



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

SEPTEMBER 2010



Prepared by: QMark Research

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Background & Methodology

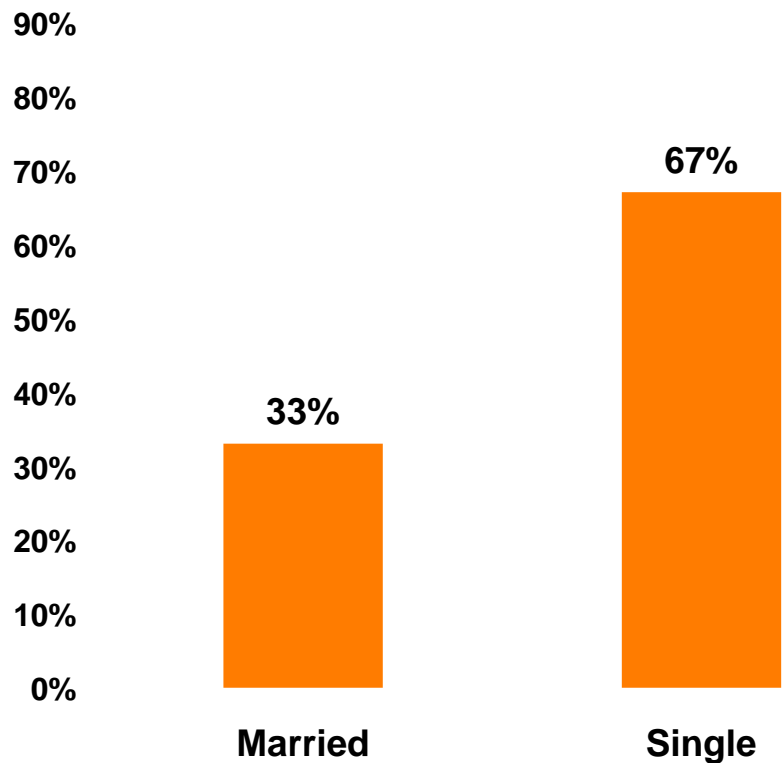
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **330** departing 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 **330** 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.

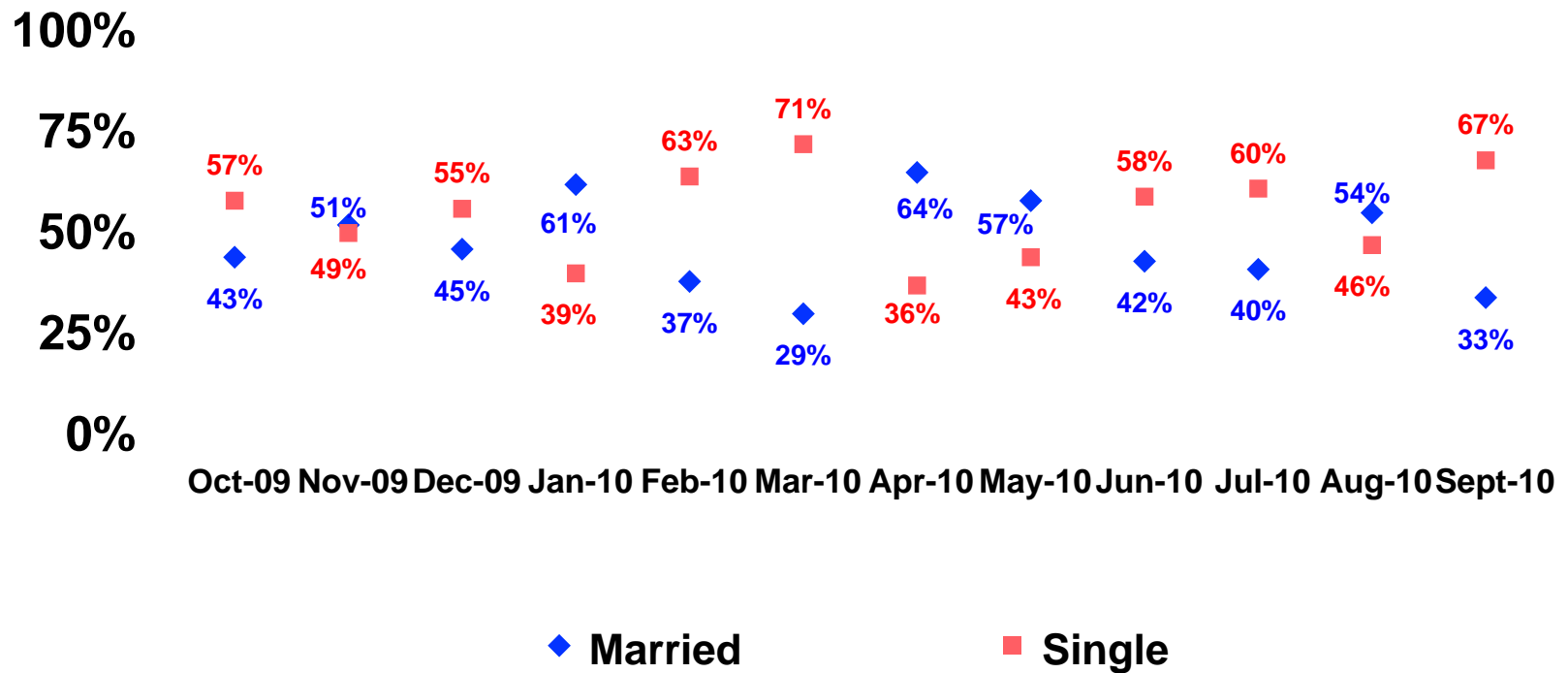
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

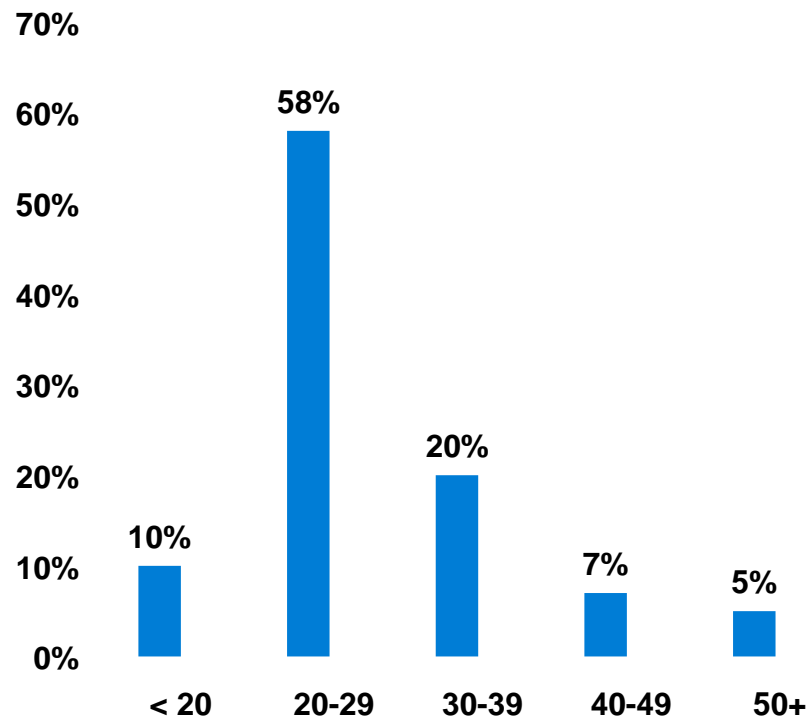


- 72% of 1ST time visitors are single.

Marital Status

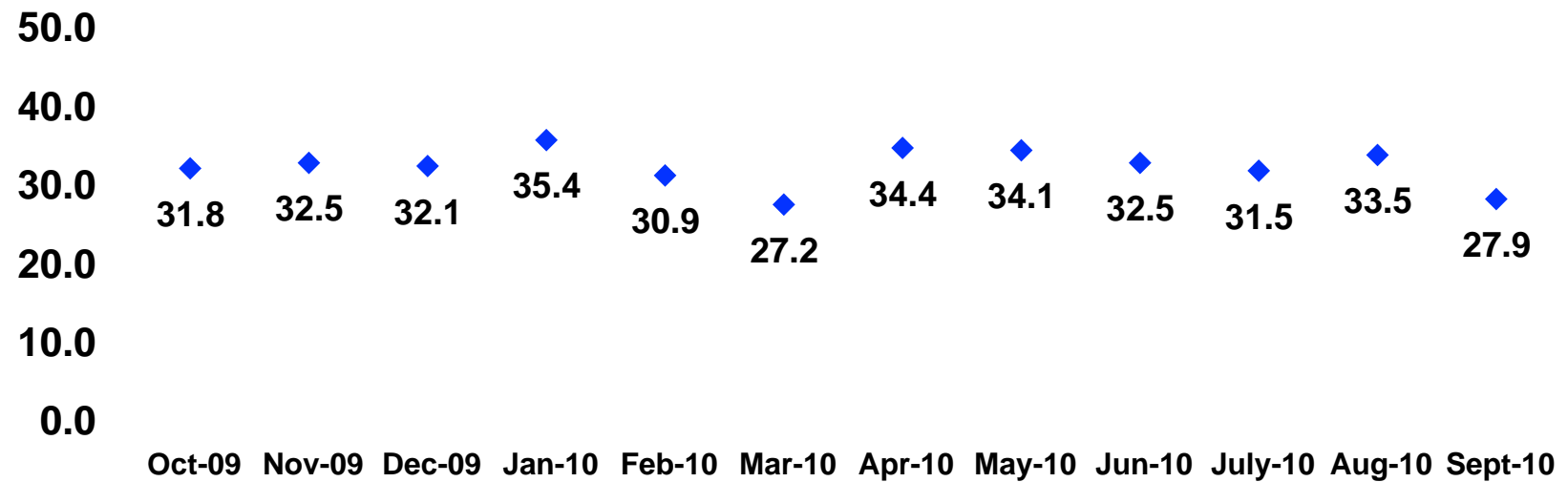


Age - Overall

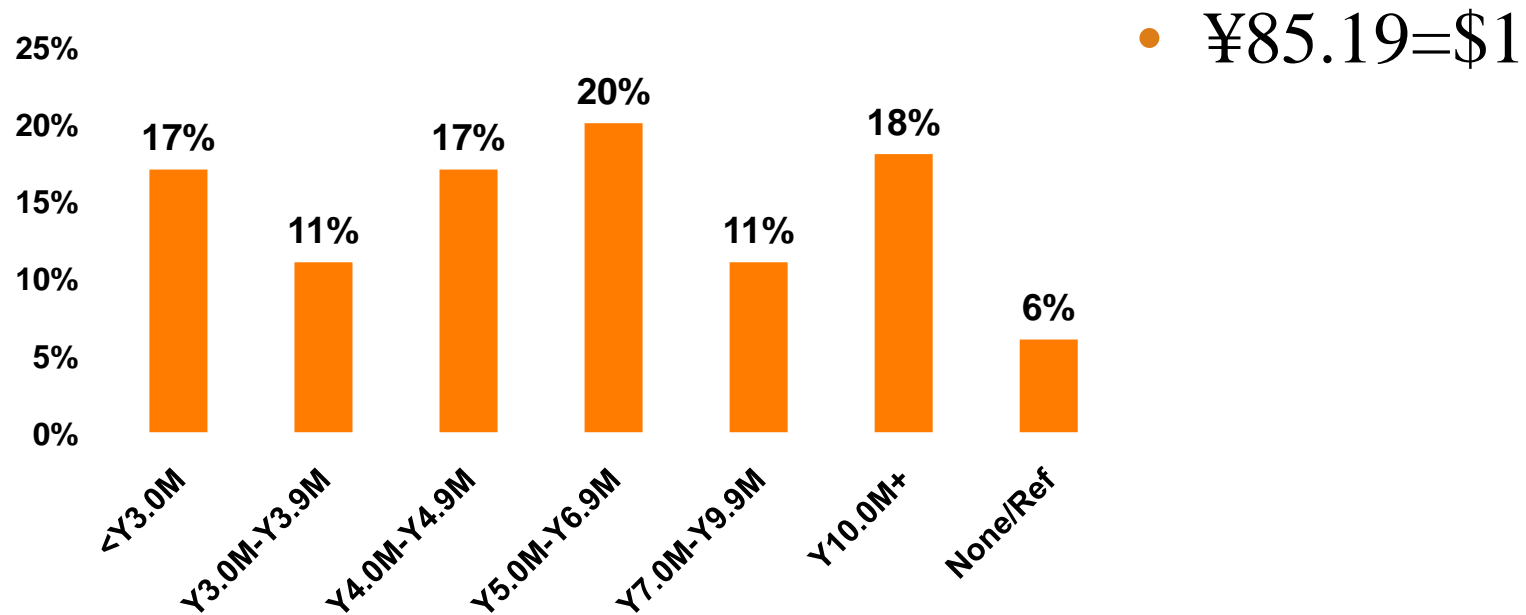


- The average age of the respondents is 27.9 years of age.

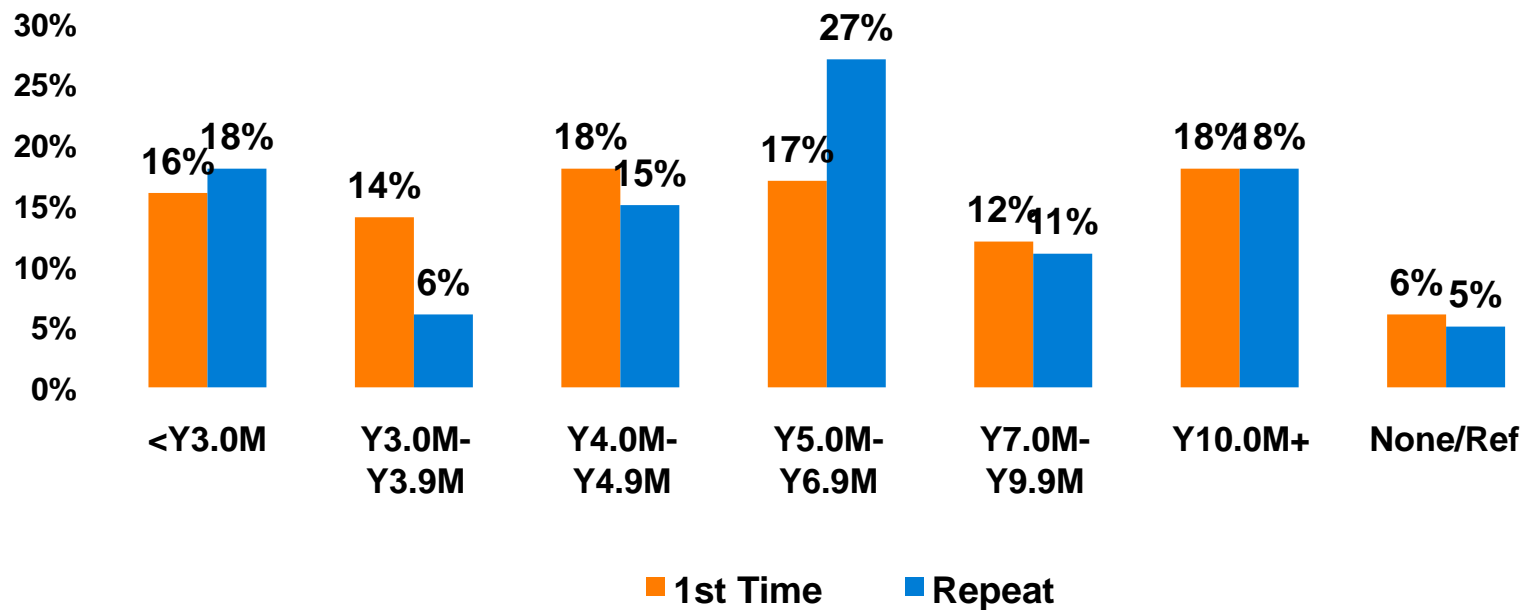
Average Age



Personal Income



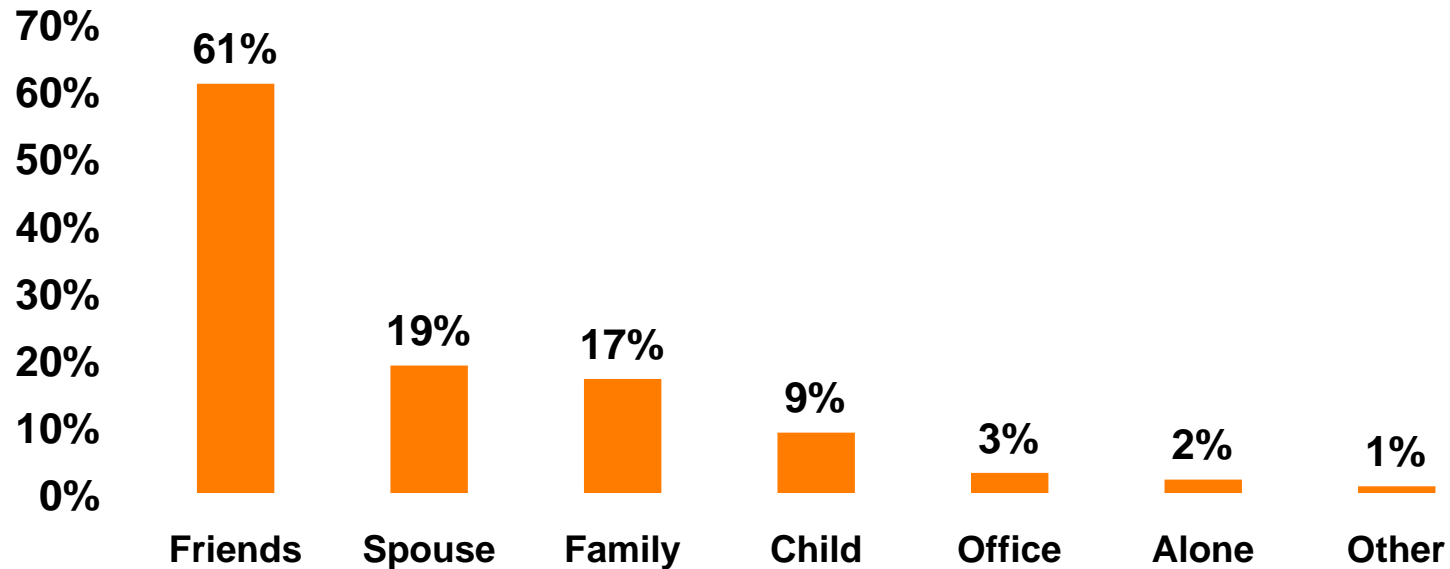
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	44	13	31	2	34	7	1	
		17%	9%	26%	12%	24%	11%	5%	
Y3.0M-Y3.9M	Count	30	13	17	2	22	5		1
		11%	9%	14%	12%	15%	8%		7%
Y4.0M-Y4.9M	Count	44	31	13		26	14	2	2
		17%	22%	11%		18%	22%	9%	14%
Y5.0M-Y6.9M	Count	52	39	13	2	17	22	7	4
		20%	28%	11%	12%	12%	34%	32%	29%
Y7.0M-Y9.9M	Count	30	15	15	4	10	8	5	3
		11%	11%	13%	24%	7%	13%	23%	21%
Y10.0M+	Count	46	25	21	4	24	8	7	3
		18%	18%	18%	24%	17%	13%	32%	21%
No Inc	Count	15	5	10	3	11			1
		6%	4%	8%	18%	8%			7%
Total	Count	261	141	120	17	144	64	22	14

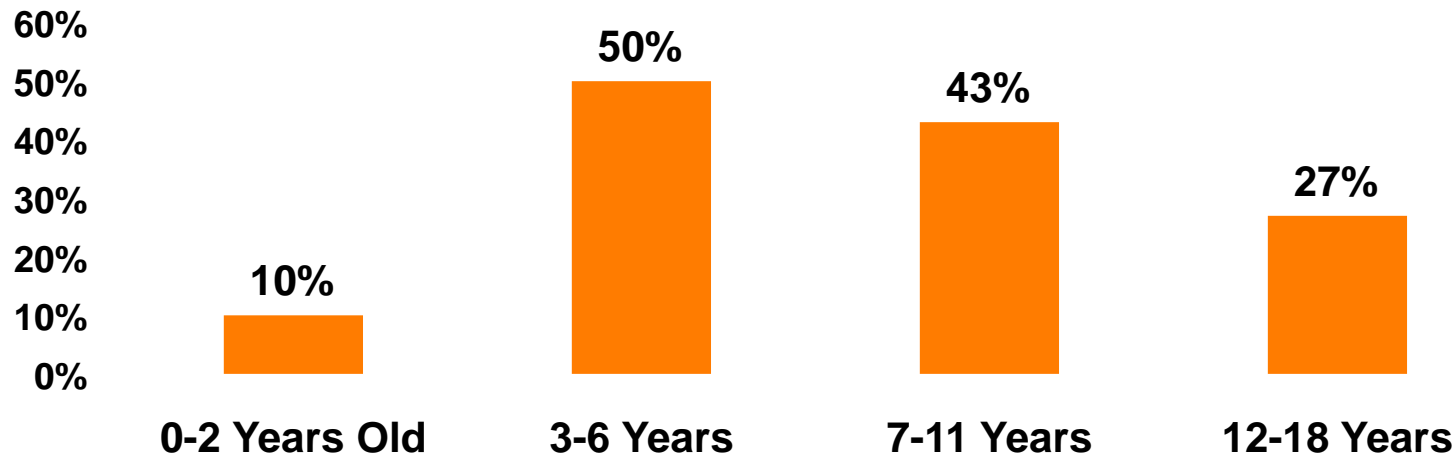
Travel Companions



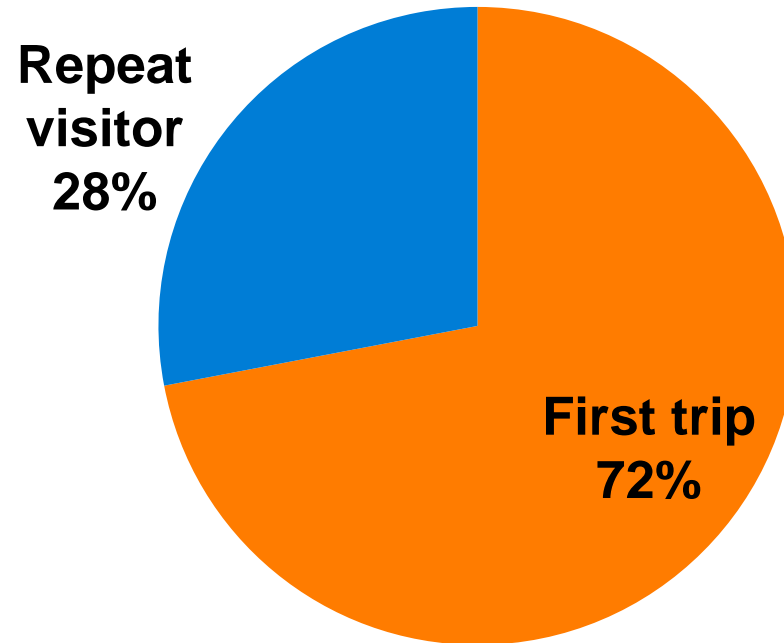
Number of Children Travel Party

N=30 total respondents traveling with children.

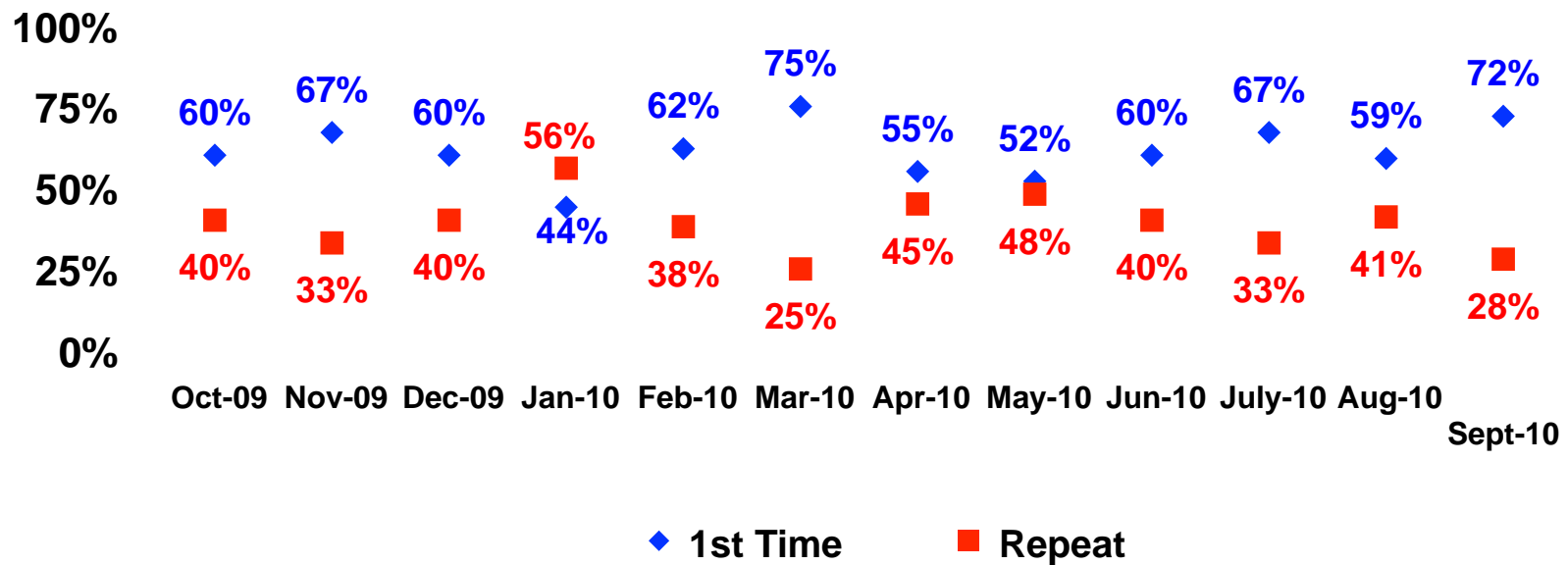
(Of those N=30 respondents, there is a total of 39 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



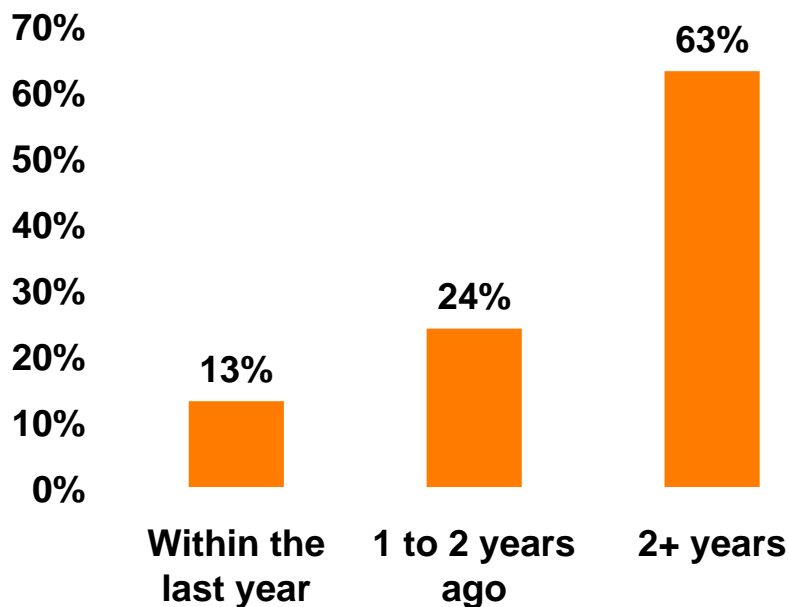
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	165	115	50
			50%	49%	53%
	Female	Count	165	121	44
			50%	51%	47%
Total		Count	330	236	94
AGE	<20	Count	32	28	4
			10%	12%	4%
	20-29	Count	192	147	45
			58%	62%	48%
	30-39	Count	66	43	23
			20%	18%	24%
	40-49	Count	24	10	14
			7%	4%	15%
	50+	Count	16	8	8
			5%	3%	9%
Total		Count	330	236	94

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

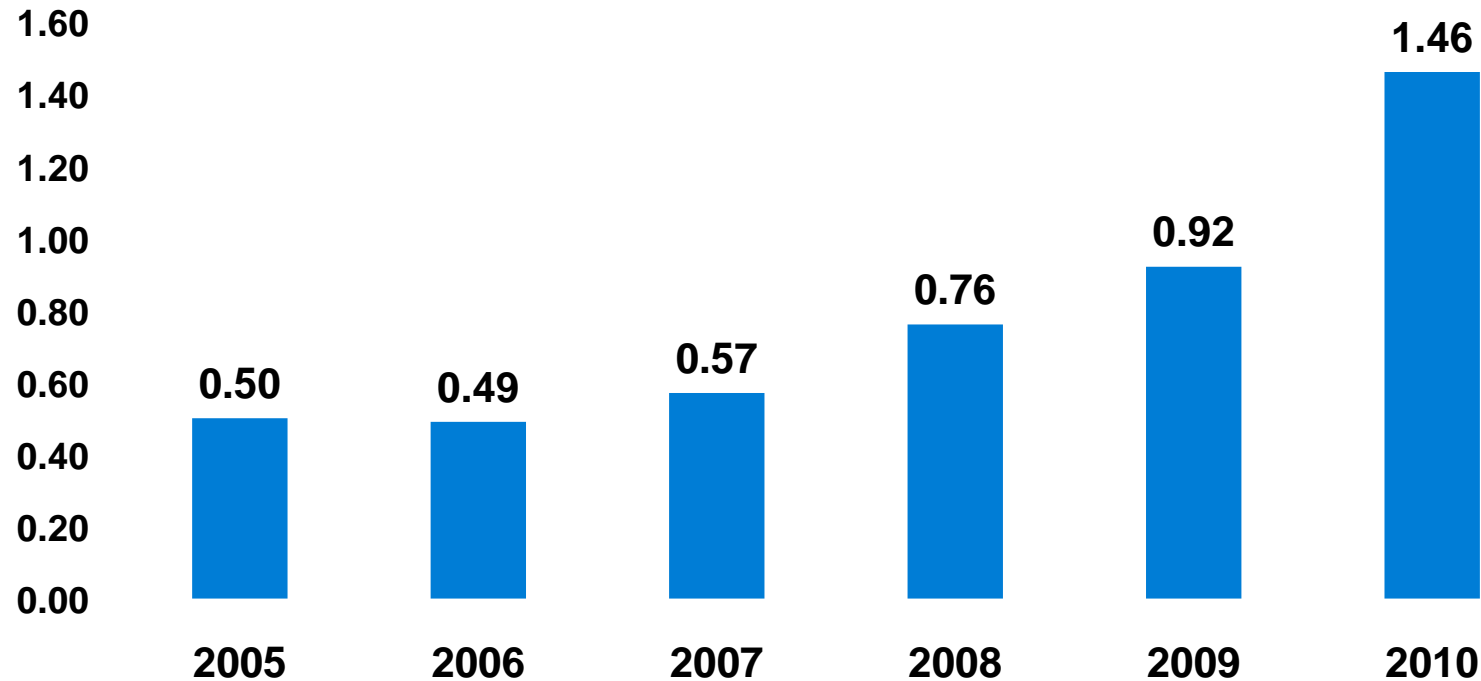
Repeat Visitors Last Trip

n = 91

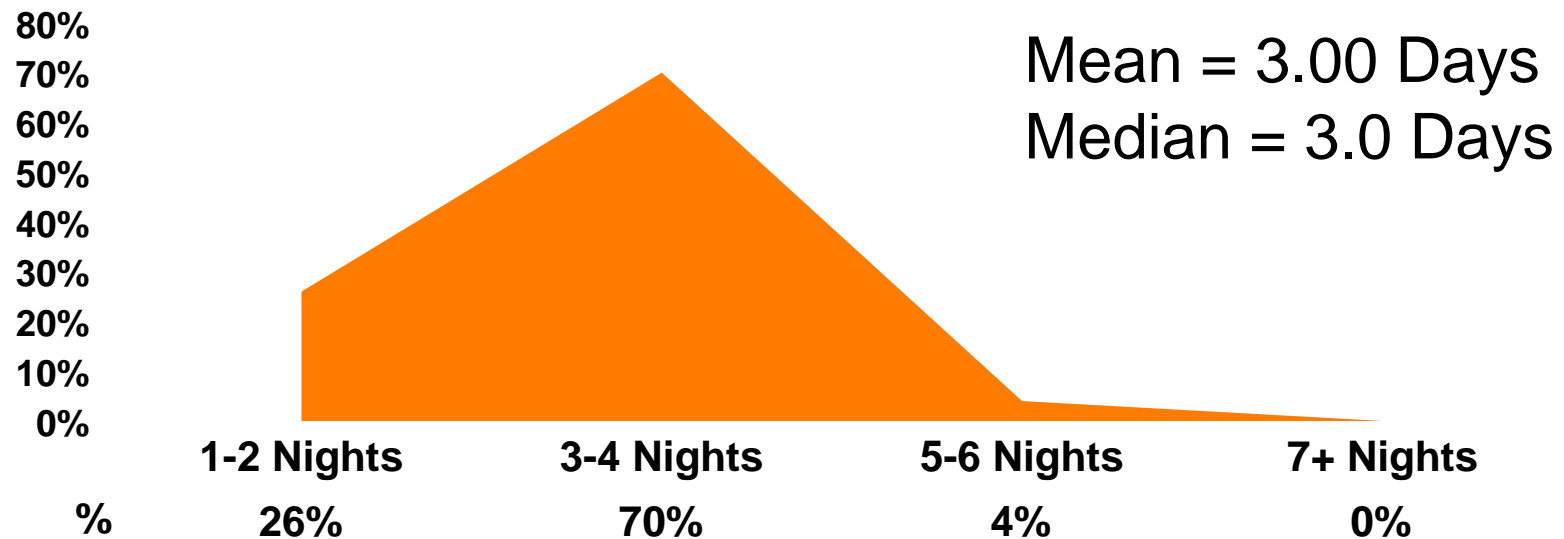


- The average repeat visitor has been to Guam 2.4 times.
- A third of the repeat visitors have been to Guam within the last 2 years.

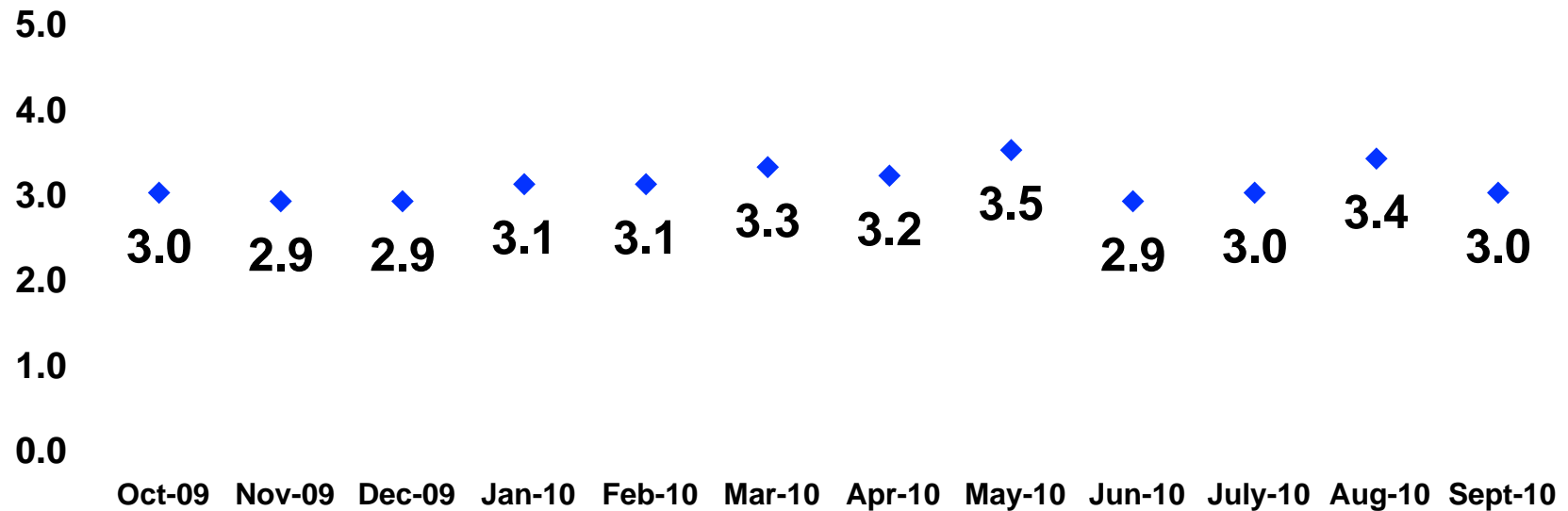
Average Number Overnight Trips (2004-2010) (2 nights or more)



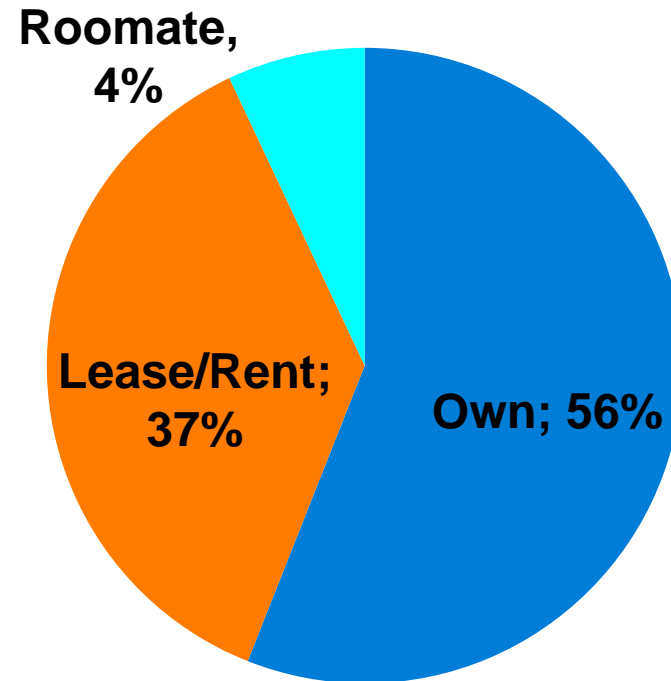
Length of Stay



Average Length of Stay



Living Accommodations

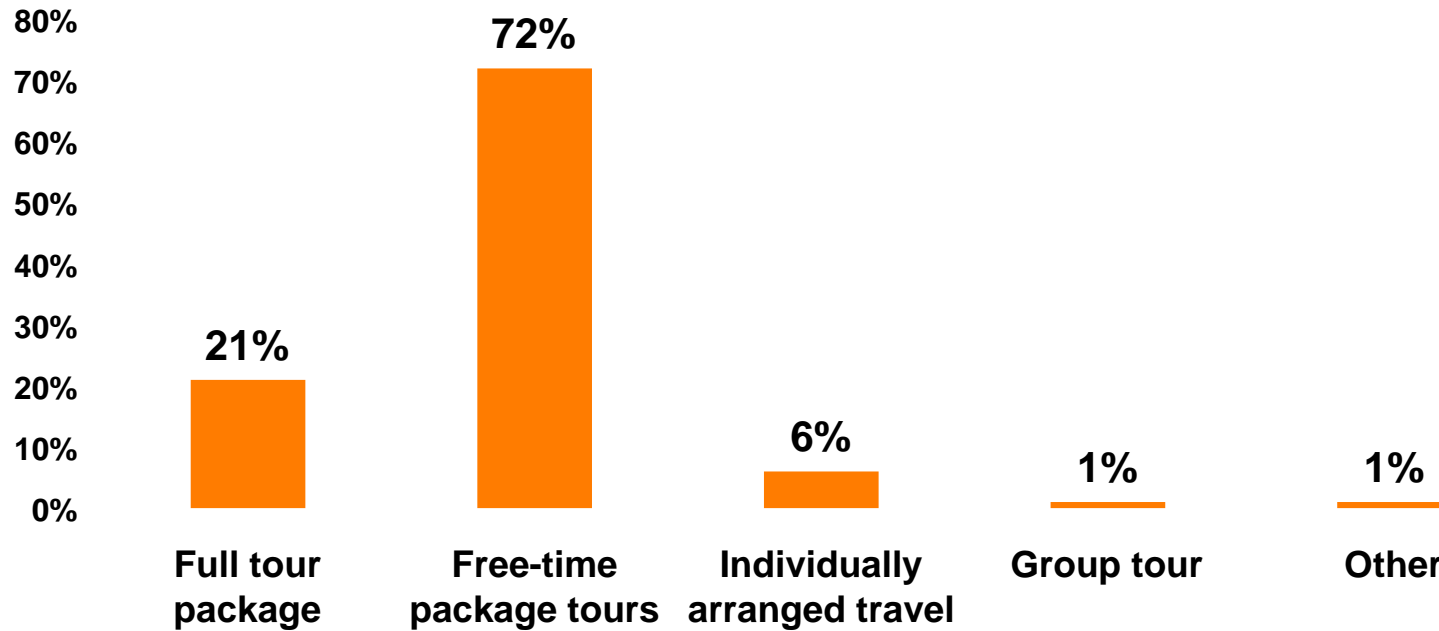


Occupation by Income

	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 Student	37%	34%	20%	12%	23%	33%	37%	80%	
Co. Employee: Office Worker Non-Managerial	14%	23%	30%	9%	17%	10%	11%		
Co. Employee: Salesperson	12%	11%	13%	35%	13%	10%	7%		
Co. Employee: Engineer	9%	5%	7%	16%	21%	7%	4%		
Skilled Worker	4%	7%	7%	9%	2%		4%		
Professional or Specialist	4%	2%	3%	5%		3%	17%		
Co. Employee: Manager	4%				8%	17%	4%		
Government Employee: Office Worker Non-Managerial	3%	2%	13%	5%	2%	3%	2%		
Homemaker	3%	2%	3%	2%	2%	7%	4%	7%	
Unemployed	2%			2%	2%		2%	13%	
Other	2%	7%				3%	2%		
Self Employed	2%			5%	4%		2%		
Government Employee: Manager	1%				6%		2%		
Freeter	2%	5%				3%			
Free-lancer	1%	2%	3%						
Co. Employee: Executive	0%					3%			
Total Count	321	44	30	43	52	30	46	15	

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

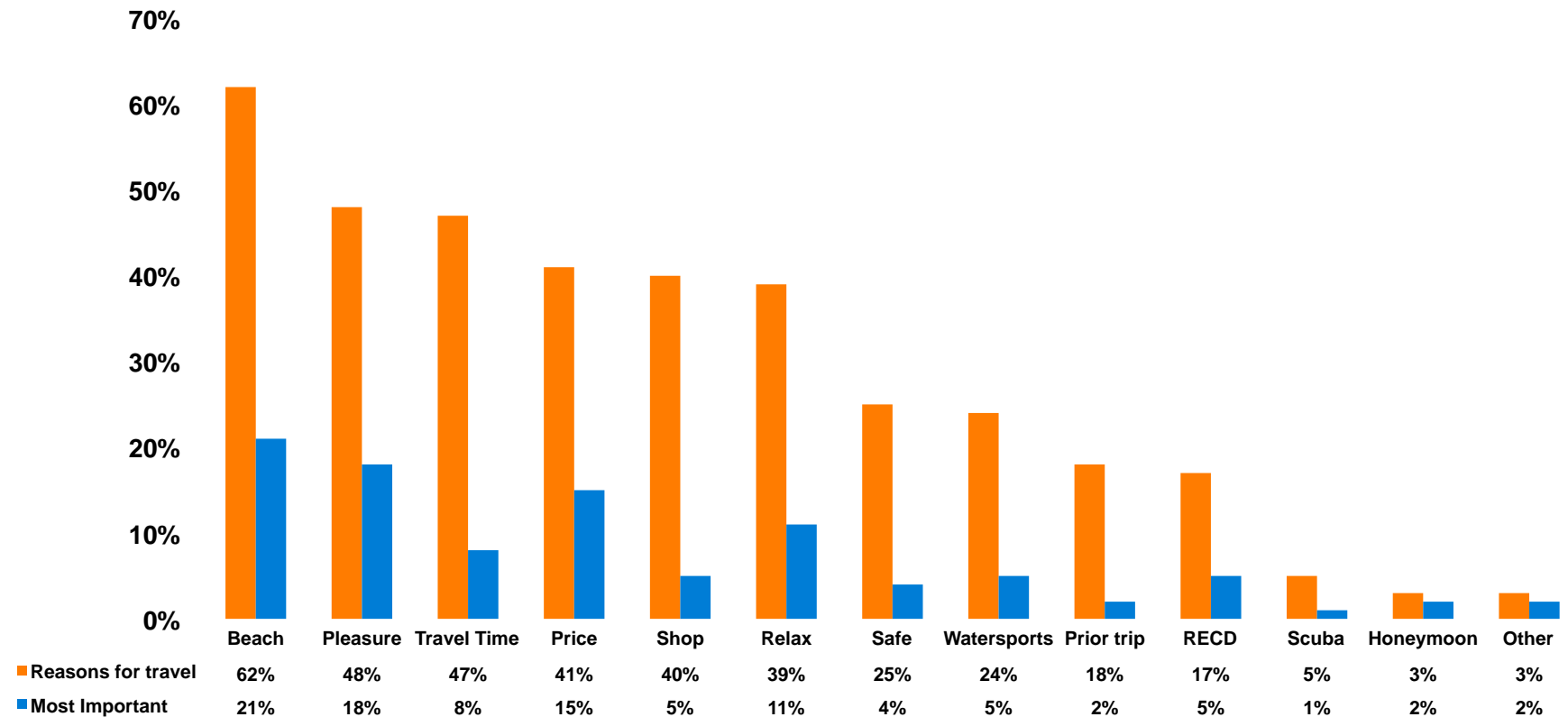


Accommodation by Income

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	17%	23%	10%	20%	10%	13%	11%	13%
	Guam Reef Hotel	12%	9%	14%	2%	14%	17%	9%	13%
	Pacific Islands Club PIC	8%	7%	10%	14%	4%	13%	9%	7%
	Outrigger Guam Resort	7%	2%		9%	10%	13%	11%	
	Fiesta Resort Guam	6%	7%	14%	2%	6%	7%	9%	7%
	Pacific Bay Hotel	5%	9%		5%	4%	3%	4%	13%
	Ramada Suites Guam	5%		7%	7%	10%	3%	2%	7%
	Leo Palace Resort	5%	5%		2%	6%	10%	4%	7%
	Grand Plaza Hotel	4%	7%	3%	2%	2%	7%	4%	7%
	Ohana Bayview Hotel	3%	11%	7%		4%		4%	
	Hotel Nikko Guam	3%	5%	3%	5%	6%			7%
	Holiday Resort Guam	3%	2%	3%	7%	2%	3%	4%	
	Hyatt Regency Guam	3%			7%	2%	7%	7%	
	Onward Beach Resort	3%	2%	3%	5%	2%		4%	
	Sheraton Laguna Resort	2%		7%	7%	4%			7%
	Guam Marriott Resort Hotel	2%	5%	7%	2%	2%		2%	
	The Westin Resort Guam	2%			2%	2%		9%	
	Ohana Oceanview Hotel	2%	5%		2%			4%	
	Royal Orchid Guam	2%	2%	3%		4%			7%
	Hilton Guam Resort & Spa	2%		3%		4%	3%		7%
	Tumon Bay Capital Hotel	1%				2%		2%	
	Hotel Sane Fe	0%		3%					
Total	Count	327	44	29	44	50	30	46	15

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

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	62%	66%	65%	59%	71%	31%	64%	61%
Pleasure	48%	56%	51%	47%	42%	19%	45%	52%
Short travel time	47%	19%	44%	61%	79%	31%	50%	44%
Price of the tour package	41%	47%	40%	44%	38%	44%	38%	45%
Shopping	40%	66%	36%	42%	33%	38%	33%	48%
Just to relax	39%	38%	32%	48%	63%	44%	41%	36%
It is a safe place to spend a vacation	25%	13%	18%	33%	58%	44%	35%	15%
Water sports	24%	31%	27%	18%	17%	6%	23%	24%
A previous visit	18%	9%	14%	20%	38%	38%	18%	18%
Recommendation of friend, relative, travel agency	17%	16%	23%	8%		13%	14%	20%
SCUBA diving	5%		6%	5%	4%		4%	5%
Honeymoon	3%		4%	3%	4%		4%	2%
Other	3%	3%	2%	3%	4%	6%	4%	1%
To get married or Attend wedding	2%		3%	2%	4%	6%	3%	2%
To golf	2%		2%	2%	4%	13%	3%	1%
To visit friends or relatives	2%		2%	2%			2%	1%
Promotional materials from GVB	1%			3%	4%	6%	2%	1%
Organized Sporting Activity	1%	3%	1%	2%			1%	1%
Company or Business trip	1%	3%	1%				1%	1%
My company sponsored me	0%				4%		1%	
Special promotion	0%		1%					1%
Career certification or testing	0%		1%				1%	
Total Cases	330	32	192	66	24	16	165	165

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	62%	66%	63%	50%	65%	63%	57%	53%	
Pleasure	48%	48%	43%	50%	44%	47%	52%	60%	
Short travel time	47%	52%	40%	45%	54%	60%	50%	33%	
Price of the tour package	41%	34%	47%	36%	37%	63%	37%	53%	
Just to relax	39%	39%	37%	48%	37%	57%	46%	20%	
Shopping	40%	43%	23%	30%	44%	53%	30%	33%	
It is a safe place to spend a vacation	25%	5%	23%	27%	40%	53%	30%	7%	
Water sports	24%	27%	20%	25%	31%	27%	11%	13%	
A previous visit	18%	23%	10%	18%	23%	20%	22%	13%	
Recommendation of friend, relative, travel agency	17%	30%	13%	14%	10%	7%	13%	47%	
SCUBA diving	5%	14%			8%		4%	7%	
Honeymoon	3%	2%	7%	5%	2%		2%		
Other	3%			2%	2%		9%	7%	
To get married or Attend wedding	2%	2%	3%	5%	2%	3%	2%		
To golf	2%	2%		2%	4%	7%			
To visit friends or relatives	2%		3%	2%	2%				
Promotional materials from GVB	1%				2%	7%			
Organized Sporting Activity	1%	2%			2%				
Company or Business trip	1%							7%	
My company sponsored me	0%				2%				
Special promotion	0%	2%							
Career certification or testing	0%						2%		
Total Cases	330	44	30	44	52	30	46	15	

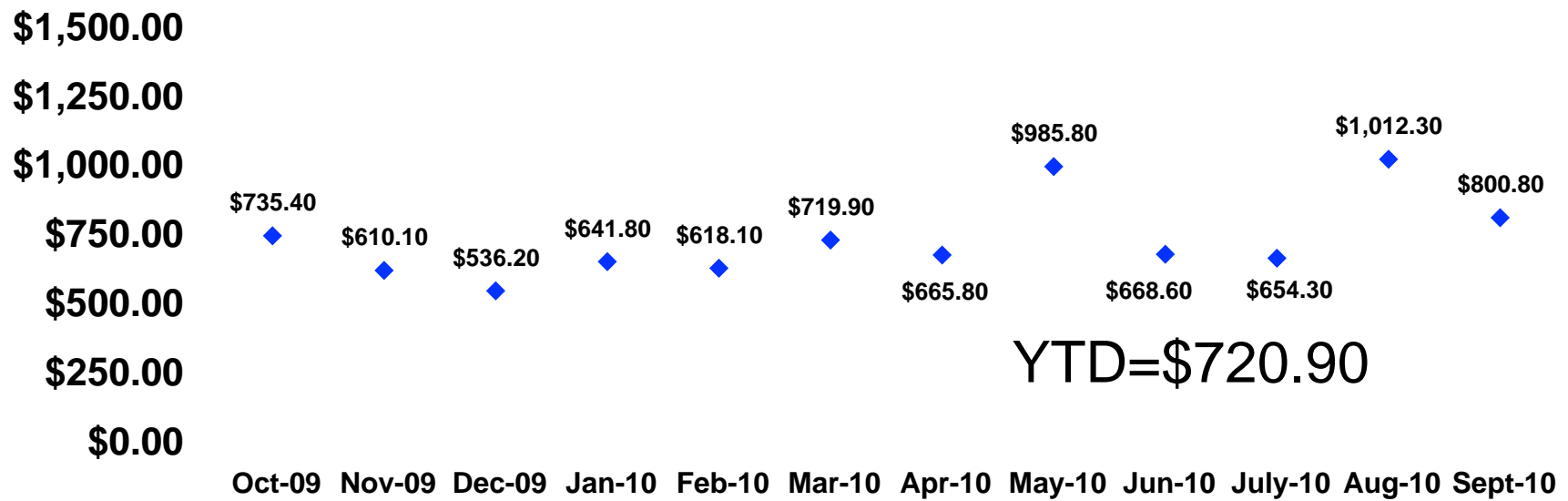
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥84.19/US\$1

- \$1,474.80 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$13,303 = maximum (highest amount recorded for the entire sample)
- \$800.80 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

¥84.19=\$1

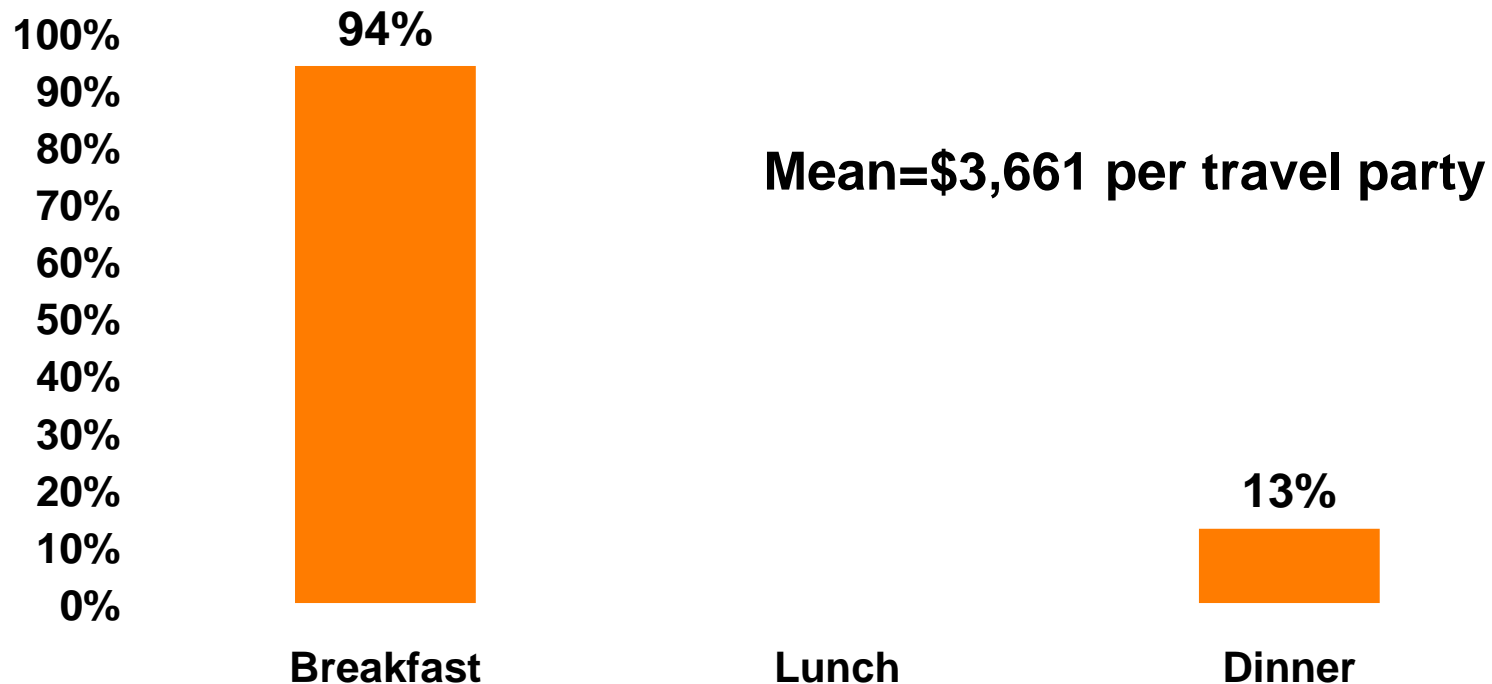
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,392.8
Air & Accommodation w/ daily meal package	\$3,661.2
Air only	\$831.7
Accommodation only	\$356.3
Accommodation w/ daily meal only	-
Food & Beverages in Hotel	\$159.8
Ground transportation - Japan	\$86.3
Ground transportation - Guam	\$24.9
Optional tours/ activities	\$206.0
Other expenses	\$572.2
Total Prepaid	\$1,474.8

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

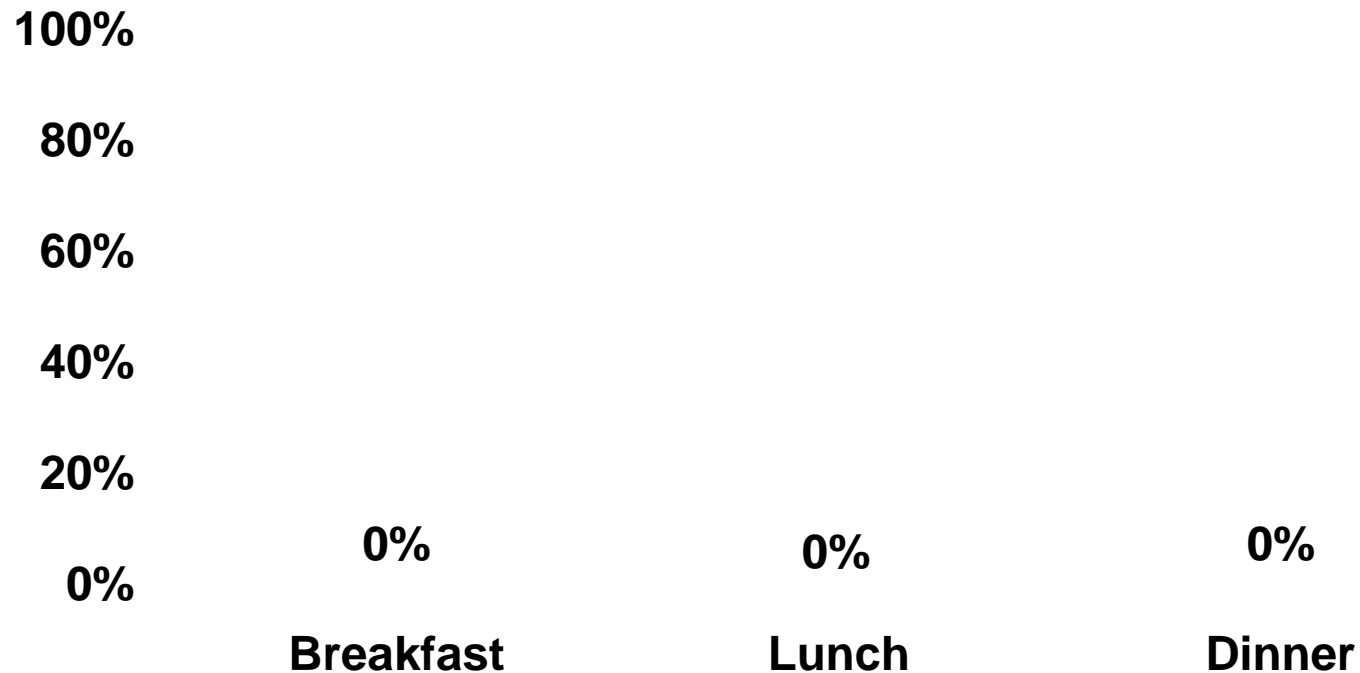
n=16



Prepaid Meal Breakdown

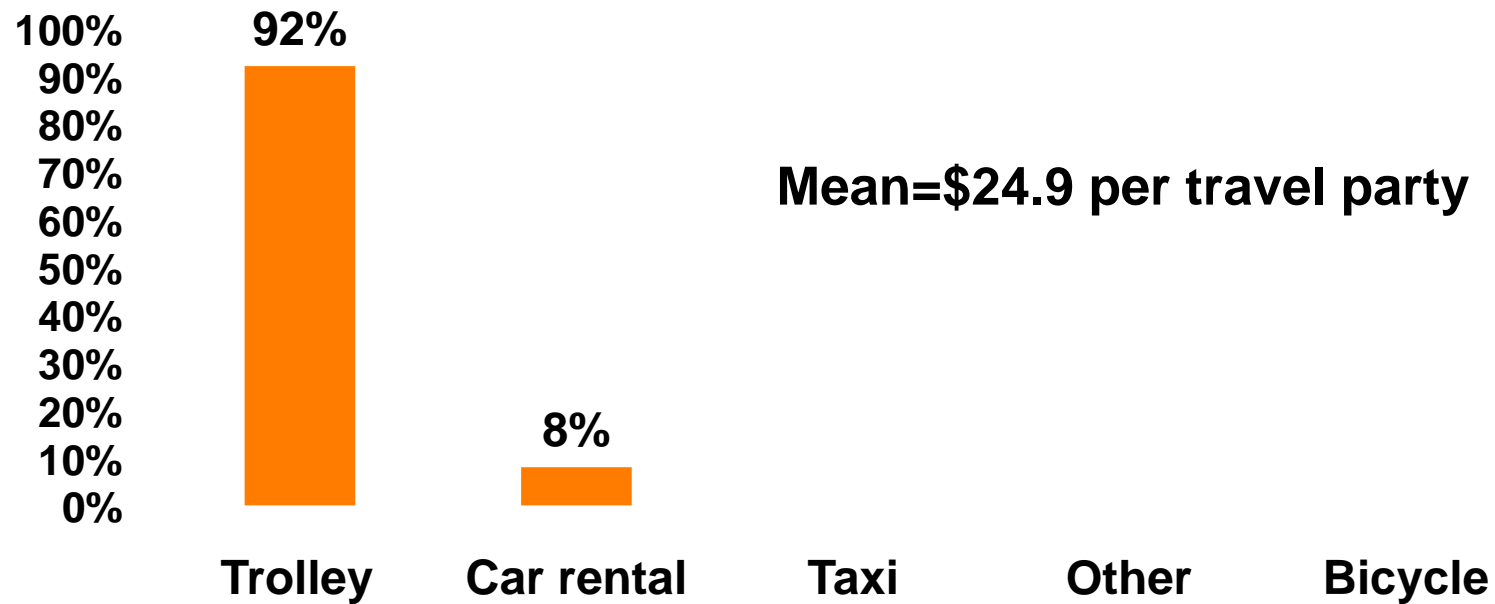
Accommodations with Daily Meal Package

n=0



Prepaid Ground Transportation

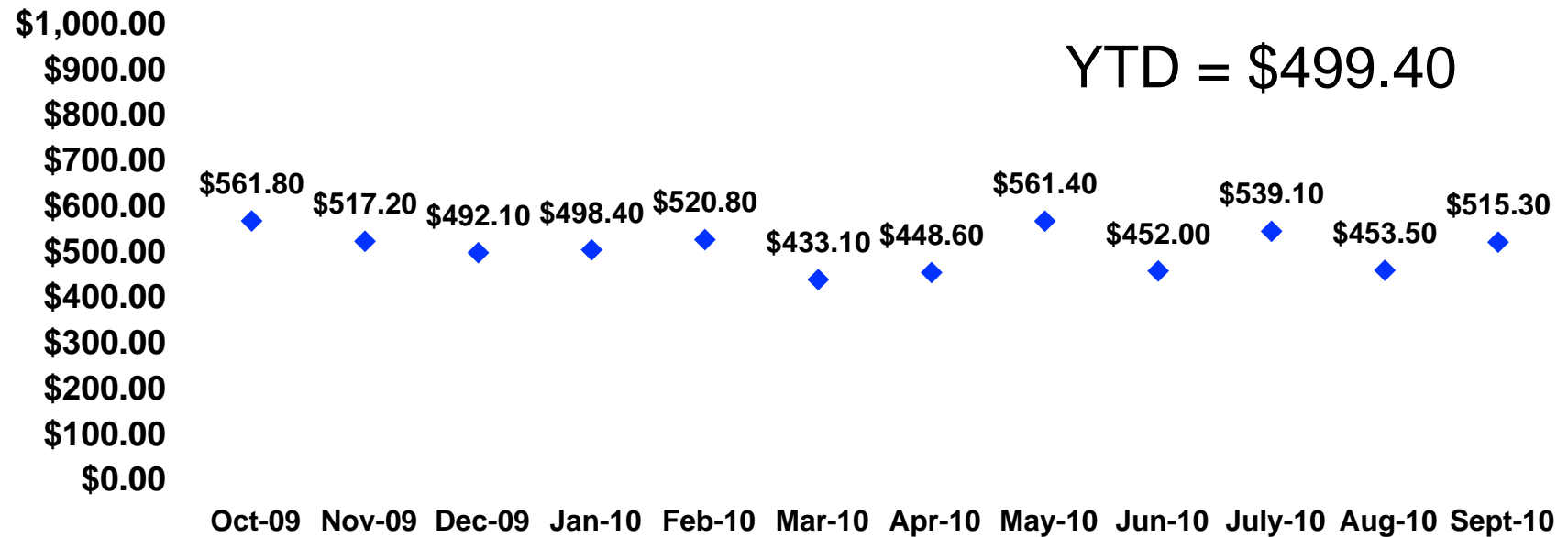
n=13



On-Island Expenditures

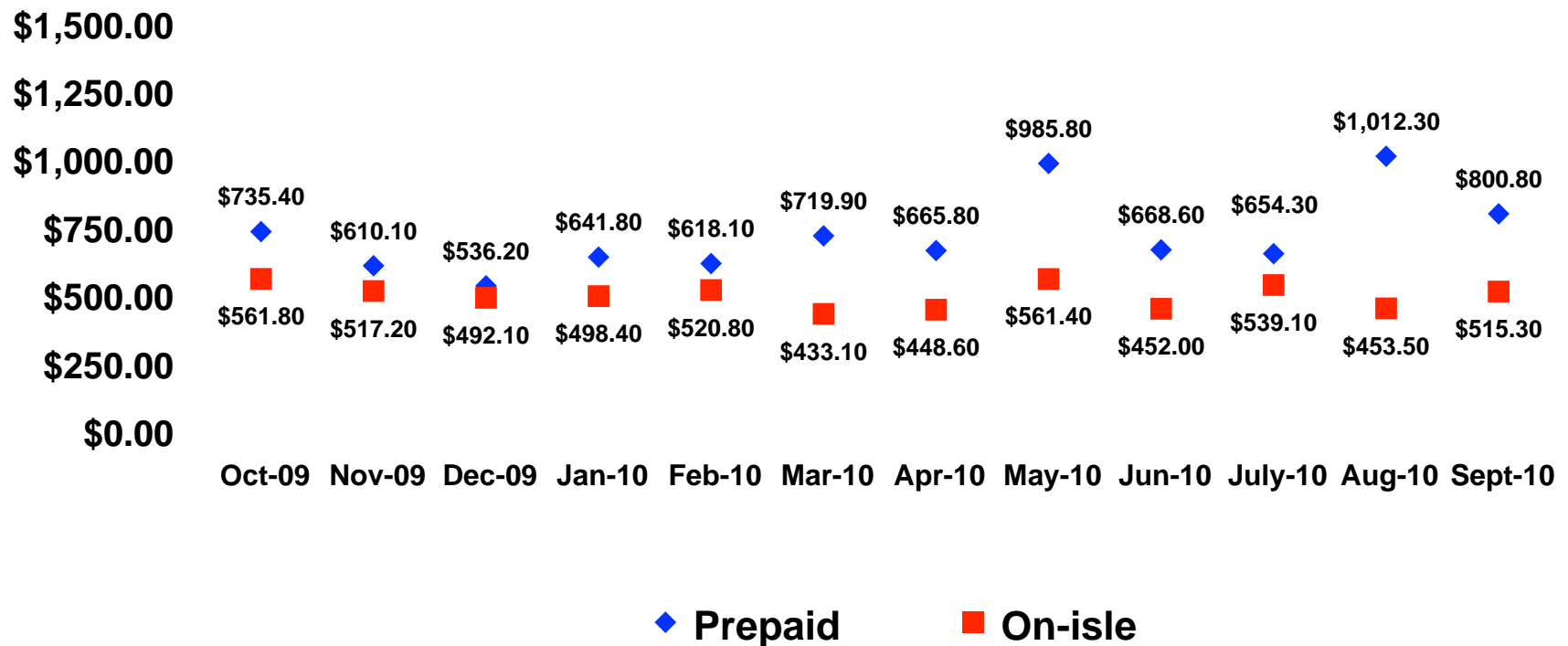
- \$801.60 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,000 = Maximum (highest amount recorded for the entire sample)
- \$515.30 = overall mean average per person on-island expenditure

On-Island Expenditures



Prepaid/On-Island Expenditures

On-Isle YTD = \$499.40
 Prepaid YTD = \$720.90



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	\$801.65	\$920.69	\$682.60	\$442.50	\$677.92	\$1,176.47	\$1,355.00	\$1,265.75	\$620.57	\$548.40	\$961.63	\$1,120.00	\$1,725.00
Median	\$500	\$600	\$500	\$500	\$500	\$680	\$970	\$1,000	\$400	\$420	\$800	\$800	\$1,500

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$26.36	\$34.84	\$17.89	\$2.47	\$17.65	\$29.14	\$122.71	\$22.75
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$18	\$0
F&B-FF REST/CONV	Mean	\$23.24	\$25.19	\$21.29	\$29.91	\$19.29	\$28.85	\$25.00	\$31.56
	Median	\$8	\$7	\$8	\$5	\$10	\$0	\$0	\$0
F&B-OUT- SIDE HOTEL/ REST	Mean	\$57.24	\$84.99	\$29.49	\$19.06	\$47.69	\$73.79	\$86.04	\$136.69
	Median	\$10	\$50	\$0	\$0	\$10	\$35	\$45	\$6
OPTIONAL TOUR	Mean	\$62.67	\$72.08	\$53.25	\$49.28	\$64.30	\$70.33	\$52.71	\$53.13
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$263.92	\$306.75	\$221.10	\$193.03	\$172.43	\$444.11	\$555.83	\$322.50
	Median	\$50	\$40	\$50	\$70	\$50	\$45	\$100	\$40
GIFT/ SOUV- F&F AT HOME	Mean	\$109.65	\$105.05	\$114.26	\$170.16	\$86.33	\$125.83	\$108.75	\$203.13
	Median	\$50	\$30	\$50	\$70	\$50	\$43	\$75	\$100
LOCAL TRANS	Mean	\$11.61	\$15.65	\$7.56	\$3.28	\$13.00	\$10.86	\$16.25	\$7.63
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$246.45	\$275.08	\$217.83	\$131.13	\$185.43	\$332.02	\$338.75	\$718.00
	Median	\$0	\$0	\$0	\$0	\$0	\$2	\$55	\$150
TOTAL ON ISLAND	Mean	\$801.65	\$920.69	\$682.60	\$598.31	\$607.09	\$1,114.62	\$1,306.04	\$1,495.38
	Median	\$500	\$600	\$500	\$400	\$495	\$690	\$850	\$1,300

On-Island Expenditures

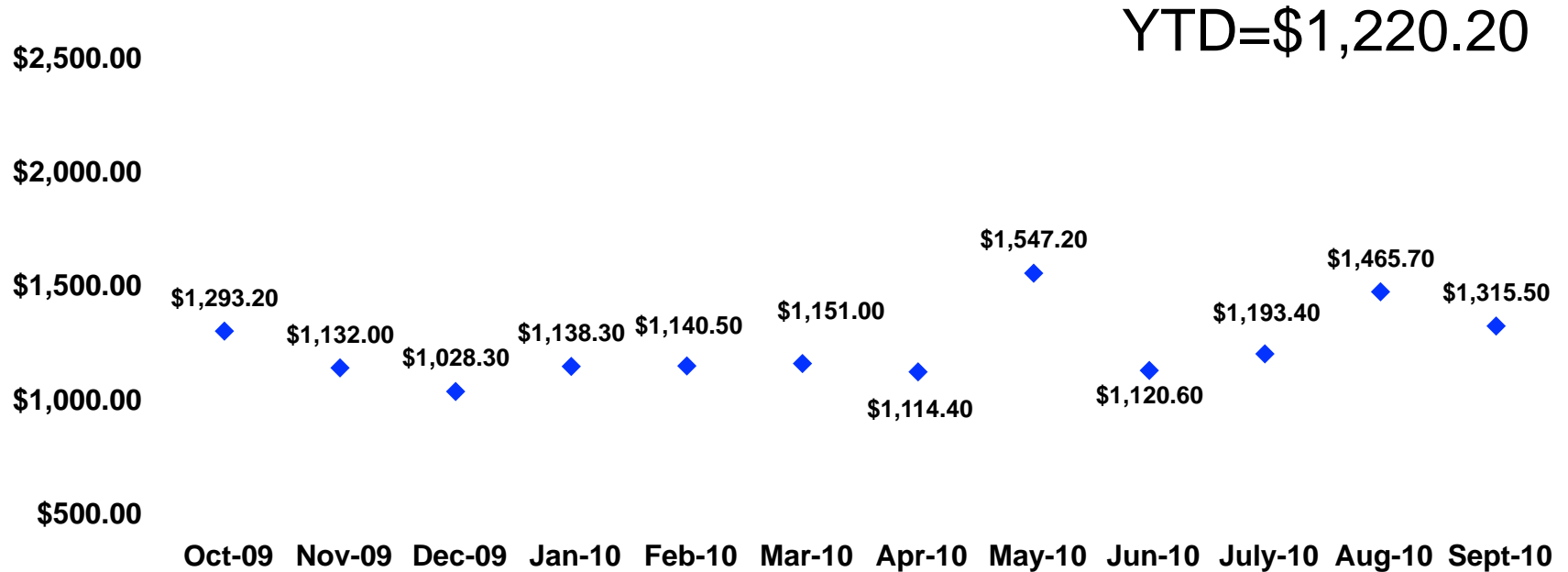
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$20.95	\$39.95
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$22.50	\$25.11
	Median	\$6	\$11
F&B-OUT- SIDE HOTEL/ REST	Mean	\$45.54	\$86.60
	Median	\$0	\$50
OPTIONAL TOUR	Mean	\$62.19	\$63.85
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$181.84	\$470.00
	Median	\$40	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$94.29	\$148.22
	Median	\$50	\$70
LOCAL TRANS	Mean	\$10.92	\$13.34
	Median	\$0	\$0
OTHER EXP	Mean	\$240.08	\$262.46
	Median	\$2	\$0
TOTAL ON ISLAND	Mean	\$679.02	\$1,109.52
	Median	\$500	\$610

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,315.50 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,479 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

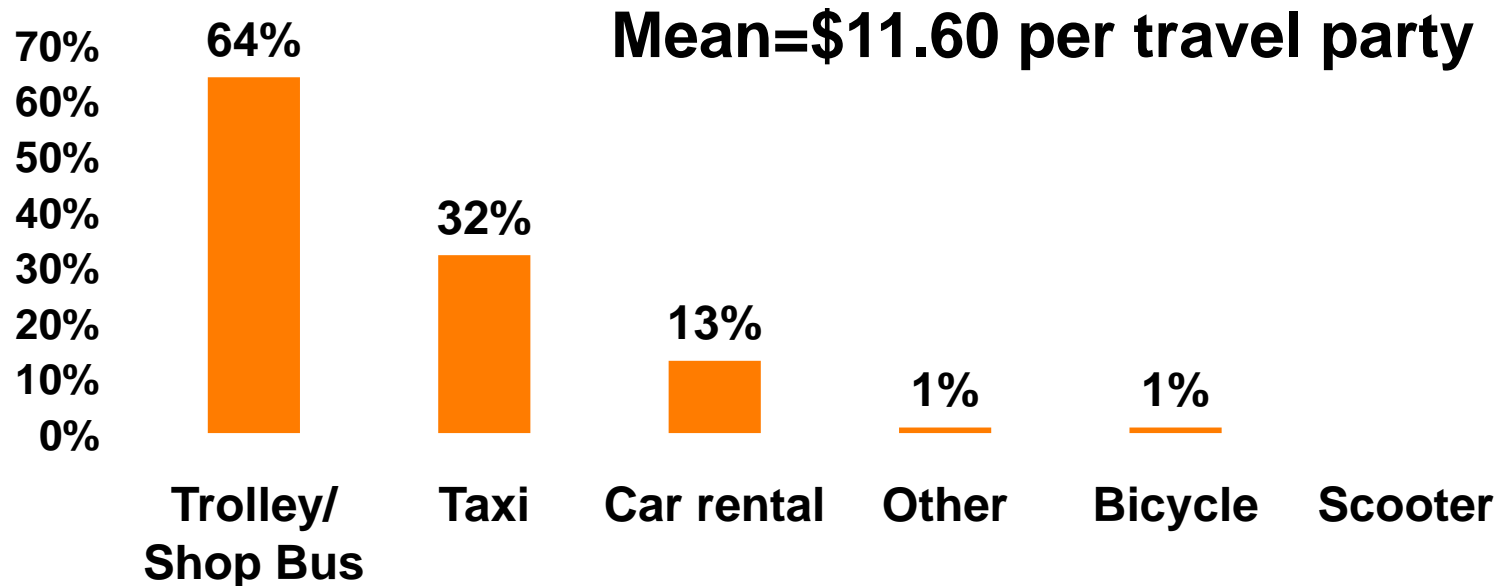


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$26.40
Food & beverage in fast food restaurant/ convenience store	\$23.20
Food & beverage at restaurants or drinking establishments outside a hotel	\$57.20
Optional tours and activities	\$62.70
Gifts/ souvenirs for yourself/companions	\$263.90
Gifts/ souvenirs for friends/family at home	\$109.70
Local transportation	\$11.60
Other expenses not covered	\$246.50
Average Total	\$801.60

Local Transportation

n=88



Guam Airport Expenditures

- \$25.70 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$705 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

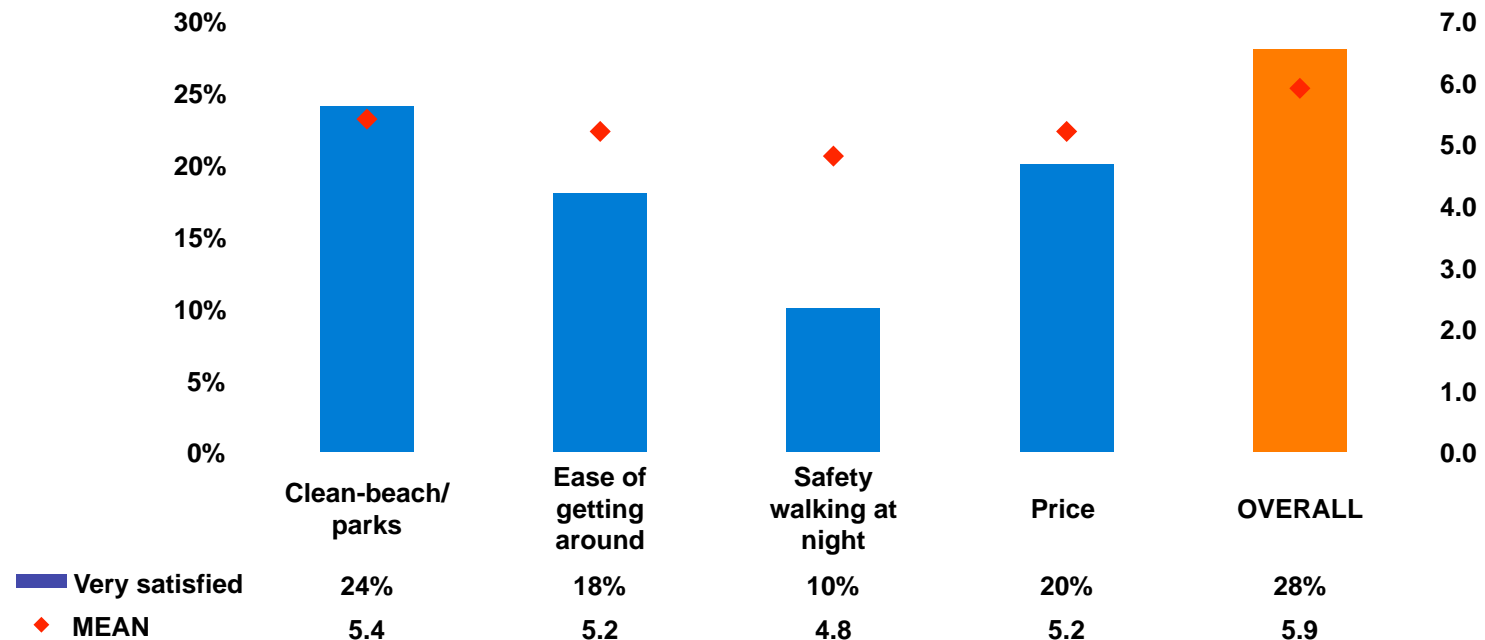
	MEAN \$
Food & Beverages	\$4.90
Gifts/Souvenirs Self	\$14.60
Gifts/Souvenirs Others	\$6.20
Total	\$25.70

SECTION 4 **VISITOR SATISFACTION**

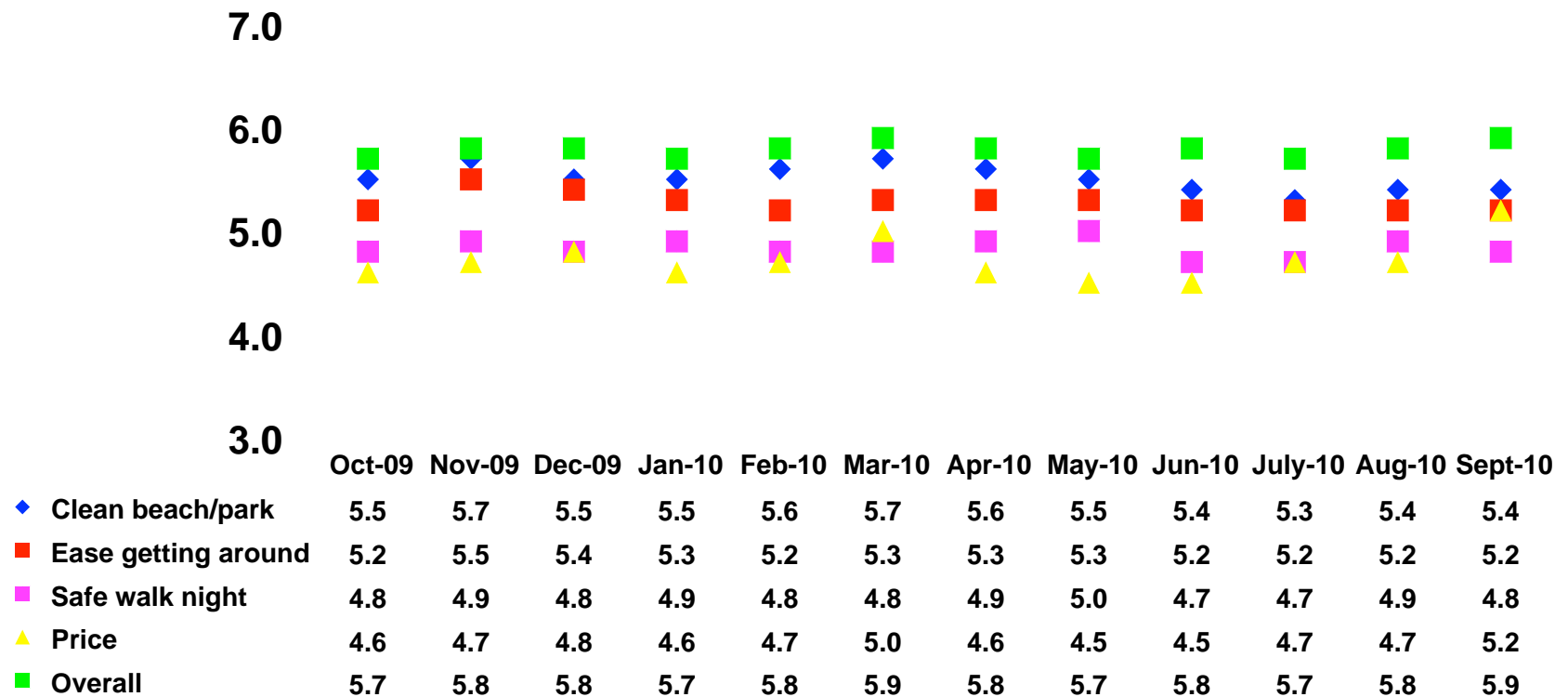
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



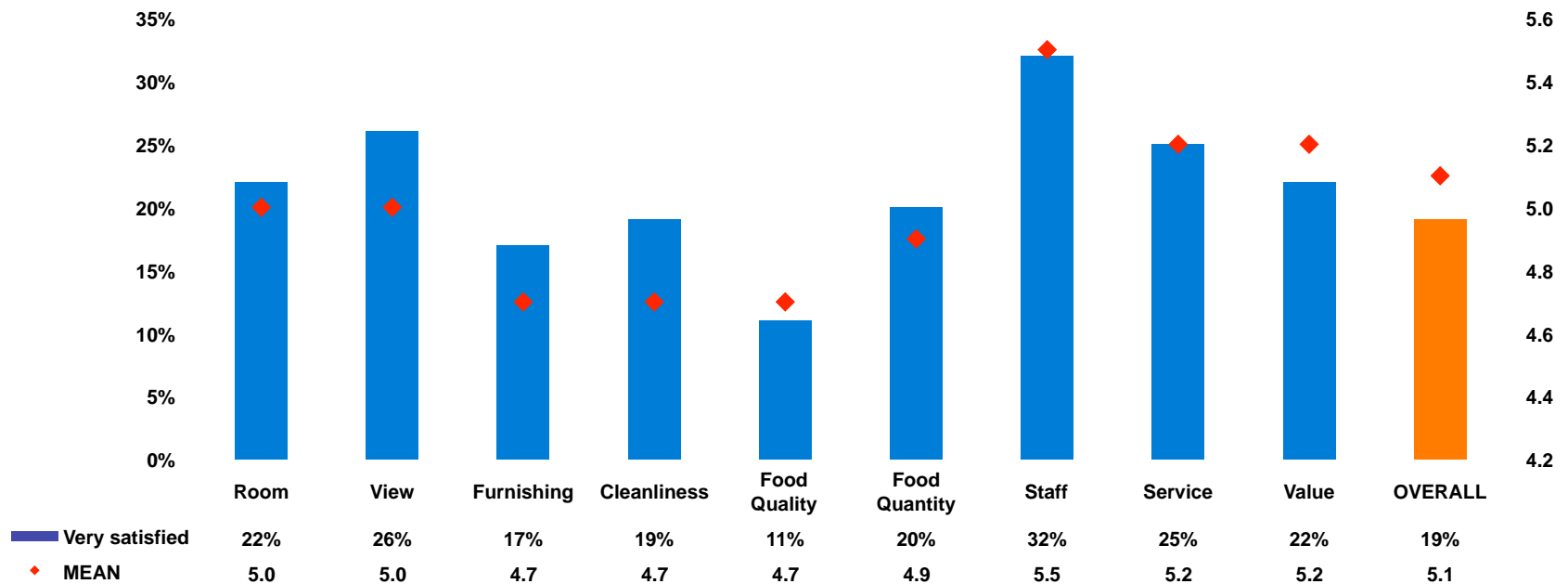
Guam Perceptions



Quality of Accommodations

7pt Rating Scale

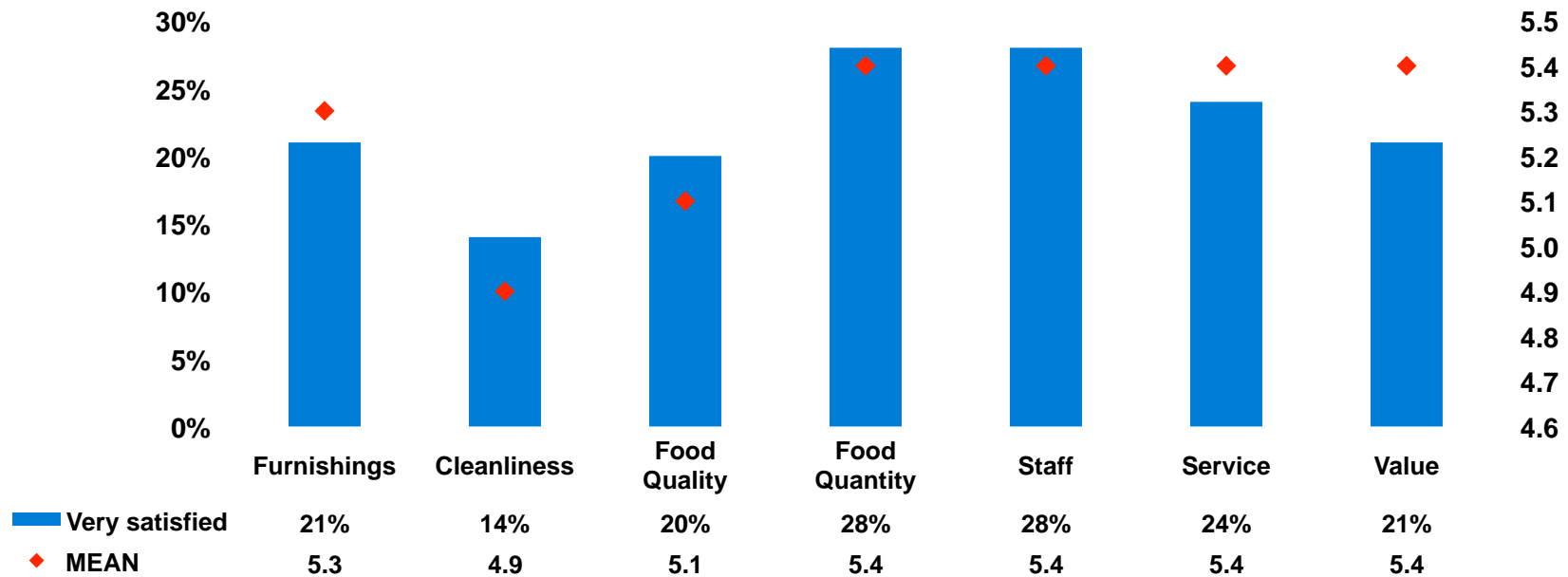
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

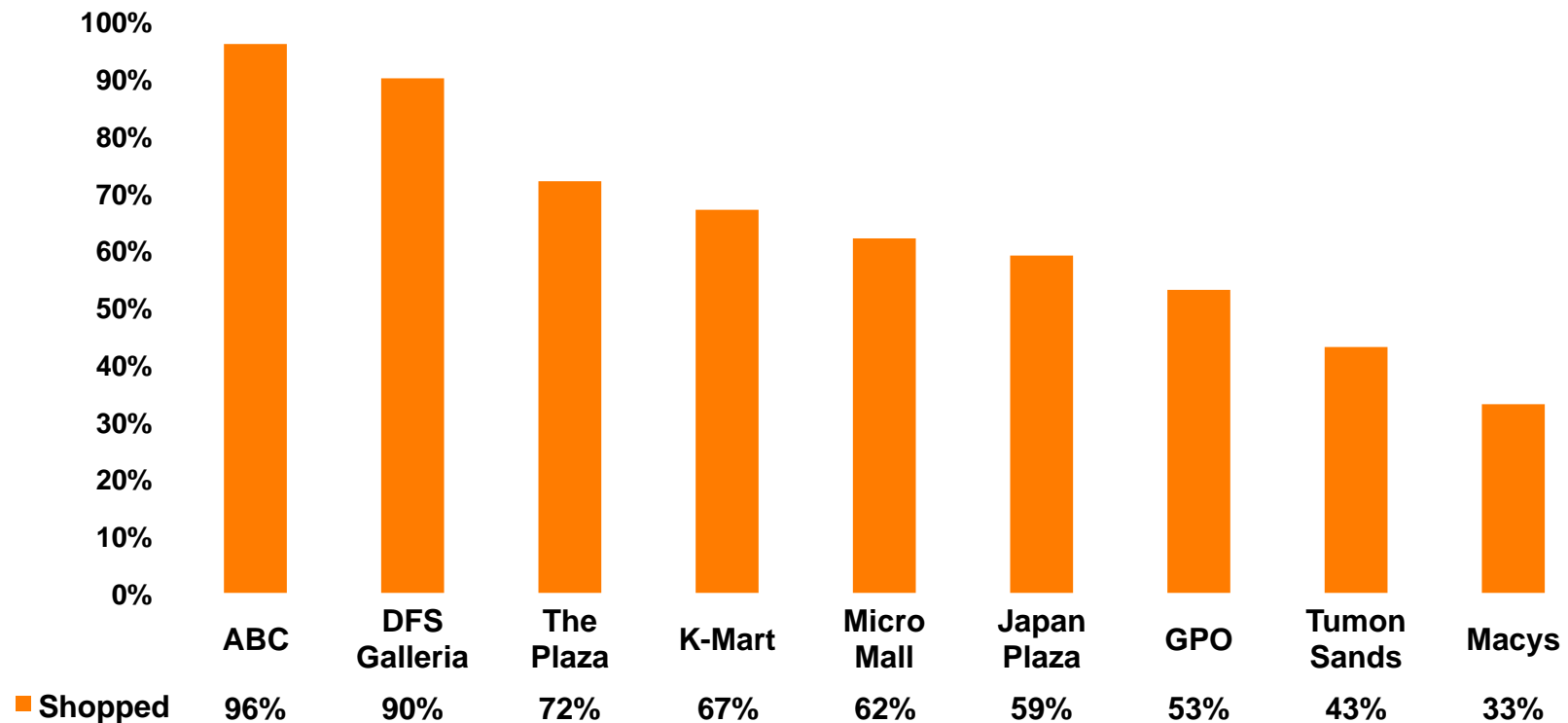
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

::

Quality of Shopping

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

Score of 4 to 5 = **36%**

Score 1 to 3 = **9%**

MEAN = 5.4

Variety of Shopping

Score of 6 to 7 = **51%**

Score of 4 to 5 = **38%**

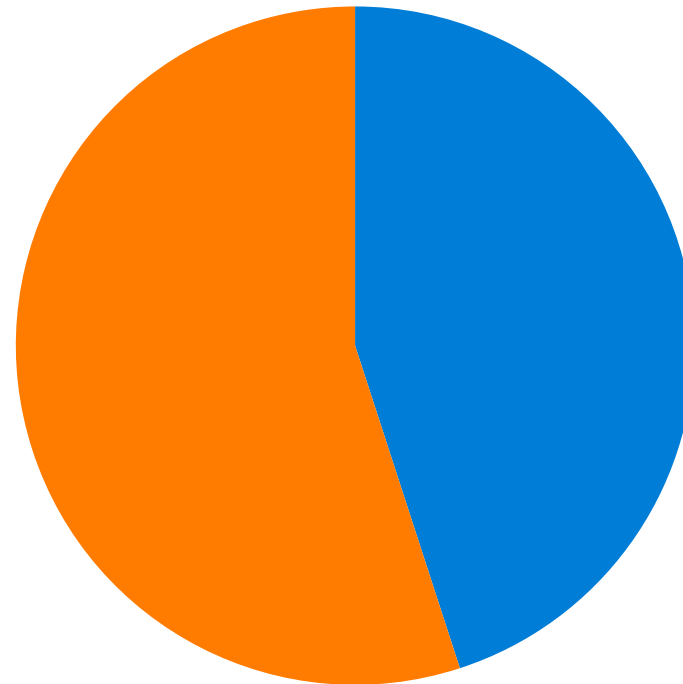
Score 1 to 3 = **11%**

MEAN = 5.3

Optional Tour Participation

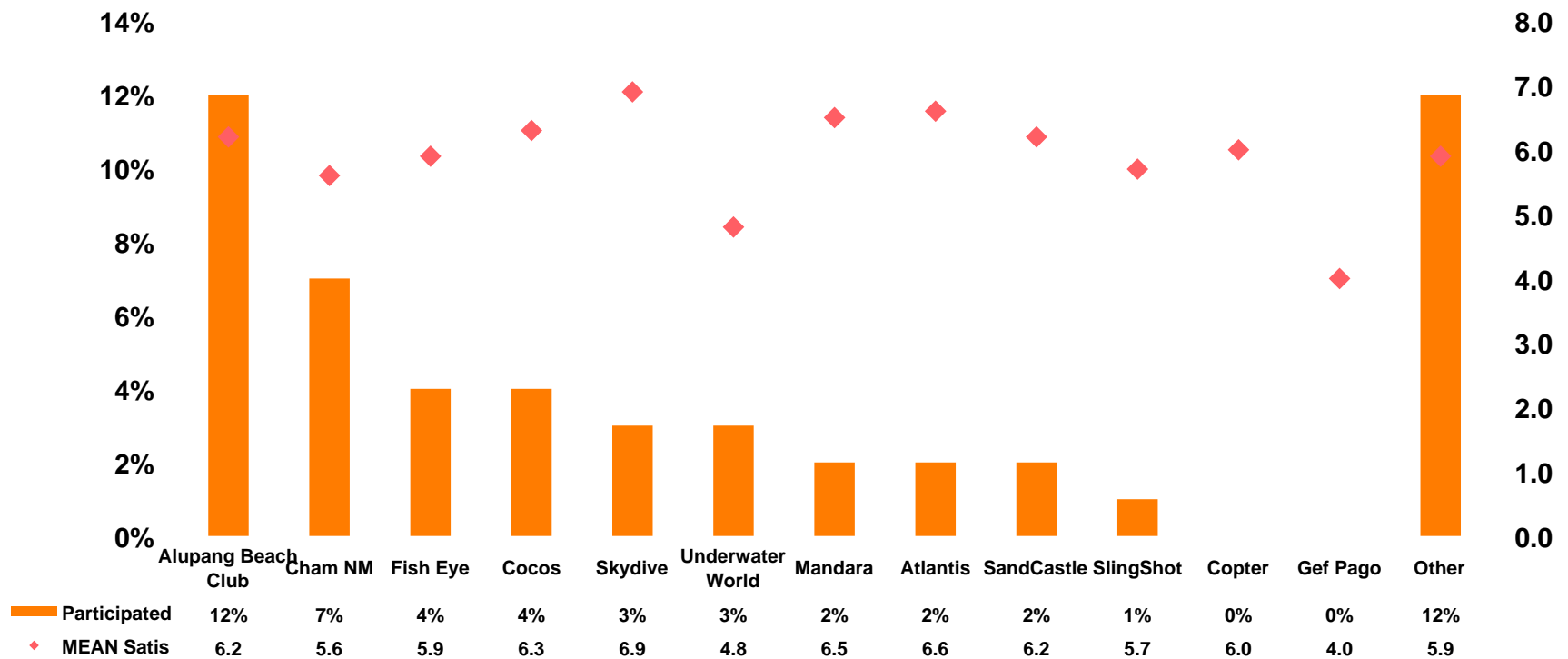
- Average number of tours participated in is .9

**One or more
55%**



**None
45%**

Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

∴

Quality of Day Tour

Score of 6 to 7 = **57%**

Score of 4 to 5 = **38%**

Score 1 to 3 = **4%**

MEAN = 5.5

Variety of Day Tour

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

Score of 4 to 5 = **44%**

Score 1 to 3 = **2%**

MEAN = 5.5

Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

∴

Quality of Night Tour

Score of 6 to 7 = **28%**

Score of 4 to 5 = **68%**

Score 1 to 3 = **4%**

MEAN = 4.7

Variety of Night Tour

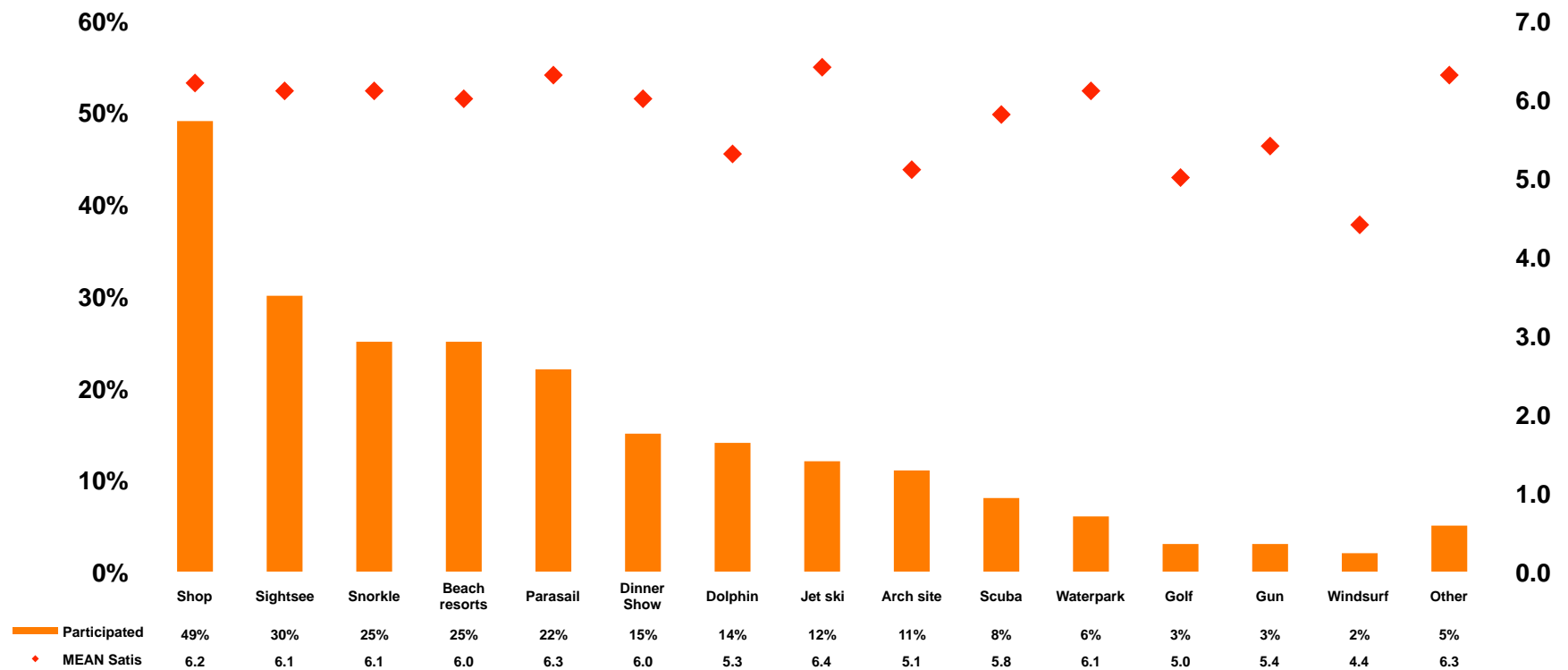
Score of 6 to 7 = **27%**

Score of 4 to 5 = **70%**

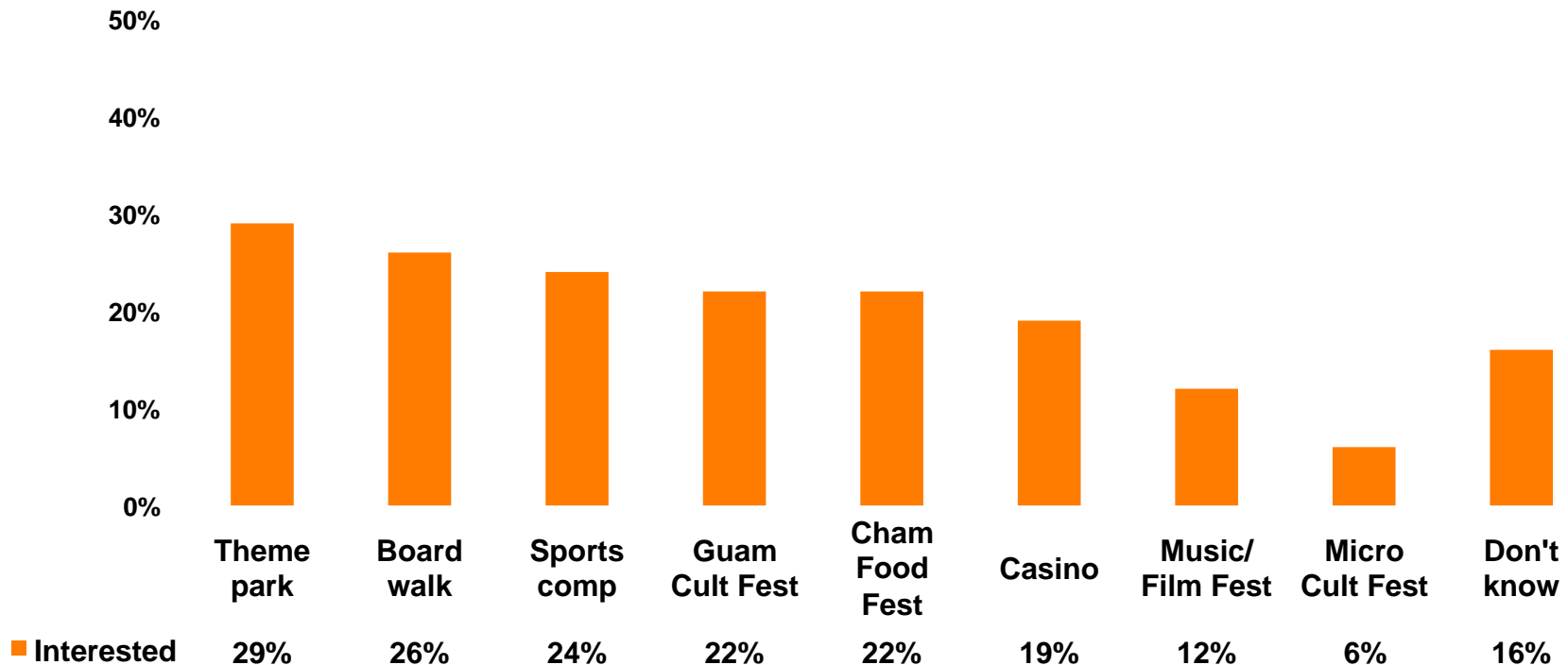
Score 1 to 3 = **3%**

MEAN = 4.7

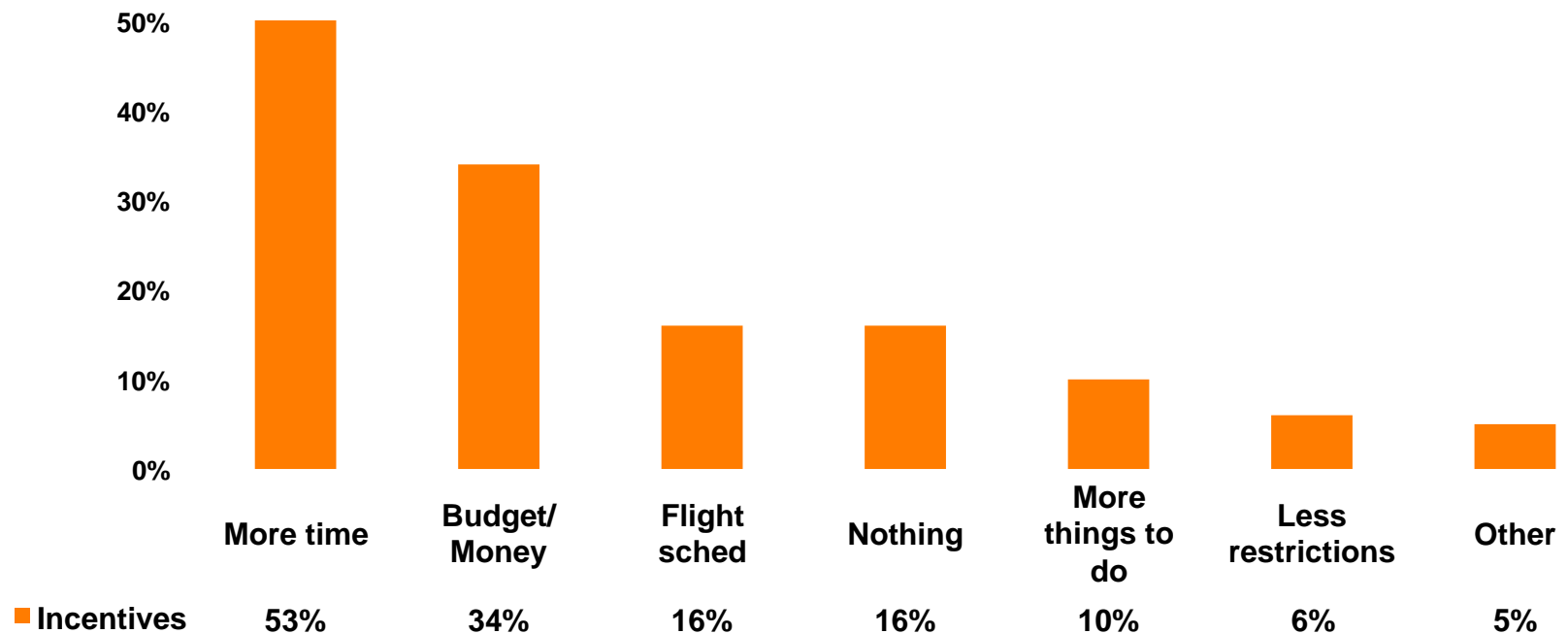
Satisfaction with Other Activities



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



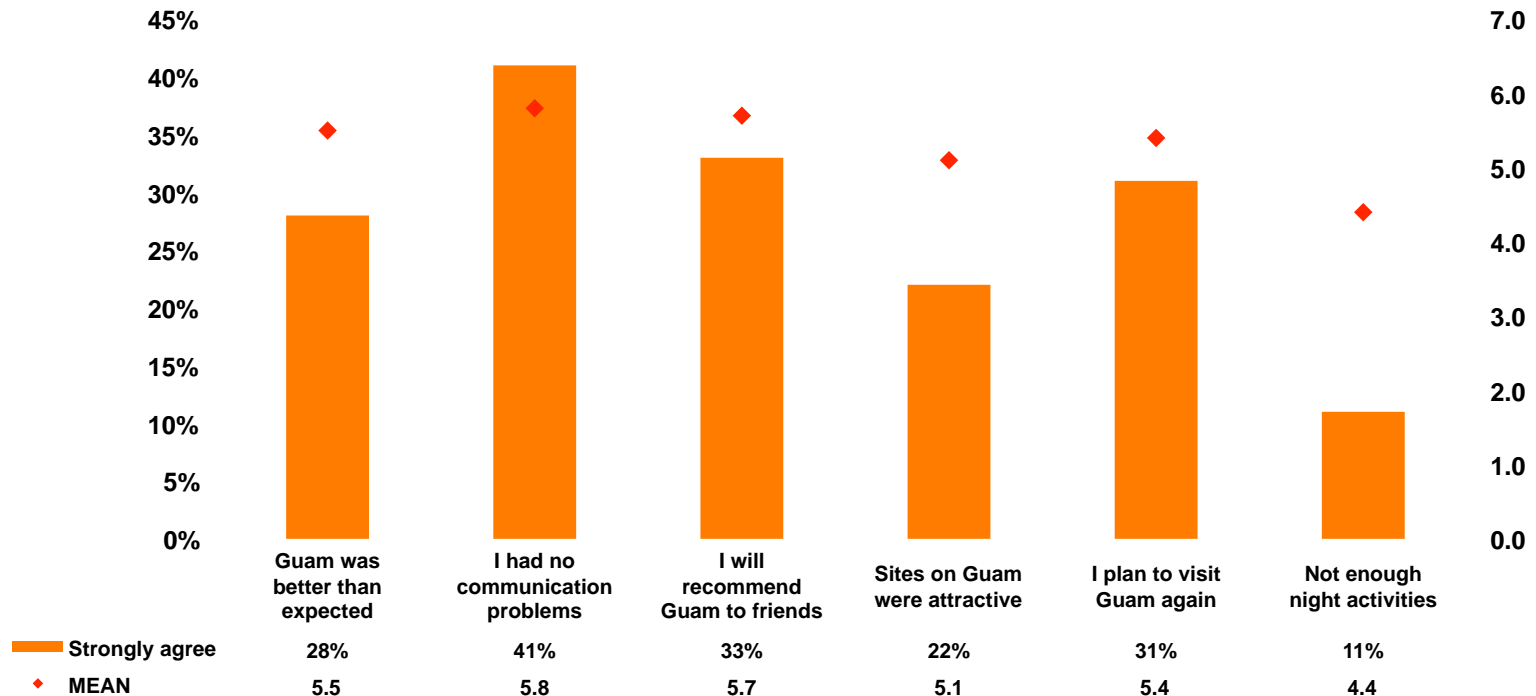
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

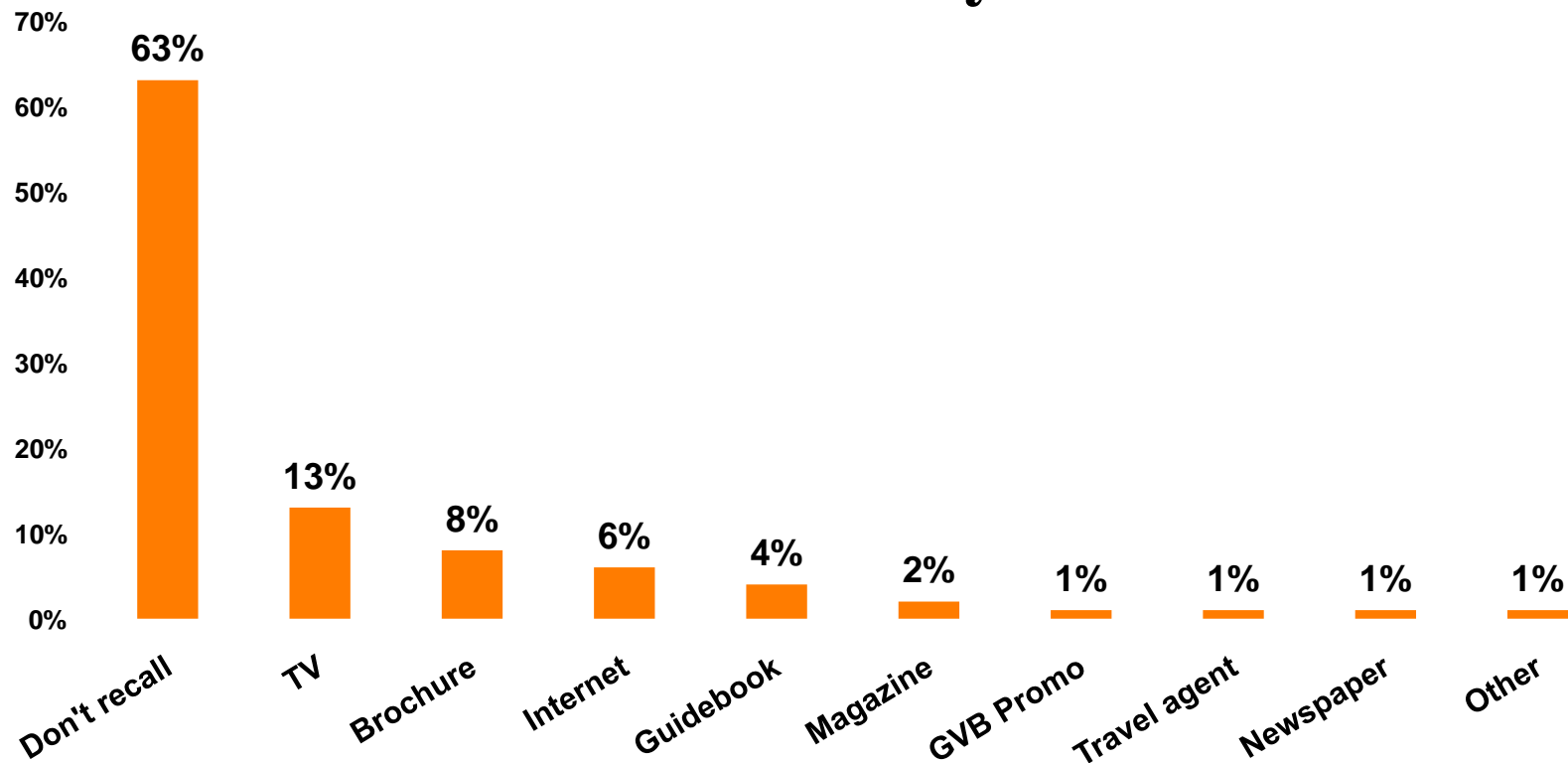
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days



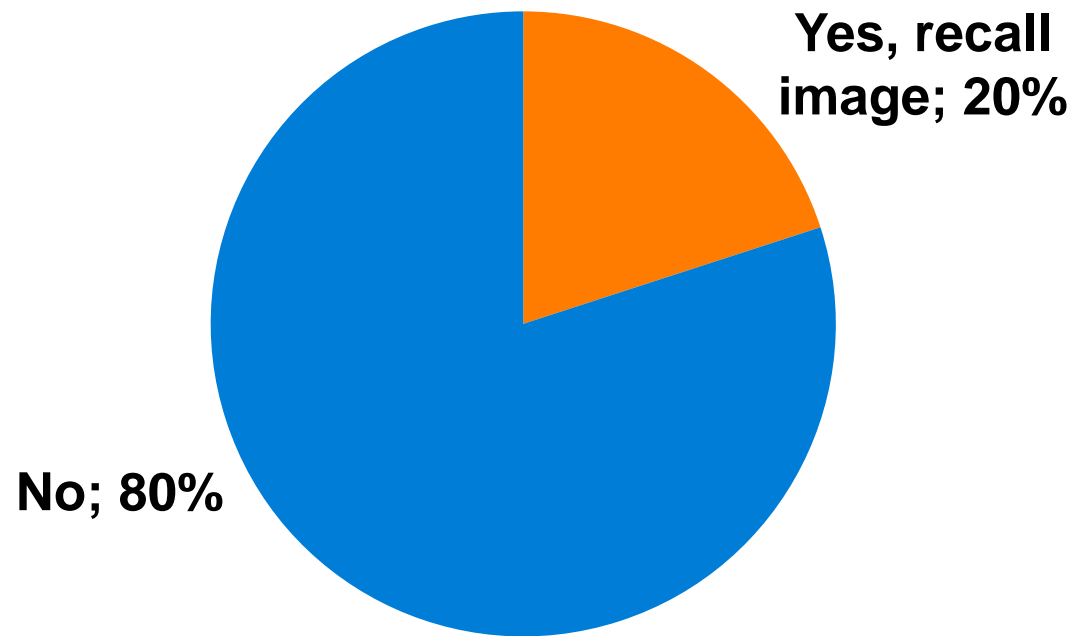
Message Recall

(Filter: recall ad/promo n=122)

- 71% An image
- 16% Other
- 5% Tag line
- 7% Don't recall

Aided Awareness - Image Test

(Filter: recall ad/promo n=123)



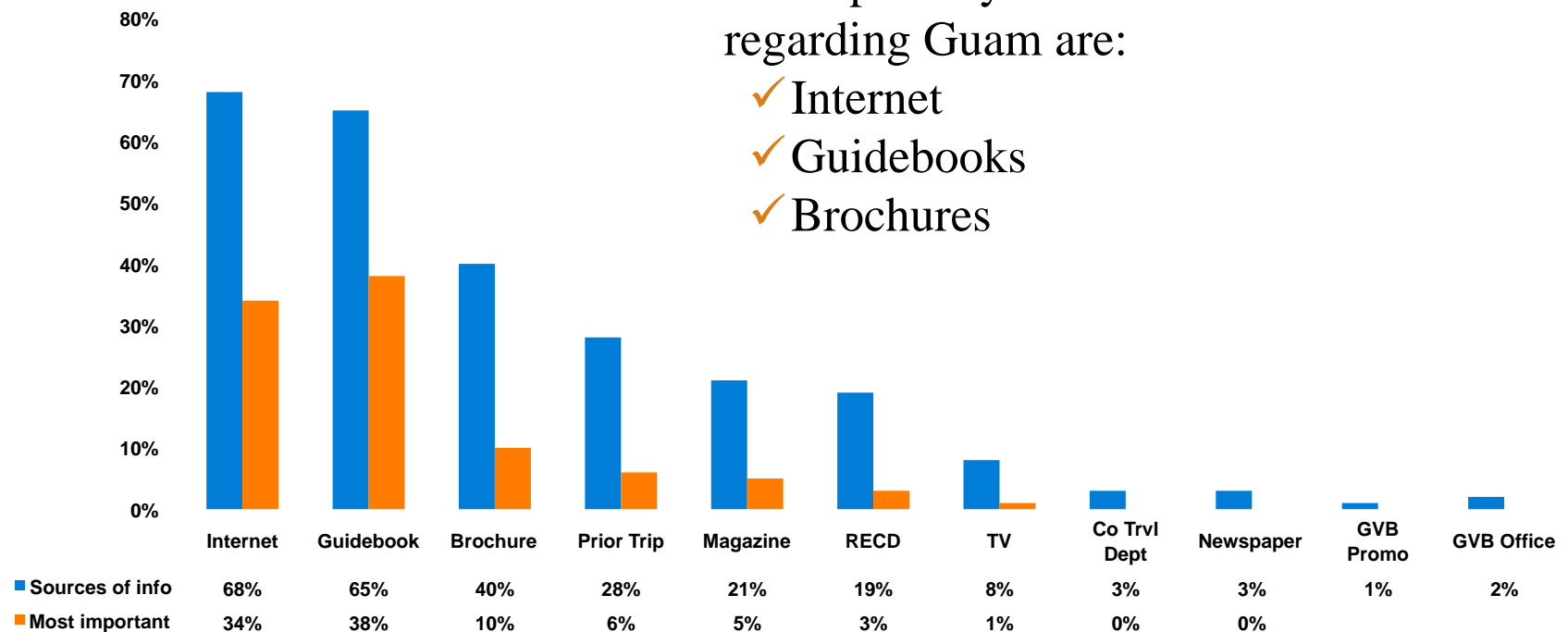
Aided Image Recall

(Filter: recall image n=25)

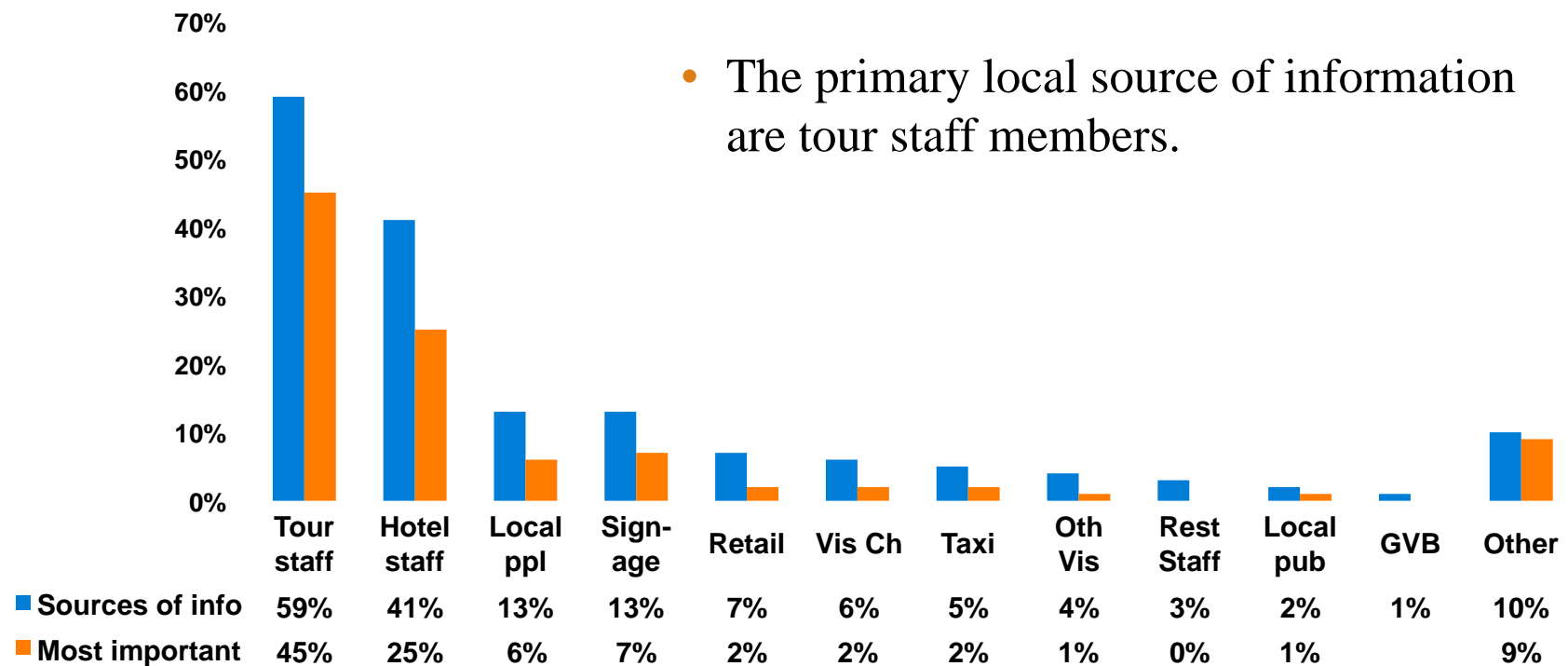
- **60%** - Koko Bird- OL Version
(Asada! Namadesu Tabi Salad
Program Ad)
- **48%** - Koko Bird – Sr. Version
(Shimura's Zoo Program Ad)
- **32%** - Guam Wedding (Nodame
Canterbible Cinema Ad)

Sources of Information Pre-arrival

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



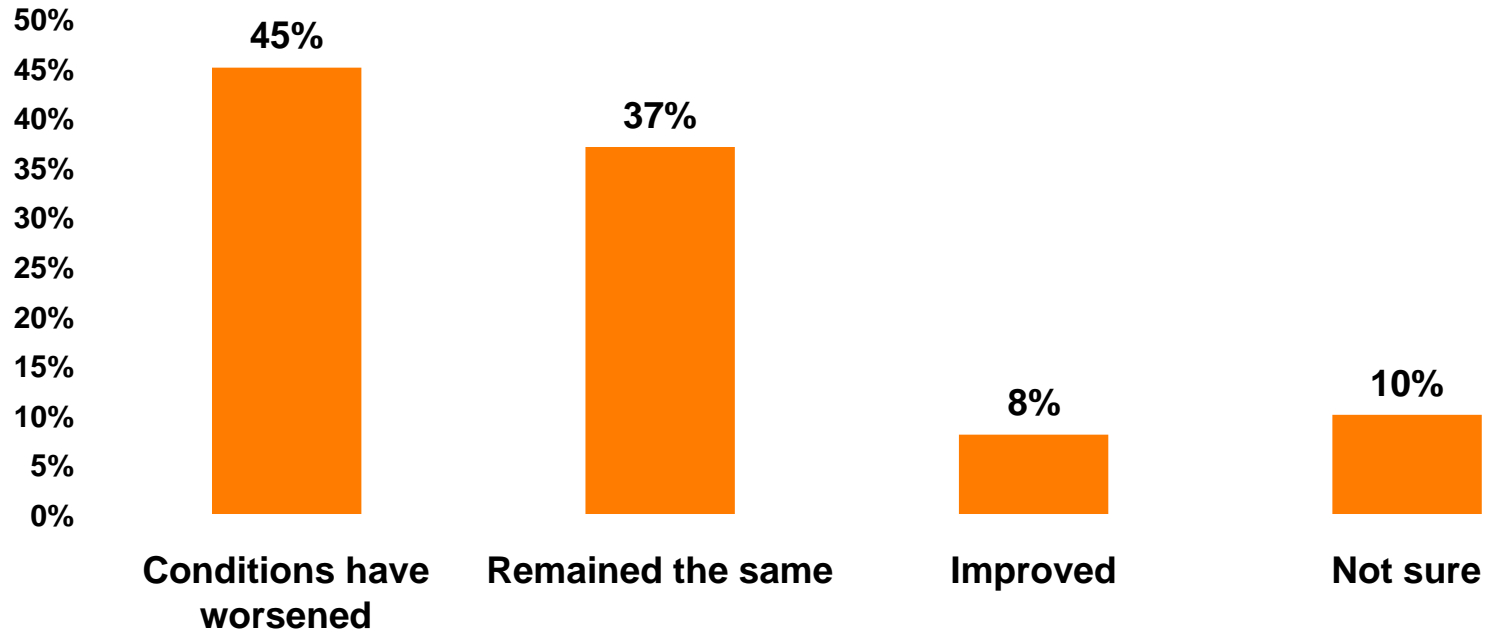
Sources of Information Post-arrival



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

SECTION 6 **OTHER ISSUES**

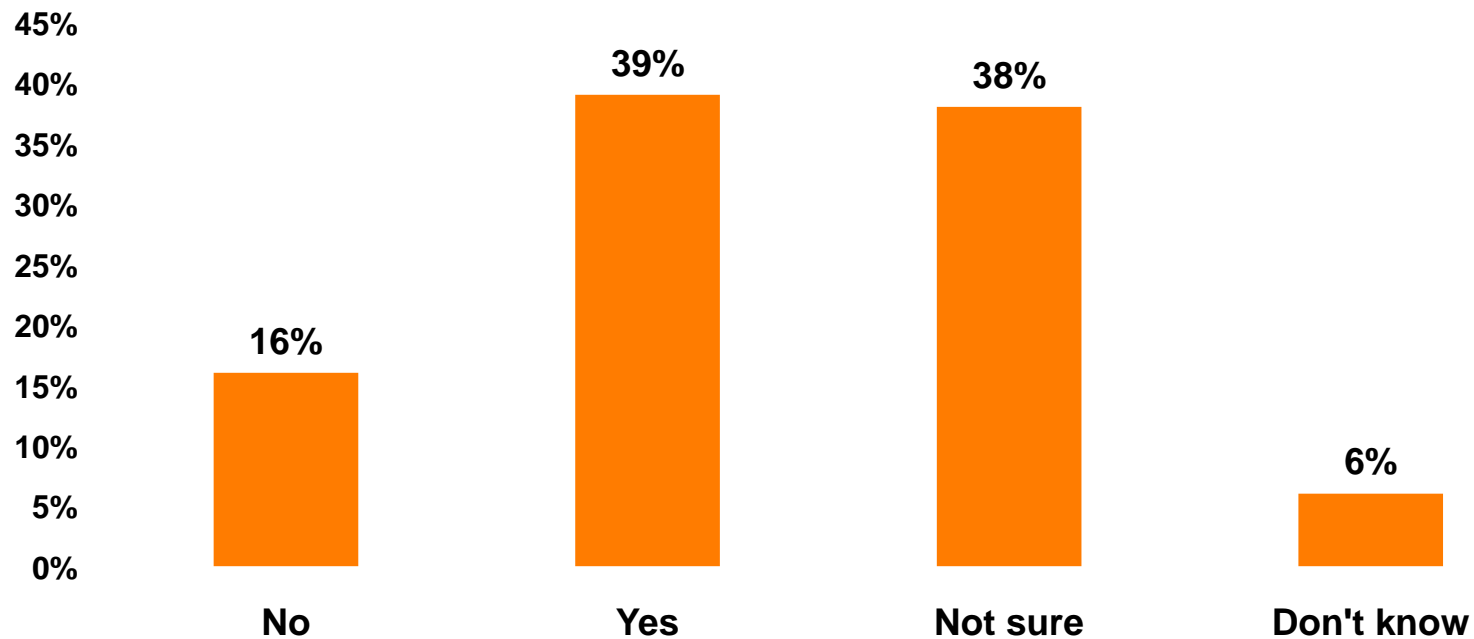
Rating the Japan economy compared to 12 months ago - Overall



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	34%	49%	39%	46%	44%	66%	38%	34%	46%	30%	50%	53%
	Conditions have remained the same	41%	32%	47%	42%	44%	20%	41%	50%	42%	57%	28%	27%
	Conditions have improved	6%	6%	11%	13%	6%	2%	10%	9%	6%		13%	7%
	Do not know	19%	13%	3%		6%	11%	10%	7%	6%	13%	9%	13%
Total	Count	32	191	66	24	16	44	29	44	52	30	46	15

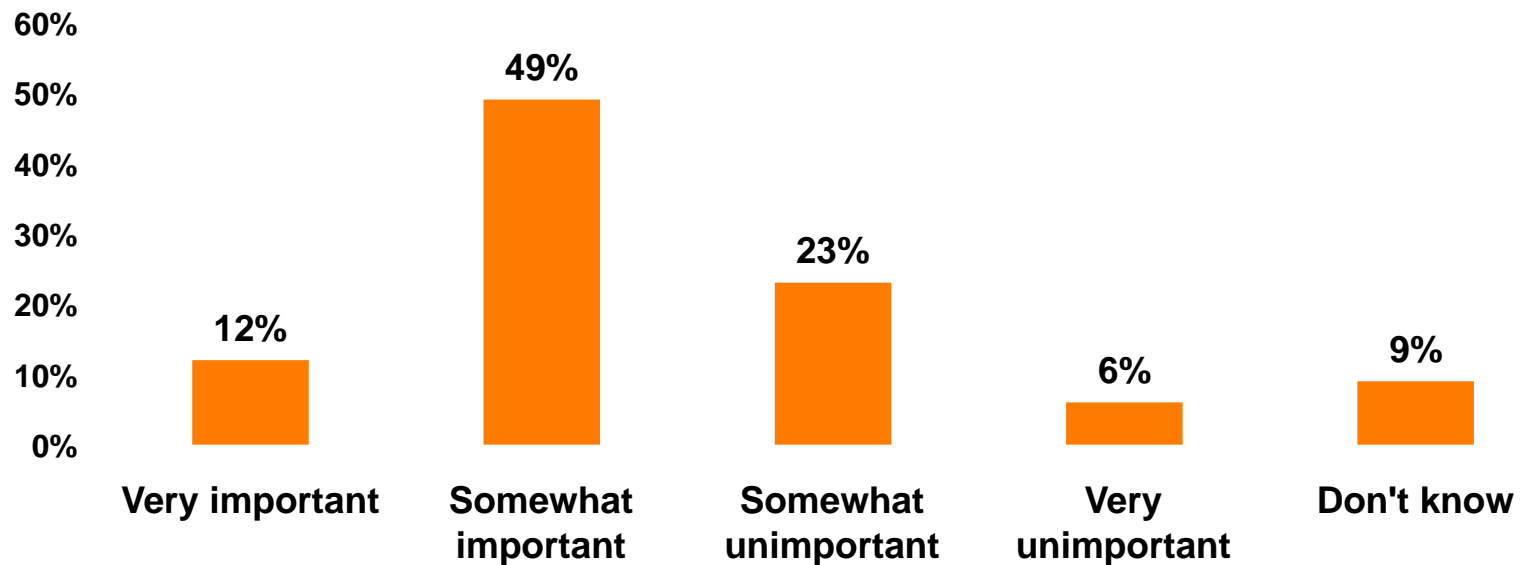
Good time to spend money on travel outside of Japan - Overall



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	9%	19%	18%	13%		27%	17%	14%	19%	3%	15%	13%
	Yes	31%	39%	48%	42%	25%	34%	33%	32%	46%	33%	59%	20%
	Not sure	41%	37%	32%	46%	69%	39%	43%	48%	33%	57%	24%	47%
	Do not know	19%	6%	2%		6%		7%	7%	2%	7%	2%	20%
Total	Count	32	192	66	24	16	44	30	44	52	30	46	15

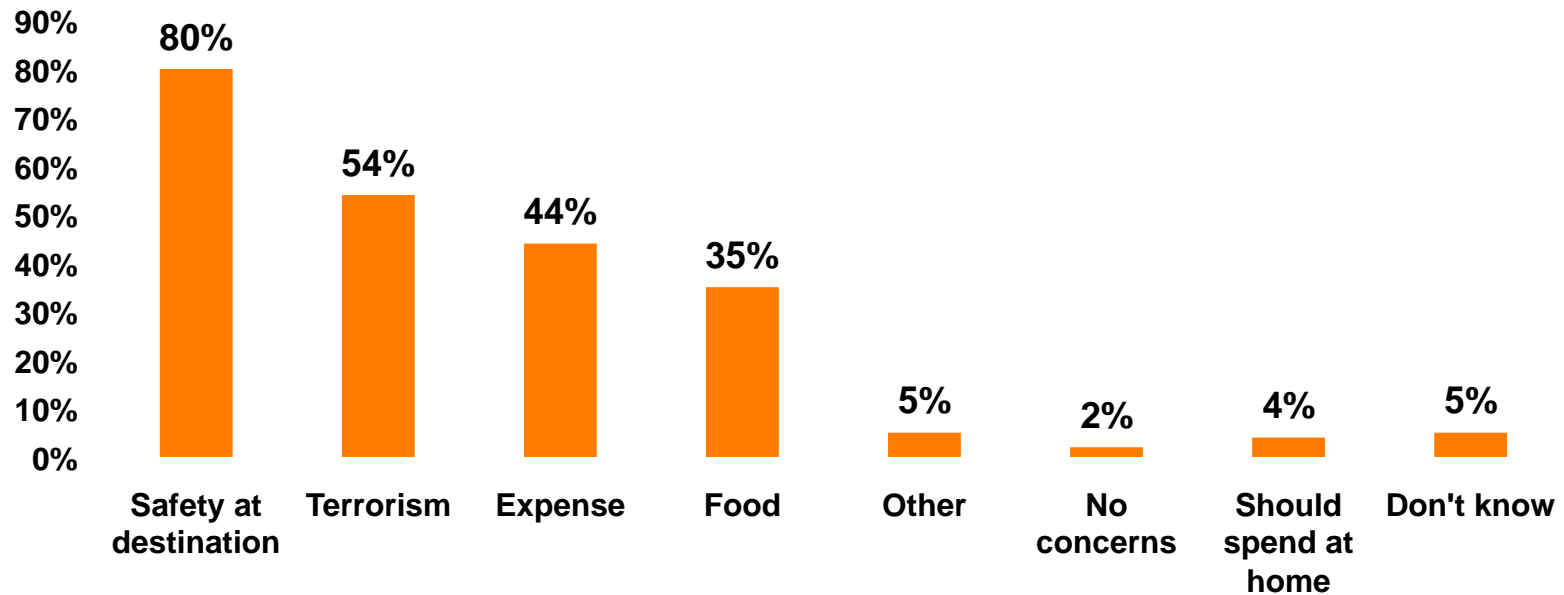
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



The importance of the state of the Japanese economy in decision to travel outside of Japan by Age & Income

		AGE					PERSONAL INCOME						Nc. Inc
		<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+	
Q.25	Very unimportant		6%	12%	4%		7%	7%	11%	12%	3%	7%	
	Somewhat unimportant	26%	22%	26%	21%	19%	34%	17%	20%	21%	27%	24%	33%
	Somewhat important	55%	47%	44%	58%	56%	39%	60%	55%	46%	50%	50%	33%
	Very important	3%	13%	14%	17%	13%	14%	10%	11%	8%	10%	17%	7%
	Do not know	16%	11%	5%		13%	7%	7%	2%	13%	10%	2%	27%
Total	Count	31	192	66	24	16	44	30	44	52	30	46	15

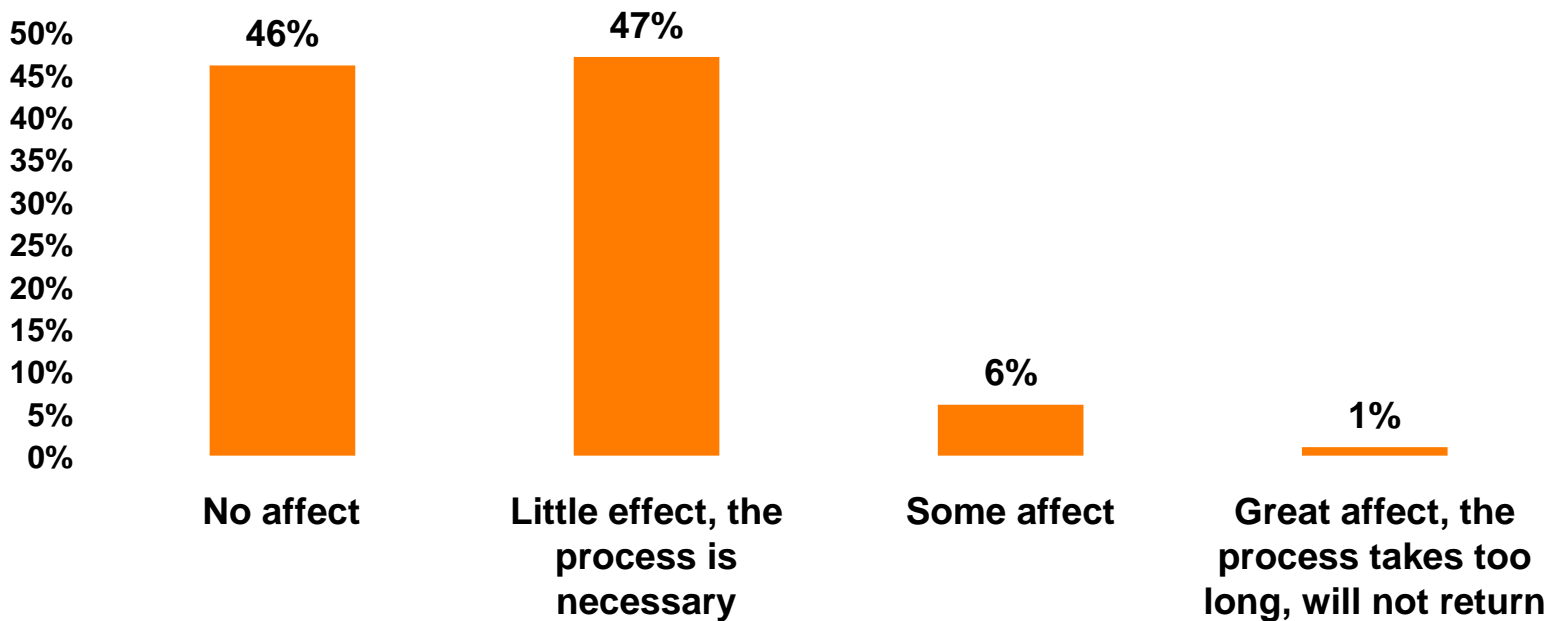
Concerns about travel outside of Japan - Overall



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	72%	81%	80%	92%	75%	84%	77%	84%	83%	70%	89%	73%
	Terrorism	47%	48%	61%	88%	50%	55%	63%	52%	63%	63%	57%	27%
	Expense	38%	42%	48%	54%	38%	32%	50%	36%	46%	53%	59%	40%
	Food	38%	38%	32%	29%	25%	32%	40%	27%	31%	43%	37%	40%
	Other	3%	6%	5%			7%	7%		4%	3%	7%	7%
	Do not know	9%	5%	2%		6%	2%	7%		4%	3%		13%
	Spending money abroad when it should be spent at home	6%	5%	2%			2%			2%	3%	11%	
	No concerns	6%	3%			6%		3%	2%		3%	7%	
Total	Cases	32	192	66	24	16	44	30	44	52	30	46	15

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 – **3.5** out of possible 7.0
- Agree (Score 6-7) – **9%**
- Neutral (Score 4-5) – **56%**
- Disagree (Score 1-3) – **36%**

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

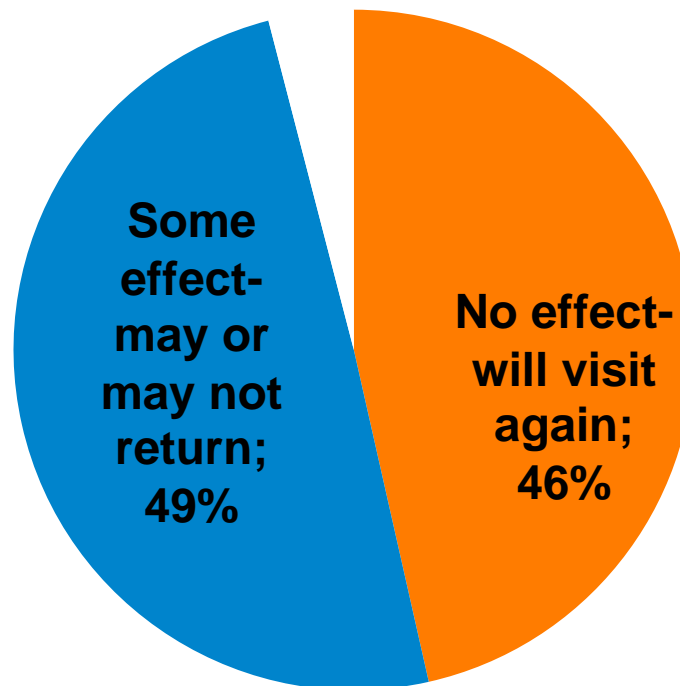
Aware ; 53%

Not aware;
47%



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

Great
effect- will
not
return; 4%



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

