



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **MARCH 2011**



**Prepared by: QMark Research**

*Information contained herein is the property of the Guam Visitors Bureau.*

*The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.*

---

# 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.

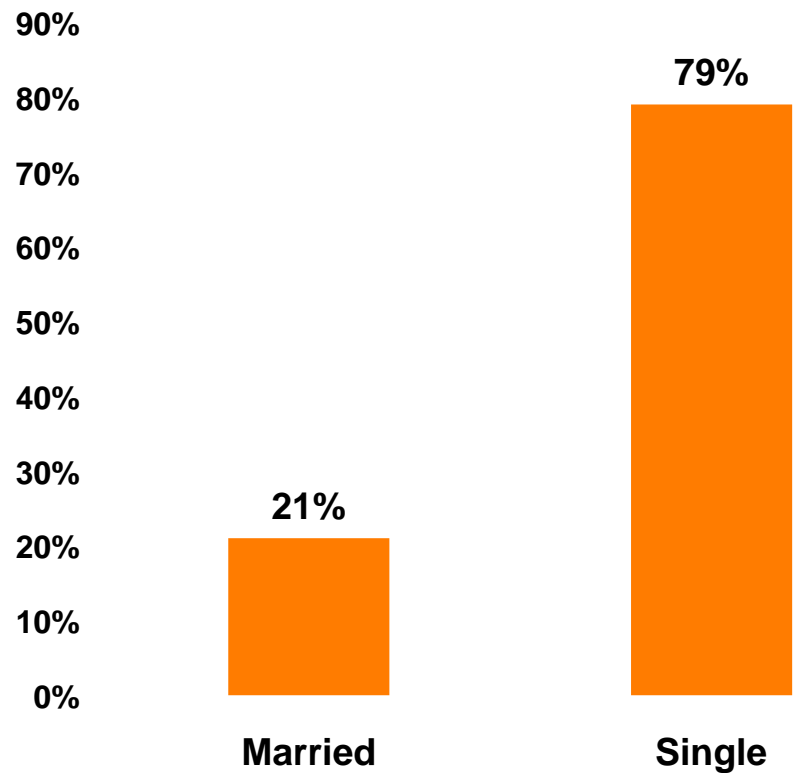
---

# 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.

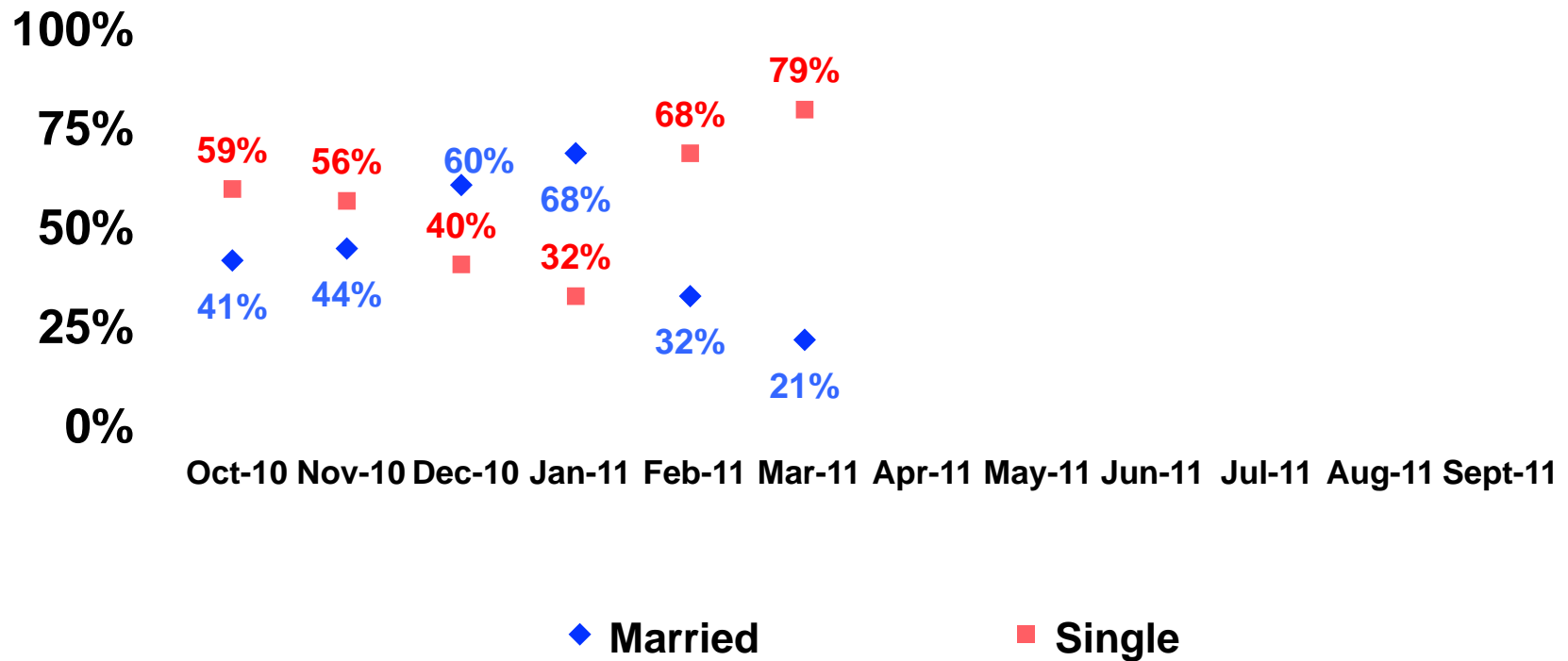
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

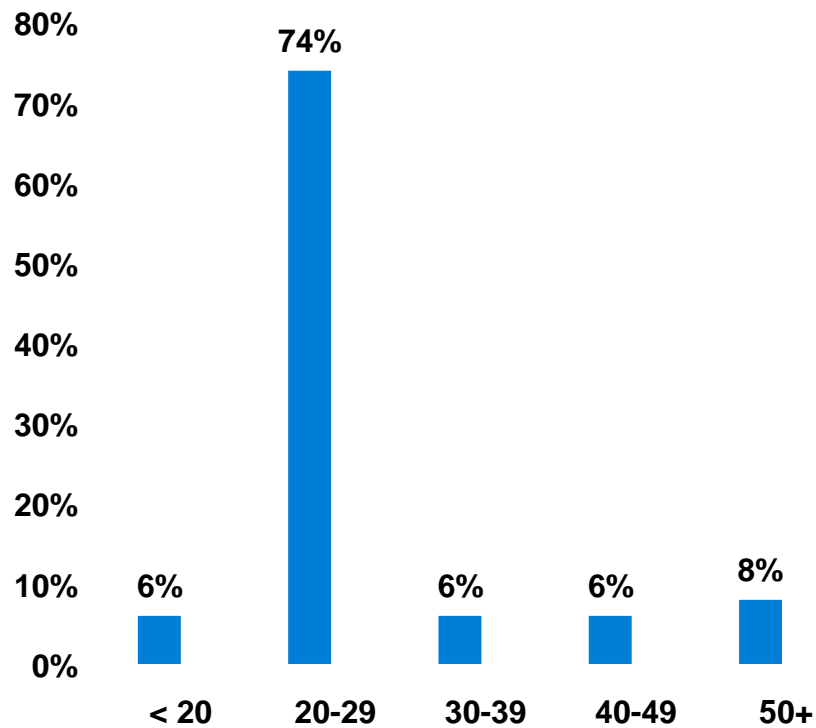


- 85% of 1<sup>ST</sup> time visitors are single.

# Marital Status

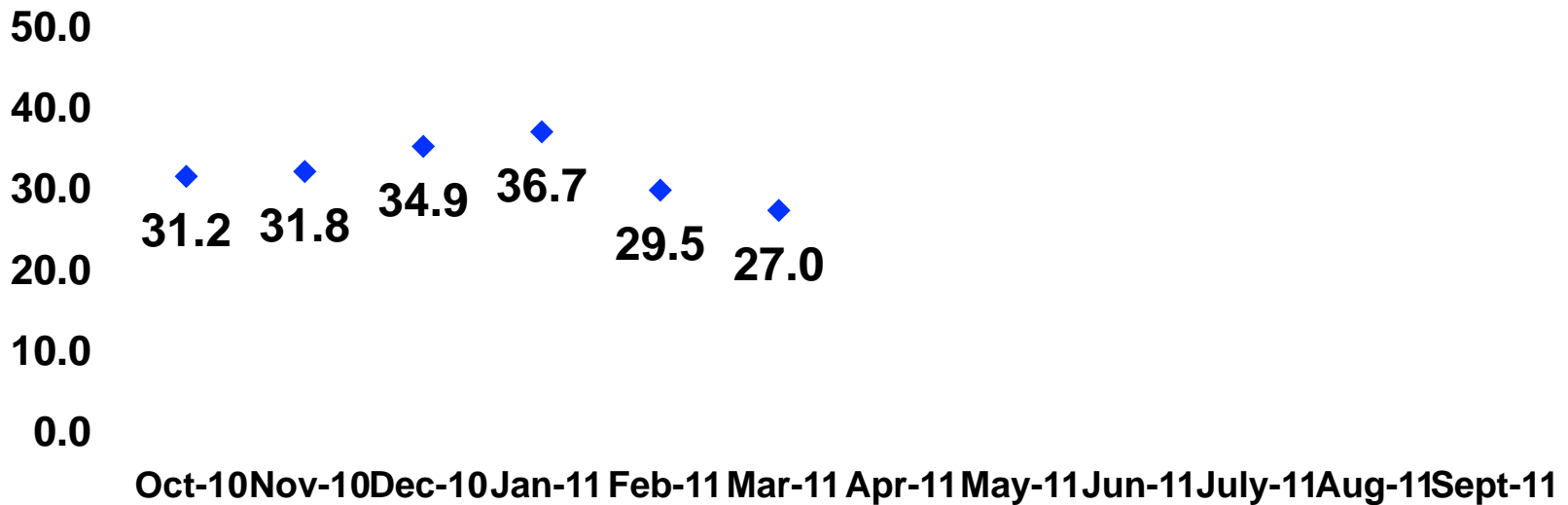


# Age - Overall



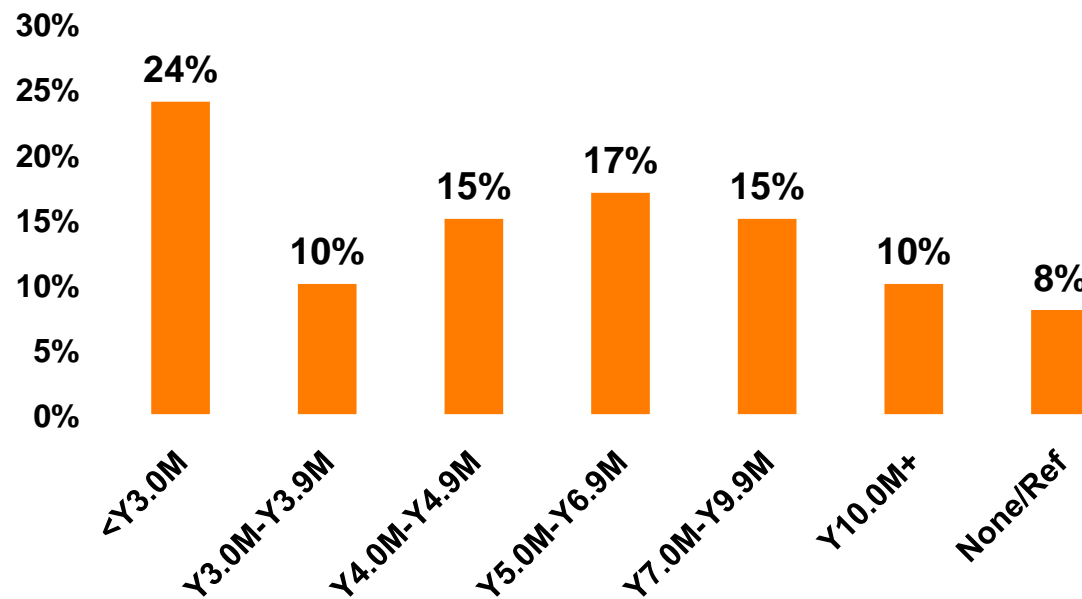
- The average age of the respondents is 27.0 years of age.

# Average Age



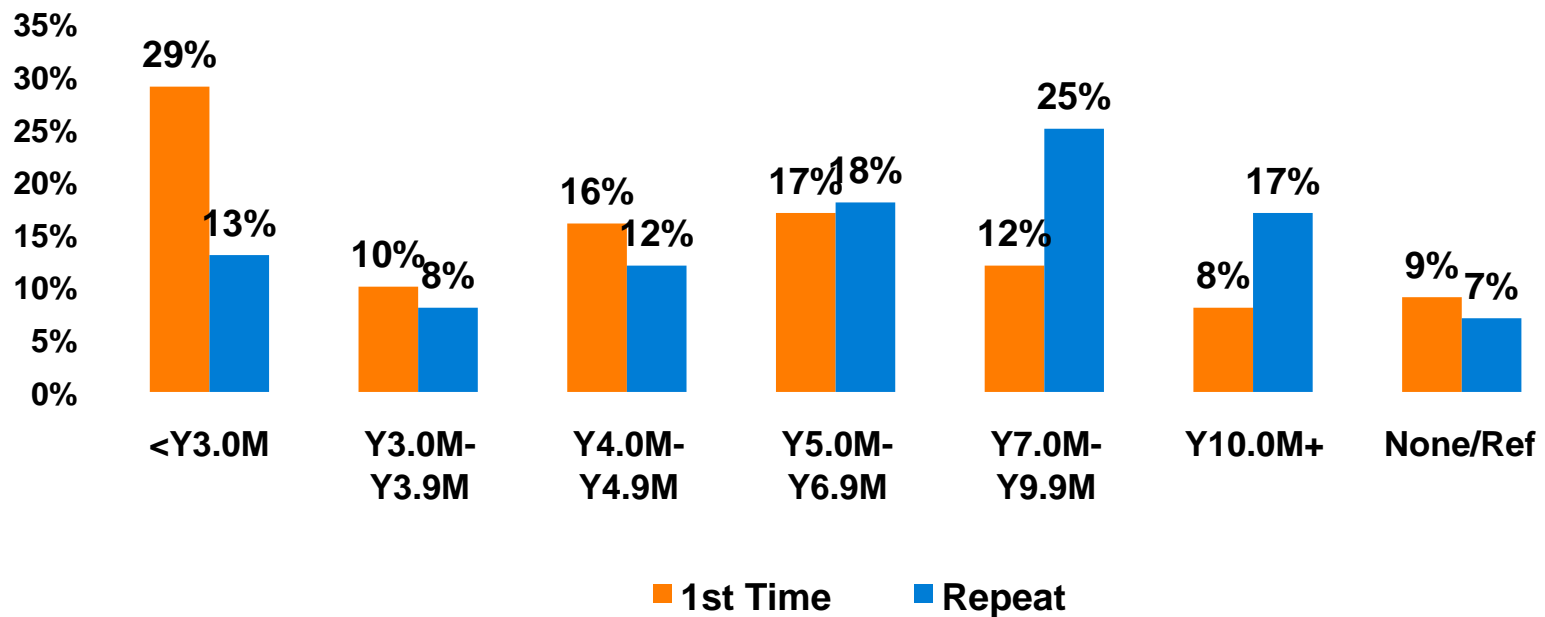


# Personal Income



• ¥82.24=\$1

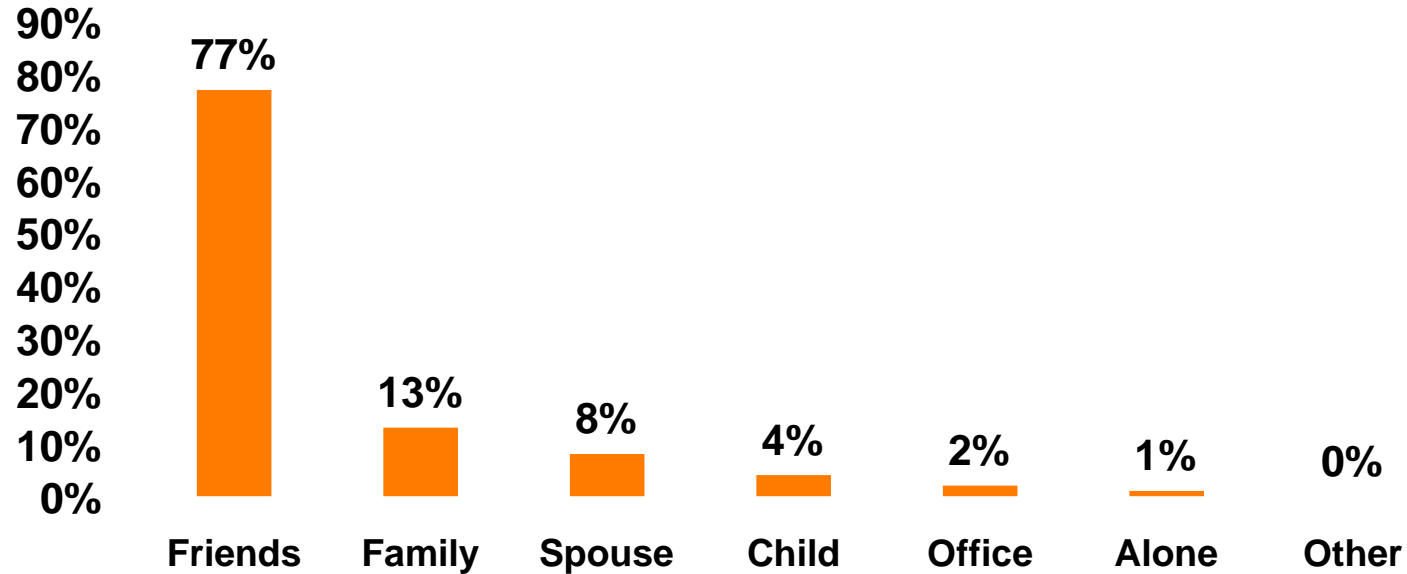
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	61	31	30	3	53	3		2
		25%	23%	26%	33%	30%	16%		9%
Y3.0M-Y3.9M	Count	24	7	17		17	2	2	3
		10%	5%	15%		10%	11%	11%	13%
Y4.0M-Y4.9M	Count	36	15	21	2	26	6	1	1
		15%	11%	18%	22%	15%	32%	6%	4%
Y5.0M-Y6.9M	Count	43	26	17	1	28	4	5	5
		17%	20%	15%	11%	16%	21%	28%	22%
Y7.0M-Y9.9M	Count	38	26	12	1	19	3	7	8
		15%	20%	11%	11%	11%	16%	39%	35%
Y10.0M+	Count	25	16	9	1	16	1	3	4
		10%	12%	8%	11%	9%	5%	17%	17%
No Inc	Count	20	12	8	1	19			
		8%	9%	7%	11%	11%			
Total	Count	247	133	114	9	178	19	18	23

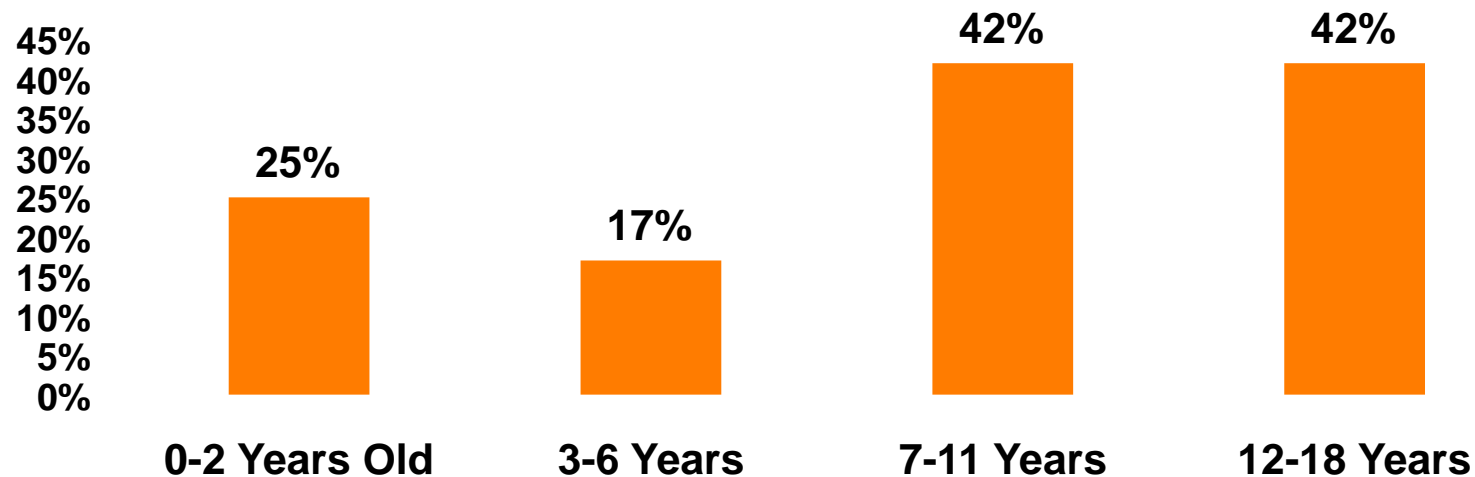
# Travel Companions



# Number of Children Travel Party

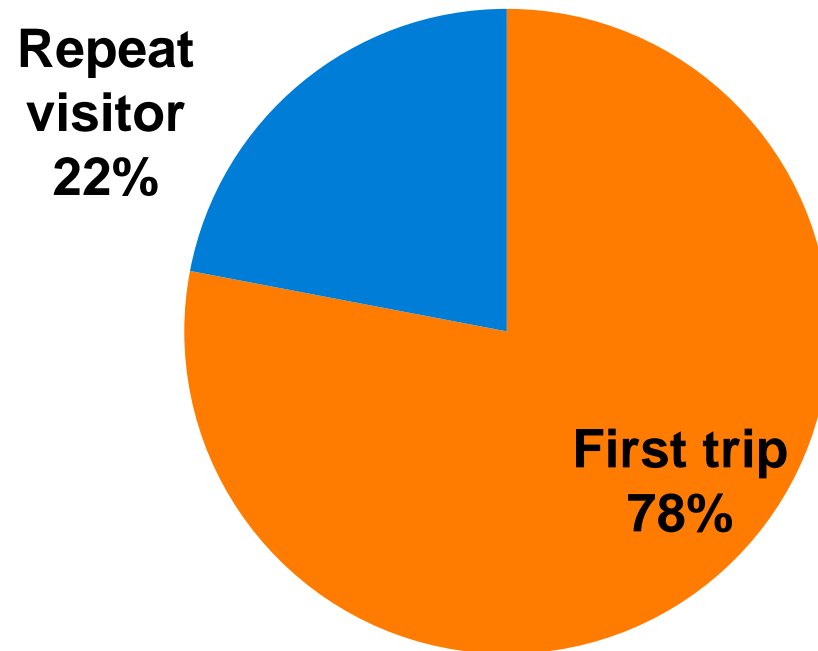
N=12 total respondents traveling with children.

(Of those N=12 respondents, there is a total of 18 children 18 years or younger)

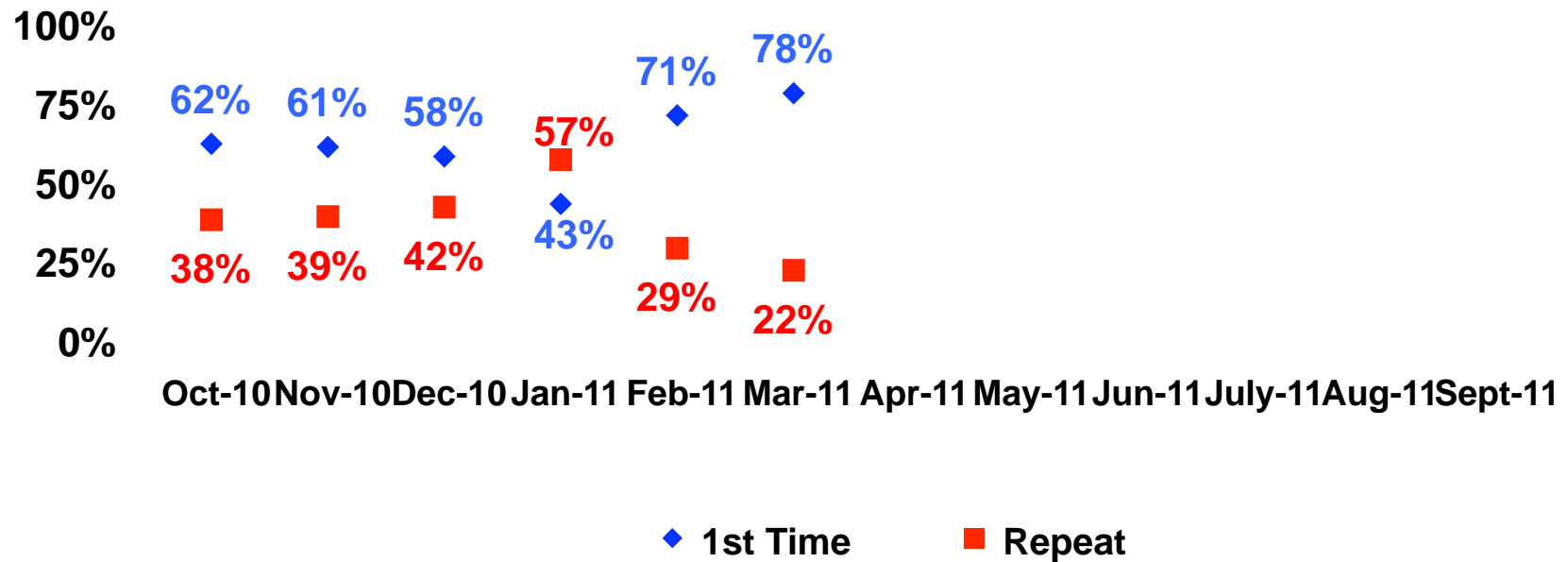


---

# Prior Trips to Guam



# Prior Trips to Guam



# Trips to Guam by Age & Gender

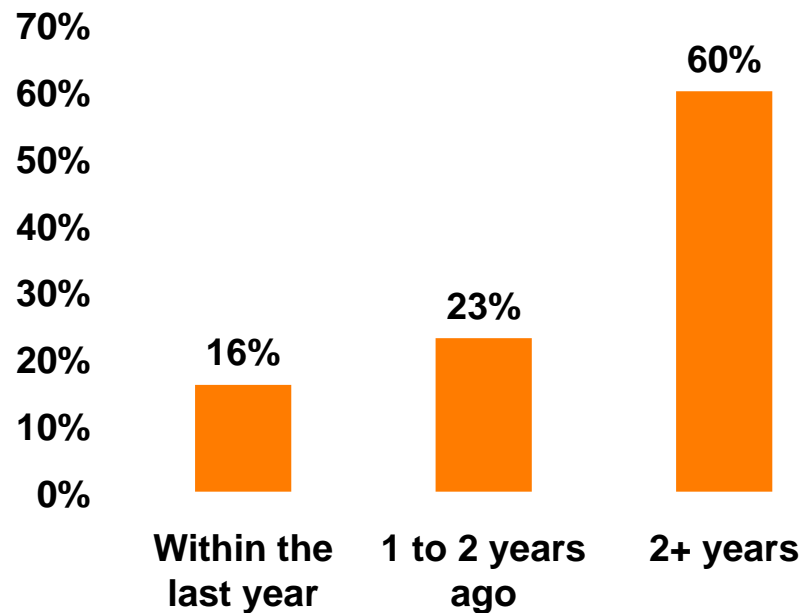
			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	165	123	42
			50%	48%	58%
	Female	Count	163	132	31
			50%	52%	42%
Total		Count	328	255	73
AGE	<20	Count	19	15	4
			6%	6%	5%
	20-29	Count	242	204	38
			74%	80%	52%
	30-39	Count	20	11	9
			6%	4%	12%
	40-49	Count	21	9	12
		6%	4%	16%	
	50+	Count	26	16	10
			8%	6%	14%
Total		Count	328	255	73

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



# Repeat Visitors Last Trip

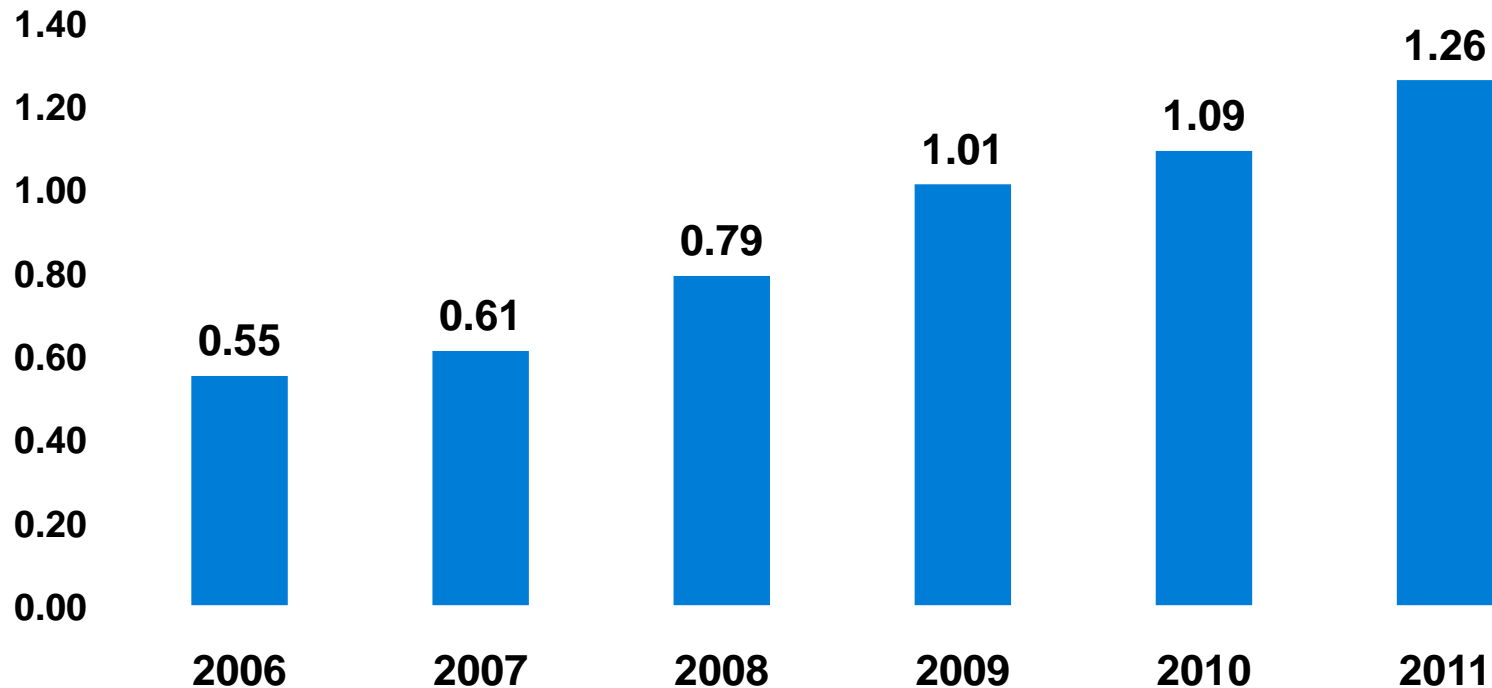
n = 94



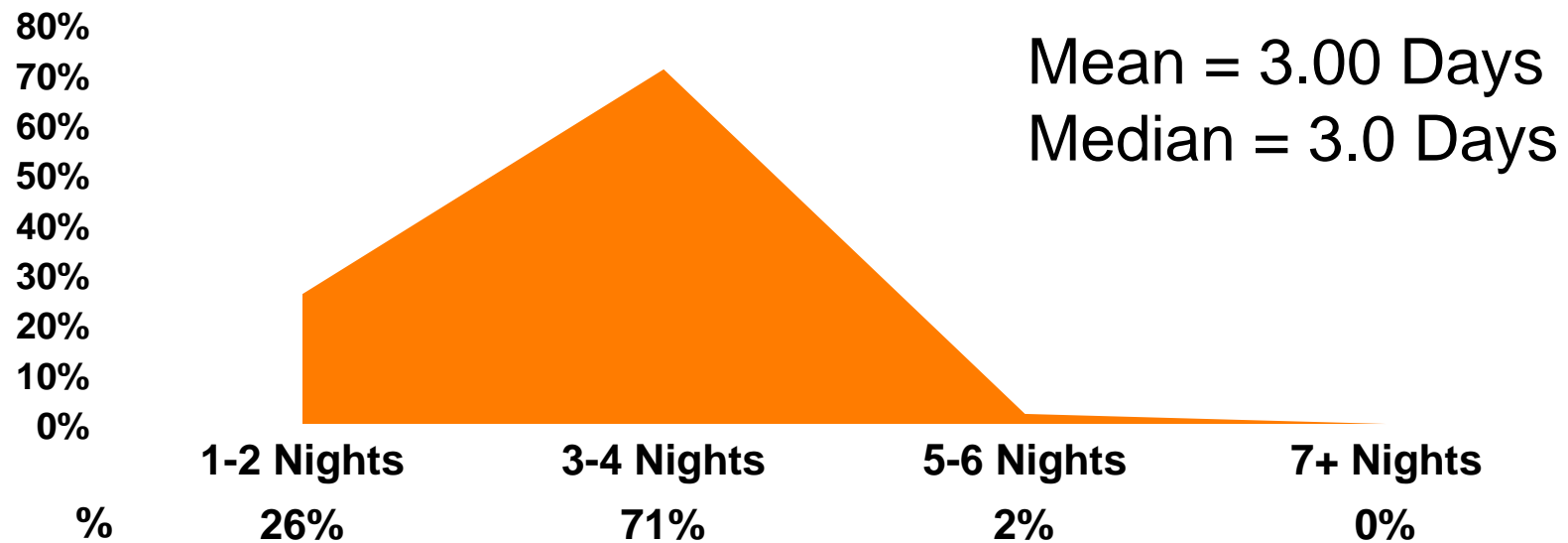
- The average repeat visitor has been to Guam 2.3 times.
- A third of repeat visitors have been to Guam within the last 2 years.

---

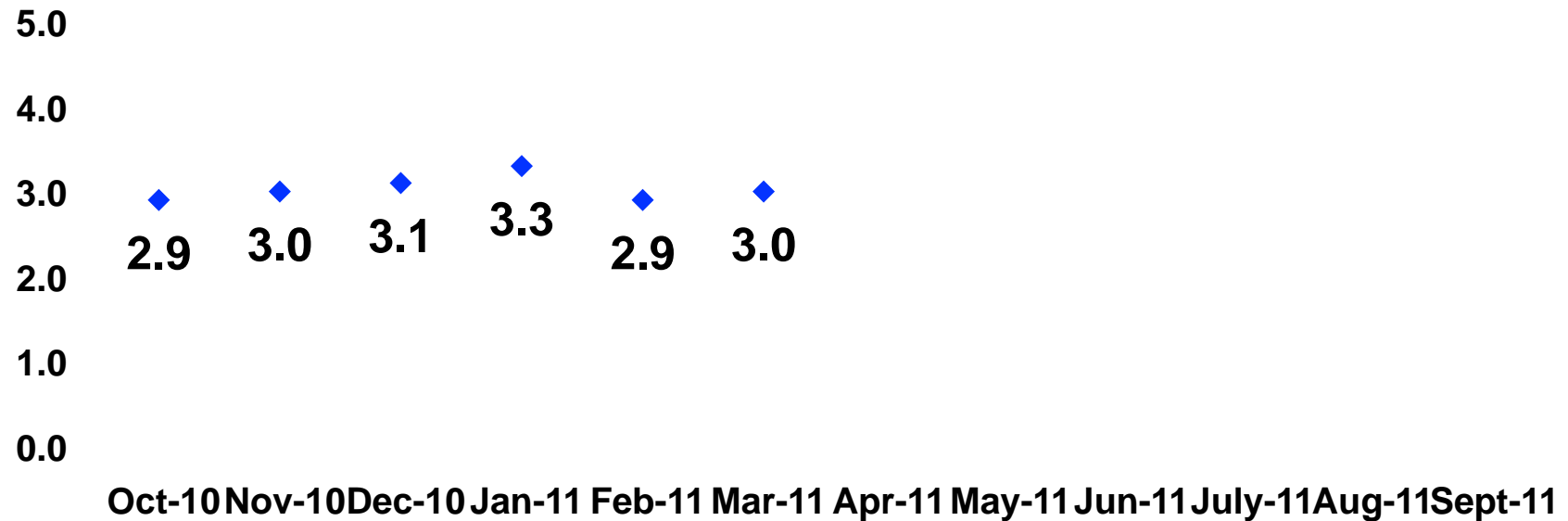
# Average Number Overnight Trips (2005-2011) (2 nights or more)



# Length of Stay

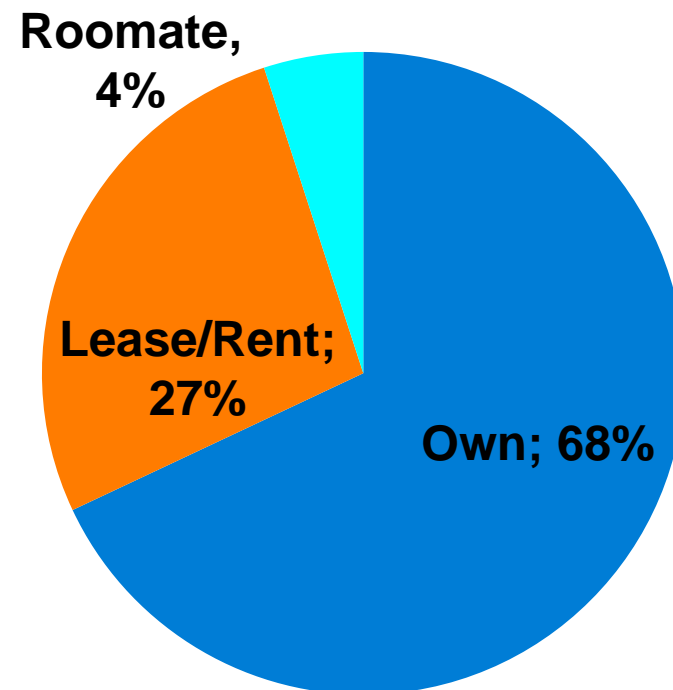


# Average Length of Stay



---

# Living Accommodations

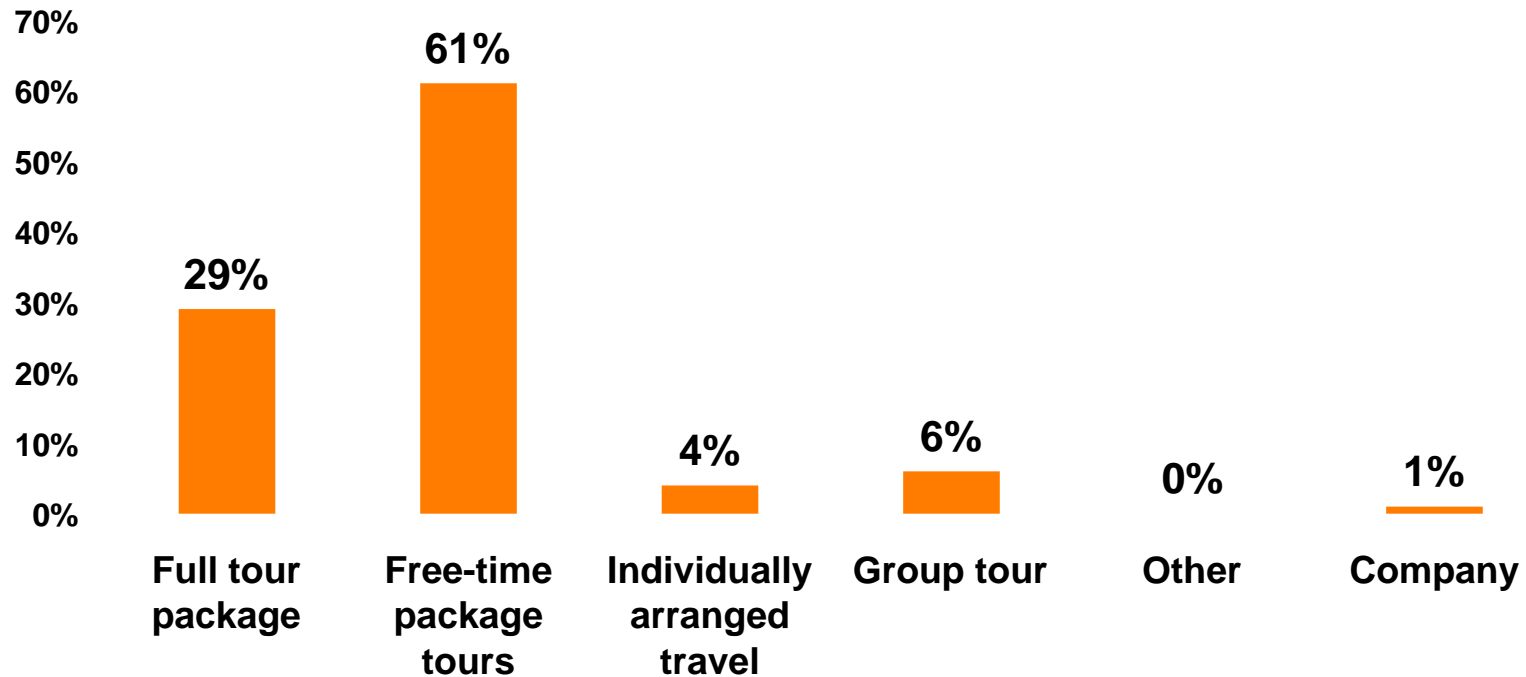


# Occupation by Income

	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 Student	66%	75%	42%	56%	63%	47%	44%	80%	
Co. Employee: Salesperson	6%	3%		22%	7%	3%	8%		
Co. Employee: Engineer	5%	5%	4%	11%	12%	8%			
Co. Employee: Office Worker Non-Managerial	5%	5%	17%	8%	7%				
Self Employed	4%	2%	4%	3%	2%	11%	20%		
Co. Employee: Manager	3%					16%	12%	5%	
Homemaker	2%		17%			5%	4%		
Freeter	2%	5%	4%						
Skilled Worker	1%	3%				3%	4%		
Unemployed	2%		4%					10%	
Government Employee: Office Worker Non-Managerial	1%	2%	4%				4%		
Teacher	1%				2%	3%		5%	
Co. Employee: Executive	1%				2%		4%		
Government Employee: Manager	0%				2%				
Government Employee: Executive	0%					3%			
Professional or Specialist	0%		4%						
Free-lancer	0%				2%				
Retired	0%					3%			
Total Count	322	61	24	36	43	38	25	20	

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



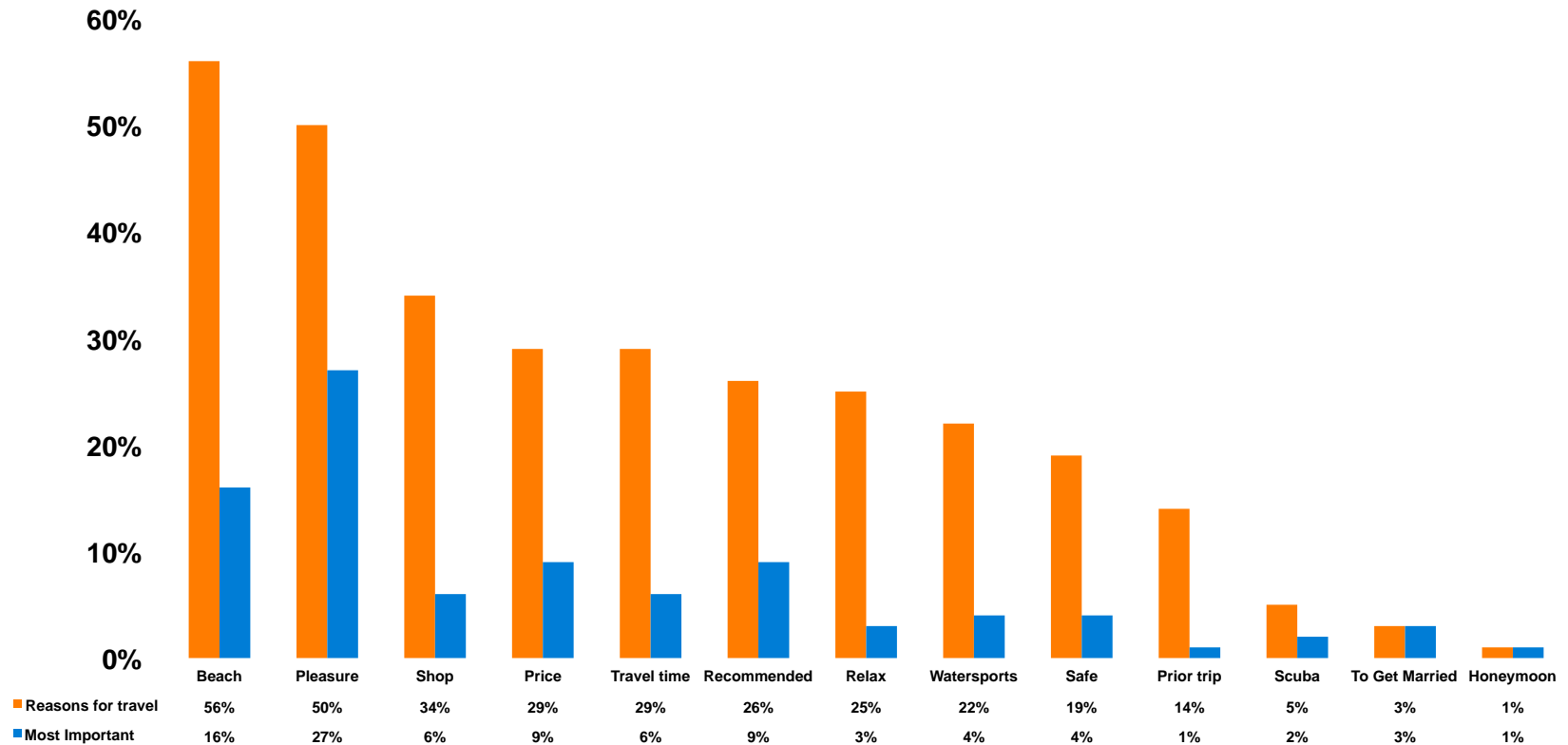


# Accommodation by Income

Average length of stay: 3.00 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	13%	13%	17%	19%	26%	13%	16%	20%	
Grand Plaza Hotel	9%	10%	13%	3%	2%	8%	12%	20%	
Fiesta Resort Guam	7%	7%	13%	14%	2%	11%	8%	10%	
Onward Beach Resort	8%	11%	8%	8%	7%	3%	4%		
Holiday Resort Guam	7%	11%	4%	8%	7%	3%	8%	5%	
Pacific Islands Club PIC	6%	5%	8%	3%	14%	5%	8%	5%	
Oceanview Hotel	6%	5%		3%	2%	11%			
Tumon Bay Capital Hotel	5%	7%		8%		5%	8%	5%	
Guam Reef Hotel	4%	3%	8%	6%	2%	3%	12%	5%	
Hotel Nikko Guam	4%	3%		11%	2%	5%	8%	5%	
Bayview Hotel	5%	5%	8%		7%	3%			
Guam Marriott Resort Hotel	4%	3%			5%	3%	4%	10%	
The Westin Resort Guam	2%			6%	7%	8%			
Pacific Bay Hotel	2%	2%	4%		2%	5%		5%	
Outrigger Guam Resort	2%	2%	4%		2%	8%			
Royal Orchid Guam	2%	3%			5%			5%	
Leo Palace Resort	2%		4%		2%	3%	4%		
Sheraton Laguna Resort	2%	2%	8%	3%	2%				
Ramada Suites Guam	2%	3%						5%	
Hilton Guam Resort & Spa	1%			3%		3%	4%		
Hotel Sane Fe	1%			3%		3%			
Hyatt Regency Guam	1%			3%	2%				
Condominium	0%						4%		
Relatives, Friends, Home Stay	0%								
Days Inn Maite	0%								
Total	Count	327	61	24	36	43	38	25	20

# Travel Motivation - Top Responses



---

# Most Important Reason for Choosing Guam

- Pleasure,
  - Guam's natural beauty/beaches,
  - Price 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	56%	53%	60%	55%	50%	31%	49%	64%
Pleasure	50%	53%	53%	45%	40%	35%	45%	55%
Shopping	34%	42%	34%	30%	35%	31%	27%	42%
Price of the tour package	29%	42%	31%	35%	20%	8%	23%	36%
Short travel time	29%	37%	26%	45%	45%	27%	27%	32%
Recommendation of friend, relative, travel agency	26%	16%	31%	15%		15%	29%	23%
Just to relax	25%	26%	23%	35%	30%	38%	26%	25%
Water sports	22%	26%	24%	15%	15%	4%	18%	25%
It is a safe place to spend a vacation	19%	26%	16%	15%	40%	27%	21%	17%
A previous visit	14%	5%	9%	40%	45%	27%	15%	13%
Other	9%	5%	12%				10%	9%
SCUBA diving	5%		5%		15%		4%	6%
To get married or Attend wedding	3%		2%	10%	5%	15%	5%	2%
To golf	1%		1%	5%	5%		2%	1%
Company or Business trip	1%	5%	0%	5%	5%		2%	1%
Honeymoon	1%		1%	5%			2%	1%
Organized Sporting Activity	1%		1%		5%		2%	1%
Promotional materials from GVB	1%		1%		5%		1%	1%
To visit friends or relatives	1%		0%			4%	1%	
My company sponsored me	1%				10%		1%	
Convention, Conference, Trade show	1%				5%	4%	1%	
Total Cases	327	19	242	20	20	26	164	163

# Motivation by Income

	TOTAL	PERSONAL INCOME							No Inc
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+		
Q.5 Beautiful seas, beaches, tropical climate	56%	70%	58%	58%	42%	55%	58%	40%	
Pleasure	50%	54%	38%	39%	56%	47%	50%	55%	
Shopping	34%	31%	42%	33%	33%	29%	33%	35%	
Price of the tour package	29%	33%	21%	39%	16%	26%	33%	30%	
Short travel time	29%	28%	29%	22%	23%	34%	42%	20%	
Recommendation of friend, relative, travel agency	26%	23%	29%	25%	30%	21%	21%	40%	
Just to relax	25%	20%	21%	19%	26%	34%	33%	30%	
Water sports	22%	26%	17%	19%	16%	26%	25%	25%	
It is a safe place to spend a vacation	19%	15%	8%	14%	14%	34%	17%	15%	
A previous visit	14%	3%	8%	17%	16%	26%	25%	10%	
Other	9%	10%	8%	6%	14%		4%	10%	
SCUBA diving	5%	7%	13%		2%	8%	4%		
To get married or Attend wedding	3%		4%	8%	5%	11%			
Company or Business trip	1%	3%					8%		
Honeymoon	1%	3%		3%				5%	
To golf	1%	2%					8%		
Organized Sporting Activity	1%			3%	2%			5%	
To visit friends or relatives	1%					3%	4%		
My company sponsored me	1%						8%		
Convention, Conference, Trade show	1%						8%		
Promotional materials from GVB	1%				2%				
Total Cases	327	61	24	36	43	38	24	20	

# SECTION 3 **EXPENDITURES**

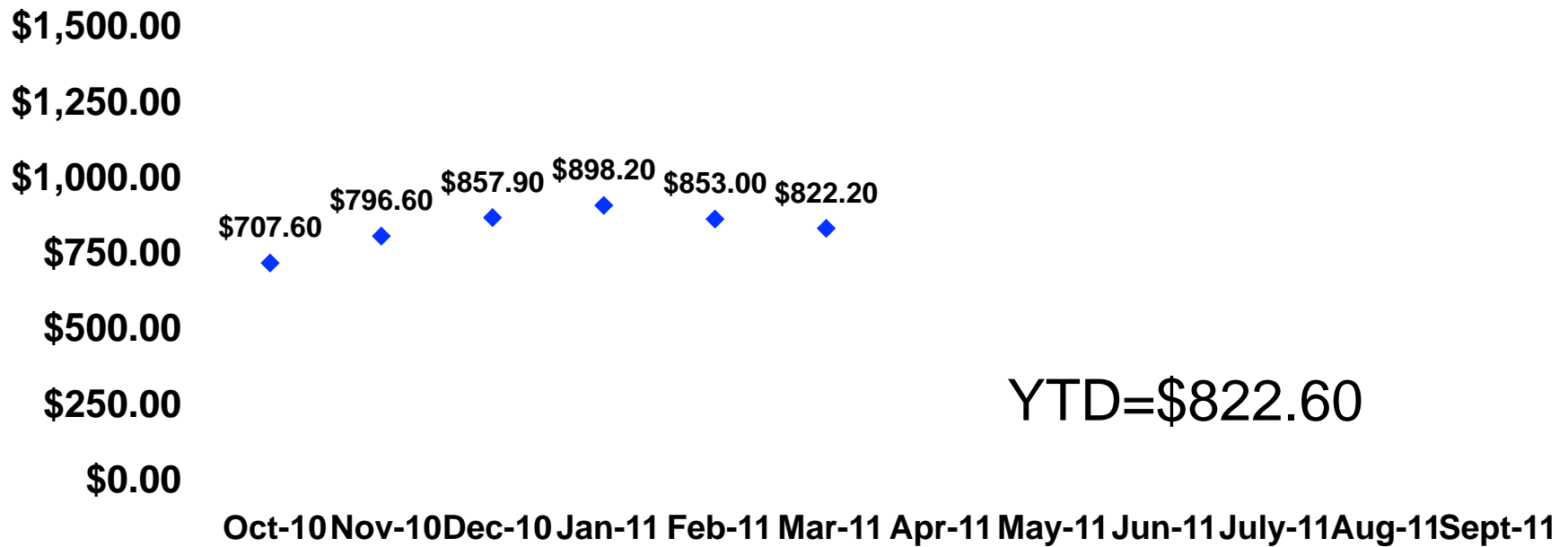
---

# Prepaid Expenditures

¥82.24/US\$1

- \$1,317.50 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$10,457 = maximum (highest amount recorded for the entire sample)
- \$822.20 = overall mean average per person prepaid expenditures

# Prepaid Expenditures





# Breakdown of Prepaid Expenditures

¥82.24=\$1

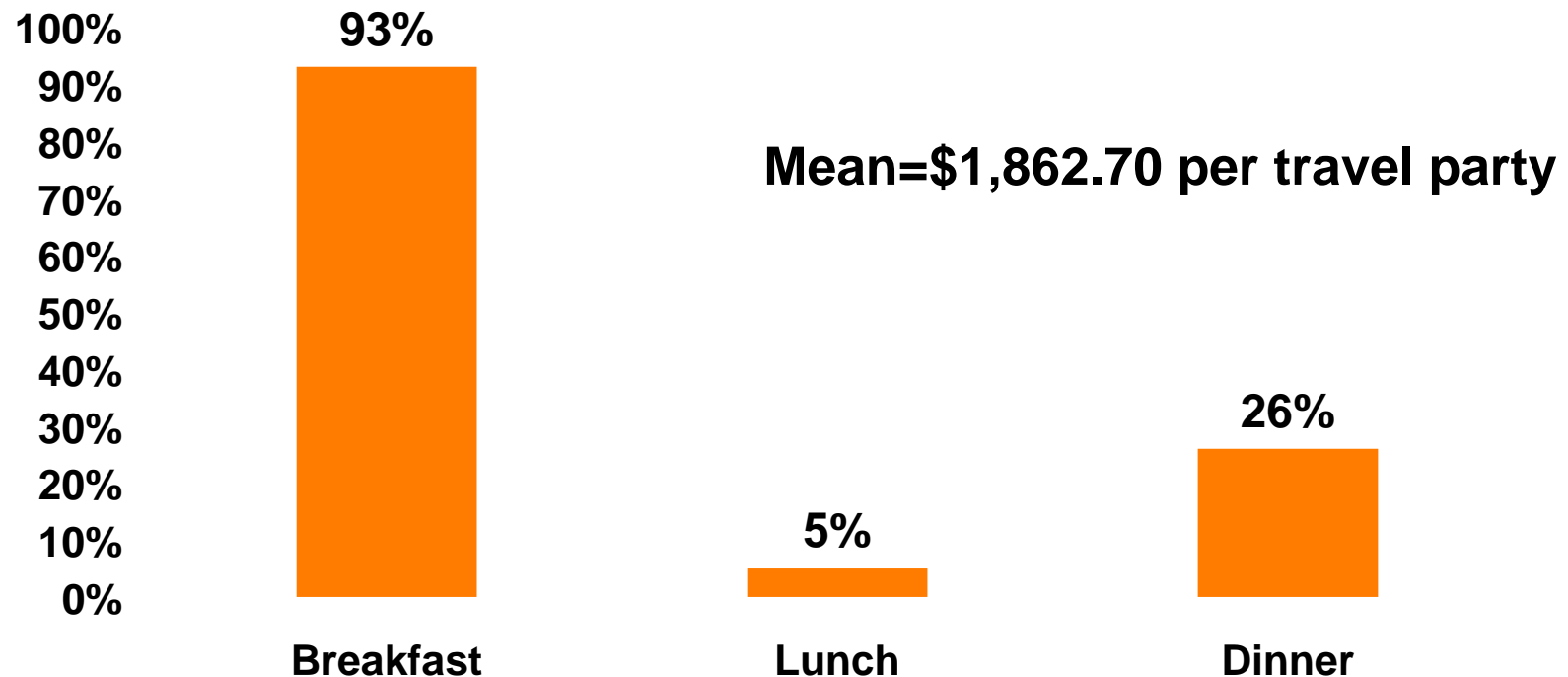
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,152.80
Air & Accommodation w/ daily meal package	\$1,862.70
Air only	\$940.70
Accommodation only	-
Accommodation w/ daily meal only	\$778.20
Food & Beverages in Hotel	\$131.90
Ground transportation- Japan	\$106.60
Ground transportation- Guam	\$56.00
Optional tours/ activities	\$242.40
Other expenses	\$314.70
Total Prepaid	\$1,317.50

# Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

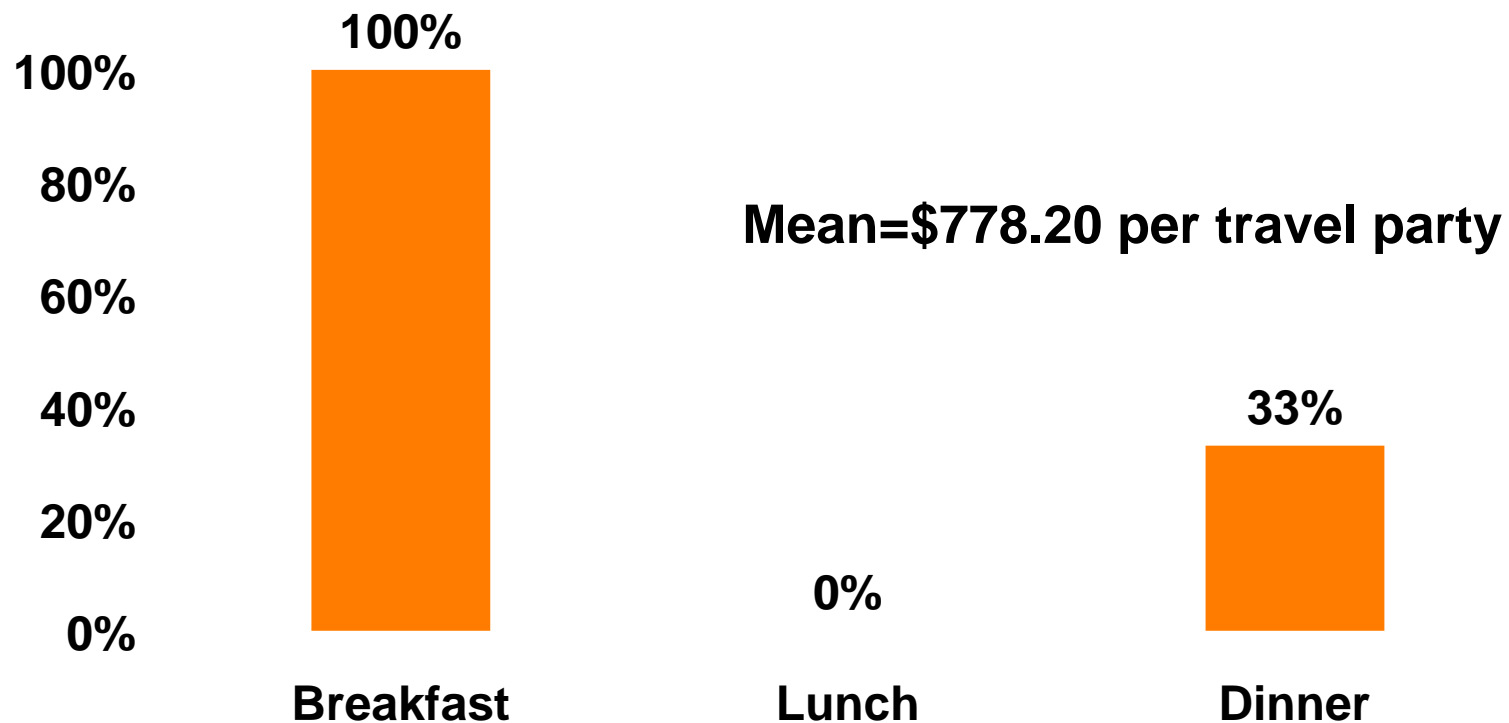
n=42



# Prepaid Meal Breakdown

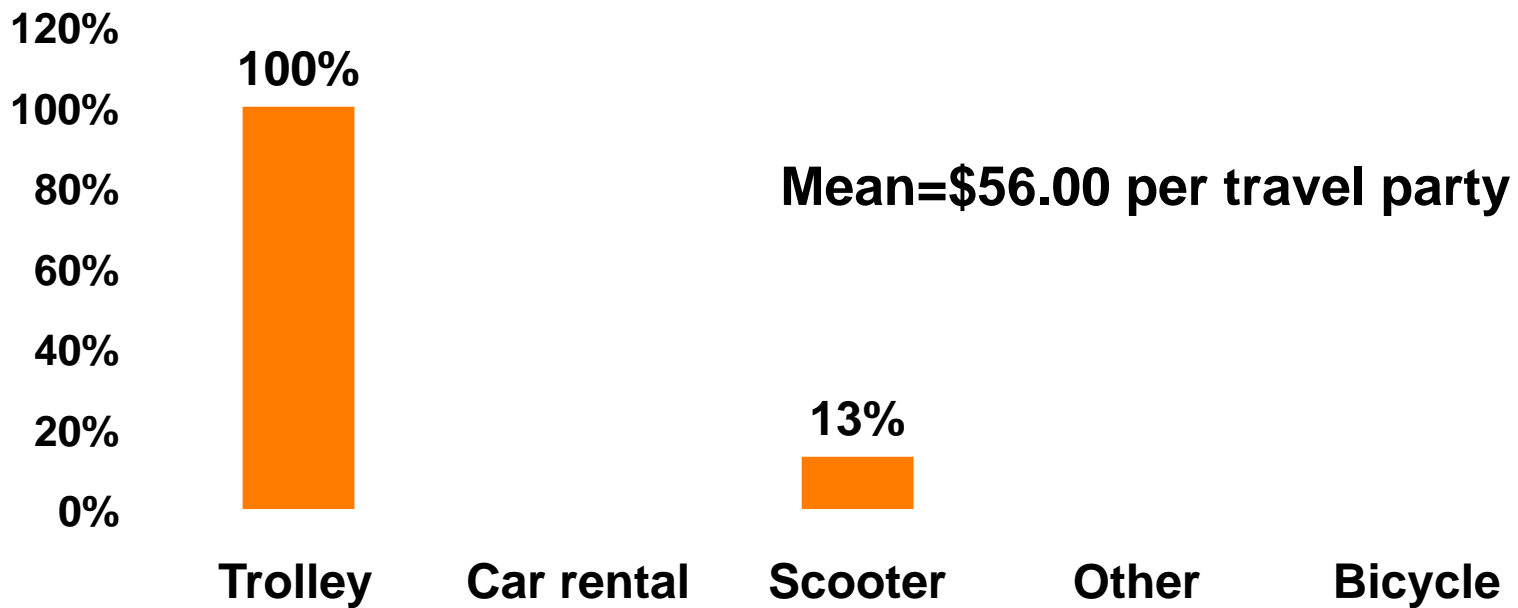
Accommodations with Daily Meal Package

n=3



# Prepaid Ground Transportation

n=8

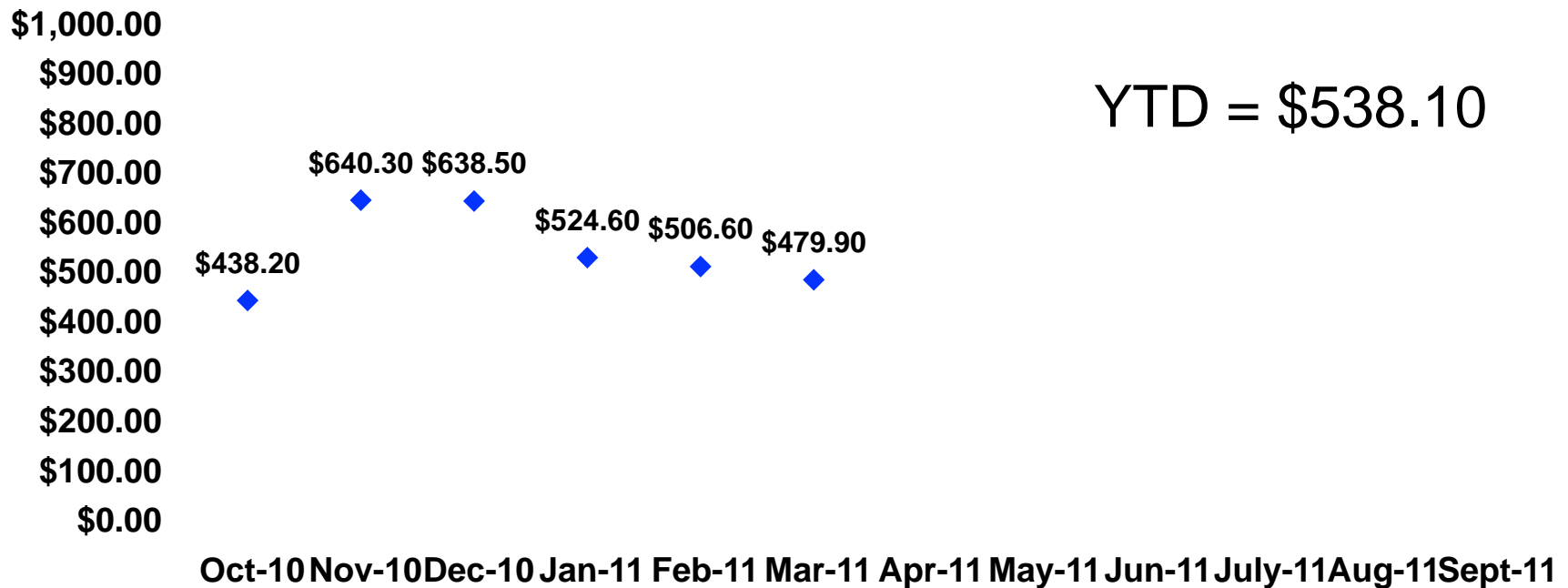


---

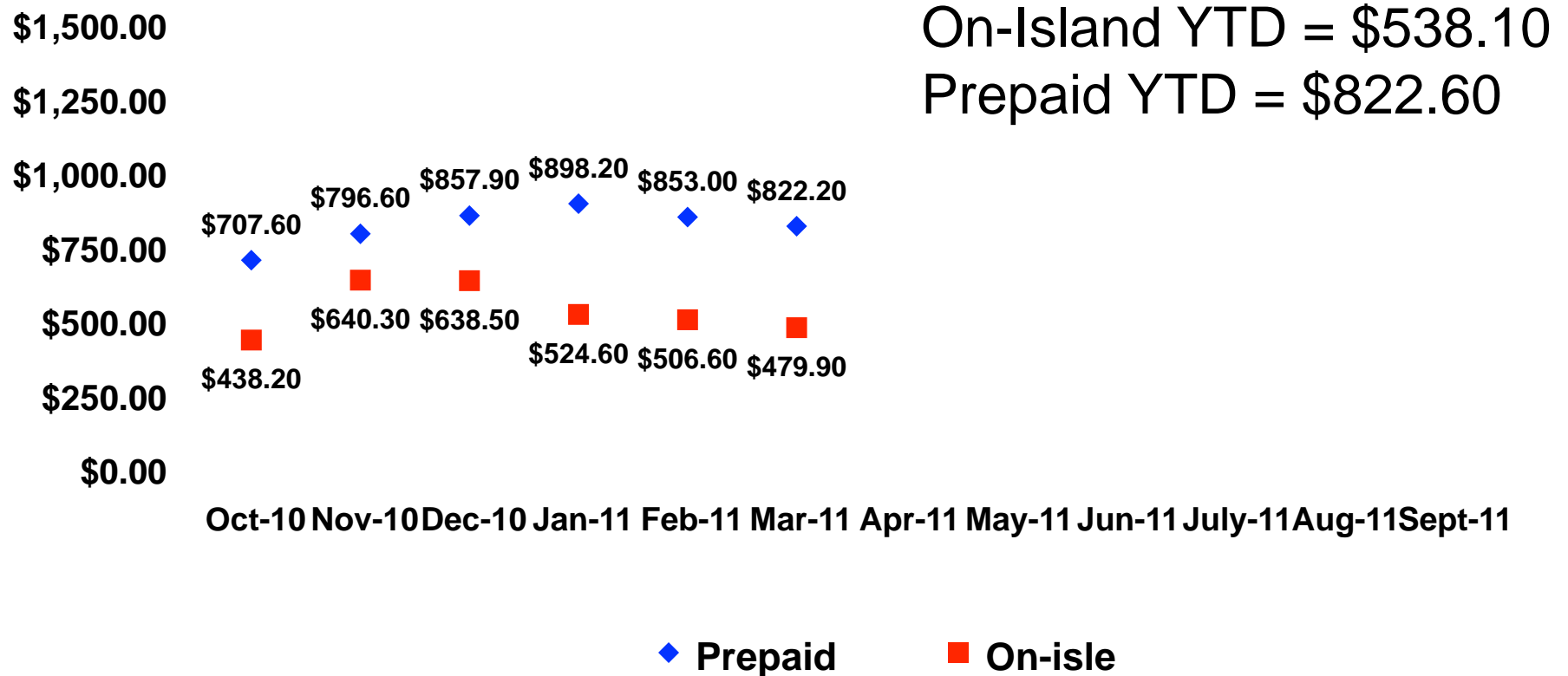
# On-Island Expenditures

- \$653.70 = 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)
- \$479.90 = overall mean average per person on-island expenditure

# On-Island Expenditures



# Prepaid & On-Island Expenditures



# Total On-Island Expenditure by Gender & Age

		GENDER			GENDER									
		TOTAL	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	\$653.73	\$694.87	\$612.08	\$354.86	\$518.05	\$1,351.07	\$1,139.33	\$1,036.72	\$483.33	\$571.50	\$475.00	\$1,241.67	\$1,100.25
	Median	\$450	\$470	\$430	\$330	\$400	\$650	\$700	\$950	\$400	\$400	\$275	\$1,000	\$750



# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$18.20	\$20.34	\$16.03	\$2.11	\$9.59	\$31.25	\$54.76	\$70.54
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF REST/CONV	Mean	\$27.95	\$33.68	\$22.15	\$11.05	\$25.81	\$39.75	\$45.24	\$37.19
	Median	\$10	\$10	\$10	\$5	\$10	\$0	\$0	\$0
F&B-OUT- SIDE HOTEL/ REST	Mean	\$55.80	\$64.57	\$46.93	\$10.74	\$47.31	\$137.00	\$84.76	\$81.96
	Median	\$11	\$3	\$14	\$0	\$20	\$15	\$0	\$0
OPTIONAL TOUR	Mean	\$61.96	\$74.54	\$49.23	\$43.68	\$61.61	\$76.40	\$62.38	\$67.12
	Median	\$0	\$0	\$0	\$0	\$33	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$129.88	\$104.15	\$155.92	\$77.89	\$138.89	\$185.25	\$88.57	\$75.46
	Median	\$40	\$15	\$50	\$0	\$50	\$3	\$0	\$0
GIFT/SOUV- F&F AT HOME	Mean	\$97.98	\$72.99	\$123.27	\$76.05	\$102.05	\$84.75	\$122.86	\$66.15
	Median	\$50	\$30	\$60	\$20	\$50	\$3	\$50	\$0
LOCAL TRANS	Mean	\$12.65	\$14.63	\$10.65	\$4.47	\$11.86	\$9.25	\$30.19	\$14.50
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$247.34	\$304.88	\$189.10	\$210.00	\$151.21	\$477.10	\$679.81	\$643.35
	Median	\$0	\$10	\$0	\$38	\$0	\$0	\$60	\$345
TOTAL ON ISLAND	Mean	\$653.73	\$694.87	\$612.08	\$436.00	\$546.99	\$1,088.25	\$1,168.57	\$1,056.27
	Median	\$450	\$470	\$430	\$400	\$400	\$550	\$700	\$850

# On-Island Expenditures

## First Timers & Repeaters

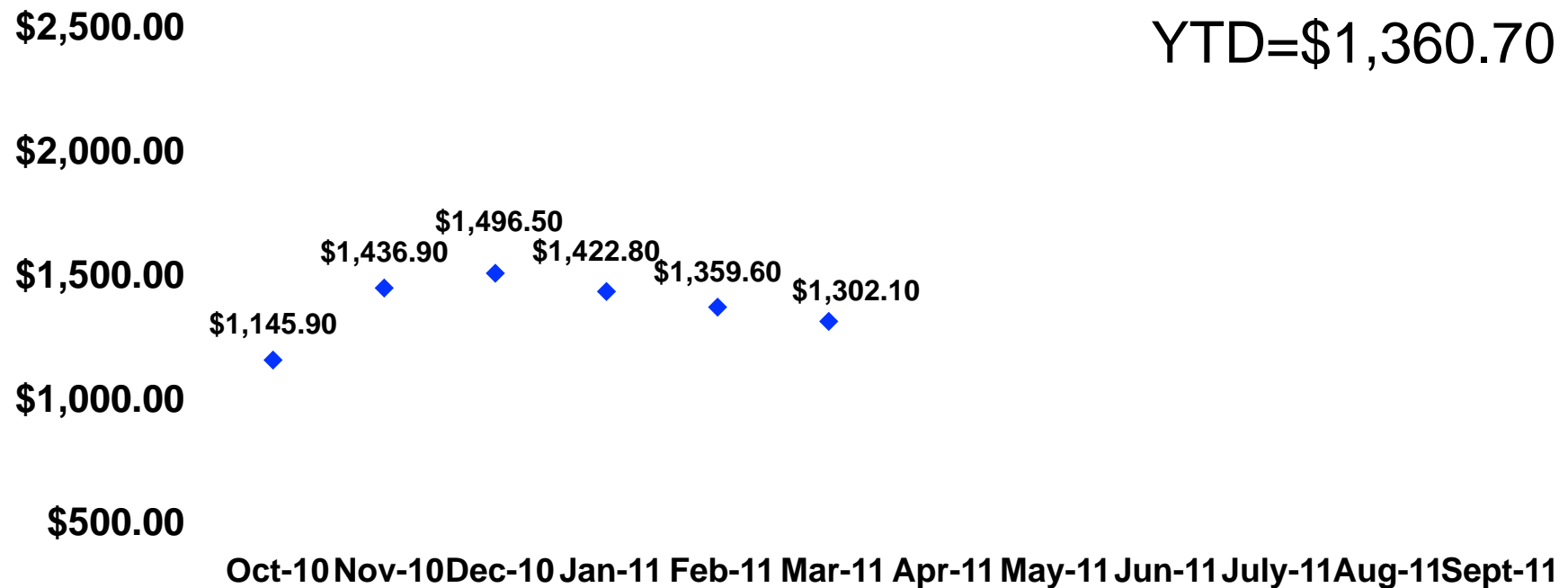
		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$10.59	\$44.78
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$26.01	\$34.74
	Median	\$10	\$12
F&B-OUT- SIDE HOTEL/ REST	Mean	\$48.20	\$82.38
	Median	\$12	\$3
OPTIONAL TOUR	Mean	\$57.76	\$76.62
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$132.87	\$119.31
	Median	\$48	\$30
GIFT/SOUV- F&F AT HOME	Mean	\$97.08	\$101.10
	Median	\$40	\$50
LOCAL TRANS	Mean	\$8.45	\$27.34
	Median	\$0	\$0
OTHER EXP	Mean	\$204.50	\$396.99
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$584.92	\$894.08
	Median	\$450	\$500

---

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

- \$1,302.10 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,396 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures



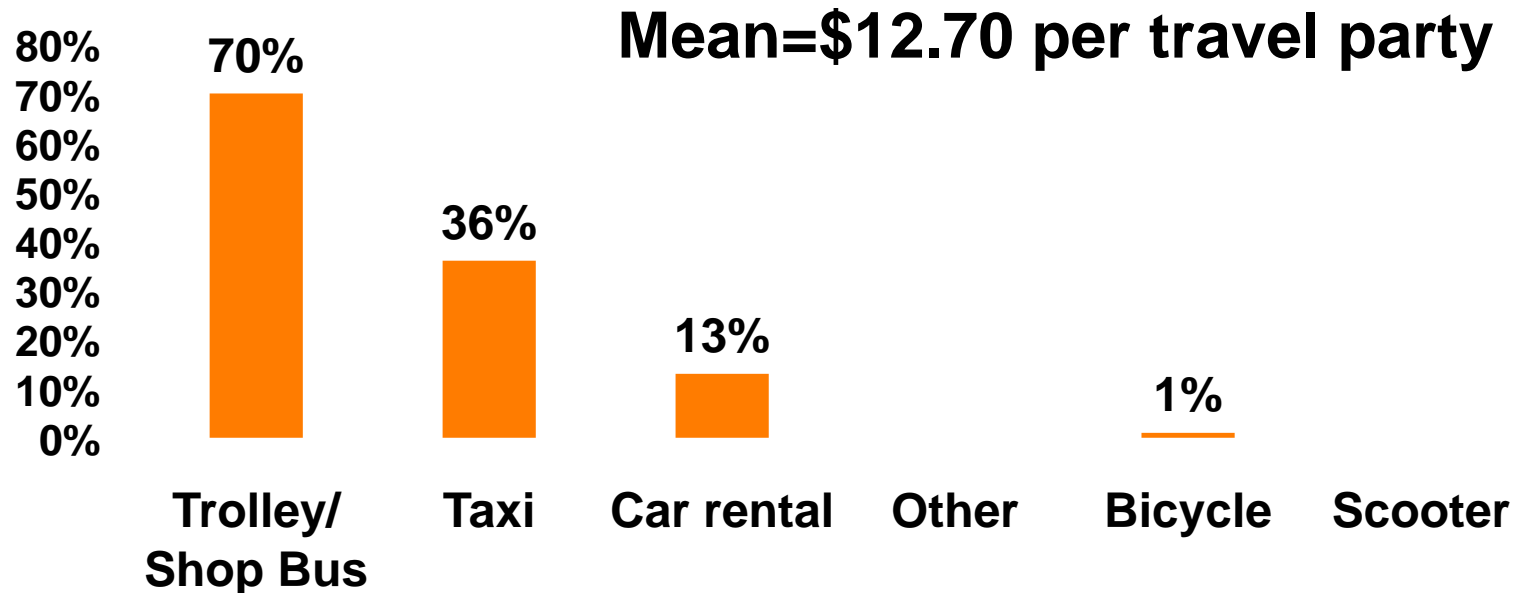
---

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$18.20
Food & beverage in fast food restaurant/ convenience store	\$28.00
Food & beverage at restaurants or drinking establishments outside a hotel	\$55.80
Optional tours and activities	\$62.00
Gifts/ souvenirs for yourself/companions	\$129.90
Gifts/ souvenirs for friends/family at home	\$98.00
Local transportation	\$12.70
Other expenses not covered	\$247.30
<b>Average Total</b>	<b>\$653.70</b>

# Local Transportation

n=91



---

# Guam Airport Expenditures

- \$19.70 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$700 = Maximum (highest amount recorded for the entire sample)

---

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	<b>\$5.10</b>
<b>Gifts/Souvenirs Self</b>	<b>\$8.60</b>
<b>Gifts/Souvenirs Others</b>	<b>\$6.10</b>
<b>Total</b>	<b>\$19.70</b>

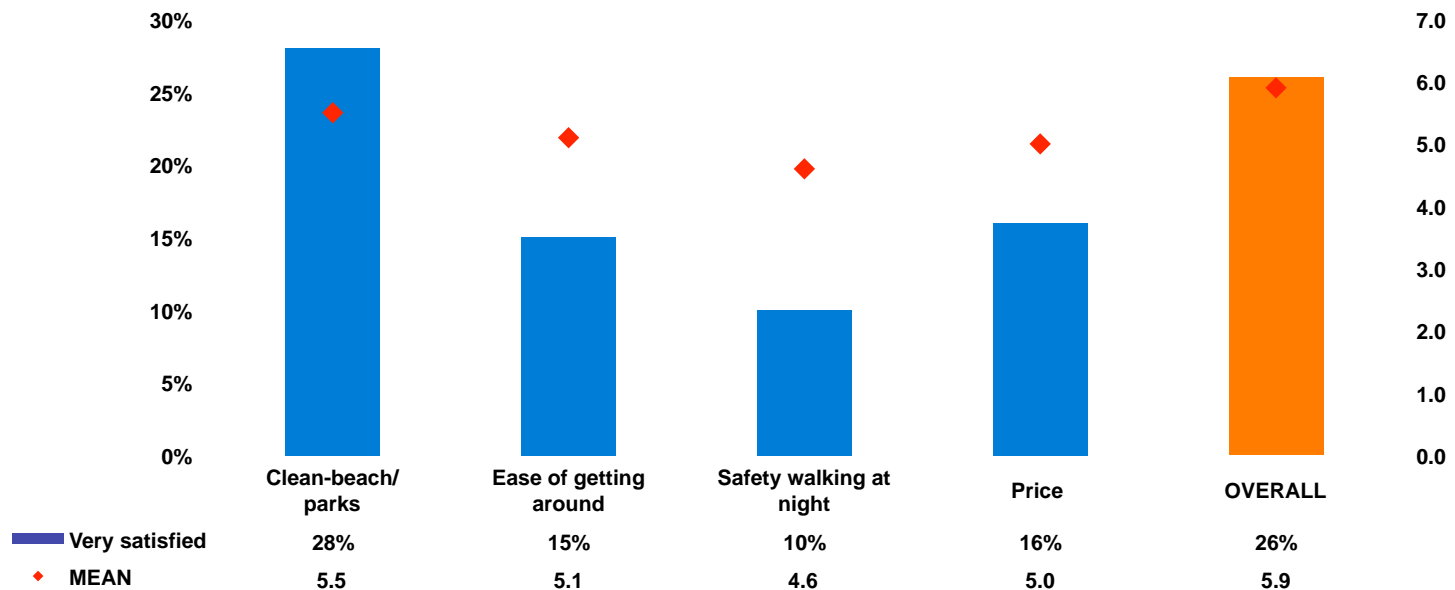


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

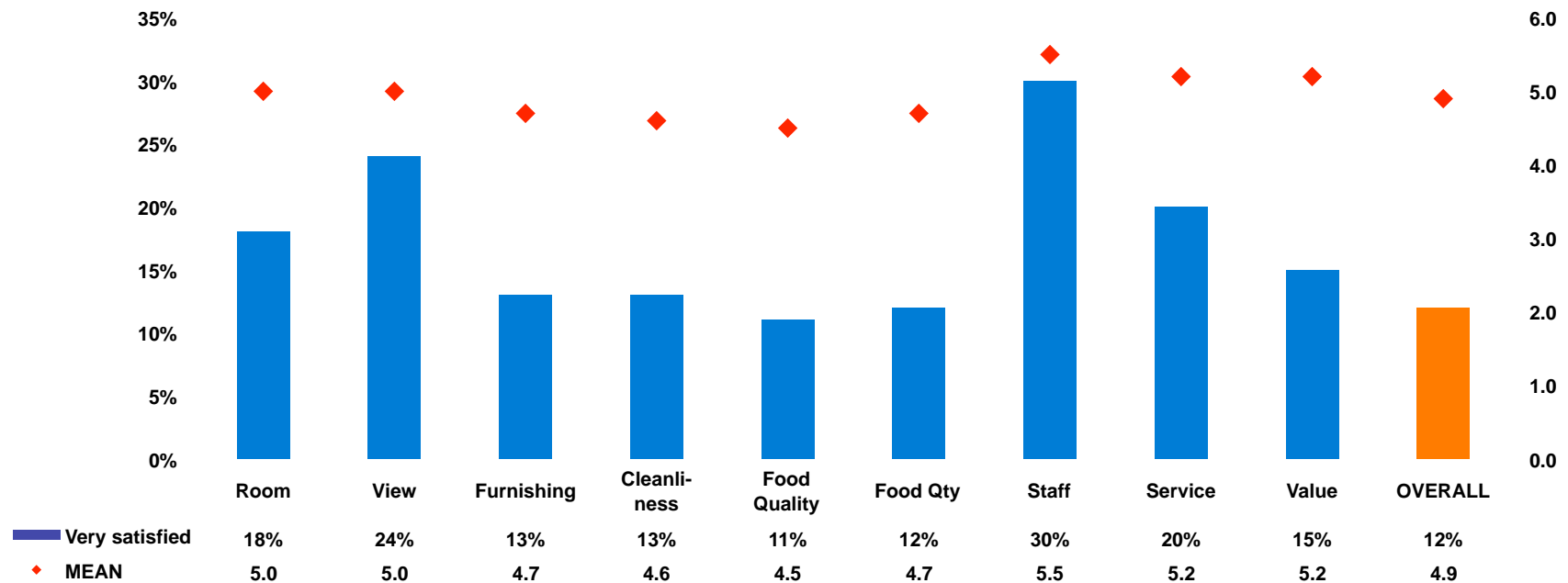
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

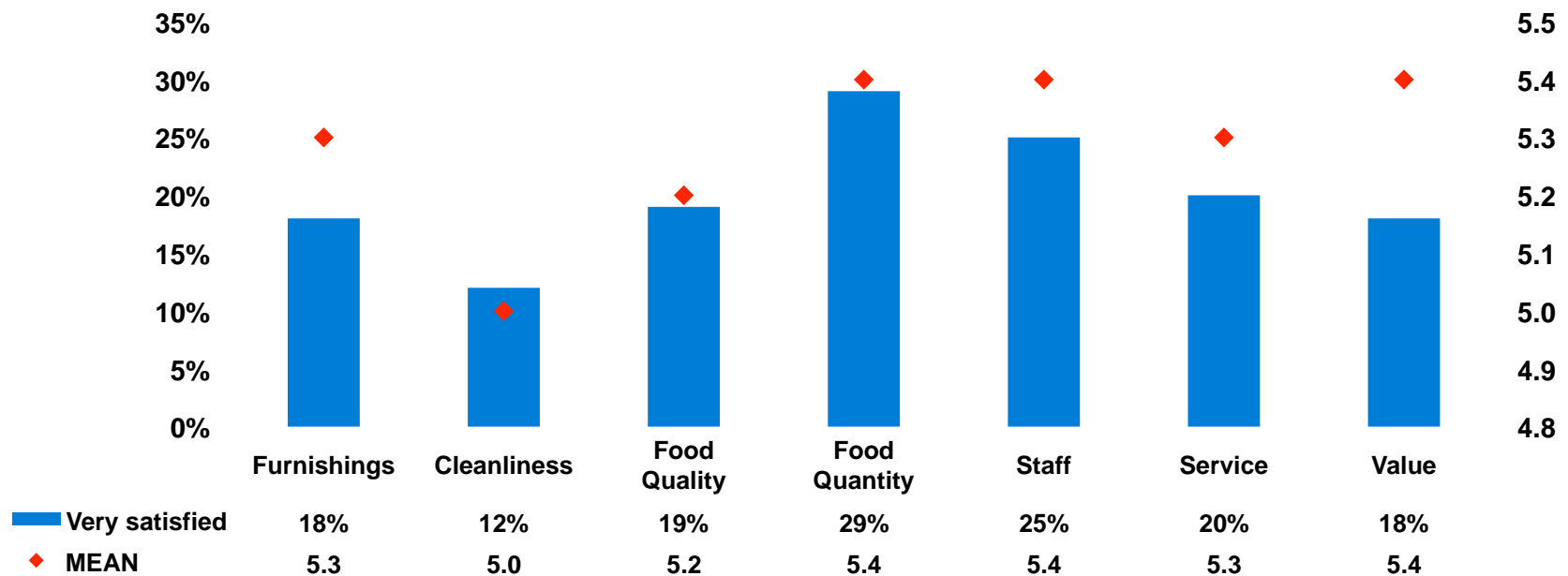
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

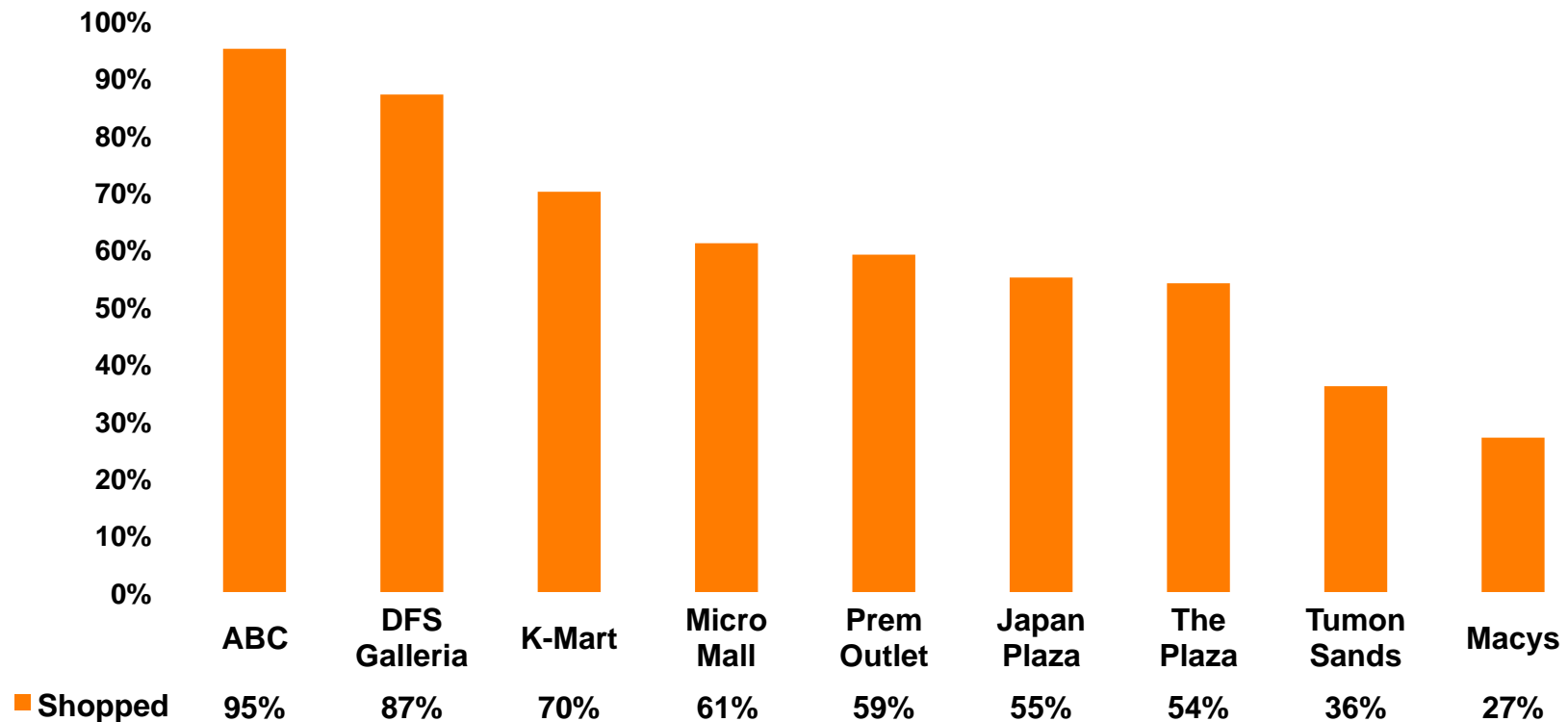
7pt Rating Scale

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**

Score of 6 to 7 = **50%**

Score of 4 to 5 = **45%**

Score 1 to 3 = **5%**

**MEAN = 5.3**

**Variety of Shopping**

Score of 6 to 7 = **47%**

Score of 4 to 5 = **47%**

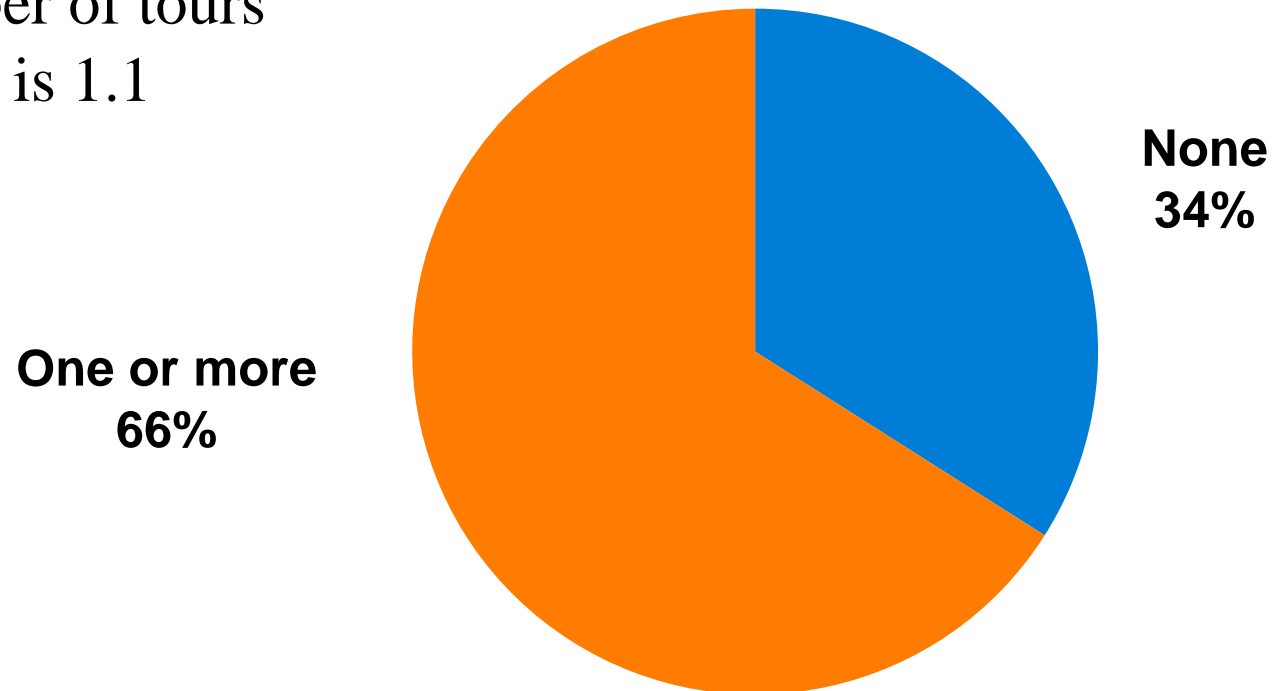
Score 1 to 3 = **6%**

**MEAN = 5.3**

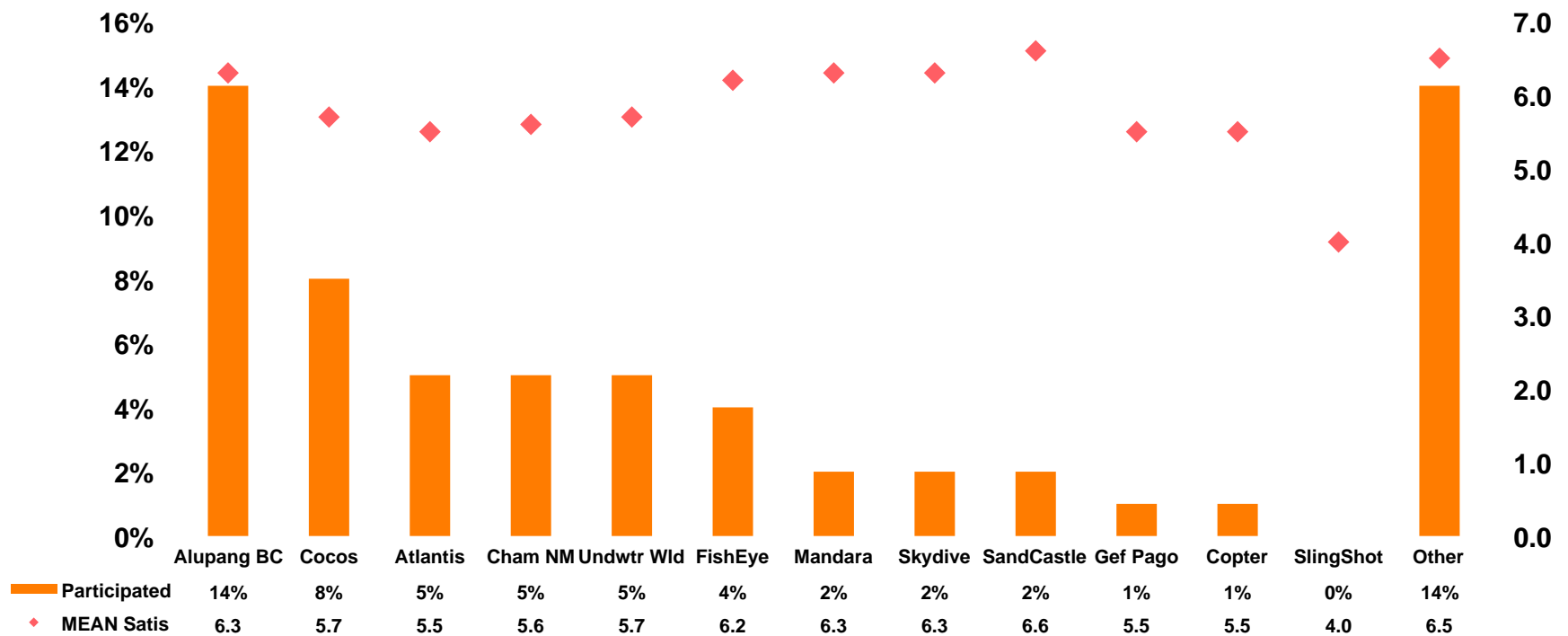
---

# Optional Tour Participation

- Average number of tours participated in is 1.1



# Optional Tours Participation & Satisfaction





---

# Day Tours Satisfaction

**7pt Rating Scale**

**7=Very Satisfied/ 1=Very Dissatisfied**

∴

**Quality of Day Tour**

Score of 6 to 7 = **55%**

Score of 4 to 5 = **40%**

Score 1 to 3 = **5%**

**MEAN = 5.5**

**Variety of Day Tour**

Score of 6 to 7 = **53%**

Score of 4 to 5 = **45%**

Score 1 to 3 = **2%**

**MEAN = 5.4**

---

# Night Tours Satisfaction

**7pt Rating Scale**

**7=Very Satisfied/ 1=Very Dissatisfied**

∴

**Quality of Night Tour**

Score of 6 to 7 = **23%**

Score of 4 to 5 = **74%**

Score 1 to 3 = **3%**

**MEAN = 4.6**

**Variety of Night Tour**

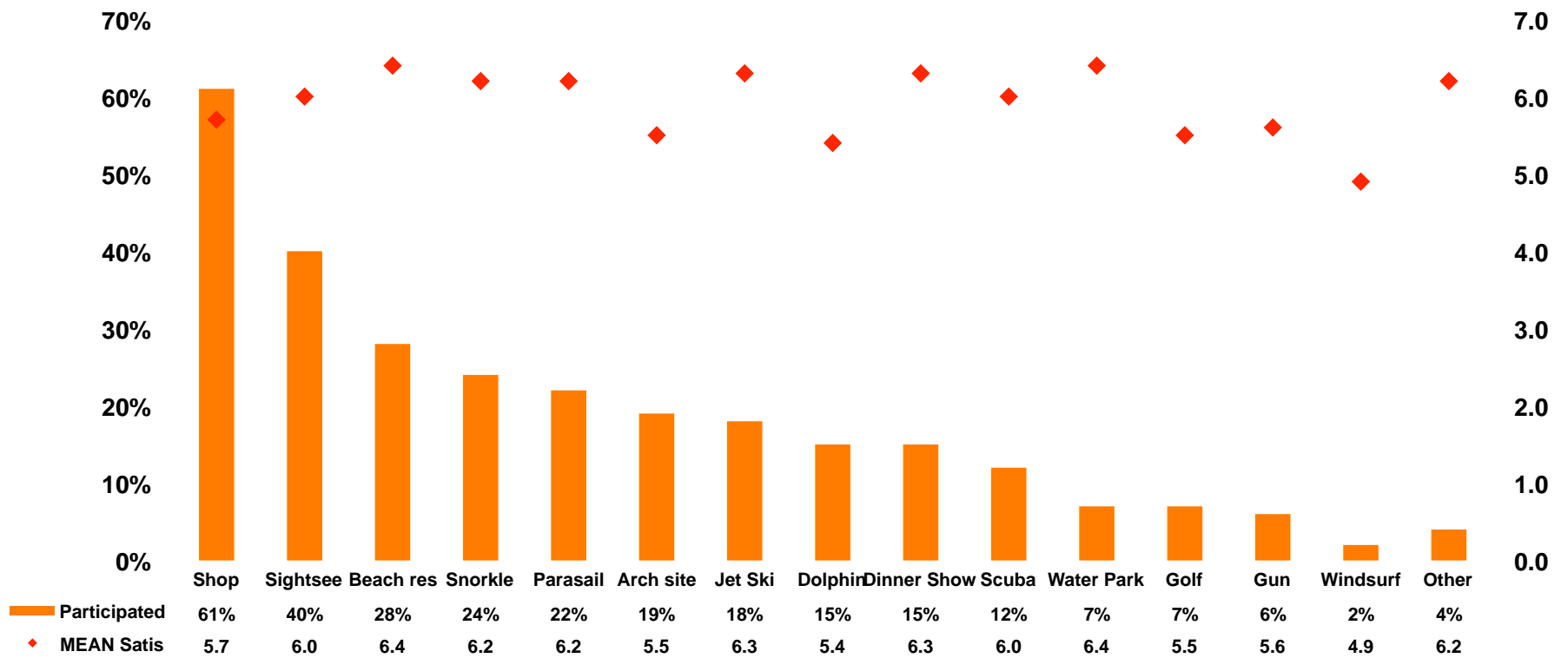
Score of 6 to 7 = **23%**

Score of 4 to 5 = **74%**

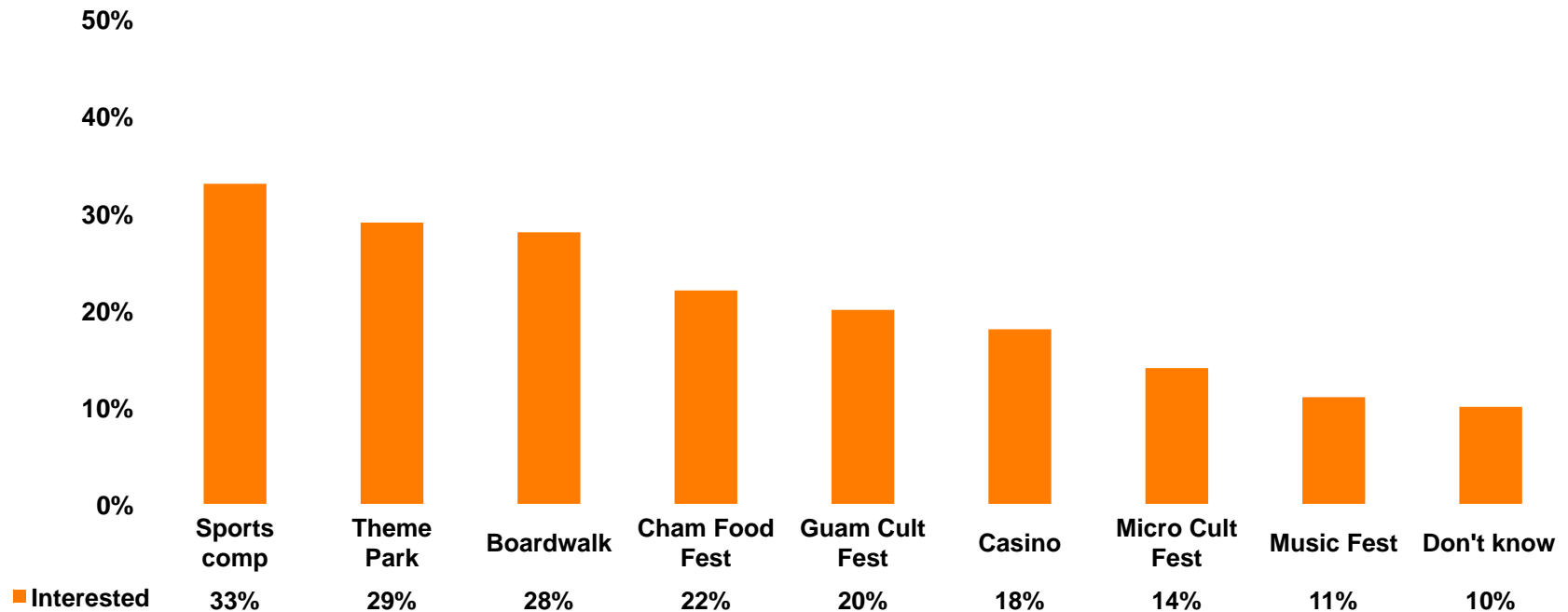
Score 1 to 3 = **4%**

**MEAN = 4.6**

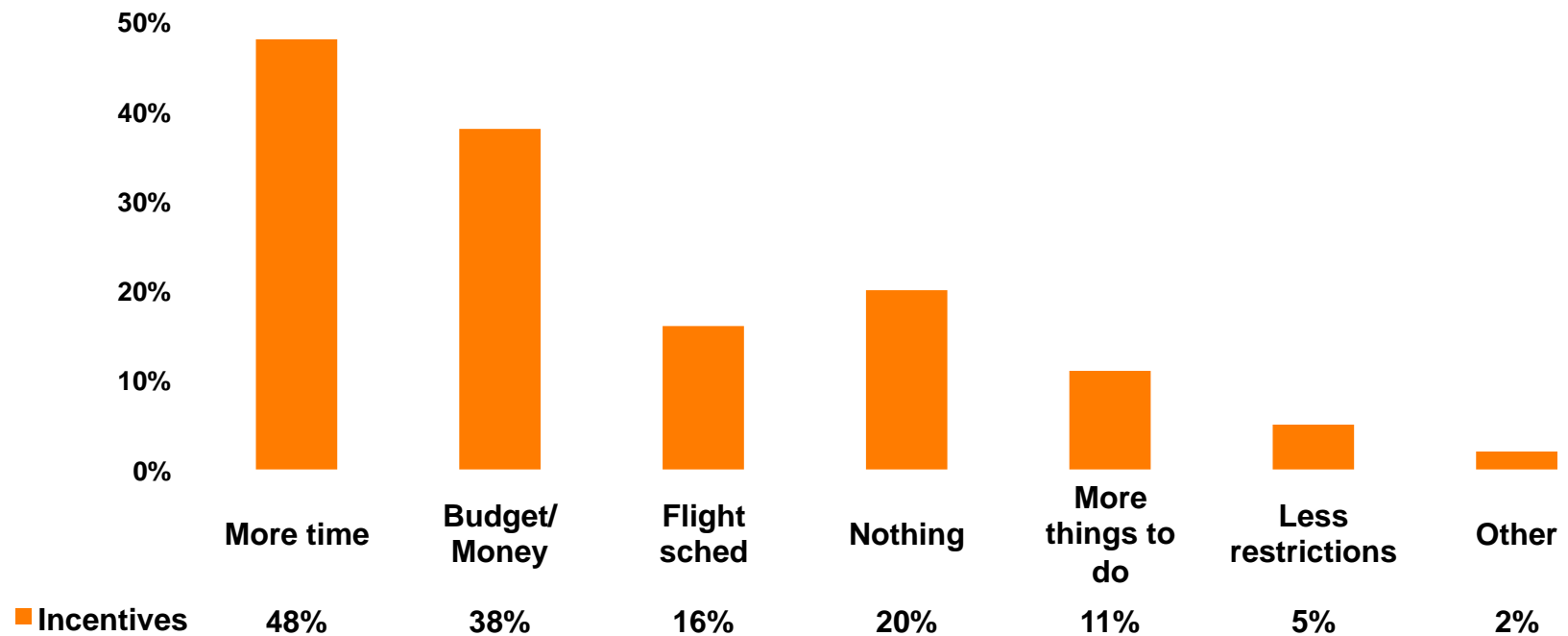
# Satisfaction with Other Activities



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



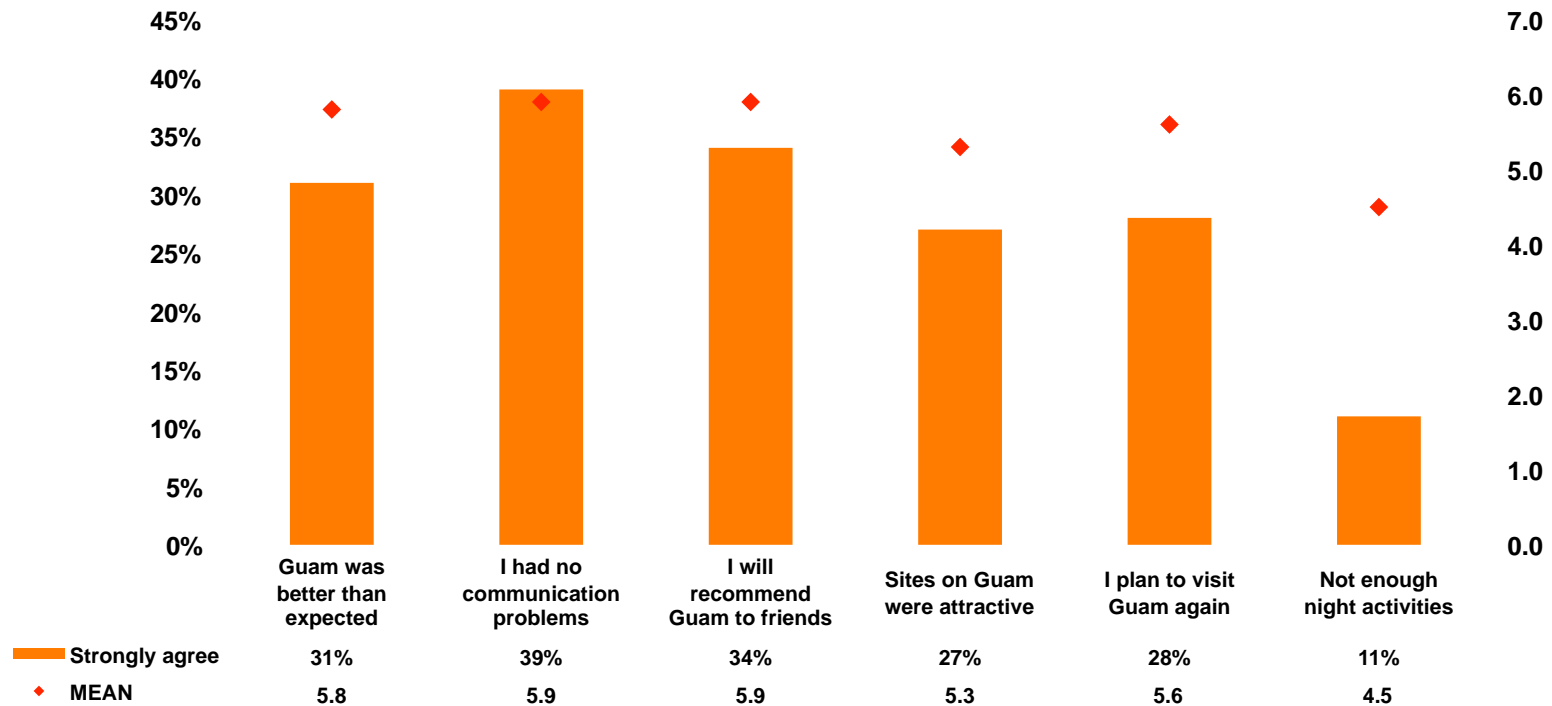
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

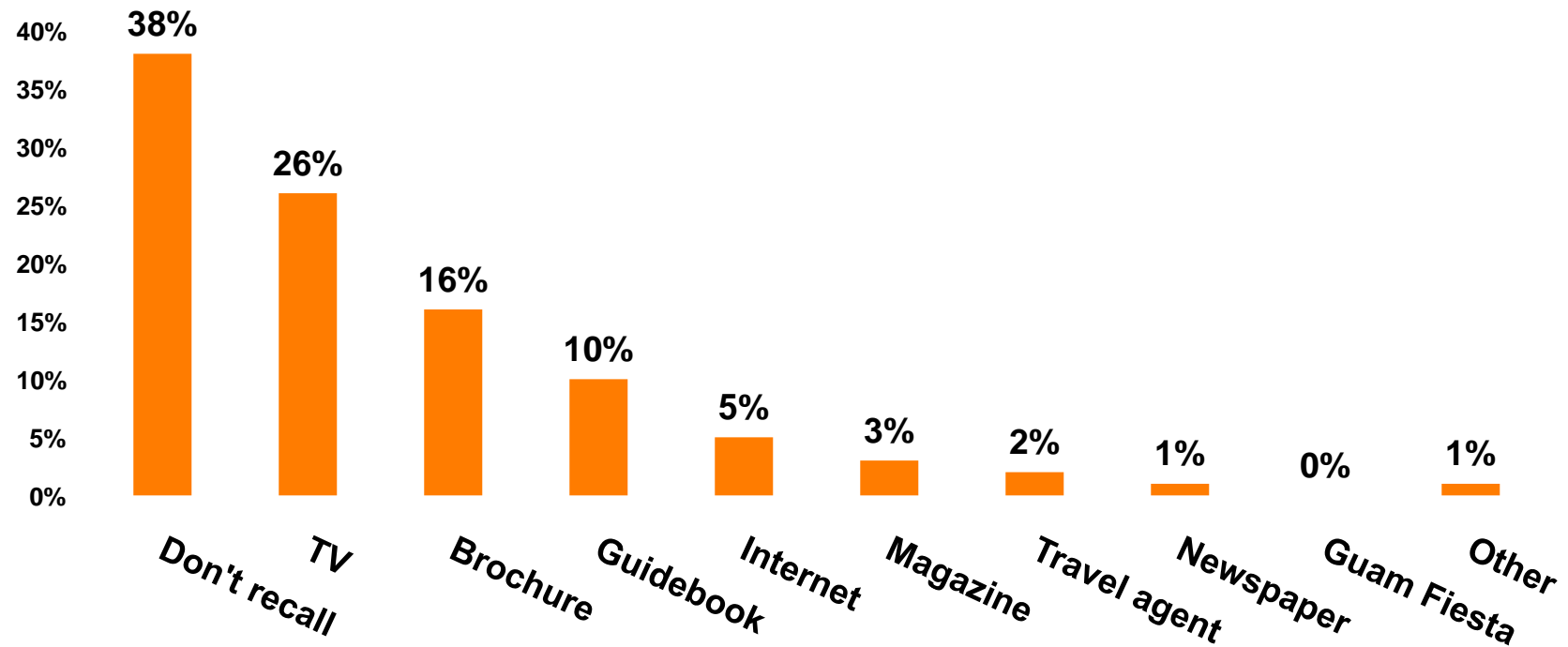
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

# Guam Promotion - Media

## Past 90 days





---

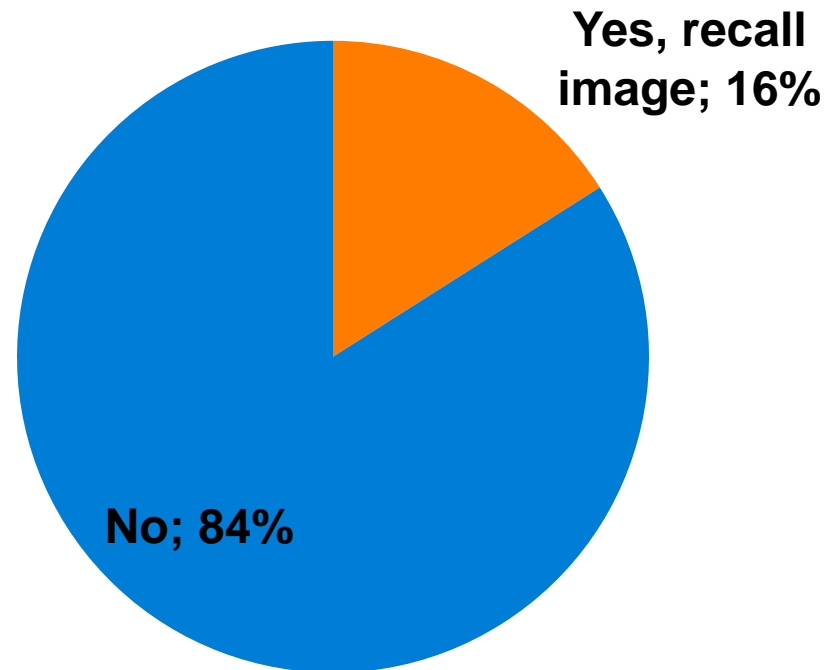
# Message Recall

(Filter: recall ad/promo n=203)

- 66% An image
- 26% Other
- 3% Tag line
- 6% Don't recall

---

# Aided Awareness - Image Test



---

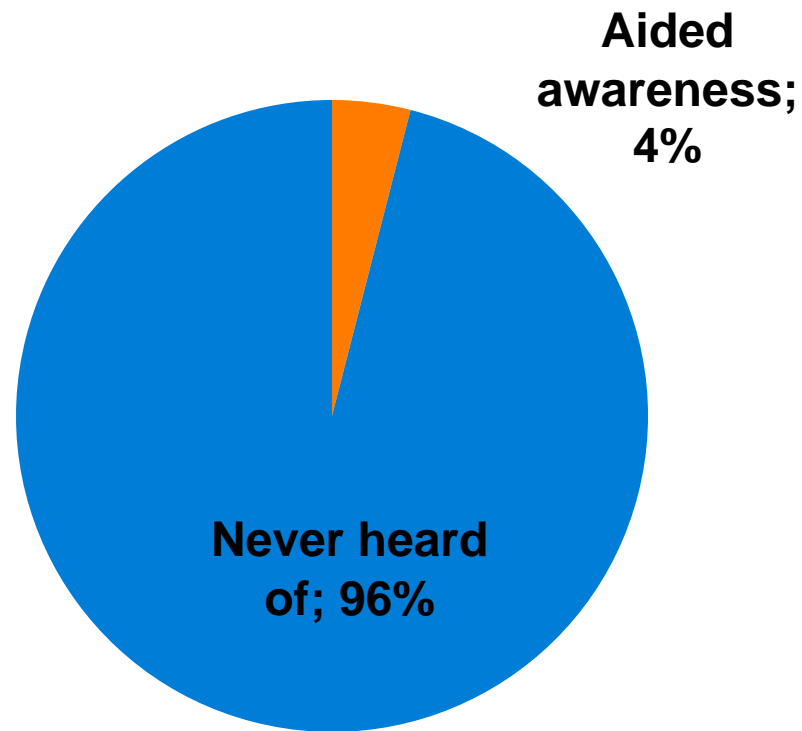
# Aided Image Recall

(Filter: recall image n=54)

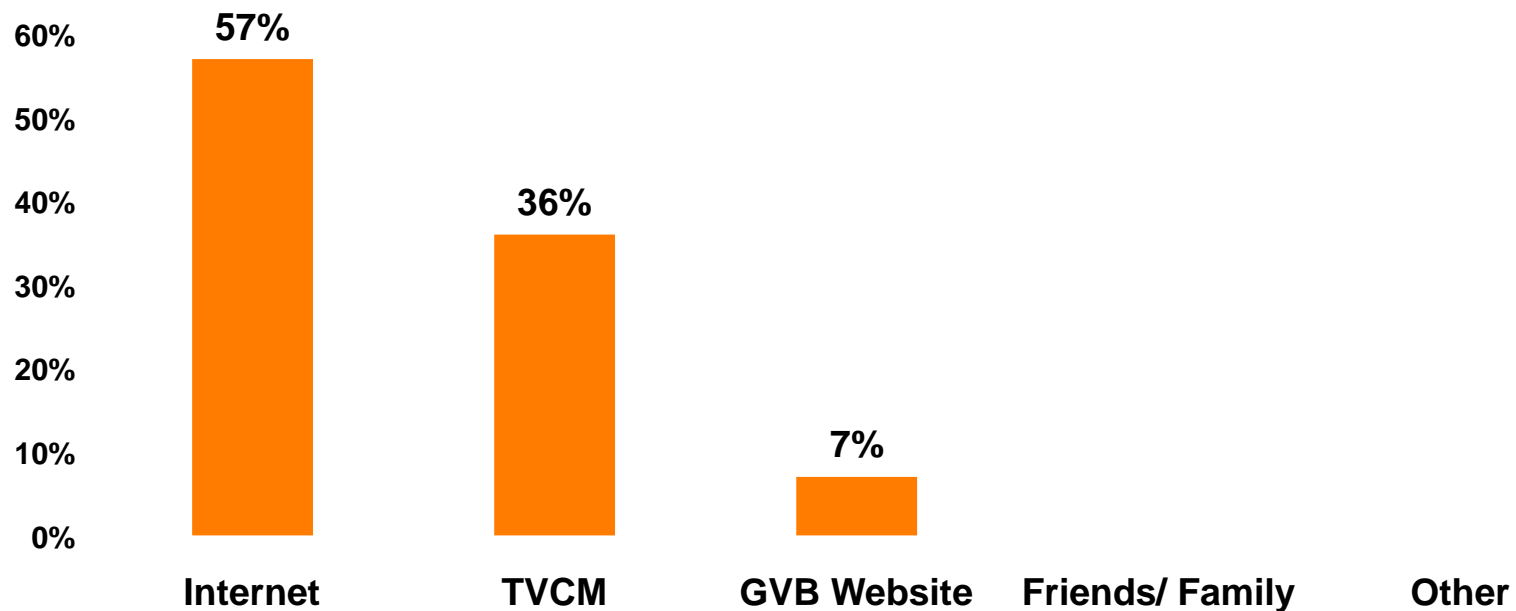
- **41%** - Koko Bird – OL Version  
(Asada! Namadesu Tabi Salad Program Ad)
- **35%** - Koko Bird – Sr. Version  
(Shimura's Zoo Program Ad)
- **24%** - Hafa Adai Guam 365 monitor campaign
- **22%** - Guam Wedding (Nodame Canterbile Cinema Ad)

---

# Aided Awareness – Hafa Adai Guam 365 Monitor Campaign (n=14)

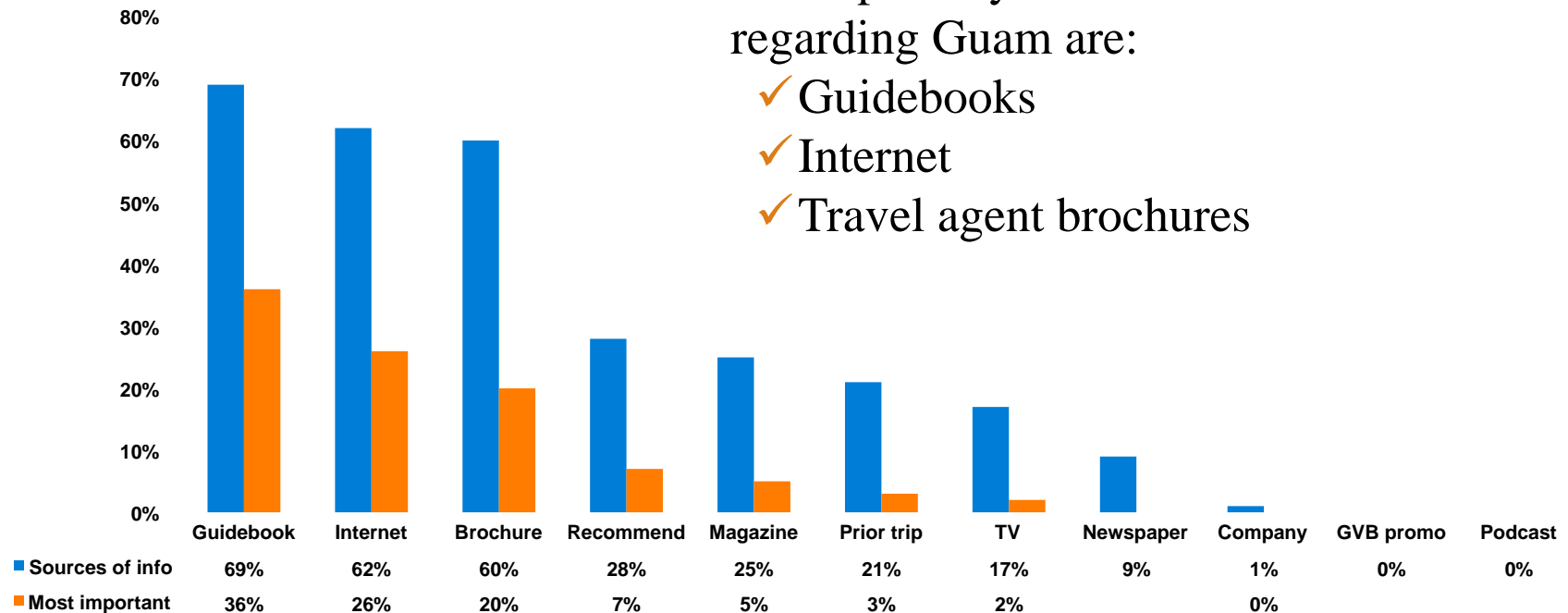


# Media Source – Hafa Adai Guam 365 Monitor Campaign (n=14)

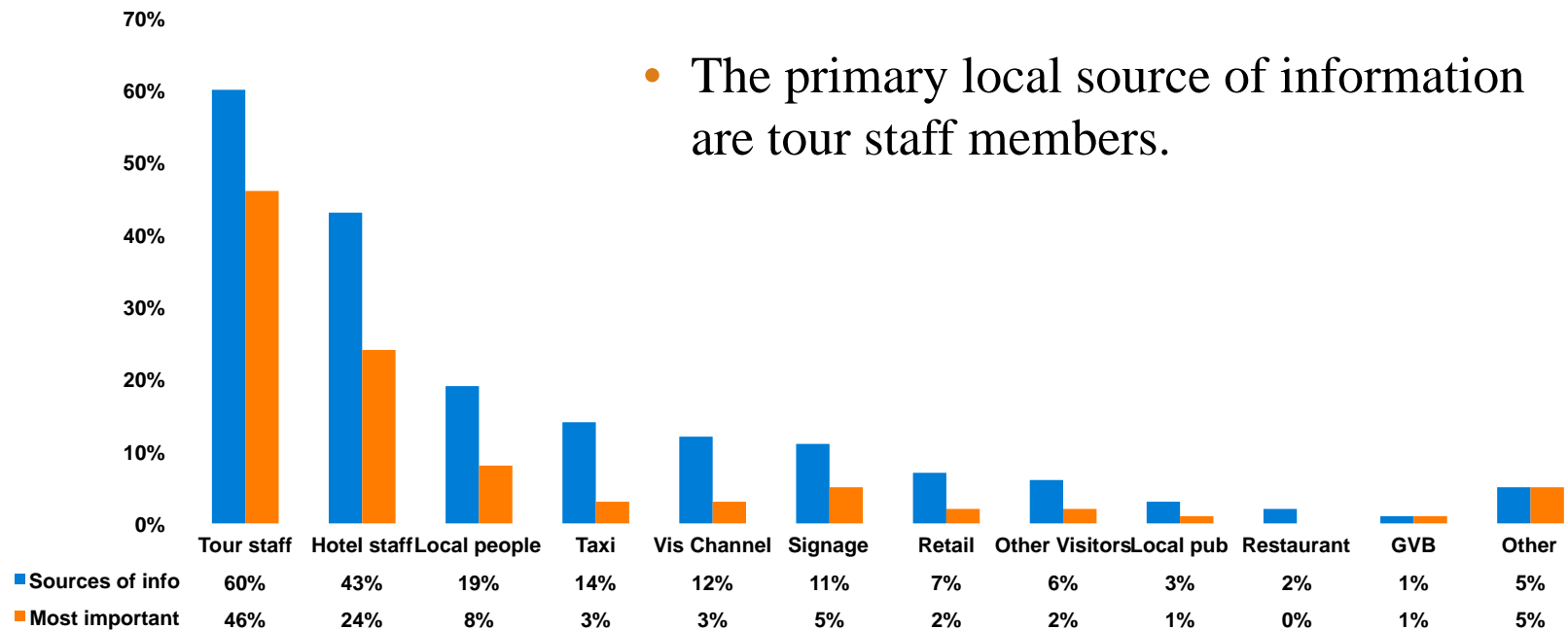


# Sources of Information Pre-arrival

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



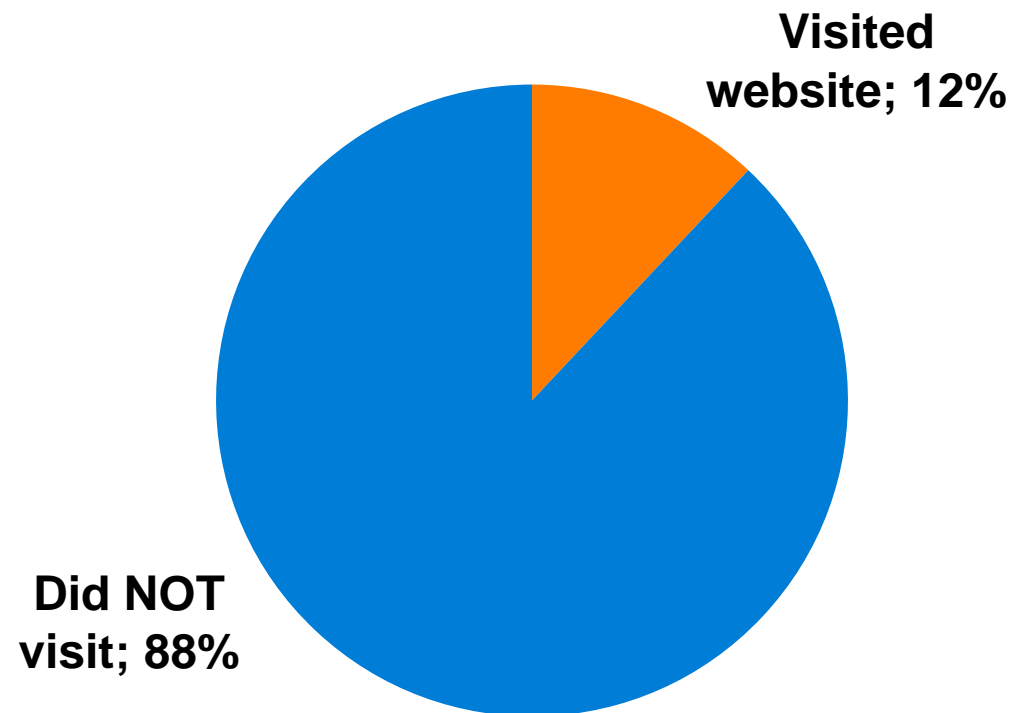
# Sources of Information Post-arrival



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

---

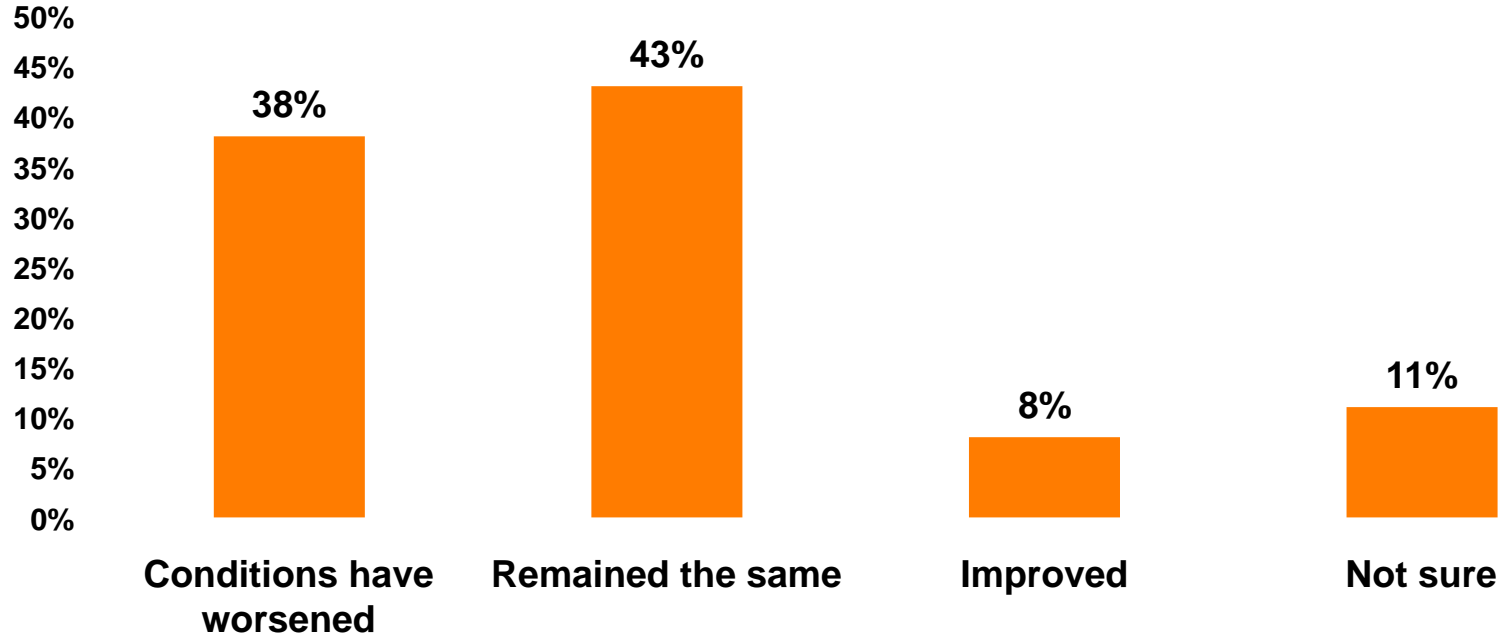
# Visited GVB Website





SECTION 6  
**OTHER ISSUES**

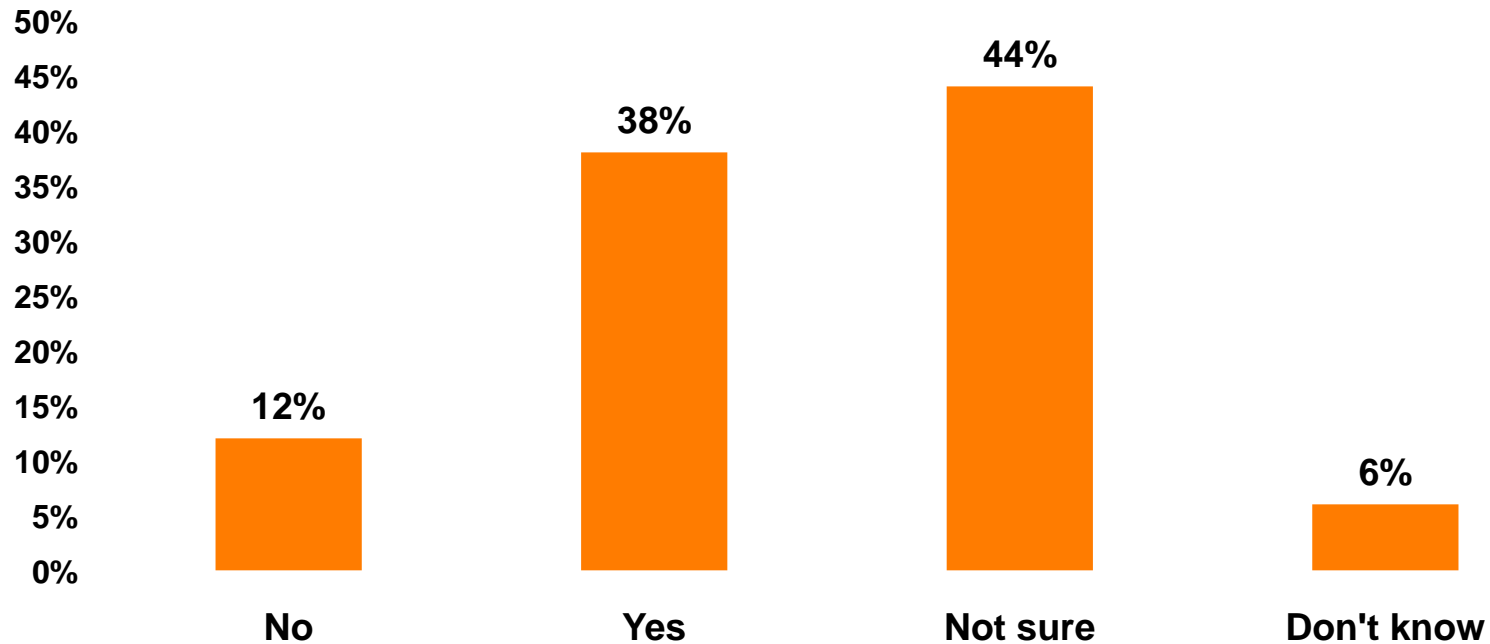
# Rating the Japan economy compared to 12 months ago - Overall



# 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	37%	41%	40%	10%	35%	46%	46%	36%	49%	29%	44%	40%
	Conditions have remained the same	37%	41%	40%	86%	42%	34%	33%	42%	44%	55%	48%	35%
	Conditions have improved	5%	7%	5%	5%	19%	8%	13%	3%	2%	13%	8%	10%
	Do not know	21%	11%	15%		4%	11%	8%	19%	5%	3%		15%
Total	Count	19	241	20	21	26	61	24	36	43	38	25	20

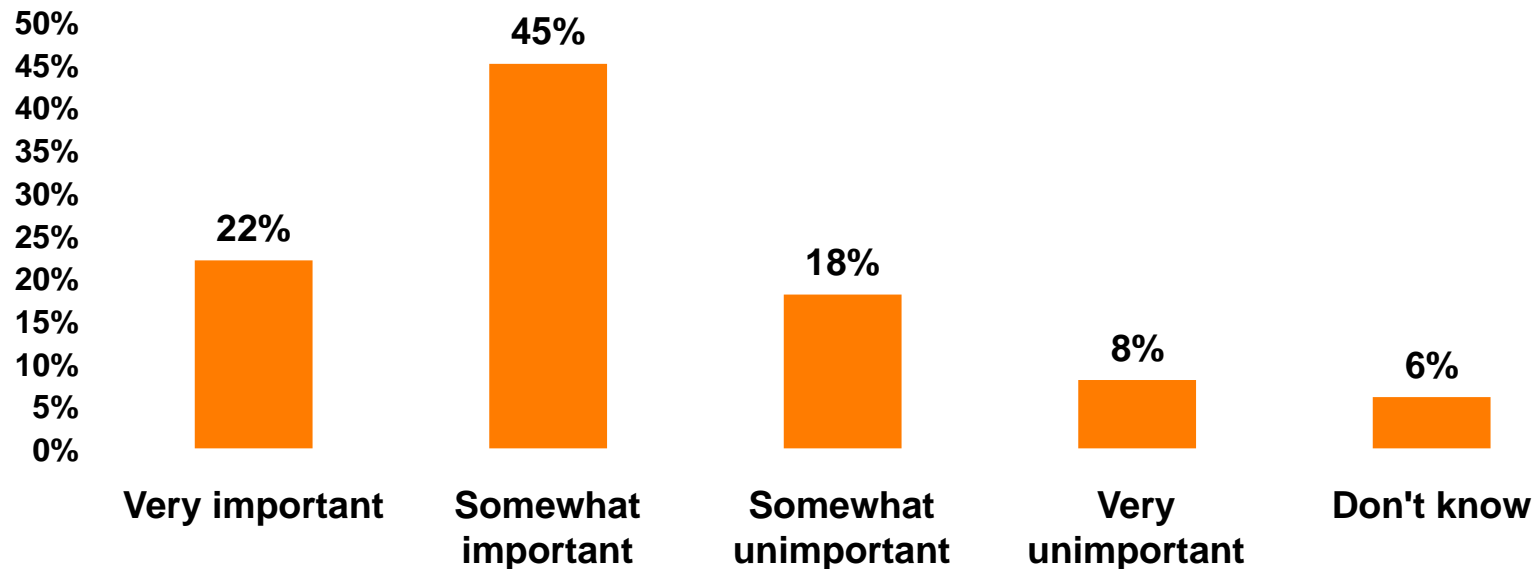
# Good time to spend money on travel outside of Japan - Overall



# 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	5%	12%	30%		12%	8%	25%	14%	9%	13%	16%	20%
	Yes	47%	39%	15%	57%	23%	41%	38%	34%	26%	37%	56%	40%
	Not sure	42%	43%	50%	38%	58%	46%	25%	46%	60%	50%	24%	30%
	Do not know	5%	7%	5%	5%	8%	5%	13%	6%	5%		4%	10%
Total	Count	19	241	20	21	26	61	24	35	43	38	25	20

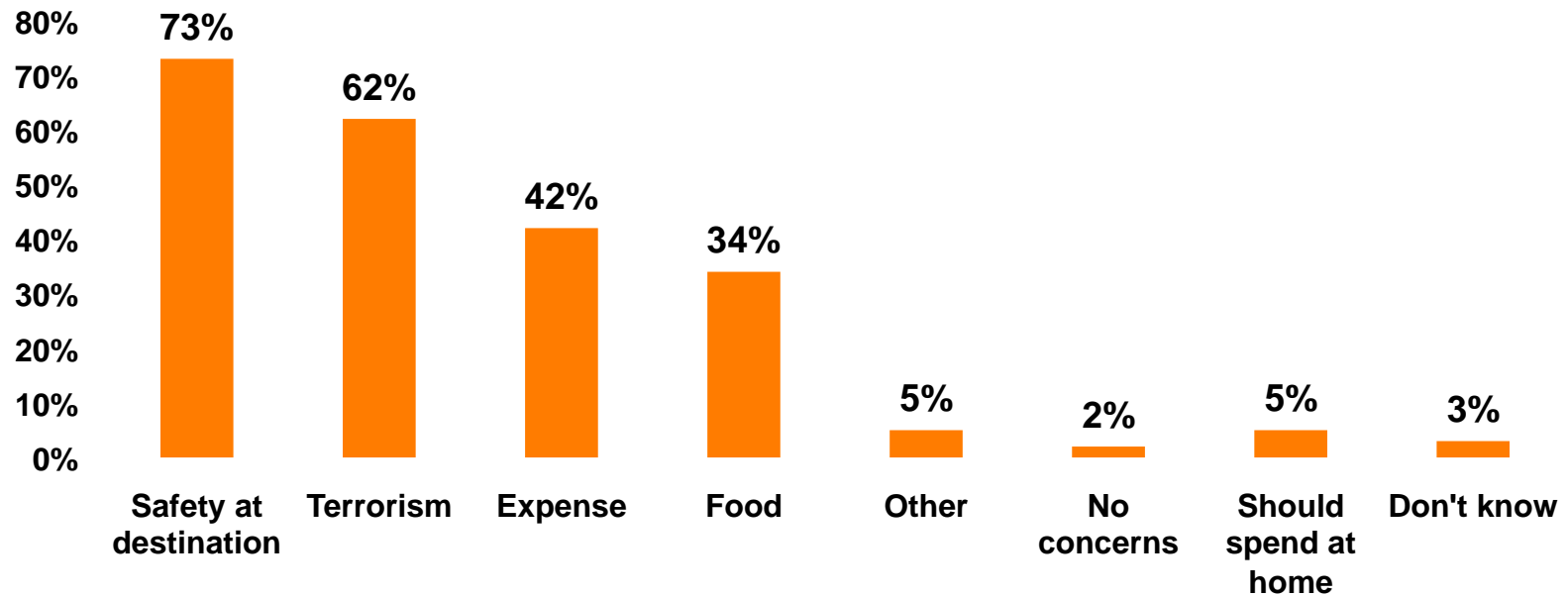
# The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



# 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	5%	7%	10%	14%	12%	5%		11%	5%	13%	32%	10%
	Somewhat unimportant	5%	20%	35%	14%	4%	10%	33%	22%	19%	13%	28%	35%
	Somewhat important	68%	44%	25%	43%	58%	51%	46%	36%	53%	47%	20%	30%
	Very important	11%	22%	25%	29%	23%	28%	21%	22%	21%	26%	20%	20%
	Do not know	11%	7%	5%		4%	7%		8%	2%			5%
Total	Count	19	242	20	21	26	61	24	36	43	38	25	20

# Concerns about travel outside of Japan - Overall



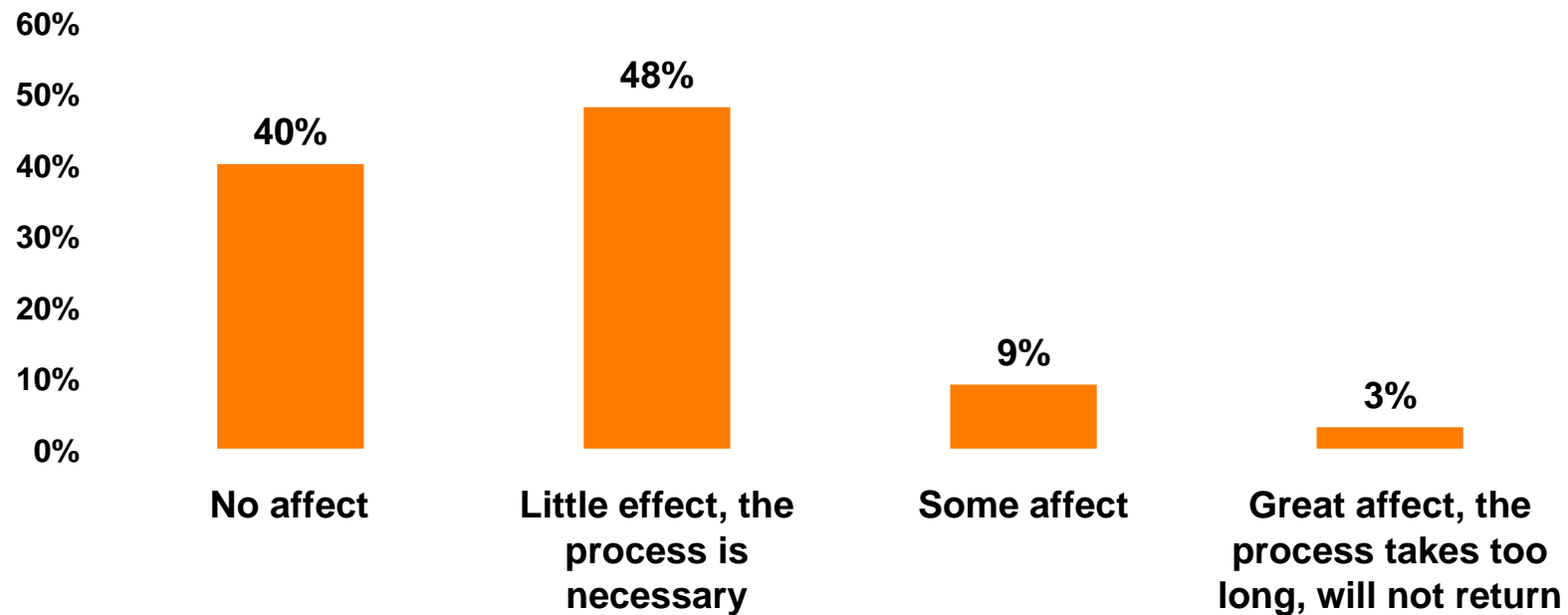


# Concerns about travel outside of Japan - By Age & Income

	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	74%	74%	95%	62%	58%	82%	75%	69%	72%	68%	76%	75%	
Terrorism	84%	60%	55%	62%	73%	64%	46%	64%	60%	63%	56%	45%	
Expense	37%	45%	45%	43%	23%	41%	54%	50%	47%	42%	40%	40%	
Food	32%	36%	45%	29%	12%	41%	33%	39%	35%	34%	8%	35%	
Other	11%	4%	10%	5%	4%	5%	4%	6%	5%	8%		5%	
Spending money abroad when it should be spent at home	16%	5%				7%			5%	5%		5%	
Do not know		4%				3%	4%	3%	2%			5%	
No concerns		2%		10%	4%			3%		5%	8%		
Total	Cases	19	242	20	21	26	61	24	36	43	38	25	20

---

# Security Screening/ Immigration Process at Guam International Airport



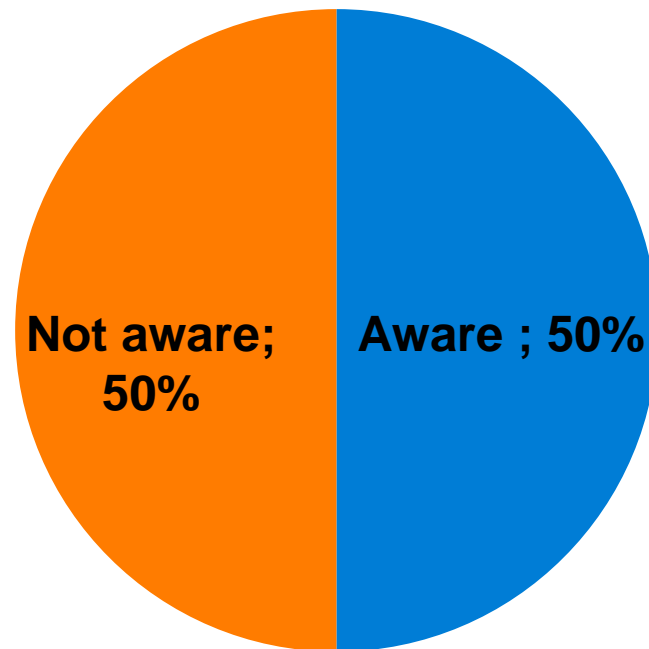
---

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

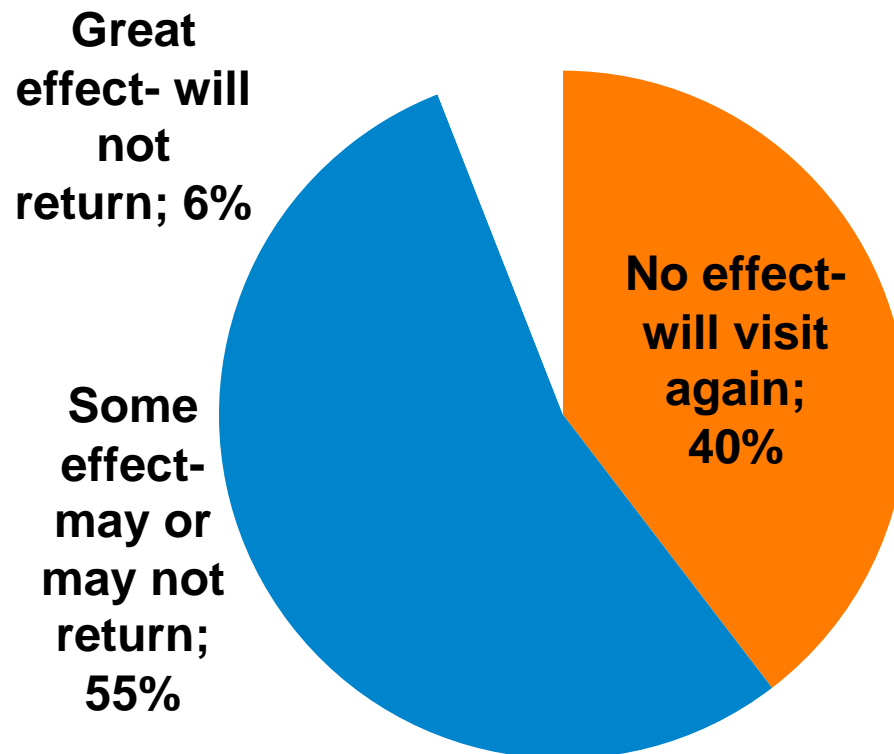
- Mean Rating – **3.4** out of possible 7.0
- Agree (Score 6-7) – **11%**
- Neutral (Score 4-5) – **41%**
- Disagree (Score 1-3) – **49%**

---

## Aware of U.S. Military troops moving from Japan to Guam



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



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

