



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **APRIL 2010**



**Prepared by: QMark Research**

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# Background & Methodology

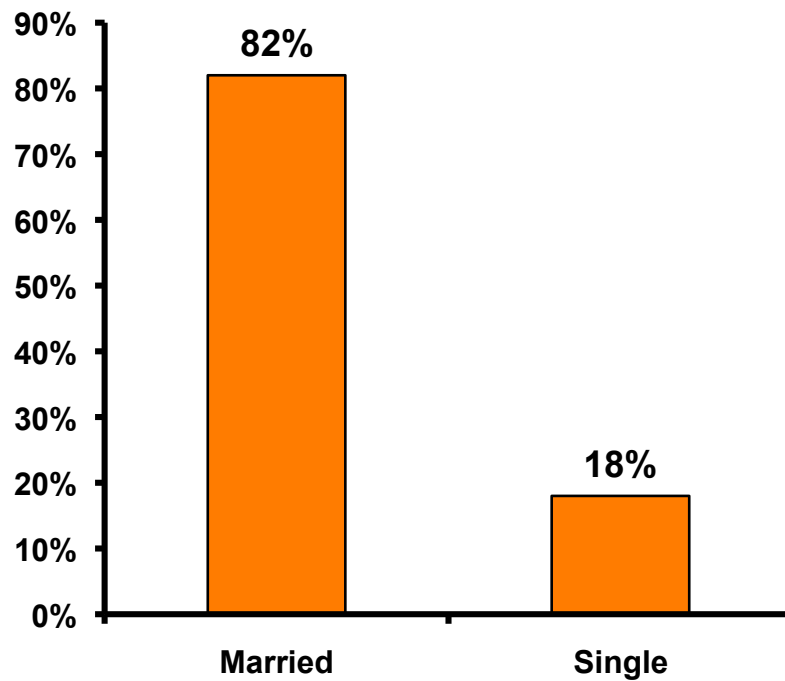
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **353** departing Korean 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 **353** is +/- 5.2 percentage points with a 95% confidence level. That is, if all Korean 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 +/- 5.2 percentage points.

# Objectives

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

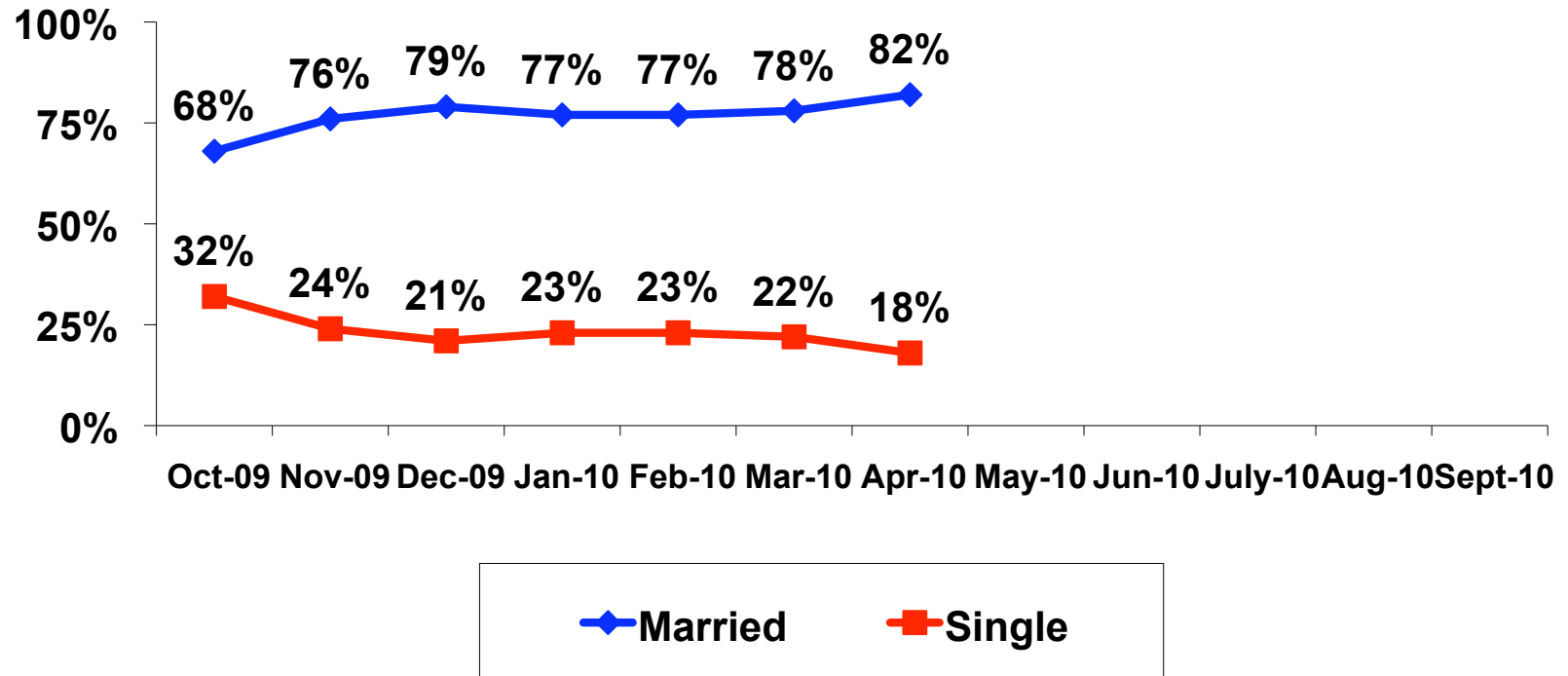
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

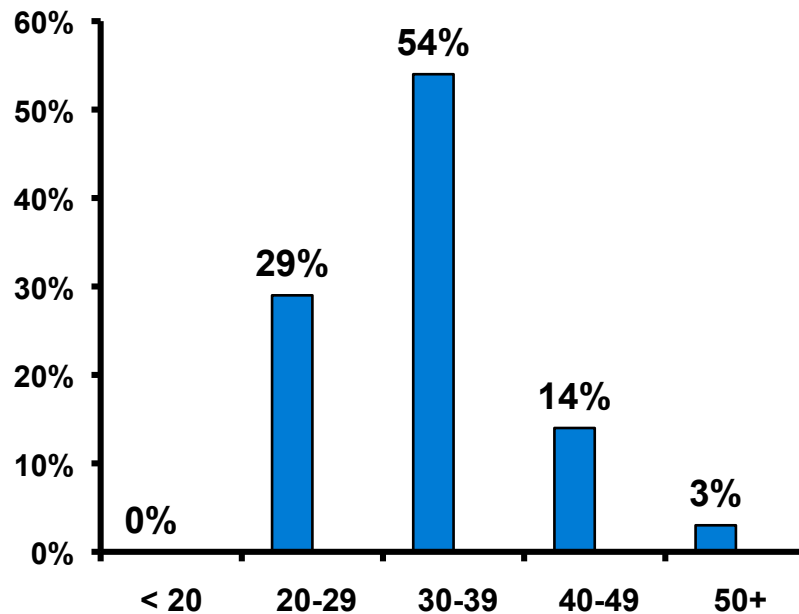


- A majority of visitors are married.

# Marital Status

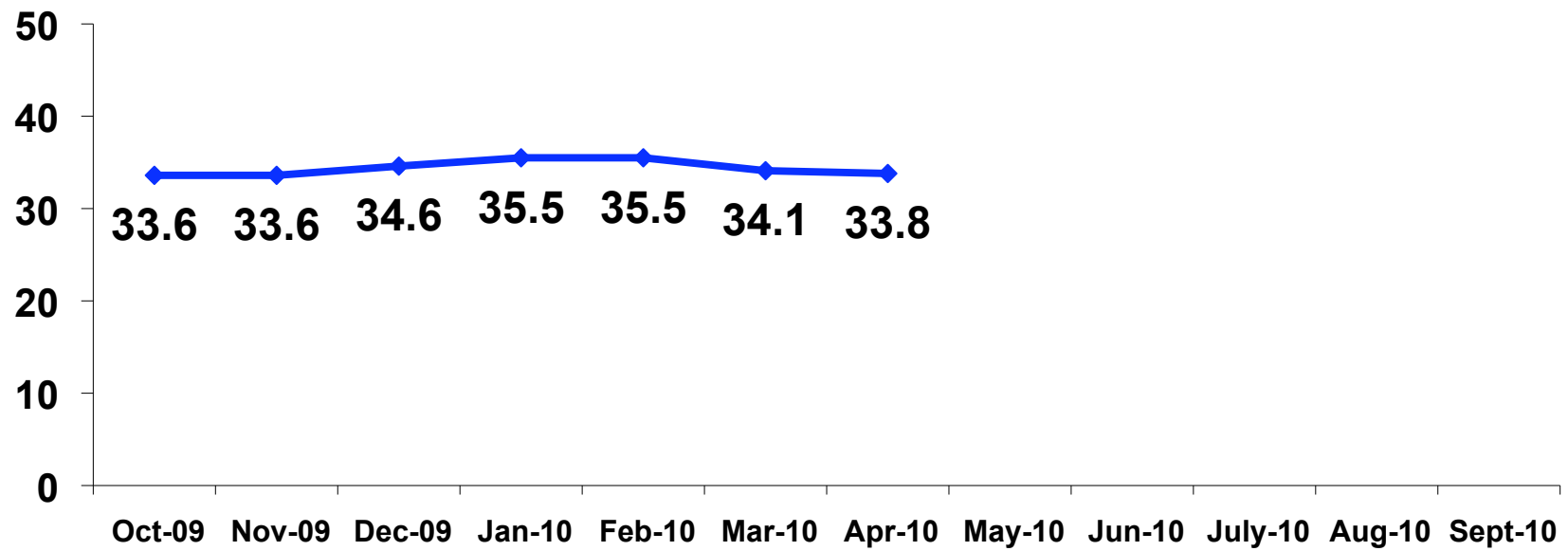


# Age - Overall



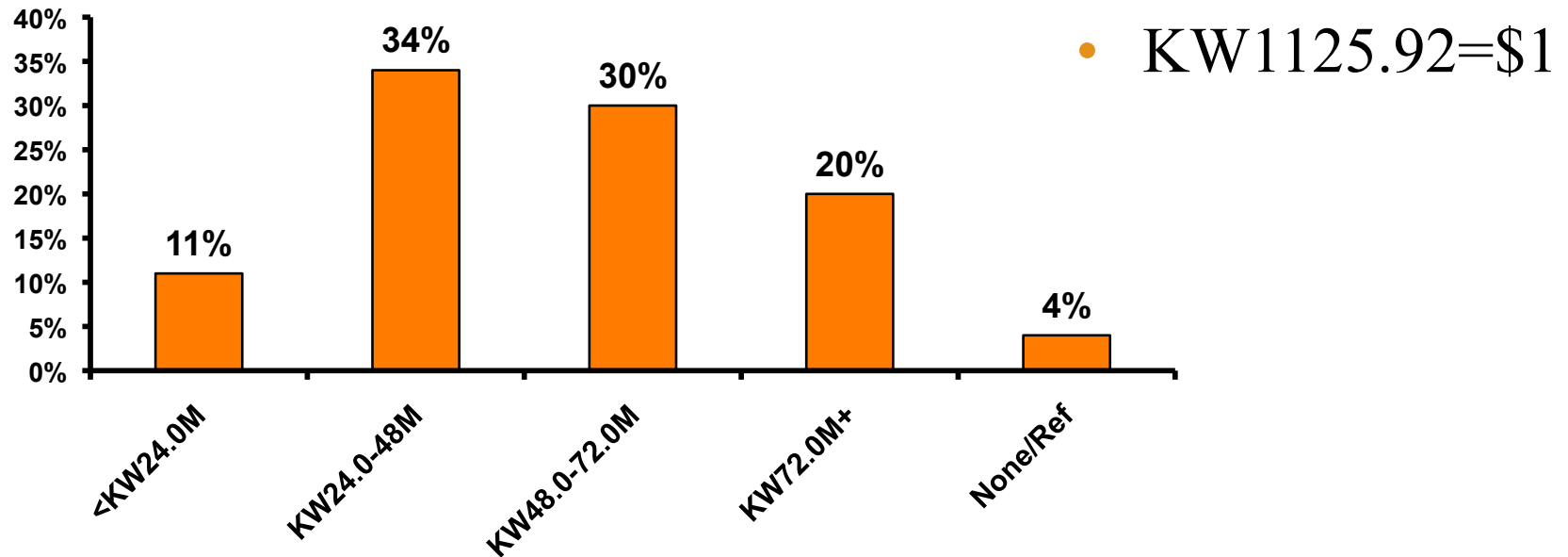
- The average age of the respondents is 33.8 years of age.

# Average Age

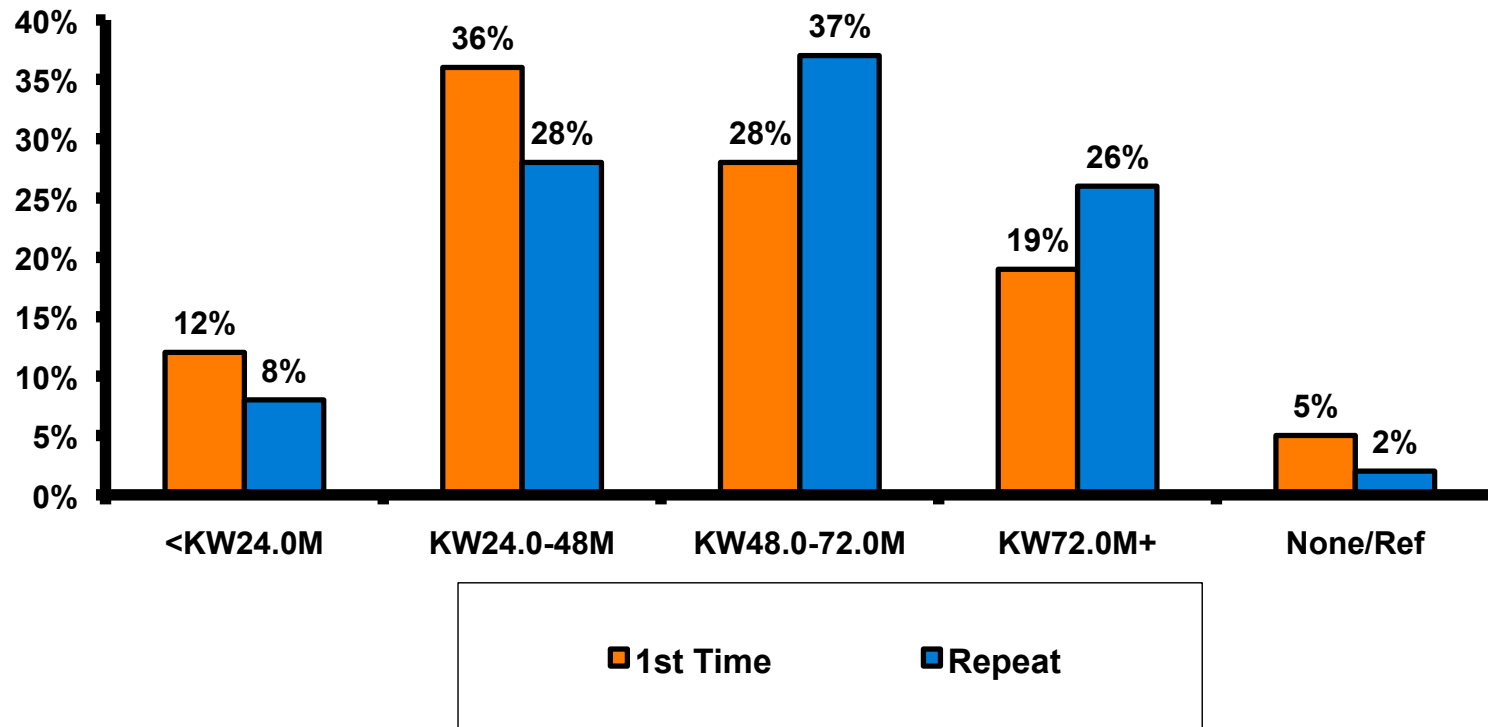




# Personal Income



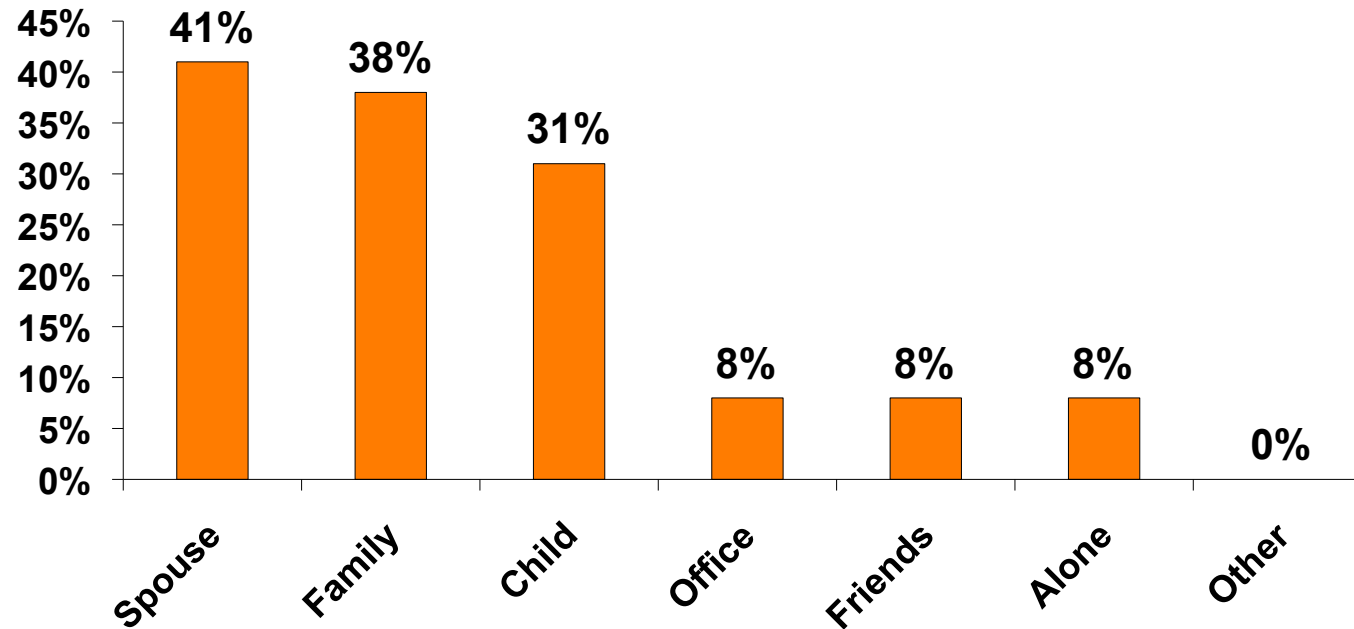
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <KW24.0M	Count	37	16	21		21	12	3	1
		11%	10%	13%		23%	7%	7%	9%
KW24.0M-KW48.0M	Count	115	52	63		43	59	12	1
		35%	32%	38%		46%	33%	26%	9%
KW48.0M-KW72.0M	Count	97	51	46	1	16	59	15	6
		29%	31%	28%	100%	17%	33%	33%	55%
KW72.0M+	Count	67	41	26		6	42	16	3
		20%	25%	16%		6%	23%	35%	27%
Refused	Count	14	5	9		7	7		
		4%	3%	5%		8%	4%		
Total	Count	330	165	165	1	93	179	46	11

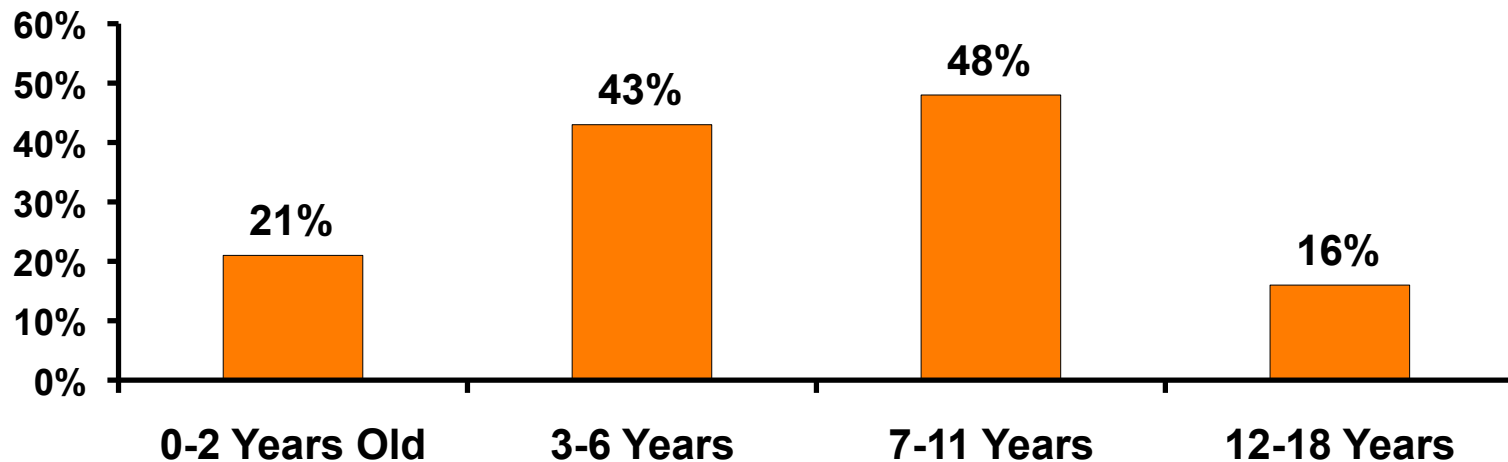
# Travel Companions



# Number of Children Travel Party

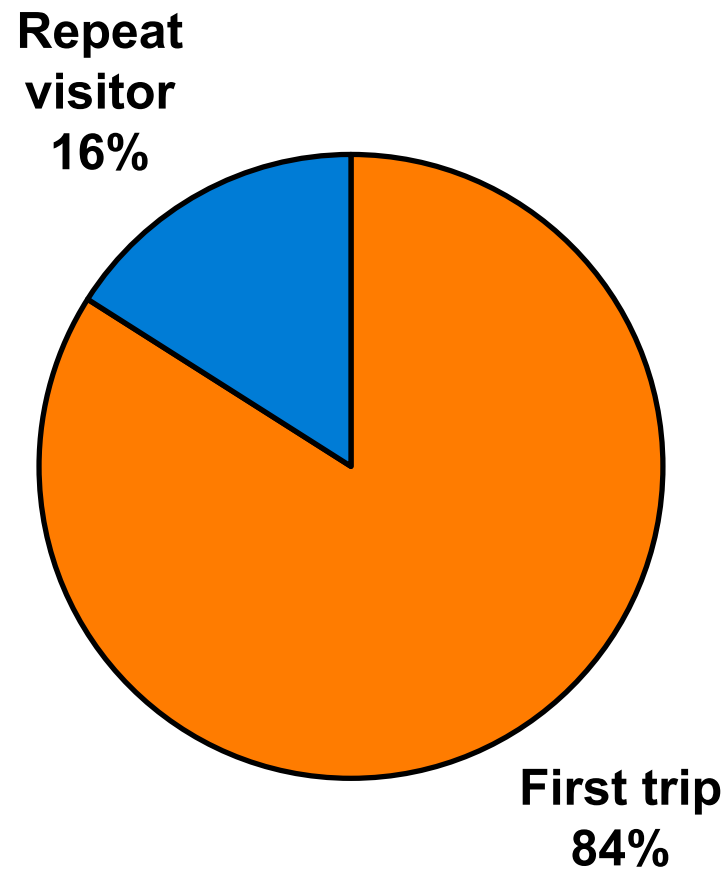
N=108 total respondents traveling with children.

(Of those N=108 respondents, there is a total of 165 children 18 years or younger)

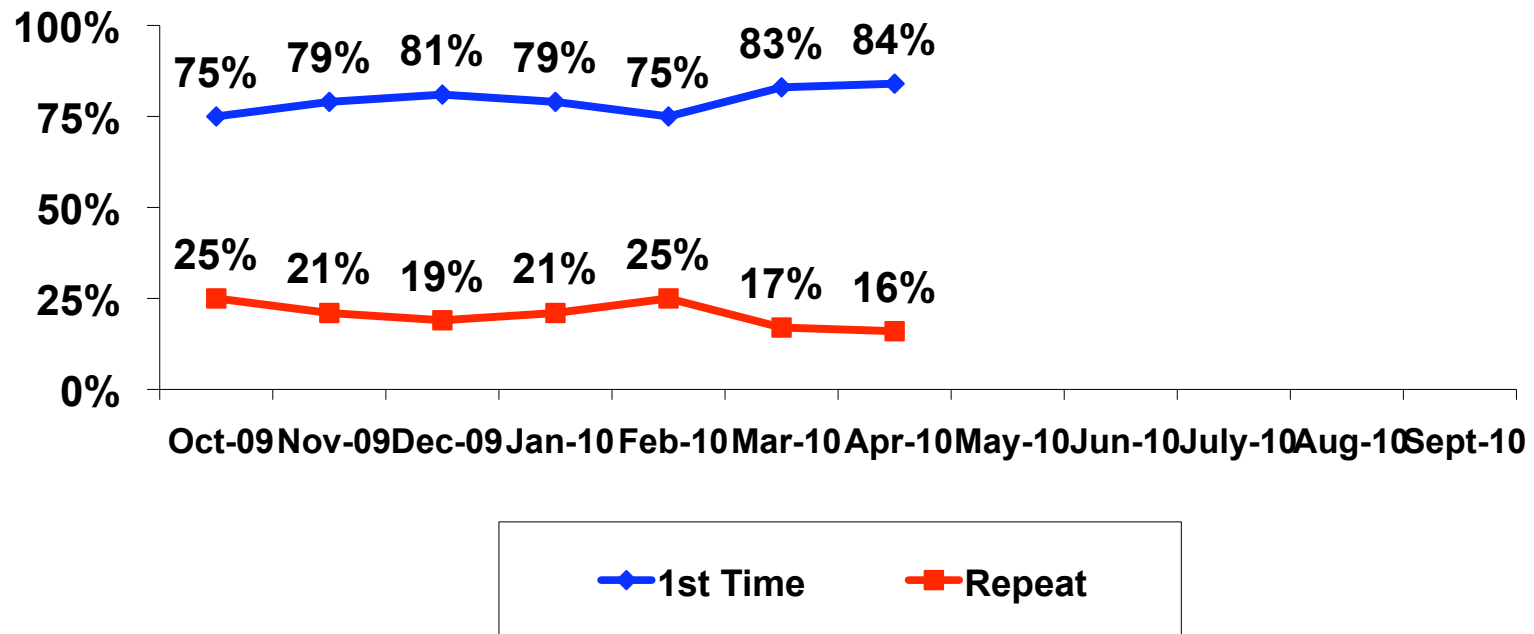


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# Prior Trips to Guam



# Prior Trips to Guam



# Trips to Guam by Age & Gender

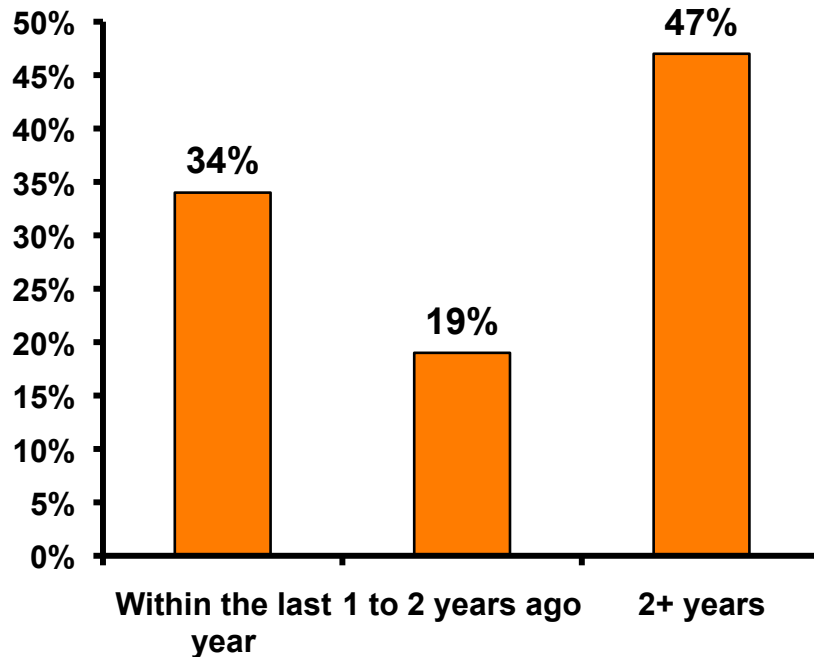
			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	173	148	25
			49%	50%	43%
	Female	Count	180	147	33
			51%	50%	57%
Total		Count	353	295	58
AGE	<20	Count	1	1	
			0%	0%	
	20-29	Count	101	96	5
			29%	33%	9%
	30-39	Count	191	158	33
			54%	54%	57%
	40-49	Count	48	31	17
		14%	11%	29%	
	50+	Count	12	9	3
			3%	3%	5%
Total		Count	353	295	58

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



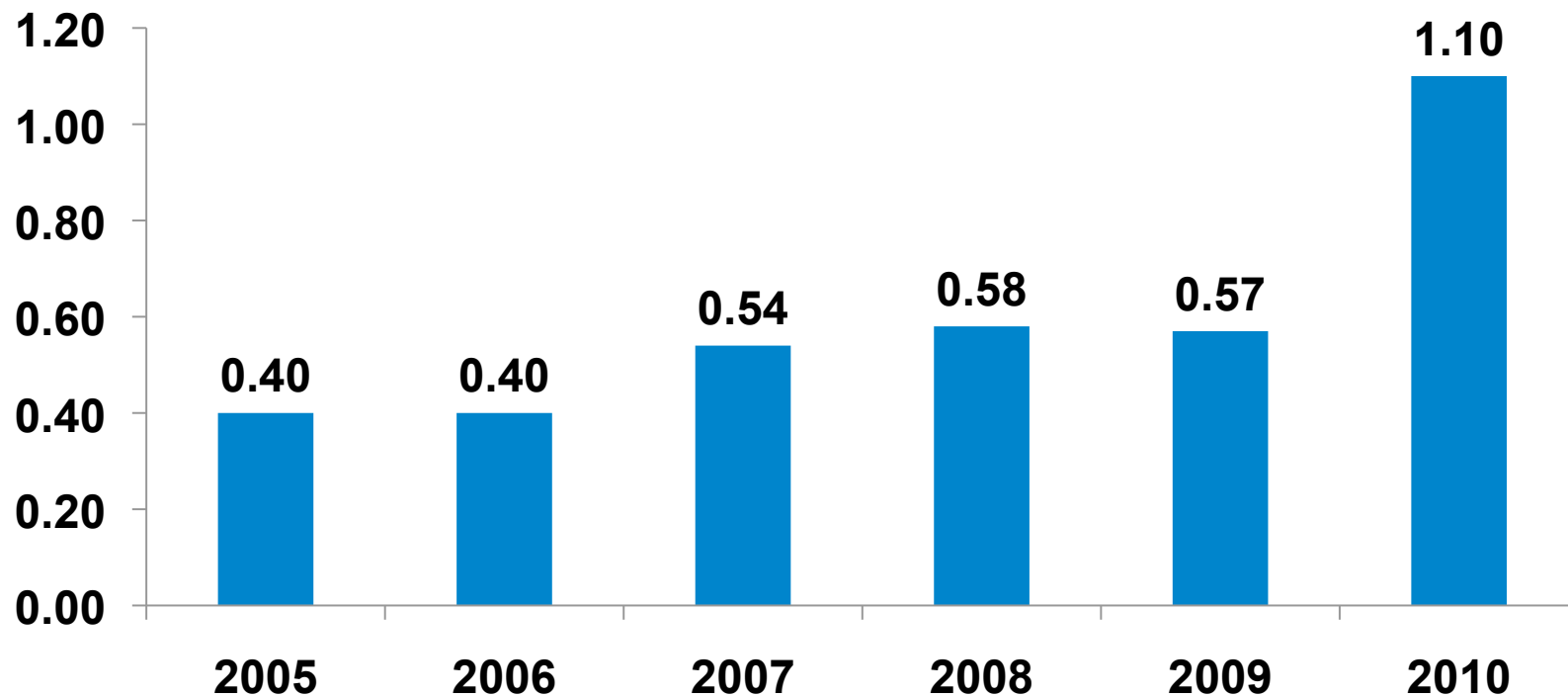
# Repeat Visitors Last Trip

n = 58

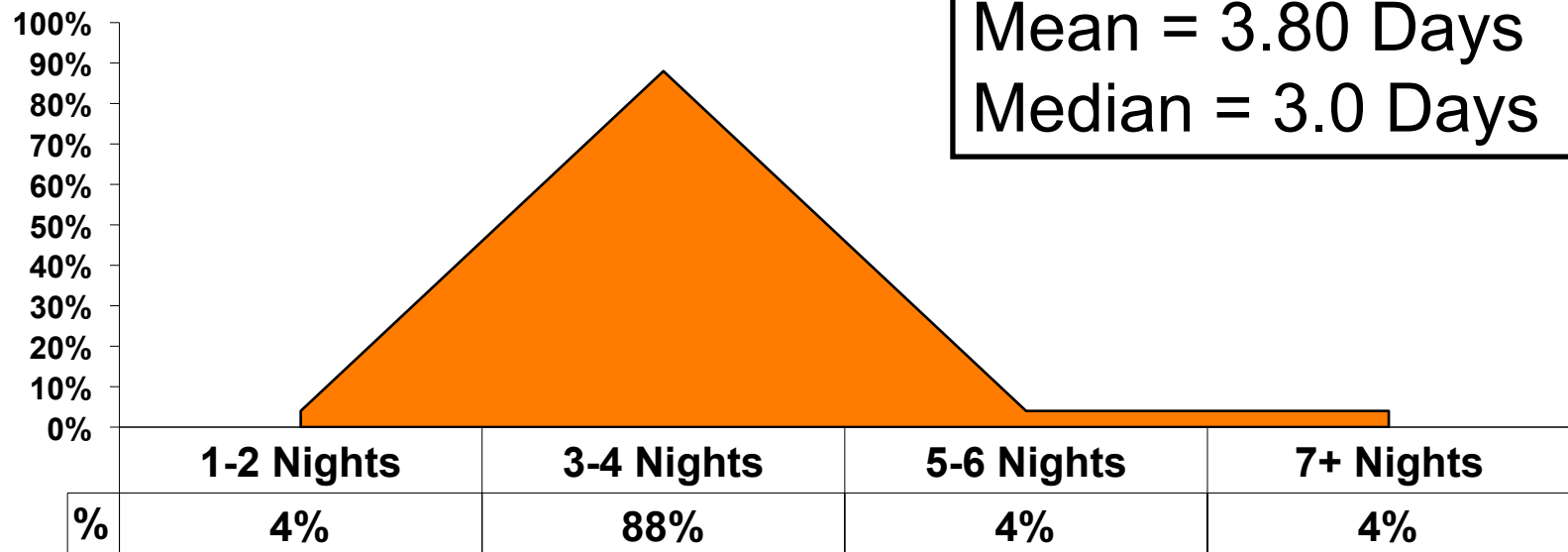


- The average repeat visitor has been to Guam 3.4 times.
- Roughly half of the repeat visitors have been to Guam within the last 2 years.

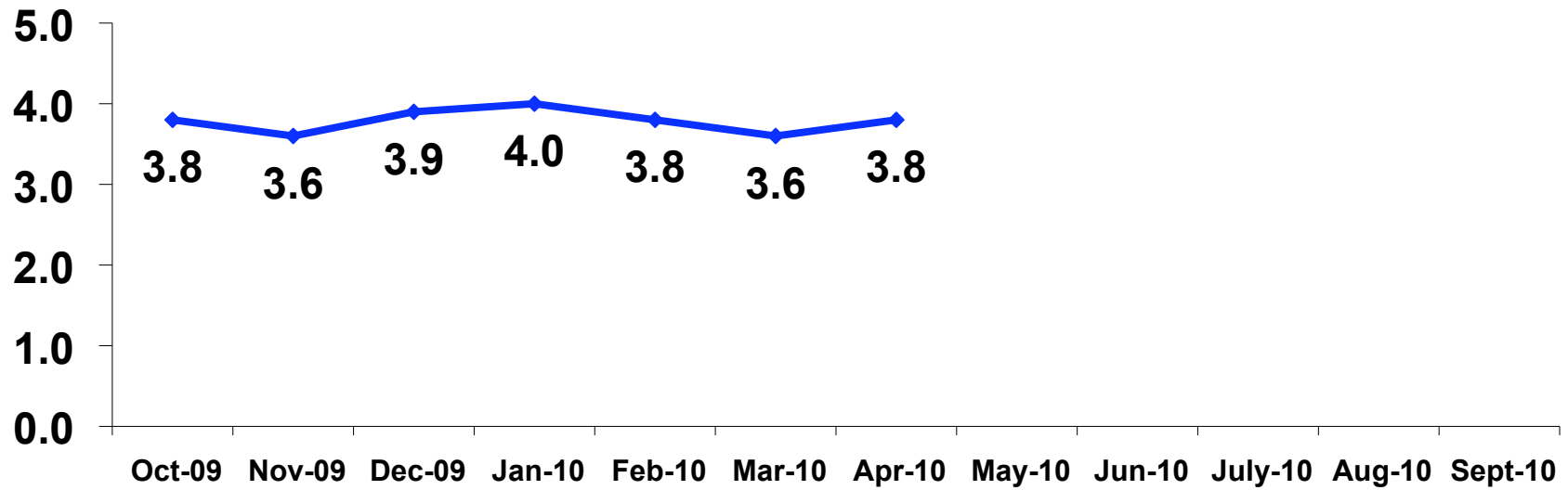
# Average Number Overnight Trips (2004-2010) (2 nights or more)



# Length of Stay

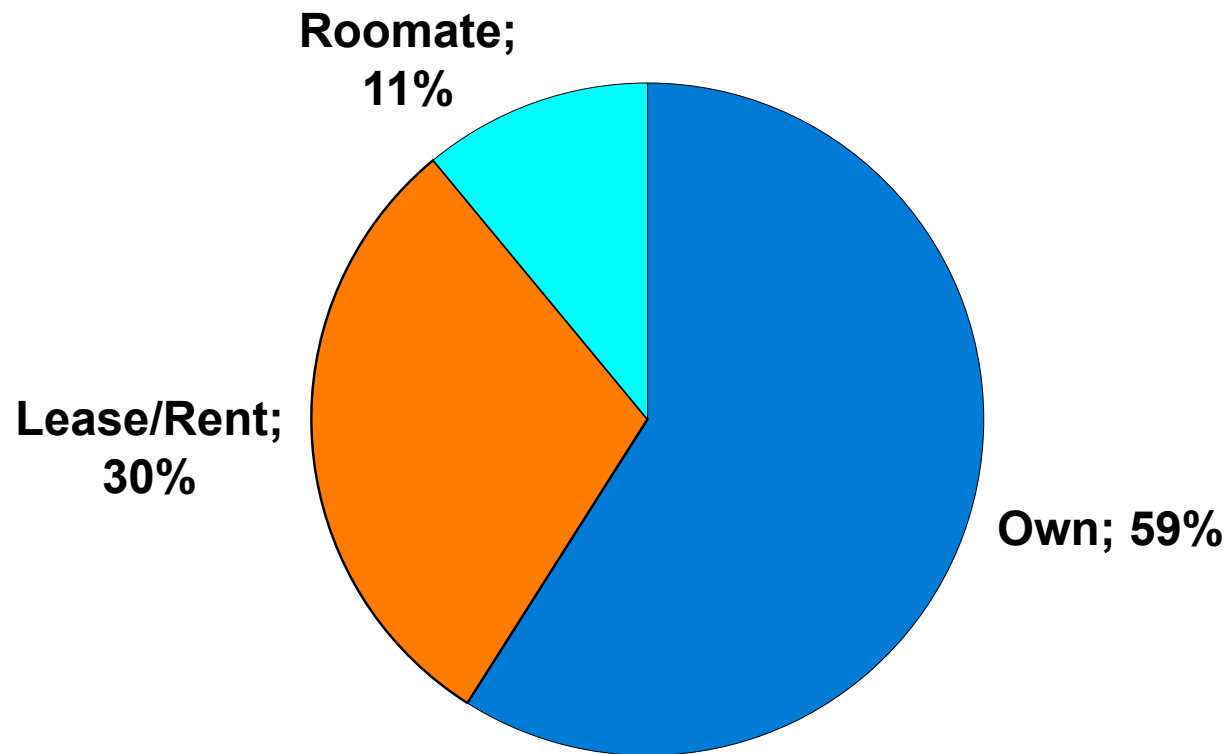


# Average Length of Stay



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# Living Accommodations

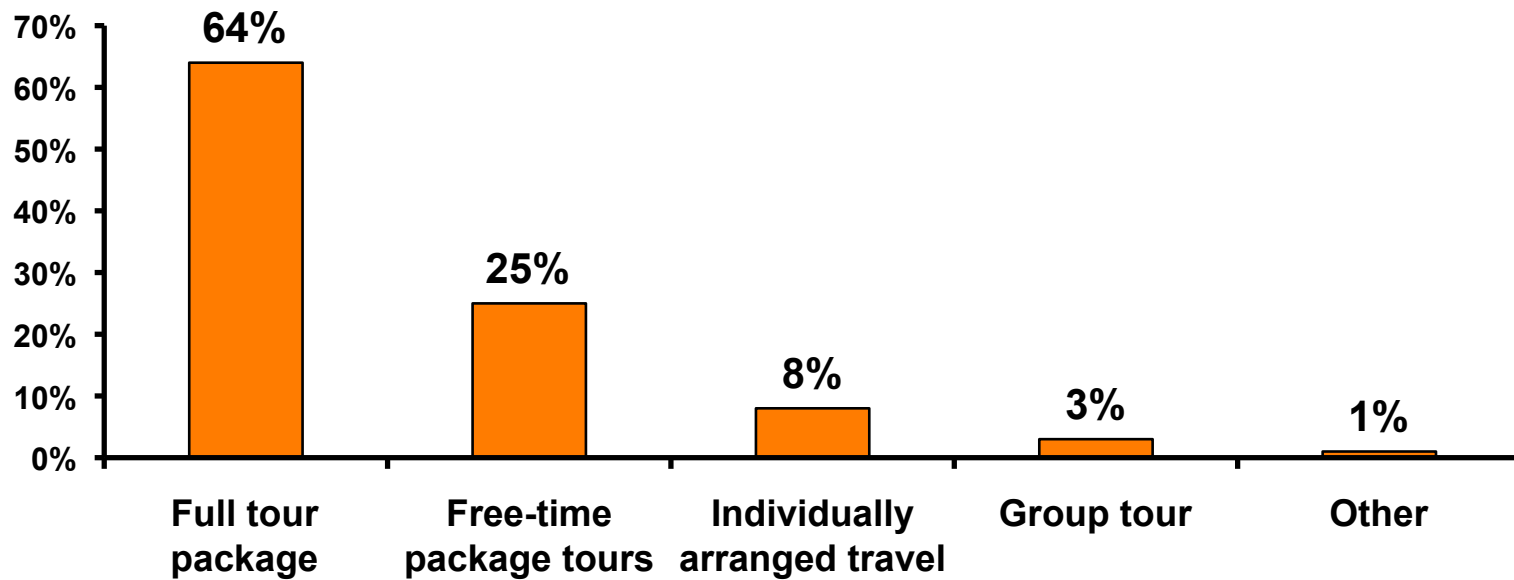


# Occupation by Income

	TOTAL	PERSONAL INCOME					Refused
		<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+		
Q.29 White Collar-Office	28%	32%	33%	25%	34%		
Homemaker	15%	5%	9%	18%	13%	50%	
Prof/Specialist/Tech	13%	22%	11%	12%	7%	7%	
Self-employed	12%	14%	7%	16%	16%		
Service worker	5%	11%	8%	3%	3%		
Professor/Teacher	5%	5%	9%	6%			
Manager	5%	3%	3%	4%	12%		
Student	3%		2%	1%	3%	14%	
Sales/Clerical	2%		4%	3%			
Skilled worker	2%		4%	3%			
Govt - Office/non-mgr	2%		3%	1%	3%		
Govt-Mgr	2%		2%	1%	4%		
Other	2%	3%	3%	2%			
Free-lancer	2%	3%	1%	2%	1%		
Govt-Exec	1%	3%		2%	1%		
Unemployed	1%		1%			14%	
Judicial	1%		1%			7%	
Farmer	0%					7%	
Total Count	351	37	114	97	67	14	

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



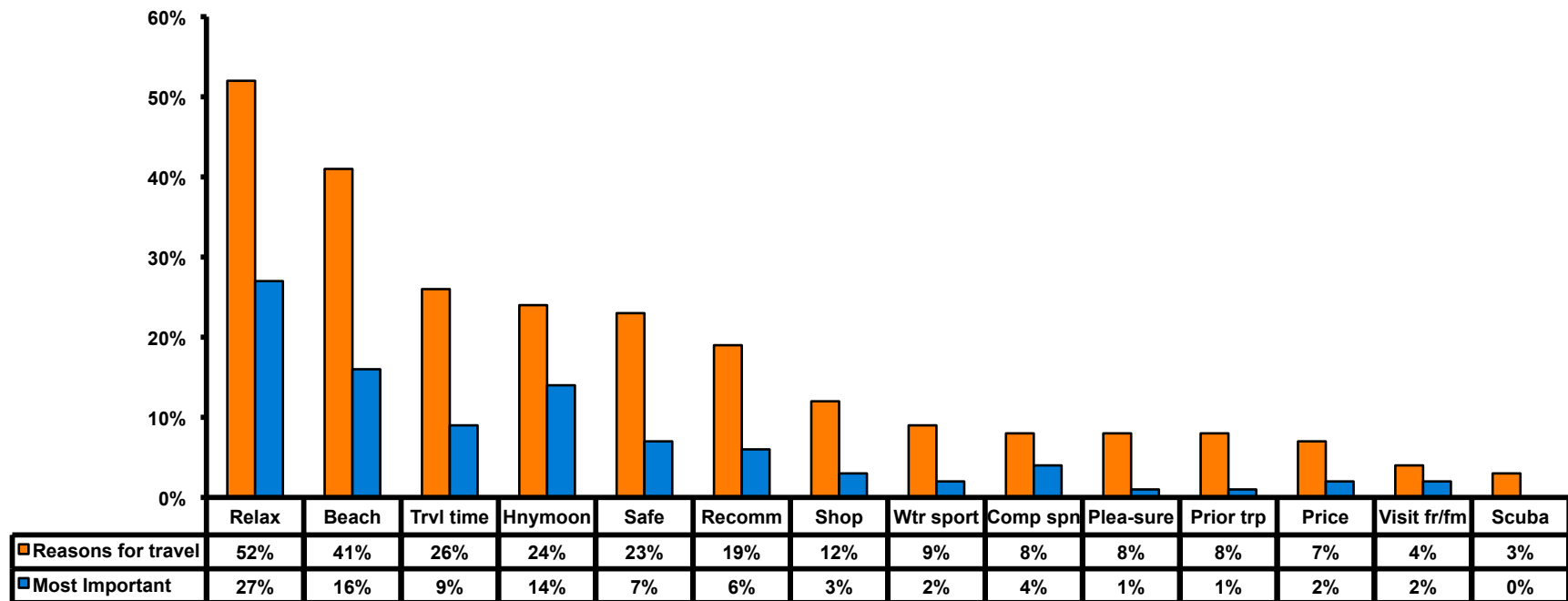


# Accommodation by Income

Average length of stay: 3.80 days

	TOTAL	PERSONAL INCOME					Refused
		<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+		
Q.9 Pacific Islands Club PIC	61%	46%	57%	65%	71%	64%	
Hyatt Regency Guam	8%	14%	10%	7%	3%	7%	
The Westin Resort Guam	7%	3%	4%	9%	6%	14%	
Sheraton Laguna Resort	5%	3%	6%	3%	6%		
Hilton Guam Resort & Spa	4%	5%	7%	2%	3%		
Holiday Resort Guam	2%		4%	2%	2%		
Outrigger Guam Resort	2%	11%	1%	2%			
Relatives, Friends, Home Stay	2%	5%	2%	1%		14%	
Fiesta Resort Guam	2%	3%	3%	2%			
Leo Palace Resort	2%		3%		3%		
Onward Beach Resort	1%		3%	1%	2%		
Hotel Nikko Guam	1%	3%		1%	2%		
Ohana Oceanview Hotel	1%	3%	1%		2%		
Ramada Suites Guam	1%			1%	2%		
Hotel Sane Fe	1%		1%	1%			
Japan Plaza Hotel	0%	3%					
Royal Orchid Guam	0%			1%			
Condominium	0%			1%			
Days Inn Tamuning	0%	3%					
Ohana Bayview Hotel	0%						
Total Count	349	37	114	97	65	14	

# Travel Motivation - Top Responses



# Most Important Reason for Choosing Guam

- The desire to relax
- Guam's natural beauty/beaches and
- Honeymoon

are the three reasons mentioned most often as the most important reason for this particular trip.

# Motivation by Age & Gender

	TOTAL	AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.5 Just to relax	52%	100%	47%	51%	65%	42%	49%	54%
Beautiful seas, beaches, tropical climate	41%		38%	39%	48%	58%	33%	48%
Short travel time	26%		24%	26%	27%	33%	24%	28%
Honeymoon	24%		49%	16%	6%		24%	23%
It is a safe place to spend a vacation	23%		19%	24%	29%	8%	19%	26%
Recommendation of friend, relative, travel agency	19%		20%	19%	21%		21%	17%
Shopping	12%		13%	13%	6%	8%	9%	14%
Water sports	9%		6%	11%	10%		10%	8%
My company sponsored me	8%		11%	7%	8%	8%	5%	12%
Pleasure	8%		5%	10%	10%	8%	5%	12%
A previous visit	8%			10%	15%	8%	9%	7%
Price of the tour package	7%		7%	7%	6%	8%	7%	7%
To visit friends or relatives	4%		1%	4%	13%		3%	4%
SCUBA diving	3%		2%	3%	4%	8%	2%	4%
To golf	2%		1%	1%	4%	25%	3%	1%
Other	2%	100%		2%	6%		2%	2%
Company or Business trip	2%		2%	1%	4%	8%	3%	1%
Promotional materials from GVB	2%		1%	3%		8%	2%	2%
Career certification or testing	2%		3%	1%	2%		2%	2%
To get married or Attend wedding	2%		3%	1%		8%	2%	2%
Organized Sporting Activity	1%		3%	1%			1%	1%
Special promotion	0%		1%				1%	
Total Cases	353	1	101	191	48	12	173	180

# Motivation by Income

	TOTAL	PERSONAL INCOME					Refused
		<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+		
Q.5 Just to relax	52%	24%	47%	57%	69%	36%	
Beautiful seas, beaches, tropical climate	41%	22%	38%	48%	42%	36%	
Short travel time	26%	14%	19%	23%	46%	36%	
Honeymoon	24%	38%	35%	12%	6%	36%	
It is a safe place to spend a vacation	23%	19%	19%	25%	30%	7%	
Recommendation of friend, relative, travel agency	19%	16%	20%	21%	19%	21%	
Shopping	12%	8%	12%	14%	13%	7%	
Water sports	9%	3%	12%	9%	10%	7%	
Pleasure	8%	11%	9%	8%	10%	7%	
My company sponsored me	8%	8%	11%	8%	7%		
A previous visit	8%	5%	4%	12%	10%	7%	
Price of the tour package	7%	8%	4%	7%	7%	7%	
To visit friends or relatives	4%	8%	2%	3%	6%	7%	
SCUBA diving	3%	5%	3%	2%	3%		
To golf	2%		2%	2%	6%		
Other	2%	3%		4%	4%		
Promotional materials from GVB	2%	3%	1%	4%	1%		
Company or Business trip	2%	5%	2%	2%			
To get married or Attend wedding	2%	8%	1%	2%			
Career certification or testing	2%		3%	1%	1%		
Organized Sporting Activity	1%		1%	1%	1%	7%	
Special promotion	0%			1%			
Total Cases	353	37	115	97	67	14	

# SECTION 3 **EXPENDITURES**

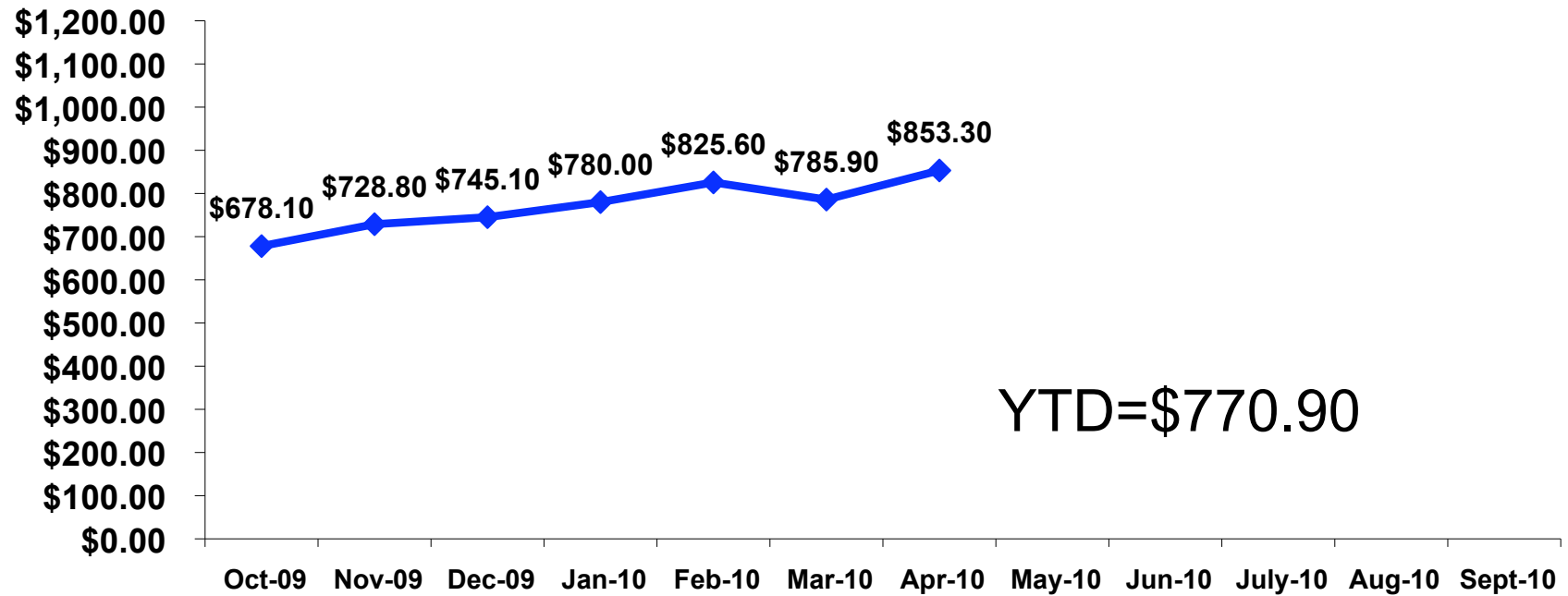
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# Prepaid Expenditures

KW1125.92/US\$1

- \$2,221.60 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$13,994 = maximum (highest amount recorded for the entire sample)
- \$853.30 = overall mean average per person prepaid expenditures

# Prepaid Expenditures





# Breakdown of Prepaid Expenditures

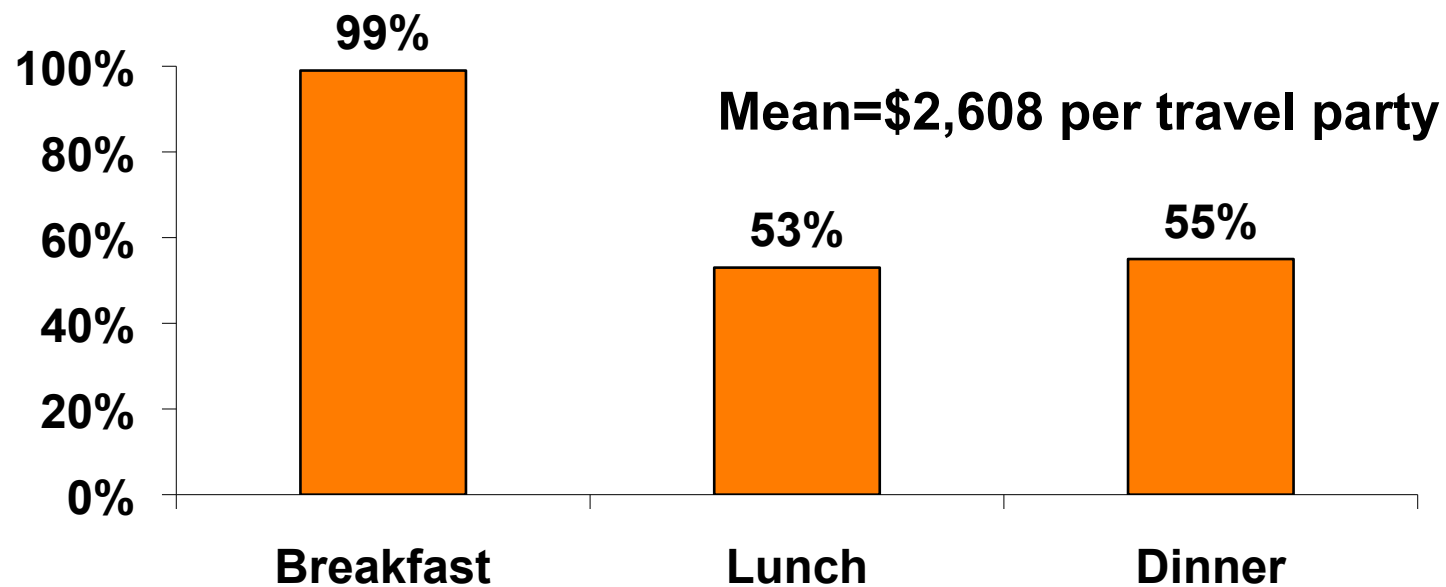
KW1125.92=\$1

**(Filter: Only those who responded)**

	MEAN \$
Air & Accommodation package only	\$2,500
Air & Accommodation w/ daily meal package	\$2,608
Air only	\$617
Accommodation only	\$710
Accommodation w/ daily meal only	-
Food & Beverages in Hotel	\$118
Ground transportation - Korea	\$69
Ground transportation - Guam	\$143
Optional tours/ activities	\$358
Other expenses	\$712
Total Prepaid	\$2,221

# Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package  
n=165

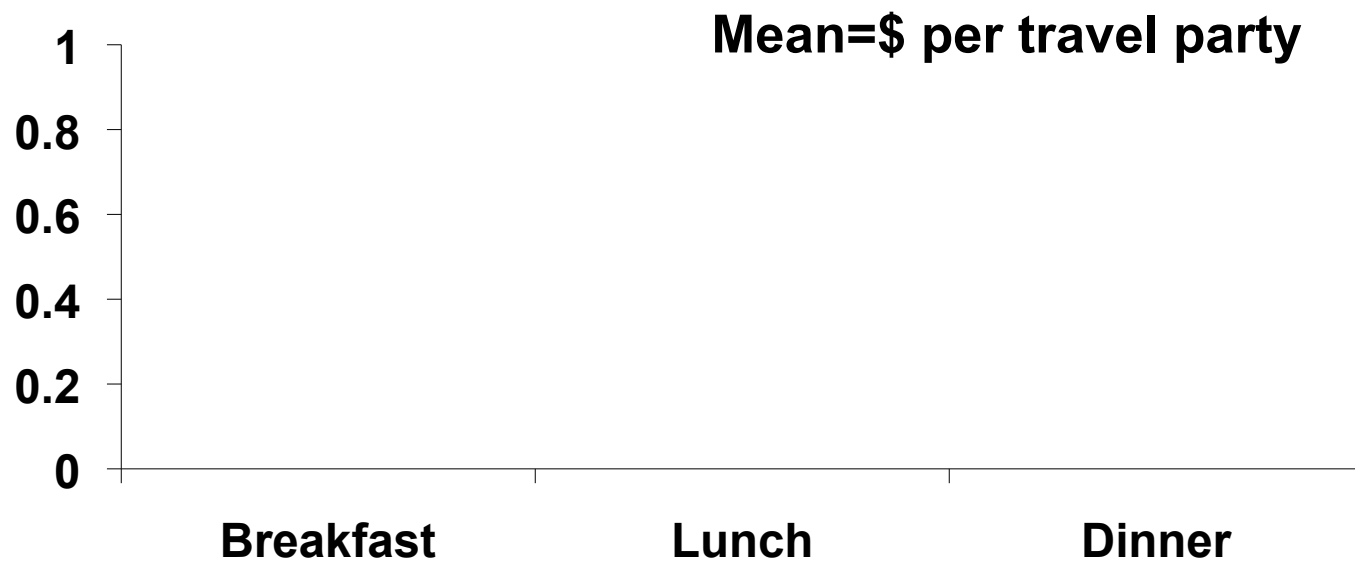


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# Prepaid Meal Breakdown

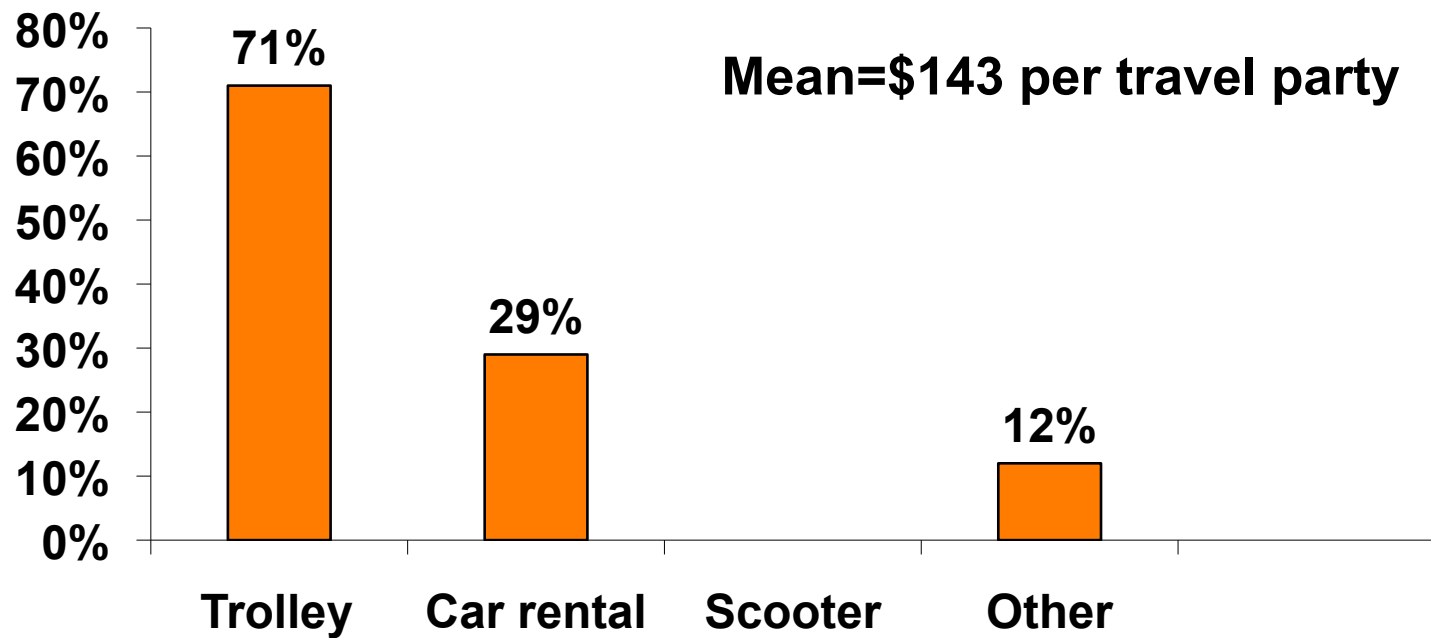
## Accommodations with Daily Meal Package

n=0



# Prepaid Ground Transportation

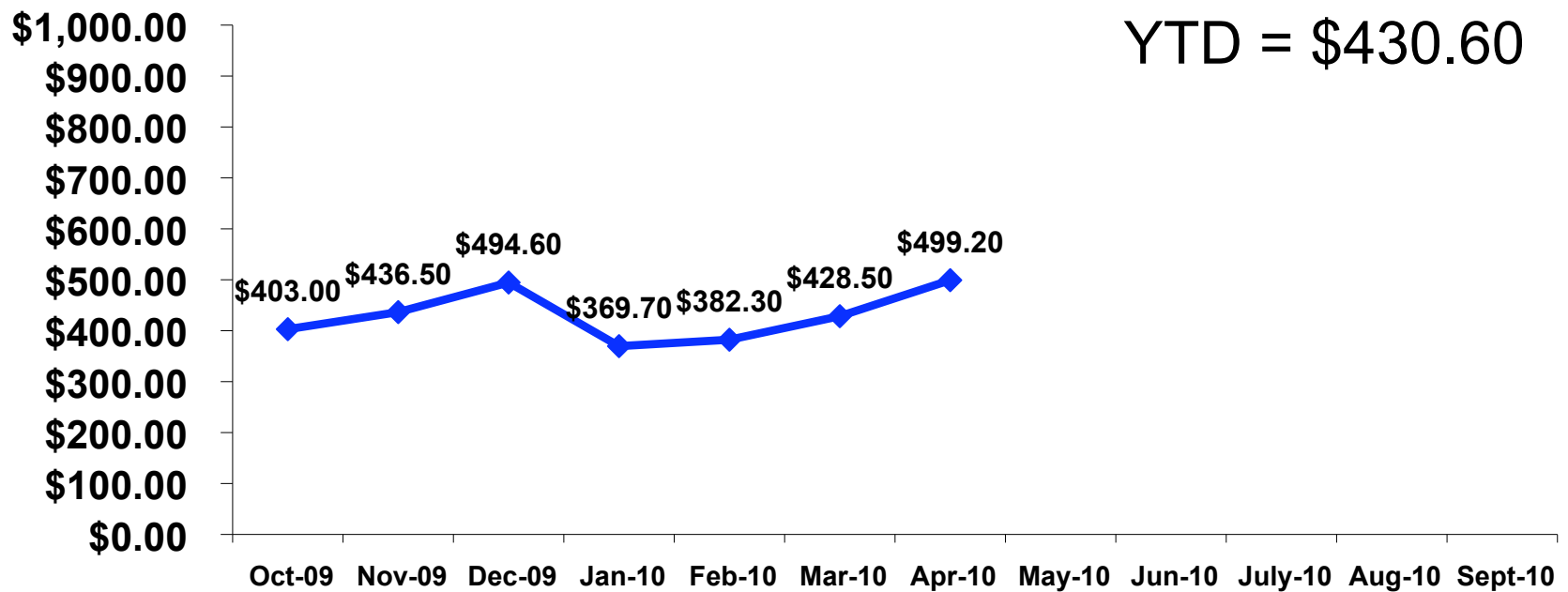
n=17



# On-Island Expenditures

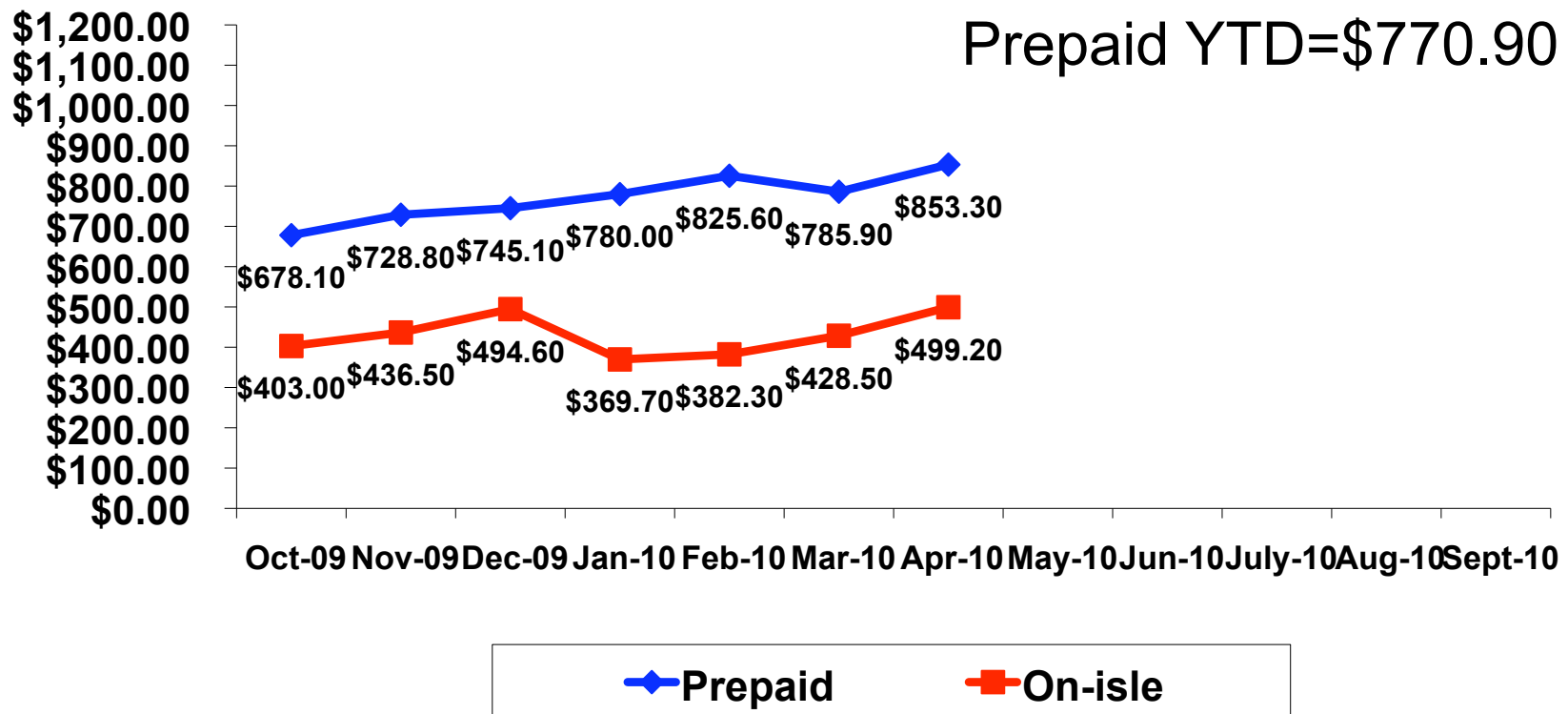
- \$1,130.0 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$13,000 = Maximum (highest amount recorded for the entire sample)
- \$499.20 = overall mean average per person on-island expenditure

# On-Island Expenditures



# Prepaid/ On-Isle Expenditures

On-Isle YTD = \$430.60  
 Prepaid YTD=\$770.90



# 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	\$1,130.01	\$1,183.80	\$1,078.30	\$946.79	\$1,239.90	\$1,186.33	\$1,577.78	\$3,220.00	\$891.44	\$959.12	\$1,488.72	\$5,600.00
Median	\$700	\$800	\$600	\$600	\$805	\$925	\$1,000	\$3,220	\$520	\$560	\$1,000	\$2,000



# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$66.30	\$57.10	\$75.09	\$500.00	\$19.63	\$49.53	\$65.31	\$750.91
	Median	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$29.62	\$29.33	\$29.90	\$100.00	\$20.20	\$30.72	\$43.08	\$31.82
REST/CONV	Median	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0
F&B-OUT- SIDE	Mean	\$47.86	\$51.50	\$44.37	\$1,200.00	\$29.06	\$39.72	\$93.19	\$59.09
HOTEL/ REST	Median	\$0	\$0	\$0	\$1,200	\$0	\$0	\$0	\$0
OPTIONAL	Mean	\$124.94	\$125.84	\$124.08	\$1,000.00	\$134.50	\$117.33	\$112.05	\$145.91
TOUR	Median	\$0	\$0	\$0	\$1,000	\$0	\$0	\$0	\$0
GIFT/	Mean	\$271.46	\$265.54	\$277.08	\$100.00	\$229.40	\$276.17	\$257.08	\$654.55
SOUV-SELF	Median	\$40	\$15	\$50	\$100	\$0	\$77	\$0	\$0
GIFT/ SOUV-	Mean	\$153.27	\$145.42	\$160.72	\$100.00	\$163.08	\$146.80	\$137.50	\$248.64
F&F AT HOME	Median	\$0	\$0	\$38	\$100	\$14	\$25	\$0	\$0
LOCAL TRANS	Mean	\$35.93	\$41.51	\$30.60	\$20.00	\$21.48	\$42.46	\$46.02	\$12.73
	Median	\$0	\$0	\$0	\$20	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$404.21	\$469.28	\$342.03	\$200.00	\$294.92	\$405.80	\$519.31	\$896.36
	Median	\$50	\$41	\$60	\$200	\$10	\$50	\$90	\$1,000
TOTAL ON	Mean	\$1,130.01	\$1,183.80	\$1,078.30	\$3,220.00	\$912.27	\$1,100.24	\$1,299.73	\$2,583.33
ISLAND	Median	\$700	\$800	\$600	\$3,220	\$522	\$650	\$1,000	\$1,500

# On-Island Expenditures

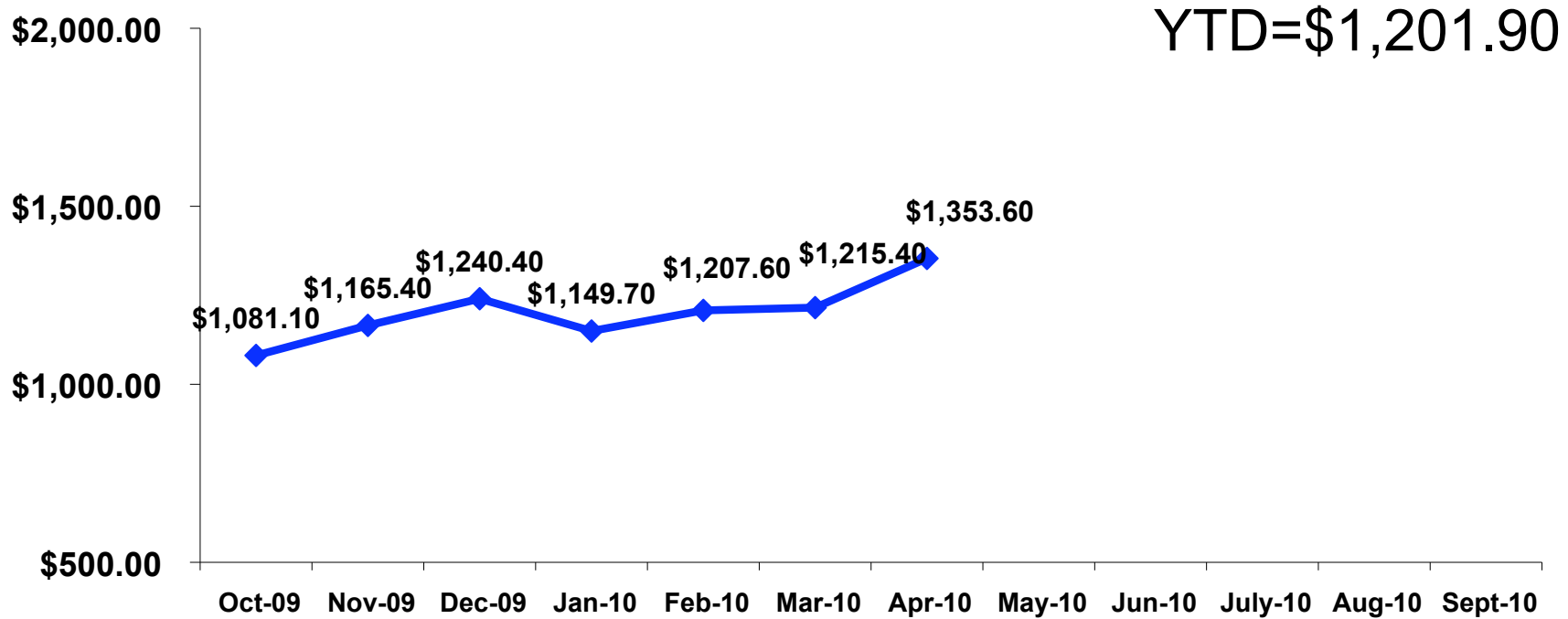
## First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$60.81	\$94.14
	Median	\$0	\$0
F&B-ACTIVITIES	Mean	\$24.70	\$54.57
	Median	\$0	\$0
F&B-OUT-SIDE HOTEL/ REST	Mean	\$32.77	\$124.31
	Median	\$0	\$0
OPTIONAL TOUR	Mean	\$133.63	\$80.86
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$258.86	\$335.07
	Median	\$40	\$100
GIFT/SOUV- F&F AT HOME	Mean	\$155.93	\$139.83
	Median	\$0	\$15
LOCAL TRANS	Mean	\$30.38	\$64.05
	Median	\$0	\$6
OTHER EXP	Mean	\$431.51	\$265.83
	Median	\$50	\$43
TOTAL ON ISLAND	Mean	\$1,119.83	\$1,181.76
	Median	\$600	\$1,000

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

- \$1,353.60 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$8,941 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures



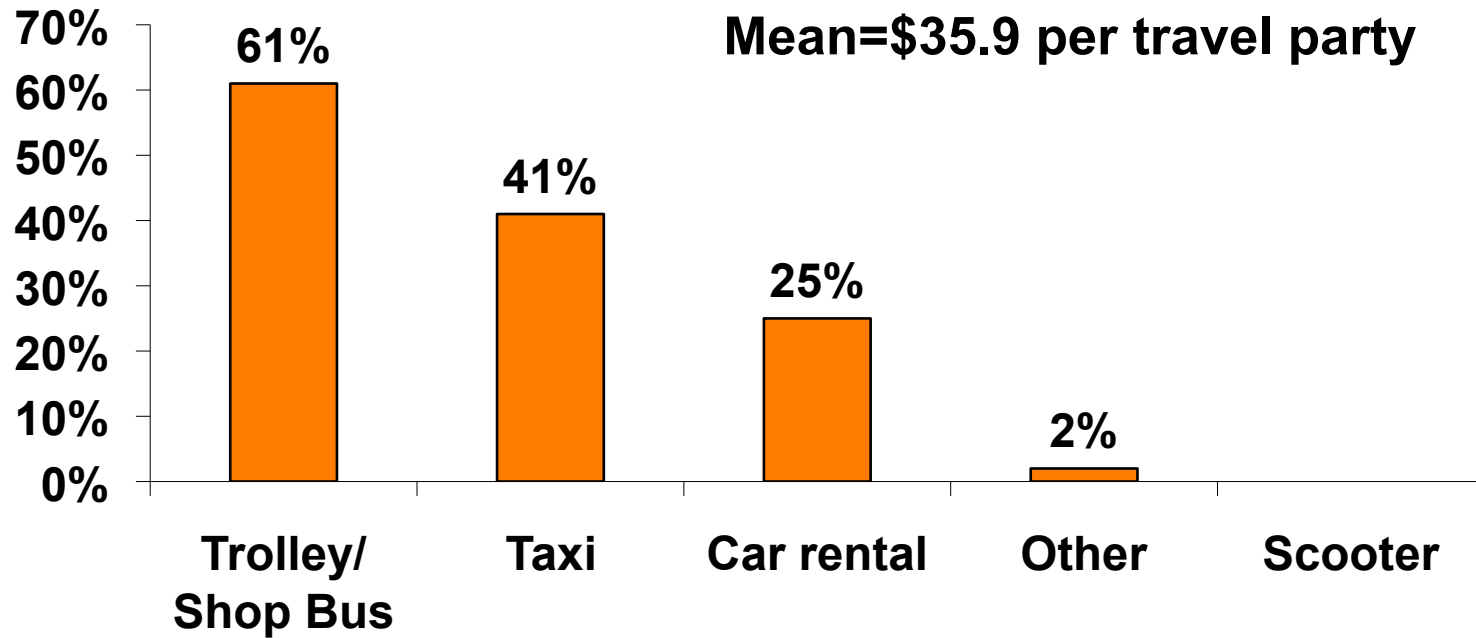
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# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$66.30
Food & beverage in fast food restaurant/ convenience store	\$29.60
Food & beverage at restaurants or drinking establishments outside a hotel	\$47.90
Optional tours and activities	\$124.90
Gifts/ souvenirs for yourself/companions	\$271.50
Gifts/ souvenirs for friends/family at home	\$153.30
Local transportation	\$35.90
Other expenses not covered	\$404.20
<b>Average Total</b>	<b>\$1,130.00</b>

# Local Transportation

n=96



# Guam Airport Expenditures

- \$60.30 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,000 = Maximum (highest amount recorded for the entire sample)

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# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$6.80
<b>Gifts/Souvenirs Self</b>	\$29.90
<b>Gifts/Souvenirs Others</b>	\$23.60
<b>Total</b>	<b>\$60.30</b>

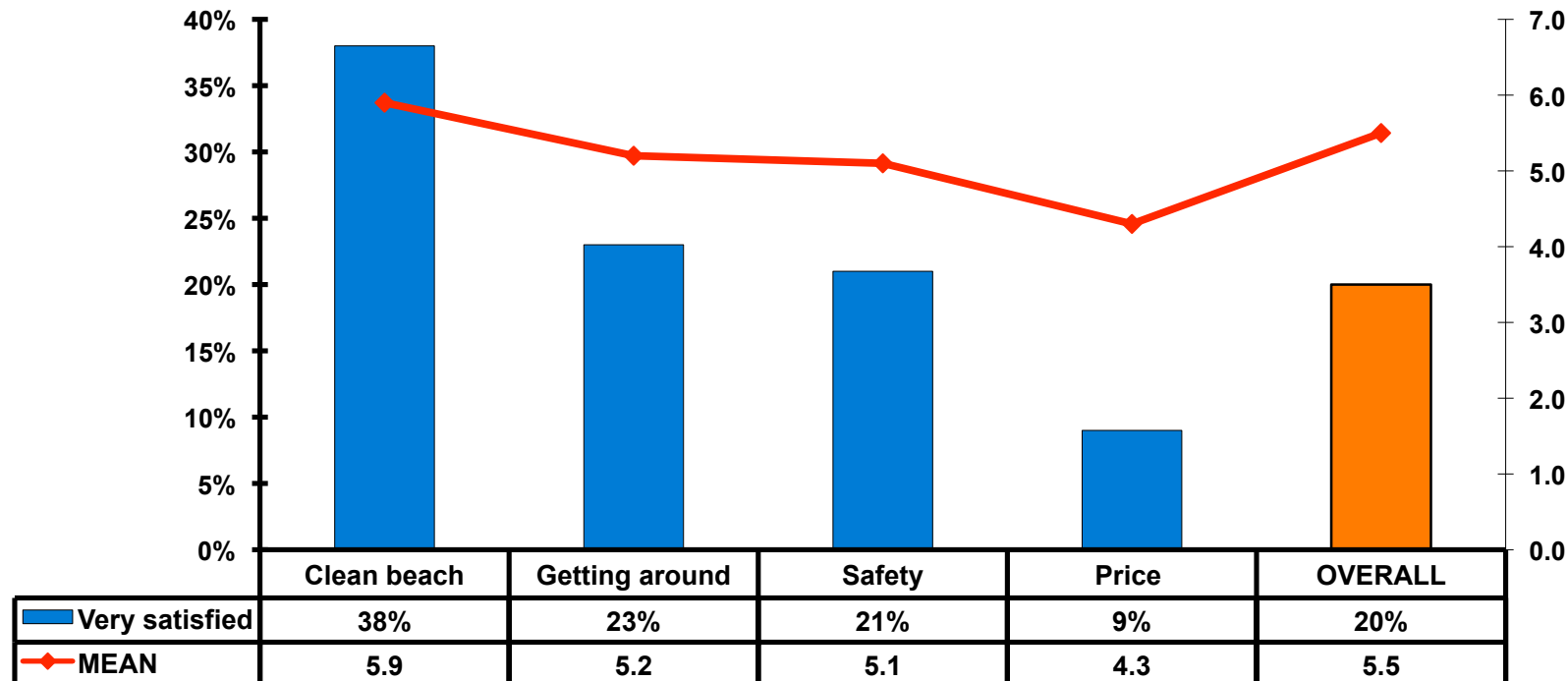


# SECTION 4 **VISITOR SATISFACTION**

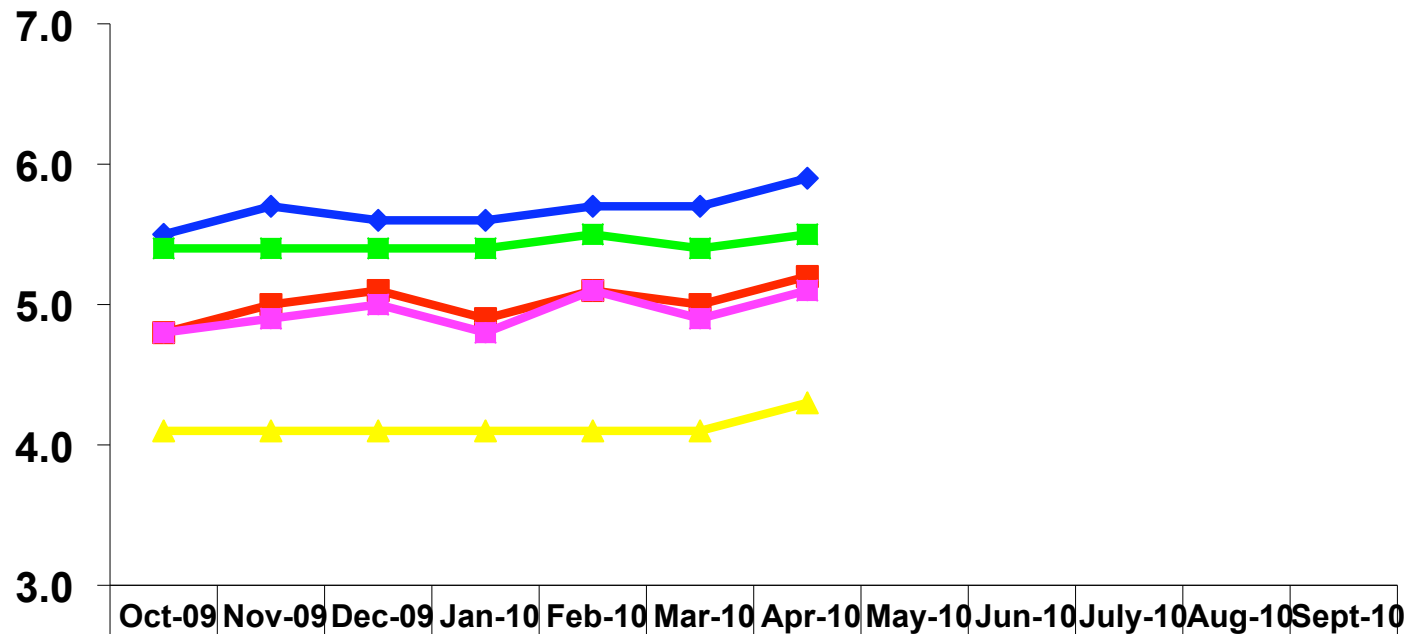
# Satisfaction Scores Overall






7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Guam Perceptions

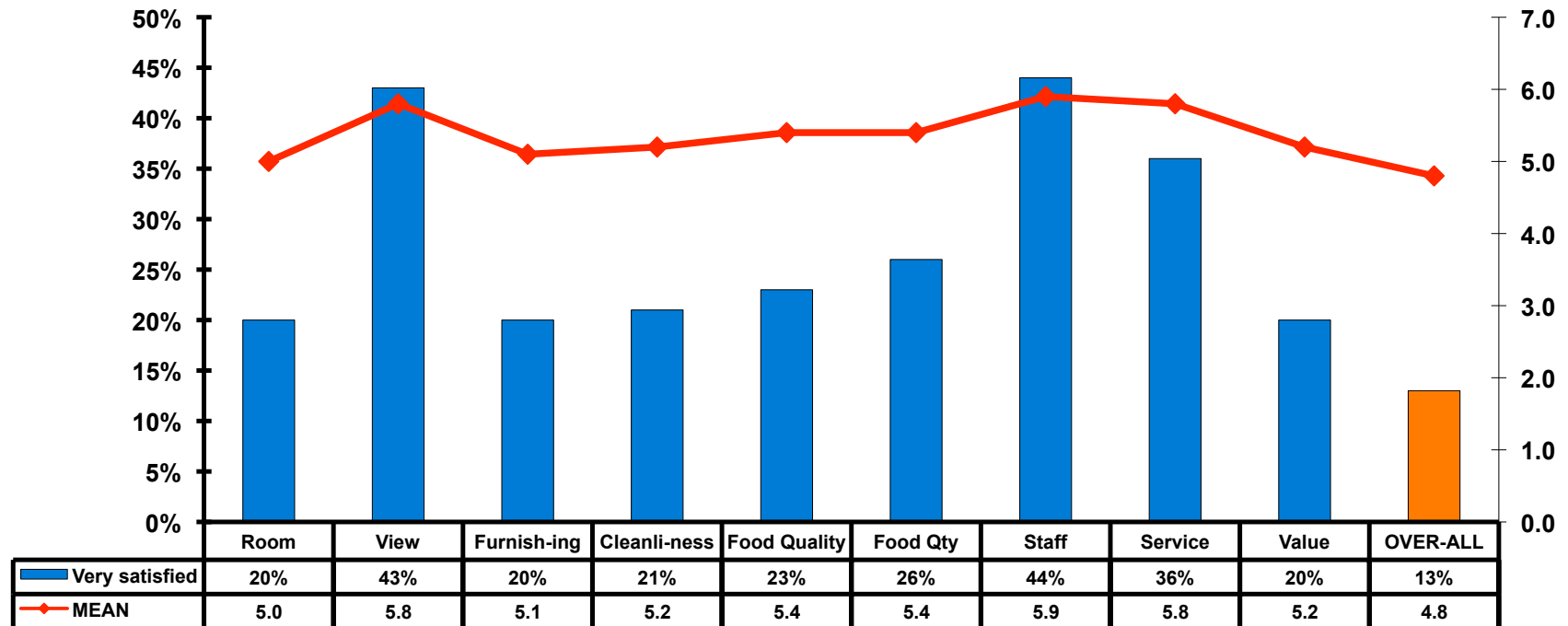


	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	July-10	Aug-10	Sept-10
 Clean beach/park	5.5	5.7	5.6	5.6	5.7	5.7	5.9					
 Ease getting around	4.8	5.0	5.1	4.9	5.1	5.0	5.2					
 Safe walk night	4.8	4.9	5.0	4.8	5.1	4.9	5.1					
 Price	4.1	4.1	4.1	4.1	4.1	4.1	4.3					
 Overall	5.4	5.4	5.4	5.4	5.5	5.4	5.5					

# Quality of Accommodations

7pt Rating Scale

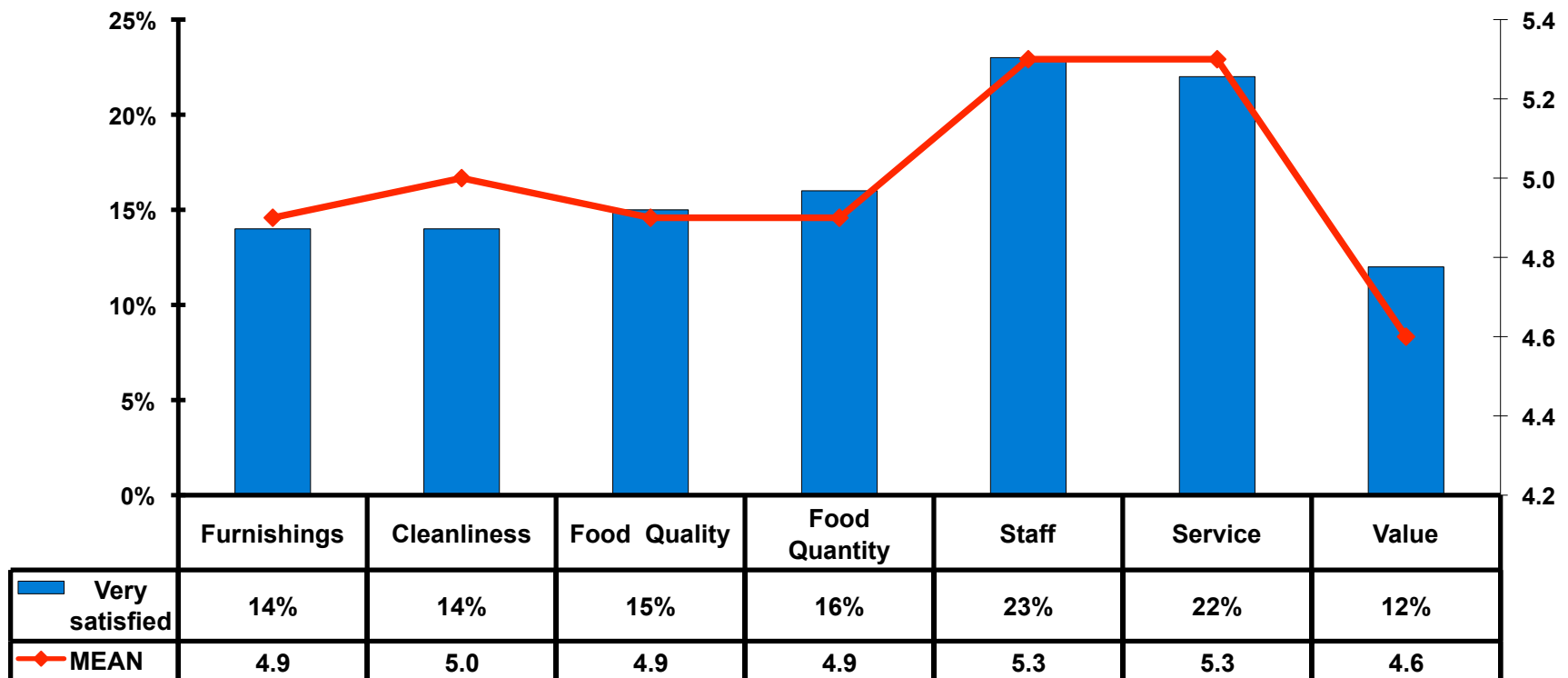
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

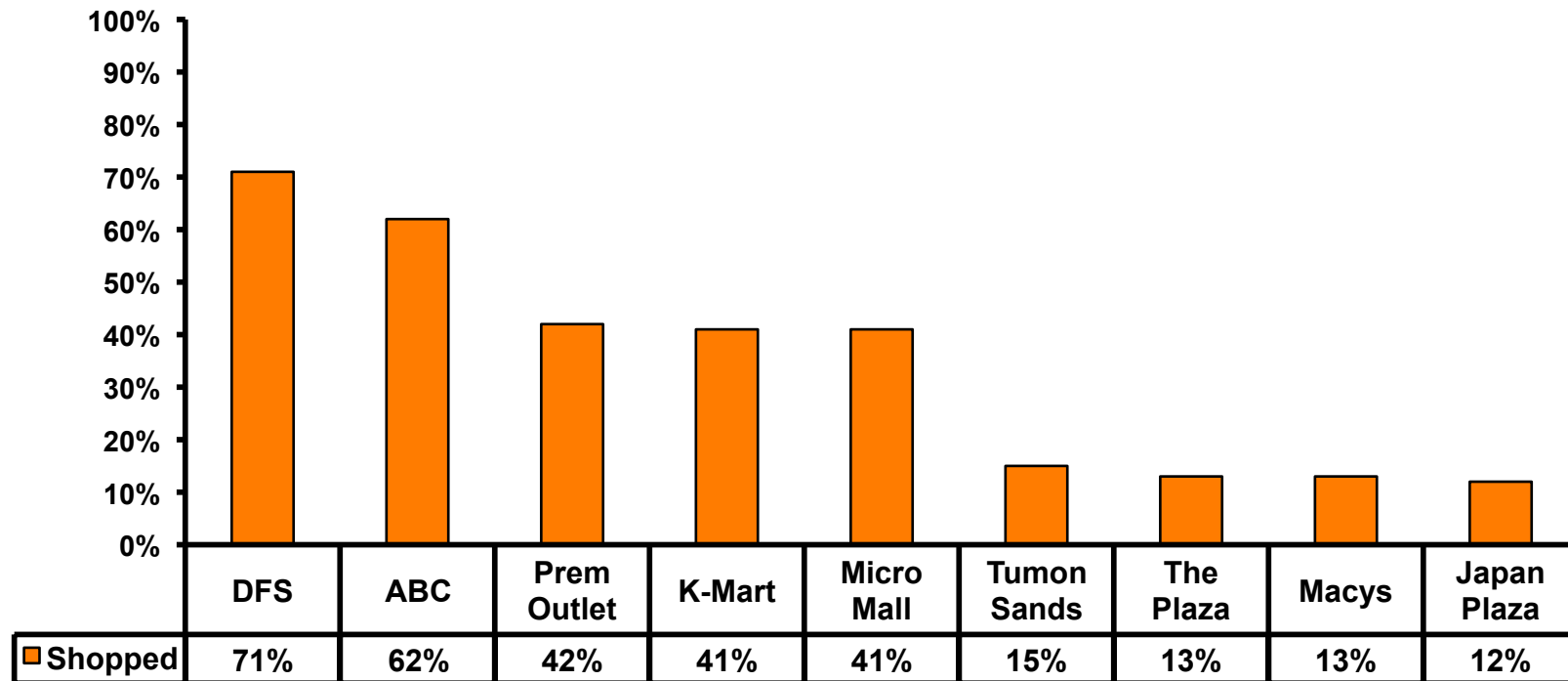
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

7pt Rating Scale

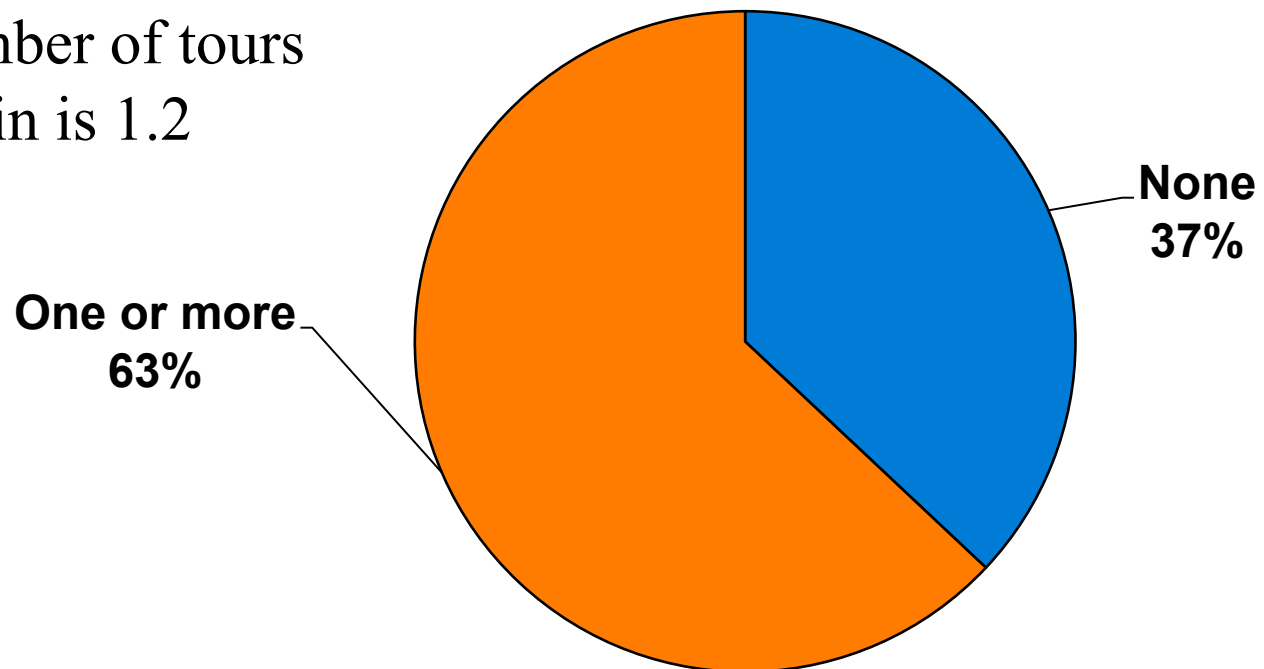
7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Shopping</b>	<b>Variety of Shopping</b>
Score of 6 to 7 = <b>48%</b>	Score of 6 to 7 = <b>39%</b>
Score of 4 to 5 = <b>42%</b>	Score of 4 to 5 = <b>46%</b>
Score 1 to 3 = <b>10%</b>	Score 1 to 3 = <b>15%</b>
<b>MEAN = 5.2</b>	<b>MEAN = 5.0</b>

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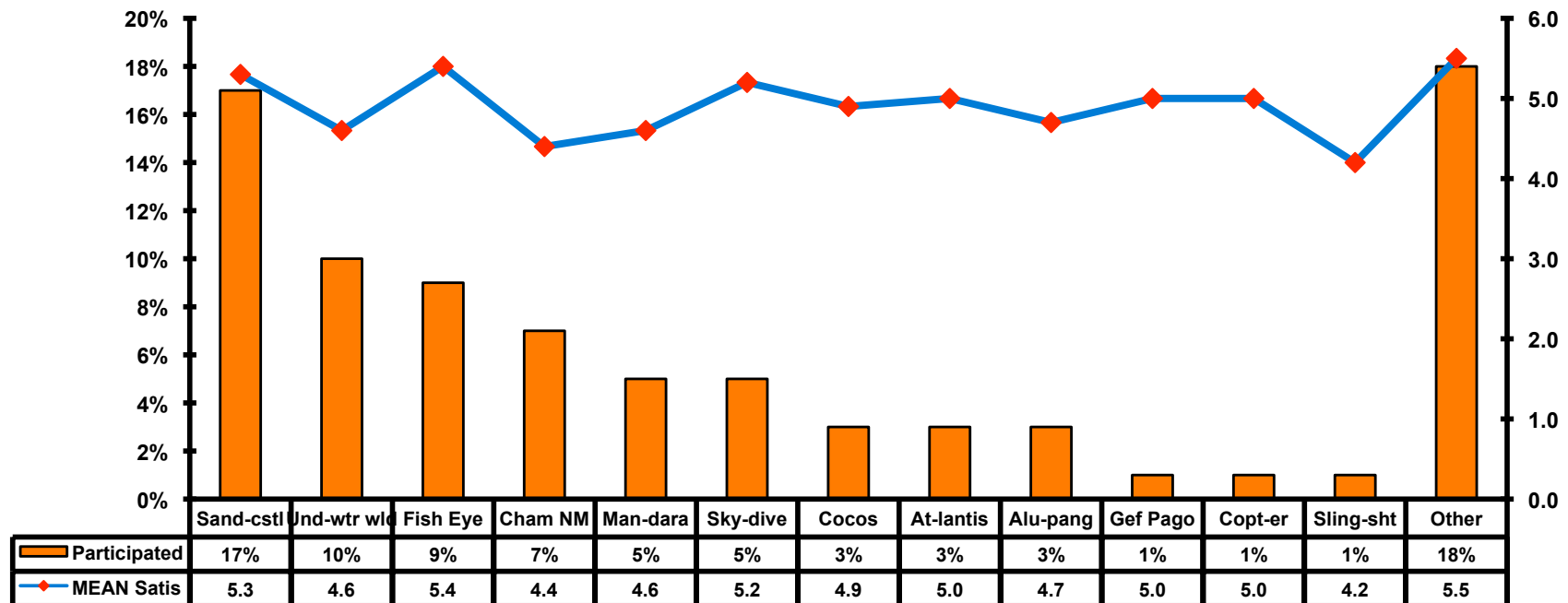
# Optional Tour Participation

- 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

<b>Quality of Day Tour</b>	<b>Variety of Day Tour</b>
Score of 6 to 7 = <b>48%</b>	Score of 6 to 7 = <b>41%</b>
Score of 4 to 5 = <b>44%</b>	Score of 4 to 5 = <b>50%</b>
Score 1 to 3 = <b>8%</b>	Score 1 to 3 = <b>9%</b>
<b>MEAN = 5.2</b>	<b>MEAN = 4.9</b>

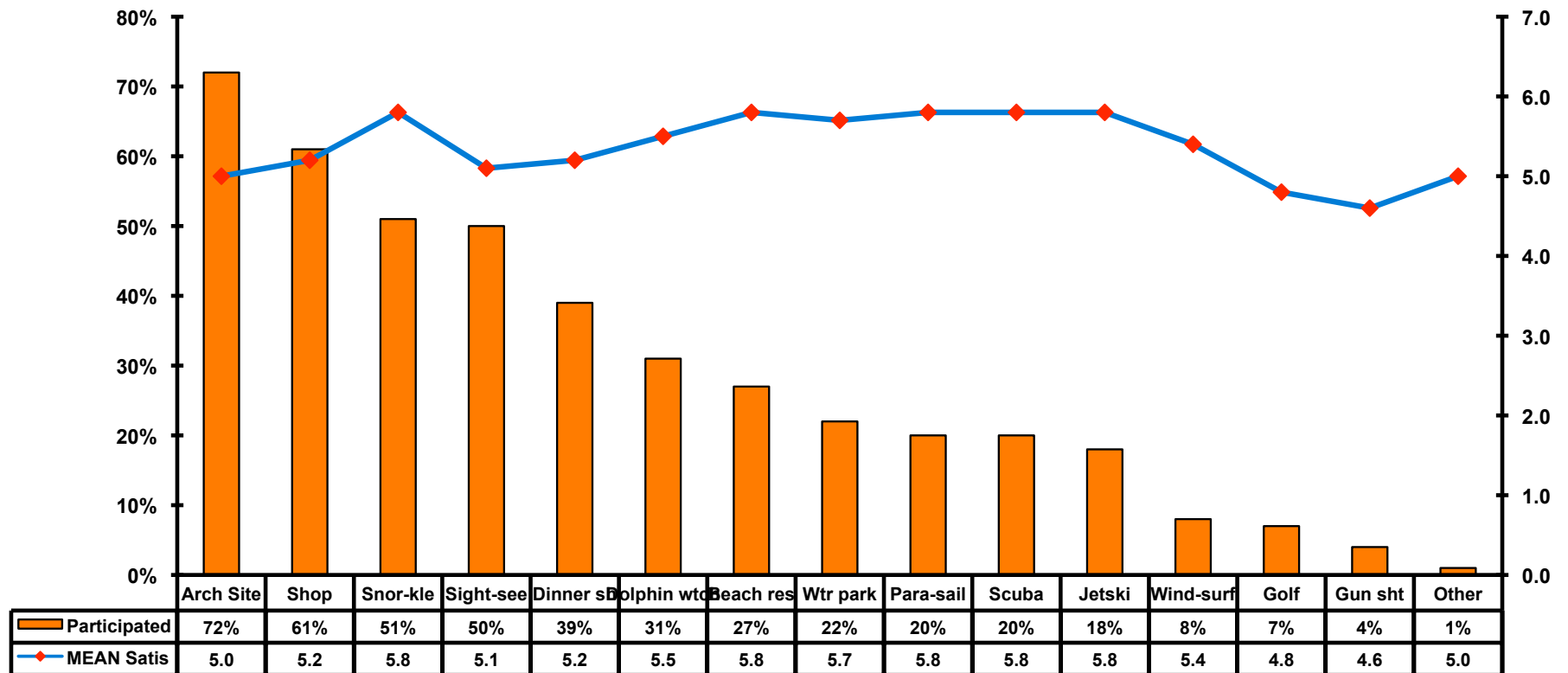
# Night Tours Satisfaction

7pt Rating Scale

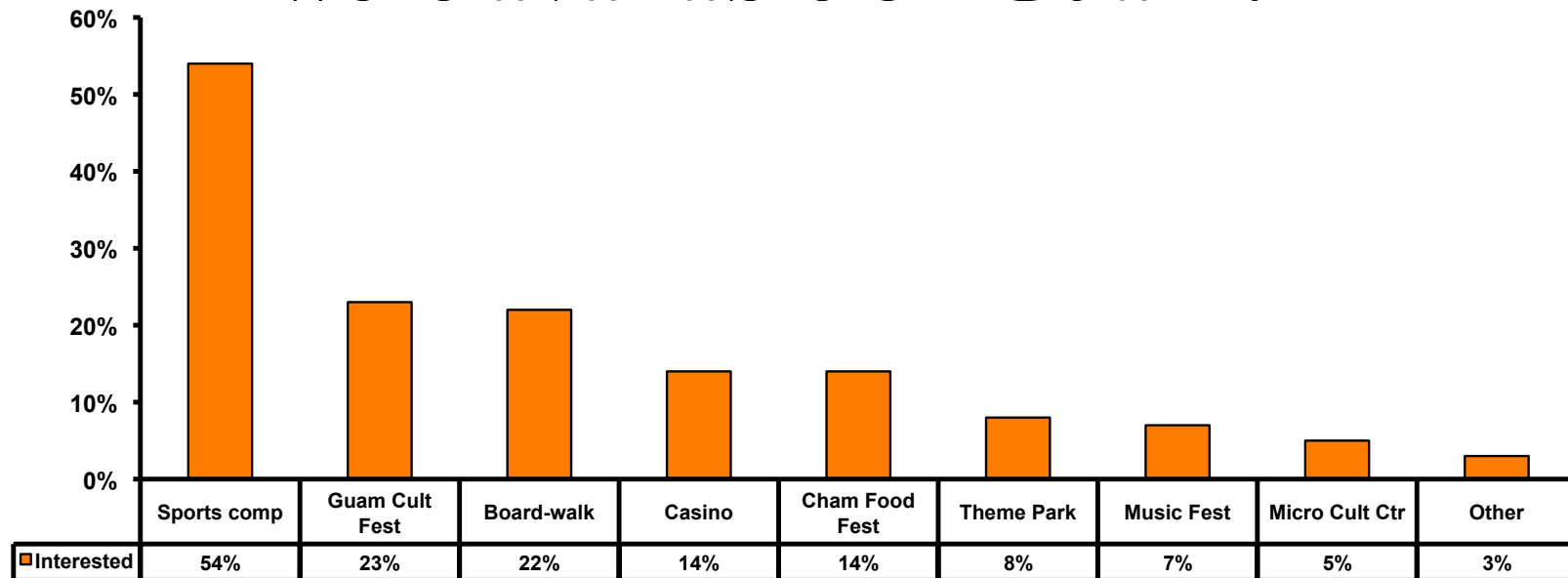
7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Night Tour</b>	<b>Variety of Night Tour</b>
Score of 6 to 7 = <b>27%</b>	Score of 6 to 7 = <b>23%</b>
Score of 4 to 5 = <b>53%</b>	Score of 4 to 5 = <b>57%</b>
Score 1 to 3 = <b>20%</b>	Score 1 to 3 = <b>20%</b>
<b>MEAN = 4.5</b>	<b>MEAN = 4.4</b>

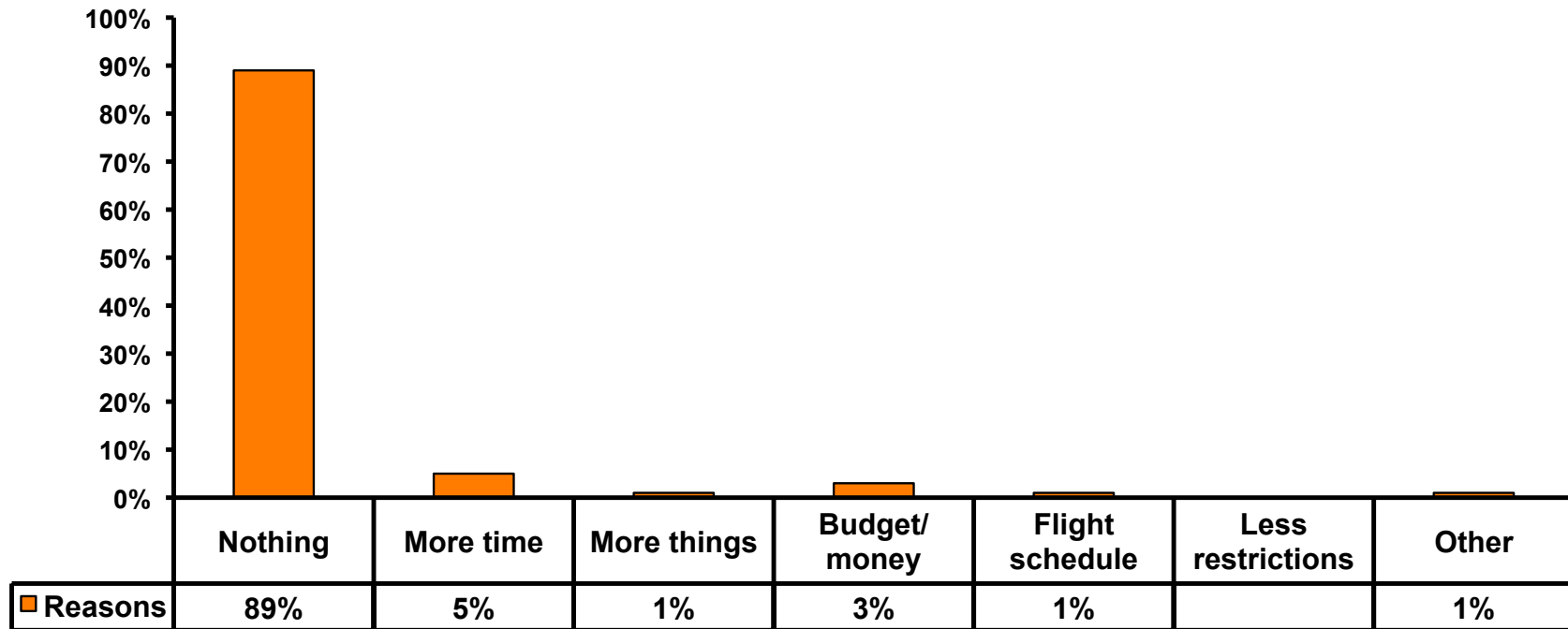
# Satisfaction with Other Activities



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



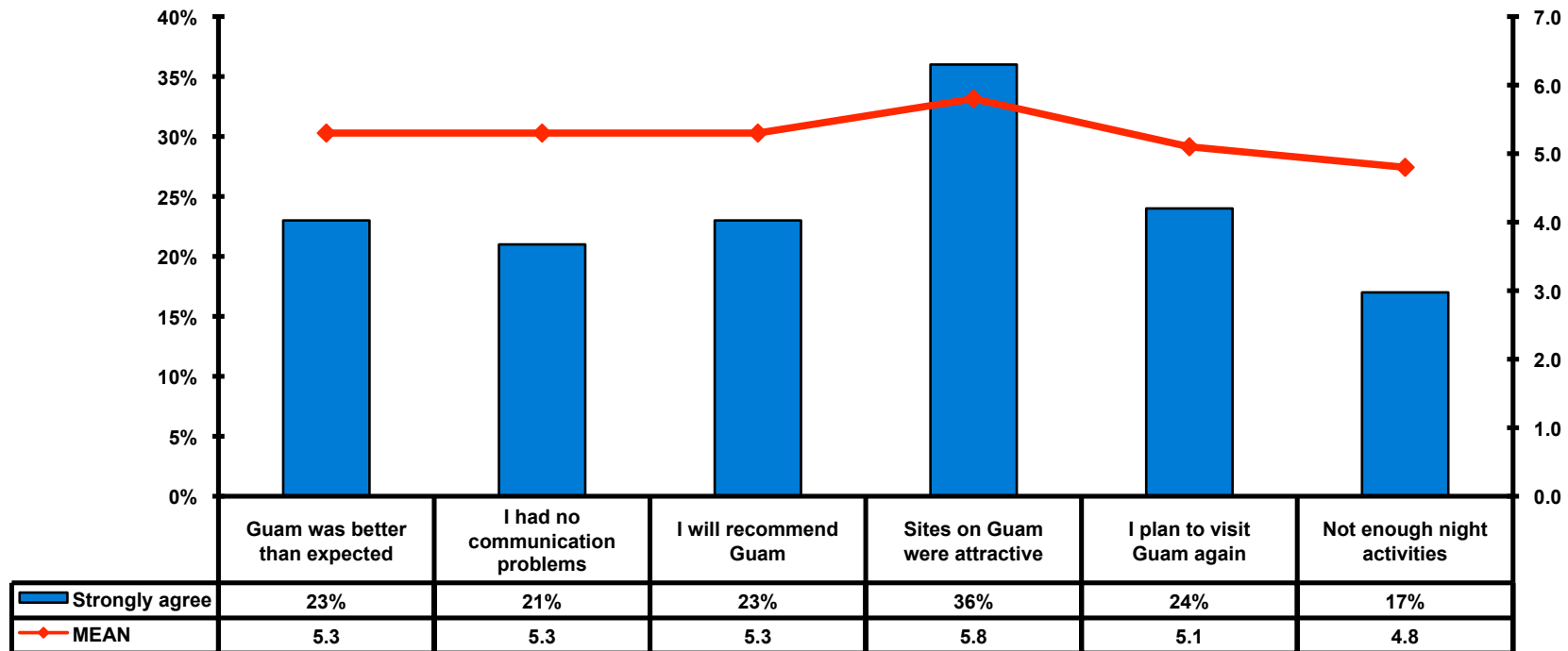
# What would it take to make you want to stay an extra day on Guam?



# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

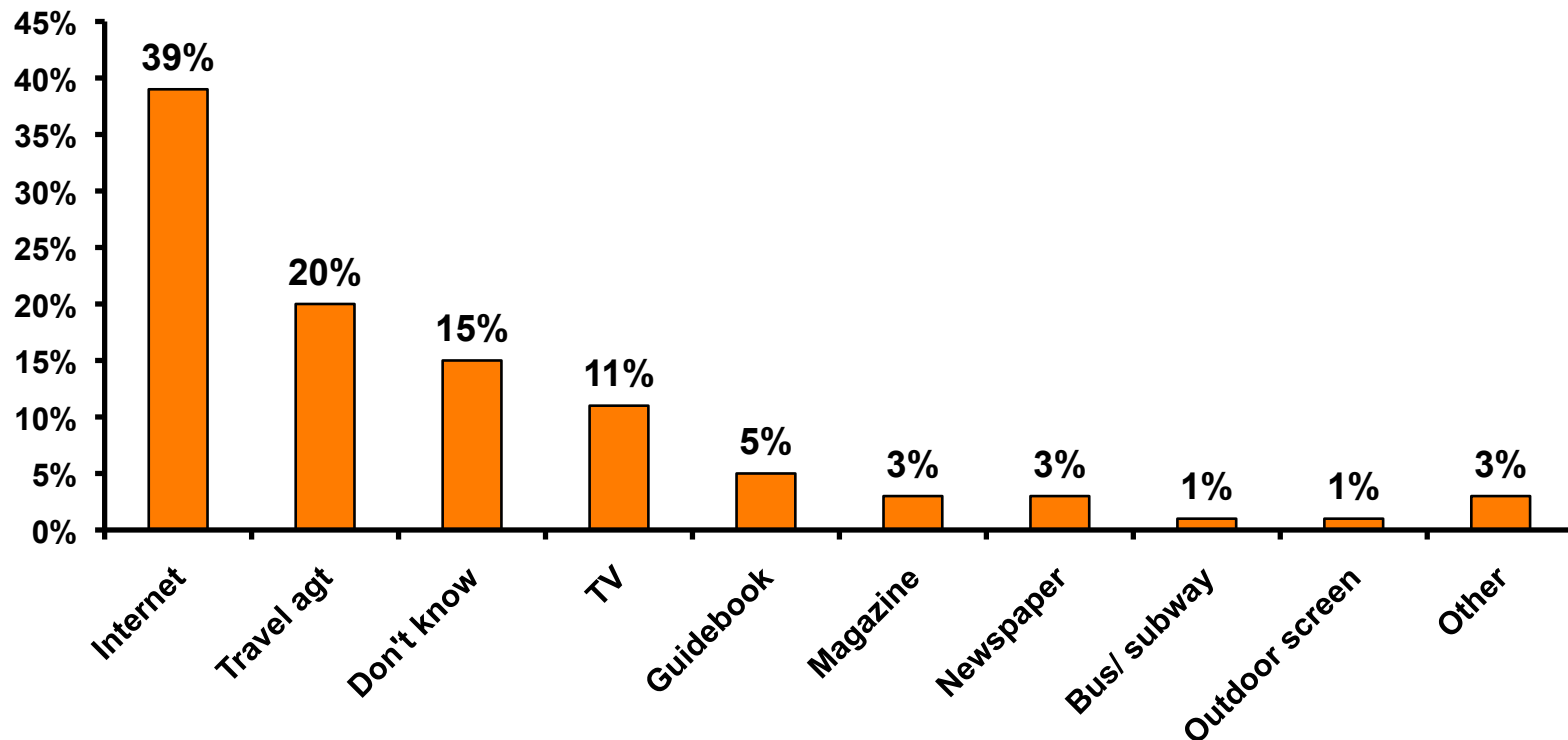


# SECTION 5 **PROMOTIONS**

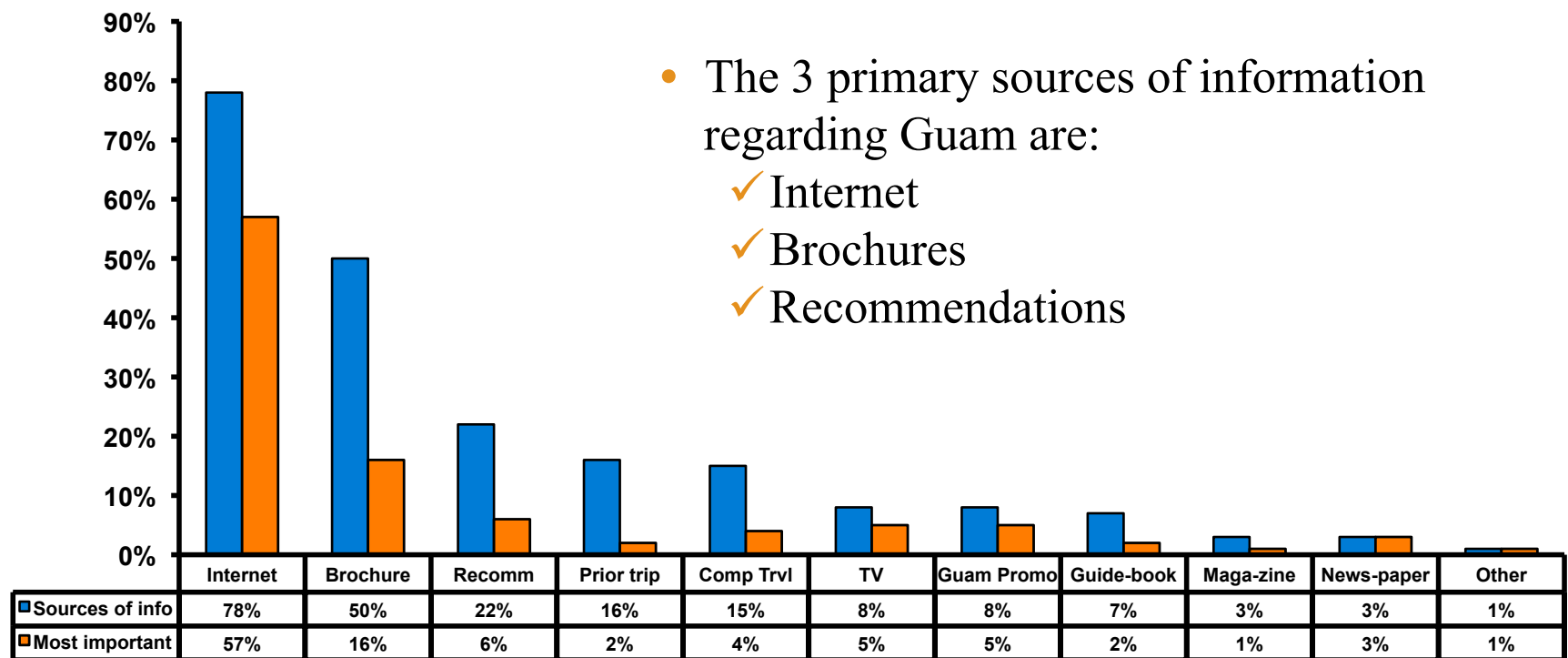


# Guam Promotion - Media

## Past 90 days

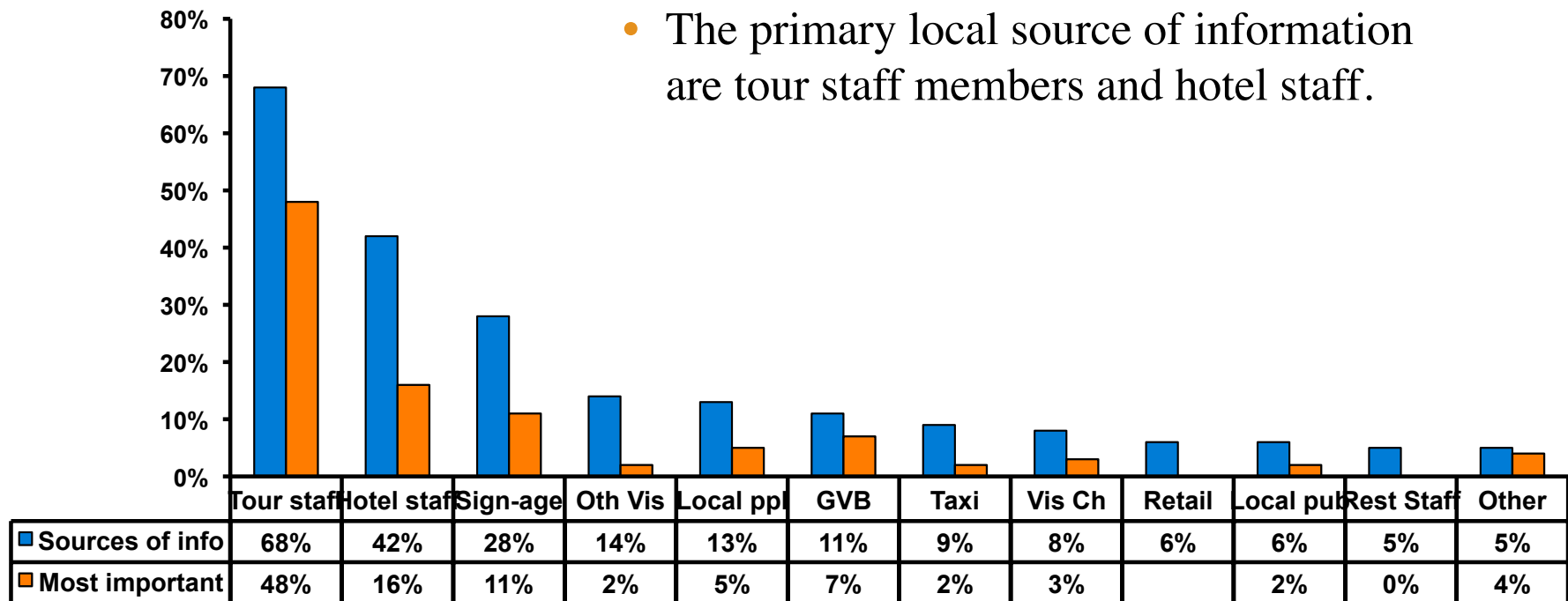


# Sources of Information Pre-arrival



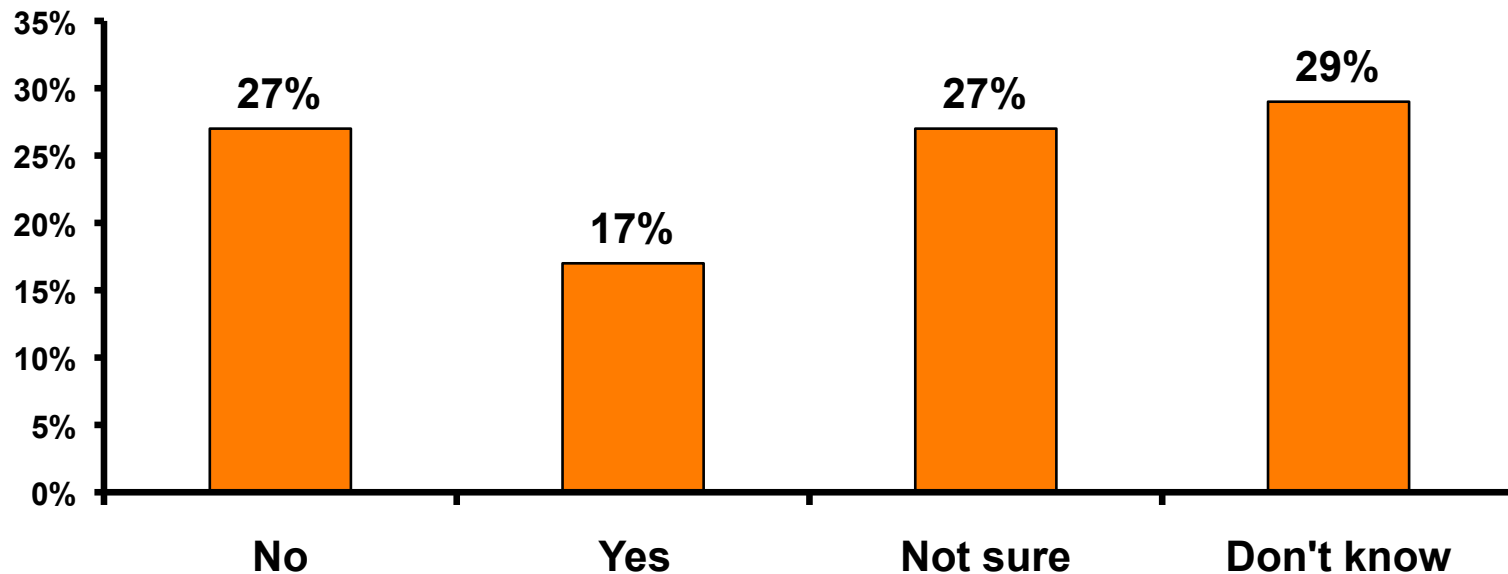
# Sources of Information Post-arrival

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



# SECTION 6 **OTHER ISSUES**

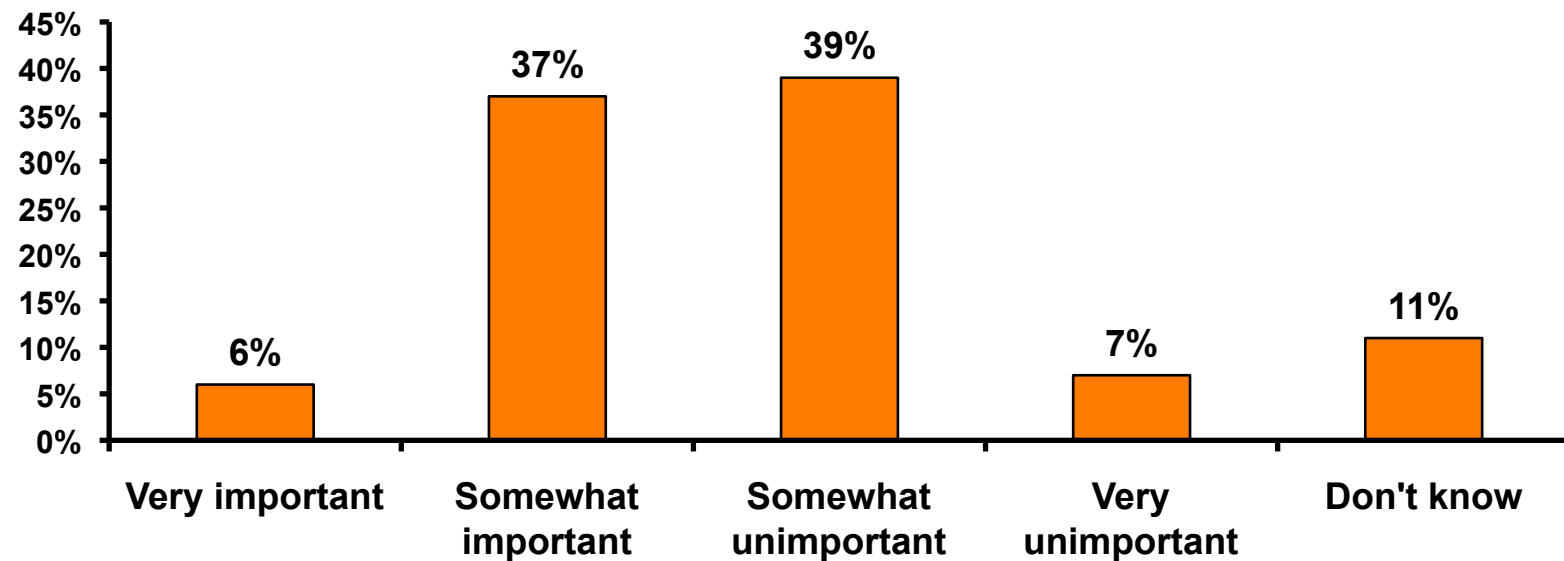
# Good time to spend money on travel outside of Korea - Overall



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

		AGE					PERSONAL INCOME				
		<20	20-29	30-39	40-49	50+	<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.22	No		23%	30%	23%	33%	30%	23%	22%	33%	57%
	Yes		18%	17%	10%	25%	14%	17%	19%	21%	14%
	Not sure		27%	28%	23%	25%	19%	30%	30%	28%	
	Do not know	100%	33%	24%	44%	17%	38%	30%	30%	18%	29%
Total	Count	1	101	191	48	12	37	115	97	67	14

# The importance of the state of the Korean economy in decision to travel outside of Korea - Overall

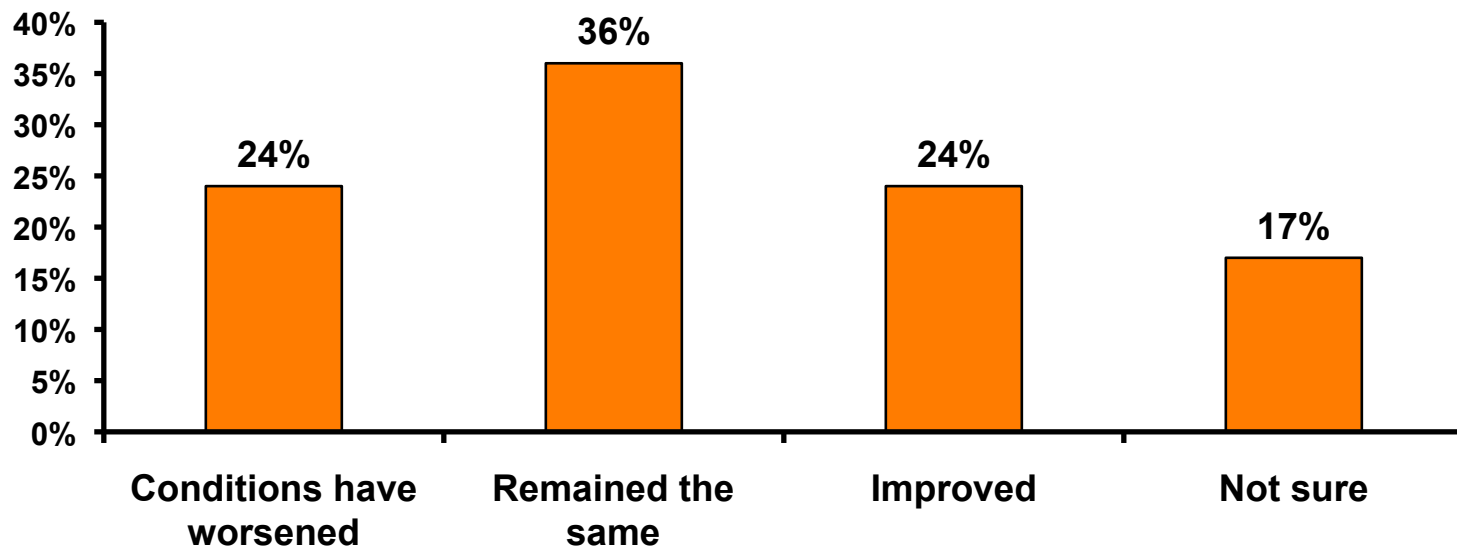


# The importance of the state of the Korean economy in decision to travel outside of Korea by Age & Income

		AGE					PERSONAL INCOME				
		<20	20-29	30-39	40-49	50+	<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.23	Very unimportant		10%	6%	4%	8%	5%	6%	8%	6%	14%
	Somewhat unimportant		41%	38%	46%	33%	30%	39%	39%	48%	21%
	Somewhat important		36%	38%	31%	50%	38%	39%	38%	31%	43%
	Very important		2%	8%	6%		3%	5%	5%	10%	
	Don't know	100%	12%	10%	13%	8%	24%	10%	9%	4%	21%
Total	Count	1	101	191	48	12	37	115	97	67	14



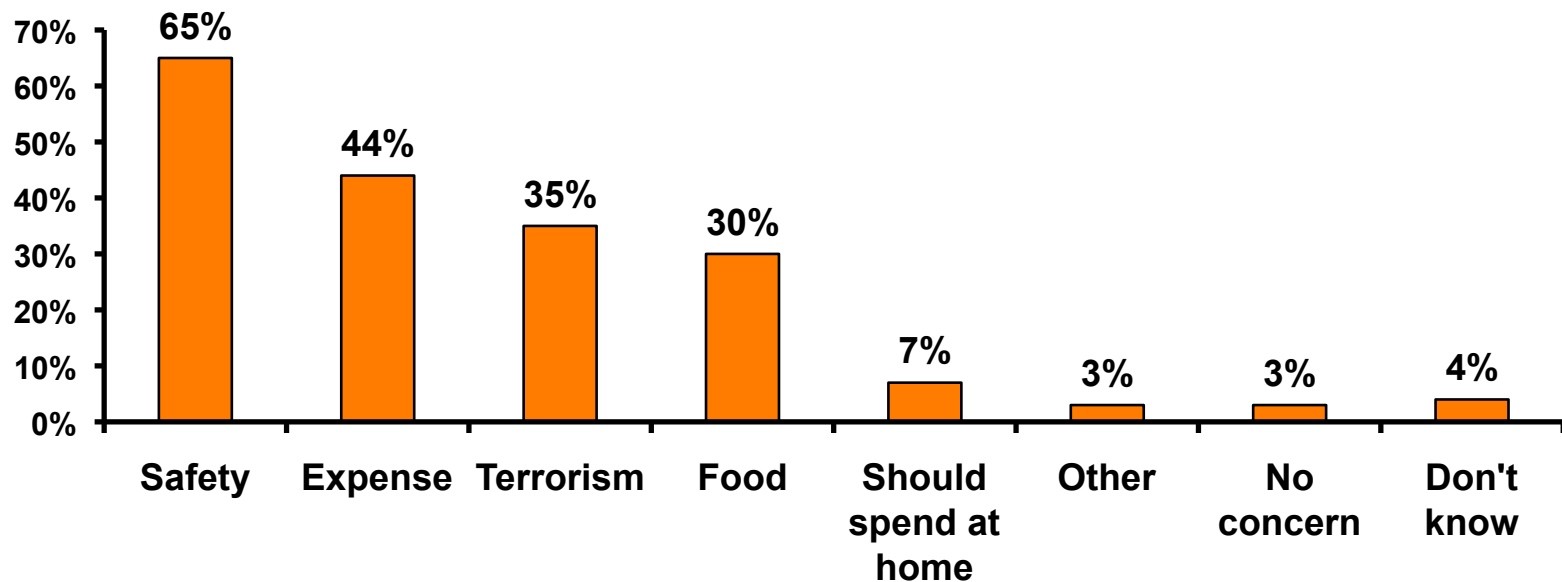
# Rating Korean Economy Compared to 12 months ago



# Rating Korean Economy Compared to 12 months ago by Age & Income

		AGE					PERSONAL INCOME				
		<20	20-29	30-39	40-49	50+	<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.21	Conditions have worsened		24%	25%	23%	8%	32%	21%	27%	15%	57%
	Conditions have remained the same		35%	36%	35%	42%	27%	43%	31%	39%	1.4%
	Conditions have improved	100%	20%	25%	21%	50%	11%	18%	31%	36%	1.4%
	Do not know		22%	14%	21%		30%	18%	11%	10%	1.4%
Total	Count	1	101	190	48	12	37	114	97	67	14

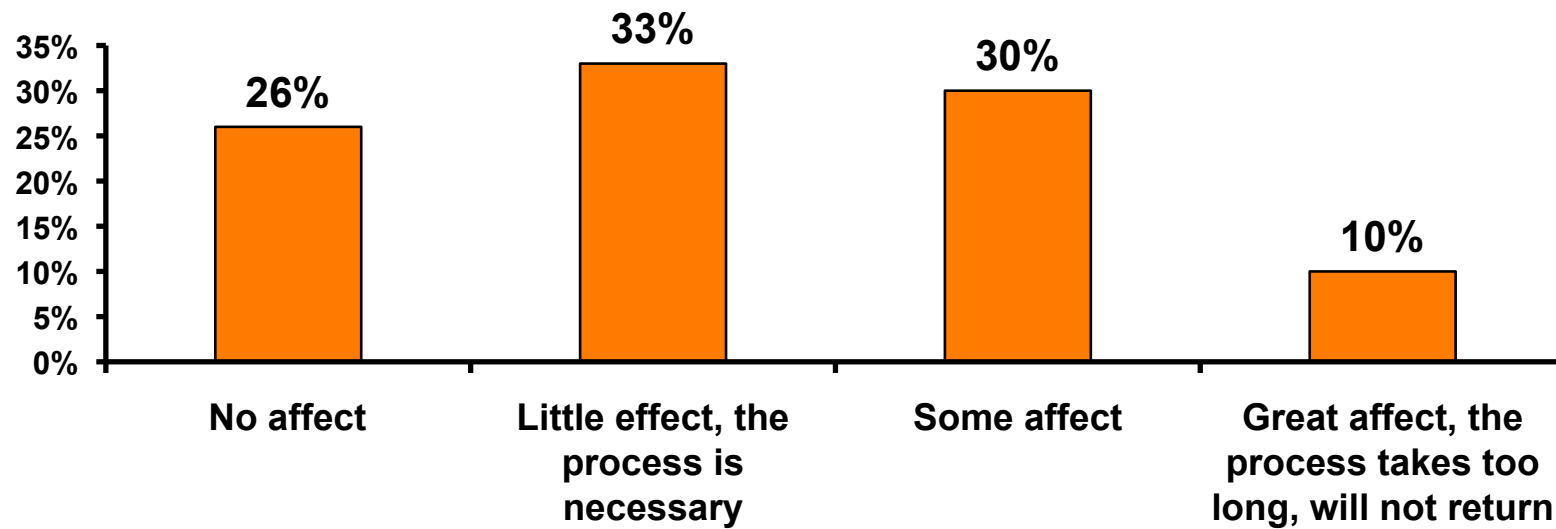
# Concerns about travel outside of Korea - Overall



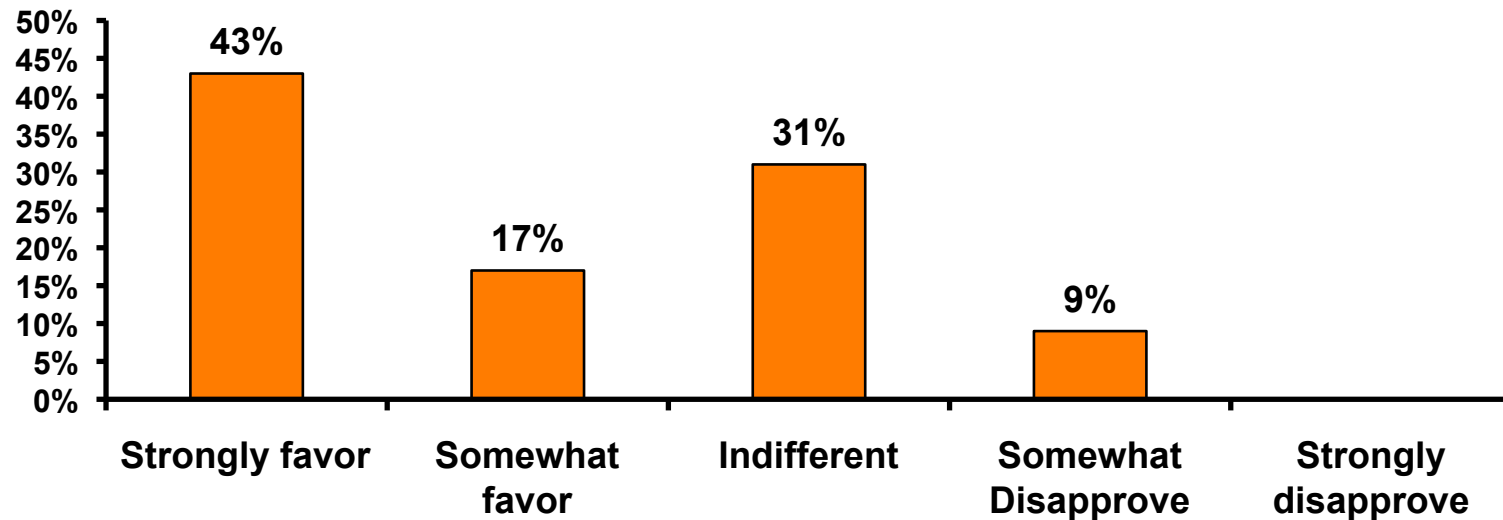
# Concerns about travel outside of Korea - By Age & Income

	AGE					PERSONAL INCOME				
	<20	20-29	30-39	40-49	50+	<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.24 Safety at my destination		64%	67%	69%	42%	51%	70%	69%	61%	71%
Expense	100%	34%	48%	46%	67%	54%	38%	43%	54%	36%
Terrorism		41%	33%	33%	25%	19%	37%	40%	34%	21%
Food	100%	30%	30%	31%	25%	43%	25%	31%	33%	29%
Spending money abroad when it should be spent at home		7%	8%	4%	8%	19%	5%	5%	6%	
Do not know		2%	5%	2%			5%	4%	3%	
No concerns		5%	3%		8%	3%	2%	4%	3%	1.4%
Other		2%	4%	2%		5%	3%	3%		
Total Cases	1	101	191	48	12	37	115	97	67	14

# Security Screening/ Immigration Process at Guam International Airport



# Increase Drinking Age to 21



# Increase Drinking Age to 21 by Gender & Age

		AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.28	Strongly Favor		35%	48%	44%	42%	46%	41%
	Somewhat favor		18%	15%	21%	33%	14%	20%
	Indifferent		37%	31%	21%	17%	29%	33%
	Somewhat disapprove	100%	10%	6%	15%	8%	11%	6%
Total	Count	1	100	191	48	12	173	179

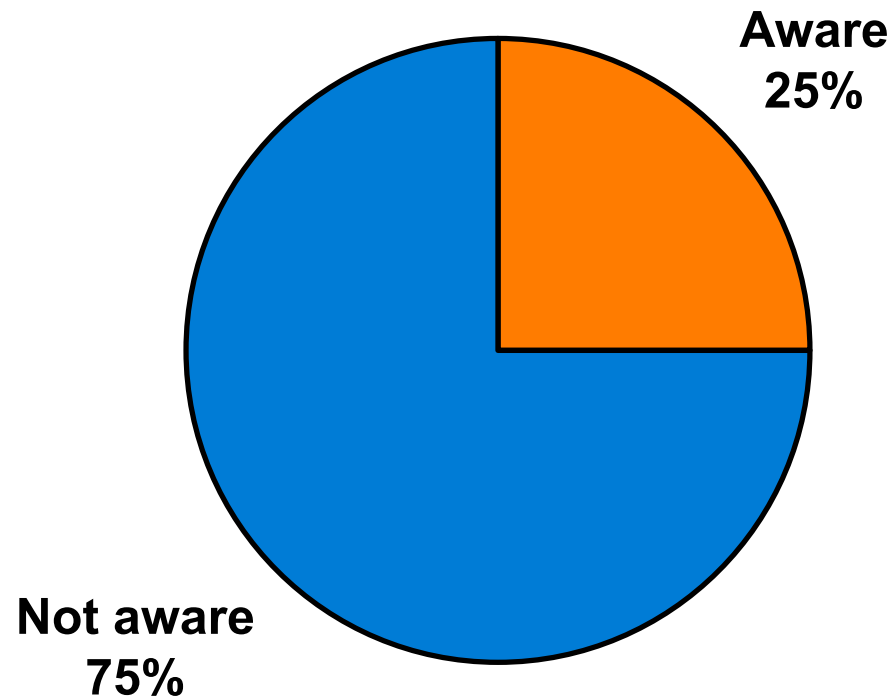
## **Hotel Room Surcharge by \$3.00/ Per day/ Per room to help build Guam Museum**

- Mean Rating – **3.1** out of possible 7.0
- Agree (Score 6-7) – **10%**
- Neutral (Score 4-5) – **39%**
- Disagree (Score 1-3) – **51%**



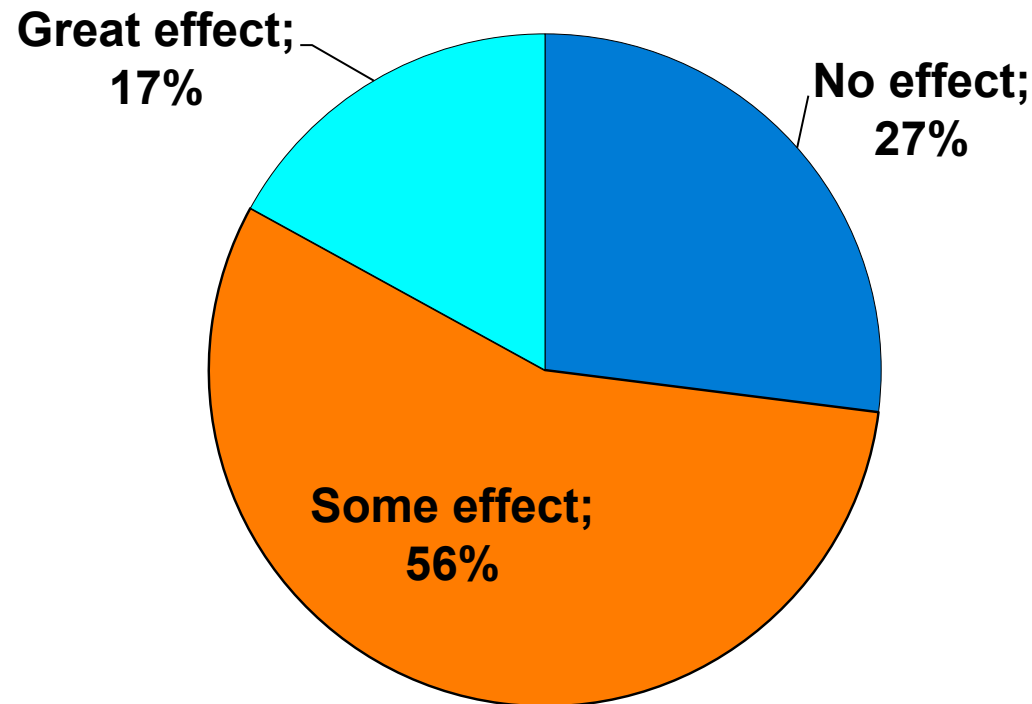
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## Awareness of U.S. Military troops moving from Japan to Guam



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



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

