



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **SEPTEMBER 2011**



**Prepared by: QMark Research**

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# Background & Methodology

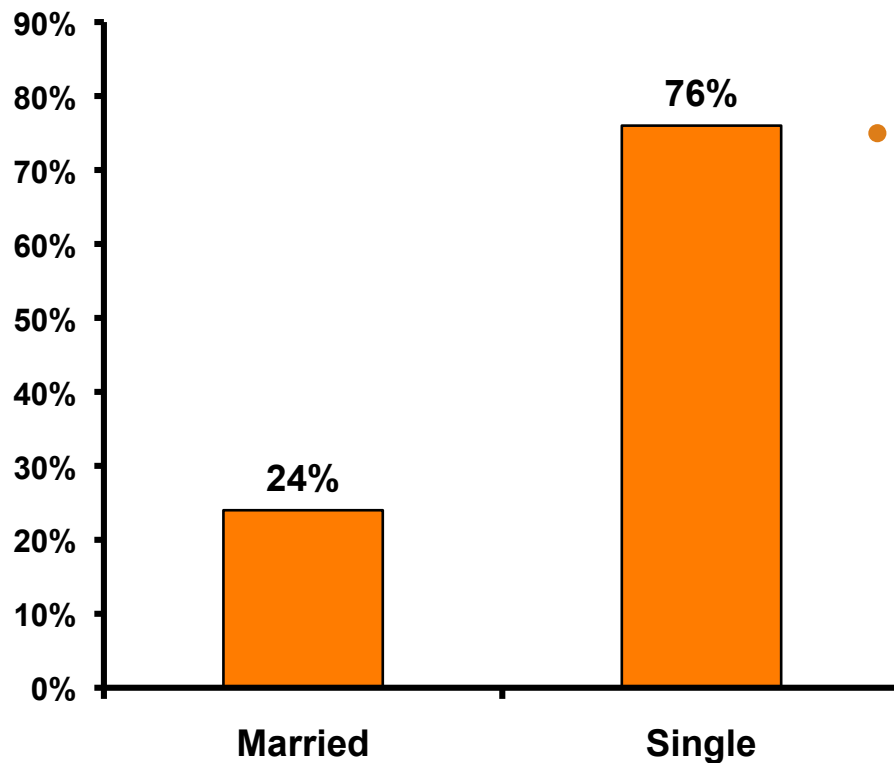
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **327** departing 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 **327** 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.

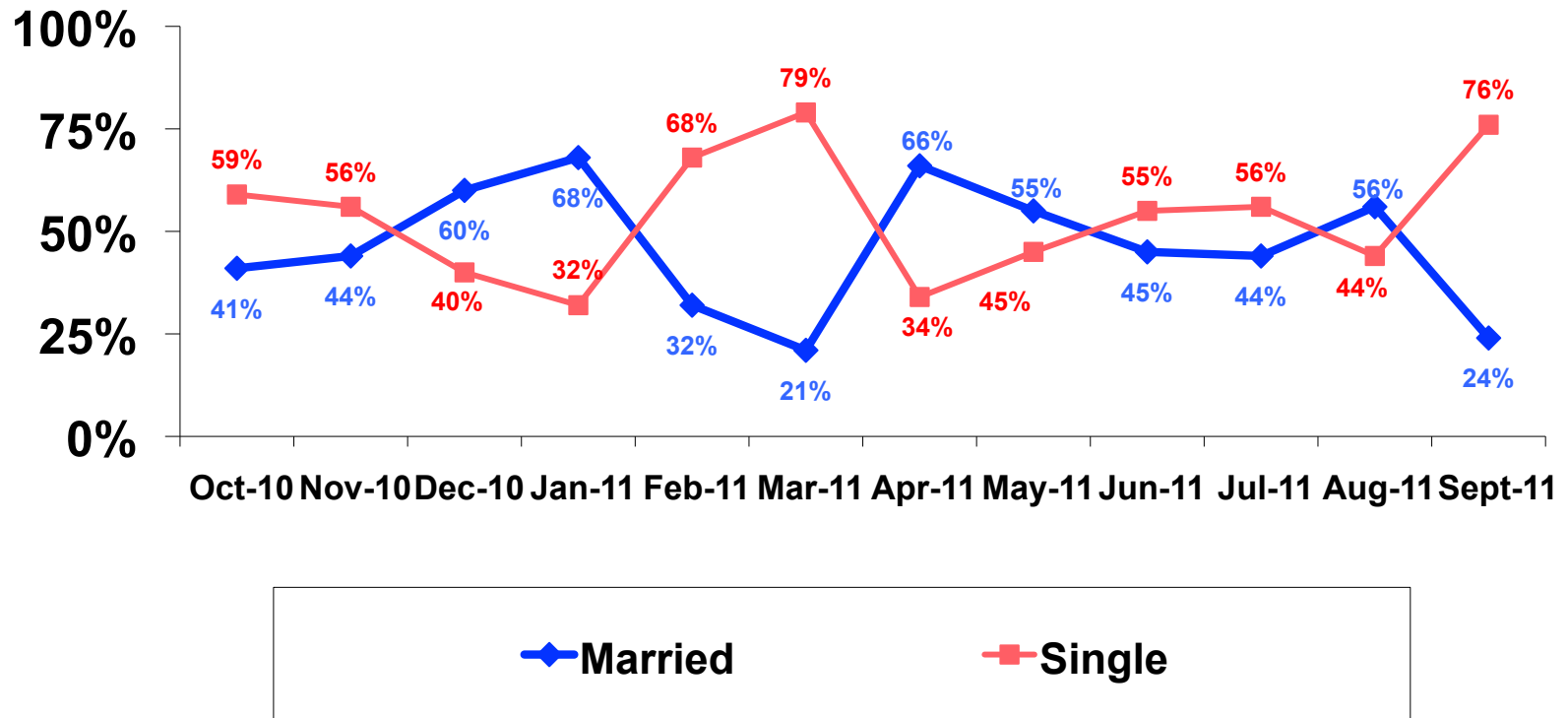
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

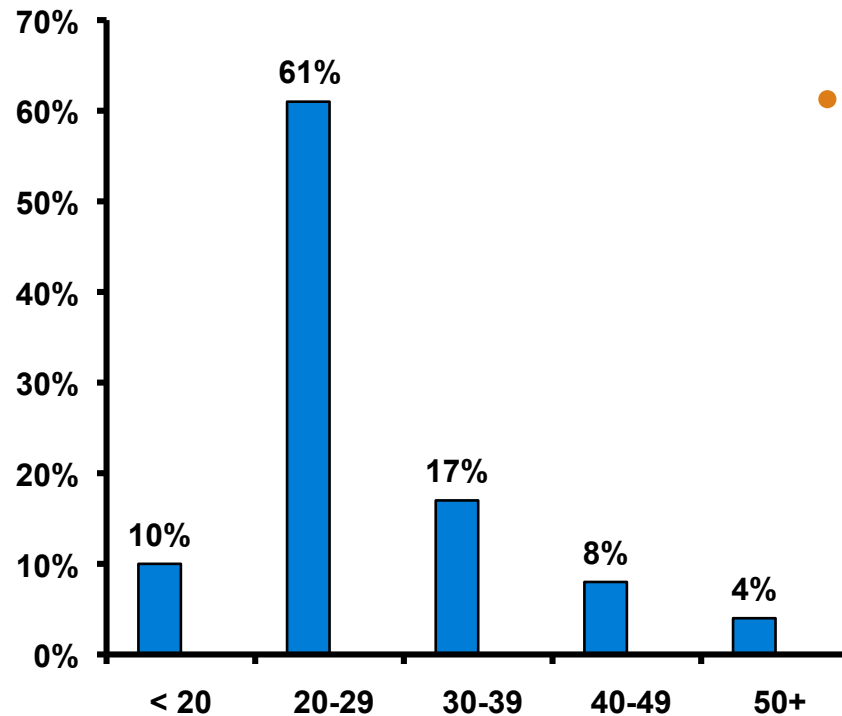


- 80% of 1<sup>ST</sup> time visitors are single.

# Marital Status

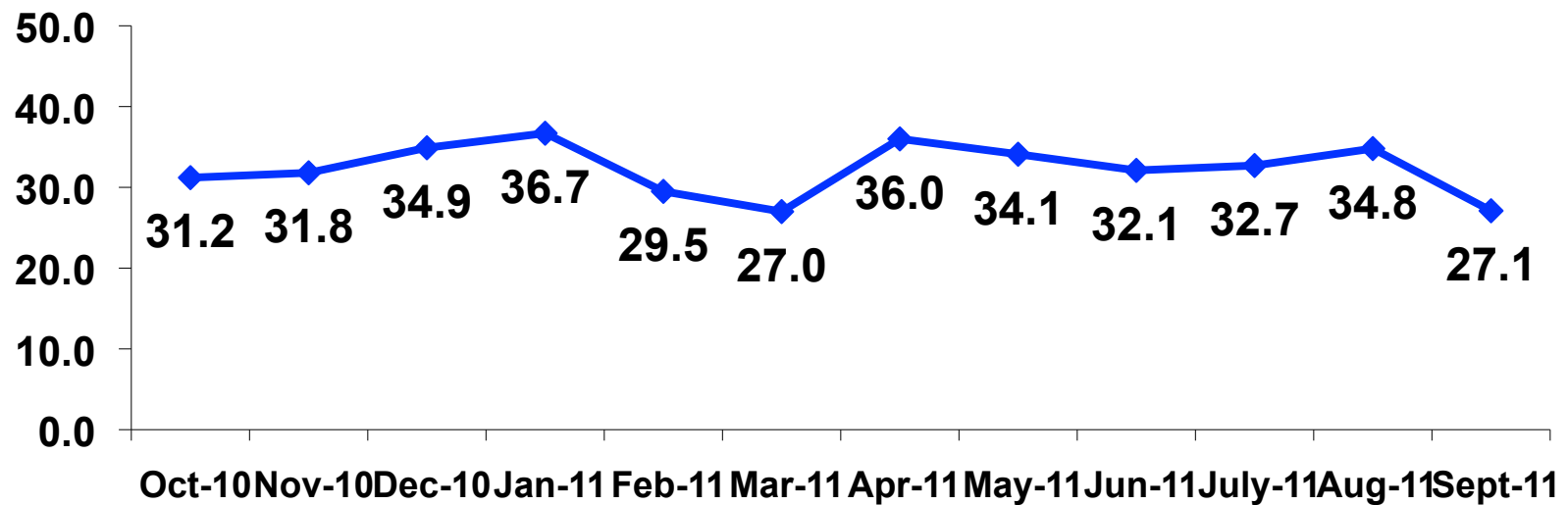


# Age - Overall



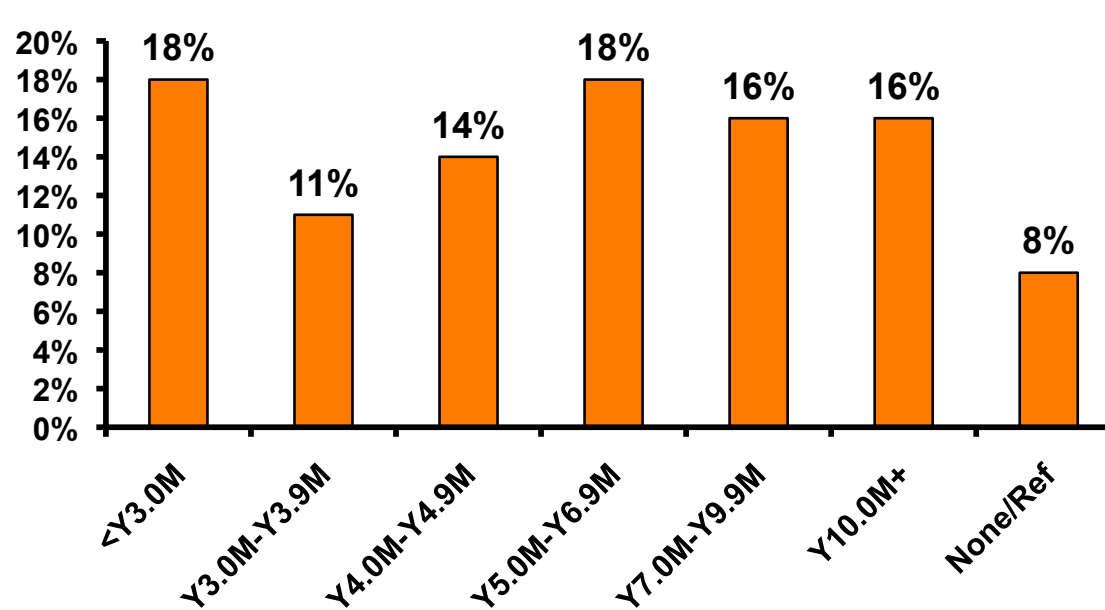
- The average age of the respondents is 27.1 years of age.

# Average Age



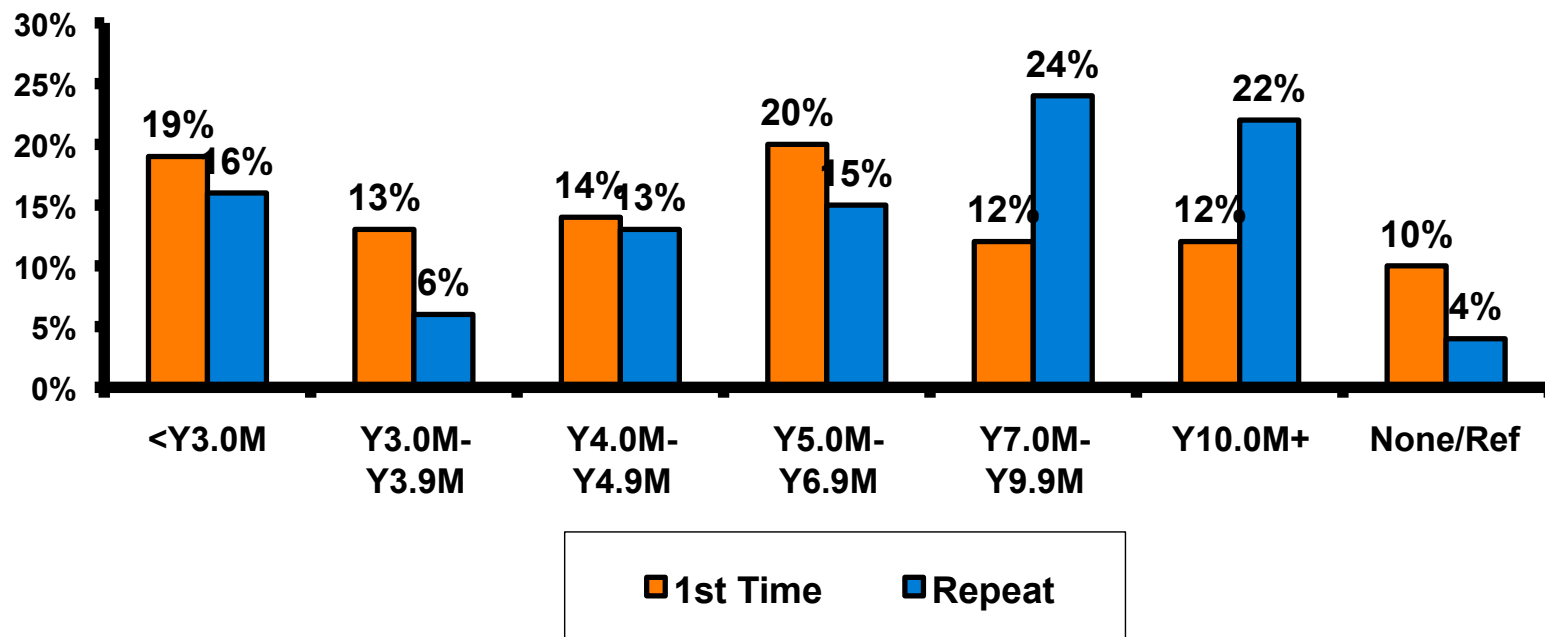


# Personal Income



• ¥77.05=\$1

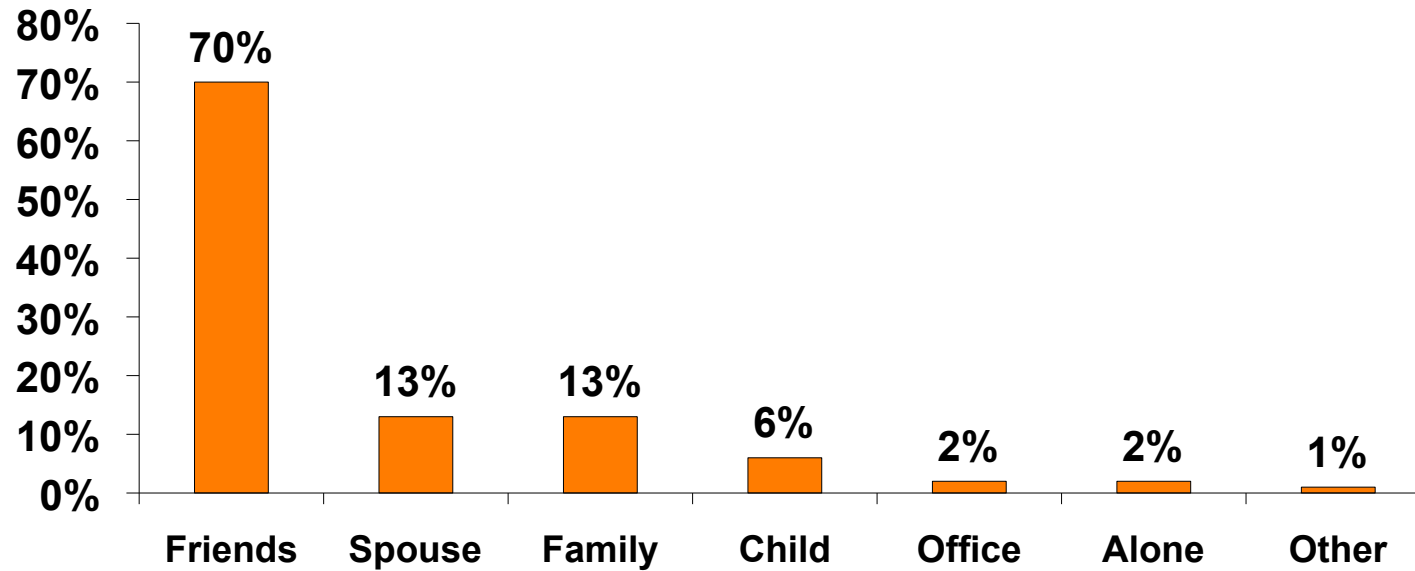
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	48	24	24	6	37	2		3
		18%	16%	20%	22%	23%	4%		25%
Y3.0M-Y3.9M	Count	30	16	14		20	9	1	
		11%	11%	11%		13%	18%	4%	
Y4.0M-Y4.9M	Count	37	23	14	3	21	9	4	
		14%	16%	11%	11%	13%	18%	17%	
Y5.0M-Y6.9M	Count	48	24	24	6	27	10	4	1
		18%	16%	20%	22%	17%	20%	17%	8%
Y7.0M-Y9.9M	Count	43	22	21	3	19	10	8	3
		16%	15%	17%	11%	12%	20%	35%	25%
Y10.0M+	Count	42	24	18	4	21	8	5	4
		16%	16%	15%	15%	13%	16%	22%	33%
No Inc	Count	21	13	8	5	13	1	1	1
		8%	9%	7%	19%	8%	2%	4%	8%
Total	Count	269	146	123	27	158	49	23	12

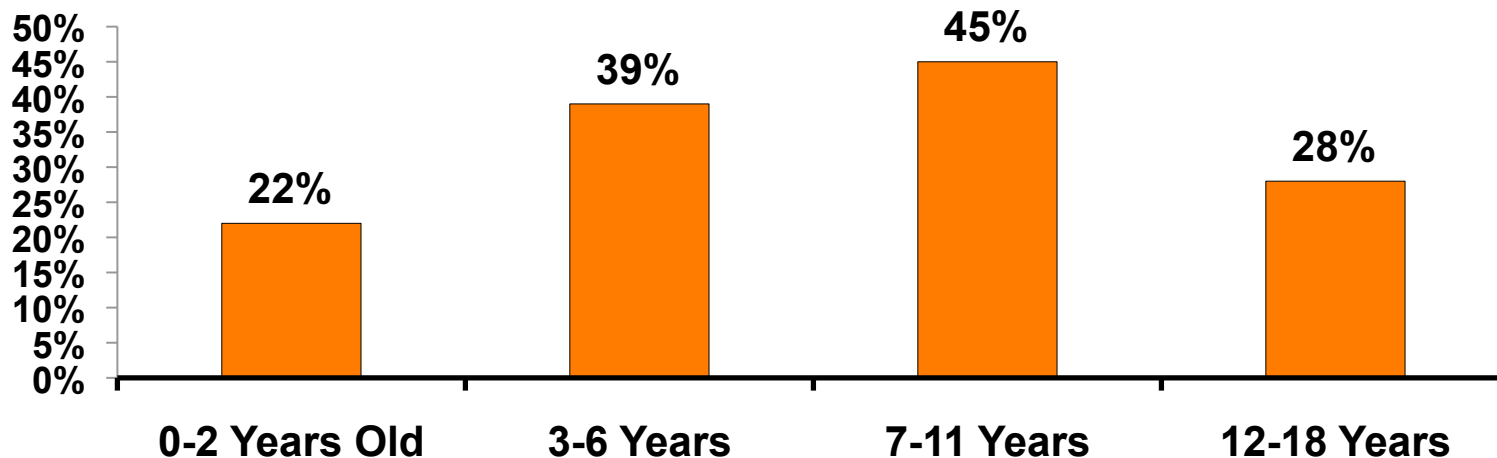
# Travel Companions



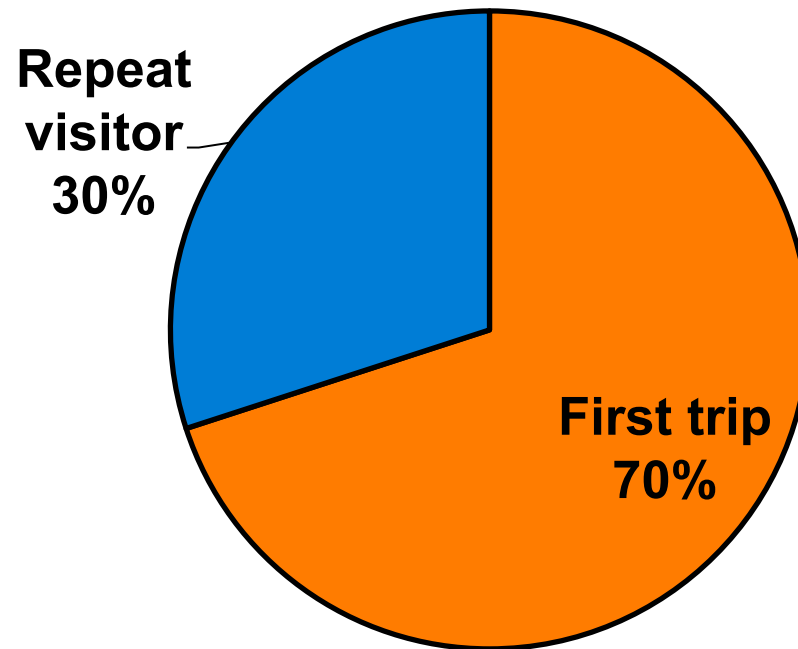
# Number of Children Travel Party

N=18 total respondents traveling with children.

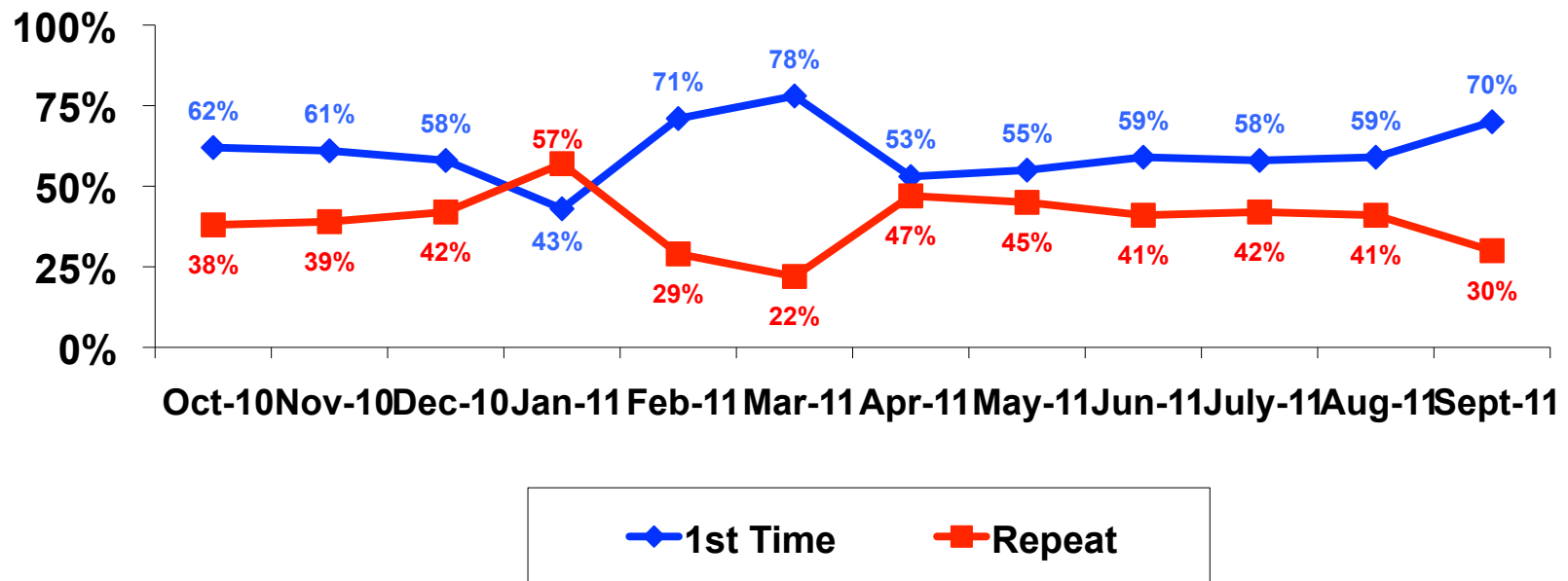
(Of those N=18 respondents, there is a total of 27 children 18 years or younger)



# Prior Trips to Guam



# Prior Trips to Tuam



# Trips to Guam by Age & Gender

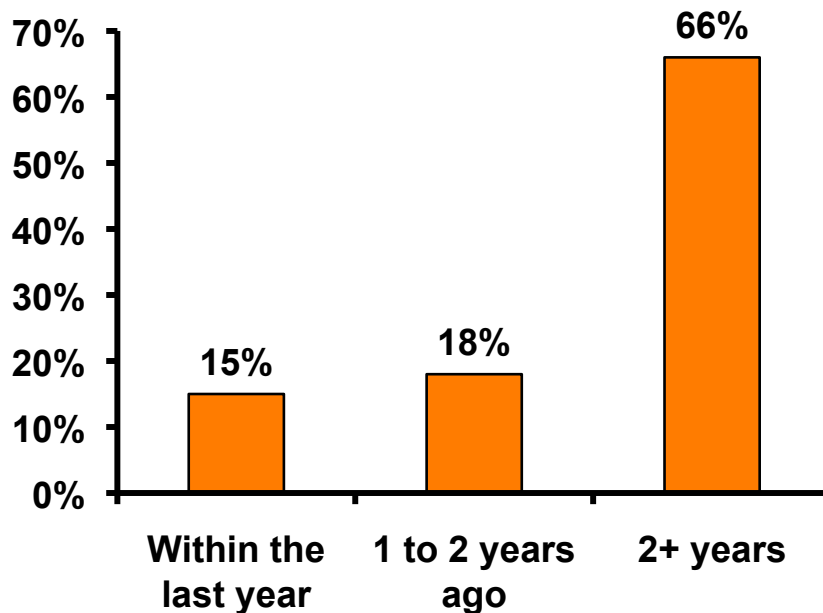
			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	163	109	53
			50%	48%	54%
	Female	Count	164	118	45
			50%	52%	46%
Total		Count	327	227	98
AGE	<20	Count	33	25	8
			10%	11%	8%
	20-29	Count	201	160	40
			61%	70%	41%
	30-39	Count	54	28	25
			17%	12%	26%
	40-49	Count	26	9	17
		8%	4%	17%	
	50+	Count	13	5	8
			4%	2%	8%
Total		Count	327	227	98

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



# Repeat Visitors Last Trip

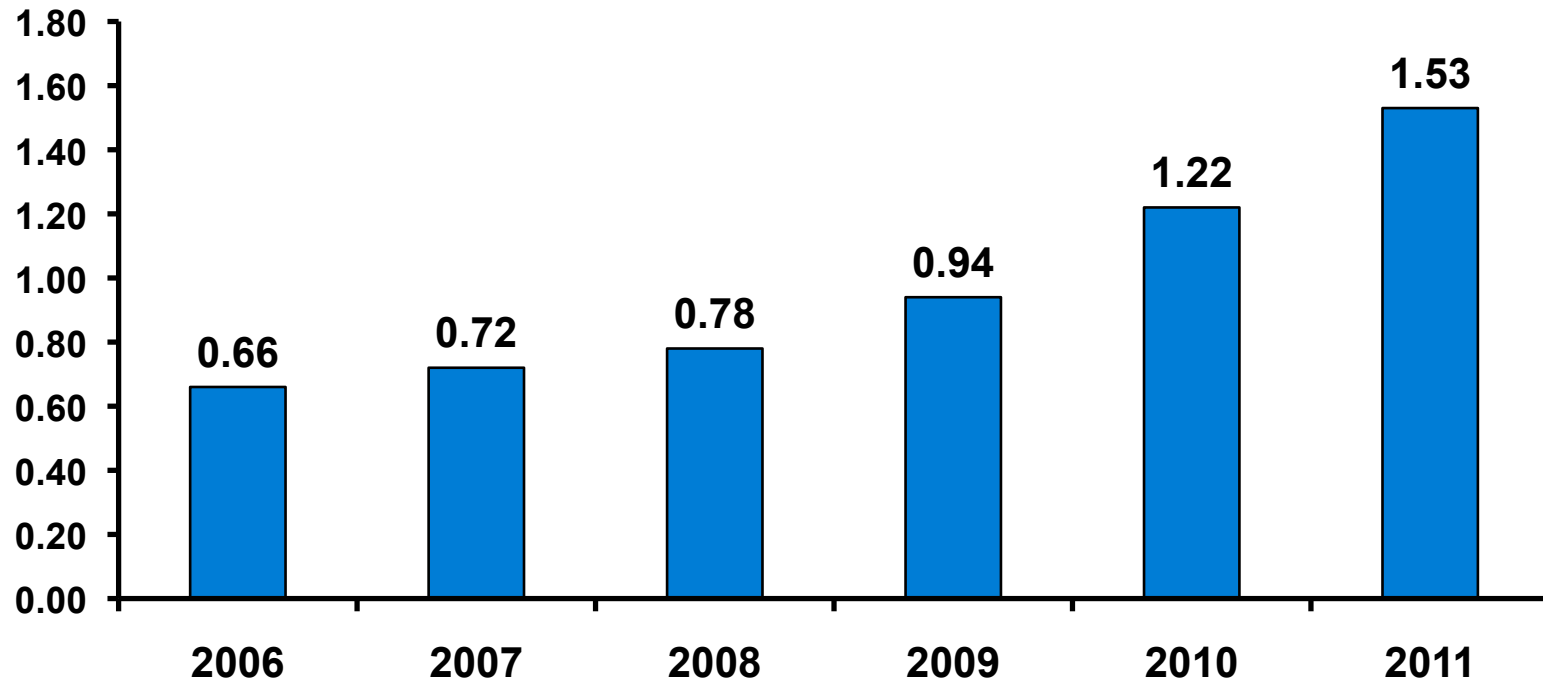
n = 98



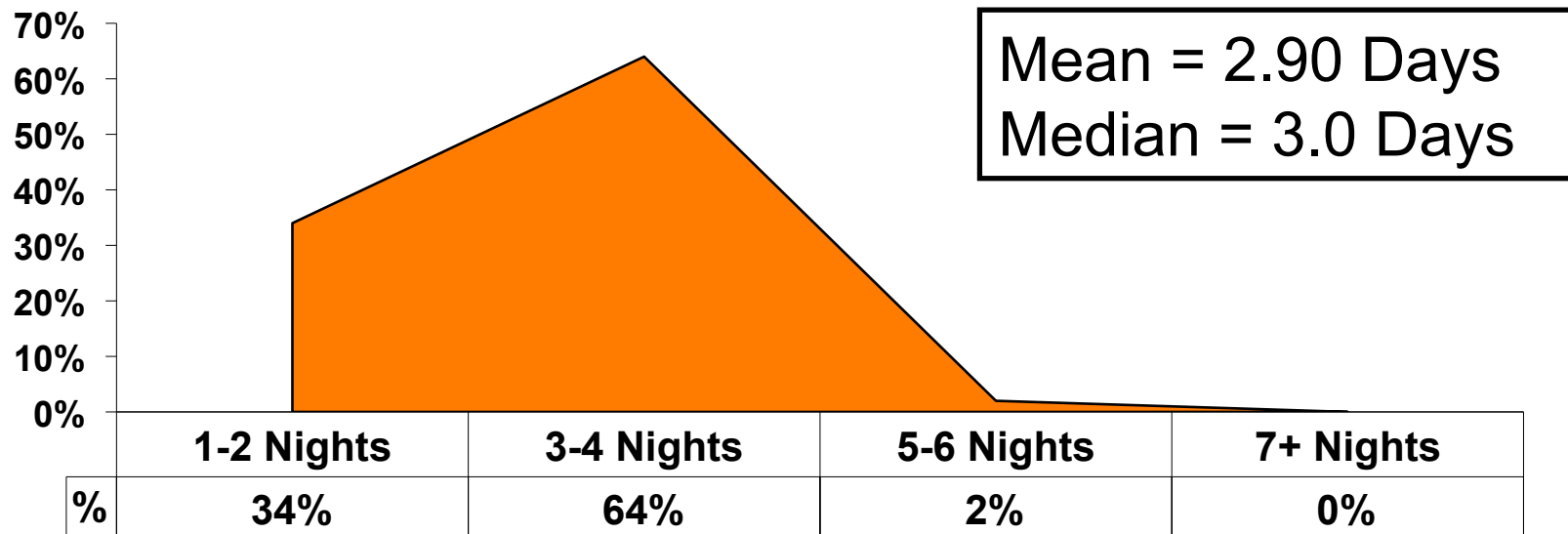
- The average repeat visitor has been to Guam 2.2 times.
- A third of the repeat visitors have been to Guam within the last 2 years.

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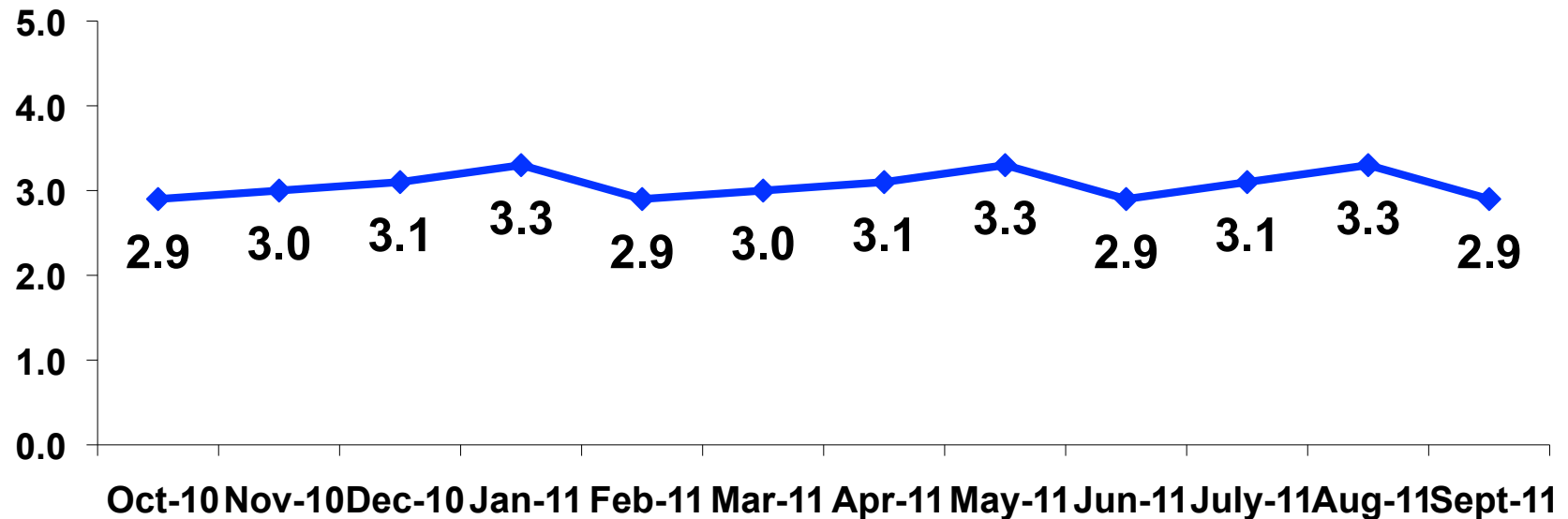
# Average Number Overnight Trips (2005-2011) (2 nights or more)



# Length of Stay

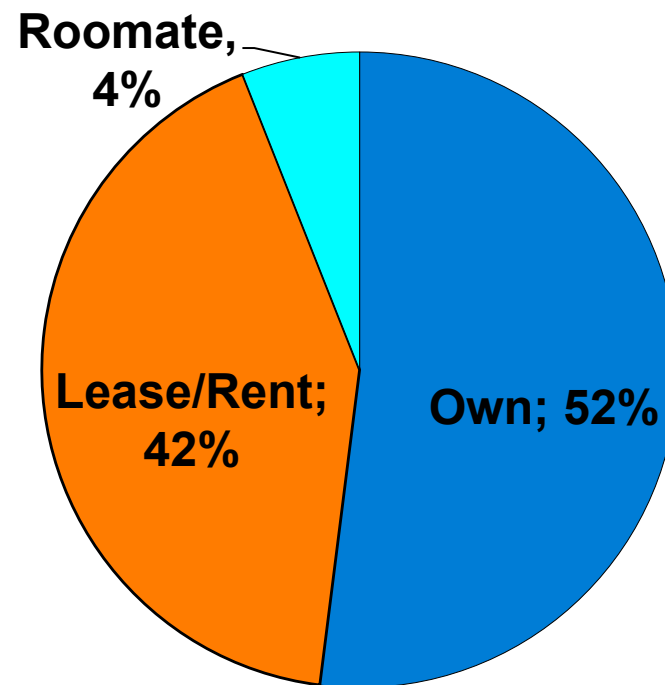


# Average Length of Stay



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# Living Accommodations

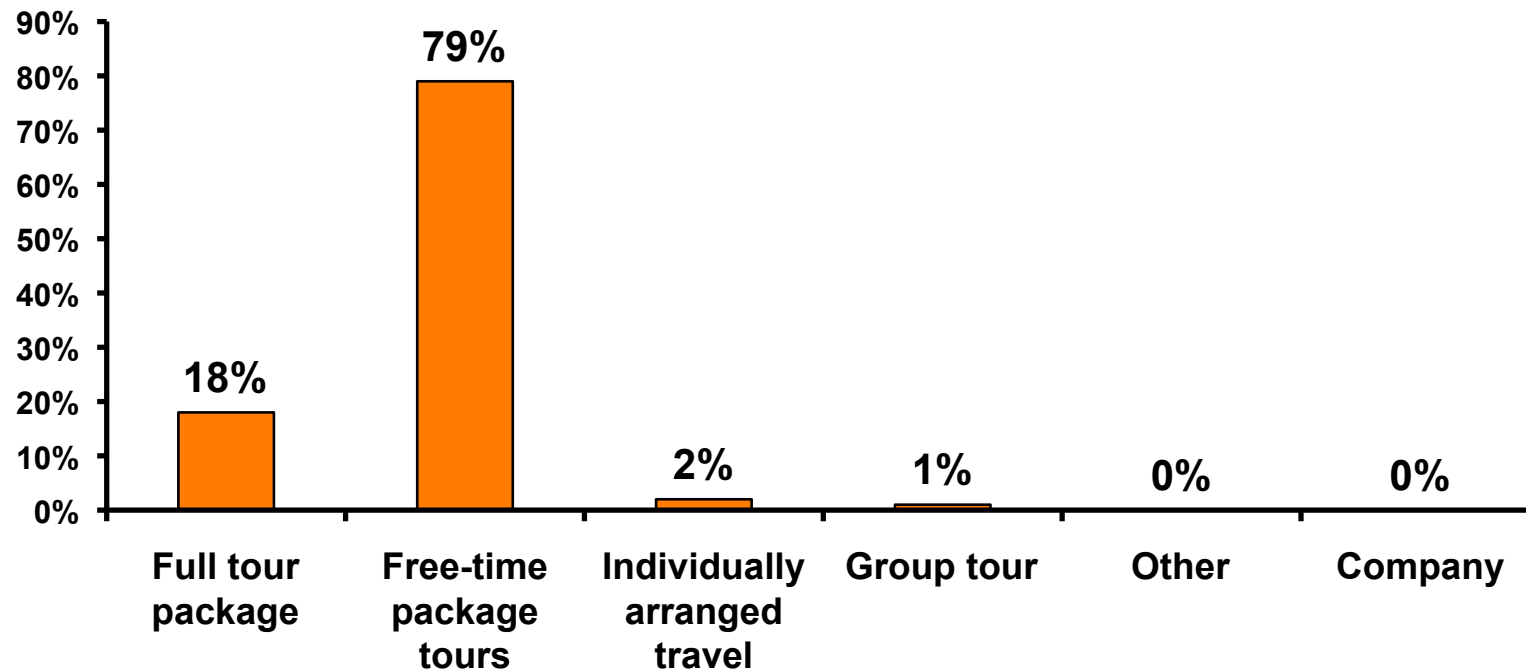


# Occupation by Income

		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	46%	46%	17%	19%	50%	33%	50%	81%	
	Co. Employee: Engineer	8%	8%	17%	8%	10%	7%	7%		
	Co. Employee: Office Worker Non-Managerial	8%	6%	10%	5%	15%	9%	7%		
	Co. Employee: Salesperson	7%	4%	14%	11%	8%	12%	7%		
	Professional or Specialist	4%	8%	10%	5%		2%	7%		
	Government Employee: Office Worker Non-Managerial	4%	6%	10%	8%	2%	5%			
	Self Employed	4%		3%	8%	4%	5%	5%		
	Skilled Worker	3%	8%	3%	14%			2%		
	Homemaker	4%		3%	3%	8%	5%	5%		
	Co. Employee: Manager	3%	2%				12%	7%		
	Freeter	2%	8%		5%					
	Unemployed	2%			5%		2%	2%	10%	
	Government Employee: Manager	2%			3%	2%	7%			
	Other	2%		3%	5%		2%		5%	
	Teacher	1%	2%	3%						
	Free-lancer	0%		3%						
	Retired	0%							5%	
Total	Count	319	48	29	37	48	43	42	21	

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



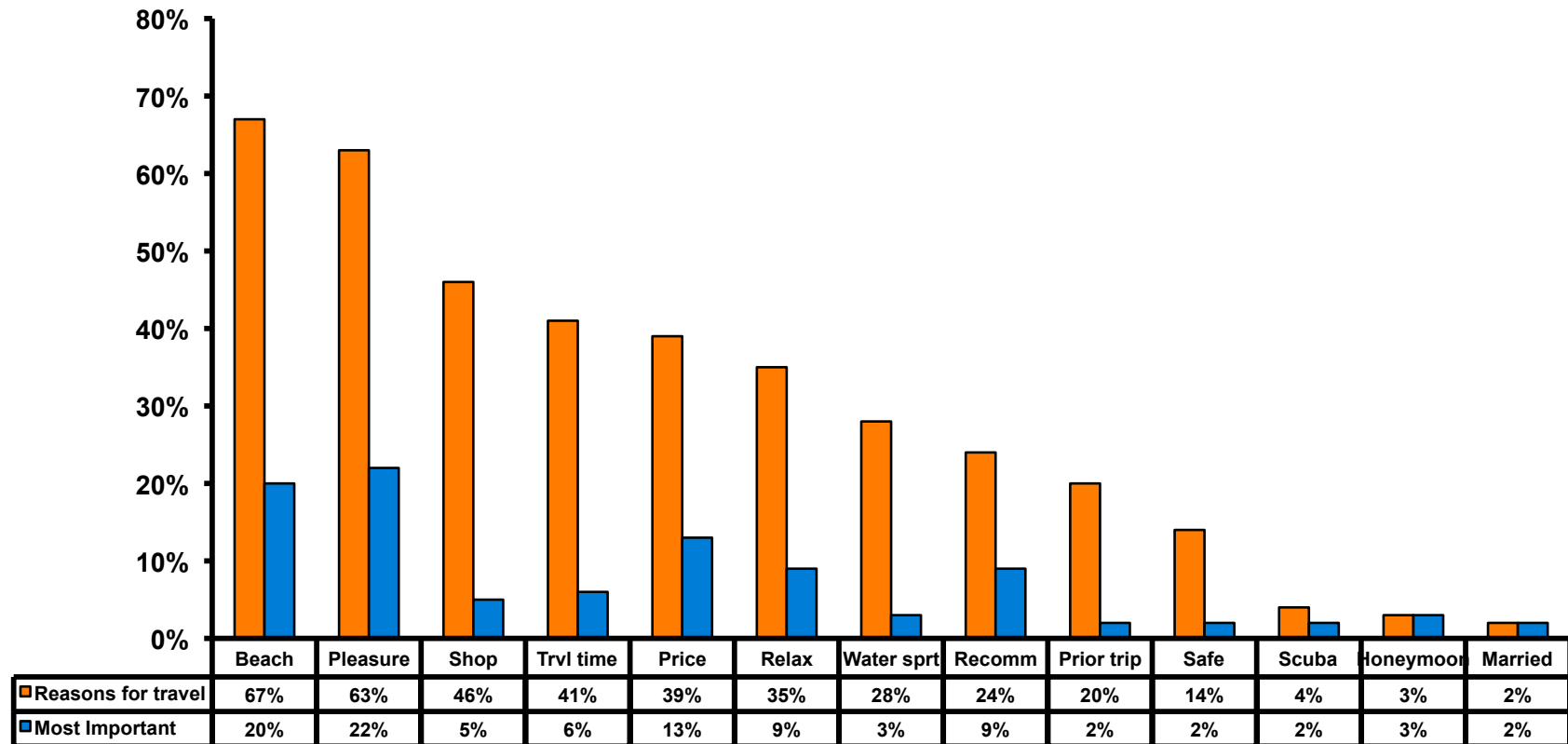


# Accommodation by Income

Average length of stay: 2.90 days

	TOTAL	PERSONAL INCOME							No Inc
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+		
Q.9 Japan Plaza Hotel	22%	31%	27%	24%	19%	16%	14%	14%	
Guam Reef Hotel	14%	17%	20%	14%	19%	7%	17%	5%	
Outrigger Guam Resort	7%	6%	13%	5%	9%	16%	2%		
Ramada Suites Guam	7%	10%		5%	2%	7%	12%	5%	
Holiday Resort Guam	6%		7%	14%	9%	7%		10%	
Oceanview Hotel	5%	6%		3%	4%	5%	2%	5%	
Pacific Bay Hotel	4%	6%		5%		2%	7%	5%	
Tumon Bay Capital Hotel	4%	6%			6%	5%	5%	5%	
Hotel Nikko Guam	3%		10%	3%	4%		7%	5%	
Royal Orchid Guam	4%	2%		5%	2%	5%	2%	10%	
Sheraton Laguna Resort	3%	6%	7%	3%	2%	5%	2%		
Pacific Islands Club PIC	3%		3%	3%	2%	7%	5%		
Bayview Hotel	3%	6%	3%			2%		14%	
Fiesta Resort Guam	2%		3%		2%	2%	5%	14%	
Onward Beach Resort	2%				9%	5%			
Hilton Guam Resort & Spa	2%	2%		5%		2%	2%	5%	
Grand Plaza Hotel	2%			3%	2%		7%		
Leo Palace Resort	2%			5%	2%			5%	
The Westin Resort Guam	2%		3%		4%	2%	2%		
Hyatt Regency Guam	1%		3%			2%	5%		
Guam Marriott Resort Hotel	1%			3%	2%		2%		
Hotel Sane Fe	0%					2%			
Condominium	0%								
Total Count	326	48	30	37	47	43	42	21	

# Travel Motivation - Top Responses



# Most Important Reason for Choosing Guam

- Pleasure,
- Guam's natural beauty/beaches 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	67%	76%	72%	65%	50%	23%	66%	69%
Pleasure	63%	73%	66%	63%	31%	46%	59%	66%
Shopping	46%	55%	48%	43%	42%	23%	37%	55%
Short travel time	41%	39%	36%	56%	50%	38%	44%	38%
Price of the tour package	39%	42%	39%	37%	38%	31%	38%	40%
Just to relax	35%	39%	30%	43%	54%	46%	41%	30%
Water sports	28%	36%	34%	17%	4%	8%	26%	30%
Recommendation of friend, relative, travel agency	24%	30%	29%	11%	12%	15%	17%	32%
A previous visit	20%	15%	12%	33%	50%	46%	24%	17%
It is a safe place to spend a vacation	14%	6%	10%	22%	31%	23%	17%	11%
SCUBA diving	4%		6%	2%			6%	3%
Honeymoon	3%		4%	4%			6%	1%
To get married or Attend wedding	2%		0%	6%		23%	3%	1%
Other	2%	6%	0%	2%	8%		1%	2%
To visit friends or relatives	1%		1%		4%		1%	1%
Promotional materials from GVB	1%	3%	1%			8%	2%	1%
Organized Sporting Activity	1%		1%	2%			2%	1%
Company or Business trip	1%		0%		4%		1%	1%
Special promotion	0%		0%				1%	
Total Cases	327	33	201	54	26	13	163	164

# 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	67%	73%	63%	73%	69%	63%	62%	62%	
Pleasure	63%	71%	63%	59%	56%	60%	67%	62%	
Shopping	46%	46%	40%	46%	52%	49%	33%	43%	
Short travel time	41%	38%	60%	46%	33%	49%	40%	24%	
Price of the tour package	39%	40%	40%	43%	31%	40%	38%	33%	
Just to relax	35%	33%	40%	30%	38%	51%	38%	24%	
Water sports	28%	35%	37%	27%	27%	23%	24%	14%	
Recommendation of friend, relative, travel agency	24%	27%	30%	11%	23%	21%	19%	29%	
A previous visit	20%	23%	13%	14%	21%	37%	38%	10%	
It is a safe place to spend a vacation	14%	13%	17%	22%	13%	14%	19%	5%	
SCUBA diving	4%	2%	3%	3%	6%		7%	5%	
Honeymoon	3%	2%	10%	3%	4%	2%	2%	10%	
To get married or Attend wedding	2%	2%		3%	6%		5%		
Other	2%	2%			6%	2%			
To visit friends or relatives	1%	2%				2%	5%		
Organized Sporting Activity	1%				2%		2%	10%	
Promotional materials from GVB	1%	2%				2%			
Company or Business trip	1%					2%			
Special promotion	0%							5%	
Total Cases	327	48	30	37	48	43	42	21	

# SECTION 3 **EXPENDITURES**

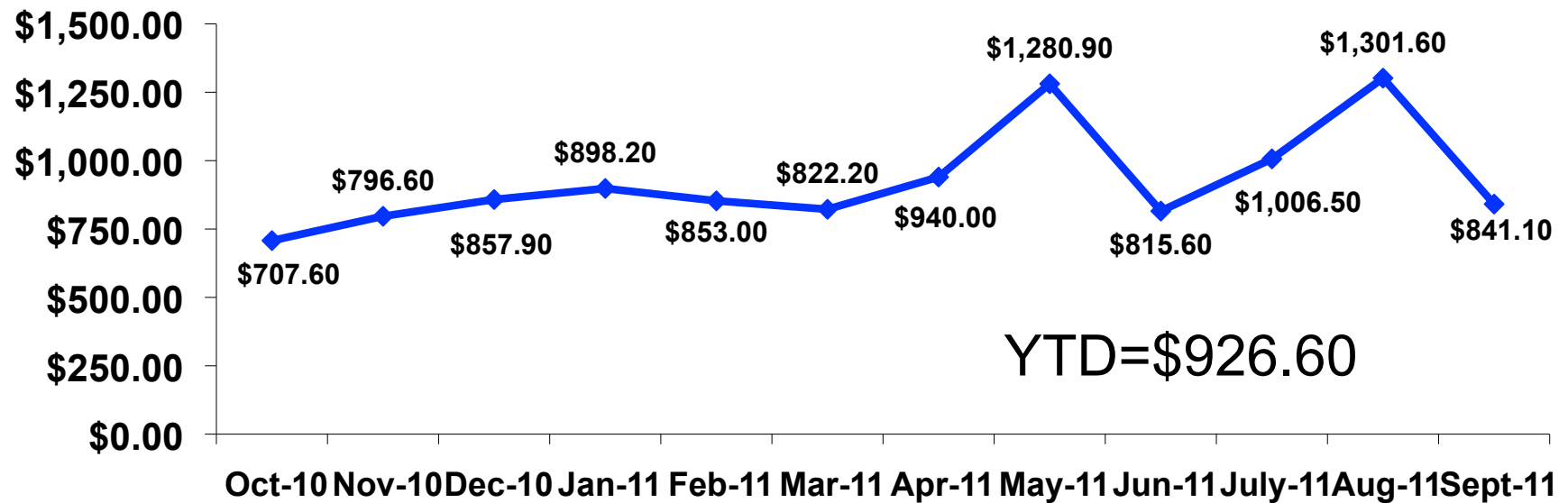
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# Prepaid Expenditures

¥77.05/US\$1

- \$1,617.20 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$42,829 = maximum (highest amount recorded for the entire sample)
- \$841.10 = overall mean average per person prepaid expenditures

# Prepaid Expenditures





# Breakdown of Prepaid Expenditures

¥77.05=\$1

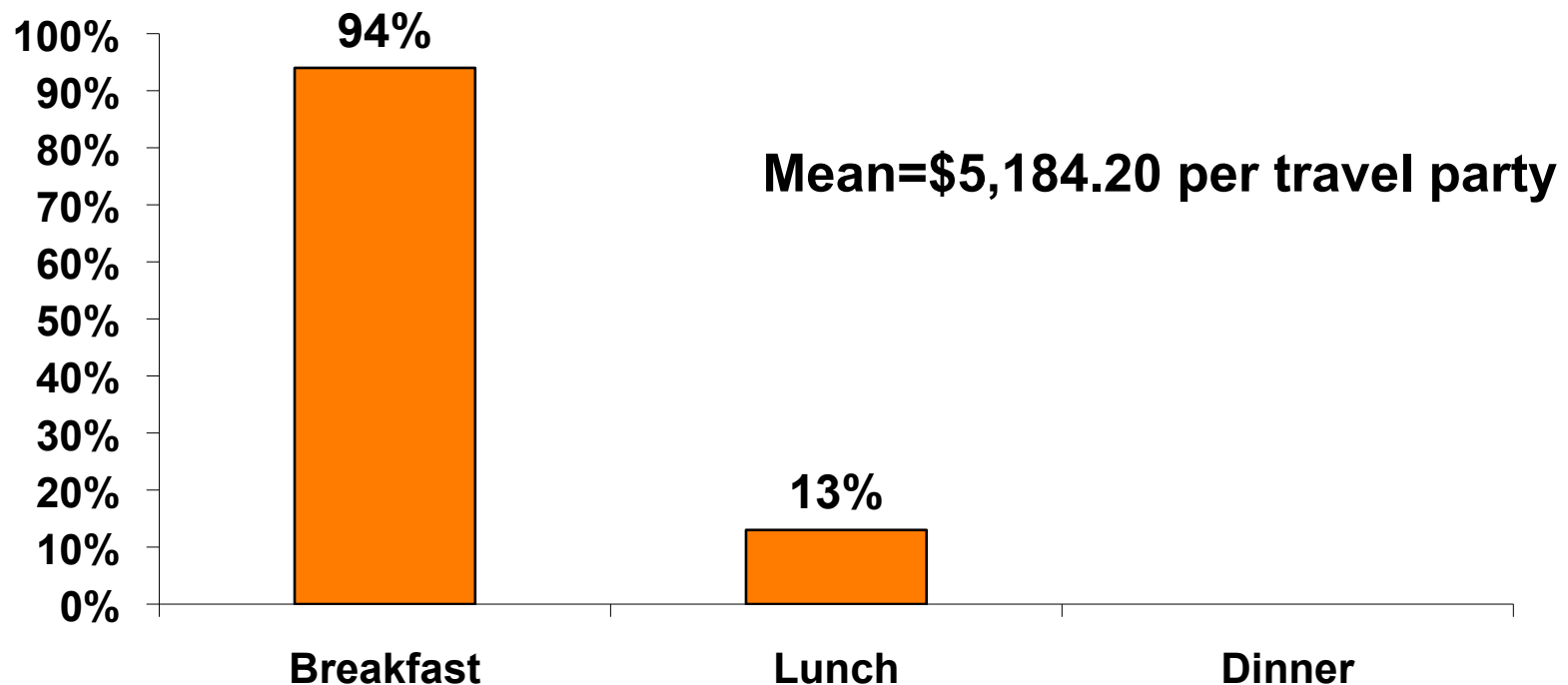
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,381.80
Air & Accommodation w/ daily meal package	\$5,184.20
Air only	\$1,161.60
Accommodation only	\$456.40
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$259.60
Ground transportation- Japan	\$112.80
Ground transportation- Guam	\$41.20
Optional tours/ activities	\$241.30
Other expenses	\$254.50
Total Prepaid	\$1,617.20

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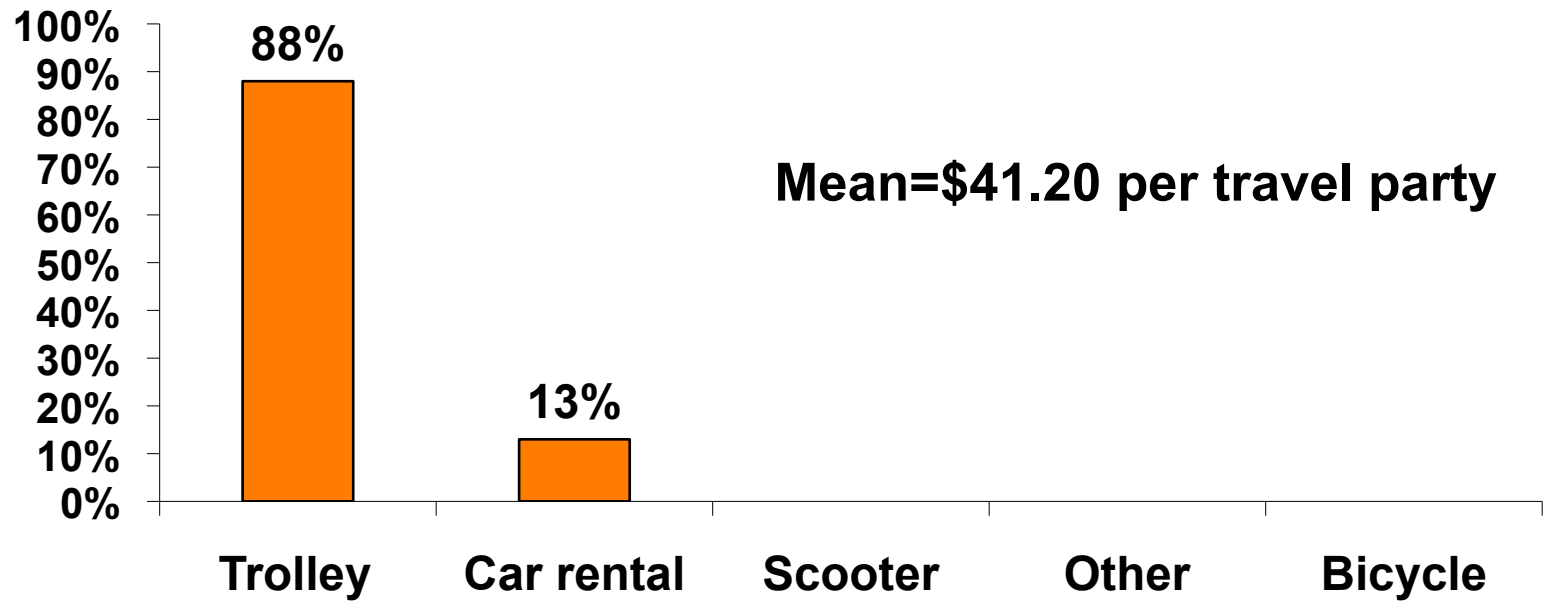
# Prepaid Meal Breakdown

## Air/ Accommodations with Daily Meal Package n=16



# Prepaid Ground Transportation

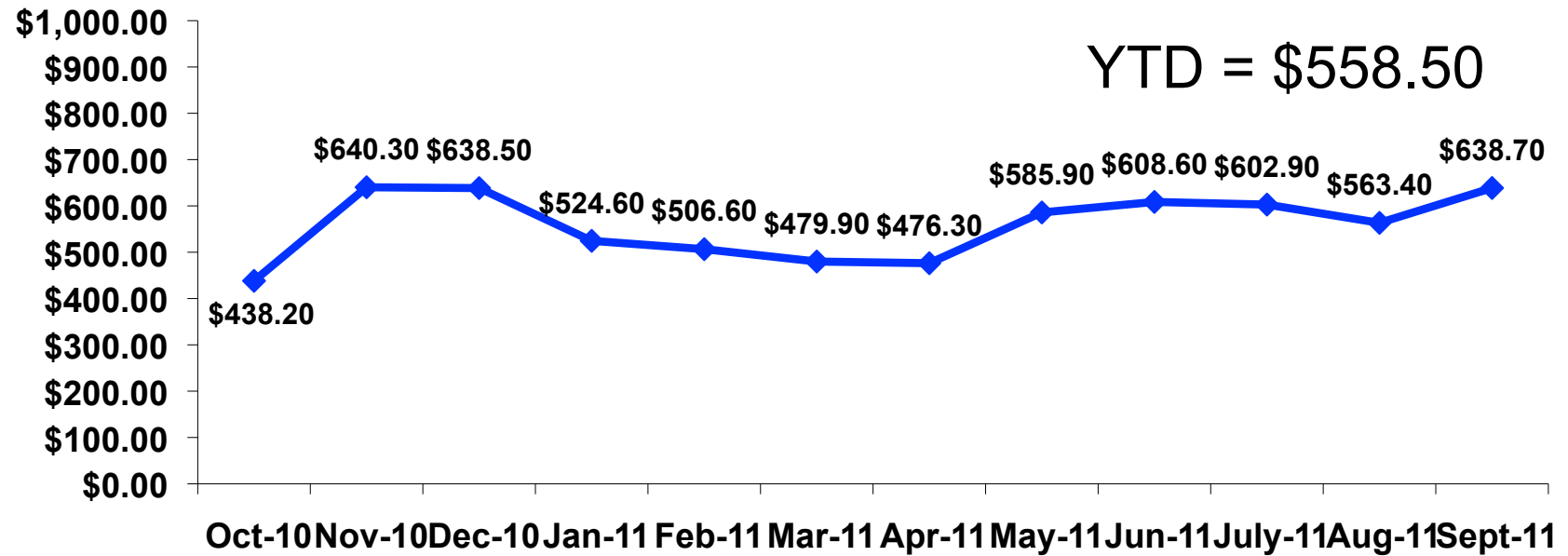
n=8



# On-Island Expenditures

- \$929.90 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)
- \$638.70 = overall mean average per person on-island expenditure

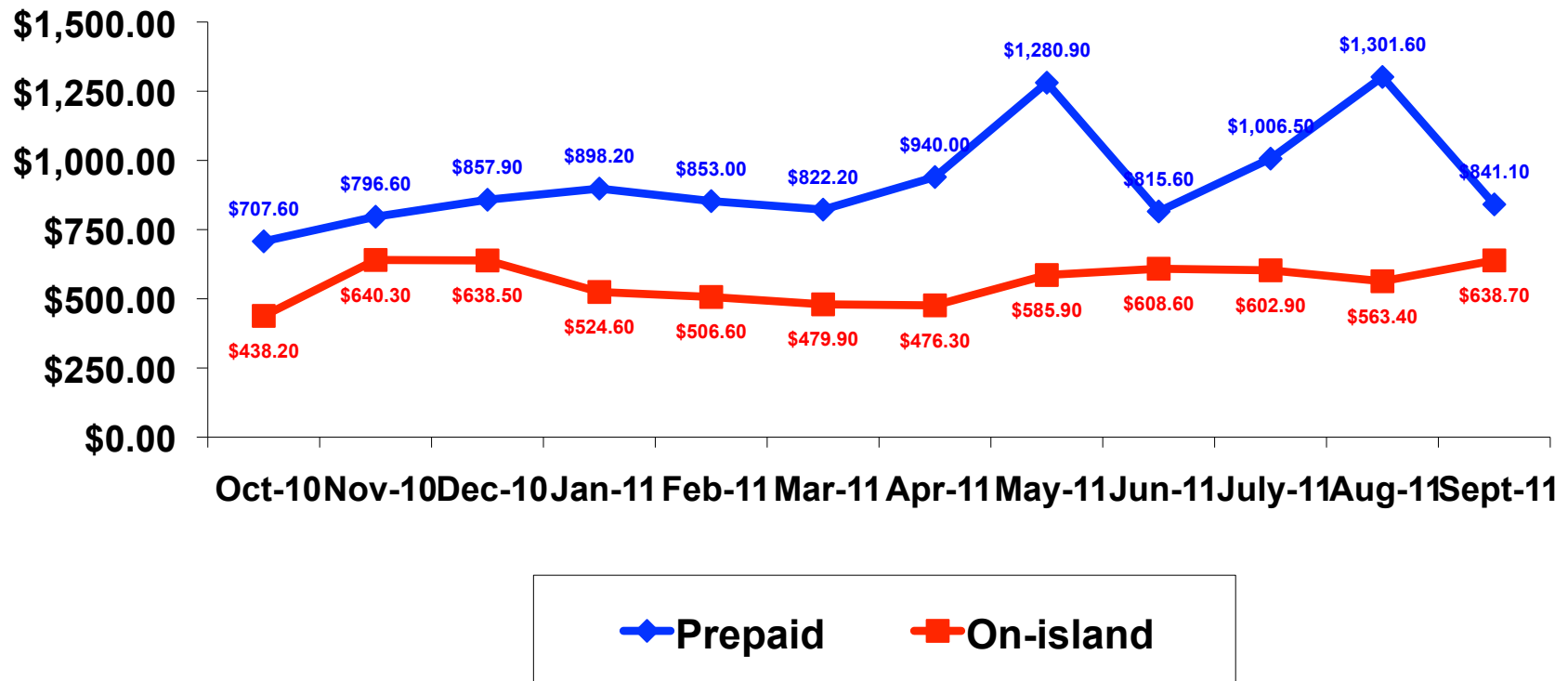
# On-Island Expenditures



# Prepaid / On-Island Expenditures

Prepaid YTD = \$926.60

On-Island YTD = \$558.50



# 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	\$929.89	\$1,073.89	\$786.77	\$517.10	\$911.28	\$1,249.57	\$1,746.25	\$1,368.40	\$574.48	\$679.55	\$1,078.12	\$1,206.00	\$3,333.33
Median	\$600	\$700	\$550	\$450	\$600	\$1,000	\$950	\$975	\$550	\$500	\$900	\$1,005	\$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	\$25.84	\$32.89	\$18.84	\$18.39	\$13.86	\$52.49	\$41.35	\$86.46
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4
F&B-FF REST/CONV	Mean	\$32.02	\$36.86	\$27.22	\$41.76	\$24.54	\$44.78	\$34.15	\$64.62
	Median	\$15	\$20	\$10	\$18	\$10	\$30	\$14	\$30
F&B-OUT- SIDE HOTEL/ REST	Mean	\$82.29	\$109.19	\$55.40	\$44.91	\$74.41	\$121.72	\$110.58	\$76.92
	Median	\$50	\$70	\$38	\$40	\$40	\$74	\$45	\$50
OPTIONAL TOUR	Mean	\$97.41	\$139.27	\$55.56	\$43.39	\$86.63	\$160.33	\$125.77	\$80.77
	Median	\$33	\$80	\$0	\$0	\$55	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$297.85	\$326.91	\$268.78	\$151.03	\$248.78	\$376.20	\$669.04	\$350.00
	Median	\$100	\$100	\$100	\$50	\$100	\$100	\$150	\$50
GIFT/ SOUV- F&F AT HOME	Mean	\$142.67	\$128.73	\$156.61	\$94.21	\$130.64	\$170.56	\$129.62	\$359.23
	Median	\$65	\$50	\$85	\$50	\$60	\$100	\$45	\$100
LOCAL TRANS	Mean	\$13.05	\$16.05	\$10.05	\$6.91	\$10.87	\$22.83	\$19.42	\$8.46
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$231.92	\$283.78	\$180.06	\$156.48	\$180.84	\$244.63	\$408.54	\$795.38
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$225	\$0
TOTAL ON ISLAND	Mean	\$929.89	\$1,073.89	\$786.77	\$557.09	\$783.31	\$1,195.59	\$1,538.46	\$1,821.85
	Median	\$600	\$700	\$550	\$550	\$530	\$1,000	\$1,000	\$1,000



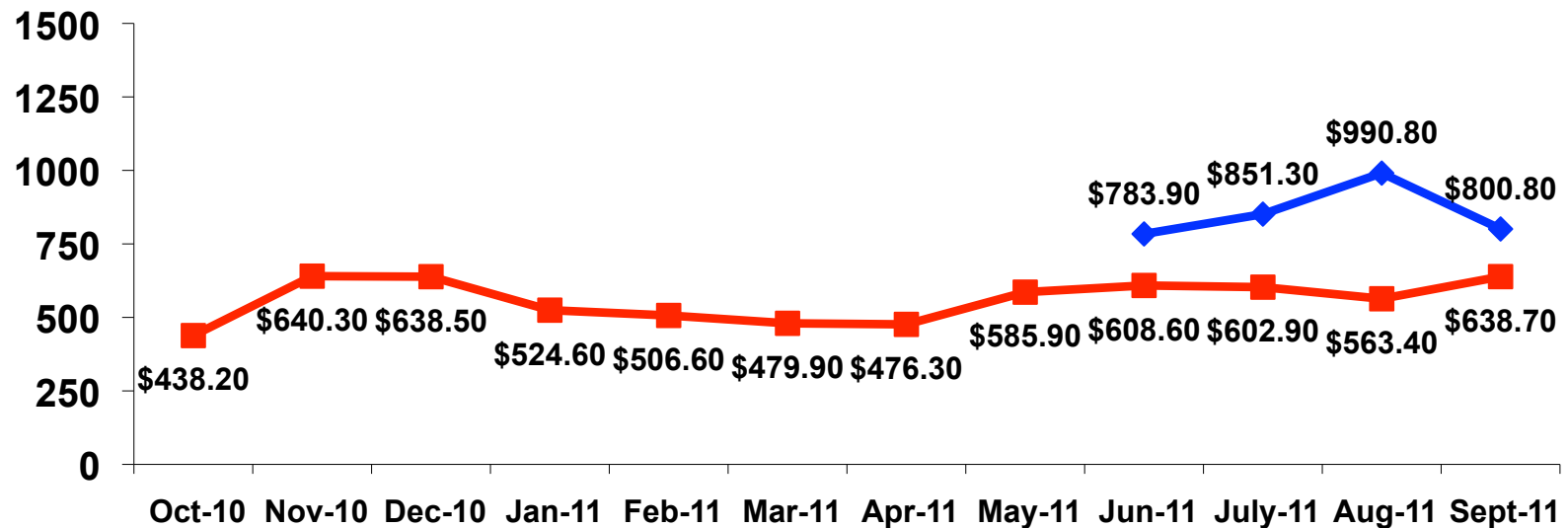
# On-Island Expenditures First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$22.10	\$34.95
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$28.89	\$39.46
	Median	\$10	\$20
F&B-OUT- SIDE HOTEL/ REST	Mean	\$78.41	\$90.41
	Median	\$50	\$50
OPTIONAL TOUR	Mean	\$98.83	\$95.13
	Median	\$43	\$15
GIFT/ SOUV-SELF	Mean	\$244.76	\$423.72
	Median	\$100	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$121.54	\$192.34
	Median	\$53	\$100
LOCAL TRANS	Mean	\$12.70	\$14.11
	Median	\$0	\$0
OTHER EXP	Mean	\$205.48	\$290.96
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$808.09	\$1,217.93
	Median	\$600	\$800

# Projected On-Island Expenditures

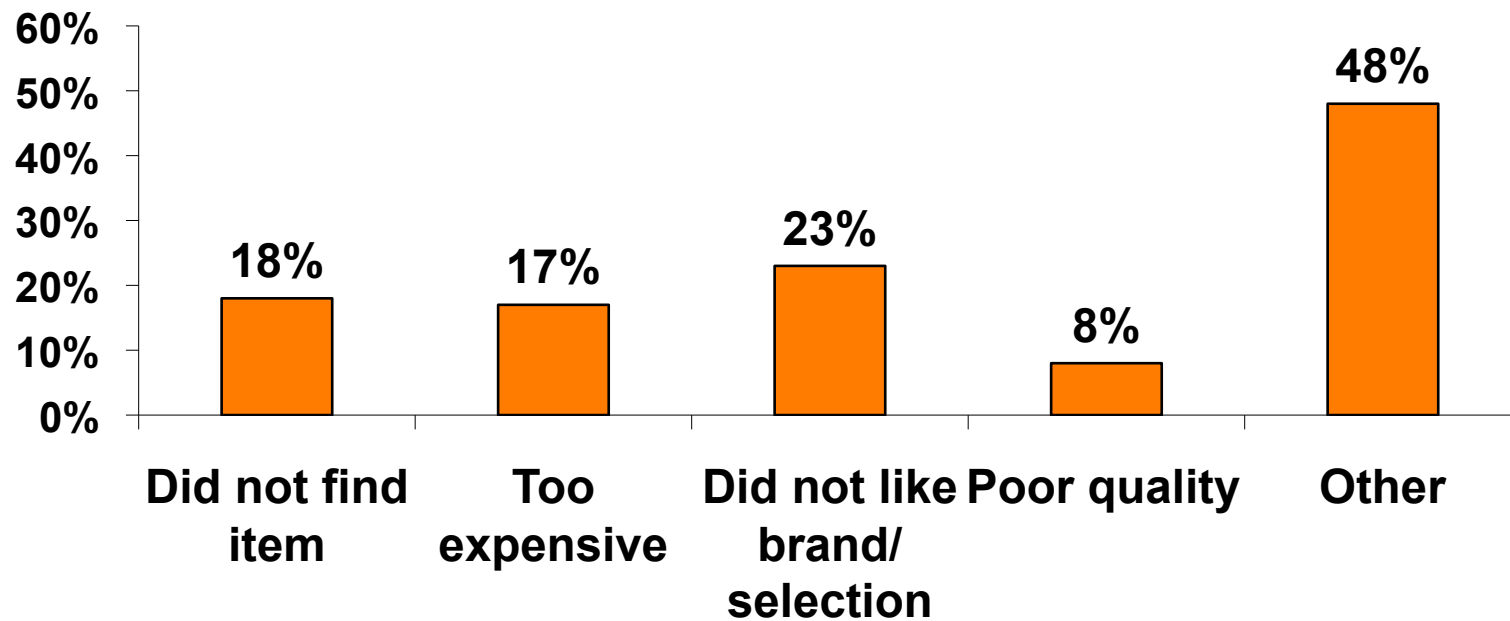
- \$800.80 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)

# Projected On-Island Expenditures



# Reasons for Spending Less

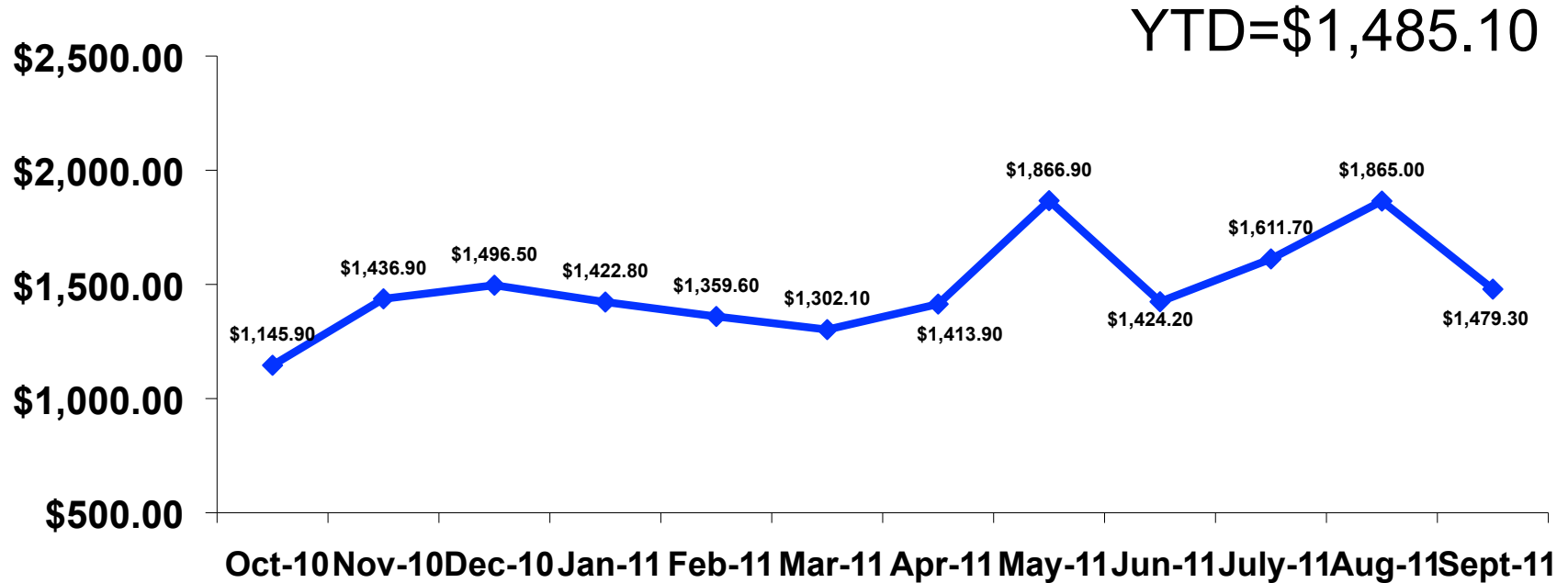
n=110



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

- \$1,479.30 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,287 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures



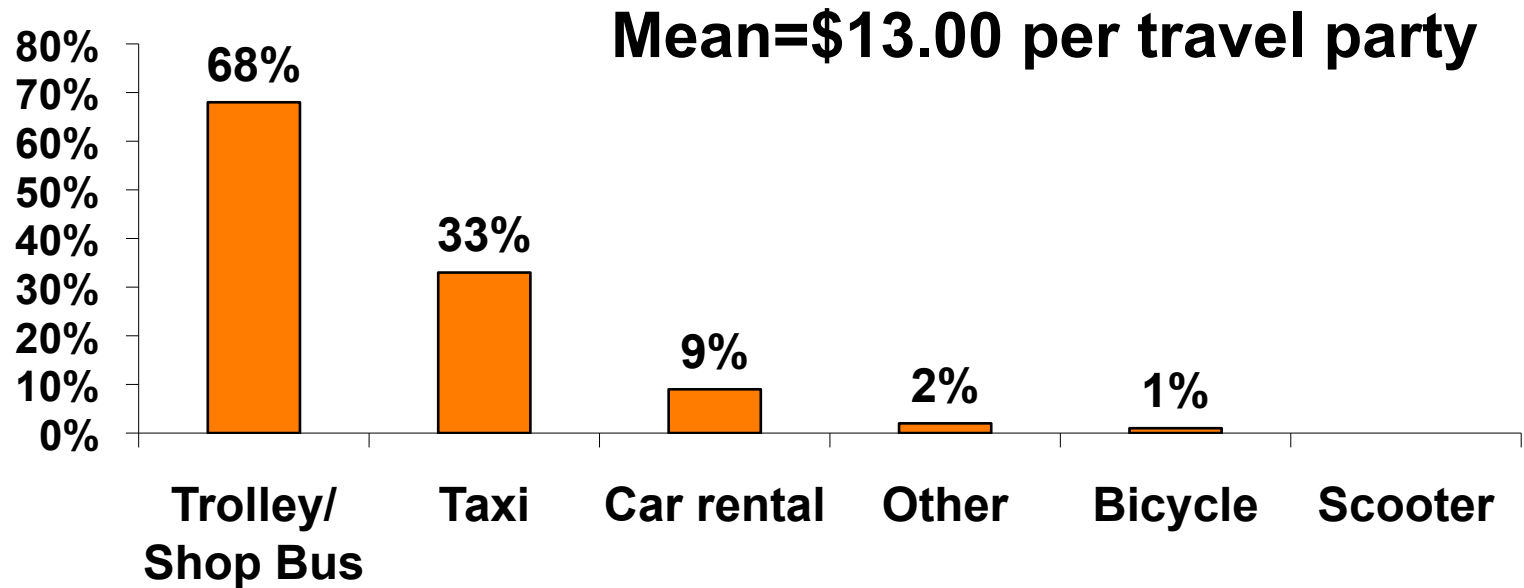
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# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$25.80
Food & beverage in fast food restaurant/ convenience store	\$32.00
Food & beverage at restaurants or drinking establishments outside a hotel	\$82.30
Optional tours and activities	\$97.40
Gifts/ souvenirs for yourself/companions	\$297.80
Gifts/ souvenirs for friends/family at home	\$142.70
Local transportation	\$13.00
Other expenses not covered	\$231.90
<b>Average Total</b>	<b>\$929.90</b>

# Local Transportation

n=105





# Guam Airport Expenditures

- \$23.20 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$532 = Maximum (highest amount recorded for the entire sample)

---

# Breakdown of Airport Expenditures

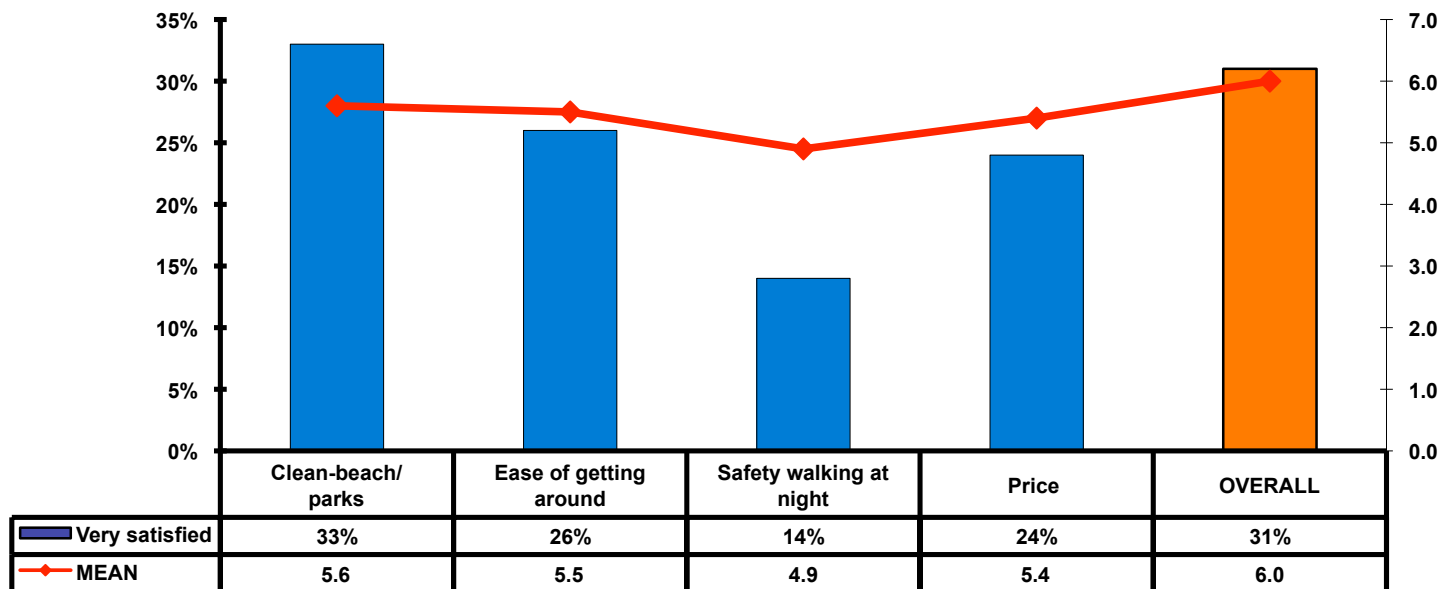
	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	<b>\$6.50</b>
<b>Gifts/Souvenirs Self</b>	<b>\$11.20</b>
<b>Gifts/Souvenirs Others</b>	<b>\$5.40</b>
<b>Total</b>	<b>\$23.20</b>

# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

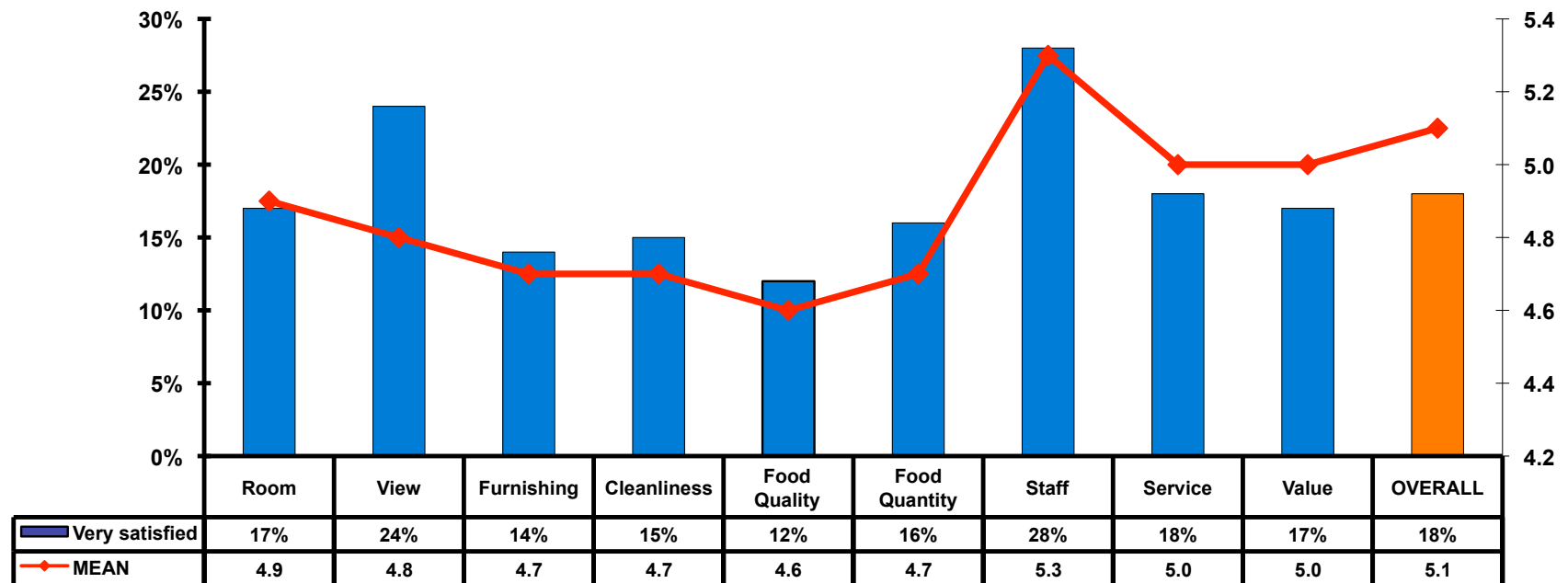
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

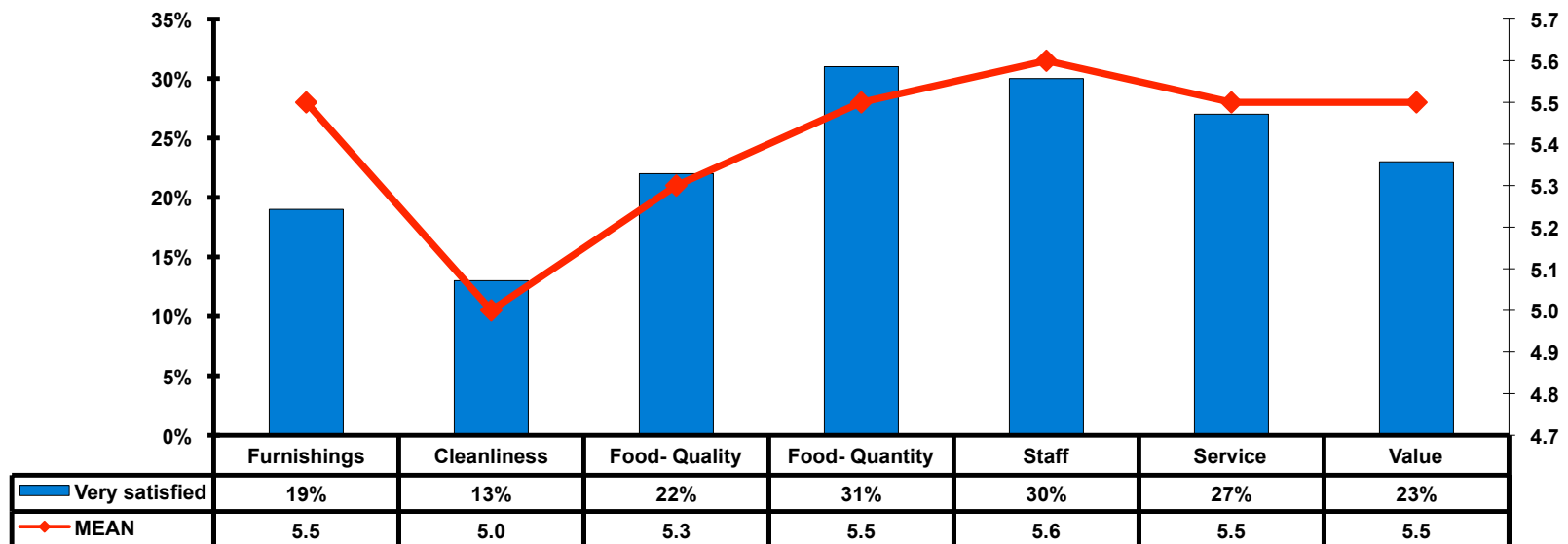
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

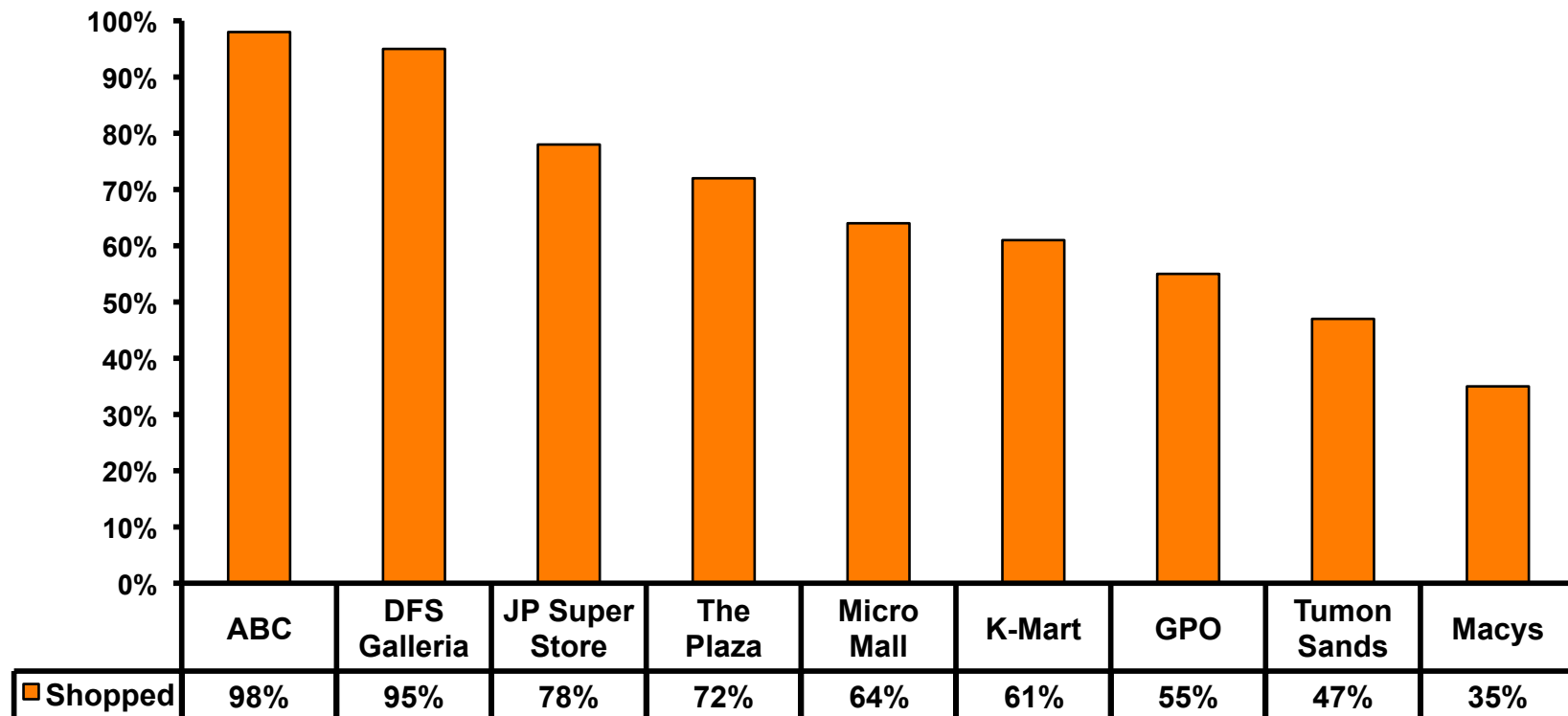
7pt Rating Scale

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

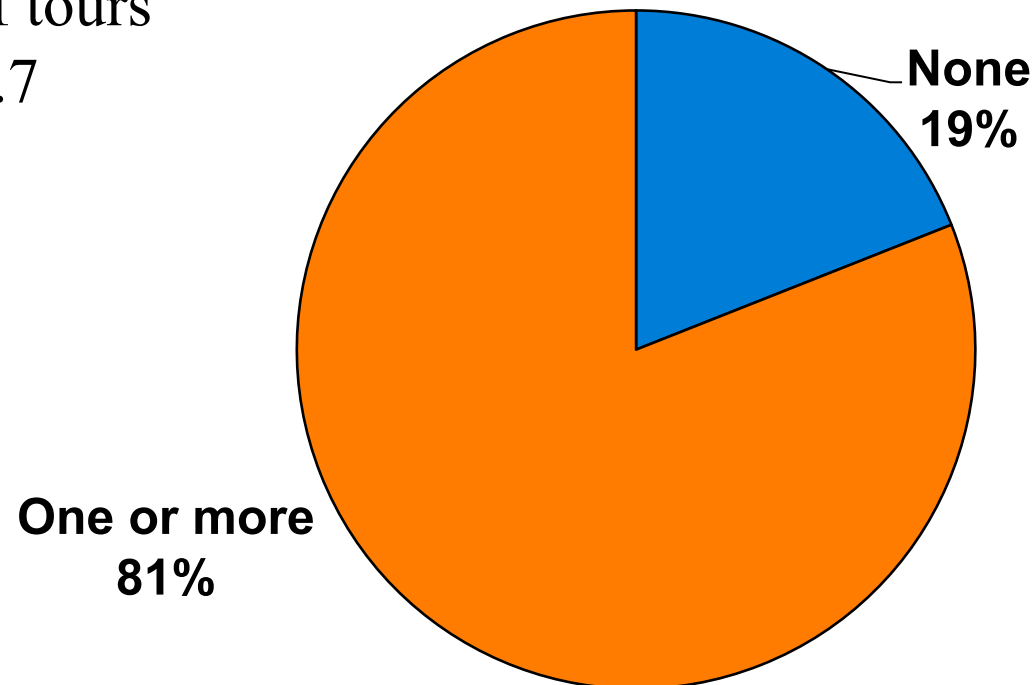
<b>Quality of Shopping</b>	<b>Variety of Shopping</b>
Score of 6 to 7 = <b>63%</b>	Score of 6 to 7 = <b>59%</b>
Score of 4 to 5 = <b>32%</b>	Score of 4 to 5 = <b>34%</b>
Score 1 to 3 = <b>5%</b>	Score 1 to 3 = <b>7%</b>
<b>MEAN = 5.7</b>	<b>MEAN = 5.5</b>



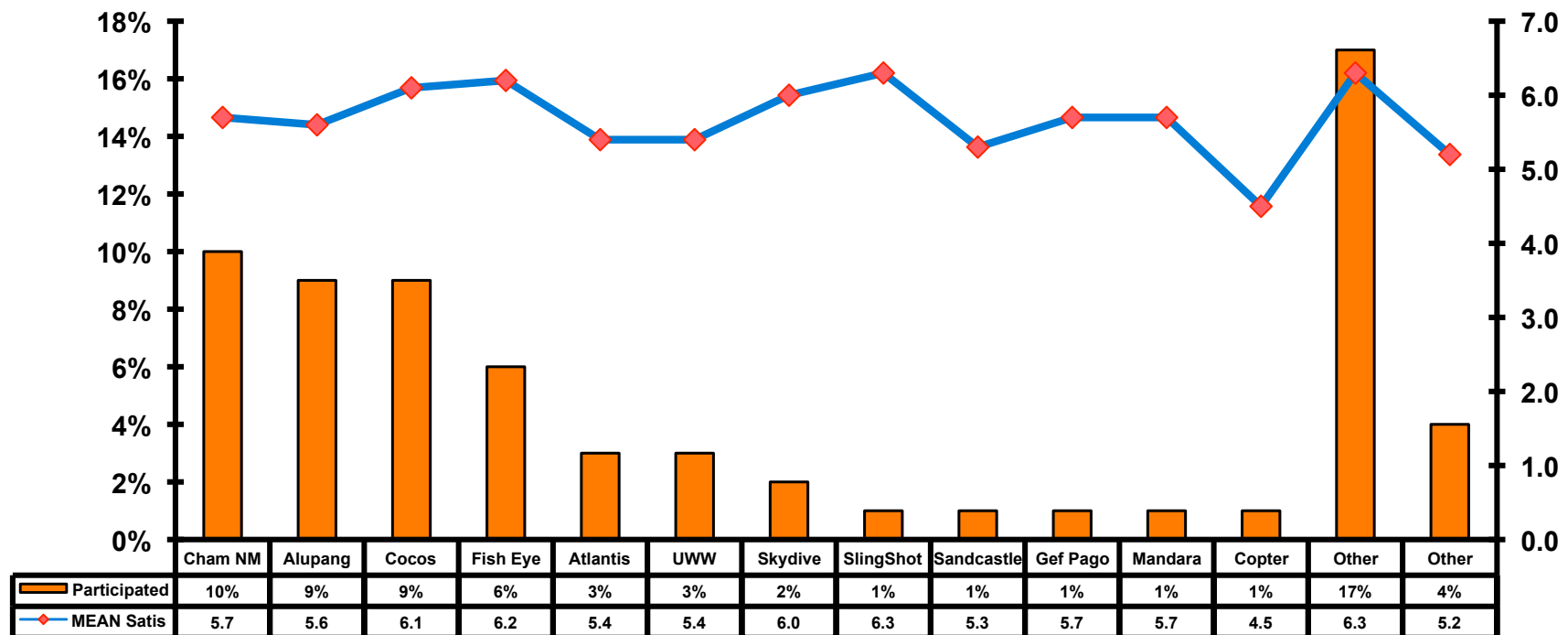
---

# Optional Tour Participation

- Average number of tours participated in is 1.7



# Optional Tours Participation & Satisfaction



# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Day Tour</b>	<b>Variety of Day Tour</b>
Score of 6 to 7 = <b>55%</b>	Score of 6 to 7 = <b>57%</b>
Score of 4 to 5 = <b>41%</b>	Score of 4 to 5 = <b>42%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>2%</b>
<b>MEAN = 5.5</b>	<b>MEAN = 5.5</b>

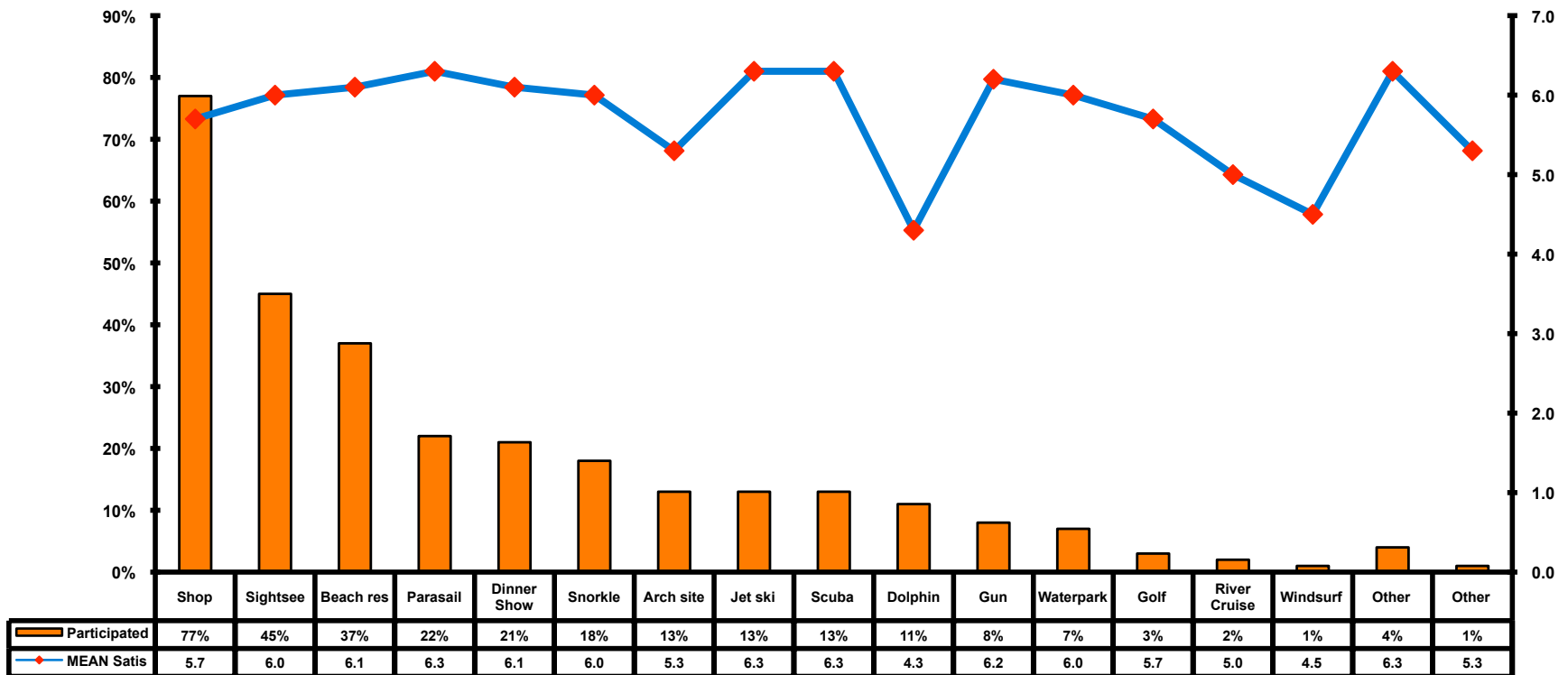
# Night Tours Satisfaction

7pt Rating Scale

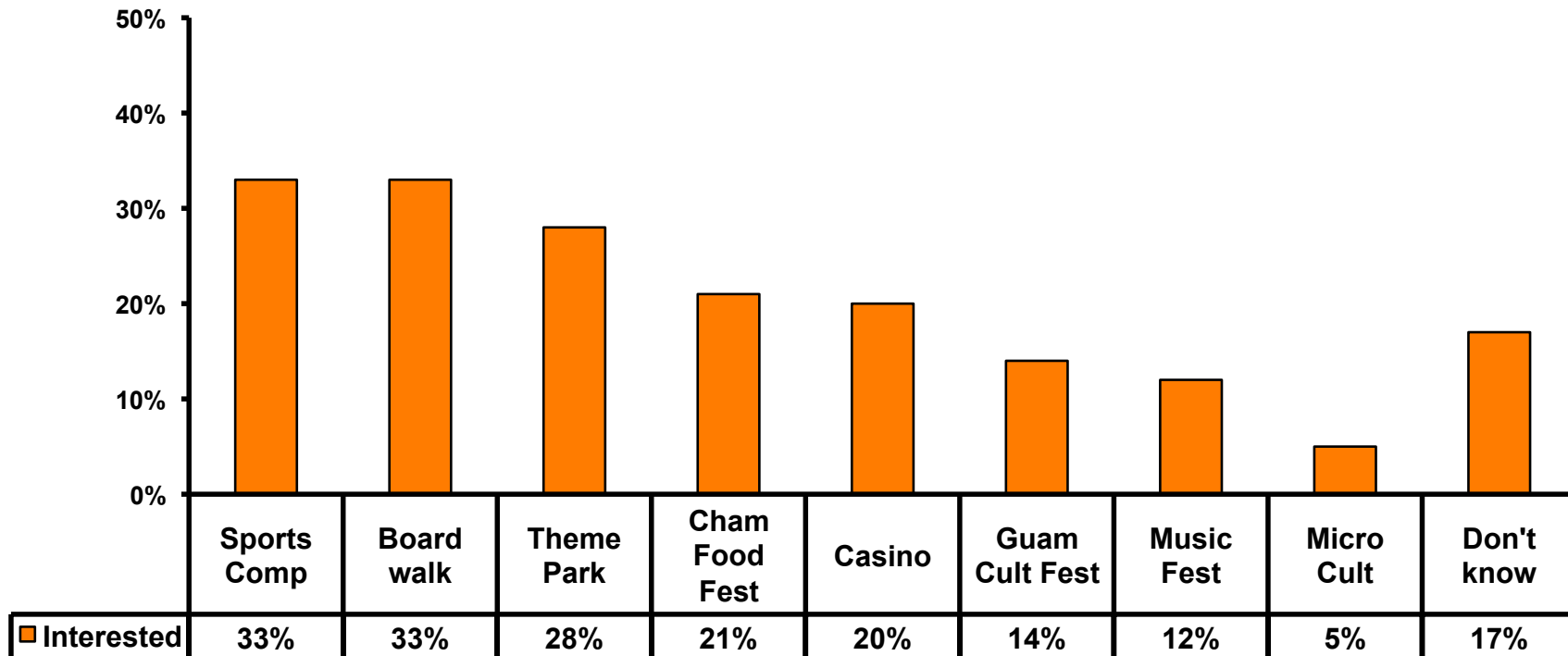
7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Night Tour</b>	<b>Variety of Night Tour</b>
Score of 6 to 7 = <b>34%</b>	Score of 6 to 7 = <b>35%</b>
Score of 4 to 5 = <b>63%</b>	Score of 4 to 5 = <b>60%</b>
Score 1 to 3 = <b>4%</b>	Score 1 to 3 = <b>5%</b>
<b>MEAN = 4.9</b>	<b>MEAN = 4.9</b>

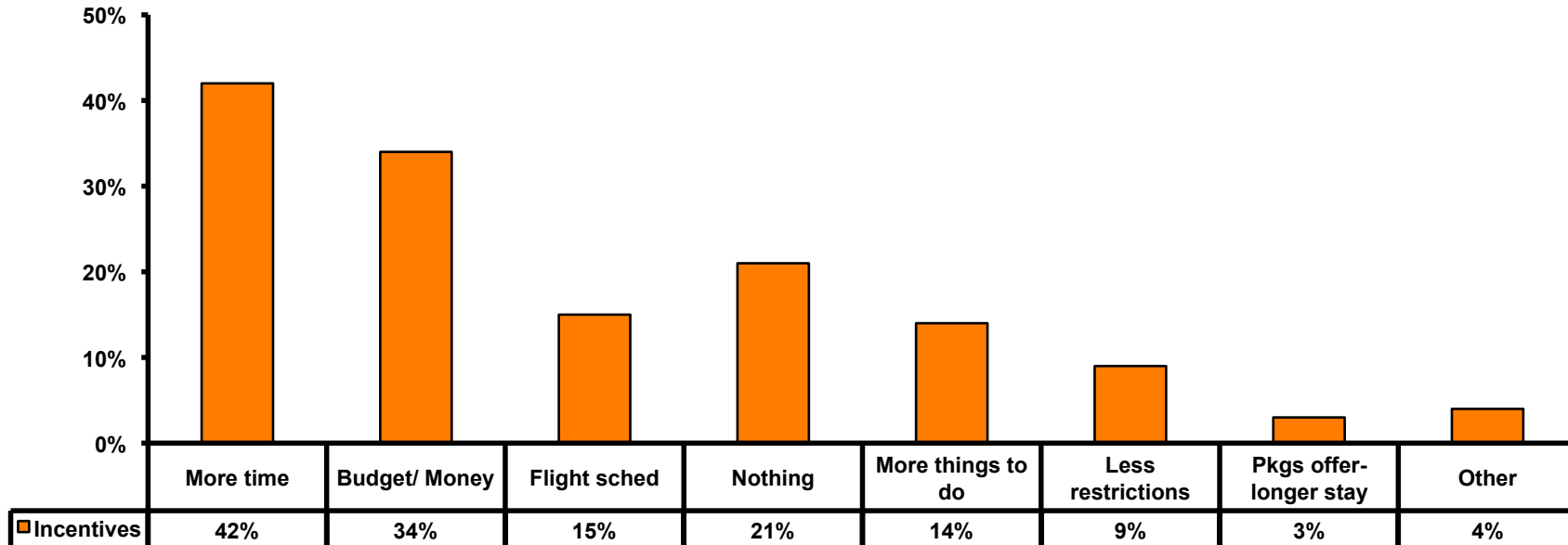
# Satisfaction with Other Activities



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



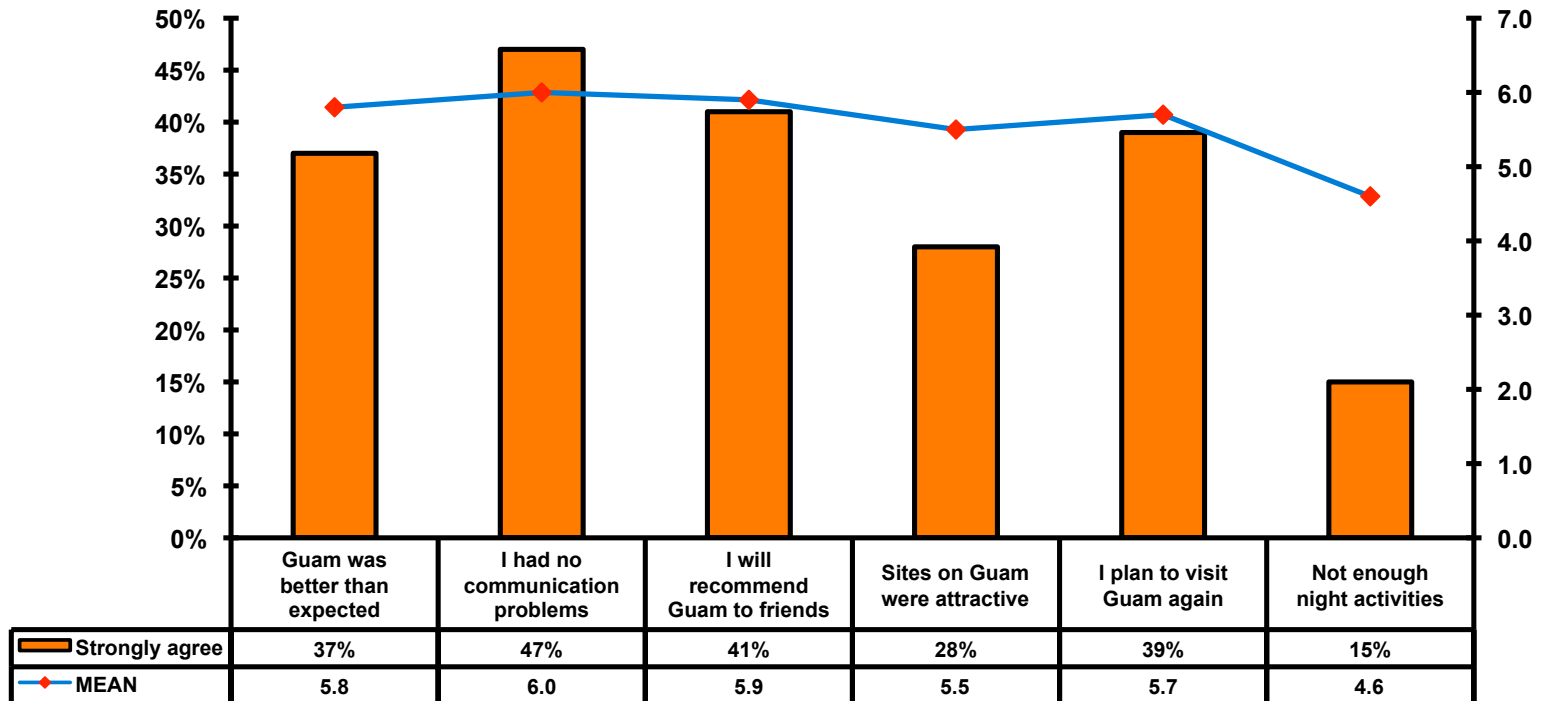
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

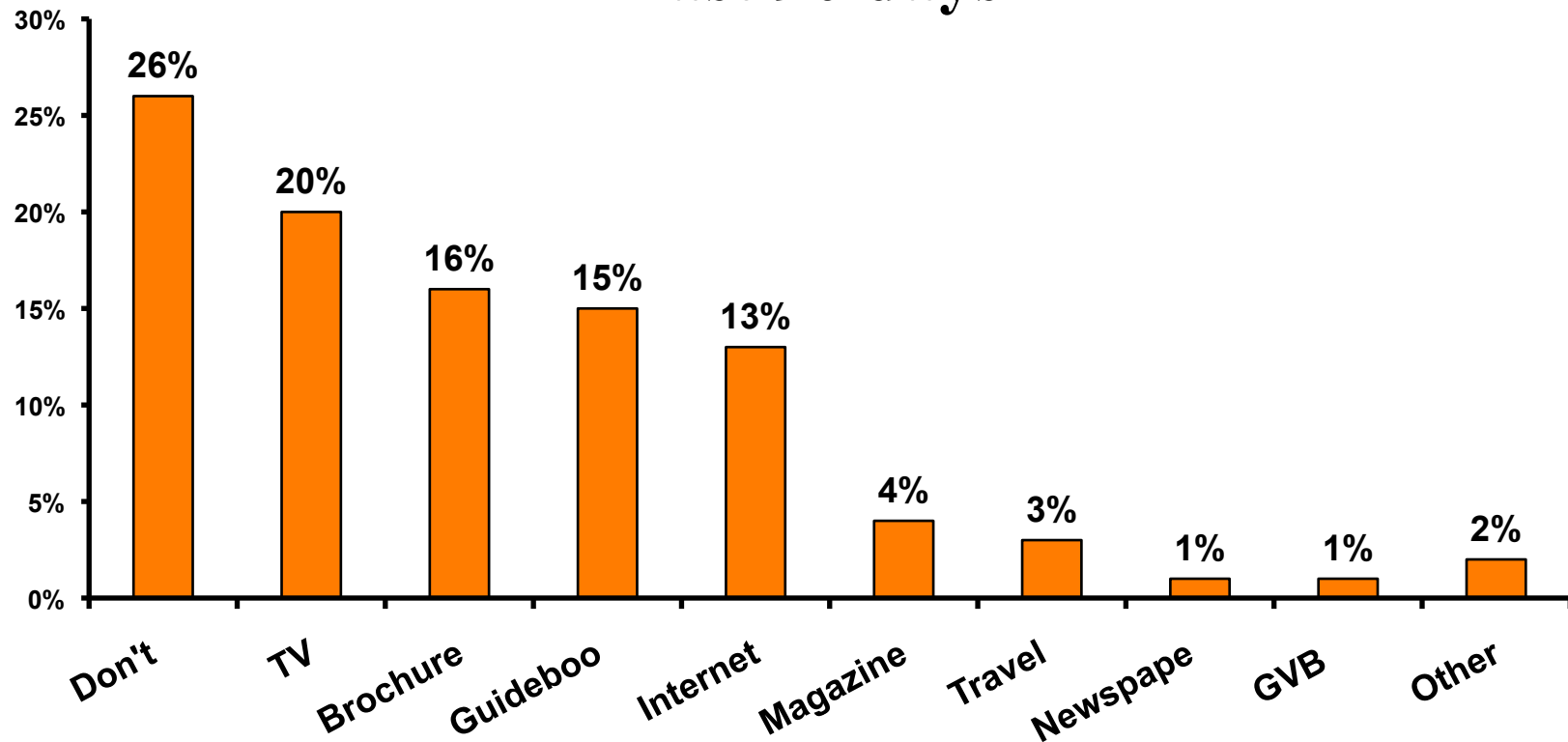




# SECTION 5 **PROMOTIONS**

# Guam Promotion - Media

## Past 90 days



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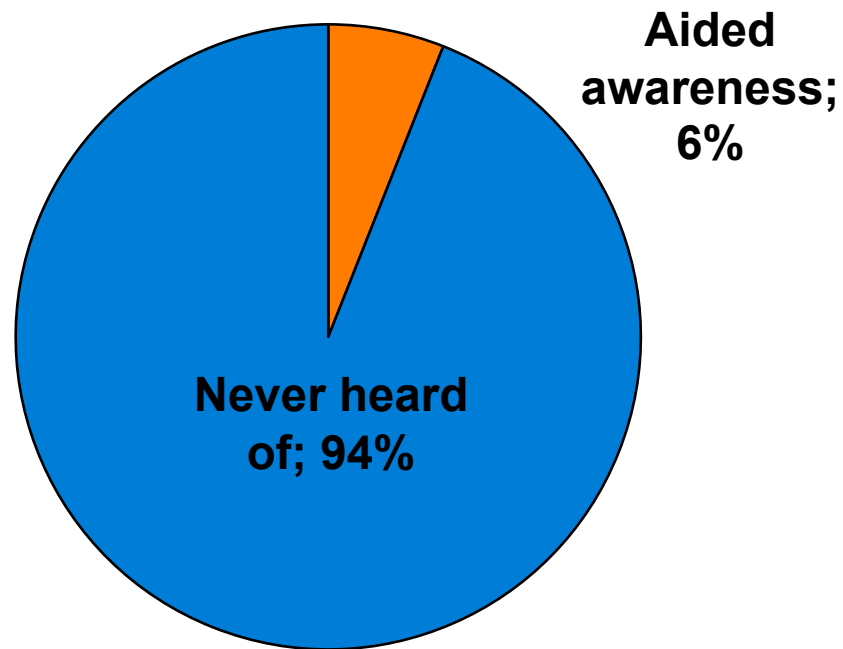
# Message Recall

(Filter: recall ad/promo n=242)

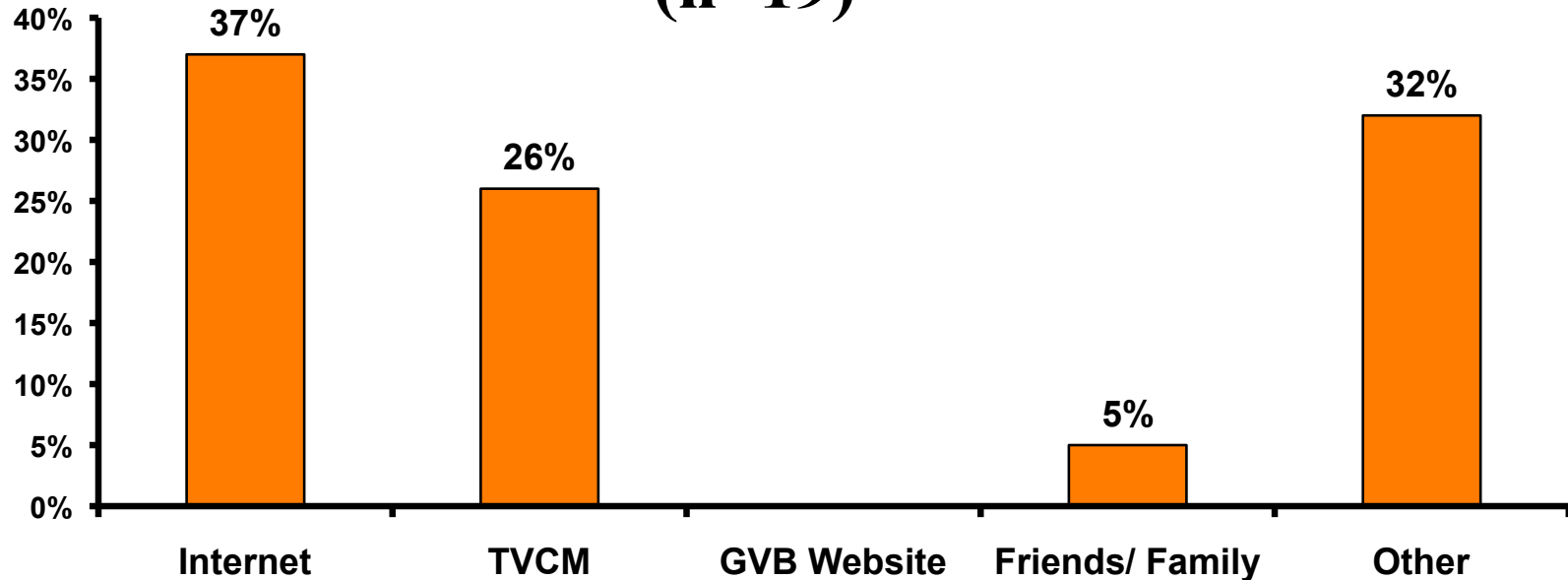
- 70% An image
- 16% Other
- 2% Tag line
- 12% Don't recall

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## Aided Awareness – Hafa Adai Guam 365 Monitor Campaign

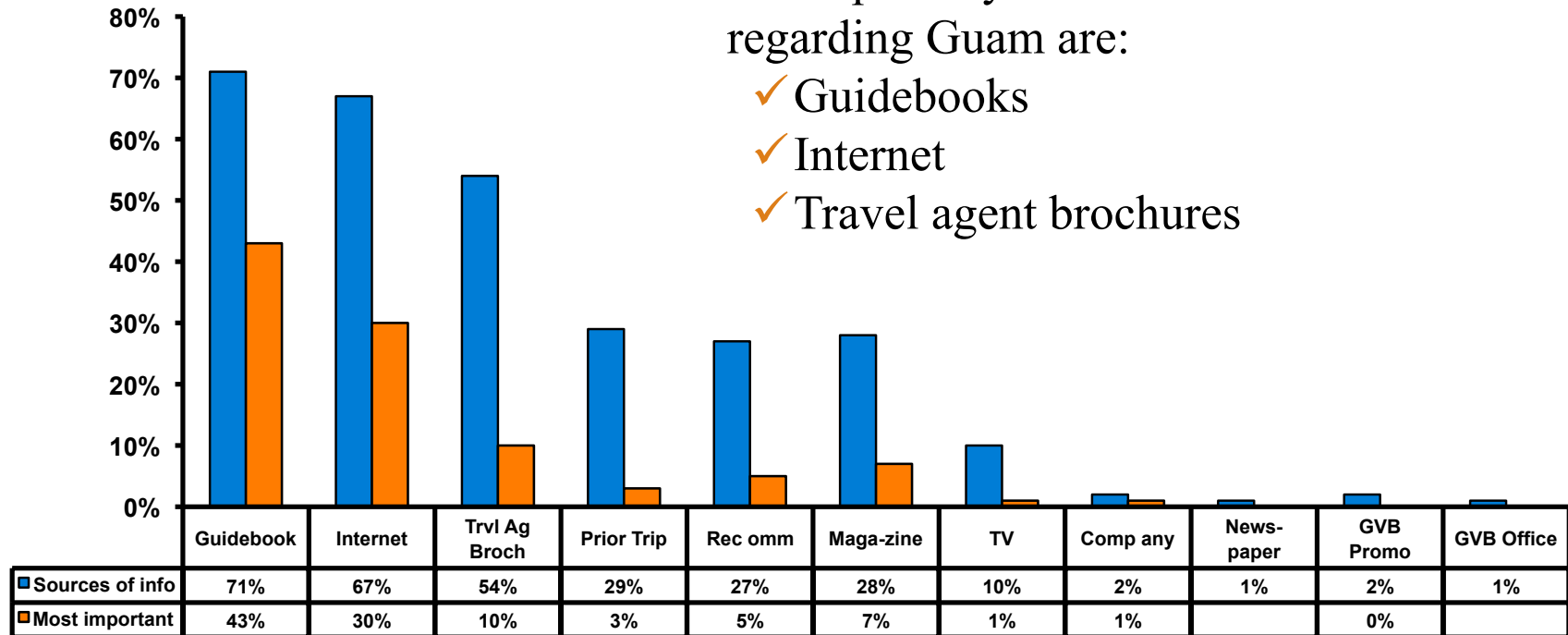


# Media Source – Hafa Adai Guam 365 Monitor Campaign (n=19)

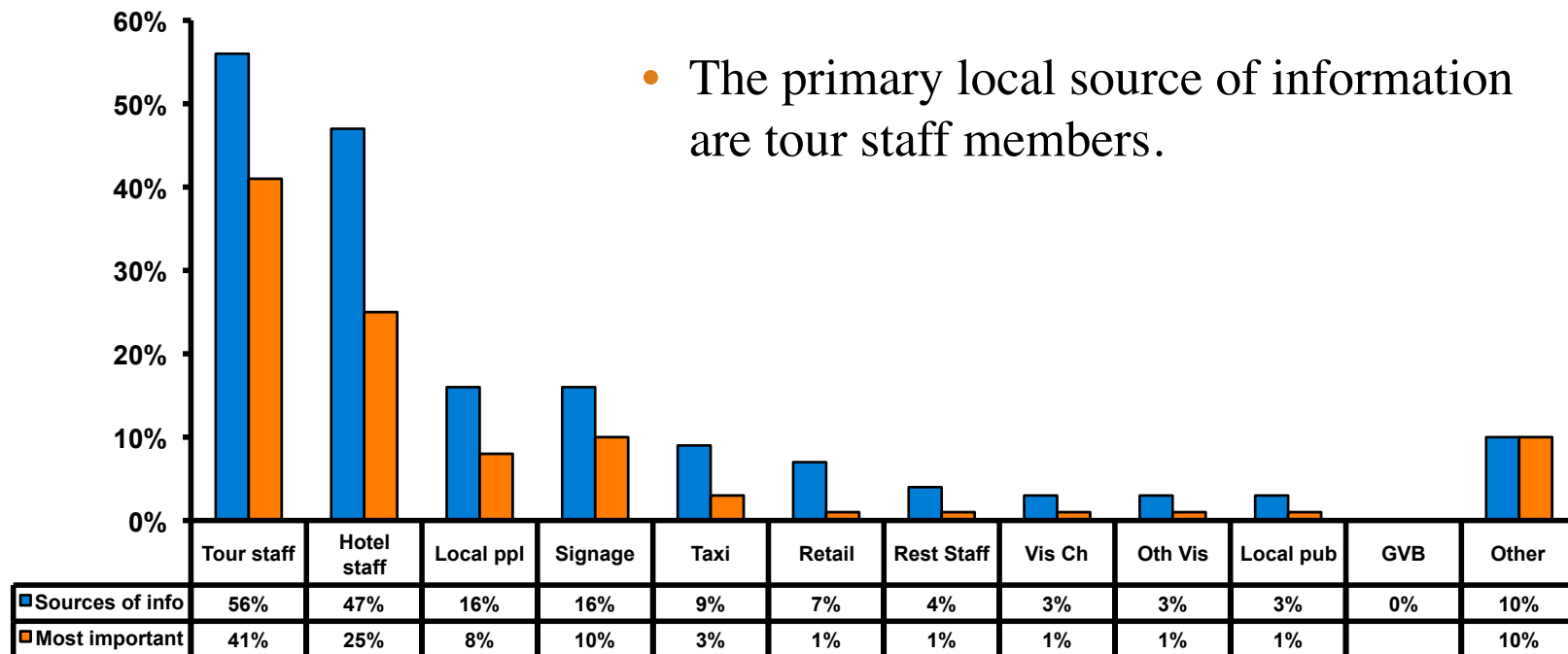


# Sources of Information Pre-arrival

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

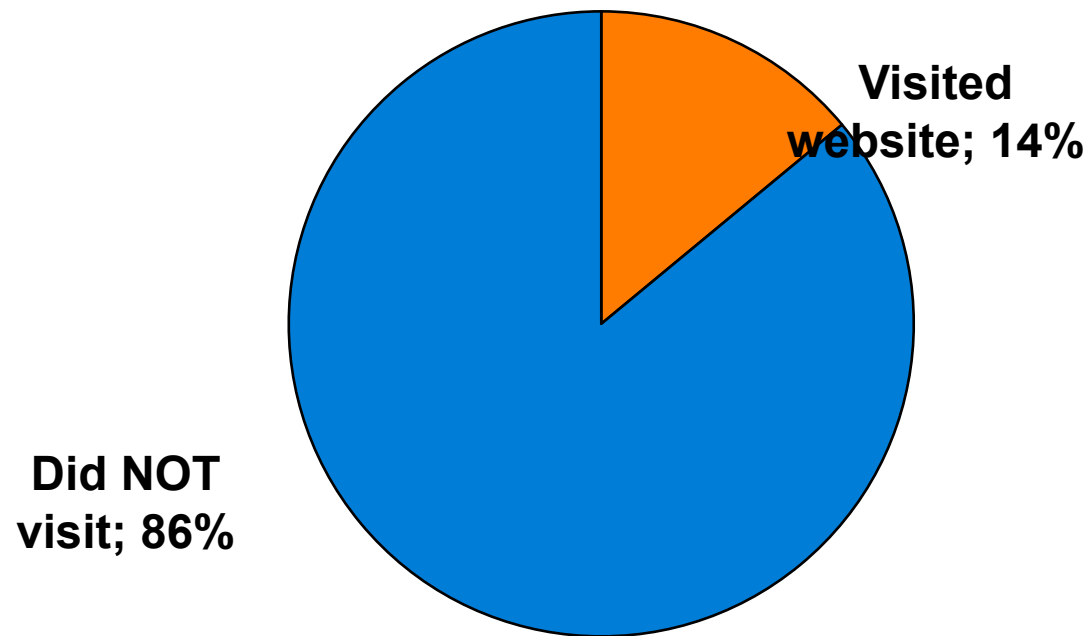


# Sources of Information Post-arrival



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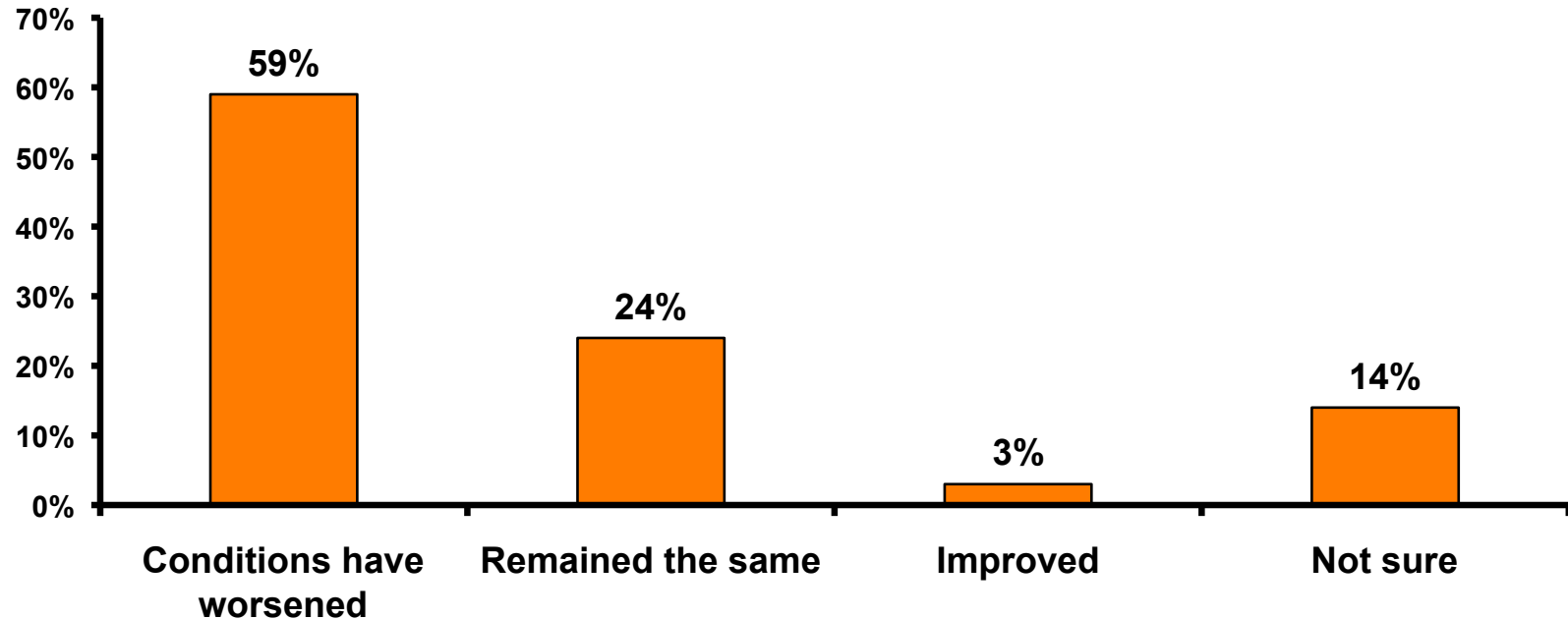
# Visited GVB Website





SECTION 6  
**OTHER ISSUES**

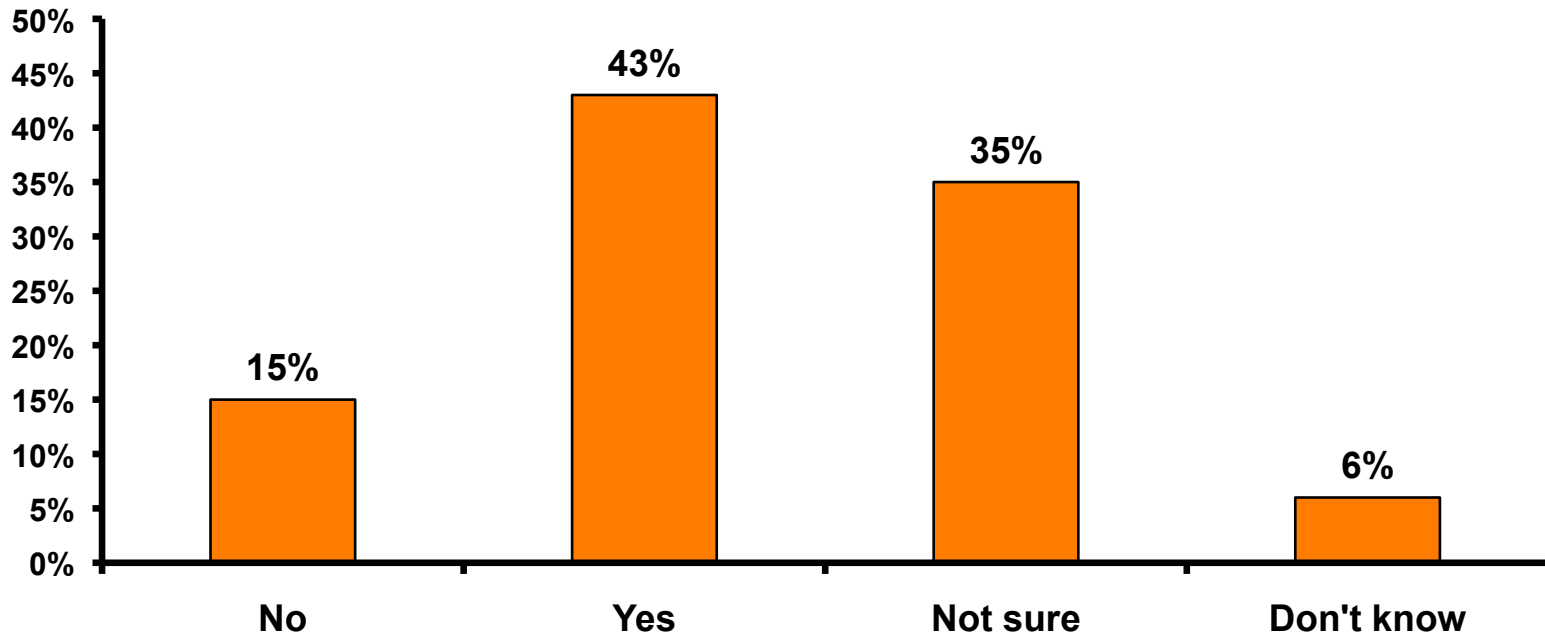
# Rating the Japan economy compared to 12 months ago - Overall



# Rating the Japan economy compared to 12 months ago - By Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.23	Conditions have worsened	55%	57%	70%	62%	46%	56%	60%	51%	69%	58%	60%	52%
	Conditions have remained the same	15%	23%	22%	31%	46%	19%	30%	32%	21%	30%	26%	24%
	Conditions have improved	6%	4%				4%	3%		6%	2%	5%	5%
	Do not know	24%	15%	7%	8%	8%	21%	7%	16%	4%	9%	10%	19%
Total	Count	33	201	54	26	13	48	30	37	48	43	42	21

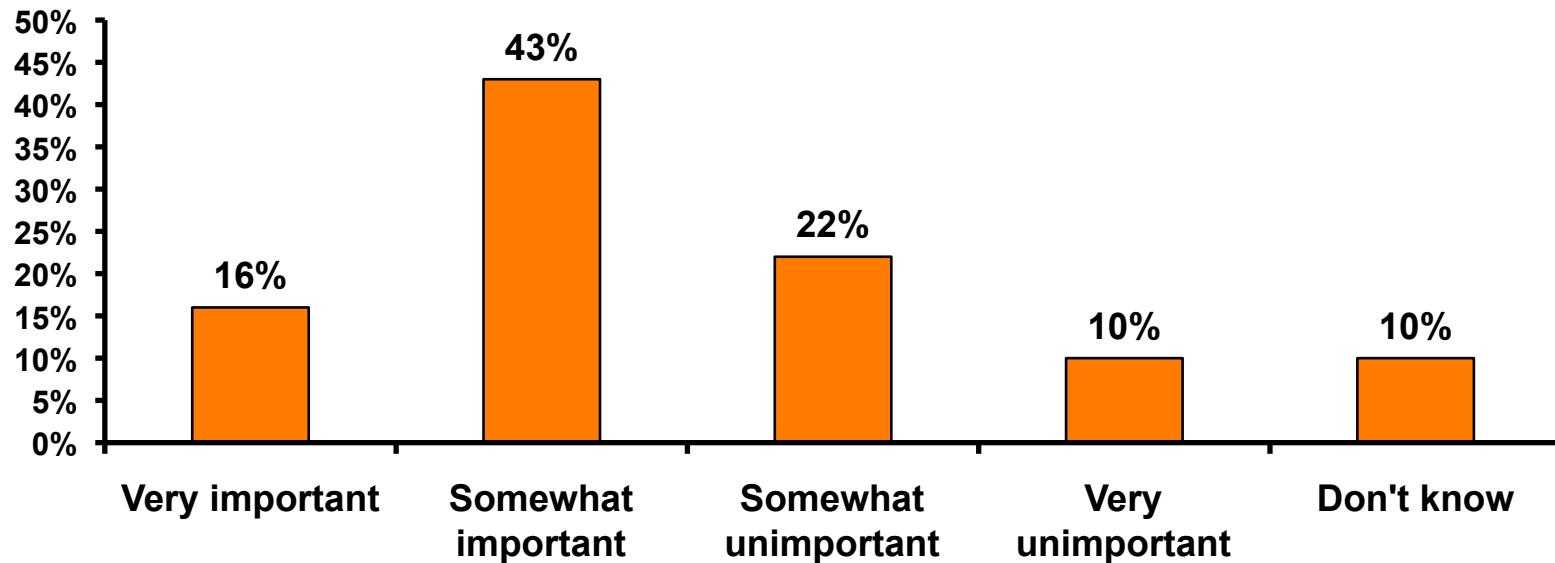
# Good time to spend money on travel outside of Japan - Overall



# 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%	18%	11%	12%	15%	19%	17%	16%	17%	9%	17%	5%
	Yes	36%	43%	48%	42%	46%	44%	43%	49%	44%	56%	44%	43%
	Not sure	45%	34%	33%	38%	38%	35%	40%	30%	38%	30%	29%	38%
	Do not know	9%	6%	7%	8%		2%		5%	2%	5%	10%	4%
Total	Count	33	200	54	26	13	48	30	37	48	43	41	21

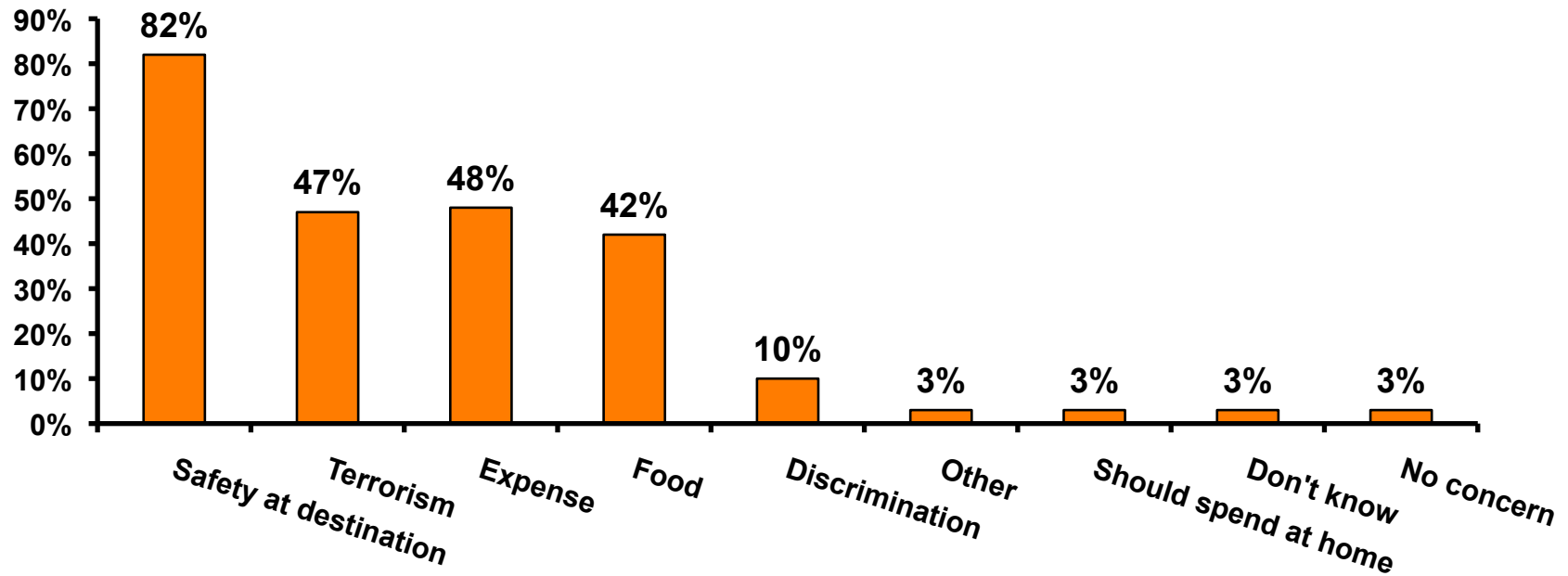
# The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	Nc Inc
Q.25	Very unimportant	6%	8%	11%	19%	15%	10%	13%	8%	8%	16%	10%	14%
	Somewhat unimportant	24%	21%	24%	19%	31%	29%	23%	19%	15%	23%	21%	24%
	Somewhat important	39%	45%	43%	31%	54%	33%	43%	32%	52%	56%	52%	43%
	Very important	18%	13%	15%	27%		17%	17%	24%	19%		14%	10%
	Do not know	12%	12%	7%	4%		10%	3%	16%	6%	5%	2%	10%
Total	Count	33	201	54	26	13	48	30	37	48	43	42	21

# Concerns about travel outside of Japan - Overall

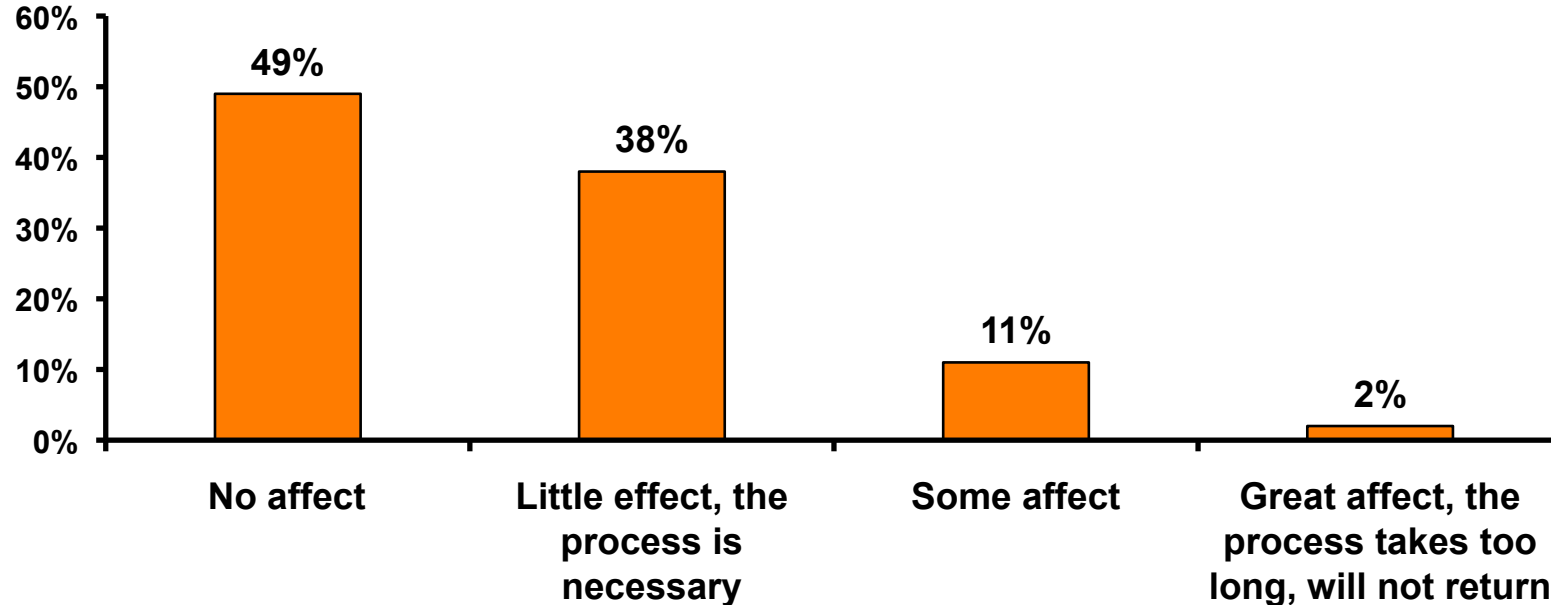




# Concerns about travel outside of Japan - By Age & Income

		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	85%	83%	85%	69%	77%	92%	87%	76%	79%	81%	86%	67%
	Expense	52%	50%	44%	27%	62%	44%	50%	57%	44%	47%	43%	52%
	Terrorism	61%	44%	54%	46%	38%	38%	53%	54%	56%	44%	40%	33%
	Food	52%	42%	44%	23%	46%	46%	47%	43%	48%	35%	26%	38%
	Other		5%			8%	6%	7%	3%		2%	5%	5%
	No concerns	3%	2%	4%	4%	15%	2%		3%	4%		7%	14%
	Spending money abroad when it should be spent at home		4%		4%	8%	4%	7%	5%		2%	2%	
	Do not know		5%		8%		2%		2%	5%			10%
Total	Cases	33	200	54	26	13	48	30	37	48	43	42	21

# Security Screening/ Immigration Process at Guam International Airport

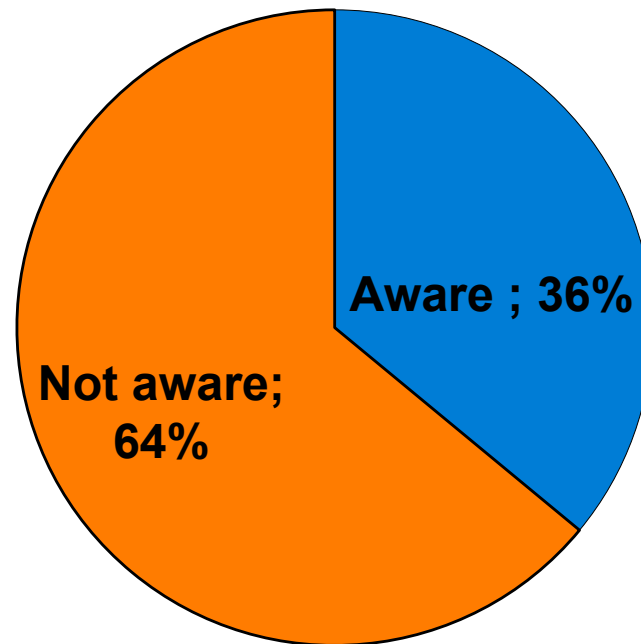


## **Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum**

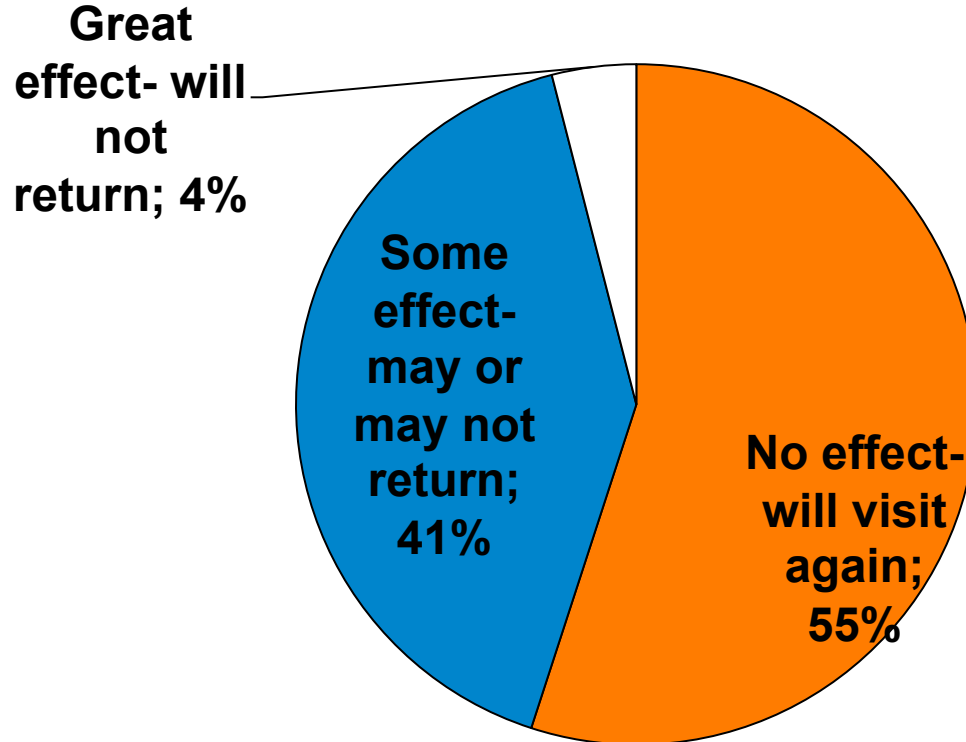
- Mean Rating – **3.3** out of possible 7.0
- Agree (Score 6-7) – **8%**
- Neutral (Score 4-5) – **48%**
- Disagree (Score 1-3) – **44%**

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



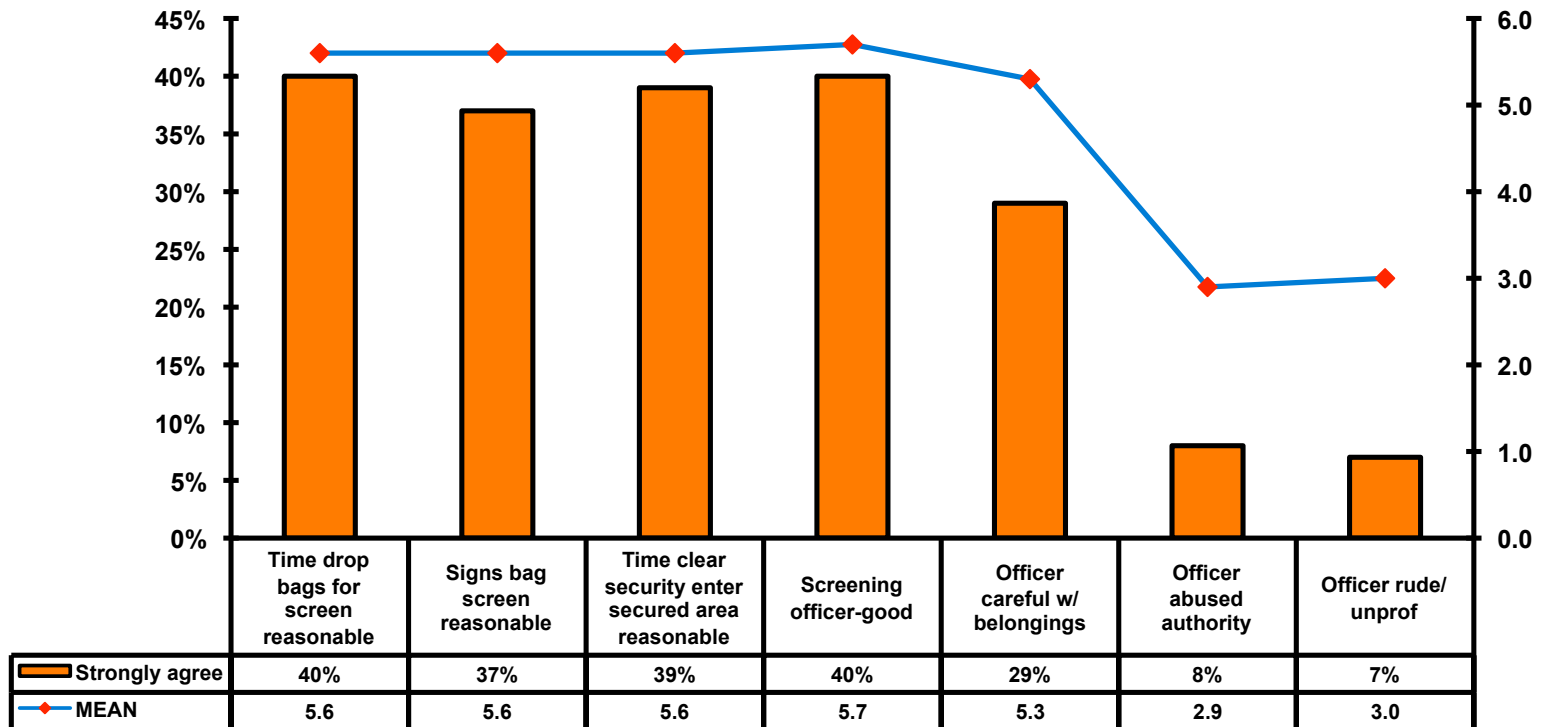
# Effects of US military troop movement on future trips to Guam



# Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

