



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

OCTOBER 2011



Prepared by: QMark Research

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Background & Methodology

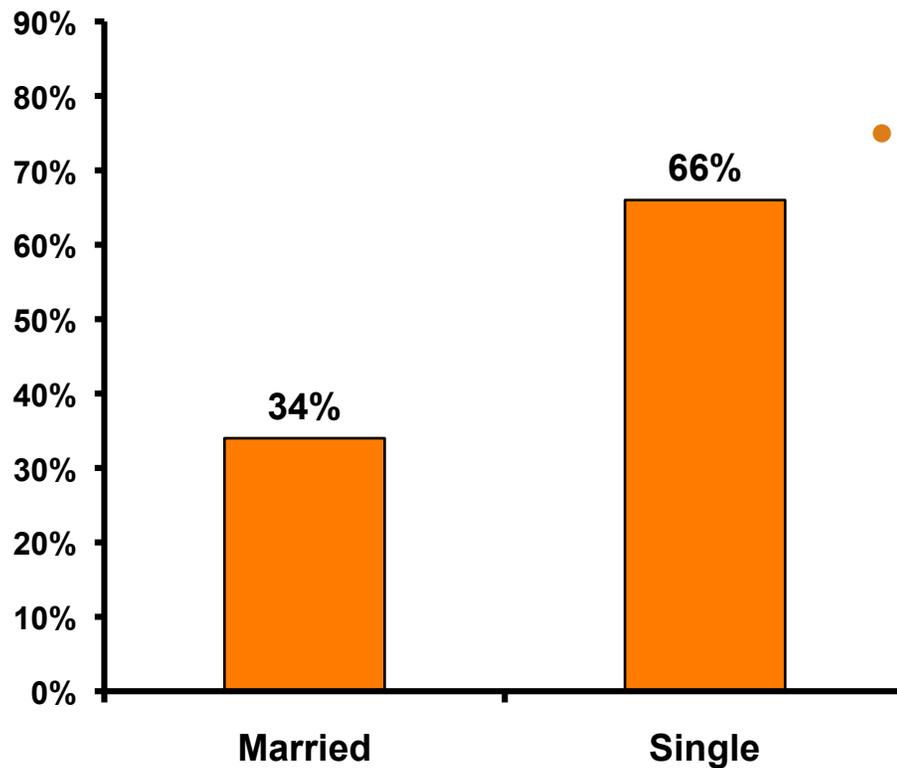
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **326** departing 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 **326** 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.

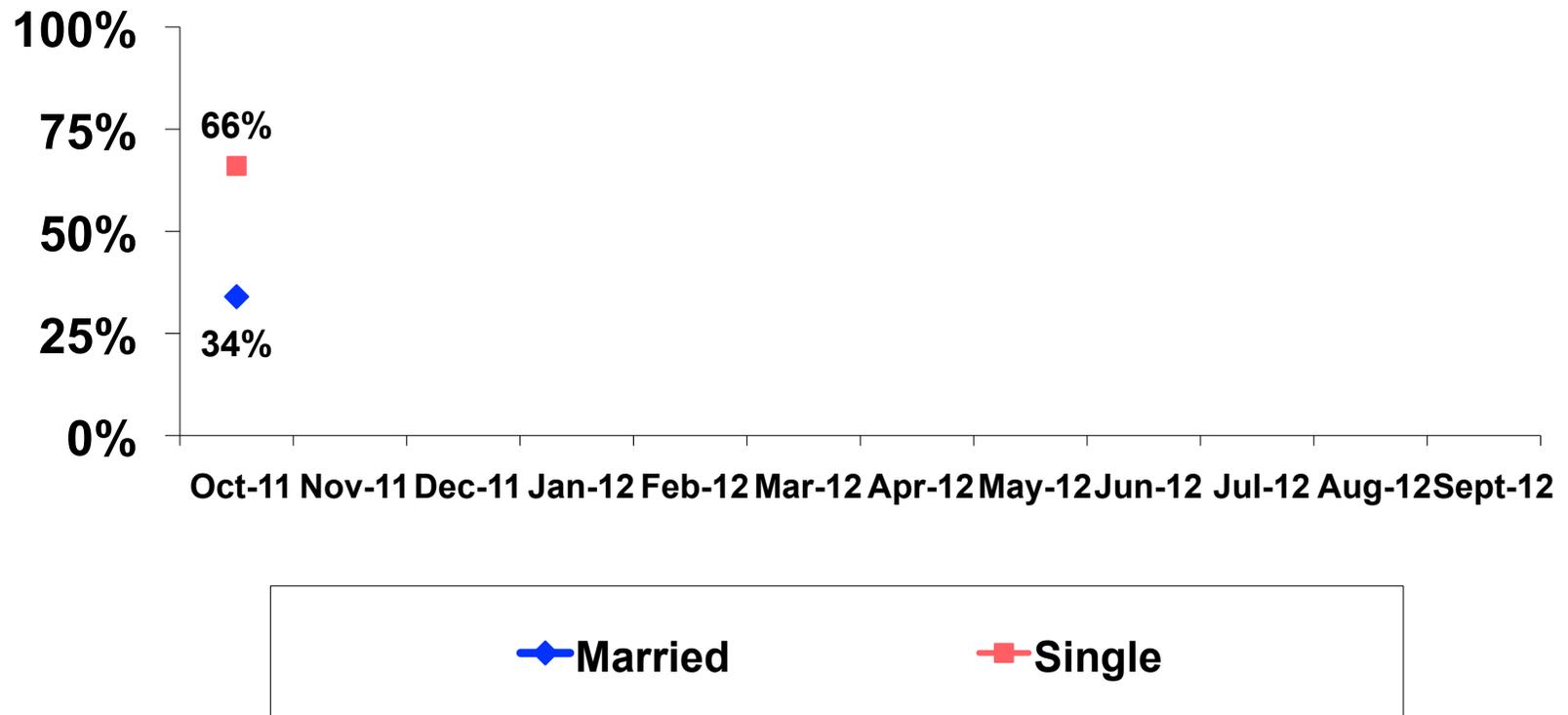
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

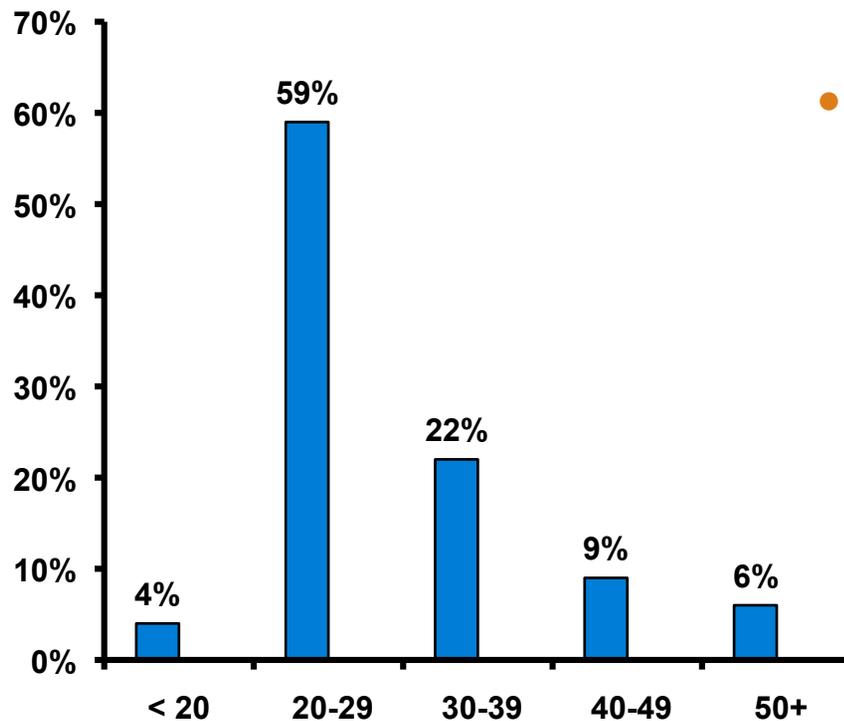


- 49% of visitors who are staying 4+ days are married

Marital Status



Age - Overall

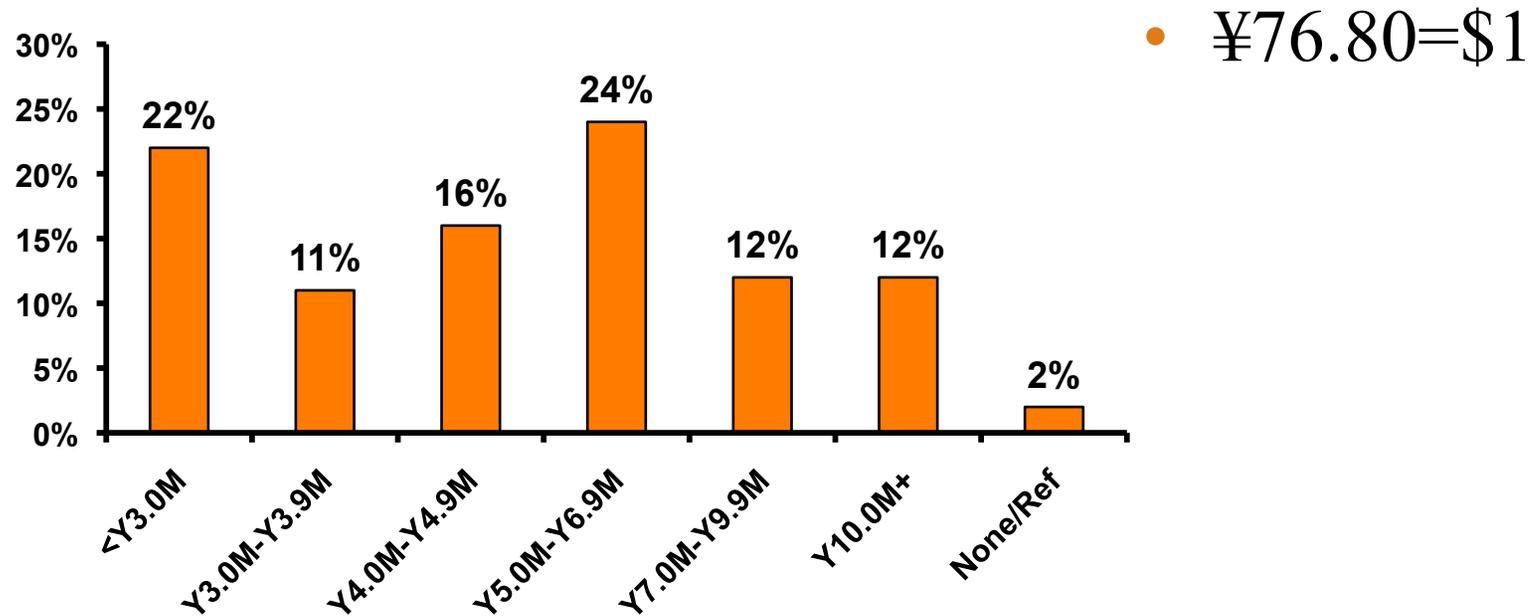


- The average age of the respondents is 30.0 years of age.

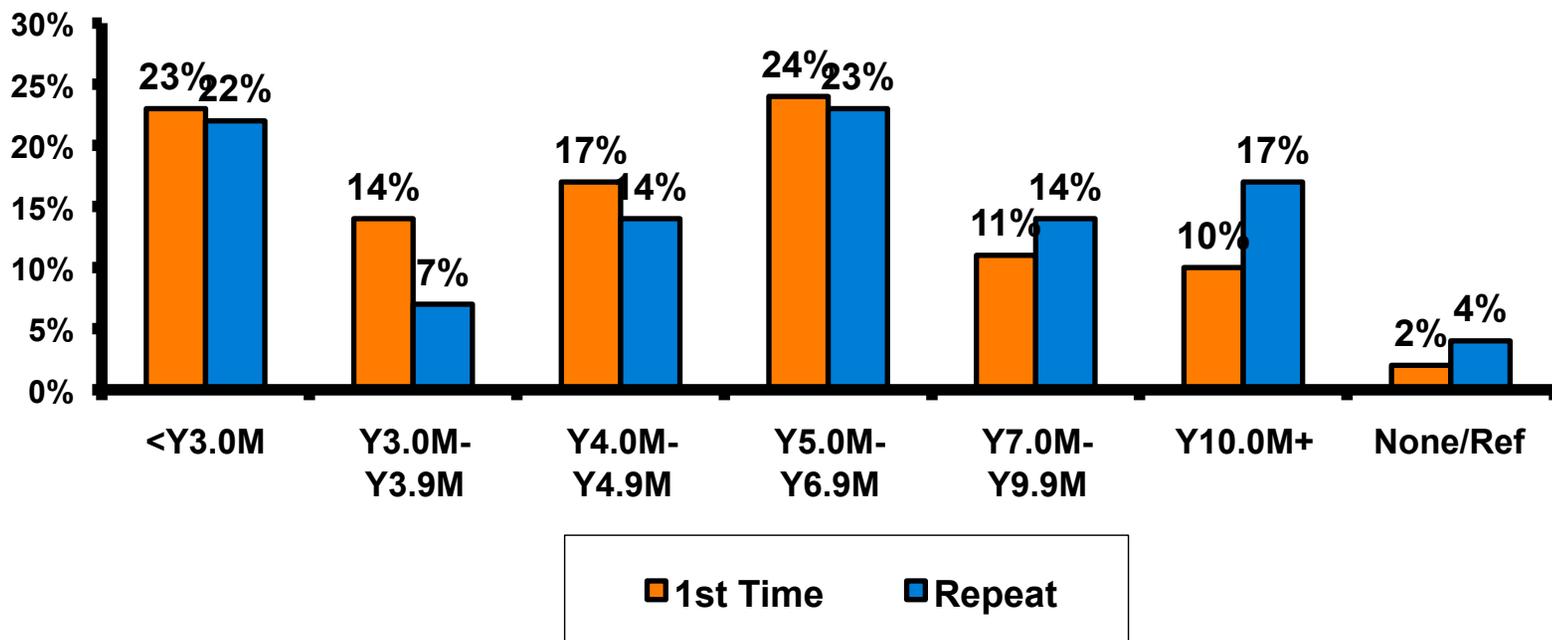
Average Age



Personal Income



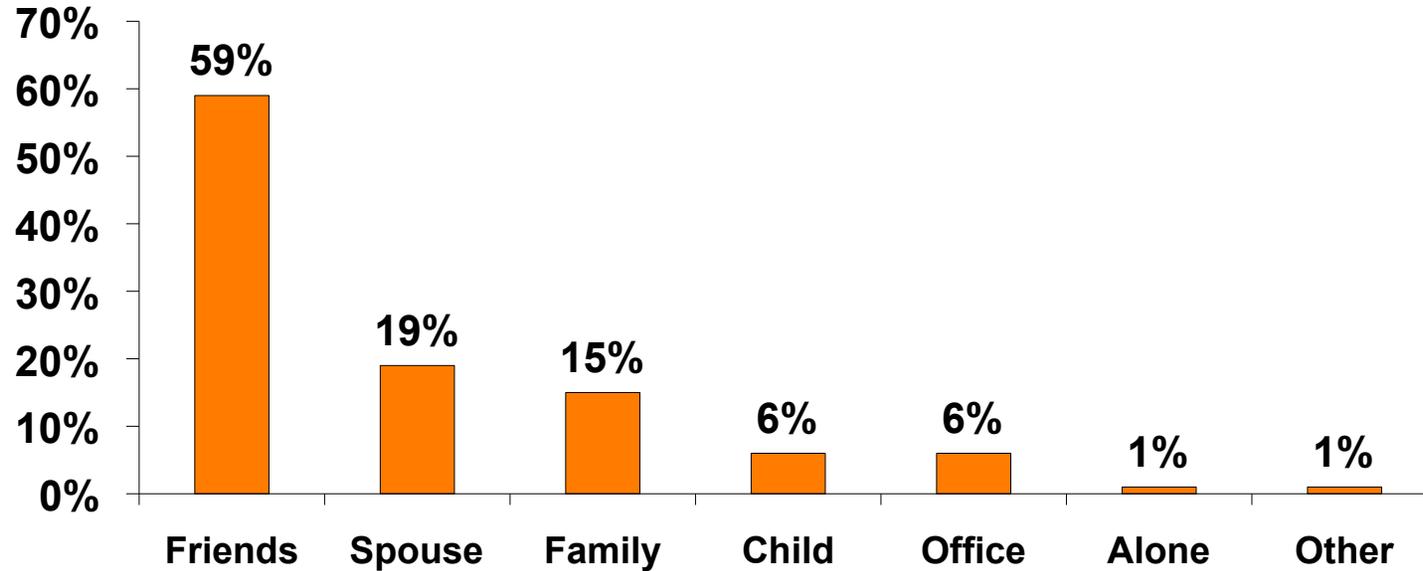
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	64	21	43	3	52	5	3	1
		22%	14%	30%	30%	31%	8%	12%	6%
Y3.0M-Y3.9M	Count	33	14	19	1	23	8	1	
		11%	10%	13%	10%	14%	12%	4%	
Y4.0M-Y4.9M	Count	46	29	17		24	17	3	2
		16%	20%	12%		14%	26%	12%	12%
Y5.0M-Y6.9M	Count	68	38	30	2	34	15	9	8
		24%	26%	21%	20%	20%	23%	36%	47%
Y7.0M-Y9.9M	Count	35	19	16		17	10	6	2
		12%	13%	11%		10%	15%	24%	12%
Y10.0M+	Count	35	21	14	2	16	11	3	3
		12%	14%	10%	20%	9%	17%	12%	18%
No Inc	Count	7	3	4	2	4			1
		2%	2%	3%	20%	2%			6%
Total	Count	288	145	143	10	170	66	25	17

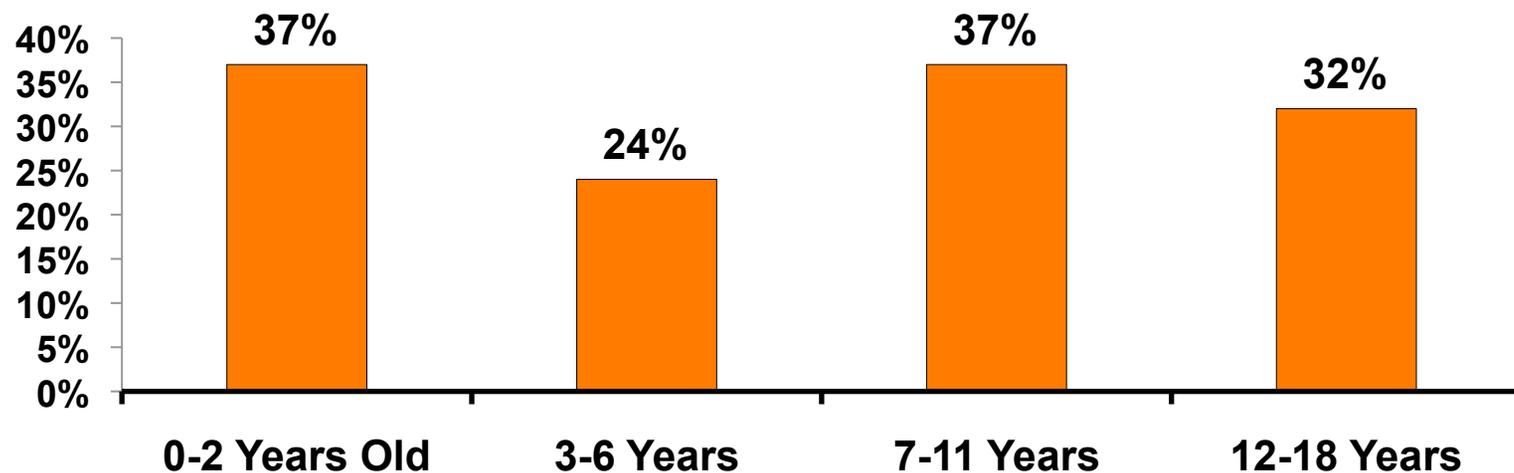
Travel Companions



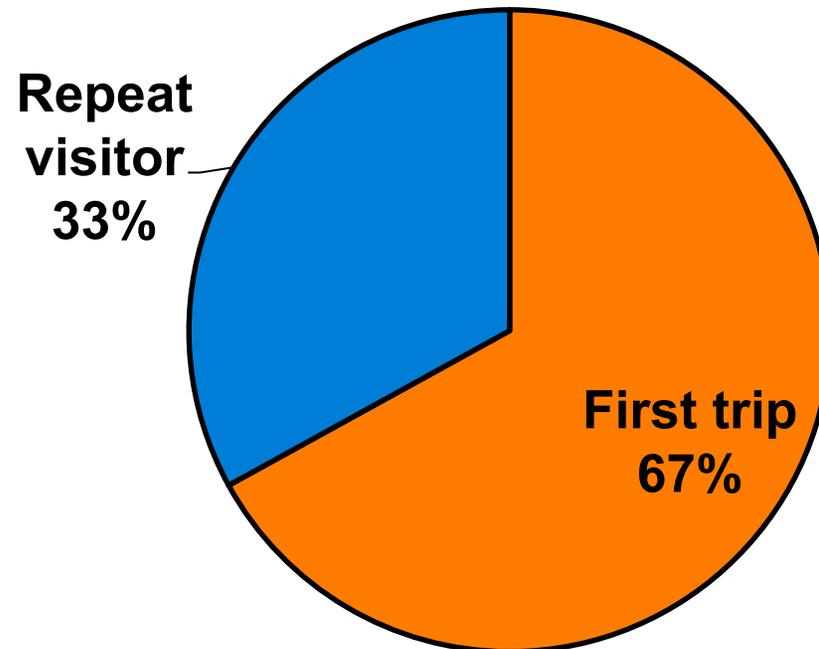
Number of Children Travel Party

N=19 total respondents traveling with children.

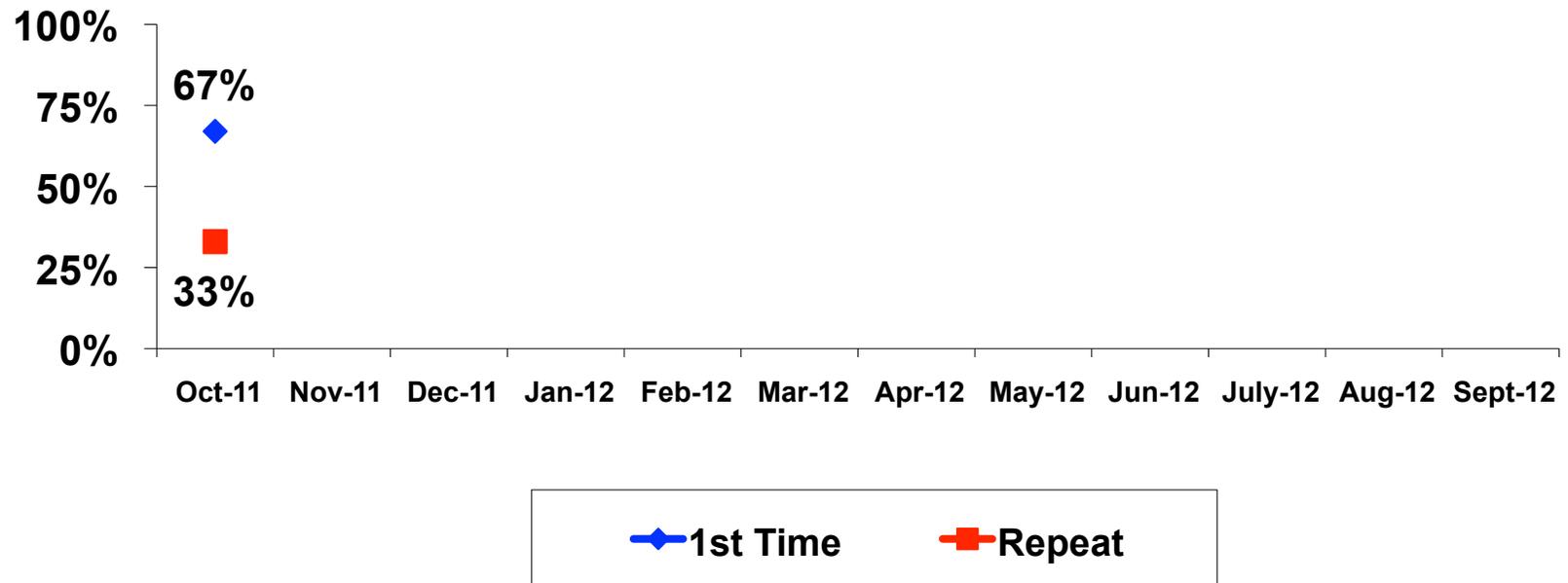
(Of those N=19 respondents, there is a total of 28 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



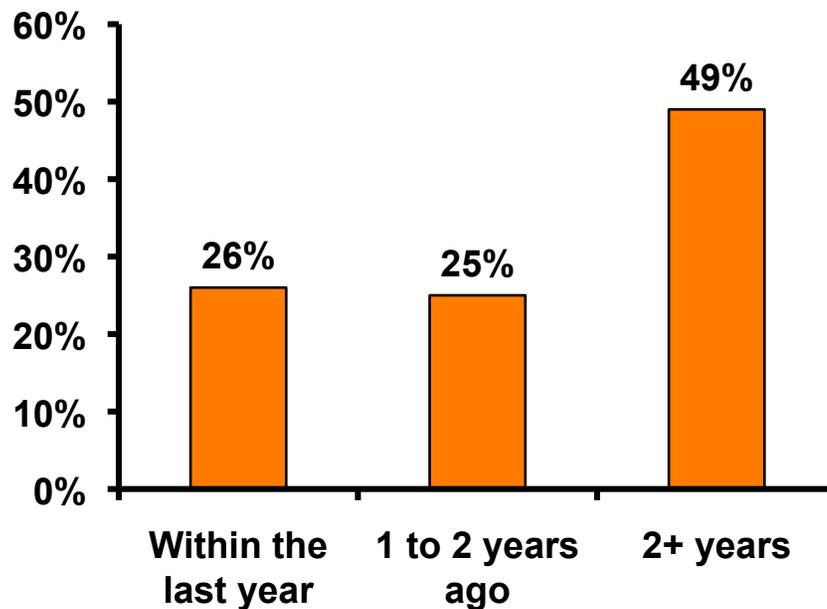
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	162	107	55
			50%	49%	50%
	Female	Count	164	110	54
			50%	51%	50%
Total		Count	326	217	109
AGE	<20	Count	12	12	
			4%	6%	
	20-29	Count	193	134	59
			59%	62%	54%
	30-39	Count	73	44	29
			22%	20%	27%
	40-49	Count	29	15	14
			9%	7%	13%
	50+	Count	19	12	7
			6%	6%	6%
Total		Count	326	217	109

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

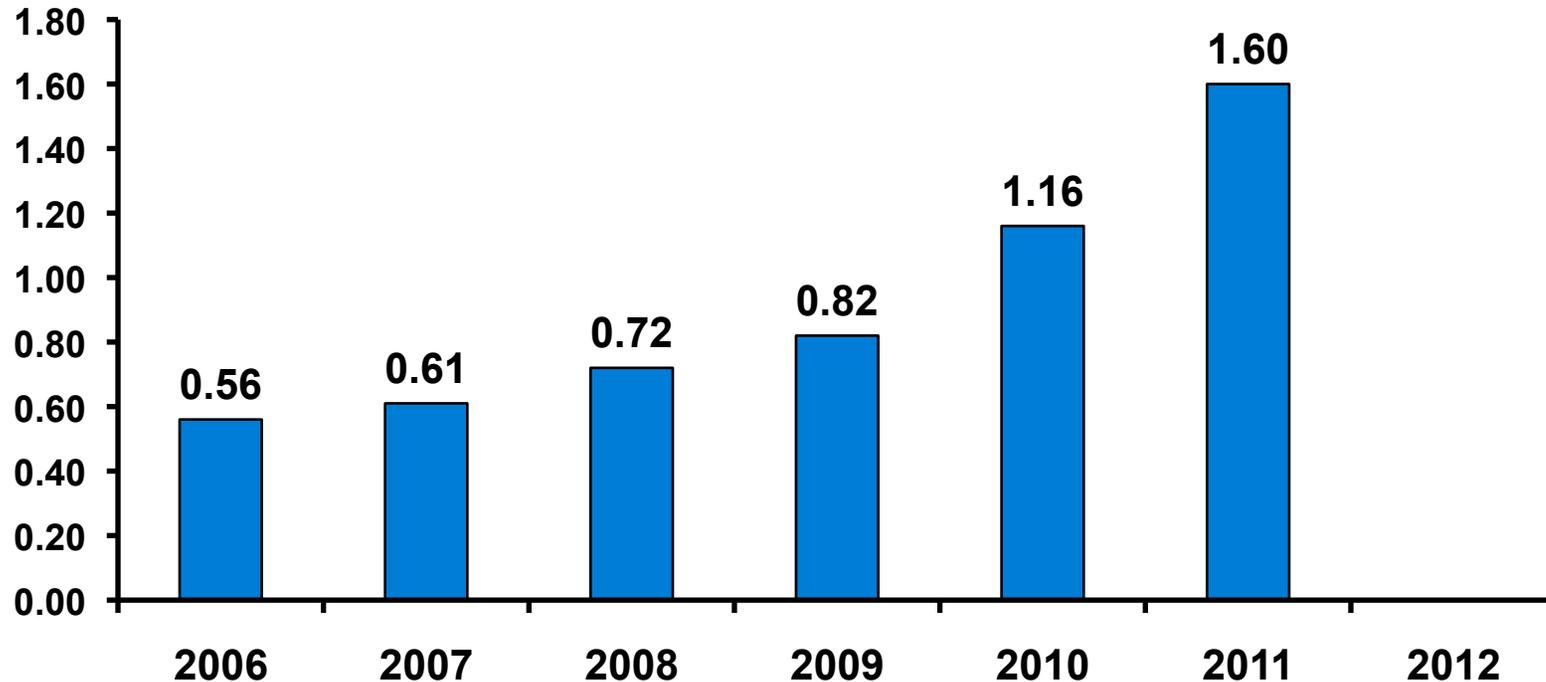
Repeat Visitors Last Trip

n = 106



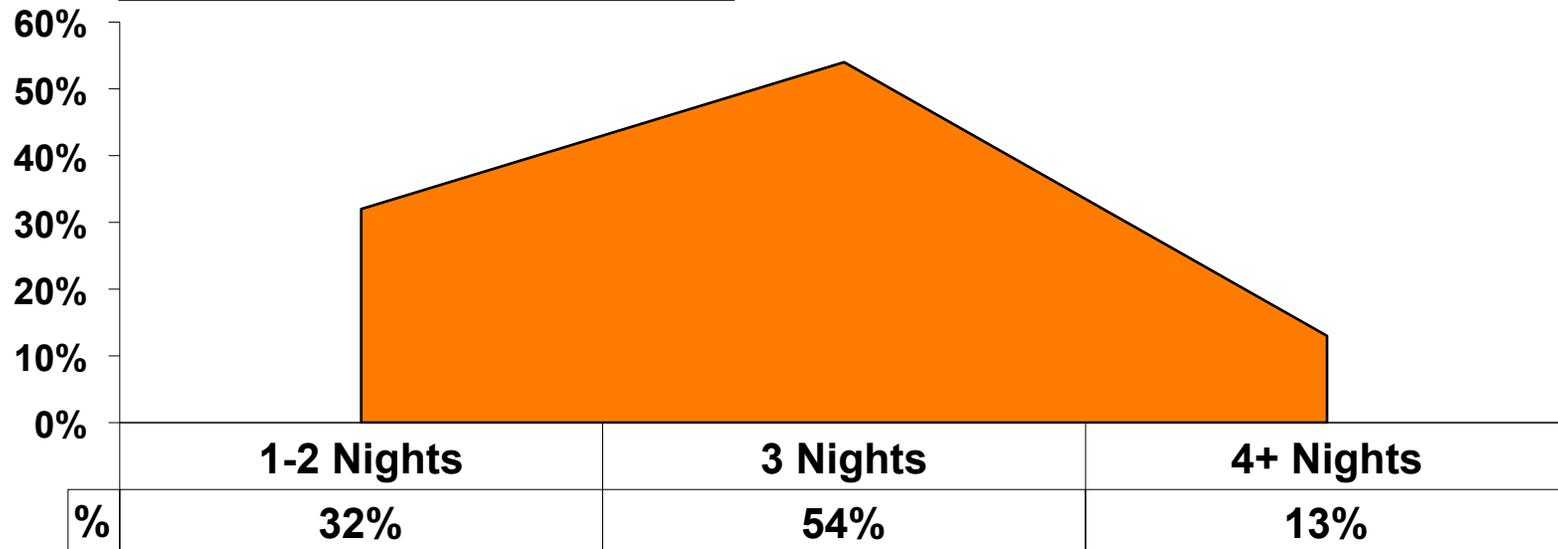
- The average repeat visitor has been to Guam 2.5 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2006-2012) (2 nights or more)

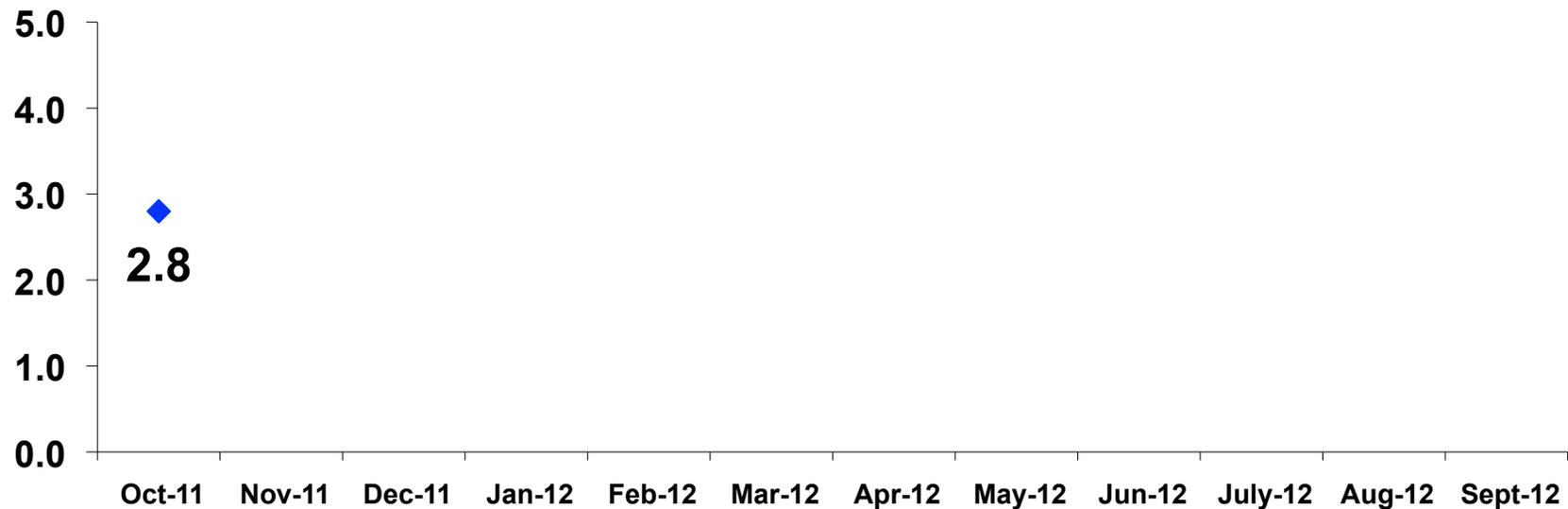


Length of Stay

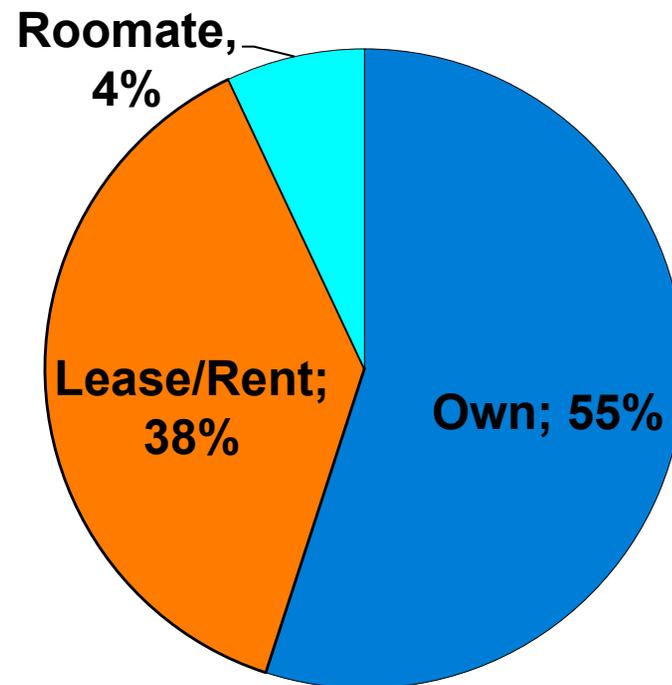
Mean = 2.80 Days
Median = 3.0 Days



Average Length of Stay



Living Accommodations

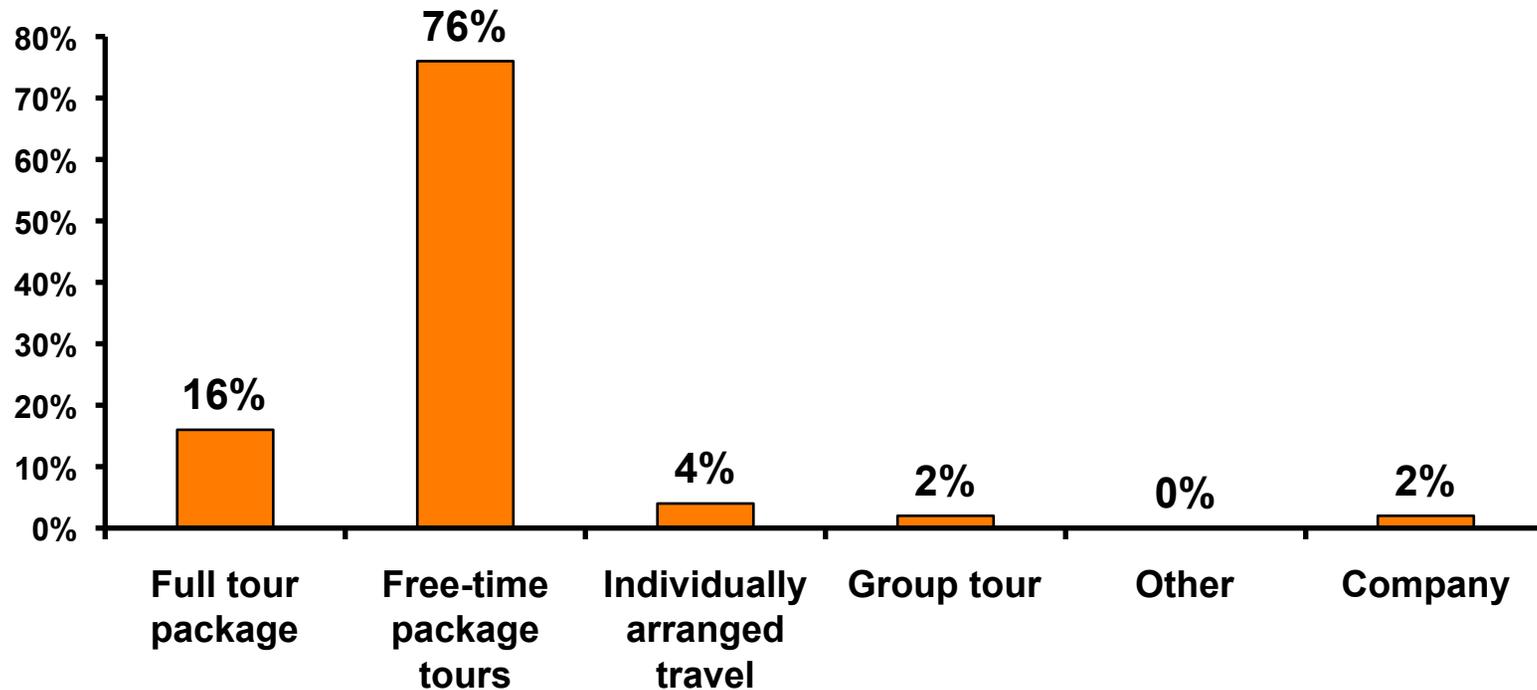


Occupation by Income

	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	18%	24%	12%	15%	16%	23%	23%	14%
Co. Employee: Engineer	18%	19%	30%	22%	18%	14%	6%	
Student	14%	8%		13%	12%	9%	20%	43%
Co. Employee: Salesperson	9%	3%	18%	20%	10%	9%	3%	
Professional or Specialist	7%	5%	6%	9%	3%	11%	20%	
Skilled Worker	6%	11%	12%		7%	6%	3%	
Self Employed	5%	2%	6%	4%	6%	6%	6%	
Freeter	5%	10%	3%	4%	6%			
Co. Employee: Manager	4%	3%		4%	6%	6%	9%	
Government Employee: Office Worker Non-Managerial	3%	2%	3%	2%	7%	3%		
Homemaker	3%	3%		2%	4%	3%	3%	
Other	3%	5%	9%		1%	3%		
Unemployed	2%	2%			1%			43%
Government Employee: Manager	1%			4%		3%	3%	
Co. Employee: Executive	1%	3%					3%	
Free-lancer	1%					3%	3%	
Teacher	0%					3%		
Retired	0%				1%			
Total Count	319	62	33	46	68	35	35	7

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

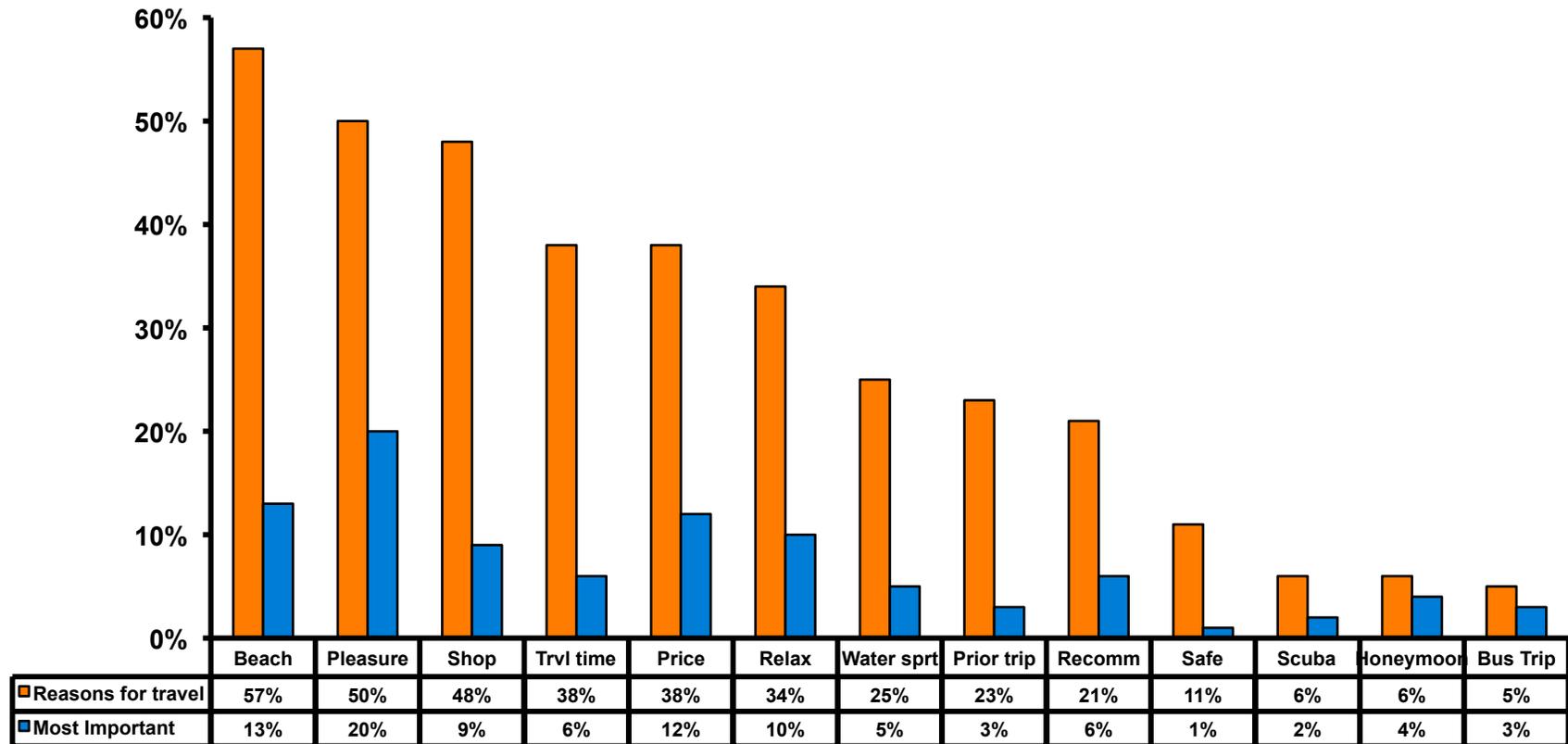


Accommodation by Income

Average length of stay: 2.80 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	22%	23%	21%	24%	21%	26%	11%	29%
	Guam Reef Hotel	10%	19%	9%		9%	12%	14%	
	Outrigger Guam Resort	9%	8%	6%	13%	1%	12%	11%	14%
	Oceanview Hotel	8%	5%	12%	9%	10%	12%	3%	
	Fiesta Resort Guam	6%	8%	6%	9%	4%	6%	3%	14%
	Holiday Resort Guam	6%	3%		7%	6%	3%	9%	29%
	Grand Plaza Hotel	6%	5%		7%	7%	3%	3%	
	Bayview Hotel	4%	13%	3%	7%	3%			
	Pacific Bay Hotel	5%	5%	9%	2%	3%	6%	6%	
	Onward Beach Resort	4%		6%	4%	6%	9%	6%	
	The Westin Resort Guam	3%	2%	6%	9%	3%	3%	3%	
	Pacific Islands Club PIC	3%		3%	2%	9%		6%	
	Leo Palace Resort	3%	3%			6%	6%	3%	14%
	Hilton Guam Resort & Spa	2%	2%	6%	7%	1%			
	Guam Marriott Resort Hotel	2%	2%	3%		4%		3%	
	Ramada Suites Guam	2%	2%	3%	2%	1%		3%	
	Royal Orchid Guam	2%	2%			3%		6%	
	Sheraton Laguna Resort	1%		3%				9%	
	Hyatt Regency Guam	1%		3%			3%	3%	
	Tumon Bay Capital Hotel	1%	2%			1%			
	Guam Aurora Resort Villa & Spa	0%							
Total	Count	325	64	33	46	68	34	35	7

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

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	57%	58%	62%	49%	48%	39%	53%	60%
Pleasure	50%	75%	51%	52%	31%	39%	45%	55%
Shopping	48%	58%	53%	47%	28%	28%	35%	62%
Short travel time	38%		38%	48%	34%	39%	39%	38%
Price of the tour package	38%	33%	41%	32%	34%	39%	38%	38%
Just to relax	34%	17%	33%	36%	41%	33%	30%	37%
Water sports	25%	17%	32%	14%	17%	6%	22%	27%
A previous visit	23%		22%	29%	28%	22%	23%	24%
Recommendation of friend, relative, travel agency	21%	8%	26%	7%	14%	39%	14%	28%
It is a safe place to spend a vacation	11%	17%	8%	16%	21%	6%	9%	14%
Honeymoon	6%		7%	10%			11%	2%
SCUBA diving	6%		7%	7%	3%		4%	7%
Company or Business trip	5%		3%	8%	10%	6%	6%	3%
To get married or Attend wedding	4%		4%	7%	3%		7%	1%
Other	2%		3%	1%	7%		2%	3%
To golf	1%		1%	3%			2%	
To visit friends or relatives	1%		1%	1%			1%	1%
My company sponsored me	1%			1%	3%		1%	
Promotional materials from GVB	1%			1%		6%	1%	
Special promotion	1%				3%	6%	1%	
Total Cases	325	12	193	73	29	18	161	164

Motivation 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.5 Beautiful seas, beaches, tropical climate	57%	52%	48%	59%	52%	69%	54%	86%	
Pleasure	50%	48%	55%	54%	43%	57%	46%	86%	
Shopping	48%	53%	36%	50%	49%	60%	34%	57%	
Price of the tour package	38%	41%	36%	41%	40%	34%	43%	43%	
Short travel time	38%	33%	48%	43%	33%	46%	46%	29%	
Just to relax	34%	28%	30%	33%	37%	43%	43%	57%	
Water sports	25%	28%	30%	28%	19%	23%	26%		
A previous visit	23%	30%	12%	26%	21%	29%	29%	57%	
Recommendation of friend, relative, travel agency	21%	22%	18%	22%	15%	23%	26%	29%	
It is a safe place to spend a vacation	11%	5%	18%	11%	15%	6%	17%	14%	
Honeymoon	6%	8%	12%	11%	3%	3%	9%		
SCUBA diving	6%	8%	9%	7%	4%	6%	9%		
Company or Business trip	5%	8%	3%	4%	4%	3%	6%		
To get married or Attend wedding	4%	5%	6%	9%	4%		3%		
Other	2%	3%		2%	4%	3%			
To golf	1%			2%	1%	6%			
To visit friends or relatives	1%				1%	6%			
My company sponsored me	1%					3%	3%		
Promotional materials from GVB	1%					3%		14%	
Special promotion	1%								
Total Cases	325	64	33	46	67	35	35	7	

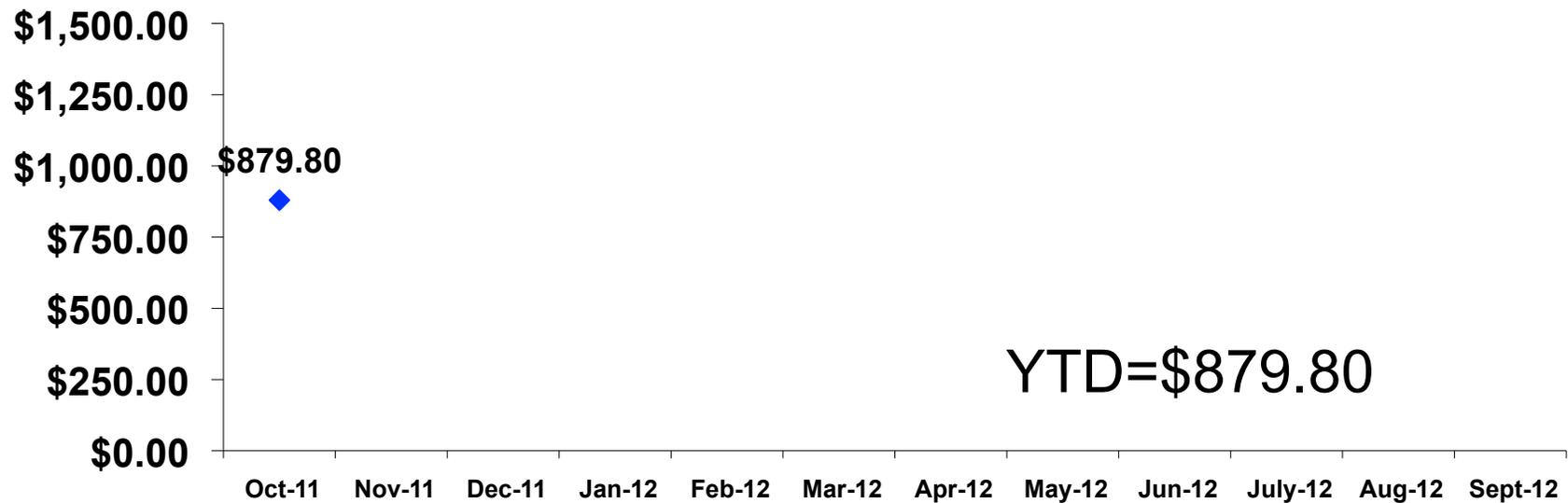
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥76.80/US\$1

- \$1,460.90 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$13,020 = maximum (highest amount recorded for the entire sample)
- \$879.80 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

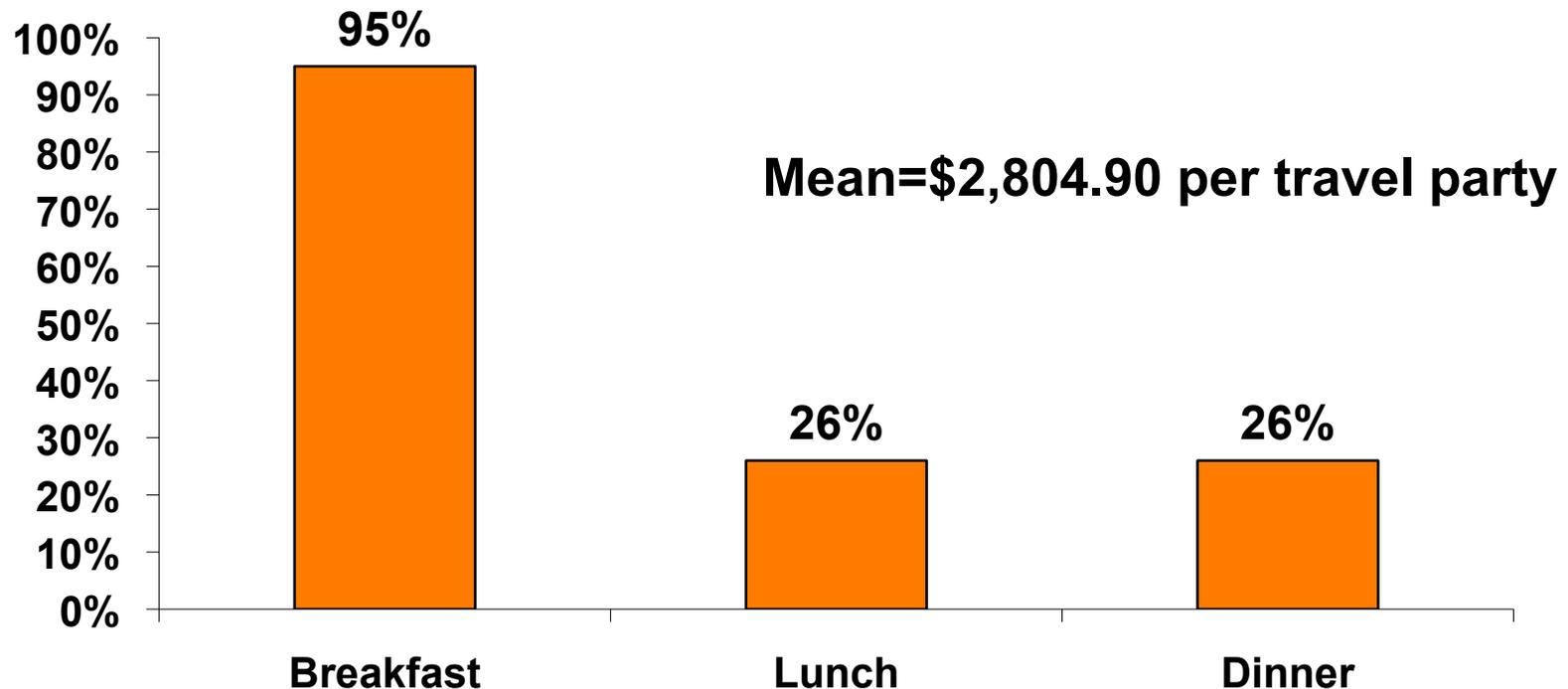
¥76.80=\$1

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

	MEAN \$
Air & Accommodation package only	\$1,344.40
Air & Accommodation w/ daily meal package	\$2,804.90
Air only	\$1,414.90
Accommodation only	\$585.90
Accommodation w/ daily meal only	\$135.40
Food & Beverages in Hotel	\$104.20
Ground transportation- Japan	\$107.30
Ground transportation- Guam	\$35.50
Optional tours/ activities	\$215.80
Other expenses	\$334.00
Total Prepaid	\$1,460.90

Prepaid Meal Breakdown

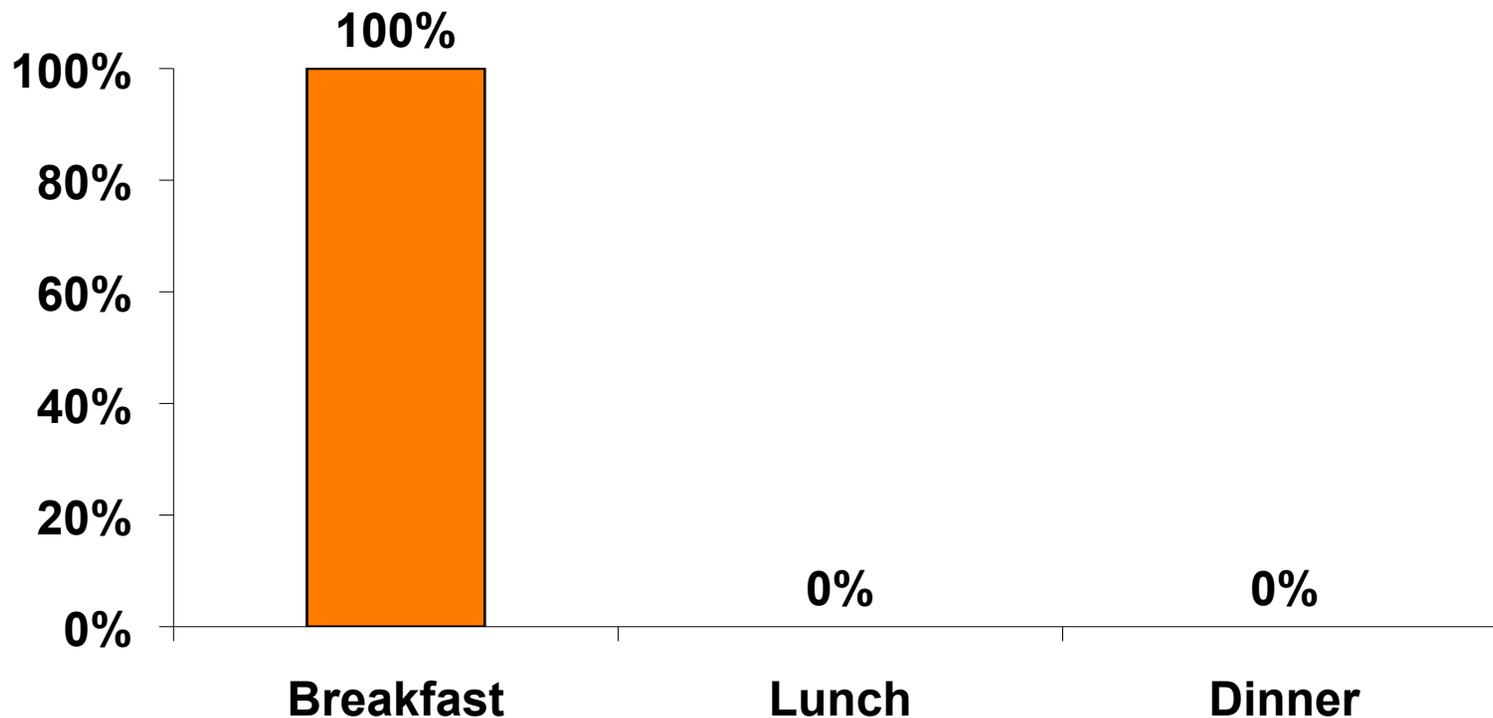
Air/ Accommodations with Daily Meal Package
n=19



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

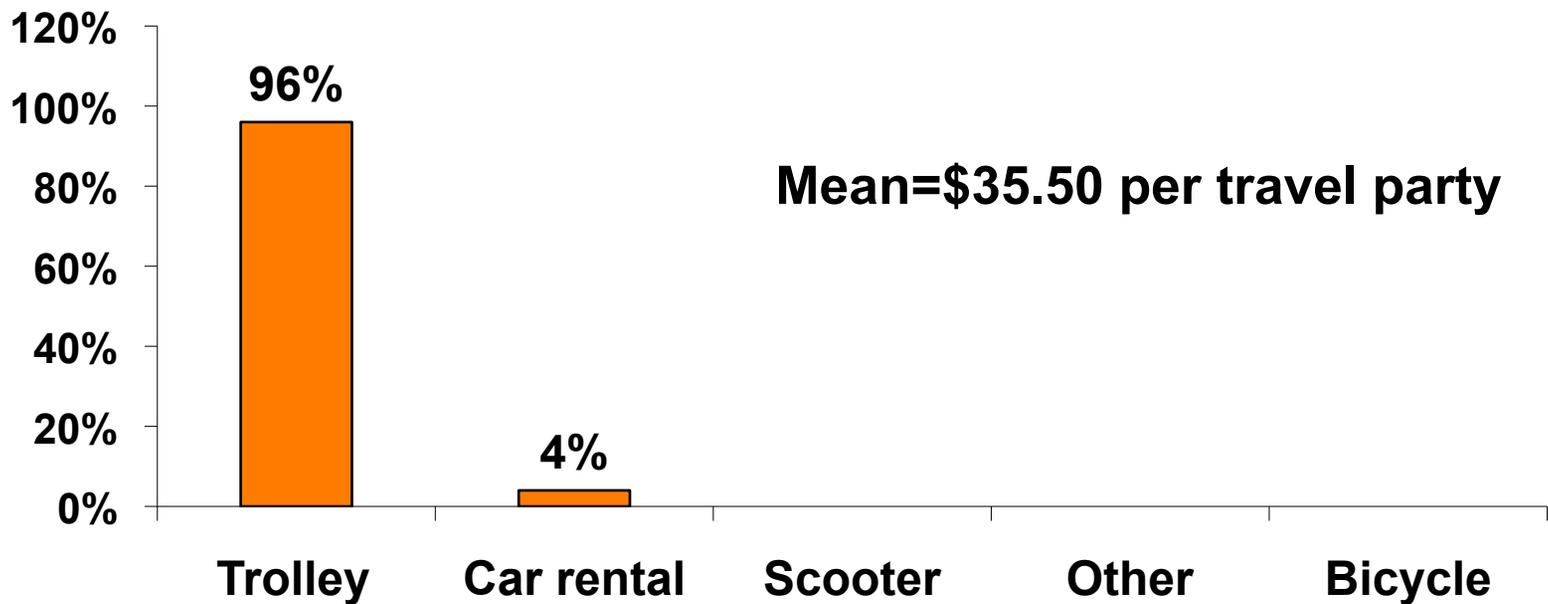
n=1



Mean=\$135.40 per travel party

Prepaid Ground Transportation

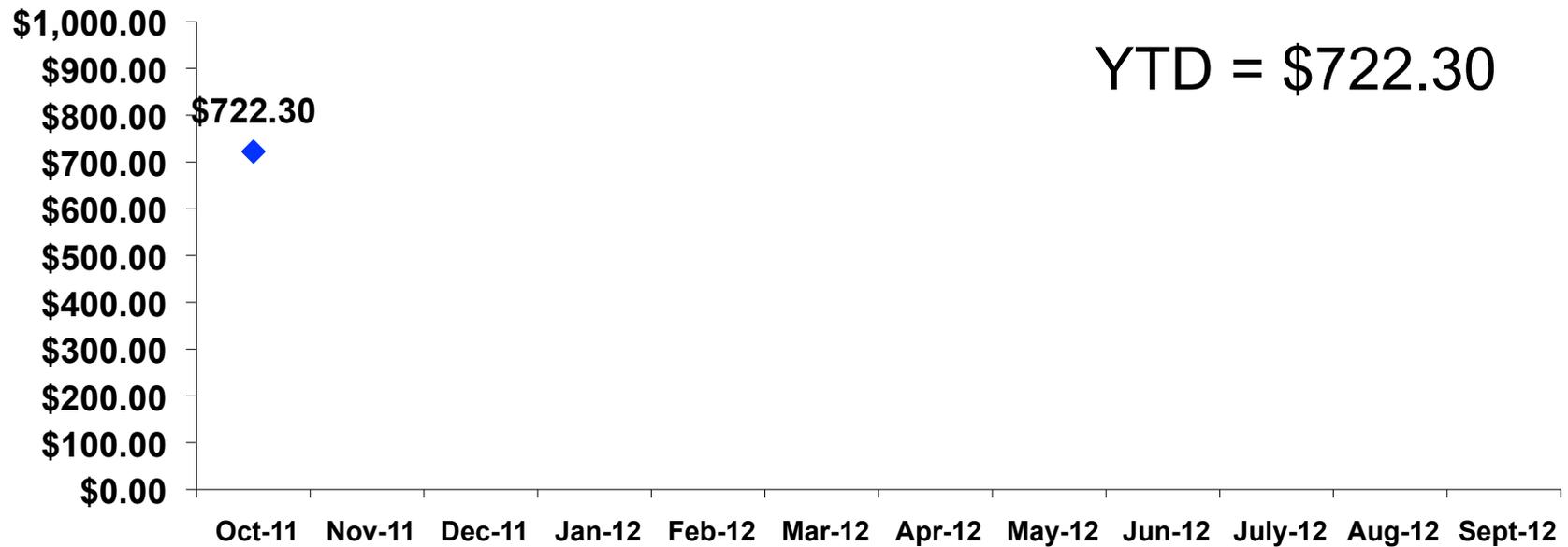
n=26



On-Island Expenditures

- \$987.20 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,000 = Maximum (highest amount recorded for the entire sample)
- \$722.30 = overall mean average per person on-island expenditure

In-Island Expenditures Per Person



Prepaid/On-Island Expenditures Per Person

Prepaid YTD = \$879.80

On-Island YTD = \$722.30



Total On-Island Expenditure by Gender & Age

		GENDER			GENDER									
		TOTAL	Male	Female	Male					Female				
					AGE									
					<20	20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A	Mean	\$987.15	\$1,051.02	\$924.06	\$650.00	\$973.64	\$1,339.76	\$696.00	\$963.13	\$716.44	\$789.50	\$1,271.09	\$1,608.64	\$1,829.33
	Median	\$700	\$760	\$675	\$550	\$747	\$1,000	\$405	\$650	\$625	\$640	\$805	\$1,170	\$488

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$16.90	\$24.98	\$8.91	\$10.25	\$12.42	\$19.63	\$34.66	\$28.95
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$34.90	\$40.95	\$28.92	\$38.17	\$29.84	\$34.25	\$69.14	\$34.47
REST/CONV	Median	\$14	\$20	\$10	\$24	\$10	\$15	\$20	\$20
F&B-OUT- SIDE	Mean	\$77.13	\$99.41	\$55.11	\$53.75	\$50.45	\$126.05	\$109.14	\$126.05
HOTEL/ REST	Median	\$30	\$43	\$20	\$48	\$10	\$60	\$30	\$50
OPTIONAL	Mean	\$81.23	\$105.94	\$56.83	\$52.50	\$77.72	\$87.03	\$70.52	\$129.16
TOUR	Median	\$0	\$0	\$0	\$60	\$0	\$0	\$0	\$0
GIFT/	Mean	\$319.05	\$262.81	\$374.60	\$210.42	\$269.09	\$413.49	\$485.00	\$278.95
SOUV-SELF	Median	\$99	\$41	\$100	\$150	\$70	\$100	\$53	\$50
GIFT/SOUV-	Mean	\$176.39	\$181.19	\$171.64	\$247.92	\$136.19	\$243.77	\$165.97	\$296.58
F&F AT HOME	Median	\$80	\$88	\$80	\$225	\$60	\$100	\$50	\$100
LOCAL TRANS	Mean	\$13.31	\$17.35	\$9.31	\$20.83	\$11.38	\$18.16	\$18.52	\$1.47
	Median	\$0	\$0	\$0	\$25	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$273.03	\$321.04	\$225.60	\$74.33	\$283.25	\$369.56	\$89.59	\$203.74
	Median	\$0	\$0	\$25	\$0	\$50	\$0	\$10	\$0
TOTAL ON	Mean	\$987.15	\$1,051.02	\$924.06	\$699.83	\$860.10	\$1,319.07	\$1,042.17	\$1,099.89
ISLAND	Median	\$700	\$760	\$675	\$613	\$680	\$910	\$700	\$600

On-Island Expenditures

First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$16.75	\$17.19
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$35.51	\$33.68
	Median	\$10	\$15
F&B-OUT- SIDE HOTEL/ REST	Mean	\$74.04	\$83.27
	Median	\$20	\$50
OPTIONAL TOUR	Mean	\$92.21	\$59.39
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$256.76	\$443.06
	Median	\$50	\$130
GIFT/SOUV- F&F AT HOME	Mean	\$174.14	\$180.85
	Median	\$81	\$70
LOCAL TRANS	Mean	\$11.85	\$16.20
	Median	\$0	\$0
OTHER EXP	Mean	\$293.13	\$233.01
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$950.38	\$1,060.36
	Median	\$640	\$800

Projected On-Island Expenditures

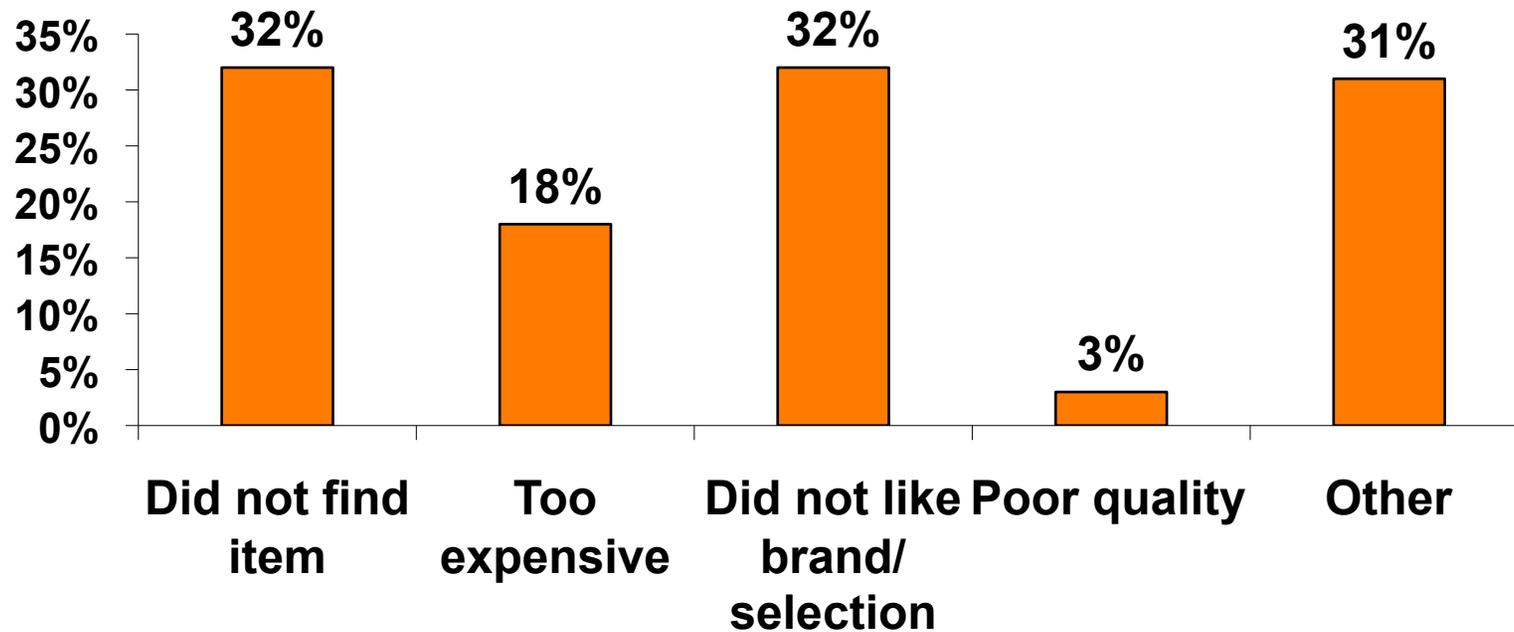
- \$863.70 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$8,000 = Maximum (highest amount recorded for the entire sample)

Projected On-Island Expenditures



Reasons for Spending Less

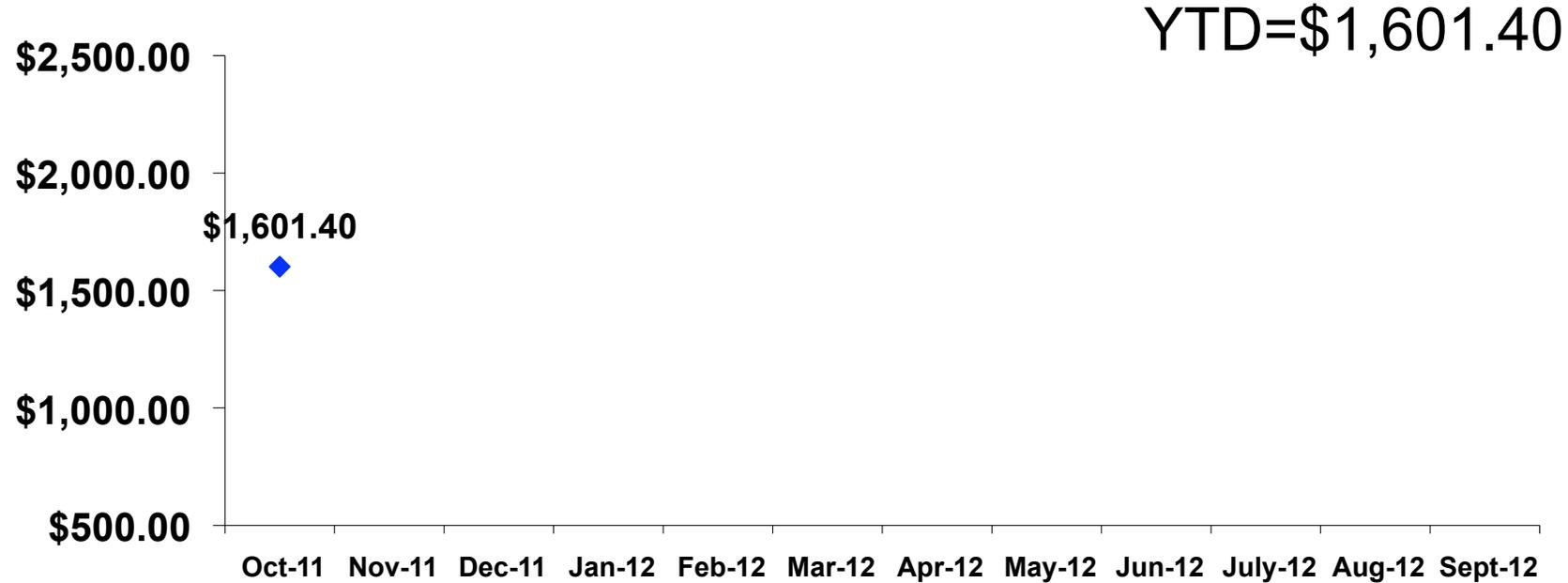
n=102



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,601.40 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,089 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person

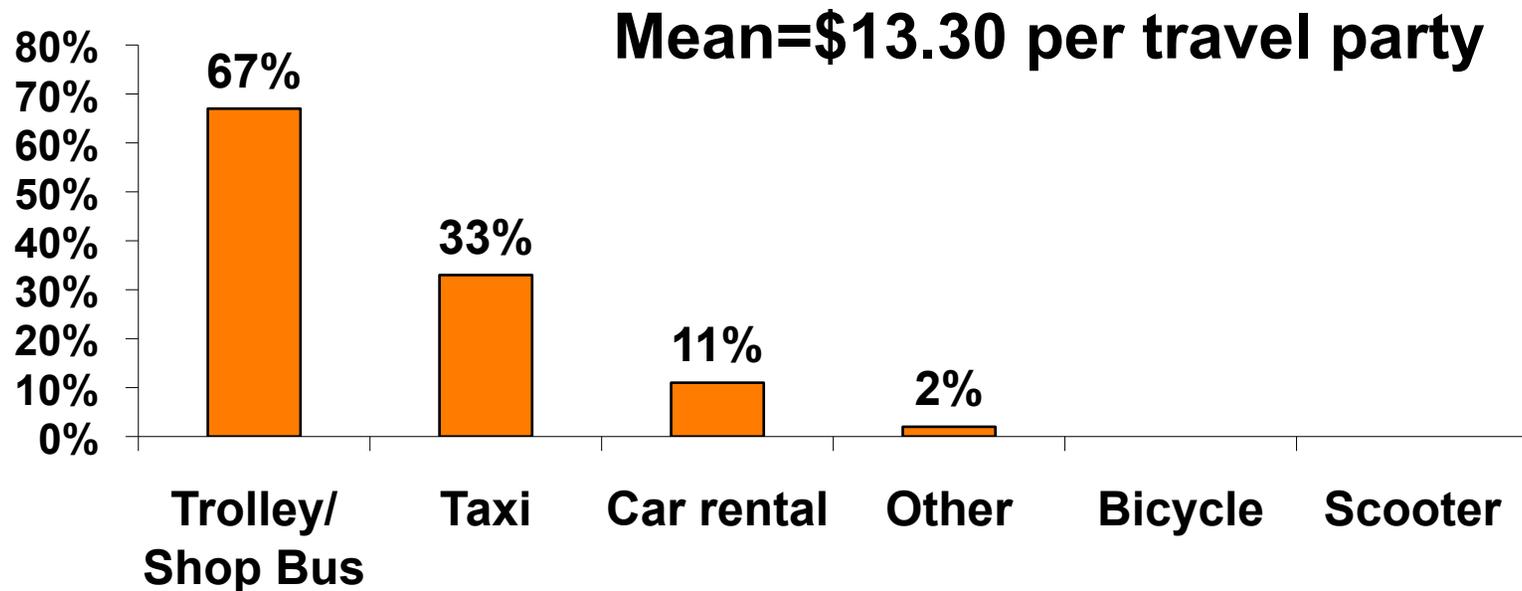


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$16.90
Food & beverage in fast food restaurant/ convenience store	\$34.90
Food & beverage at restaurants or drinking establishments outside a hotel	\$77.10
Optional tours and activities	\$81.20
Gifts/ souvenirs for yourself/companions	\$319.00
Gifts/ souvenirs for friends/family at home	\$176.40
Local transportation	\$13.30
Other expenses not covered	\$273.00
Average Total	\$987.20

Local Transportation

n=96



Guam Airport Expenditures

- \$28.20 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$800 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

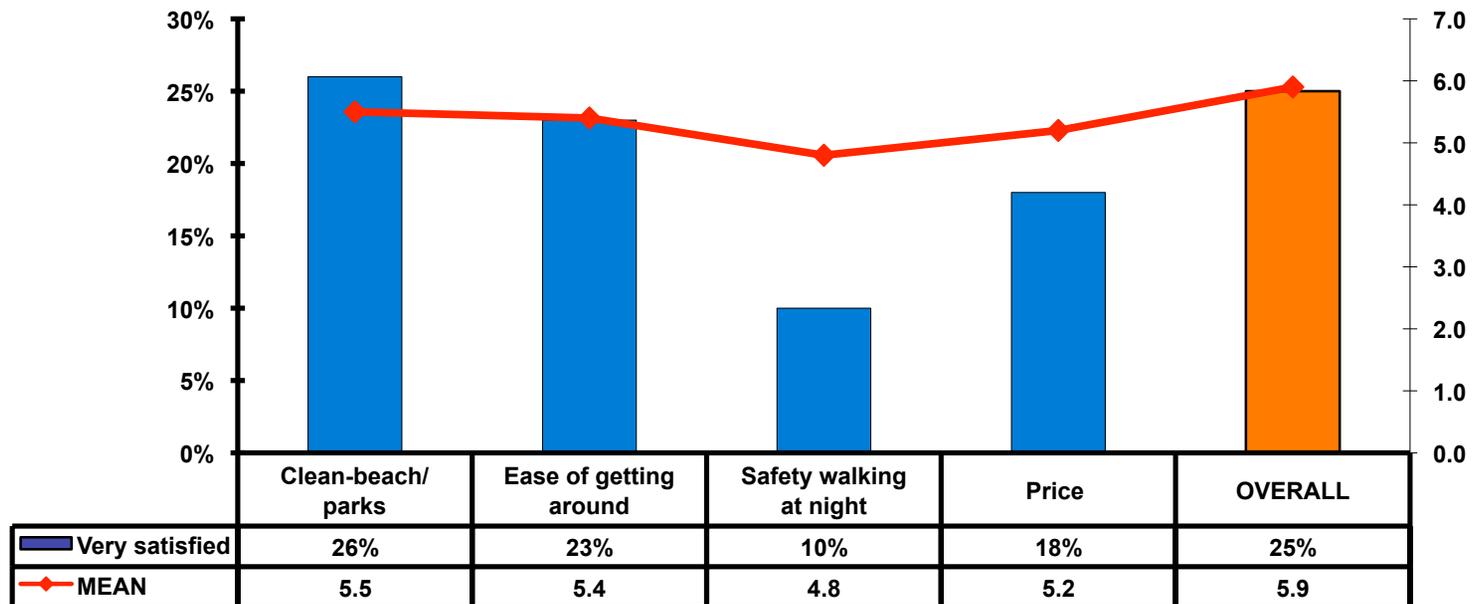
	MEAN \$
Food & Beverages	\$7.20
Gifts/Souvenirs Self	\$15.00
Gifts/Souvenirs Others	\$6.10
Total	\$28.20

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

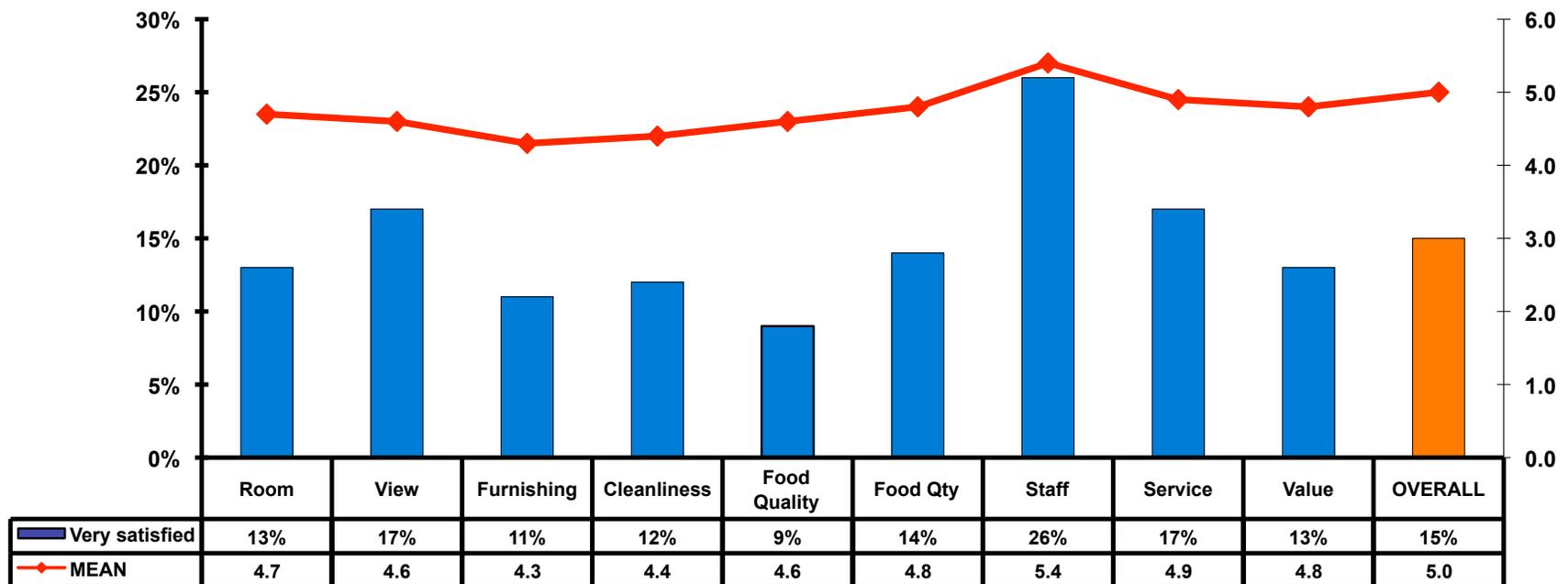
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

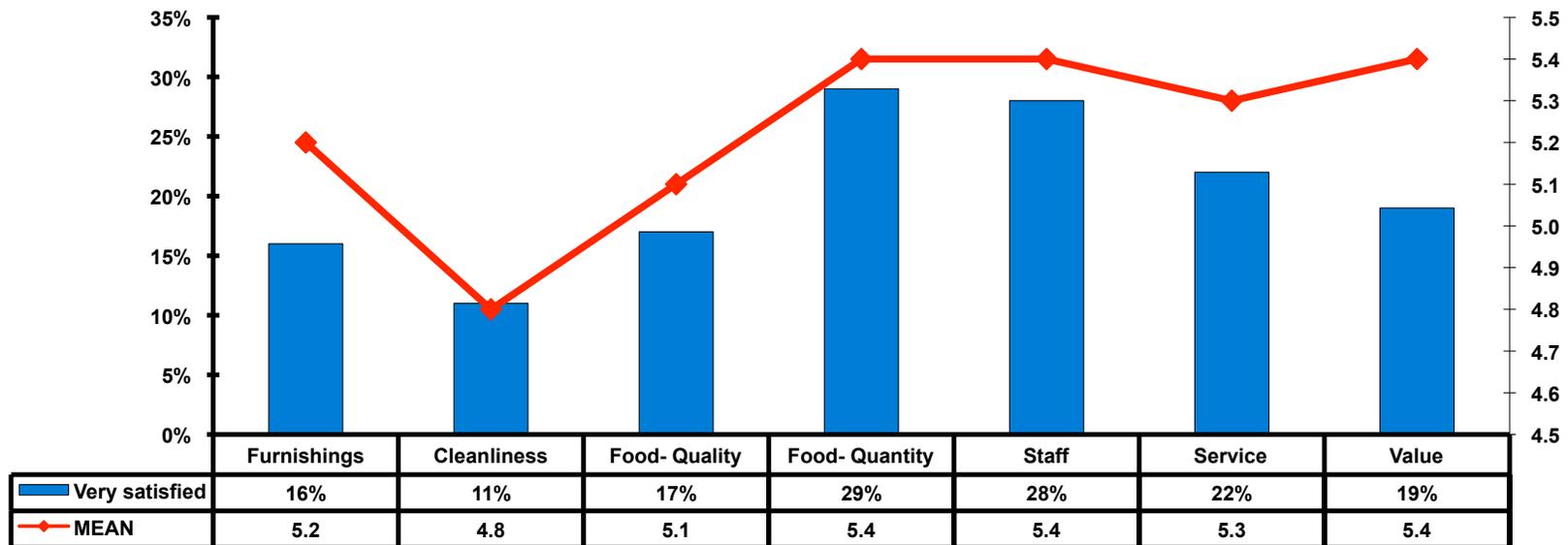
7=Very Satisfied/1=Very Dissatisfied



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

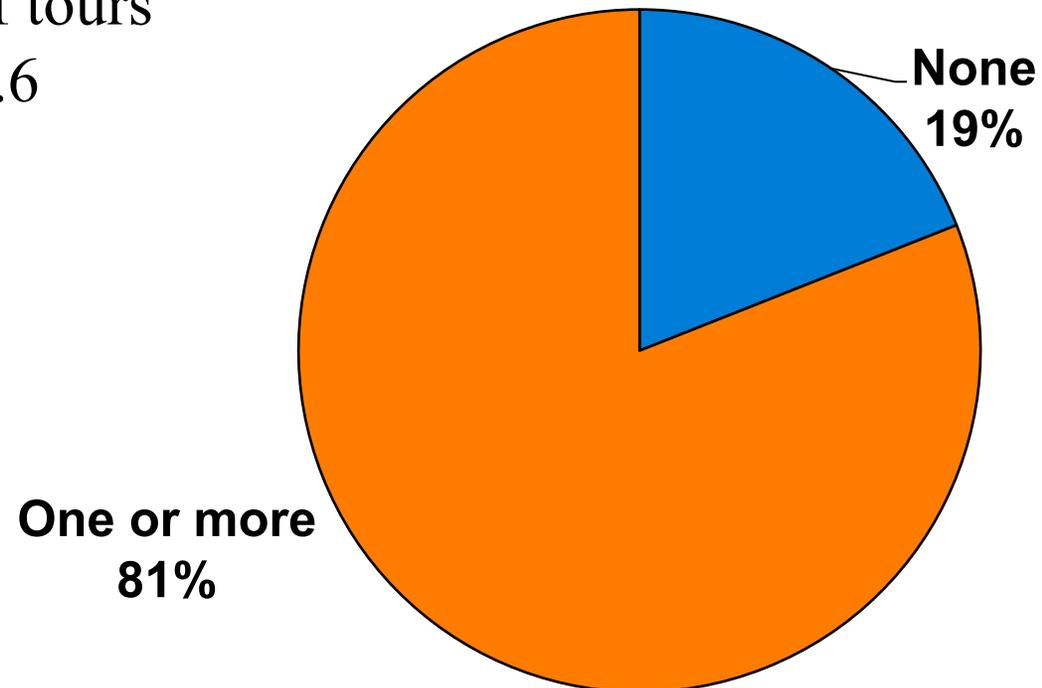
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

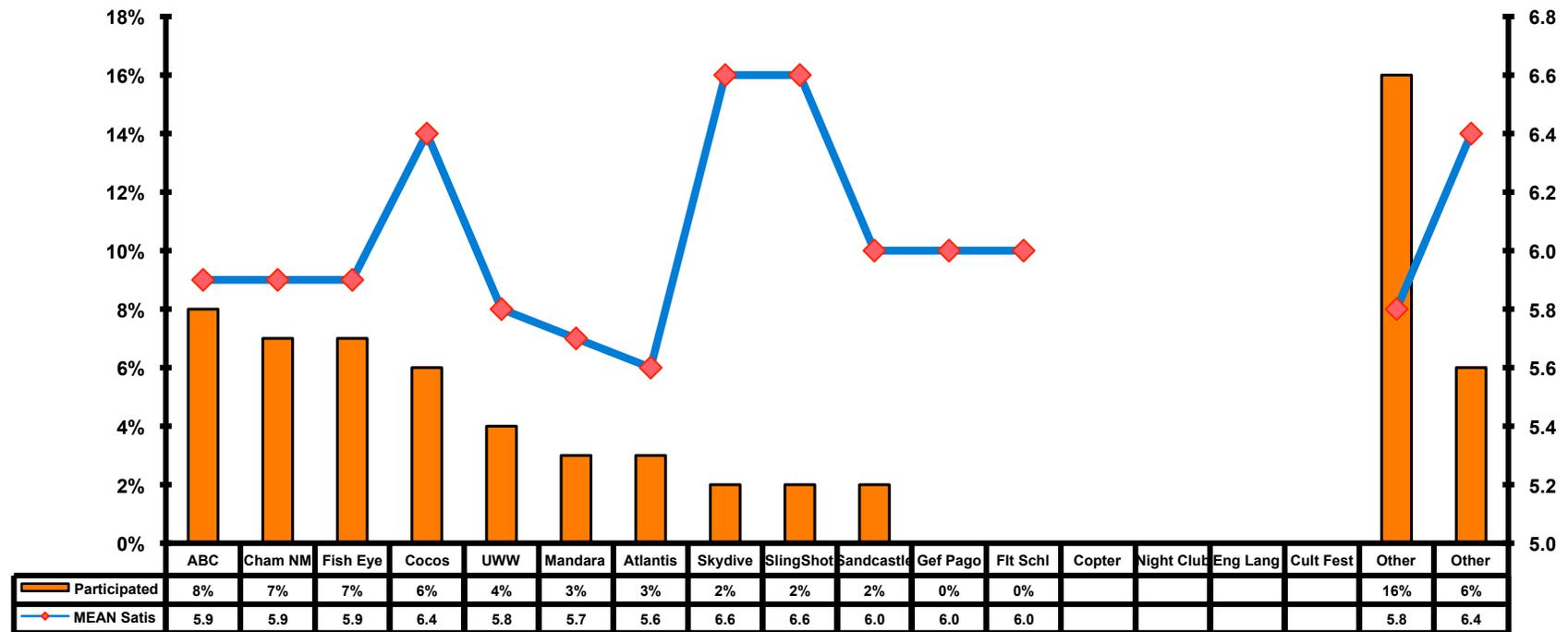
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 56%	Score of 6 to 7 = 51%
Score of 4 to 5 = 41%	Score of 4 to 5 = 44%
Score 1 to 3 = 3%	Score 1 to 3 = 6%
MEAN = 5.5	MEAN = 5.3

Optional Tour Participation

- Average number of tours participated in is 1.6



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 = 54%	Score of 6 to 7 = 53%
Score of 4 to 5 = 41%	Score of 4 to 5 = 45%
Score 1 to 3 = 3%	Score 1 to 3 = 2%
MEAN = 5.4	MEAN = 5.4

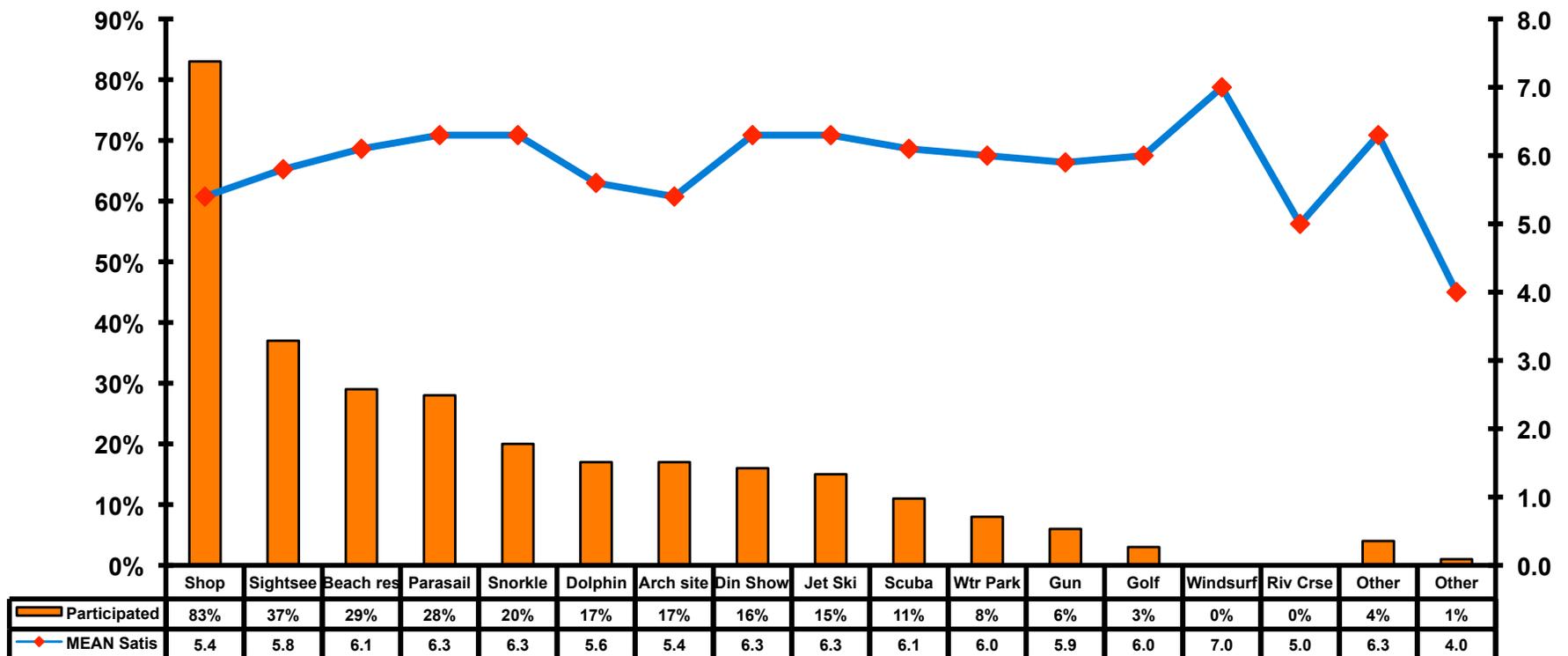
Night Tours Satisfaction

7pt Rating Scale

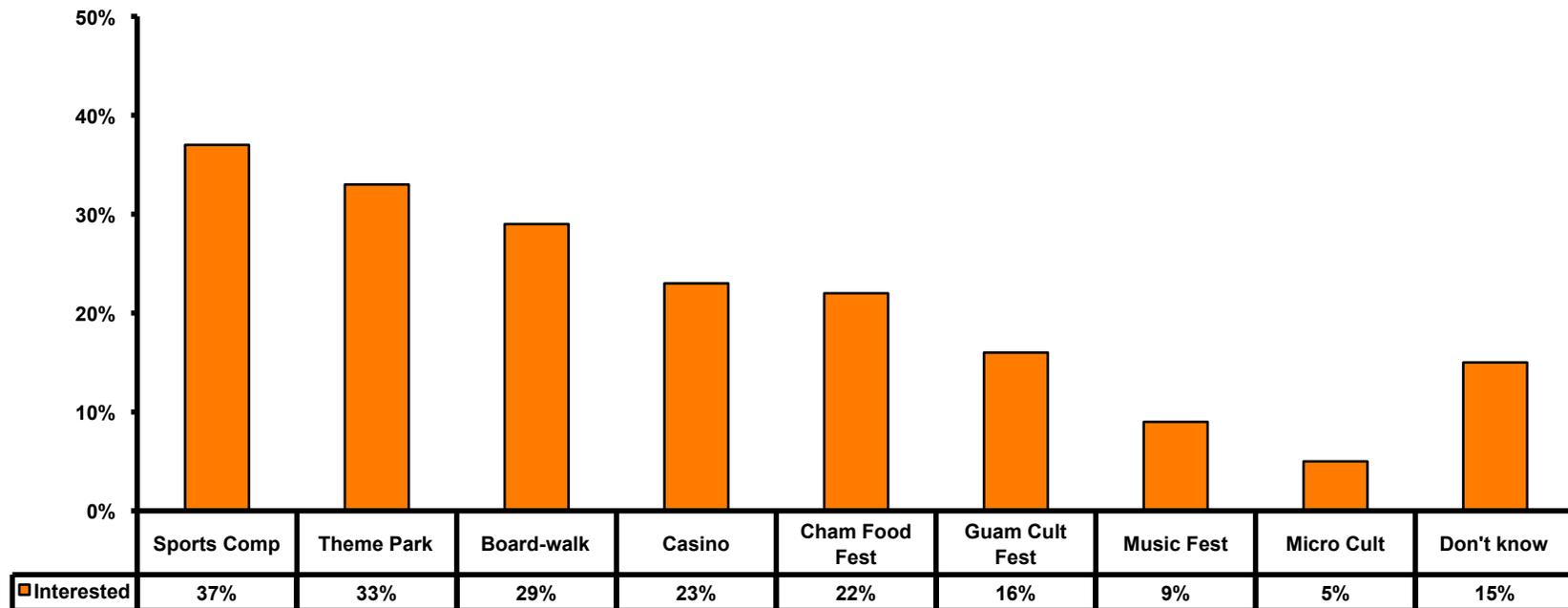
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 31%	Score of 6 to 7 = 26%
Score of 4 to 5 = 65%	Score of 4 to 5 = 70%
Score 1 to 3 = 2%	Score 1 to 3 = 3%
MEAN = 4.8	MEAN = 4.7

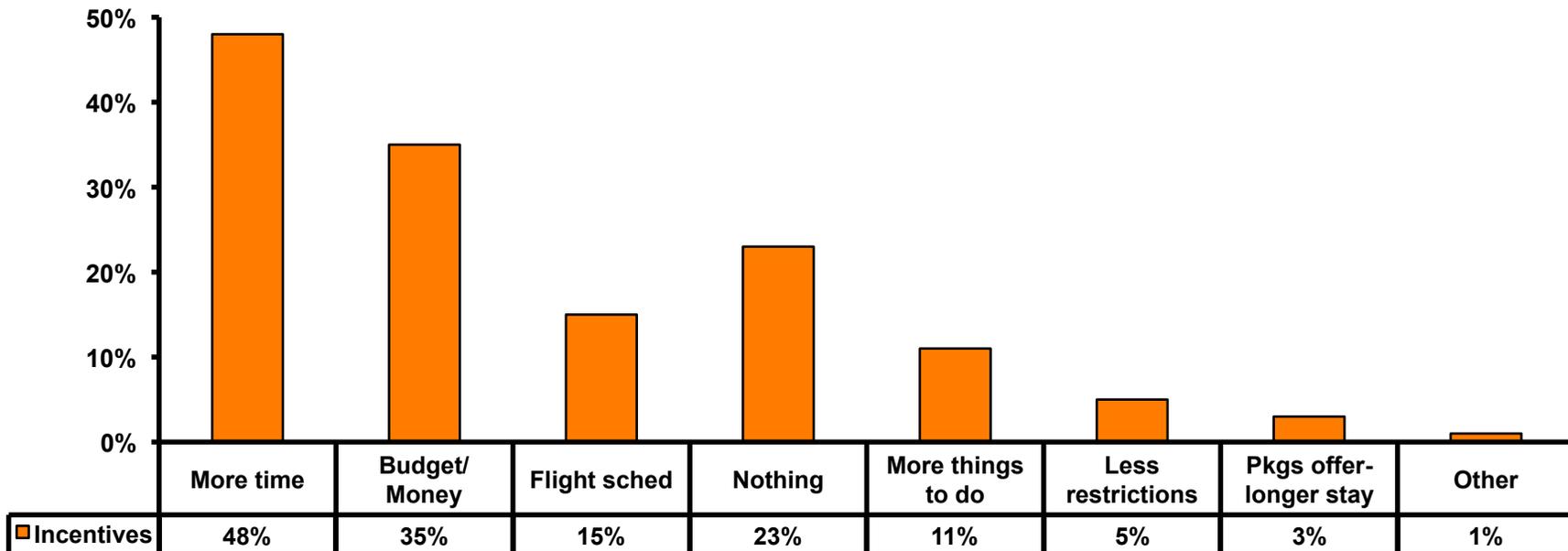
Satisfaction with Other Activities



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



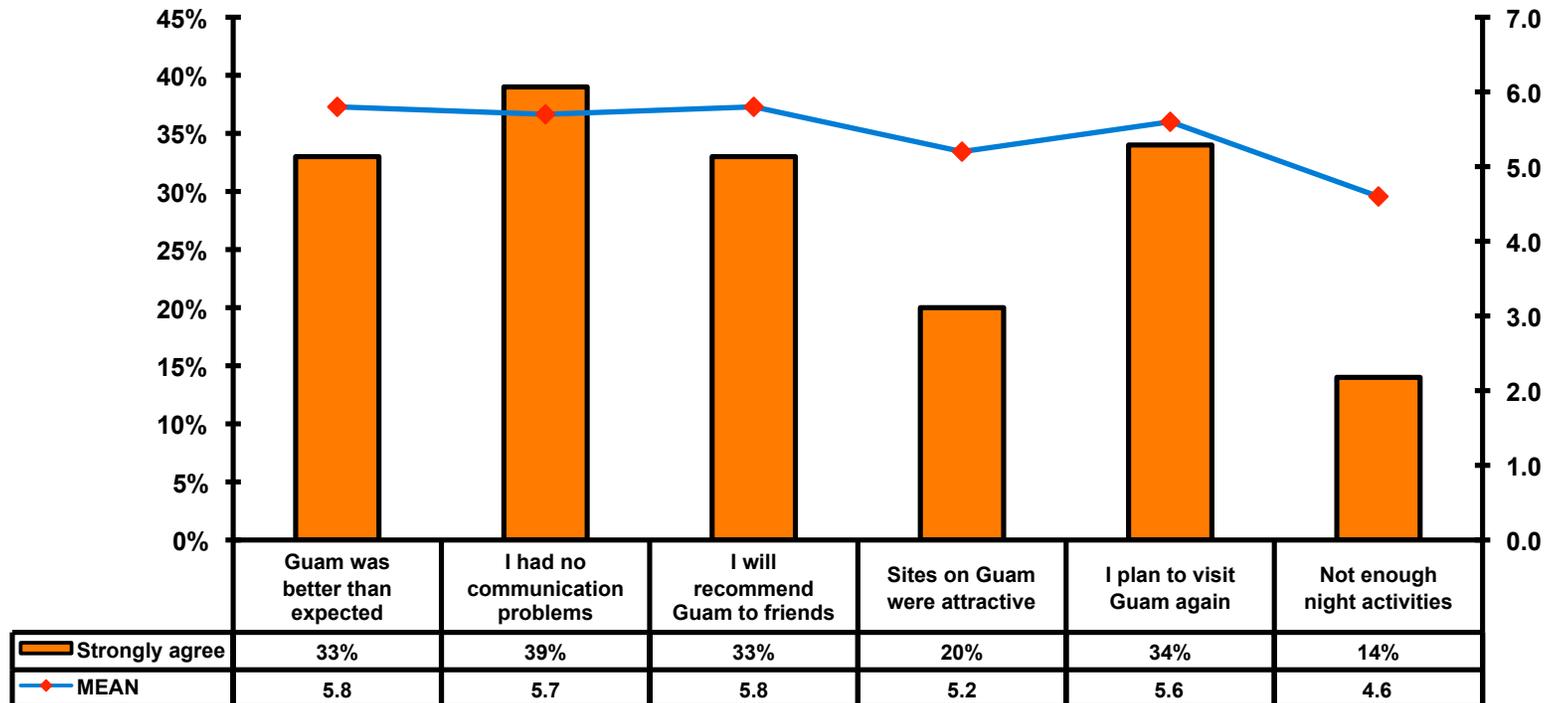
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

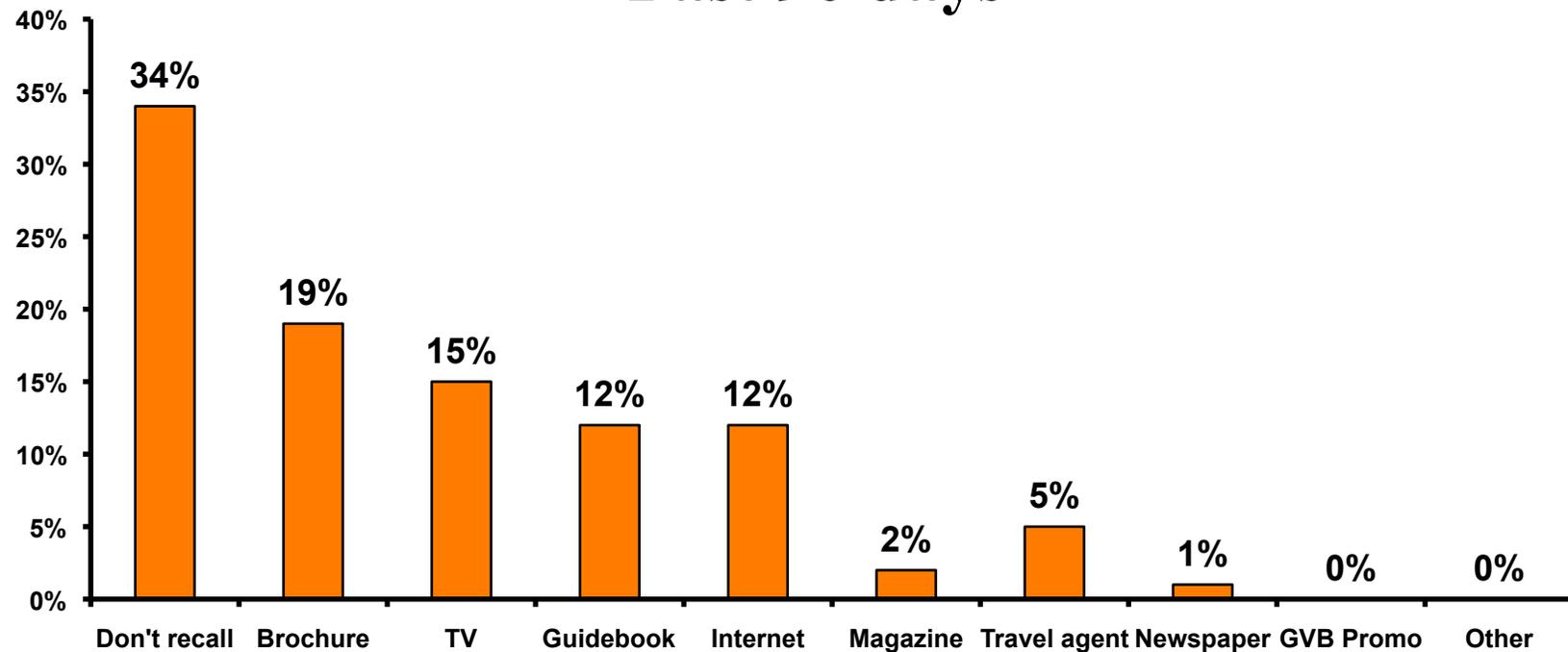
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

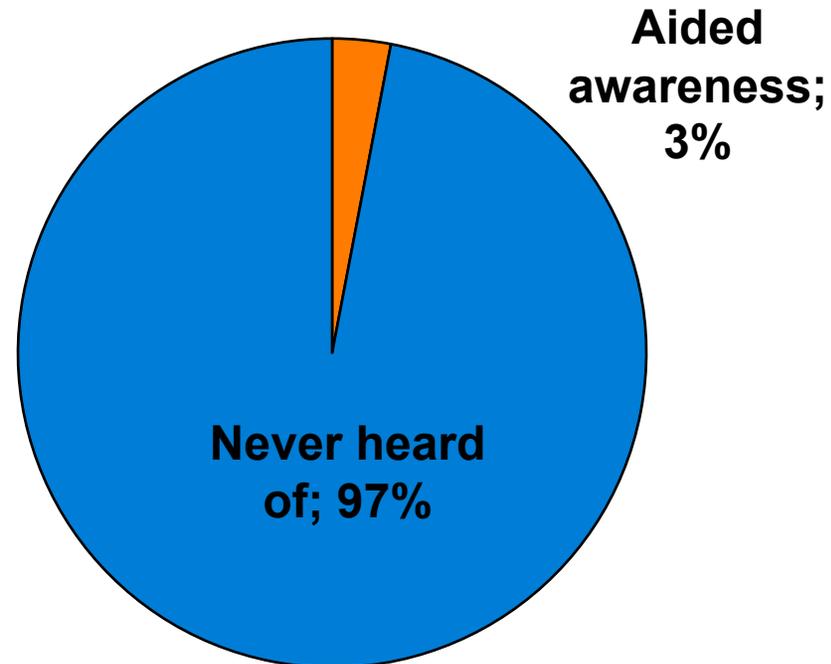


Message Recall

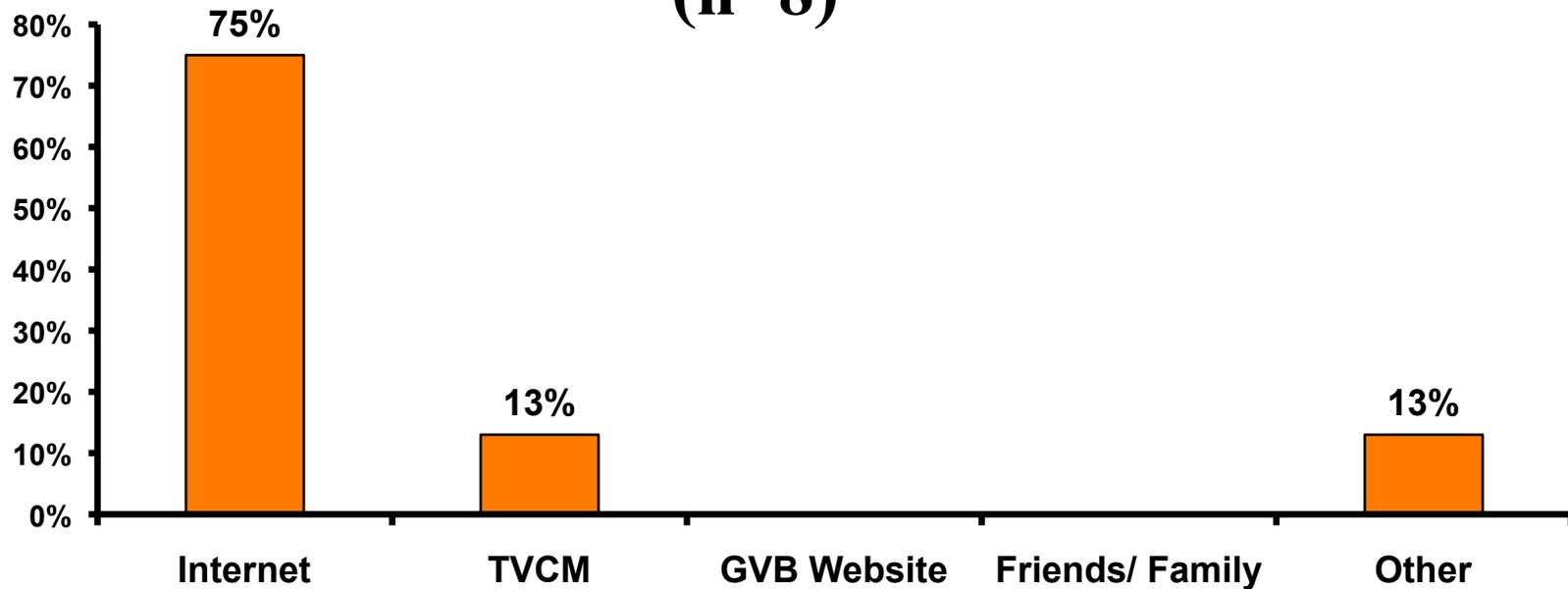
(Filter: recall ad/promo n=215)

- 67% An image
- 15% Other
- 4% Tag line
- 13% Don't recall

Aided Awareness – Hafa Adai Guam 365 Monitor Campaign

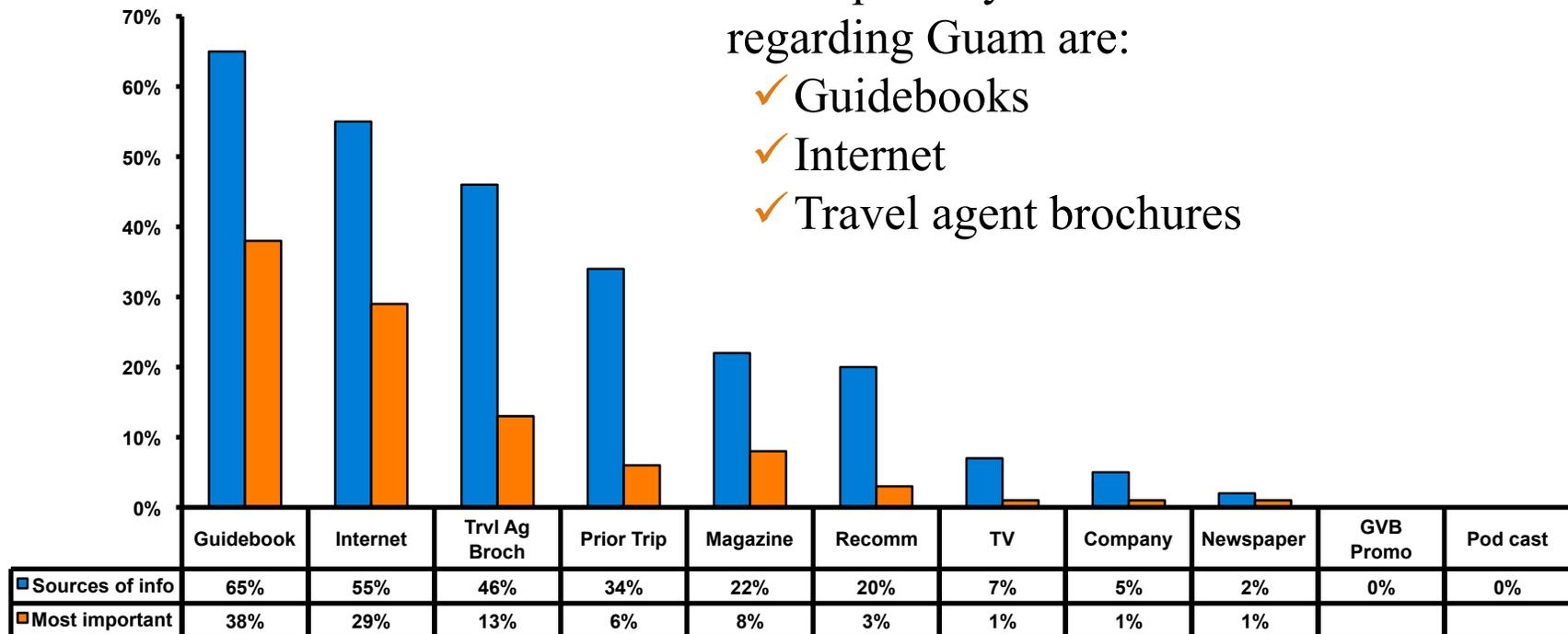


Media Source – Hafa Adai Guam 365 Monitor Campaign (n=8)

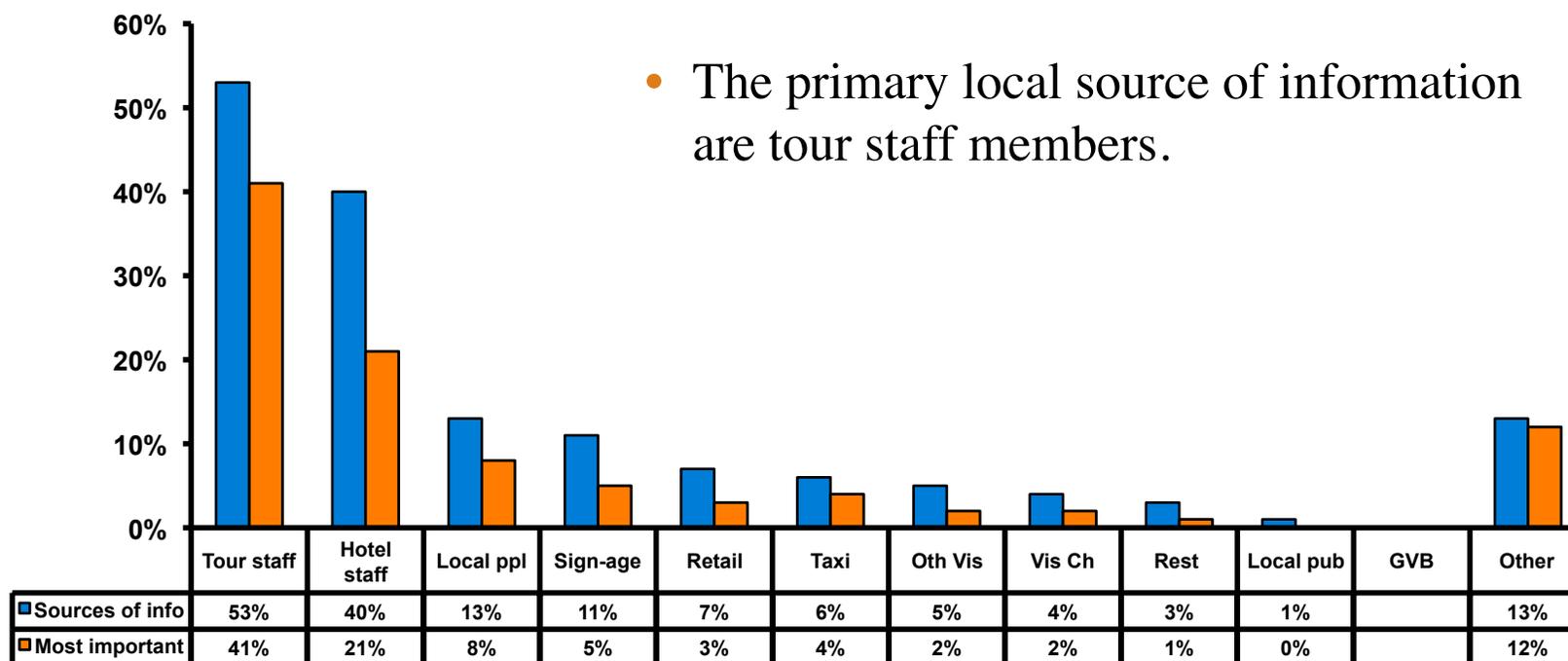


Sources of Information Pre-arrival

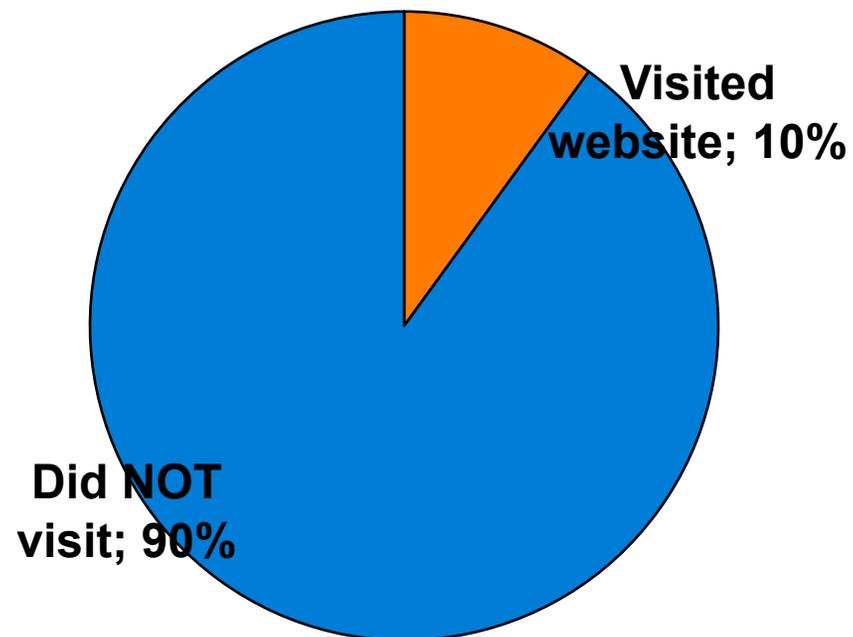
- The 3 primary sources of information regarding Guam are:
 - ✓ Guidebooks
 - ✓ Internet
 - ✓ Travel agent brochures



Sources of Information Post-arrival

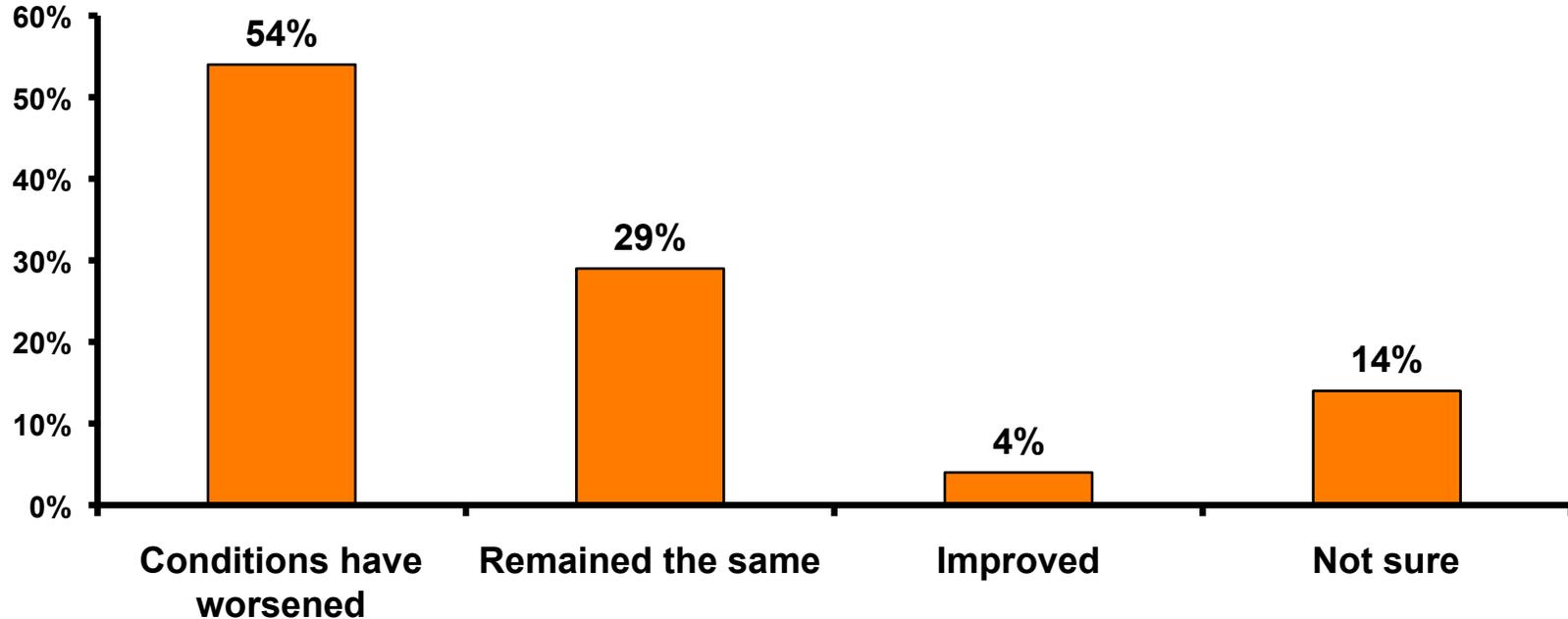


Visited GVB Website



SECTION 6
OTHER ISSUES

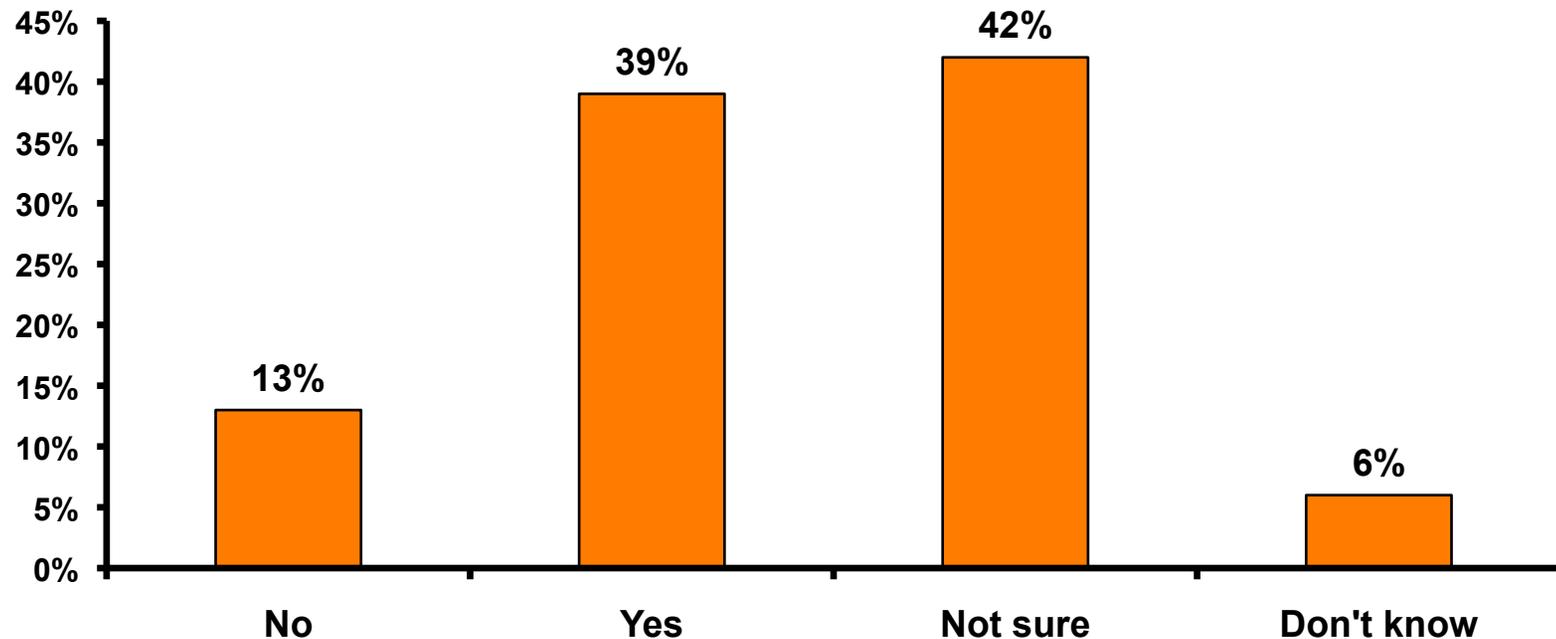
Rating the Japan economy compared to 12 months ago - Overall



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	58%	50%	63%	48%	63%	50%	67%	52%	59%	49%	46%	57%
	Conditions have remained the same		29%	27%	41%	26%	28%	21%	39%	29%	34%	34%	14%
	Conditions have improved		3%	5%	10%		2%	3%	2%	3%	9%	9%	
	Do not know	42%	18%	4%		11%	20%	9%	7%	9%	9%	11%	29%
Total	Count	12	193	73	29	19	64	33	46	68	35	35	7

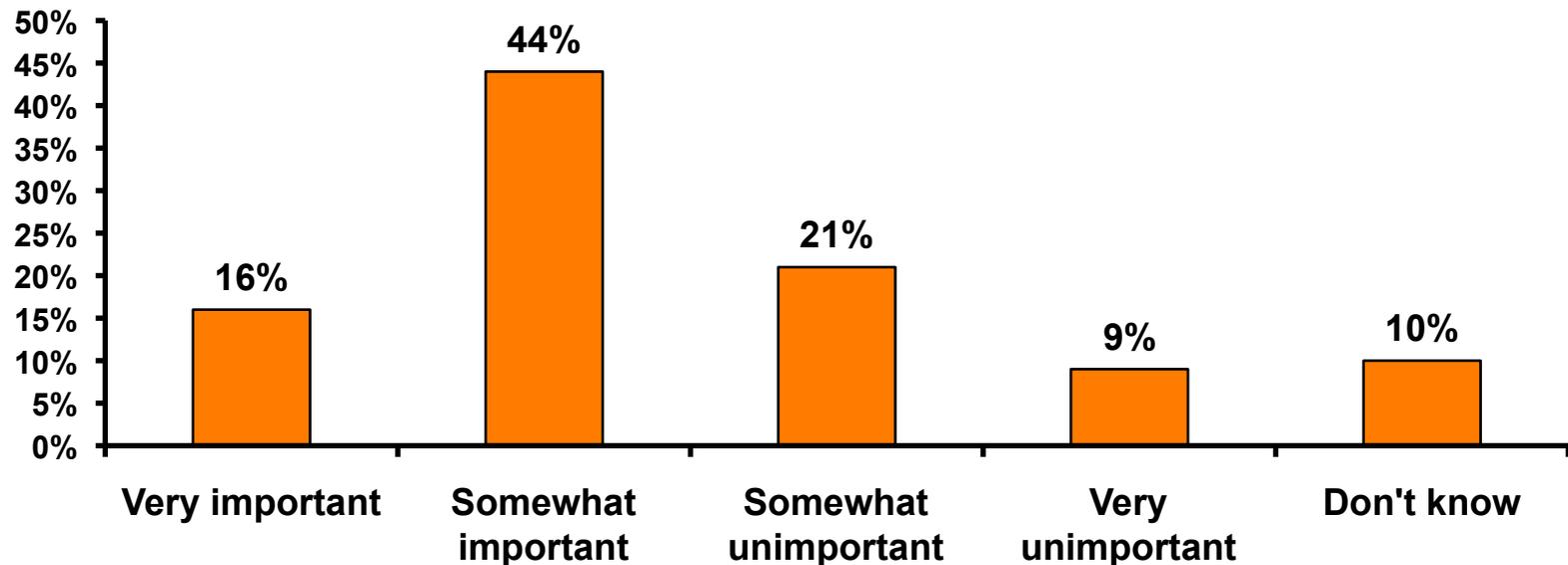
Good time to spend money on travel outside of Japan - Overall



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		11%	18%	10%	21%	9%	21%	11%	15%	9%	20%	
	Yes	50%	41%	32%	38%	47%	38%	27%	46%	43%	60%	37%	29%
	Not sure	42%	40%	47%	52%	26%	44%	45%	41%	40%	26%	40%	43%
	Do not know	8%	8%	4%		5%	9%	6%	2%	3%	6%	3%	29%
Total	Count	12	193	73	29	19	64	33	46	68	35	35	7

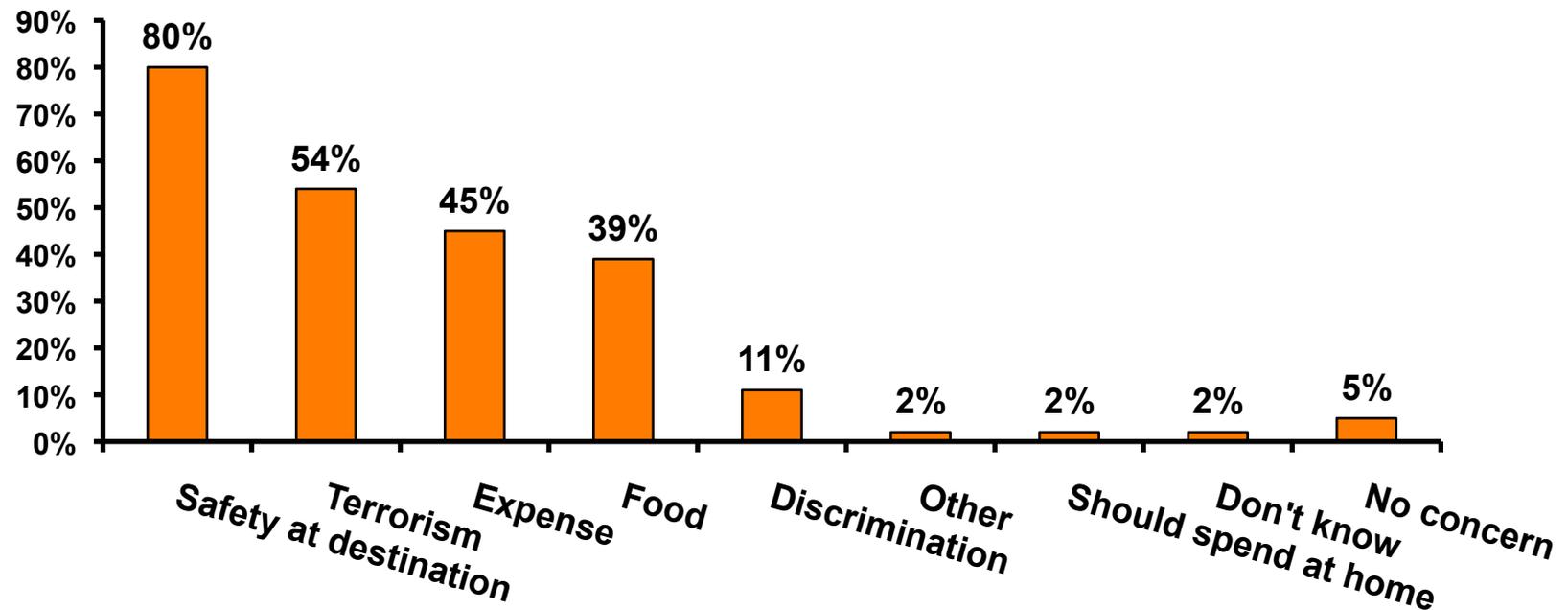
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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

		AGE					PERSONAL INCOME						Nc Inc
		<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	8%	7%	14%	17%	5%	6%	3%	9%	7%	20%	11%	29%
	Somewhat unimportant	8%	20%	26%	17%	32%	20%	24%	20%	25%	17%	31%	
	Somewhat important	25%	49%	38%	52%	26%	45%	36%	52%	40%	40%	51%	43%
	Very important	25%	14%	18%	14%	21%	11%	27%	15%	21%	17%	6%	
	Do not know	33%	11%	4%		16%	17%	9%	4%	7%	6%		29%
Total	Count	12	193	73	29	19	64	33	46	68	35	35	7

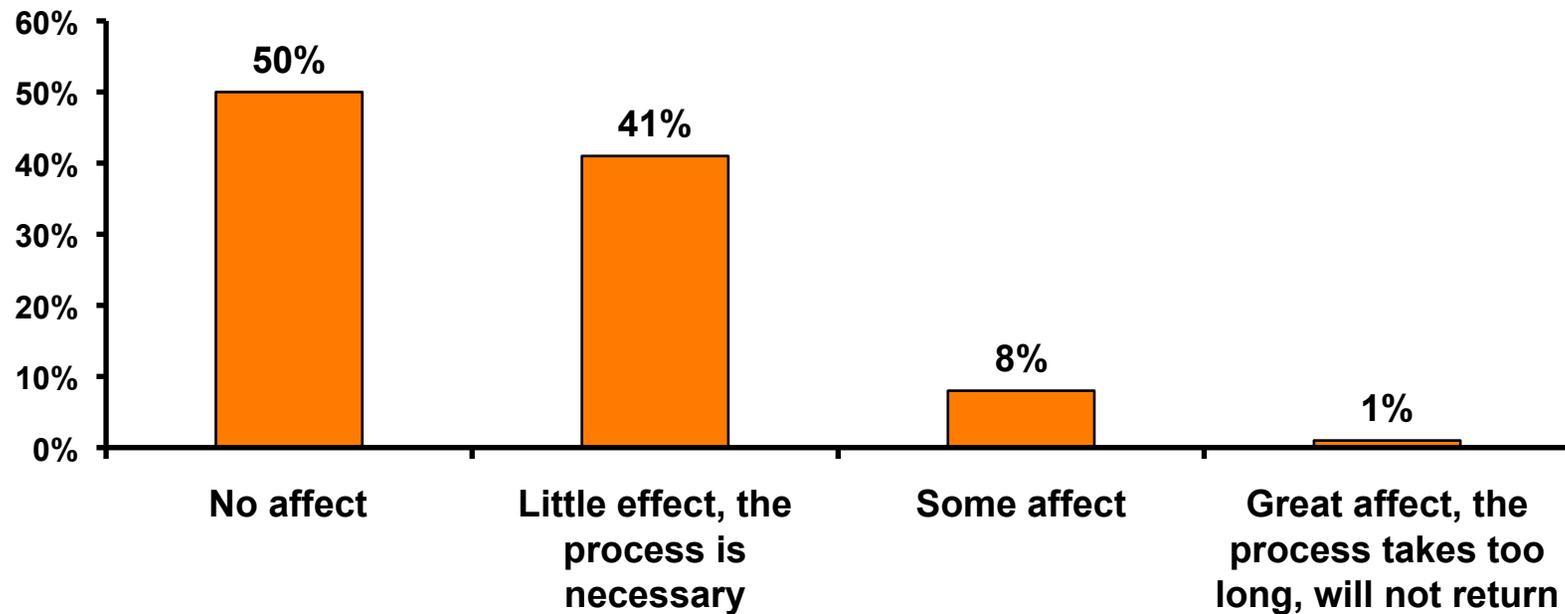
Concerns about travel outside of Japan - Overall



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	83%	83%	75%	72%	84%	81%	78%	78%	82%	83%	76%	71%
	Terrorism	67%	52%	50%	66%	63%	44%	56%	54%	60%	60%	50%	29%
	Expense	33%	48%	49%	38%	32%	48%	50%	59%	58%	34%	26%	
	Food	25%	41%	43%	34%	26%	41%	53%	43%	42%	34%	26%	14%
	No concerns		3%	6%	14%	5%	5%	3%	4%	4%	6%	9%	
	Other		1%	4%	10%		2%		2%	4%		6%	
	Spending money abroad when it should be spent at home	8%	2%	1%		5%		3%	4%	3%		6%	
	Do not know	8%	3%			5%	2%	3%			3%		29%
Total	Cases	12	191	72	29	19	64	32	46	67	35	34	7

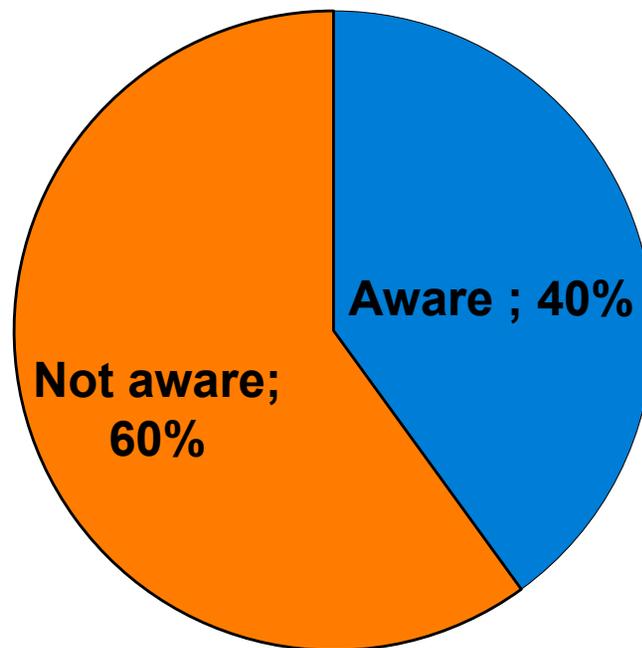
Security Screening/ Immigration Process at Guam International Airport



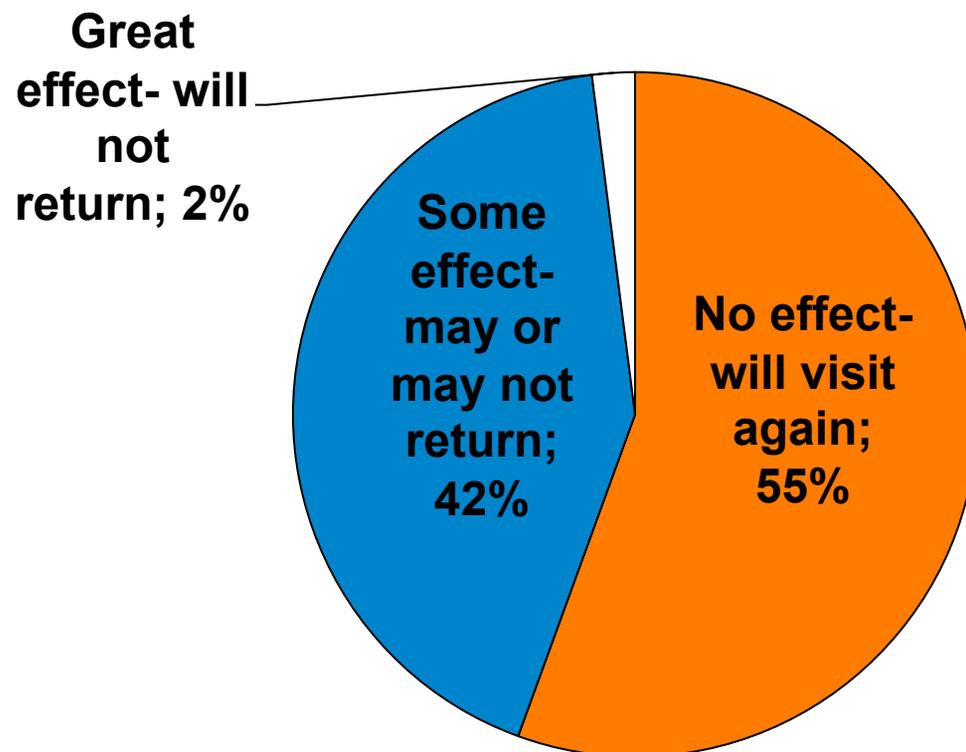
Hotel Room Surcharge by \$3.00/ Per day/ Per room, to help build Guam Museum

- Mean Rating – **3.3** out of possible 7.0
- Agree (Score 6-7) – **9%**
- Neutral (Score 4-5) – **48%**
- Disagree (Score 1-3) – **43%**

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



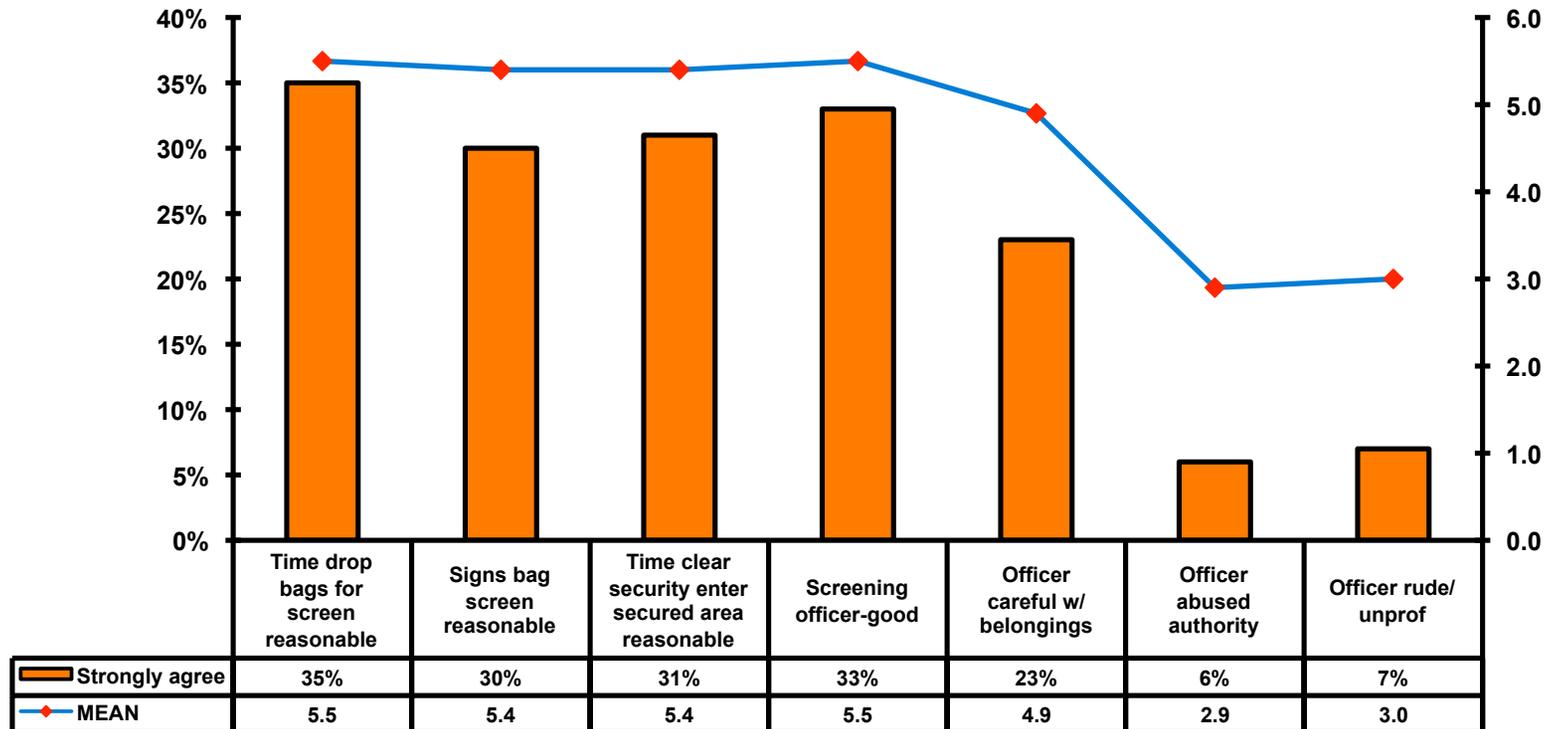
Effects of US military troop movement on future trips to Guam



Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

