2018 KIX FAIR SURVEY RESULTS
92.2% of Survey Participants were from the Kinki Prefecture

WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?

Kinki (Osaka) 92.2%
Kanto (Tokyo) 3.0%
Chubu (Nagoya) 1.2%
Others 3.6%
28% of the survey participants were between the ages of 40-49.
2018 KIX FAIR SURVEY RESULTS: GENDER

- Male: 34%
- Female: 66%
WHAT MOTIVATED YOU TO ATTEND THE KIX FAIR 2018?

- Work: 7.3%
- To get information: 55.7%
- To look for next travel destination: 37.0%
Online travel bookings continue to rise over the use of Traditional Travel agents.
Majority of attendees primarily travel with their Spouse.
WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?

Beaches and Safety were the primary reasons for choosing a destination.
When you plan your travel, what source of information do you rely on the most?

- TV: 18.6%
- Magazines: 18.9%
- Travel Guide Websites: 37.8%
- Recommendations: 4.6%
- Travel Agent Brochures: 14%
- Travel Trade Shows: 6.1%
How recently have you visited Guam?

- 47% This past year
- 12% 2-3 years
- 8% 5+ years
- 33% I have never been to Guam
WHEN DO YOU PLAN ON TRAVELING TO GUAM?

- 36% This year
- 32% 2-3 years
- 21% 5+ years
- 11% I do not plan on traveling to Guam
IN YOUR OPINION, THE OVERALL PRICE/COSTS TO TRAVEL TO GUAM IS...

- Inexpensive: 32.3%
- Reasonable: 58.5%
- Expensive: 8.9%
SI YU’US MA’ASE!