



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

JULY 2011



Prepared by: QMark Research

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Background & Methodology

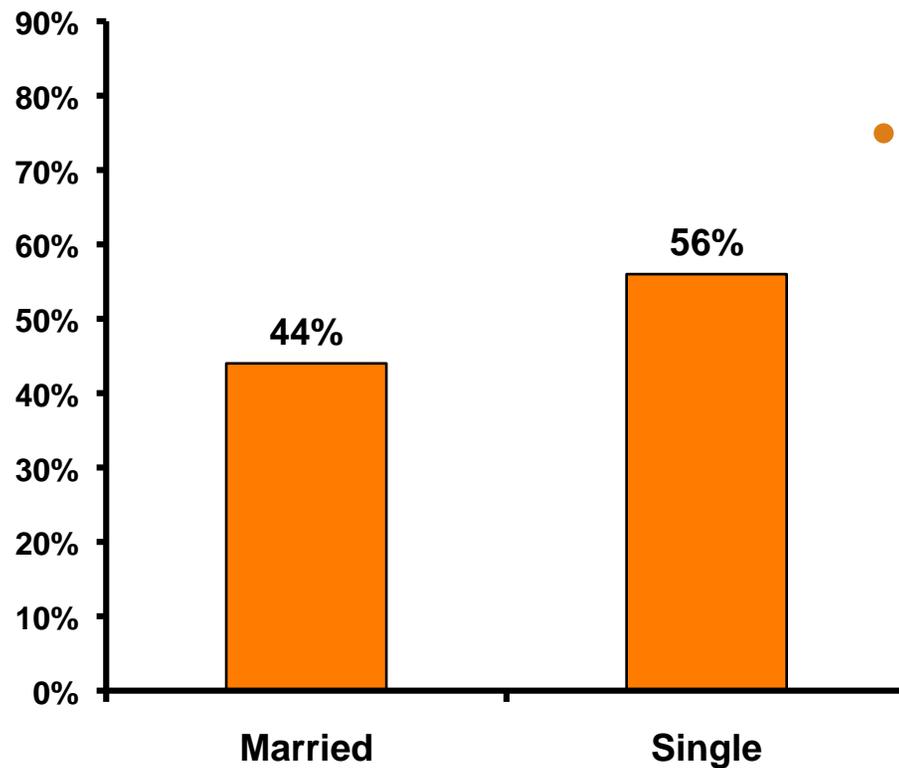
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **327** departing 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 **327** is +/- 5.4 percentage points with a 95% confidence level. That is, if all Japanese visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 5.4 percentage points.

Objectives

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

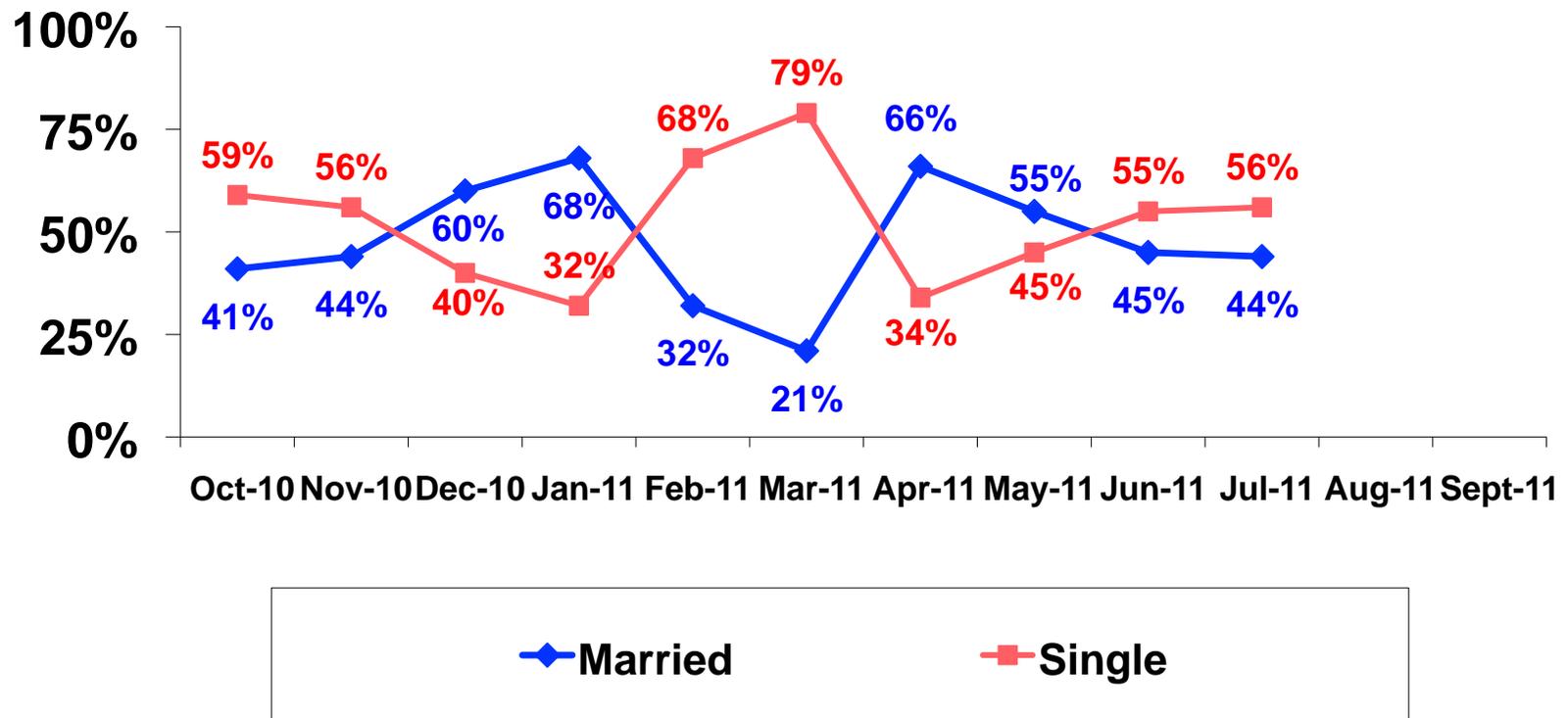
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

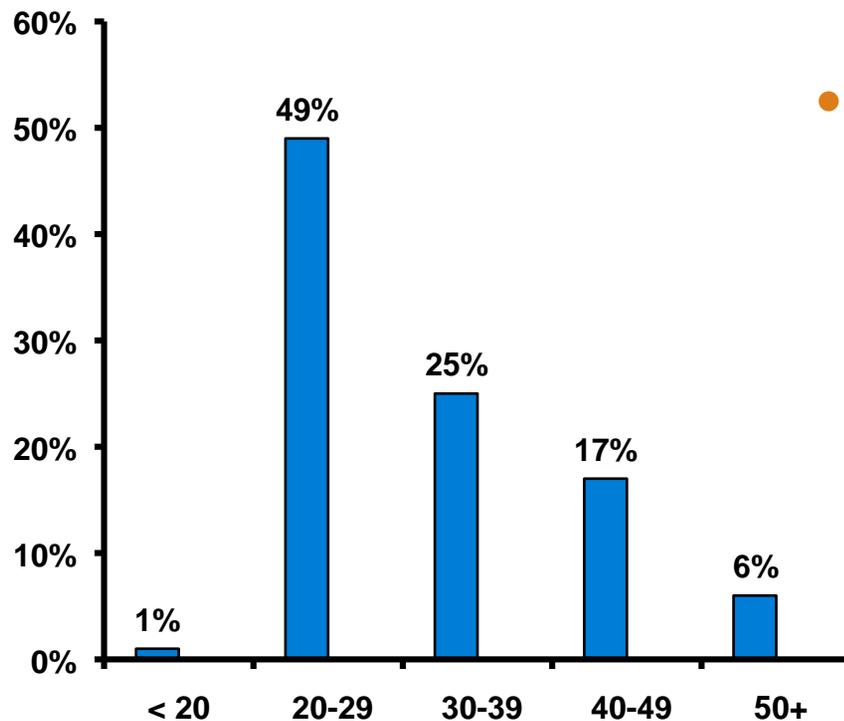


- 61% who stayed 4+ days are married.

Marital Status

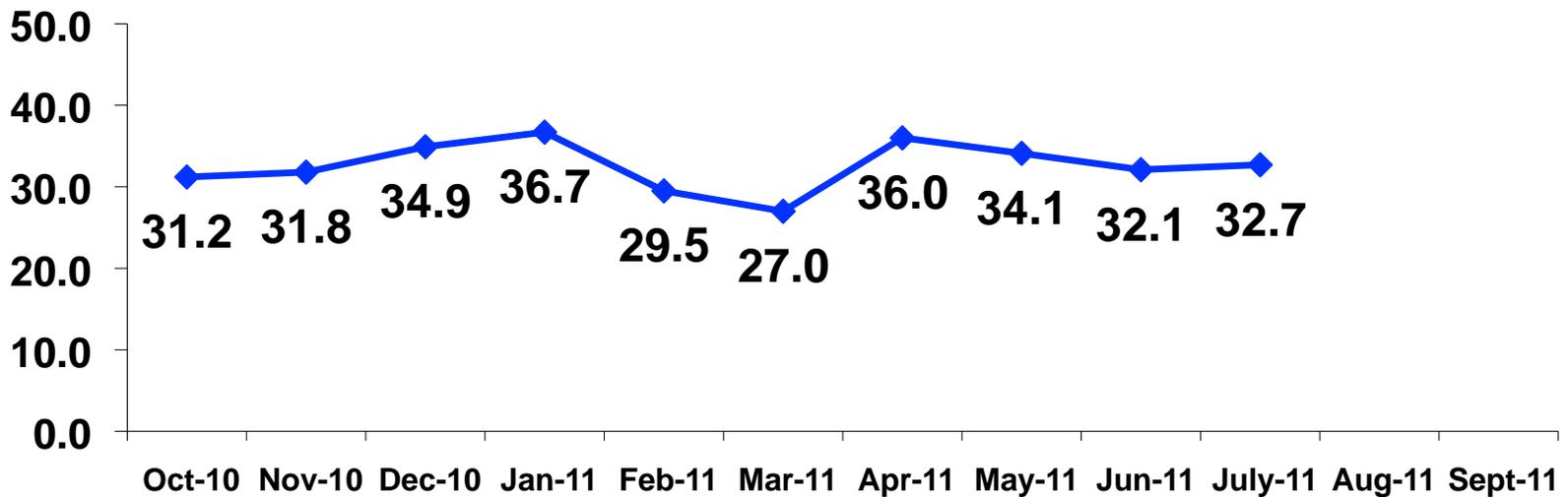


Age - Overall

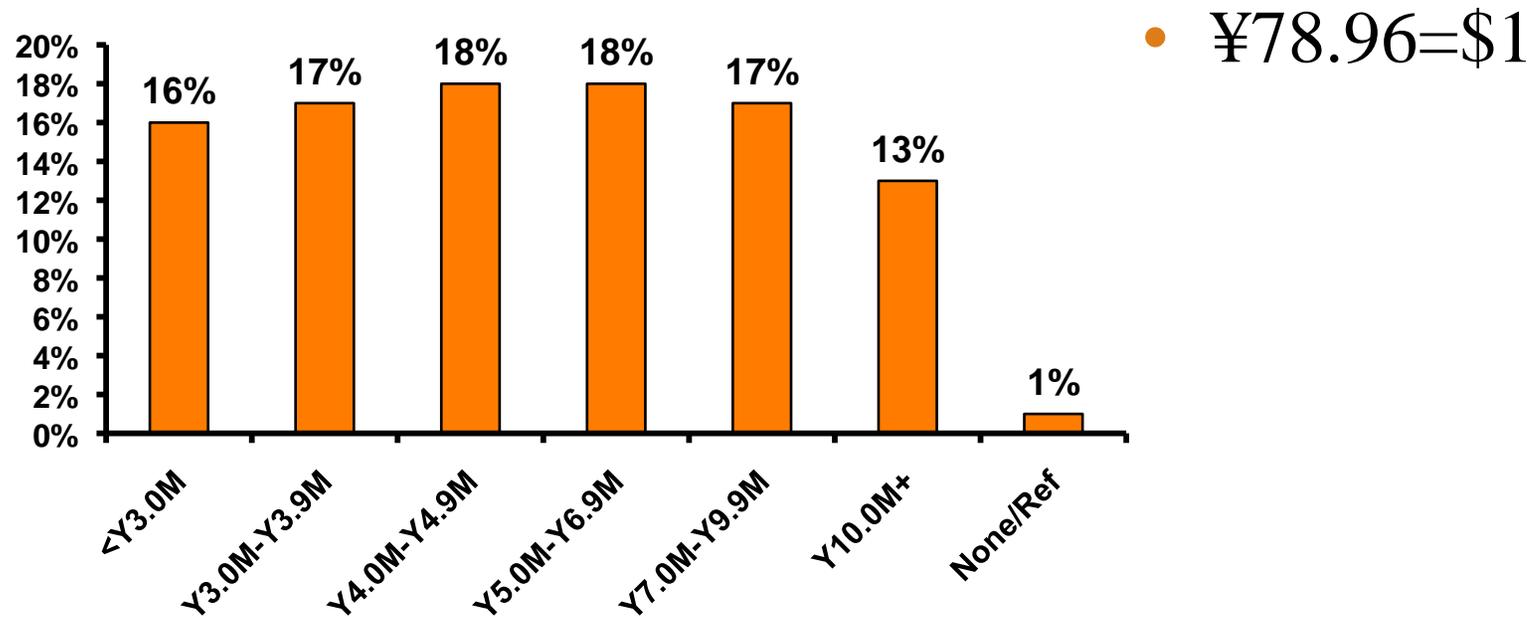


- The average age of the respondents is 32.7 years of age.

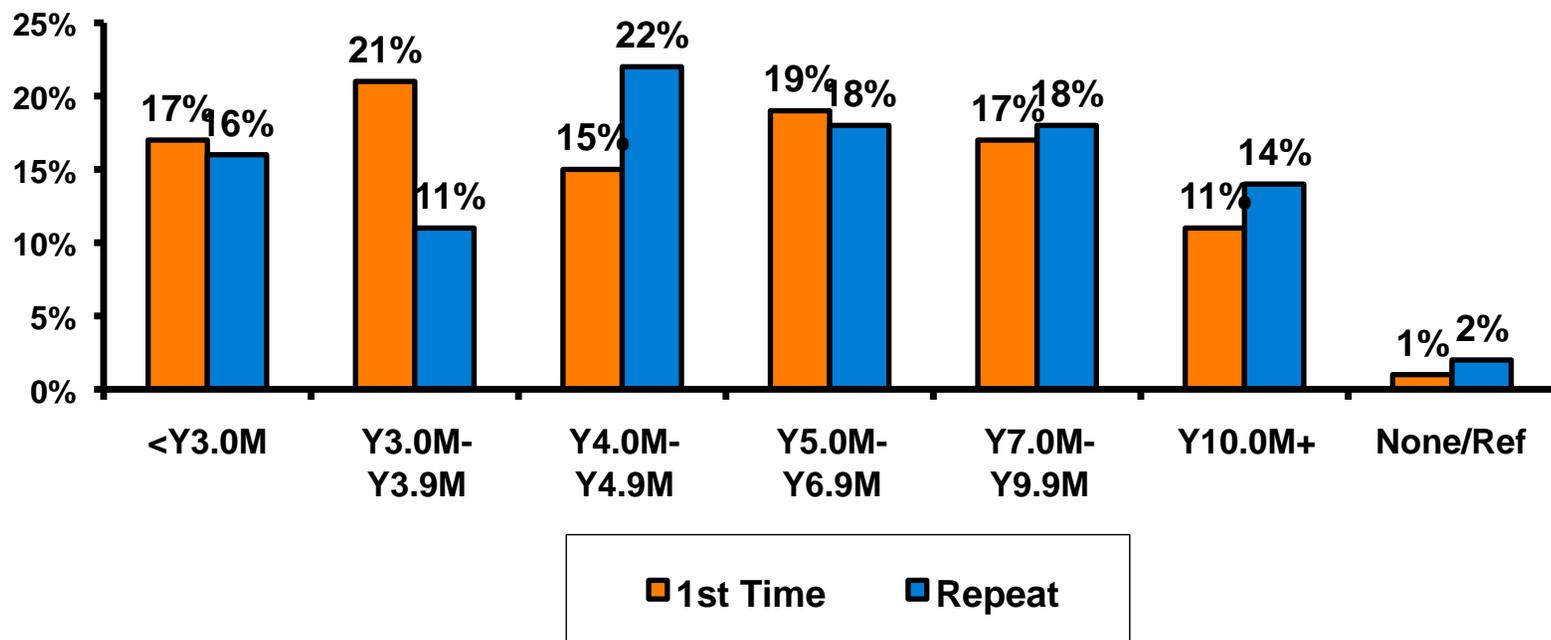
Average Age



Personal Income



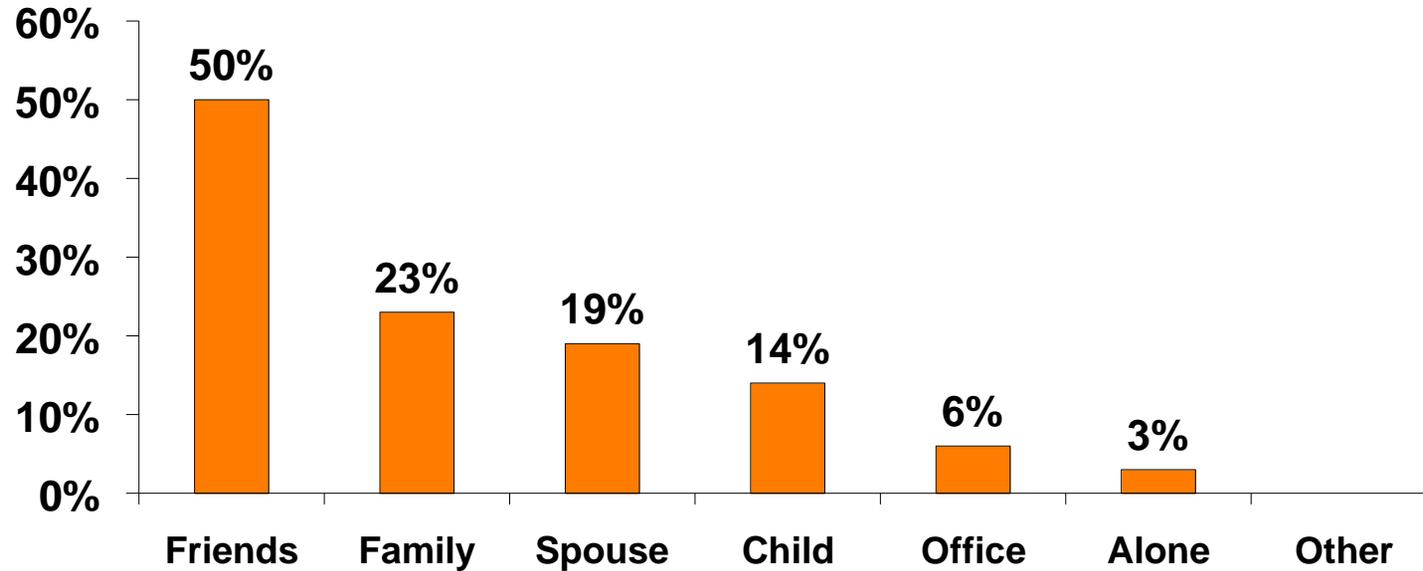
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	44	5	39		37	3	1	2
		16%	4%	29%		28%	4%	2%	12%
Y3.0M-Y3.9M	Count	45	24	21		30	12	1	2
		17%	17%	16%		23%	17%	2%	12%
Y4.0M-Y4.9M	Count	48	24	24		21	15	9	3
		18%	17%	18%		16%	21%	18%	18%
Y5.0M-Y6.9M	Count	50	34	16	1	17	18	14	
		18%	25%	12%	50%	13%	25%	28%	
Y7.0M-Y9.9M	Count	47	31	16		12	20	13	2
		17%	22%	12%		9%	28%	26%	12%
Y10.0M+	Count	34	18	16	1	10	3	12	8
		13%	13%	12%	50%	8%	4%	24%	47%
No Inc	Count	3	2	1		3			
		1%	1%	1%		2%			
Total	Count	271	138	133	2	130	71	50	17

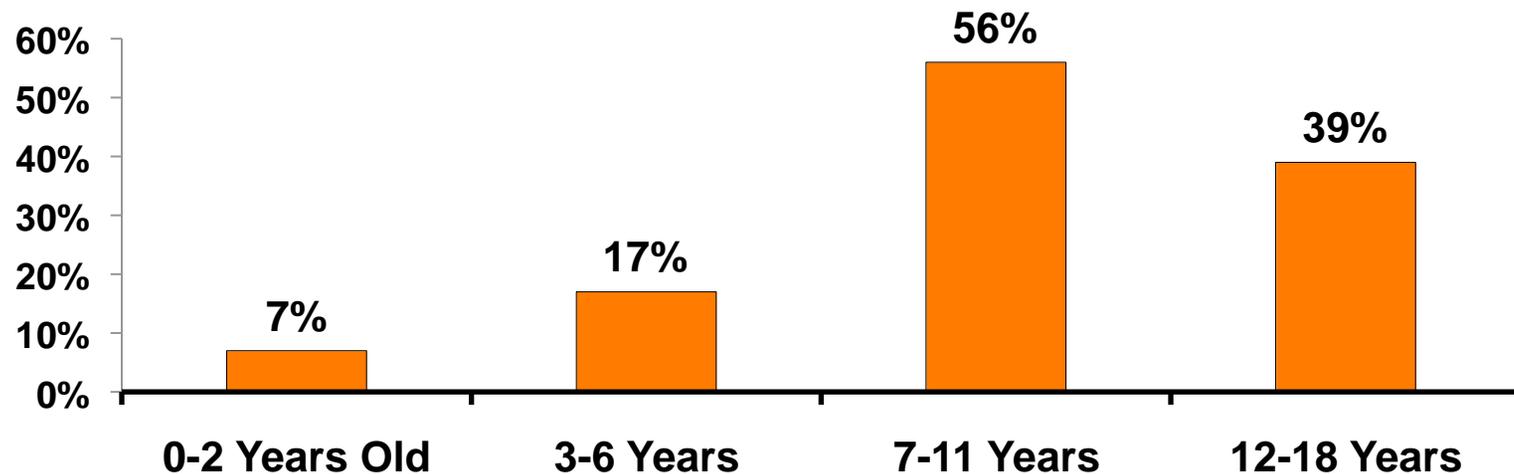
Travel Companions



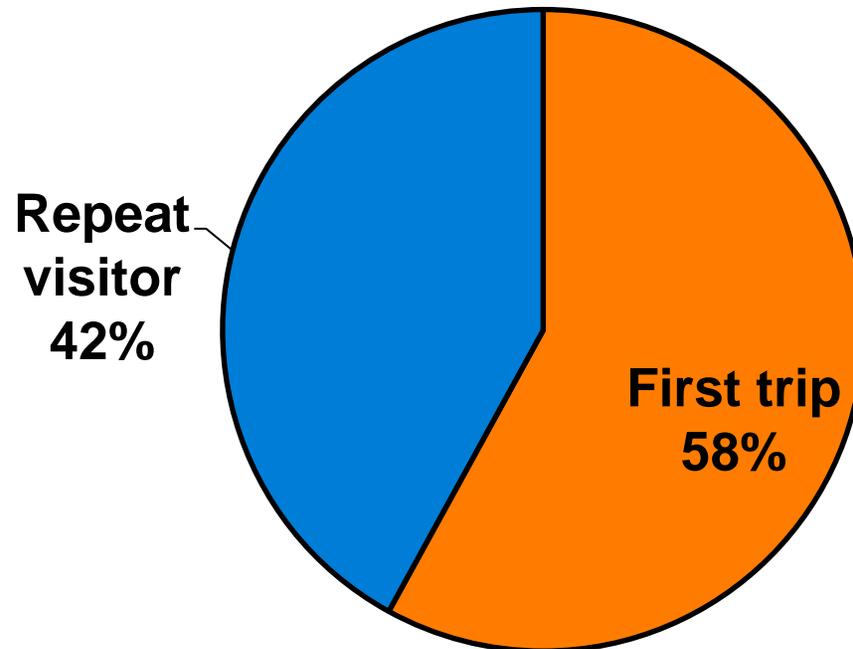
Number of Children Travel Party

N=46 total respondents traveling with children.

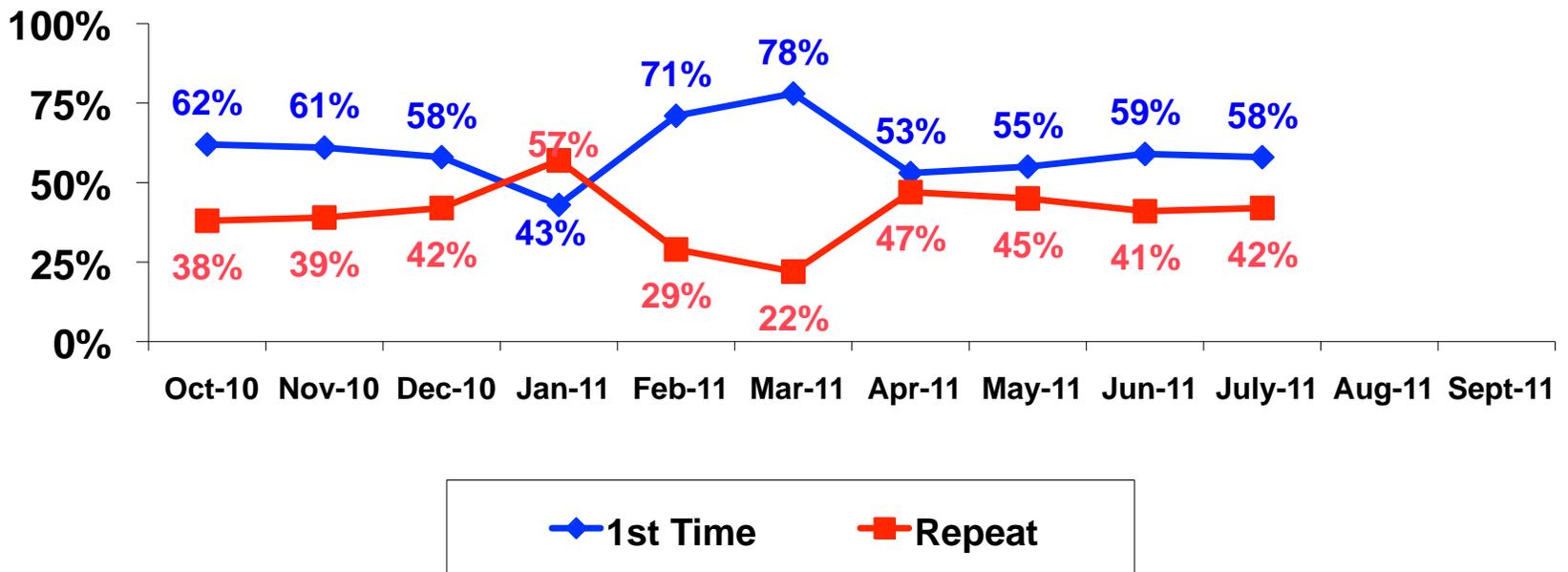
(Of those N=46 respondents, there is a total of 69 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



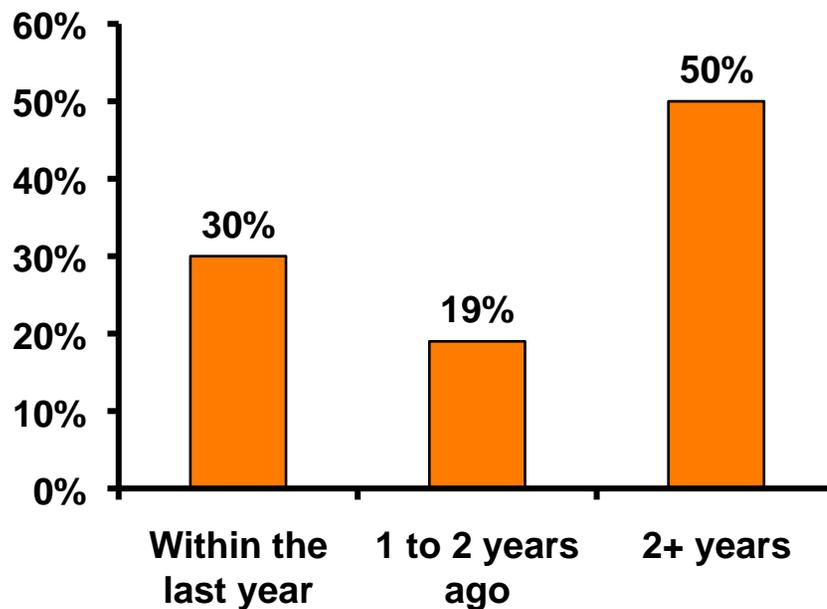
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	160	99	61
			49%	52%	45%
	Female	Count	167	92	75
			51%	48%	55%
Total	Count		327	191	136
AGE	<20	Count	4	4	
			1%	2%	
	20-29	Count	161	111	50
			49%	58%	37%
	30-39	Count	83	41	42
			25%	22%	31%
	40-49	Count	57	23	34
		17%	12%	25%	
	50+	Count	21	11	10
			6%	6%	7%
Total	Count		326	190	136

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

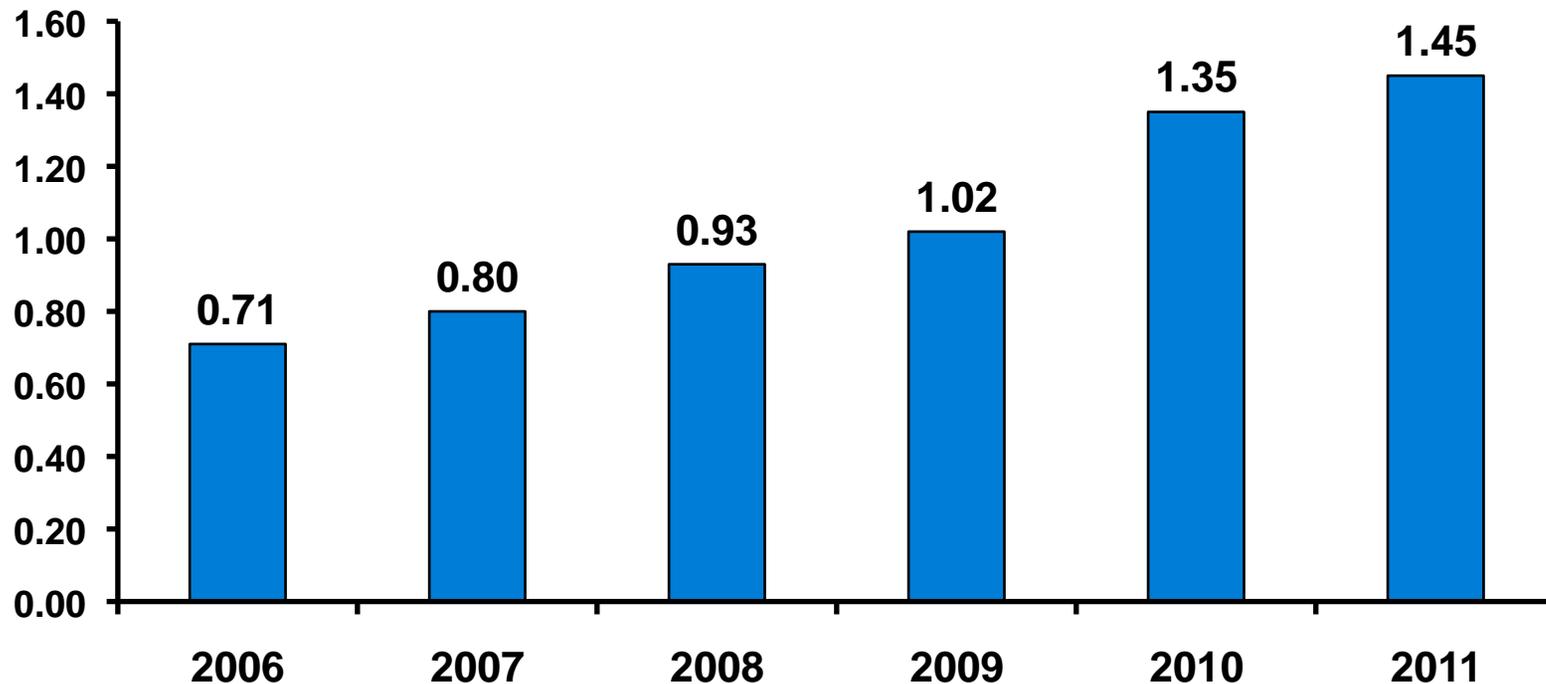
Repeat Visitors Last Trip

n = 134

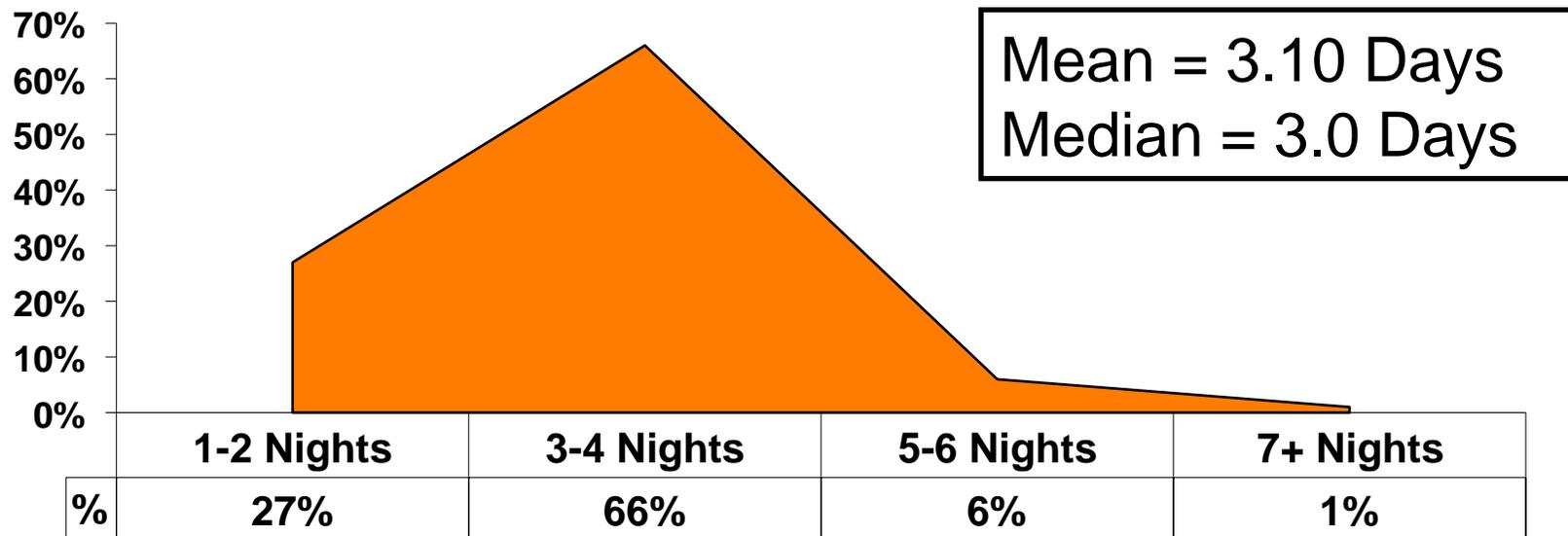


- The average repeat visitor has been to Guam 2.9 times.
- Half the repeat visitors have been to Guam within the last 2 years.

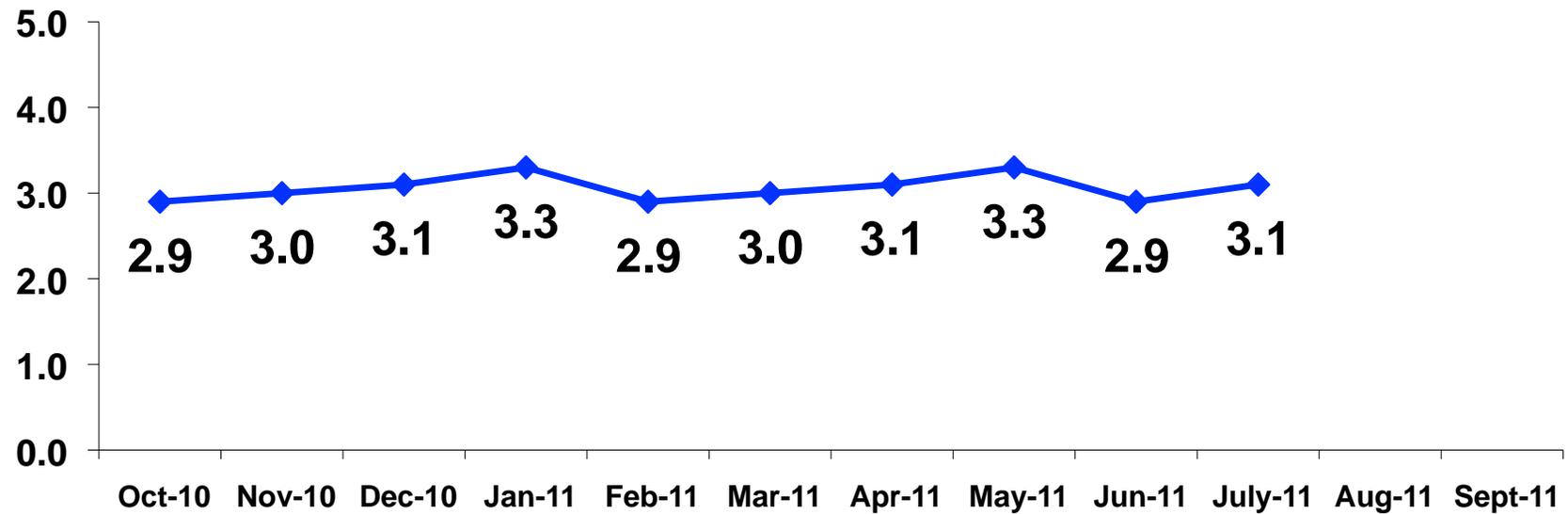
Average Number Overnight Trips (2005-2011) (2 nights or more)



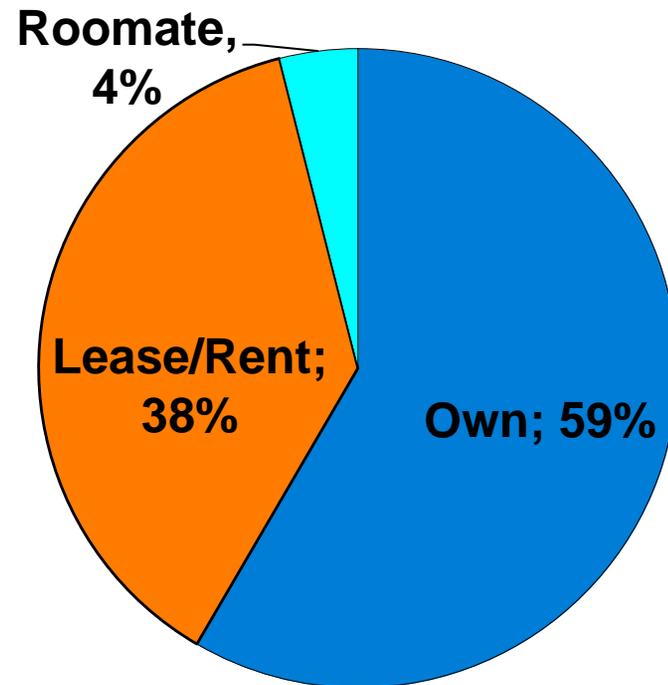
Length of Stay



Average Length of Stay



Living Accommodations

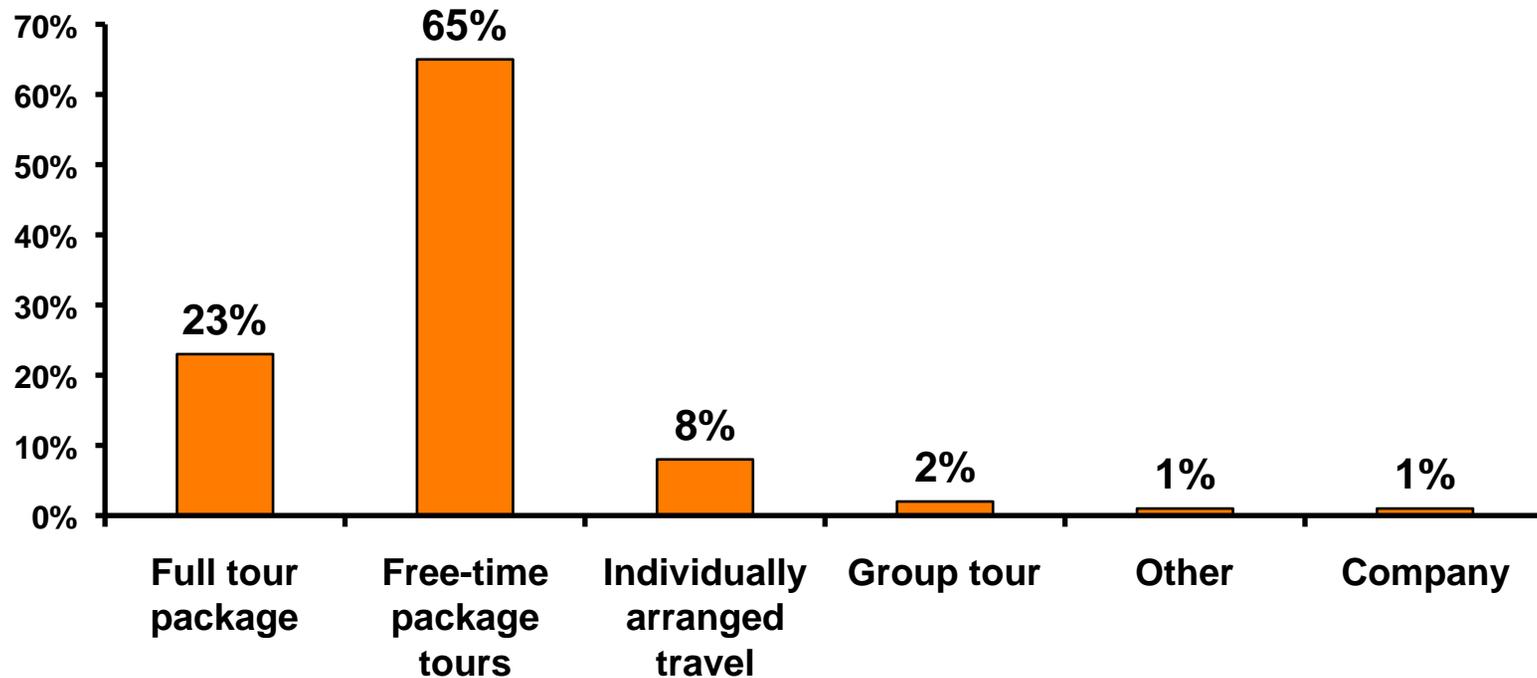


Occupation by Income

		TOTAL	PERSONAL INCOME						No Inc
			<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.29	Co. Employee: Office Worker Non-Managerial	20%	27%	27%	15%	16%	19%	18%	
	Co. Employee: Salesperson	17%	11%	20%	25%	26%	17%	12%	
	Co. Employee: Engineer	15%	7%	9%	17%	22%	21%	15%	
	Student	8%	7%	2%	2%	4%	4%	9%	67%
	Self Employed	6%	5%	5%	10%	4%	9%	6%	
	Homemaker	6%	5%		8%	6%	6%	12%	
	Skilled Worker	5%	9%	7%	8%		2%	6%	
	Freeter	4%	14%	7%		2%			33%
	Co. Employee: Manager	4%			4%		11%	12%	
	Government Employee: Office Worker Non-Managerial	3%	2%	5%	4%	10%			
	Professional or Specialist	3%	7%	7%			2%	3%	
	Government Employee: Manager	2%			2%	4%	2%	6%	
	Unemployed	2%	2%	5%	2%			3%	
	Other	2%	5%		4%				
	Teacher	1%		2%		2%	4%		
	Co. Employee: Executive	1%		5%					
	Government Employee: Executive	0%					2%		
	Free-lancer	0%			2%				
Total	Count	311	44	44	48	50	47	34	3

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

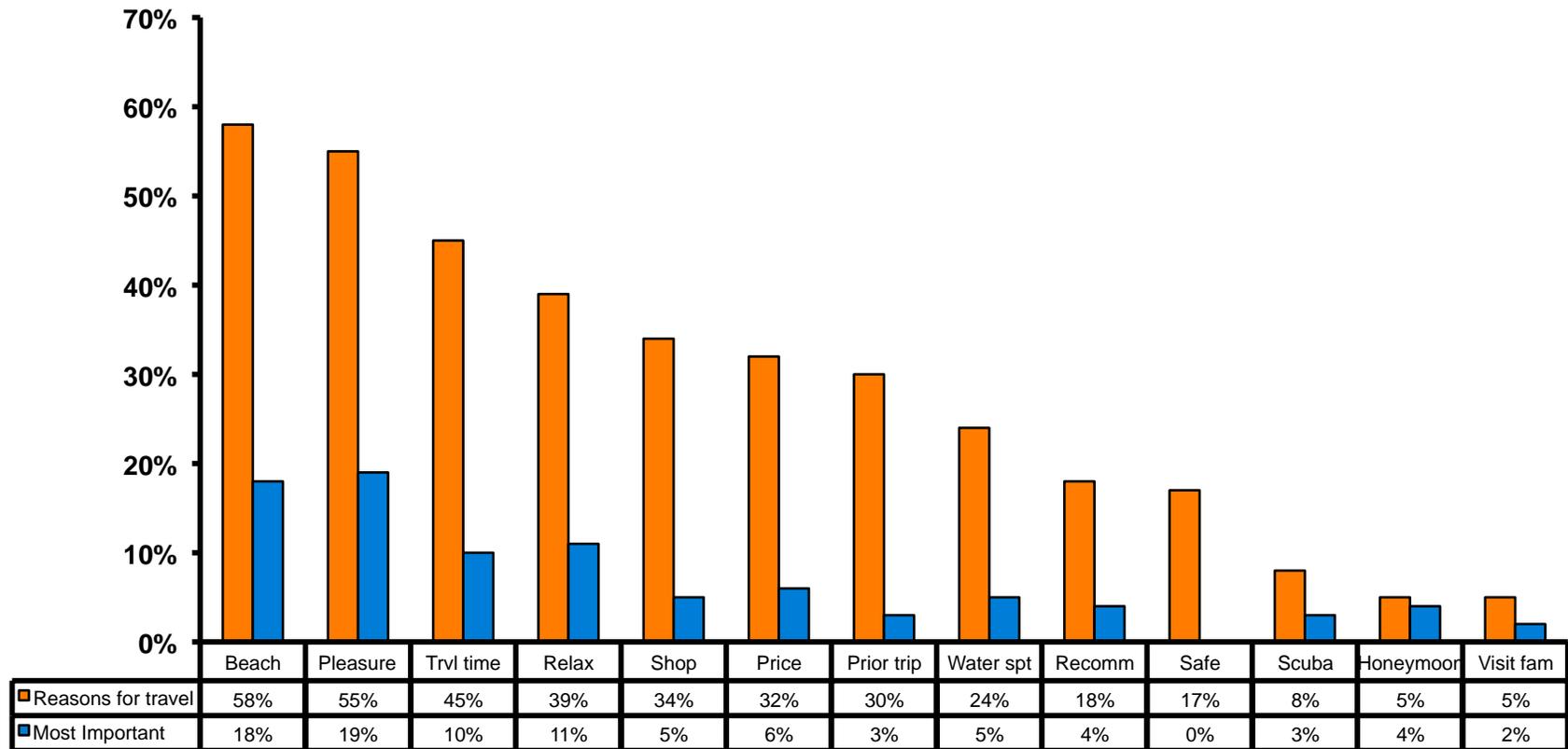


Accommodation by Income

Average length of stay: 3.10 days

		TOTAL	PERSONAL INCOME						No Inc
			<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.9	Japan Plaza Hotel	16%	14%	18%	21%	16%	17%	12%	33%
	Guam Reef Hotel	11%	11%	16%	11%	14%	13%	9%	
	Outrigger Guam Resort	9%	11%	5%	6%	2%	9%	12%	
	Onward Beach Resort	8%	2%	2%	11%	12%	11%	3%	33%
	Ramada Suites Guam	7%	11%	5%	9%	10%	6%	3%	
	Pacific Bay Hotel	5%	9%	11%		6%	2%	3%	33%
	Pacific Islands Club PIC	4%	7%	2%	11%	2%	2%	6%	
	Holiday Resort Guam	5%	5%	2%	2%	2%	6%	9%	
	Oceanview Hotel	5%	7%	5%		2%	4%	6%	
	Fiesta Resort Guam	4%	5%	2%	4%	6%	4%	3%	
	Hotel Nikko Guam	4%	2%	2%	2%	4%	6%	3%	
	Hilton Guam Resort & Spa	3%	5%	5%	2%	6%	4%		
	Hyatt Regency Guam	3%		2%		6%		12%	
	Grand Plaza Hotel	3%		2%	6%	2%	6%		
	Guam Marriott Resort Hotel	2%	5%	2%	2%		2%	9%	
	Royal Orchid Guam	3%		7%	4%	4%			
	Sheraton Laguna Resort	3%			2%	6%	4%	3%	
	Leo Palace Resort	2%	7%		2%			3%	
	The Westin Resort Guam	2%		2%				3%	
	Other	1%		2%	2%			3%	
	Tumon Bay Capital Hotel	1%		5%	2%				
	Bayview Hotel	1%		2%			2%		
Total	Count	325	44	44	47	50	47	34	3

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

are the primary reasons for visiting during this period.

Motivation by Age & Gender

	TOTAL	AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.5 Beautiful seas, beaches, tropical climate	58%	100%	62%	48%	66%	40%	58%	59%
Pleasure	55%	75%	57%	46%	59%	55%	50%	59%
Short travel time	45%	50%	43%	52%	45%	40%	44%	46%
Just to relax	39%	25%	35%	45%	41%	35%	36%	41%
Shopping	34%	25%	39%	27%	30%	30%	23%	45%
Price of the tour package	32%	75%	32%	33%	30%	20%	36%	28%
A previous visit	30%		22%	35%	46%	35%	29%	30%
Water sports	24%	25%	30%	13%	21%	20%	21%	26%
Recommendation of friend, relative, travel agency	18%		24%	16%	7%	10%	9%	27%
It is a safe place to spend a vacation	17%		14%	19%	25%	15%	19%	15%
SCUBA diving	8%	50%	5%	11%	9%	5%	6%	9%
Honeymoon	5%		7%	6%		5%	9%	1%
To visit friends or relatives	5%		5%	5%	4%	5%	1%	8%
To get married or Attend wedding	4%		4%	7%	2%	5%	6%	2%
Company or Business trip	3%		3%	5%	4%		3%	4%
Other	2%		1%	1%	5%	10%	3%	2%
My company sponsored me	2%		1%	1%	7%		3%	1%
Organized Sporting Activity	2%		1%		4%	10%	3%	1%
To golf	1%		1%	1%	2%		3%	
Career certification or testing	1%			1%	4%		1%	1%
Promotional materials from GVB	0%		1%					1%
Total Cases	325	4	161	83	56	20	160	165

Motivation by Income

	TOTAL	PERSONAL INCOME						
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.5 Beautiful seas, beaches, tropical climate	58%	72%	44%	52%	58%	65%	59%	67%
Pleasure	55%	65%	58%	56%	44%	61%	56%	100%
Short travel time	45%	47%	33%	44%	40%	54%	50%	33%
Just to relax	39%	51%	33%	31%	40%	41%	32%	33%
Shopping	34%	42%	27%	38%	28%	30%	35%	33%
Price of the tour package	32%	26%	38%	27%	54%	28%	18%	33%
A previous visit	30%	35%	24%	38%	34%	37%	21%	67%
Water sports	24%	26%	27%	21%	20%	17%	35%	33%
Recommendation of friend, relative, travel agency	18%	28%	22%	17%	6%	17%	21%	33%
It is a safe place to spend a vacation	17%	16%	11%	19%	12%	22%	26%	
SCUBA diving	8%	12%	7%	10%	2%	15%	6%	
Honeymoon	5%	5%	11%	4%	8%	4%		
To visit friends or relatives	5%	12%	4%	4%		9%	3%	
To get married or Attend wedding	4%	2%	9%	2%	6%	2%		
Company or Business trip	3%	2%	9%	4%	2%		3%	
Other	2%			2%		7%	6%	
My company sponsored me	2%		2%		2%	2%	9%	
Organized Sporting Activity	2%		2%			4%	6%	
To golf	1%	2%				4%	3%	
Career certification or testing	1%			4%			3%	
Promotional materials from GVB	0%							
Total Cases	325	43	45	48	50	46	34	3

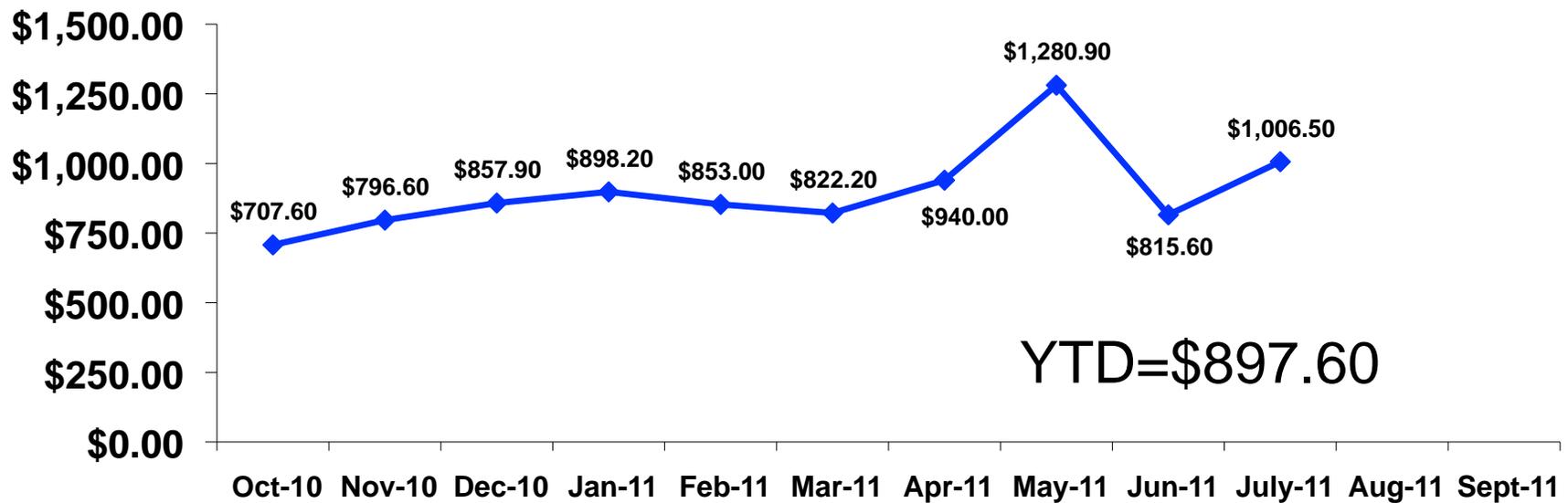
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥78.96/US\$1

- \$1,846.20 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$12,284 = maximum (highest amount recorded for the entire sample)
- \$1,006.50 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

¥78.96=\$1

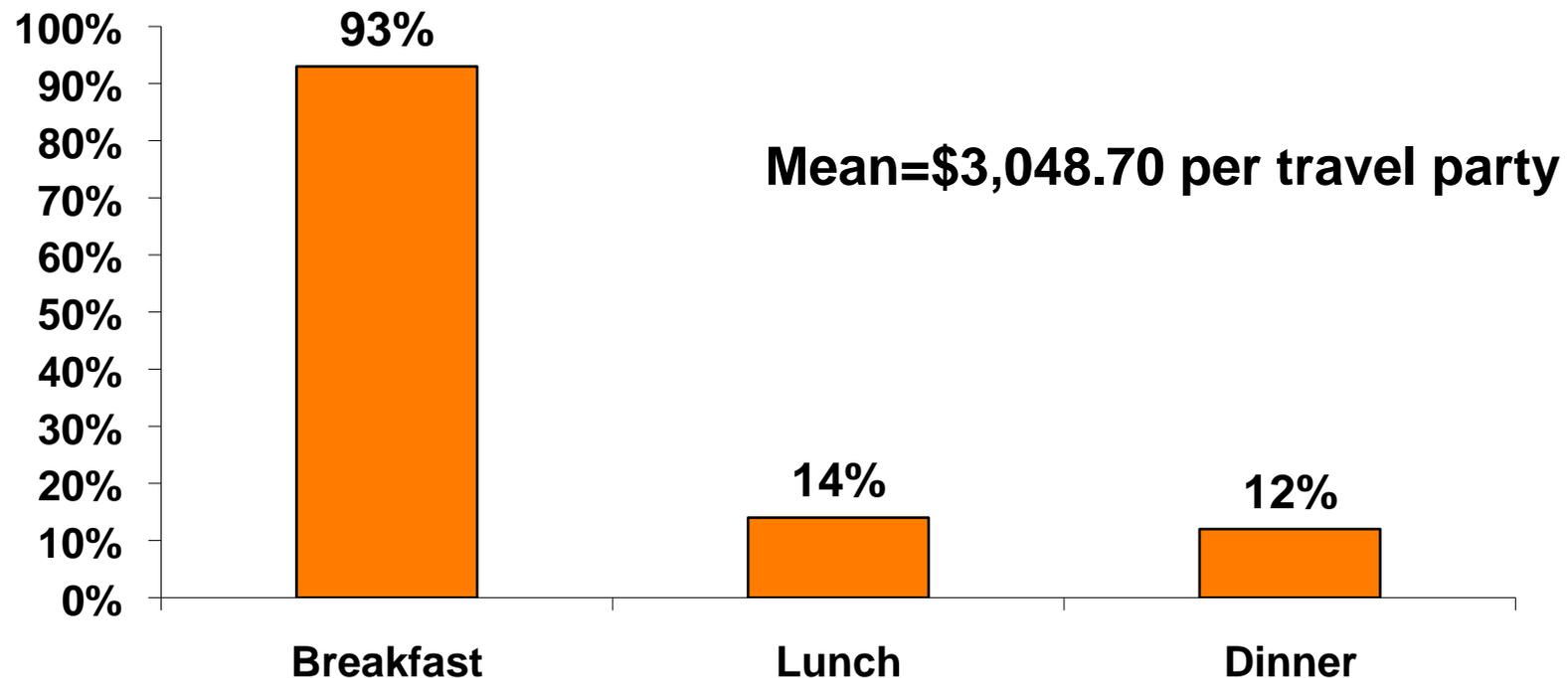
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,636.00
Air & Accommodation w/ daily meal package	\$3,048.70
Air only	\$1,483.60
Accommodation only	\$114.00
Accommodation w/ daily meal only	\$886.50
Food & Beverages in Hotel	\$475.80
Ground transportation- Japan	\$154.40
Ground transportation- Guam	\$50.00
Optional tours/ activities	\$350.10
Other expenses	\$560.80
Total Prepaid	\$1,846.20

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

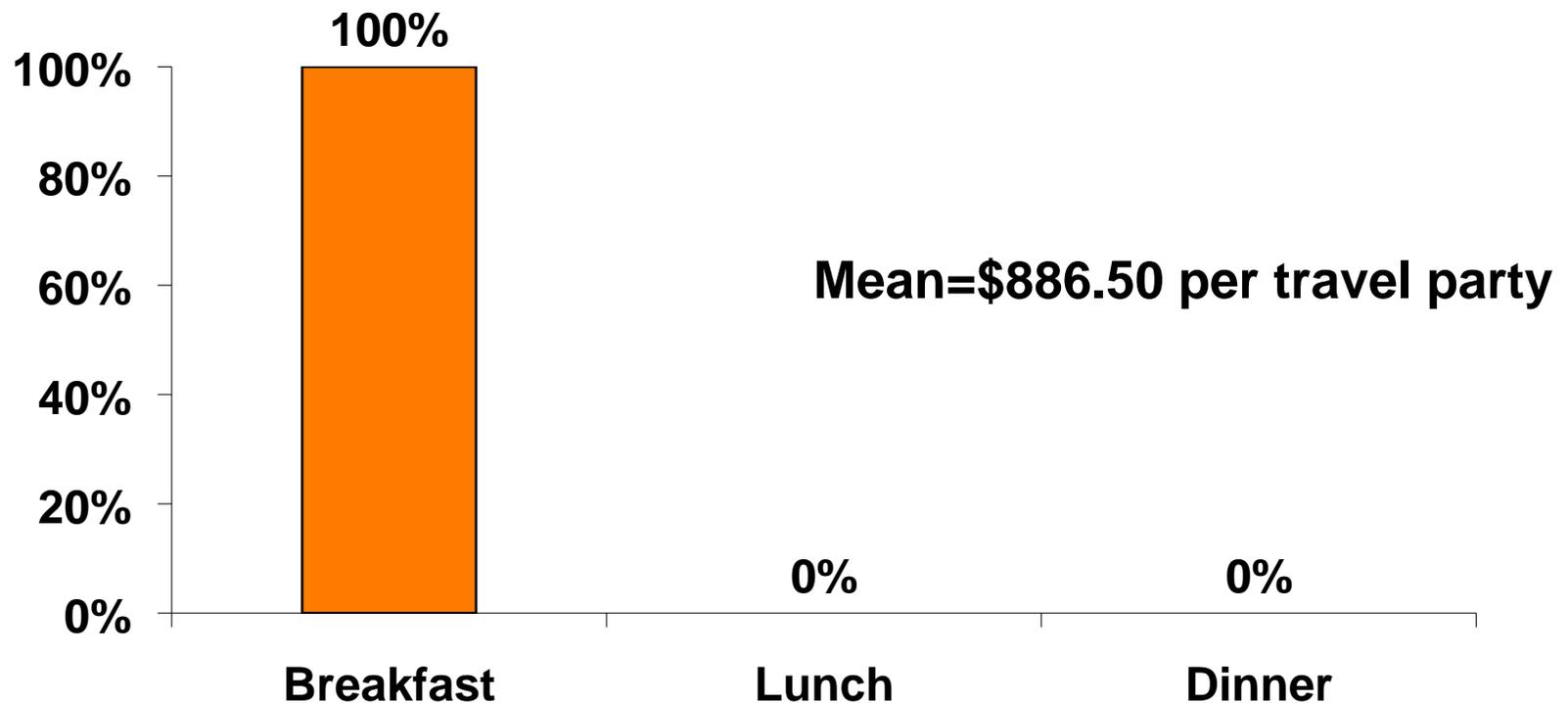
n=42



Prepaid Meal Breakdown

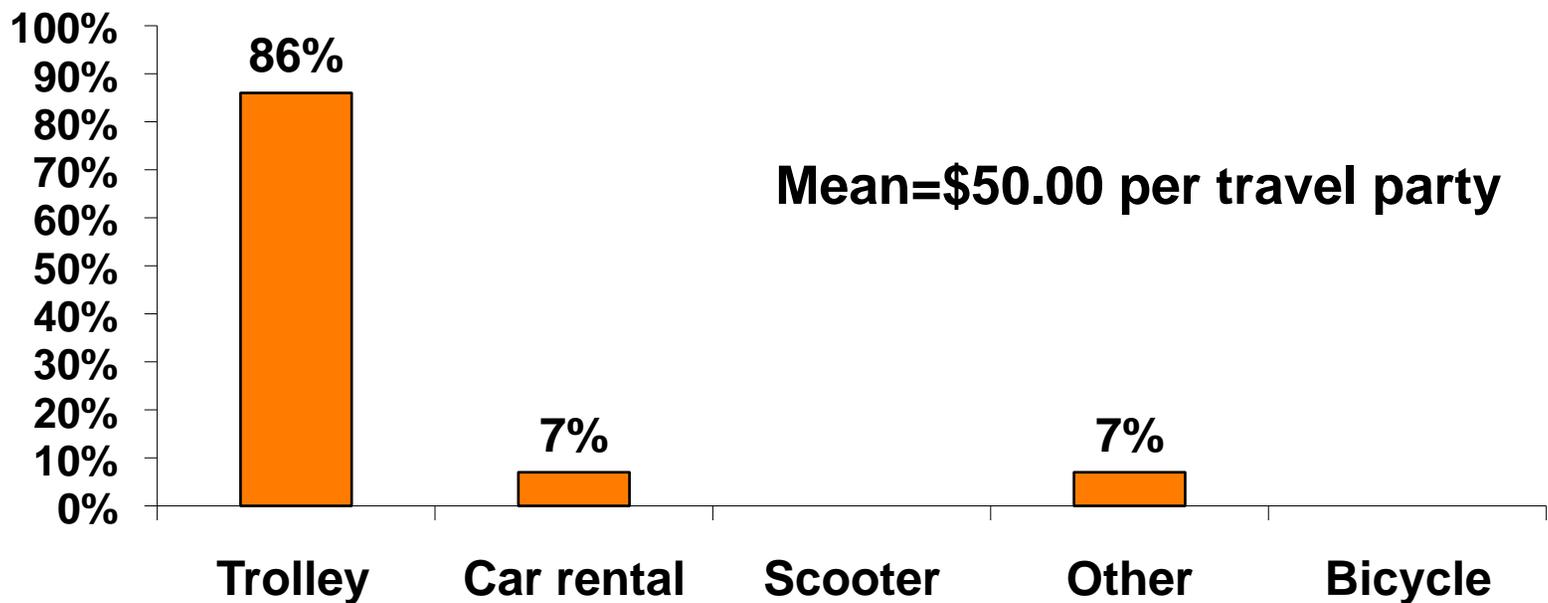
Accommodations with Daily Meal Package

n=1



Prepaid Ground Transportation

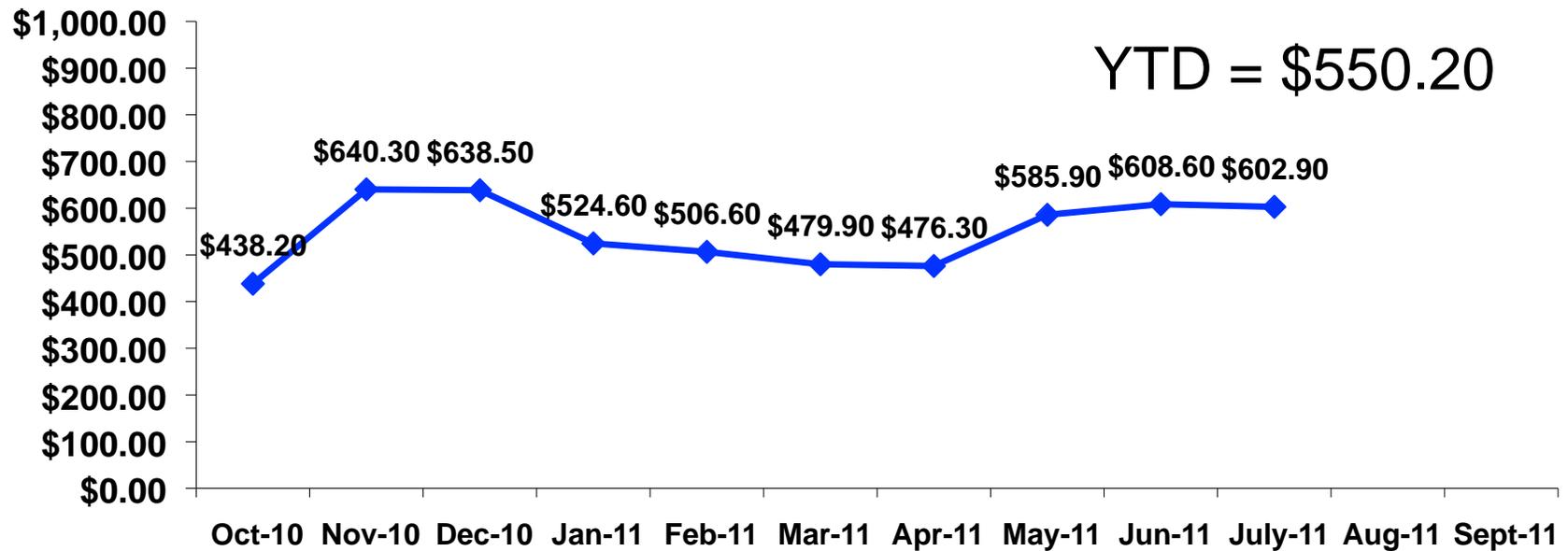
n=14



On-Island Expenditures

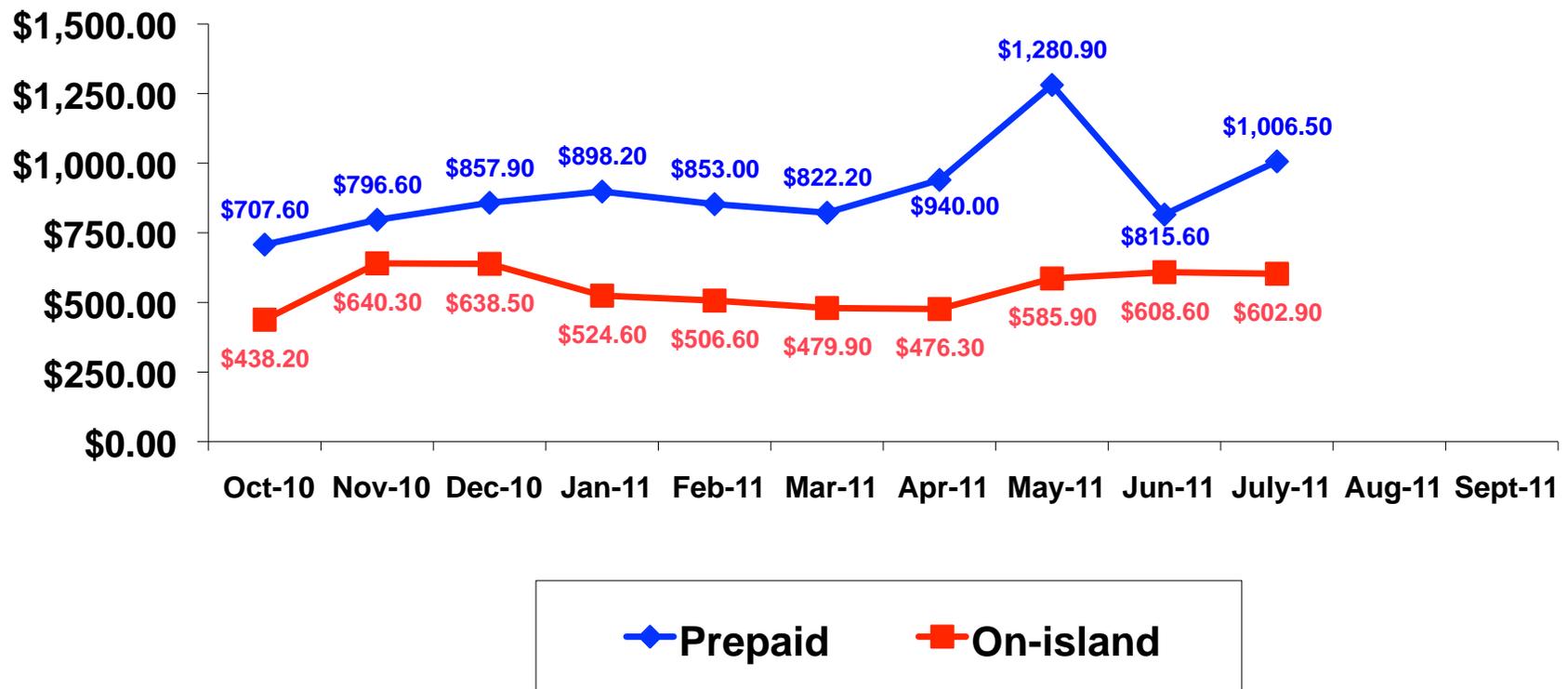
- \$966.80 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)
- \$602.90 = overall mean average per person on-island expenditure

On-Island Expenditures



Prepaid / On-Island Expenditures

Prepaid YTD = \$897.60 • On-Island YTD = \$550.20



Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER									
		Male	Female	Male					Female				
				AGE					AGE				
				<20	20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A Mean	\$966.83	\$1,106.31	\$833.20	\$2,000.00	\$840.83	\$825.61	\$1,606.25	\$1,788.33	\$300.00	\$670.70	\$750.44	\$1,561.65	\$1,750.00
Median	\$700	\$900	\$600	\$2,000	\$800	\$800	\$1,000	\$1,000	\$300	\$565	\$615	\$800	\$1,000

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$32.30	\$52.94	\$12.51	\$6.25	\$18.40	\$21.05	\$60.16	\$113.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF REST/CONV	Mean	\$43.65	\$63.19	\$24.92	\$17.50	\$28.42	\$32.77	\$67.30	\$145.10
	Median	\$10	\$23	\$7	\$20	\$9	\$14	\$20	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$80.35	\$105.16	\$56.59	\$16.25	\$54.01	\$72.83	\$128.16	\$193.62
	Median	\$25	\$50	\$13	\$8	\$0	\$50	\$80	\$50
OPTIONAL TOUR	Mean	\$115.28	\$142.93	\$88.80	\$377.50	\$91.99	\$101.61	\$148.89	\$209.76
	Median	\$0	\$0	\$0	\$205	\$40	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$246.65	\$278.07	\$216.54	\$57.50	\$185.48	\$245.17	\$436.18	\$226.19
	Median	\$80	\$100	\$50	\$65	\$50	\$50	\$100	\$100
GIFT/SOUV- F&F AT HOME	Mean	\$142.37	\$164.10	\$121.55	\$42.50	\$115.70	\$120.41	\$185.46	\$336.29
	Median	\$75	\$100	\$50	\$35	\$50	\$50	\$100	\$240
LOCAL TRANS	Mean	\$20.30	\$28.75	\$12.16	\$12.50	\$14.11	\$18.82	\$21.21	\$72.71
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7
OTHER EXP	Mean	\$284.99	\$271.04	\$298.45	\$195.00	\$228.11	\$174.91	\$545.61	\$474.29
	Median	\$0	\$15	\$0	\$0	\$10	\$0	\$10	\$30
TOTAL ON ISLAND	Mean	\$966.83	\$1,106.31	\$833.20	\$725.00	\$737.27	\$790.29	\$1,592.95	\$1,771.90
	Median	\$700	\$900	\$600	\$300	\$600	\$700	\$1,000	\$1,000

On-Island Expenditures

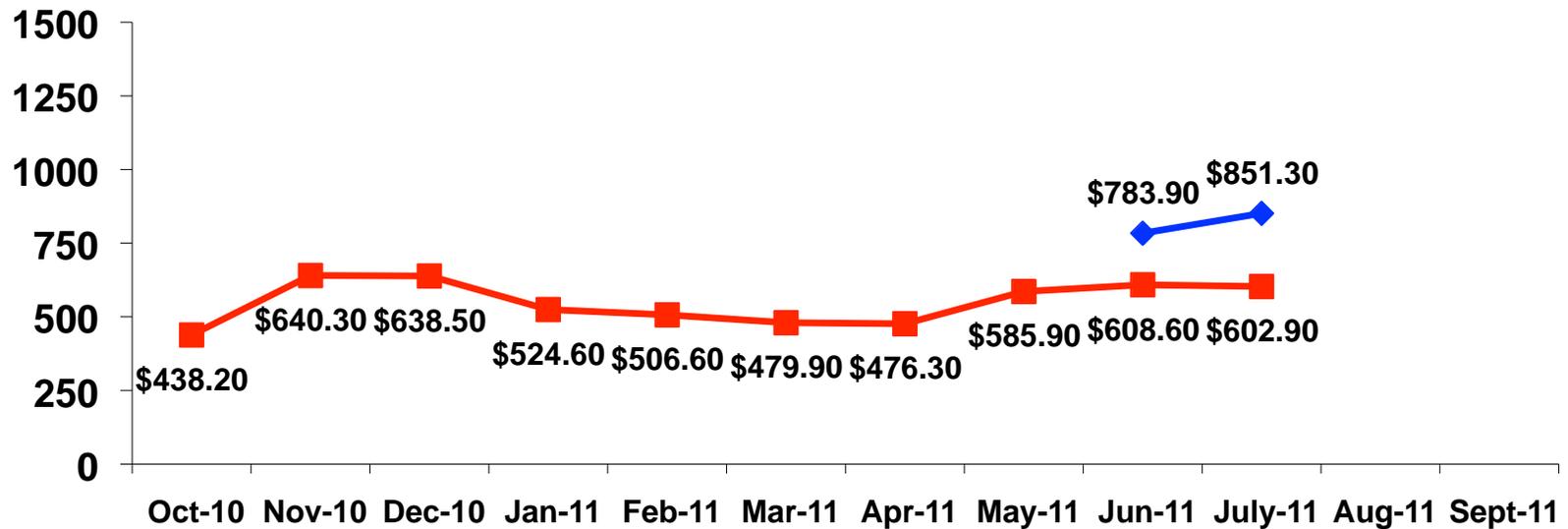
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$36.30	\$26.67
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$42.62	\$45.09
	Median	\$10	\$17
F&B-OUT- SIDE HOTEL/ REST	Mean	\$82.13	\$77.87
	Median	\$10	\$40
OPTIONAL TOUR	Mean	\$122.11	\$105.69
	Median	\$0	\$40
GIFT/ SOUV-SELF	Mean	\$239.19	\$257.13
	Median	\$100	\$55
GIFT/SOUV- F&F AT HOME	Mean	\$133.33	\$155.07
	Median	\$50	\$100
LOCAL TRANS	Mean	\$18.63	\$22.67
	Median	\$0	\$0
OTHER EXP	Mean	\$342.54	\$203.57
	Median	\$20	\$0
TOTAL ON ISLAND	Mean	\$1,016.80	\$896.65
	Median	\$800	\$700

Projected On-Island Expenditures

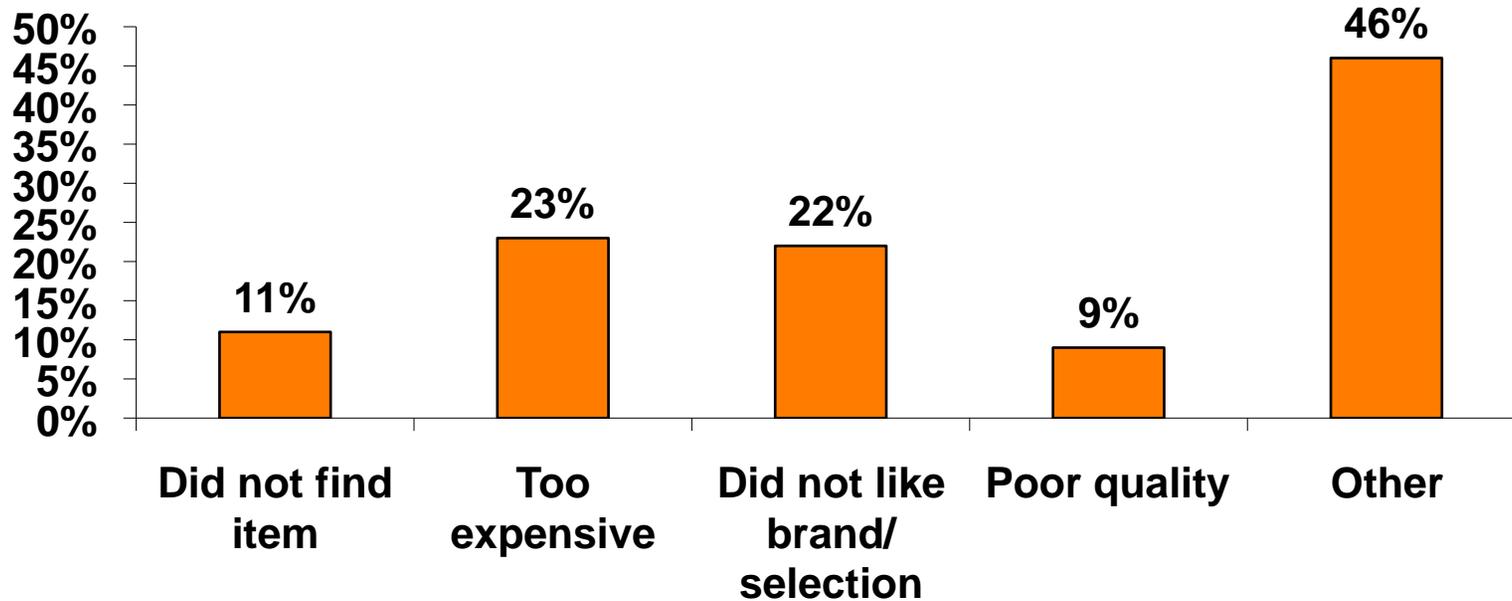
- \$851.30 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)

Projected On-Island Expenditures



Reasons for Spending Less

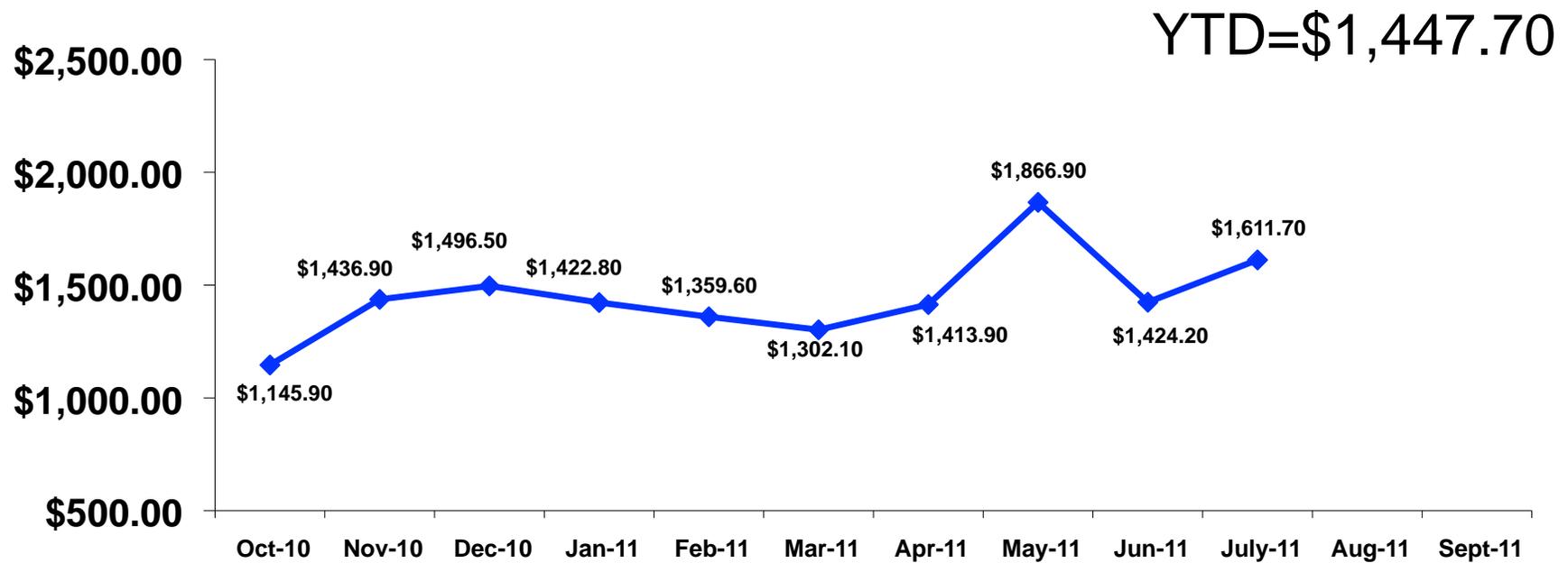
n=90



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,611.70 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$12,885 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

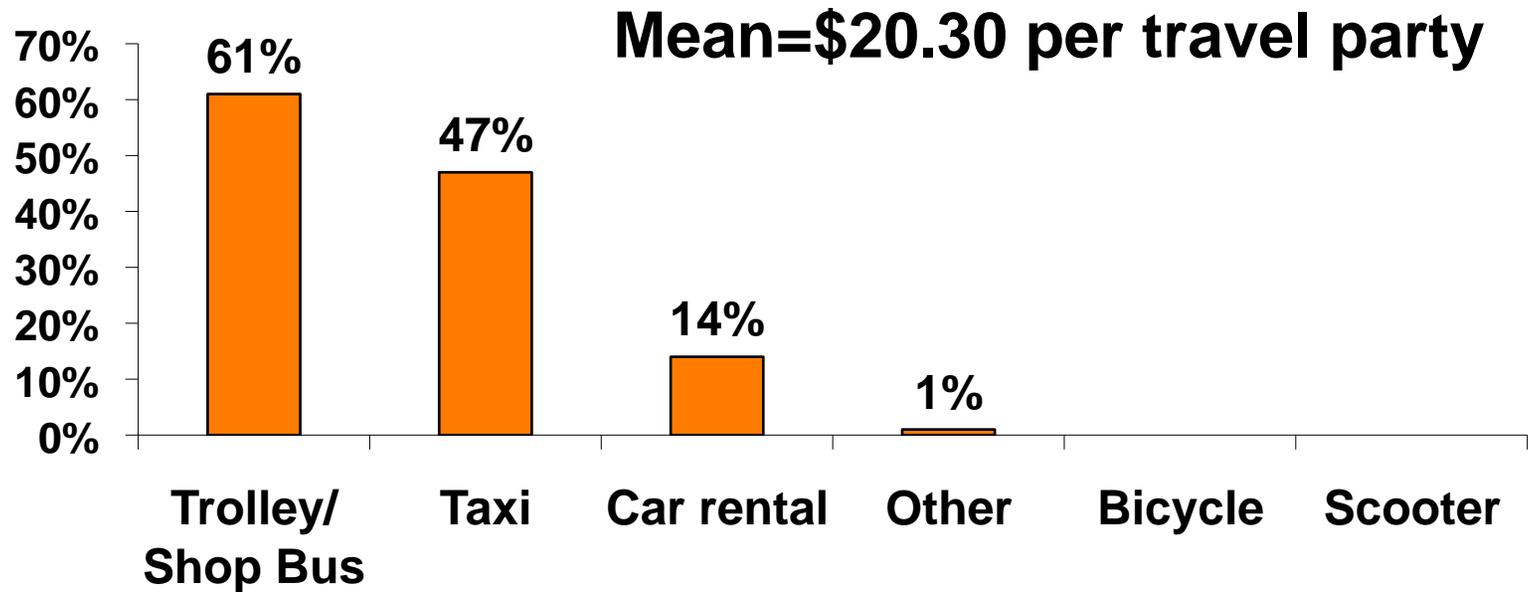


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$32.30
Food & beverage in fast food restaurant/ convenience store	\$43.60
Food & beverage at restaurants or drinking establishments outside a hotel	\$80.40
Optional tours and activities	\$115.30
Gifts/ souvenirs for yourself/companions	\$246.60
Gifts/ souvenirs for friends/family at home	\$142.40
Local transportation	\$20.30
Other expenses not covered	\$285.00
Average Total	\$966.80

Local Transportation

n=116



Guam Airport Expenditures

- \$30.10 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$600 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

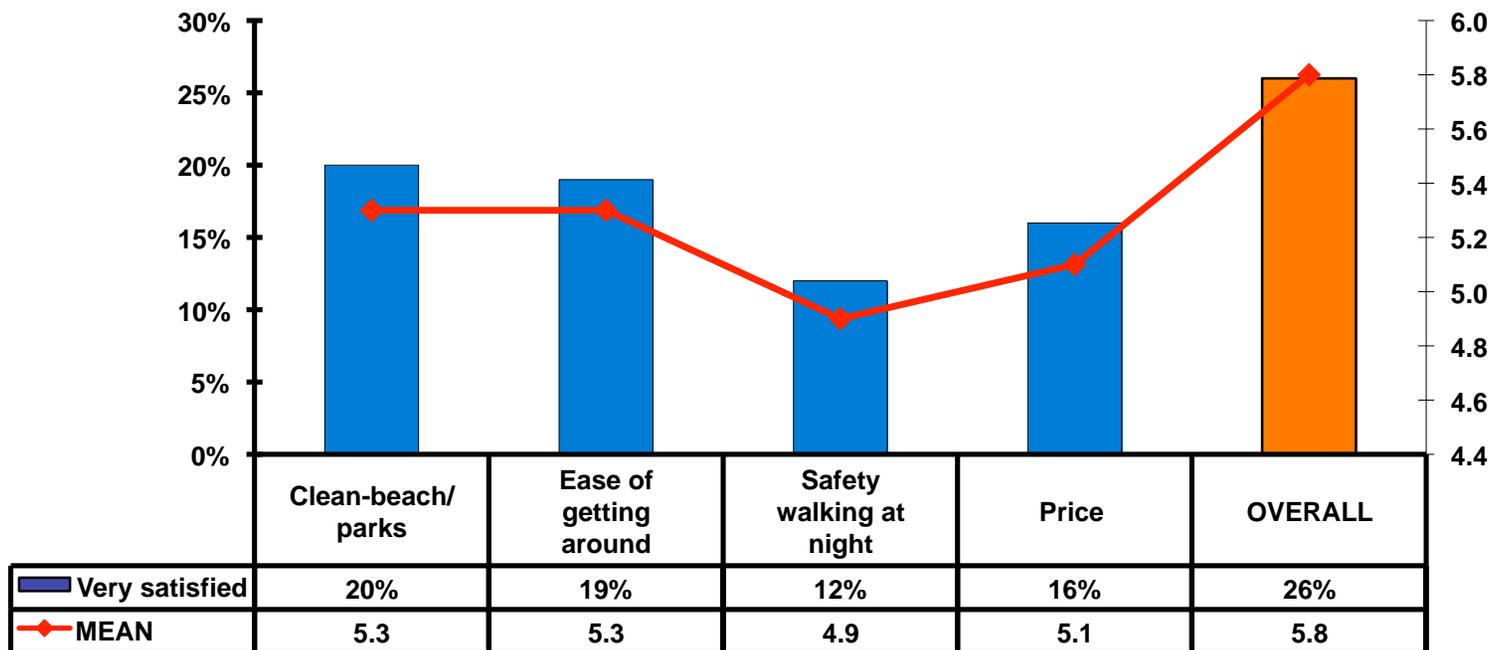
	MEAN \$
Food & Beverages	\$9.70
Gifts/Souvenirs Self	\$12.90
Gifts/Souvenirs Others	\$7.50
Total	\$30.10

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

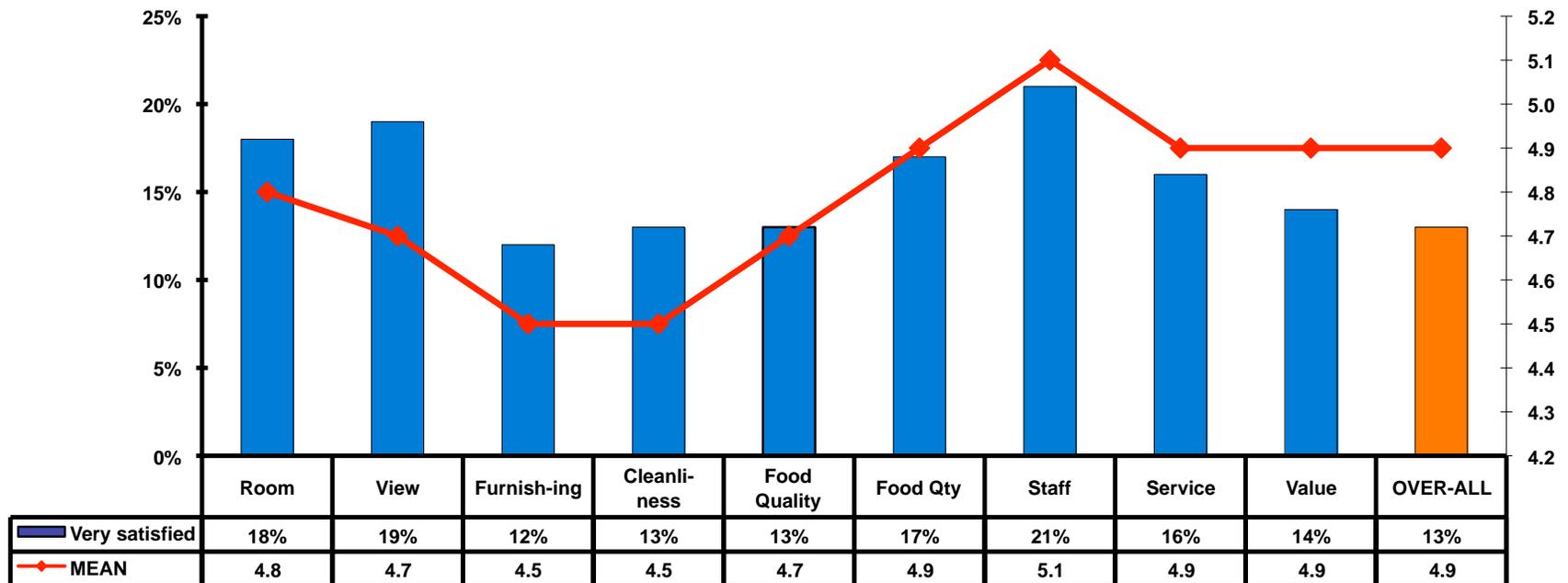
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

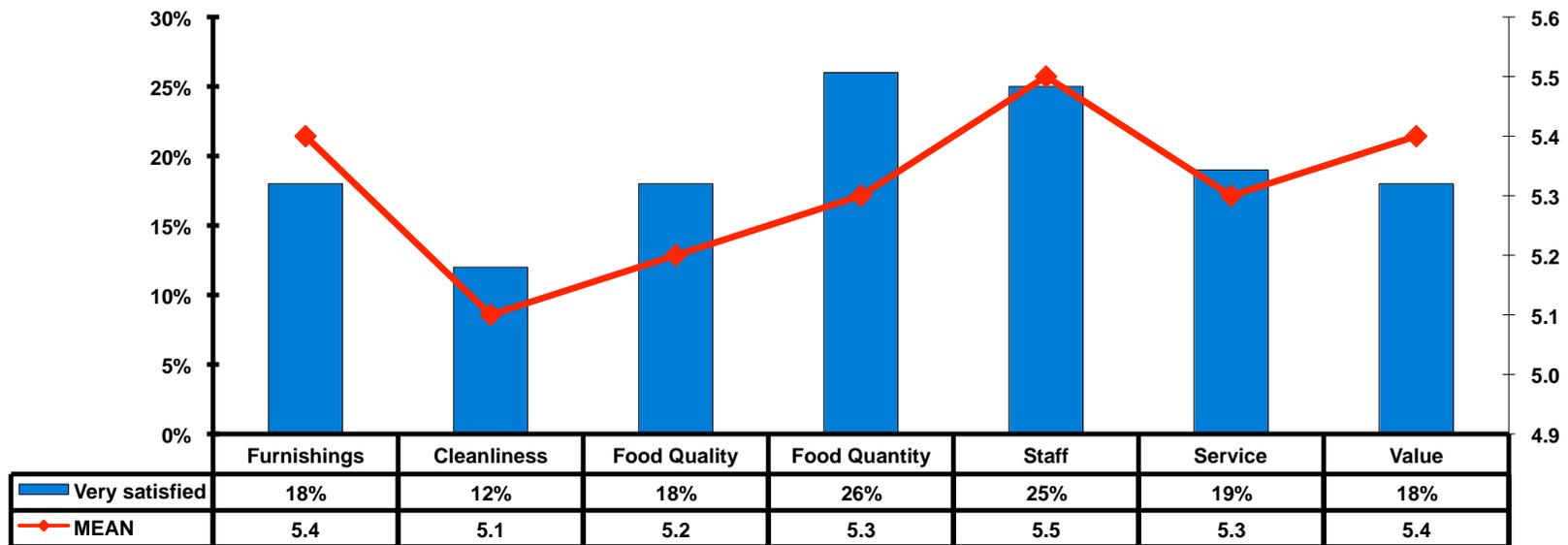
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

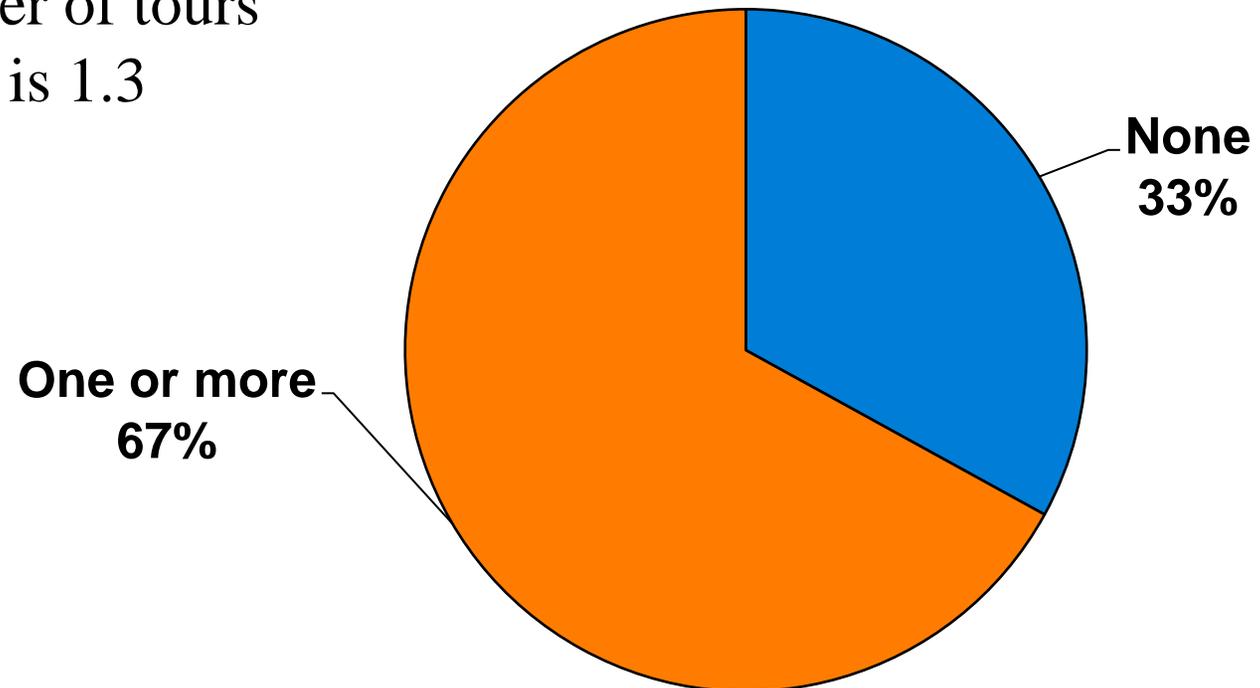
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

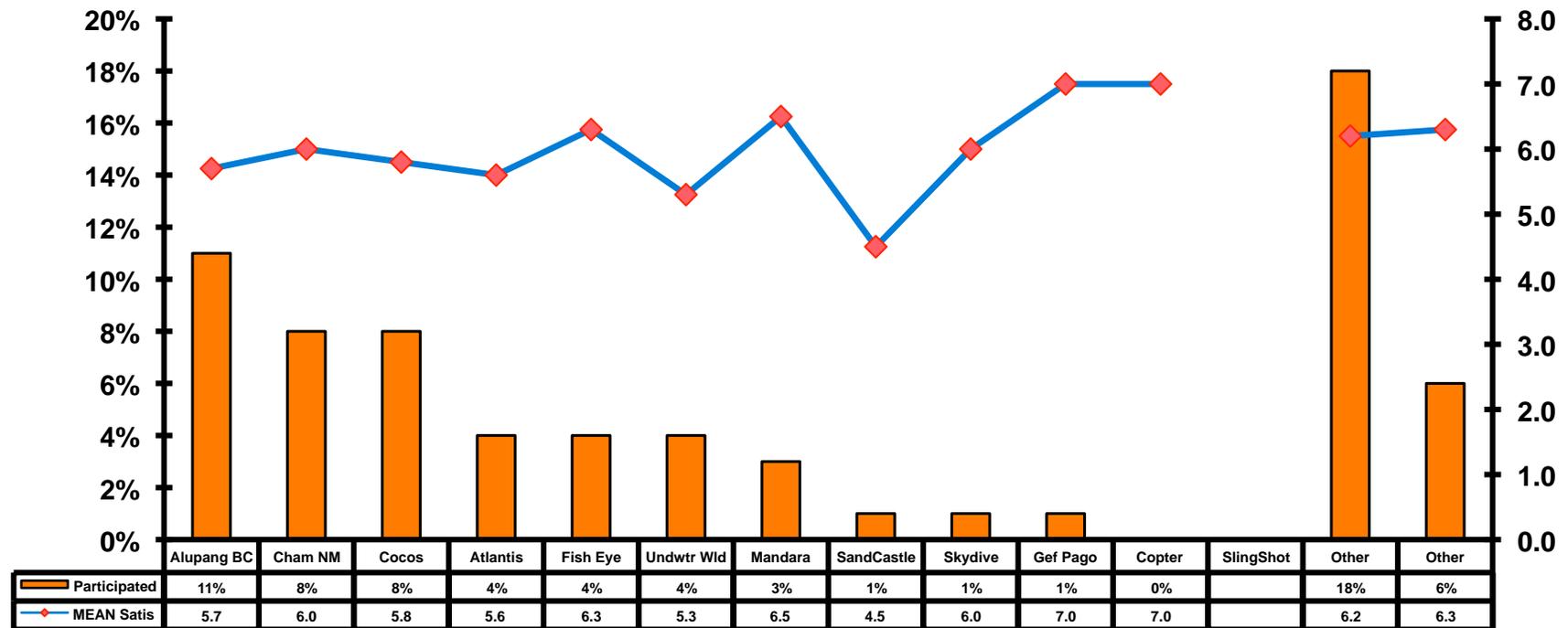
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 55%	Score of 6 to 7 = 49%
Score of 4 to 5 = 41%	Score of 4 to 5 = 43%
Score 1 to 3 = 3%	Score 1 to 3 = 7%
MEAN = 5.4	MEAN = 5.3

Optional Tour Participation

- Average number of tours participated in is 1.3



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 = 56%	Score of 6 to 7 = 55%
Score of 4 to 5 = 42%	Score of 4 to 5 = 43%
Score 1 to 3 = 1%	Score 1 to 3 = 2%
MEAN = 5.5	MEAN = 5.5

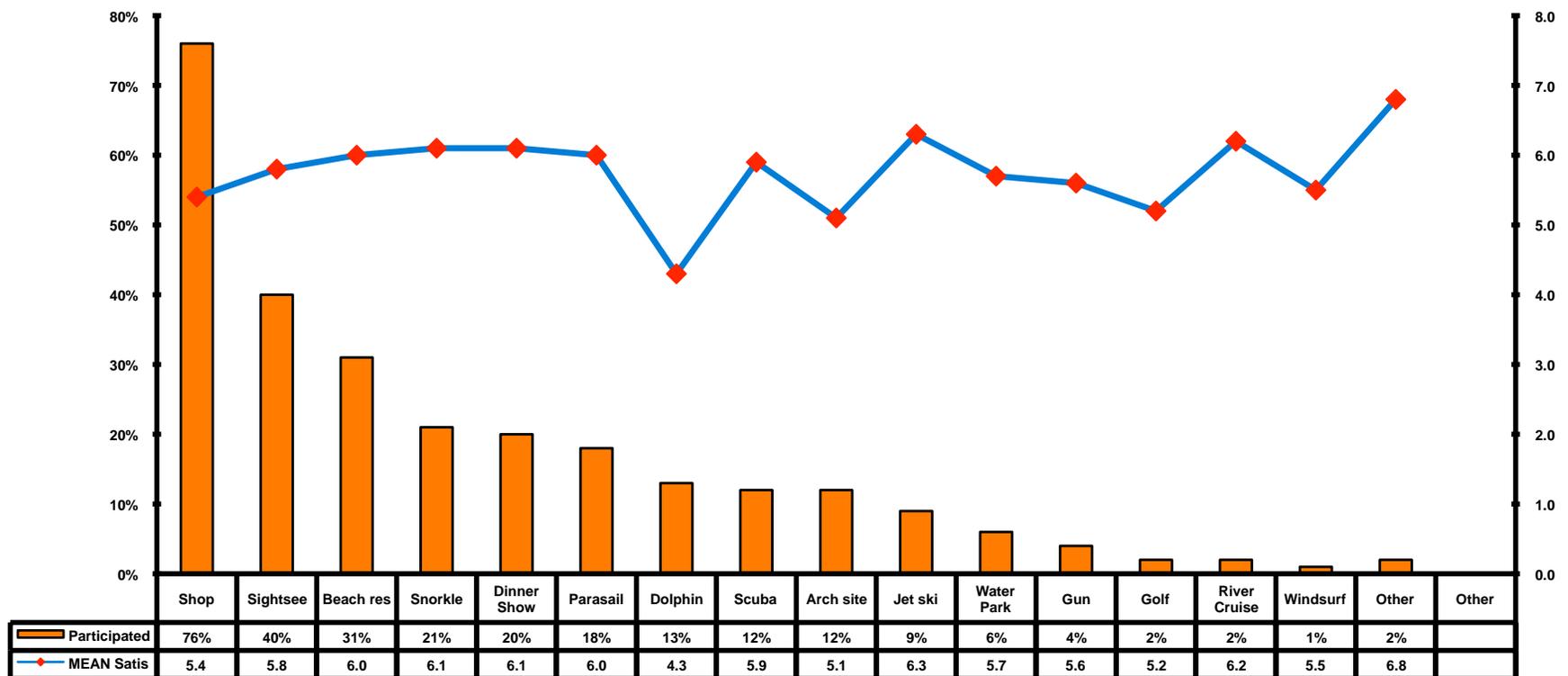
Night Tours Satisfaction

7pt Rating Scale

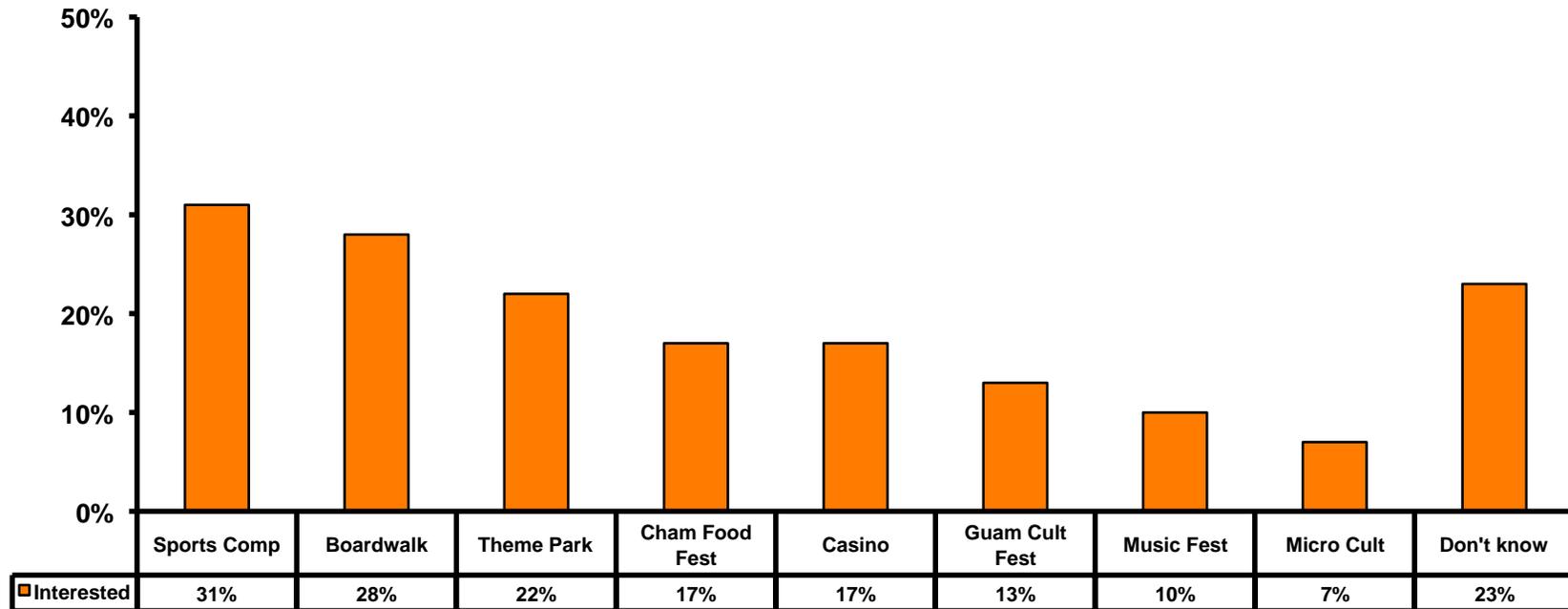
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 29%	Score of 6 to 7 = 31%
Score of 4 to 5 = 68%	Score of 4 to 5 = 66%
Score 1 to 3 = 3%	Score 1 to 3 = 3%
MEAN = 4.7	MEAN = 4.8

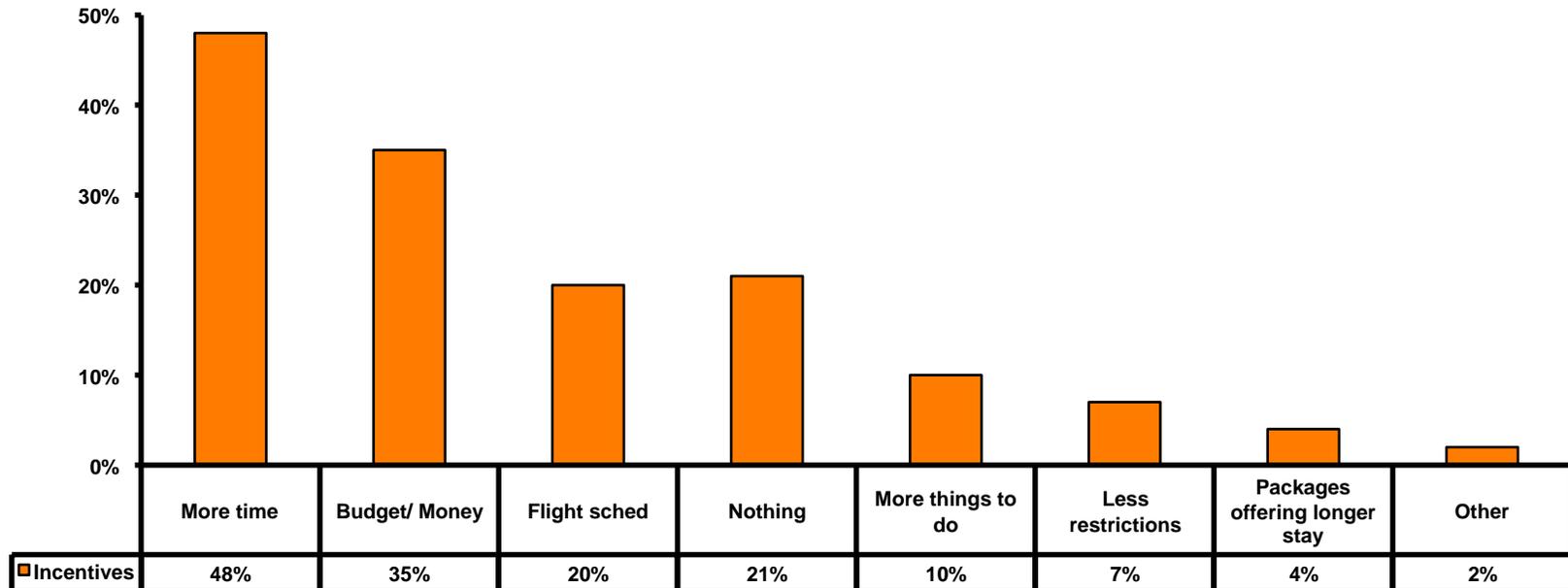
Satisfaction with Other Activities



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



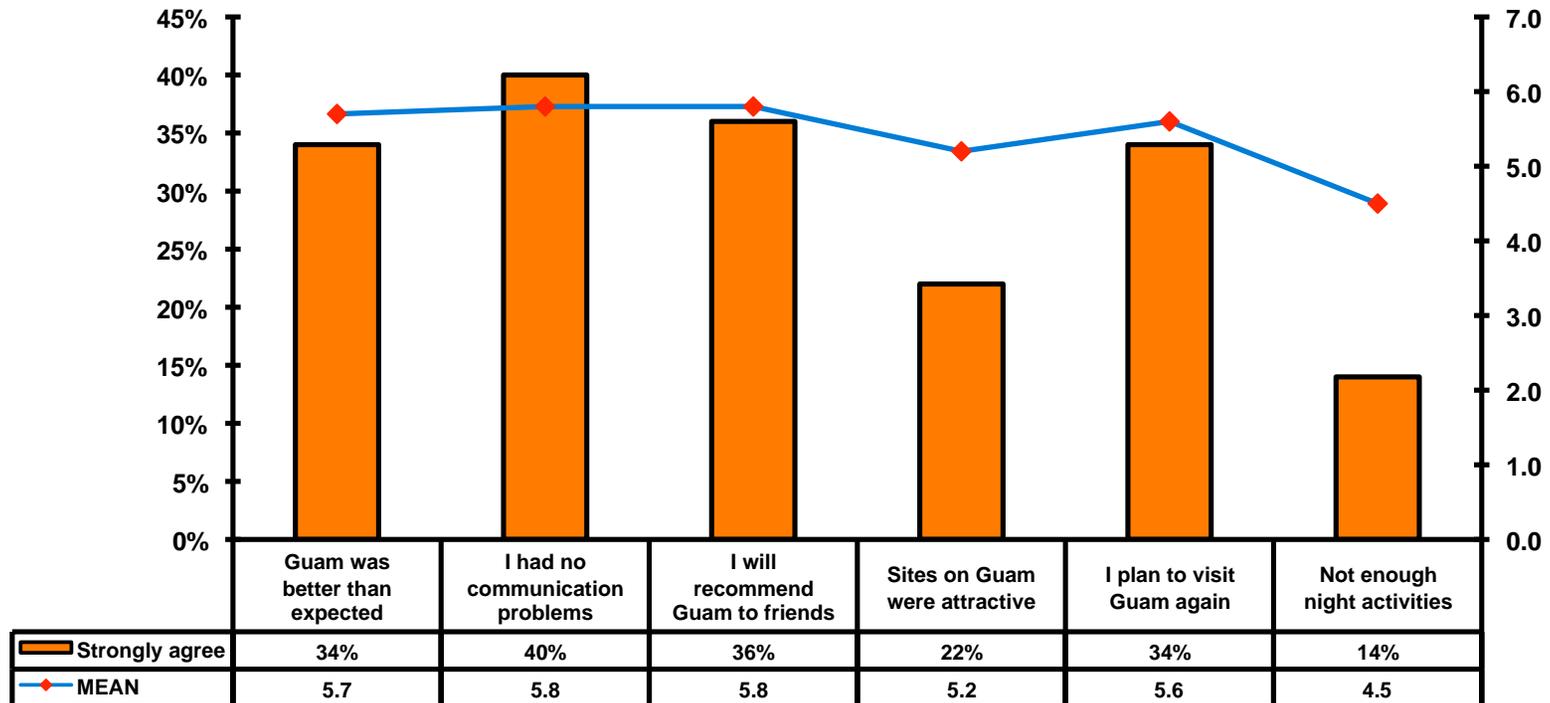
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

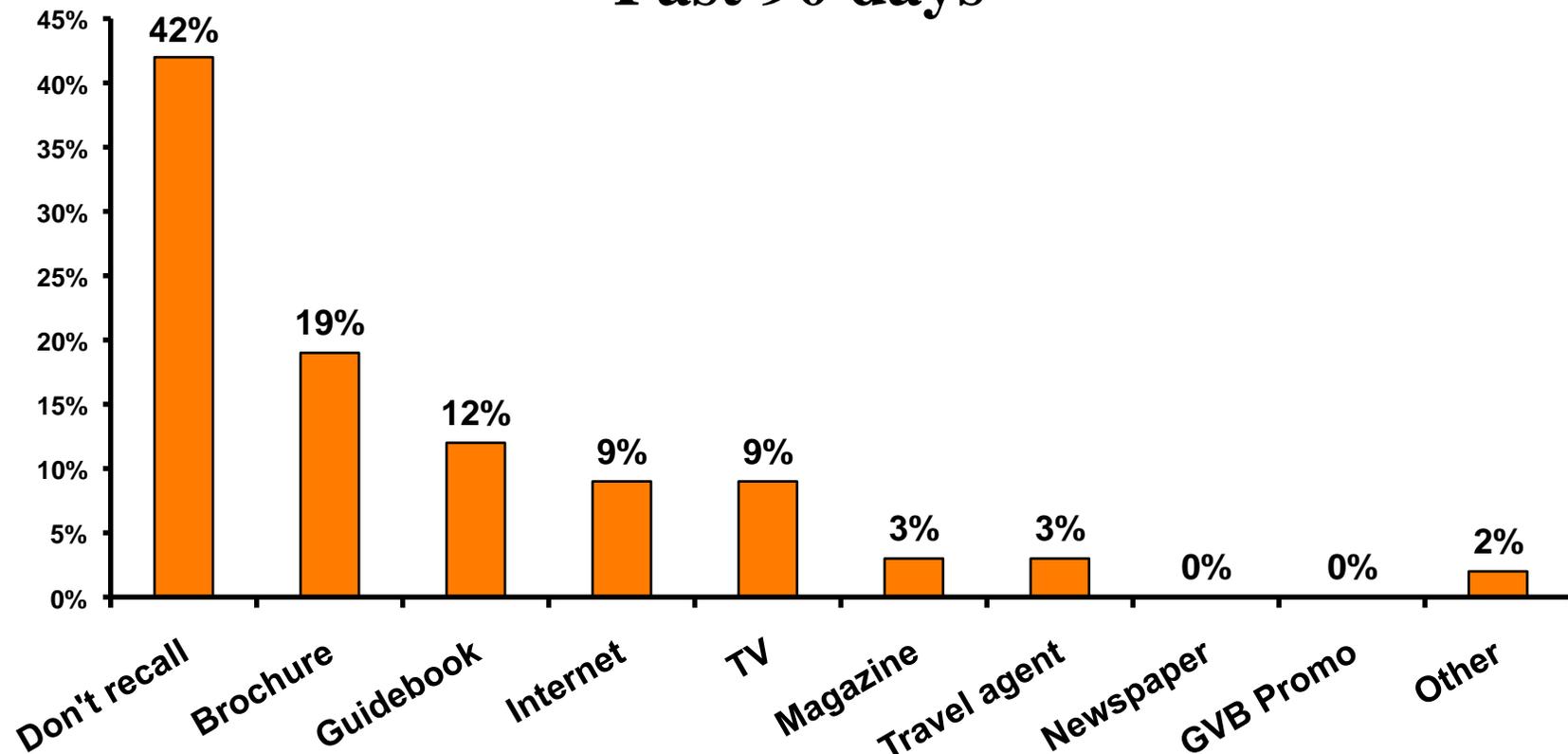
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

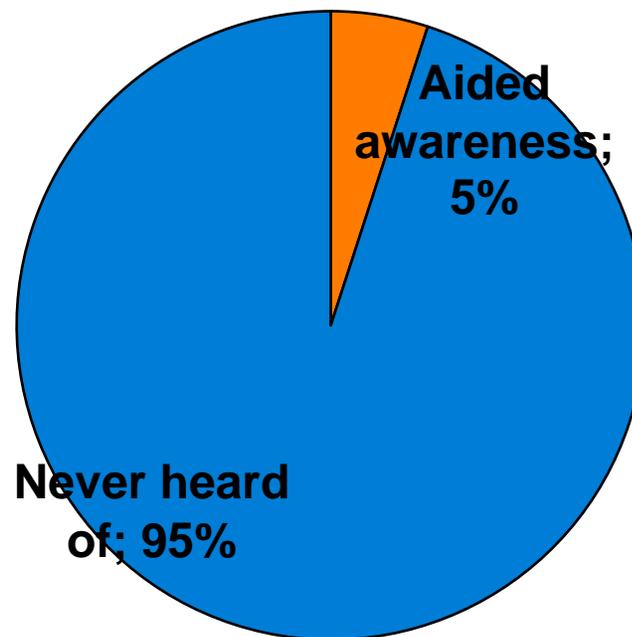


Message Recall

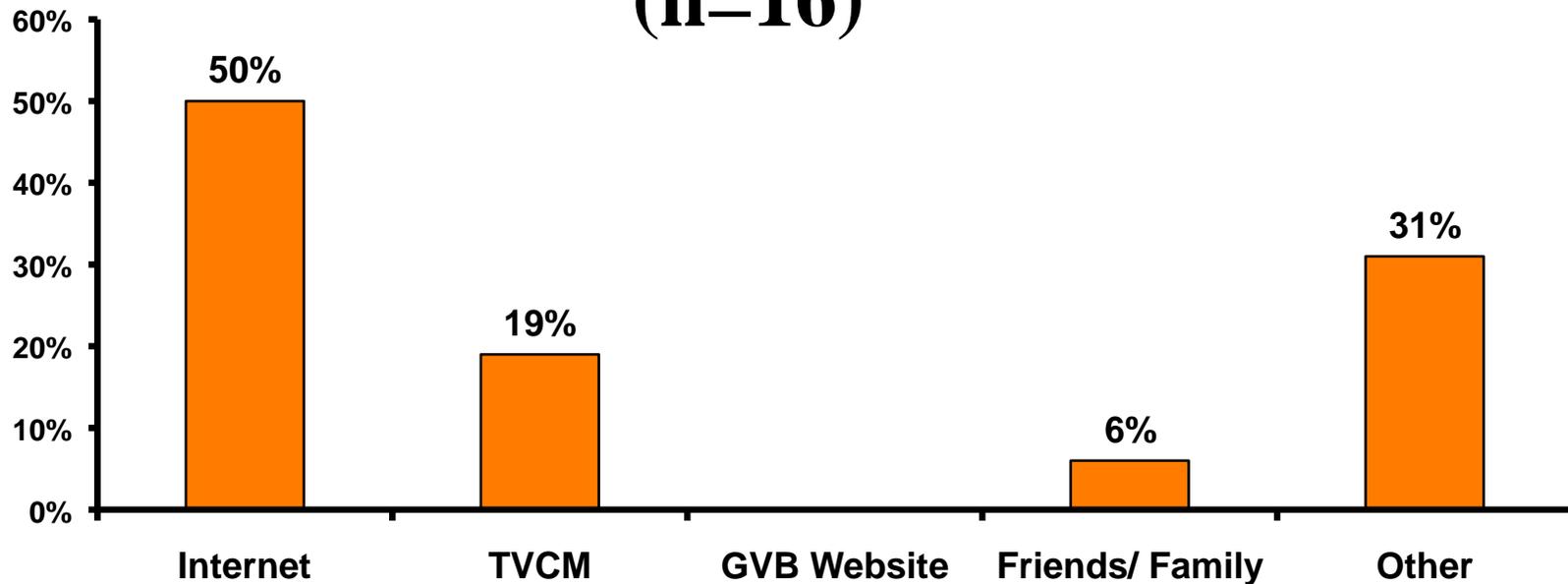
(Filter: recall ad/promo n=190)

- 68% An image
- 10% Other
- 7% Tag line
- 16% Don't recall

Aided Awareness – Hafa Adai Guam 365 Monitor Campaign

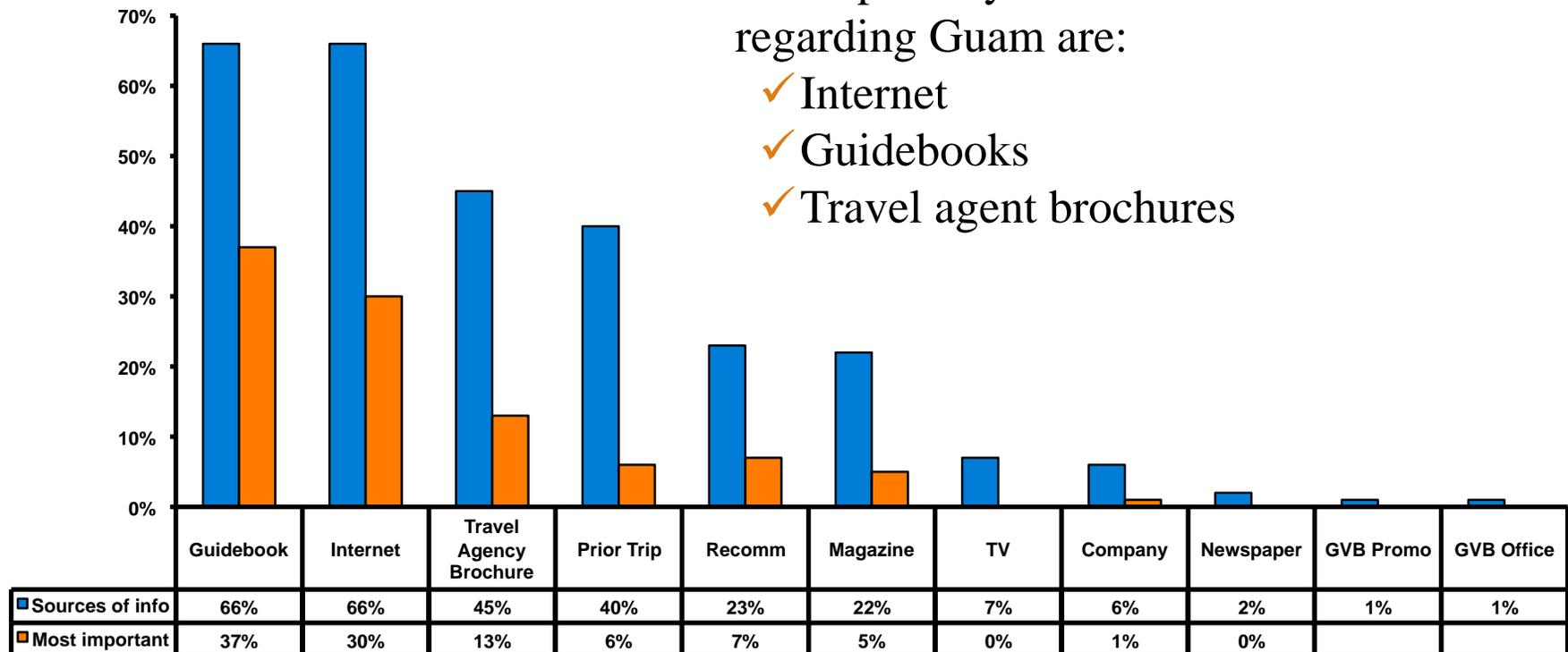


Media Source – Hafa Adai Guam 365 Monitor Campaign (n=16)



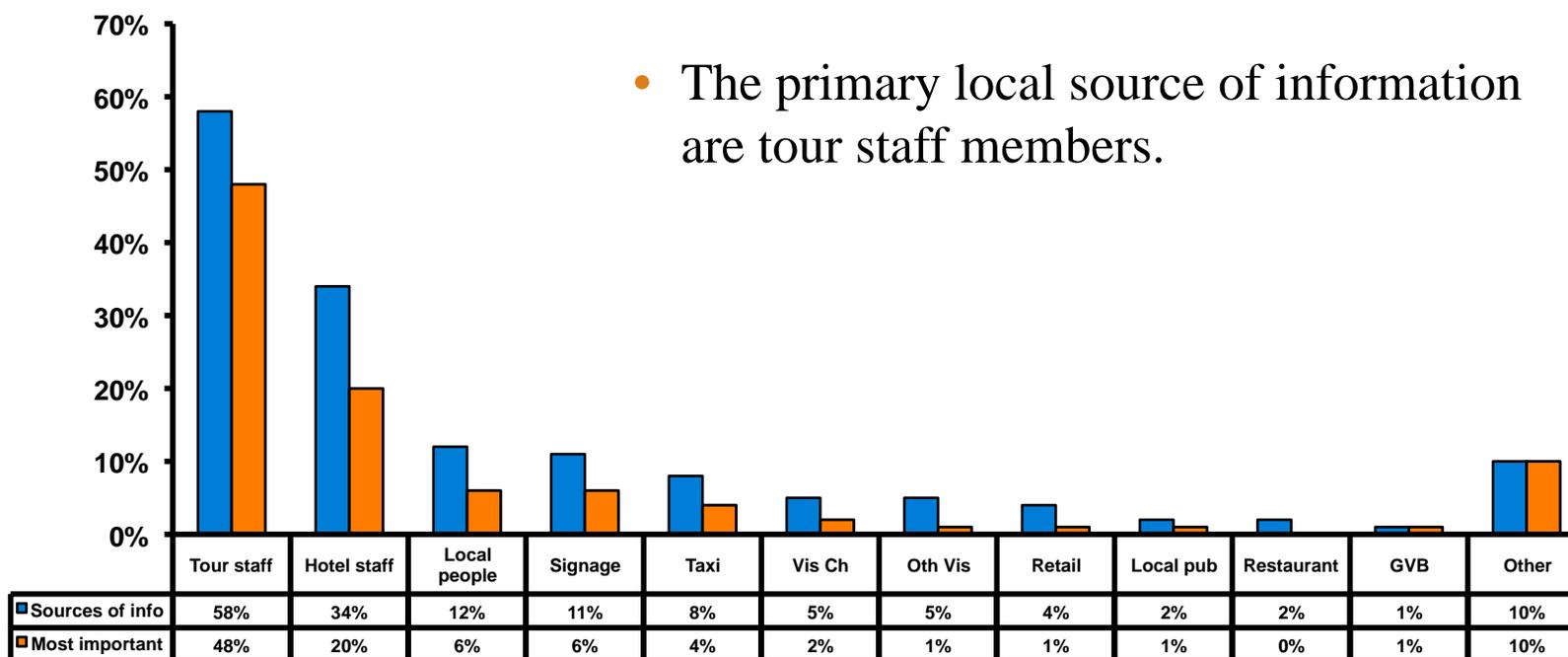
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Guidebooks
 - ✓ Travel agent brochures

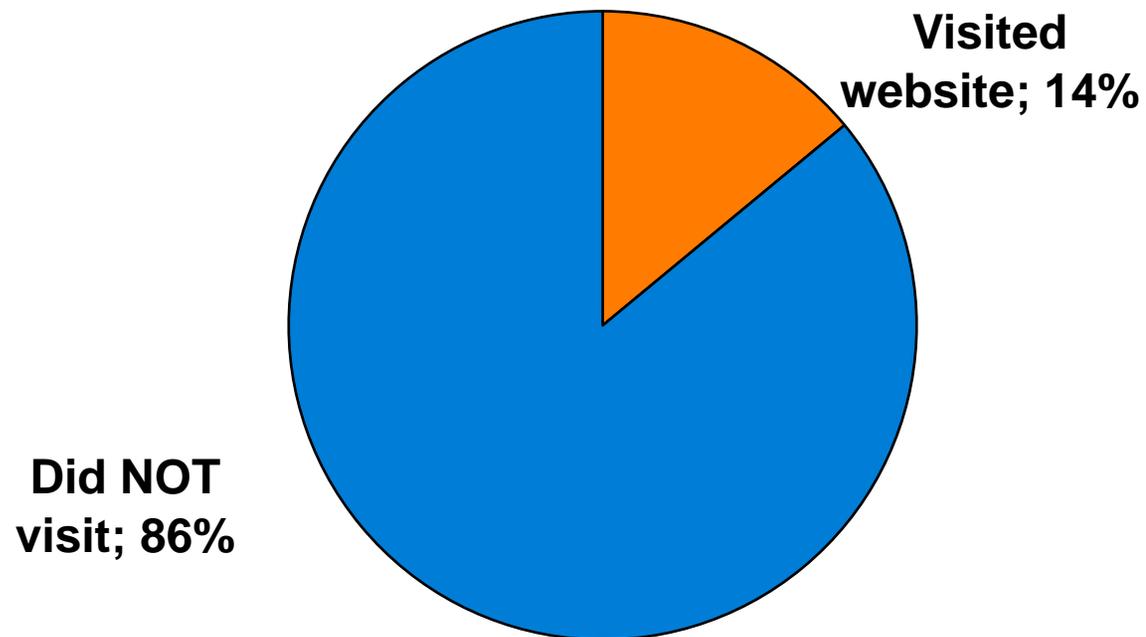


Sources of Information Post-arrival

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

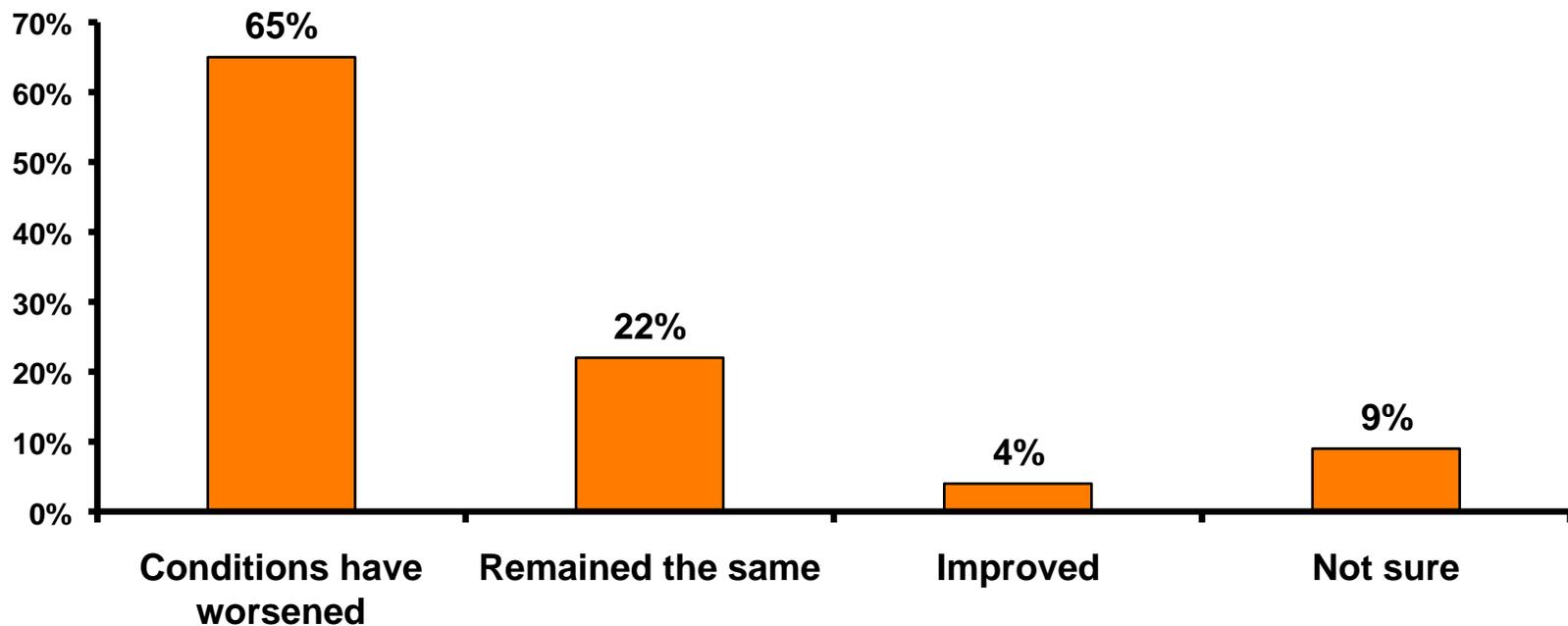


Visited GVB Website



SECTION 6
OTHER ISSUES

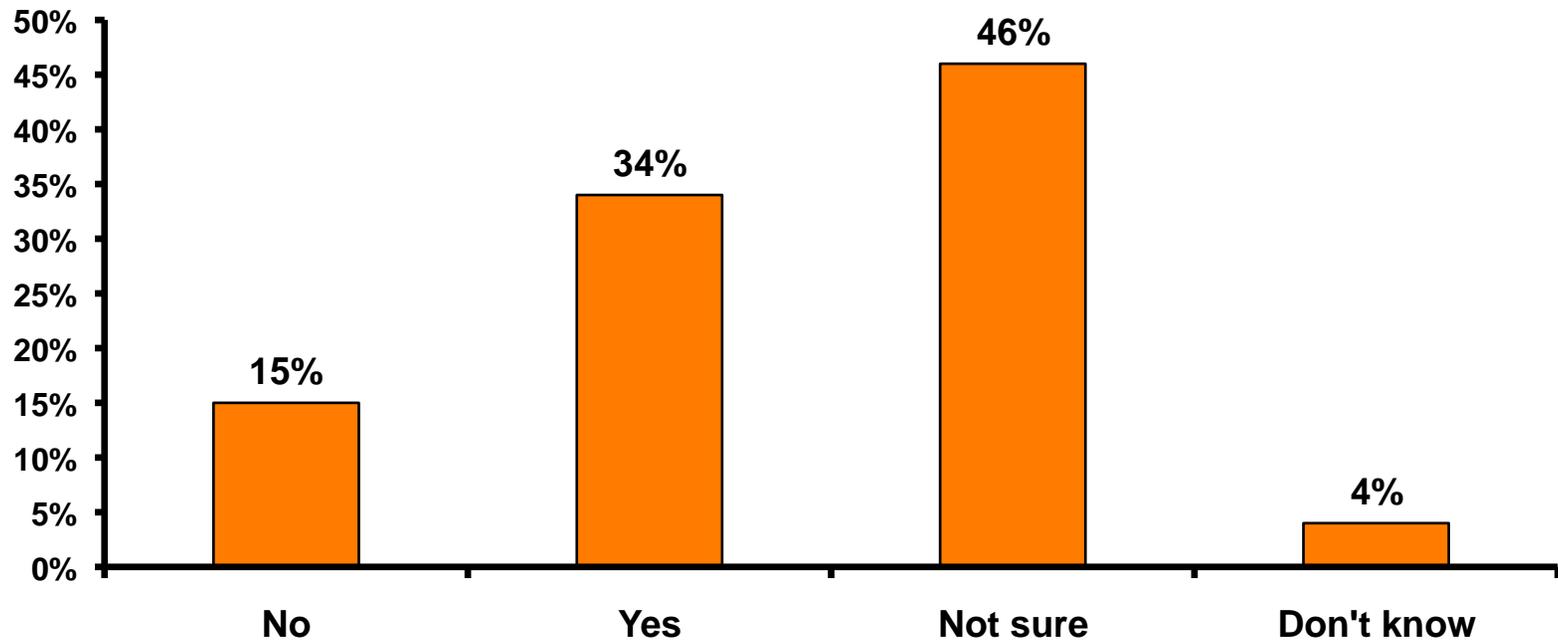
Rating the Japan economy compared to 12 months ago - Overall



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

	AGE					PERSONAL INCOME							
	<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc	
Q.23													
Conditions have worsened	75%	63%	66%	70%	67%	59%	62%	69%	72%	70%	71%	100%	
Conditions have remained the same	25%	22%	23%	25%	10%	30%	31%	21%	22%	17%	21%		
Conditions have improved		2%	6%	4%	10%			4%	6%	11%	3%		
Do not know		12%	5%	2%	14%	11%	7%	6%		2%	6%		
Total	Count	4	161	83	57	21	44	45	48	50	47	34	3

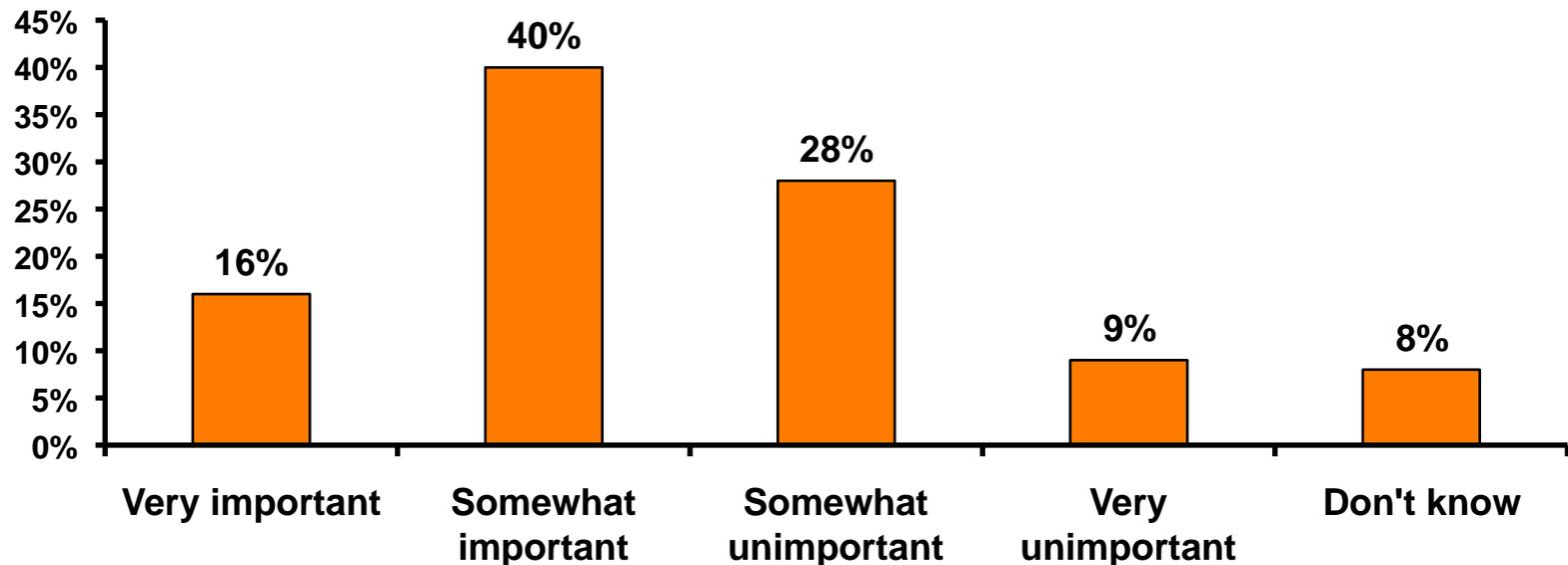
Good time to spend money on travel outside of Japan - Overall



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

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.24	No	50%	15%	13%	18%	14%	9%	13%	15%	14%	23%	21%	33%
	Yes		35%	36%	35%	29%	23%	29%	35%	32%	43%	44%	33%
	Not sure	50%	45%	48%	46%	43%	68%	56%	50%	50%	32%	32%	33%
	Do not know		5%	2%	2%	14%		2%		4%	2%	3%	
Total	Count	4	161	83	57	21	44	45	48	50	47	34	3

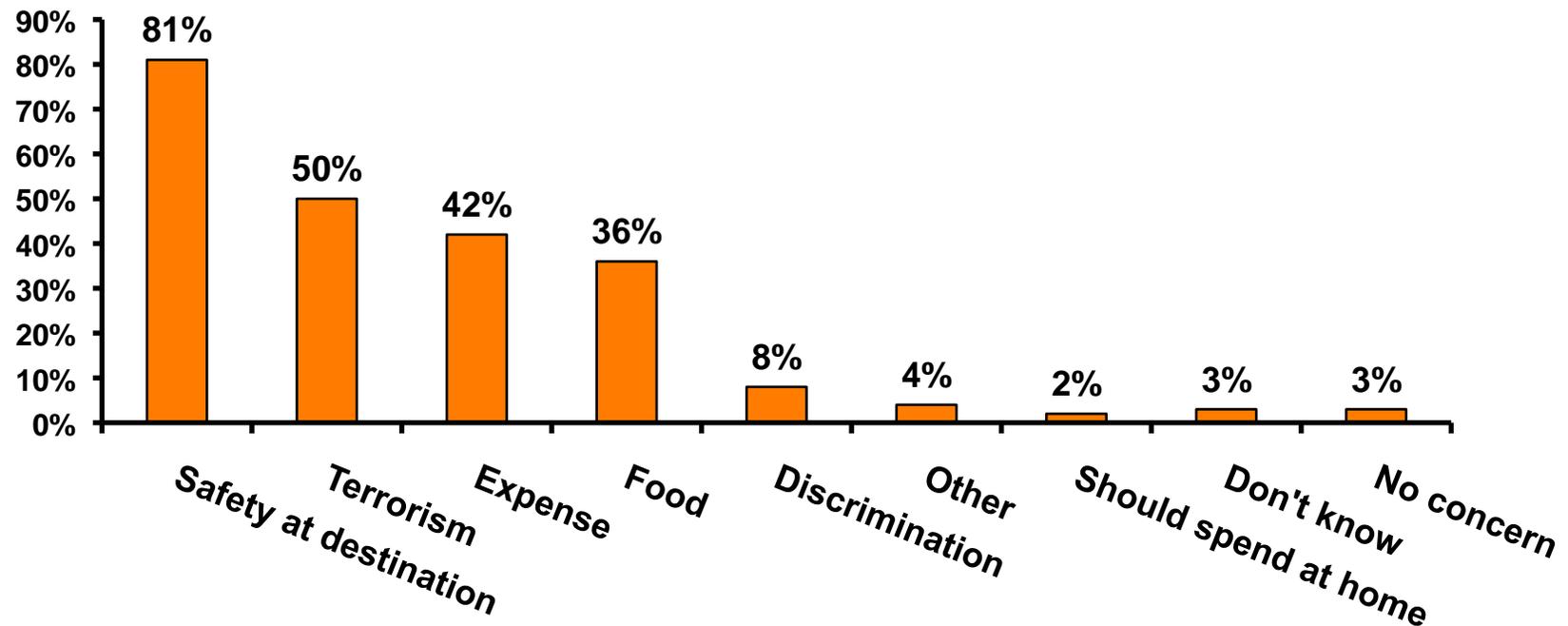
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	Nc Inc
Q.25	Very unimportant	25%	10%	5%	7%	14%	9%	7%	6%	10%	11%	9%	33%
	Somewhat unimportant	25%	25%	35%	25%	24%	37%	22%	23%	40%	38%	21%	
	Somewhat important	25%	42%	36%	46%	33%	37%	49%	42%	38%	34%	47%	33%
	Very important	25%	14%	17%	19%	14%	7%	18%	29%	10%	13%	18%	
	Do not know		9%	7%	4%	14%	9%	4%		2%	4%	6%	33%
Total	Count	4	160	83	57	21	43	45	48	50	47	34	3

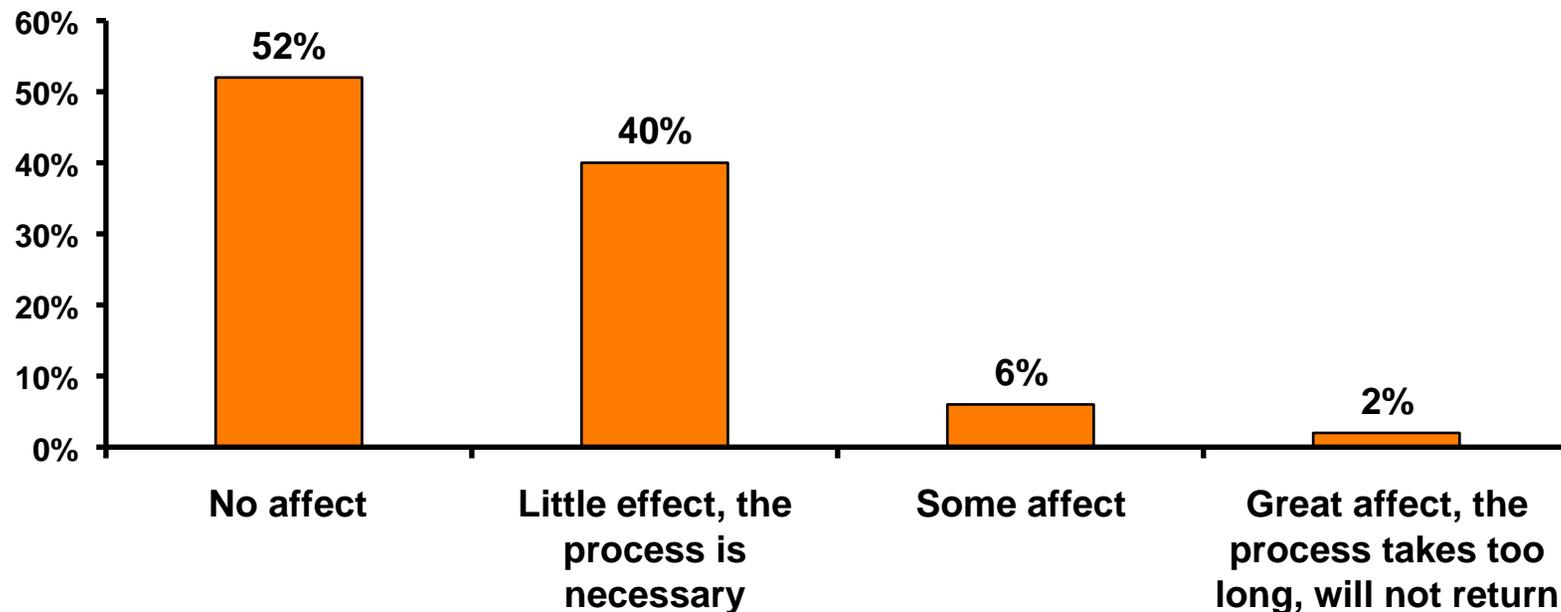
Concerns about travel outside of Japan - Overall



Concerns about travel outside of Japan - By Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.26	Safety at my destination	50%	83%	83%	82%	62%	89%	89%	88%	78%	81%	85%	67%
	Terrorism	25%	46%	52%	68%	38%	45%	53%	52%	62%	51%	47%	67%
	Expense		39%	53%	47%	24%	41%	51%	48%	54%	40%	32%	67%
	Food	25%	36%	40%	46%	5%	39%	29%	48%	40%	40%	26%	33%
	Other	25%	2%	5%	4%	5%	5%		2%	2%	2%	15%	
	No concerns	25%	4%	2%	2%	5%	5%	2%		2%	2%	9%	33%
	Spending money abroad when it should be spent at home		2%		5%	5%	2%	2%	4%	2%	4%		
	Do not know		2%	1%	2%	14%		2%					
Total	Cases	4	161	83	57	21	44	45	48	50	47	34	3

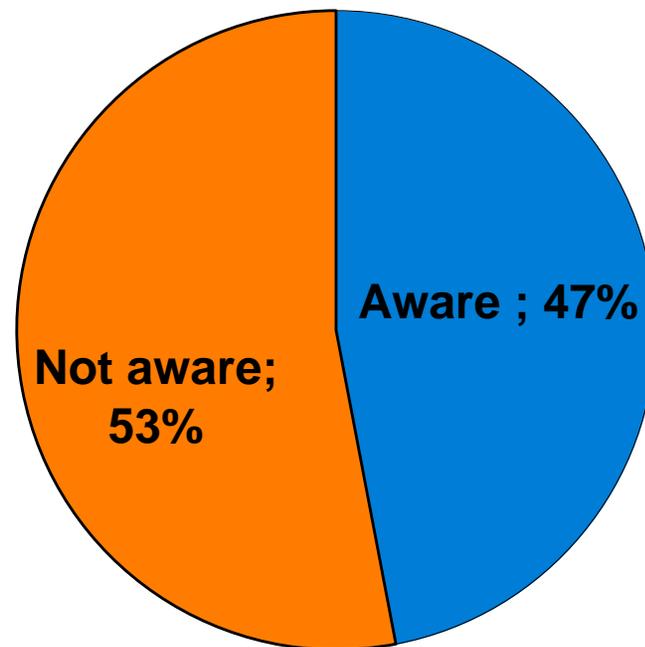
Security Screening/ Immigration Process at Guam International Airport



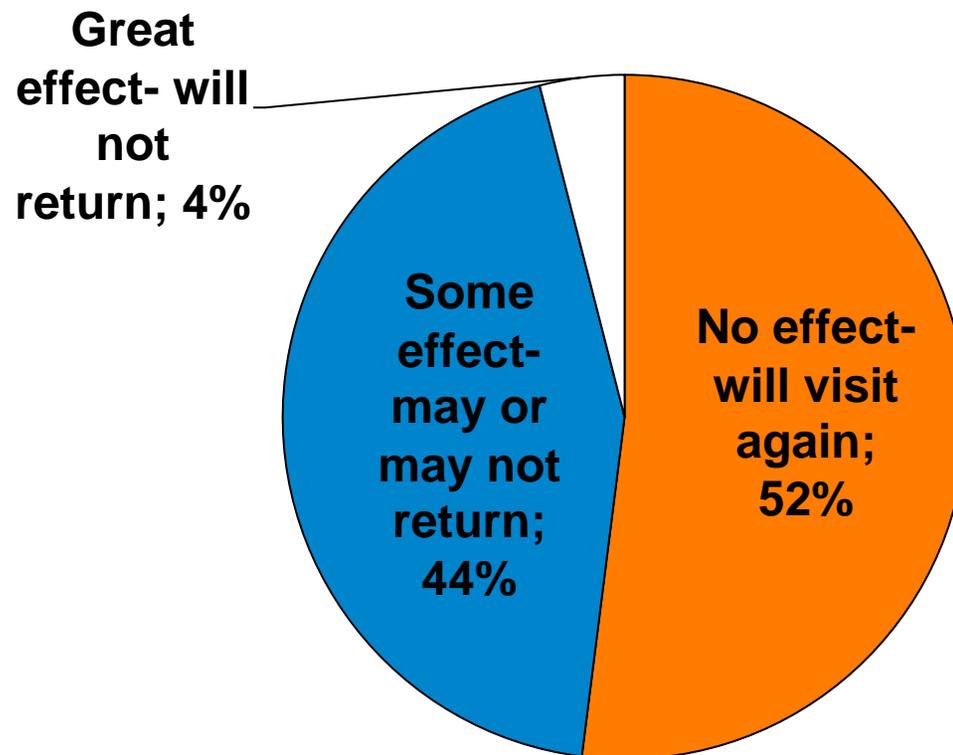
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.4** out of possible 7.0
- Agree (Score 6-7) – **12%**
- Neutral (Score 4-5) – **44%**
- Disagree (Score 1-3) – **44%**

Awareness of U.S. Military troops moving from Japan to Guam



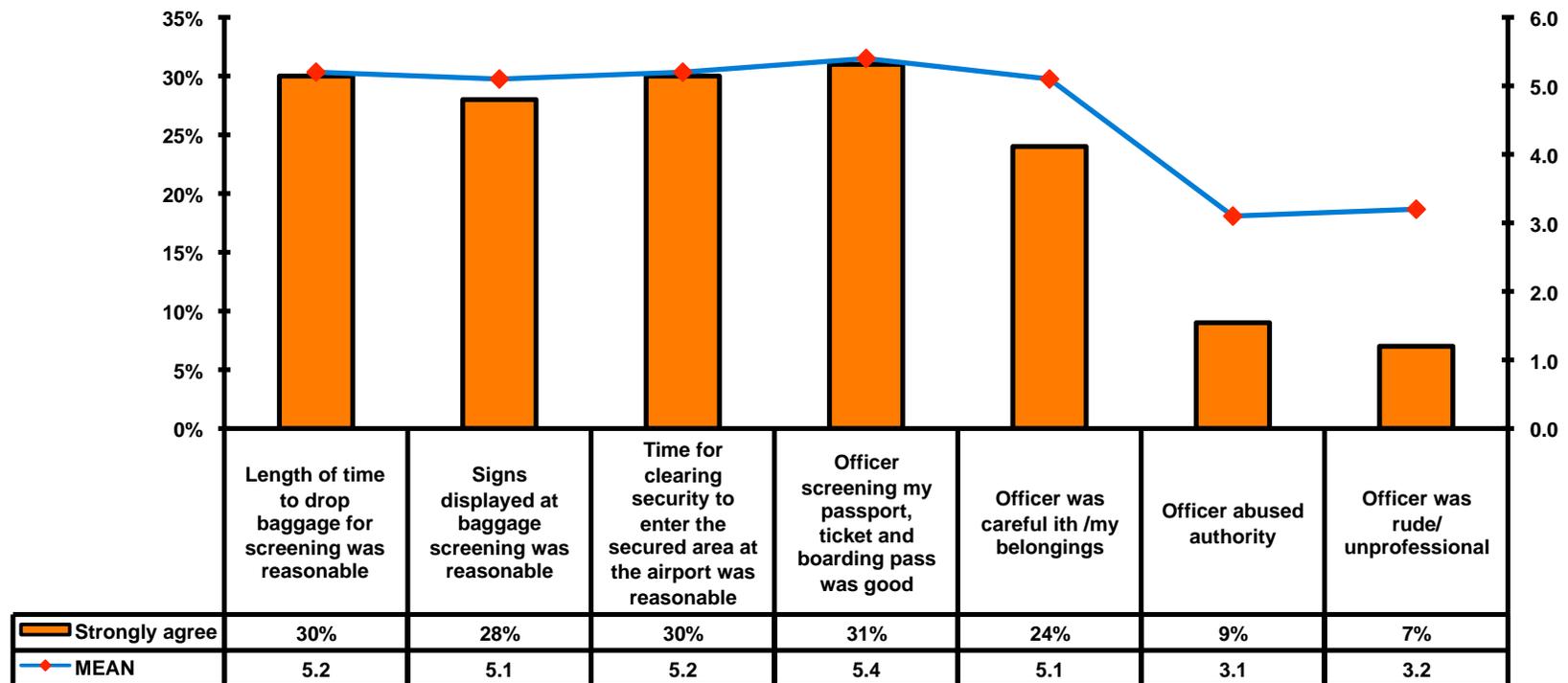
Effects of US military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

