



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2015**

### **NOVEMBER 2014**



**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 **350** departing Korean 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 **350** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Korean 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.

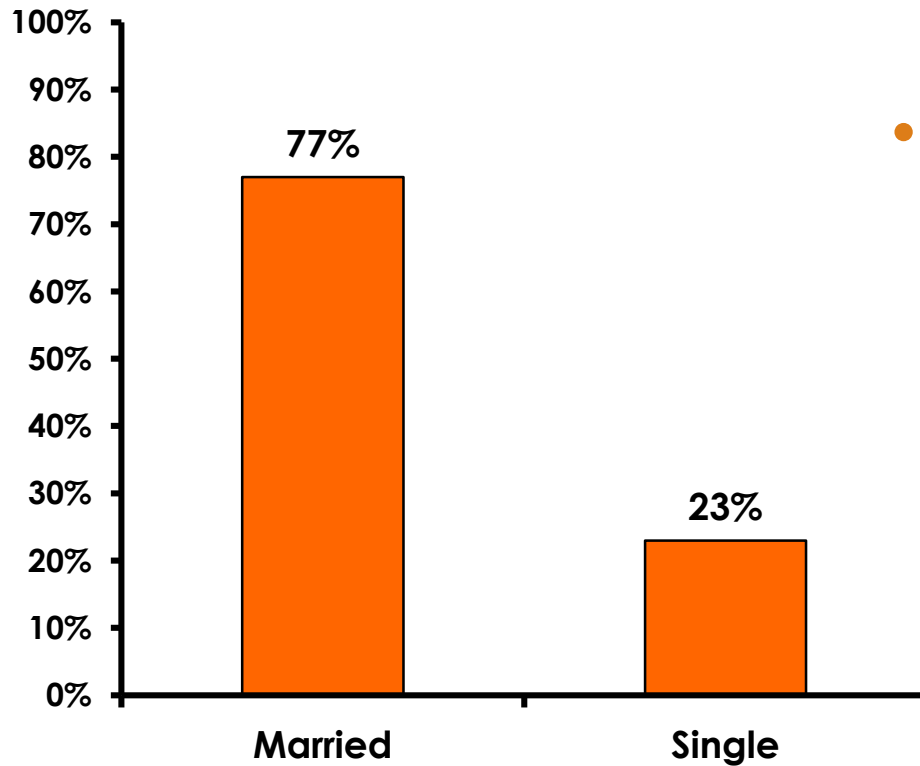
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# OBJECTIVES

- To monitor the effectiveness of the Korean seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Korea marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

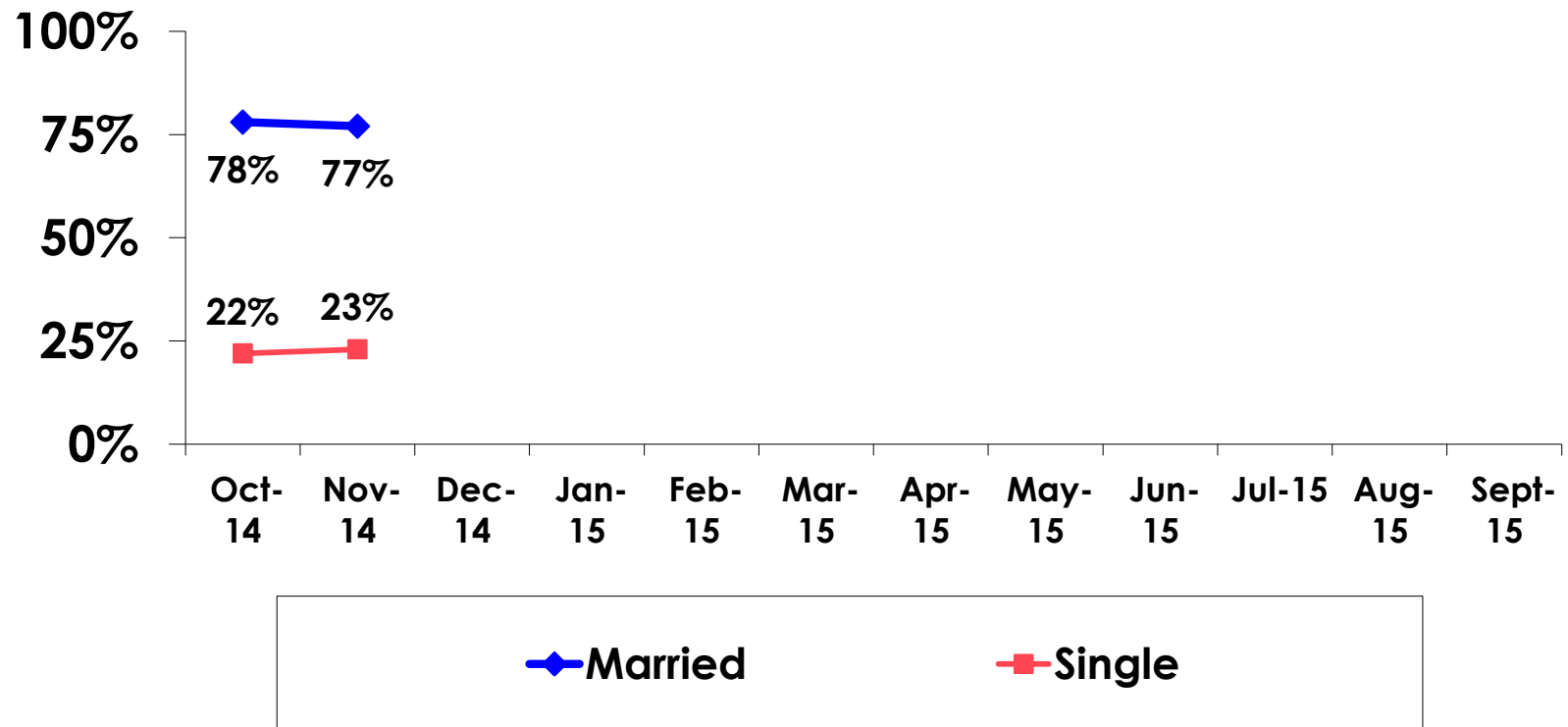
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

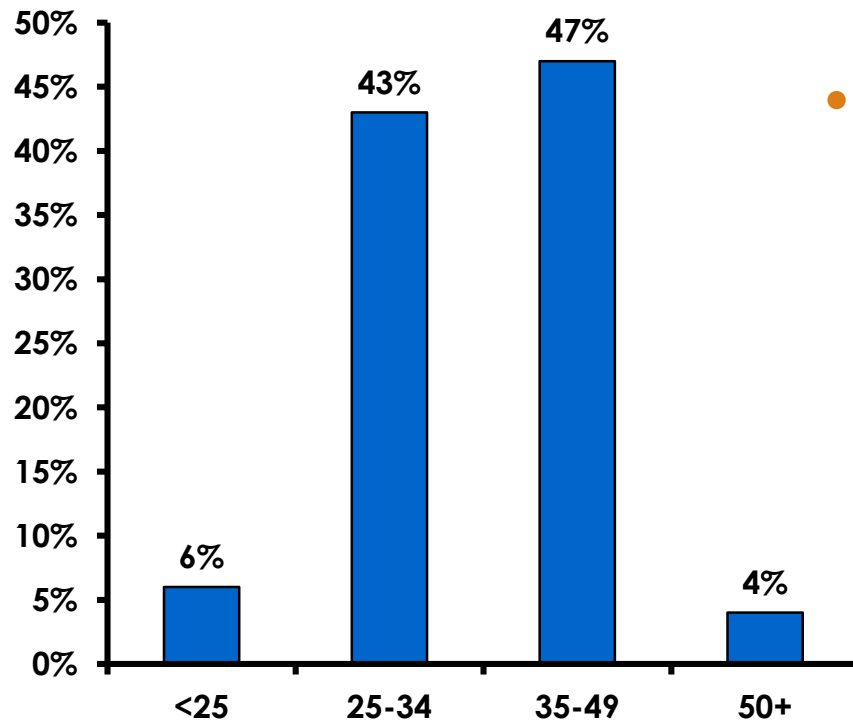


- Majority of Korean visitors are married.

# MARITAL STATUS

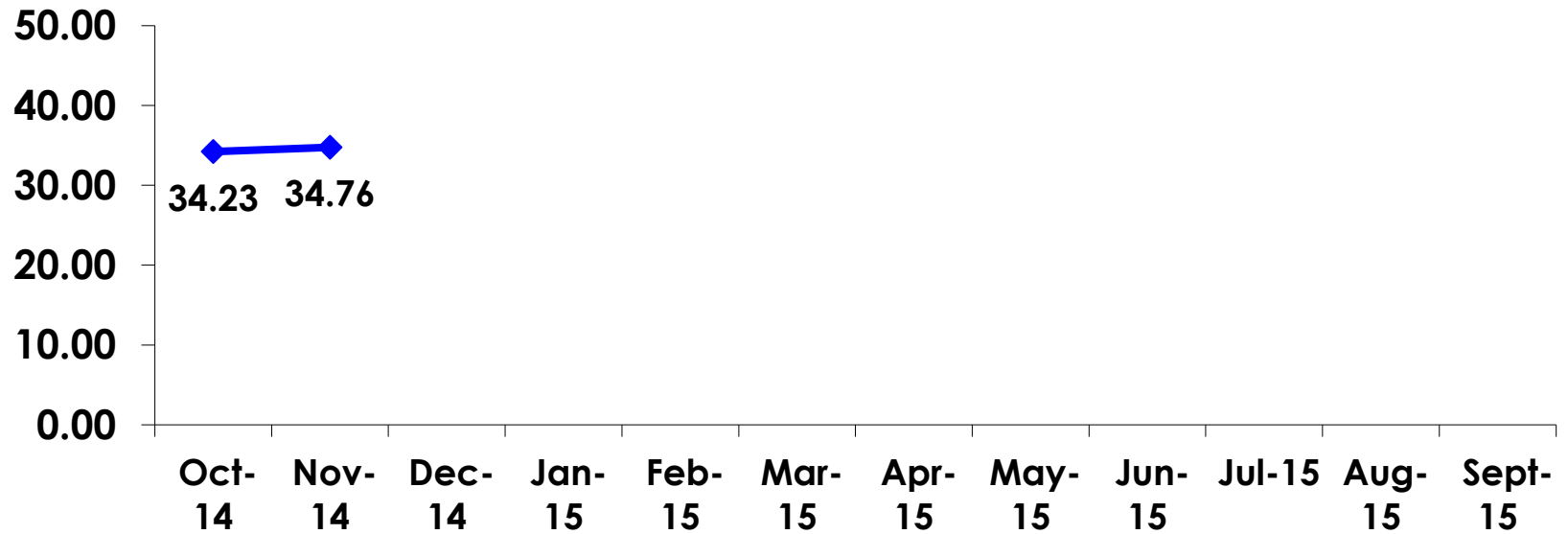


# Age - Overall



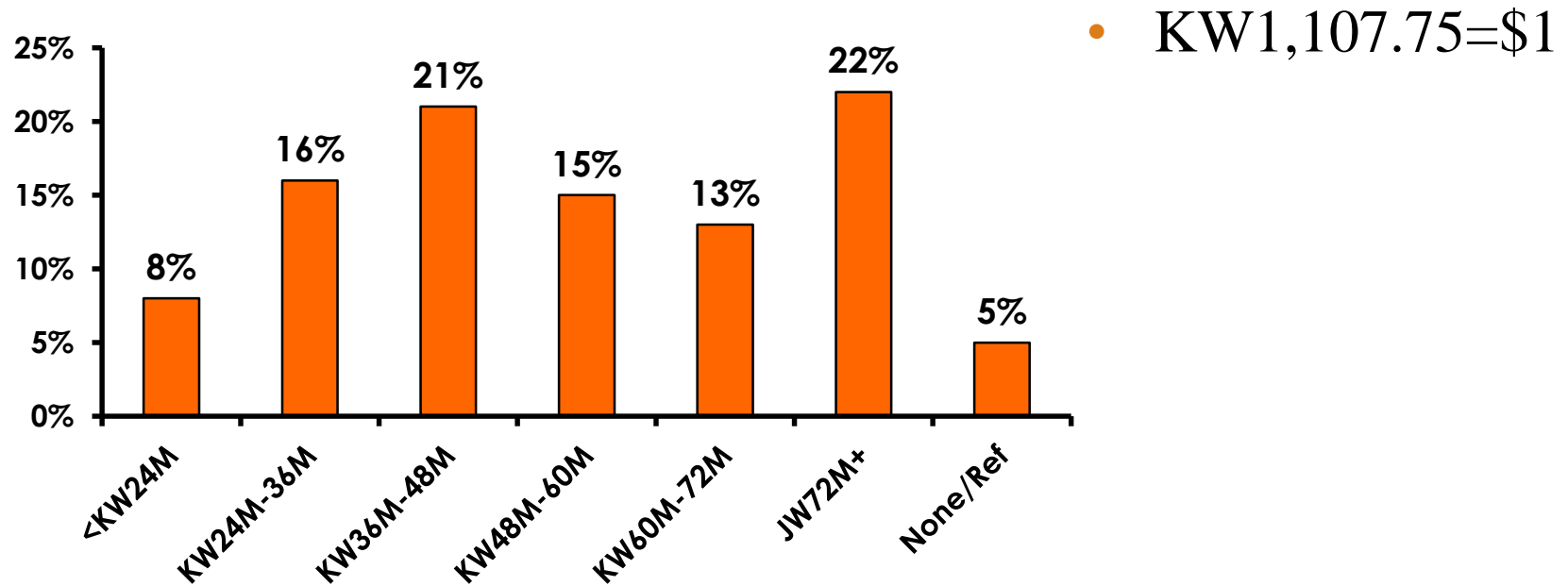
- The average age of the respondents is 34.76 years of age.

# AVERAGE - AGE

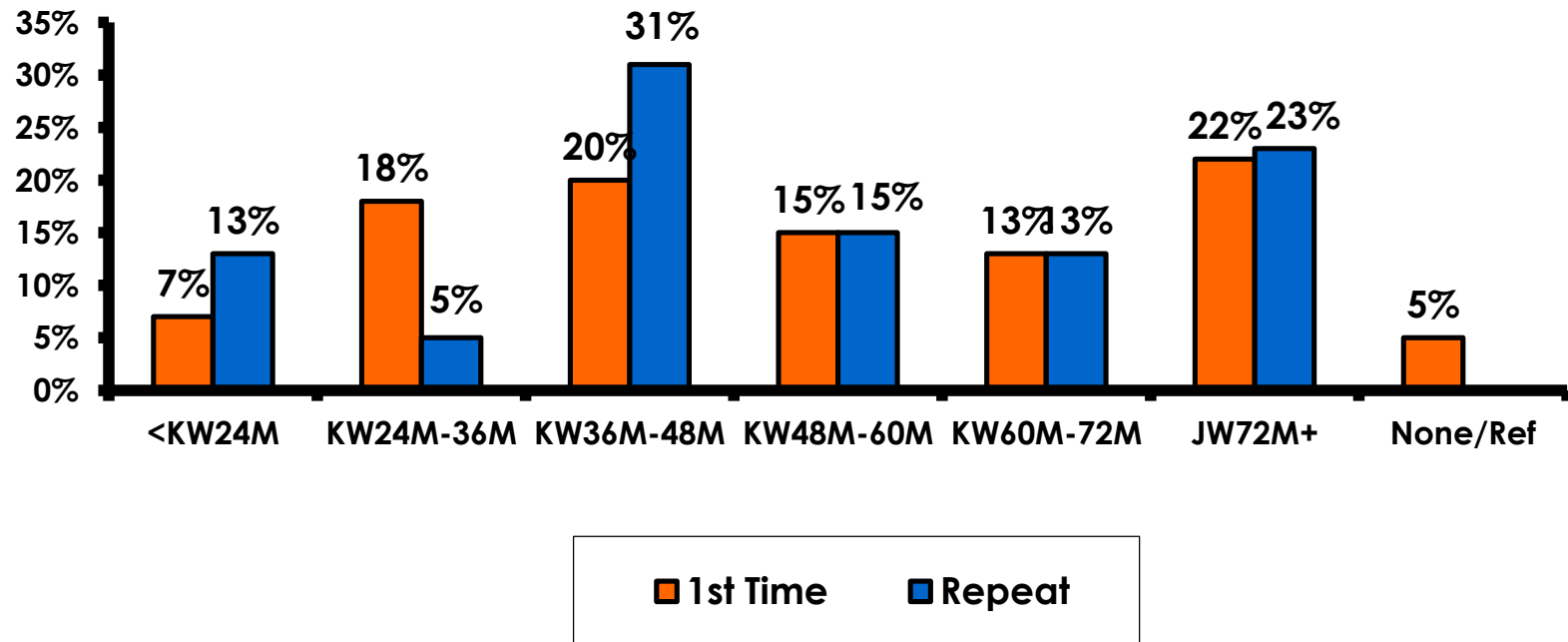




# Personal Income



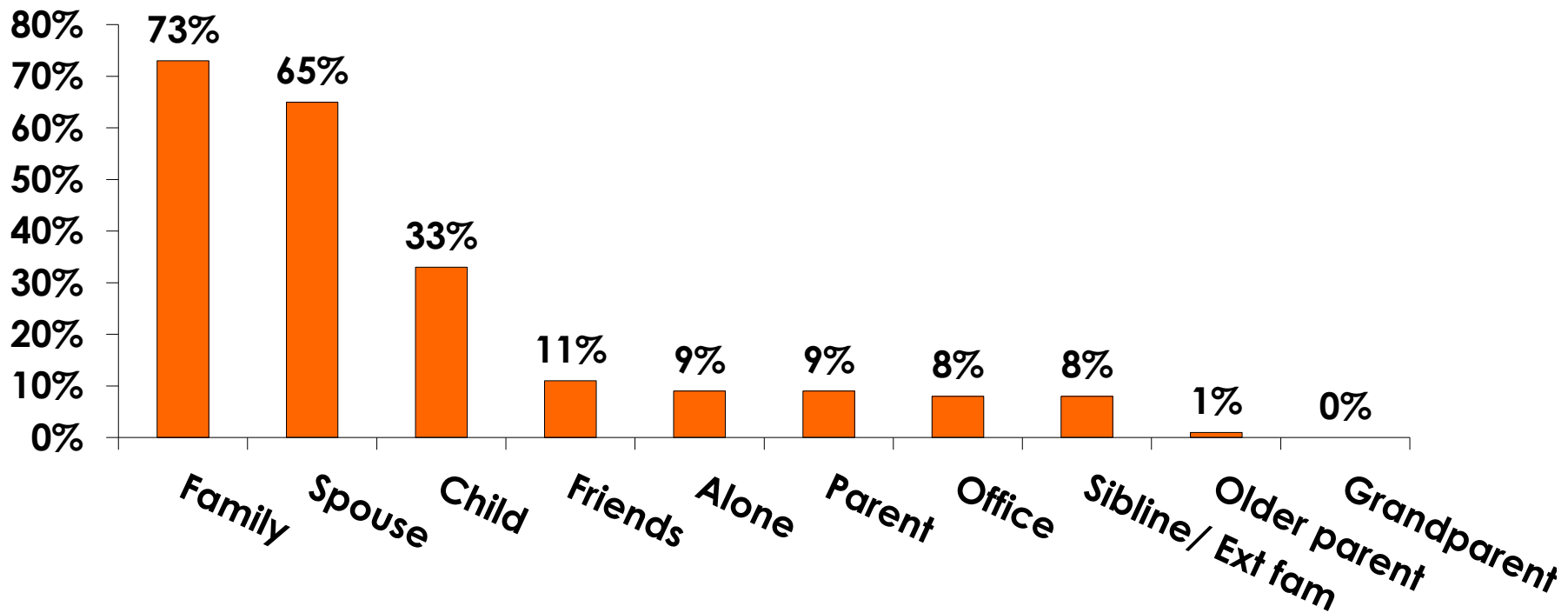
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<KW12.0M	Count	3	2		2	1		
		Column N %	1%	1%		14%	1%		
	KW12.0M-KW24.0M	Count	19	5	14	2	15	1	
		Column N %	7%	3%	10%	14%	12%	1%	
	KW24.0M-KW36.0M	Count	46	18	27	4	26	15	
		Column N %	16%	12%	20%	29%	21%	11%	
	KW36.0M-KW48.0M	Count	61	28	33	2	27	24	5
		Column N %	21%	19%	24%	14%	22%	18%	42%
	KW48.0M-KW60.0M	Count	42	23	18		17	23	1
		Column N %	15%	16%	13%		14%	17%	8%
	KW60.0M-KW72.0M	Count	38	26	12		14	20	4
		Column N %	13%	18%	9%		12%	15%	33%
	KW72.0M+	Count	64	38	23	2	13	48	1
		Column N %	22%	26%	17%	14%	11%	36%	8%
	No Income	Count	14	5	8	2	8	3	1
		Column N %	5%	3%	6%	14%	7%	2%	8%
	Total	Count	287	145	135	14	121	134	12

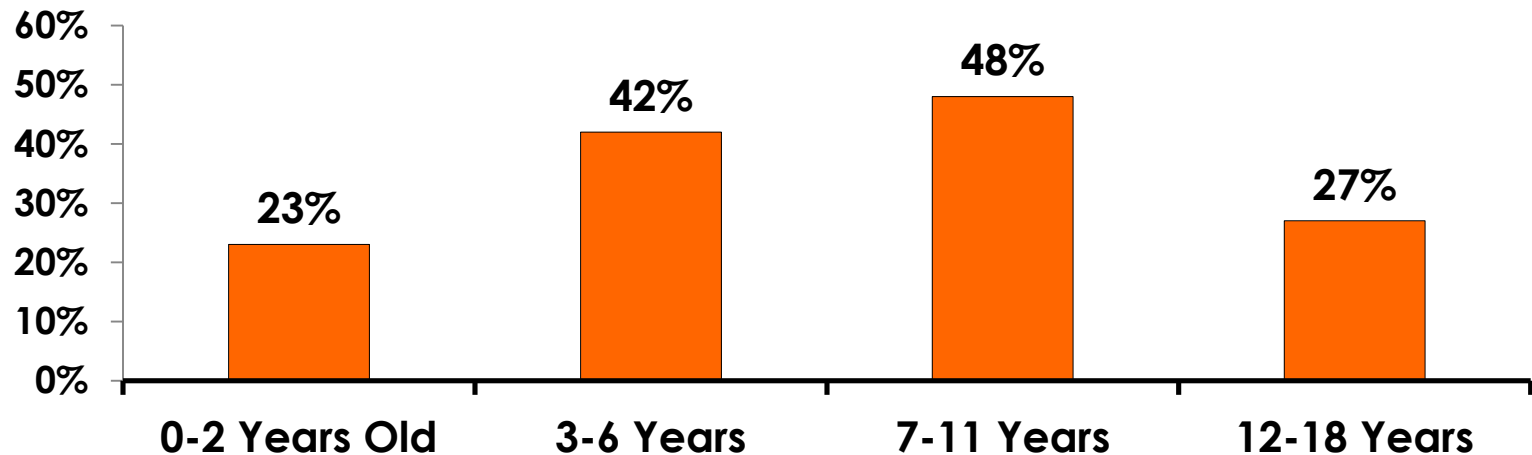
# Travel Companions



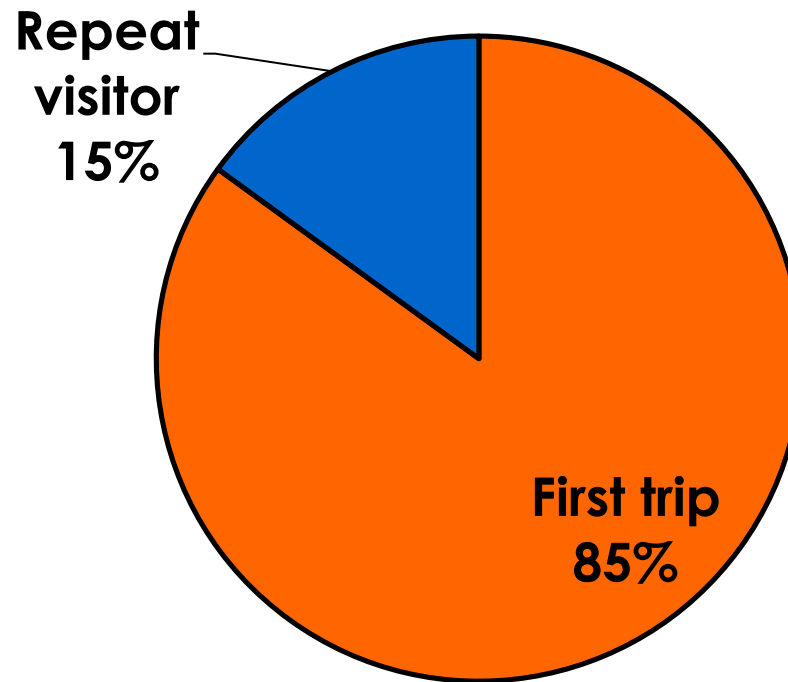
# Number of Children Travel Party

N=117 total respondents traveling with children.

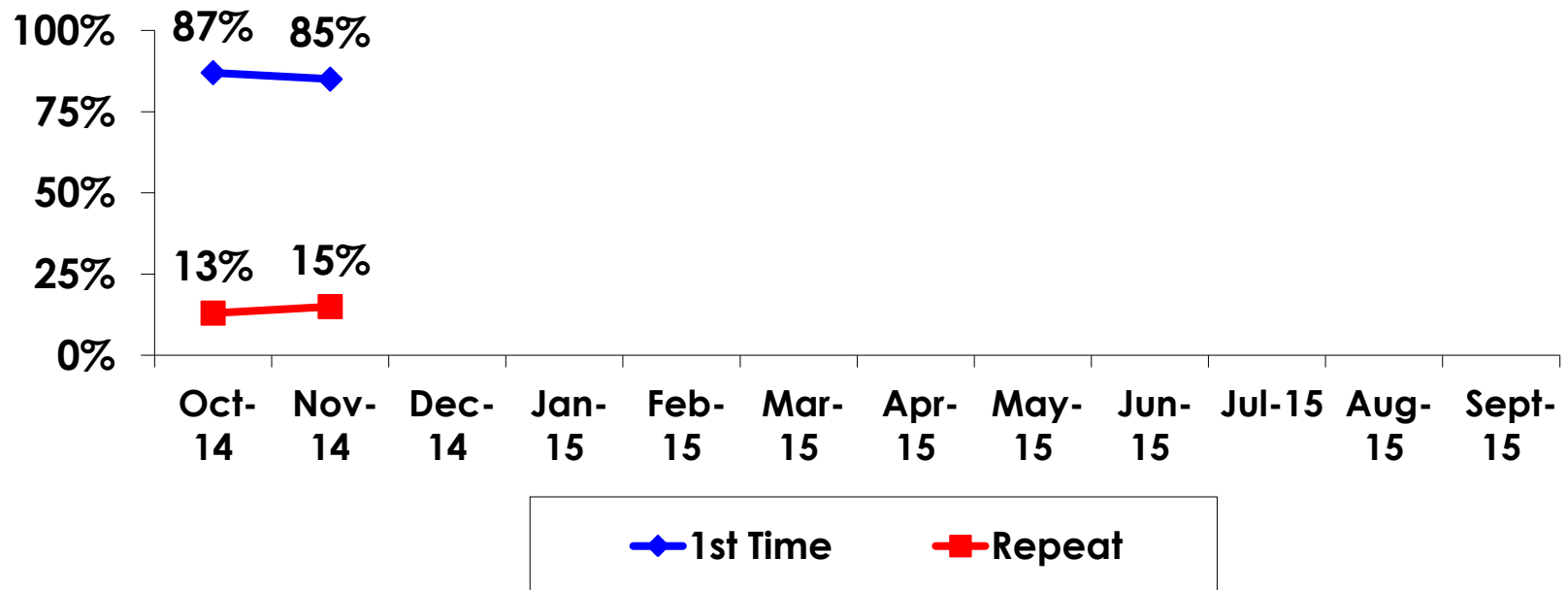
(Of those N=117 respondents, there is a total of 192 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



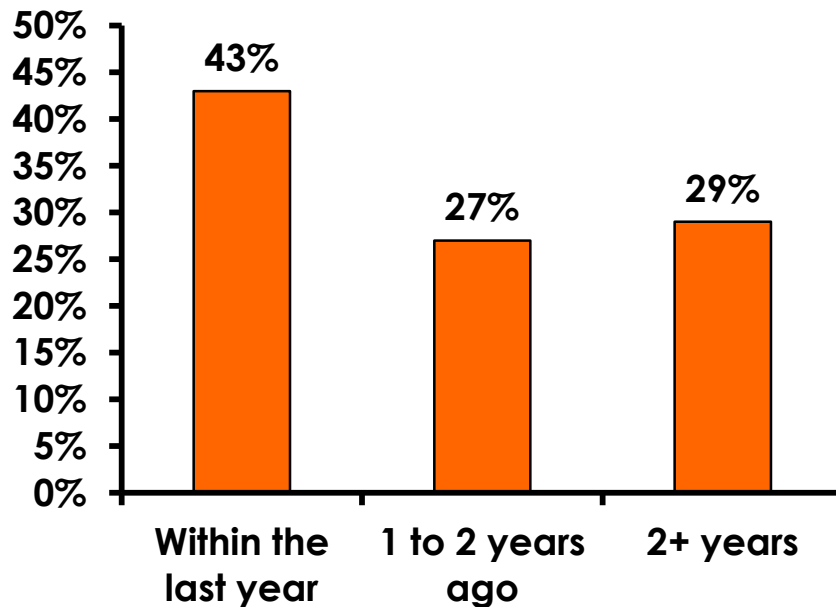
# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	172	156	16
		Column N %	51%	54%	31%
	Female	Count	168	133	35
		Column N %	49%	46%	69%
	Total	Count	340	289	51
AGE	18-24	Count	19	14	4
		Column N %	6%	5%	8%
	25-34	Count	149	135	14
		Column N %	43%	47%	27%
	35-49	Count	160	127	33
		Column N %	47%	44%	63%
	50+	Count	15	14	1
		Column N %	4%	5%	2%
	Total	Count	343	290	52



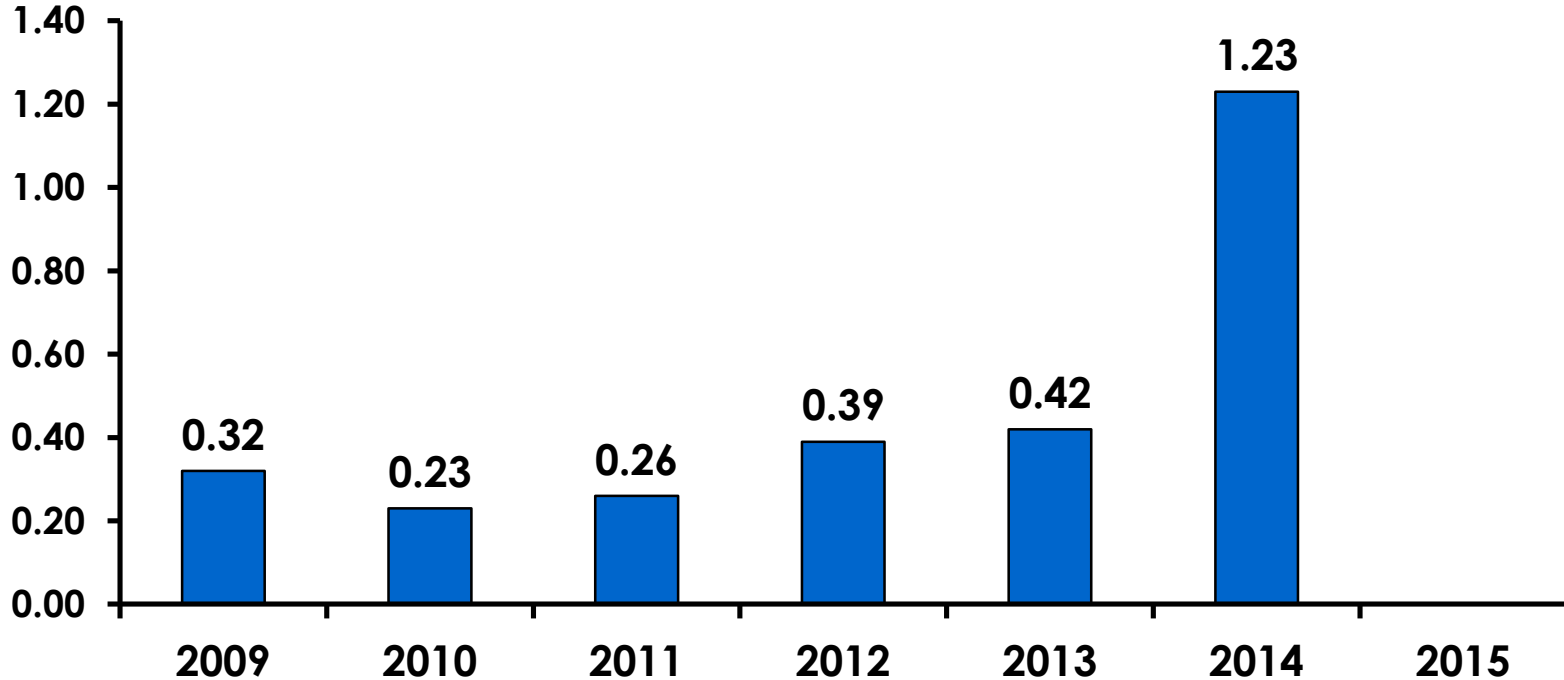
# Repeat Visitors Last Trip

n = 51



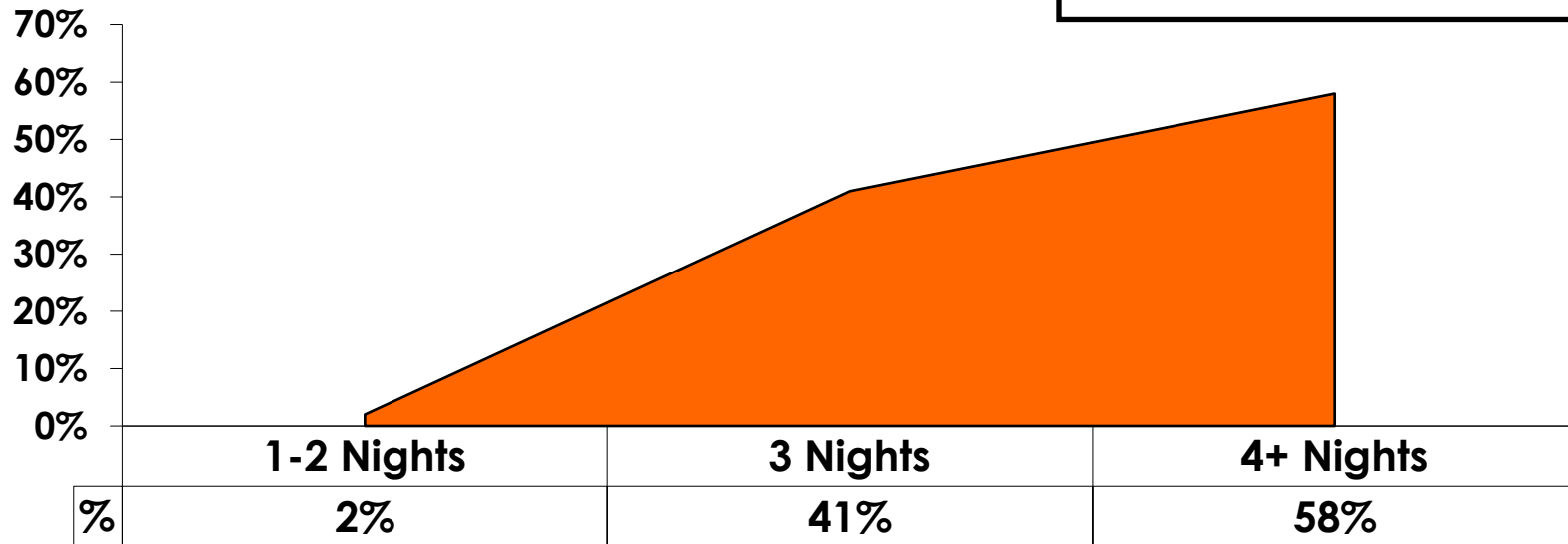
- The average repeat visitor has been to Guam 2.45 times.

# Average Number Overnight Trips (2009-2015) (2 nights or more)

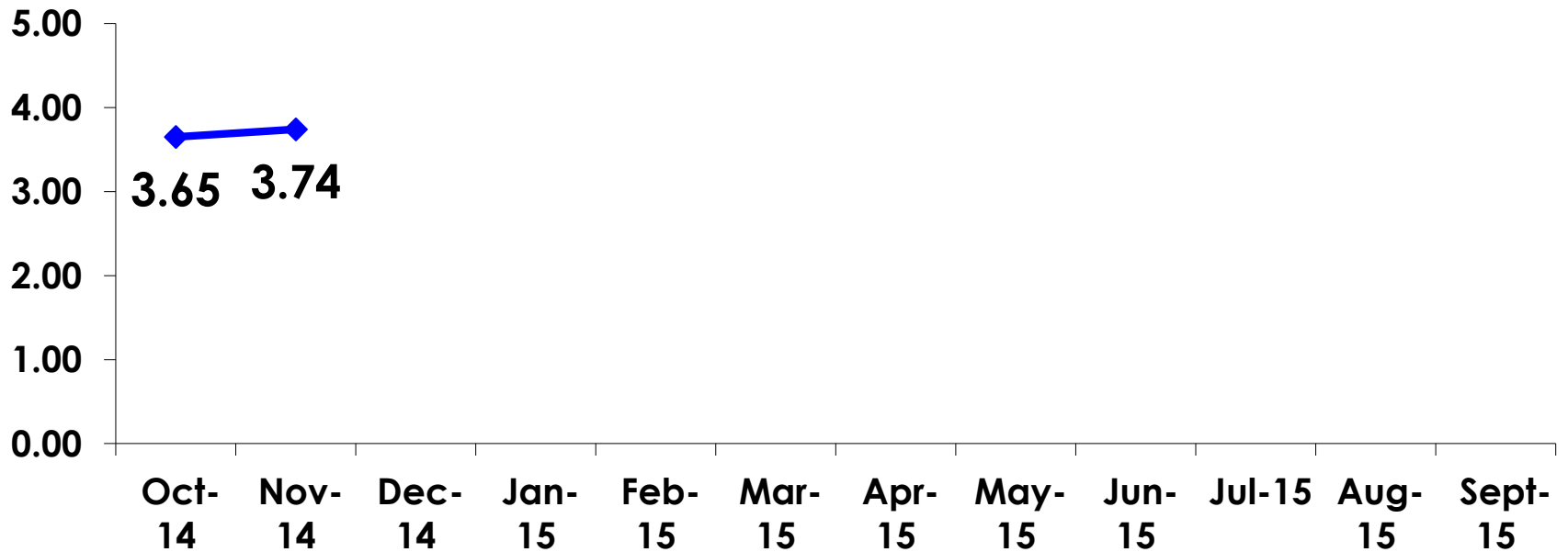


# Length of Stay

Mean = 3.74 Days  
Median = 4.0 Days



# AVG LENGTH OF STAY

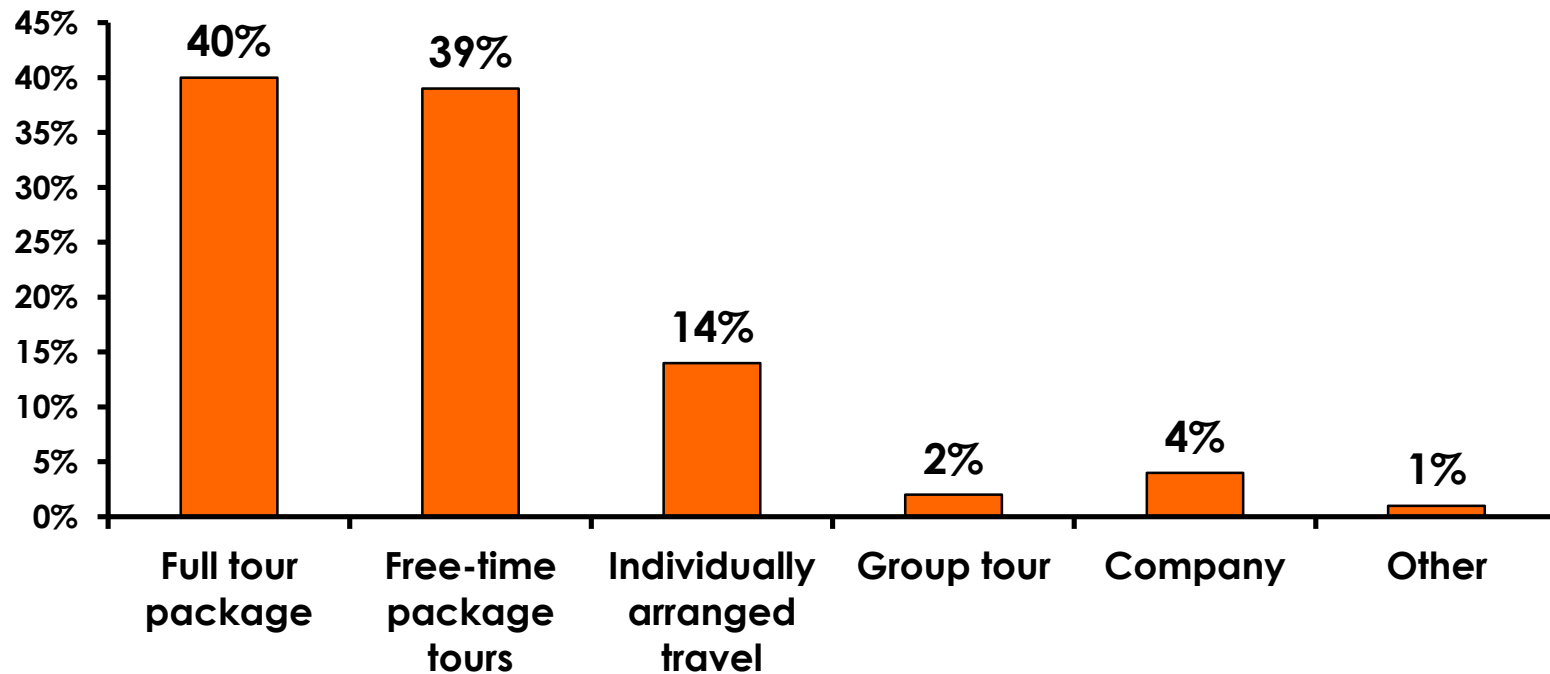


# Occupation by Income

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q25	White Collar Office Worker	29%		32%	31%	22%	50%	38%	27%	21%	
	Self-employed	20%		11%	11%	23%	10%	16%	30%	36%	
	Professional/ Specialist/ Tech	10%			7%	15%	10%	14%	11%		
	Housewife/ Homemaker	9%		5%	11%	10%	8%	5%	13%	7%	
	Manager/ Admin	6%		11%	2%	5%		8%	8%	7%	
	Service worker/ Private hse worker	4%	33%	21%	13%	2%	3%				
	Student	4%	33%		2%				5%	21%	
	Professor/ Teacher/ After-school	4%		16%	2%	7%	5%				
	Sales worker/ Clerical	3%				5%	3%	3%			
	Skilled worker	2%			4%	3%	3%	5%			
	Freelancer	2%			7%	3%	3%		2%		
	Other	2%	33%	5%	2%			3%	2%		
	Govt- office worker non-mgr	2%			2%	2%	3%	3%	2%		
	Farmer/ Forestry/ Fisherman	1%				2%					
	Govt- Manager	1%			4%		3%	3%			
	Unemployed	1%					3%			7%	
	Judicial	0%							2%		
	Retired	0%				2%					
	Govt- Executive	0%						3%			
	Total	Count	325	3	19	45	60	40	37	63	14

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



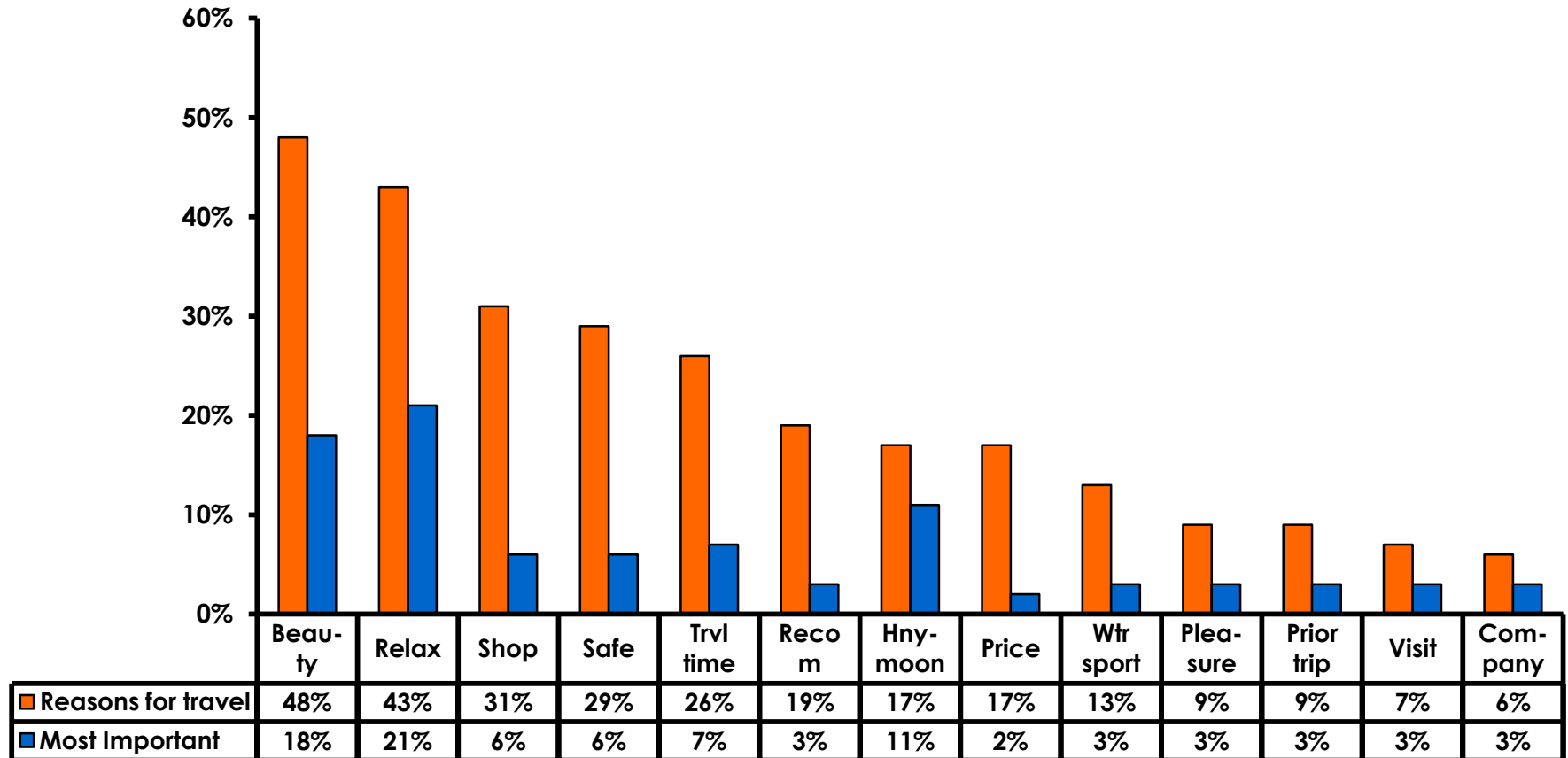
# Accommodation by Income

Average length of stay: 3.74 days

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q9	PIC Club	40%	100%	42%	28%	44%	38%	39%	50%	14%	
	Lotte Hotel Guam	10%		11%	9%	15%	12%	8%	8%	7%	
	Hyatt Regency Guam	10%		21%	13%	5%	12%	8%	13%	7%	
	Hotel Nikko Guam	6%			4%	8%	10%	5%	3%	14%	
	Onward Beach Resort	5%		5%	9%	7%	5%	11%	3%		
	Sheraton Laguna Guam	5%		5%	9%	3%	7%	3%	6%	7%	
	Outrigger Guam Resort	4%			11%	3%	5%	3%	3%		
	Hilton Guam Resort	4%		5%	2%	3%	5%	3%	6%		
	Holiday Resort Guam	4%			2%	3%	2%	8%	2%	7%	
	Leo Palace Resort	3%				2%			3%	29%	
	Home stay/ friend/ relative	2%			2%	2%		3%	2%		
	Westin Resort Guam	2%		11%	4%			3%			
	Guam Reef & Olive Spa	1%			2%		2%	3%		7%	
	Fiesta Resort Guam	1%					2%	3%			
	Pacific Bay Hotel	1%			2%						
	Oceanview Hotel	1%				2%			2%		
	Pacific Star Resort & Spa	1%			2%	2%					
	Verona Resort & Spa	0%						3%			
	Aqua Suites	0%				2%					
	Days Inn (Tamuning)	0%									
	Other	0%									
	Condo	0%								7%	
	Royal Orchid Guam	0%									
	Grand Plaza Hotel	0%									
	Total	Count	349	3	19	46	61	42	38	64	14



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Relaxation,
- Guam's natural beauty/ beaches,
- Honeymoon

are 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	48%	47%	42%	55%	53%	48%	48%	
	Relax	43%	37%	38%	48%	47%	49%	35%	
	Shopping	31%	21%	33%	34%	13%	27%	37%	
	Safe	29%	21%	25%	34%	33%	24%	33%	
	Short travel time	26%	16%	28%	27%	13%	26%	26%	
	Recomm- friend/family/trvl agnt	19%	26%	15%	22%	27%	18%	18%	
	Honeymoon	17%	11%	31%	8%		23%	11%	
	Price	17%	21%	16%	18%	27%	17%	17%	
	Water sports	13%	11%	14%	12%	27%	11%	15%	
	Pleasure	9%	11%	6%	12%	7%	9%	8%	
	Previous trip	9%	5%	7%	13%	7%	5%	13%	
	Visit friends/ Relatives	7%	11%	4%	8%	27%	9%	6%	
	Company Sponsored	6%	5%	7%	3%	20%	6%	5%	
	Scuba	6%	11%	4%	8%		8%	4%	
	Company/ Business Trip	4%		5%	4%		3%	5%	
	Golf	4%	5%	3%	4%	13%	5%	3%	
	Organized sports	3%		3%	3%		2%	4%	
	Other	1%	5%		3%		2%	1%	
	Married/ Attn wedding	1%		1%	1%		2%	1%	
	Convention/ Trade/ Conference	1%		1%	1%		1%	1%	
	Career Cert/ Testing	0%		1%				1%	
	Total	Count	350	19	149	160	15	172	168

# Motivation by Income

		TOTAL	Q26							No Income	
		-	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+		
Q5A	Natural beauty	48%	67%	21%	35%	57%	43%	63%	56%	64%	
	Relax	43%	67%	42%	46%	31%	50%	66%	58%	43%	
	Shopping	31%		32%	33%	43%	38%	39%	33%	7%	
	Safe	29%	33%	21%	28%	30%	29%	21%	30%	36%	
	Short travel time	26%	33%	16%	17%	23%	36%	32%	22%	29%	
	Recomm- friend/family/trvl agnt	19%	67%	16%	17%	13%	7%	24%	25%	14%	
	Honeymoon	17%	33%	26%	39%	20%	21%	16%	8%	7%	
	Price	17%		5%	20%	15%	14%	24%	9%	43%	
	Water sports	13%		16%	15%	21%		13%	16%	7%	
	Pleasure	9%	33%		4%	7%	19%	8%	11%	7%	
	Previous trip	9%		16%		13%	14%	8%	6%		
	Visit friends/ Relatives	7%		5%	11%	8%	2%	5%	5%	14%	
	Company Sponsored	6%		21%	4%	5%	2%	5%	2%		
	Scuba	6%	33%		4%	8%	2%		5%		
	Company/ Business Trip	4%		5%	4%	3%	5%		3%		
	Golf	4%		5%		2%	2%	3%	5%		
	Organized sports	3%			2%			3%	3%		
	Other	1%					2%	3%			
	Married/ Attn wedding	1%				3%			2%		
	Convention/ Trade/ Conference	1%									
	Career Cert/ Testing	0%									
	Total	Count	350	3	19	46	61	42	38	64	14

# SECTION 3 **EXPENDITURES**

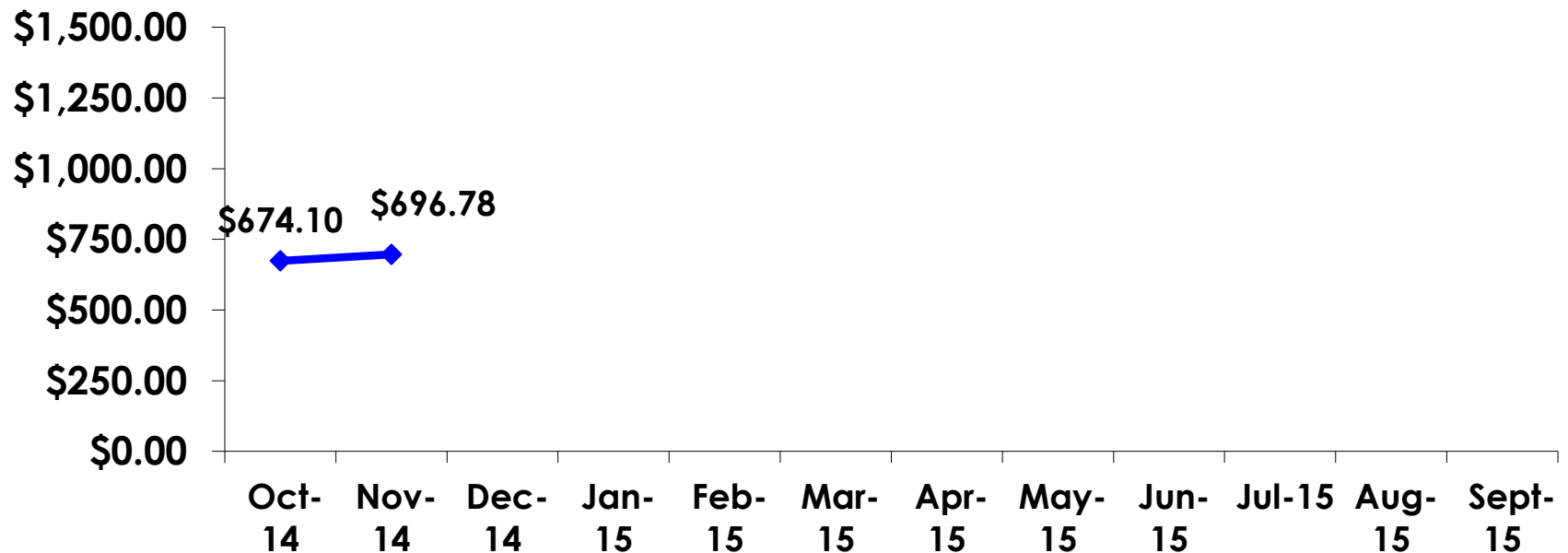
# Prepaid Expenditures

**KW 1,107.75/US\$1**

- \$1,817.47 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$14,444 = maximum (highest amount recorded for the entire sample)
- \$696.78 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$685.42

# Breakdown of Prepaid Expenditures

## KW 1,107.75=\$1

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

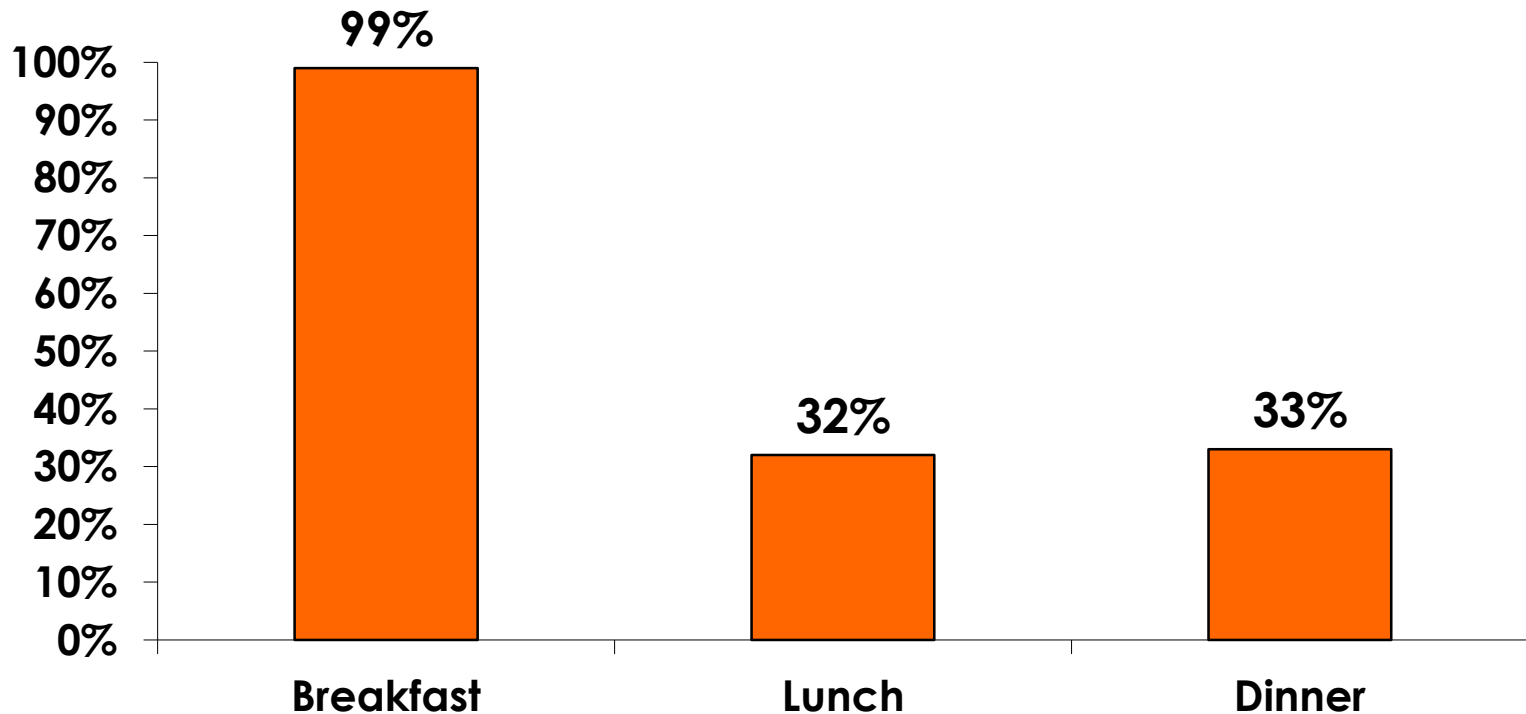
	MEAN \$
Air & Accommodation package only	\$2,679.59
Air & Accommodation w/ daily meal package	\$2,879.05
Air only	\$936.38
Accommodation only	\$669.66
Accommodation w/ daily meal only	\$680.66
Food & Beverages in Hotel	\$-
Ground transportation – Korea	\$67.10
Ground transportation – Guam	\$600.73
Optional tours/ activities	\$546.15
Other expenses	\$629.65
<b>Total Prepaid</b>	<b>\$1,817.47</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=138

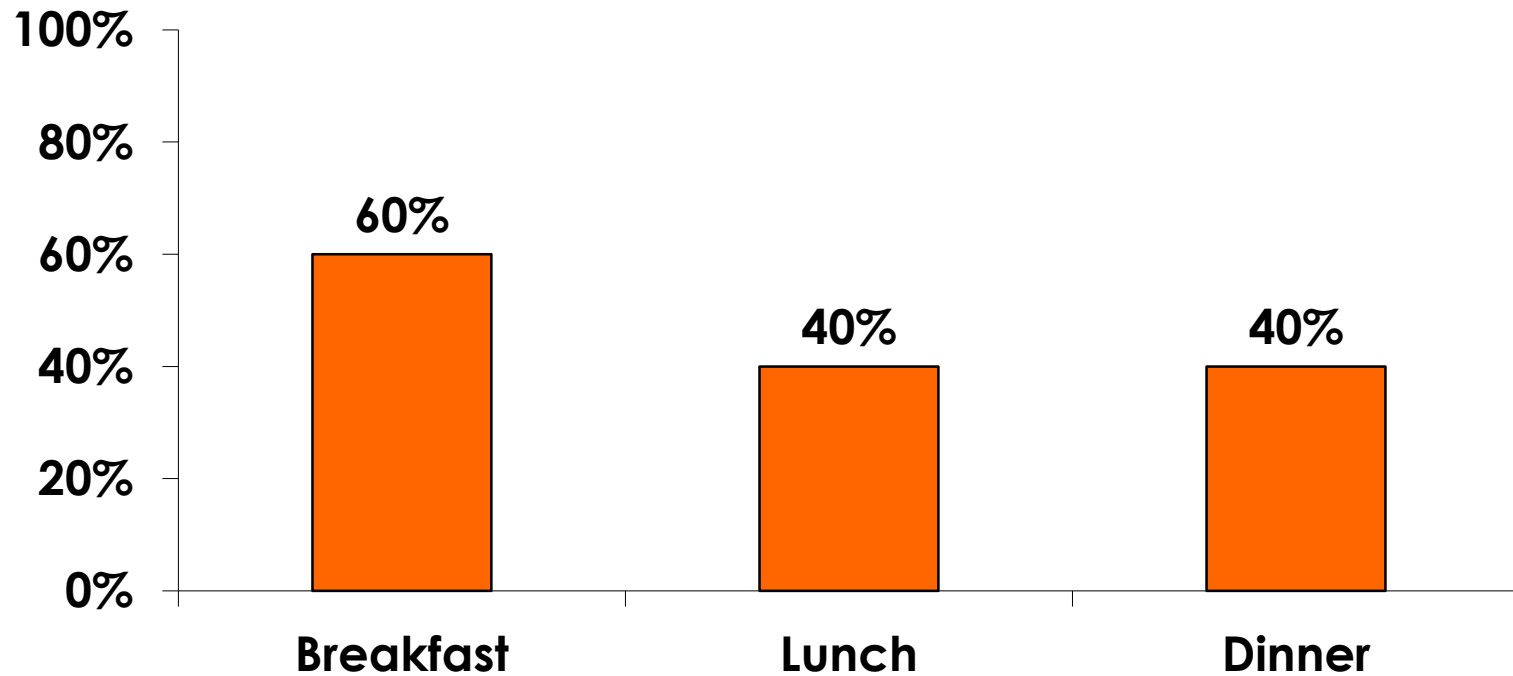


Mean=\$2,879.05 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

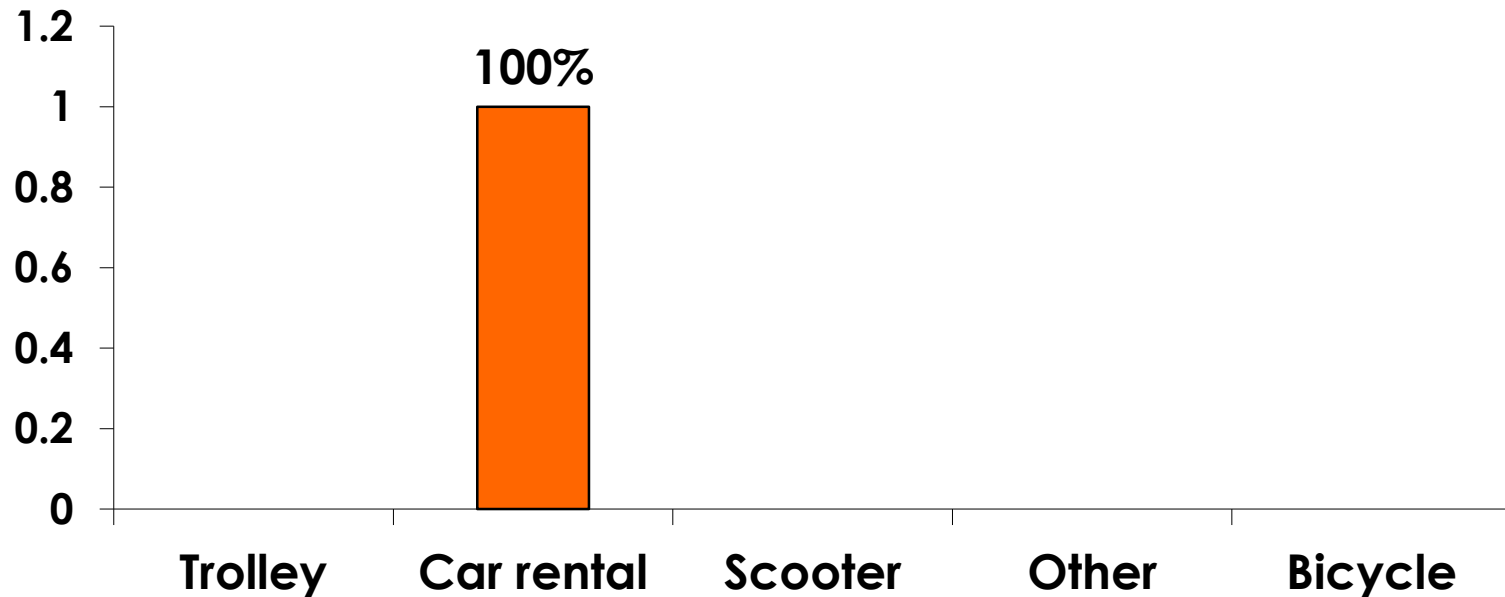
N=5



Mean=\$680.66 per travel party

# PREPAID GROUND TRANSPORTATION

n=10



Mean=\$600.73 per travel party

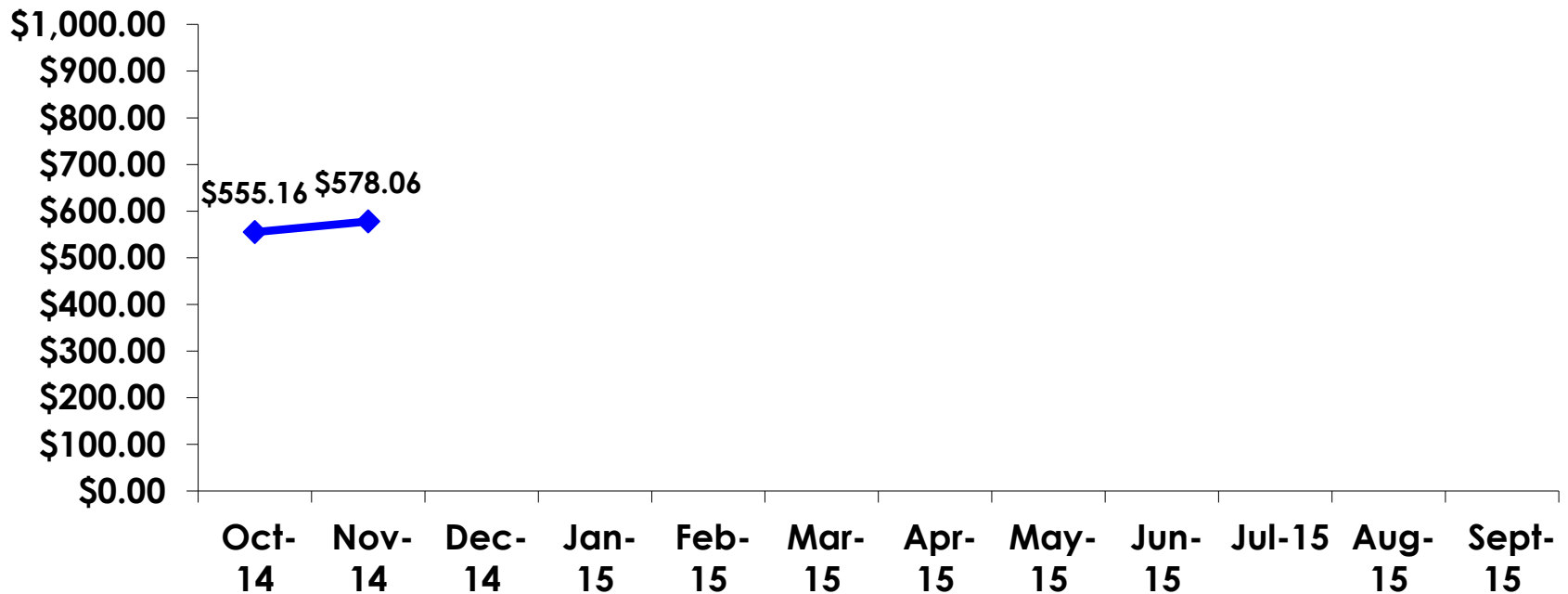
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# On-Island Expenditures

- \$1,220.04 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,000 = Maximum (highest amount recorded for the entire sample)
- \$578.06 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

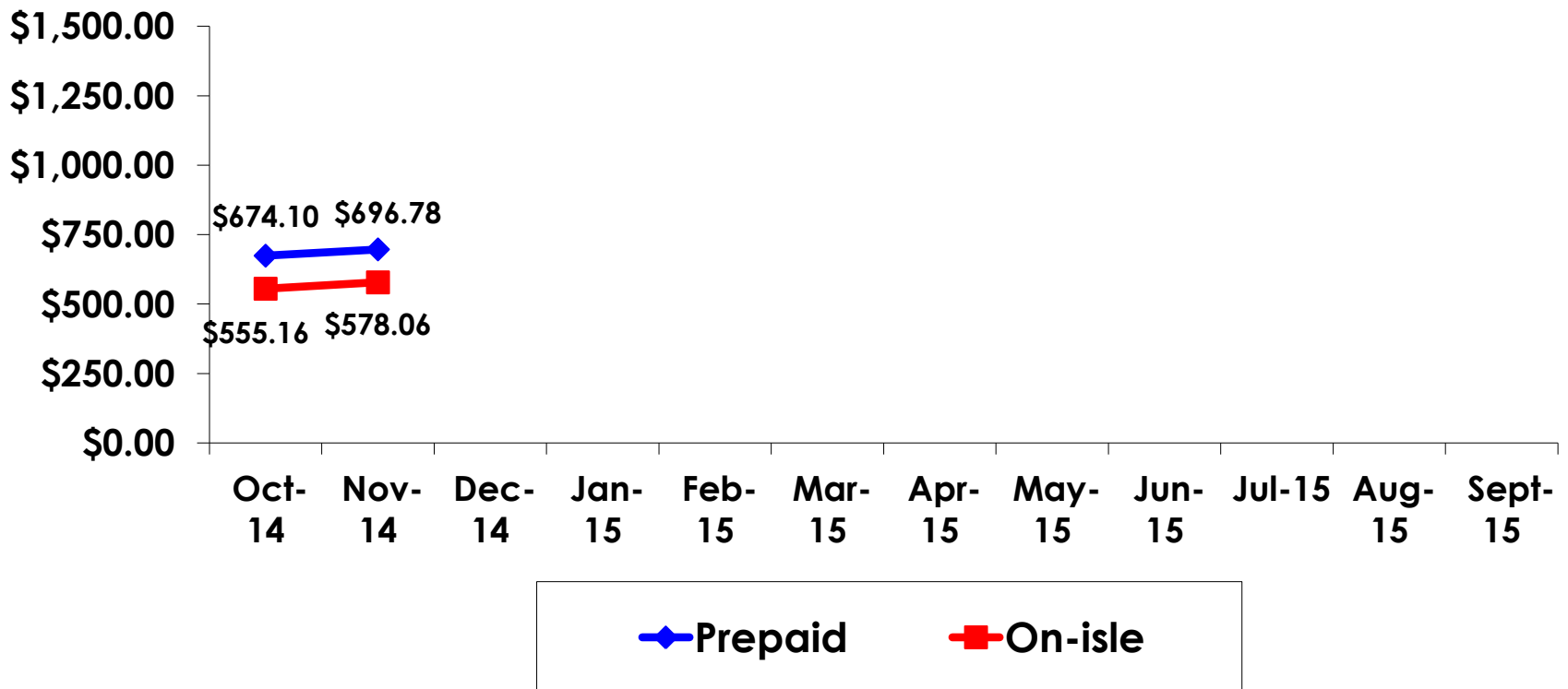


YTD = \$566.60

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$685.42

On-Isle YTD = \$566.60



# 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	\$578.06	\$649.42	\$503.87	\$222.50	\$997.04	\$442.13	\$529.44	\$630.71	\$595.58	\$393.34	\$504.17
	Median	\$400	\$463	\$342	\$200	\$750	\$350	\$583	\$650	\$500	\$250	\$504
	Minimum	\$0	\$0	\$0	\$45	\$0	\$0	\$0	\$0	\$0	\$0	\$133
	Maximum	\$5,000	\$5,000	\$2,500	\$445	\$5,000	\$1,800	\$1,000	\$2,000	\$2,500	\$2,500	\$875

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$53.55	\$57.05	\$36.27	\$56.05	\$54.78	\$56.03	\$33.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$31.60	\$38.73	\$17.65	\$85.26	\$28.40	\$30.06	\$20.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B RESTRNT	Mean	\$98.49	\$114.90	\$79.17	\$105.26	\$116.60	\$81.25	\$140.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPT TOUR	Mean	\$166.08	\$195.73	\$138.17	\$192.63	\$159.60	\$156.04	\$366.67
	Median	\$0	\$0	\$0	\$100	\$0	\$0	\$0
GIFT- SELF	Mean	\$295.04	\$357.07	\$242.55	\$247.11	\$348.83	\$260.96	\$291.33
	Median	\$0	\$100	\$0	\$0	\$0	\$45	\$0
GIFT- OTHER	Mean	\$199.21	\$255.17	\$141.69	\$208.42	\$270.46	\$133.65	\$233.33
	Median	\$0	\$75	\$0	\$50	\$0	\$0	\$200
TRANS	Mean	\$50.22	\$58.97	\$40.15	\$56.53	\$52.02	\$50.93	\$40.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$326.70	\$341.70	\$308.77	\$276.11	\$415.50	\$264.94	\$306.67
	Median	\$8	\$5	\$10	\$0	\$10	\$0	\$100
TOTAL	Mean	\$1,220.04	\$1,414.66	\$1,006.80	\$1,227.37	\$1,446.52	\$1,031.67	\$1,431.33
	Median	\$1,000	\$1,000	\$855	\$900	\$1,000	\$903	\$1,200



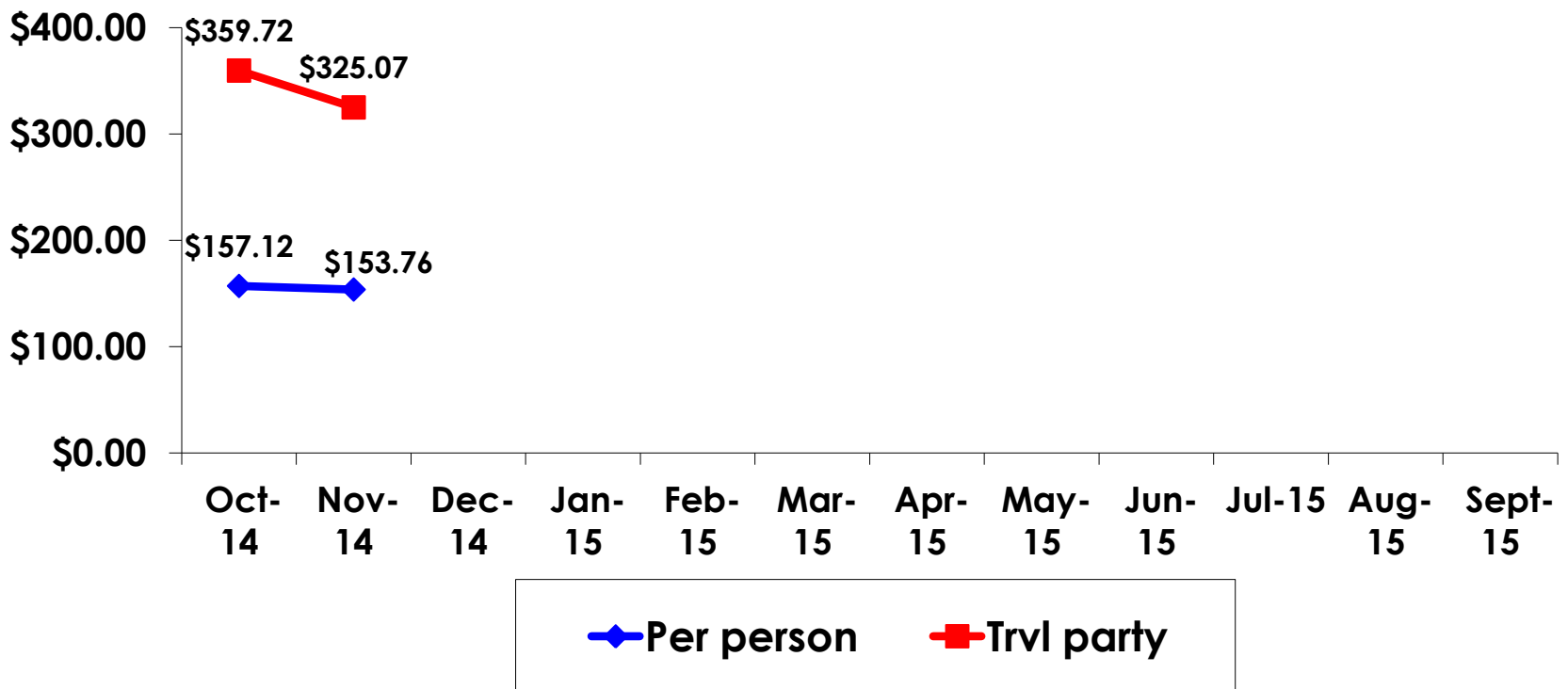
# On-Island Expenditures

## First time vs. Repeat

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$53.55	\$53.10	\$37.90
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$31.60	\$29.55	\$24.71
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$98.49	\$89.77	\$130.96
	Median	\$0	\$0	\$5
OPT TOUR	Mean	\$166.08	\$154.05	\$218.75
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$295.04	\$303.58	\$232.69
	Median	\$0	\$0	\$0
GIFT- OTHER	Mean	\$199.21	\$207.35	\$127.69
	Median	\$0	\$0	\$35
TRANS	Mean	\$50.22	\$49.07	\$48.15
	Median	\$0	\$0	\$0
OTHER	Mean	\$326.70	\$325.69	\$338.79
	Median	\$8	\$0	\$88
TOTAL	Mean	\$1,220.04	\$1,211.15	\$1,159.65
	Median	\$1,000	\$1,000	\$1,000

# ON-ISLE EXPENDITURES – By Day

YTD Per Person = \$155.43    YTD Travel Party = \$342.32

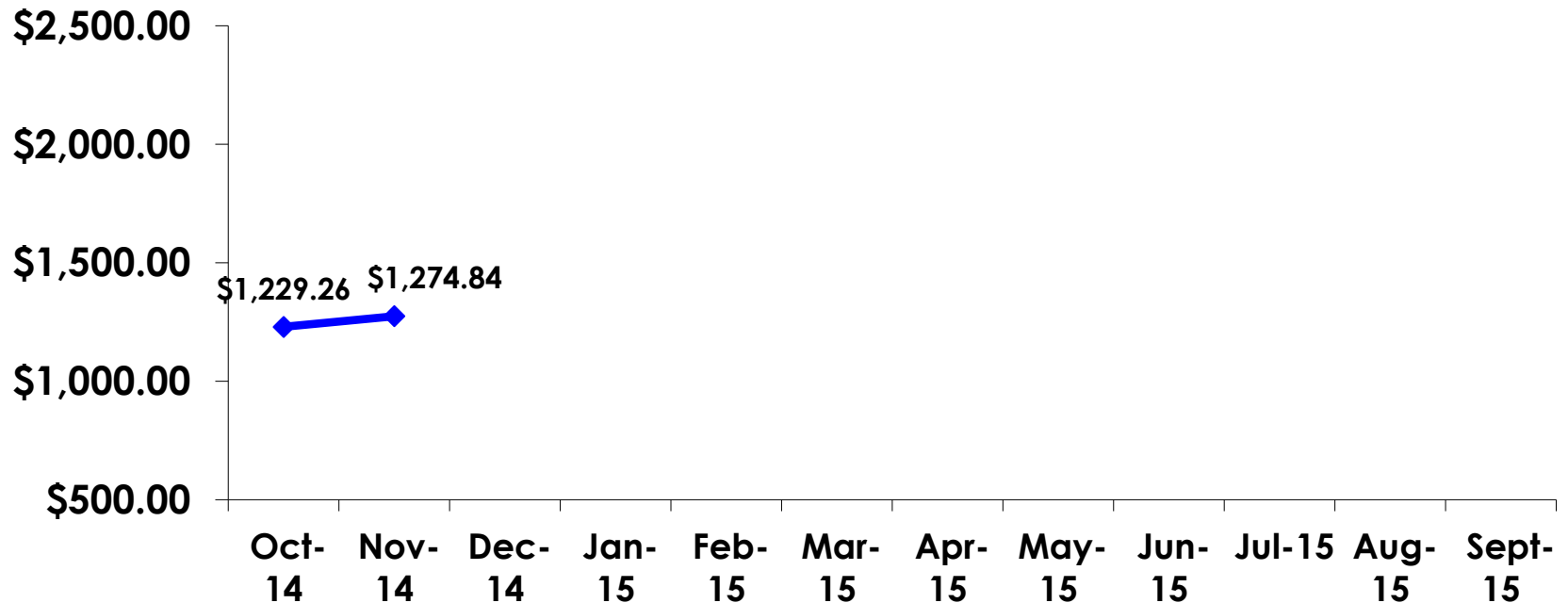


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,274.84 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,444 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



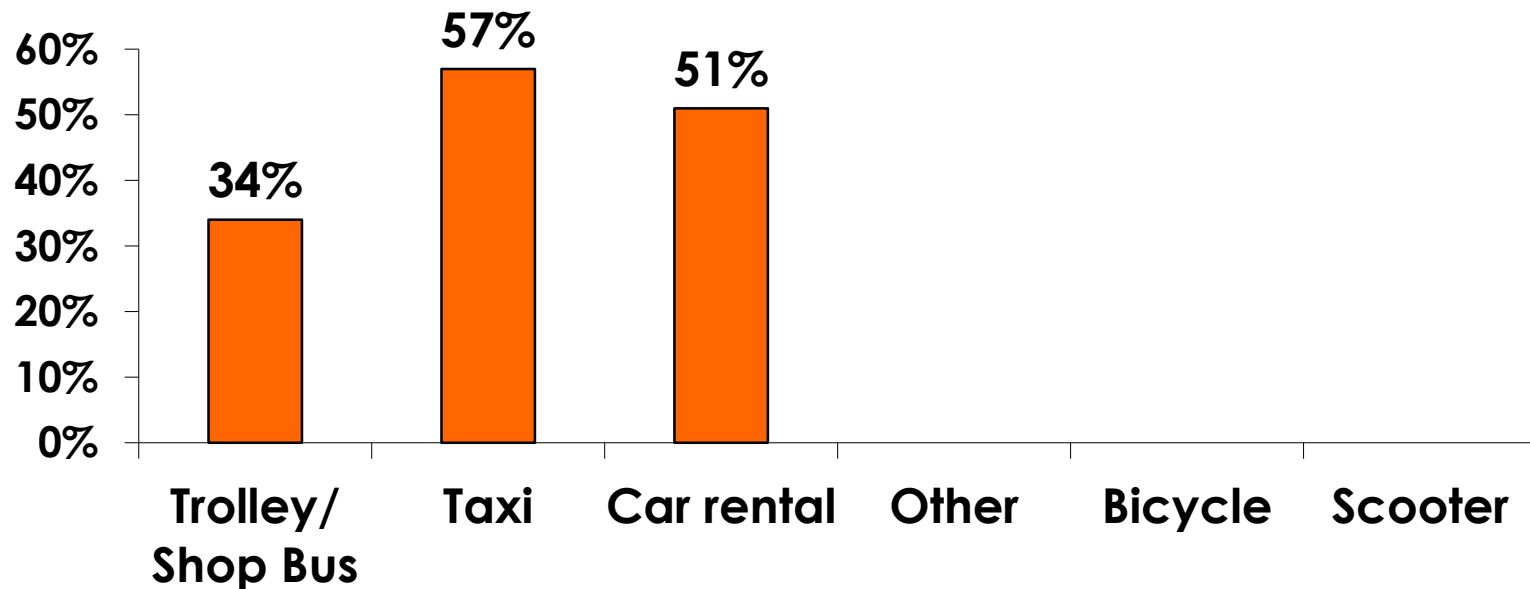
YTD=\$1,252.02

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$53.55
Food & beverage in fast food restaurant/convenience store	\$31.60
Food & beverage at restaurants or drinking establishments outside a hotel	\$98.49
Optional tours and activities	\$166.08
Gifts/ souvenirs for yourself/companions	\$295.04
Gifts/ souvenirs for friends/family at home	\$199.21
Local transportation	\$50.22
Other expenses not covered	\$326.70
<b>Average Total</b>	<b>\$1,220.04</b>

# Local Transportation

n=125



Mean=\$50.22 per travel party

---

# Guam Airport Expenditures

- \$97.67 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,000 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$29.14
<b>Gifts/Souvenirs Self</b>	\$35.91
<b>Gifts/Souvenirs Others</b>	\$40.31
<b>Total</b>	<b>\$97.67</b>

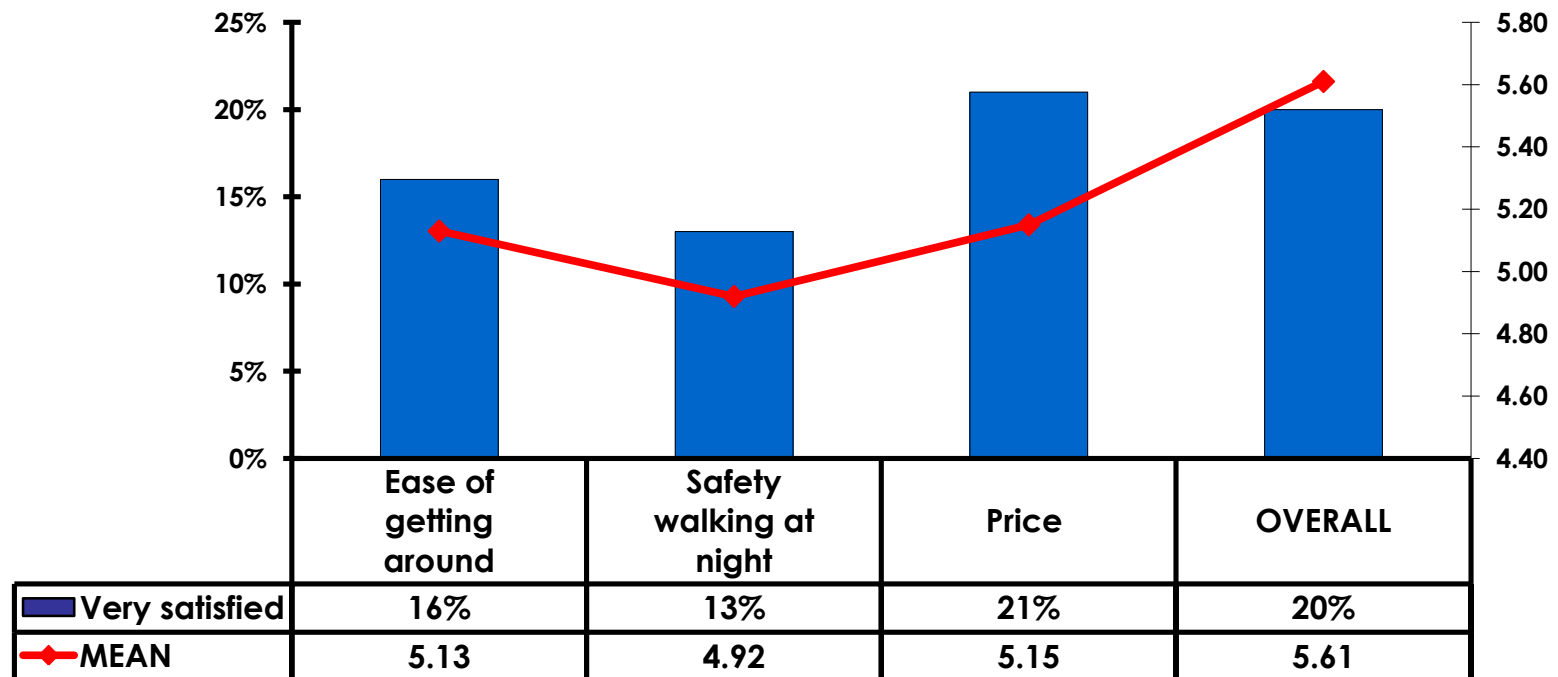


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

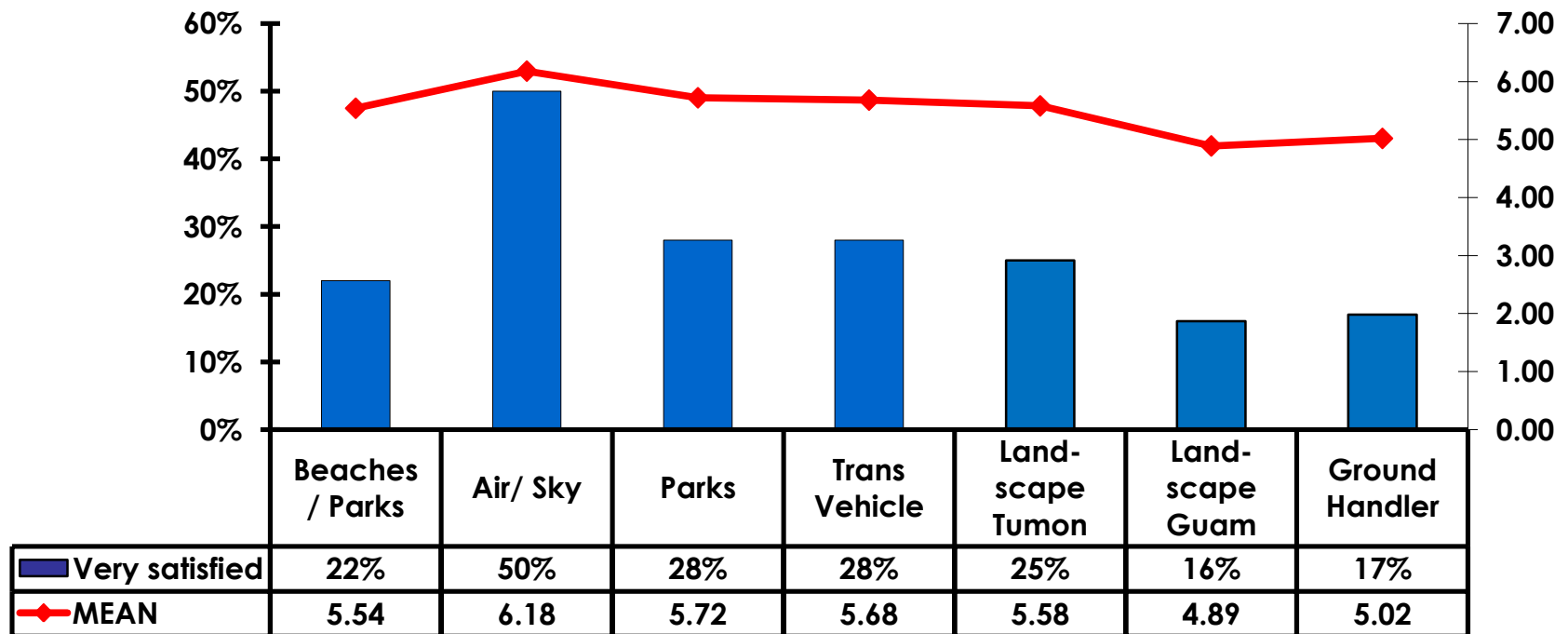
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

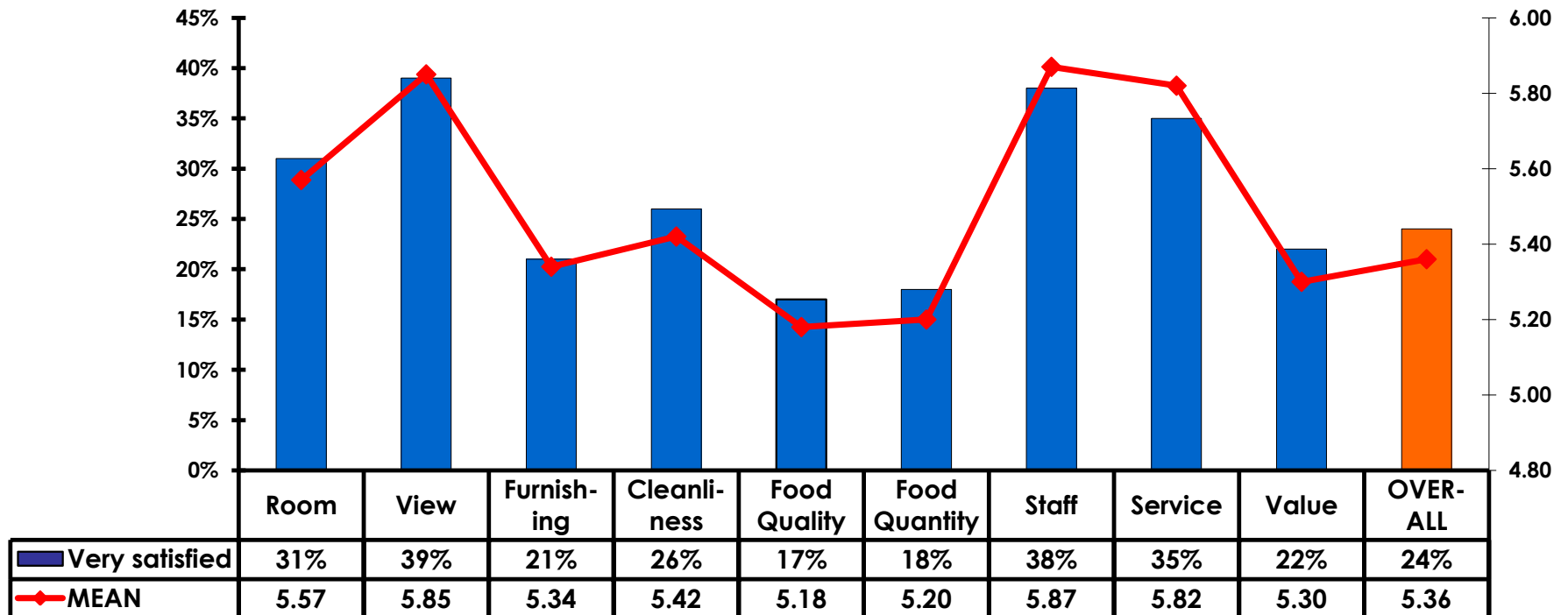
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

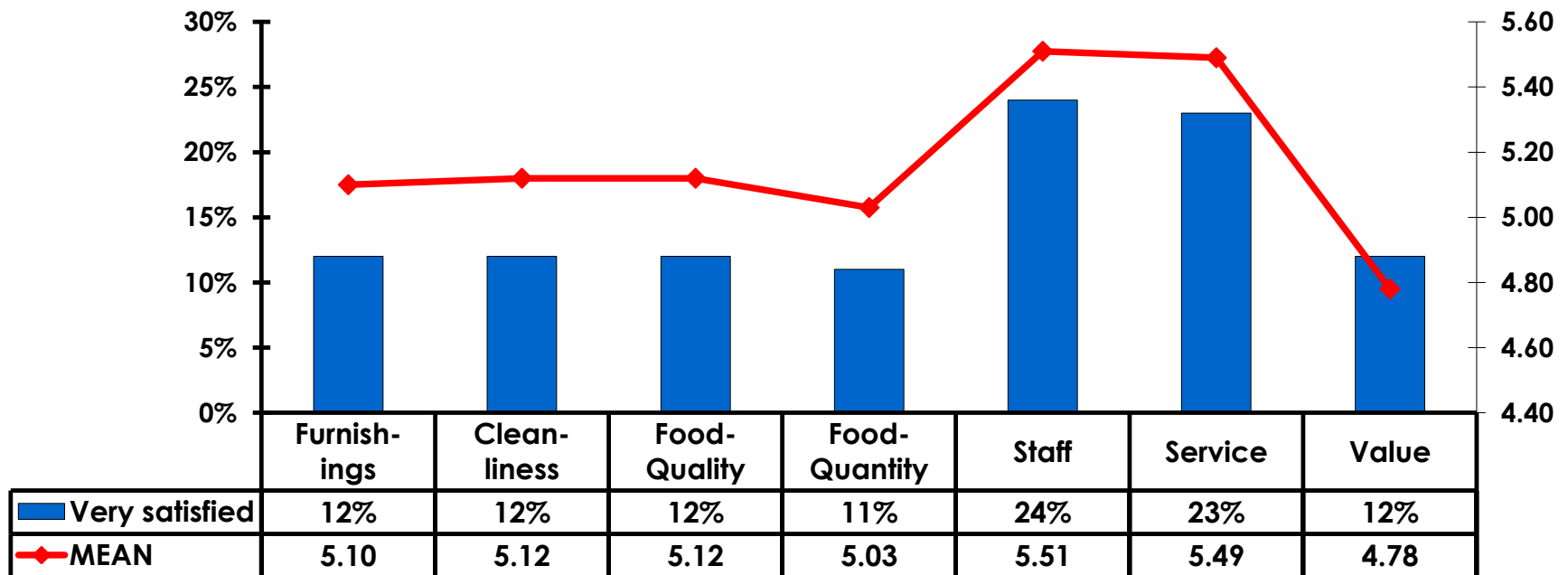
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

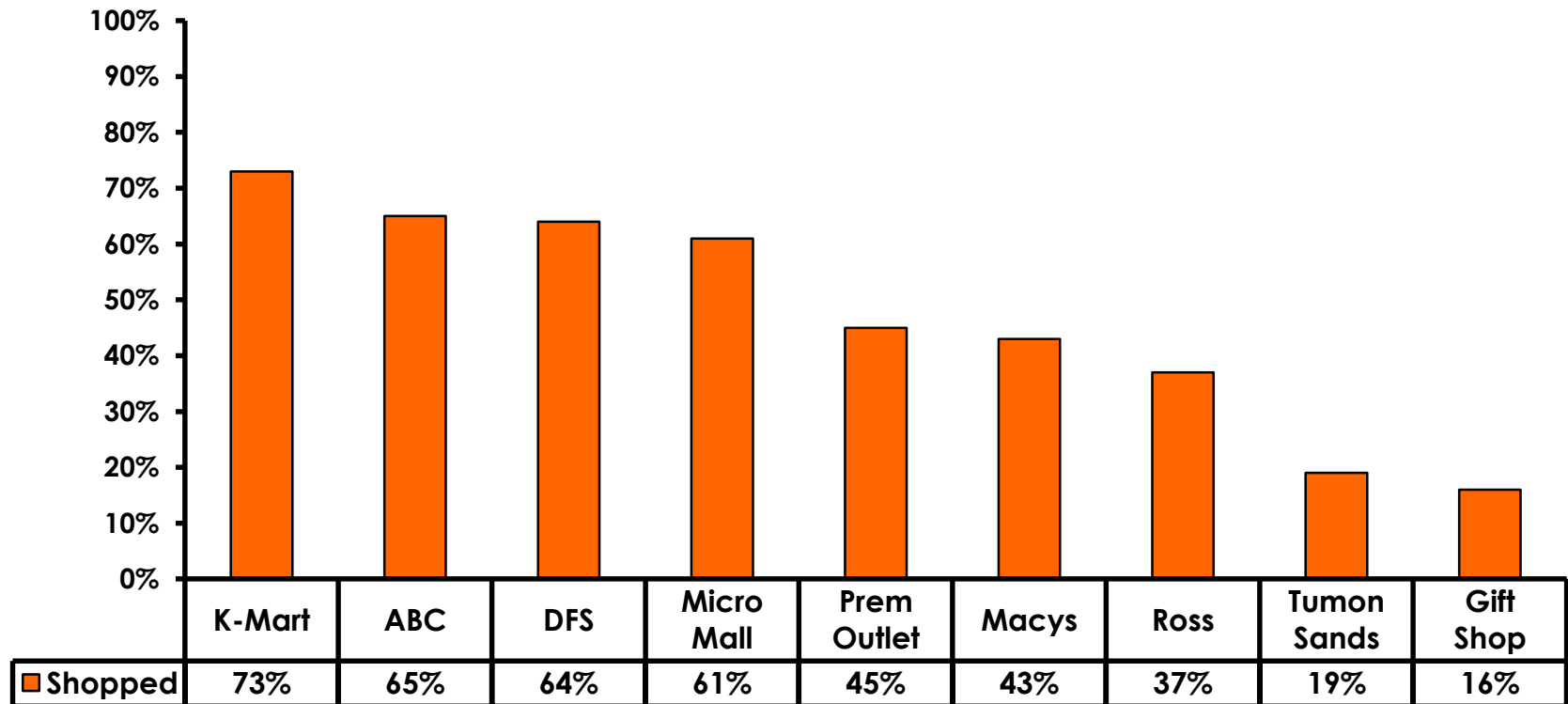
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

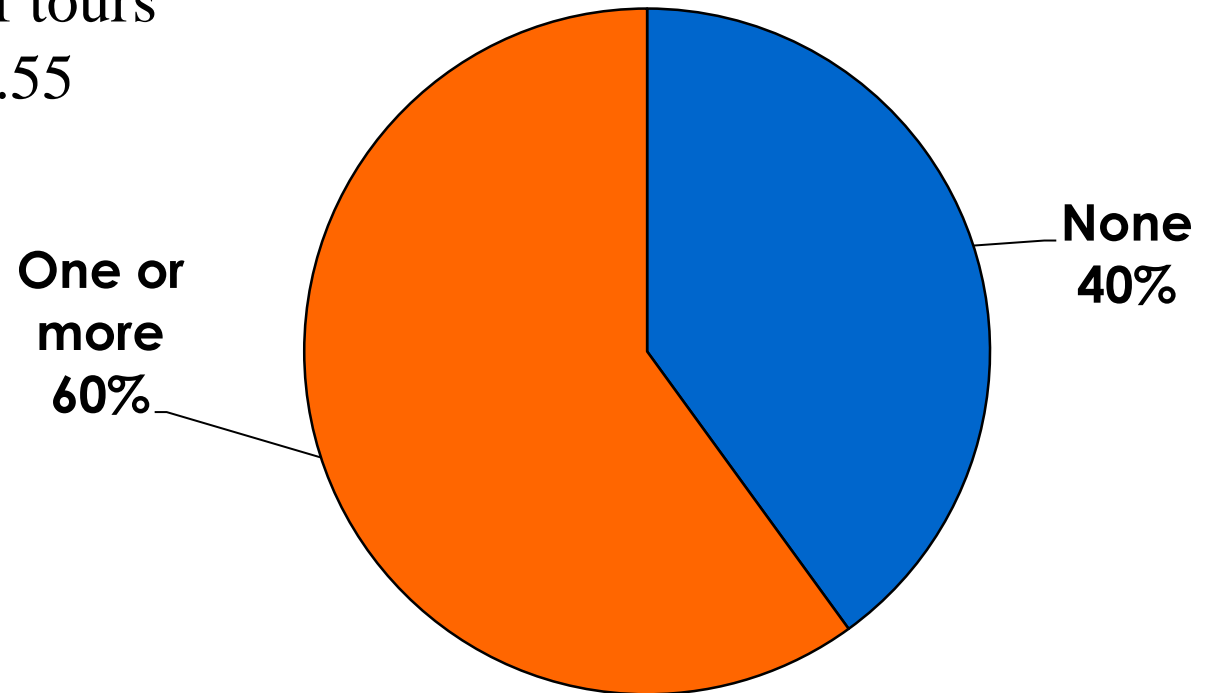
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>60%</b>	Score of 6 to 7 = <b>56%</b>
Score of 4 to 5 = <b>34%</b>	Score of 4 to 5 = <b>37%</b>
Score 1 to 3 = <b>5%</b>	Score 1 to 3 = <b>6%</b>
<b>MEAN = 5.55</b>	<b>MEAN = 5.45</b>

# Optional Tour Participation

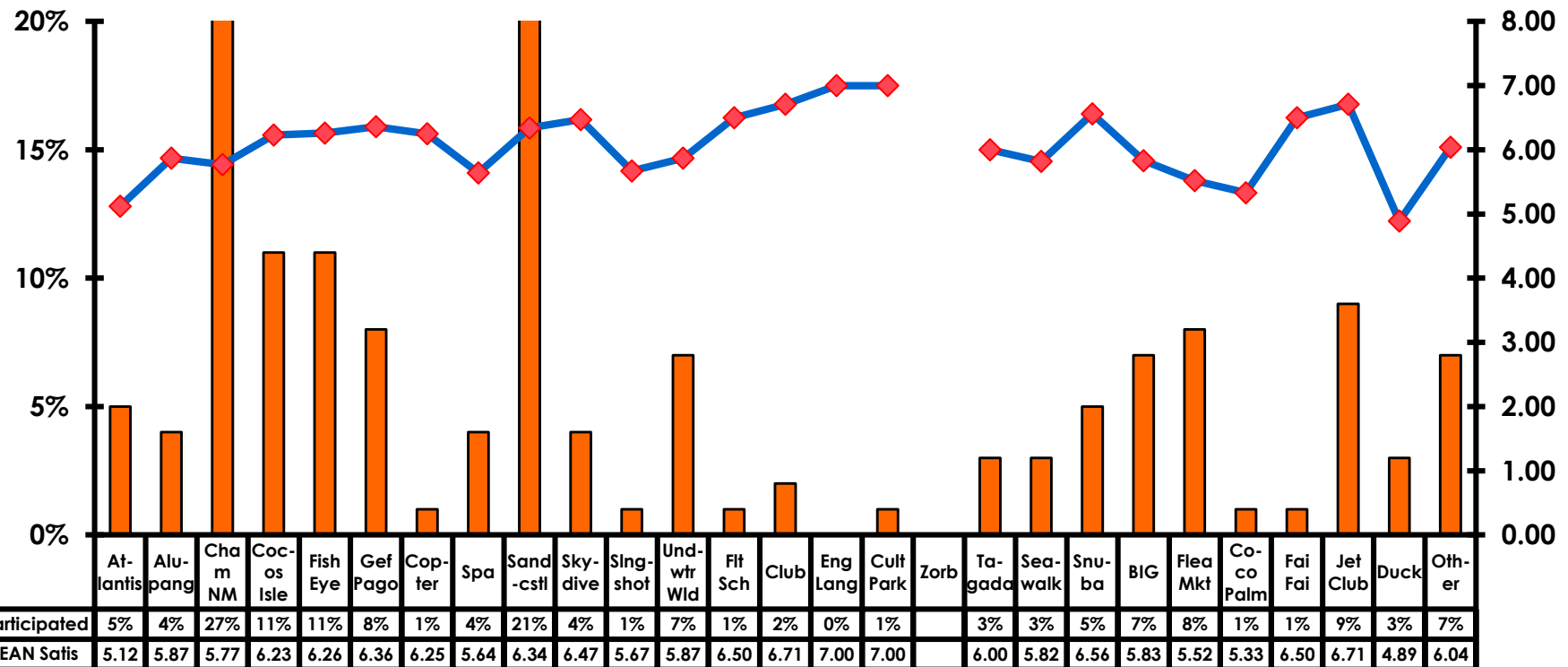
- Average number of tours participated in is 1.55





# 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 = <b>46%</b>	Score of 6 to 7 = <b>44%</b>
Score of 4 to 5 = <b>47%</b>	Score of 4 to 5 = <b>46%</b>
Score 1 to 3 = <b>6%</b>	Score 1 to 3 = <b>9%</b>
<b>MEAN = 5.20</b>	<b>MEAN = 5.04</b>

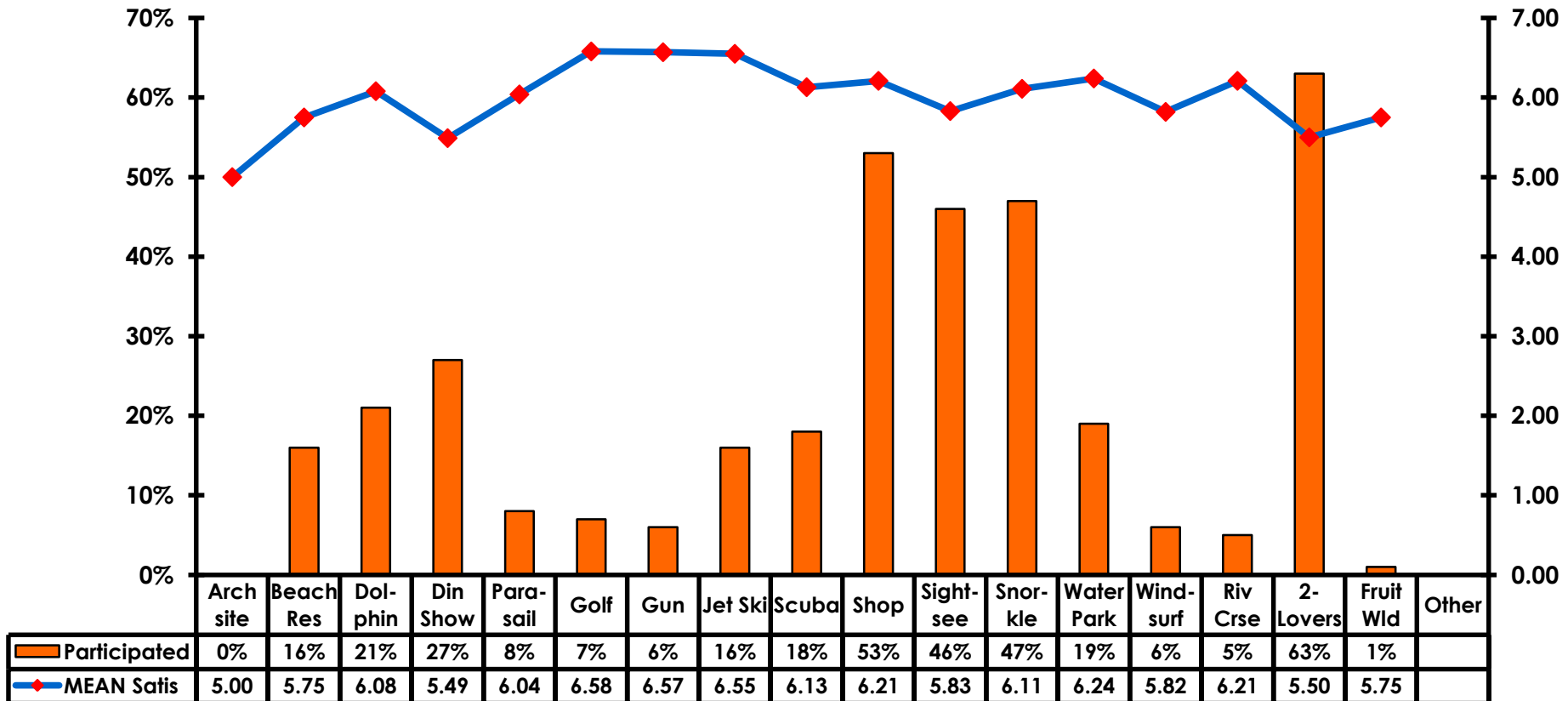
# Night Tours Satisfaction

7pt Rating Scale

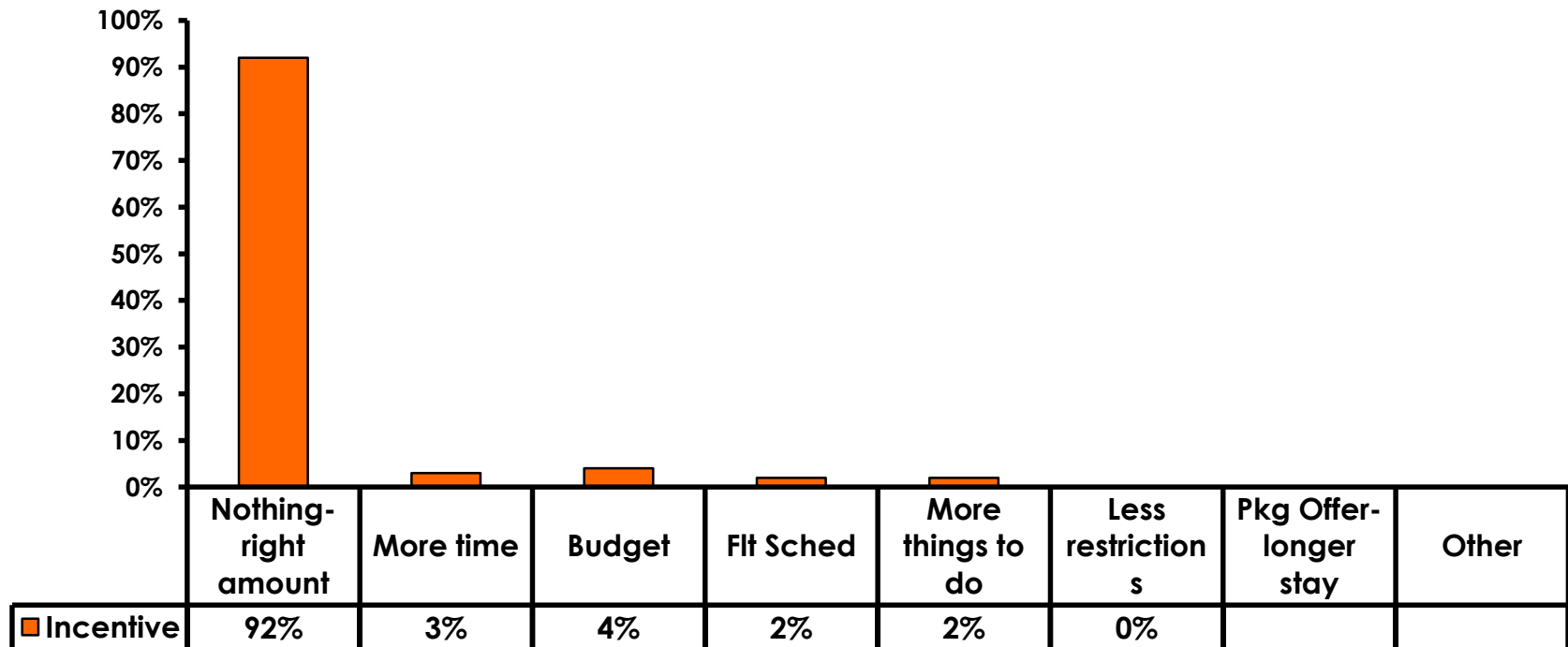
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>27%</b>	Score of 6 to 7 = <b>30%</b>
Score of 4 to 5 = <b>56%</b>	Score of 4 to 5 = <b>53%</b>
Score 1 to 3 = <b>18%</b>	Score 1 to 3 = <b>17%</b>
<b>MEAN = 4.60</b>	<b>MEAN = 4.67</b>

# Satisfaction with Other Activities



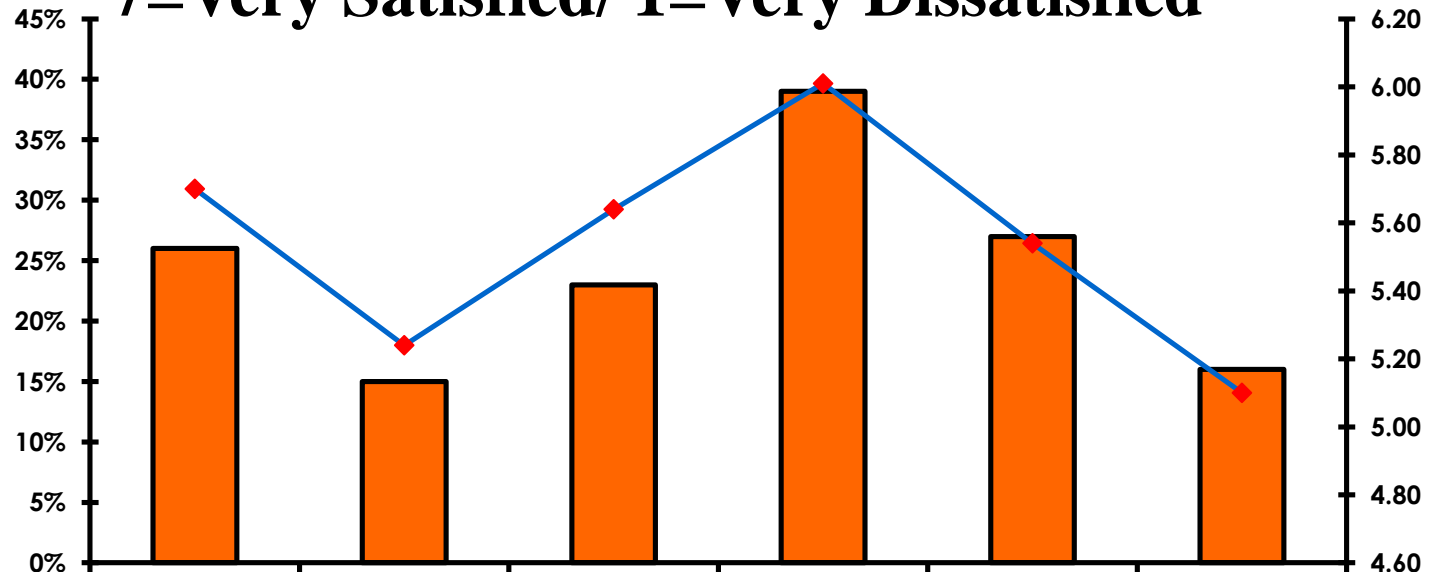
# What would it take to make you want to stay an extra day in Guam?





# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

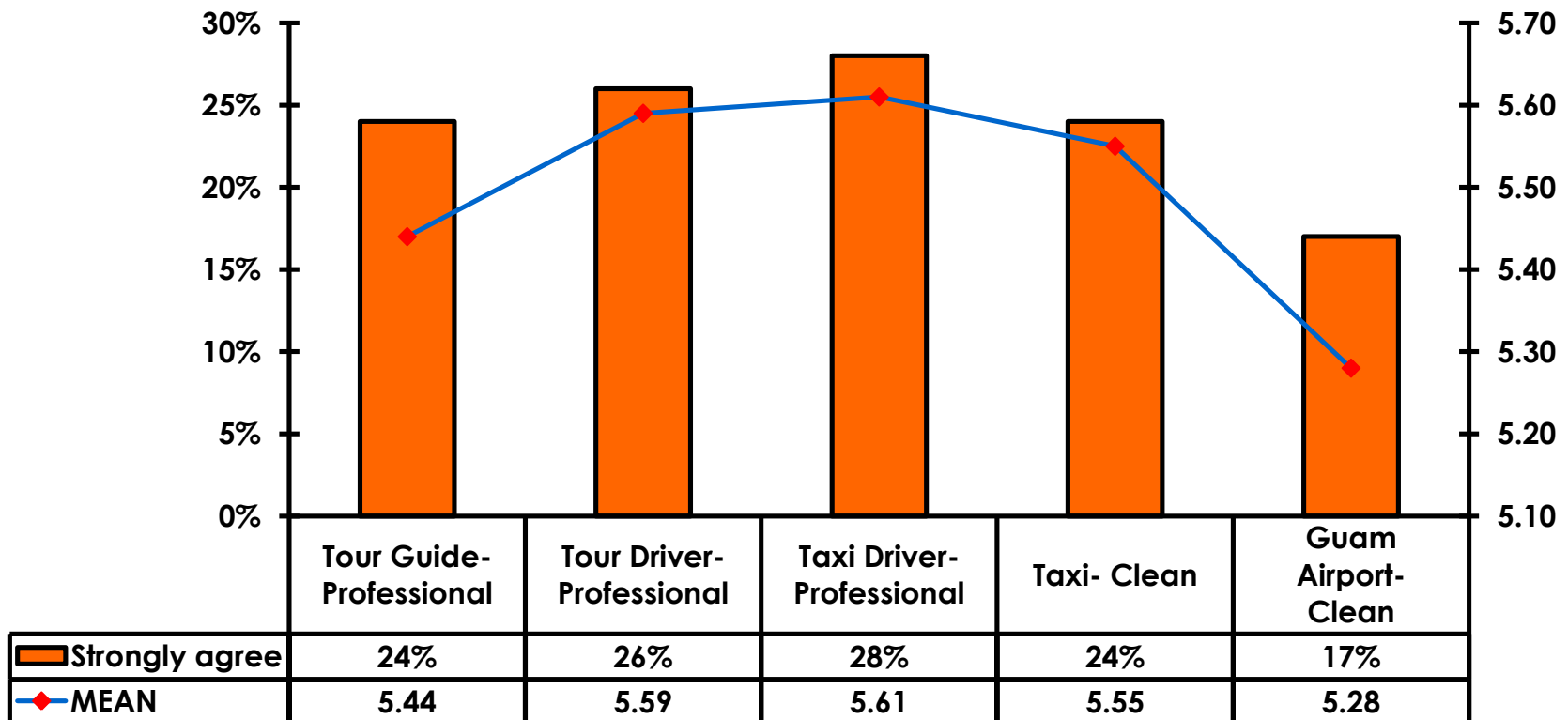


 Strongly agree	26%	15%	23%	39%	27%	16%
 MEAN	5.70	5.24	5.64	6.01	5.54	5.10

# On-Island Perceptions

7pt Rating Scale

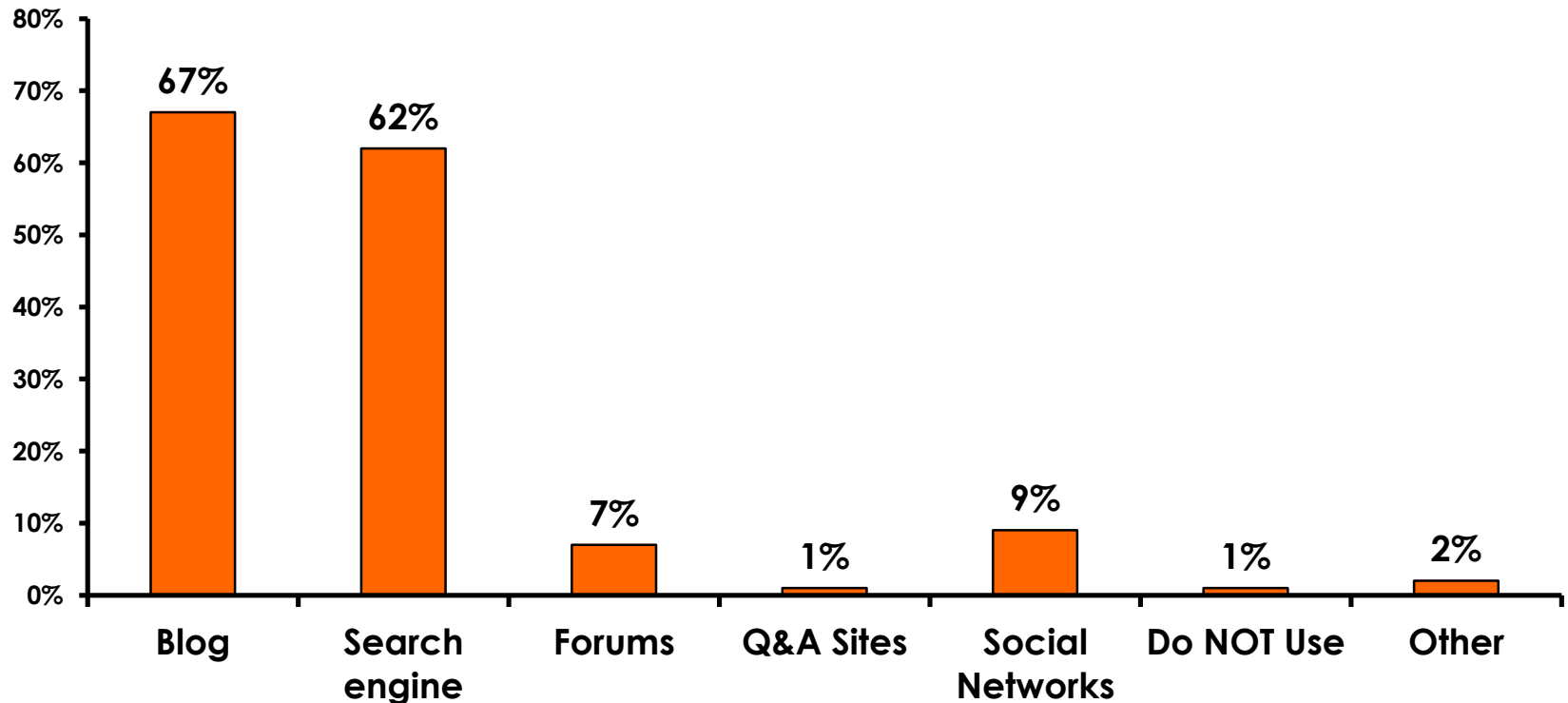
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

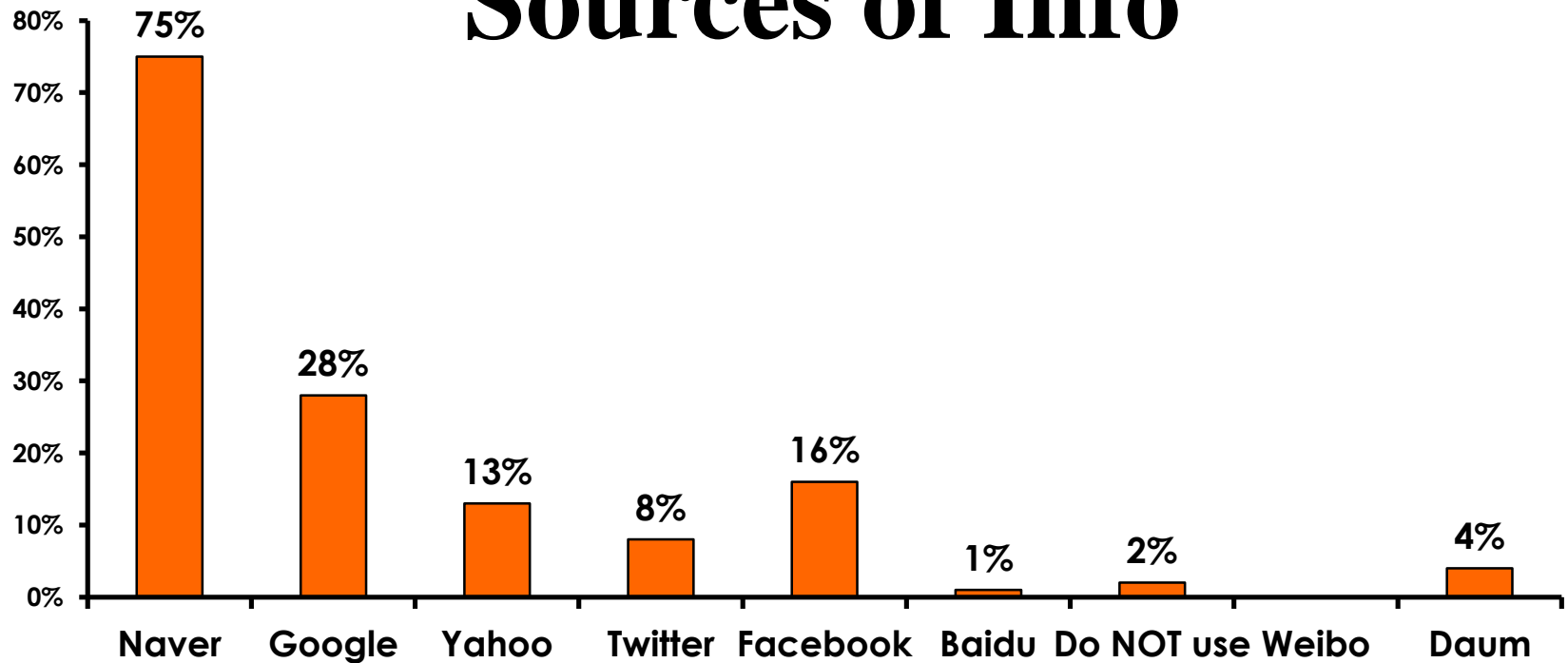


# Internet- Guam Sources of Info

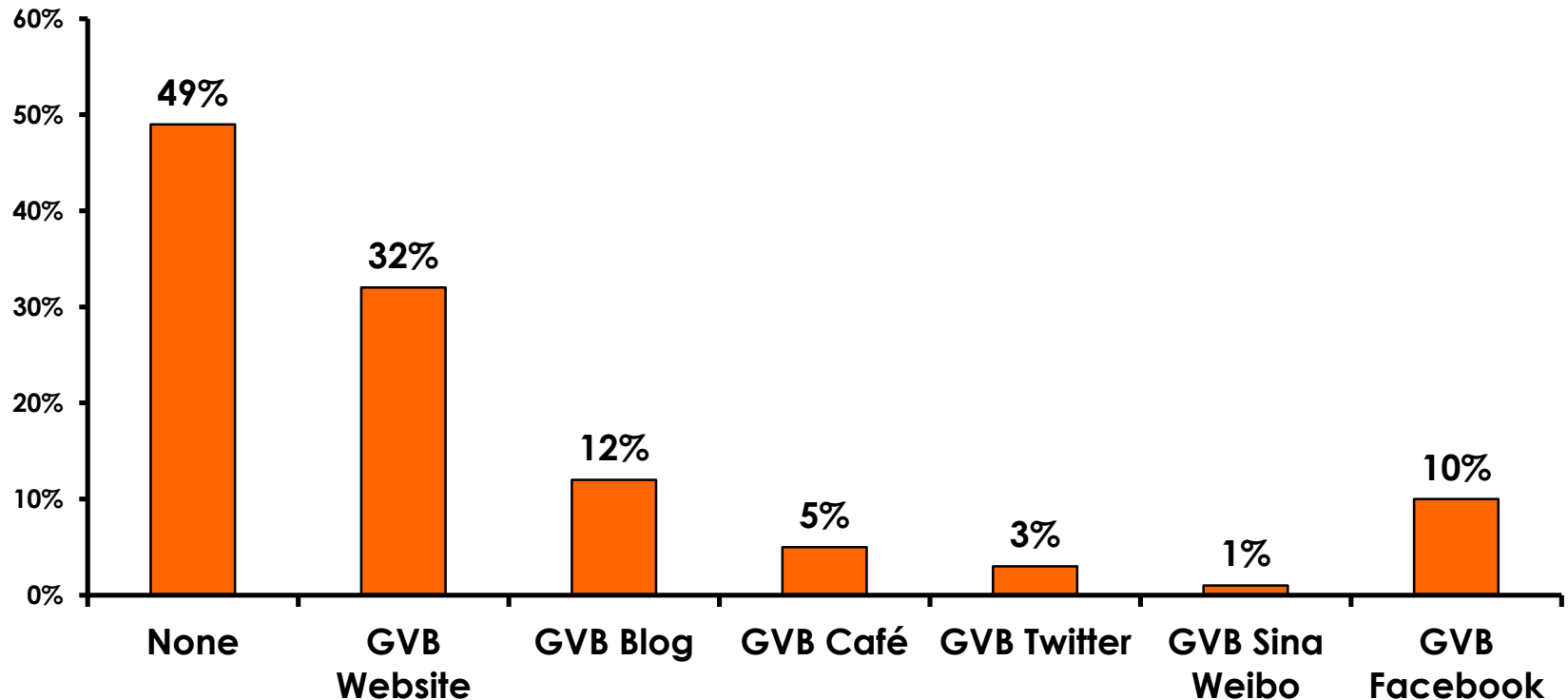


# Internet- Things To Do

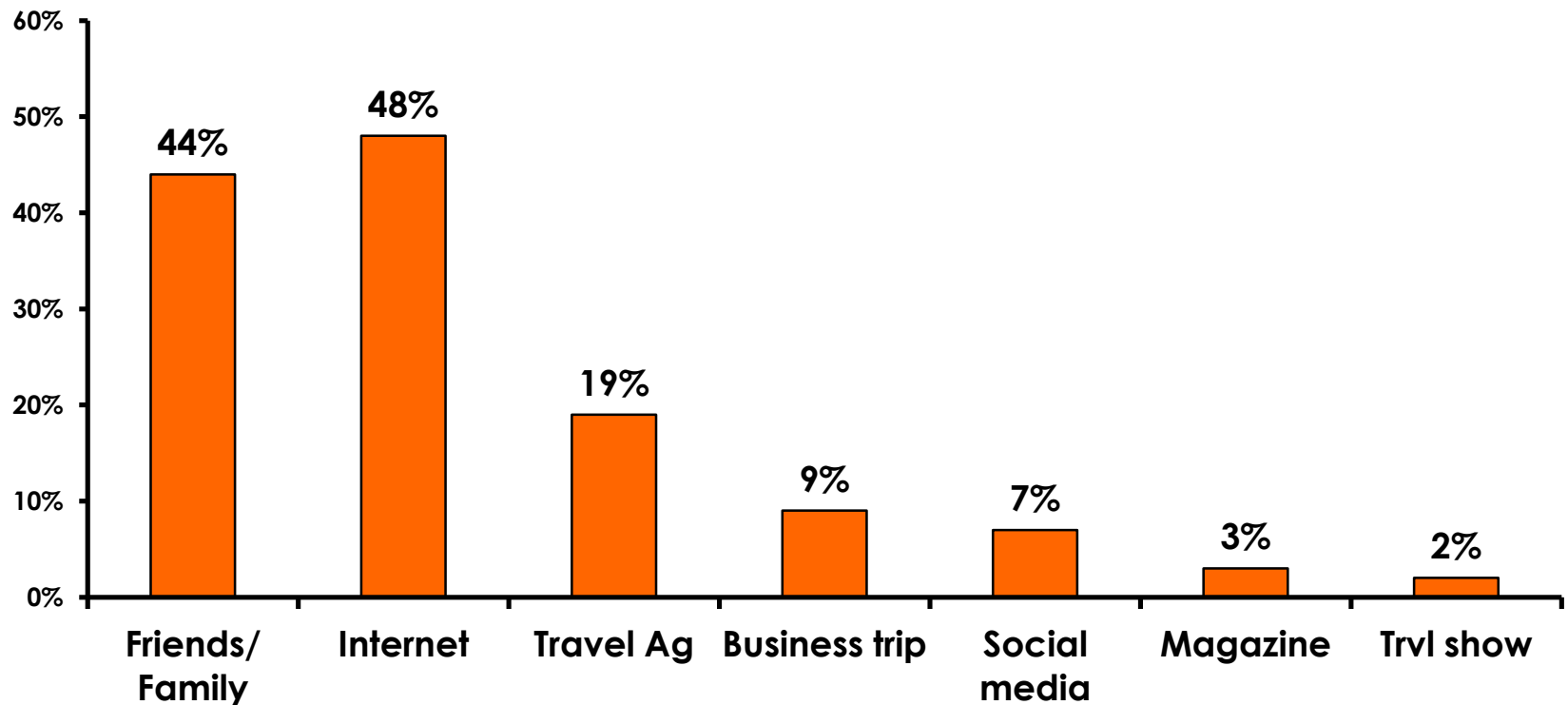
## Sources of Info



# Internet- GVB Sources

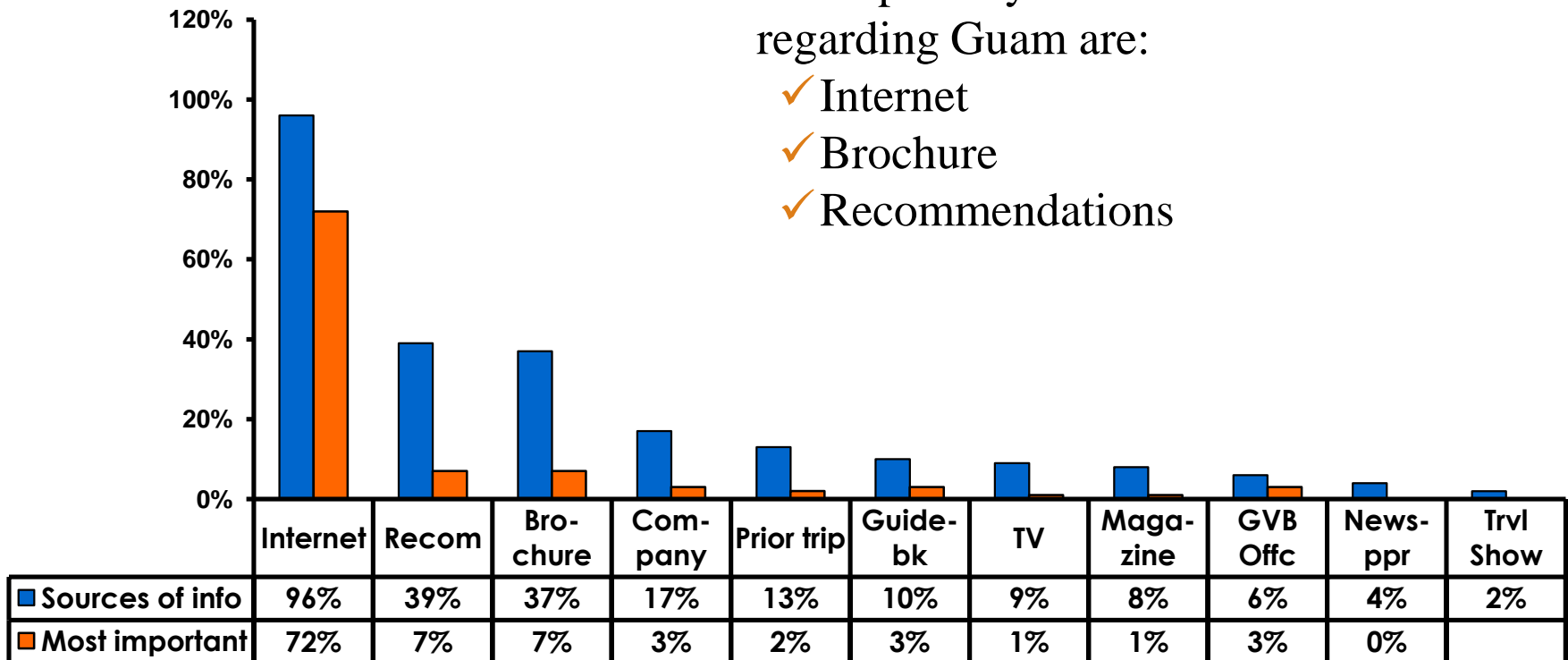


# Travel Motivation- Info Sources



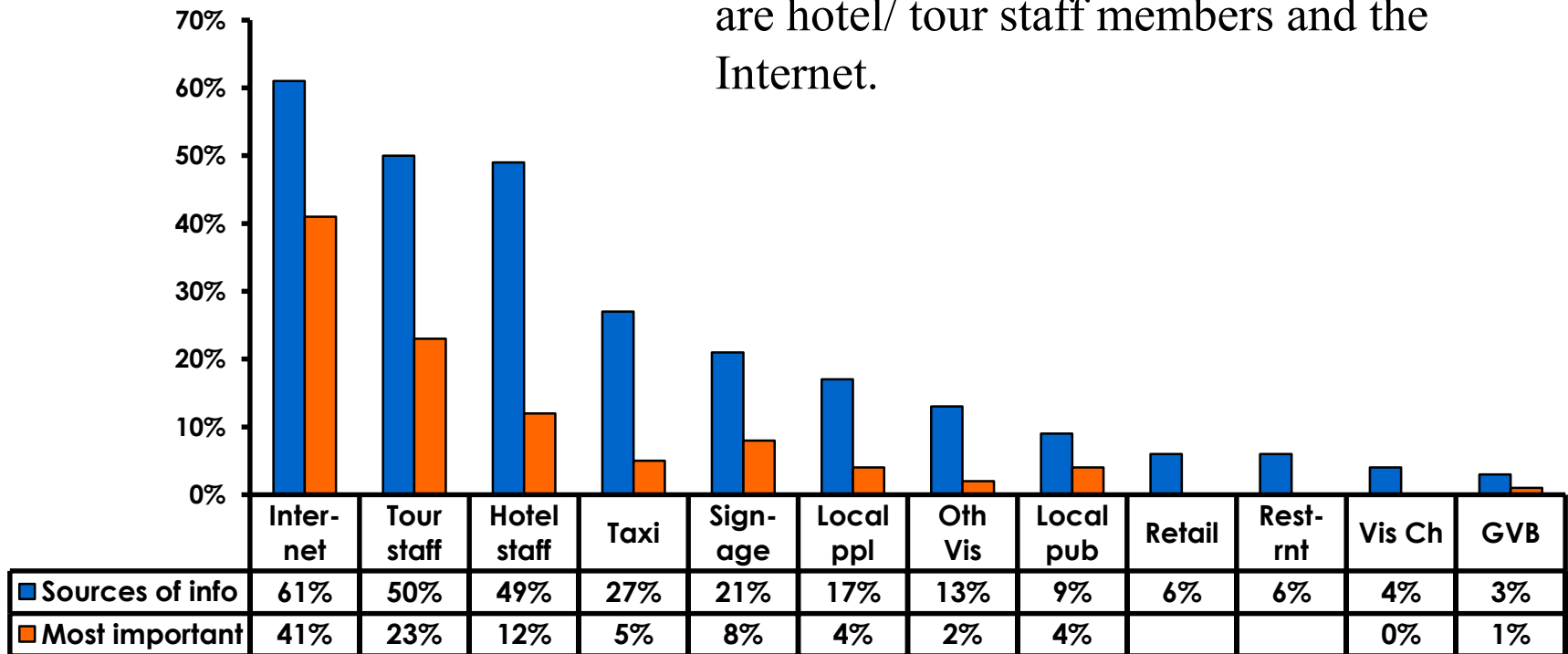
# Sources of Information Pre-arrival

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



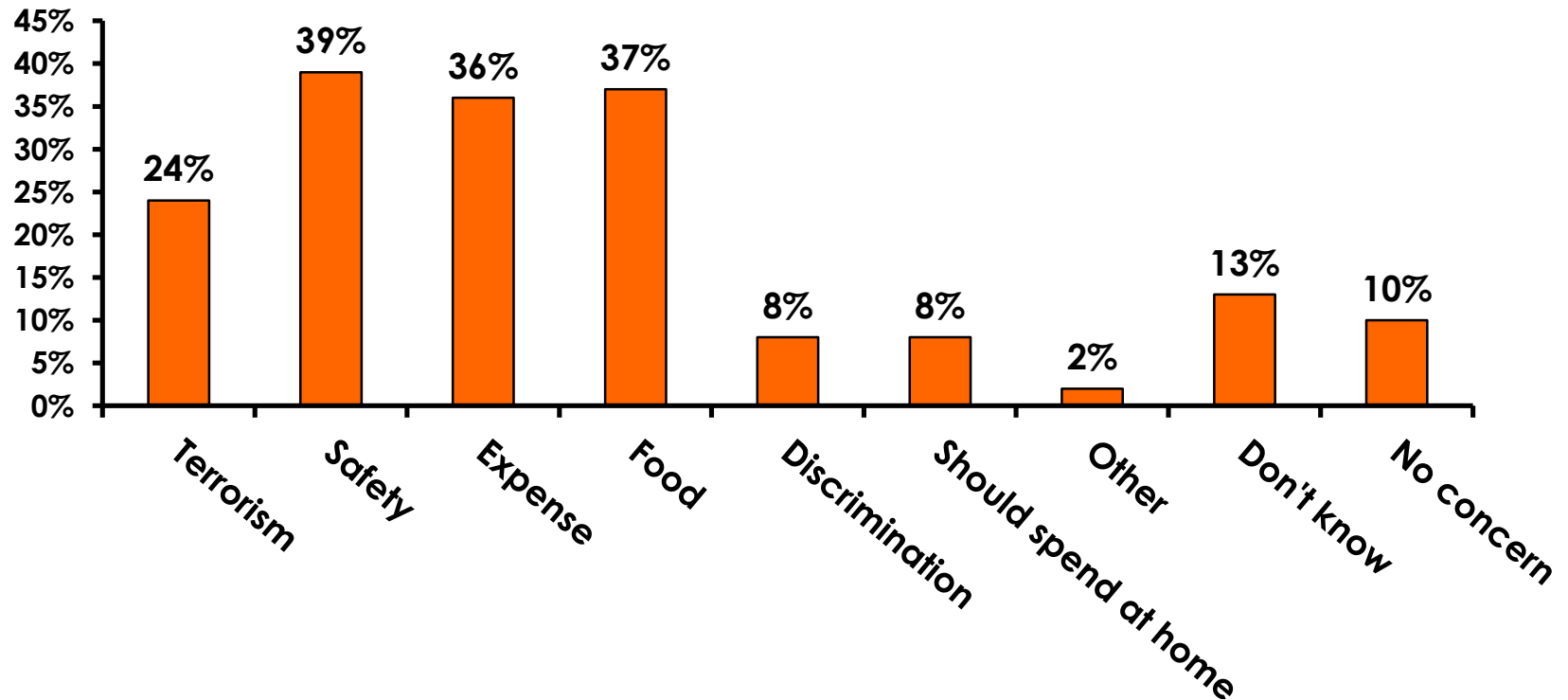
# Sources of Information Post-arrival

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



# SECTION 6 **OTHER ISSUES**

# Concerns about travel outside of Korea - Overall

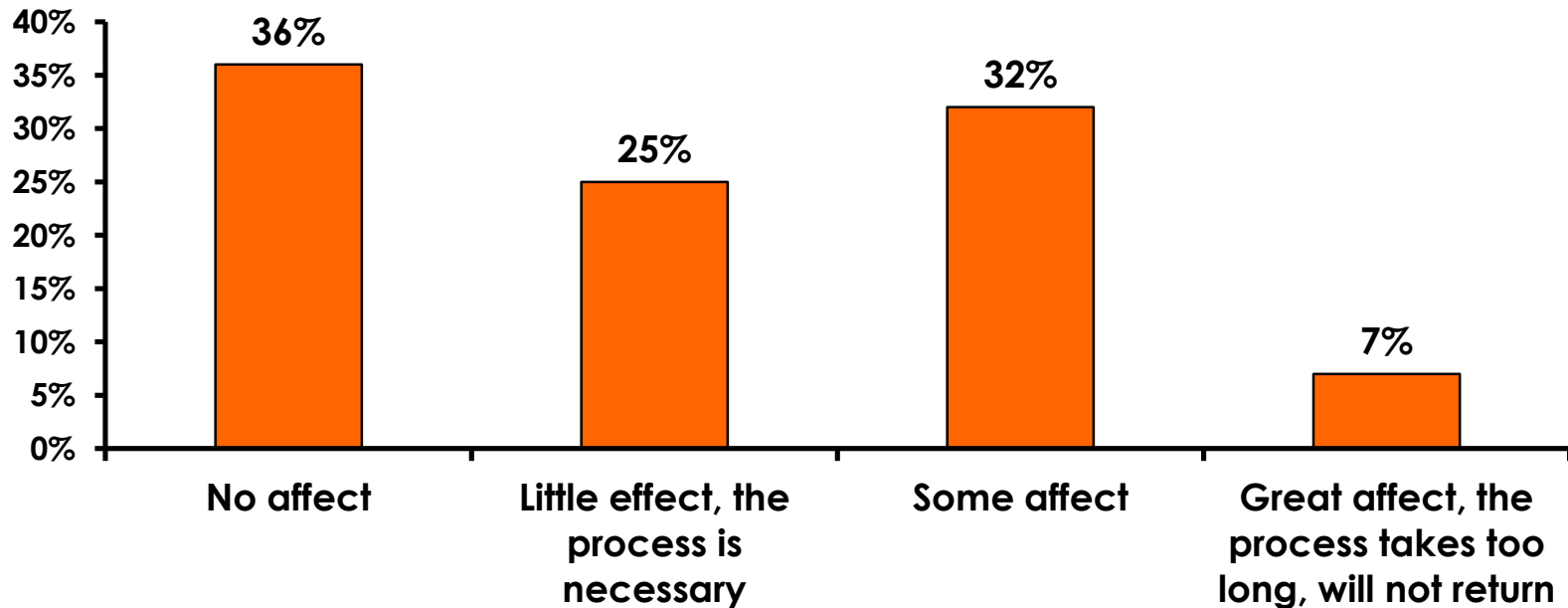




# Concerns about travel outside of Korea - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<KW12.0M	KW12.0M-KW24.0M	KW24.0M-KW36.0M	KW36.0M-KW48.0M	KW48.0M-KW60.0M	KW60.0M-KW72.0M	KW72.0M+	No Income	
Q21	Safety	39%	17%	36%	46%	27%	33%	33%	50%	39%	52%	45%	38%	64%	
	Food	37%	17%	40%	36%	47%	33%	50%	37%	43%	45%	53%	40%	7%	
	Expense	36%	39%	36%	36%	27%	67%	50%	54%	49%	33%	34%	38%	14%	
	Terrorism	24%	6%	25%	25%	20%	67%	22%	24%	20%	21%	24%	28%	21%	
	Don't know	13%	39%	13%	10%	13%	33%	6%		10%	7%	5%	5%	14%	
	No concerns	10%	11%	7%	12%	20%			9%	3%	7%	16%	15%		
	Should spend at home	8%	6%	9%	7%	13%		6%	15%	13%	5%		5%	7%	
	Discrimination against Koreans	8%	6%	9%	8%			11%	13%	8%	14%	3%	8%		
	Other	2%	6%	3%					2%	3%		5%			
	Total	Count	343	18	146	157	15	3	18	46	61	42	38	60	14

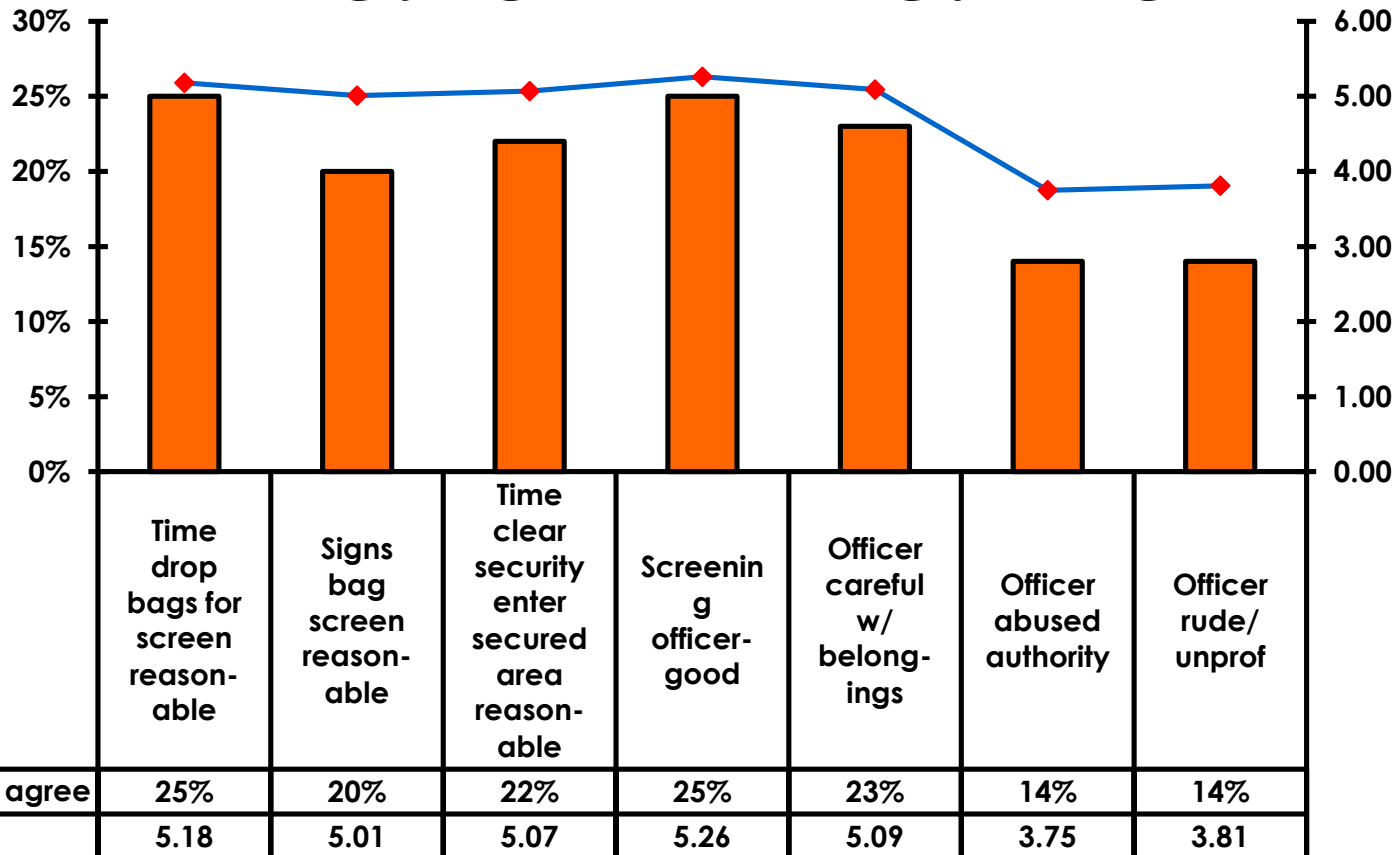
# Security Screening/ Immigration Process at Guam International Airport



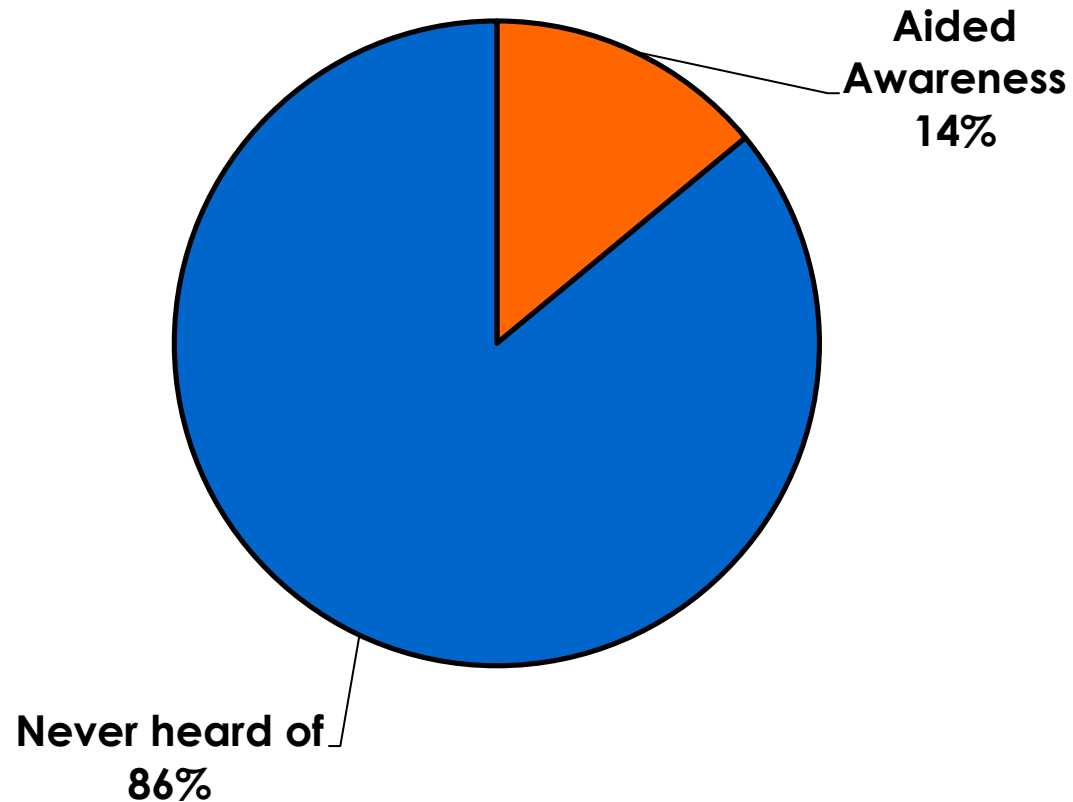
# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



# Shop Guam Festival



# Shop Guam Festival - Impact

n=47

