GUAM VISITORS BUREAU
Japan Visitor Tracker Exit Profile
FY2013
NOVEMBER 2012

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 351 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 351 is +/- 5.23 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 +/- 5.23 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

- Majority of first time visitors are single.
Marital Status


Married

Single
Age - Overall

- The average age of the respondents is 32.24 years of age.
Average Age

33.50 32.24
Personal Income

・¥79.94=$1
Personal Income – 1st time vs. repeat

- <Y3.0M: 9% 1st Time, 10% Repeat
- Y3.0M-Y3.9M: 16% 1st Time, 15% Repeat
- Y4.0M-Y4.9M: 16% 1st Time, 15% Repeat
- Y5.0M-Y6.9M: 22% 1st Time, 23% Repeat
- Y7.0M-Y9.9M: 14% 1st Time, 21% Repeat
- Y10.0M+: 14% 1st Time, 12% Repeat
- None/Ref: 3% 1st Time, 5% Repeat
### Personal Income by Gender & Age

<table>
<thead>
<tr>
<th>Group</th>
<th>TOTAL</th>
<th>GENDER</th>
<th>AGE</th>
<th></th>
<th></th>
<th></th>
<th></th>
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<td>35-49</td>
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<td>144</td>
<td>80</td>
<td>134</td>
<td>52</td>
<td>36</td>
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</table>
Travel Companions

- Friends: 53%
- Family: 37%
- Spouse: 30%
- Child: 9%
- Office: 8%
- Parents: 6%
- Sibling/Ext: 5%
- Alone: 2%
- Other: 1%
- Granparent: 1%
- Older Parent: 1%
Number of Children Travel Party

N=30 total respondents traveling with children.
(Of those N=30 respondents, there is a total of 43 children 18 years or younger)
Prior Trips to Guam

- First trip: 63%
- Repeat visitor: 37%
Prior Trips to Guam

- Oct-12: 58%
- Nov-12: 63%
- Dec-12: 42%
- Jan-13: 37%
- Feb-13: 0%
- Mar-13: 25%
- Apr-13: 50%
- May-13: 75%
- Jun-13: 100%
- Jul-13: 100%
- Aug-13: 100%
- Sept-13: 100%

- 1st Time
- Repeat
Trips to Guam by Age & Gender

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

<table>
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<th>TRIPS TO GUAM</th>
</tr>
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<td>1st</td>
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<tr>
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<tr>
<td>Male</td>
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<td>110</td>
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<td>Column N %</td>
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<td>51%</td>
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<tr>
<td>Female</td>
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<td>107</td>
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<td>49%</td>
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<tr>
<td>Total</td>
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<td>35-49</td>
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<tr>
<td>50+</td>
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<tr>
<td>Column N %</td>
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<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>350</td>
<td>217</td>
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</tbody>
</table>
Repeat Visitors Last Trip  
\[ n = 141 \]

- The average repeat visitor has been to Guam 2.98 times.
- A little less than half the repeat visitors have been to Guam within the last 2 years.
Average Number Overnight Trips
(2007-2013) (2 nights or more)
Length of Stay

Mean = 2.99 Days
Median = 3.0 Days

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<tr>
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<th>1-2 Nights</th>
<th>3 Nights</th>
<th>4+ Nights</th>
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<td>%</td>
<td>27%</td>
<td>52%</td>
<td>21%</td>
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Average Length of Stay
## Occupation by Income

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<td></td>
<td>-</td>
<td>&lt;¥2.0 million</td>
</tr>
<tr>
<td>Q25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>24% 44%</td>
<td>13% 3%</td>
</tr>
<tr>
<td>Office worker non-mgr</td>
<td>16% 17%</td>
<td>32% 22%</td>
</tr>
<tr>
<td>Engineer</td>
<td>13% 6%</td>
<td>10% 26%</td>
</tr>
<tr>
<td>Salesperson</td>
<td>11% 13%</td>
<td>11% 5%</td>
</tr>
<tr>
<td>Self-employed</td>
<td>6% 3%</td>
<td>5% 9%</td>
</tr>
<tr>
<td>Other</td>
<td>5% 25%</td>
<td>10% 5%</td>
</tr>
<tr>
<td>Homemaker</td>
<td>5% 11%</td>
<td>4% 4%</td>
</tr>
<tr>
<td>Manager</td>
<td>4% 3%</td>
<td>4% 4%</td>
</tr>
<tr>
<td>Professional/Specialist</td>
<td>4% 3%</td>
<td>4% 4%</td>
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<tr>
<td>Skilled worker</td>
<td>4% 13%</td>
<td>3% 2%</td>
</tr>
<tr>
<td>Govt-office worker non-mgr</td>
<td>3% 6%</td>
<td>3% 7%</td>
</tr>
<tr>
<td>Freeter</td>
<td>2% 6%</td>
<td>7%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>1% 7%</td>
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<tr>
<td>Govt. Manager</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Executive (30+ employees)</td>
<td>1% 6%</td>
<td></td>
</tr>
<tr>
<td>Free-lancer</td>
<td>0% 6%</td>
<td></td>
</tr>
<tr>
<td>Teacher</td>
<td>0% 2%</td>
<td></td>
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<tr>
<td>Total</td>
<td>Count 337</td>
<td>16 30</td>
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</table>
SECTION 2
TRAVEL PLANNING
Travel Planning - Overall

- Full tour package: 70%
- Free-time package tours: 20%
- Individually arranged travel: 5%
- Group tour: 3%
- Company: 1%
- Other: 1%
Accommodation by Income

Average length of stay: 2.99 days

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>Q26</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt;Y2.0 million</td>
<td>Y2.0M-Y3.0M</td>
</tr>
<tr>
<td>Q9 Guam Plaza Hotel</td>
<td>18%</td>
<td>29%</td>
</tr>
<tr>
<td></td>
<td>Fiest Resort Guam</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>PIC Club</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Grand Plaza Hotel</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Oceanview Hotel</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Hotel Nidco Guam</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Pacific Bay Hotel</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Hotel Santa Fe</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Westin Resort Guam</td>
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</tr>
<tr>
<td></td>
<td>Outrigger Guam Resort</td>
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</tr>
<tr>
<td></td>
<td>Leo Palace Resort</td>
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</tr>
<tr>
<td></td>
<td>Onward Beach Resort</td>
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<td></td>
<td>Sheraton Laguna Guam</td>
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<tr>
<td></td>
<td>Holiday Resort Guam</td>
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<td></td>
<td>Hilton Guam Resort</td>
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<td></td>
<td>Guam Reef Hotel</td>
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<td>Hyatt Regency Guam</td>
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<td></td>
<td>Bayview Hotel</td>
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Travel Motivation - Top Responses

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<th>Pleasure</th>
<th>Trvl time</th>
<th>Shop</th>
<th>Relax</th>
<th>Price</th>
<th>Prior Trip</th>
<th>Recom</th>
<th>Wtr sport</th>
<th>Safe</th>
<th>Married</th>
<th>Scuba</th>
<th>Honeymoon</th>
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<td>39%</td>
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<td>30%</td>
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<td>24%</td>
<td>21%</td>
<td>9%</td>
<td>8%</td>
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<tr>
<td>Most Important</td>
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<td>15%</td>
<td>10%</td>
<td>7%</td>
<td>4%</td>
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<td>5%</td>
<td>2%</td>
<td>7%</td>
<td>1%</td>
<td>5%</td>
</tr>
</tbody>
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Most Important Reason for Choosing Guam

- Pleasure,
- Guam’s natural beauty/beaches,
- Short travel time

are the primary reasons for visiting during this period.
## Motivation by Age & Gender

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<tr>
<th>Q&amp;A</th>
<th>TOTAL</th>
<th>18-24</th>
<th>25-34</th>
<th>35-49</th>
<th>50+</th>
<th>Male</th>
<th>Female</th>
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<td>Natural beauty</td>
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<td>65%</td>
<td>56%</td>
<td>45%</td>
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<tr>
<td>Short travel time</td>
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<td>42%</td>
<td>34%</td>
<td>53%</td>
<td>44%</td>
<td>53%</td>
<td>47%</td>
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<td>32%</td>
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<td>Previous trip</td>
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<td>20%</td>
<td>33%</td>
<td>35%</td>
<td>29%</td>
<td>27%</td>
<td>31%</td>
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<tr>
<td>Recomm. friend/family/travel agent</td>
<td>26%</td>
<td>44%</td>
<td>23%</td>
<td>10%</td>
<td>12%</td>
<td>20%</td>
<td>31%</td>
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<tr>
<td>Water sports</td>
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</tr>
<tr>
<td>Safe</td>
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<td>16%</td>
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<td>29%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Married/Ann wedding</td>
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<td>11%</td>
<td>12%</td>
<td>17%</td>
<td>11%</td>
<td>6%</td>
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<tr>
<td>Scuba</td>
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<td>5%</td>
<td>11%</td>
<td>5%</td>
<td>5%</td>
<td>9%</td>
<td>6%</td>
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<tr>
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<td>10%</td>
<td>1%</td>
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</tr>
<tr>
<td>Company/Business Trip</td>
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<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
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<tr>
<td>Other</td>
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<td>5%</td>
<td>8%</td>
<td>5%</td>
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</tr>
<tr>
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<td>7%</td>
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<td>2%</td>
<td></td>
</tr>
<tr>
<td>Visit friends/Relatives</td>
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<td>4%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Organized sports</td>
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<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
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</tr>
<tr>
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<td></td>
<td></td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>351</strong></td>
<td><strong>102</strong></td>
<td><strong>147</strong></td>
<td><strong>60</strong></td>
<td><strong>41</strong></td>
<td><strong>176</strong></td>
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## Motivation by Income

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<th>¥3.0M-¥4.0M</th>
<th>¥4.0M-¥5.0M</th>
<th>¥5.0M-¥7.0M</th>
<th>¥7.0M-¥10.0M</th>
<th>¥10.0M+</th>
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<tr>
<td>Natural beauty</td>
<td>37%</td>
<td>71%</td>
<td>63%</td>
<td>56%</td>
<td>50%</td>
<td>46%</td>
<td>65%</td>
<td>58%</td>
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<tr>
<td>Pleasure</td>
<td>32%</td>
<td>71%</td>
<td>45%</td>
<td>46%</td>
<td>52%</td>
<td>56%</td>
<td>45%</td>
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<tr>
<td>Short travel time</td>
<td>50%</td>
<td>41%</td>
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<td>51%</td>
<td>48%</td>
<td>47%</td>
<td>61%</td>
<td>53%</td>
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<td>Relax</td>
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<td>35%</td>
<td>23%</td>
<td>28%</td>
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<td>29%</td>
<td>41%</td>
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<td>Prize</td>
<td>30%</td>
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<td>31%</td>
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<td>29%</td>
<td>37%</td>
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<td>Previous trip</td>
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<td>25%</td>
<td>39%</td>
<td>32%</td>
<td>29%</td>
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<tr>
<td>Rec: com- friend/family/trvel agent</td>
<td>26%</td>
<td>53%</td>
<td>29%</td>
<td>13%</td>
<td>33%</td>
<td>21%</td>
<td>15%</td>
<td>29%</td>
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<td>Water sports</td>
<td>24%</td>
<td>24%</td>
<td>23%</td>
<td>15%</td>
<td>30%</td>
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<td>22%</td>
<td>21%</td>
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<td>13%</td>
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<td>17%</td>
<td>18%</td>
<td>20%</td>
<td>32%</td>
<td>42%</td>
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<tr>
<td>Married/ Att wedding</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
<td>15%</td>
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<td>12%</td>
<td>4%</td>
<td>3%</td>
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<td>Scuba</td>
<td>8%</td>
<td>18%</td>
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<td>2%</td>
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<td>Honeymoon</td>
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<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company/ Business Trip</td>
<td>6%</td>
<td>18%</td>
<td>13%</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>10%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>12%</td>
<td>5%</td>
<td>1%</td>
<td>17%</td>
</tr>
<tr>
<td>Golf</td>
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<td>3%</td>
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<td>3%</td>
<td>6%</td>
<td>6%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit friends/ Relatives</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>5%</td>
<td></td>
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<td>Organized sports</td>
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<td></td>
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<tr>
<td>Company Sponsored</td>
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<td>1%</td>
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<td>3%</td>
<td>4%</td>
<td>2%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>351</td>
<td>17</td>
<td>31</td>
<td>39</td>
<td>46</td>
<td>68</td>
<td>51</td>
<td>33</td>
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</tbody>
</table>
SECTION 3
EXPENDITURES
Prepaid Expenditures
¥79.94/US$1

- $1,523.90 = overall mean average prepaid expense (for entire travel party size) by respondent
- $0 = minimum (lowest amount recorded for the entire sample)
- $31,273 = maximum (highest amount recorded for the entire sample)
- $850.35 = overall mean average per person prepaid expenditures
## Prepaid Expenditures Per Person

<table>
<thead>
<tr>
<th>Month</th>
<th>Prepaid Expenditure Per Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct-12</td>
<td>$715.14</td>
</tr>
<tr>
<td>Nov-12</td>
<td>$850.35</td>
</tr>
<tr>
<td>Dec-12</td>
<td>$0.00</td>
</tr>
<tr>
<td>Jan-13</td>
<td>$250.00</td>
</tr>
<tr>
<td>Feb-13</td>
<td>$500.00</td>
</tr>
<tr>
<td>Mar-13</td>
<td>$750.00</td>
</tr>
<tr>
<td>Apr-13</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>May-13</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>Jun-13</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>July-13</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Aug-13</td>
<td>$782.75</td>
</tr>
<tr>
<td>Sept-13</td>
<td>$782.75</td>
</tr>
</tbody>
</table>

YTD = $782.75
Breakdown of Prepaid Expenditures

\(¥79.94 = \$1\)

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Mean $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air &amp; Accommodation package only</td>
<td>$1,322.15</td>
</tr>
<tr>
<td>Air &amp; Accommodation w/ daily meal package</td>
<td>$2,548.08</td>
</tr>
<tr>
<td>Air only</td>
<td>$1,279.53</td>
</tr>
<tr>
<td>Accommodation only</td>
<td>$261.13</td>
</tr>
<tr>
<td>Accommodation w/ daily meal only</td>
<td>$-</td>
</tr>
<tr>
<td>Food &amp; Beverages in Hotel</td>
<td>$125.09</td>
</tr>
<tr>
<td>Ground transportation – Japan</td>
<td>$84.77</td>
</tr>
<tr>
<td>Ground transportation – Guam</td>
<td>$124.56</td>
</tr>
<tr>
<td>Optional tours/activities</td>
<td>$303.25</td>
</tr>
<tr>
<td>Other expenses</td>
<td>$1,213.20</td>
</tr>
<tr>
<td>Total Prepaid</td>
<td>$1,523.90</td>
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</table>
Prepaid Meal Breakdown
Air/ Accommodations with Daily Meal Package
n=63

Mean=$2,548.08 per travel party
Prepaid Ground Transportation

n=5

Mean=$124.56 per travel party
On-Island Expenditures

- $845.60 = overall mean average on-island expense (for entire travel party size) by respondent
- $0 = Minimum (lowest amount recorded for the entire sample)
- $12,000 = Maximum (highest amount recorded for the entire sample)
- $547.69 = overall mean average per person on-island expenditure
On-Island Expenditures Per Person

YTD = $510.33
Prepaid / On-Island Expenditures Per Person

Prepaid YTD = $782.75  On-Island YTD = $510.33
Total On-Island Expenditure by Gender & Age

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>GENDER</th>
<th></th>
<th></th>
<th>GENDER</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
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<tr>
<td></td>
<td></td>
<td>18-24</td>
<td>25-34</td>
<td>35-49</td>
<td>50+</td>
<td>18-24</td>
<td>25-34</td>
</tr>
<tr>
<td>PER PERSON</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>$547.69</td>
<td>$542.59</td>
<td>$552.82</td>
<td>$431.13</td>
<td>$552.90</td>
<td>$448.58</td>
<td>$737.50</td>
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<tr>
<td>Median</td>
<td>$400</td>
<td>$400</td>
<td>$433</td>
<td>$333</td>
<td>$443</td>
<td>$333</td>
<td>$485</td>
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<tr>
<td>Minimum</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<td>$0</td>
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<tr>
<td>Maximum</td>
<td>$6,000</td>
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<td>$4,600</td>
<td>$2,400</td>
<td>$2,400</td>
<td>$1,500</td>
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# On-Island Expenditure Categories by Gender & Age

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<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>GENDER</th>
<th>AGE</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
<td>18-24</td>
<td>25-34</td>
<td>35-49</td>
<td>50+</td>
</tr>
<tr>
<td>F&amp;B HOTEL</td>
<td>Mean</td>
<td>$28.77</td>
<td>$50.27</td>
<td>$7.14</td>
<td>$8.67</td>
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<td>$41.45</td>
<td>$69.12</td>
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<td>Median</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>F&amp;B FF/STORE</td>
<td>Mean</td>
<td>$34.22</td>
<td>$39.04</td>
<td>$29.37</td>
<td>$26.79</td>
<td>$36.45</td>
<td>$35.28</td>
<td>$38.85</td>
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<td>Median</td>
<td>$10</td>
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<td>$4</td>
<td>$10</td>
<td>$10</td>
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<tr>
<td>F&amp;B RESTAURNT</td>
<td>Mean</td>
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<td>$123.56</td>
<td>$37.43</td>
<td>$47.88</td>
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<td>$73.62</td>
<td>$139.34</td>
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<td>$10</td>
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<td>$20</td>
<td>$40</td>
<td>$40</td>
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<td>OPT TOUR</td>
<td>Mean</td>
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<td>$102.99</td>
<td>$37.13</td>
<td>$76.59</td>
<td>$39.00</td>
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<td>$107.02</td>
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<td>$0</td>
<td>$45</td>
<td>$0</td>
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<tr>
<td>GIFT- SELF</td>
<td>Mean</td>
<td>$233.66</td>
<td>$282.52</td>
<td>$184.53</td>
<td>$127.24</td>
<td>$241.56</td>
<td>$221.82</td>
<td>$484.63</td>
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<td>$50</td>
<td>$50</td>
<td>$50</td>
<td>$50</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>GIFT- OTHER</td>
<td>Mean</td>
<td>$126.15</td>
<td>$131.72</td>
<td>$120.55</td>
<td>$104.23</td>
<td>$122.13</td>
<td>$131.98</td>
<td>$183.76</td>
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<td>$61</td>
<td>$50</td>
<td>$50</td>
<td>$56</td>
<td>$95</td>
<td>$100</td>
</tr>
<tr>
<td>TRANS</td>
<td>Mean</td>
<td>$15.95</td>
<td>$19.36</td>
<td>$14.51</td>
<td>$10.00</td>
<td>$15.10</td>
<td>$32.52</td>
<td>$18.46</td>
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<tr>
<td></td>
<td>Median</td>
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<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>OTHER</td>
<td>Mean</td>
<td>$213.66</td>
<td>$245.63</td>
<td>$191.54</td>
<td>$172.86</td>
<td>$250.00</td>
<td>$210.70</td>
<td>$237.20</td>
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<tr>
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<td>Median</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Mean</td>
<td>$245.60</td>
<td>$996.94</td>
<td>$693.99</td>
<td>$573.24</td>
<td>$809.03</td>
<td>$894.05</td>
<td>$1,288.63</td>
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<tr>
<td></td>
<td>Median</td>
<td>$600</td>
<td>$700</td>
<td>$500</td>
<td>$455</td>
<td>$683</td>
<td>$650</td>
<td>$1,000</td>
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</tbody>
</table>
# On-Island Expenditures

## First Timers & Repeaters

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>TRIPS TO GUAM</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>-</td>
<td>1st</td>
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<tr>
<td>F&amp;B HOTEL Mean</td>
<td>$28.77</td>
<td>$32.75</td>
</tr>
<tr>
<td>Median</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>F&amp;B FF/STORE Mean</td>
<td>$34.22</td>
<td>$34.21</td>
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<tr>
<td>Median</td>
<td>$10</td>
<td>$10</td>
</tr>
<tr>
<td>F&amp;B RESTRNT Mean</td>
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<td>$85.15</td>
</tr>
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<td>$30</td>
<td>$30</td>
</tr>
<tr>
<td>OPT TOUR Mean</td>
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<td>$94.68</td>
</tr>
<tr>
<td>Median</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>GIFT- SELF Mean</td>
<td>$233.66</td>
<td>$164.48</td>
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<tr>
<td>Median</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>GIFT- OTHER Mean</td>
<td>$126.15</td>
<td>$112.18</td>
</tr>
<tr>
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<td>$50</td>
<td>$59</td>
</tr>
<tr>
<td>TRANS Mean</td>
<td>$169.95</td>
<td>$11.36</td>
</tr>
<tr>
<td>Median</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>OTHER Mean</td>
<td>$218.66</td>
<td>$181.75</td>
</tr>
<tr>
<td>Median</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>TOTAL Mean</td>
<td>$845.60</td>
<td>$713.44</td>
</tr>
<tr>
<td>Median</td>
<td>$600</td>
<td>$580</td>
</tr>
</tbody>
</table>
Total Expenditures Per Person (Prepaid & On-Island)

- $1,398.05 = overall average
- $0 = Minimum (lowest amount recorded for the entire sample)
- $7,126 = Maximum (highest amount recorded for the entire sample)
Total Expenditures Per Person

YTD=$1,293.07
### Breakdown of On-Island Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>MEAN $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; beverage in a hotel</td>
<td>$28.77</td>
</tr>
<tr>
<td>Food &amp; beverage in fast food restaurant/convenience store</td>
<td>$34.22</td>
</tr>
<tr>
<td>Food &amp; beverage at restaurants or drinking establishments outside a hotel</td>
<td>$90.59</td>
</tr>
<tr>
<td>Optional tours and activities</td>
<td>$95.08</td>
</tr>
<tr>
<td>Gifts/ souvenirs for yourself/companions</td>
<td>$233.66</td>
</tr>
<tr>
<td>Gifts/ souvenirs for friends/family at home</td>
<td>$126.15</td>
</tr>
<tr>
<td>Local transportation</td>
<td>$16.95</td>
</tr>
<tr>
<td>Other expenses not covered</td>
<td>$218.66</td>
</tr>
<tr>
<td><strong>Average Total</strong></td>
<td><strong>$845.60</strong></td>
</tr>
</tbody>
</table>
Local Transportation

n=67

Mean=$16.95 per travel party
Guam Airport Expenditures

- $27.24 = Mean
- $2 = Median
- $0 = Minimum (lowest amount recorded for the entire sample)
- $800 = Maximum (highest amount recorded for the entire sample)
Breakdown of Airport Expenditures

<table>
<thead>
<tr>
<th></th>
<th>MEAN $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverages</td>
<td>$10.16</td>
</tr>
<tr>
<td>Gifts/Souvenirs Self</td>
<td>$8.86</td>
</tr>
<tr>
<td>Gifts/Souvenirs Others</td>
<td>$8.79</td>
</tr>
<tr>
<td>Total</td>
<td>$27.24</td>
</tr>
</tbody>
</table>
SECTION 4
VISITOR SATISFACTION
Satisfaction Scores Overall

7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

<table>
<thead>
<tr>
<th></th>
<th>Ease of getting around</th>
<th>Safety walking at night</th>
<th>Price</th>
<th>OVERALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>23%</td>
<td>13%</td>
<td>15%</td>
<td>31%</td>
</tr>
<tr>
<td>MEAN</td>
<td>5.34</td>
<td>4.89</td>
<td>5.03</td>
<td>5.86</td>
</tr>
</tbody>
</table>
Satisfaction Quality/ Cleanliness
7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Category</th>
<th>Very satisfied</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaches/Parks</td>
<td>30%</td>
<td>5.65</td>
</tr>
<tr>
<td>Air/Sky</td>
<td>29%</td>
<td>5.54</td>
</tr>
<tr>
<td>Parks</td>
<td>14%</td>
<td>5.11</td>
</tr>
<tr>
<td>Landscape Tumon</td>
<td>39%</td>
<td>5.95</td>
</tr>
<tr>
<td>Landscape Guam</td>
<td>41%</td>
<td>5.99</td>
</tr>
<tr>
<td>Ground Handler</td>
<td>15%</td>
<td>5.11</td>
</tr>
<tr>
<td>Trans Vehicle</td>
<td>7%</td>
<td>4.40</td>
</tr>
</tbody>
</table>

Note: The diagram shows the distribution of satisfaction ratings for various categories.
Quality of Accommodations
7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

<table>
<thead>
<tr>
<th></th>
<th>Very satisfied</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room</td>
<td>15%</td>
<td>4.70</td>
</tr>
<tr>
<td>View</td>
<td>22%</td>
<td>4.74</td>
</tr>
<tr>
<td>Furnishing</td>
<td>11%</td>
<td>4.46</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>14%</td>
<td>4.49</td>
</tr>
<tr>
<td>Food Quality</td>
<td>12%</td>
<td>4.69</td>
</tr>
<tr>
<td>Food Quantity</td>
<td>14%</td>
<td>4.93</td>
</tr>
<tr>
<td>Staff</td>
<td>22%</td>
<td>5.28</td>
</tr>
<tr>
<td>Service</td>
<td>16%</td>
<td>4.96</td>
</tr>
<tr>
<td>Value</td>
<td>12%</td>
<td>4.90</td>
</tr>
<tr>
<td>OVERALL</td>
<td>14%</td>
<td>4.94</td>
</tr>
</tbody>
</table>
# Quality of Dining Experience

7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

---

<table>
<thead>
<tr>
<th>Category</th>
<th>Very satisfied (%)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furnishings</td>
<td>13</td>
<td>5.18</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>11</td>
<td>4.88</td>
</tr>
<tr>
<td>Food-Quality</td>
<td>16</td>
<td>5.05</td>
</tr>
<tr>
<td>Food-Quantity</td>
<td>23</td>
<td>5.33</td>
</tr>
<tr>
<td>Staff</td>
<td>23</td>
<td>5.43</td>
</tr>
<tr>
<td>Service</td>
<td>20</td>
<td>5.31</td>
</tr>
<tr>
<td>Value</td>
<td>18</td>
<td>5.32</td>
</tr>
</tbody>
</table>

---

![Chart showing ratings and percentages for various dining experience aspects]
Visits to Shopping Centers/Malls on Guam
Top responses

<table>
<thead>
<tr>
<th>Mall</th>
<th>Shopped</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>96%</td>
</tr>
<tr>
<td>DFS</td>
<td>89%</td>
</tr>
<tr>
<td>JP Super</td>
<td>68%</td>
</tr>
<tr>
<td>Micro Mall</td>
<td>63%</td>
</tr>
<tr>
<td>K-Mart</td>
<td>63%</td>
</tr>
<tr>
<td>The Plaza</td>
<td>60%</td>
</tr>
<tr>
<td>Prem Outlet</td>
<td>55%</td>
</tr>
<tr>
<td>Tumon Sands</td>
<td>37%</td>
</tr>
<tr>
<td>Macys</td>
<td>31%</td>
</tr>
</tbody>
</table>
# Satisfaction with Shopping

7pt Rating Scale
7=Very Satisfied/ 1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Quality of Shopping</th>
<th>Variety of Shopping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score of 6 to 7 = 56%</td>
<td>Score of 6 to 7 = 54%</td>
</tr>
<tr>
<td>Score of 4 to 5 = 41%</td>
<td>Score of 4 to 5 = 39%</td>
</tr>
<tr>
<td>Score 1 to 3 = 3%</td>
<td>Score 1 to 3 = 7%</td>
</tr>
<tr>
<td><strong>MEAN = 5.52</strong></td>
<td><strong>MEAN = 5.42</strong></td>
</tr>
</tbody>
</table>
Optional Tour Participation

- Average number of tours participated in is 1.27
Optional Tours

Participation & Satisfaction

<table>
<thead>
<tr>
<th>Tour</th>
<th>Participation</th>
<th>MEAN Sats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ocean Jet</td>
<td>13%</td>
<td>5.72</td>
</tr>
<tr>
<td>Cham Monte</td>
<td>9%</td>
<td>6.00</td>
</tr>
<tr>
<td>Pago</td>
<td>8%</td>
<td>5.70</td>
</tr>
<tr>
<td>Sea Walk</td>
<td>7%</td>
<td>4.78</td>
</tr>
<tr>
<td>Alupang</td>
<td>7%</td>
<td>5.75</td>
</tr>
<tr>
<td>Coco Palm</td>
<td>6%</td>
<td>5.50</td>
</tr>
<tr>
<td>Seawalk</td>
<td>5%</td>
<td>5.10</td>
</tr>
<tr>
<td>Atlantis</td>
<td>4%</td>
<td>4.40</td>
</tr>
<tr>
<td>Skydive</td>
<td>4%</td>
<td>4.40</td>
</tr>
<tr>
<td>Snuba</td>
<td>3%</td>
<td>4.40</td>
</tr>
<tr>
<td>Fai Fai</td>
<td>3%</td>
<td>4.40</td>
</tr>
<tr>
<td>Lii Pagua</td>
<td>3%</td>
<td>4.40</td>
</tr>
<tr>
<td>Lii Cove</td>
<td>3%</td>
<td>4.40</td>
</tr>
<tr>
<td>Spa</td>
<td>3%</td>
<td>4.40</td>
</tr>
<tr>
<td>Sing Fumi</td>
<td>2%</td>
<td>4.40</td>
</tr>
<tr>
<td>Tagata</td>
<td>2%</td>
<td>4.40</td>
</tr>
<tr>
<td>BIG Crew</td>
<td>2%</td>
<td>4.40</td>
</tr>
<tr>
<td>UWW</td>
<td>2%</td>
<td>4.40</td>
</tr>
<tr>
<td>Flt Sch</td>
<td>1%</td>
<td>4.40</td>
</tr>
<tr>
<td>Copters</td>
<td>1%</td>
<td>4.40</td>
</tr>
<tr>
<td>Club</td>
<td>1%</td>
<td>4.40</td>
</tr>
<tr>
<td>Ring Lome</td>
<td>1%</td>
<td>4.40</td>
</tr>
<tr>
<td>Zorb</td>
<td>1%</td>
<td>4.40</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>6.13</td>
</tr>
</tbody>
</table>
# Day Tours Satisfaction

7pt Rating Scale  
7=Very Satisfied/ 1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Quality of Day Tour</th>
<th>Variety of Day Tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score of 6 to 7 = 58%</td>
<td>Score of 6 to 7 = 57%</td>
</tr>
<tr>
<td>Score of 4 to 5 = 39%</td>
<td>Score of 4 to 5 = 41%</td>
</tr>
<tr>
<td>Score 1 to 3 = 3%</td>
<td>Score 1 to 3 = 2%</td>
</tr>
<tr>
<td><strong>MEAN = 5.50</strong></td>
<td><strong>MEAN = 5.45</strong></td>
</tr>
</tbody>
</table>
## Night Tours Satisfaction

7pt Rating Scale
7=Very Satisfied/ 1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Quality of Night Tour</th>
<th>Variety of Night Tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score of 6 to 7 = 30%</td>
<td>Score of 6 to 7 = 27%</td>
</tr>
<tr>
<td>Score of 4 to 5 = 65%</td>
<td>Score of 4 to 5 = 67%</td>
</tr>
<tr>
<td>Score 1 to 3 = 5%</td>
<td>Score 1 to 3 = 5%</td>
</tr>
<tr>
<td><strong>MEAN = 4.81</strong></td>
<td><strong>MEAN = 4.75</strong></td>
</tr>
</tbody>
</table>
Satisfaction with Other Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Participated</th>
<th>MEAN Satis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop</td>
<td>52%</td>
<td>5.89</td>
</tr>
<tr>
<td>Sightsee</td>
<td>40%</td>
<td>5.91</td>
</tr>
<tr>
<td>Two Lovers</td>
<td>26%</td>
<td>5.93</td>
</tr>
<tr>
<td>Parasail</td>
<td>25%</td>
<td>6.40</td>
</tr>
<tr>
<td>Beach Res</td>
<td>25%</td>
<td>6.22</td>
</tr>
<tr>
<td>Snorkle</td>
<td>20%</td>
<td>6.07</td>
</tr>
<tr>
<td>Din Show</td>
<td>17%</td>
<td>6.00</td>
</tr>
<tr>
<td>Jet Ski</td>
<td>14%</td>
<td>6.14</td>
</tr>
<tr>
<td>Dolphin</td>
<td>14%</td>
<td>5.92</td>
</tr>
<tr>
<td>Arch Site</td>
<td>14%</td>
<td>5.53</td>
</tr>
<tr>
<td>Scuba</td>
<td>13%</td>
<td>6.00</td>
</tr>
<tr>
<td>Wtr Park</td>
<td>7%</td>
<td>5.96</td>
</tr>
<tr>
<td>Gun</td>
<td>7%</td>
<td>5.88</td>
</tr>
<tr>
<td>Golf</td>
<td>5%</td>
<td>5.22</td>
</tr>
<tr>
<td>Fruit Wld</td>
<td>5%</td>
<td>4.94</td>
</tr>
<tr>
<td>Riv Crse</td>
<td>3%</td>
<td>4.80</td>
</tr>
<tr>
<td>Windsurf</td>
<td>3%</td>
<td>4.64</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>7.00</td>
</tr>
</tbody>
</table>
What would it take to make you want to stay an extra day in Guam?

<table>
<thead>
<tr>
<th>Incentive</th>
<th>More time</th>
<th>Budget/Money</th>
<th>Nothing</th>
<th>Fit Sched</th>
<th>More things to do</th>
<th>Less restrictions</th>
<th>Pkg Offer-longer stay</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentive percentage</td>
<td>49%</td>
<td>32%</td>
<td>19%</td>
<td>16%</td>
<td>7%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>
On-Island Perceptions

7pt Rating Scale
7=Very Satisfied/ 1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Item</th>
<th>Strongly Agree</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guam was better than expected</td>
<td>35%</td>
<td>5.79</td>
</tr>
<tr>
<td>I had no communication problems</td>
<td>39%</td>
<td>5.78</td>
</tr>
<tr>
<td>I will recommend Guam to friends</td>
<td>41%</td>
<td>5.89</td>
</tr>
<tr>
<td>Sites on Guam were attractive</td>
<td>26%</td>
<td>5.36</td>
</tr>
<tr>
<td>I plan to visit Guam again</td>
<td>35%</td>
<td>5.71</td>
</tr>
<tr>
<td>Not enough night activities</td>
<td>14%</td>
<td>4.43</td>
</tr>
</tbody>
</table>
On-Island Perceptions

7pt Rating Scale
7=Very Satisfied/ 1=Very Dissatisfied

<table>
<thead>
<tr>
<th>Service</th>
<th>Strongly agree</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour Guide-Professional</td>
<td>19%</td>
<td>5.14</td>
</tr>
<tr>
<td>Tour Driver-Professional</td>
<td>19%</td>
<td>5.12</td>
</tr>
<tr>
<td>Taxi Driver-Professional</td>
<td>11%</td>
<td>4.64</td>
</tr>
<tr>
<td>Taxi- Clean</td>
<td>11%</td>
<td>4.67</td>
</tr>
<tr>
<td>Guam Airport-Clean</td>
<td>14%</td>
<td>5.00</td>
</tr>
</tbody>
</table>
SECTION 5
PROMOTIONS
Internet- Guam Sources of Info

- Search Engines: 65%
- Blogs: 21%
- Forums: 11%
- Q&A Sites: 11%
- Social Networks: 6%
- Do NOT Use: 17%
- Other: 2%
Internet- Things To Do

Sources of Info

- Yahoo: 55%
- Google: 46%
- Facebook: 3%
- Twitter: 1%
- Do NOT use: 16%
- Other: 2%
Internet- GVB Sources

- GVB Website: 35%
- GVB Facebook: 2%
- GVB Twitter Ch: 2%
- None: 62%
Travel Motivation - Info Sources

- Friends/Family: 71%
- Travel show: 12%
- Internet: 11%
- Travel Agent: 9%
- Magazine: 5%
- Social media: 1%
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - Internet
  - Guidebook
  - Brochure
Sources of Information Post-arrival

- The primary local source of information are hotel/tour staff members.
Sources of Information - Motivation

The primary motivational sources of information were:
- Brochures, the Internet and prior experience

<table>
<thead>
<tr>
<th>Sources of info</th>
<th>Brochure</th>
<th>Prior Trip</th>
<th>Internet</th>
<th>Other</th>
<th>Recom-friend</th>
<th>Guidebook</th>
<th>Magazine</th>
<th>Ads</th>
<th>Recom</th>
<th>GVB homepage</th>
<th>TV</th>
<th>Recom-co-work</th>
<th>Newspaper</th>
<th>Guam Fiesta</th>
<th>GVB Office</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>38%</td>
<td>33%</td>
<td>33%</td>
<td>25%</td>
<td>25%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td>6%</td>
<td>6%</td>
<td>3%</td>
<td>1%</td>
<td>0%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Most important</th>
<th>Brochure</th>
<th>Prior Trip</th>
<th>Internet</th>
<th>Other</th>
<th>Recom-friend</th>
<th>Guidebook</th>
<th>Magazine</th>
<th>Ads</th>
<th>Recom</th>
<th>GVB homepage</th>
<th>TV</th>
<th>Recom-co-work</th>
<th>Newspaper</th>
<th>Guam Fiesta</th>
<th>GVB Office</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>23%</td>
<td>17%</td>
<td>16%</td>
<td>16%</td>
<td>8%</td>
<td>2%</td>
<td>2%</td>
<td>6%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>
SECTION 6
OTHER ISSUES
Concerns about travel outside of Japan - Overall

- Safety at: 78%
- Food: 50%
- Terrorism: 44%
- Expense: 42%
- Discrimination: 13%
- Other: 4%
- Should spend: 4%
- Don't know: 3%
- No concern: 6%
### Concerns about travel outside of Japan - By Age & Income

<table>
<thead>
<tr>
<th>Q21</th>
<th>TOTAL</th>
<th>AGE</th>
<th>Q26</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-</td>
<td>18-24</td>
<td>25-34</td>
</tr>
<tr>
<td>Safety</td>
<td>78%</td>
<td>79%</td>
<td>76%</td>
</tr>
<tr>
<td>Food</td>
<td>65%</td>
<td>47%</td>
<td>55%</td>
</tr>
<tr>
<td>Terrorism</td>
<td>44%</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Expense</td>
<td>43%</td>
<td>44%</td>
<td>43%</td>
</tr>
<tr>
<td>Discrimination against Japanese</td>
<td>13%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>No concerns</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Should spend at home</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Don't know</td>
<td>3%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong> Count</td>
<td>351</td>
<td>102</td>
<td>147</td>
</tr>
</tbody>
</table>
Security Screening/ Immigration Process at Guam International Airport

- No affect: 60%
- Little effect, the process is necessary: 30%
- Some affect: 8%
- Great affect, the process takes too long, will not return: 2%
Airport Screening
7pt Rating Scale
7=Strongly Agree/ 1=Strongly Disagree

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time drop bags for screen reasonable</td>
<td>37%</td>
<td>5.66</td>
</tr>
<tr>
<td>Signs bag screen reasonable</td>
<td>32%</td>
<td>5.48</td>
</tr>
<tr>
<td>Time clear security enter secured area reasonable</td>
<td>35%</td>
<td>5.54</td>
</tr>
<tr>
<td>Screening officer-good</td>
<td>36%</td>
<td>5.62</td>
</tr>
<tr>
<td>Officer careful w/ belongings</td>
<td>26%</td>
<td>5.27</td>
</tr>
<tr>
<td>Officer abused authority</td>
<td>8%</td>
<td>2.96</td>
</tr>
<tr>
<td>Officer rude/ unprof</td>
<td>7%</td>
<td>3.01</td>
</tr>
</tbody>
</table>