



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **JUNE 2012**



**Prepared by: QMark Research**

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# Background & Methodology

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

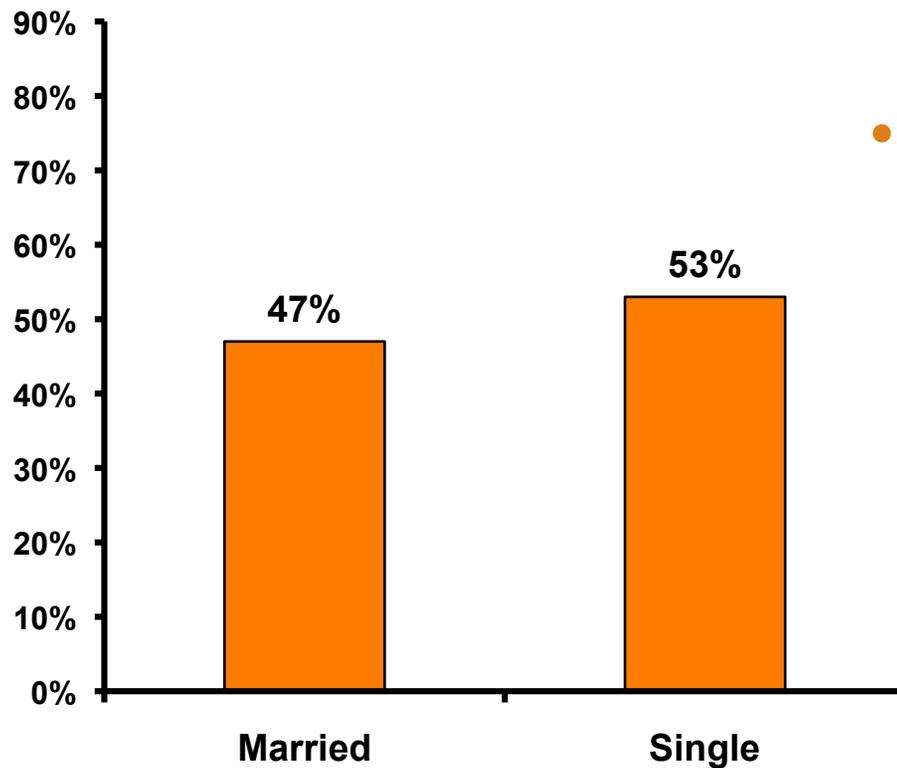
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# Objectives

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

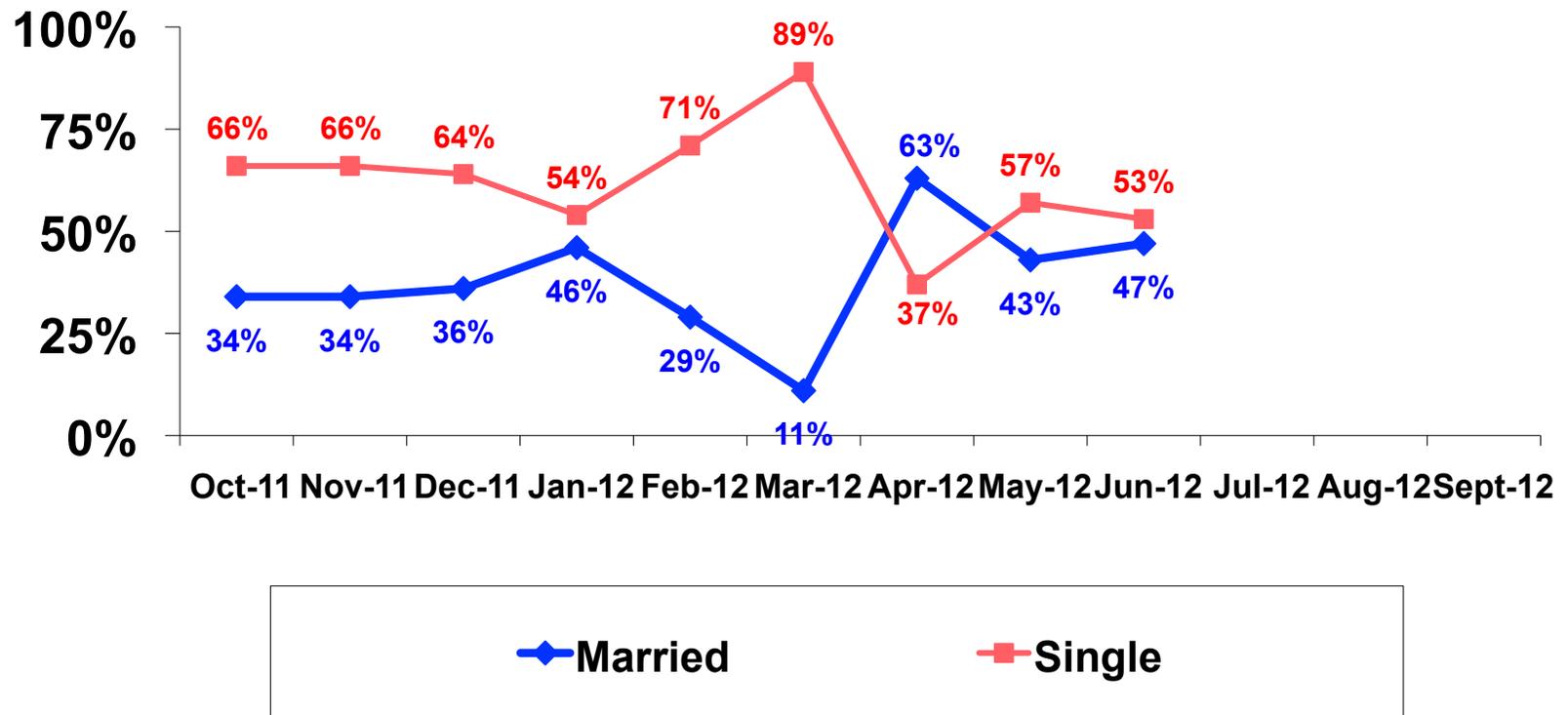
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

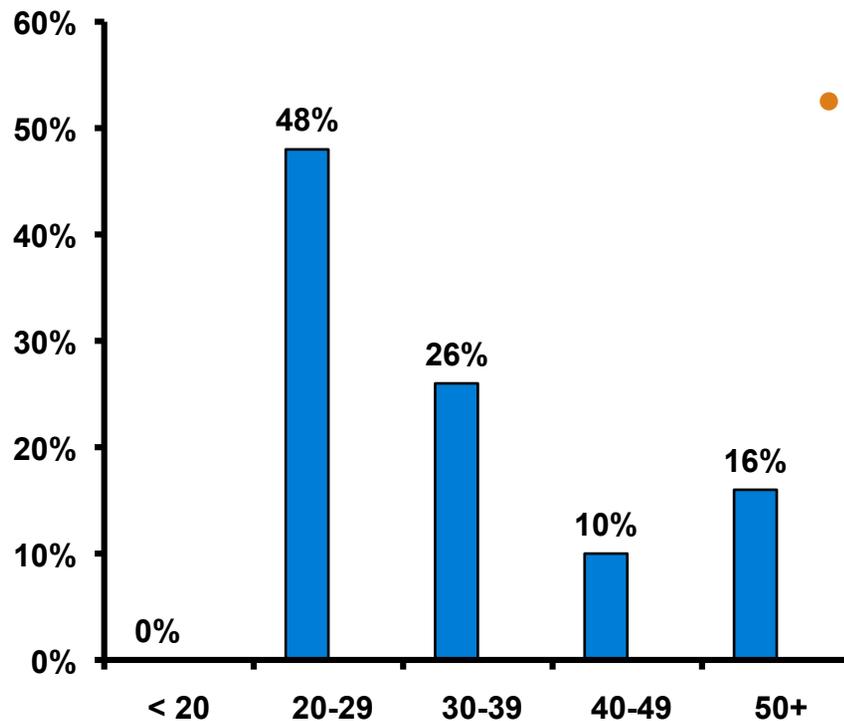


- 63% who are staying for 4+ days are married.

# Marital Status

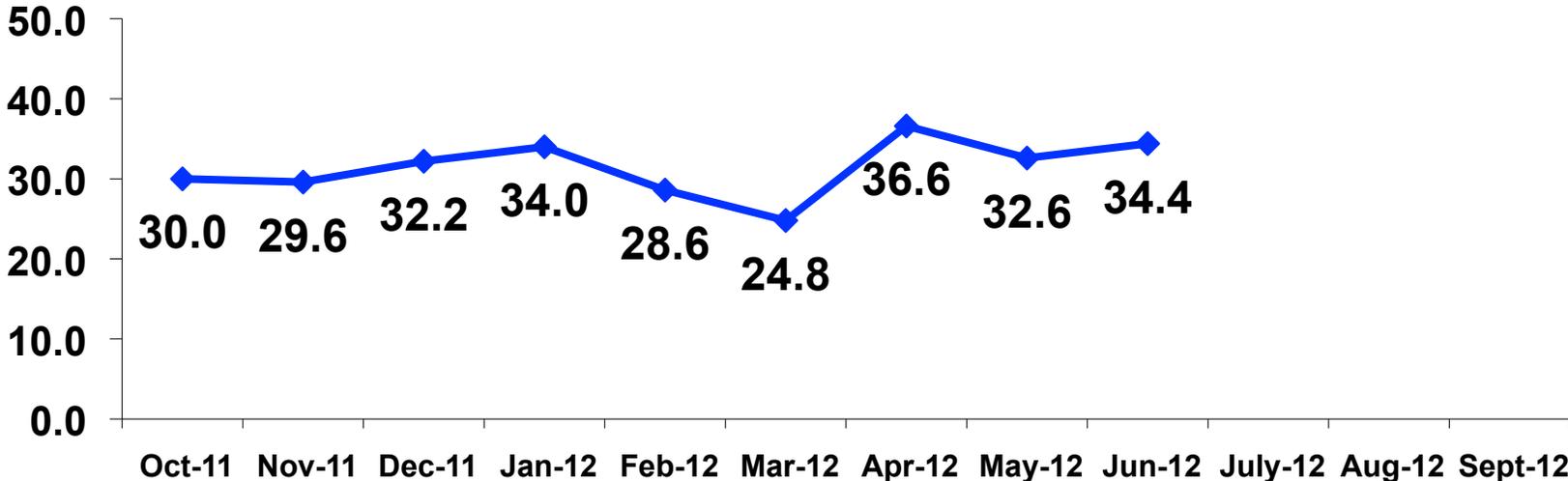


# Age - Overall

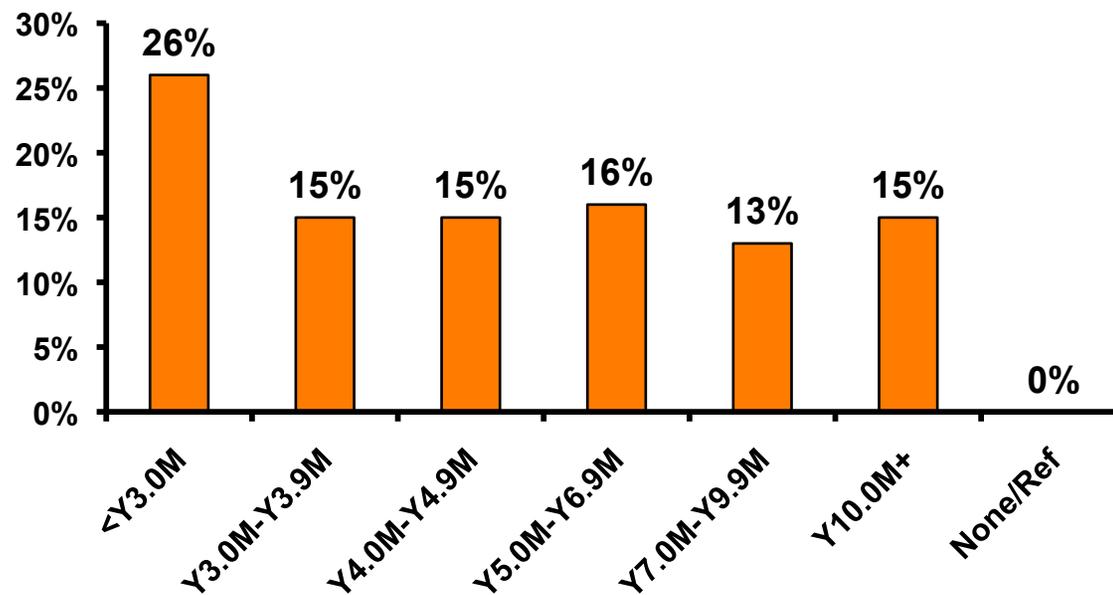


- The average age of the respondents is 34.4 years of age.

# Average Age

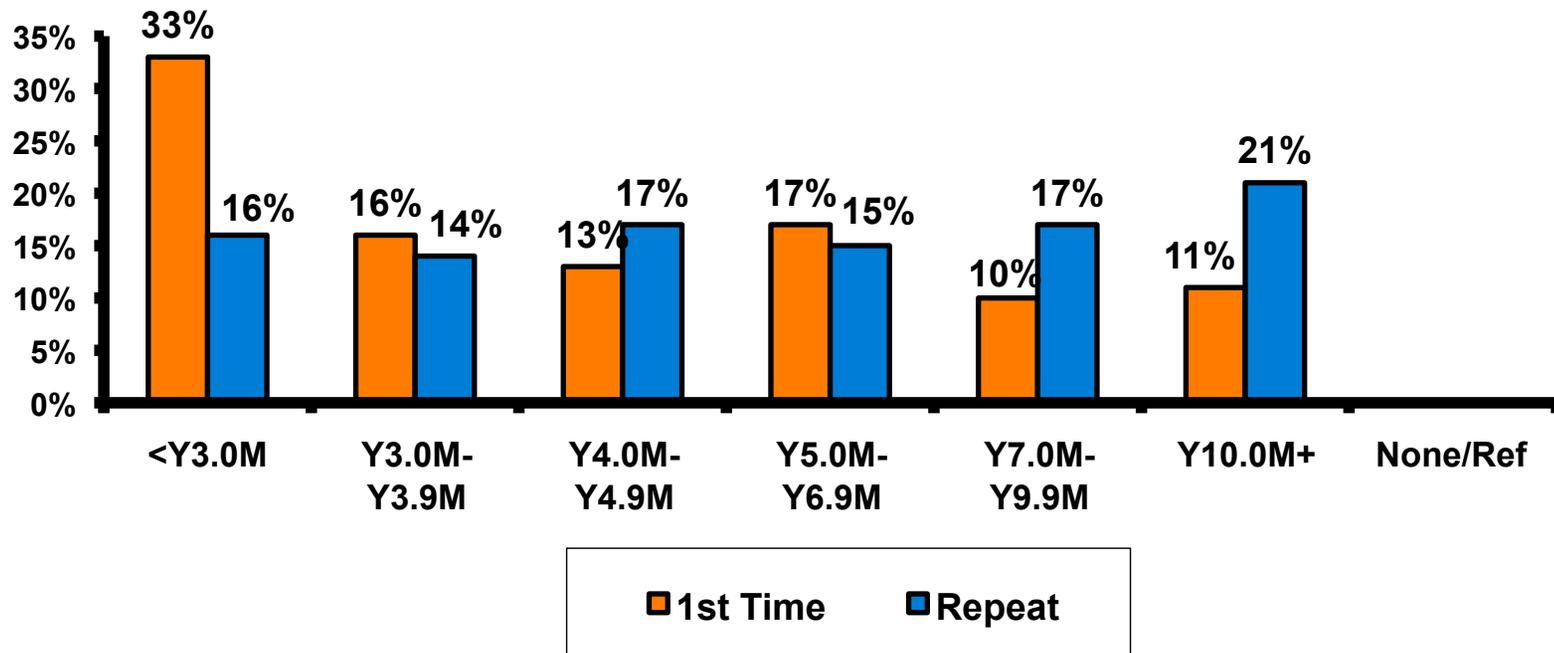


# Personal Income



• ¥79.14=\$1

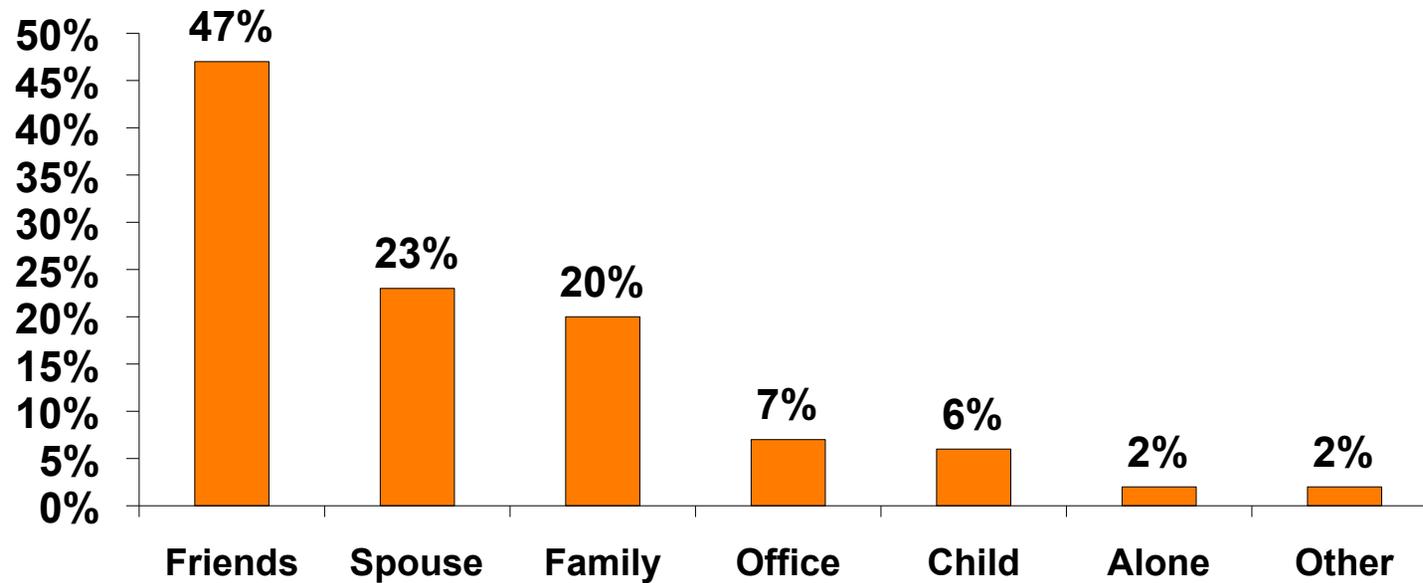
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	72	20	52		49	13	4	5
		26%	14%	38%		39%	17%	13%	11%
Y3.0M-Y3.9M	Count	43	18	25		29	10	1	3
		15%	12%	18%		23%	13%	3%	7%
Y4.0M-Y4.9M	Count	42	29	13		13	18	6	5
		15%	20%	10%		10%	23%	19%	11%
Y5.0M-Y6.9M	Count	45	27	18		18	12	4	11
		16%	18%	13%		14%	16%	13%	24%
Y7.0M-Y9.9M	Count	37	24	13	1	6	13	7	10
		13%	16%	10%	100%	5%	17%	23%	22%
Y10.0M+	Count	43	28	15		12	11	9	11
		15%	19%	11%		9%	14%	29%	24%
Total	Count	282	146	136	1	127	77	31	45

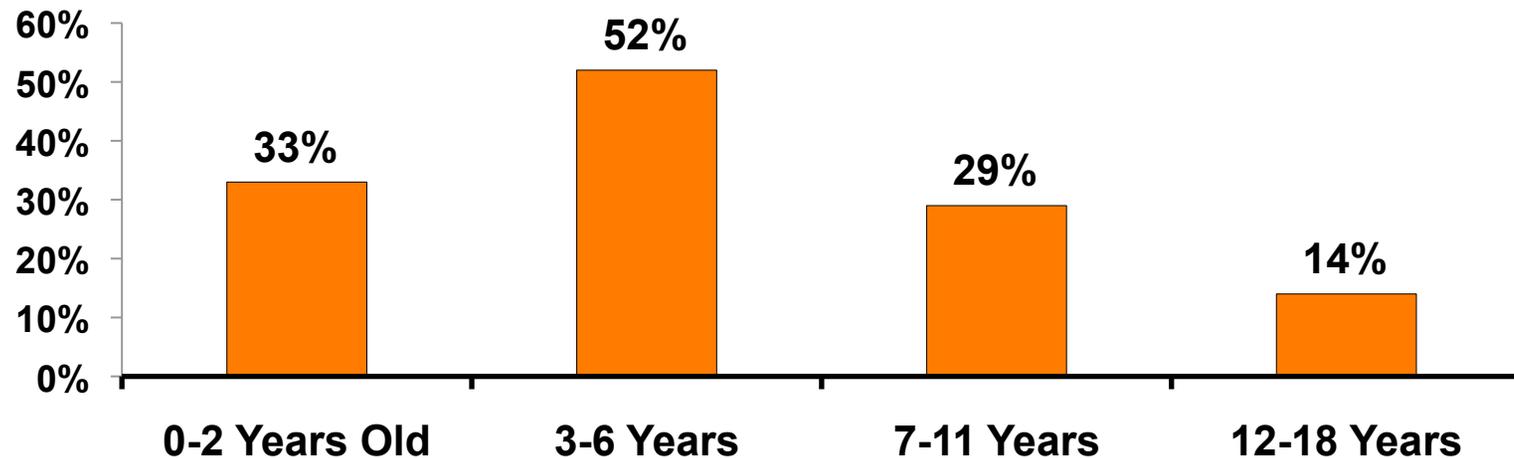
# Travel Companions



# Number of Children Travel Party

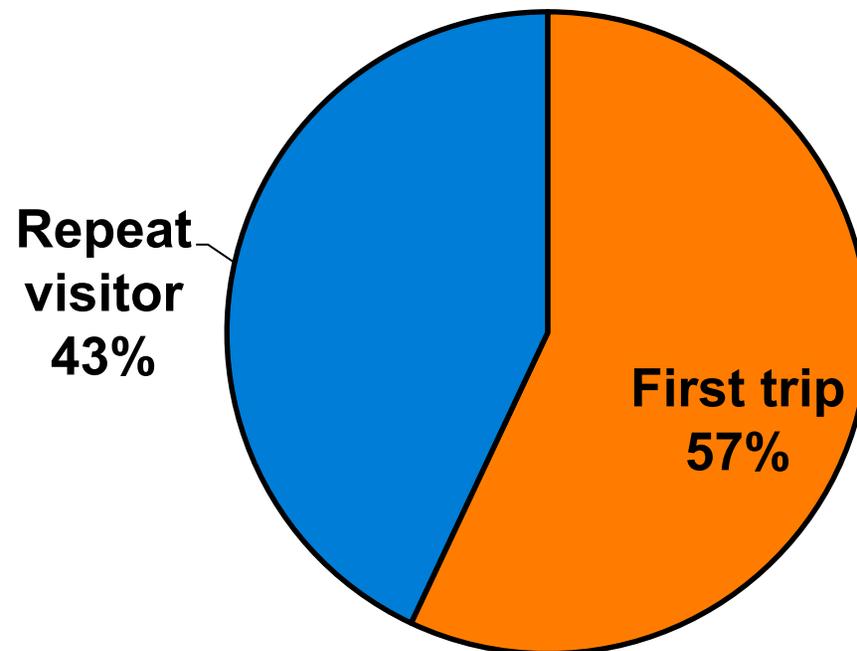
N=21 total respondents traveling with children.

(Of those N=21 respondents, there is a total of 32 children 18 years or younger)

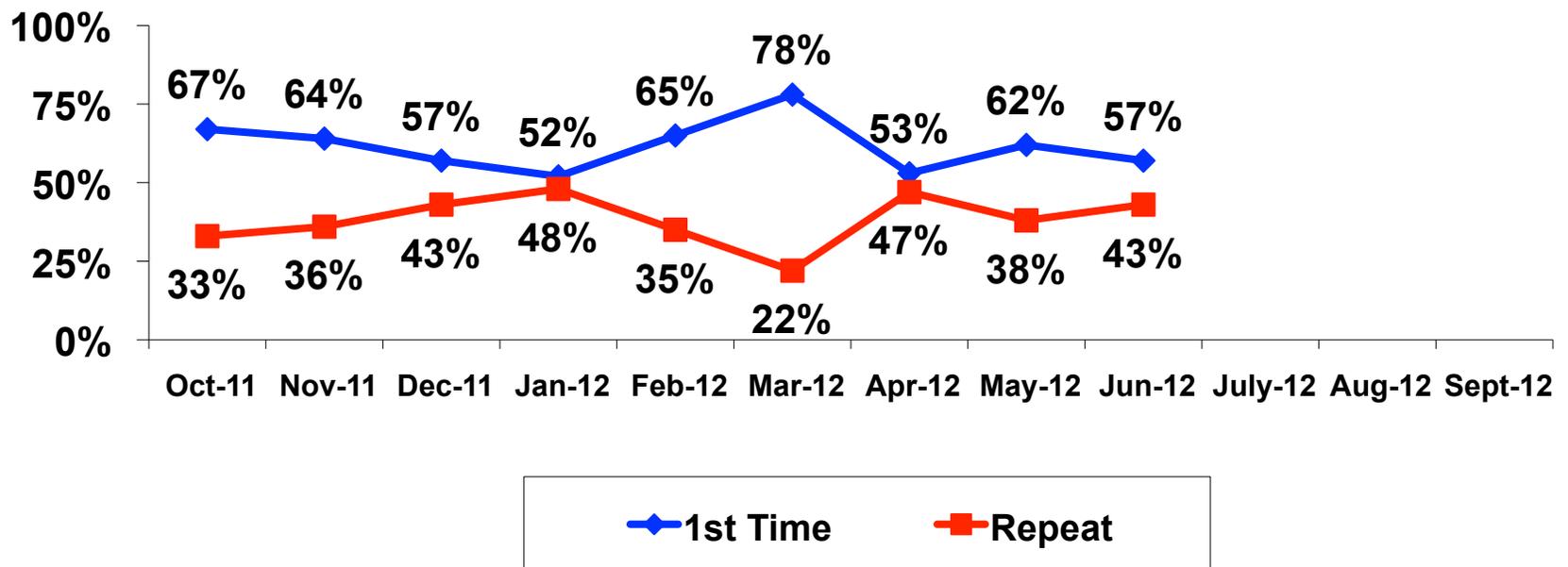


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# Prior Trips to Guam



# Prior Trips To Guam



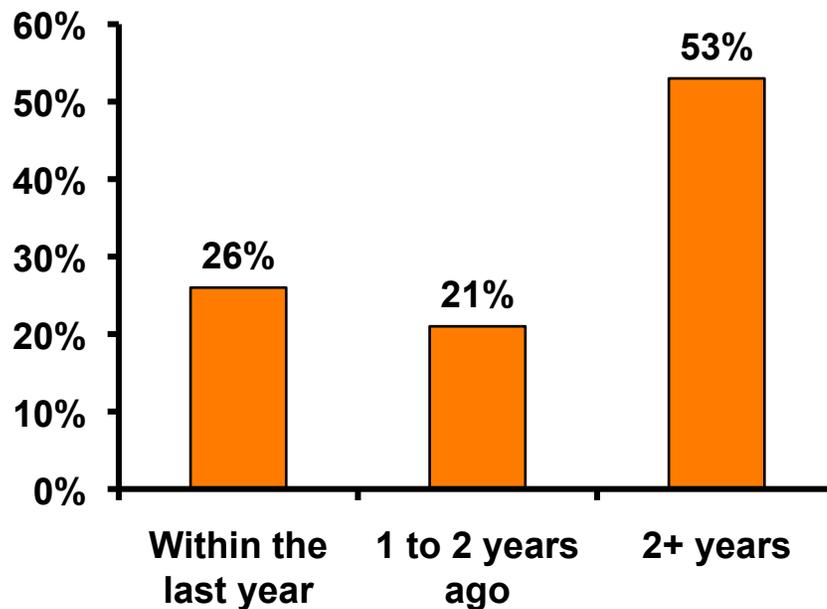
# Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	162	92	69
			50%	49%	50%
	Female	Count	165	95	70
			50%	51%	50%
Total		Count	327	187	139
AGE	<20	Count	1	1	
			0%	1%	
	20-29	Count	155	105	49
			48%	56%	35%
	30-39	Count	86	47	39
			26%	25%	28%
	40-49	Count	32	12	20
			10%	6%	14%
	50+	Count	52	21	31
			16%	11%	22%
Total		Count	326	186	139

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

# Repeat Visitors Last Trip

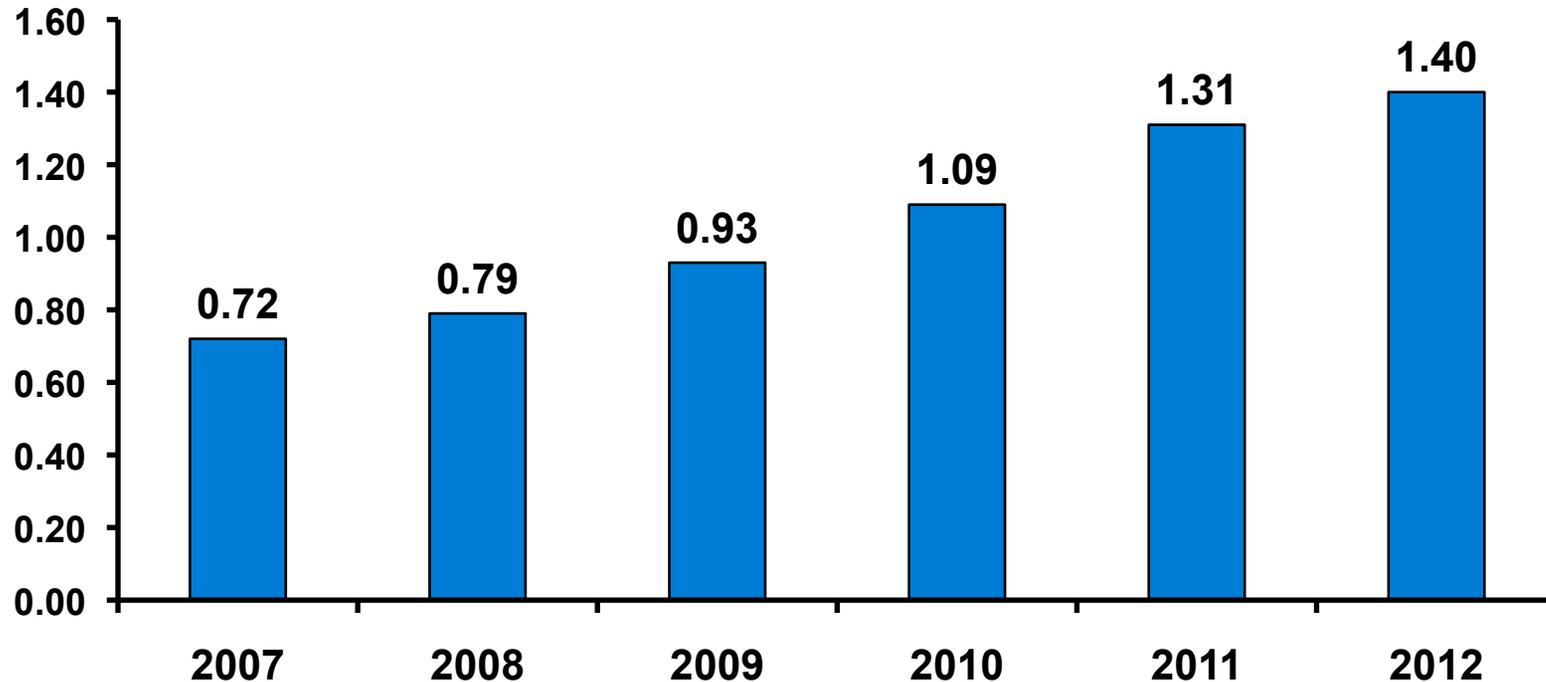
n = 137



- The average repeat visitor has been to Guam 3.5 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

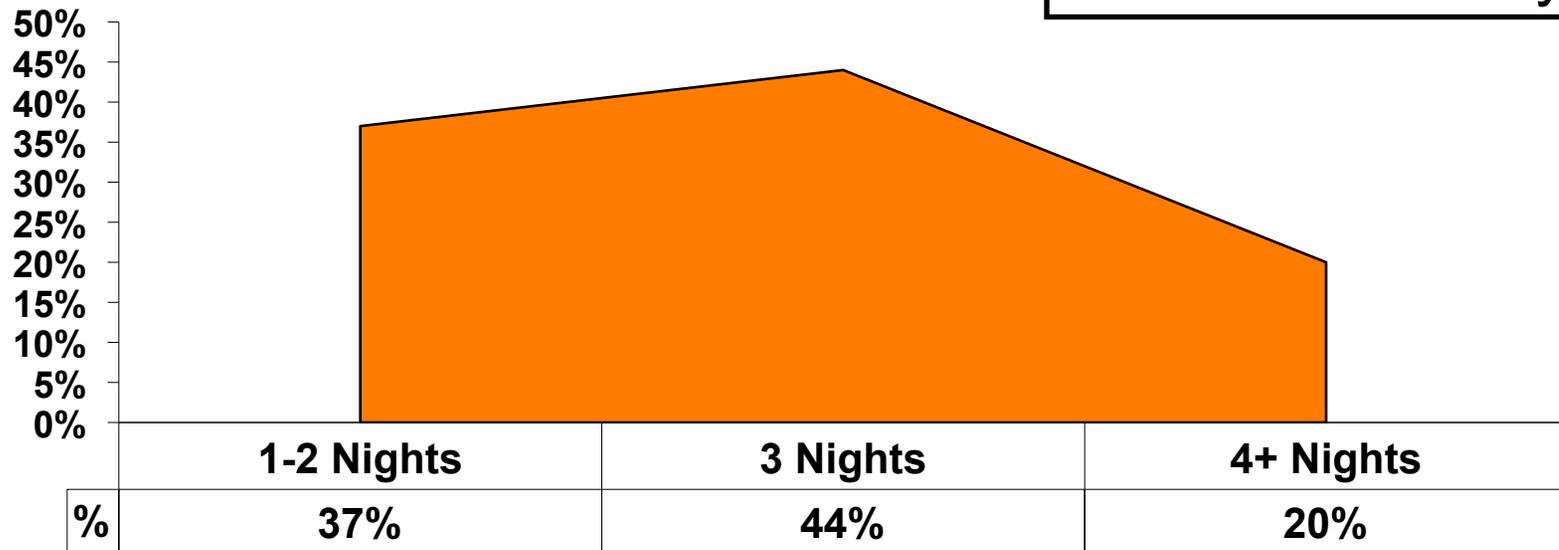
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# Average Number Overnight Trips (2007-2012) (2 nights or more)

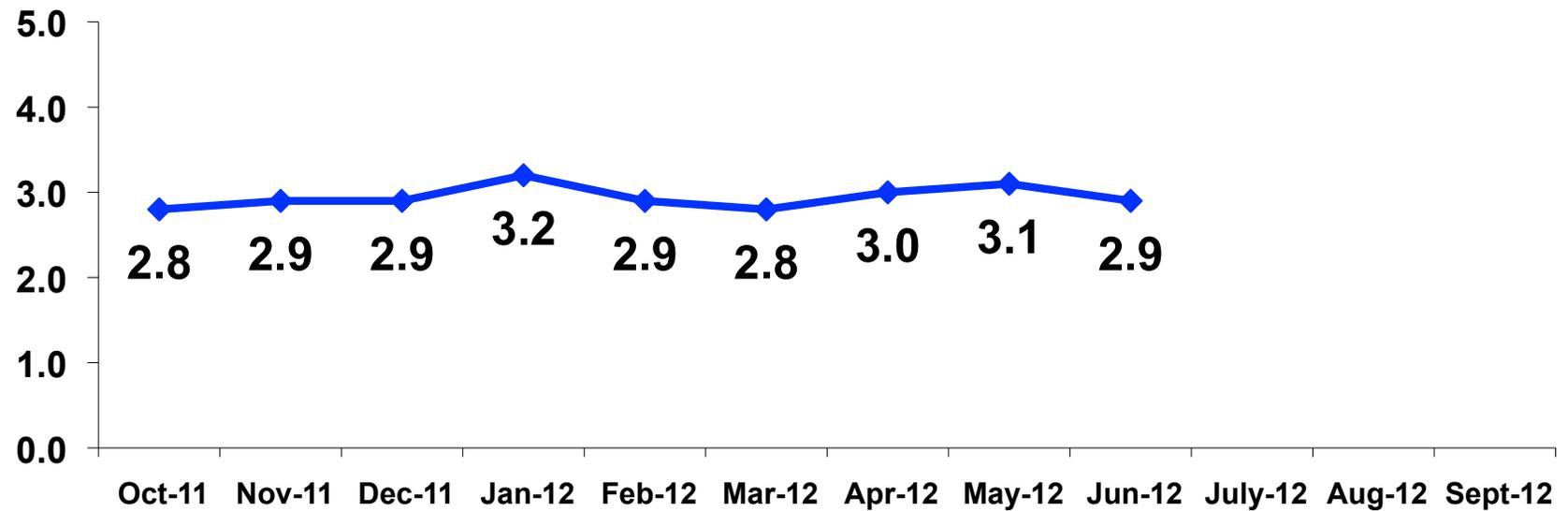


# Length of Stay

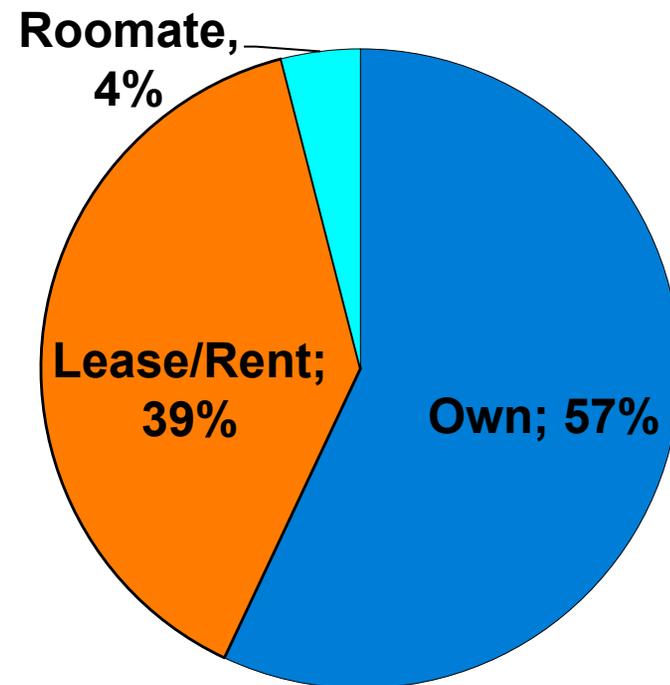
Mean = 2.90 Days  
Median = 3.0 Days



# Average Length of Stay



# Living Accommodations

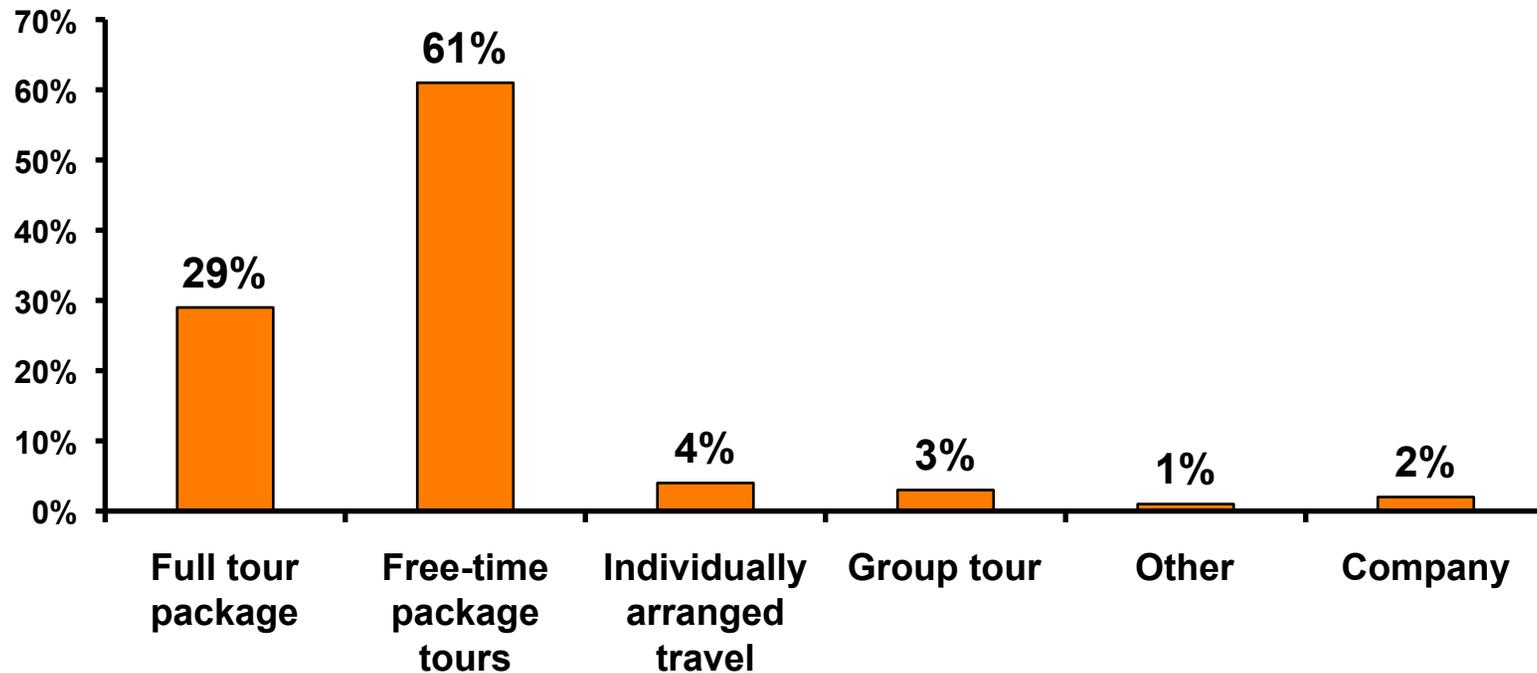


# Occupation by Income

		TOTAL	PERSONAL INCOME					
			<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+
Q.29	Co. Employee: Office Worker Non-Managerial	16%	14%	30%	14%	18%	14%	12%
	Co. Employee: Engineer	15%	8%	14%	17%	24%	22%	12%
	Co. Employee: Salesperson	12%	8%	19%	14%	16%	5%	12%
	Self Employed	10%	6%	5%	21%	7%	16%	14%
	Homemaker	7%	4%	9%	5%	13%	3%	5%
	Freeter	7%	22%					
	Co. Employee: Manager	6%		2%	5%	4%	14%	19%
	Skilled Worker	5%	11%	7%	2%	4%		
	Professional or Specialist	4%	4%	7%	2%	4%		9%
	Unemployed	4%	7%	2%	5%		3%	
	Other	3%	8%		2%		5%	2%
	Student	3%	3%			4%	3%	
	Co. Employee: Executive	2%			2%			12%
	Government Employee: Office Worker Non-Managerial	2%	1%	5%	5%			
	Government Employee: Manager	2%				4%	5%	2%
	Teacher	2%	3%				8%	
	Free-lancer	1%			2%			2%
	Retired	1%			2%		3%	
Total	Count	320	72	43	42	45	37	43

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall

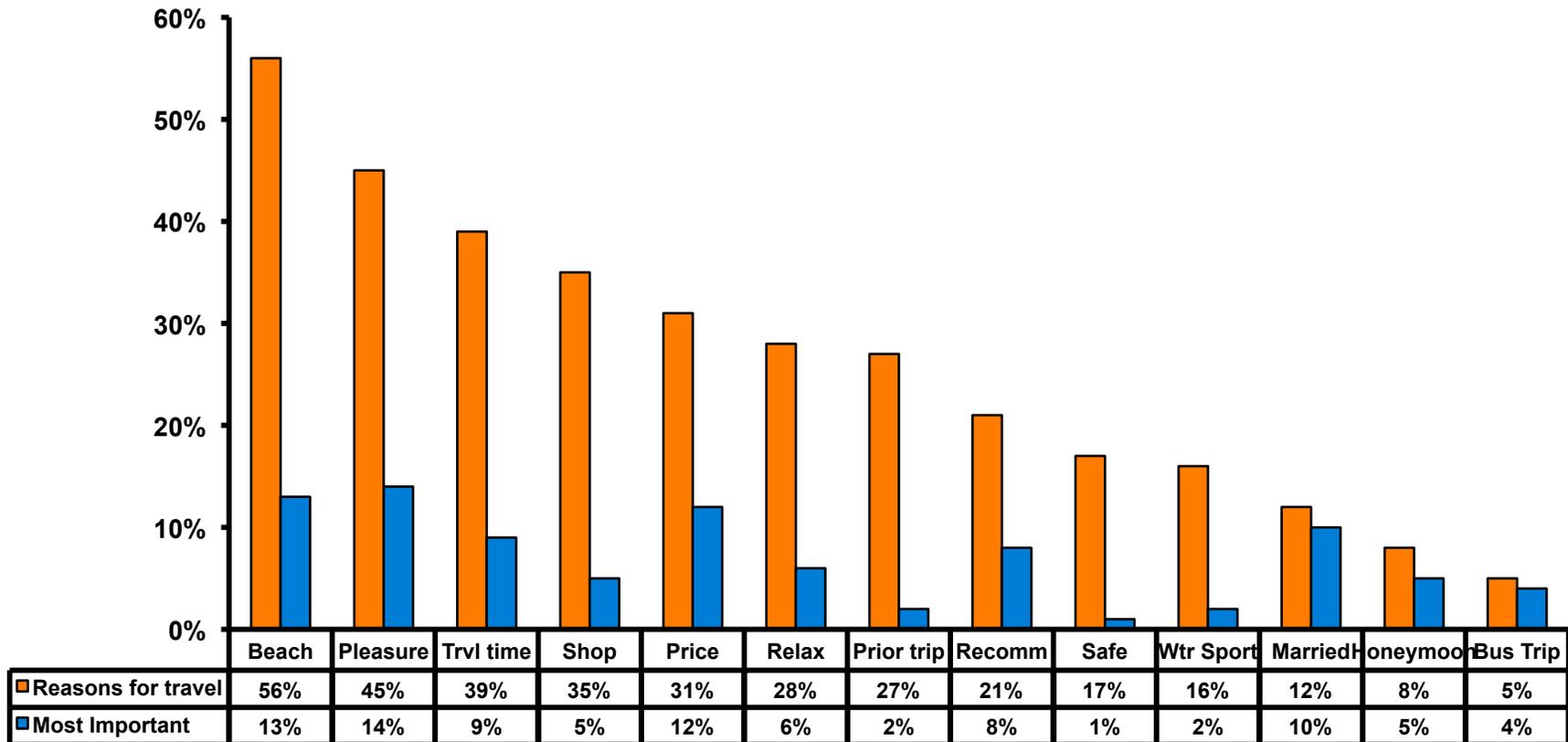


# Accommodation by Income

Average length of stay: 3.00 days

		TOTAL	PERSONAL INCOME					
			<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	20%	21%	19%	24%	16%	11%	14%
	Pacific Bay Hotel	13%	10%	12%	10%	16%	11%	9%
	Outrigger Guam Resort	11%	7%	7%	14%	11%	14%	21%
	Guam Reef Hotel	9%	6%	16%	12%	16%	5%	7%
	Hilton Guam Resort & Spa	6%	1%	9%	10%	9%	11%	5%
	Hotel Nikko Guam	5%	6%	5%		11%	3%	7%
	Holiday Resort Guam	5%	6%	2%	2%	2%	11%	5%
	Pacific Islands Club PIC	4%	6%	2%	5%	2%	8%	2%
	Leo Palace Resort	4%	4%	5%		4%	3%	7%
	Grand Plaza Hotel	3%	7%	2%			5%	5%
	Onward Beach Resort	4%	3%	2%	2%		5%	5%
	Hotel Sane Fe	3%	11%		5%			
	The Westin Resort Guam	3%		2%	5%	7%	3%	2%
	Fiesta Resort Guam	3%	4%	5%	5%		3%	2%
	Hyatt Regency Guam	3%	1%	2%	2%	4%	3%	2%
	Sheraton Laguna Resort	2%	3%	2%			5%	2%
	Oceanview Hotel	2%	1%	5%	2%			2%
	Guam Marriott Resort Hotel	1%	1%					2%
	Tumon Bay Capital Hotel	1%			2%	2%		
	Guam Aurora Resort Villa & Spa	0%	1%					
	Royal Orchid Guam	0%		2%				
Total	Count	326	71	43	42	45	37	43

# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Pleasure,
- Natural beauty/ beaches and
- Price

**are the primary reasons for visiting during this period.**

# Motivation by Age & Gender

		TOTAL	AGE				GENDER	
			20-29	30-39	40-49	50+	Male	Female
Q.5	Beautiful seas, beaches, tropical climate	56%	61%	52%	59%	50%	50%	62%
	Pleasure	45%	50%	42%	50%	33%	38%	52%
	Short travel time	39%	34%	38%	50%	48%	34%	44%
	Shopping	35%	35%	36%	19%	44%	26%	44%
	Price of the tour package	31%	29%	28%	41%	35%	30%	31%
	Just to relax	28%	25%	36%	38%	19%	21%	35%
	A previous visit	27%	17%	30%	47%	38%	29%	25%
	Recommendation of friend, relative, travel agency	21%	20%	19%	16%	27%	15%	26%
	It is a safe place to spend a vacation	17%	11%	16%	25%	29%	16%	18%
	Water sports	16%	21%	15%	6%	12%	12%	21%
	To get married or Attend wedding	12%	12%	15%	3%	10%	17%	7%
	Honeymoon	8%	11%	8%	3%	2%	15%	1%
	Company or Business trip	5%	6%	5%	3%	4%	6%	4%
	SCUBA diving	4%	6%	3%		4%	5%	4%
	To golf	4%	2%	3%		12%	4%	3%
	Other	3%	1%	2%	6%	10%	2%	4%
	To visit friends or relatives	2%	2%	1%	6%	2%	2%	2%
	Promotional materials from GVB	2%	3%		3%		2%	1%
	Organized Sporting Activity	1%	2%	1%			2%	1%
	My company sponsored me	1%		2%			1%	
	Career certification or testing	0%	1%				1%	
Total	Cases	326	155	86	32	52	161	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+
Q.5 Beautiful seas, beaches, tropical climate	56%	57%	51%	60%	56%	58%	53%
Pleasure	45%	47%	35%	50%	38%	33%	49%
Short travel time	39%	29%	28%	52%	47%	39%	49%
Shopping	35%	44%	23%	36%	29%	53%	28%
Price of the tour package	31%	29%	23%	36%	27%	33%	33%
A previous visit	27%	22%	26%	40%	24%	33%	40%
Just to relax	28%	25%	21%	33%	24%	31%	40%
Recommendation of friend, relative, travel agency	21%	29%	16%	14%	29%	8%	21%
It is a safe place to spend a vacation	17%	11%	5%	19%	29%	25%	14%
Water sports	16%	24%	21%	14%	7%	11%	12%
To get married or Attend wedding	12%	8%	16%	21%	11%	11%	9%
Honeymoon	8%	1%	14%	7%	13%	11%	5%
Company or Business trip	5%	10%	7%		7%		7%
SCUBA diving	4%	7%		2%	2%	8%	5%
To golf	4%	1%	5%		4%	3%	12%
Other	3%	1%			4%	11%	2%
To visit friends or relatives	2%	1%		7%	2%	3%	2%
Promotional materials from GVB	2%	1%	2%		2%		
Organized Sporting Activity	1%				2%		
My company sponsored me	1%			2%	2%		
Career certification or testing	0%						
Total Cases	326	72	43	42	45	36	43

# SECTION 3 **EXPENDITURES**

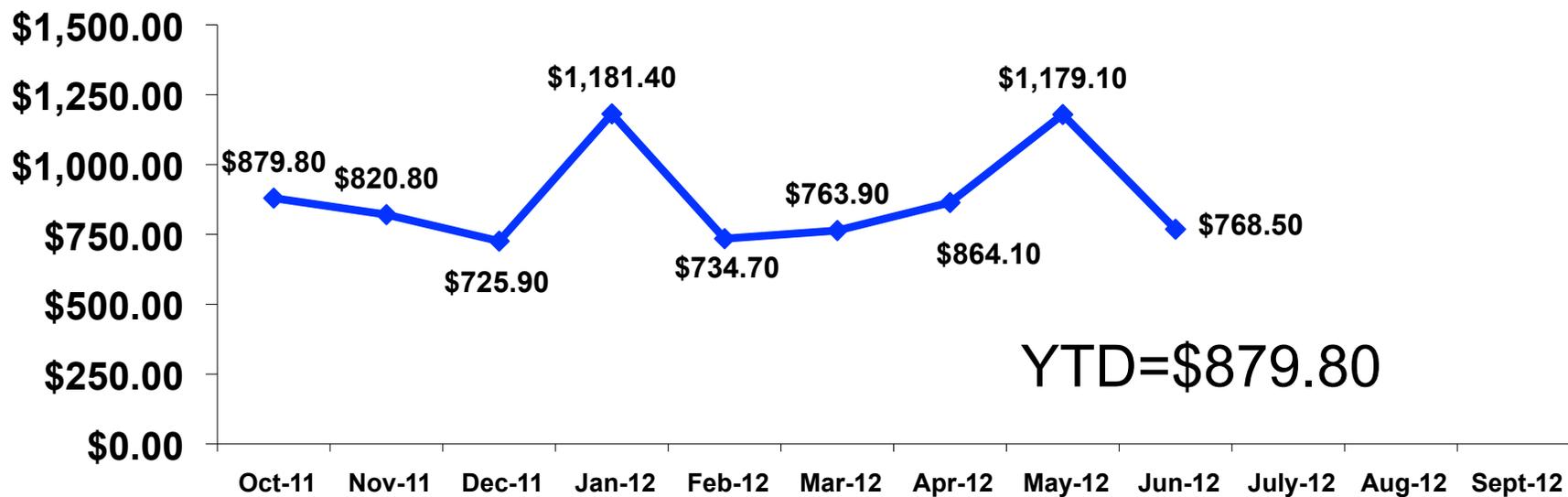
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# Prepaid Expenditures

¥79.14/US\$1

- \$1,473.20 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$20,217 = maximum (highest amount recorded for the entire sample)
- \$768.50 = overall mean average per person prepaid expenditures

# Prepaid Expenditures Per Person



# Breakdown of Prepaid Expenditures

¥79.14=\$1

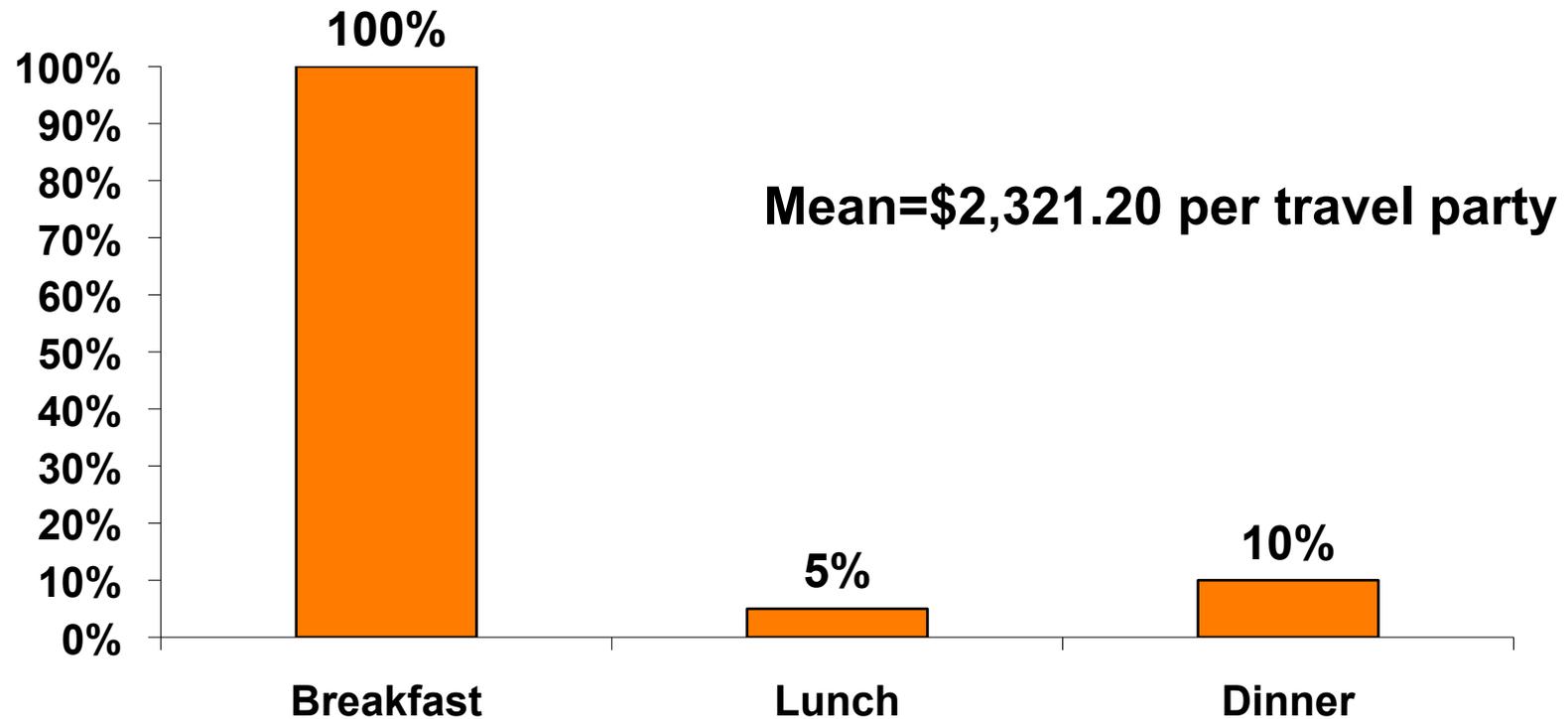
(Filter: Only those who responded/  
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$1,530.90
Air & Accommodation w/ daily meal package	\$2,321.20
Air only	\$1,453.10
Accommodation only	\$505.40
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$421.20
Ground transportation- Japan	\$239.70
Ground transportation- Guam	\$33.20
Optional tours/ activities	\$402.40
Other expenses	\$512.00
<b>Total Prepaid</b>	<b>\$1,473.20</b>

# Prepaid Meal Breakdown

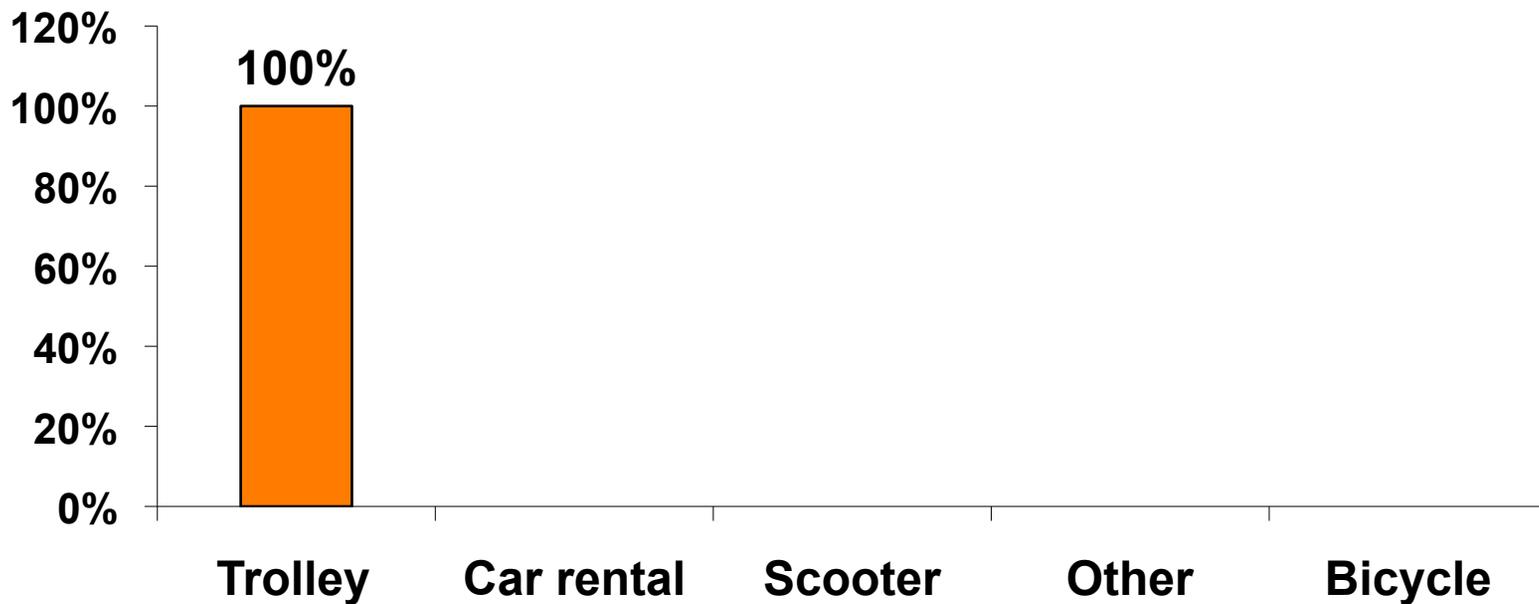
Air/ Accommodations with Daily Meal Package

n=21



# Prepaid Ground Transportation

n=4



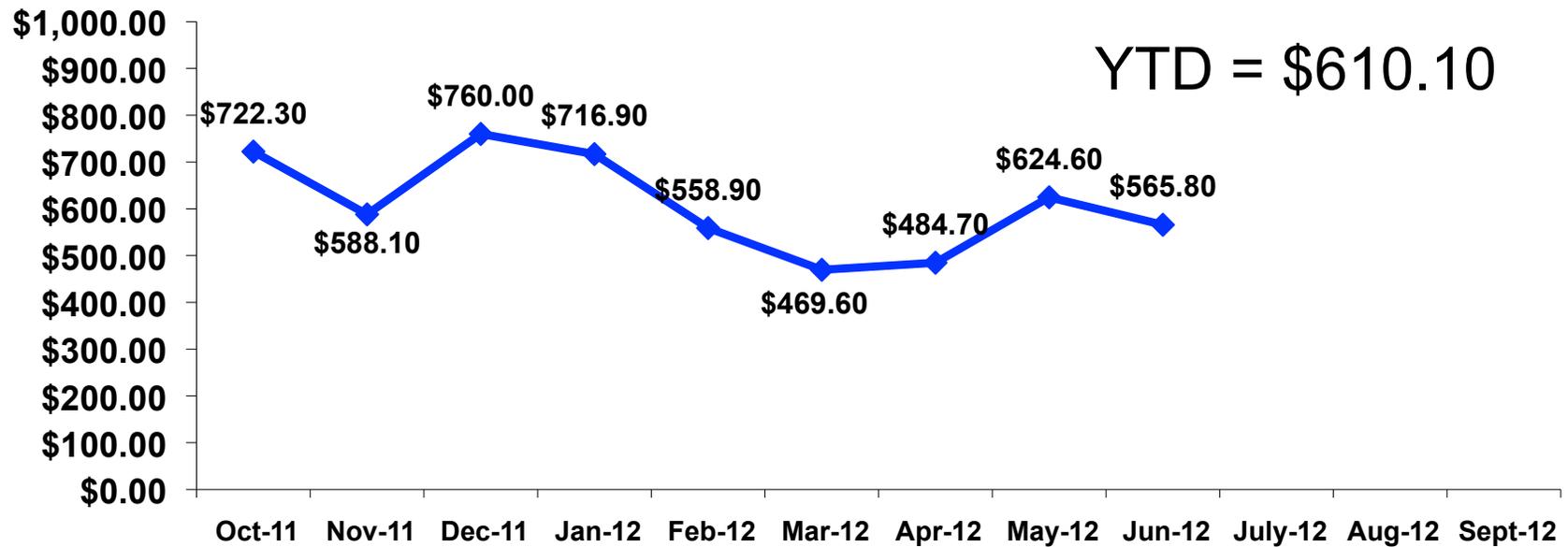
Mean=\$33.20 per travel party

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# On-Island Expenditures

- \$836.30 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)
- \$565.80 = overall mean average per person on-island expenditure

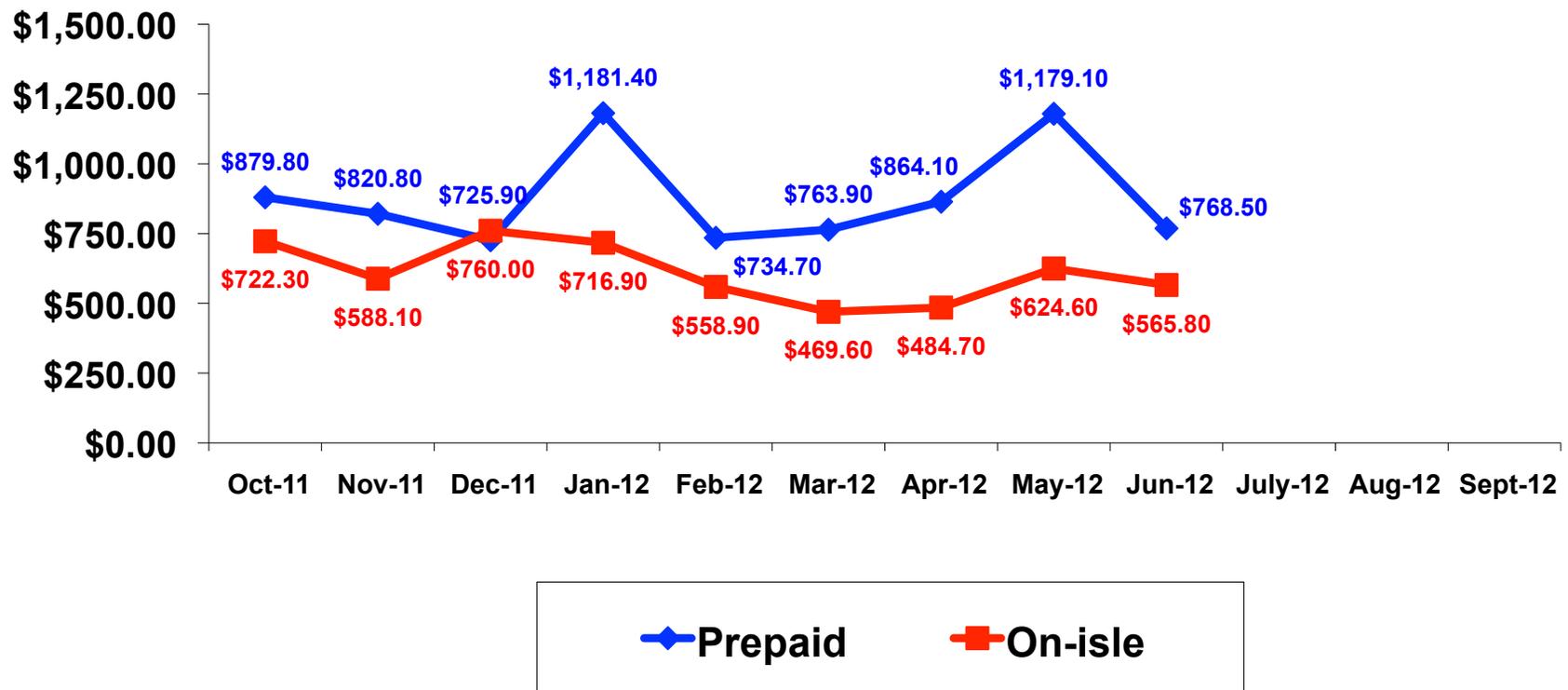
# On-island Expenditures Per Person



# Prepaid/On-Island Expenditures Per Person

**Prepaid YTD = \$879.80**

**On-Island YTD = \$610.10**



# Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER								
		Male	Female	Male					Female			
				AGE					AGE			
				<20	20-29	30-39	40-49	50+	20-29	30-39	40-49	50--
Q.11A Mean	\$836.35	\$981.41	\$693.92	\$310.00	\$886.08	\$956.84	\$1,138.75	\$1,154.33	\$560.27	\$763.51	\$953.92	\$968.88
Median	\$600	\$711	\$500	\$310	\$600	\$750	\$908	\$900	\$500	\$500	\$823	\$800

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$34.98	\$48.68	\$21.46	\$0.00	\$17.76	\$24.34	\$99.69	\$66.06
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$15	\$0
F&B-FF	Mean	\$28.92	\$32.65	\$25.25	\$100.00	\$17.77	\$35.19	\$49.59	\$38.25
REST/CONV	Median	\$10	\$10	\$10	\$100	\$4	\$15	\$23	\$13
F&B-OUT- SIDE	Mean	\$78.60	\$102.02	\$55.61	\$100.00	\$45.28	\$85.24	\$171.59	\$110.81
HOTEL/ REST	Median	\$15	\$20	\$10	\$100	\$0	\$0	\$75	\$70
OPTIONAL	Mean	\$71.29	\$78.84	\$63.88	\$100.00	\$62.30	\$51.60	\$103.75	\$111.52
TOUR	Median	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0
GIFT/	Mean	\$208.90	\$213.75	\$204.14	\$0.00	\$172.89	\$250.03	\$257.19	\$226.54
SOUV-SELF	Median	\$50	\$50	\$80	\$0	\$50	\$75	\$175	\$50
GIFT/SOUV-	Mean	\$112.61	\$105.23	\$119.85	\$0.00	\$91.73	\$106.33	\$148.44	\$167.52
F&F AT HOME	Median	\$50	\$30	\$50	\$0	\$35	\$38	\$100	\$60
LOCAL TRANS	Mean	\$14.90	\$17.33	\$12.52	\$0.00	\$11.63	\$12.38	\$16.78	\$28.23
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$294.29	\$397.04	\$193.41	\$0.00	\$273.43	\$315.95	\$247.09	\$341.75
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10
TOTAL ON	Mean	\$836.35	\$981.41	\$693.92	\$310.00	\$690.60	\$878.16	\$1,069.44	\$1,065.17
ISLAND	Median	\$600	\$711	\$500	\$310	\$500	\$600	\$360	\$800

# On-Island Expenditures

## First Timers & Repeaters

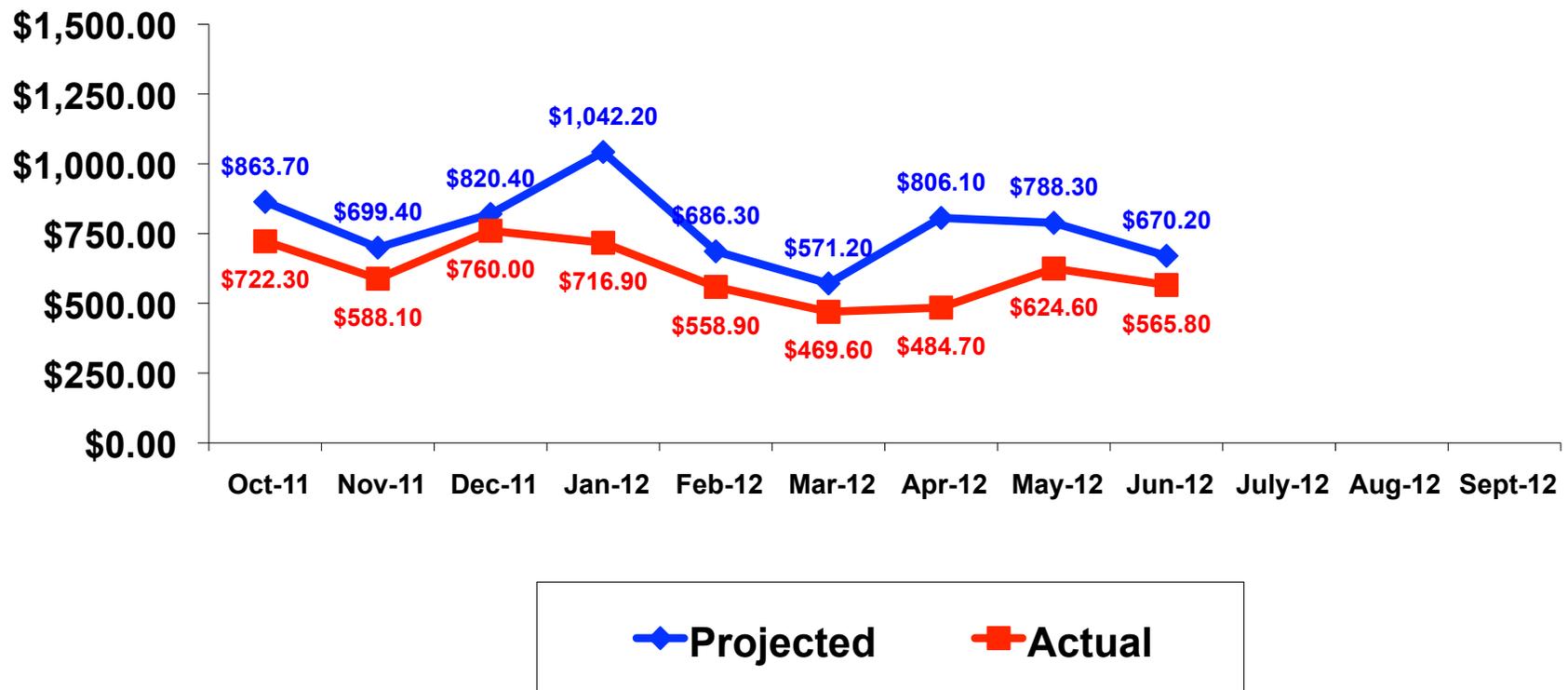
		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$20.13	\$55.11
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$28.50	\$29.48
	Median	\$10	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$75.57	\$83.24
	Median	\$0	\$40
OPTIONAL TOUR	Mean	\$81.74	\$56.88
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$170.15	\$262.53
	Median	\$50	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$100.66	\$129.35
	Median	\$31	\$50
LOCAL TRANS	Mean	\$10.76	\$20.53
	Median	\$0	\$0
OTHER EXP	Mean	\$302.32	\$283.28
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$787.59	\$904.36
	Median	\$600	\$600

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# Projected On-Island Expenditures

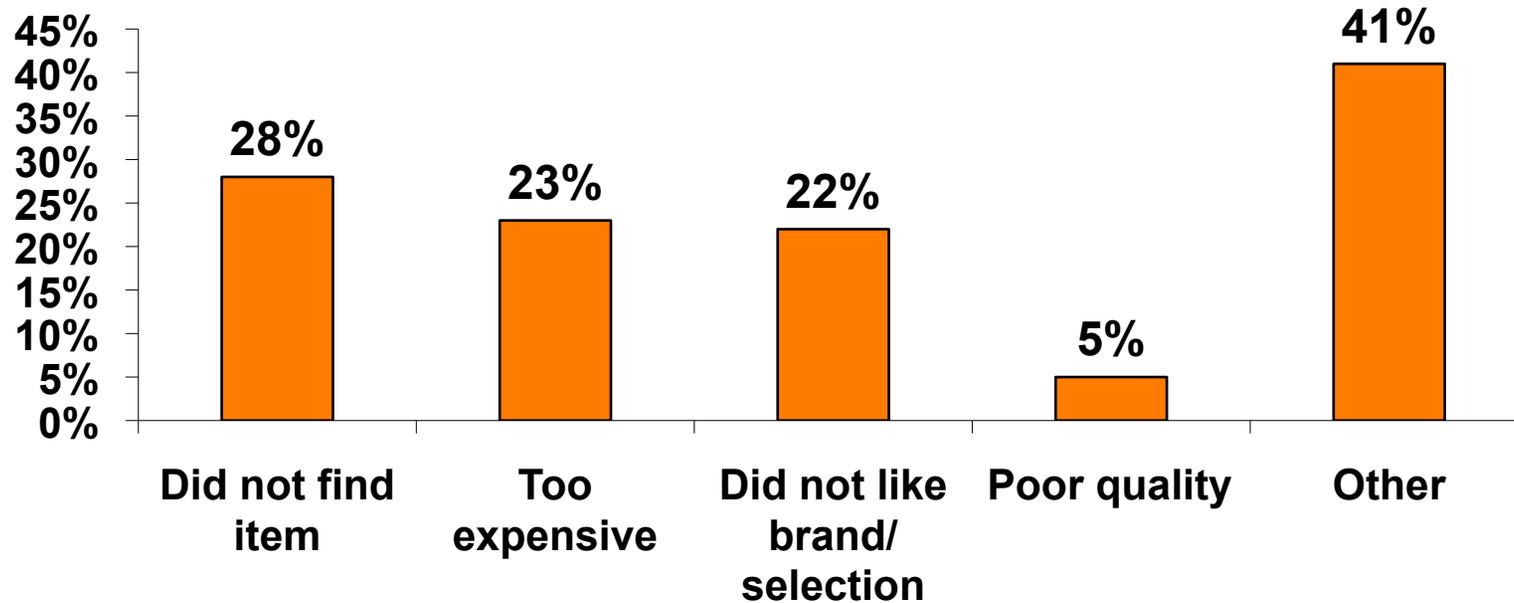
- \$670.20 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)

# Projected On-Island Expenditures



# Reasons for Spending Less

n=114

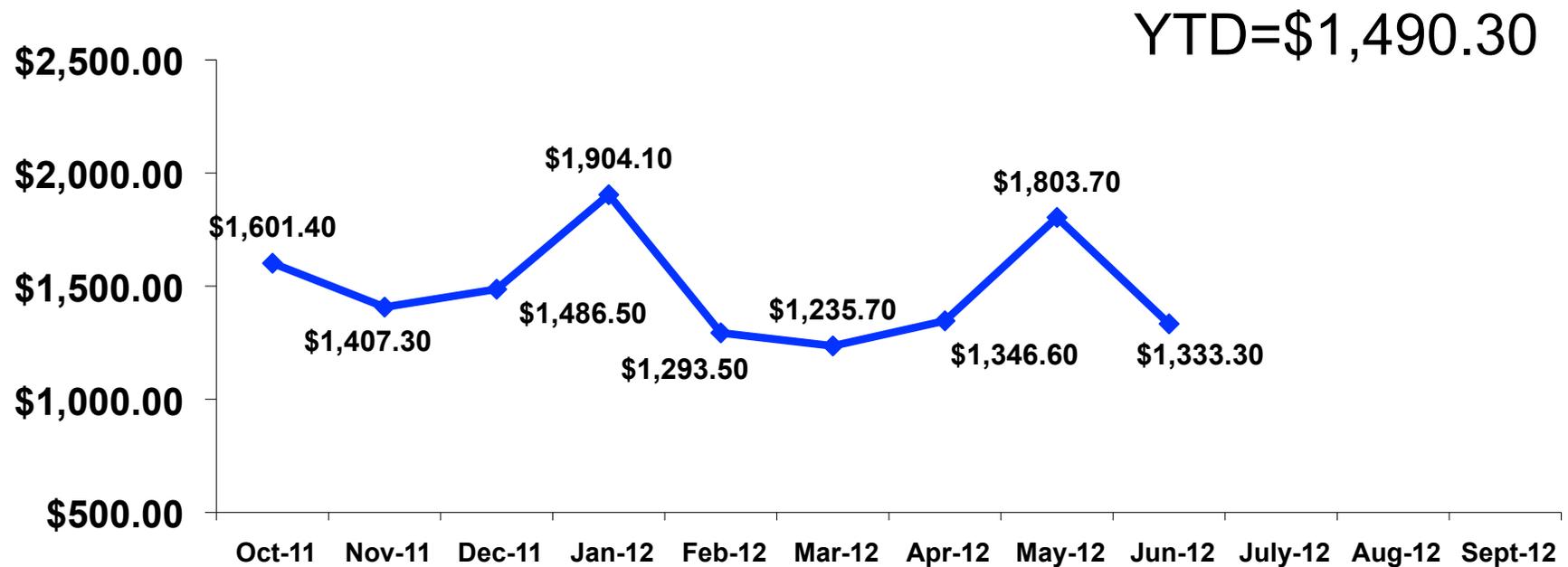


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,333.30 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,136 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures Per Person



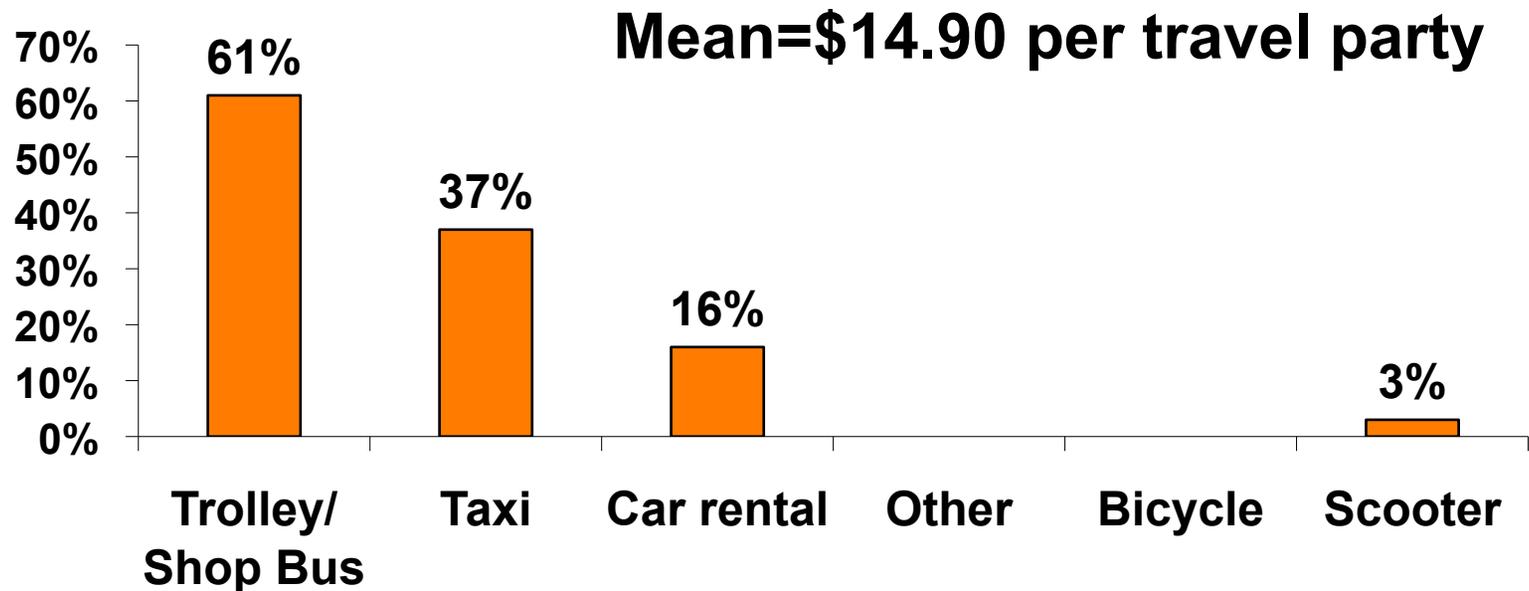
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# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$35.00
Food & beverage in fast food restaurant/ convenience store	\$28.90
Food & beverage at restaurants or drinking establishments outside a hotel	\$78.60
Optional tours and activities	\$71.30
Gifts/ souvenirs for yourself/companions	\$208.90
Gifts/ souvenirs for friends/family at home	\$112.60
Local transportation	\$14.90
Other expenses not covered	\$294.30
<b>Average Total</b>	<b>\$836.30</b>

# Local Transportation

n=75



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# Guam Airport Expenditures

- \$36.00 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$600 = Maximum (highest amount recorded for the entire sample)

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# Breakdown of Airport Expenditures

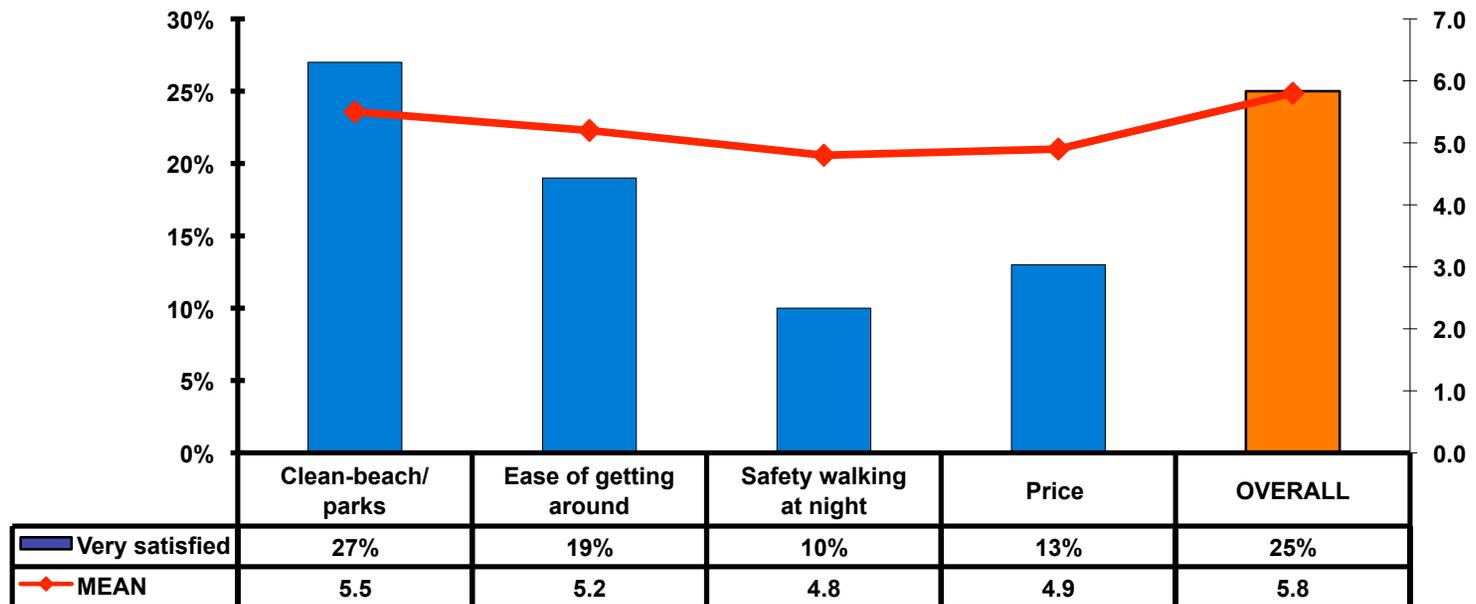
	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$12.30
<b>Gifts/Souvenirs Self</b>	\$11.80
<b>Gifts/Souvenirs Others</b>	\$11.60
<b>Total</b>	<b>\$36.00</b>

# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

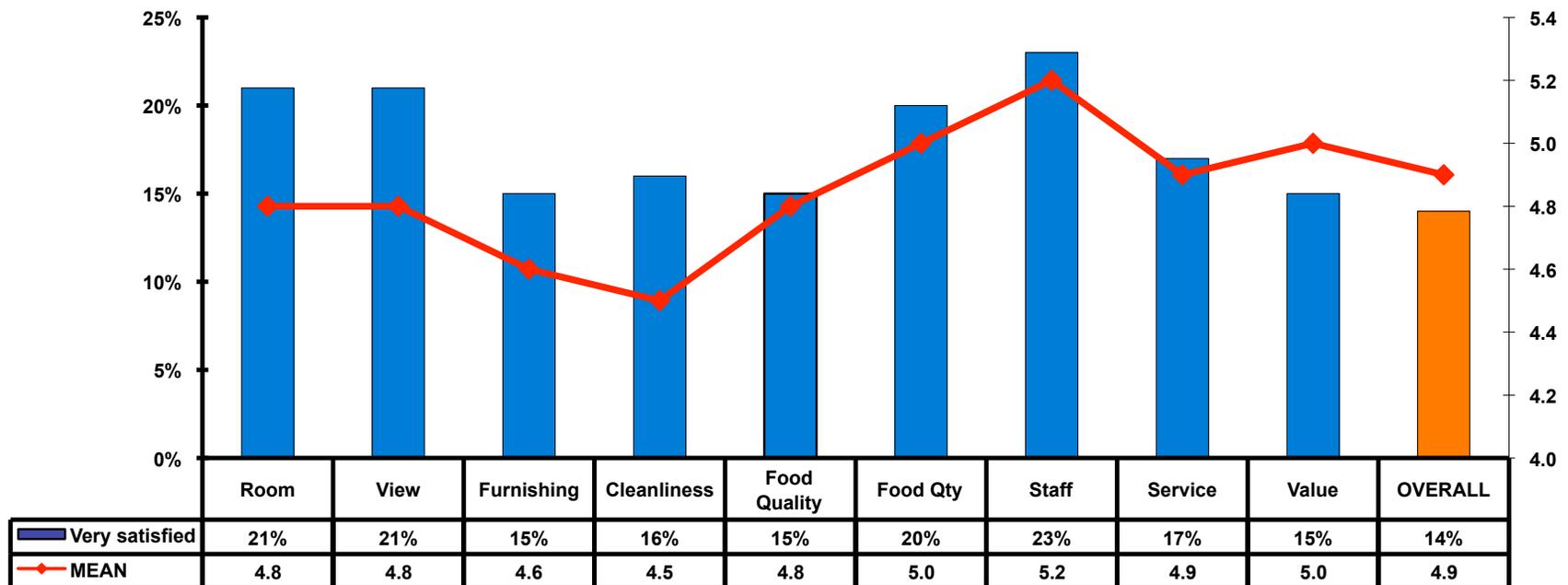
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

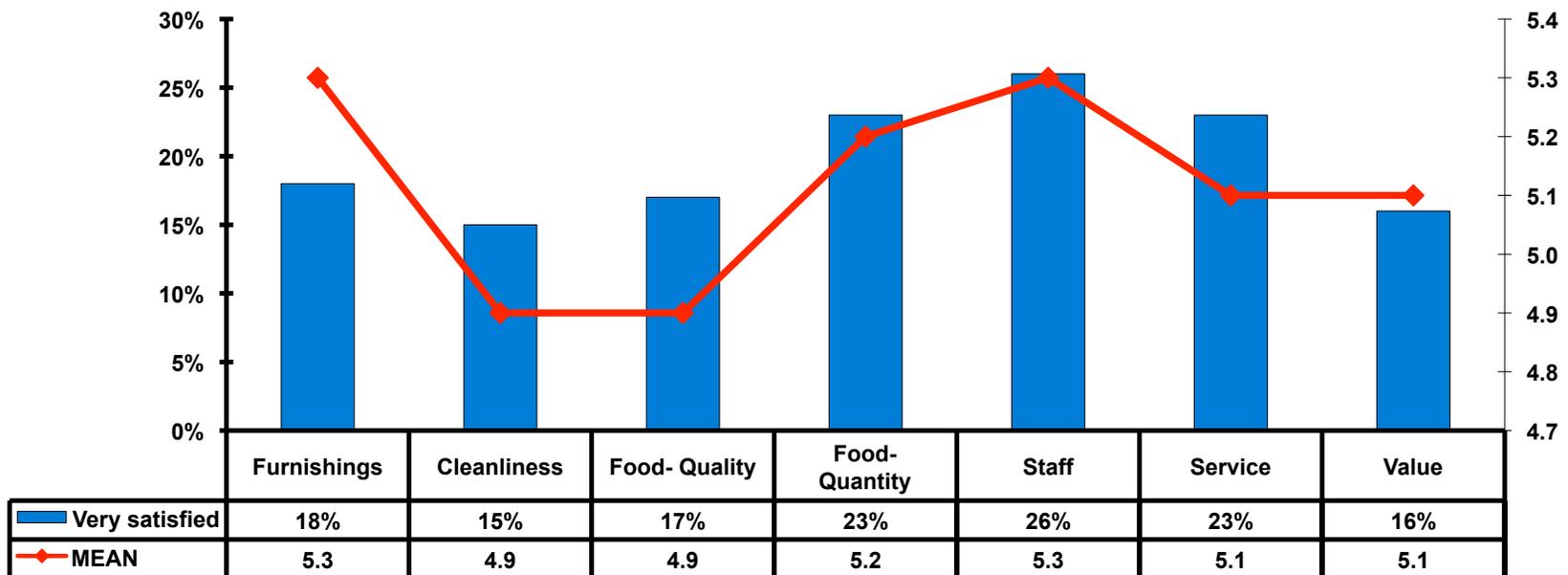
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

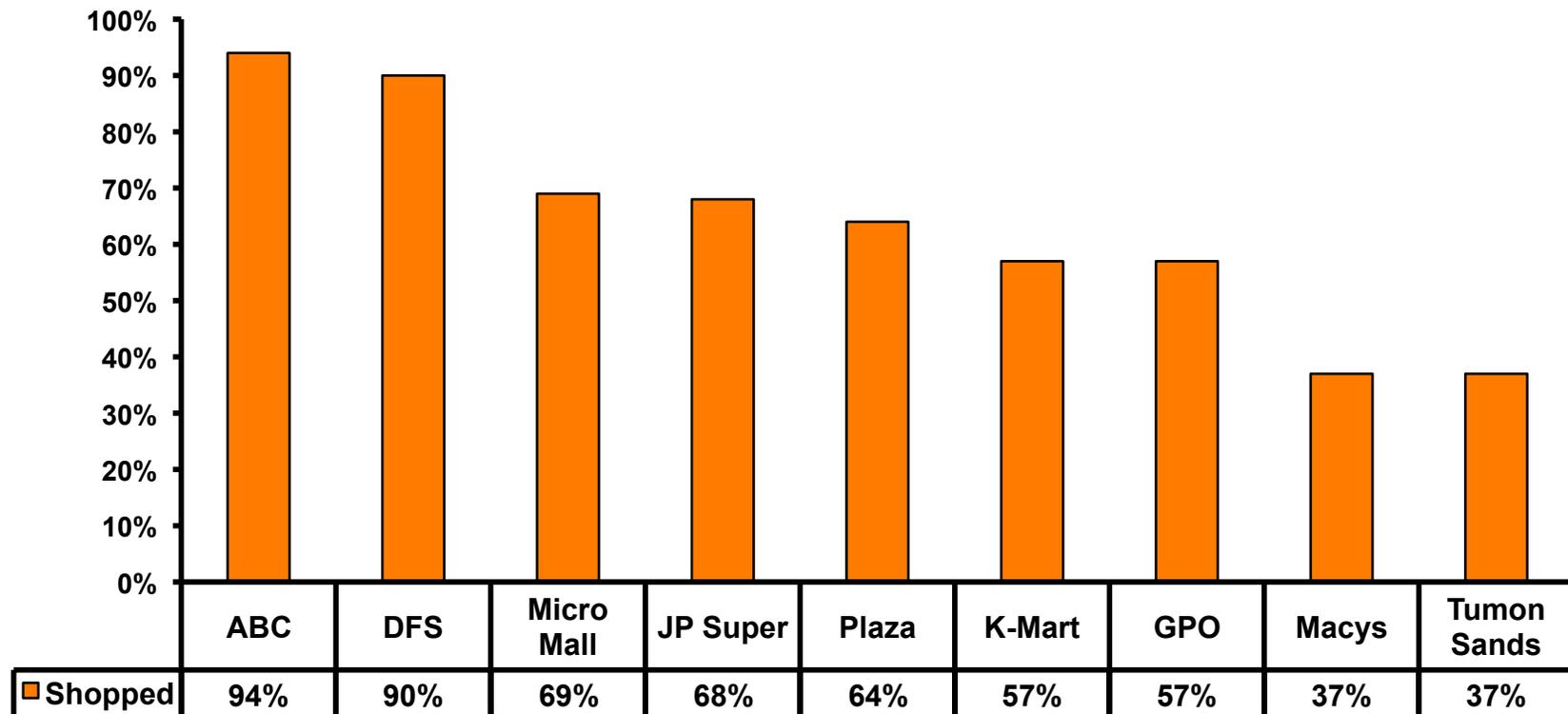
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

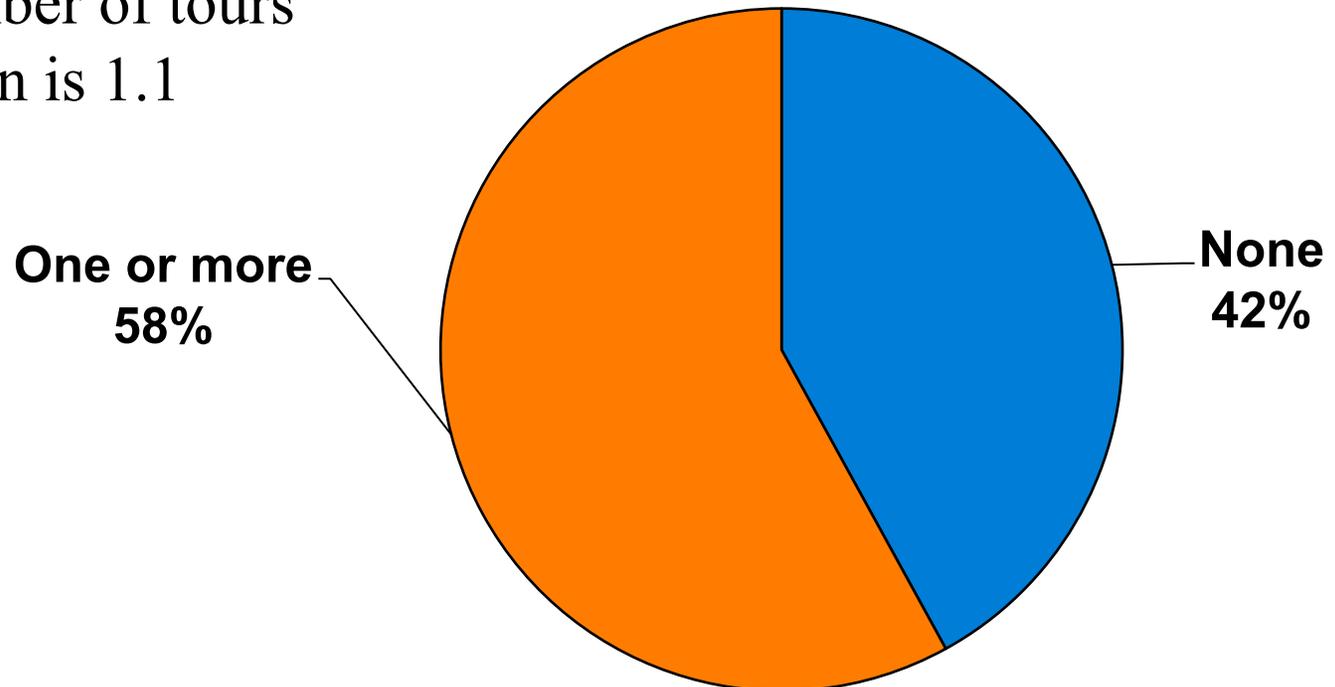
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

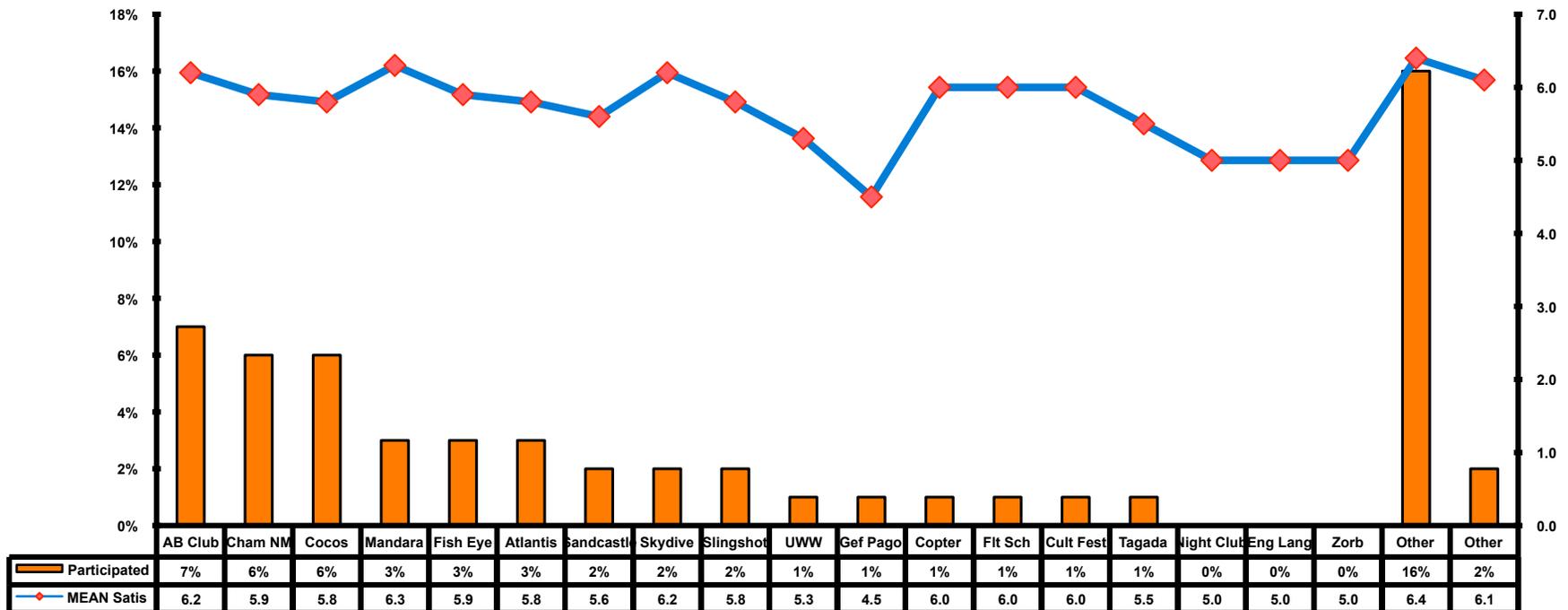
<b>Quality of Shopping</b>	<b>Variety of Shopping</b>
Score of 6 to 7 = <b>50%</b>	Score of 6 to 7 = <b>45%</b>
Score of 4 to 5 = <b>44%</b>	Score of 4 to 5 = <b>44%</b>
Score 1 to 3 = <b>6%</b>	Score 1 to 3 = <b>10%</b>
<b>MEAN = 5.3</b>	<b>MEAN = 5.2</b>

# Optional Tour Participation

- Average number of tours participated in is 1.1



# Optional Tours Participation & Satisfaction



# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Day Tour</b>	<b>Variety of Day Tour</b>
Score of 6 to 7 = <b>51%</b>	Score of 6 to 7 = <b>49%</b>
Score of 4 to 5 = <b>47%</b>	Score of 4 to 5 = <b>49%</b>
Score 1 to 3 = <b>2%</b>	Score 1 to 3 = <b>2%</b>
<b>MEAN = 5.4</b>	<b>MEAN = 5.4</b>

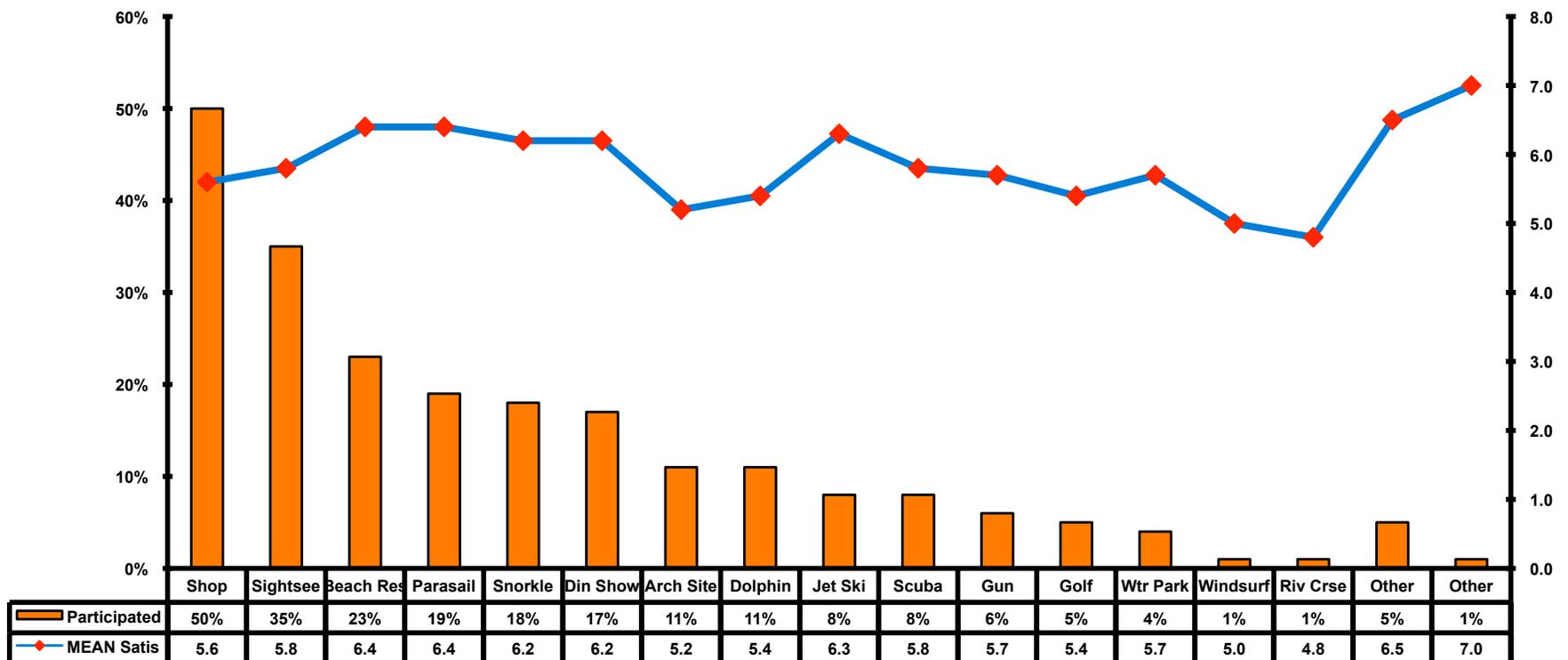
# Night Tours Satisfaction

7pt Rating Scale

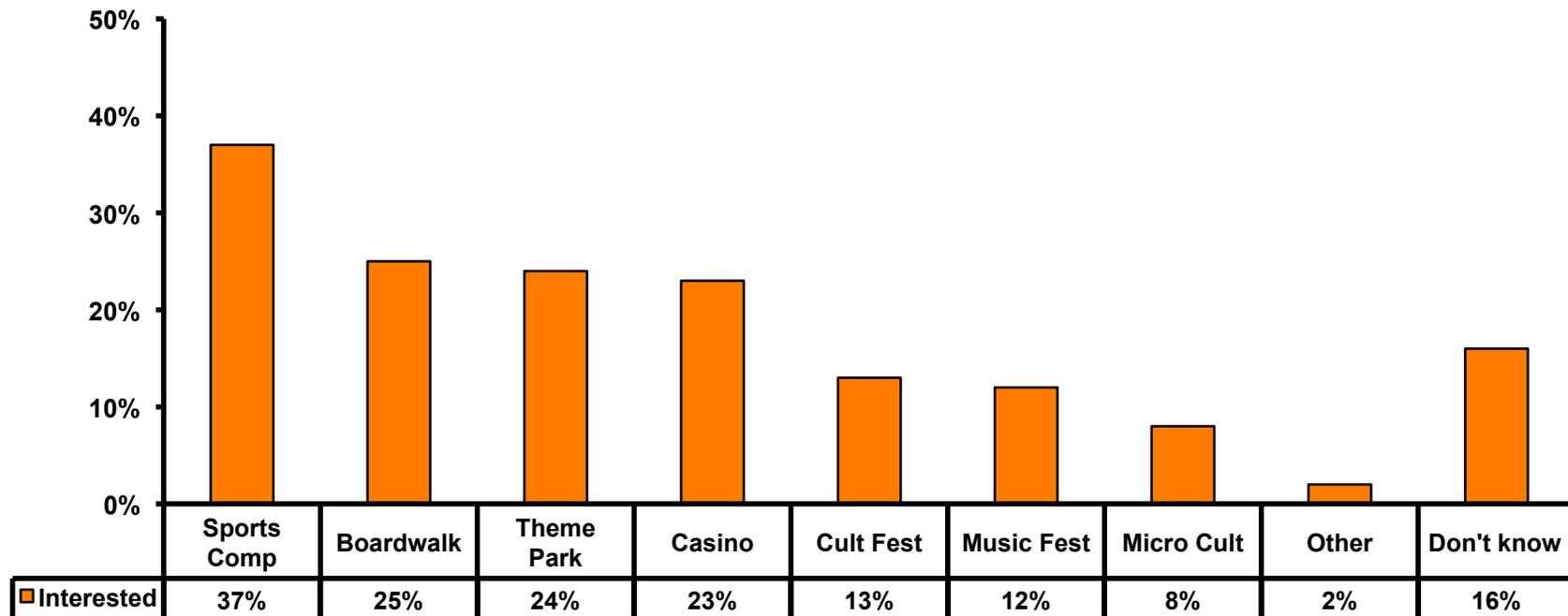
7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Night Tour</b>	<b>Variety of Night Tour</b>
Score of 6 to 7 = <b>32%</b>	Score of 6 to 7 = <b>30%</b>
Score of 4 to 5 = <b>66%</b>	Score of 4 to 5 = <b>67%</b>
Score 1 to 3 = <b>1%</b>	Score 1 to 3 = <b>3%</b>
<b>MEAN = 4.9</b>	<b>MEAN = 4.8</b>

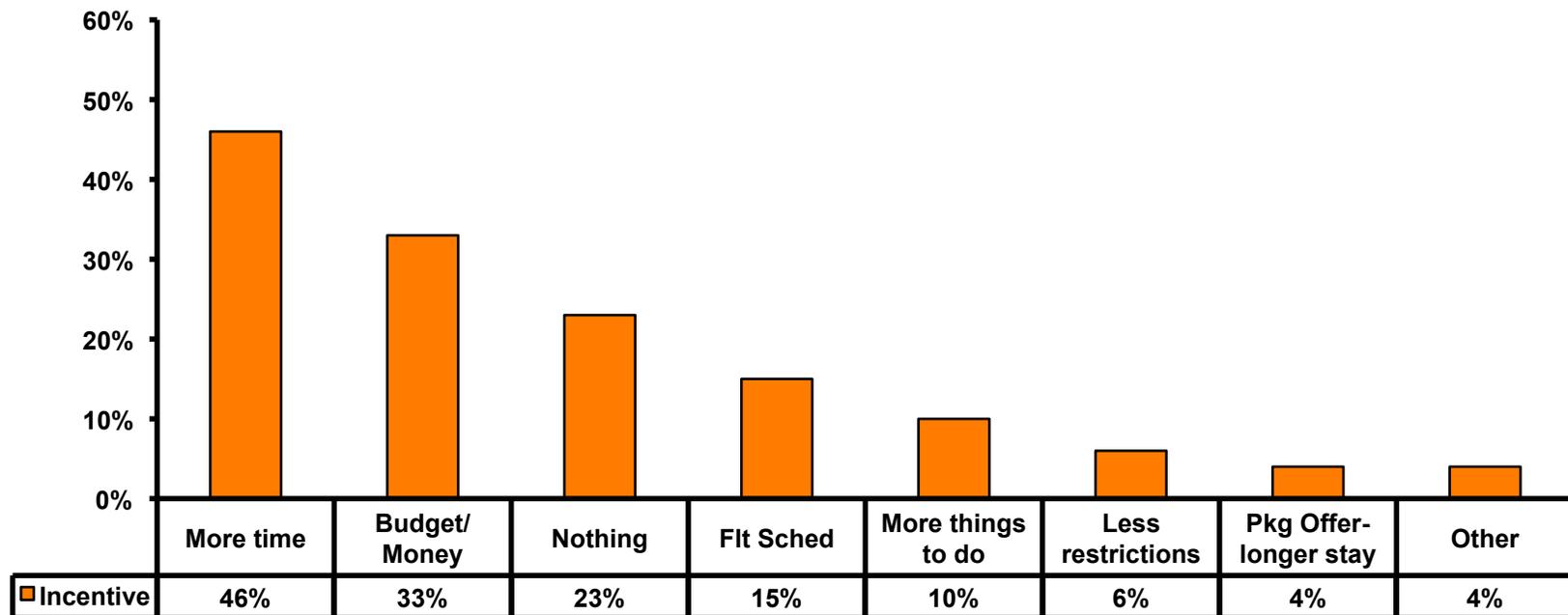
# Satisfaction with Other Activities



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



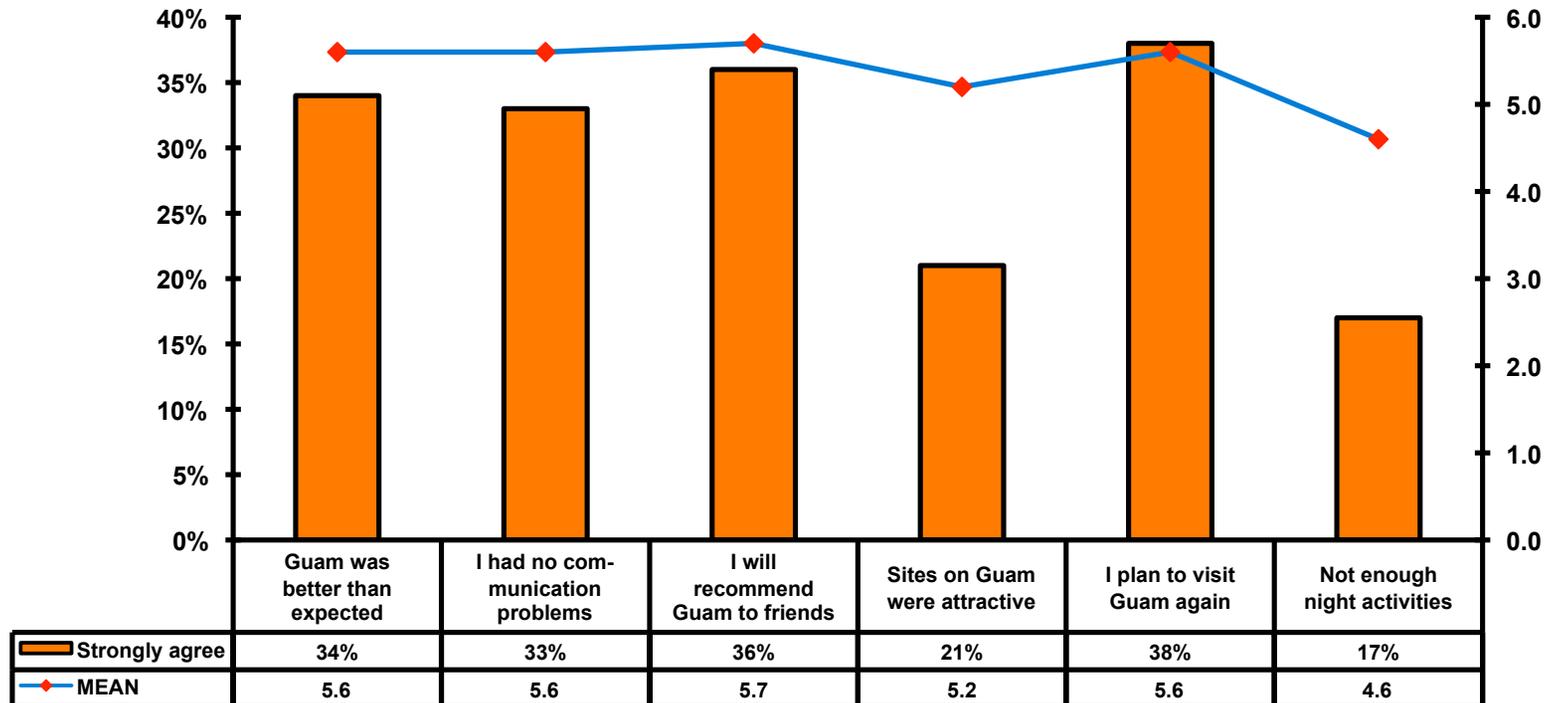
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

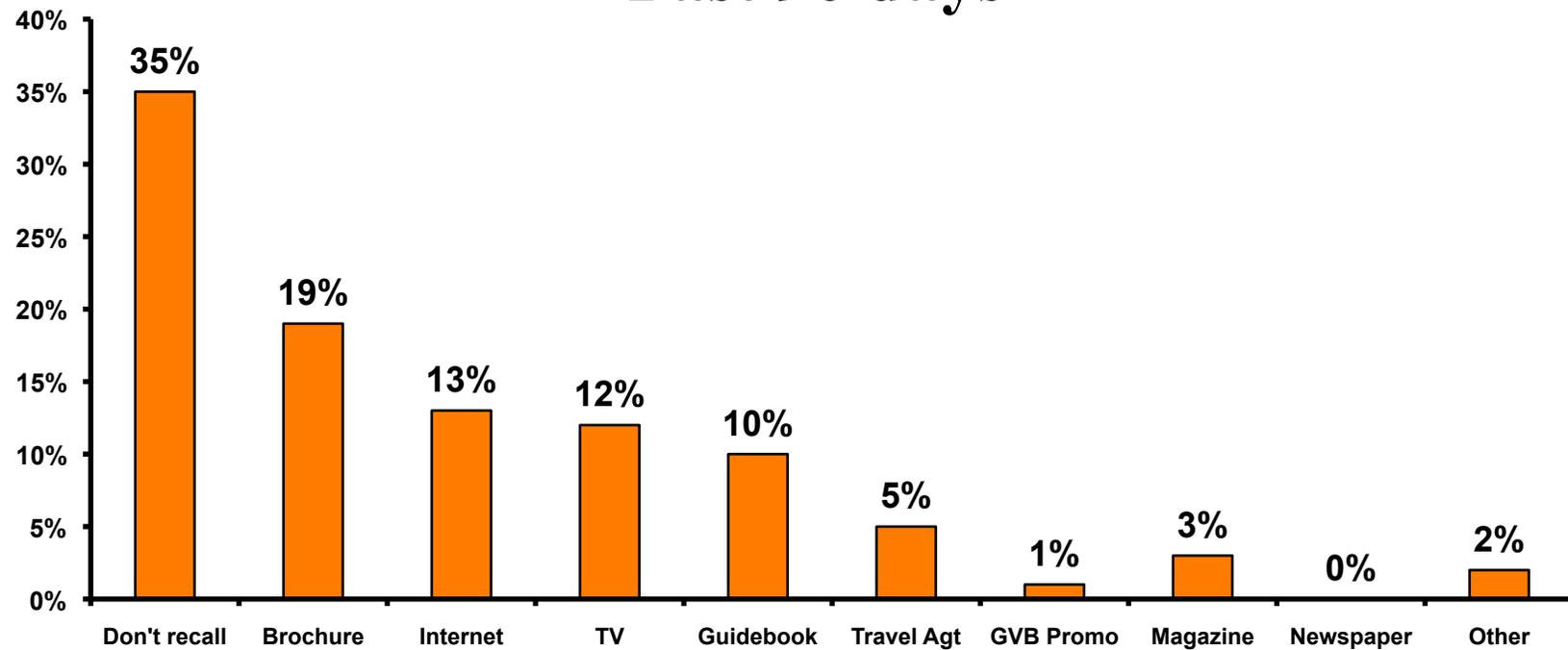
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

# Guam Promotion - Media

## Past 90 days



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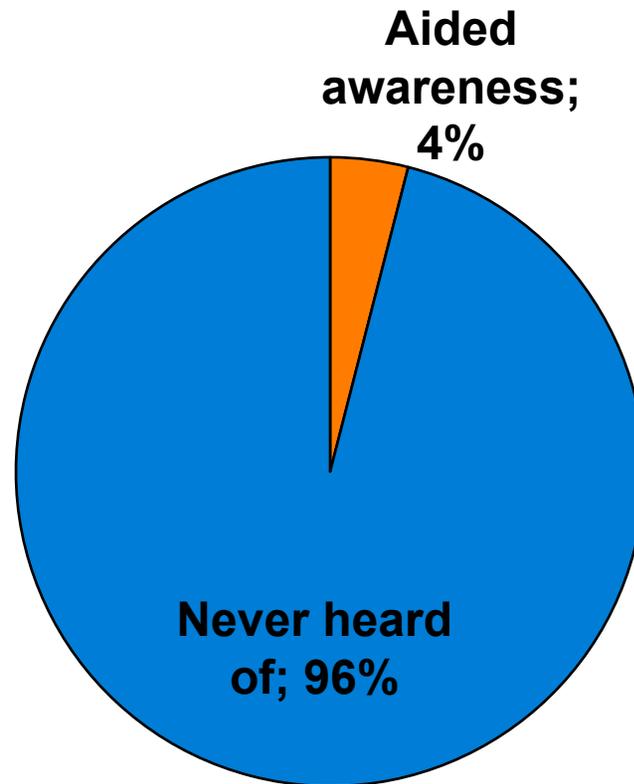
# Message Recall

(Filter: recall ad/promo n=210)

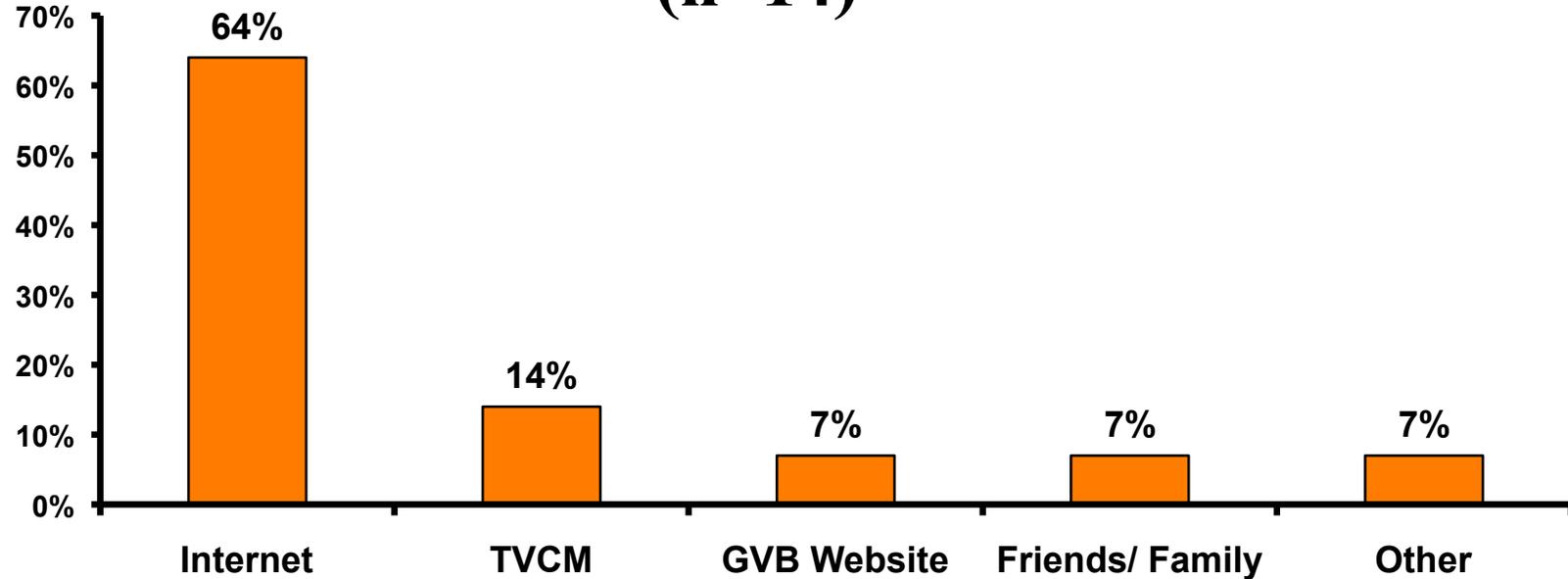
- 75% An image
- 10% Other
- 3% Tag line
- 13% Don't recall

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# Aided Awareness – Hafa Adai Guam 365 Monitor Campaign



# Media Source – Hafa Adai Guam 365 Monitor Campaign (n=14)



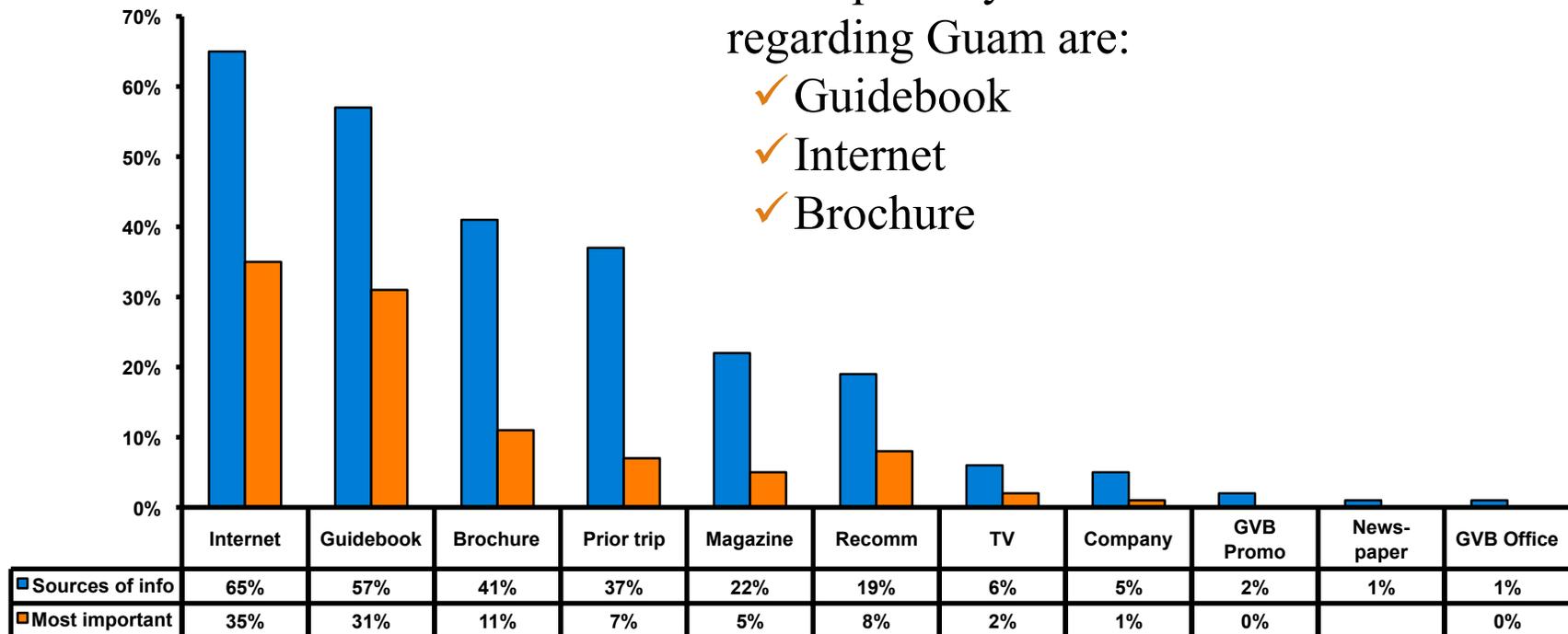
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# Omoide Guam Commercial



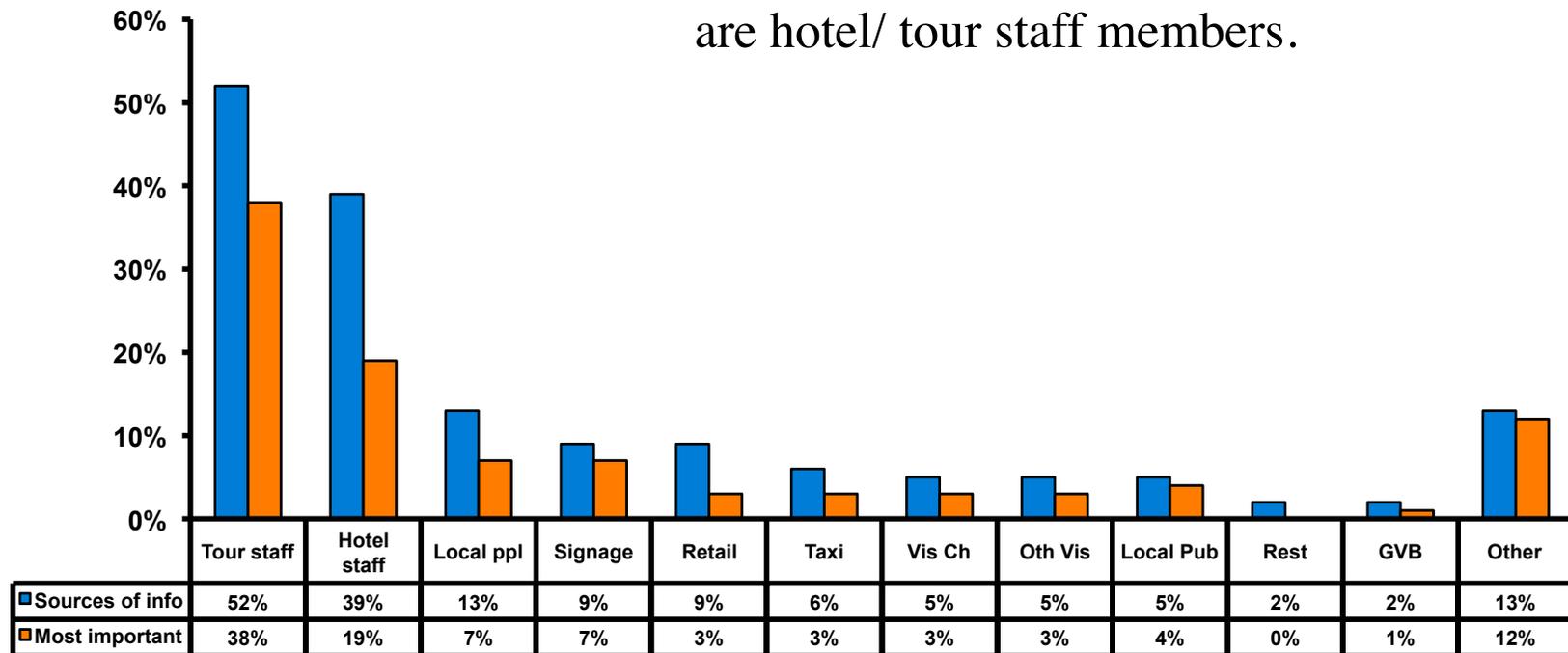
# Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - ✓ Guidebook
  - ✓ Internet
  - ✓ Brochure



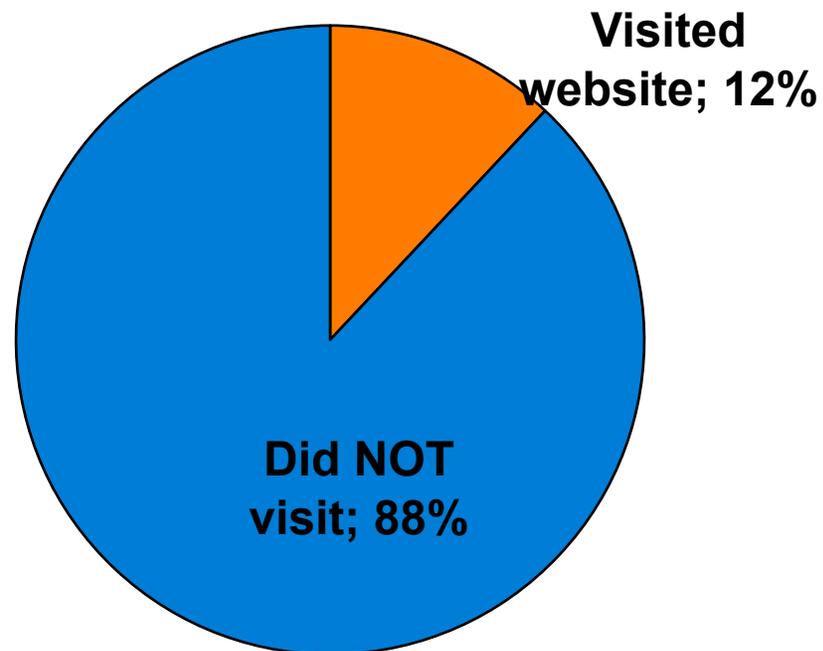
# Sources of Information Post-arrival

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



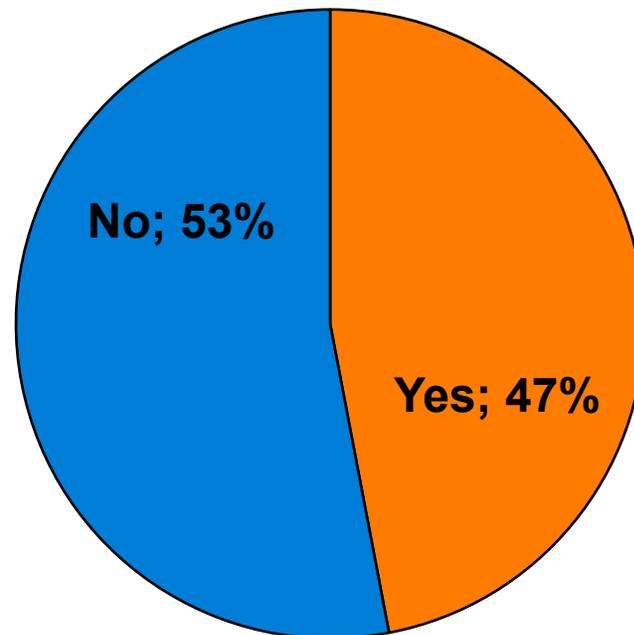
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# Visited GVB Website



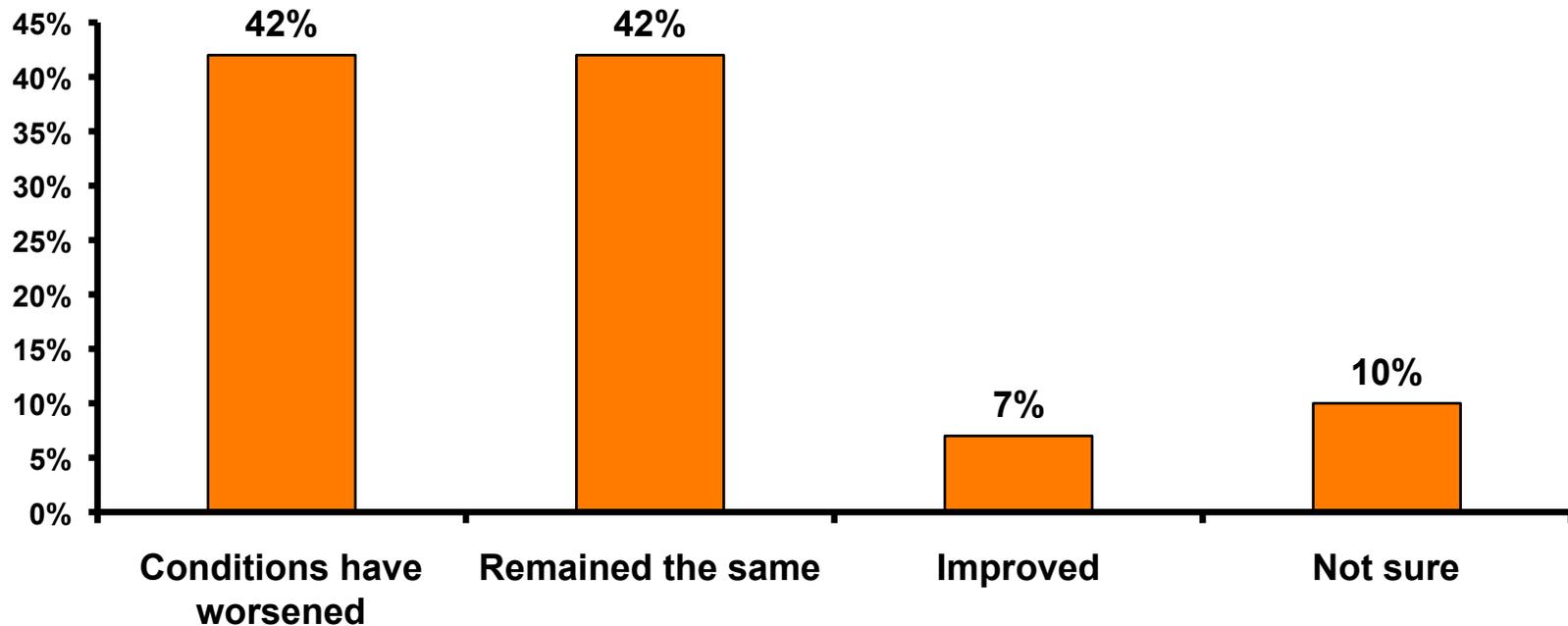
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# Satellite TV



SECTION 6  
**OTHER ISSUES**

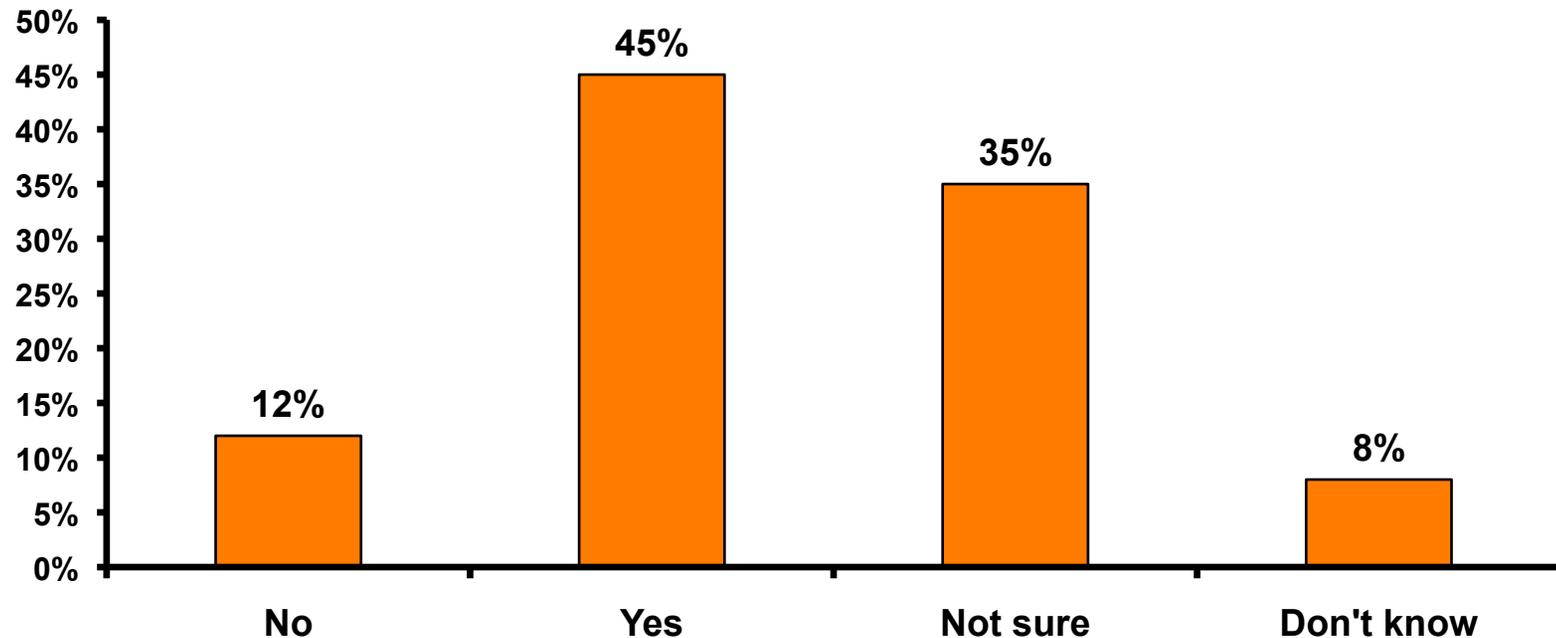
# Rating the Japan economy compared to 12 months ago - Overall



# 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+
Q.23	Conditions have worsened		34%	42%	56%	58%	38%	44%	41%	36%	46%	56%
	Conditions have remained the same	100%	41%	52%	34%	31%	31%	42%	46%	56%	43%	40%
	Conditions have improved		8%	2%	9%	8%	13%	2%	7%	4%	11%	5%
	Do not know		17%	3%		4%	19%	12%	5%	4%		
Total	Count	1	154	86	32	52	72	43	41	45	37	43

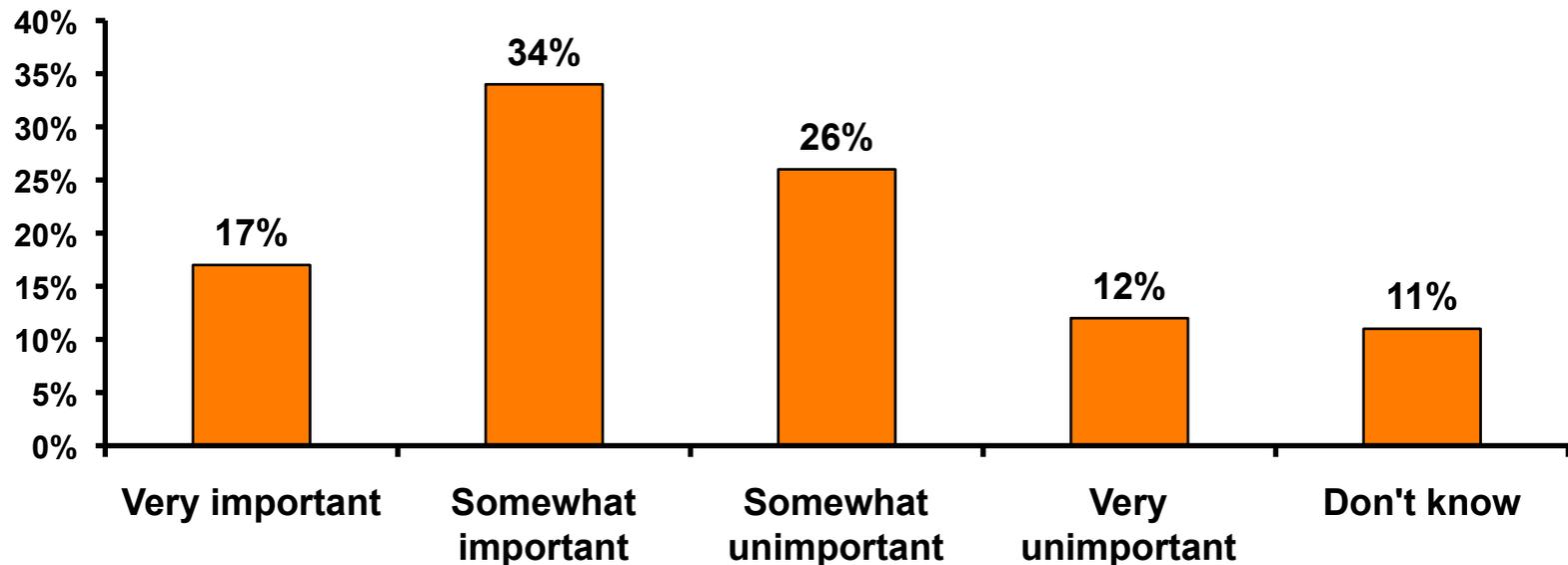
# Good time to spend money on travel outside of Japan - Overall



# 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+
Q.24	No	100%	6%	20%	13%	13%	8%	5%	21%	7%	19%	16%
	Yes		45%	43%	63%	40%	42%	56%	43%	42%	46%	53%
	Not sure		37%	34%	22%	40%	33%	40%	31%	49%	32%	30%
	Do not know		12%	3%	3%	6%	17%		5%	2%	3%	
Total	Count	1	155	86	32	52	72	43	42	45	37	43

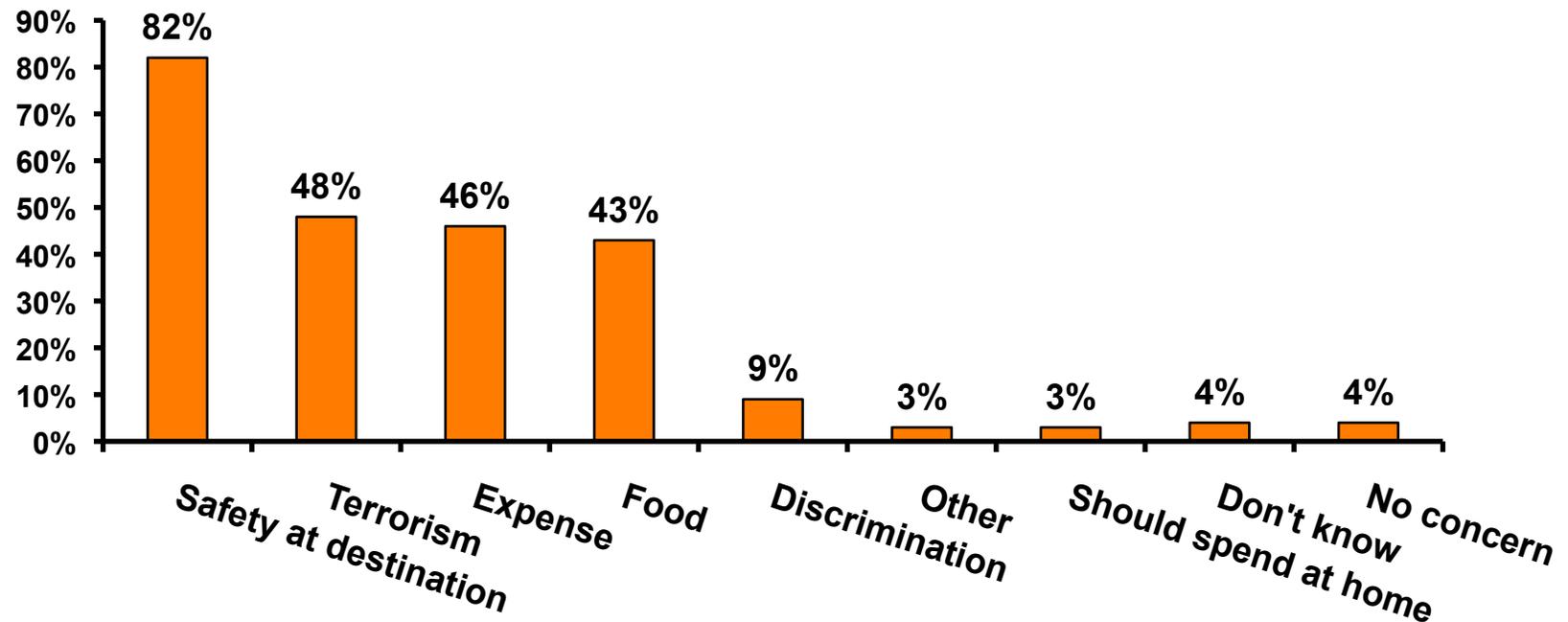
# The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



# 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+
Q.25	Very unimportant	100%	7%	16%	16%	13%	11%	7%	10%	9%	24%	16%
	Somewhat unimportant		25%	30%	22%	27%	29%	28%	26%	22%	30%	26%
	Somewhat important		39%	29%	31%	33%	35%	40%	31%	31%	27%	37%
	Very important		13%	17%	31%	21%	8%	19%	26%	27%	16%	19%
	Do not know		16%	7%		6%	17%	7%	7%	11%	3%	2%
Total	Count	1	155	86	32	52	72	43	42	45	37	43

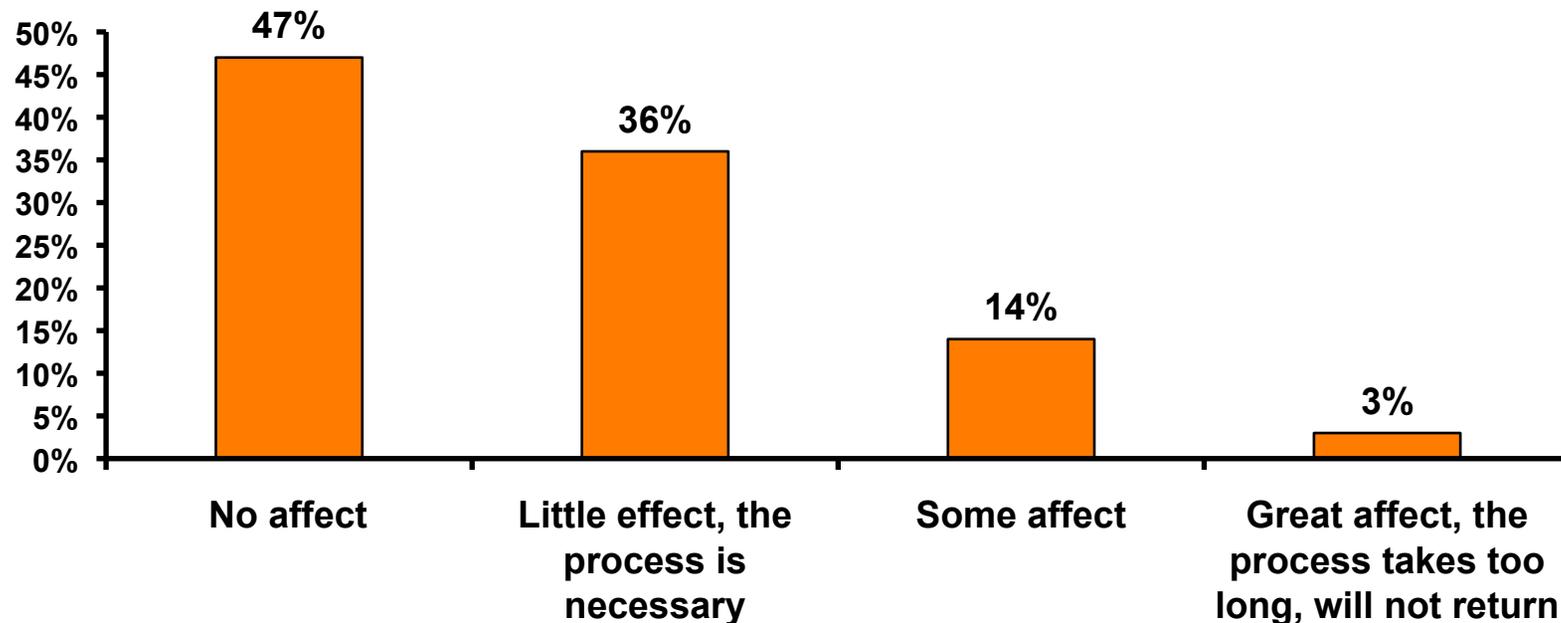
# Concerns about travel outside of Japan - Overall



# 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+
Q.26	Safety at my destination	100%	81%	80%	84%	83%	83%	81%	81%	84%	78%	84%
	Terrorism	100%	44%	48%	63%	52%	42%	56%	60%	40%	51%	47%
	Expense	100%	46%	48%	53%	37%	54%	49%	40%	36%	46%	56%
	Food	100%	43%	44%	41%	46%	44%	49%	48%	44%	46%	47%
	No concerns		2%	6%	6%	4%	4%	2%		7%	8%	2%
	Spending money abroad when it should be spent at home	100%	2%	2%	9%	2%	3%		5%		5%	7%
	Other		3%	3%		4%	3%	2%	5%	4%	3%	2%
	Do not know		6%	2%		2%	3%		5%	2%		
Total	Cases	1	155	86	32	52	72	43	42	45	37	43

# Security Screening/ Immigration Process at Guam International Airport



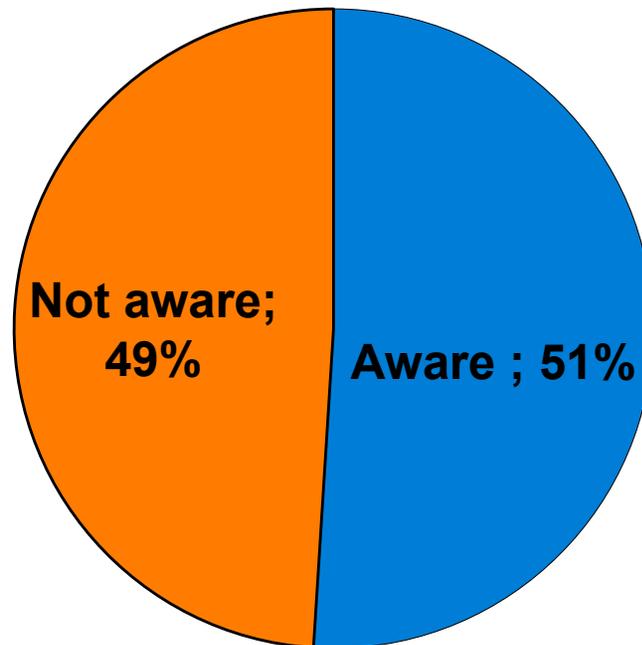
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## **Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum**

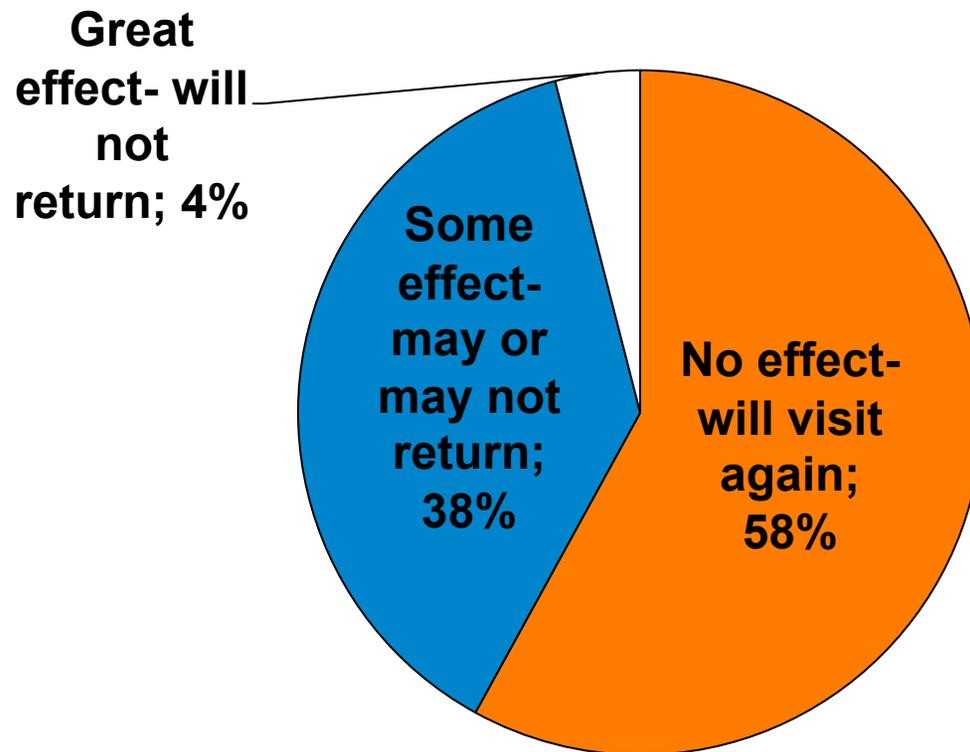
- Mean Rating – **3.2** out of possible 7.0
- Agree (Score 6-7) – **11%**
- Neutral (Score 4-5) – **44%**
- Disagree (Score 1-3) – **45%**

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



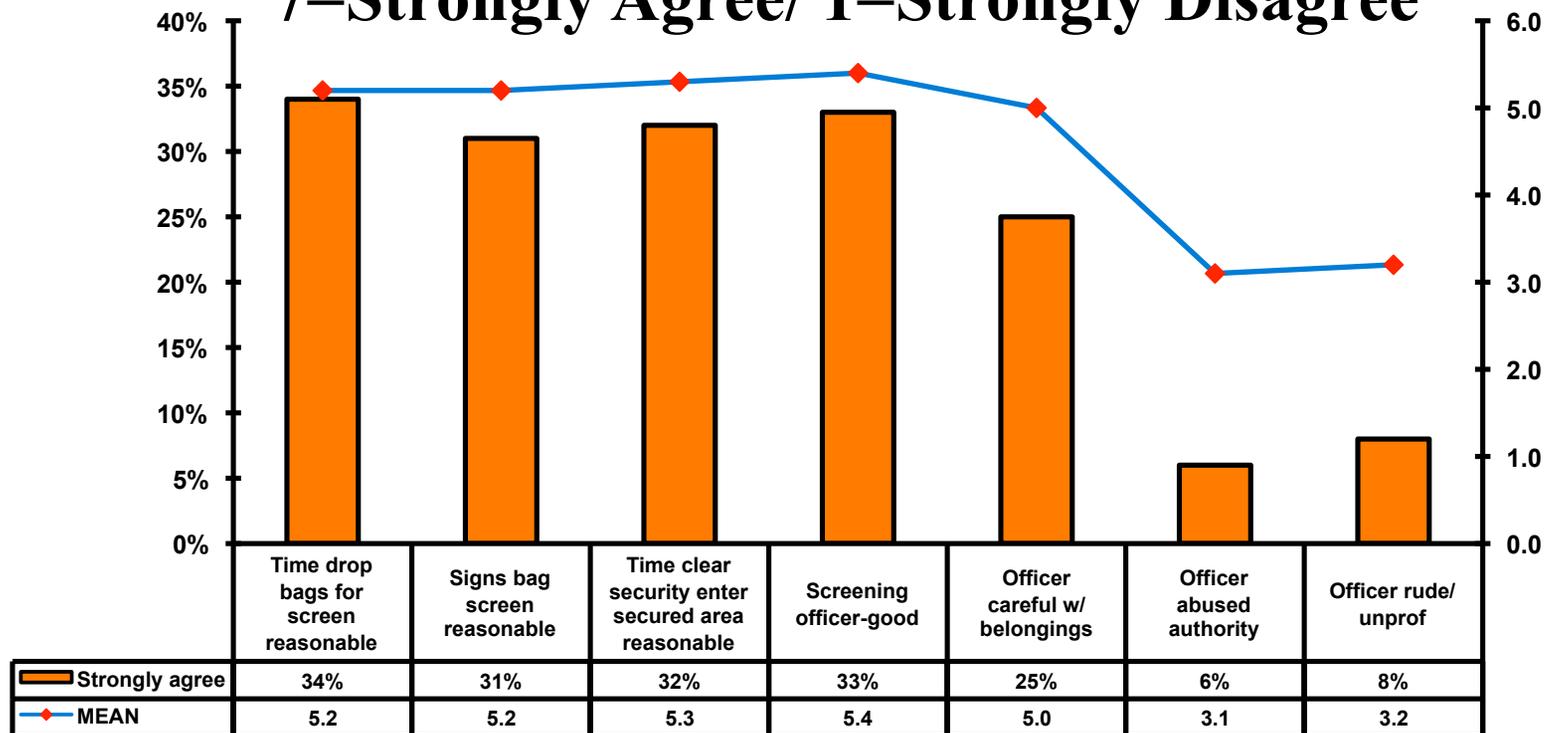
# Effects of US military troop movement on future trips to Guam



# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

