GUAM VISITORS BUREAU
Korean Visitor Tracker Exit Profile FY2015
OCTOBER 2014

Prepared by: QMark Research

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 **351** departing Korean 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 **351** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Korean 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 Korean seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Korea marketing plan.

• Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.
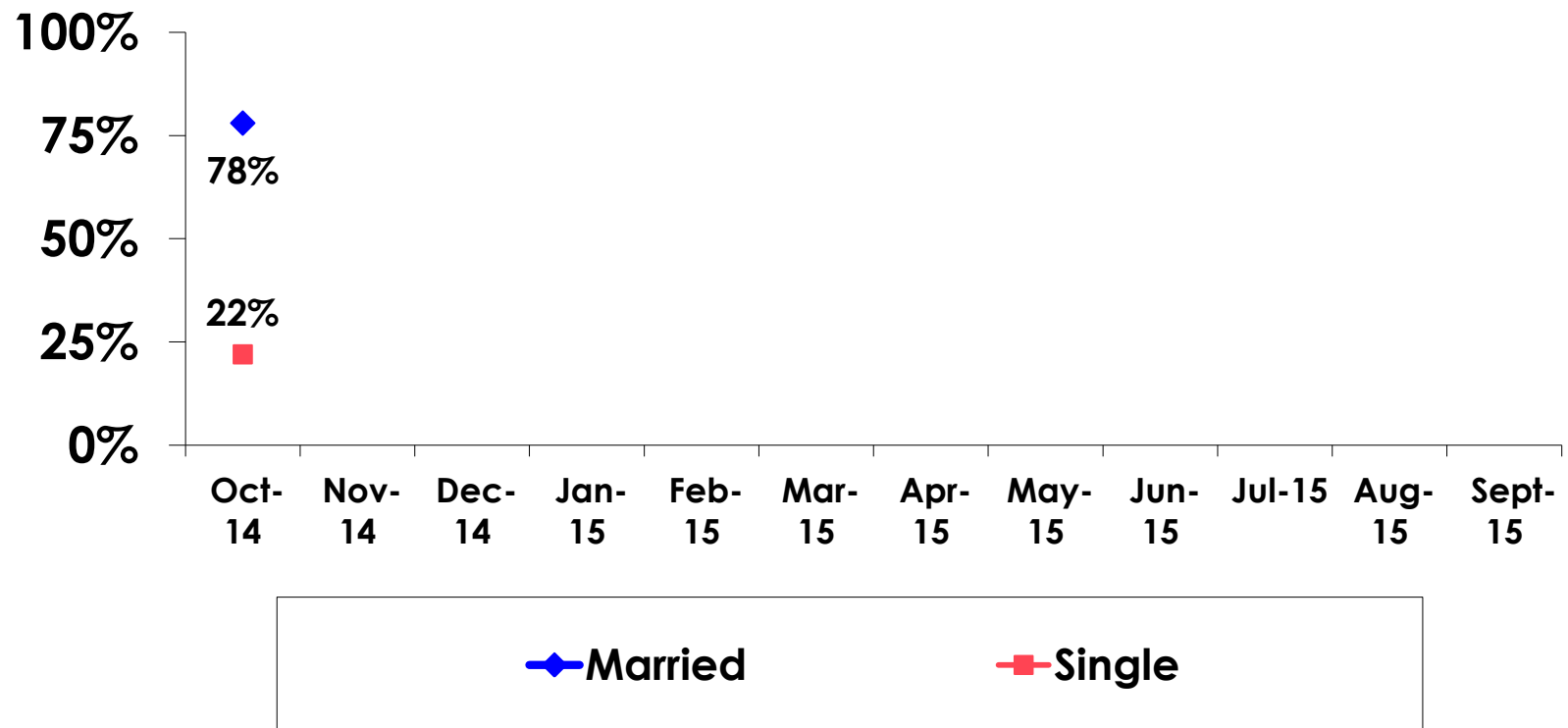
SECTION 1
PROFILE OF RESPONDENTS
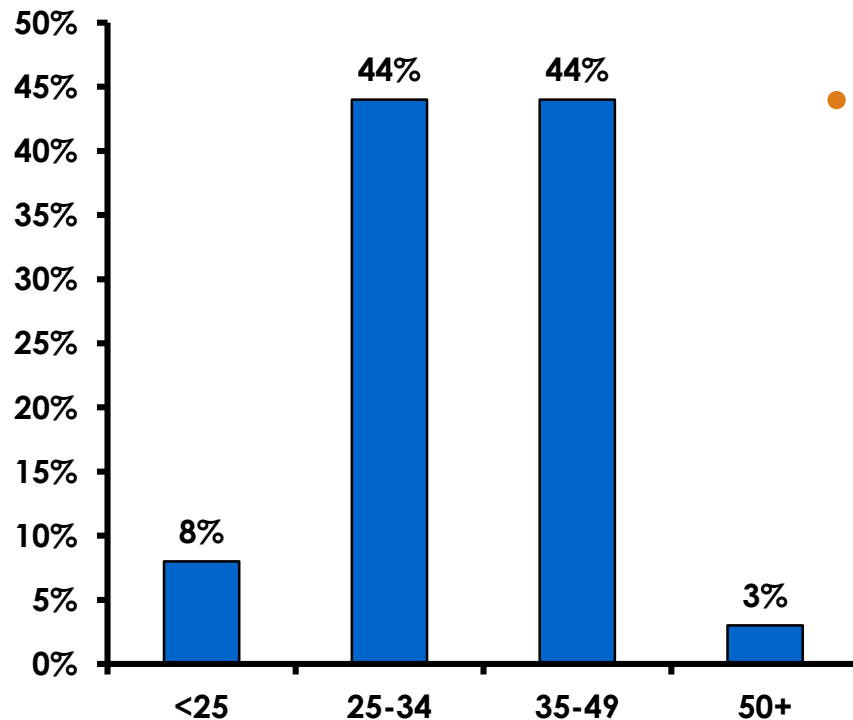
Marital Status - Overall
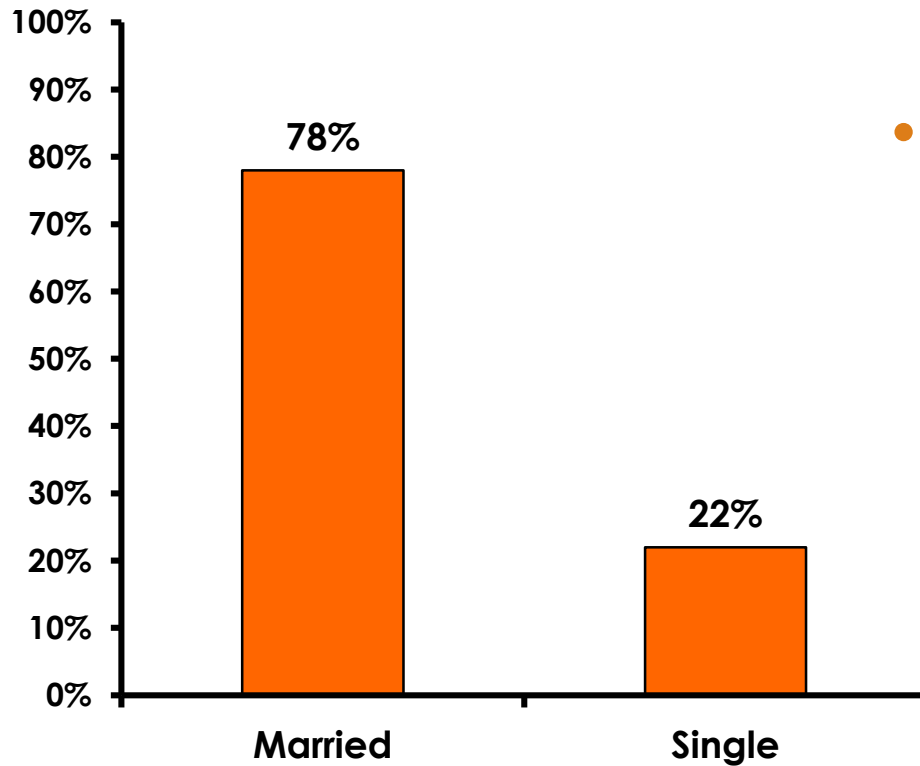
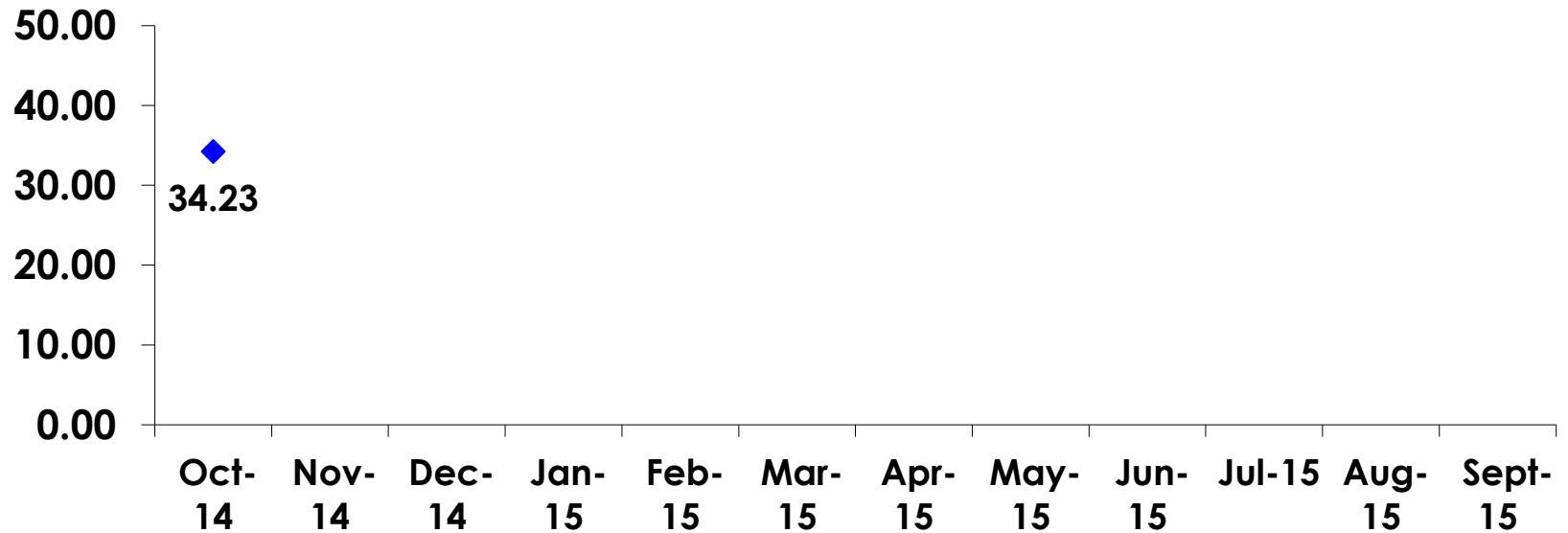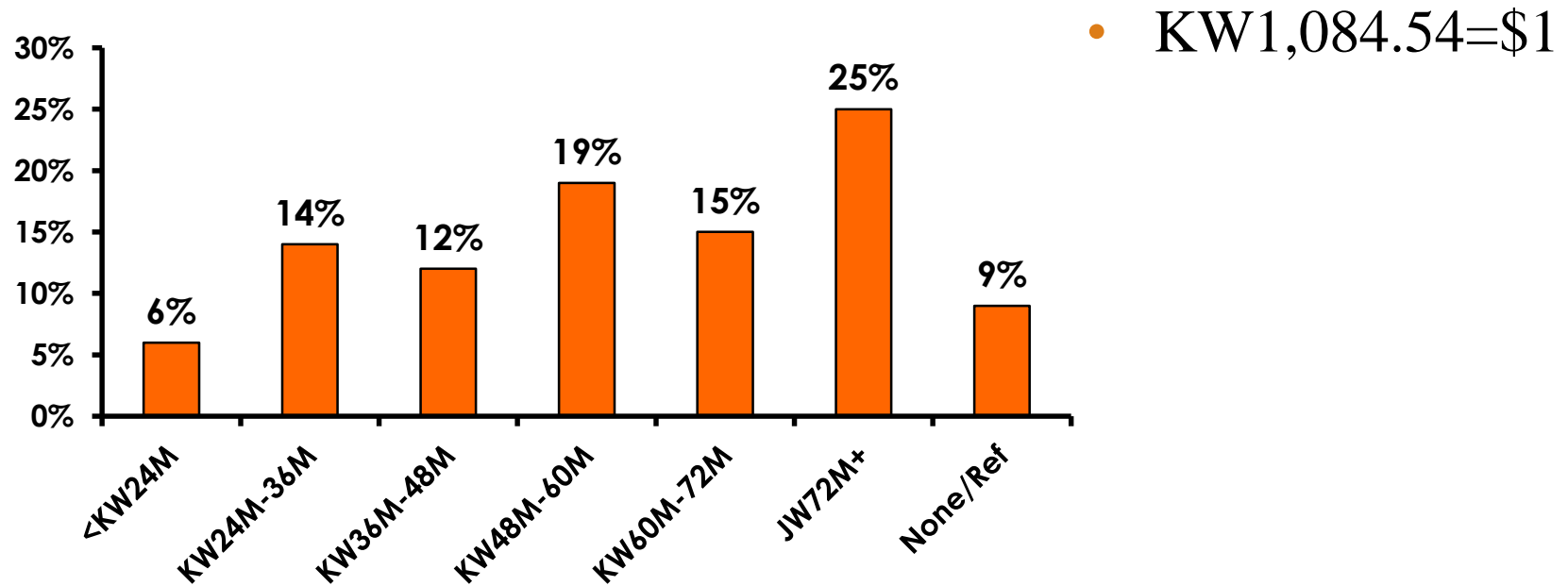- Majority of Korean visitors are married.

MARITAL STATUS

Age - Overall

- The average age of the respondents is 34.23 years of age.

AVERAGE - AGE

Personal Income

- KW1,084.54=$1

Personal Income – 1st time vs. repeat
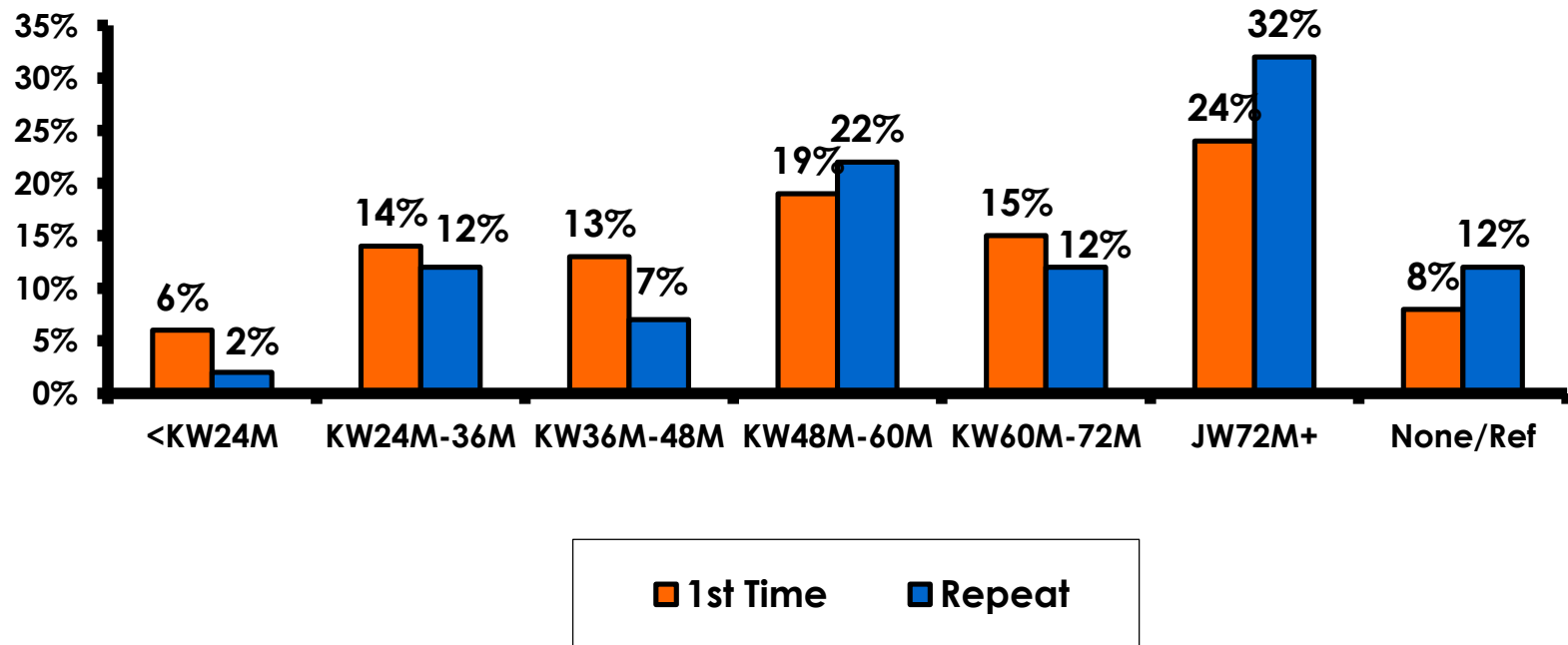
Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	6	2	4		3	3	
		Column N %	2%	1%	3%		2%	2%	
	KW12.0M-KW24.0M	Count	12	3	9	5	6	1	
		Column N %	4%	2%	6%	26%	5%	1%	
	KW24.0M-KW36.0M	Count	41	16	25	2	28	11	
		Column N %	14%	11%	17%	11%	21%	8%	
	KW36.0M-KW48.0M	Count	36	23	13	1	22	13	
		Column N %	12%	15%	9%	5%	17%	9%	
	KW48.0M-KW60.0M	Count	57	34	23	1	29	24	3
		Column N %	19%	23%	16%	5%	22%	17%	50%
	KW60.0M-KW72.0M	Count	43	18	25	2	12	27	2
		Column N %	15%	12%	17%	11%	9%	20%	33%
	KW72.0M+	Count	74	47	27	2	21	50	1
		Column N %	25%	31%	19%	11%	16%	36%	17%
	No Income	Count	26	8	18	6	11	9	
		Column N %	9%	5%	13%	32%	8%	7%	
	Total	Count	295	151	144	19	132	138	6

Travel Companions
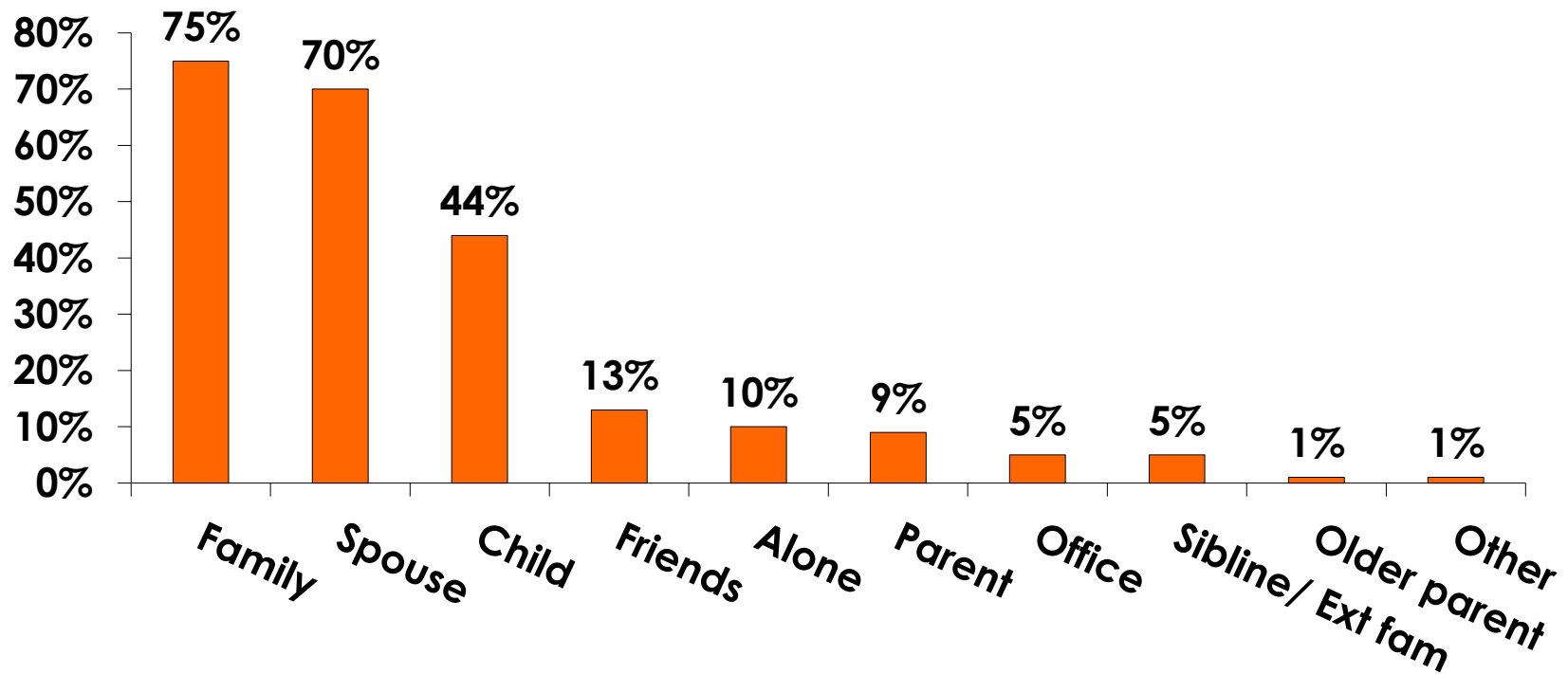
Number of Children Travel Party

N=**155** total respondents traveling with children.
(Of those N=**155** respondents, there is a total of **259** children 18 years or younger)

Prior Trips to Guam

Repeat visitor 13%

First trip 87%

PRIOR TRIPS TO GUAM

87%

13%

100%											
75%											
50%											
25%											
0%											

Oct-14 Nov-14 Dec-14 Jan-15 Feb-15 Mar-15 Apr-15 May-15 Jun-15 Jul-15 Aug-15 Sept-15

♦ 1st Time ■ Repeat
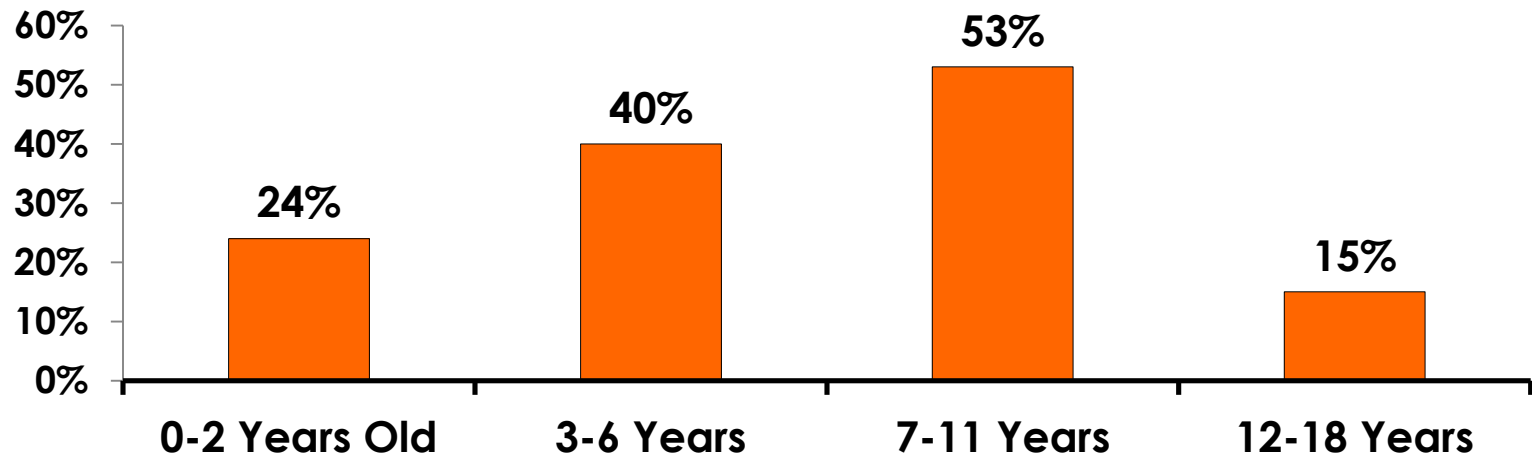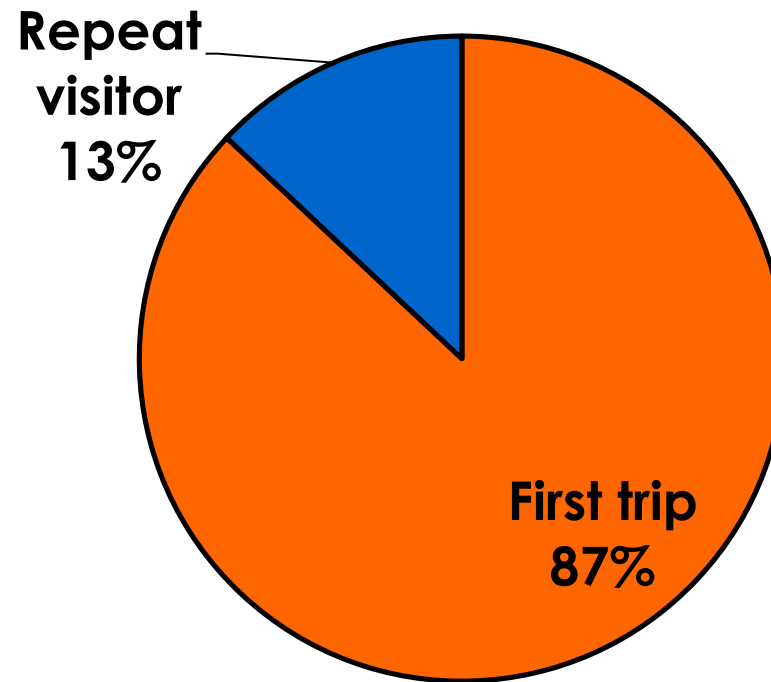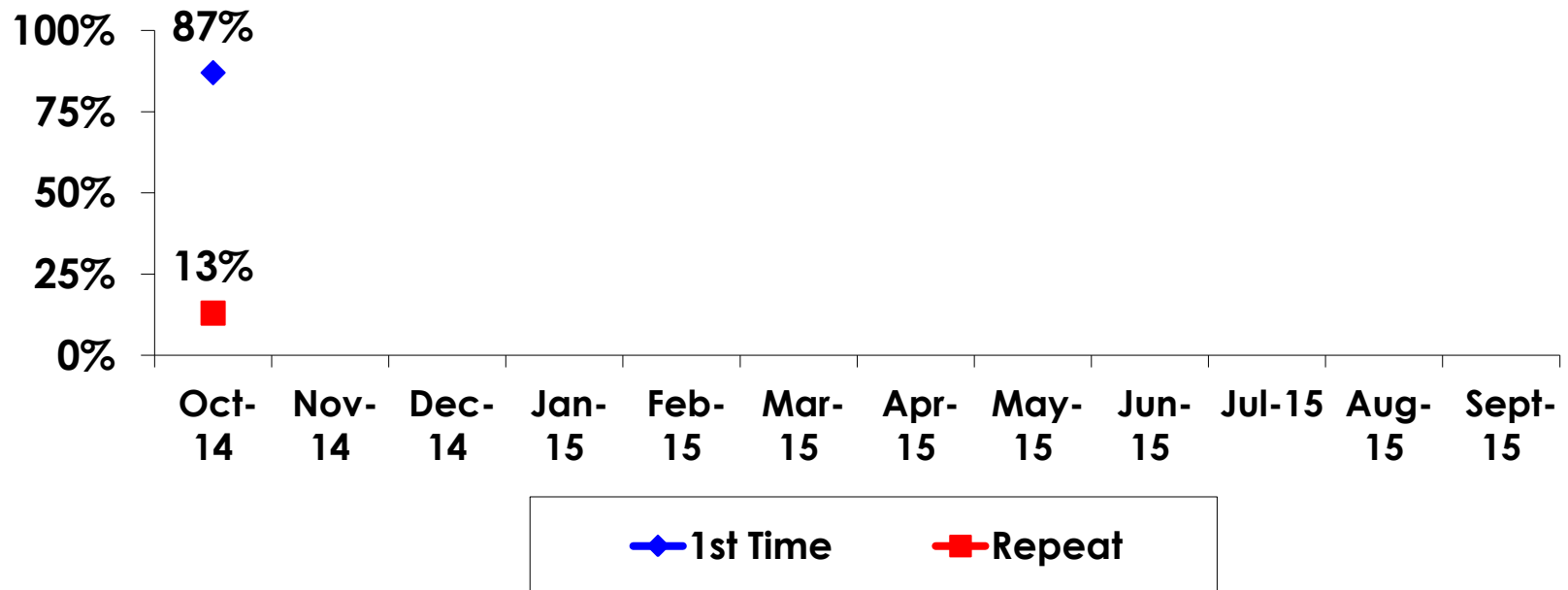
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	173	158	15
		Column N %	49%	52%	32%
	Female	Count	178	146	32
		Column N %	51%	48%	68%
	Total	Count	351	304	47
AGE	18-24	Count	29	26	3
		Column N %	8%	9%	6%
	25-34	Count	156	134	22
		Column N %	44%	44%	47%
	35-49	Count	155	133	22
		Column N %	44%	44%	47%
	50+	Count	11	11	
		Column N %	3%	4%	
	Total	Count	351	304	47

Repeat Visitors Last Trip
n = 45
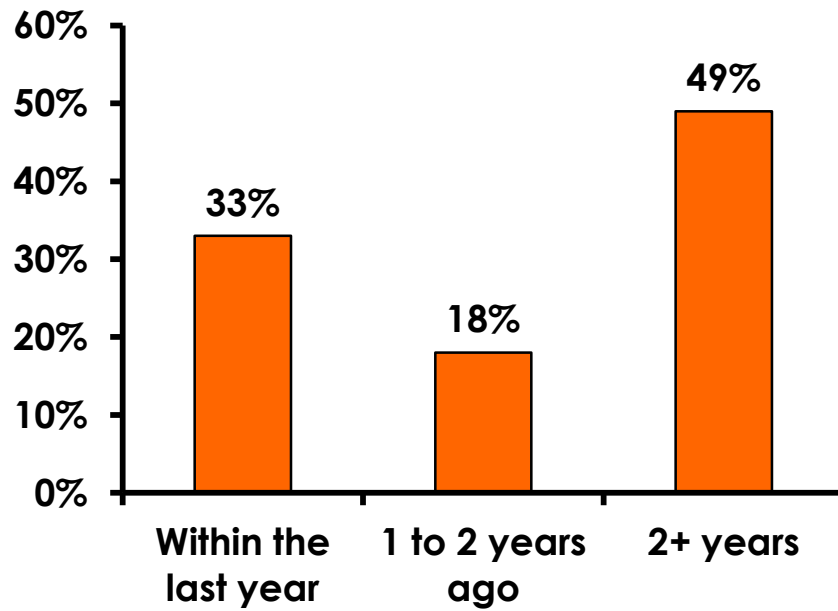
- The average repeat visitor has been to Guam 2.20 times.

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

Year	Average
2009	0.29
2010	0.28
2011	0.33
2012	0.46
2013	0.45
2014	1.29
2015	
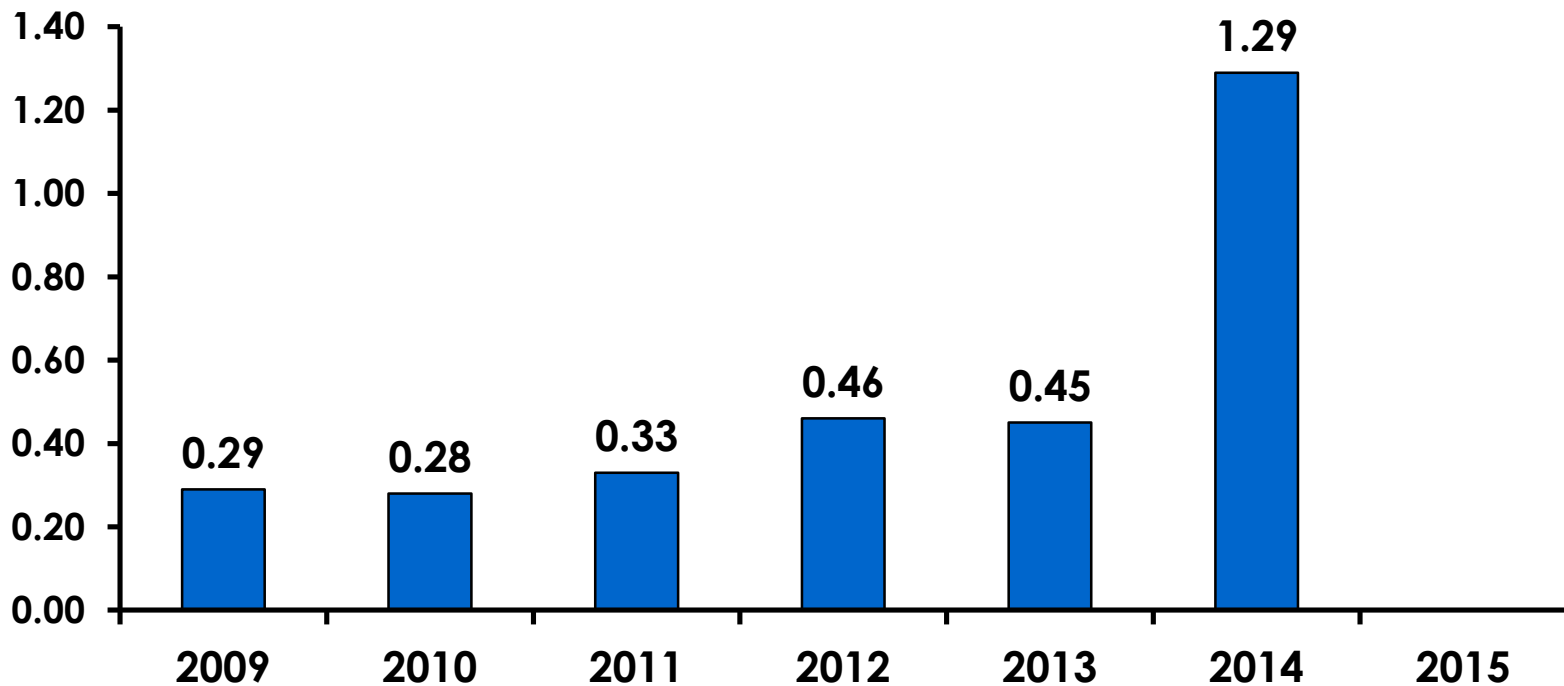
Length of Stay

Mean = 3.65 Days
Median = 3.0 Days

%	1-2 Nights	3 Nights	4+ Nights
	1%	49%	50%

AVG LENGTH OF STAY

Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sept-15

3.65
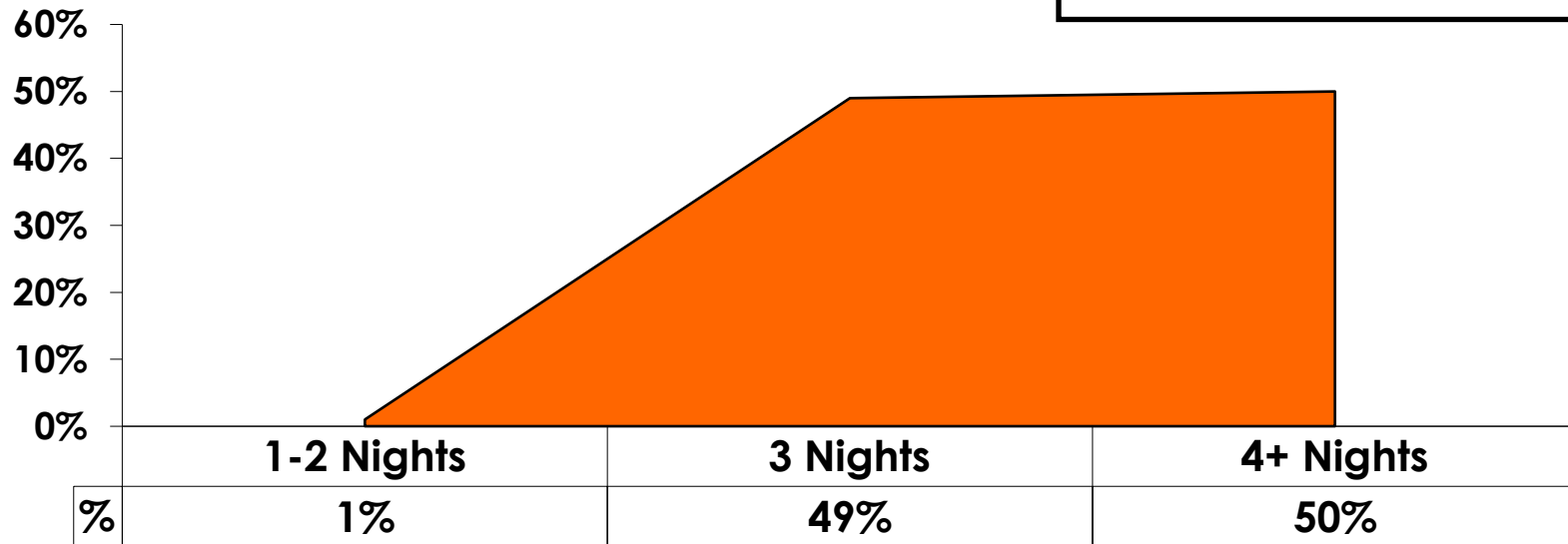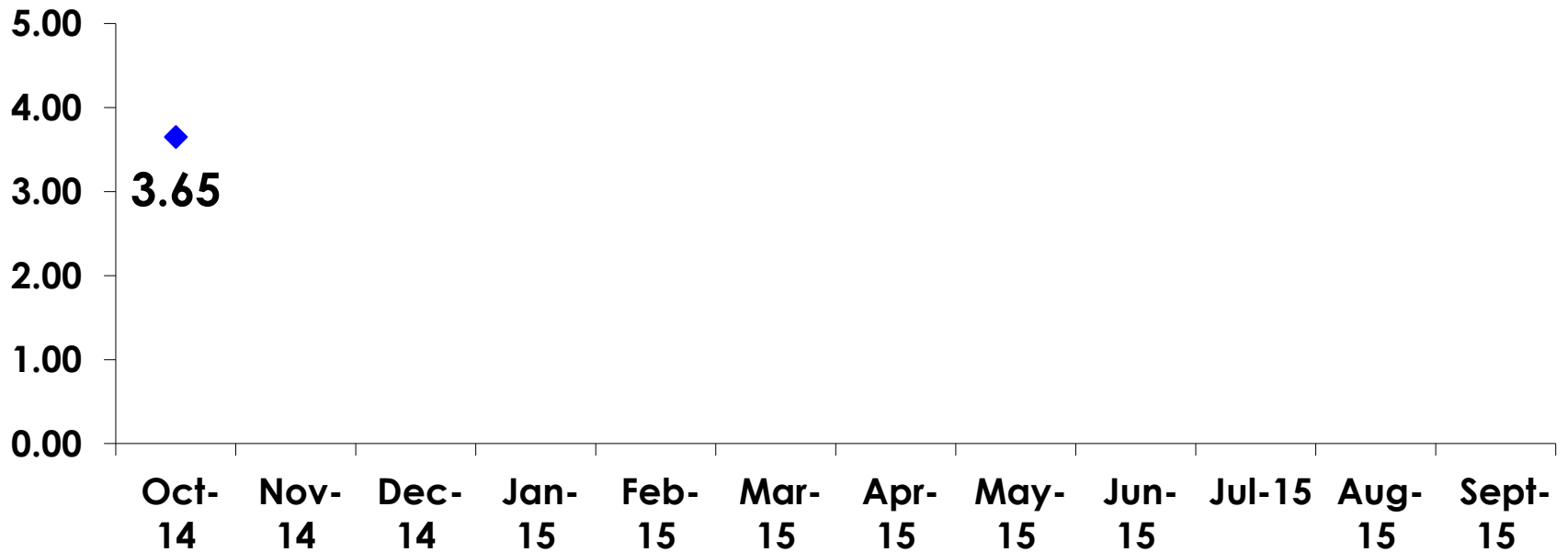
Occupation by Income

		TOTAL	Q26							
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q25	White Collar Office Worker	28%	33%	33%	39%	34%	32%	28%	26%	4%
	Self-employed	17%	33%		7%	20%	7%	16%	30%	24%
	Professional/ Specialist/ Tech	12%		25%	12%	11%	16%	14%	9%	
	Housewife/ Homemaker	11%			12%	6%	11%	19%	9%	20%
	Student	6%		8%	7%	6%	2%	2%	4%	24%
	Service worker/ Private hse worker	4%		17%	5%	3%	4%		3%	
	Professor/ Teacher/ After-school	4%	17%	8%	2%	3%	2%	7%	4%	4%
	Other	3%			2%		9%	2%	3%	
	Unemployed	3%	17%	8%		3%	2%	2%		16%
	Govt- office worker non-mgr	3%				9%	2%	2%	4%	4%
	Govt- Executive	2%				3%	5%	2%	1%	
	Manager/ Admin	2%			2%			2%	4%	4%
	Govt- Manager	2%			2%		4%	2%	1%	
	Sales worker/ Clerical	1%			2%		2%			
	Freelancer	1%				3%	2%			
	Skilled worker	1%					4%		1%	
	Judicial	1%			5%					
	Total Count	325	6	12	41	35	57	43	74	25

SECTION 2
TRAVEL PLANNING

Travel Planning - Overall

38% — Full tour package
38% — Free-time package tours
20% — Individually arranged travel
2% — Group tour
2% — Company
0% — Other
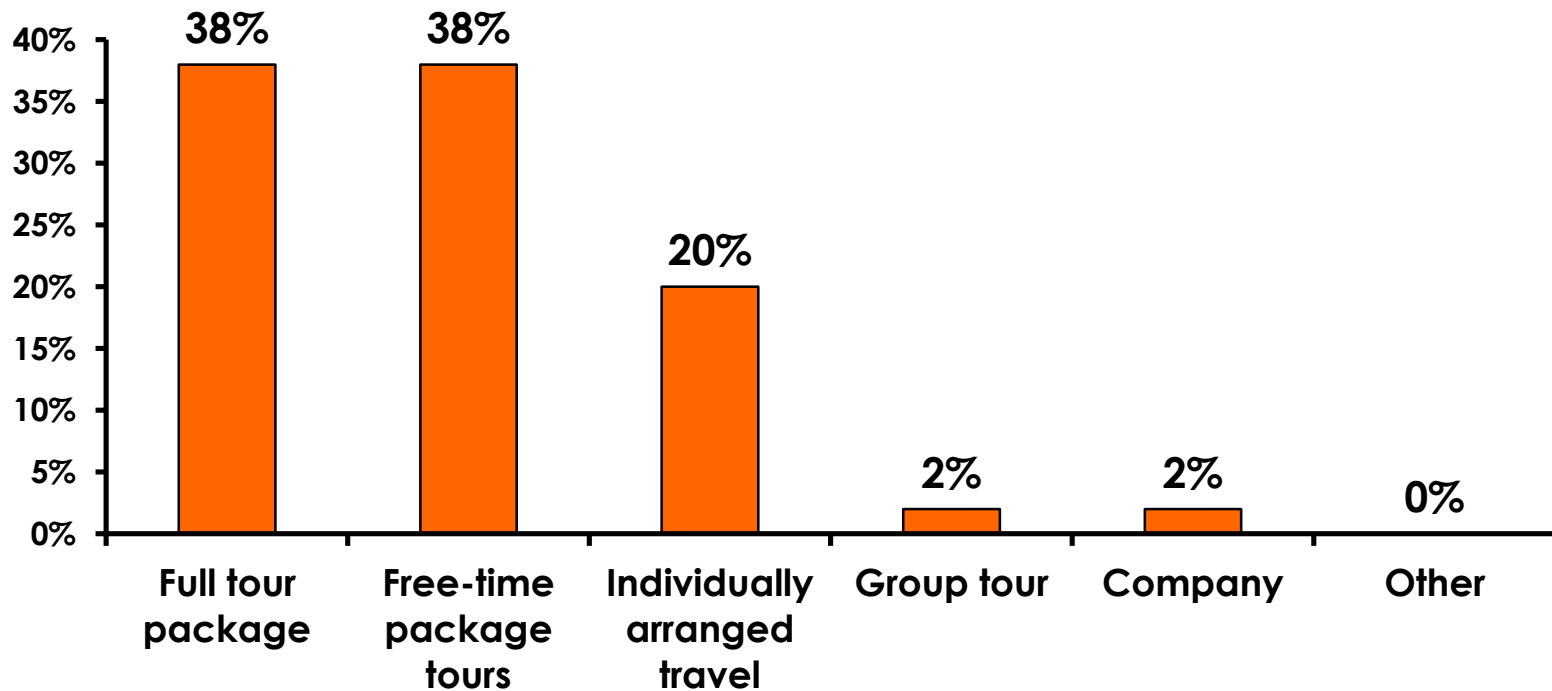
Accommodation by Income
Average length of stay: 3.65 days

		TOTAL	Q26							
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q9	PIC Club	40%	50%	8%	27%	33%	37%	49%	43%	62%
	Hyatt Regency Guam	8%	17%	8%	7%	14%	11%	2%	7%	12%
	Sheraton Laguna Guam	7%		8%	12%	3%	14%	7%	4%	
	Lotte Hotel Guam	6%	17%			2%	11%	9%	7%	3%
	Onward Beach Resort	6%		8%	7%		4%	14%	7%	12%
	Hotel Nikko Guam	6%		8%	17%	3%	2%		9%	
	Hilton Guam Resort	5%		17%	2%	8%	9%	5%	3%	
	Westin Resort Guam	5%		8%	10%	6%	4%	5%	4%	
	Outrigger Guam Resort	4%	17%	17%	2%	8%		2%	7%	4%
	Holiday Resort Guam	3%		8%	2%	3%	2%		3%	
	Home stay/ friend/ relative	2%		8%	2%		5%	2%		
	Leo Palace Resort	2%					2%	2%	5%	8%
	Guam Reef & Olive Spa	2%			2%	6%	4%	2%	1%	
	Royal Orchid Guam	1%			2%	6%			1%	
	Fiesta Resort Guam	1%			2%					4%
	Other	1%						2%		
	Oceanview Hotel	1%								
	Bayview Hotel	1%							3%	
	Hotel Santa Fe	0%								
	Condo	0%								
	Total Count	351	6	12	41	36	57	43	74	26

Travel Motivation - Top Responses

	Relax	Beau-ty	Trvl time	Safe	Shop	Reco m	Wtr sport	Price	Plea-sure	Prior trip	Hny-moon	Com-pany	Scuba
Reasons for travel	48%	47%	35%	31%	29%	18%	13%	13%	11%	9%	9%	5%	4%
Most Important	28%	19%	8%	8%	4%	4%	4%	1%	3%	0%	5%	2%	3%
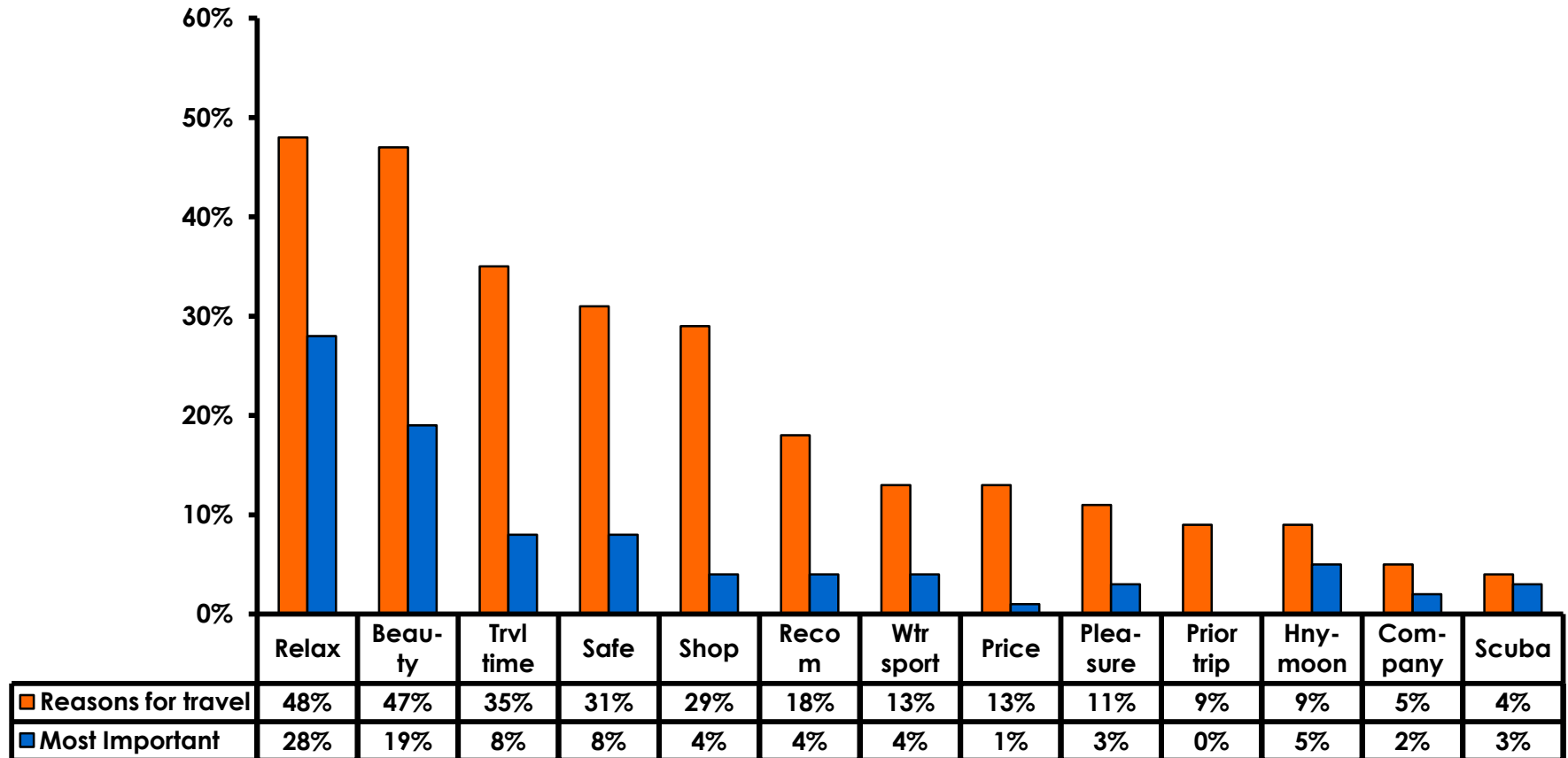
Most Important Reason for Choosing Guam

- Relaxation,

- Guam's natural beauty/ beaches,

- Short travel time/ Safety

   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	Relax	48%	21%	42%	59%	55%	52%	44%
	Natural beauty	47%	34%	45%	54%	36%	45%	50%
	Short travel time	35%	28%	41%	31%	36%	28%	42%
	Safe	31%	14%	26%	39%	18%	32%	29%
	Shopping	29%	21%	35%	26%		23%	35%
	Recomm- friend/family/trvl agnt	18%	21%	15%	19%	36%	17%	19%
	Water sports	13%	34%	10%	13%	9%	12%	15%
	Price	13%	24%	19%	5%	27%	9%	17%
	Pleasure	11%	17%	11%	10%		6%	15%
	Previous trip	9%		9%	12%		6%	13%
	Honeymoon	9%	21%	15%	1%		8%	10%
	Company Sponsored	5%	7%	5%	5%	9%	6%	4%
	Scuba	4%	3%	6%	3%		6%	2%
	Visit friends/ Relatives	4%	3%	5%	3%		3%	5%
	Other	3%	3%	2%	3%	9%	3%	3%
	Career Cert/ Testing	2%	10%	3%	1%		2%	3%
	Company/ Business Trip	2%	3%	1%	3%	9%	3%	2%
	Organized sports	2%	7%	1%	2%		2%	2%
	Convention/ Trade/ Conference	1%		2%	1%	9%	2%	1%
	Golf	1%	3%	1%	1%		1%	2%
	Married/ Attn wedding	1%		2%	1%		1%	2%
	Total Count	350	29	155	155	11	172	178

Motivation by Income

|		TOTAL	Q26							
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q5A	Relax	48%	17%	75%	63%	61%	55%	60%	43%	31%
	Natural beauty	47%	17%	25%	37%	56%	46%	58%	62%	54%
	Short travel time	35%		8%	32%	33%	46%	40%	31%	27%
	Safe	31%		25%	24%	28%	43%	40%	28%	31%
	Shopping	29%		8%	29%	33%	34%	19%	32%	54%
	Recomm- friend/family/trvl agnt	18%	17%	25%	17%	17%	18%	9%	19%	8%
	Water sports	13%	17%	17%	12%	6%	9%	19%	15%	4%
	Price	13%		17%	10%	8%	13%	7%	12%	12%
	Pleasure	11%		17%	7%	14%	9%	16%	12%	12%
	Previous trip	9%			7%	6%	11%	12%	15%	12%
	Honeymoon	9%		33%	20%	14%	14%	2%	1%	8%
	Company Sponsored	5%	17%	17%		3%	5%	9%	5%	
	Scuba	4%	17%		5%		2%	7%	4%	
	Visit friends/ Relatives	4%		8%	2%	6%	4%	5%	1%	
	Other	3%	17%		7%	3%	2%	5%		
	Career Cert/ Testing	2%					2%		4%	8%
	Company/ Business Trip	2%	17%		2%	3%			1%	4%
	Organized sports	2%					2%		1%	
	Convention/ Trade/ Conference	1%						5%	1%	
	Golf	1%						2%	1%	
	Married/ Attn wedding	1%						2%	1%	
	Total Count	350	6	12	41	36	56	43	74	26

SECTION 3
EXPENDITURES

Prepaid Expenditures
KW 1,084.54/US$1

- $1,840.29 = overall mean average prepaid expense (for entire travel party size) by respondent

- $0 = minimum (lowest amount recorded for the entire sample)

- $13,702 = maximum (highest amount recorded for the entire sample)

- $674.10 = overall mean average <u>per person</u> prepaid expenditures

PREPAID EXPENDITURES
Per Person
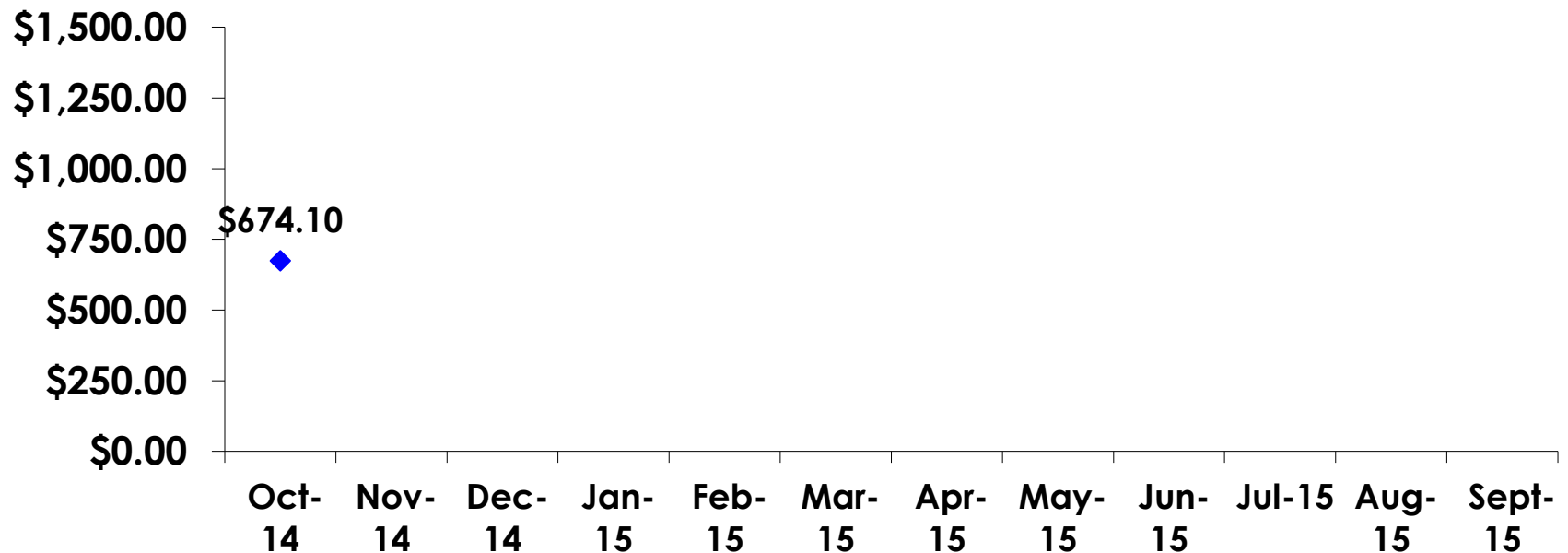
YTD=$674.10

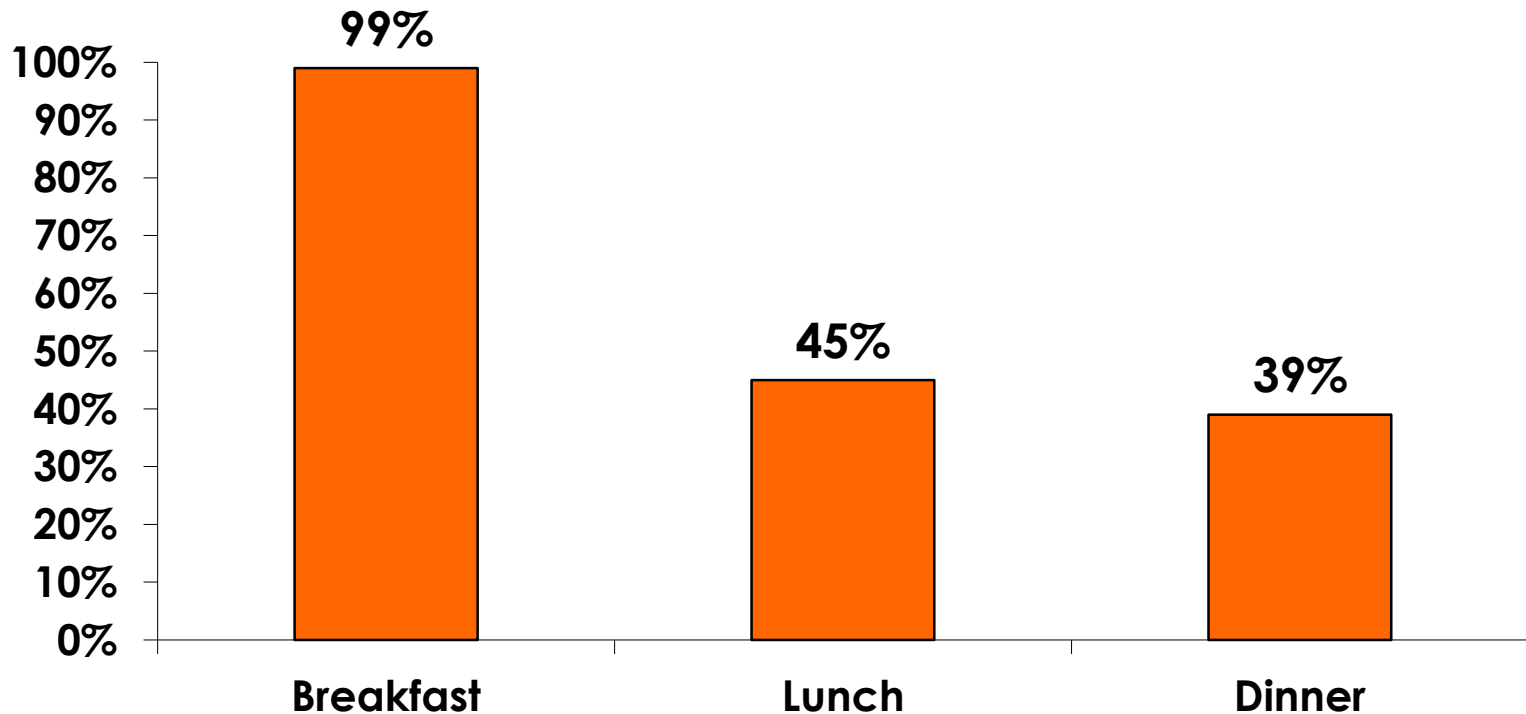# Breakdown of Prepaid Expenditures
KW 1,084.54=$1
(Filter: Only those who responded/ Per Travel Party)

	MEAN $
Air & Accommodation package only	$2,197.90
Air & Accommodation w/ daily meal package	$2,954.58
Air only	$1,155.18
Accommodation only	$881.14
Accommodation w/ daily meal only	$1,507.55
Food & Beverages in Hotel	$138.31
Ground transportation – Korea	$76.49
Ground transportation – Guam	$163.70
Optional tours/ activities	$340.87
Other expenses	$434.65
Total Prepaid	**$1,840.29**

PREPAID MEAL BREAKDOWN
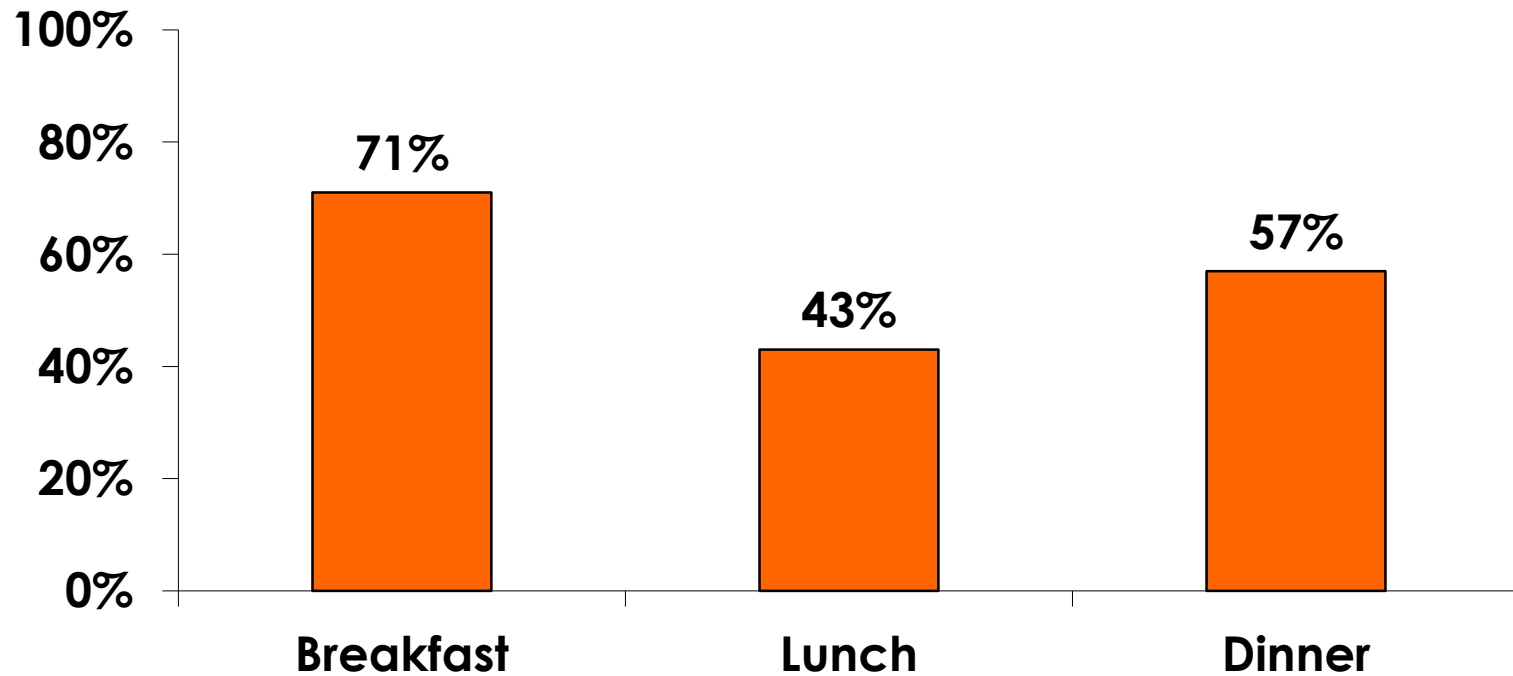## Air/ Accommodations with Daily Meal Pkg.
n=119

Mean=$2,954.58 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.
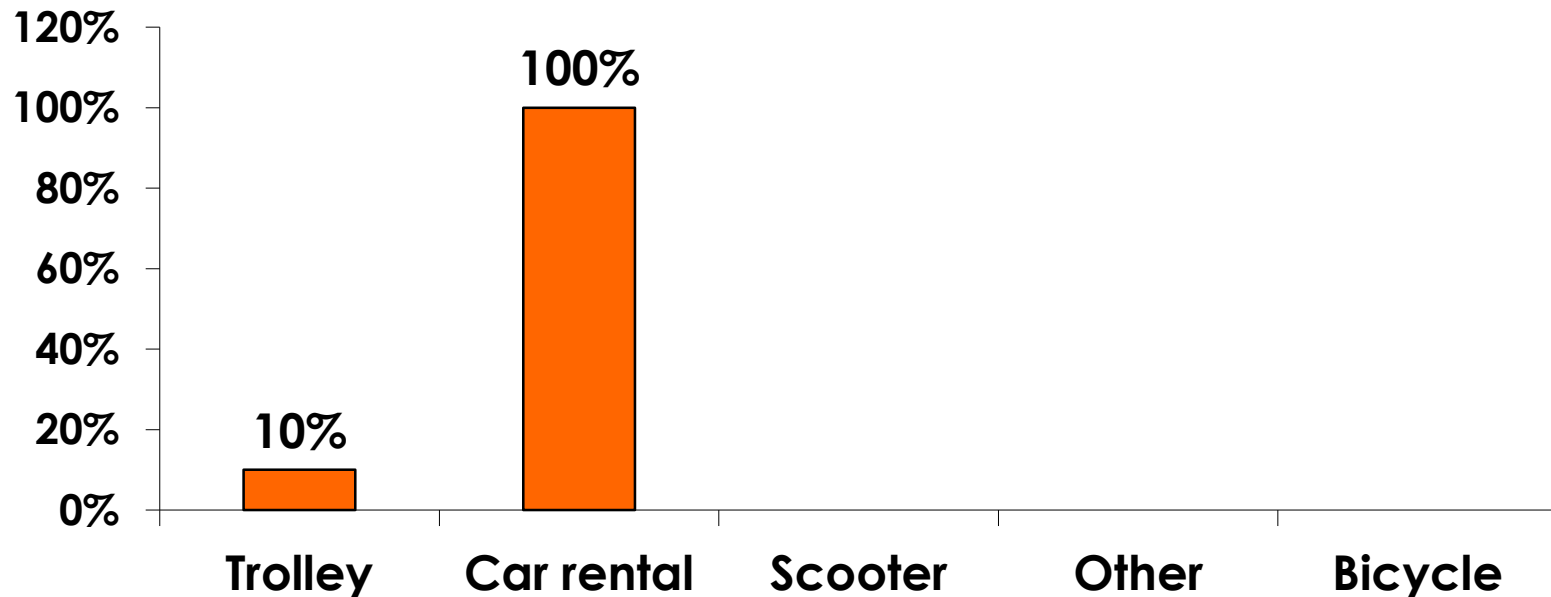
N=7

Mean=$1,507.55 per travel party

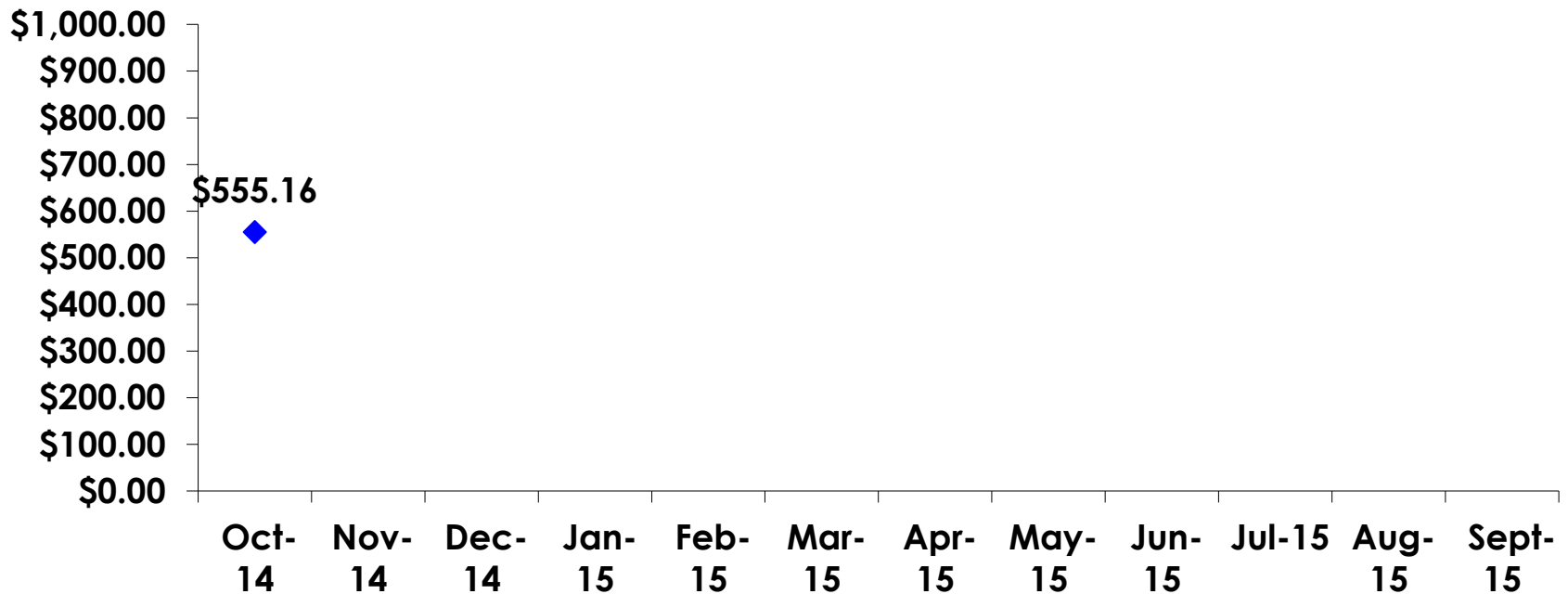# PREPAID GROUND TRANSPORTATION
n=9

Mean=$163.70 per travel party

On-Island Expenditures

- $1,276.73 = 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)

- $555.16 = overall mean average <u>per person</u> on-island expenditure
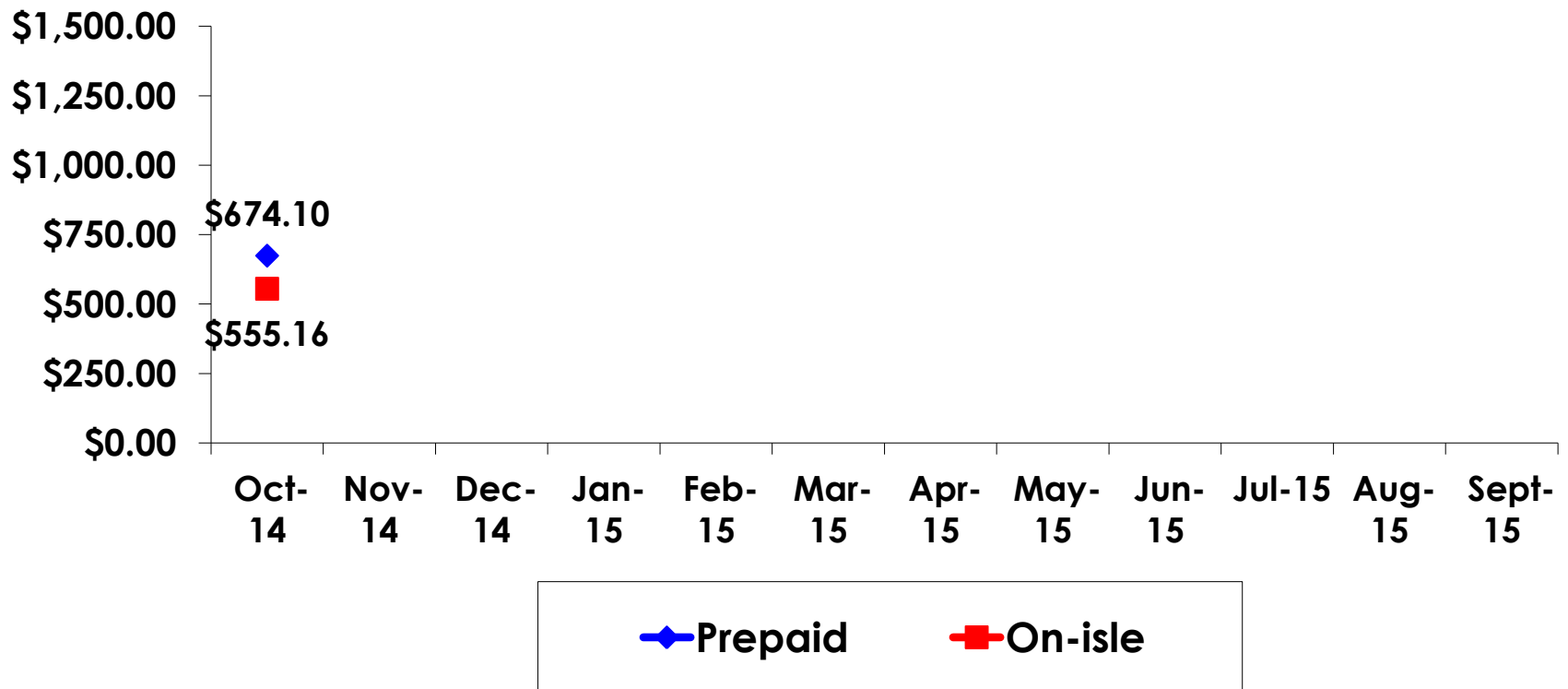
ON-ISLAND EXPENDITURES
Per Person

YTD = $555.16

Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
					Male				Female			
					AGE				AGE			
		-	Male	Female	18-24	25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	$555.16	$482.14	$626.13	$266.67	$585.03	$421.66	$399.11	$650.02	$709.99	$466.76	$1,200.00
	Median	$407	$375	$473	$200	$503	$275	$425	$583	$528	$327	$967
	Minimum	$0	$0	$0	$100	$0	$0	$0	$0	$0	$0	$833
	Maximum	$3,000	$2,300	$3,000	$500	$2,000	$2,300	$800	$1,900	$3,000	$2,000	$1,800

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	$74.39	$88.74	$60.44	$37.03	$48.69	$102.85	$136.36
	Median	$0	$0	$0	$0	$0	$0	$0
F&B FF/STORE	Mean	$32.47	$27.13	$37.66	$40.28	$32.28	$32.29	$17.09
	Median	$0	$0	$0	$0	$0	$0	$0
F&B RESTRNT	Mean	$84.86	$82.20	$87.45	$27.41	$107.55	$75.50	$46.45
	Median	$0	$0	$0	$0	$0	$0	$0
OPT TOUR	Mean	$92.85	$83.39	$102.04	$118.97	$69.47	$115.19	$40.64
	Median	$0	$0	$0	$0	$0	$0	$0
GIFT- SELF	Mean	$242.93	$244.42	$241.48	$147.93	$271.31	$237.13	$172.73
	Median	$0	$0	$0	$0	$0	$0	$0
GIFT- OTHER	Mean	$144.48	$127.19	$161.28	$125.21	$162.10	$130.09	$148.18
	Median	$0	$0	$0	$0	$0	$0	$0
TRANS	Mean	$65.83	$58.09	$73.35	$43.79	$83.46	$52.08	$67.73
	Median	$0	$0	$0	$0	$11	$0	$0
OTHER	Mean	$537.38	$436.01	$635.90	$727.79	$429.84	$589.55	$825.36
	Median	$40	$25	$55	$200	$10	$60	$440
TOTAL	Mean	$1,276.73	$1,152.02	$1,397.93	$1,268.41	$1,206.30	$1,336.54	$1,454.55
	Median	$1,000	$920	$1,000	$1,000	$1,000	$960	$900

On-Island Expenditures
First time vs. Repeat

|		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	$74.39	$67.50	$118.98
	Median	$0	$0	$0
F&B FF/STORE	Mean	$32.47	$29.72	$50.21
	Median	$0	$0	$0
F&B RESTRNT	Mean	$84.86	$74.76	$150.21
	Median	$0	$0	$0
OPT TOUR	Mean	$92.85	$93.06	$91.49
	Median	$0	$0	$0
GIFT- SELF	Mean	$242.93	$248.25	$208.51
	Median	$0	$0	$0
GIFT- OTHER	Mean	$144.48	$140.14	$172.55
	Median	$0	$0	$0
TRANS	Mean	$65.83	$55.57	$132.23
	Median	$0	$0	$0
OTHER	Mean	$537.38	$560.21	$389.68
	Median	$40	$55	$10
TOTAL	Mean	$1,276.73	$1,270.19	$1,318.98
	Median	$1,000	$1,000	$1,000

ON-ISLE EXPENDITURES – By Day

YTD Per Person = $157.12   YTD Travel Party = $359.72
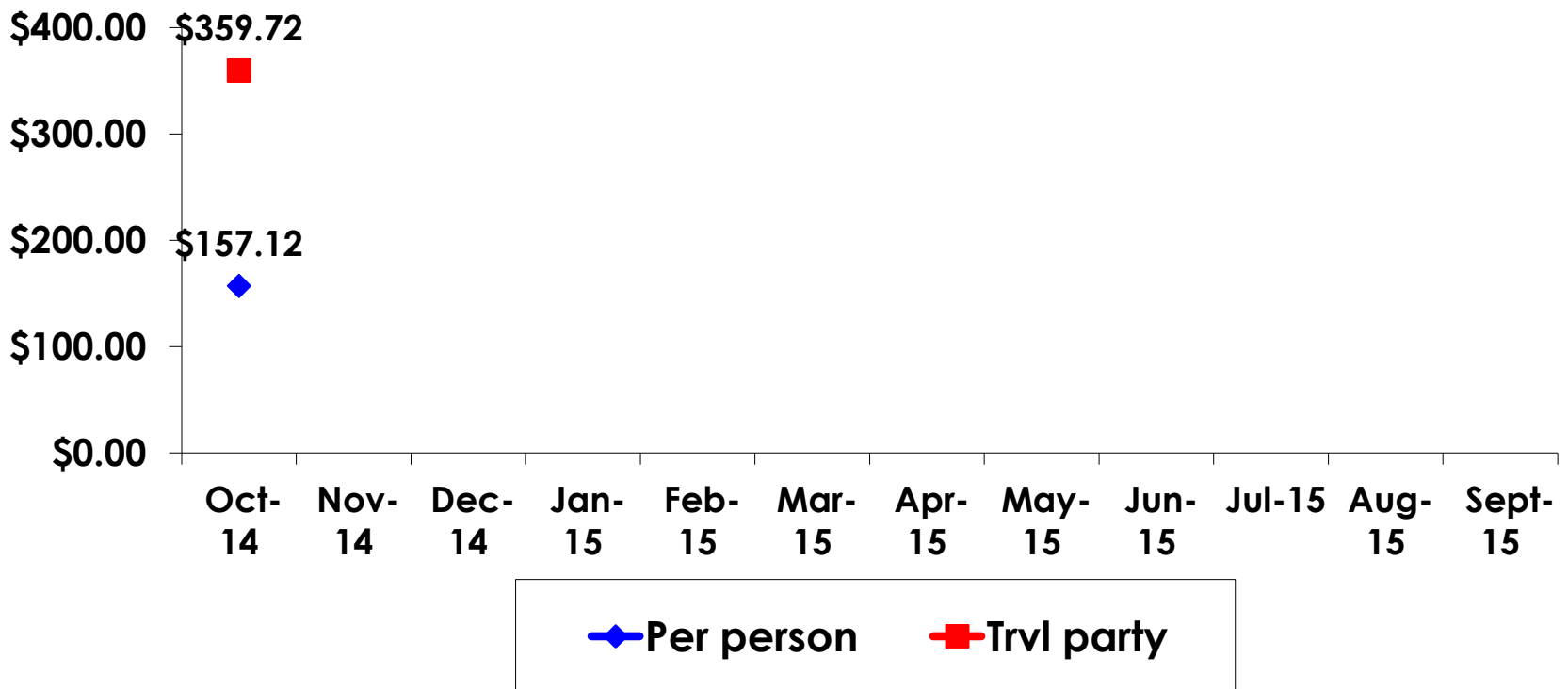
Total Expenditures Per Person (Prepaid & On-Island)

- $1,229.26 = overall average

- $0 = Minimum (lowest amount recorded for the entire sample)

- $4,720 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES
Per Person
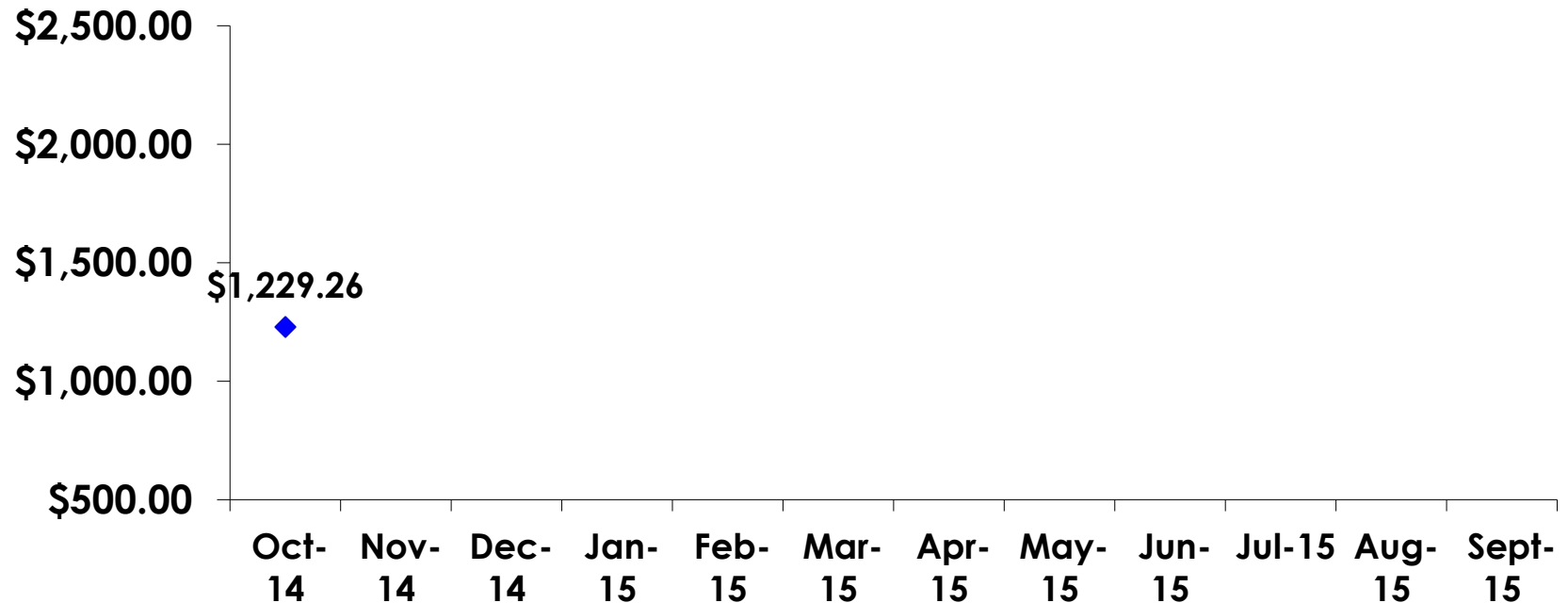
YTD=$1,229.26

Breakdown of On-Island Expenditures

	MEAN $
Food & beverage in a hotel	$74.39
Food & beverage in fast food restaurant/convenience store	$32.47
Food & beverage at restaurants or drinking establishments outside a hotel	$84.86
Optional tours and activities	$92.85
Gifts/ souvenirs for yourself/companions	$242.93
Gifts/ souvenirs for friends/family at home	$144.48
Local transportation	$65.83
Other expenses not covered	$537.38
Average Total	**$1,276.73**

Local Transportation
n=162

Mean=$65.83 per travel party

Guam Airport Expenditures

- $65.59 = overall average

- $0 = Minimum (lowest amount recorded for the entire sample)

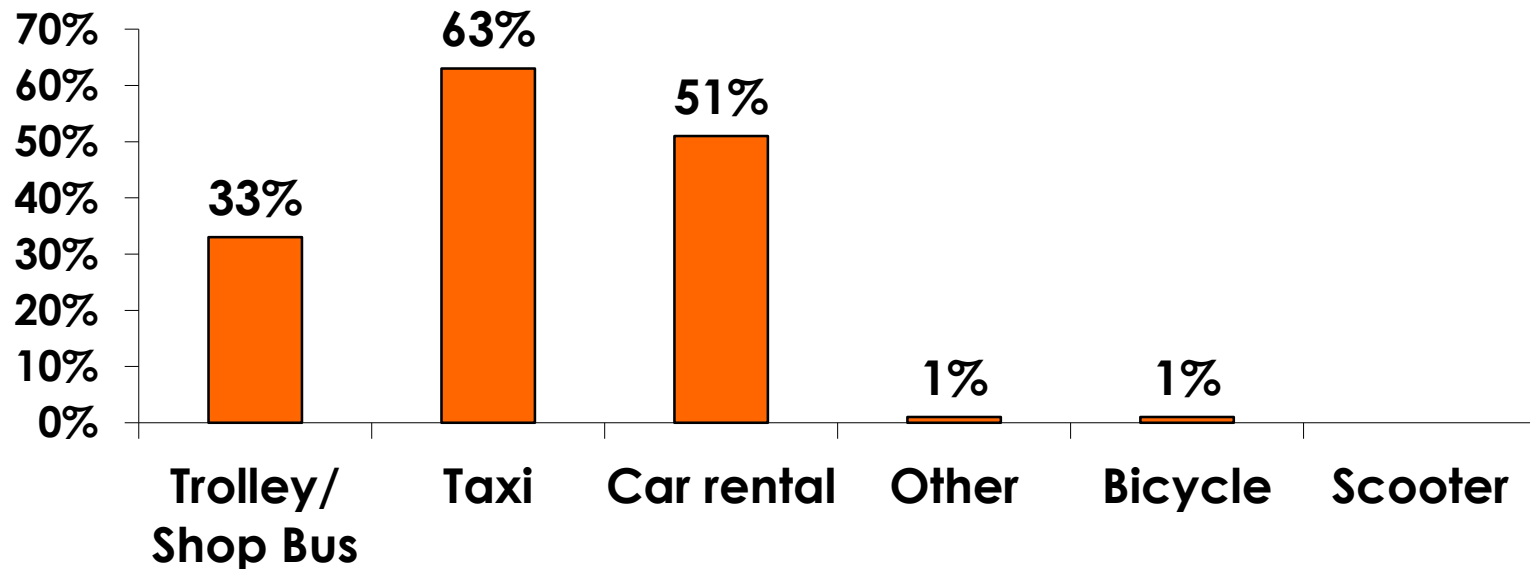- $2,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

	MEAN $
Food & Beverages	$15.01
Gifts/Souvenirs Self	$34.73
Gifts/Souvenirs Others	$15.85
Total	**$65.59**

SECTION 4
VISITOR SATISFACTION

Satisfaction Scores Overall
7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

	Ease of getting around	Safety walking at night	Price	OVERALL
Very satisfied	15%	14%	15%	17%
MEAN	4.99	5.03	4.97	5.57
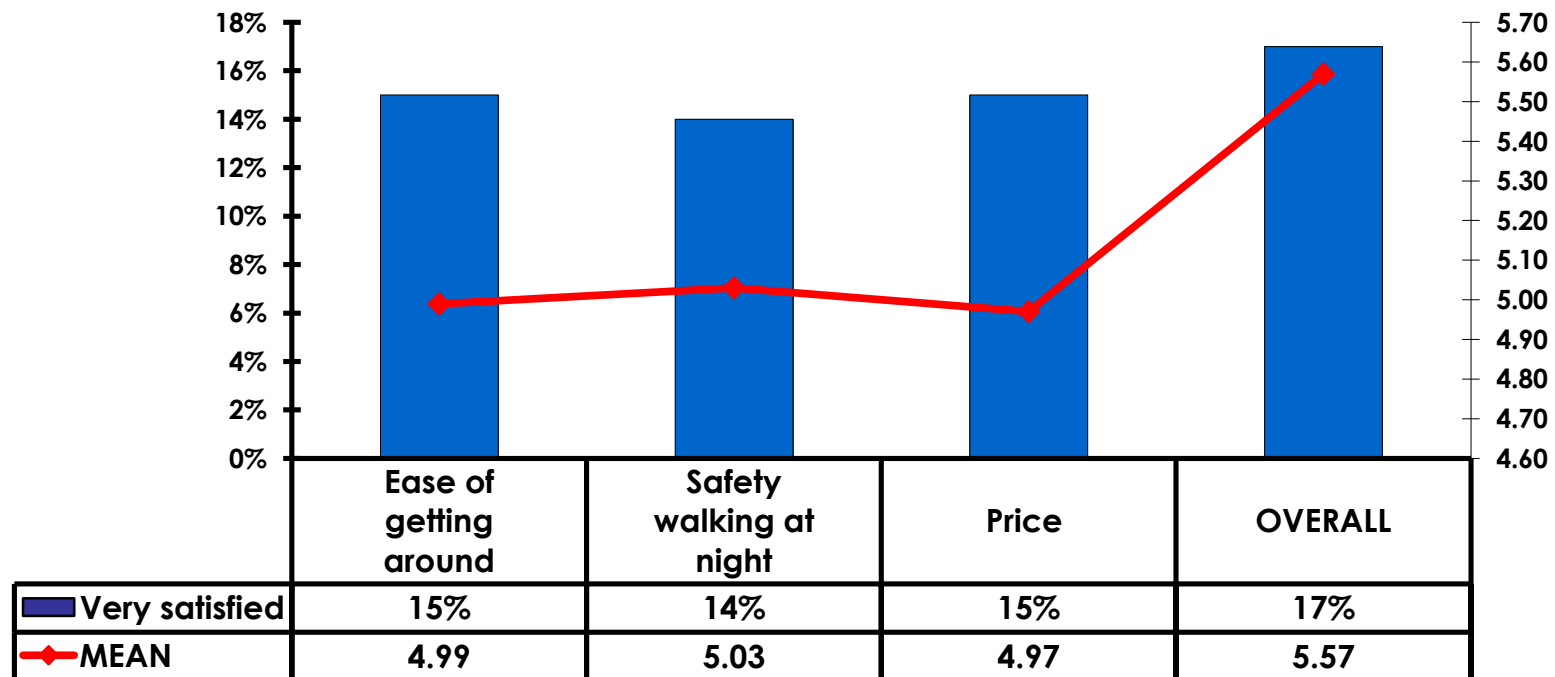
Satisfaction Quality/ Cleanliness
7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

	Beaches / Parks	Air/ Sky	Parks	Trans Vehicle	Land-scape Tumon	Land-scape Guam	Ground Handler
Very satisfied	20%	48%	31%	26%	26%	18%	17%
MEAN	5.50	6.13	5.77	5.70	5.66	5.00	5.20
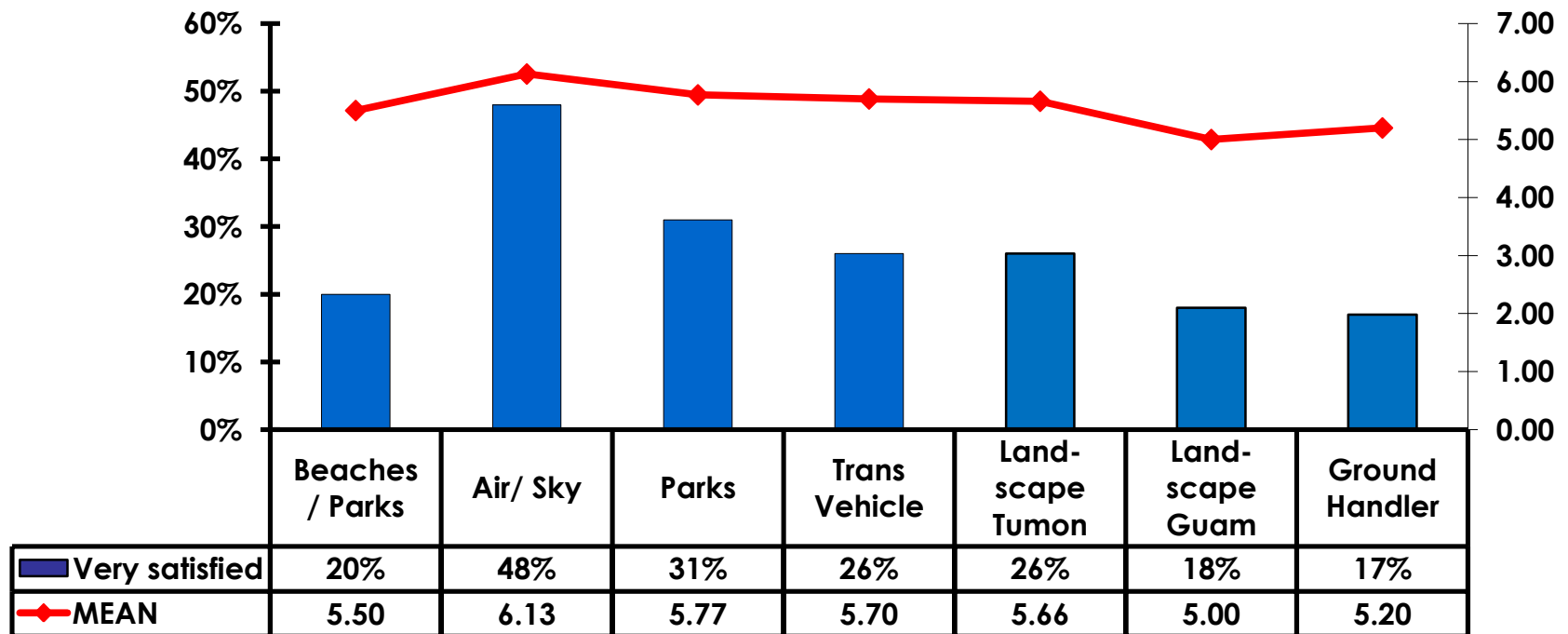
Quality of Accommodations

7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

	Room	View	Furnish-ing	Cleanli-ness	Food Quality	Food Quantity	Staff	Service	Value	OVER-ALL
Very satisfied	25%	39%	20%	22%	18%	19%	39%	33%	19%	18%
MEAN	5.28	5.83	5.19	5.22	5.13	5.16	5.87	5.82	5.28	5.24
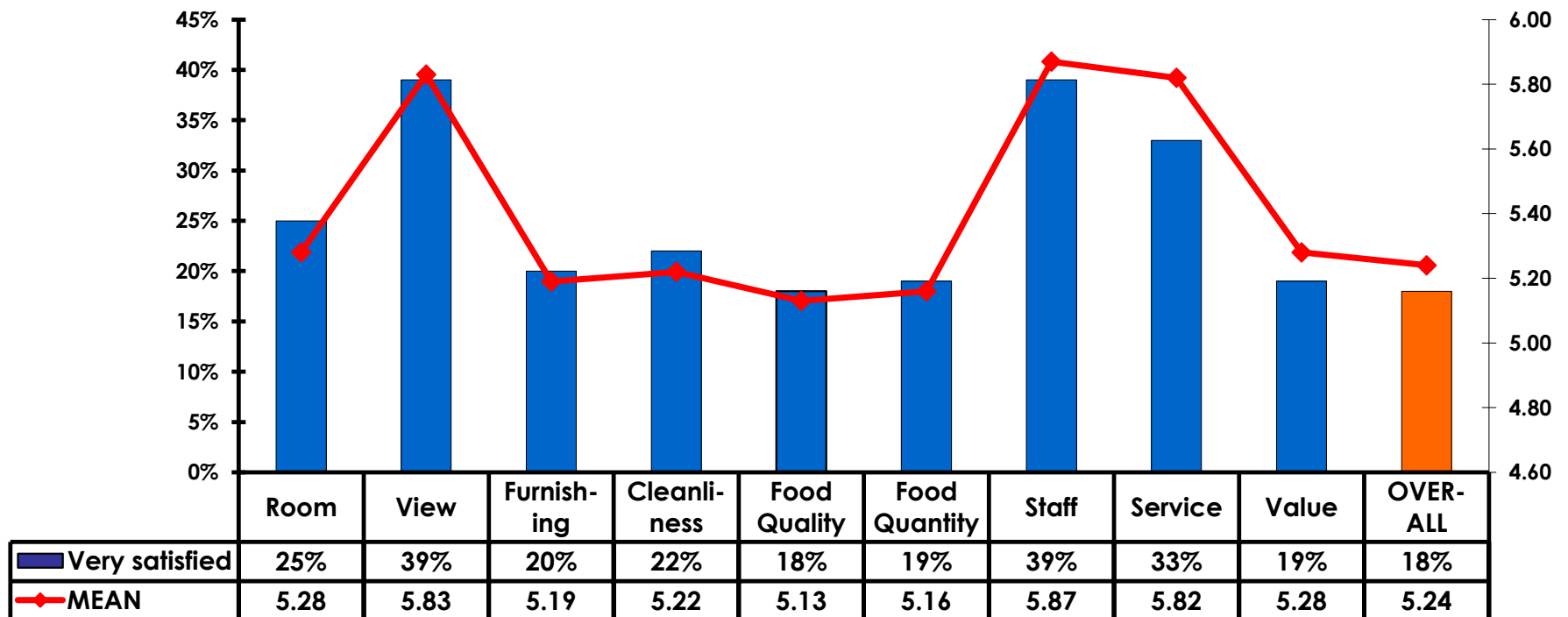
Quality of Dining Experience
7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

	Furnish-ings	Clean-liness	Food-Quality	Food-Quantity	Staff	Service	Value
Very satisfied	15%	15%	17%	17%	29%	26%	11%
MEAN	5.14	5.09	5.20	5.10	5.58	5.53	4.81
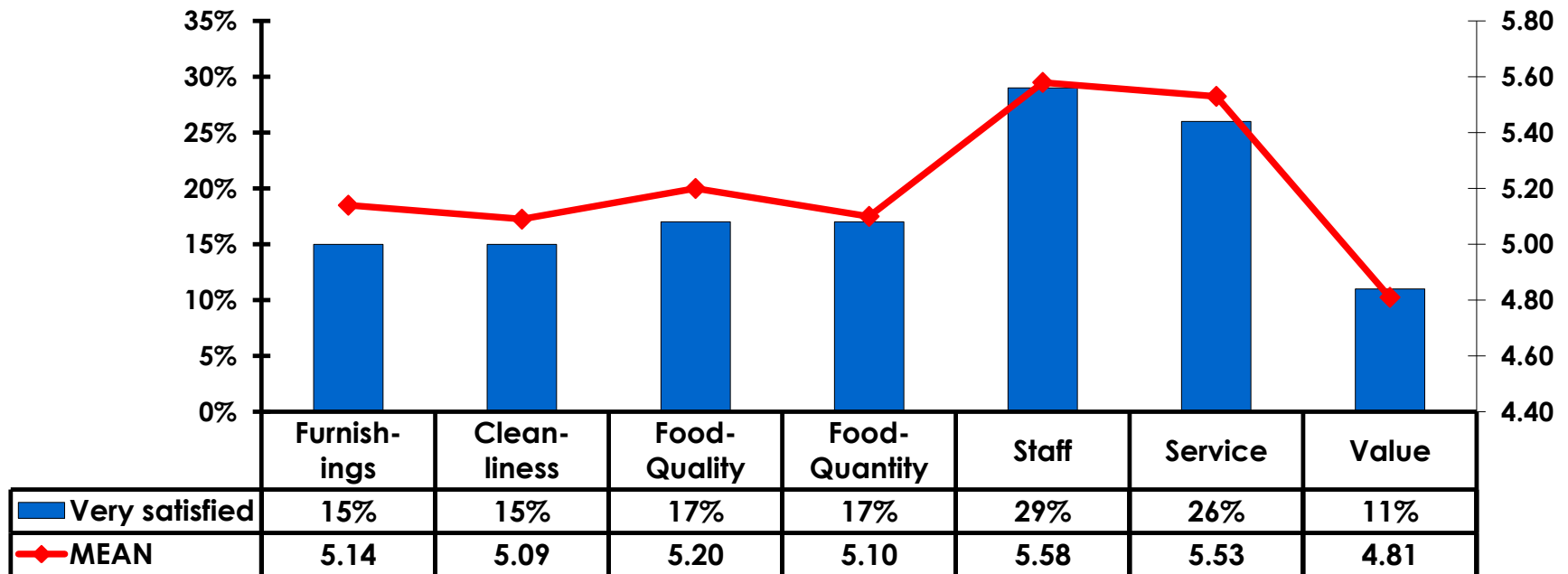
Visits to Shopping Centers/Malls on Guam
Top responses

	ABC	K-Mart	Micro Mall	DFS	Prem Outlet	Ross	Macys	JP Super	Tumon Sands
■ Shopped	69%	64%	64%	63%	51%	39%	37%	19%	17%
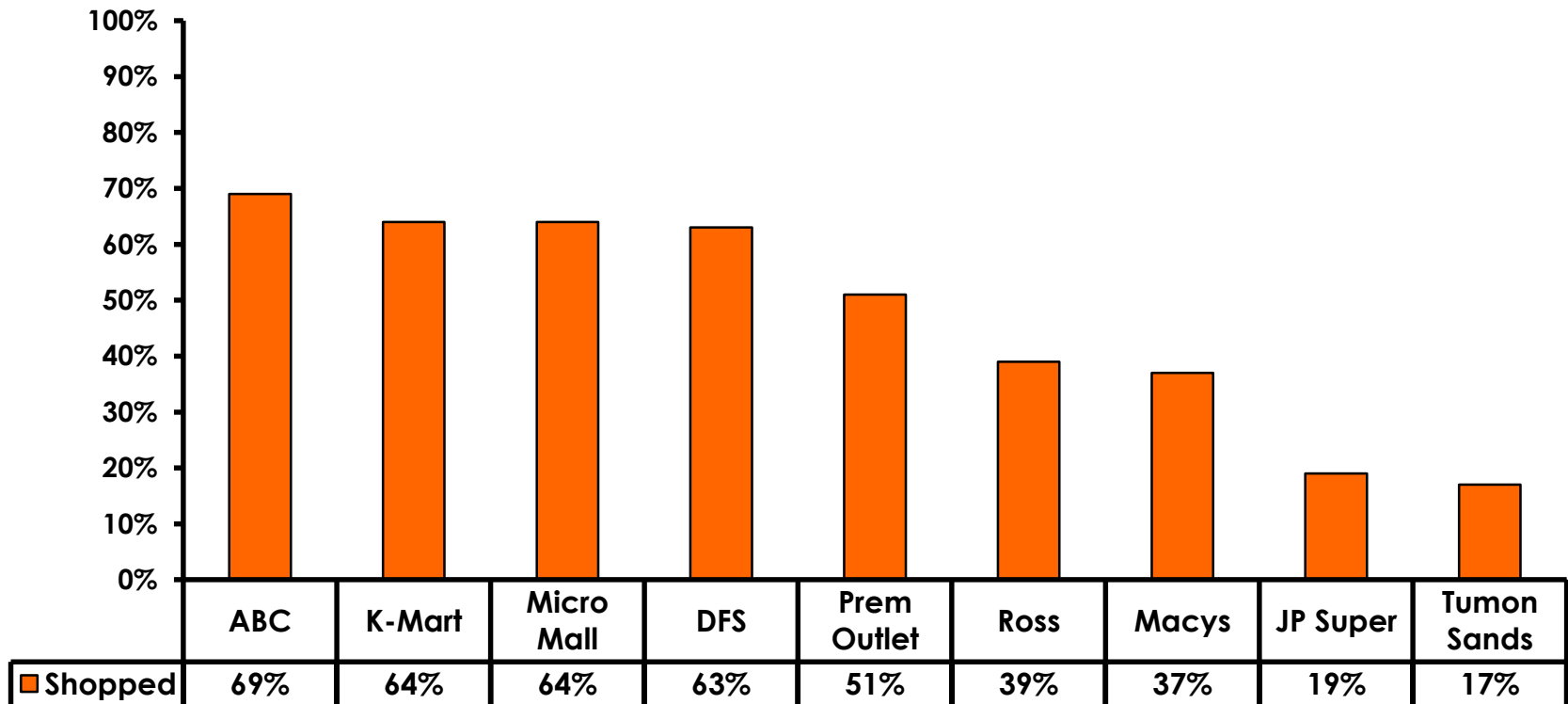
Satisfaction with Shopping

7pt Rating Scale
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = **63%**	Score of 6 to 7 = **59%**
Score of 4 to 5 = **29%**	Score of 4 to 5 = **33%**
Score 1 to 3 = **7%**	Score 1 to 3 = **9%**
MEAN = 5.55	**MEAN = 5.48**

Optional Tour Participation

- Average number of tours participated in is 1.55

None 36%

One or more 64%
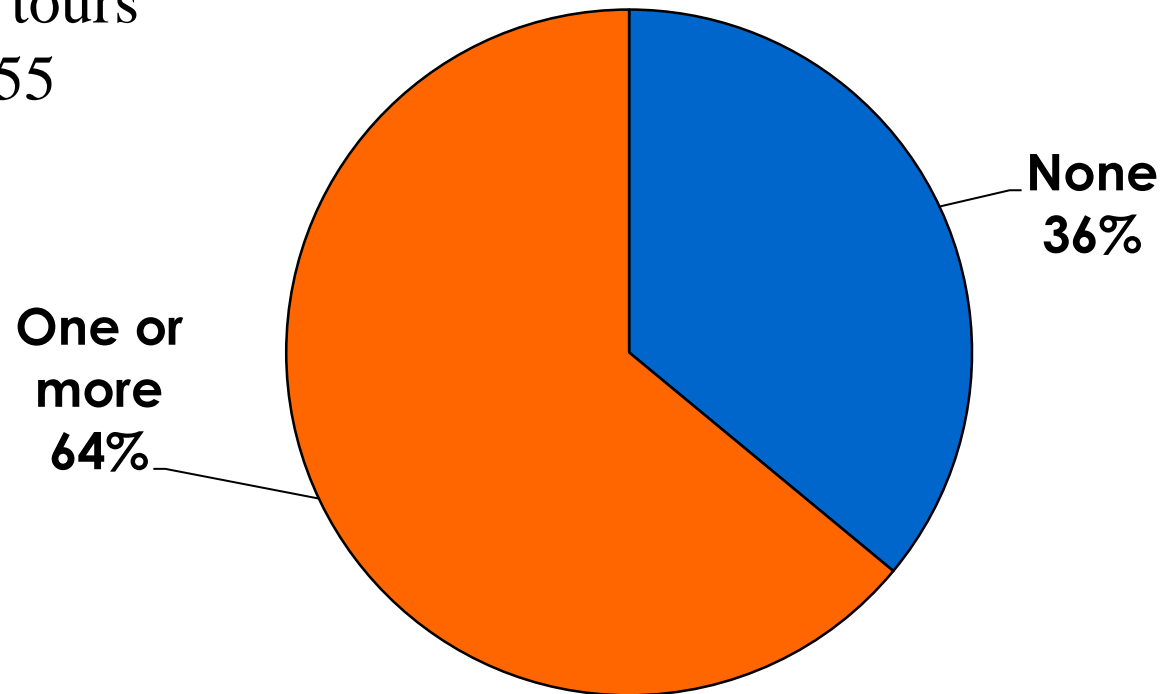
Optional Tours
Participation & Satisfaction

	At-lan-tis	Alu-pang	Cha m NM	Coc os Isle	Fish Eye	Gef Pago	Cop-ter	Spa	Sand -cstl	Sky-dive	SIng-shot	Und-wtr Wld	Flt Sch	Club	Eng Lang	Cult Park	Zorb	Amu se Park	Sea-walk	Snub a	BIG	Flea Mkt	Coc o Palm	Fai Fai	Jet Club	Duck	Othe r
Participated	4%	3%	25%	6%	12%	9%	2%	4%	12%	6%	2%	11%	1%	6%	1%	1%	1%	3%	2%	5%	5%	3%	1%	2%	9%	2%	13%
MEAN Satis	5.14	5.11	6.14	6.00	5.88	6.33	4.83	6.15	5.95	5.95	4.71	5.62	4.50	6.38	3.50	4.00	4.33	5.43	5.67	5.65	5.61	5.22	5.25	4.50	6.70	5.88	5.61

Day Tours Satisfaction

7pt Rating Scale
7=Very Satisfied/ 1=Very Dissatisfied

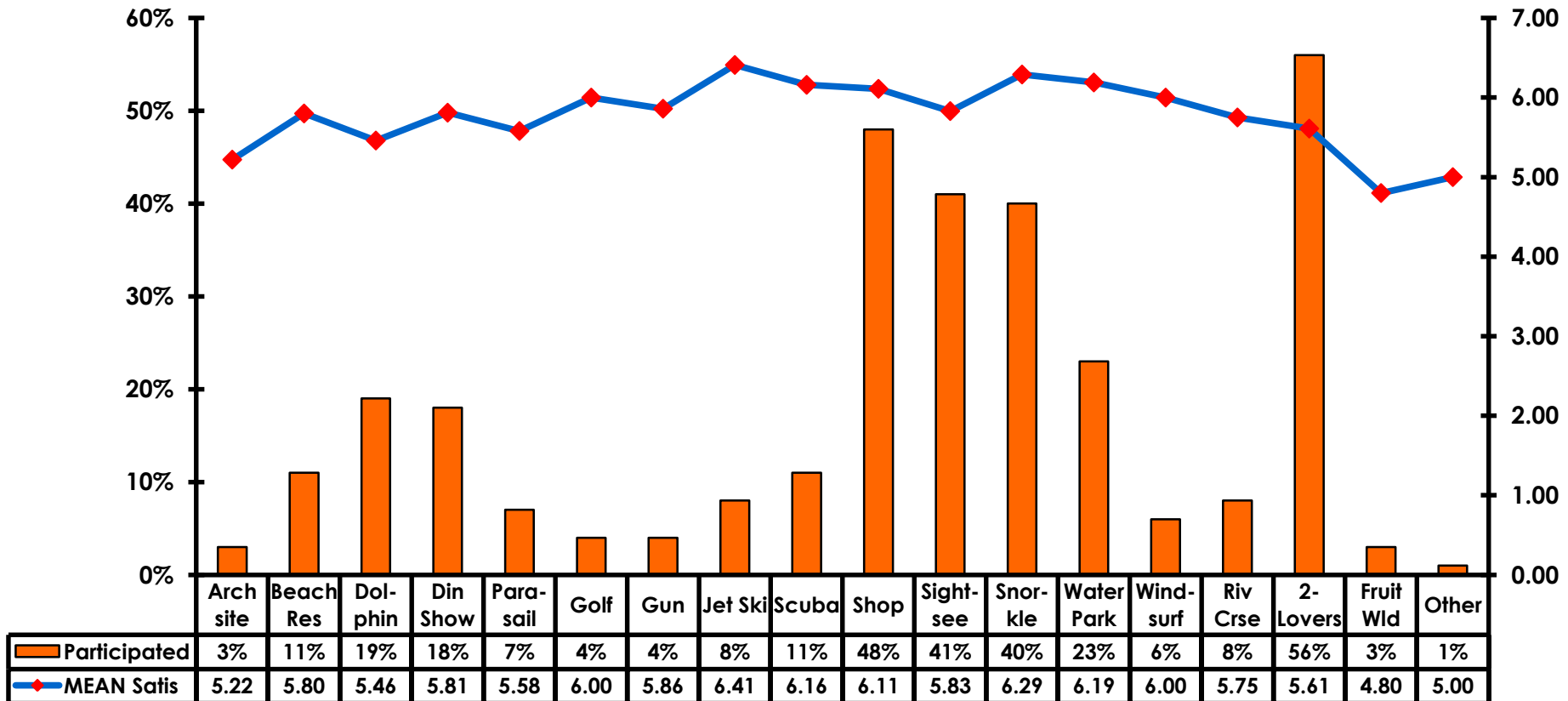| Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = **49%**	Score of 6 to 7 = **44%**
Score of 4 to 5 = **43%**	Score of 4 to 5 = **58%**
Score 1 to 3 = **8%**	Score 1 to 3 = **9%**
MEAN = 5.24	**MEAN = 5.08**

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 = **25%**	Score of 6 to 7 = **22%**
Score of 4 to 5 = **63%**	Score of 4 to 5 = **62%**
Score 1 to 3 = **12%**	Score 1 to 3 = **16%**
MEAN = 4.67	**MEAN = 4.56**

Satisfaction with Other Activities

	Arch site	Beach Res	Dol-phin	Din Show	Para-sail	Golf	Gun	Jet Ski	Scuba	Shop	Sight-see	Snor-kle	Water Park	Wind-surf	Riv Crse	2-Lovers	Fruit Wld	Other
Participated	3%	11%	19%	18%	7%	4%	4%	8%	11%	48%	41%	40%	23%	6%	8%	56%	3%	1%
MEAN Satis	5.22	5.80	5.46	5.81	5.58	6.00	5.86	6.41	6.16	6.11	5.83	6.29	6.19	6.00	5.75	5.61	4.80	5.00

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

Incentive	Nothing-right amount	More time	Budget	Flt Sched	More things to do	Less restrictions	Pkg Offer-longer stay	Other
	94%	2%	2%	1%	0%	0%		1%

On-Island Perceptions

7pt Rating Scale
7=Very Satisfied/ 1=Very Dissatisfied

	Guam was better than expected	I had no com-munication problems	I will recommend Guam to friends	Sites on Guam were attractive	I plan to visit Guam again	Not enough night activities
Strongly agree	23%	18%	22%	39%	26%	18%
MEAN	5.64	5.52	5.58	6.02	5.37	5.02

On-Island Perceptions

7pt Rating Scale
7=Very Satisfied/ 1=Very Dissatisfied

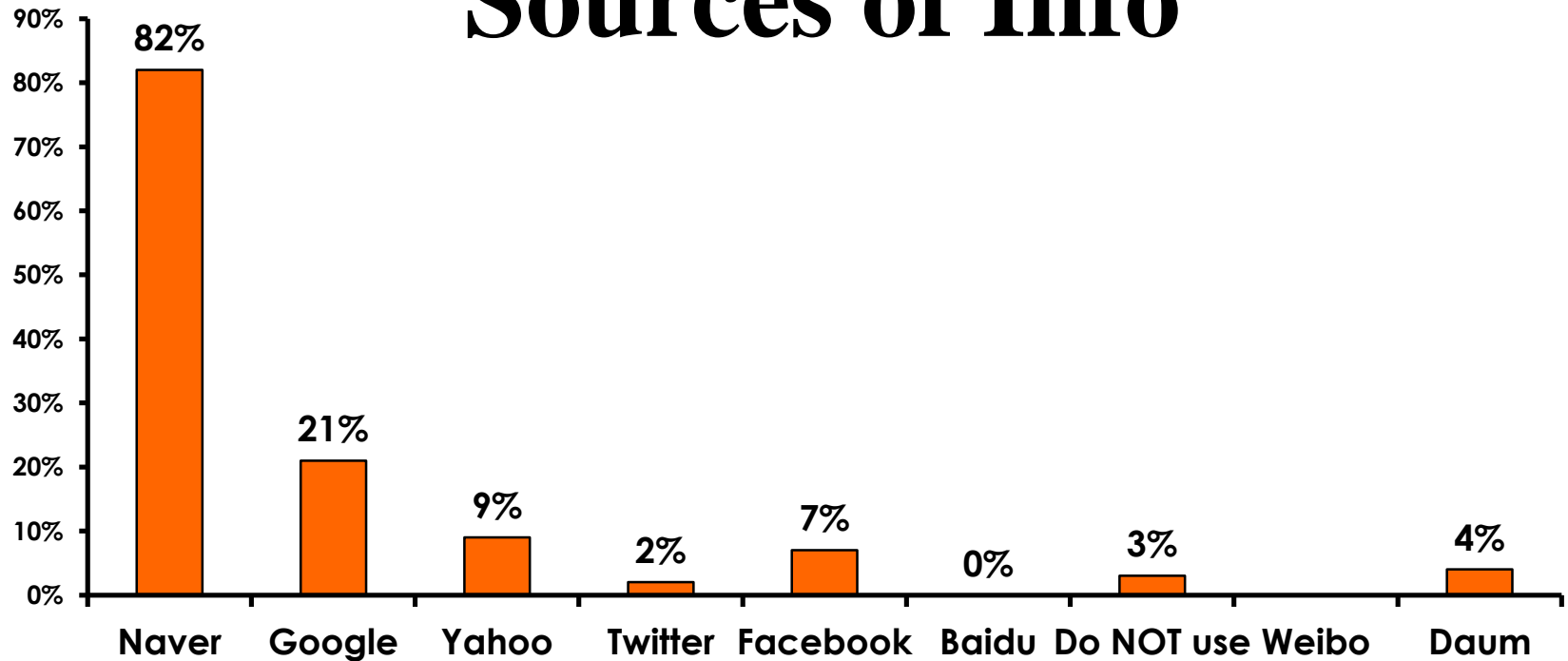|	Tour Guide-Professional	Tour Driver-Professional	Taxi Driver-Professional	Taxi- Clean	Guam Airport-Clean
Strongly agree	20%	24%	24%	23%	17%
MEAN	5.30	5.54	5.56	5.50	5.22

SECTION 5
PROMOTIONS

Internet- Guam Sources of Info
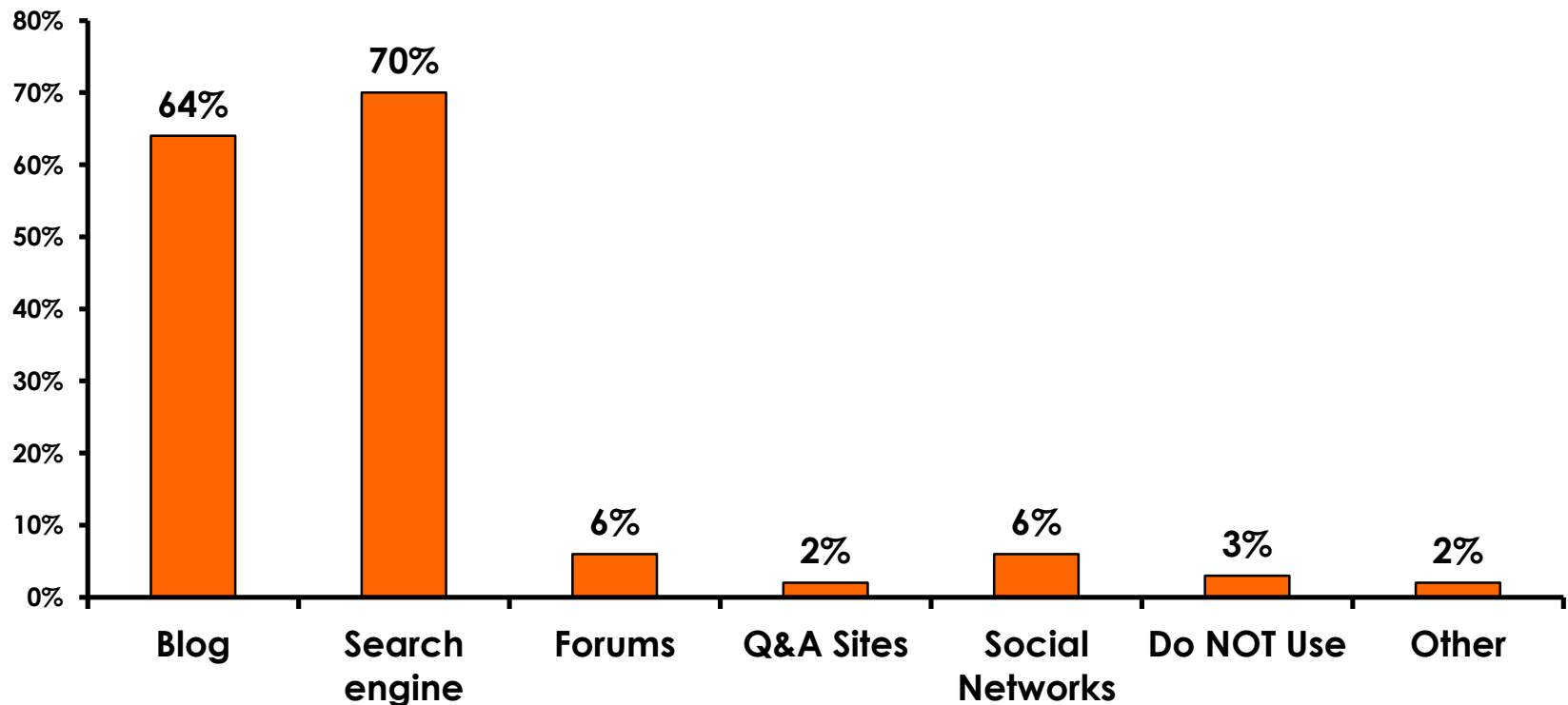
Internet- Things To Do
Sources of Info

Chart showing sources of info: Naver 82%, Google 21%, Yahoo 9%, Twitter 2%, Facebook 7%, Baidu 0%, Do NOT use 3%, Weibo (0%), Daum 4%.
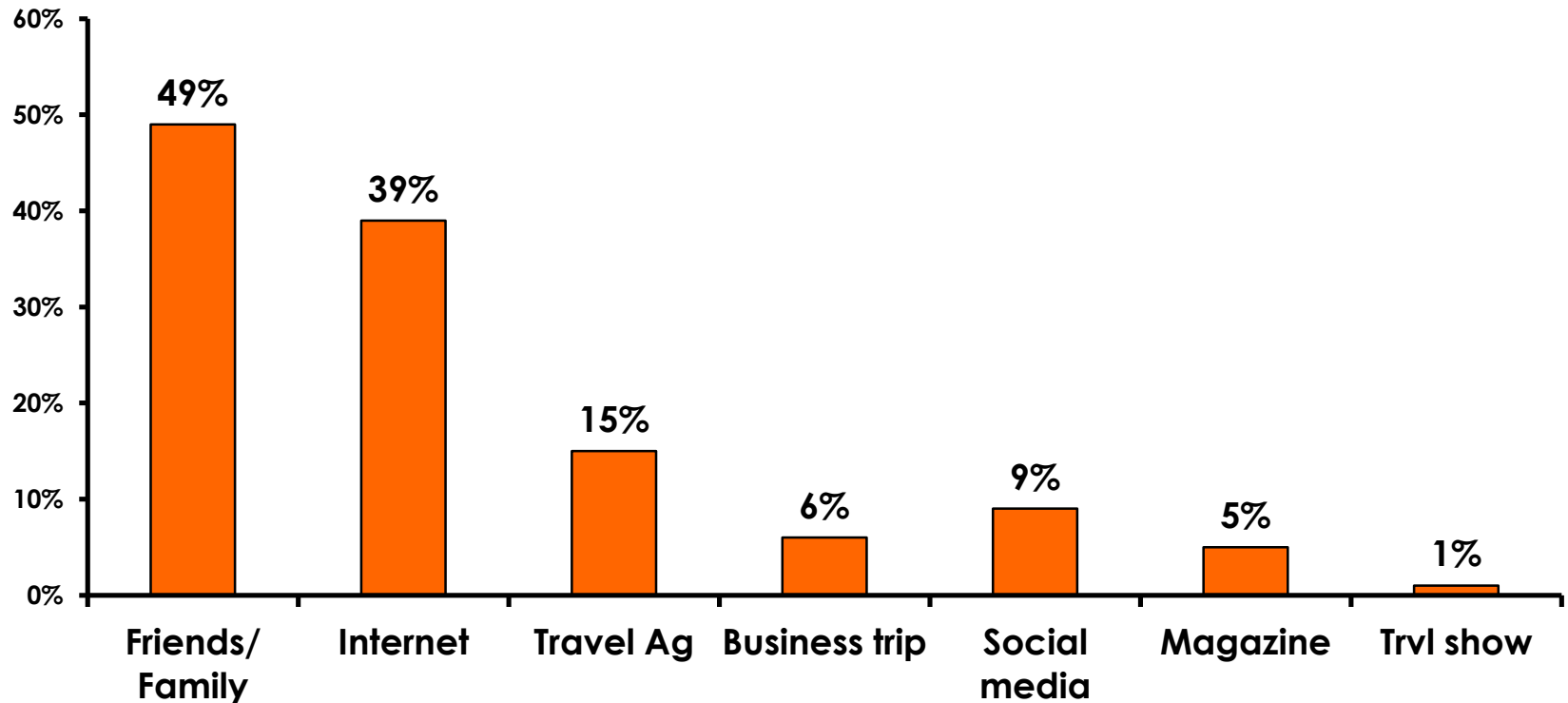
Internet- GVB Sources
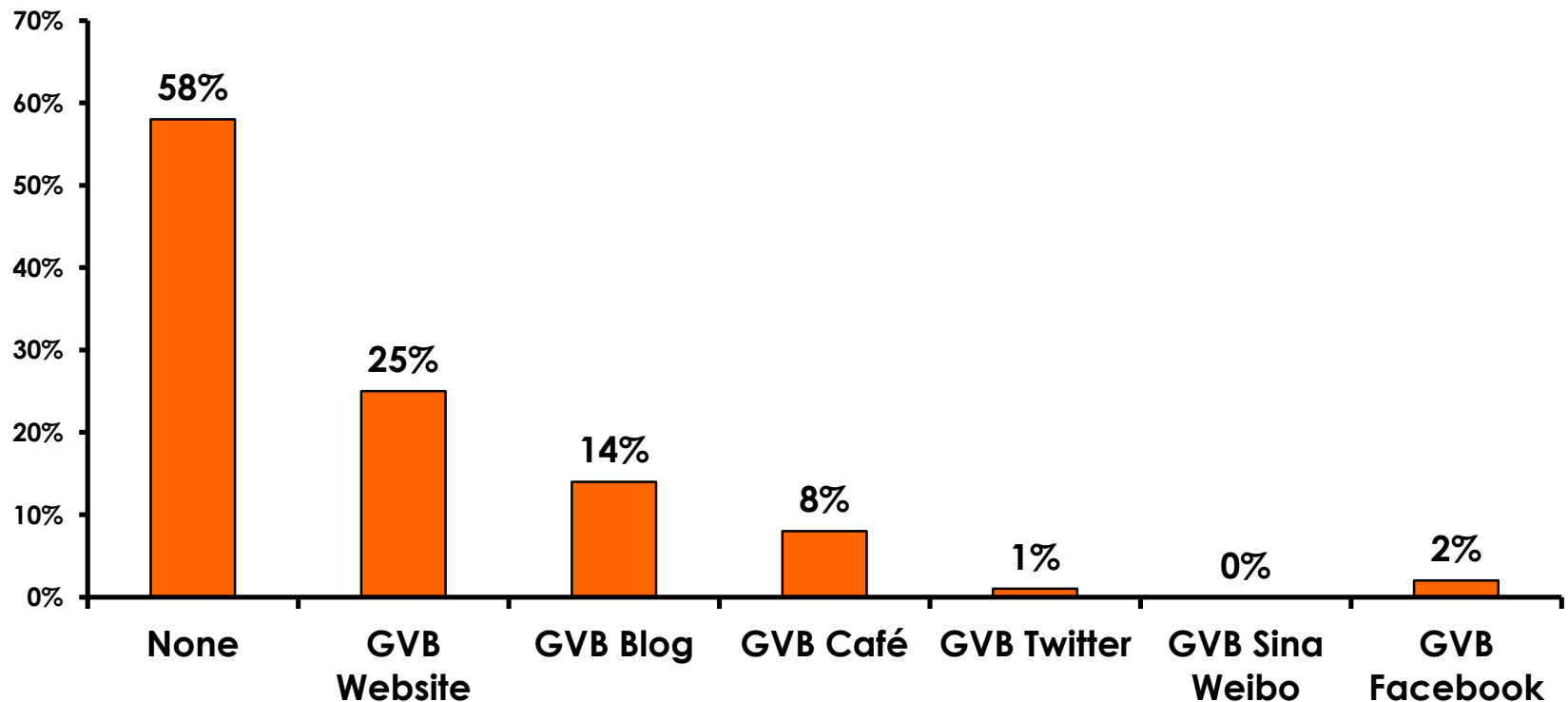
Travel Motivation- Info Sources

Sources of Information Pre-arrival

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

	Internet	Recom	Bro-chure	Com-pany	Guide-bk	Prior trip	TV	GVB	Maga-zine	Trvl show	GVB Promo
Sources of info	95%	43%	33%	15%	13%	12%	8%	7%	5%	2%	2%
Most important	75%	8%	5%	3%	2%	1%	1%	3%	1%	1%	1%
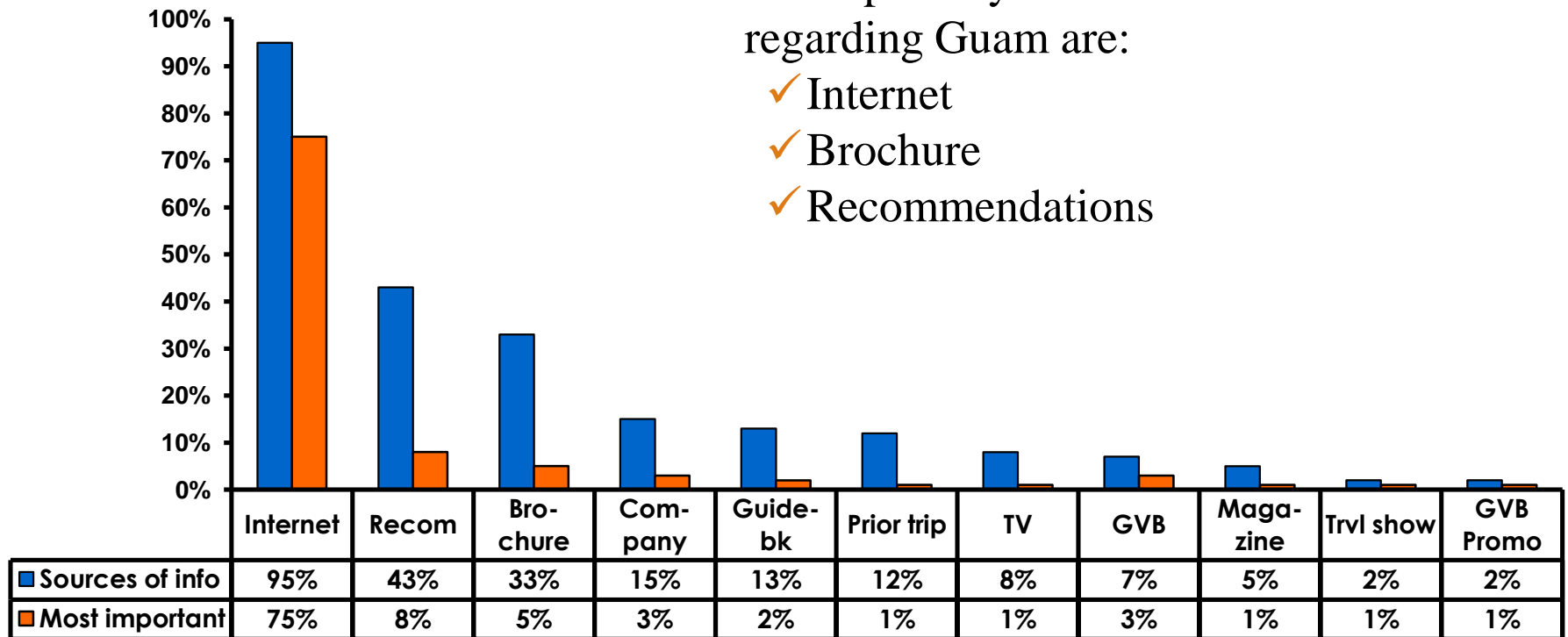
Sources of Information Post-arrival

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

	Inter-net	Hotel staff	Tour staff	Taxi	Sign-age	Local ppl	Oth Vis	Local pub	GVB	Rest-rnt	Retail	Vis Ch
■ Sources of info	68%	49%	41%	25%	19%	14%	12%	9%	7%	6%	6%	4%
■ Most important	44%	18%	17%	4%	3%	3%	1%	2%	4%	1%	0%	1%
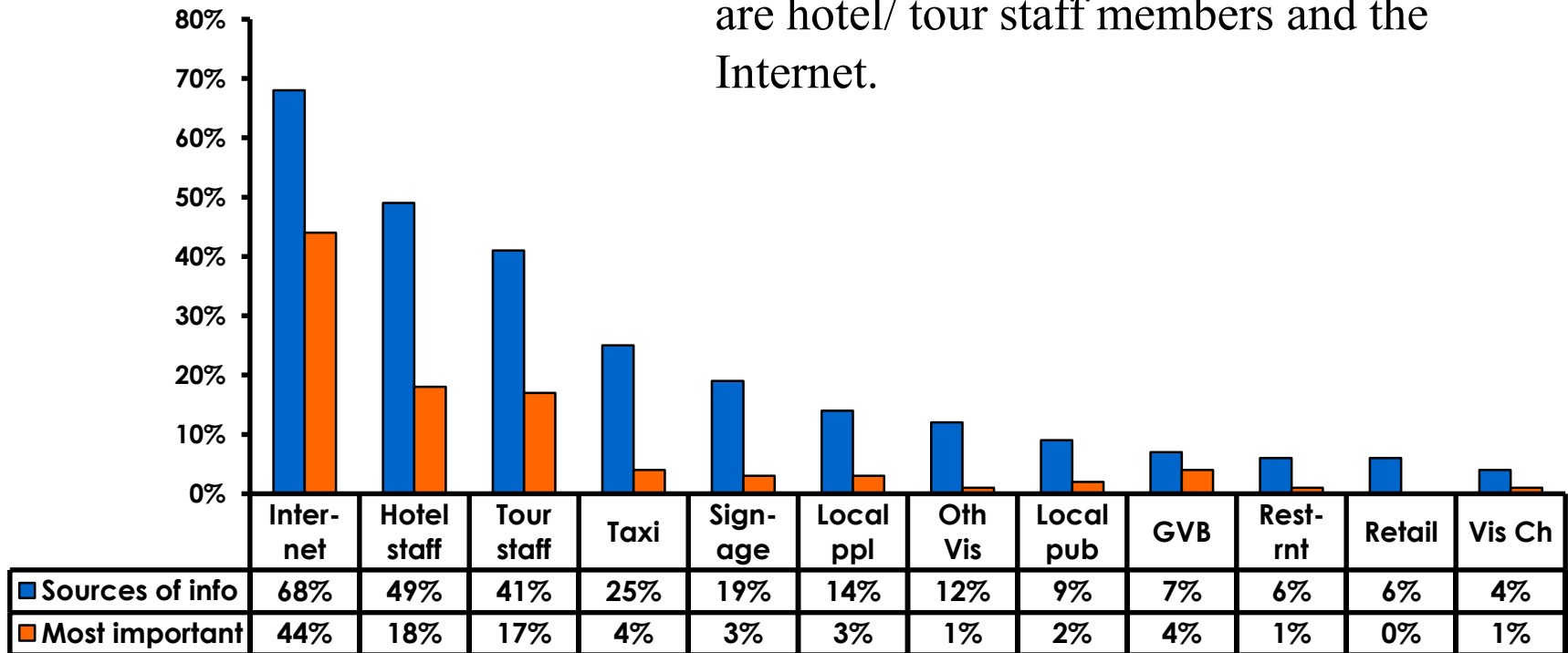
SECTION 6
OTHER ISSUES

Concerns about travel outside of Korea - Overall
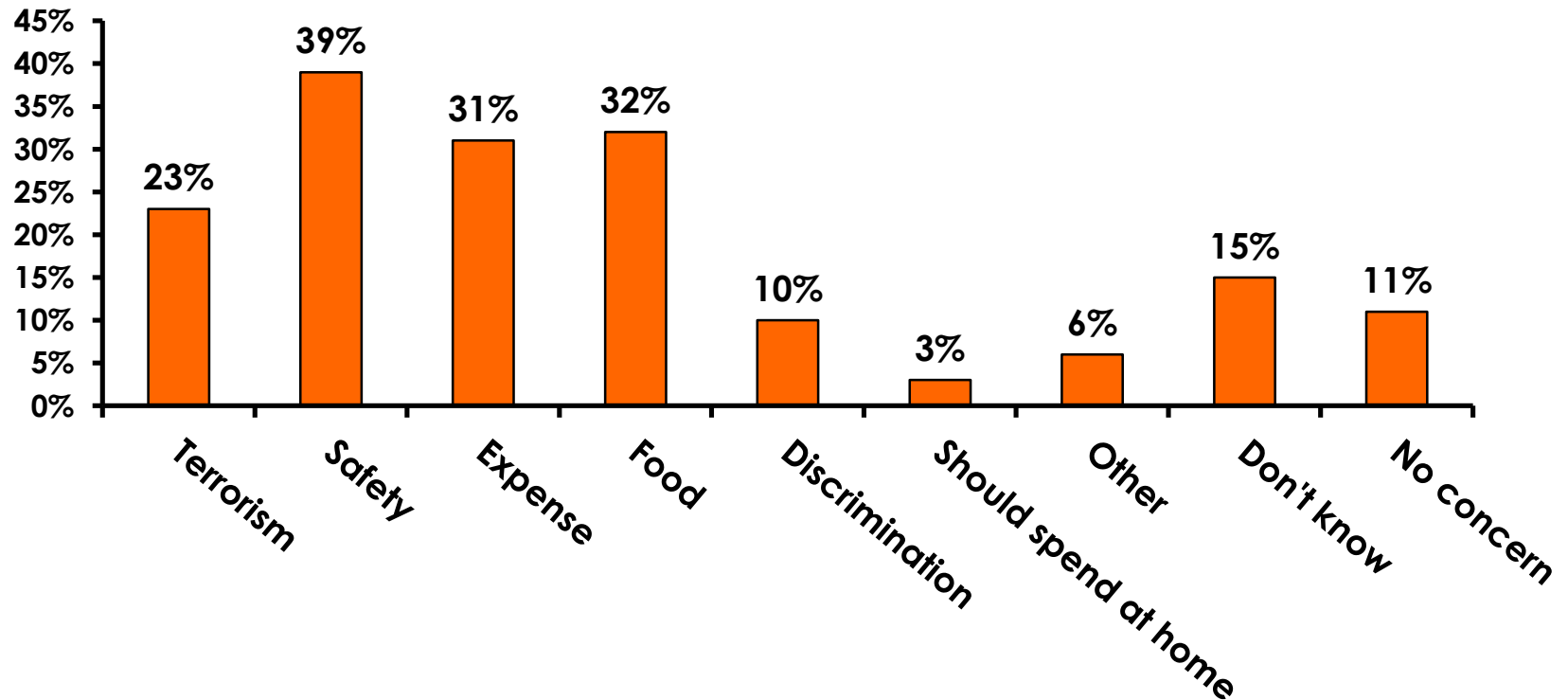
Concerns about travel outside of Korea - By Age & Income

		TOTAL	AGE				Q26							
		-	18-24	25-34	35-49	50+	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income
Q21	Safety	39%	28%	35%	47%	30%	50%	33%	38%	47%	53%	52%	45%	27%
	Food	32%	28%	30%	36%		33%	25%	35%	44%	40%	40%	26%	35%
	Expense	31%	34%	34%	28%	10%	33%	50%	38%	39%	32%	21%	34%	50%
	Terrorism	23%	14%	28%	22%			17%	33%	33%	25%	19%	23%	8%
	Don't know	15%	24%	14%	13%	40%	17%	17%	8%	3%	7%	7%	15%	12%
	No concerns	11%	21%	9%	10%	20%		8%	3%		14%	7%	11%	12%
	Discrimination against Koreans	10%	3%	12%	9%			8%	8%	11%	16%	19%	7%	
	Other	6%	10%	8%	3%	10%	17%	17%	8%	6%	2%	10%	5%	12%
	Should spend at home	3%		3%	4%			3%	3%	4%	5%	4%	4%	
	Total Count	346	29	155	152	10	6	12	40	36	57	42	74	26

Security Screening/ Immigration Process at Guam International Airport
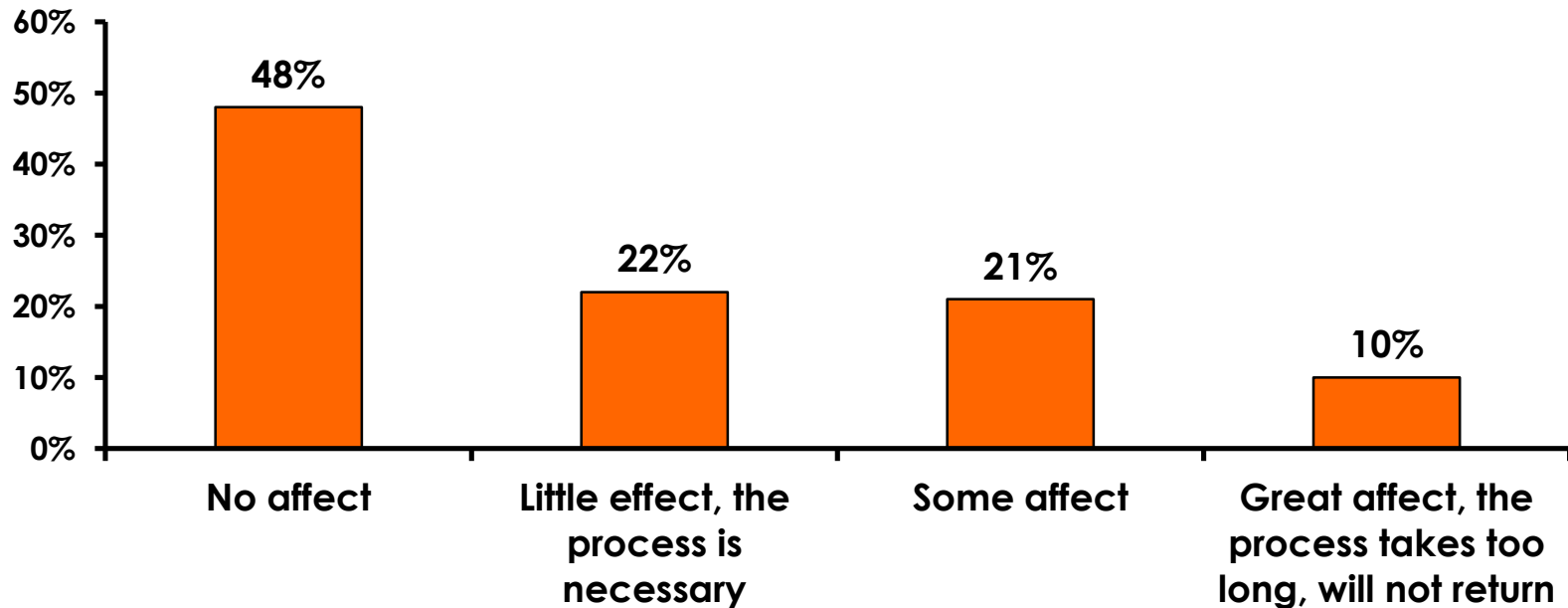
Airport Screening
7pt Rating Scale
7=Strongly Agree/ 1=Strongly Disagree

	Time drop bags for screen reason-able	Signs bag screen reason-able	Time clear security enter secured area reason-able	Screening officer-good	Officer careful w/ belong-ings	Officer abused authority	Officer rude/ unprof
Strongly agree	27%	21%	23%	25%	23%	14%	16%
MEAN	5.30	5.02	5.16	5.26	5.20	3.77	3.73

75