



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **FY2010 OCTOBER 2009**



**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.

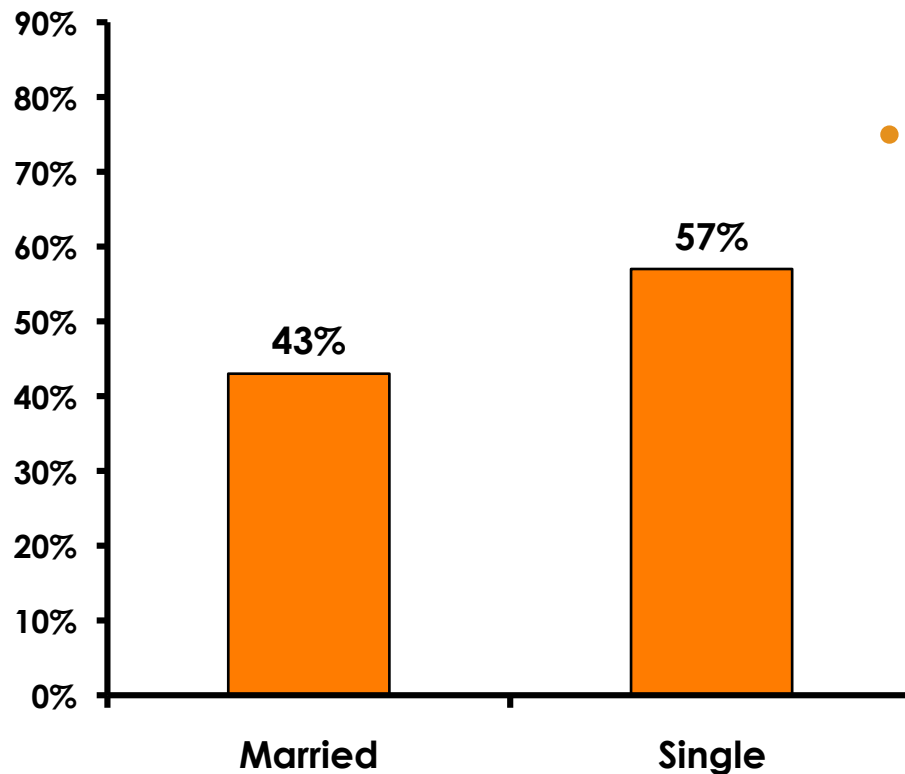
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# Objectives

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

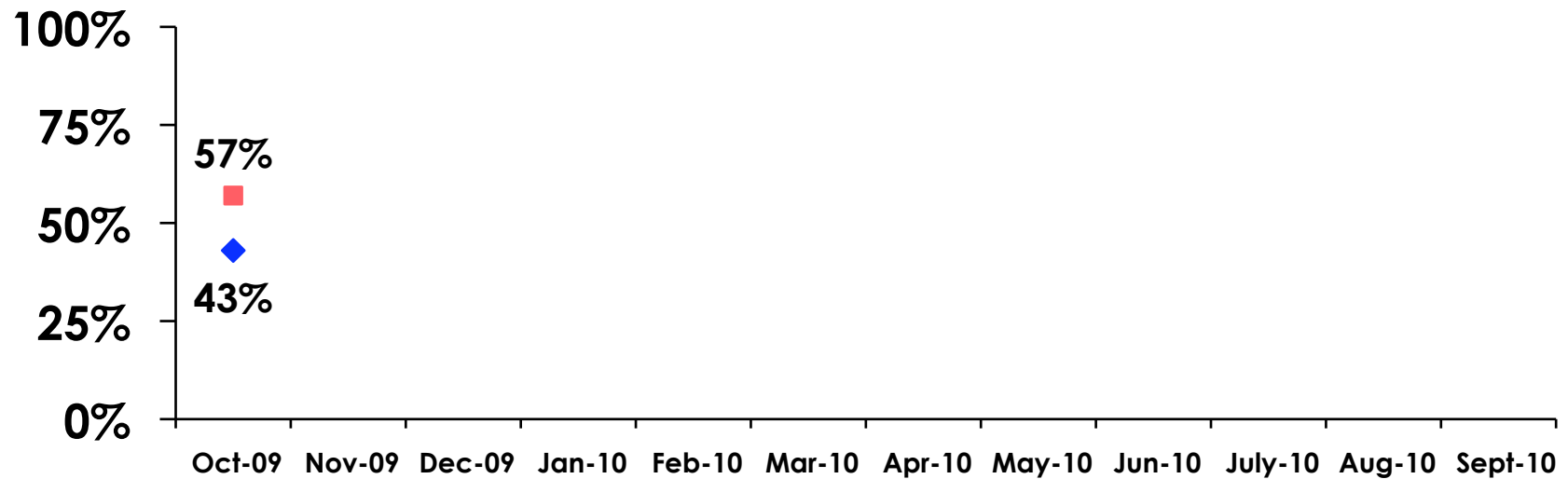
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall



- 61% of first-time visitors are single.

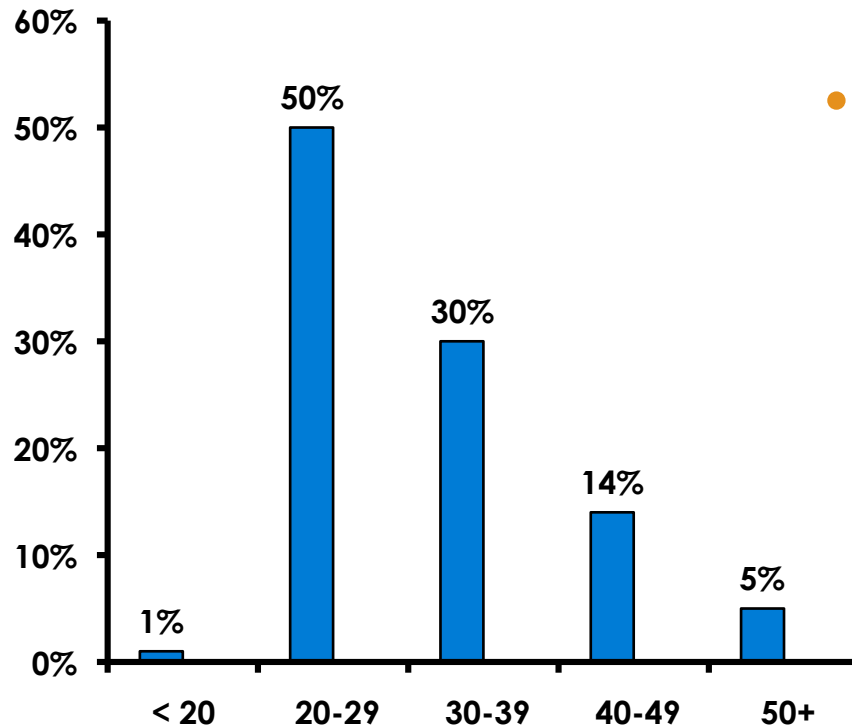
# Marital Status



◆ Married

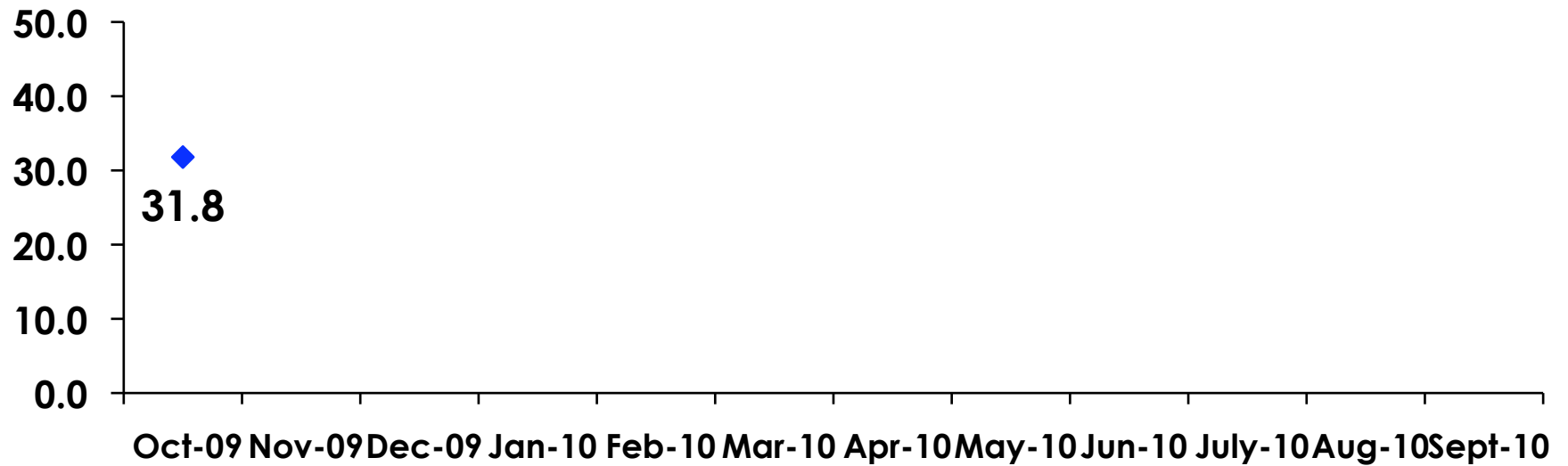
■ Single

# Age - Overall



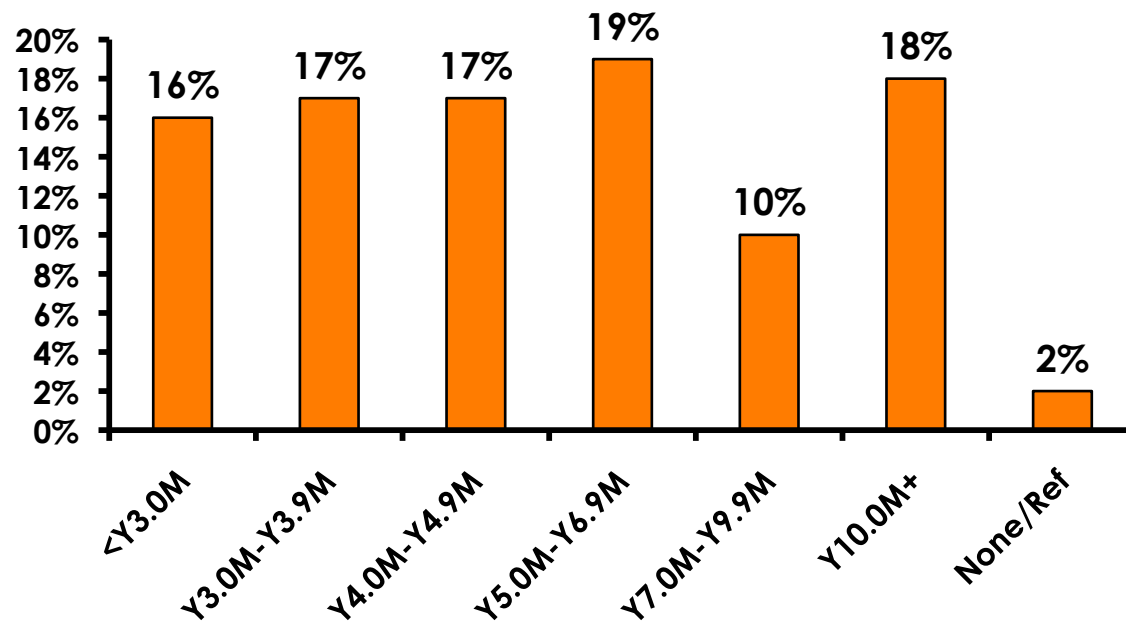
- The average age of the respondents is 31.8 years of age.

# Average Age



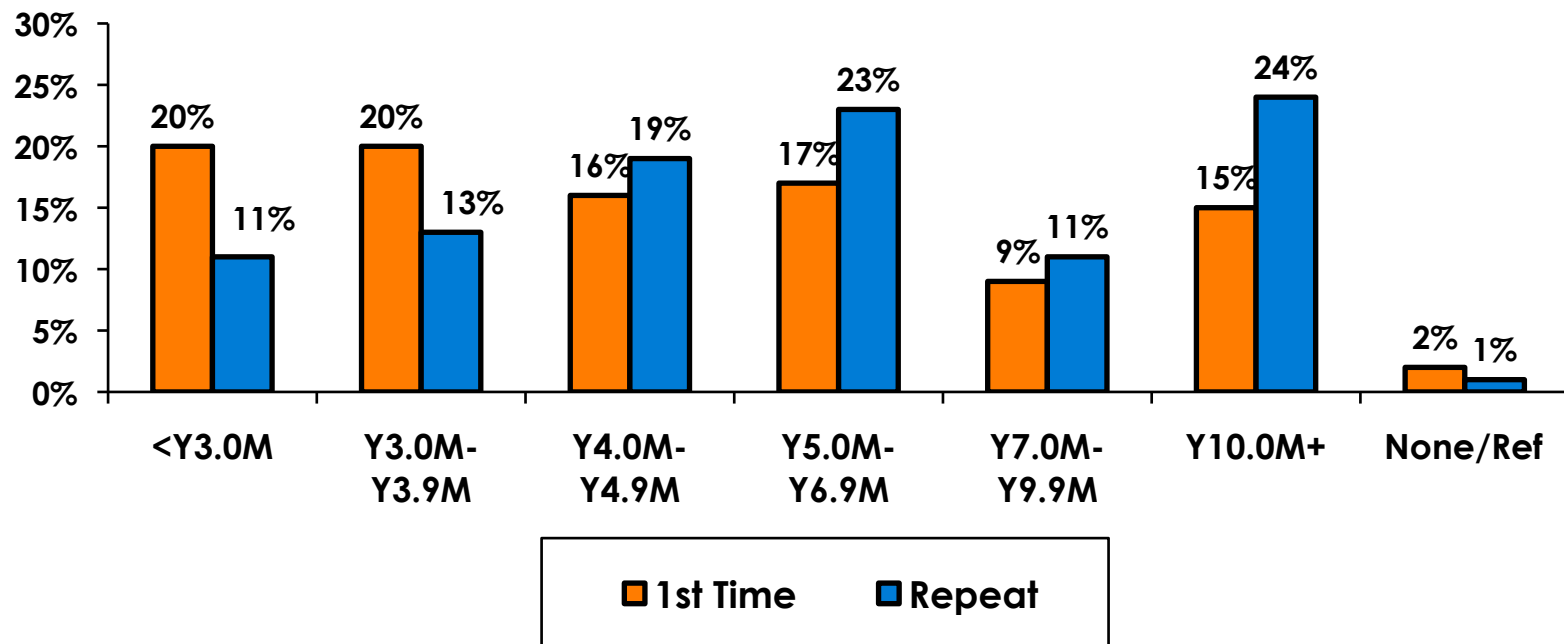


# Personal Income



• ¥89.47=\$1

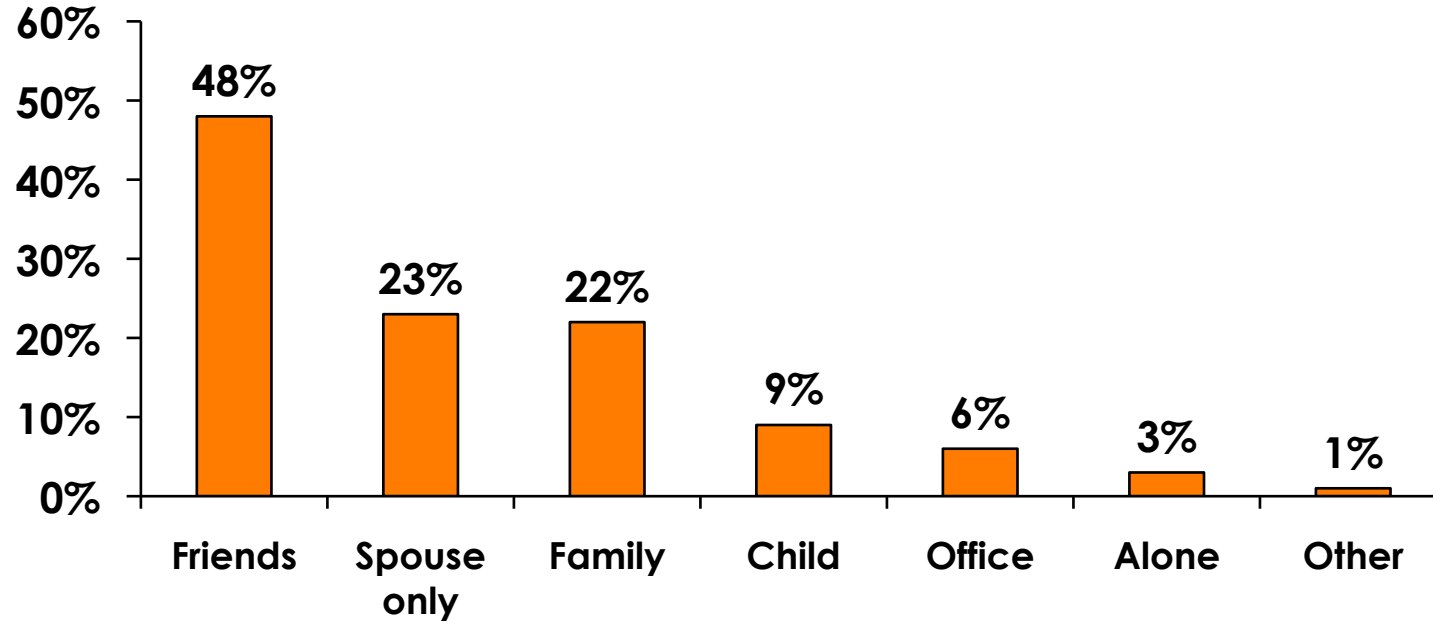
# Personal Income 1st time vs. repeat



# Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME									
<Y3.0M	Count	50	16	34		42	6		2
		17%	10%	23%		28%	7%		13%
Y3.0M-Y3.9M	Count	52	27	25		36	12	3	1
		17%	17%	17%		24%	13%	7%	7%
Y4.0M-Y4.9M	Count	52	22	30	1	23	21	5	2
		17%	14%	21%	50%	15%	23%	11%	13%
Y5.0M-Y6.9M	Count	59	37	22		18	25	12	4
		19%	23%	15%		12%	27%	27%	27%
Y7.0M-Y9.9M	Count	29	21	8	1	7	11	7	3
		10%	13%	6%	50%	5%	12%	16%	20%
Y10.0M+	Count	56	34	22		20	16	17	3
		18%	22%	15%		13%	18%	39%	20%
No Inc	Count	5	1	4		5			
		2%	1%	3%		3%			
Total	Count	303	158	145	2	151	91	44	15

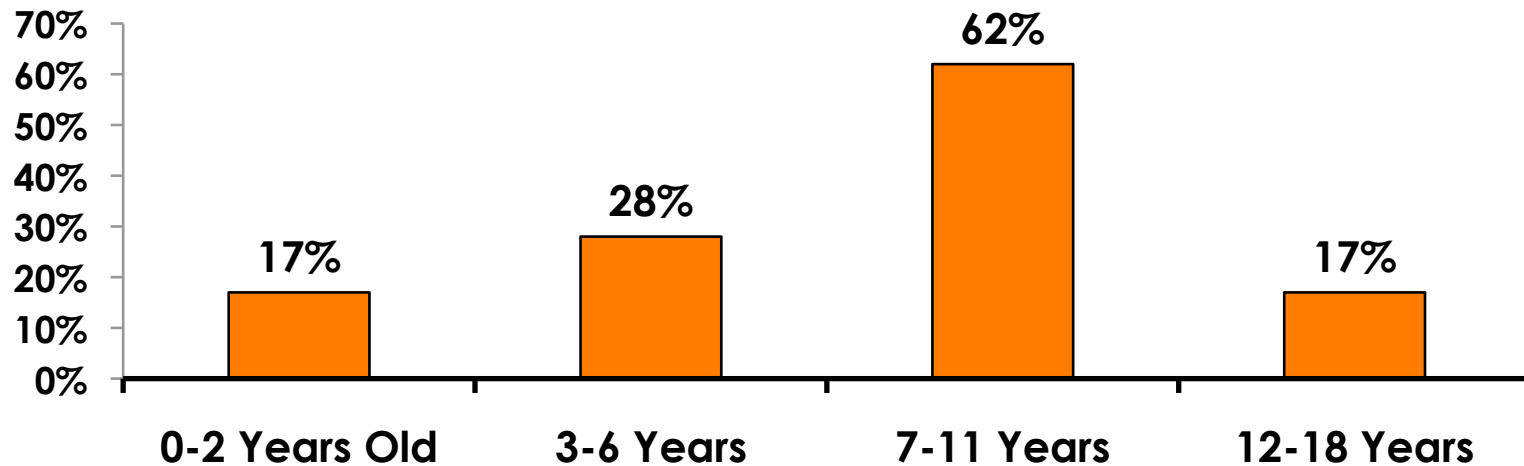
# Travel Companions



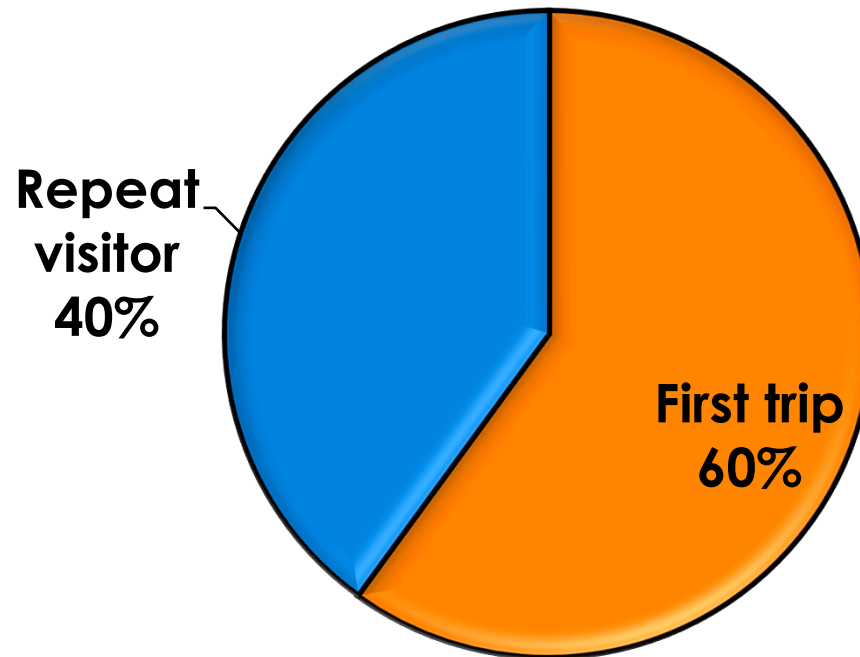
# Number of Children Travel Party

N=29 total respondents traveling with children.

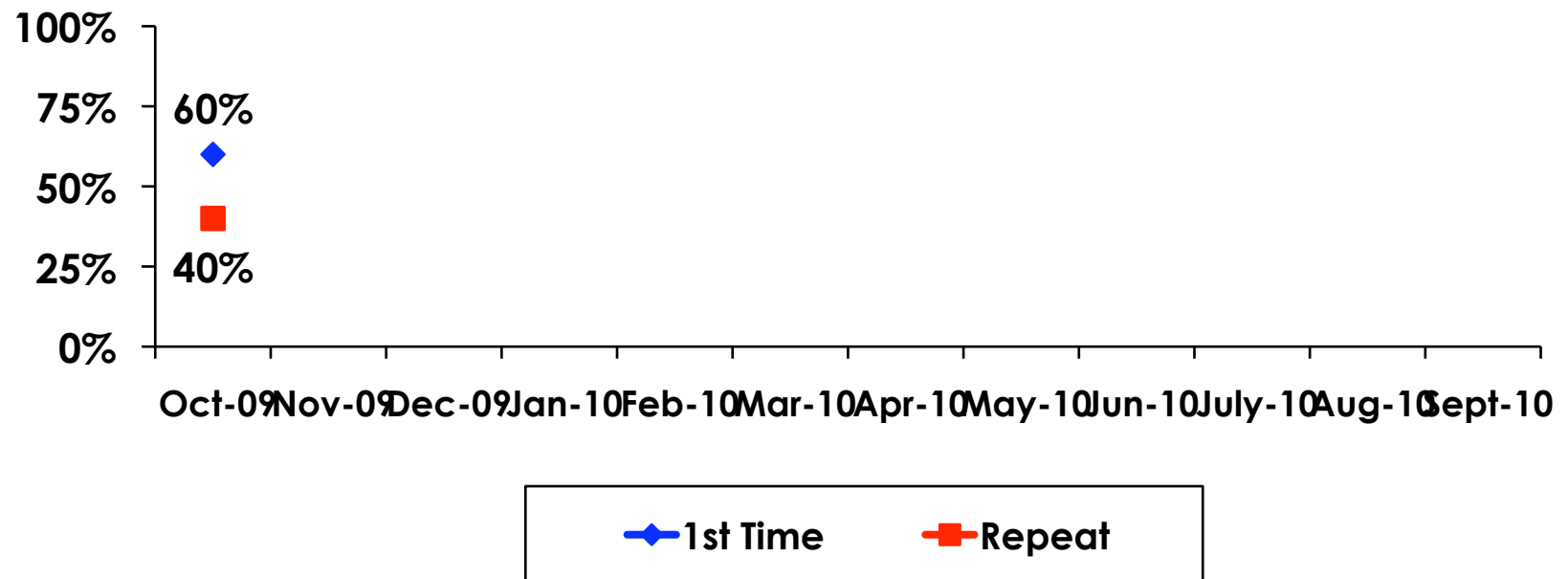
(Of those N=29 respondents, there is a total of 44 children 18 years or younger)



# Prior Trips to Guam



# Prior Trips to Guam



# Trips to Guam by Age & Gender

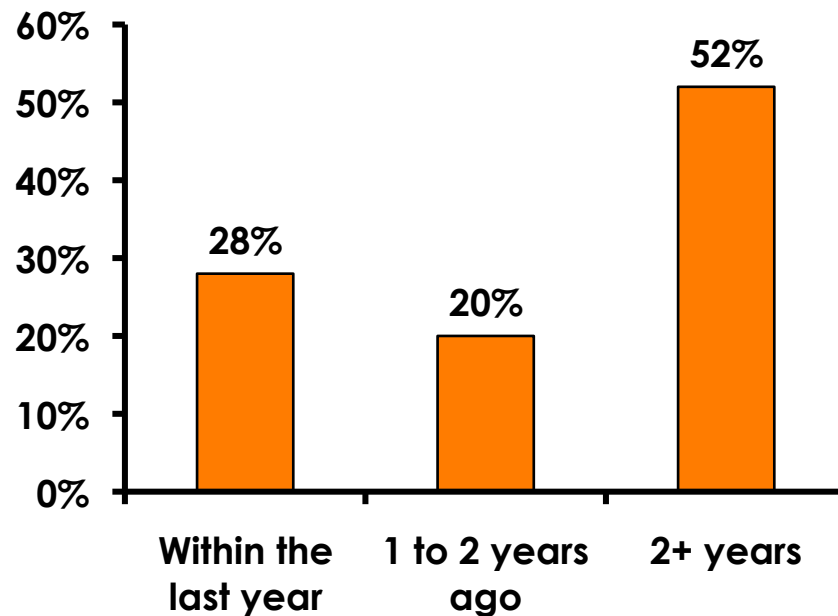
			TOTAL	TRIPS TO GUAM	
				1 st	Repeat
GENDER	Male	Count	165	104	61
			50%	53%	47%
	Female	Count	163	93	70
			50%	47%	53%
Total		Count	328	197	131
AGE	<20	Count	3	3	
			1%	2%	
	20-29	Count	164	119	45
			50%	60%	35%
	30-39	Count	98	52	46
			30%	26%	35%
	40-49	Count	46	15	31
		14%	8%	24%	
	50+	Count	16	8	8
			5%	4%	6%
Total		Count	327	197	130

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



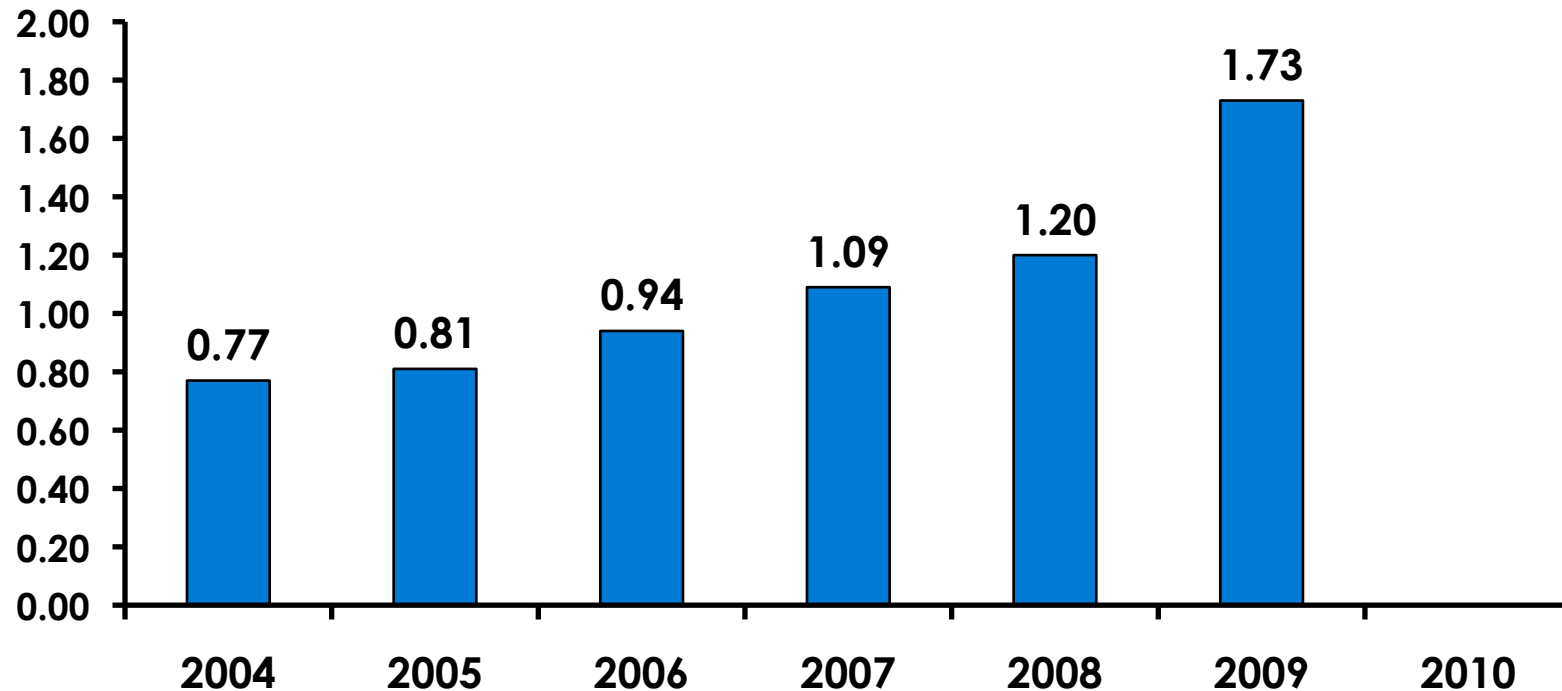
# Repeat Visitors Last Trip

n = 130

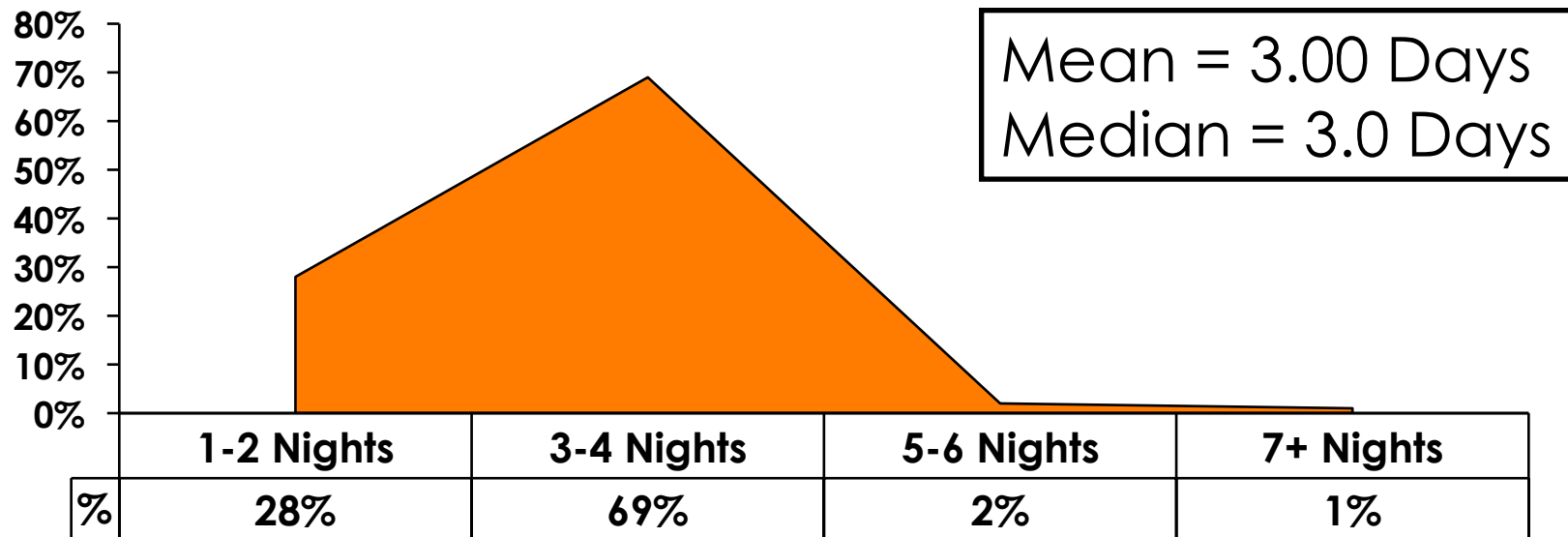


- The average repeat visitor has been to Guam 3.2 times.
- Roughly half the repeat visitors have been to Guam within the last 2 years.

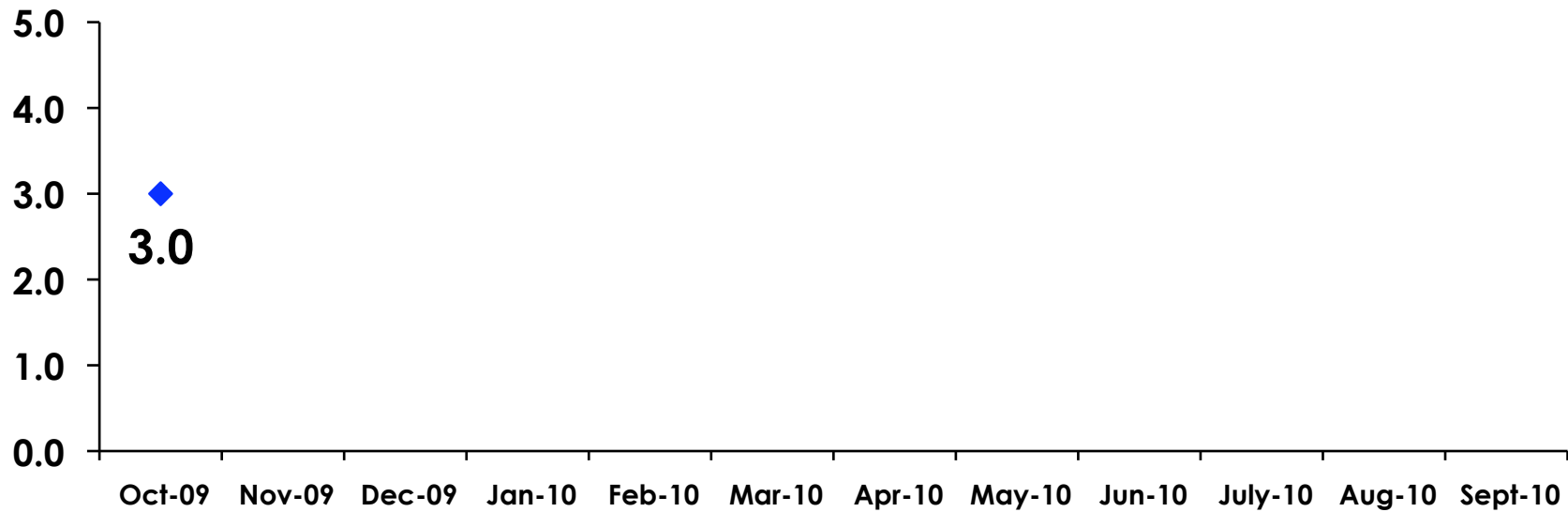
# Average Number Overnight Trips (2004-2010) (2 nights or more)



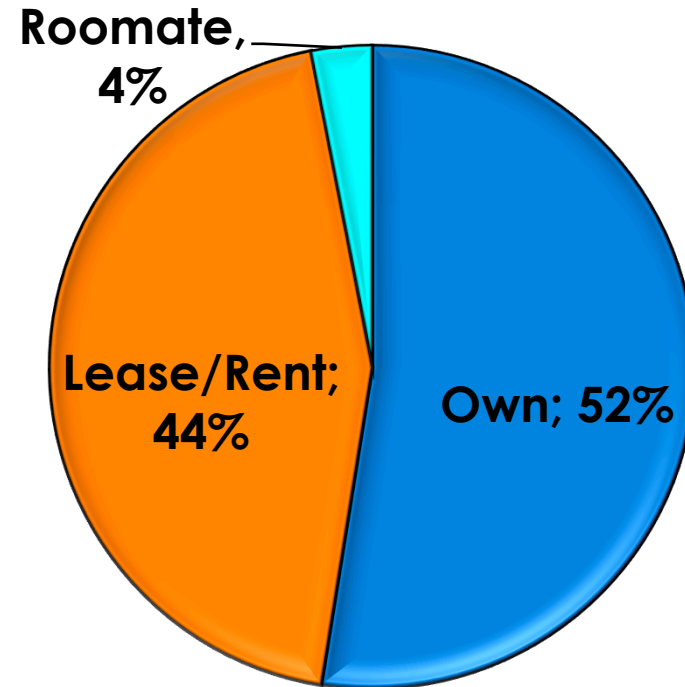
# Length of Stay



# Average Length of Stay



# Living Accommodations

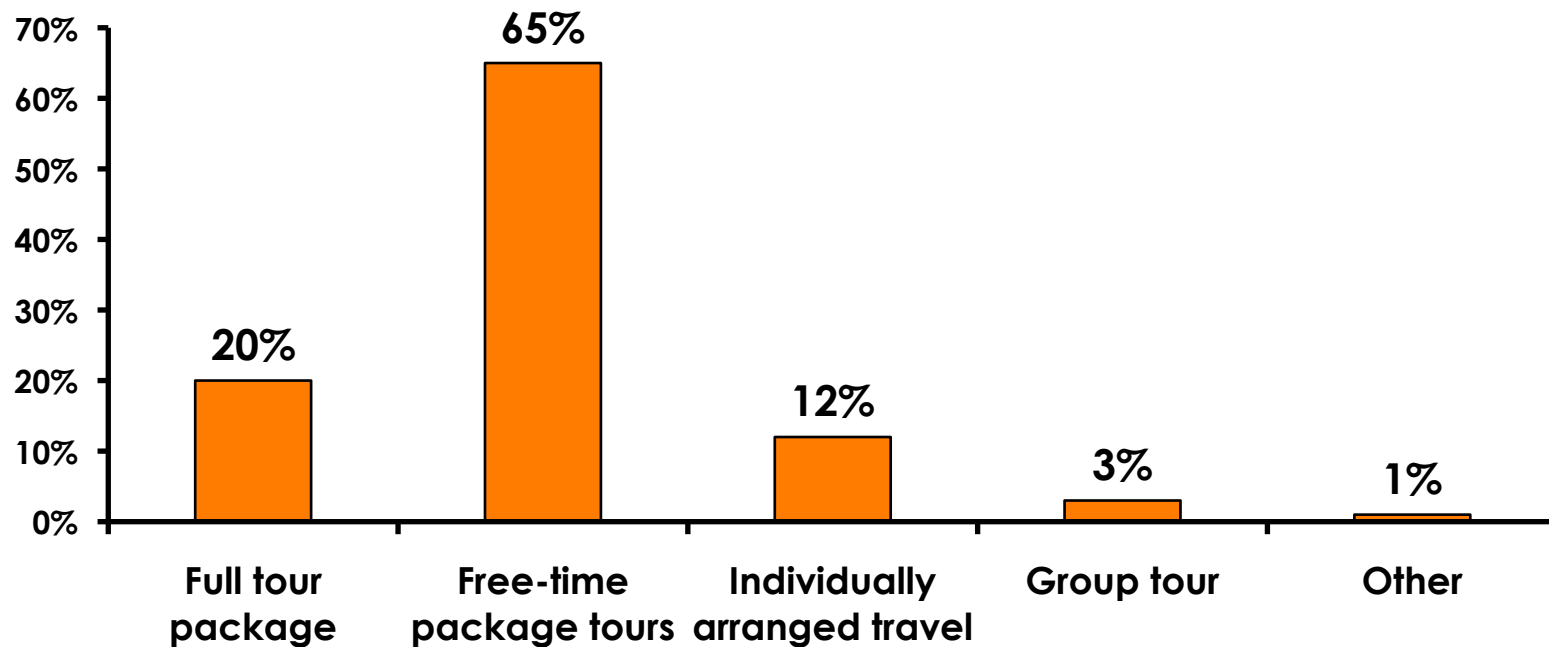


# Occupation by Income

	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 Co. Employee: Engineer	21%	18%	24%	21%	27%	14%	20%		
Co. Employee: Office Worker Non-Managerial	21%	28%	29%	17%	19%	21%	14%		
Co. Employee: Salesperson	14%	6%	25%	21%	10%	14%	13%		
Student	9%	12%	4%	6%	3%	3%	11%	80%	
Self Employed	8%	10%		8%	8%	10%	11%		
Homemaker	6%		2%	12%	7%	7%	5%		
Co. Employee: Manager	5%	2%	4%	2%	5%	10%	11%		
Professional or Specialist	3%		4%	2%	5%	7%	5%		
Skilled Worker	3%	2%	2%	10%	2%		2%		
Freeter	3%	6%	2%		2%	3%	2%	20%	
Government Employee: Office Worker Non-Managerial	2%	2%	2%		7%				
Unemployed	2%	6%			2%		2%		
Co. Employee: Executive	2%					10%	4%		
Other	1%	4%		2%	2%				
Teacher	1%	2%	2%						
Government Employee: Manager	0%						2%		
Free-lancer	0%	2%							
Retired	0%				2%				
Total Count	323	50	51	52	59	29	56	5	

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



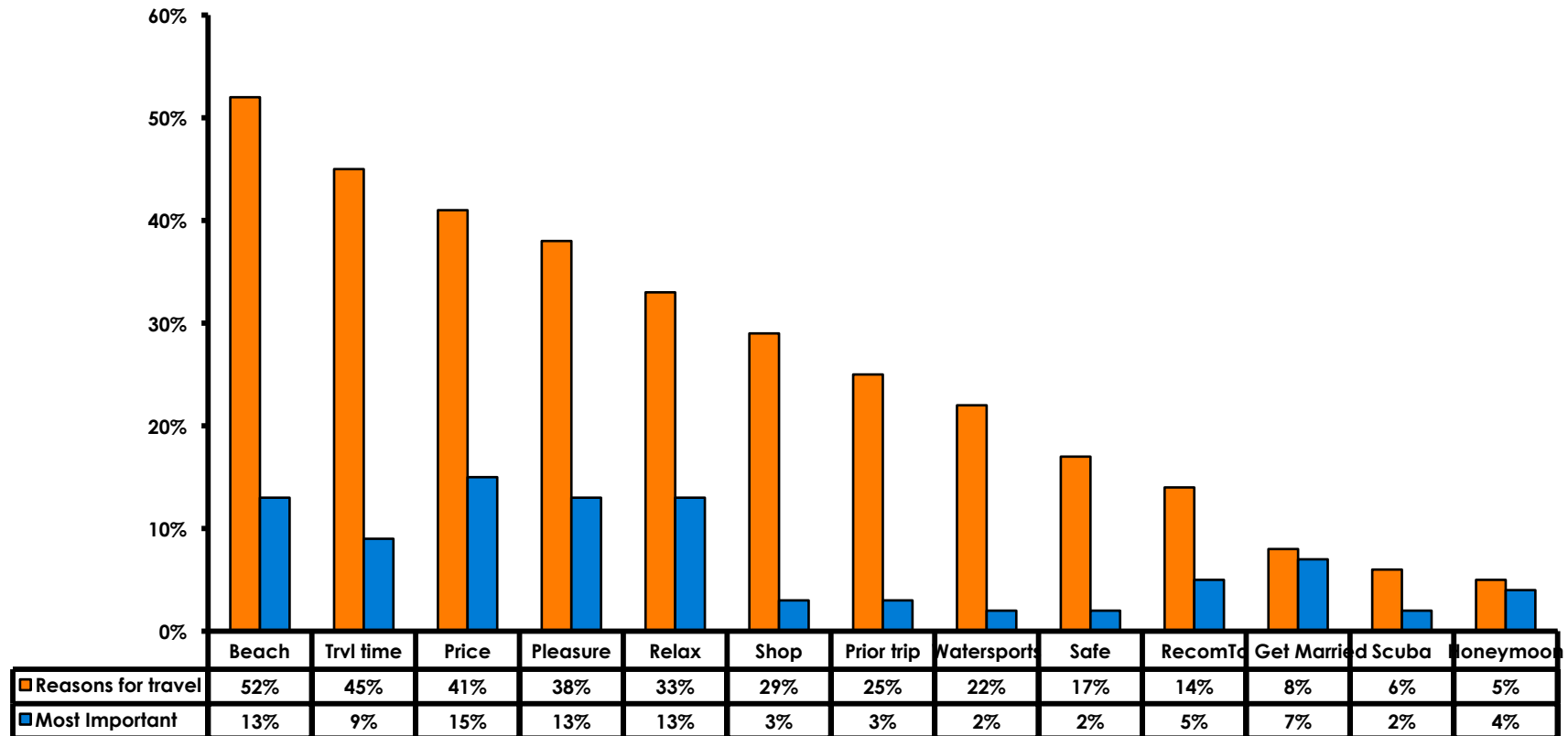


# Accommodation by Income

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	14%	20%	15%	13%	10%	14%	13%	20%	
Outrigger Guam Resort	8%	4%	15%	8%	12%	3%	4%		
Royal Orchid Guam	8%	14%	8%	4%	7%	3%	11%		
Hotel Nikko Guam	8%	2%	8%	13%	5%	10%	11%		
Fiesta Resort Guam	8%	6%	10%	8%	3%	10%	9%	20%	
Grand Plaza Hotel	6%	8%	10%	4%	5%	10%	4%	20%	
Ramada Suites Guam	6%	4%	4%	12%	3%	3%	5%		
Guam Reef Hotel	6%	2%	8%	6%	5%	7%	5%		
Guam Marriott Resort Hotel	5%	6%	4%		8%	3%	7%		
Hyatt Regency Guam	5%	2%	2%	6%	10%		5%	20%	
Onward Beach Resort	4%	2%			10%	10%	5%		
Pacific Islands Club PIC	4%	2%		4%	8%	7%	2%		
Pacific Bay Hotel	3%	6%	4%	8%			2%		
Hilton Guam Resort & Spa	3%	4%	2%	2%	2%	7%	2%		
Holiday Resort Guam	2%	6%	2%			3%	4%		
The Westin Resort Guam	2%	4%		6%	2%	3%			
Leo Palace Resort	2%			2%	2%	3%	7%		
Ohana Oceanview Hotel	2%	2%	2%	4%				20%	
Tumon Bay Capital Hotel	2%	4%	4%				2%		
Ohana Bayview Hotel	1%		2%		3%		2%		
Sheraton Laguna Resort	1%		2%	2%	3%				
Relatives, Friends, Home Stay	0%						2%		
Total	Count	327	49	52	52	59	29	56	5

# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Price,
  - Pleasure,
  - Relaxation and
  - Guam's natural beauty/beaches
- 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	52%	100%	54%	49%	48%	50%	52%	51%
Short travel time	45%	67%	40%	44%	67%	31%	42%	47%
Price of the tour package	41%	100%	42%	41%	41%	19%	36%	45%
Pleasure	38%	67%	44%	30%	43%	19%	35%	42%
Just to relax	33%	33%	29%	30%	52%	25%	35%	31%
Shopping	29%	67%	30%	30%	20%	25%	21%	36%
A previous visit	25%		18%	30%	41%	25%	19%	31%
Water sports	22%		27%	15%	20%	13%	21%	23%
It is a safe place to spend a vacation	17%	67%	16%	6%	37%	19%	18%	16%
Recommendation of friend, relative, travel agency	14%	33%	16%	11%	9%	13%	13%	15%
To get married or Attend wedding	8%		7%	10%	2%	31%	10%	6%
SCUBA diving	6%		9%	4%	7%		7%	6%
Honeymoon	5%		9%	3%			9%	2%
Other	4%		2%	3%	13%		4%	3%
To golf	3%		1%	4%	7%	13%	4%	3%
Company or Business trip	3%		4%	3%	4%		4%	2%
Career certification or testing	2%		1%	2%	2%		2%	1%
To visit friends or relatives	1%			3%			1%	1%
Organized Sporting Activity	1%	33%	1%		2%		1%	1%
My company sponsored me	0%				2%			1%
Promotional materials from GVB	0%		1%				1%	
Special promotion	0%			1%			1%	
Total Cases	328	3	164	98	46	16	165	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	52%	56%	50%	44%	46%	55%	55%	100%
Short travel time	45%	28%	40%	46%	49%	59%	57%	40%
Price of the tour package	41%	44%	46%	33%	41%	45%	45%	
Pleasure	38%	46%	33%	35%	32%	34%	38%	80%
Just to relax	33%	26%	33%	37%	34%	41%	30%	20%
Shopping	29%	36%	21%	29%	31%	10%	38%	20%
A previous visit	25%	16%	19%	33%	36%	17%	25%	20%
Water sports	22%	32%	21%	17%	20%	14%	18%	60%
It is a safe place to spend a vacation	17%	8%	19%	19%	15%	14%	21%	20%
Recommendation of friend, relative, travel agency	14%	14%	15%	17%	8%	10%	11%	
To get married or Attend wedding	8%	8%	8%	12%	12%	7%	5%	
SCUBA diving	6%	10%	8%	4%	7%	3%	9%	
Honeymoon	5%	6%	8%	8%	12%			
Other	4%	2%		8%	5%		5%	
Company or Business trip	3%	2%	6%	2%	5%		4%	20%
To golf	3%			4%	3%	3%	9%	
Career certification or testing	2%				2%	3%	5%	
To visit friends or relatives	1%		2%	2%			2%	
Organized Sporting Activity	1%	2%		2%		3%		
Promotional materials from GVB	0%					3%		
Special promotion	0%					3%		
My company sponsored me	0%							
Total Cases	328	50	52	52	59	29	56	5

# SECTION 3 **EXPENDITURES**

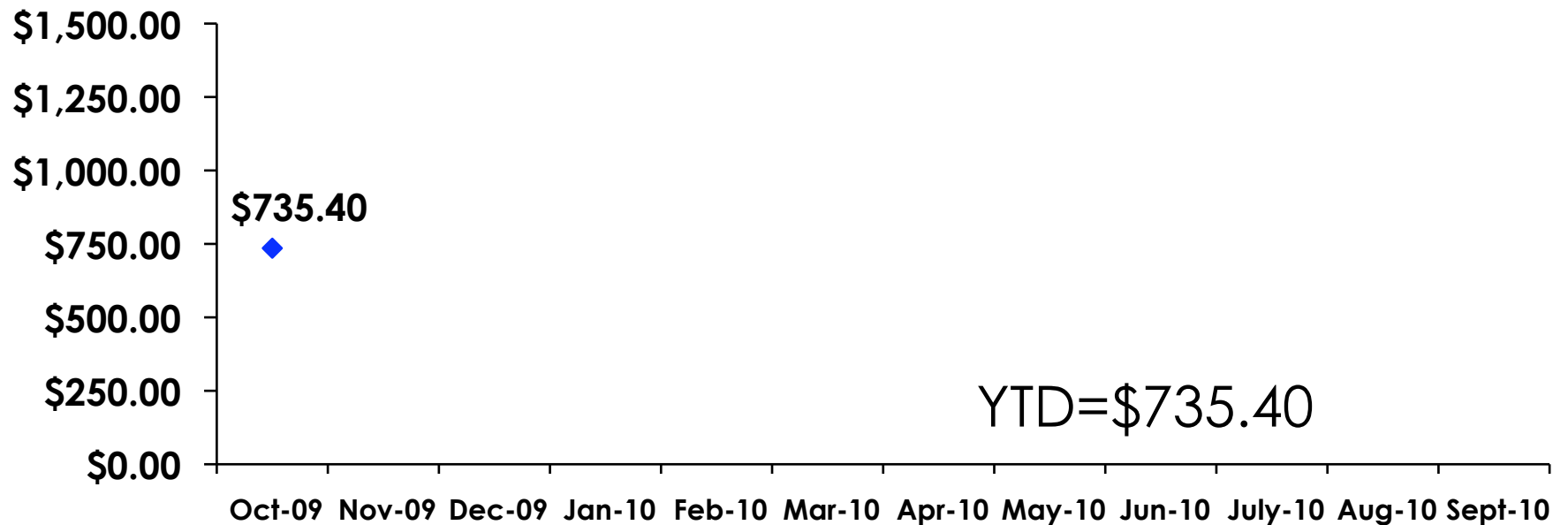
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# Prepaid Expenditures

¥89.47/US\$1

- \$1,423.20 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$16,765 = maximum (highest amount recorded for the entire sample)
- \$735.40 = overall mean average per person prepaid expenditures

# Prepaid Expenditures





# Breakdown of Prepaid Expenditures

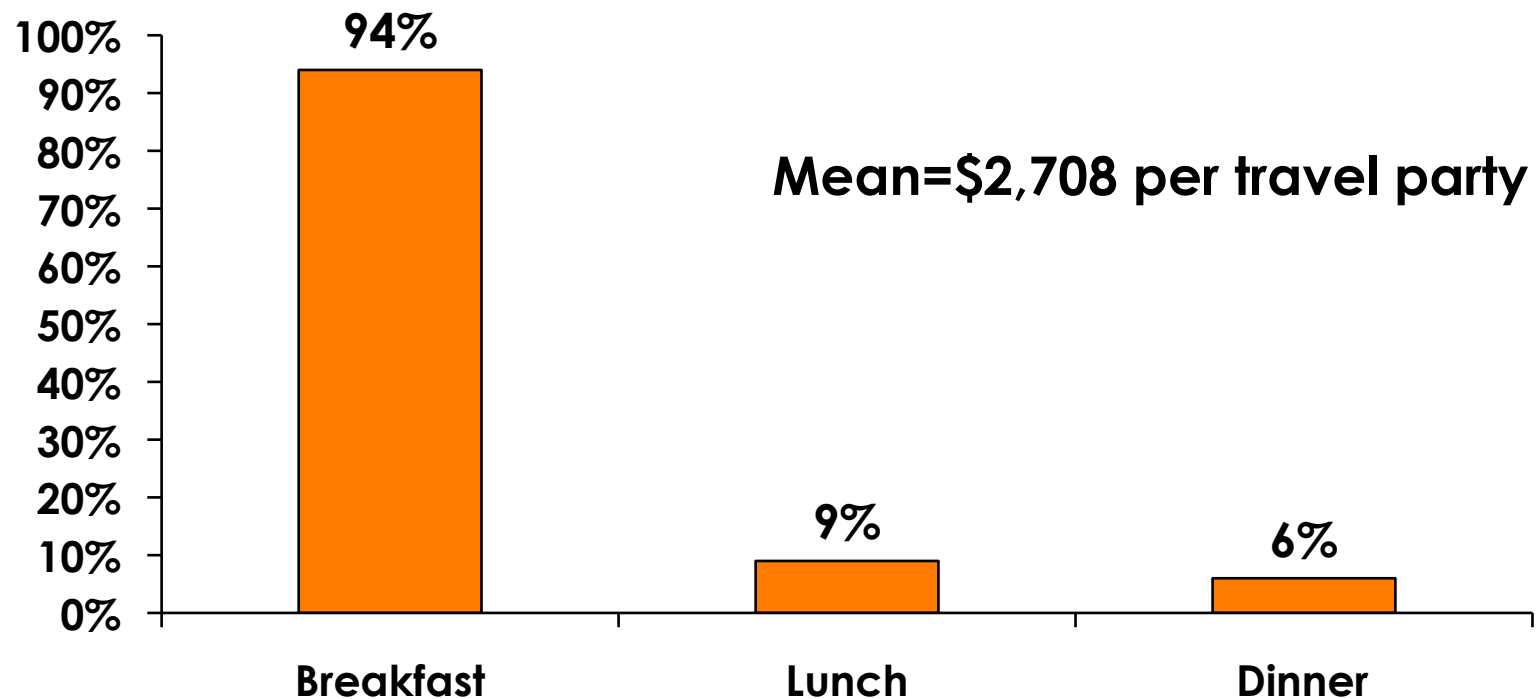
¥89.47=\$1

(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,180
Air & Accommodation w/ daily meal package	\$2,708
Air only	\$888
Accommodation only	\$495
Accommodation w/ daily meal only	\$1,676
Food & Beverages in Hotel	\$439
Ground transportation – Japan	\$125
Ground transportation – Guam	\$86
Optional tours/ activities	\$286
Other expenses	\$373
<b>Total Prepaid</b>	<b>\$1,423</b>

# Prepaid Meal Breakdown

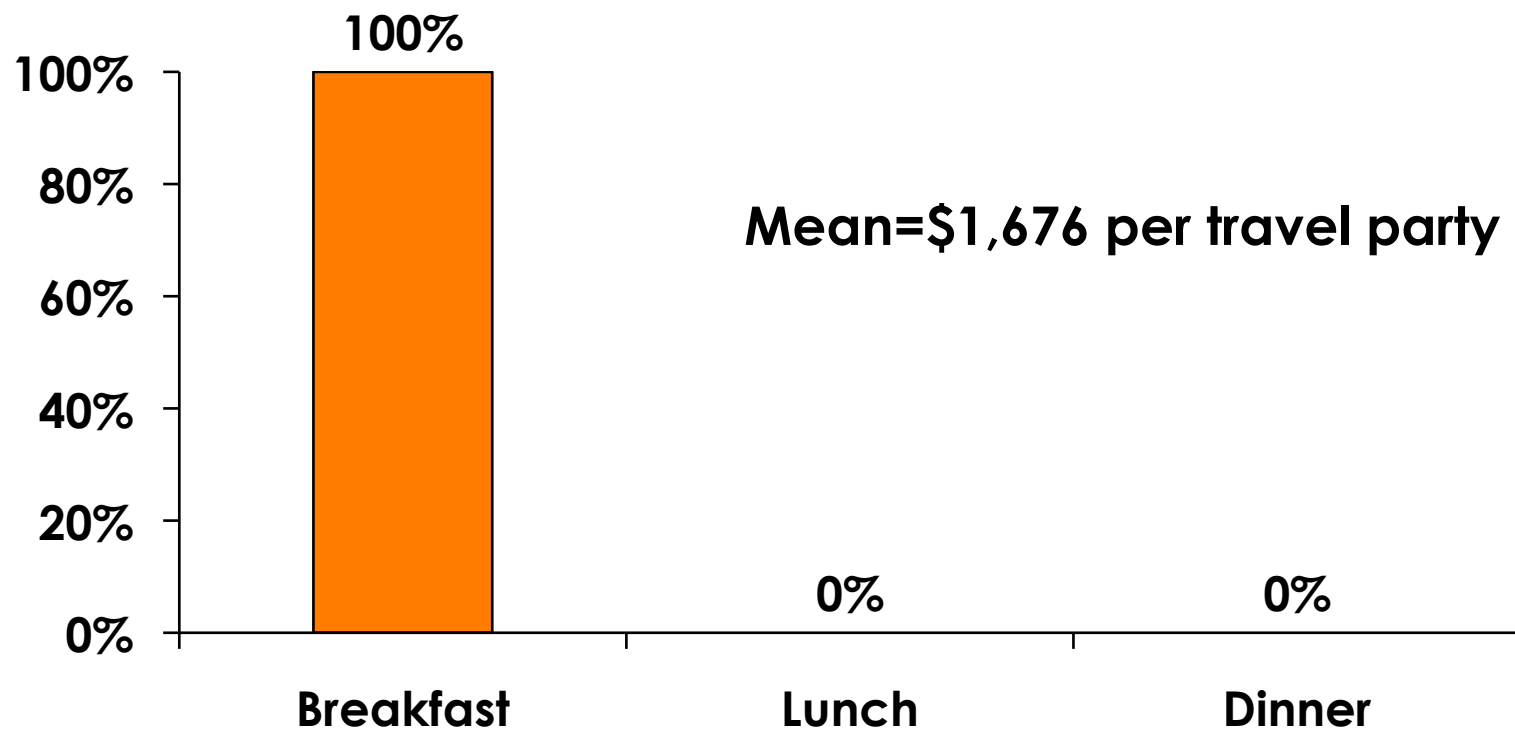
Air/ Accommodations with Daily Meal Package  
n=32



# Prepaid Meal Breakdown

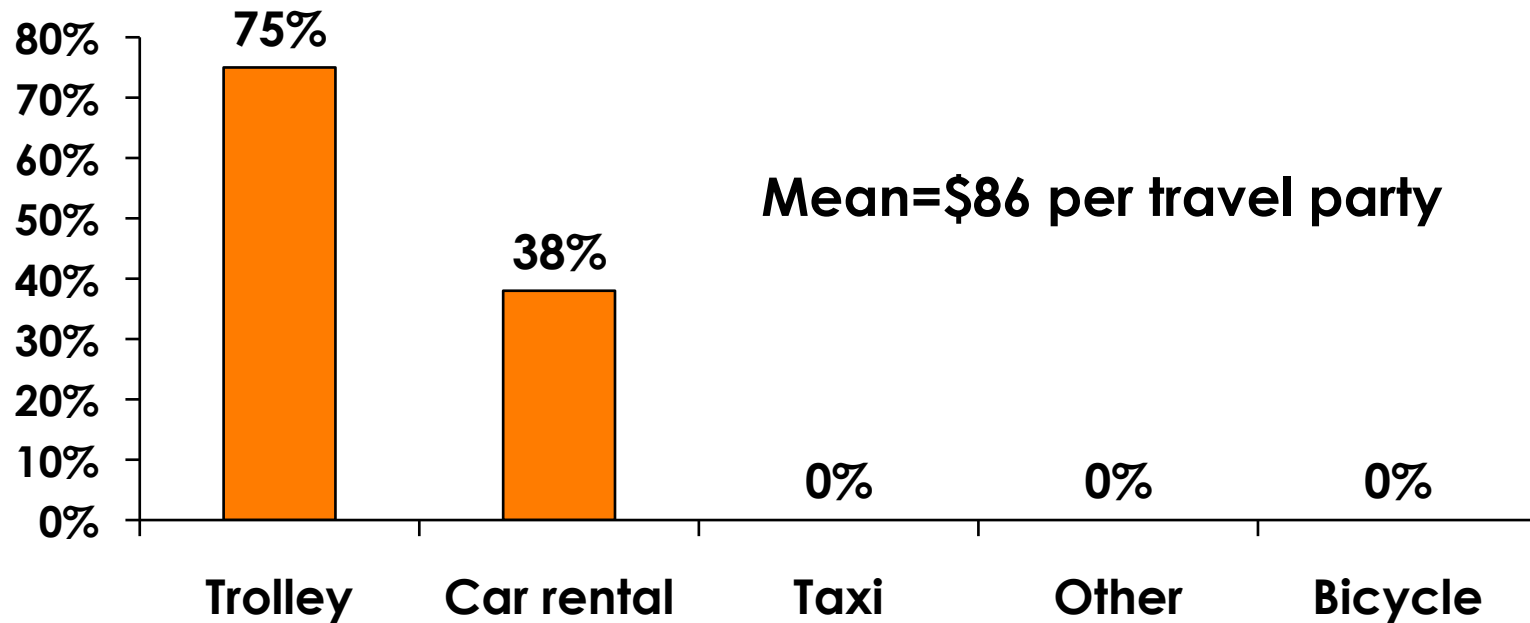
Accommodations with Daily Meal Package

n=2



# Prepaid Ground Transportation

n=8

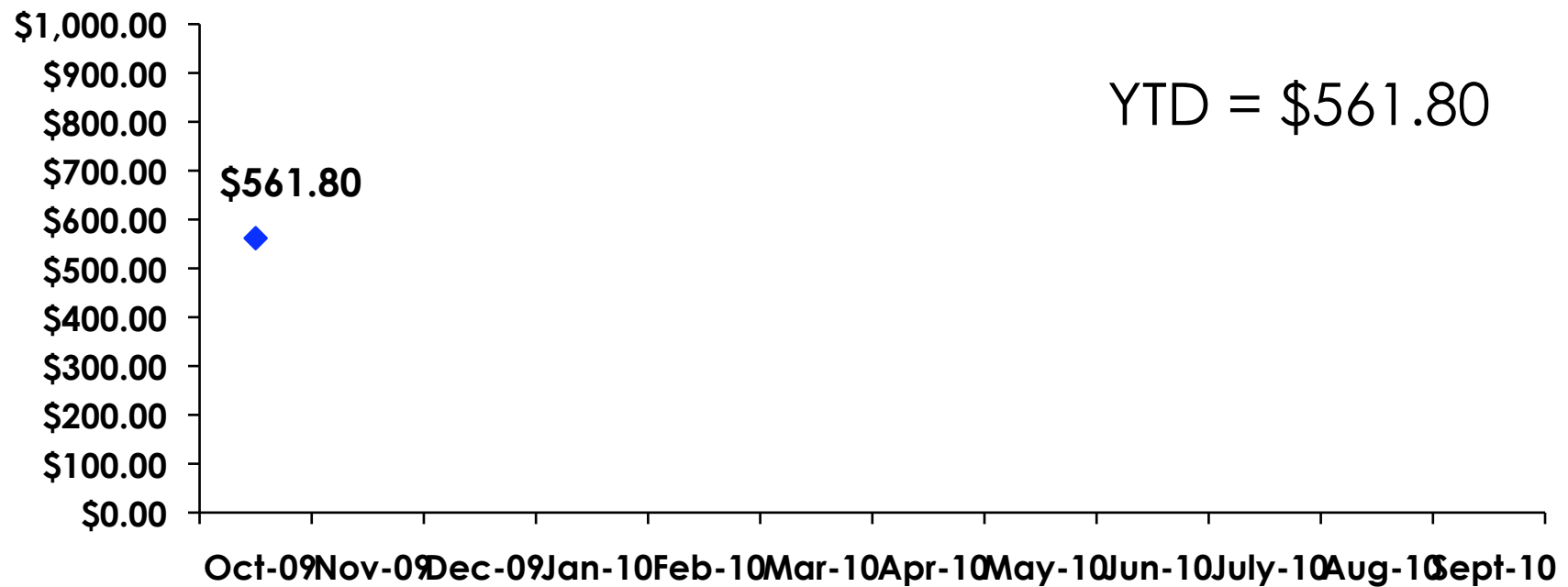


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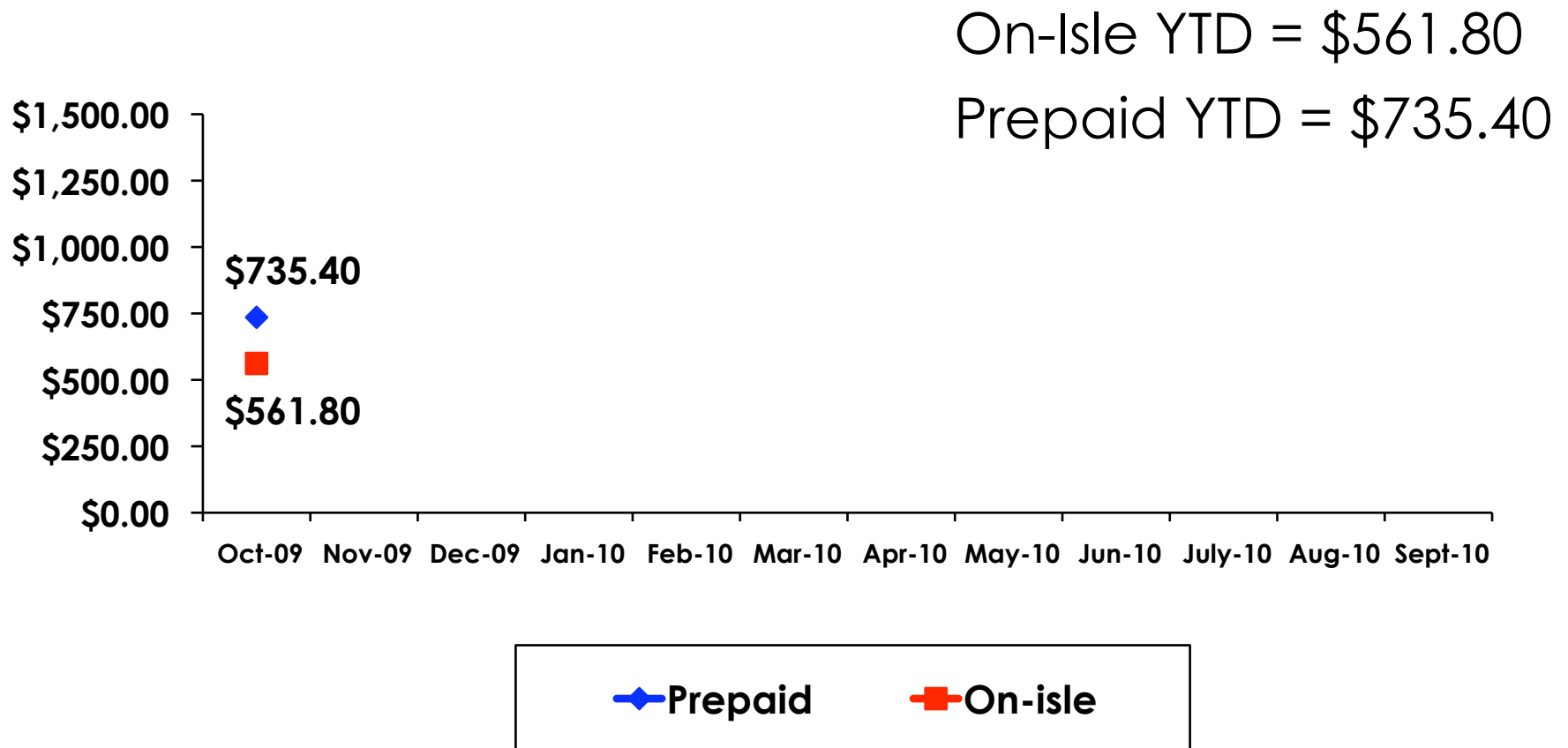
# On-Island Expenditures

- \$922.60 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,710 = Maximum (highest amount recorded for the entire sample)
- \$561.80 = overall mean average per person on-island expenditure

# On-Island Expenditures



# Prepaid/On-Island Expenditures



# Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER								
		Male	Female	Male				Female				
				AGE				AGE				
				20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A Mean	\$922.64	\$988.48	\$855.99	\$851.82	\$929.17	\$1,155.22	\$1,777.27	\$436.67	\$799.32	\$920.30	\$979.89	\$1,113.60
Median	\$555	\$560	\$515	\$500	\$565	\$600	\$1,000	\$410	\$500	\$550	\$515	\$1,000



# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$47.39	\$79.75	\$14.64	\$0.00	\$21.99	\$47.21	\$65.28	\$269.31
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$55
F&B-FF REST/CONV	Mean	\$32.67	\$35.46	\$29.85	\$116.67	\$30.93	\$26.42	\$44.02	\$42.50
	Median	\$16	\$15	\$20	\$100	\$10	\$18	\$20	\$45
F&B-OUT- SIDE HOTEL/ REST	Mean	\$73.57	\$87.62	\$59.36	\$33.33	\$53.54	\$88.16	\$114.93	\$79.69
	Median	\$25	\$34	\$20	\$0	\$13	\$15	\$100	\$33
OPTIONAL TOUR	Mean	\$83.14	\$93.01	\$73.15	\$35.00	\$92.19	\$62.05	\$69.54	\$166.69
	Median	\$0	\$0	\$0	\$50	\$0	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$291.06	\$274.07	\$308.26	\$85.00	\$278.67	\$299.45	\$409.57	\$51.56
	Median	\$50	\$50	\$80	\$55	\$50	\$74	\$55	\$0
GIFT/SOUV- F&F AT HOME	Mean	\$152.67	\$157.01	\$148.28	\$166.67	\$134.33	\$166.01	\$202.41	\$122.88
	Median	\$50	\$50	\$50	\$100	\$50	\$50	\$90	\$75
LOCAL TRANS	Mean	\$15.23	\$19.63	\$10.77	\$0.00	\$10.42	\$18.78	\$25.35	\$17.50
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$224.13	\$240.65	\$207.39	\$16.67	\$196.05	\$214.96	\$151.70	\$819.75
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$400
TOTAL ON ISLAND	Mean	\$922.64	\$988.48	\$855.99	\$436.67	\$822.69	\$925.18	\$1,082.80	\$1,569.88
	Median	\$555	\$560	\$515	\$410	\$500	\$565	\$560	\$1,100

# On-Island Expenditures

## First Timers & Repeaters

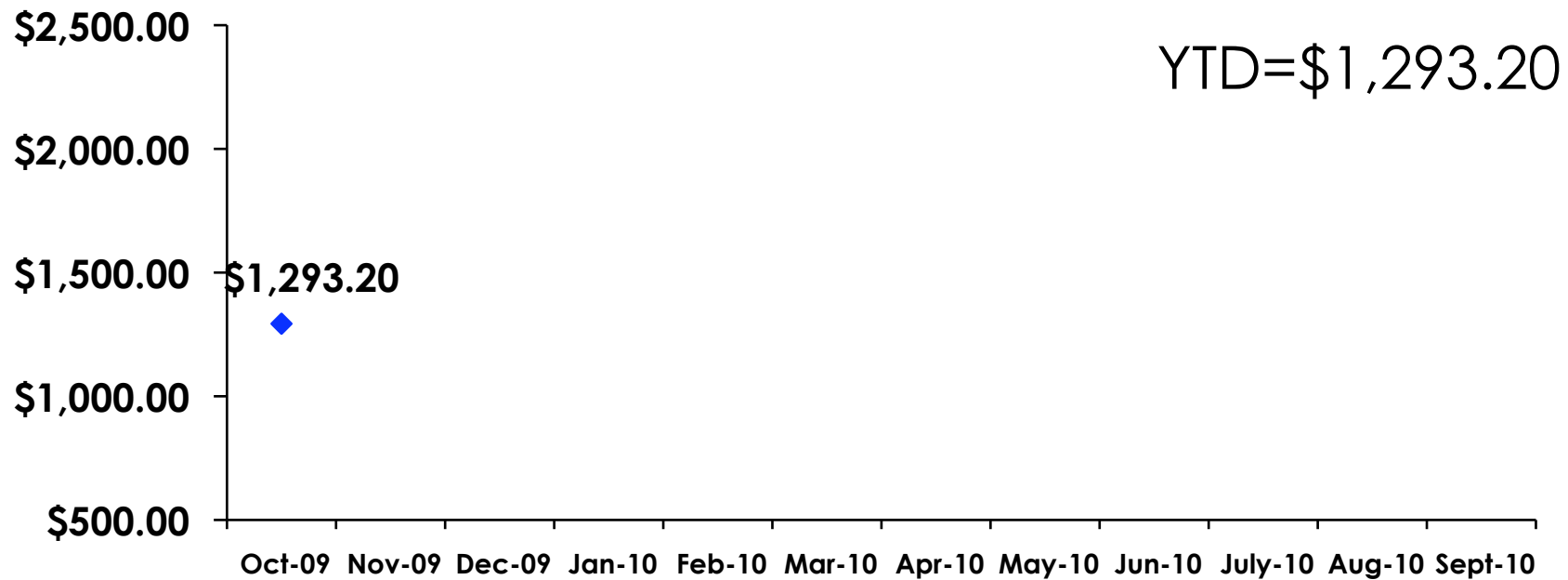
		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$51.01	\$41.95
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$30.48	\$35.96
	Median	\$10	\$20
F&B-OUT- SIDE HOTEL/ REST	Mean	\$63.05	\$89.40
	Median	\$10	\$50
OPTIONAL TOUR	Mean	\$89.79	\$73.15
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$245.31	\$359.85
	Median	\$50	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$141.59	\$169.33
	Median	\$50	\$50
LOCAL TRANS	Mean	\$9.74	\$23.49
	Median	\$0	\$0
OTHER EXP	Mean	\$213.20	\$240.55
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$845.44	\$1,038.73
	Median	\$500	\$650

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

- \$1,293.20 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,979 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures



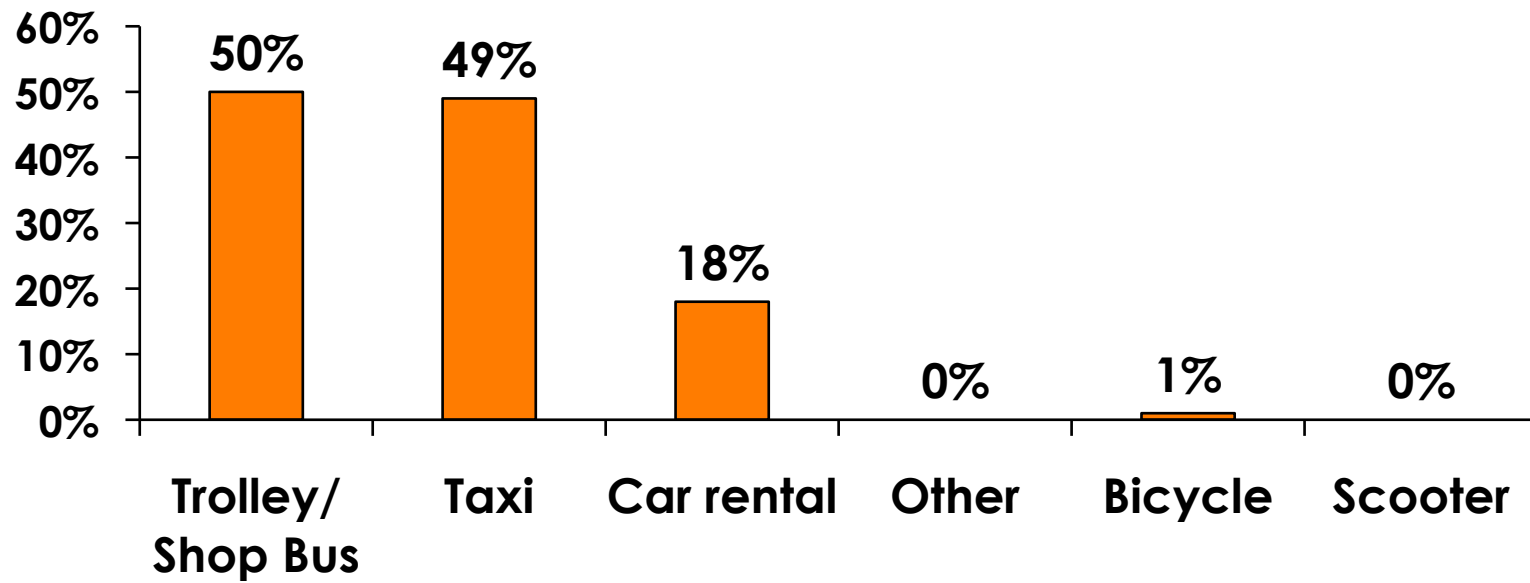
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# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$47.40
Food & beverage in fast food restaurant/ convenience store	\$32.70
Food & beverage at restaurants or drinking establishments outside a hotel	\$73.60
Optional tours and activities	\$83.10
Gifts/ souvenirs for yourself/companions	\$291.10
Gifts/ souvenirs for friends/family at home	\$152.70
Local transportation	\$15.20
Other expenses not covered	\$224.10
<b>Average Total</b>	<b>\$922.60</b>

# Local Transportation

n=82



# Guam Airport Expenditures

- \$29.20 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,000 = Maximum (highest amount recorded for the entire sample)

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# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$7.10
<b>Gifts/Souvenirs Self</b>	\$13.10
<b>Gifts/Souvenirs Others</b>	\$8.90
<b>Total</b>	<b>\$29.20</b>

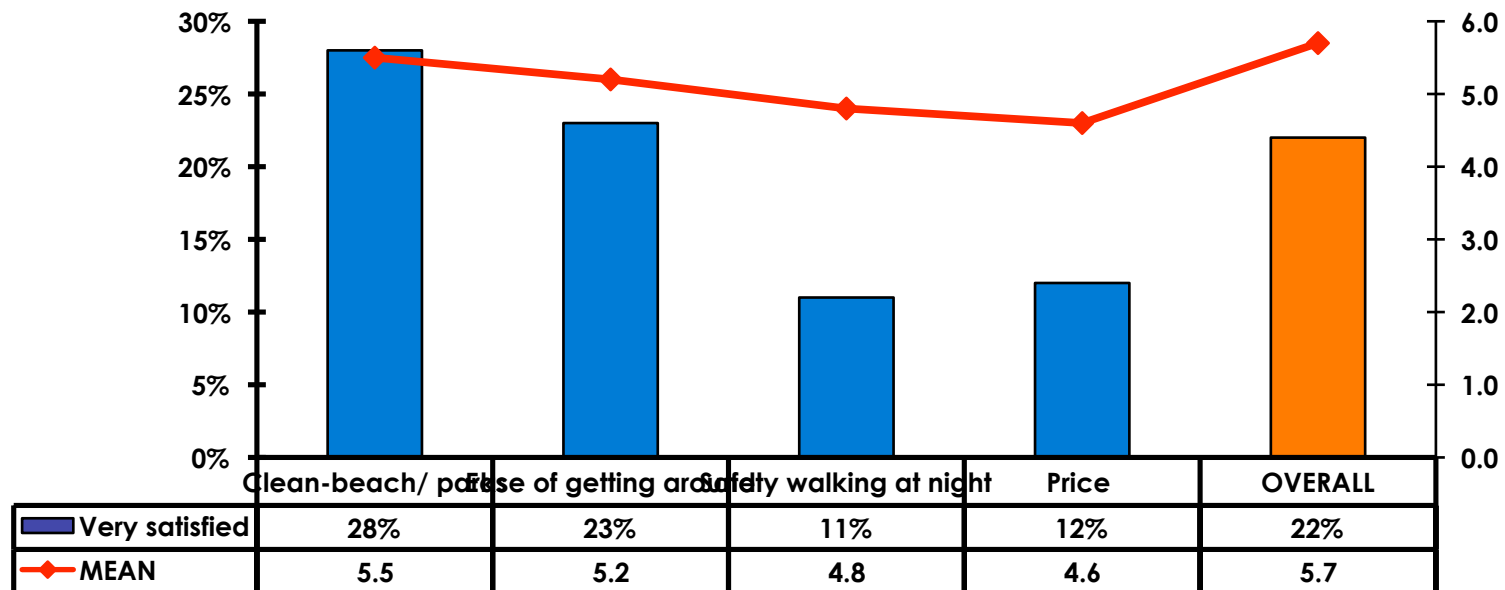


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied

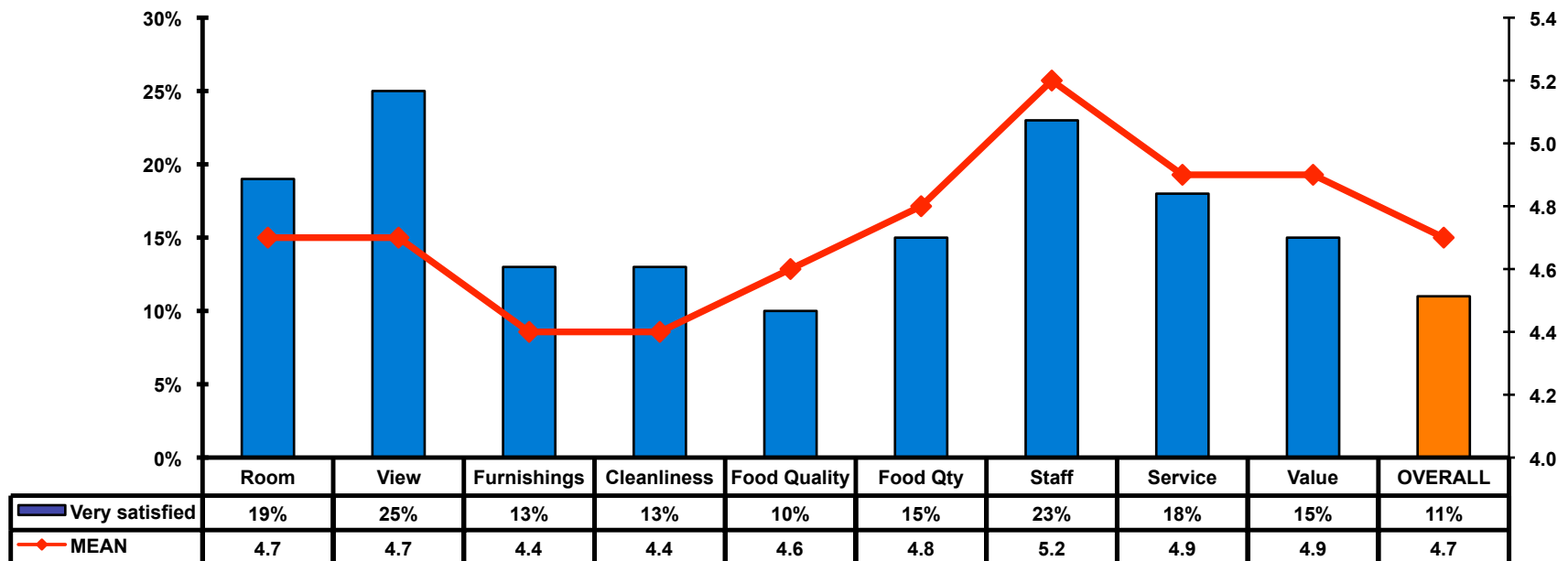




# Quality of Accommodations

7pt Rating Scale

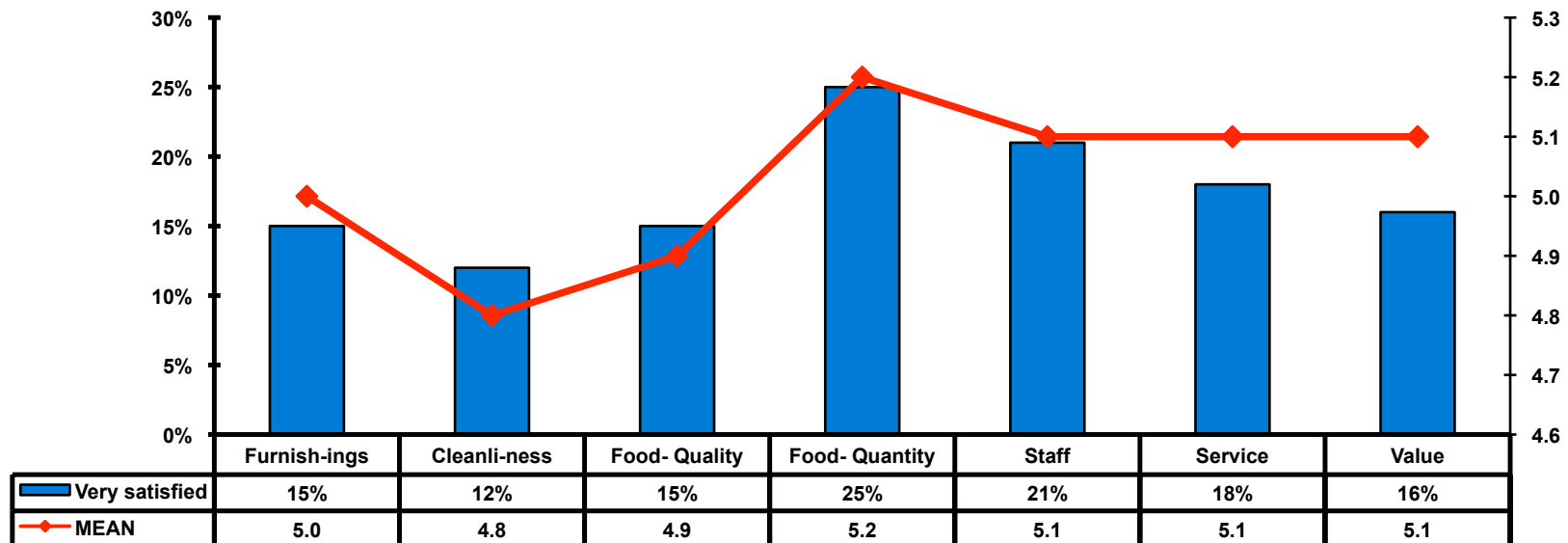
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

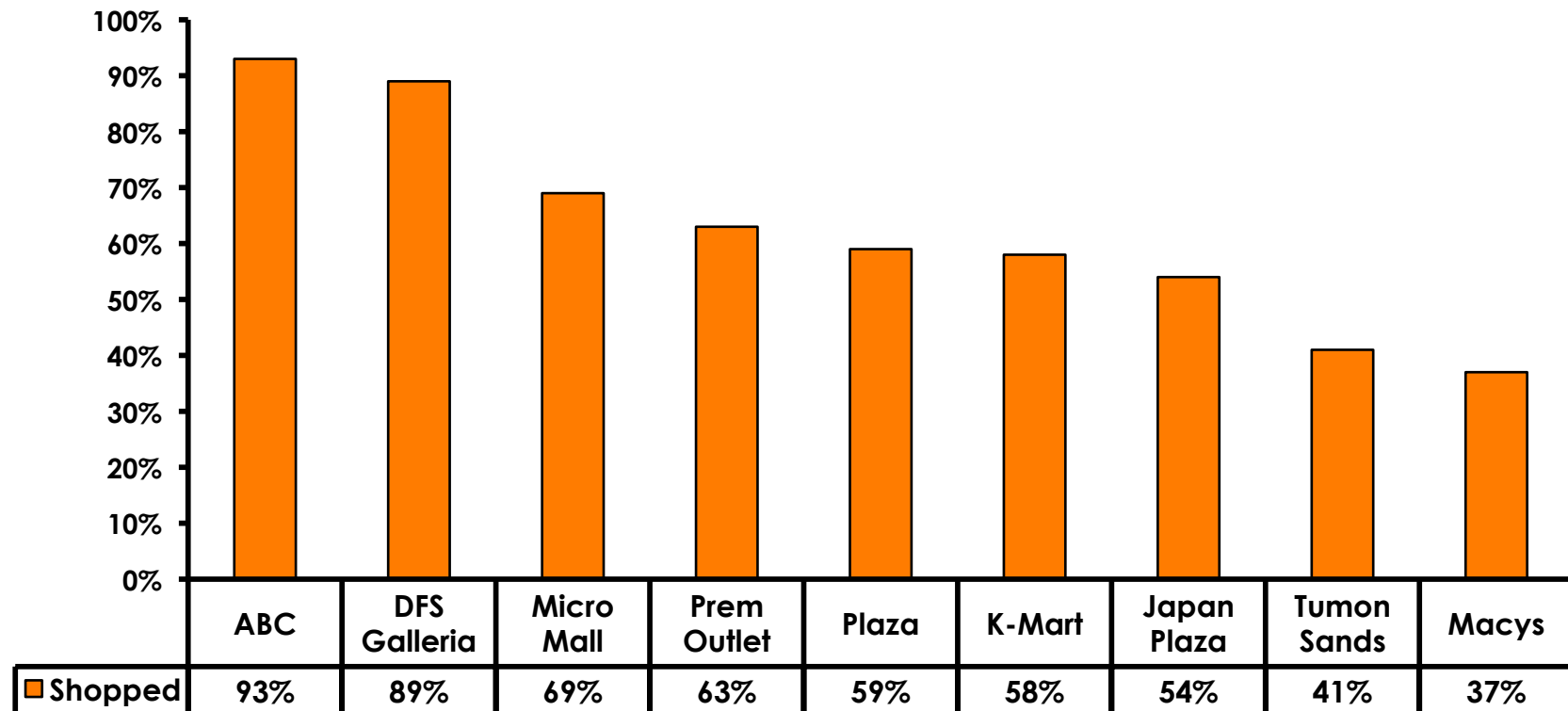
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

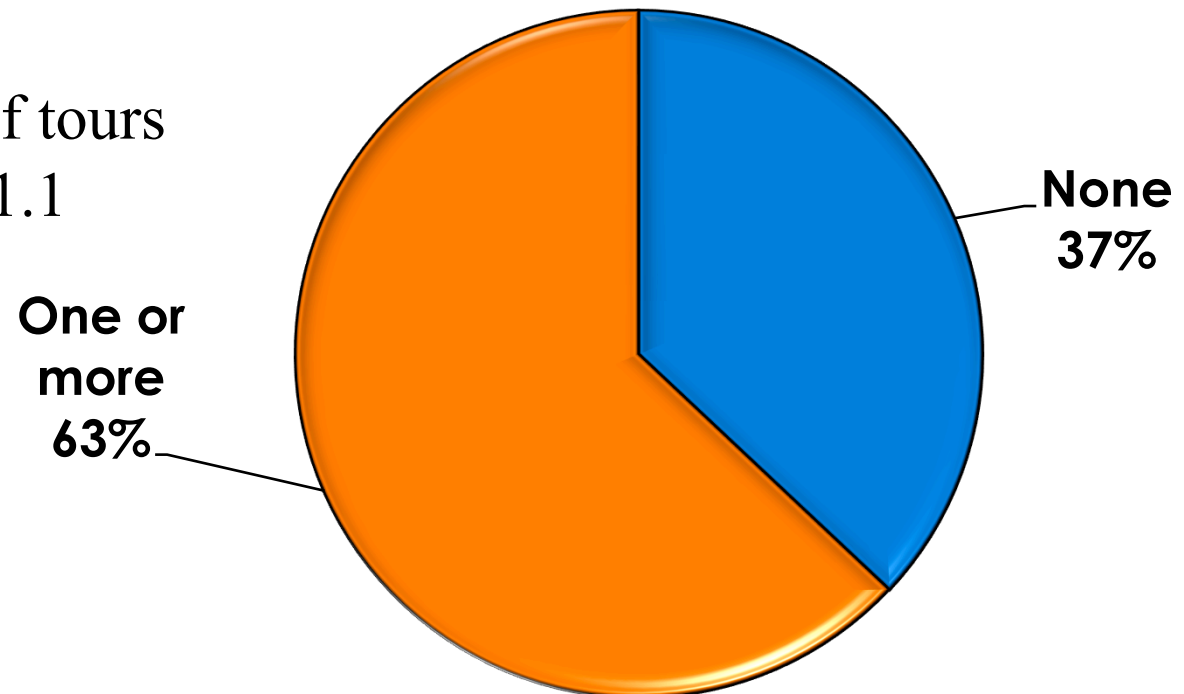
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>45%</b>	Score of 6 to 7 = <b>42%</b>
Score of 4 to 5 = <b>43%</b>	Score of 4 to 5 = <b>43%</b>
Score 1 to 3 = <b>12%</b>	Score 1 to 3 = <b>16%</b>
<b>MEAN = 5.1</b>	<b>MEAN = 4.9</b>

# Optional Tour Participation

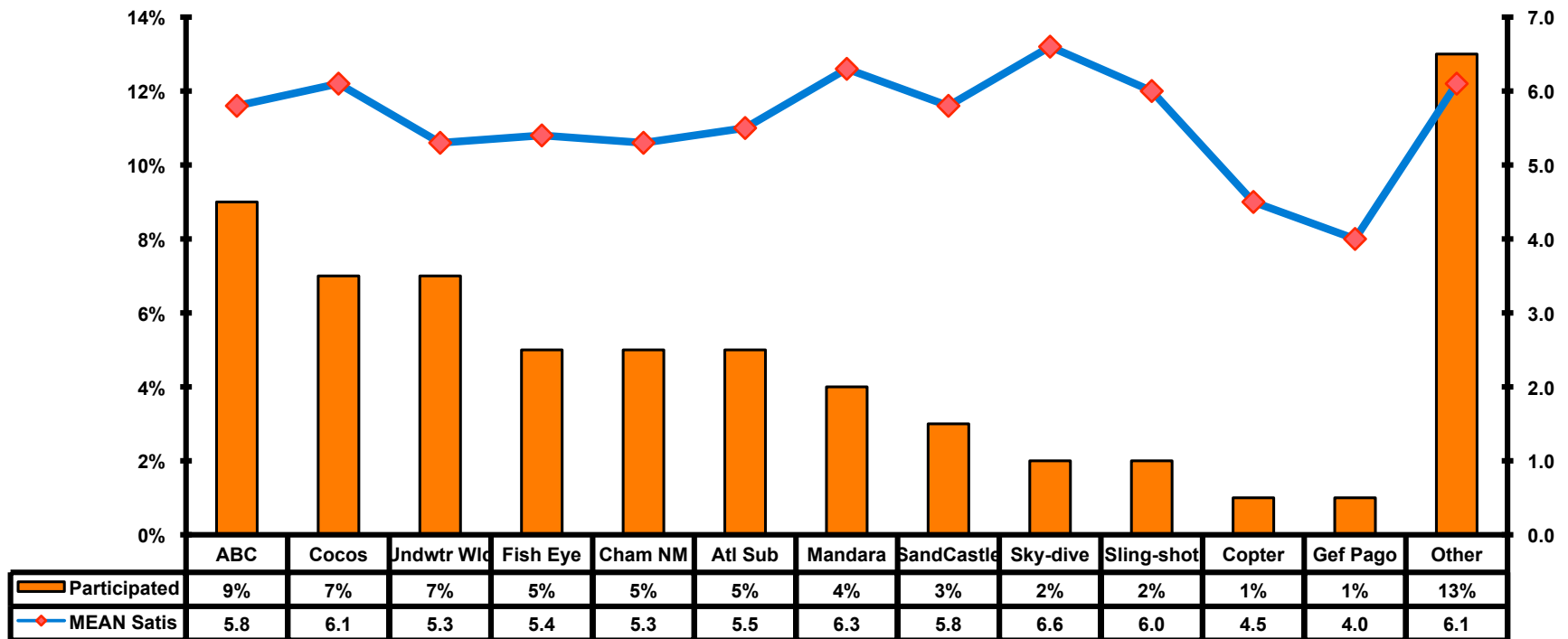
- Average number of tours participated in is 1.1





# Optional Tours

## Participation & Satisfaction



# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = <b>49%</b>	Score of 6 to 7 = <b>46%</b>
Score of 4 to 5 = <b>47%</b>	Score of 4 to 5 = <b>53%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>2%</b>
<b>MEAN = 5.3</b>	<b>MEAN = 5.2</b>

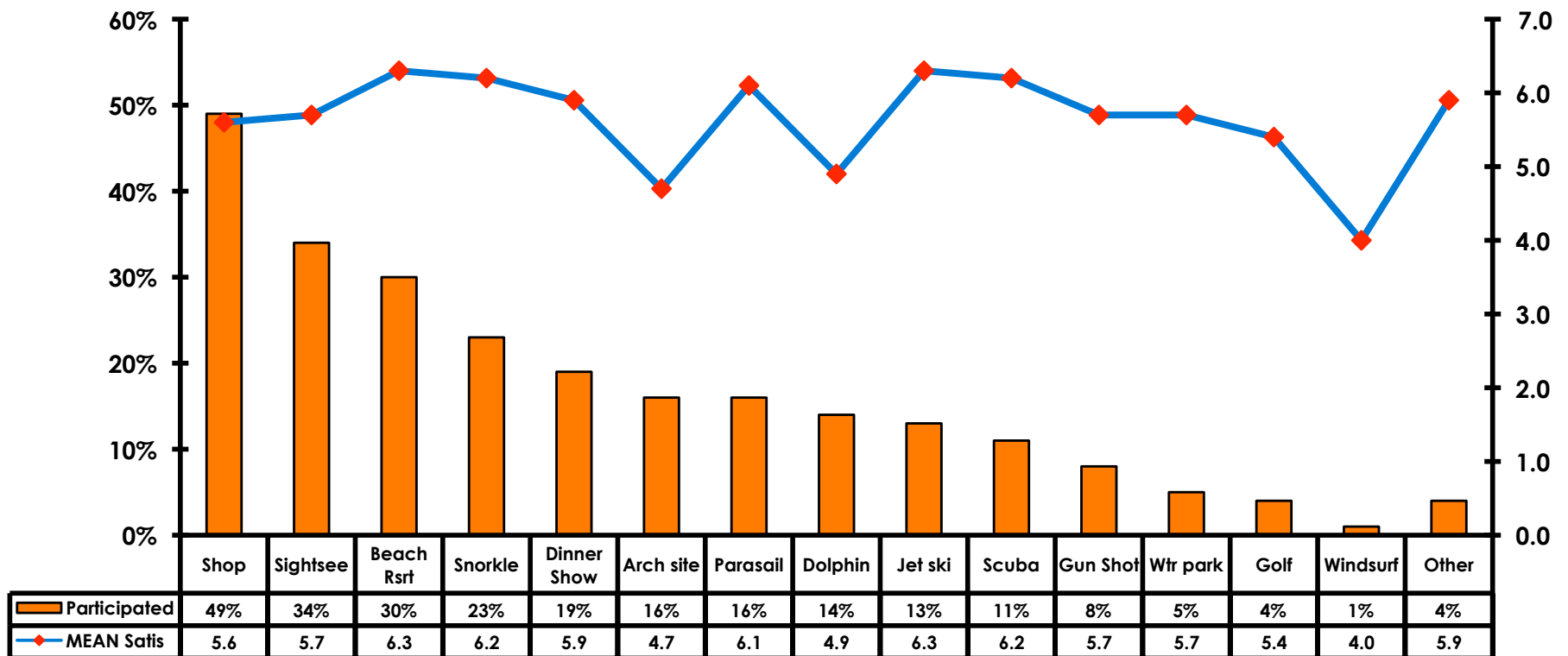
# Night Tours Satisfaction

7pt Rating Scale

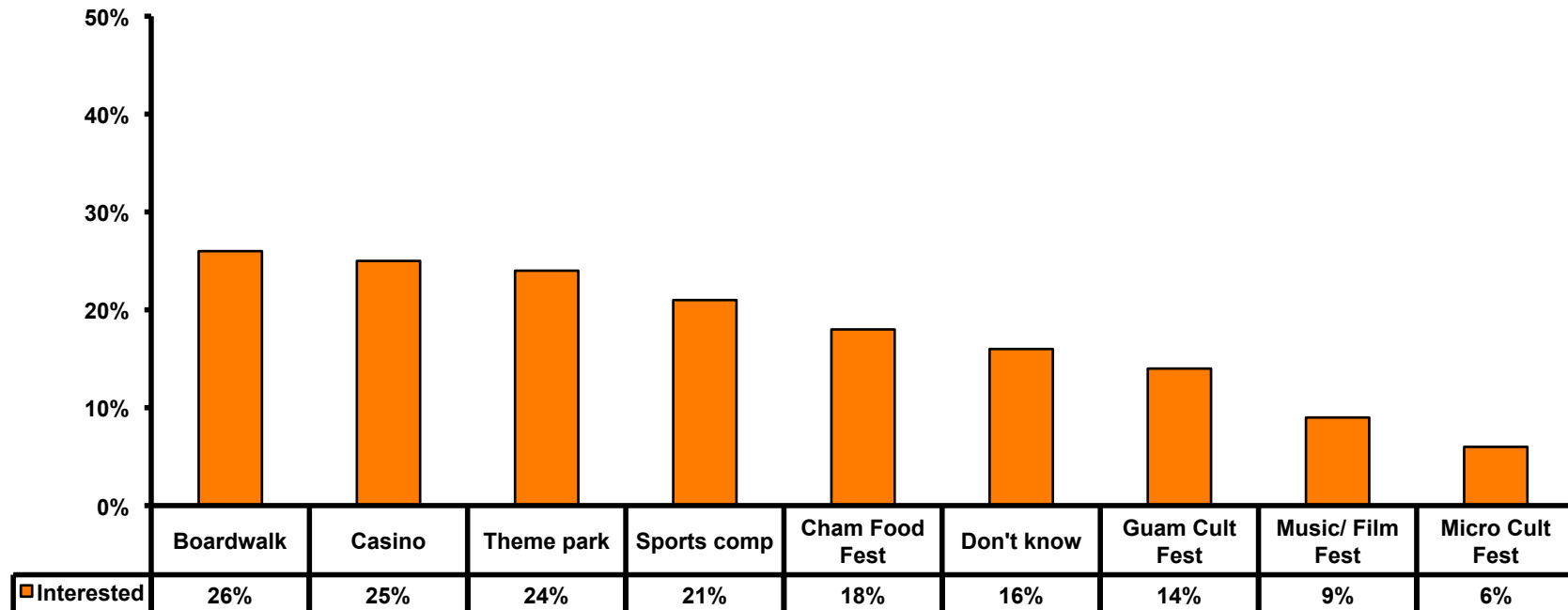
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>21%</b>	Score of 6 to 7 = <b>19%</b>
Score of 4 to 5 = <b>72%</b>	Score of 4 to 5 = <b>73%</b>
Score 1 to 3 = <b>8%</b>	Score 1 to 3 = <b>7%</b>
<b>MEAN = 4.4</b>	<b>MEAN = 4.4</b>

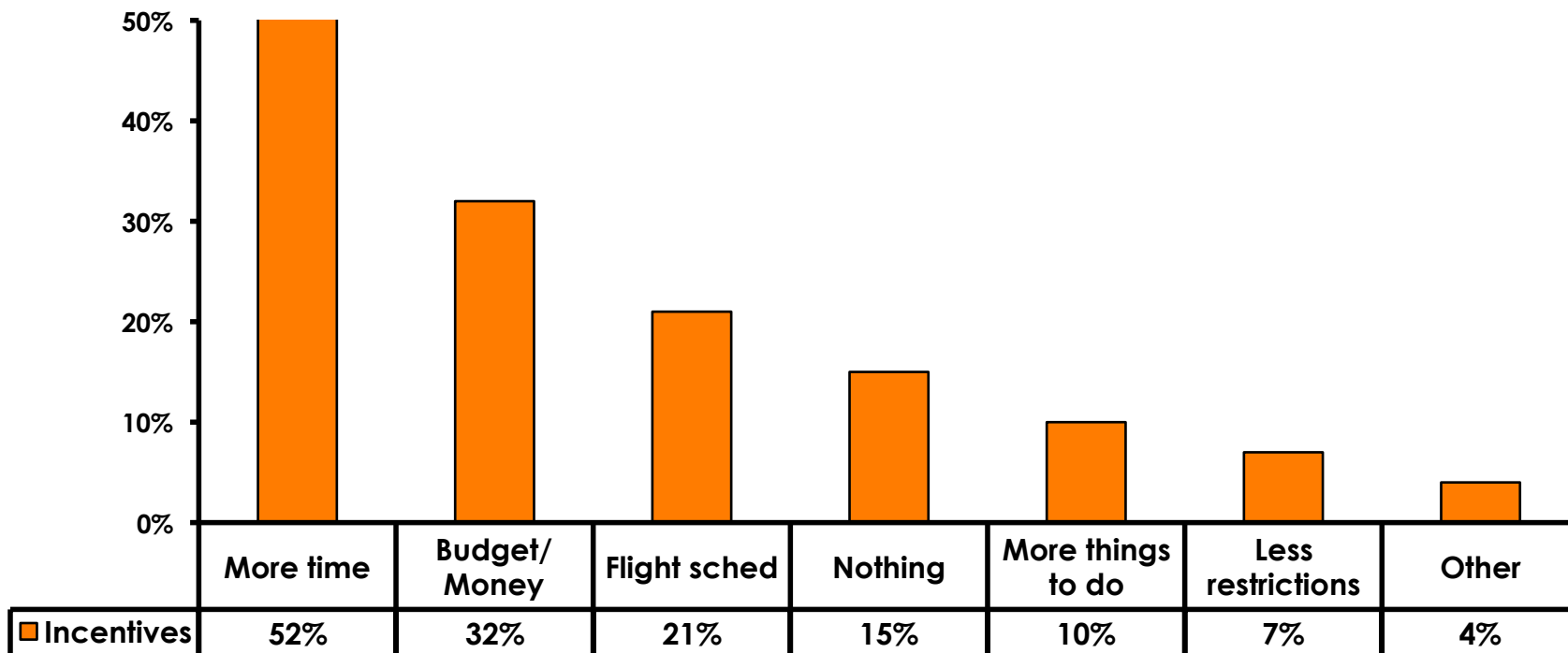
# Satisfaction with Other Activities



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



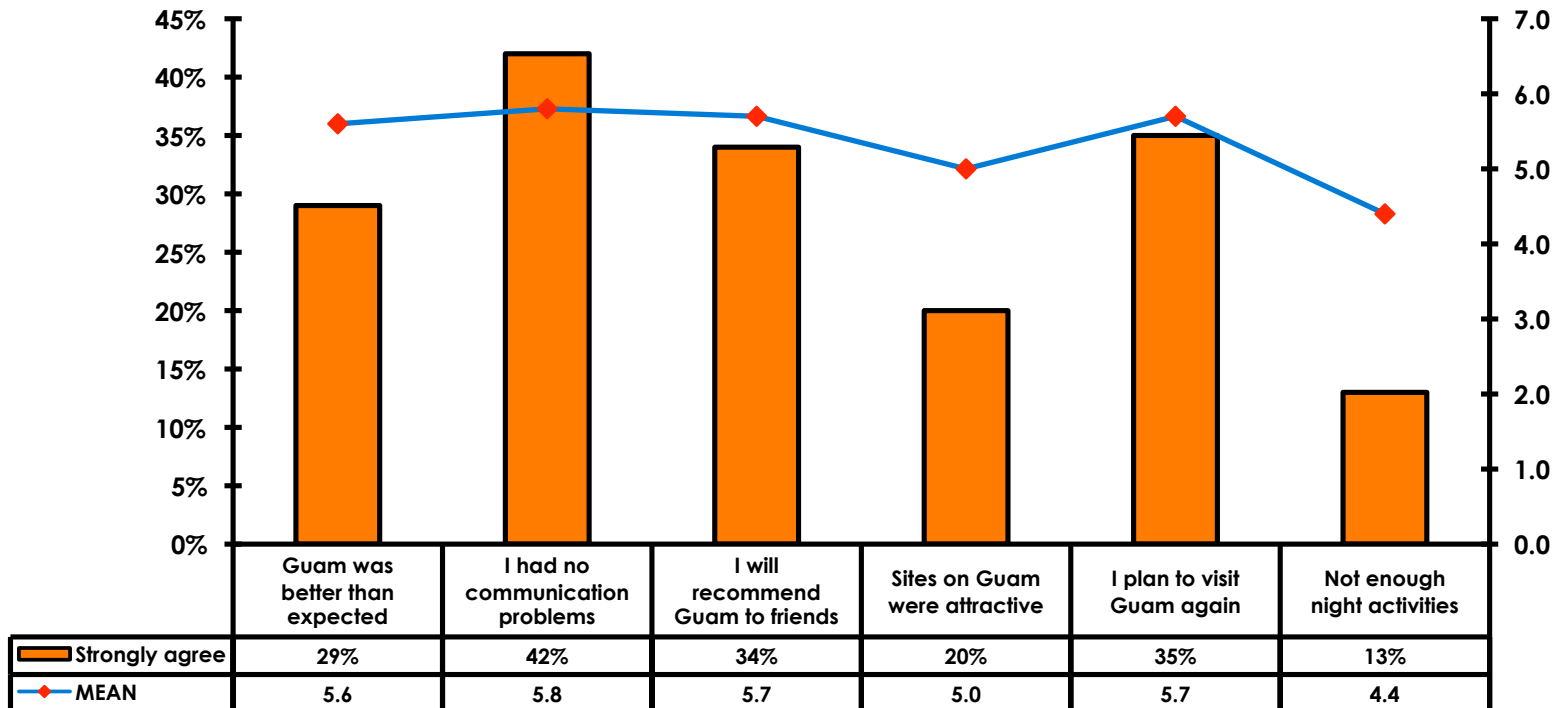
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

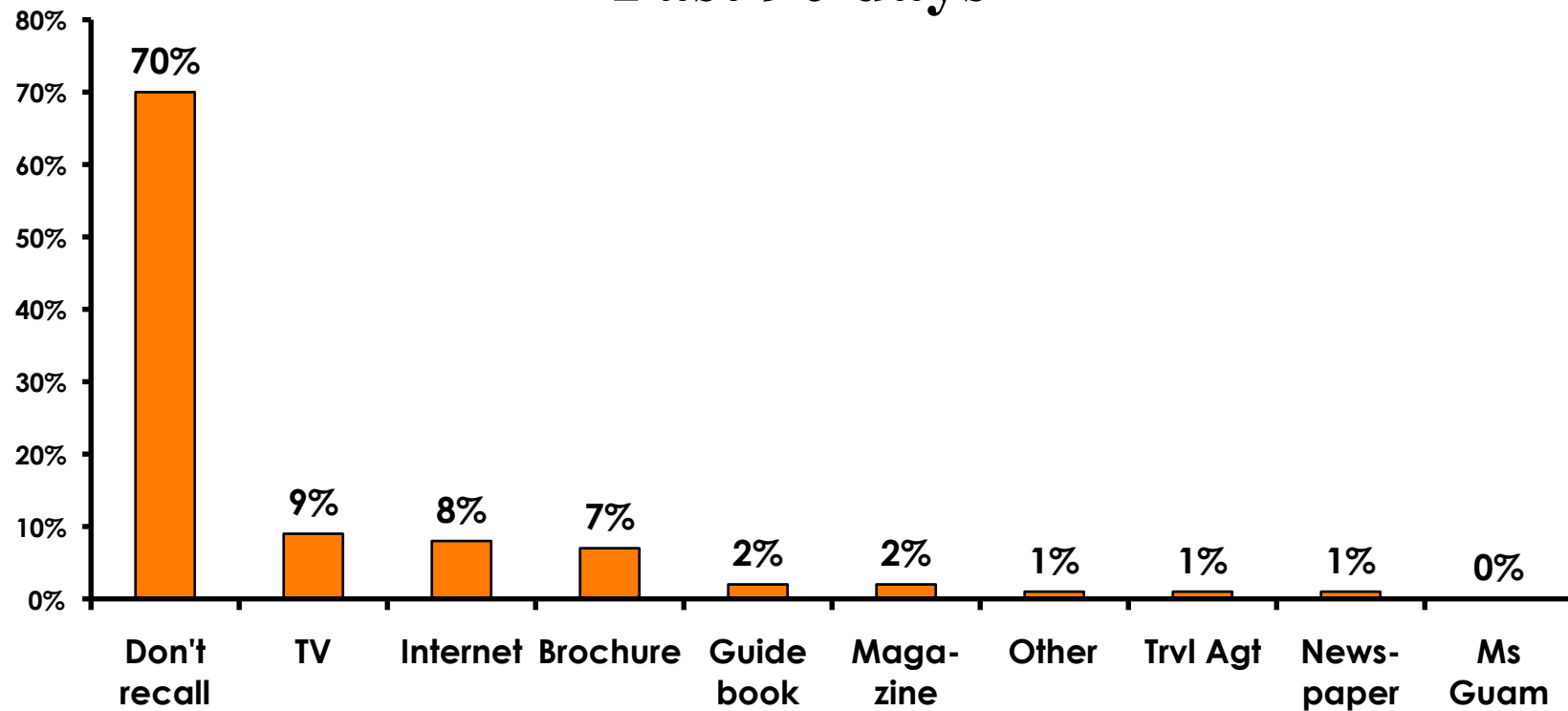


# SECTION 5 **PROMOTIONS**



# Guam Promotion - Media

## Past 90 days



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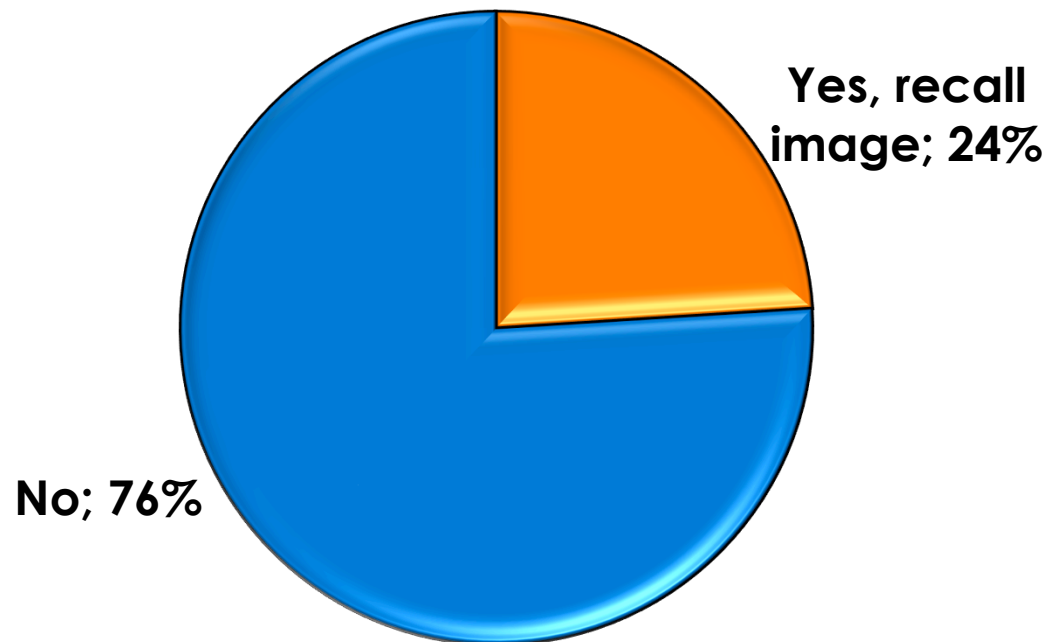
# Message Recall

(Filter: recall ad/promo n=97)

- 57% An image
- 24% Other
- 14% Don't recall
- 7% Tag line

# Aided Awareness - Image Test

(Filter: recall ad/promo n=97)



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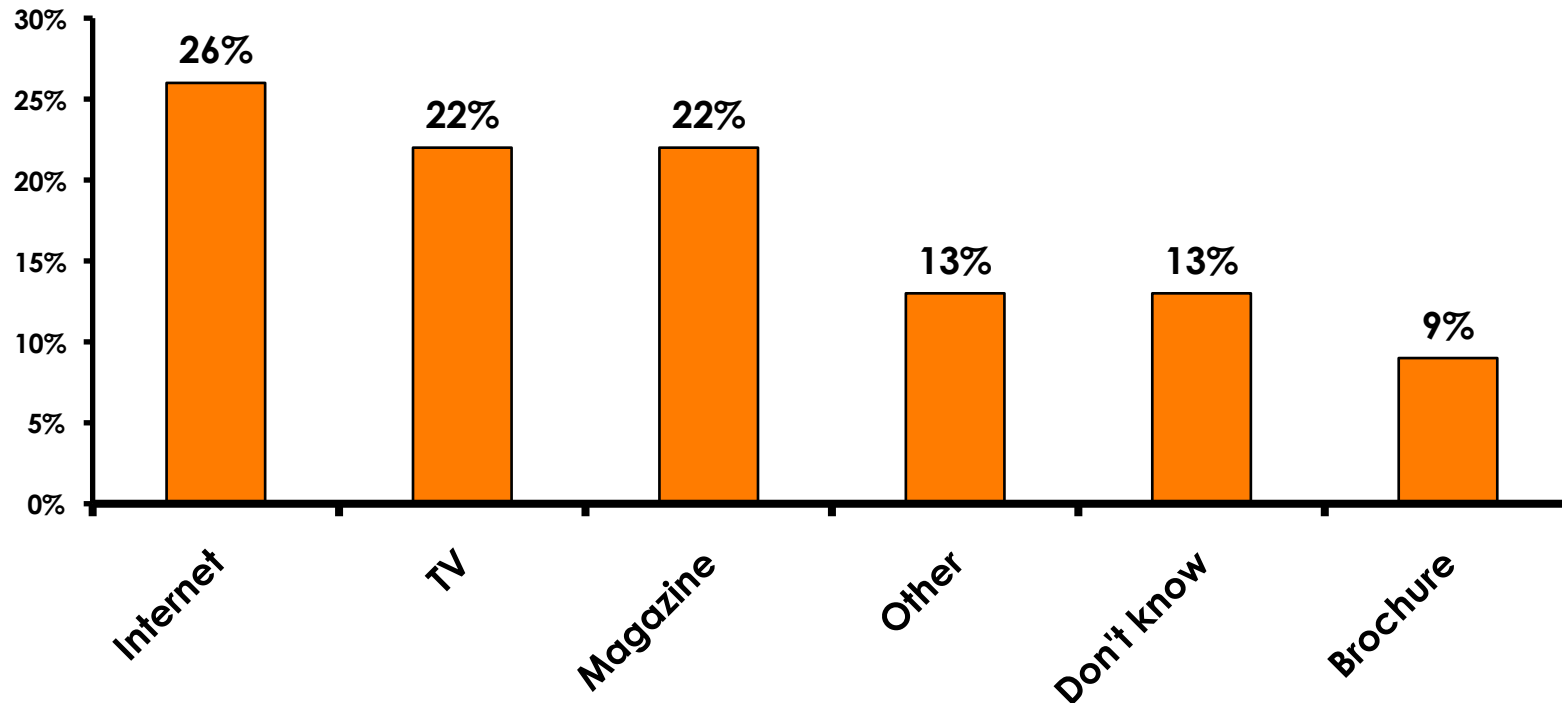
# Aided Image Recall

(Filter: recall image n=23)

- 70% - Sakana Kun
- 22% - Touch the culture/Yard
- 17% - Touch the culture/ Sunset
- 4% - Touch the nature scene

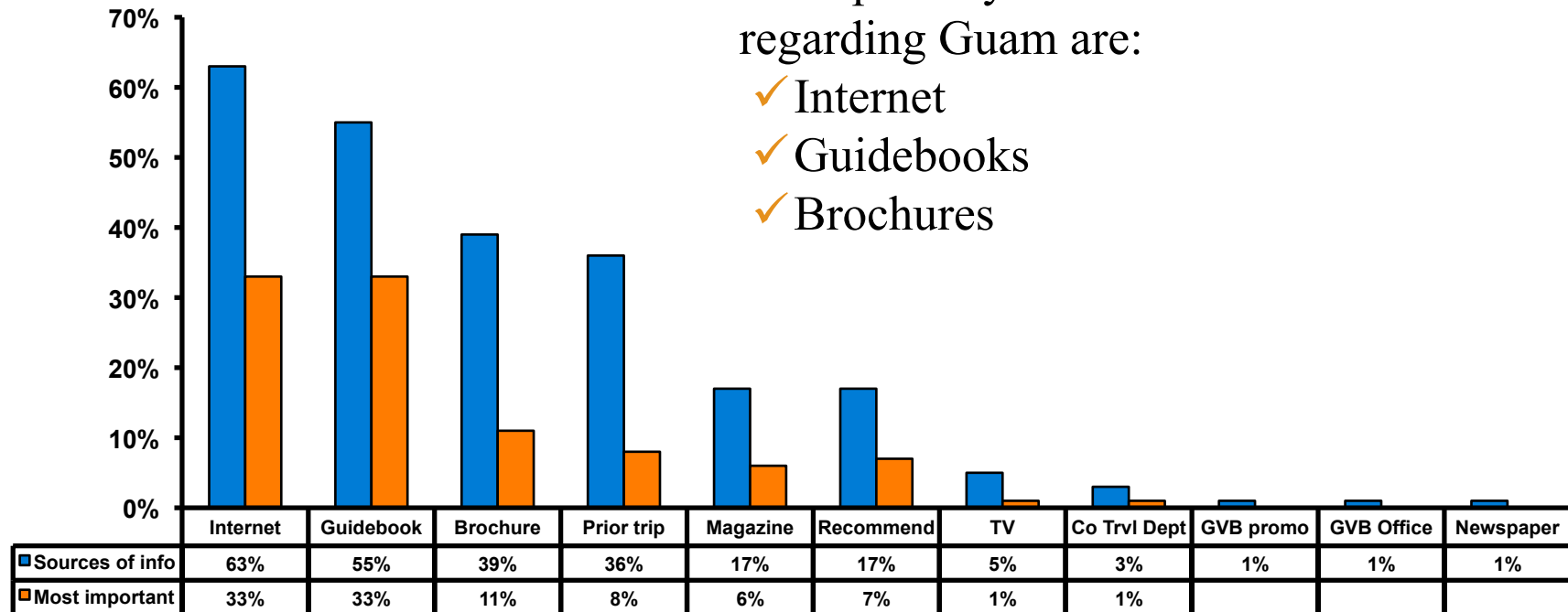
# Aided Image Recall - Media Outlet

(Filter: Recall image/ n=23)

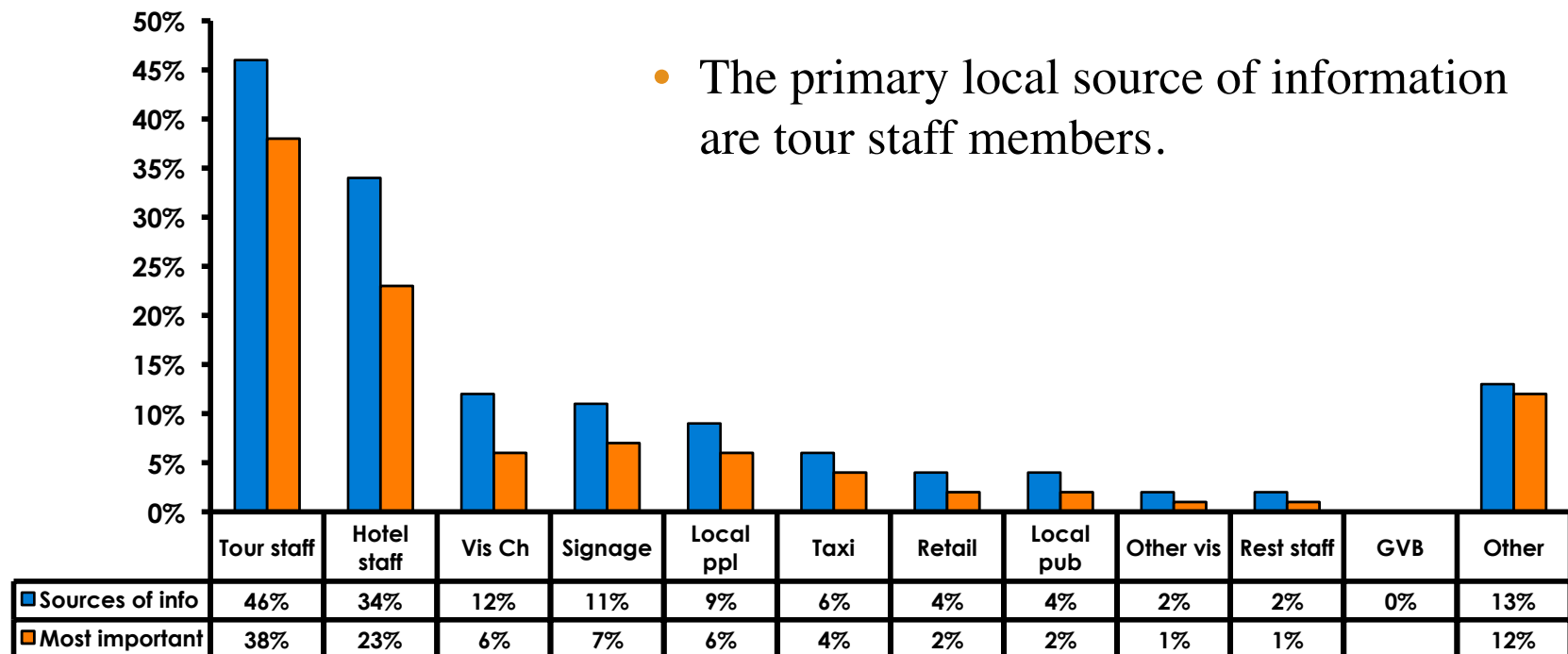


# Sources of Information Pre-arrival

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



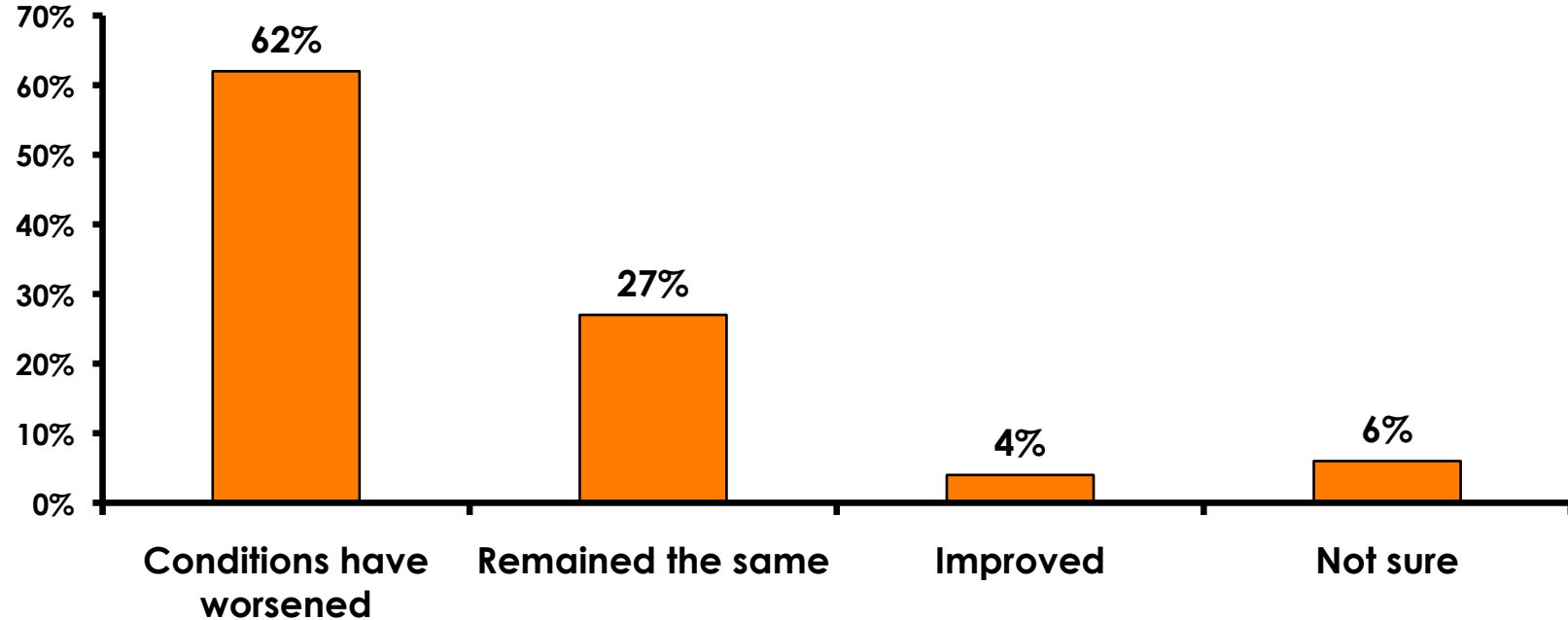
# Sources of Information Post-arrival



# SECTION 6 **OTHER ISSUES**



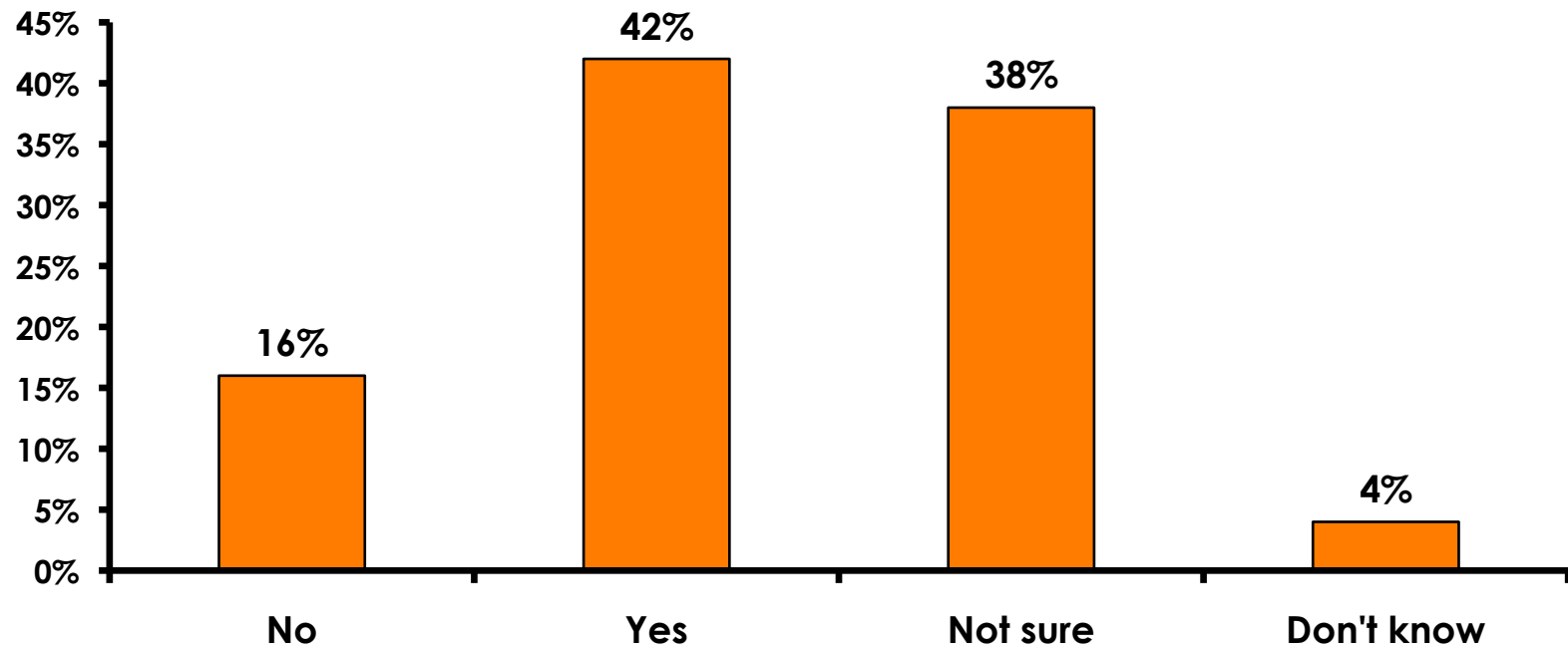
## Rating the Japan economy compared to 12 months ago - Overall



# 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	100%	61%	58%	72%	75%	54%	62%	62%	64%	69%	66%	80%
	Conditions have remained the same		27%	31%	24%	13%	29%	29%	29%	27%	24%	25%	20%
	Conditions have improved		4%	4%	4%	6%	4%	2%	4%	5%	3%	5%	
	Do not know		8%	7%		6%	13%	8%	6%	3%	3%	4%	
Total	Count	3	163	97	46	16	48	52	52	59	29	56	5

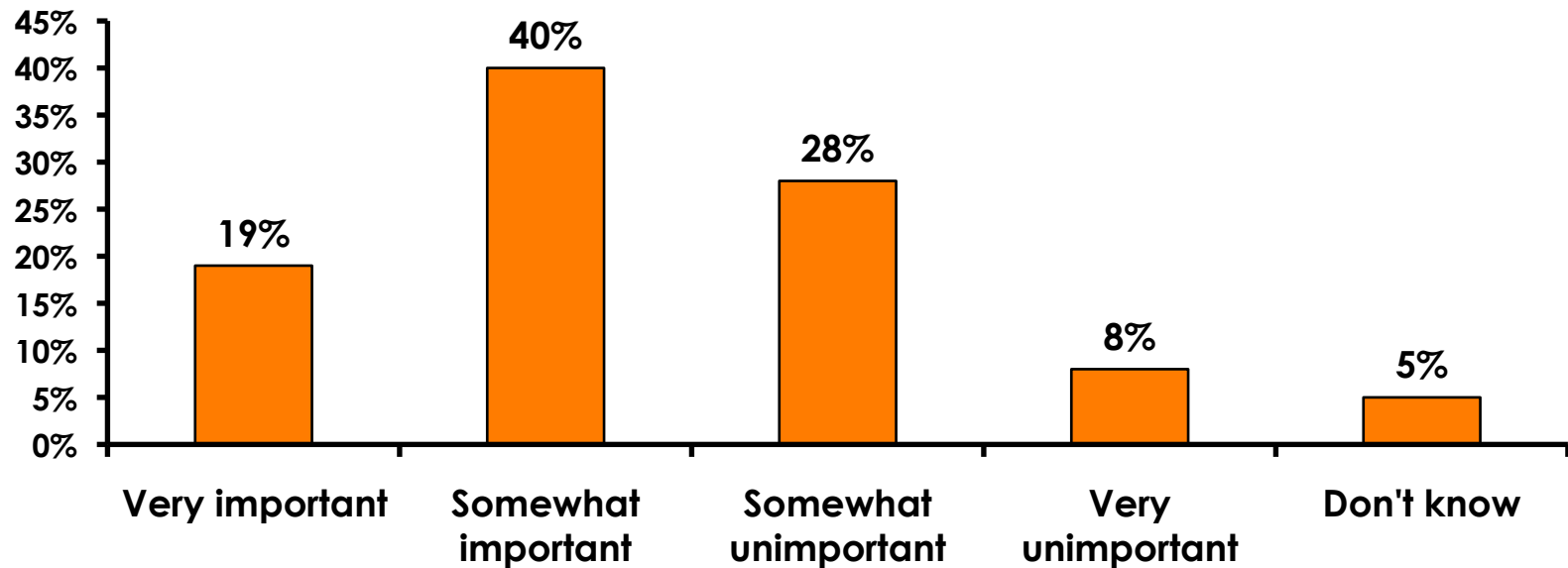
# Good time to spend money on travel outside of Japan - Overall



# 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		18%	13%	17%	13%	14%	13%	19%	15%	21%	18%	
	Yes	33%	40%	46%	50%	31%	42%	44%	40%	37%	38%	54%	40%
	Not sure	67%	37%	38%	33%	50%	36%	38%	37%	44%	41%	27%	40%
	Do not know		5%	3%		6%	8%	4%	4%	3%		2%	20%
Total	Count	3	164	98	46	16	50	52	52	59	29	56	5

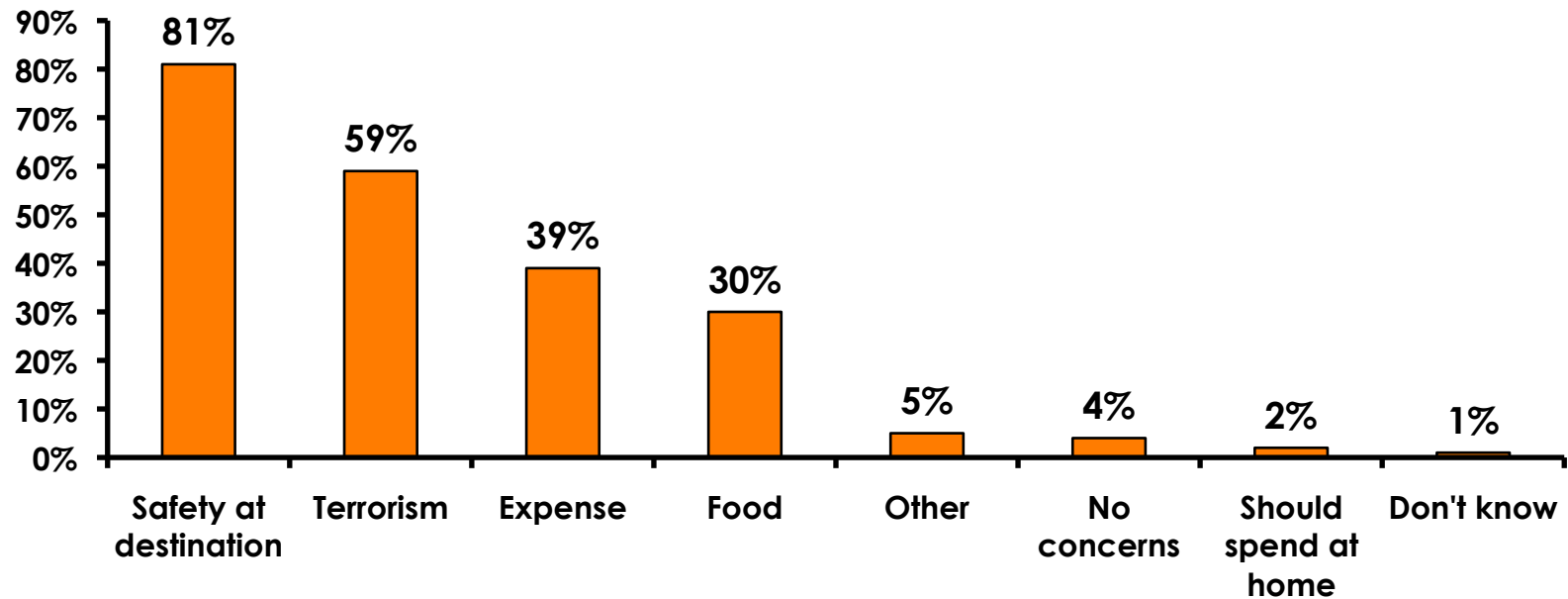
## The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



# 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+	No Inc
Q.25	Very unimportant	33%	8%	7%	9%	6%	4%	2%	8%	3%	14%	20%	20%
	Somewhat unimportant	67%	27%	31%	26%	25%	24%	31%	27%	31%	24%	36%	20%
	Somewhat important		40%	36%	54%	31%	37%	42%	44%	44%	41%	32%	40%
	Very important		18%	22%	11%	25%	24%	21%	17%	19%	17%	9%	20%
	Do not know		7%	4%		13%	10%	4%	4%	3%	3%	4%	
Total	Count	3	163	98	46	16	49	52	52	59	29	56	5

# Concerns about travel outside of Japan - Overall

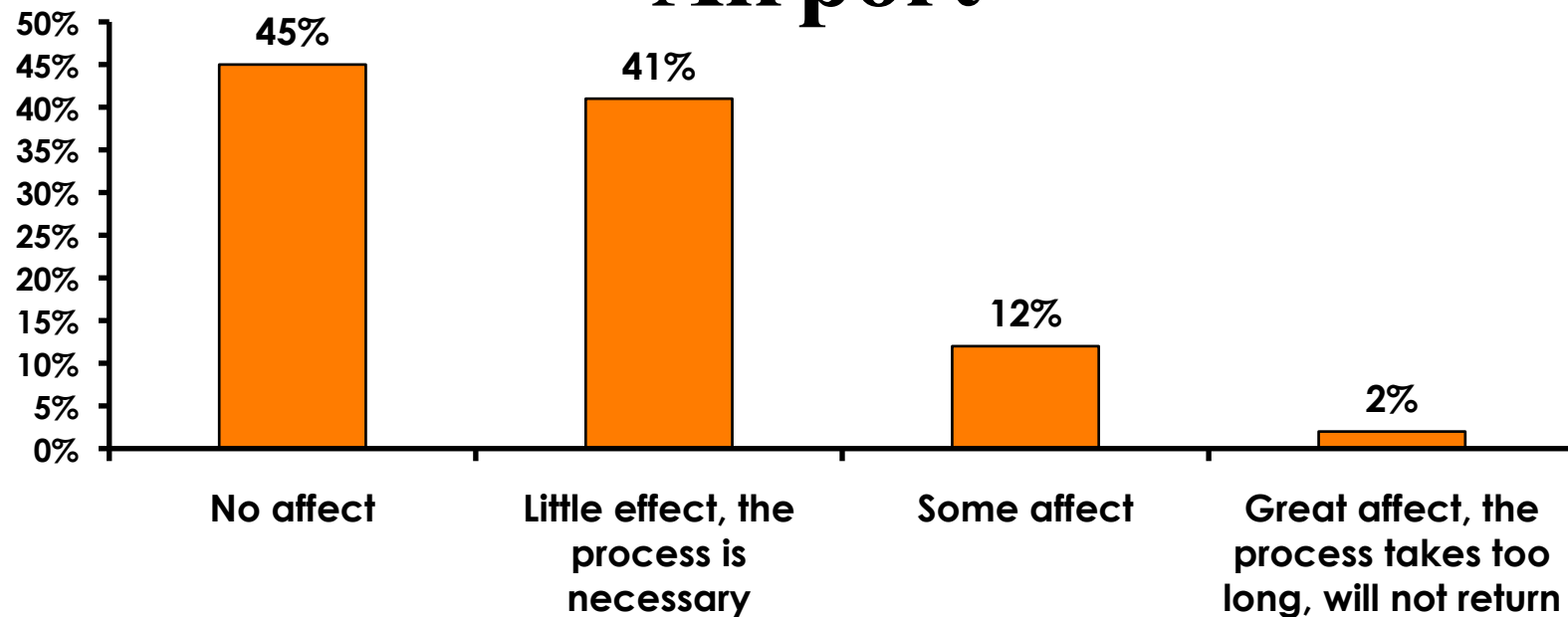


# Concerns about travel outside of Japan - By Age & Income

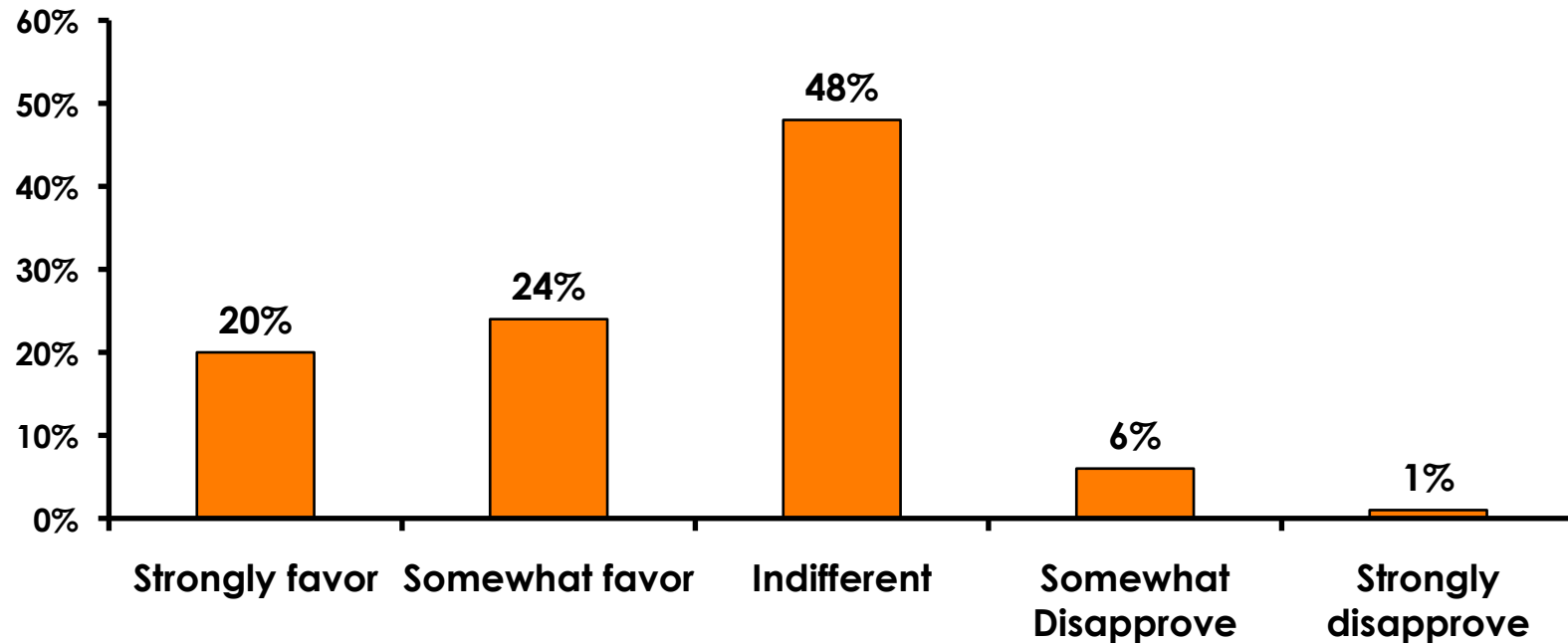
	AGE					PERSONAL INCOME							
	<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc	
Q.26													
Safety at my destination	100%	82%	72%	89%	88%	76%	83%	81%	83%	79%	86%	80%	
Terrorism	67%	62%	53%	65%	56%	50%	65%	73%	56%	55%	63%	60%	
Expense	67%	36%	46%	39%	31%	38%	42%	38%	41%	45%	32%	40%	
Food	67%	30%	32%	28%	19%	28%	38%	31%	32%	31%	25%		
Other		4%	4%	9%	6%	6%	2%	2%	7%	3%	7%		
No concerns		2%	5%	4%	6%	4%			5%	7%	5%	20%	
Spending money abroad when it should be spent at home		2%	3%			2%		2%	5%				
Do not know		1%	1%			2%	2%						
Total	Cases	3	164	98	46	16	50	52	52	59	29	56	5



# Security Screening/ Immigration Process at Guam International Airport



# Increase Drinking Age to 21



# Increase Drinking Age to 21 by Gender & Age

			GENDER		AGE		
			Male	Female	18-34	35-54	55+
Q.28.3	Strongly Favor	Count	36	30	42	21	3
		Col %	22.0%	18.9%	19.2%	22.8%	25.0%
	Somewhat favor	Count	38	39	49	27	1
		Col %	23.2%	24.5%	22.4%	29.3%	8.3%
	Indifferent	Count	74	82	110	38	8
		Col %	45.1%	51.6%	50.2%	41.3%	66.7%
	Somewhat disapprove	Count	13	7	16	4	
		Col %	7.9%	4.4%	7.3%	4.3%	
	Strongly disapprove	Count	3	1	2	2	
		Col %	1.8%	.6%	.9%	2.2%	
Total	Count		164	159	219	92	12

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

- Mean Rating – **3.3** out of possible 7.0
- Agree (Score 6-7) – **11%**
- Neutral (Score 4-5) – **44%**
- Disagree (Score 1-3) – **44%**

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

