



GUAM VISITORS BUREAU Japan Visitor Tracker Exit Profile FY2014 DATA AGGREGATION



Prepared by: QMark Research

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Background & Methodology

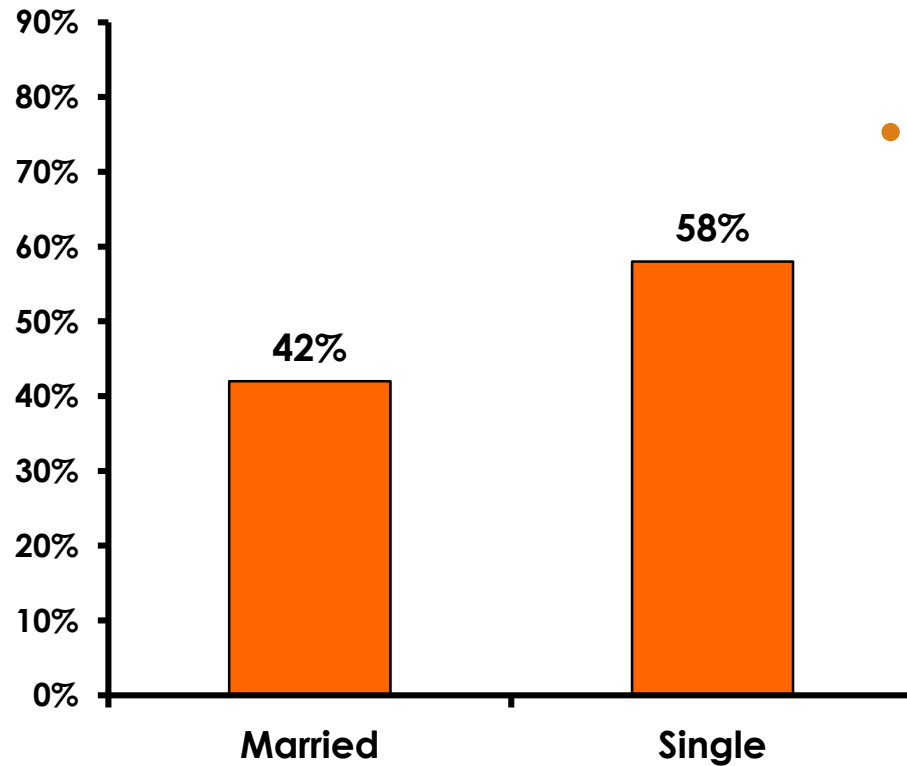
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **4208** departing 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 **4208** is +/- 1.51 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 +/- 1.51 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.

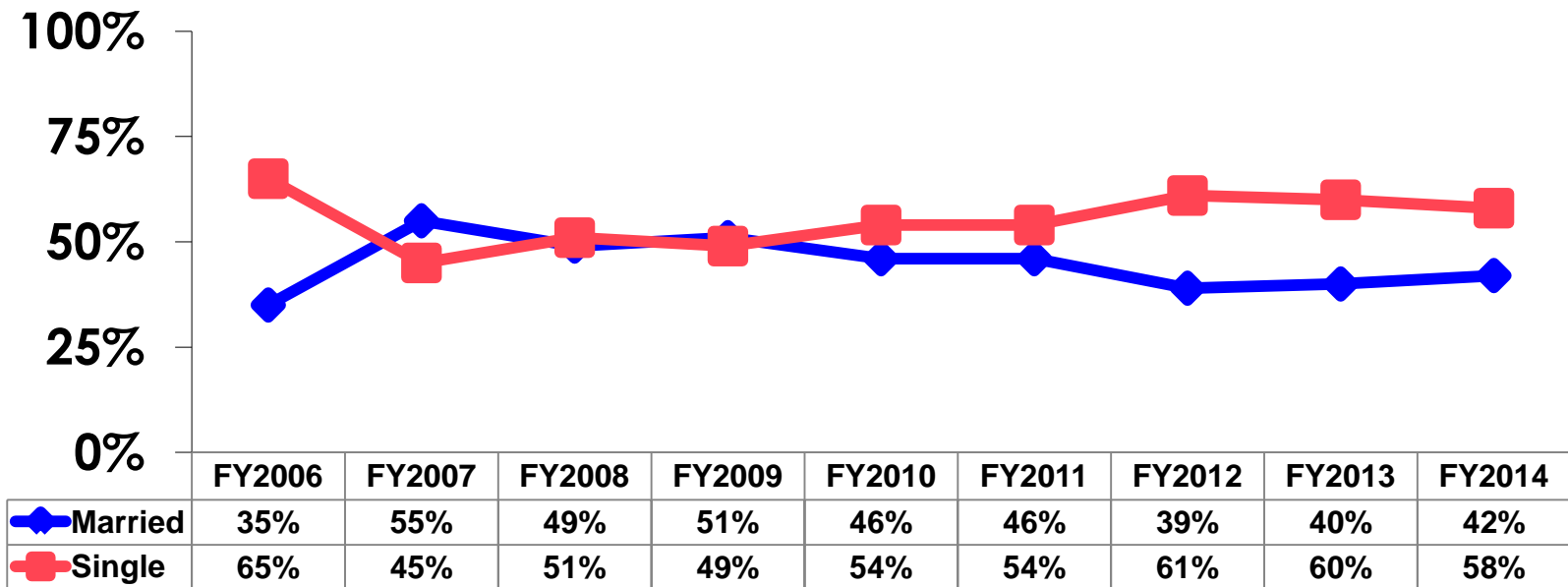
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

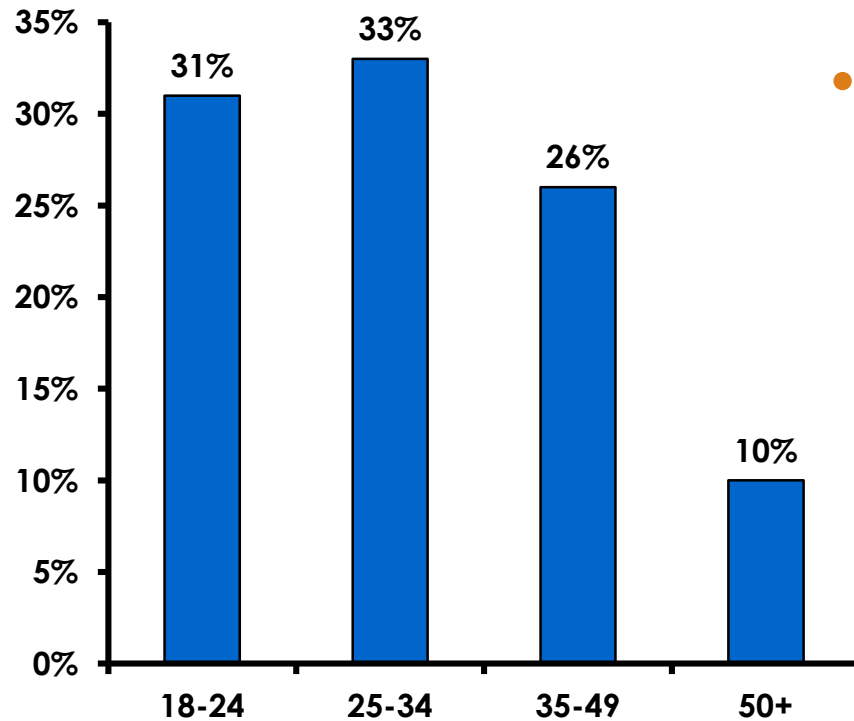


- 67% of first-time visitors are single.

MARITAL STATUS

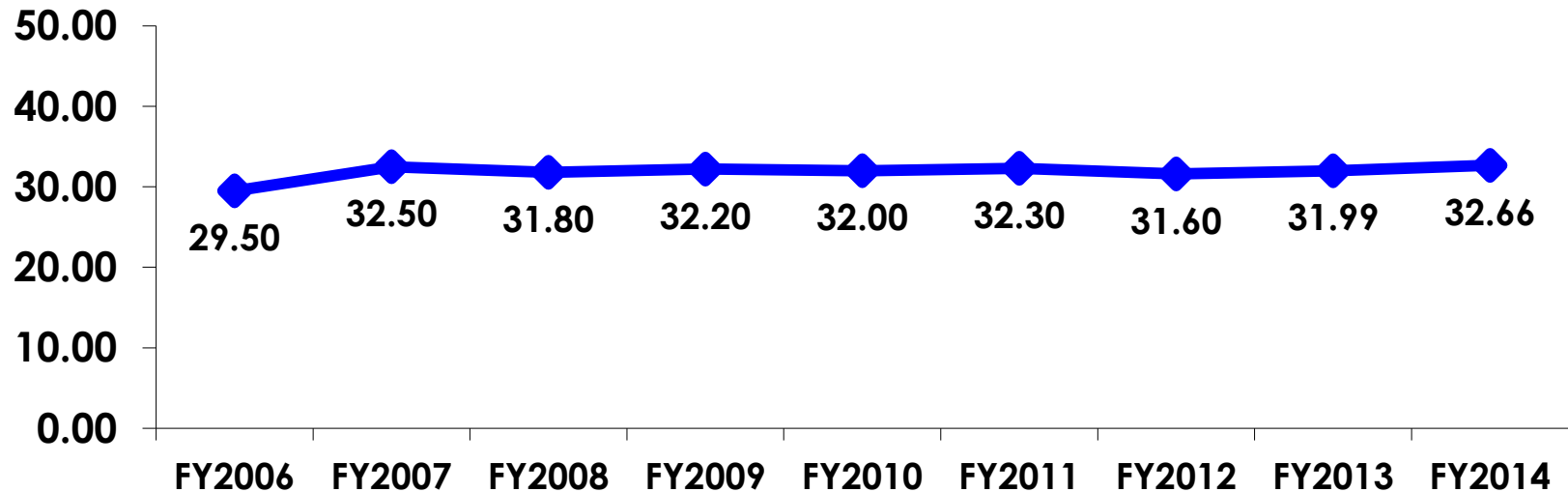


Age - Overall

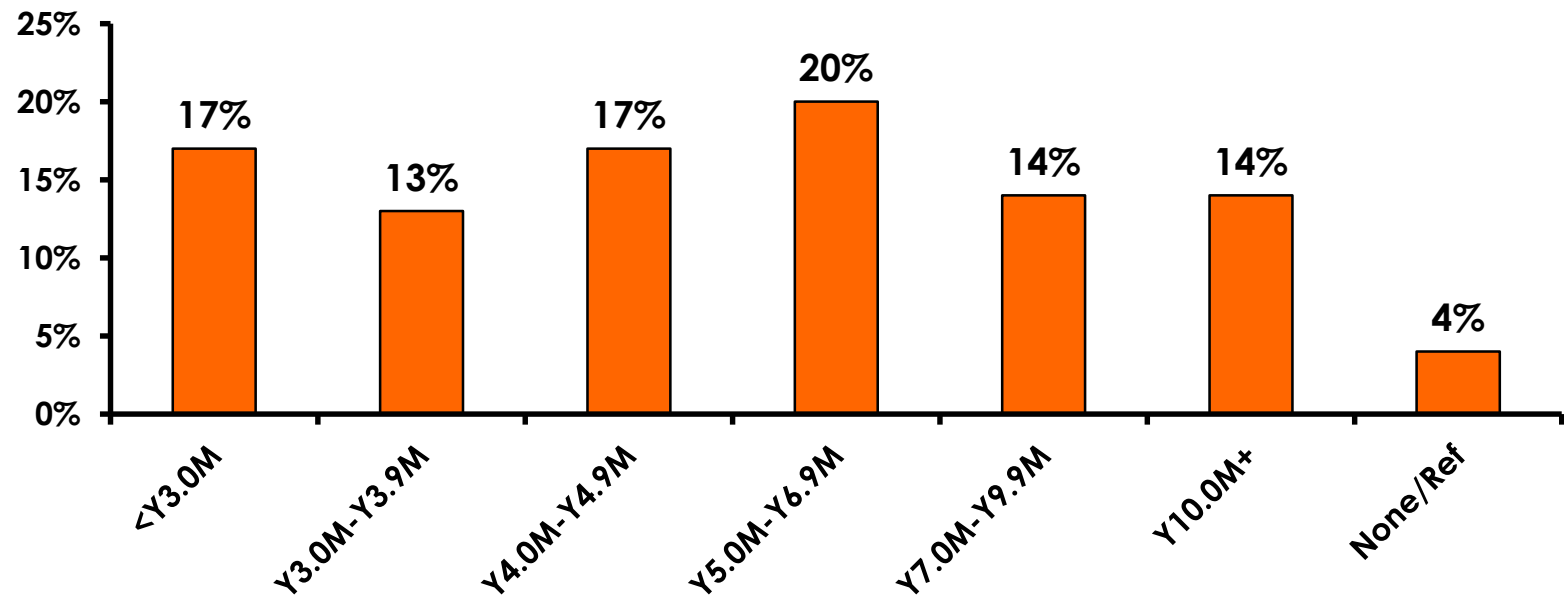


- The average age of the respondents is 32.66 years of age.

AVERAGE - AGE



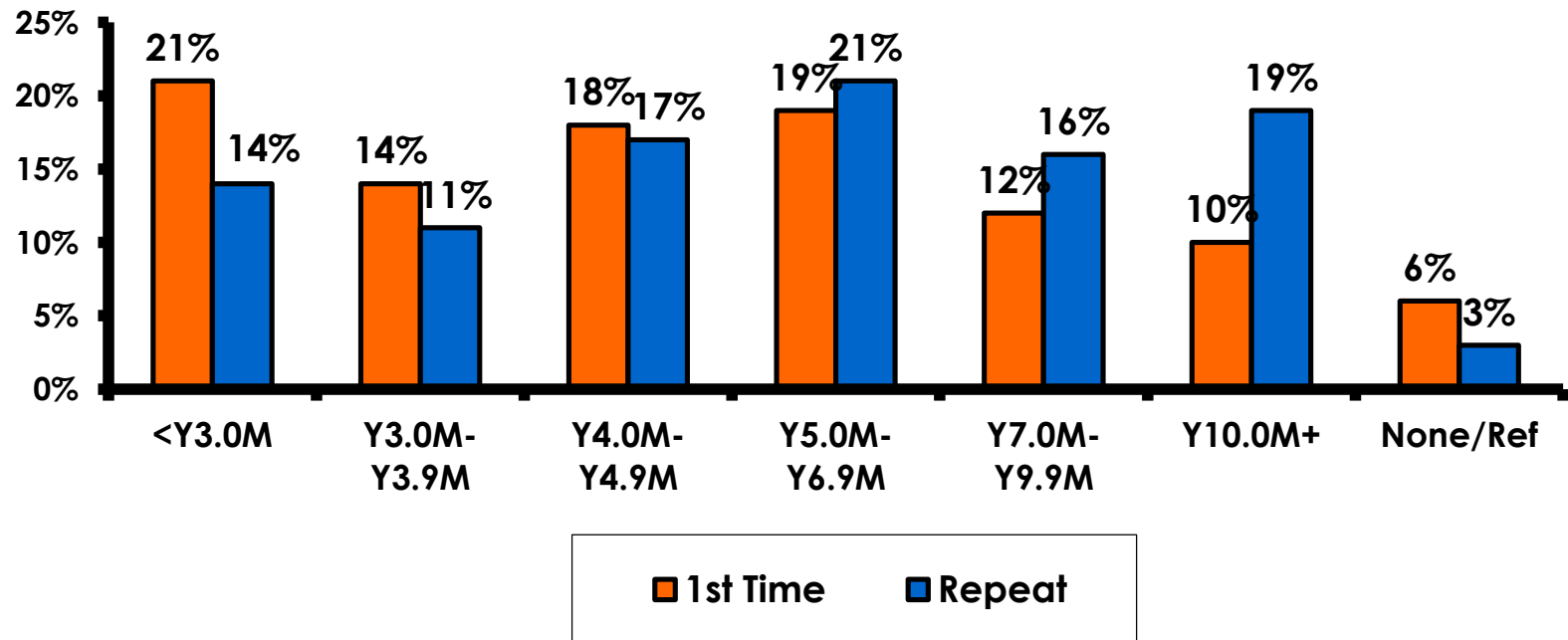
Personal Income



Personal Income

| | FY 2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|------------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|
| <¥3.0m | 21% | 14% | 15% | 16% | 16% | 18% | 19% | 19% | 17% |
| ¥3.0m- ¥3.9m | 16% | 14% | 14% | 14% | 15% | 14% | 13% | 14% | 13% |
| ¥4.0m- ¥4.9m | 12% | 12% | 14% | 14% | 14% | 15% | 14% | 15% | 17% |
| ¥5.0m- ¥6.9m | 17% | 19% | 19% | 18% | 19% | 20% | 20% | 20% | 20% |
| ¥7.0m- ¥9.9m | 13% | 16% | 18% | 16% | 14% | 17% | 15% | 15% | 14% |
| ¥10.0m+ | 17% | 21% | 18% | 18% | 18% | 14% | 16% | 15% | 14% |
| Refused/ None | 4% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 4% |

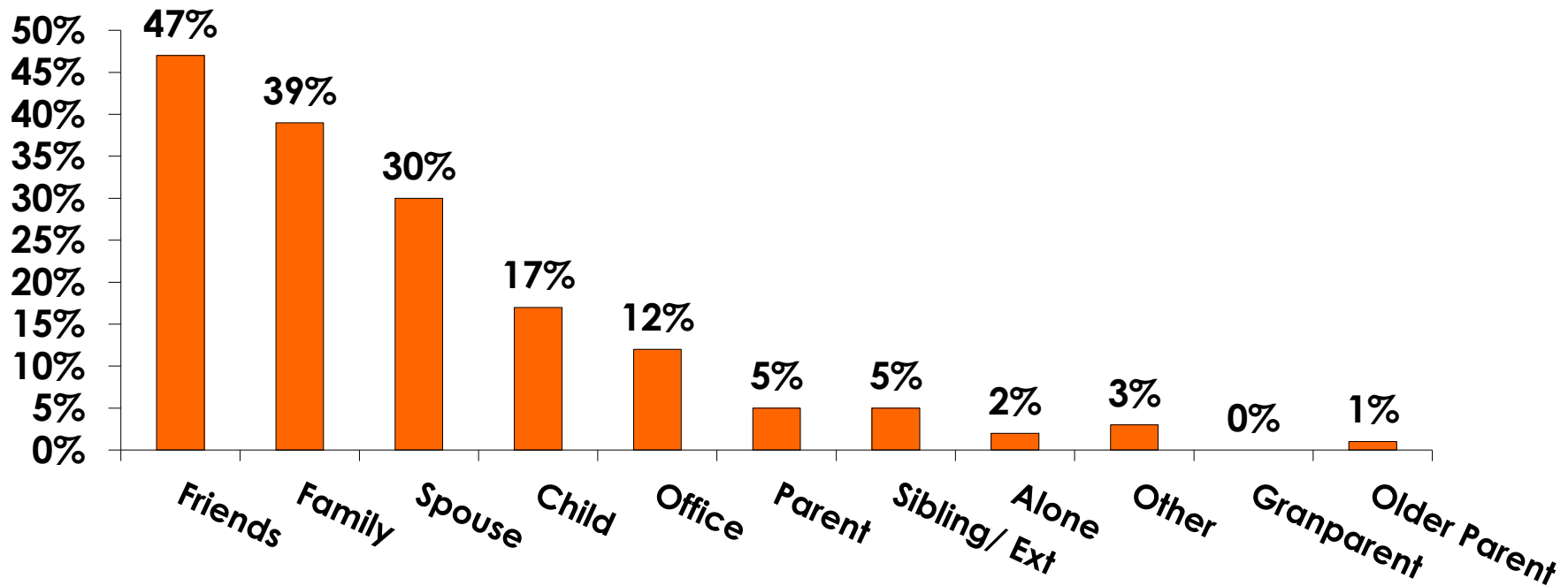
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

| | | | TOTAL | GENDER | | AGE | | | |
|-----|---------------|------------|-------|--------|--------|-------|-------|-------|-----|
| | | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| Q26 | <Y2.0 million | Count | 247 | 90 | 157 | 145 | 66 | 23 | 13 |
| | | Column N % | 6% | 4% | 8% | 13% | 5% | 2% | 3% |
| | Y2.0M-Y3.0M | Count | 427 | 133 | 294 | 172 | 185 | 42 | 28 |
| | | Column N % | 11% | 7% | 16% | 16% | 14% | 4% | 7% |
| | Y3.0M-Y4.0M | Count | 492 | 217 | 275 | 125 | 250 | 84 | 31 |
| | | Column N % | 13% | 11% | 15% | 12% | 19% | 8% | 7% |
| | Y4.0M-Y5.0M | Count | 671 | 352 | 319 | 138 | 292 | 179 | 59 |
| | | Column N % | 17% | 18% | 17% | 13% | 22% | 17% | 14% |
| | Y5.0M-Y7.0M | Count | 759 | 447 | 312 | 134 | 255 | 267 | 97 |
| | | Column N % | 20% | 22% | 17% | 12% | 20% | 26% | 23% |
| | Y7.0M-Y10.0M | Count | 539 | 366 | 172 | 98 | 133 | 215 | 90 |
| | | Column N % | 14% | 18% | 9% | 9% | 10% | 21% | 22% |
| | Y10.0M+ | Count | 554 | 324 | 230 | 130 | 110 | 216 | 95 |
| | | Column N % | 14% | 16% | 12% | 12% | 8% | 21% | 23% |
| | No Income | Count | 172 | 79 | 93 | 144 | 16 | 5 | 4 |
| | | Column N % | 4% | 4% | 5% | 13% | 1% | 0% | 1% |
| | Total | Count | 3861 | 2008 | 1852 | 1086 | 1307 | 1031 | 417 |

Travel Companions



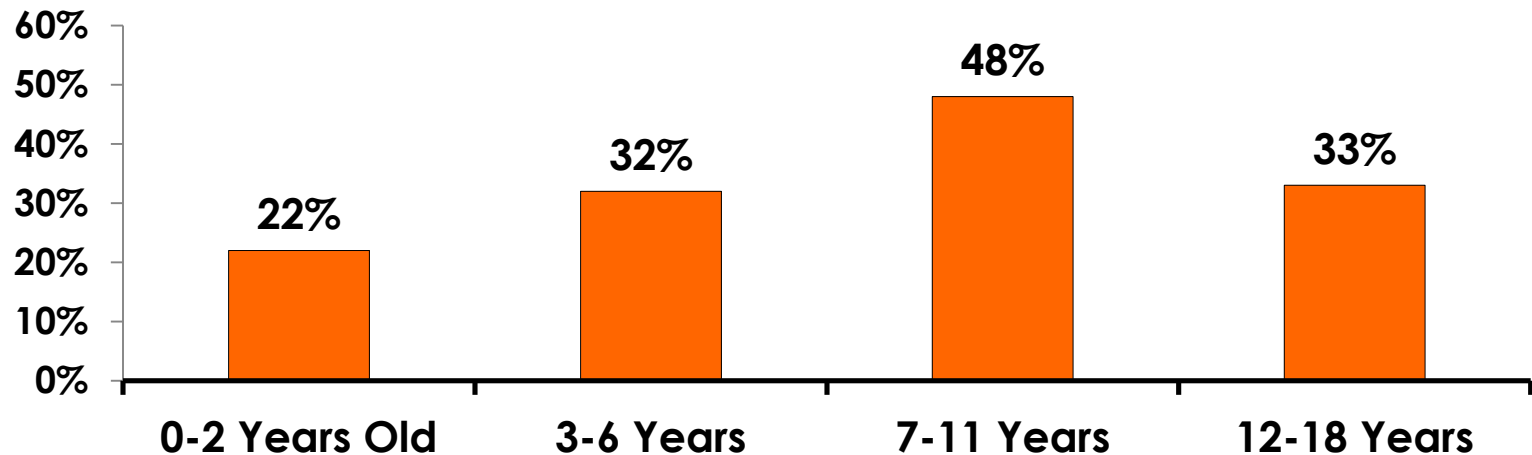
Travel Companions

| | FY 2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|---------------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|
| Friends | 53% | 35% | 39% | 40% | 46% | 49% | 53% | 53% | 47% |
| Family | 14% | 28% | 23% | 27% | 25% | 26% | 23% | 39% | 39% |
| Spouse | 18% | 25% | 28% | 25% | 20% | 18% | 16% | 31% | 30% |
| Child | 7% | 18% | 11% | 14% | 15% | 15% | 13% | 15% | 17% |
| Parent | NA | NA | NA | NA | NA | NA | NA | 6% | 5% |
| Office | 13% | 8% | 7% | 5% | 5% | 5% | 5% | 8% | 12% |
| Sibling/ Ext Fam | NA | NA | NA | NA | NA | NA | NA | 5% | 5% |
| Alone | 0% | 1% | 2% | 2% | 3% | 2% | 2% | 1% | 2% |
| Other | 3% | 3% | 2% | 2% | 1% | 0% | 1% | 1% | 3% |

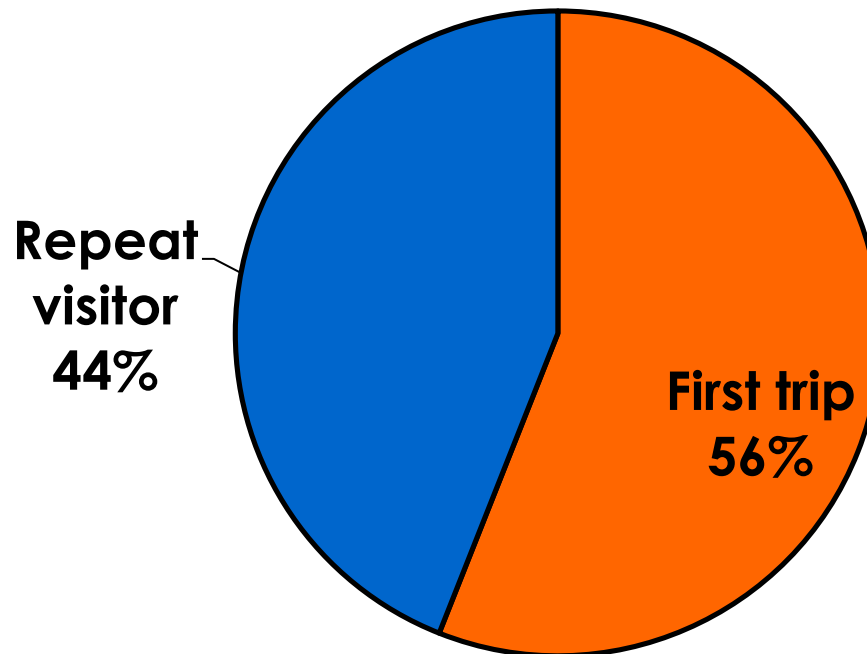
Number of Children Travel Party

N=696 total respondents traveling with children.

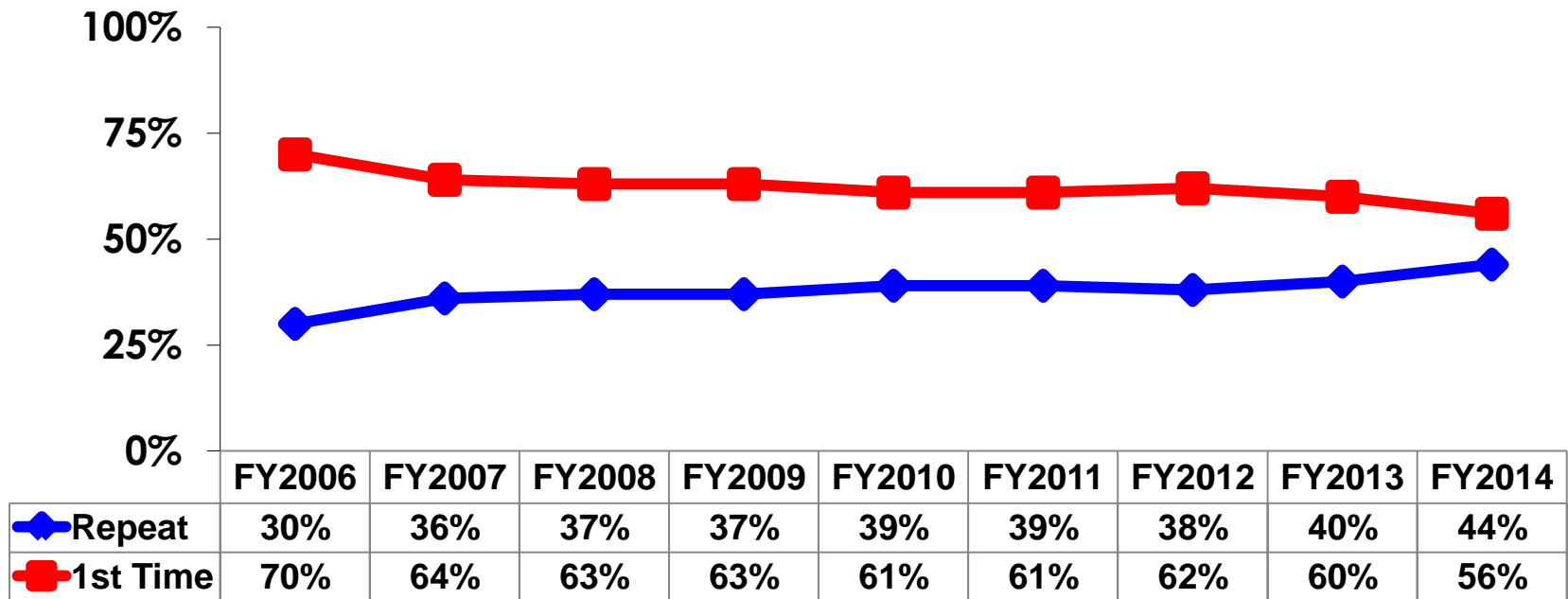
(Of those N=696 respondents, there is a total of 1,124 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



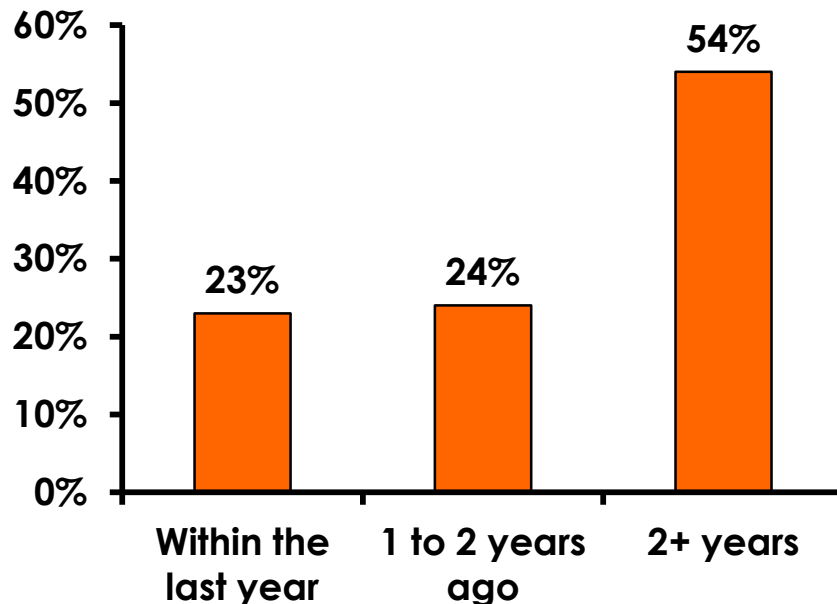
Trips to Guam by Age & Gender

| | | | TOTAL | TRIPS TO GUAM | | |
|--------|--------|------------|-------|---------------|--------|------|
| | | | - | 1st | Repeat | |
| GENDER | Male | Count | 2124 | 1126 | 995 | |
| | | Column N % | 50% | 48% | 54% | |
| | Female | Count | 2083 | 1216 | 863 | |
| | | Column N % | 50% | 52% | 46% | |
| | Total | Count | 4207 | 2342 | 1858 | |
| AGE | 18-24 | Count | 1293 | 974 | 318 | |
| | | Column N % | 31% | 42% | 17% | |
| | 25-34 | Count | 1371 | 798 | 570 | |
| | | Column N % | 33% | 34% | 31% | |
| | 35-49 | Count | 1078 | 396 | 679 | |
| | | Column N % | 26% | 17% | 37% | |
| | 50+ | Count | 431 | 151 | 280 | |
| | | Column N % | 10% | 7% | 15% | |
| | | Total | Count | 4173 | 2319 | 1847 |

- First-time visitors are younger than repeat visitors to Guam.

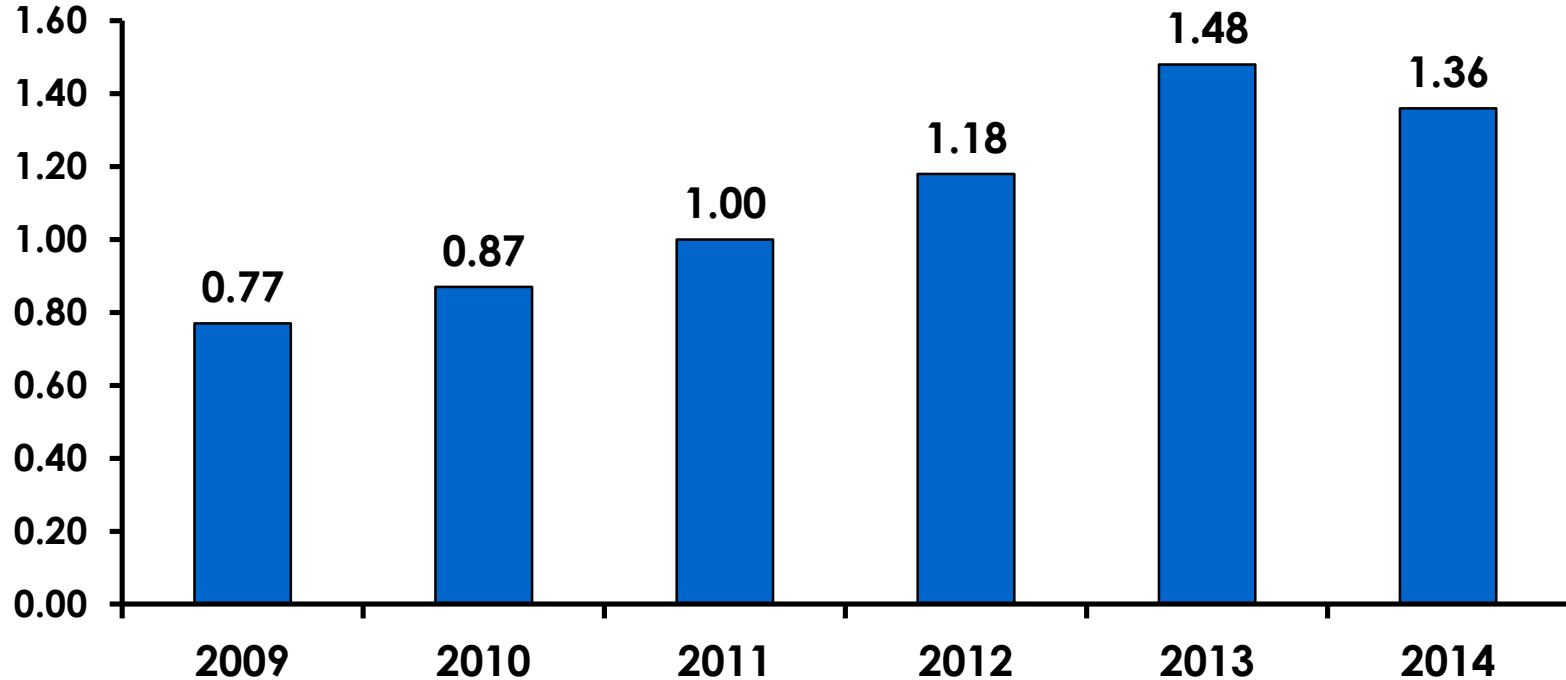
Repeat Visitors Last Trip

n = 1810



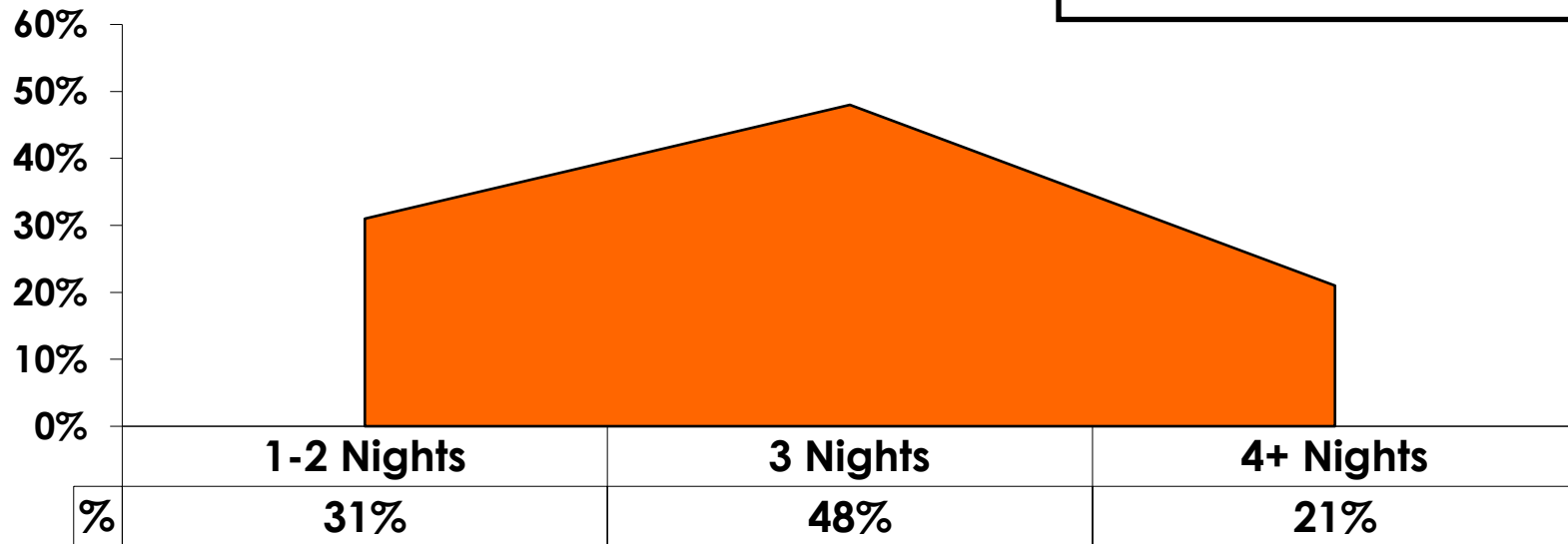
- The average repeat visitor has been to Guam 3.12 times.
- Less than half the repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2009-2014) (2 nights or more)

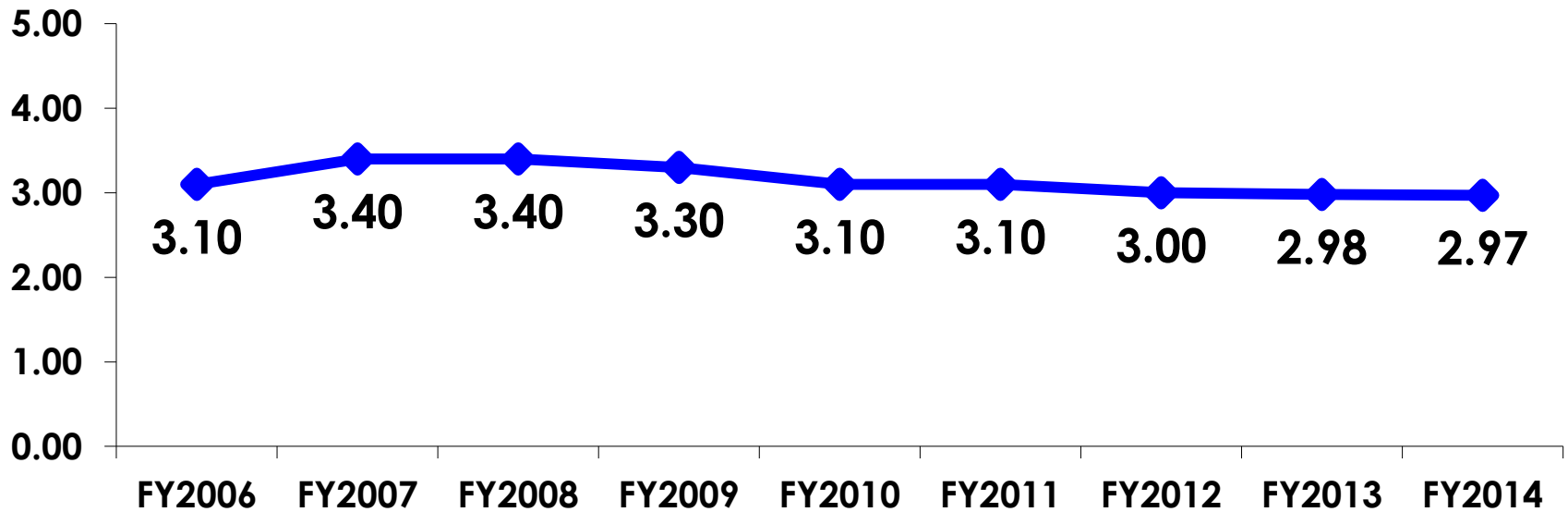


Length of Stay

Mean = 2.97 Days
Median = 3.0 Days



AVG LENGTH OF STAY

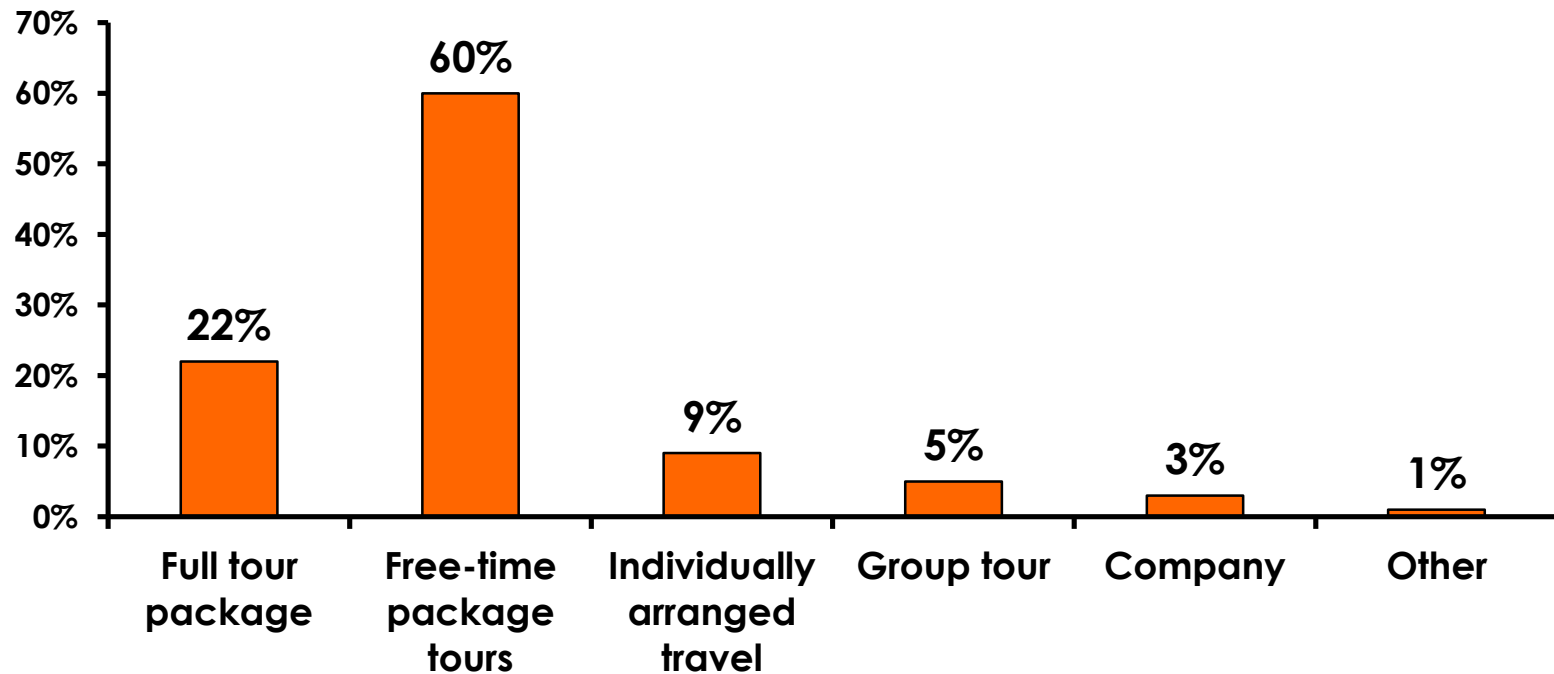


Occupation by Income

| | | TOTAL | Q26 | | | | | | | | |
|-----|-----------------------------|-------|---------------|-------------|-------------|-------------|-------------|--------------|---------|-----------|-----|
| | | - | <Y2.0 million | Y2.0M-Y3.0M | Y3.0M-Y4.0M | Y4.0M-Y5.0M | Y5.0M-Y7.0M | Y7.0M-Y10.0M | Y10.0M+ | No Income | |
| Q25 | Student | 18% | 37% | 9% | 8% | 9% | 11% | 12% | 16% | 81% | |
| | Office worker non-mgr | 17% | 13% | 27% | 28% | 14% | 16% | 15% | 13% | | |
| | Engineer | 15% | 7% | 15% | 17% | 18% | 19% | 17% | 10% | | |
| | Salesperson | 12% | 2% | 11% | 13% | 22% | 14% | 14% | 9% | 1% | |
| | Self-employed | 7% | 6% | 4% | 4% | 7% | 8% | 7% | 10% | 3% | |
| | Manager | 6% | | 1% | 2% | 4% | 6% | 12% | 14% | 1% | |
| | Homemaker | 5% | 4% | 3% | 3% | 6% | 7% | 6% | 7% | 5% | |
| | Professional/ Specialist | 3% | 2% | 3% | 5% | 4% | 2% | 2% | 6% | | |
| | Skilled worker | 3% | 3% | 4% | 5% | 3% | 4% | 2% | 2% | | |
| | Other | 3% | 5% | 5% | 3% | 4% | 2% | 2% | 2% | 1% | |
| | Freeter | 2% | 11% | 3% | 2% | 2% | 2% | 1% | 1% | | |
| | Govt- office worker non-mgr | 2% | 1% | 5% | 3% | 3% | 2% | 1% | 1% | | |
| | Teacher | 2% | 3% | 6% | 1% | 2% | 1% | 1% | 2% | | |
| | Executive (30+ employees) | 2% | 0% | 1% | 1% | 1% | 1% | 3% | 6% | | |
| | Unemployed | 1% | 3% | 2% | 2% | 0% | 1% | 1% | 0% | 8% | |
| | Govt- Manager | 1% | | | | 1% | 2% | 2% | 1% | | |
| | Retired | 1% | 0% | 1% | 1% | 0% | 1% | 1% | | | |
| | Free-lancer | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | |
| | Govt- Executive | 0% | 0% | | 0% | 0% | 0% | | 0% | | |
| | Total | Count | 4133 | 244 | 426 | 492 | 668 | 759 | 538 | 554 | 172 |

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall



Travel Planning

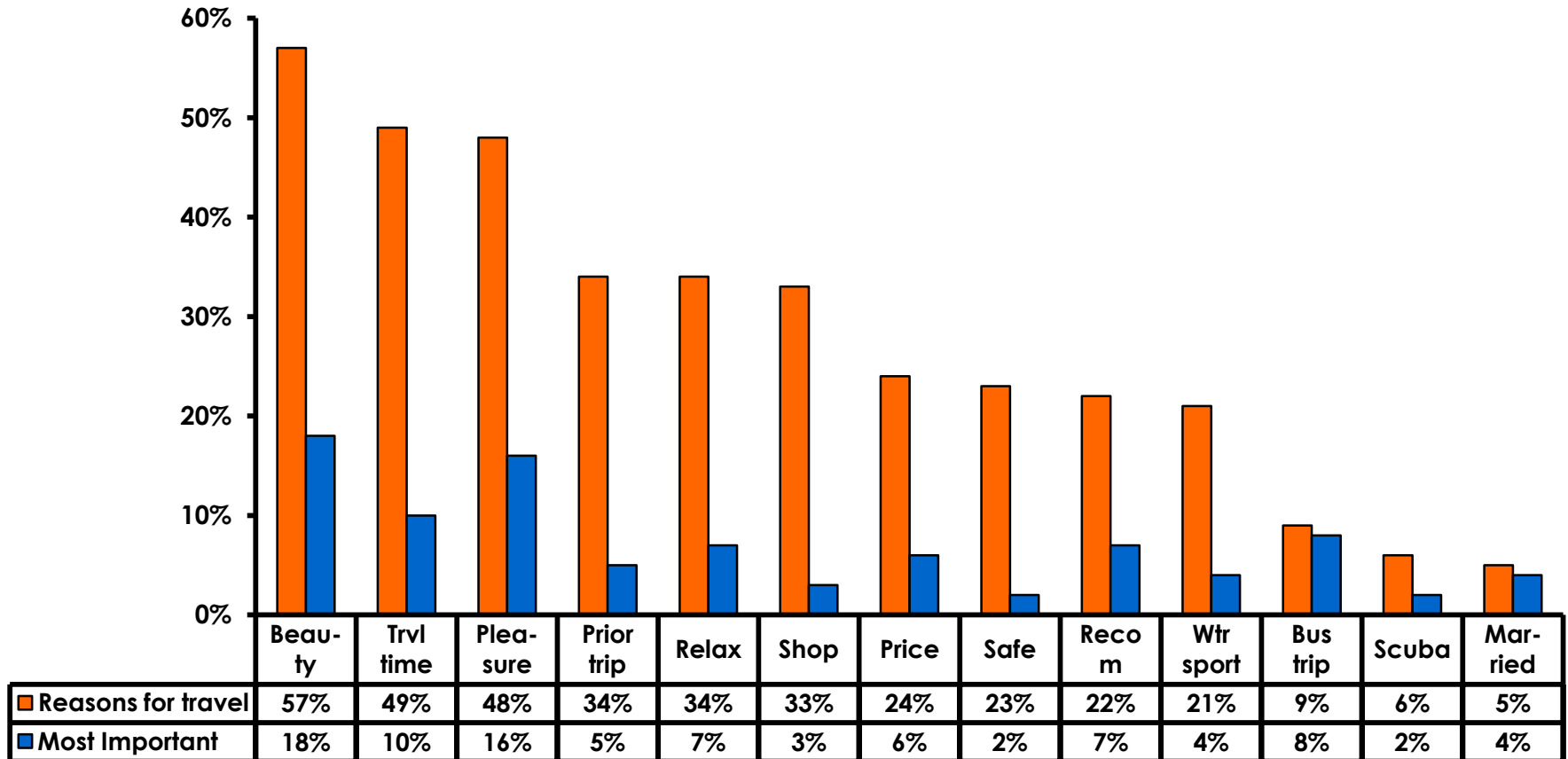
| | FY 2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|---------------------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|
| Full-pkg tour | 19% | 23% | 25% | 25% | 20% | 23% | 22% | 25% | 22% |
| Free-time pkg tour | 69% | 64% | 64% | 65% | 66% | 68% | 69% | 62% | 60% |
| FIT | 3% | 7% | 7% | 6% | 10% | 6% | 5% | 7% | 9% |
| Group tour | 8% | 6% | 4% | 3% | 3% | 3% | 3% | 3% | 5% |
| Com-pany | NA | NA | NA | NA | NA | 1% | 1% | 2% | 3% |
| Other | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 1% | 1% |

Accommodation by Income

Average length of stay: 2.97 days

| | | TOTAL | Q26 | | | | | | | | |
|----|-----------------------------|-------|---------------|-------------|-------------|-------------|-------------|--------------|---------|-----------|-----|
| | | - | <Y2.0 million | Y2.0M-Y3.0M | Y3.0M-Y4.0M | Y4.0M-Y5.0M | Y5.0M-Y7.0M | Y7.0M-Y10.0M | Y10.0M+ | No Income | |
| Q9 | Guam Plaza Hotel | 18% | 19% | 26% | 19% | 19% | 18% | 17% | 13% | 19% | |
| | Guam Reef & Olive Spa | 10% | 8% | 14% | 9% | 11% | 8% | 10% | 9% | 6% | |
| | Outrigger Guam Resort | 8% | 5% | 7% | 9% | 8% | 10% | 9% | 10% | 1% | |
| | Grand Plaza Hotel | 6% | 10% | 8% | 6% | 7% | 5% | 3% | 6% | 12% | |
| | Onward Beach Resort | 6% | 5% | 3% | 7% | 4% | 8% | 9% | 6% | 3% | |
| | Hotel Nikko Guam | 5% | 2% | 3% | 4% | 7% | 5% | 8% | 7% | 3% | |
| | Fiesta Resort Guam | 5% | 3% | 5% | 7% | 4% | 5% | 6% | 4% | 3% | |
| | PIC Club | 5% | 6% | 3% | 4% | 5% | 5% | 5% | 7% | 8% | |
| | Pacific Bay Hotel | 5% | 8% | 5% | 4% | 4% | 5% | 3% | 5% | 6% | |
| | Holiday Resort Guam | 4% | 3% | 3% | 4% | 5% | 5% | 4% | 3% | 6% | |
| | Westin Resort Guam | 4% | 2% | 4% | 5% | 4% | 3% | 4% | 5% | 2% | |
| | Hilton Guam Resort | 4% | 5% | 2% | 3% | 4% | 3% | 4% | 4% | 1% | |
| | Royal Orchid Guam | 3% | 2% | 4% | 3% | 4% | 3% | 2% | 2% | 3% | |
| | Hyatt Regency Guam | 3% | 2% | 1% | 2% | 3% | 3% | 2% | 4% | 1% | |
| | Leo Palace Resort | 2% | 2% | 3% | 2% | 1% | 3% | 3% | 3% | 3% | |
| | Oceanview Hotel | 2% | 4% | 2% | 1% | 2% | 2% | 3% | 1% | 6% | |
| | Sheraton Laguna Guam | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | | |
| | Bayview Hotel | 2% | 3% | 2% | 2% | 1% | 2% | 1% | 1% | 6% | |
| | Other | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 3% | |
| | Hotel Santa Fe | 1% | 4% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | |
| | Guam Marriott Resort | 1% | | | 1% | 1% | 2% | 1% | 2% | 1% | |
| | Ramada Suites Guam | 1% | | 0% | 1% | 1% | 1% | 1% | 1% | 2% | |
| | Verona Resort & Spa | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 1% | |
| | Condo | 1% | 1% | 0% | 1% | | 0% | 0% | 1% | 1% | |
| | Tumon Bay Capital Hotel | 0% | 0% | 1% | 0% | 0% | 1% | | 0% | 1% | |
| | Home stay/ friend/ relative | 0% | 0% | | 0% | 0% | 0% | | 0% | | |
| | Apartment | 0% | | | 0% | | | | | | |
| | Guam Aurora Resort | 0% | | 0% | | | | 0% | | | |
| | Days Inn (Tamuning) | 0% | | | | 0% | | | | | |
| | Total | Count | 4199 | 246 | 426 | 491 | 669 | 758 | 538 | 554 | 172 |

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Pleasure and
- Short travel time

are the primary reasons for visiting during this period.

Most Important- Top 3

| | FY 2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Natural Beauty | 16% | 15% | 16% | 16% | 17% | 18% | 17% | 18% | 18% |
| Pleasure | 16% | 14% | 12% | 12% | 14% | 18% | 18% | 16% | 16% |
| Relax | 10% | Not top 3 | Not top 3 | Not Top 3 | 11% | 9% | Not top 3 | Not top 3 | Not top 3 |
| Short Travel Time | Not Top 3 | 13% | 10% | Not Top 3 | Not Top 3 | 9% | Not top 3 | 10% | 10% |
| Price | Not Top 3 | Not Top 3 | 10% | 14% | 11% | Not top 3 | 10% | Not top 3 | Not top 3 |

Motivation by Age & Gender

| | | TOTAL | AGE | | | | GENDER | | |
|-----|---------------------------------|-------|-------|-------|-------|------|--------|--------|------|
| | | - | 18-24 | 25-34 | 35-49 | 50+ | Male | Female | |
| Q5A | Natural beauty | 57% | 62% | 57% | 56% | 47% | 52% | 63% | |
| | Short travel time | 49% | 41% | 50% | 58% | 50% | 49% | 49% | |
| | Pleasure | 48% | 54% | 48% | 45% | 39% | 42% | 55% | |
| | Previous trip | 34% | 18% | 31% | 51% | 48% | 36% | 32% | |
| | Relax | 34% | 30% | 35% | 37% | 34% | 31% | 37% | |
| | Shopping | 33% | 36% | 36% | 28% | 27% | 24% | 42% | |
| | Price | 24% | 26% | 22% | 24% | 21% | 22% | 26% | |
| | Safe | 23% | 18% | 21% | 26% | 30% | 24% | 22% | |
| | Recomm- friend/family/trvl agnt | 22% | 34% | 20% | 11% | 16% | 18% | 25% | |
| | Water sports | 21% | 25% | 22% | 18% | 16% | 19% | 23% | |
| | Company/ Business Trip | 9% | 8% | 10% | 11% | 8% | 9% | 9% | |
| | Scuba | 6% | 6% | 7% | 4% | 4% | 6% | 6% | |
| | Married/ Attn wedding | 5% | 2% | 8% | 4% | 6% | 6% | 3% | |
| | Other | 4% | 6% | 2% | 4% | 4% | 4% | 4% | |
| | Honeymoon | 4% | 2% | 7% | 3% | 1% | 6% | 1% | |
| | Golf | 3% | 0% | 1% | 4% | 16% | 6% | 1% | |
| | Visit friends/ Relatives | 2% | 3% | 1% | 2% | 3% | 2% | 2% | |
| | Organized sports | 1% | 2% | 1% | 1% | 2% | 2% | 1% | |
| | Company Sponsored | 1% | 1% | 1% | 1% | 2% | 1% | 1% | |
| | Career Cert/ Testing | 0% | 0% | 0% | | 0% | 0% | 0% | |
| | Convention/ Trade/ Conference | 0% | | 0% | | | | 0% | |
| | Total | Count | 4198 | 1287 | 1369 | 1076 | 431 | 2120 | 2077 |

Motivation by Income

| | | TOTAL | Q26 | | | | | | | | |
|-----|---------------------------------|-------|---------------|-------------|-------------|-------------|-------------|--------------|---------|-----------|-----|
| | | - | <Y2.0 million | Y2.0M-Y3.0M | Y3.0M-Y4.0M | Y4.0M-Y5.0M | Y5.0M-Y7.0M | Y7.0M-Y10.0M | Y10.0M+ | No Income | |
| Q5A | Natural beauty | 57% | 53% | 58% | 57% | 53% | 56% | 59% | 60% | 62% | |
| | Short travel time | 49% | 38% | 46% | 48% | 45% | 54% | 56% | 59% | 37% | |
| | Pleasure | 48% | 45% | 52% | 46% | 45% | 49% | 49% | 49% | 52% | |
| | Previous trip | 34% | 23% | 27% | 32% | 33% | 37% | 41% | 50% | 22% | |
| | Relax | 34% | 33% | 36% | 28% | 34% | 34% | 36% | 38% | 27% | |
| | Shopping | 33% | 32% | 39% | 32% | 32% | 30% | 33% | 34% | 36% | |
| | Price | 24% | 21% | 22% | 22% | 24% | 25% | 29% | 20% | 30% | |
| | Safe | 23% | 19% | 21% | 18% | 24% | 24% | 29% | 24% | 25% | |
| | Recomm- friend/family/trvl agnt | 22% | 30% | 24% | 23% | 22% | 18% | 17% | 17% | 33% | |
| | Water sports | 21% | 18% | 26% | 24% | 19% | 20% | 20% | 21% | 26% | |
| | Company/ Business Trip | 9% | 8% | 15% | 10% | 11% | 11% | 6% | 7% | 5% | |
| | Scuba | 6% | 6% | 6% | 5% | 7% | 5% | 6% | 6% | 9% | |
| | Married/ Attn wedding | 5% | 4% | 4% | 6% | 7% | 6% | 4% | 3% | 1% | |
| | Other | 4% | 5% | 4% | 3% | 2% | 5% | 4% | 3% | 8% | |
| | Honeymoon | 4% | 2% | 3% | 6% | 5% | 6% | 3% | 1% | 2% | |
| | Golf | 3% | 2% | 1% | 2% | 2% | 4% | 6% | 7% | 1% | |
| | Visit friends/ Relatives | 2% | 4% | 2% | 3% | 1% | 1% | 2% | 1% | 5% | |
| | Organized sports | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | |
| | Company Sponsored | 1% | 0% | 1% | 1% | 2% | 1% | 1% | 1% | | |
| | Career Cert/ Testing | 0% | | | 0% | 0% | 0% | | 0% | 1% | |
| | Convention/ Trade/ Conference | 0% | | | | | 0% | | | | |
| | Total | Count | 4198 | 246 | 427 | 490 | 668 | 758 | 537 | 554 | 171 |

SECTION 3 **EXPENDITURES**

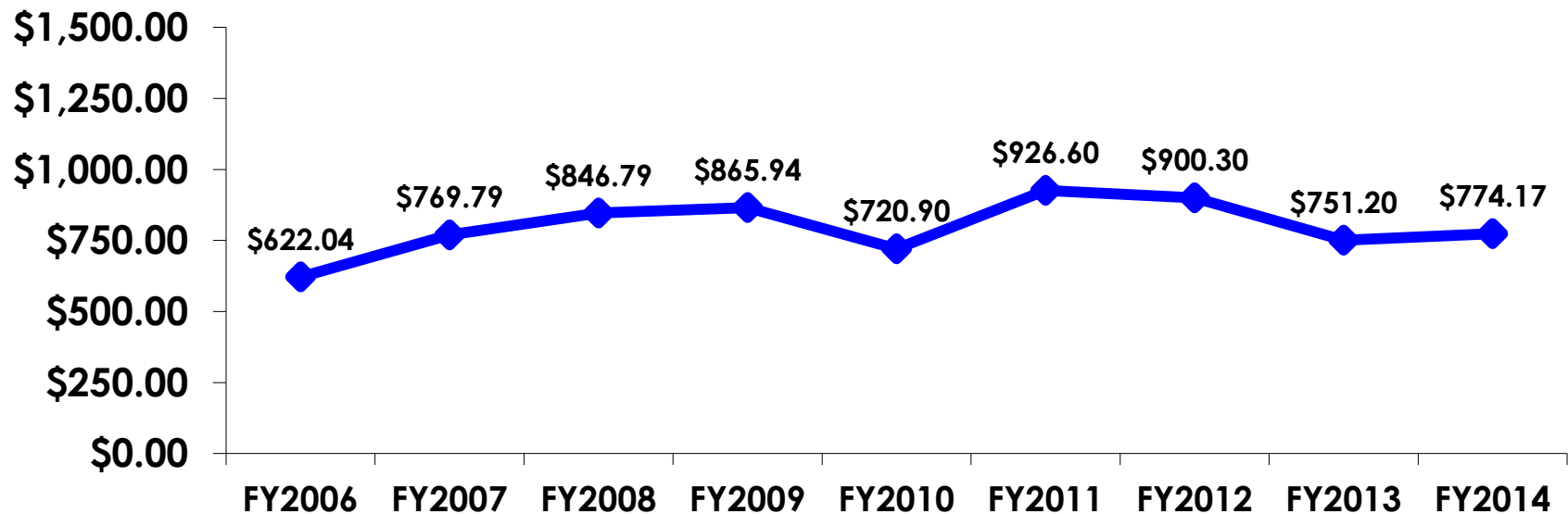
Prepaid Expenditures

¥Varies/US\$1

- \$1,546.41 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$39,162 = maximum (highest amount recorded for the entire sample)
- \$774.17 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



Breakdown of Prepaid Expenditures

¥Varies=\$1

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

| | MEAN \$ |
|---|-------------------|
| Air & Accommodation package only | \$1,442.20 |
| Air & Accommodation w/ daily meal package | \$2,779.61 |
| Air only | \$1,330.39 |
| Accommodation only | \$684.83 |
| Accommodation w/ daily meal only | \$1,207.25 |
| Food & Beverages in Hotel | \$141.44 |
| Ground transportation – Japan | \$88.70 |
| Ground transportation – Guam | \$116.66 |
| Optional tours/ activities | \$303.01 |
| Other expenses | \$537.87 |
| Total Prepaid | \$1,546.41 |

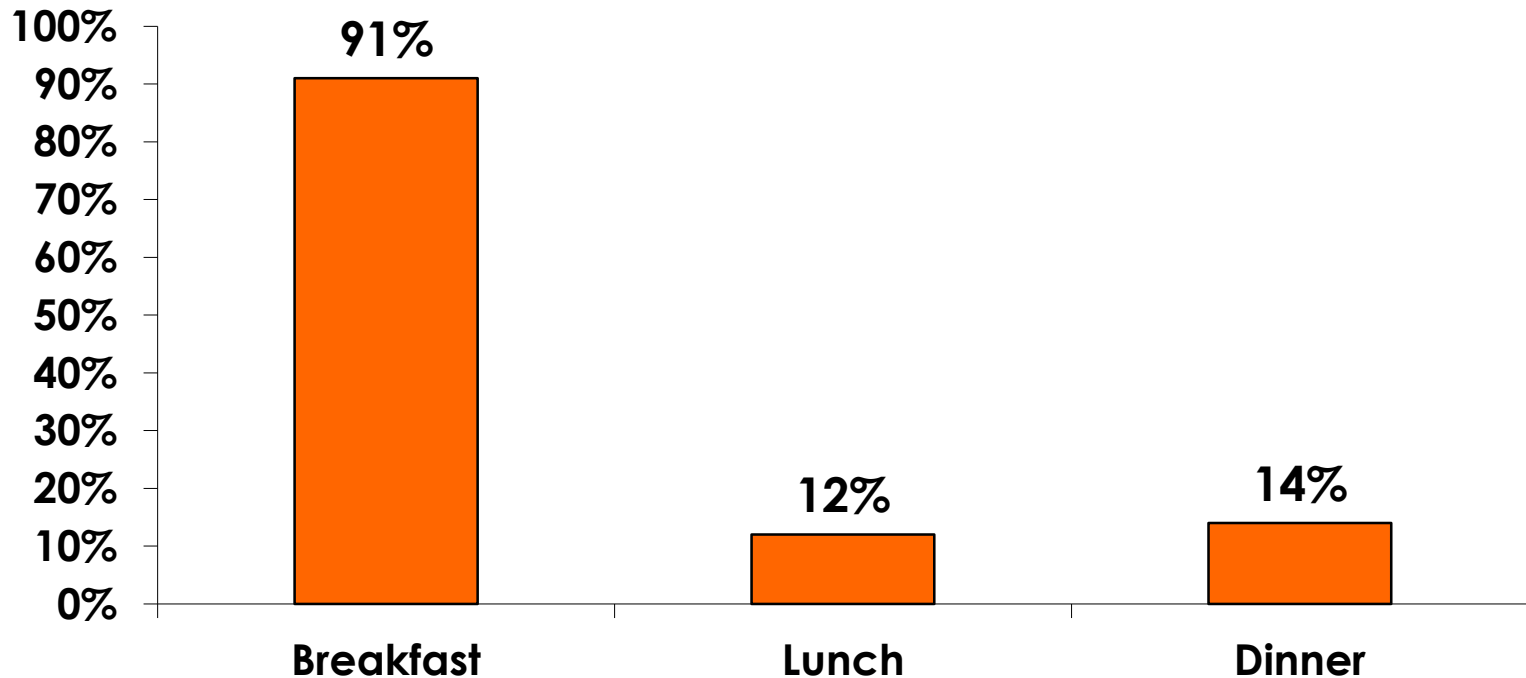
Breakdown of Prepaid Expenditures

| | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|---|----------------|----------------|----------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Air & Accommodation package only | \$1,550 | \$1,589 | \$1,696 | \$1,402.50 | \$1,767.00 | \$1,681.20 | \$1,369.90 | \$1,442.20 |
| Air & Accommodation w/ daily meal package | \$2,536 | \$3,404 | \$3,006 | \$3,199.80 | \$3,555.90 | \$3,546.00 | \$2,276.72 | \$2,779.61 |
| Air only | \$1,129 | \$924 | \$937 | \$952.90 | \$1,359.60 | \$1,836.40 | \$1,454.43 | \$1,330.39 |
| Accommodation only | \$532 | \$520 | \$748 | \$524.30 | \$748.30 | \$1,136.90 | \$843.15 | \$684.83 |
| Accommodation w/ daily meal only | \$934 | \$887 | \$595 | \$944.70 | \$1,040.70 | \$838.10 | \$1,596.78 | \$1,207.25 |
| Food & Beverages in Hotel | \$103 | \$394 | \$232 | \$168.50 | \$209.90 | \$194.20 | \$116.71 | \$141.44 |
| Ground transportation – Japan | \$110 | \$121 | \$100 | \$95.30 | \$129.70 | \$156.70 | \$68.87 | \$88.70 |
| Ground transportation – Guam | \$62 | \$88 | \$93 | \$93.90 | \$58.60 | \$100.80 | \$75.43 | \$116.66 |
| Optional tours/ activities | \$274 | \$255 | \$316 | \$289.50 | \$298.60 | \$302.40 | \$273.09 | \$303.01 |
| Other expenses | \$417 | \$726 | \$834 | \$530.00 | \$512.40 | \$420.20 | \$609.30 | \$537.87 |
| Total Prepaid | \$1,728 | \$1,816 | \$1,925 | \$1,513.90 | \$1,993.70 | \$1,820.20 | \$1,492.88 | \$1,546.41 |

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=518

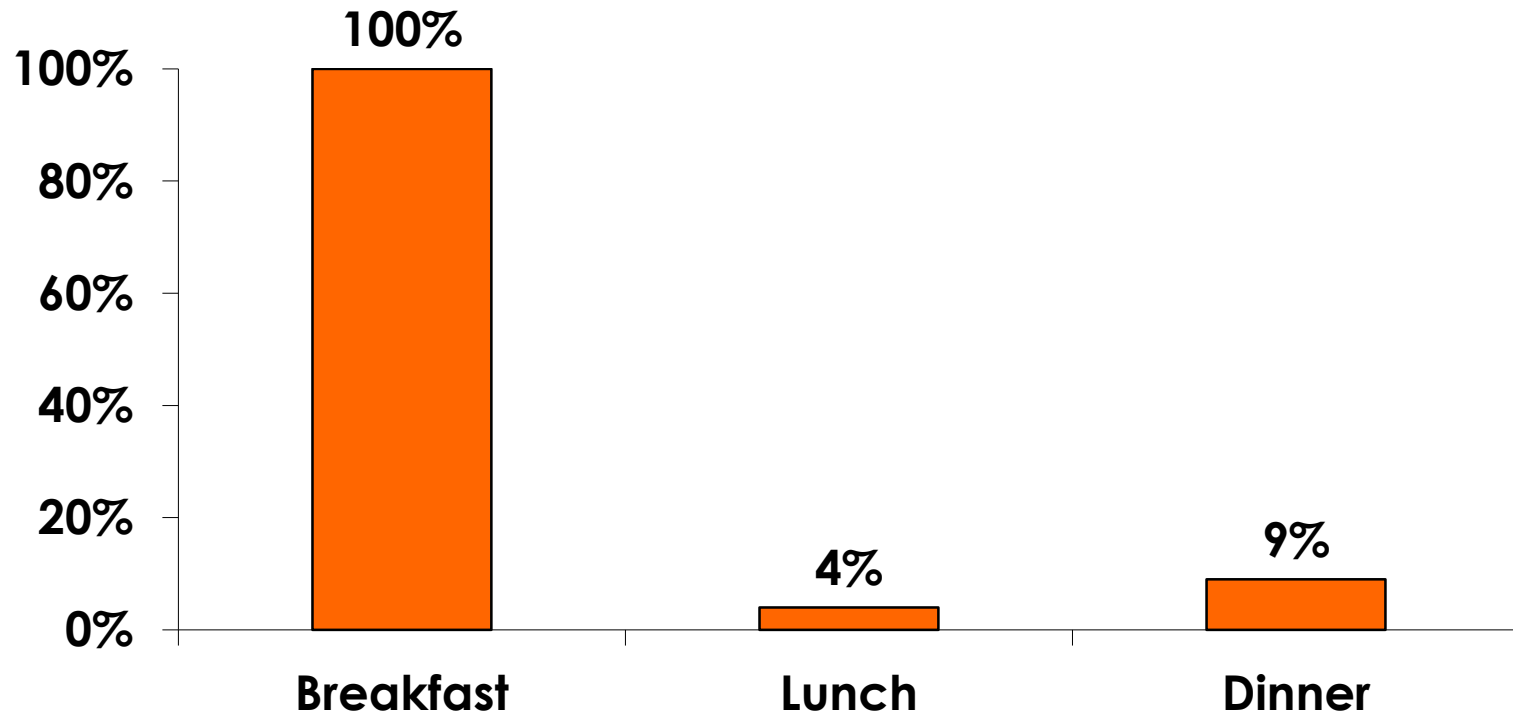


Mean=\$2,779.61 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

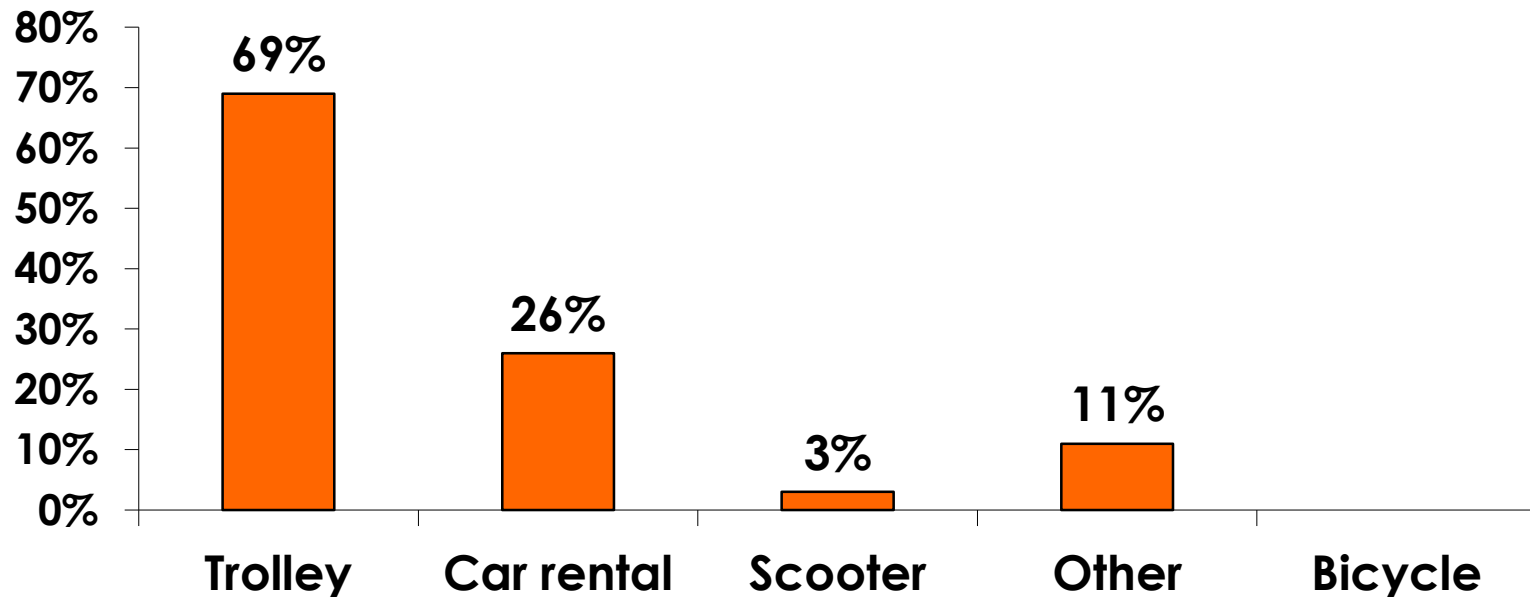
n=23



Mean=\$1,207.25 per travel party

PREPAID GROUND TRANSPORTATION

n=159



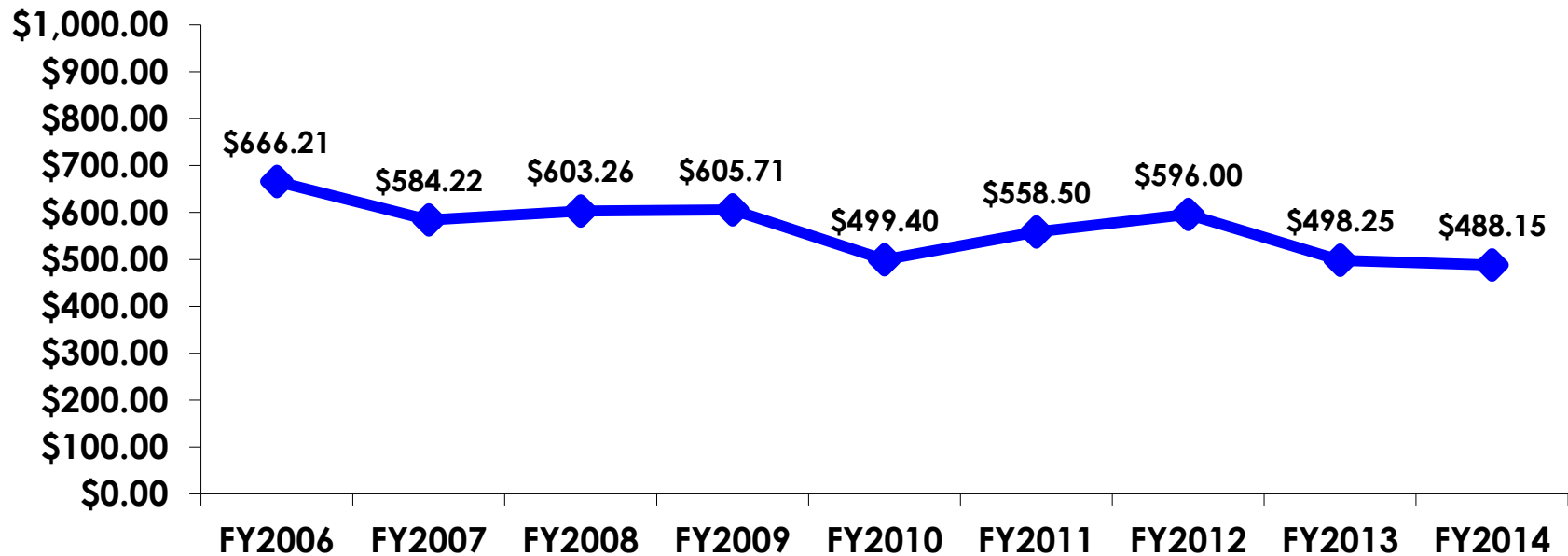
Mean=\$116.66 per travel party

On-Island Expenditures

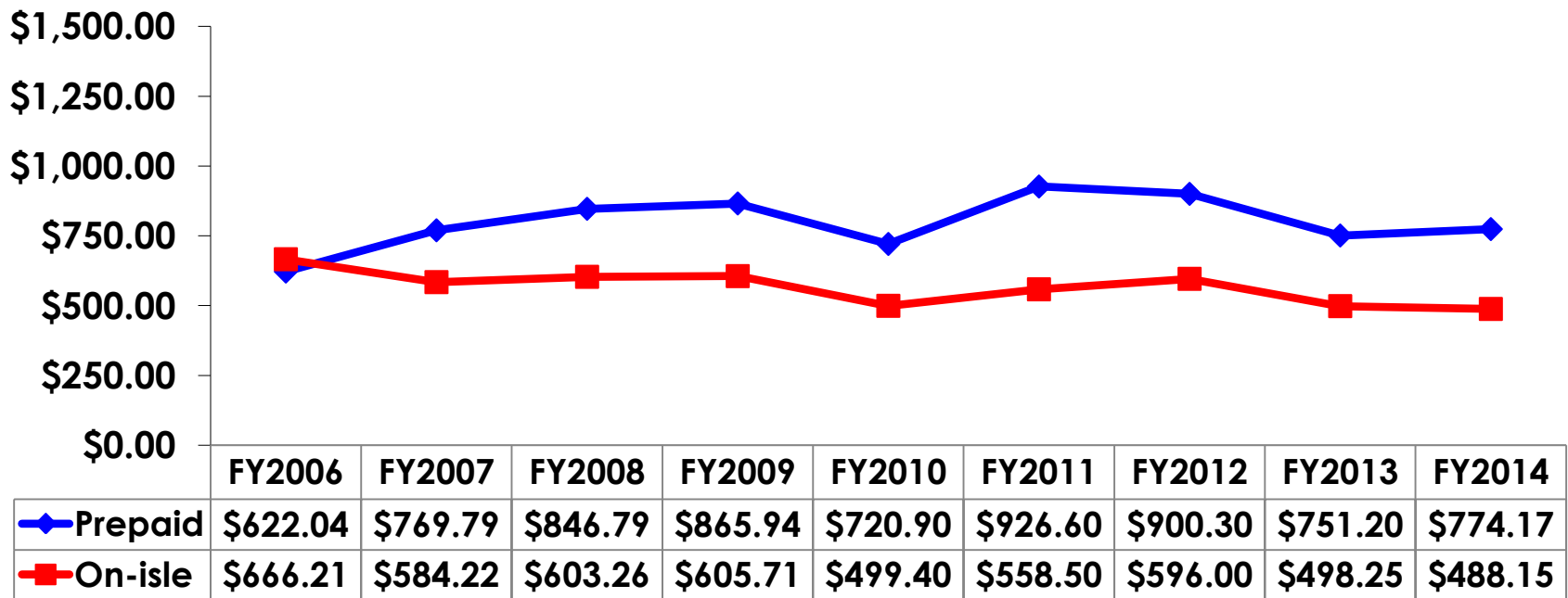
- \$777.05 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$40,000 = Maximum (highest amount recorded for the entire sample)
- \$488.15 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person



PREPAID/ ON-ISLE EXPENDITURES – Per Person



Total On-Island Expenditure by Gender & Age

| | | TOTAL | GENDER | | GENDER | | | | | | | |
|------------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | | - | Male | Female | Male | | | | Female | | |
| | | AGE | | | | AGE | | | | | | |
| | | 18-24 | | | | 25-34 | 35-49 | 50+ | 18-24 | 25-34 | 35-49 | 50+ |
| PER PERSON | Mean | \$488.15 | \$456.90 | \$519.77 | \$396.82 | \$491.45 | \$451.27 | \$487.74 | \$454.40 | \$584.00 | \$533.57 | \$562.82 |
| | Median | \$380 | \$350 | \$400 | \$350 | \$400 | \$300 | \$368 | \$350 | \$450 | \$400 | \$500 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Maximum | \$10,000 | \$10,000 | \$6,000 | \$2,000 | \$5,000 | \$10,000 | \$2,500 | \$5,500 | \$6,000 | \$5,000 | \$4,000 |

On-Island Expenditure Categories by Gender & Age

| | | TOTAL | GENDER | | AGE | | | |
|--------------|--------|----------|----------|----------|----------|----------|------------|----------|
| | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| F&B HOTEL | Mean | \$39.76 | \$53.41 | \$25.86 | \$17.09 | \$29.47 | \$66.95 | \$73.90 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$35.01 | \$42.05 | \$27.84 | \$25.11 | \$34.95 | \$48.50 | \$31.39 |
| | Median | \$7 | \$10 | \$0 | \$0 | \$5 | \$17 | \$0 |
| F&B RESTRNT | Mean | \$92.32 | \$126.76 | \$57.25 | \$44.94 | \$80.54 | \$156.06 | \$115.96 |
| | Median | \$20 | \$50 | \$2 | \$0 | \$30 | \$70 | \$50 |
| OPT TOUR | Mean | \$79.19 | \$102.61 | \$55.35 | \$52.04 | \$74.84 | \$105.38 | \$111.09 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| GIFT- SELF | Mean | \$203.01 | \$200.83 | \$205.32 | \$119.91 | \$214.32 | \$280.37 | \$222.26 |
| | Median | \$40 | \$20 | \$50 | \$10 | \$50 | \$60 | \$20 |
| GIFT- OTHER | Mean | \$121.41 | \$132.53 | \$110.13 | \$79.87 | \$122.63 | \$148.16 | \$179.61 |
| | Median | \$50 | \$50 | \$50 | \$40 | \$60 | \$100 | \$100 |
| TRANS | Mean | \$18.60 | \$25.56 | \$11.52 | \$10.21 | \$16.82 | \$30.84 | \$19.72 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| OTHER | Mean | \$190.45 | \$196.93 | \$182.01 | \$156.55 | \$165.15 | \$247.70 | \$229.50 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| TOTAL | Mean | \$777.05 | \$883.89 | \$666.56 | \$494.01 | \$737.56 | \$1,083.74 | \$996.42 |
| | Median | \$500 | \$600 | \$500 | \$400 | \$500 | \$775 | \$600 |

On-Island Expenditures

First Timers & Repeaters

| | | TOTAL | TRIPS TO GUAM | |
|--------------|--------|----------|---------------|----------|
| | | - | 1st | Repeat |
| F&B HOTEL | Mean | \$39.76 | \$28.09 | \$54.44 |
| | Median | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$35.01 | \$29.53 | \$41.95 |
| | Median | \$7 | \$6 | \$10 |
| F&B RESTRNT | Mean | \$92.32 | \$71.23 | \$118.97 |
| | Median | \$20 | \$20 | \$35 |
| OPT TOUR | Mean | \$79.19 | \$75.99 | \$83.26 |
| | Median | \$0 | \$0 | \$0 |
| GIFT- SELF | Mean | \$203.01 | \$156.96 | \$260.98 |
| | Median | \$40 | \$30 | \$50 |
| GIFT- OTHER | Mean | \$121.41 | \$106.83 | \$139.86 |
| | Median | \$50 | \$50 | \$55 |
| TRANS | Mean | \$18.60 | \$13.22 | \$25.45 |
| | Median | \$0 | \$0 | \$0 |
| OTHER | Mean | \$190.45 | \$177.11 | \$207.80 |
| | Median | \$0 | \$0 | \$0 |
| TOTAL | Mean | \$777.05 | \$660.04 | \$925.24 |
| | Median | \$500 | \$500 | \$600 |

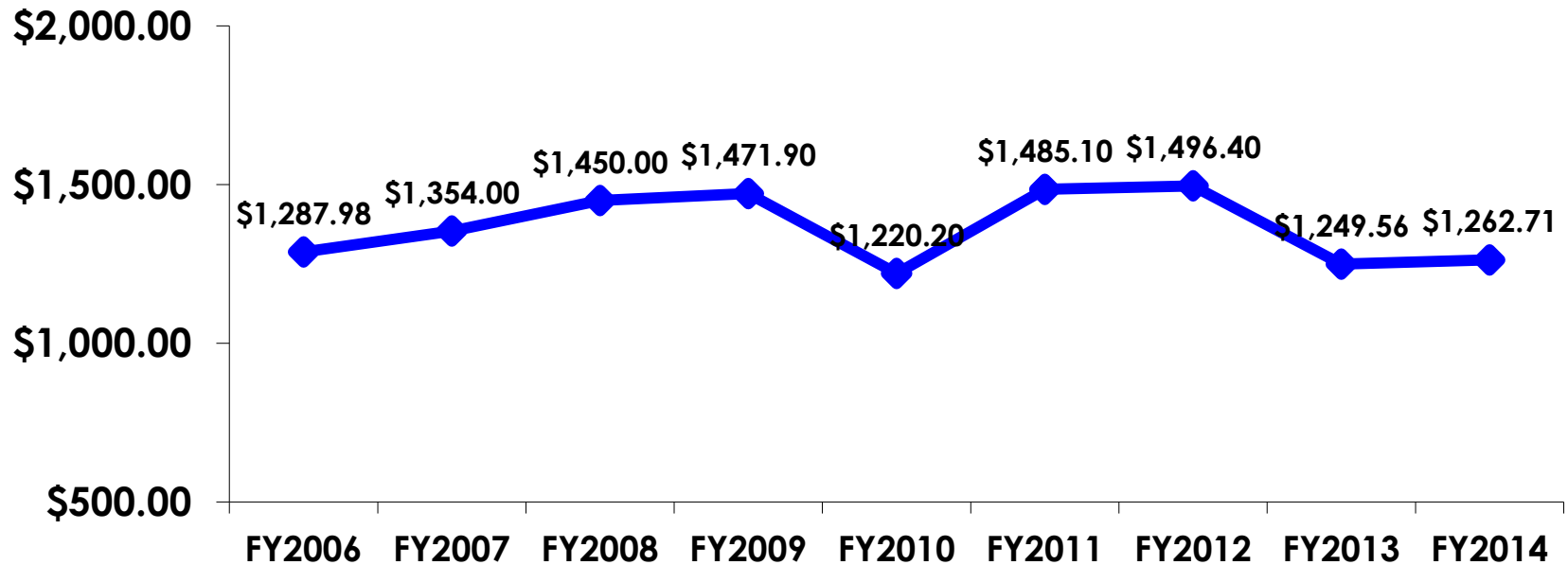
Total Expenditures Per Person (Prepaid & On-Island)

- \$1,262.71 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$15,008 = Maximum (highest amount recorded for the entire sample)

ON-ISLE EXPENDITURES – Per Day



TOTAL EXPENDITURES Per Person



Breakdown of On-Island Expenditures

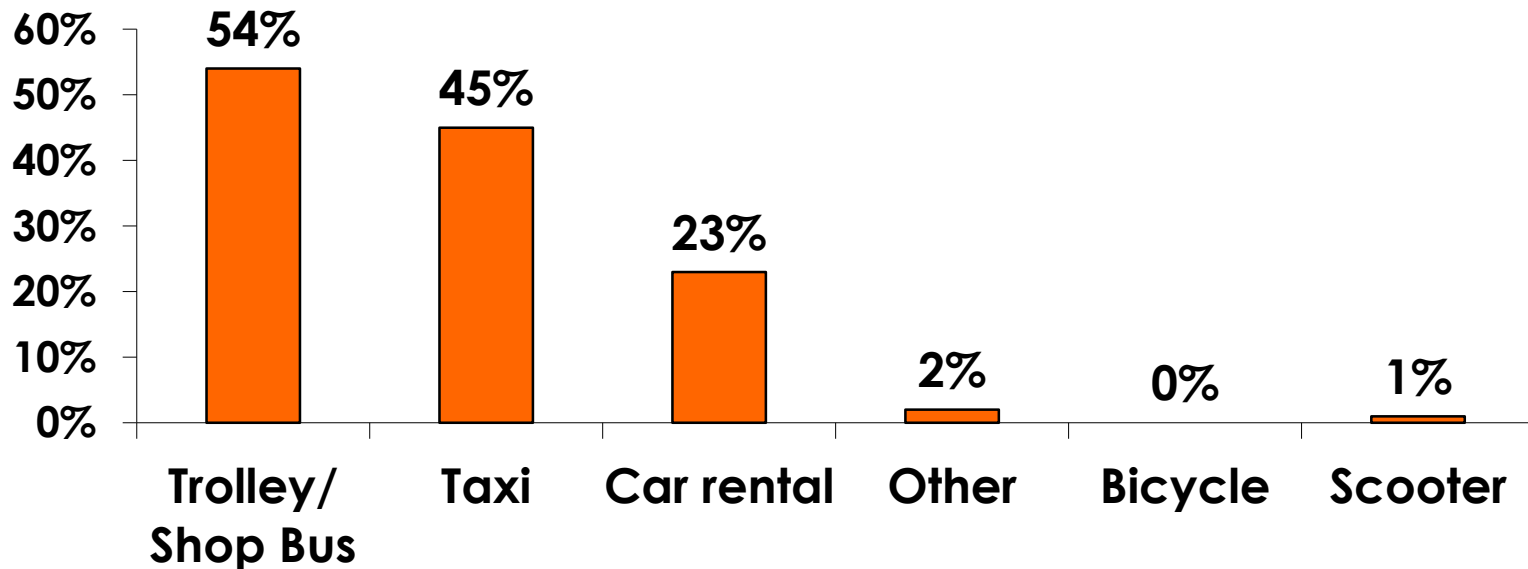
| | MEAN \$ |
|---|-----------------|
| Food & beverage in a hotel | \$39.76 |
| Food & beverage in fast food restaurant/convenience store | \$35.01 |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$92.32 |
| Optional tours and activities | \$79.19 |
| Gifts/ souvenirs for yourself/companions | \$203.01 |
| Gifts/ souvenirs for friends/family at home | \$121.41 |
| Local transportation | \$18.60 |
| Other expenses not covered | \$190.45 |
| Average Total | \$770.05 |

Breakdown of On-Island Expenditures

| | FY2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|---|-----------------|-------------------|-------------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Food & beverage in a hotel | \$37.30 | \$56.40 | \$54.50 | \$46.10 | \$41.80 | \$34.50 | \$33.10 | \$35.62 | \$39.76 |
| Food & beverage in fast food restaurant/convenience store | \$35.60 | \$41.70 | \$36.20 | \$44.90 | \$34.10 | \$33.10 | \$34.00 | \$32.98 | \$35.01 |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$91.10 | \$105.40 | \$94.00 | \$95.50 | \$76.70 | \$84.00 | \$80.70 | \$80.56 | \$92.32 |
| Optional tours and activities | \$122.40 | \$127.10 | \$119.30 | \$119.40 | \$96.10 | \$95.30 | \$97.10 | \$83.82 | \$79.19 |
| Gifts/ souvenirs for yourself/ companions | \$380.80 | \$338.40 | \$287.10 | \$354.00 | \$245.40 | \$253.30 | \$258.00 | \$204.79 | \$203.01 |
| Gifts/ souvenirs for friends/family | \$181.60 | \$174.70 | \$143.70 | \$181.90 | \$126.50 | \$129.30 | \$136.40 | \$121.09 | \$121.41 |
| Local transportation | \$15.10 | \$20.00 | \$16.70 | \$17.50 | \$17.30 | \$15.20 | \$16.50 | \$16.36 | \$18.60 |
| Other expenses not covered | \$110.30 | \$284.80 | \$304.10 | \$269.50 | \$233.70 | \$289.30 | \$247.70 | \$208.18 | \$190.45 |
| Average Total | \$976.60 | \$1,145.20 | \$1,058.30 | \$1,120.80 | \$866.50 | \$933.40 | \$899.50 | \$781.50 | \$777.05 |

Local Transportation

n=861



Mean=\$18.60 per travel party

Guam Airport Expenditures

- \$28.96 = Mean
- \$7 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

| | MEAN \$ |
|-------------------------------|----------------|
| Food & Beverages | \$8.00 |
| Gifts/Souvenirs Self | \$10.60 |
| Gifts/Souvenirs Others | \$10.33 |
| Total | \$28.96 |

Breakdown of Airport

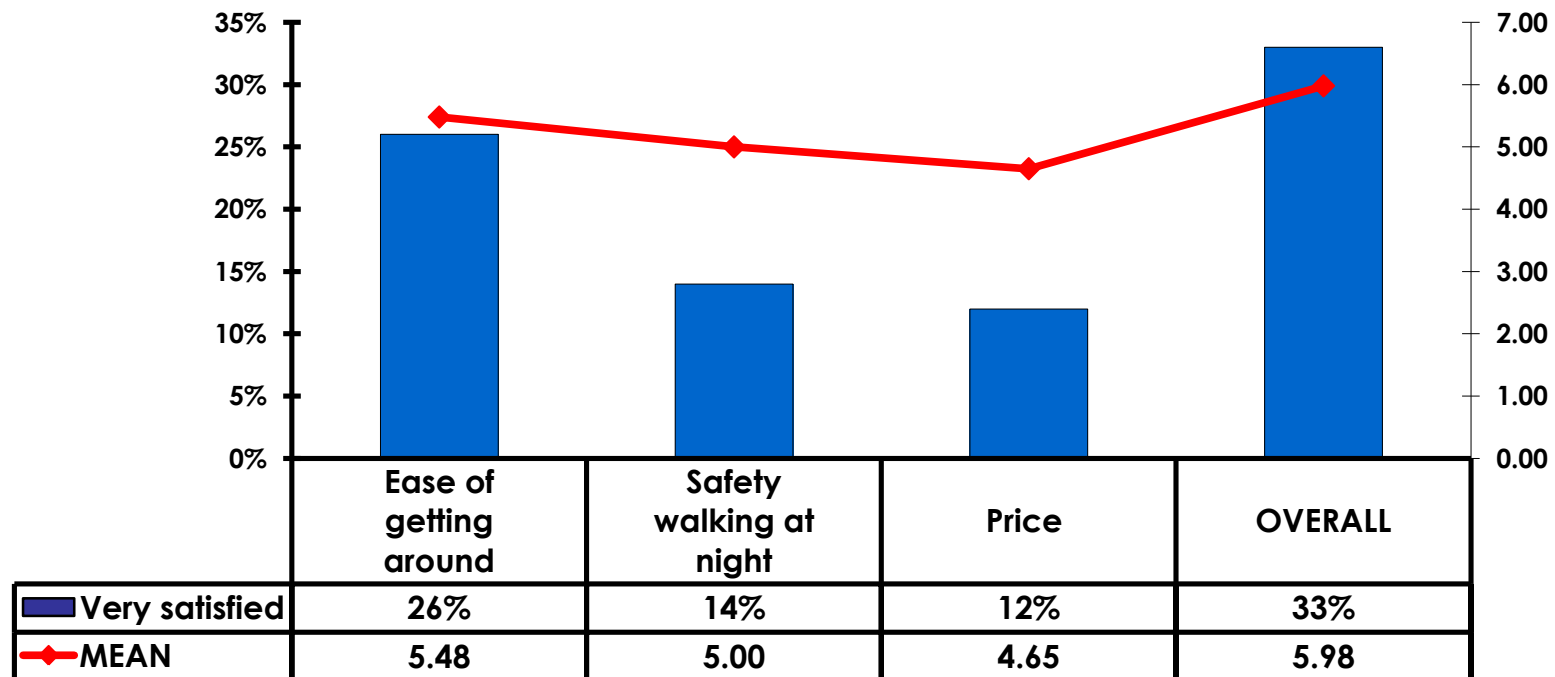
| | FY2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Food & Beverage | \$7.40 | \$9.20 | \$9.80 | \$7.00 | \$7.00 | \$7.40 | \$9.70 | \$7.79 | \$8.00 |
| Gifts/ Souvenirs Self | \$9.50 | \$18.40 | \$13.00 | \$15.00 | \$15.20 | \$14.90 | \$12.40 | \$9.31 | \$10.60 |
| Gifts/ Souvenirs Others | \$7.70 | \$12.40 | \$11.50 | \$10.20 | \$11.60 | \$8.50 | \$10.00 | \$11.90 | \$10.33 |
| Total | \$24.40 | \$39.80 | \$34.20 | \$32.10 | \$33.20 | \$30.80 | \$32.10 | \$28.95 | \$28.96 |

SECTION 4 **VISITOR SATISFACTION**

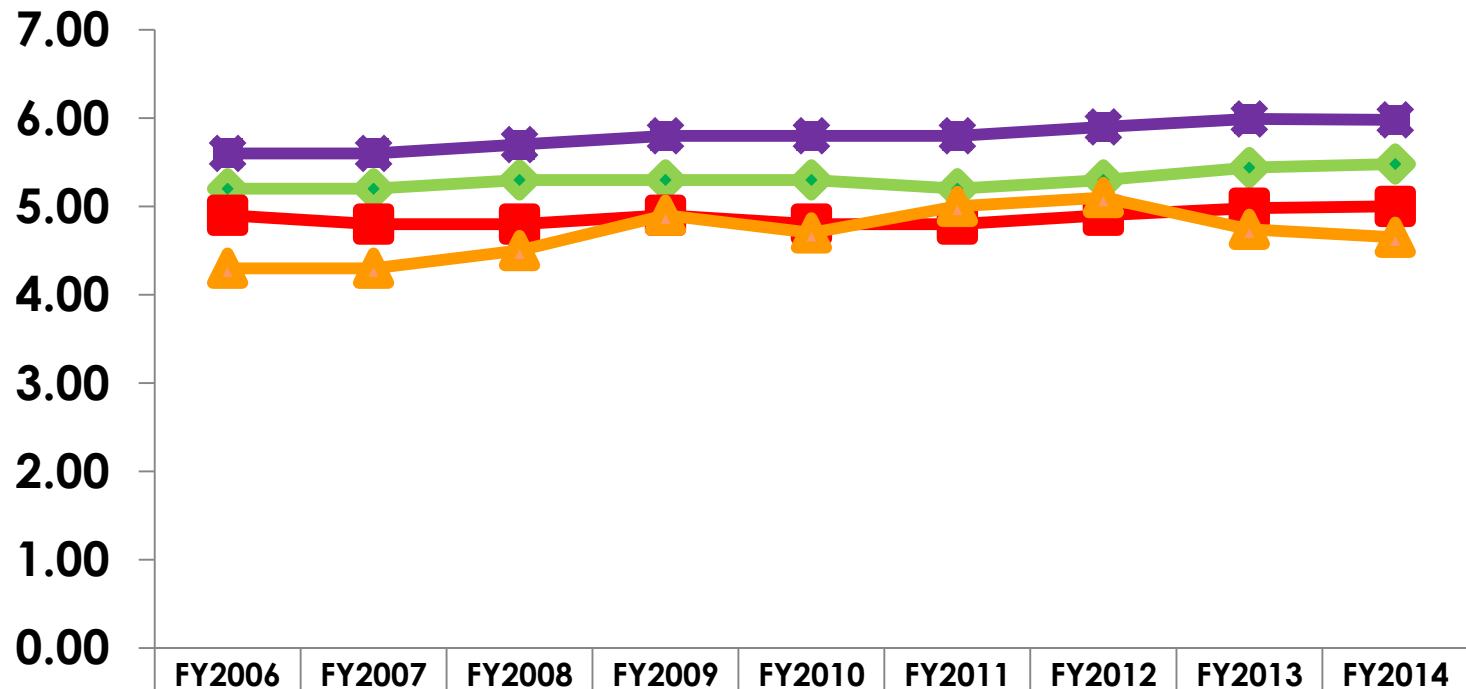
Satisfaction Scores Overall





7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Mean

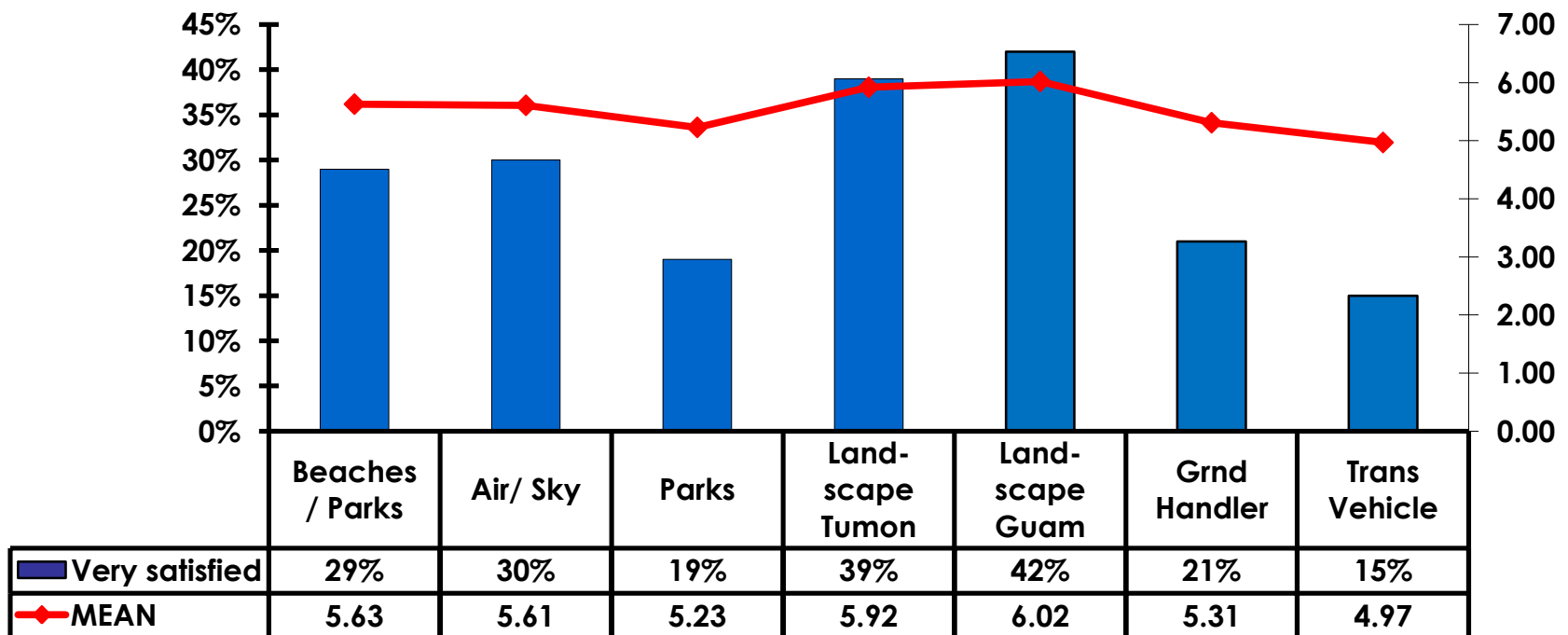


| | | | | | | | | | |
|--|------|------|------|------|------|------|------|------|------|
|  Ease of getting around | 5.20 | 5.20 | 5.30 | 5.30 | 5.30 | 5.20 | 5.30 | 5.44 | 5.48 |
|  Safety walking at night | 4.90 | 4.80 | 4.80 | 4.90 | 4.80 | 4.80 | 4.90 | 4.98 | 5.00 |
|  Price | 4.30 | 4.30 | 4.50 | 4.90 | 4.70 | 5.00 | 5.10 | 4.74 | 4.65 |
|  OVERALL | 5.60 | 5.60 | 5.70 | 5.80 | 5.80 | 5.80 | 5.90 | 5.99 | 5.98 |

Satisfaction Quality/ Cleanliness

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

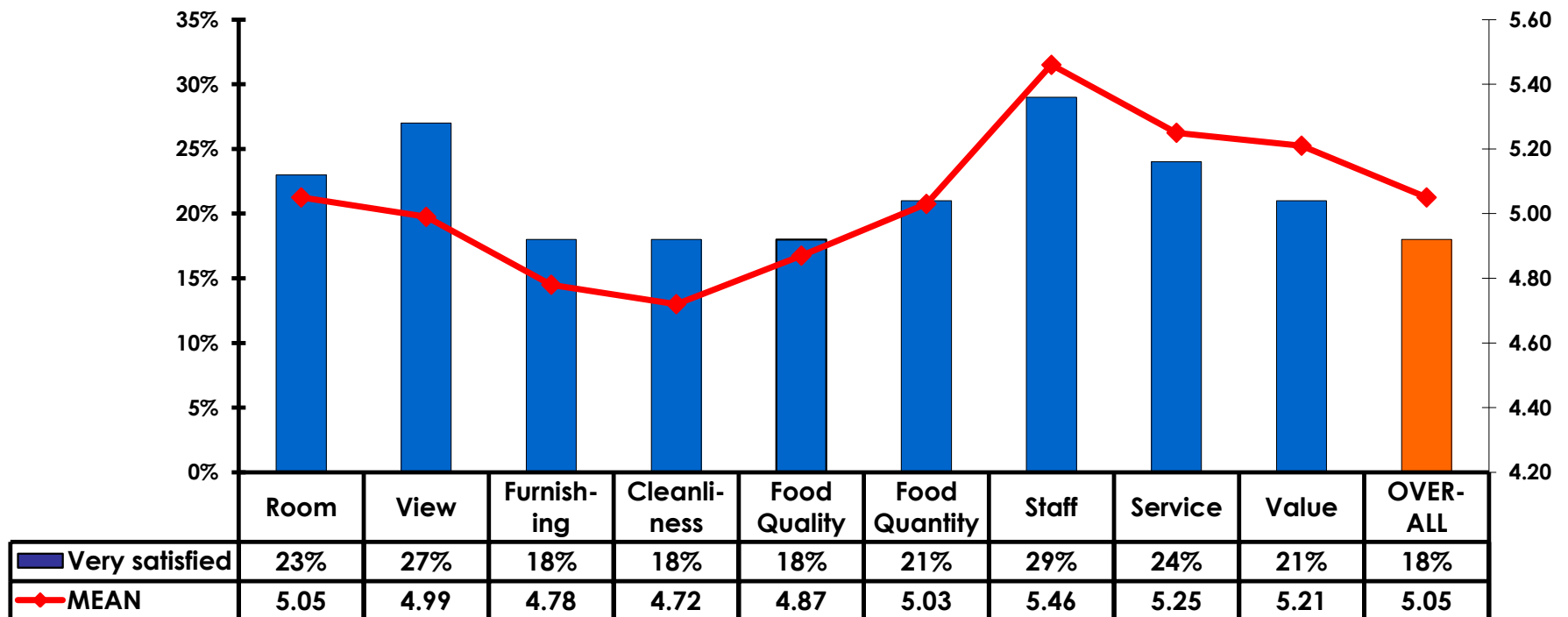


| | FY2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Beaches/ Parks | 5.50 | 5.40 | 5.40 | 5.50 | 5.50 | 5.50 | 5.60 | 5.68 | 5.63 |
| Air/ Sky | | | | | | | | 5.64 | 5.61 |
| Parks | | | | | | | | 5.23 | 5.23 |
| Landscape Tumon | | | | | | | | 5.97 | 5.92 |
| Landscape Guam | | | | | | | | 6.05 | 6.02 |
| Grnd Handler | | | | | | | | 5.25 | 5.31 |
| Trans Vehicle | | | | | | | | 4.83 | 4.97 |

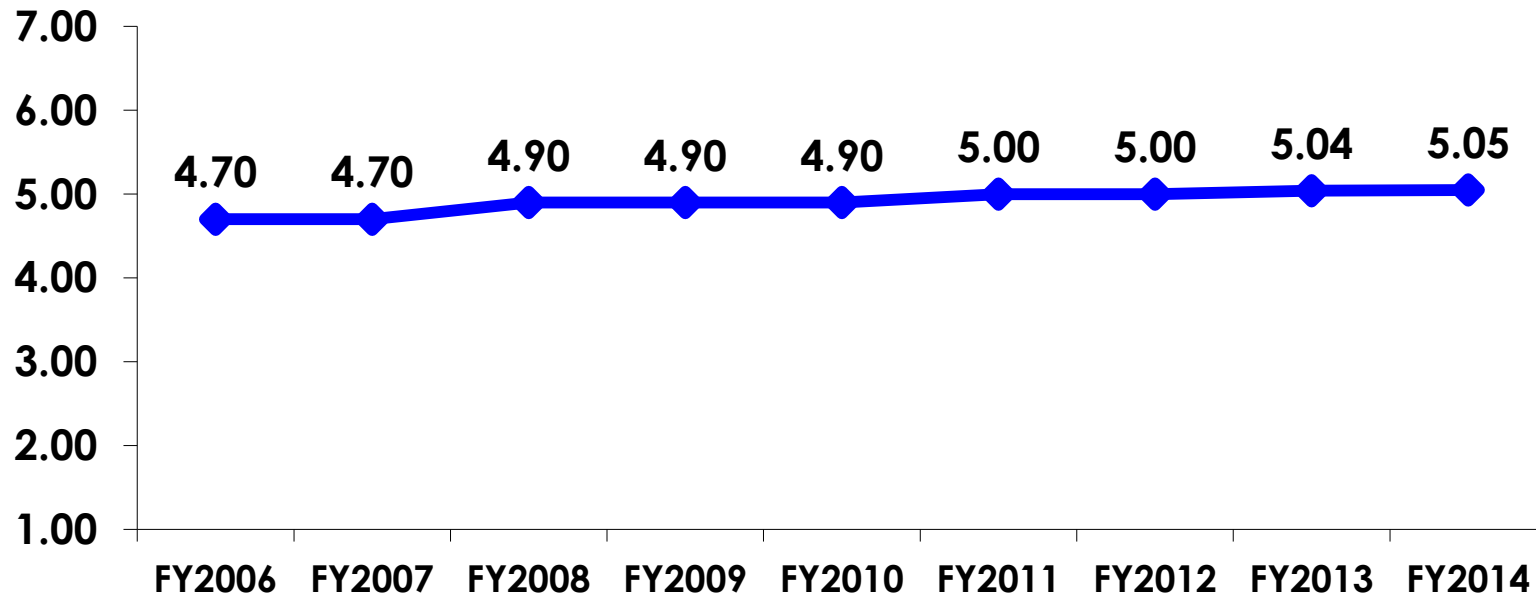
Quality of Accommodations

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



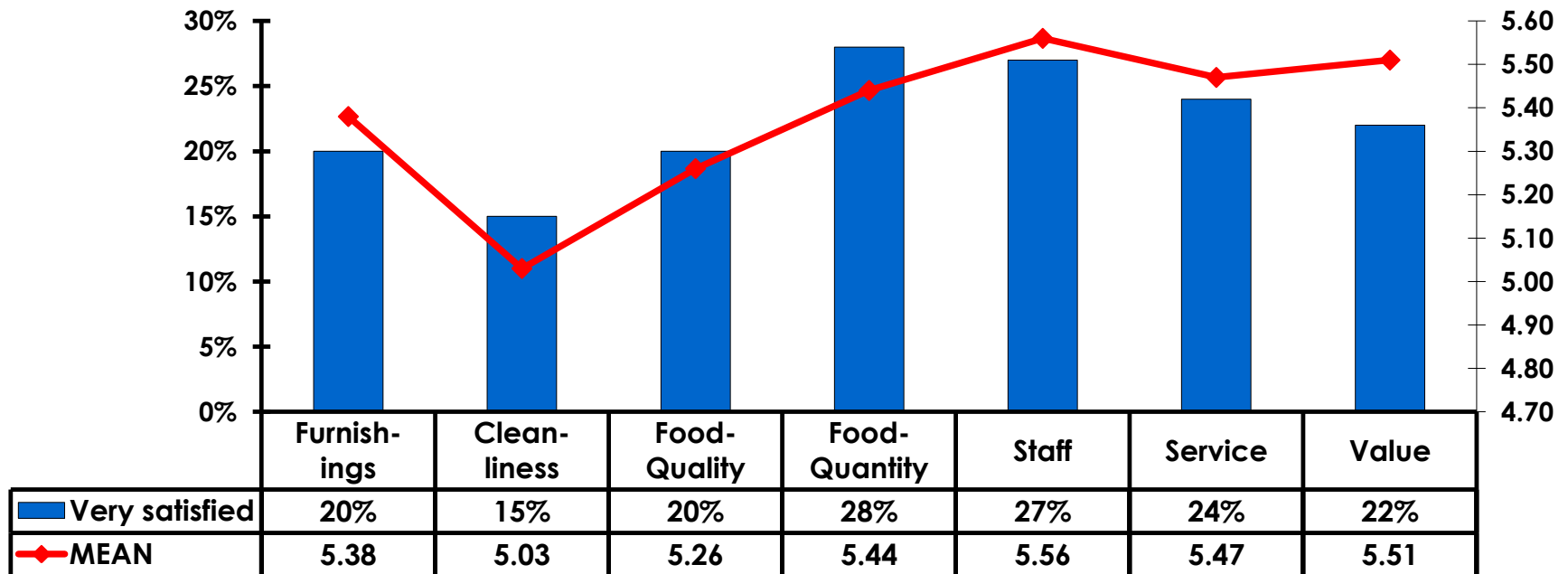
ACCOMMODATIONS OVERALL SATISFACTION



Quality of Dining Experience

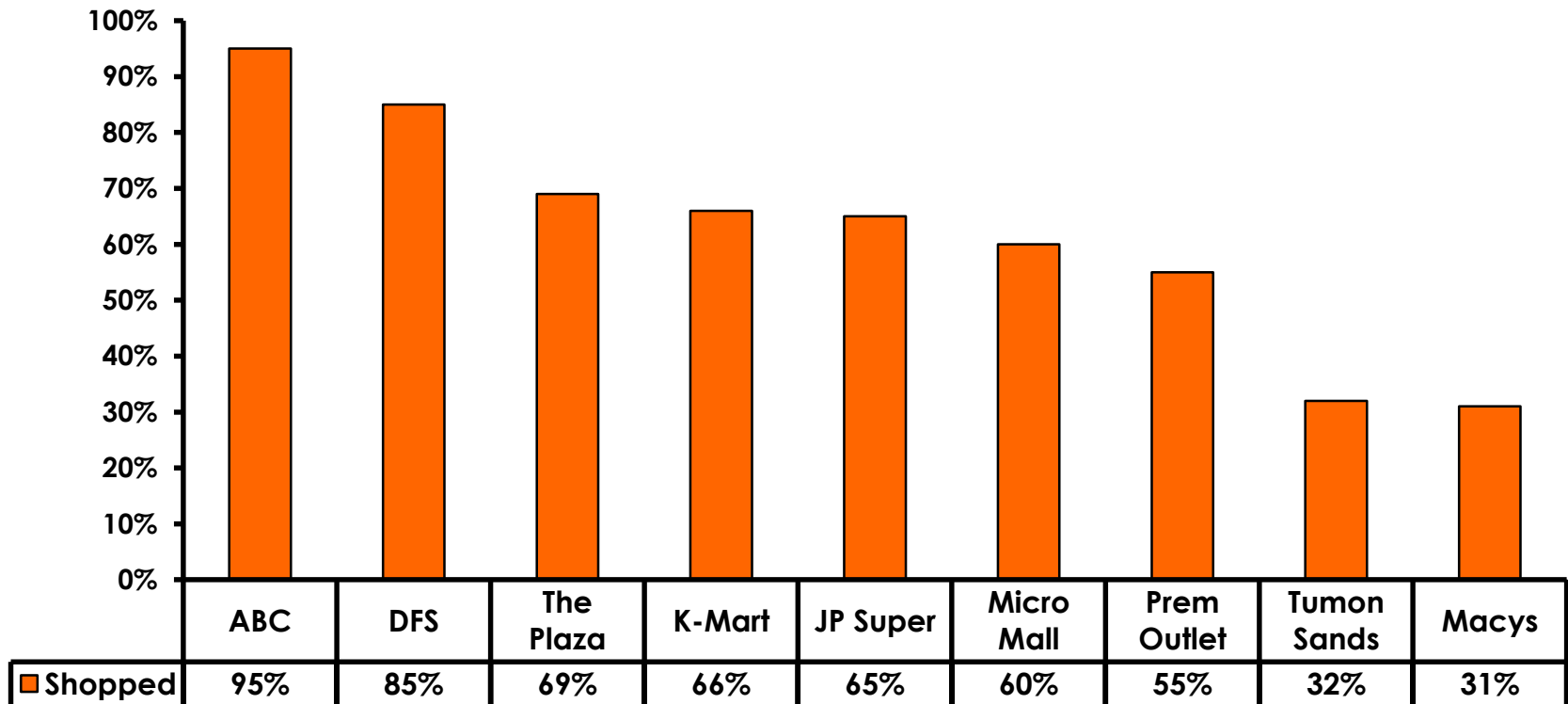
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Shopping Mall - Top 6

| | FY 2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| ABC | 94% | 95% | 96% | 95% | 94% | 94% | 95% | 95% | 95% |
| DFS Galleria | 95% | 95% | 94% | 92% | 89% | 91% | 90% | 87% | 85% |
| The Plaza | 54% | 56% | 60% | 60% | 57% | 62% | 66% | 67% | 69% |
| JP Super | Not top6 | Not top6 | Not top6 | Not top6 | Not top6 | 63% | 71% | 67% | 65% |
| K-Mart | 55% | 58% | 66% | 61% | 64% | 64% | 62% | 66% | 66% |
| Micro Mall | 66% | 70% | 72% | 71% | 65% | 64% | 65% | 64% | 60% |
| Prem Outlet | 59% | 56% | 63% | 64% | 58% | Not top6 | Not top6 | Not top6 | Not top6 |

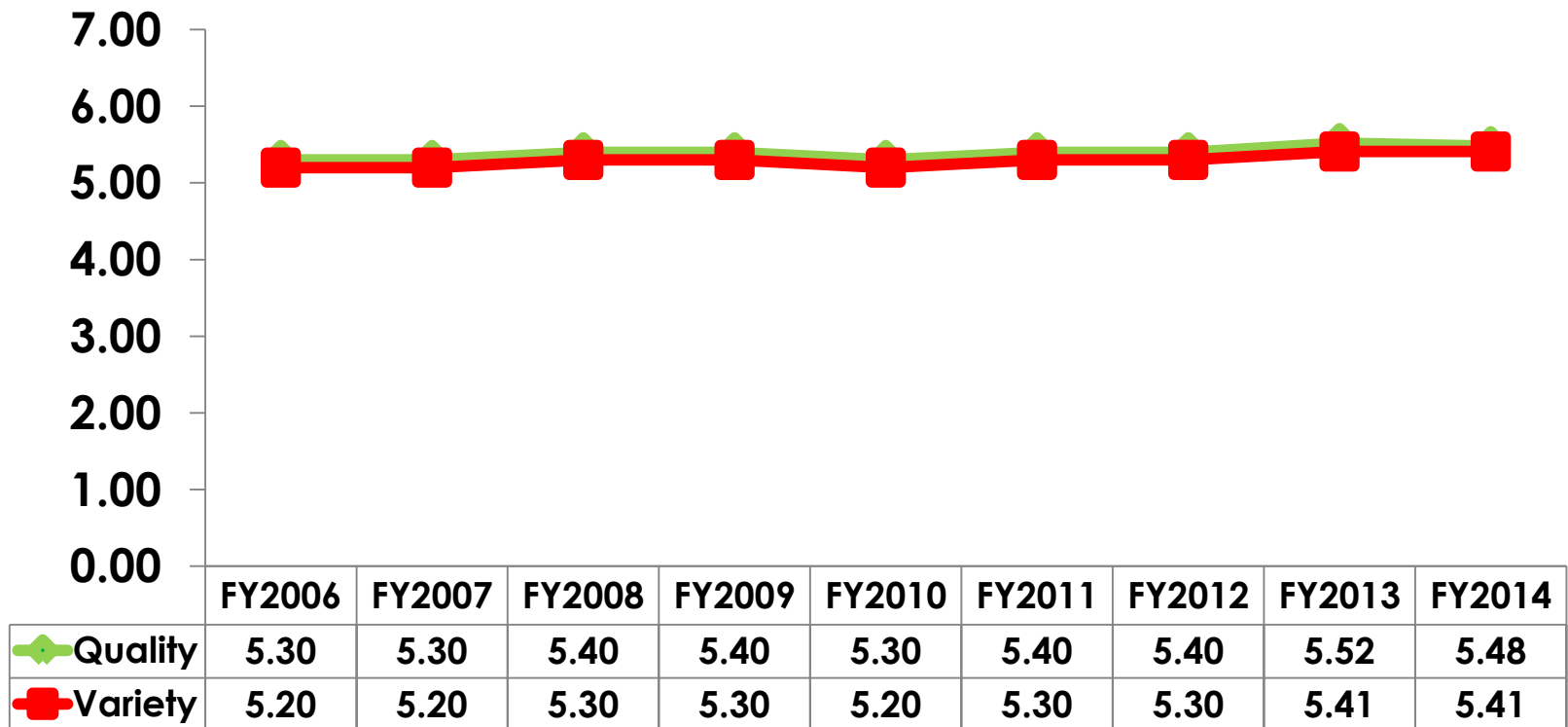
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

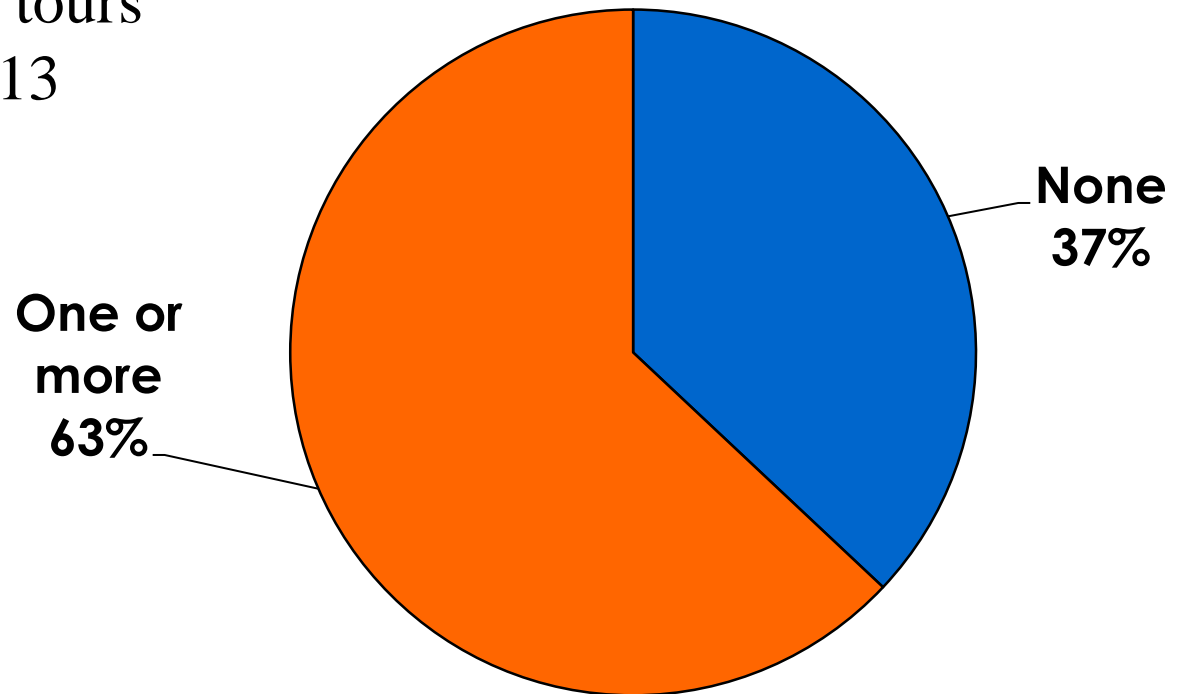
| Quality of Shopping | Variety of Shopping |
|------------------------------|------------------------------|
| Score of 6 to 7 = 55% | Score of 6 to 7 = 53% |
| Score of 4 to 5 = 41% | Score of 4 to 5 = 41% |
| Score 1 to 3 = 3% | Score 1 to 3 = 5% |
| MEAN = 5.48 | MEAN = 5.41 |

Satisfaction - Shopping

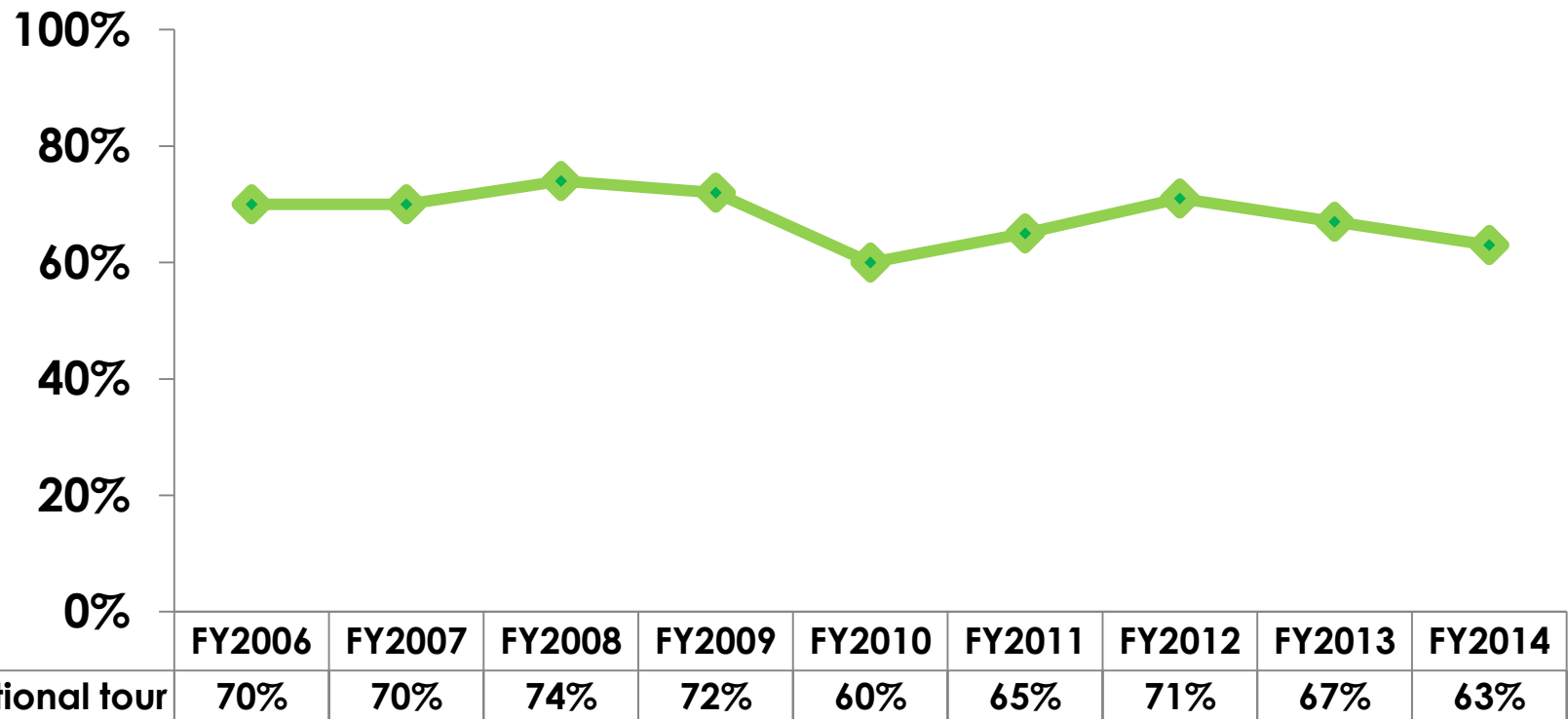


Optional Tour Participation

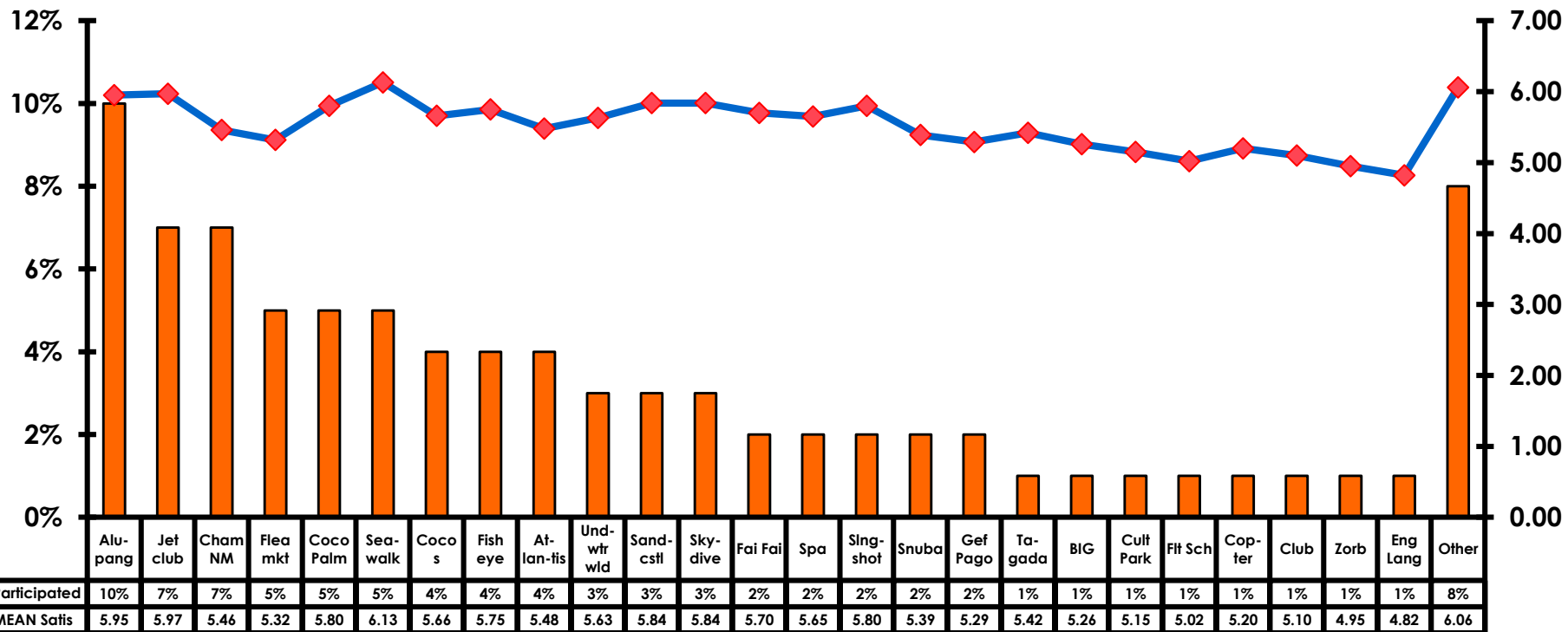
- Average number of tours participated in is 1.13



Optional Tours



Optional Tours Participation & Satisfaction



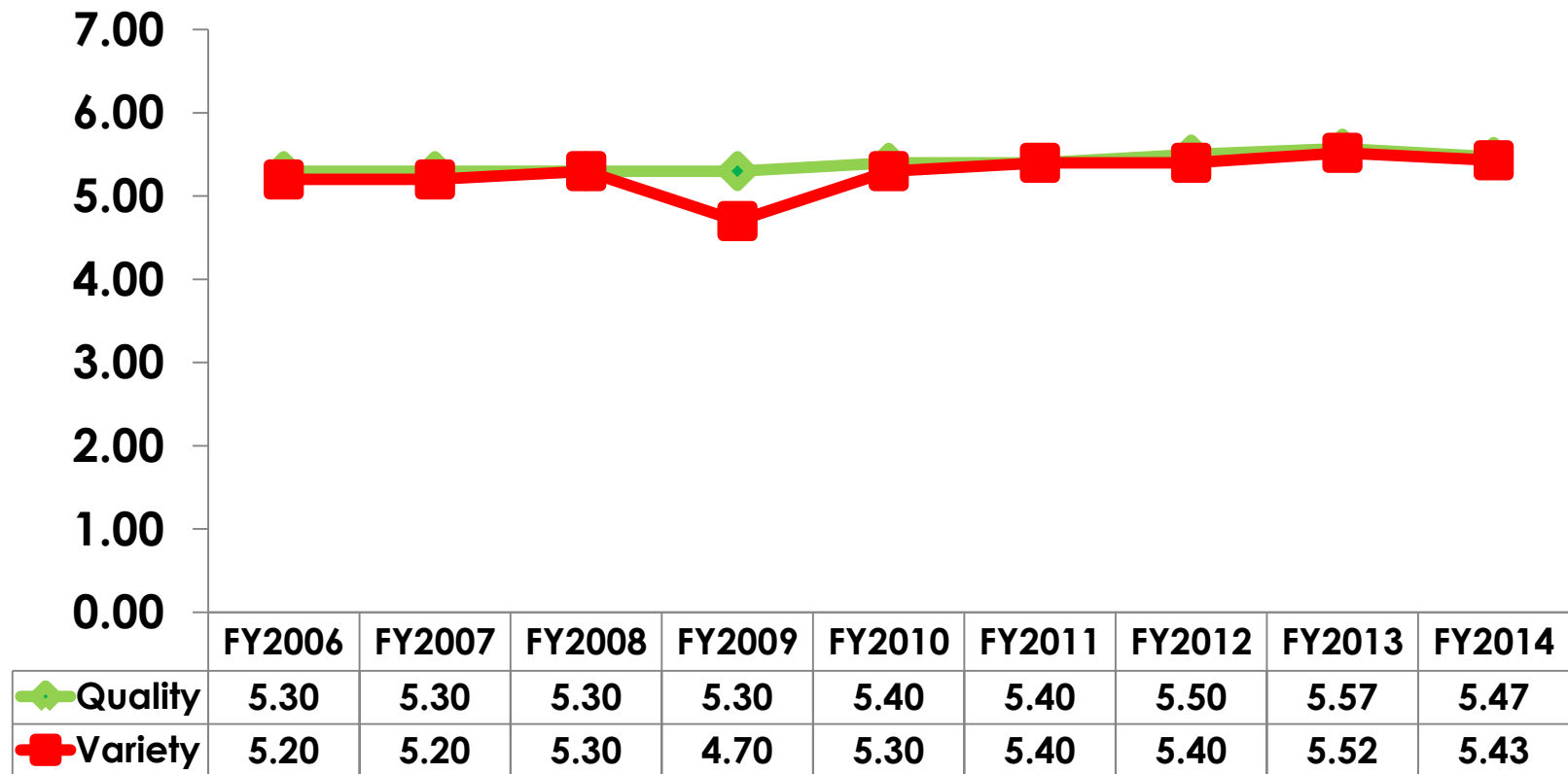
Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Day Tour | Variety of Day Tour |
|------------------------------|------------------------------|
| Score of 6 to 7 = 55% | Score of 6 to 7 = 54% |
| Score of 4 to 5 = 42% | Score of 4 to 5 = 44% |
| Score 1 to 3 = 3% | Score 1 to 3 = 1% |
| MEAN = 5.47 | MEAN = 5.43 |

Satisfaction – Day Tours



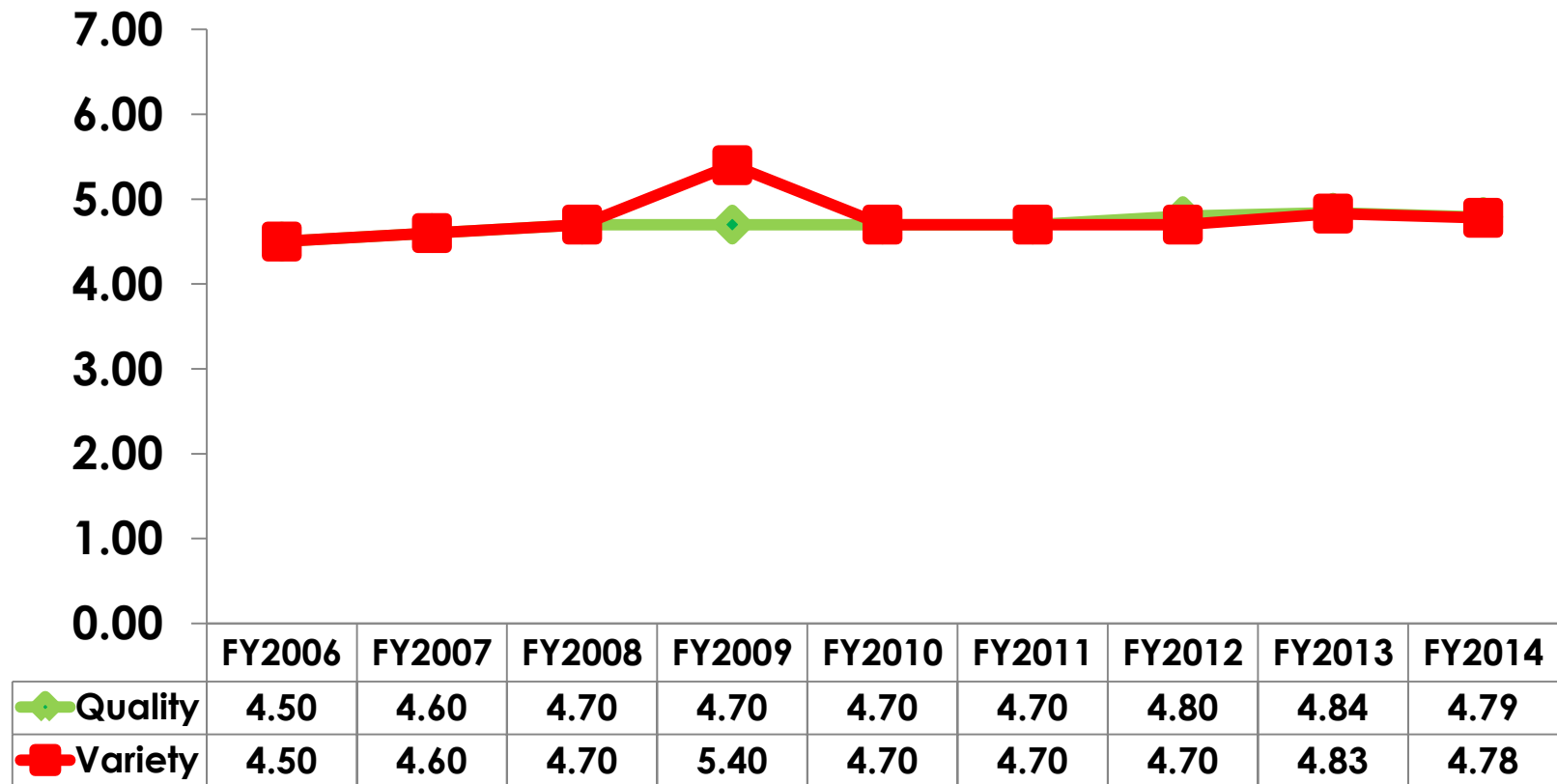
Night Tours Satisfaction

7pt Rating Scale

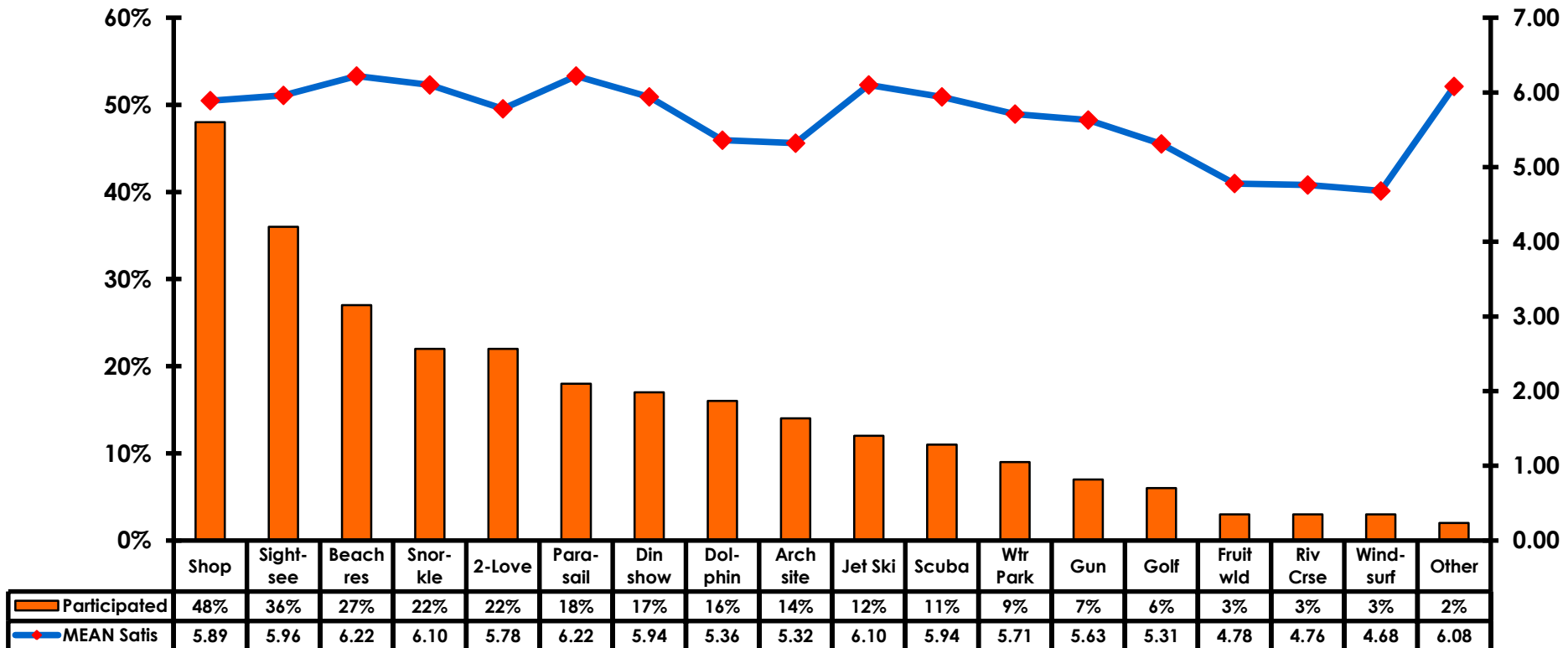
7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Night Tour | Variety of Night Tour |
|------------------------------|------------------------------|
| Score of 6 to 7 = 29% | Score of 6 to 7 = 29% |
| Score of 4 to 5 = 68% | Score of 4 to 5 = 69% |
| Score 1 to 3 = 2% | Score 1 to 3 = 3% |
| MEAN = 4.79 | MEAN = 4.78 |

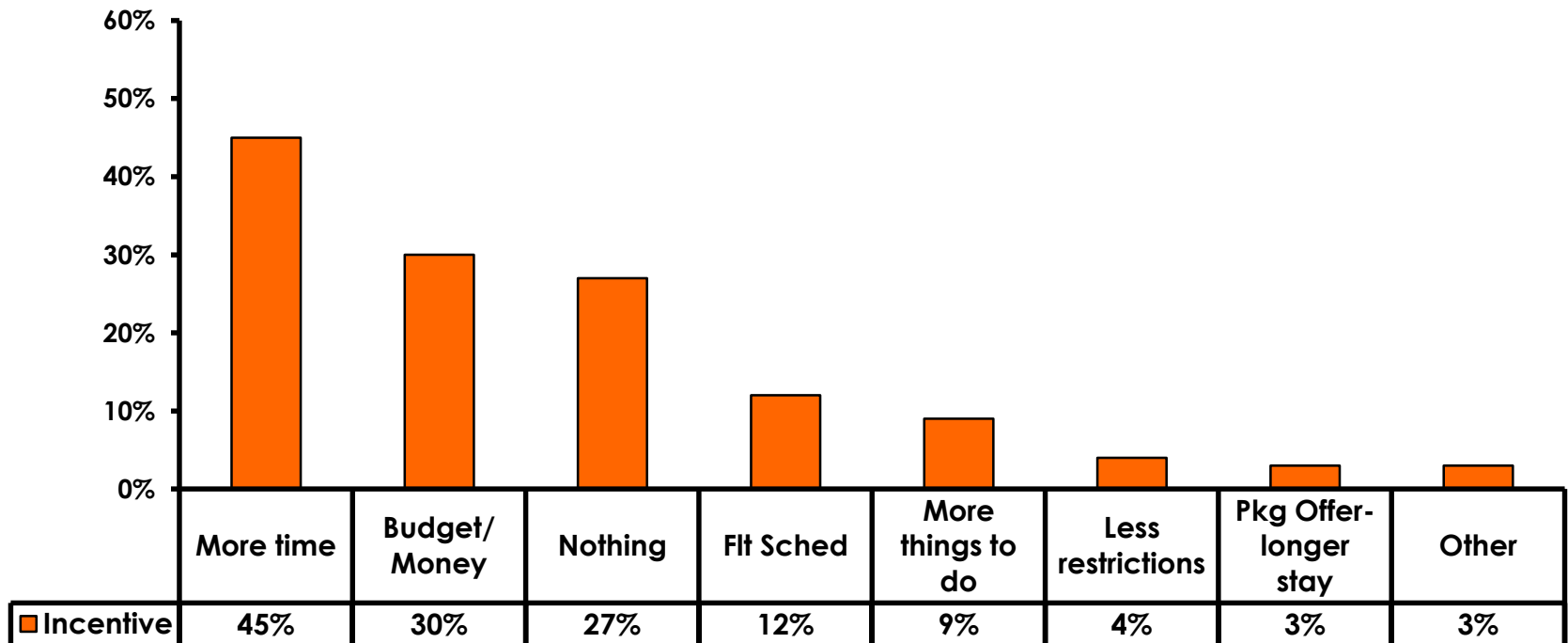
Satisfaction – Night Tours



Satisfaction with Other Activities



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



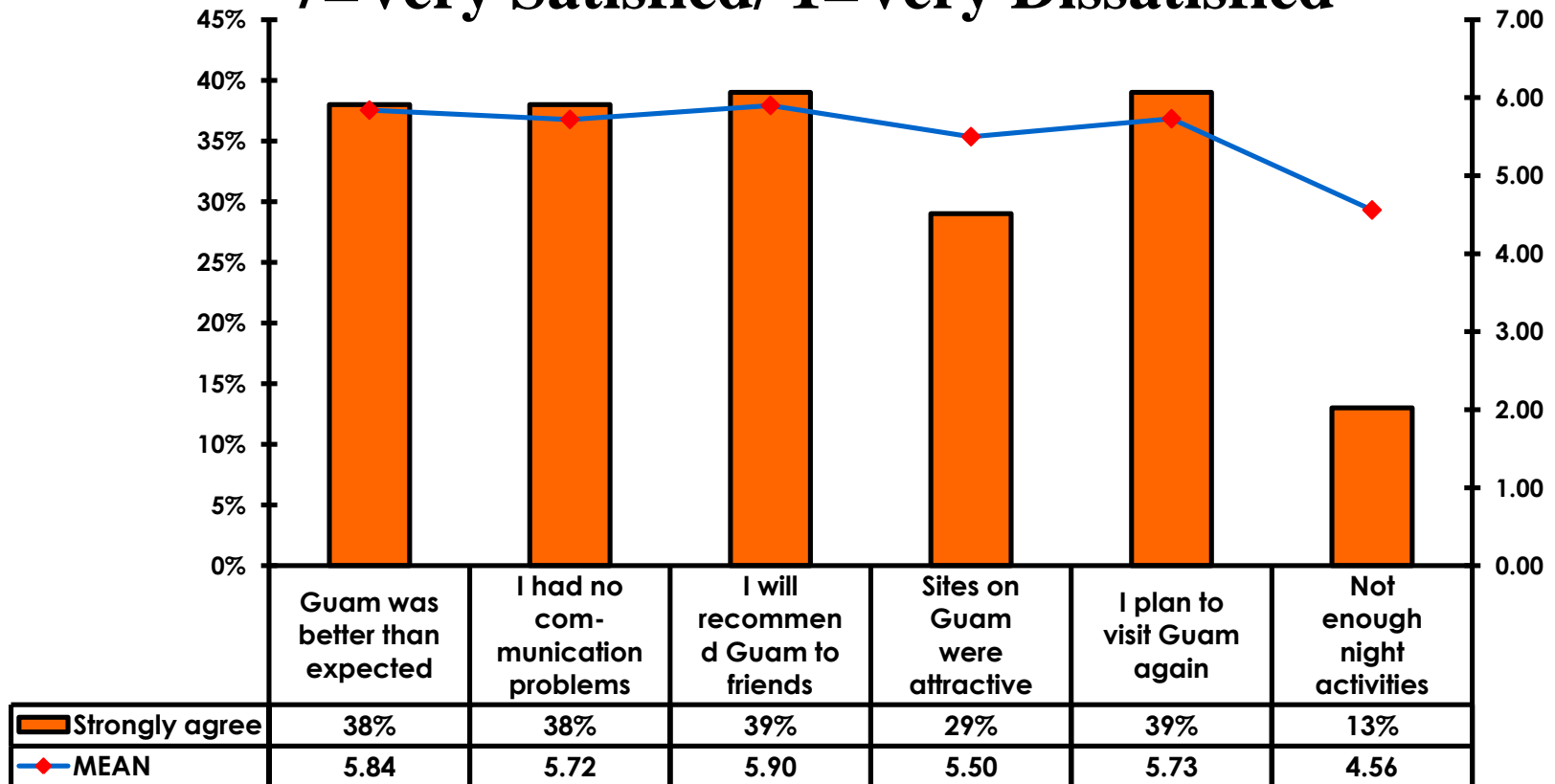
What would it take to make you want to stay an extra day in Guam?

| | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|-------------------------------------|--------|--------|--------|--------|--------|--------|
| More time | 46% | 52% | 51% | 48% | 48% | 45% |
| Budget/ money | 35% | 31% | 35% | 34% | 29% | 30% |
| Nothing- spent right amount of time | 19% | 17% | 18% | 19% | 24% | 27% |
| More things to do | 12% | 11% | 9% | 12% | 9% | 9% |
| Less restrictions | 7% | 6% | 5% | 6% | 4% | 4% |
| Flight schedule times | 14% | 17% | 20% | 16% | 14% | 12% |
| Packages – longer stays | - | - | 1% | 4% | 3% | 3% |
| Other | 5% | 4% | 3% | 3% | 2% | 3% |

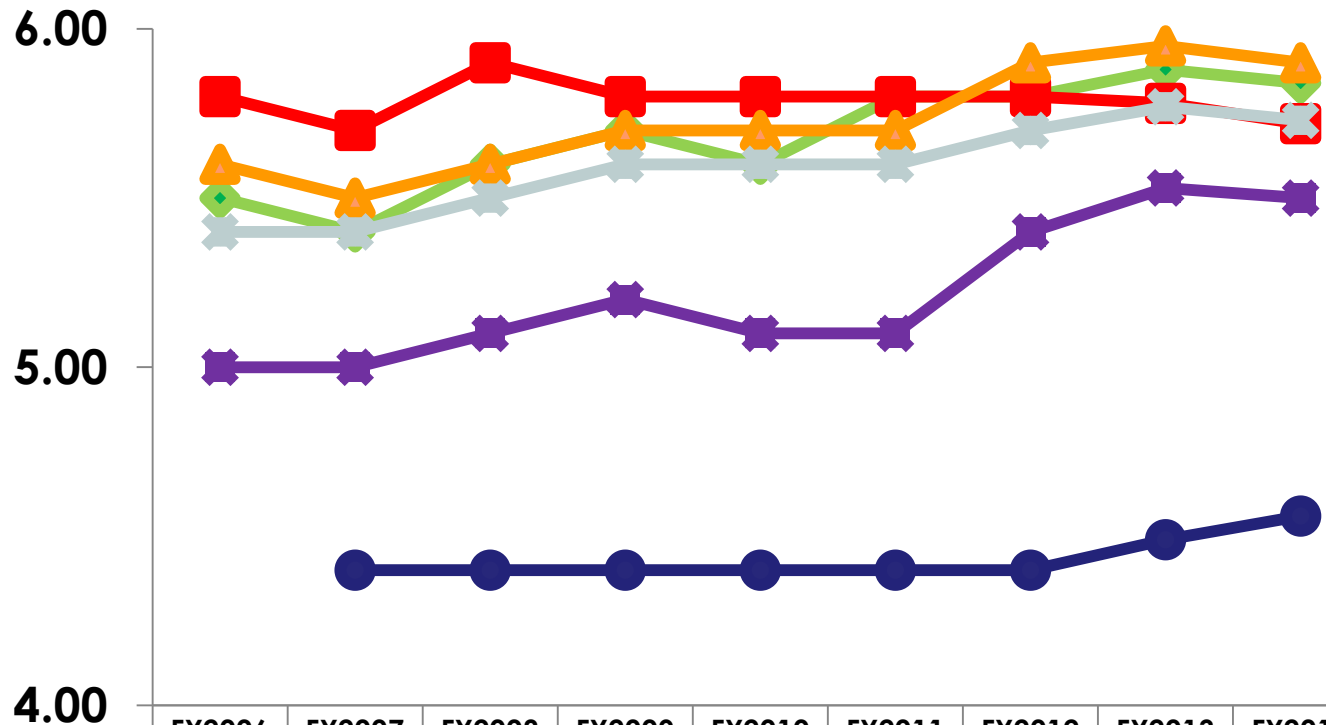
On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

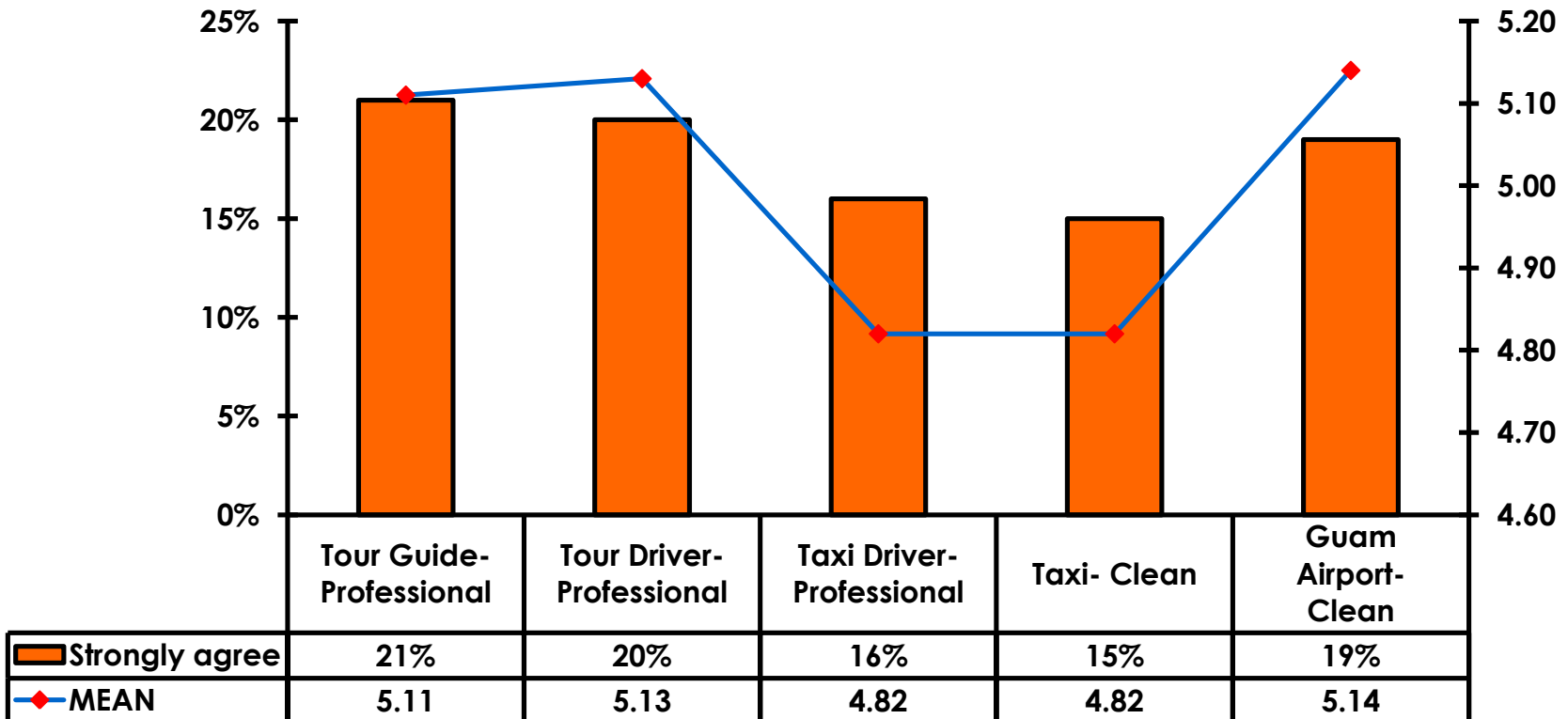


| | FY2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Guam was better than expected | 5.50 | 5.40 | 5.60 | 5.70 | 5.60 | 5.80 | 5.80 | 5.88 | 5.84 |
| I had no communication problems | 5.80 | 5.70 | 5.90 | 5.80 | 5.80 | 5.80 | 5.80 | 5.78 | 5.72 |
| I will recommend Guam to friends | 5.60 | 5.50 | 5.60 | 5.70 | 5.70 | 5.70 | 5.90 | 5.95 | 5.90 |
| Sites on Guam were attractive | 5.00 | 5.00 | 5.10 | 5.20 | 5.10 | 5.10 | 5.40 | 5.53 | 5.50 |
| I plan to visit Guam again | 5.40 | 5.40 | 5.50 | 5.60 | 5.60 | 5.60 | 5.70 | 5.77 | 5.73 |
| Not enough night activities | | 4.40 | 4.40 | 4.40 | 4.40 | 4.40 | 4.40 | 4.49 | 4.56 |

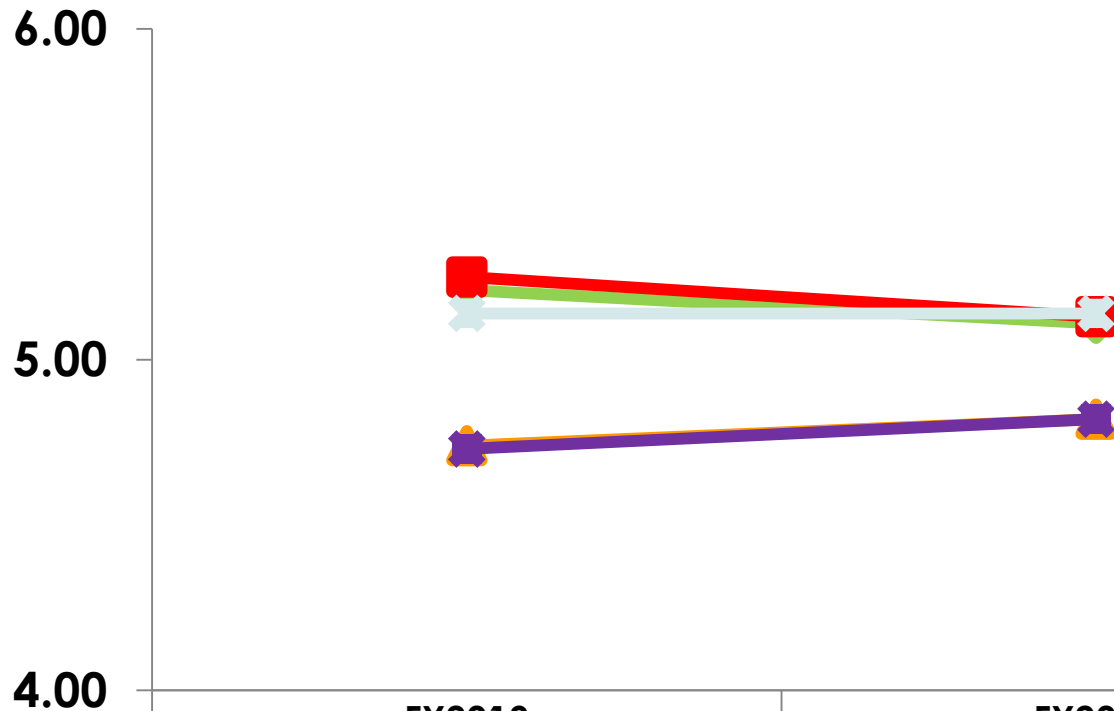
On-Island Perceptions






7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



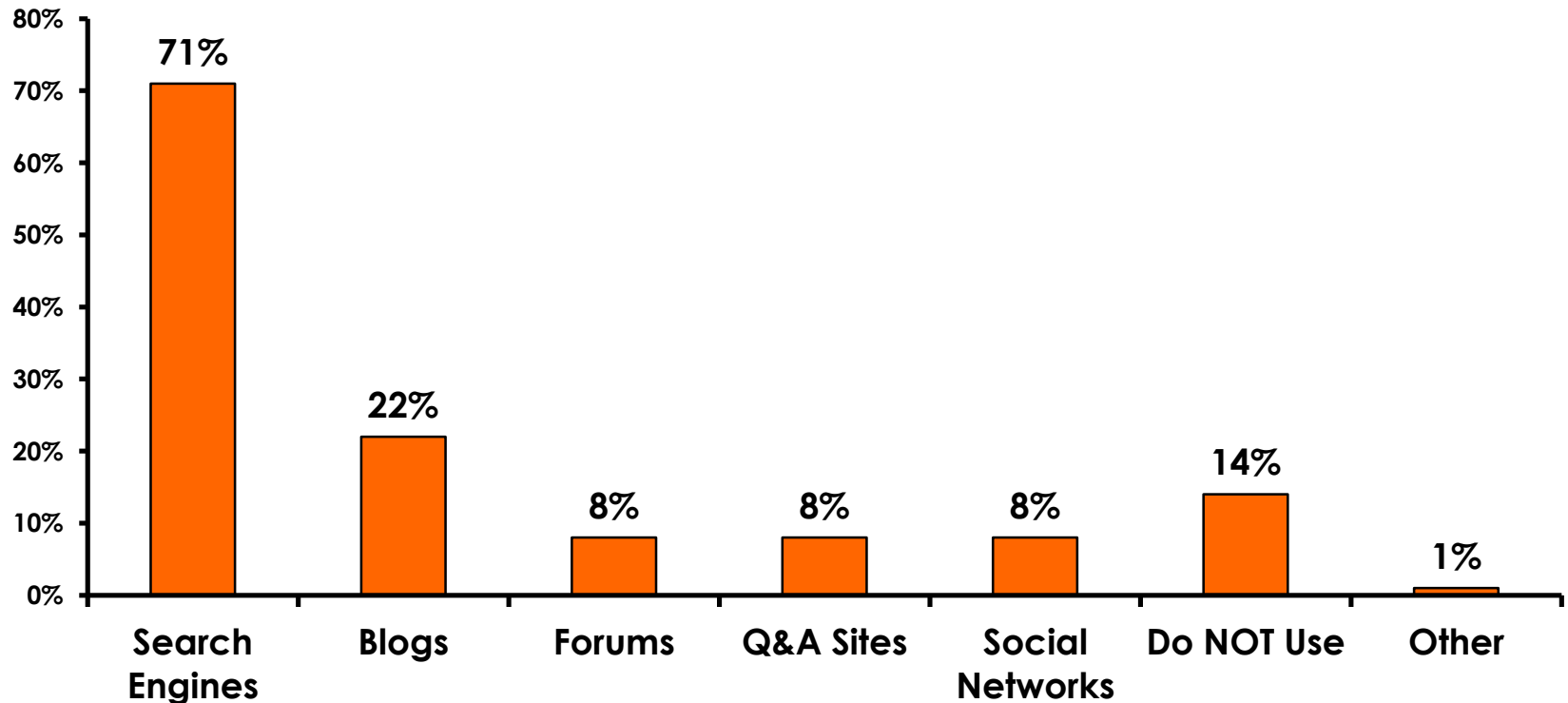
On-Island Perceptions



| | FY2013 | FY2014 |
|--|--------|--------|
|  Tour Guide- professional | 5.21 | 5.11 |
|  Tour Driver- professional | 5.25 | 5.13 |
|  Taxi - Professional | 4.74 | 4.82 |
|  Taxi- clean | 4.73 | 4.82 |
|  Guam Airport- Clean | 5.14 | 5.14 |

SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

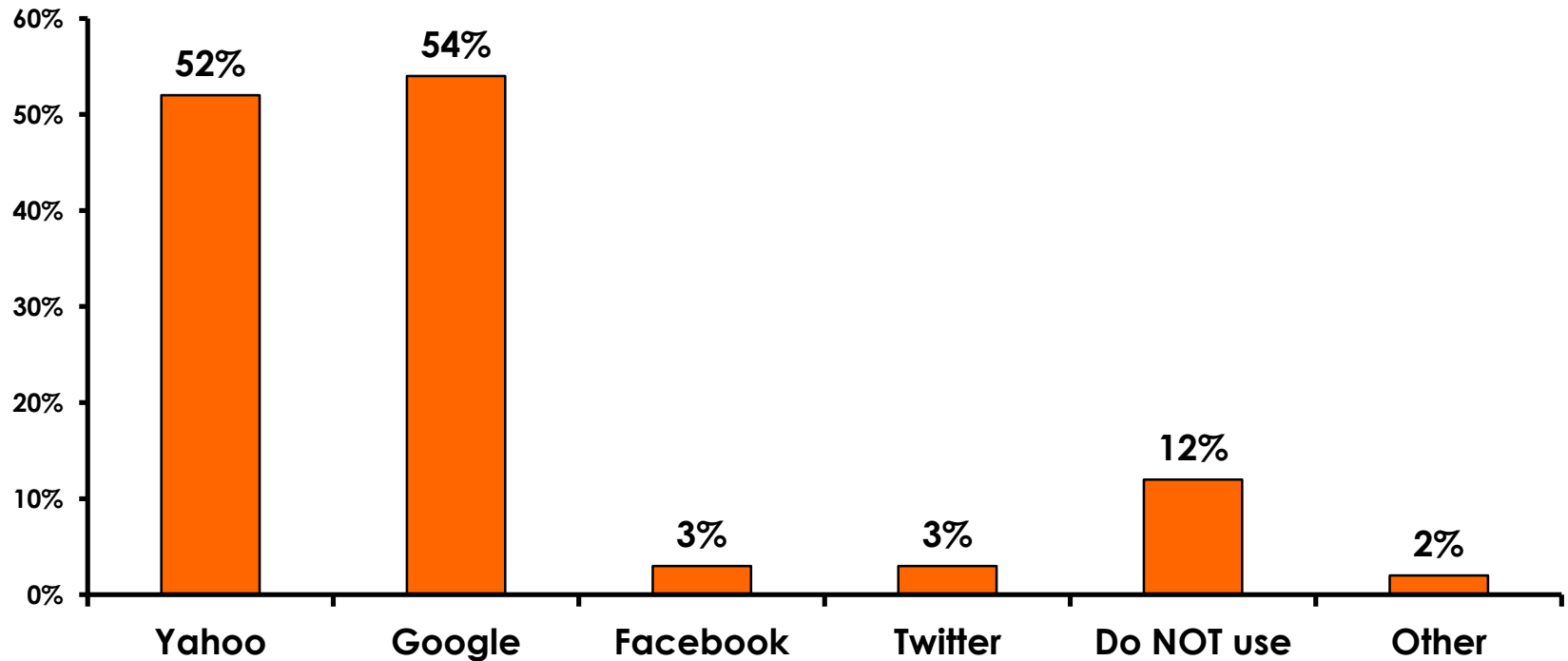


Internet- Guam Sources of Info

| | FY2013 | FY2014 |
|----------------|--------|--------|
| Search engines | 70% | 71% |
| Blogs | 20% | 22% |
| None | 15% | 14% |
| Q&A sites | 10% | 8% |
| Social Network | 8% | 8% |
| Forums | 9% | 8% |
| Other | 2% | 1% |

Internet- Things To Do

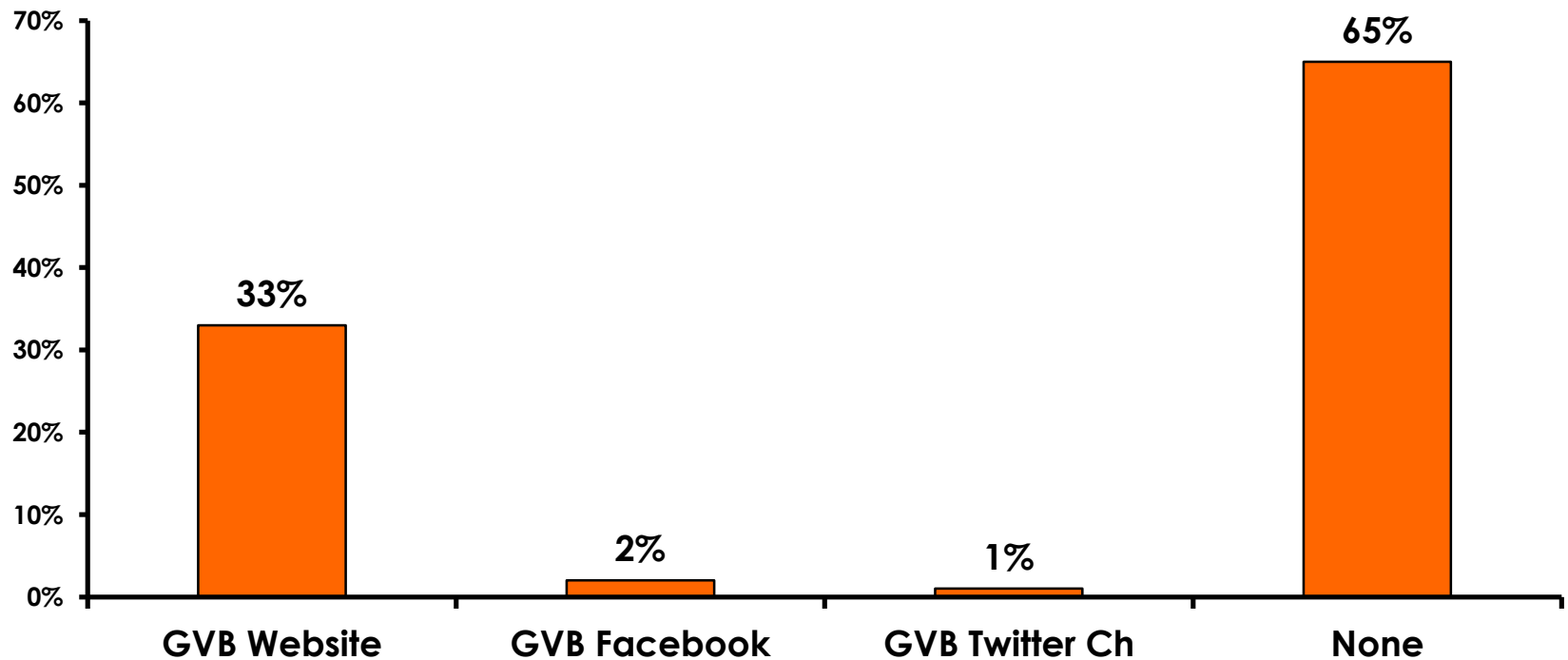
Sources of Info



Internet- Things To Do Sources of Info

| | FY2013 | FY2014 |
|---------------------|--------|--------|
| Google | 50% | 54% |
| Yahoo | 55% | 52% |
| Do Not Use Internet | 15% | 12% |
| Facebook | 3% | 3% |
| Twitter | 2% | 3% |
| Other | 3% | 2% |

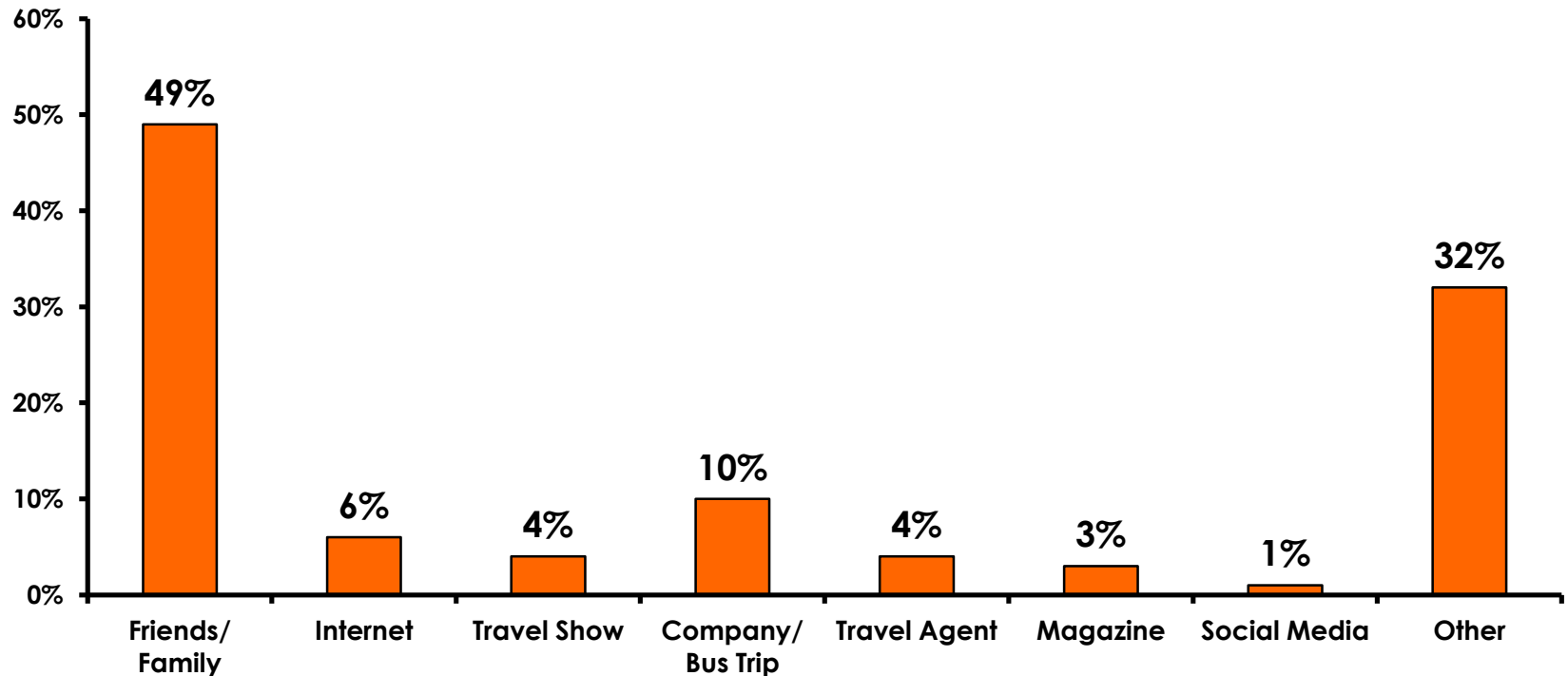
Internet- GVB Sources



Internet- GVB Sources

| | FY2013 | FY2014 |
|--------------|--------|--------|
| None | 65% | 65% |
| GVB Website | 33% | 33% |
| GVB Facebook | 2% | 2% |
| GVB Twitter | 1% | 1% |

Travel Motivation- Info Sources

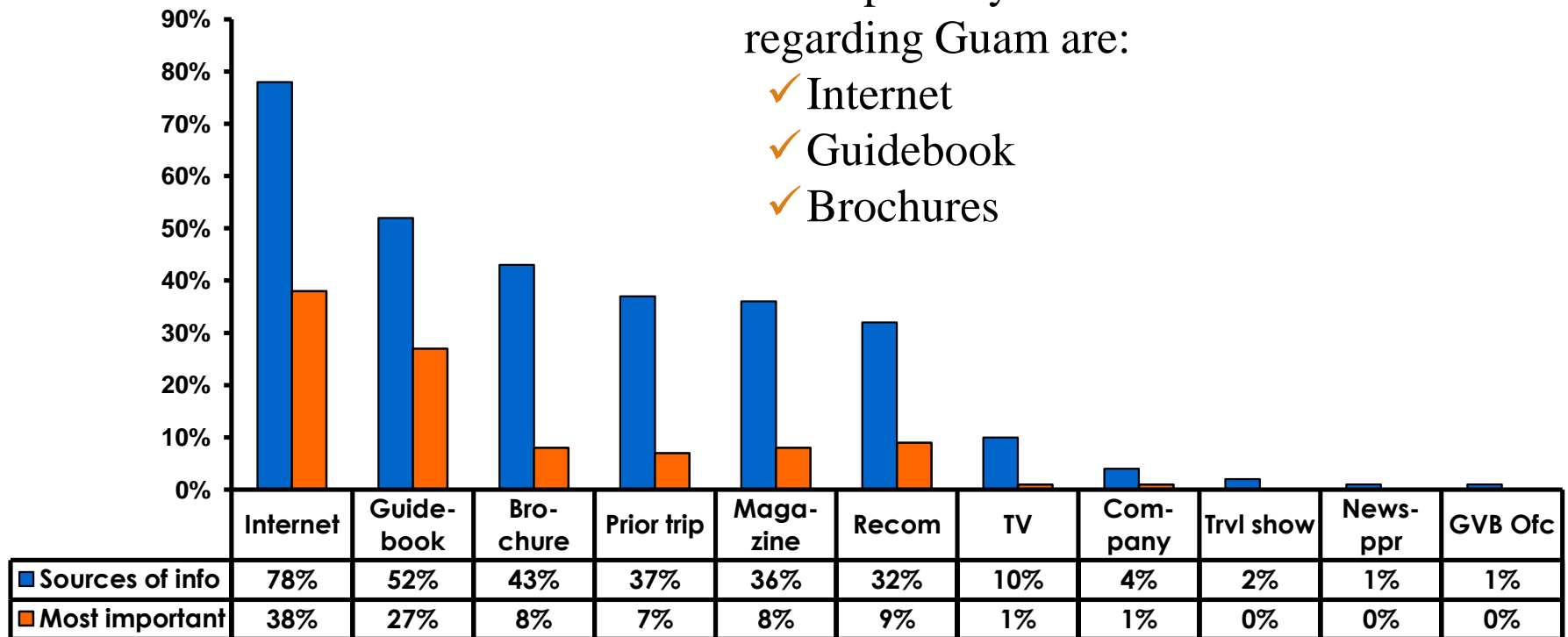


Travel Motivation- Info Sources

| | FY2013 | FY2014 |
|---------------------------|--------|--------|
| Friends/ Family | 56% | 49% |
| Other | 23% | 32% |
| Company/ Business trip | 4% | 10% |
| Internet | 8% | 6% |
| Travel show | 8% | 4% |
| Travel agent | 6% | 4% |
| Magazine | 4% | 3% |
| Social media | 1% | 1% |

Sources of Information Pre-arrival

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

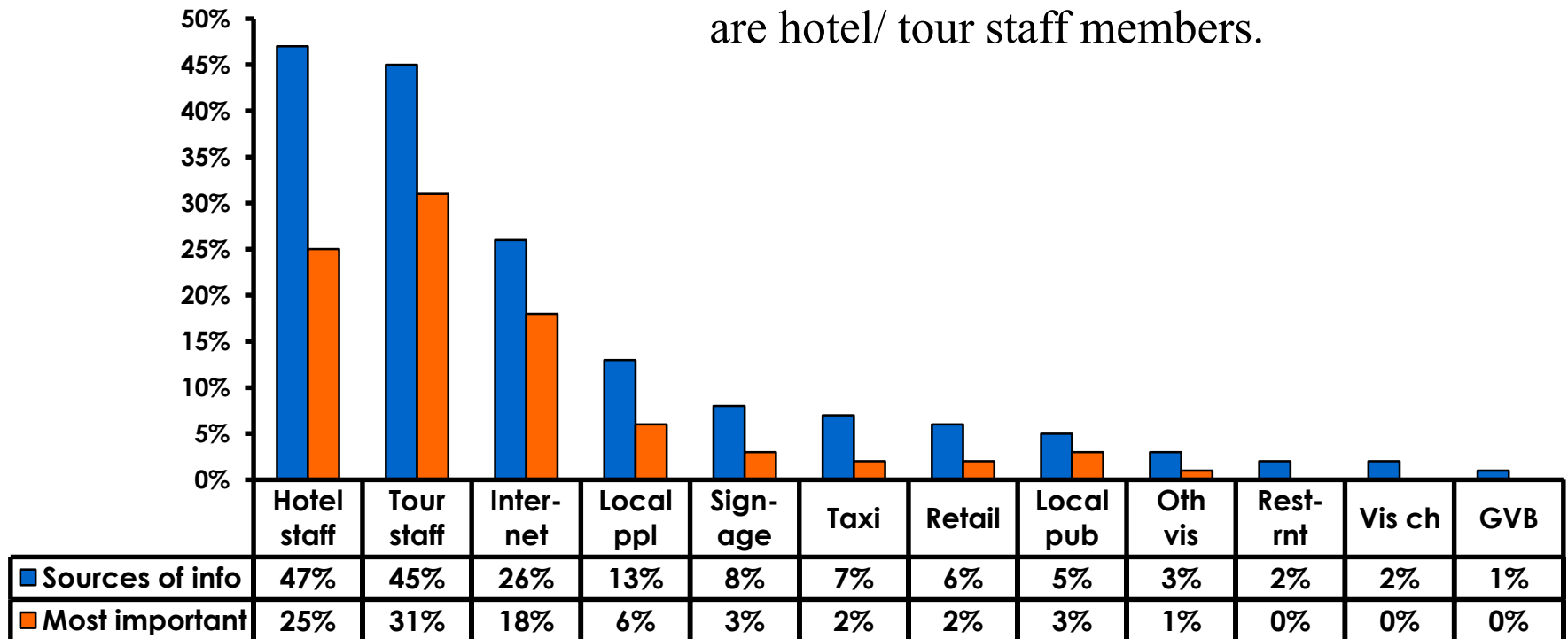


Pre-Arrival Sources – Top 3 Most Important

| | FY 2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|-------------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|
| Guide-book | 43% | 36% | 41% | 36% | 34% | 37% | 39% | 32% | 27% |
| Internet | 22% | 28% | 25% | 30% | 36% | 34% | 32% | 33% | 38% |
| Brochure | 15% | 16% | 15% | 15% | 11% | 12% | 10% | 9% | 8% |

Sources of Information Post-arrival

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



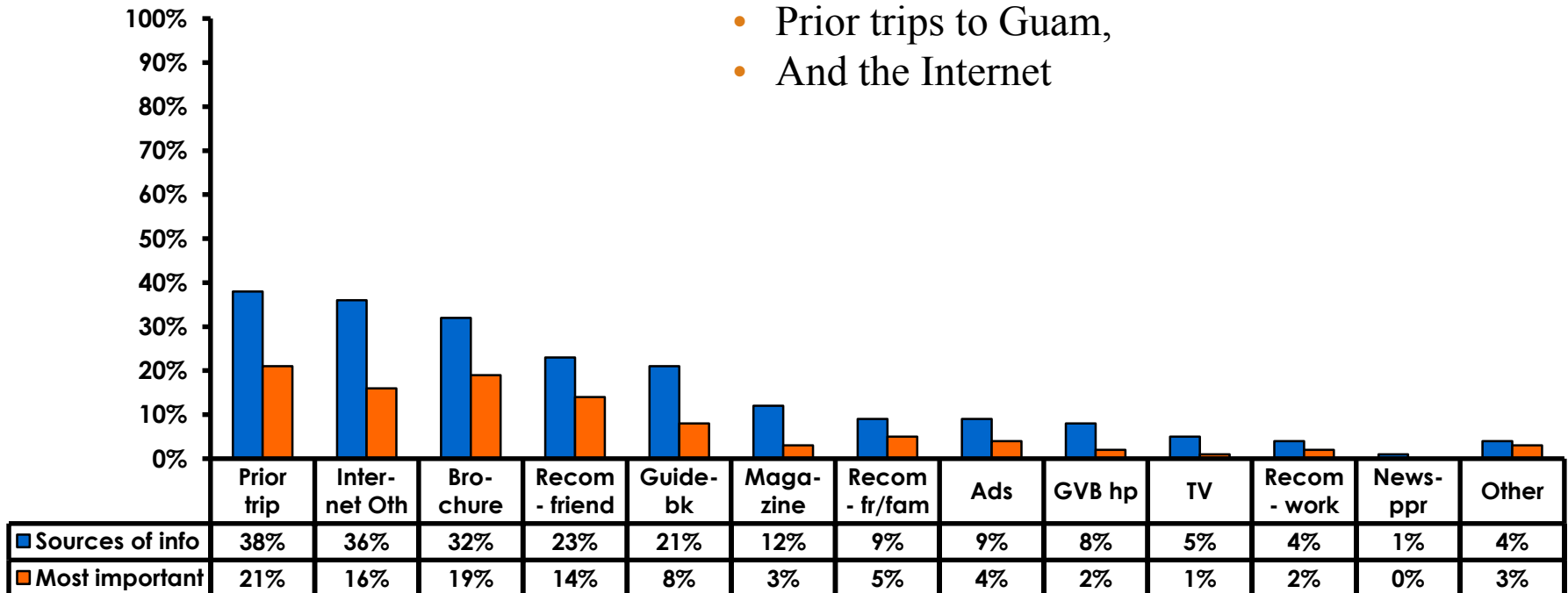
Post-Arrival Sources – Top 3 Most Important

| | FY 2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Tour staff | 46% | 42% | 44% | 47% | 44% | 46% | 40% | 33% | 31% |
| Hotel staff | 13% | 16% | 15% | 17% | 22% | 22% | 21% | 25% | 25% |
| Internet | | | | | | | | 11% | 18% |
| Signage | 6% | Not top 3 | Not top 3 | 6% | 7% | Not top 3 | 6% | Not top 3 | Not top 3 |
| Vis Ch. | Not top 3 | 9% | 10% | 6% | Not top3 | Not top 3 | Not top 3 | Not top 3 | Not top 3 |
| Local ppl | Not top 3 | Not top 3 | Not top 3 | Not top 3 | Not top 3 | 7% | 6% | Not top 3 | Not top 3 |

Sources of Information - Motivation

The primary motivational sources of information were.

- Brochures,
- Prior trips to Guam,
- And the Internet

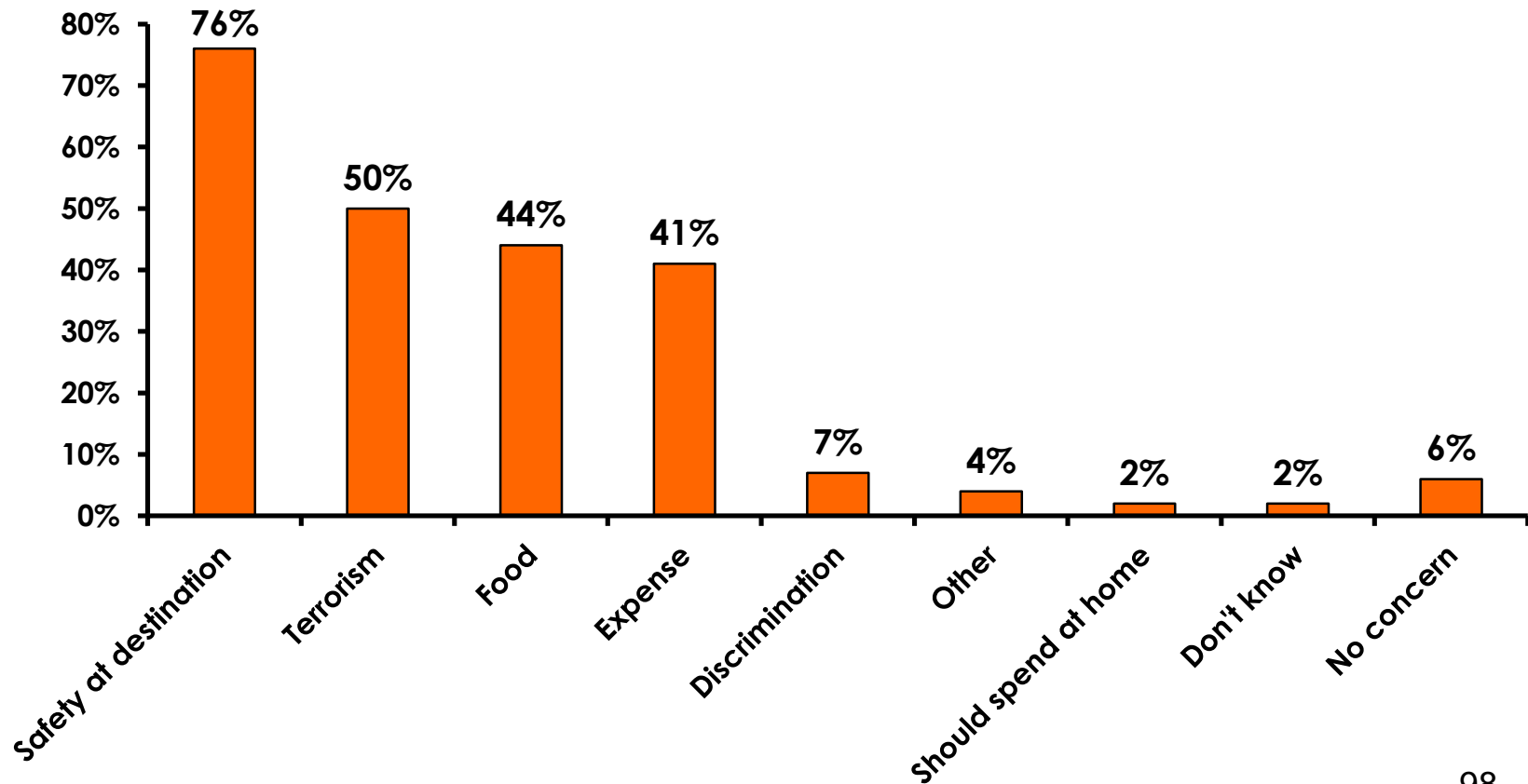


Sources of Information – Motivation – Most Important

| | FY2013 | FY2014 |
|-----------------------|--------|--------|
| Prior Trip | 18% | 21% |
| Travel agent brochure | 22% | 19% |
| Internet-Other Guam | 15% | 16% |

SECTION 6 **OTHER ISSUES**

Concerns about travel outside of Japan - Overall



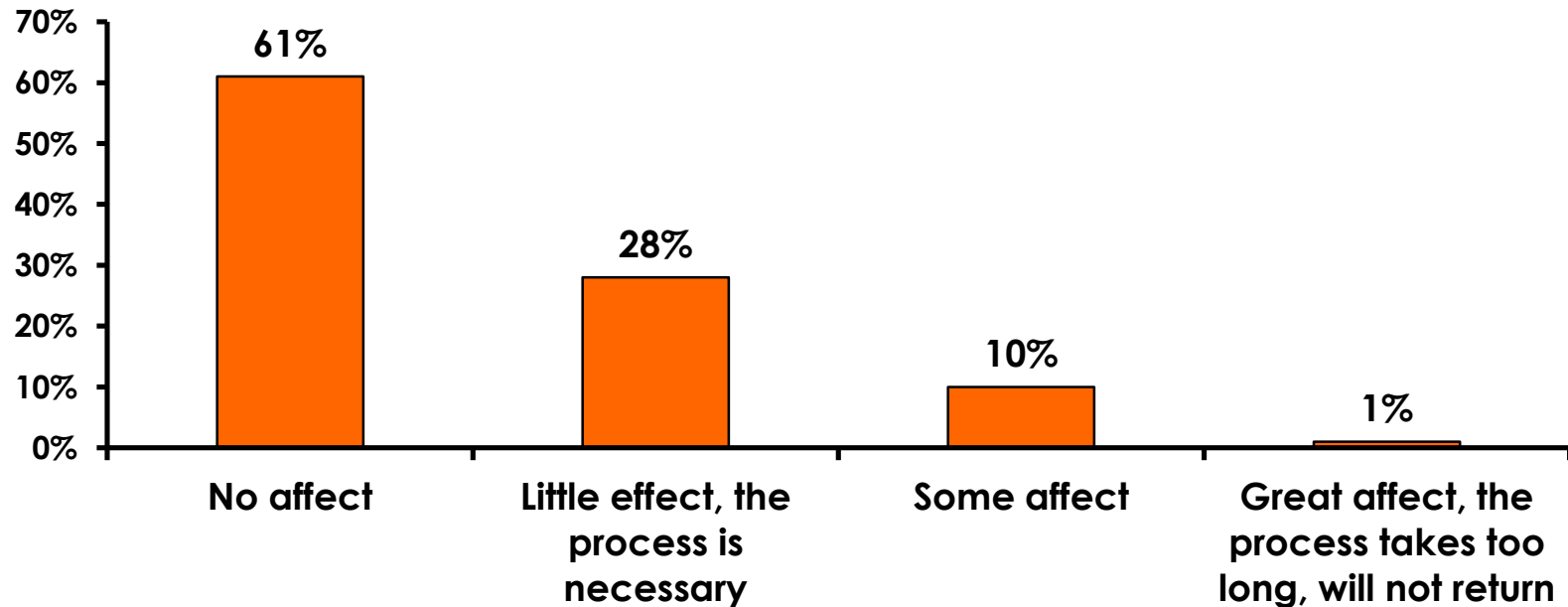
Concerns about travel outside of Japan

| | FY 2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|--------------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|
| Safety | 81% | 79% | 81% | 83% | 80% | 78% | 83% | 75% | 76% |
| Terrorism | 73% | 70% | 60% | 59% | 56% | 56% | 47% | 48% | 50% |
| Food | 35% | 35% | 42% | 41% | 35% | 35% | 41% | 41% | 44% |
| Expense | 46% | 45% | 49% | 50% | 45% | 44% | 47% | 38% | 41% |
| Discrimination | - | - | - | - | - | 3% | 10% | 10% | 7% |
| Should spend @home | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 2% |
| Other | 4% | 4% | 4% | 6% | 4% | 4% | 4% | 4% | 4% |
| DK | 2% | 2% | 3% | 2% | 3% | 3% | 3% | 3% | 2% |
| No Concern | 2% | 2% | 2% | 2% | 3% | 3% | 3% | 6% | 6% |

Concerns about travel outside of Japan - By Age & Income

| | | TOTAL | AGE | | | | Q26 | | | | | | | | |
|-----|---------------------------------|-------|-------|-------|-------|------|---------------|-------------|-------------|-------------|-------------|--------------|---------|-----------|-----|
| | | - | 18-24 | 25-34 | 35-49 | 50+ | <Y2.0 million | Y2.0M-Y3.0M | Y3.0M-Y4.0M | Y4.0M-Y5.0M | Y5.0M-Y7.0M | Y7.0M-Y10.0M | Y10.0M+ | No Income | |
| Q21 | Safety | 76% | 75% | 77% | 75% | 73% | 74% | 77% | 75% | 75% | 77% | 76% | 75% | 73% | |
| | Terrorism | 50% | 45% | 54% | 49% | 50% | 44% | 52% | 53% | 53% | 52% | 44% | 47% | 47% | |
| | Food | 44% | 44% | 46% | 42% | 41% | 39% | 46% | 42% | 47% | 46% | 45% | 42% | 41% | |
| | Expense | 41% | 45% | 42% | 38% | 29% | 43% | 45% | 41% | 42% | 40% | 39% | 37% | 47% | |
| | Discrimination against Japanese | 7% | 7% | 7% | 7% | 4% | 6% | 8% | 9% | 6% | 7% | 5% | 8% | 8% | |
| | No concerns | 6% | 5% | 6% | 6% | 8% | 7% | 4% | 6% | 5% | 6% | 7% | 9% | 3% | |
| | Other | 4% | 3% | 5% | 3% | 3% | 3% | 5% | 4% | 3% | 4% | 5% | 3% | 2% | |
| | Don't know | 2% | 3% | 2% | 2% | 3% | 4% | 2% | 1% | 2% | 1% | 2% | 1% | 3% | |
| | Should spend at home | 2% | 3% | 2% | 1% | 1% | 3% | 3% | 3% | 2% | 1% | 2% | 1% | 3% | |
| | Total | Count | 4196 | 1290 | 1366 | 1076 | 430 | 247 | 426 | 489 | 671 | 757 | 538 | 553 | 172 |

Security Screening/ Immigration Process at Guam International Airport



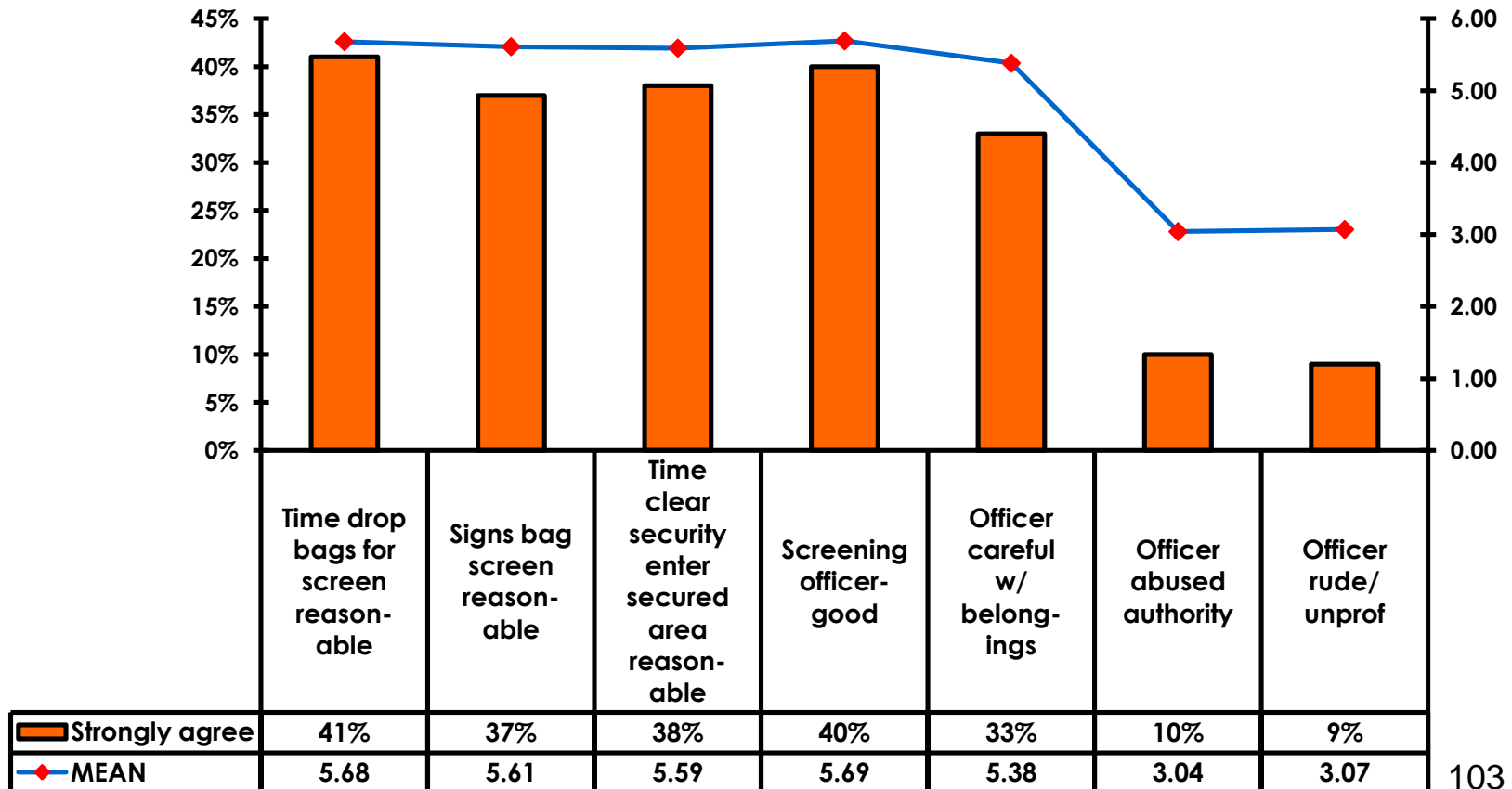
Security Screening/ Immigration Process at Guam International Airport

| | FY 2006 | FY2007 | FY2008 | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | FY2014 |
|----------------------|------------|--------|--------|--------|--------|--------|--------|--------|--------|
| No effect | 43% | 43% | 50% | 50% | 46% | 48% | 50% | 60% | 61% |
| Little effect | 43% | 41% | 38% | 36% | 39% | 41% | 37% | 29% | 28% |
| Some effect | 12% | 13% | 11% | 12% | 13% | 10% | 11% | 10% | 10% |
| Great effect | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 1% |

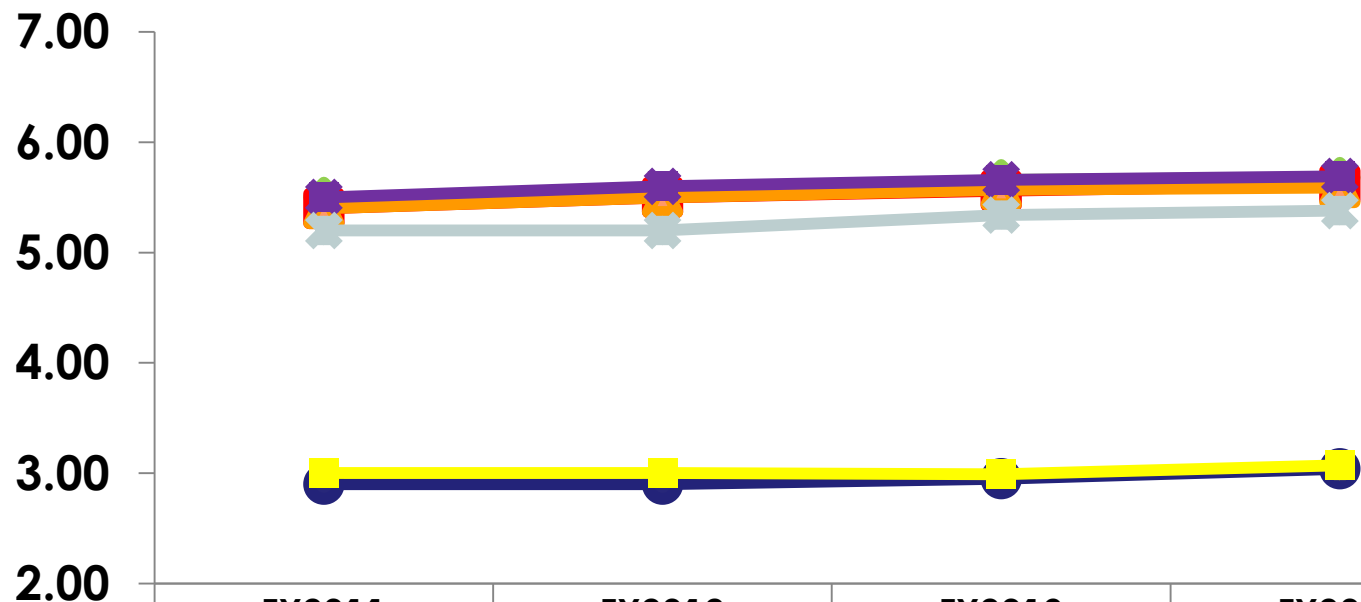
Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

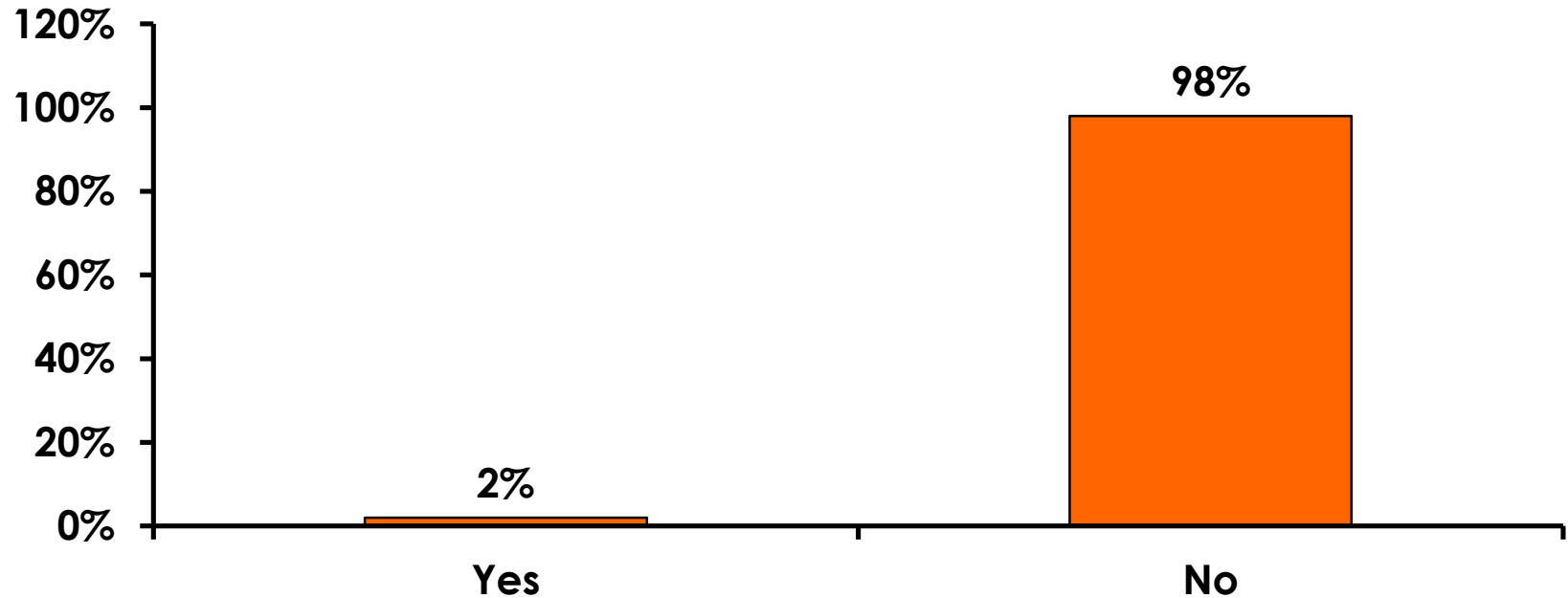


Airport Screening



| | FY2011 | FY2012 | FY2013 | FY2014 |
|----------------------|--------|--------|--------|--------|
| Time- Bag screening | 5.50 | 5.50 | 5.66 | 5.68 |
| Sign- Bag Screen | 5.40 | 5.50 | 5.56 | 5.61 |
| Time- clear security | 5.40 | 5.50 | 5.57 | 5.59 |
| Officer- good | 5.50 | 5.60 | 5.66 | 5.69 |
| Officer- careful | 5.20 | 5.20 | 5.34 | 5.38 |
| Officer- abusive | 2.90 | 2.90 | 2.95 | 3.04 |
| Officer- rude | 3.00 | 3.00 | 2.99 | 3.07 |

SHOP GUAM FESTIVAL AWARENESS



SHOP GUAM FESTIVAL – IMPACT

n=69

