



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2014

OCTOBER 2013



Prepared by: QMark Research

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Background & Methodology

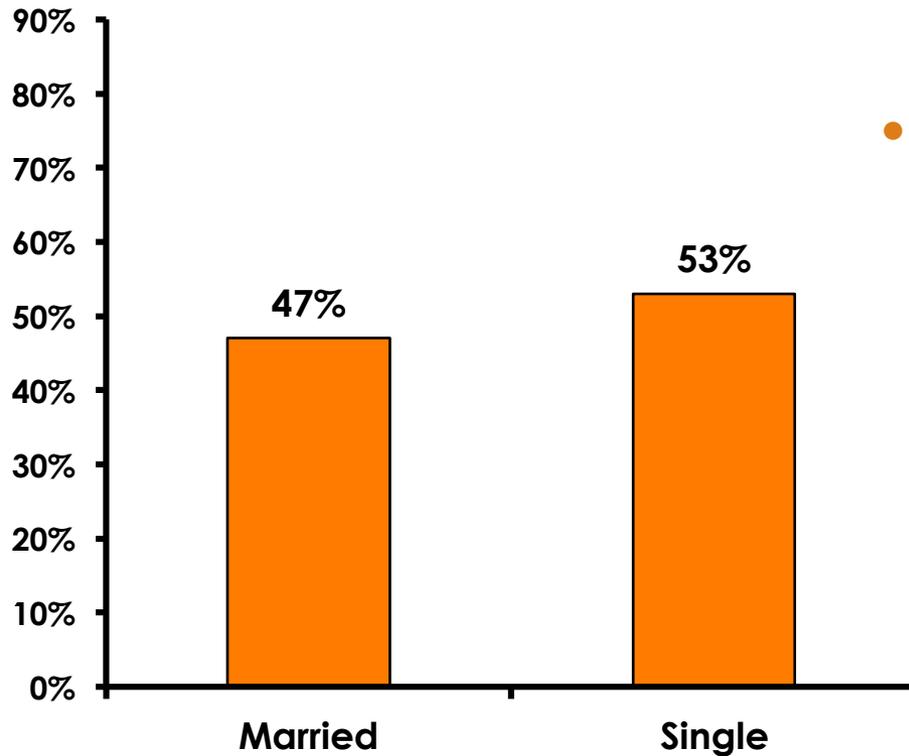
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **351** departing 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.

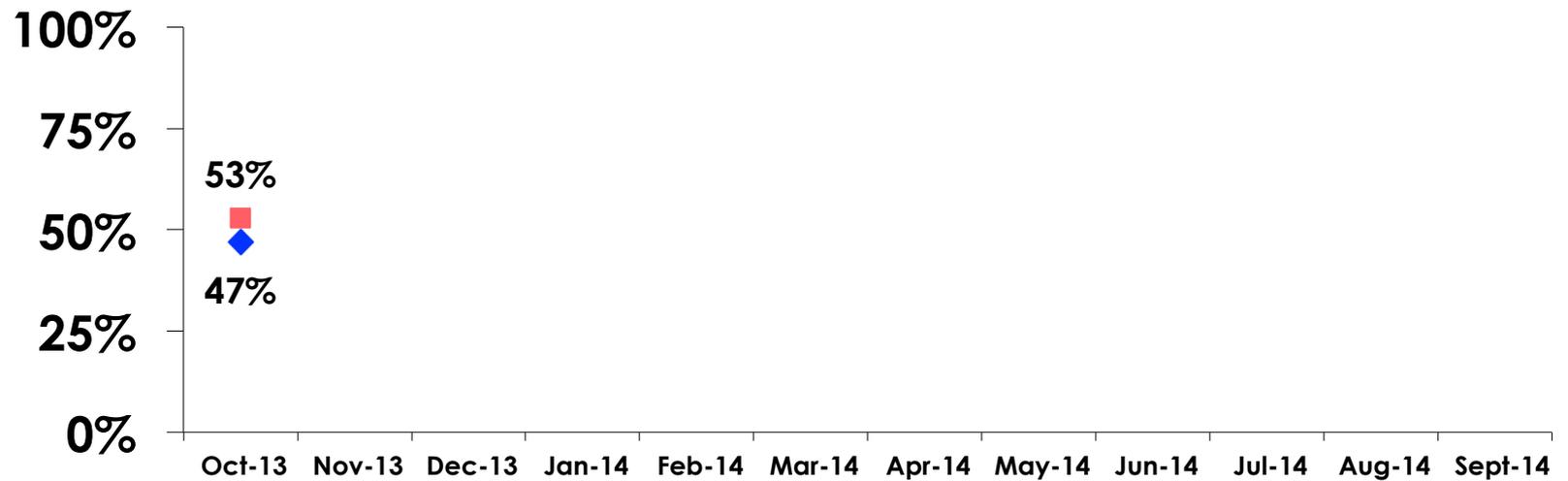
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

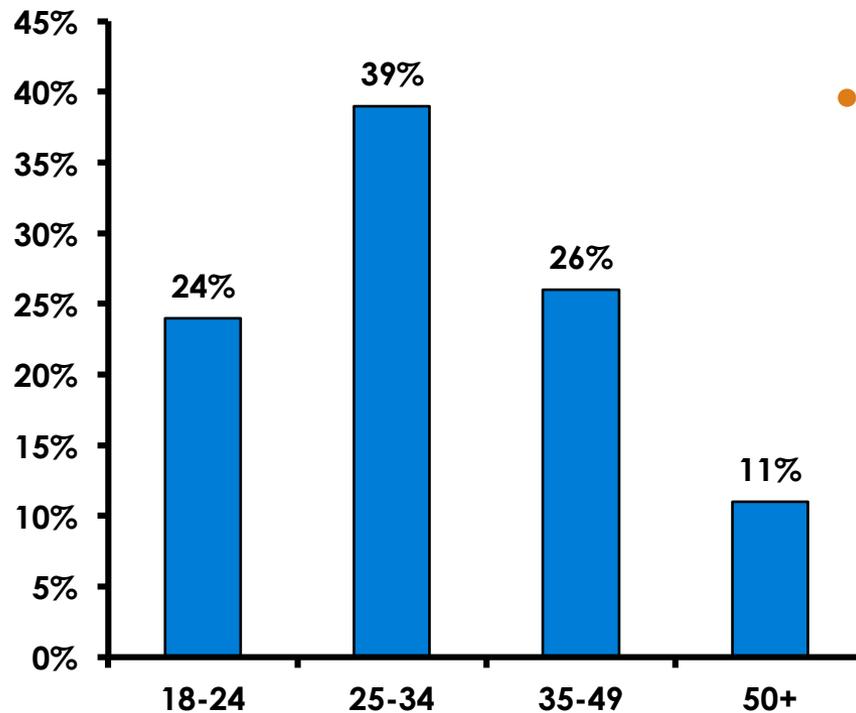


- 73% of female visitors are single.

Marital Status

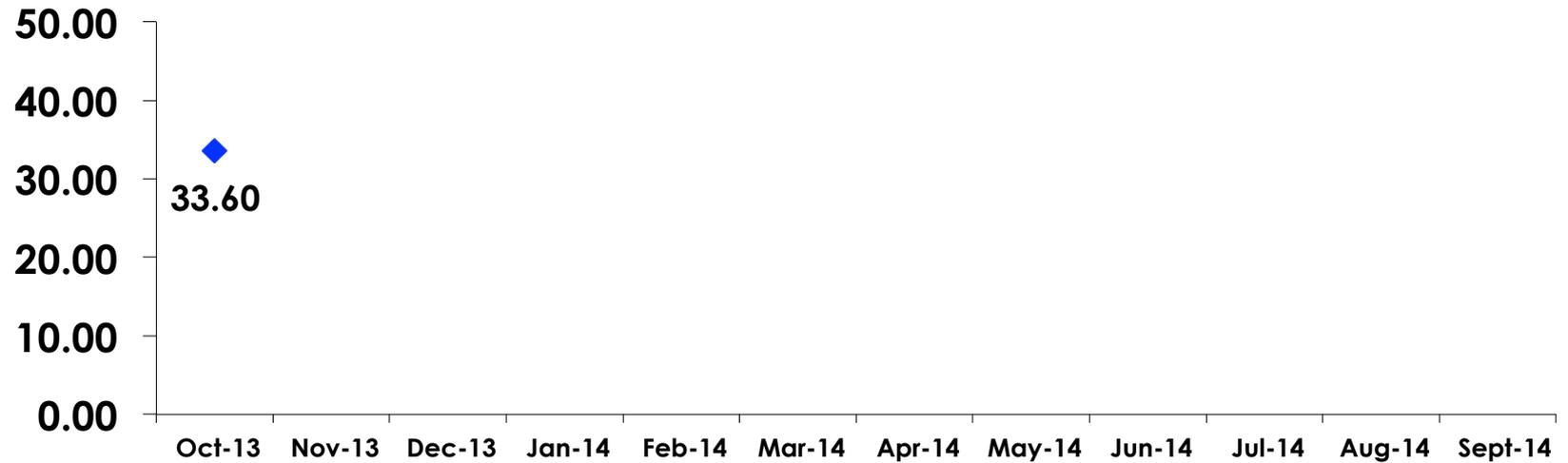


Age - Overall

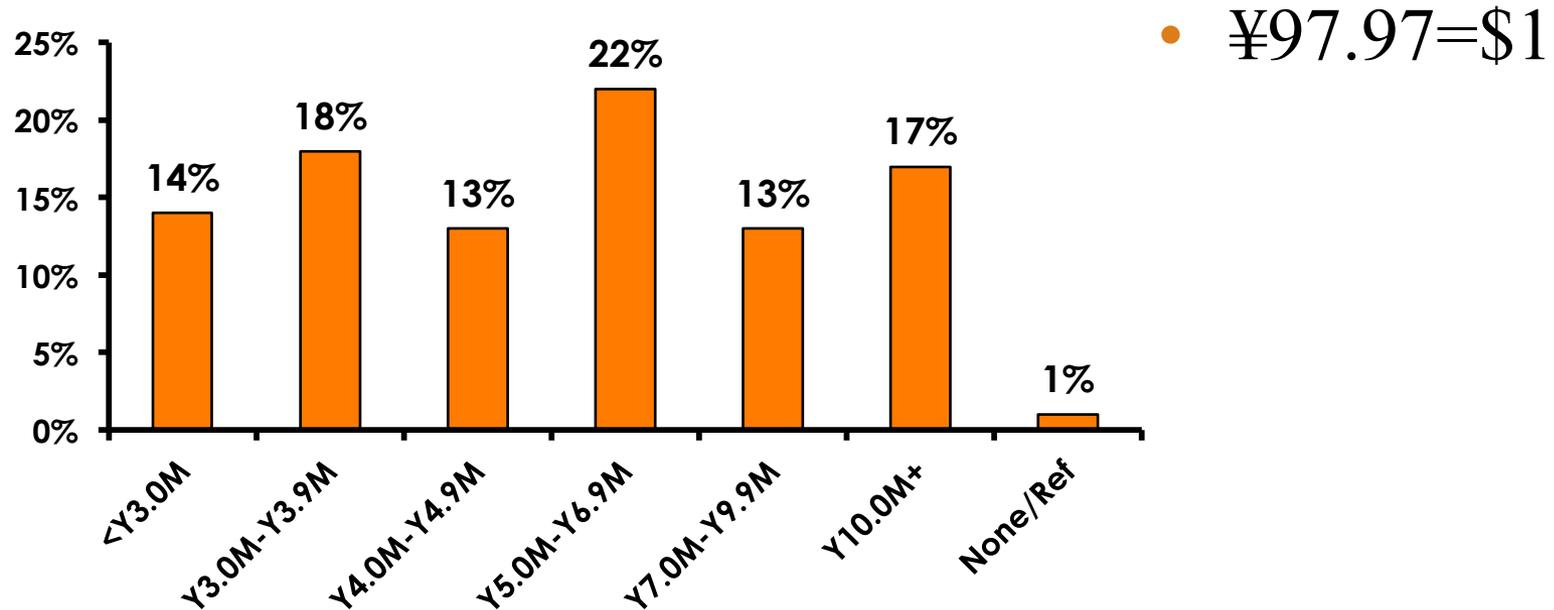


- The average age of the respondents is 33.60 years of age.

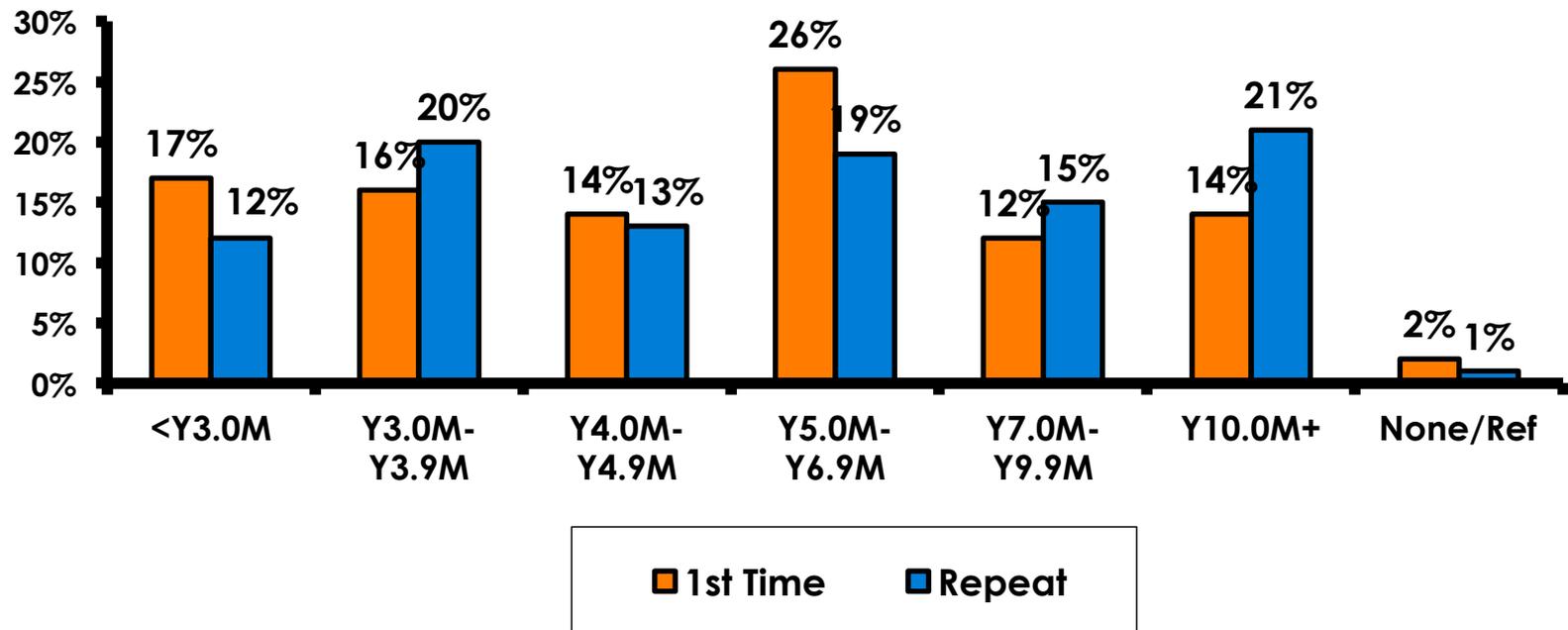
Average Age



Personal Income



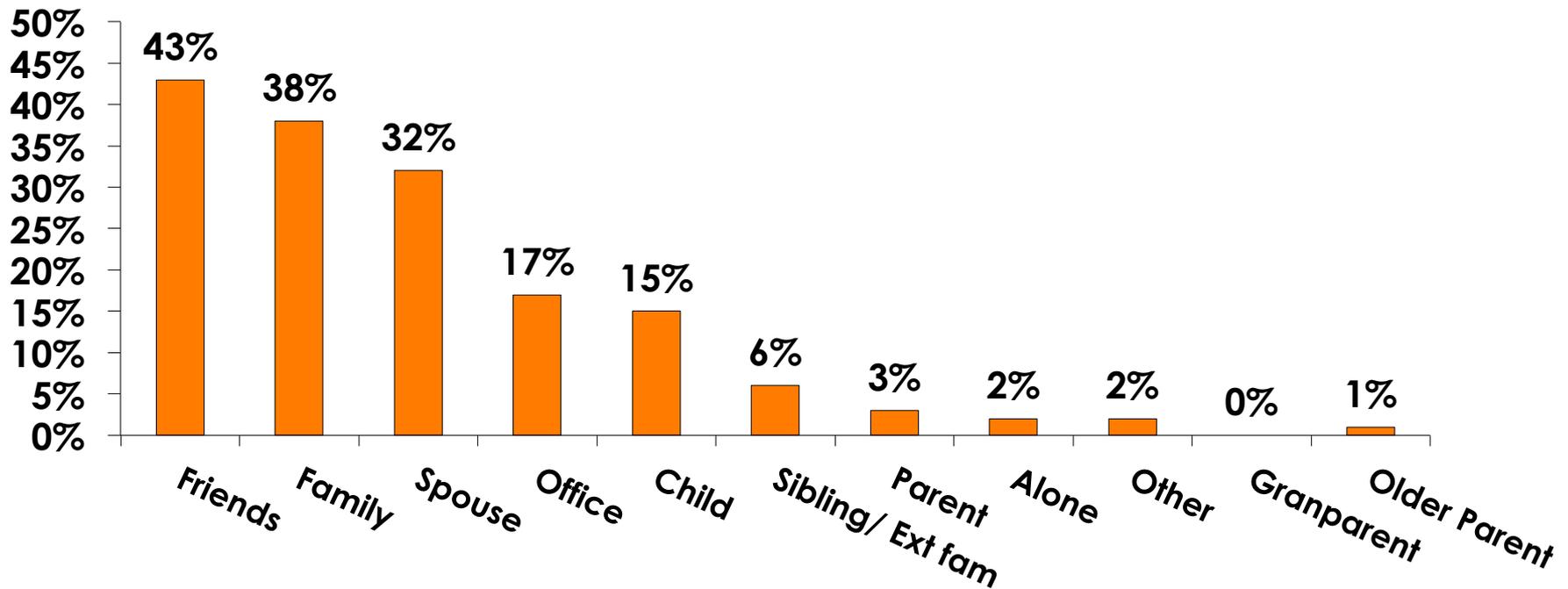
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

| | | | TOTAL | GENDER | | AGE | | | |
|-----|---------------|------------|-------|--------|--------|-------|-------|-------|-----|
| | | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| Q26 | <Y2.0 million | Count | 17 | 9 | 8 | 8 | 6 | 3 | |
| | | Column N % | 5% | 5% | 5% | 12% | 5% | 3% | |
| | Y2.0M-Y3.0M | Count | 29 | 7 | 22 | 14 | 11 | 4 | |
| | | Column N % | 9% | 4% | 15% | 22% | 9% | 5% | |
| | Y3.0M-Y4.0M | Count | 58 | 28 | 30 | 9 | 36 | 11 | 2 |
| | | Column N % | 18% | 16% | 21% | 14% | 29% | 13% | 6% |
| | Y4.0M-Y5.0M | Count | 41 | 23 | 18 | 3 | 24 | 9 | 4 |
| | | Column N % | 13% | 14% | 12% | 5% | 19% | 10% | 11% |
| | Y5.0M-Y7.0M | Count | 71 | 40 | 31 | 10 | 30 | 23 | 8 |
| | | Column N % | 22% | 24% | 21% | 15% | 24% | 27% | 22% |
| | Y7.0M-Y10.0M | Count | 42 | 30 | 12 | 7 | 4 | 22 | 8 |
| | | Column N % | 13% | 18% | 8% | 11% | 3% | 26% | 22% |
| | Y10.0M+ | Count | 54 | 31 | 23 | 10 | 14 | 14 | 14 |
| | | Column N % | 17% | 18% | 16% | 15% | 11% | 16% | 39% |
| | No Income | Count | 4 | 2 | 2 | 4 | | | |
| | | Column N % | 1% | 1% | 1% | 6% | | | |
| | Total | Count | 316 | 170 | 146 | 65 | 125 | 86 | 36 |

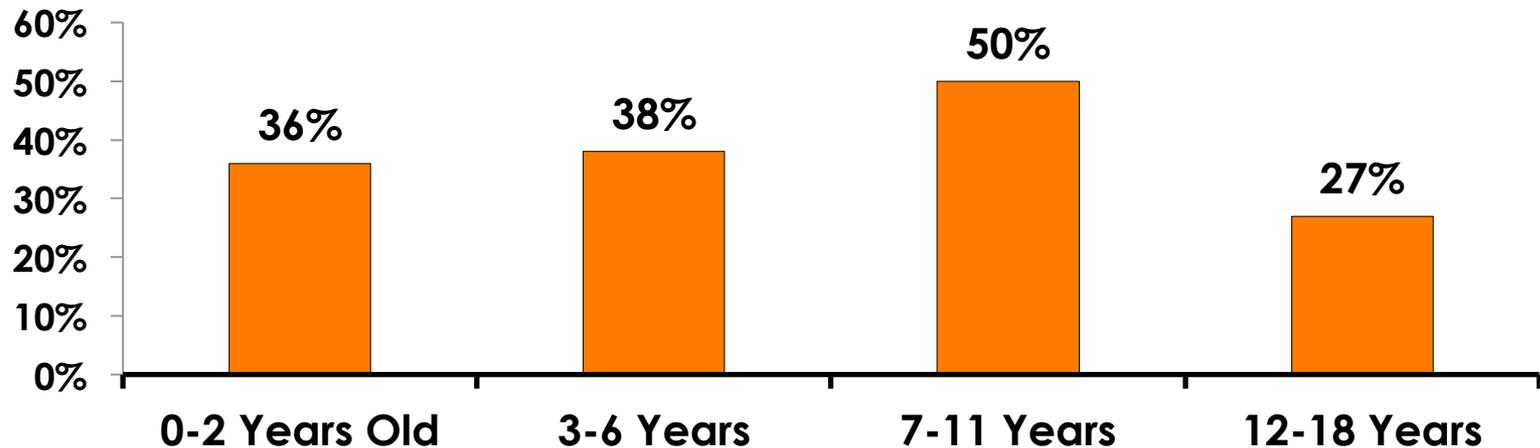
Travel Companions



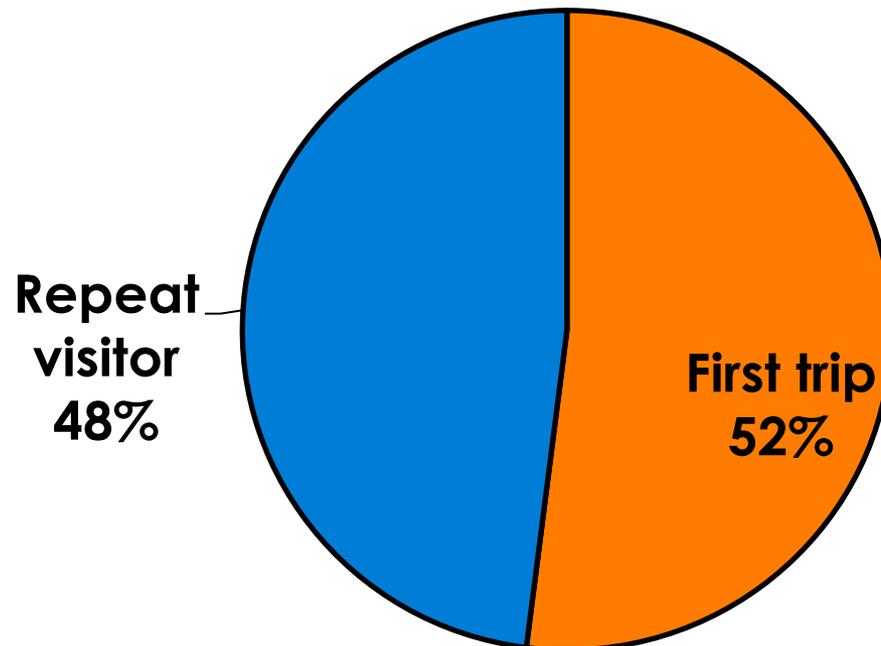
Number of Children Travel Party

N=52 total respondents traveling with children.

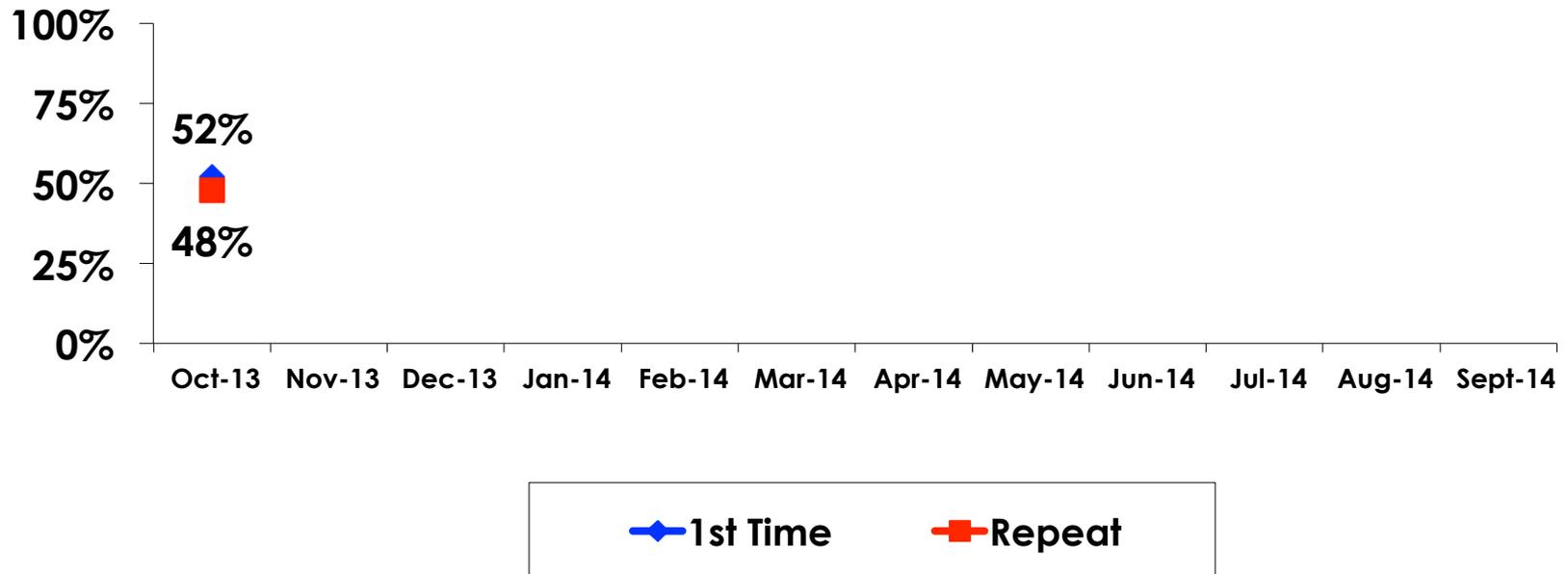
(Of those N=52 respondents, there is a total of 83 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



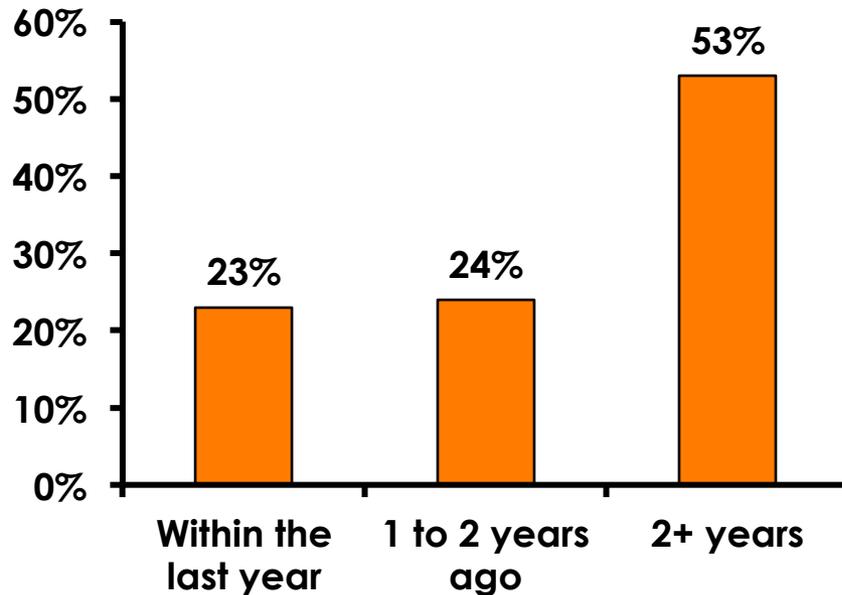
Trips to Guam by Age & Gender

| | | | TOTAL | TRIPS TO GUAM | |
|--------|--------|------------|-------|---------------|--------|
| | | | - | 1st | Repeat |
| GENDER | Male | Count | 185 | 92 | 93 |
| | | Column N % | 53% | 51% | 55% |
| | Female | Count | 166 | 90 | 75 |
| | | Column N % | 47% | 49% | 45% |
| | Total | Count | 351 | 182 | 168 |
| AGE | 18-24 | Count | 84 | 62 | 22 |
| | | Column N % | 24% | 35% | 13% |
| | 25-34 | Count | 134 | 66 | 68 |
| | | Column N % | 39% | 37% | 41% |
| | 35-49 | Count | 89 | 31 | 57 |
| | | Column N % | 26% | 17% | 34% |
| | 50+ | Count | 39 | 20 | 19 |
| | | Column N % | 11% | 11% | 11% |
| | Total | Count | 346 | 179 | 166 |

- First-time visitors are younger than repeat visitors to Guam.

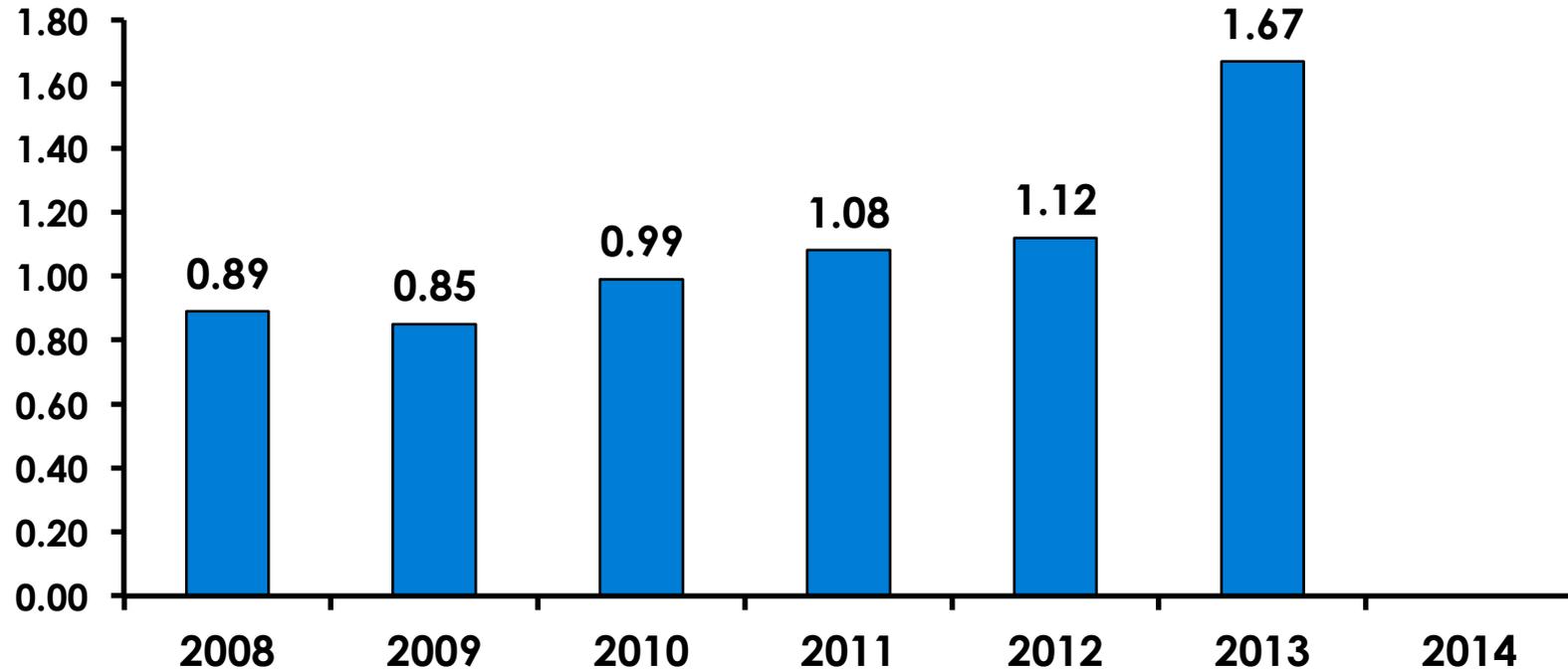
Repeat Visitors Last Trip

n = 160



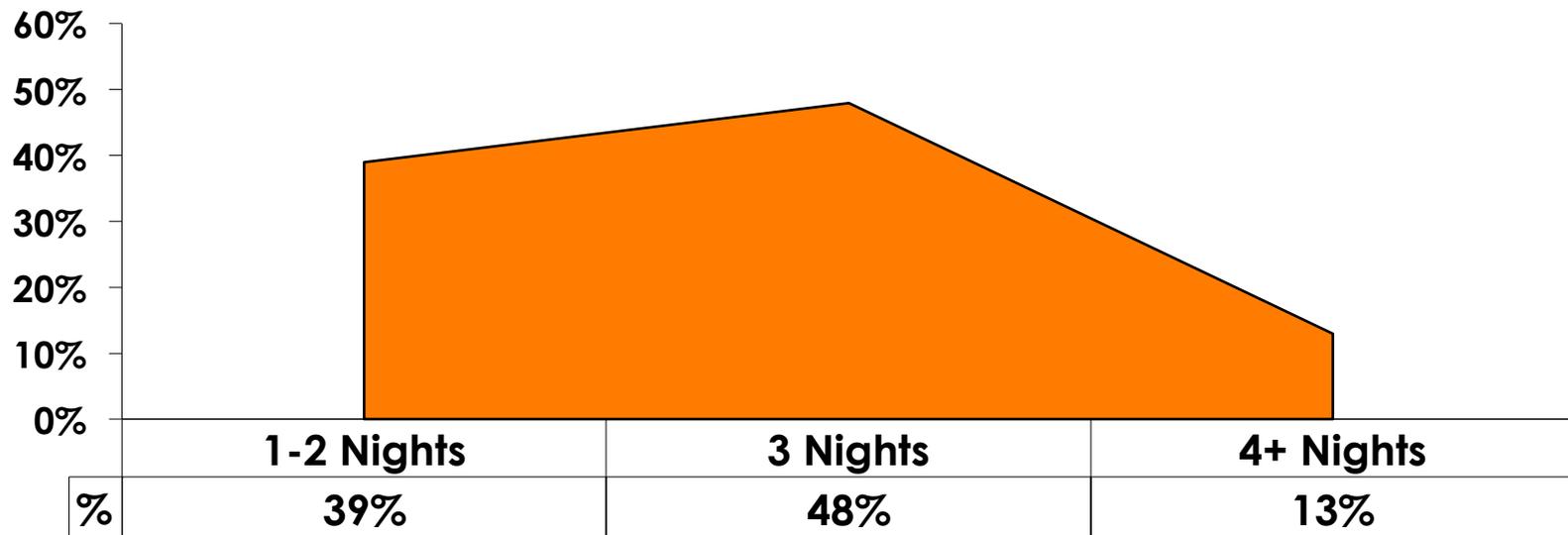
- The average repeat visitor has been to Guam 3.26 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2008-2014) (2 nights or more)

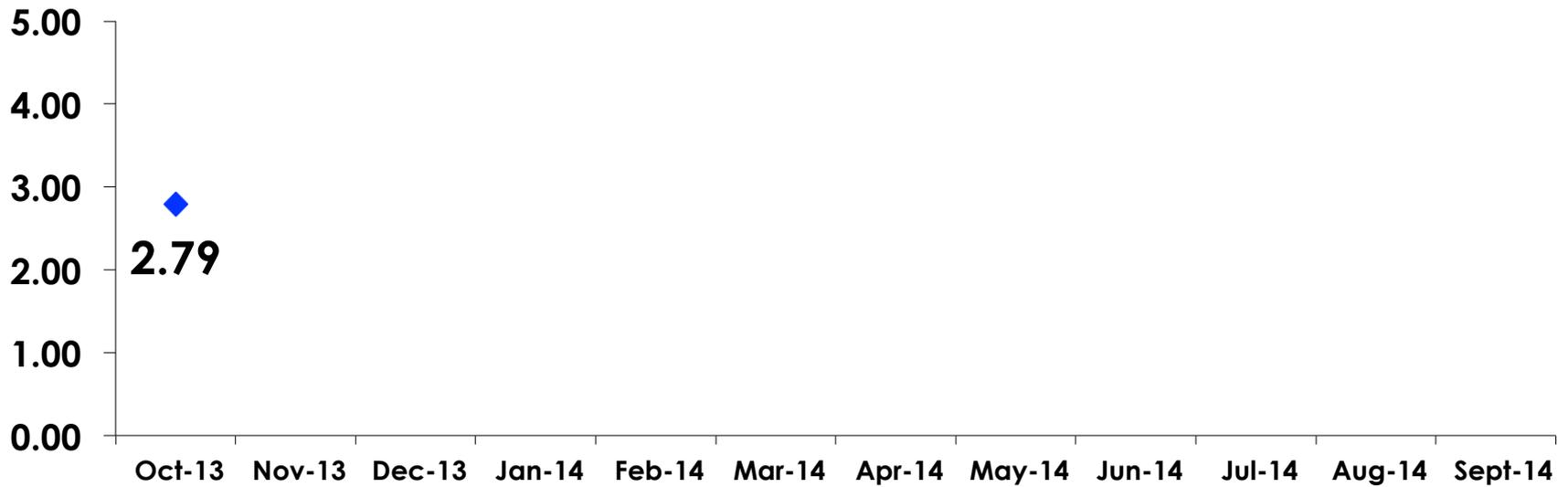


Length of Stay

Mean = 2.79 Days
Median = 3.0 Days



Average :ength of Stay

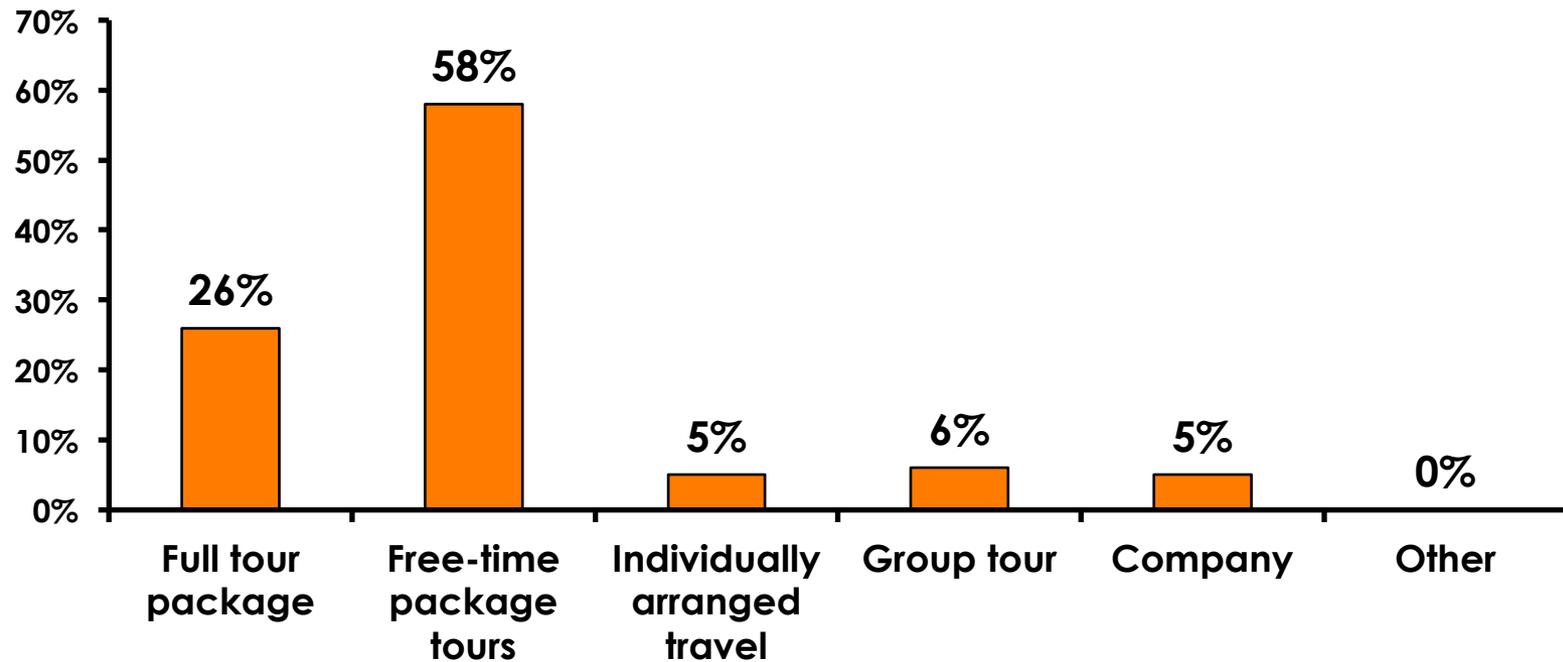


Occupation by Income

| | | TOTAL | Q26 | | | | | | | | |
|-----|-----------------------------|-------|---------------|-------------|-------------|-------------|-------------|--------------|---------|-----------|---|
| | | - | <Y2.0 million | Y2.0M-Y3.0M | Y3.0M-Y4.0M | Y4.0M-Y5.0M | Y5.0M-Y7.0M | Y7.0M-Y10.0M | Y10.0M+ | No Income | |
| Q25 | Engineer | 18% | 13% | 14% | 17% | 27% | 27% | 12% | 9% | | |
| | Office worker non-mgr | 17% | 13% | 41% | 28% | 7% | 15% | 7% | 11% | | |
| | Salesperson | 14% | | 10% | 24% | 27% | 11% | 12% | 9% | | |
| | Student | 11% | 25% | 3% | 5% | 5% | 6% | 12% | 9% | 100% | |
| | Self-employed | 8% | 19% | | 5% | 2% | 8% | 14% | 19% | | |
| | Professional/ Specialist | 5% | | 7% | 5% | 7% | 6% | 7% | 4% | | |
| | Manager | 5% | | | 5% | 2% | 6% | 14% | 6% | | |
| | Homemaker | 5% | | 7% | 2% | 10% | 4% | 7% | 4% | | |
| | Freeter | 3% | 6% | 7% | 2% | | 3% | | 4% | | |
| | Skilled worker | 3% | 6% | 3% | 3% | 2% | 1% | 5% | 4% | | |
| | Govt- office worker non-mgr | 3% | 6% | 3% | 2% | 2% | 7% | | 2% | | |
| | Other | 3% | | 3% | 2% | 7% | 1% | | 4% | | |
| | Executive (30+ employees) | 3% | | | | | | 5% | 13% | | |
| | Unemployed | 1% | 13% | | | | 1% | | | | |
| | Govt- Manager | 1% | | | | | 1% | 5% | | | |
| | Teacher | 1% | | | | | 1% | | 2% | | |
| | Govt- Executive | 0% | | | | | | | 2% | | |
| | Total | Count | 342 | 16 | 29 | 58 | 41 | 71 | 42 | 54 | 4 |

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

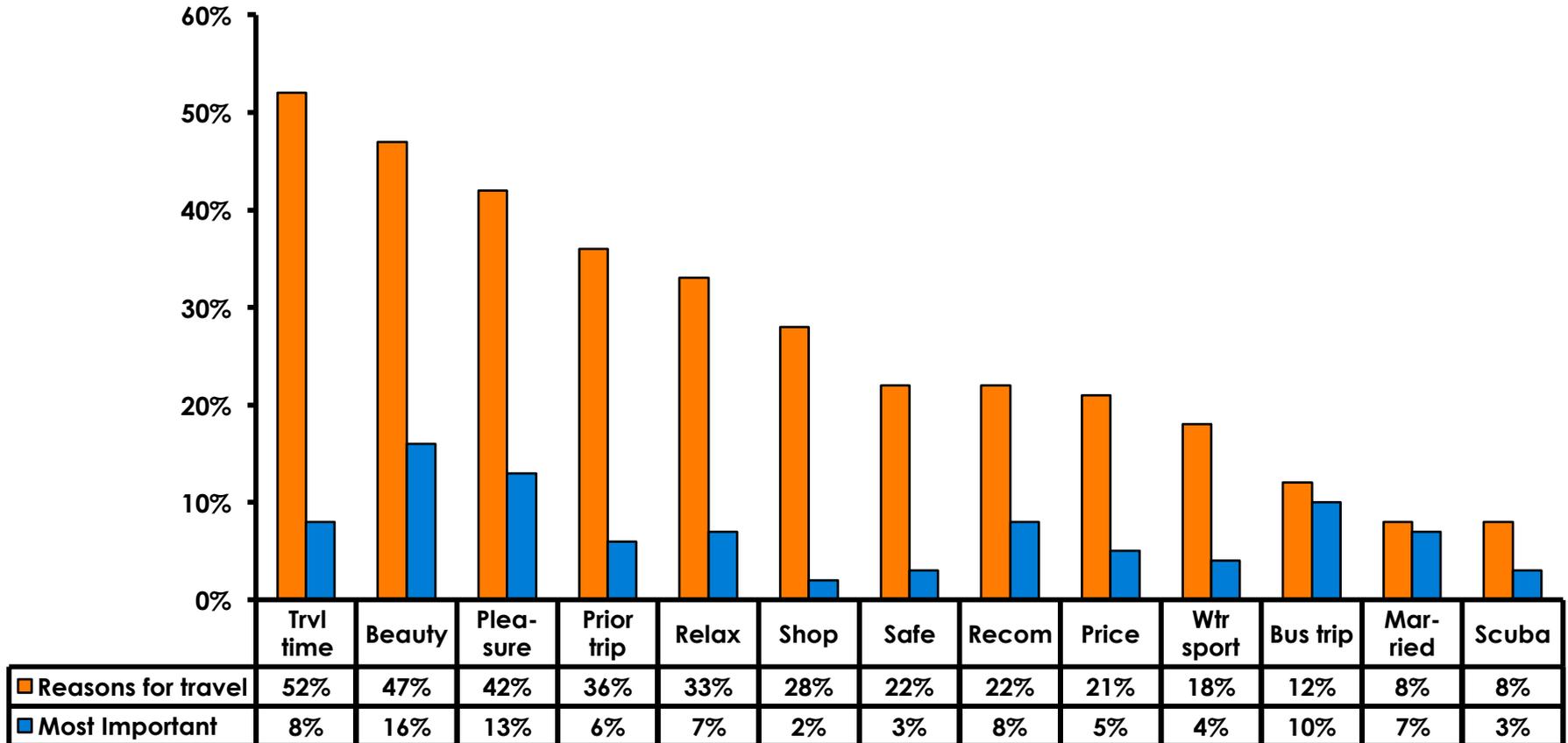


Accommodation by Income

Average length of stay: 2.79 days

| | | TOTAL | Q26 | | | | | | | | |
|----|-------------------------|-------|---------------|-------------|-------------|-------------|-------------|--------------|---------|-----------|---|
| | | - | <Y2.0 million | Y2.0M-Y3.0M | Y3.0M-Y4.0M | Y4.0M-Y5.0M | Y5.0M-Y7.0M | Y7.0M-Y10.0M | Y10.0M+ | No Income | |
| Q9 | Guam Plaza Hotel | 18% | 6% | 38% | 23% | 15% | 11% | 20% | 19% | 50% | |
| | Outrigger Guam Resort | 14% | 13% | 14% | 14% | 15% | 17% | 10% | 13% | | |
| | Guam Reef & Olive Spa | 8% | | | 11% | 7% | 8% | 10% | 11% | | |
| | Onward Beach Resort | 7% | | | 4% | 10% | 8% | 12% | 7% | | |
| | Pacific Bay Hotel | 5% | 13% | 7% | 9% | 5% | 3% | | 6% | | |
| | Hotel Nikko Guam | 5% | 13% | 3% | 5% | 5% | 7% | 2% | 4% | | |
| | Fiesta Resort Guam | 5% | 6% | 10% | 4% | 2% | 4% | 10% | 2% | | |
| | Grand Plaza Hotel | 5% | 6% | 3% | 4% | 5% | 6% | 7% | 6% | | |
| | Other | 4% | 13% | 3% | 7% | 5% | 4% | | | 25% | |
| | Hilton Guam Resort | 4% | 19% | | 2% | 7% | 3% | 5% | 4% | | |
| | Holiday Resort Guam | 4% | | 7% | | 2% | 7% | 5% | 6% | | |
| | Westin Resort Guam | 3% | | | 4% | 5% | 3% | 7% | 6% | | |
| | Hyatt Regency Guam | 3% | | 3% | 4% | 5% | 4% | | 4% | | |
| | PIC Club | 3% | 6% | | 2% | 5% | 3% | 2% | 6% | | |
| | Leo Palace Resort | 2% | | 3% | 4% | 2% | 1% | | 4% | | |
| | Bayview Hotel | 2% | | | 2% | | 1% | 2% | 4% | | |
| | Sheraton Laguna Guam | 1% | | | 4% | | 1% | | | | |
| | Oceanview Hotel | 1% | 6% | | | | 1% | 2% | 2% | 25% | |
| | Guam Marriott Resort | 1% | | | | 5% | 3% | 2% | | | |
| | Condo | 1% | | 3% | 2% | | | | | | |
| | Royal Orchid Guam | 1% | | | | | 1% | 2% | | | |
| | Tumon Bay Capital Hotel | 1% | | 3% | | | 1% | | | | |
| | Apartment | 0% | | | | | | | | | |
| | Total | Count | 347 | 16 | 29 | 57 | 41 | 71 | 41 | 54 | 4 |

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Pleasure and
- Business trip

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 | Short travel time | 52% | 44% | 54% | 55% | 49% | 52% | 51% | |
| | Natural beauty | 47% | 54% | 46% | 43% | 44% | 40% | 55% | |
| | Pleasure | 42% | 61% | 39% | 39% | 23% | 33% | 53% | |
| | Previous trip | 36% | 21% | 37% | 51% | 33% | 39% | 32% | |
| | Relax | 33% | 35% | 31% | 29% | 41% | 28% | 39% | |
| | Shopping | 28% | 33% | 28% | 26% | 21% | 22% | 35% | |
| | Safe | 22% | 19% | 23% | 24% | 26% | 23% | 22% | |
| | Recomm- friend/family/trvl agnt | 22% | 36% | 24% | 13% | 8% | 19% | 25% | |
| | Price | 21% | 24% | 19% | 24% | 15% | 15% | 28% | |
| | Water sports | 18% | 24% | 15% | 18% | 8% | 16% | 19% | |
| | Company/ Business Trip | 12% | 10% | 13% | 10% | 18% | 11% | 13% | |
| | Married/ Attn wedding | 8% | 2% | 14% | 2% | 10% | 10% | 5% | |
| | Scuba | 8% | 11% | 10% | 4% | 3% | 5% | 10% | |
| | Honeymoon | 4% | | 7% | 3% | 3% | 6% | 1% | |
| | Golf | 3% | | 1% | 3% | 13% | 3% | 2% | |
| | Other | 2% | 2% | 1% | 3% | 3% | 2% | 2% | |
| | Organized sports | 2% | 2% | 1% | 1% | 5% | 3% | 1% | |
| | Visit friends/ Relatives | 1% | 1% | 1% | 2% | 3% | 2% | 1% | |
| | Company Sponsored | 1% | | 1% | 2% | 3% | 2% | 1% | |
| | Total | Count | 351 | 84 | 134 | 89 | 39 | 185 | 166 |

Motivation by Income

| | | TOTAL | Q26 | | | | | | | | |
|-----|---------------------------------|-------|---------------|-------------|-------------|-------------|-------------|--------------|---------|-----------|---|
| | | - | <Y2.0 million | Y2.0M-Y3.0M | Y3.0M-Y4.0M | Y4.0M-Y5.0M | Y5.0M-Y7.0M | Y7.0M-Y10.0M | Y10.0M+ | No Income | |
| Q5A | Short travel time | 52% | 41% | 55% | 40% | 49% | 55% | 67% | 56% | 50% | |
| | Natural beauty | 47% | 29% | 55% | 48% | 34% | 54% | 50% | 48% | 100% | |
| | Pleasure | 42% | 41% | 45% | 34% | 37% | 49% | 48% | 39% | 75% | |
| | Previous trip | 36% | 29% | 41% | 41% | 39% | 32% | 40% | 41% | 25% | |
| | Relax | 33% | 24% | 34% | 29% | 37% | 32% | 38% | 37% | 25% | |
| | Shopping | 28% | 24% | 38% | 29% | 34% | 23% | 29% | 30% | 50% | |
| | Safe | 22% | 18% | 21% | 21% | 20% | 25% | 36% | 20% | 25% | |
| | Recomm- friend/family/trvl agnt | 22% | 24% | 28% | 22% | 24% | 20% | 17% | 20% | 50% | |
| | Price | 21% | 12% | 28% | 19% | 22% | 20% | 29% | 22% | 25% | |
| | Water sports | 18% | 12% | 21% | 21% | 17% | 18% | 21% | 11% | | |
| | Company/ Business Trip | 12% | 6% | 17% | 9% | 20% | 10% | 7% | 13% | | |
| | Married/ Attn wedding | 8% | 18% | 3% | 14% | 7% | 10% | 2% | 2% | | |
| | Scuba | 8% | | 10% | 3% | 12% | 7% | 5% | 15% | | |
| | Honeymoon | 4% | | | 7% | 2% | 7% | 5% | 2% | | |
| | Golf | 3% | | | 3% | 2% | 3% | 2% | 6% | | |
| | Other | 2% | 6% | | 2% | | 3% | 5% | | | |
| | Organized sports | 2% | | 3% | 3% | | 1% | 7% | | | |
| | Visit friends/ Relatives | 1% | 6% | | 2% | | | 5% | 2% | | |
| | Company Sponsored | 1% | | | | | 3% | 5% | | | |
| | Total | Count | 351 | 17 | 29 | 58 | 41 | 71 | 42 | 54 | 4 |

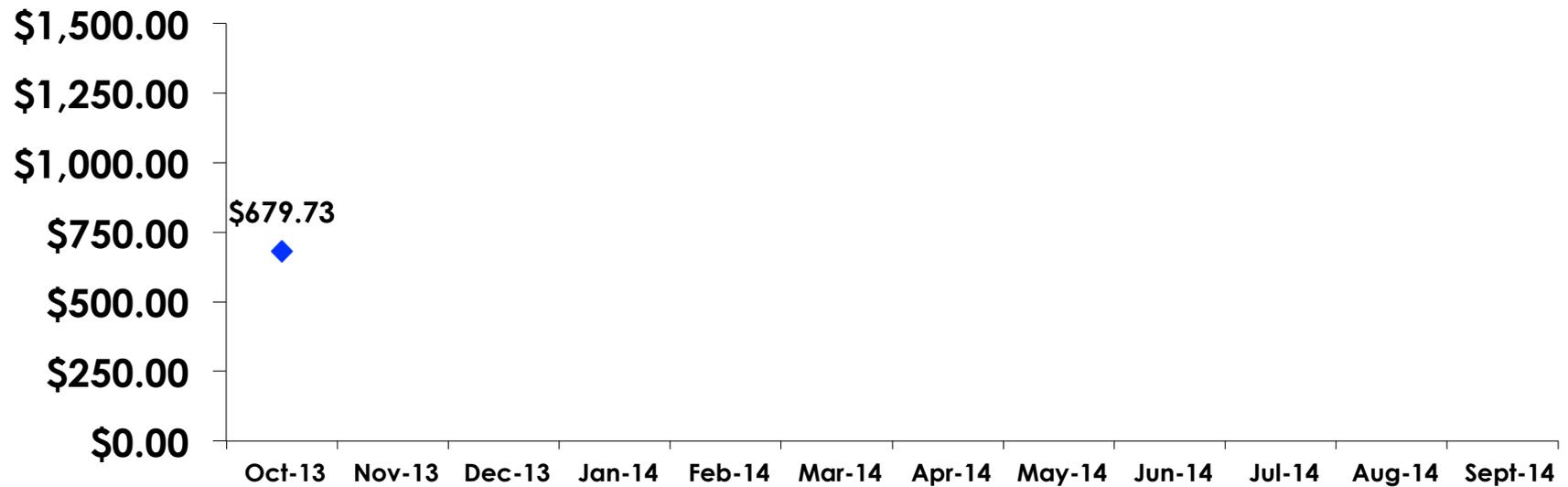
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥97.97/US\$1

- \$1,323.73 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$15,311 = maximum (highest amount recorded for the entire sample)
- \$679.73 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



YTD=\$679.73

Breakdown of Prepaid Expenditures

¥97.97=\$1

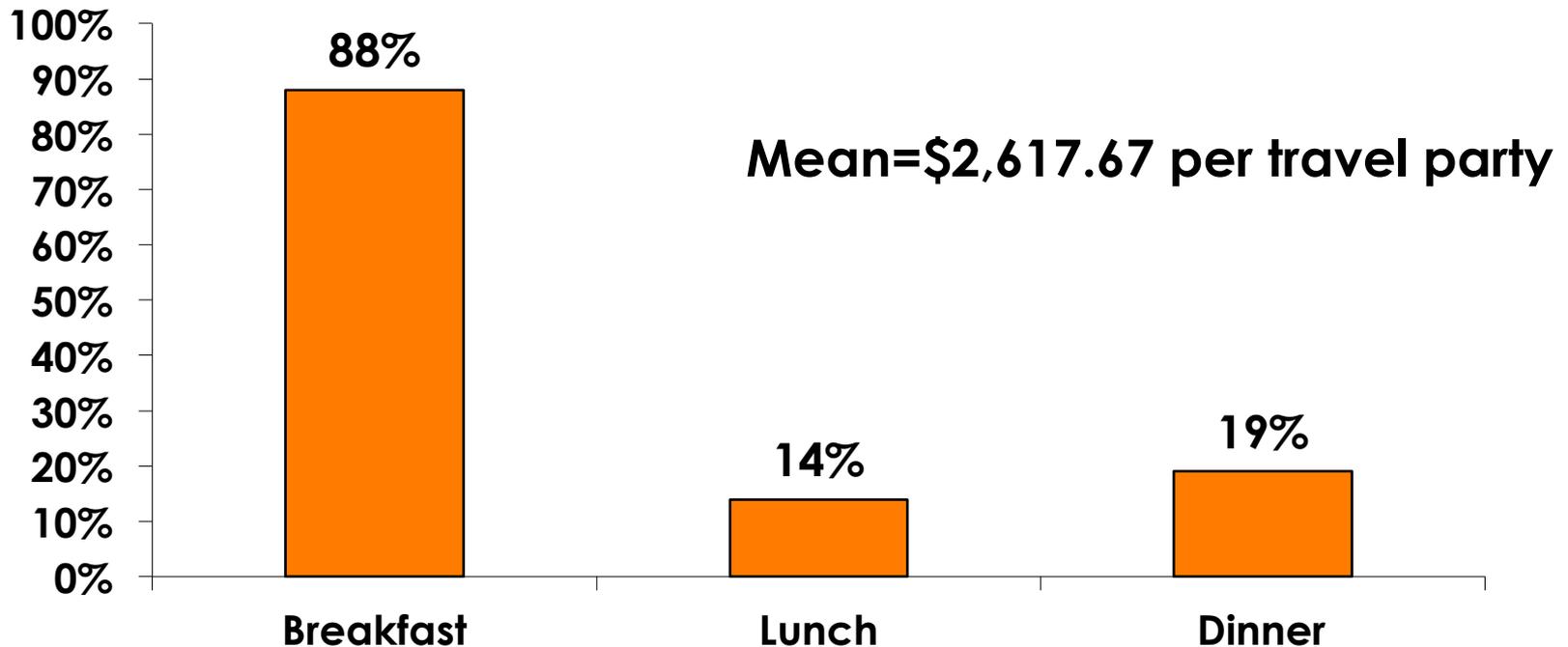
**(Filter: Only those who responded/
Per Travel Party)**

| | MEAN \$ |
|---|-------------------|
| Air & Accommodation package only | \$1,384.35 |
| Air & Accommodation w/ daily meal package | \$2,617.67 |
| Air only | \$1,334.23 |
| Accommodation only | \$756.52 |
| Accommodation w/ daily meal only | \$- |
| Food & Beverages in Hotel | \$- |
| Ground transportation – Japan | \$59.01 |
| Ground transportation – Guam | \$43.38 |
| Optional tours/ activities | \$237.92 |
| Other expenses | \$155.43 |
| Total Prepaid | \$1,323.73 |

Prepaid Meal Breakdown

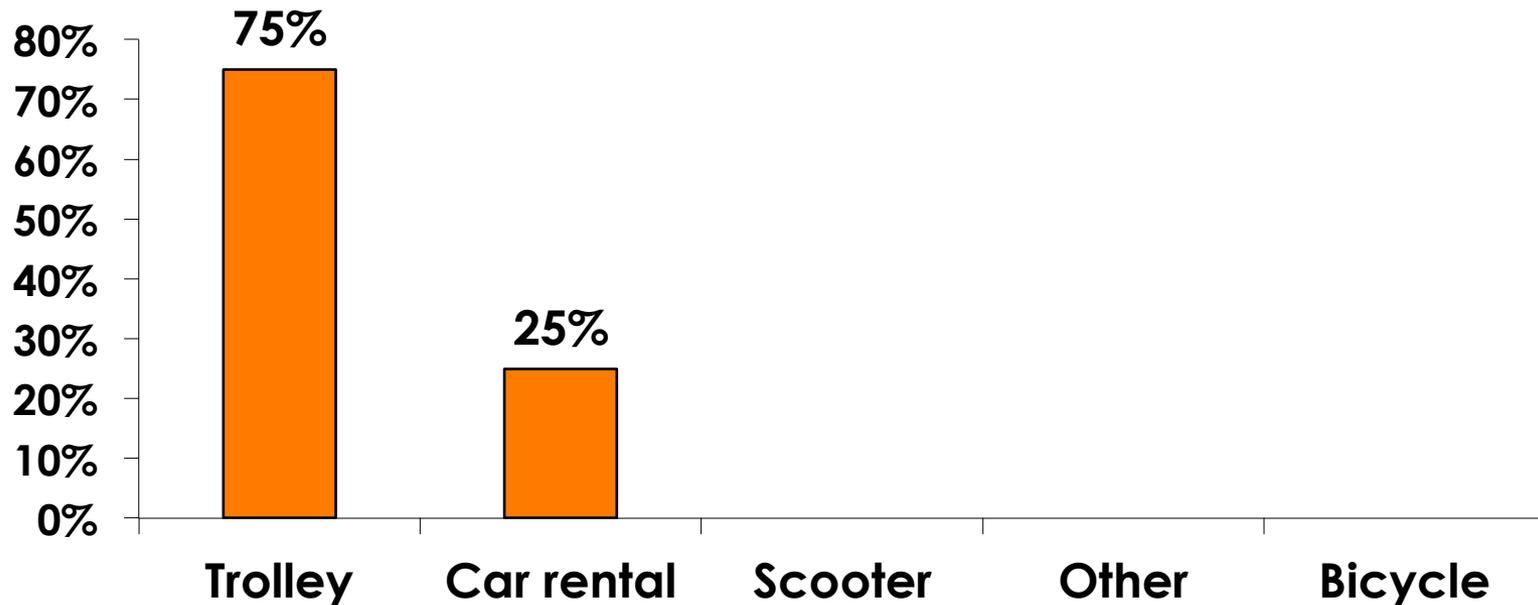
Air/ Accommodations with Daily Meal Package

n=42



Prepaid Ground Transportation

n=4

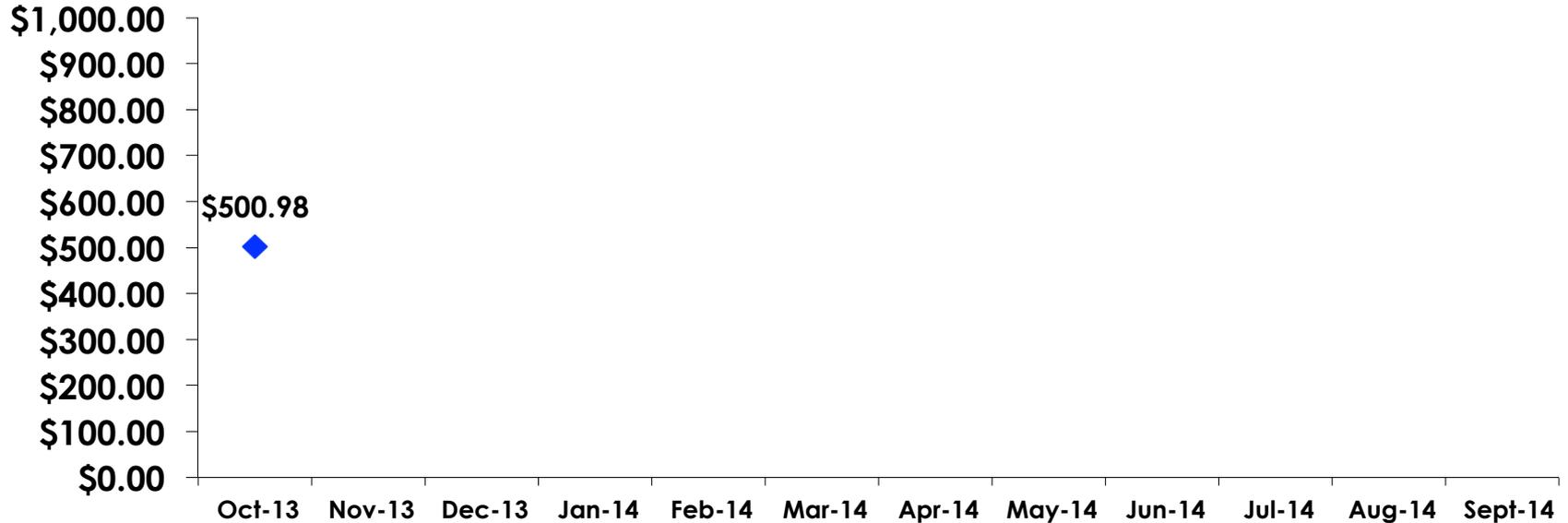


Mean=\$38.25 per travel party

On-Island Expenditures

- \$766.66 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,000 = Maximum (highest amount recorded for the entire sample)
- \$500.98 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



YTD = \$500.98

Prepaid/On-Island Expenditures Per Person

Prepaid YTD = \$679.73

On-Isle YTD = \$500.98



◆ Prepaid

■ On-isle

Total On-Island Expenditure by Gender & Age

| | | TOTAL | GENDER | | GENDER | | | | | | | |
|------------|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | - | Male | Female | Male | | | | Female | | | |
| | | | | | AGE | | | | AGE | | | |
| | | | | | 18-24 | 25-34 | 35-49 | 50+ | 18-24 | 25-34 | 35-49 | 50+ |
| PER PERSON | Mean | \$500.98 | \$488.02 | \$515.42 | \$399.55 | \$529.29 | \$460.56 | \$501.67 | \$455.22 | \$564.19 | \$429.14 | \$779.18 |
| | Median | \$400 | \$360 | \$400 | \$360 | \$400 | \$325 | \$400 | \$400 | \$500 | \$325 | \$500 |
| | Minimum | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$100 | \$0 | \$0 | \$0 | \$200 |
| | Maximum | \$5,000 | \$5,000 | \$2,500 | \$1,000 | \$5,000 | \$2,000 | \$1,750 | \$2,350 | \$2,500 | \$2,000 | \$1,900 |

On-Island Expenditure Categories by Gender & Age

| | | TOTAL | GENDER | | AGE | | | |
|--------------|--------|----------|----------|----------|----------|----------|----------|----------|
| | | - | Male | Female | 18-24 | 25-34 | 35-49 | 50+ |
| F&B HOTEL | Mean | \$27.24 | \$40.14 | \$12.87 | \$7.42 | \$21.37 | \$44.38 | \$50.41 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$30.80 | \$35.37 | \$25.72 | \$19.67 | \$35.82 | \$33.79 | \$27.00 |
| | Median | \$5 | \$7 | \$0 | \$0 | \$9 | \$7 | \$6 |
| F&B RESTRNT | Mean | \$88.06 | \$119.01 | \$53.57 | \$59.44 | \$65.00 | \$152.90 | \$84.56 |
| | Median | \$20 | \$50 | \$10 | \$4 | \$10 | \$100 | \$50 |
| OPT TOUR | Mean | \$66.67 | \$85.23 | \$45.99 | \$43.51 | \$65.40 | \$82.76 | \$85.05 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| GIFT- SELF | Mean | \$237.96 | \$263.65 | \$209.34 | \$115.83 | \$217.56 | \$345.89 | \$278.41 |
| | Median | \$30 | \$0 | \$50 | \$2 | \$38 | \$100 | \$0 |
| GIFT- OTHER | Mean | \$128.69 | \$149.44 | \$105.57 | \$75.67 | \$127.63 | \$150.70 | \$200.00 |
| | Median | \$50 | \$50 | \$45 | \$10 | \$50 | \$100 | \$120 |
| TRANS | Mean | \$13.77 | \$18.34 | \$8.68 | \$13.23 | \$9.80 | \$20.84 | \$13.44 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| OTHER | Mean | \$174.16 | \$206.55 | \$138.07 | \$154.32 | \$184.22 | \$163.66 | \$228.10 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| TOTAL | Mean | \$766.66 | \$919.64 | \$596.17 | \$489.25 | \$730.22 | \$985.79 | \$969.38 |
| | Median | \$500 | \$600 | \$456 | \$400 | \$500 | \$600 | \$700 |

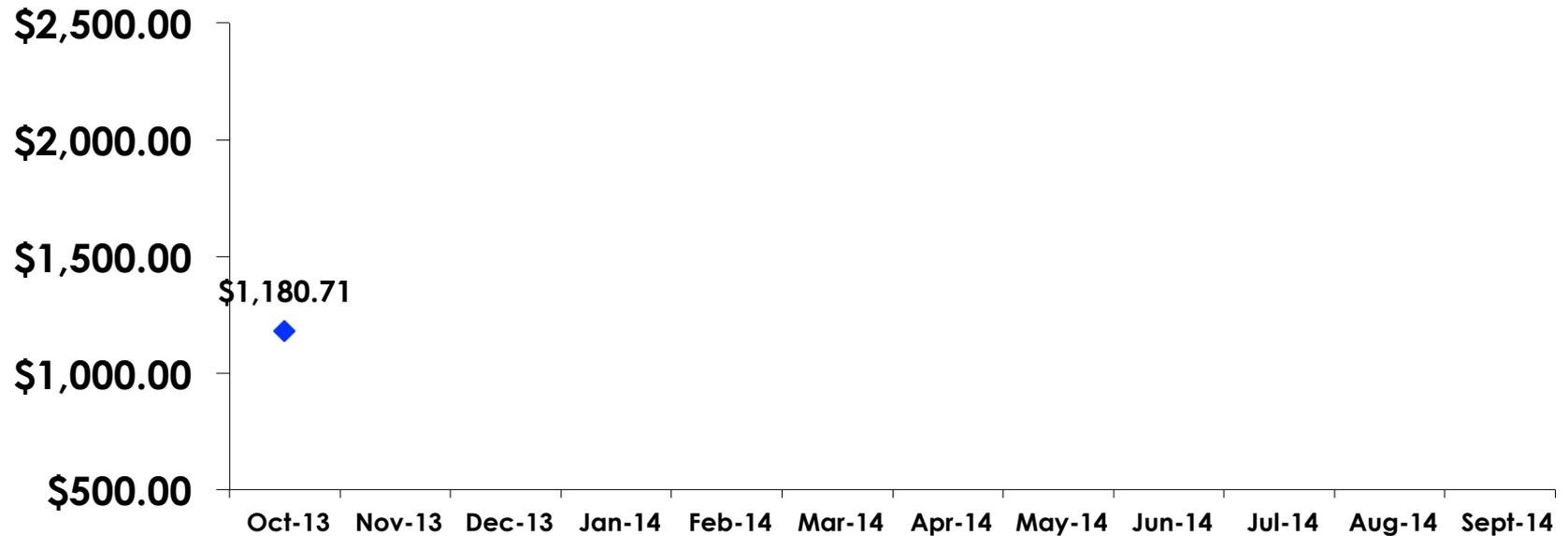
On-Island Expenditures First Timers & Repeaters

| | | TOTAL | TRIPS TO GUAM | |
|--------------|--------|----------|---------------|----------|
| | | - | 1st | Repeat |
| F&B HOTEL | Mean | \$27.24 | \$15.22 | \$40.43 |
| | Median | \$0 | \$0 | \$0 |
| F&B FF/STORE | Mean | \$30.80 | \$30.59 | \$31.21 |
| | Median | \$5 | \$8 | \$0 |
| F&B RESTRNT | Mean | \$88.06 | \$65.62 | \$112.90 |
| | Median | \$20 | \$19 | \$35 |
| OPT TOUR | Mean | \$66.67 | \$74.91 | \$58.14 |
| | Median | \$0 | \$0 | \$0 |
| GIFT- SELF | Mean | \$237.96 | \$192.37 | \$288.77 |
| | Median | \$30 | \$30 | \$35 |
| GIFT- OTHER | Mean | \$128.69 | \$120.91 | \$137.88 |
| | Median | \$50 | \$50 | \$50 |
| TRANS | Mean | \$13.77 | \$11.81 | \$15.98 |
| | Median | \$0 | \$0 | \$0 |
| OTHER | Mean | \$174.16 | \$152.45 | \$198.72 |
| | Median | \$0 | \$0 | \$0 |
| TOTAL | Mean | \$766.66 | \$659.10 | \$887.74 |
| | Median | \$500 | \$500 | \$595 |

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,180.71 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,385 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person



YTD=\$1,180.71

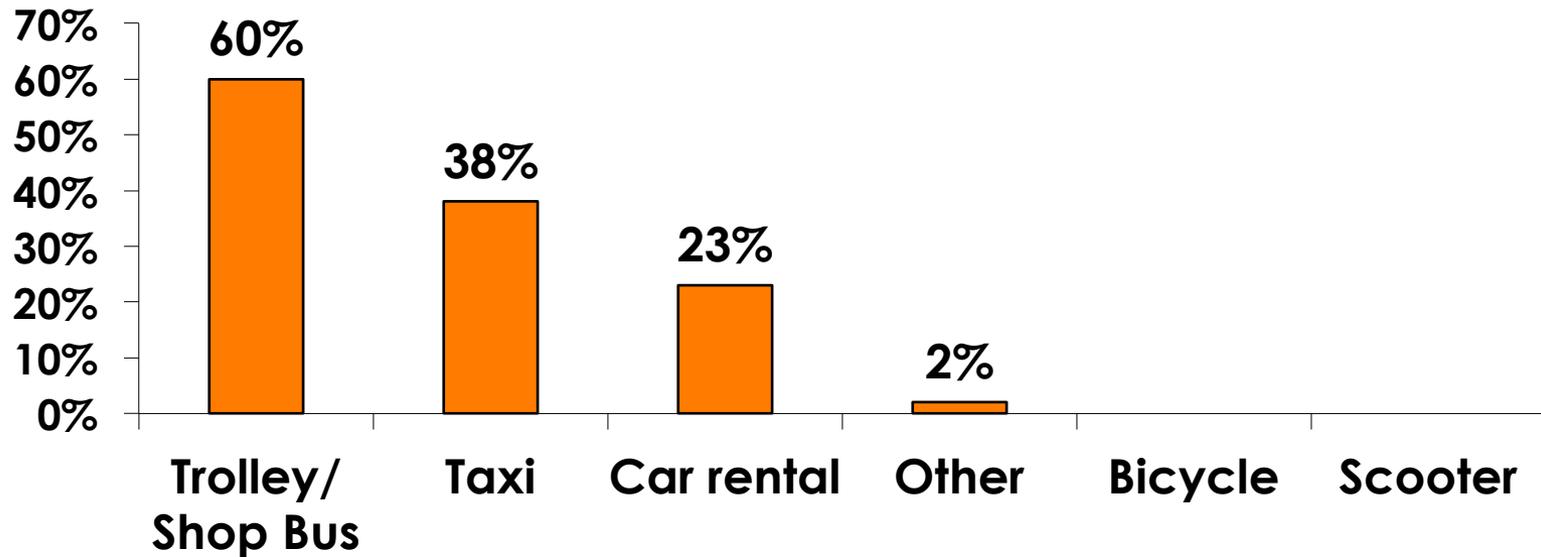
Breakdown of On-Island Expenditures

| | MEAN \$ |
|--|-----------------|
| Food & beverage in a hotel | \$27.24 |
| Food & beverage in fast food restaurant/ convenience store | \$30.80 |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$88.06 |
| Optional tours and activities | \$66.67 |
| Gifts/ souvenirs for yourself/companions | \$237.96 |
| Gifts/ souvenirs for friends/family at home | \$128.69 |
| Local transportation | \$13.77 |
| Other expenses not covered | \$174.16 |
| Average Total | \$766.66 |

Local Transportation

n=47

Mean=\$13.77 per travel party



Guam Airport Expenditures

- \$19.13 = Mean
- \$5 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$500 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

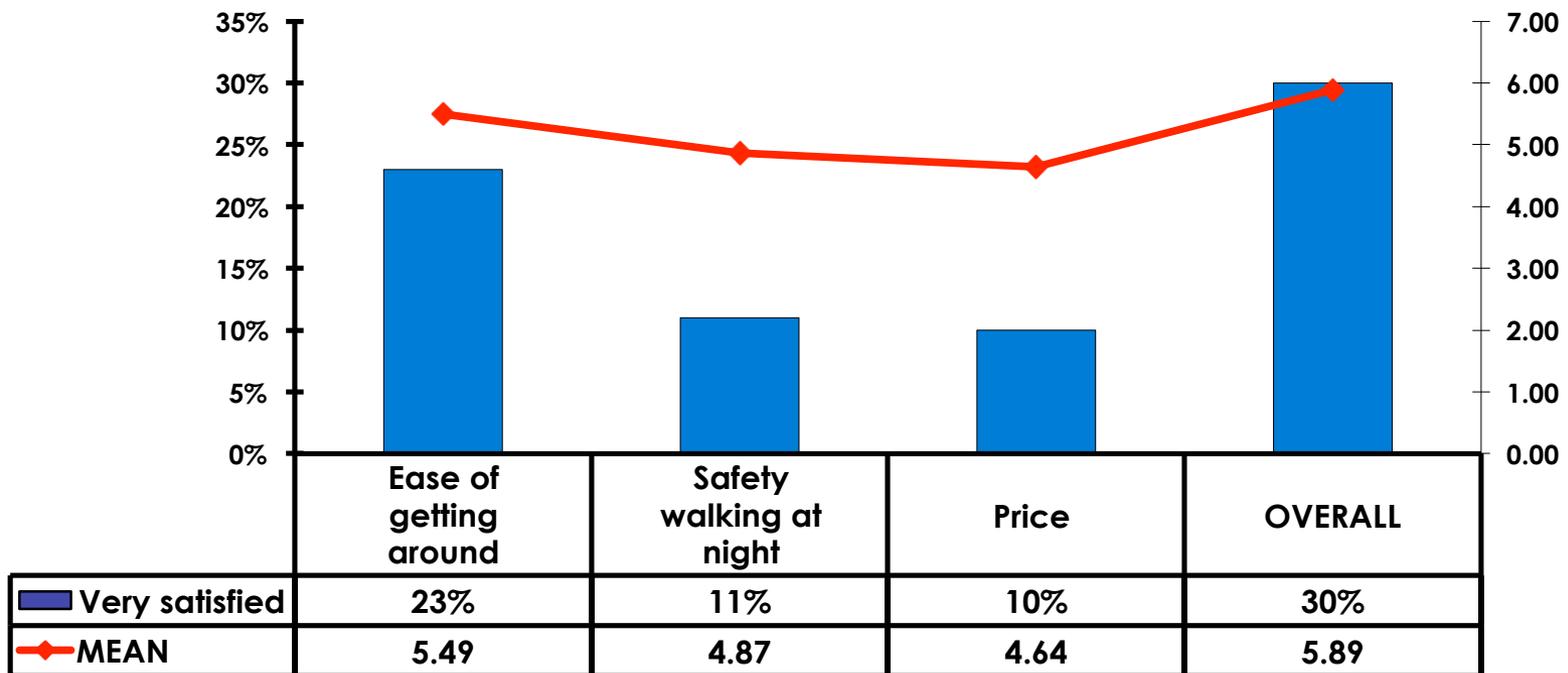
| | MEAN \$ |
|-------------------------------|----------------|
| Food & Beverages | \$6.84 |
| Gifts/Souvenirs Self | \$7.03 |
| Gifts/Souvenirs Others | \$5.17 |
| Total | \$19.13 |

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

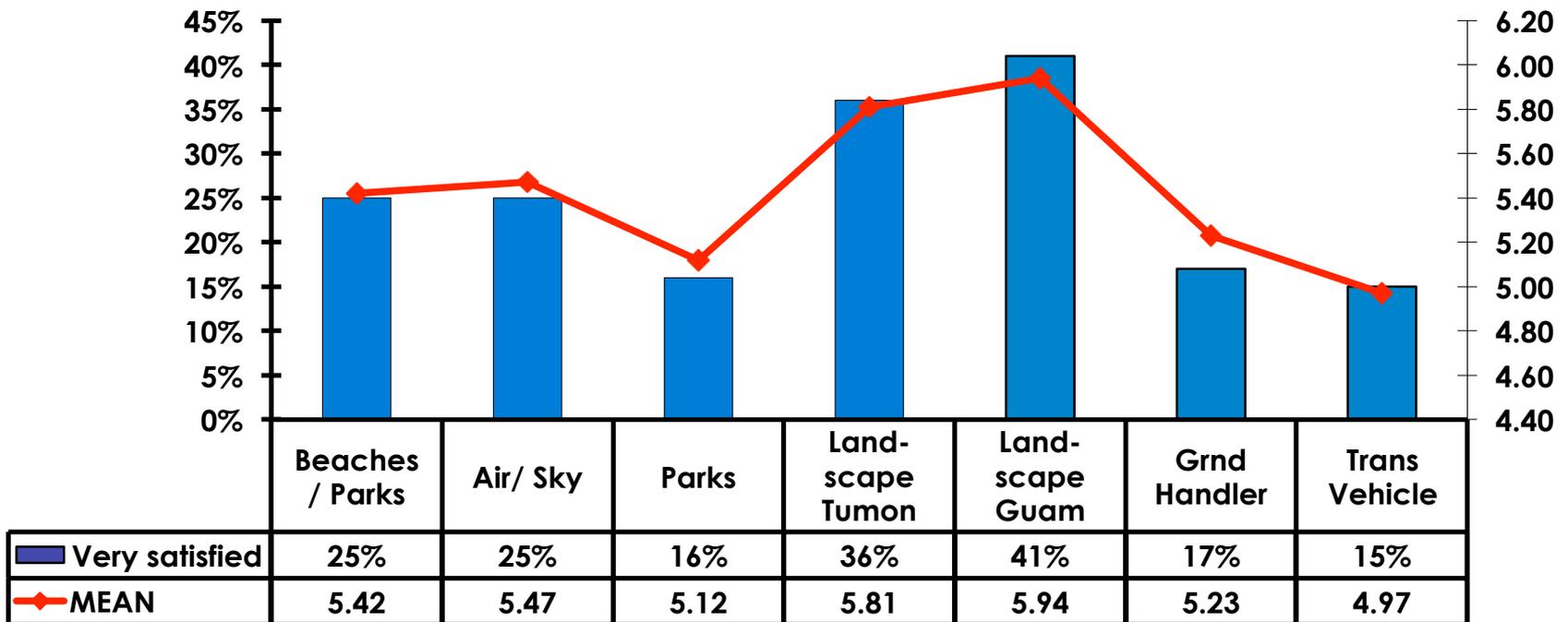
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

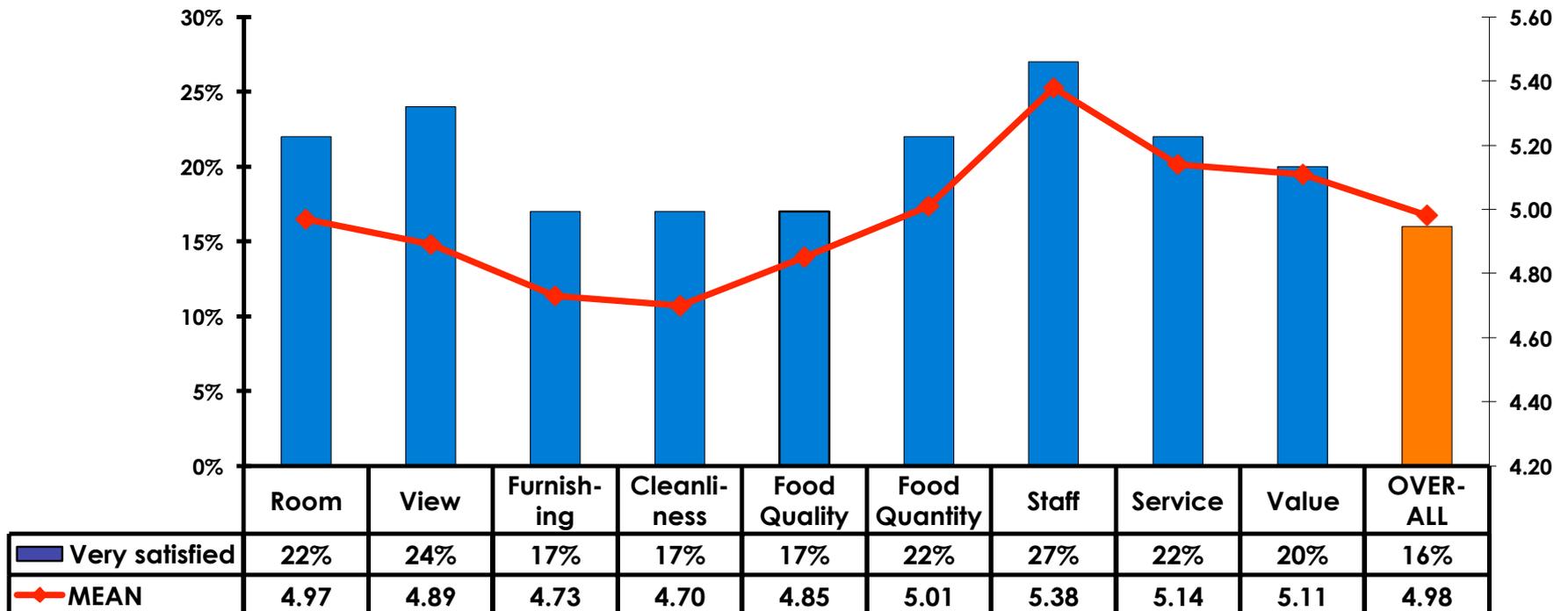
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

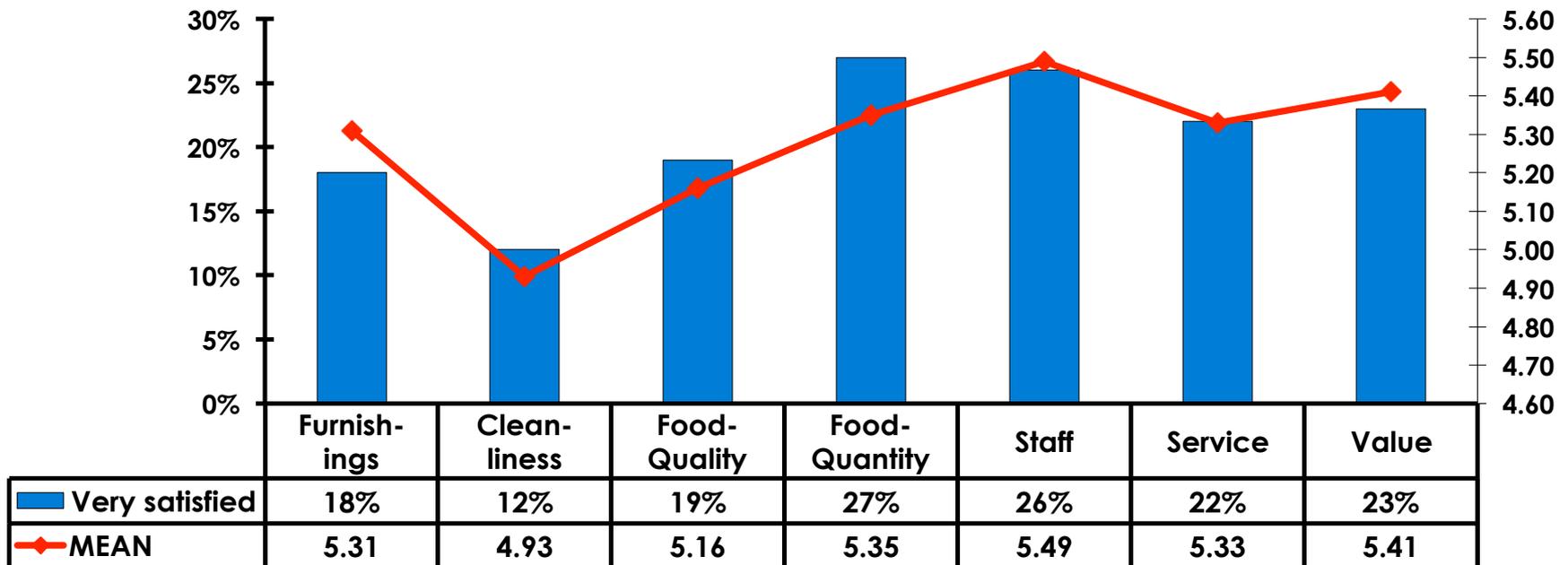
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

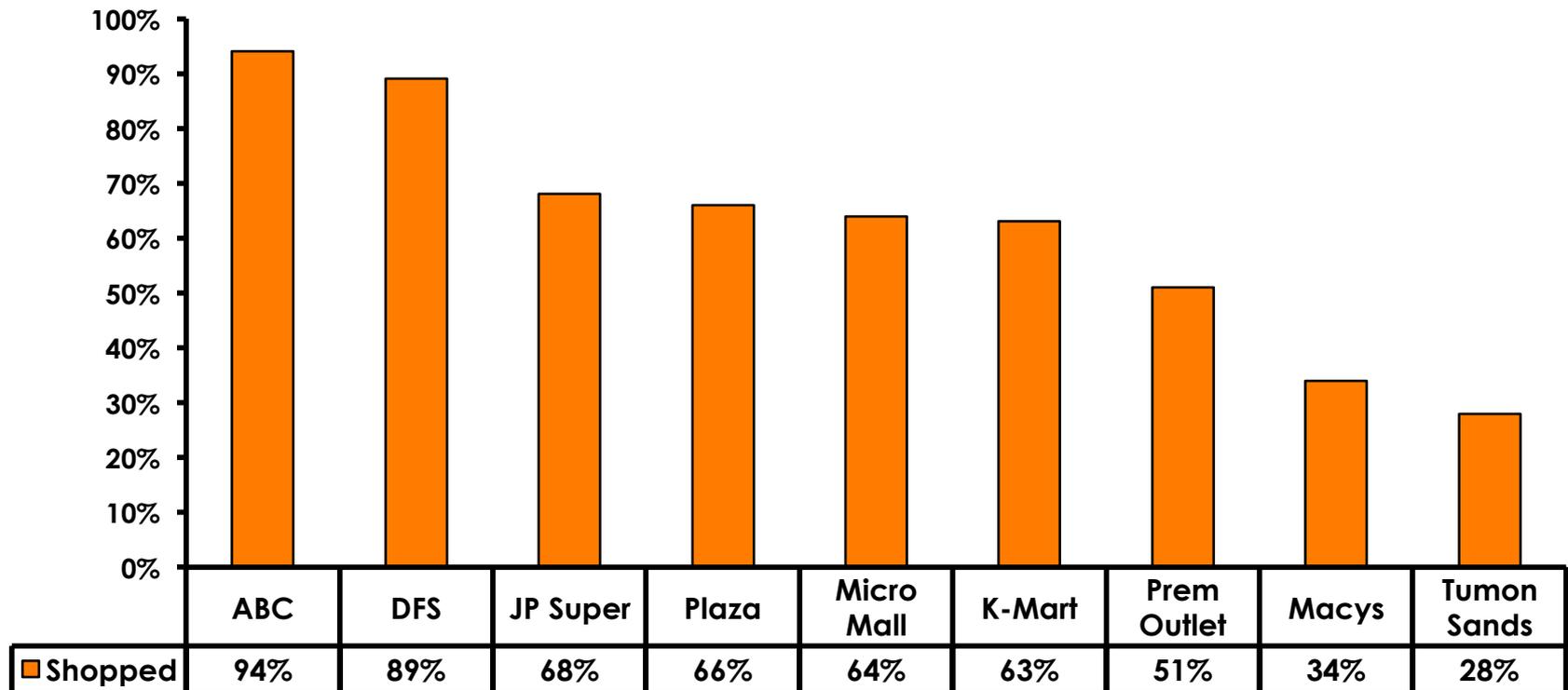
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

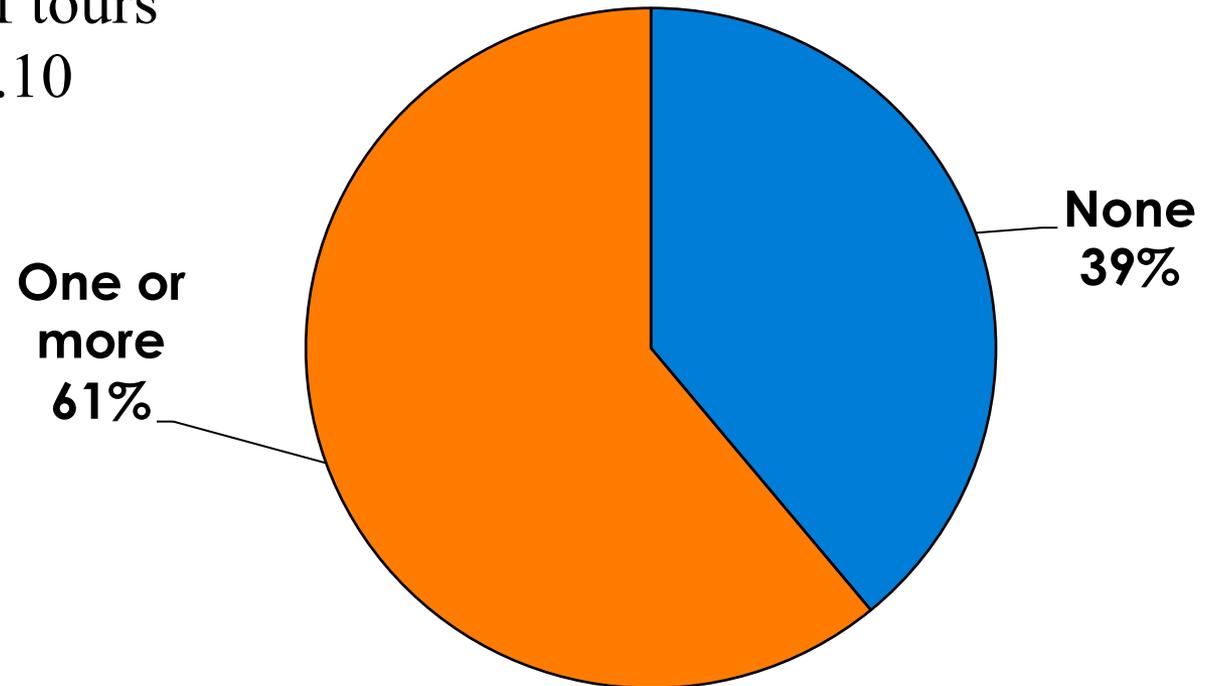
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

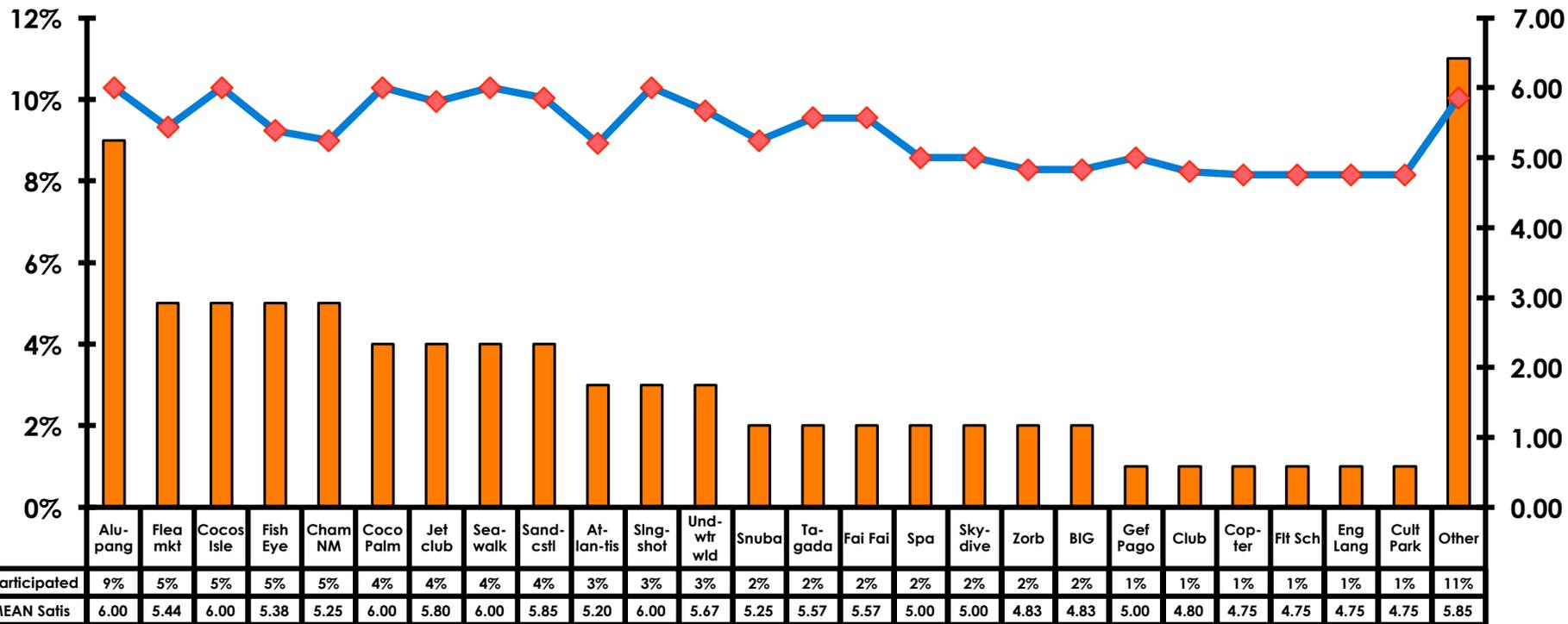
| Quality of Shopping | Variety of Shopping |
|------------------------------|------------------------------|
| Score of 6 to 7 = 55% | Score of 6 to 7 = 52% |
| Score of 4 to 5 = 43% | Score of 4 to 5 = 43% |
| Score 1 to 3 = 3% | Score 1 to 3 = 5% |
| MEAN = 5.47 | MEAN = 5.36 |

Optional Tour Participation

- Average number of tours participated in is 1.10



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 = 53% | Score of 6 to 7 = 49% |
| Score of 4 to 5 = 43% | Score of 4 to 5 = 49% |
| Score 1 to 3 = 3% | Score 1 to 3 = 2% |
| MEAN = 5.39 | MEAN = 5.32 |

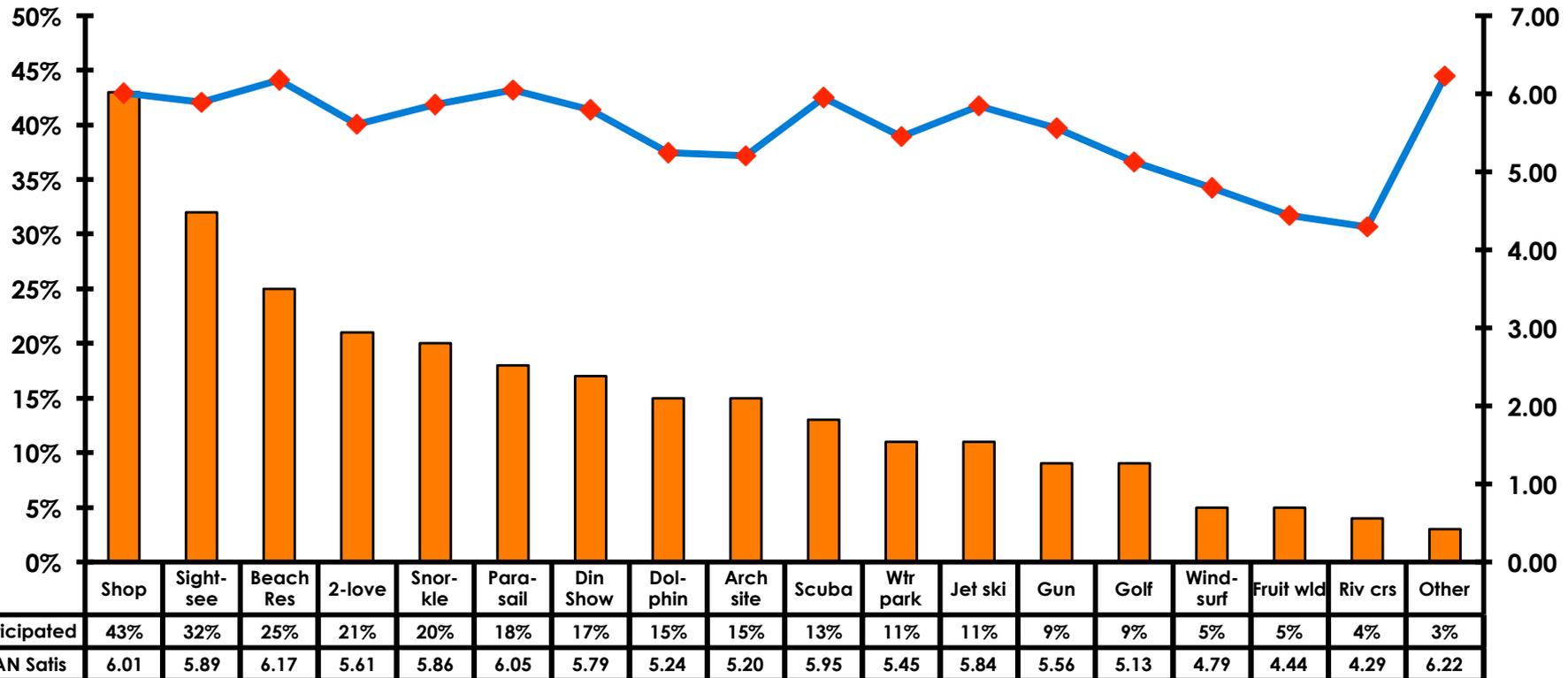
Night Tours Satisfaction

7pt Rating Scale

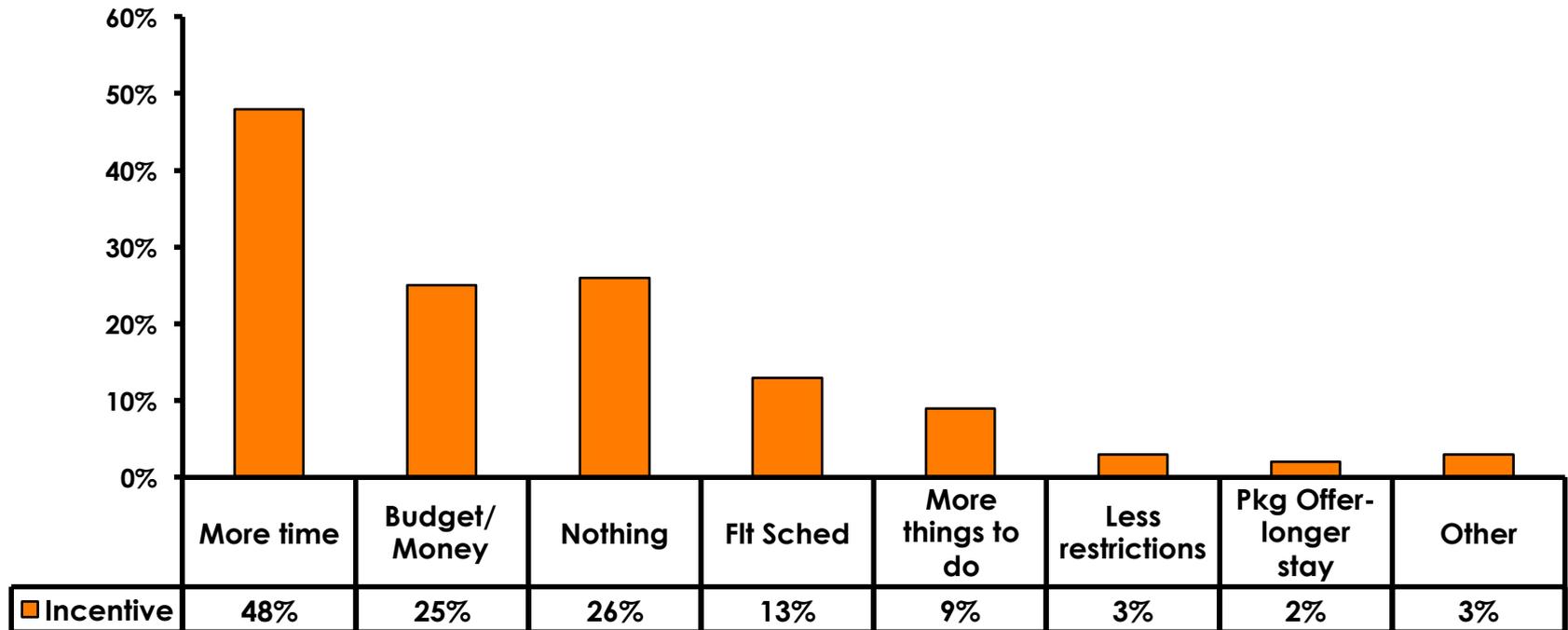
7=Very Satisfied/ 1=Very Dissatisfied

| Quality of Night Tour | Variety of Night Tour |
|------------------------------|------------------------------|
| Score of 6 to 7 = 30% | Score of 6 to 7 = 27% |
| Score of 4 to 5 = 68% | Score of 4 to 5 = 71% |
| Score 1 to 3 = 2% | Score 1 to 3 = 2% |
| MEAN = 4.79 | MEAN = 4.76 |

Satisfaction with Other Activities



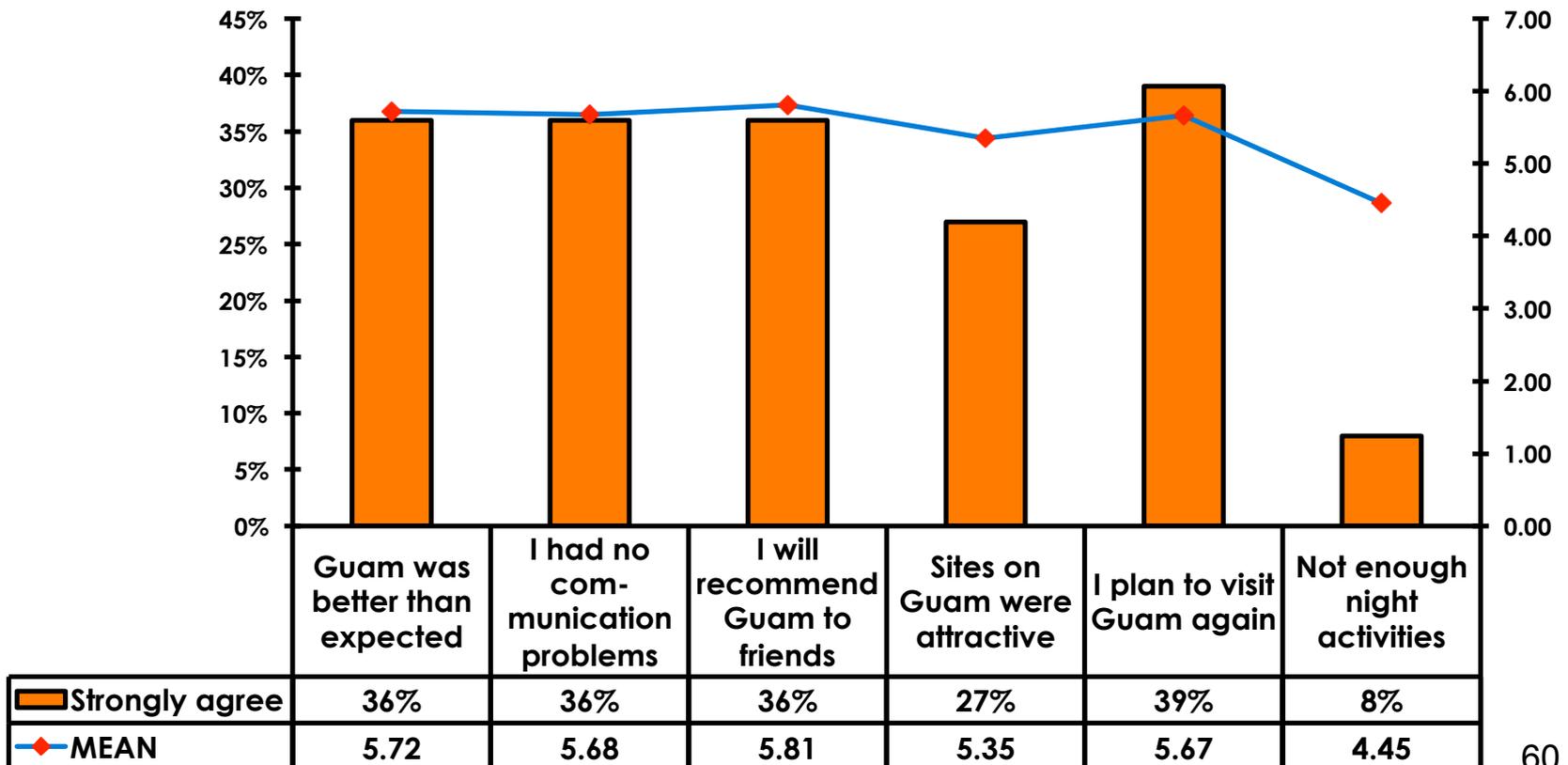
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

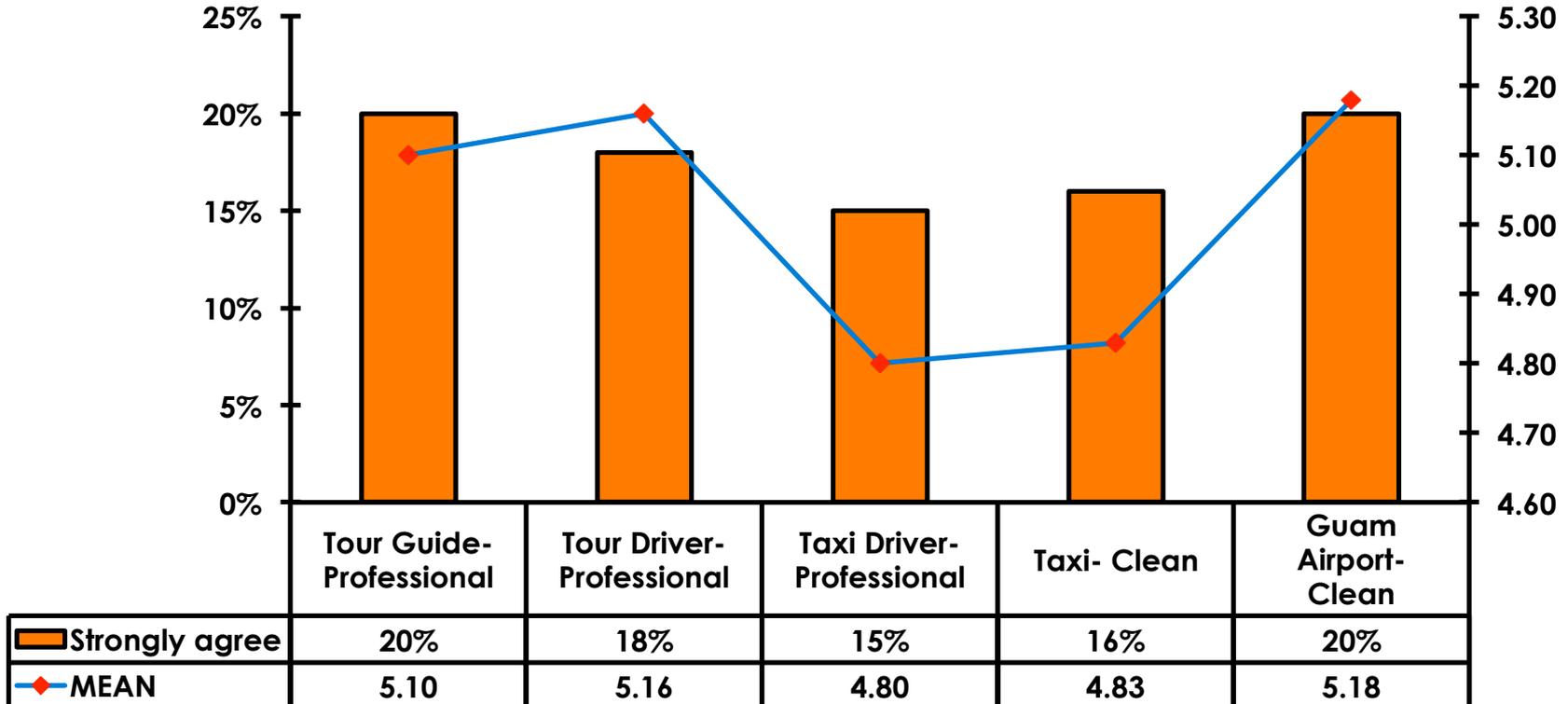
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

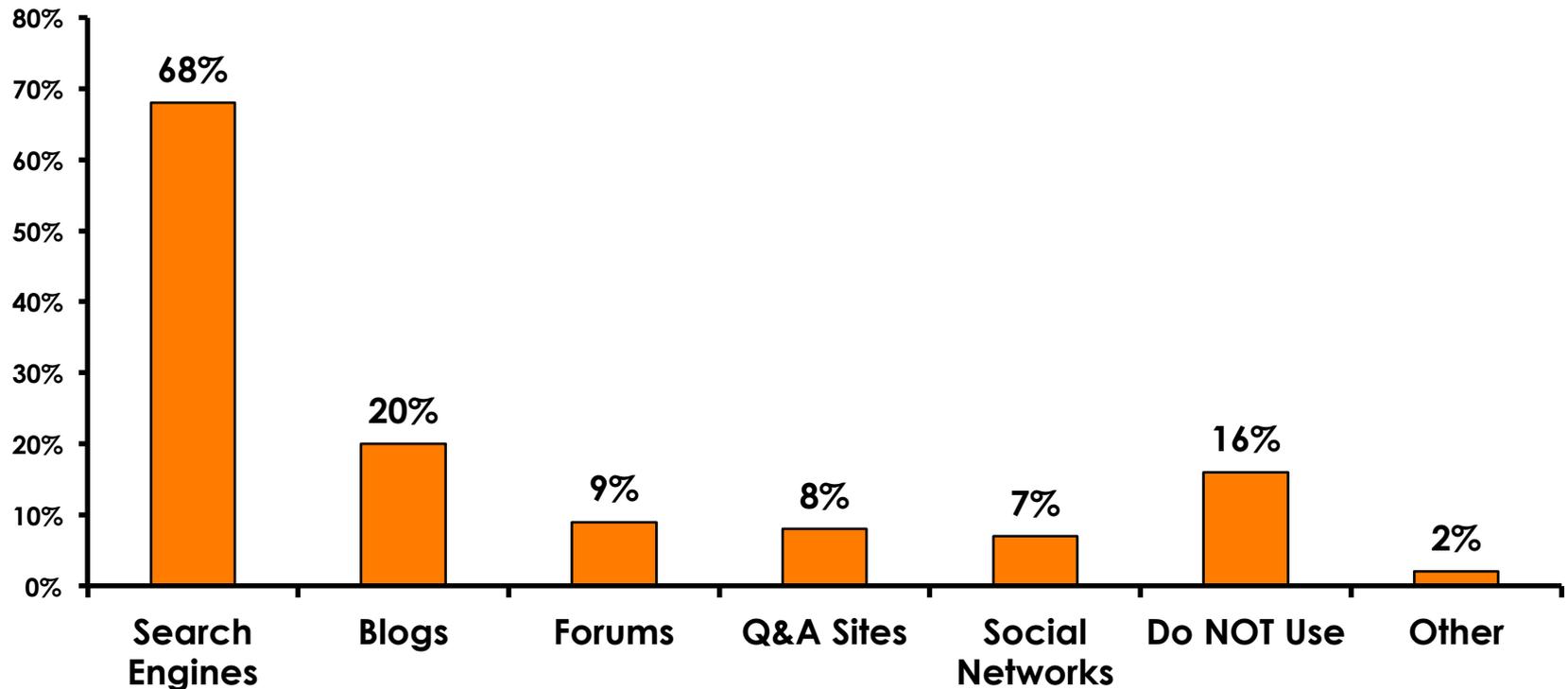
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



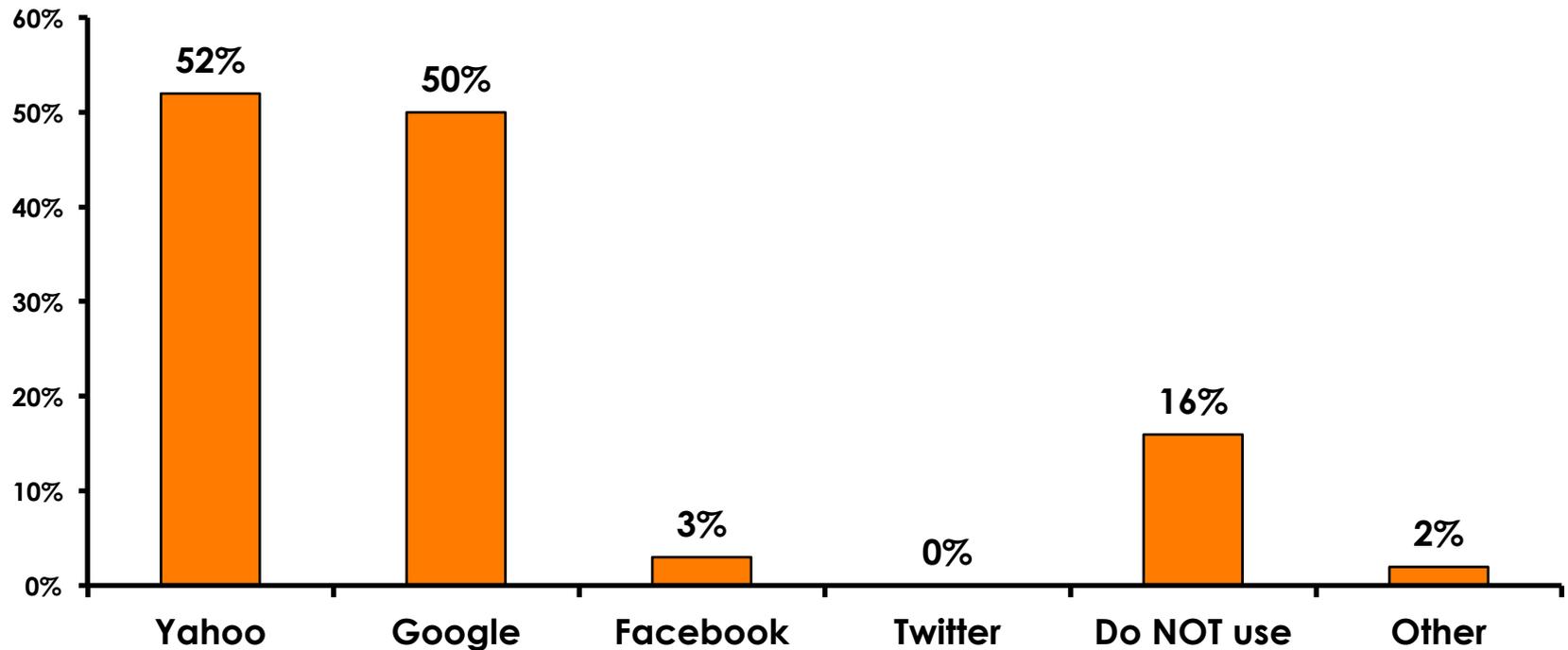
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

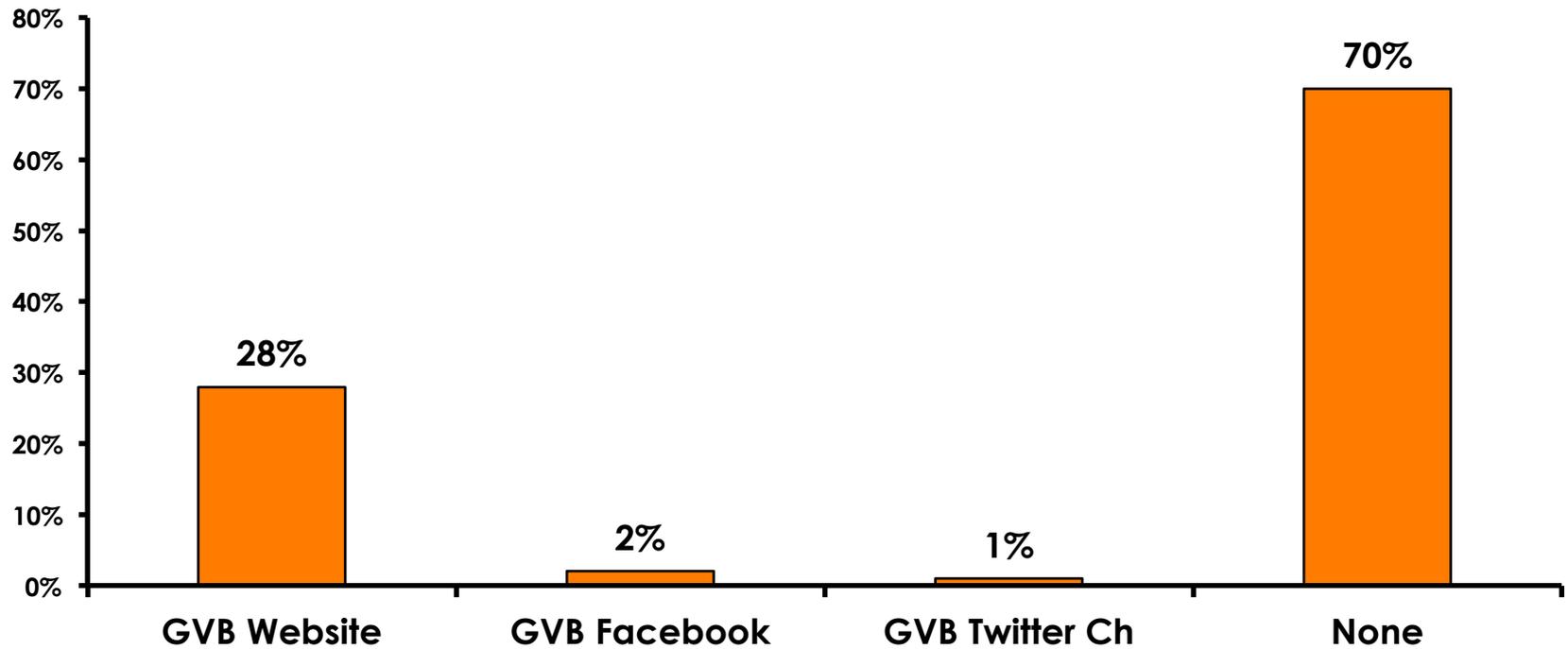


Internet- Things To Do

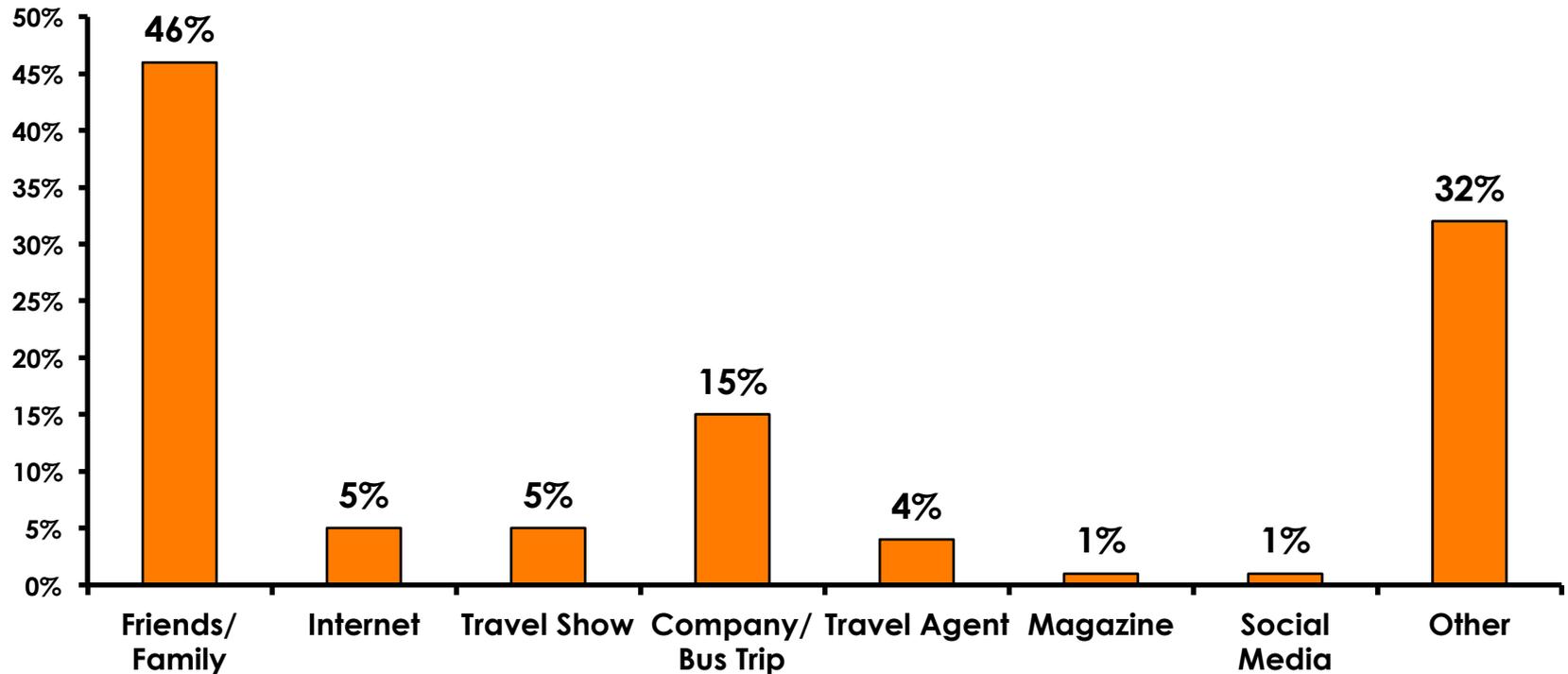
Sources of Info



Internet- GVB Sources

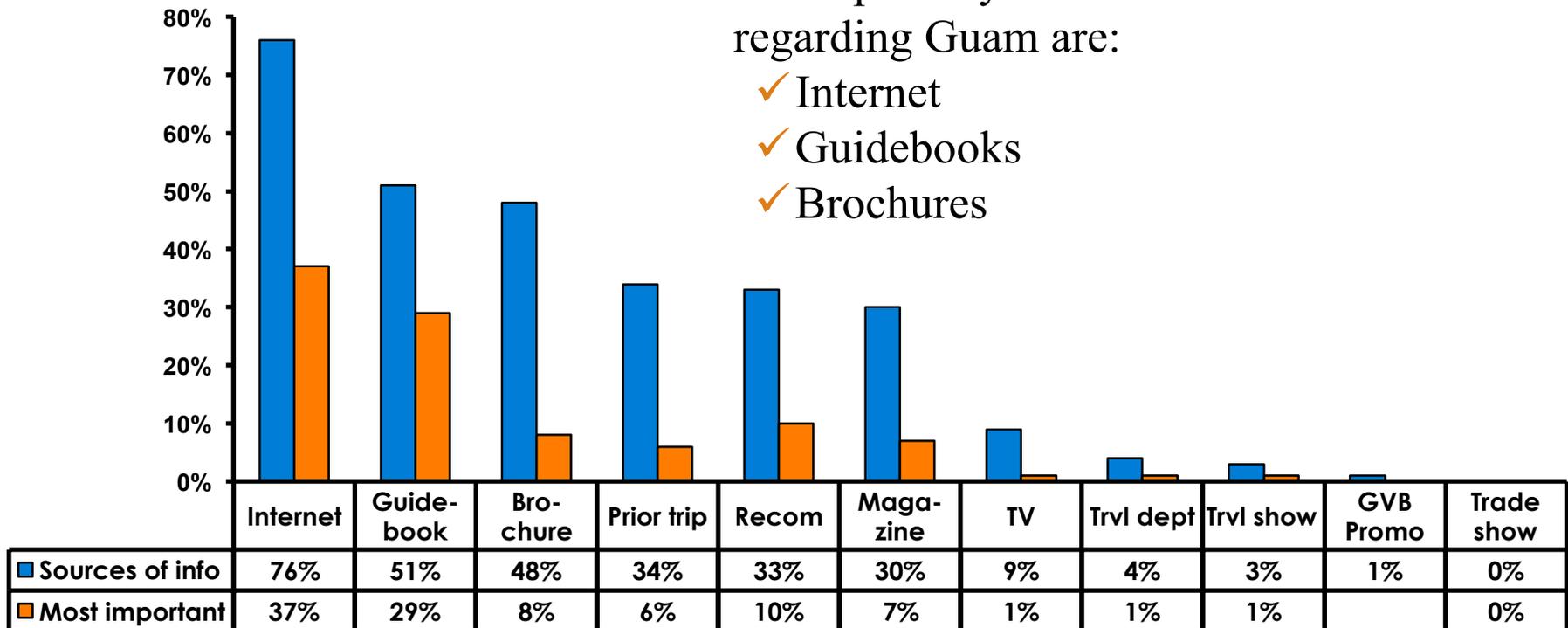


Travel Motivation- Info Sources



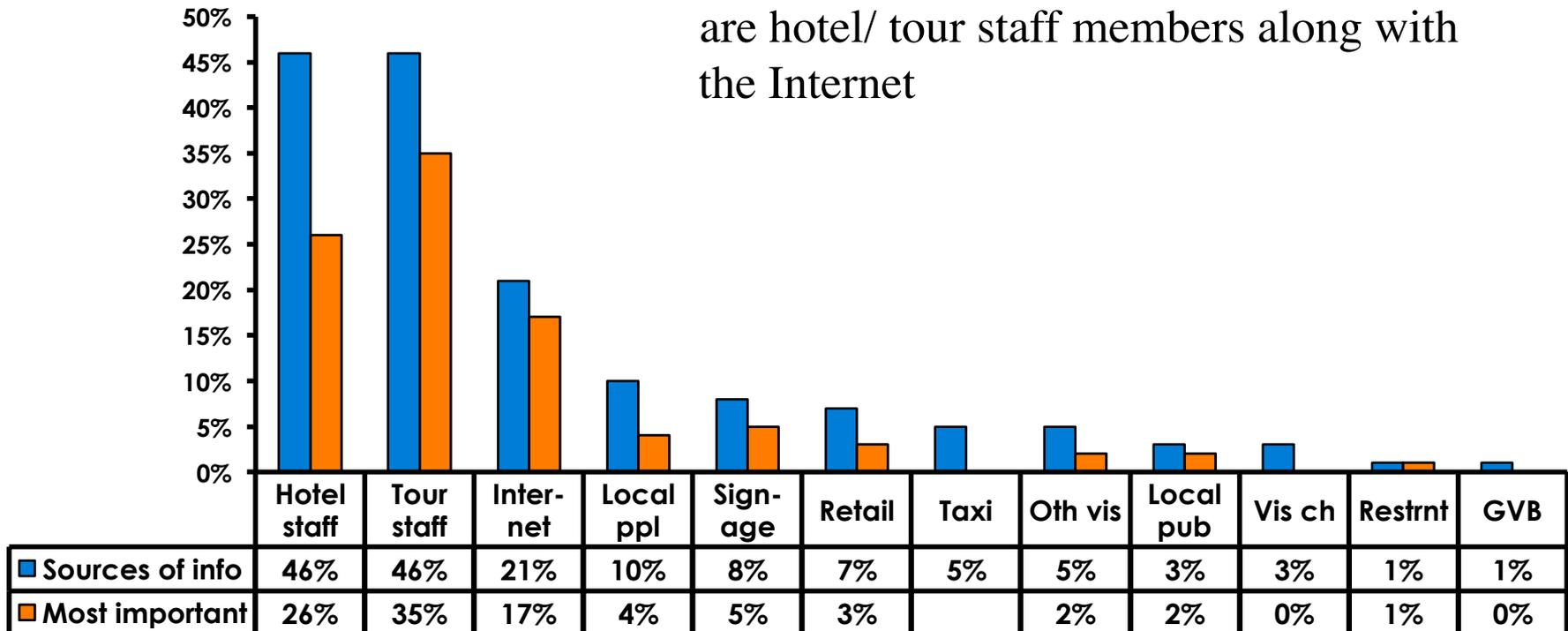
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Guidebooks
 - ✓ Brochures



Sources of Information Post-arrival

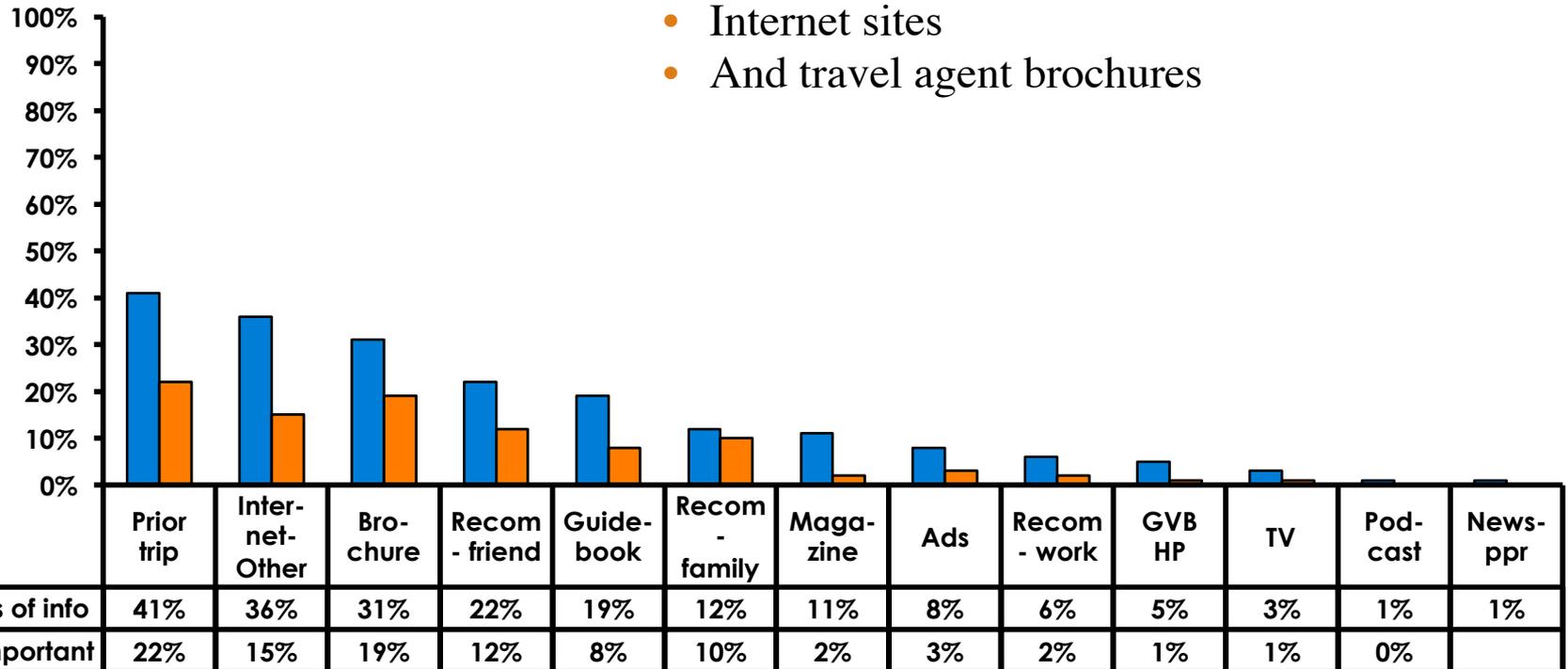
- The primary local source of information are hotel/ tour staff members along with the Internet



Sources of Information - Motivation

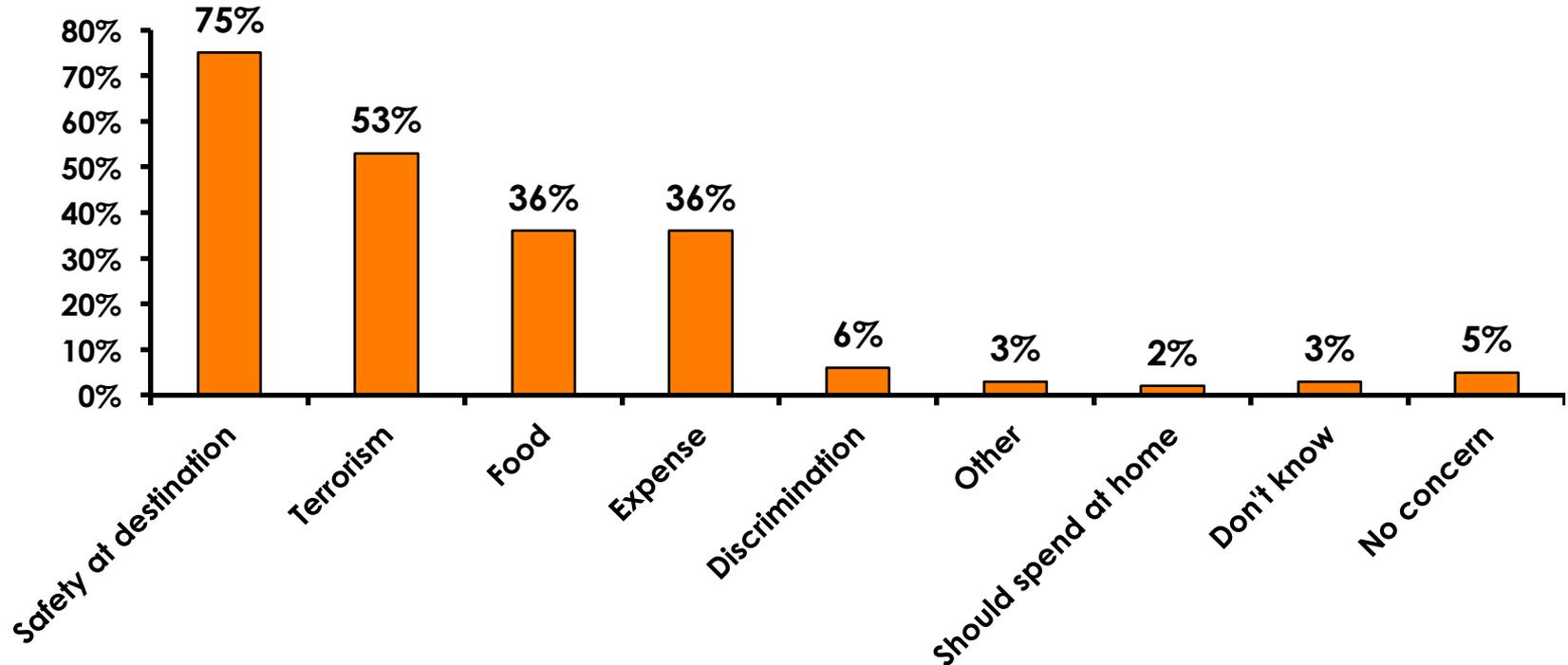
The primary motivational sources of information were.

- Prior trip to Guam,
- Internet sites
- And travel agent brochures



SECTION 6 **OTHER ISSUES**

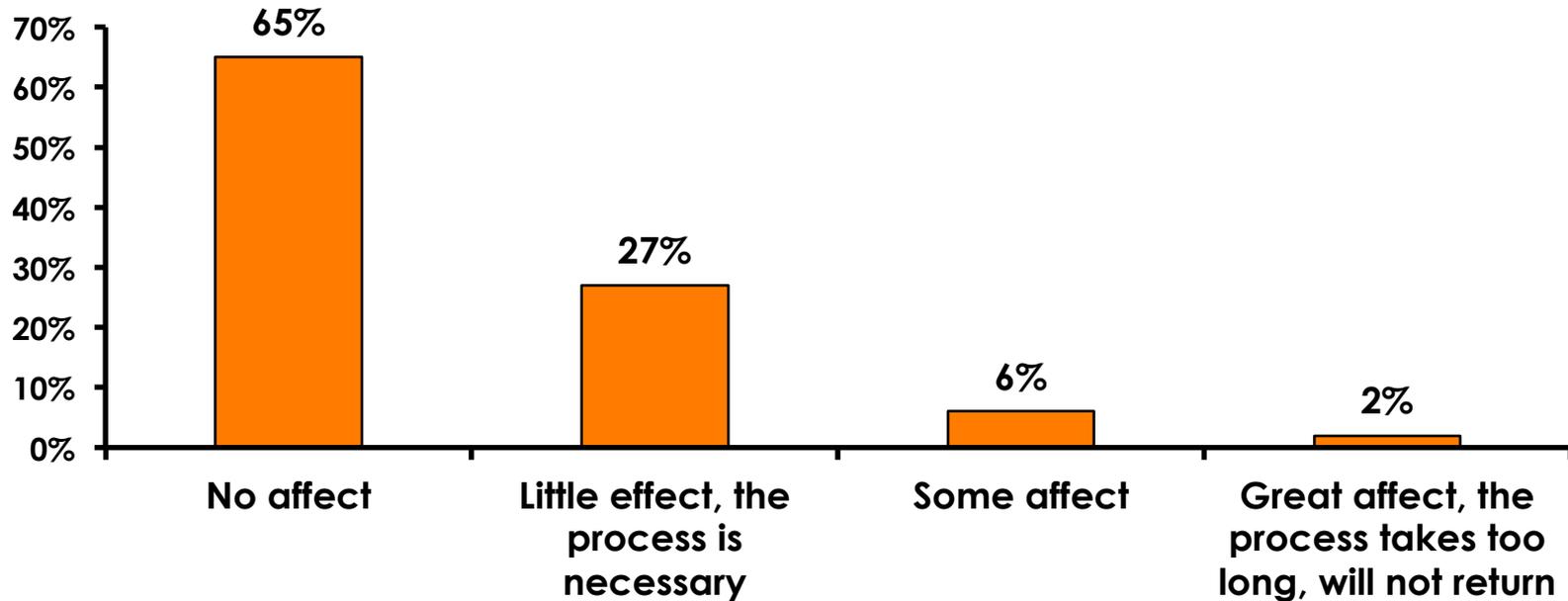
Concerns about travel outside of Japan - Overall



Concerns about travel outside of Japan - By Age & Income

| | | TOTAL | AGE | | | | Q26 | | | | | | | | |
|-----|---------------------------------|-------|-------|-------|-------|-----|---------------|-------------|-------------|-------------|-------------|--------------|---------|-----------|---|
| | | - | 18-24 | 25-34 | 35-49 | 50+ | <Y2.0 million | Y2.0M-Y3.0M | Y3.0M-Y4.0M | Y4.0M-Y5.0M | Y5.0M-Y7.0M | Y7.0M-Y10.0M | Y10.0M+ | No Income | |
| Q21 | Safety | 75% | 67% | 77% | 76% | 84% | 82% | 69% | 74% | 80% | 82% | 76% | 76% | 50% | |
| | Terrorism | 53% | 48% | 56% | 56% | 47% | 47% | 52% | 61% | 49% | 59% | 56% | 41% | 25% | |
| | Expense | 36% | 26% | 42% | 42% | 26% | 35% | 31% | 46% | 46% | 34% | 37% | 31% | 25% | |
| | Food | 36% | 38% | 38% | 35% | 24% | 29% | 38% | 33% | 41% | 37% | 32% | 37% | 25% | |
| | Discrimination against Japanese | 6% | 4% | 9% | 3% | 5% | 18% | | 9% | 5% | 8% | | 6% | | |
| | No concerns | 5% | 8% | 2% | 7% | 8% | 6% | 7% | 7% | | 1% | 10% | 11% | | |
| | Don't know | 3% | 8% | 2% | 2% | | | | 4% | | 1% | 7% | 2% | | |
| | Other | 3% | 2% | 2% | 4% | | | 3% | 4% | | 7% | | 2% | | |
| | Should spend at home | 2% | 4% | 2% | | 3% | 6% | 3% | 2% | 5% | | 2% | | | |
| | Total | Count | 349 | 84 | 133 | 89 | 38 | 17 | 29 | 57 | 41 | 71 | 41 | 54 | 4 |

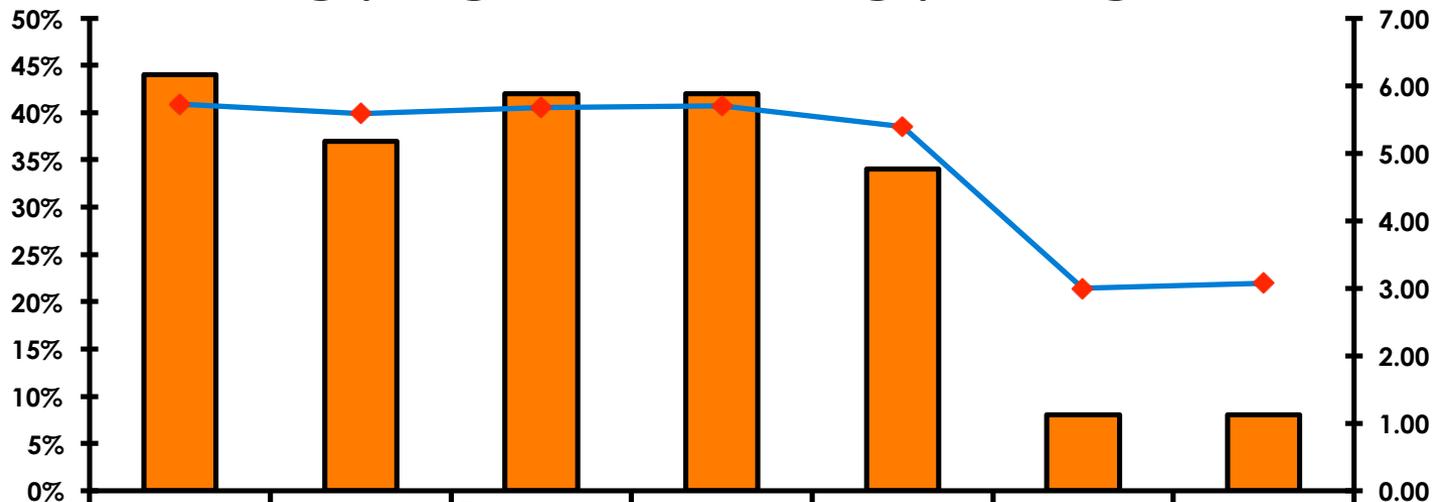
Security Screening/ Immigration Process at Guam International Airport



Airport Screening

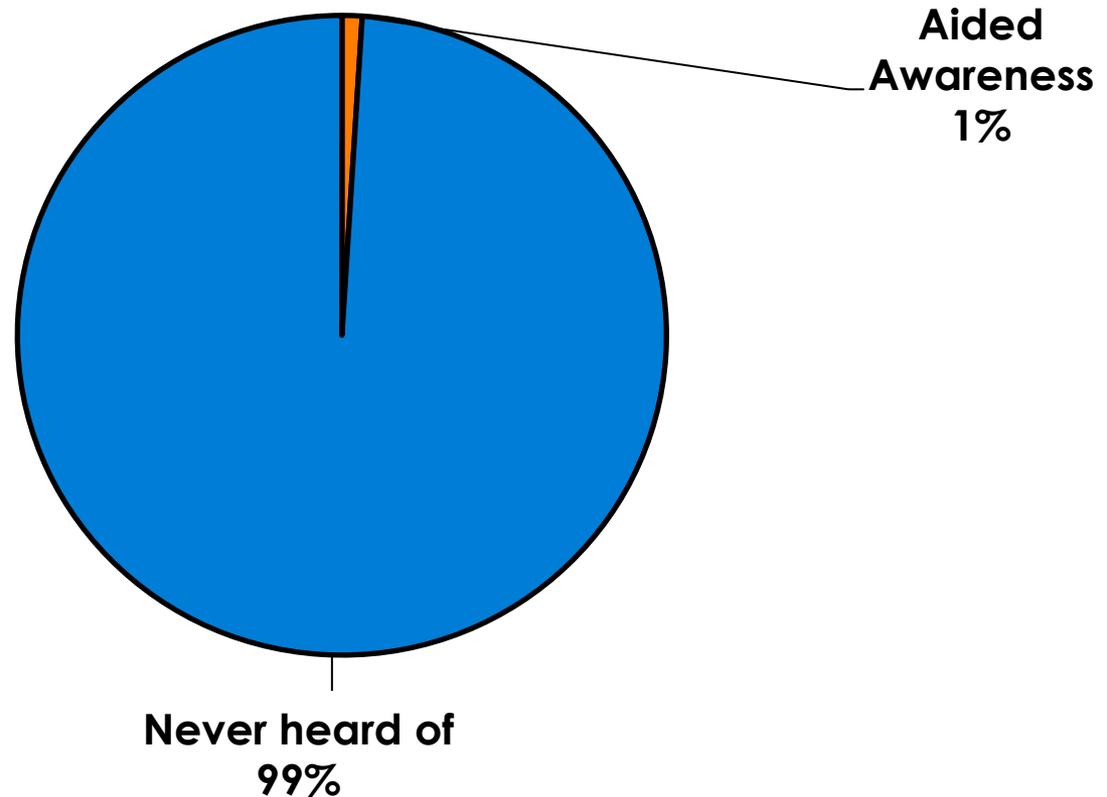
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



| | | | | | | | |
|--|------|------|------|------|------|------|------|
|  Strongly agree | 44% | 37% | 42% | 42% | 34% | 8% | 8% |
|  MEAN | 5.73 | 5.58 | 5.67 | 5.70 | 5.39 | 3.00 | 3.07 |

Shop Guam Festival



Shop Guam Festival - Impact

n=3

