



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

SEPTEMBER 2012



Prepared by: QMark Research

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Background & Methodology

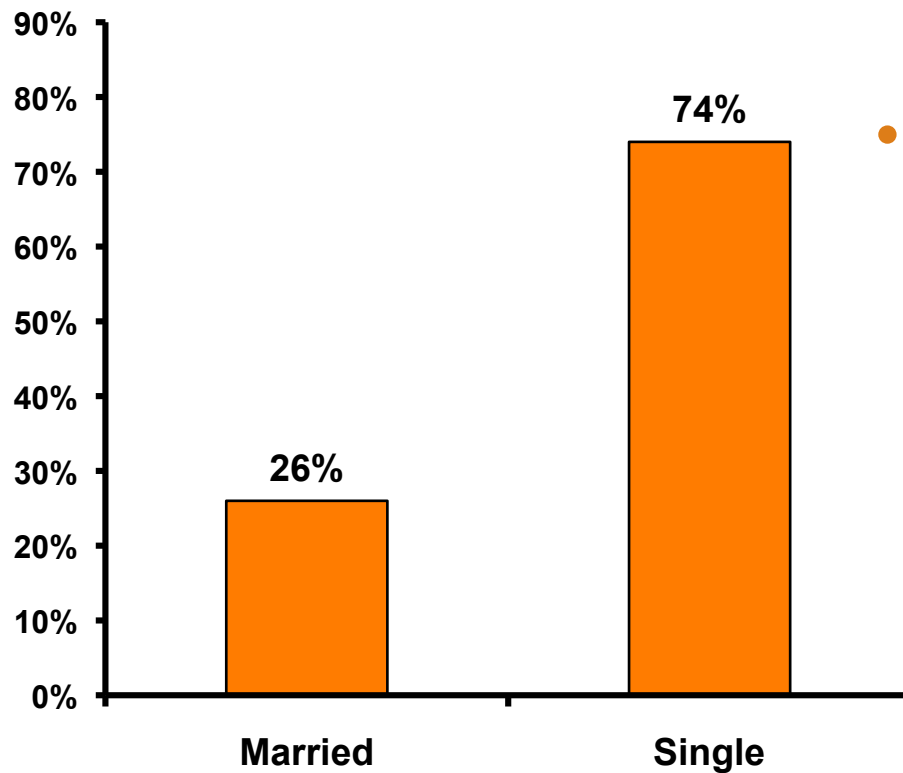
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **329** departing 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 **329** 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.

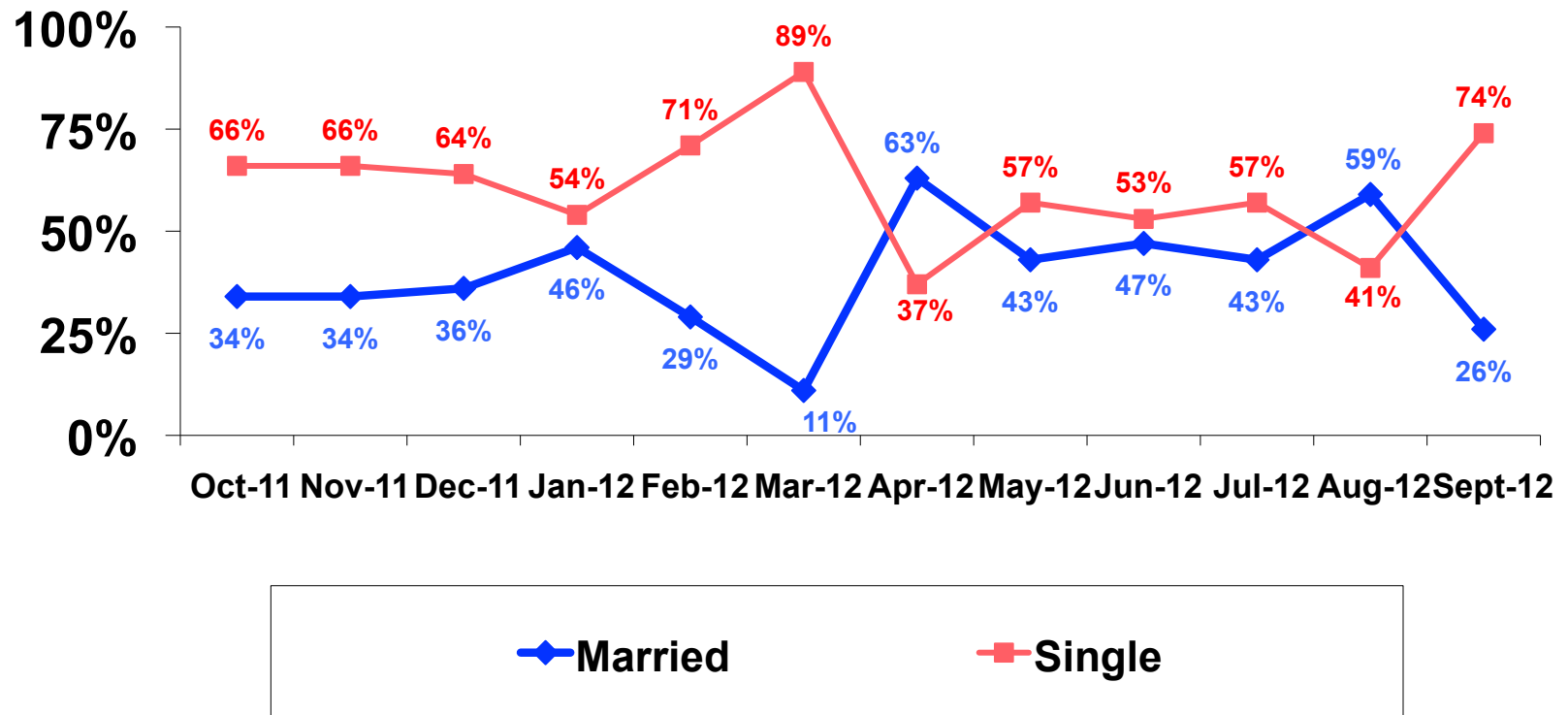
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

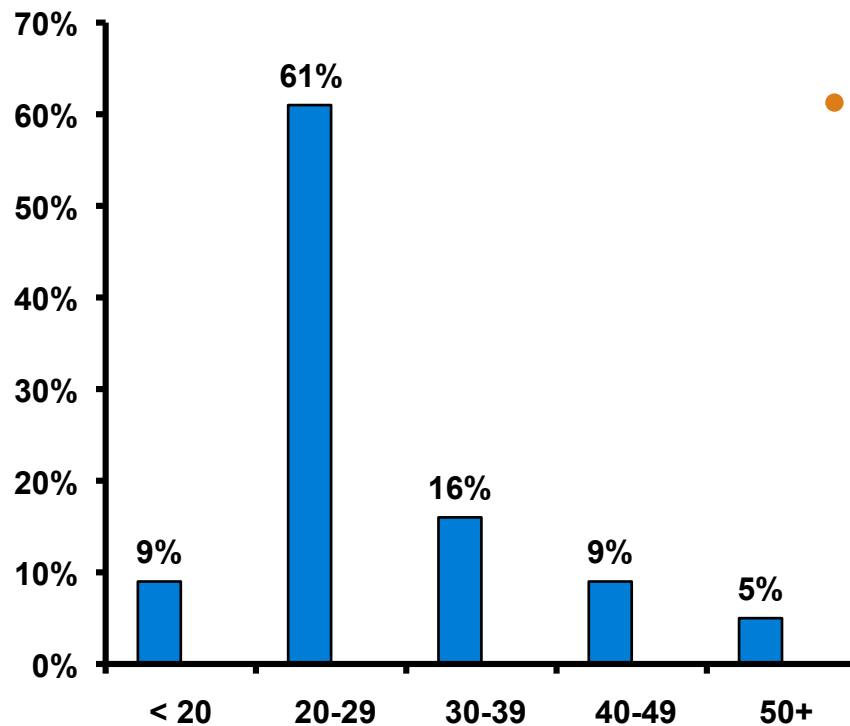


- 90% of female visitors are single.

Marital Status

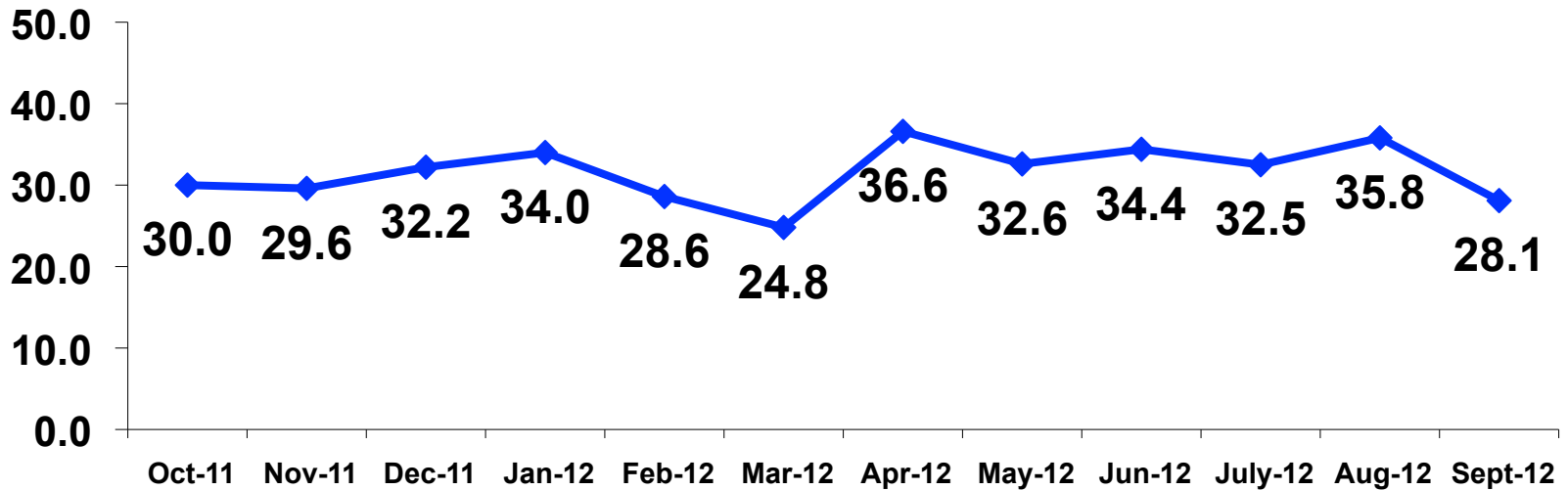


Age - Overall

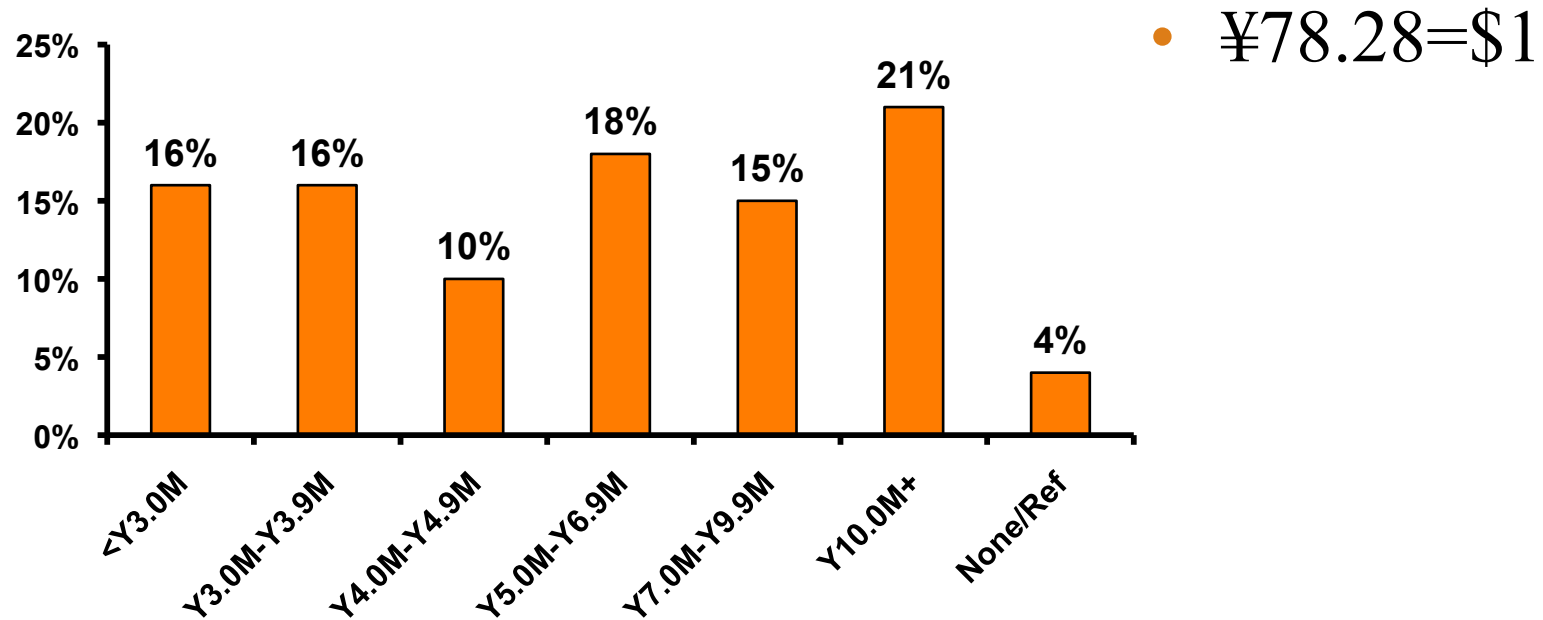


- The average age of the respondents is 28.1 years of age.

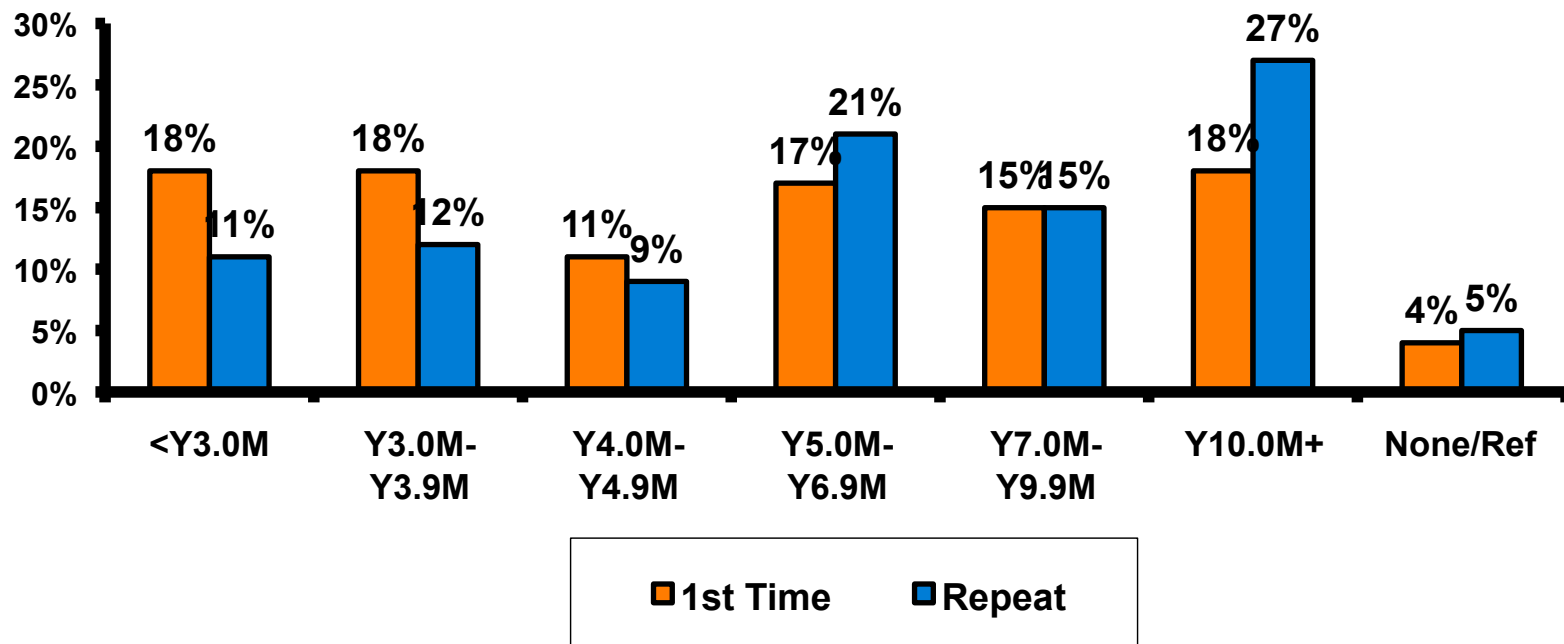
Average Age



Personal Income



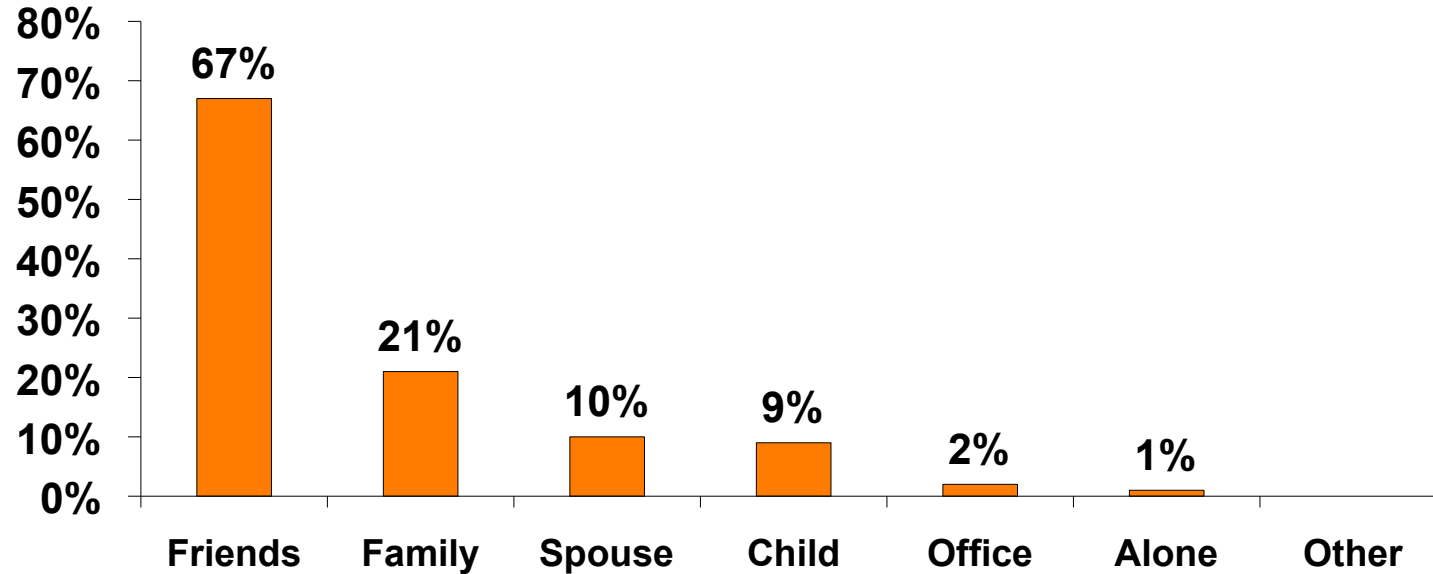
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
				Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME	<Y3.0M	Count	44	15	29	6	36	1	1	
			16%	10%	23%	35%	22%	2%	3%	
	Y3.0M-Y3.9M	Count	43	22	21	2	30	8	1	2
			16%	15%	16%	12%	19%	16%	3%	14%
	Y4.0M-Y4.9M	Count	28	18	10	1	19	5	3	
			10%	13%	8%	6%	12%	10%	10%	
	Y5.0M-Y6.9M	Count	48	25	23	2	21	15	8	2
			18%	17%	18%	12%	13%	31%	28%	14%
	Y7.0M-Y9.9M	Count	41	28	13	2	13	10	12	4
			15%	20%	10%	12%	8%	20%	41%	29%
Y10.0M+	Count	56	33	23	3	34	10	4	5	
		21%	23%	18%	18%	21%	20%	14%	36%	
No Inc	Count	11	2	9	1	9			1	
		4%	1%	7%	6%	6%			7%	
Total	Count	271	143	128	17	162	49	29	14	

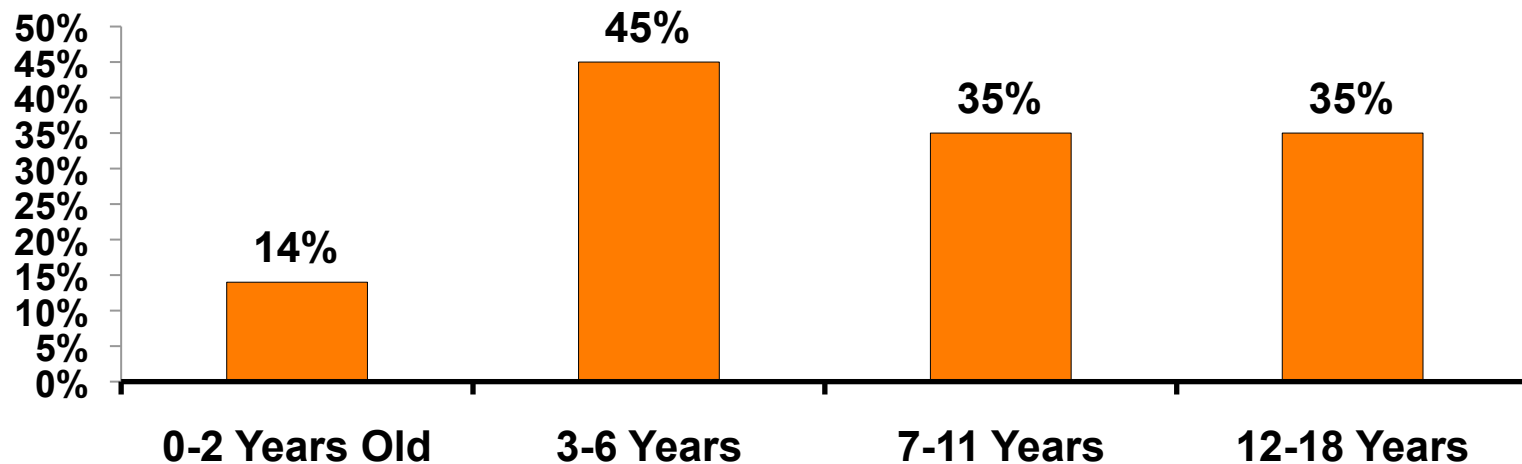
Travel Companions



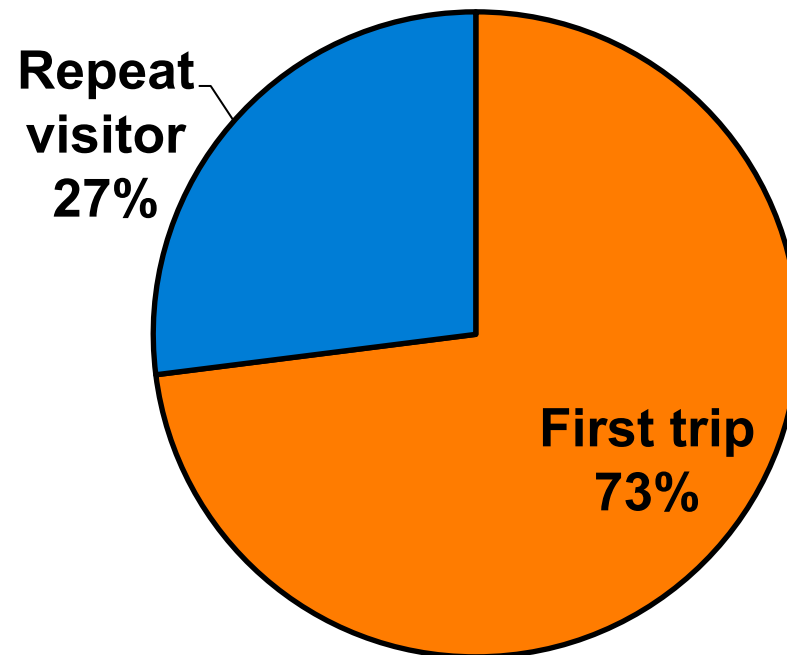
Number of Children Travel Party

N=29 total respondents traveling with children.

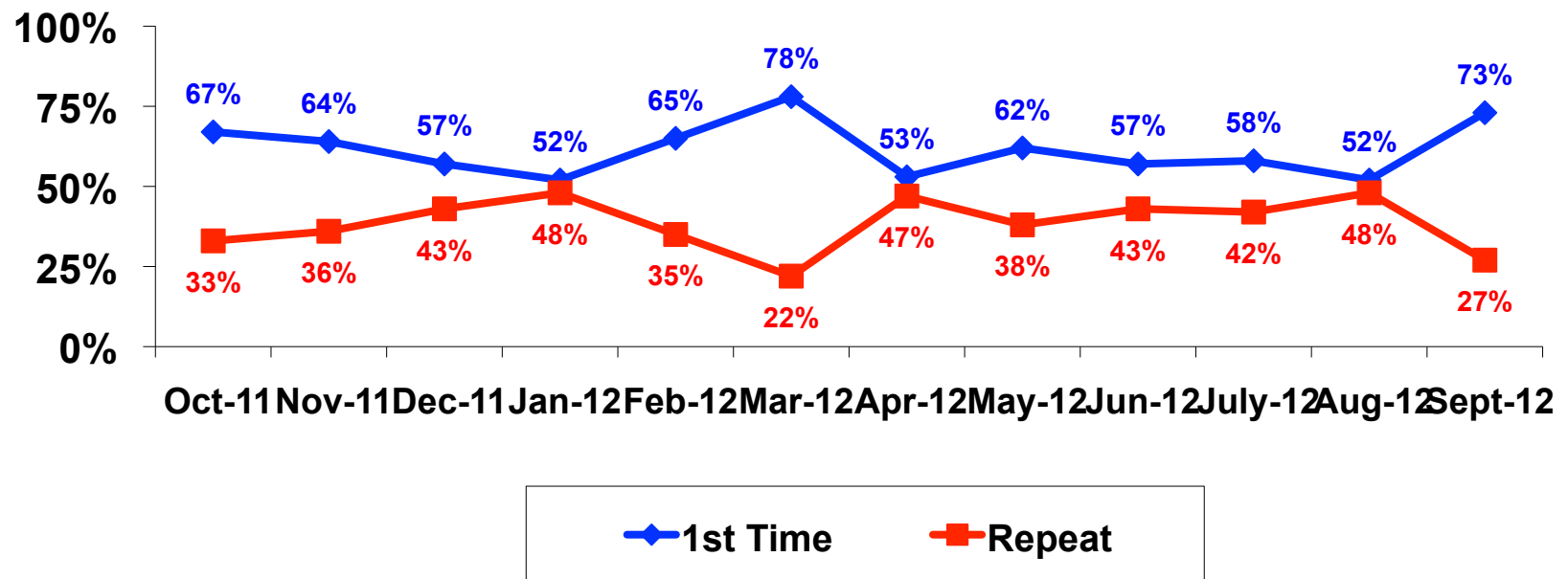
(Of those N=29 respondents, there is a total of 43 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



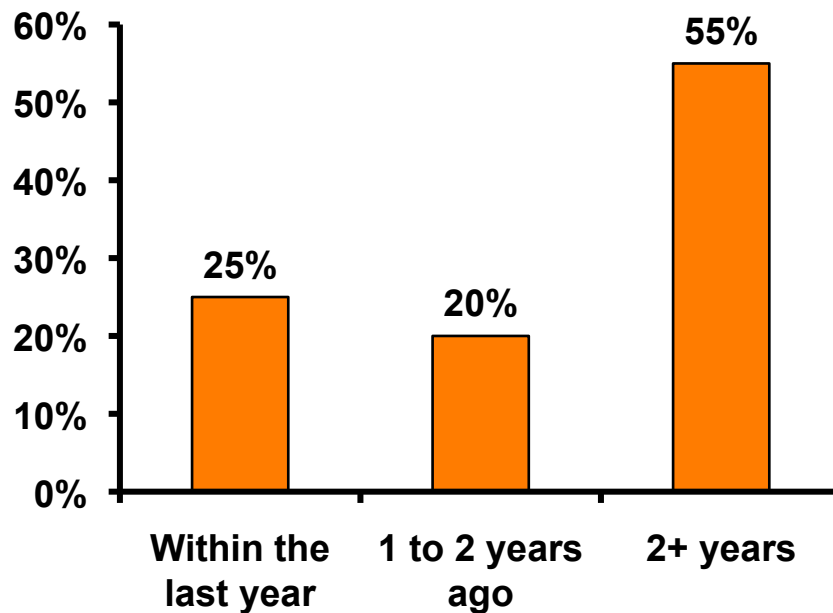
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	163	116	47
			50%	48%	53%
	Female	Count	166	124	42
			50%	52%	47%
Total		Count	329	240	89
AGE	<20	Count	28	26	2
			9%	11%	2%
	20-29	Count	200	154	46
			61%	64%	52%
	30-39	Count	54	36	18
			16%	15%	20%
	40-49	Count	30	15	15
		9%	6%	17%	
	50+	Count	17	9	8
			5%	4%	9%
Total		Count	329	240	89

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

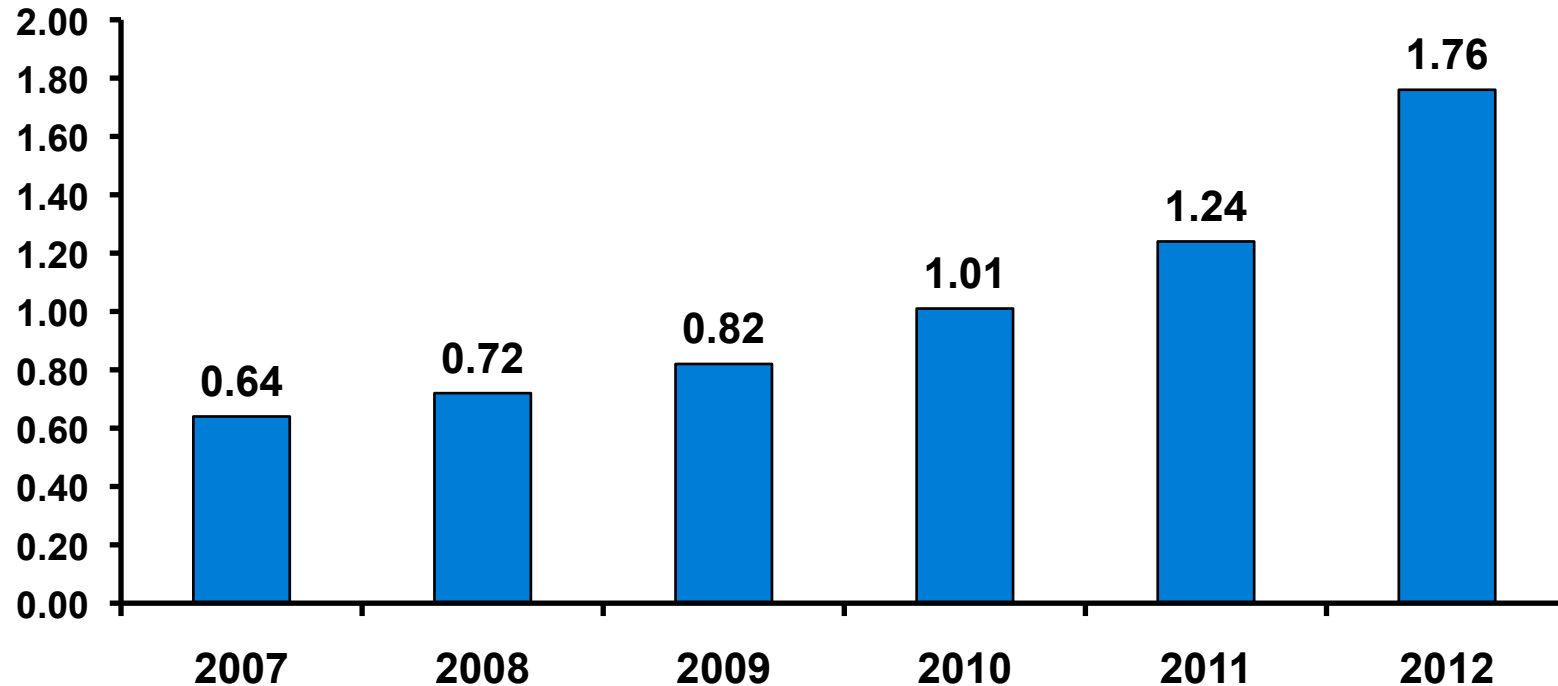
Repeat Visitors Last Trip

n = 88



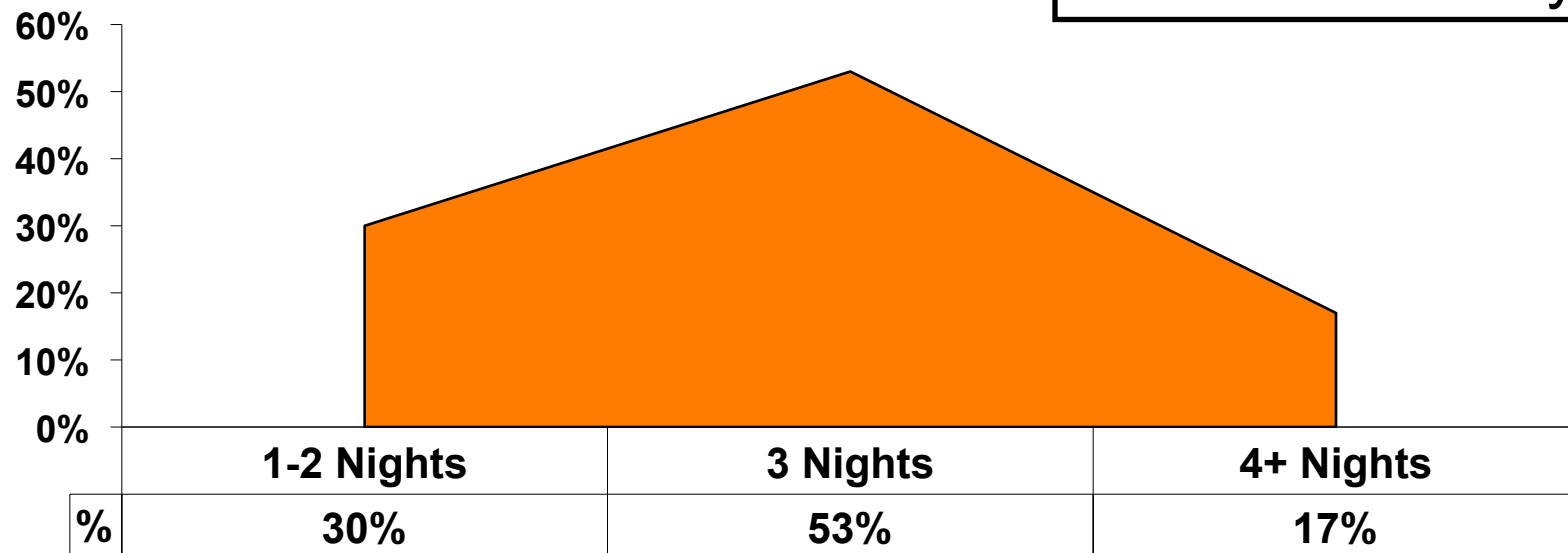
- The average repeat visitor has been to Guam 2.0 times.
- A little less than half the repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2006-2012) (2 nights or more)

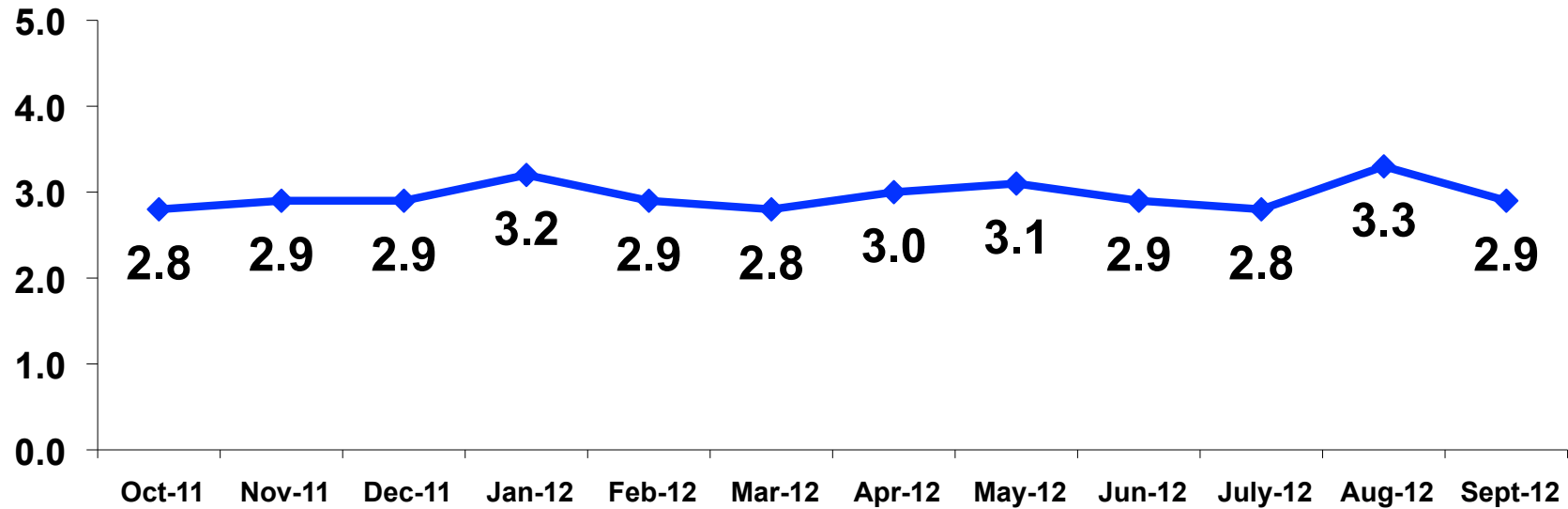


Length of Stay

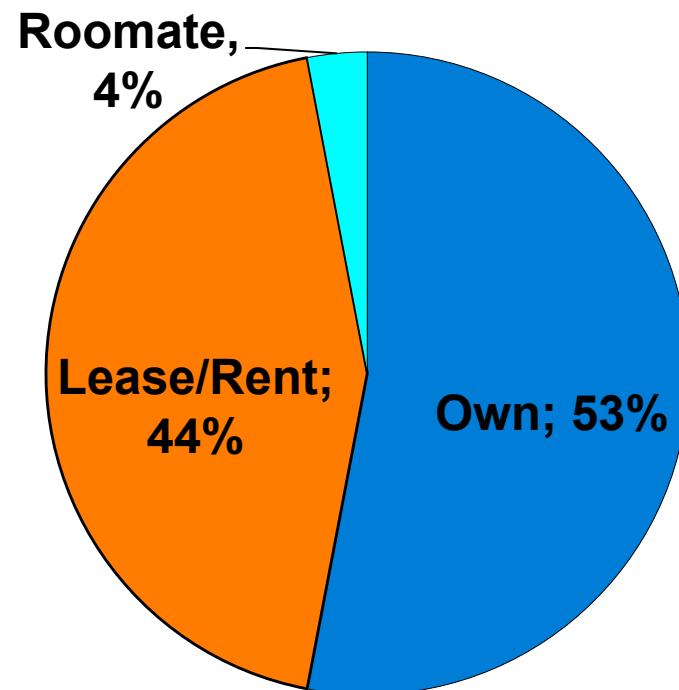
Mean = 2.90 Days
Median = 3.0 Days



Average Length of Stay



Living Accommodations

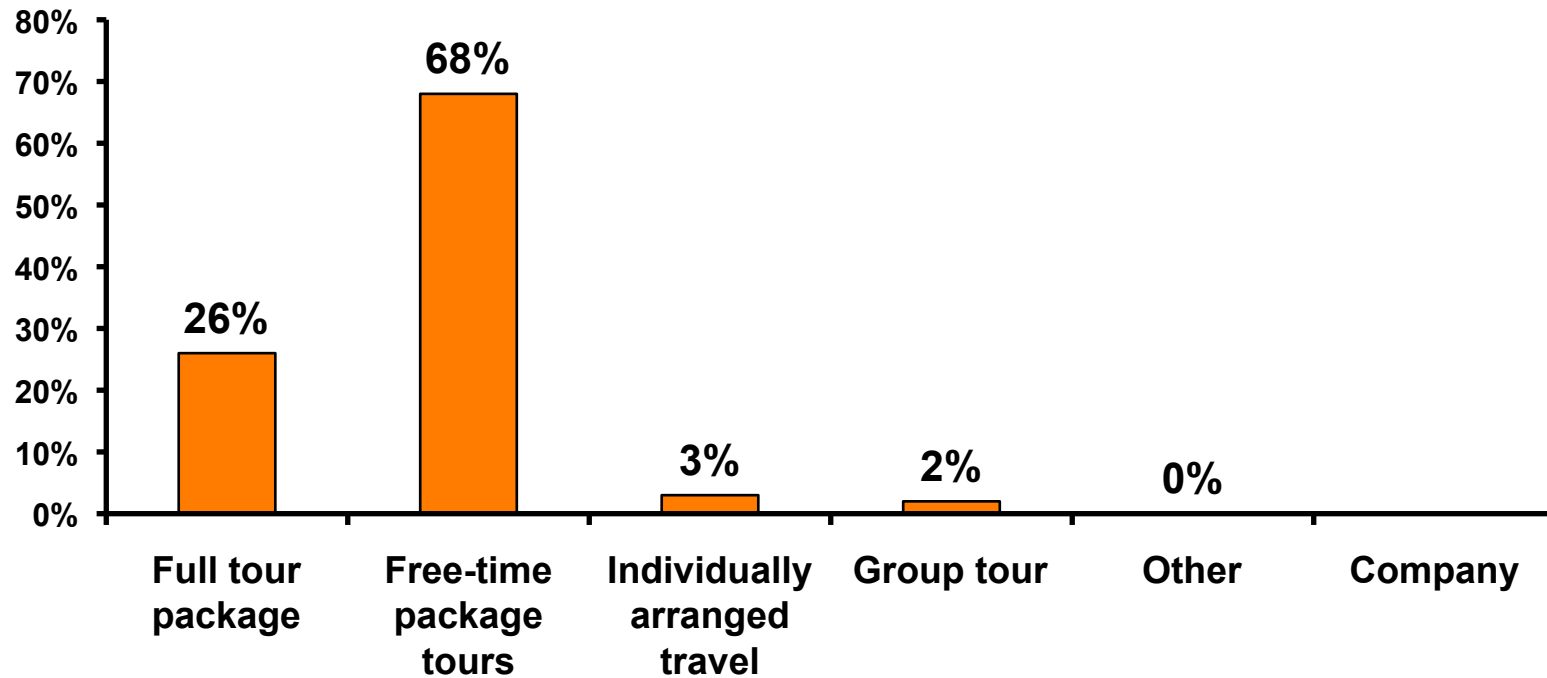


Occupation by Income

		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	40%	45%	7%	36%	21%	29%	45%	91%
	Co. Employee: Engineer	11%	9%	29%	21%	15%	7%	5%	
	Co. Employee: Office Worker Non-Managerial	11%	14%	17%	14%	17%	7%	5%	
	Co. Employee: Salesperson	7%	5%	7%		13%	17%	9%	
	Professional or Specialist	4%	9%	17%	4%	2%		2%	
	Self Employed	4%		2%	7%	6%	5%	5%	
	Government Employee: Office Worker Non-Managerial	4%	7%	7%	4%		2%	5%	
	Co. Employee: Manager	3%				4%	10%	7%	
	Skilled Worker	3%	2%	5%	7%	2%	2%	2%	
	Homemaker	3%			4%	6%	2%	2%	9%
	Other	3%	2%			6%	5%	2%	
	Freeter	2%	5%	2%		2%	2%	2%	
	Government Employee: Manager	2%				4%	5%	4%	
	Teacher	2%		2%		2%	5%	2%	
	Co. Employee: Executive	1%	2%					2%	
	Free-lancer	0%			4%				
	Retired	0%		2%					
Total	Count	322	44	41	28	48	41	55	11

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

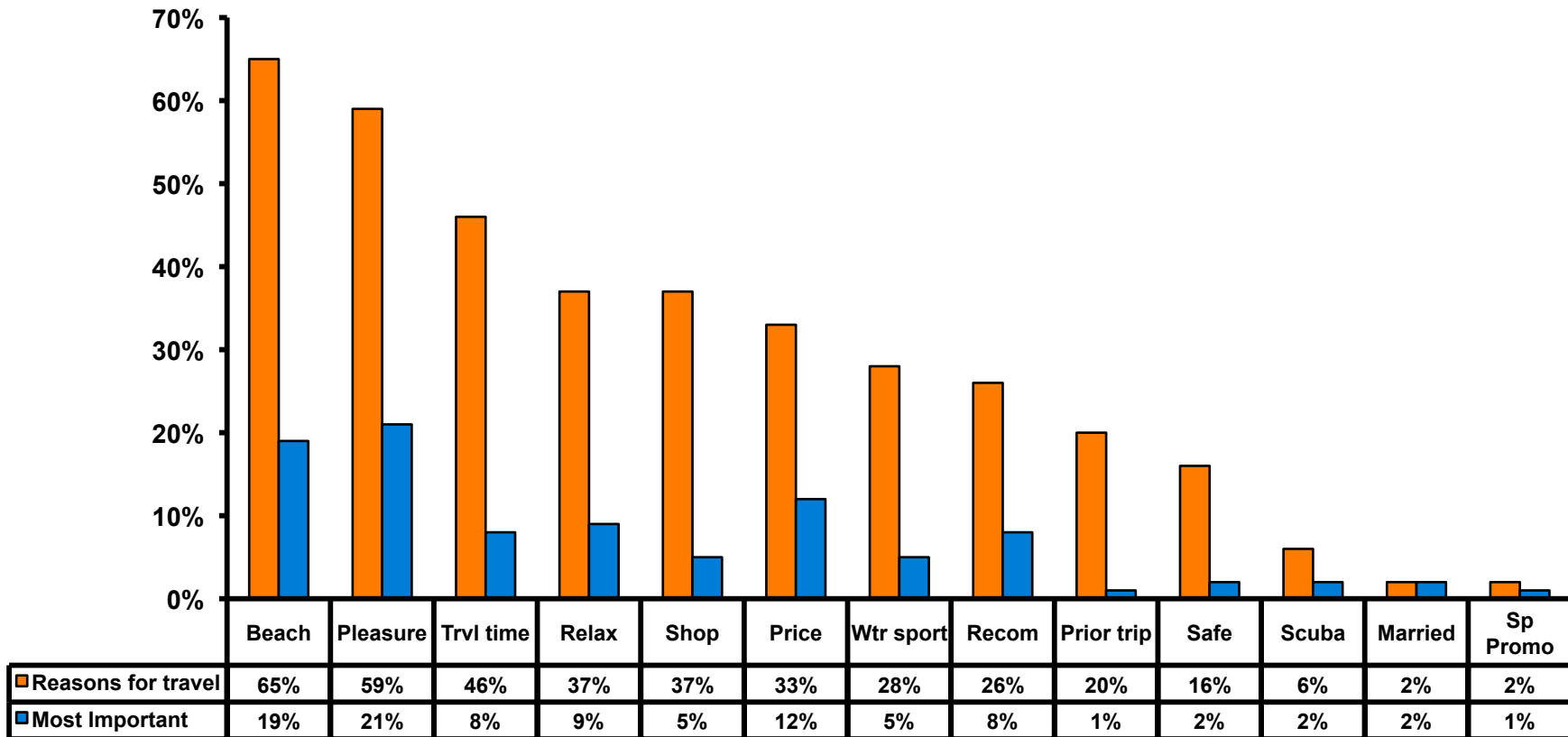


Accommodation by Income

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	15%	16%	19%	14%	6%	15%	20%	13%
	Guam Reef Hotel	12%	20%	19%	18%	10%	10%	5%	
	Outrigger Guam Resort	10%	2%	28%	14%	8%	10%	11%	
	Bayview Hotel	9%	7%	5%	7%	10%	5%	9%	13%
	Grand Plaza Hotel	7%	11%	7%	4%	4%	7%	11%	
	Pacific Islands Club PIC	7%	7%	5%		19%	10%	4%	
	Hotel Nikko Guam	5%	5%		7%	4%	10%	9%	13%
	Oceanview Hotel	5%	11%	5%	7%	4%	2%		
	Sheraton Laguna Resort	4%	5%	5%	7%	2%		7%	
	Hilton Guam Resort & Spa	4%	2%		4%	8%	7%	4%	
	Leo Palace Resort	4%	2%	2%		6%	5%	4%	
	Royal Orchid Guam	4%	5%		4%		2%	4%	13%
	Onward Beach Resort	2%		2%		8%	2%	2%	
	Pacific Bay Hotel	2%			4%	2%	2%	2%	
	Fiesta Resort Guam	2%		5%	4%	4%			
	Hyatt Regency Guam	2%					2%	5%	9%
	Holiday Resort Guam	2%	2%				5%		
	Ramada Suites Guam	1%	2%		4%	2%		2%	
	Hotel Sane Fe	1%	2%		4%		2%	2%	
	Tumon Bay Capital Hotel	1%					2%		13%
	The Westin Resort Guam	1%						2%	
	Guam Marriott Resort Hotel	0%							
Total	Count	329	44	43	28	48	41	56	11

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	65%	71%	67%	70%	53%	35%	64%	65%
Pleasure	59%	50%	63%	63%	43%	41%	55%	63%
Short travel time	46%	32%	40%	65%	63%	47%	50%	41%
Just to relax	37%	18%	34%	61%	40%	35%	43%	32%
Shopping	37%	50%	40%	30%	30%	29%	28%	47%
Price of the tour package	33%	36%	32%	39%	33%	29%	28%	39%
Water sports	28%	43%	33%	15%	10%	18%	27%	29%
Recommendation of friend, relative, travel agency	26%	36%	30%	7%	30%	12%	21%	30%
A previous visit	20%	4%	18%	26%	37%	35%	24%	17%
It is a safe place to spend a vacation	16%	14%	14%	22%	20%	18%	18%	14%
SCUBA diving	6%	4%	7%	2%	10%		4%	7%
Other	4%		5%	4%			4%	3%
To get married or Attend wedding	2%		1%	4%	3%	18%	3%	1%
Special promotion	2%		2%	2%		6%	1%	2%
Organized Sporting Activity	1%	4%	1%		7%		1%	1%
To visit friends or relatives	1%		2%				1%	1%
My company sponsored me	1%		1%	2%		6%	2%	
Promotional materials from GVB	1%		1%	2%		6%	2%	
Career certification or testing	1%	4%	1%				1%	1%
Honeymoon	1%		1%	2%			1%	
To golf	0%					6%	1%	
Total Cases	329	28	200	54	30	17	163	166

Motivation by Income

	TOTAL	PERSONAL INCOME						
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.5 Beautiful seas, beaches, tropical climate	65%	75%	63%	61%	67%	61%	64%	73%
Pleasure	59%	45%	63%	68%	60%	56%	68%	55%
Short travel time	46%	36%	51%	46%	54%	51%	46%	55%
Just to relax	37%	30%	30%	39%	42%	41%	45%	55%
Shopping	37%	52%	44%	21%	27%	32%	39%	45%
Price of the tour package	33%	36%	37%	39%	38%	34%	29%	35%
Water sports	28%	43%	33%	18%	23%	27%	27%	35%
Recommendation of friend, relative, travel agency	26%	25%	19%	29%	21%	24%	23%	27%
A previous visit	20%	9%	16%	18%	27%	17%	36%	9%
It is a safe place to spend a vacation	16%	14%	19%	21%	21%	27%	11%	9%
SCUBA diving	6%	2%	16%	11%	8%	2%	4%	
Other	4%	5%	2%		2%	7%		
To get married or Attend wedding	2%		2%		2%	2%	2%	9%
Special promotion	2%	2%	5%	4%		2%		
Organized Sporting Activity	1%		2%		4%	2%		
To visit friends or relatives	1%		2%	7%				
My company sponsored me	1%				4%	2%		
Promotional materials from GVB	1%	5%	2%					
Honeymoon	1%		2%		2%			
Career certification or testing	1%		2%					
To golf	0%						2%	
Total Cases	329	44	43	28	48	41	56	11

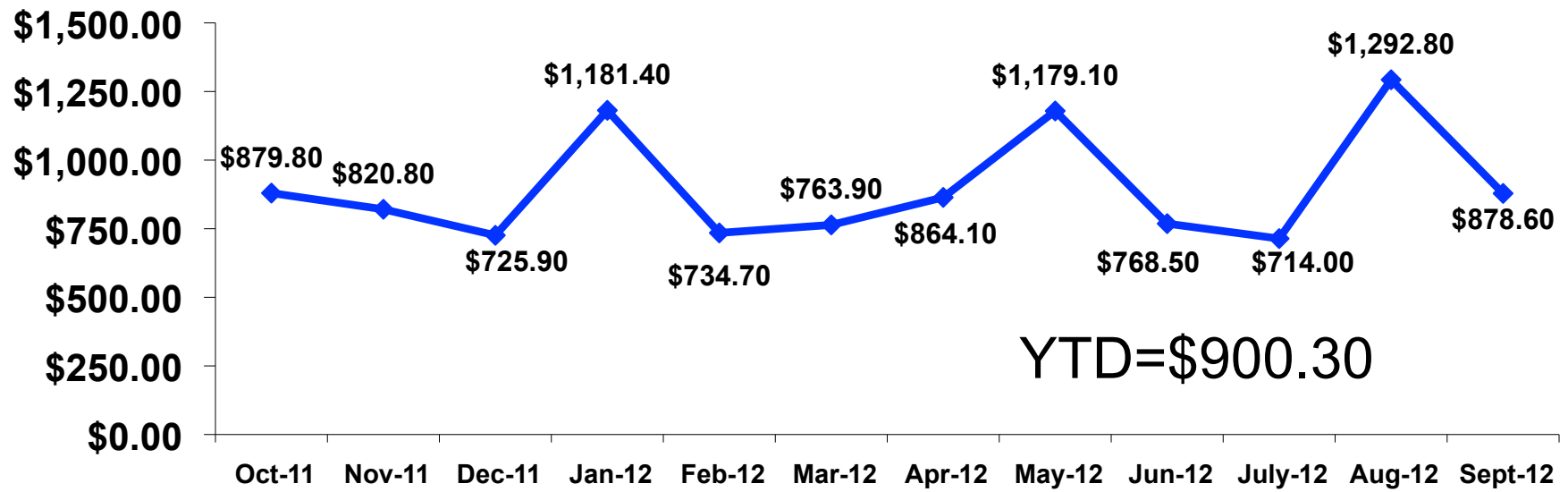
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥78.28/US\$1

- \$1,626.60 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$20,439 = maximum (highest amount recorded for the entire sample)
- \$878.60 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

¥78.28=\$1

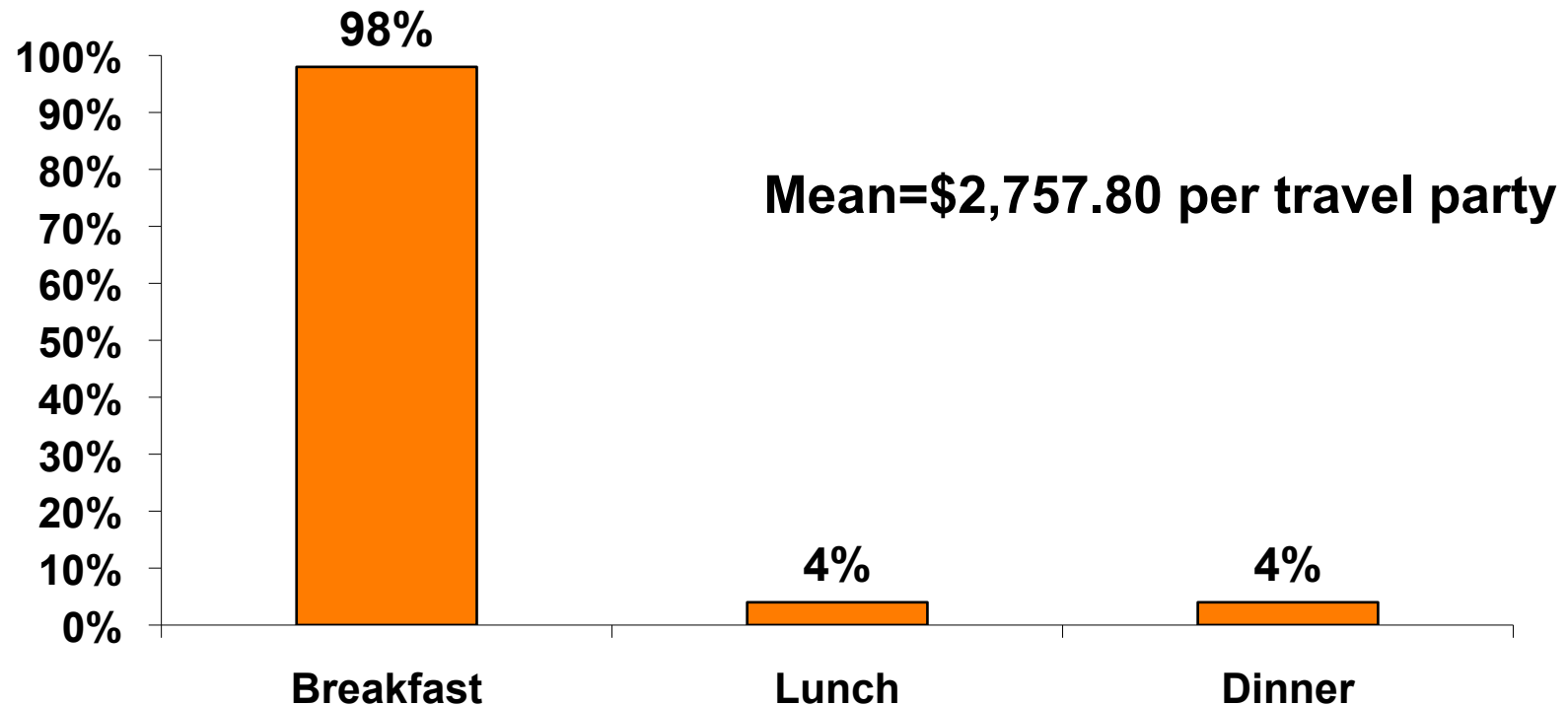
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$1,364.50
Air & Accommodation w/ daily meal package	\$2,757.80
Air only	\$892.20
Accommodation only	\$2,043.90
Accommodation w/ daily meal only	\$287.40
Food & Beverages in Hotel	\$-
Ground transportation- Japan	\$132.80
Ground transportation- Guam	\$30.90
Optional tours/ activities	\$226.00
Other expenses	\$257.30
Total Prepaid	\$1,626.60

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

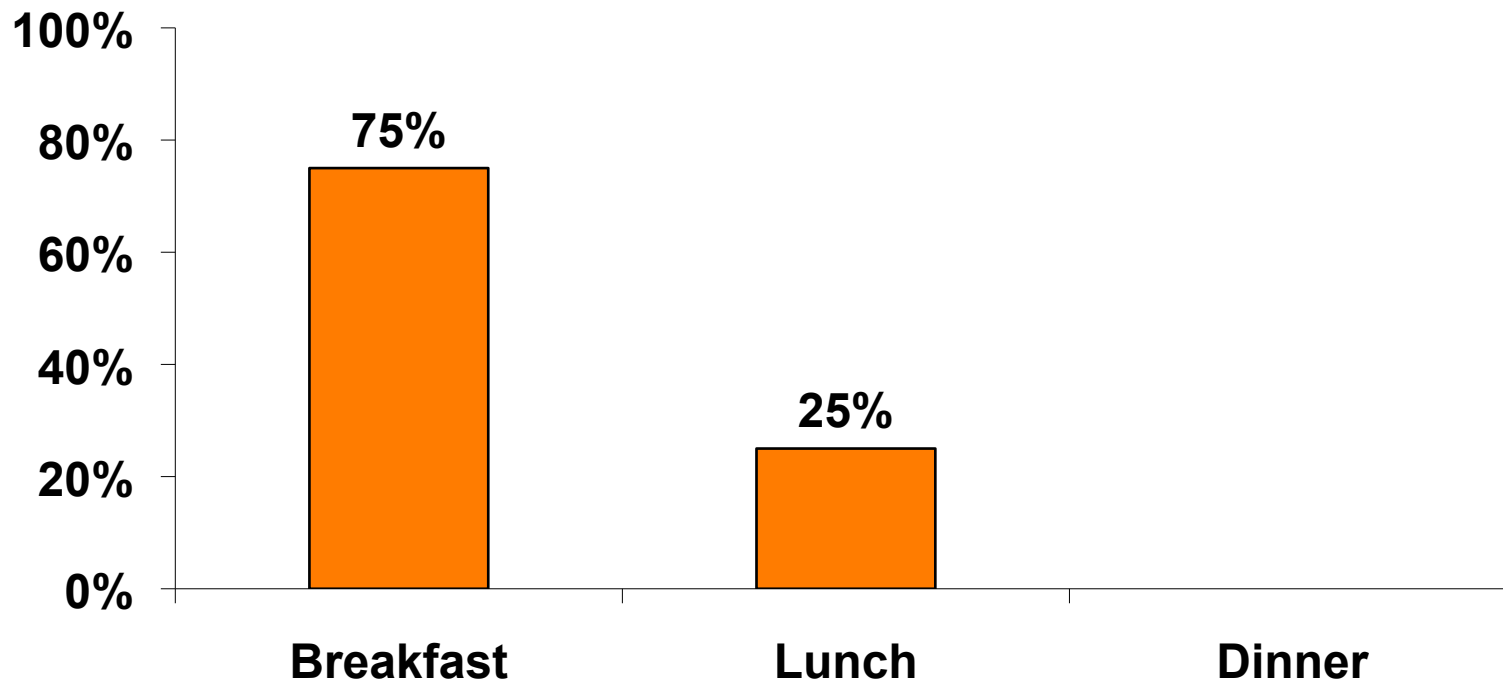
n=56



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

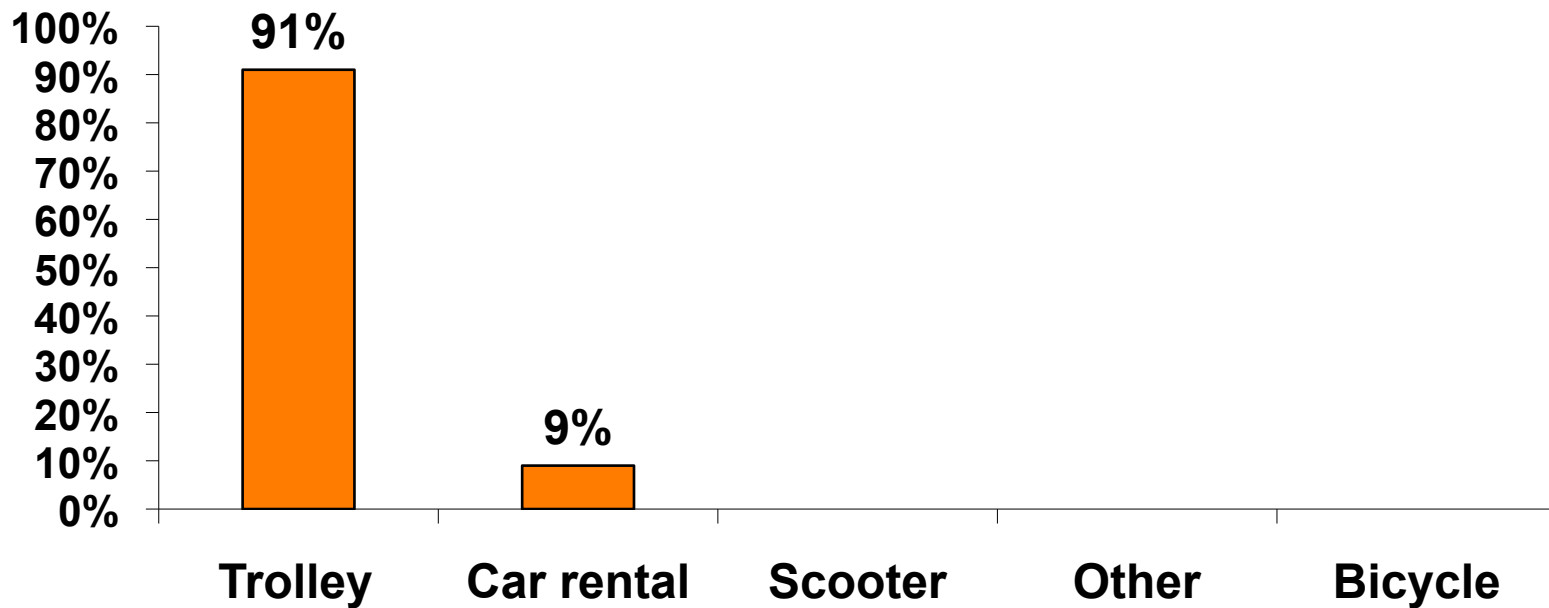
n=4



Mean=\$287.40per travel party

Prepaid Ground Transportation

n=11

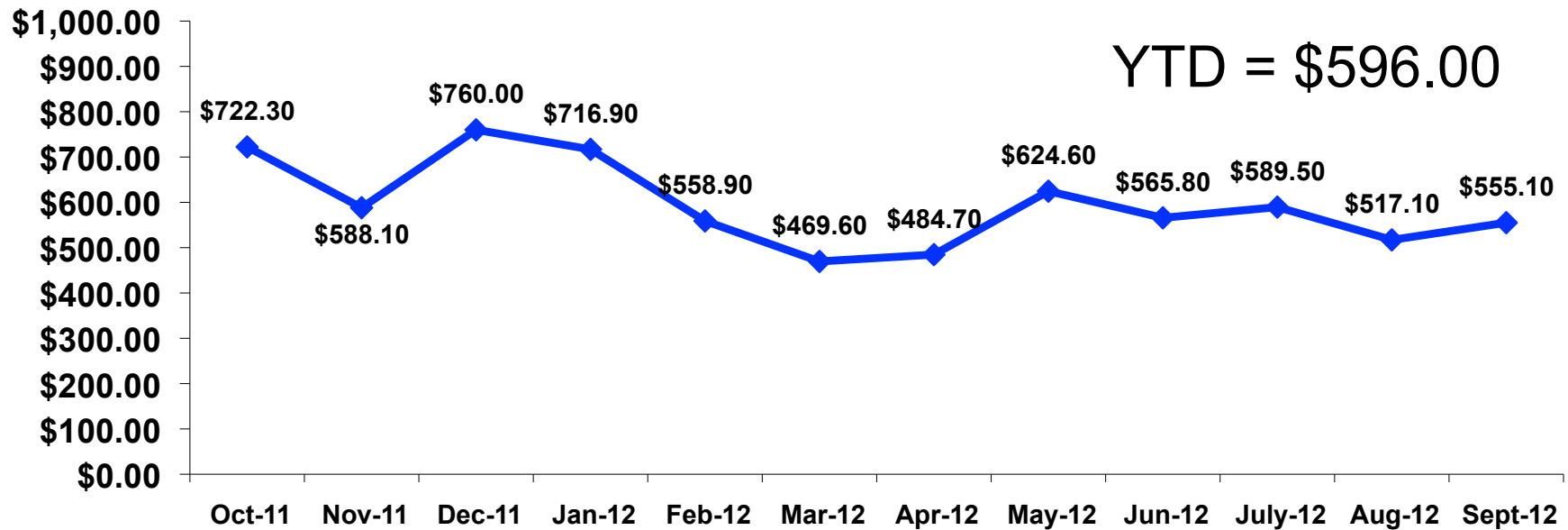


Mean=\$30.90 per travel party

On-Island Expenditures

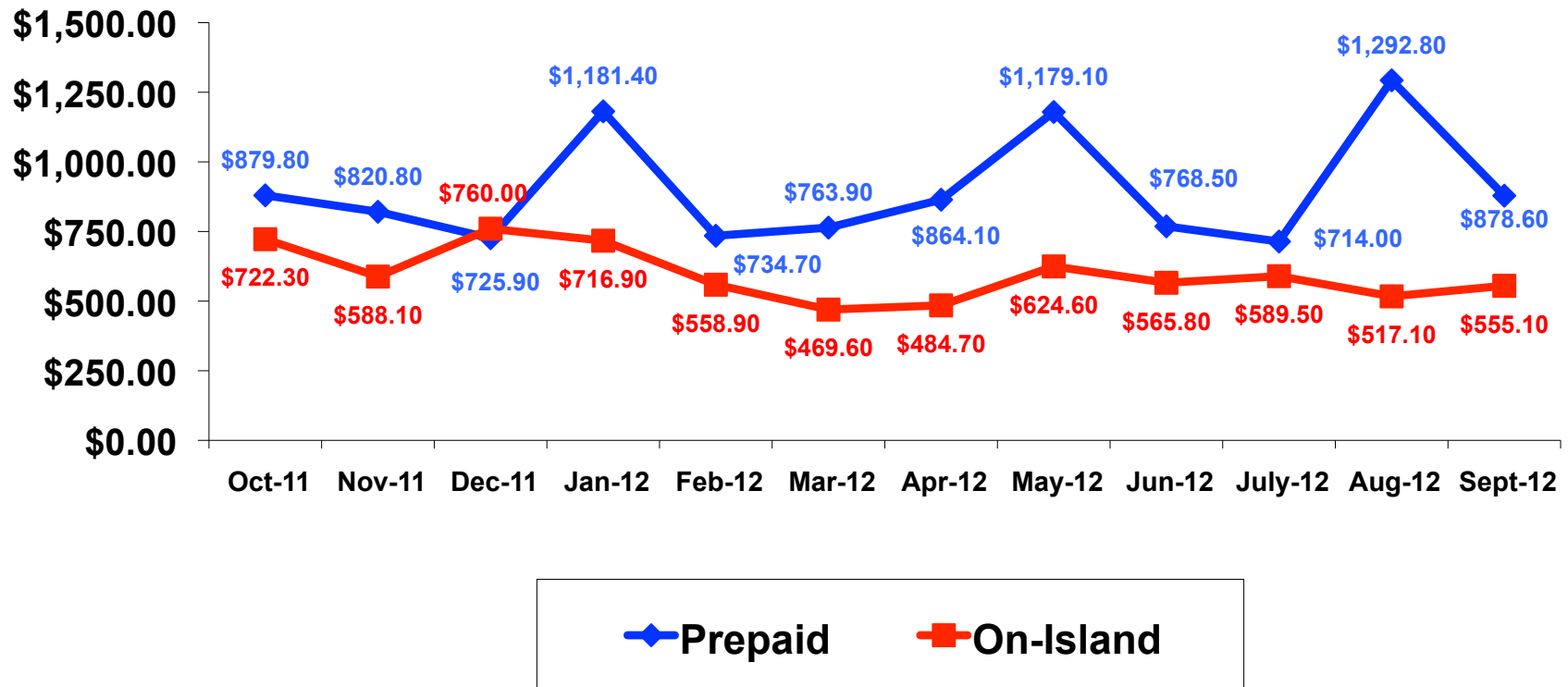
- \$750.60 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,200 = Maximum (highest amount recorded for the entire sample)
- \$555.10 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid/On-Island Expenditures Per Person

Prepaid YTD = \$900.30 On-Island YTD = \$596.00



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	\$750.58	\$794.89	\$707.07	\$702.50	\$671.14	\$1,074.80	\$747.14	\$833.85	\$481.94	\$723.38	\$762.93	\$787.67	\$850.00
Median	\$500	\$550	\$500	\$523	\$434	\$955	\$550	\$766	\$465	\$500	\$666	\$600	\$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	\$24.46	\$32.69	\$16.37	\$15.18	\$15.66	\$43.24	\$47.47	\$42.94
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$27	\$0
F&B-FF REST/CONV	Mean	\$26.66	\$30.35	\$23.04	\$20.11	\$19.82	\$42.61	\$47.80	\$30.00
	Median	\$10	\$10	\$7	\$10	\$5	\$18	\$20	\$0
F&B-OUT- SIDE HOTEL/ REST	Mean	\$64.74	\$78.42	\$51.31	\$41.25	\$46.25	\$145.59	\$75.17	\$45.88
	Median	\$25	\$40	\$18	\$25	\$10	\$100	\$50	\$0
OPTIONAL TOUR	Mean	\$112.38	\$120.58	\$104.33	\$124.25	\$108.23	\$101.94	\$129.63	\$144.41
	Median	\$0	\$0	\$0	\$90	\$0	\$45	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$198.73	\$185.16	\$212.13	\$184.18	\$201.28	\$253.96	\$146.60	\$109.41
	Median	\$60	\$50	\$100	\$101	\$50	\$100	\$65	\$0
GIFT/SOUV- F&F AT HOME	Mean	\$114.78	\$110.38	\$119.10	\$72.68	\$106.38	\$155.31	\$146.50	\$98.24
	Median	\$50	\$50	\$60	\$40	\$50	\$100	\$25	\$0
LOCAL TRANS	Mean	\$15.05	\$15.98	\$14.13	\$14.54	\$16.16	\$14.61	\$15.93	\$2.65
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$190.48	\$212.93	\$168.43	\$88.46	\$191.07	\$208.89	\$150.20	\$364.12
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$200
TOTAL ON ISLAND	Mean	\$750.58	\$794.89	\$707.07	\$560.71	\$702.74	\$993.94	\$759.30	\$837.65
	Median	\$500	\$550	\$500	\$478	\$500	\$825	\$555	\$910

On-Island Expenditures

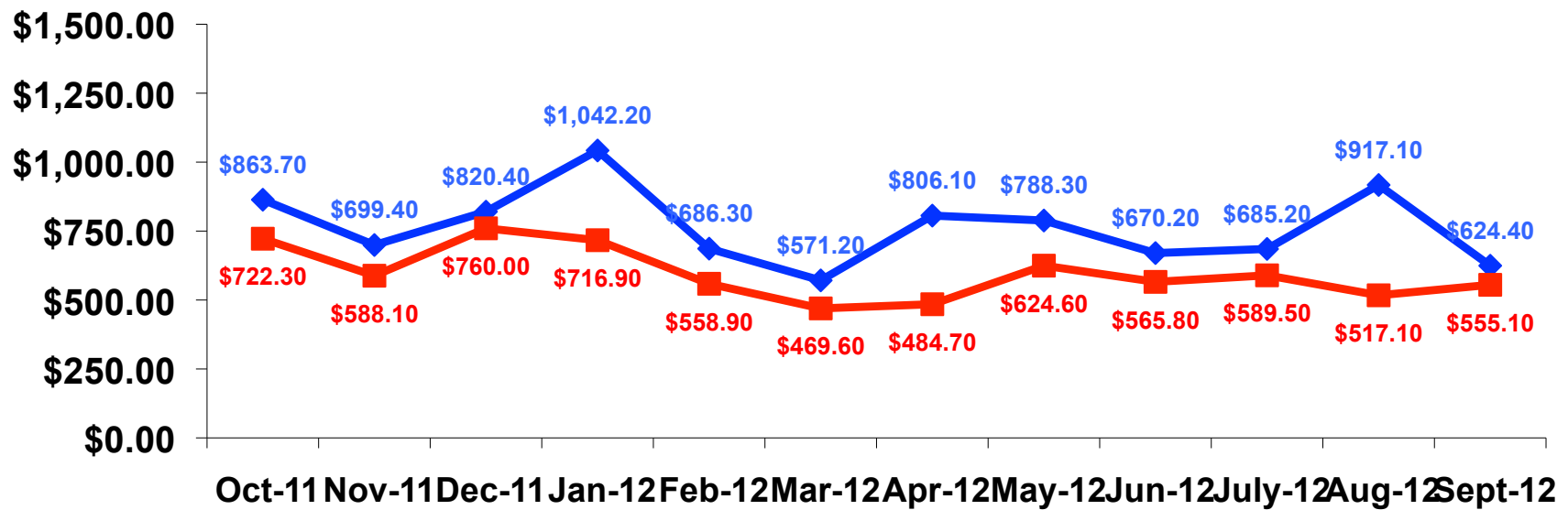
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$22.44	\$29.90
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$24.65	\$32.09
	Median	\$7	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$57.02	\$85.58
	Median	\$20	\$50
OPTIONAL TOUR	Mean	\$111.07	\$115.92
	Median	\$15	\$0
GIFT/ SOUV-SELF	Mean	\$199.83	\$195.76
	Median	\$50	\$100
GIFT/SOUV- F&F AT HOME	Mean	\$103.80	\$144.38
	Median	\$50	\$50
LOCAL TRANS	Mean	\$15.05	\$15.02
	Median	\$0	\$0
OTHER EXP	Mean	\$199.79	\$165.37
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$738.17	\$784.03
	Median	\$500	\$600

Projected On-Island Expenditures

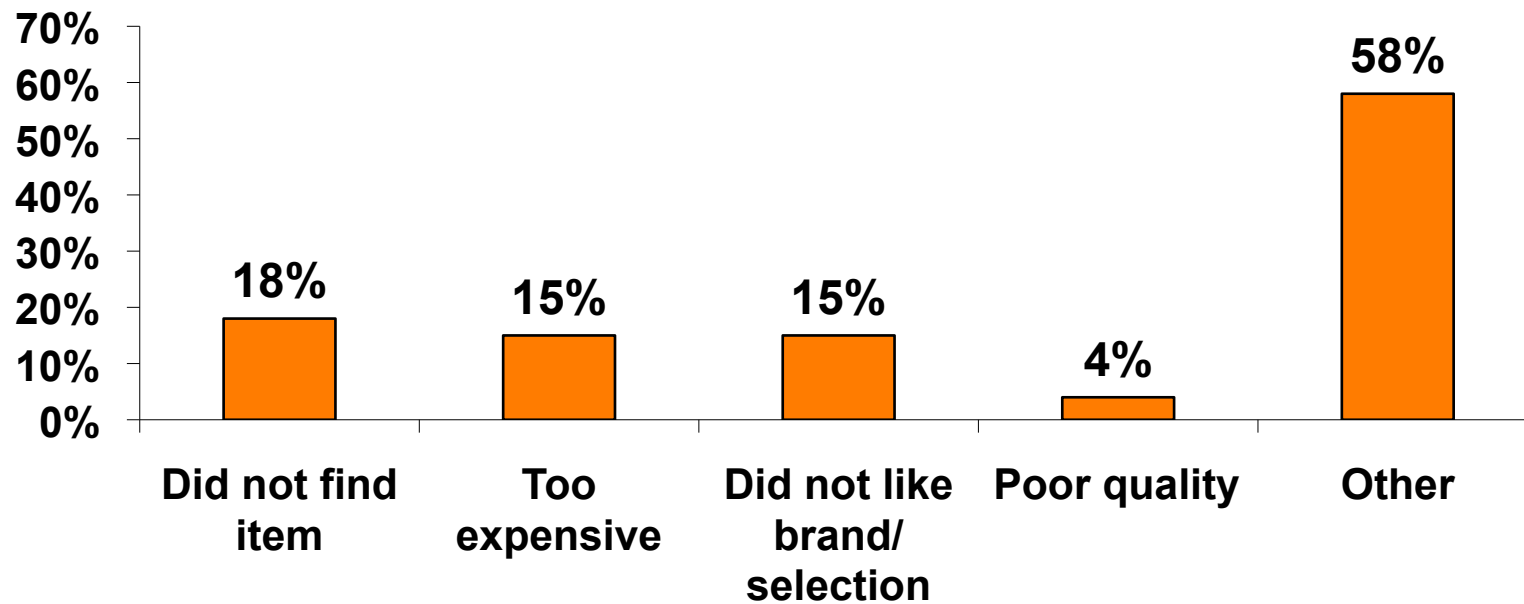
- \$624.40 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)

Projected On-Island Expenditures



Reasons for Spending Less

n=120

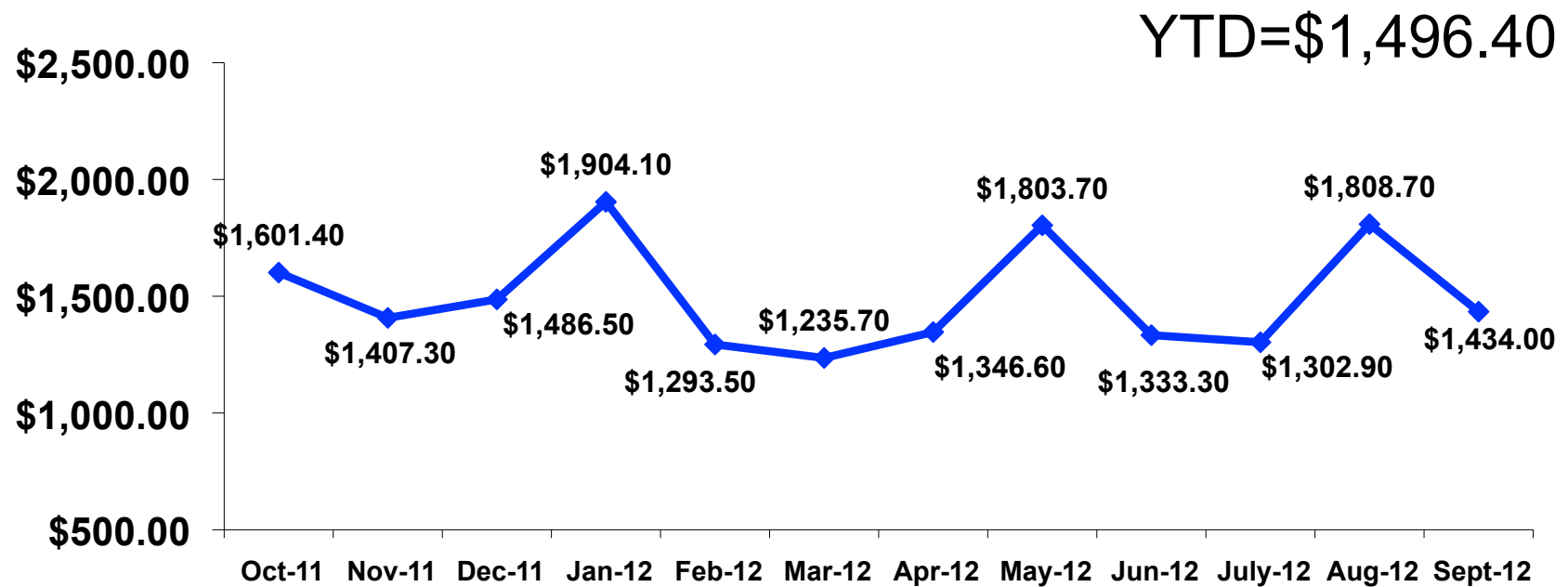


Total Expenditures Per Person (Prepaid & On-Island)

- \$1,434.00 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,839 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES

Per Person

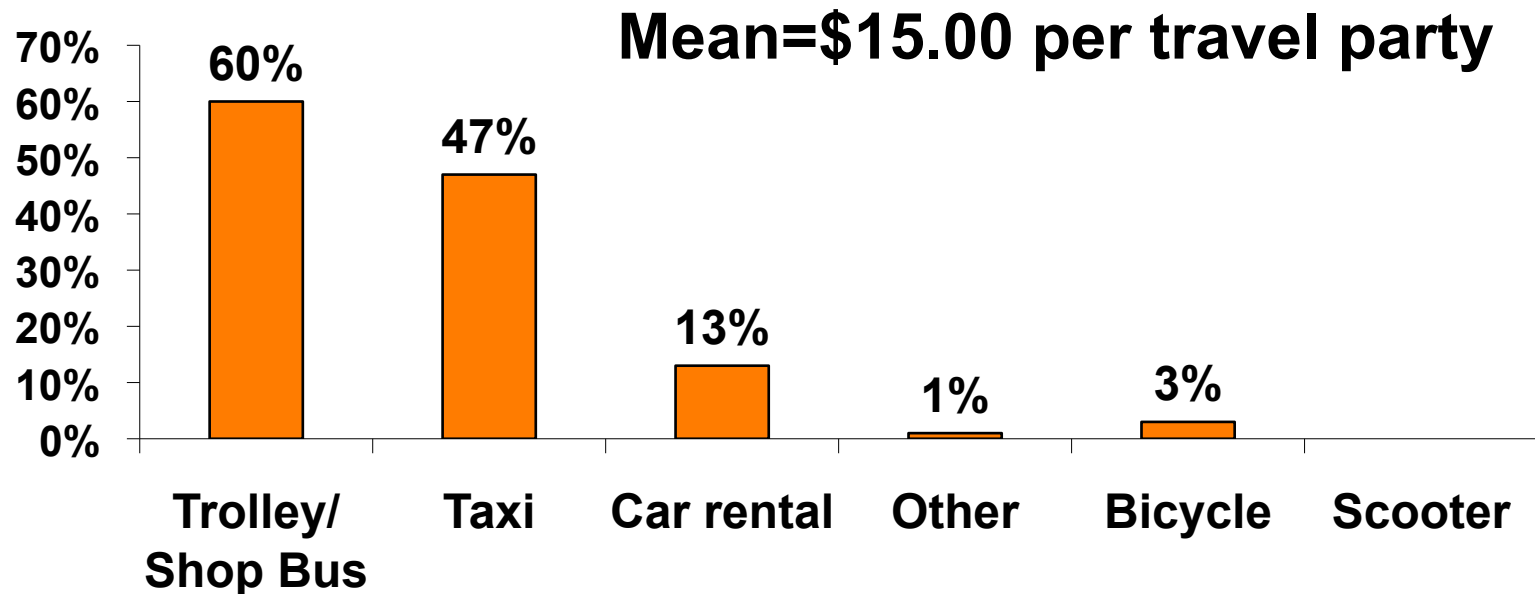


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$24.50
Food & beverage in fast food restaurant/ convenience store	\$26.70
Food & beverage at restaurants or drinking establishments outside a hotel	\$64.70
Optional tours and activities	\$112.40
Gifts/ souvenirs for yourself/companions	\$198.70
Gifts/ souvenirs for friends/family at home	\$114.80
Local transportation	\$15.00
Other expenses not covered	\$190.50
Average Total	\$750.60

Local Transportation

n=75



Guam Airport Expenditures

- \$34.80 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,200 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

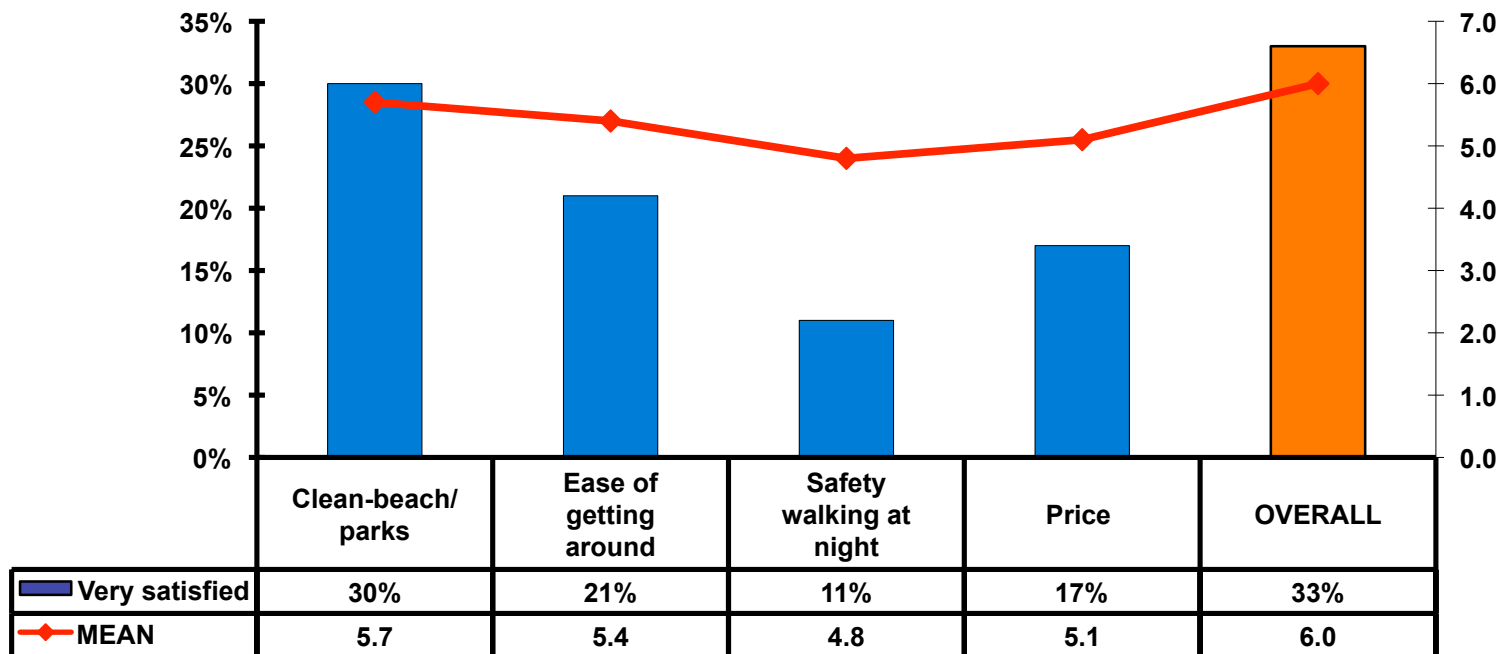
	MEAN \$
Food & Beverages	\$9.10
Gifts/Souvenirs Self	\$14.90
Gifts/Souvenirs Others	\$10.80
Total	\$34.80

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

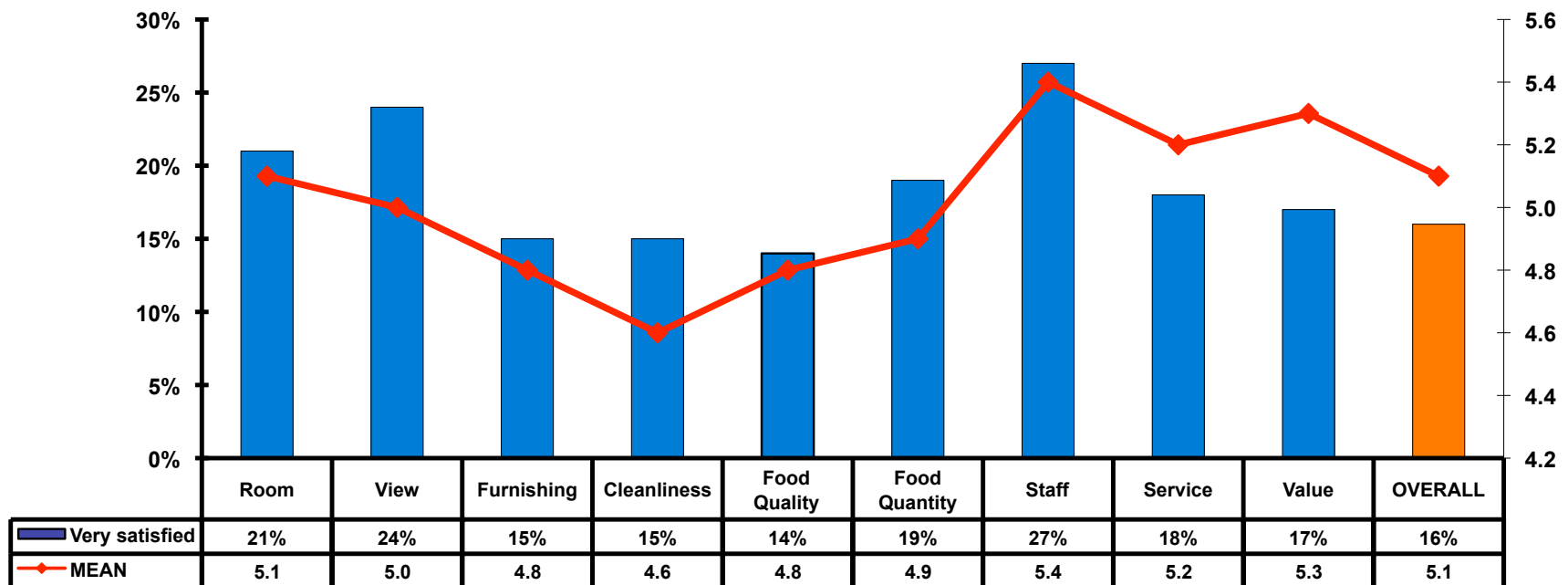
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

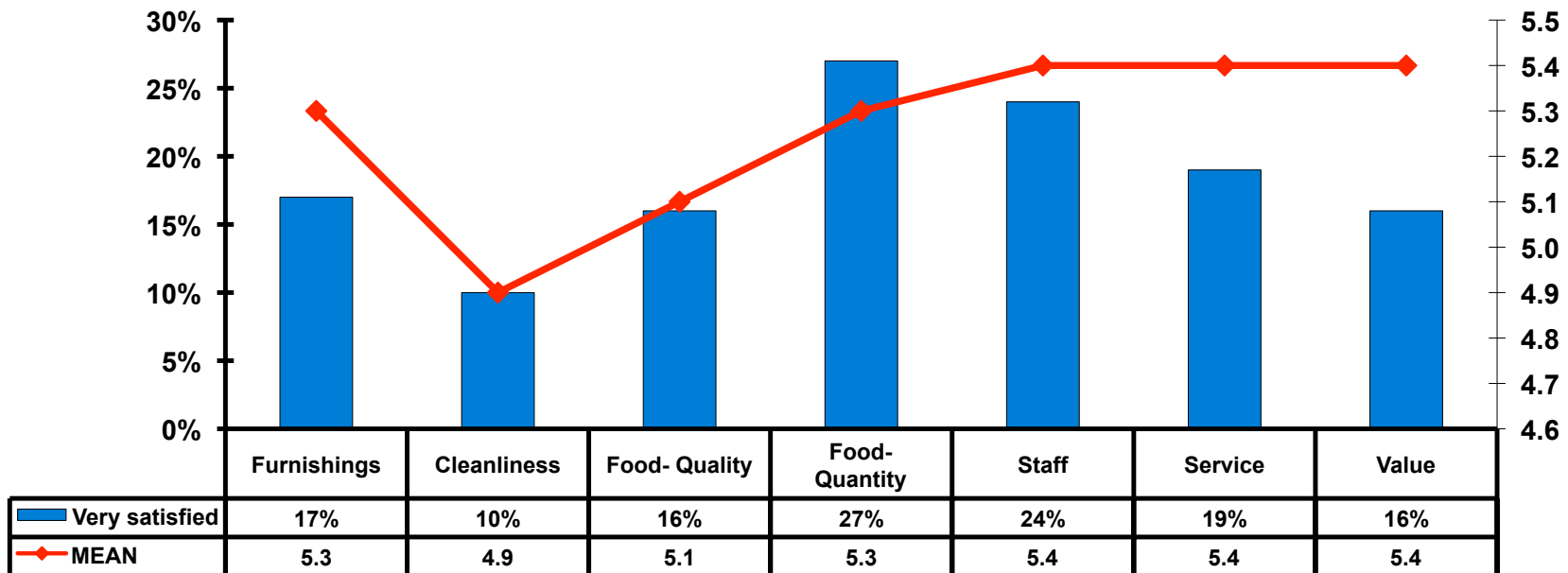
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

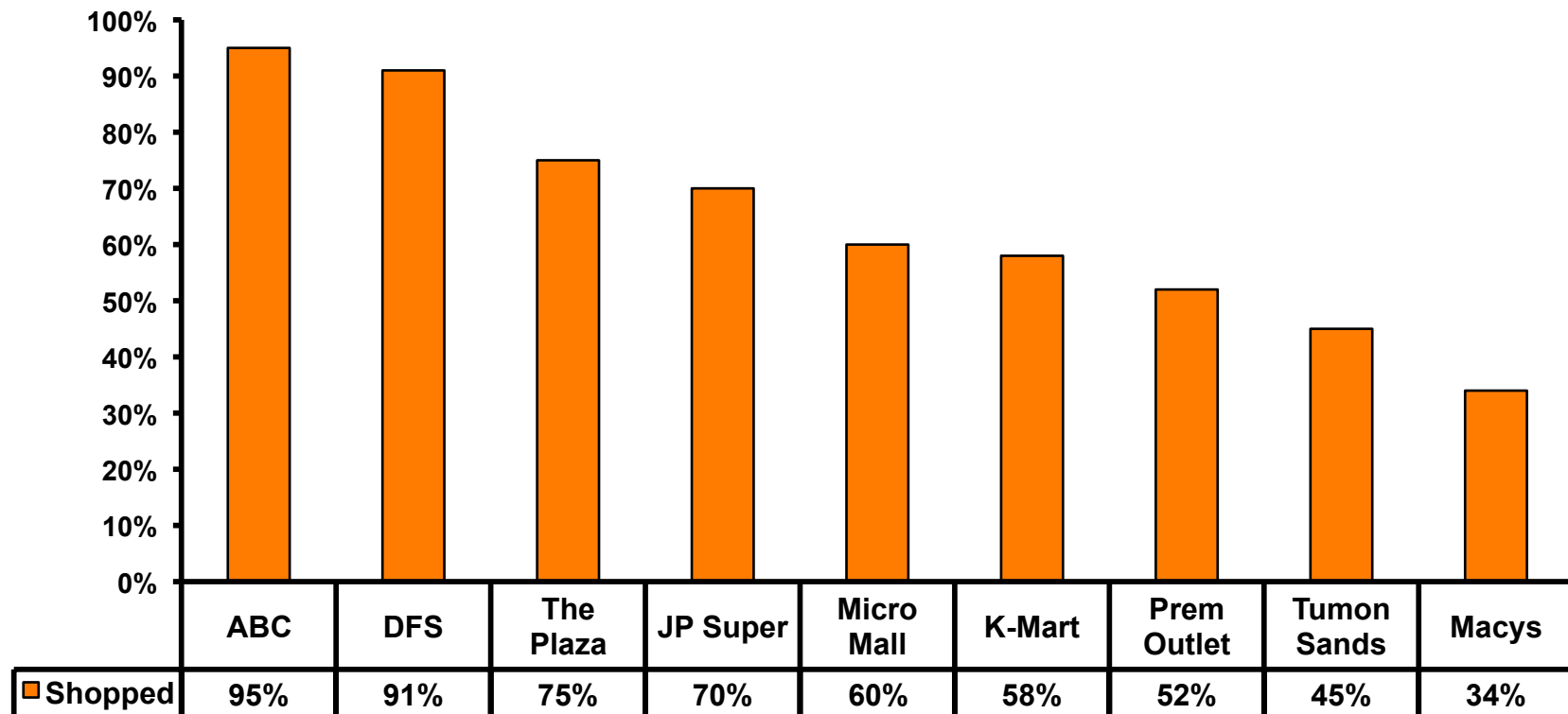
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

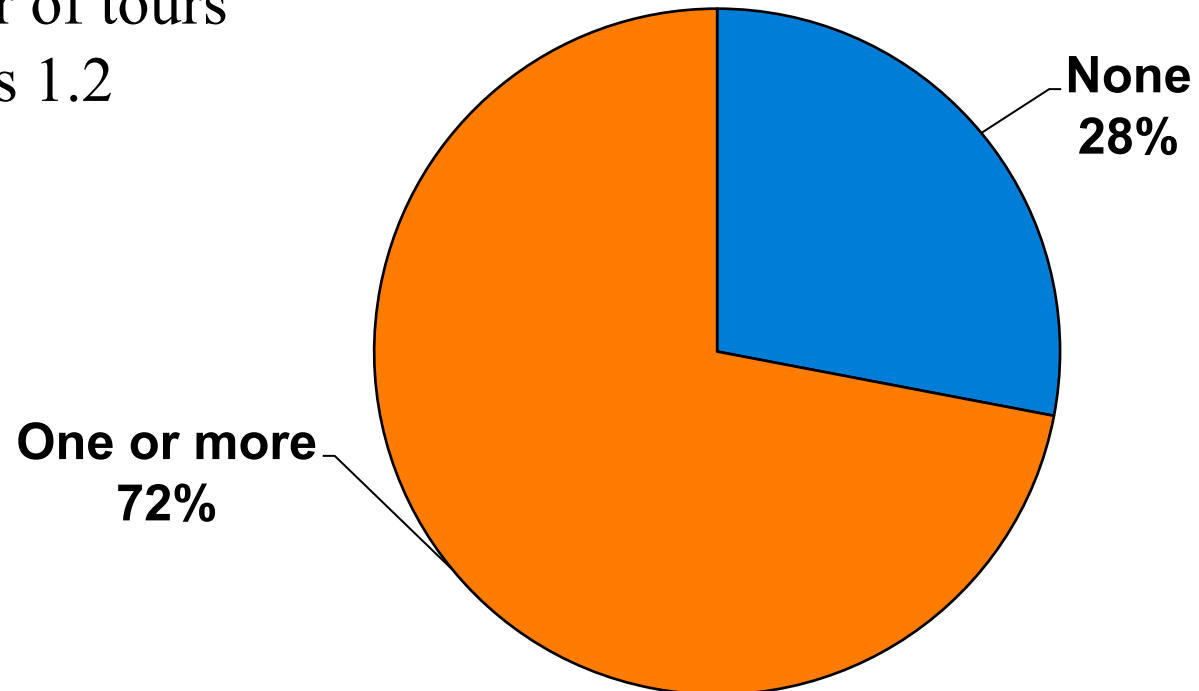
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 60%	Score of 6 to 7 = 55%
Score of 4 to 5 = 33%	Score of 4 to 5 = 38%
Score 1 to 3 = 6%	Score 1 to 3 = 7%
MEAN = 5.6	MEAN = 5.5

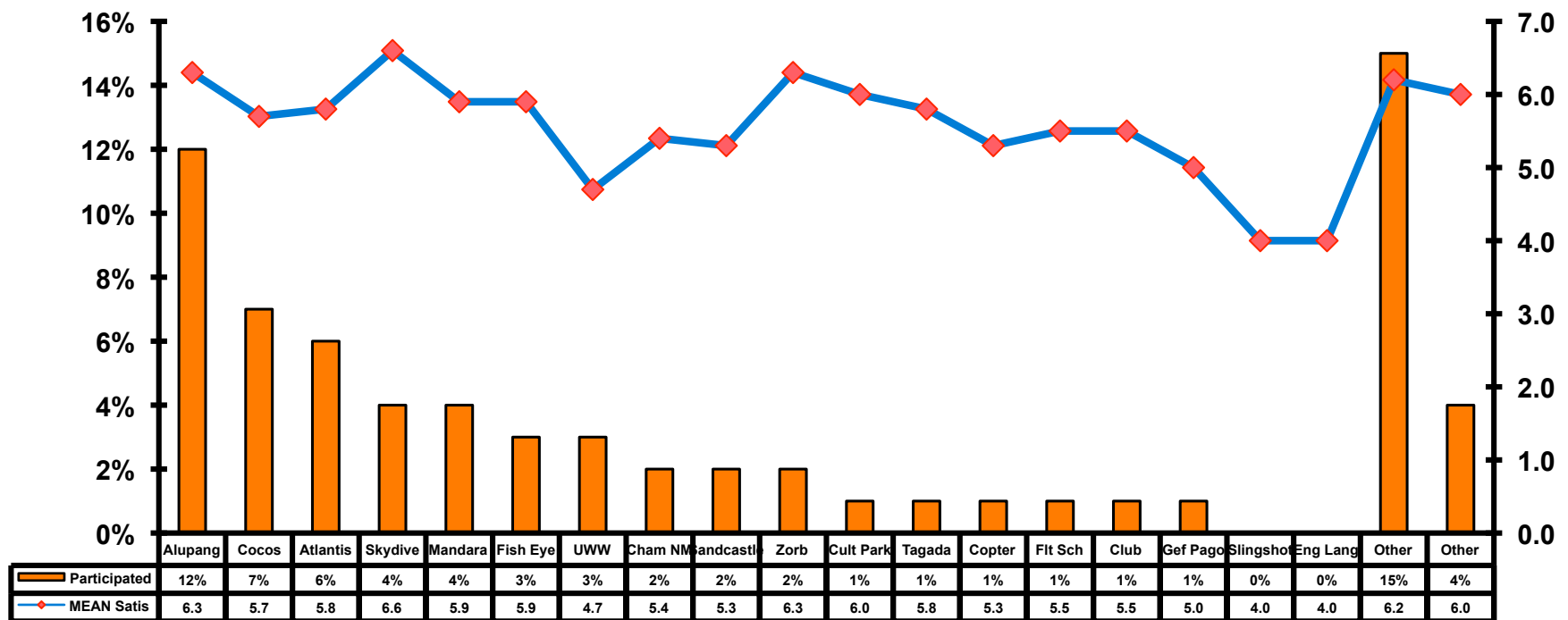
Optional Tour Participation

- Average number of tours participated in is 1.2



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 = 53%	Score of 6 to 7 = 59%
Score of 4 to 5 = 35%	Score of 4 to 5 = 38%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 5.7	MEAN = 5.6

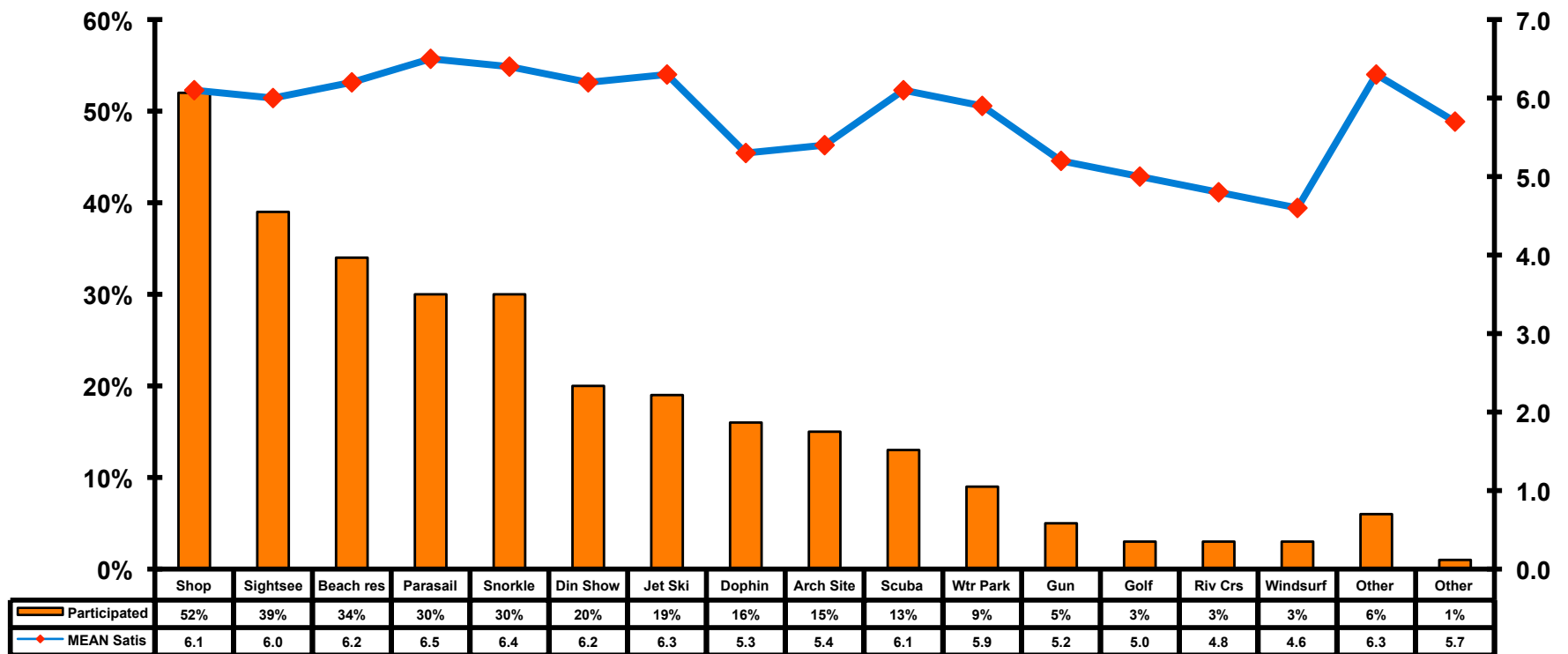
Night Tours Satisfaction

7pt Rating Scale

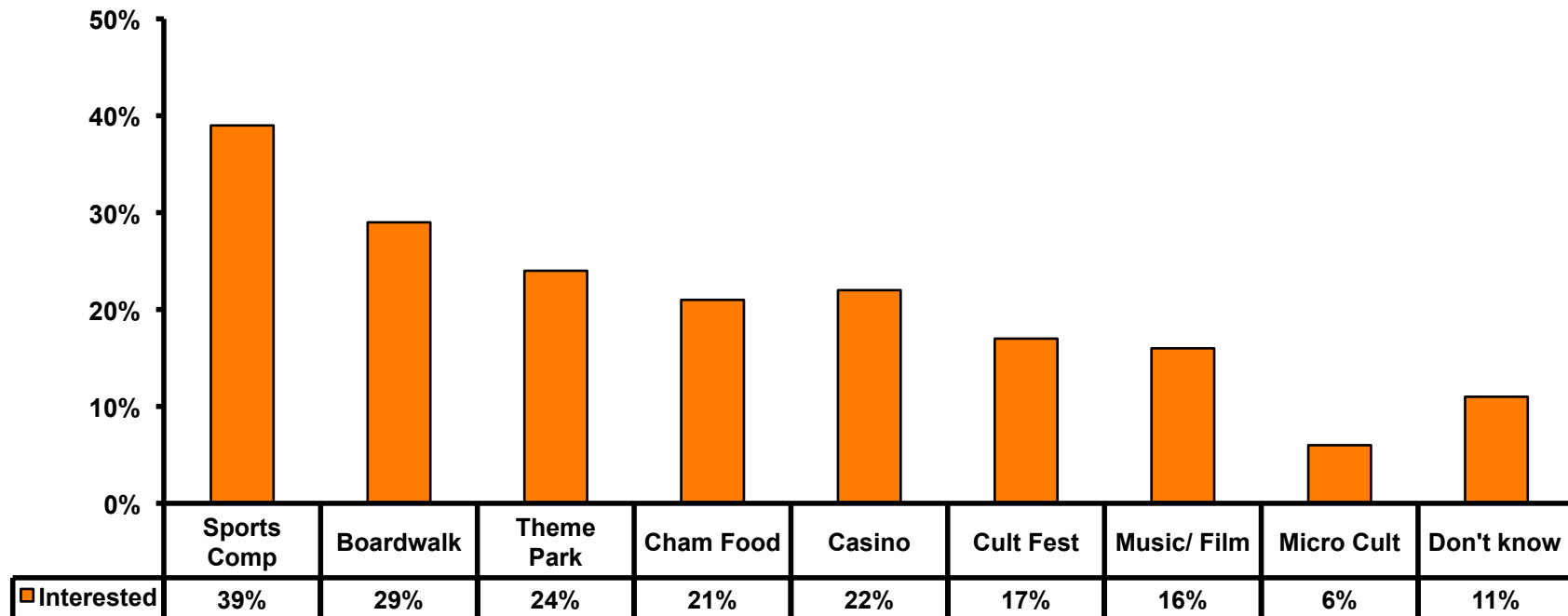
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 34%	Score of 6 to 7 = 33%
Score of 4 to 5 = 63%	Score of 4 to 5 = 62%
Score 1 to 3 = 4%	Score 1 to 3 = 4%
MEAN = 4.8	MEAN = 4.8

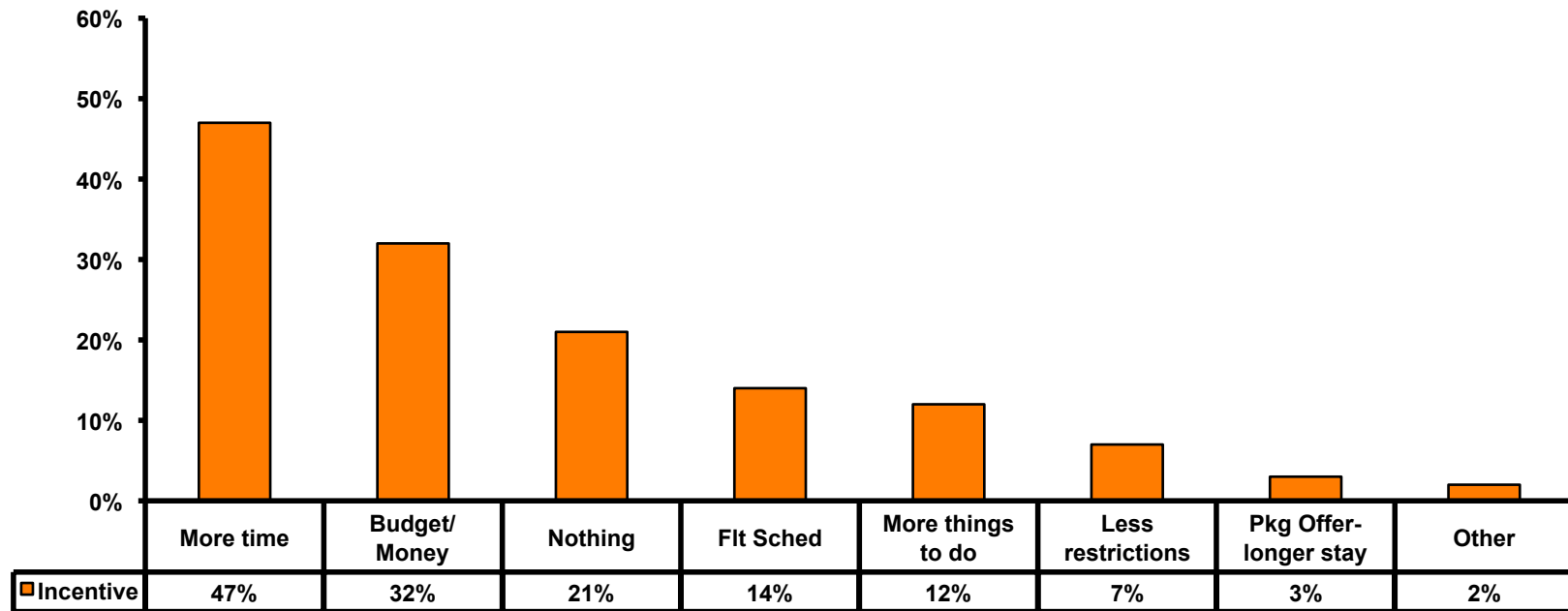
Satisfaction with Other Activities



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



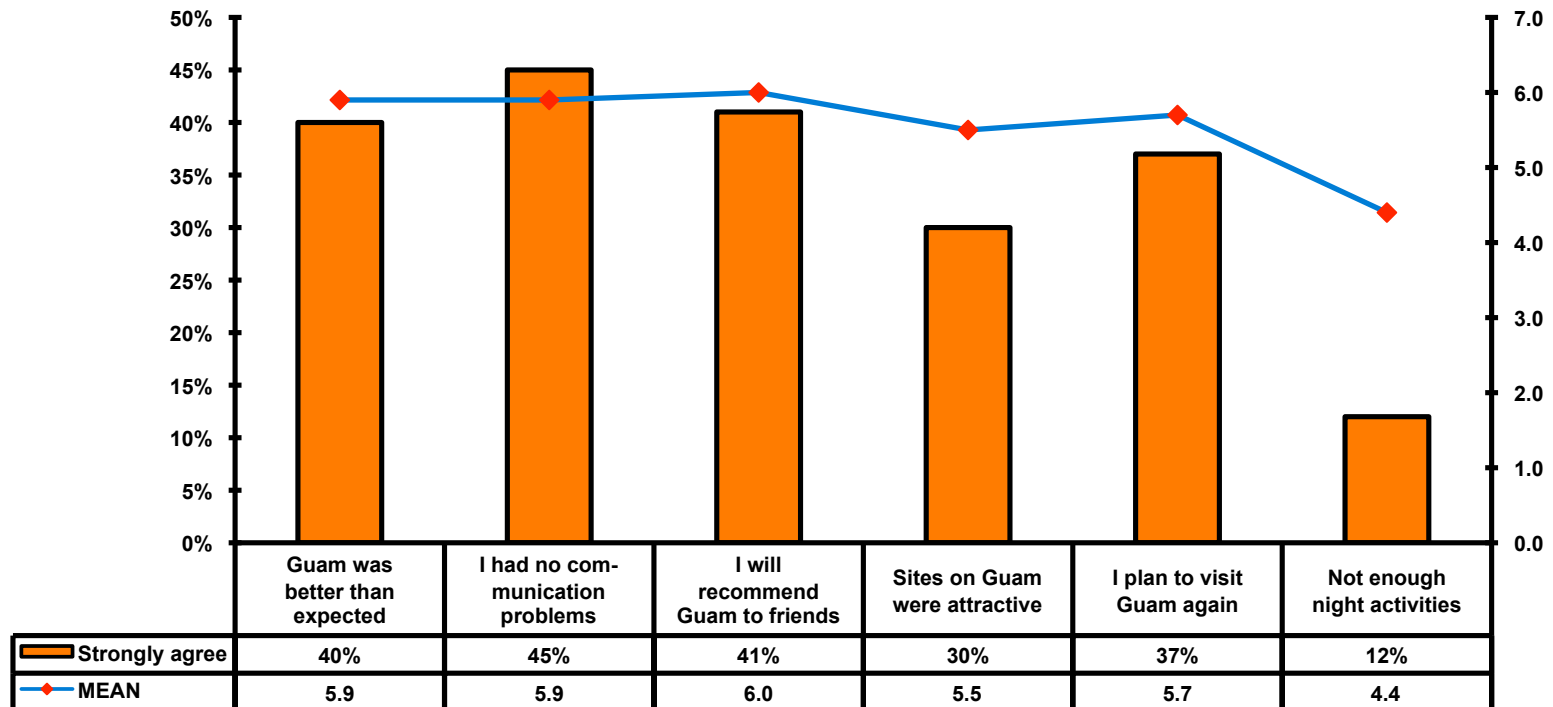
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

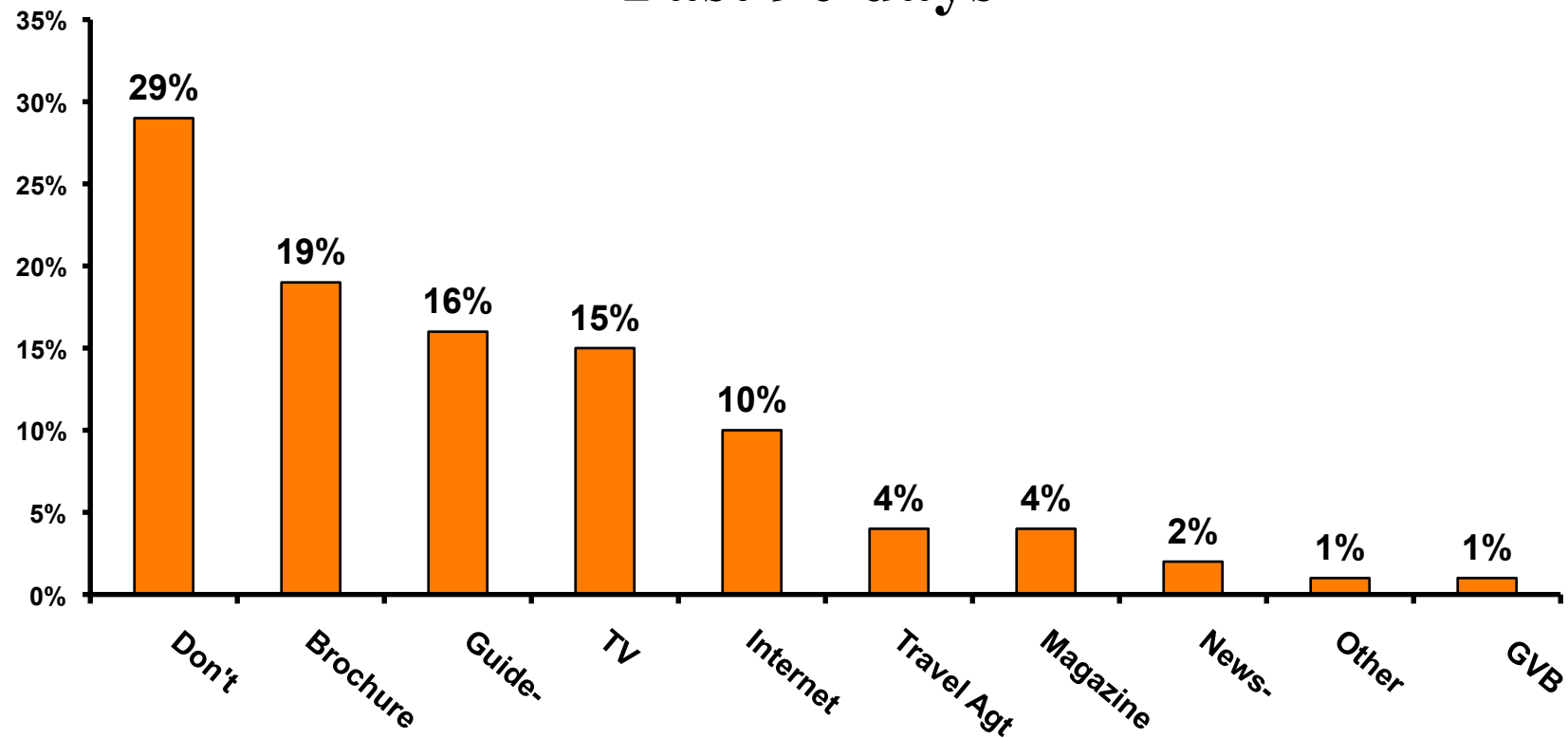
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

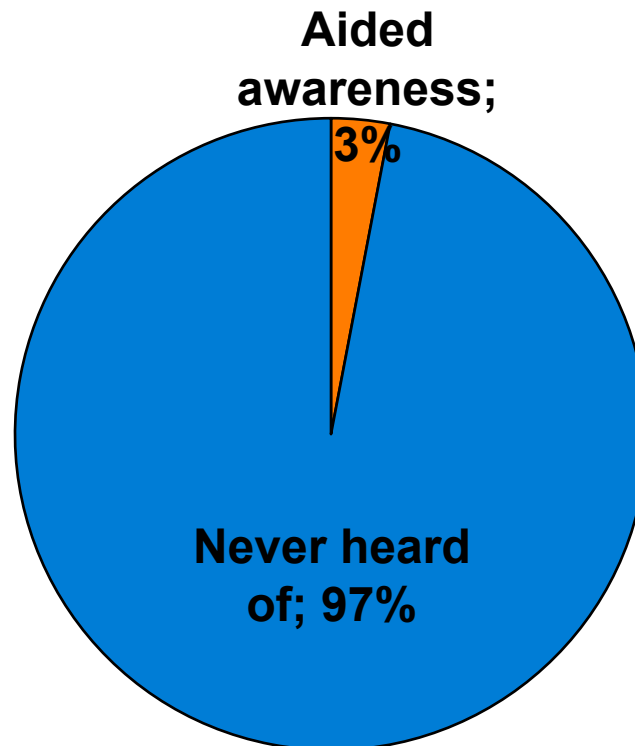


Message Recall

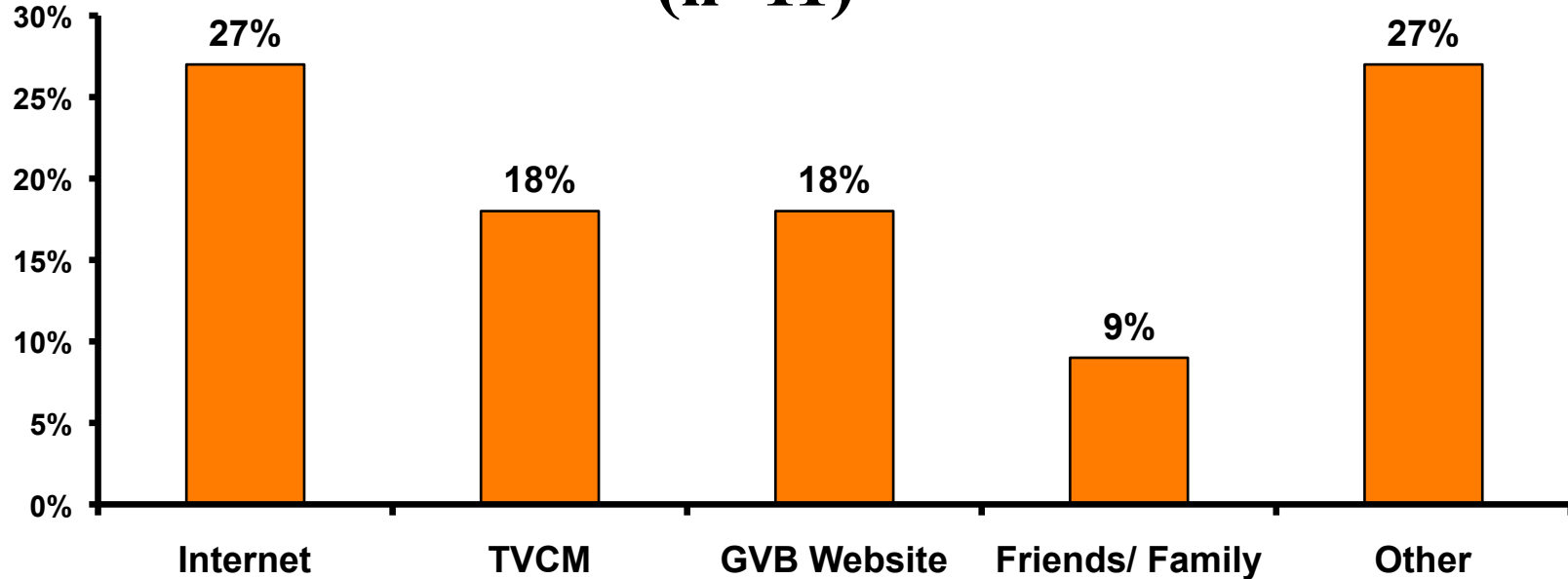
(Filter: recall ad/promo n=233)

- 69% An image
- 9% Other
- 6% Tag line
- 17% Don't recall

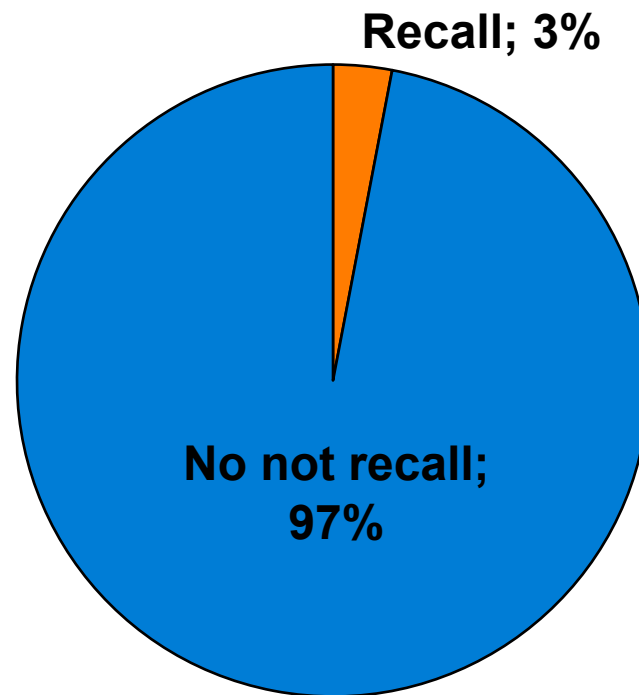
Aided Awareness – Hafa Adai Guam 365 Monitor Campaign



Media Source – Hafa Adai Guam 365 Monitor Campaign (n=11)

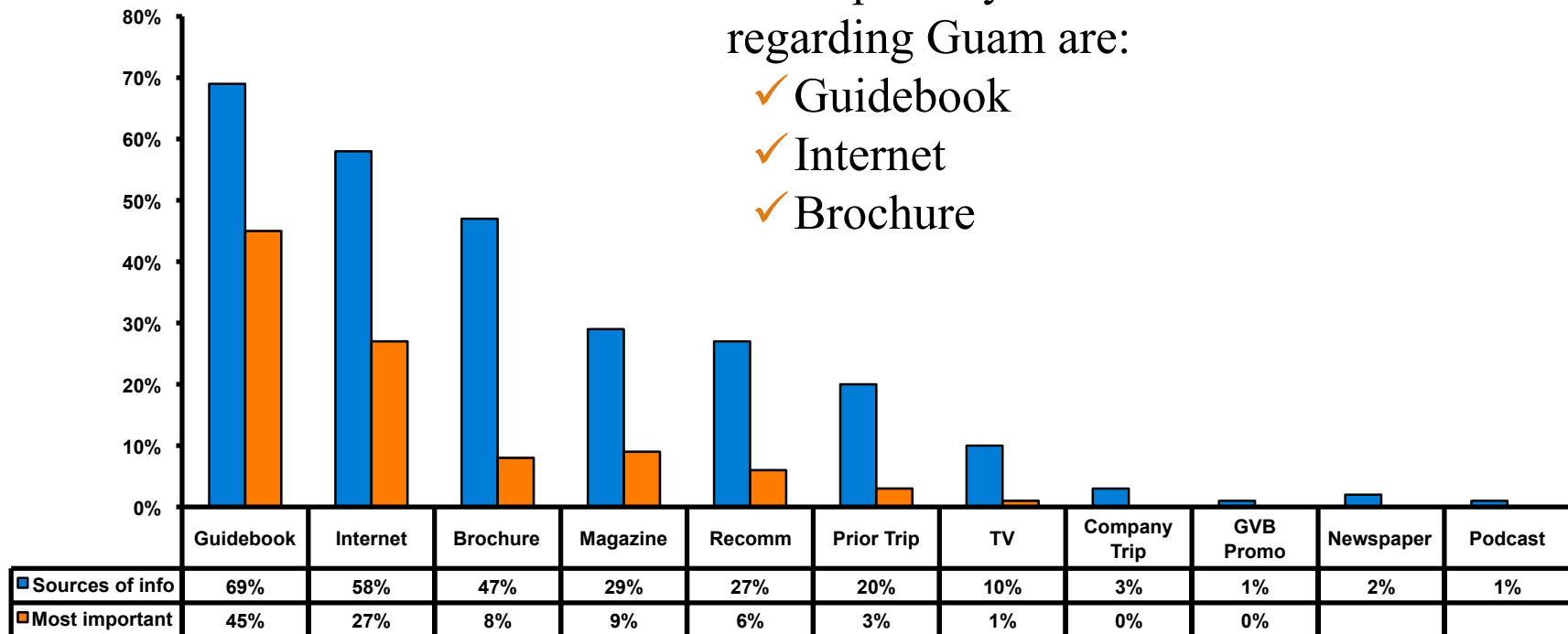


Omoide Guam Commercial



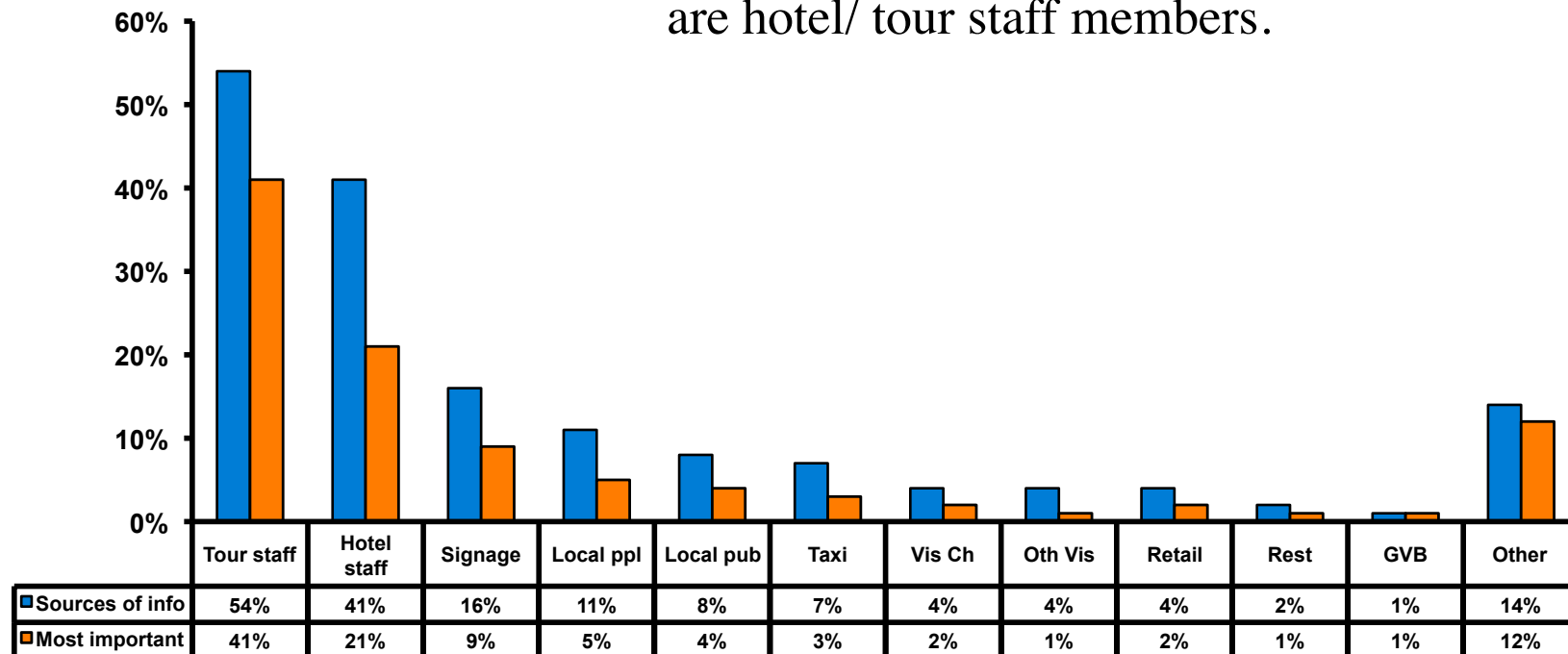
Sources of Information Pre-arrival

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

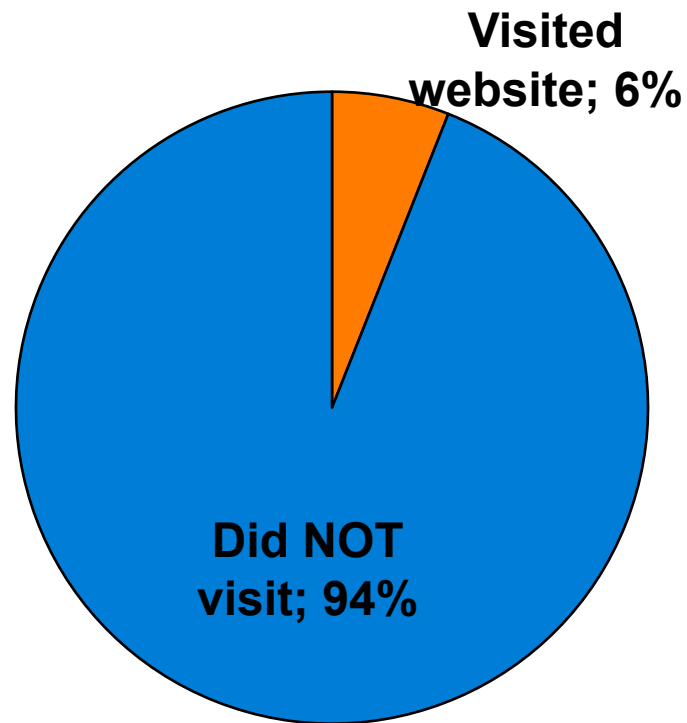


Sources of Information Post-arrival

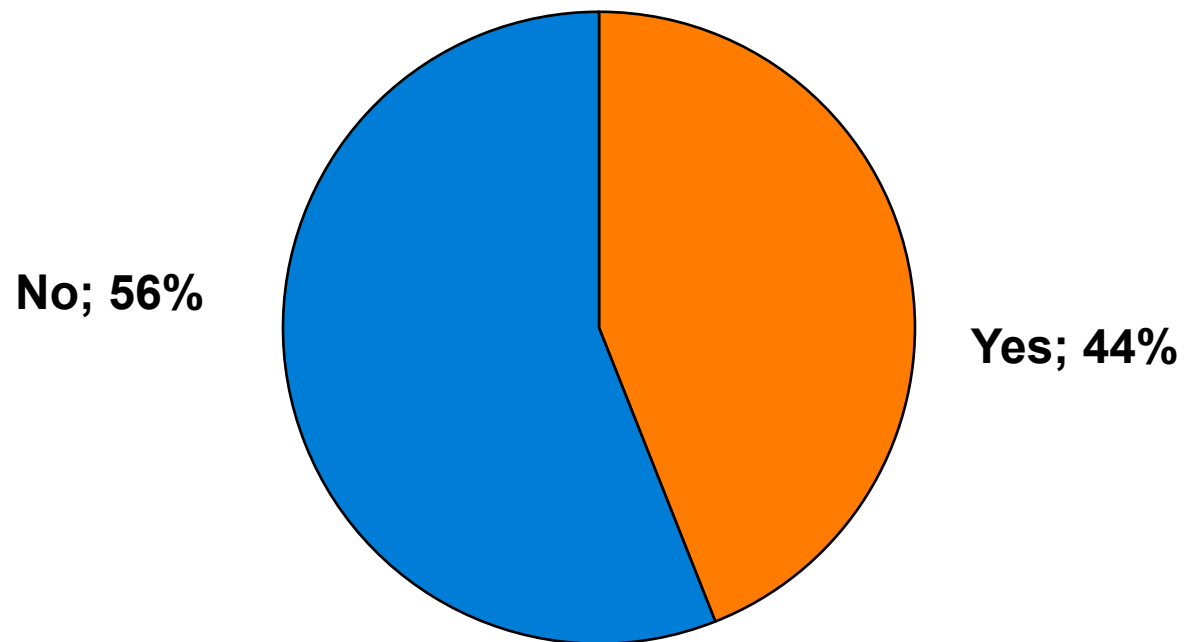
- The primary local source of information are hotel/ tour staff members.



Visited GVB Website

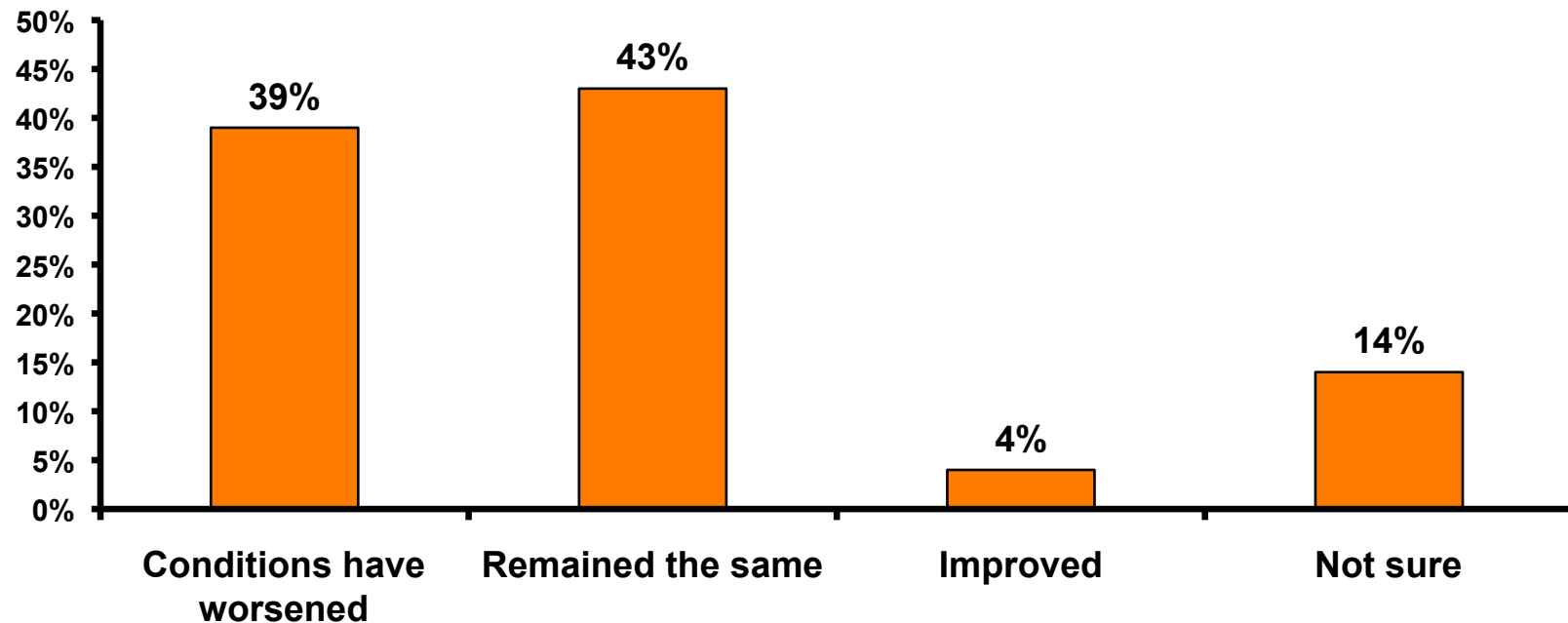


Satellite TV



SECTION 6
OTHER ISSUES

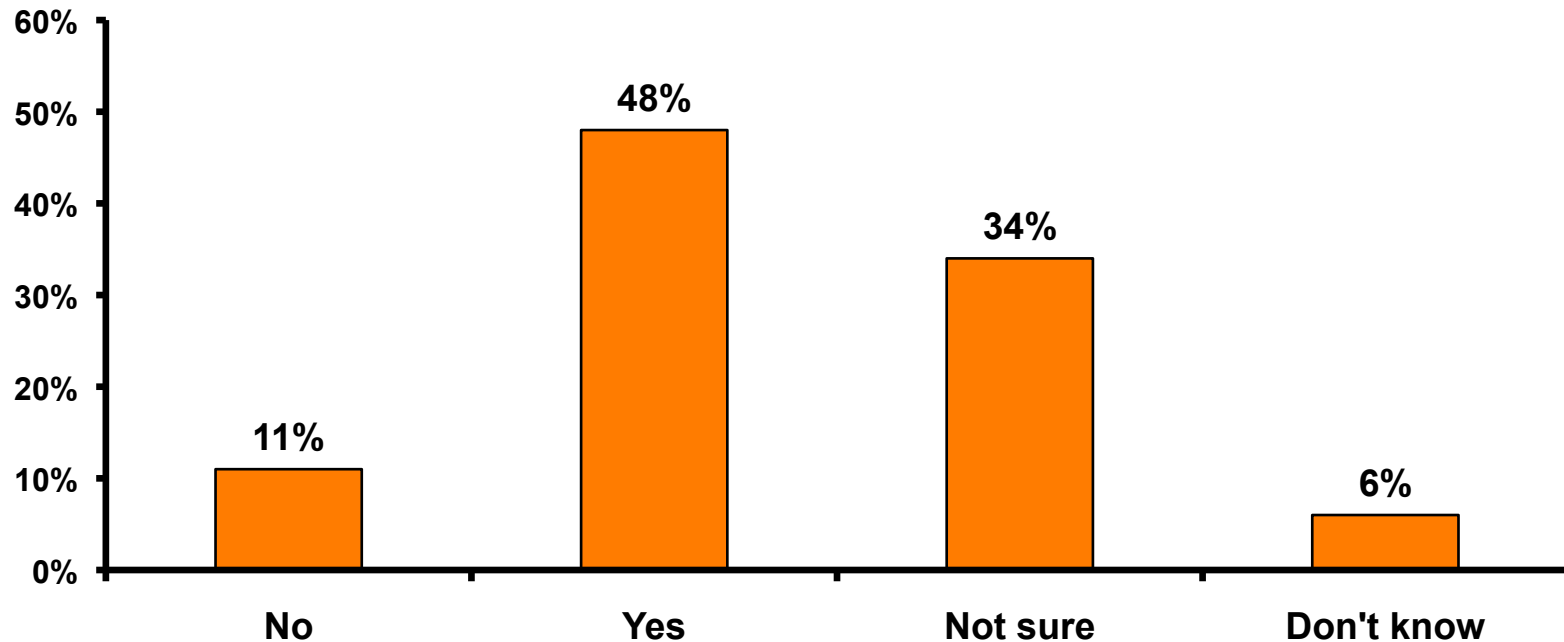
Rating the Japan economy compared to 12 months ago - Overall



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	64%	35%	41%	43%	38%	43%	44%	46%	35%	41%	43%	18%
	Conditions have remained the same	18%	41%	50%	57%	56%	34%	42%	46%	52%	51%	39%	55%
	Conditions have improved		5%	4%		6%	5%	7%				4%	9%
	Do not know	18%	20%	6%			18%	7%	7%	13%	7%	14%	18%
Total	Count	28	199	54	30	16	44	43	28	48	41	56	11

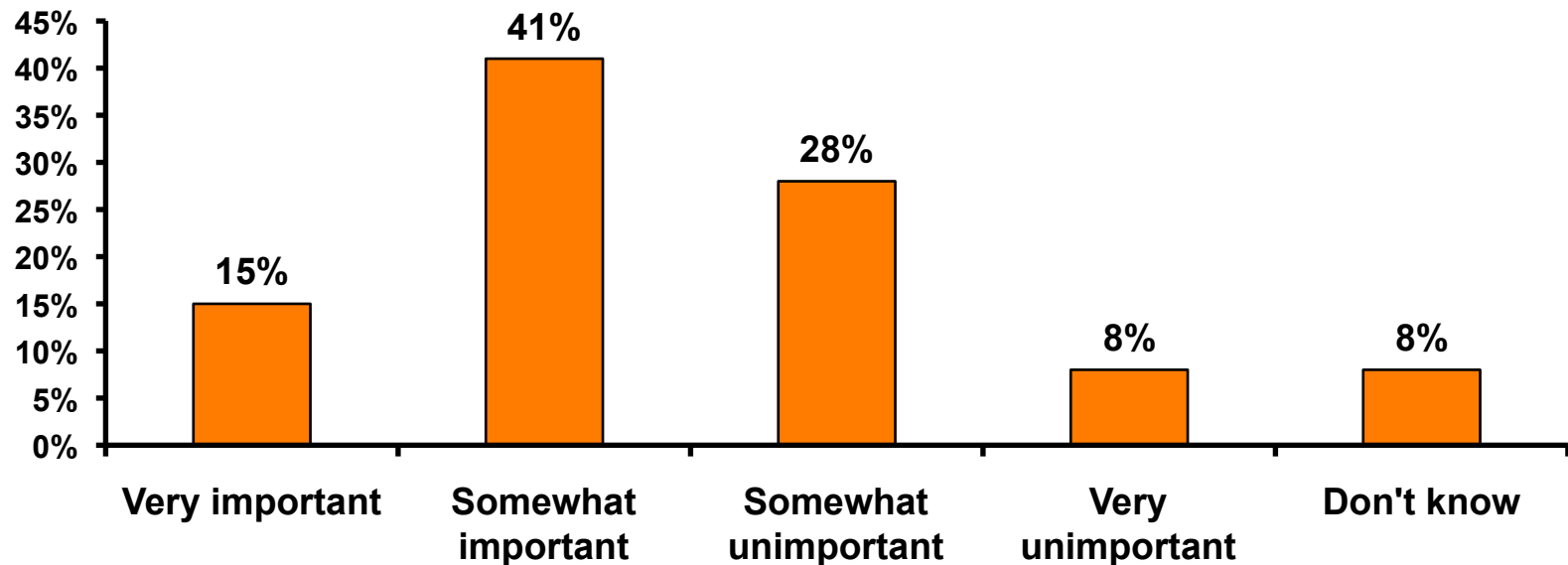
Good time to spend money on travel outside of Japan - Overall



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	21%	12%	8%	7%	6%	16%	14%	11%	6%	10%	14%	
	Yes	43%	46%	66%	40%	53%	50%	44%	57%	58%	46%	50%	36%
	Not sure	32%	35%	23%	50%	35%	25%	37%	29%	31%	41%	32%	55%
	Do not know	4%	8%	4%	3%	6%	9%	5%	4%	4%	2%	4%	9%
Total	Count	28	200	53	30	17	44	43	28	48	41	56	11

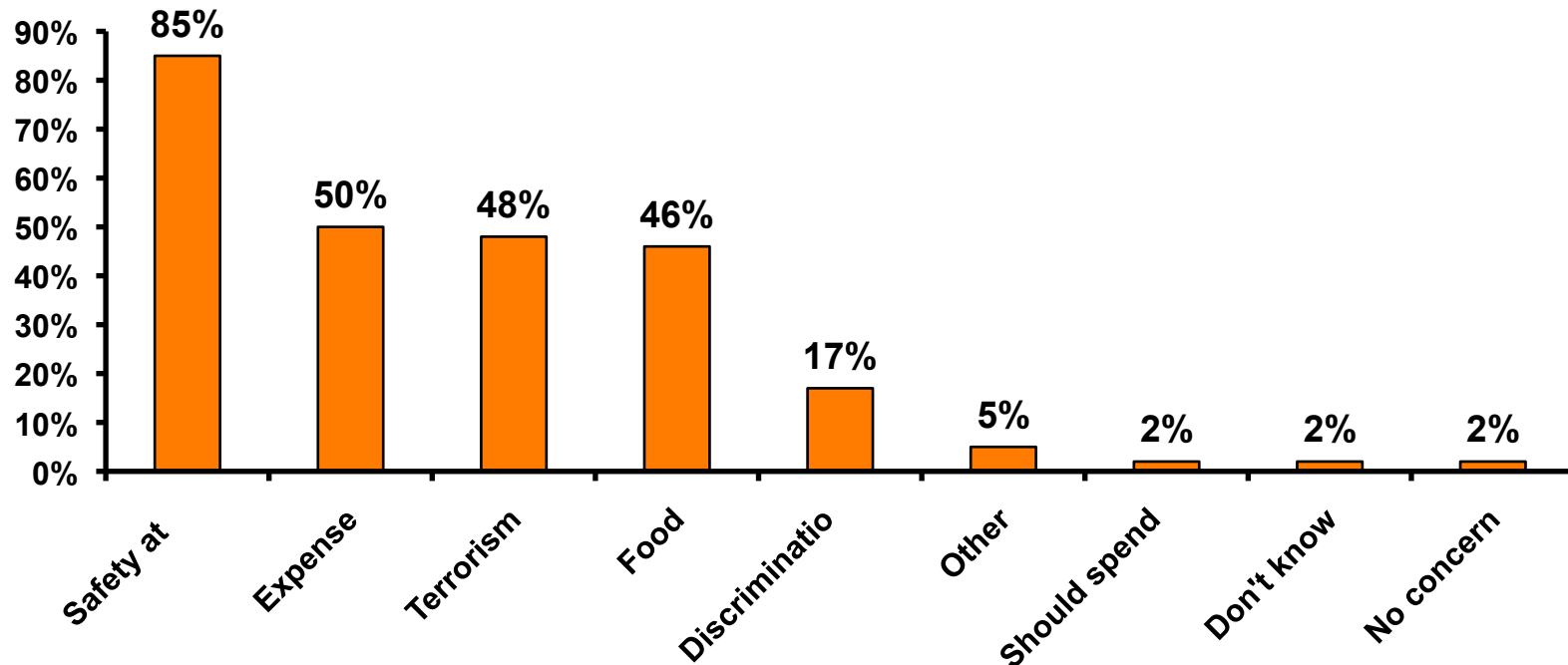
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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

		AGE					PERSONAL INCOME						Net 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	4%	7%	17%	7%			9%	7%	6%	2%	18%	
	Somewhat unimportant	32%	25%	30%	40%	29%	27%	23%	29%	23%	49%	29%	
	Somewhat important	39%	42%	37%	40%	53%	43%	44%	46%	46%	34%	36%	36%
	Very important	18%	15%	15%	13%	18%	9%	16%	14%	21%	15%	14%	36%
	Do not know	7%	12%	2%			20%	7%	4%	4%		4%	27%
Total	Count	28	200	54	30	17	44	43	28	48	41	56	11

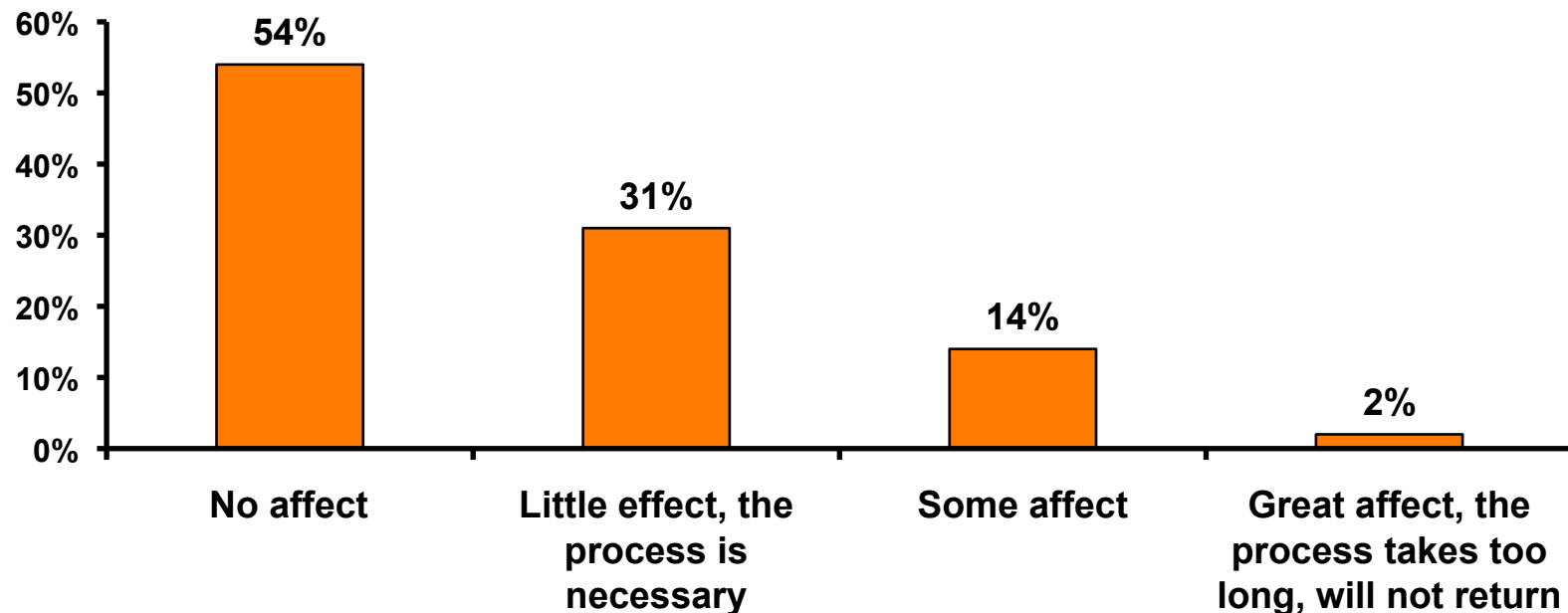
Concerns about travel outside of Japan - Overall



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	89%	84%	85%	93%	88%	80%	93%	93%	96%	83%	82%	73%
	Expense	52%	50%	50%	59%	35%	59%	64%	32%	58%	37%	40%	73%
	Terrorism	56%	42%	54%	66%	65%	43%	55%	43%	52%	46%	51%	55%
	Food	56%	44%	46%	48%	59%	59%	55%	39%	50%	46%	27%	36%
	Other	4%	4%	11%			2%	2%		4%	5%	11%	
	No concerns	4%	2%	4%			2%	5%			5%	4%	
	Do not know		4%				5%		4%		2%	4%	
	Spending money abroad when it should be spent at home	4%	2%				2%	2%			2%		
Total	Cases	27	200	54	29	17	44	42	28	48	41	55	11

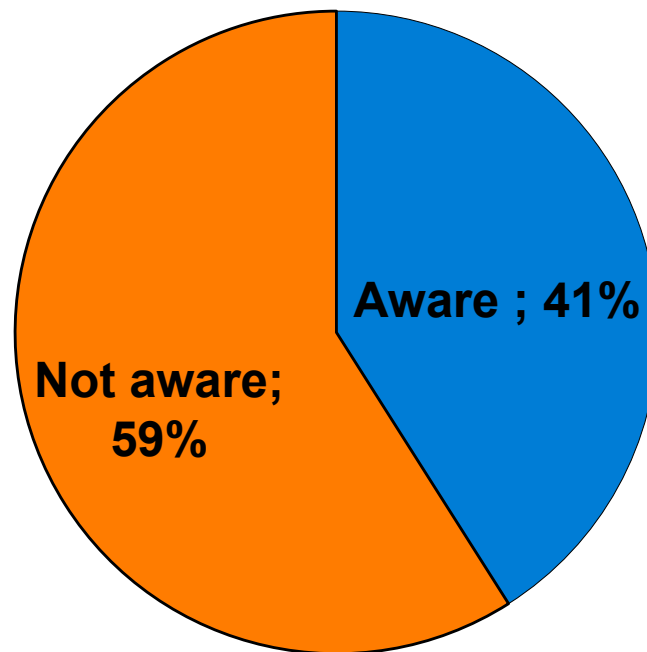
Security Screening/ Immigration Process at Guam International Airport



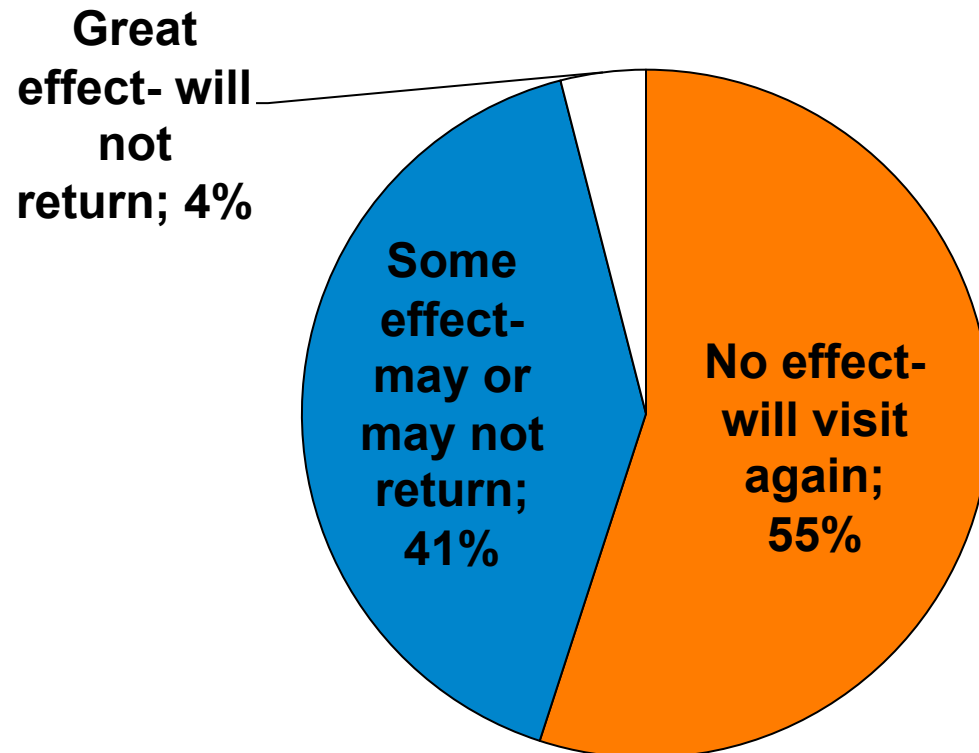
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.2** out of possible 7.0
- Agree (Score 6-7) – **10%**
- Neutral (Score 4-5) – **46%**
- Disagree (Score 1-3) – **44%**

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



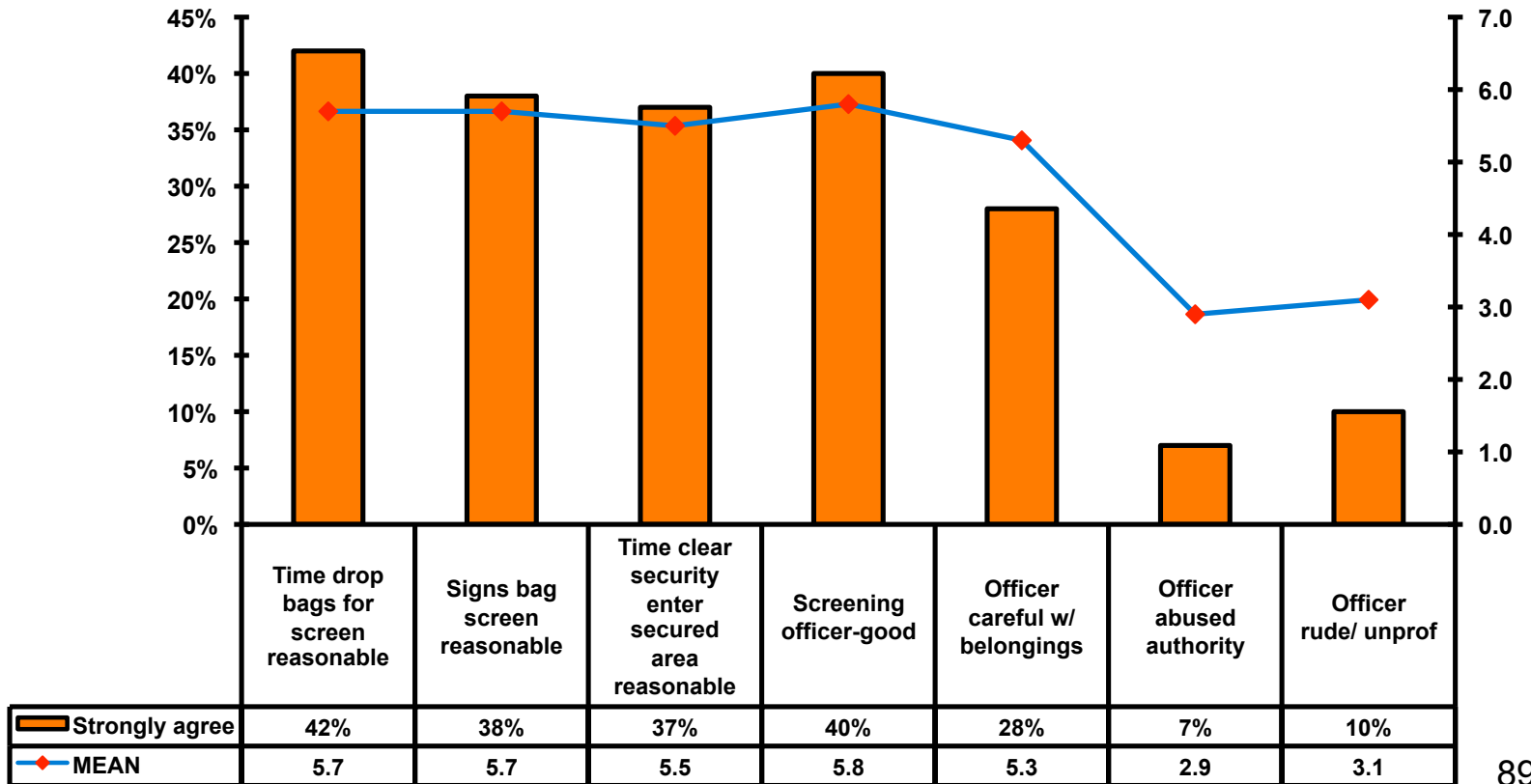
Effects of U.S. military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

