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 4215 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 4215 is +/- 1.51 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 +/- 1.51 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

- 67% of first-time visitors are single.
MARITAL STATUS

<table>
<thead>
<tr>
<th>Year</th>
<th>Married</th>
<th>Single</th>
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<td>FY2014</td>
<td>42%</td>
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</tr>
<tr>
<td>FY2015</td>
<td>43%</td>
<td>57%</td>
</tr>
</tbody>
</table>
Age - Overall

- The average age of the respondents is 32.95 years of age.
AVERAGE - AGE

29.50     32.50     31.80     32.20     32.00     32.30     31.60     31.99     32.66     32.95
Personal Income
## Personal Income

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<tr>
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<td>&lt;¥3.0m</td>
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<td>18%</td>
<td>19%</td>
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<td>17%</td>
<td>17%</td>
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<tr>
<td>¥3.0m-¥3.9m</td>
<td>16%</td>
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<td>14%</td>
<td>14%</td>
<td>15%</td>
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<td>14%</td>
</tr>
<tr>
<td>¥4.0m-¥4.9m</td>
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<td>12%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td>17%</td>
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<tr>
<td>¥5.0m-¥6.9m</td>
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<td>19%</td>
<td>19%</td>
<td>18%</td>
<td>19%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>19%</td>
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<td>18%</td>
<td>16%</td>
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<td>17%</td>
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<td>¥10.0m+</td>
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<td>15%</td>
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<td>17%</td>
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<tr>
<td>Refused / None</td>
<td>4%</td>
<td>2%</td>
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Personal Income – 1st time vs. repeat

- 1st Time
- Repeat

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<th>Repeat</th>
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<tr>
<td>Y4.0M-4.9M</td>
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<td>Y5.0M-5.9M</td>
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<tr>
<td>Y6.0M-6.9M</td>
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<td>18%</td>
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<tr>
<td>Y7.0M-7.9M</td>
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# Personal Income by Gender & Age

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<td></td>
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<td>18-24</td>
<td>25-34</td>
<td>35-49</td>
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<td>4%</td>
<td>7%</td>
<td>12%</td>
<td>4%</td>
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<tr>
<td></td>
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<td>166</td>
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<td>16%</td>
<td>17%</td>
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<td>16%</td>
<td>12%</td>
<td>24%</td>
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<tr>
<td></td>
<td>Y4.0M-Y5.0M</td>
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<tr>
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<td>14%</td>
<td>17%</td>
<td>11%</td>
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<tr>
<td></td>
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<td>Count</td>
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<td>46</td>
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<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
<td>3642</td>
<td>1915</td>
<td>1724</td>
<td>961</td>
<td>1207</td>
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</table>
Travel Companions

- Friends: 49%
- Family: 42%
- Spouse: 31%
- Child: 18%
- Office: 9%
- Parent: 6%
- Sibling/Ext: 5%
- Alone: 2%
- Other: 2%
- Granparent: 1%
- Older Parent: 1%
Travel Companions

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Friends</td>
<td>53%</td>
<td>35%</td>
<td>39%</td>
<td>40%</td>
<td>46%</td>
<td>49%</td>
<td>53%</td>
<td>53%</td>
<td>47%</td>
<td>49%</td>
</tr>
<tr>
<td>Family</td>
<td>14%</td>
<td>28%</td>
<td>23%</td>
<td>27%</td>
<td>25%</td>
<td>26%</td>
<td>23%</td>
<td>39%</td>
<td>39%</td>
<td>42%</td>
</tr>
<tr>
<td>Spouse</td>
<td>18%</td>
<td>25%</td>
<td>28%</td>
<td>25%</td>
<td>20%</td>
<td>18%</td>
<td>16%</td>
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<td>15%</td>
<td>13%</td>
<td>15%</td>
<td>17%</td>
<td>18%</td>
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<td>Parent</td>
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<td>NA</td>
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<td>5%</td>
<td>8%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Sibling/Ext Fam</td>
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<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>5%</td>
<td>5%</td>
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</tr>
<tr>
<td>Alone</td>
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<td>2%</td>
</tr>
<tr>
<td>Other</td>
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<td>2%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Number of Children Travel Party

N=741 total respondents traveling with children.
(Of those N=741 respondents, there is a total of 1,192 children 18 years or younger)
Prior Trips to Guam

First trip: 57%
Repeat visitor: 43%
PRIOR TRIPS TO GUAM

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<tr>
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</thead>
<tbody>
<tr>
<td>Repeat</td>
<td>30%</td>
<td>36%</td>
<td>37%</td>
<td>37%</td>
<td>39%</td>
<td>39%</td>
<td>38%</td>
<td>40%</td>
<td>44%</td>
<td>43%</td>
</tr>
<tr>
<td>1st Time</td>
<td>70%</td>
<td>64%</td>
<td>63%</td>
<td>63%</td>
<td>61%</td>
<td>61%</td>
<td>62%</td>
<td>60%</td>
<td>56%</td>
<td>57%</td>
</tr>
</tbody>
</table>
Trips to Guam by Age & Gender

- First-time visitors are younger than repeat visitors to Guam.
The average repeat visitor has been to Guam 3.34 times.
Average Number Overnight Trips
(2010-2015) (2 nights or more)
Length of Stay

Mean = 2.99 Days
Median = 3.0 Days

<table>
<thead>
<tr>
<th></th>
<th>1-2 Nights</th>
<th>3 Nights</th>
<th>4+ Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>29%</td>
<td>50%</td>
<td>21%</td>
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</table>
AVG LENGTH OF STAY
## Occupation by Income

<table>
<thead>
<tr>
<th>Occupation</th>
<th>TOTAL</th>
<th>Q26</th>
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<tbody>
<tr>
<td></td>
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</tr>
<tr>
<td>Student</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Office worker non-mgr</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Engineer</td>
<td>14%</td>
<td>11%</td>
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<tr>
<td>Salesperson</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Self-employed</td>
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<td>11%</td>
</tr>
<tr>
<td>Manager</td>
<td>6%</td>
<td>10%</td>
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<tr>
<td>Homemaker</td>
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<td>8%</td>
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<tr>
<td>Professional/ Specialist</td>
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<td>1%</td>
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<td>Skilled worker</td>
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<td>2%</td>
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<tr>
<td>Other</td>
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<td>3%</td>
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<tr>
<td>Teacher</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Govt- office worker non-mgr</td>
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<td>2%</td>
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<td>Freeter</td>
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<tr>
<td>Executive (30+ employees)</td>
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<td>1%</td>
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<tr>
<td>Govt- Manager</td>
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<tr>
<td>Unemployed</td>
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<td>Retired</td>
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<td>Free-lancer</td>
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<td>0%</td>
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<td>Govt- Executive</td>
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<td>0%</td>
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### Income Ranges

- **<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+**
SECTION 2
TRAVEL PLANNING
Travel Planning - Overall

- Full tour package: 21%
- Free-time package tours: 62%
- Individually arranged travel: 11%
- Group tour: 3%
- Company: 2%
- Other: 1%
# Travel Planning

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<tbody>
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<td>25%</td>
<td>25%</td>
<td>20%</td>
<td>23%</td>
<td>22%</td>
<td>25%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Free-time pkg tour</td>
<td>69%</td>
<td>64%</td>
<td>65%</td>
<td>66%</td>
<td>68%</td>
<td>69%</td>
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<tr>
<td>Group tour</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
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<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
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<td>Other</td>
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<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
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</table>
## Accommodation by Income

Average length of stay: 2.99 days

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<th>Y3.0M-Y4.0M</th>
<th>Y4.0M-Y5.0M</th>
<th>Y5.0M-Y7.0M</th>
<th>Y7.0M-Y10.0M</th>
<th>Y10.0M+</th>
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<tr>
<td>Q9 Guam Plaza Hotel</td>
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<td>19%</td>
<td>17%</td>
<td>14%</td>
<td>14%</td>
<td>11%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Outrigger Guam Resort</td>
<td>8%</td>
<td>10%</td>
<td>8%</td>
<td>9%</td>
<td>9%</td>
<td>7%</td>
<td>9%</td>
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### Travel Motivation - Top Responses

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<th>Trvl time</th>
<th>Pleasure</th>
<th>Relax</th>
<th>Prior trip</th>
<th>Shop</th>
<th>Safe</th>
<th>Price</th>
<th>Wtr sport</th>
<th>Reco</th>
<th>Bus trip</th>
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Most Important Reason for Choosing Guam

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

are the primary reasons for visiting during this period.
## Most Important - Top 3

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## Motivation by Age & Gender

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*Note: The percentages may not sum to 100% due to rounding.*
# Motivation by Income

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<tr>
<td>Married/ Attended wedding</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
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<tr>
<td>Other</td>
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<tr>
<td>Visit friends/ Relatives</td>
<td>2%</td>
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<td>1%</td>
<td>2%</td>
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<td>Organized sports</td>
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<tr>
<td>Company Sponsored</td>
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<td>2%</td>
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<tr>
<td>Career Cert/ Testing</td>
<td>0%</td>
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</tr>
<tr>
<td>Convention/ Trade/ Conference</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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</tr>
<tr>
<td>Total Count</td>
<td>4203</td>
<td>200</td>
<td>417</td>
<td>503</td>
<td>528</td>
<td>697</td>
<td>560</td>
<td>636</td>
<td>93</td>
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</table>
SECTION 3
EXPENDITURES
Prepaid Expenditures

¥Varies/US$1

- $1,475.15 = overall mean average prepaid expense (for entire travel party size) by respondent
- $0 = minimum (lowest amount recorded for the entire sample)
- $24,256 = maximum (highest amount recorded for the entire sample)
- $731.16 = overall mean average per person prepaid expenditures
PREPAID EXPENDITURES
Per Person
Breakdown of Prepaid Expenditures
¥Varies=$1
(Filter: Only those who responded/Per Travel Party)

<table>
<thead>
<tr>
<th>Service</th>
<th>MEAN $</th>
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<tbody>
<tr>
<td>Air &amp; Accommodation package only</td>
<td>$1,473.63</td>
</tr>
<tr>
<td>Air &amp; Accommodation w/ daily meal package</td>
<td>$2,721.85</td>
</tr>
<tr>
<td>Air only</td>
<td>$1,435.94</td>
</tr>
<tr>
<td>Accommodation only</td>
<td>$715.78</td>
</tr>
<tr>
<td>Accommodation w/ daily meal only</td>
<td>$1,345.94</td>
</tr>
<tr>
<td>Food &amp; Beverages in Hotel</td>
<td>$334.66</td>
</tr>
<tr>
<td>Ground transportation – Japan</td>
<td>$59.49</td>
</tr>
<tr>
<td>Ground transportation – Guam</td>
<td>$71.02</td>
</tr>
<tr>
<td>Optional tours/ activities</td>
<td>$249.04</td>
</tr>
<tr>
<td>Other expenses</td>
<td>$324.14</td>
</tr>
<tr>
<td><strong>Total Prepaid</strong></td>
<td><strong>$1,475.15</strong></td>
</tr>
</tbody>
</table>
## Breakdown of Prepaid Expenditures

<table>
<thead>
<tr>
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<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Air &amp; Accommodation package only</strong></td>
<td>$1,550</td>
<td>$1,589</td>
<td>$1,696</td>
<td>$1,402.50</td>
<td>$1,767.00</td>
<td>$1,681.20</td>
<td>$1,369.90</td>
<td>$1,442.20</td>
<td><strong>$1,473.63</strong></td>
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<tr>
<td><strong>Air &amp; Accommodation w/ daily meal package</strong></td>
<td>$2,536</td>
<td>$3,404</td>
<td>$3,006</td>
<td>$3,199.80</td>
<td>$3,555.90</td>
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<tr>
<td><strong>Air only</strong></td>
<td>$1,129</td>
<td>$924</td>
<td>$937</td>
<td>$952.90</td>
<td>$1,359.60</td>
<td>$1,836.40</td>
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<td>$1,330.39</td>
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<tr>
<td><strong>Accommodation only</strong></td>
<td>$532</td>
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<td>$748</td>
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<td>$1,136.90</td>
<td>$843.15</td>
<td>$684.83</td>
<td><strong>$715.78</strong></td>
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<tr>
<td><strong>Accommodation w/ daily meal only</strong></td>
<td>$934</td>
<td>$887</td>
<td>$595</td>
<td>$944.70</td>
<td>$1,040.70</td>
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<tr>
<td><strong>Food &amp; Beverages in Hotel</strong></td>
<td>$103</td>
<td>$394</td>
<td>$232</td>
<td>$168.50</td>
<td>$209.90</td>
<td>$194.20</td>
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<td>$141.44</td>
<td><strong>$334.66</strong></td>
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<tr>
<td><strong>Ground transportation – Japan</strong></td>
<td>$110</td>
<td>$121</td>
<td>$100</td>
<td>$95.30</td>
<td>$129.70</td>
<td>$156.70</td>
<td>$68.87</td>
<td>$88.70</td>
<td><strong>$59.49</strong></td>
</tr>
<tr>
<td><strong>Ground transportation – Guam</strong></td>
<td>$62</td>
<td>$88</td>
<td>$93</td>
<td>$93.90</td>
<td>$58.60</td>
<td>$100.80</td>
<td>$75.43</td>
<td>$116.66</td>
<td><strong>$71.02</strong></td>
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<tr>
<td><strong>Optional tours/activities</strong></td>
<td>$274</td>
<td>$255</td>
<td>$316</td>
<td>$289.50</td>
<td>$298.60</td>
<td>$302.40</td>
<td>$273.09</td>
<td>$303.01</td>
<td><strong>$249.04</strong></td>
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<tr>
<td><strong>Other expenses</strong></td>
<td>$417</td>
<td>$726</td>
<td>$834</td>
<td>$530.00</td>
<td>$512.40</td>
<td>$420.20</td>
<td>$609.30</td>
<td>$537.87</td>
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<tr>
<td><strong>Total Prepaid</strong></td>
<td>$1,728</td>
<td>$1,816</td>
<td>$1,925</td>
<td>$1,513.90</td>
<td>$1,993.70</td>
<td>$1,820.20</td>
<td>$1,492.88</td>
<td>$1,546.41</td>
<td><strong>$1,475.15</strong></td>
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</table>
PREPAID MEAL BREAKDOWN
Air/ Accommodations with Daily Meal Pkg.
n=379

Mean=$2,721.85 per travel party
PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

n=11

Breakfast: 100%
Lunch: 9%
Dinner: 0%

Mean=$1,345.94 per travel party
PREPAID GROUND TRANSPORTATION

n=45

Mean=$71.02 per travel party
On-Island Expenditures

- $745.03 = overall mean average on-island expense (for entire travel party size) by respondent
- $0 = Minimum (lowest amount recorded for the entire sample)
- $10,000 = Maximum (highest amount recorded for the entire sample)
- $443.17 = overall mean average per person on-island expenditure
ON-ISLAND EXPENDITURES Per Person


$666.21 $584.22 $603.26 $605.71 $499.40 $558.50 $596.00 $498.25 $488.15 $443.17
# PREPAID/ ON-ISLE EXPENDITURES – Per Person

<table>
<thead>
<tr>
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<tr>
<td>Prepaid</td>
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<td>$900.30</td>
<td>$751.20</td>
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<tr>
<td>On-isle</td>
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<td>$584.22</td>
<td>$603.26</td>
<td>$605.71</td>
<td>$499.40</td>
<td>$558.50</td>
<td>$596.00</td>
<td>$498.25</td>
<td>$488.15</td>
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## Total On-Island Expenditure by Gender & Age

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<tr>
<td></td>
<td>-</td>
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<tr>
<td></td>
<td></td>
<td>18-24</td>
<td>25-34</td>
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<td>Mean</td>
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<td>$436.44</td>
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<td>$335</td>
<td>$333</td>
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<tr>
<td>Maximum</td>
<td>$6,330</td>
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### On-Island Expenditure Categories by Gender & Age

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<th>AGE</th>
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<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Male</td>
<td>Female</td>
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<tr>
<td>F&amp;B HOTEL</td>
<td>$39.38</td>
<td>$51.97</td>
<td>$26.91</td>
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<tr>
<td></td>
<td>Median</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>F&amp;B FF/STORE</td>
<td>$34.13</td>
<td>$39.94</td>
<td>$28.40</td>
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<tr>
<td></td>
<td>Median</td>
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<td>$7</td>
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<tr>
<td>F&amp;B RESTRNT</td>
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<td>$112.47</td>
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<tr>
<td></td>
<td>Median</td>
<td>$20</td>
<td>$40</td>
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<tr>
<td>OPT TOUR</td>
<td>$71.40</td>
<td>$83.57</td>
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<tr>
<td></td>
<td>Median</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>GIFT- SELF</td>
<td>$151.70</td>
<td>$164.34</td>
<td>$139.21</td>
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<tr>
<td></td>
<td>Median</td>
<td>$10</td>
<td>$0</td>
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<tr>
<td>GIFT- OTHER</td>
<td>$106.32</td>
<td>$112.00</td>
<td>$100.77</td>
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<tr>
<td></td>
<td>Median</td>
<td>$50</td>
<td>$45</td>
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<td></td>
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<tr>
<td>OTHER</td>
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<tr>
<td></td>
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<td>$500</td>
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On-Island Expenditures
First Timers & Repeaters

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<td>Mean $39.38</td>
<td>$30.67</td>
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<td>Median $0</td>
<td>$0</td>
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<tr>
<td>F&amp;B FF/STORE</td>
<td>Mean $34.13</td>
<td>$32.67</td>
</tr>
<tr>
<td></td>
<td>Median $0</td>
<td>$0</td>
</tr>
<tr>
<td>F&amp;B RESTRNT</td>
<td>Mean $88.17</td>
<td>$76.19</td>
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<tr>
<td></td>
<td>Median $20</td>
<td>$0</td>
</tr>
<tr>
<td>OPT TOUR</td>
<td>Mean $71.40</td>
<td>$65.89</td>
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<tr>
<td></td>
<td>Median $0</td>
<td>$0</td>
</tr>
<tr>
<td>GIFT- SELF</td>
<td>Mean $151.70</td>
<td>$123.59</td>
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<tr>
<td></td>
<td>Median $10</td>
<td>$9</td>
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<tr>
<td>GIFT- OTHER</td>
<td>Mean $106.32</td>
<td>$102.50</td>
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<td></td>
<td>Median $50</td>
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<tr>
<td>TRANS</td>
<td>Mean $16.62</td>
<td>$14.39</td>
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<td></td>
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<td>$0</td>
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<tr>
<td>OTHER</td>
<td>Mean $237.69</td>
<td>$204.57</td>
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<tr>
<td></td>
<td>Median $0</td>
<td>$0</td>
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<tr>
<td>TOTAL</td>
<td>Mean $745.03</td>
<td>$649.88</td>
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<tr>
<td></td>
<td>Median $500</td>
<td>$450</td>
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Total Expenditures Per Person
(Prepaid & On-Island)

- $1,174.33 = overall average
- $0 = Minimum (lowest amount recorded for the entire sample)
- $10,646 = Maximum (highest amount recorded for the entire sample)
ON-ISLE EXPENDITURES – Per Day

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<th>FY2014</th>
<th>FY2015</th>
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<tr>
<td>Per Person</td>
<td>$177.23</td>
<td>$158.21</td>
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<tr>
<td>Travel Party</td>
<td>$270.78</td>
<td>$251.23</td>
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</tbody>
</table>
TOTAL EXPENDITURES
Per Person

FY2006 $1,287.98
FY2007 $1,354.00
FY2008 $1,450.00
FY2009 $1,471.90
FY2010 $1,220.20
FY2011 $1,485.10
FY2012 $1,496.40
FY2013 $1,249.56
FY2014 $1,262.71
FY2015 $1,174.33
## Breakdown of On-Island Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>MEAN $</th>
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</thead>
<tbody>
<tr>
<td>Food &amp; beverage in a hotel</td>
<td>$39.38</td>
</tr>
<tr>
<td>Food &amp; beverage in fast food restaurant/convenience store</td>
<td>$34.13</td>
</tr>
<tr>
<td>Food &amp; beverage at restaurants or drinking establishments outside a hotel</td>
<td>$88.17</td>
</tr>
<tr>
<td>Optional tours and activities</td>
<td>$71.40</td>
</tr>
<tr>
<td>Gifts/ souvenirs for yourself/companions</td>
<td>$151.70</td>
</tr>
<tr>
<td>Gifts/ souvenirs for friends/family at home</td>
<td>$106.32</td>
</tr>
<tr>
<td>Local transportation</td>
<td>$16.62</td>
</tr>
<tr>
<td>Other expenses not covered</td>
<td>$237.69</td>
</tr>
<tr>
<td><strong>Average Total</strong></td>
<td><strong>$745.03</strong></td>
</tr>
</tbody>
</table>
## Breakdown of On-Island Expenditures

<table>
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<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; beverage in a hotel</td>
<td>$37.30</td>
<td>$56.40</td>
<td>$54.50</td>
<td>$46.10</td>
<td>$41.80</td>
<td>$34.50</td>
<td>$33.10</td>
<td>$35.62</td>
<td>$39.76</td>
<td>$39.38</td>
</tr>
<tr>
<td>Food &amp; beverage in fast food restaurant/convenience store</td>
<td>$35.60</td>
<td>$41.70</td>
<td>$36.20</td>
<td>$44.90</td>
<td>$34.10</td>
<td>$34.00</td>
<td>$32.98</td>
<td>$35.01</td>
<td></td>
<td>$34.13</td>
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<tr>
<td>Food &amp; beverage at restaurants or drinking establishments outside a hotel</td>
<td>$91.10</td>
<td>$105.40</td>
<td>$94.00</td>
<td>$95.50</td>
<td>$76.70</td>
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<td>$80.56</td>
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<td>$88.17</td>
</tr>
<tr>
<td>Optional tours and activities</td>
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<td>$127.10</td>
<td>$119.30</td>
<td>$119.40</td>
<td>$96.10</td>
<td>$95.30</td>
<td>$97.10</td>
<td>$83.82</td>
<td>$79.19</td>
<td>$71.40</td>
</tr>
<tr>
<td>Gifts/ souvenirs for yourself/ companions</td>
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<td>$338.40</td>
<td>$287.10</td>
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<td>$245.40</td>
<td>$253.30</td>
<td>$258.00</td>
<td>$204.79</td>
<td>$203.01</td>
<td>$151.70</td>
</tr>
<tr>
<td>Gifts/ souvenirs for friends/family</td>
<td>$181.60</td>
<td>$174.70</td>
<td>$143.70</td>
<td>$181.90</td>
<td>$126.50</td>
<td>$129.30</td>
<td>$136.40</td>
<td>$121.09</td>
<td>$121.41</td>
<td>$106.32</td>
</tr>
<tr>
<td>Local transportation</td>
<td>$15.10</td>
<td>$20.00</td>
<td>$16.70</td>
<td>$17.50</td>
<td>$17.30</td>
<td>$15.20</td>
<td>$16.50</td>
<td>$16.36</td>
<td>$18.60</td>
<td>$16.62</td>
</tr>
<tr>
<td>Other expenses not covered</td>
<td>$110.30</td>
<td>$284.80</td>
<td>$304.10</td>
<td>$269.50</td>
<td>$233.70</td>
<td>$289.30</td>
<td>$247.70</td>
<td>$208.18</td>
<td>$190.45</td>
<td>$237.69</td>
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<tr>
<td>Average Total</td>
<td>$976.60</td>
<td>$1,145.20</td>
<td>$1,058.30</td>
<td>$1,120.80</td>
<td>$866.50</td>
<td>$933.40</td>
<td>$899.50</td>
<td>$781.50</td>
<td>$777.05</td>
<td>$745.03</td>
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</table>
Local Transportation
n=864

Mean=$16.62 per travel party
Guam Airport Expenditures

- $32.12 = Mean
- $10 = Median
- $0 = Minimum (lowest amount recorded for the entire sample)
- $3,000 = Maximum (highest amount recorded for the entire sample)
## Breakdown of Airport Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>MEAN $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverages</td>
<td>$9.19</td>
</tr>
<tr>
<td>Gifts/Souvenirs Self</td>
<td>$11.41</td>
</tr>
<tr>
<td>Gifts/Souvenirs Others</td>
<td>$11.77</td>
</tr>
<tr>
<td>Total</td>
<td>$32.12</td>
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### Breakdown of Airport Expenditures

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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Food &amp; Beverage</strong></td>
<td>$7.40</td>
<td>$9.20</td>
<td>$9.80</td>
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<td>$7.00</td>
<td>$7.40</td>
<td>$9.70</td>
<td>$7.79</td>
<td>$8.00</td>
<td>$9.19</td>
</tr>
<tr>
<td><strong>Gifts/ Souvenirs - Self</strong></td>
<td>$9.50</td>
<td>$18.40</td>
<td>$13.00</td>
<td>$15.00</td>
<td>$15.20</td>
<td>$14.90</td>
<td>$12.40</td>
<td>$9.31</td>
<td>$10.60</td>
<td>$11.44</td>
</tr>
<tr>
<td><strong>Gifts/ Souvenirs - Others</strong></td>
<td>$7.70</td>
<td>$12.40</td>
<td>$11.50</td>
<td>$10.20</td>
<td>$11.60</td>
<td>$8.50</td>
<td>$10.00</td>
<td>$11.90</td>
<td>$10.33</td>
<td>$11.77</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$24.40</td>
<td>$39.80</td>
<td>$34.20</td>
<td>$32.10</td>
<td>$33.20</td>
<td>$30.80</td>
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<td>$28.95</td>
<td>$28.96</td>
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SECTION 4
VISITOR SATISFACTION
Satisfaction Scores Overall

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>Ease of getting around</td>
<td>25%</td>
<td>5.45</td>
</tr>
<tr>
<td>Safety walking at night</td>
<td>15%</td>
<td>5.04</td>
</tr>
<tr>
<td>Price</td>
<td>10%</td>
<td>4.35</td>
</tr>
<tr>
<td>OVERALL</td>
<td>33%</td>
<td>6.02</td>
</tr>
</tbody>
</table>
Satisfaction Mean

<table>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Ease of getting around</td>
<td>5.20</td>
<td>5.20</td>
<td>5.30</td>
<td>5.30</td>
<td>5.30</td>
<td>5.20</td>
<td>5.30</td>
<td>5.44</td>
<td>5.48</td>
<td>5.45</td>
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<tr>
<td>Safety walking at night</td>
<td>4.90</td>
<td>4.80</td>
<td>4.80</td>
<td>4.90</td>
<td>4.80</td>
<td>4.80</td>
<td>4.90</td>
<td>4.98</td>
<td>5.00</td>
<td>5.04</td>
</tr>
<tr>
<td>Price</td>
<td>4.30</td>
<td>4.30</td>
<td>4.50</td>
<td>4.90</td>
<td>4.70</td>
<td>5.00</td>
<td>5.10</td>
<td>4.74</td>
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<td>4.35</td>
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<td>5.60</td>
<td>5.60</td>
<td>5.70</td>
<td>5.80</td>
<td>5.80</td>
<td>5.80</td>
<td>5.90</td>
<td>5.99</td>
<td>5.98</td>
<td>6.02</td>
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</tbody>
</table>
Satisfaction Quality/ Cleanliness

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

<table>
<thead>
<tr>
<th>Category</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Beaches / Parks</td>
<td>33%</td>
<td>5.73</td>
</tr>
<tr>
<td>Air / Sky</td>
<td>31%</td>
<td>5.66</td>
</tr>
<tr>
<td>Parks</td>
<td>21%</td>
<td>5.33</td>
</tr>
<tr>
<td>Landscape Tumon</td>
<td>42%</td>
<td>6.00</td>
</tr>
<tr>
<td>Landscape Guam</td>
<td>44%</td>
<td>6.05</td>
</tr>
<tr>
<td>Grnd Handler</td>
<td>23%</td>
<td>5.40</td>
</tr>
<tr>
<td>Trans Vehicle</td>
<td>16%</td>
<td>5.05</td>
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</table>
## Satisfaction Quality/ Cleanliness

![Graph showing satisfaction quality/cleanliness over years]

<table>
<thead>
<tr>
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<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
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<td>5.50</td>
<td>5.40</td>
<td>5.40</td>
<td>5.50</td>
<td>5.50</td>
<td>5.50</td>
<td>5.60</td>
<td>5.63</td>
<td>5.73</td>
<td></td>
</tr>
<tr>
<td>Air/ Sky</td>
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<td>5.64</td>
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<td>5.66</td>
</tr>
<tr>
<td>Parks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.23</td>
<td>5.23</td>
<td>5.33</td>
</tr>
<tr>
<td>Landscape Tumon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.97</td>
<td>5.92</td>
<td>6.00</td>
</tr>
<tr>
<td>Landscape Guam</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6.05</td>
<td>6.02</td>
<td>6.05</td>
</tr>
<tr>
<td>Grnd Handler</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.25</td>
<td>5.31</td>
<td>5.40</td>
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<tr>
<td>Trans Vehicle</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>4.83</td>
<td>4.97</td>
<td>5.05</td>
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</table>
Quality of Accommodations
7pt Rating Scale
7=Very Satisfied/1=Very Dissatisfied

<table>
<thead>
<tr>
<th></th>
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<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room</td>
<td>26%</td>
<td>5.14</td>
</tr>
<tr>
<td>View</td>
<td>29%</td>
<td>5.15</td>
</tr>
<tr>
<td>Furnishing</td>
<td>20%</td>
<td>4.92</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>19%</td>
<td>4.84</td>
</tr>
<tr>
<td>Food Quality</td>
<td>18%</td>
<td>4.89</td>
</tr>
<tr>
<td>Food Quantity</td>
<td>21%</td>
<td>5.06</td>
</tr>
<tr>
<td>Staff</td>
<td>30%</td>
<td>5.52</td>
</tr>
<tr>
<td>Service</td>
<td>24%</td>
<td>5.30</td>
</tr>
<tr>
<td>Value</td>
<td>23%</td>
<td>5.31</td>
</tr>
<tr>
<td>OVER-ALL</td>
<td>19%</td>
<td>5.09</td>
</tr>
</tbody>
</table>
Accommodations Overall Satisfaction

<table>
<thead>
<tr>
<th>Year</th>
<th>Score</th>
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<tbody>
<tr>
<td>FY2006</td>
<td>4.70</td>
</tr>
<tr>
<td>FY2007</td>
<td>4.70</td>
</tr>
<tr>
<td>FY2008</td>
<td>4.90</td>
</tr>
<tr>
<td>FY2009</td>
<td>4.90</td>
</tr>
<tr>
<td>FY2010</td>
<td>4.90</td>
</tr>
<tr>
<td>FY2011</td>
<td>5.00</td>
</tr>
<tr>
<td>FY2012</td>
<td>5.00</td>
</tr>
<tr>
<td>FY2013</td>
<td>5.04</td>
</tr>
<tr>
<td>FY2014</td>
<td>5.05</td>
</tr>
<tr>
<td>FY2015</td>
<td>5.09</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>21%</td>
<td>5.46</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>16%</td>
<td>5.14</td>
</tr>
<tr>
<td>Food-Quality</td>
<td>22%</td>
<td>5.35</td>
</tr>
<tr>
<td>Food-Quantity</td>
<td>27%</td>
<td>5.47</td>
</tr>
<tr>
<td>Staff</td>
<td>29%</td>
<td>5.62</td>
</tr>
<tr>
<td>Service</td>
<td>26%</td>
<td>5.56</td>
</tr>
<tr>
<td>Value</td>
<td>23%</td>
<td>5.58</td>
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</table>
Visits to Shopping Centers/Malls on Guam

Top responses

<table>
<thead>
<tr>
<th>Center</th>
<th>Shopped</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>96%</td>
</tr>
<tr>
<td>DFS</td>
<td>79%</td>
</tr>
<tr>
<td>K-Mart</td>
<td>70%</td>
</tr>
<tr>
<td>The Plaza</td>
<td>68%</td>
</tr>
<tr>
<td>JP Super</td>
<td>66%</td>
</tr>
<tr>
<td>Micro Mall</td>
<td>55%</td>
</tr>
<tr>
<td>Prem Outlet</td>
<td>55%</td>
</tr>
<tr>
<td>Tumon Sands</td>
<td>33%</td>
</tr>
<tr>
<td>Macys</td>
<td>30%</td>
</tr>
</tbody>
</table>
# Shopping Mall - Top 6

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>94%</td>
<td>95%</td>
<td>96%</td>
<td>95%</td>
<td>94%</td>
<td>94%</td>
<td>95%</td>
<td>95%</td>
<td>95%</td>
<td>96%</td>
</tr>
<tr>
<td>DFS Galleria</td>
<td>95%</td>
<td>95%</td>
<td>94%</td>
<td>92%</td>
<td>89%</td>
<td>91%</td>
<td>90%</td>
<td>87%</td>
<td>85%</td>
<td>79%</td>
</tr>
<tr>
<td>The Plaza</td>
<td>54%</td>
<td>56%</td>
<td>60%</td>
<td>60%</td>
<td>57%</td>
<td>62%</td>
<td>66%</td>
<td>67%</td>
<td>69%</td>
<td>68%</td>
</tr>
<tr>
<td>JP Super</td>
<td>Not top6</td>
<td>Not top6</td>
<td>Not top6</td>
<td>Not top6</td>
<td>Not top6</td>
<td>63%</td>
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<td>67%</td>
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<td>66%</td>
</tr>
<tr>
<td>K-Mart</td>
<td>55%</td>
<td>58%</td>
<td>66%</td>
<td>61%</td>
<td>64%</td>
<td>64%</td>
<td>62%</td>
<td>66%</td>
<td>66%</td>
<td>70%</td>
</tr>
<tr>
<td>Micro Mall</td>
<td>66%</td>
<td>70%</td>
<td>72%</td>
<td>71%</td>
<td>65%</td>
<td>64%</td>
<td>65%</td>
<td>64%</td>
<td>60%</td>
<td>55%</td>
</tr>
<tr>
<td>Prem Outlet</td>
<td>59%</td>
<td>56%</td>
<td>63%</td>
<td>64%</td>
<td>58%</td>
<td>Not top6</td>
<td>Not top6</td>
<td>Not top6</td>
<td>Not top6</td>
<td>55%</td>
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</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 = 52%</td>
<td>Score of 6 to 7 = 49%</td>
</tr>
<tr>
<td>Score of 4 to 5 = 43%</td>
<td>Score of 4 to 5 = 42%</td>
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<tr>
<td>Score 1 to 3 = 5%</td>
<td>Score 1 to 3 = 8%</td>
</tr>
<tr>
<td><strong>MEAN = 5.37</strong></td>
<td><strong>MEAN = 5.28</strong></td>
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</tbody>
</table>
Satisfaction - Shopping

<table>
<thead>
<tr>
<th>Year</th>
<th>Quality</th>
<th>Variety</th>
</tr>
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<tbody>
<tr>
<td>FY2006</td>
<td>5.30</td>
<td>5.20</td>
</tr>
<tr>
<td>FY2007</td>
<td>5.30</td>
<td>5.20</td>
</tr>
<tr>
<td>FY2008</td>
<td>5.40</td>
<td>5.30</td>
</tr>
<tr>
<td>FY2009</td>
<td>5.40</td>
<td>5.30</td>
</tr>
<tr>
<td>FY2010</td>
<td>5.30</td>
<td>5.20</td>
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<tr>
<td>FY2011</td>
<td>5.40</td>
<td>5.30</td>
</tr>
<tr>
<td>FY2012</td>
<td>5.40</td>
<td>5.30</td>
</tr>
<tr>
<td>FY2013</td>
<td>5.52</td>
<td>5.41</td>
</tr>
<tr>
<td>FY2014</td>
<td>5.48</td>
<td>5.41</td>
</tr>
<tr>
<td>FY2015</td>
<td>5.37</td>
<td>5.28</td>
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</table>
Optional Tour Participation

- Average number of tours participated in is .98
Optional Tours

<table>
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<tr>
<th>Year</th>
<th>Optional tour</th>
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<tbody>
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<tr>
<td>FY2007</td>
<td>70%</td>
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<tr>
<td>FY2008</td>
<td>74%</td>
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<tr>
<td>FY2009</td>
<td>72%</td>
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<tr>
<td>FY2010</td>
<td>60%</td>
</tr>
<tr>
<td>FY2011</td>
<td>65%</td>
</tr>
<tr>
<td>FY2012</td>
<td>71%</td>
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<td>FY2013</td>
<td>67%</td>
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<tr>
<td>FY2014</td>
<td>63%</td>
</tr>
<tr>
<td>FY2015</td>
<td>59%</td>
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</tbody>
</table>
Optional Tours
Participation & Satisfaction

<table>
<thead>
<tr>
<th>Tour</th>
<th>Participation</th>
<th>MEAN Satis</th>
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<tbody>
<tr>
<td>Atlantic-Tlantis</td>
<td>2%</td>
<td>5.54</td>
</tr>
<tr>
<td>Alupang</td>
<td>10%</td>
<td>6.09</td>
</tr>
<tr>
<td>Cham</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cocos Is</td>
<td>6%</td>
<td>5.78</td>
</tr>
<tr>
<td>Fish Eye</td>
<td>3%</td>
<td>5.78</td>
</tr>
<tr>
<td>Gef Pago</td>
<td>1%</td>
<td>5.00</td>
</tr>
<tr>
<td>Cop-ter</td>
<td>1%</td>
<td>5.40</td>
</tr>
<tr>
<td>Spa</td>
<td>1%</td>
<td>5.82</td>
</tr>
<tr>
<td>Sand-cstl</td>
<td>2%</td>
<td>5.76</td>
</tr>
<tr>
<td>Sky-dive</td>
<td>2%</td>
<td>5.98</td>
</tr>
<tr>
<td>Sing-shot</td>
<td>2%</td>
<td>5.86</td>
</tr>
<tr>
<td>Under-wr Wid</td>
<td>1%</td>
<td>5.73</td>
</tr>
<tr>
<td>Fit Sch</td>
<td>1%</td>
<td>5.55</td>
</tr>
<tr>
<td>Club</td>
<td>0%</td>
<td>5.22</td>
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<td>Eng Lang</td>
<td>1%</td>
<td>4.94</td>
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<tr>
<td>Cult Park</td>
<td>0%</td>
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</tr>
<tr>
<td>Zorba</td>
<td>1%</td>
<td>4.89</td>
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<tr>
<td>Ta-gada</td>
<td>1%</td>
<td>5.71</td>
</tr>
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<tr>
<td>Snub a</td>
<td>1%</td>
<td>5.66</td>
</tr>
<tr>
<td>BIG</td>
<td>1%</td>
<td>5.19</td>
</tr>
<tr>
<td>Flea Mkt</td>
<td>4%</td>
<td>5.30</td>
</tr>
<tr>
<td>Coco Palm</td>
<td>4%</td>
<td>6.03</td>
</tr>
<tr>
<td>Fal Fal</td>
<td>2%</td>
<td>5.99</td>
</tr>
<tr>
<td>Jet Club</td>
<td>6%</td>
<td>6.25</td>
</tr>
<tr>
<td>Duck</td>
<td>3%</td>
<td>5.94</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>6.20</td>
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</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 = 59%</td>
<td>Score of 6 to 7 = 56%</td>
</tr>
<tr>
<td>Score of 4 to 5 = 40%</td>
<td>Score of 4 to 5 = 43%</td>
</tr>
<tr>
<td>Score 1 to 3 = 1%</td>
<td>Score 1 to 3 = 1%</td>
</tr>
<tr>
<td><strong>MEAN = 5.56</strong></td>
<td><strong>MEAN = 5.50</strong></td>
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</tbody>
</table>
Satisfaction – Day Tours

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
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<td>5.30</td>
<td>5.30</td>
<td>5.30</td>
<td>5.30</td>
<td>5.40</td>
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<td>5.50</td>
<td>5.57</td>
<td>5.47</td>
<td>5.56</td>
</tr>
<tr>
<td>Variety</td>
<td>5.20</td>
<td>5.20</td>
<td>5.30</td>
<td>4.70</td>
<td>5.30</td>
<td>5.40</td>
<td>5.40</td>
<td>5.52</td>
<td>5.43</td>
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</table>
# Night Tours Satisfaction

*7pt Rating Scale*

7 = Very Satisfied/ 1 = Very Dissatisfied

<table>
<thead>
<tr>
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<th>Variety of Night Tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score of 6 to 7 = 30%</td>
<td>Score of 6 to 7 = 30%</td>
</tr>
<tr>
<td>Score of 4 to 5 = 68%</td>
<td>Score of 4 to 5 = 68%</td>
</tr>
<tr>
<td>Score 1 to 3 = 2%</td>
<td>Score 1 to 3 = 3%</td>
</tr>
<tr>
<td>MEAN = 4.80</td>
<td>MEAN = 4.79</td>
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</tbody>
</table>
Satisfaction – Night Tours

<table>
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<th>Variety</th>
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<td>FY2006</td>
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<td>4.50</td>
</tr>
<tr>
<td>FY2007</td>
<td>4.60</td>
<td>4.60</td>
</tr>
<tr>
<td>FY2008</td>
<td>4.70</td>
<td>4.70</td>
</tr>
<tr>
<td>FY2009</td>
<td>4.70</td>
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<td>FY2010</td>
<td>4.70</td>
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<td>4.70</td>
</tr>
<tr>
<td>FY2012</td>
<td>4.80</td>
<td>4.70</td>
</tr>
<tr>
<td>FY2013</td>
<td>4.84</td>
<td>4.80</td>
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<tr>
<td>FY2014</td>
<td>4.79</td>
<td>4.78</td>
</tr>
<tr>
<td>FY2015</td>
<td>4.80</td>
<td>4.79</td>
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</tbody>
</table>
Satisfaction with Other Activities

<table>
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<tr>
<th>Activity</th>
<th>Participated</th>
<th>MEAN Satis</th>
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<tr>
<td>Arch Site</td>
<td>9%</td>
<td>5.58</td>
</tr>
<tr>
<td>Beach Res</td>
<td>22%</td>
<td>6.41</td>
</tr>
<tr>
<td>Dolphin</td>
<td>14%</td>
<td>5.51</td>
</tr>
<tr>
<td>Din Show</td>
<td>14%</td>
<td>6.13</td>
</tr>
<tr>
<td>Parasail</td>
<td>18%</td>
<td>6.39</td>
</tr>
<tr>
<td>Golf</td>
<td>3%</td>
<td>5.61</td>
</tr>
<tr>
<td>Gun</td>
<td>4%</td>
<td>5.75</td>
</tr>
<tr>
<td>Jet Ski</td>
<td>11%</td>
<td>6.28</td>
</tr>
<tr>
<td>Scuba</td>
<td>9%</td>
<td>6.12</td>
</tr>
<tr>
<td>Shop</td>
<td>41%</td>
<td>5.89</td>
</tr>
<tr>
<td>Sight-see</td>
<td>32%</td>
<td>6.03</td>
</tr>
<tr>
<td>Snorkle</td>
<td>20%</td>
<td>6.23</td>
</tr>
<tr>
<td>Wtr Park</td>
<td>7%</td>
<td>5.89</td>
</tr>
<tr>
<td>Windsurf</td>
<td>2%</td>
<td>5.24</td>
</tr>
<tr>
<td>Riv Crse</td>
<td>3%</td>
<td>5.45</td>
</tr>
<tr>
<td>2-Love</td>
<td>17%</td>
<td>5.91</td>
</tr>
<tr>
<td>Fruit Wld</td>
<td>2%</td>
<td>5.49</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>6.40</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>Flt 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</td>
<td>45%</td>
<td>33%</td>
<td>25%</td>
<td>13%</td>
<td>10%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

0% 10% 20% 30% 40% 50% 60%
What would it take to make you want to stay an extra day in Guam?

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>More time</td>
<td>46%</td>
<td>52%</td>
<td>51%</td>
<td>48%</td>
<td>48%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Budget/ money</td>
<td>35%</td>
<td>31%</td>
<td>35%</td>
<td>34%</td>
<td>29%</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Nothing- spent right amount of time</td>
<td>19%</td>
<td>17%</td>
<td>18%</td>
<td>19%</td>
<td>24%</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>More things to do</td>
<td>12%</td>
<td>11%</td>
<td>9%</td>
<td>12%</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Less restrictions</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Flight schedule times</td>
<td>14%</td>
<td>17%</td>
<td>20%</td>
<td>16%</td>
<td>14%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Packages – longer stays</td>
<td>-</td>
<td>-</td>
<td>1%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
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</tbody>
</table>
On-Island Perceptions
7pt Rating Scale
7=Very Satisfied/ 1=Very Dissatisfied

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guam was better than expected</td>
<td>40%</td>
<td>5.94</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>42%</td>
<td>5.99</td>
</tr>
<tr>
<td>Sites on Guam were attractive</td>
<td>32%</td>
<td>5.61</td>
</tr>
<tr>
<td>I plan to visit Guam again</td>
<td>42%</td>
<td>5.83</td>
</tr>
<tr>
<td>Not enough night activities</td>
<td>14%</td>
<td>5.61</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td>Guam was better than expected</td>
<td>5.50</td>
<td>5.40</td>
</tr>
<tr>
<td>I had no communication problems</td>
<td>5.80</td>
<td>5.70</td>
</tr>
<tr>
<td>I will recommend Guam to friends</td>
<td>5.60</td>
<td>5.50</td>
</tr>
<tr>
<td>Sites on Guam were attractive</td>
<td>5.00</td>
<td>5.00</td>
</tr>
<tr>
<td>I plan to visit Guam again</td>
<td>5.40</td>
<td>5.40</td>
</tr>
<tr>
<td>Not enough night activities</td>
<td>4.40</td>
<td>4.40</td>
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</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>21%</td>
<td>5.17</td>
</tr>
<tr>
<td>Tour Driver - Professional</td>
<td>23%</td>
<td>5.21</td>
</tr>
<tr>
<td>Taxi Driver - Professional</td>
<td>17%</td>
<td>4.86</td>
</tr>
<tr>
<td>Taxi - Clean</td>
<td>17%</td>
<td>4.90</td>
</tr>
<tr>
<td>Guam Airport - Clean</td>
<td>24%</td>
<td>5.49</td>
</tr>
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</table>
## On-Island Perceptions

<table>
<thead>
<tr>
<th>Service</th>
<th>FY2013</th>
<th>FY2014</th>
<th>FY2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour Guide- professional</td>
<td>5.21</td>
<td>5.11</td>
<td>5.17</td>
</tr>
<tr>
<td>Tour Driver- professional</td>
<td>5.25</td>
<td>5.13</td>
<td>5.21</td>
</tr>
<tr>
<td>Taxi - Professional</td>
<td>4.74</td>
<td>4.82</td>
<td>4.86</td>
</tr>
<tr>
<td>Taxi- clean</td>
<td>4.73</td>
<td>4.82</td>
<td>4.90</td>
</tr>
<tr>
<td>Guam Airport- Clean</td>
<td>5.14</td>
<td>5.14</td>
<td>5.49</td>
</tr>
</tbody>
</table>
SECTION 5
PROMOTIONS
Internet - Guam Sources of Info

- Search Engines: 73%
- Blogs: 24%
- Forums: 8%
- Q&A Sites: 7%
- Social Networks: 11%
- Do NOT Use: 11%
- Other: 2%

Do NOT Use Other
## Internet- Guam Sources of Info

<table>
<thead>
<tr>
<th>Source</th>
<th>FY2013</th>
<th>FY2014</th>
<th>FY2015</th>
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<tbody>
<tr>
<td>Search engines</td>
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<td>71%</td>
<td>73%</td>
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<tr>
<td>Blogs</td>
<td>20%</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>None</td>
<td>15%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Q&amp;A sites</td>
<td>10%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Social Network</td>
<td>8%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Forums</td>
<td>9%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Internet- Things To Do
Sources of Info

- Yahoo: 50%
- Google: 57%
- Facebook: 5%
- Twitter: 5%
- Do NOT use: 9%
- Other: 3%
Internet - Things To Do Sources of Info

<table>
<thead>
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<th>Source</th>
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<td>Yahoo</td>
<td>55%</td>
<td>52%</td>
<td>50%</td>
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<tr>
<td>Do Not Use Internet</td>
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<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Facebook</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Twitter</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
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<tr>
<td>Other</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
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</table>
Internet - GVB Sources

- GVB Website: 32%
- GVB Facebook: 2%
- GVB Twitter Ch: 2%
- None: 65%
# Internet- GVB Sources

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<td>GVB Website</td>
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<td>33%</td>
<td>32%</td>
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<tr>
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<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>GVB Twitter</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Travel Motivation - Info Sources

- Friends/Family: 51%
- Internet: 6%
- Travel Show: 4%
- Company/Bus Trip: 7%
- Travel Agent: 4%
- Magazine: 3%
- Social Media: 2%
- Other: 33%
## Travel Motivation - Info Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>FY2013</th>
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<th>FY2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/Family</td>
<td>56%</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Other</td>
<td>23%</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>Company/Business trip</td>
<td>4%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Internet</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Travel show</td>
<td>8%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Travel agent</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Magazine</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Social media</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
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</tbody>
</table>
The 3 primary sources of information regarding Guam are:

- Internet
- Guidebook
- Brochures

<table>
<thead>
<tr>
<th>Source</th>
<th>Sources of info</th>
<th>Most important</th>
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<tr>
<td>Internet</td>
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</tr>
<tr>
<td>Guidebook</td>
<td>52%</td>
<td>27%</td>
</tr>
<tr>
<td>Brochure</td>
<td>39%</td>
<td>7%</td>
</tr>
<tr>
<td>Prior trip</td>
<td>35%</td>
<td>6%</td>
</tr>
<tr>
<td>Magazine</td>
<td>33%</td>
<td>6%</td>
</tr>
<tr>
<td>Recom</td>
<td>31%</td>
<td>8%</td>
</tr>
<tr>
<td>TV</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>Company</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Trvl show</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>GVB Promo</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>GVB Ofc</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>
# Pre-Arrival Sources – Top 3 Most Important

<table>
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<tr>
<th></th>
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<td>Guidebook</td>
<td>43%</td>
<td>36%</td>
<td>41%</td>
<td>36%</td>
<td>34%</td>
<td>37%</td>
<td>39%</td>
<td>32%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Internet</td>
<td>22%</td>
<td>28%</td>
<td>25%</td>
<td>30%</td>
<td>36%</td>
<td>34%</td>
<td>32%</td>
<td>33%</td>
<td>38%</td>
<td>42%</td>
</tr>
<tr>
<td>Brochure</td>
<td>15%</td>
<td>16%</td>
<td>15%</td>
<td>15%</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
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<td>Not Top 3</td>
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<tr>
<td>Friend/Relative</td>
<td>Not Top 3</td>
<td>Not Top 3</td>
<td>Not Top 3</td>
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<td>Not Top 3</td>
<td>Not Top 3</td>
<td>Not Top 3</td>
<td>Not Top 3</td>
<td>8%</td>
</tr>
</tbody>
</table>
Sources of Information Post-arrival

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

<table>
<thead>
<tr>
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<th>Sources of info</th>
<th>Most important</th>
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</thead>
<tbody>
<tr>
<td>Hotel staff</td>
<td>45%</td>
<td>22%</td>
</tr>
<tr>
<td>Tour staff</td>
<td>40%</td>
<td>27%</td>
</tr>
<tr>
<td>Internet</td>
<td>38%</td>
<td>28%</td>
</tr>
<tr>
<td>Local ppl</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Signage</td>
<td>8%</td>
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<td>Taxi</td>
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<td>Retail</td>
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<tr>
<td>Local pub</td>
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</tr>
<tr>
<td>Rest rnt</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Vis ch</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>GVB</td>
<td>1%</td>
<td>0%</td>
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</tbody>
</table>

*Note: The chart illustrates the percentage of respondents who used each source of information.*
# Post-Arrival Sources – Top 3 Most Important

<table>
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<td>27%</td>
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<td>Hotel staff</td>
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<td>15%</td>
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<tr>
<td>Vis Ch.</td>
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<td>10%</td>
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<tr>
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<td>7%</td>
<td>6%</td>
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</tbody>
</table>
Sources of Information - Motivation

The primary motivational sources of information were.
- Brochures,
- Prior trips to Guam,
- And the Internet

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<tr>
<th>Internet Oth</th>
<th>Prior trip</th>
<th>Brochure</th>
<th>Recom-friend</th>
<th>Guide-bk</th>
<th>Magazine</th>
<th>Recom-fr/fam</th>
<th>GVB HP</th>
<th>TV</th>
<th>Ads</th>
<th>Recom-work</th>
<th>Newsppr</th>
<th>Other</th>
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</thead>
<tbody>
<tr>
<td>41%</td>
<td>37%</td>
<td>31%</td>
<td>23%</td>
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<td>13%</td>
<td>11%</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
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<td>19%</td>
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<td>7%</td>
<td>3%</td>
<td>6%</td>
<td>2%</td>
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<td>2%</td>
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## Sources of Information – Motivation – Most Important

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<tr>
<td>Prior Trip</td>
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<td>Travel agent brochure</td>
<td>22%</td>
<td>19%</td>
<td>19%</td>
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<tr>
<td>Internet- Other Guam</td>
<td>15%</td>
<td>16%</td>
<td>19%</td>
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SECTION 6
OTHER ISSUES
Concerns about travel outside of Japan - Overall

- Safety at destination: 75%
- Terrorism: 59%
- Food: 44%
- Expense: 42%
- Discrimination: 7%
- Other: 4%
- Should spend at home: 2%
- Don't know: 2%
- No concern: 5%
## Concerns about travel outside of Japan

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<td>80%</td>
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<td>Terrorism</td>
<td>73%</td>
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<td>56%</td>
<td>47%</td>
<td>48%</td>
<td>50%</td>
<td>59%</td>
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<tr>
<td>Food</td>
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<td>35%</td>
<td>42%</td>
<td>41%</td>
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<td>44%</td>
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<td>38%</td>
<td>41%</td>
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<tr>
<td>Discrimination</td>
<td>-</td>
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<td>-</td>
<td>3%</td>
<td>10%</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
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<tr>
<td>Should spend @home</td>
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<td>3%</td>
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<td>2%</td>
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<tr>
<td>Other</td>
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<td>No Concern</td>
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# Concerns about travel outside of Japan - By Age & Income

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<tr>
<th>Q26</th>
<th>TOTAL (n=4146)</th>
<th>18-24</th>
<th>25-34</th>
<th>35-49</th>
<th>50+</th>
<th>&lt;Y2.0 million</th>
<th>Y2.0M-Y3.0N</th>
<th>Y3.0M-Y4.0N</th>
<th>Y4.0M-Y5.0M</th>
<th>Y5.0M-Y7.0M</th>
<th>Y7.0M-Y10.0N</th>
<th>Y10.0M+</th>
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<td>Safety</td>
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<td>74%</td>
<td>77%</td>
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<td>75%</td>
<td>73%</td>
<td>75%</td>
<td>75%</td>
<td>77%</td>
<td>77%</td>
<td>80%</td>
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<td>74%</td>
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<tr>
<td>Terrorism</td>
<td>59%</td>
<td>56%</td>
<td>60%</td>
<td>61%</td>
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<td>54%</td>
<td>57%</td>
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<td>62%</td>
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<td>57%</td>
<td>61%</td>
</tr>
<tr>
<td>Food</td>
<td>44%</td>
<td>44%</td>
<td>45%</td>
<td>42%</td>
<td>45%</td>
<td>40%</td>
<td>42%</td>
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<td>43%</td>
<td>44%</td>
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<td>43%</td>
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<td>50%</td>
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<td>Discrimination against Japanese</td>
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<td>8%</td>
<td>9%</td>
<td>7%</td>
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<td>7%</td>
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<td>Other</td>
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<td>6%</td>
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<tr>
<td>Should spend at home</td>
<td>2%</td>
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<td>3%</td>
<td>1%</td>
<td>3%</td>
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<td>3%</td>
<td>2%</td>
<td>1%</td>
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<tr>
<td>Don’t know</td>
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<td>3%</td>
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<td>523</td>
<td>695</td>
<td>558</td>
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<td>94</td>
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</table>
Security Screening/ Immigration Process at Guam International Airport

Bar chart showing:
- 63% No affect
- 29% Little effect, the process is necessary
- 7% Some affect
- 1% Great affect, the process takes too long, will not return
Security Screening/ Immigration Process at Guam International Airport

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<td>43%</td>
<td>50%</td>
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<td>48%</td>
<td>50%</td>
<td>60%</td>
<td>61%</td>
<td>63%</td>
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<tr>
<td>Little effect</td>
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<td>41%</td>
<td>38%</td>
<td>36%</td>
<td>39%</td>
<td>41%</td>
<td>37%</td>
<td>29%</td>
<td>28%</td>
<td>29%</td>
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<tr>
<td>Some effect</td>
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<td>12%</td>
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<td>Great effect</td>
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Airport Screening
7pt Rating Scale
7=Strongly Agree/ 1=Strongly Disagree

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<td>Time drop bags for screen reasonable</td>
<td>44%</td>
<td>5.76</td>
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<tr>
<td>Signs bag screen reasonable</td>
<td>41%</td>
<td>5.72</td>
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<tr>
<td>Time clear security enter secured area reasonable</td>
<td>41%</td>
<td>5.72</td>
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<tr>
<td>Screening officer-good</td>
<td>43%</td>
<td>5.79</td>
</tr>
<tr>
<td>Officer careful w/ belongings</td>
<td>36%</td>
<td>5.52</td>
</tr>
<tr>
<td>Officer abused authority</td>
<td>11%</td>
<td>3.12</td>
</tr>
<tr>
<td>Officer rude/ unprof</td>
<td>11%</td>
<td>3.14</td>
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## Airport Screening

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<td>5.50</td>
<td>5.66</td>
<td>5.68</td>
<td>5.76</td>
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<tr>
<td><strong>Sign - Bag Screen</strong></td>
<td>5.40</td>
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<td>5.56</td>
<td>5.61</td>
<td>5.72</td>
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<tr>
<td><strong>Time - clear security</strong></td>
<td>5.40</td>
<td>5.50</td>
<td>5.57</td>
<td>5.59</td>
<td>5.72</td>
</tr>
<tr>
<td><strong>Officer - good</strong></td>
<td>5.50</td>
<td>5.60</td>
<td>5.66</td>
<td>5.69</td>
<td>5.79</td>
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<tr>
<td><strong>Officer - careful</strong></td>
<td>5.20</td>
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<td>5.38</td>
<td>5.52</td>
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<tr>
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<td>2.90</td>
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<td><strong>Officer - rude</strong></td>
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## SHOP GUAM FESTIVAL AWARENESS

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<tr>
<td>No awareness</td>
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<td>99%</td>
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SHOP GUAM FESTIVAL – IMPACT

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<td>Decreased</td>
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<td>8%</td>
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<tr>
<td>No change</td>
<td>46%</td>
<td>72%</td>
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