



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

NOVEMBER 2011



Prepared by: QMark Research

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Background & Methodology

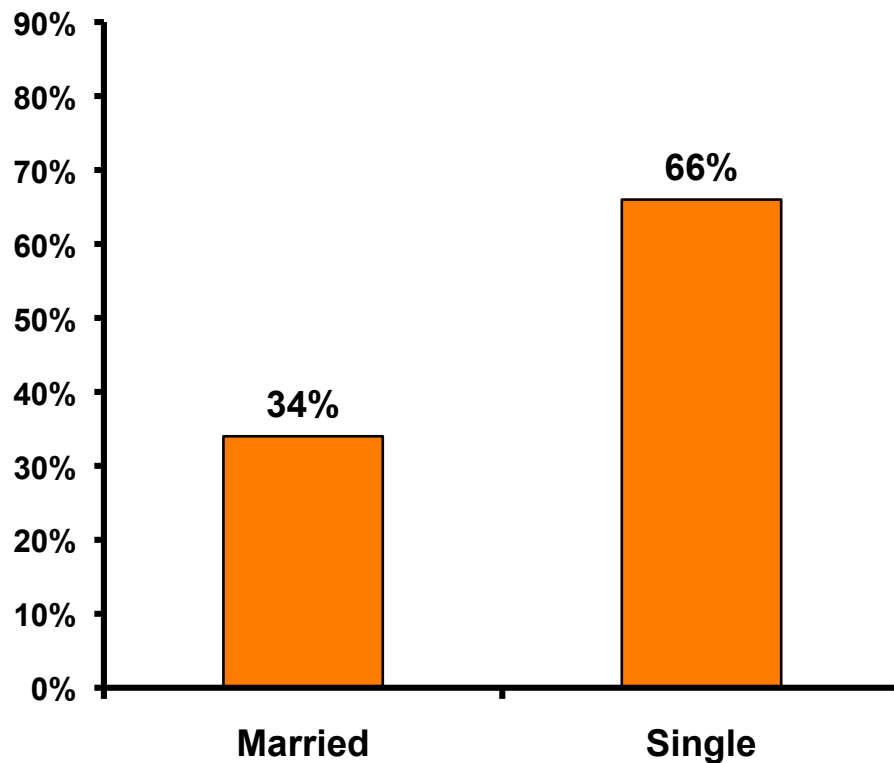
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **325** departing 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 **325** 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.

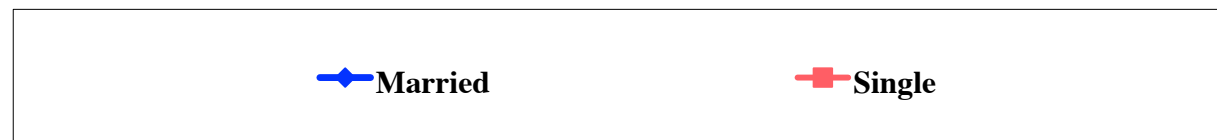
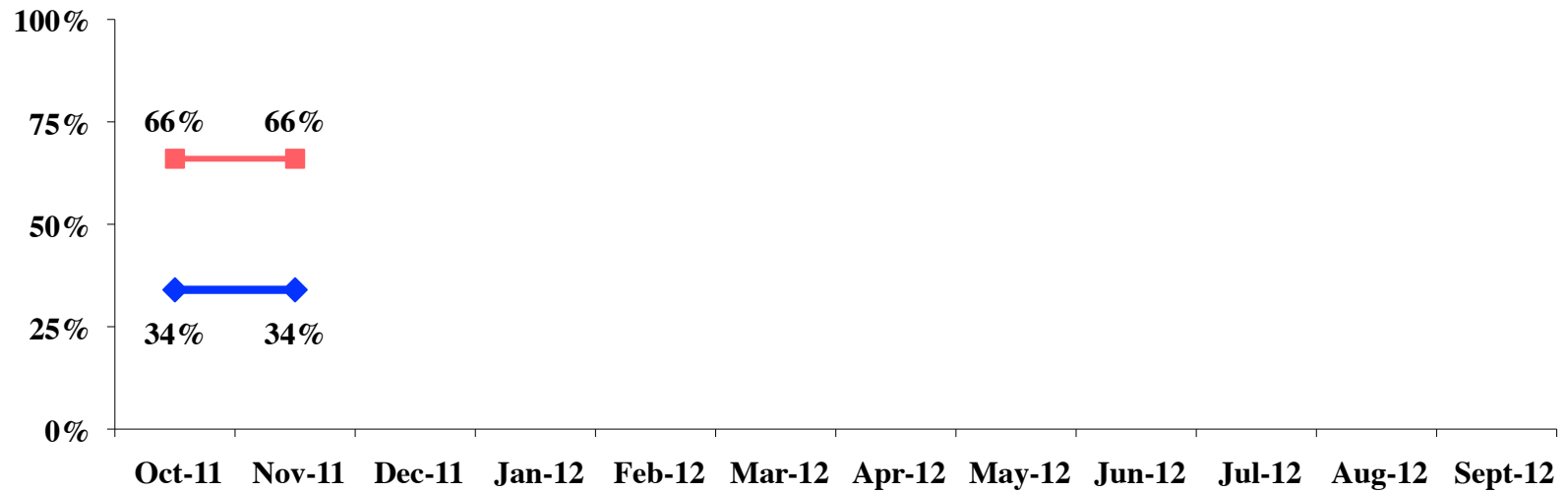
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

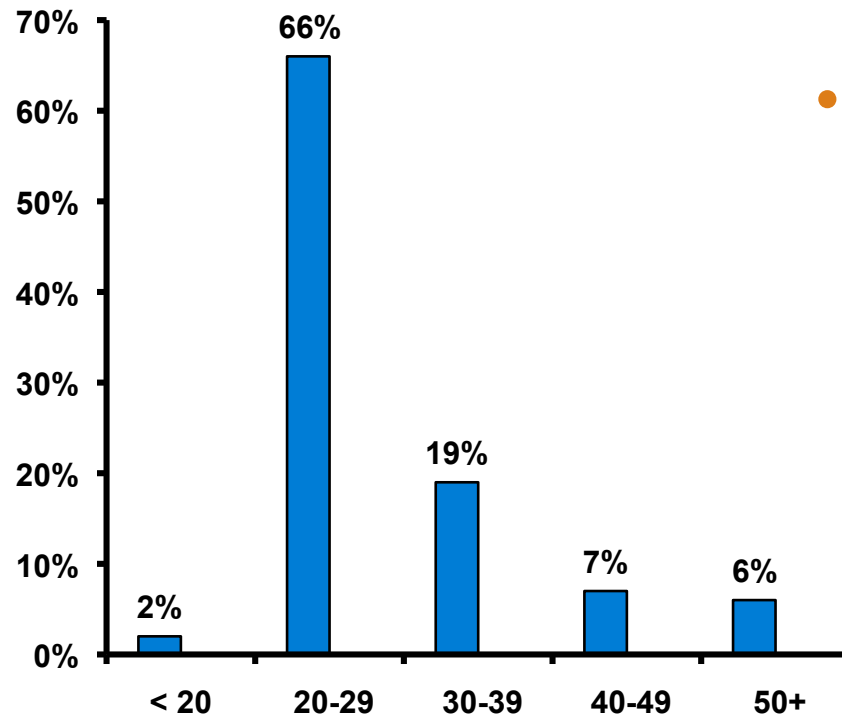


- 71% of 1ST Time visitors are single

Marital Status

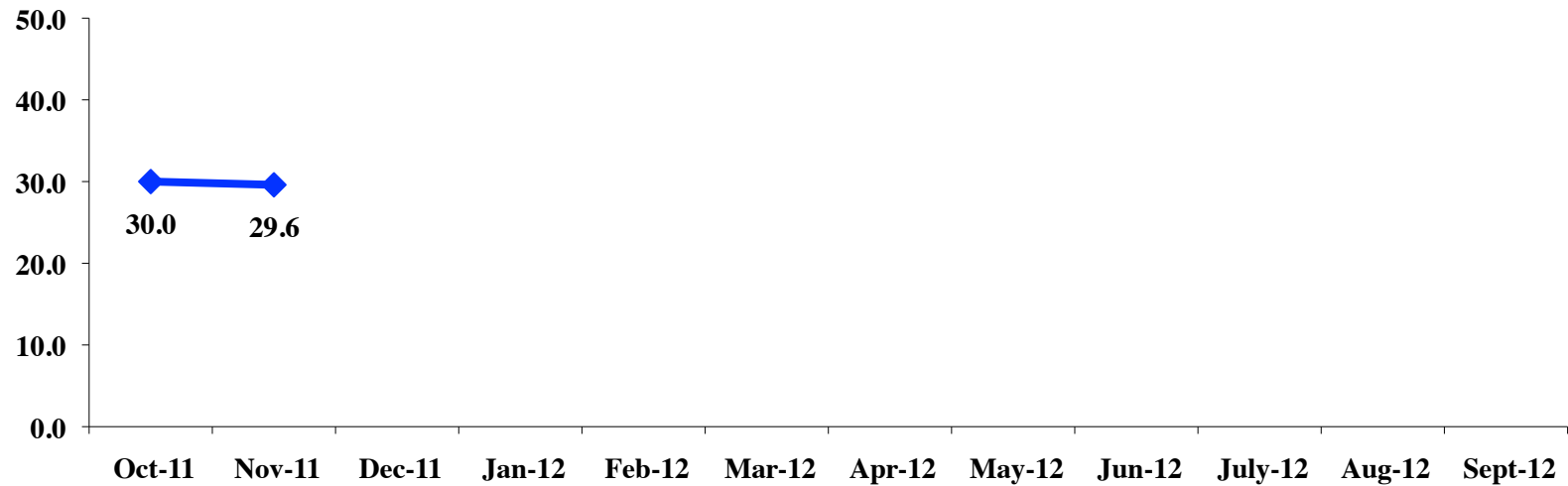


Age - Overall

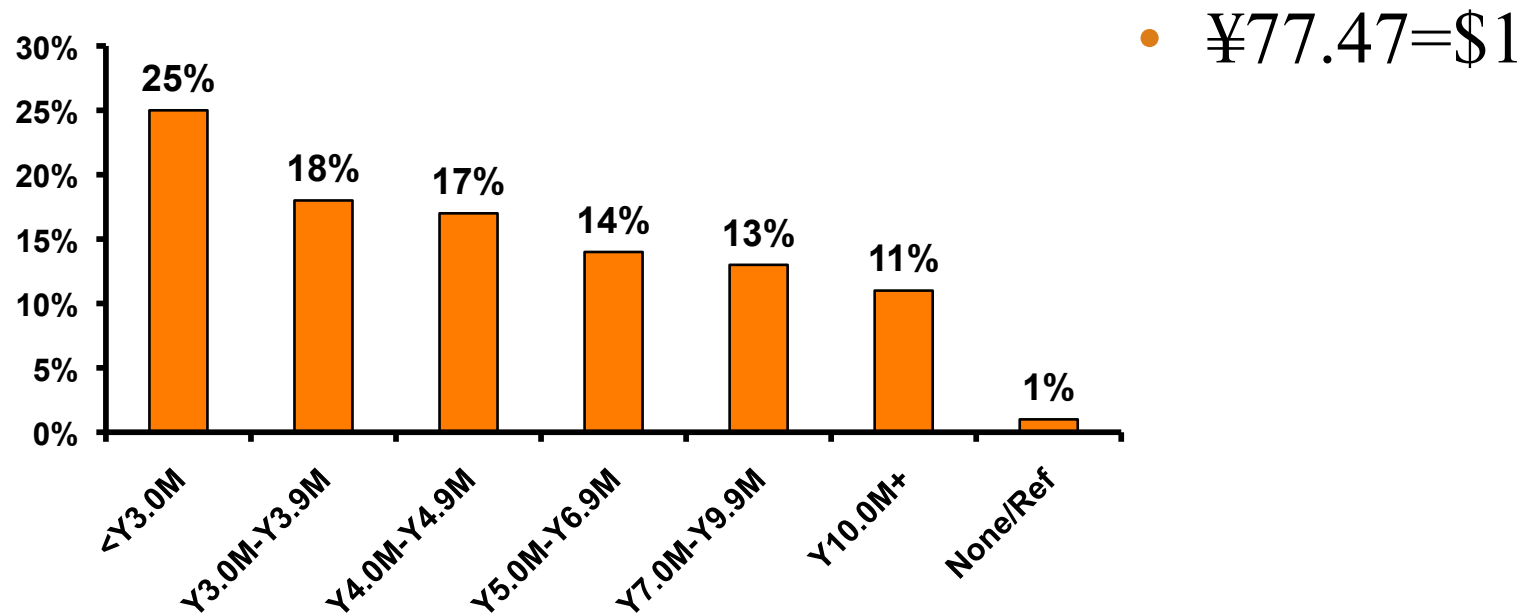


- The average age of the respondents is 29.6 years of age.

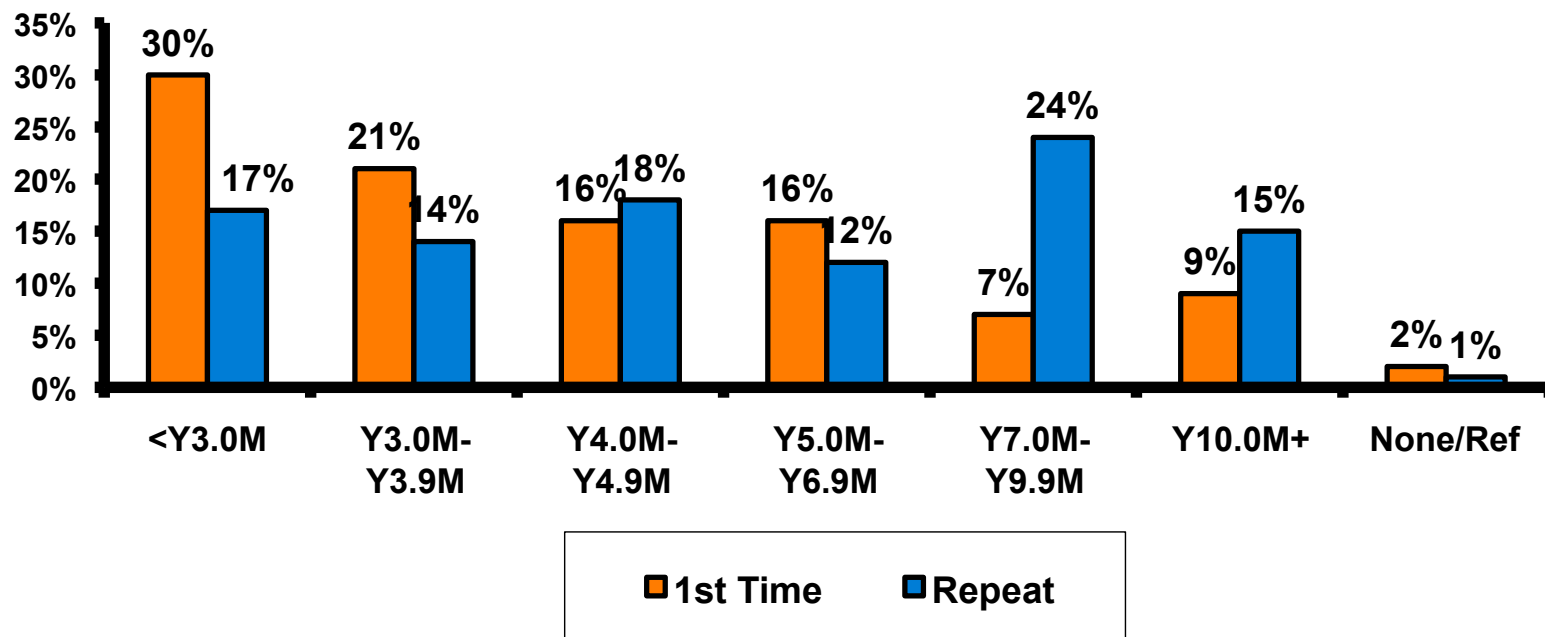
Average Age



Personal Income



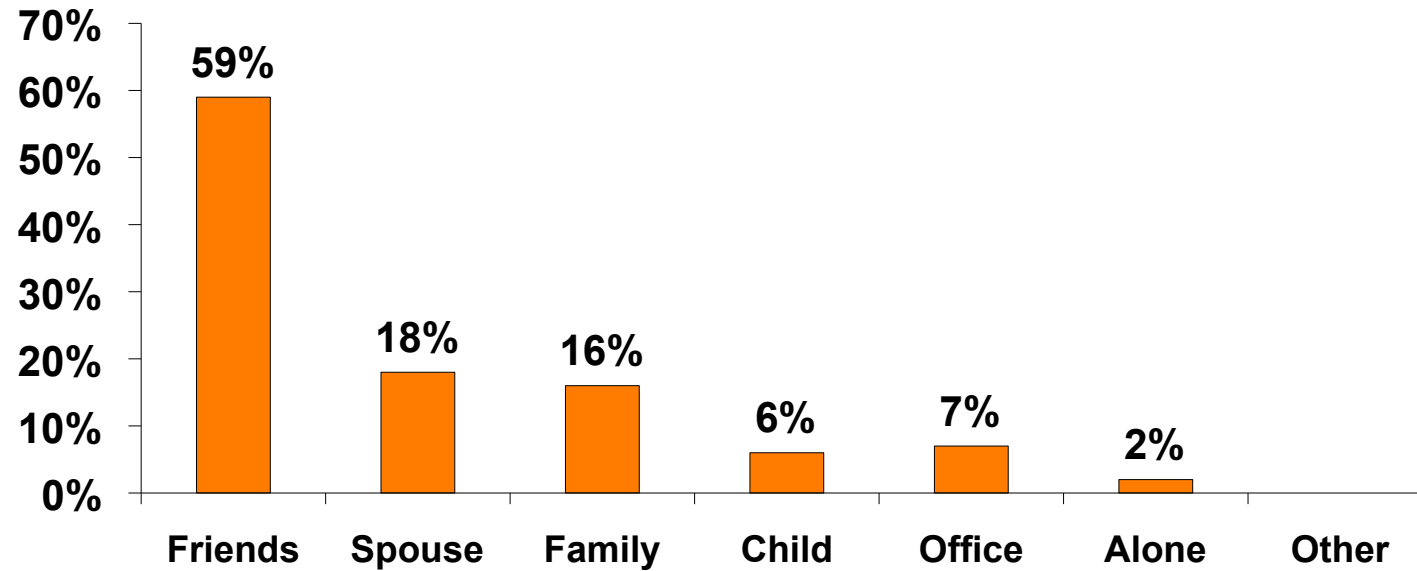
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	71	31	40	2	58	6	4	1
		25%	21%	29%	33%	32%	10%	19%	5%
Y3.0M-Y3.9M	Count	52	30	22		40	11		1
		18%	20%	16%		22%	19%		5%
Y4.0M-Y4.9M	Count	47	26	21	2	24	13	4	4
		17%	18%	15%	33%	13%	22%	19%	21%
Y5.0M-Y6.9M	Count	41	23	18	1	22	11	2	5
		14%	16%	13%	17%	12%	19%	10%	26%
Y7.0M-Y9.9M	Count	37	23	14	1	16	11	5	4
		13%	16%	10%	17%	9%	19%	24%	21%
Y10.0M+	Count	32	15	17		17	5	6	4
		11%	10%	13%		9%	9%	29%	21%
No Inc	Count	4		4		3	1		
		1%		3%		2%	2%		
Total	Count	284	148	136	6	180	58	21	19

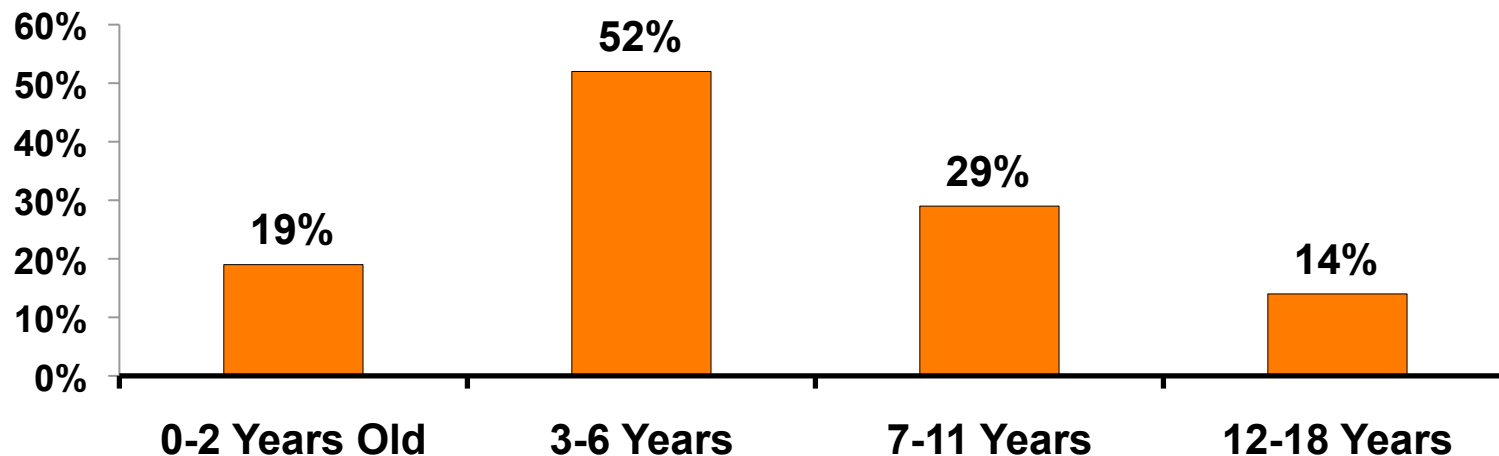
Travel Companions



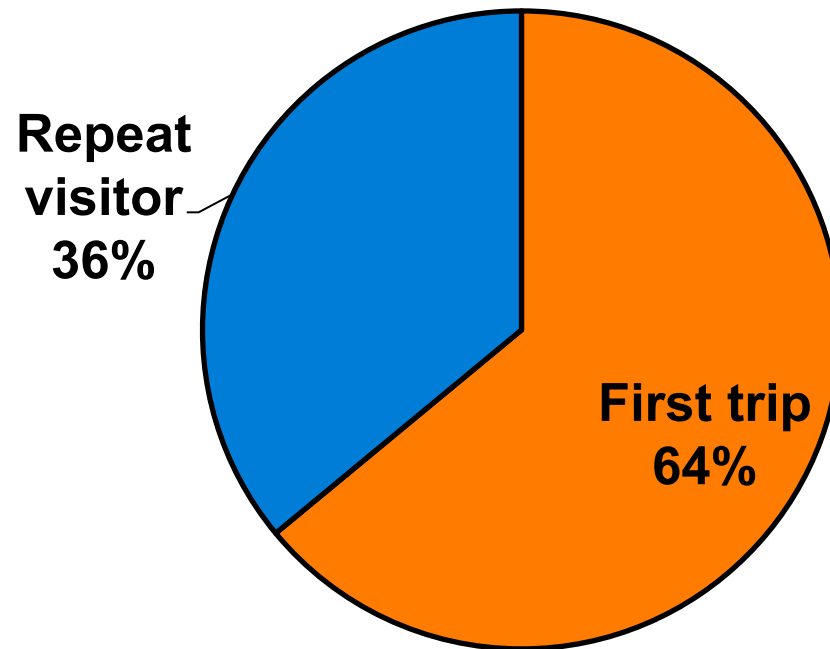
Number of Children Travel Party

N=21 total respondents traveling with children.

(Of those N=21 respondents, there is a total of 28 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



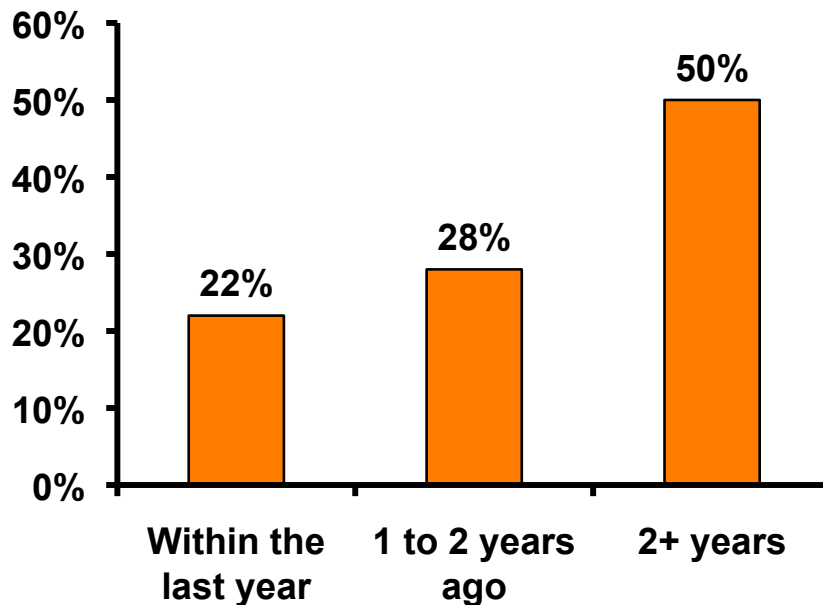
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	163	103	60
			50%	49%	52%
	Female	Count	162	106	56
			50%	51%	48%
Total		Count	325	209	116
AGE	<20	Count	6	6	
			2%	3%	
	20-29	Count	213	155	58
			66%	74%	50%
	30-39	Count	63	33	30
			19%	16%	26%
	40-49	Count	22	6	16
		7%	3%	14%	
	50+	Count	21	9	12
			6%	4%	10%
Total		Count	325	209	116

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

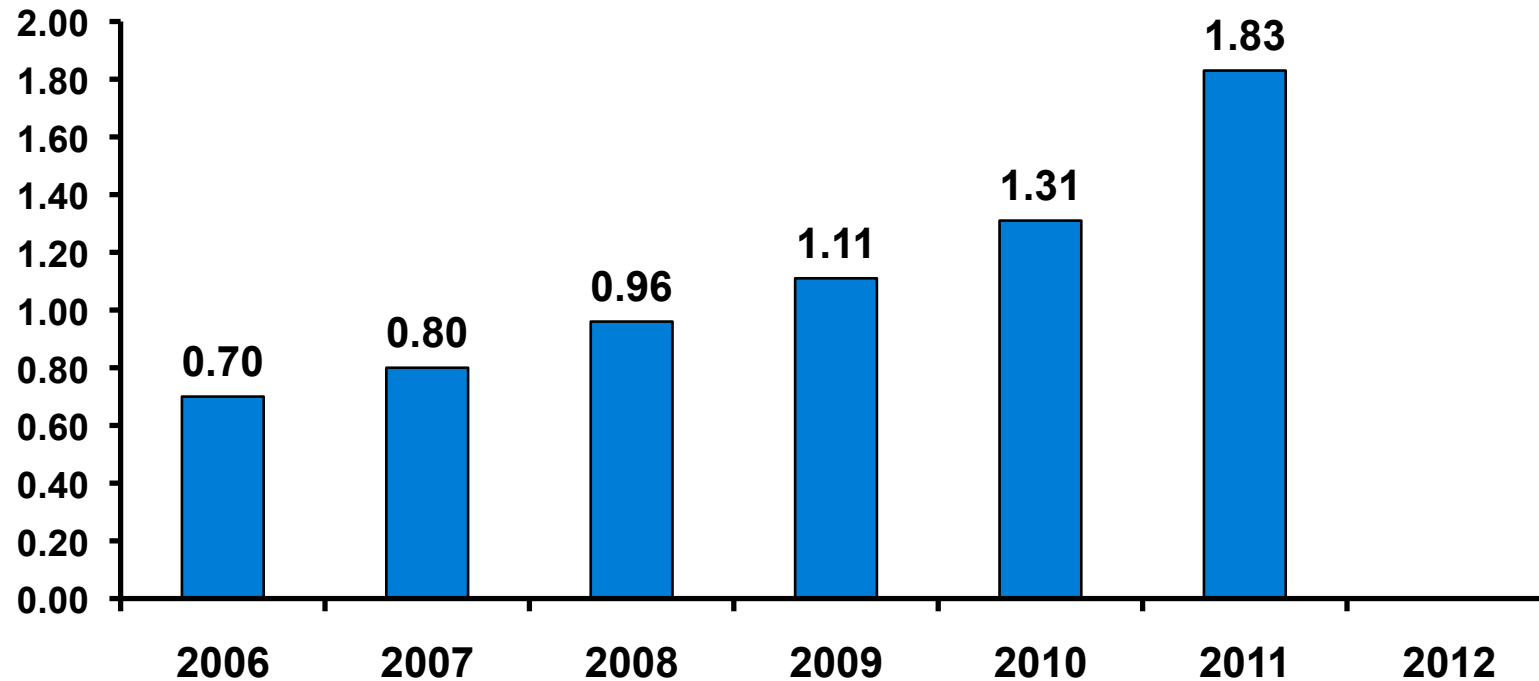
Repeat Visitors Last Trip

n = 116



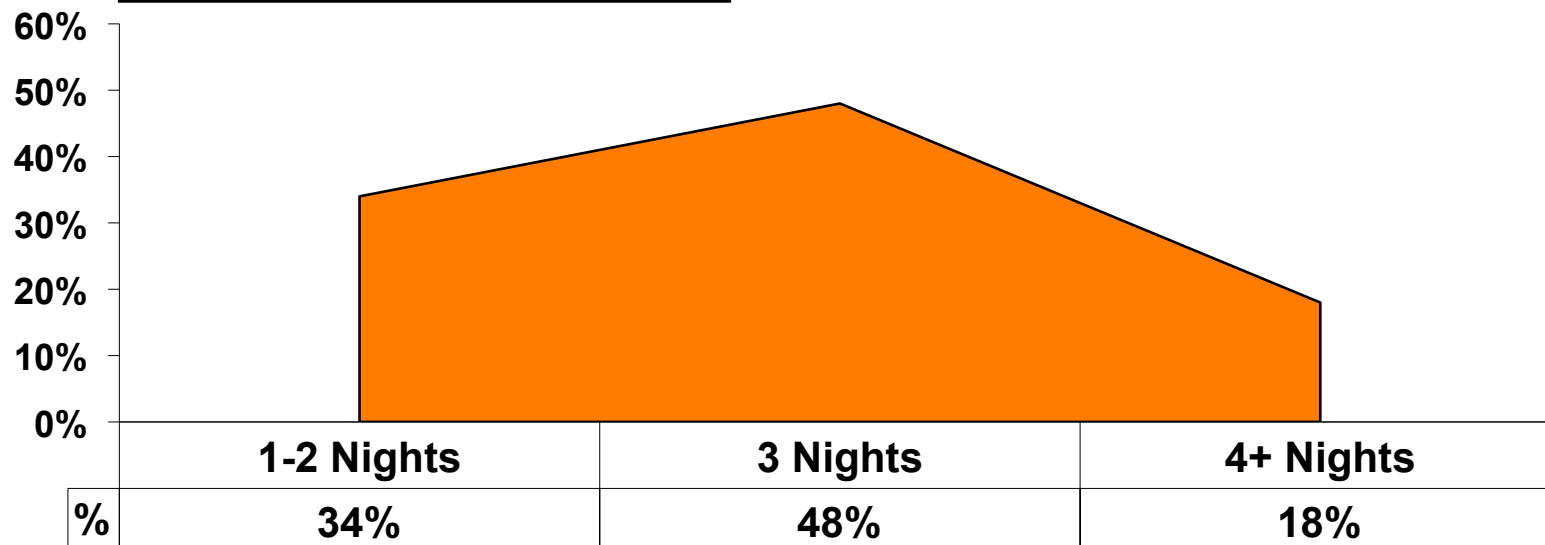
- The average repeat visitor has been to Guam 2.6 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

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



Length of Stay

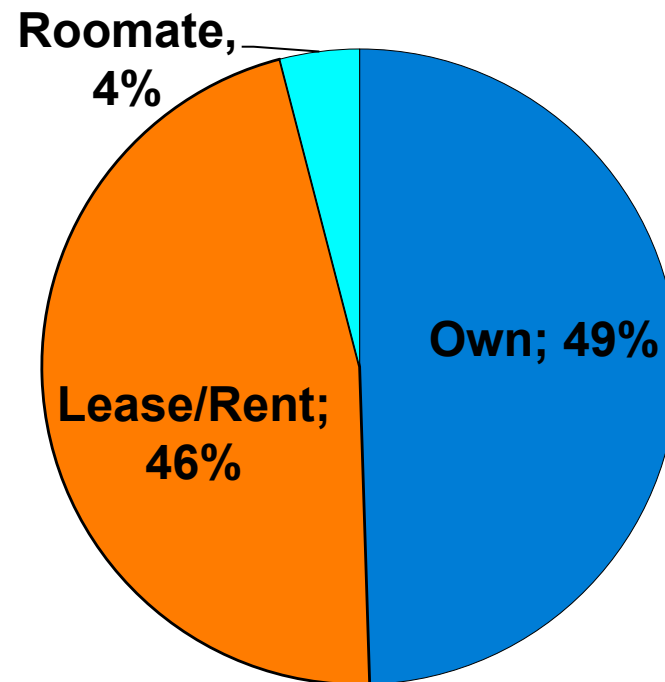
Mean = 2.90 Days
Median = 3.0 Days



Average Length of Stay



Living Accommodations

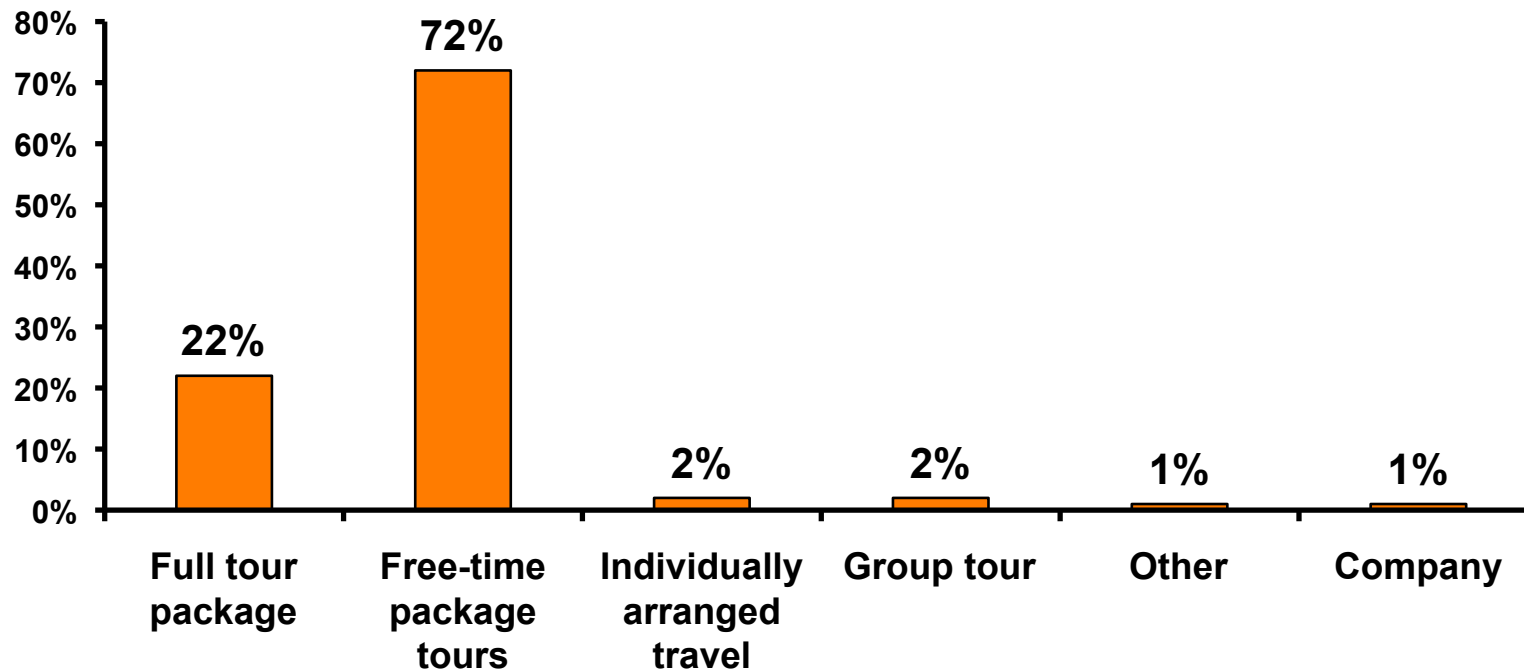


Occupation by Income

		TOTAL	PERSONAL INCOME						No Inc
			<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.29	Co. Employee: Engineer	17%	23%	26%	9%	29%	11%	9%	
	Co. Employee: Office Worker Non-Managerial	17%	18%	18%	17%	20%	19%	13%	
	Student	18%	15%		11%	10%	14%	38%	50%
	Co. Employee: Salesperson	11%	6%	14%	26%	10%	14%	6%	
	Self Employed	5%		4%	13%	5%	3%	9%	
	Homemaker	5%	1%	10%	6%	7%	5%	3%	
	Professional or Specialist	4%	8%	6%	6%	2%		3%	
	Freeter	5%	13%			2%	3%	3%	
	Co. Employee: Manager	4%	1%	2%		7%	16%	6%	
	Skilled Worker	4%	4%	8%	6%	2%	3%		
	Government Employee: Office Worker Non-Managerial	3%	3%	8%	6%		5%		
	Other	3%	4%	2%		5%	5%	3%	
	Co. Employee: Executive	1%		2%				3%	
	Teacher	1%	1%				3%		
	Unemployed	1%							25%
	Government Employee: Executive	0%	1%						
	Free-lancer	0%						3%	
	Retired	0%							25%
Total	Count	315	71	50	47	41	37	32	4

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

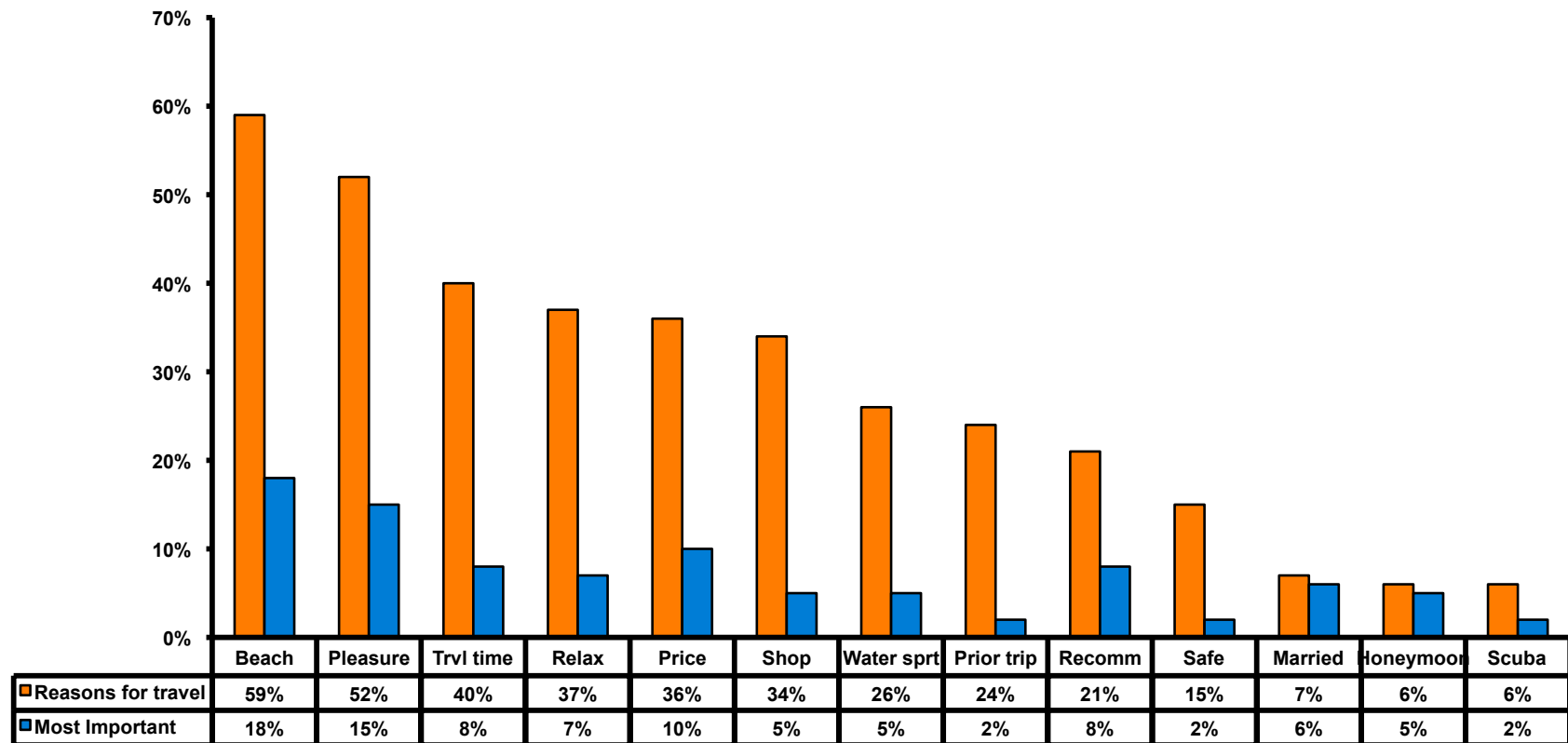


Accommodation by Income

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	23%	20%	23%	26%	24%	35%	25%		
Grand Plaza Hotel	12%	8%	10%	11%	15%	3%	25%	50%	
Guam Reef Hotel	7%	8%	10%	6%	5%	8%	6%	25%	
Pacific Bay Hotel	8%	8%	10%	2%	7%	3%	9%		
Onward Beach Resort	7%	10%	4%	9%	10%	5%	3%	25%	
Fiesta Resort Guam	6%	6%	10%	4%	7%	5%	9%		
Holiday Resort Guam	4%	8%	4%		5%	3%	6%		
Outrigger Guam Resort	4%	1%	8%	4%	7%	3%	3%		
Oceanview Hotel	4%	7%		6%		5%	3%		
The Westin Resort Guam	3%	3%	4%	2%	7%				
Bayview Hotel	3%	3%	2%	2%		5%	3%		
Hotel Nikko Guam	3%	3%	4%	6%		3%			
Hilton Guam Resort & Spa	3%	3%	4%		7%	3%			
Leo Palace Resort	3%	1%		9%	2%				
Pacific Islands Club PIC	2%	3%	2%	9%					
Royal Orchid Guam	2%		2%			11%	3%		
Sheraton Laguna Resort	2%	3%	2%	2%		3%	3%		
Hyatt Regency Guam	1%	1%	2%			5%			
Guam Marriott Resort Hotel	1%	1%		2%	2%				
Ramada Suites Guam	0%		2%						
Hotel Sane Fe	0%	1%							
Total Count	325	71	52	47	41	37	32	4	

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

Motivation by Age & Gender

	TOTAL	AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.5 Beautiful seas, beaches, tropical climate	59%	83%	62%	51%	68%	38%	58%	60%
Pleasure	52%	67%	55%	40%	64%	33%	50%	54%
Short travel time	40%	17%	39%	40%	64%	24%	41%	38%
Just to relax	37%	33%	37%	32%	59%	33%	37%	37%
Price of the tour package	36%	33%	35%	32%	55%	38%	34%	38%
Shopping	34%	67%	35%	32%	23%	38%	24%	45%
Water sports	26%	33%	29%	21%	27%	10%	21%	30%
A previous visit	24%		18%	30%	55%	48%	26%	22%
Recommendation of friend, relative, travel agency	21%	17%	26%	13%	14%	10%	13%	29%
It is a safe place to spend a vacation	15%	50%	14%	14%	27%	10%	15%	15%
To get married or Attend wedding	7%		5%	11%		24%	8%	6%
Honeymoon	6%		7%	11%			11%	2%
SCUBA diving	6%	17%	7%	5%			4%	7%
Company or Business trip	3%		4%	2%	5%		4%	3%
Other	2%		1%	3%	5%		2%	1%
To visit friends or relatives	2%	17%	1%			5%	1%	2%
To golf	2%		1%	2%		10%	2%	1%
Organized Sporting Activity	2%	17%	1%		5%		2%	1%
My company sponsored me	1%		0%	2%		5%	1%	1%
Special promotion	1%		0%	3%			1%	1%
Promotional materials from GVB	0%					5%	1%	
Career certification or testing	0%			2%			1%	
Total Cases	325	6	213	63	22	21	163	162

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	59%	63%	60%	53%	54%	68%	63%	75%	
Pleasure	52%	54%	50%	51%	61%	43%	50%	50%	
Short travel time	40%	24%	54%	36%	46%	49%	44%	50%	
Just to relax	37%	27%	44%	43%	46%	38%	34%	25%	
Price of the tour package	36%	30%	33%	28%	37%	57%	34%	25%	
Shopping	34%	32%	40%	21%	41%	38%	41%	25%	
Water sports	26%	30%	35%	17%	15%	30%	28%	25%	
A previous visit	24%	20%	19%	23%	24%	46%	31%		
Recommendation of friend, relative, travel agency	21%	18%	25%	28%	20%	11%	22%	50%	
It is a safe place to spend a vacation	15%	13%	19%	21%	12%	14%	28%		
To get married or Attend wedding	7%	8%	6%	6%	7%	8%	9%		
Honeymoon	6%	11%	13%	6%	5%				
SCUBA diving	6%	4%	4%	9%	5%	14%		25%	
Company or Business trip	3%	4%	6%	4%			3%		
Other	2%	1%		2%			6%	25%	
To visit friends or relatives	2%			2%	5%	5%			
To golf	2%			2%	2%		9%		
Organized Sporting Activity	2%		2%		2%	3%			
Special promotion	1%	1%	2%						
My company sponsored me	1%						3%		
Promotional materials from GVB	0%				2%				
Career certification or testing	0%								
Total Cases	325	71	52	47	41	37	32	4	

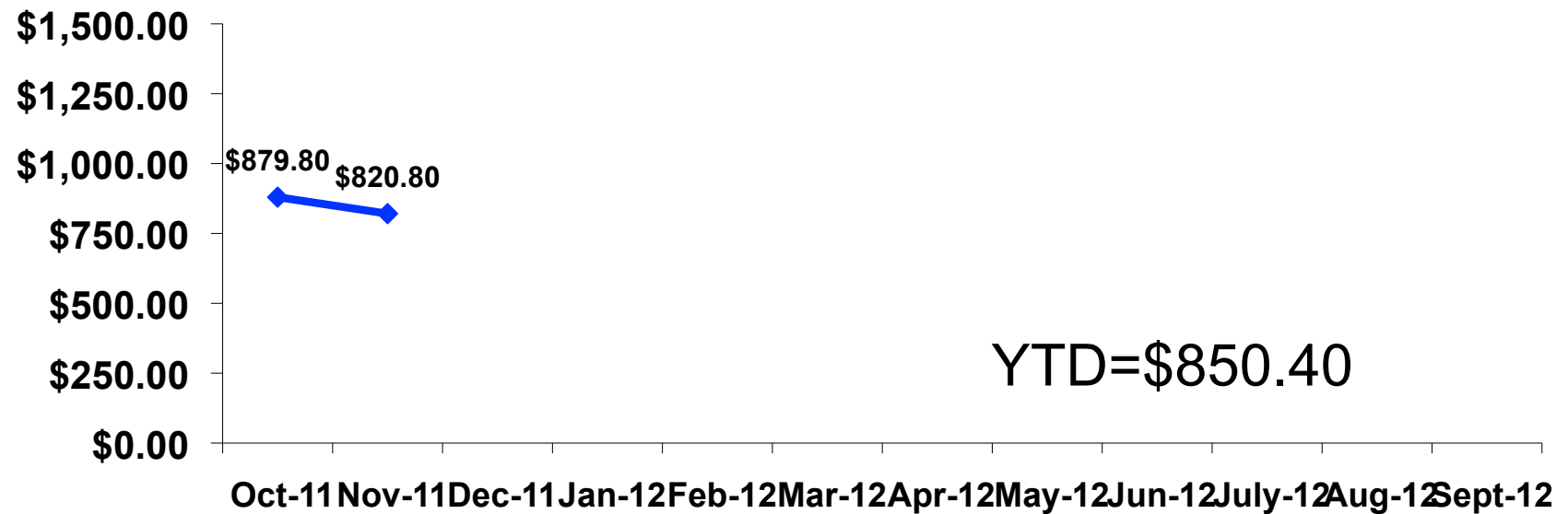
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥77.47/US\$1

- \$1,378.90 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$19,362 = maximum (highest amount recorded for the entire sample)
- \$820.80 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

¥77.47=\$1

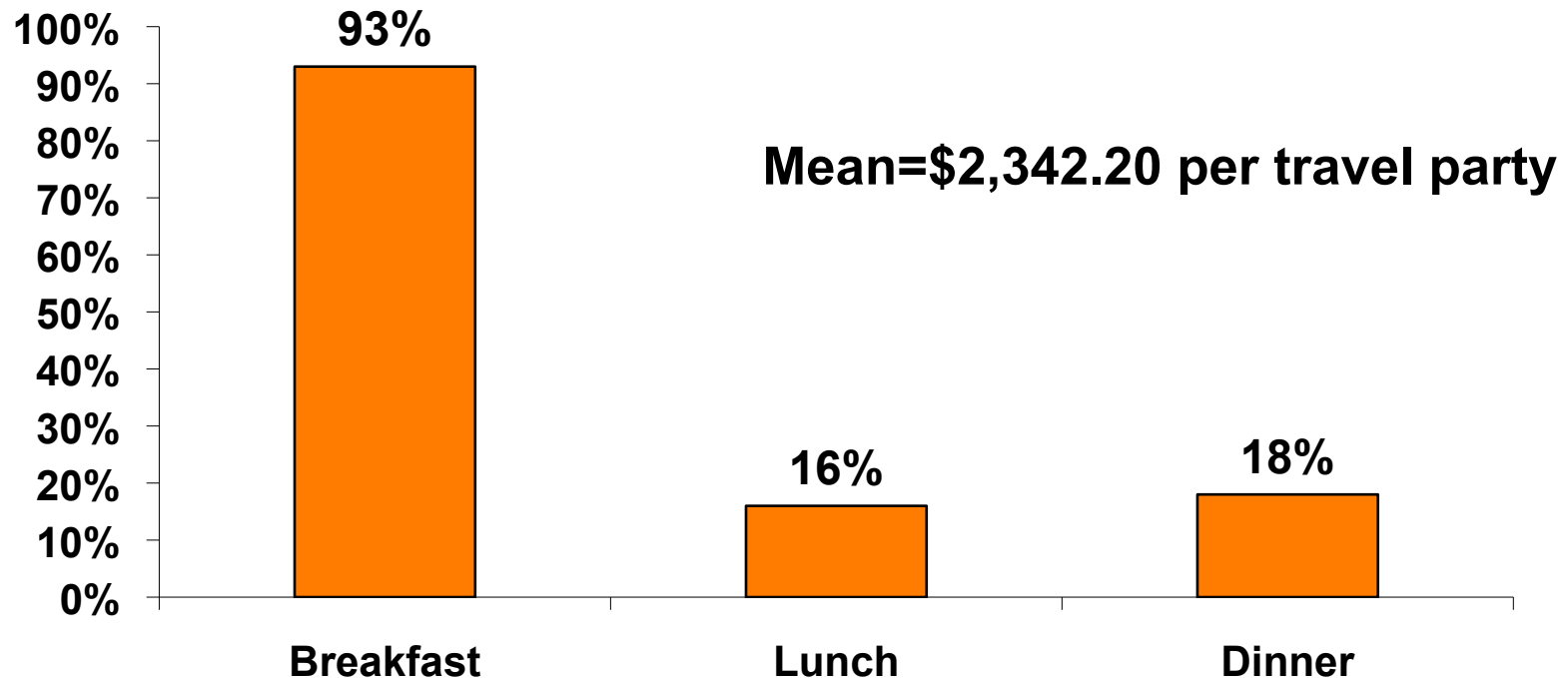
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$1,144.90
Air & Accommodation w/ daily meal package	\$2,342.20
Air only	\$662.60
Accommodation only	\$225.90
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$23.20
Ground transportation - Japan	\$112.40
Ground transportation - Guam	\$27.40
Optional tours/ activities	\$328.90
Other expenses	\$775.50
Total Prepaid	\$1,378.90

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

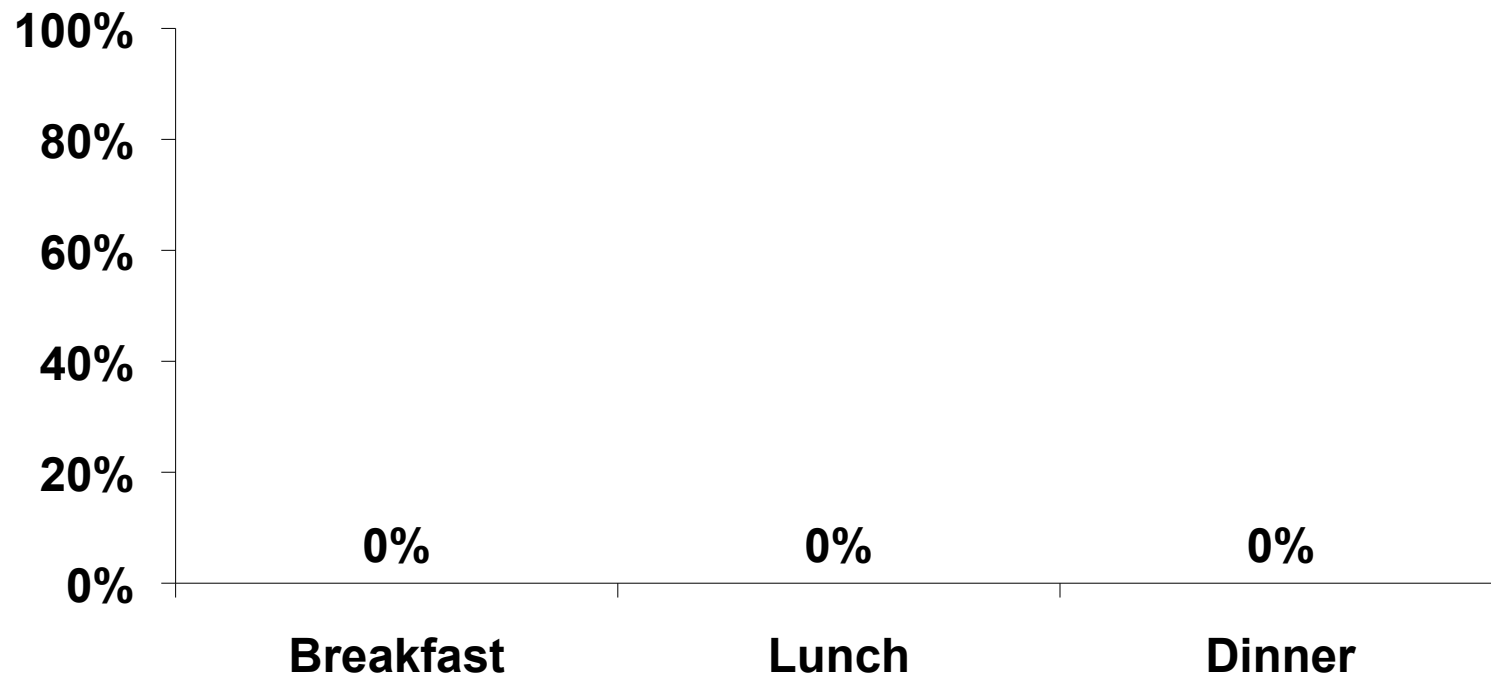
n=44



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

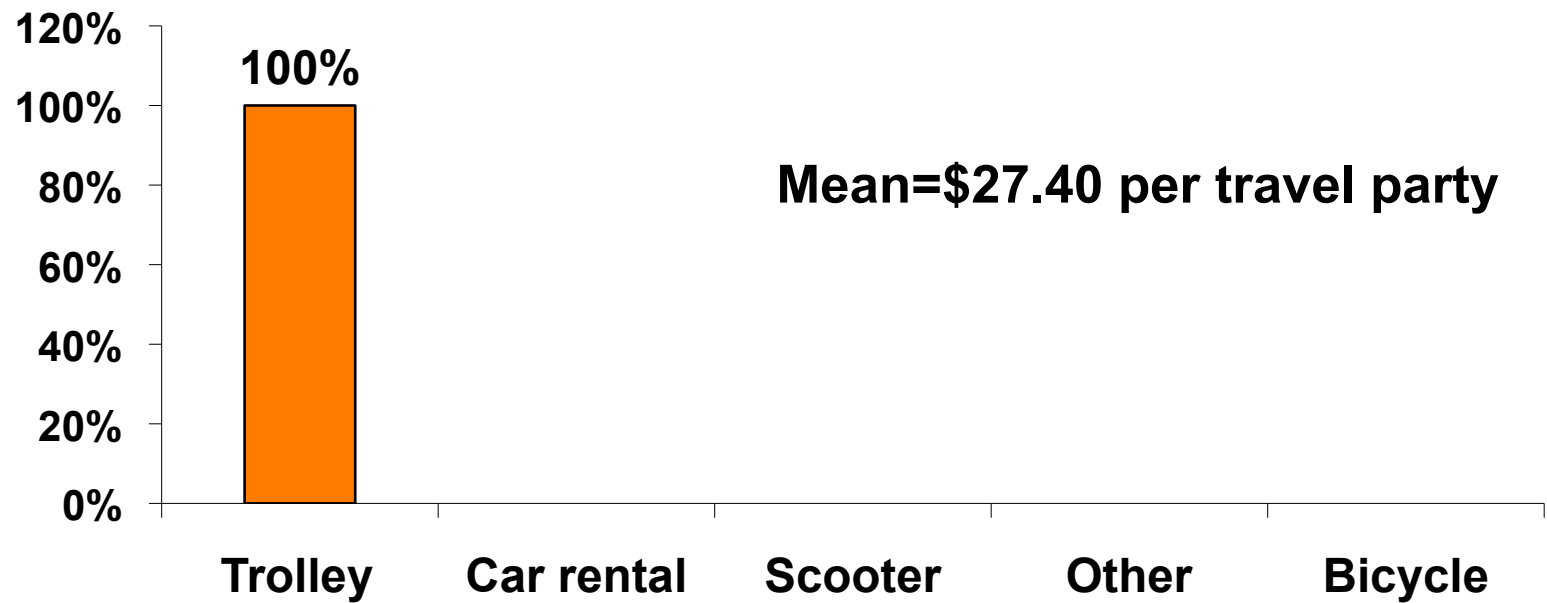
n=0



Mean=\$XXX per travel party

Prepaid Ground Transportation

n=5



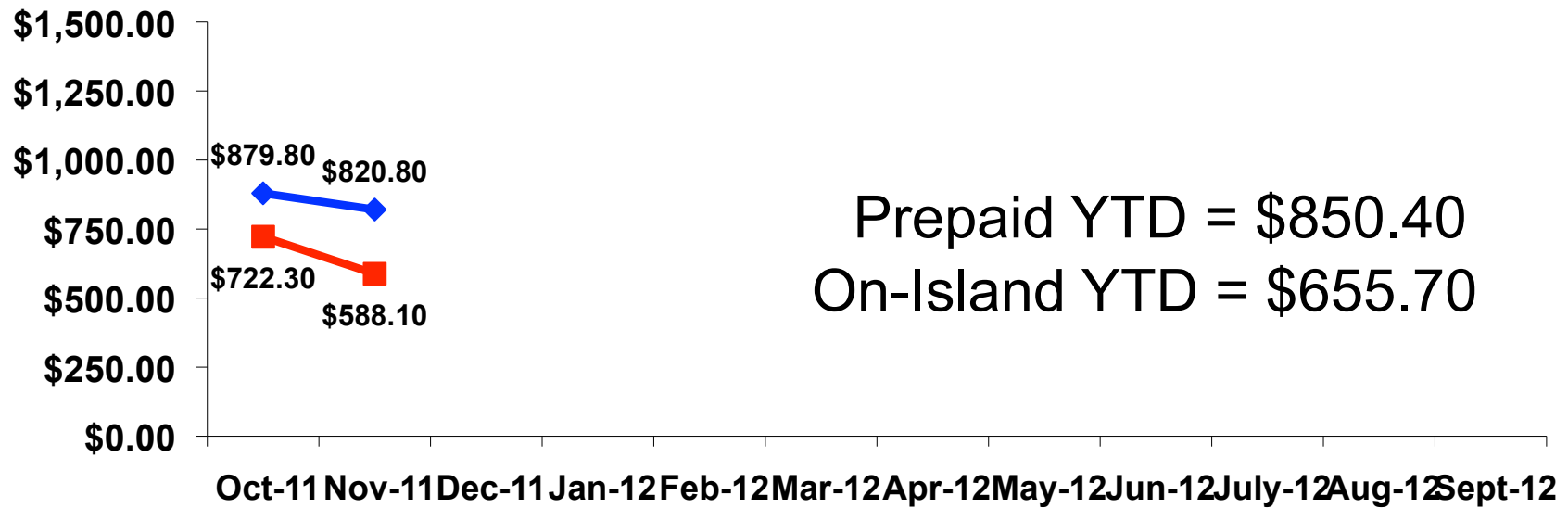
On-Island Expenditures

- \$789.10 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,750 = Maximum (highest amount recorded for the entire sample)
- \$588.10 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid & On-Island Expenditures Per Person



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	\$789.07	\$845.21	\$732.59	\$620.00	\$782.91	\$924.52	\$718.94	\$1,174.29	\$500.00	\$717.94	\$950.82	\$619.17	\$607.14	
Median	\$600	\$600	\$548	\$700	\$575	\$650	\$575	\$1,000	\$500	\$500	\$668	\$625	\$500	

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$23.41	\$34.63	\$12.13	\$19.17	\$14.85	\$17.76	\$24.77	\$127.05
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$5	\$68
F&B-FF REST/CONV	Mean	\$28.69	\$37.07	\$20.25	\$2.50	\$23.69	\$36.10	\$39.64	\$53.10
	Median	\$10	\$10	\$10	\$0	\$10	\$10	\$25	\$45
F&B-OUT- SIDE HOTEL/ REST	Mean	\$65.68	\$81.77	\$49.48	\$0.00	\$55.33	\$84.37	\$99.77	\$97.62
	Median	\$30	\$50	\$23	\$0	\$30	\$50	\$75	\$50
OPTIONAL TOUR	Mean	\$73.17	\$70.37	\$75.98	\$0.00	\$78.81	\$53.44	\$53.41	\$116.67
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$210.74	\$216.33	\$205.13	\$20.00	\$207.54	\$279.62	\$110.00	\$196.67
	Median	\$50	\$40	\$85	\$0	\$55	\$50	\$15	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$138.87	\$144.83	\$132.88	\$55.00	\$117.52	\$182.13	\$91.45	\$299.29
	Median	\$50	\$50	\$68	\$0	\$50	\$50	\$20	\$200
LOCAL TRANS	Mean	\$16.07	\$21.12	\$11.00	\$2.50	\$15.21	\$18.48	\$25.59	\$11.52
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$232.46	\$239.10	\$225.77	\$500.83	\$230.02	\$259.73	\$247.09	\$83.33
	Median	\$0	\$0	\$0	\$403	\$0	\$80	\$0	\$0
TOTAL ON ISLAND	Mean	\$789.07	\$845.21	\$732.59	\$600.00	\$742.95	\$931.62	\$691.73	\$985.24
	Median	\$600	\$600	\$548	\$600	\$520	\$668	\$575	\$700

On-Island Expenditures First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$20.62	\$28.44
	Median	\$0	\$0
F&B-FF	Mean	\$22.47	\$39.89
REST/CONV	Median	\$10	\$20
F&B-OUT- SIDE	Mean	\$61.64	\$72.96
HOTEL/ REST	Median	\$30	\$50
OPTIONAL	Mean	\$71.18	\$76.75
TOUR	Median	\$0	\$0
GIFT/	Mean	\$207.45	\$216.68
SOUV-SELF	Median	\$55	\$50
GIFT/ SOUV-	Mean	\$140.28	\$136.34
F&F AT HOME	Median	\$70	\$50
LOCAL TRANS	Mean	\$15.17	\$17.70
	Median	\$0	\$0
OTHER EXP	Mean	\$244.39	\$210.96
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$783.36	\$799.36
	Median	\$600	\$535

Projected On-Island Expenditures

- \$699.40 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,000 = Maximum (highest amount recorded for the entire sample)

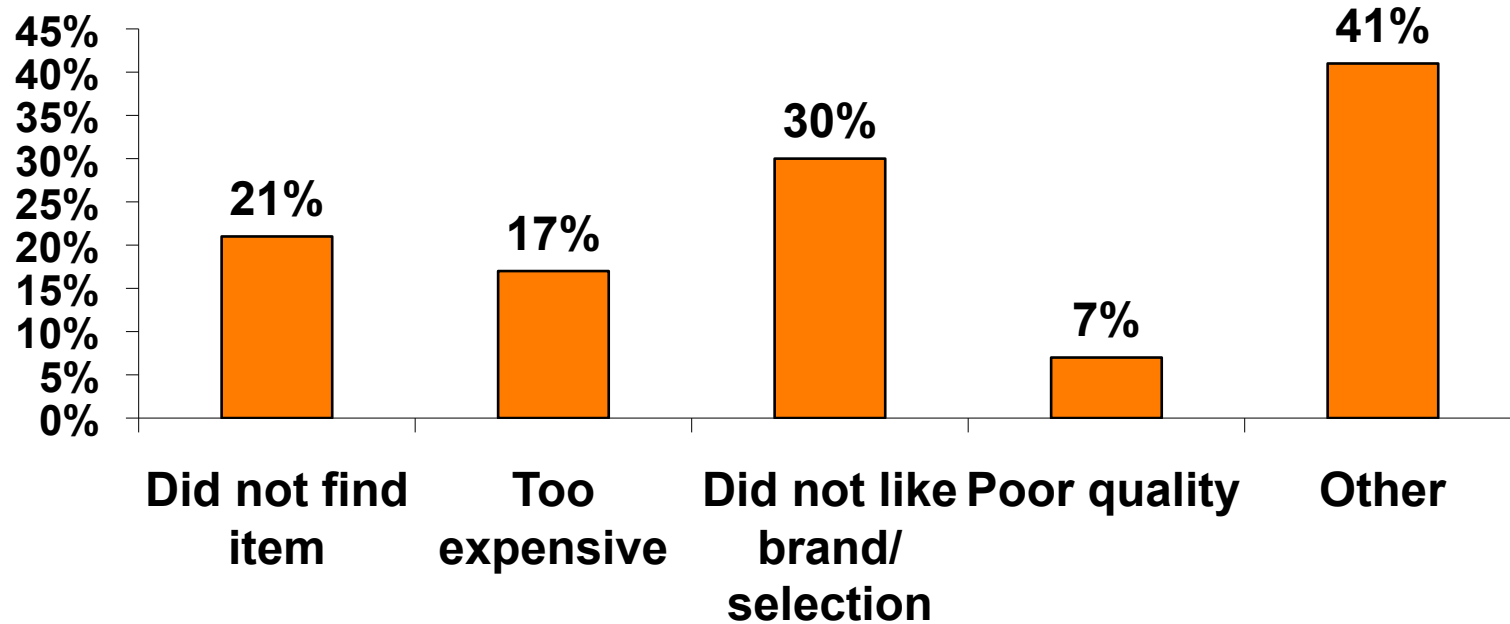
Projected On-Island Expenditure



◆ Projected ■ Actual

Reasons for Spending Less

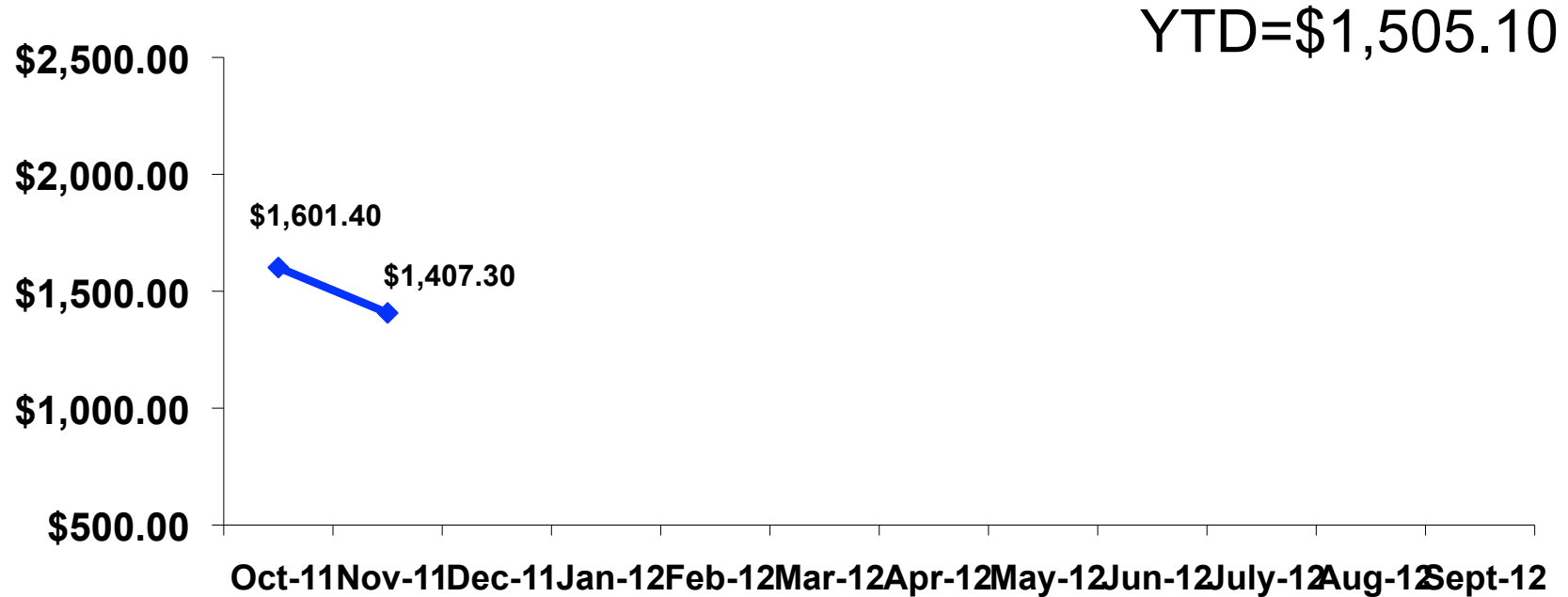
n=86



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,407.30 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,727 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person

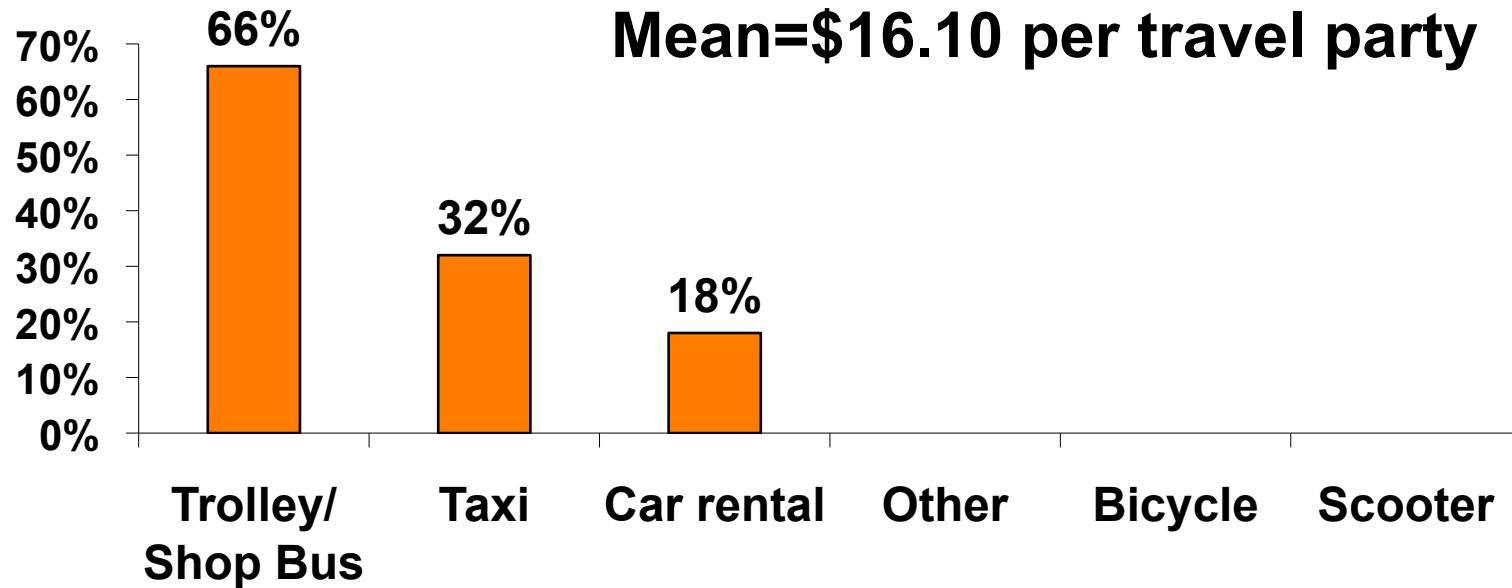


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$23.40
Food & beverage in fast food restaurant/ convenience store	\$28.70
Food & beverage at restaurants or drinking establishments outside a hotel	\$65.70
Optional tours and activities	\$73.20
Gifts/ souvenirs for yourself/companions	\$210.70
Gifts/ souvenirs for friends/family at home	\$138.90
Local transportation	\$16.10
Other expenses not covered	\$232.50
Average Total	\$789.10

Local Transportation

n=94



Guam Airport Expenditures

- \$18.20 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$600 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

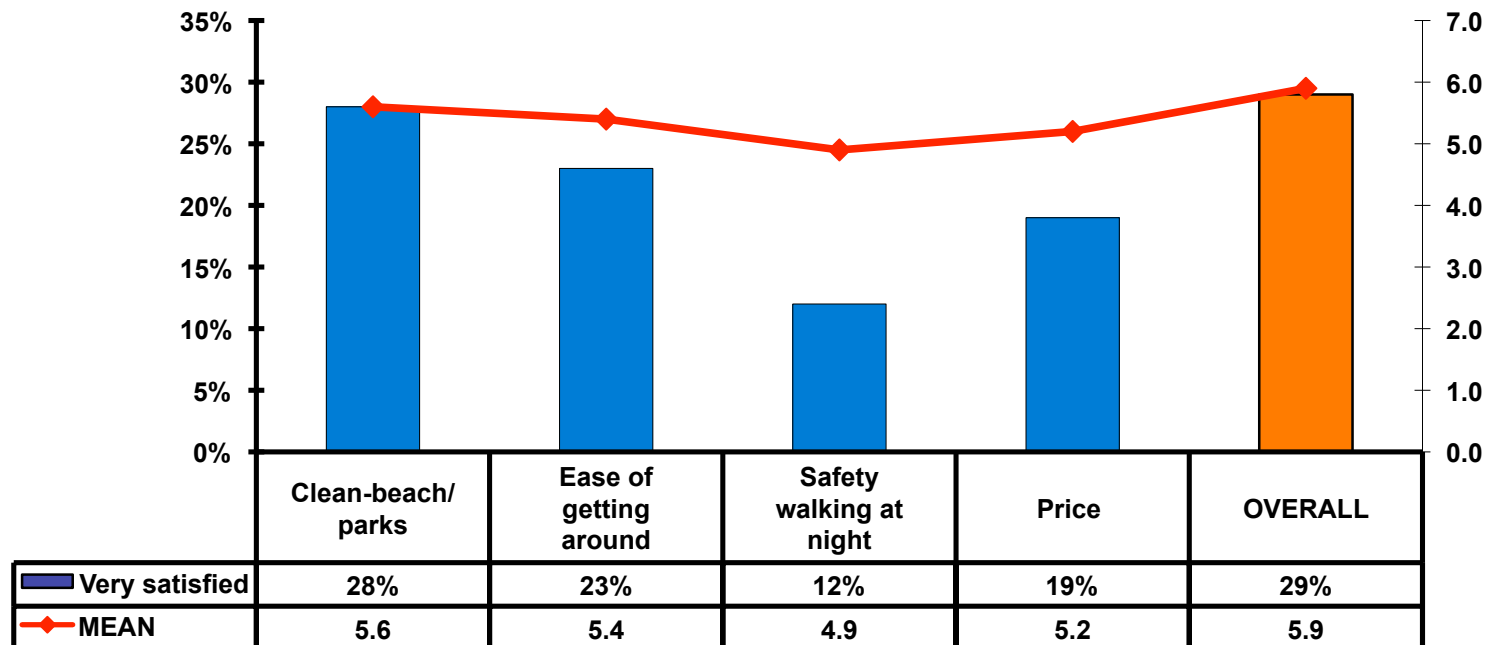
	MEAN \$
Food & Beverages	\$4.40
Gifts/Souvenirs Self	\$9.50
Gifts/Souvenirs Others	\$4.40
Total	\$18.20

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

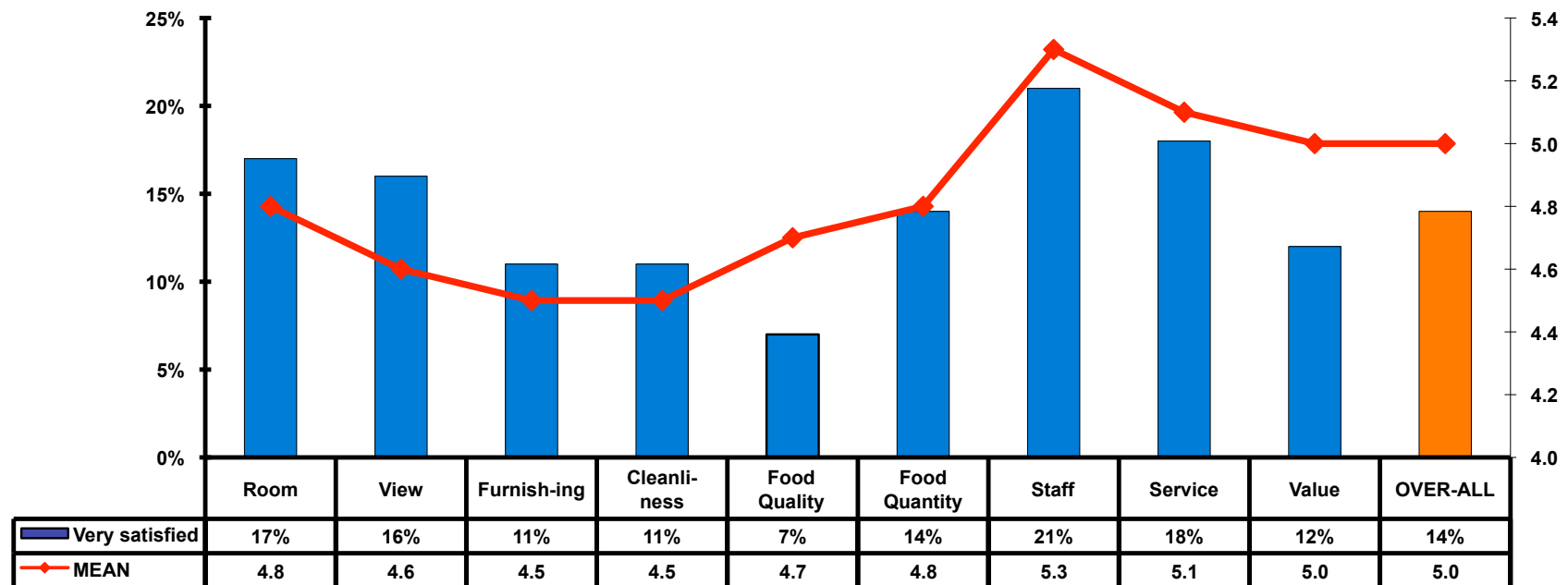
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

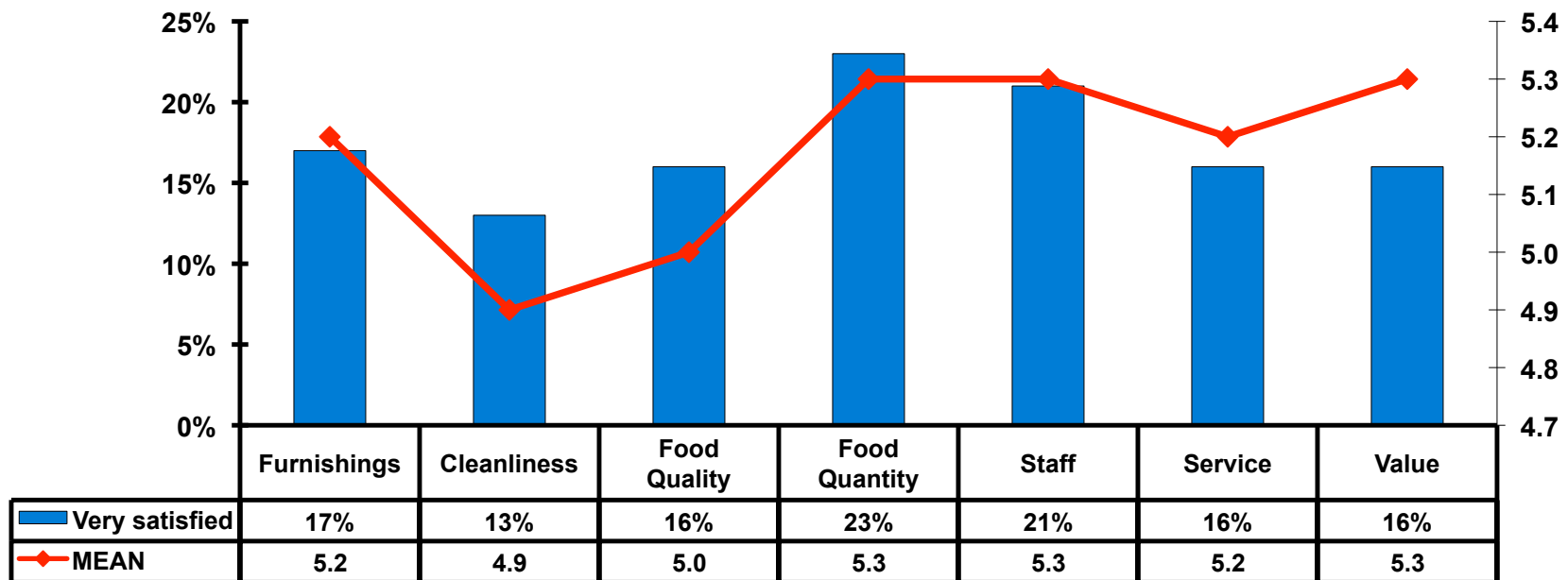
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

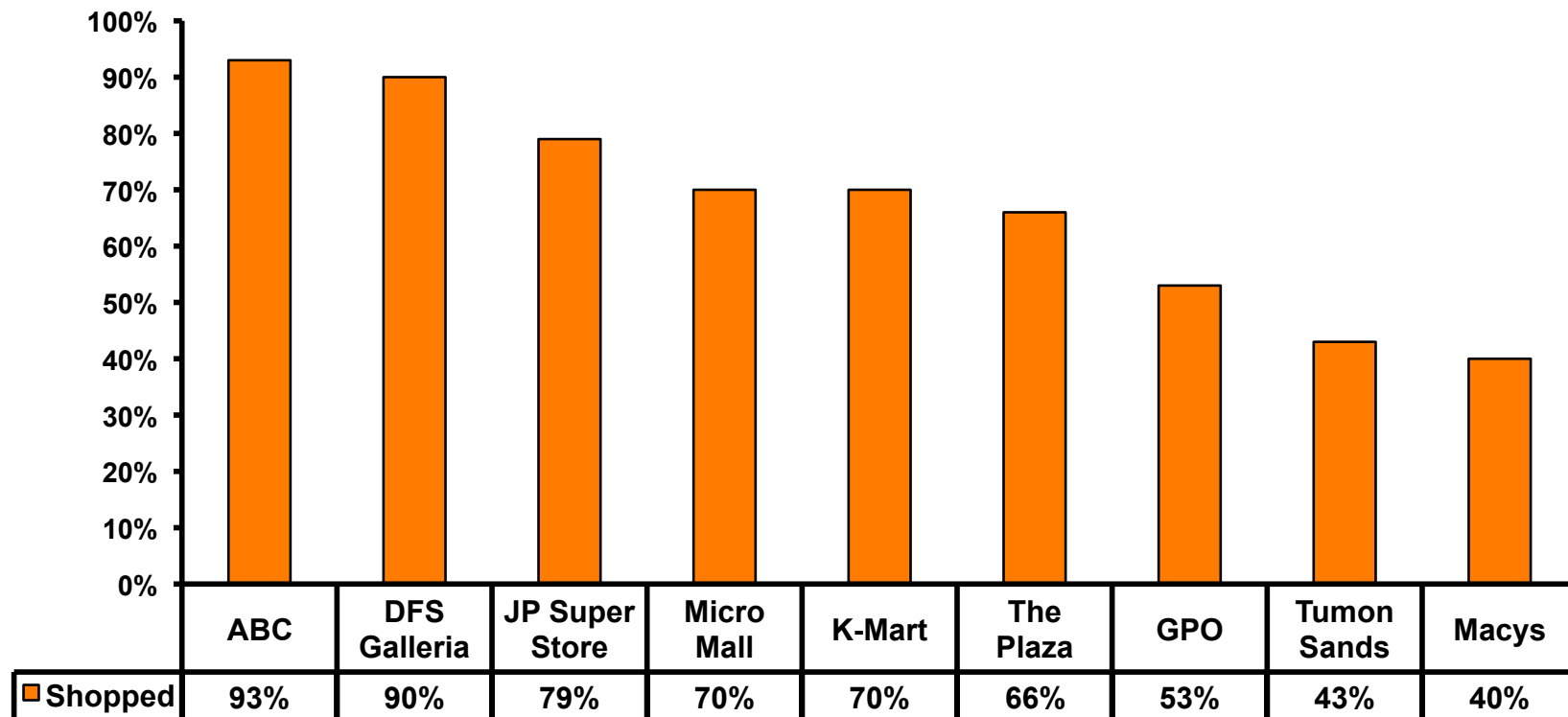
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

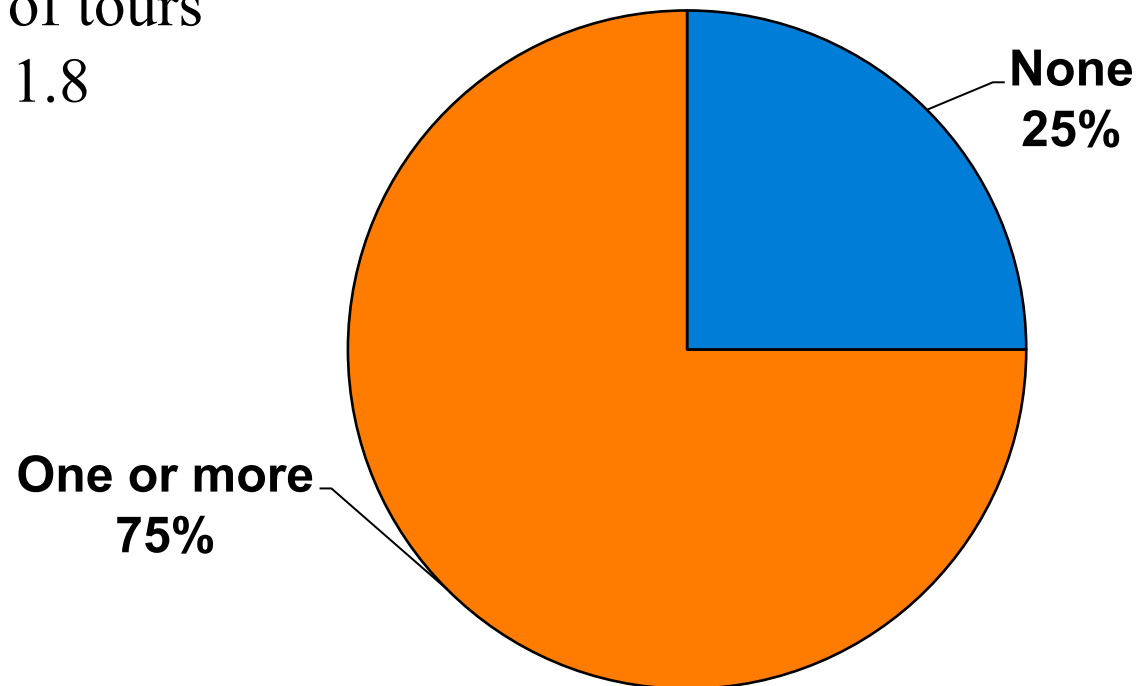
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

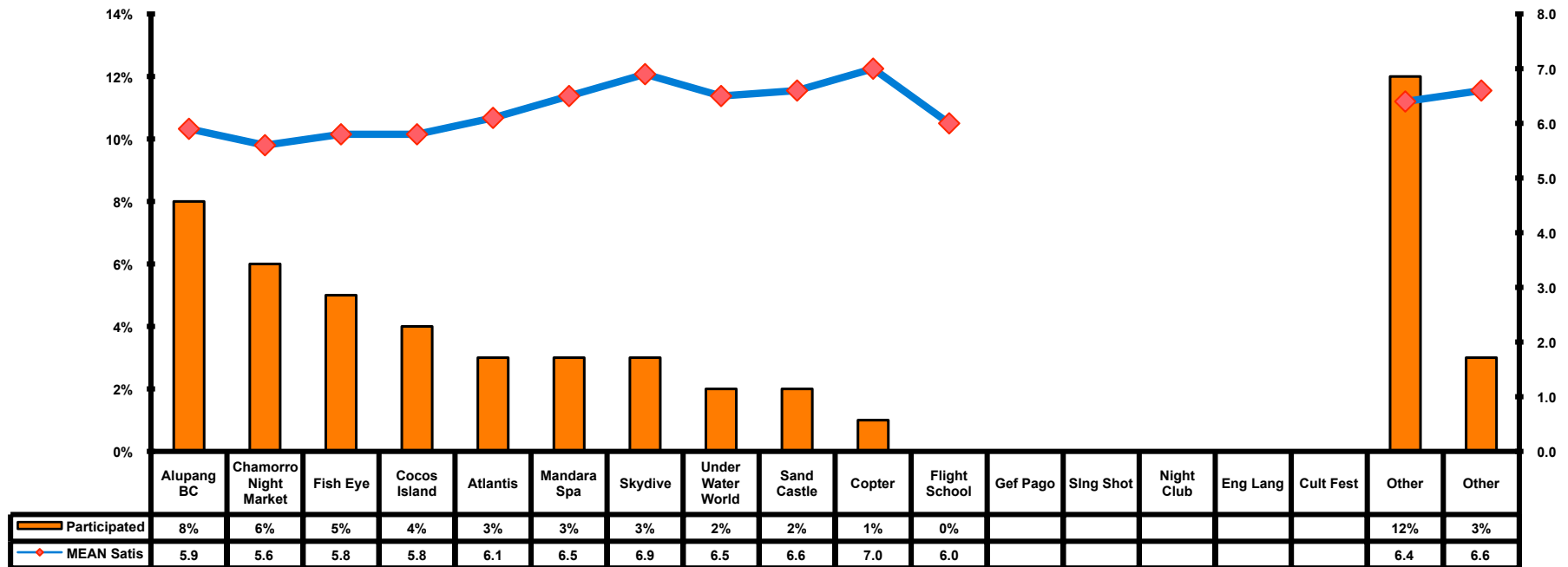
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 58%	Score of 6 to 7 = 51%
Score of 4 to 5 = 38%	Score of 4 to 5 = 41%
Score 1 to 3 = 4%	Score 1 to 3 = 9%
MEAN = 5.5	MEAN = 5.3

Optional Tour Participation

- Average number of tours participated in is 1.8



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 = 52%	Score of 6 to 7 = 54%
Score of 4 to 5 = 44%	Score of 4 to 5 = 45%
Score 1 to 3 = 3%	Score 1 to 3 = 1%
MEAN = 5.4	MEAN = 5.4

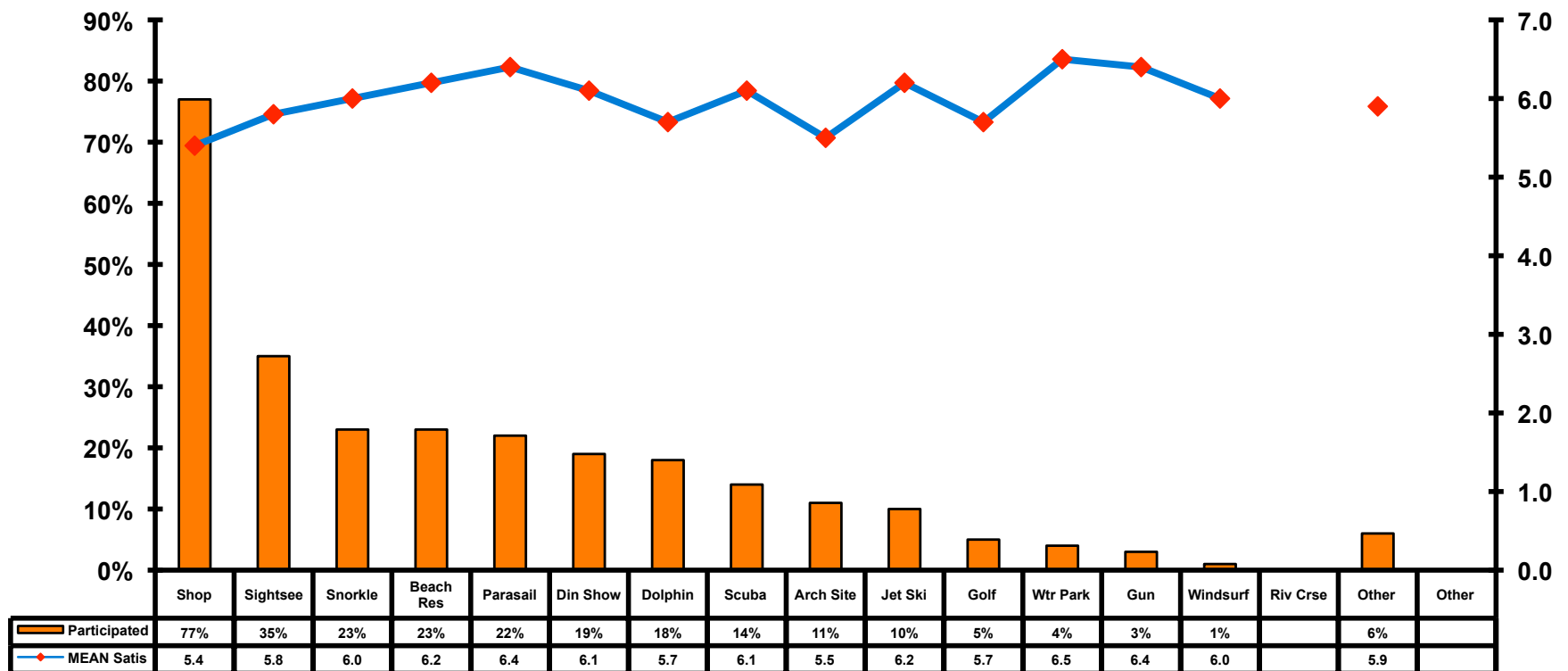
Night Tours Satisfaction

7pt Rating Scale

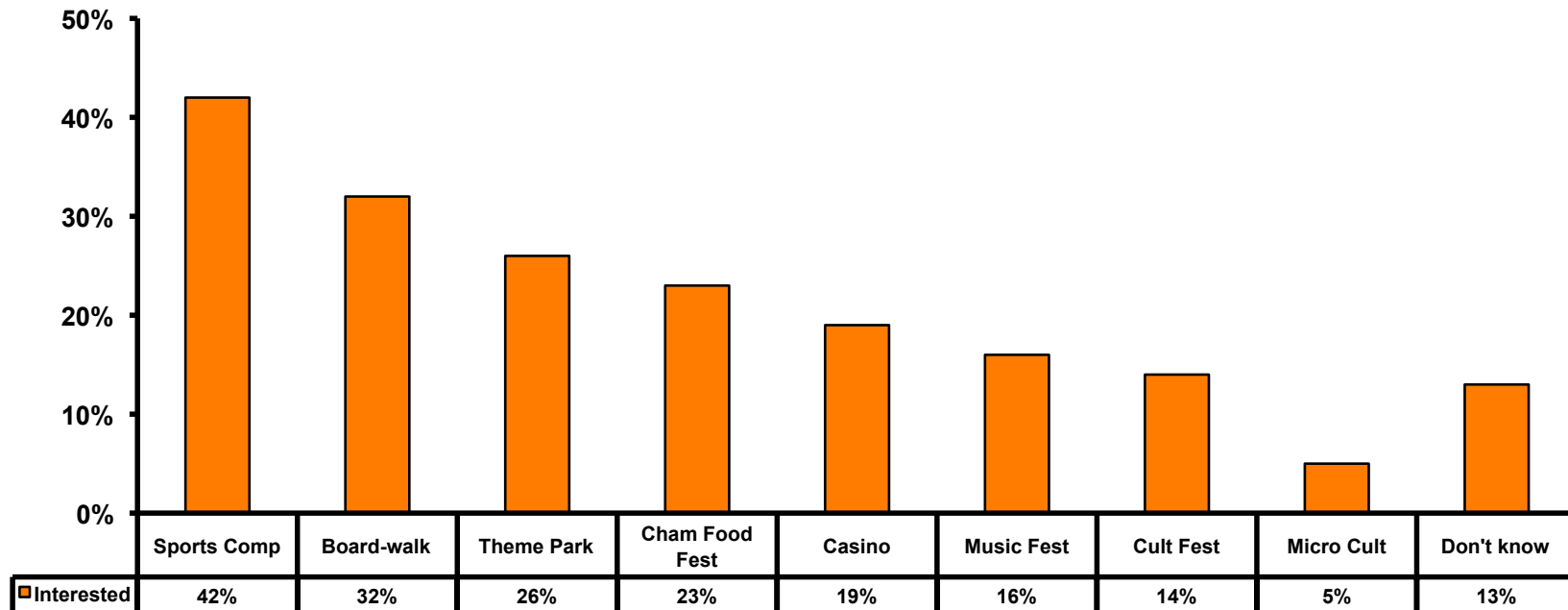
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 27%	Score of 6 to 7 = 25%
Score of 4 to 5 = 71%	Score of 4 to 5 = 71%
Score 1 to 3 = 2%	Score 1 to 3 = 3%
MEAN = 4.7	MEAN = 4.7

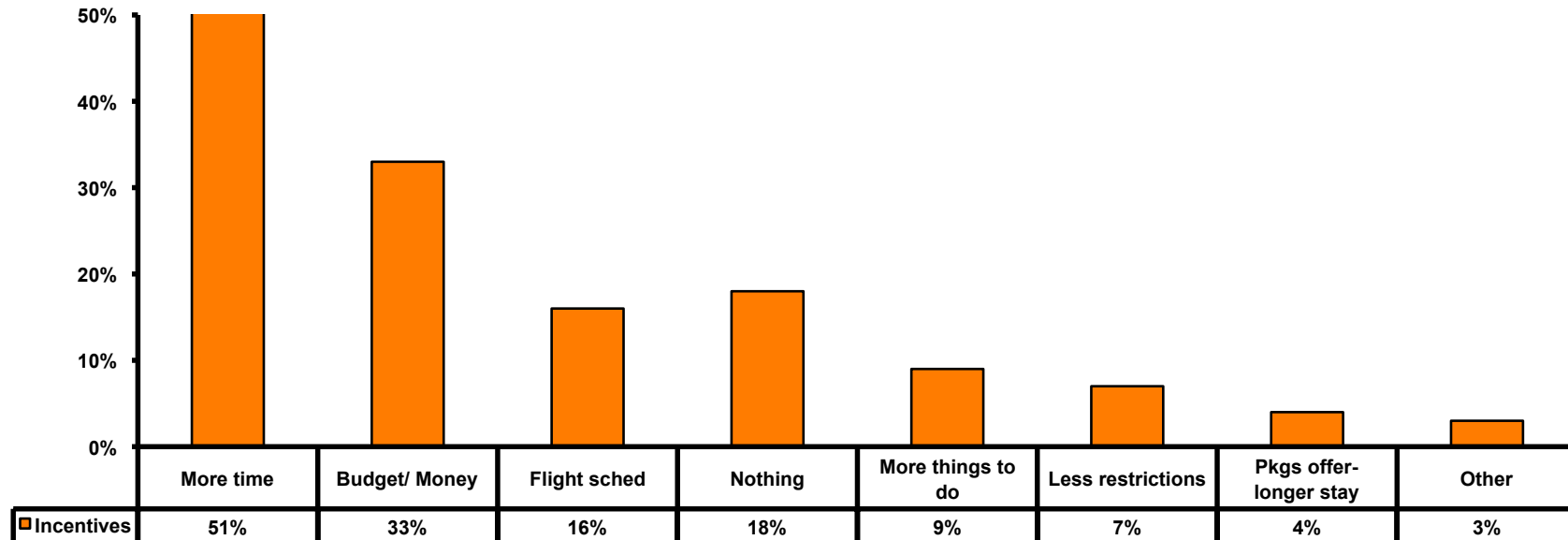
Satisfaction with Other Activities



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



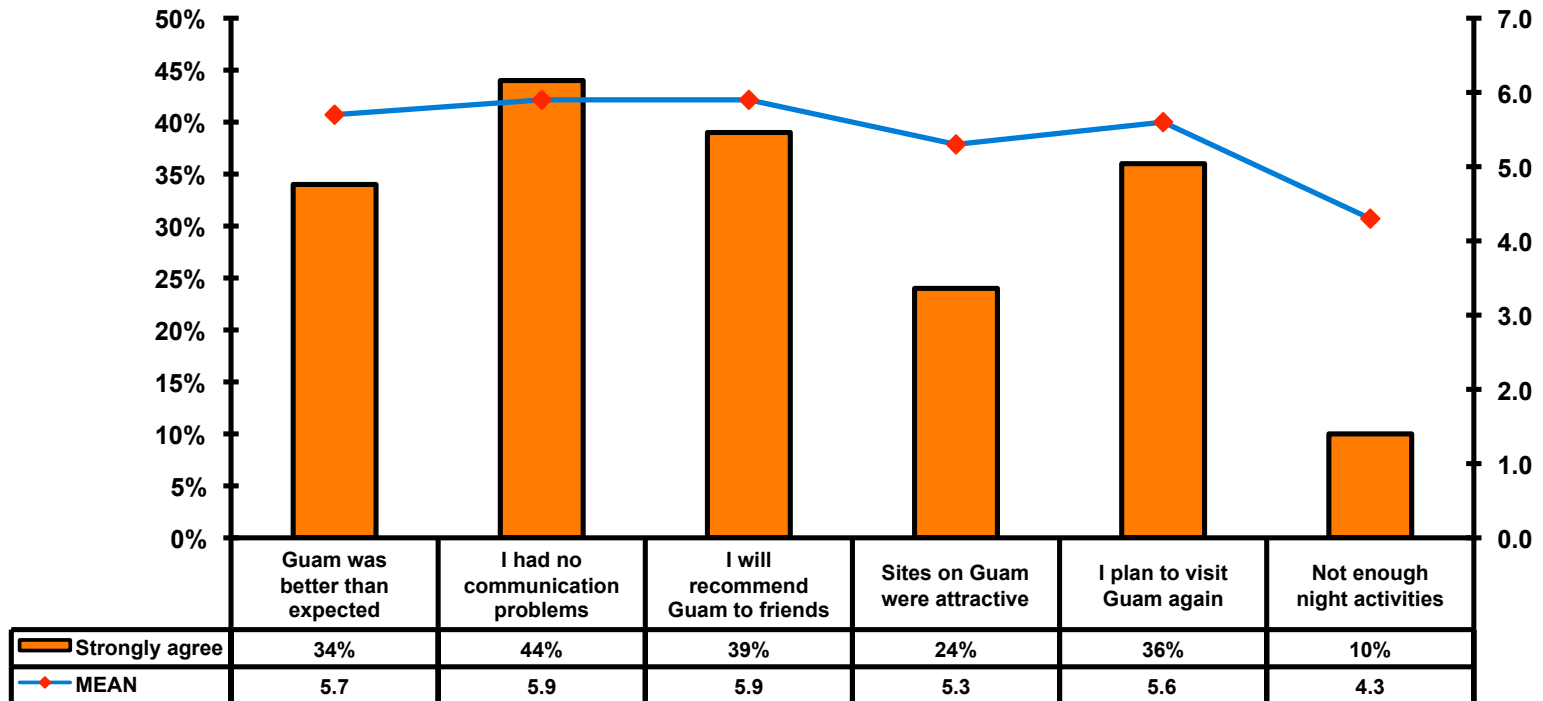
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

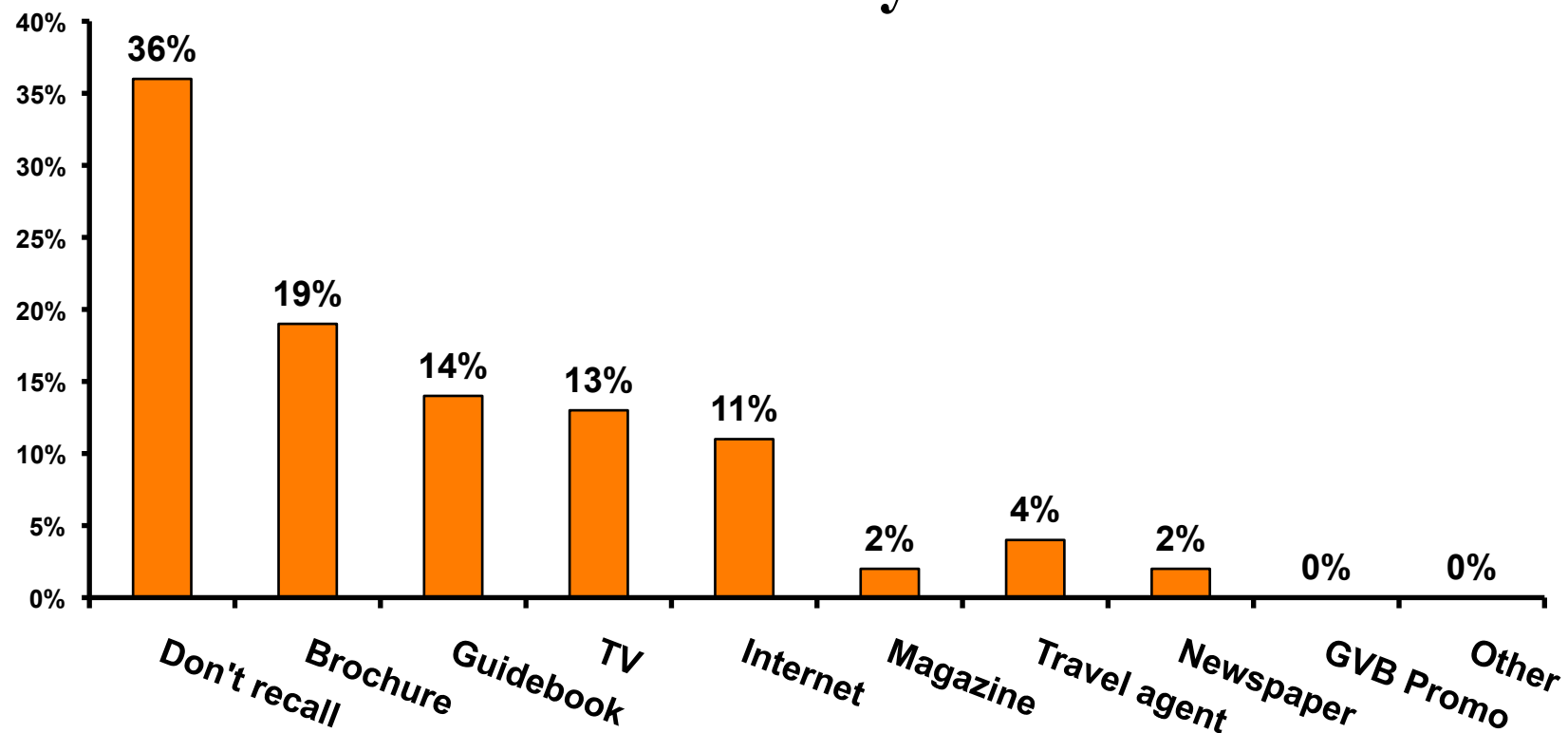
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

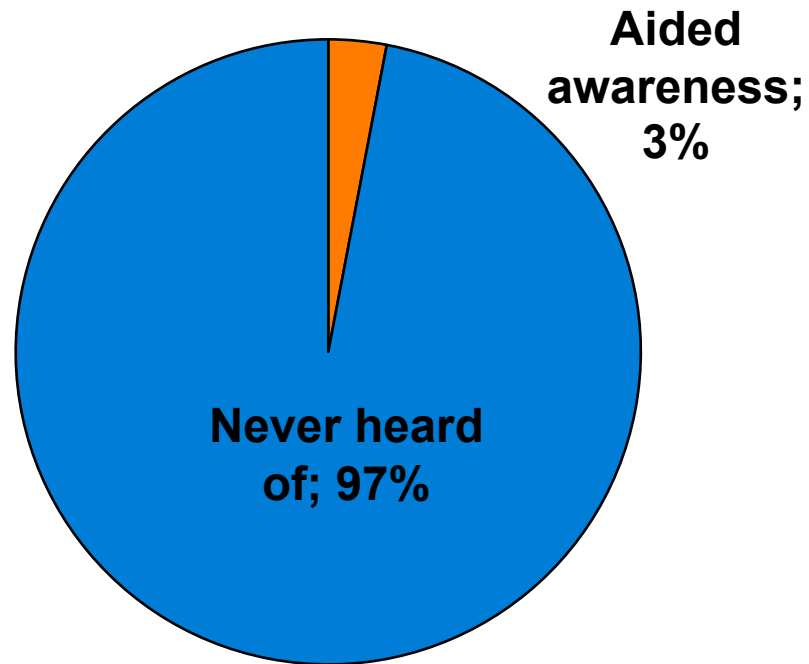


Message Recall

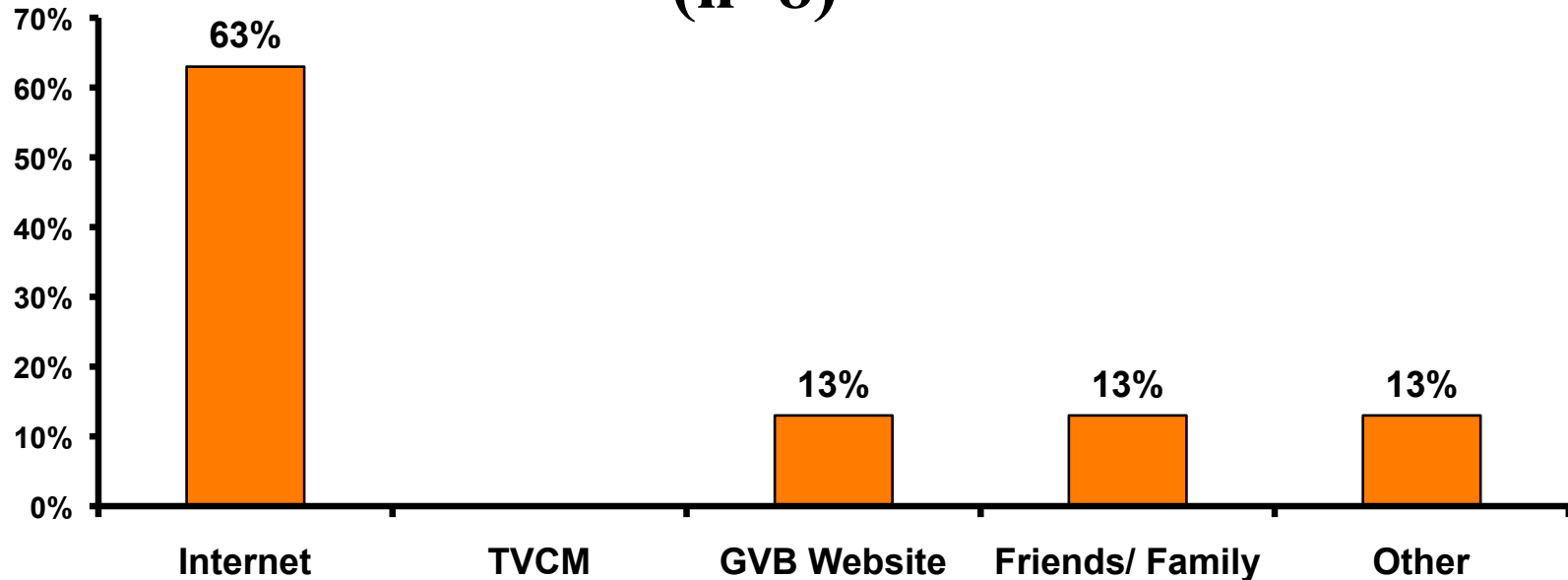
(Filter: recall ad/promo n=208)

- 78% An image
- 7% Other
- 5% Tag line
- 13% Don't recall

Aided Awareness – Hafa Adai Guam 365 Monitor Campaign

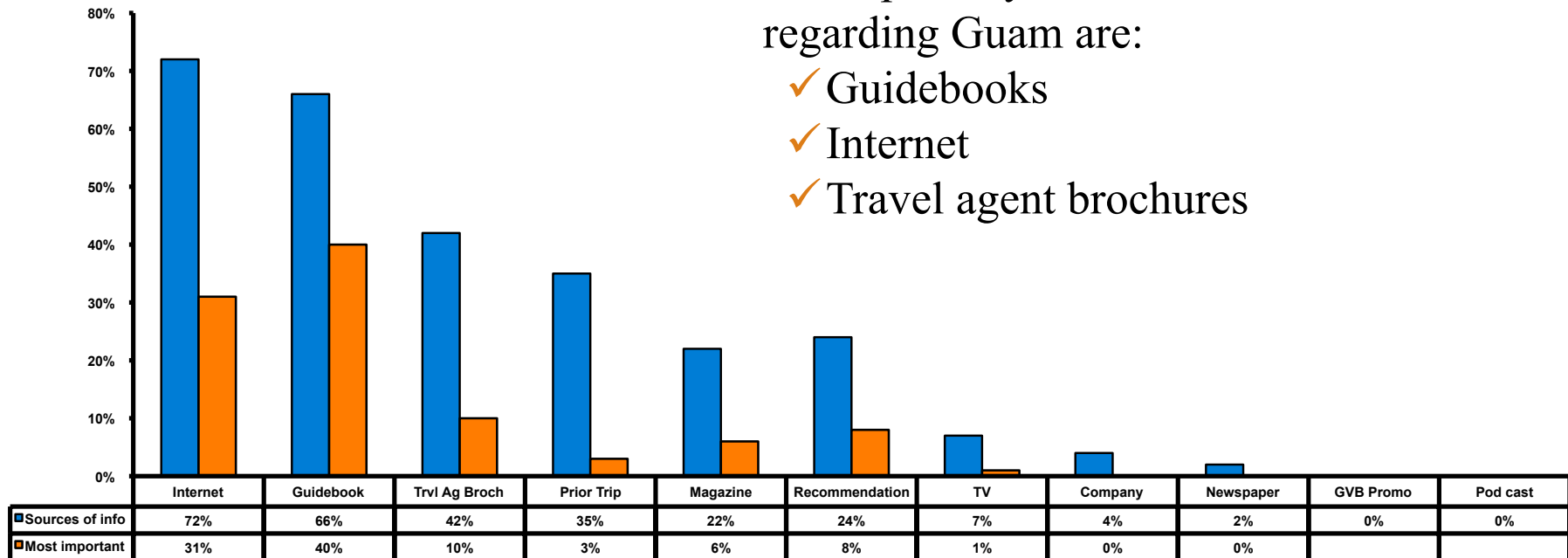


Media Source – Hafa Adai Guam 365 Monitor Campaign (n=8)

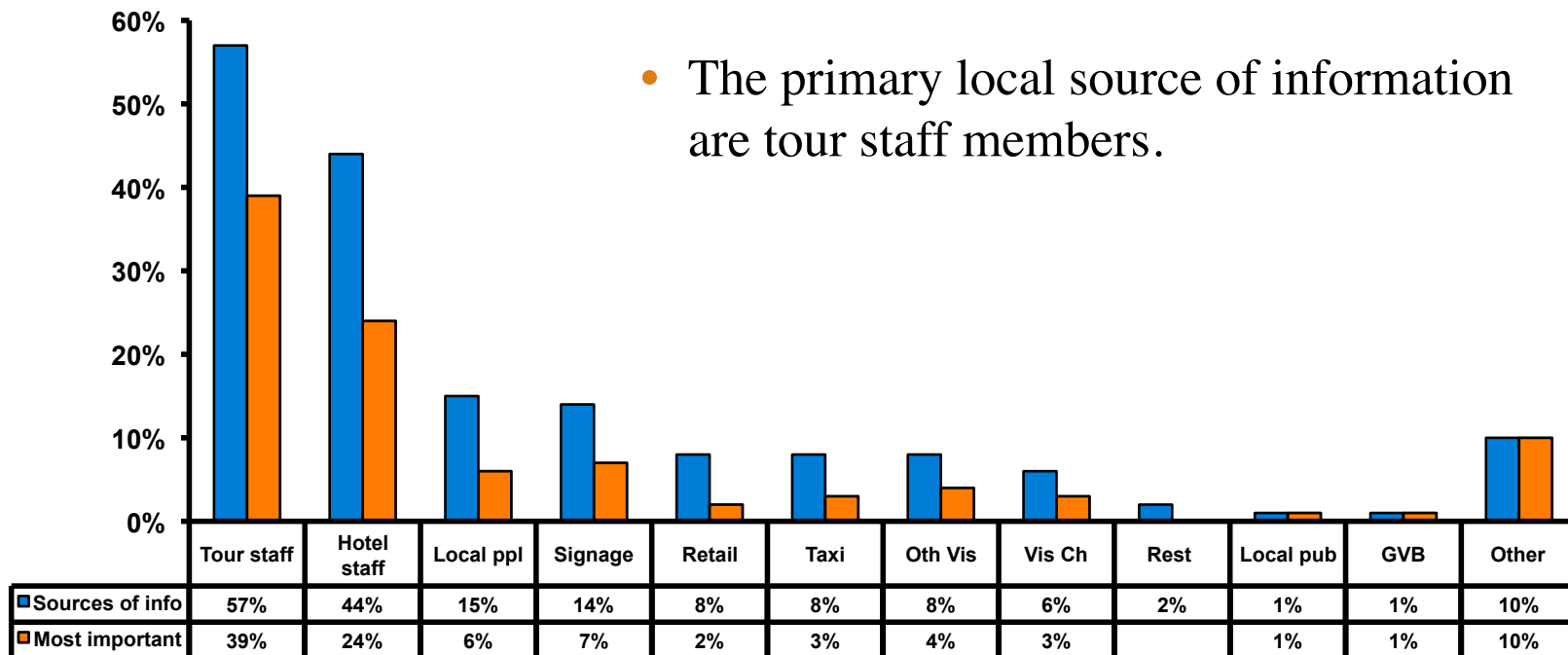


Sources of Information Pre-arrival

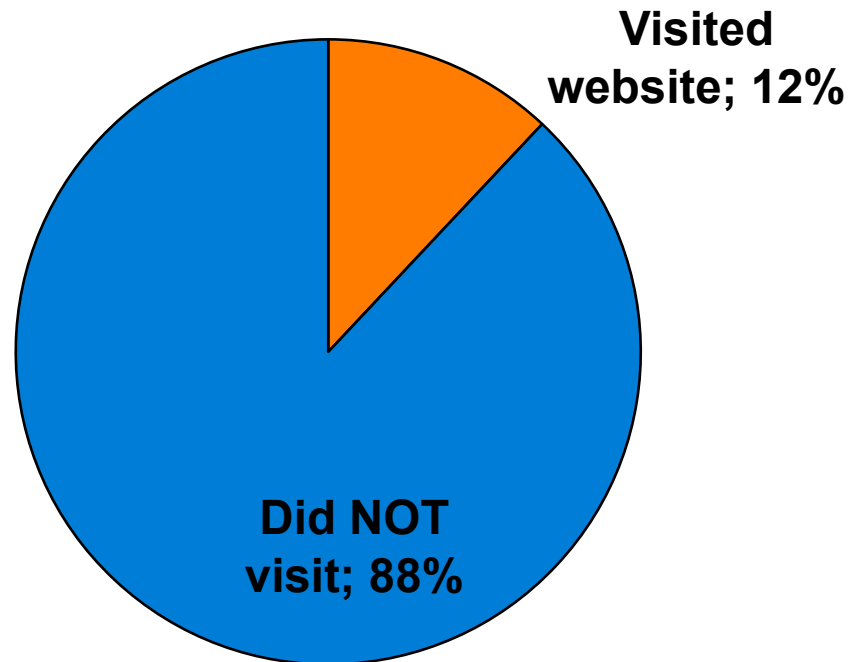
- The 3 primary sources of information regarding Guam are:
 - ✓ Guidebooks
 - ✓ Internet
 - ✓ Travel agent brochures



Sources of Information Post-arrival

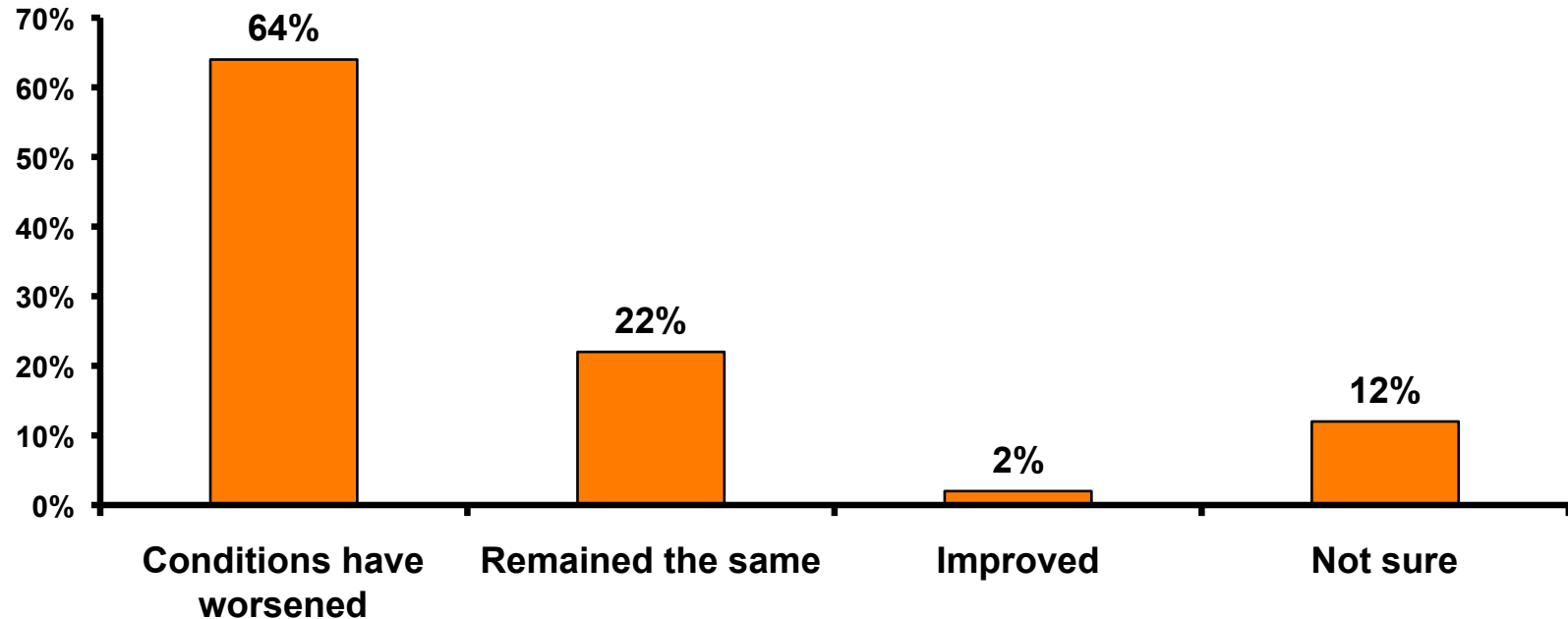


Visited GVB Website



SECTION 6 **OTHER ISSUES**

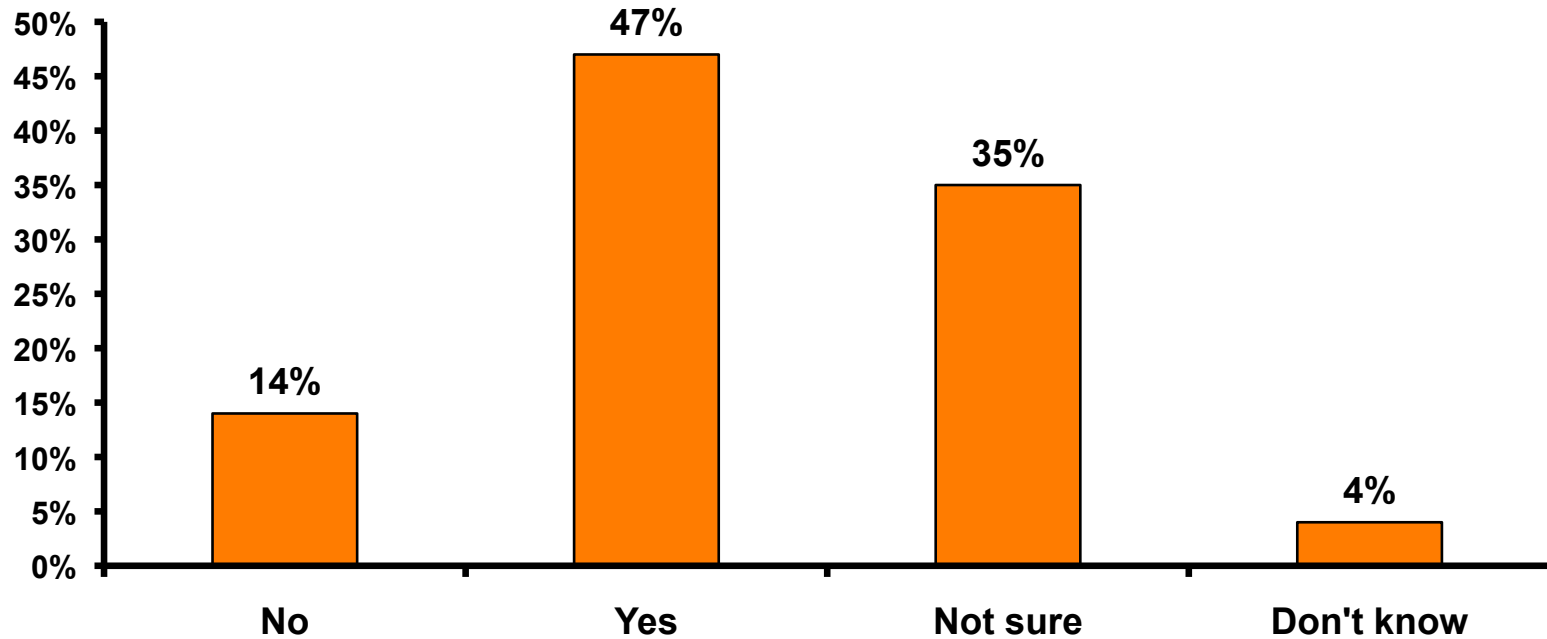
Rating the Japan economy compared to 12 months ago - Overall



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	50%	60%	74%	64%	71%	61%	60%	72%	63%	70%	75%	
	Conditions have remained the same		25%	18%	18%	24%	20%	23%	23%	20%	27%	13%	100%
	Conditions have improved		1%	2%	5%	5%		2%		2%		6%	
	Do not know	50%	14%	6%	14%		19%	15%	4%	15%	3%	6%	
Total	Count	6	212	62	22	21	70	52	47	41	37	32	4

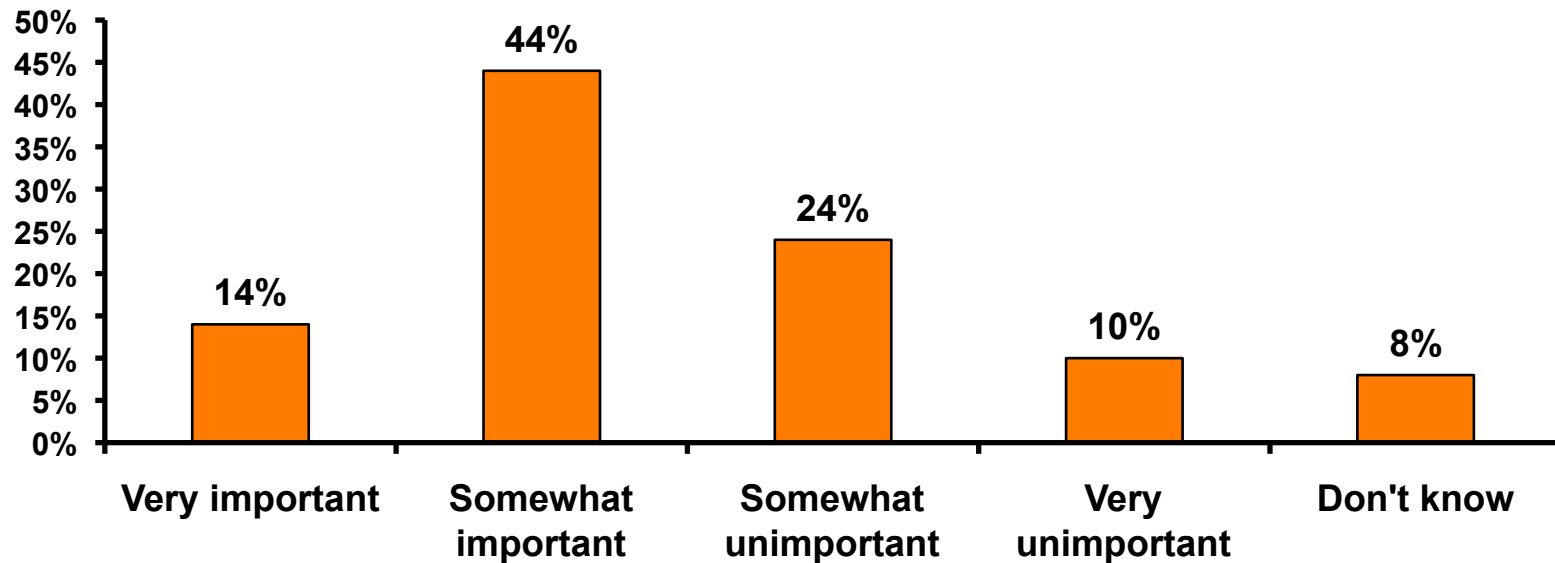
Good time to spend money on travel outside of Japan - Overall



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		15%	14%	9%	10%	14%	16%	21%	10%	8%	13%	25%
	Yes	50%	45%	49%	59%	43%	42%	47%	55%	39%	51%	56%	75%
	Not sure	33%	35%	35%	27%	43%	39%	37%	19%	44%	41%	25%	
	Do not know	17%	5%	2%	5%	5%	4%		4%	7%		6%	
Total	Count	6	212	63	22	21	71	51	47	41	37	32	4

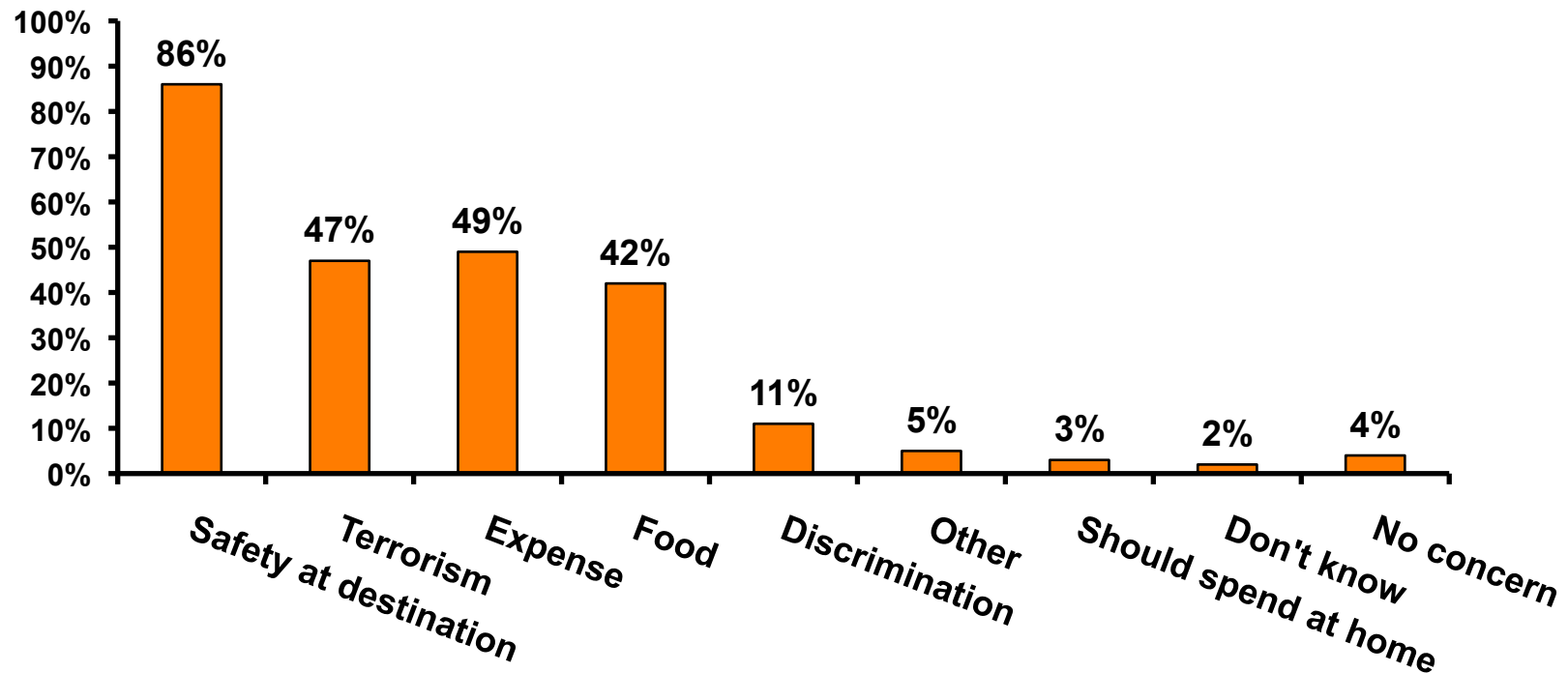
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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		8%	17%	5%	14%	8%	6%	15%	5%	22%	16%	
	Somewhat unimportant	33%	24%	19%	36%	19%	27%	25%	13%	22%	32%	19%	50%
	Somewhat important	33%	44%	44%	55%	38%	42%	35%	51%	56%	38%	50%	50%
	Very important	33%	14%	13%	5%	24%	13%	21%	19%	12%	8%	13%	
	Do not know		9%	6%		5%	10%	13%	2%	5%		3%	
Total	Count	6	213	63	22	21	71	52	47	41	37	32	4

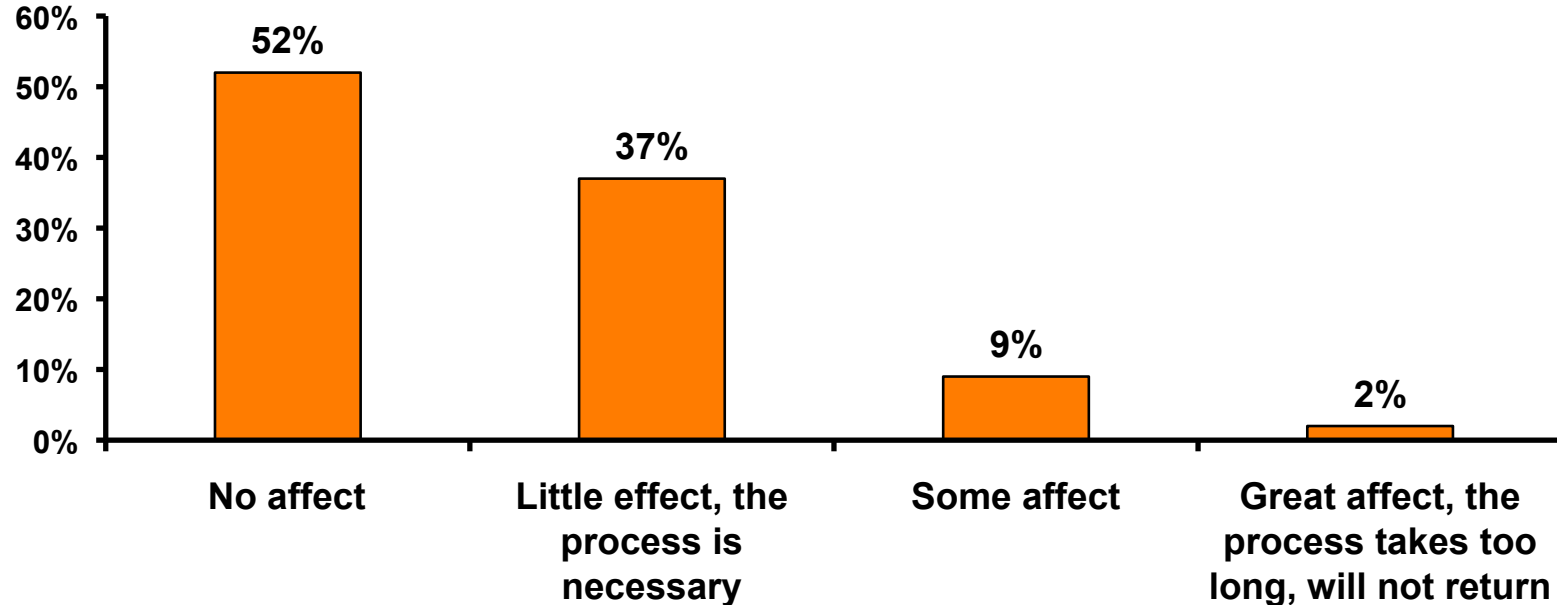
Concerns about travel outside of Japan - Overall



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	83%	86%	83%	91%	86%	89%	87%	87%	85%	86%	88%	100%	
Expense	50%	53%	44%	32%	33%	54%	50%	47%	54%	54%	31%	50%	
Terrorism	17%	48%	51%	50%	38%	42%	54%	53%	44%	46%	63%	75%	
Food	50%	46%	32%	36%	33%	46%	52%	36%	44%	41%	34%	50%	
Other		5%	6%	5%		1%	6%	4%	5%	3%	3%	25%	
No concerns	17%	3%	6%	9%		4%		6%	2%	5%	3%		
Spending money abroad when it should be spent at home		3%	3%	5%		1%	6%	2%	2%	5%	3%		
Do not know		2%			5%	1%				3%			
Total	Cases	6	213	63	22	21	71	52	47	41	37	32	4

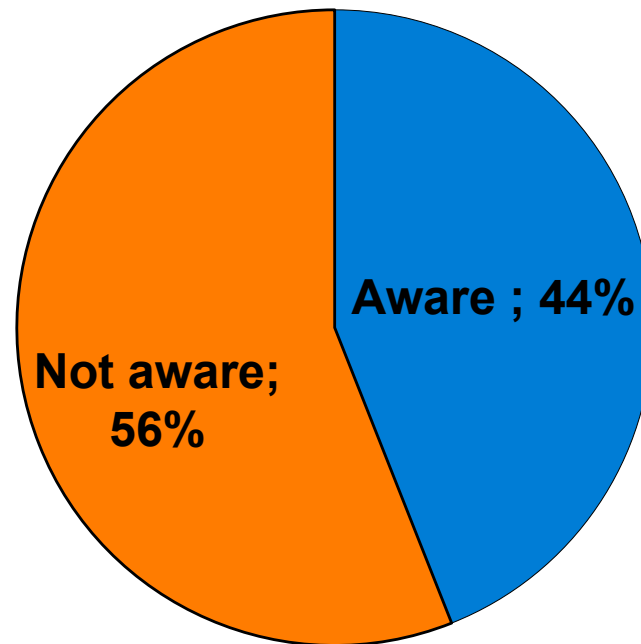
Security Screening/ Immigration Process at Guam International Airport



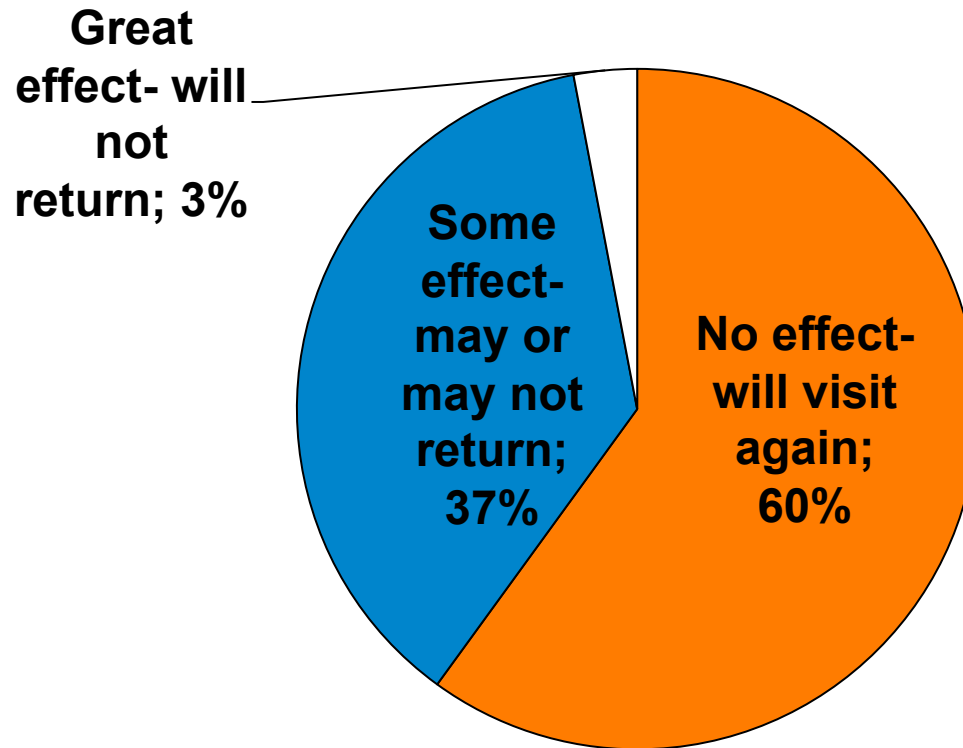
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.0** out of possible 7.0
- Agree (Score 6-7) – **11%**
- Neutral (Score 4-5) – **39%**
- Disagree (Score 1-3) – **51%**

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



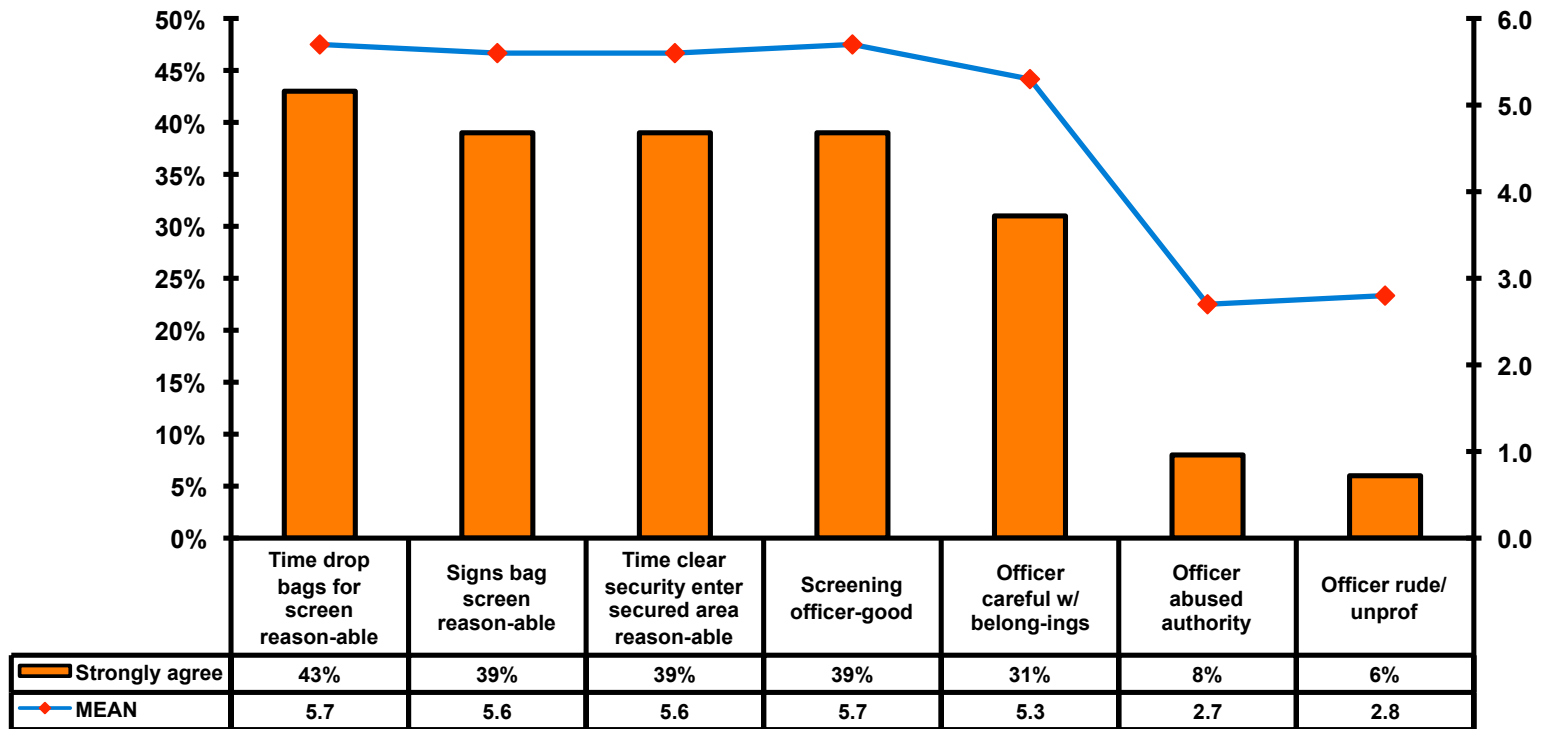
Effects of US military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

