



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **APRIL 2011**



**Prepared by: QMark Research**

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# Background & Methodology

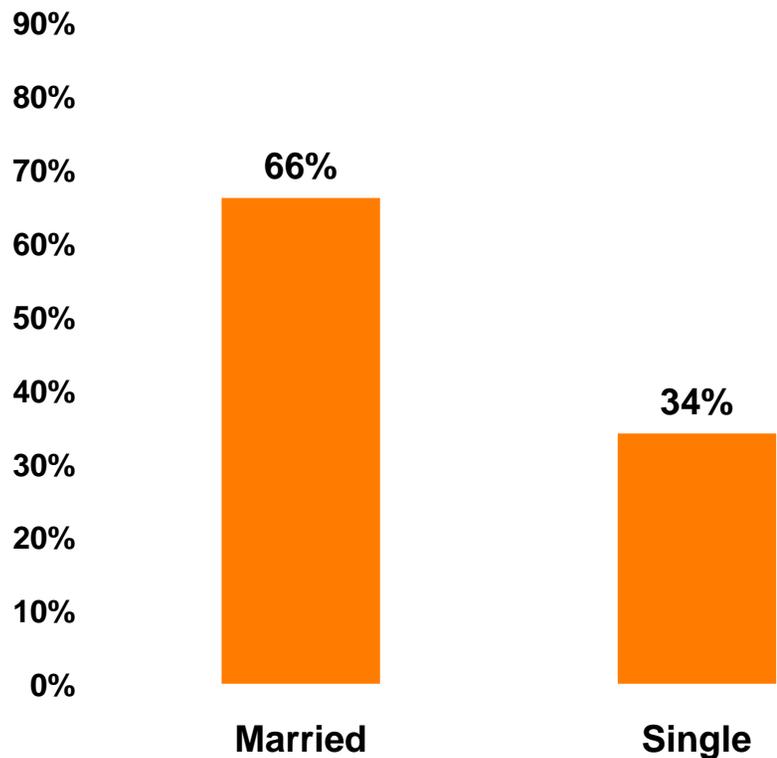
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **325** departing 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 **325** is +/- 5.4 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 +/- 5.4 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.

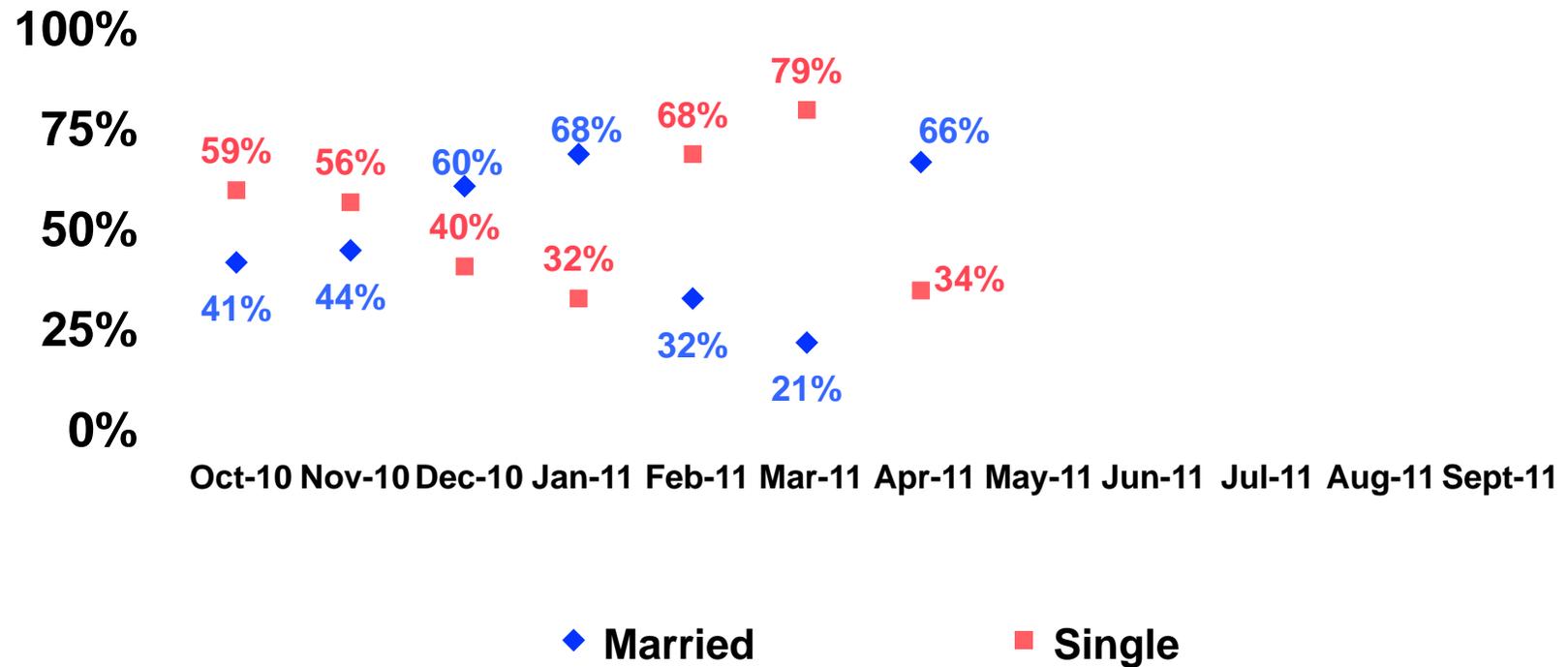
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

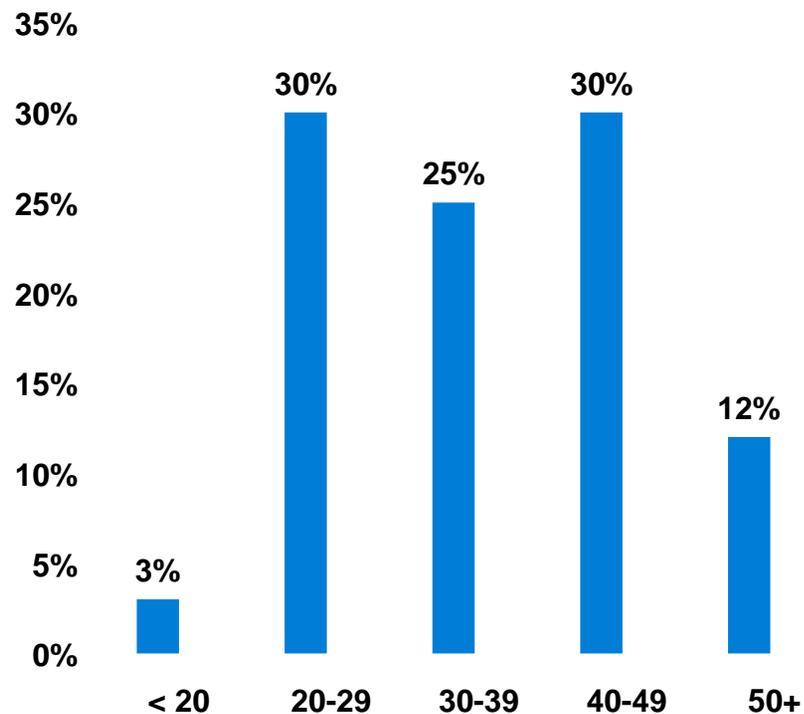


- 78% of repeat visitors are married.

# Marital Status

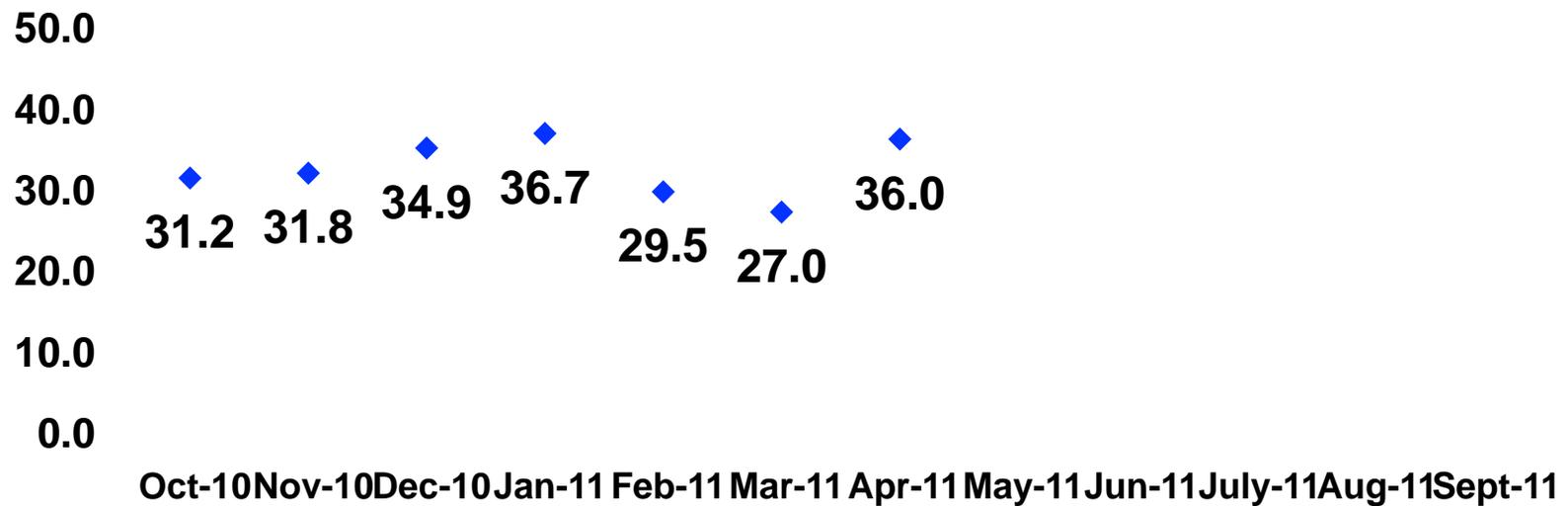


# Age - Overall

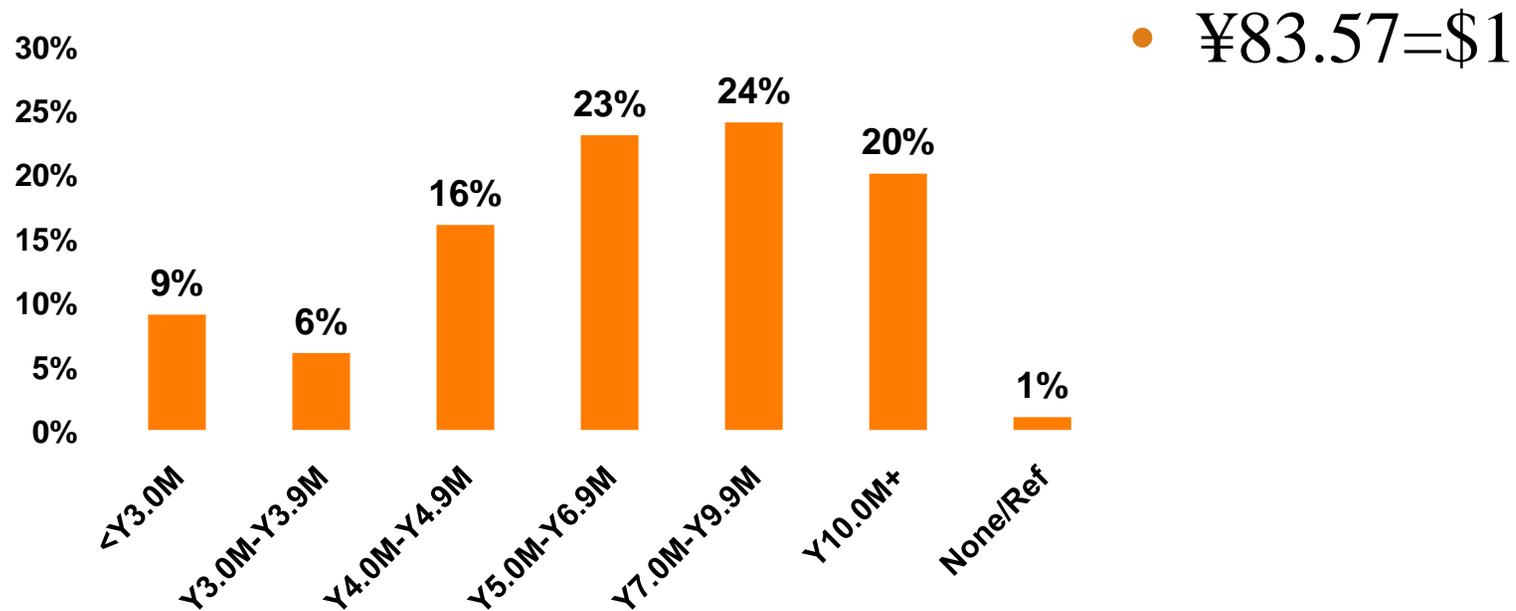


- The average age of the respondents is 36.0 years of age.

# Average Age

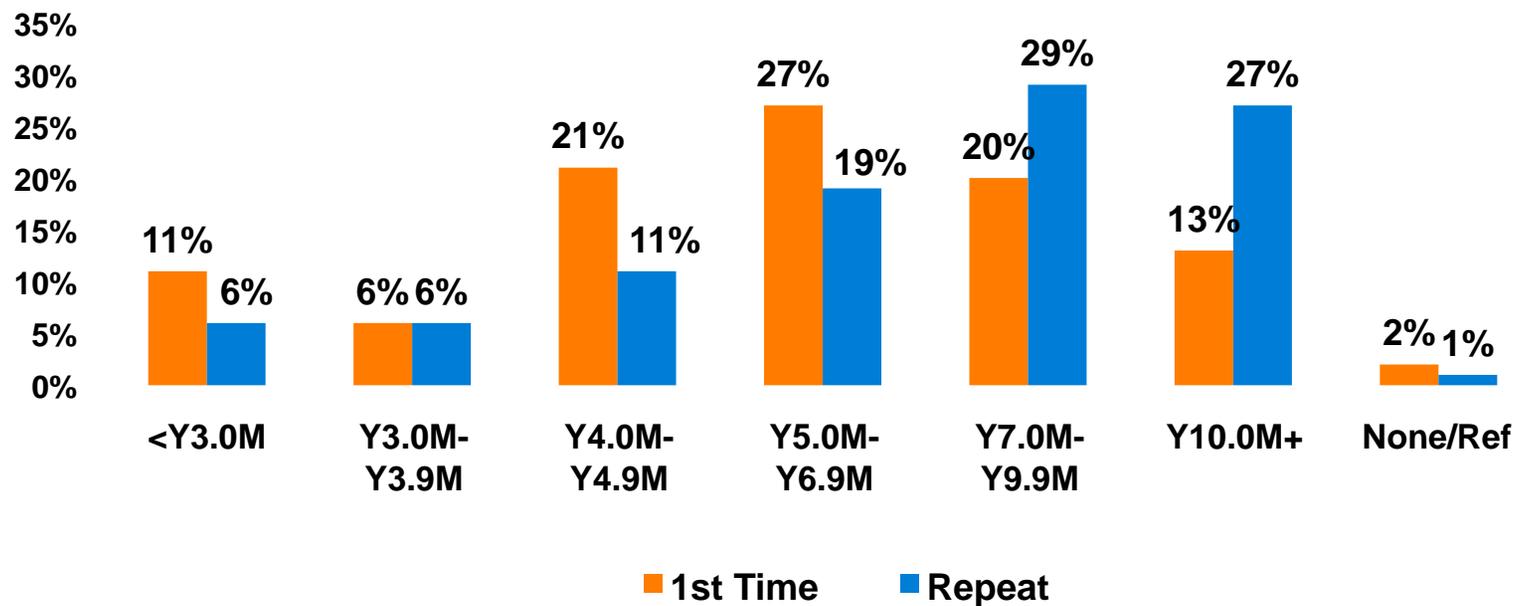


# Personal Income



# Personal Income

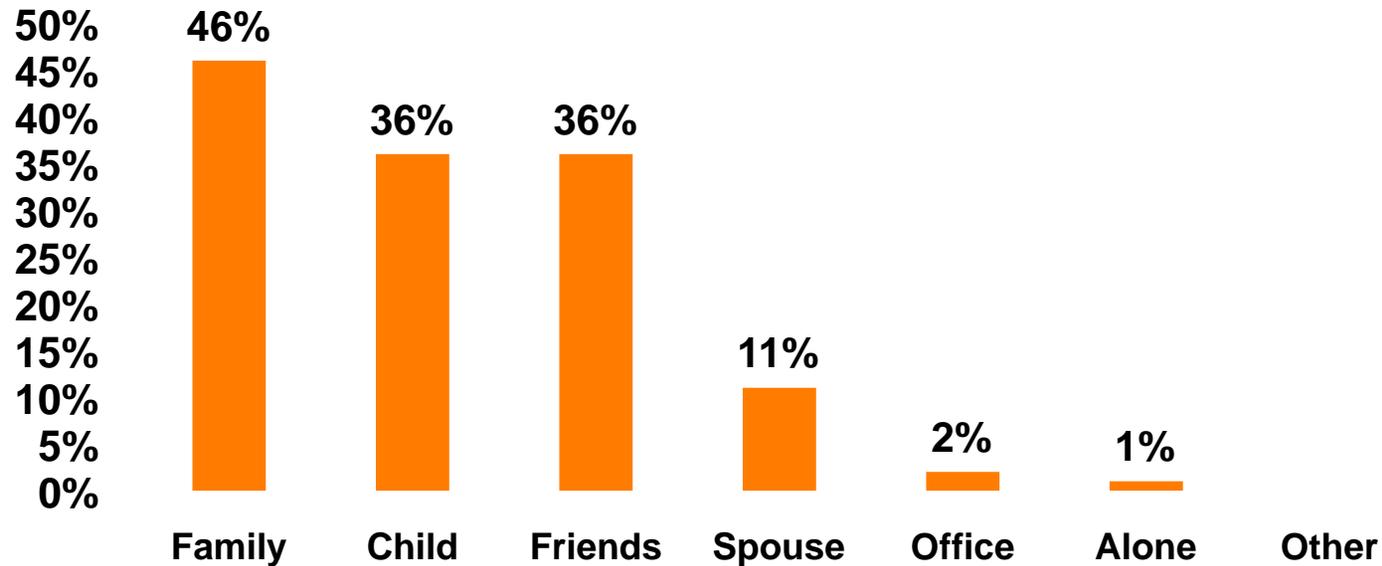
## 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
				Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME	<Y3.0M	Count	24	9	15	2	13	8		1
			9%	6%	12%	40%	17%	11%		3%
	Y3.0M-Y3.9M	Count	16	7	9		10	3	1	2
			6%	5%	7%		13%	4%	1%	6%
	Y4.0M-Y4.9M	Count	45	26	19	1	17	17	9	1
			16%	17%	15%	20%	22%	24%	10%	3%
	Y5.0M-Y6.9M	Count	64	33	31	2	10	19	22	11
			23%	22%	25%	40%	13%	26%	25%	33%
Y7.0M-Y9.9M	Count	67	40	27		10	13	33	11	
		24%	27%	21%		13%	18%	38%	33%	
Y10.0M+	Count	55	32	23		13	12	23	7	
		20%	21%	18%		17%	17%	26%	21%	
No Inc	Count	4	2	2		4				
		1%	1%	2%		5%				
Total	Count	275	149	126	5	77	72	88	33	

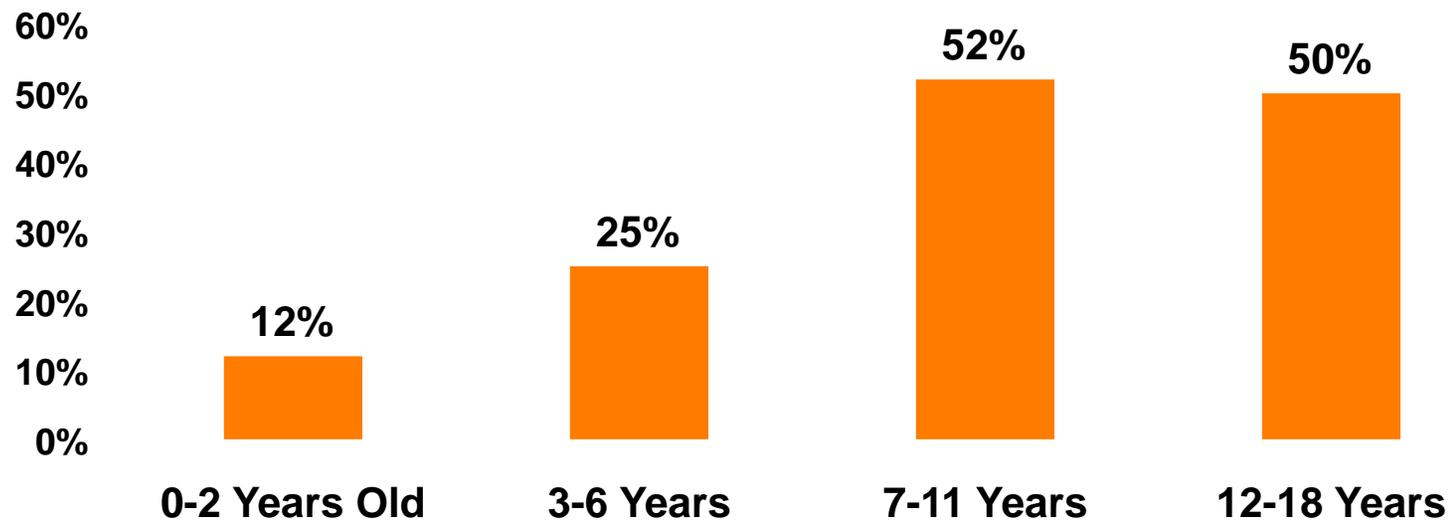
# Travel Companions



# Number of Children Travel Party

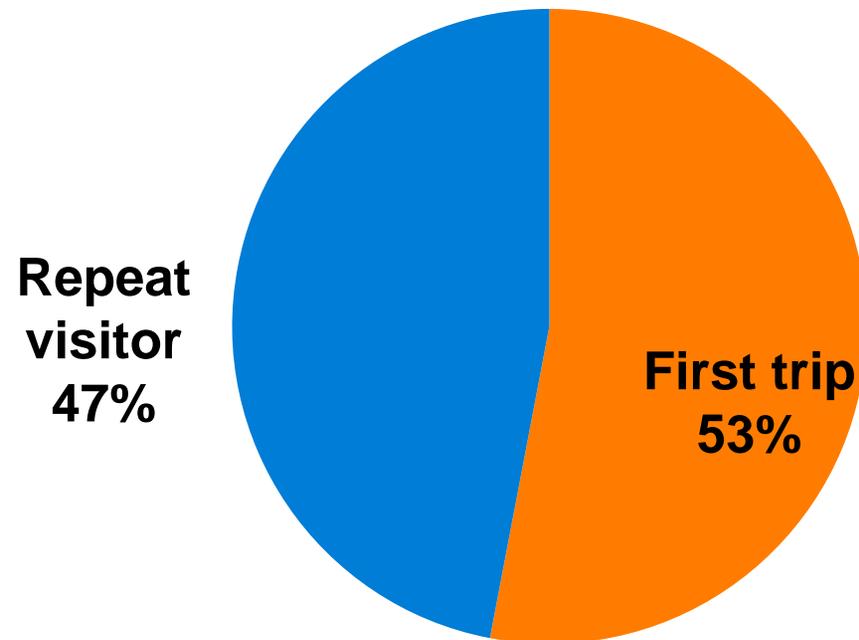
N=117 total respondents traveling with children.

(Of those N=117 respondents, there is a total of 202 children 18 years or younger)

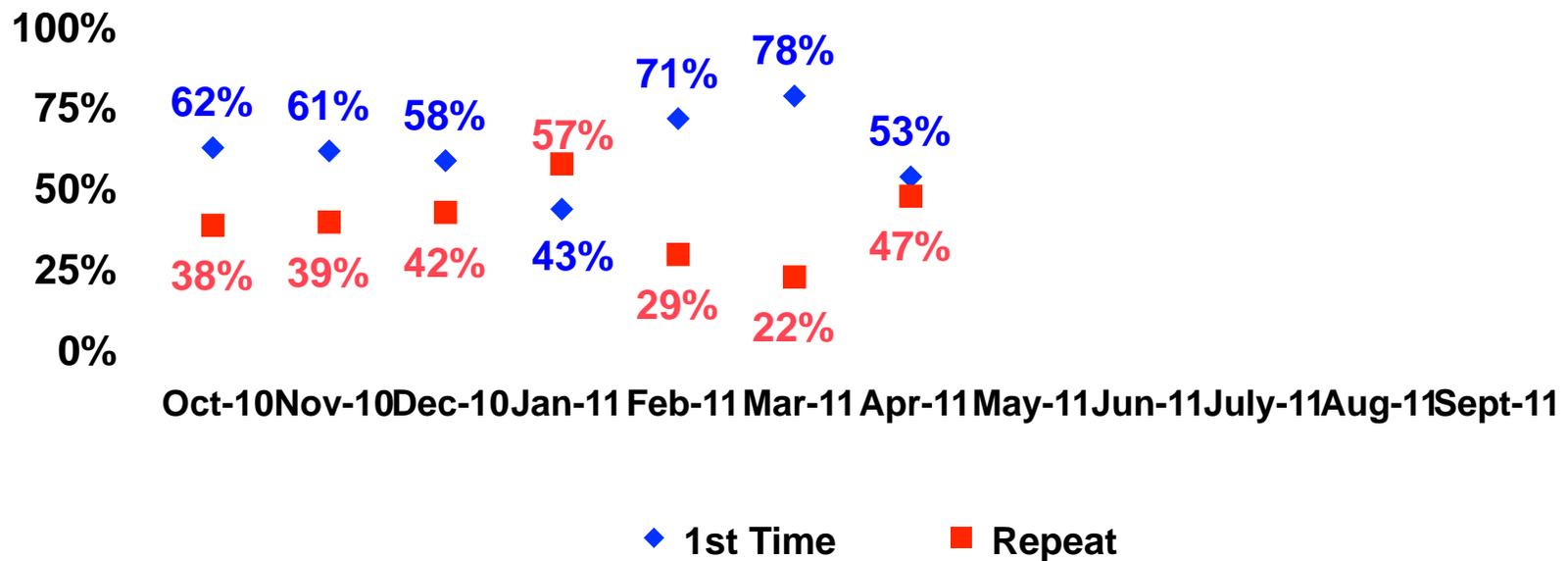


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# Prior Trips to Guam



# Prior Trips to Guam



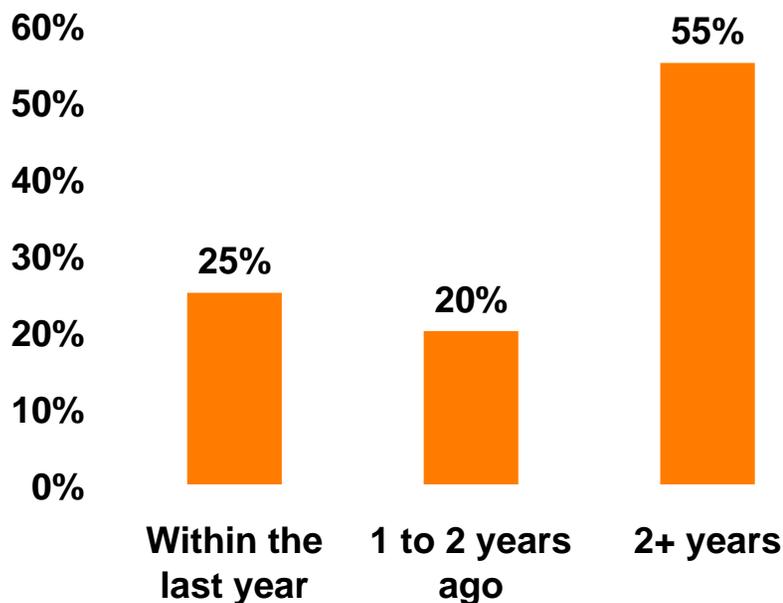
# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	165	80	84
			51%	47%	55%
	Female	Count	160	90	69
			49%	53%	45%
Total	Count		325	170	153
AGE	<20	Count	10	9	1
			3%	5%	1%
	20-29	Count	98	71	26
			30%	42%	17%
	30-39	Count	82	37	44
			25%	22%	29%
	40-49	Count	97	37	60
			30%	22%	39%
	50+	Count	38	16	22
			12%	9%	14%
Total	Count		325	170	153

- First-time visitors tend to be younger than repeat visitors to Guam.

# Repeat Visitors Last Trip

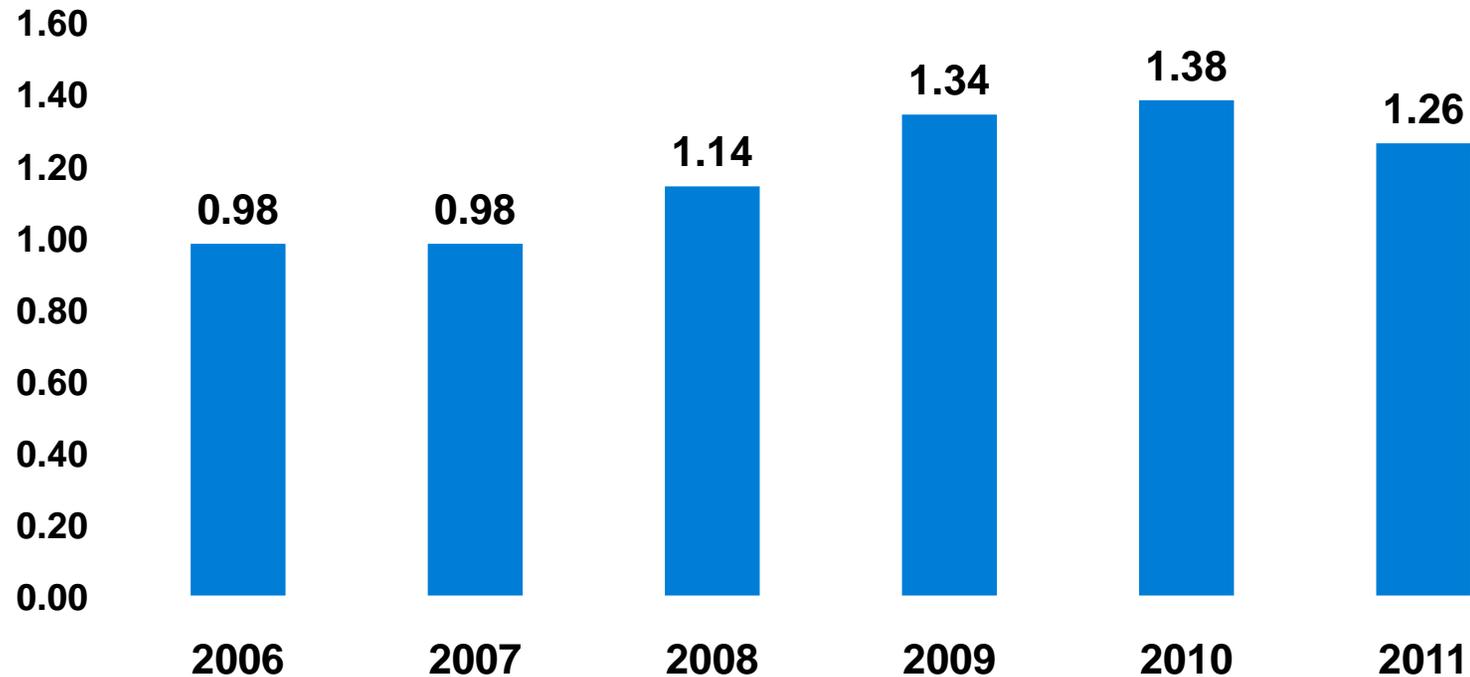
n = 153



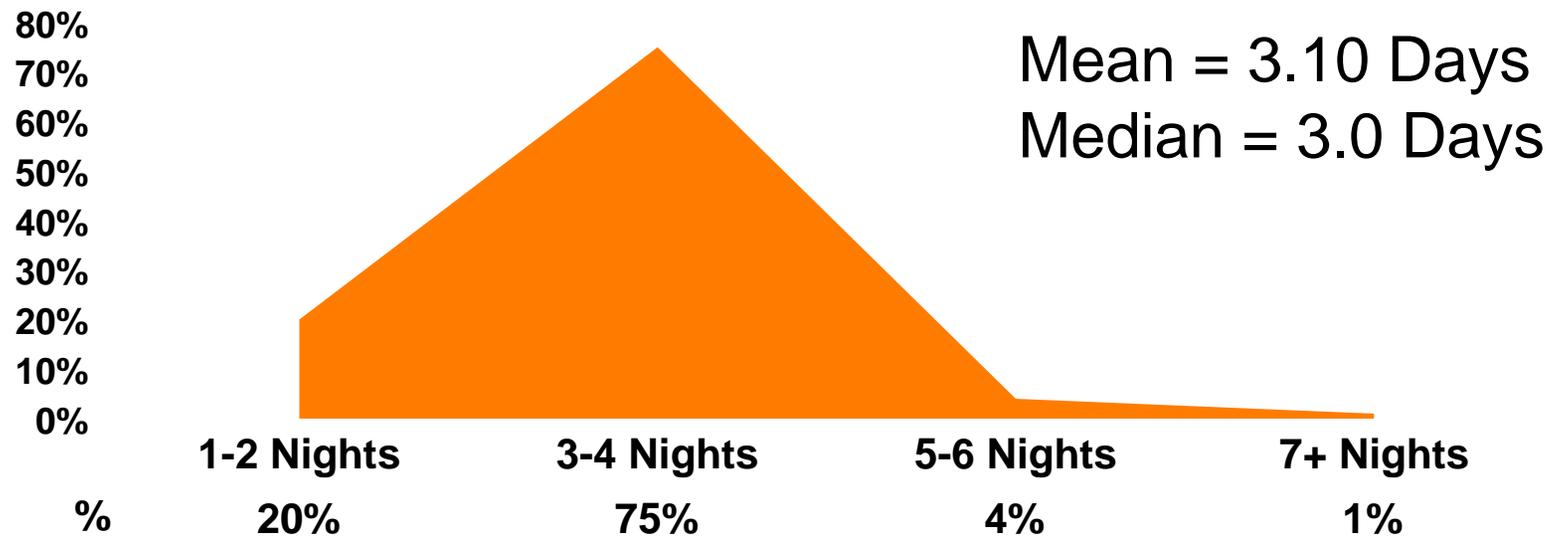
- The average repeat visitor has been to Guam 3.8 times.
- One in four repeat visitors have been to Guam within the last year.

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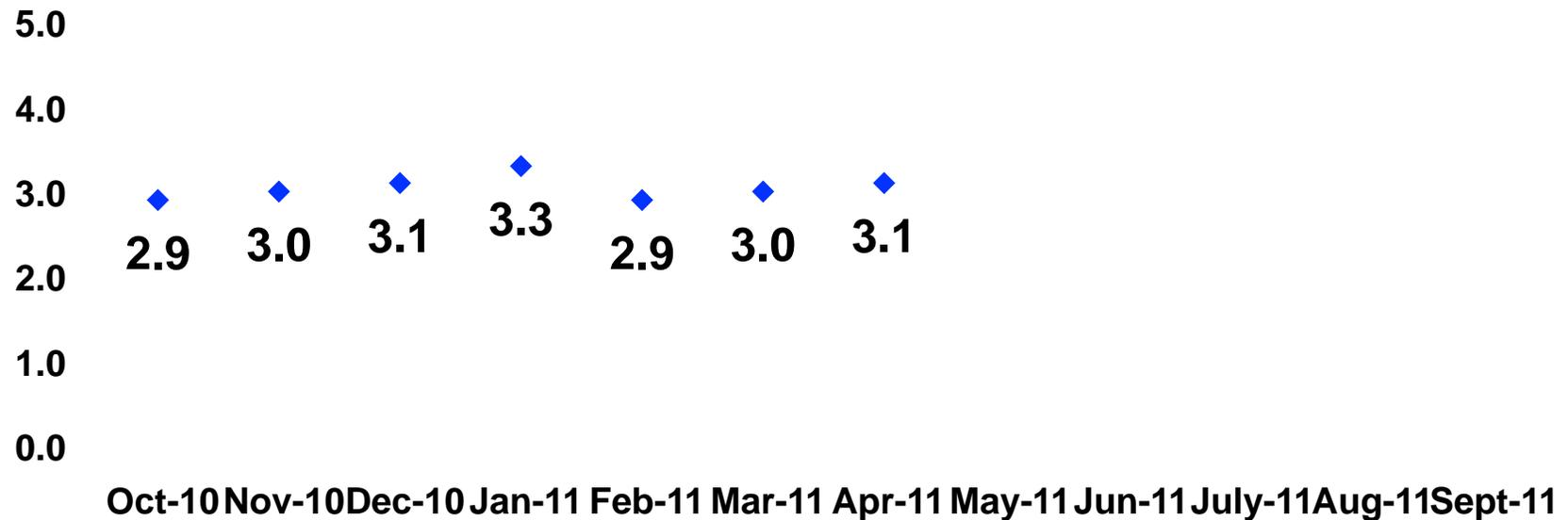
# Average Number Overnight Trips (2005-2011) (2 nights or more)



# Length of Stay

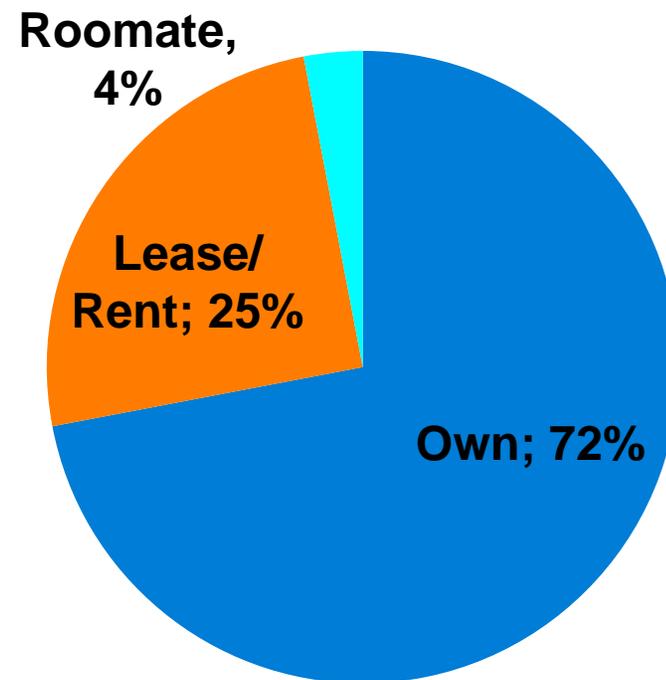


# Average Length of Stay



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# Living Accommodations

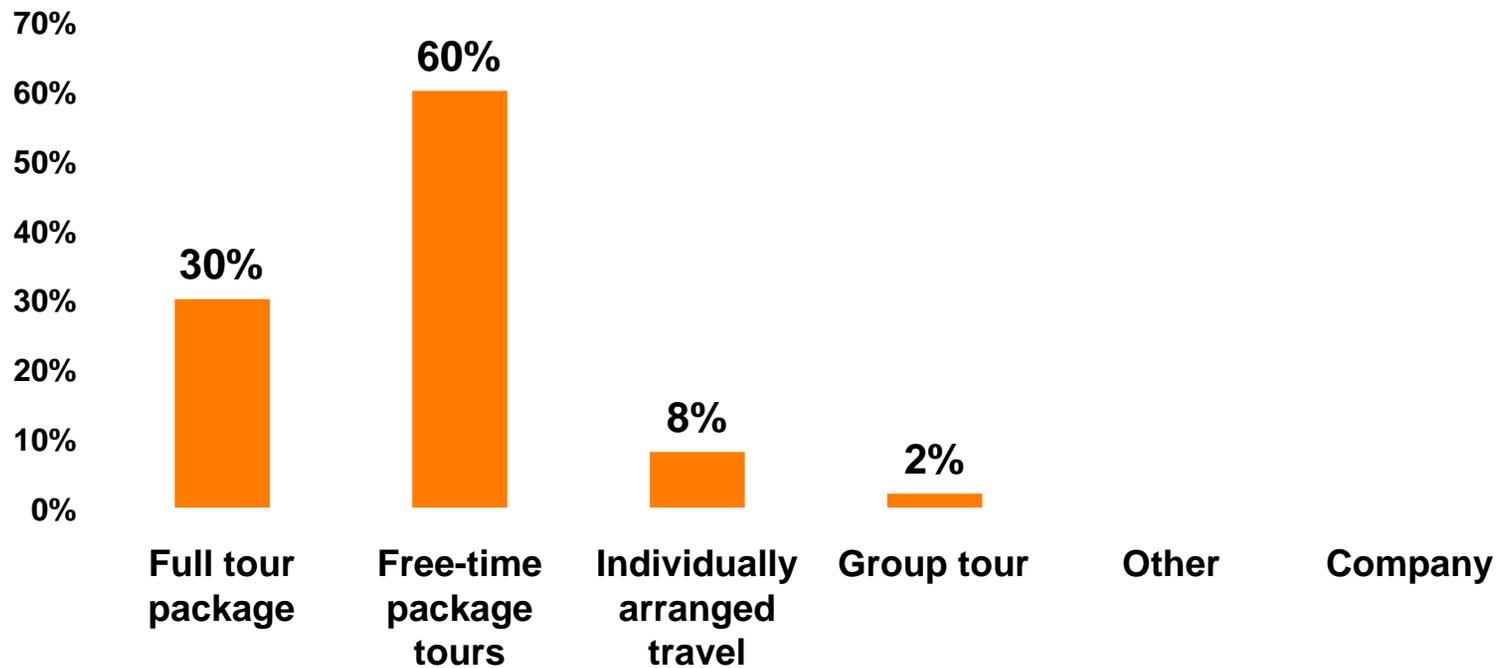


# Occupation by Income

		TOTAL	PERSONAL INCOME						No Inc
			<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.29	Student	19%	42%	6%	13%	9%	9%	22%	50%
	Homemaker	13%	4%	6%	7%	22%	16%	13%	
	Co. Employee: Engineer	13%	8%	6%	22%	13%	13%	15%	
	Co. Employee: Office Worker Non-Managerial	12%	4%	50%	9%	14%	12%	5%	25%
	Co. Employee: Manager	10%	4%	6%		6%	18%	22%	
	Self Employed	10%	8%	6%	7%	13%	12%	9%	
	Co. Employee: Salesperson	8%	8%	19%	20%	11%	1%	2%	
	Skilled Worker	2%	8%		7%	3%			
	Professional or Specialist	2%			4%	2%	4%	2%	
	Unemployed	3%			4%	2%	1%		25%
	Co. Employee: Executive	2%	4%		4%			5%	
	Teacher	2%			2%		3%	4%	
	Other	1%				2%	4%		
	Free-lancer	1%	4%			2%		2%	
	Freeter	1%	4%				1%		
	Government Employee: Office Worker Non-Managerial	1%				3%			
	Government Employee: Manager	1%					3%		
	Retired	1%							
Total	Count	314	24	16	45	64	67	55	4

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall

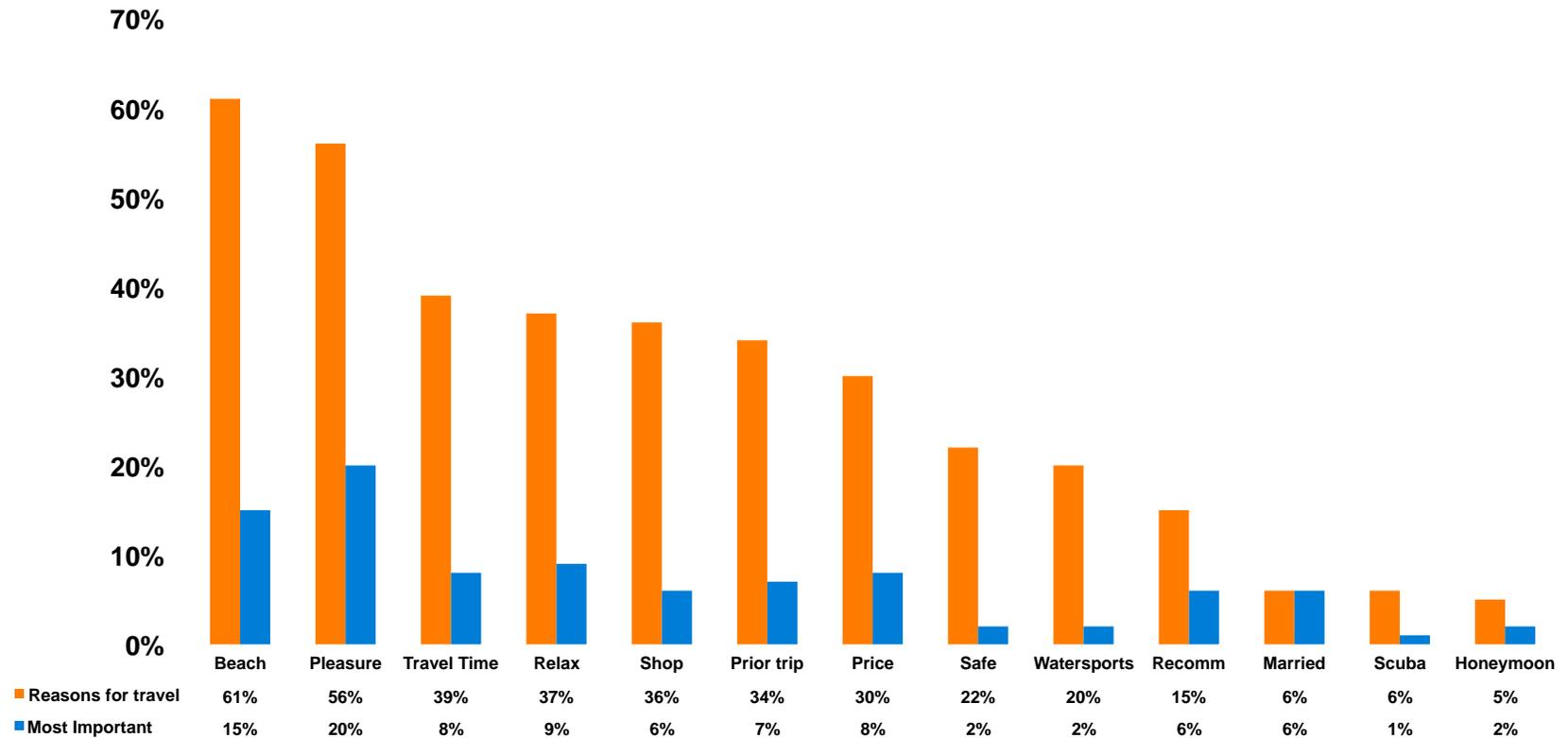


# Accommodation by Income

Average length of stay: 3.10 days

	TOTAL	PERSONAL INCOME							No Inc
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+		
Q.9 Japan Plaza Hotel	16%	17%	25%	20%	25%	15%	9%		
Outrigger Guam Resort	8%	8%	13%	7%	9%	8%	13%		
Guam Reef Hotel	8%	17%	13%	7%	9%	9%	7%		
Onward Beach Resort	9%	4%		9%	11%	8%	9%		
Hilton Guam Resort & Spa	7%	4%		7%	5%	9%	11%		
Pacific Islands Club PIC	6%		6%		5%	9%	15%		
Pacific Bay Hotel	4%	13%	13%	2%	3%	2%	4%	2.5%	
Oceanview Hotel	5%			7%	3%	5%	4%		
The Westin Resort Guam	4%	4%	6%	2%	9%	3%			
Fiesta Resort Guam	4%		6%	7%	2%	5%	4%	50%	
Grand Plaza Hotel	4%	4%	6%	2%		5%	5%		
Leo Palace Resort	3%	13%			3%	8%		2.5%	
Hotel Nikko Guam	4%	4%	13%	2%	3%	2%	5%		
Ramada Suites Guam	3%			4%	2%	6%	4%		
Hyatt Regency Guam	2%			7%	2%	3%	2%		
Royal Orchid Guam	2%	8%				2%	4%		
Tumon Bay Capital Hotel	2%	4%		2%	3%		2%		
Holiday Resort Guam	2%			2%	5%	2%			
Bayview Hotel	2%			2%		3%			
Sheraton Laguna Resort	1%			9%					
Guam Marriott Resort Hotel	1%			2%			4%		
Other	0%				2%				
Total Count	324	24	16	45	64	66	55	4	

# Travel Motivation - Top Responses



# Most Important Reason for Choosing Guam

- Pleasure,
- Guam's natural beauty/beaches and
- Relaxation

are the primary reasons for visiting during this period.

# Motivation by Age & Gender

	TOTAL	AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.5 Beautiful seas, beaches, tropical climate	61%	70%	69%	63%	53%	55%	59%	63%
Pleasure	56%	80%	65%	49%	54%	45%	54%	58%
Short travel time	39%	30%	28%	33%	57%	39%	43%	36%
Just to relax	37%	60%	30%	32%	43%	42%	32%	41%
Shopping	36%	40%	44%	35%	31%	29%	26%	46%
A previous visit	34%		17%	41%	46%	39%	35%	33%
Price of the tour package	30%	40%	39%	27%	23%	29%	32%	28%
It is a safe place to spend a vacation	22%	20%	14%	31%	22%	24%	22%	22%
Water sports	20%	20%	27%	15%	20%	13%	16%	24%
Recommendation of friend, relative, travel agency	15%	30%	30%	10%	7%	5%	9%	21%
SCUBA diving	6%	10%	9%	4%	4%	8%	7%	5%
To get married or Attend wedding	6%		4%	9%	3%	16%	9%	3%
Other	5%		4%	9%	5%	3%	5%	5%
Honeymoon	4%		9%	4%			7%	1%
To golf	2%			5%	4%		2%	3%
To visit friends or relatives	2%		3%	2%			1%	2%
My company sponsored me	1%				3%		1%	1%
Promotional materials from GVB	1%		2%		1%		1%	1%
Company or Business trip	1%		2%				1%	1%
Special promotion	1%			1%	1%			1%
Organized Sporting Activity	1%		1%	1%				1%
Career certification or testing	0%		1%					1%
Total Cases	324	10	98	81	97	38	164	160

# Motivation by Income

	TOTAL	PERSONAL INCOME							No Inc
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+		
Q.5 Beautiful seas, beaches, tropical climate	61%	67%	44%	71%	56%	60%	56%	100%	
Pleasure	56%	63%	44%	56%	48%	60%	56%	75%	
Short travel time	39%	17%	44%	33%	31%	52%	50%		
Just to relax	37%	25%	25%	36%	28%	46%	33%	25%	
Shopping	36%	33%	44%	33%	27%	36%	35%	25%	
A previous visit	34%	25%	38%	20%	30%	43%	46%		
Price of the tour package	30%	38%	56%	31%	19%	31%	33%		
It is a safe place to spend a vacation	22%	21%	19%	38%	20%	19%	20%		
Water sports	20%	17%	13%	22%	13%	16%	28%		
Recommendation of friend, relative, travel agency	15%	38%	13%	18%	9%	7%	20%	25%	
To get married or Attend wedding	6%	4%	6%	7%	9%	6%	4%		
SCUBA diving	6%	13%	6%	4%	5%	7%	4%		
Other	5%			7%	5%	9%	7%		
Honeymoon	4%	8%	13%	9%	2%			25%	
To golf	2%				2%	4%	7%		
To visit friends or relatives	2%	13%				1%			
My company sponsored me	1%					3%			
Promotional materials from GVB	1%						4%		
Company or Business trip	1%			2%			2%		
Special promotion	1%			2%	2%				
Organized Sporting Activity	1%						4%		
Career certification or testing	0%				2%				
Total Cases	324	24	16	45	64	67	54	4	

# SECTION 3 **EXPENDITURES**

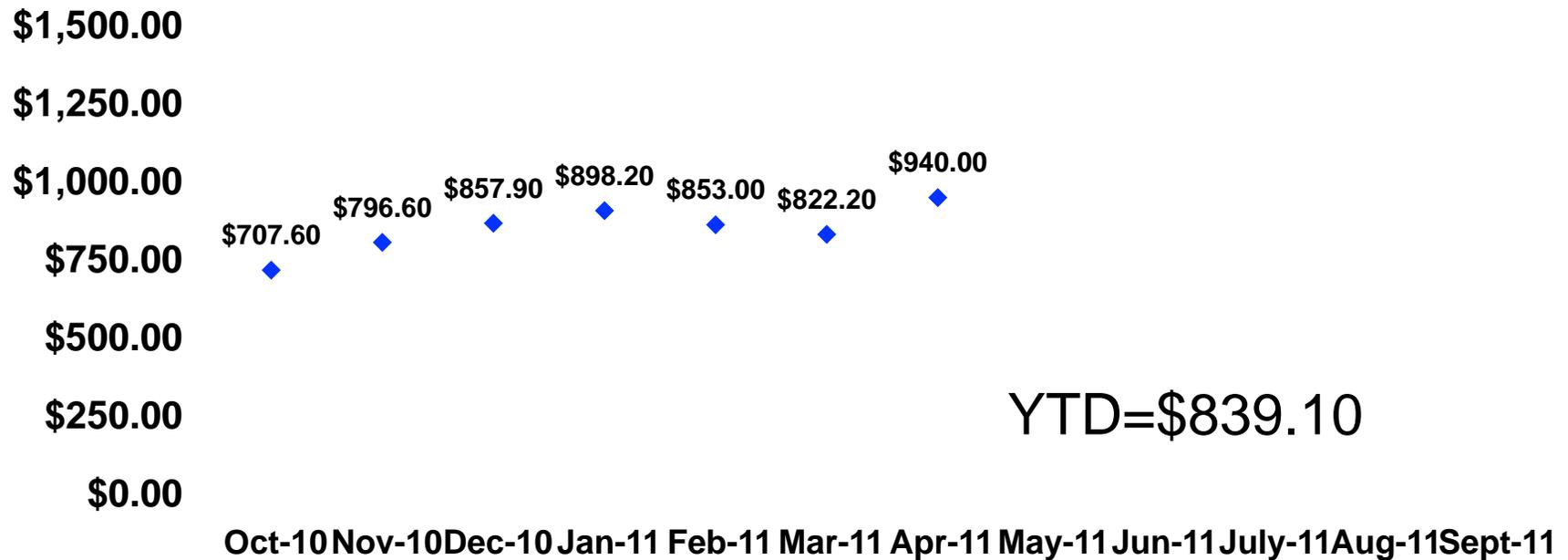
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# Prepaid Expenditures

¥83.57/US\$1

- \$2,616.90 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$15,555 = maximum (highest amount recorded for the entire sample)
- \$940.00 = overall mean average per person prepaid expenditures

# Prepaid Expenditures



# Breakdown of Prepaid Expenditures

¥83.57=\$1

(Filter: Only those who responded)

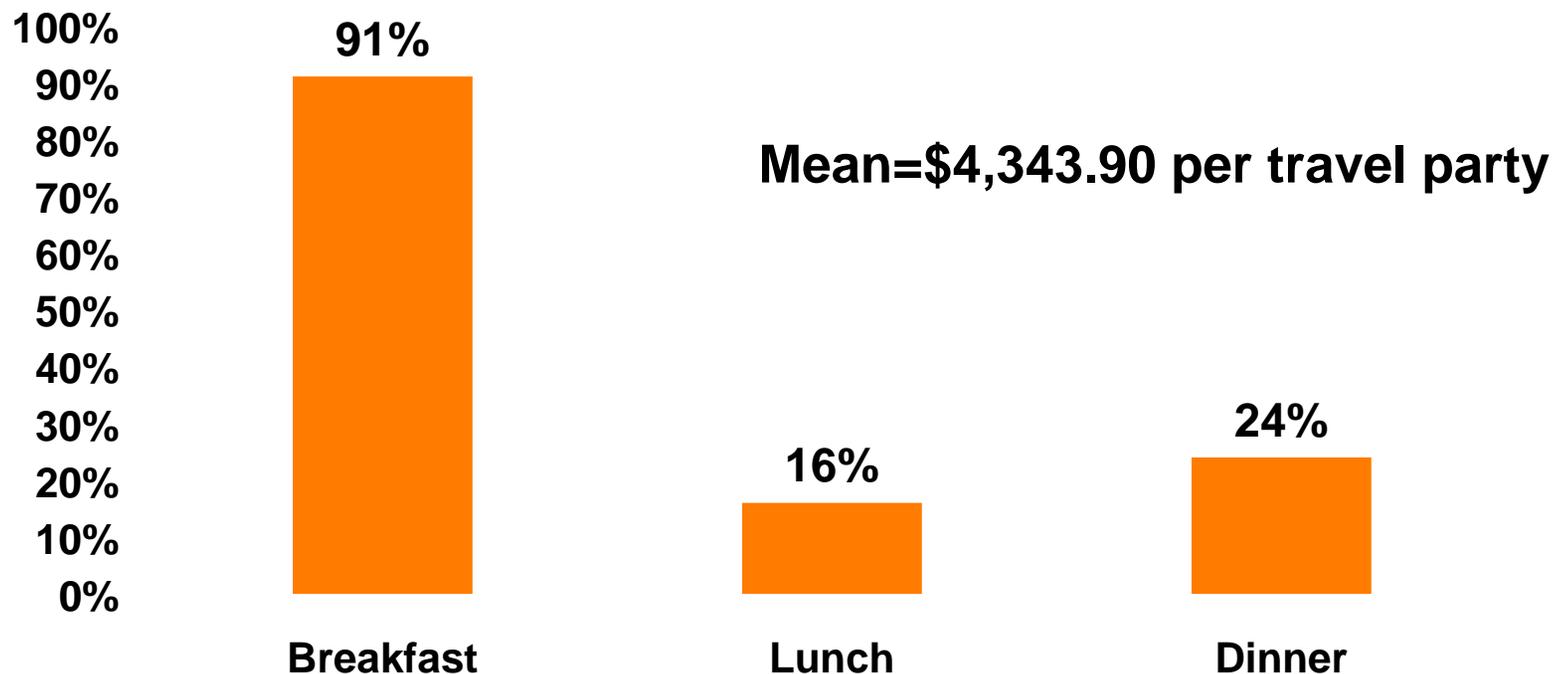
	MEAN \$
Air & Accommodation package only	\$2,281.50
Air & Accommodation w/ daily meal package	\$4,343.90
Air only	\$1,511.60
Accommodation only	\$917.40
Accommodation w/ daily meal only	\$478.60
Food & Beverages in Hotel	\$267.50
Ground transportation - Japan	\$117.40
Ground transportation - Guam	\$55.10
Optional tours/ activities	\$223.50
Other expenses	\$878.10
Total Prepaid	\$2,616.90

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# Prepaid Meal Breakdown

## Air/ Accommodations with Daily Meal Package

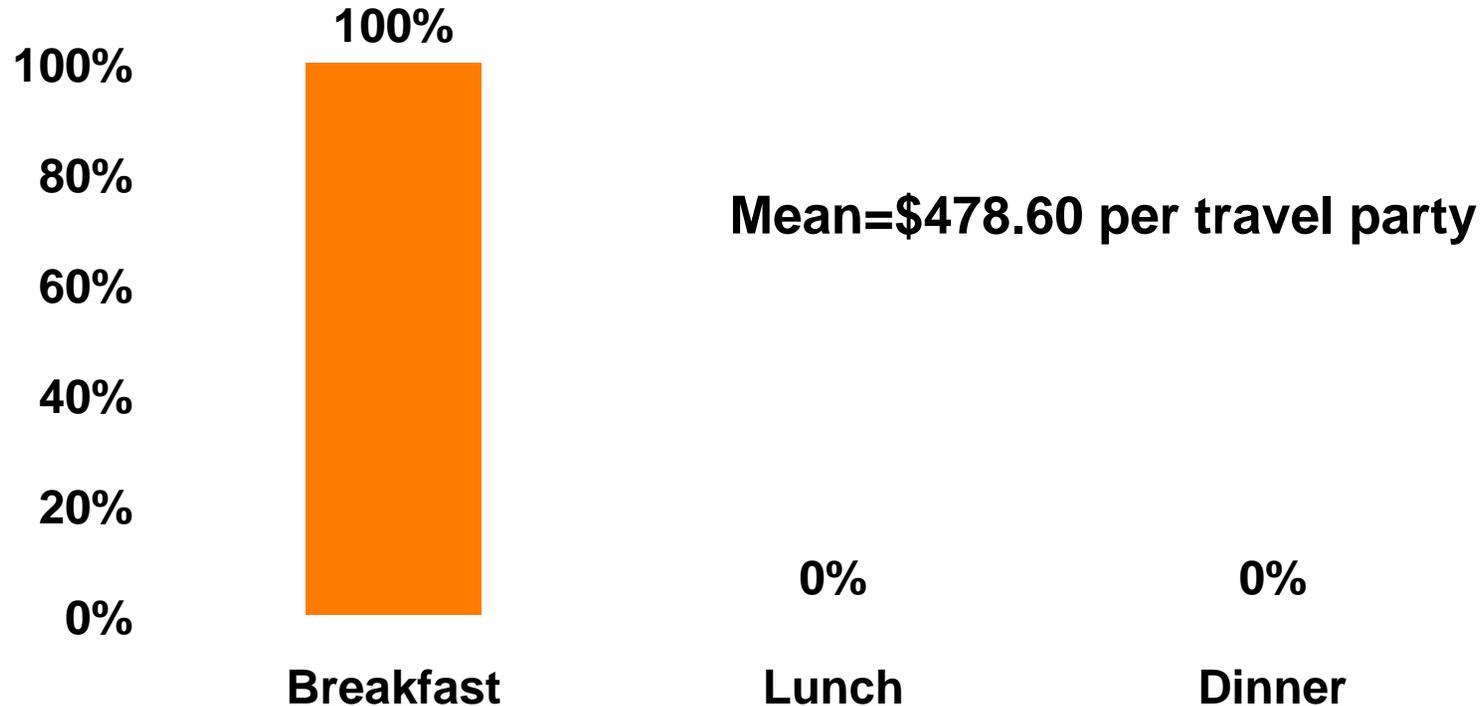
n=45



# Prepaid Meal Breakdown

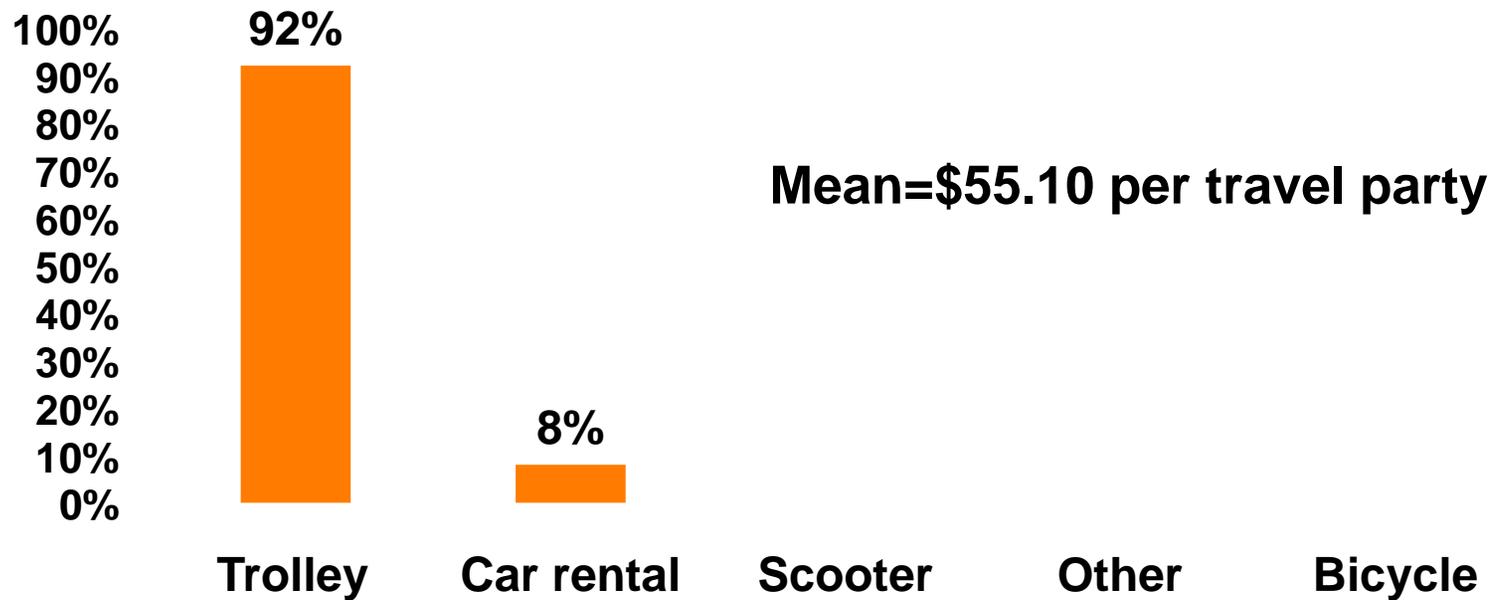
Accommodations with Daily Meal Package

n=1



# Prepaid Ground Transportation

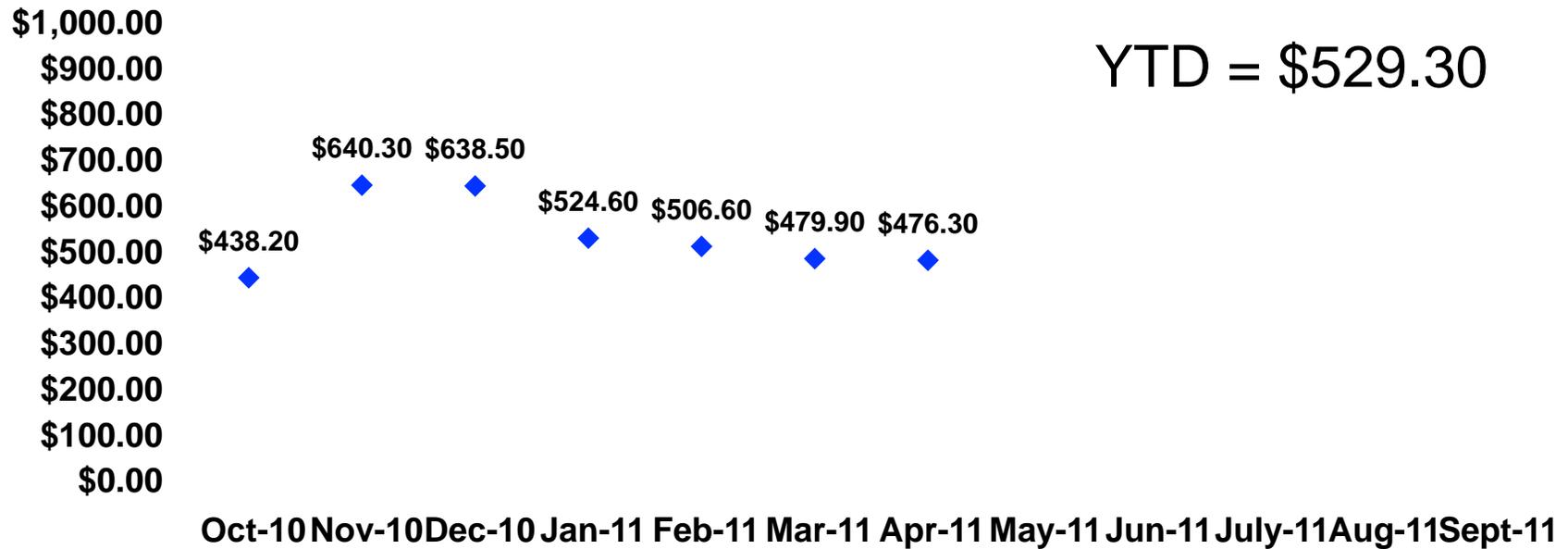
n=12



# On-Island Expenditures

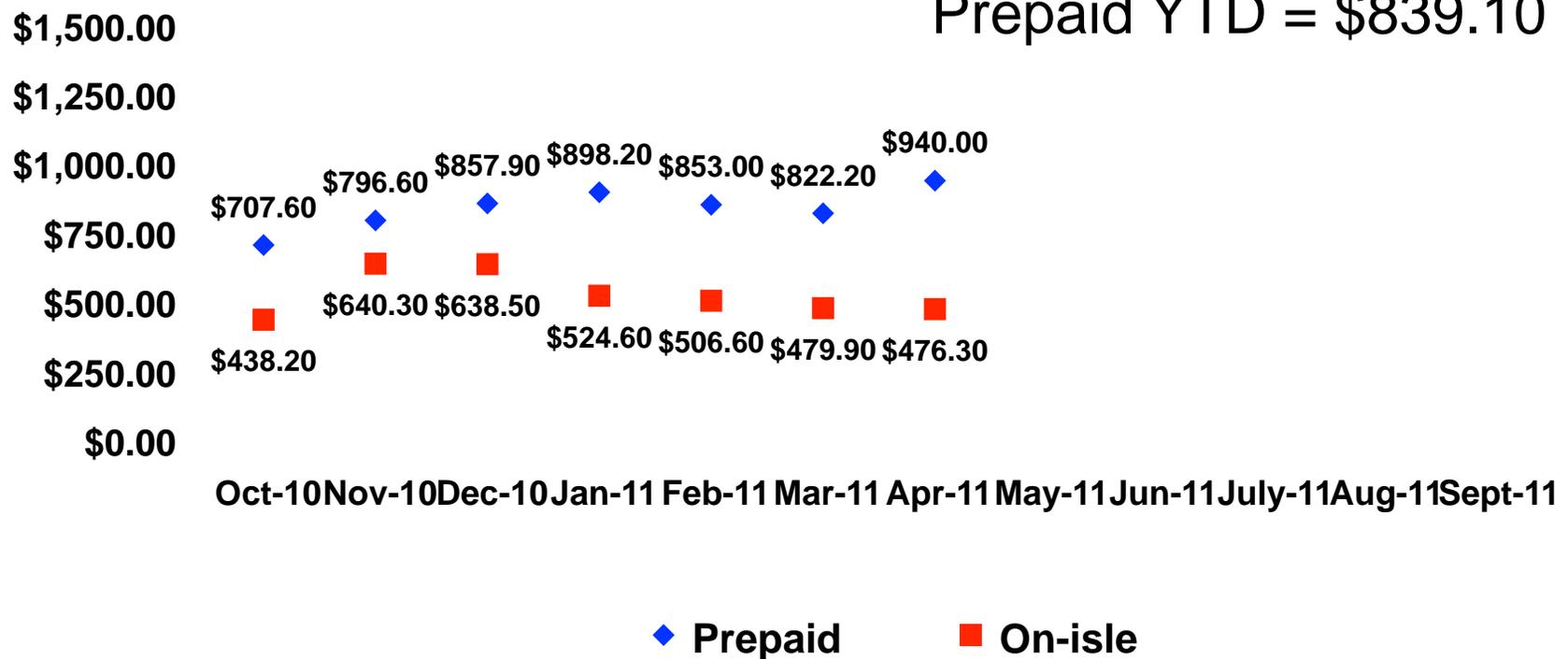
- \$1,030.80 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,000 = Maximum (highest amount recorded for the entire sample)
- \$476.30 = overall mean average per person on-island expenditure

# On-Island Expenditures



# Prepaid / On-Island Expenditures

On-Island YTD = \$529.30  
 Prepaid YTD = \$839.10



# Total On-Island Expenditure by Gender & Age

		GENDER		GENDER										
		TOTAL	Male	Female	Male					Female				
					AGE					AGE				
					<20	20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A	Mean	\$1,030.79	\$1,167.02	\$890.31	\$525.00	\$997.38	\$709.86	\$1,406.61	\$1,467.24	\$418.75	\$591.52	\$920.28	\$1,409.54	\$1,158.89
	Median	\$790	\$900	\$532	\$525	\$700	\$554	\$1,200	\$1,100	\$450	\$480	\$547	\$1,000	\$1,000

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$46.88	\$56.74	\$36.71	\$13.50	\$11.09	\$52.44	\$76.91	\$59.31
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF REST/CONV	Mean	\$41.27	\$47.38	\$34.98	\$19.60	\$22.76	\$32.94	\$55.54	\$76.32
	Median	\$20	\$20	\$15	\$13	\$7	\$0	\$30	\$40
F&B-OUT- SIDE HOTEL/ REST	Mean	\$115.35	\$132.70	\$97.46	\$37.20	\$68.99	\$78.76	\$208.20	\$97.42
	Median	\$50	\$100	\$36	\$31	\$40	\$0	\$120	\$45
OPTIONAL TOUR	Mean	\$102.32	\$118.73	\$85.39	\$23.00	\$82.21	\$82.46	\$143.66	\$112.37
	Median	\$0	\$0	\$0	\$0	\$5	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$310.46	\$300.61	\$320.61	\$129.00	\$237.53	\$272.93	\$442.47	\$290.26
	Median	\$100	\$100	\$100	\$125	\$66	\$100	\$150	\$125
GIFT/ SOUV- F&F AT HOME	Mean	\$163.01	\$172.71	\$153.01	\$88.20	\$128.19	\$123.34	\$208.97	\$240.79
	Median	\$100	\$100	\$96	\$90	\$50	\$100	\$100	\$135
LOCAL TRANS	Mean	\$22.23	\$24.29	\$20.10	\$1.00	\$10.59	\$12.99	\$47.56	\$13.11
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$229.40	\$313.24	\$142.93	\$137.50	\$185.01	\$175.83	\$204.68	\$546.74
	Median	\$0	\$0	\$0	\$3	\$0	\$0	\$0	\$15
TOTAL ON ISLAND	Mean	\$1,030.79	\$1,167.02	\$890.31	\$440.00	\$744.76	\$830.46	\$1,407.67	\$1,394.21
	Median	\$790	\$900	\$532	\$450	\$500	\$552	\$1,100	\$1,090

# On-Island Expenditures

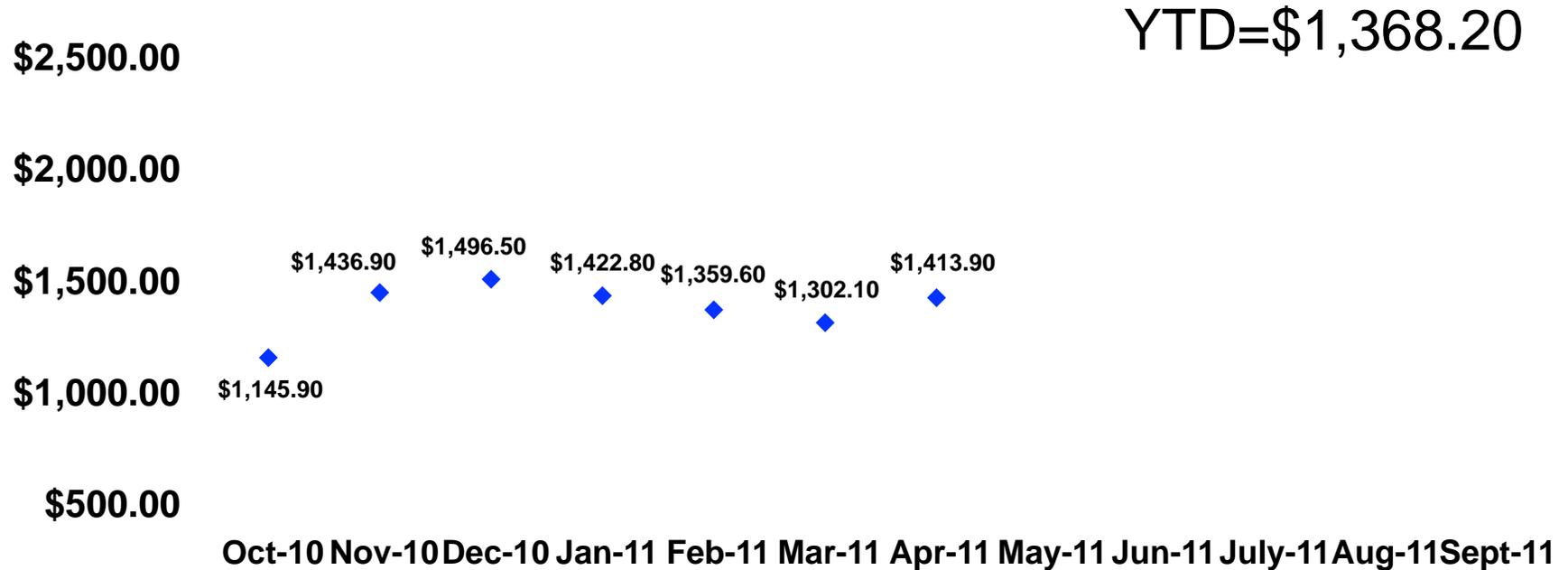
## First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$35.30	\$60.36
	Median	\$0	\$0
F&B-FF	Mean	\$32.85	\$51.18
REST/CONV	Median	\$12	\$20
F&B-OUT- SIDE	Mean	\$81.21	\$154.79
HOTEL/ REST	Median	\$32	\$100
OPTIONAL	Mean	\$97.86	\$108.61
TOUR	Median	\$0	\$0
GIFT/	Mean	\$225.21	\$396.81
SOUV-SELF	Median	\$100	\$100
GIFT/ SOUV-	Mean	\$160.64	\$164.51
F&F AT HOME	Median	\$91	\$100
LOCAL TRANS	Mean	\$10.96	\$35.04
	Median	\$0	\$0
OTHER EXP	Mean	\$199.43	\$262.10
	Median	\$0	\$0
TOTAL ON	Mean	\$833.16	\$1,244.58
ISLAND	Median	\$625	\$990

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

- \$1,413.90 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,938 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures



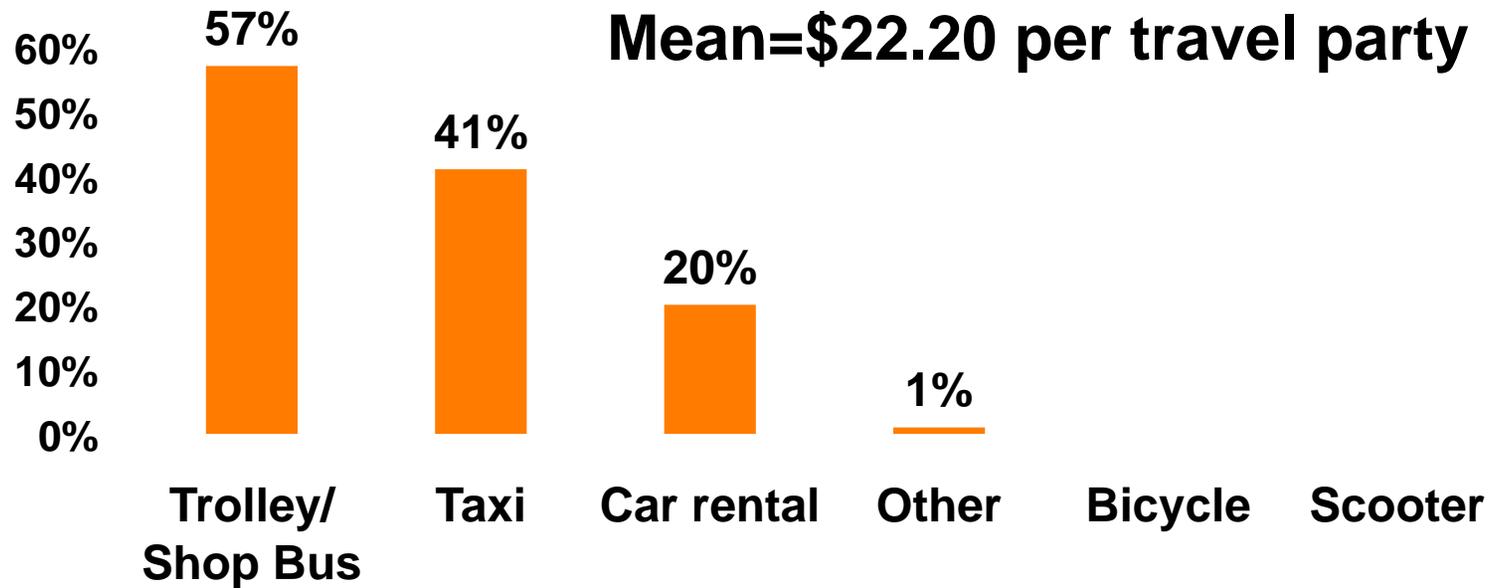
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# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$46.90
Food & beverage in fast food restaurant/ convenience store	\$41.30
Food & beverage at restaurants or drinking establishments outside a hotel	\$115.30
Optional tours and activities	\$102.30
Gifts/ souvenirs for yourself/companions	\$310.50
Gifts/ souvenirs for friends/family at home	\$163.00
Local transportation	\$22.20
Other expenses not covered	\$229.40
<b>Average Total</b>	<b>\$1,030.80</b>

# Local Transportation

n=90



# Guam Airport Expenditures

- \$36.20 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,000 = Maximum (highest amount recorded for the entire sample)

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# Breakdown of Airport Expenditures

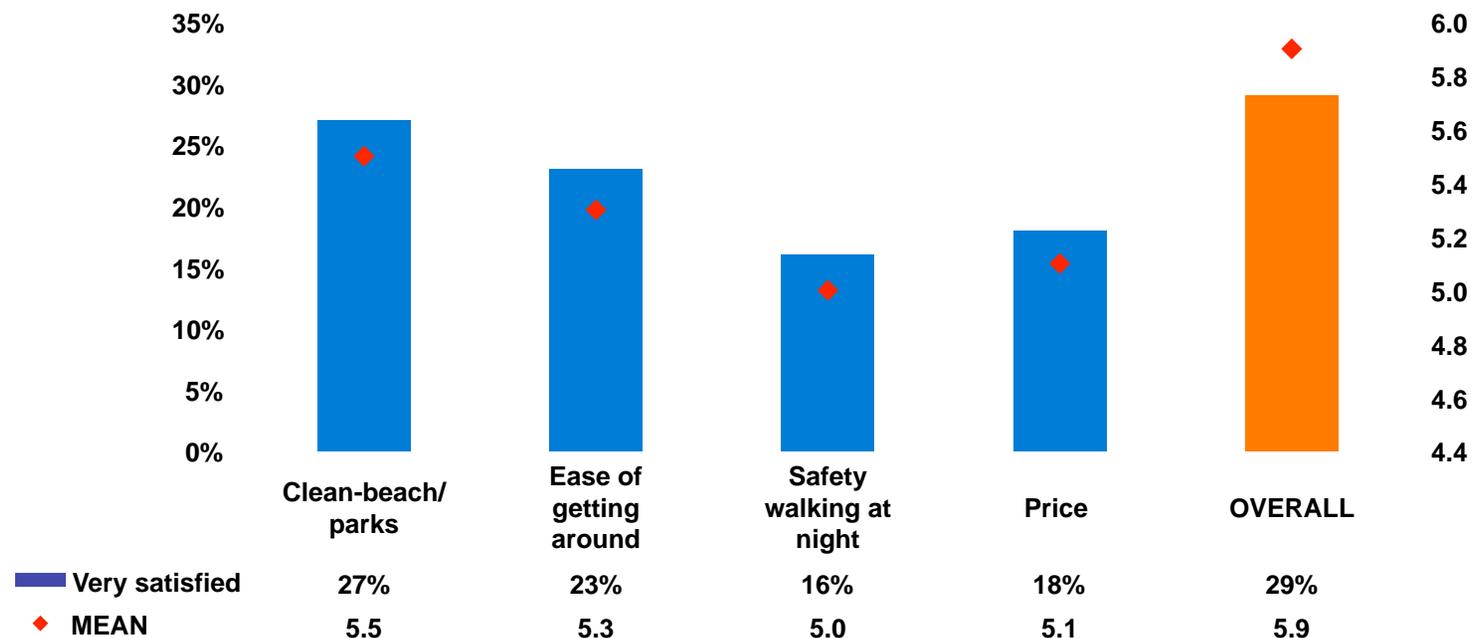
	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	<b>\$9.60</b>
<b>Gifts/Souvenirs Self</b>	<b>\$13.80</b>
<b>Gifts/Souvenirs Others</b>	<b>\$12.80</b>
<b>Total</b>	<b>\$36.20</b>

# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

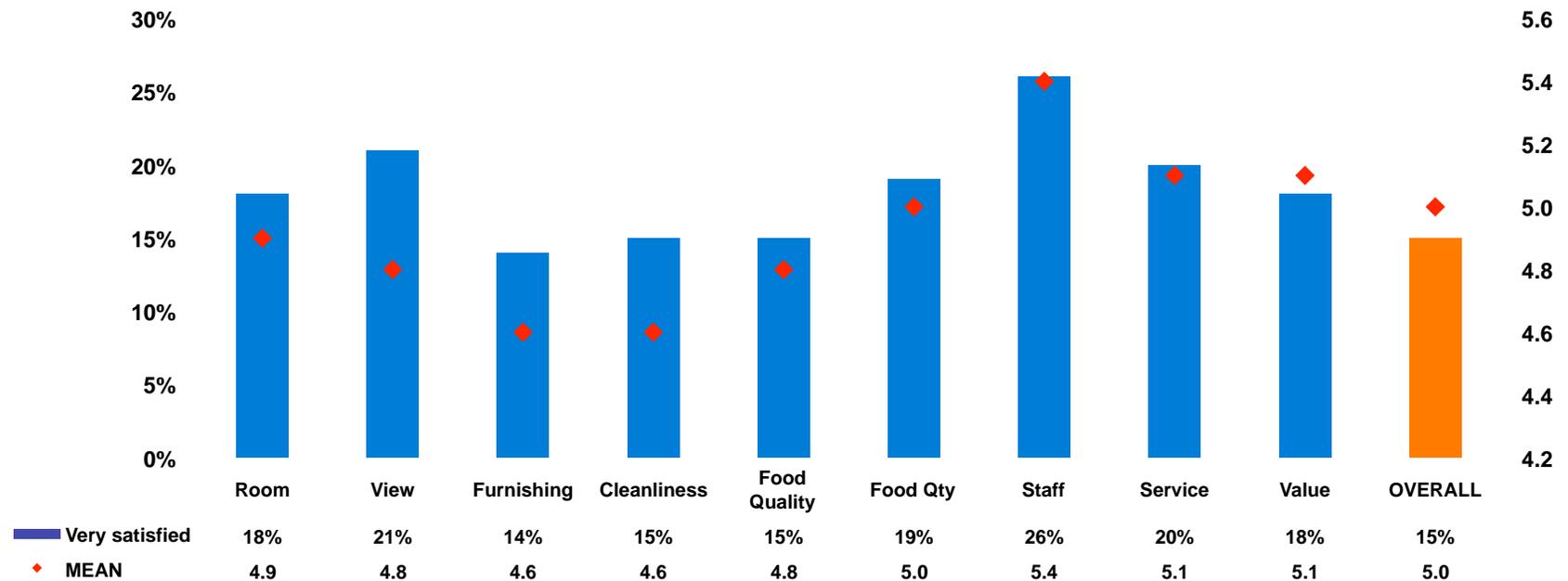
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

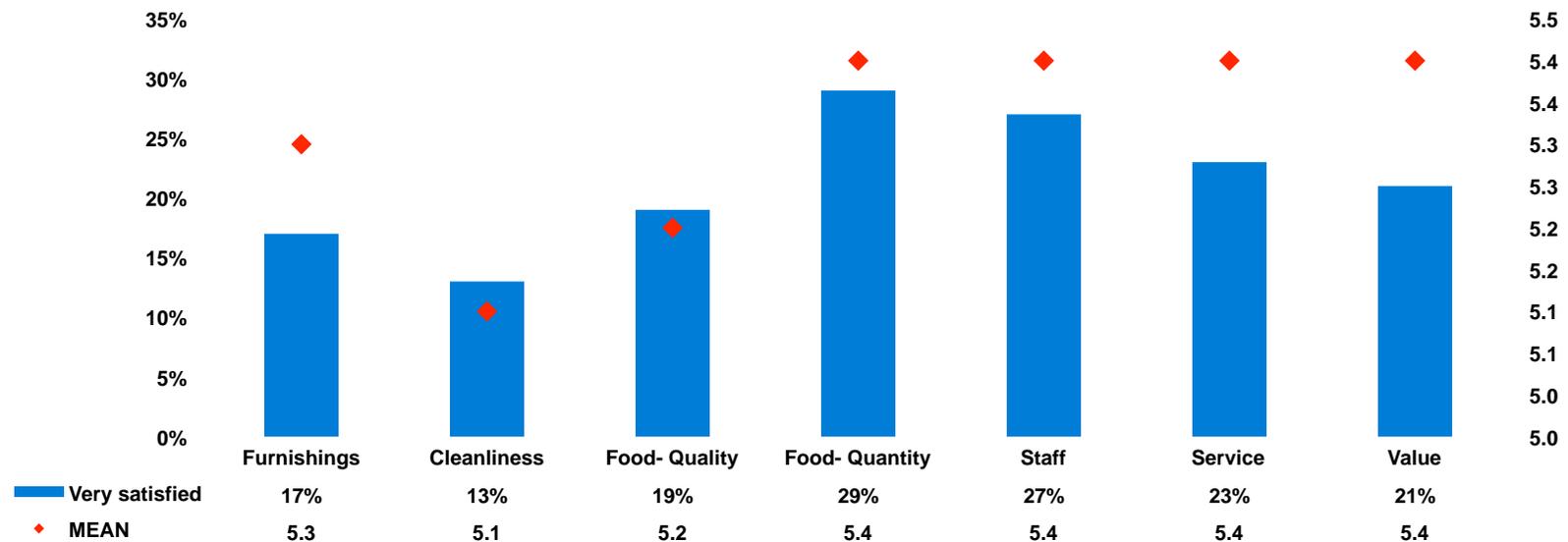
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

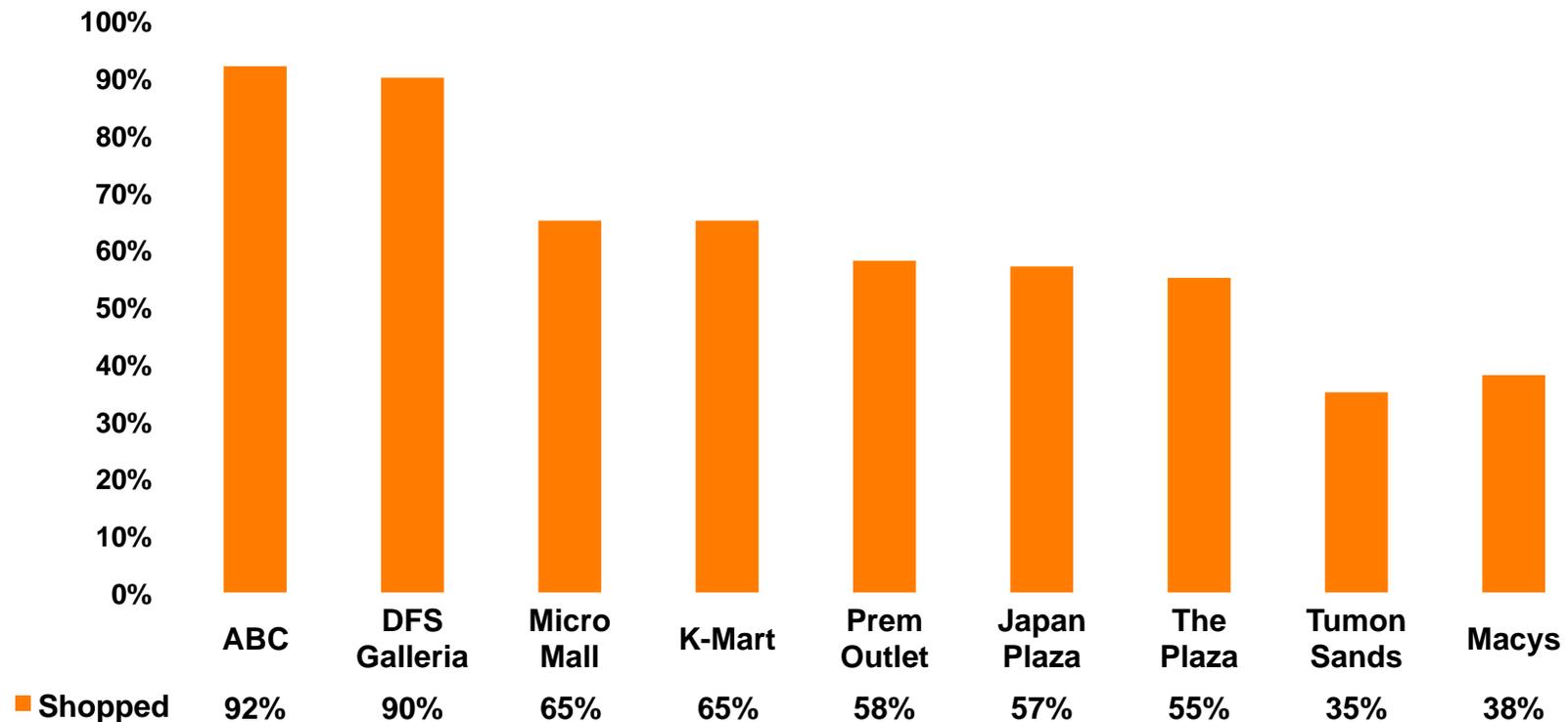
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



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# Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

::

**Quality of Shopping**

Score of 6 to 7 = **56%**

Score of 4 to 5 = **42%**

Score 1 to 3 = **2%**

**MEAN = 5.5**

**Variety of Shopping**

Score of 6 to 7 = **54%**

Score of 4 to 5 = **43%**

Score 1 to 3 = **4%**

**MEAN = 5.5**

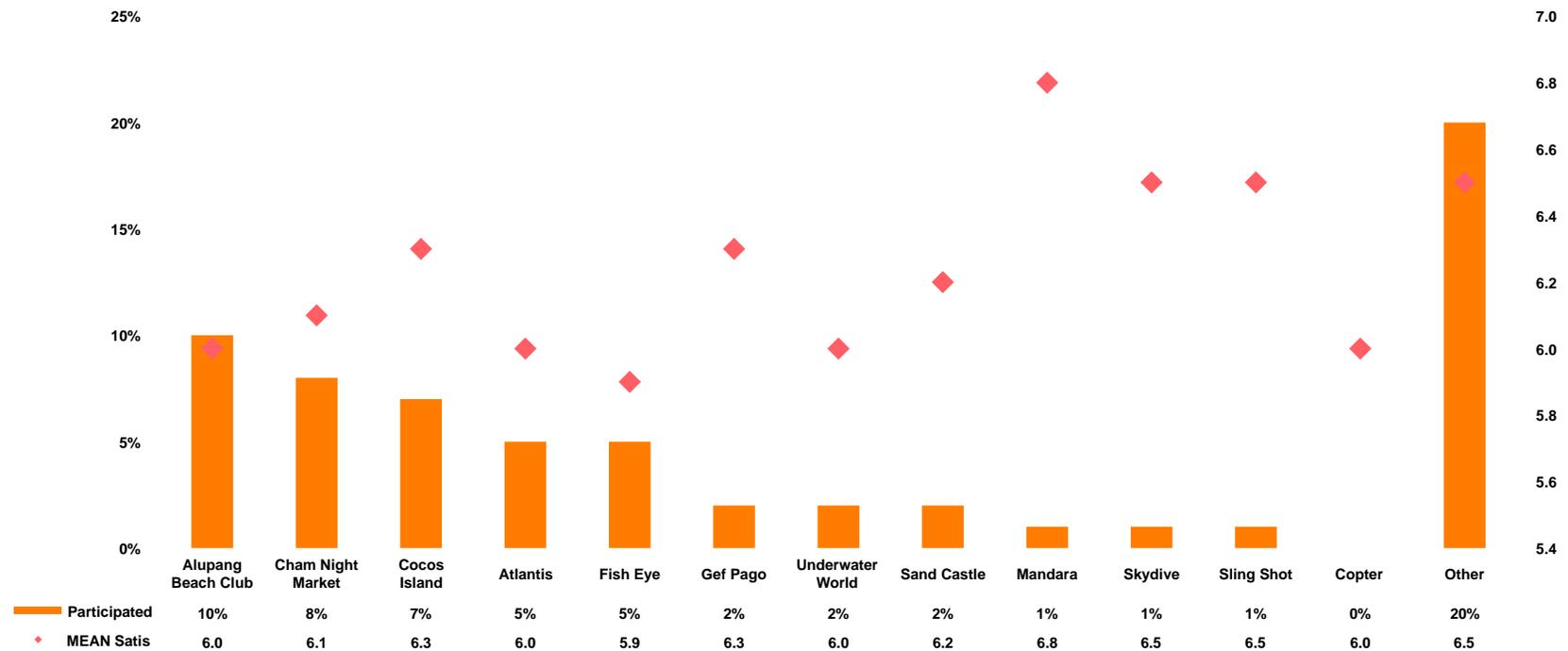
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# Optional Tour Participation

- Average number of tours participated in is 1.1



# Optional Tours Participation & Satisfaction



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# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

∴

**Quality of Day Tour**

Score of 6 to 7 = **52%**

Score of 4 to 5 = **46%**

Score 1 to 3 = **2%**

**MEAN = 5.4**

**Variety of Day Tour**

Score of 6 to 7 = **47%**

Score of 4 to 5 = **52%**

Score 1 to 3 = **1%**

**MEAN = 5.3**

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# Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

∴

**Quality of Night Tour**

Score of 6 to 7 = **27%**

Score of 4 to 5 = **70%**

Score 1 to 3 = **2%**

**MEAN = 4.8**

**Variety of Night Tour**

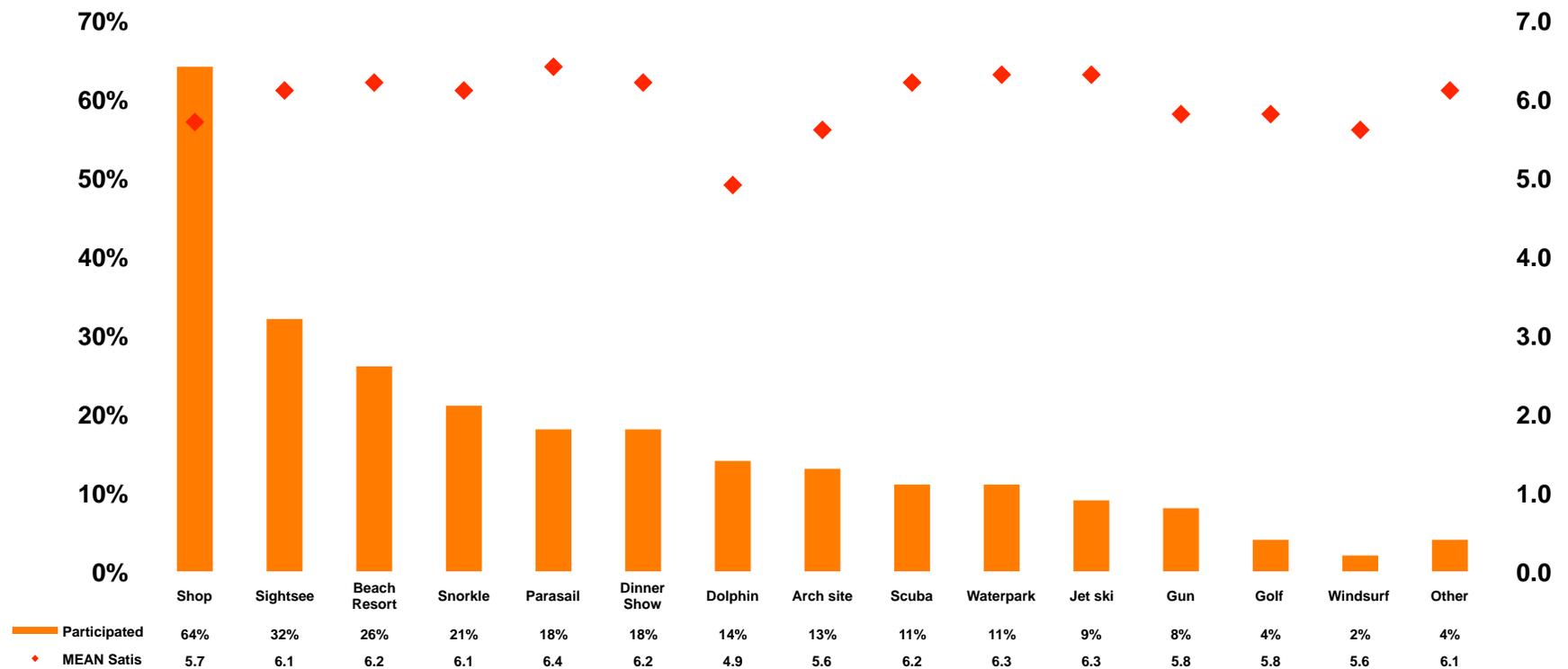
Score of 6 to 7 = **30%**

Score of 4 to 5 = **68%**

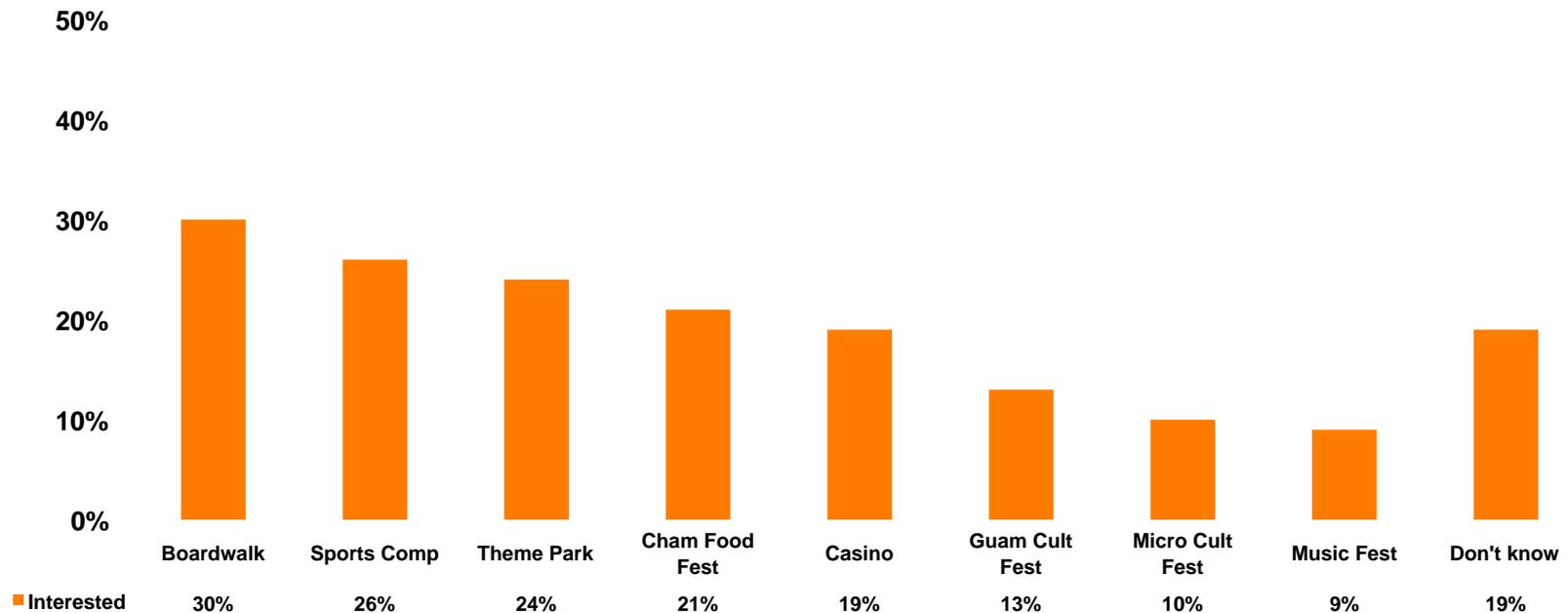
Score 1 to 3 = **2%**

**MEAN = 4.8**

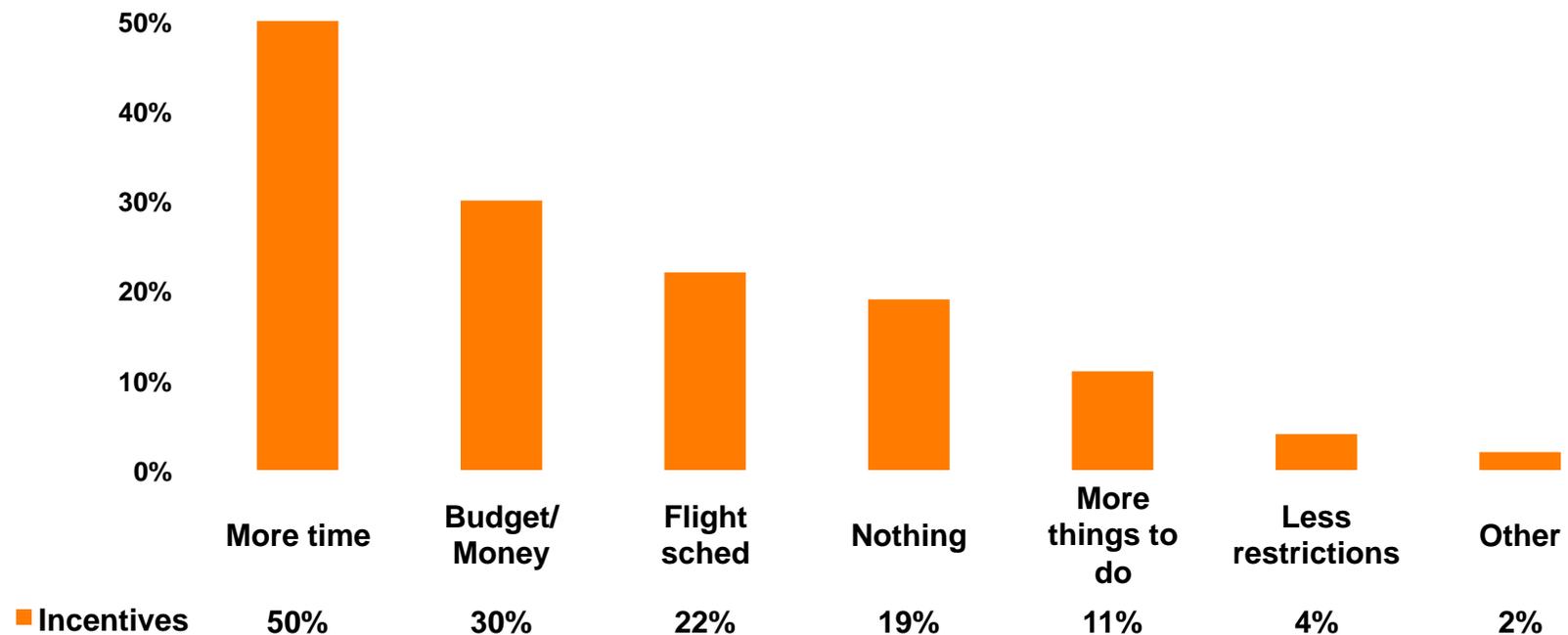
# Satisfaction with Other Activities



# Which activities or attractions would you most likely participate in if they were available on Guam?



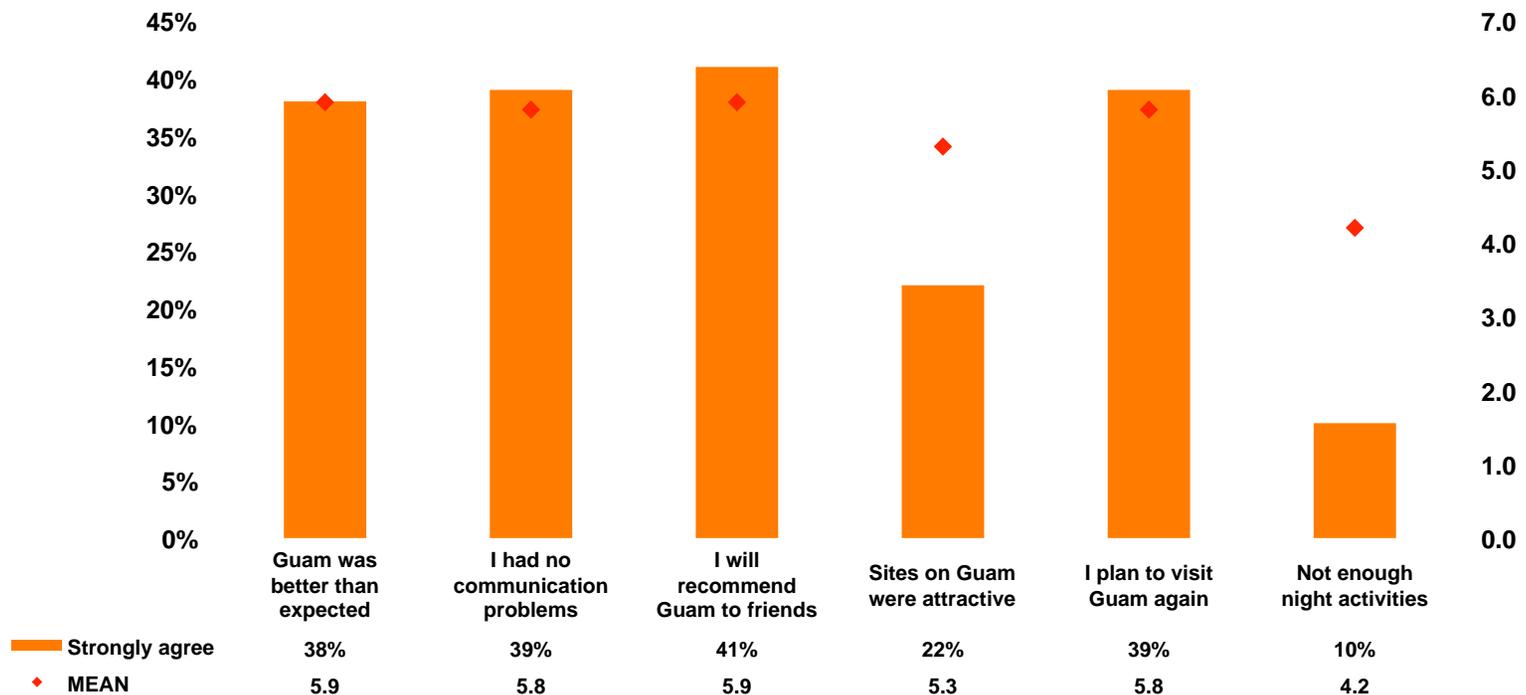
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

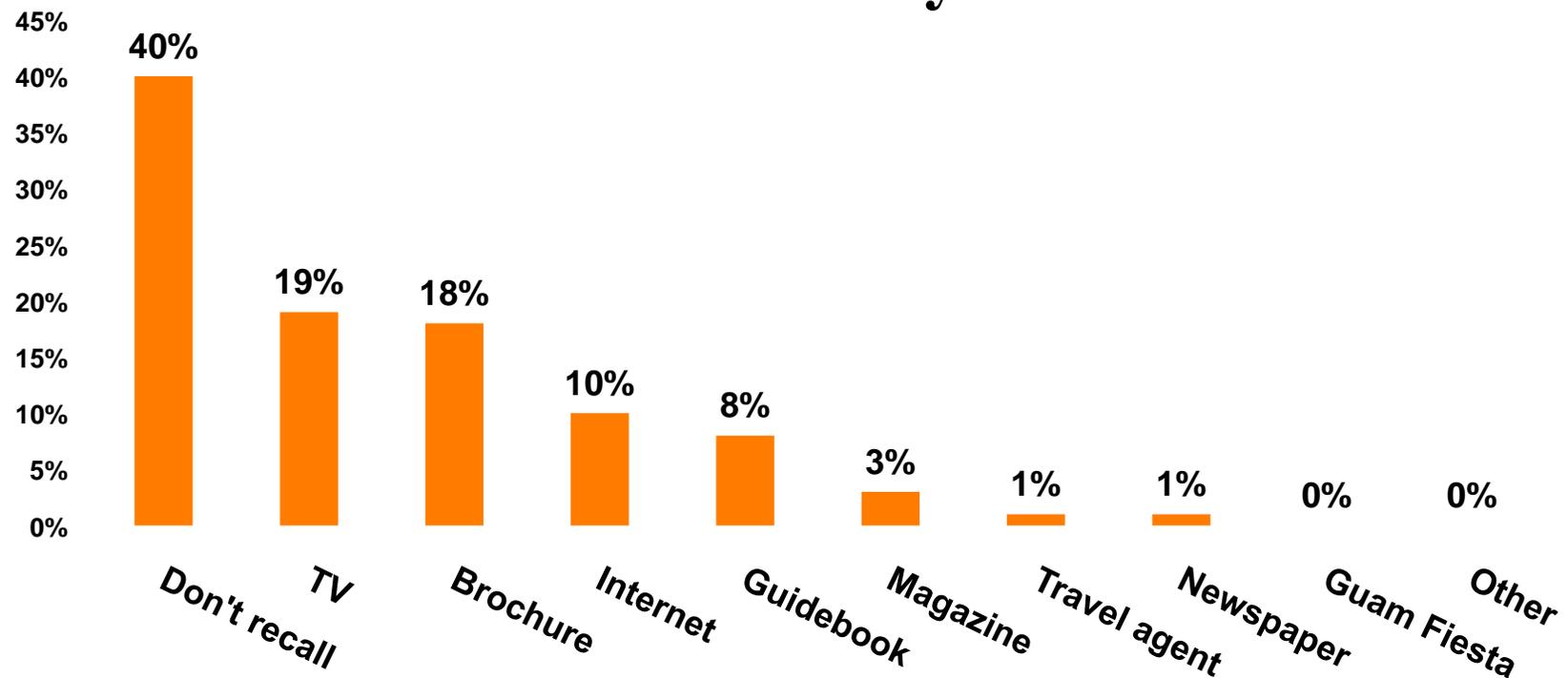
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

# Guam Promotion - Media

## Past 90 days



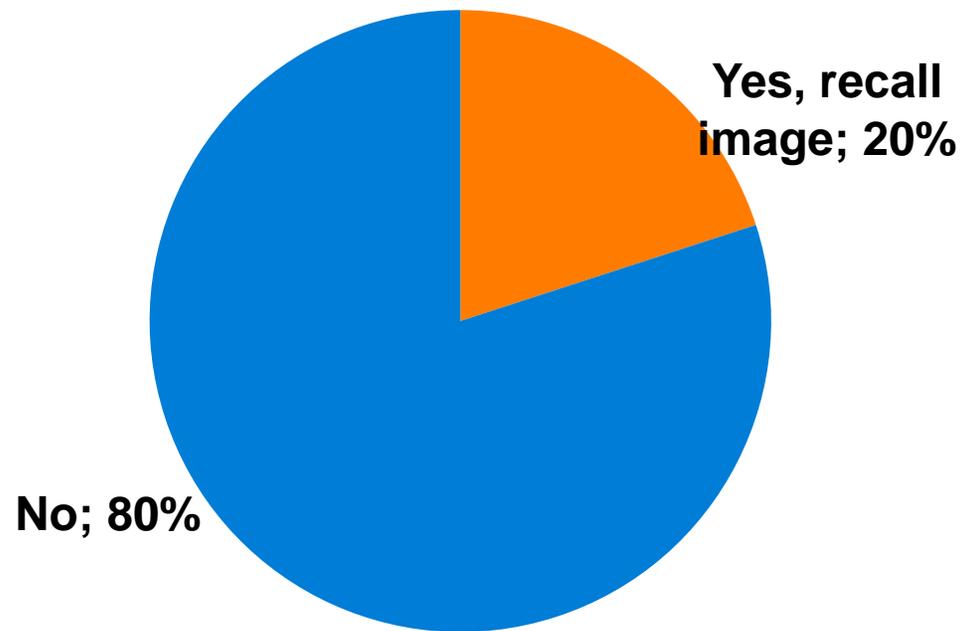
# Message Recall

(Filter: recall ad/promo n=195)

- 67% An image
- 22% Other
- 7% Tag line
- 12% Don't recall

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# Aided Awareness - Image Test



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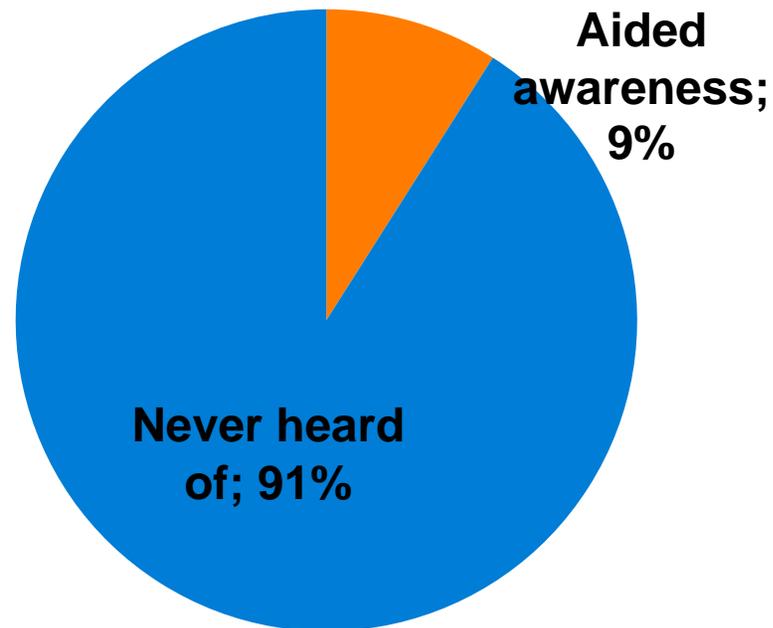
# Aided Image Recall

(Filter: recall image n=64)

- **39%** - Koko Bird – OL Version  
(Asada! Namadesu Tabi Salad  
Program Ad)
- **38%** - Hafa Adai Guam 365 monitor  
campaign
- **30%** - Koko Bird – Sr. Version  
(Shimura's Zoo Program Ad)
- **20%** - Guam Wedding (Nodame  
Canterbible Cinema Ad)

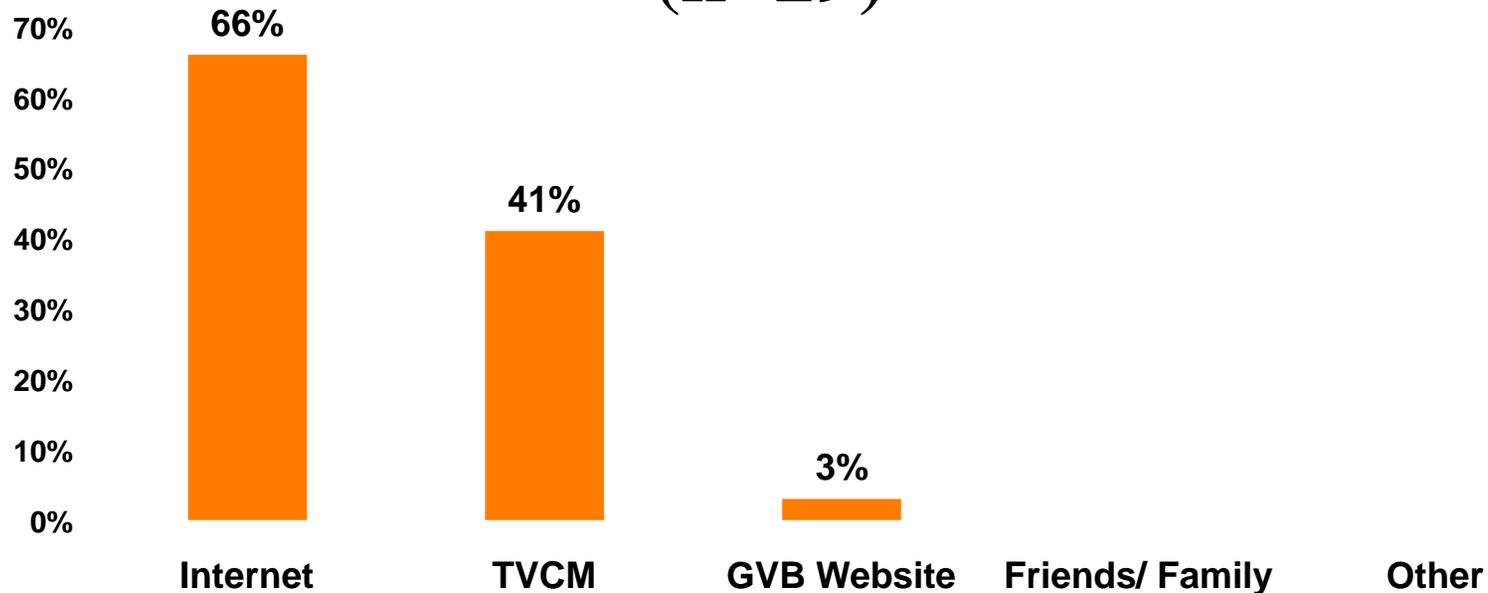
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## Aided Awareness – Hafa Adai Guam 365 Monitor Campaign (n=29)

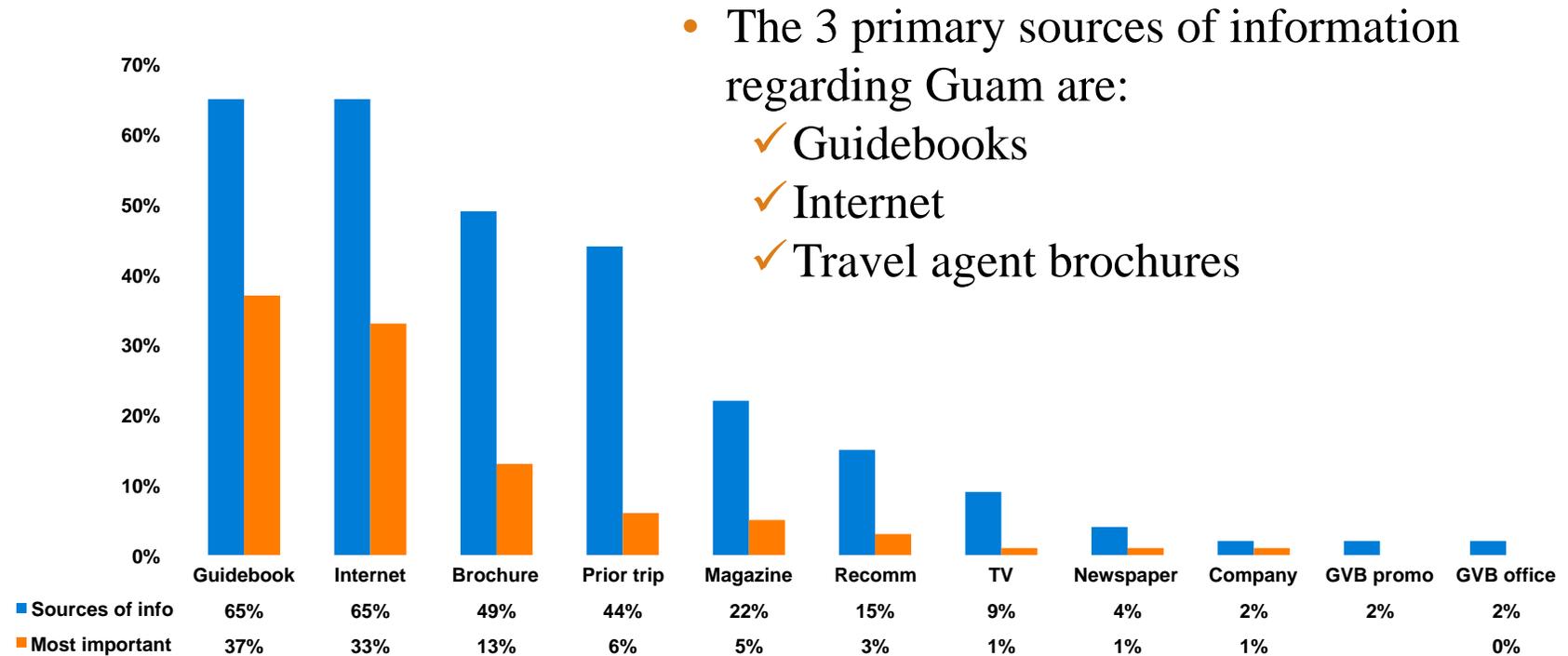


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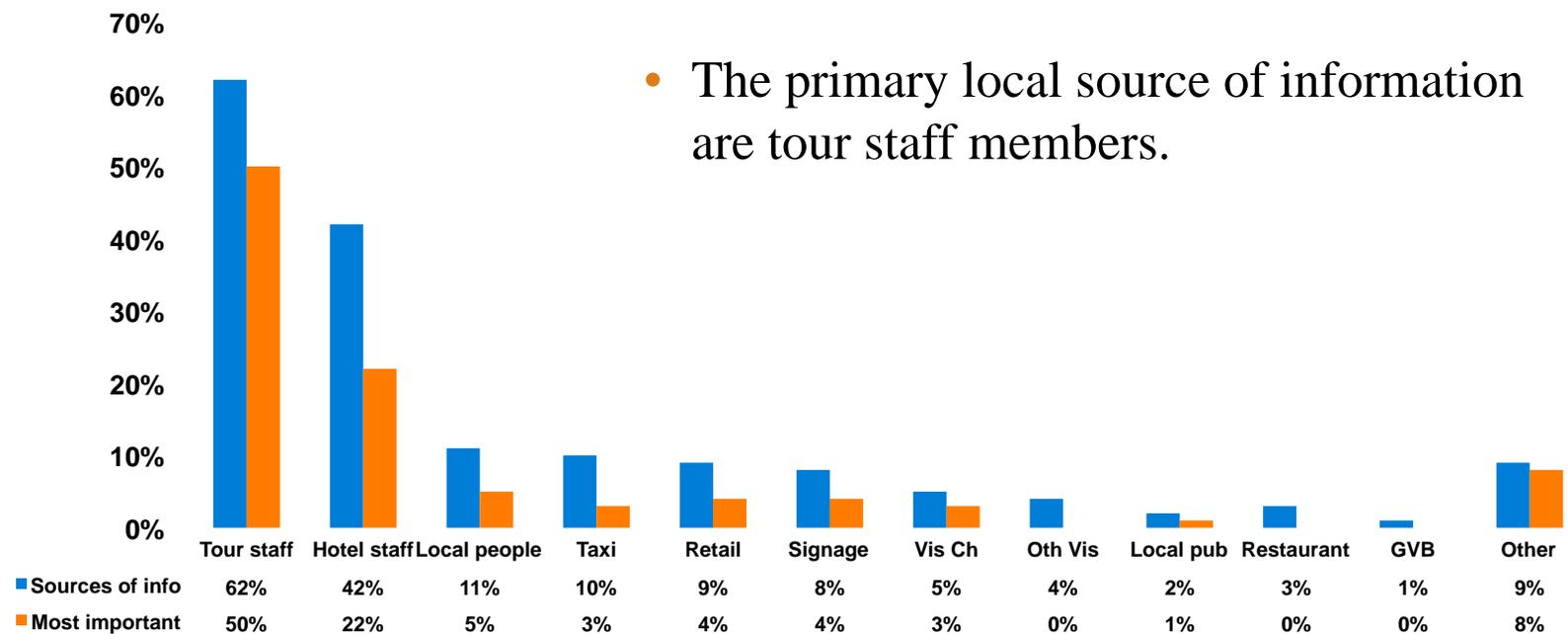
# Media Source – Hafa Adai Guam 365 Monitor Campaign (n=29)



# Sources of Information Pre-arrival



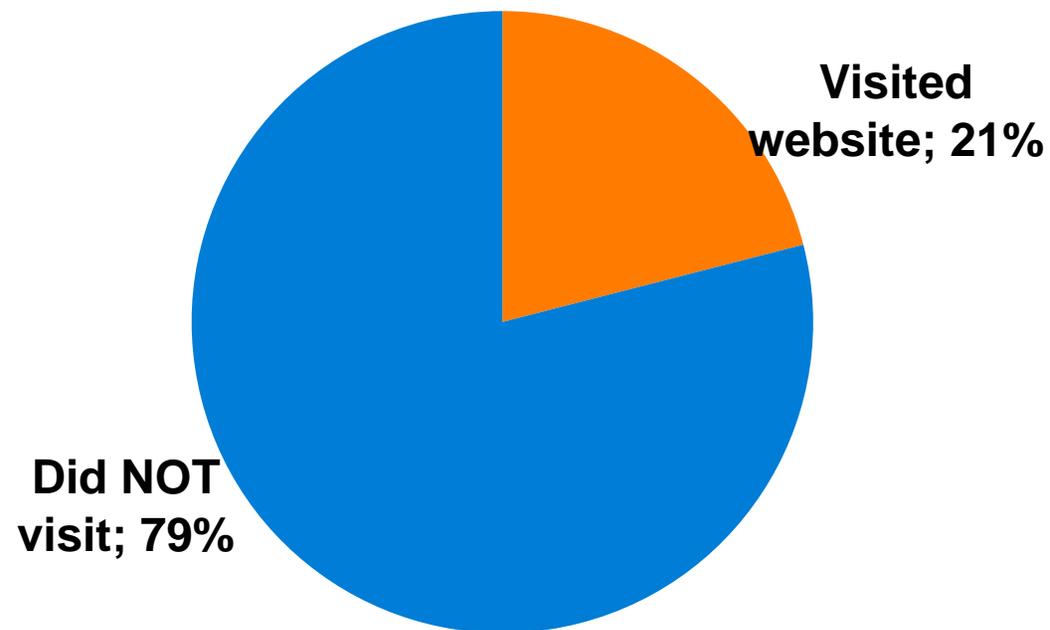
# Sources of Information Post-arrival



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

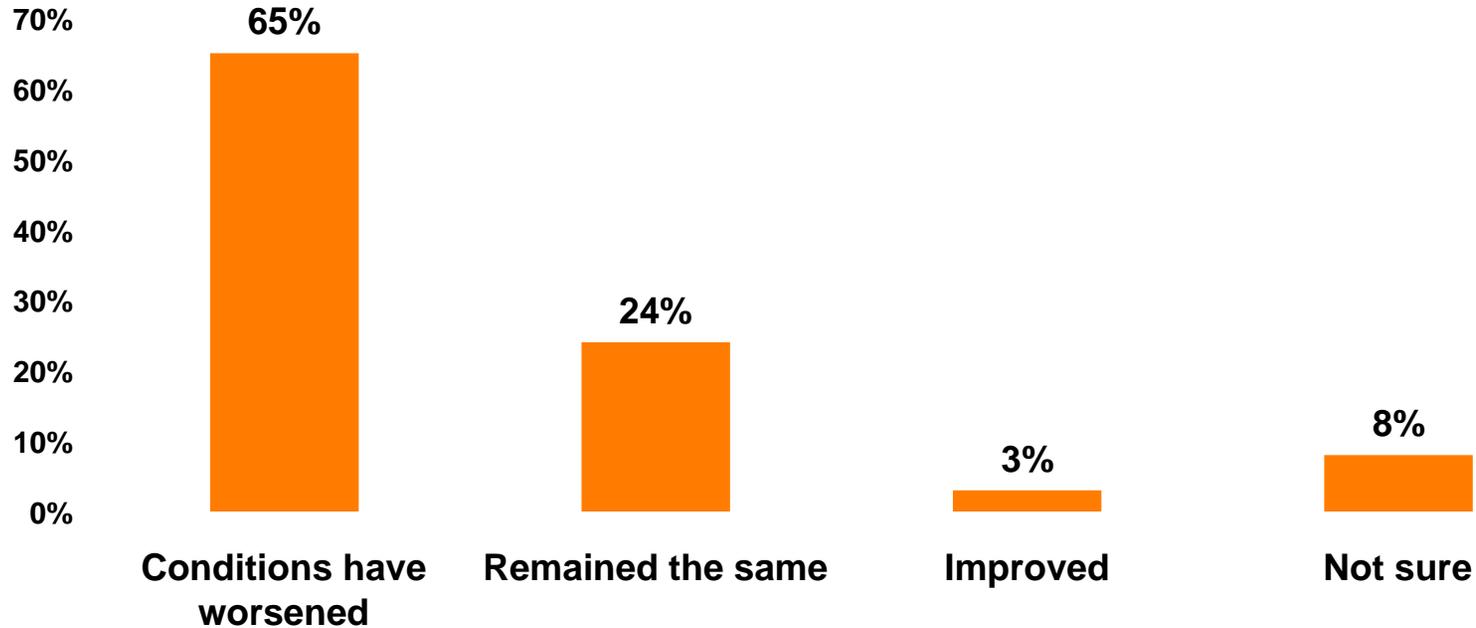
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# Visited GVB website



**SECTION 6**  
**OTHER ISSUES**

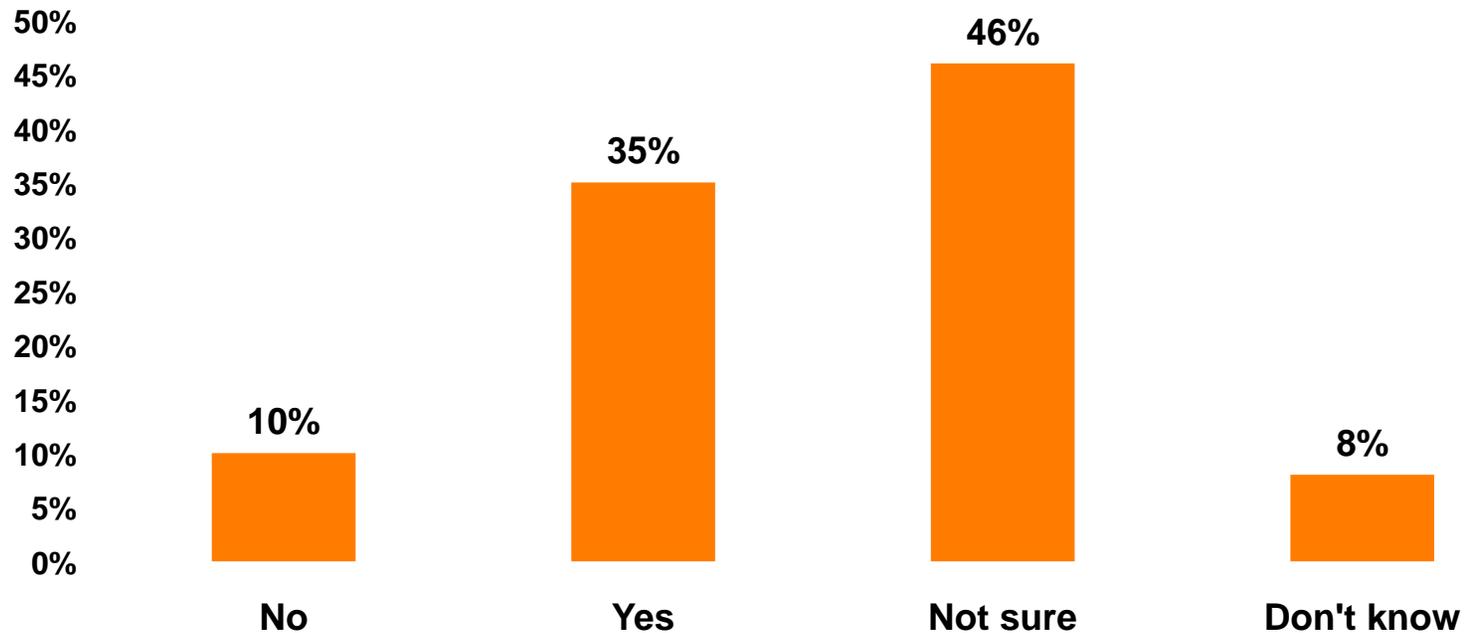
# Rating the Japan economy compared to 12 months ago - Overall



# Rating the Japan economy compared to 12 months ago - By Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.23	Conditions have worsened	80%	62%	60%	67%	71%	67%	63%	56%	69%	70%	67%	75%
	Conditions have remained the same	20%	16%	31%	26%	24%	13%	25%	36%	25%	22%	25%	25%
	Conditions have improved		5%	4%	2%			6%	7%	2%	3%	4%	
	Do not know		16%	5%	5%	5%	21%	6%	2%	5%	4%	4%	
Total	Count	10	98	81	97	38	24	16	45	64	67	55	4

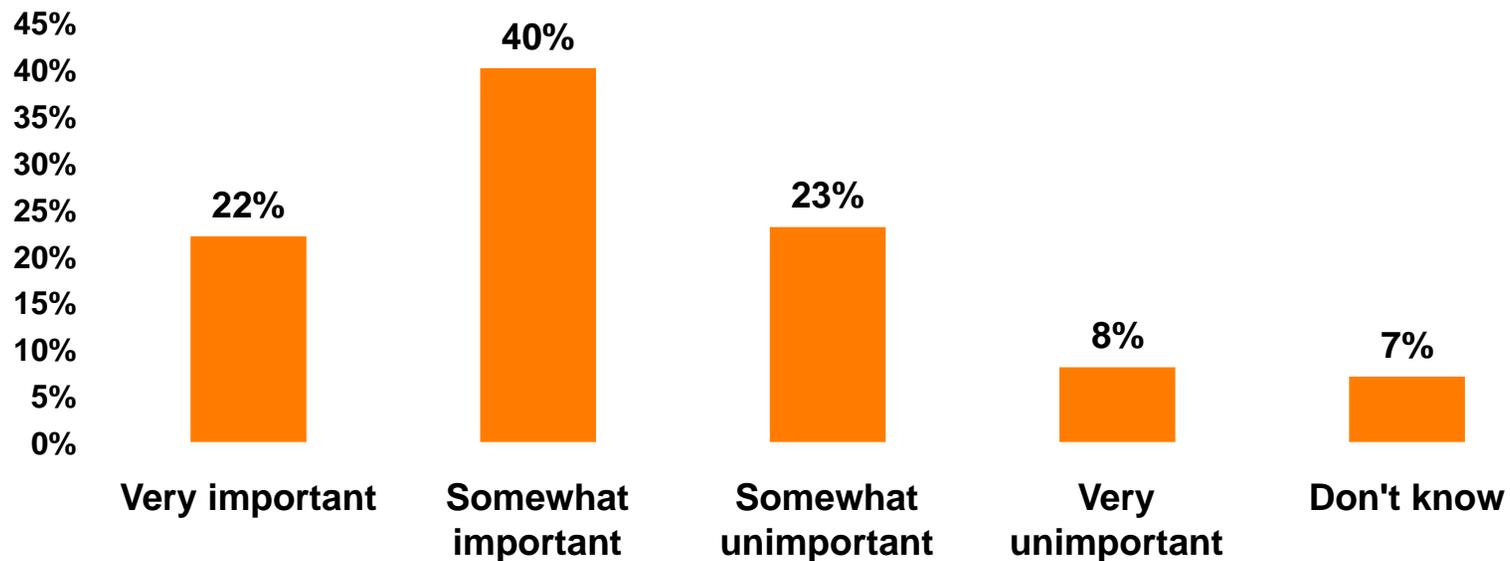
# Good time to spend money on travel outside of Japan - Overall



# Good time to spend money on travel outside of Japan by Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.24	No	10%	8%	14%	9%	13%	17%	6%	9%	11%	7%	15%	
	Yes	50%	37%	30%	35%	39%	29%	38%	36%	34%	42%	40%	50%
	Not sure	30%	43%	53%	49%	34%	46%	56%	47%	50%	48%	38%	50%
	Do not know	10%	12%	4%	6%	13%	8%		9%	5%	3%	7%	
Total	Count	10	98	81	97	38	24	16	45	64	67	55	4

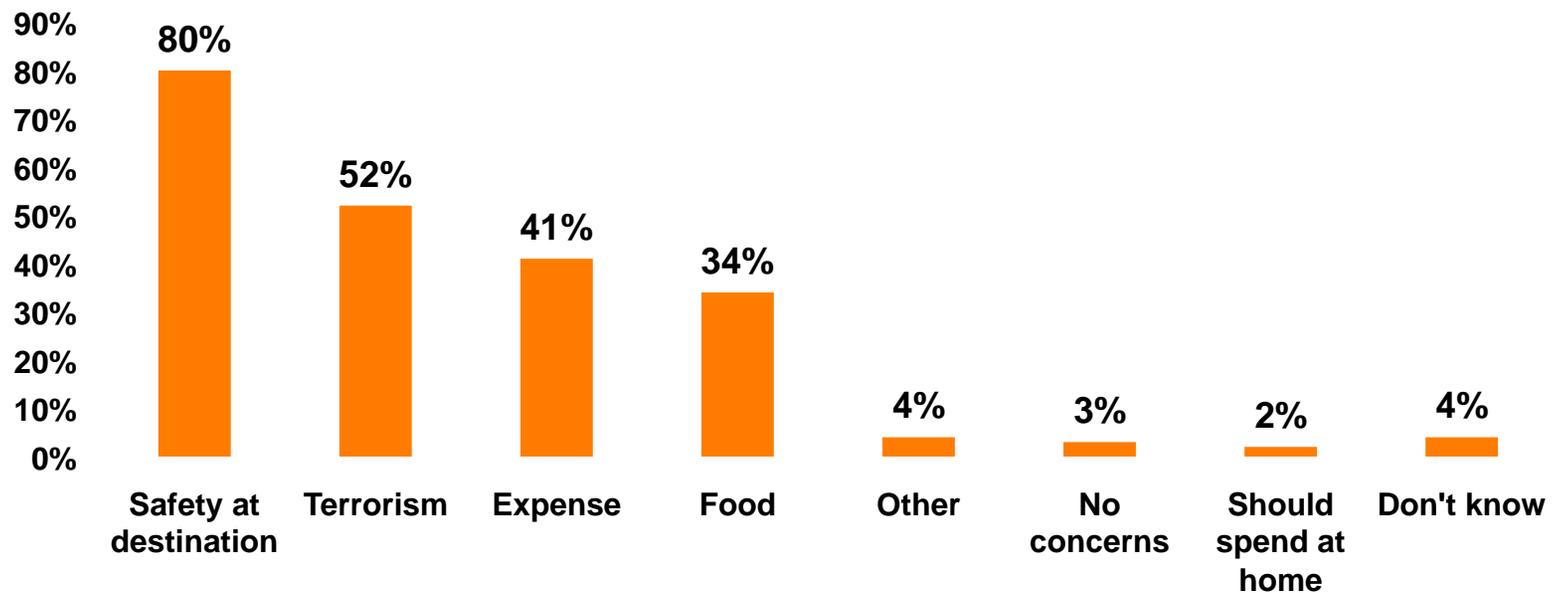
# The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



# The importance of the state of the Japanese economy in decision to travel outside of Japan by Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	Nc Inc
Q.25	Very unimportant	10%	11%	5%	7%	8%	13%	6%		6%	10%	11%	25%
	Somewhat unimportant	20%	23%	26%	25%	16%	29%	25%	22%	21%	24%	31%	
	Somewhat important	60%	41%	41%	36%	42%	25%	44%	44%	35%	45%	42%	50%
	Very important	10%	13%	24%	27%	26%	25%	19%	33%	30%	19%	13%	25%
	Do not know		11%	4%	5%	8%	8%	6%		8%	1%	4%	
Total	Count	10	97	82	97	38	24	16	45	63	67	55	4

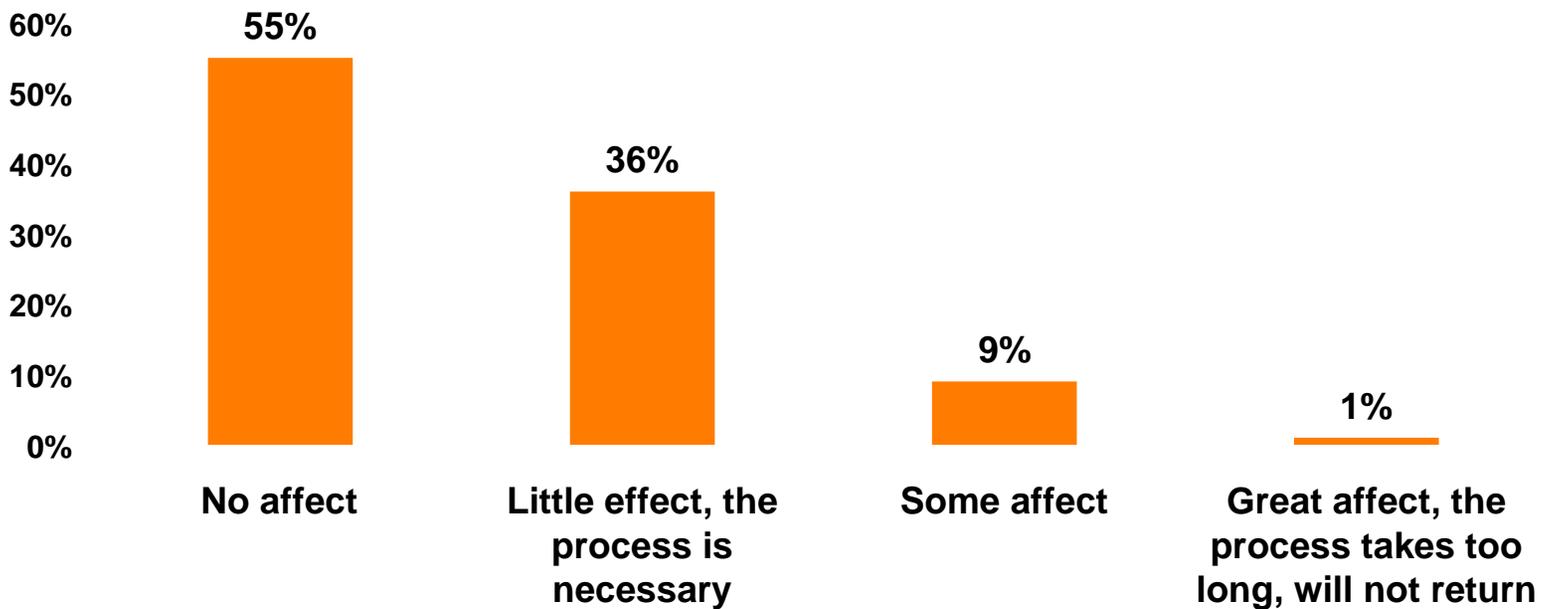
# Concerns about travel outside of Japan - Overall



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

	AGE					PERSONAL INCOME							
	<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc	
Q.26													
Safety at my destination	90%	80%	76%	82%	79%	88%	81%	76%	78%	81%	87%	75%	
Terrorism	40%	45%	65%	48%	55%	50%	63%	64%	55%	48%	53%	25%	
Expense	60%	43%	35%	38%	47%	58%	38%	44%	44%	37%	33%	50%	
Food	50%	39%	28%	33%	34%	63%	25%	38%	25%	31%	35%	25%	
Other		2%	7%	4%				2%	5%	4%	7%		
No concerns		3%	1%	4%	3%		13%		5%	4%			
Do not know		5%	4%	2%	5%				2%	1%			
Spending money abroad when it should be spent at home		1%	2%	2%	3%				3%	1%	4%		
Total	Cases	10	98	82	97	38	24	16	45	64	67	55	4

# Security Screening/ Immigration Process at Guam International Airport

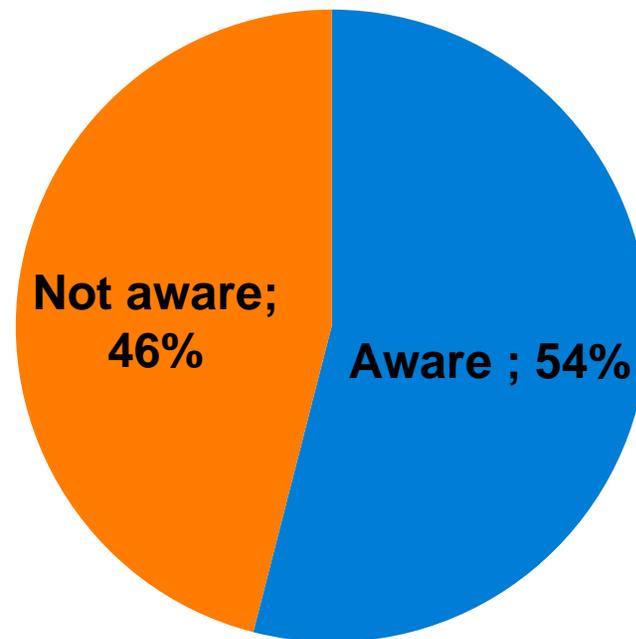


## **Hotel Room Surcharge by \$3.00 Per day Per room, to help build Guam Museum**

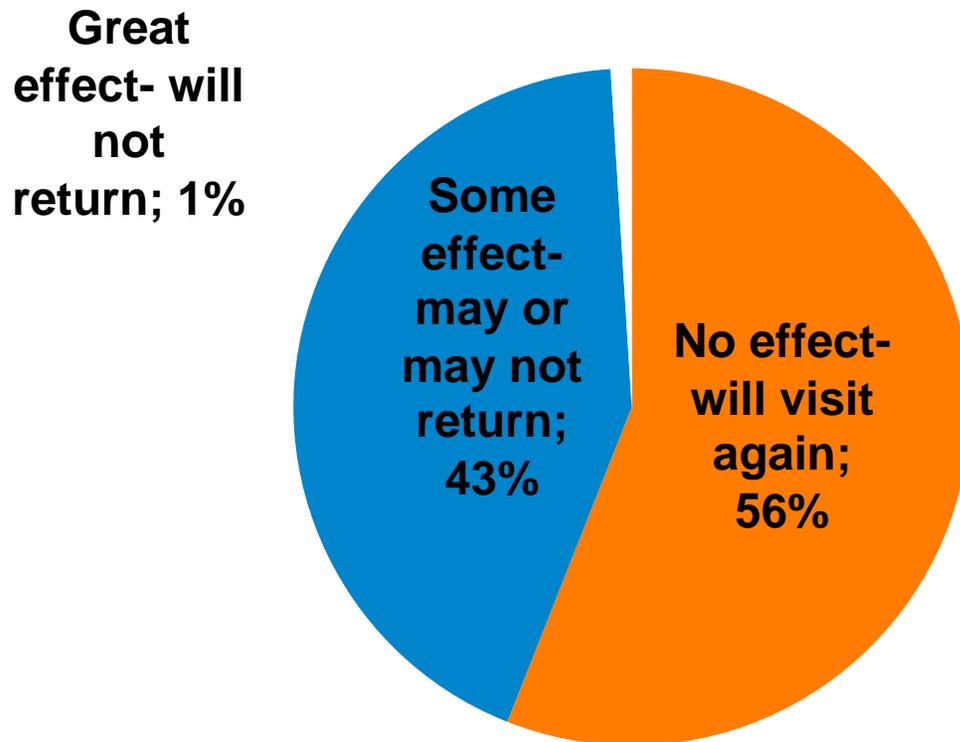
- Mean Rating – **3.6** out of possible 7.0
- Agree (Score 6-7) – **15%**
- Neutral (Score 4-5) – **49%**
- Disagree (Score 1-3) – **36%**

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## **Aware of U.S. Military troops moving from Japan to Guam**



# Effects of US military troop movement on future trips to Guam



# Likelihood of travel outside of Japan within the next 6 to 24 months

