90.3% of Survey Participants were from the Kanto Prefecture
28% of the survey participants were between the ages of 25-39
2017 TOURISM EXPO JAPAN SURVEY RESULTS: GENDER

- Female: 36%
- Male: 64%
What motivated you to attend Tourism EXPO Japan 2017?

- Work
- Attends every Year
- To get information
- Looking for new travel destination
- Interested in travelling
Online travel bookings continue to rise over the use of Traditional Travel agents.
Who do you usually travel with?

Majority of attendees primarily travel with Friends

- Friends: 32.4%
- Family: 26.3%
- Spouse: 19.7%
- Alone: 11.8%
What is your primary motivation for choosing a travel destination?

- Beaches / Climate: 25%
- Sightseeing: 24.7%
- Price: 11.8%
- Shopping: 11.2%
- Safety: 6.6%

Beaches and Sightseeing were the primary reasons for choosing a destination.
HOW RECENTLY HAVE YOU VISITED GUAM?

- I have never been to Guam: 49%
- 5+ Years: 11%
- 2-3 Years Ago: 11%
- This Past Year: 29%
WHEN DO YOU PLAN ON TRAVELING TO GUAM?

- This Year: 35%
- 2-3 Years: 23%
- 5+ Years: 4%
- I do not plan on traveling to Guam: 38%
SI YU’US MA’ASE!