



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **FY2014**

### **APRIL 2014**



**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 **350** 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 **350** 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.

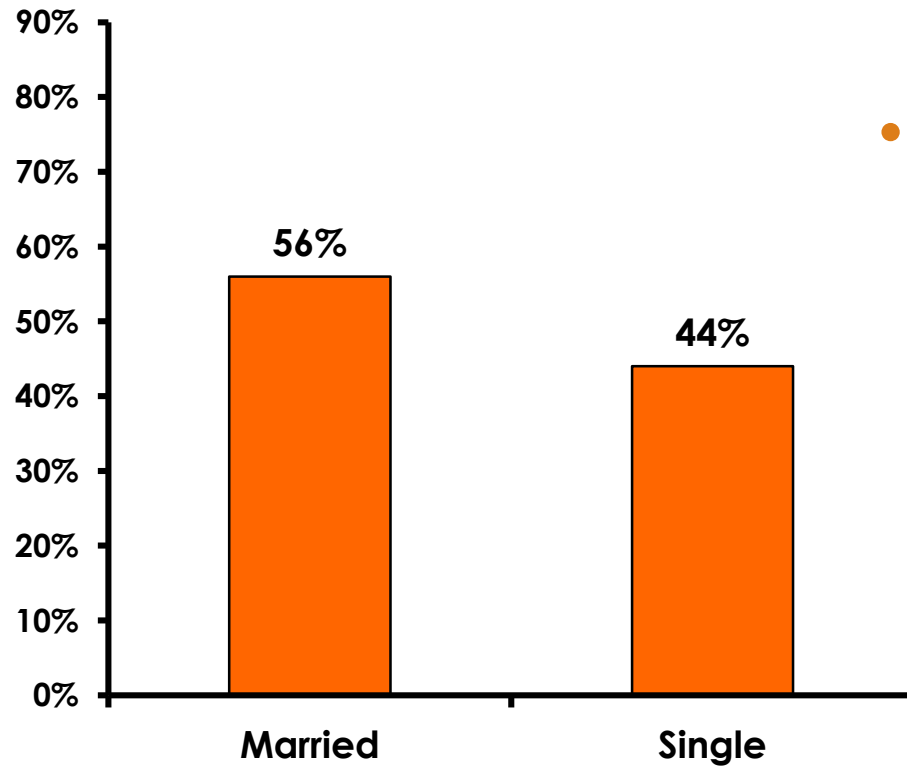
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# OBJECTIVES

- 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.

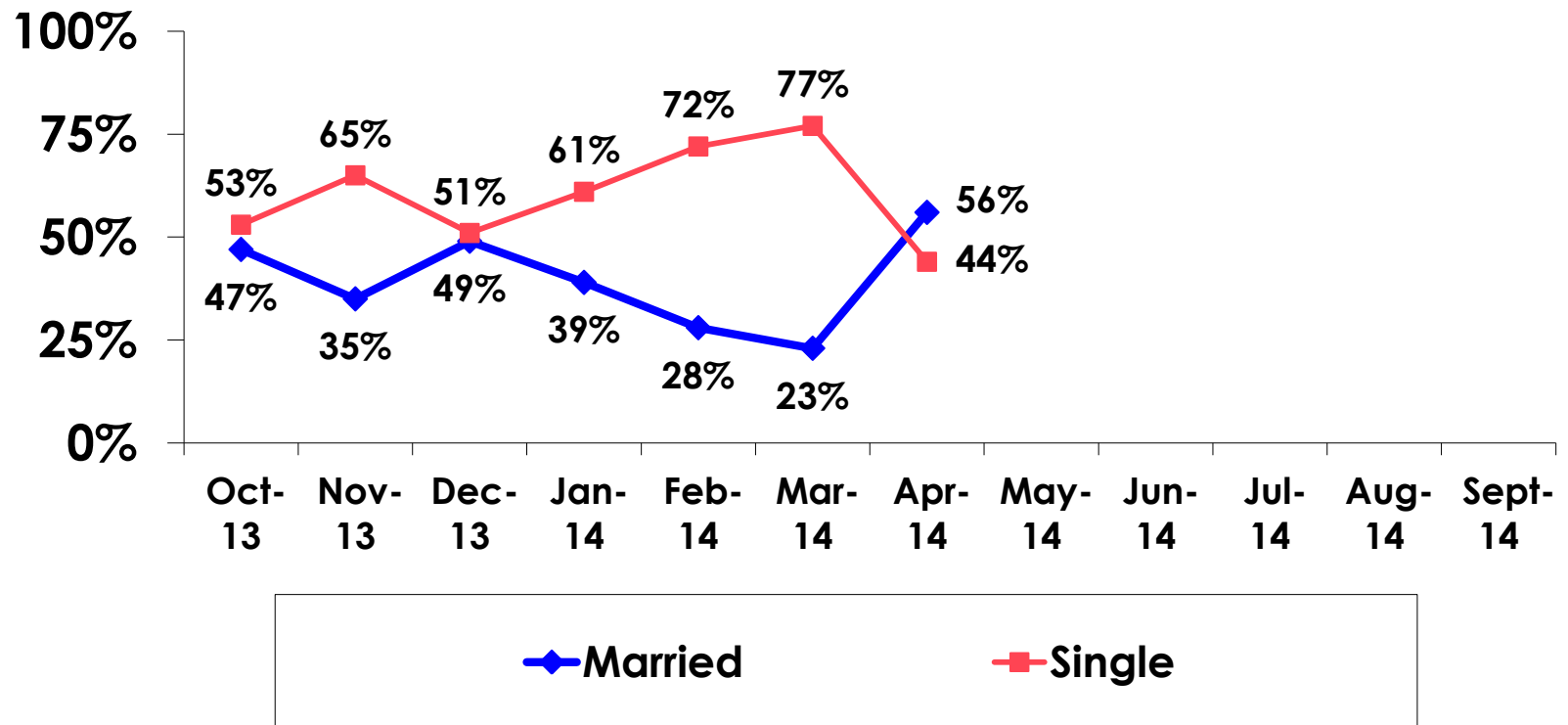
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

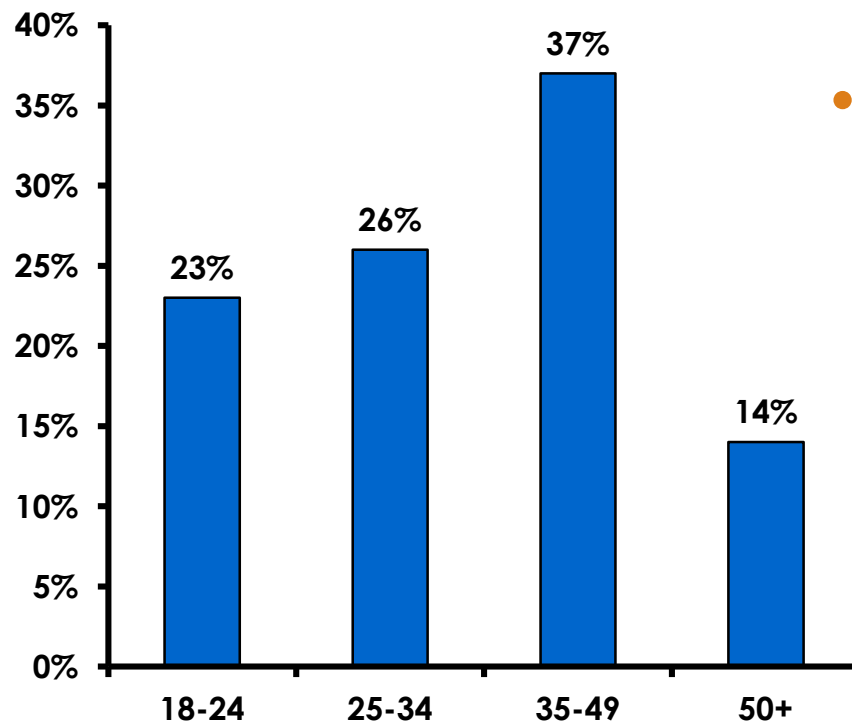


- 67% of repeat visitors are married.

# MARITAL STATUS

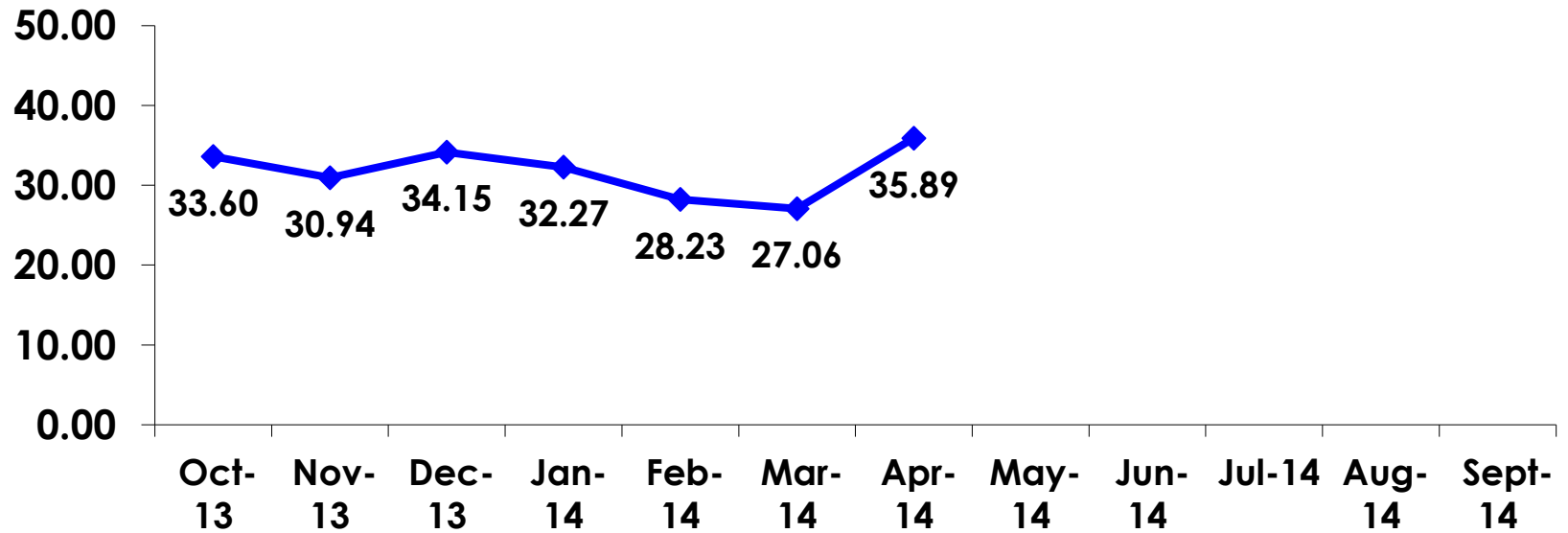


# Age - Overall



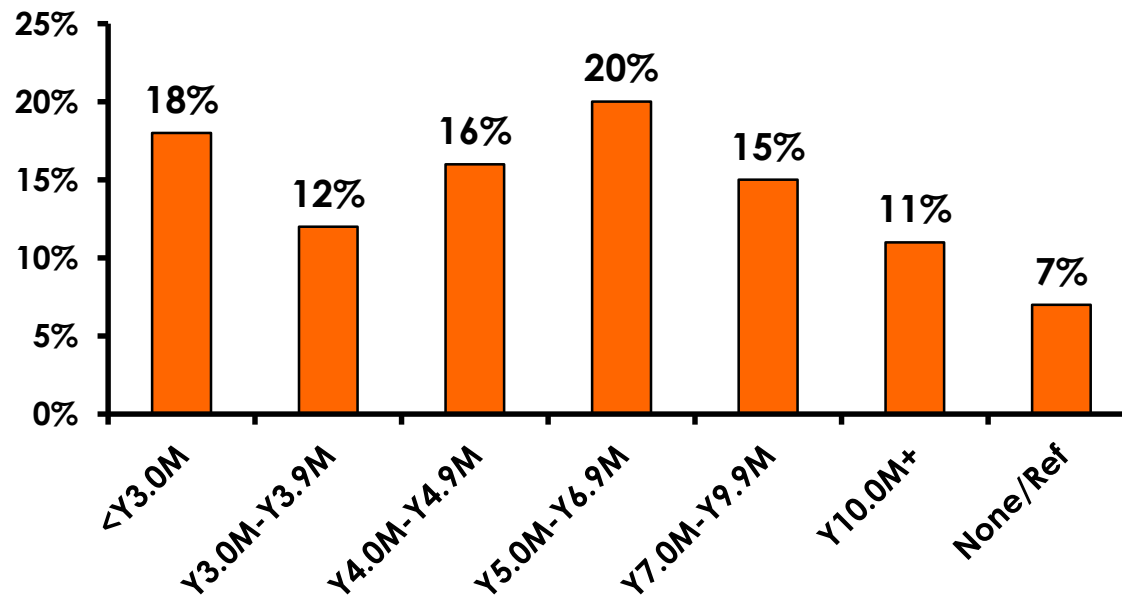
- The average age of the respondents is 35.89 years of age.

# AVERAGE - AGE



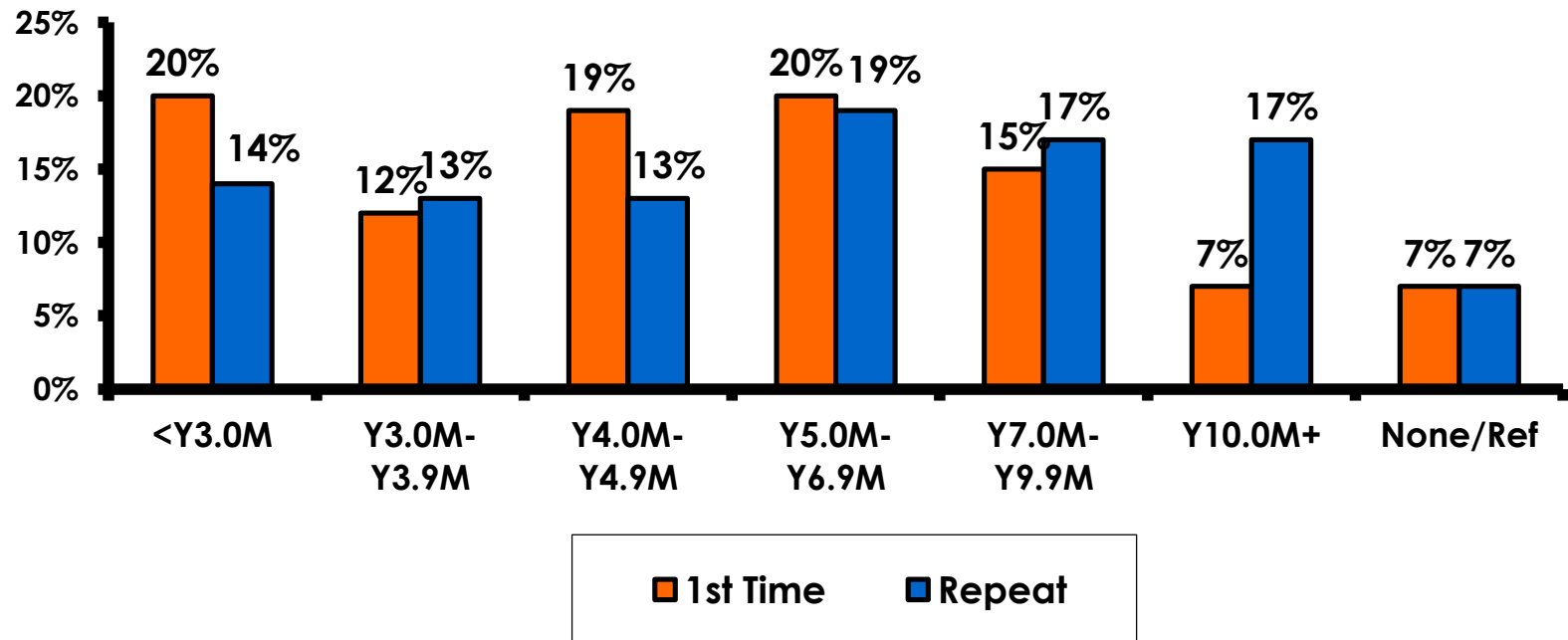


# Personal Income



• ¥102.51=\$1

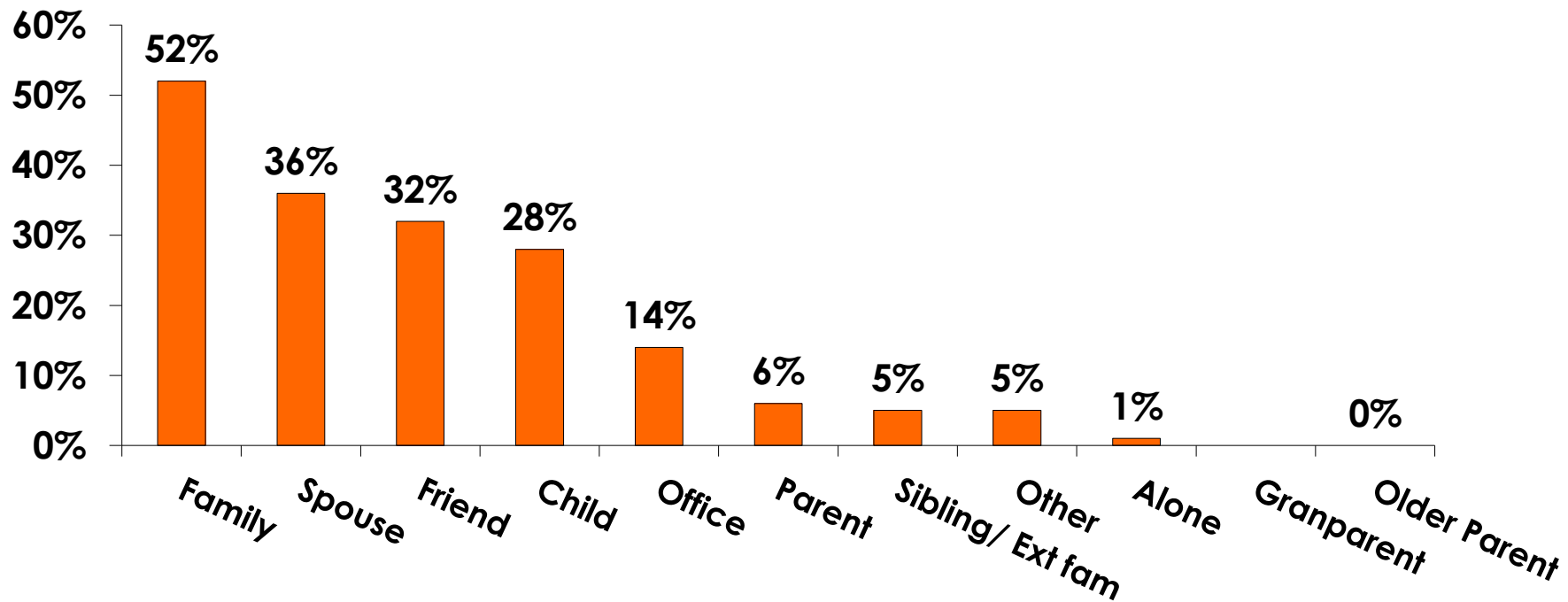
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	18	6	12	6	5	4	3
		Column N %	5%	3%	7%	8%	6%	3%	6%
	Y2.0M-Y3.0M	Count	43	12	31	14	13	12	4
		Column N %	13%	7%	18%	18%	15%	10%	8%
	Y3.0M-Y4.0M	Count	41	20	21	7	17	11	6
		Column N %	12%	11%	13%	9%	19%	9%	12%
	Y4.0M-Y5.0M	Count	56	33	23	13	18	18	7
		Column N %	16%	19%	14%	17%	20%	14%	14%
	Y5.0M-Y7.0M	Count	67	35	32	7	17	35	8
		Column N %	20%	20%	19%	9%	19%	28%	16%
	Y7.0M-Y10.0M	Count	53	34	19	4	13	24	12
		Column N %	15%	20%	11%	5%	15%	19%	24%
	Y10.0M+	Count	39	27	12	5	5	20	9
		Column N %	11%	16%	7%	6%	6%	16%	18%
	No Income	Count	25	7	18	21	1	2	1
		Column N %	7%	4%	11%	27%	1%	2%	2%
	Total	Count	342	174	168	77	89	126	50

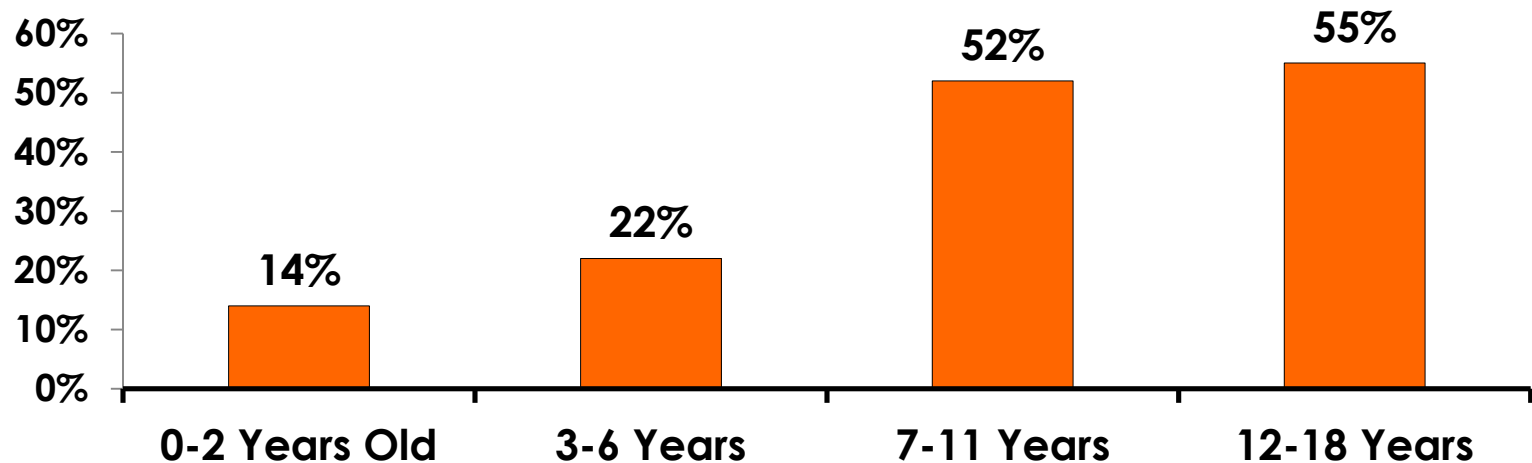
# Travel Companions



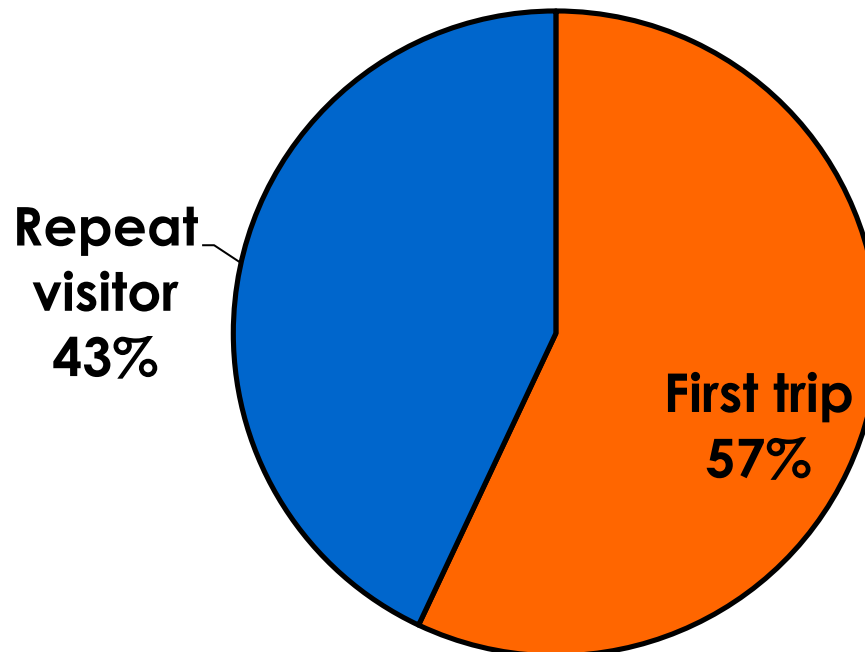
# Number of Children Travel Party

N=100 total respondents traveling with children.

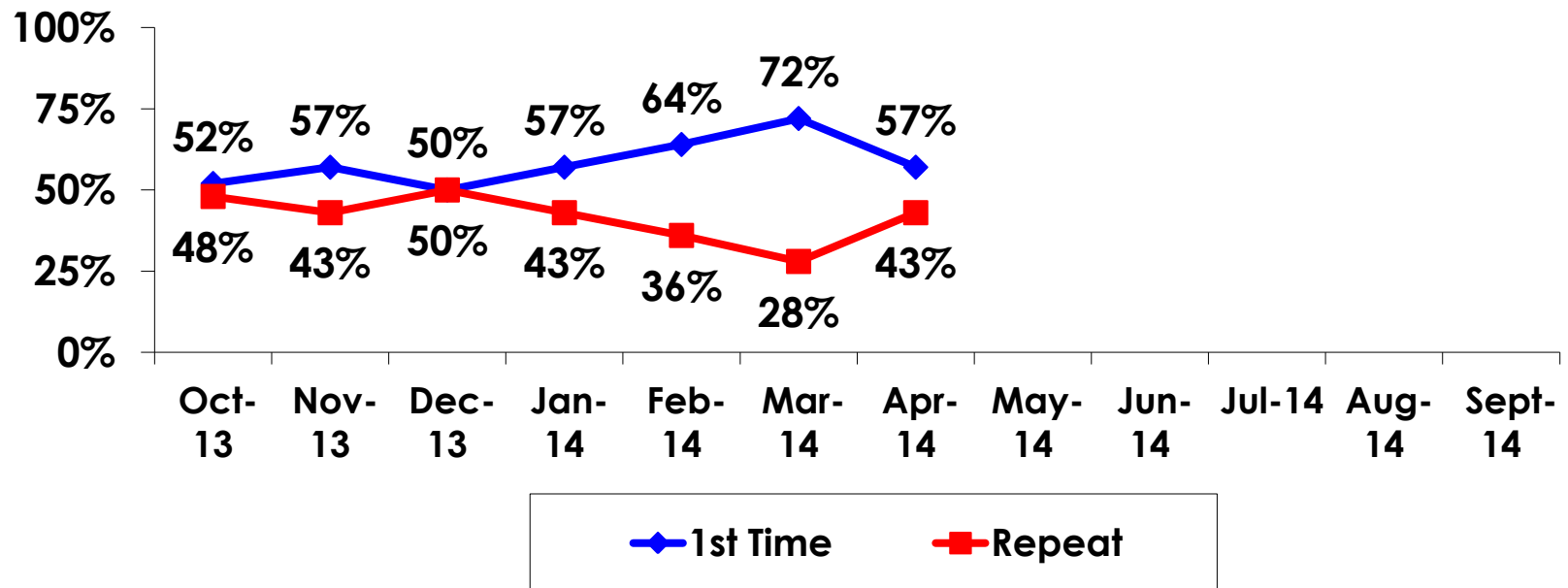
(Of those N=100 respondents, there is a total of 177 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



# Trips to Guam by Age & Gender

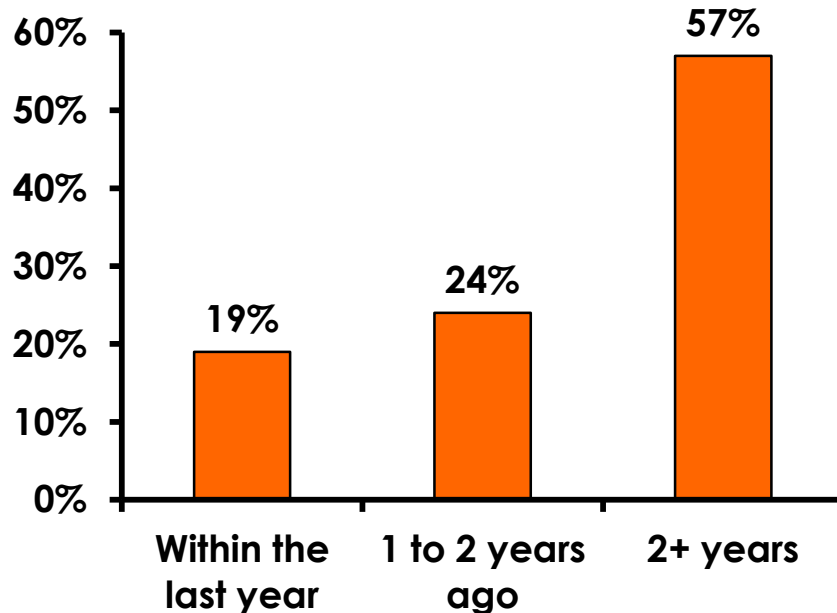
			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	176	99	77	
		Column N %	50%	50%	51%	
	Female	Count	174	99	75	
		Column N %	50%	50%	49%	
	Total	Count	350	198	152	
AGE	18-24	Count	80	60	20	
		Column N %	23%	30%	13%	
	25-34	Count	91	55	36	
		Column N %	26%	28%	24%	
	35-49	Count	129	59	70	
		Column N %	37%	30%	46%	
	50+	Count	50	24	26	
		Column N %	14%	12%	17%	
		Total	Count	350	198	152

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



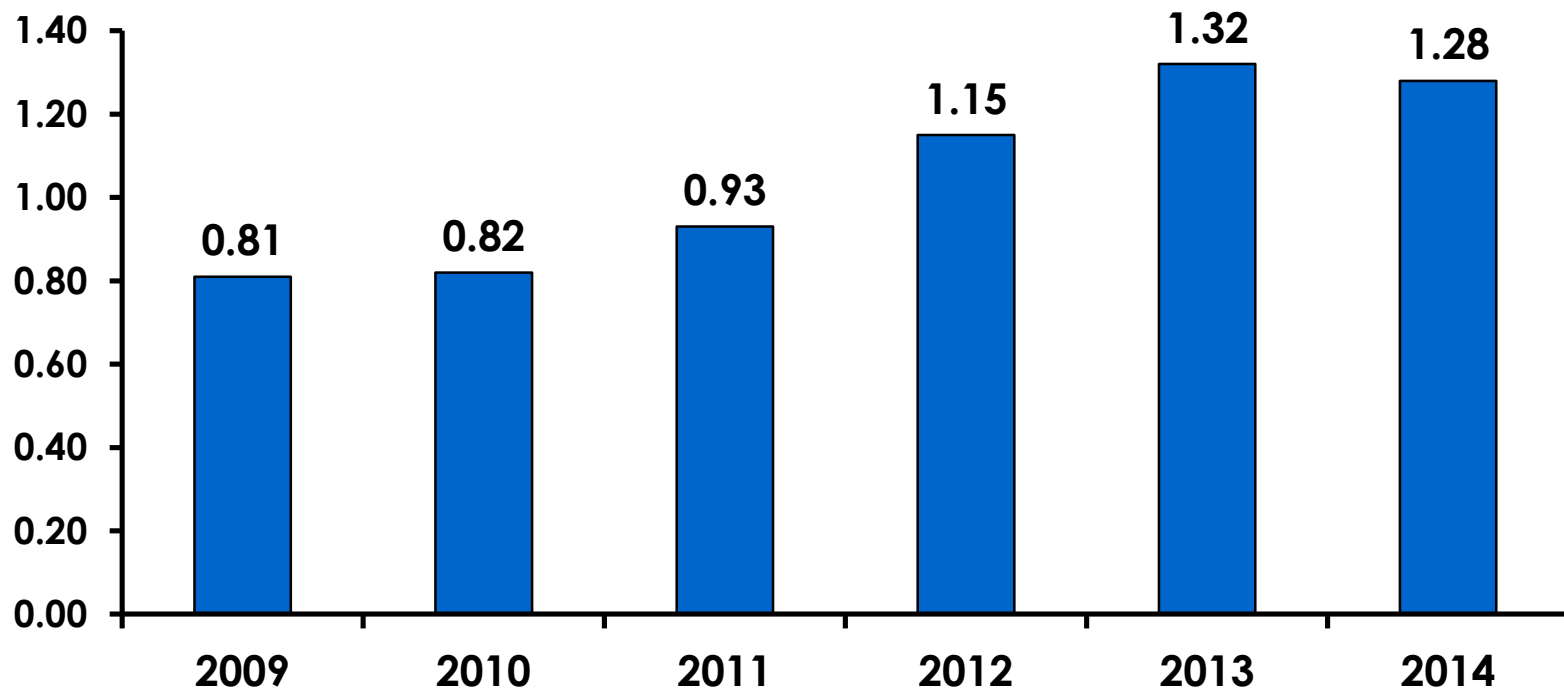
# Repeat Visitors Last Trip

n = 150



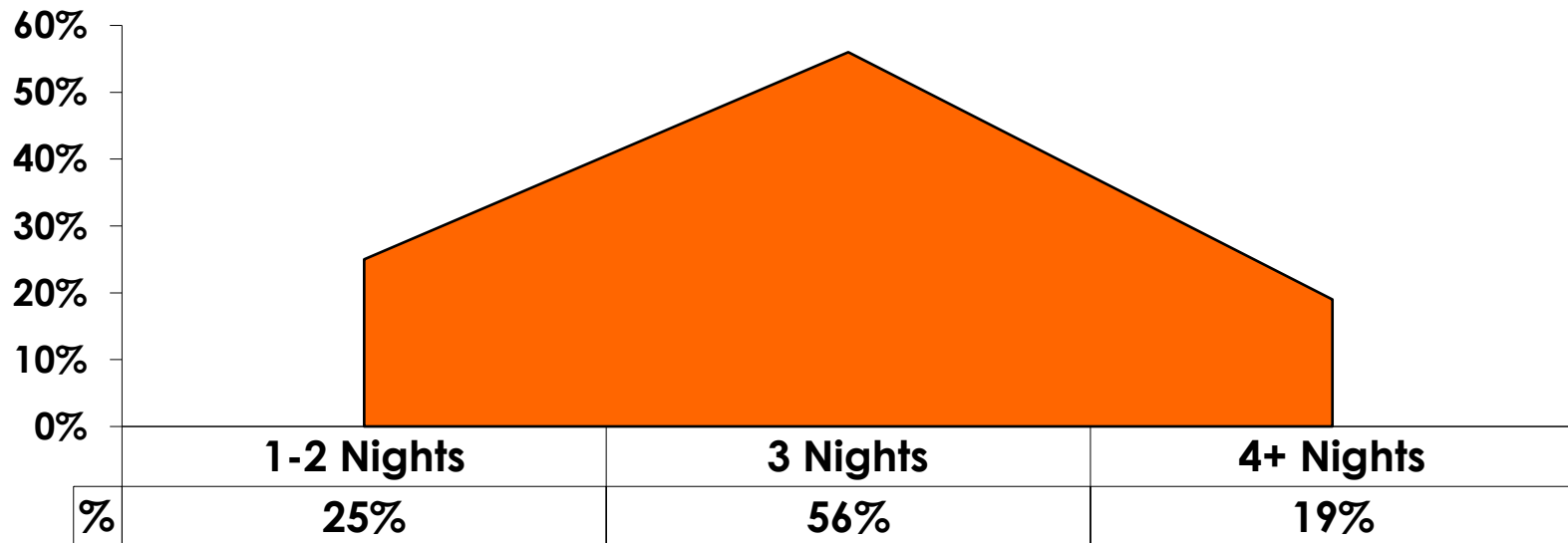
- The average repeat visitor has been to Guam 2.65 times.
- Two in five repeat visitors have been to Guam within the last 2 years.

# Average Number Overnight Trips (2009-2014) (2 nights or more)

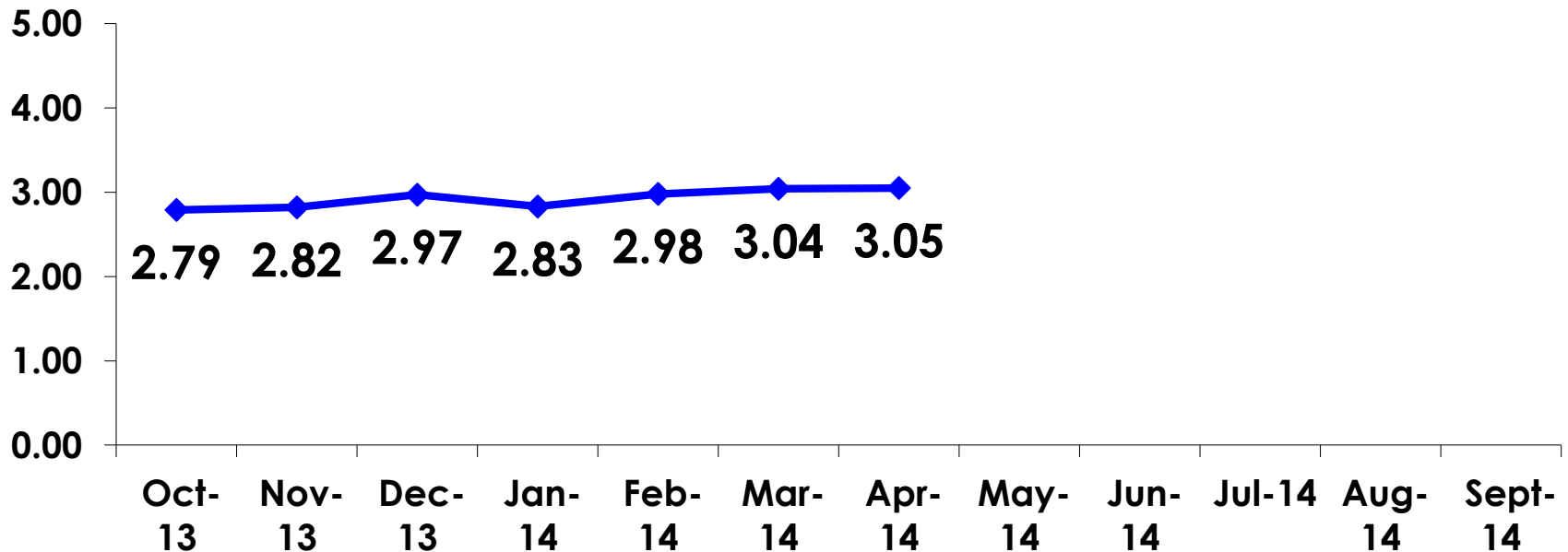


# Length of Stay

Mean = 3.05 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY

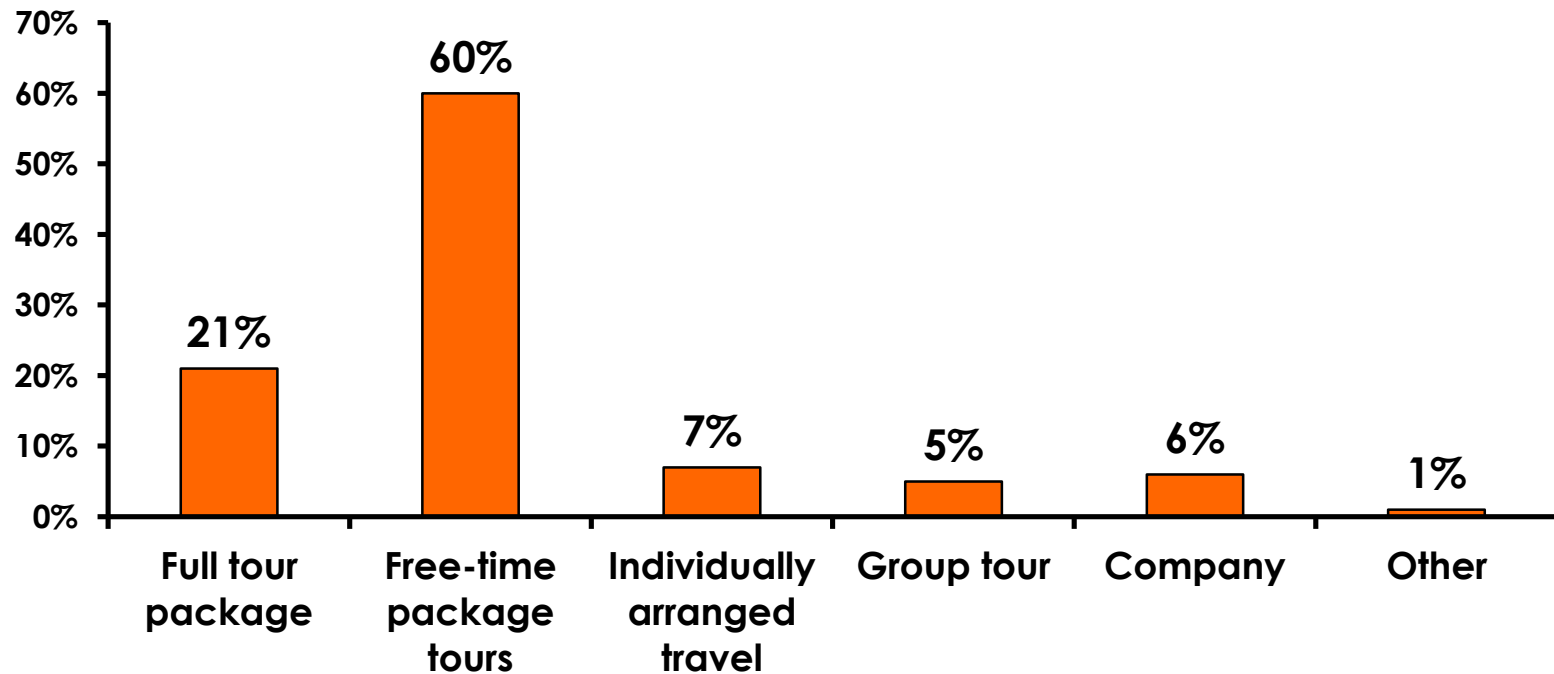


# Occupation by Income

		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	20%	17%	21%	24%	20%	21%	26%	18%		
	Student	12%	28%	5%	2%	7%	4%	6%	10%	80%	
	Salesperson	12%	6%	12%	20%	18%	10%	13%	8%		
	Office worker non-mgr	10%	11%	12%	17%	7%	12%	9%	8%		
	Homemaker	9%	11%		2%	9%	15%	15%	5%	8%	
	Self-employed	9%	11%	5%	5%	13%	10%	9%	15%		
	Manager	7%		2%	5%	9%	7%	6%	18%	4%	
	Other	5%	6%	14%		4%	7%	2%	3%		
	Skilled worker	4%		14%	12%	5%	1%				
	Executive (30+ employees)	2%				4%	3%	2%	8%		
	Freeter	2%		7%		4%		2%			
	Professional/ Specialist	2%			7%		1%	4%	3%		
	Retired	2%	6%	2%	2%		3%	2%			
	Govt- office worker non-mgr	1%		2%	2%		1%		3%		
	Unemployed	1%		2%						8%	
	Free-lancer	1%	6%	2%				2%			
	Teacher	1%				2%			3%		
	Govt- Manager	1%					1%	2%			
	Total	Count	349	18	43	41	56	67	53	39	25

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



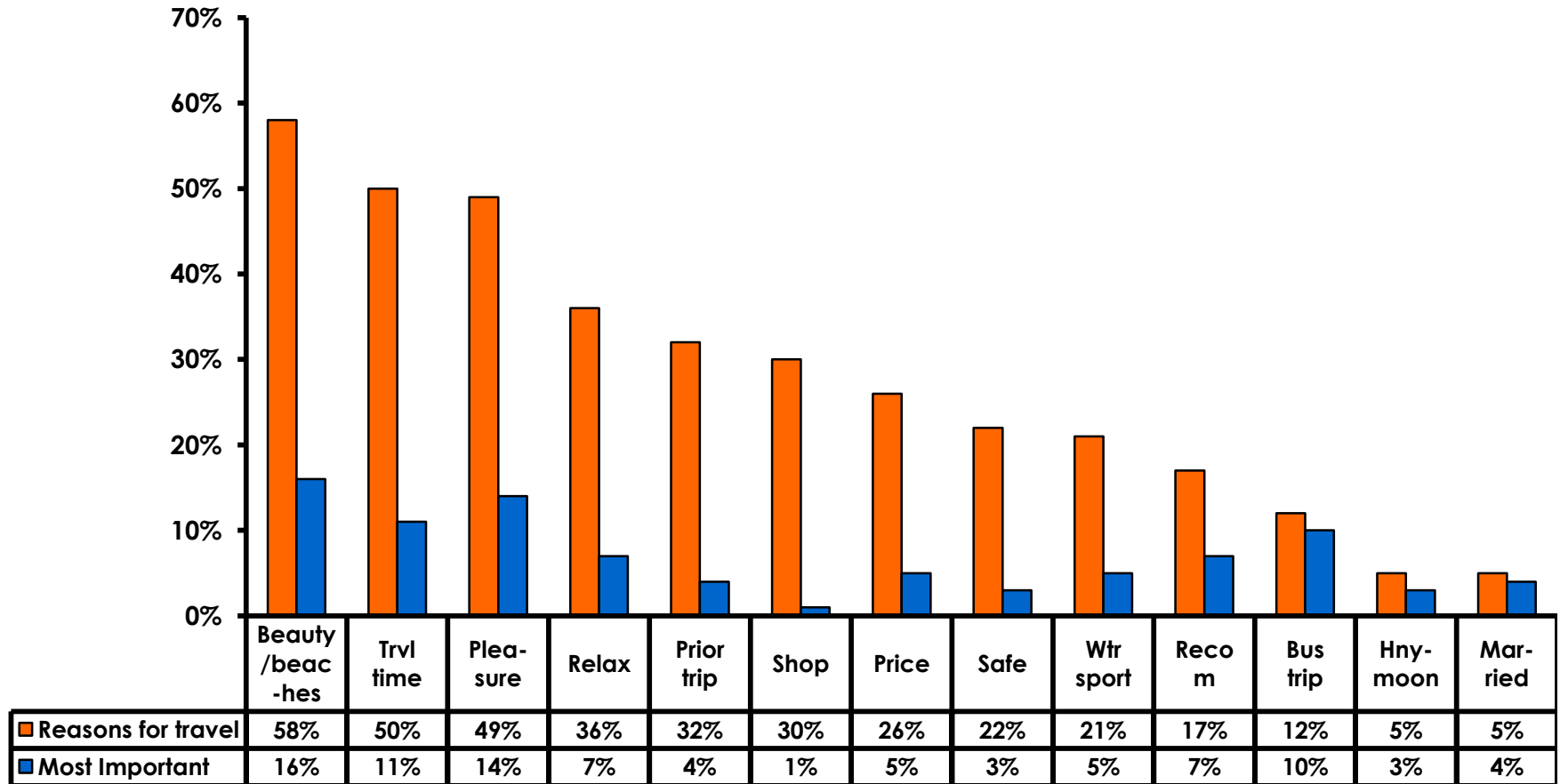
# Accommodation by Income

Average length of stay: 3.05 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	14%	17%	24%	12%	16%	15%	8%	5%	12%	
Guam Reef & Olive Spa	11%	17%	21%	7%	13%	4%	6%	21%	4%	
Outrigger Guam Resort	10%	17%	10%	10%	11%	13%	6%	13%		
Grand Plaza Hotel	8%	6%	10%	12%	11%	4%	2%	8%	12%	
Holiday Resort Guam	7%		2%	7%	5%	12%	11%	5%	12%	
Onward Beach Resort	7%	11%	7%	10%	5%	7%	11%	3%		
Westin Resort Guam	7%	6%	7%	7%	7%	6%	13%	3%	4%	
Fiesta Resort Guam	5%		5%	15%	4%		9%	3%	4%	
Leo Palace Resort	5%		5%	2%	2%	6%	4%	8%	12%	
Hotel Nikko Guam	4%	6%	2%		4%	7%	8%	5%		
Royal Orchid Guam	4%	6%		2%	9%	3%	2%	3%	12%	
Pacific Bay Hotel	3%		2%	2%	2%	3%	2%	10%	4%	
PIC Club	3%			2%	2%	3%	8%	5%	4%	
Oceanview Hotel	2%					3%	4%	3%	8%	
Other	2%	6%	2%	2%	2%	3%		3%		
Sheraton Laguna Guam	1%				2%	1%	4%	3%		
Guam Marriott Resort	1%				2%	1%	4%	3%		
Bayview Hotel	1%		2%			1%			8%	
Hyatt Regency Guam	1%	6%		2%	4%					
Hilton Guam Resort	1%	6%				3%				
Hotel Santa Fe	1%			2%		1%				
Ramada Suites Guam	0%								4%	
Days Inn (Tamuning)	0%				2%					
Apartment	0%			2%						
Total	Count	349	18	42	41	56	67	53	39	25



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

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

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	Natural beauty	58%	59%	52%	70%	40%	57%	59%	
	Short travel time	50%	36%	44%	67%	40%	49%	51%	
	Pleasure	49%	46%	48%	60%	28%	51%	48%	
	Relax	36%	27%	42%	42%	22%	32%	40%	
	Previous trip	32%	21%	25%	40%	38%	30%	34%	
	Shopping	30%	31%	32%	32%	22%	28%	32%	
	Price	26%	21%	26%	33%	20%	26%	27%	
	Safe	22%	15%	18%	31%	20%	21%	24%	
	Water sports	21%	15%	21%	29%	8%	20%	22%	
	Recomm- friend/family/trvl agnt	17%	33%	11%	12%	14%	13%	20%	
	Company/ Business Trip	12%	12%	16%	9%	12%	11%	13%	
	Honeymoon	5%	6%	9%	5%		9%	2%	
	Married/ Attn wedding	5%	6%	9%	2%	6%	6%	5%	
	Scuba	5%	8%	3%	4%	6%	2%	8%	
	Golf	4%			5%	18%	9%		
	Other	3%		1%	5%	8%	4%	2%	
	Company Sponsored	3%	3%	4%	1%	6%	3%	2%	
	Visit friends/ Relatives	2%	3%	3%	2%		2%	3%	
	Organized sports	1%	4%				1%	1%	
	Career Cert/ Testing	0%				2%		1%	
	Total	Count	348	78	91	129	50	176	172

# 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	Natural beauty	58%	50%	53%	56%	56%	60%	64%	64%	67%	
	Short travel time	50%	44%	44%	46%	33%	61%	62%	56%	38%	
	Pleasure	49%	39%	44%	41%	51%	51%	49%	54%	67%	
	Relax	36%	33%	37%	39%	40%	33%	32%	38%	25%	
	Previous trip	32%	33%	23%	39%	18%	31%	32%	56%	33%	
	Shopping	30%	33%	35%	20%	24%	31%	32%	26%	50%	
	Price	26%	22%	19%	22%	24%	33%	38%	23%	25%	
	Safe	22%	33%	19%	20%	22%	13%	34%	23%	29%	
	Water sports	21%	11%	28%	24%	13%	22%	23%	23%	17%	
	Recomm- friend/family/trvl agnt	17%	17%	21%	20%	13%	15%	11%	15%	29%	
	Company/ Business Trip	12%		19%	17%	9%	18%	8%	8%	8%	
	Honeymoon	5%		5%	7%	11%	7%	4%	3%		
	Married/ Attn wedding	5%	11%		2%	15%	7%	6%			
	Scuba	5%		9%		4%	1%	8%		21%	
	Golf	4%		2%	5%		3%	8%	15%		
	Other	3%	11%	2%			7%	4%			
	Company Sponsored	3%		2%	5%	2%	1%	8%	3%		
	Visit friends/ Relatives	2%	6%		7%		1%		3%	8%	
	Organized sports	1%	6%	2%						4%	
	Career Cert/ Testing	0%				2%					
	Total	Count	348	18	43	41	55	67	53	39	24

# SECTION 3 **EXPENDITURES**

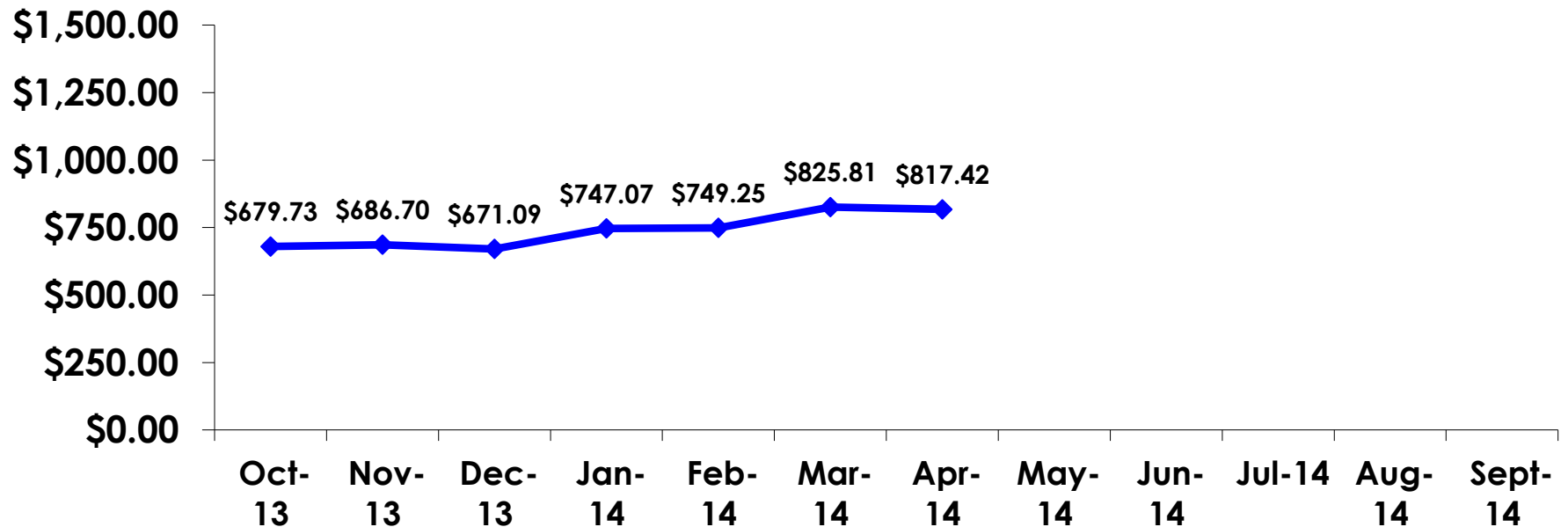
# Prepaid Expenditures

¥102.51/US\$1

- \$1,921.91 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$34,143 = maximum (highest amount recorded for the entire sample)
- \$817.42 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$739.57

# Breakdown of Prepaid Expenditures

¥102.51=\$1

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

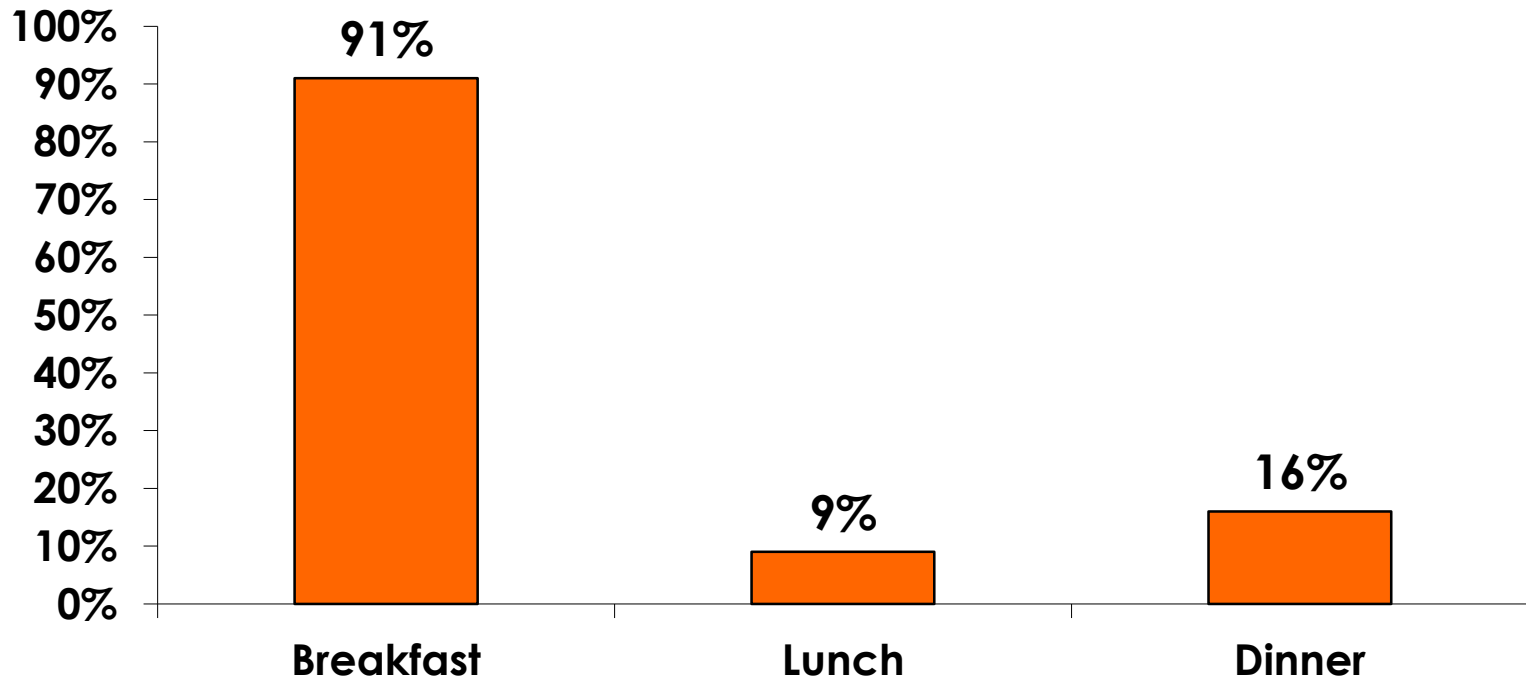
	MEAN \$
Air & Accommodation package only	\$1,909.00
Air & Accommodation w/ daily meal package	\$3,154.60
Air only	\$929.53
Accommodation only	\$399.96
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$153.64
Ground transportation – Japan	\$85.05
Ground transportation – Guam	\$79.57
Optional tours/ activities	\$407.54
Other expenses	\$506.60
<b>Total Prepaid</b>	<b>\$1,921.91</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=45

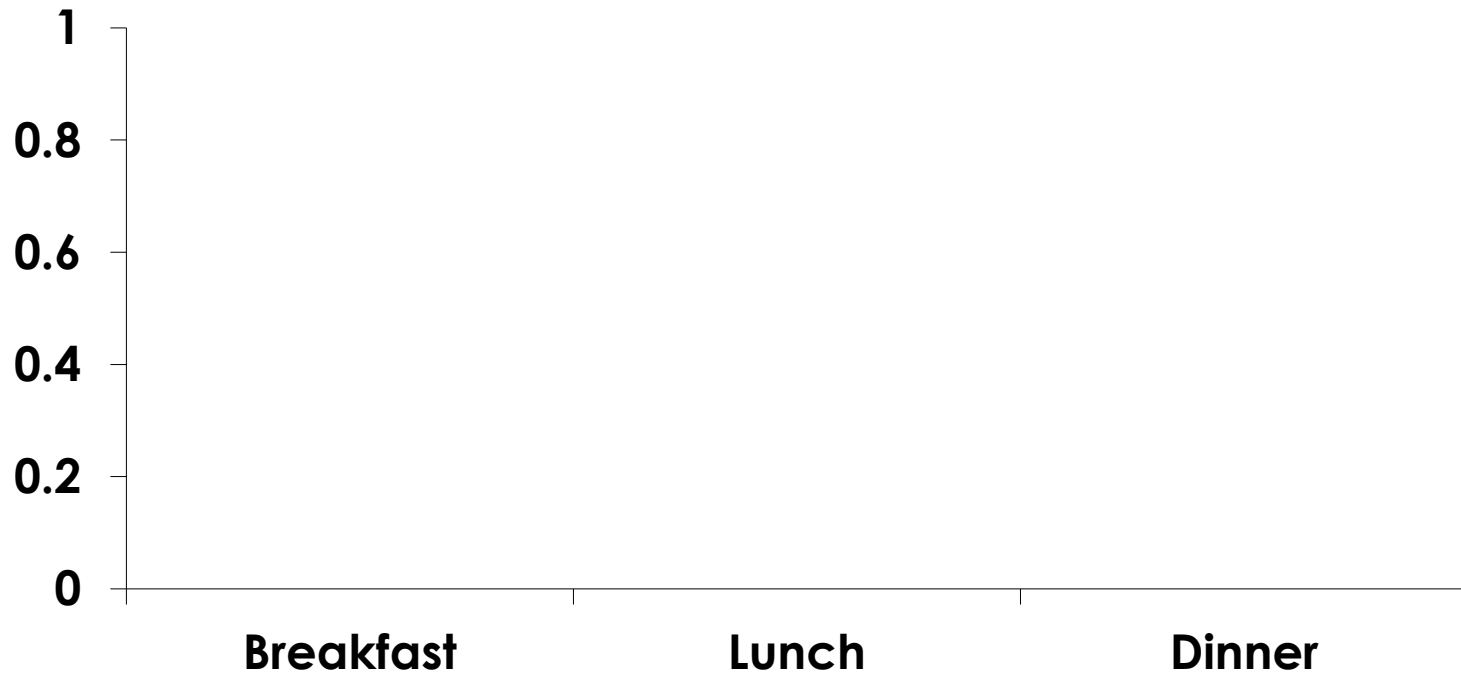


Mean=\$3,154.60 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

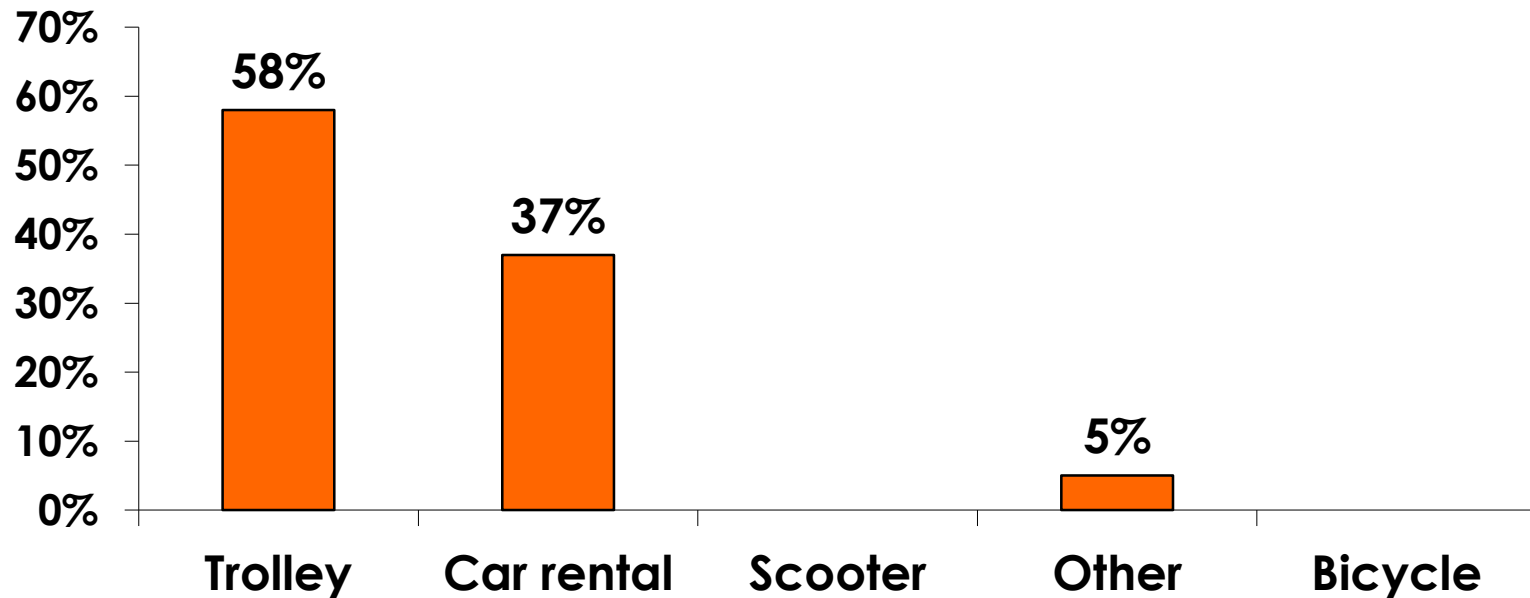
N=xx



Mean=\$xxxx per travel party

# PREPAID GROUND TRANSPORTATION

n=19



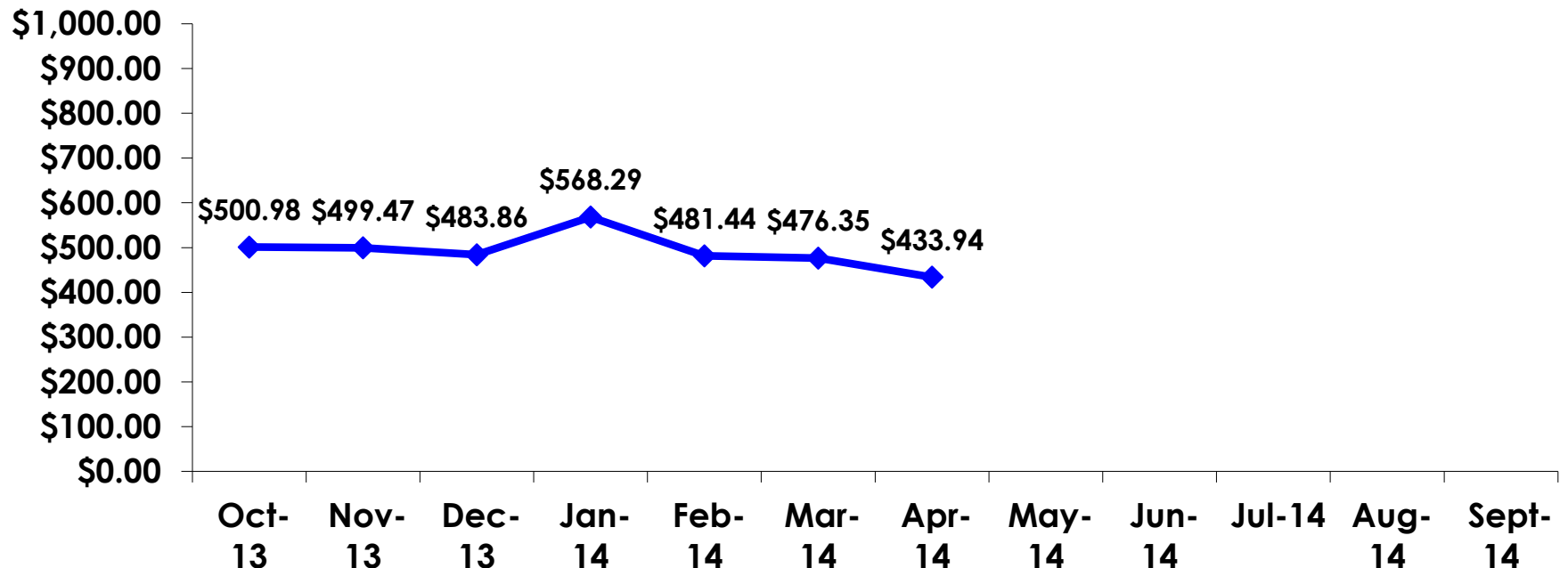
Mean=\$79.57 per travel party

# On-Island Expenditures

- \$788.28 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,500 = Maximum (highest amount recorded for the entire sample)
- \$433.94 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

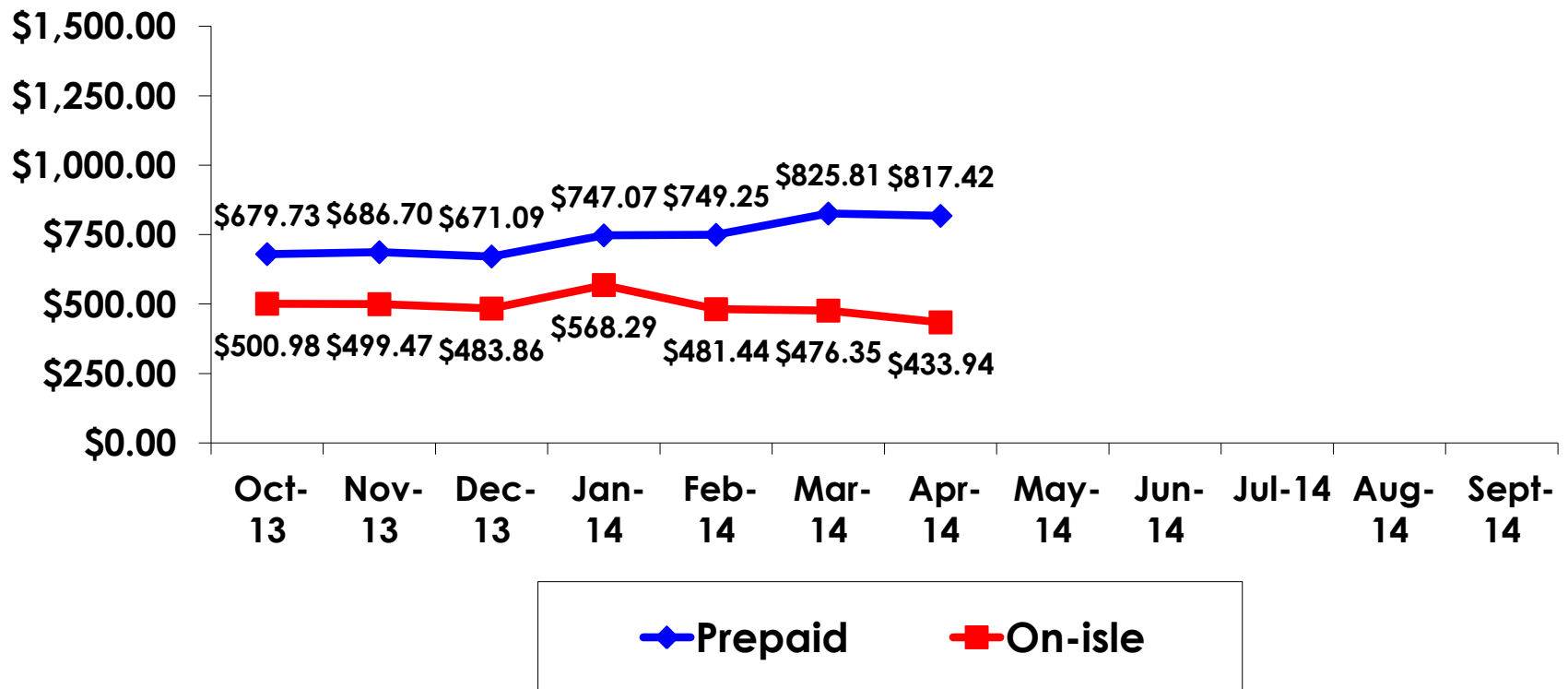


YTD = \$492.04

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$739.57

On-Isle YTD = \$492.04



# 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	\$433.94	\$414.65	\$453.44	\$481.56	\$431.61	\$349.97	\$497.33	\$339.40	\$559.98	\$419.07	\$613.10
	Median	\$328	\$300	\$358	\$400	\$350	\$295	\$350	\$300	\$472	\$333	\$463
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20	\$0	\$125
	Maximum	\$2,684	\$2,500	\$2,684	\$2,000	\$1,400	\$1,157	\$2,500	\$1,600	\$2,684	\$1,400	\$1,500

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$31.91	\$37.95	\$25.79	\$11.88	\$20.29	\$52.09	\$33.04
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$40.10	\$46.04	\$34.10	\$19.18	\$50.30	\$51.22	\$26.36
	Median	\$10	\$20	\$0	\$0	\$20	\$20	\$0
F&B RESTRNT	Mean	\$107.55	\$150.70	\$63.89	\$54.79	\$79.46	\$163.44	\$98.86
	Median	\$35	\$70	\$0	\$0	\$30	\$65	\$5
OPT TOUR	Mean	\$99.98	\$120.05	\$79.68	\$74.69	\$97.87	\$134.21	\$55.96
	Median	\$0	\$0	\$0	\$0	\$21	\$0	\$0
GIFT- SELF	Mean	\$232.10	\$242.02	\$222.06	\$71.83	\$252.77	\$266.32	\$362.60
	Median	\$50	\$50	\$50	\$0	\$100	\$100	\$50
GIFT- OTHER	Mean	\$126.11	\$145.89	\$106.11	\$84.09	\$122.25	\$158.66	\$116.40
	Median	\$81	\$100	\$50	\$20	\$100	\$100	\$50
TRANS	Mean	\$16.11	\$22.61	\$9.55	\$6.46	\$15.58	\$24.57	\$10.70
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$125.59	\$105.92	\$145.49	\$127.16	\$95.03	\$126.02	\$177.62
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$788.28	\$884.07	\$691.39	\$459.70	\$730.47	\$975.75	\$935.54
	Median	\$500	\$600	\$500	\$365	\$550	\$700	\$500



# On-Island Expenditures

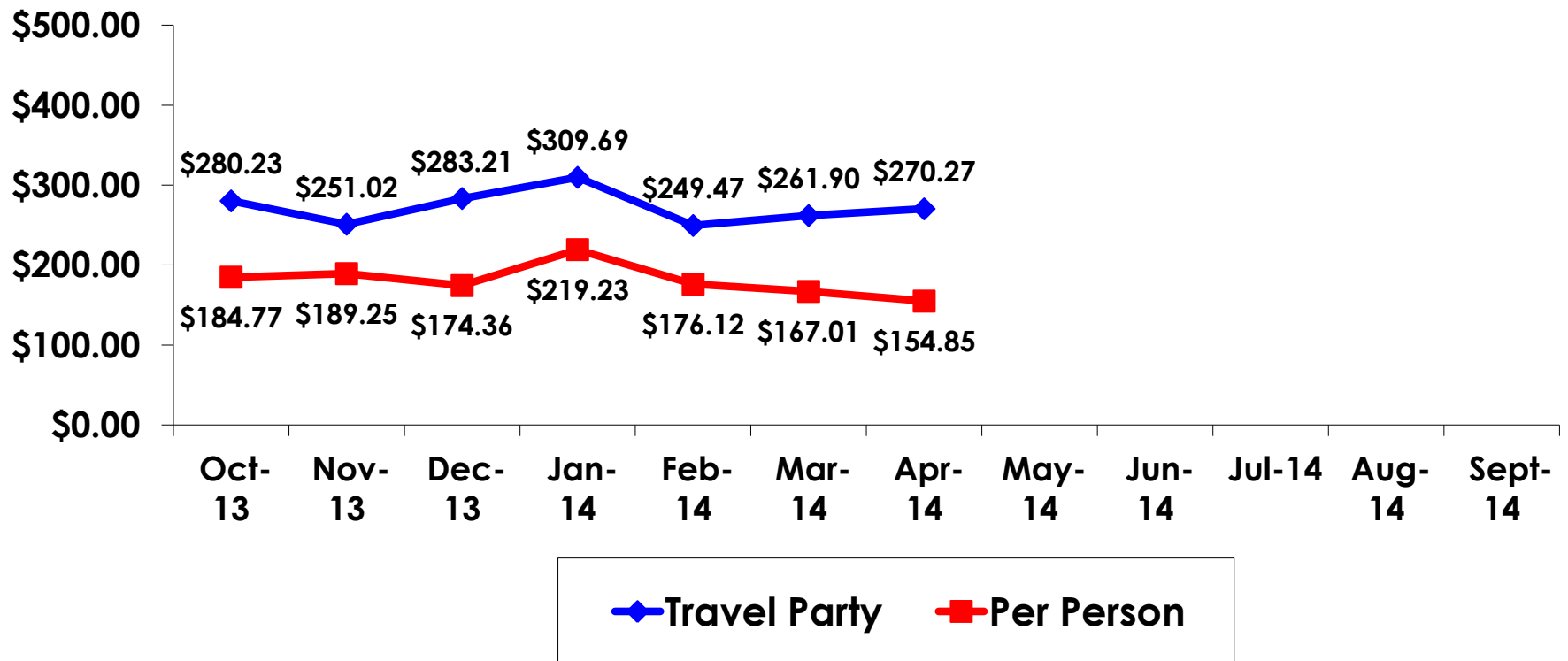
## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$31.91	\$21.19	\$45.87
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$40.10	\$30.47	\$52.65
	Median	\$10	\$1	\$20
F&B RESTRNT	Mean	\$107.55	\$78.63	\$145.21
	Median	\$35	\$30	\$50
OPT TOUR	Mean	\$99.98	\$101.95	\$97.40
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$232.10	\$143.29	\$347.78
	Median	\$50	\$2	\$100
GIFT- OTHER	Mean	\$126.11	\$108.19	\$149.45
	Median	\$81	\$74	\$100
TRANS	Mean	\$16.11	\$11.13	\$22.61
	Median	\$0	\$0	\$0
OTHER	Mean	\$125.59	\$158.35	\$82.92
	Median	\$0	\$0	\$0
TOTAL	Mean	\$788.28	\$659.08	\$956.59
	Median	\$500	\$500	\$601

# ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$272.22

Per Person YTD = \$180.76

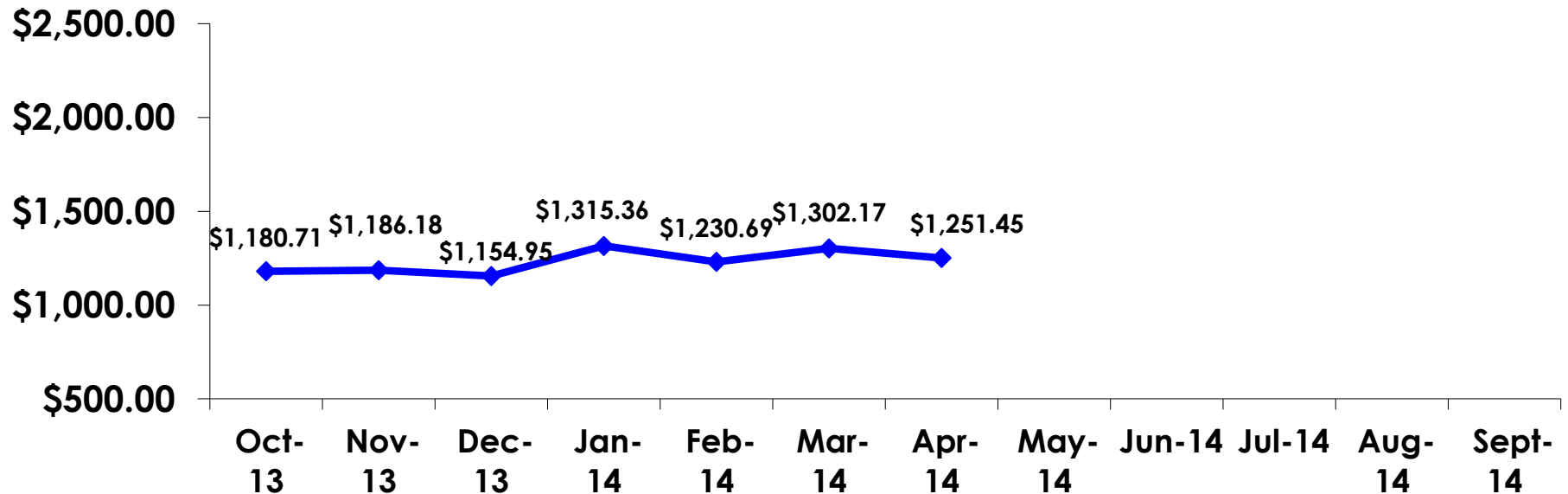


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,251.45 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,814 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



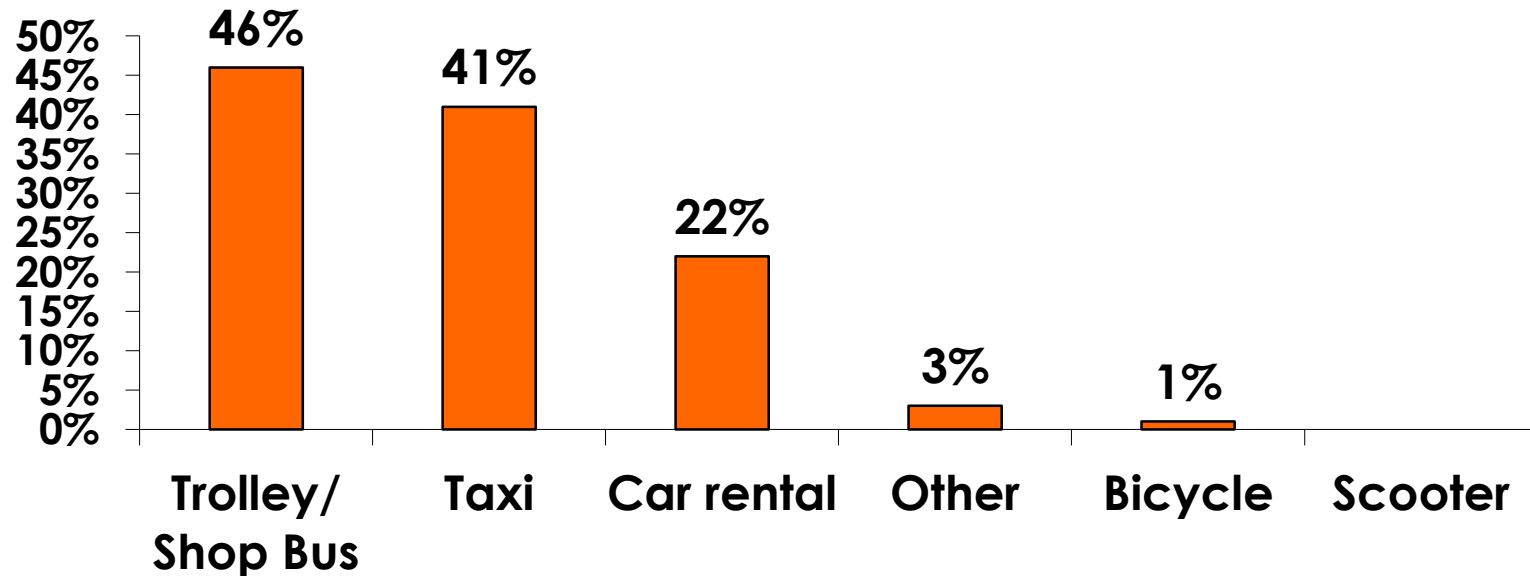
YTD=\$1,231.64

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$31.91
Food & beverage in fast food restaurant/convenience store	\$40.10
Food & beverage at restaurants or drinking establishments outside a hotel	\$107.55
Optional tours and activities	\$99.98
Gifts/ souvenirs for yourself/companions	\$232.10
Gifts/ souvenirs for friends/family at home	\$126.11
Local transportation	\$16.11
Other expenses not covered	\$129.59
<b>Average Total</b>	<b>\$788.28</b>

# Local Transportation

n=76



Mean=\$16.11 per travel party

---

# Guam Airport Expenditures

- \$34.81 = Mean
- \$5 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,100 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$7.61
<b>Gifts/Souvenirs Self</b>	\$11.21
<b>Gifts/Souvenirs Others</b>	\$15.77
<b>Total</b>	<b>\$34.81</b>

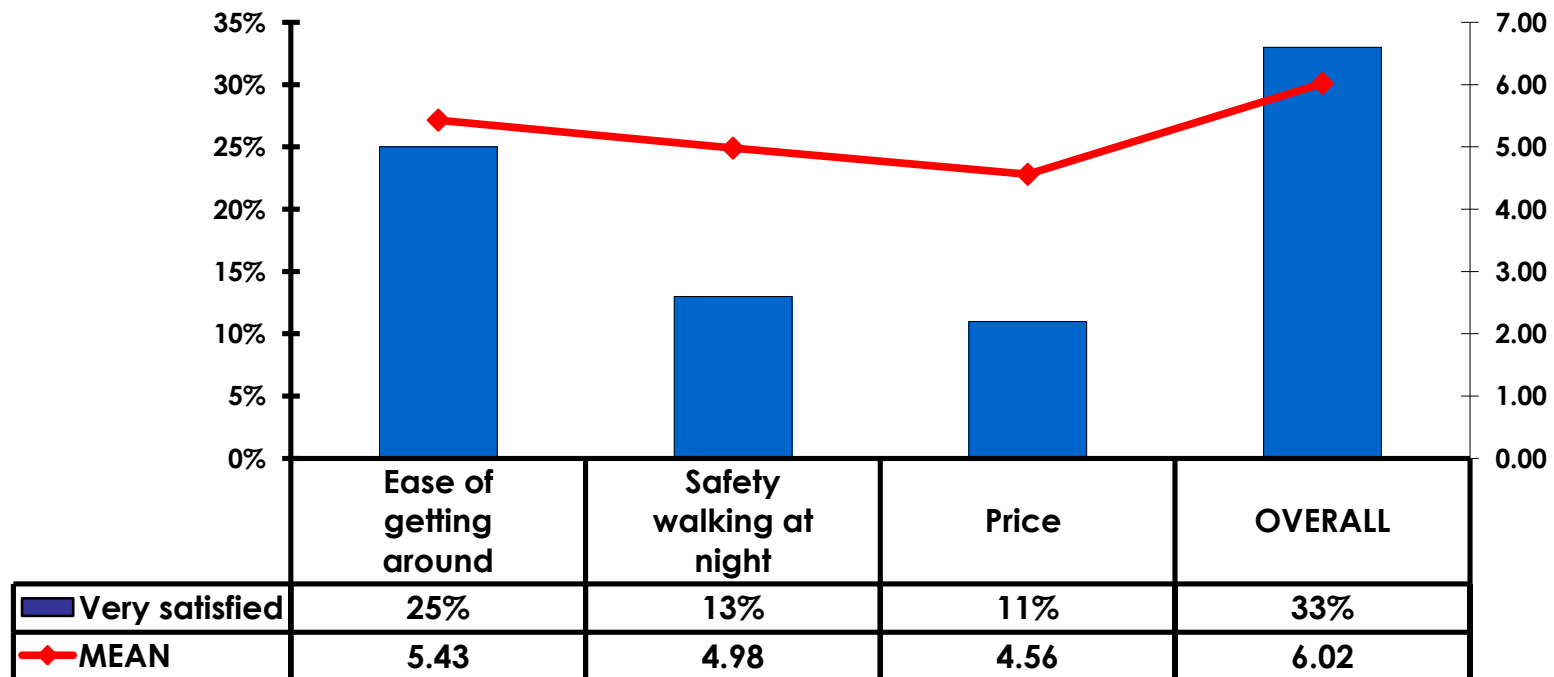


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

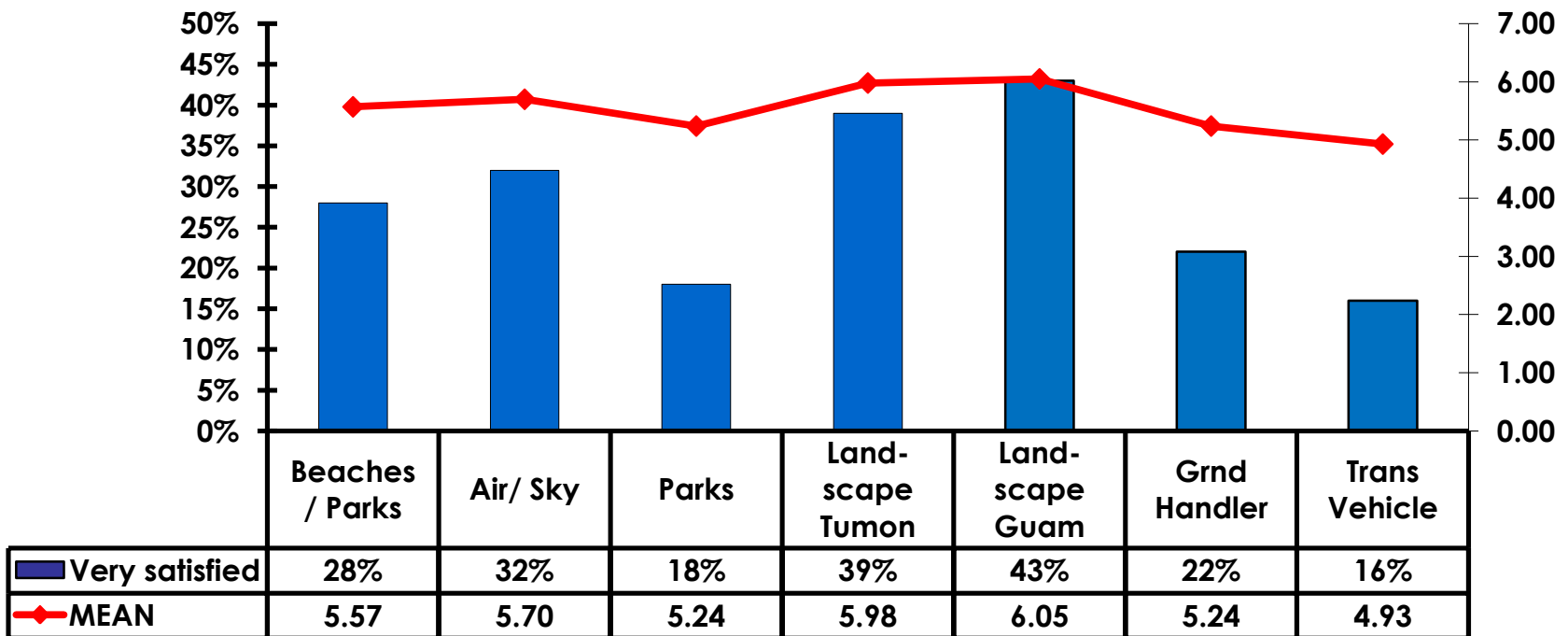
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

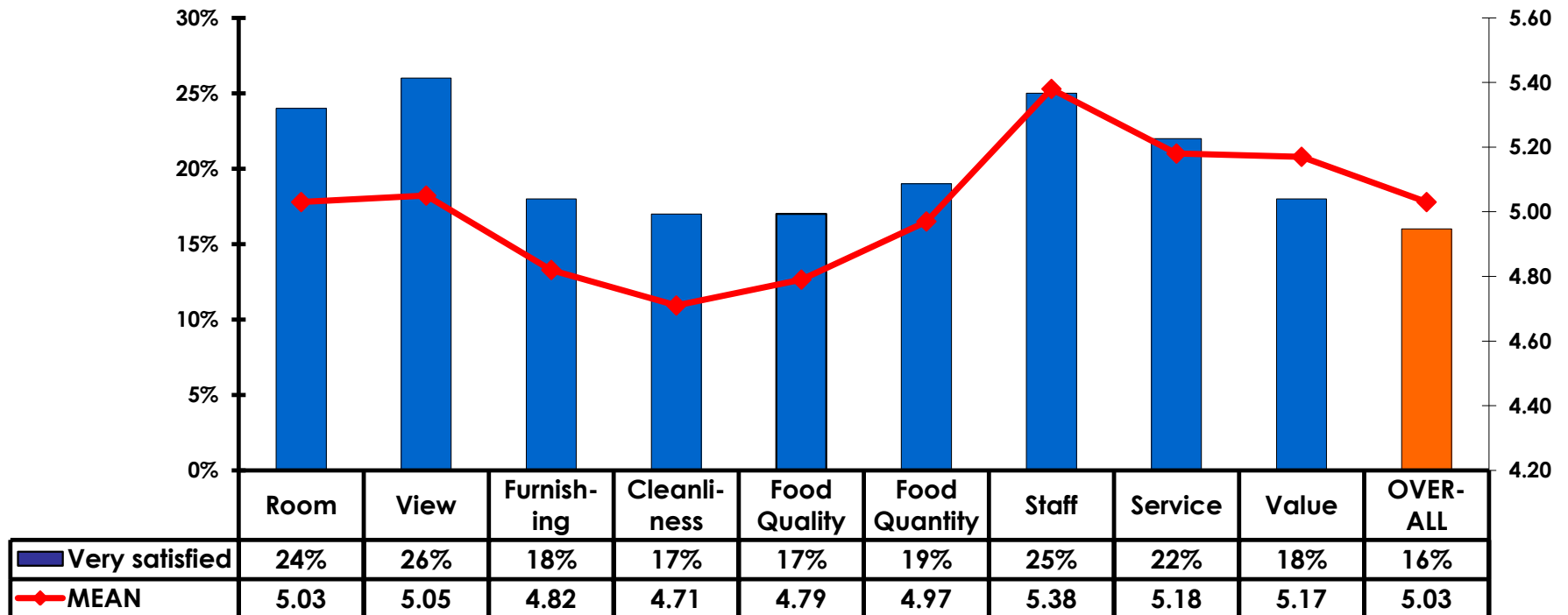
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

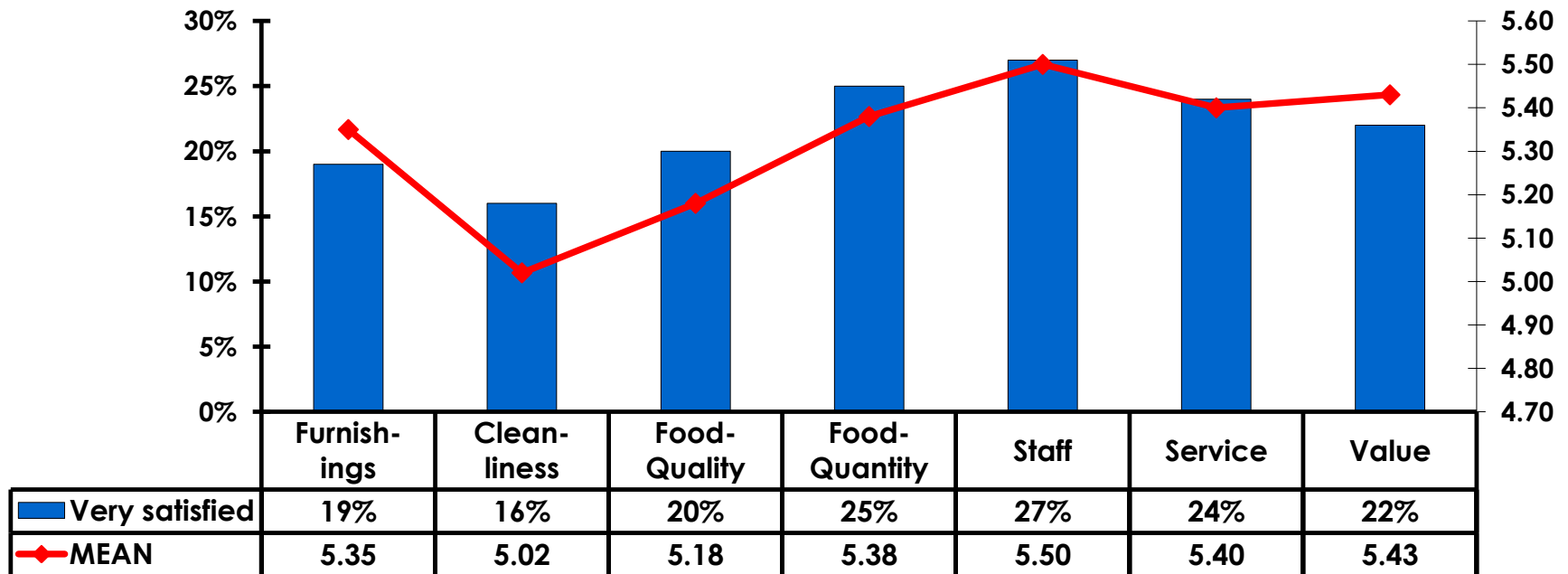
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

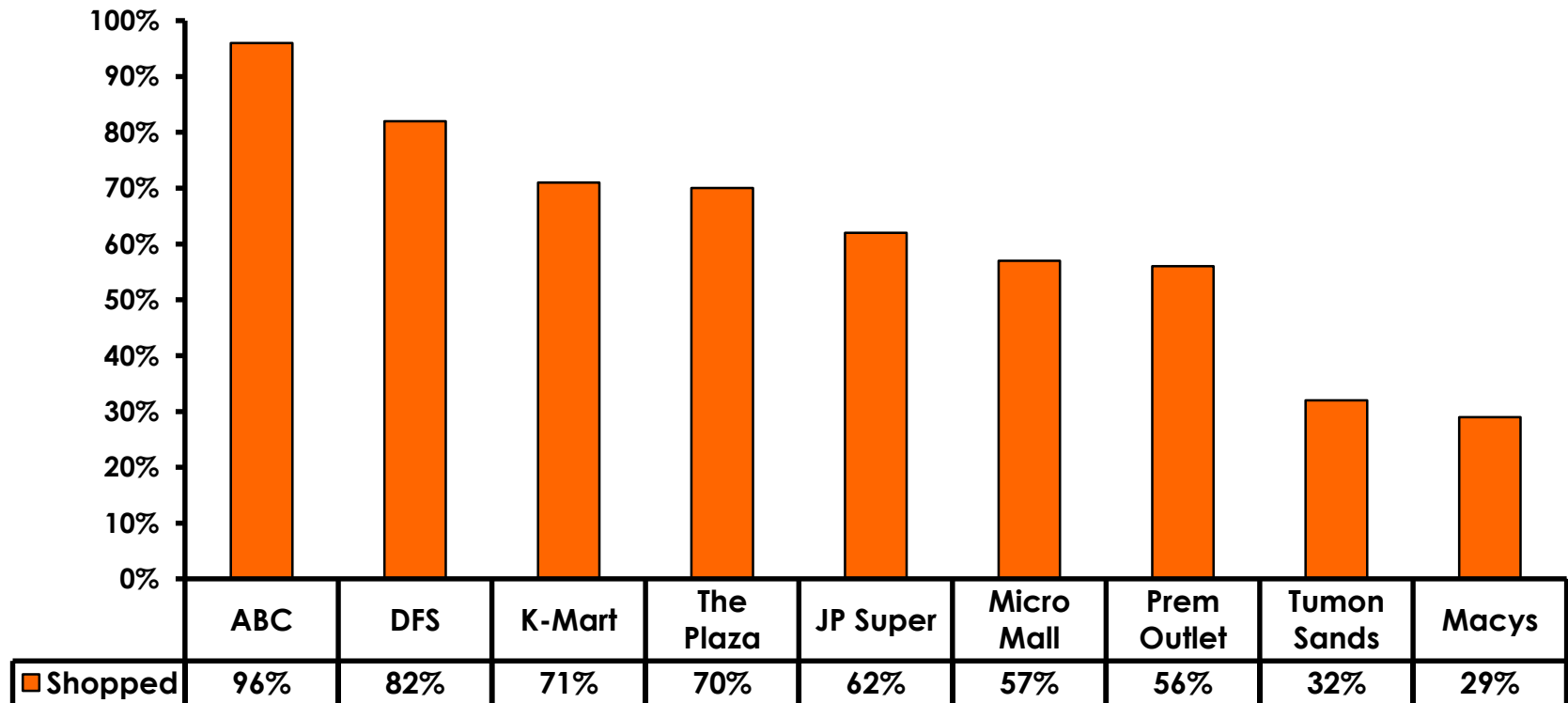
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

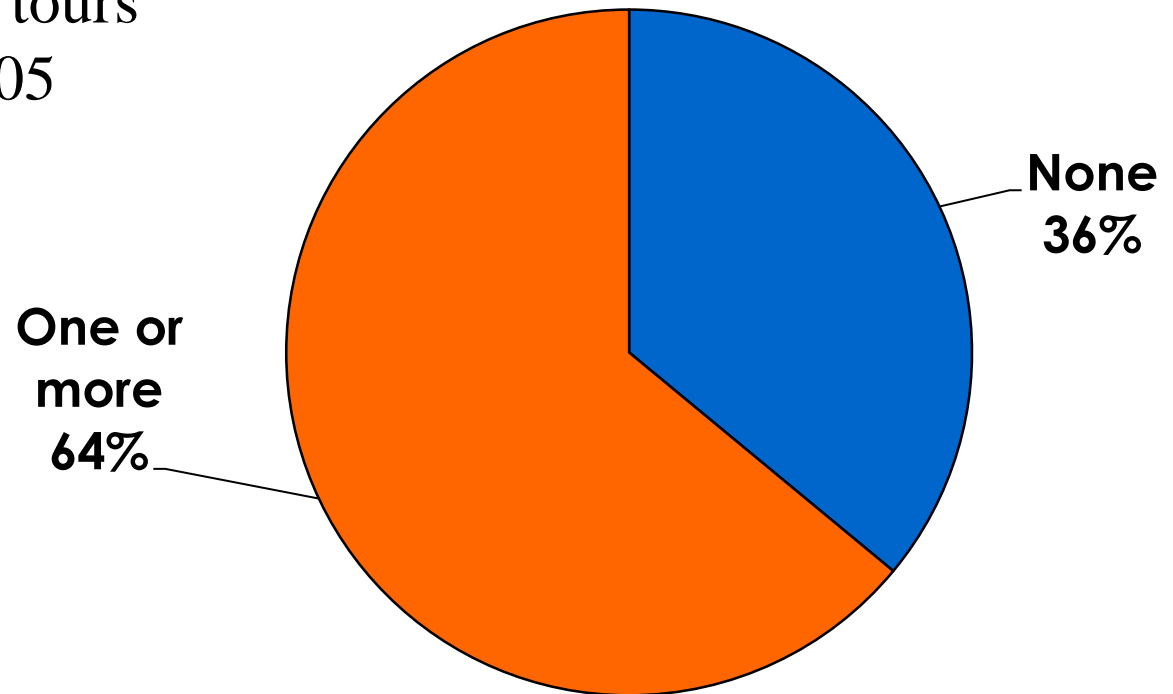
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>54%</b>	Score of 6 to 7 = <b>52%</b>
Score of 4 to 5 = <b>55%</b>	Score of 4 to 5 = <b>55%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>4%</b>
<b>MEAN = 5.48</b>	<b>MEAN = 5.42</b>

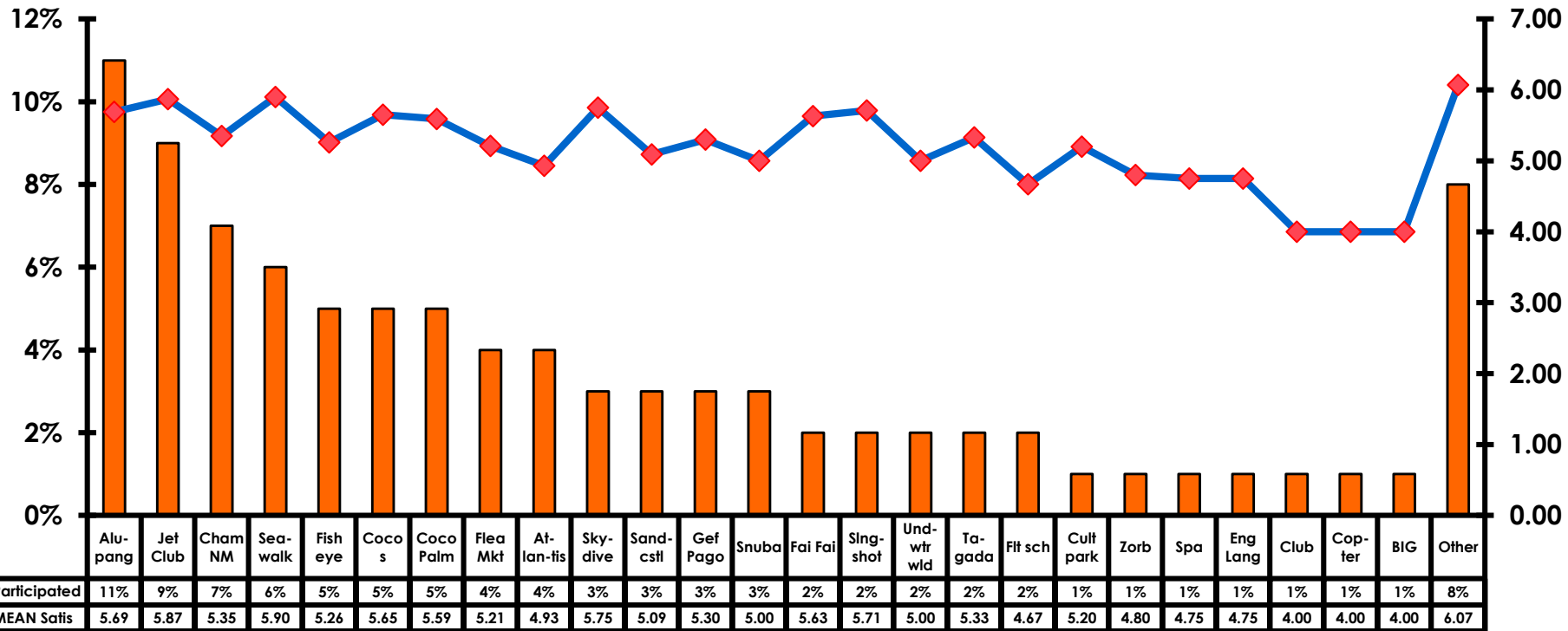
# Optional Tour Participation

- Average number of tours participated in is 1.05





# 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 = <b>54%</b>	Score of 6 to 7 = <b>54%</b>
Score of 4 to 5 = <b>42%</b>	Score of 4 to 5 = <b>44%</b>
Score 1 to 3 = <b>4%</b>	Score 1 to 3 = <b>1%</b>
<b>MEAN = 5.43</b>	<b>MEAN = 5.40</b>

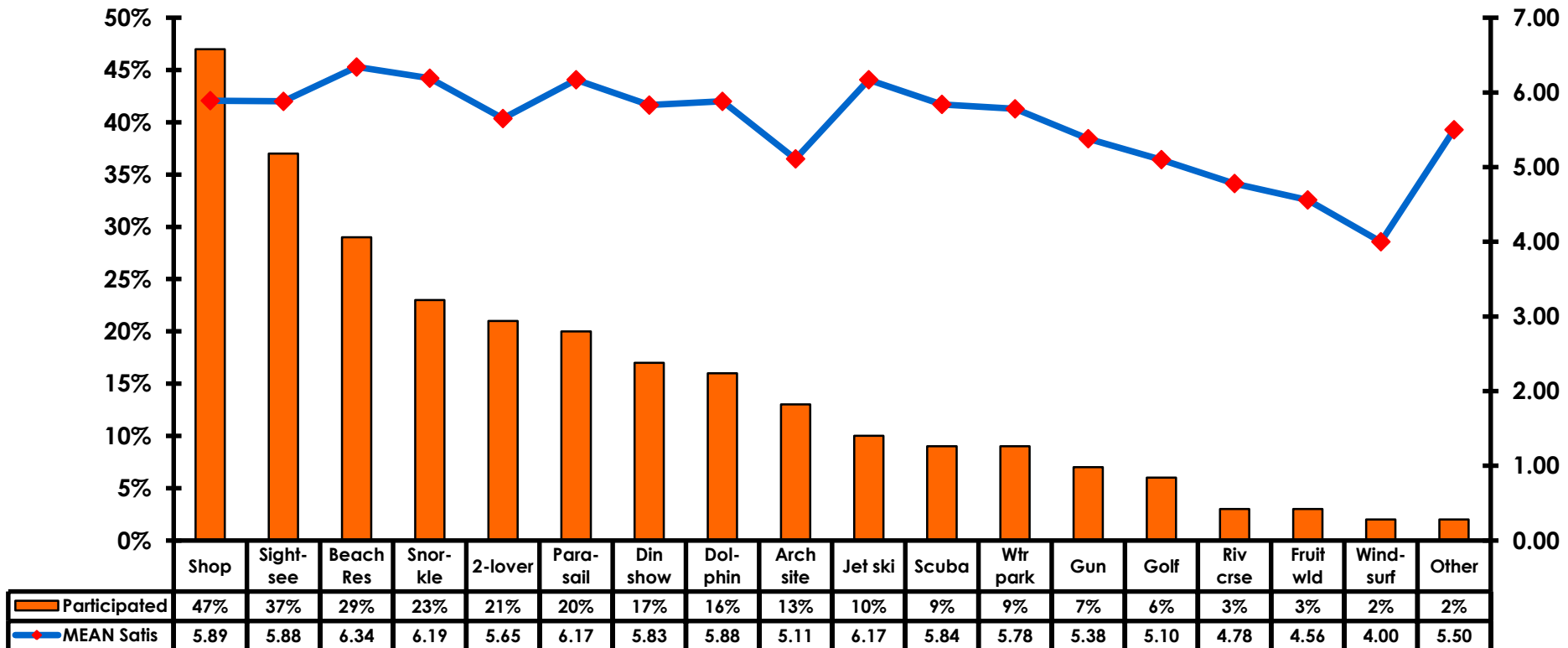
# Night Tours Satisfaction

7pt Rating Scale

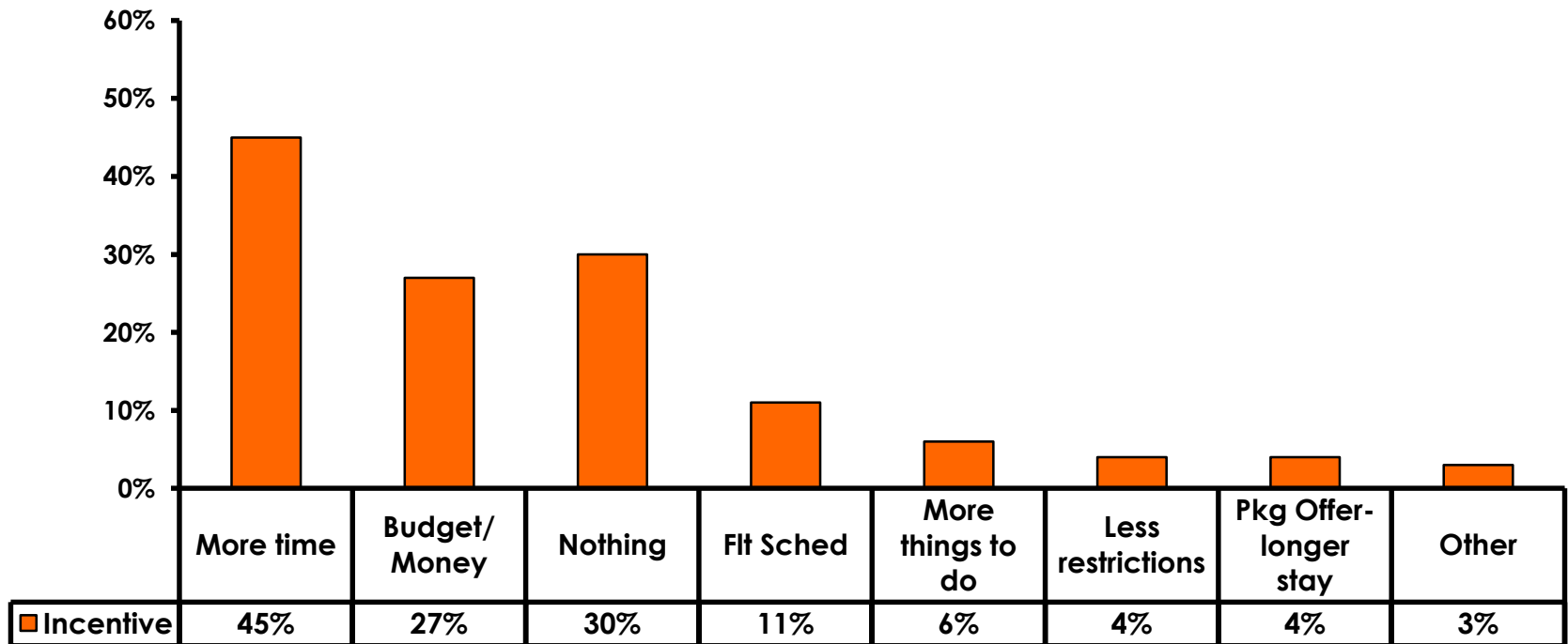
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>28%</b>	Score of 6 to 7 = <b>28%</b>
Score of 4 to 5 = <b>69%</b>	Score of 4 to 5 = <b>70%</b>
Score 1 to 3 = <b>2%</b>	Score 1 to 3 = <b>2%</b>
<b>MEAN = 4.78</b>	<b>MEAN = 4.77</b>

# Satisfaction with Other Activities



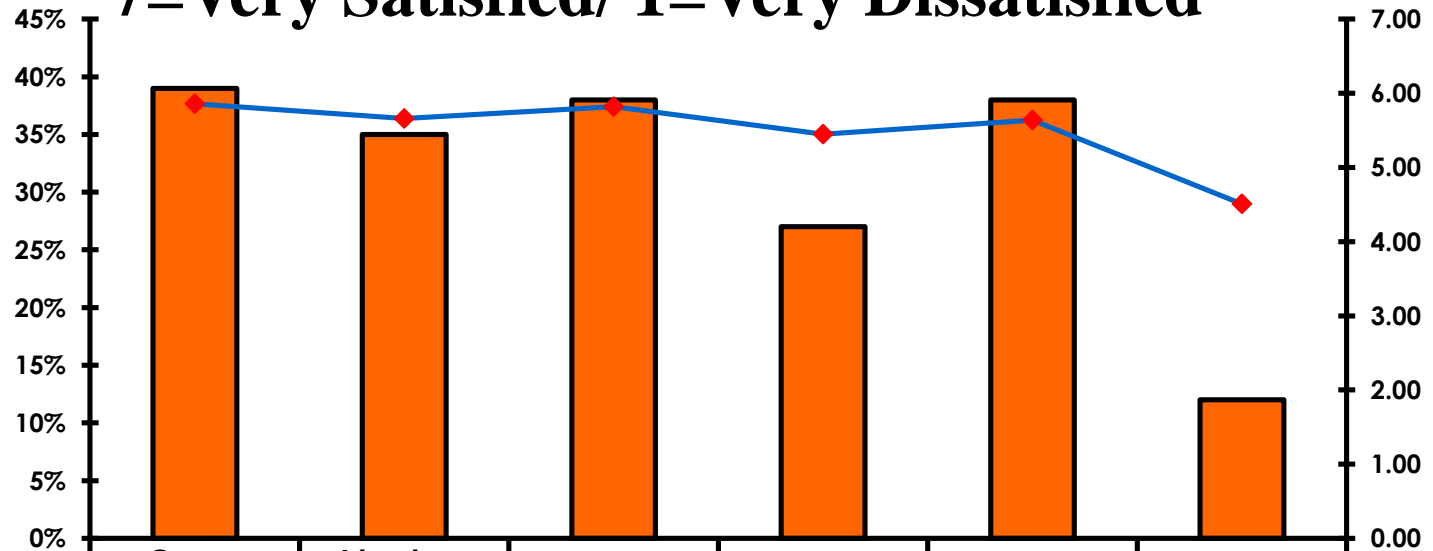
# What would it take to make you want to stay an extra day in Guam?





# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

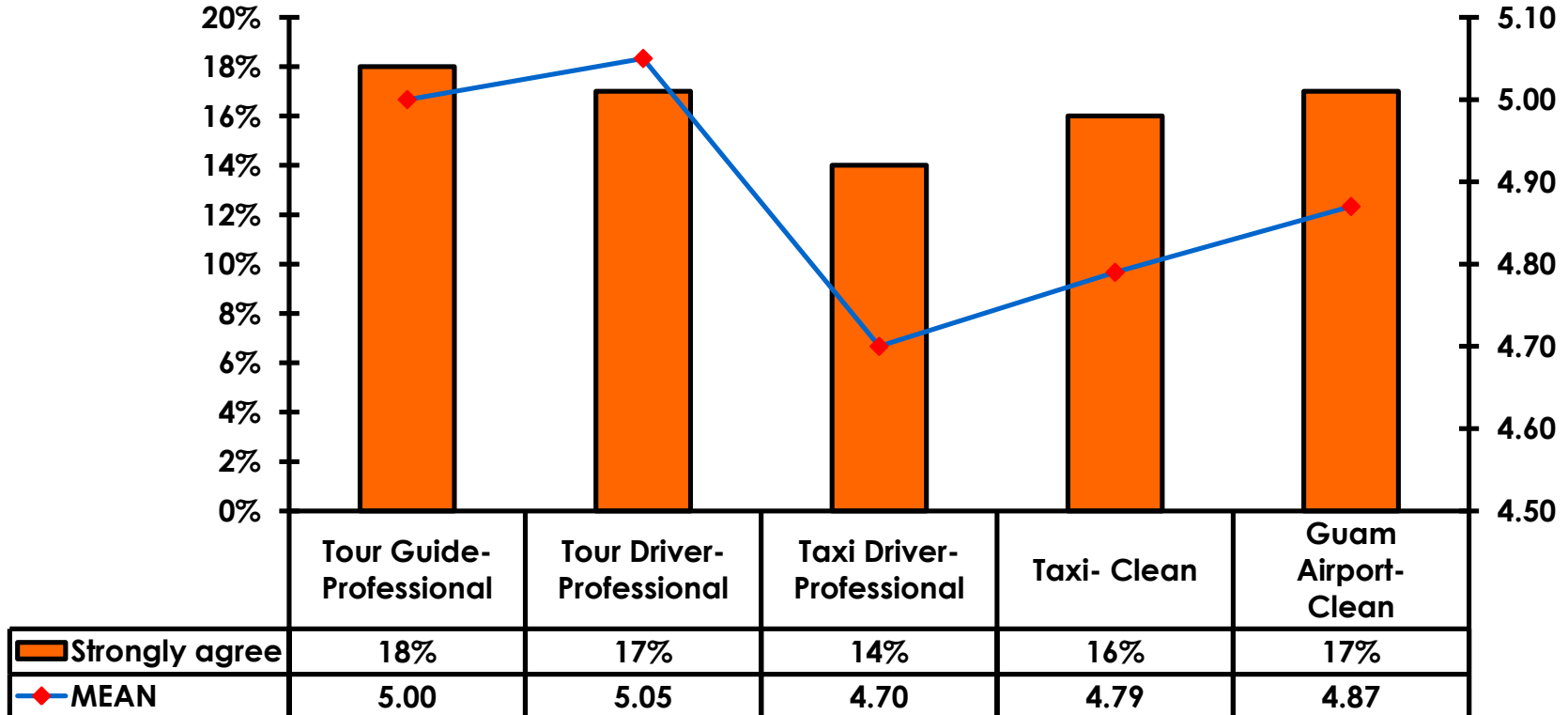


 Strongly agree	39%	35%	38%	27%	38%	12%
 MEAN	5.86	5.66	5.82	5.45	5.64	4.51

# On-Island Perceptions

7pt Rating Scale

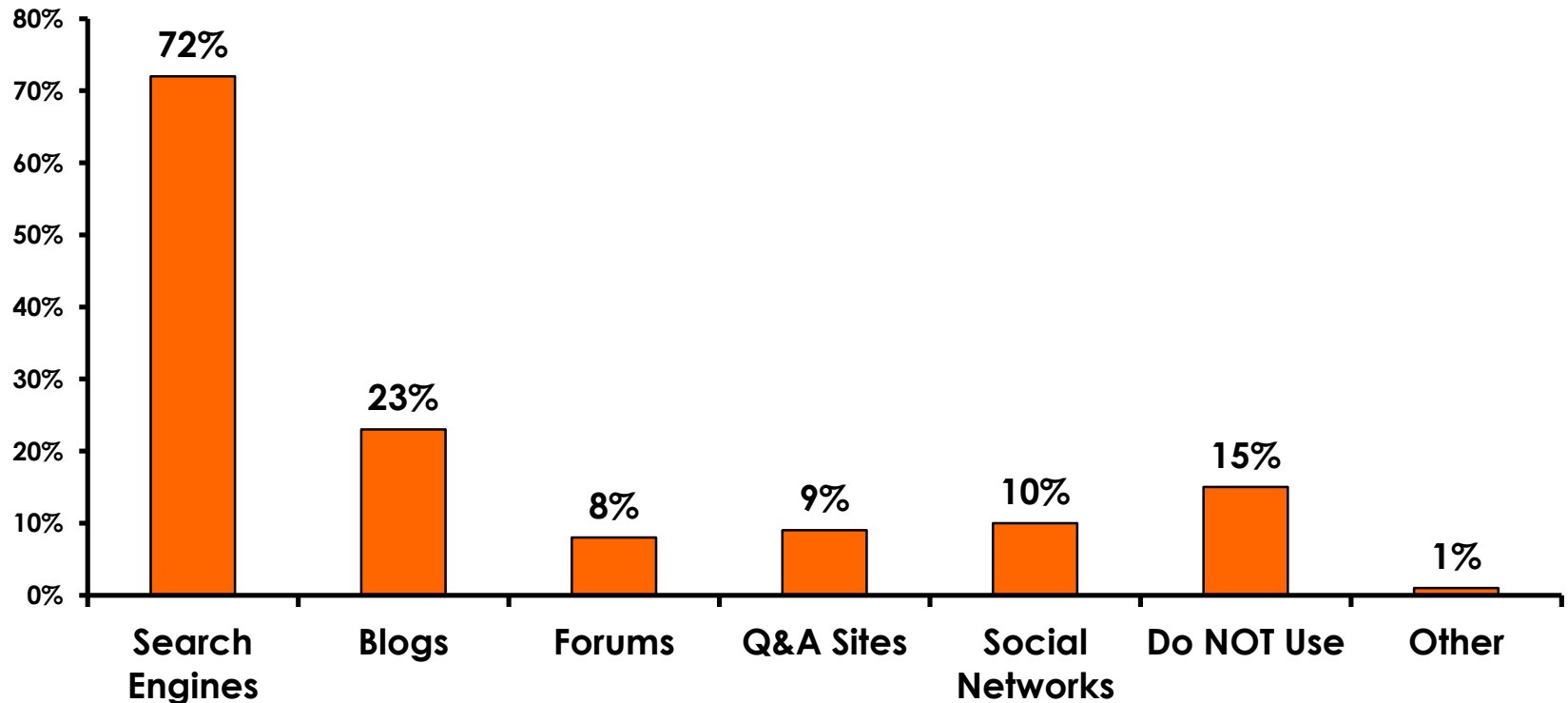
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

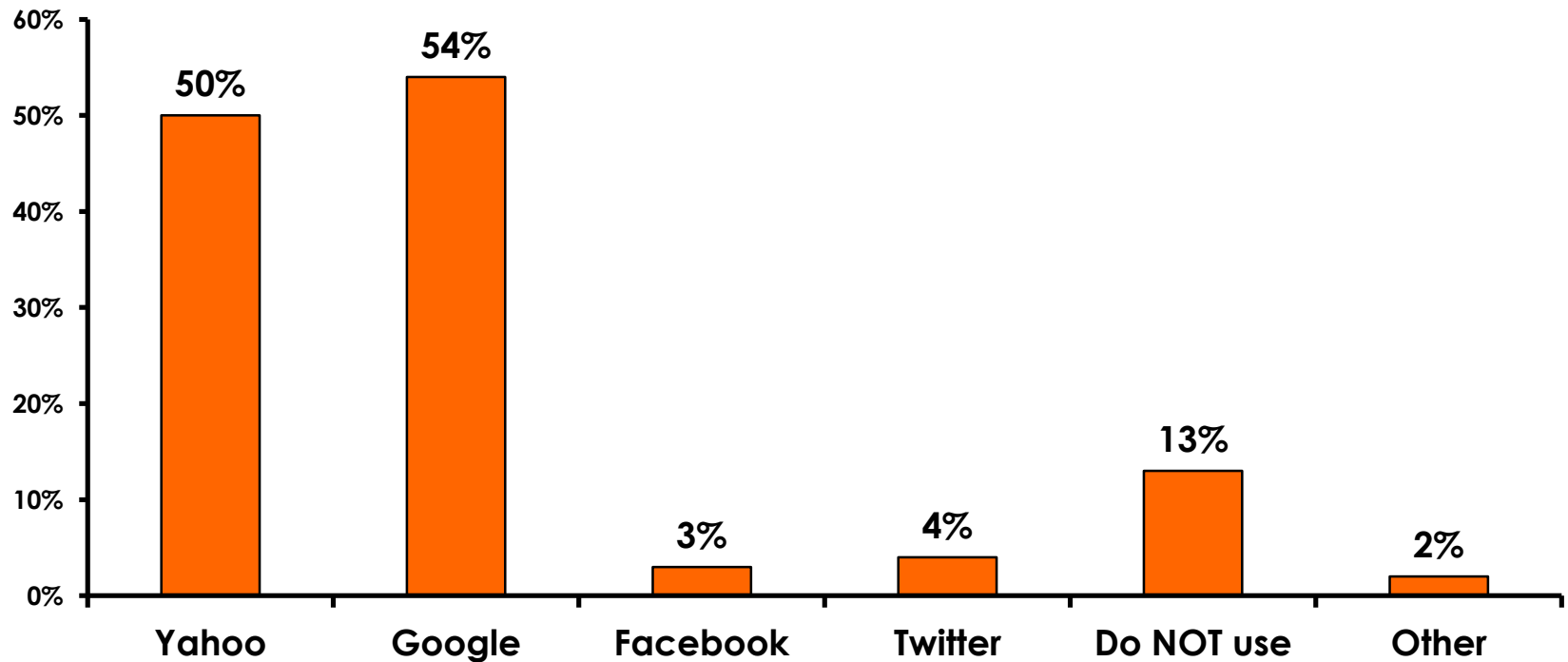


# Internet- Guam Sources of Info

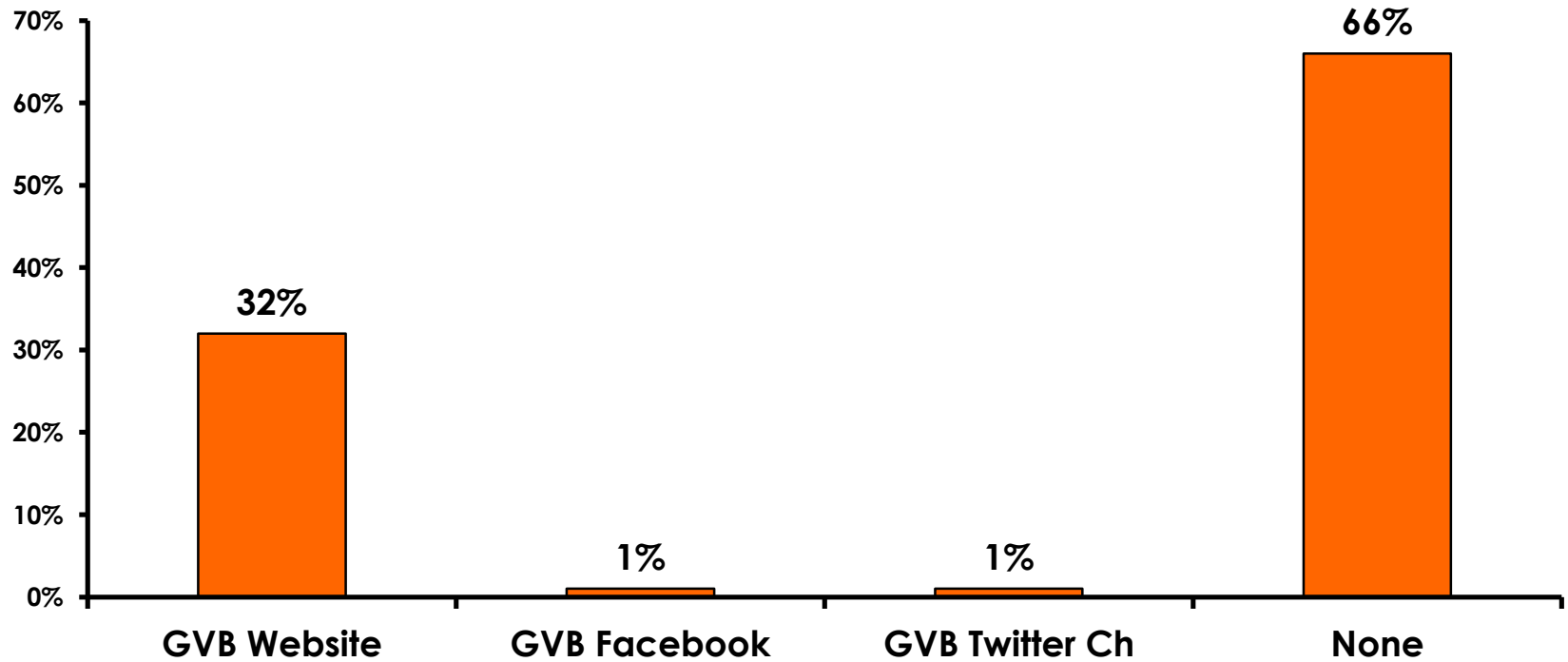


# Internet- Things To Do

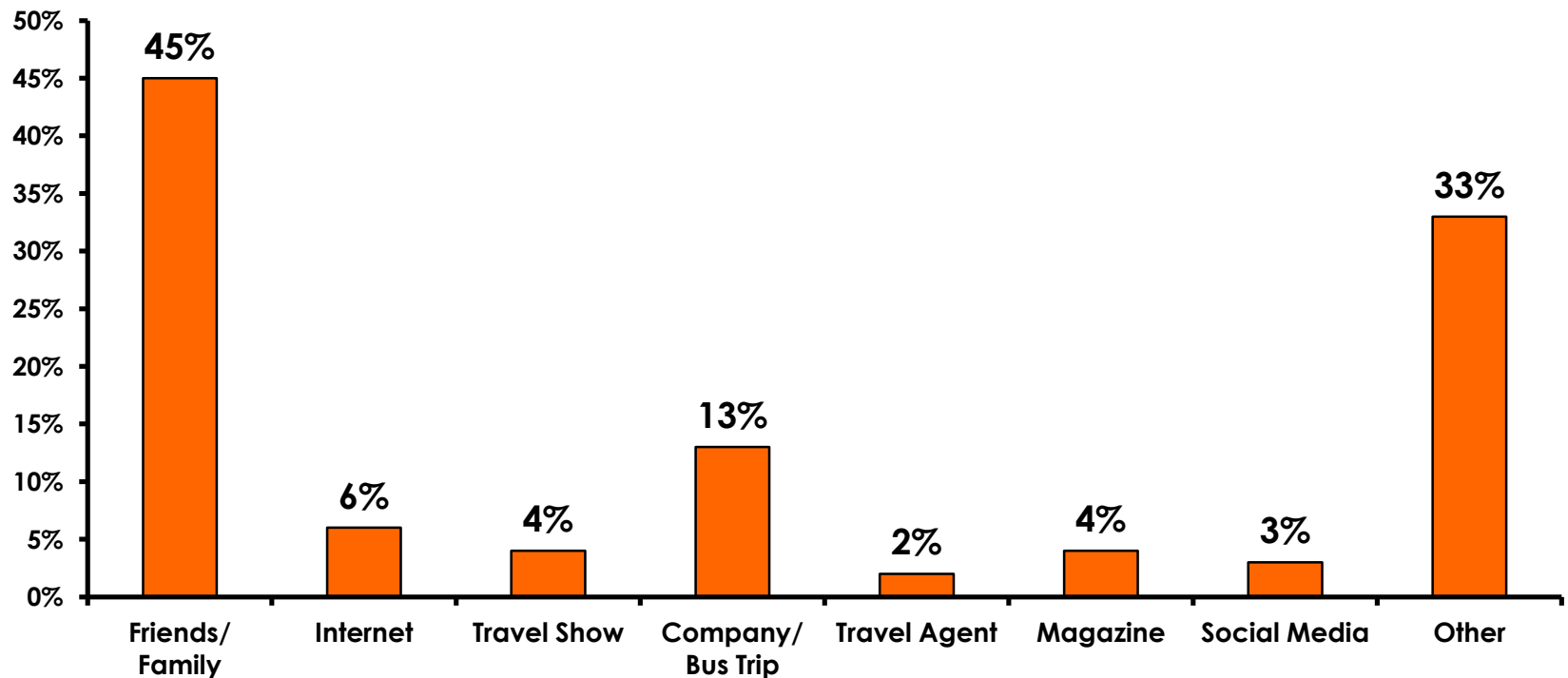
## Sources of Info



# Internet- GVB Sources

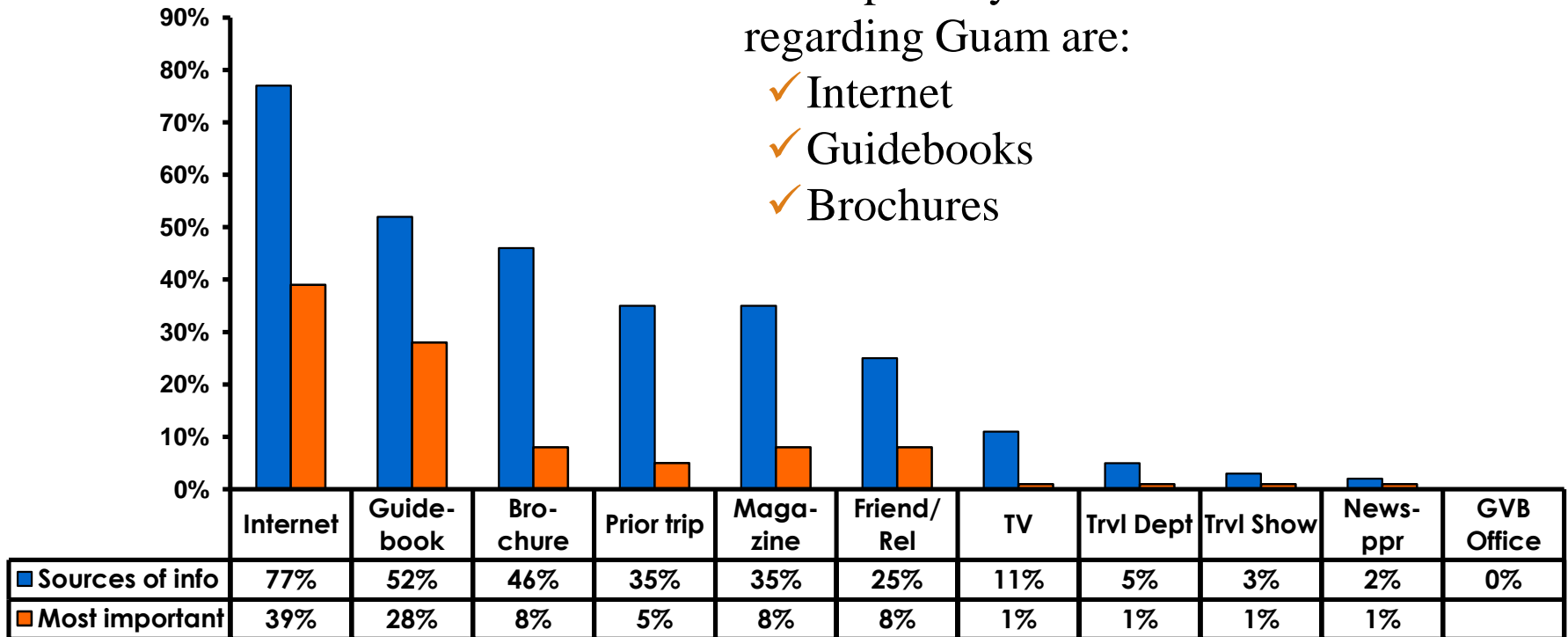


# Travel Motivation- Info Sources



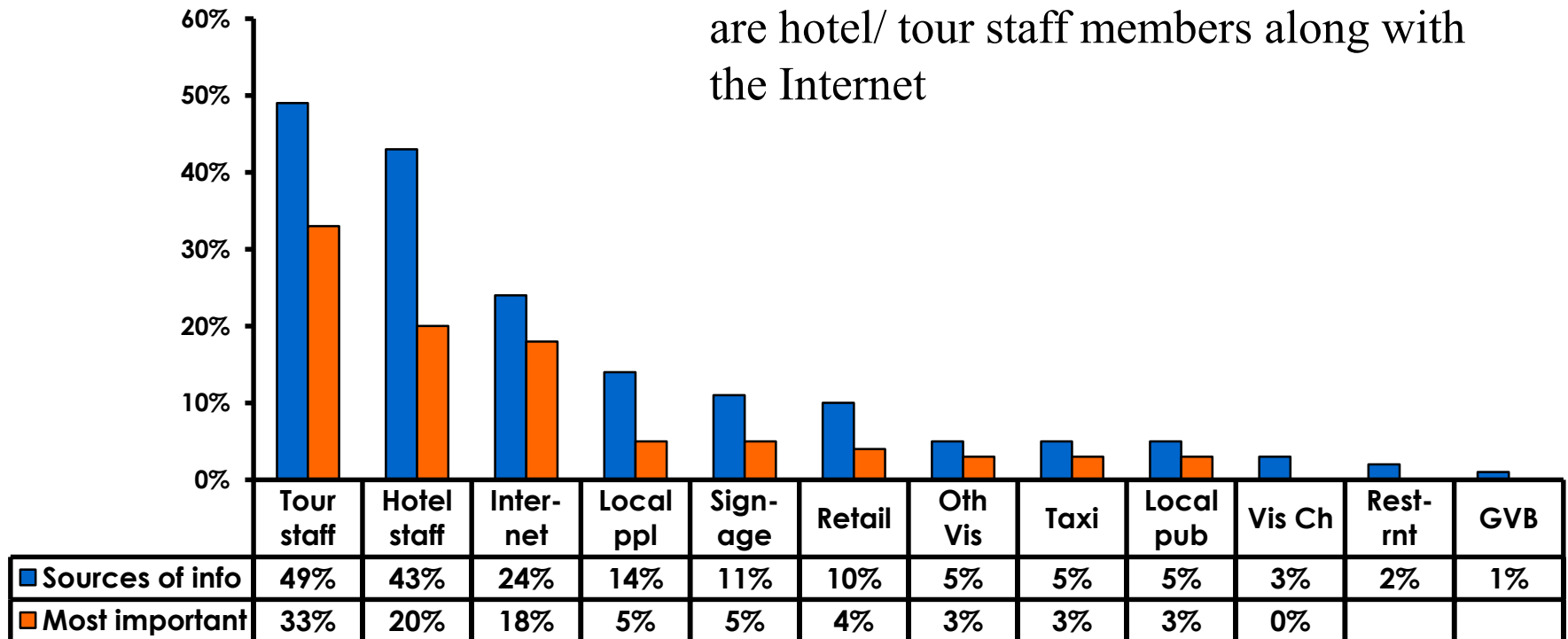
# Sources of Information Pre-arrival

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



# Sources of Information Post-arrival

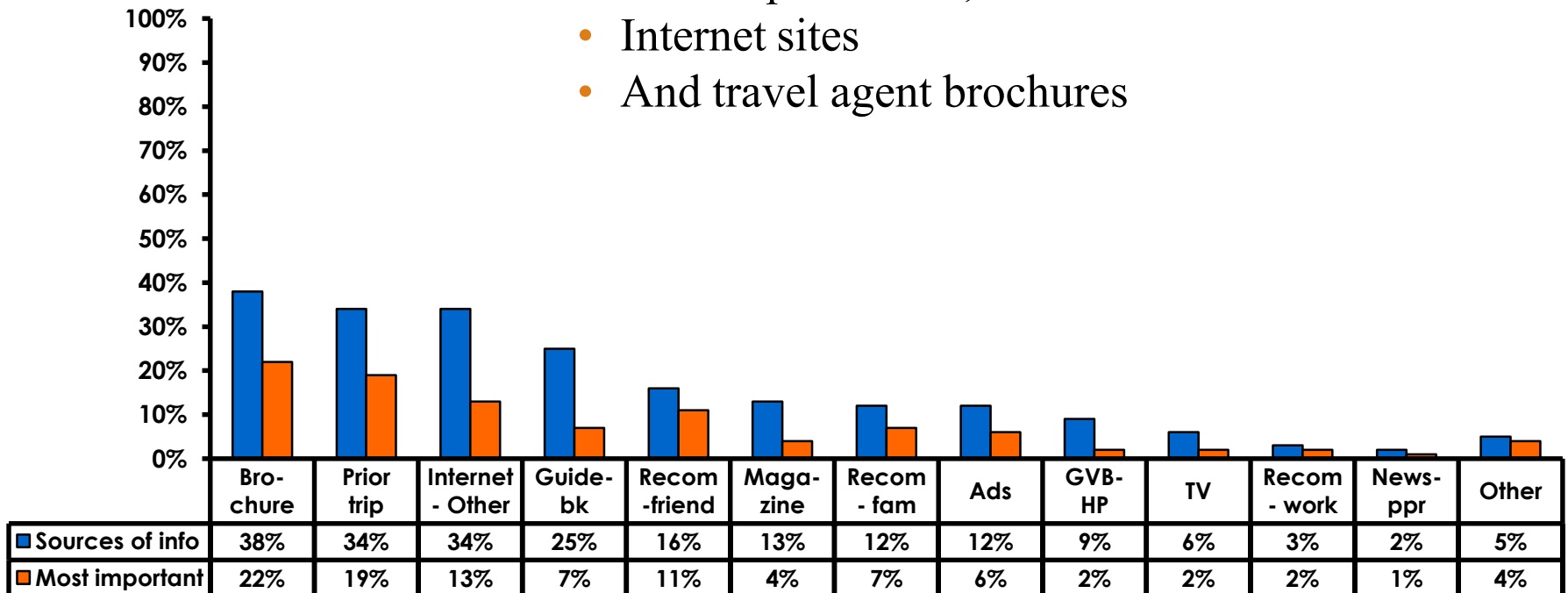
- The primary local source of information are hotel/ tour staff members along with the Internet



# Sources of Information - Motivation

The primary motivational sources of information were.

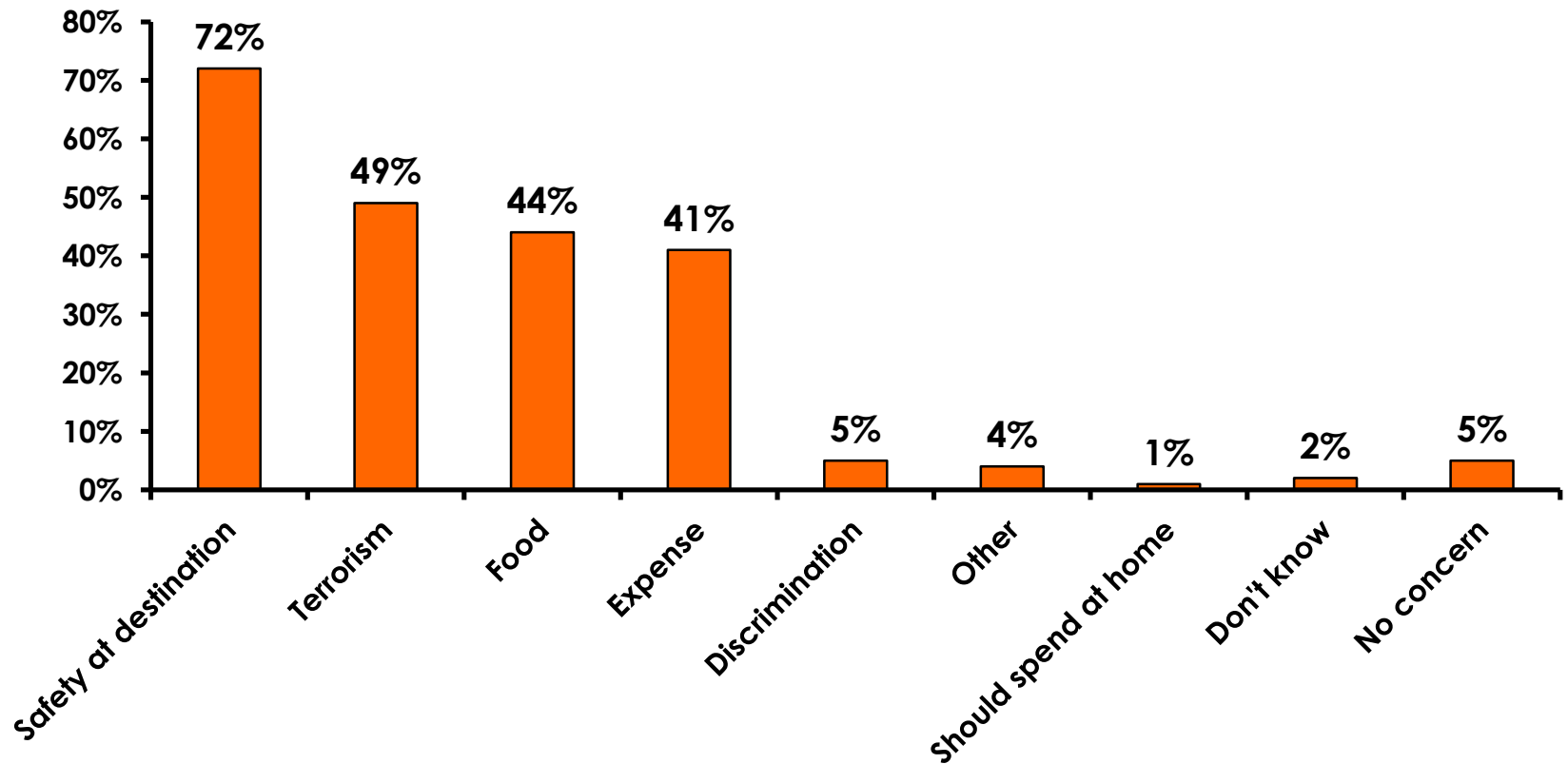
- Prior trip to Guam,
- Internet sites
- And travel agent brochures



# SECTION 6 **OTHER ISSUES**



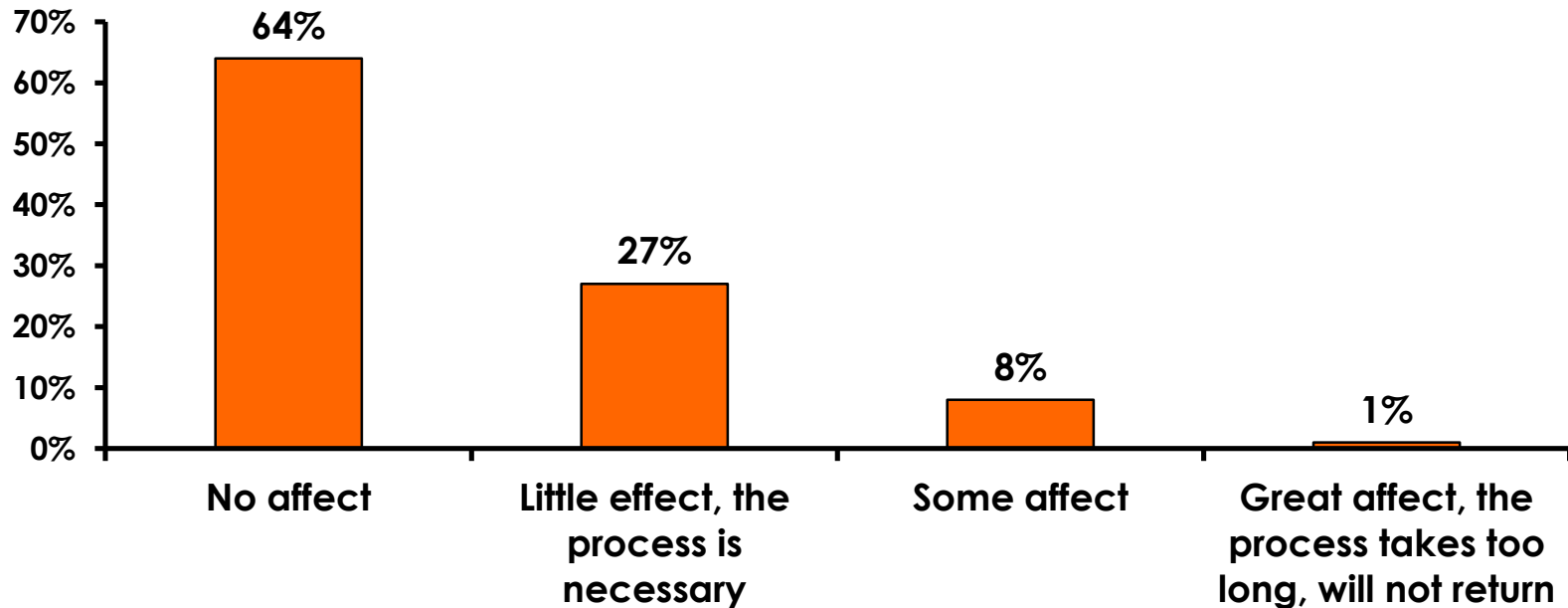
# Concerns about travel outside of Japan - Overall



# 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	72%	62%	74%	81%	62%	50%	76%	73%	77%	79%	81%	59%	64%	
	Terrorism	49%	41%	51%	51%	54%	56%	55%	58%	50%	55%	40%	41%	44%	
	Food	44%	37%	40%	48%	50%	33%	40%	30%	59%	36%	51%	56%	40%	
	Expense	41%	41%	41%	48%	20%	39%	50%	48%	43%	37%	38%	28%	52%	
	Discrimination against Japanese	5%	5%	6%	5%	2%	6%	10%	13%	4%		4%	8%		
	No concerns	5%	6%	6%	3%	6%	6%	7%	3%	4%	3%	4%	10%		
	Other	4%		9%	3%	4%	6%		5%	4%	4%	9%			
	Don't know	2%	3%	2%	2%	2%		2%			4%	2%	3%	4%	
	Should spend at home	1%	3%	2%			6%		3%	2%			3%		
	Total	Count	348	79	90	129	50	18	42	40	56	67	53	39	25

# Security Screening/ Immigration Process at Guam International Airport



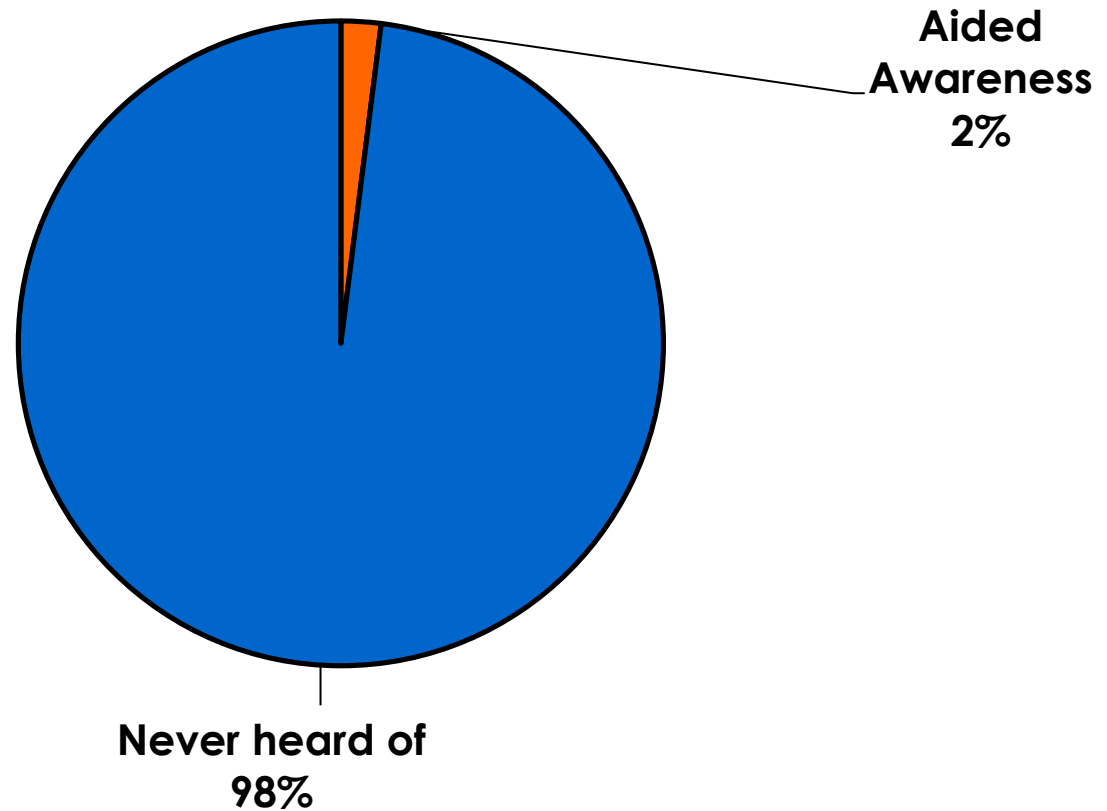
# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



# Shop Guam Festival



# Shop Guam Festival - Impact

n=7

