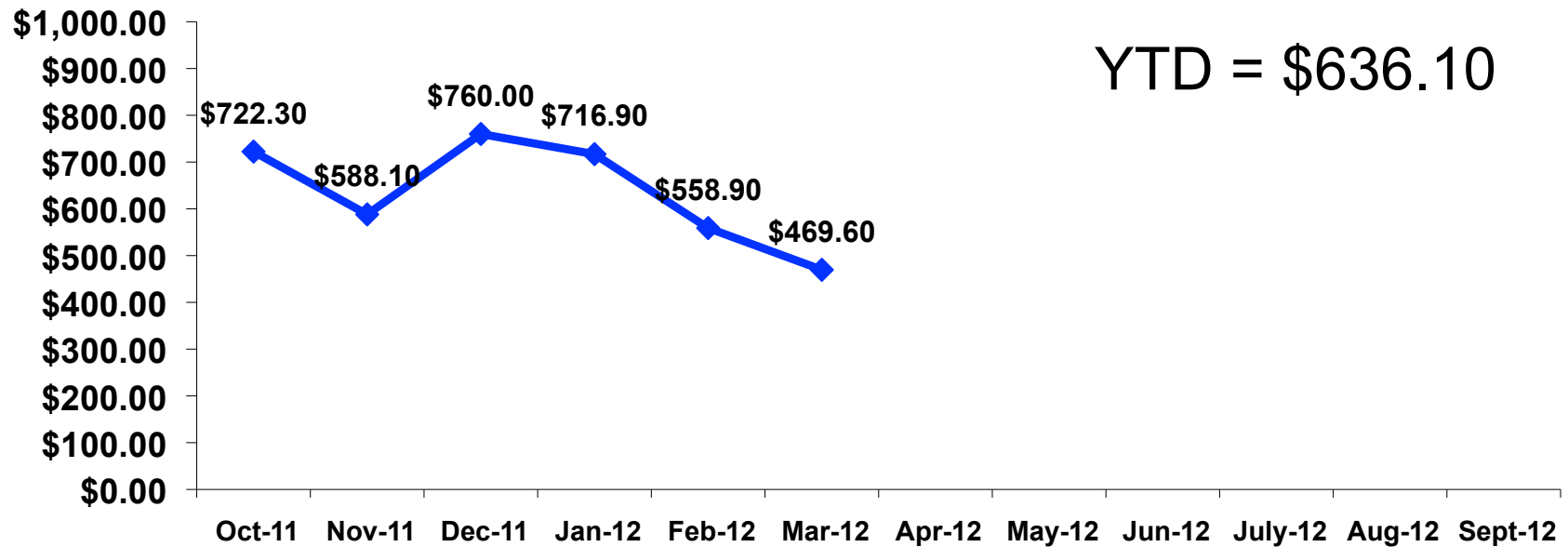


Mean=\$89.20 per travel party

On-Island Expenditures

- \$566.50 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,470 = Maximum (highest amount recorded for the entire sample)
- \$469.60 = overall mean average per person on-island expenditure

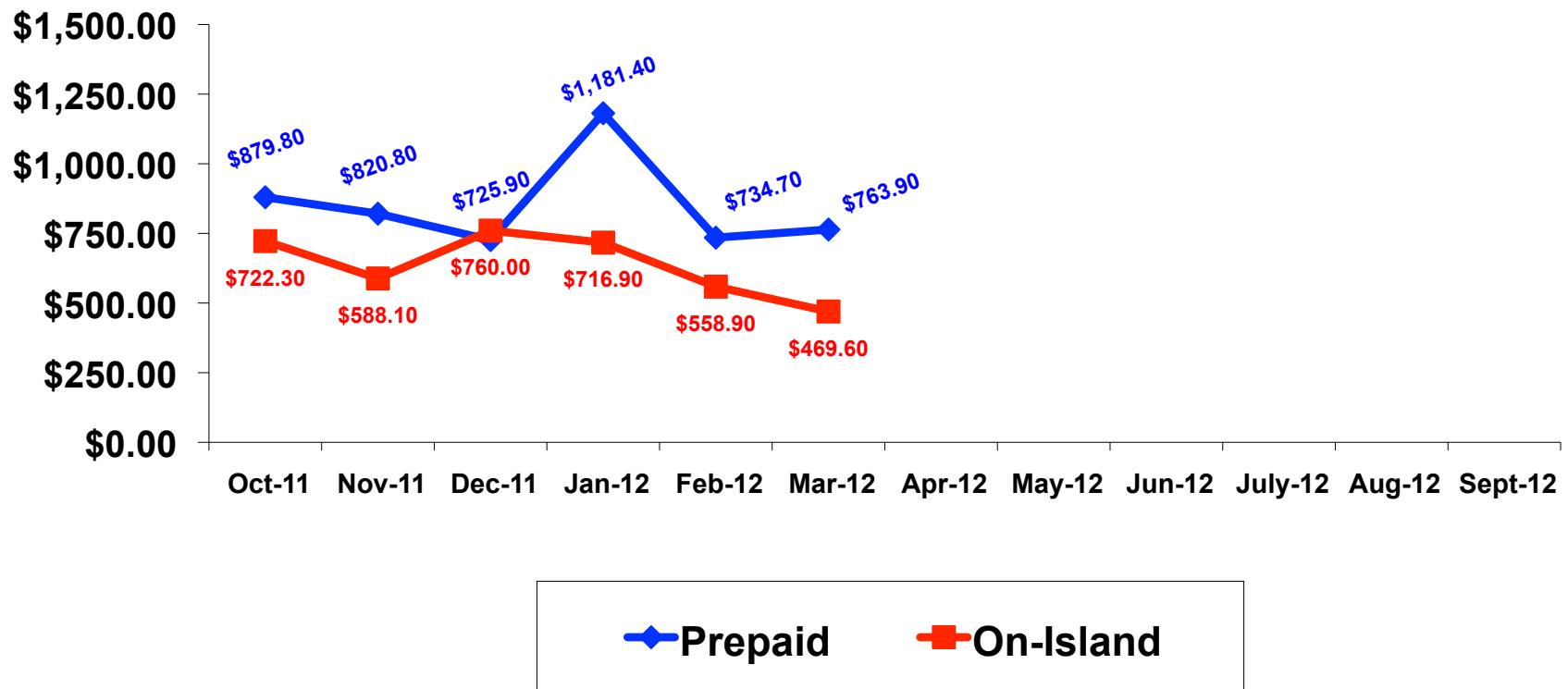
On-Island Expenditures Per Person



Prepaid/On-Island Expenditures Per Person

Prepaid YTD = \$851.10

On-Island YTD = \$636.10



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	\$566.55	\$609.32	\$525.06	\$600.00	\$536.99	\$810.88	\$1,083.64	\$1,300.00	\$608.27	\$500.65	\$455.38	\$586.67	\$2,100.00
Median	\$440	\$450	\$409	\$600	\$400	\$700	\$800	\$1,250	\$501	\$400	\$450	\$800	\$2,100

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$21.54	\$27.16	\$16.05	\$9.23	\$14.69	\$45.71	\$20.71	\$265.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$45
F&B-FF REST/CONV	Mean	\$22.92	\$28.01	\$17.98	\$5.46	\$20.70	\$17.29	\$75.71	\$45.00
	Median	\$10	\$10	\$5	\$4	\$10	\$10	\$45	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$56.10	\$68.93	\$43.66	\$33.31	\$45.08	\$84.29	\$97.14	\$420.00
	Median	\$24	\$30	\$20	\$0	\$20	\$80	\$45	\$310
OPTIONAL TOUR	Mean	\$65.24	\$77.45	\$53.40	\$44.00	\$64.57	\$45.00	\$137.50	\$0.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$50	\$0
GIFT/ SOUV-SELF	Mean	\$124.42	\$112.39	\$136.08	\$123.08	\$110.06	\$213.71	\$253.57	\$176.67
	Median	\$30	\$0	\$50	\$100	\$30	\$60	\$190	\$0
GIFT/SOUV- F&F AT HOME	Mean	\$81.68	\$72.66	\$90.42	\$55.92	\$74.76	\$94.57	\$136.43	\$258.33
	Median	\$40	\$30	\$50	\$50	\$40	\$50	\$30	\$25
LOCAL TRANS	Mean	\$10.81	\$13.89	\$7.83	\$9.85	\$8.14	\$20.00	\$46.79	\$20.00
	Median	\$0	\$0	\$0	\$10	\$0	\$0	\$5	\$0
OTHER EXP	Mean	\$186.12	\$211.32	\$161.68	\$326.15	\$185.39	\$44.52	\$209.29	\$381.67
	Median	\$29	\$68	\$0	\$220	\$39	\$0	\$0	\$245
TOTAL ON ISLAND	Mean	\$566.55	\$609.32	\$525.06	\$607.00	\$518.69	\$590.81	\$977.14	\$1,566.67
	Median	\$440	\$450	\$409	\$550	\$400	\$500	\$800	\$1,350

On-Island Expenditures

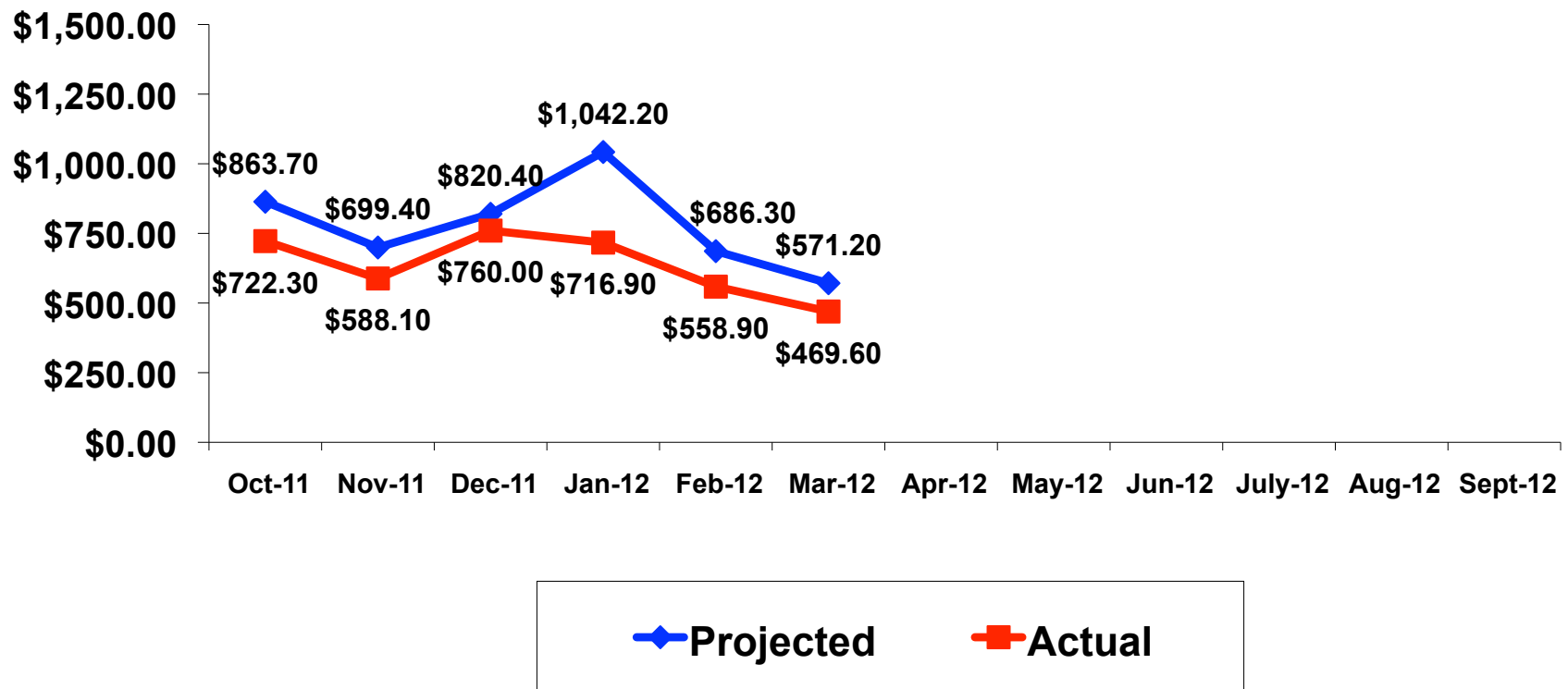
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$19.32	\$29.33
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$20.38	\$31.93
	Median	\$10	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$49.87	\$78.18
	Median	\$23	\$30
OPTIONAL TOUR	Mean	\$59.70	\$84.88
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$115.05	\$157.57
	Median	\$30	\$35
GIFT/ SOUV- F&F AT HOME	Mean	\$71.30	\$118.43
	Median	\$40	\$35
LOCAL TRANS	Mean	\$8.26	\$19.86
	Median	\$0	\$0
OTHER EXP	Mean	\$185.48	\$188.40
	Median	\$30	\$0
TOTAL ON ISLAND	Mean	\$529.54	\$697.61
	Median	\$400	\$500

Projected On-Island Expenditures

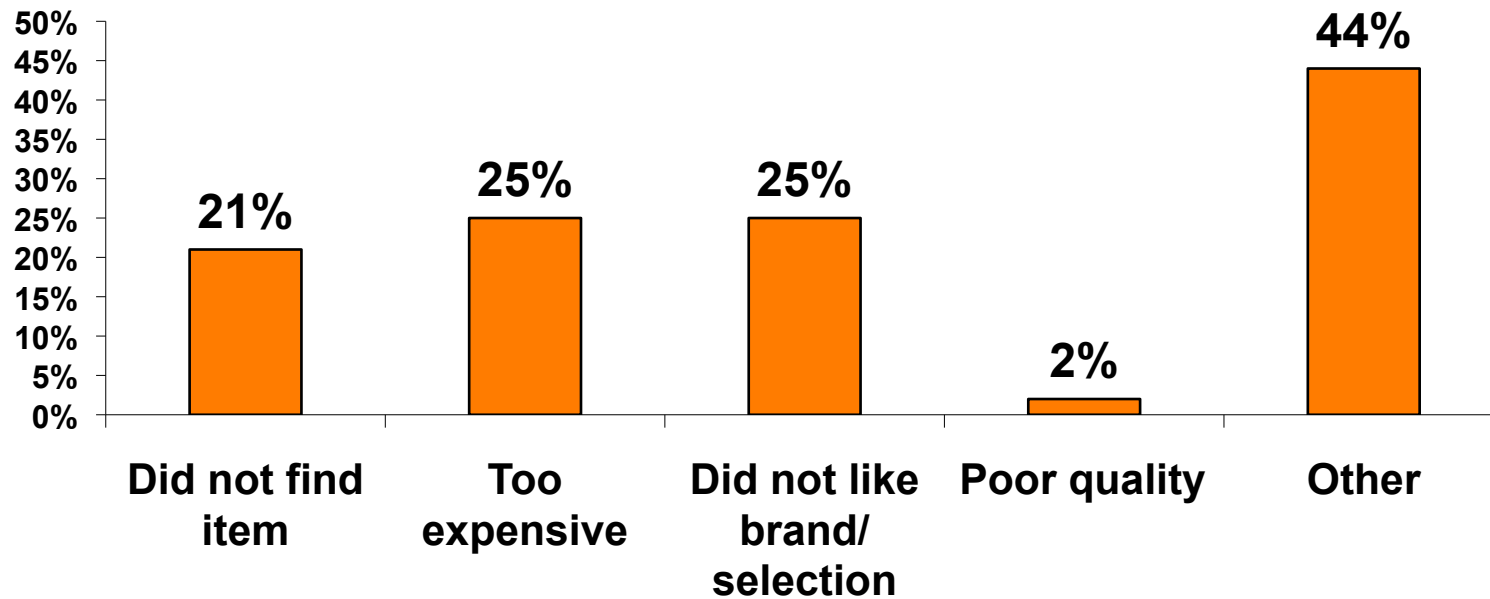
- \$571.20 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,000 = Maximum (highest amount recorded for the entire sample)

Projected On-Island Expenditures



Reasons for Spending Less

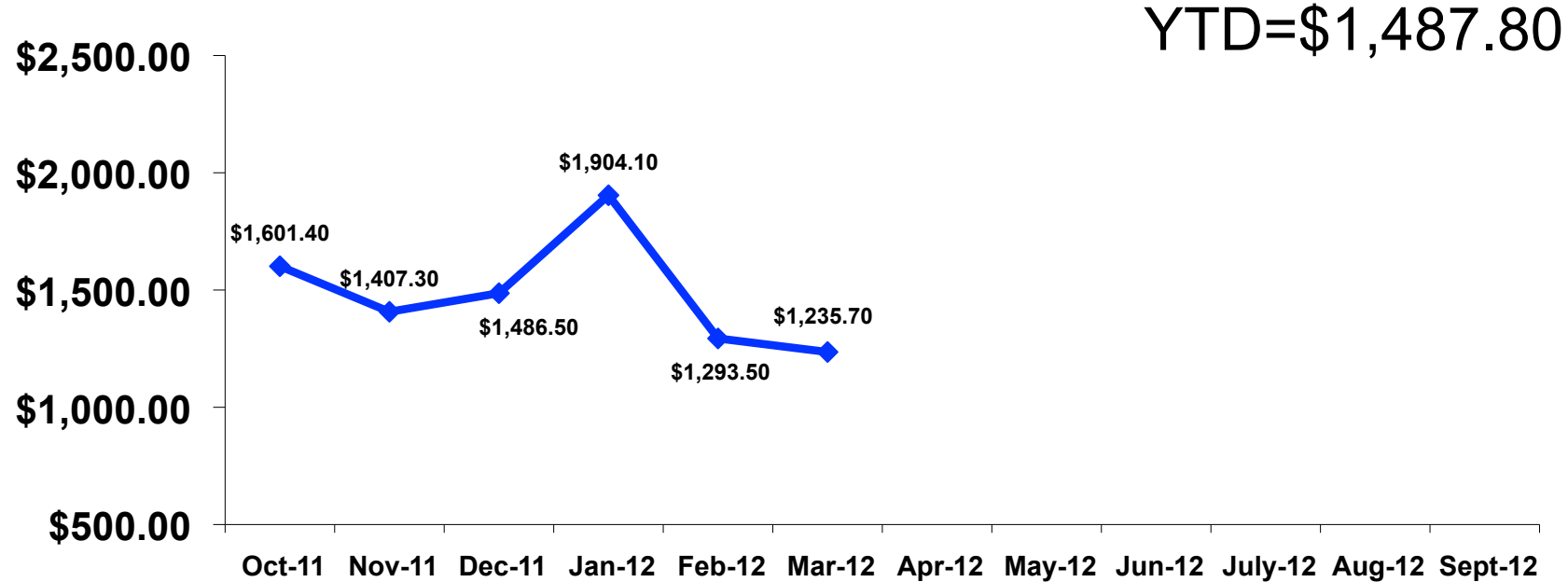
n=134



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,235.70 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,531 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person

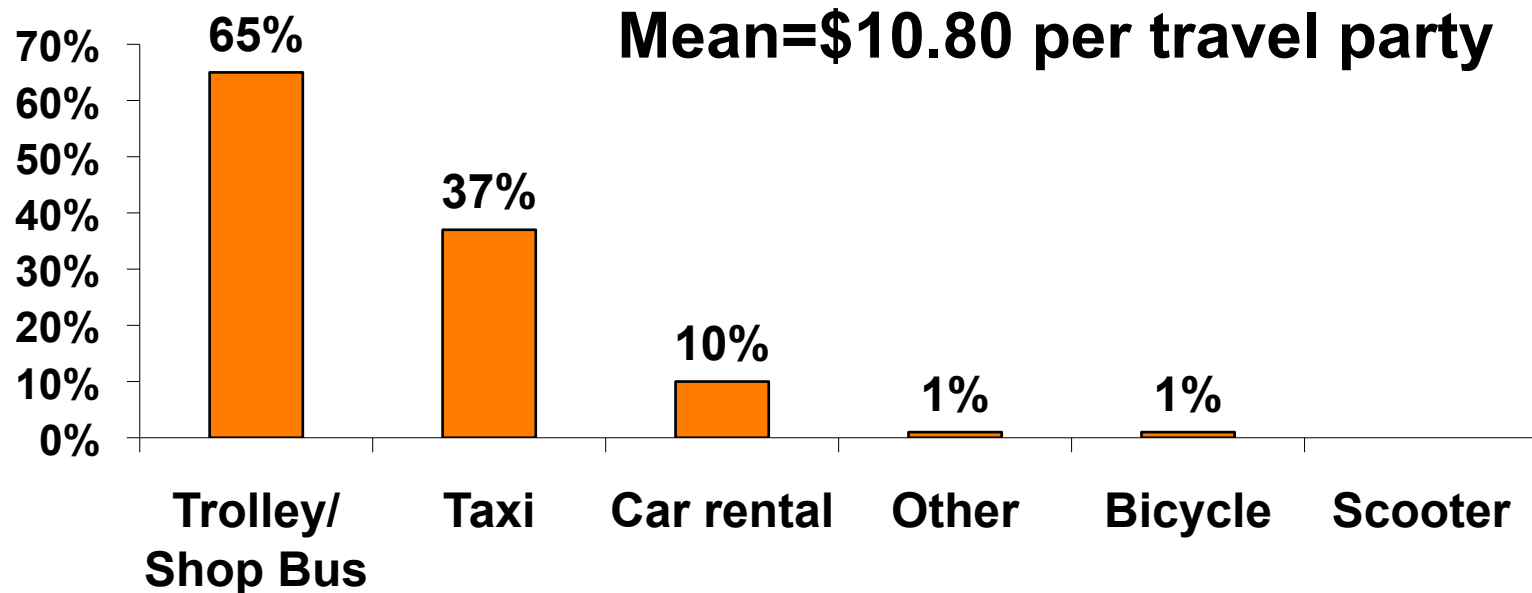


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$21.50
Food & beverage in fast food restaurant/ convenience store	\$22.90
Food & beverage at restaurants or drinking establishments outside a hotel	\$56.10
Optional tours and activities	\$65.20
Gifts/ souvenirs for yourself/companions	\$124.40
Gifts/ souvenirs for friends/family at home	\$81.70
Local transportation	\$10.80
Other expenses not covered	\$186.10
Average Total	\$566.50

Local Transportation

n=78



Guam Airport Expenditures

- \$19.40 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$400 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

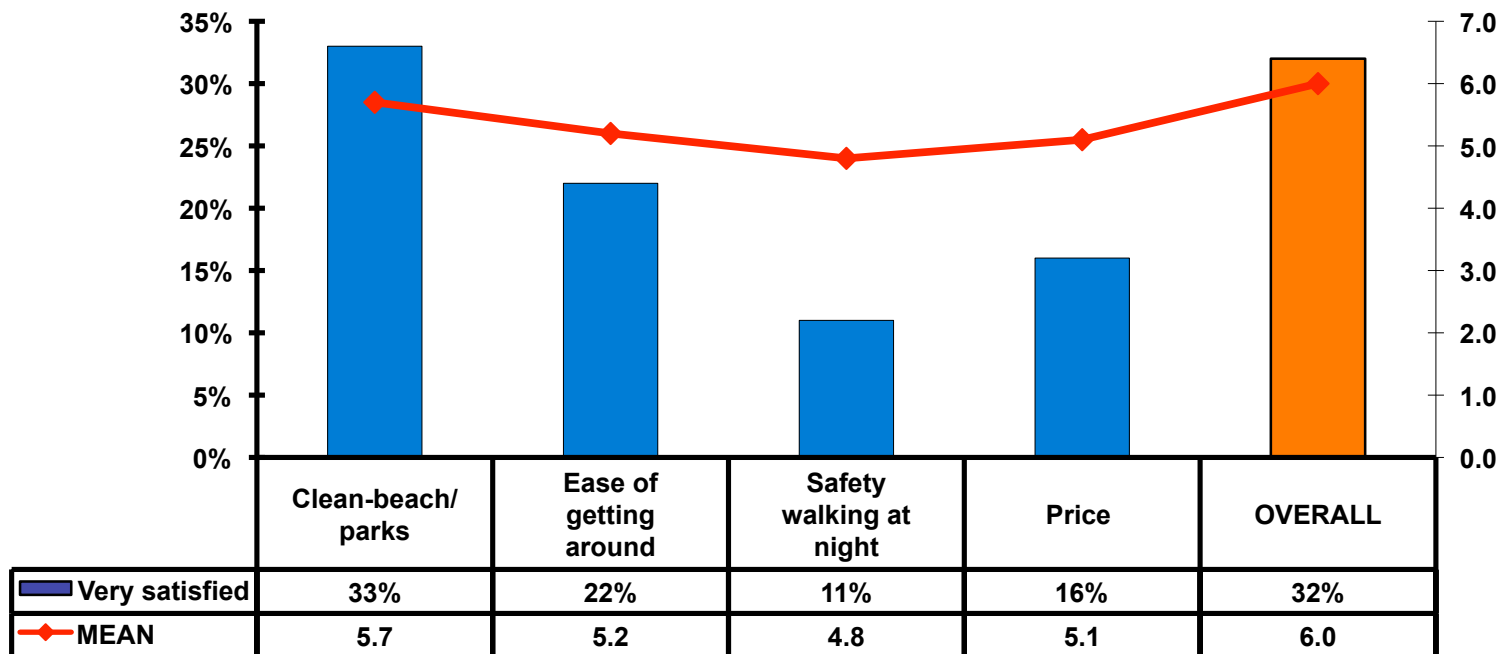
	MEAN \$
Food & Beverages	\$7.10
Gifts/Souvenirs Self	\$5.30
Gifts/Souvenirs Others	\$7.00
Total	\$19.40

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

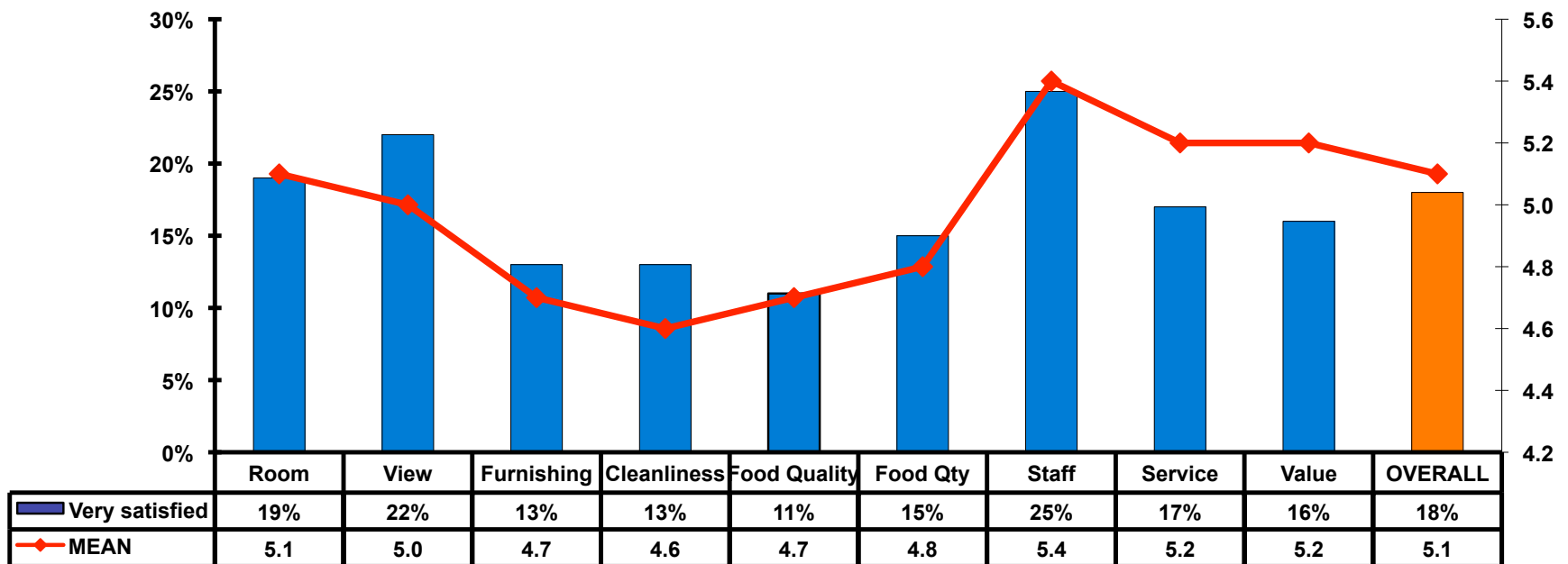
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

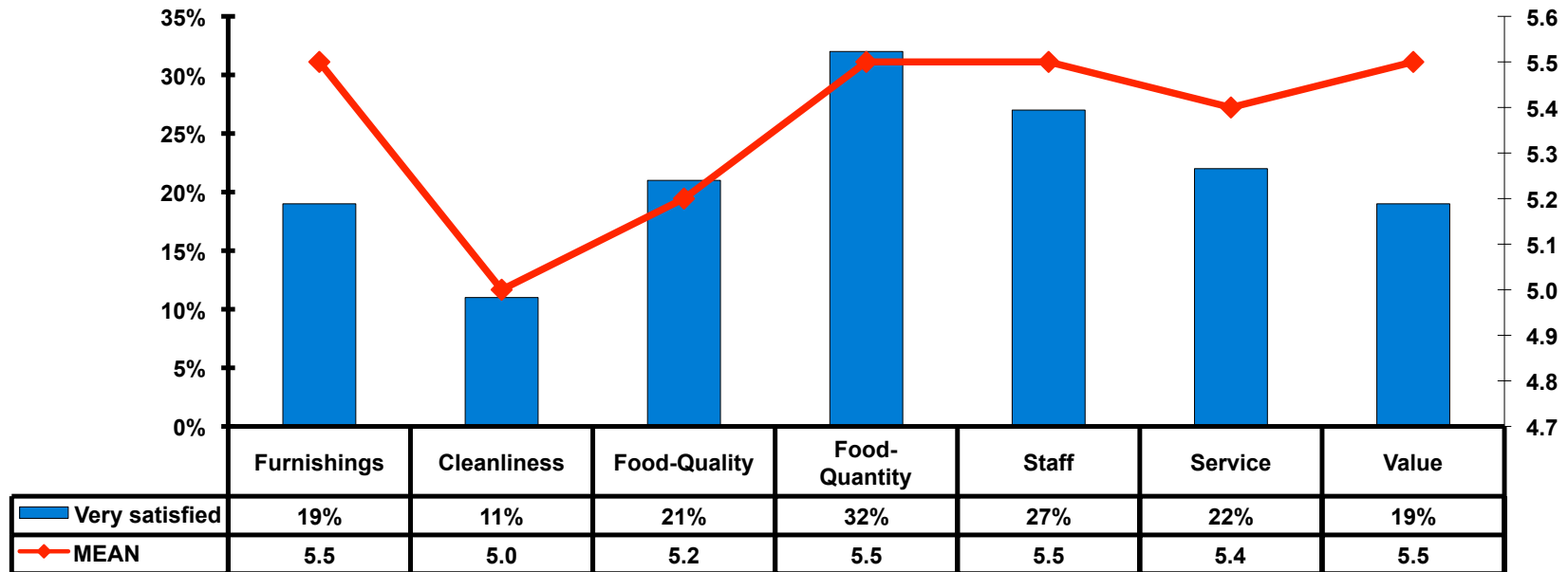
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

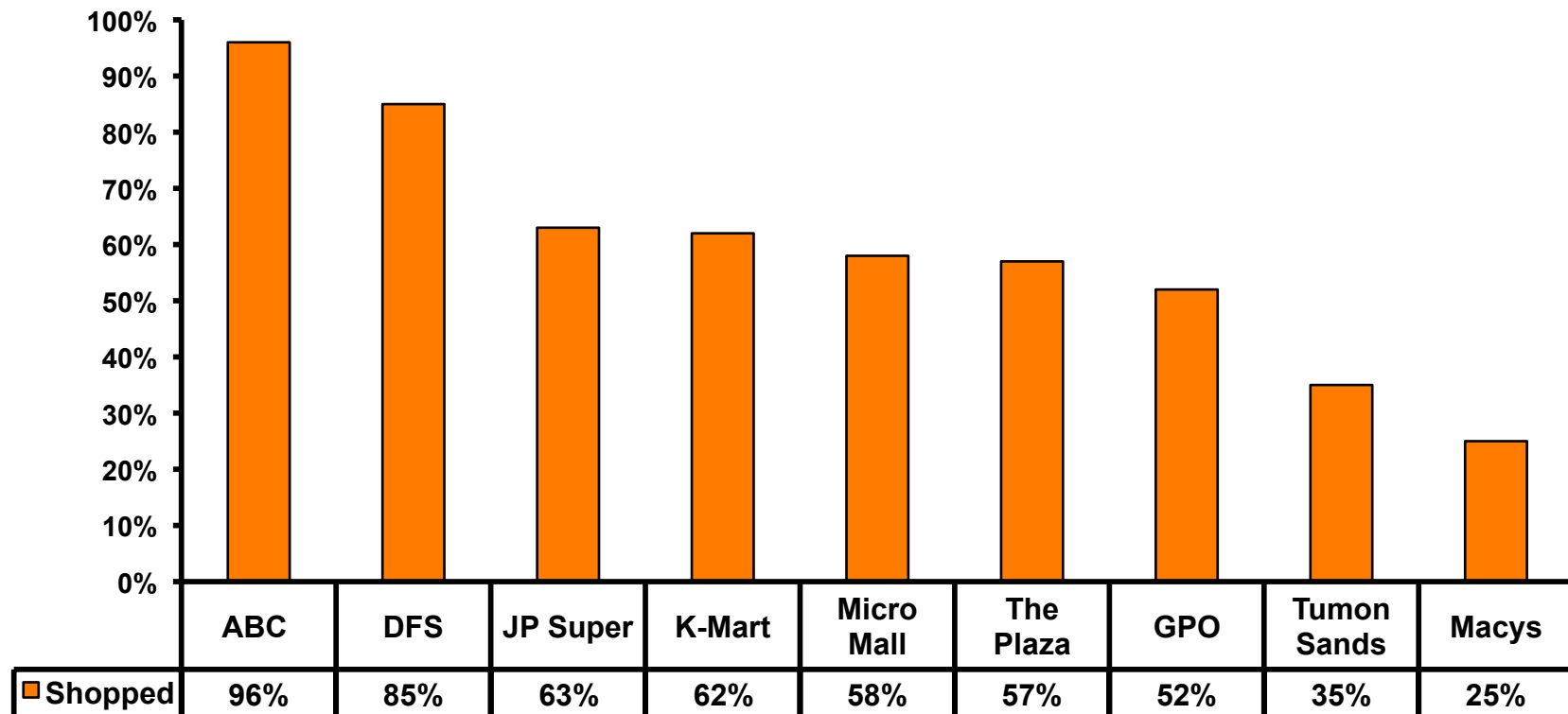
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

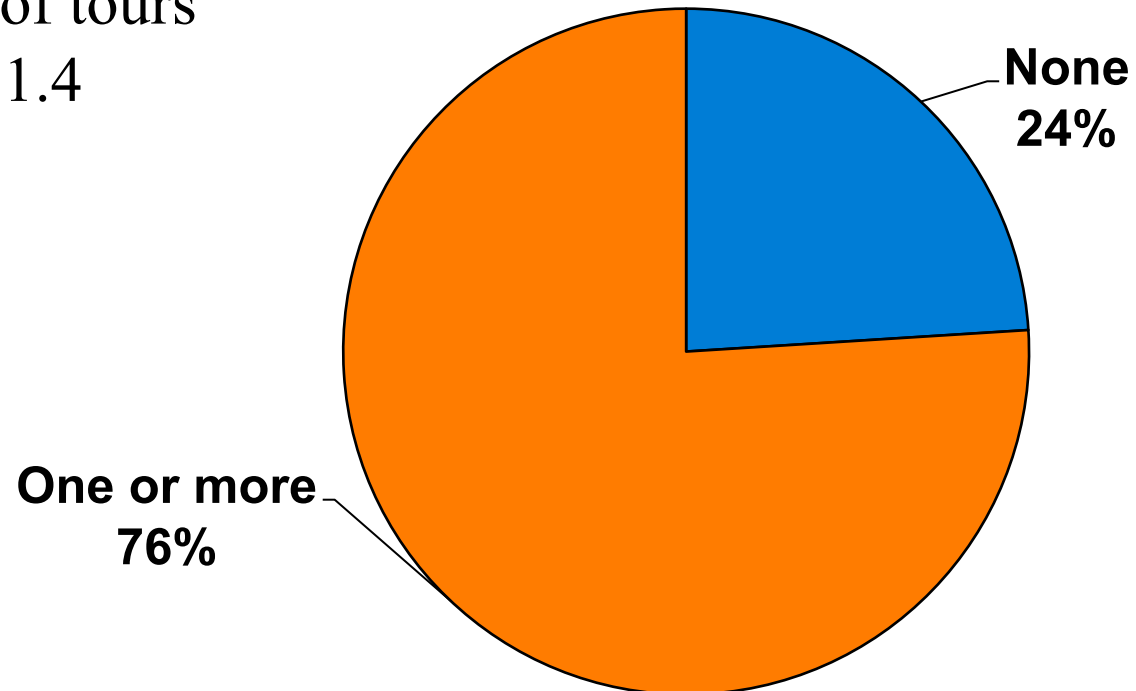
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 56%	Score of 6 to 7 = 53%
Score of 4 to 5 = 38%	Score of 4 to 5 = 41%
Score 1 to 3 = 5%	Score 1 to 3 = 7%
MEAN = 5.4	MEAN = 5.3

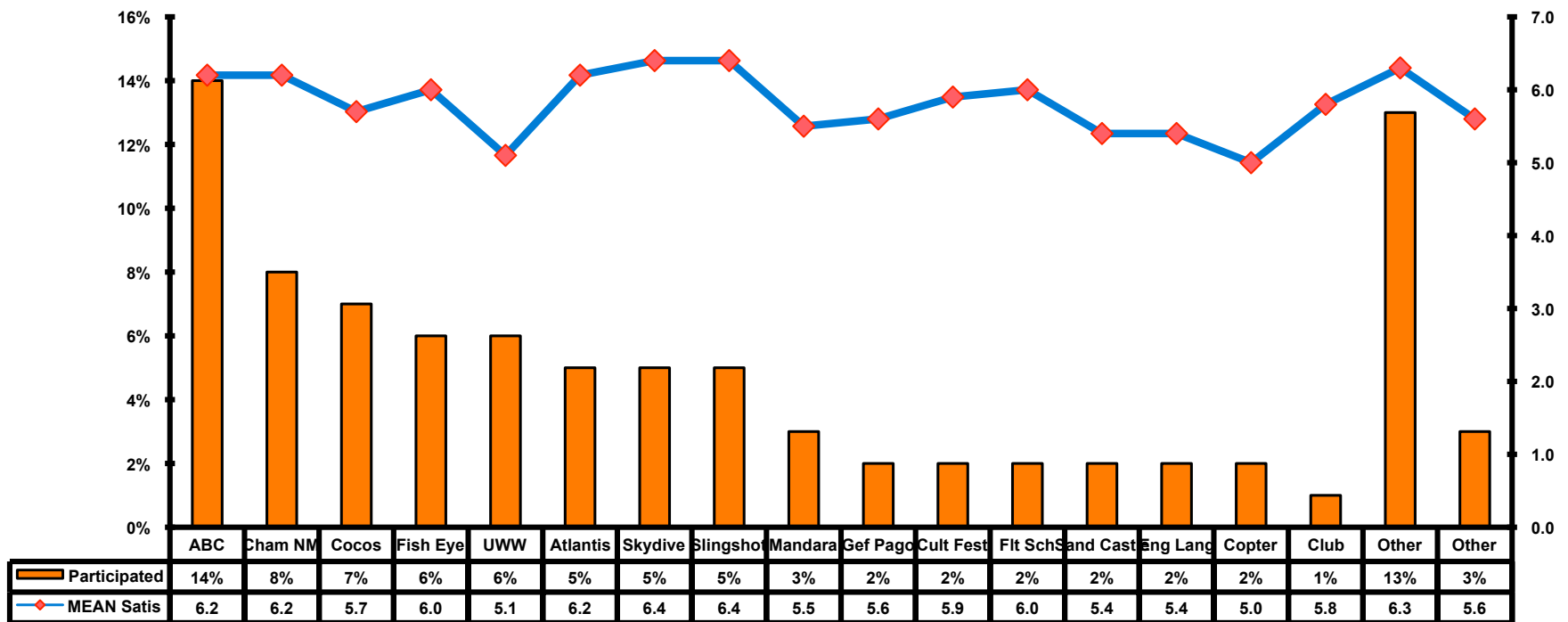
Optional Tour Participation

- Average number of tours participated in is 1.4



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 = 58%	Score of 6 to 7 = 56%
Score of 4 to 5 = 40%	Score of 4 to 5 = 42%
Score 1 to 3 = 2%	Score 1 to 3 = 1%
MEAN = 5.6	MEAN = 5.5

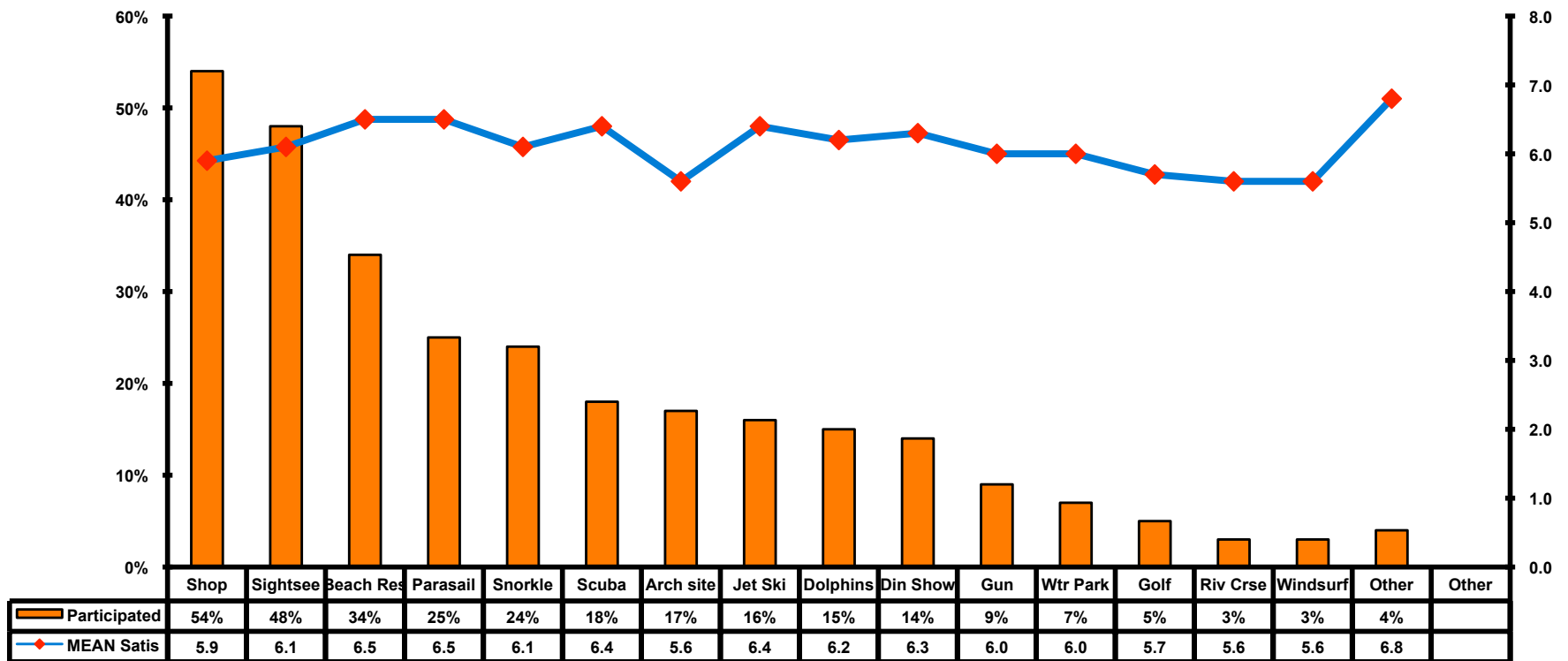
Night Tours Satisfaction

7pt Rating Scale

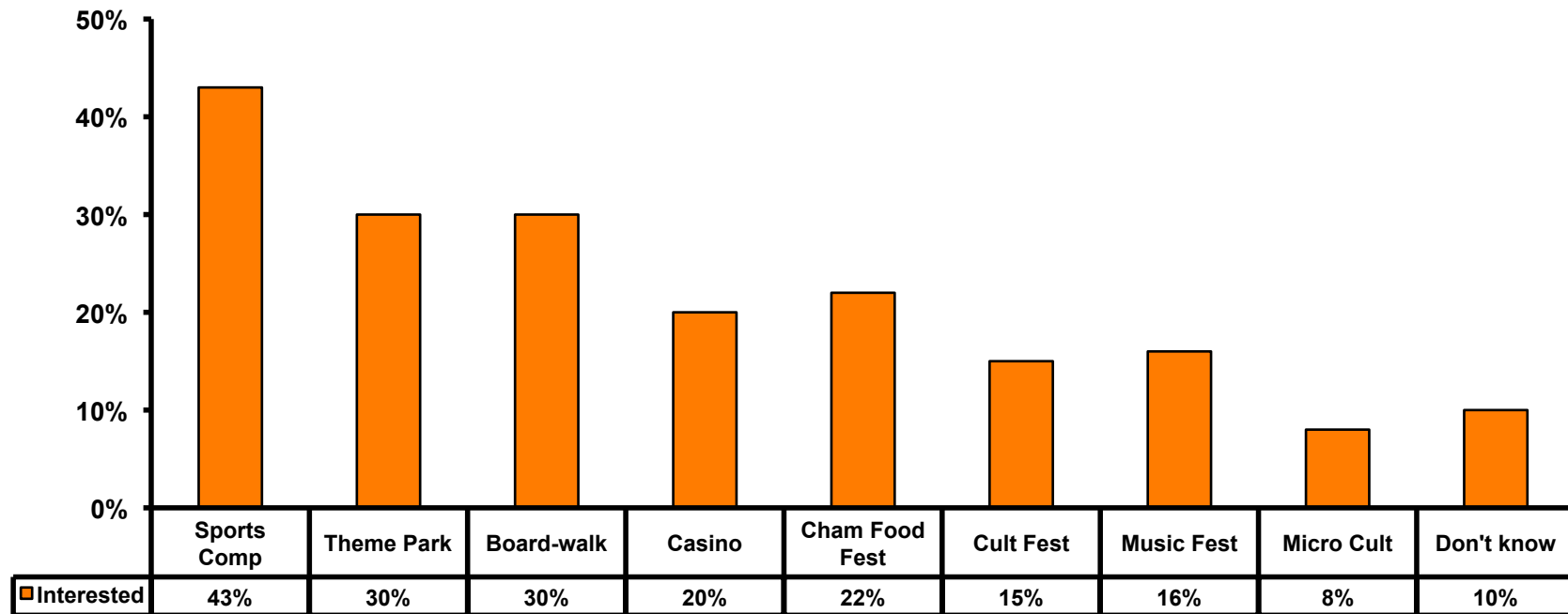
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 28%	Score of 6 to 7 = 28%
Score of 4 to 5 = 68%	Score of 4 to 5 = 70%
Score 1 to 3 = 3%	Score 1 to 3 = 3%
MEAN = 4.8	MEAN = 4.8

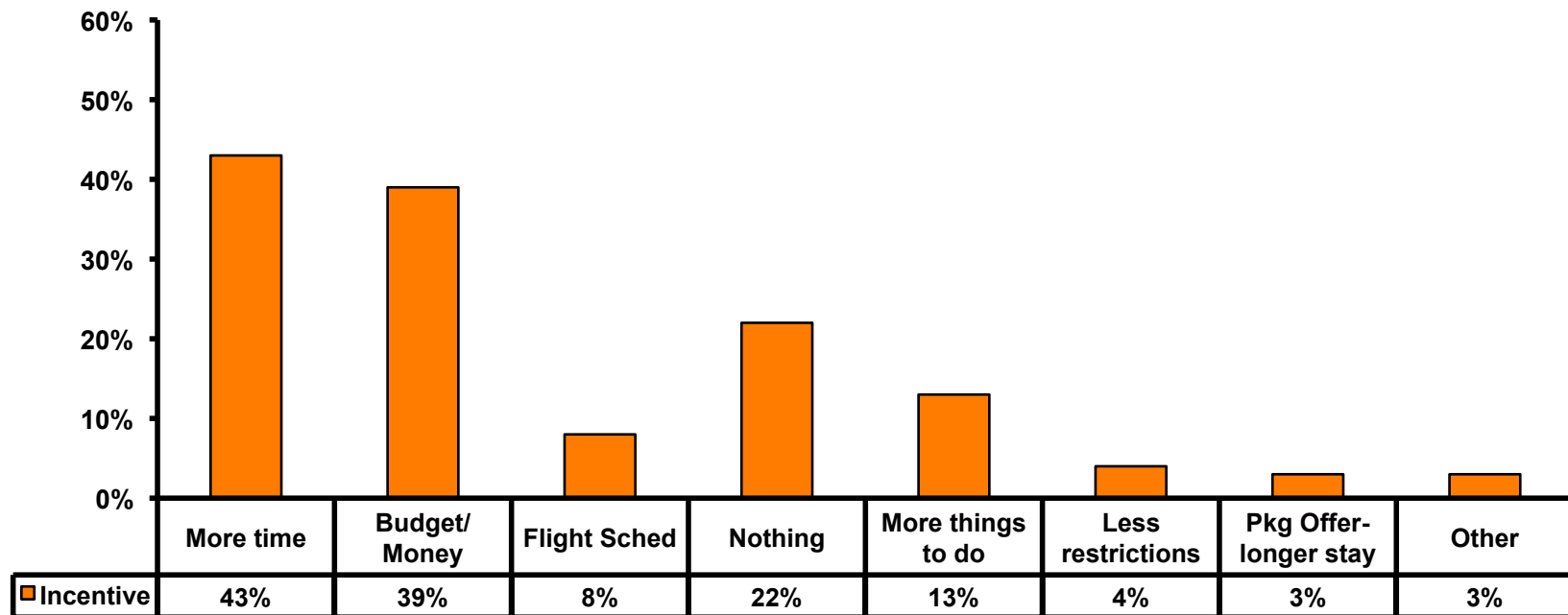
Satisfaction with Other Activities



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



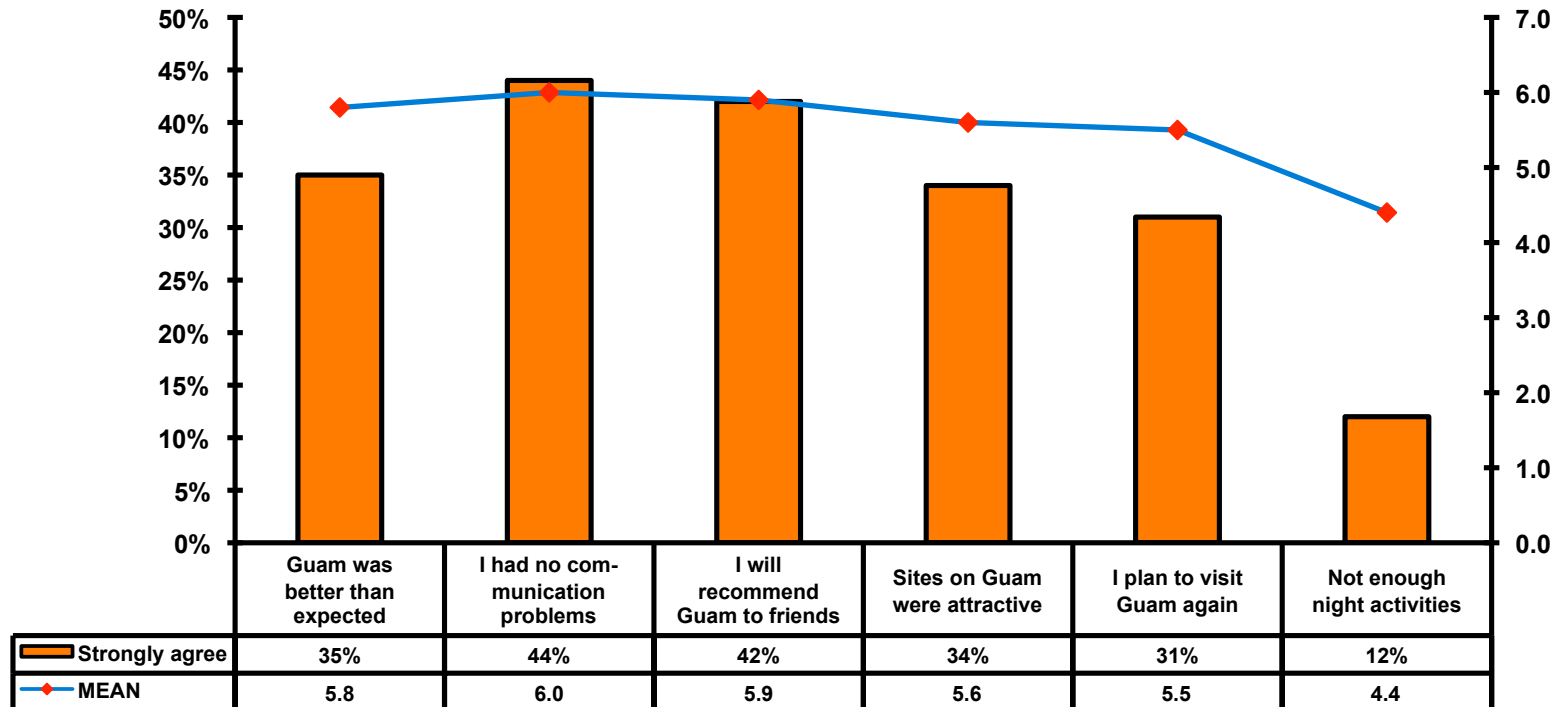
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

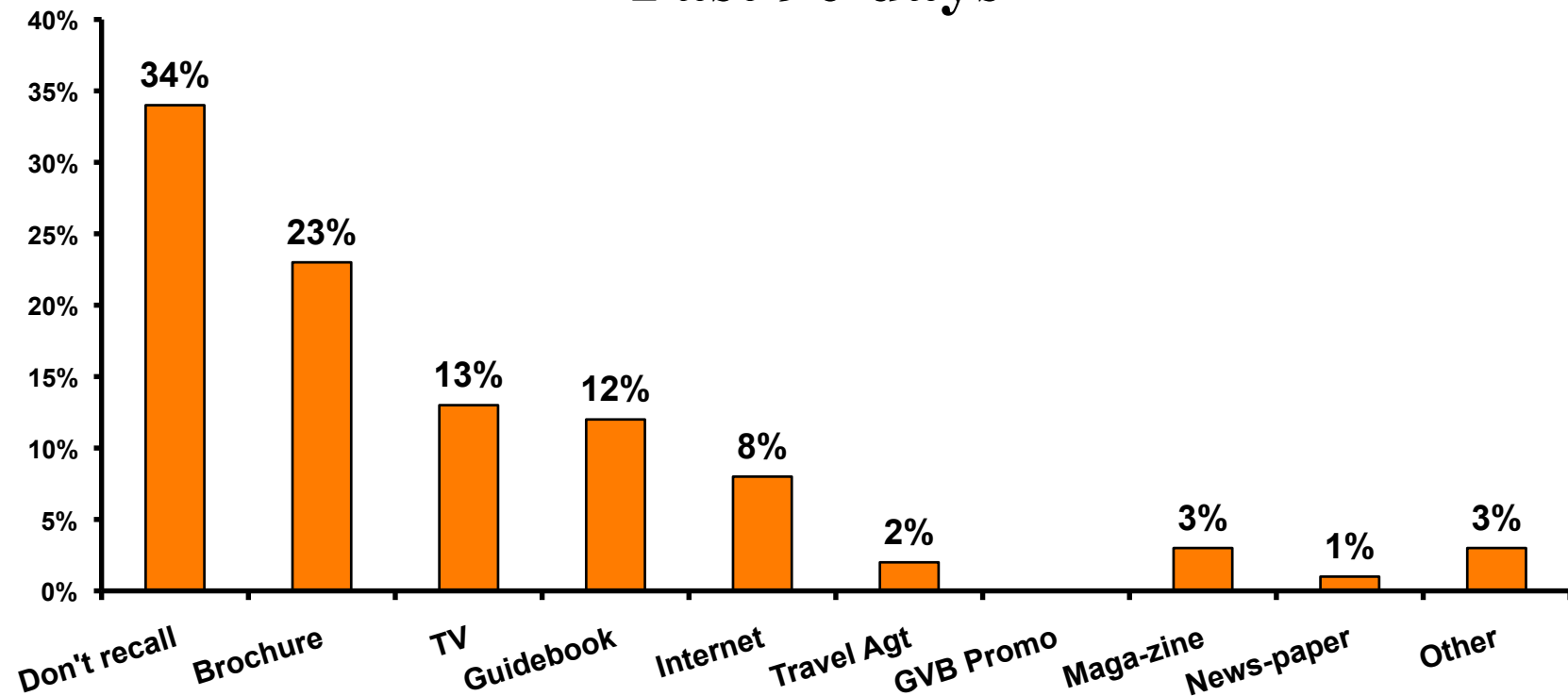
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

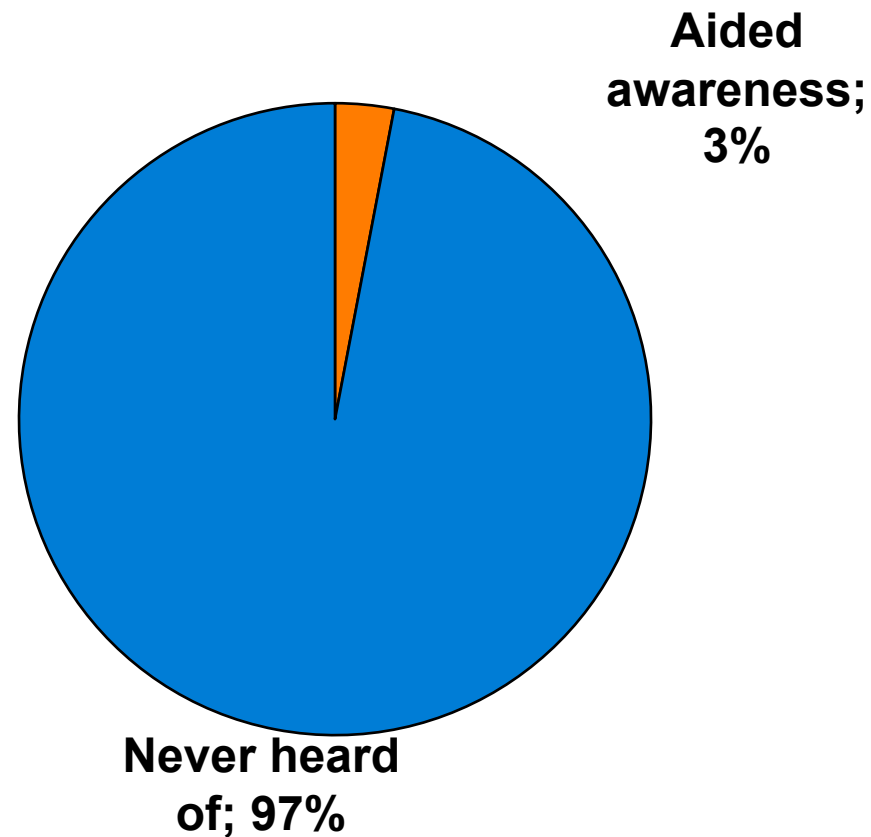


Message Recall

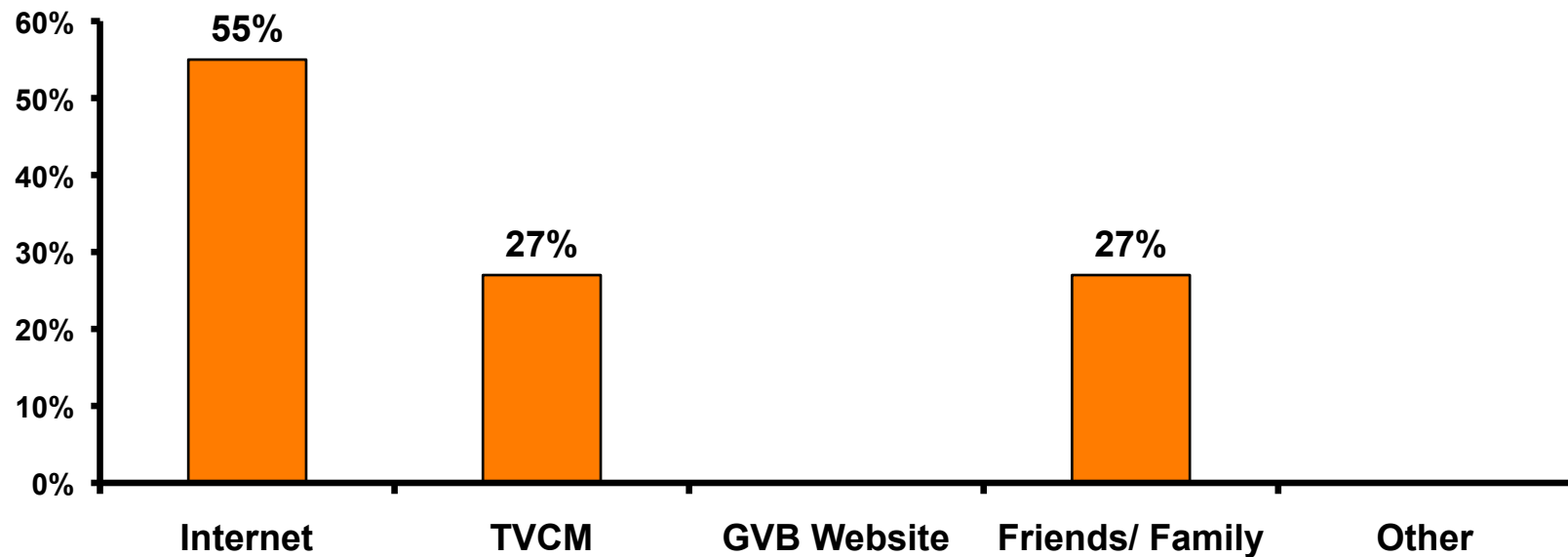
(Filter: recall ad/promo n=217)

- 79% An image
- 12% Other
- 6% Tag line
- 5% Don't recall

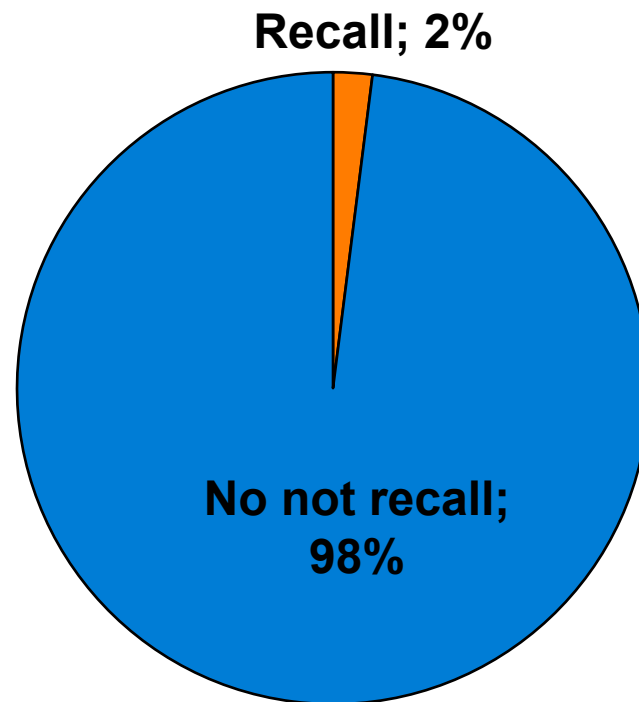
Aided Awareness – Hafa Adai Guam 365 Monitor Campaign



Media Source – Hafa Adai Guam 365 Monitor Campaign (n=11)

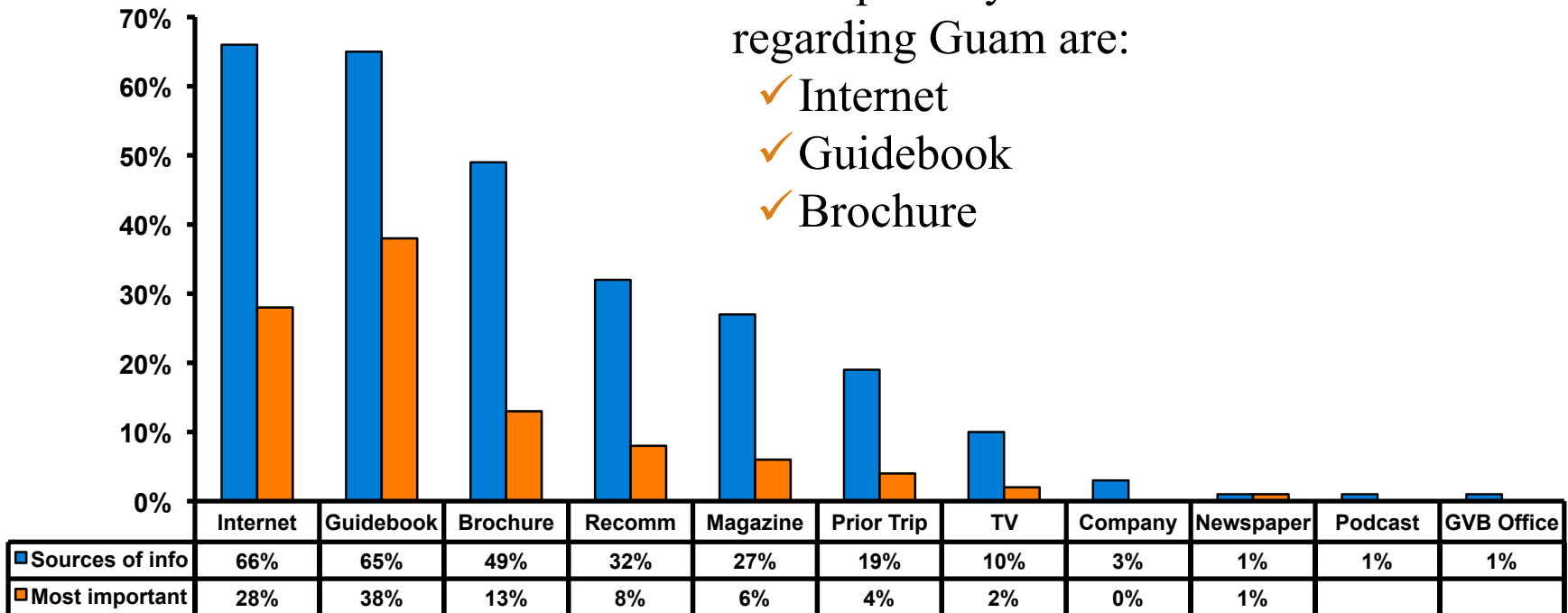


Omoide Guam Commercial



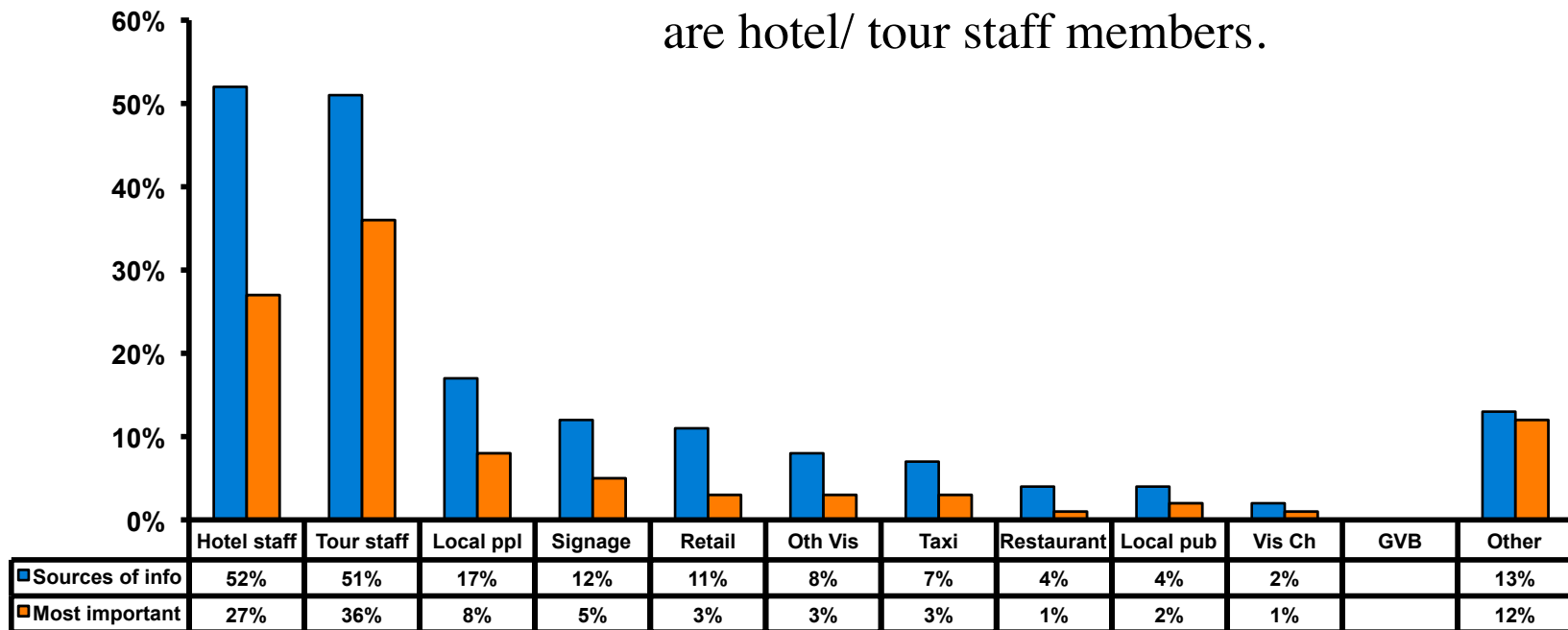
Sources of Information Pre-arrival

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

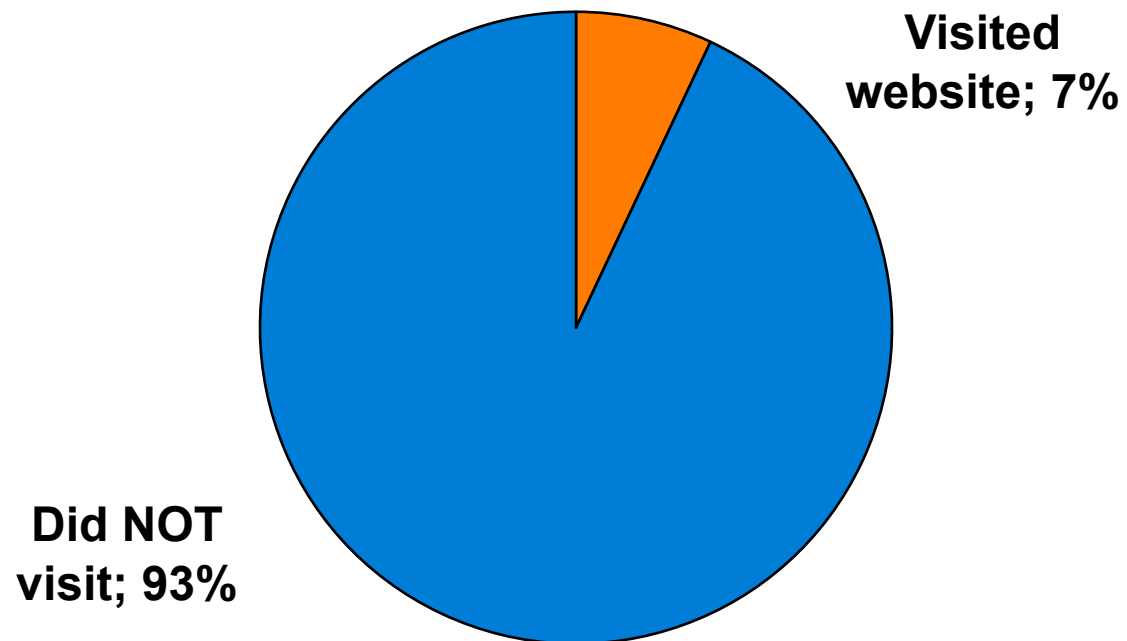


Sources of Information Post-arrival

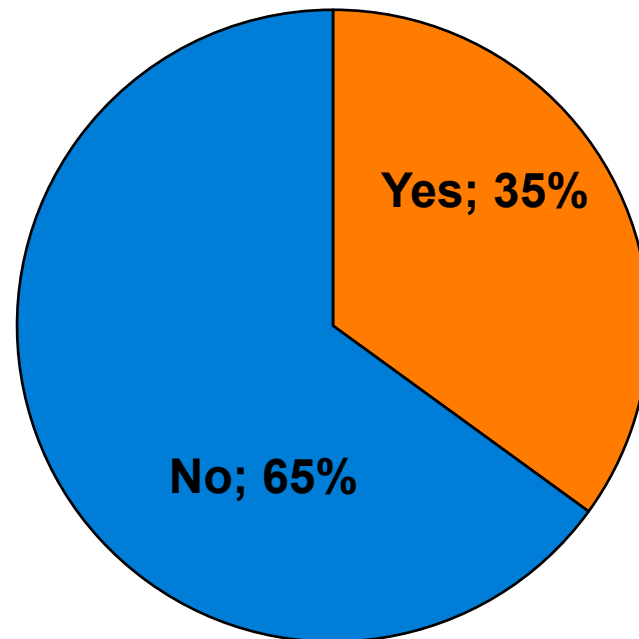
- The primary local source of information are hotel/ tour staff members.



Visited GVB Website

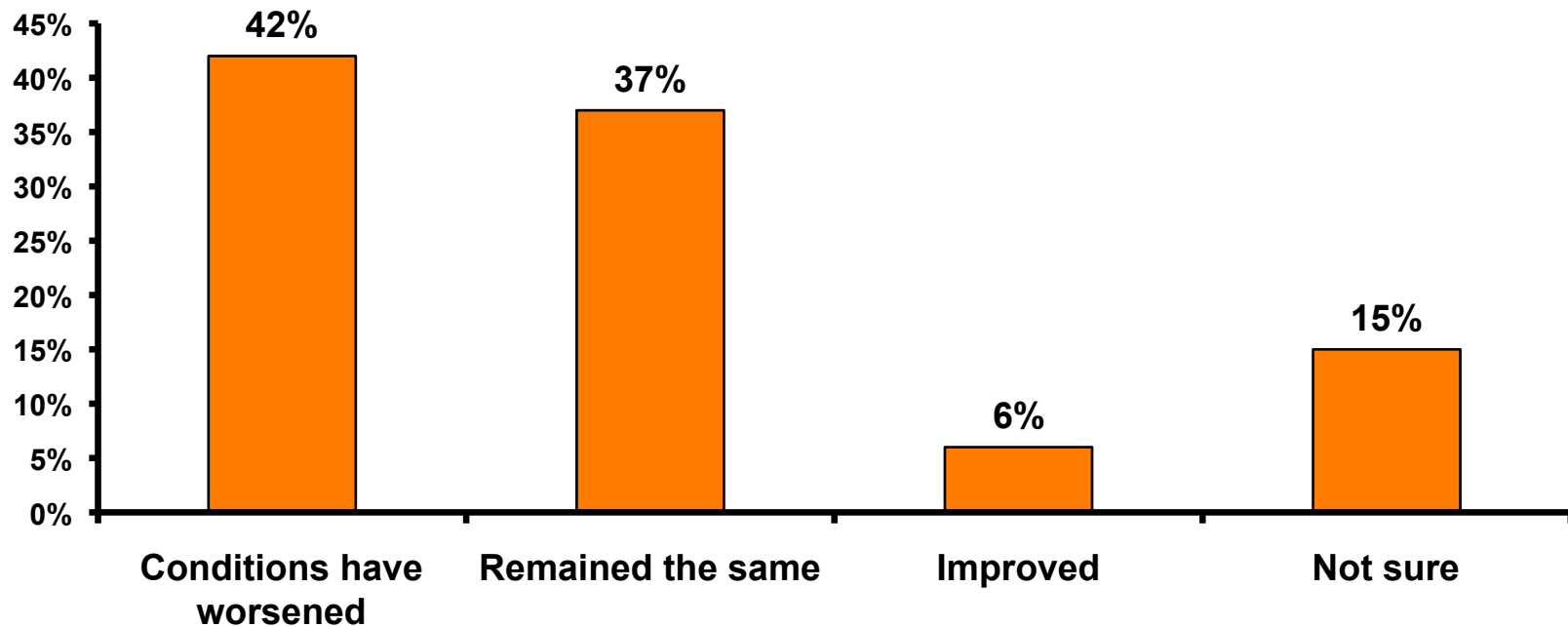


Satellite TV



SECTION 6
OTHER ISSUES

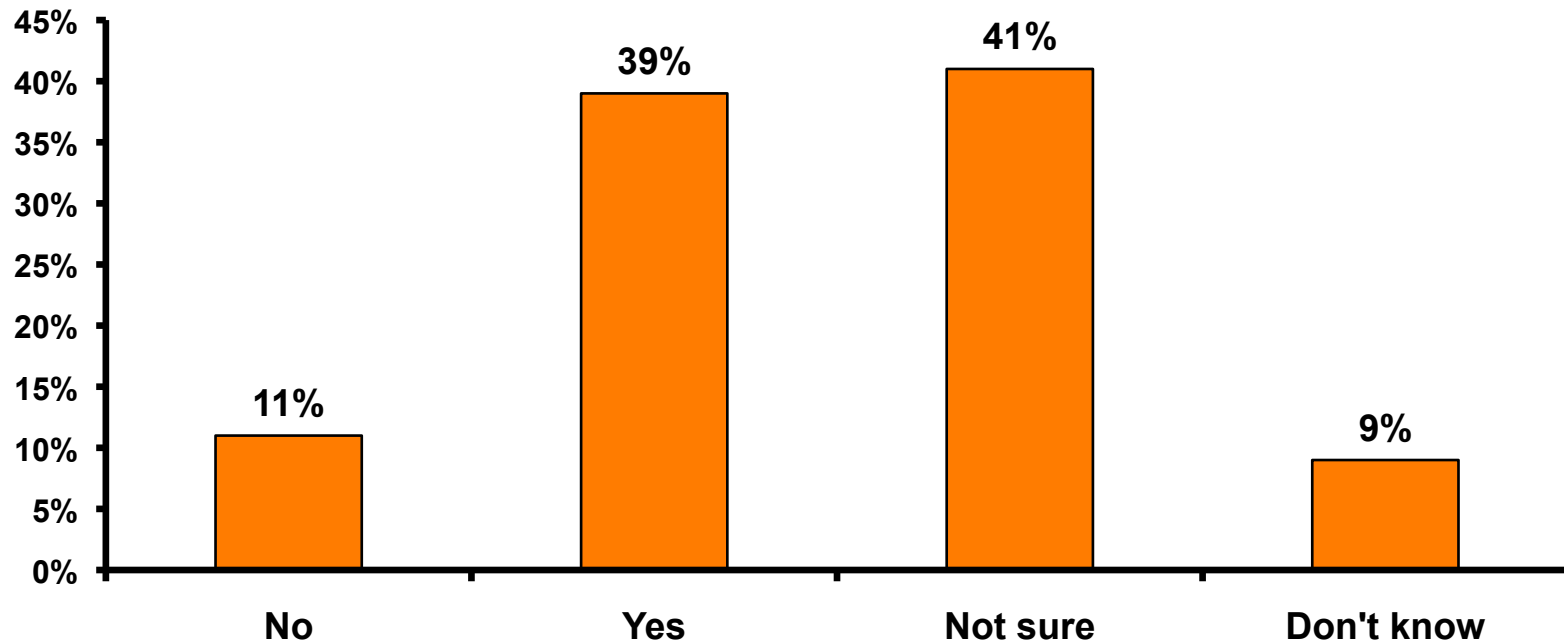
Rating the Japan economy compared to 12 months ago - Overall



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	54%	40%	38%	64%	67%	36%	43%	41%	44%	44%	48%	47%
	Conditions have remained the same	38%	38%	43%	36%	17%	42%	39%	35%	47%	44%	32%	26%
	Conditions have improved		5%	19%		17%	8%	4%	18%	2%	8%	3%	
	Do not know	8%	17%				15%	13%	6%	7%	4%	16%	26%
Total	Count	13	271	21	14	6	53	23	34	45	25	31	19

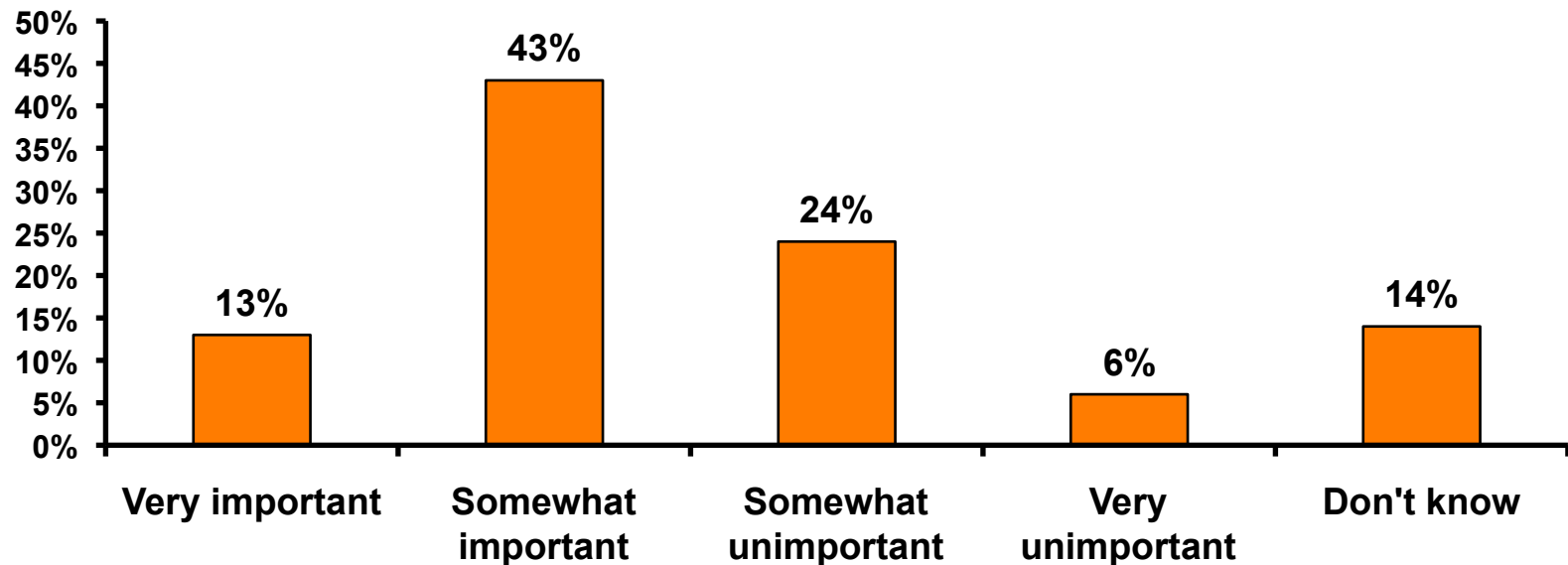
Good time to spend money on travel outside of Japan - Overall



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	23%	10%	14%	7%	33%	15%	9%	6%	15%	8%	19%	
	Yes	46%	38%	43%	36%	33%	47%	22%	44%	43%	52%	39%	37%
	Not sure	23%	41%	43%	57%	33%	32%	65%	47%	40%	36%	29%	47%
	Do not know	8%	11%				6%	4%	3%	2%	4%	13%	16%
Total	Count	13	272	21	14	6	53	23	34	47	25	31	19

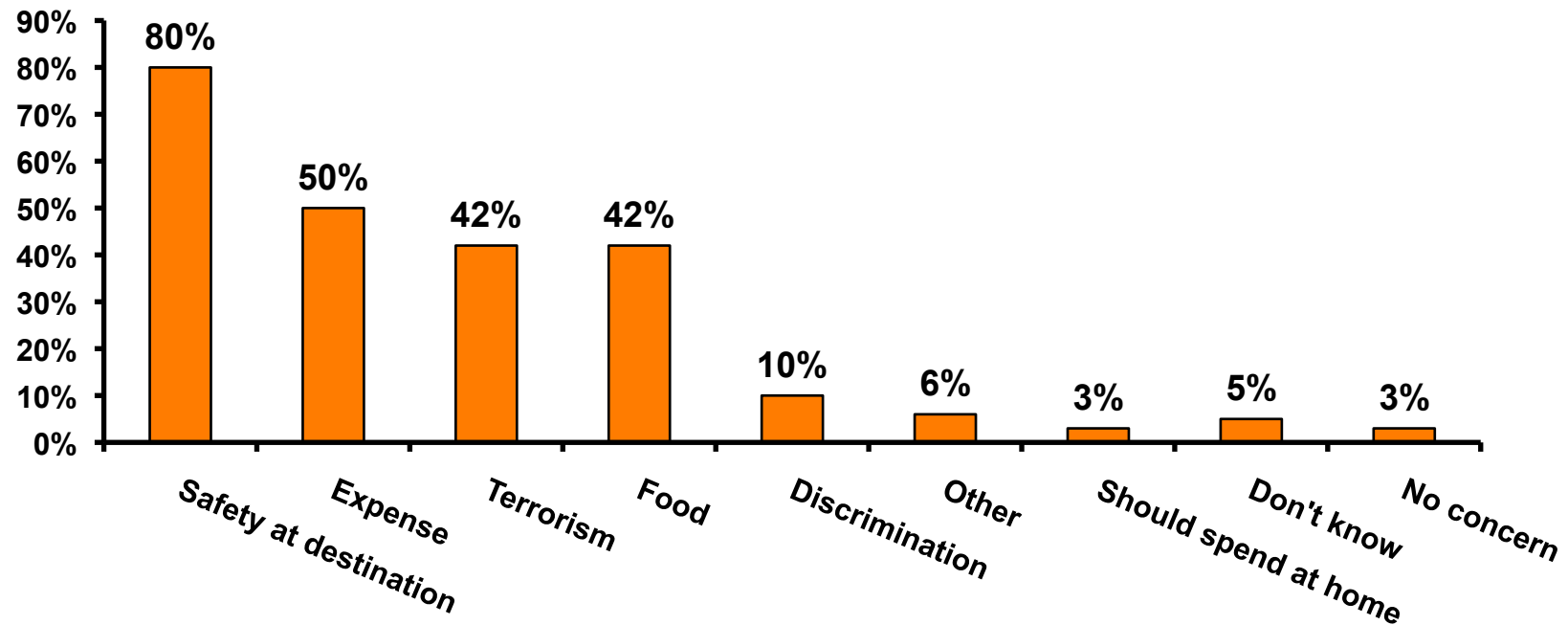
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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	8%	7%	5%	7%	50%	9%	4%	9%	4%			5%
	Somewhat unimportant	46%	19%	52%	43%	50%	25%	22%	41%	19%	32%	35%	32%
	Somewhat important	15%	45%	38%	36%	33%	38%	35%	38%	53%	60%	35%	37%
	Very important	23%	13%	5%	14%	17%	19%	22%	9%	19%	4%	13%	5%
	Do not know	8%	16%				9%	17%	3%	4%	4%	16%	21%
Total	Count	13	273	21	14	6	53	23	34	47	25	31	19

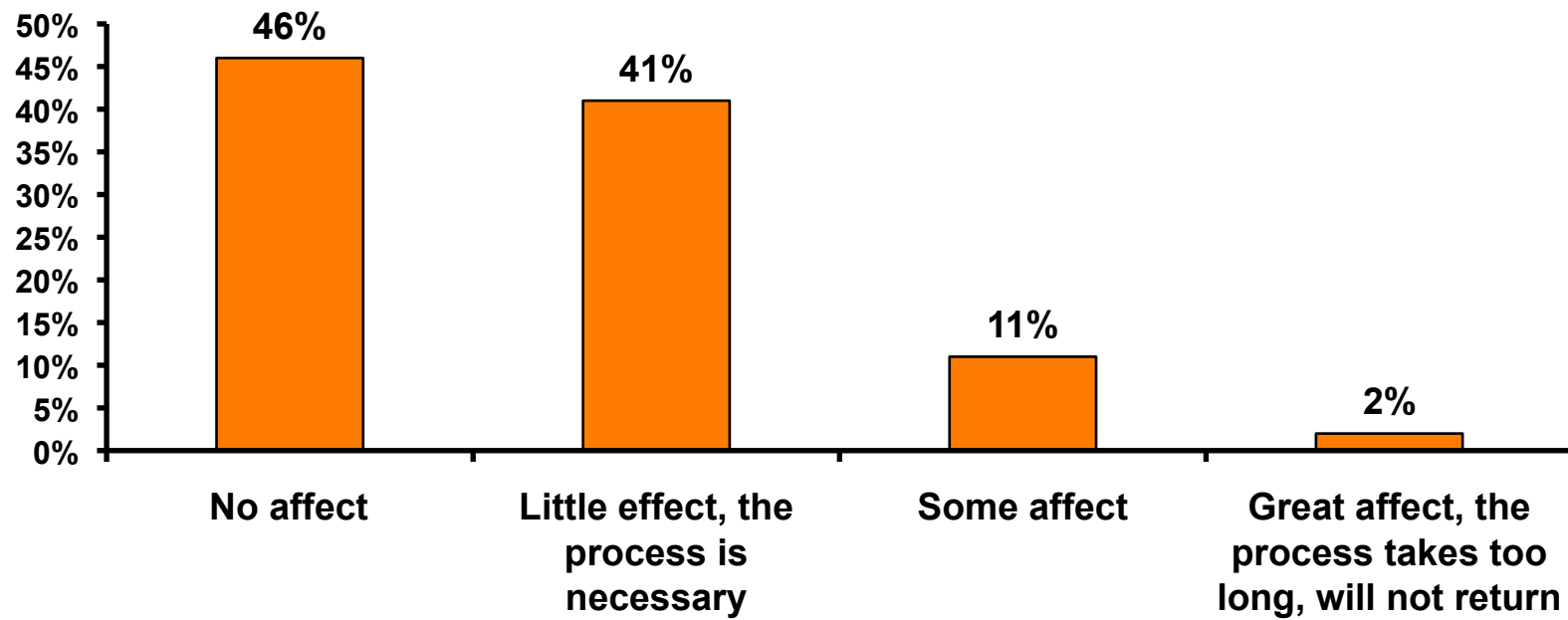
Concerns about travel outside of Japan - Overall



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	77%	81%	81%	71%	83%	79%	86%	85%	89%	88%	71%	79%
	Expense	46%	51%	48%	36%	50%	51%	68%	53%	49%	60%	48%	53%
	Terrorism	31%	40%	48%	64%	67%	36%	45%	50%	38%	64%	58%	26%
	Food	38%	44%	29%	29%	33%	40%	68%	41%	43%	40%	45%	42%
	Other		6%	14%			4%	14%	12%	4%		3%	
	Do not know	8%	6%				2%	5%				6%	11%
	Spending money abroad when it should be spent at home		4%			17%	4%		3%	2%	4%	6%	5%
	No concerns	8%	2%		14%		6%		3%	2%		3%	
Total	Cases	13	271	21	14	6	53	22	34	47	25	31	19

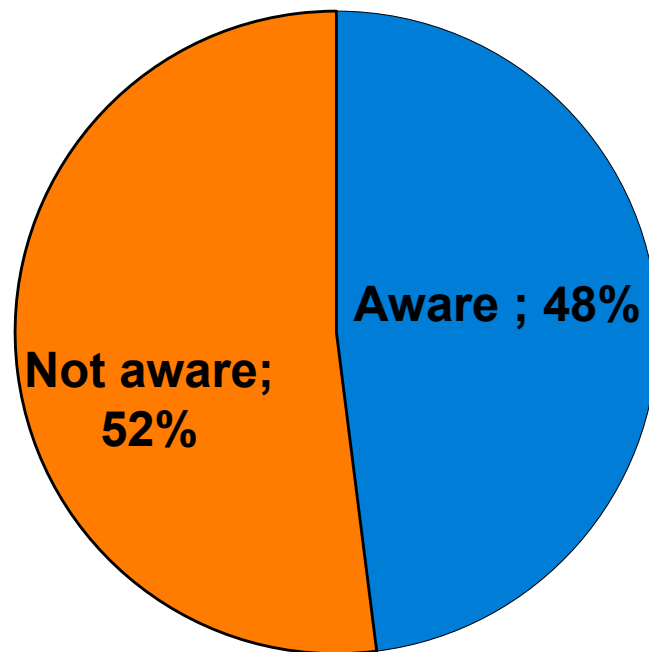
Security Screening/ Immigration Process at Guam International Airport



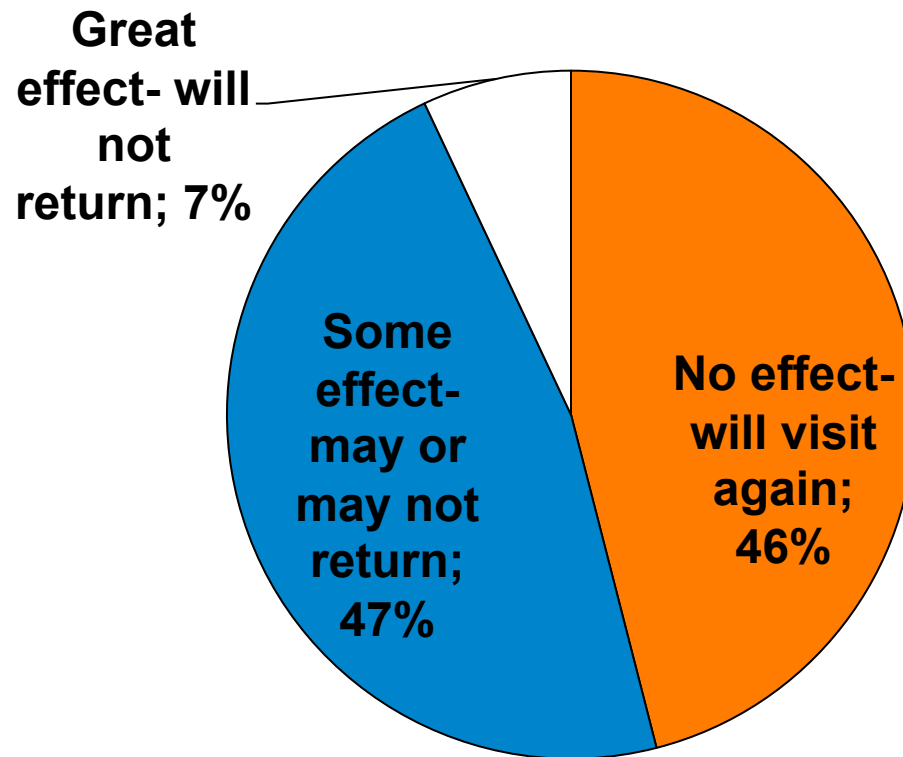
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.5** out of possible 7.0
- Agree (Score 6-7) – **12%**
- Neutral (Score 4-5) – **49%**
- Disagree (Score 1-3) – **40%**

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



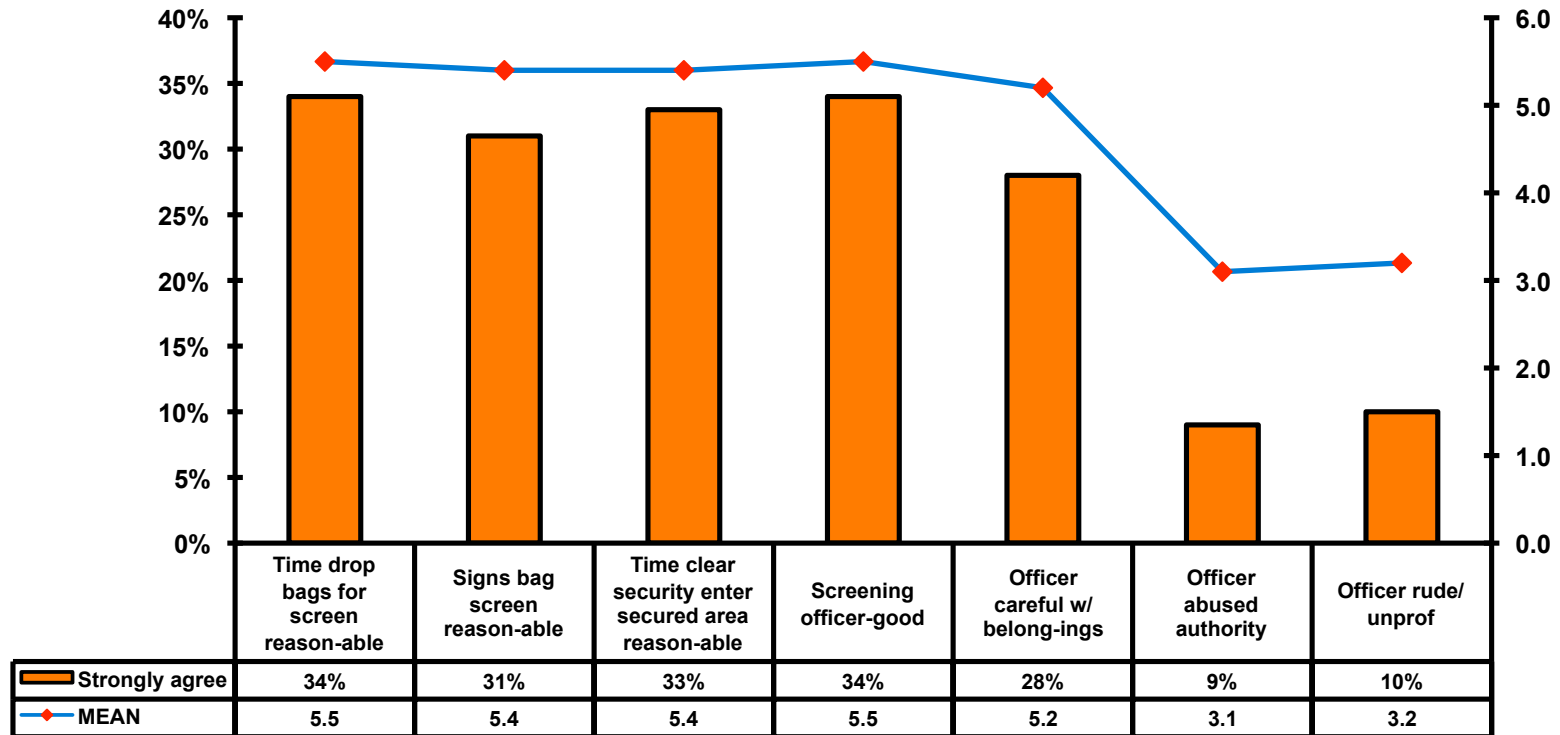
Effects of US military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

