



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2016

NOVEMBER 2015



Prepared by: QMark Research

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Background & Methodology

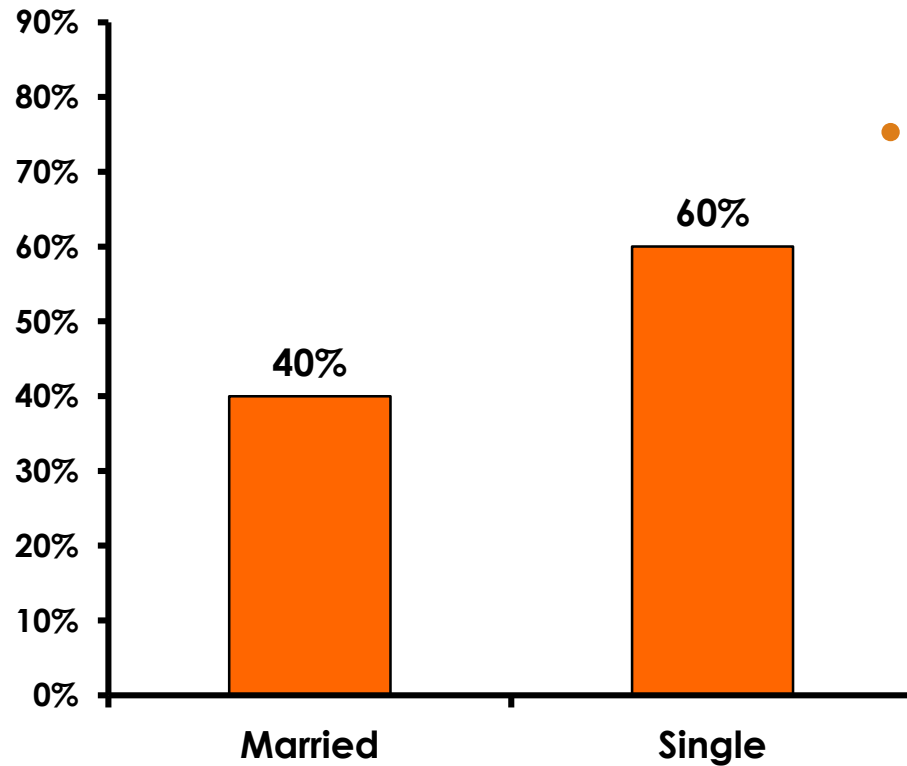
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **351** departing 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 **351** is +/- 5.23 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 +/- 5.23 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.

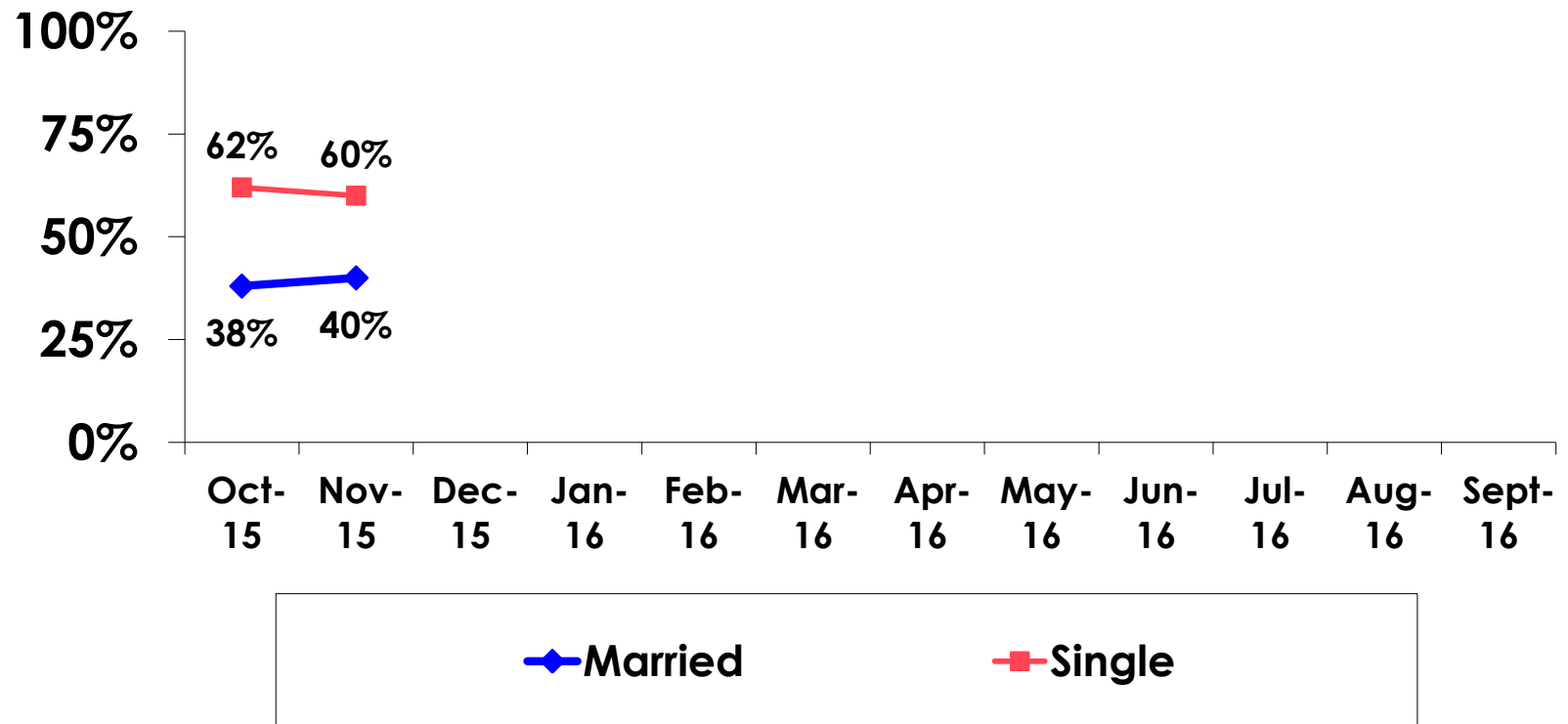
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

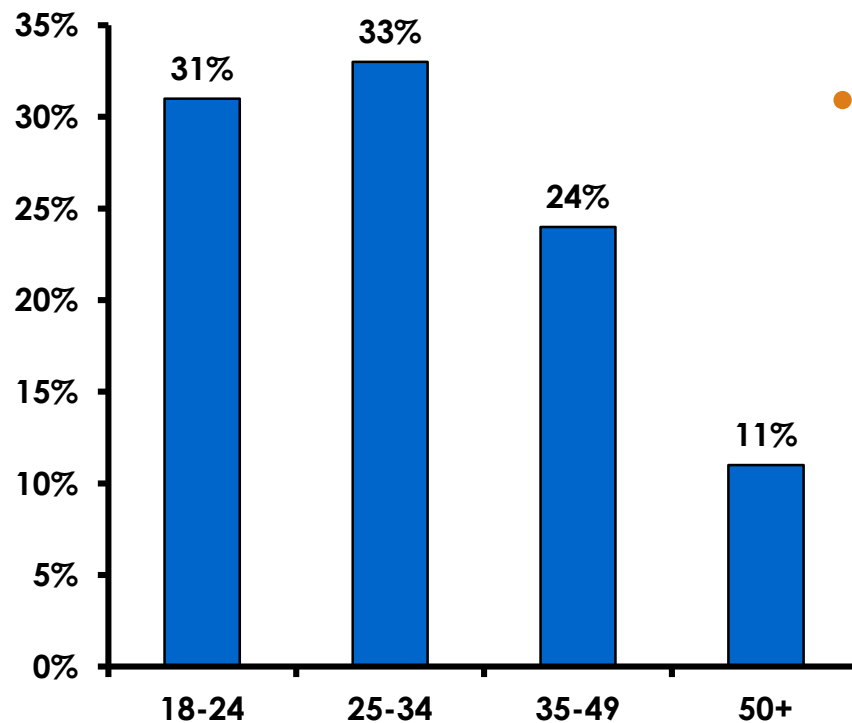


- 69% of 1ST time visitors are single.

MARITAL STATUS

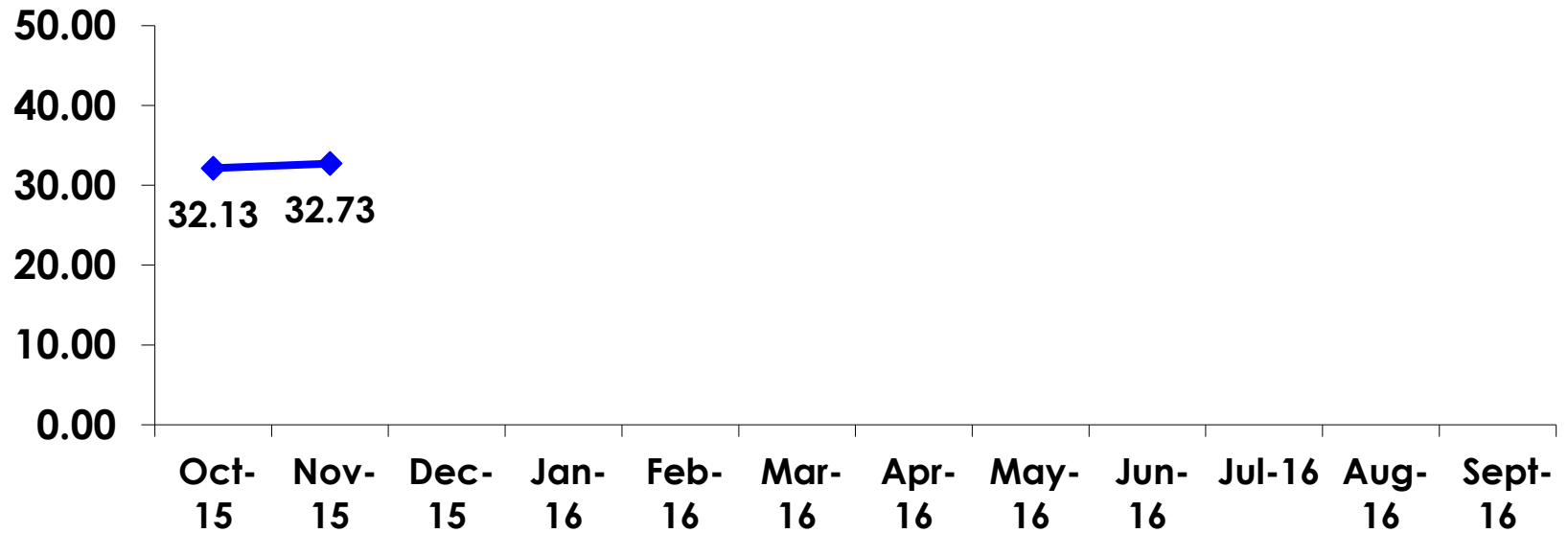


Age - Overall

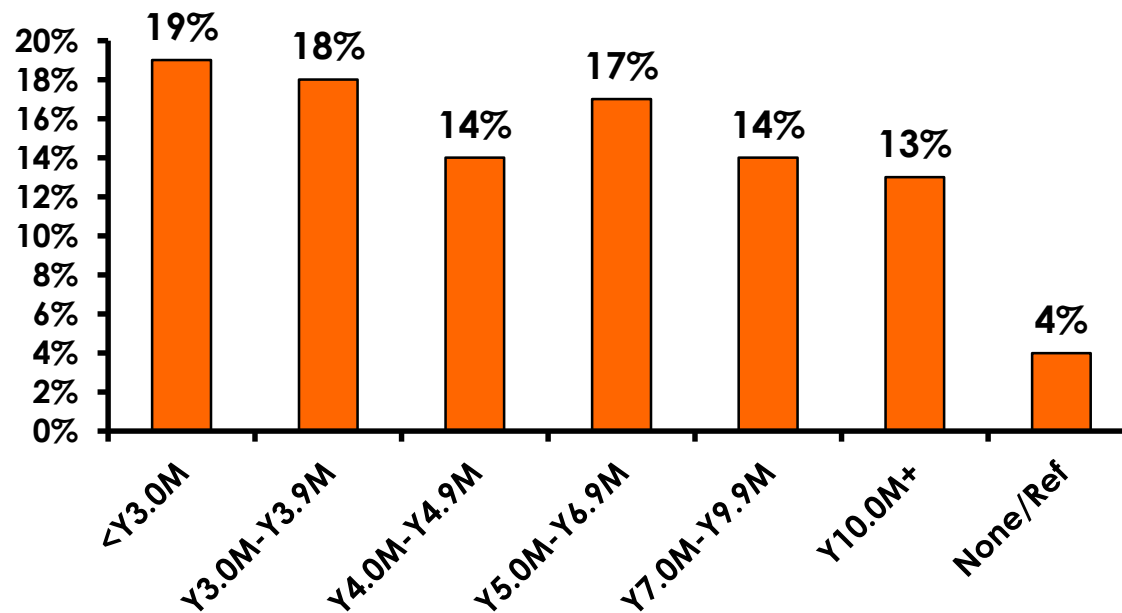


- The average age of the respondents is 32.73 years of age.

AVERAGE - AGE

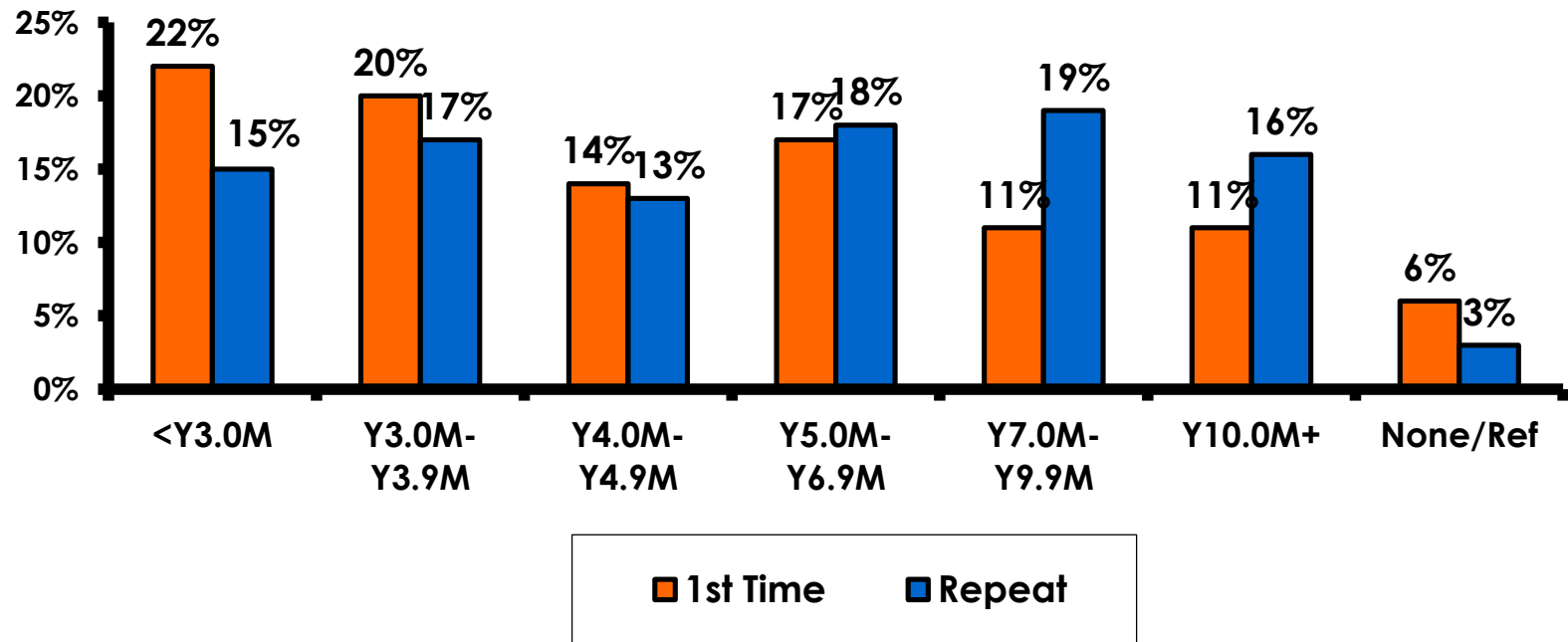


Personal Income



• ¥122.81=\$1

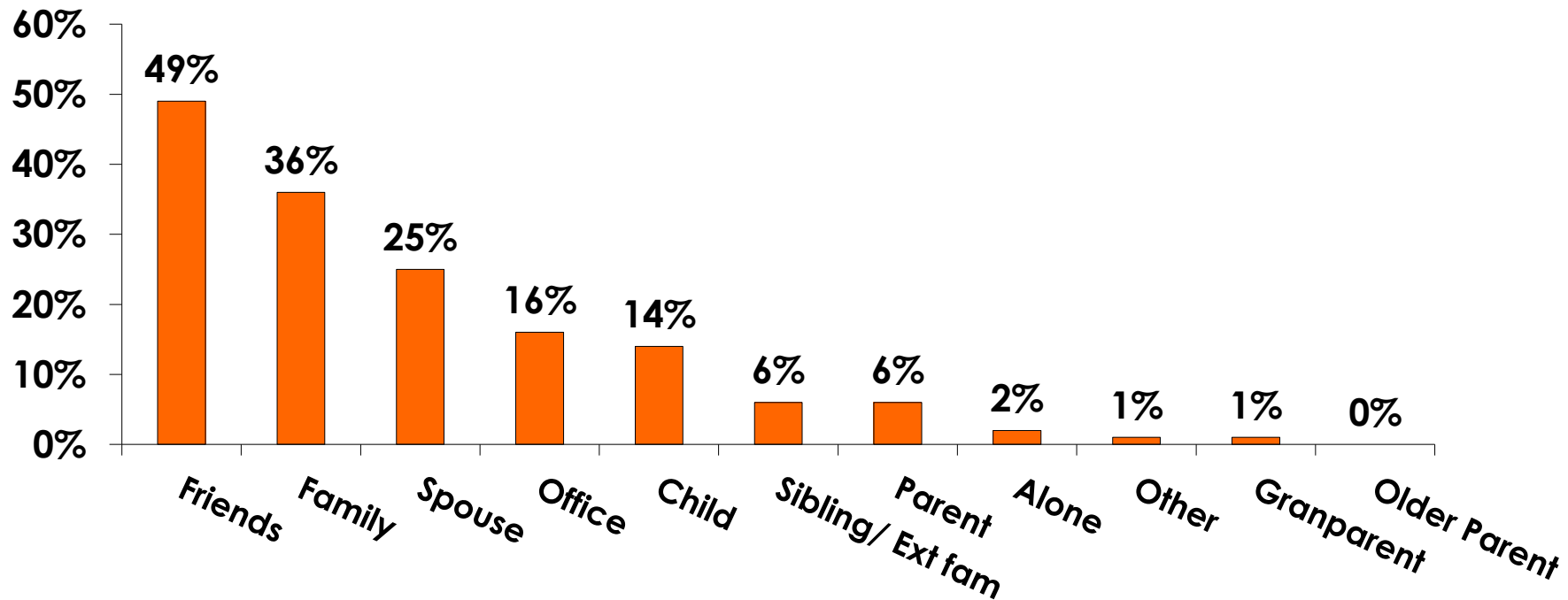
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	24	4	20	11	7	4	2
		Column N %	8%	3%	13%	13%	7%	5%	6%
	Y2.0M-Y3.0M	Count	33	11	22	13	14	5	
		Column N %	11%	7%	14%	15%	14%	6%	
	Y3.0M-Y4.0M	Count	54	17	37	22	21	9	2
		Column N %	18%	12%	24%	26%	21%	12%	6%
	Y4.0M-Y5.0M	Count	41	19	22	9	21	10	1
		Column N %	14%	13%	14%	10%	21%	13%	3%
	Y5.0M-Y7.0M	Count	52	38	14	9	13	23	7
		Column N %	17%	26%	9%	10%	13%	30%	19%
	Y7.0M-Y10.0M	Count	43	30	13	9	11	17	6
		Column N %	14%	20%	9%	10%	11%	22%	17%
	Y10.0M+	Count	39	27	12	3	10	9	17
		Column N %	13%	18%	8%	3%	10%	12%	47%
	No Income	Count	13	1	12	10	2		1
		Column N %	4%	1%	8%	12%	2%		3%
	Total	Count	299	147	152	86	99	77	36

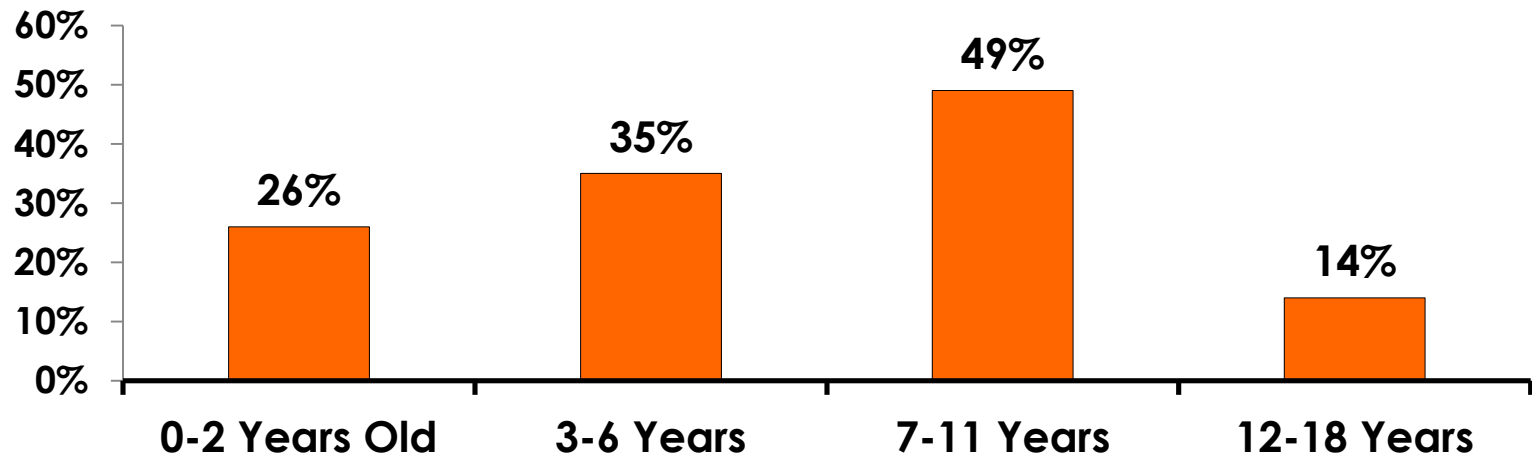
Travel Companions



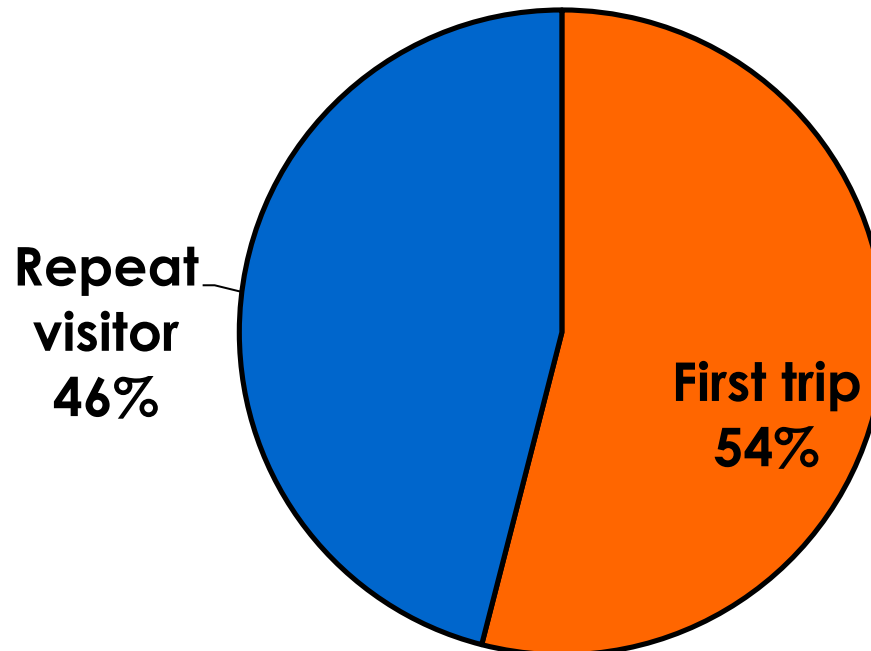
Number of Children Travel Party

N=49 total respondents traveling with children.

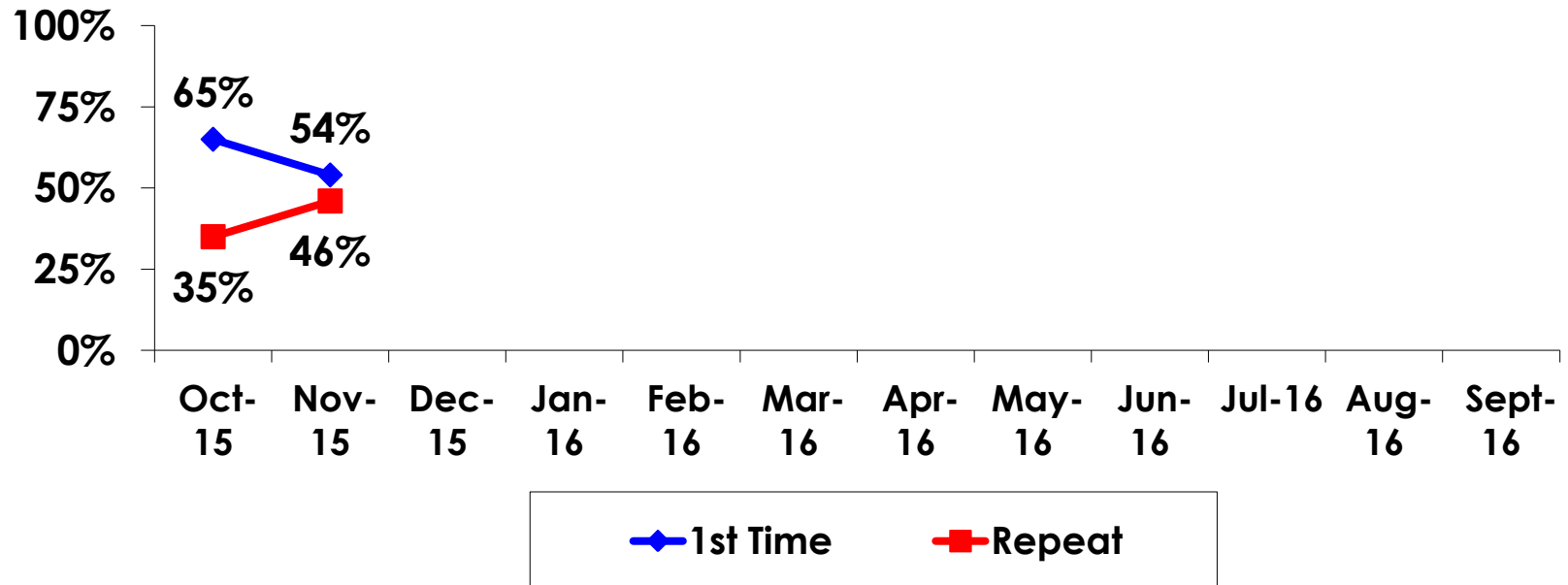
(Of those N=49 respondents, there is a total of 70 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



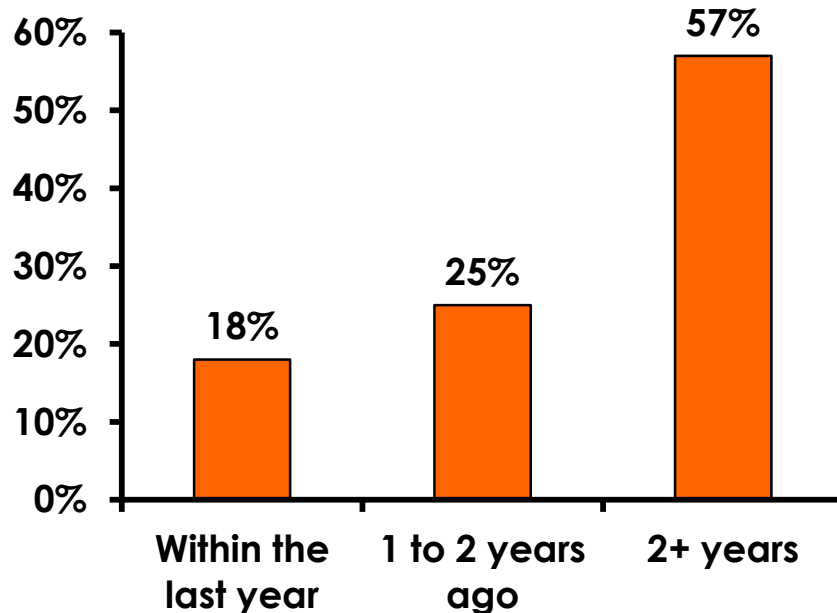
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	163	79	83	
		Column N %	46%	42%	52%	
	Female	Count	188	110	77	
		Column N %	54%	58%	48%	
	Total	Count	351	189	160	
AGE	18-24	Count	109	78	30	
		Column N %	31%	42%	19%	
	25-34	Count	114	61	53	
		Column N %	33%	33%	33%	
	35-49	Count	85	35	49	
		Column N %	24%	19%	31%	
	50+	Count	40	13	27	
		Column N %	11%	7%	17%	
		Total	Count	348	187	159

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

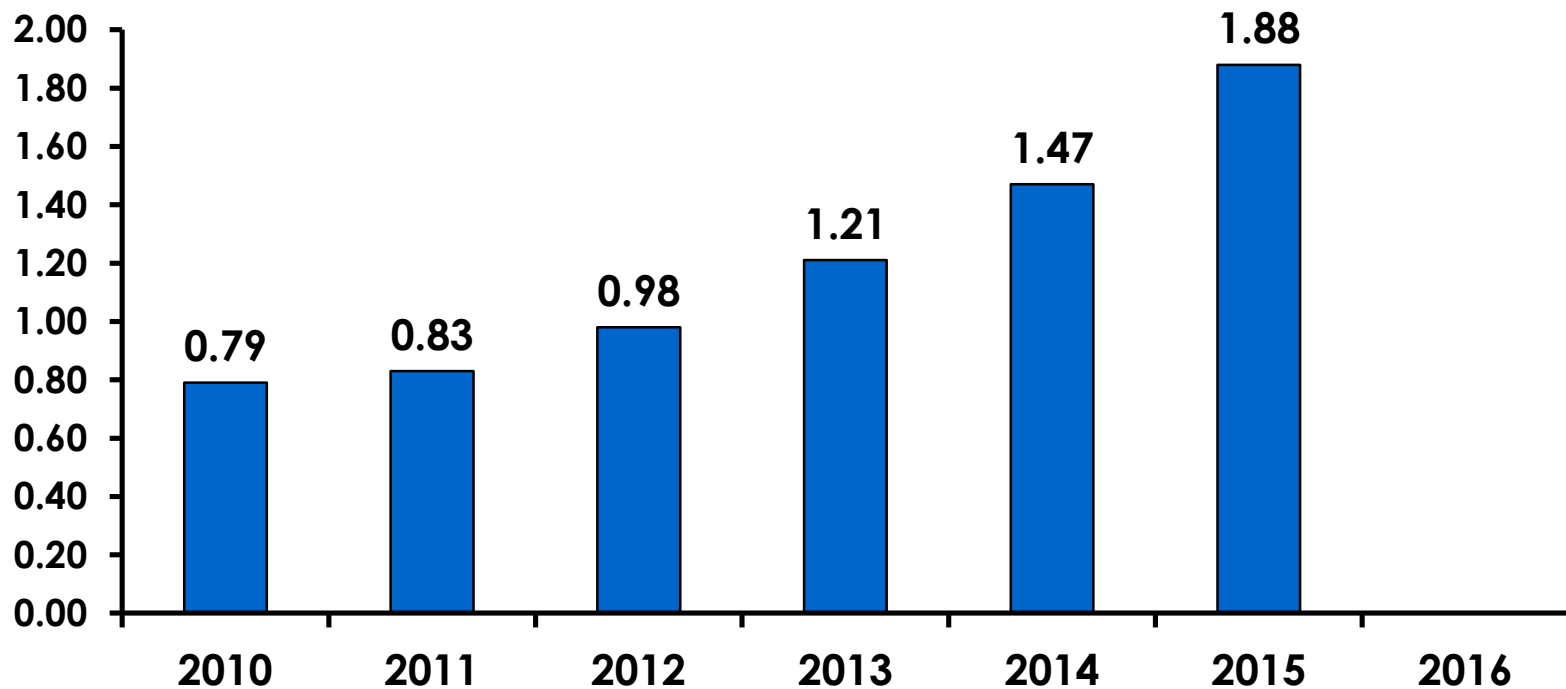
Repeat Visitors Last Trip

n = 155



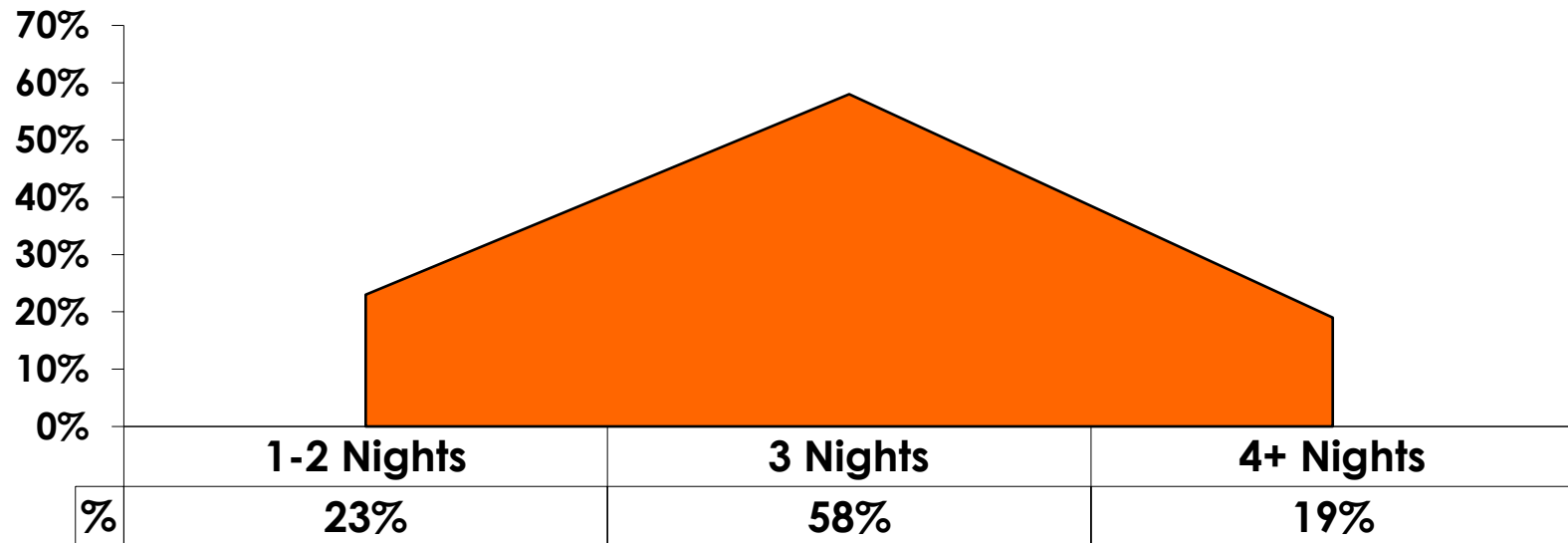
- The average repeat visitor has been to Guam 3.21 times.
- Less than half of repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2010-2016) (2 nights or more)

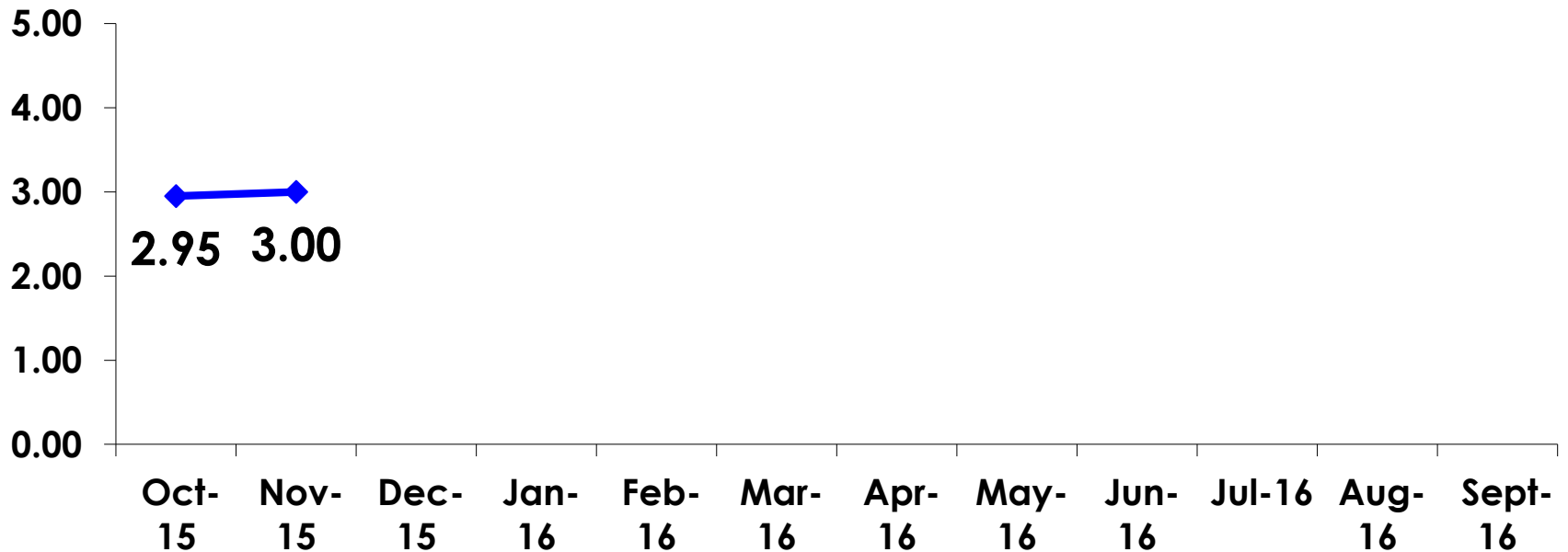


Length of Stay

Mean = 3.00 Days
Median = 3.0 Days



AVG LENGTH OF STAY

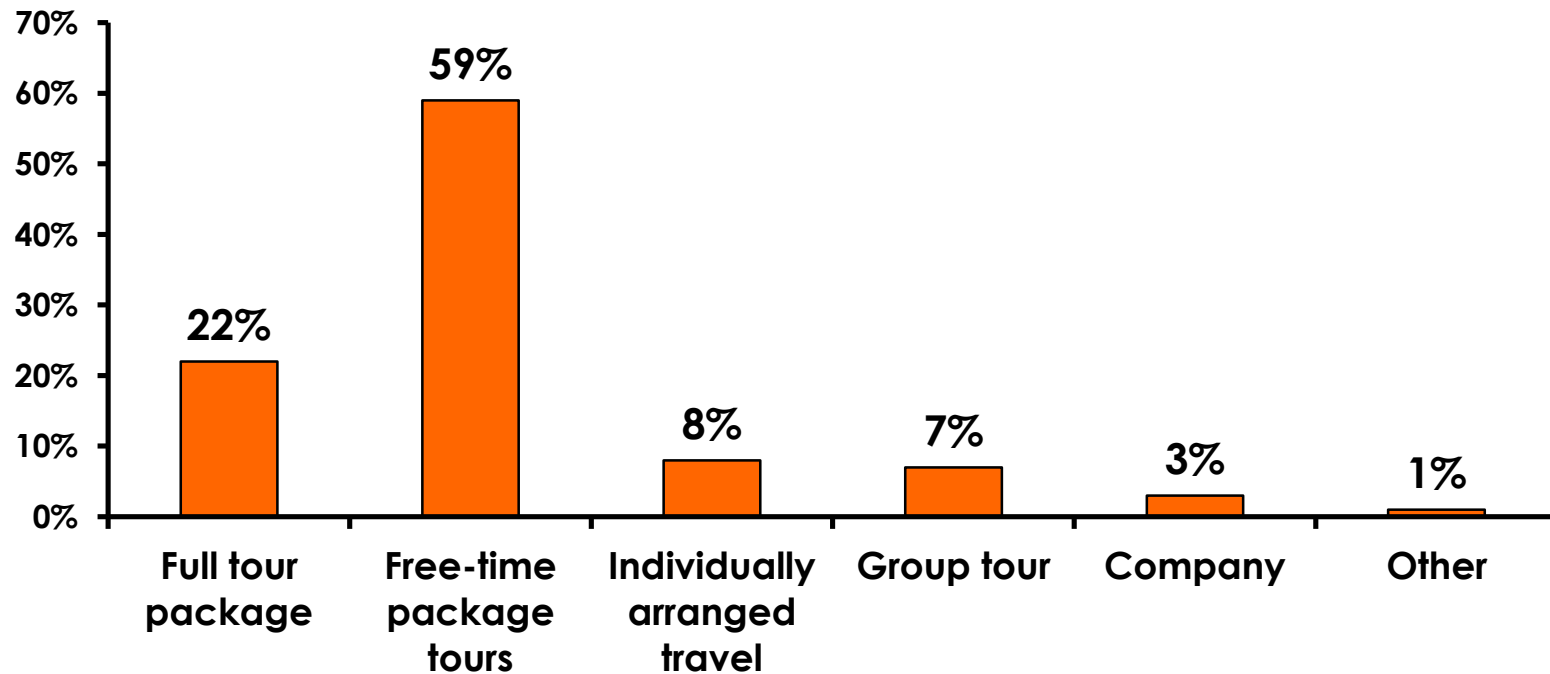


Occupation by Income

		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	Office worker non-mgr	21%	8%	42%	35%	17%	13%	16%	10%		
	Student	15%	33%		7%	7%	4%	16%	8%	77%	
	Engineer	15%	8%	15%	19%	17%	19%	19%	15%		
	Salesperson	14%		15%	13%	20%	19%	16%	13%		
	Self-employed	7%		9%		5%	10%	5%	21%	8%	
	Manager	6%			2%	5%	10%	9%	18%		
	Skilled worker	4%	13%	3%	7%		4%	5%			
	Other	3%	4%	6%	6%	2%	8%				
	Homemaker	3%	4%	3%	2%	10%	4%	2%	3%		
	Unemployed	2%	8%				4%	2%		15%	
	Professional/ Specialist	2%			6%	2%	4%	2%	3%		
	Freeter	2%	4%	6%		2%					
	Executive (30+ employees)	1%				5%		2%	5%		
	Retired	1%	4%		2%	2%					
	Govt- office worker non-mgr	1%	4%			2%	2%				
	Free-lancer	1%	8%								
	Teacher	1%				2%		2%			
	Govt- Executive	1%			2%			2%			
	Govt- Manager	1%							5%		
	Total	Count	337	24	33	54	41	52	43	39	13

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

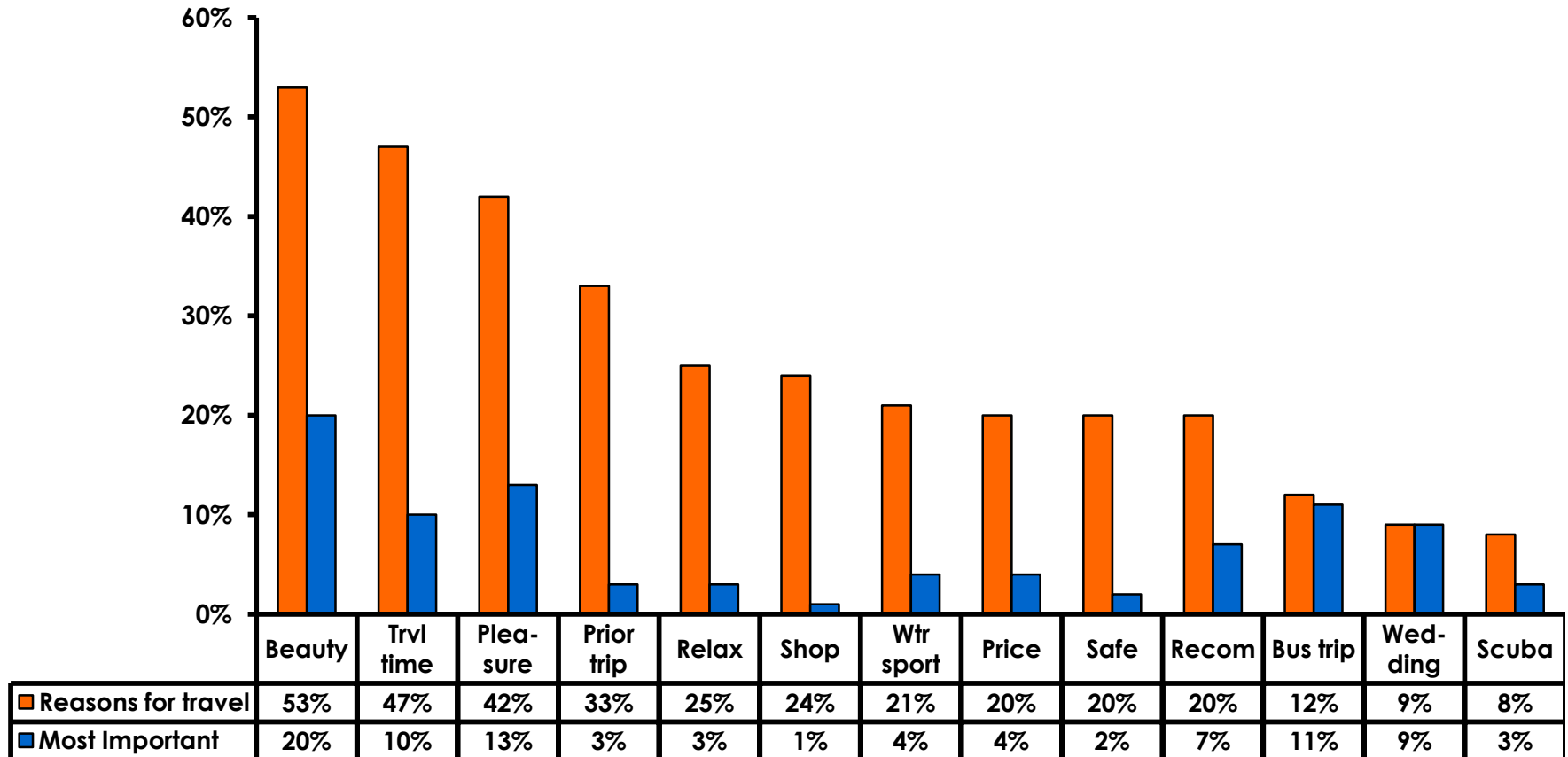


Accommodation by Income

Average length of stay: 3.00 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	13%	13%	21%	6%	10%	10%	10%	18%	15%	
	Fiesta Resort Guam	9%	4%	9%	20%	7%	8%		3%	15%	
	Outrigger Guam Resort	8%	17%	6%	11%	2%	6%	13%	11%		
	Guam Reef & Olive Spa	6%	4%	9%	2%	17%	10%	8%			
	Holiday Resort Guam	6%	8%		7%	7%	8%	3%	5%	8%	
	Royal Orchid Guam	6%		9%	4%	2%	6%	10%	8%	23%	
	Hilton Guam Resort	5%		9%	6%	5%	4%	13%	5%		
	Hotel Nikko Guam	5%	8%	3%	7%	7%	4%	5%	5%		
	Westin Resort Guam	5%	4%	3%	4%	2%	10%	5%	8%		
	PIC Club	5%	4%	9%	6%	5%	6%	8%			
	Hyatt Regency Guam	4%			2%	7%	6%	5%	8%	8%	
	Pacific Star Resort & Spa	4%	4%		2%	2%	2%	8%	3%	15%	
	Pacific Bay Hotel	4%	17%			2%	2%	3%	8%	8%	
	Grand Plaza Hotel	4%	4%	6%	4%	7%	2%	3%	5%		
	Onward Beach Resort	3%			7%	7%	6%	3%	3%		
	Lotte Hotel Guam	3%	4%	3%	9%	2%	4%				
	Leo Palace Resort	3%	8%	9%		2%	2%	3%	5%		
	Dusit Thani Guam	1%		3%					3%		
	Home stay/ friend/ relative	1%			2%		2%		3%		
	Sheraton Laguna Guam	1%					4%	3%			
	Hotel Santa Fe	1%						3%			
	Aqua Suites	1%			2%						
	Other	1%				2%				8%	
	Condo	0%									
	Total	Count	345	24	33	54	41	51	40	38	13

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Pleasure,
- Business trip

were the primary reasons for visiting during this period.

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	53%	74%	43%	49%	30%	47%	57%	
	Short travel time	47%	55%	42%	48%	35%	43%	50%	
	Pleasure	42%	56%	36%	38%	30%	34%	48%	
	Previous trip	33%	19%	33%	48%	40%	36%	30%	
	Relax	25%	27%	30%	21%	15%	22%	28%	
	Shopping	24%	34%	20%	19%	18%	16%	30%	
	Water sports	21%	32%	14%	21%	15%	20%	23%	
	Price	20%	28%	17%	18%	15%	18%	22%	
	Safe	20%	23%	18%	19%	20%	21%	19%	
	Recomm- friend/family/trvl agnt	20%	29%	23%	15%		14%	25%	
	Company/ Business Trip	12%	10%	15%	7%	15%	9%	14%	
	Married/ Attn wedding	9%	2%	16%	8%	15%	12%	7%	
	Scuba	8%	7%	10%	7%	10%	9%	8%	
	Other	5%	4%	3%	4%	18%	7%	3%	
	Golf	4%	1%	1%	4%	20%	7%	1%	
	Visit friends/ Relatives	3%	4%	3%	2%	8%	2%	5%	
	Honeymoon	3%		6%	5%		6%	1%	
	Company Sponsored	2%		2%	2%	3%	2%	1%	
	Organized sports	1%	1%	2%	1%	3%	1%	2%	
	Total	Count	350	108	114	85	40	163	187

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	53%	71%	52%	43%	49%	63%	51%	36%	75%	
	Short travel time	47%	58%	58%	44%	27%	50%	44%	59%	58%	
	Pleasure	42%	50%	58%	31%	20%	52%	44%	49%	58%	
	Previous trip	33%	29%	27%	30%	32%	38%	51%	41%	17%	
	Relax	25%	25%	36%	35%	7%	29%	30%	21%	25%	
	Shopping	24%	25%	27%	24%	17%	23%	26%	26%	25%	
	Water sports	21%	29%	24%	17%	12%	19%	33%	26%	42%	
	Price	20%	29%	9%	17%	20%	19%	21%	26%	17%	
	Safe	20%	13%	18%	22%	12%	21%	19%	28%	25%	
	Recomm- friend/family/trvl agnt	20%	13%	21%	22%	17%	19%	14%	18%	25%	
	Company/ Business Trip	12%	8%	6%	20%	17%	6%	12%	8%		
	Married/ Attn wedding	9%	4%	12%	17%	12%	10%	12%	5%		
	Scuba	8%		12%	6%	2%	12%	7%	10%	25%	
	Other	5%		3%	4%	10%	6%		8%	8%	
	Golf	4%		3%		5%	4%	2%	13%		
	Visit friends/ Relatives	3%	13%	3%	4%		4%	2%	8%		
	Honeymoon	3%				7%	4%	5%	5%		
	Company Sponsored	2%			4%		2%		3%		
	Organized sports	1%	4%		2%		4%	2%			
	Total	Count	350	24	33	54	41	52	43	39	12

SECTION 3 **EXPENDITURES**

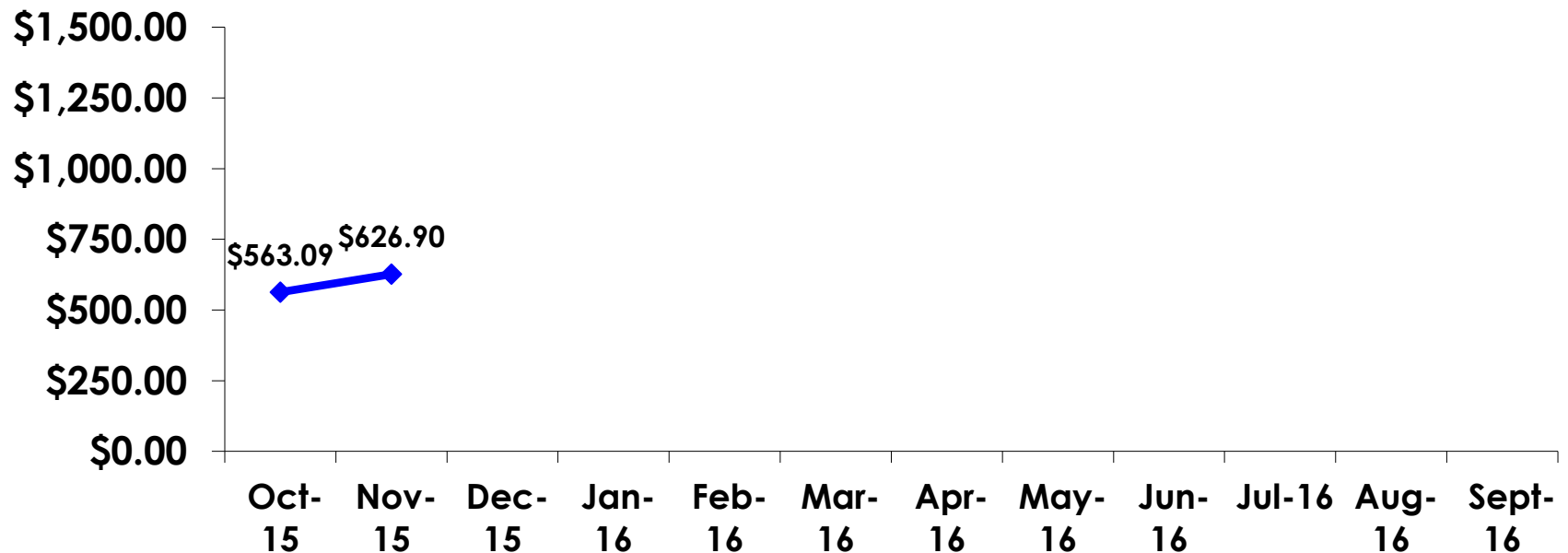
Prepaid Expenditures

¥122.81/US\$1

- \$1,250.27 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$21,985 = maximum (highest amount recorded for the entire sample)
- \$626.90 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$595.00

Breakdown of Prepaid Expenditures

¥122.81=\$1

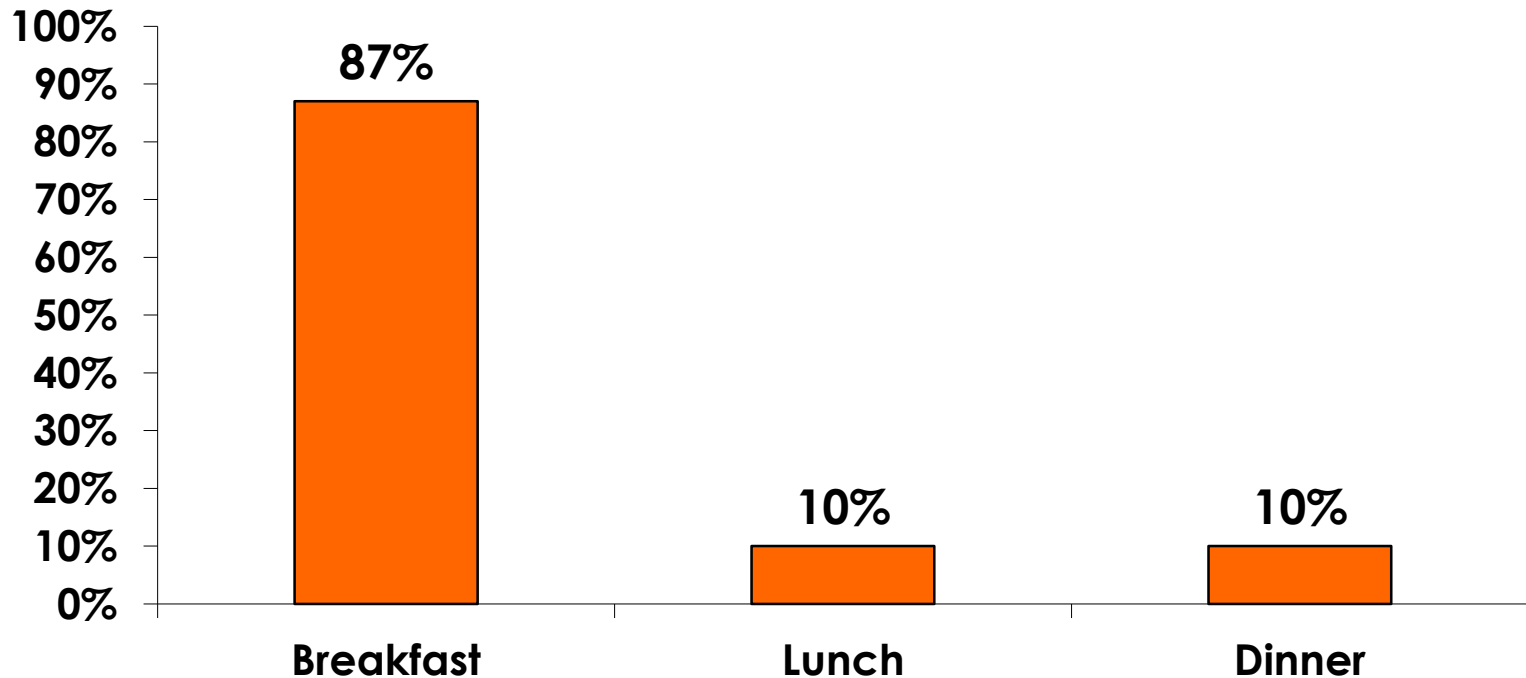
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$1,165.44
Air & Accommodation w/ daily meal package	\$2,322.94
Air only	\$1,289.85
Accommodation only	\$525.68
Accommodation w/ daily meal only	\$1,872.81
Food & Beverages in Hotel	\$57.00
Ground transportation – Japan	\$168.22
Ground transportation – Guam	\$41.53
Optional tours/ activities	\$194.28
Other expenses	\$811.23
Total Prepaid	\$1,250.27

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=31

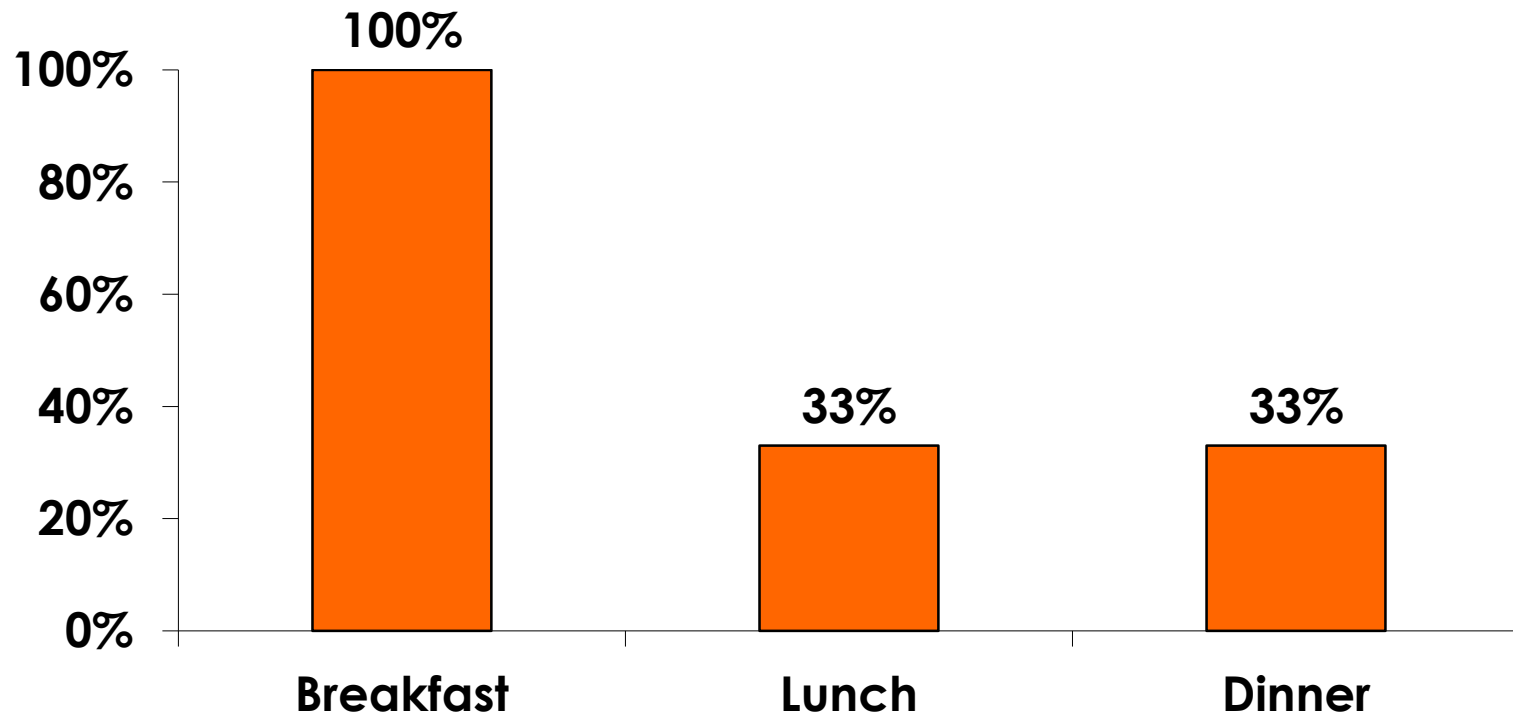


Mean=\$2,322.94 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

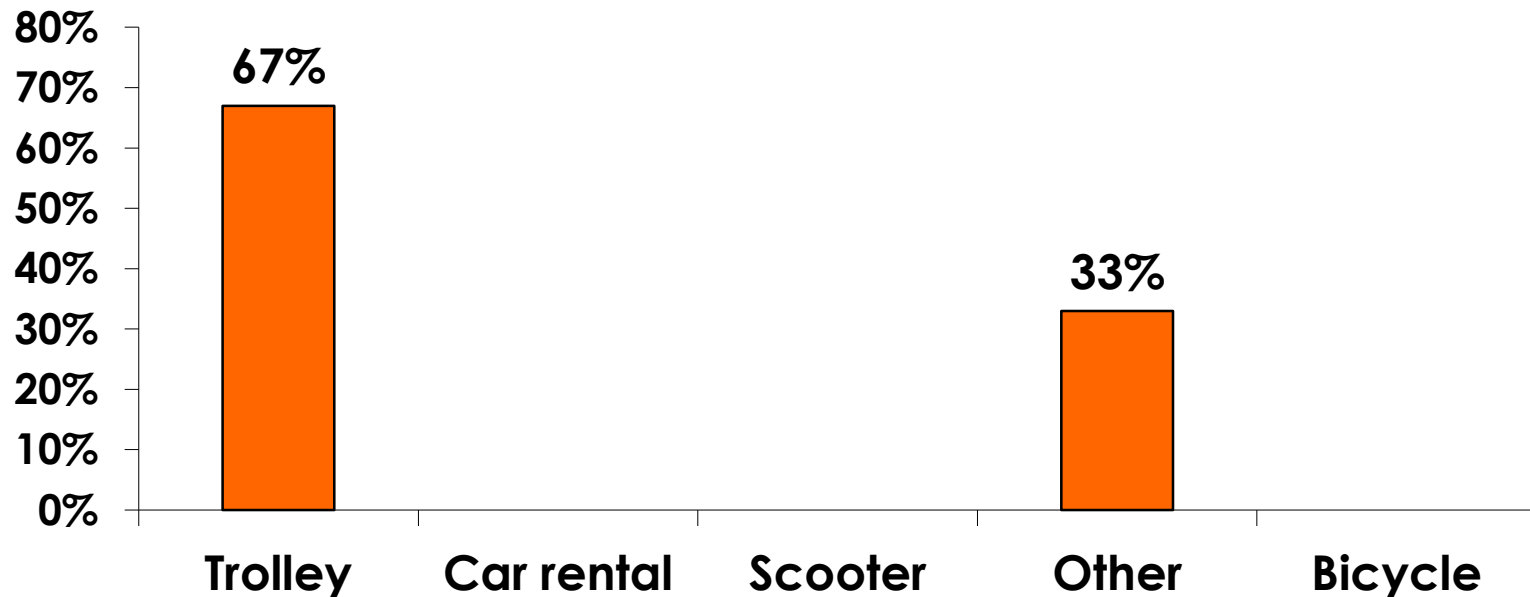
n=3



Mean=\$1,872.81 per travel party

PREPAID GROUND TRANSPORTATION

n=3



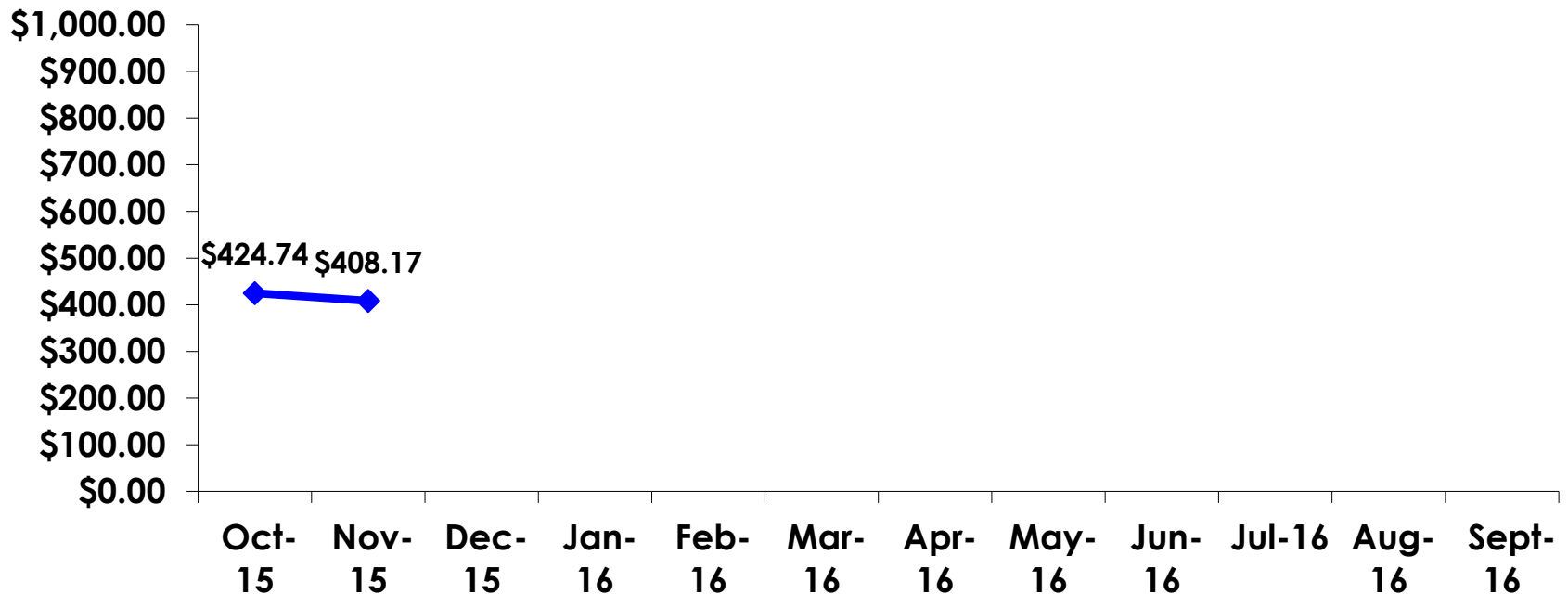
Mean=\$41.53 per travel party

On-Island Expenditures

- \$630.49 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,450 = Maximum (highest amount recorded for the entire sample)
- \$408.17 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

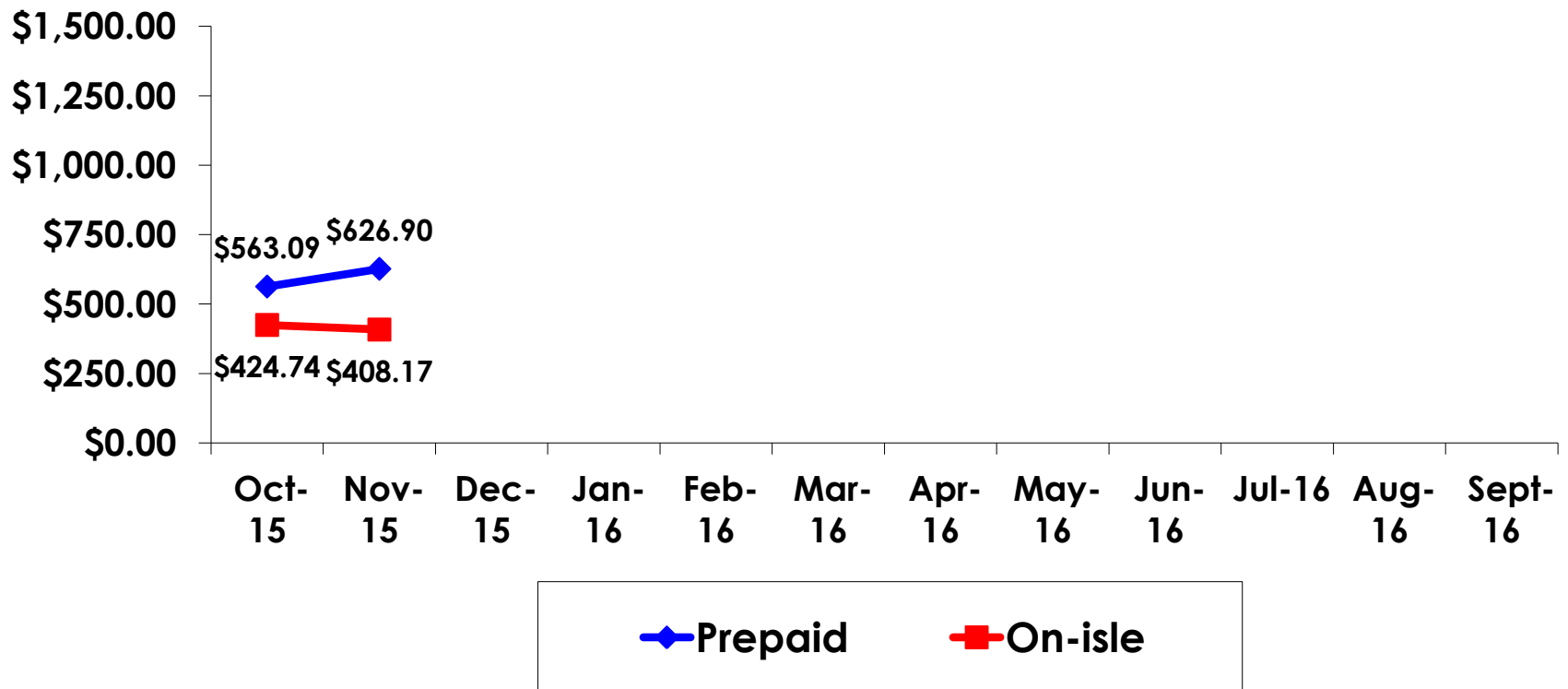


YTD = \$416.46

PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$595.00

On-Isle YTD = \$416.46



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	\$408.17	\$417.44	\$400.14	\$421.31	\$372.37	\$374.72	\$547.35	\$411.48	\$411.97	\$383.80	\$269.08
	Median	\$333	\$340	\$329	\$350	\$300	\$310	\$403	\$343	\$383	\$300	\$74
	Minimum	\$0	\$0	\$0	\$125	\$0	\$0	\$100	\$0	\$0	\$0	\$0
	Maximum	\$2,500	\$2,500	\$2,000	\$1,800	\$1,150	\$2,000	\$2,500	\$2,000	\$2,000	\$1,224	\$1,045

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$29.80	\$41.88	\$19.33	\$17.56	\$9.75	\$51.59	\$73.75
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$27.13	\$37.60	\$18.06	\$17.20	\$28.77	\$41.59	\$20.83
	Median	\$0	\$4	\$0	\$0	\$0	\$5	\$0
F&B RESTRNT	Mean	\$78.97	\$113.09	\$49.40	\$38.43	\$68.43	\$121.06	\$118.50
	Median	\$0	\$40	\$0	\$0	\$0	\$50	\$50
OPT TOUR	Mean	\$49.21	\$60.52	\$39.41	\$42.58	\$33.99	\$73.68	\$62.38
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$160.26	\$208.99	\$118.01	\$100.41	\$220.57	\$147.41	\$168.25
	Median	\$10	\$20	\$1	\$0	\$0	\$50	\$30
GIFT- OTHER	Mean	\$82.79	\$110.20	\$59.02	\$47.26	\$73.00	\$105.94	\$162.00
	Median	\$25	\$50	\$0	\$15	\$0	\$50	\$100
TRANS	Mean	\$14.15	\$20.96	\$8.24	\$9.85	\$14.76	\$15.07	\$20.68
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$188.18	\$215.02	\$164.90	\$151.28	\$197.42	\$178.89	\$288.70
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$630.49	\$808.25	\$476.37	\$424.58	\$646.70	\$735.24	\$915.07
	Median	\$490	\$550	\$373	\$350	\$400	\$560	\$700

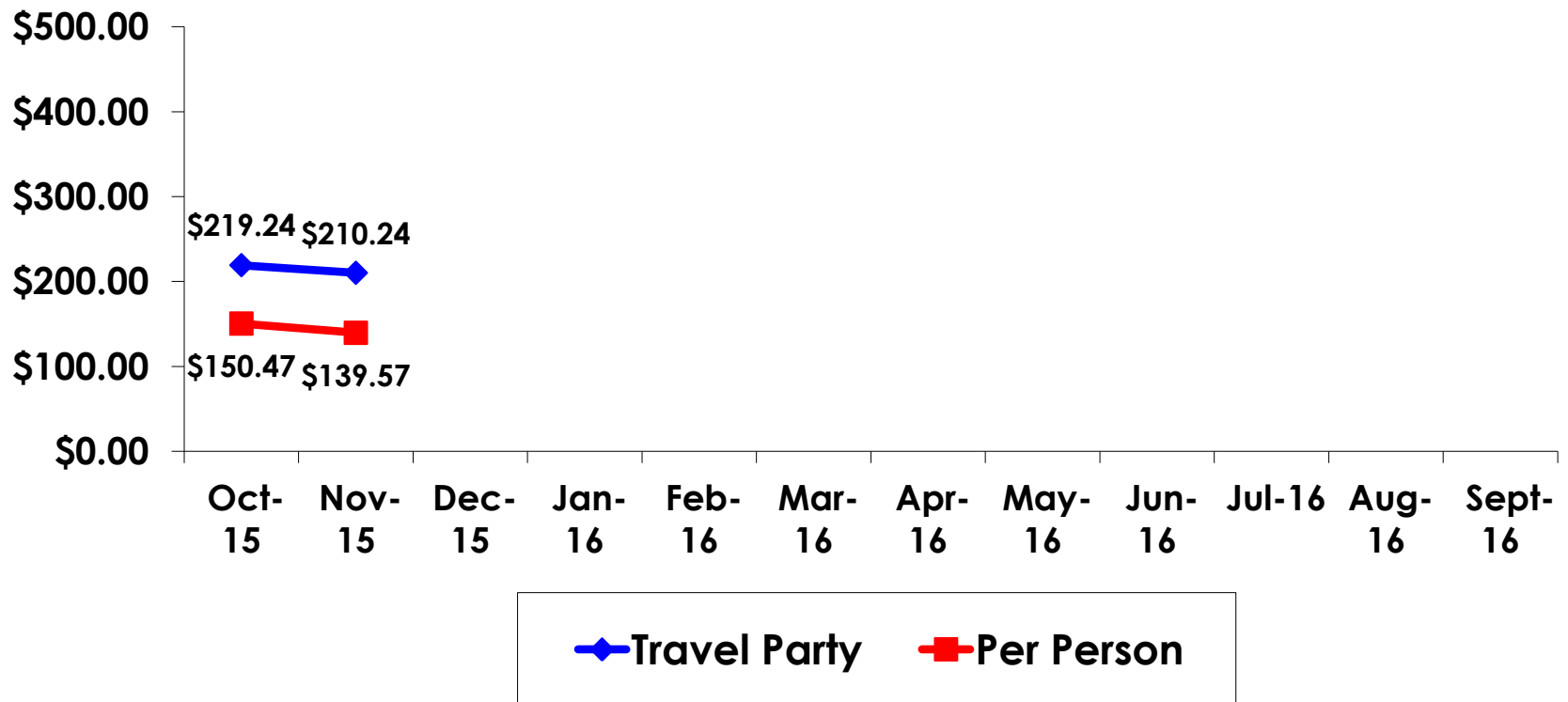
On-Island Expenditures

First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$29.80	\$23.84	\$37.22
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$27.13	\$17.36	\$32.14
	Median	\$0	\$0	\$3
F&B RESTRNT	Mean	\$78.97	\$77.19	\$82.08
	Median	\$0	\$5	\$12
OPT TOUR	Mean	\$49.21	\$46.88	\$52.58
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$160.26	\$179.26	\$139.19
	Median	\$10	\$10	\$10
GIFT- OTHER	Mean	\$82.79	\$64.72	\$104.47
	Median	\$25	\$5	\$50
TRANS	Mean	\$14.15	\$9.88	\$19.21
	Median	\$0	\$0	\$0
OTHER	Mean	\$188.18	\$189.07	\$183.23
	Median	\$0	\$0	\$0
TOTAL	Mean	\$630.49	\$608.20	\$650.10
	Median	\$490	\$400	\$500

ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$214.74 Per Person YTD = \$145.02

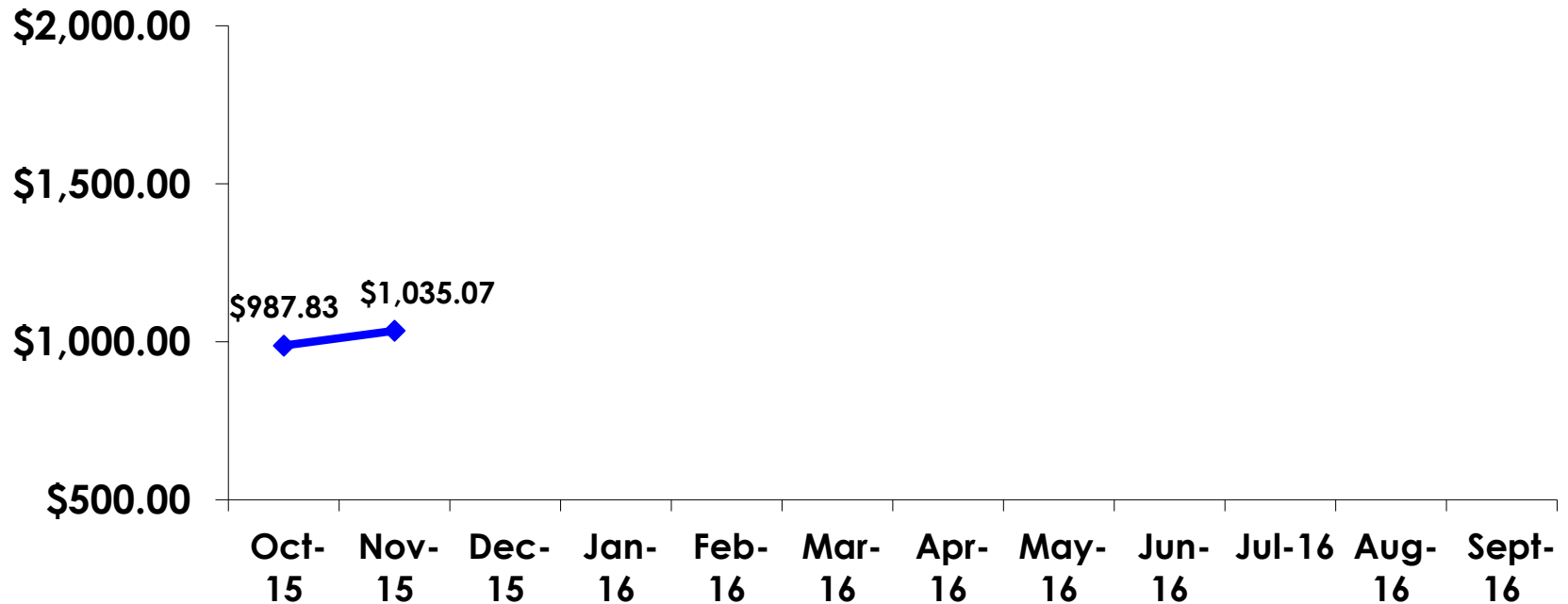


Total Expenditures Per Person (Prepaid & On-Island)

- \$1,035.07 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,129 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES

Per Person



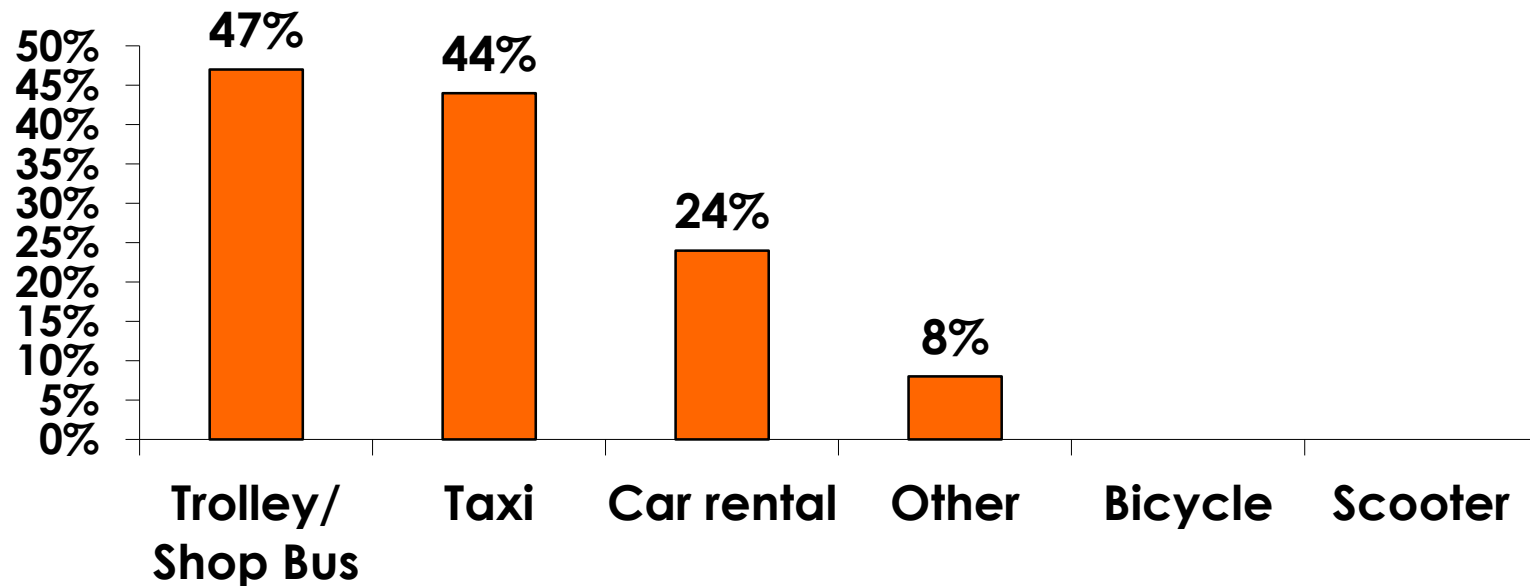
YTD=\$1,011.45

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$29.80
Food & beverage in fast food restaurant/convenience store	\$27.13
Food & beverage at restaurants or drinking establishments outside a hotel	\$78.97
Optional tours and activities	\$49.21
Gifts/ souvenirs for yourself/companions	\$160.26
Gifts/ souvenirs for friends/family at home	\$82.79
Local transportation	\$14.15
Other expenses not covered	\$188.18
Average Total	\$630.49

Local Transportation

n=75



Mean=\$14.15 per travel party

Guam Airport Expenditures

- \$25.50 = Mean
- \$6 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$535 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

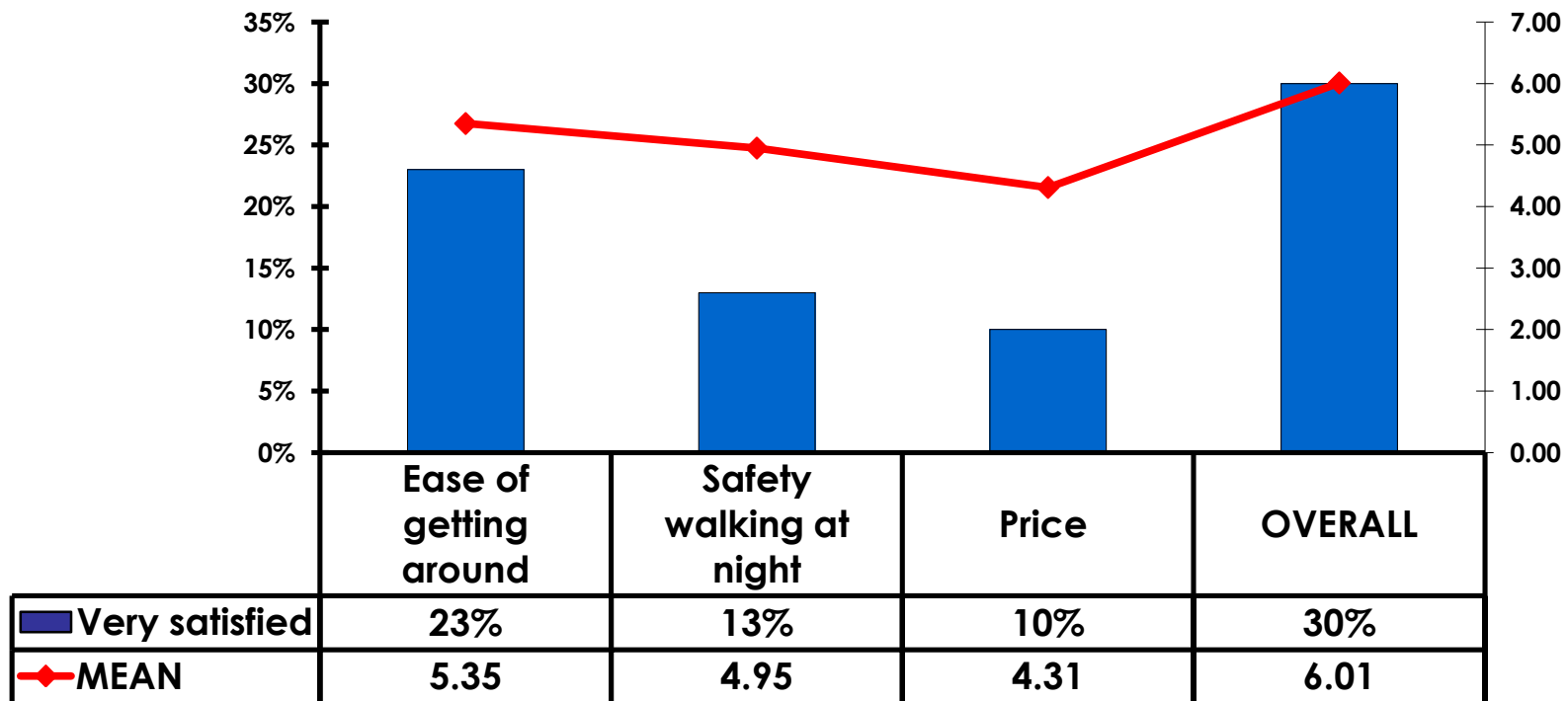
	MEAN \$
Food & Beverages	\$7.60
Gifts/Souvenirs Self	\$11.05
Gifts/Souvenirs Others	\$6.85
Total	\$25.50

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

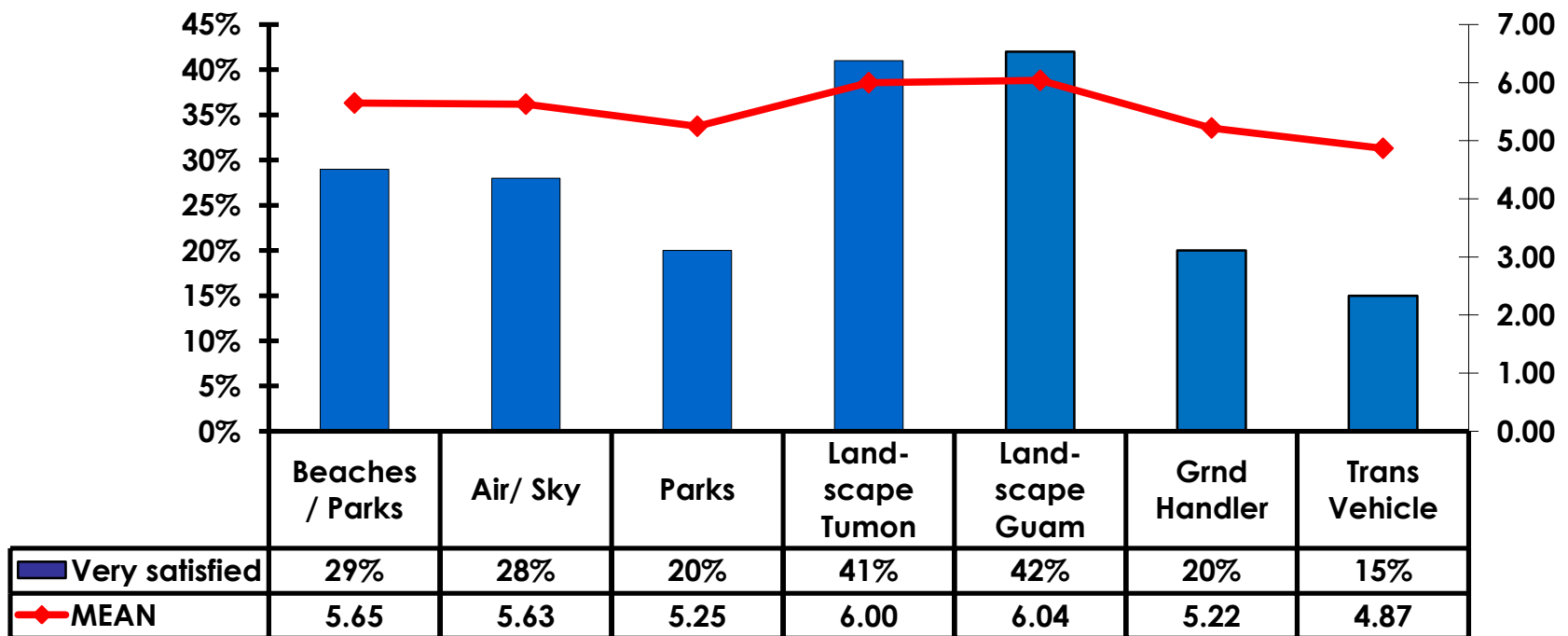
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

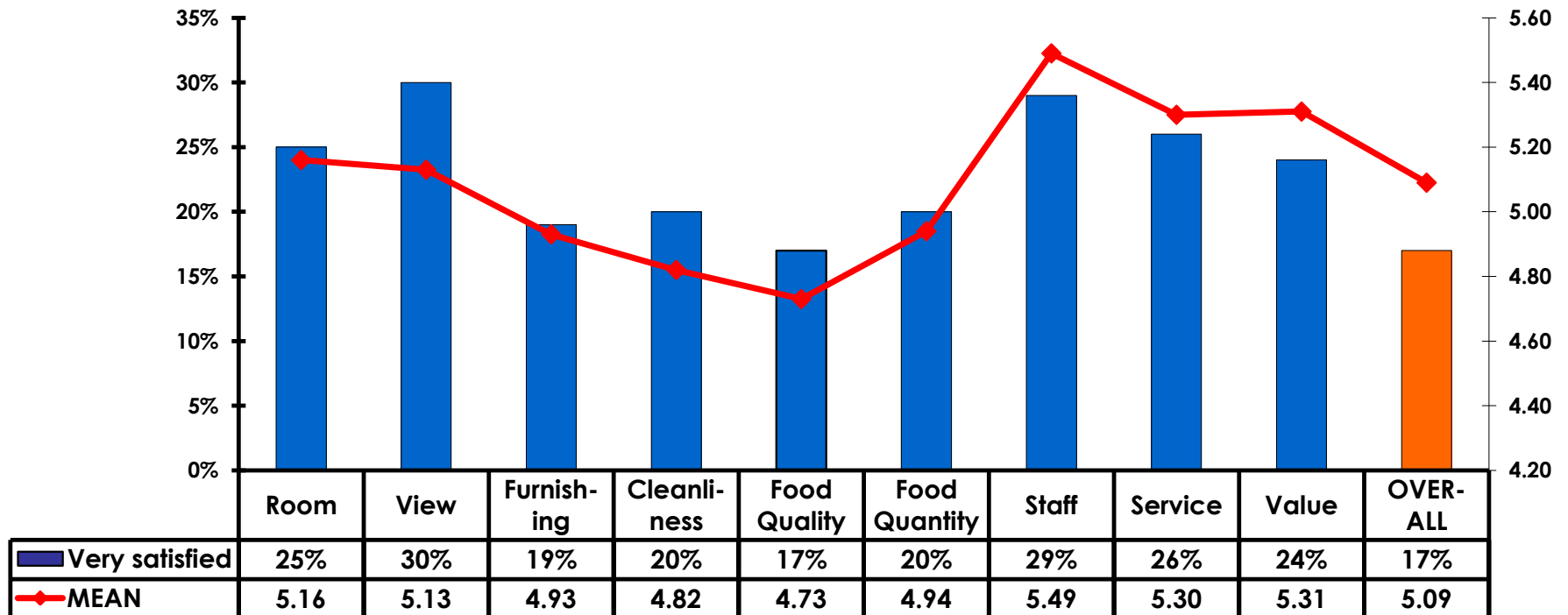
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

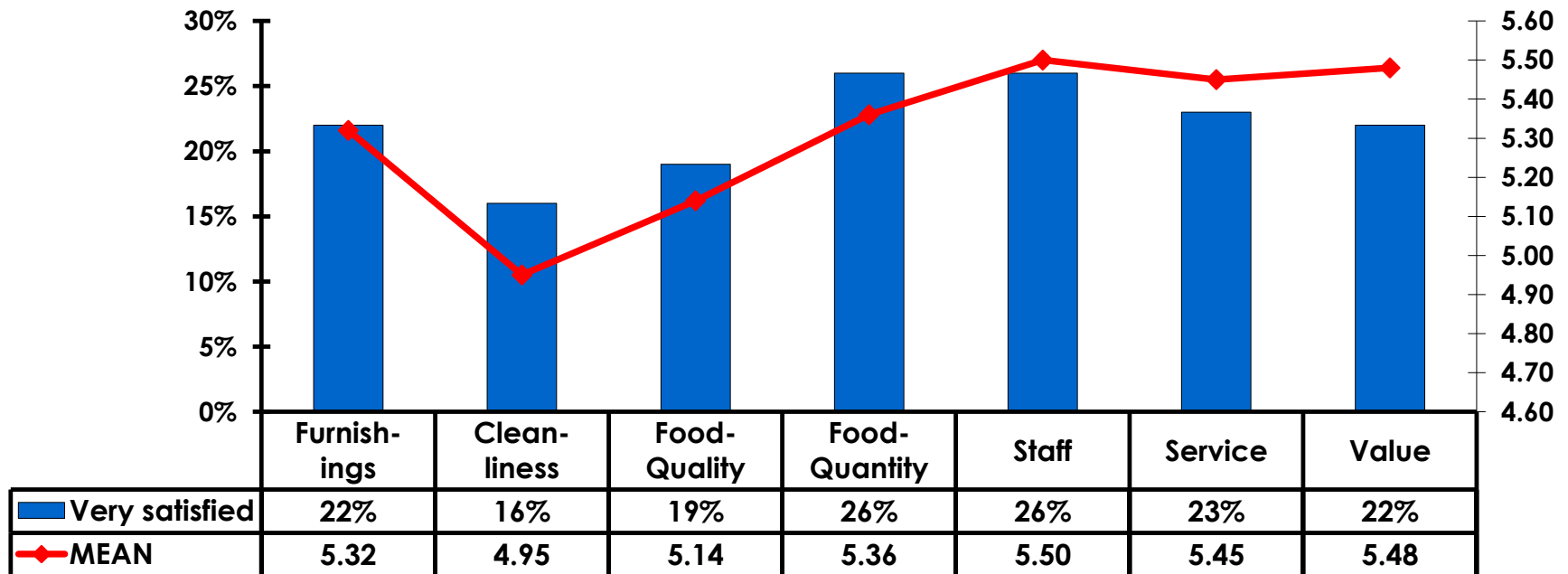
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

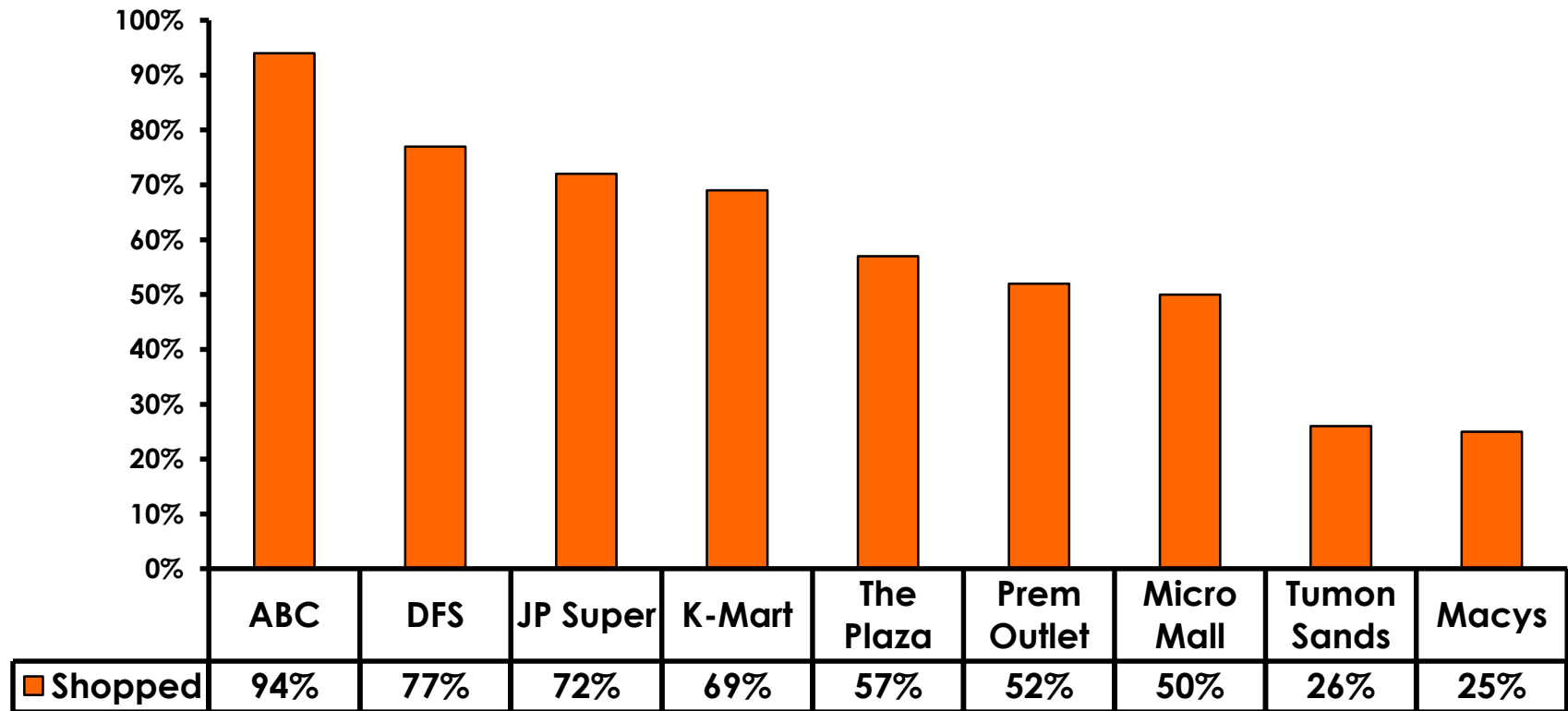
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



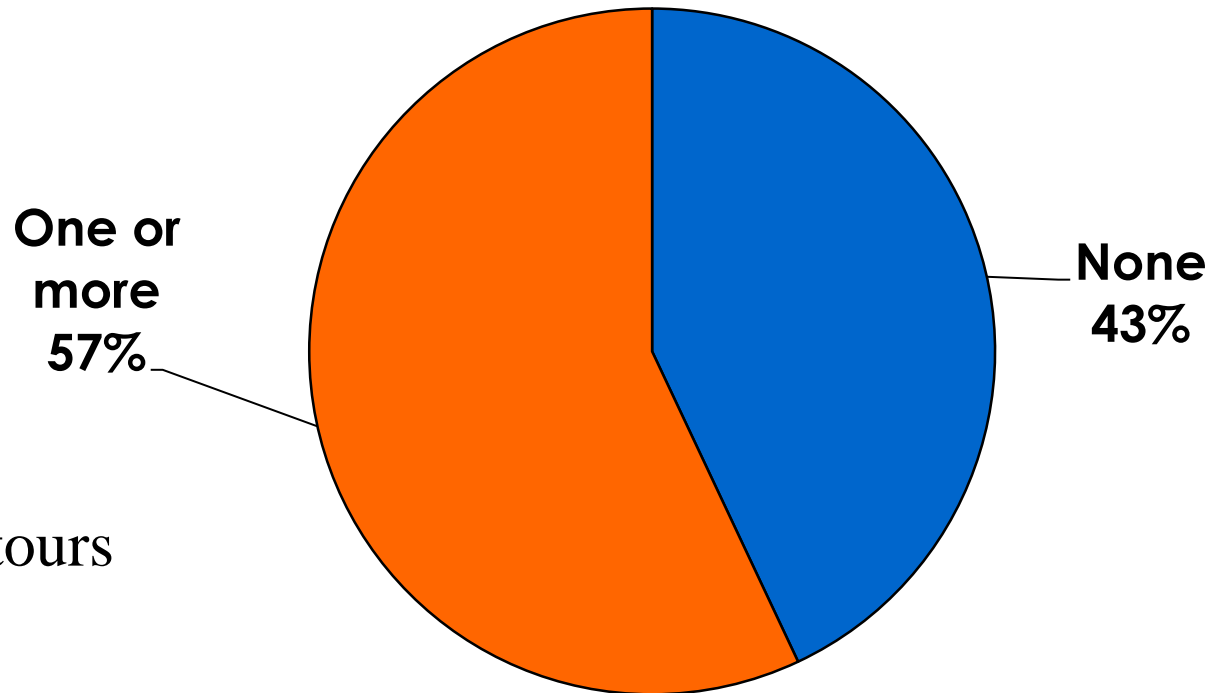
Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 53%	Score of 6 to 7 = 55%
Score of 4 to 5 = 42%	Score of 4 to 5 = 40%
Score 1 to 3 = 5%	Score 1 to 3 = 5%
MEAN = 5.40	MEAN = 5.42

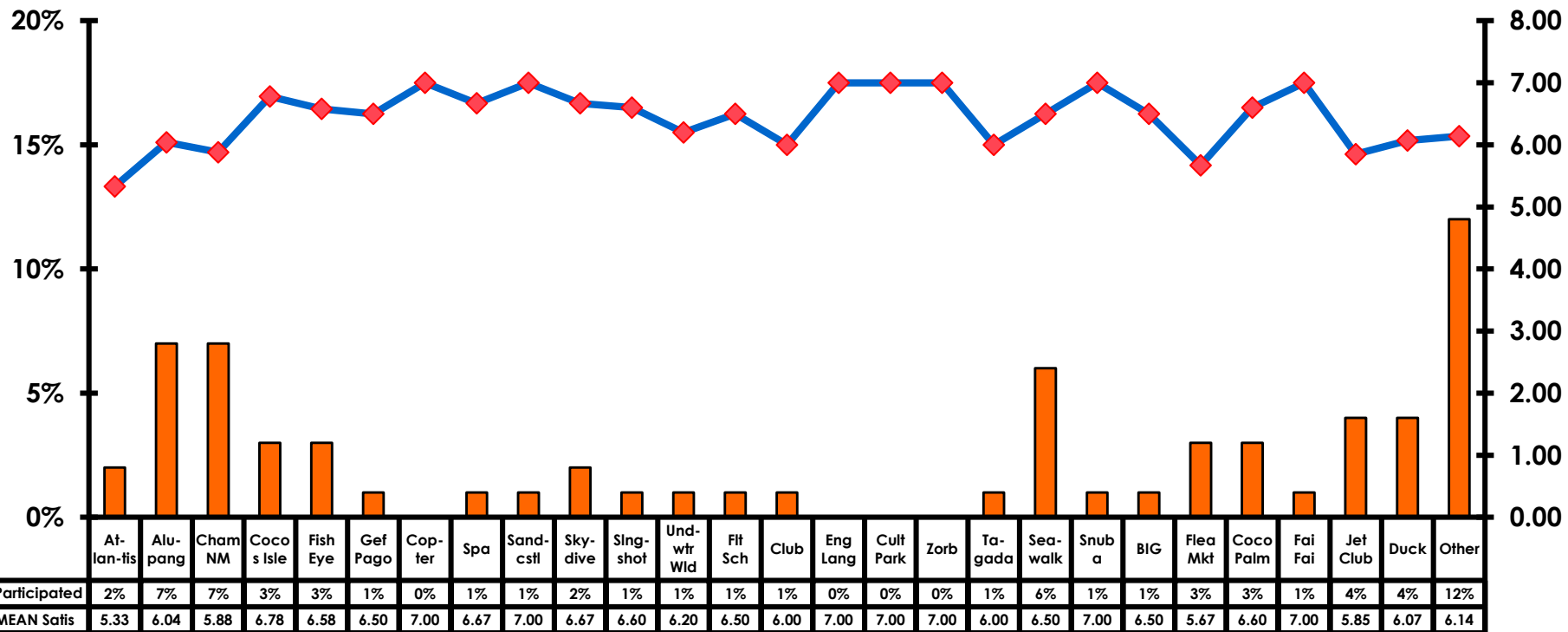
Optional Tour Participation



- Average number of tours participated in is .90

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 = 61%	Score of 6 to 7 = 58%
Score of 4 to 5 = 37%	Score of 4 to 5 = 40%
Score 1 to 3 = 2%	Score 1 to 3 = 3%
MEAN = 5.58	MEAN = 5.51

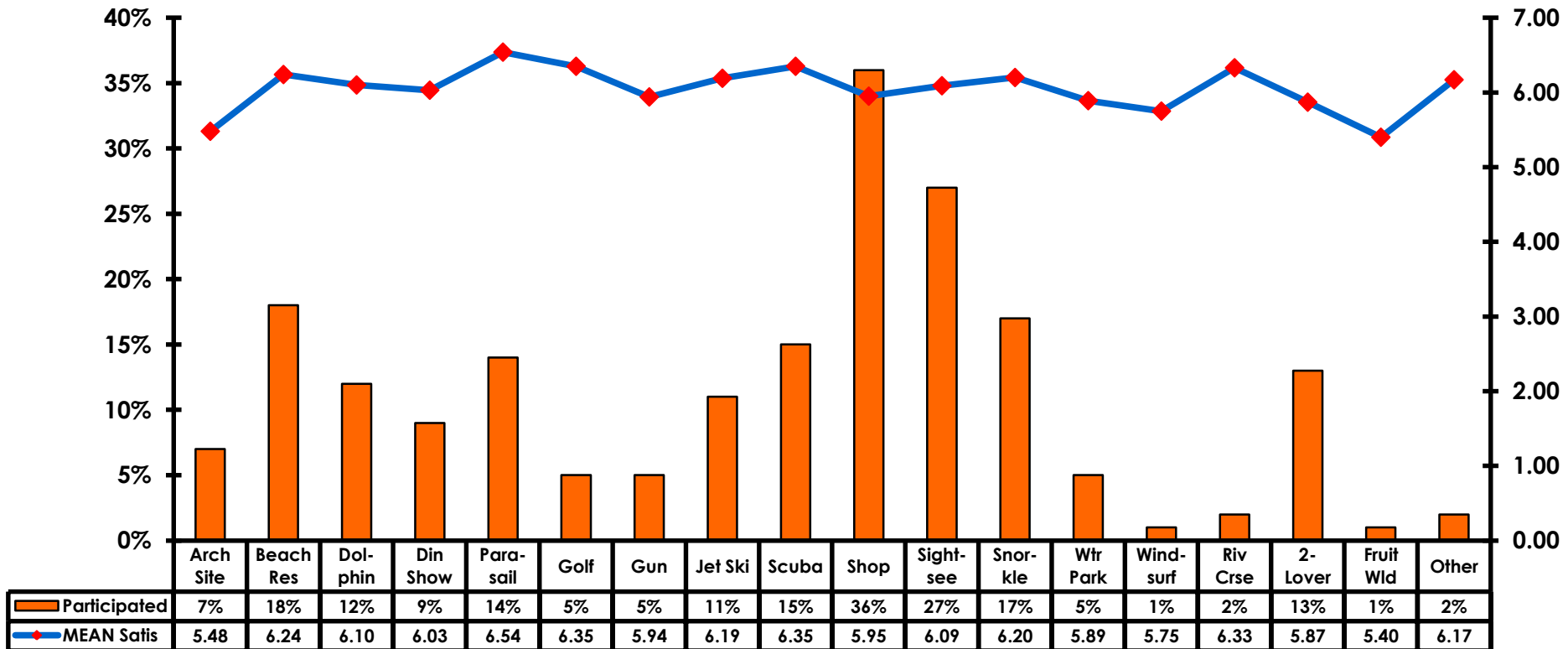
Night Tours Satisfaction

7pt Rating Scale

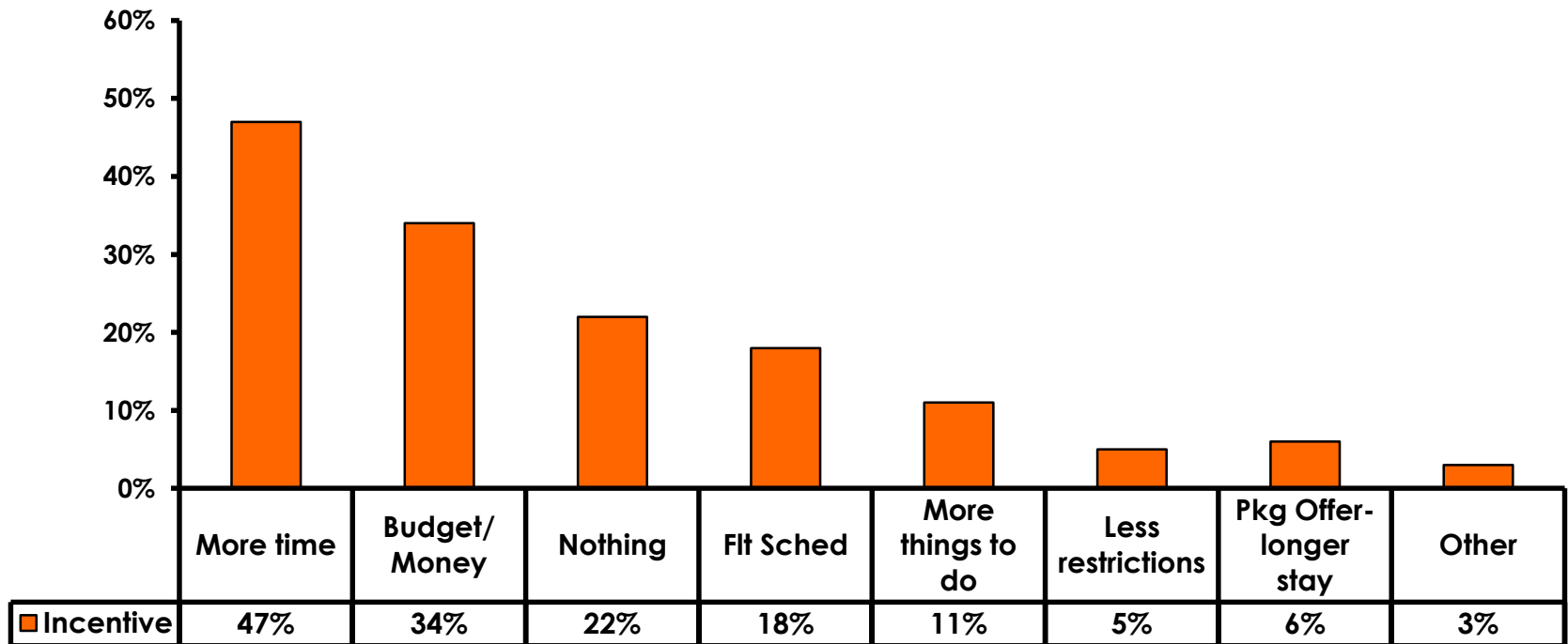
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 30%	Score of 6 to 7 = 29%
Score of 4 to 5 = 67%	Score of 4 to 5 = 67%
Score 1 to 3 = 4%	Score 1 to 3 = 3%
MEAN = 4.76	MEAN = 4.76

Satisfaction with Other Activities



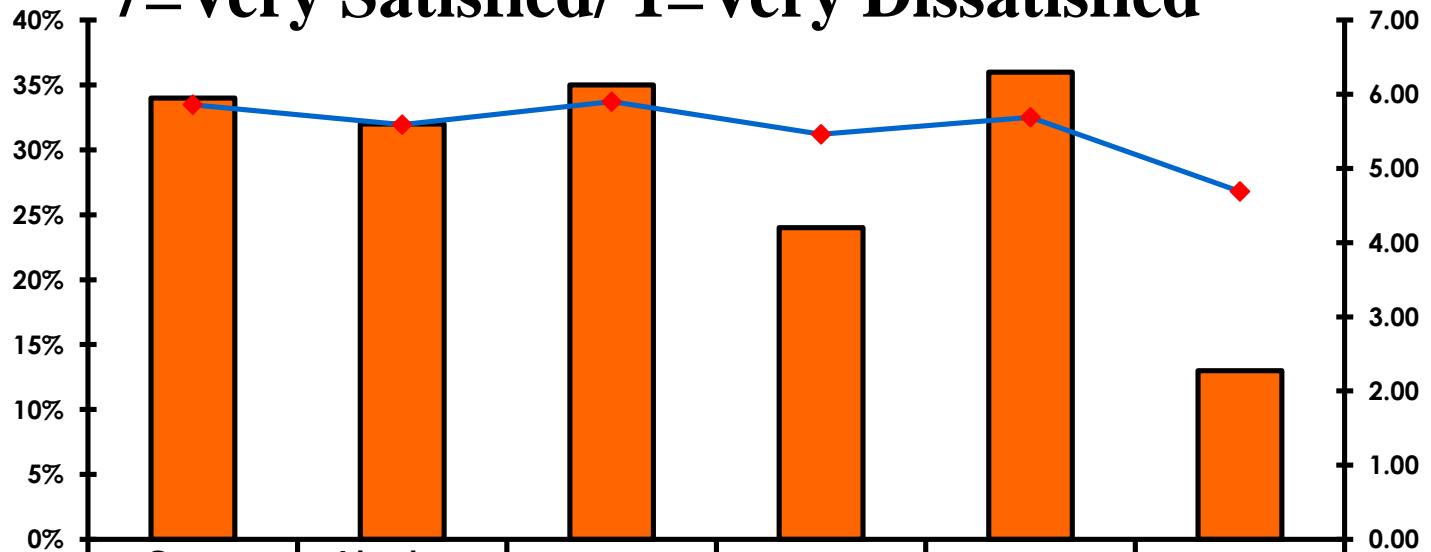
What would it take to make you want to stay an extra day in Guam?





On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

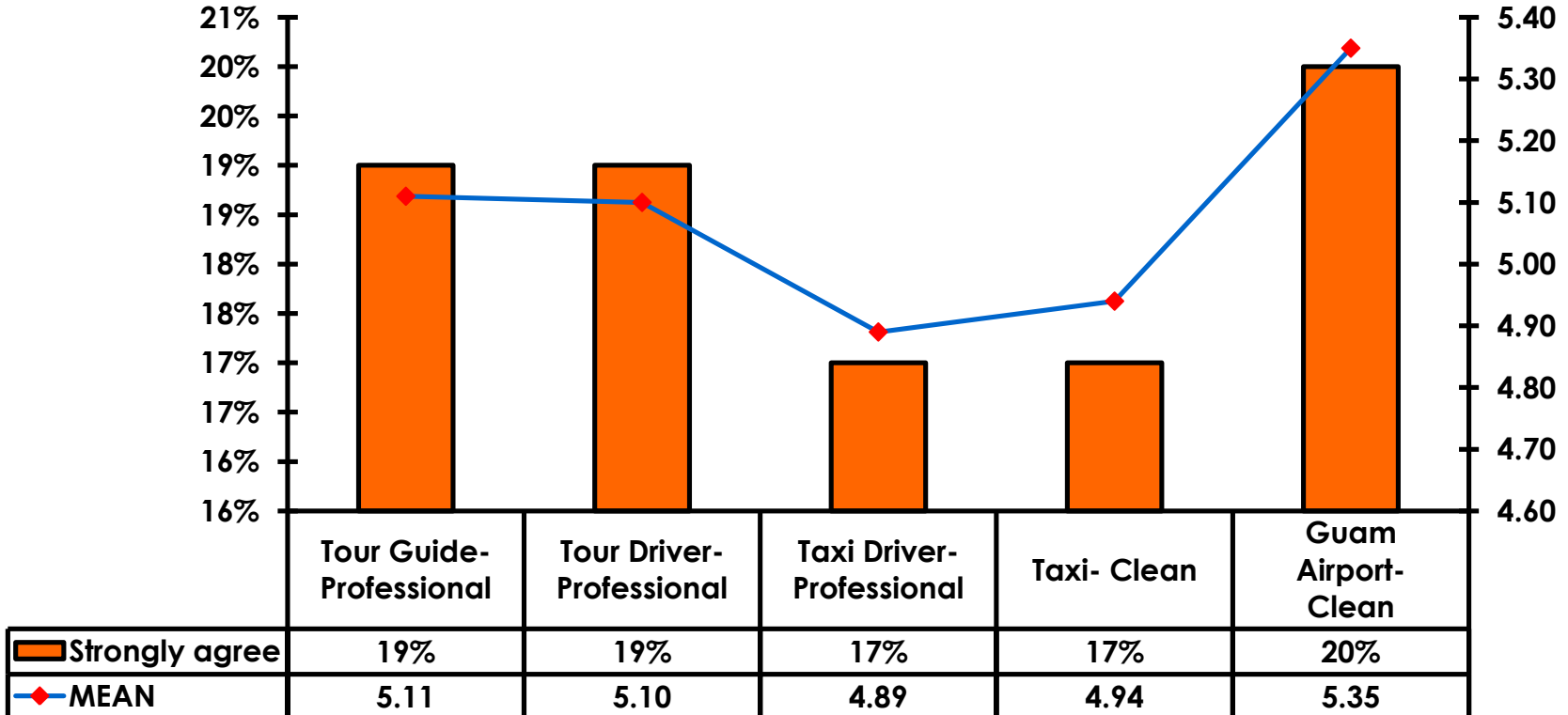


	Guam was better than expected	I had no communication on problems	I will recommend Guam to friends	Sites on Guam were attractive	I plan to visit Guam again	Not enough night activities
 Strongly agree	34%	32%	35%	24%	36%	13%
 MEAN	5.86	5.59	5.90	5.46	5.69	4.69

On-Island Perceptions

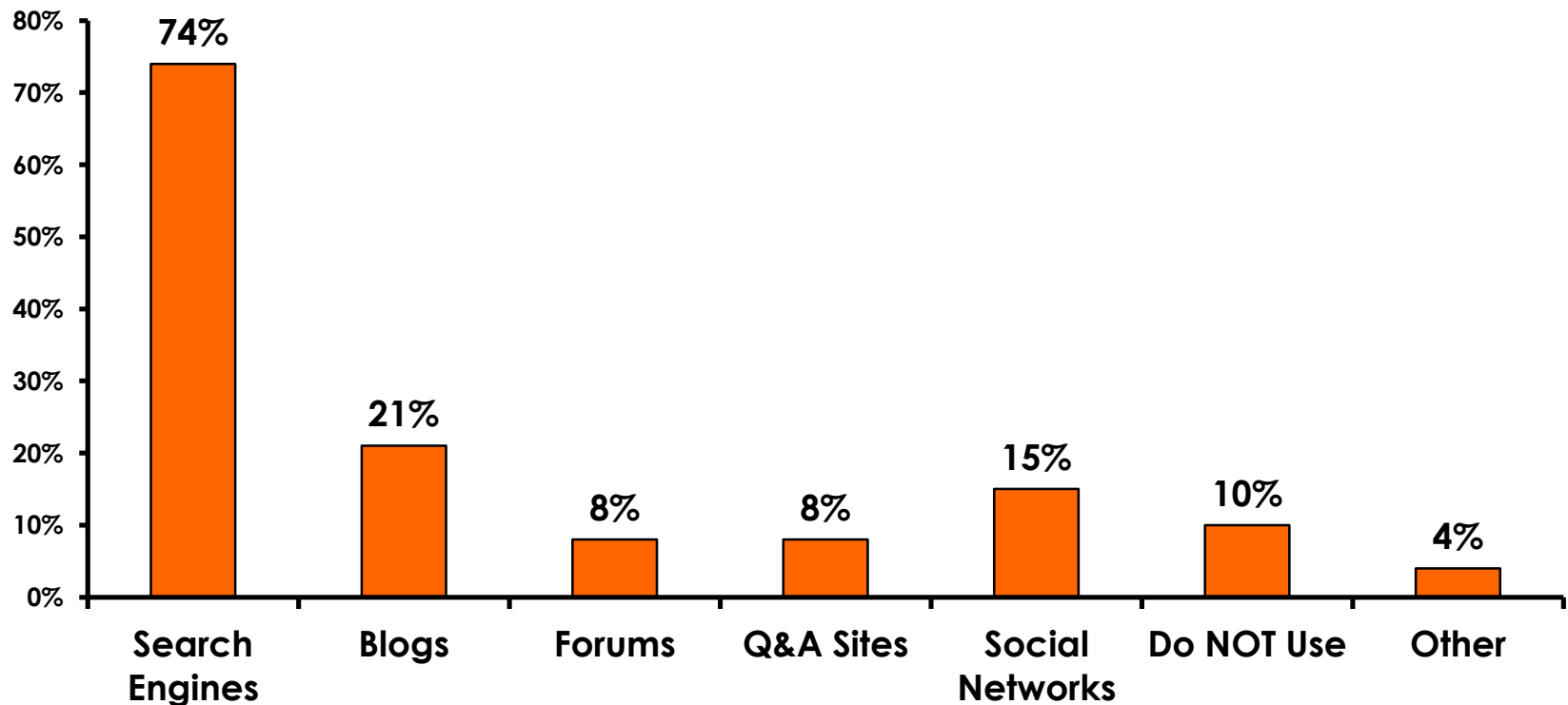
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



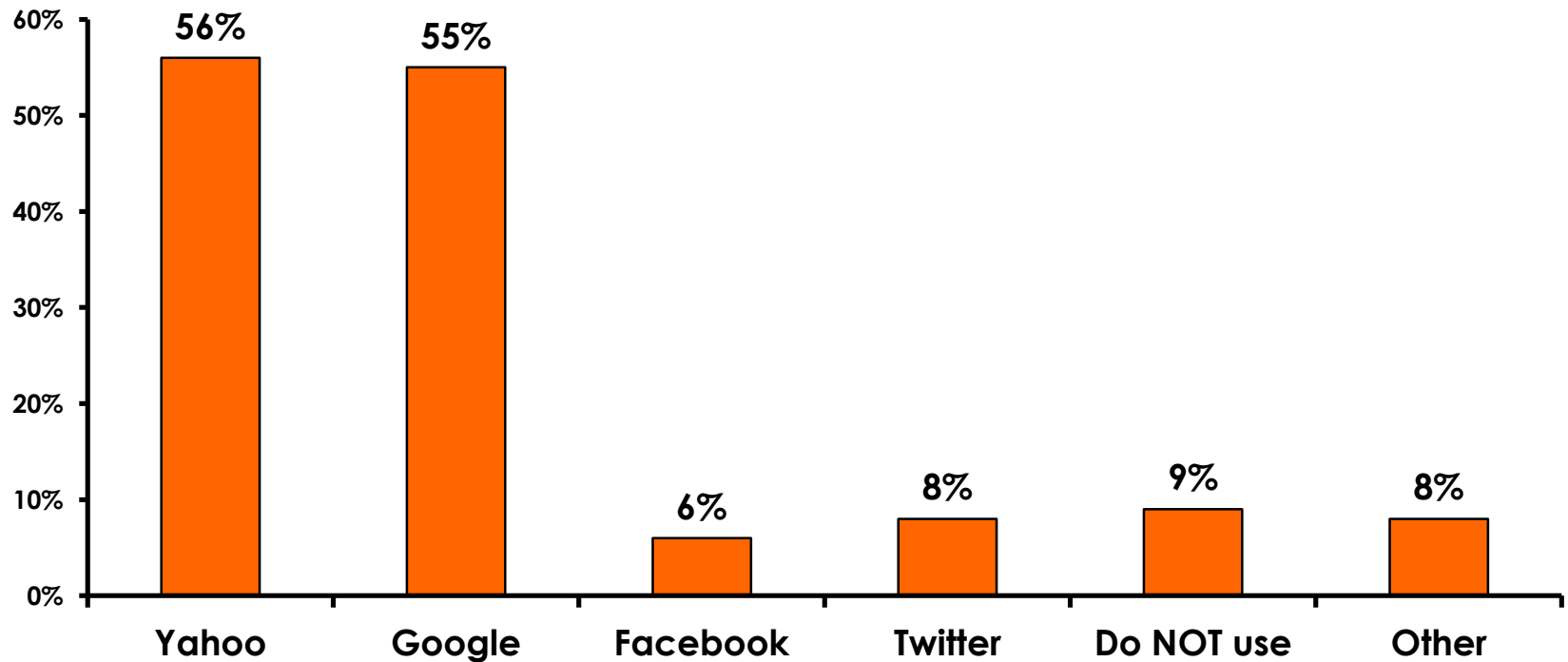
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

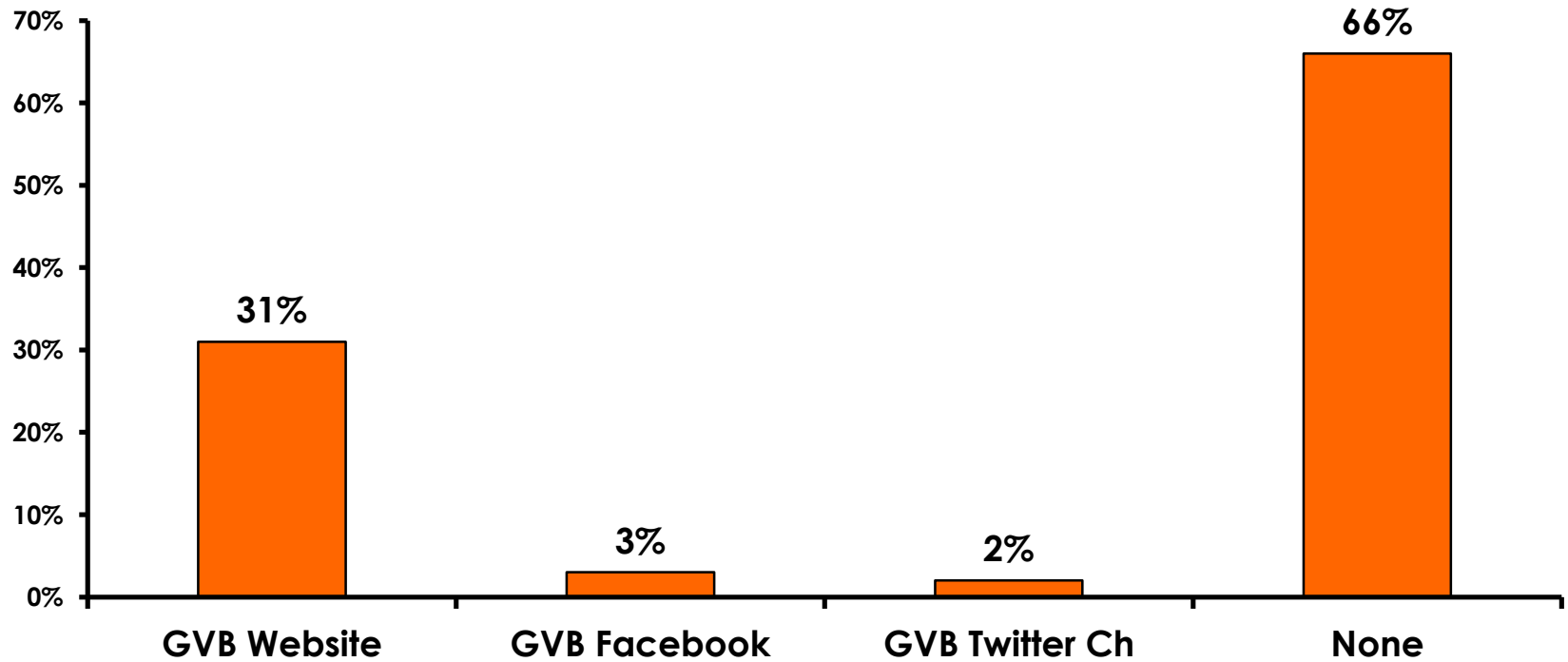


Internet- Things To Do

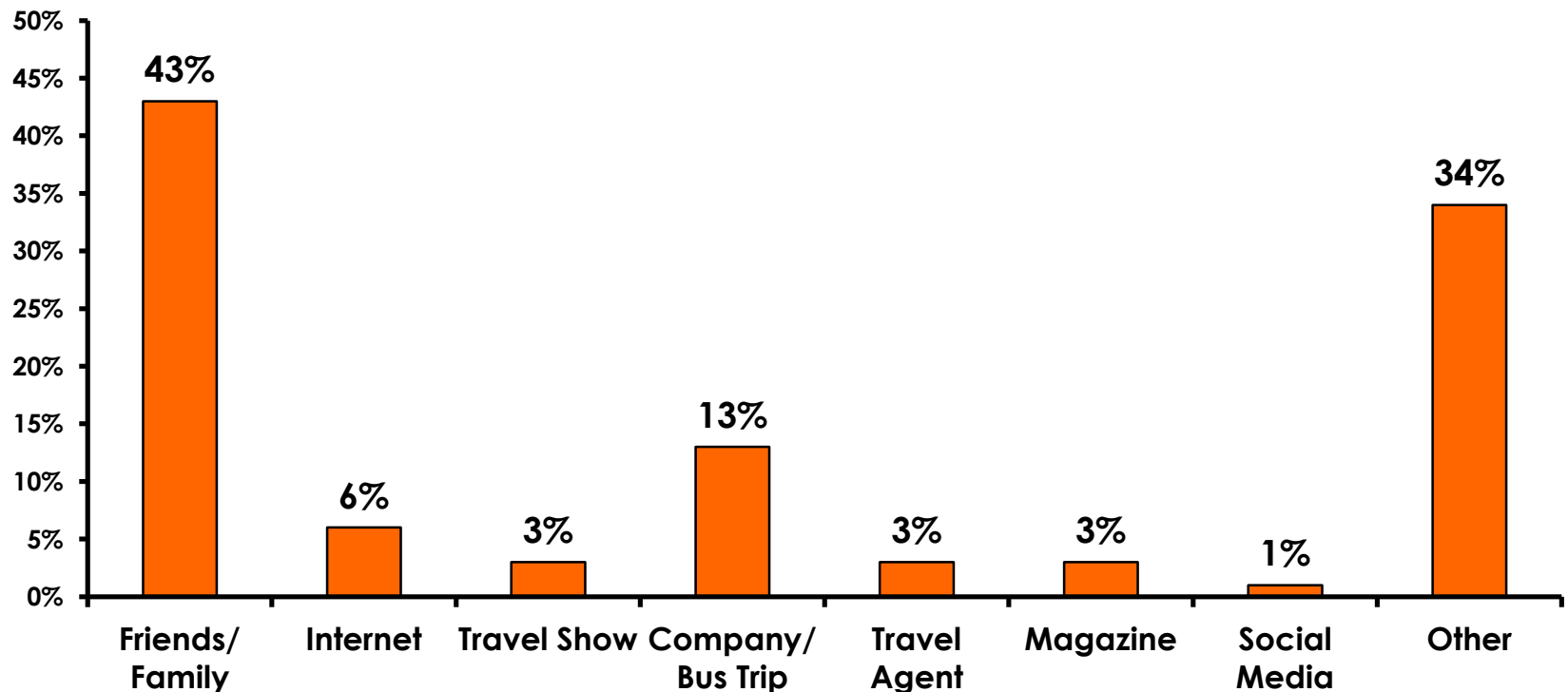
Sources of Info



Internet- GVB Sources

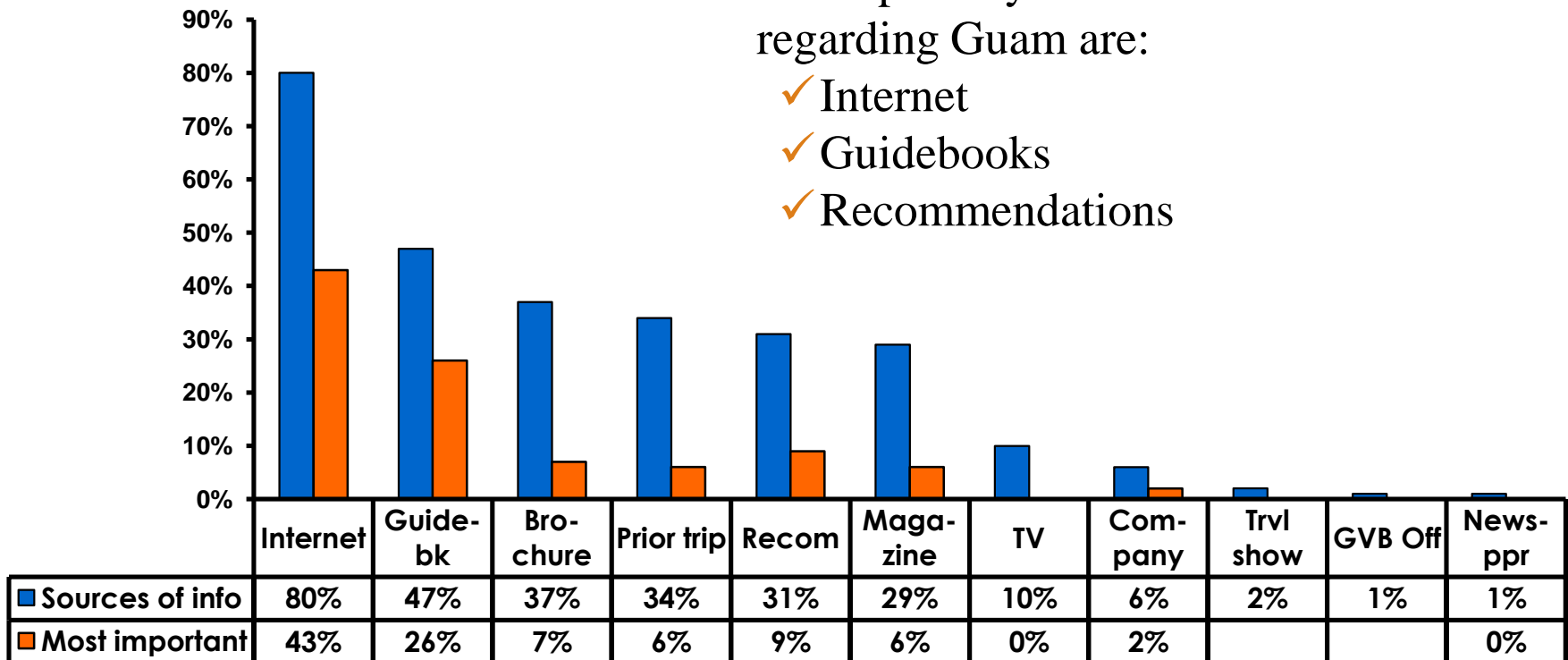


Travel Motivation- Info Sources



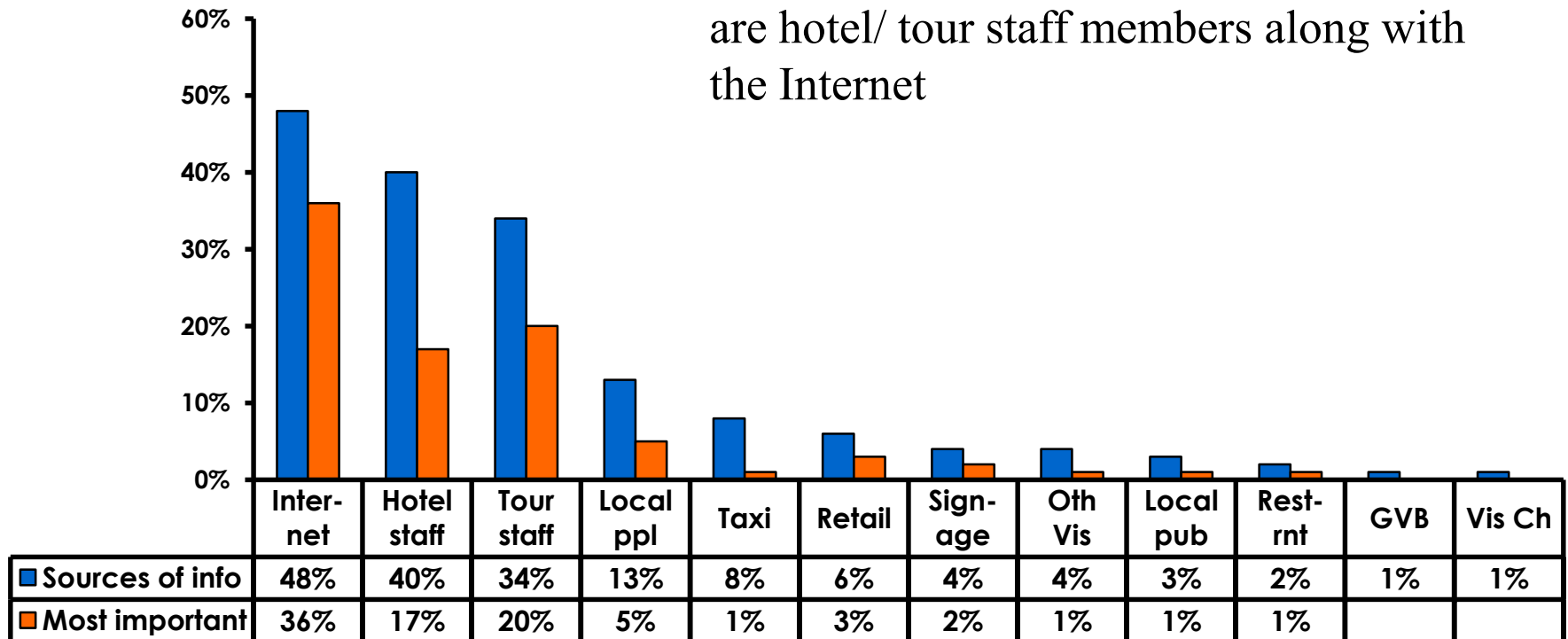
Sources of Information Pre-arrival

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



Sources of Information Post-arrival

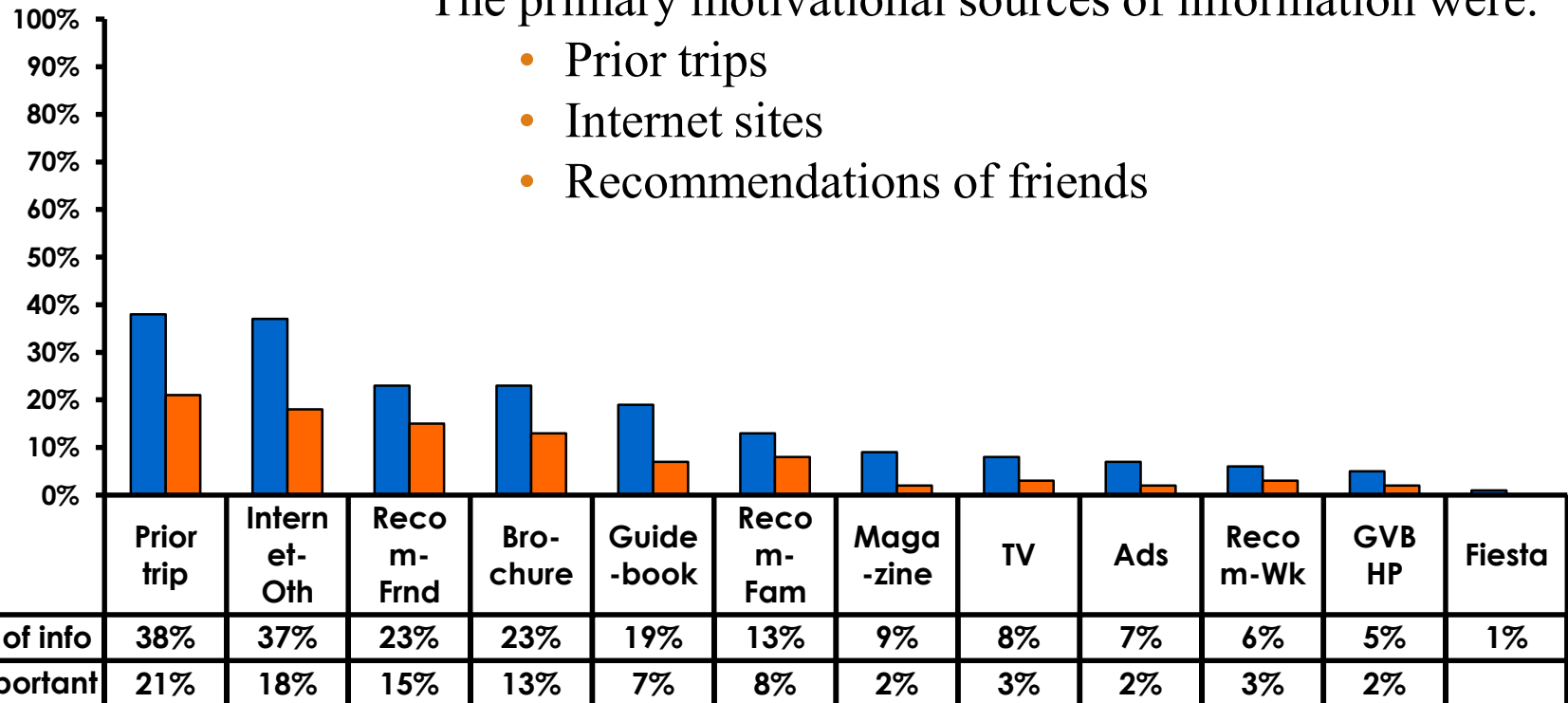
- The primary local source of information are hotel/ tour staff members along with the Internet



Sources of Information - Motivation

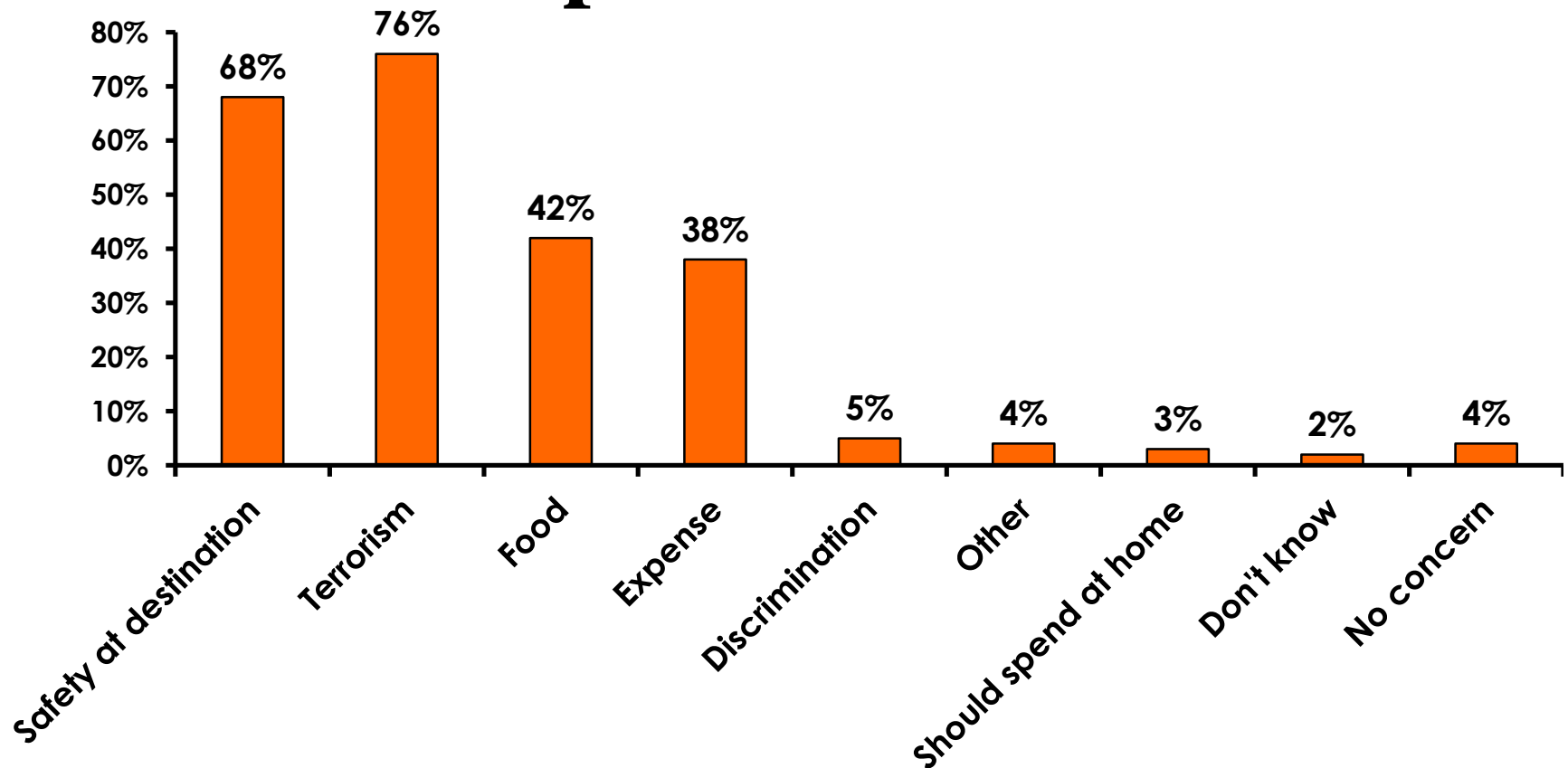
The primary motivational sources of information were.

- Prior trips
- Internet sites
- Recommendations of friends



SECTION 6 **OTHER ISSUES**

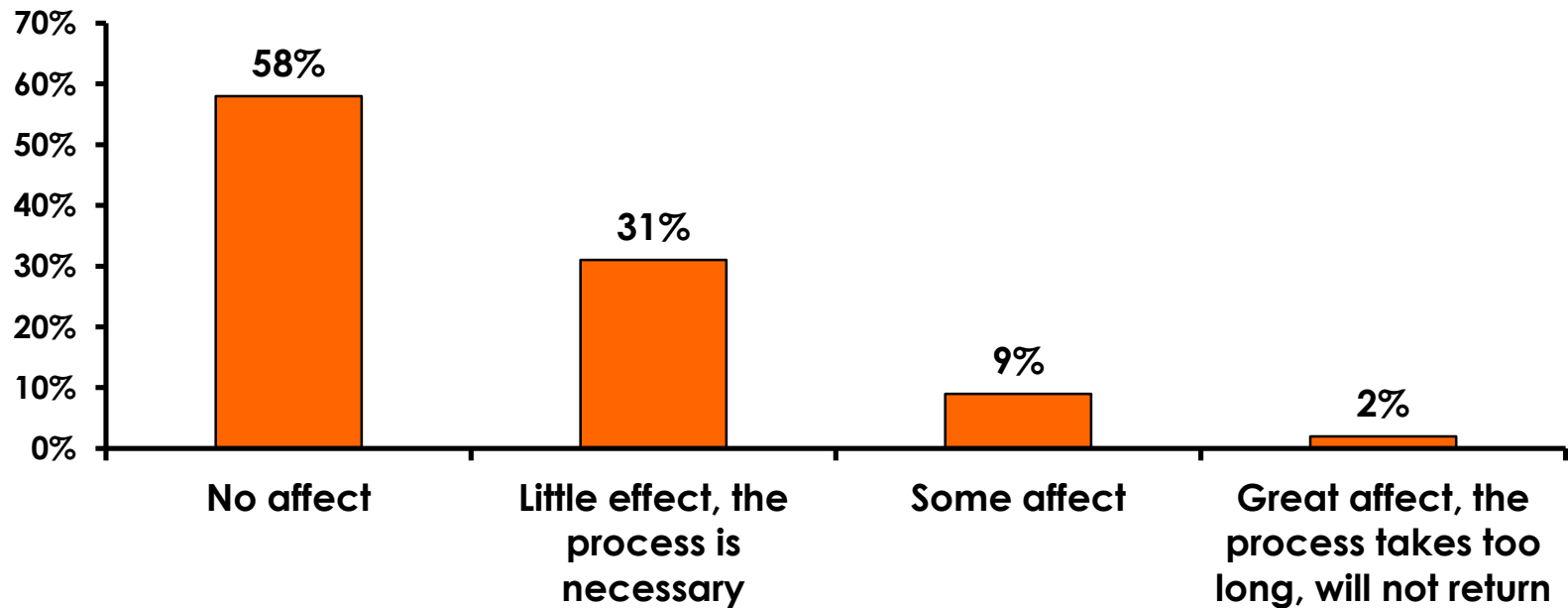
Concerns about travel outside of Japan - Overall



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	Terrorism	76%	74%	79%	76%	71%	88%	76%	83%	68%	82%	79%	72%	54%	
	Safety	68%	72%	66%	69%	61%	63%	76%	76%	71%	75%	67%	64%	46%	
	Food	42%	50%	35%	44%	29%	42%	55%	46%	49%	37%	43%	38%	23%	
	Expense	38%	46%	37%	36%	21%	38%	39%	43%	46%	33%	40%	33%	31%	
	Discrimination against Japanese	5%	7%	4%	6%	3%	17%	3%	6%		4%	5%	5%		
	No concerns	4%	2%	3%	6%	13%		3%	13%		2%	2%	10%	8%	
	Other	4%	6%	5%	4%	3%	4%	3%	6%	2%	2%	5%	5%	8%	
	Should spend at home	3%	6%	2%	5%		8%	3%	2%	5%	2%	2%		8%	
	Don't know	2%	2%	3%	1%	5%				2%					
	Total	Count	344	109	110	84	38	24	33	54	41	51	42	39	13

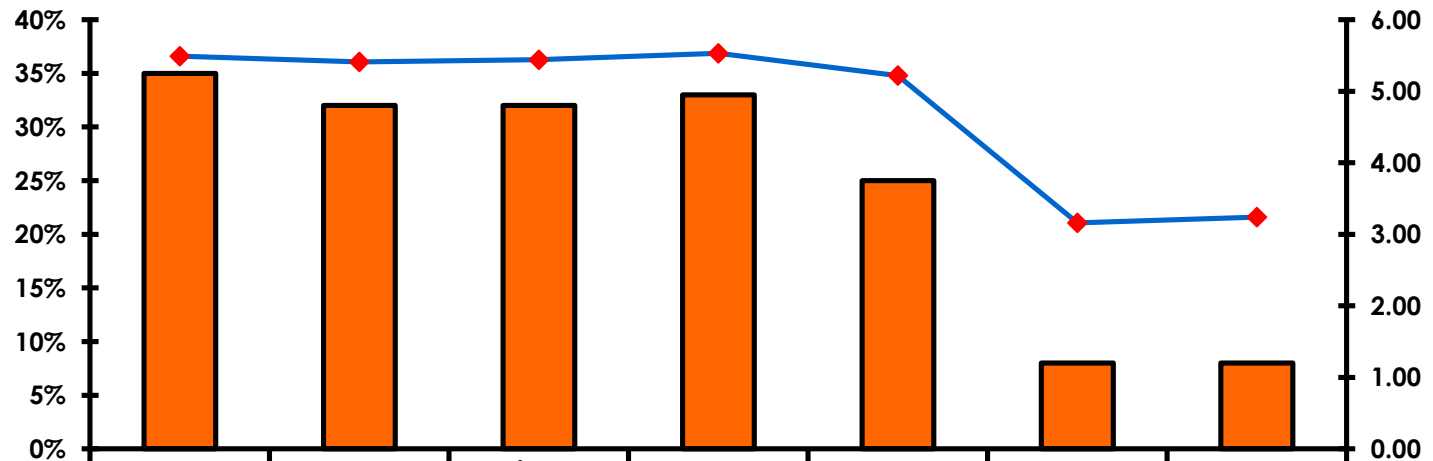
Security Screening/ Immigration Process at Guam International Airport





Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	35%	32%	32%	33%	25%	8%	8%
 MEAN	5.49	5.41	5.44	5.53	5.22	3.16	3.24