



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

MAY 2010



Prepared by: QMark Research

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Background & Methodology

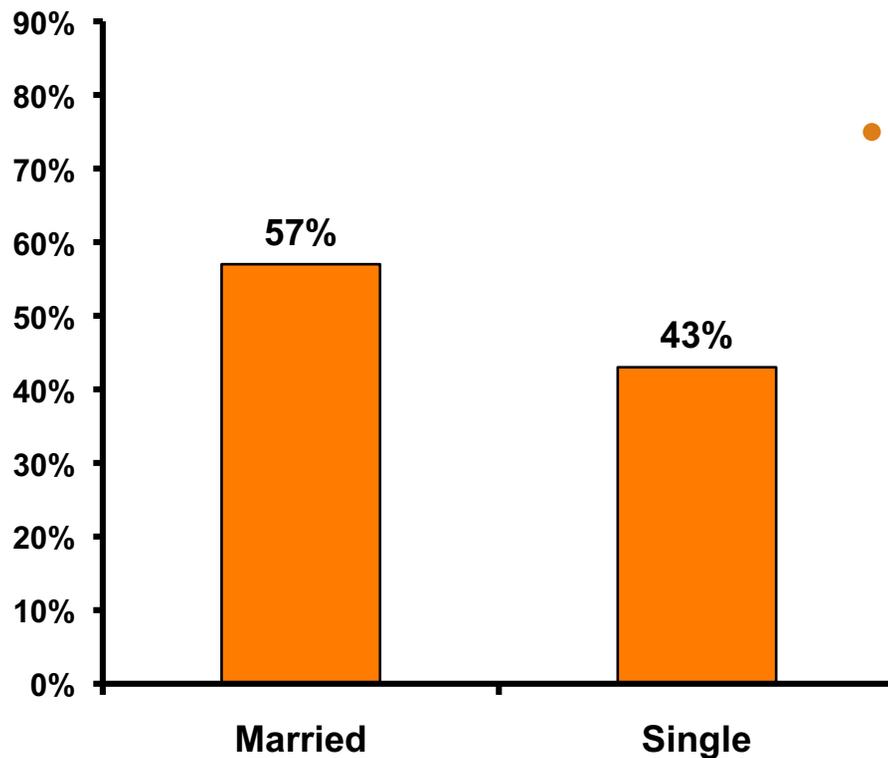
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **333** departing 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 **333** 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.

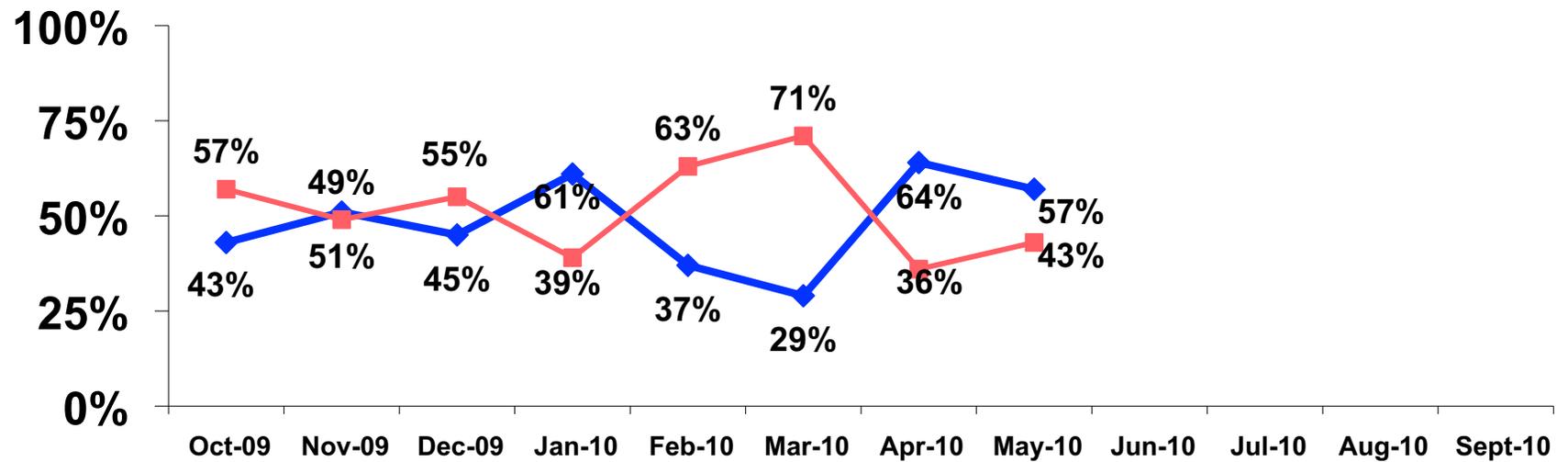
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall



- 64% of repeat visitors are married.

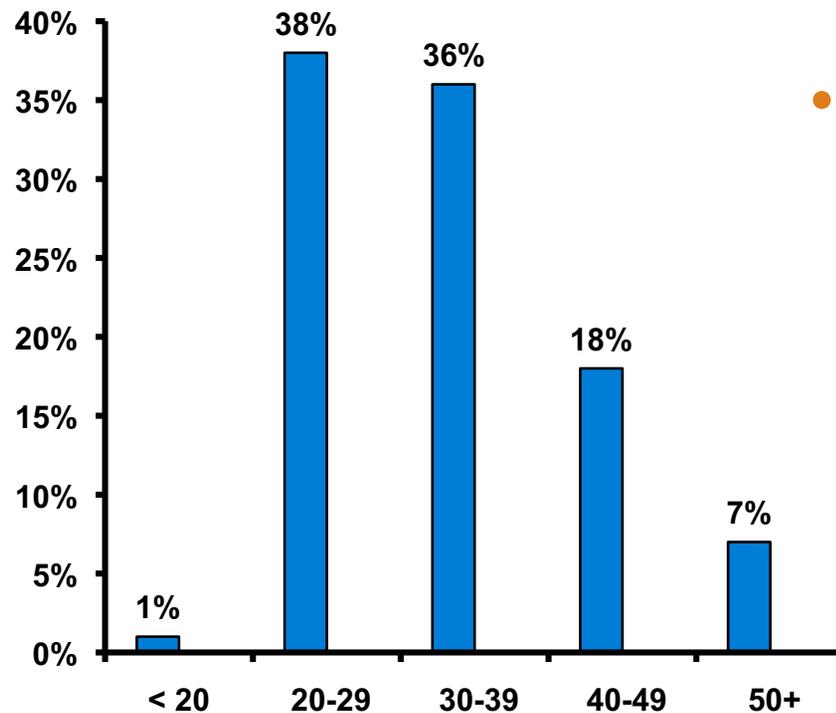
Marital Status



◆ Married

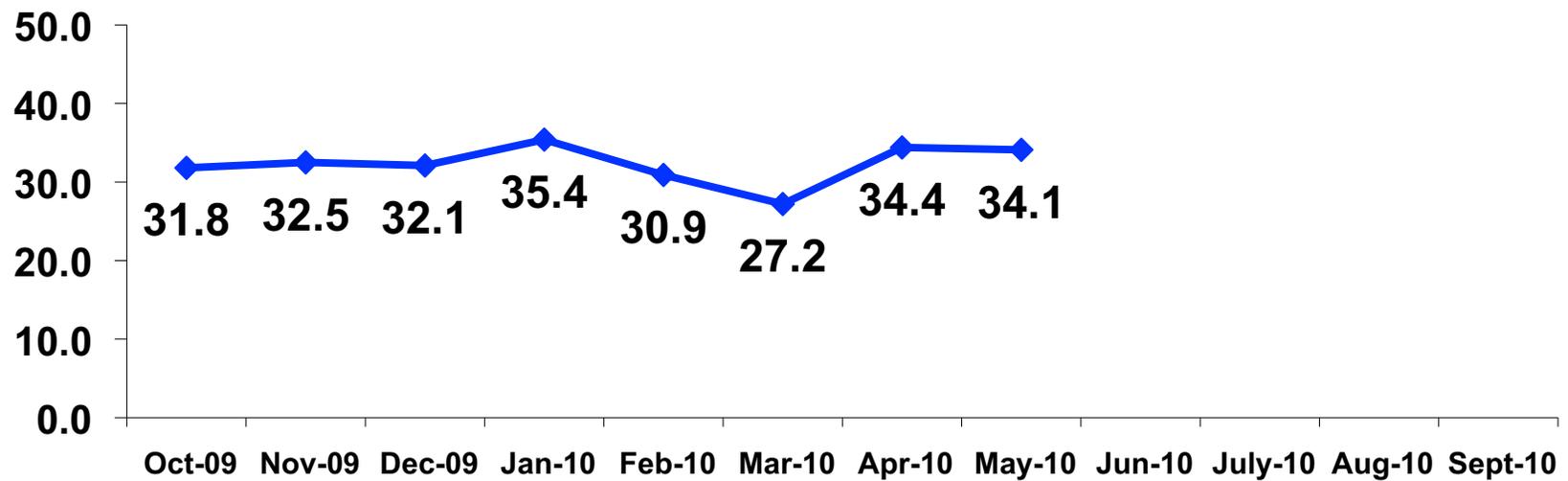
■ Single

Age - Overall

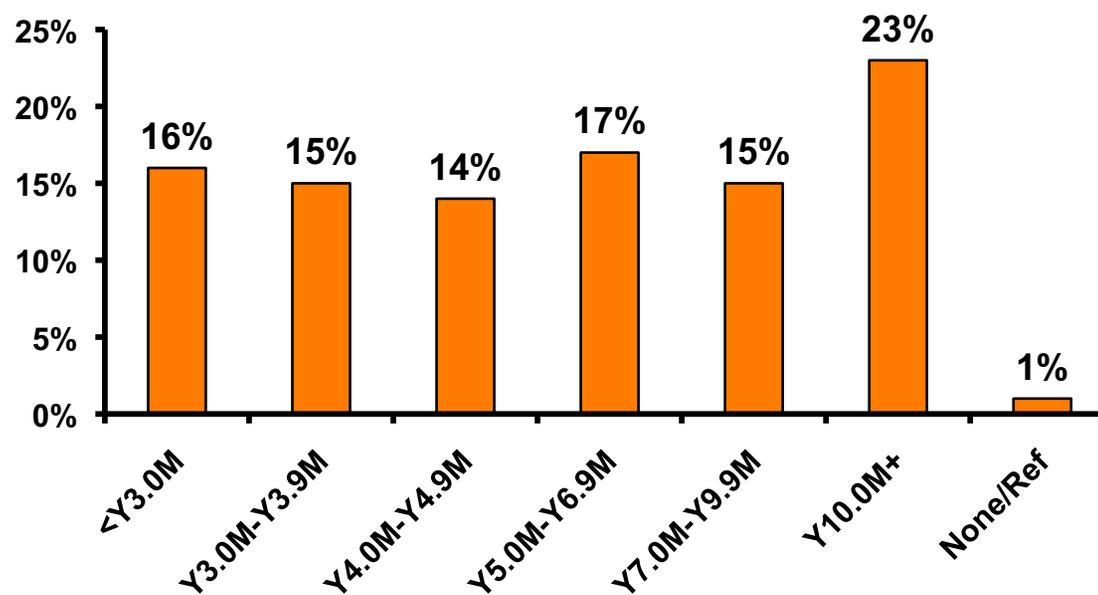


- The average age of the respondents is 34.1 years of age.

Average Age

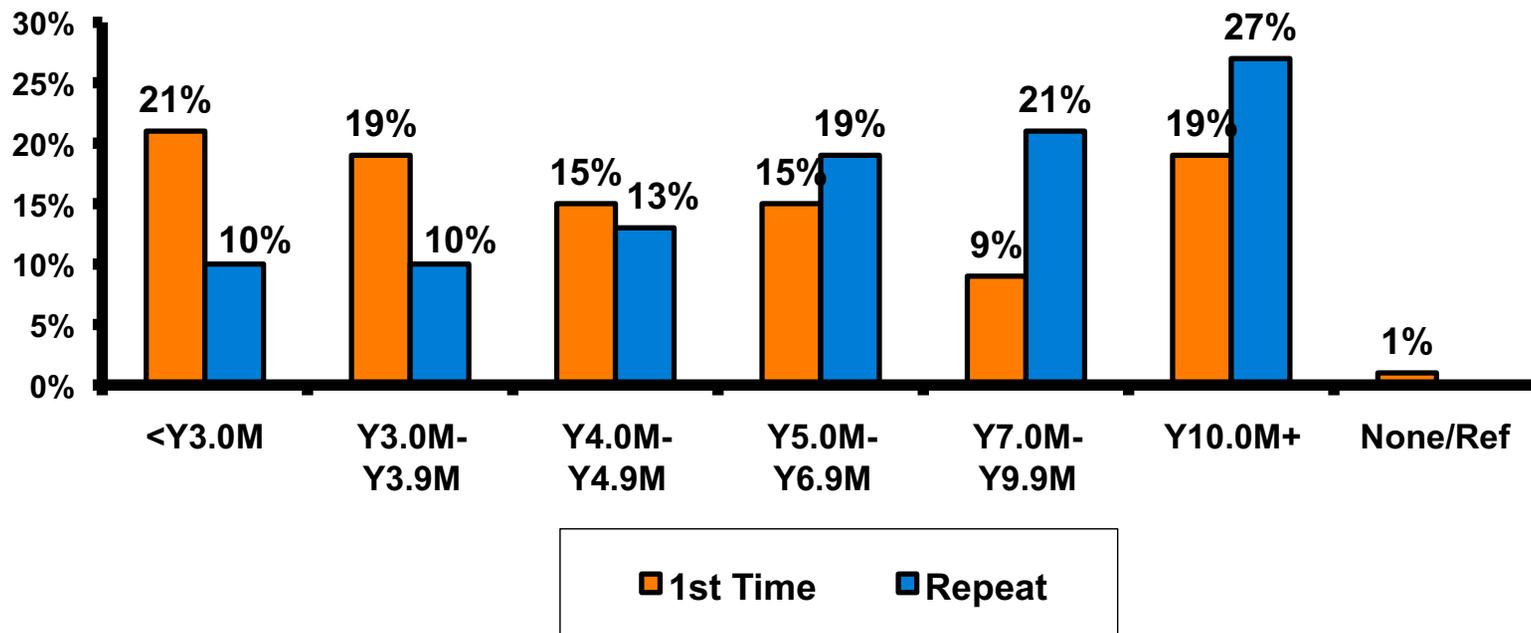


Personal Income



• ¥93.17=\$1

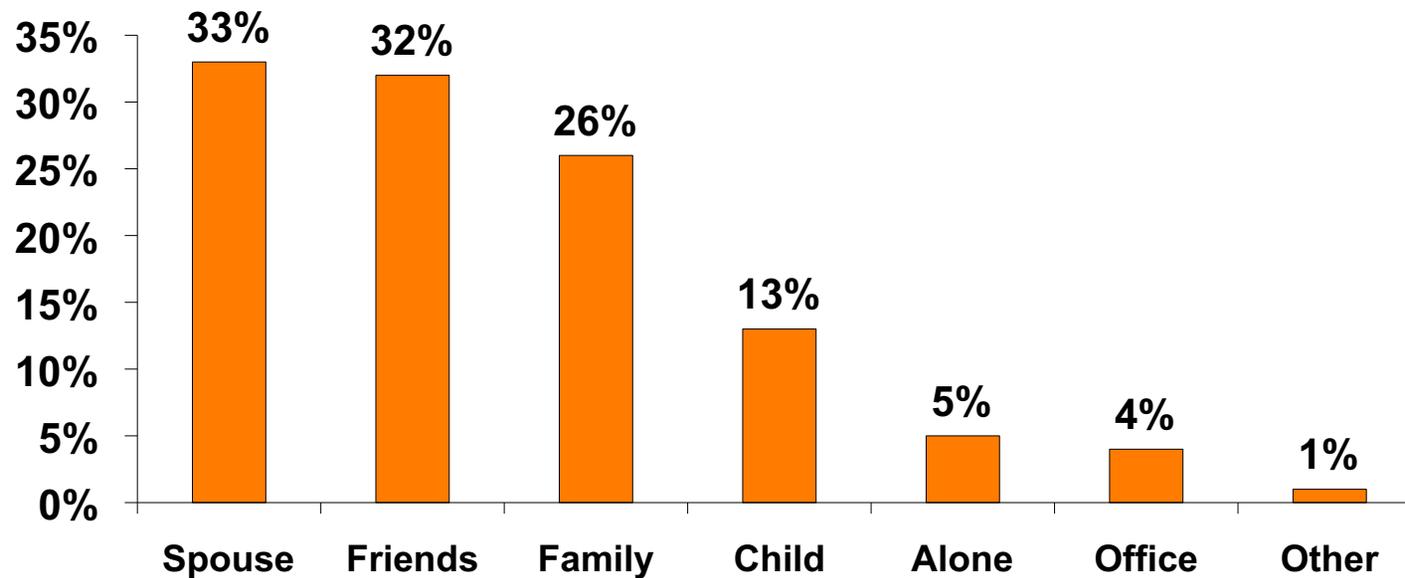
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
				Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME	<Y3.0M	Count	49	12	37		37	9	1	2
			16%	8%	25%		31%	8%	2%	11%
	Y3.0M-Y3.9M	Count	45	17	28		28	14	3	
			15%	11%	19%		24%	13%	5%	
	Y4.0M-Y4.9M	Count	43	29	14		20	19	2	2
			14%	18%	10%		17%	17%	3%	11%
	Y5.0M-Y6.9M	Count	52	31	21		14	24	12	2
			17%	19%	14%		12%	22%	21%	11%
	Y7.0M-Y9.9M	Count	45	28	17		5	24	14	2
			15%	18%	12%		4%	22%	24%	11%
Y10.0M+	Count	71	41	30	2	15	19	25	10	
		23%	26%	20%	100%	13%	17%	43%	53%	
No Inc	Count	2	2					1	1	
		1%	1%					2%	5%	
Total	Count	307	160	147	2	119	109	58	19	

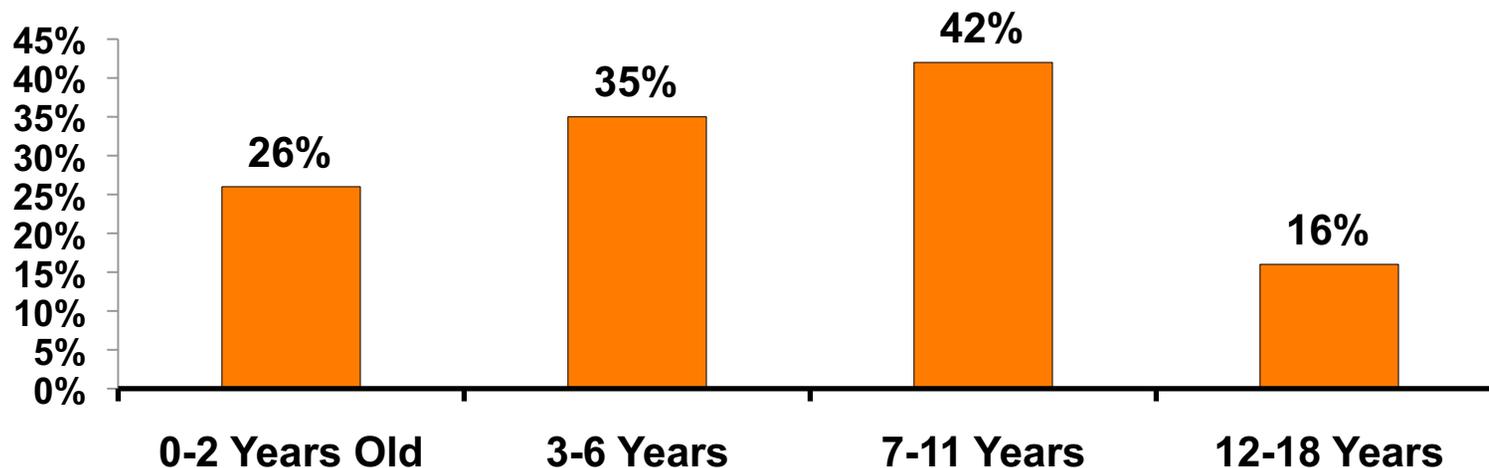
Travel Companions



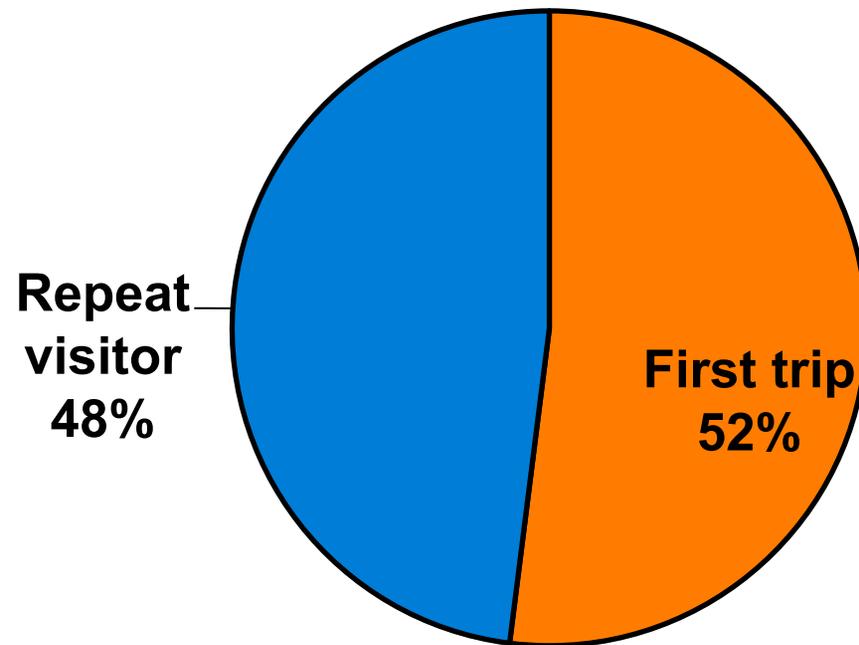
Number of Children Travel Party

N=43 total respondents traveling with children.

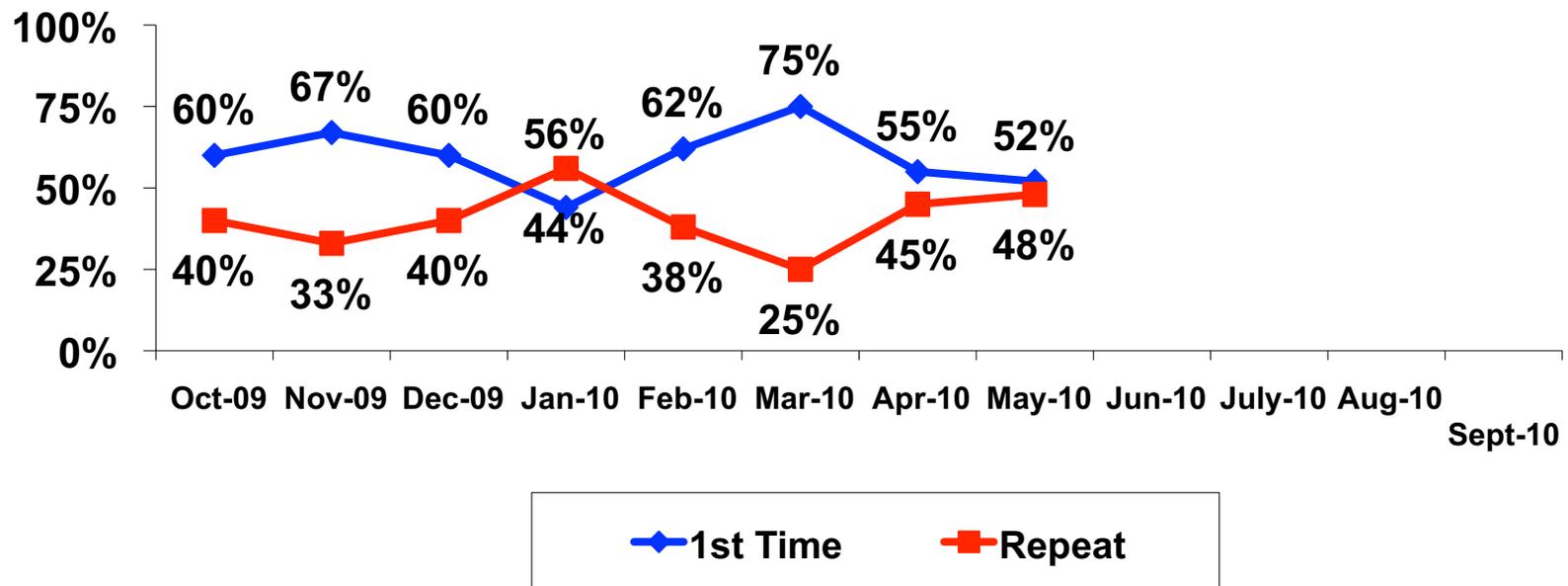
(Of those N=43 respondents, there is a total of 55 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



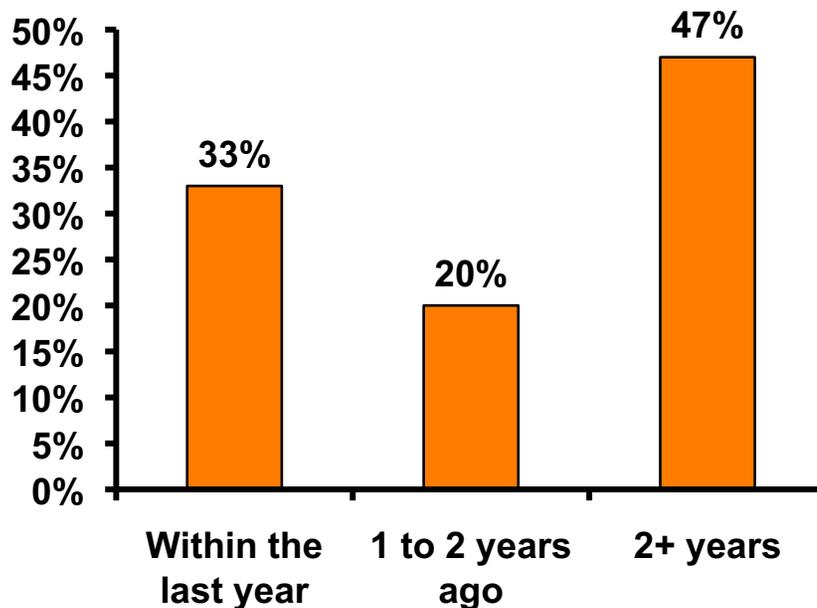
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	172	88	84
			52%	51%	52%
	Female	Count	161	84	77
			48%	49%	48%
Total		Count	333	172	161
AGE	<20	Count	2	1	1
			1%	1%	1%
	20-29	Count	127	86	41
			38%	50%	25%
	30-39	Count	120	55	65
			36%	32%	40%
	40-49	Count	61	20	41
		18%	12%	25%	
	50+	Count	23	10	13
			7%	6%	8%
Total		Count	333	172	161

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

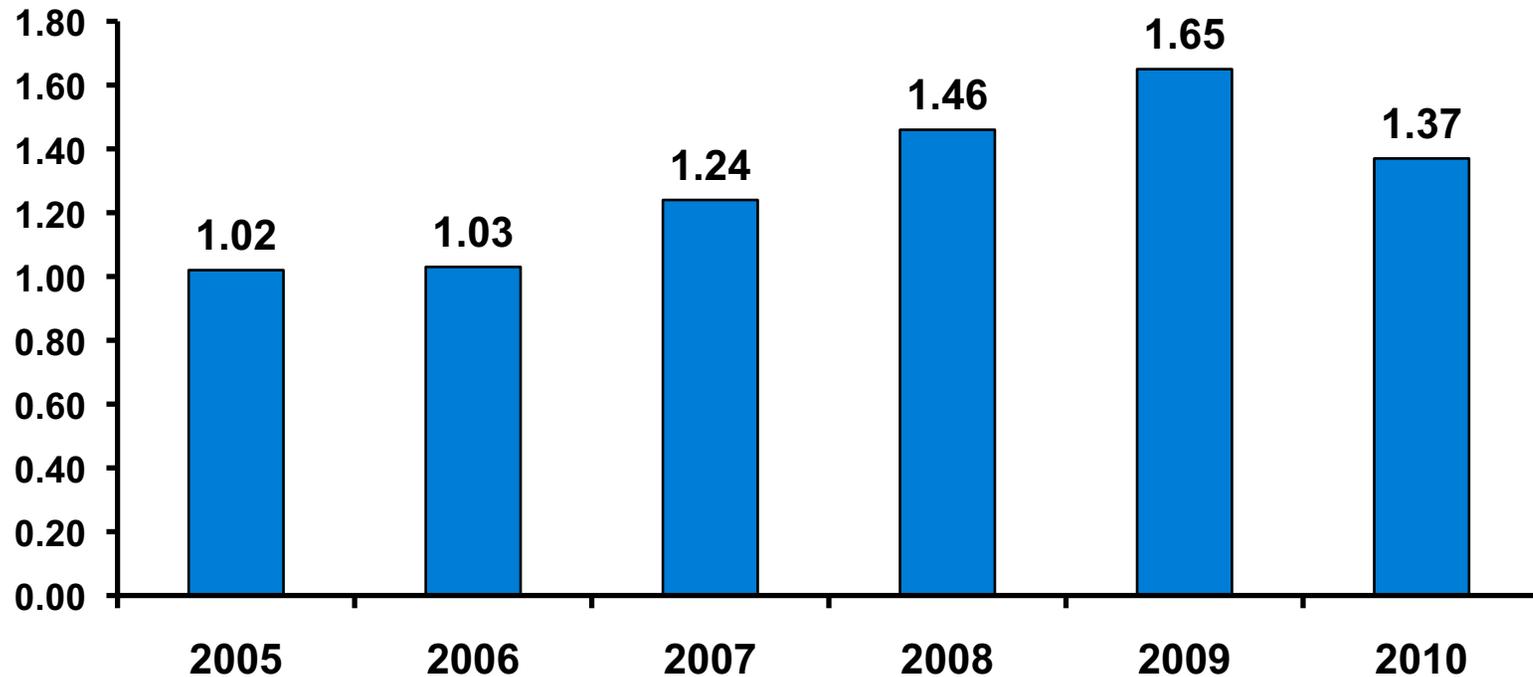
Repeat Visitors Last Trip

n = 161

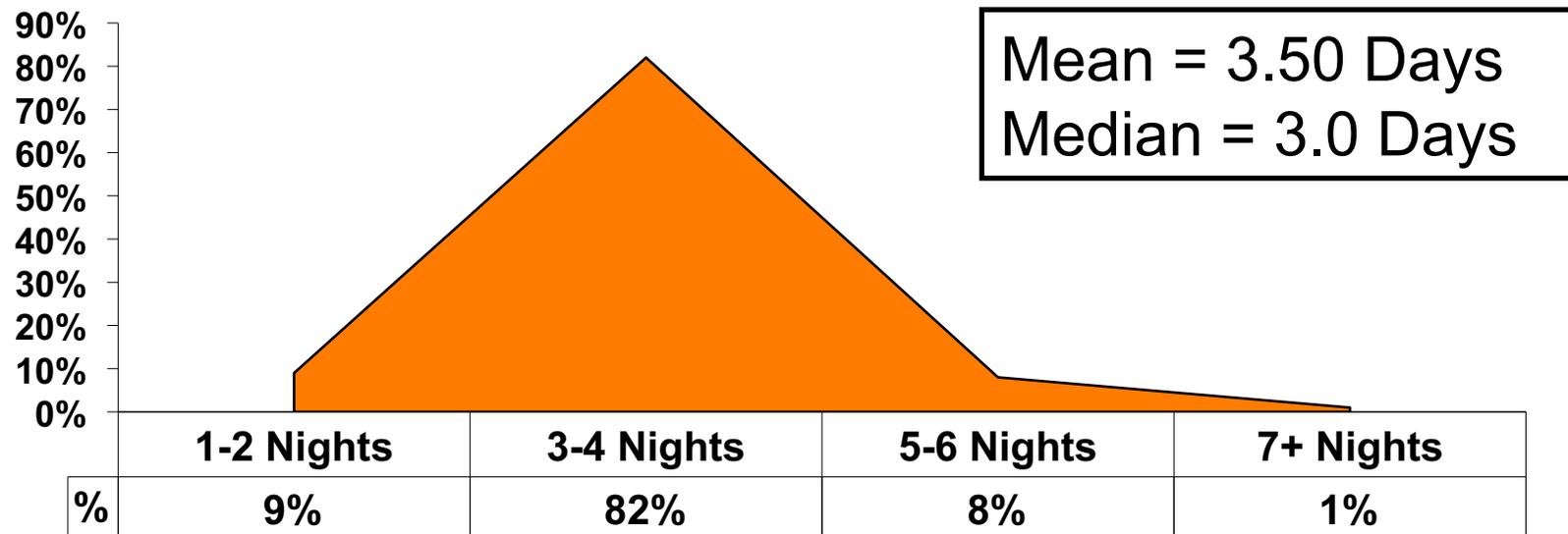


- The average repeat visitor has been to Guam 3.0 times.
- Half the repeat visitors have been to Guam within the last 2 years.

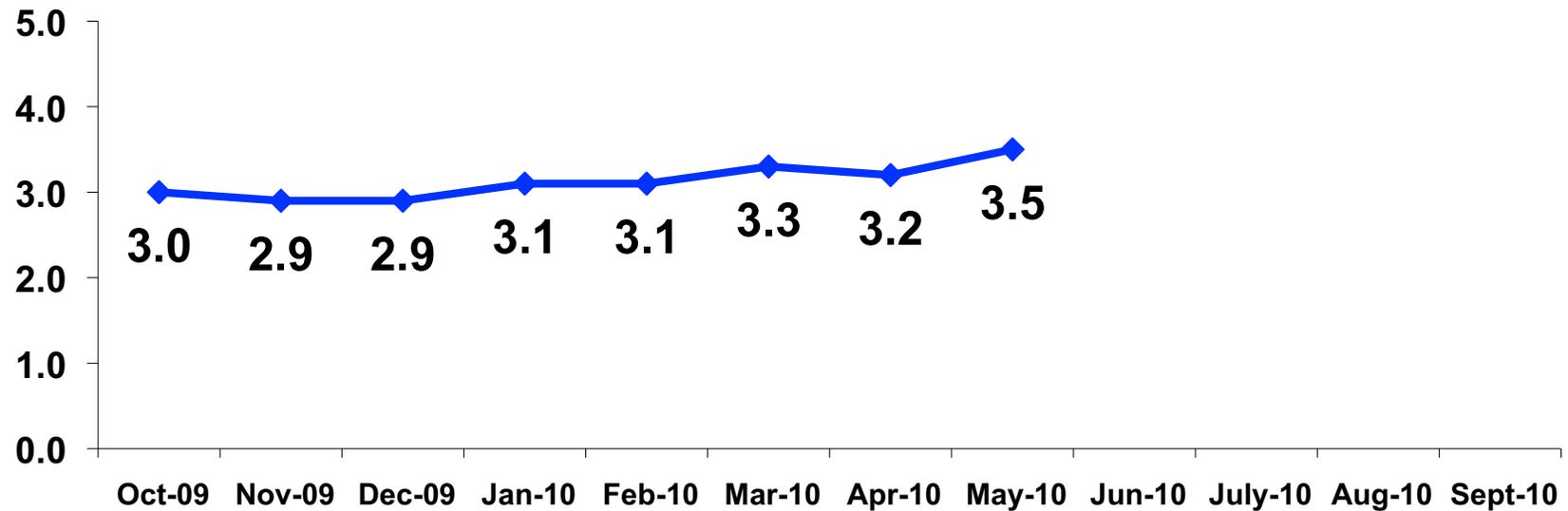
Average Number Overnight Trips (2004-2010) (2 nights or more)



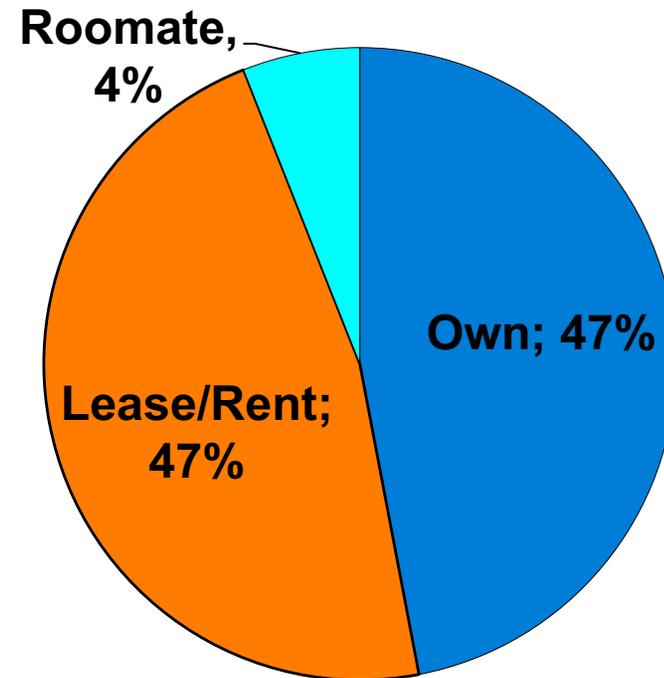
Length of Stay



Average Length of Stay



Living Accommodations

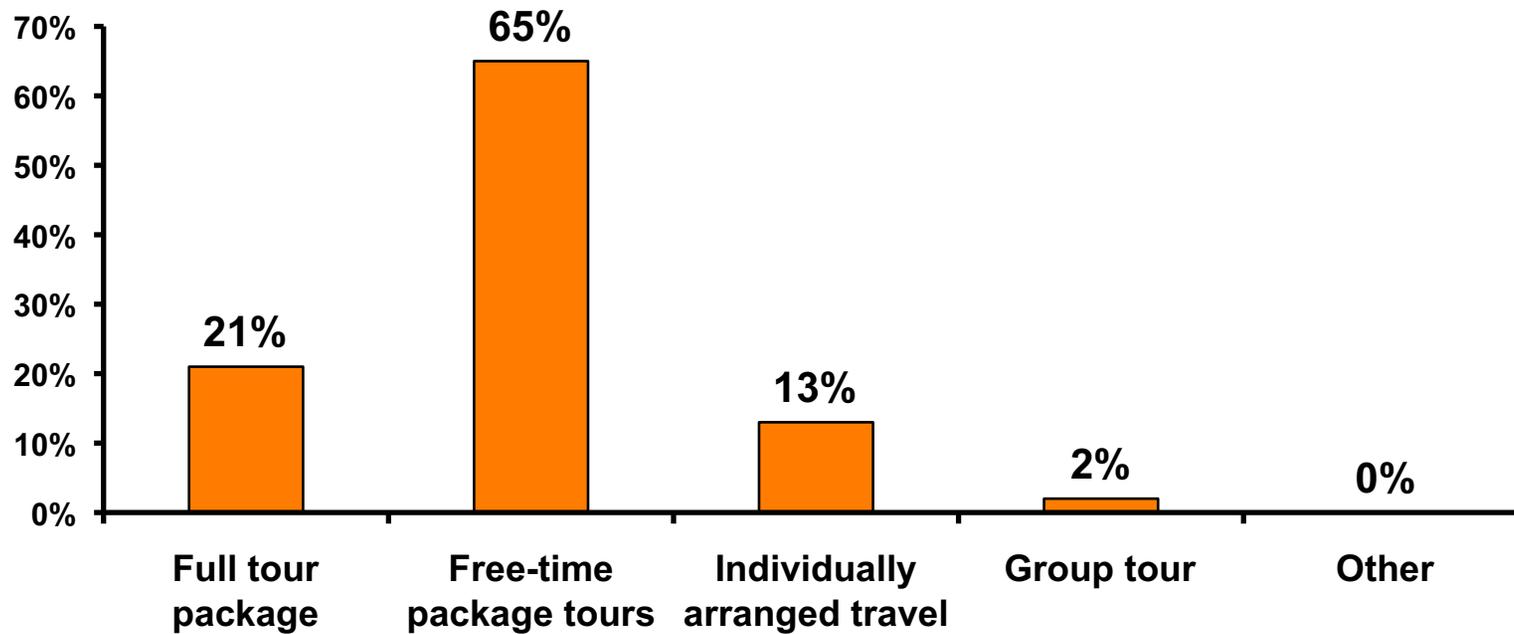


Occupation by Income

		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	25%	35%	34%	24%	25%	29%	7%	
	Co. Employee: Engineer	18%	14%	23%	33%	18%	20%	15%	
	Co. Employee: Salesperson	13%	8%	16%	21%	16%	11%	11%	
	Co. Employee: Manager	9%		2%	2%	8%	9%	23%	
	Homemaker	9%	4%	5%	5%	10%	11%	11%	50%
	Self Employed	6%	6%	2%	2%	12%	4%	8%	
	Skilled Worker	3%	6%	5%	7%		2%	1%	
	Professional or Specialist	3%	2%	5%	2%		2%	6%	
	Student	3%	4%			2%		10%	
	Other	2%	4%		2%	2%	4%	1%	
	Teacher	2%	6%	2%				4%	
	Government Employee: Office Worker Non-Managerial	2%	4%	2%			4%		
	Co. Employee: Executive	2%		2%		4%		1%	
	Freeter	1%	4%			2%			
	Unemployed	1%	2%				2%		
	Government Employee: Manager	1%		2%		2%			
	Retired	1%							50%
Total	Count	327	49	44	42	51	45	71	2

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

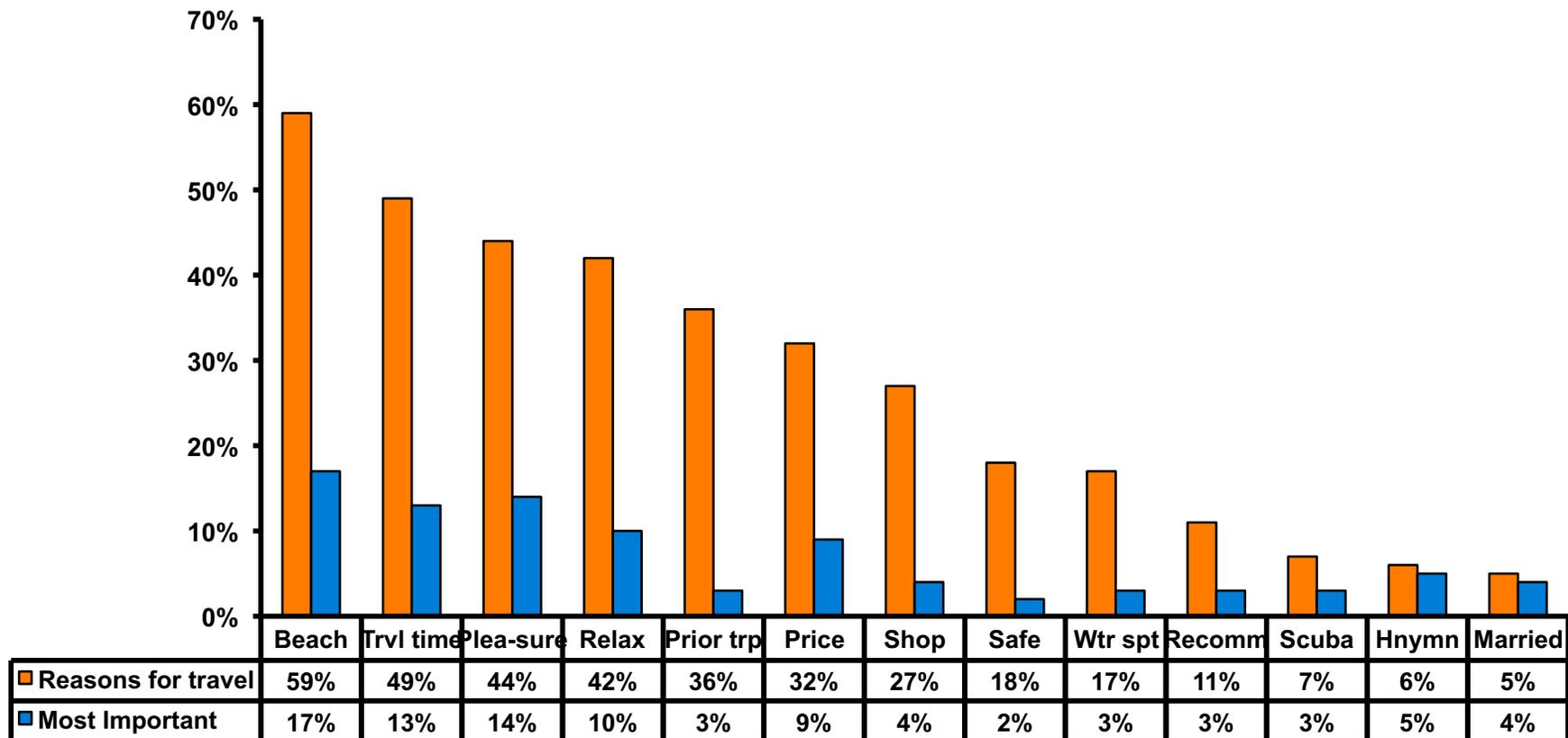


Accommodation by Income

Average length of stay: 3.50 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	17%	27%	18%	26%	12%	4%	15%		
Guam Reef Hotel	8%	8%	13%	9%	6%	13%	4%		
Hotel Nikko Guam	7%	6%	4%	9%	12%	2%	8%		
Outrigger Guam Resort	6%	2%	13%	2%	8%	4%	6%	50%	
Leo Palace Resort	6%	4%	4%	9%	8%	7%	6%		
Holiday Resort Guam	6%	4%	4%	5%	8%	7%	6%	50%	
Guam Marriott Resort Hotel	5%	4%	2%	7%	6%	9%	3%		
Hyatt Regency Guam	5%	4%	7%	5%	4%	4%	7%		
Fiesta Resort Guam	5%	4%	4%		4%	4%	8%		
Royal Orchid Guam	4%	8%	4%	2%		4%	4%		
Sheraton Laguna Resort	4%	2%		9%	4%	2%	6%		
The Westin Resort Guam	4%	4%	2%	2%	2%	4%	6%		
Pacific Bay Hotel	4%	2%	4%	9%	2%	2%	4%		
Hilton Guam Resort & Spa	4%	2%	4%	2%	6%	7%	1%		
Pacific Islands Club PIC	3%				4%	9%	6%		
Grand Plaza Hotel	3%	6%	7%		4%	2%			
Onward Beach Resort	3%	2%			4%	4%	4%		
Ohana Bayview Hotel	2%	6%	2%		4%	2%			
Ohana Oceanview Hotel	2%	2%	2%		2%	2%	1%		
Ramada Suites Guam	1%	2%			2%		1%		
Tumon Bay Capital Hotel	1%				2%	2%	1%		
Relatives, Friends, Home Stay	1%					2%	1%		
Hotel Sane Fe	1%		2%	2%					
Total	Count	333	49	45	43	52	45	71	2

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/beaches
- Pleasure and
- Travel time

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	59%	50%	63%	58%	57%	52%	63%	55%
Short travel time	49%	50%	41%	52%	64%	43%	49%	50%
Pleasure	44%	50%	54%	39%	38%	30%	40%	48%
Just to relax	42%	100%	37%	48%	39%	48%	44%	41%
A previous visit	36%	50%	23%	44%	48%	30%	37%	35%
Price of the tour package	32%	50%	38%	33%	28%	9%	33%	31%
Shopping	27%	50%	29%	28%	21%	26%	23%	32%
It is a safe place to spend a vacation	18%		13%	21%	18%	30%	16%	20%
Water sports	17%		21%	13%	16%	13%	15%	19%
Recommendation of friend, relative, travel agency	11%		17%	7%	5%	17%	9%	14%
SCUBA diving	7%		8%	8%	3%	4%	5%	9%
Honeymoon	6%		12%	5%			7%	6%
To get married or Attend wedding	5%		3%	8%	3%	9%	7%	3%
To golf	5%		2%	8%	5%	9%	4%	6%
Other	4%		2%	5%	7%		5%	2%
Company or Business trip	2%		4%		2%			4%
Career certification or testing	2%		1%	3%	2%		2%	1%
To visit friends or relatives	1%		2%		2%			2%
Promotional materials from GVB	1%			1%	2%		1%	1%
My company sponsored me	0%			1%				1%
Special promotion	0%			1%			1%	
Total Cases	333	2	127	120	61	23	172	161

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	59%	61%	49%	65%	62%	53%	62%	50%
Short travel time	49%	35%	42%	49%	46%	51%	66%	
Pleasure	44%	47%	36%	37%	54%	44%	48%	
Just to relax	42%	37%	36%	33%	46%	40%	56%	50%
A previous visit	36%	22%	20%	37%	40%	51%	39%	
Price of the tour package	32%	41%	38%	40%	27%	33%	27%	
Shopping	27%	35%	20%	28%	19%	22%	32%	
It is a safe place to spend a vacation	18%	14%	9%	23%	31%	7%	23%	
Water sports	17%	20%	13%	23%	25%	9%	17%	
Recommendation of friend, relative, travel agency	11%	16%	16%	16%	12%	4%	7%	
SCUBA diving	7%	2%	13%	12%	10%		6%	50%
Honeymoon	6%	6%	22%	7%	2%	2%	1%	
To get married or Attend wedding	5%	2%	9%	2%	8%	7%	3%	50%
To golf	5%	4%	2%	2%	6%	4%	8%	
Other	4%		2%		6%	11%	4%	
Company or Business trip	2%	4%		2%	2%		1%	
Career certification or testing	2%	2%			2%	4%	1%	
To visit friends or relatives	1%				2%	2%	1%	
Promotional materials from GVB	1%				2%	2%		
My company sponsored me	0%		2%					
Special promotion	0%					2%		
Total Cases	333	49	45	43	52	45	71	2

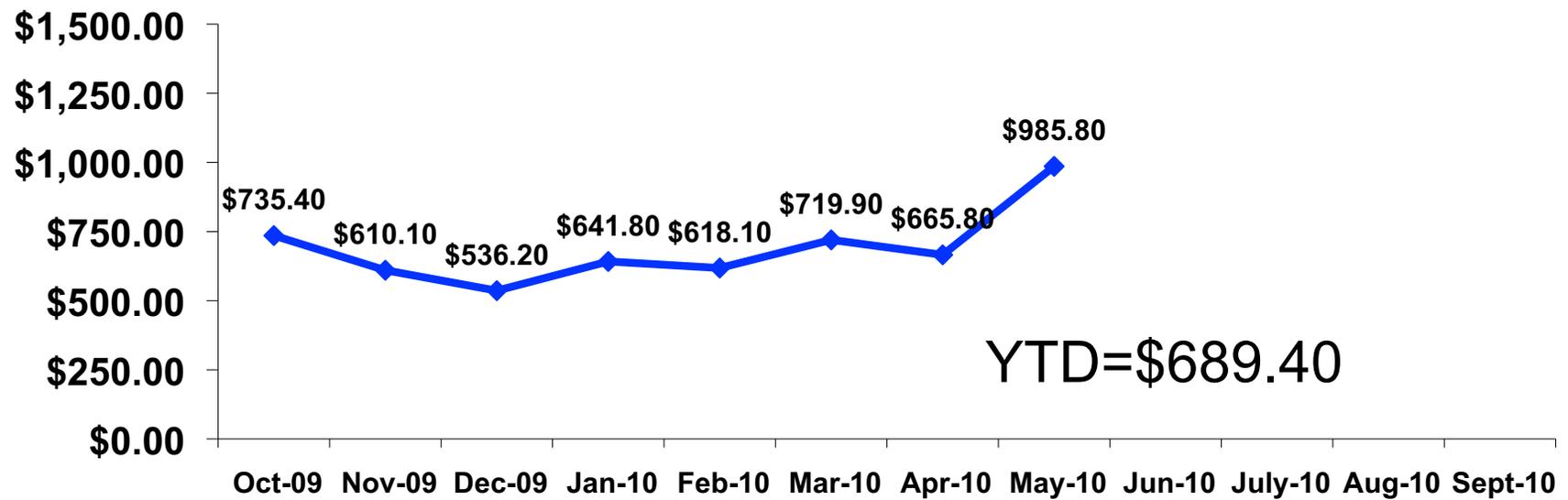
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥93.17/US\$1

- \$2,010.10 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$37,565 = maximum (highest amount recorded for the entire sample)
- \$985.80 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

¥93.17=\$1

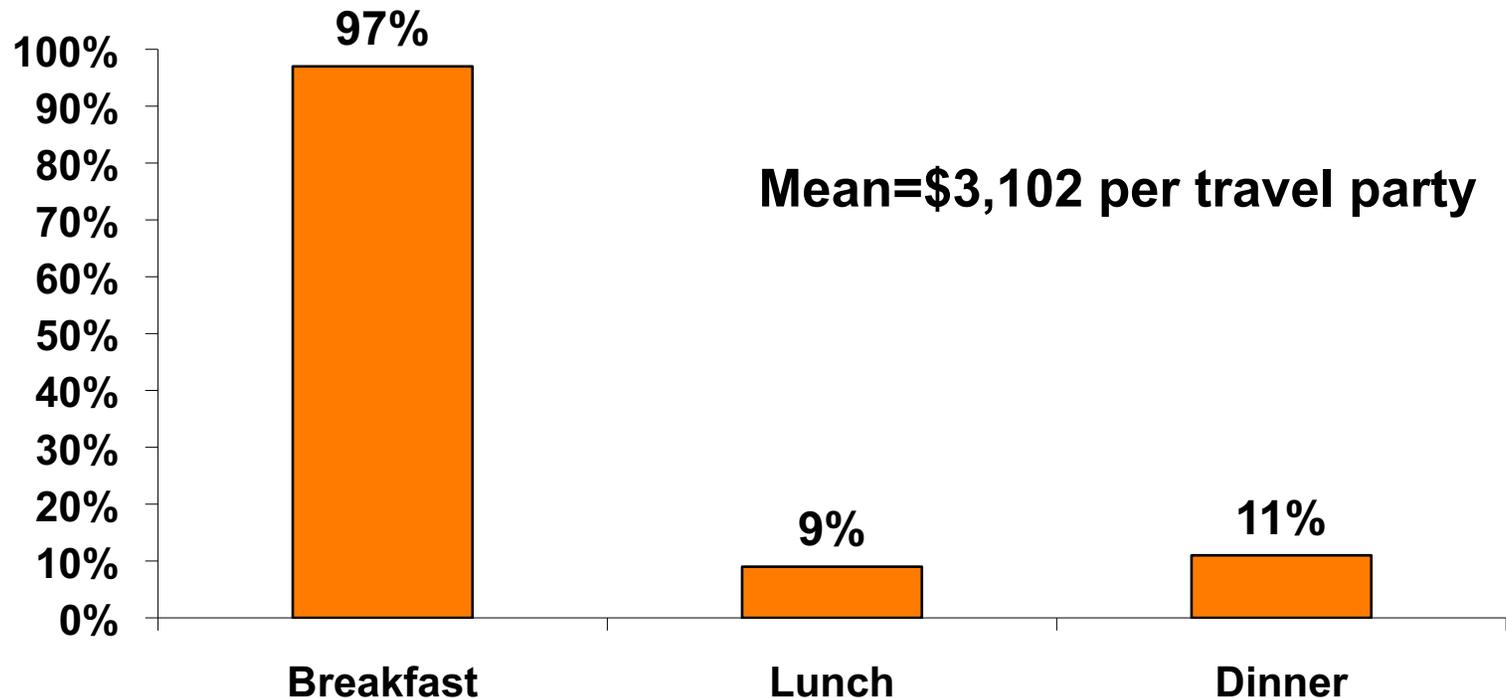
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,952
Air & Accommodation w/ daily meal package	\$3,102
Air only	\$1,345
Accommodation only	\$665
Accommodation w/ daily meal only	\$966
Food & Beverages in Hotel	\$120
Ground transportation - Japan	\$96
Ground transportation - Guam	\$426
Optional tours/ activities	\$319
Other expenses	\$676
Total Prepaid	\$2,010

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

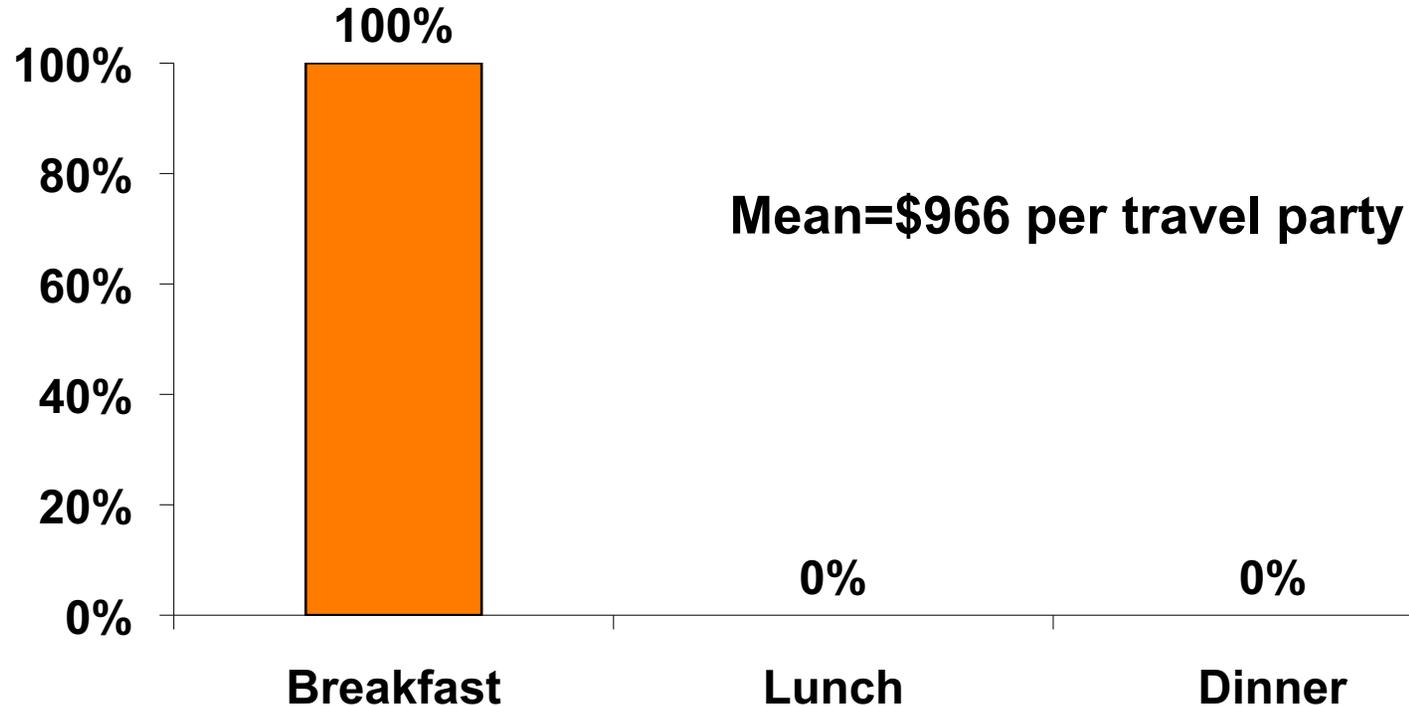
n=35



Prepaid Meal Breakdown

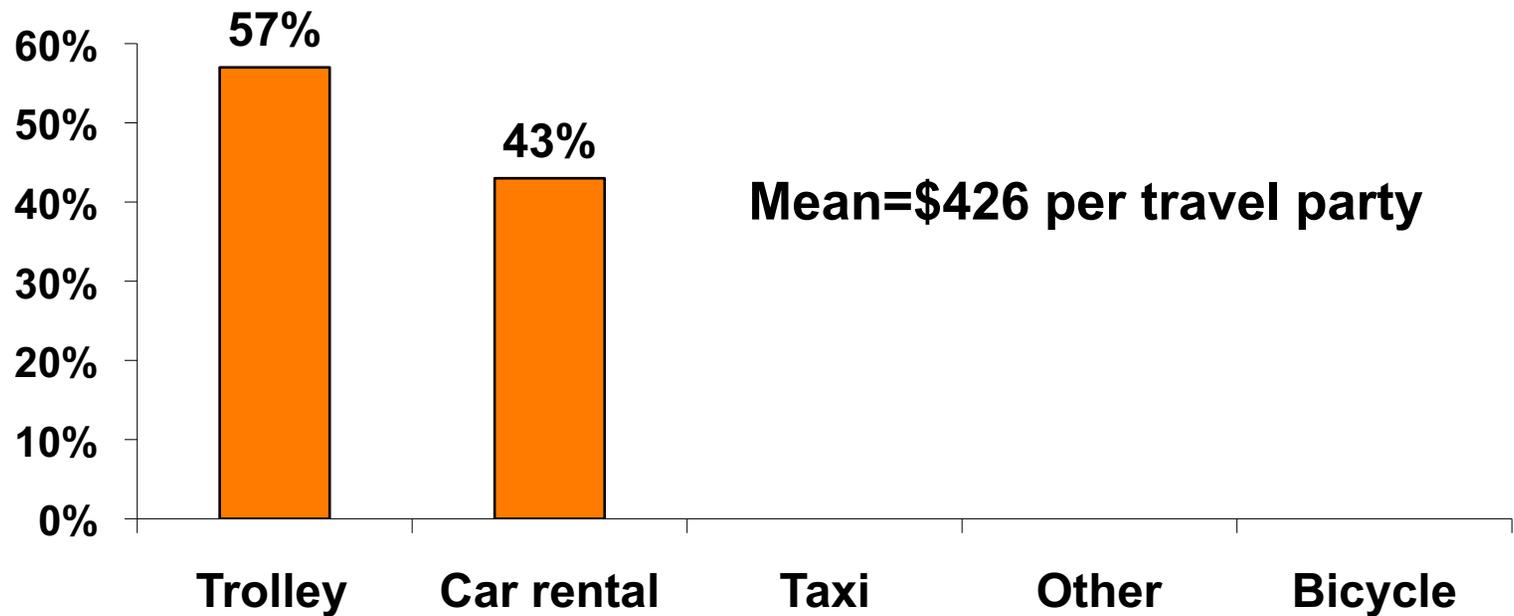
Accommodations with Daily Meal Package

n=1



Prepaid Ground Transportation

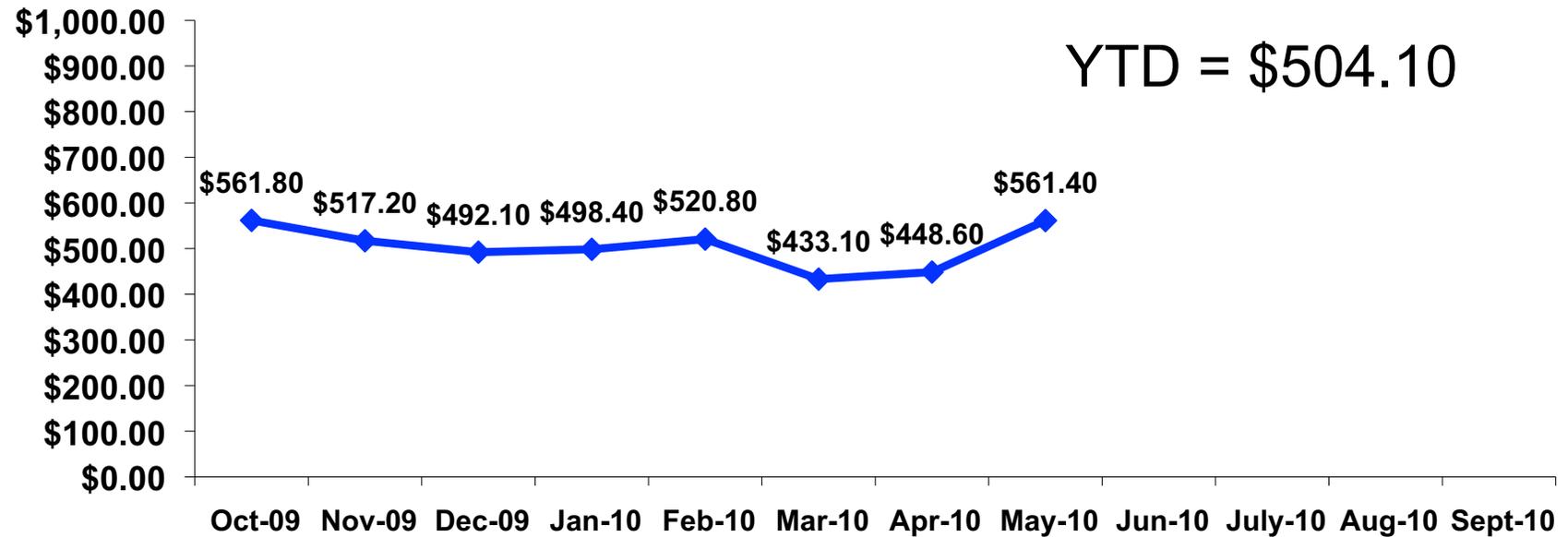
n=7



On-Island Expenditures

- \$1,036.30 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,900 = Maximum (highest amount recorded for the entire sample)
- \$561.40 = overall mean average per person on-island expenditure

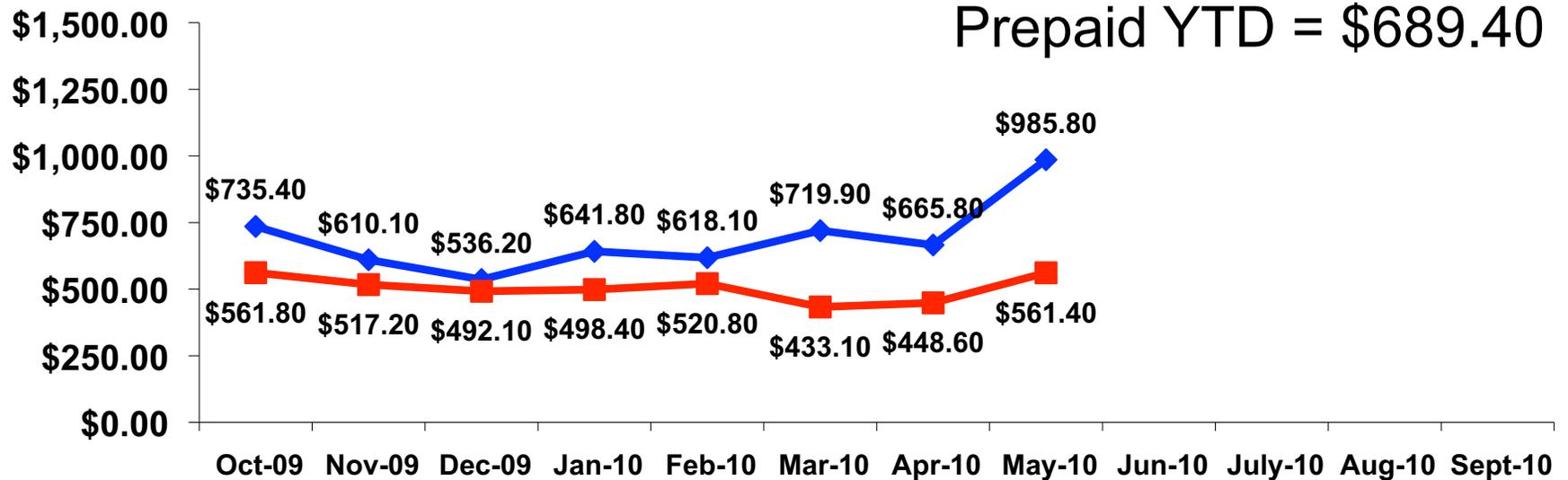
On-Island Expenditures



Prepaid/On-Island Expenditures

On-Island YTD = \$504.10

Prepaid YTD = \$689.40



Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER								
		Male	Female	Male				Female				
				AGE				AGE				
				20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A Mean	\$1,036.77	\$1,087.16	\$983.26	\$1,021.42	\$1,154.84	\$1,018.46	\$1,164.80	\$950.00	\$897.72	\$931.00	\$1,363.95	\$1,111.88
Median	\$700	\$800	\$610	\$700	\$800	\$800	\$900	\$950	\$500	\$600	\$1,178	\$1,063

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$63.63	\$75.74	\$50.77	\$100.00	\$35.69	\$67.18	\$101.66	\$94.17
	Median	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$40.75	\$41.88	\$39.56	\$10.00	\$38.98	\$39.83	\$47.33	\$40.48
REST/CONV	Median	\$10	\$10	\$7	\$10	\$10	\$5	\$0	\$20
F&B-OUT- SIDE	Mean	\$81.21	\$88.98	\$72.97	\$0.00	\$68.06	\$86.88	\$117.56	\$34.35
HOTEL/ REST	Median	\$20	\$30	\$0	\$0	\$23	\$8	\$60	\$0
OPTIONAL	Mean	\$96.45	\$112.53	\$79.37	\$102.50	\$99.37	\$80.92	\$92.20	\$172.17
TOUR	Median	\$0	\$0	\$0	\$103	\$15	\$0	\$0	\$0
GIFT/	Mean	\$326.71	\$344.34	\$307.98	\$75.00	\$353.93	\$365.64	\$219.51	\$280.65
SOUV-SELF	Median	\$50	\$50	\$50	\$75	\$50	\$50	\$50	\$35
GIFT/ SOUV-	Mean	\$125.25	\$110.98	\$140.42	\$50.00	\$105.85	\$128.21	\$152.13	\$151.39
F&F AT HOME	Median	\$50	\$50	\$50	\$50	\$50	\$40	\$100	\$100
LOCAL TRANS	Mean	\$19.92	\$27.79	\$11.56	\$15.00	\$11.66	\$13.43	\$32.48	\$66.13
	Median	\$0	\$0	\$0	\$15	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$285.08	\$288.06	\$281.92	\$597.50	\$232.83	\$282.17	\$380.21	\$307.04
	Median	\$0	\$0	\$0	\$598	\$0	\$0	\$0	\$4
TOTAL ON	Mean	\$1,036.77	\$1,087.16	\$983.26	\$950.00	\$944.84	\$1,059.71	\$1,143.07	\$1,146.39
ISLAND	Median	\$700	\$800	\$610	\$950	\$600	\$700	\$900	\$1,000

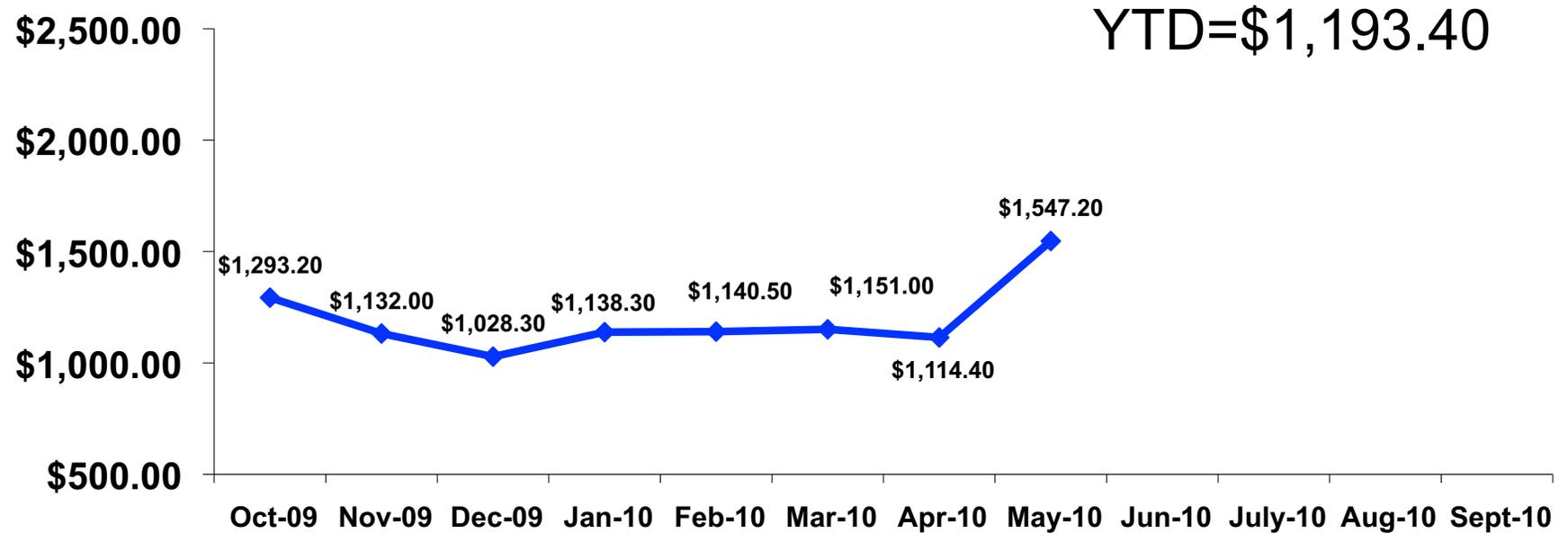
On-Island Expenditures First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$65.70	\$61.43
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$41.49	\$39.98
	Median	\$10	\$5
F&B-OUT- SIDE HOTEL/ REST	Mean	\$73.07	\$89.86
	Median	\$20	\$18
OPTIONAL TOUR	Mean	\$105.22	\$87.12
	Median	\$10	\$0
GIFT/ SOUV-SELF	Mean	\$315.86	\$338.23
	Median	\$40	\$50
GIFT/ SOUV- F&F AT HOME	Mean	\$123.16	\$127.48
	Median	\$60	\$50
LOCAL TRANS	Mean	\$13.18	\$27.08
	Median	\$0	\$0
OTHER EXP	Mean	\$233.81	\$339.54
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$970.35	\$1,107.33
	Median	\$650	\$800

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,547.2 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,898 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

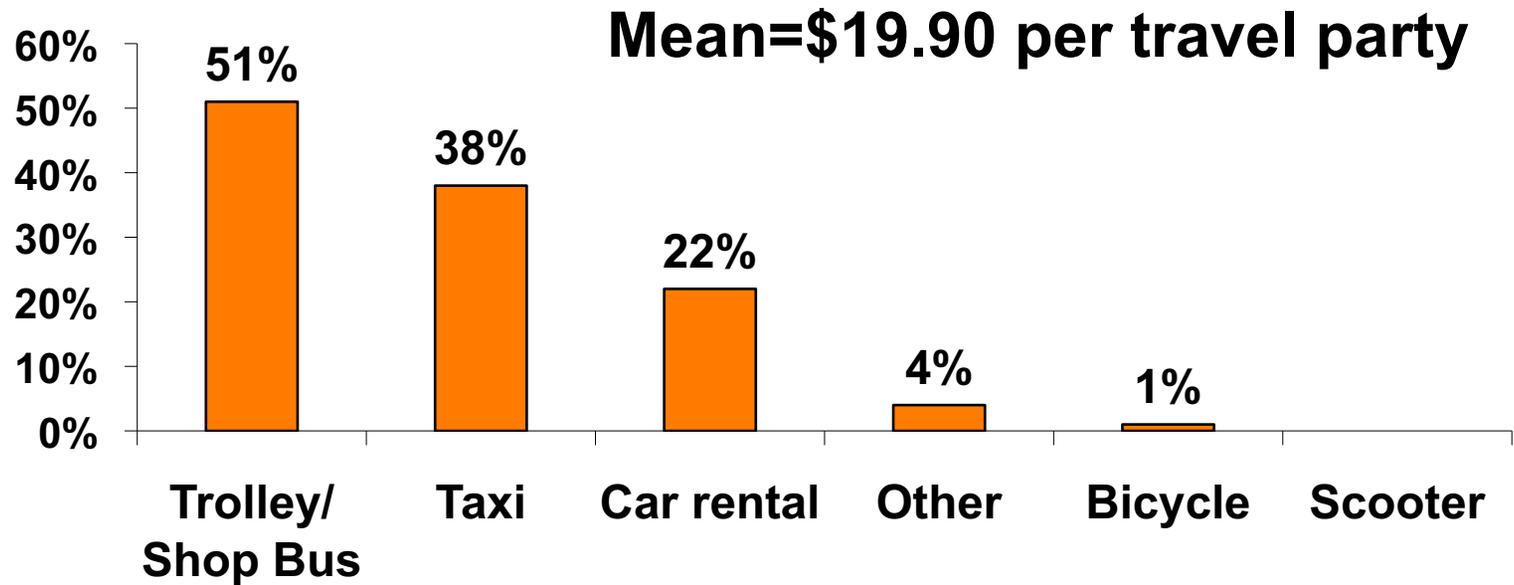


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$63.60
Food & beverage in fast food restaurant/ convenience store	\$40.80
Food & beverage at restaurants or drinking establishments outside a hotel	\$81.20
Optional tours and activities	\$96.40
Gifts/ souvenirs for yourself/companions	\$326.70
Gifts/ souvenirs for friends/family at home	\$125.30
Local transportation	\$19.90
Other expenses not covered	\$285.10
Average Total	\$1,036.80

Local Transportation

n=82



Guam Airport Expenditures

- \$35.70 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,500 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

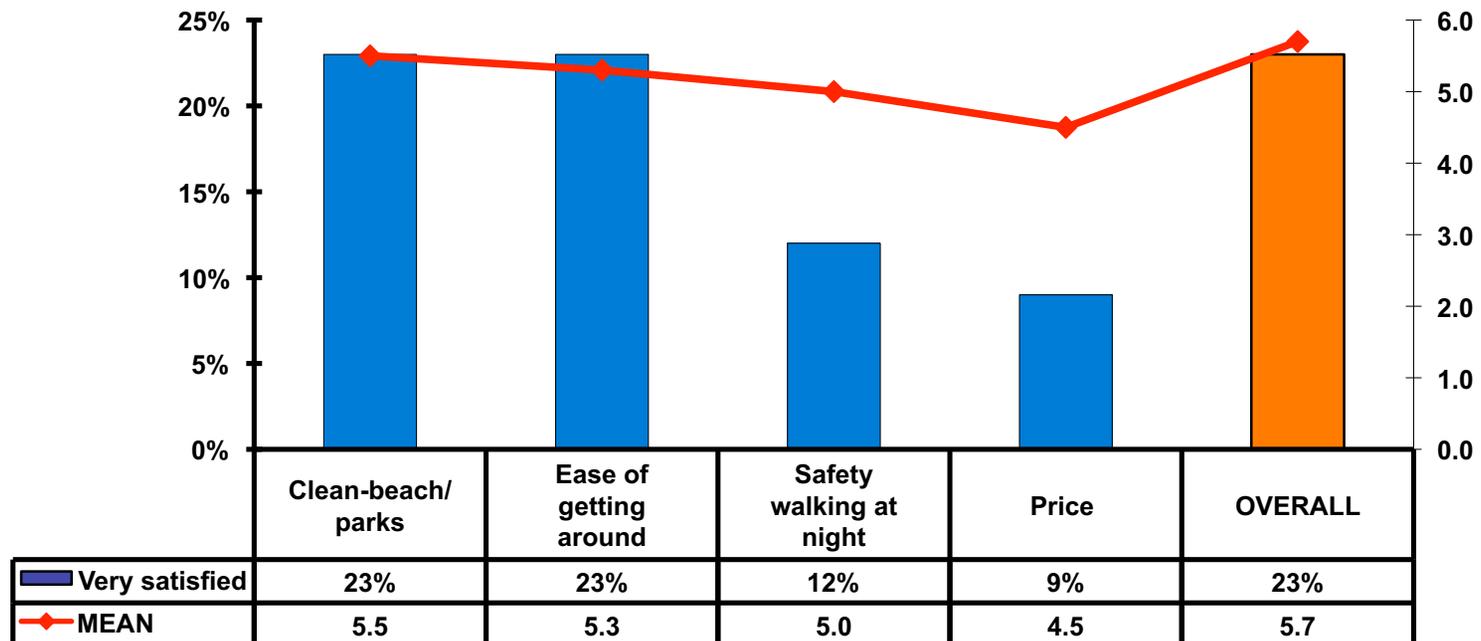
	MEAN \$
Food & Beverages	\$7.80
Gifts/Souvenirs Self	\$16.40
Gifts/Souvenirs Others	\$19.30
Total	\$35.70

SECTION 4 **VISITOR SATISFACTION**

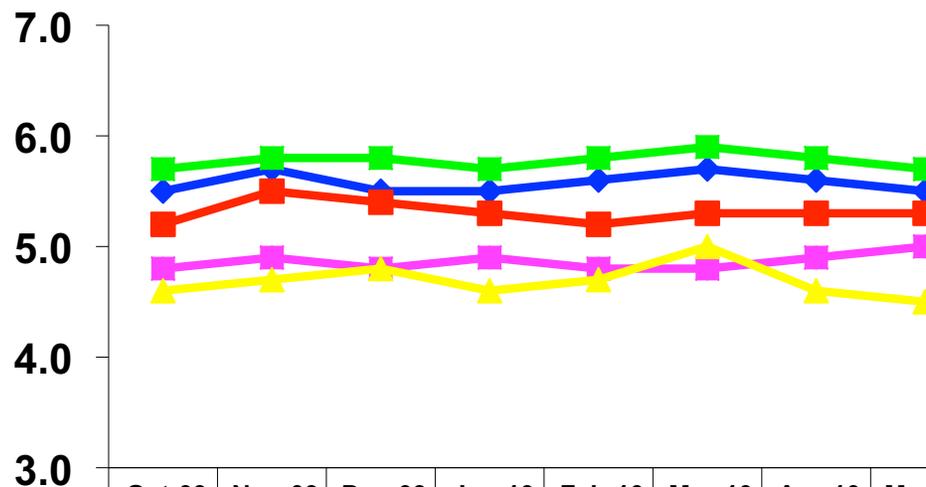
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Guam Perceptions

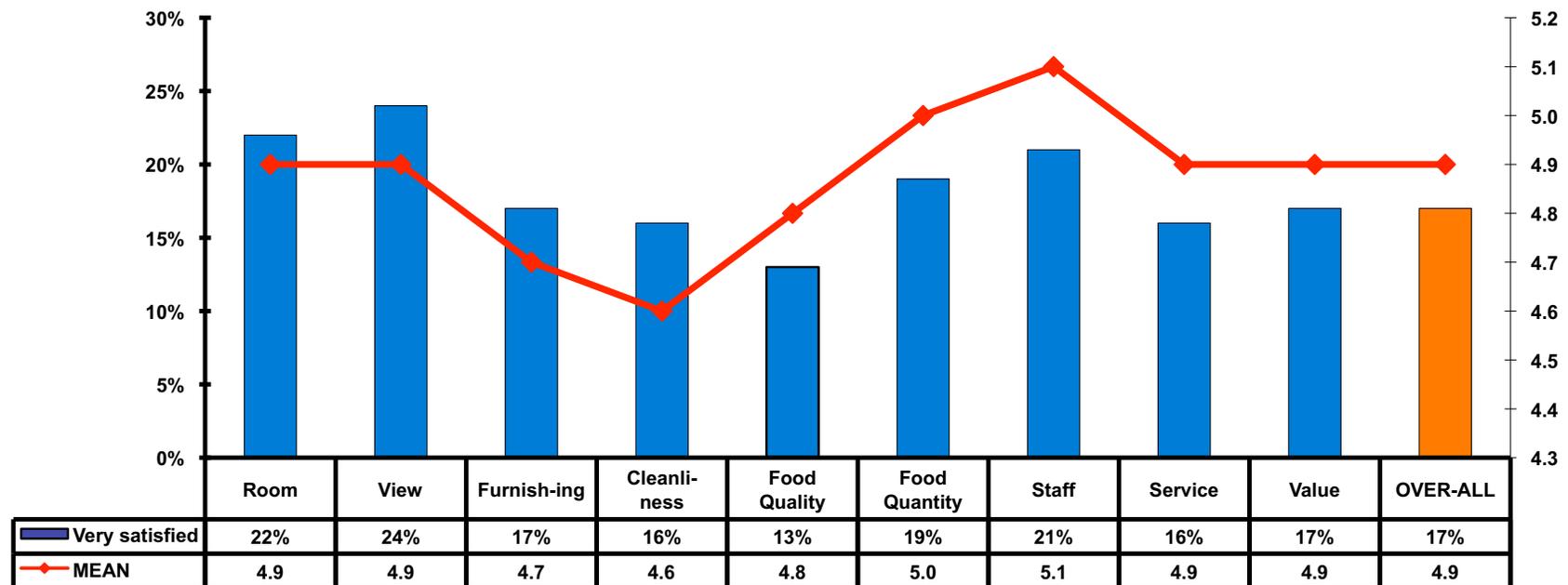


	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	July-10	Aug-10	Sept-10
◆ Clean beach/park	5.5	5.7	5.5	5.5	5.6	5.7	5.6	5.5				
■ Ease getting around	5.2	5.5	5.4	5.3	5.2	5.3	5.3	5.3				
■ Safe walk night	4.8	4.9	4.8	4.9	4.8	4.8	4.9	5.0				
▲ Price	4.6	4.7	4.8	4.6	4.7	5.0	4.6	4.5				
■ Overall	5.7	5.8	5.8	5.7	5.8	5.9	5.8	5.7				

Quality of Accommodations

7pt Rating Scale

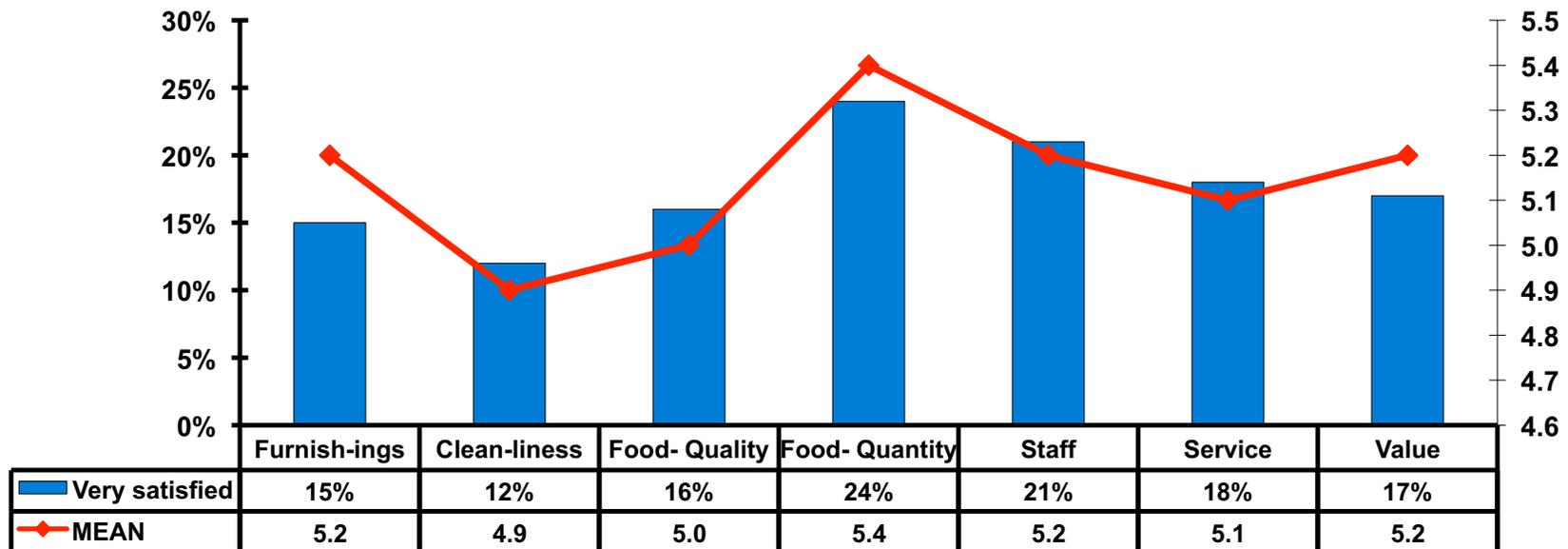
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

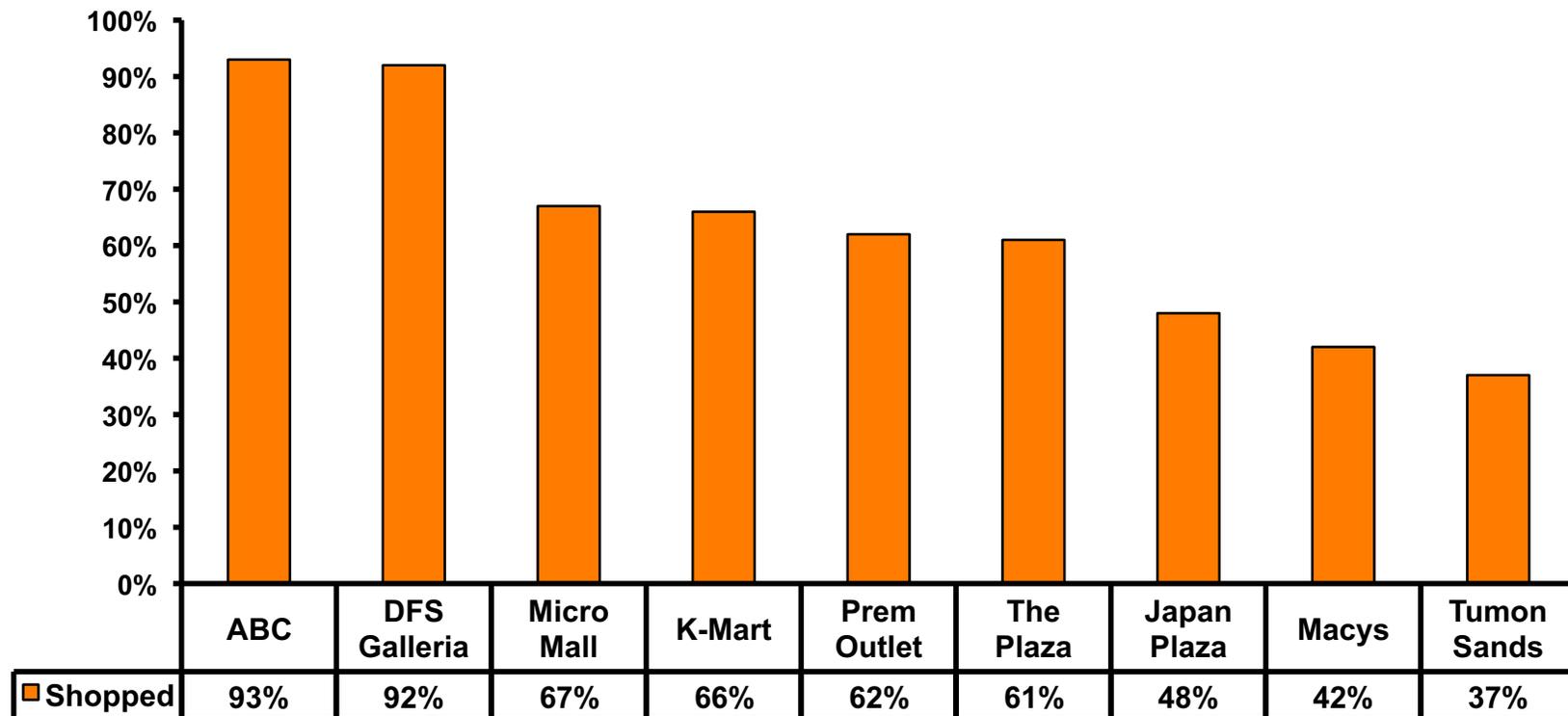
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

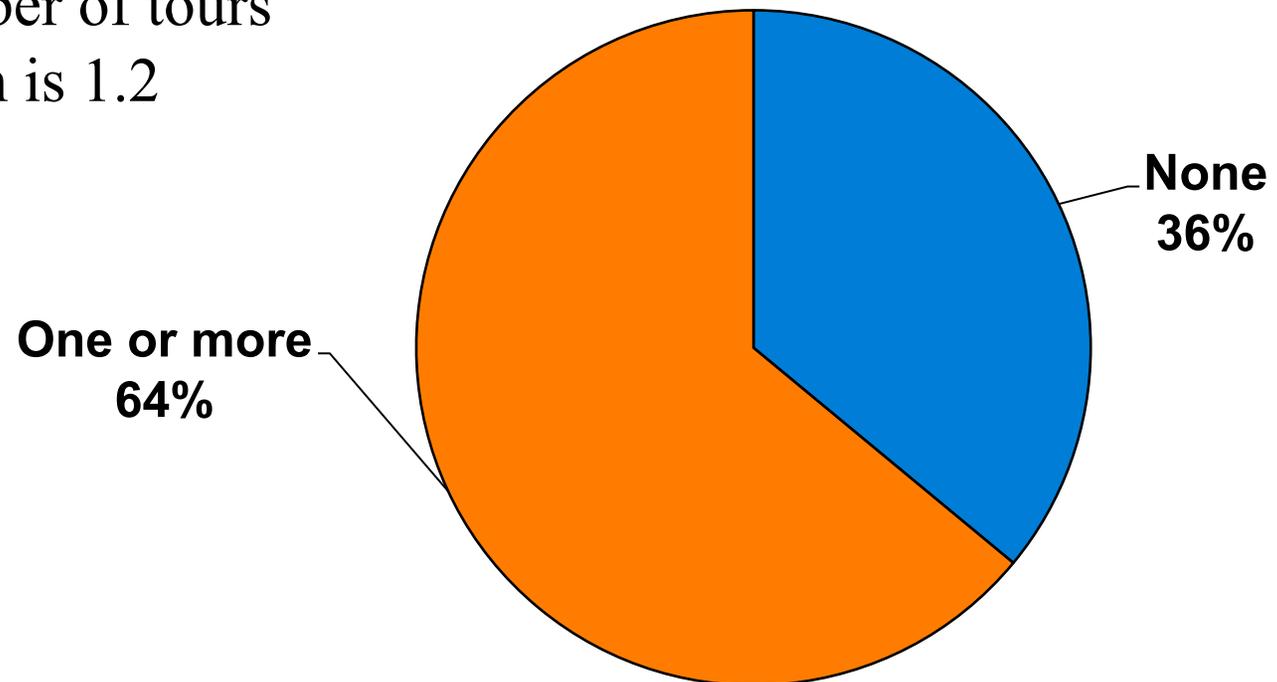
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

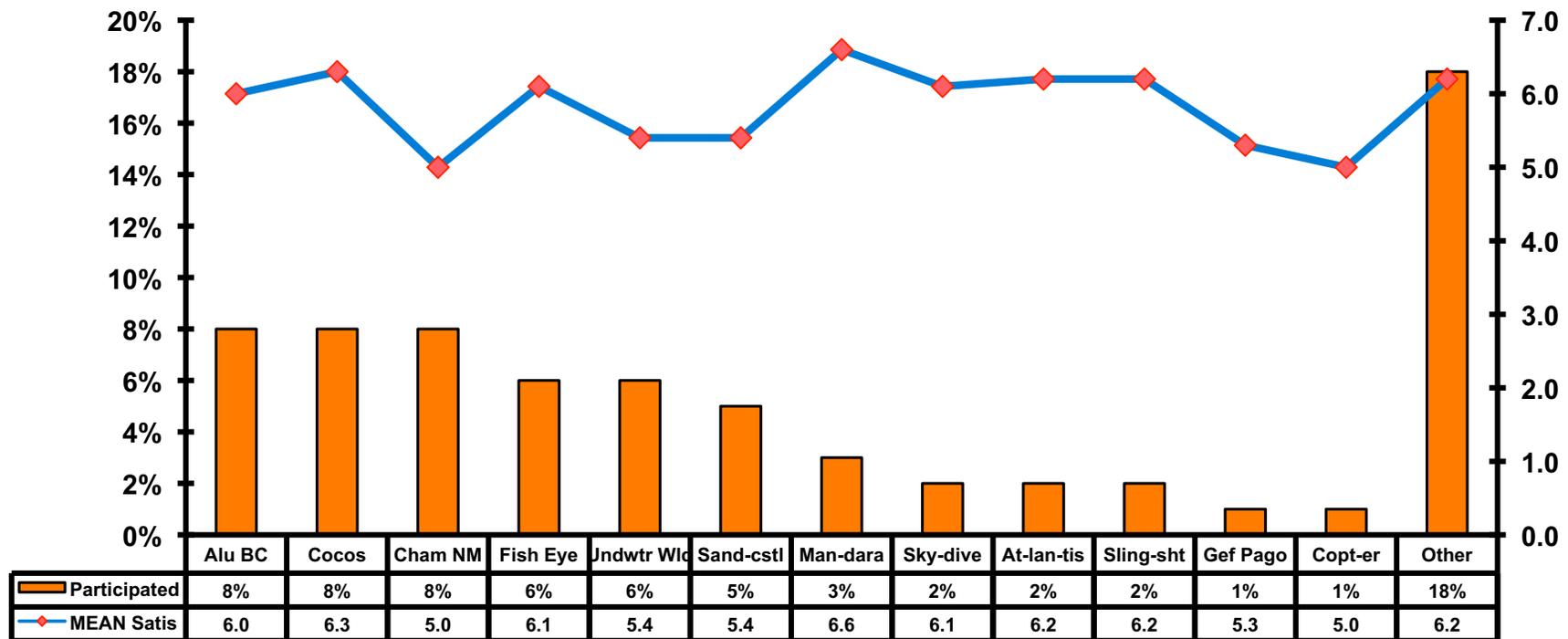
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 46%	Score of 6 to 7 = 44%
Score of 4 to 5 = 44%	Score of 4 to 5 = 45%
Score 1 to 3 = 11%	Score 1 to 3 = 12%
MEAN = 5.2	MEAN = 5.1

Optional Tour Participation

- Average number of tours participated in is 1.2



Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 53%	Score of 6 to 7 = 48%
Score of 4 to 5 = 45%	Score of 4 to 5 = 50%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 5.4	MEAN = 5.3

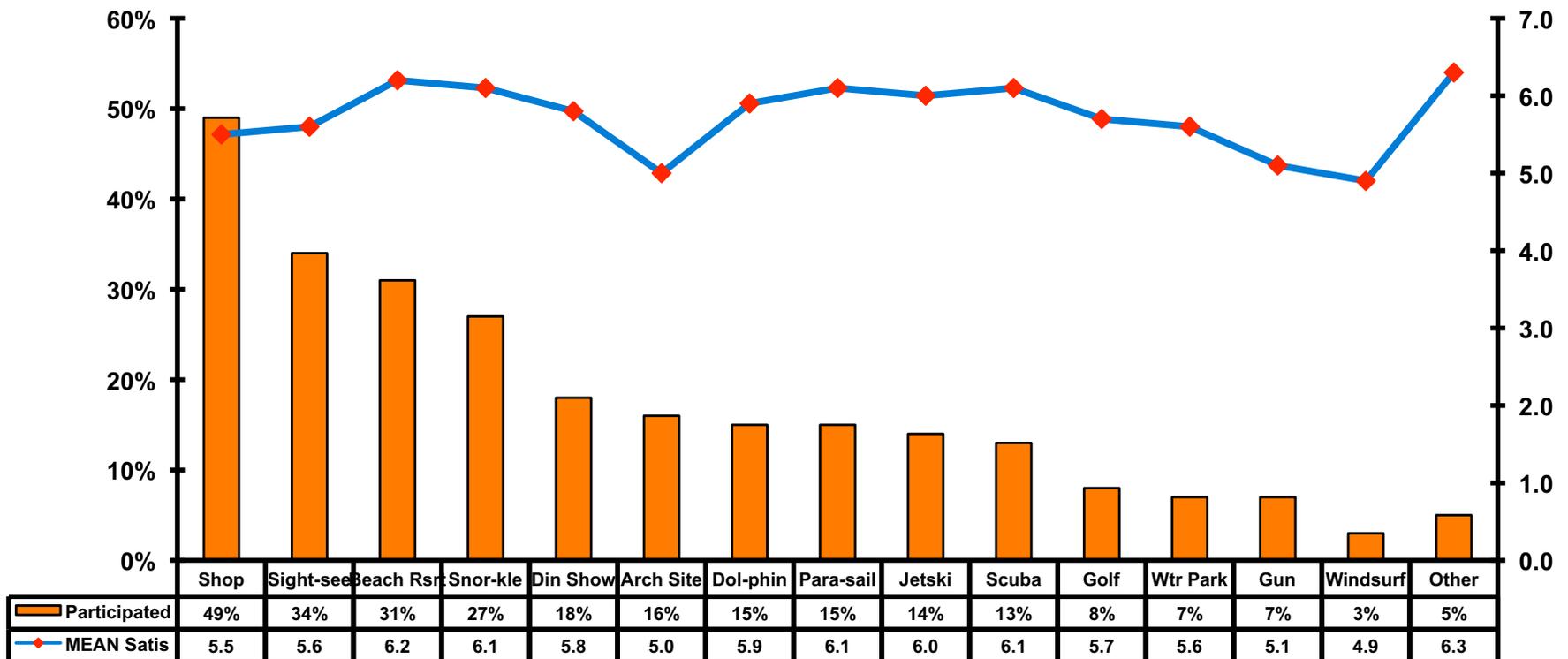
Night Tours Satisfaction

7pt Rating Scale

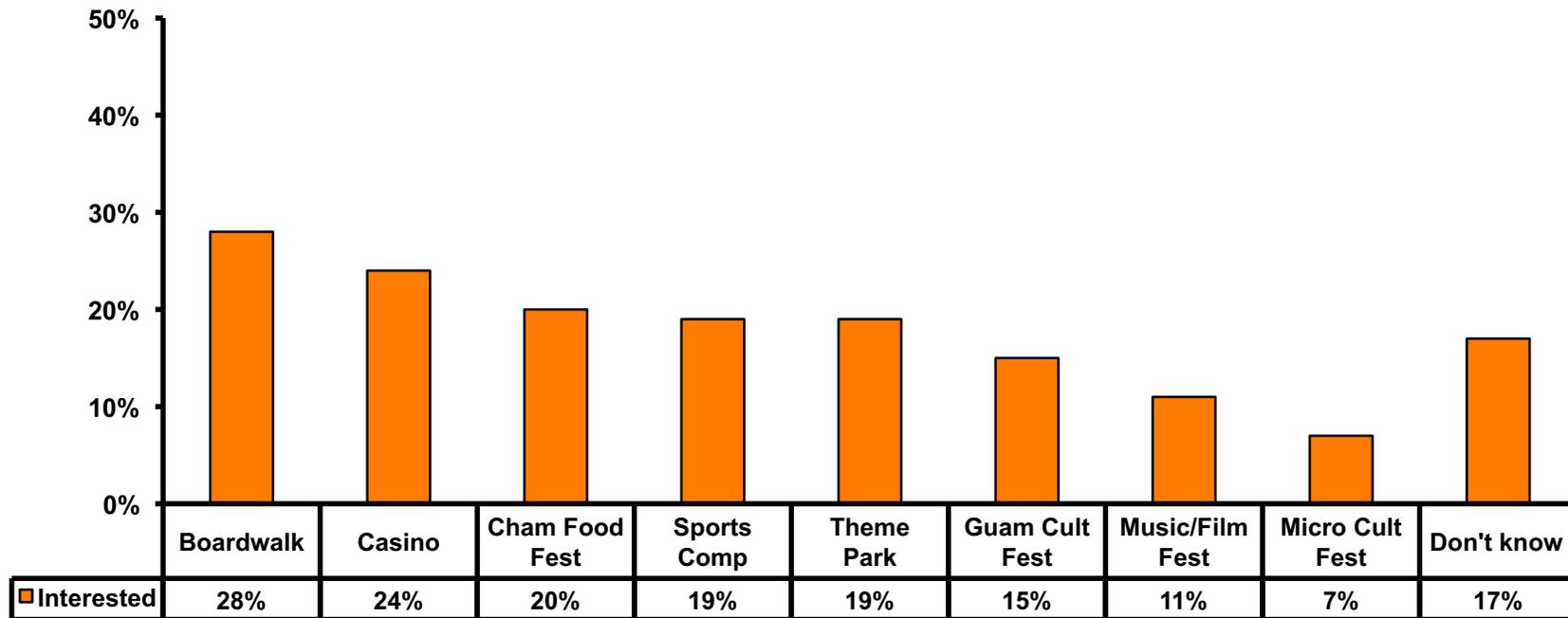
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 25%	Score of 6 to 7 = 24%
Score of 4 to 5 = 72%	Score of 4 to 5 = 71%
Score 1 to 3 = 2%	Score 1 to 3 = 3%
MEAN = 4.7	MEAN = 4.6

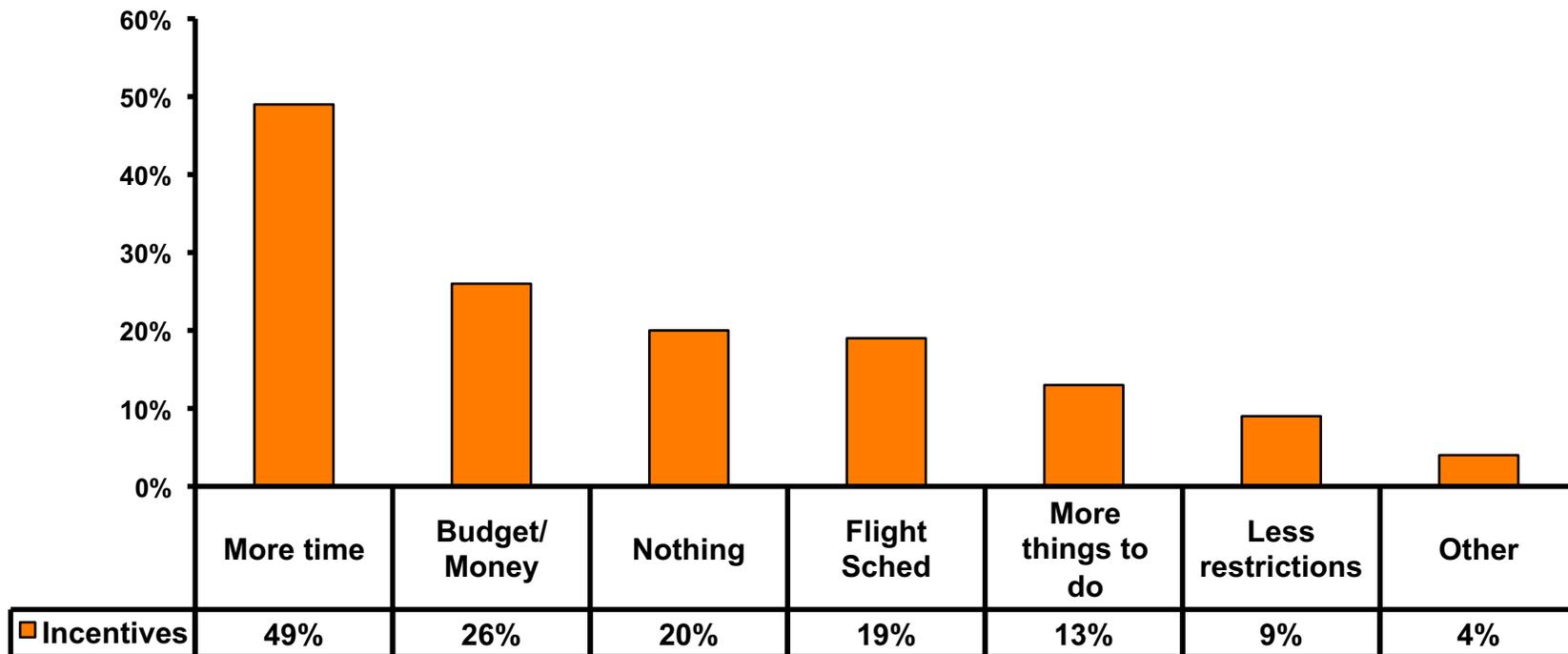
Satisfaction with Other Activities



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



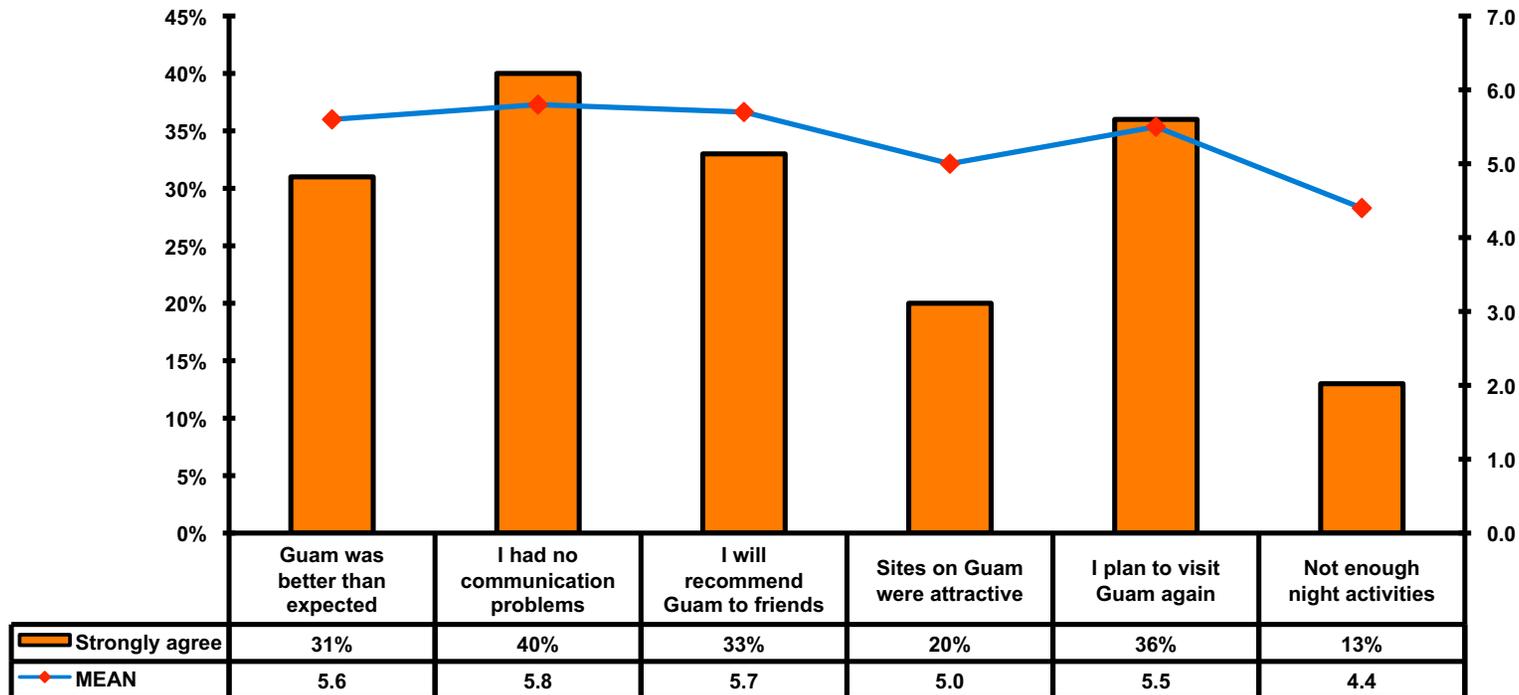
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

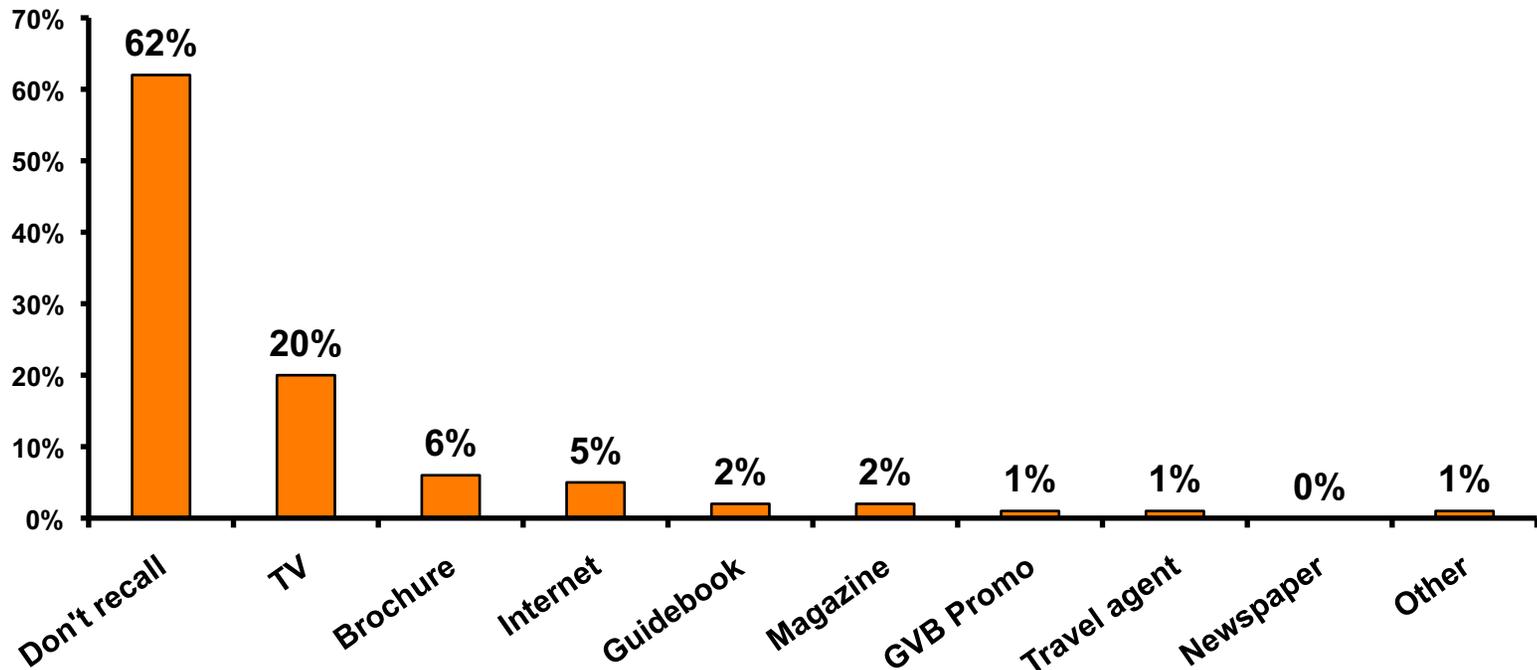
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days



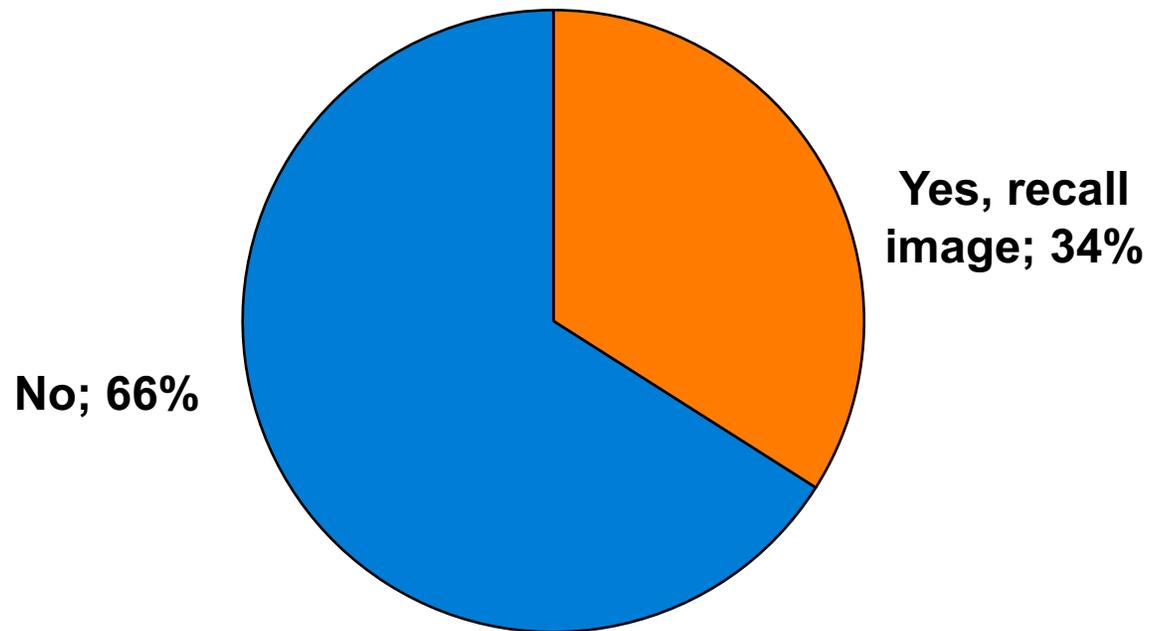
Message Recall

(Filter: recall ad/promo n=126)

- 63% An image
- 25% Other
- 13% Don't recall
- 2% Tag line

Aided Awareness - Image Test

(Filter: recall ad/promo n=126)



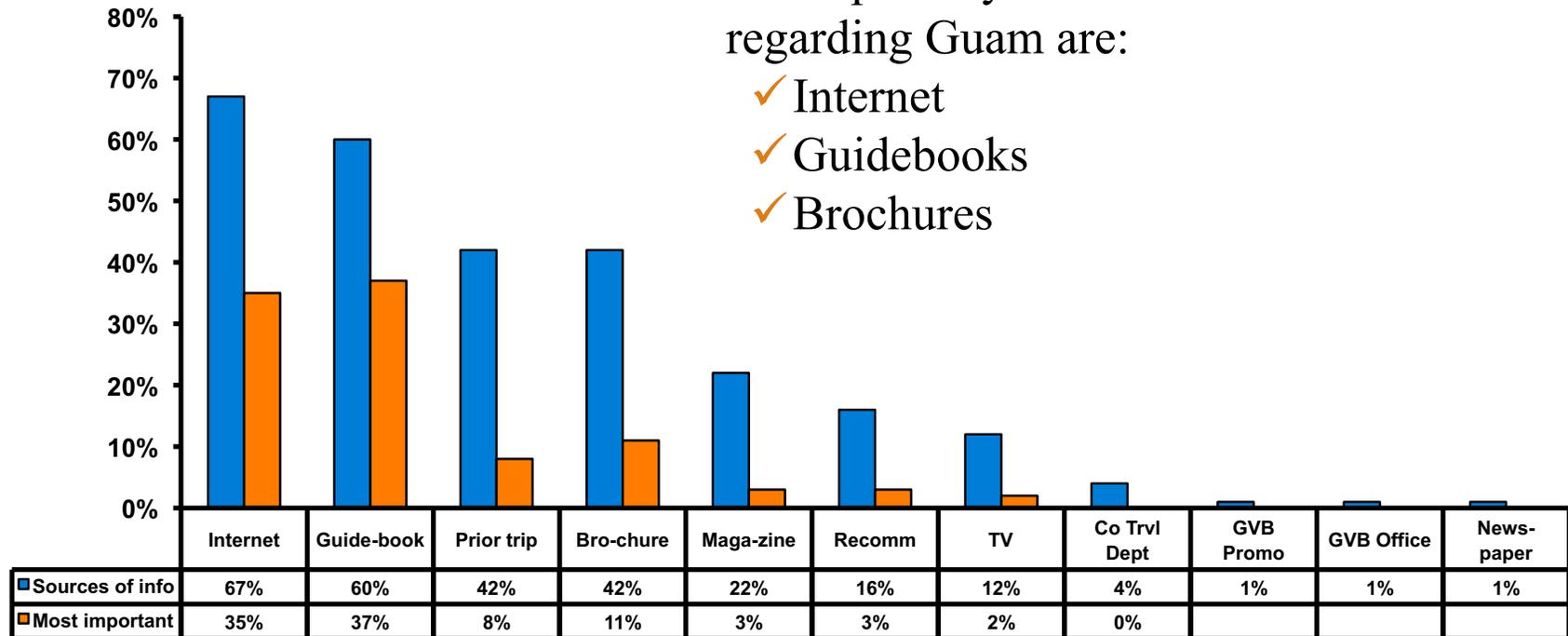
Aided Image Recall

(Filter: recall image n=43)

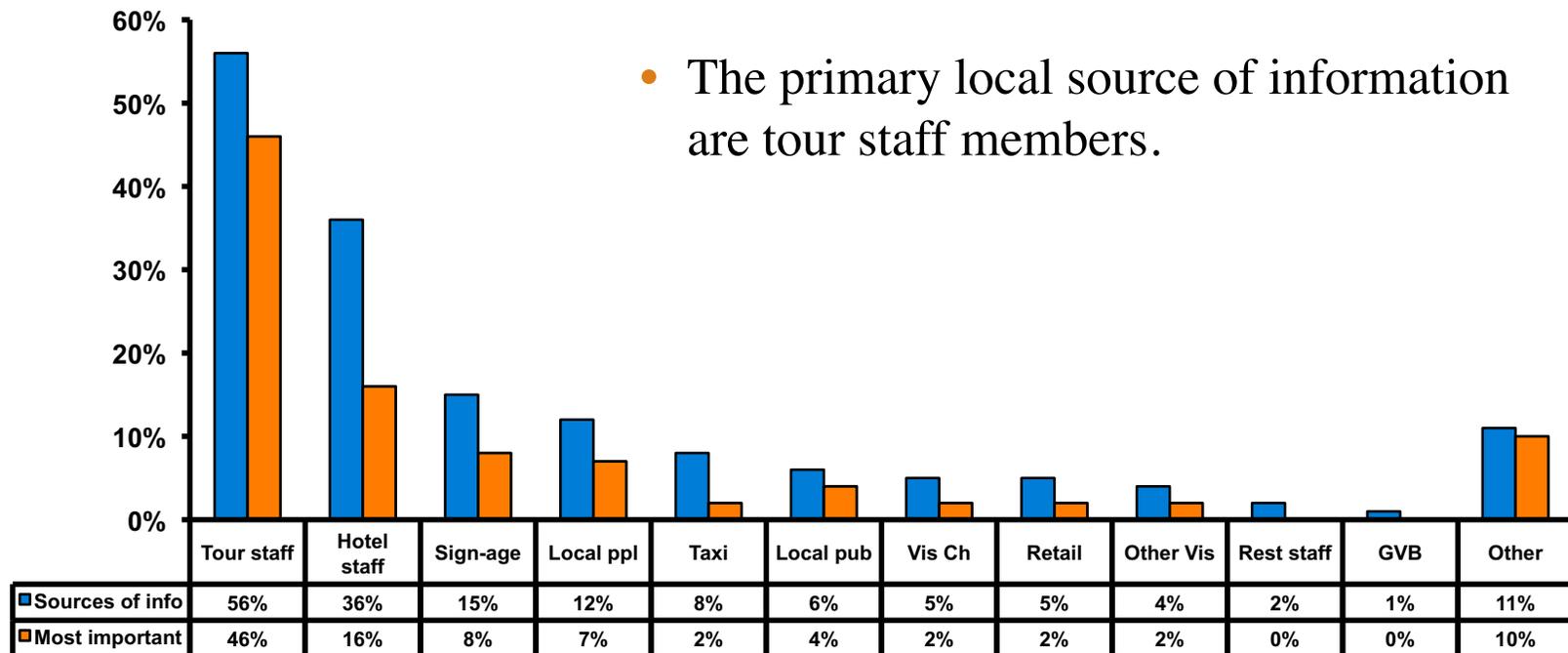
- **56%** - Koko Bird- OL Version
(Asada! Namadesu Tabi Salad
Program Ad)
- **40%** - Koko Bird – Sr. Version
(Shimura's Zoo Program Ad)
- **30%** - Guam Wedding (Nodame
Canterbible Cinema Ad)

Sources of Information Pre-arrival

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

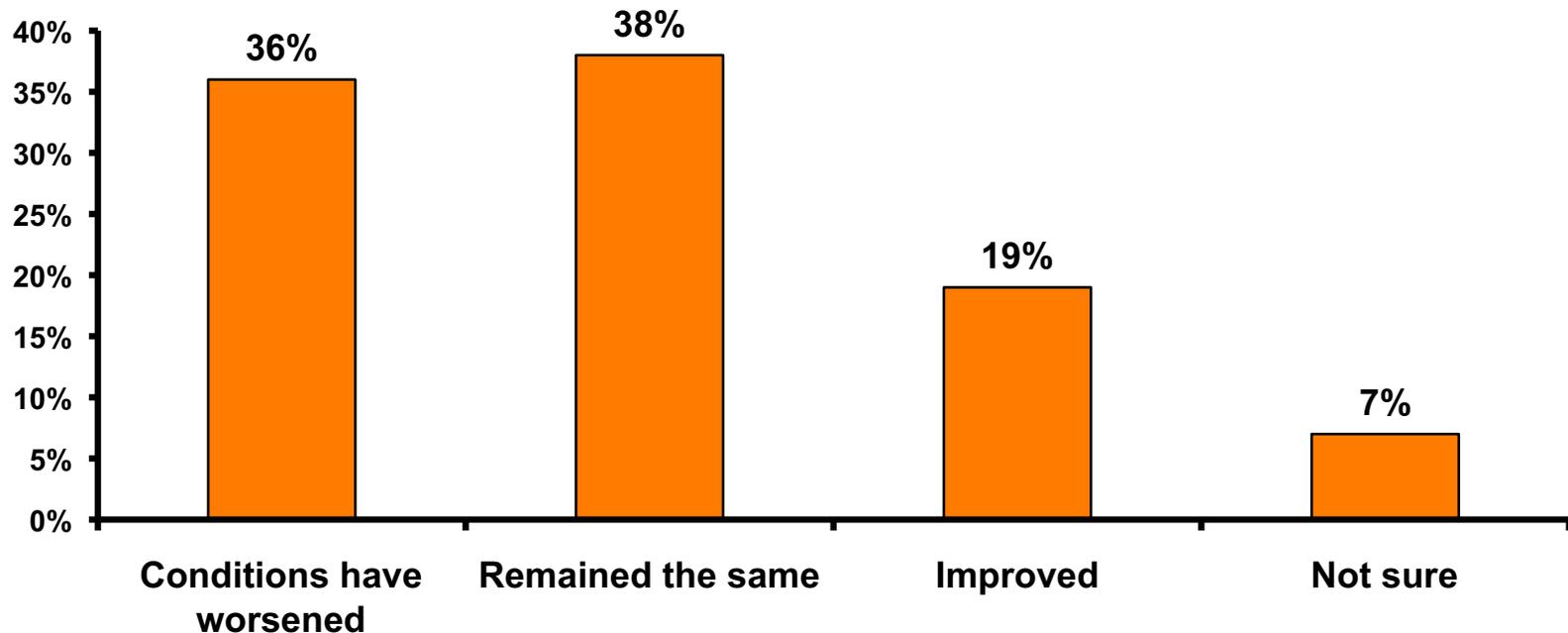


Sources of Information Post-arrival



SECTION 6 **OTHER ISSUES**

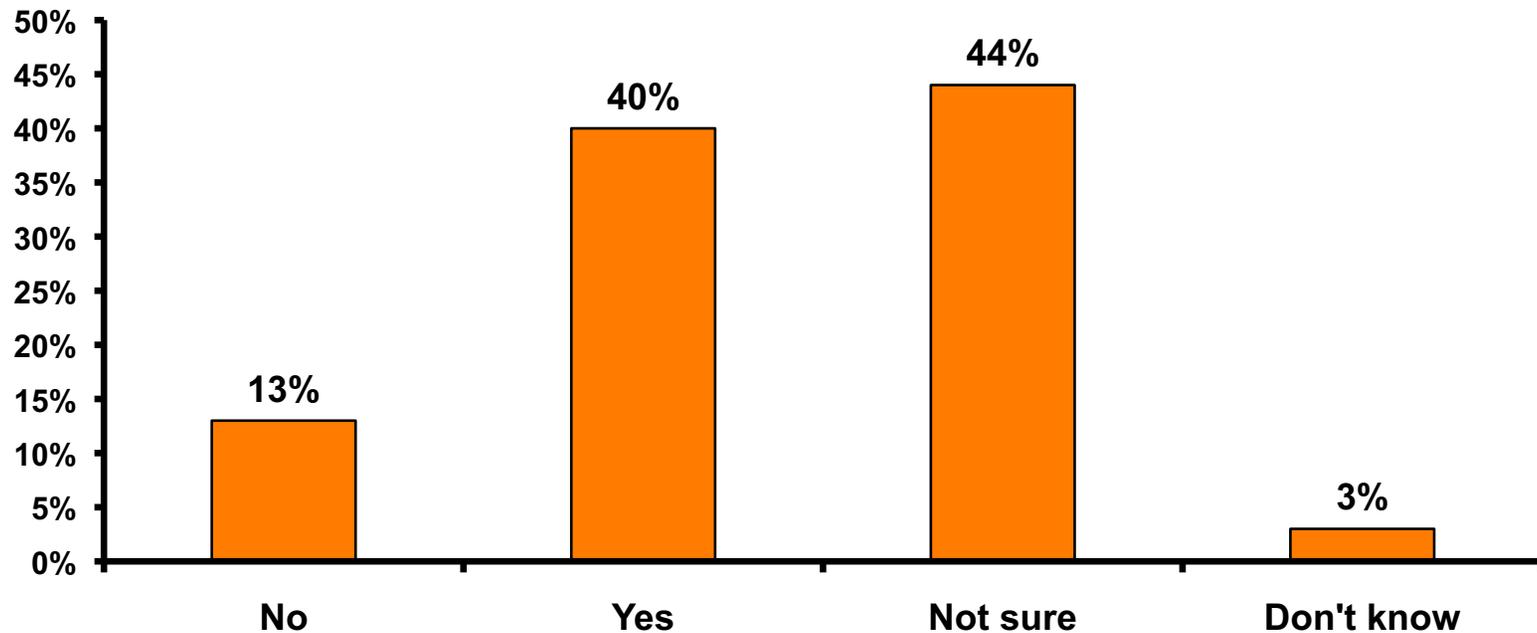
Rating the Japan economy compared to 12 months ago - Overall



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	100%	35%	31%	39%	43%	47%	32%	37%	31%	31%	37%	
	Conditions have remained the same		35%	41%	43%	35%	31%	36%	42%	50%	36%	35%	50%
	Conditions have improved		18%	21%	18%	17%	8%	18%	19%	17%	31%	23%	50%
	Do not know		12%	7%		4%	14%	14%	2%	2%	2%	6%	
Total	Count	2	127	118	61	23	49	44	43	52	45	71	2

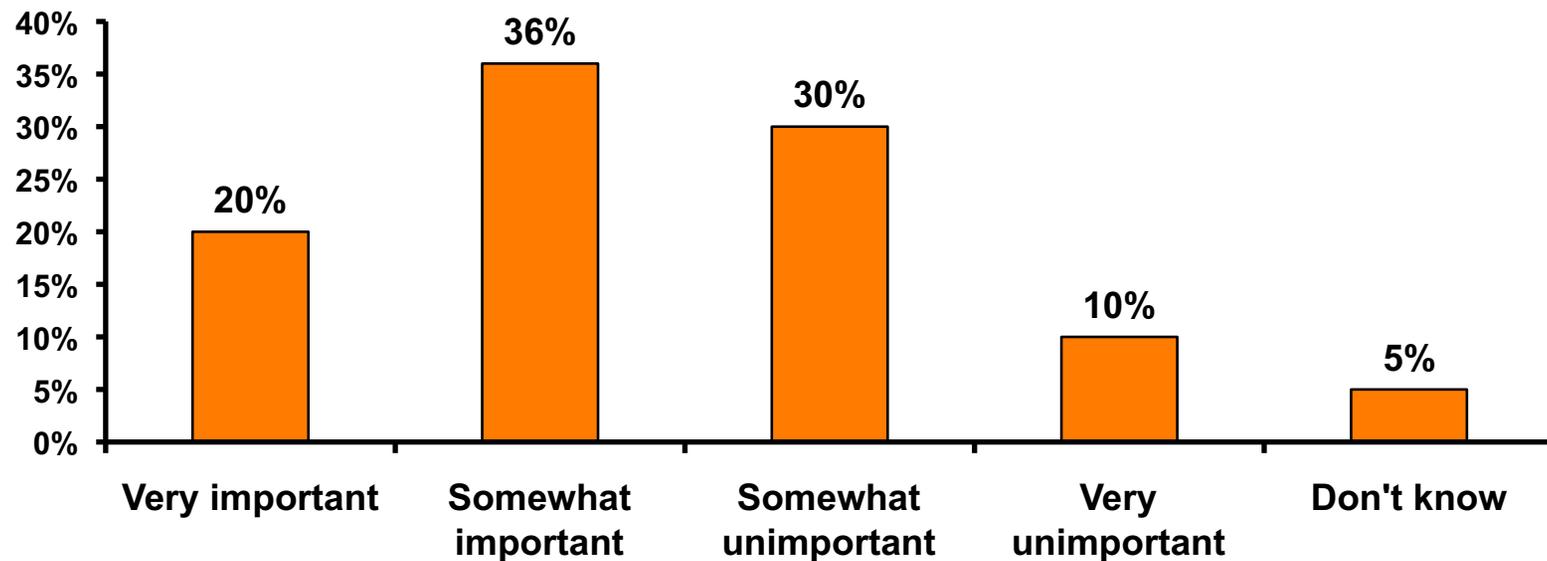
Good time to spend money on travel outside of Japan - Overall



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		12%	15%	11%	9%	6%	11%	14%	25%	9%	13%	
	Yes	50%	43%	39%	28%	57%	41%	31%	47%	40%	31%	46%	50%
	Not sure	50%	39%	43%	61%	30%	47%	51%	35%	33%	60%	41%	50%
	Do not know		6%	3%		4%	6%	7%	5%	2%			
Total	Count	2	127	119	61	23	49	45	43	52	45	71	2

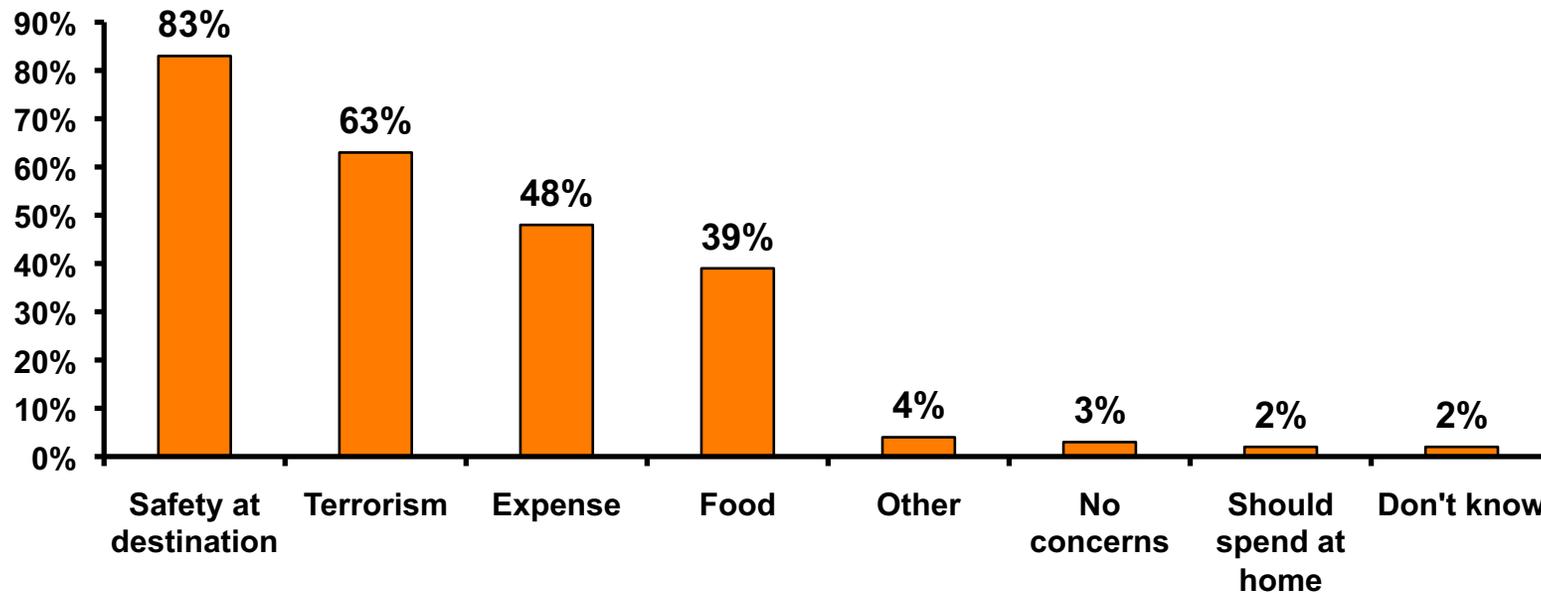
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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+	No Inc
Q.25	Very unimportant		10%	11%	10%	9%	6%	11%	2%	17%	16%	8%	
	Somewhat unimportant		33%	27%	31%	22%	33%	24%	35%	33%	27%	27%	50%
	Somewhat important	50%	33%	38%	31%	48%	35%	47%	35%	29%	29%	38%	50%
	Very important	50%	16%	20%	26%	17%	18%	9%	26%	19%	27%	21%	
	Do not know		8%	4%	2%	4%	8%	9%	2%	2%	2%	6%	
Total	Count	2	127	119	61	23	49	45	43	52	45	71	2

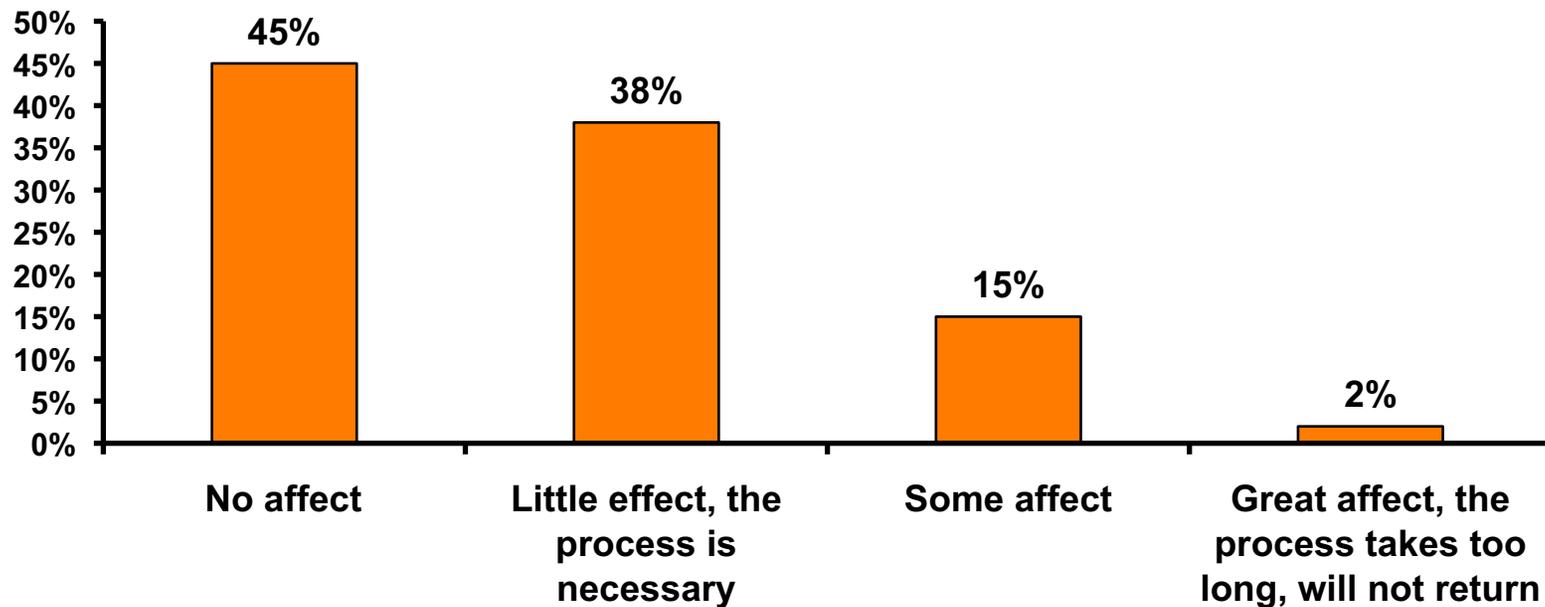
Concerns about travel outside of Japan - Overall



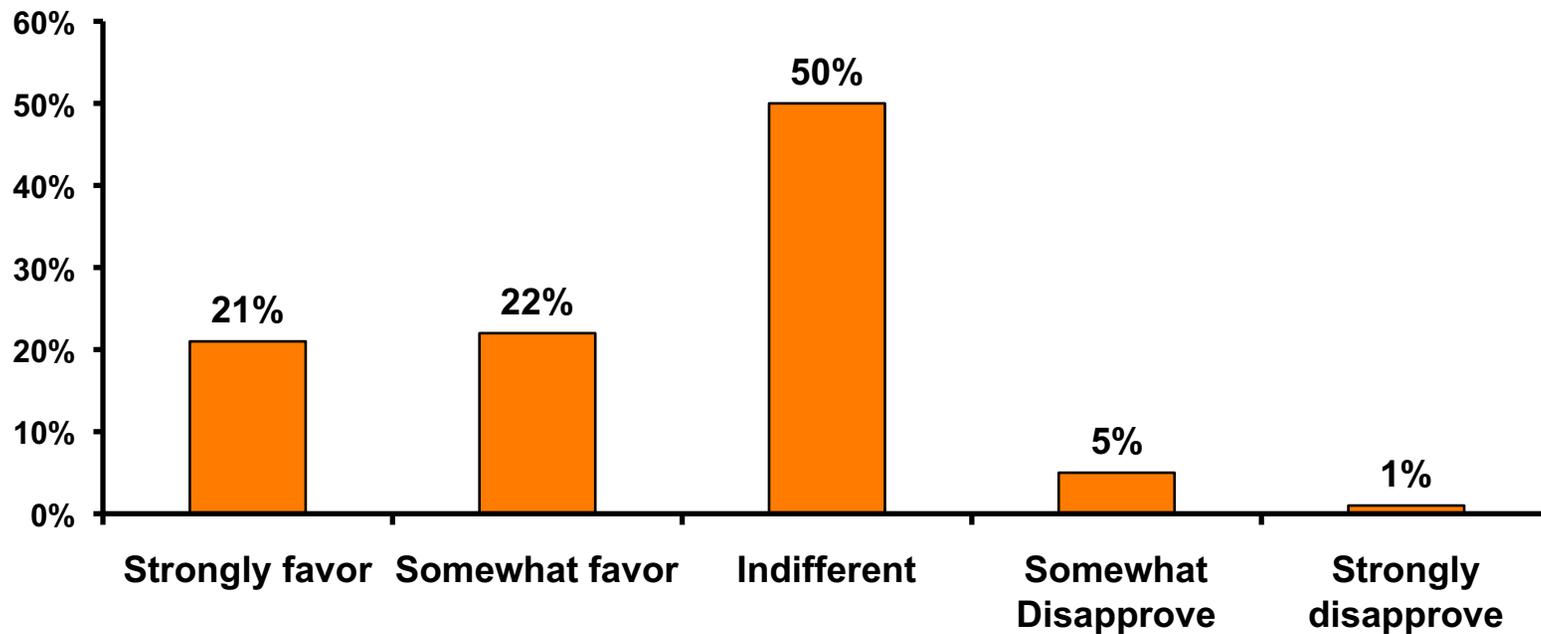
Concerns about travel outside of Japan - By Age & Income

		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	100%	81%	80%	89%	87%	80%	87%	70%	87%	84%	90%	50%
	Terrorism	100%	62%	61%	70%	57%	63%	69%	58%	52%	76%	61%	100%
	Expense	50%	57%	44%	43%	35%	57%	53%	58%	42%	44%	41%	
	Food	100%	45%	36%	30%	39%	49%	36%	30%	40%	36%	45%	
	Other		5%	3%	7%		6%	2%	5%	4%	7%	4%	
	No concerns		1%	6%	3%	4%			5%	10%	4%	3%	
	Spending money abroad when it should be spent at home		5%	2%				4%	2%	6%	2%		
	Do not know		2%	1%		4%	2%	2%				1%	
Total	Cases	2	127	119	61	23	49	45	43	52	45	71	2

Security Screening/ Immigration Process at Guam International Airport



Increase Drinking Age to 21



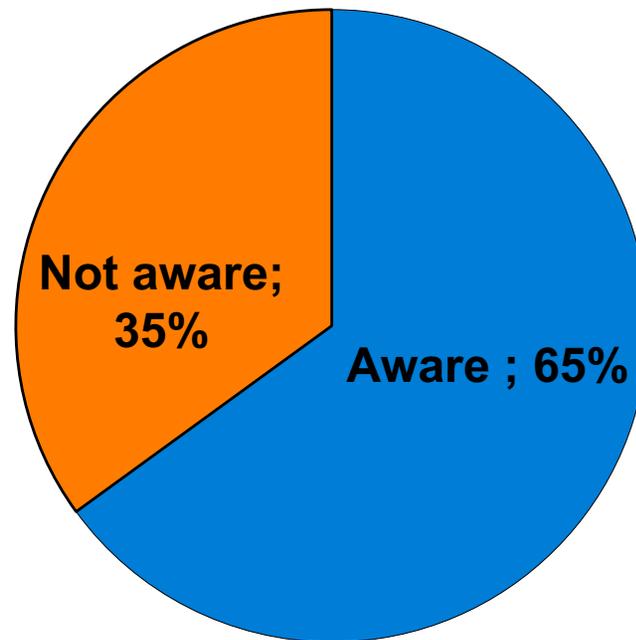
Increase Drinking Age to 21 by Gender & Age

			GENDER		AGE		
			Male	Female	18-34	35-54	55+
Q.28.3	Strongly Favor	Count	34	37	41	27	3
		Col %	19.8%	23.0%	20.9%	22.0%	21.4%
	Somewhat favor	Count	37	37	40	27	7
		Col %	21.5%	23.0%	20.4%	22.0%	50.0%
	Indifferent	Count	87	79	101	61	4
		Col %	50.6%	49.1%	51.5%	49.6%	28.6%
	Somewhat disapprove	Count	12	6	12	6	
		Col %	7.0%	3.7%	6.1%	4.9%	
	Strongly disapprove	Count	2	2	2	2	
		Col %	1.2%	1.2%	1.0%	1.6%	
Total	Count		172	161	196	123	14

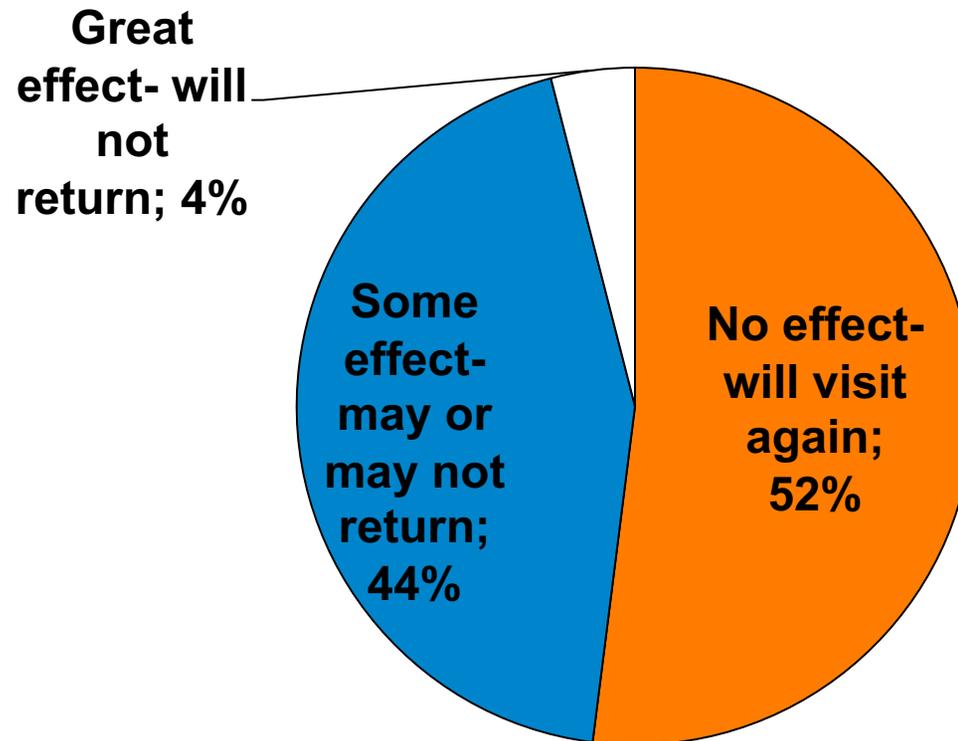
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.3** out of possible 7.0
- Agree (Score 6-7) – **10%**
- Neutral (Score 4-5) – **49%**
- Disagree (Score 1-3) – **41%**

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



Effects of U.S. Military troop movement on future trips to Guam



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

