



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **FY2015**

### **NOVEMBER 2014**



**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 **350** 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 **350** 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.

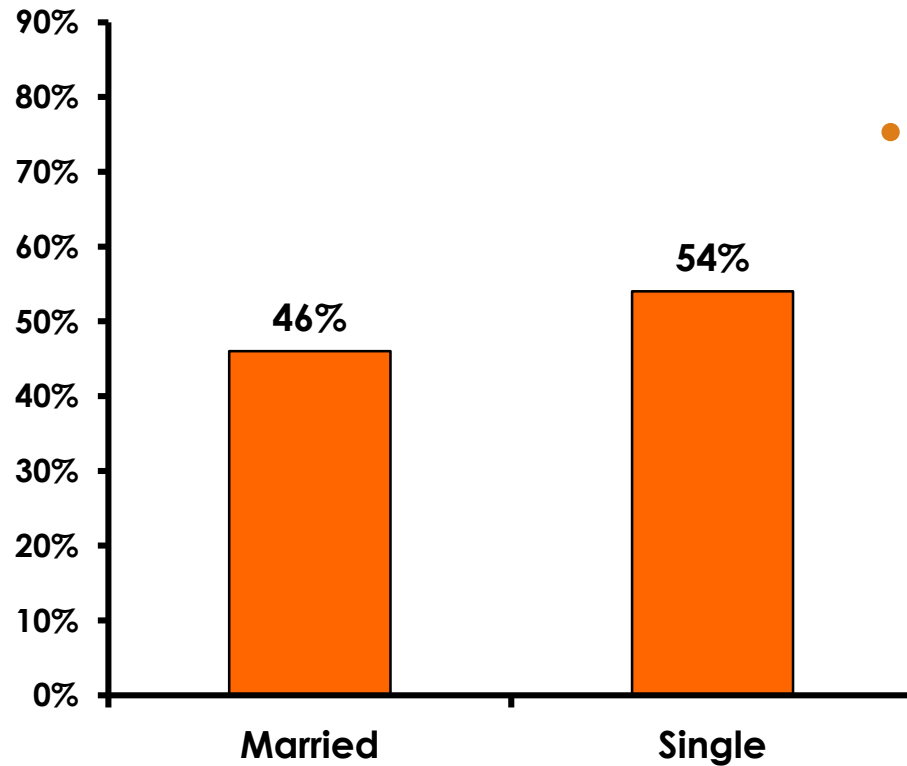
---

# OBJECTIVES

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

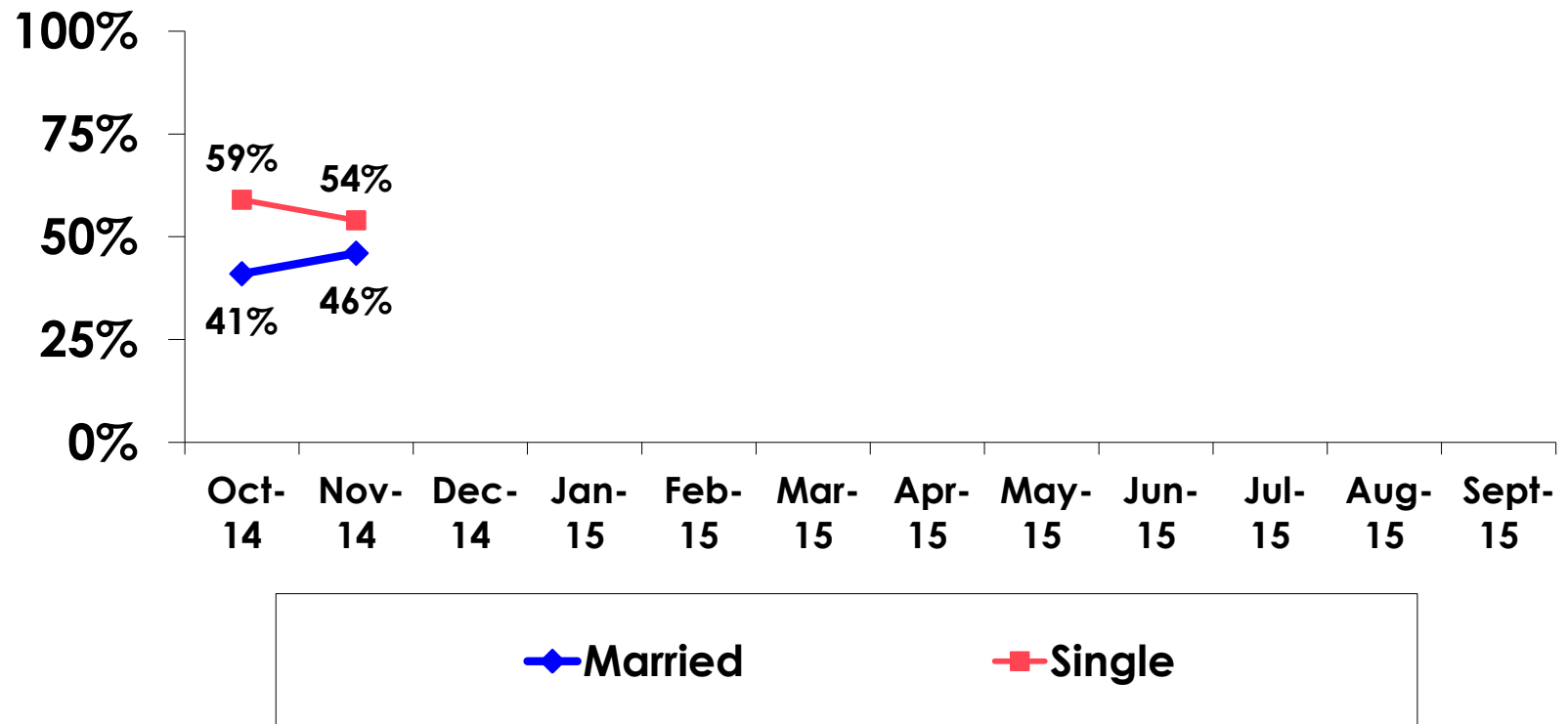
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

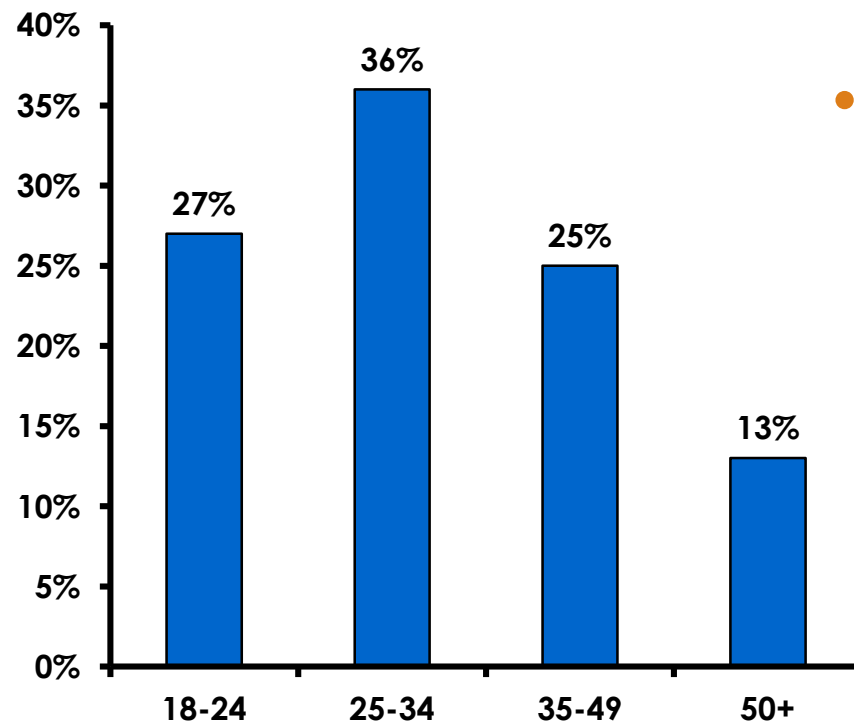


- 63% of 1<sup>st</sup> time visitors are single.

# MARITAL STATUS

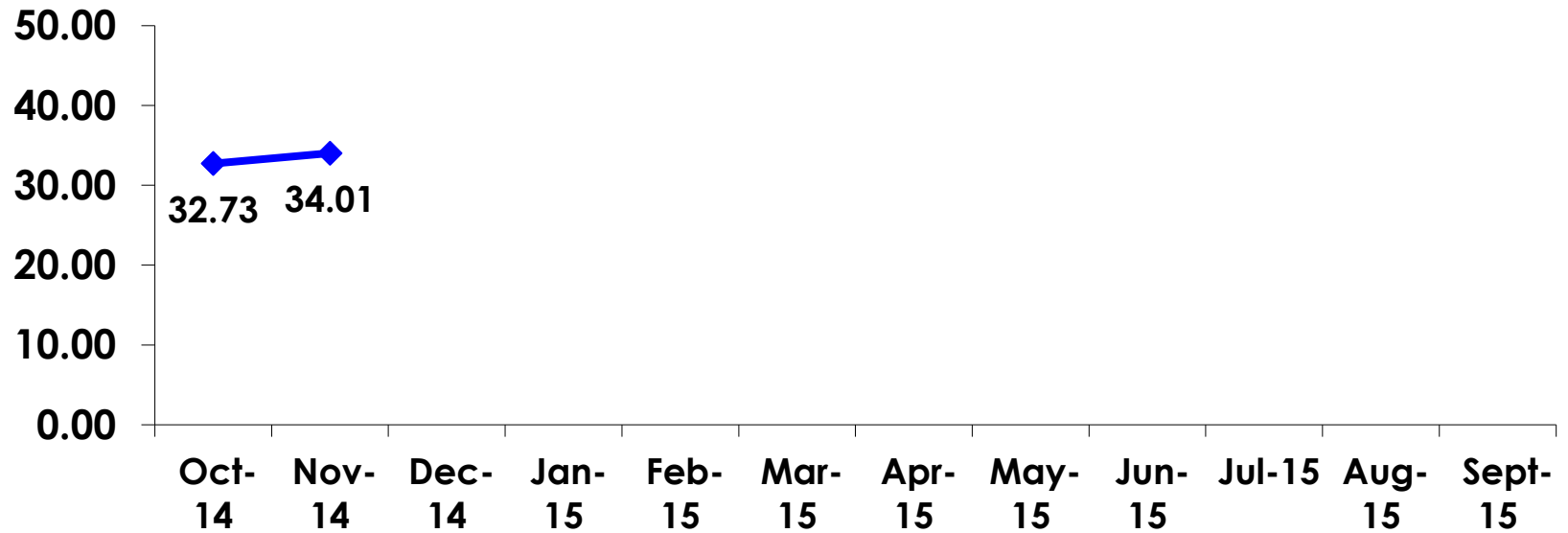


# Age - Overall



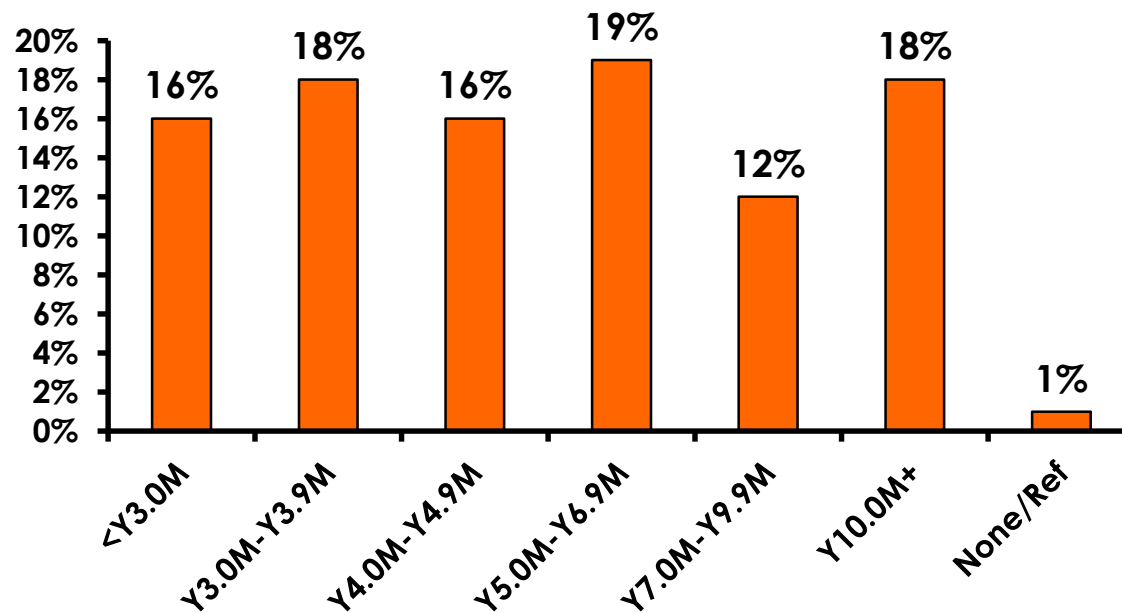
- The average age of the respondents is 34.01 years of age.

# AVERAGE - AGE



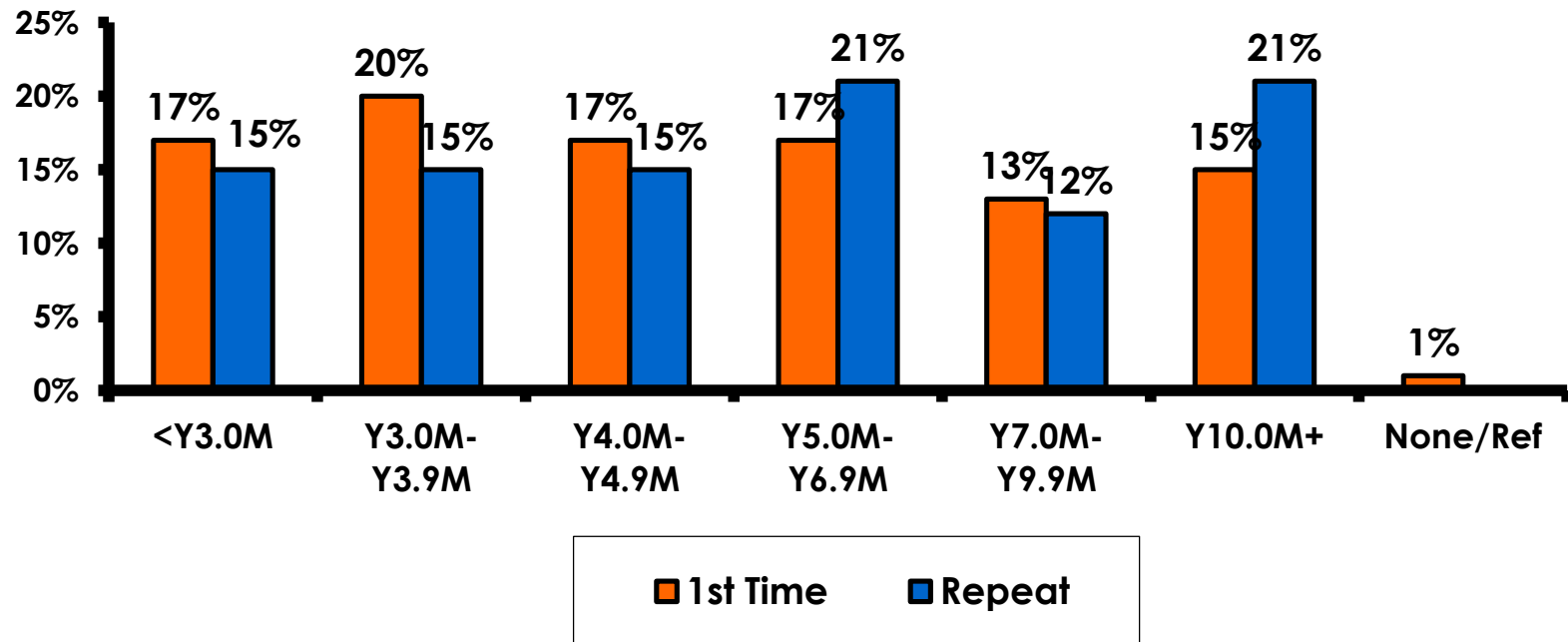


# Personal Income



• ¥118.91=\$1

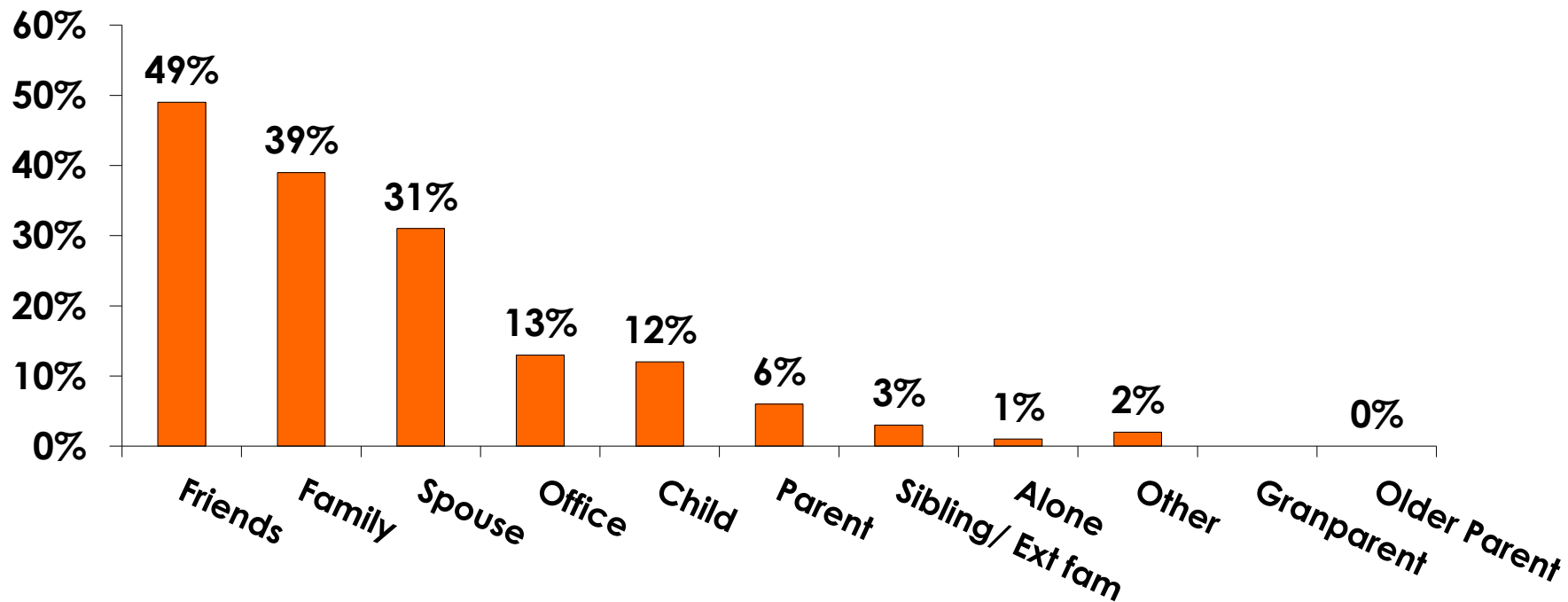
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	13	6	7	6	5	1	1
		Column N %	4%	4%	5%	10%	5%	1%	2%
Y2.0M-Y3.0M	Y2.0M-Y3.0M	Count	35	14	21	14	11	7	3
		Column N %	12%	9%	16%	24%	10%	8%	7%
Y3.0M-Y4.0M	Y3.0M-Y4.0M	Count	53	30	23	2	38	6	7
		Column N %	18%	19%	17%	3%	35%	7%	17%
Y4.0M-Y5.0M	Y4.0M-Y5.0M	Count	48	27	21	8	20	14	6
		Column N %	16%	17%	16%	14%	18%	17%	14%
Y5.0M-Y7.0M	Y5.0M-Y7.0M	Count	55	34	21	6	13	25	10
		Column N %	19%	21%	16%	10%	12%	30%	24%
Y7.0M-Y10.0M	Y7.0M-Y10.0M	Count	36	17	19	11	7	11	7
		Column N %	12%	11%	14%	19%	6%	13%	17%
Y10.0M+	Y10.0M+	Count	53	32	21	10	15	19	8
		Column N %	18%	20%	16%	17%	14%	23%	19%
No Income	No Income	Count	2		2	2			
		Column N %	1%		1%	3%			
Total	Total	Count	295	160	135	59	109	83	42

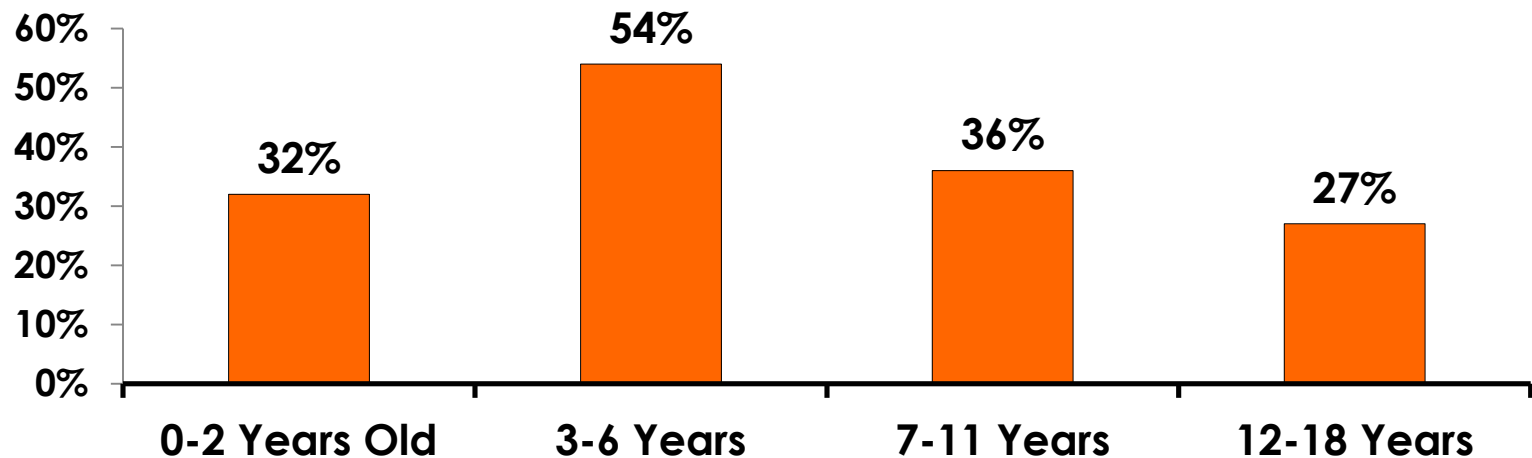
# Travel Companions



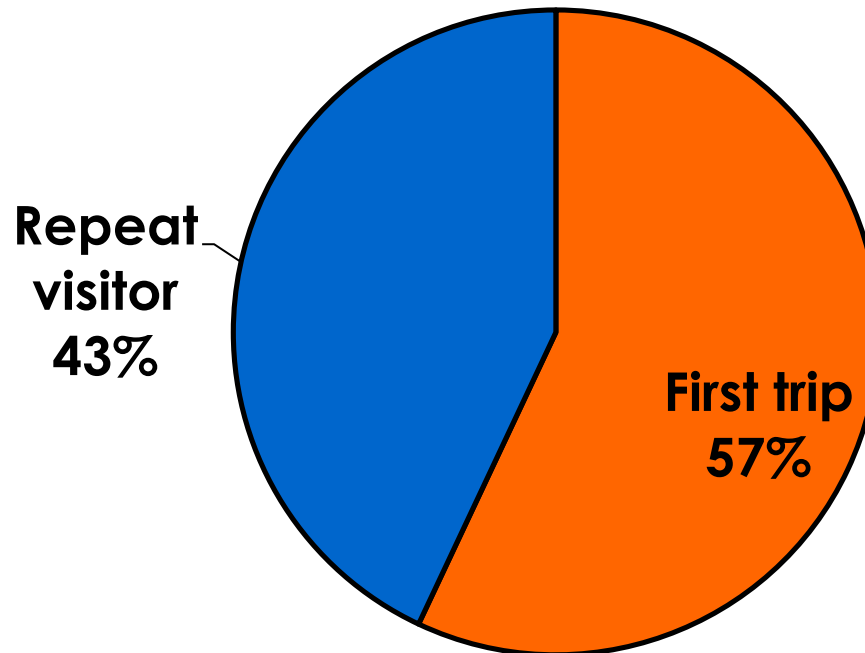
# Number of Children Travel Party

N=41 total respondents traveling with children.

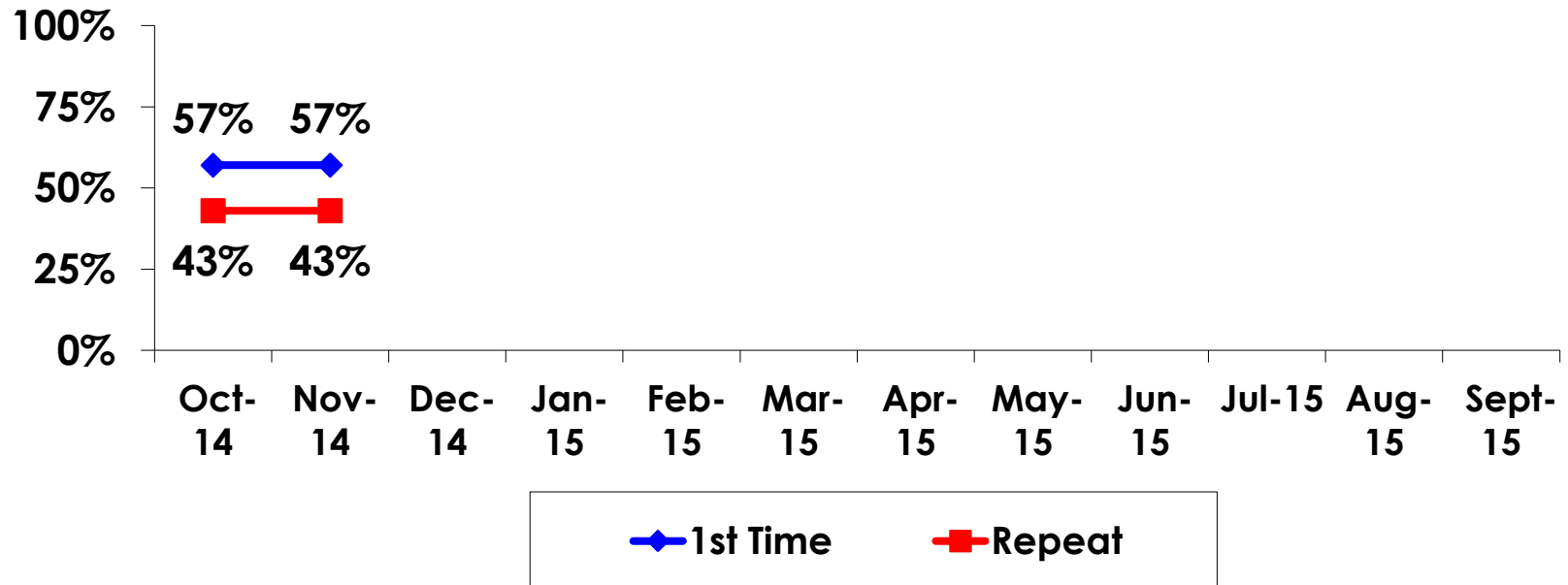
(Of those N=41 respondents, there is a total of 69 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



# Trips to Guam by Age & Gender

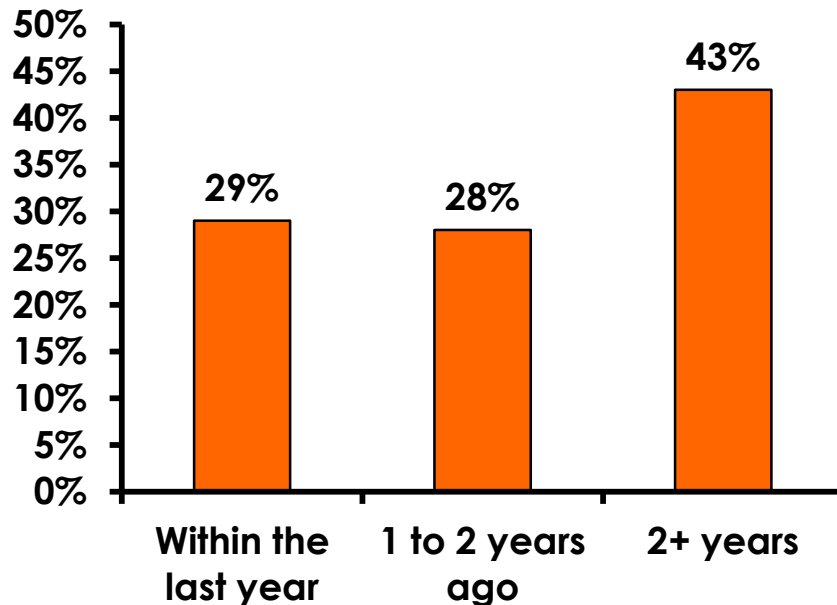
			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	174	91	82
		Column N %	50%	46%	54%
	Female	Count	176	107	69
		Column N %	50%	54%	46%
AGE	Total	Count	350	198	151
	18-24	Count	93	72	21
		Column N %	27%	37%	14%
	25-34	Count	124	78	45
		Column N %	36%	40%	30%
	35-49	Count	87	29	58
		Column N %	25%	15%	39%
	50+	Count	44	18	26
		Column N %	13%	9%	17%
	Total	Count	348	197	150

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



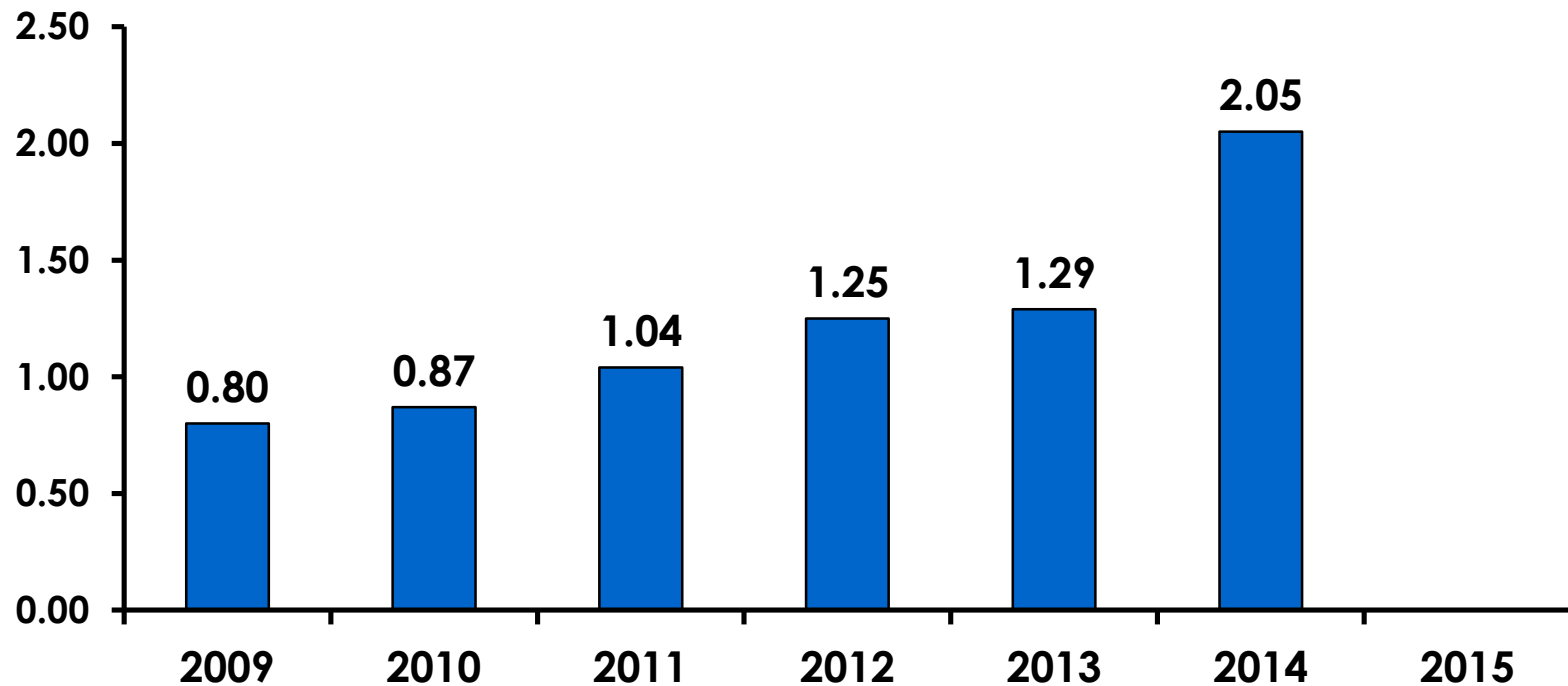
# Repeat Visitors Last Trip

n = 148



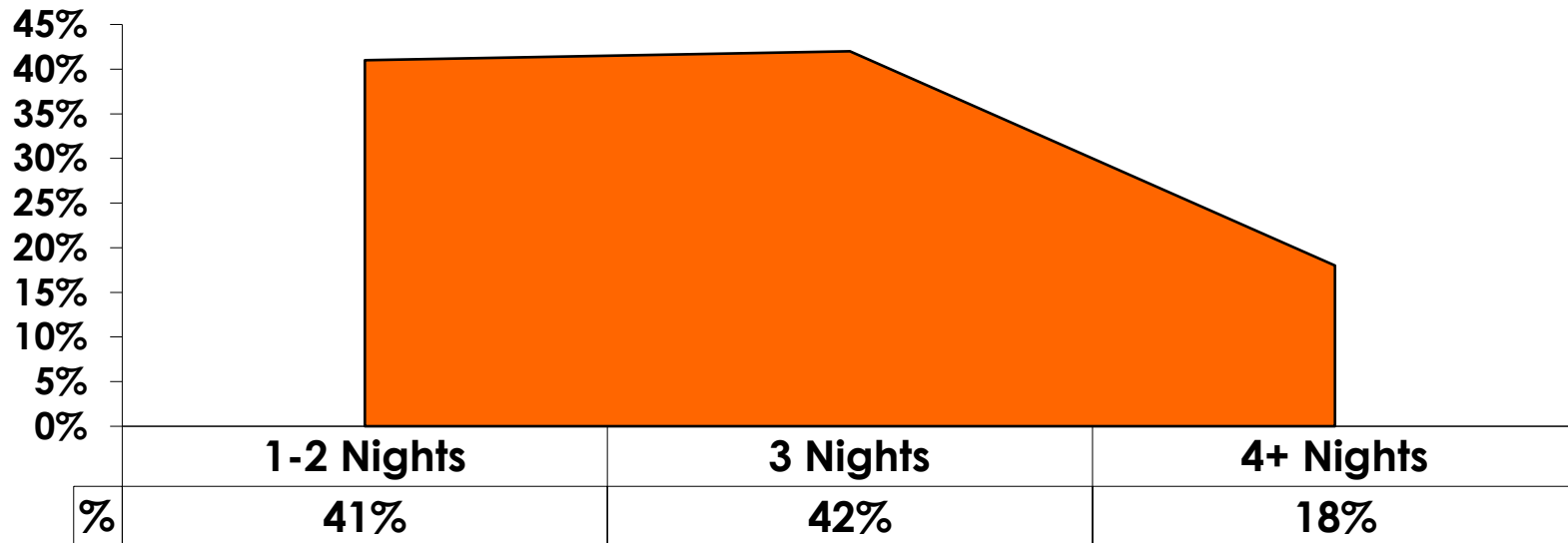
- The average repeat visitor has been to Guam 3.63 times.
- A majority of repeat visitors have been to Guam within the last 2 years.

# Average Number Overnight Trips (2009-2015) (2 nights or more)

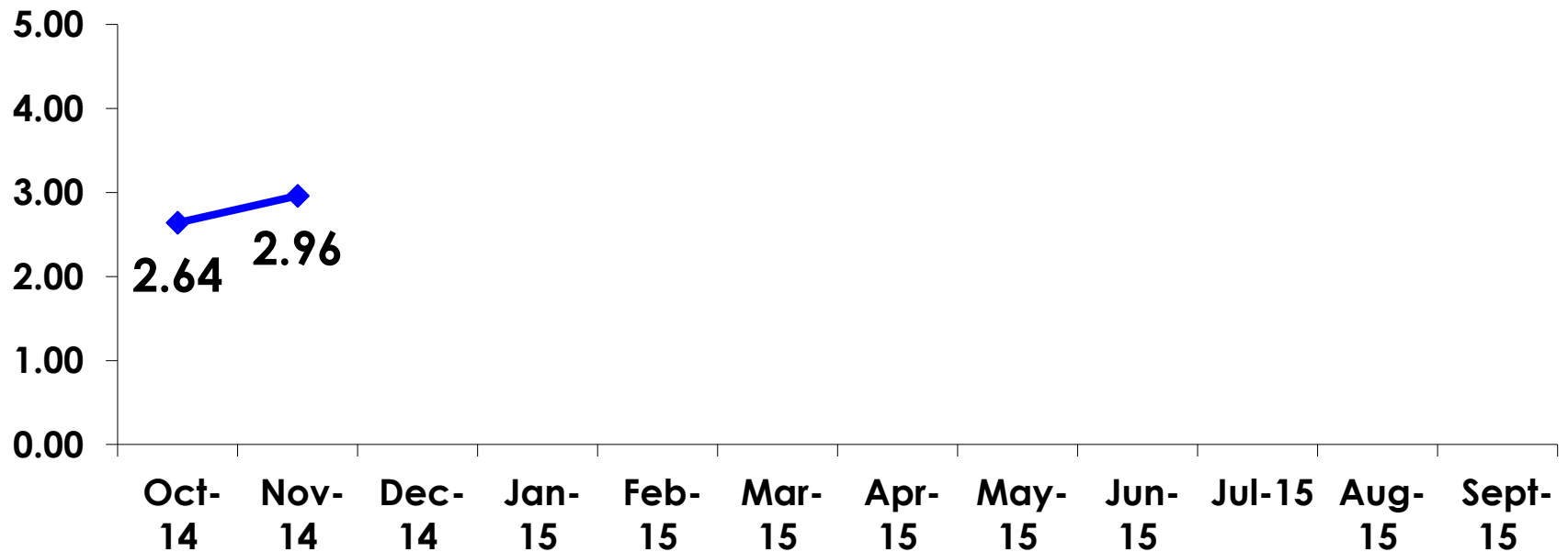


# Length of Stay

Mean = 2.96 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY

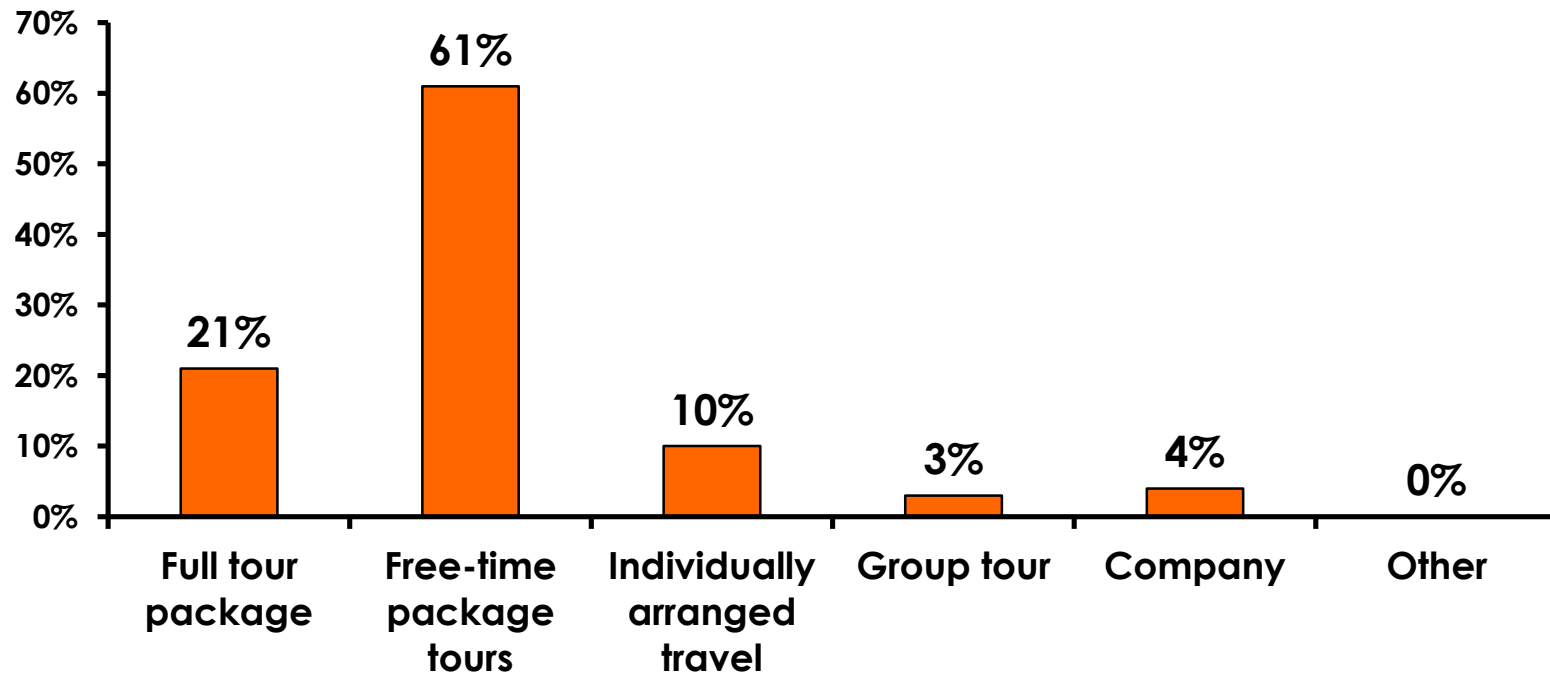


# Occupation by Income

		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	18%	31%	21%	32%	19%	9%	17%	11%		
	Student	17%	15%	15%	4%	13%	9%	25%	13%	100%	
	Engineer	12%		9%	13%	15%	16%	11%	9%		
	Salesperson	8%	8%	3%	8%	17%	16%	6%	4%		
	Self-employed	7%		6%	8%	6%	7%	3%	17%		
	Homemaker	6%		3%	6%	4%	5%	14%	13%		
	Manager	5%		3%	4%	2%	11%	3%	11%		
	Other	4%	23%	9%		2%	4%	6%			
	Professional/ Specialist	4%			9%	4%	2%		9%		
	Skilled worker	4%	8%	9%		2%	2%	3%	2%		
	Govt- office worker non-mgr	4%			9%	6%	2%	3%	4%		
	Unemployed	3%		3%	2%	6%	5%				
	Freeter	2%	8%	15%	2%	2%					
	Govt- Manager	2%			2%	2%	5%	3%			
	Teacher	1%	8%	3%			4%				
	Executive (30+ employees)	1%						6%	4%		
	Free-lancer	1%					2%	3%	2%		
	Retired	1%		3%	2%						
	Total	Count	339	13	34	53	48	55	36	53	2

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



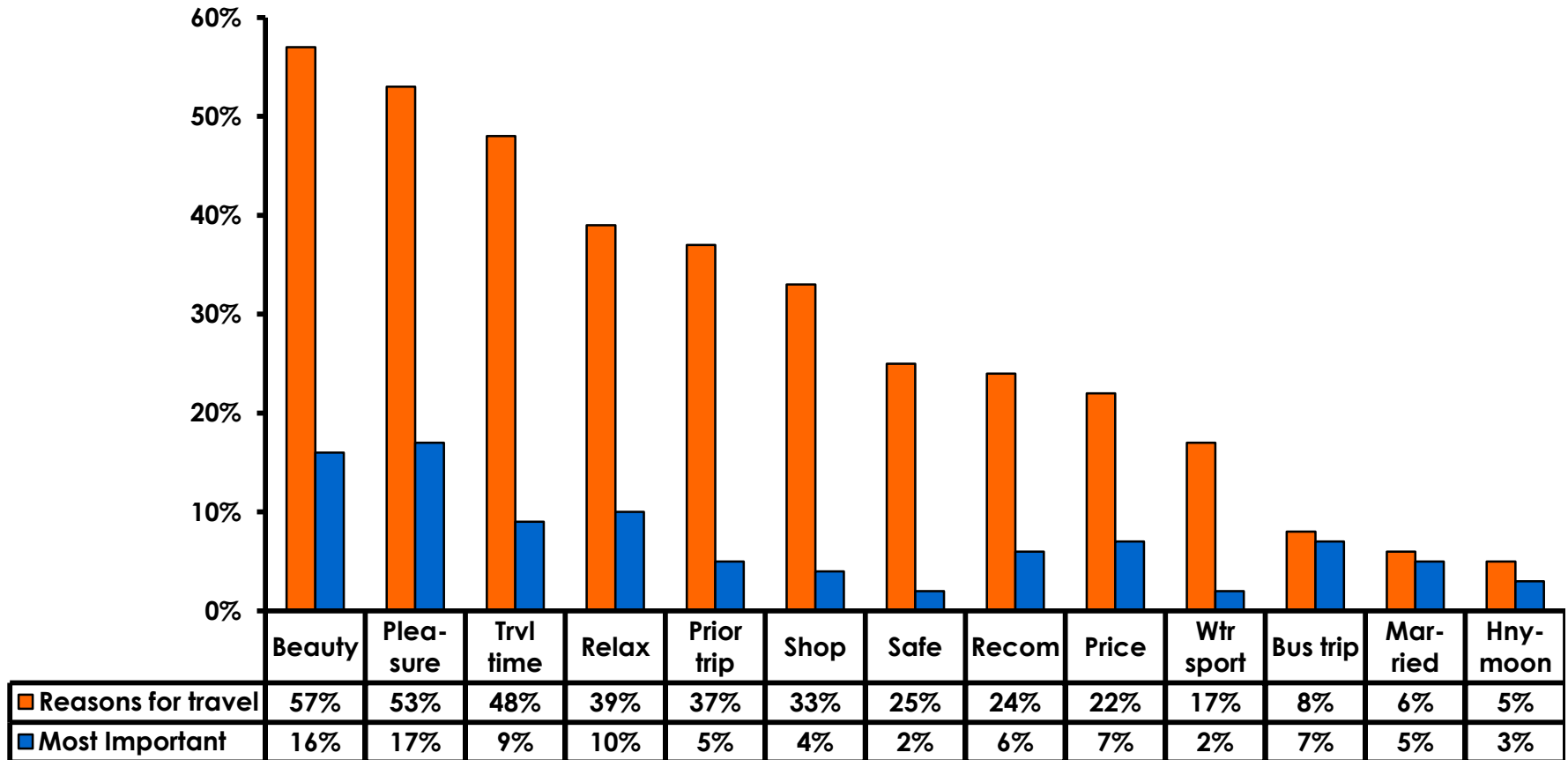
# Accommodation by Income

Average length of stay: 2.96 days

		TOTAL	Q26							No Income	
		-	<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+		
Q9	Guam Plaza Hotel	23%	8%	21%	23%	23%	27%	22%	17%	50%	
	Grand Plaza Hotel	12%	15%	24%	6%	19%	9%	3%	8%	50%	
	Outrigger Guam Resort	12%		9%	15%	15%	5%	17%	19%		
	Royal Orchid Guam	11%		9%	13%	10%	9%	8%	8%		
	Guam Reef & Olive Spa	6%	31%	6%	8%	13%	4%		4%		
	Holiday Resort Guam	5%	15%	3%	2%	2%	5%	8%	9%		
	Hilton Guam Resort	4%		6%	4%	6%	5%	11%			
	Hotel Nikko Guam	4%	15%	6%	9%		2%		4%		
	Fiesta Resort Guam	4%		3%	4%	2%	7%	3%	4%		
	PIC Club	4%		3%	4%		9%	3%	6%		
	Westin Resort Guam	3%			2%	2%	2%	3%	8%		
	Onward Beach Resort	3%		3%	4%			8%	4%		
	Sheraton Laguna Guam	2%			2%		11%	3%			
	Leo Palace Resort	2%			2%		2%	3%	6%		
	Oceanview Hotel	1%	15%	3%					2%		
	Hyatt Regency Guam	1%				4%		3%	2%		
	Pacific Bay Hotel	1%		3%	2%			3%			
	Bayview Hotel	1%			2%			3%			
	Lotte Hotel Guam	1%				2%			2%		
	Other	0%		3%							
	Condo	0%				2%					
	Pacific Star Resort & Spa	0%					2%				
	Total	Count	349	13	34	53	48	55	36	53	2



# Travel Motivation - Top Responses



---

# Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Pleasure,
- Relaxing

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	57%	62%	59%	54%	45%	49%	64%	
	Pleasure	53%	62%	51%	48%	48%	49%	56%	
	Short travel time	48%	35%	51%	53%	55%	45%	50%	
	Relax	39%	31%	40%	45%	41%	39%	39%	
	Previous trip	37%	19%	31%	55%	59%	40%	35%	
	Shopping	33%	39%	31%	30%	34%	27%	39%	
	Safe	25%	17%	24%	29%	36%	28%	22%	
	Recomm- friend/family/trv agnt	24%	34%	27%	13%	14%	20%	28%	
	Price	22%	29%	26%	14%	16%	19%	26%	
	Water sports	17%	28%	16%	13%	5%	13%	20%	
	Company/ Business Trip	8%	8%	10%	7%	5%	11%	6%	
	Married/ Attn wedding	6%	2%	5%	3%	18%	6%	6%	
	Honeymoon	5%	2%	6%	8%		7%	2%	
	Golf	5%	1%	2%	5%	20%	8%	2%	
	Other	4%	2%	2%	9%		5%	2%	
	Scuba	4%	4%	4%	5%		4%	3%	
	Organized sports	2%	1%	2%	1%	2%	1%	3%	
	Visit friends/ Relatives	2%		3%		2%	2%	2%	
	Company Sponsored	1%			2%	5%	1%	1%	
	Career Cert/ Testing	1%		1%			1%	1%	
	Total	Count	350	93	124	87	44	174	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	57%	23%	54%	55%	56%	64%	61%	55%	100%	
	Pleasure	53%	31%	46%	53%	52%	53%	64%	60%	100%	
	Short travel time	48%	23%	34%	47%	56%	53%	56%	66%		
	Relax	39%	23%	29%	40%	38%	38%	47%	58%		
	Previous trip	37%	31%	29%	36%	40%	49%	44%	45%		
	Shopping	33%	46%	29%	26%	35%	33%	33%	40%	50%	
	Safe	25%		20%	19%	27%	29%	39%	28%		
	Recomm- friend/family/trvl agnt	24%		29%	28%	21%	16%	17%	17%	100%	
	Price	22%	8%	14%	21%	31%	31%	19%	19%		
	Water sports	17%	8%	14%	15%	21%	15%	17%	15%	50%	
	Company/ Business Trip	8%	46%	11%	17%	2%	5%		6%		
	Married/ Attn wedding	6%		6%	4%	4%	9%	8%	8%		
	Honeymoon	5%		3%	6%	13%	5%		4%		
	Golf	5%	15%	3%	2%	8%	9%	3%	4%		
	Other	4%			6%		5%	3%	8%		
	Scuba	4%		3%	4%	4%	5%	3%			
	Organized sports	2%		3%			4%	3%	2%		
	Visit friends/ Relatives	2%	8%		6%	2%	2%				
	Company Sponsored	1%			2%		4%	3%			
	Career Cert/ Testing	1%			2%		2%				
	Total	Count	350	13	35	53	48	55	36	53	2

# SECTION 3 **EXPENDITURES**

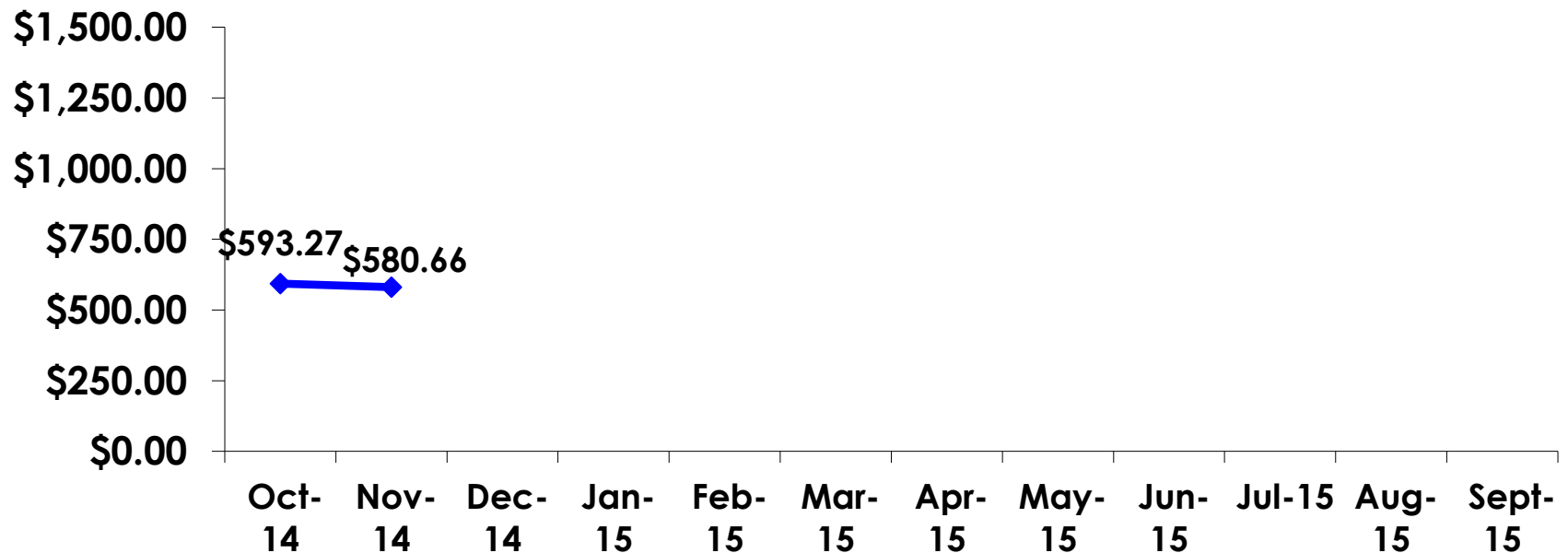
# Prepaid Expenditures

¥118.91/US\$1

- \$1,020.79 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$10,512 = maximum (highest amount recorded for the entire sample)
- \$580.66 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$586.96

# Breakdown of Prepaid Expenditures

¥115.78=\$1

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

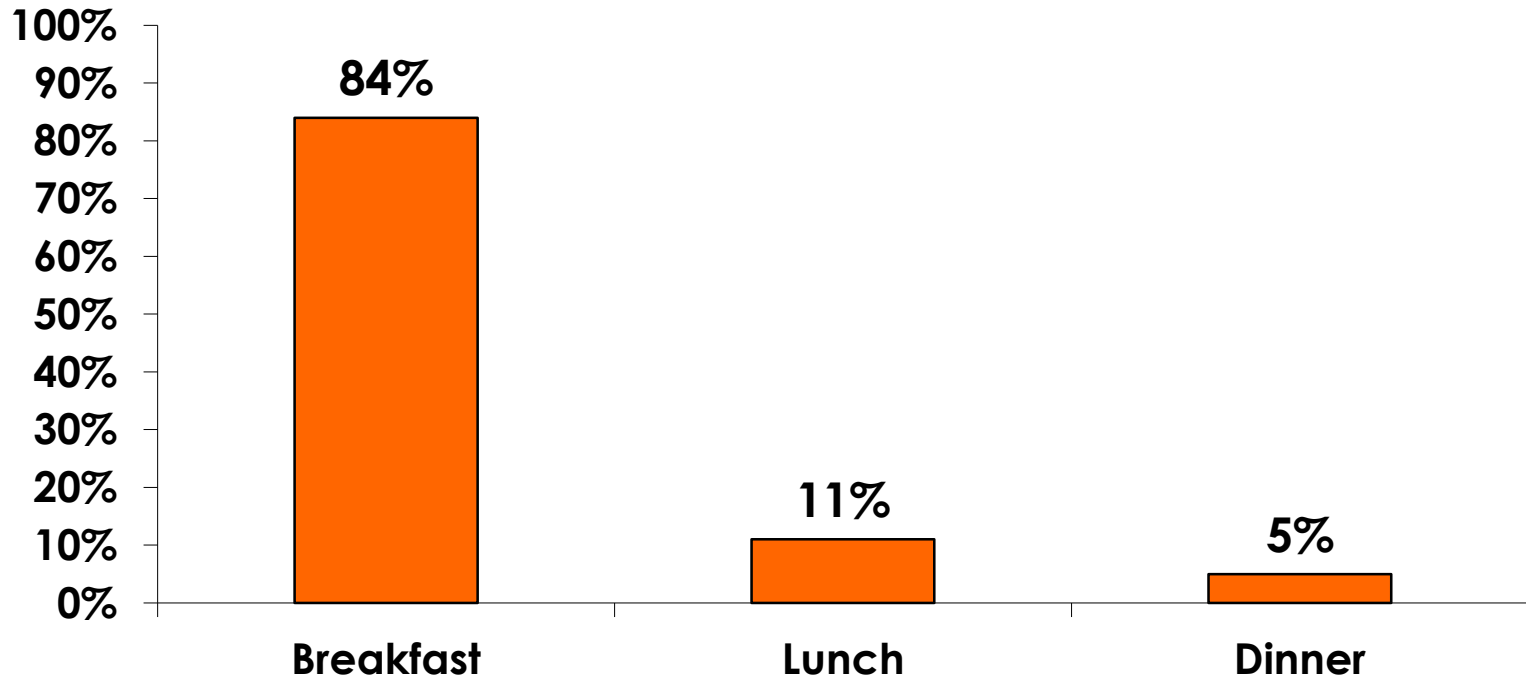
	MEAN \$
Air & Accommodation package only	\$1,158.95
Air & Accommodation w/ daily meal package	\$2,791.53
Air only	\$988.25
Accommodation only	\$383.02
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$23.55
Ground transportation – Japan	\$51.32
Ground transportation – Guam	\$30.84
Optional tours/ activities	\$204.50
Other expenses	\$205.44
<b>Total Prepaid</b>	<b>\$1,020.79</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=19

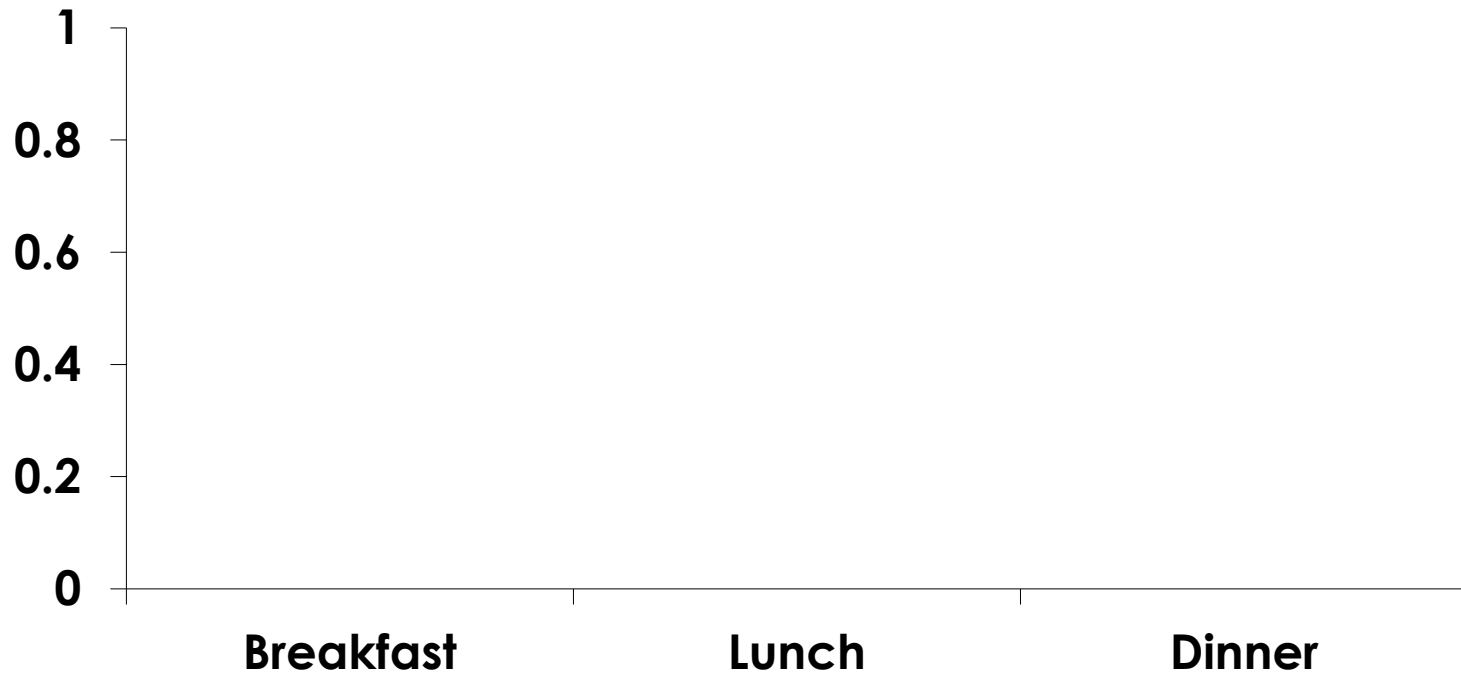


Mean=\$2,791.53 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

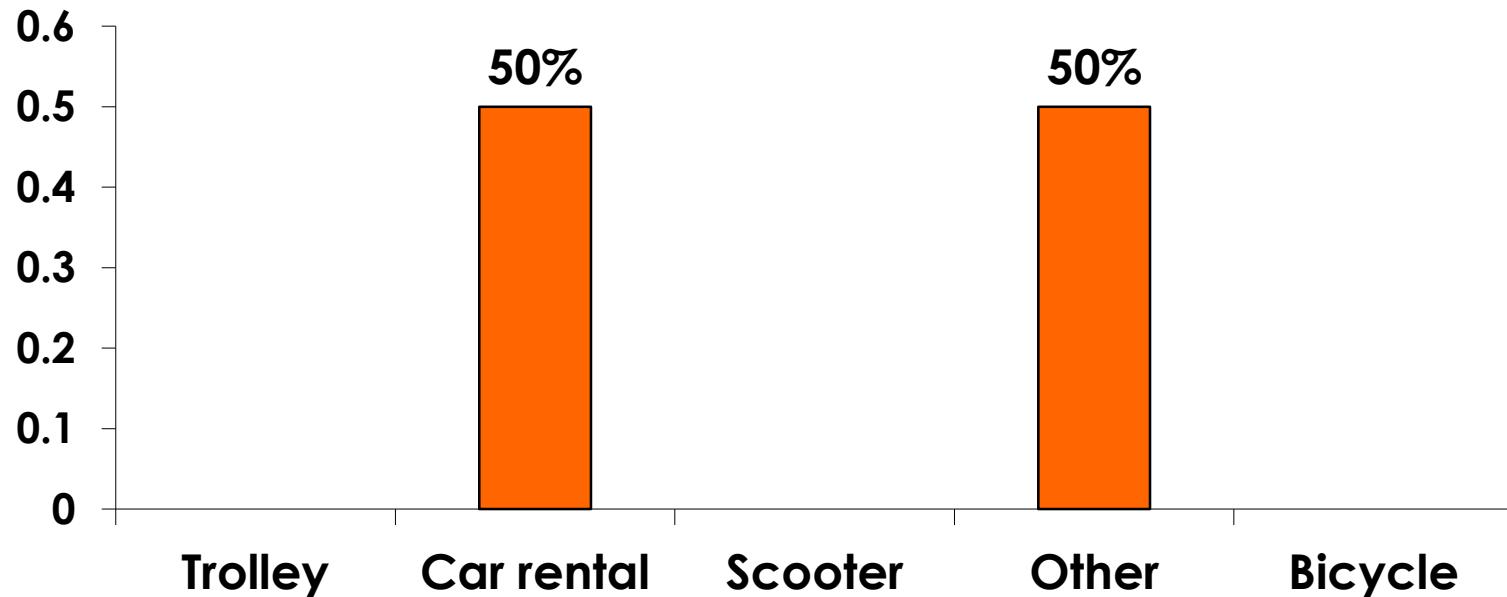
N=X



Mean=\$XX per travel party

# PREPAID GROUND TRANSPORTATION

n=2



Mean=\$30.84 per travel party

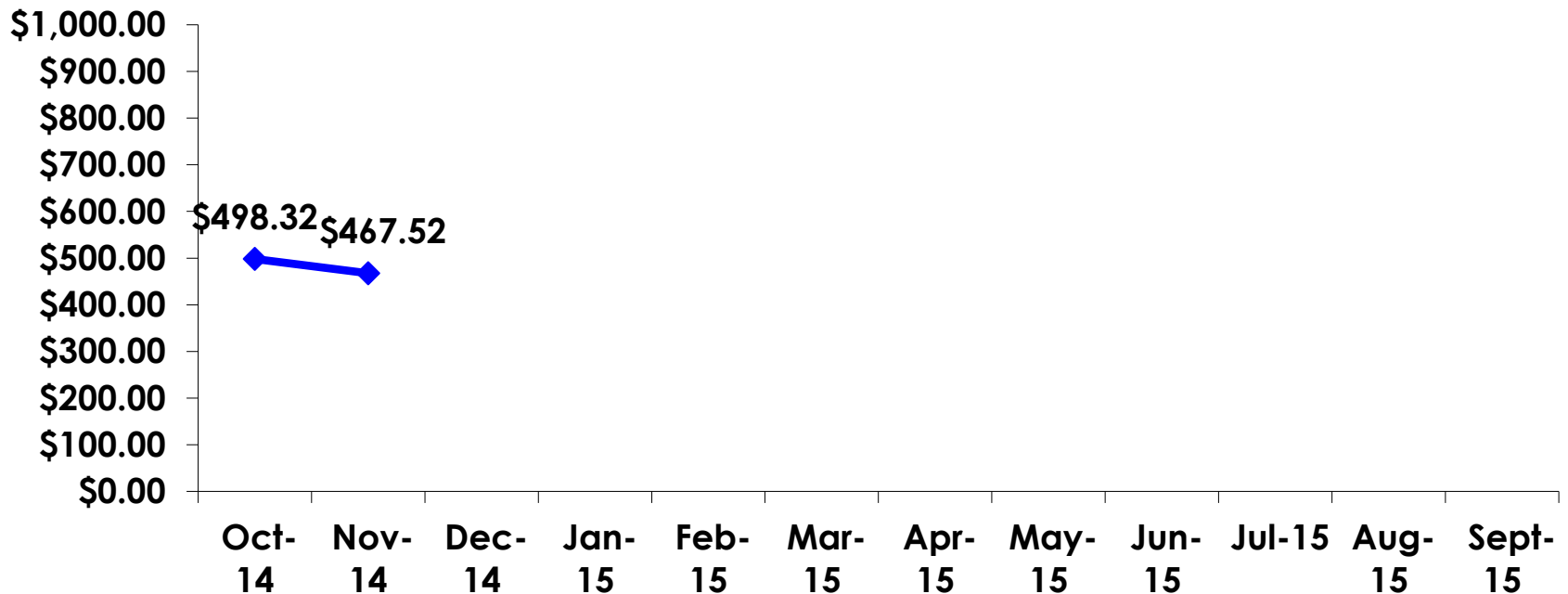
---

# On-Island Expenditures

- \$712.70 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$8,000 = Maximum (highest amount recorded for the entire sample)
- \$467.52 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

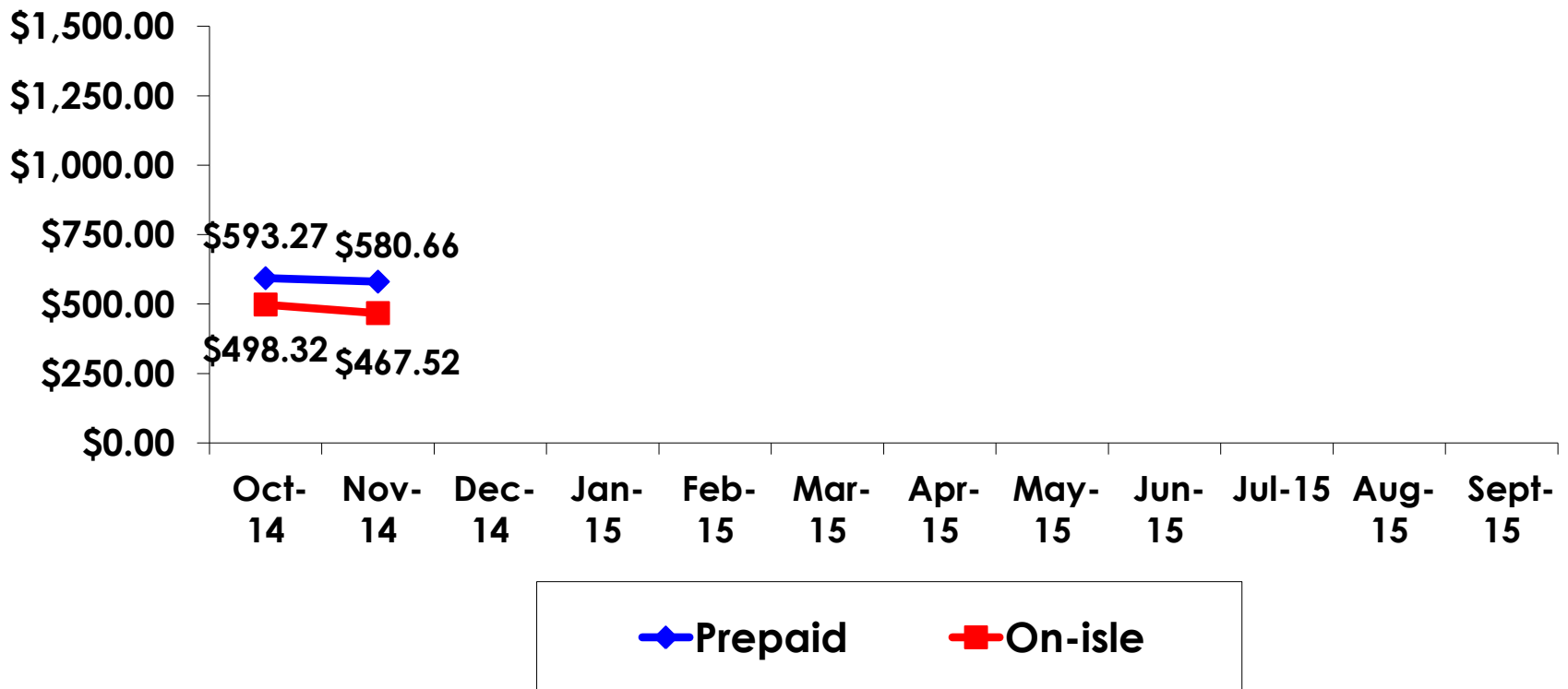


YTD = \$482.92

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$586.96

On-Isle YTD = \$482.92



# 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	\$467.52	\$477.73	\$457.43	\$374.32	\$416.33	\$565.07	\$577.28	\$413.84	\$502.04	\$407.02	\$562.29
	Median	\$333	\$378	\$300	\$315	\$400	\$317	\$500	\$300	\$350	\$250	\$425
	Minimum	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0	\$0	\$0	\$117
	Maximum	\$5,000	\$5,000	\$4,000	\$1,000	\$1,000	\$5,000	\$2,000	\$2,000	\$4,000	\$1,700	\$2,850

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$30.70	\$31.87	\$29.54	\$24.60	\$15.90	\$35.67	\$76.89
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$29.26	\$28.88	\$29.64	\$31.31	\$29.41	\$22.82	\$38.59
	Median	\$0	\$0	\$0	\$10	\$0	\$0	\$0
F&B RESTRNT	Mean	\$79.82	\$101.06	\$58.82	\$52.20	\$59.45	\$120.25	\$118.14
	Median	\$20	\$50	\$0	\$0	\$0	\$70	\$0
OPT TOUR	Mean	\$72.75	\$85.73	\$59.91	\$68.81	\$49.10	\$104.80	\$86.02
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$150.75	\$181.35	\$120.50	\$78.65	\$135.46	\$241.49	\$171.41
	Median	\$19	\$0	\$23	\$20	\$30	\$0	\$0
GIFT- OTHER	Mean	\$114.64	\$108.76	\$120.44	\$70.99	\$100.72	\$144.22	\$191.70
	Median	\$30	\$30	\$33	\$30	\$40	\$50	\$15
TRANS	Mean	\$16.21	\$19.04	\$13.41	\$15.96	\$10.27	\$16.13	\$33.68
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$217.95	\$249.56	\$186.70	\$183.41	\$229.70	\$183.75	\$335.41
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$50
TOTAL	Mean	\$712.70	\$806.67	\$619.80	\$523.04	\$628.96	\$880.39	\$1,043.55
	Median	\$500	\$550	\$404	\$330	\$500	\$700	\$700



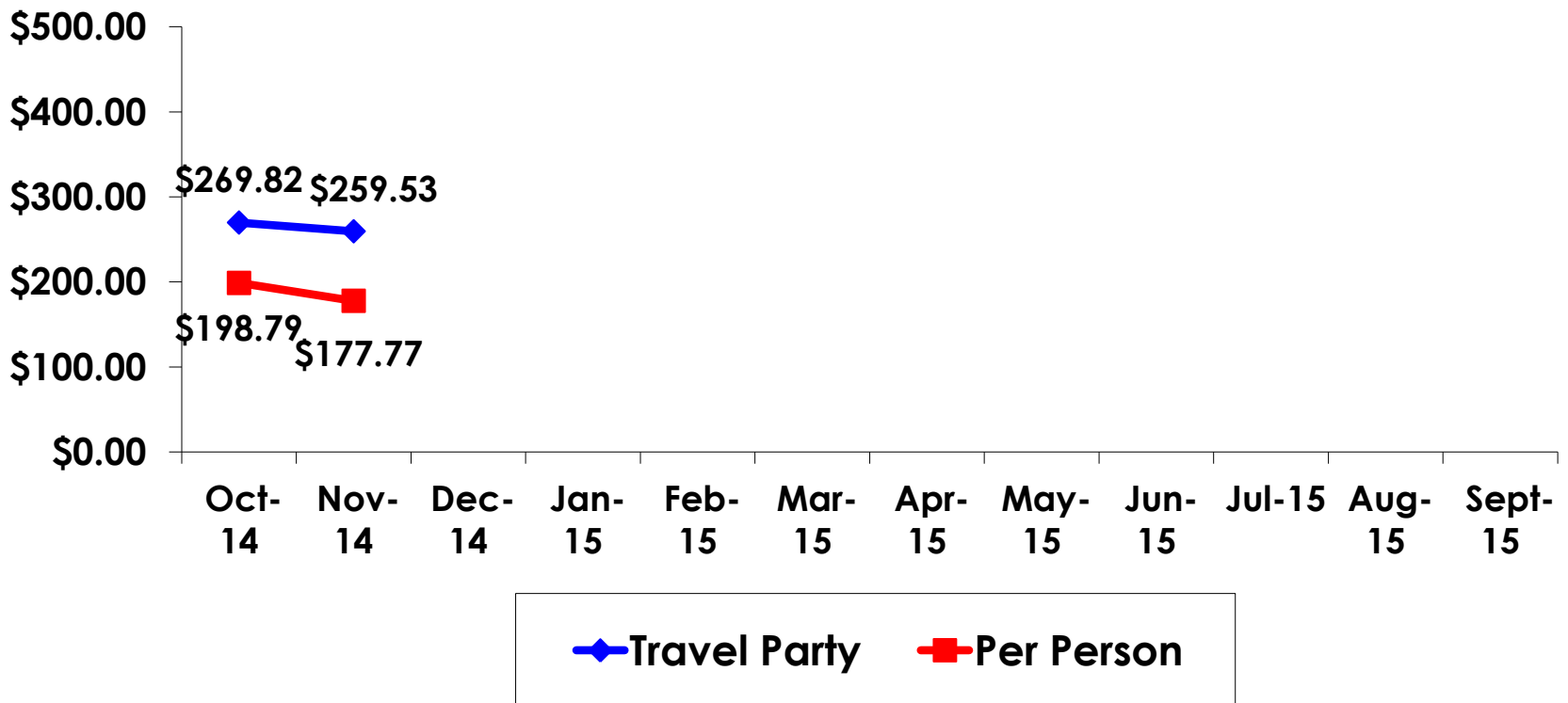
# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$30.70	\$28.10	\$34.15
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$29.26	\$30.77	\$27.34
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$79.82	\$65.08	\$99.25
	Median	\$20	\$0	\$27
OPT TOUR	Mean	\$72.75	\$70.80	\$75.65
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$150.75	\$128.65	\$180.73
	Median	\$19	\$20	\$3
GIFT- OTHER	Mean	\$114.64	\$104.36	\$128.74
	Median	\$30	\$40	\$7
TRANS	Mean	\$16.21	\$13.40	\$20.00
	Median	\$0	\$0	\$0
OTHER	Mean	\$217.95	\$206.95	\$233.82
	Median	\$0	\$0	\$0
TOTAL	Mean	\$712.70	\$650.04	\$798.58
	Median	\$500	\$450	\$600

# ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$264.68    Per Person YTD = \$188.29

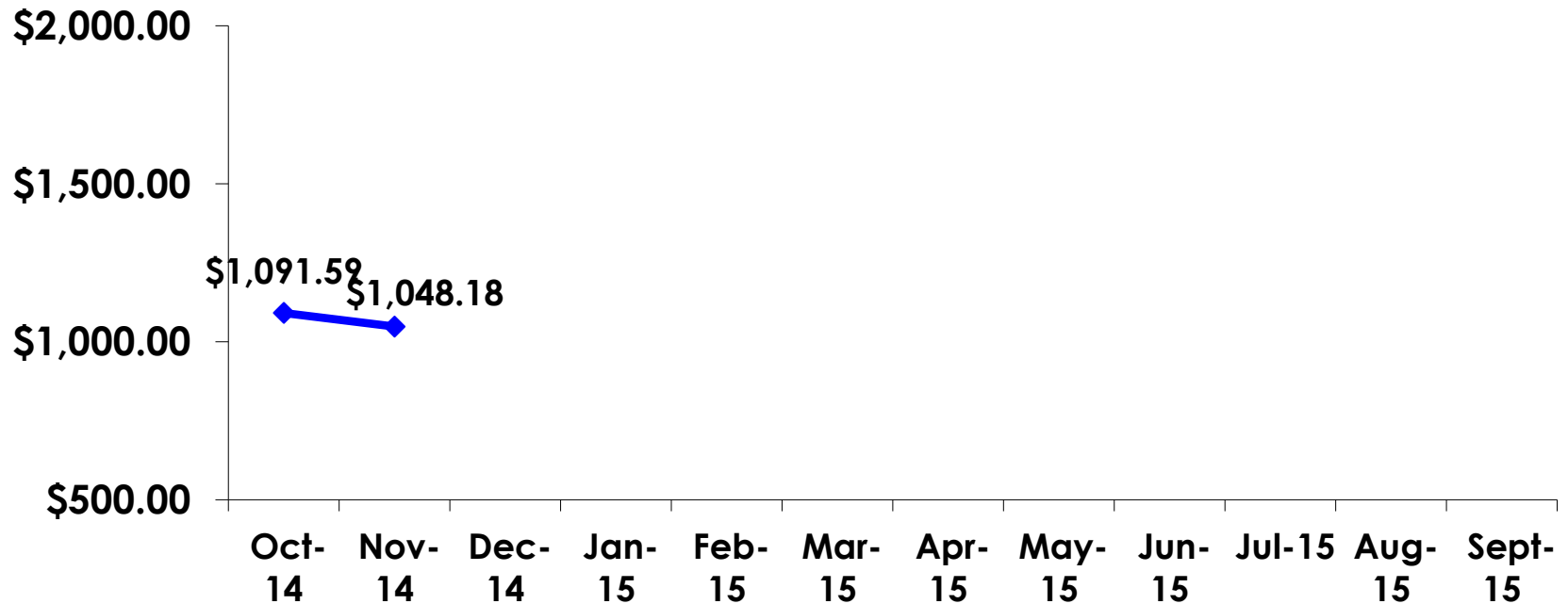


---

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

- \$1,048.18 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$8,332 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



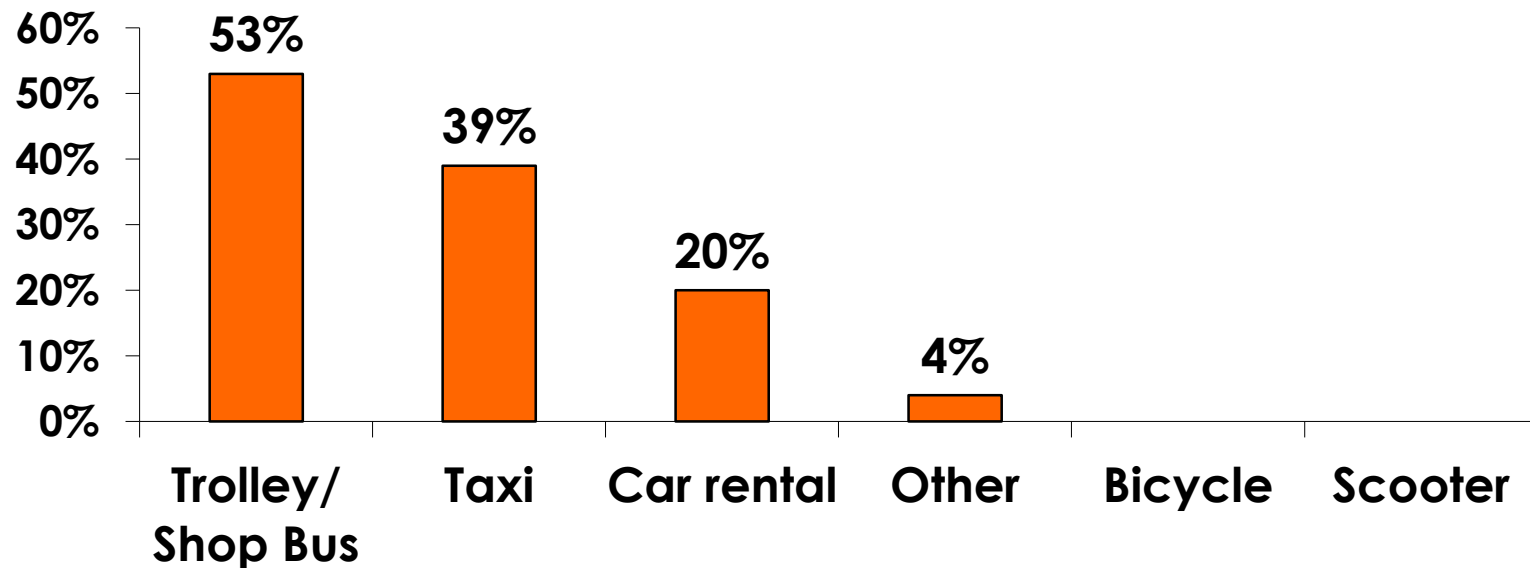
YTD=\$1,069.88

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$30.70
Food & beverage in fast food restaurant/convenience store	\$29.26
Food & beverage at restaurants or drinking establishments outside a hotel	\$79.82
Optional tours and activities	\$72.75
Gifts/ souvenirs for yourself/companions	\$150.75
Gifts/ souvenirs for friends/family at home	\$114.64
Local transportation	\$16.21
Other expenses not covered	\$217.95
<b>Average Total</b>	<b>\$712.70</b>

# Local Transportation

n=74



Mean=\$16.21 per travel party

---

# Guam Airport Expenditures

- \$31.84 = Mean
- \$10 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,000 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$9.37
<b>Gifts/Souvenirs Self</b>	\$10.55
<b>Gifts/Souvenirs Others</b>	\$11.93
<b>Total</b>	<b>\$31.84</b>

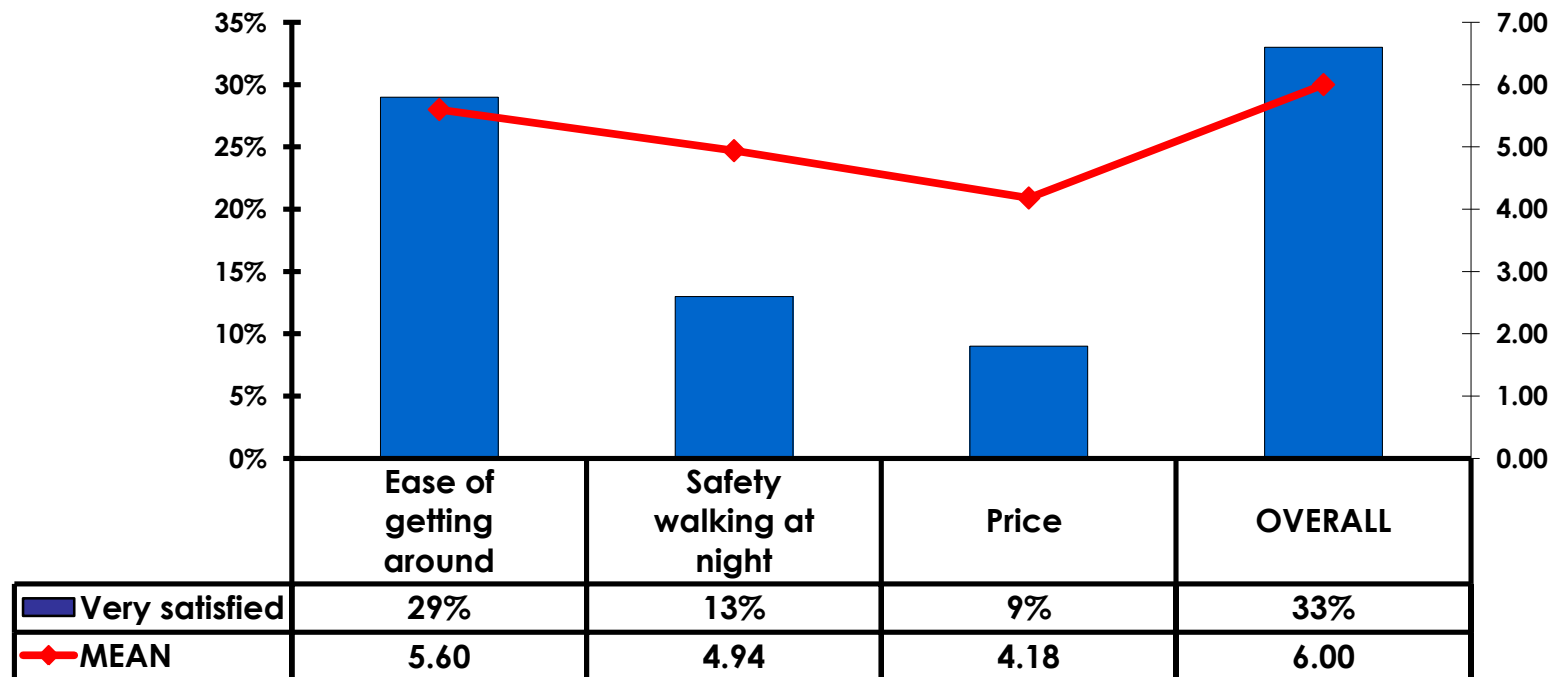


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

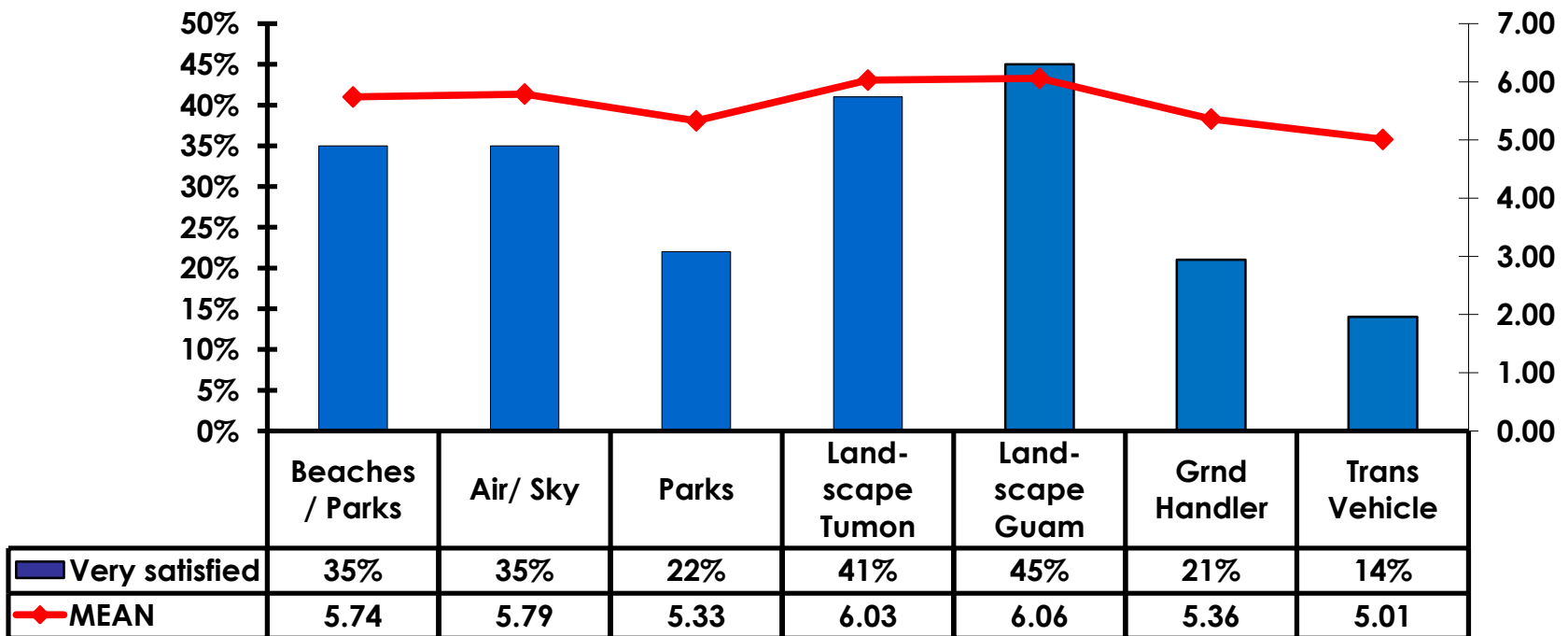
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

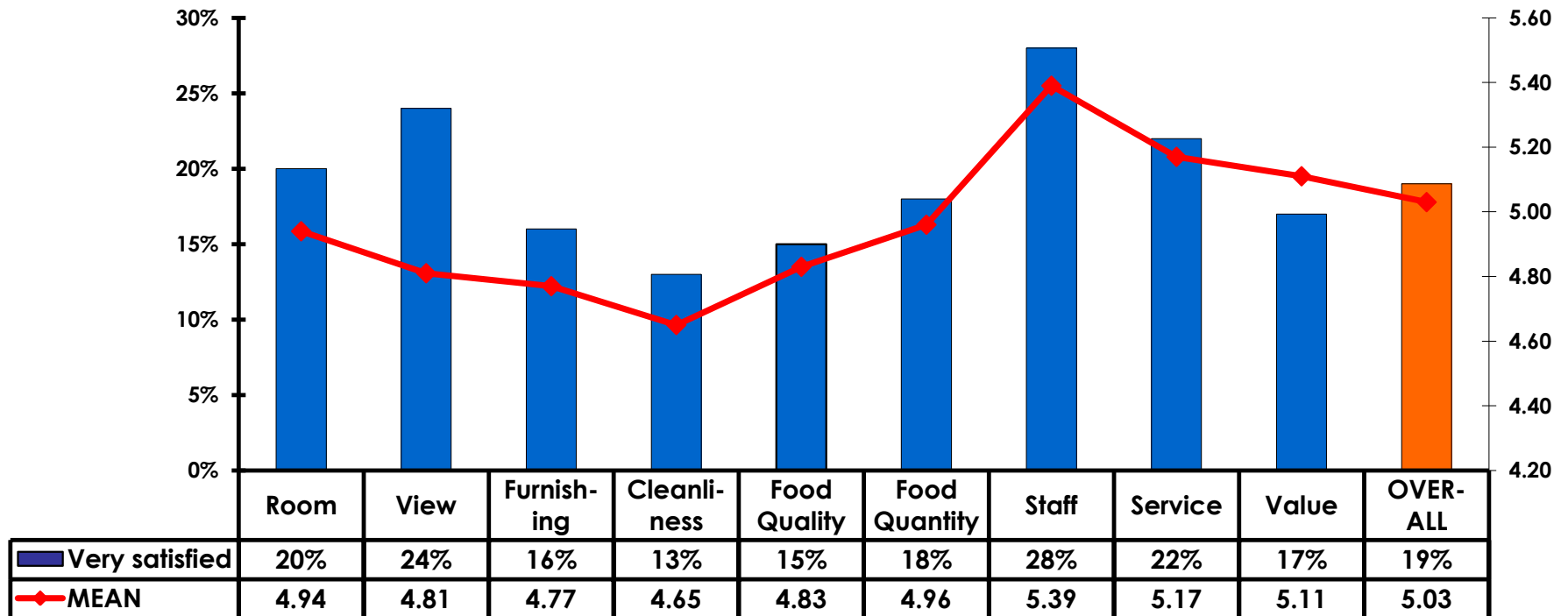
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

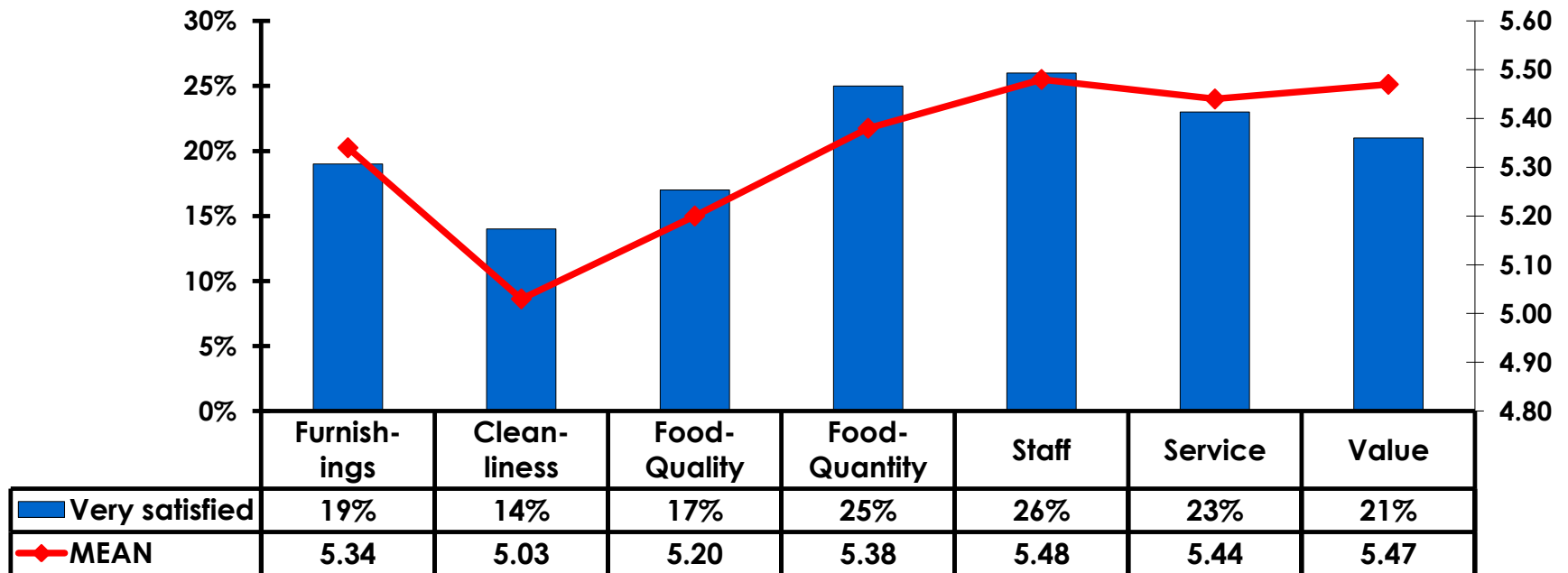
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

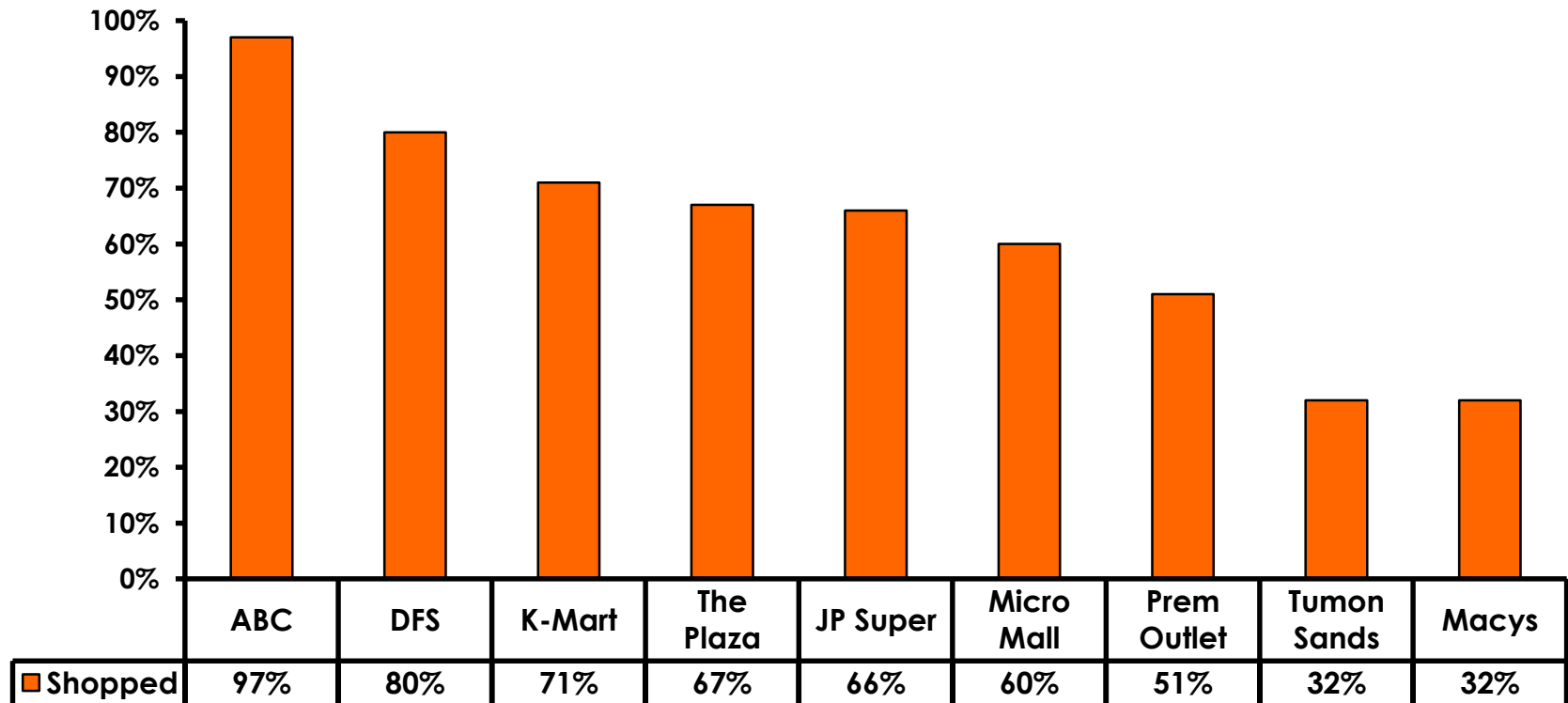
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

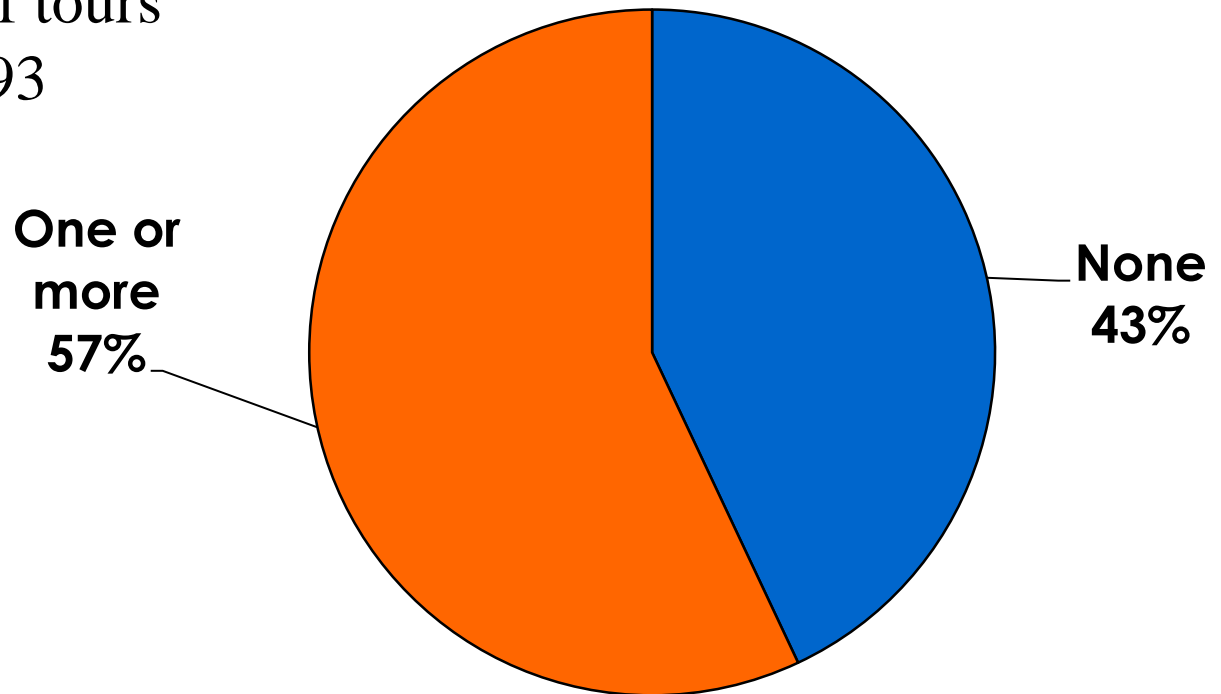
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>53%</b>	Score of 6 to 7 = <b>52%</b>
Score of 4 to 5 = <b>42%</b>	Score of 4 to 5 = <b>40%</b>
Score 1 to 3 = <b>6%</b>	Score 1 to 3 = <b>9%</b>
<b>MEAN = 5.40</b>	<b>MEAN = 5.31</b>

# Optional Tour Participation

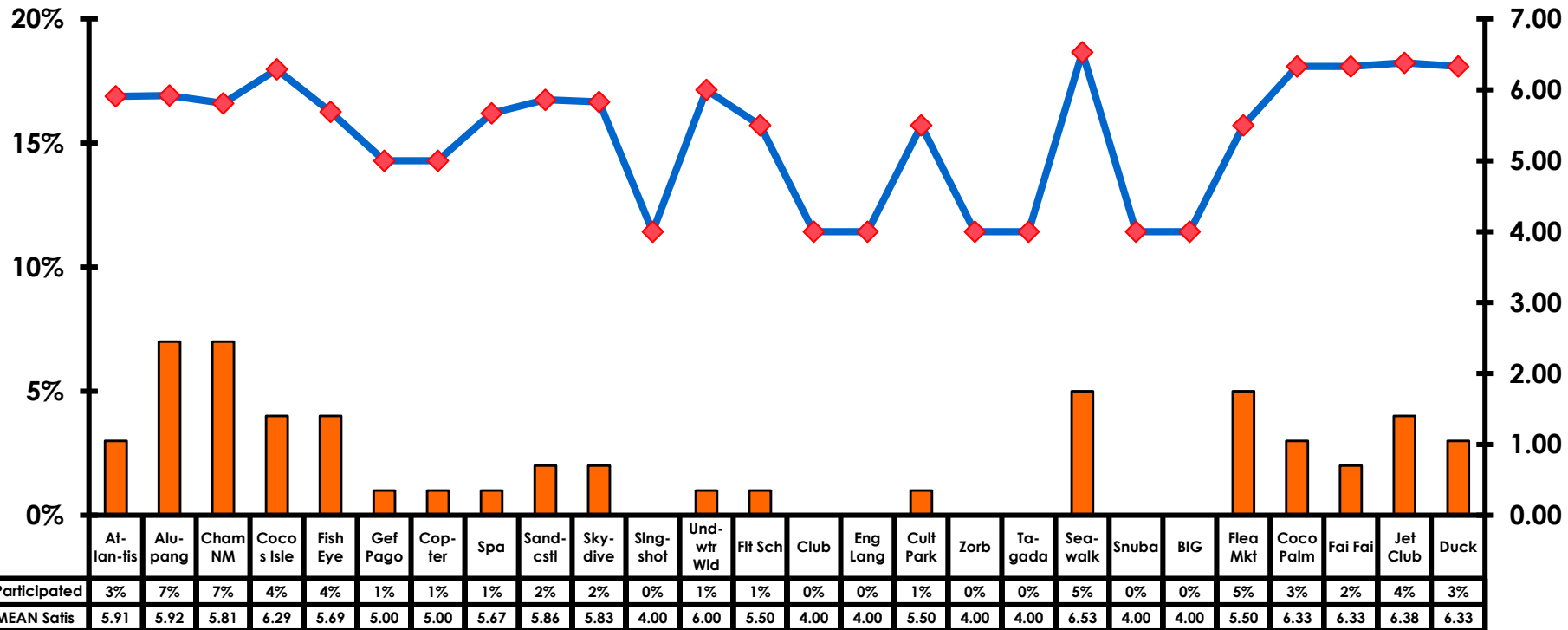
- Average number of tours participated in is .93





# 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>58%</b>	Score of 6 to 7 = <b>57%</b>
Score of 4 to 5 = <b>38%</b>	Score of 4 to 5 = <b>39%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>3%</b>
<b>MEAN = 5.52</b>	<b>MEAN = 5.46</b>

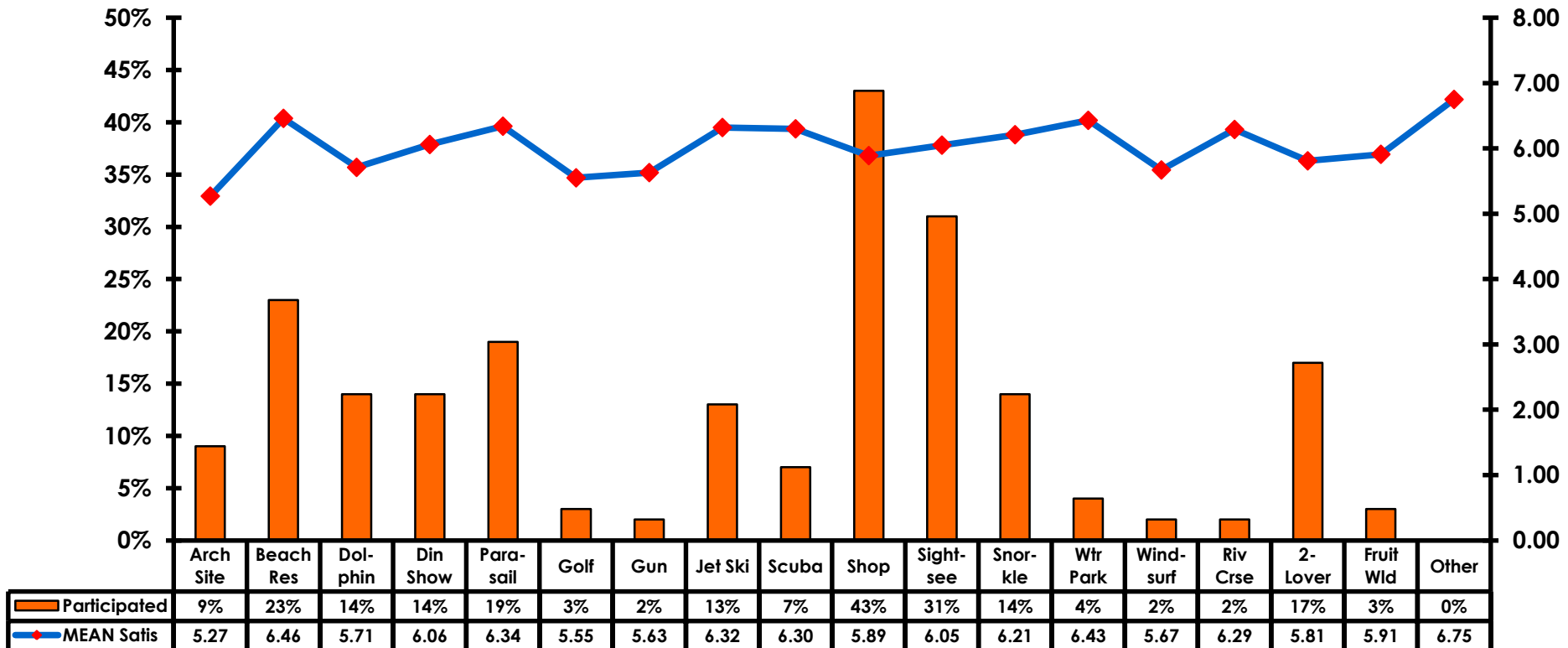
# Night Tours Satisfaction

7pt Rating Scale

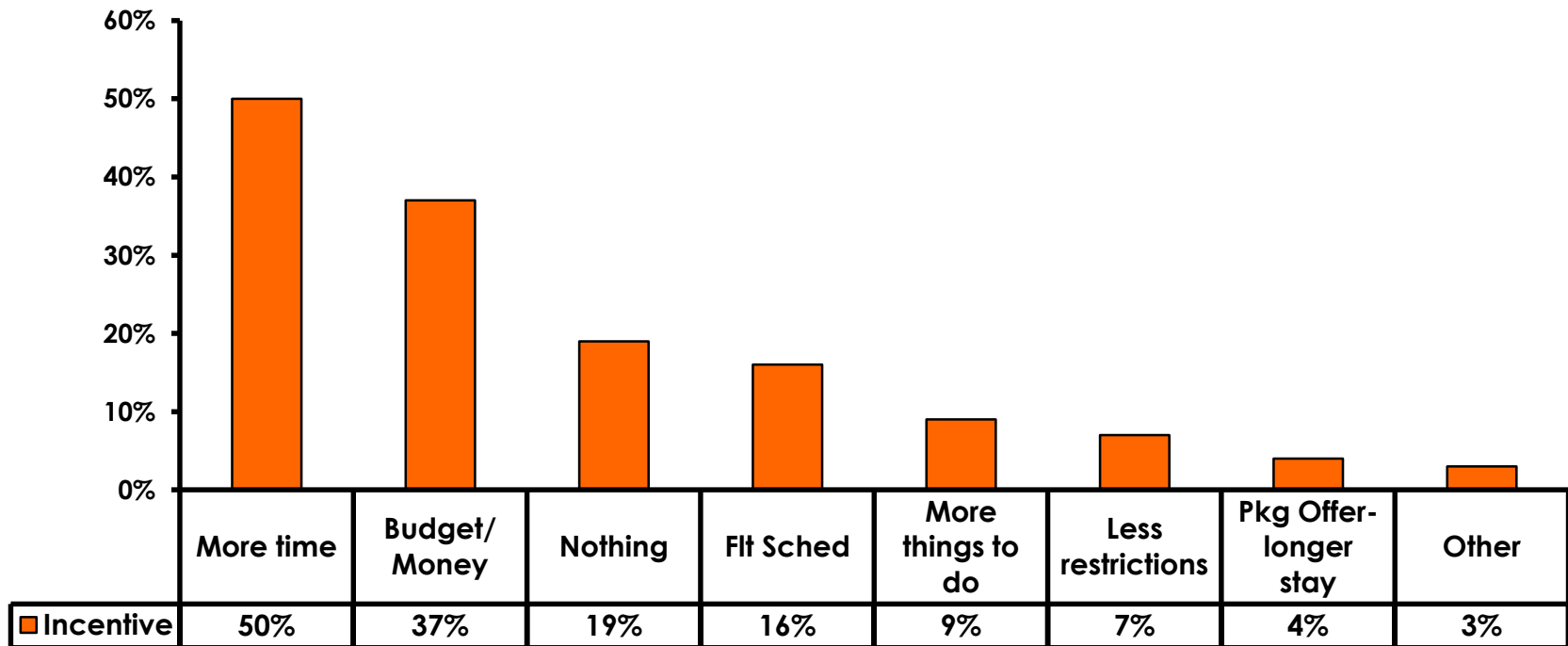
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>32%</b>	Score of 6 to 7 = <b>32%</b>
Score of 4 to 5 = <b>64%</b>	Score of 4 to 5 = <b>64%</b>
Score 1 to 3 = <b>4%</b>	Score 1 to 3 = <b>4%</b>
<b>MEAN = 4.81</b>	<b>MEAN = 4.80</b>

# Satisfaction with Other Activities



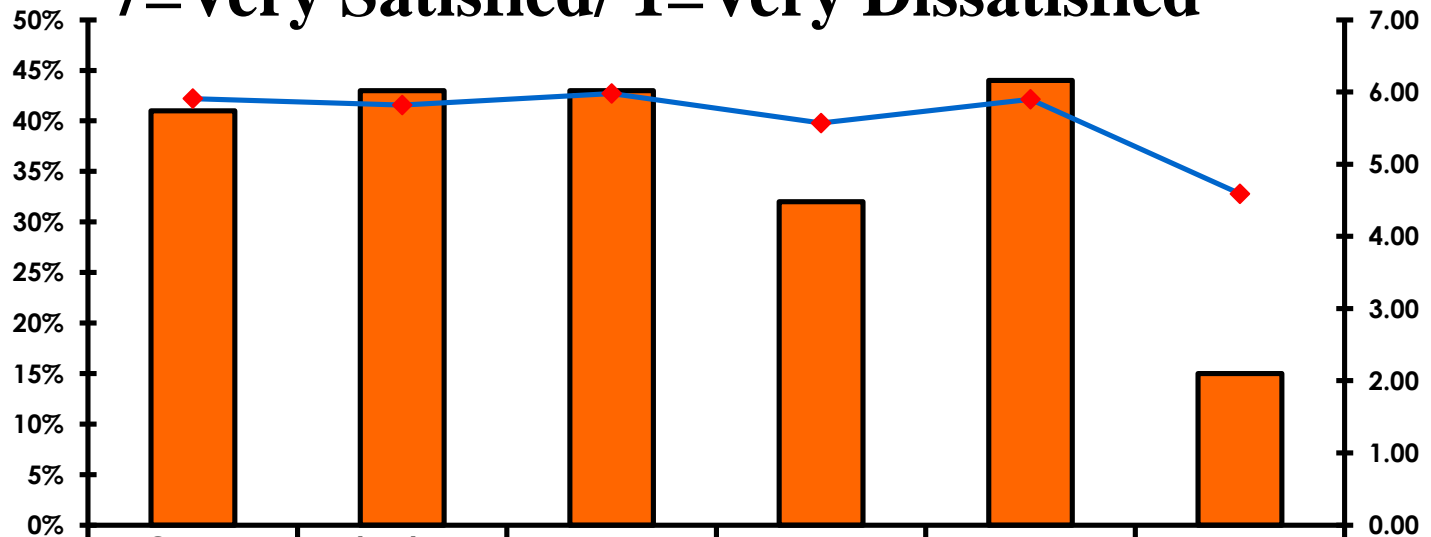
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

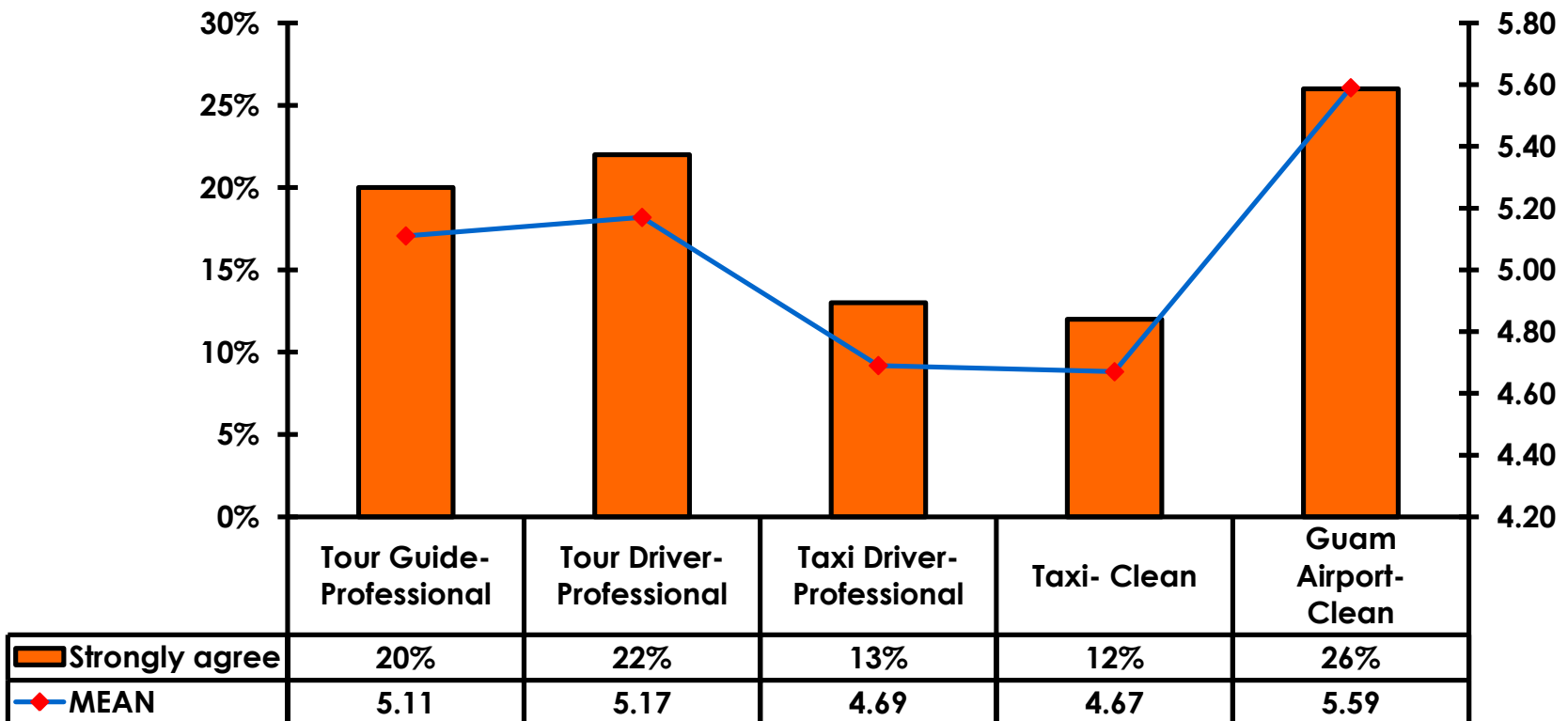


	Guam was better than expected	I had no communication problems	I will recommend Guam to friends	Sites on Guam were attractive	I plan to visit Guam again	Not enough night activities
<b>Strongly agree</b>	41%	43%	43%	32%	44%	15%
<b>MEAN</b>	5.91	5.82	5.98	5.57	5.90	4.59

# On-Island Perceptions

7pt Rating Scale

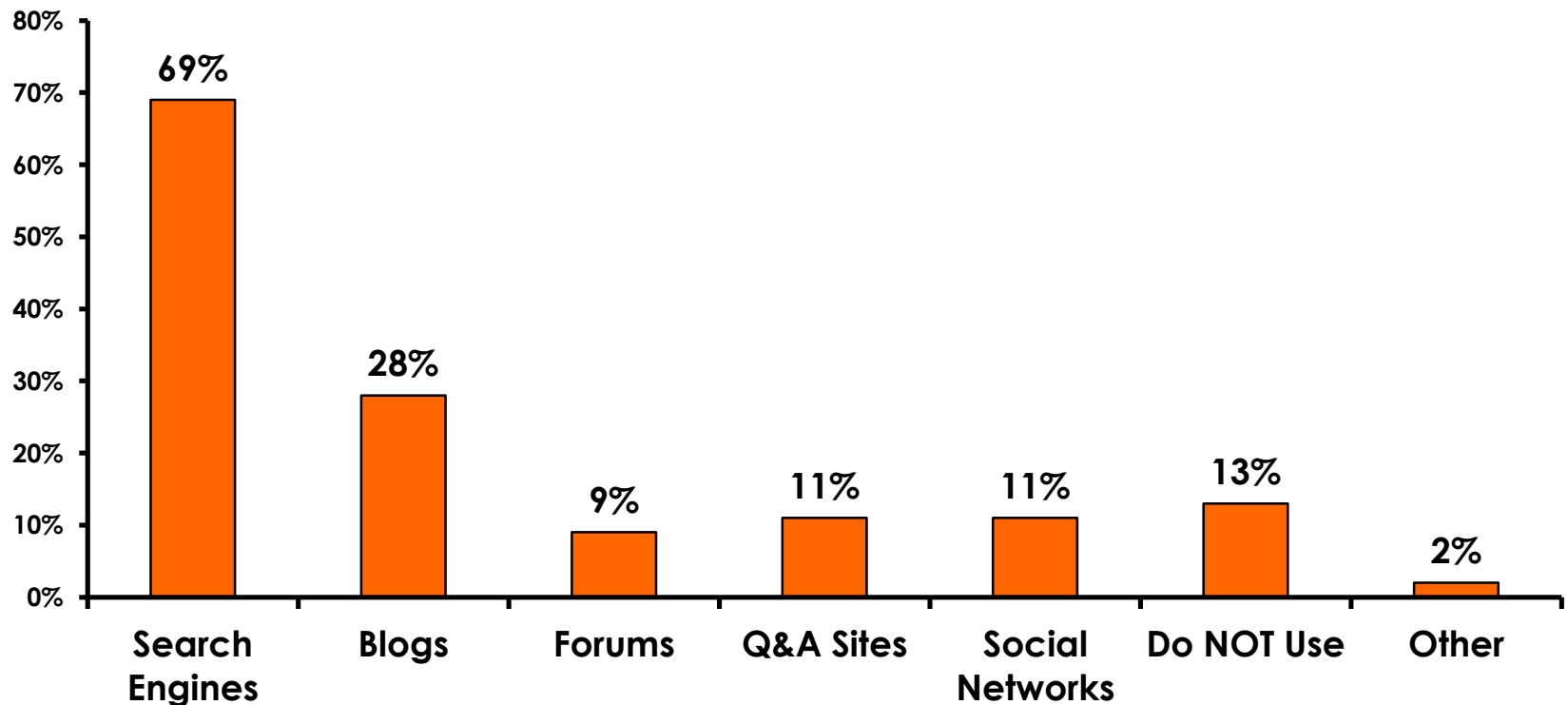
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

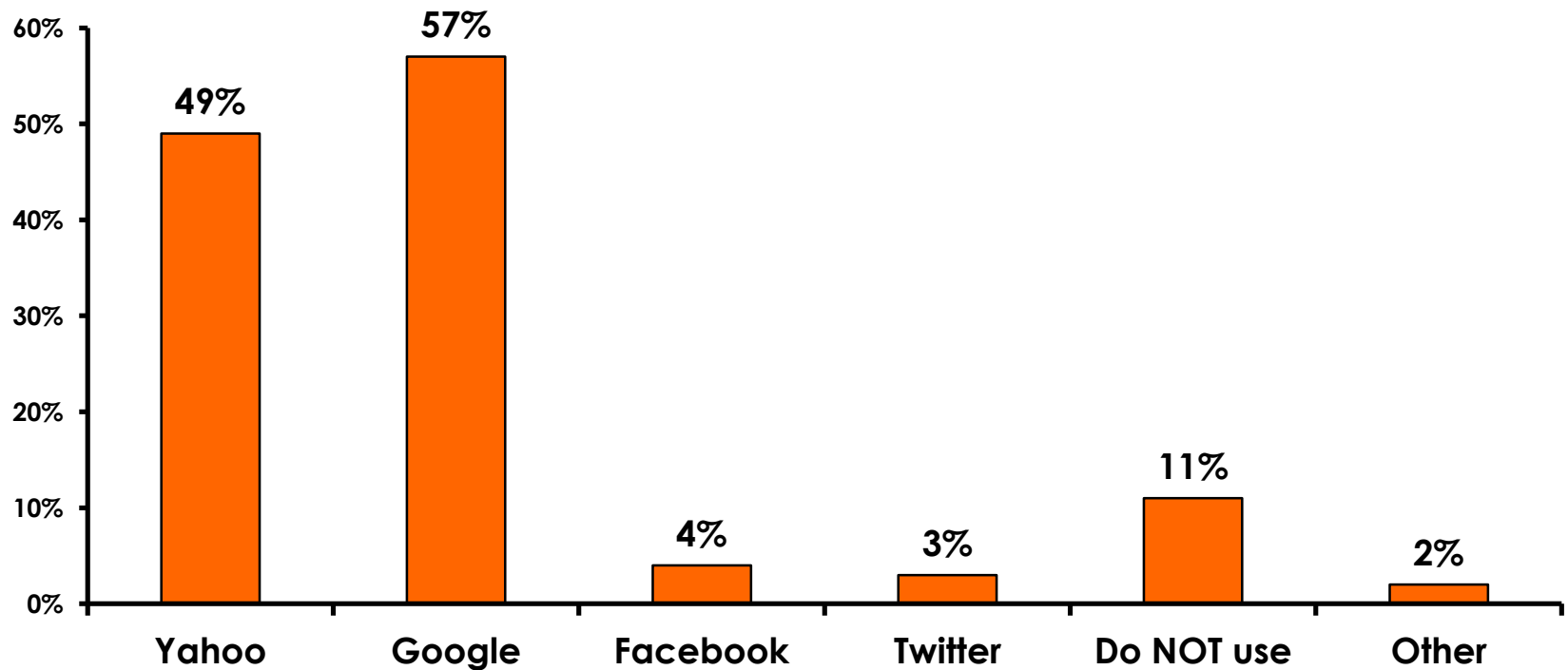


# Internet- Guam Sources of Info

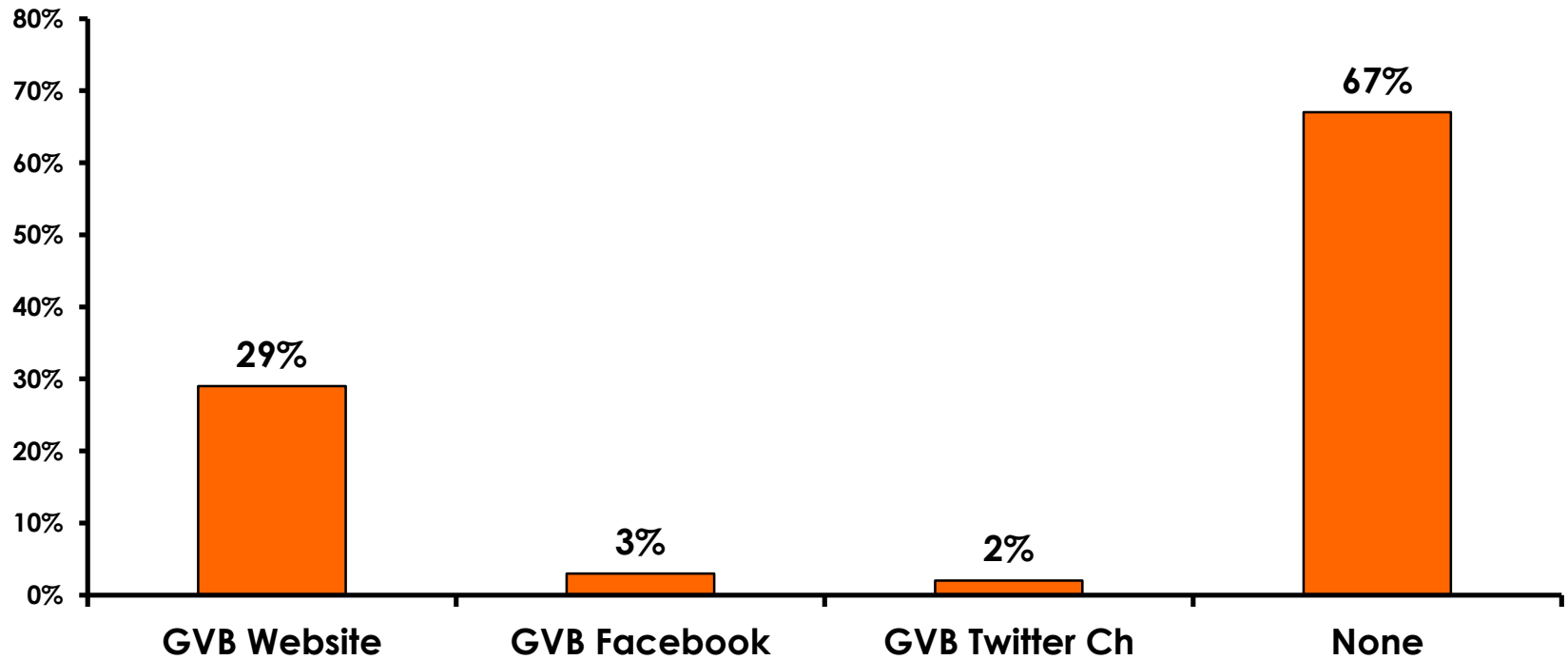


# Internet- Things To Do

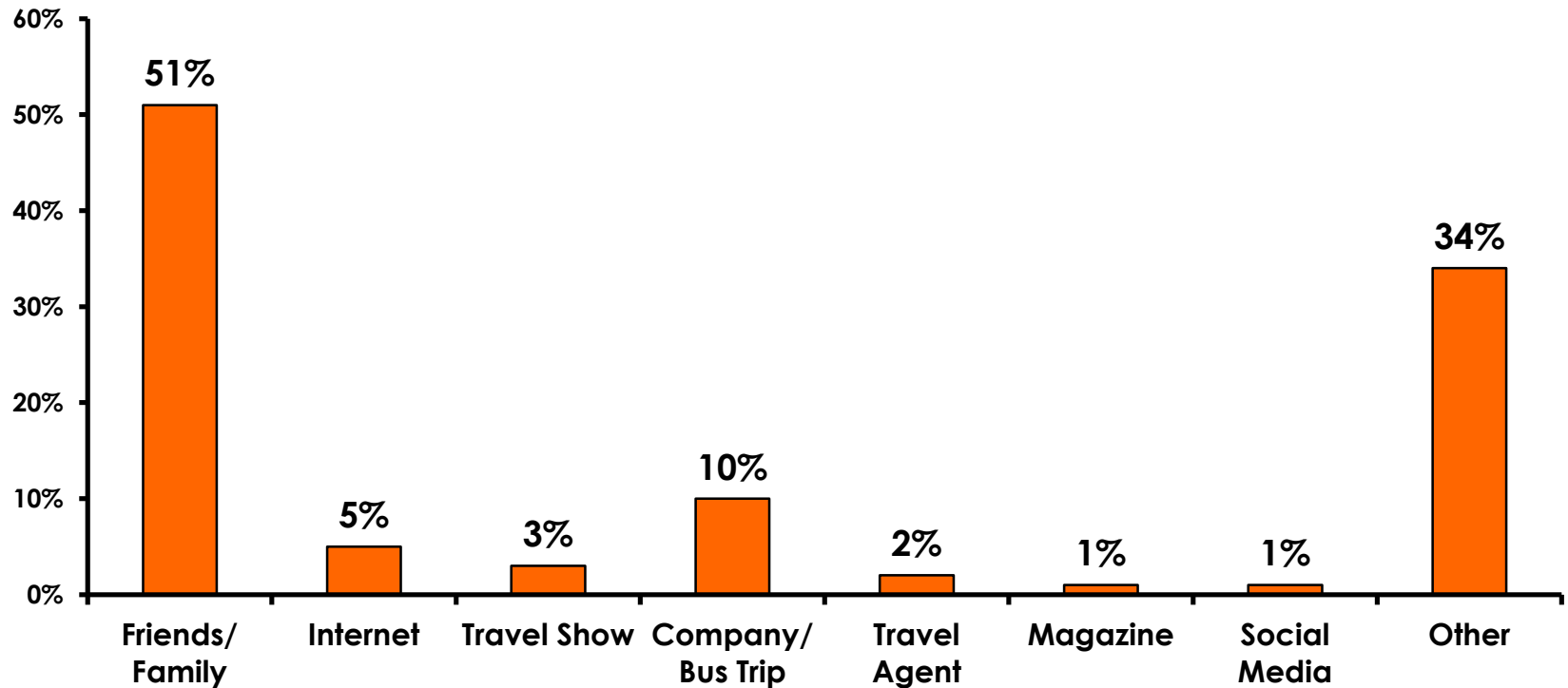
## Sources of Info



# Internet- GVB Sources

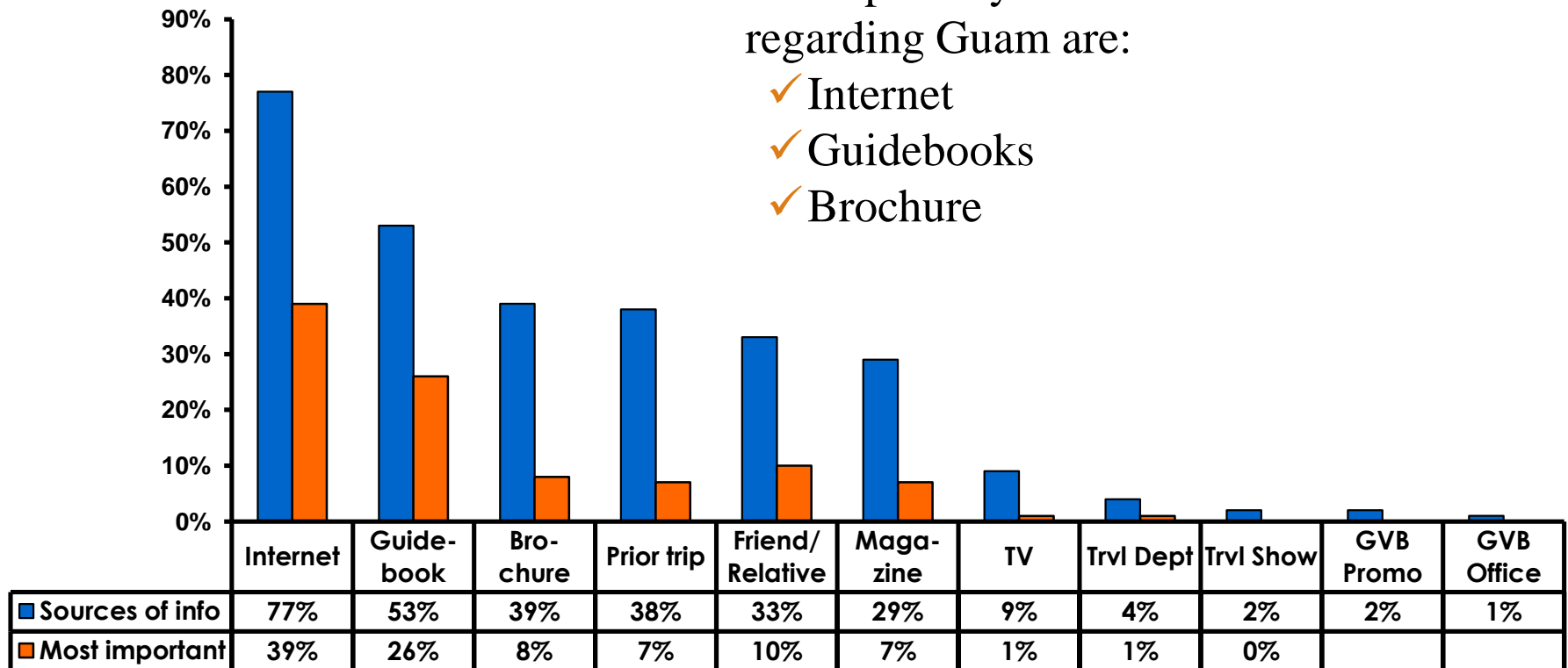


# Travel Motivation- Info Sources



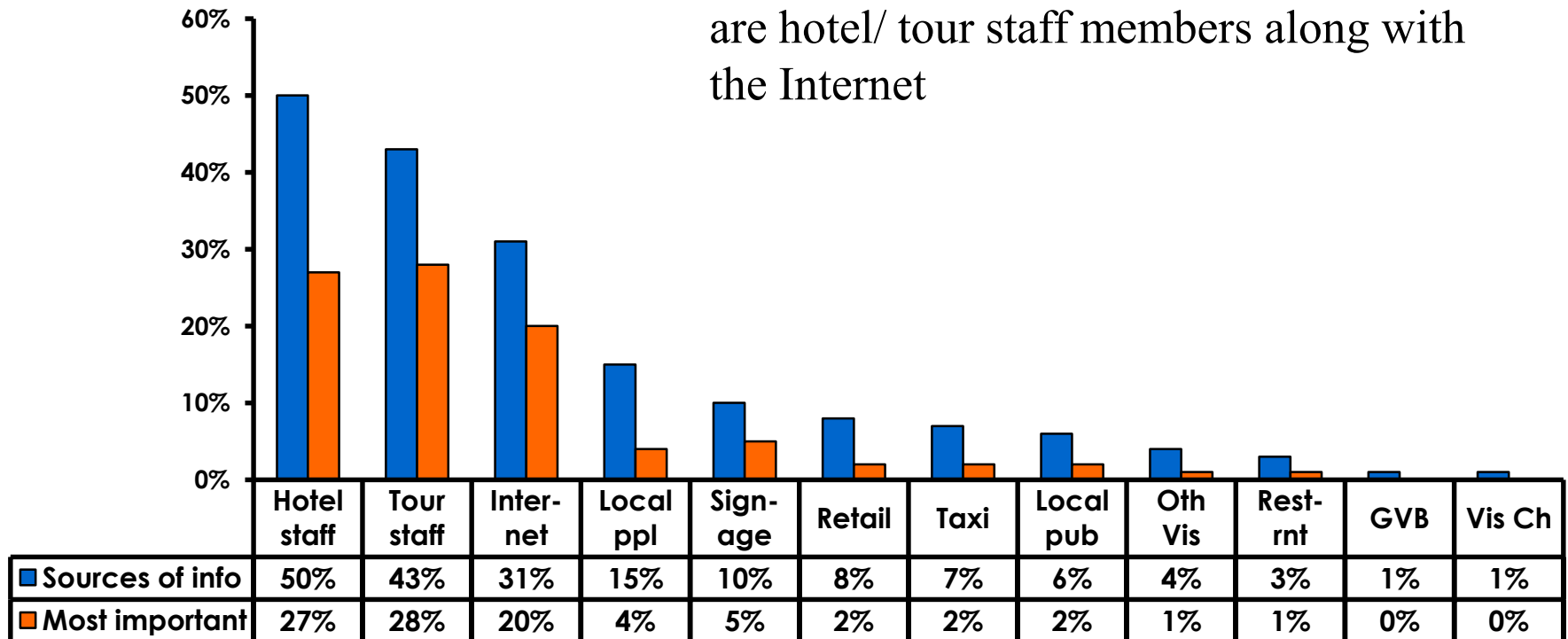
# Sources of Information Pre-arrival

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



# Sources of Information Post-arrival

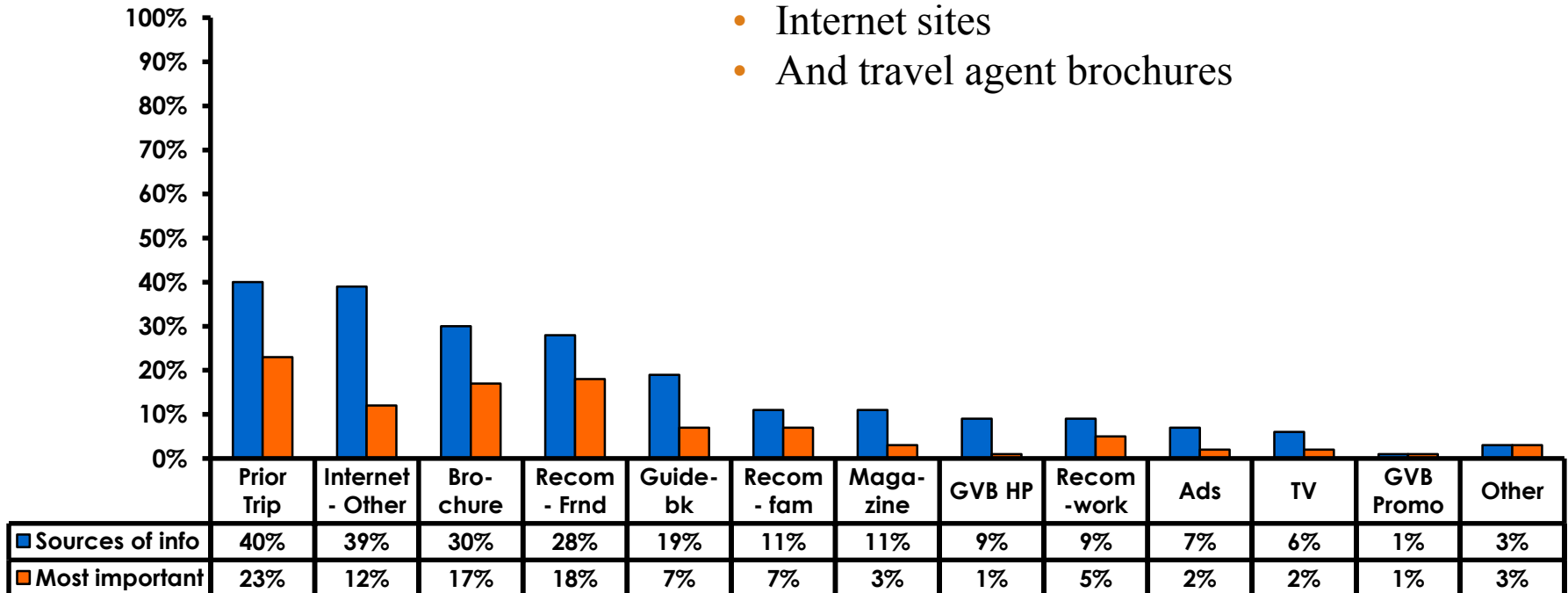
- The primary local source of information are hotel/ tour staff members along with the Internet



# Sources of Information - Motivation

The primary motivational sources of information were.

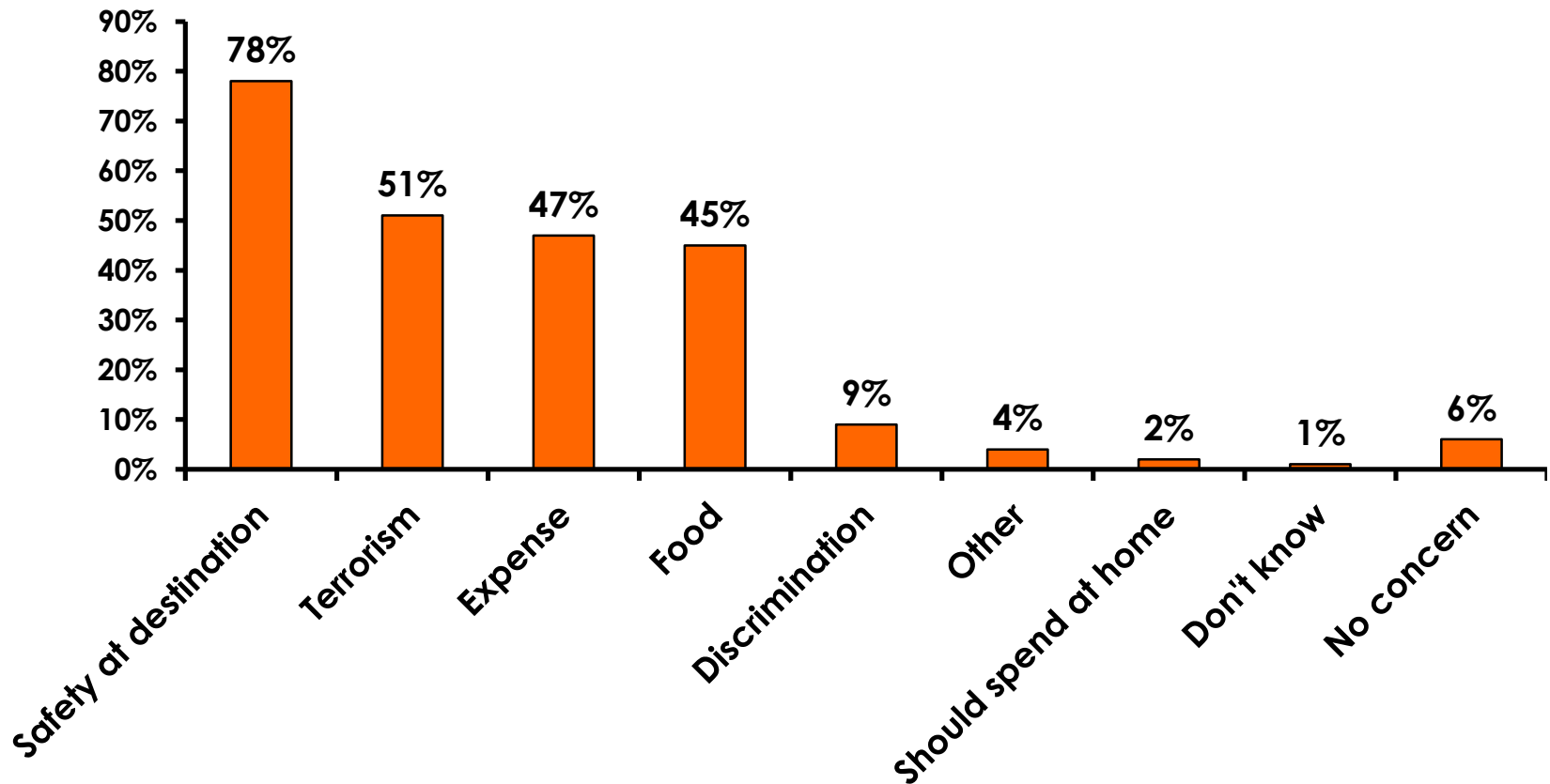
- Prior trip to Guam,
- Internet sites
- And travel agent brochures



# SECTION 6 **OTHER ISSUES**



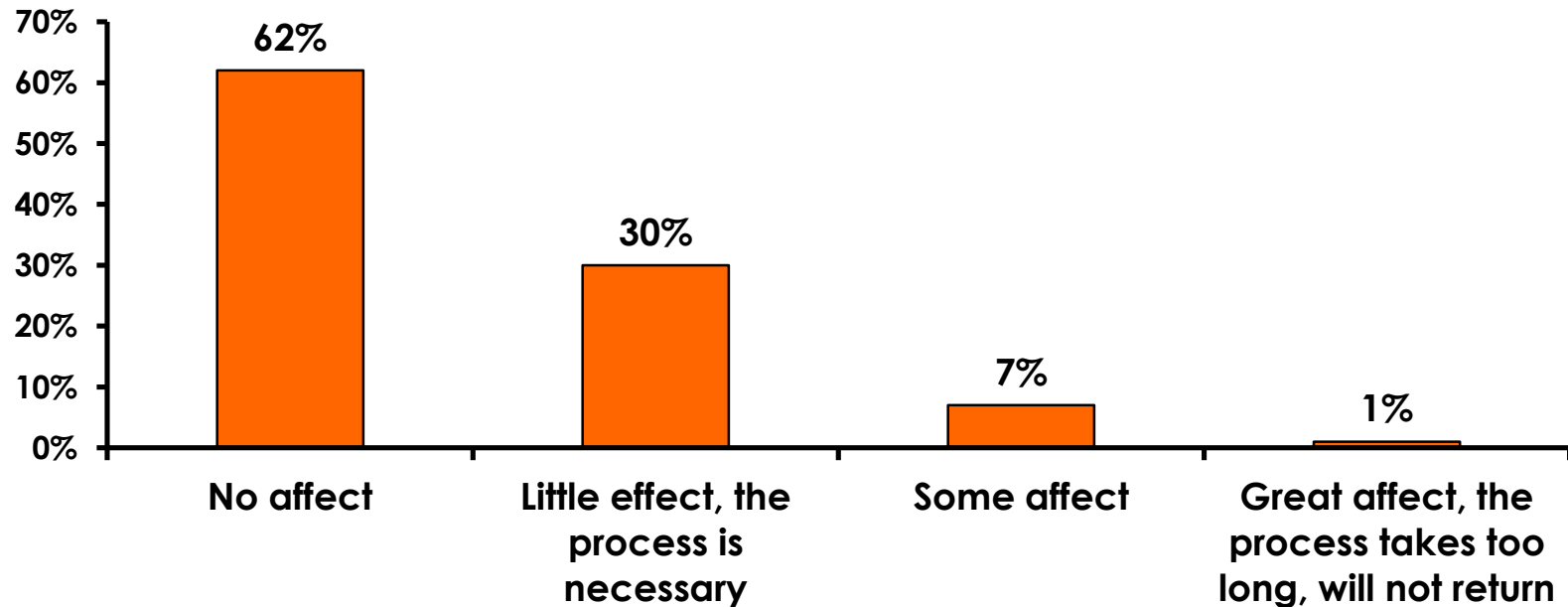
# Concerns about travel outside of Japan - Overall



# 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	78%	76%	84%	76%	76%	77%	69%	77%	83%	81%	75%	77%	100%	
	Terrorism	51%	36%	56%	50%	71%	38%	49%	55%	62%	57%	64%	42%		
	Expense	47%	46%	52%	52%	22%	54%	54%	57%	45%	48%	42%	47%	50%	
	Food	45%	57%	43%	38%	41%	31%	43%	43%	45%	39%	47%	47%	50%	
	Discrimination against Japanese	9%	8%	8%	13%	2%			13%	13%	7%	8%	9%		
	No concerns	6%	6%	2%	10%	10%	8%	6%	8%	4%	7%	8%	8%		
	Other	4%	2%	5%	6%	5%	15%		4%	6%	4%	3%	4%	50%	
	Should spend at home	2%	2%	2%		7%	15%		2%	4%		3%			
	Don't know	1%	2%			5%	15%	3%							
	Total	Count	341	90	122	86	41	13	35	53	47	54	36	53	2

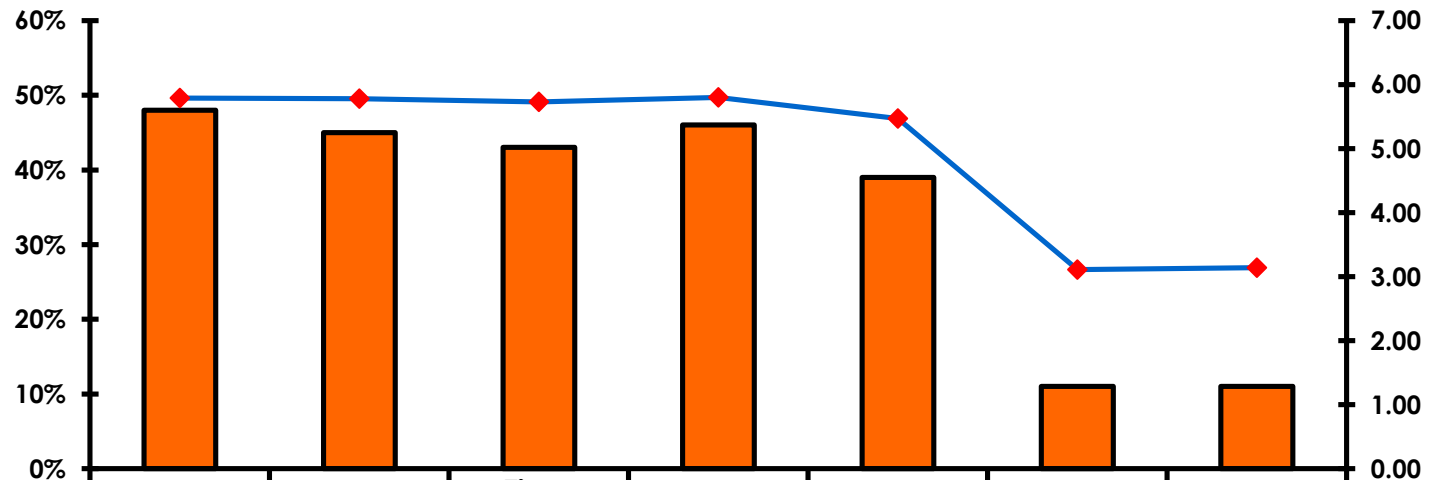
# Security Screening/ Immigration Process at Guam International Airport





# Airport Screening

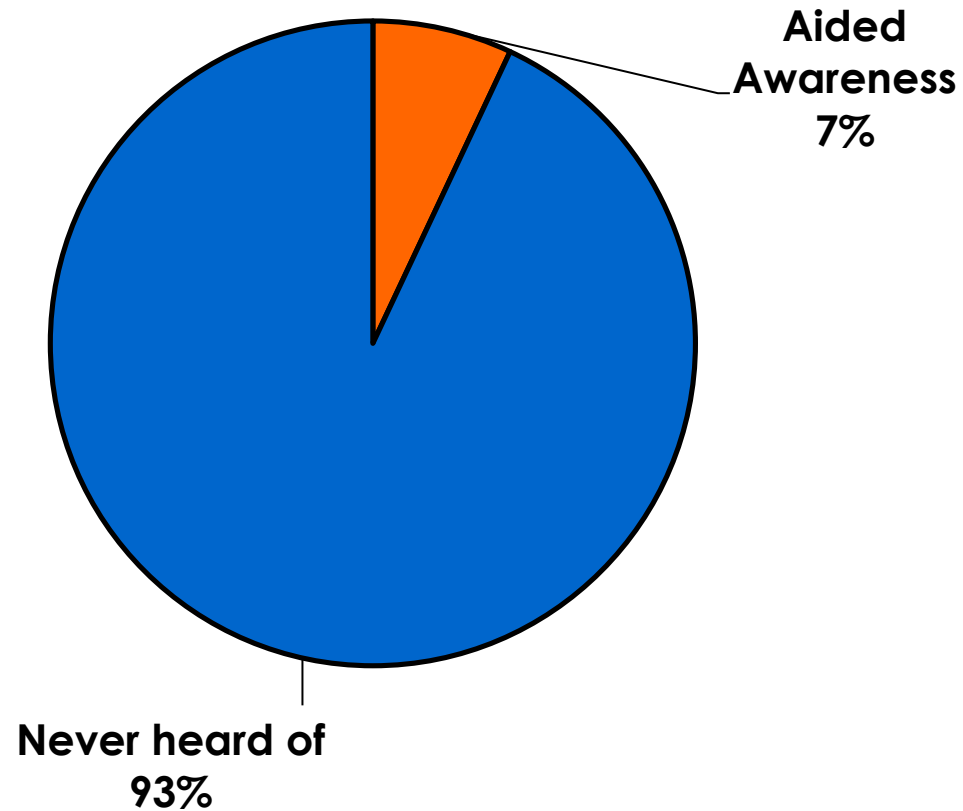
## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	48%	45%	43%	46%	39%	11%	11%
 MEAN	5.79	5.78	5.73	5.80	5.47	3.11	3.14

# Shop Guam Festival



# Shop Guam Festival - Impact

n=23

