



GUAM VISITORS BUREAU

Russia Visitor Tracker Exit Profile

FY2015

2ND QTR. (JAN~MAR 2015)



Prepared by: QMark Research

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Background & Methodology

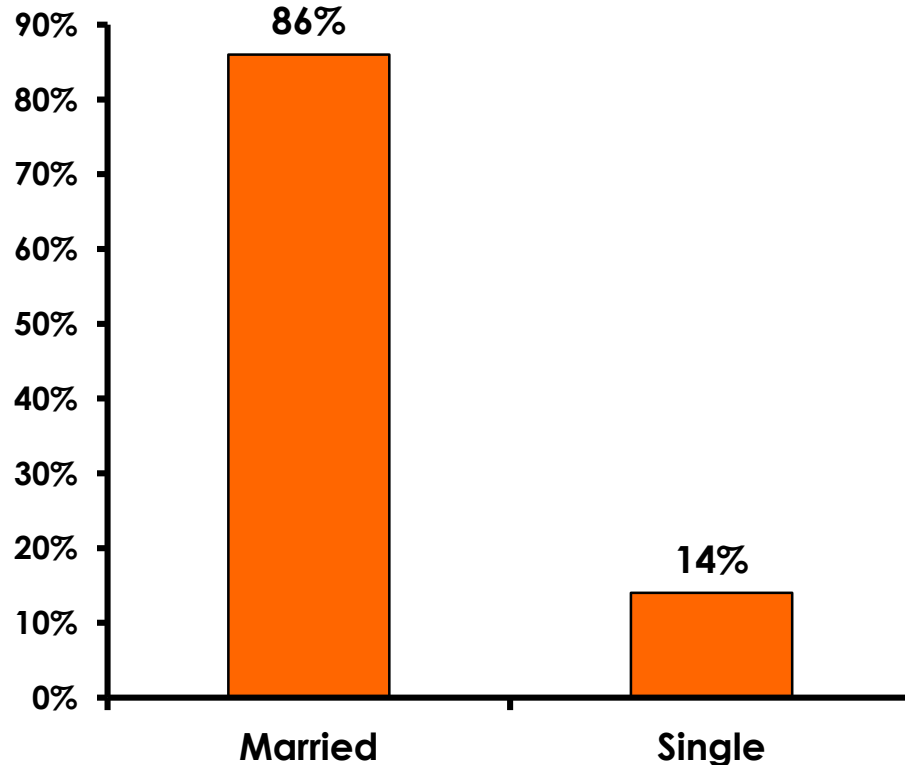
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing Russian visitors were randomly interviewed and was coordinated with the Russian tour agents to be interviewed by QMark interviewers before departing the island.
- The margin of error for a sample of **150** is +/- 8.00 percentage points with a 95% confidence level. That is, if all Russian 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 +/- 8.00 percentage points.

OBJECTIVES

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

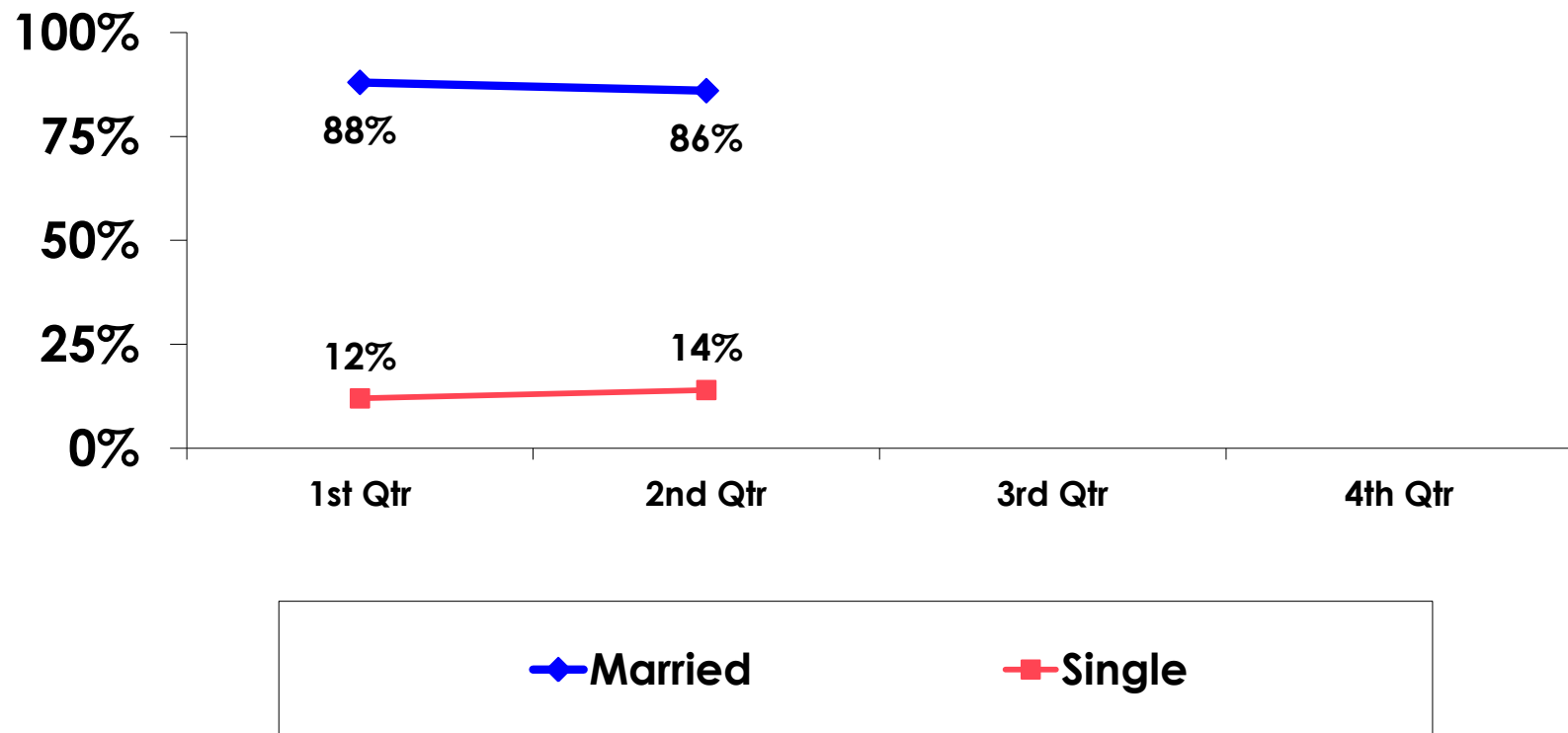
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

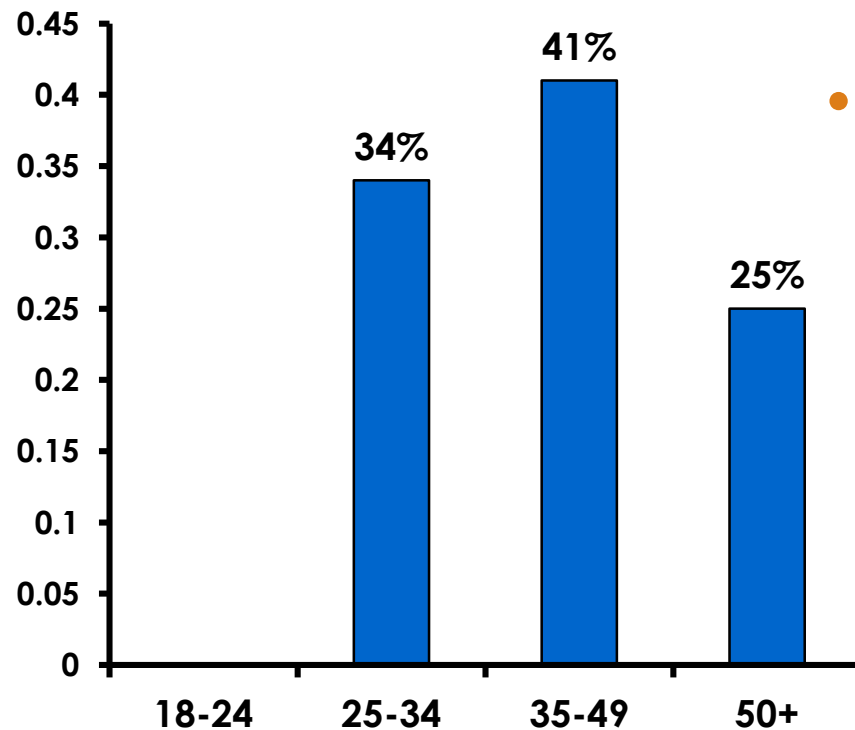


- Majority of Russian visitors are married.

MARITAL STATUS

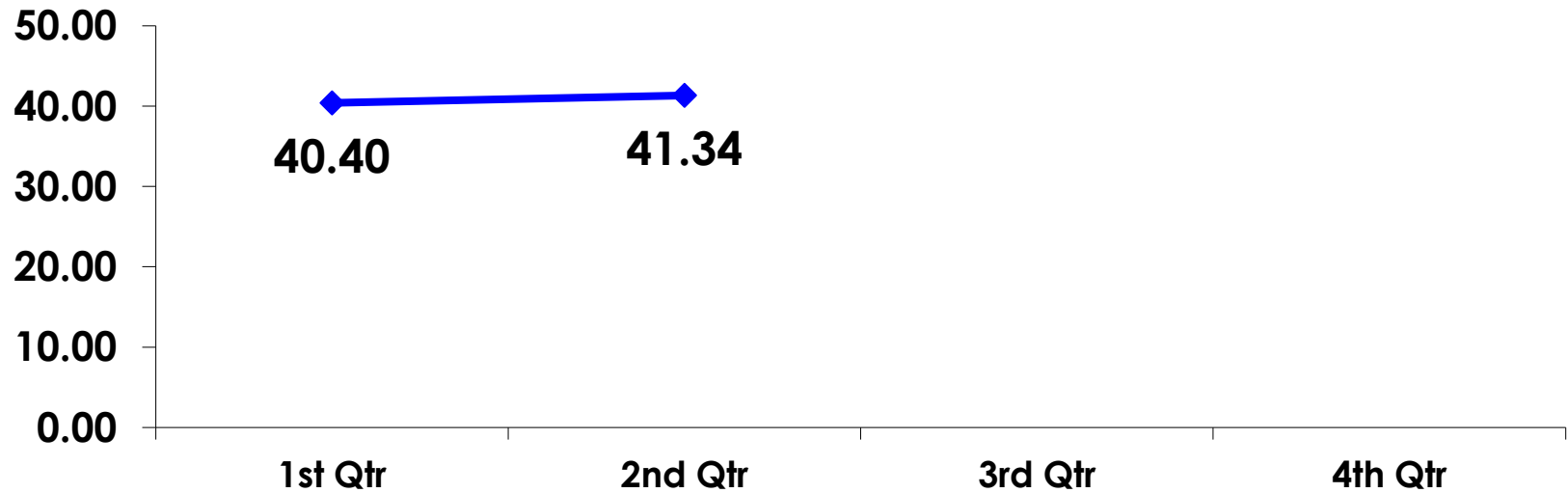


Age - Overall

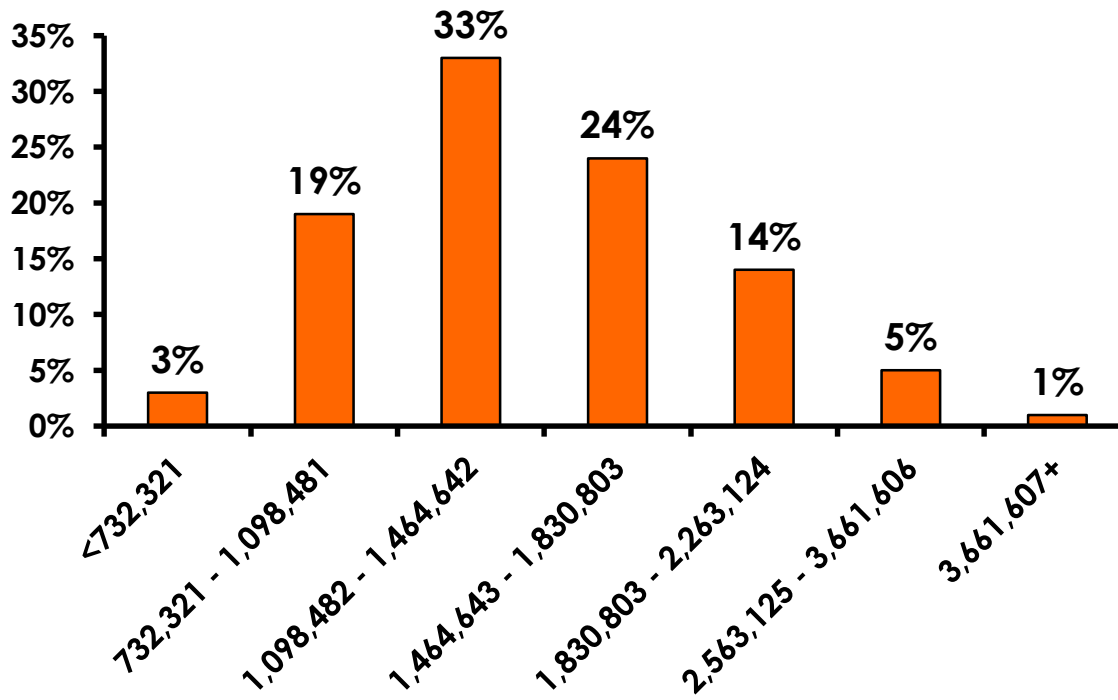


- The average age of the respondents is 41.34 years of age.

AVERAGE - AGE

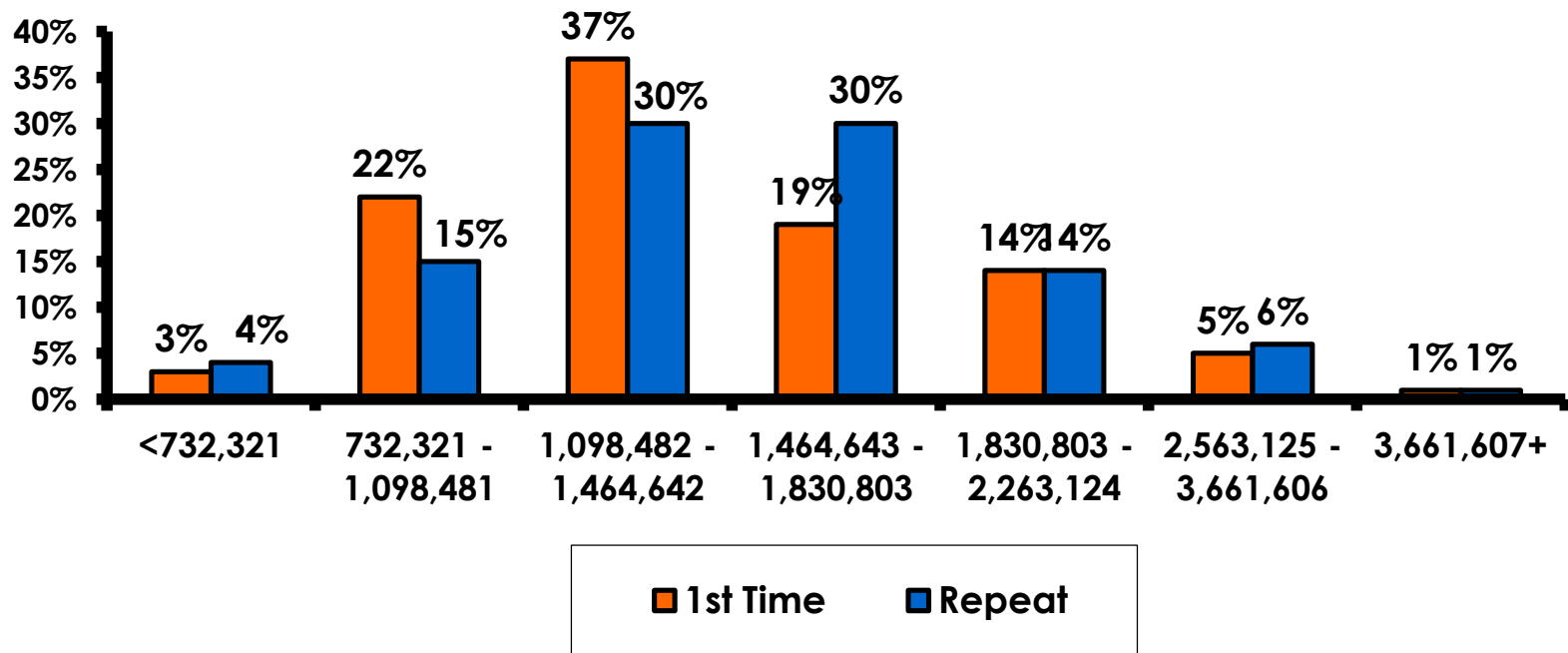


Personal Income



- Ruble
62.97=\$1

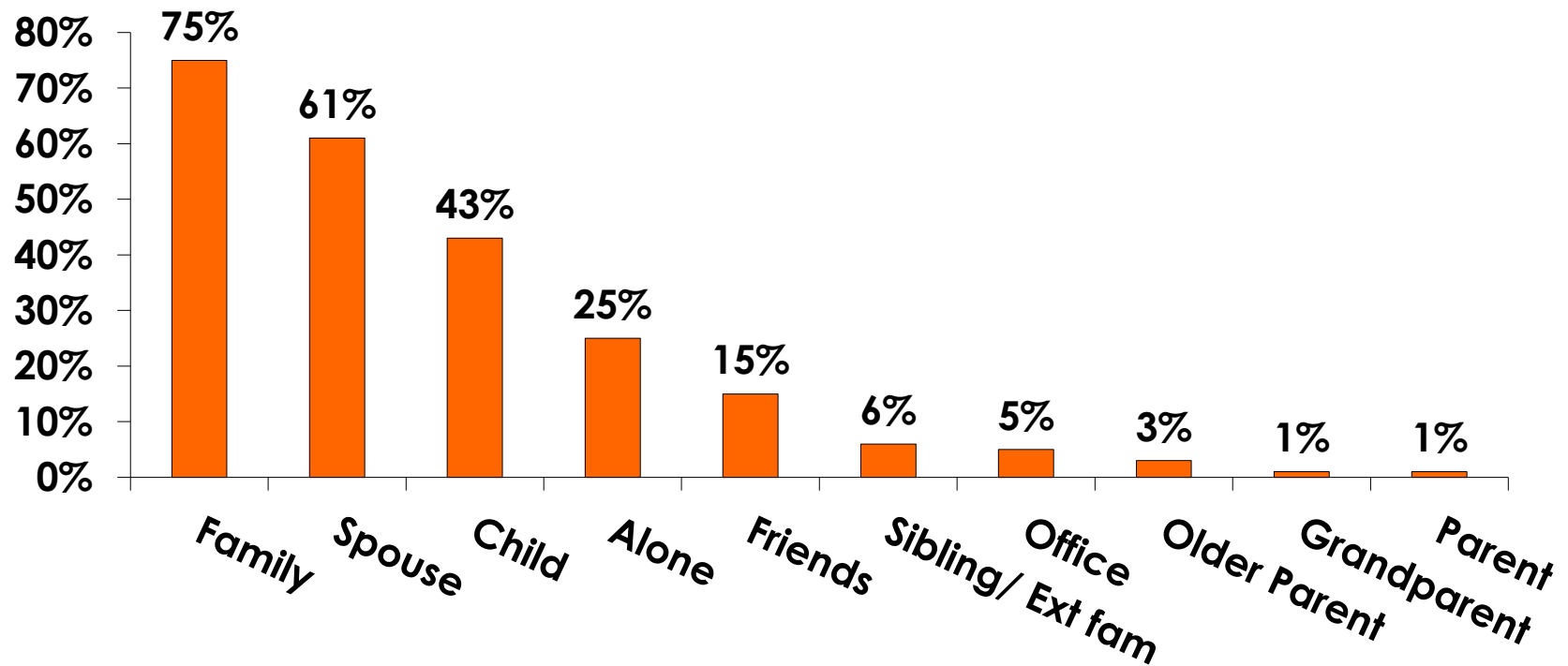
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

| | | | TOTAL | GENDER | | AGE | | |
|-----|---------------------|------------|-------|--------|--------|-------|-------|-----|
| | | | - | Male | Female | 25-34 | 35-49 | 50+ |
| Q27 | <732,321 | Count | 5 | 1 | 4 | | | 5 |
| | | Column N % | 3% | 1% | 5% | | | 14% |
| | 732,321-1,098,481 | Count | 28 | 8 | 20 | 13 | 7 | 8 |
| | | Column N % | 19% | 10% | 27% | 25% | 12% | 22% |
| | 1,098,482-1,464,642 | Count | 50 | 21 | 29 | 20 | 20 | 8 |
| | | Column N % | 33% | 27% | 40% | 39% | 33% | 22% |
| | 1,464,643-1,830,803 | Count | 36 | 27 | 9 | 10 | 20 | 6 |
| | | Column N % | 24% | 35% | 12% | 20% | 33% | 16% |
| | 1,830,803-2,263,124 | Count | 21 | 14 | 7 | 7 | 9 | 5 |
| | | Column N % | 14% | 18% | 10% | 14% | 15% | 14% |
| | 2,563,125-3,661,606 | Count | 8 | 4 | 4 | 1 | 3 | 4 |
| | | Column N % | 5% | 5% | 5% | 2% | 5% | 11% |
| | 3,661,607+ | Count | 2 | 2 | | | 1 | 1 |
| | | Column N % | 1% | 3% | | | 2% | 3% |
| | Total | Count | 150 | 77 | 73 | 51 | 60 | 37 |

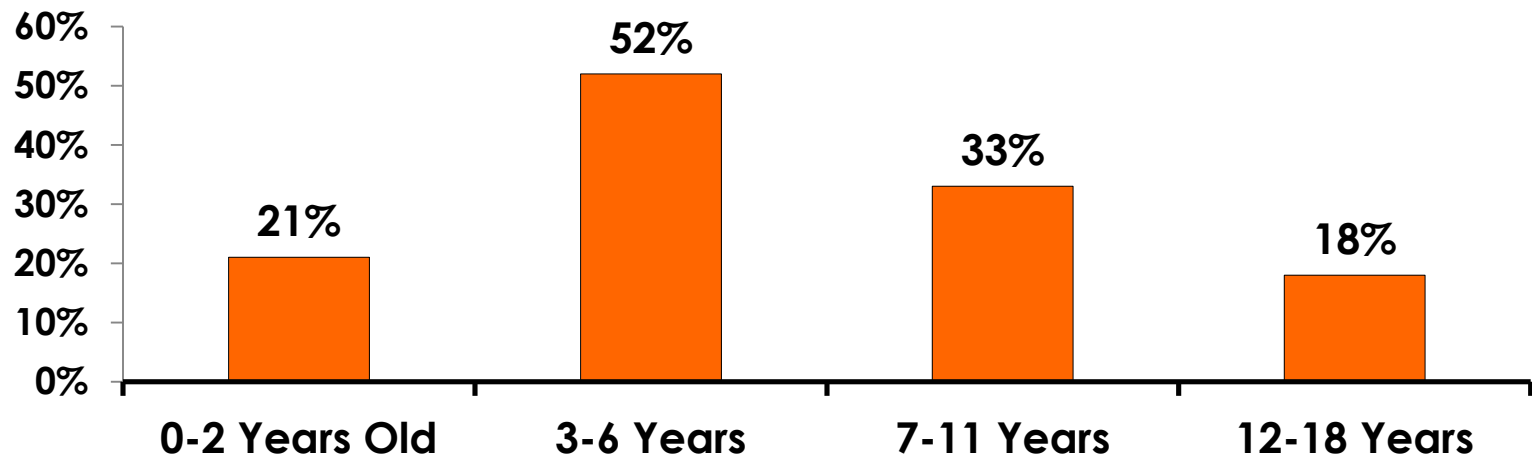
Travel Companions



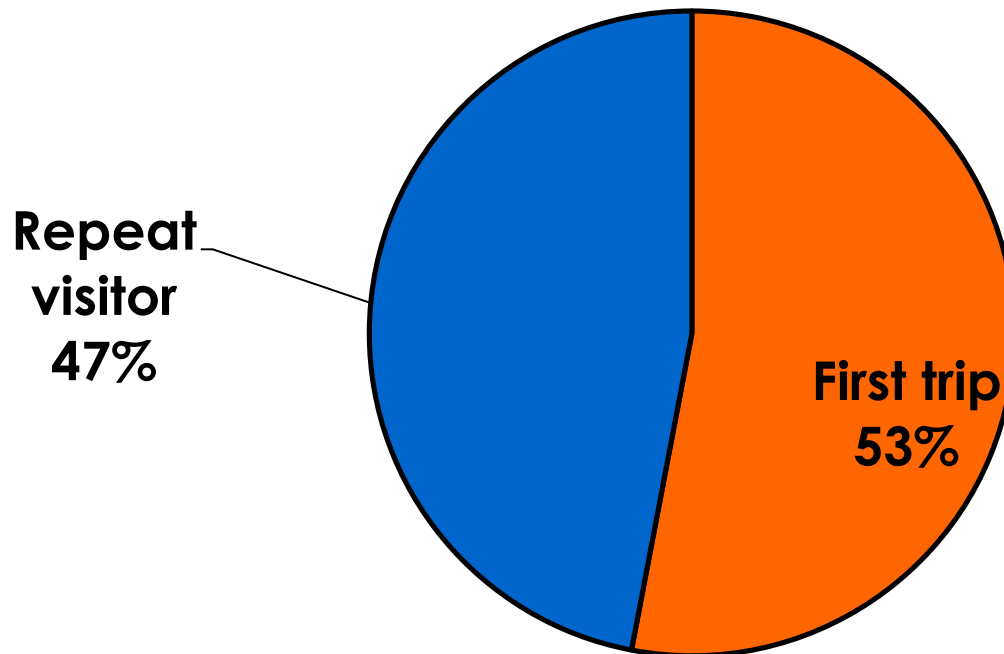
Number of Children Travel Party

N=65 total respondents traveling with children.

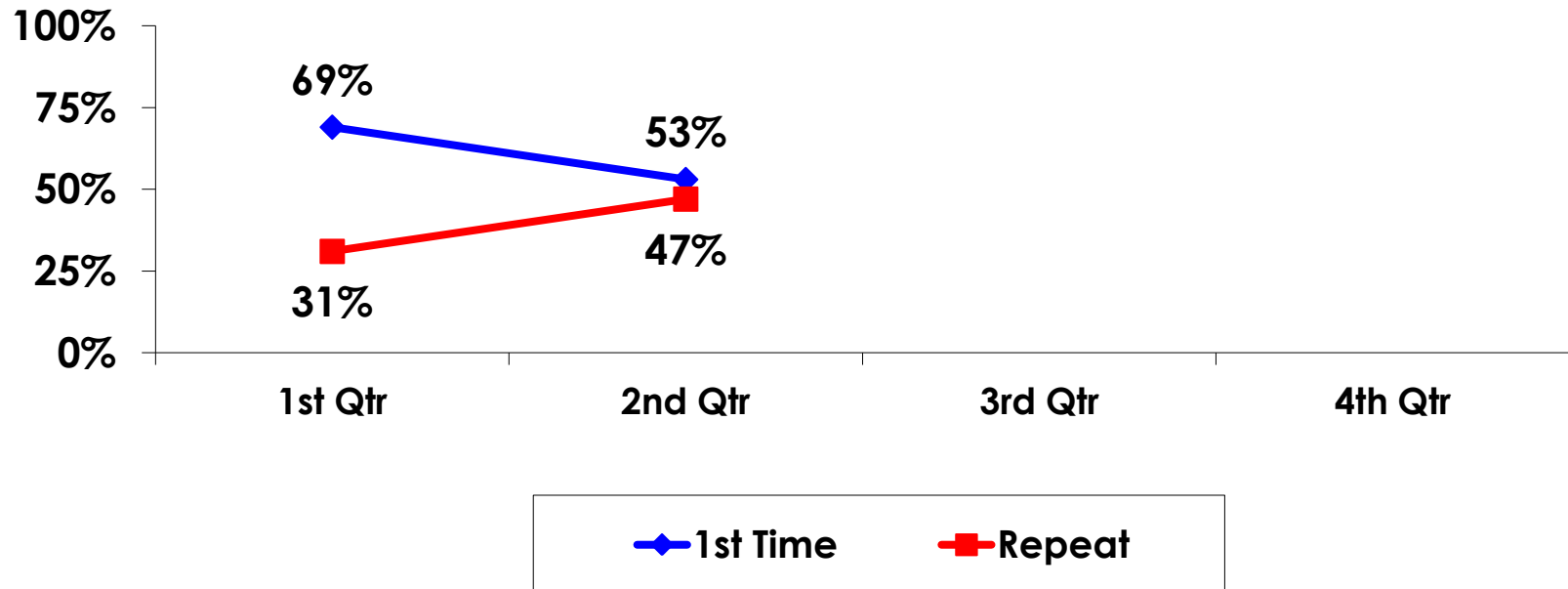
(Of those N=65 respondents, there is a total of 77 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM

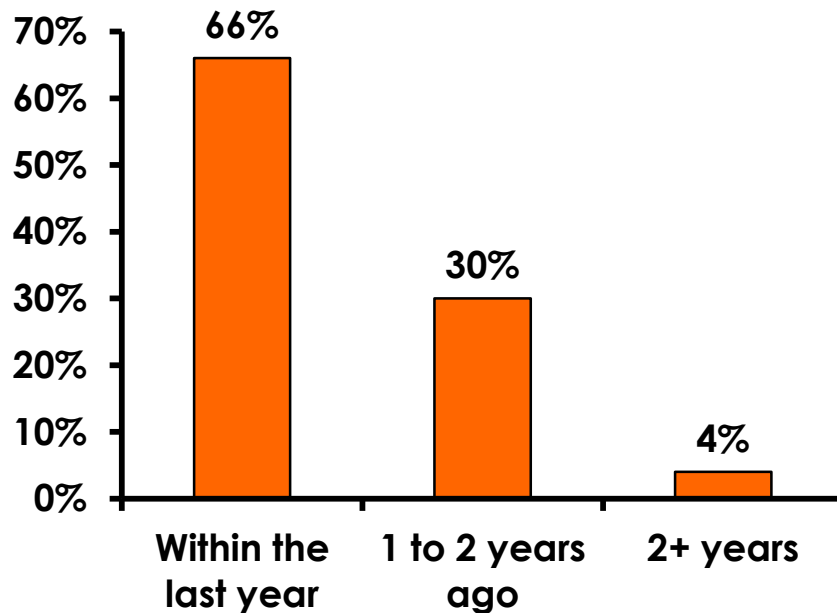


Trips to Guam by Age & Gender

| | | | TOTAL | TRIPS TO GUAM | |
|--------|--------|------------|-------|---------------|--------|
| | | | - | 1st | Repeat |
| GENDER | Male | Count | 77 | 45 | 32 |
| | | Column N % | 51% | 57% | 45% |
| | Female | Count | 73 | 34 | 39 |
| | | Column N % | 49% | 43% | 55% |
| | Total | Count | 150 | 79 | 71 |
| AGE | 25-34 | Count | 51 | 27 | 24 |
| | | Column N % | 34% | 35% | 34% |
| | 35-49 | Count | 60 | 31 | 29 |
| | | Column N % | 41% | 40% | 41% |
| | 50+ | Count | 37 | 19 | 18 |
| | | Column N % | 25% | 25% | 25% |
| | Total | Count | 148 | 77 | 71 |

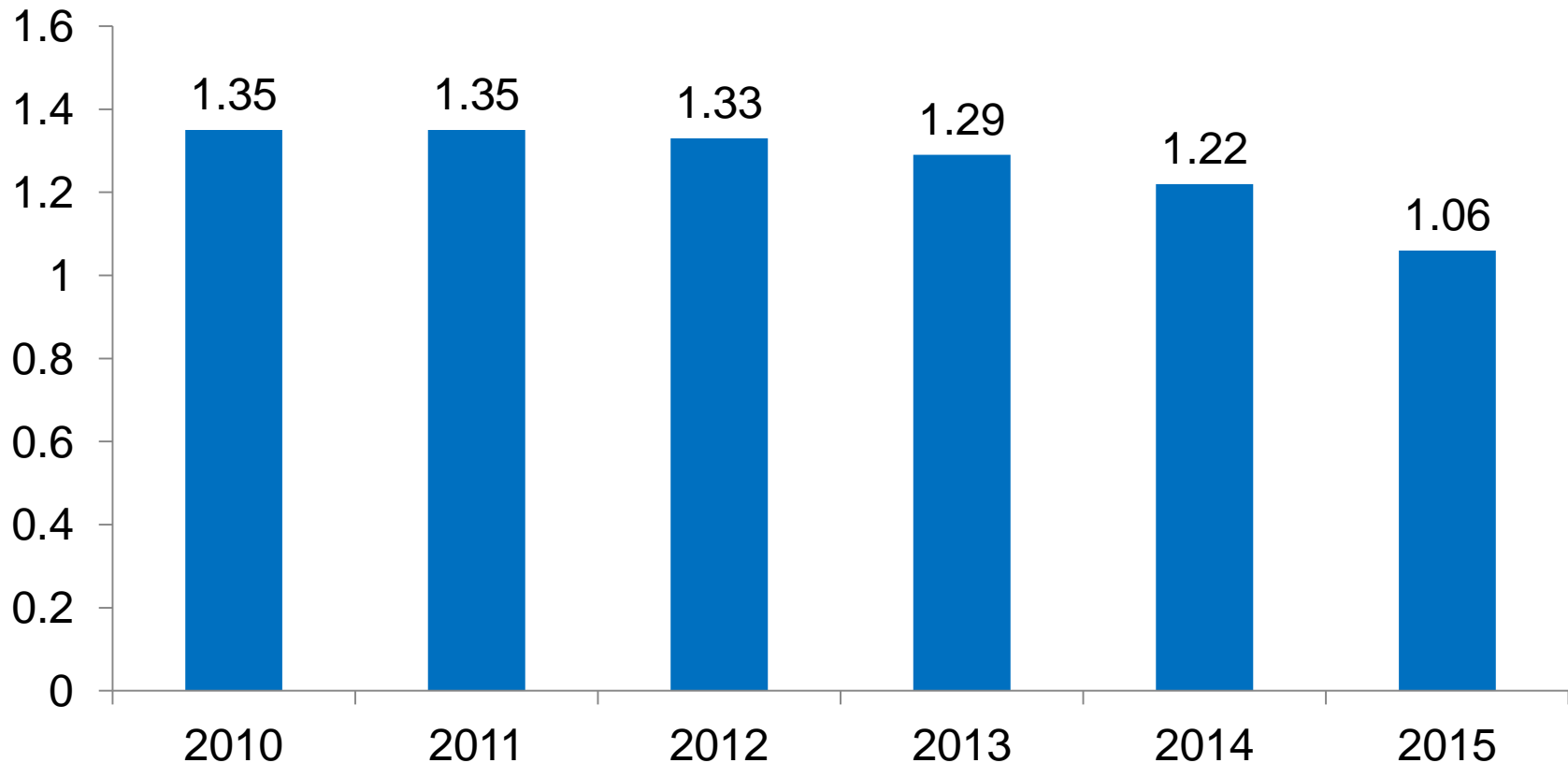
Repeat Visitors Last Trip

n = 71



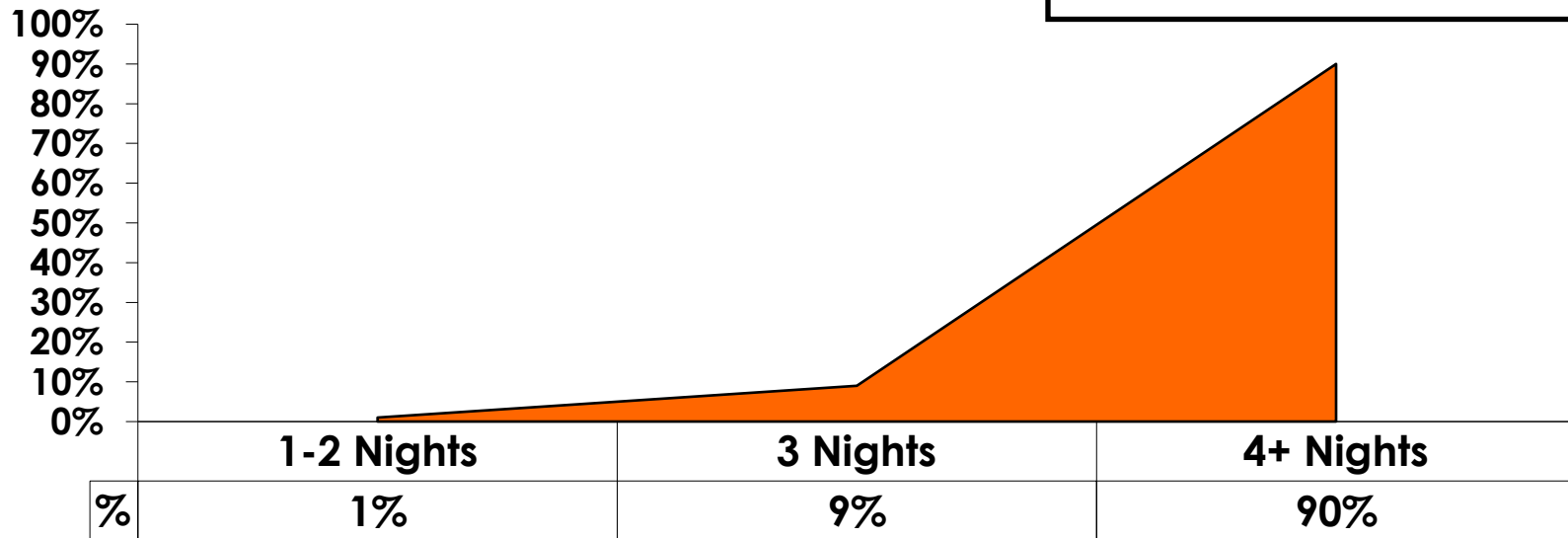
- The average repeat visitor has been to Guam 1.54 times.
- A majority of the repeat visitors have been to Guam within the last year.

Average Number Overnight Trips (2010-2015) (2 nights or more)

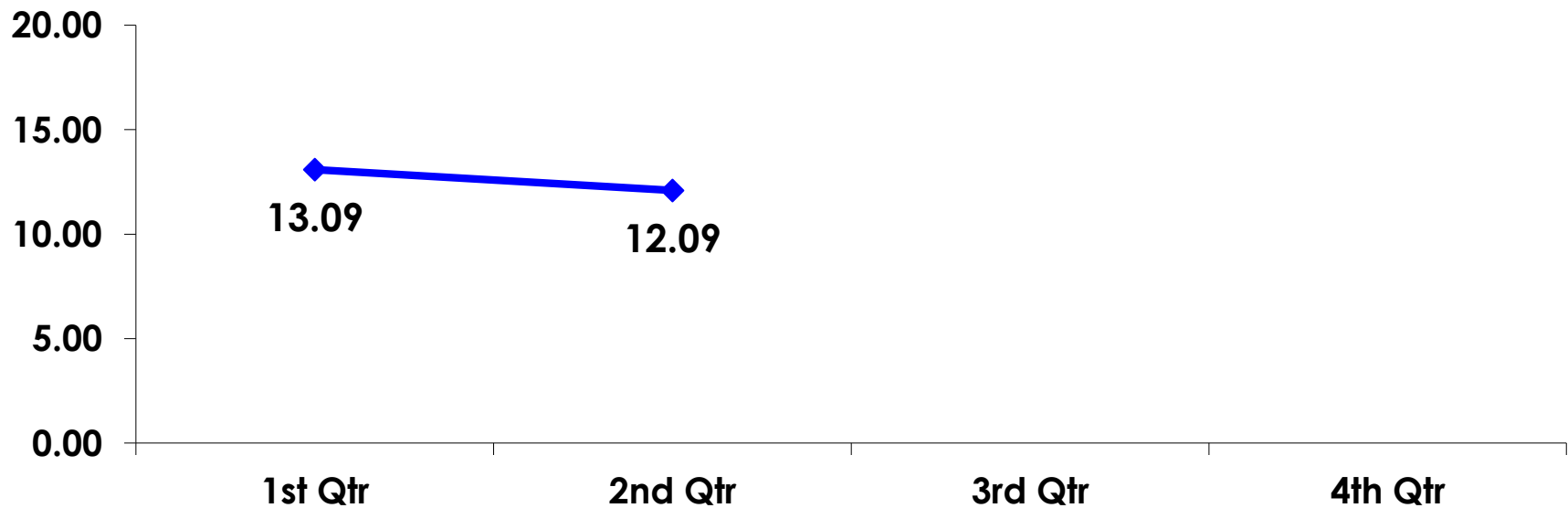


Length of Stay

Mean = 12.09 Days
Median = 13.0 Days



AVG LENGTH OF STAY

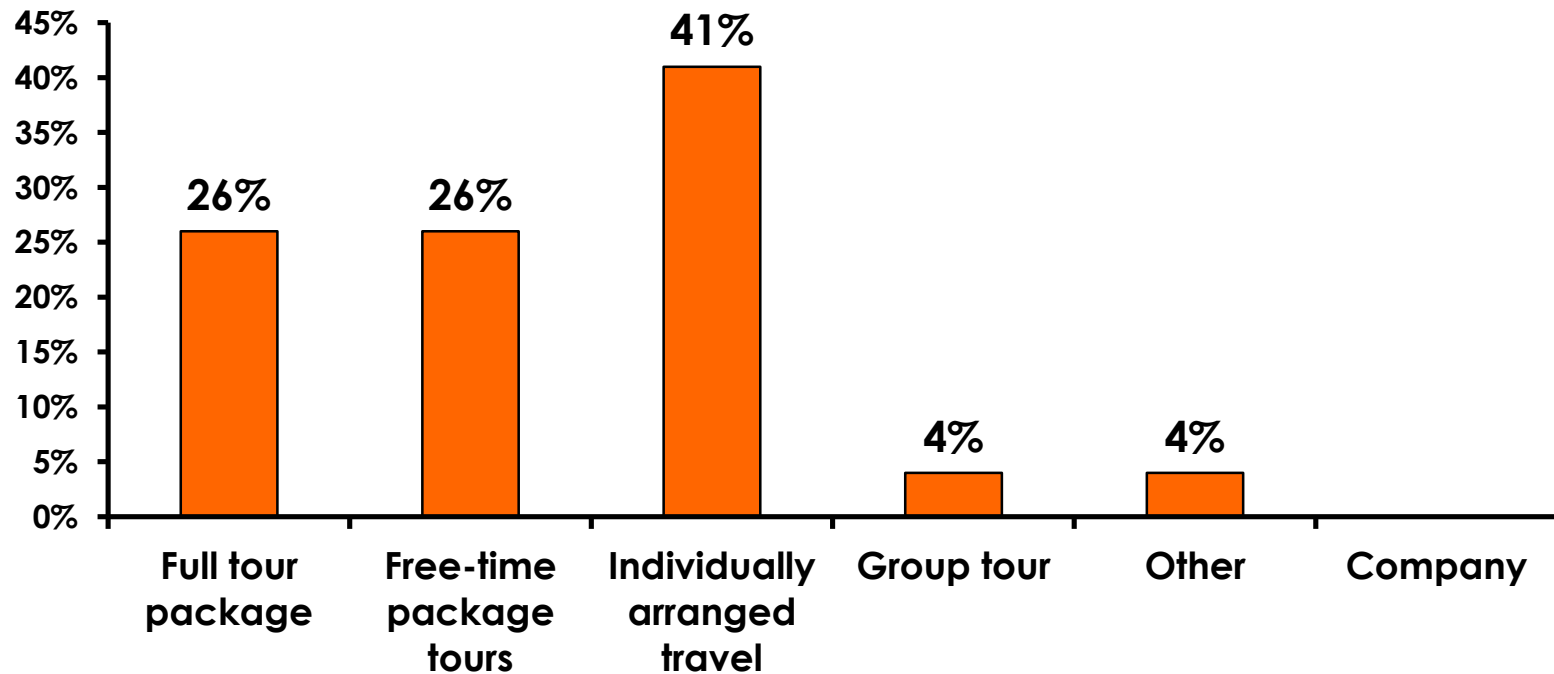


Occupation by Income

| | | TOTAL | Q27 | | | | | | | |
|-----|--------------------------|-------|----------|-------------------|---------------------|---------------------|---------------------|---------------------|------------|-----------|
| | | - | <732,321 | 732,321-1,098,481 | 1,098,482-1,464,642 | 1,464,643-1,830,803 | 1,830,803-2,263,124 | 2,263,125-3,661,606 | 3,661,607+ | No Income |
| Q26 | Self-employed | 27% | | 4% | 18% | 47% | 43% | 63% | | |
| | Professional/ Specialist | 13% | | 25% | 14% | 14% | 5% | | | |
| | Company: Exec | 11% | | | 4% | 17% | 29% | 13% | 100% | |
| | Retired | 9% | 100% | 21% | 4% | | | 13% | | |
| | Homemaker | 8% | | | 12% | 6% | 14% | 13% | | |
| | Company: Office/ Non-Mgr | 7% | | 18% | 8% | 3% | | | | |
| | Company: Manager | 6% | | 4% | 10% | 3% | 10% | | | |
| | Company: Engineer | 5% | | 4% | 10% | 3% | | | | |
| | Govt: Office/ Non-Mgr | 4% | | 7% | 8% | | | | | |
| | Other | 3% | | 4% | 4% | 6% | | | | |
| | Skilled worker | 1% | | 7% | | | | | | |
| | Teacher | 1% | | 7% | | | | | | |
| | Govt: Executive | 1% | | | 4% | | | | | |
| | Company: Salesperson | 1% | | | 4% | | | | | |
| | Govt: Manager | 1% | | | | 3% | | | | |
| | Total | Count | 150 | 5 | 28 | 50 | 36 | 21 | 8 | 2 |

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

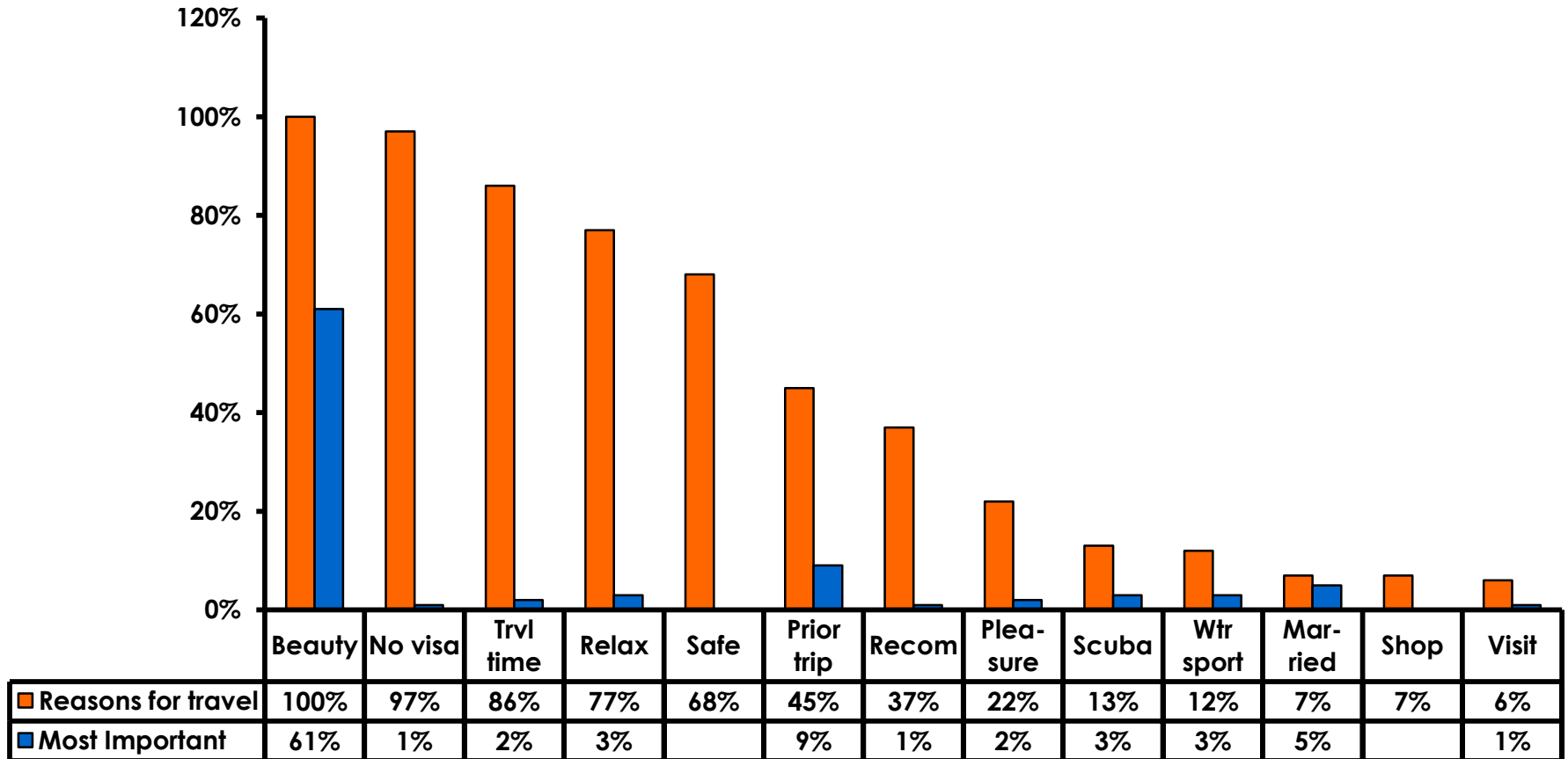


Accommodation by Income

Average length of stay: 12.09 days

| | TOTAL | Q27 | | | | | | | | |
|-----------------------------|-------|-----|----------|-------------------|---------------------|---------------------|---------------------|---------------------|------------|-----------|
| | | - | <732,321 | 732,321-1,098,481 | 1,098,482-1,464,642 | 1,464,643-1,830,803 | 1,830,803-2,263,124 | 2,563,125-3,661,606 | 3,661,607+ | No Income |
| Q9 | | | | | | | | | | |
| Fiesta Resort Guam | 21% | 40% | 14% | 20% | 28% | 24% | | | | |
| Westin Resort Guam | 17% | | 18% | 8% | 17% | 33% | 50% | | | |
| Lotte Hotel Guam | 11% | | 7% | 14% | 8% | 10% | 13% | 100% | | |
| PIC Club | 10% | | 18% | 6% | 17% | 5% | | | | |
| Tumon Bay Capital Hotel | 9% | 20% | 7% | 14% | 6% | 5% | | | | |
| Outrigger Guam Resort | 5% | | 7% | 4% | | 5% | 38% | | | |
| Bayview Hotel | 5% | | | 10% | 6% | | | | | |
| Guam Reef & Olive Spa | 4% | | 11% | 2% | 6% | | | | | |
| Onward Beach Resort | 3% | 20% | 7% | | 3% | | | | | |
| Oceanview Hotel | 3% | 20% | | 4% | | 5% | | | | |
| Hotel Nikko Guam | 3% | | | 6% | | 5% | | | | |
| Hyatt Regency Guam | 3% | | | 2% | 6% | 5% | | | | |
| Hilton Guam Resort | 2% | | | 2% | 3% | 5% | | | | |
| Home stay/ friend/ relative | 1% | | 4% | 2% | | | | | | |
| Holiday Resort Guam | 1% | | | 2% | 3% | | | | | |
| Verona Resort & Spa | 1% | | 4% | | | | | | | |
| Aqua Suites | 1% | | 4% | | | | | | | |
| Condo | 1% | | | 2% | | | | | | |
| Total | Count | 149 | 5 | 28 | 49 | 36 | 21 | 8 | 2 | |

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches
 - Positive prior experience
 - Get married or attend a wedding
- 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 | 100% | | 100% | 100% | 100% | 100% | 100% |
| | No Visa required | 97% | | 100% | 93% | 97% | 95% | 99% |
| | Short travel time | 86% | | 92% | 77% | 92% | 79% | 93% |
| | Relax | 77% | | 78% | 67% | 89% | 73% | 81% |
| | Safe | 68% | | 71% | 63% | 70% | 66% | 70% |
| | Previous trip | 45% | | 41% | 47% | 49% | 39% | 51% |
| | Recomm- friend/family/trvl agnt | 37% | | 39% | 33% | 41% | 47% | 27% |
| | Pleasure | 22% | | 24% | 27% | 14% | 27% | 16% |
| | Other | 17% | | 27% | 10% | 14% | 10% | 23% |
| | Scuba | 13% | | 8% | 22% | 5% | 19% | 5% |
| | Water sports | 12% | | 6% | 23% | 3% | 18% | 5% |
| | Married/ Attn wedding | 7% | | 8% | 2% | 14% | 6% | 8% |
| | Shopping | 7% | | 6% | 7% | 8% | 6% | 7% |
| | Visit friends/ Relatives | 6% | | 6% | 7% | 5% | 5% | 7% |
| | Price | 1% | | 2% | | 3% | 1% | 1% |
| | Company/ Business Trip | 1% | | | | 3% | | 1% |
| | Total | Count | 150 | 51 | 60 | 37 | 77 | 73 |

Motivation by Income

| | | TOTAL | Q27 | | | | | | | |
|-----|---------------------------------|-------|----------|-------------------|---------------------|---------------------|---------------------|---------------------|------------|-----------|
| | | - | <732,321 | 732,321-1,098,481 | 1,098,482-1,464,642 | 1,464,643-1,830,803 | 1,830,803-2,263,124 | 2,563,125-3,661,606 | 3,661,607+ | No Income |
| Q5A | Natural beauty | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| | No Visa required | 97% | 100% | 100% | 96% | 94% | 95% | 100% | 100% | |
| | Short travel time | 86% | 80% | 96% | 90% | 78% | 76% | 88% | 100% | |
| | Relax | 77% | 60% | 89% | 80% | 75% | 67% | 75% | | |
| | Safe | 68% | 60% | 50% | 68% | 75% | 76% | 75% | 100% | |
| | Previous trip | 45% | 60% | 39% | 38% | 56% | 43% | 50% | 50% | |
| | Recomm- friend/family/trvl agnt | 37% | 20% | 50% | 32% | 42% | 29% | 38% | 50% | |
| | Pleasure | 22% | | 21% | 22% | 22% | 33% | | 50% | |
| | Other | 17% | 20% | 7% | 14% | 22% | 24% | 25% | | |
| | Scuba | 13% | | | 14% | 19% | 24% | | | |
| | Water sports | 12% | | 7% | 12% | 14% | 14% | | 100% | |
| | Married/ Attn wedding | 7% | | 4% | 6% | 6% | 10% | 25% | 50% | |
| | Shopping | 7% | 20% | 7% | 6% | 8% | | 13% | | |
| | Visit friends/ Relatives | 6% | | 7% | 6% | 6% | 10% | | | |
| | Price | 1% | | | 4% | | | | | |
| | Company/ Business Trip | 1% | | | 2% | | | | | |
| | Total | Count | 150 | 5 | 28 | 50 | 36 | 21 | 8 | 2 |

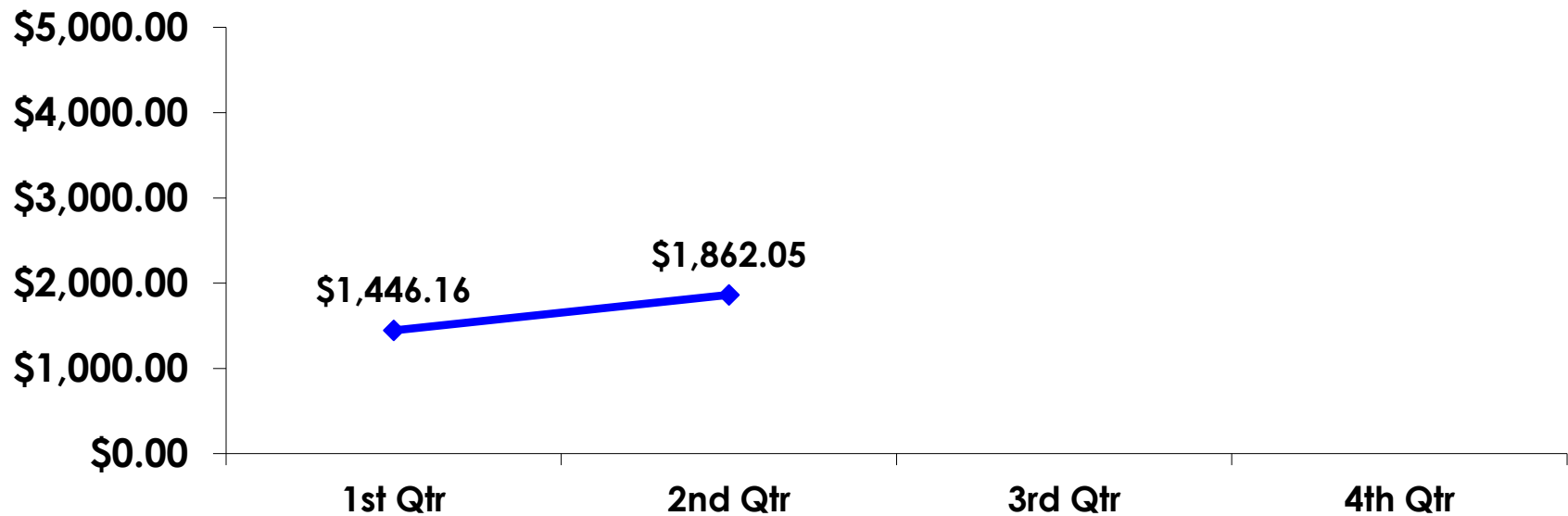
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

Ruble 62.97 /US\$1

- \$3,957.90 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$10,934 = maximum (highest amount recorded for the entire sample)
- \$1,862.05 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES Per Person



YTD=\$1,654.10

Breakdown of Prepaid Expenditures

Rub 62.97=\$1

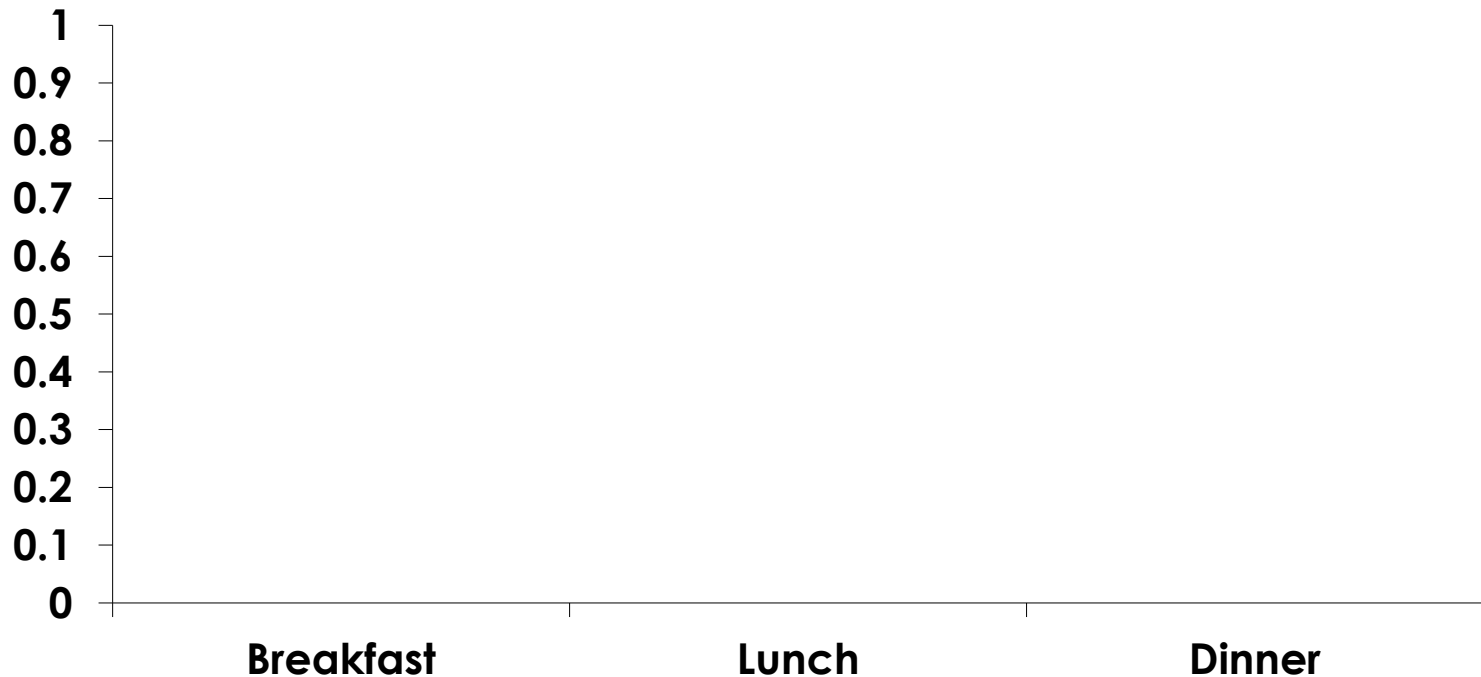
**(Filter: Only those who responded/
Per Travel Party)**

| | MEAN \$ |
|---|-------------------|
| Air & Accommodation package only | \$3,603.54 |
| Air & Accommodation w/ daily meal package | \$5,386.05 |
| Air only | \$1,790.98 |
| Accommodation only | \$391.34 |
| Accommodation w/ daily meal only | \$- |
| Food & Beverages in Hotel | \$- |
| Ground transportation – Russia | \$- |
| Ground transportation – Guam | \$- |
| Optional tours/ activities | \$- |
| Other expenses | \$- |
| Total Prepaid | \$3,957.90 |

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n= X (None recorded)

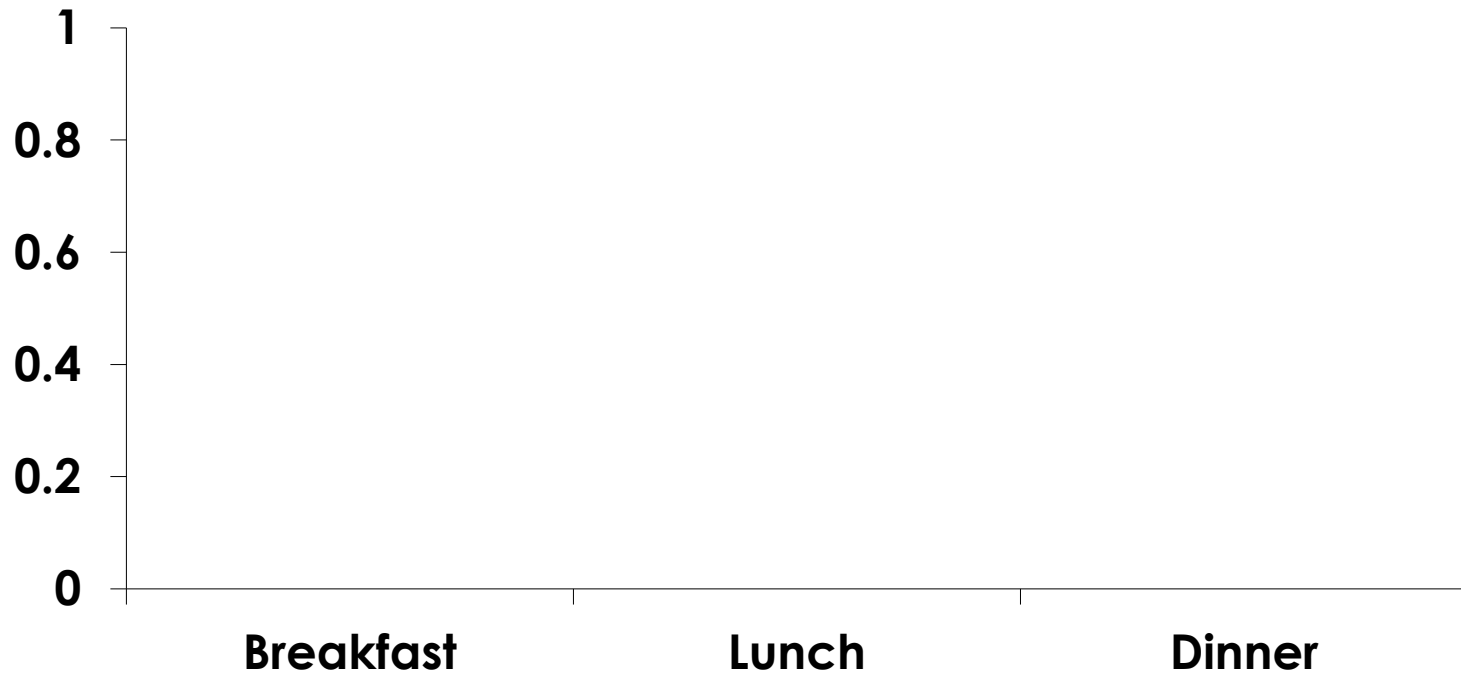


Mean=\$4,813.95 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

n=x



Mean=\$xxx.xx per travel party

PREPAID GROUND TRANSPORTATION

n=x

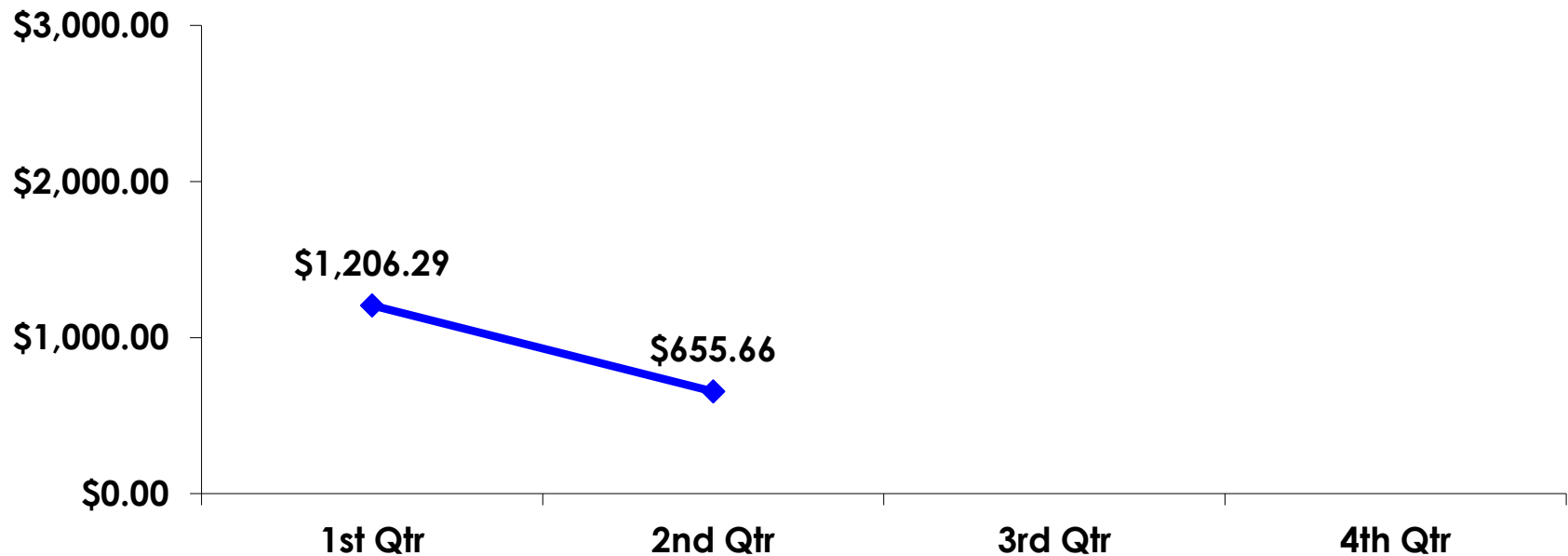


Mean=\$xxx per travel party

On-Island Expenditures

- \$1,238.06 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,660 = Maximum (highest amount recorded for the entire sample)
- \$655.66 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES Per Person



YTD = \$930.97

Total On-Island Expenditure by Gender & Age

| | | TOTAL | GENDER | | GENDER | | | | | | | |
|--------|---------|----------|----------|----------|--------|----------|----------|----------|--------|----------|----------|----------|
| | | | | | Male | | | | Female | | | |
| | | | | | AGE | | | | AGE | | | |
| | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ | 18-24 | 25-34 | 35-49 | 50+ |
| ONISLE | Mean | \$655.66 | \$608.69 | \$705.20 | . | \$628.73 | \$608.40 | \$587.33 | . | \$688.08 | \$603.74 | \$815.60 |
| | Median | \$587 | \$550 | \$600 | . | \$470 | \$600 | \$538 | . | \$595 | \$535 | \$800 |
| | Minimum | \$0 | \$157 | \$0 | . | \$250 | \$275 | \$157 | . | \$267 | \$0 | \$0 |
| | Maximum | \$2,500 | \$1,800 | \$2,500 | . | \$1,800 | \$1,110 | \$1,075 | . | \$1,700 | \$1,250 | \$2,500 |

On-Island Expenditure Categories by Gender & Age

| | | TOTAL | GENDER | | AGE | | | |
|--------------|--------|------------|------------|------------|-------|------------|------------|------------|
| | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| F&B HOTEL | Mean | \$61.60 | \$76.49 | \$45.89 | . | \$57.75 | \$71.25 | \$48.65 |
| | Median | \$0 | \$0 | \$0 | . | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$118.57 | \$122.47 | \$114.45 | . | \$136.27 | \$116.42 | \$100.00 |
| | Median | \$100 | \$100 | \$100 | . | \$150 | \$100 | \$90 |
| F&B RESTRNT | Mean | \$242.13 | \$274.55 | \$207.95 | . | \$198.63 | \$265.33 | \$268.11 |
| | Median | \$230 | \$250 | \$200 | . | \$200 | \$250 | \$250 |
| OPT TOUR | Mean | \$194.19 | \$227.18 | \$159.38 | . | \$189.90 | \$228.83 | \$145.49 |
| | Median | \$180 | \$200 | \$125 | . | \$200 | \$200 | \$150 |
| GIFT- SELF | Mean | \$252.45 | \$258.42 | \$246.16 | . | \$298.24 | \$217.00 | \$249.68 |
| | Median | \$180 | \$150 | \$200 | . | \$200 | \$200 | \$150 |
| GIFT- OTHER | Mean | \$202.23 | \$209.55 | \$194.52 | . | \$195.00 | \$186.67 | \$237.57 |
| | Median | \$150 | \$200 | \$150 | . | \$150 | \$200 | \$150 |
| TRANS | Mean | \$129.88 | \$175.30 | \$81.97 | . | \$134.61 | \$128.45 | \$129.46 |
| | Median | \$60 | \$160 | \$50 | . | \$70 | \$60 | \$60 |
| OTHER | Mean | \$38.61 | \$27.65 | \$50.16 | . | \$40.04 | \$30.78 | \$45.19 |
| | Median | \$0 | \$0 | \$50 | . | \$0 | \$0 | \$40 |
| TOTAL | Mean | \$1,238.06 | \$1,368.35 | \$1,100.63 | . | \$1,249.45 | \$1,249.90 | \$1,210.62 |
| | Median | \$1,085 | \$1,200 | \$1,000 | . | \$1,100 | \$1,100 | \$1,000 |

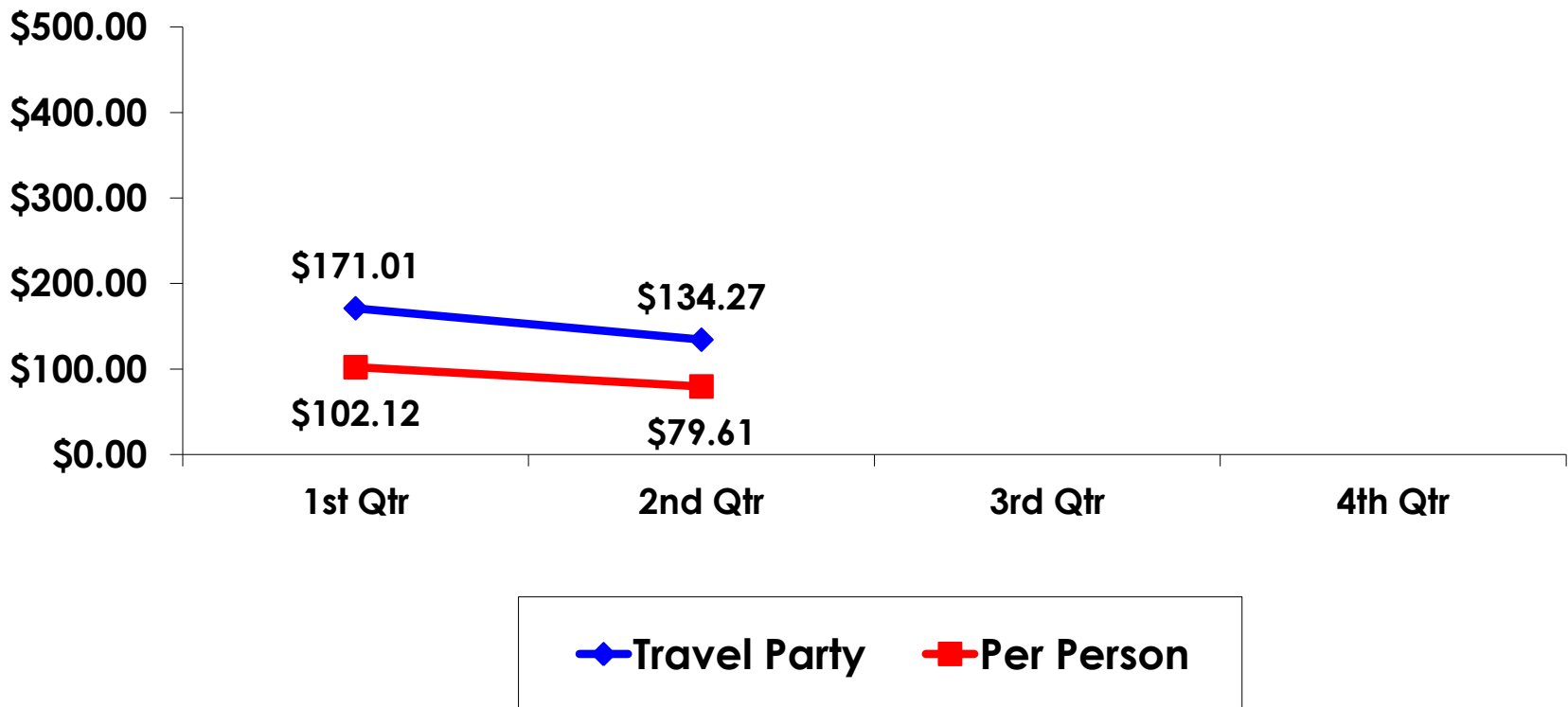
On-Island Expenditures

First Timers & Repeaters

| | | TOTAL | TRIPS TO GUAM | |
|--------------|--------|------------|---------------|------------|
| | | - | 1st | Repeat |
| F&B HOTEL | Mean | \$61.60 | \$62.85 | \$60.21 |
| | Median | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$118.57 | \$126.08 | \$110.21 |
| | Median | \$100 | \$100 | \$100 |
| F&B RESTRNT | Mean | \$242.13 | \$215.00 | \$272.32 |
| | Median | \$230 | \$200 | \$250 |
| OPT TOUR | Mean | \$194.19 | \$210.16 | \$176.41 |
| | Median | \$180 | \$200 | \$125 |
| GIFT- SELF | Mean | \$252.45 | \$226.30 | \$281.55 |
| | Median | \$180 | \$200 | \$150 |
| GIFT- OTHER | Mean | \$202.23 | \$190.38 | \$215.42 |
| | Median | \$150 | \$200 | \$150 |
| TRANS | Mean | \$129.88 | \$134.57 | \$124.66 |
| | Median | \$60 | \$60 | \$60 |
| OTHER | Mean | \$38.61 | \$28.34 | \$50.03 |
| | Median | \$0 | \$0 | \$25 |
| TOTAL | Mean | \$1,238.06 | \$1,193.18 | \$1,288.00 |
| | Median | \$1,085 | \$1,150 | \$1,000 |

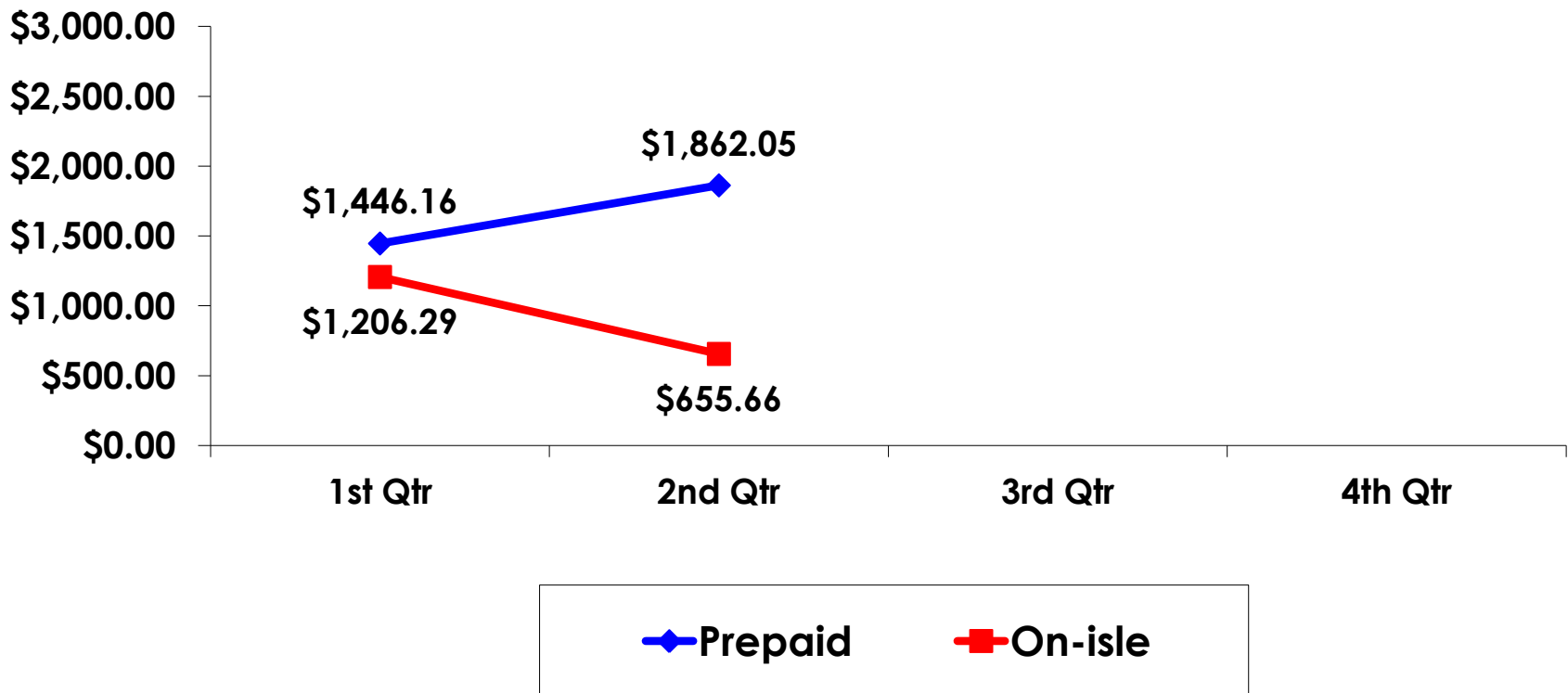
ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$152.64 Per Person YTD = \$90.87



PREPAID/ ON-ISLE EXPENDITURES – Per Person

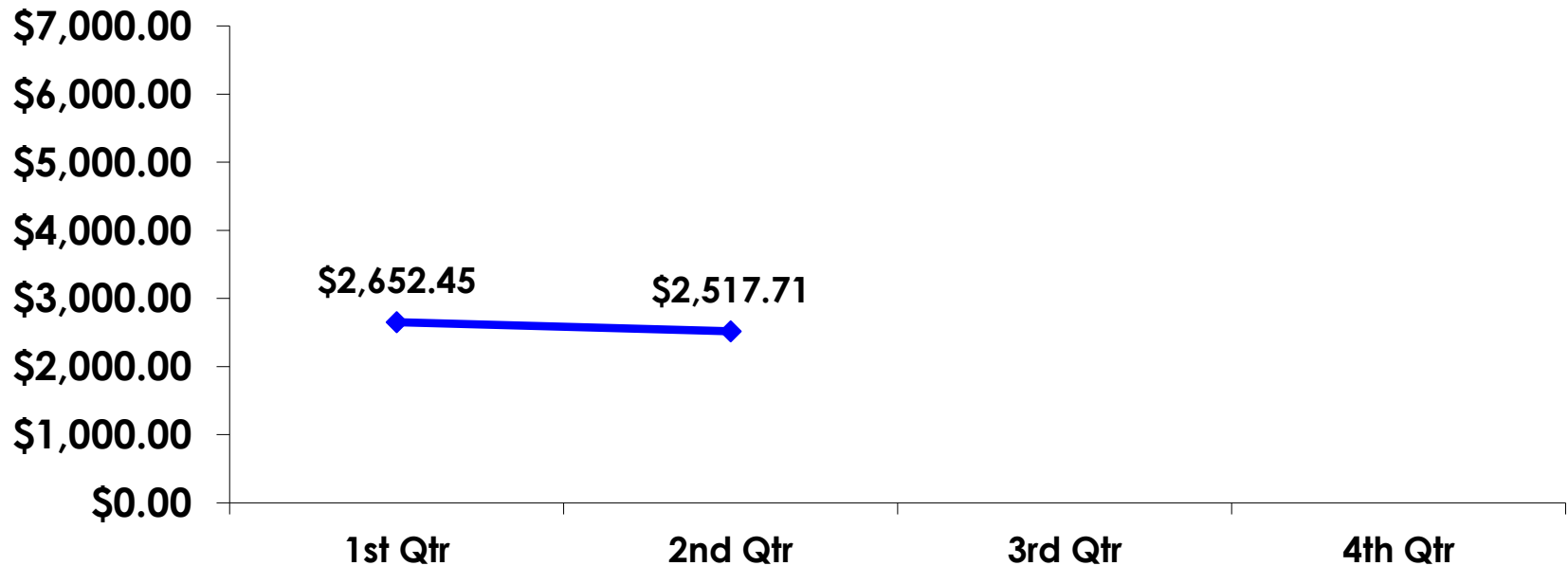
Prepaid YTD = \$1,654.10 On-Isle YTD = \$930.97



Total Expenditures Per Person (Prepaid & On-Island)

- \$2,517.71 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,764 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



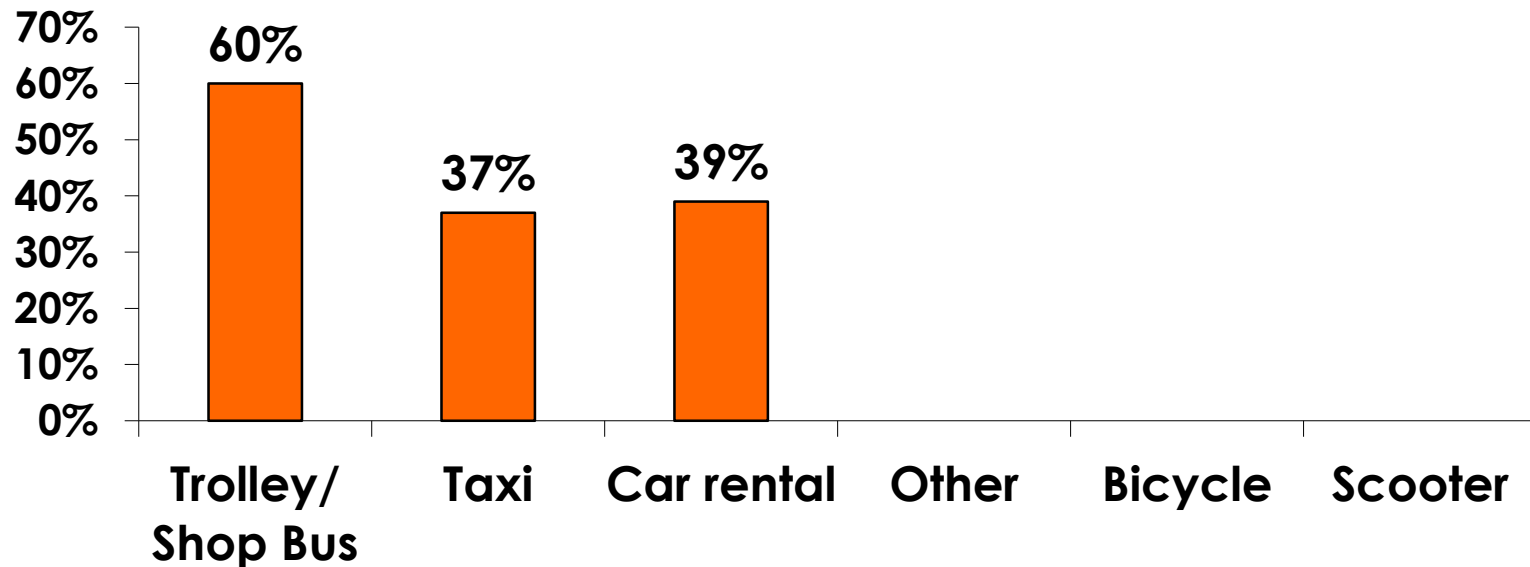
YTD=\$2,585.08

Breakdown of On-Island Expenditures

| | MEAN \$ |
|---|-------------------|
| Food & beverage in a hotel | \$61.60 |
| Food & beverage in fast food restaurant/convenience store | \$118.57 |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$242.13 |
| Optional tours and activities | \$194.19 |
| Gifts/ souvenirs for yourself/companions | \$252.45 |
| Gifts/ souvenirs for friends/family at home | \$202.23 |
| Local transportation | \$129.88 |
| Other expenses not covered | \$38.61 |
| Average Total | \$1,238.06 |

Local Transportation

n=137



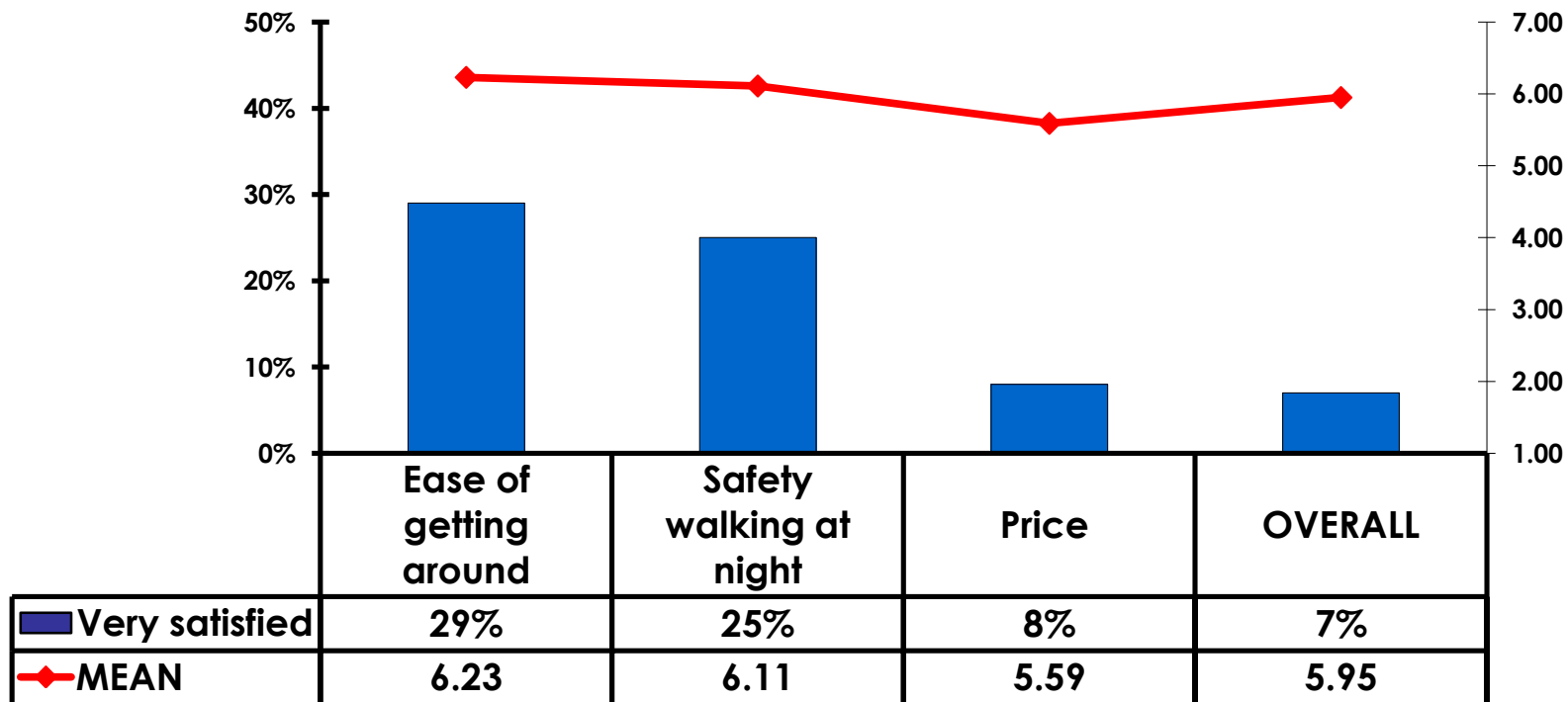
Mean=\$129.88 per travel party

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

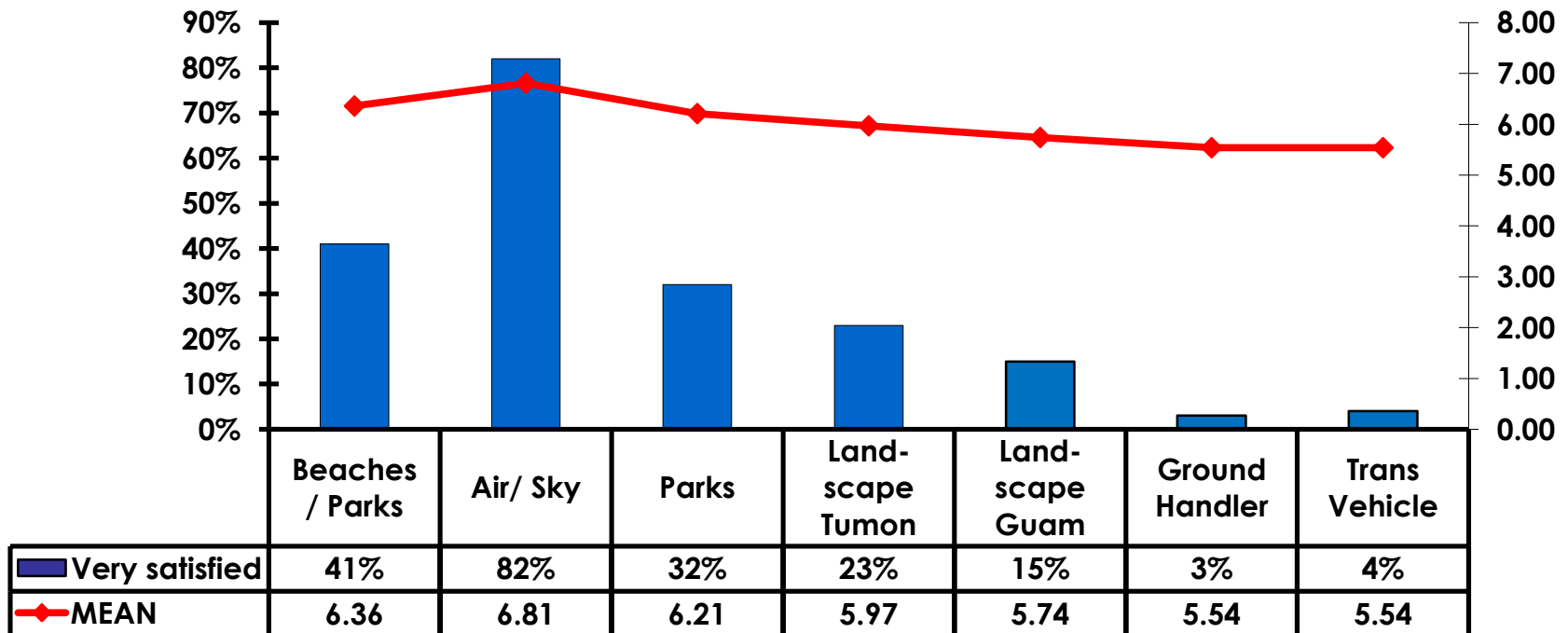
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

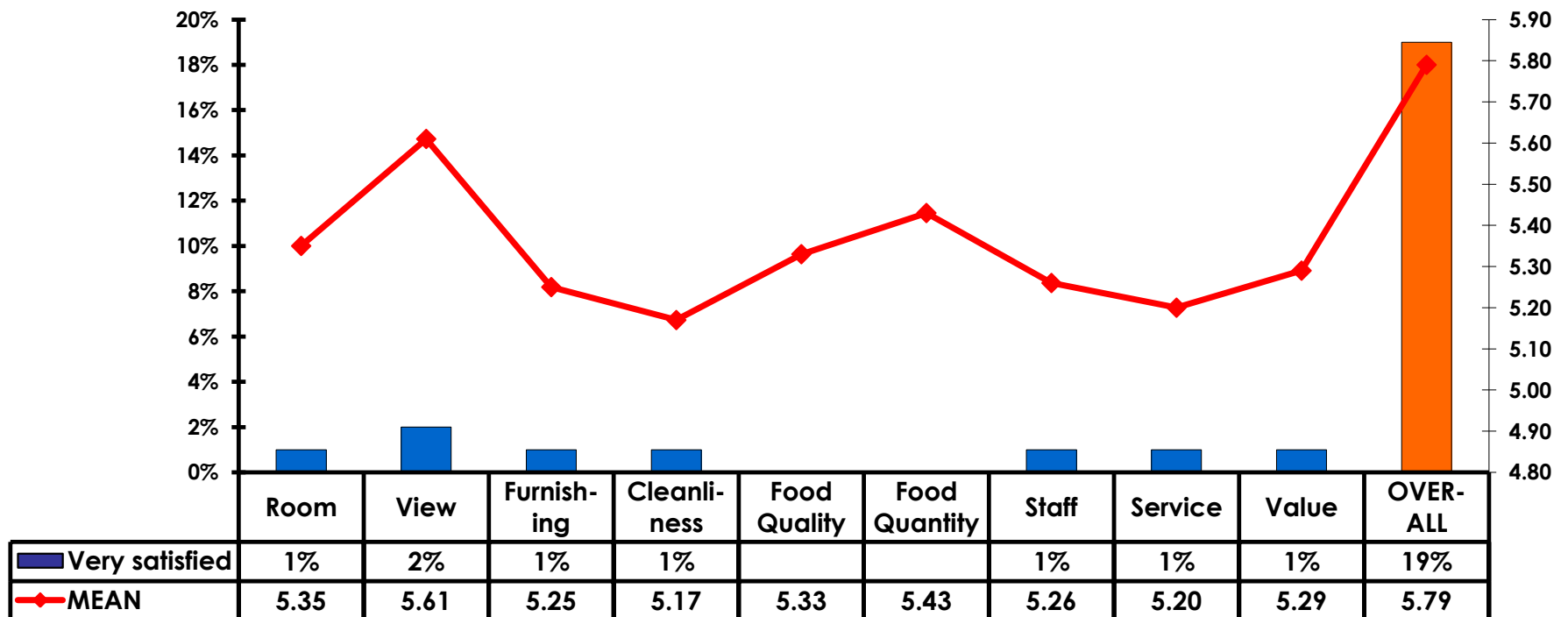
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

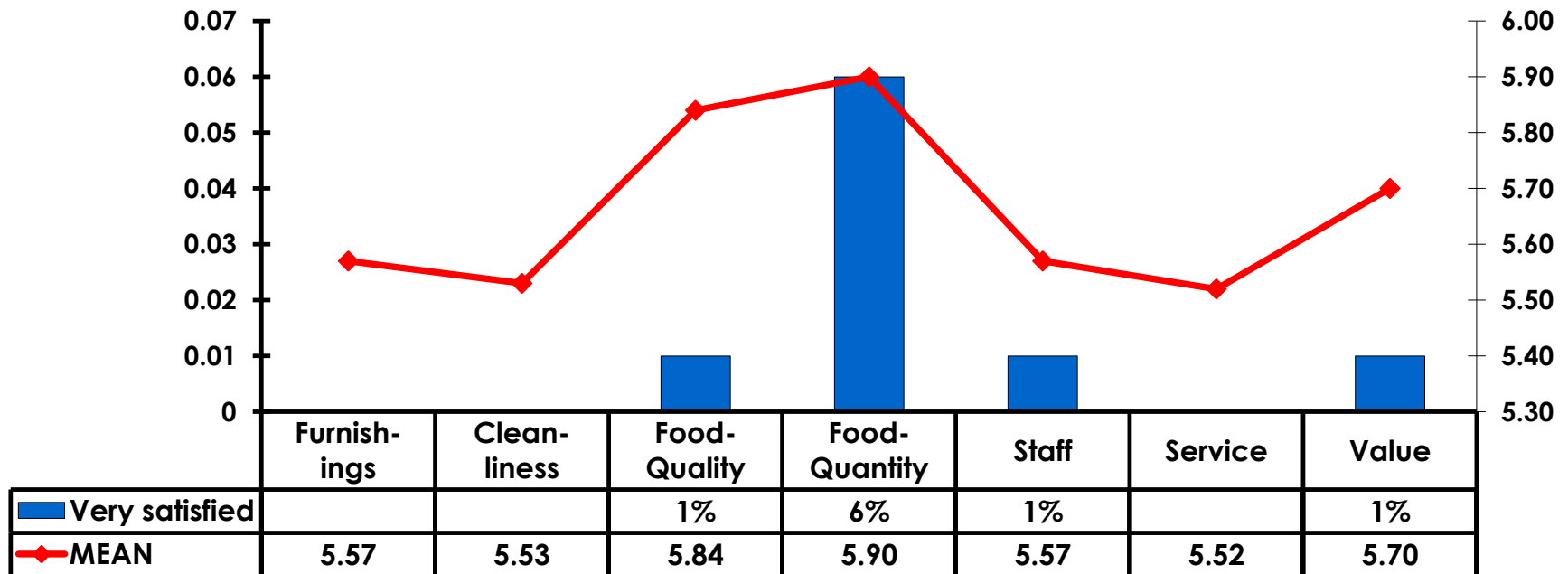
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

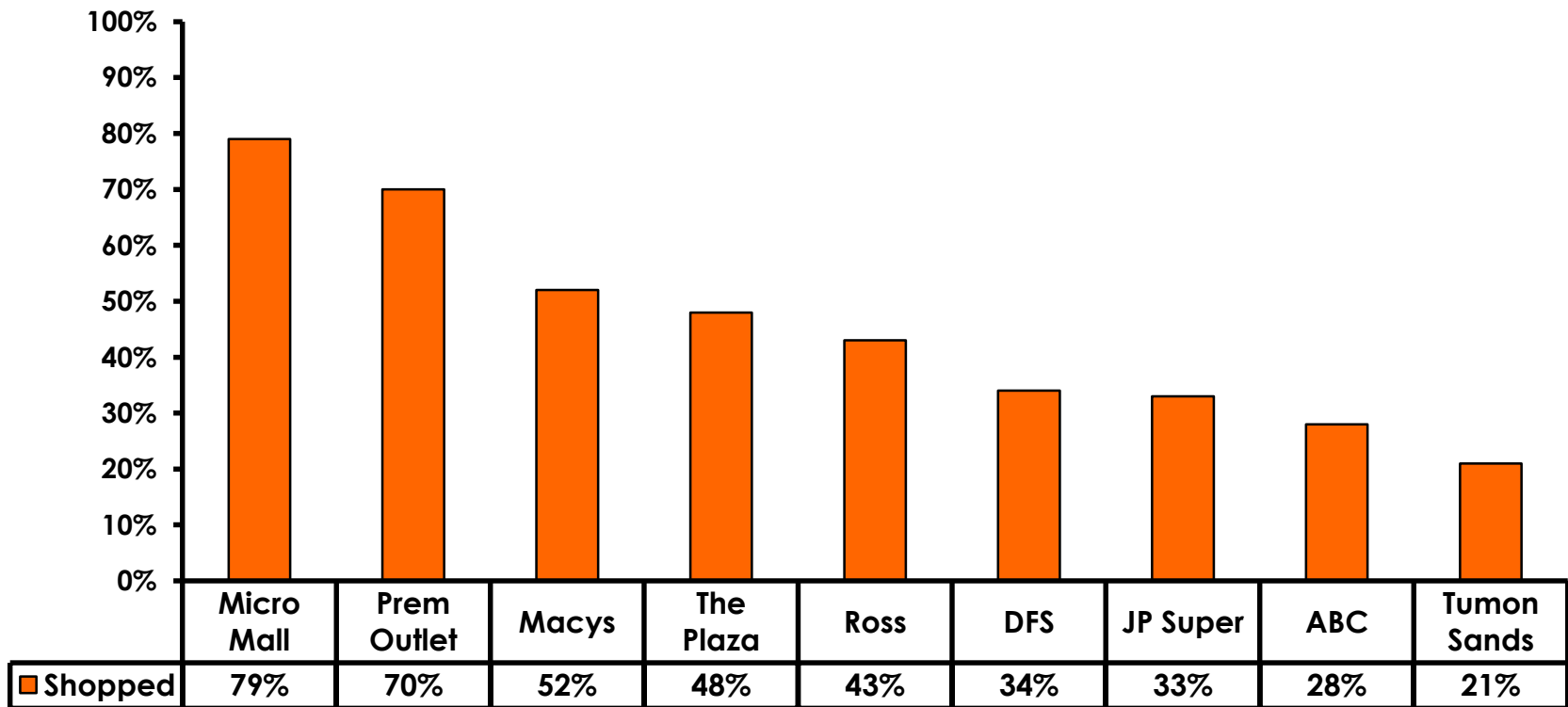
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

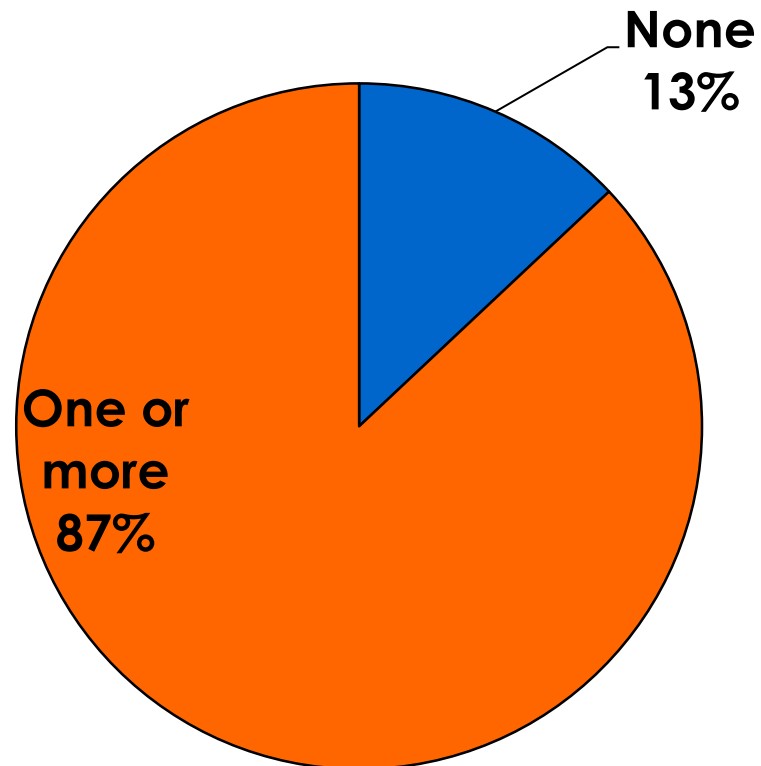
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

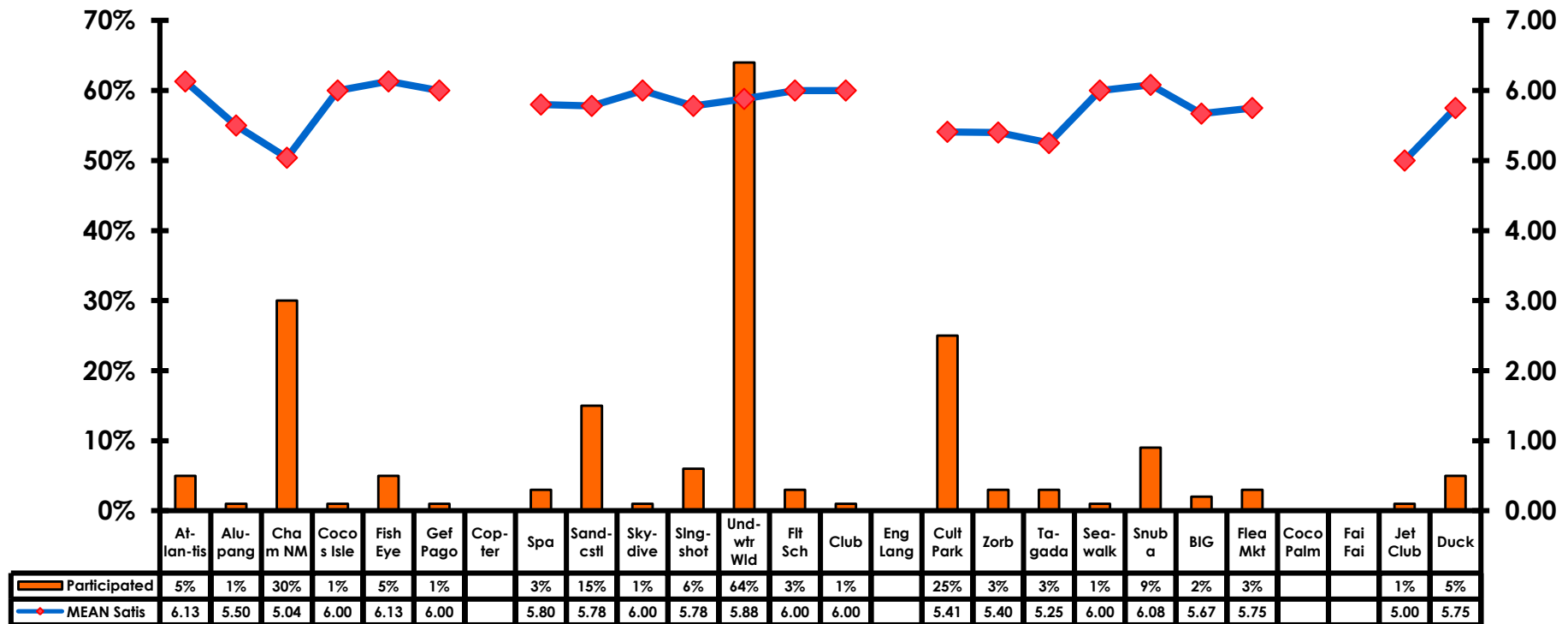
| Quality of Shopping | Variety of Shopping |
|------------------------------|------------------------------|
| Score of 6 to 7 = 46% | Score of 6 to 7 = 46% |
| Score of 4 to 5 = 52% | Score of 4 to 5 = 51% |
| Score 1 to 3 = 2% | Score 1 to 3 = 3% |
| MEAN = 5.33 | MEAN = 5.29 |

Optional Tour Participation

- Average number of tours participated in is 2.57



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 = 75% | Score of 6 to 7 = 40% |
| Score of 4 to 5 = 25% | Score of 4 to 5 = 50% |
| Score 1 to 3 = -% | Score 1 to 3 = 8% |
| MEAN = 5.92 | MEAN = 5.02 |

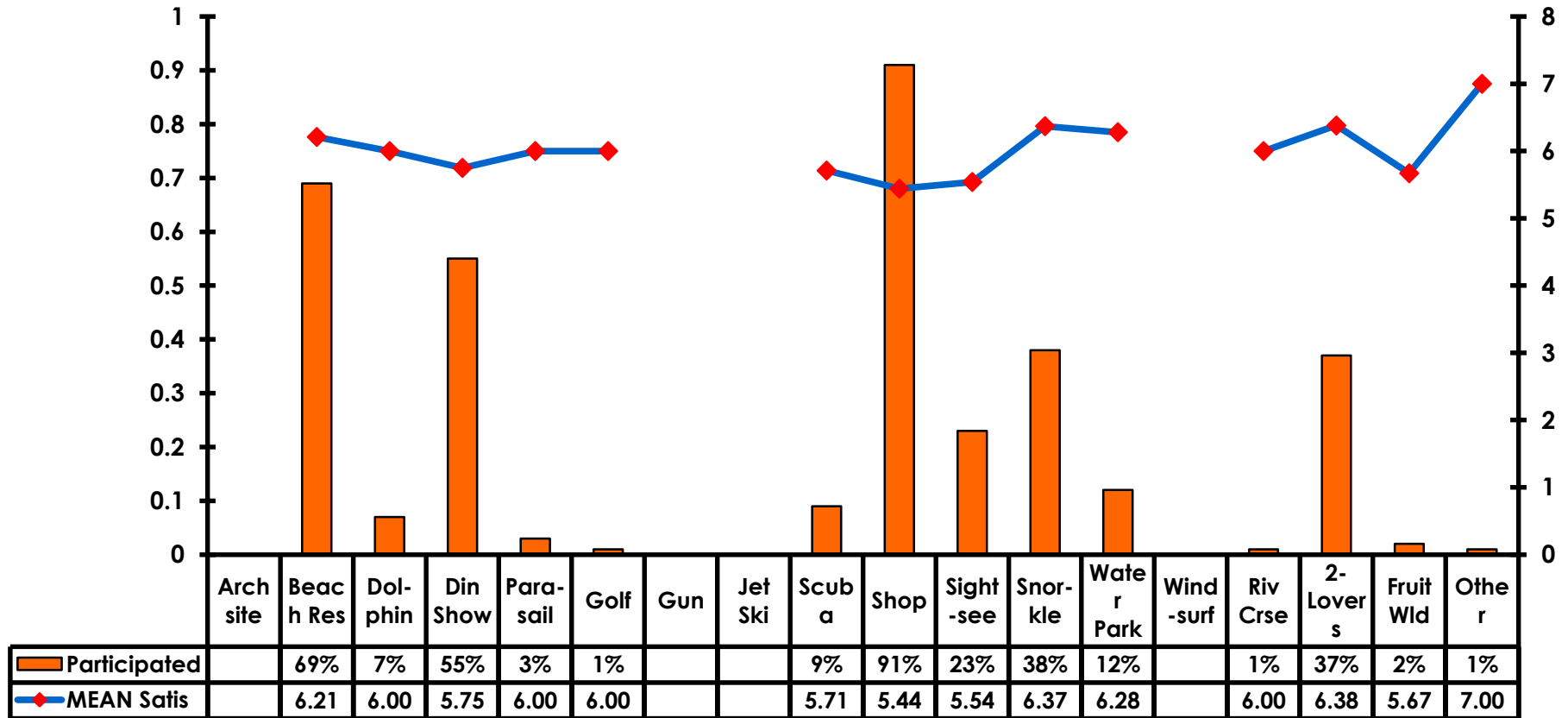
Night Tours Satisfaction

7pt Rating Scale

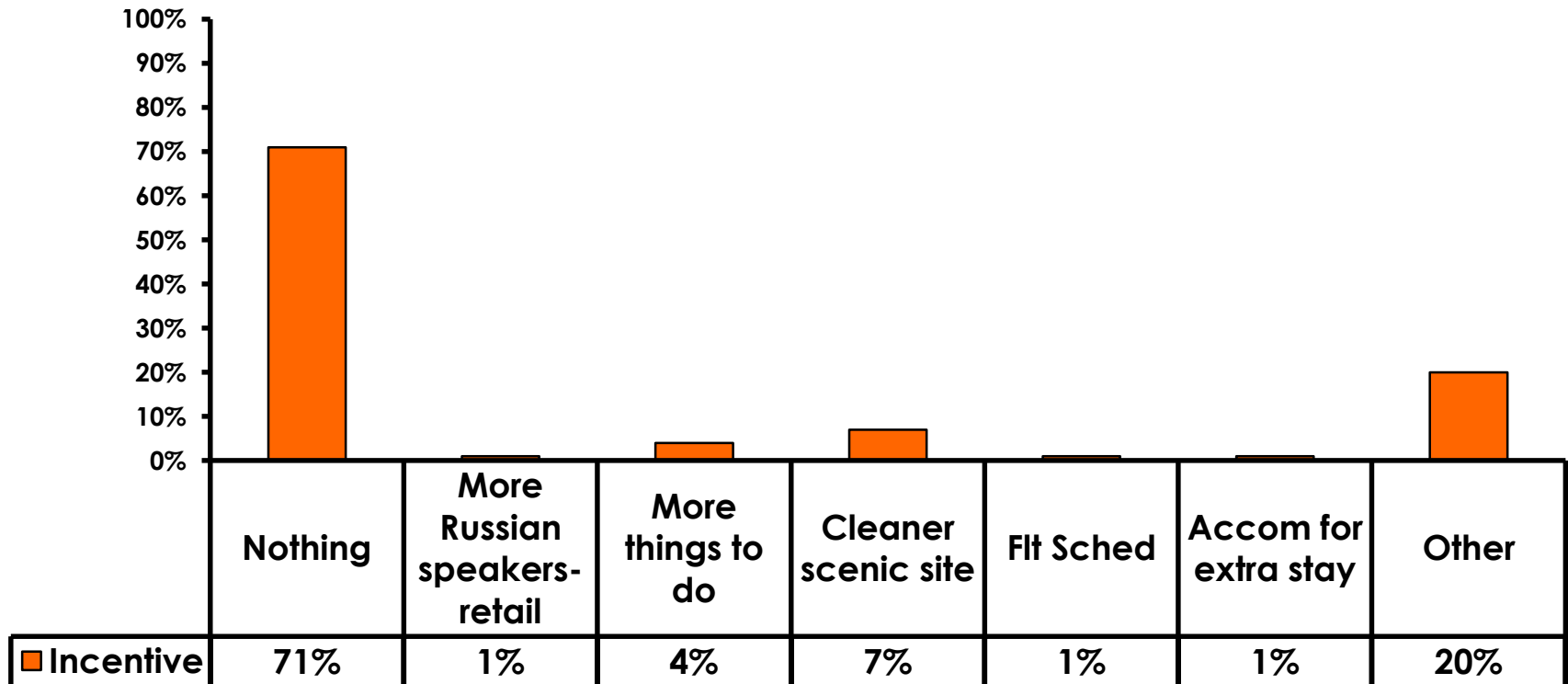
7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Night Tour | Variety of Night Tour |
|------------------------------|------------------------------|
| Score of 6 to 7 = 36% | Score of 6 to 7 = 24% |
| Score of 4 to 5 = 64% | Score of 4 to 5 = 62% |
| Score 1 to 3 = -% | Score 1 to 3 = 14% |
| MEAN = 5.23 | MEAN = 4.52 |

Satisfaction with Other Activities



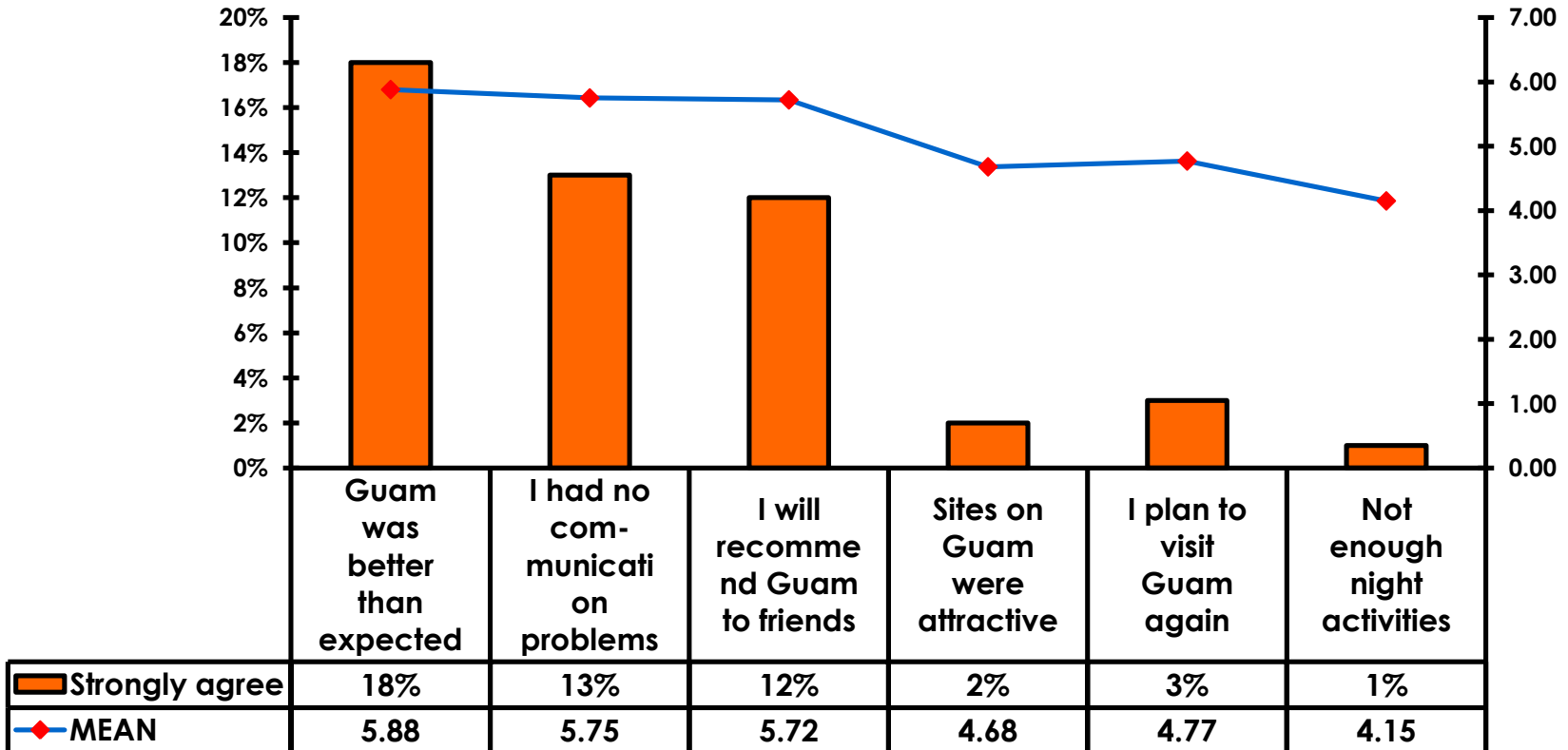
What would it take to make Guam more enjoyable for families?



On-Island Perceptions

7pt Rating Scale

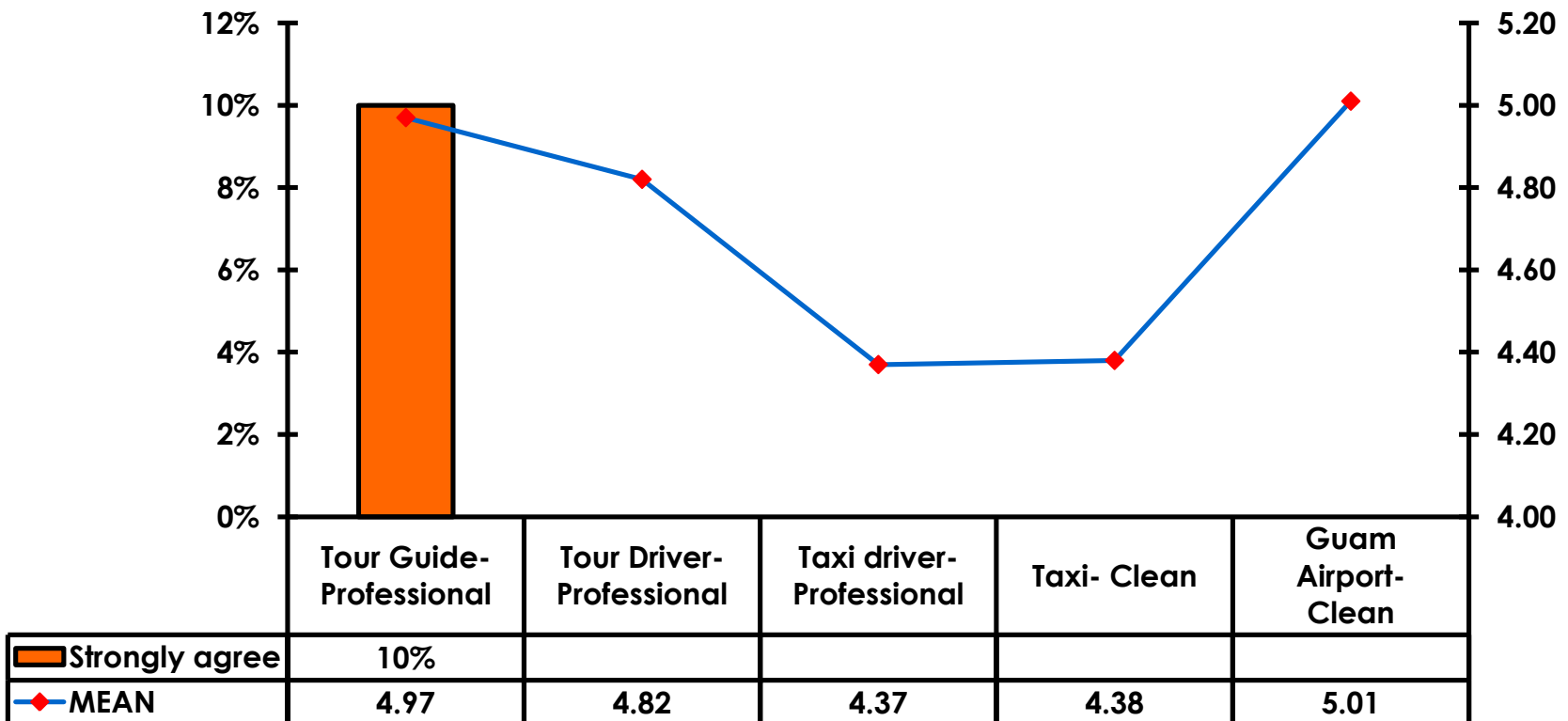
7=Very Satisfied/ 1=Very Dissatisfied



Transportation

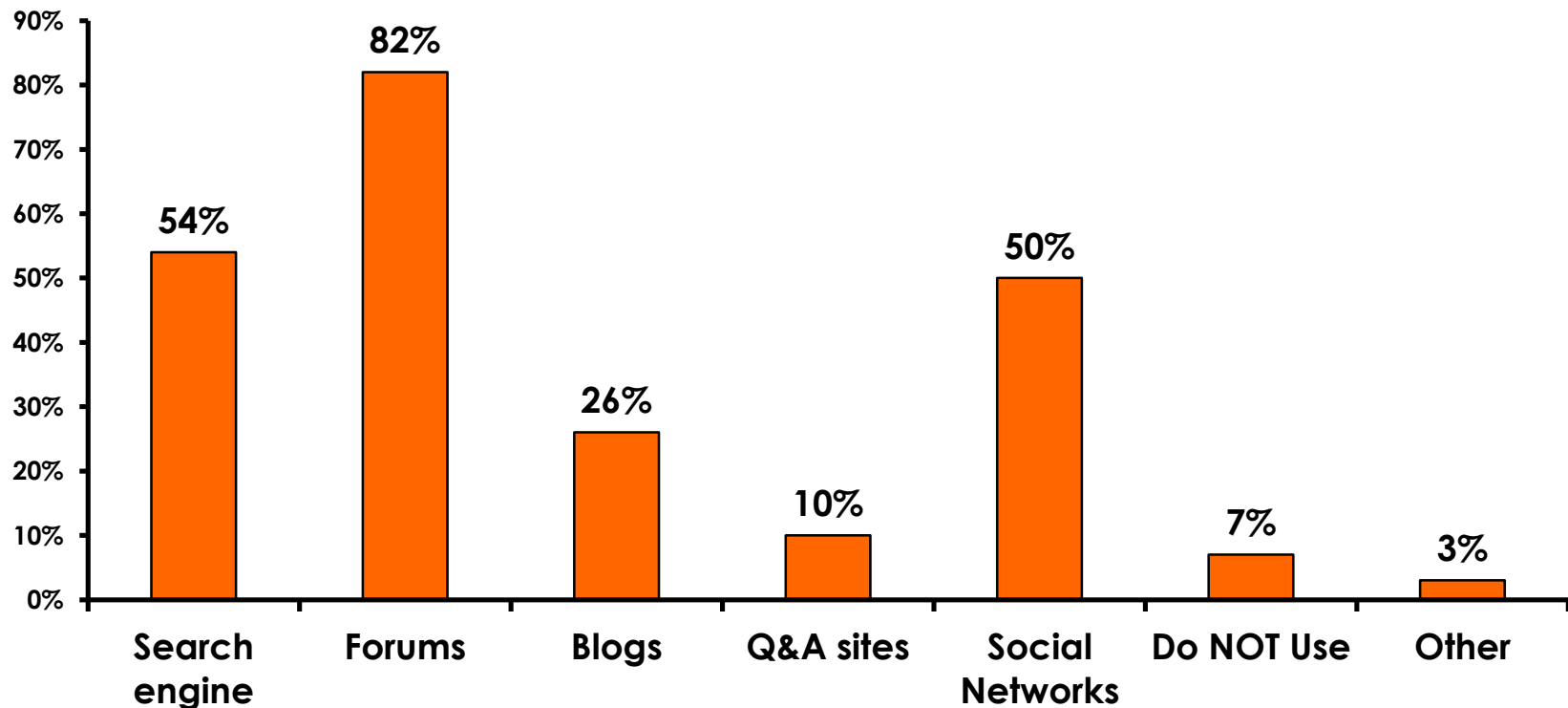
7pt Rating Scale

7=Strongly agree/ 1=Strongly disagree



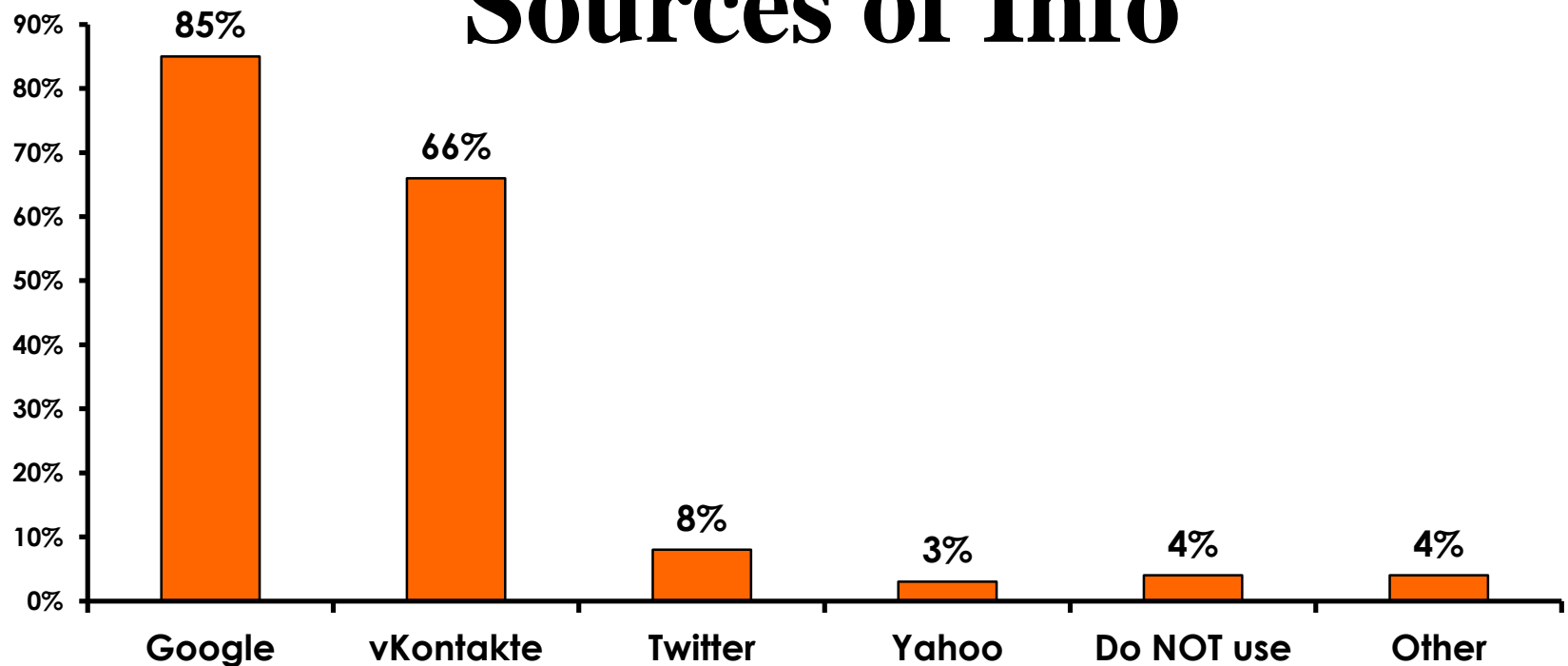
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

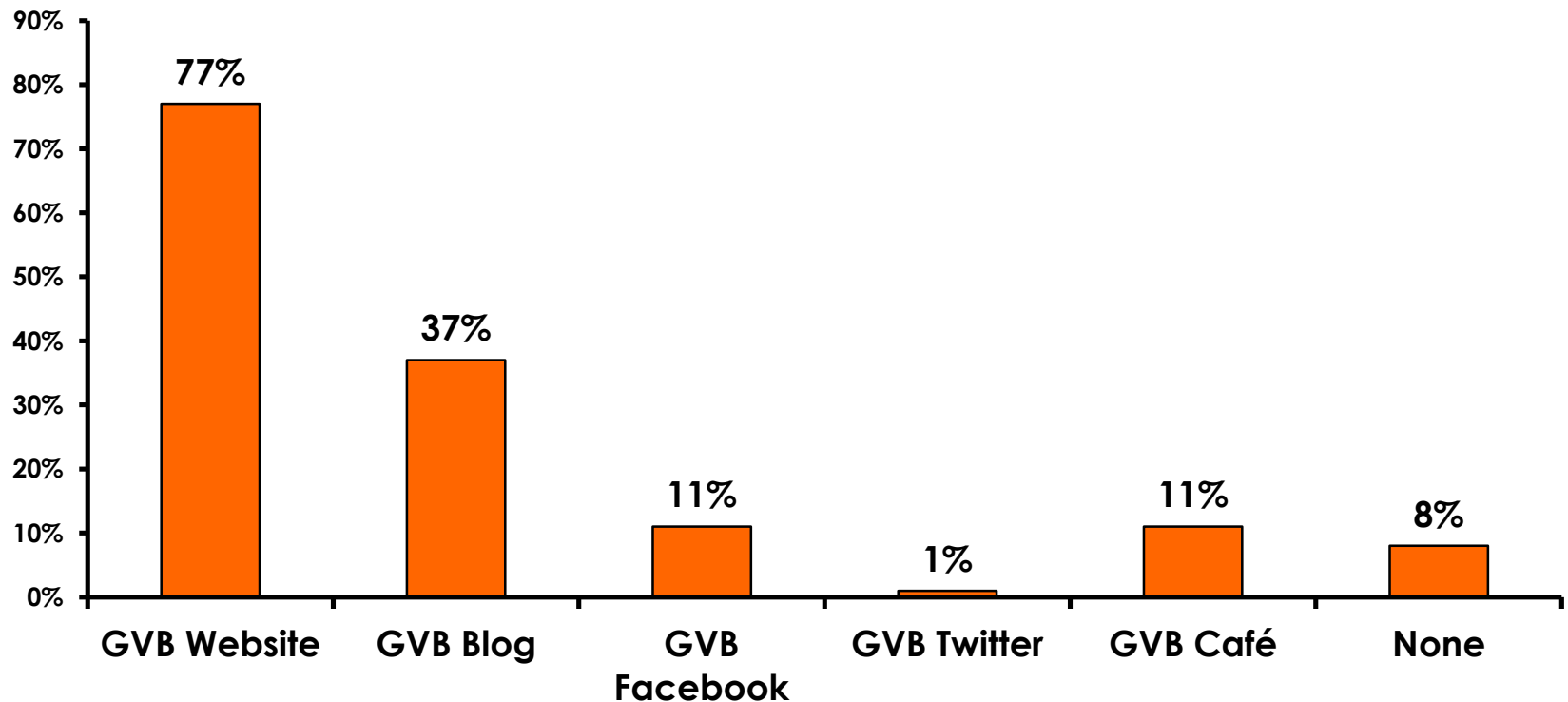


Internet- Things To Do

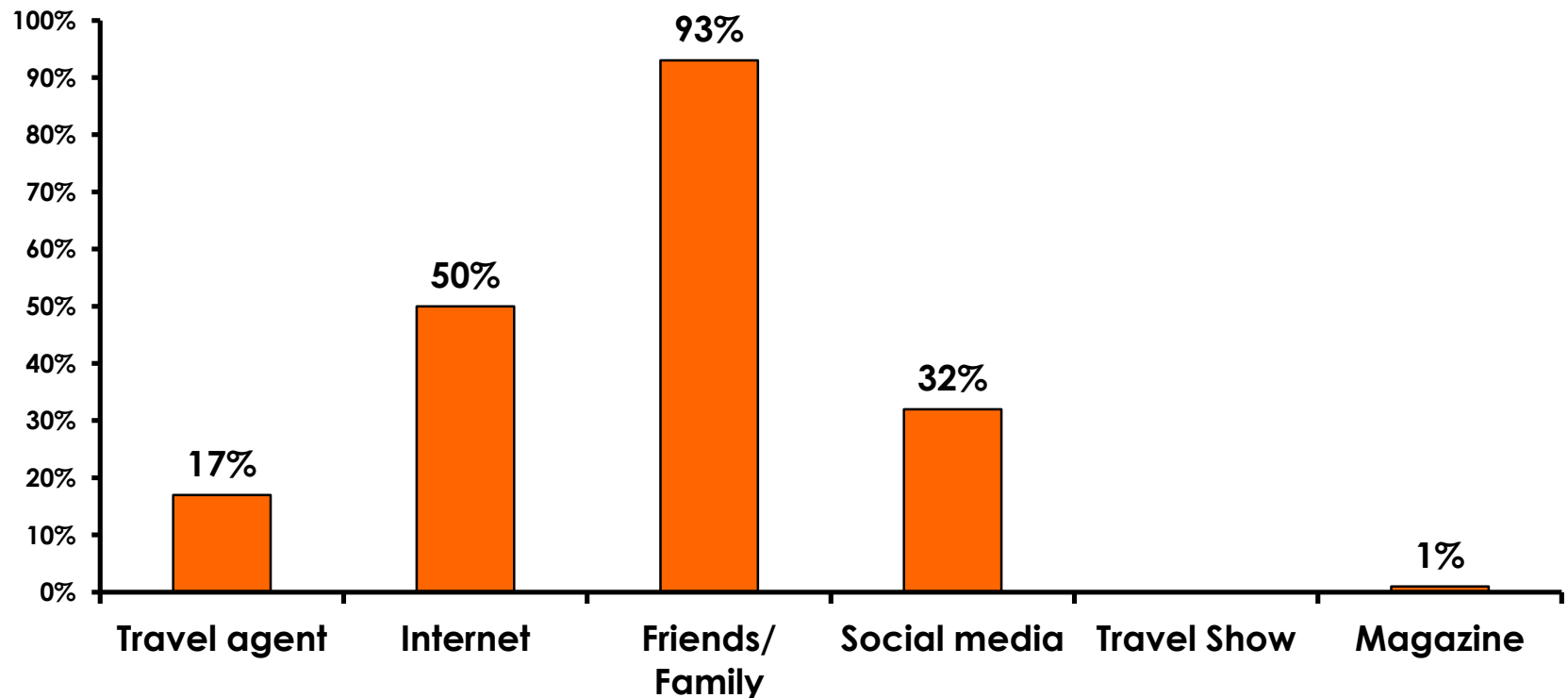
Sources of Info



Internet- GVB Sources

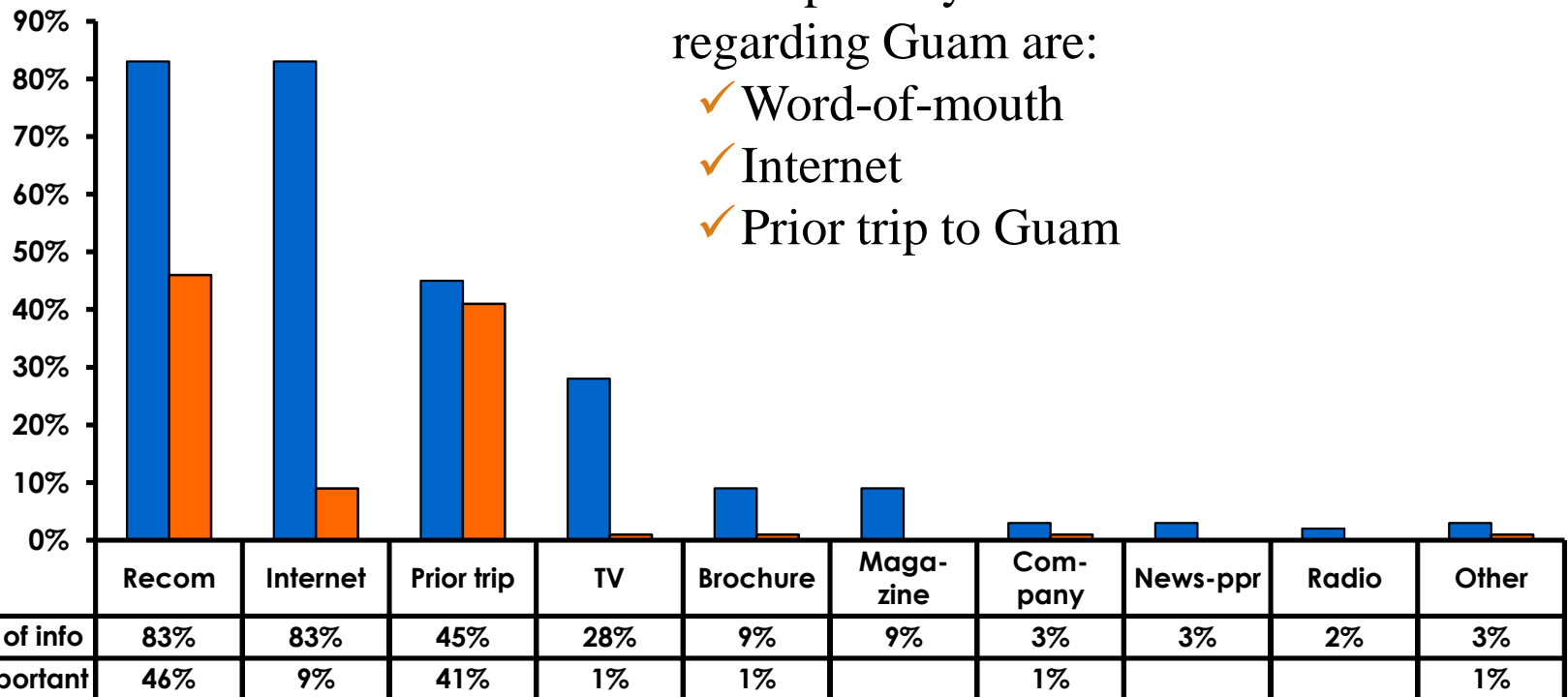


Travel Motivation- Info Sources



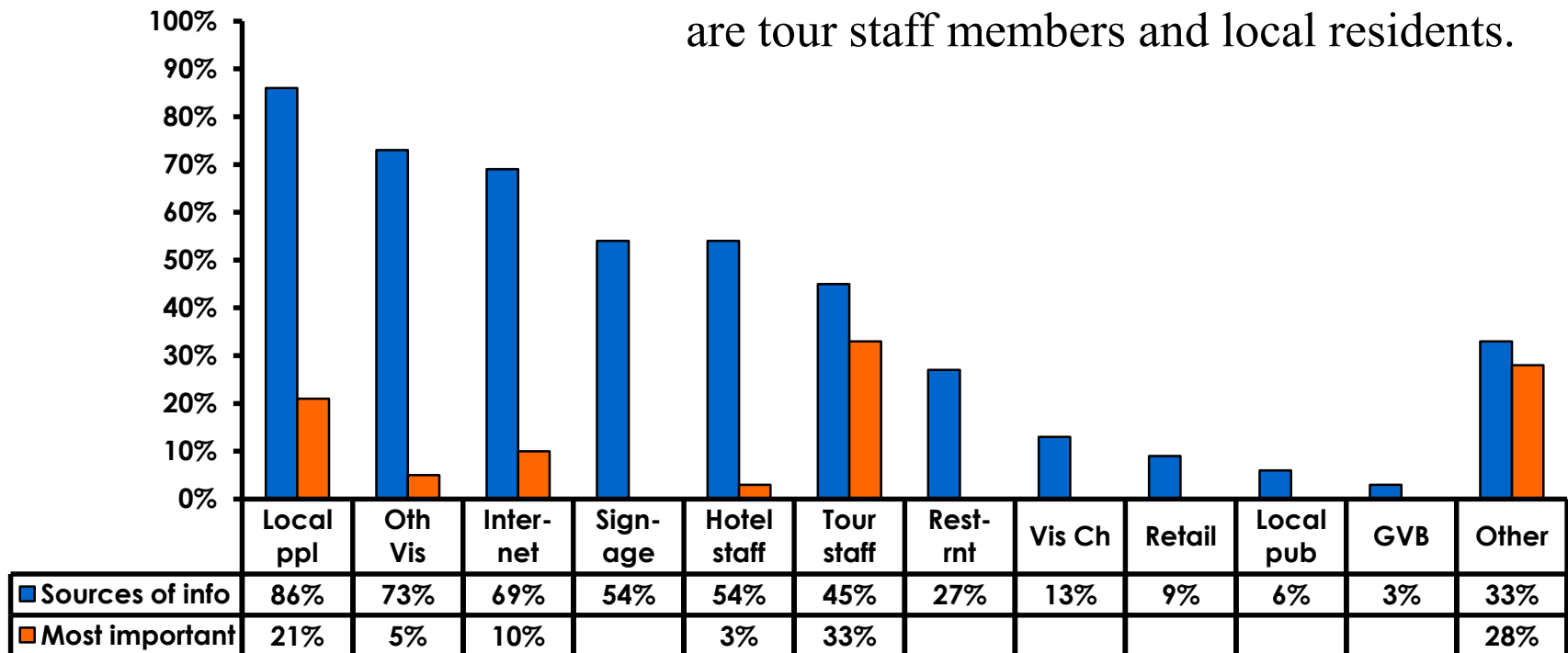
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Word-of-mouth
 - ✓ Internet
 - ✓ Prior trip to Guam



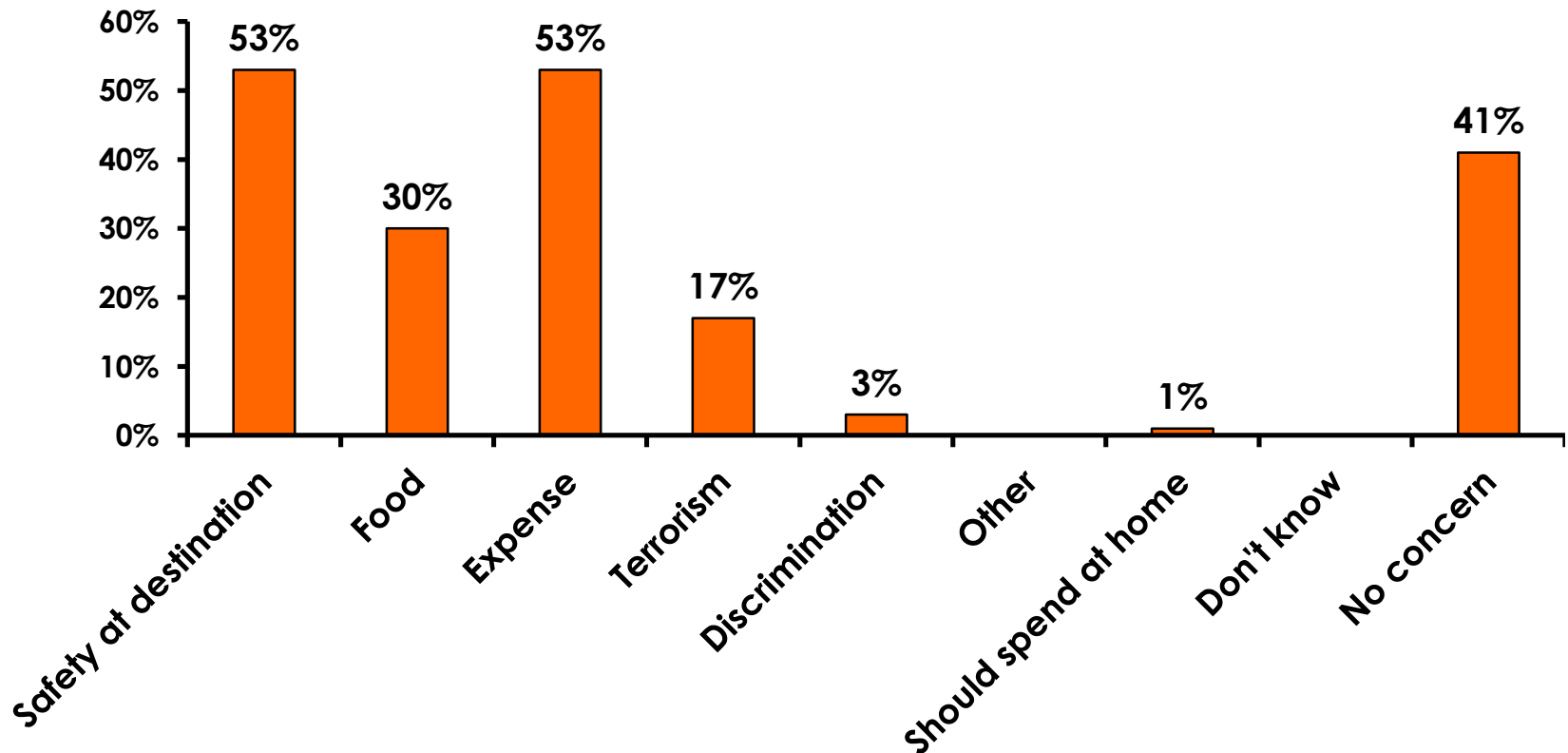
Sources of Information Post-arrival

- The primary local source of information are tour staff members and local residents.



SECTION 6 **OTHER ISSUES**

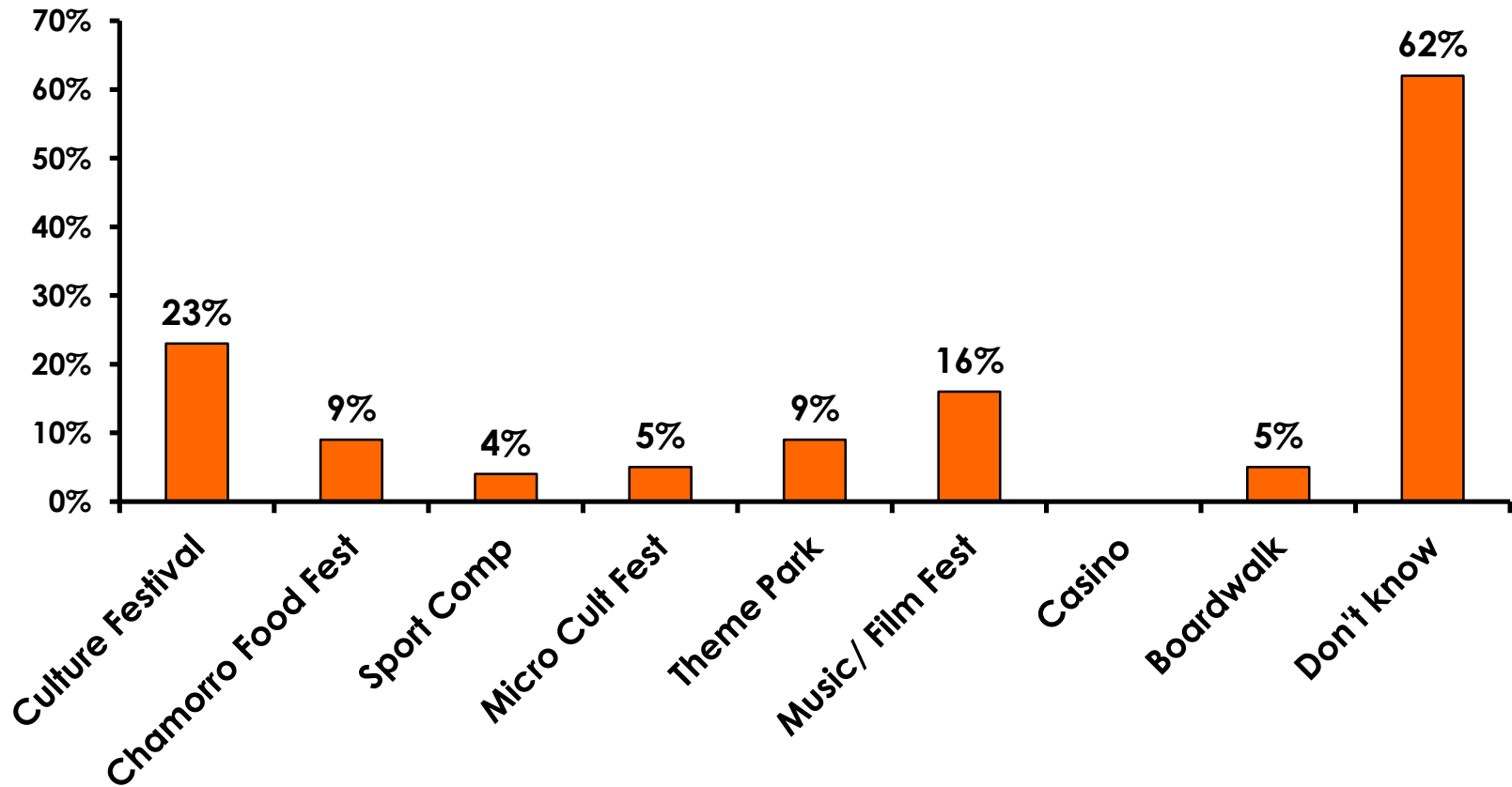
Concerns about travel outside of Russia - Overall



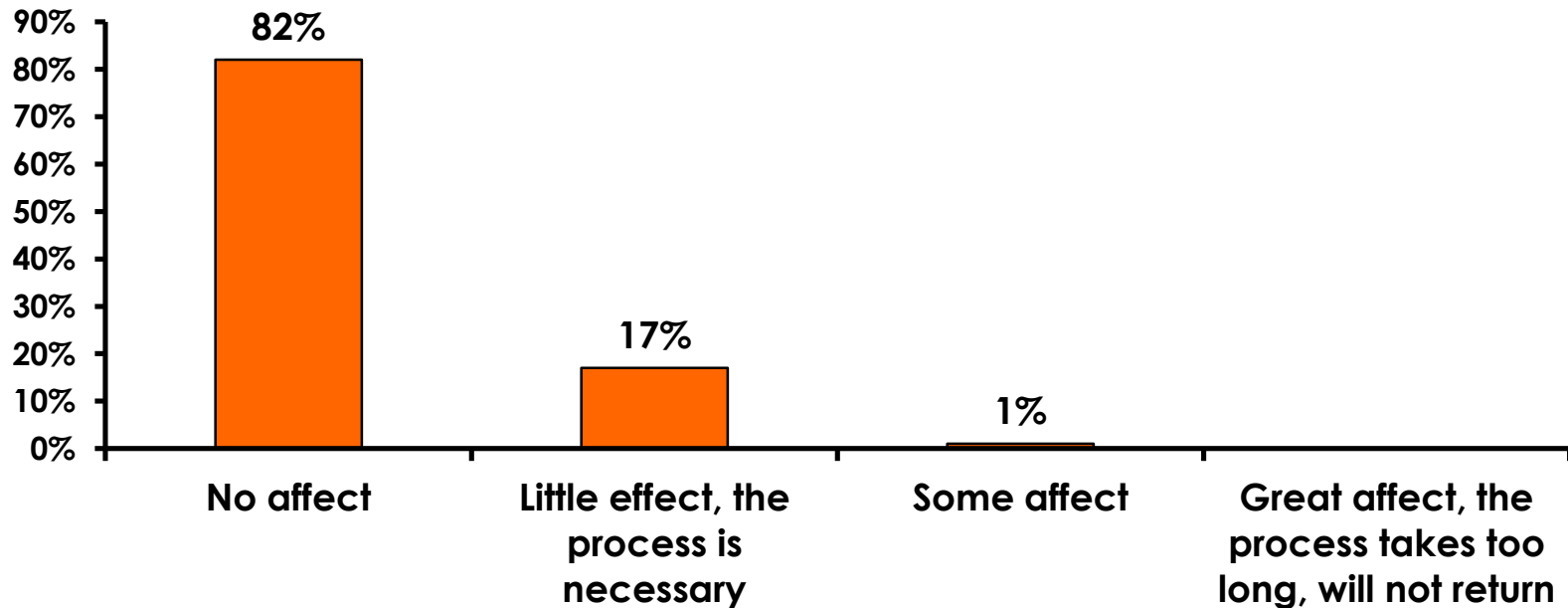
Concerns about travel outside of Russia - By Age & Income

| | | TOTAL | AGE | | | | Q27 | | | | | | | |
|-----|---------------------------------|-------|-------|-------|-------|-----|----------|-------------------|---------------------|---------------------|---------------------|---------------------|------------|-----------|
| | | - | 18-24 | 25-34 | 35-49 | 50+ | <732,321 | 732,321-1,098,481 | 1,098,482-1,464,642 | 1,464,643-1,830,803 | 1,830,803-2,263,124 | 2,263,125-3,661,606 | 3,661,607+ | No Income |
| Q21 | Expense | 53% | | 49% | 60% | 49% | 40% | 50% | 58% | 64% | 43% | 38% | | |
| | Safety | 53% | | 49% | 57% | 54% | 40% | 54% | 62% | 58% | 38% | 38% | | |
| | No concerns | 41% | | 45% | 37% | 43% | 60% | 36% | 34% | 36% | 57% | 63% | 100% | |
| | Food | 30% | | 31% | 28% | 30% | 20% | 18% | 30% | 33% | 43% | 38% | | |
| | Terrorism | 17% | | 12% | 20% | 22% | | 25% | 10% | 19% | 24% | 25% | | |
| | Discrimination against Russians | 3% | | | 3% | 5% | | | 8% | | | | | |
| | Should spend at home | 1% | | | 2% | | | | 2% | | | | | |
| | Total | Count | 150 | 51 | 60 | 37 | 5 | 28 | 50 | 36 | 21 | 8 | 2 | |

Activities/ Attractions- Appeal



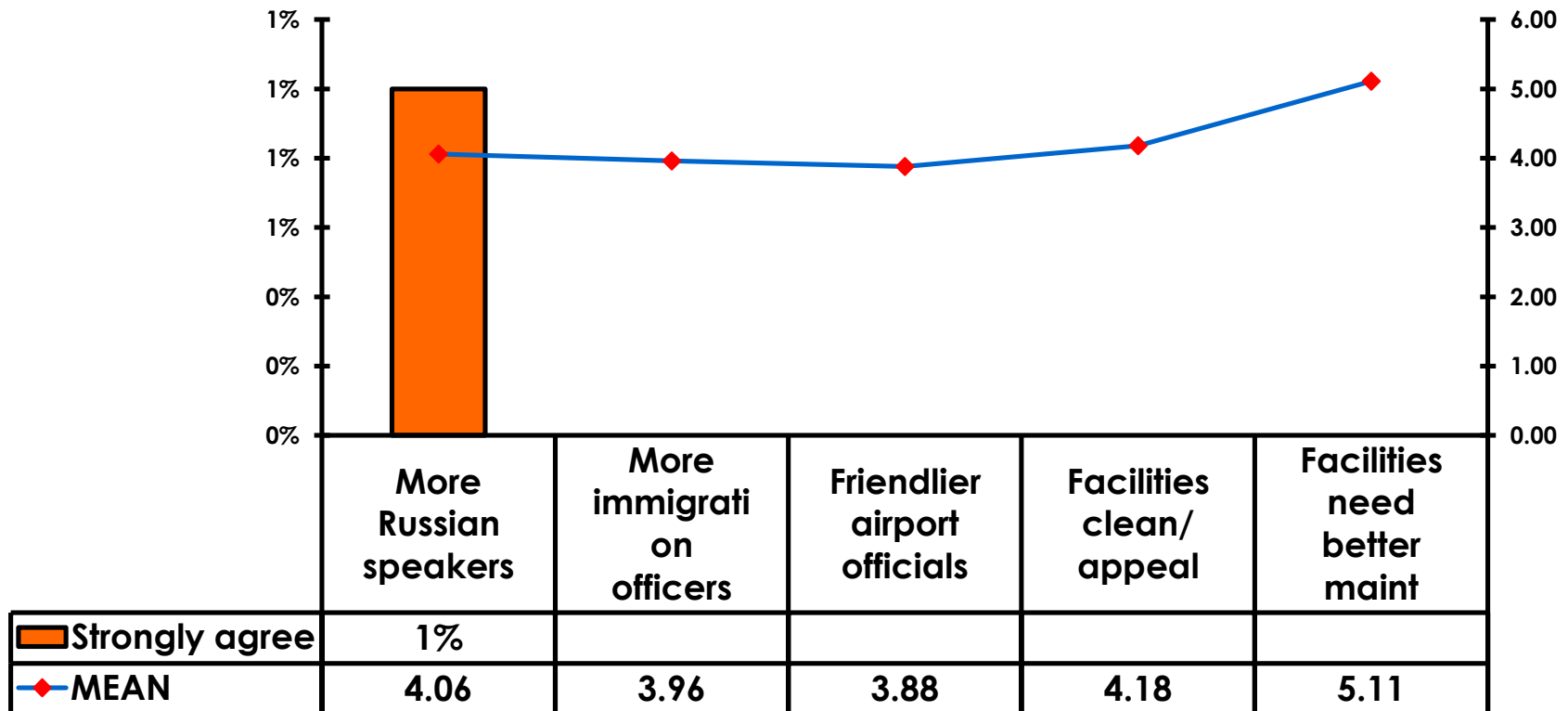
Security Screening/ Immigration Process at Guam International Airport



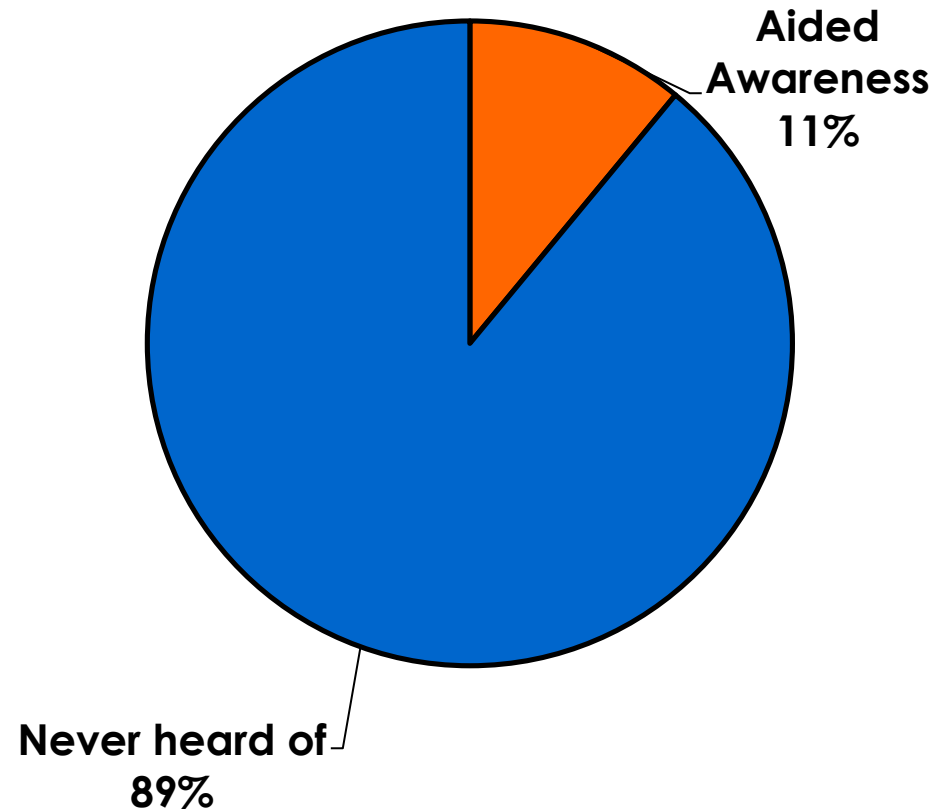
Airport Arrival Experience

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



Shop Guam Festival



Shop Guam Festival - Impact

n=16

