



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

APRIL 2011



Prepared by: QMark Research

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Background & Methodology

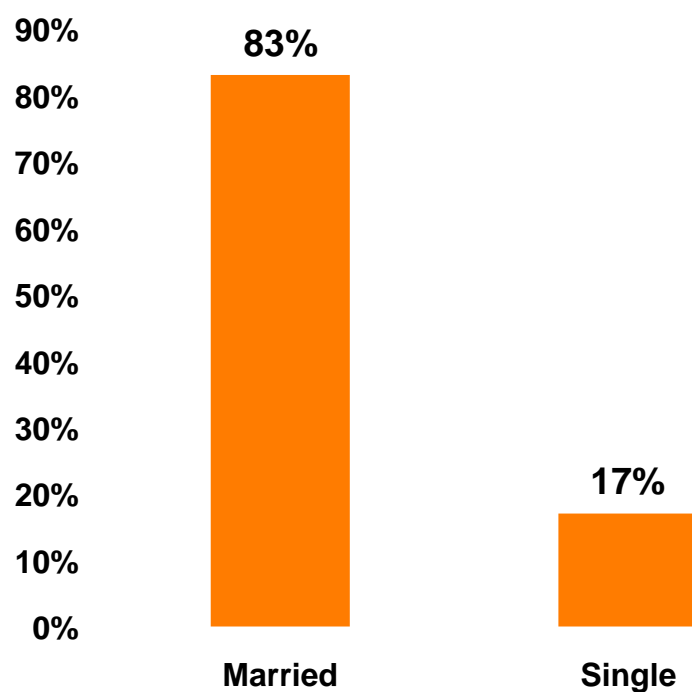
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **353** departing Korean 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.

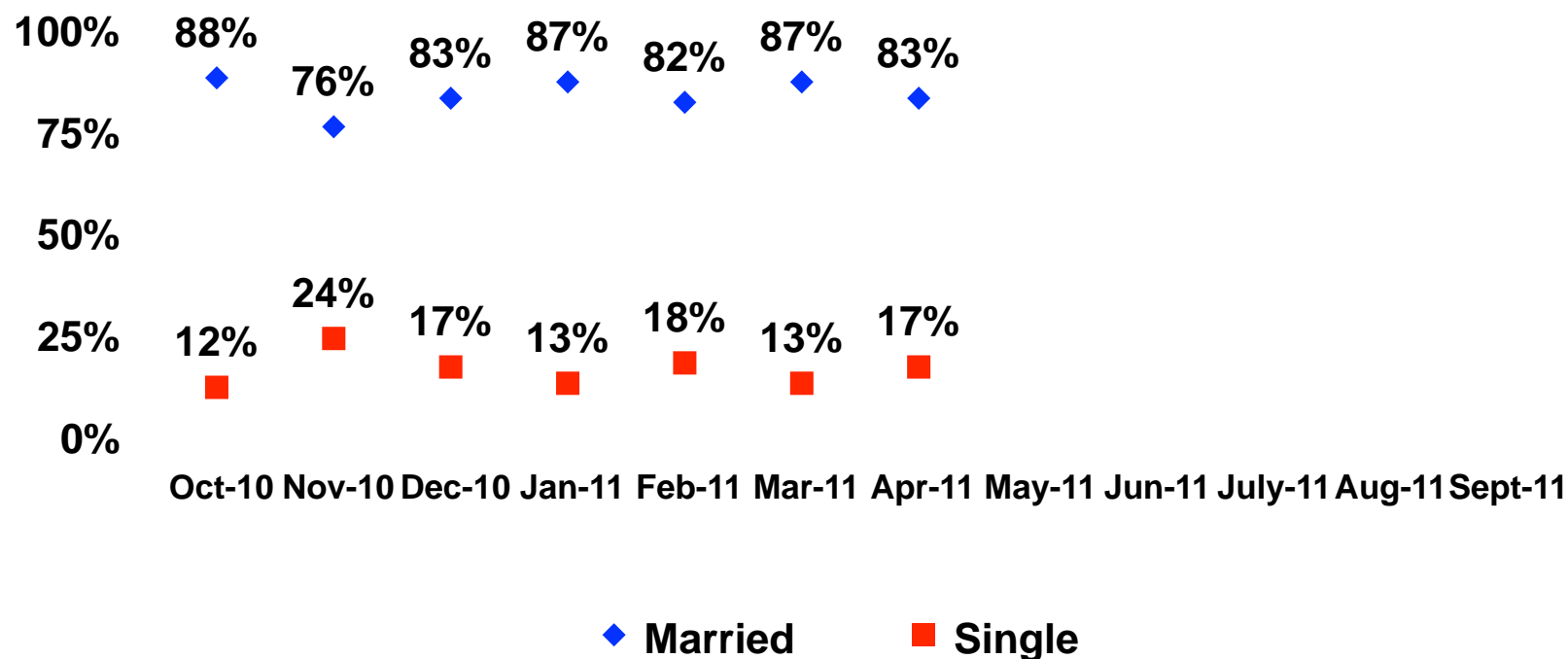
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

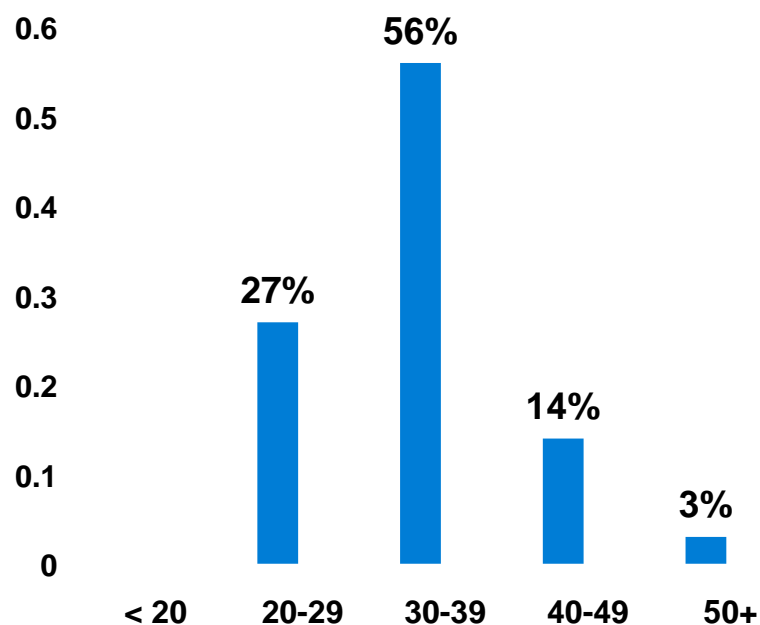


- A majority of visitors are married.

Marital Status

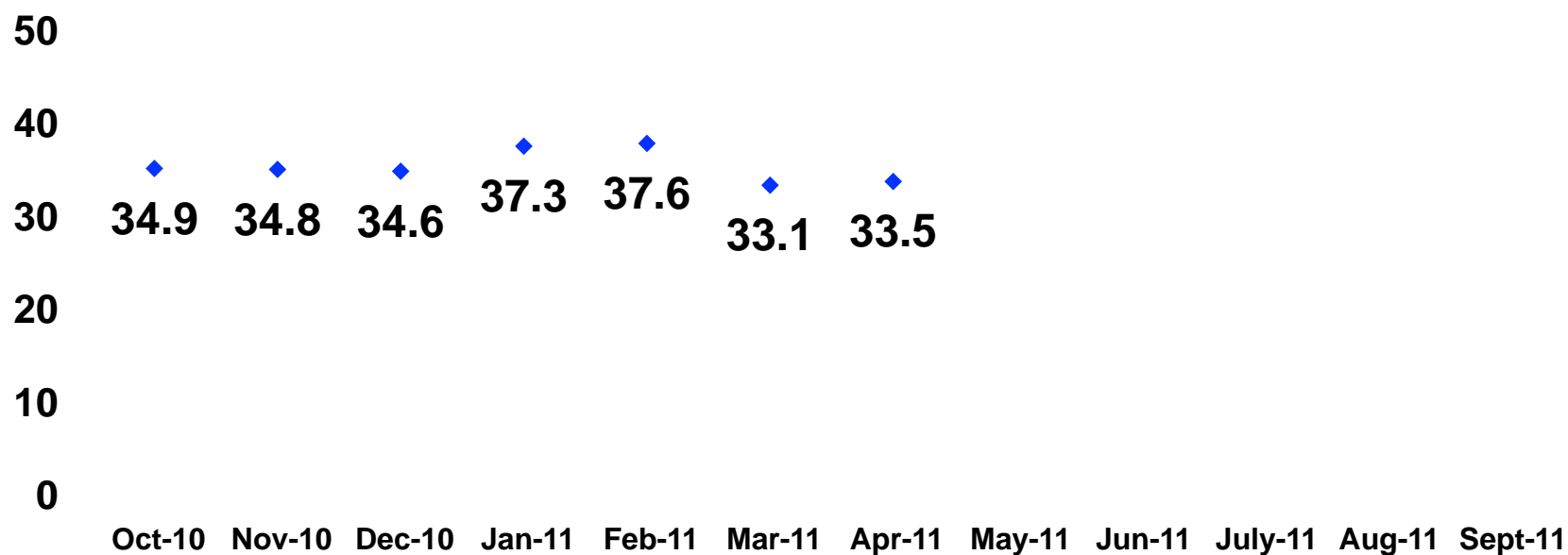


Age - Overall

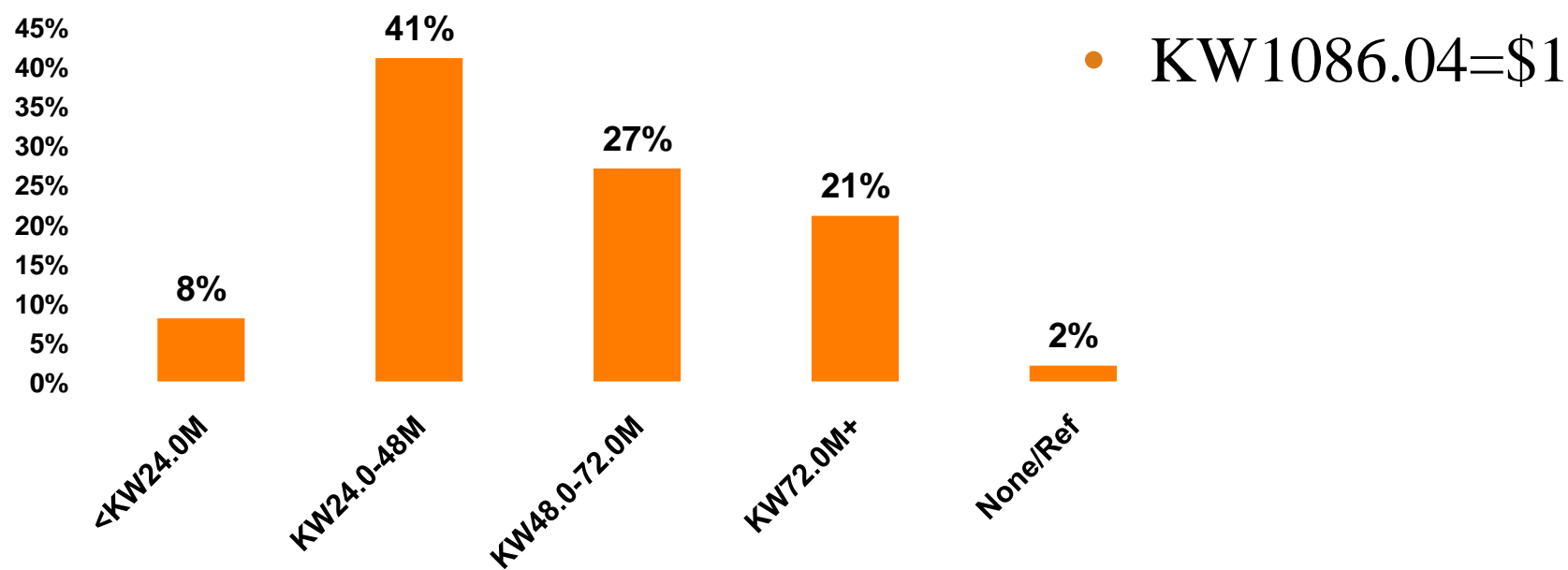


- The average age of the respondents is 33.5 years of age.

Average Age

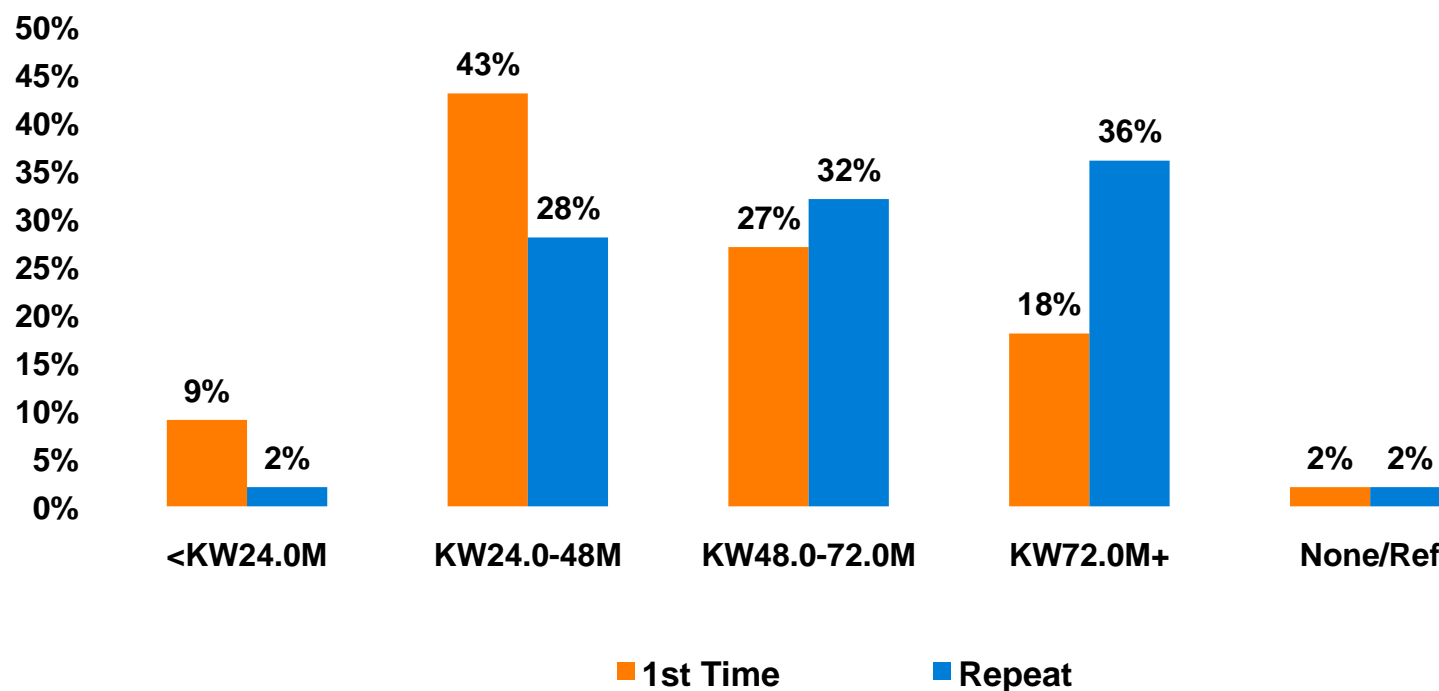


Personal Income



Personal Income

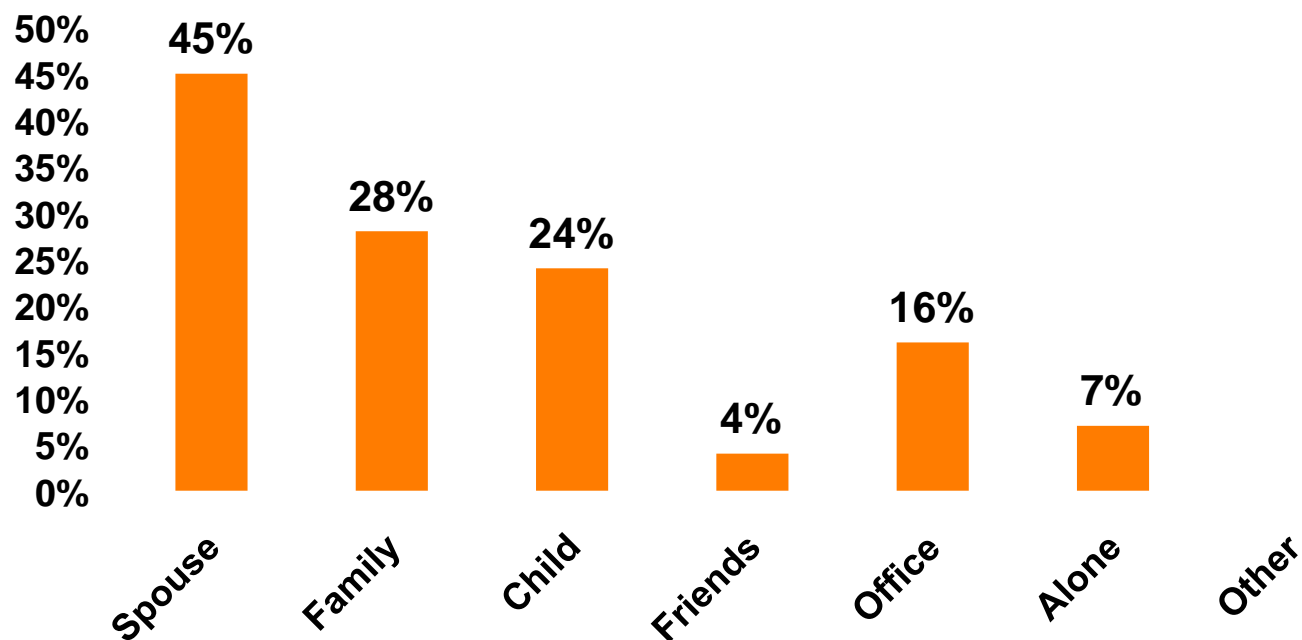
1st time vs. repeat



Personal Income by Gender & Age

| | | | TOTAL | GENDER | | AGE | | | |
|-----------------|-----------------|-------|-------|--------|--------|-------|-------|-------|-----|
| | | | | Male | Female | 20-29 | 30-39 | 40-49 | 50+ |
| PERSONAL INCOME | <KW24.0M | Count | 28 | 8 | 20 | 17 | 11 | | |
| | | | 8% | 5% | 12% | 18% | 6% | | |
| | KW24.0M-KW48.0M | Count | 141 | 70 | 71 | 51 | 78 | 7 | 5 |
| | | | 41% | 40% | 42% | 54% | 41% | 15% | 45% |
| | KW48.0M-KW72.0M | Count | 95 | 50 | 45 | 16 | 62 | 15 | 2 |
| | | | 28% | 29% | 27% | 17% | 33% | 33% | 18% |
| | KW72.0M+ | Count | 71 | 42 | 29 | 6 | 37 | 24 | 4 |
| | | | 21% | 24% | 17% | 6% | 19% | 52% | 36% |
| | Refused | Count | 7 | 3 | 4 | 5 | 2 | | |
| | | | 2% | 2% | 2% | 5% | 1% | | |
| Total | Count | 342 | 173 | 169 | 95 | 190 | 46 | 11 | |

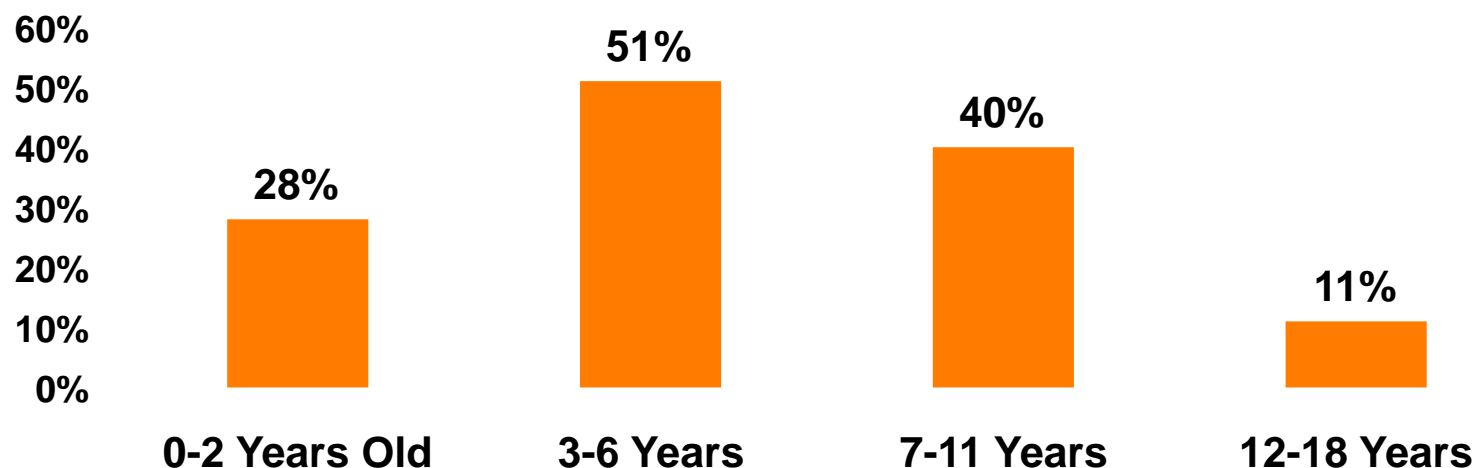
Travel Companions



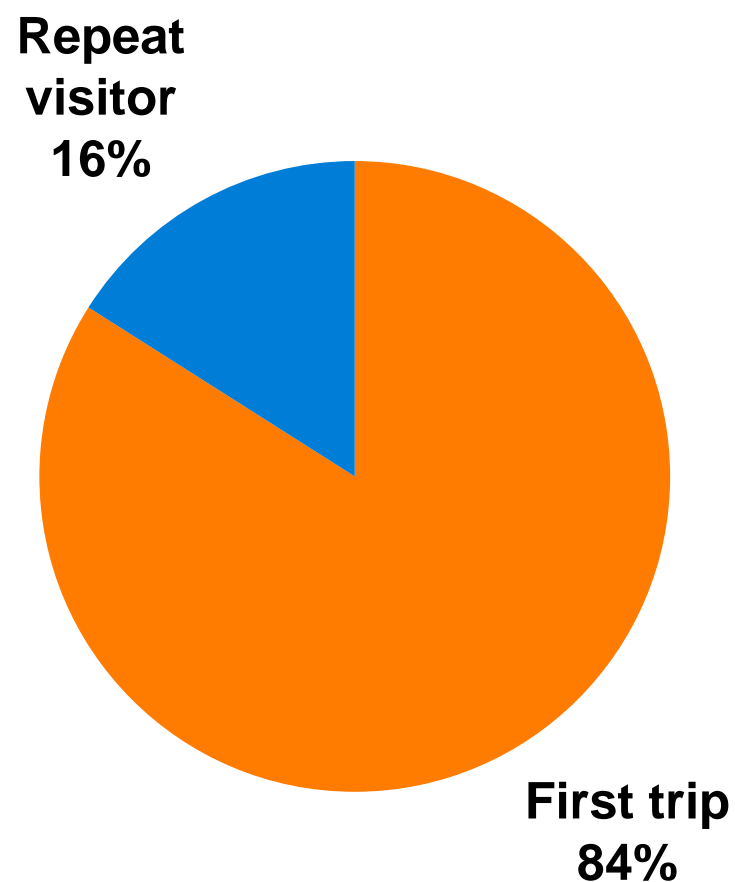
Number of Children Travel Party

N=85 total respondents traveling with children.

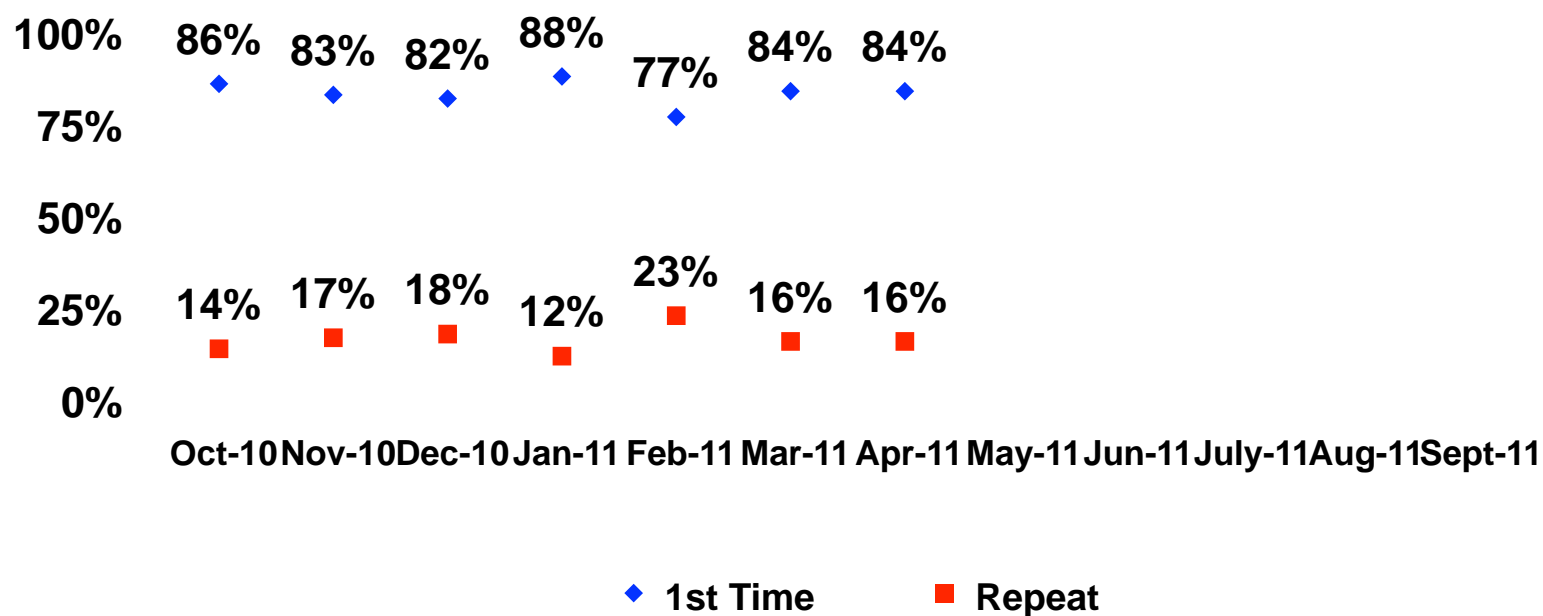
(Of those N=85 respondents, there is a total of 132 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



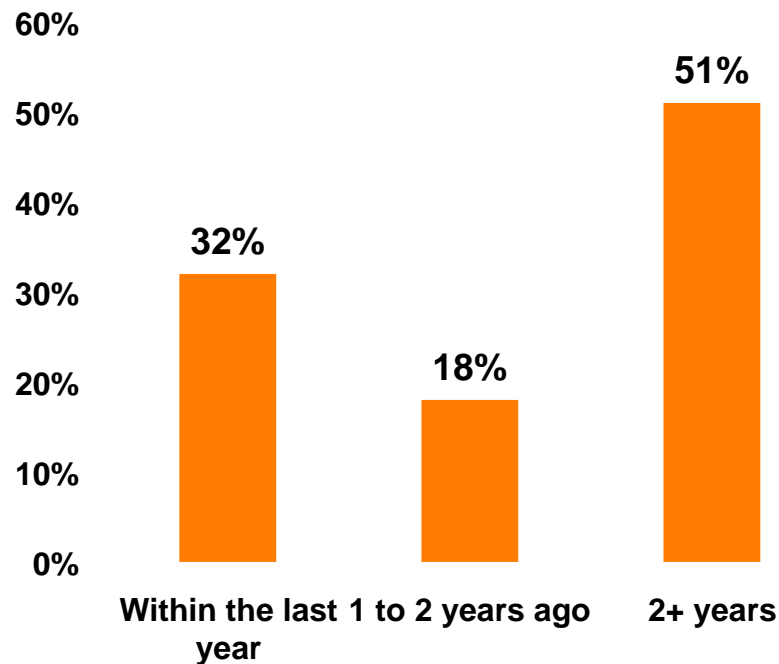
Trips to Guam by Age & Gender

| | | | TOTAL | TRIPS TO GUAM | |
|--------|--------|-------|-------|---------------|--------|
| | | | | 1st | Repeat |
| GENDER | Male | Count | 176 | 148 | 28 |
| | | | 50% | 50% | 49% |
| | Female | Count | 177 | 148 | 29 |
| | | | 50% | 50% | 51% |
| Total | Count | | 353 | 296 | 57 |
| AGE | 20-29 | Count | 96 | 90 | 6 |
| | | | 27% | 30% | 11% |
| | 30-39 | Count | 197 | 162 | 35 |
| | | | 56% | 55% | 61% |
| | 40-49 | Count | 48 | 38 | 10 |
| | | | 14% | 13% | 18% |
| | 50+ | Count | 12 | 6 | 6 |
| | | | 3% | 2% | 11% |
| Total | Count | | 353 | 296 | 57 |

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

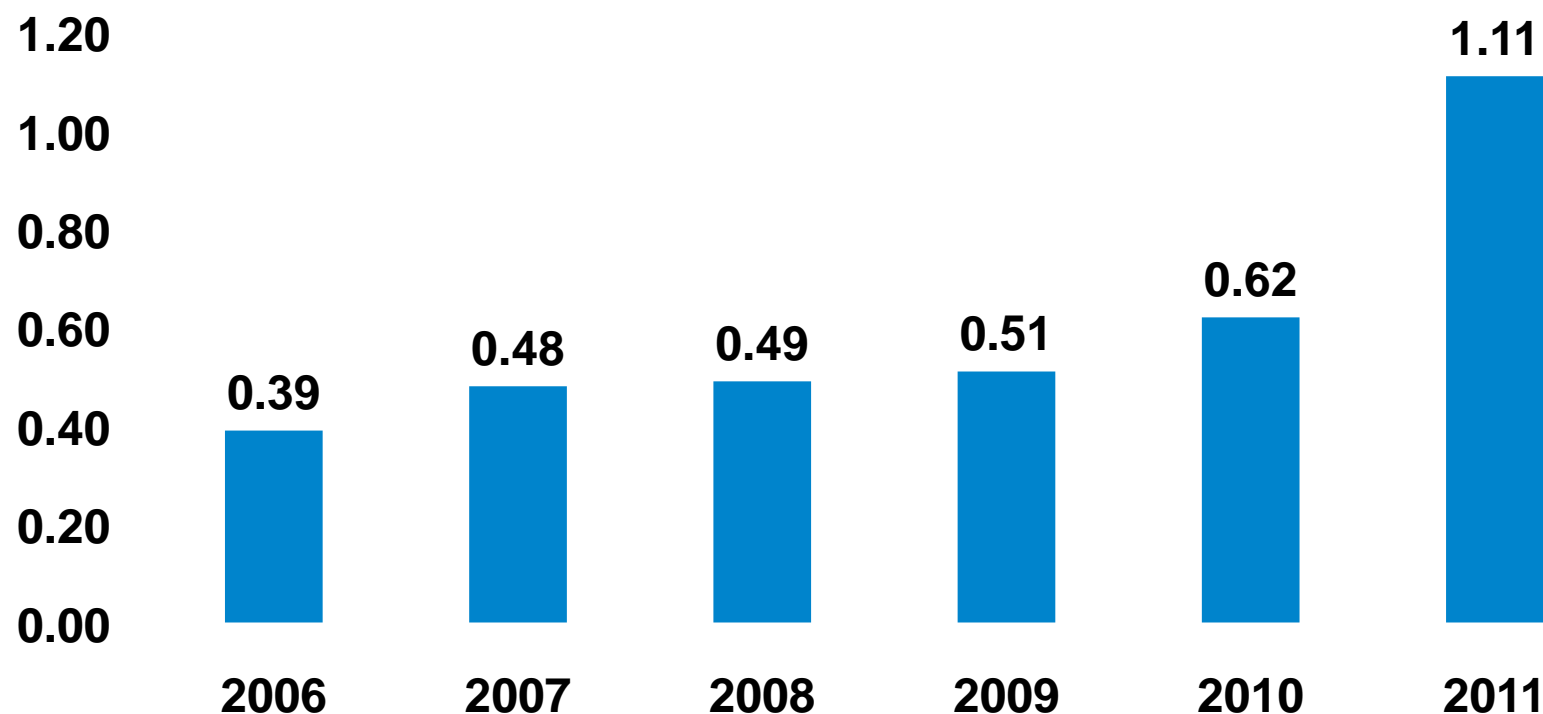
Repeat Visitors Last Trip

n = 57

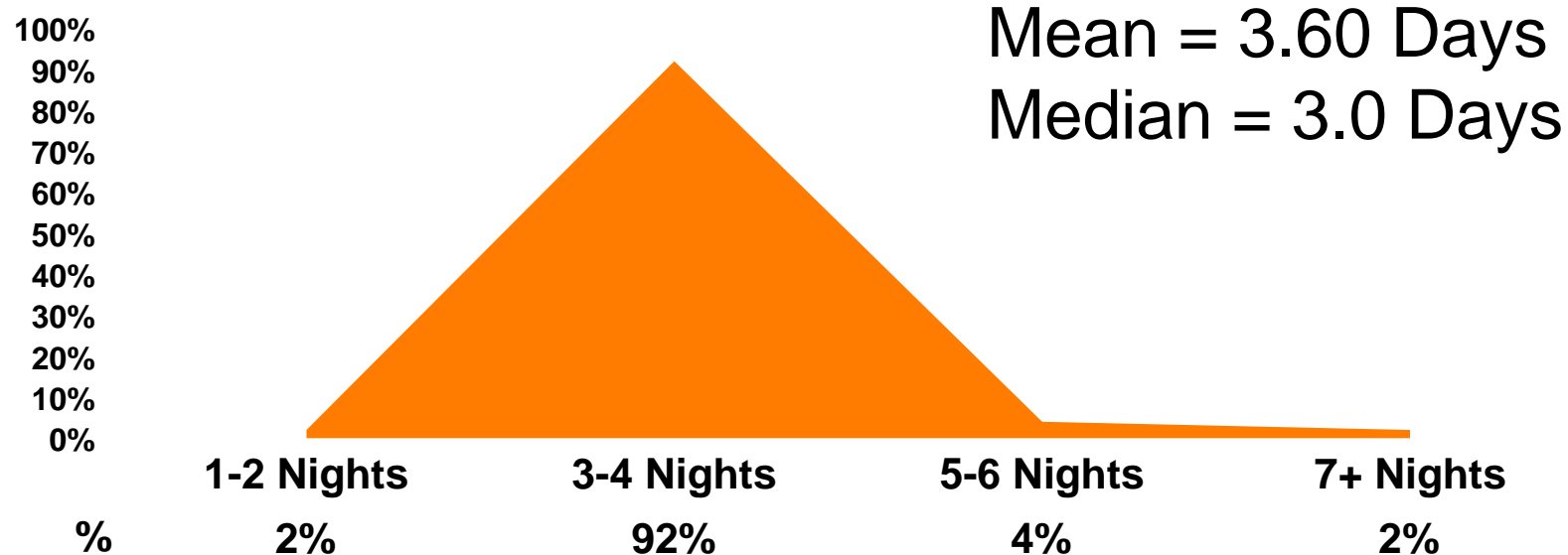


- The average repeat visitor has been to Guam 2.9 times.
- Roughly half of the repeat visitors have been to Guam within the last 2 years.

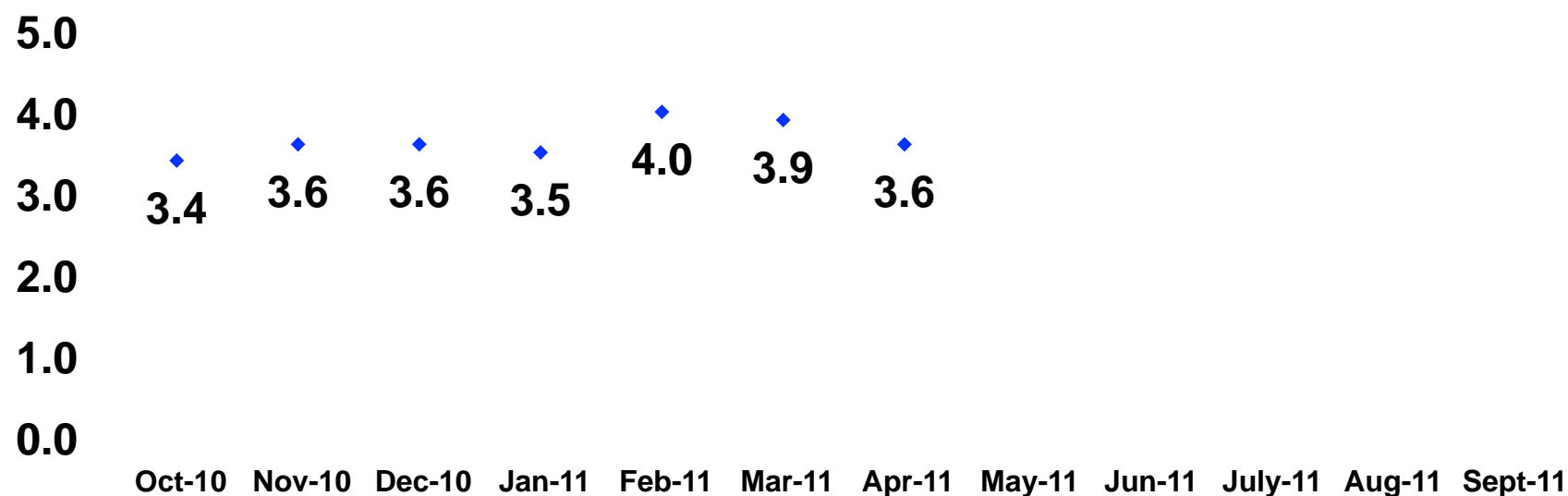
Average Number Overnight Trips (2005-2011) (2 nights or more)



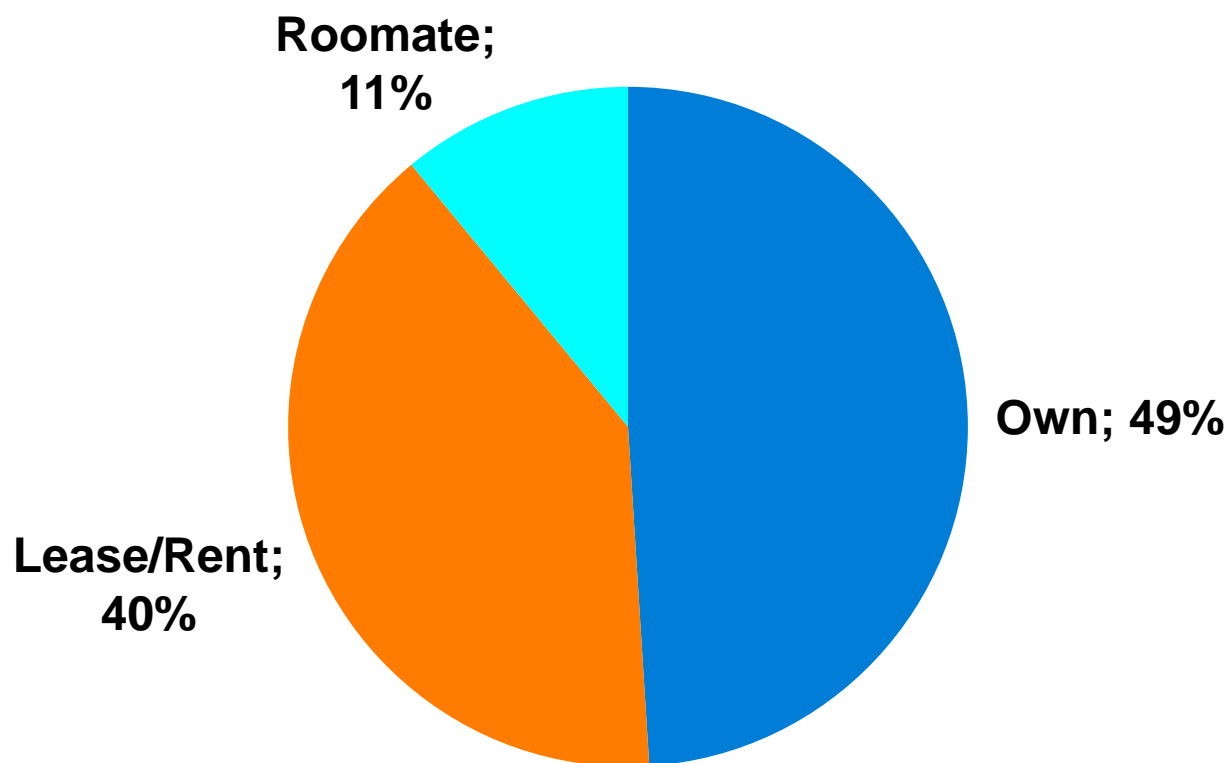
Length of Stay



Average Length of Stay



Living Accommodations

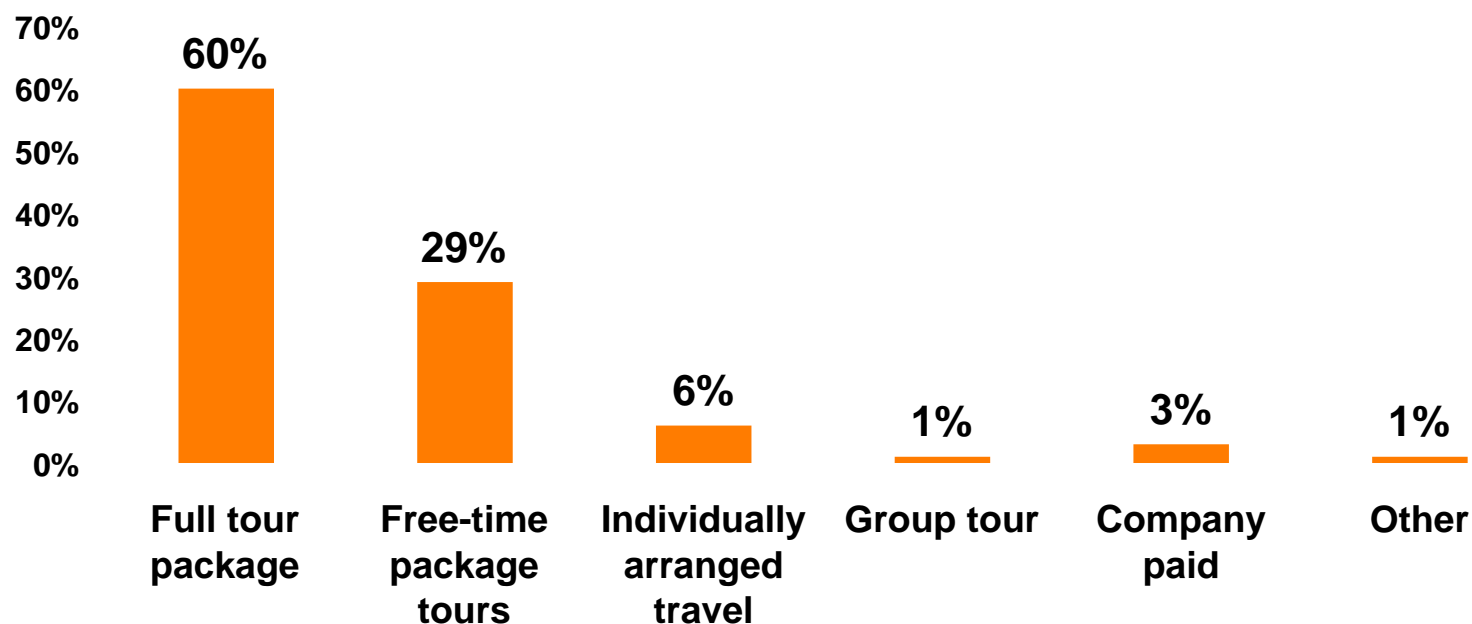


Occupation by Income

| | | TOTAL | PERSONAL INCOME | | | | | |
|-------|-----------------------|-------|-----------------|-----------------|-----------------|----------|---------|-----|
| | | | <KW24.0M | KW24.0M-KW48.0M | KW48.0M-KW72.0M | KW72.0M+ | Refused | |
| Q.29 | White Collar-Office | 33% | 46% | 40% | 33% | 23% | | |
| | Prof/Specialist/Tech | 14% | 11% | 12% | 13% | 21% | | |
| | Self-employed | 12% | 21% | 9% | 9% | 18% | | |
| | Homemaker | 11% | 4% | 9% | 13% | 11% | | 29% |
| | Service worker | 5% | | 6% | 5% | 3% | | |
| | Manager | 5% | | 3% | 4% | 11% | | |
| | Professor/Teacher | 4% | 7% | 4% | 6% | 1% | | |
| | Student | 3% | | 1% | 3% | 1% | | 43% |
| | Sales/Clerical | 2% | | 2% | 4% | 1% | | |
| | Other | 2% | 4% | 2% | 3% | 1% | | |
| | Unemployed | 2% | | 2% | 1% | | 29% | |
| | Govt-Mgr | 2% | | 1% | 1% | 4% | | |
| | Govt - Office/non-mgr | 1% | 4% | 1% | 2% | | | |
| | Free-lancer | 1% | | 1% | 2% | 3% | | |
| | Govt-Exec | 1% | | 3% | | | | |
| | Skilled worker | 1% | | 2% | | | | |
| | Farmer | 0% | | 1% | | | | |
| | Retired | 0% | 4% | | | | | |
| | Judicial | 0% | 1% | | | | | |
| Total | Count | 351 | 28 | 139 | 95 | 71 | 7 | |

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

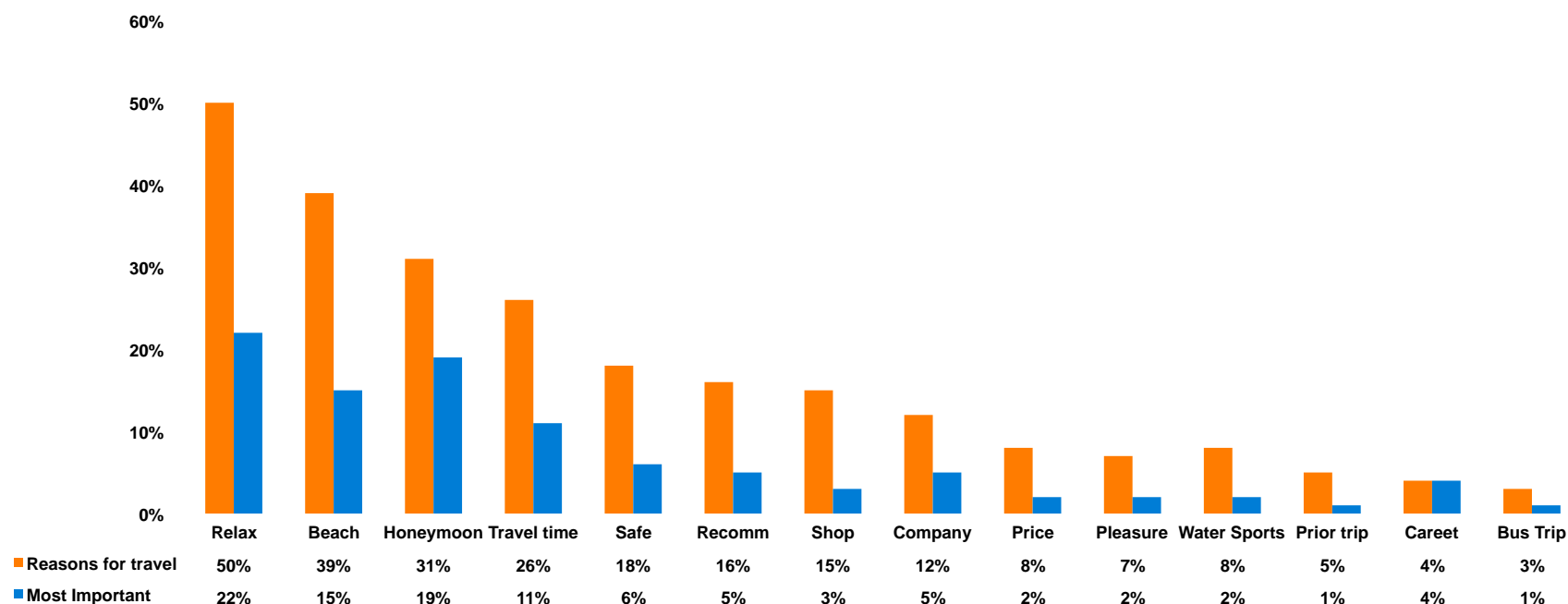


Accommodation by Income

Average length of stay: 3.60 days

| | | TOTAL | PERSONAL INCOME | | | | |
|-----|-------------------------------|-------|-----------------|-----------------|-----------------|----------|---------|
| | | | <KW24.0M | KW24.0M-KW48.0M | KW48.0M-KW72.0M | KW72.0M+ | Refused |
| Q.9 | Pacific Islands Club PIC | 48% | 61% | 37% | 55% | 56% | 29% |
| | Hyatt Regency Guam | 16% | 18% | 19% | 14% | 16% | 14% |
| | Sheraton Laguna Resort | 7% | 4% | 12% | 7% | | |
| | The Westin Resort Guam | 7% | 7% | 14% | 1% | 1% | |
| | Hilton Guam Resort & Spa | 6% | 4% | 6% | 6% | 7% | |
| | Holiday Resort Guam | 4% | 4% | 4% | 5% | 1% | |
| | Onward Beach Resort | 2% | | 4% | | 3% | 14% |
| | Outrigger Guam Resort | 2% | 4% | 2% | | 4% | |
| | Leo Palace Resort | 1% | | 1% | 1% | 4% | |
| | Royal Orchid Guam | 1% | | 1% | 3% | 1% | |
| | Relatives, Friends, Home Stay | 1% | | | 1% | 1% | 29% |
| | Hotel Nikko Guam | 1% | | | 2% | | |
| | Bayview Hotel | 1% | | 1% | 1% | | |
| | Days Inn Tamuning | 1% | | 1% | 1% | | |
| | Ramada Suites Guam | 1% | | | | 1% | 14% |
| | Hotel Sane Fe | 1% | | | 1% | 1% | |
| | Guam Marriott Resort Hotel | 0% | | | | 1% | |
| | Guam Reef Hotel | 0% | | | 1% | | |
| | Total | Count | 349 | 28 | 138 | 95 | 70 |

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- The desire to relax,
 - Honeymoon and
 - Guam's natural beauty/beaches
- are the three reasons mentioned most often as the most important reason for this particular trip.

Motivation by Age & Gender

| | | TOTAL | AGE | | | | GENDER | |
|-------|---|-------|-------|-------|-------|-----|--------|--------|
| | | | 20-29 | 30-39 | 40-49 | 50+ | Male | Female |
| Q.5 | Just to relax | 50% | 39% | 52% | 60% | 67% | 48% | 52% |
| | Beautiful seas, beaches, tropical climate | 39% | 30% | 40% | 44% | 75% | 37% | 41% |
| | Honeymoon | 31% | 52% | 28% | 6% | | 35% | 27% |
| | Short travel time | 26% | 22% | 28% | 31% | 17% | 25% | 27% |
| | It is a safe place to spend a vacation | 18% | 7% | 21% | 27% | 25% | 16% | 20% |
| | Recommendation of friend, relative, travel agency | 16% | 14% | 17% | 19% | 17% | 16% | 17% |
| | Shopping | 15% | 11% | 19% | 4% | 8% | 15% | 15% |
| | My company sponsored me | 12% | 20% | 9% | 13% | | 9% | 15% |
| | Price of the tour package | 8% | 9% | 7% | 4% | 17% | 7% | 8% |
| | Water sports | 8% | 10% | 7% | 4% | 8% | 6% | 10% |
| | Pleasure | 7% | 4% | 8% | 2% | 33% | 6% | 8% |
| | A previous visit | 5% | 1% | 7% | 6% | 8% | 5% | 6% |
| | Career certification or testing | 4% | 6% | 5% | | | 7% | 1% |
| | Company or Business trip | 3% | 3% | 2% | 2% | 25% | 3% | 3% |
| | To golf | 2% | | 1% | 10% | 8% | 1% | 3% |
| | Organized Sporting Activity | 2% | 2% | 2% | 2% | | 1% | 2% |
| | Other | 1% | | 3% | | | 1% | 2% |
| | To visit friends or relatives | 1% | | 2% | | 8% | 1% | 2% |
| | SCUBA diving | 1% | | 1% | 4% | 8% | 1% | 1% |
| | Special promotion | 1% | | 1% | 2% | | 1% | 1% |
| | To get married or Attend wedding | 1% | 1% | 1% | | | 2% | |
| | Promotional materials from GVB | 1% | 1% | | 2% | | 1% | |
| Total | Cases | 352 | 96 | 196 | 48 | 12 | 176 | 176 |

Motivation by Income

| | | TOTAL | PERSONAL INCOME | | | | | |
|-----|---|-------|-----------------|-----------------|-----------------|----------|---------|---|
| | | | <KW24.0M | KW24.0M-KW48.0M | KW48.0M-KW72.0M | KW72.0M+ | Refused | |
| Q.5 | Just to relax | 50% | 32% | 48% | 57% | 58% | | |
| | Beautiful seas, beaches, tropical climate | 39% | 36% | 34% | 39% | 42% | 57% | |
| | Honeymoon | 31% | 50% | 45% | 26% | 3% | 43% | |
| | Short travel time | 26% | 14% | 25% | 28% | 31% | 14% | |
| | It is a safe place to spend a vacation | 18% | 11% | 18% | 22% | 18% | 14% | |
| | Recommendation of friend, relative, travel agency | 16% | 18% | 11% | 16% | 27% | 29% | |
| | Shopping | 15% | 11% | 15% | 13% | 20% | | |
| | My company sponsored me | 12% | 29% | 15% | 8% | 6% | | |
| | Price of the tour package | 8% | | 9% | 5% | 11% | | |
| | Water sports | 8% | 21% | 5% | 9% | 6% | | |
| | Pleasure | 7% | 7% | 6% | 8% | 7% | | |
| | A previous visit | 5% | 4% | 2% | 5% | 11% | | |
| | Career certification or testing | 4% | | 3% | 4% | 3% | 57% | |
| | Company or Business trip | 3% | | 2% | 2% | 8% | | |
| | To golf | 2% | | | 2% | 7% | | |
| | Organized Sporting Activity | 2% | 4% | 2% | 2% | | | |
| | Other | 1% | | 1% | 1% | 4% | | |
| | To visit friends or relatives | 1% | | 1% | 2% | 1% | | |
| | SCUBA diving | 1% | | 1% | 2% | 1% | | |
| | Special promotion | 1% | | 1% | | 3% | | |
| | To get married or Attend wedding | 1% | | 1% | 1% | | | |
| | Promotional materials from GVB | 1% | | 1% | | 1% | | |
| | Total | Cases | 352 | 28 | 140 | 95 | 71 | 7 |

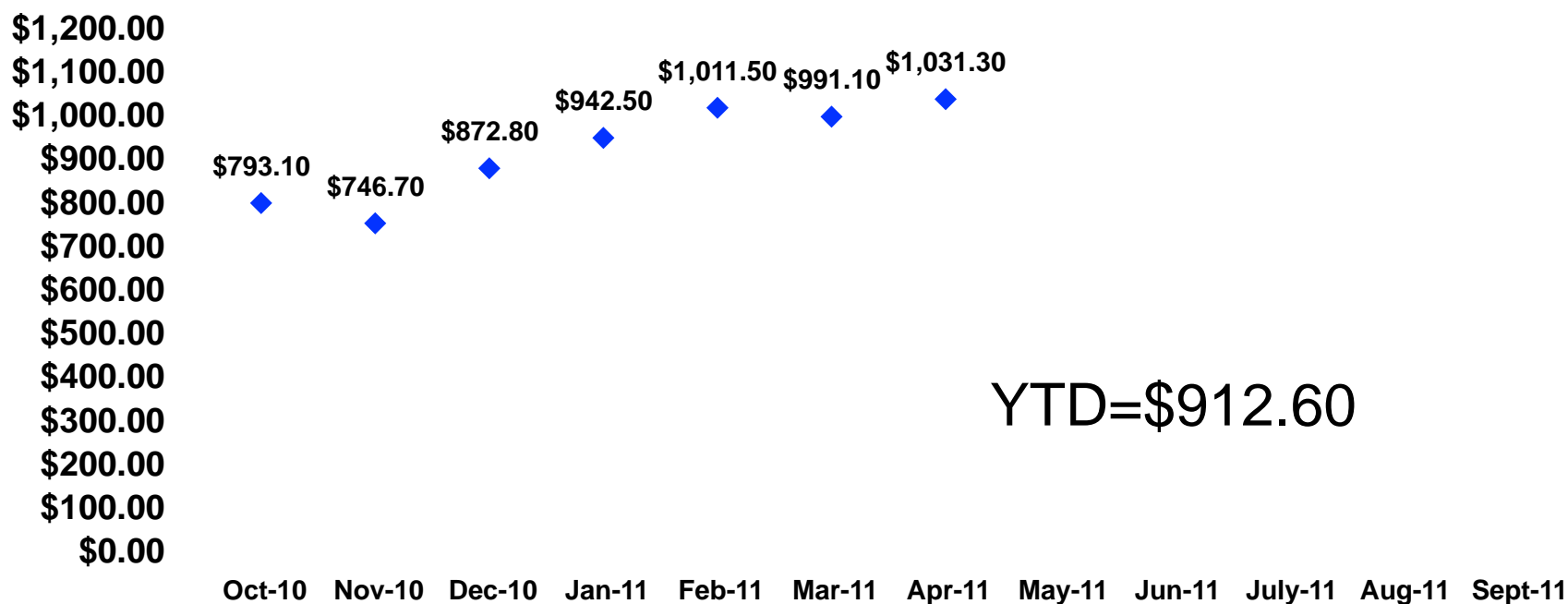
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

KW1086.04/US\$1

- \$2,142.60 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$10,128 = maximum (highest amount recorded for the entire sample)
- \$1,031.30 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

KW1086.04=\$1

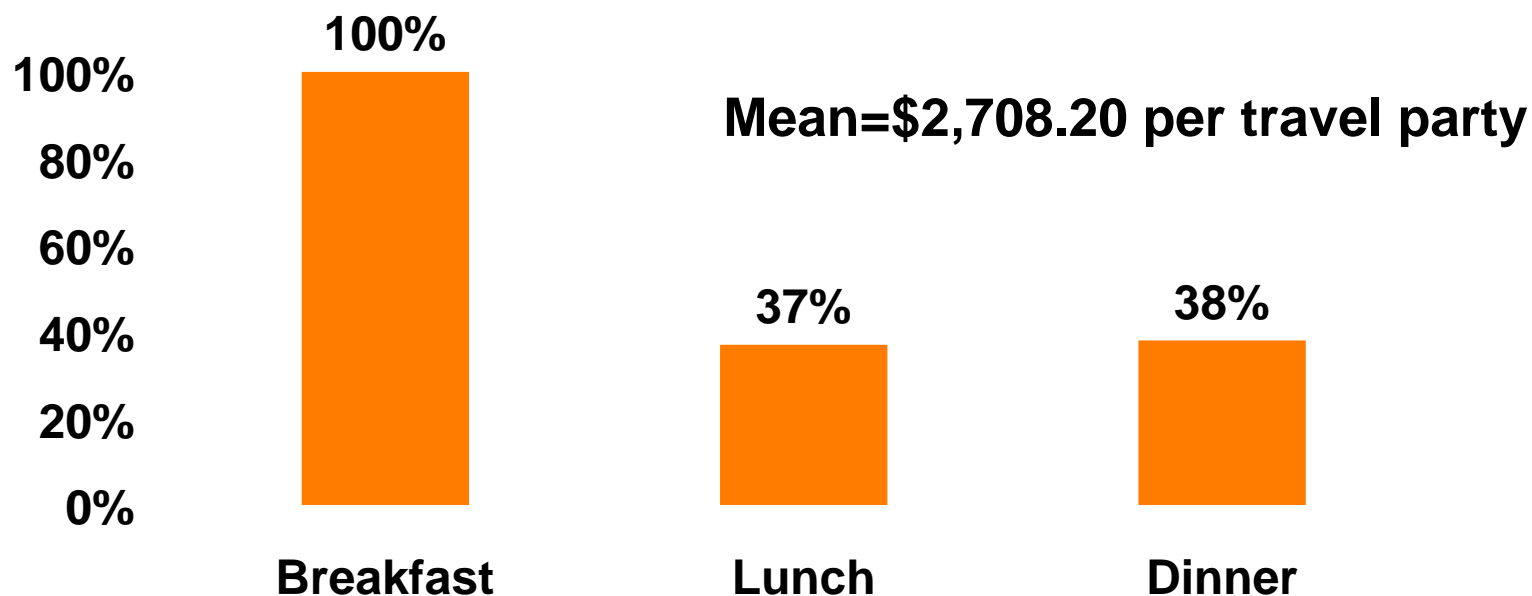
(Filter: Only those who responded)

| | MEAN \$ |
|---|------------|
| Air & Accommodation package only | \$1,716.00 |
| Air & Accommodation w/ daily meal package | \$2,708.20 |
| Air only | \$615.40 |
| Accommodation only | \$442.90 |
| Accommodation w/ daily meal only | \$946.60 |
| Food & Beverages in Hotel | \$196.00 |
| Ground transportation- Korea | \$106.70 |
| Ground transportation- Guam | \$56.50 |
| Optional tours/ activities | \$287.90 |
| Other expenses | \$478.50 |
| Total Prepaid | \$2,142.60 |

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

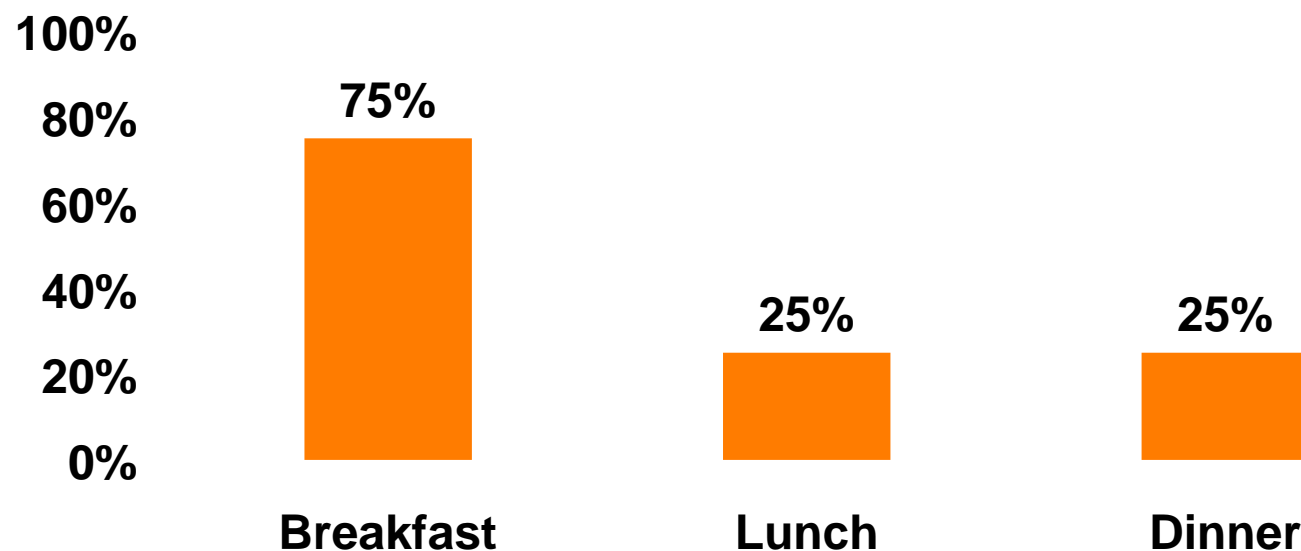
n=211



Prepaid Meal Breakdown

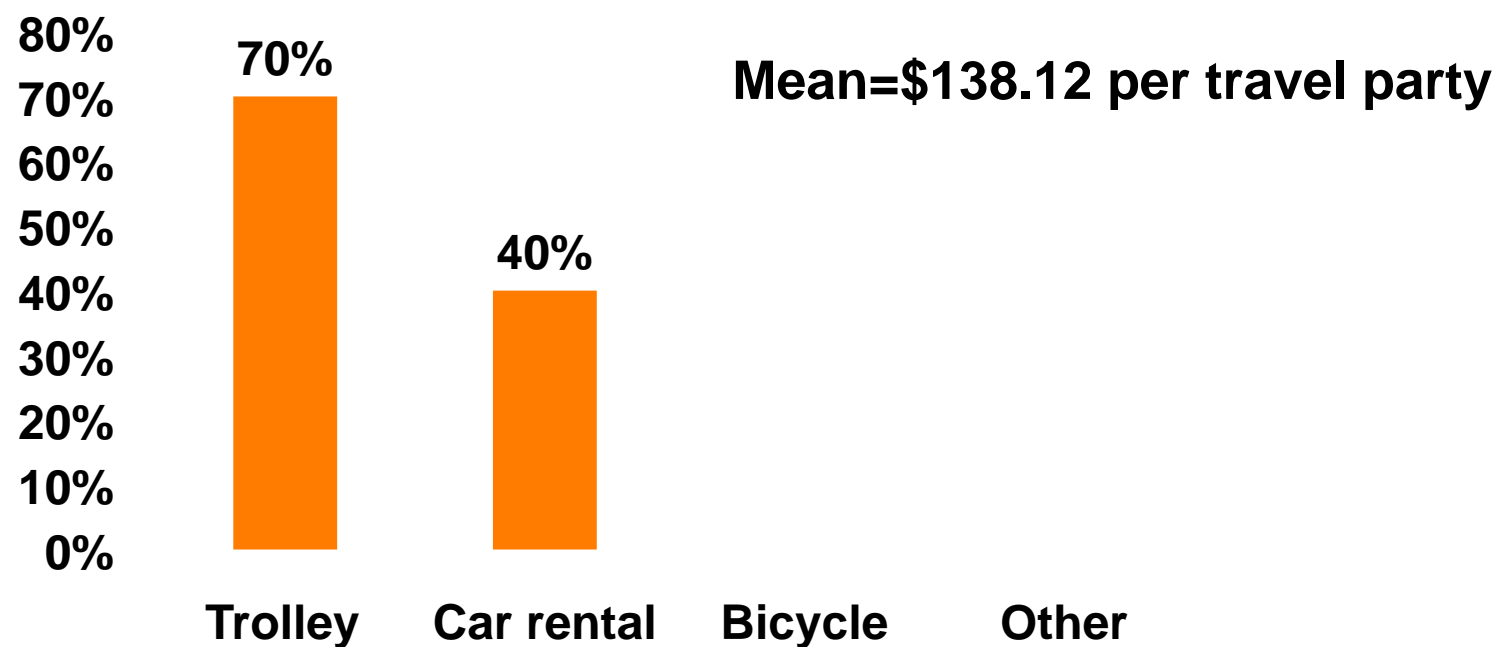
Accommodations with Daily Meal Package

n= 4



Mean= \$946.60 per travel party

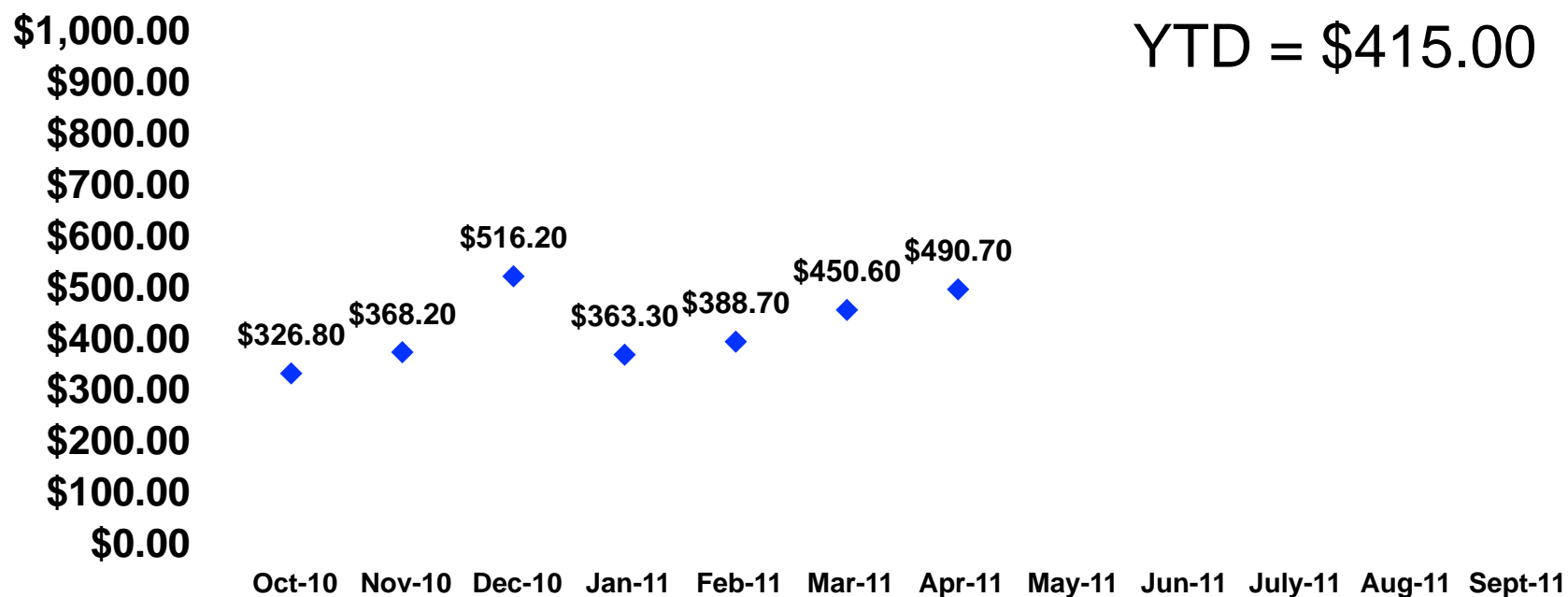
Prepaid Ground Transportation n=10



On-Island Expenditures

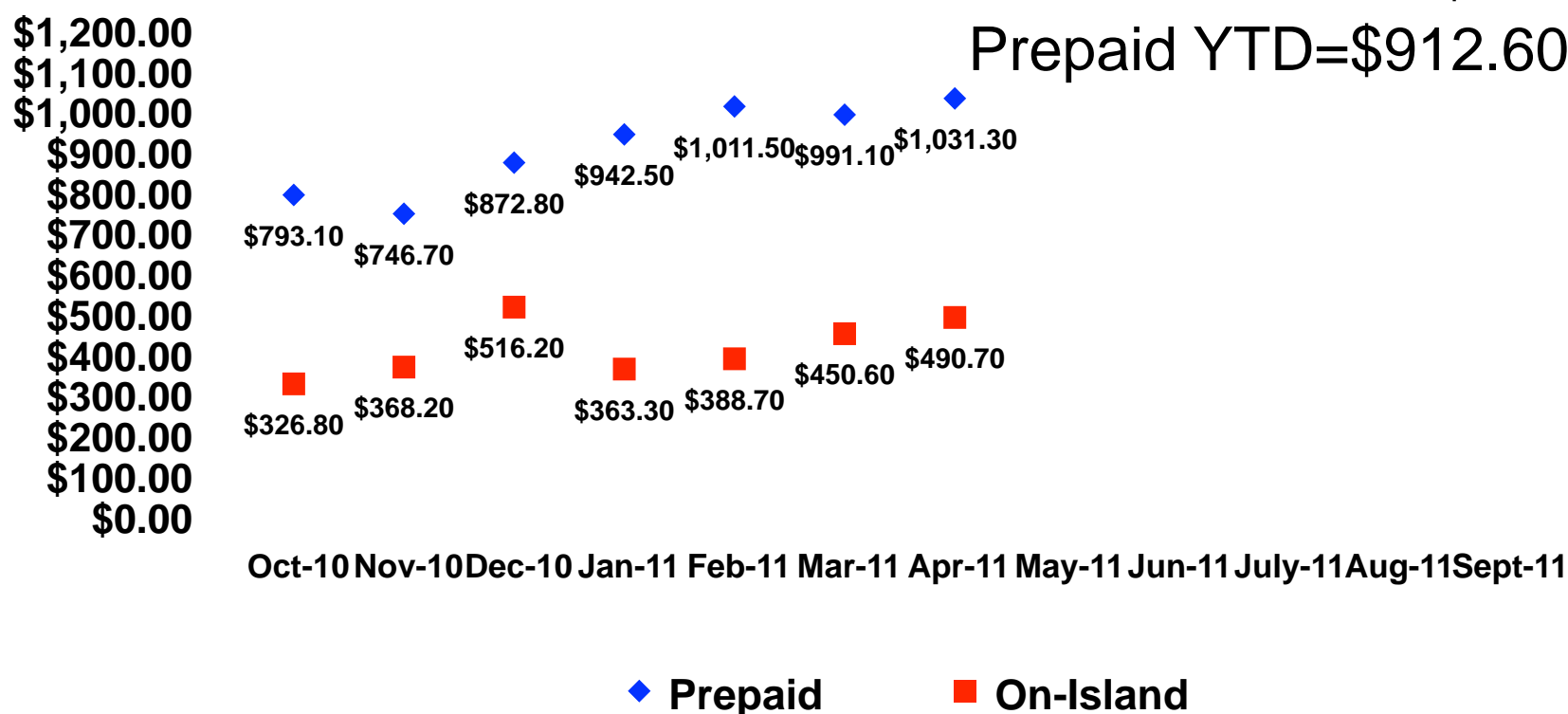
- \$972.50 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)
- \$490.70 = overall mean average per person on-island expenditure

On-Island Expenditures



Prepaid & On-Island Expenditures

On-Island YTD = \$415.00
Prepaid YTD=\$912.60



Total On-Island Expenditure by Gender & Age

| | | GENDER | | GENDER | | | | | | | |
|------------|----------|------------|----------|------------|------------|----------|------------|----------|----------|----------|---------|
| | | Male | Female | Male | | | | Female | | | |
| | | | | AGE | | | | AGE | | | |
| | | | | 20-29 | 30-39 | 40-49 | 50+ | 20-29 | 30-39 | 40-49 | 50+- |
| Q.11A Mean | \$972.50 | \$1,115.15 | \$830.67 | \$1,100.53 | \$1,178.06 | \$908.77 | \$1,143.29 | \$960.73 | \$794.42 | \$759.59 | \$67.20 |
| Median | \$600 | \$800 | \$500 | \$880 | \$800 | \$700 | \$583 | \$500 | \$500 | \$500 | \$0 |

On-Island Expenditure Categories by Gender & Age

| | | TOTAL | GENDER | | AGE | | | |
|------------------------------|--------|----------|------------|----------|------------|------------|----------|----------|
| | | | Male | Female | 20-29 | 30-39 | 40-49 | 50+ |
| F&B-HOTEL | Mean | \$57.88 | \$71.16 | \$44.66 | \$25.95 | \$68.69 | \$80.83 | \$44.00 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| F&B-FF REST/CONV | Mean | \$30.31 | \$31.76 | \$28.86 | \$29.07 | \$30.84 | \$31.83 | \$25.33 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| F&B-OUT- SIDE HOTEL/ REST | Mean | \$41.48 | \$56.03 | \$27.01 | \$16.20 | \$51.40 | \$46.31 | \$61.50 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| OPTIONAL TOUR | Mean | \$103.19 | \$108.39 | \$98.02 | \$118.88 | \$90.98 | \$124.79 | \$91.67 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| GIFT/ SOUV-SELF | Mean | \$238.15 | \$250.82 | \$225.55 | \$235.51 | \$271.55 | \$147.54 | \$73.33 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| GIFT/ SOUV- F&F AT HOME | Mean | \$158.13 | \$171.11 | \$145.29 | \$160.16 | \$164.98 | \$150.63 | \$60.00 |
| | Median | \$0 | \$0 | \$20 | \$10 | \$0 | \$0 | \$0 |
| LOCAL TRANS | Mean | \$21.64 | \$24.14 | \$19.18 | \$10.22 | \$26.25 | \$25.46 | \$22.50 |
| | Median | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| OTHER EXP | Mean | \$314.05 | \$402.87 | \$225.73 | \$390.58 | \$292.56 | \$248.54 | \$316.58 |
| | Median | \$30 | \$25 | \$30 | \$32 | \$30 | \$40 | \$0 |
| TOTAL ON ISLAND | Mean | \$972.50 | \$1,115.15 | \$830.67 | \$1,007.33 | \$1,000.84 | \$855.94 | \$694.92 |
| | Median | \$600 | \$800 | \$500 | \$560 | \$600 | \$600 | \$425 |

On-Island Expenditures

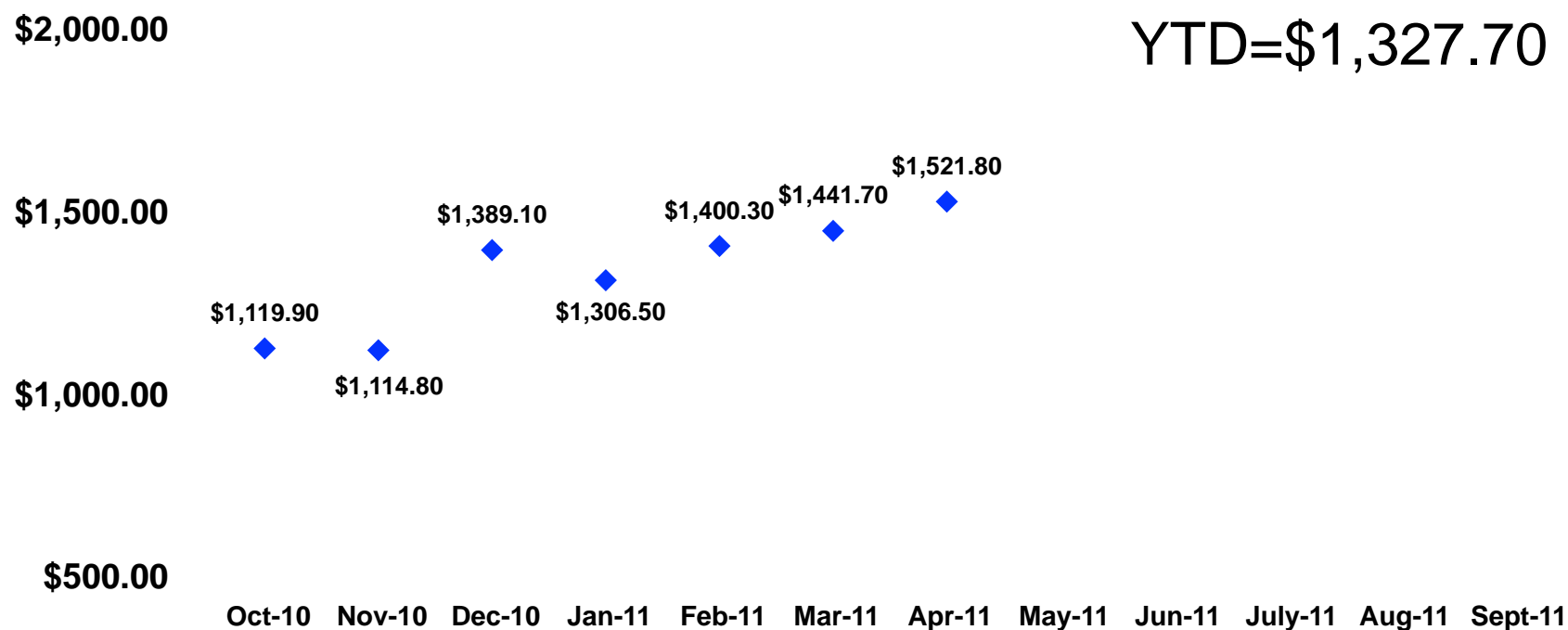
First Timers & Repeaters

| | | TRIPS TO GUAM | |
|---------------|--------|---------------|----------|
| | | 1st | Repeat |
| F&B-HOTEL | Mean | \$37.47 | \$163.82 |
| | Median | \$0 | \$0 |
| F&B-FF | Mean | \$30.22 | \$30.74 |
| REST/CONV | Median | \$0 | \$0 |
| F&B-OUT- SIDE | Mean | \$36.15 | \$69.12 |
| HOTEL/ REST | Median | \$0 | \$0 |
| OPTIONAL | Mean | \$114.56 | \$44.12 |
| TOUR | Median | \$0 | \$0 |
| GIFT/ | Mean | \$243.17 | \$212.09 |
| SOUV-SELF | Median | \$0 | \$0 |
| GIFT/ SOUV- | Mean | \$169.36 | \$100.00 |
| F&F AT HOME | Median | \$10 | \$0 |
| LOCAL TRANS | Mean | \$17.56 | \$42.75 |
| | Median | \$0 | \$0 |
| OTHER EXP | Mean | \$341.12 | \$173.47 |
| | Median | \$30 | \$4 |
| TOTAL ON | Mean | \$998.77 | \$836.12 |
| ISLAND | Median | \$600 | \$500 |

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,521.80 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,787 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

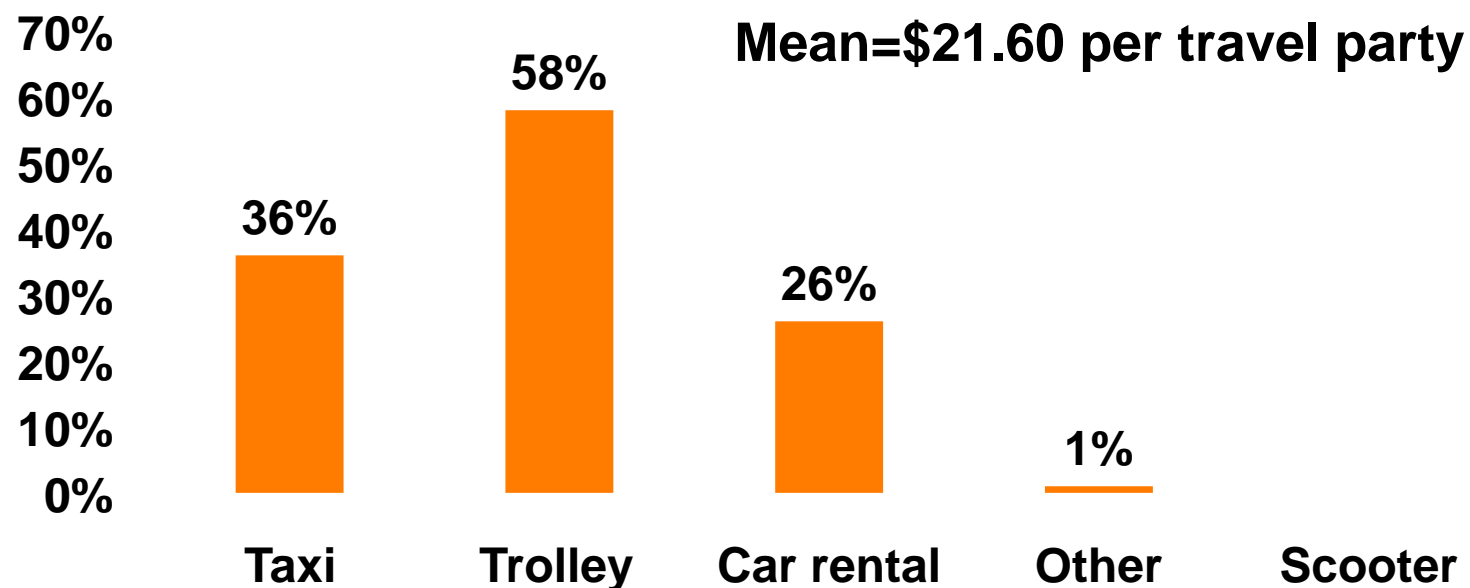


Breakdown of On-Island Expenditures

| ⋮ | MEAN \$ |
|--|-----------------|
| Food & beverage in a hotel | \$57.90 |
| Food & beverage in fast food restaurant/ convenience store | \$30.30 |
| Food & beverage at restaurants or drinking establishments outside a hotel | \$41.50 |
| Optional tours and activities | \$103.20 |
| Gifts/ souvenirs for yourself/companions | \$238.20 |
| Gifts/ souvenirs for friends/family at home | \$158.10 |
| Local transportation | \$21.60 |
| Other expenses not covered | \$314.10 |
| Average Total | \$972.50 |

Local Transportation

n=116



Guam Airport Expenditures

- \$70.10 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,350 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

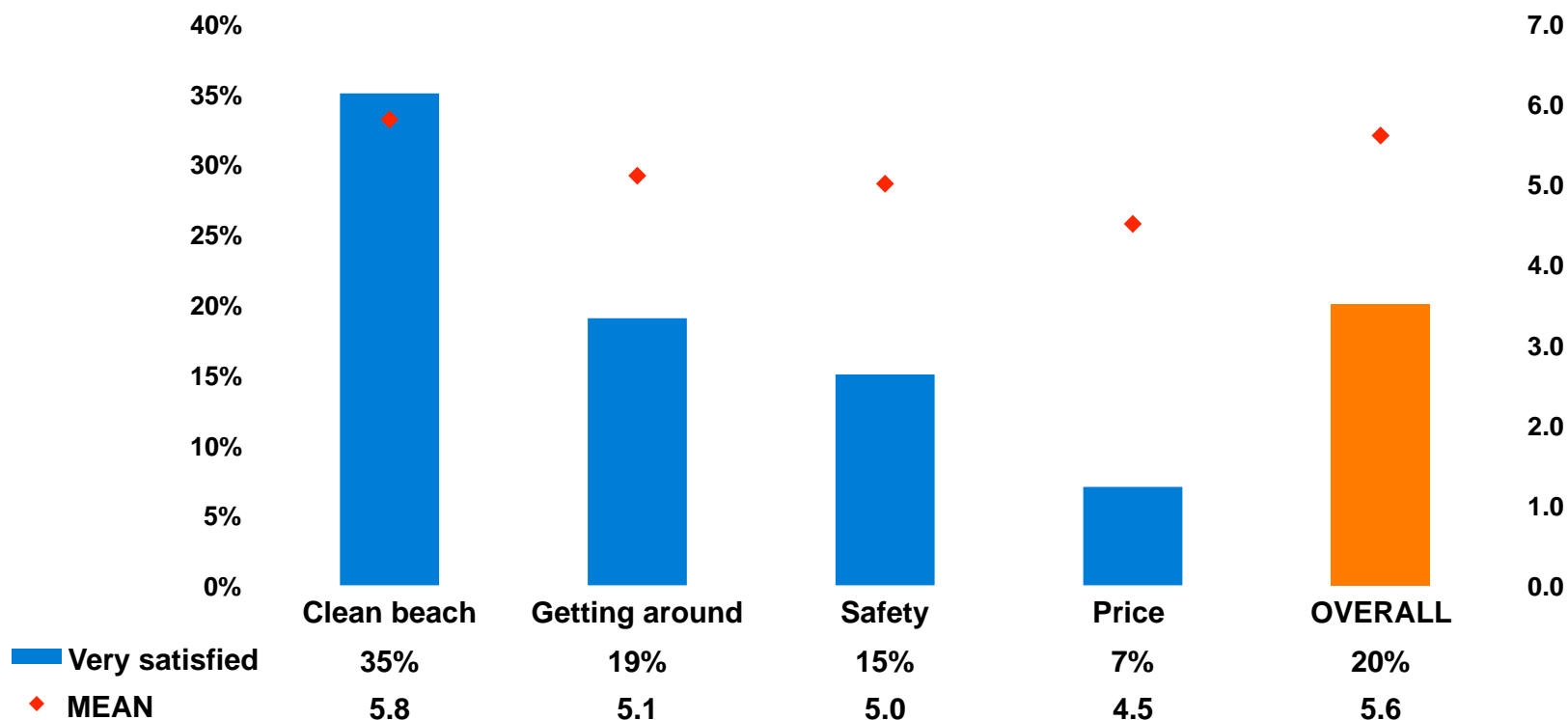
| :: | MEAN \$ |
|------------------------|---------|
| Food & Beverages | \$4.80 |
| Gifts/Souvenirs Self | \$38.60 |
| Gifts/Souvenirs Others | \$26.70 |
| Total | \$70.10 |

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

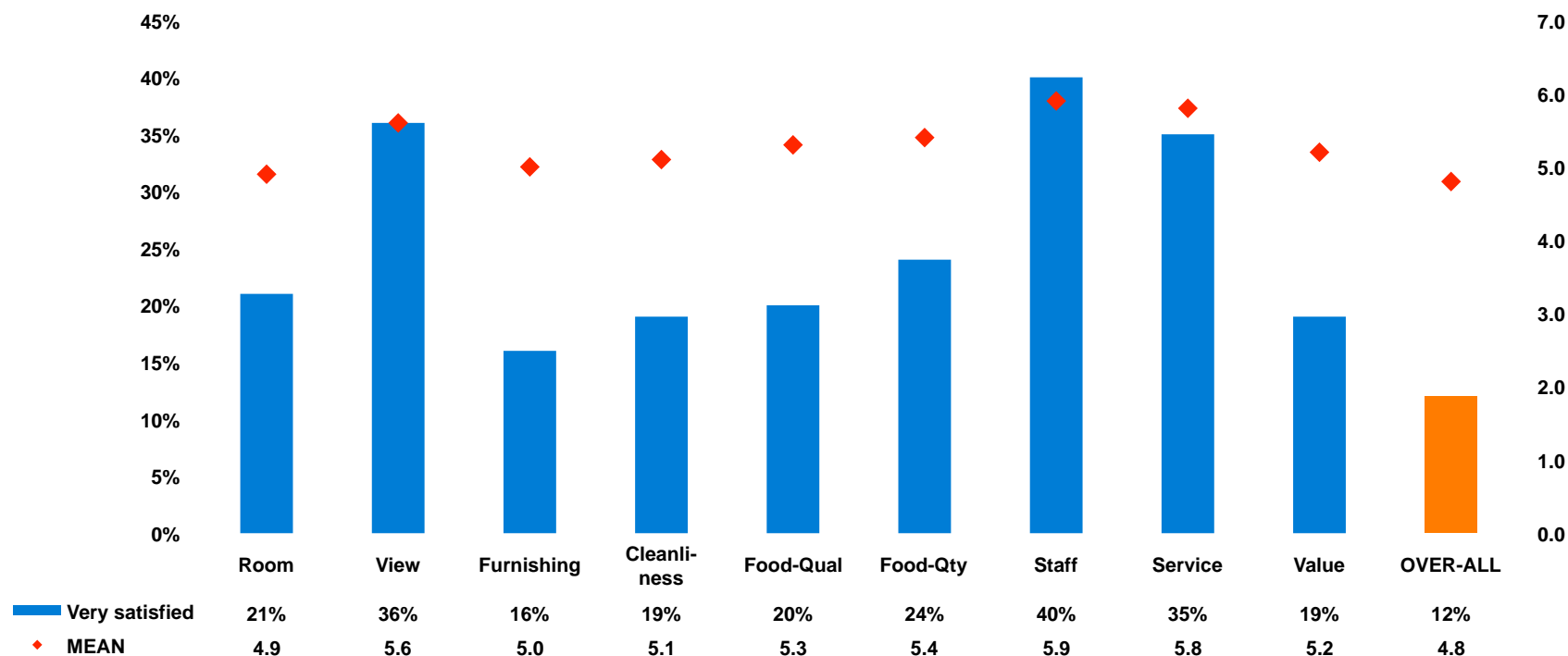
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

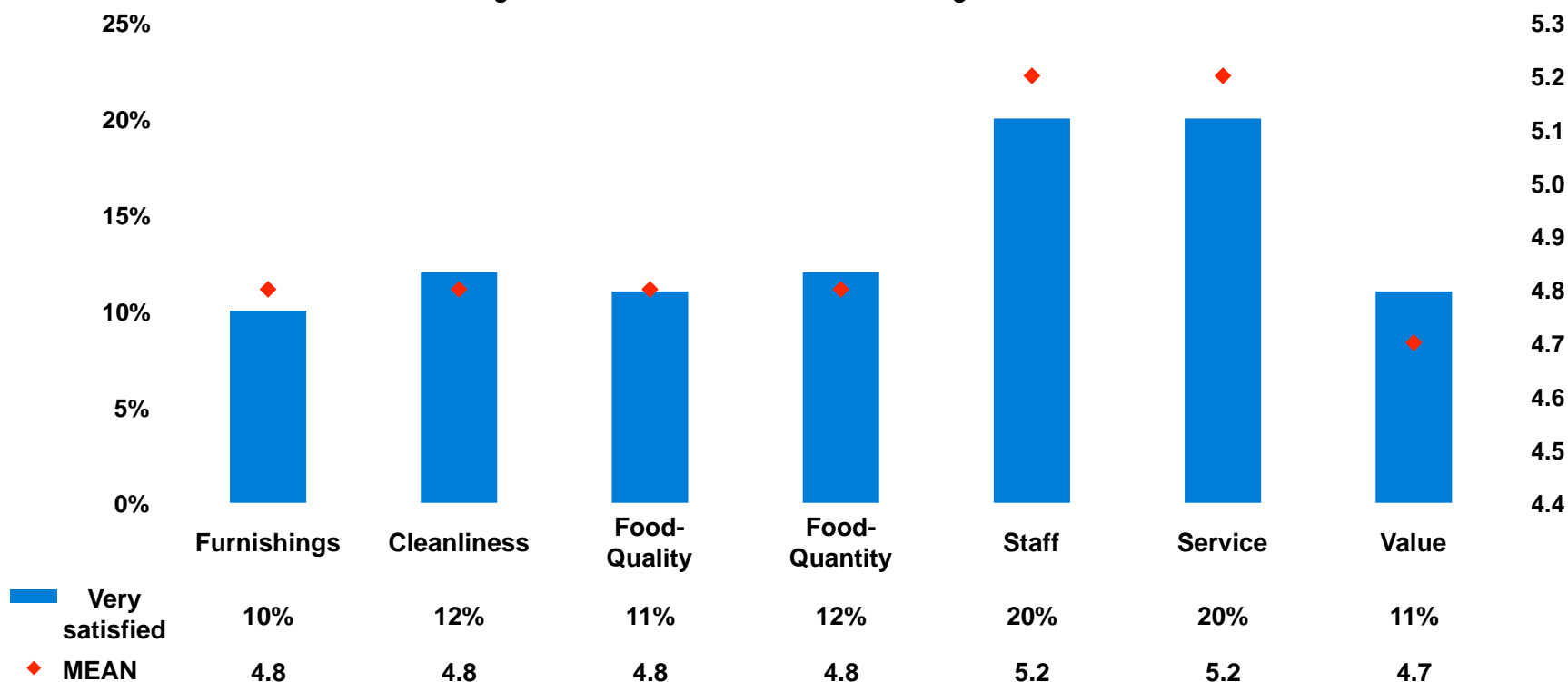
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

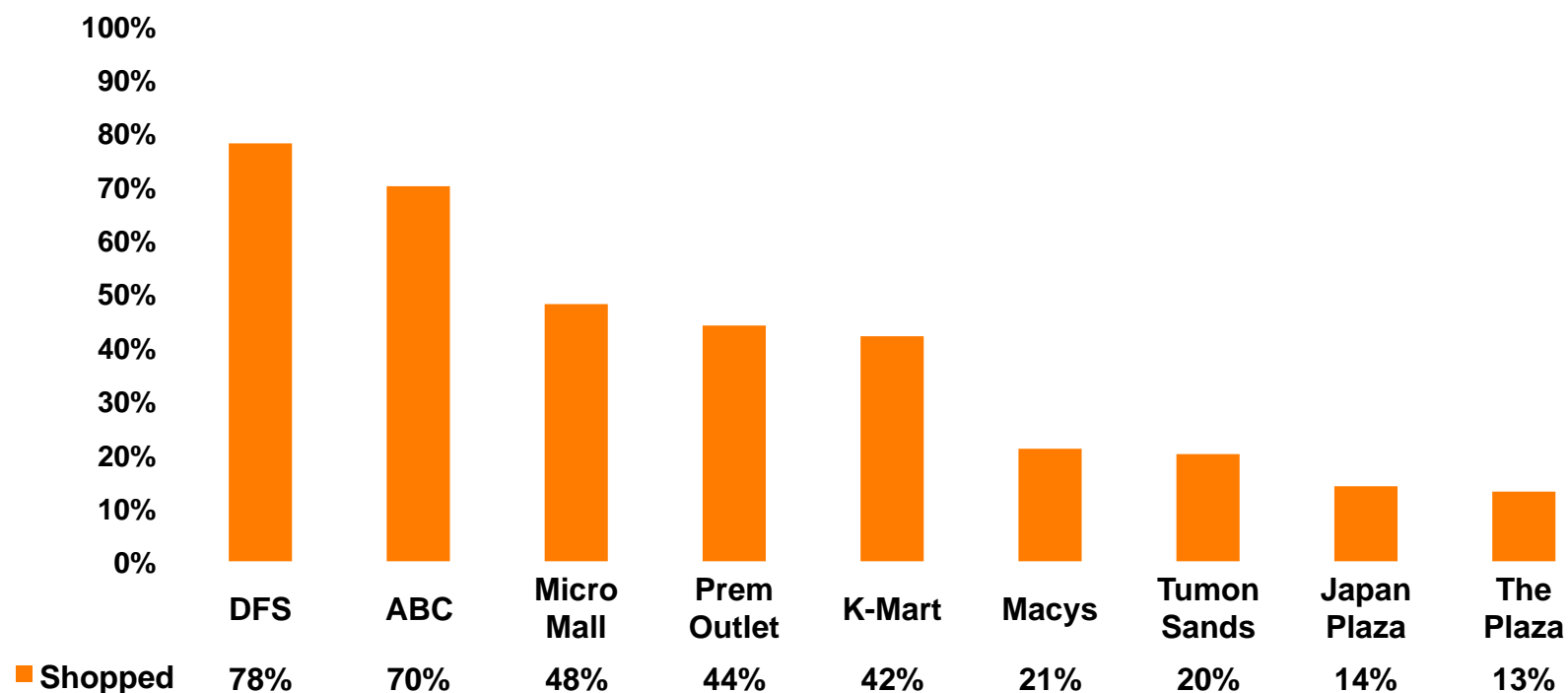
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

∴

Quality of Shopping

Score of 6 to 7 = **51%**

Score of 4 to 5 = **41%**

Score 1 to 3 = **7%**

MEAN = 5.3

Variety of Shopping

Score of 6 to 7 = **50%**

Score of 4 to 5 = **39%**

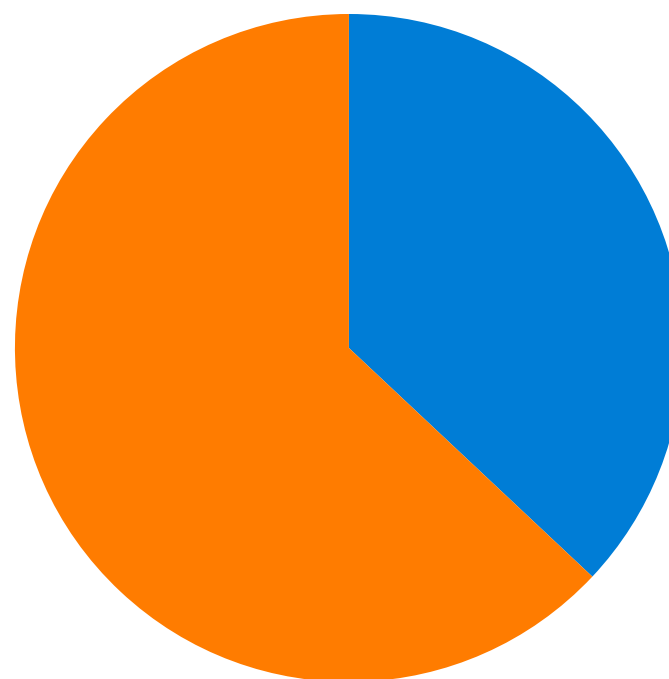
Score 1 to 3 = **11%**

MEAN = 5.2

Optional Tour Participation

- Average number of tours participated in is 1.3

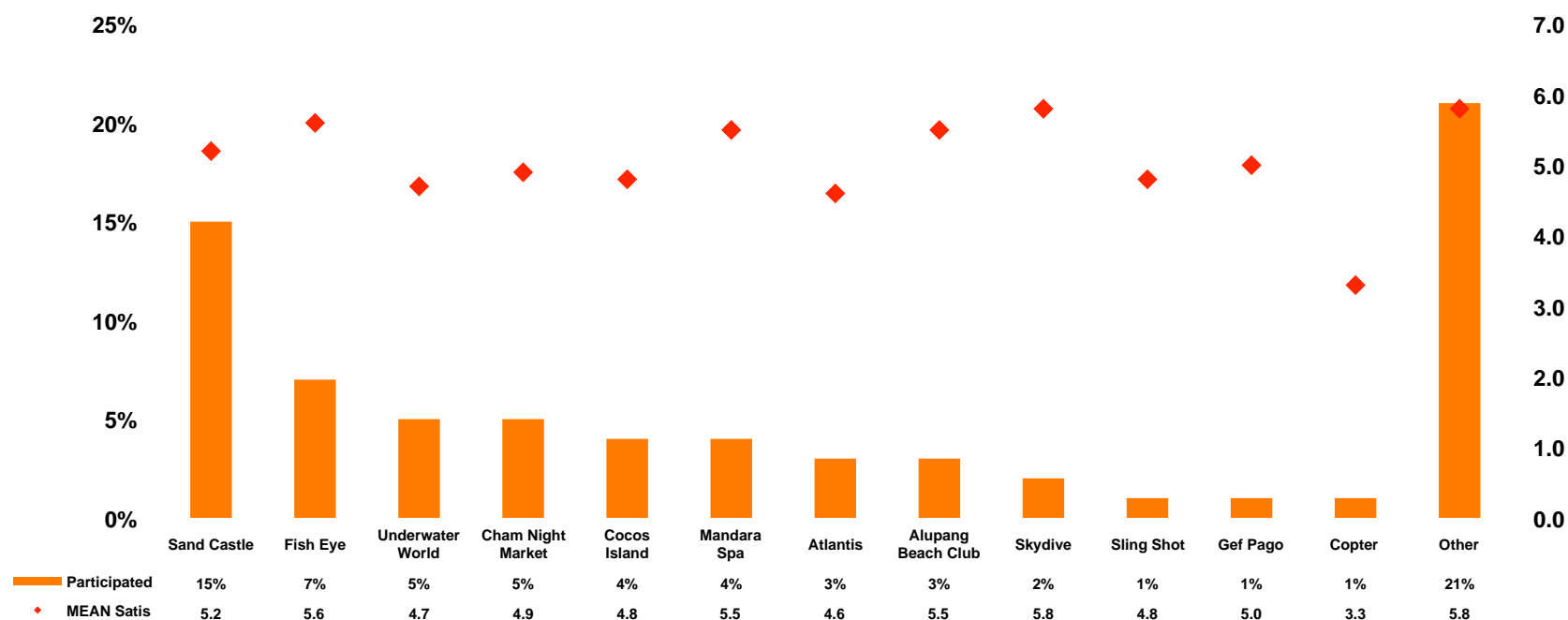
**One or more
63%**



**None
37%**

Optional Tours

Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

∴

Quality of Day Tour

Score of 6 to 7 = **41%**

Score of 4 to 5 = **50%**

Score 1 to 3 = **9%**

MEAN = 5.1

Variety of Day Tour

Score of 6 to 7 = **33%**

Score of 4 to 5 = **52%**

Score 1 to 3 = **16%**

MEAN = 4.7

Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

∴

Quality of Night Tour

Score of 6 to 7 = **23%**

Score of 4 to 5 = **58%**

Score 1 to 3 = **18%**

MEAN = 4.4

Variety of Night Tour

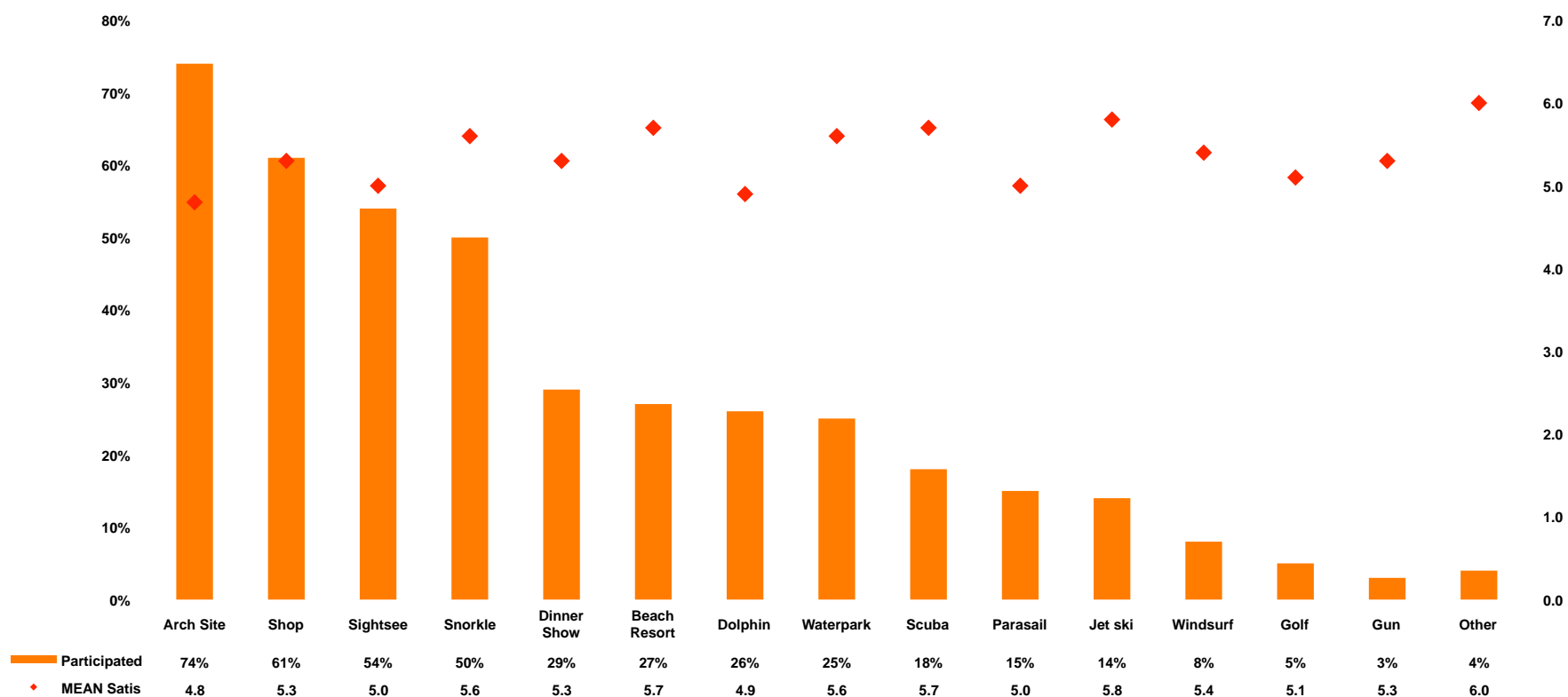
Score of 6 to 7 = **25%**

Score of 4 to 5 = **53%**

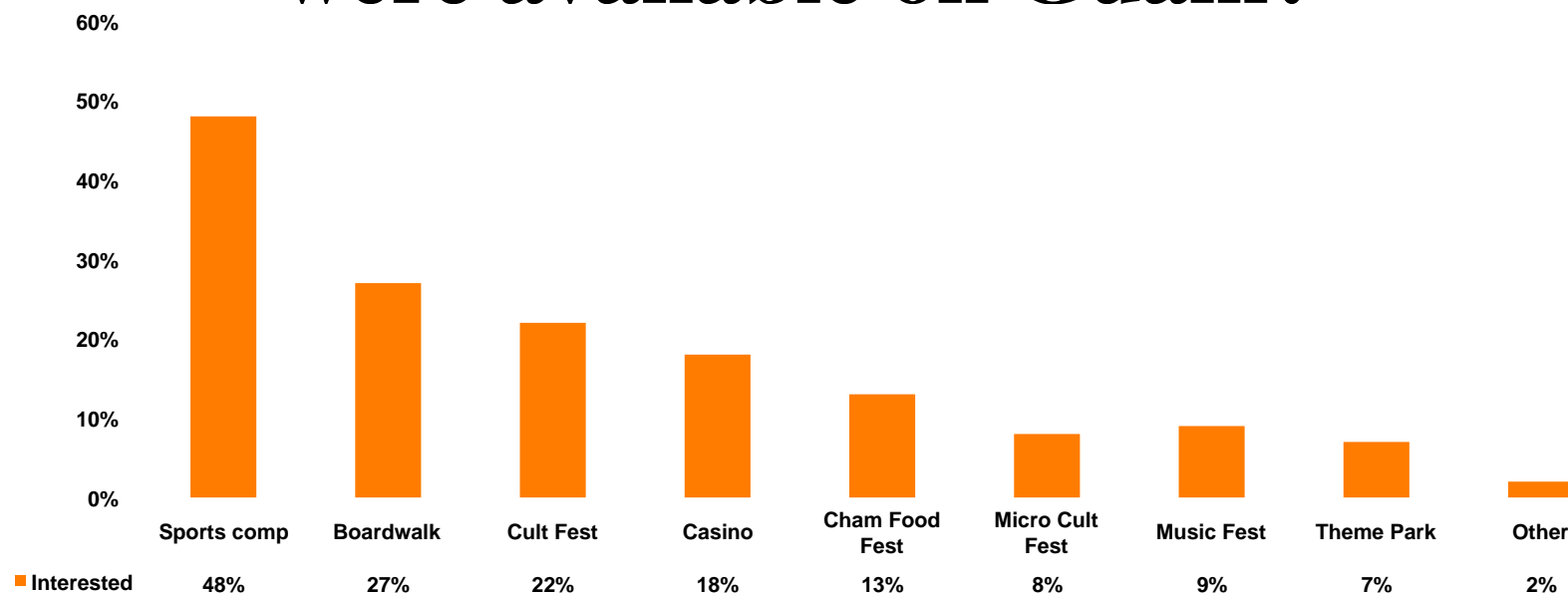
Score 1 to 3 = **23%**

MEAN = 4.3

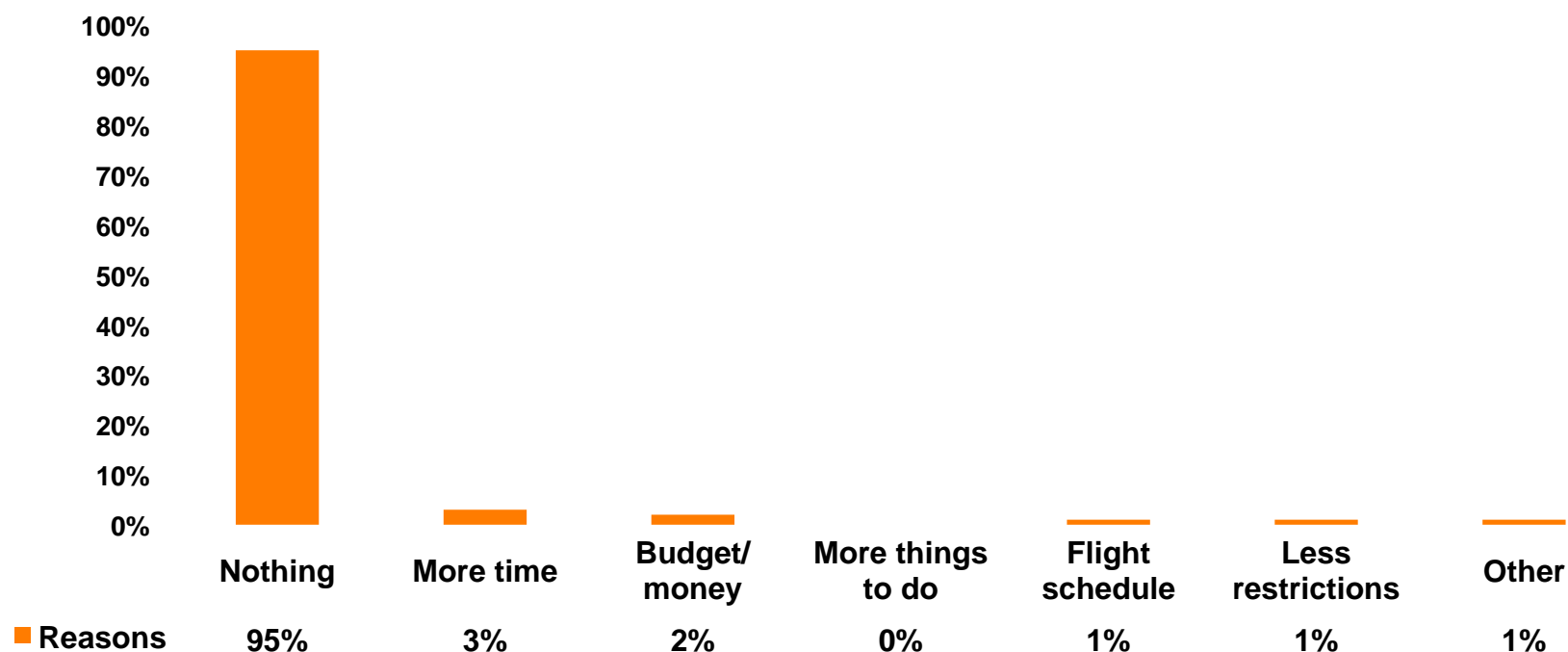
Satisfaction with Other Activities



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



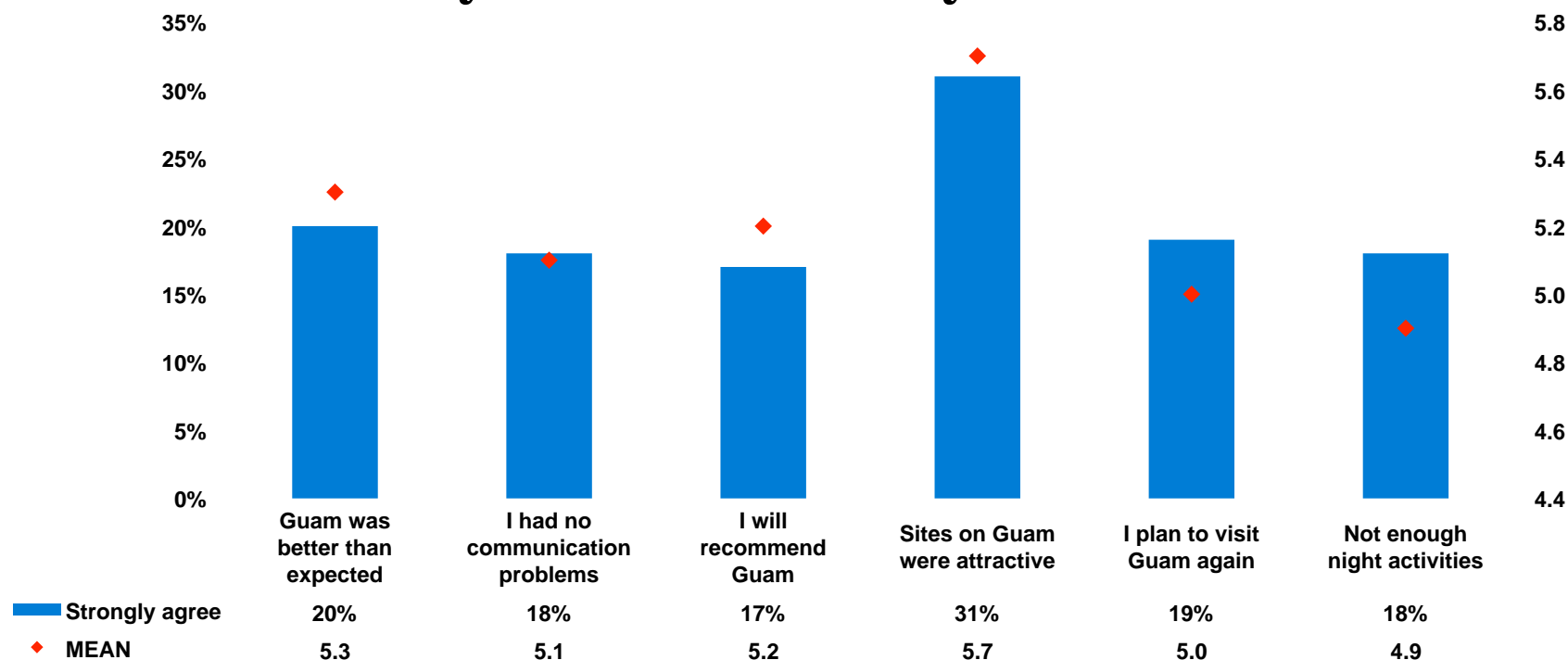
What would it take to make you want to stay an extra day on Guam?



On-Island Perceptions

7pt Rating Scale

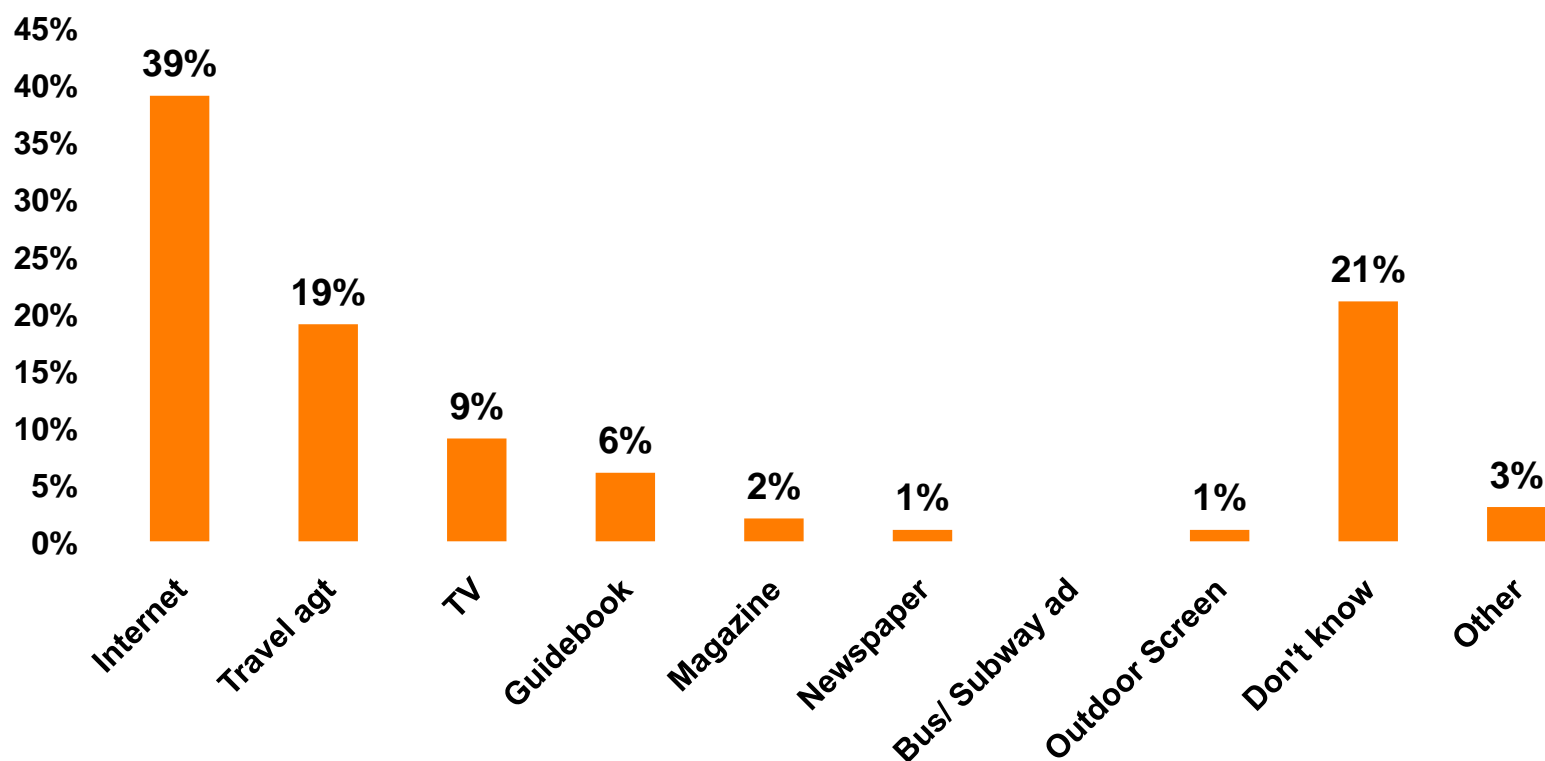
7=Very Satisfied/ 1=Very Dissatisfied



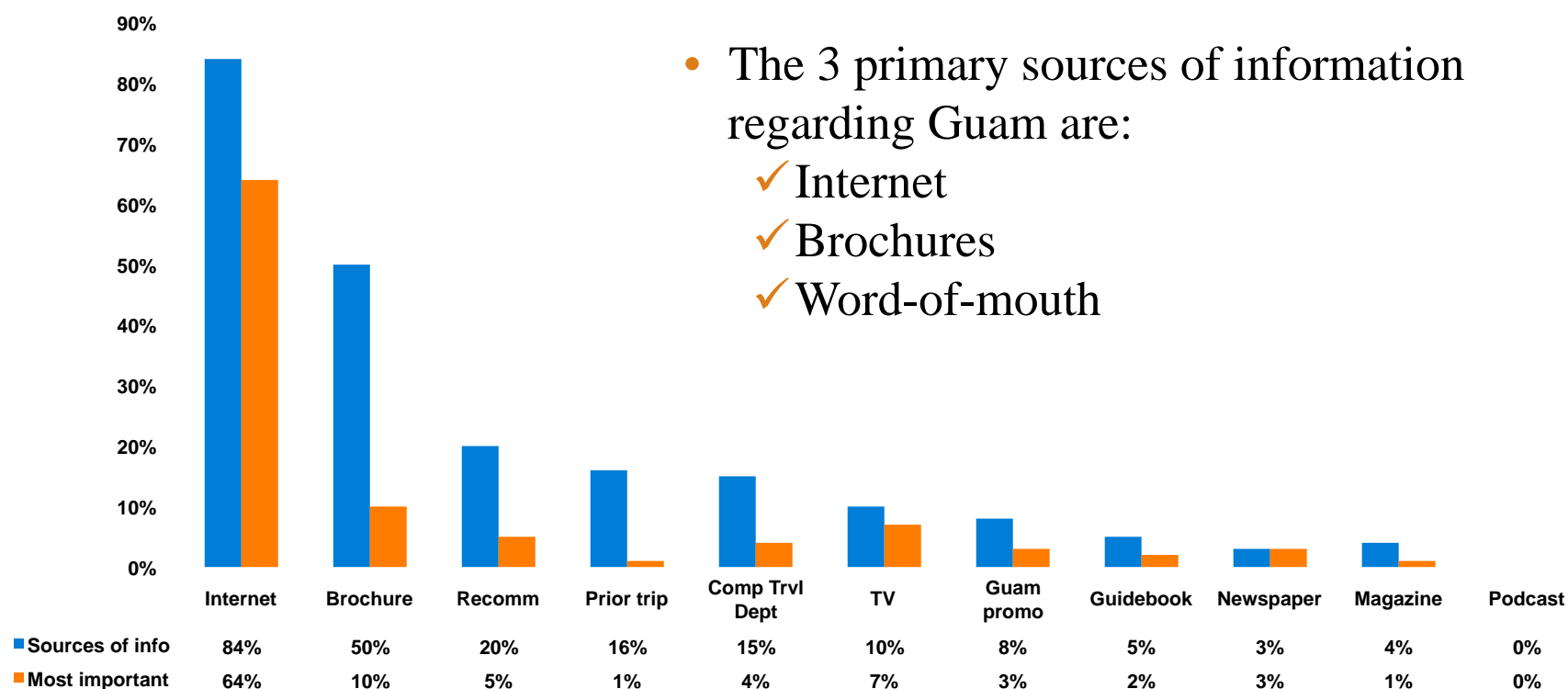
SECTION 5 **PROMOTIONS**

Guam Promotion - Media

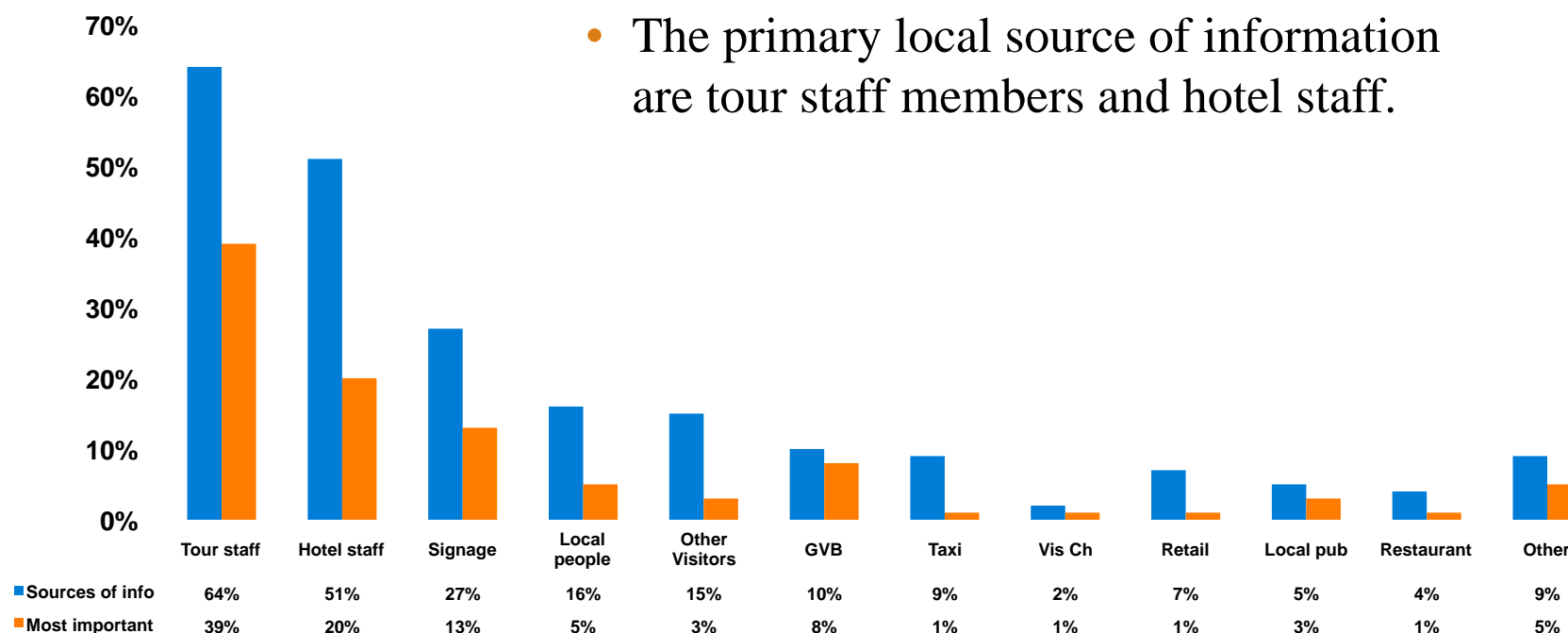
Past 90 days



Sources of Information Pre-arrival

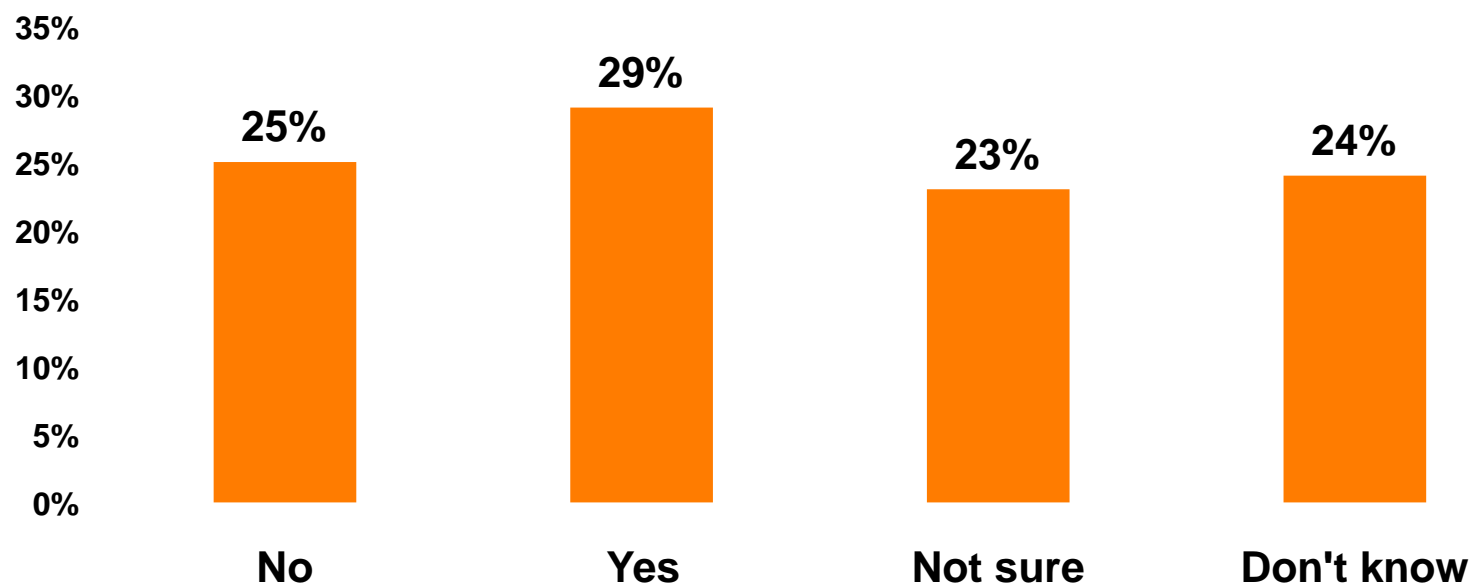


Sources of Information Post-arrival



SECTION 6 **OTHER ISSUES**

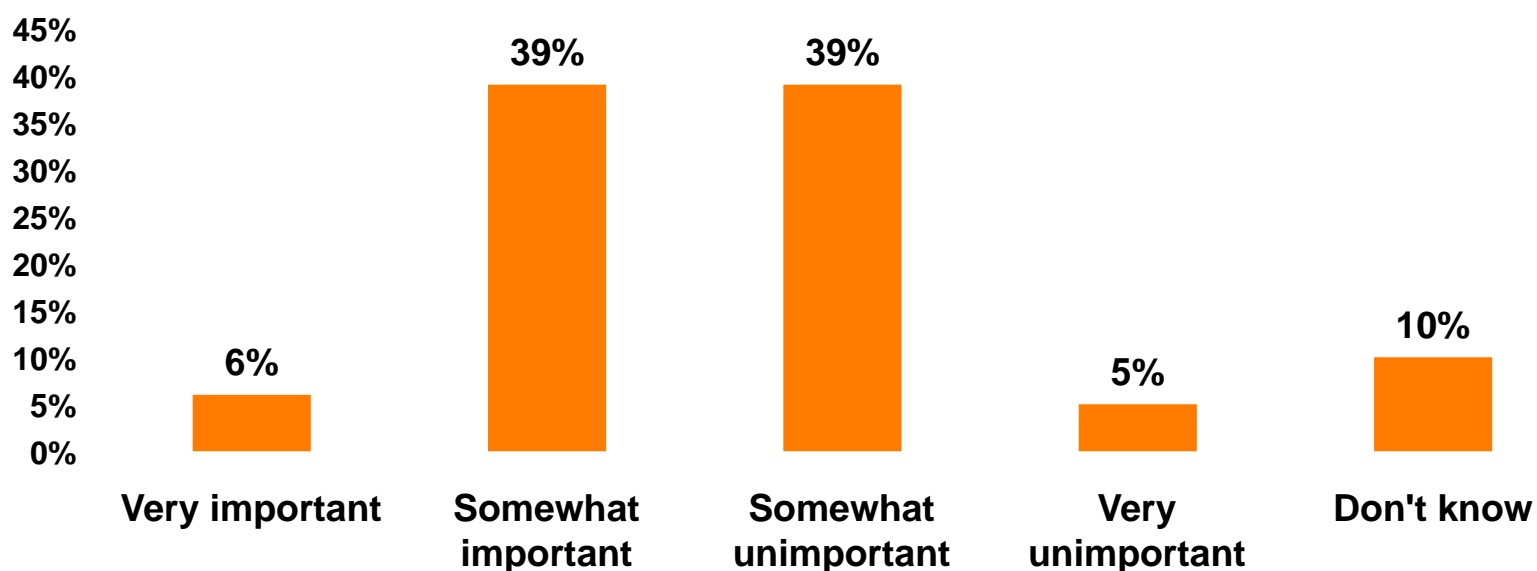
Good time to spend money on travel outside of Korea - Overall



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

| | | AGE | | | | PERSONAL INCOME | | | | |
|-------|-------------|-------|-------|-------|-----|-----------------|-----------------|-----------------|----------|---------|
| | | 20-29 | 30-39 | 40-49 | 50+ | <KW24.0M | KW24.0M-KW48.0M | KW48.0M-KW72.0M | KW72.0M+ | Refused |
| Q.22 | No | 26% | 27% | 17% | 17% | 46% | 26% | 26% | 14% | 43% |
| | Yes | 27% | 29% | 33% | 25% | 14% | 26% | 33% | 37% | 43% |
| | Not sure | 23% | 23% | 19% | 33% | 18% | 26% | 17% | 27% | 1.4% |
| | Do not know | 24% | 21% | 31% | 25% | 21% | 23% | 24% | 23% | |
| Total | Count | 96 | 197 | 48 | 12 | 28 | 141 | 95 | 71 | 7 |

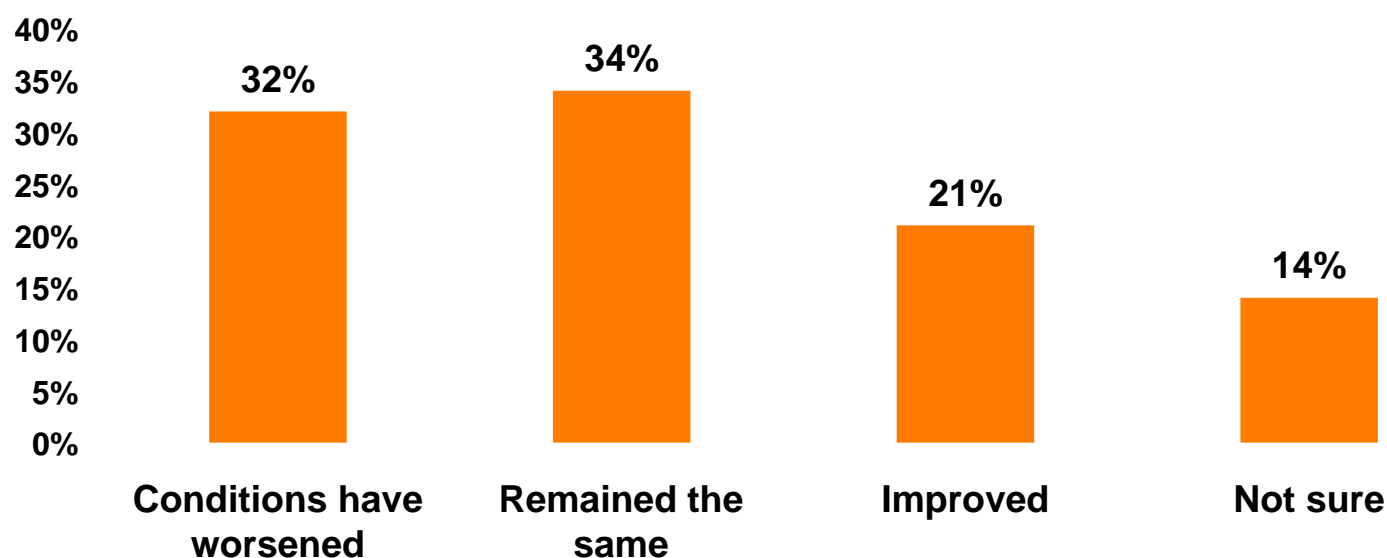
The importance of the state of the Korean economy in decision to travel outside of Korea - Overall



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

| | | AGE | | | | PERSONAL INCOME | | | | |
|-------|----------------------|-------|-------|-------|-----|-----------------|-----------------|-----------------|----------|---------|
| | | 20-29 | 30-39 | 40-49 | 50+ | <KW24.0M | KW24.0M-KW48.0M | KW48.0M-KW72.0M | KW72.0M+ | Refused |
| Q.23 | Very unimportant | 4% | 6% | 8% | | 7% | 5% | 6% | 6% | |
| | Somewhat unimportant | 30% | 42% | 44% | 50% | 36% | 33% | 43% | 49% | 43% |
| | Somewhat important | 42% | 39% | 42% | 25% | 36% | 40% | 41% | 34% | 43% |
| | Very important | 8% | 5% | 2% | 17% | 11% | 8% | 1% | 6% | 14% |
| | Don't know | 16% | 10% | 4% | 8% | 11% | 13% | 8% | 6% | |
| Total | Count | 96 | 197 | 48 | 12 | 28 | 141 | 95 | 71 | 7 |

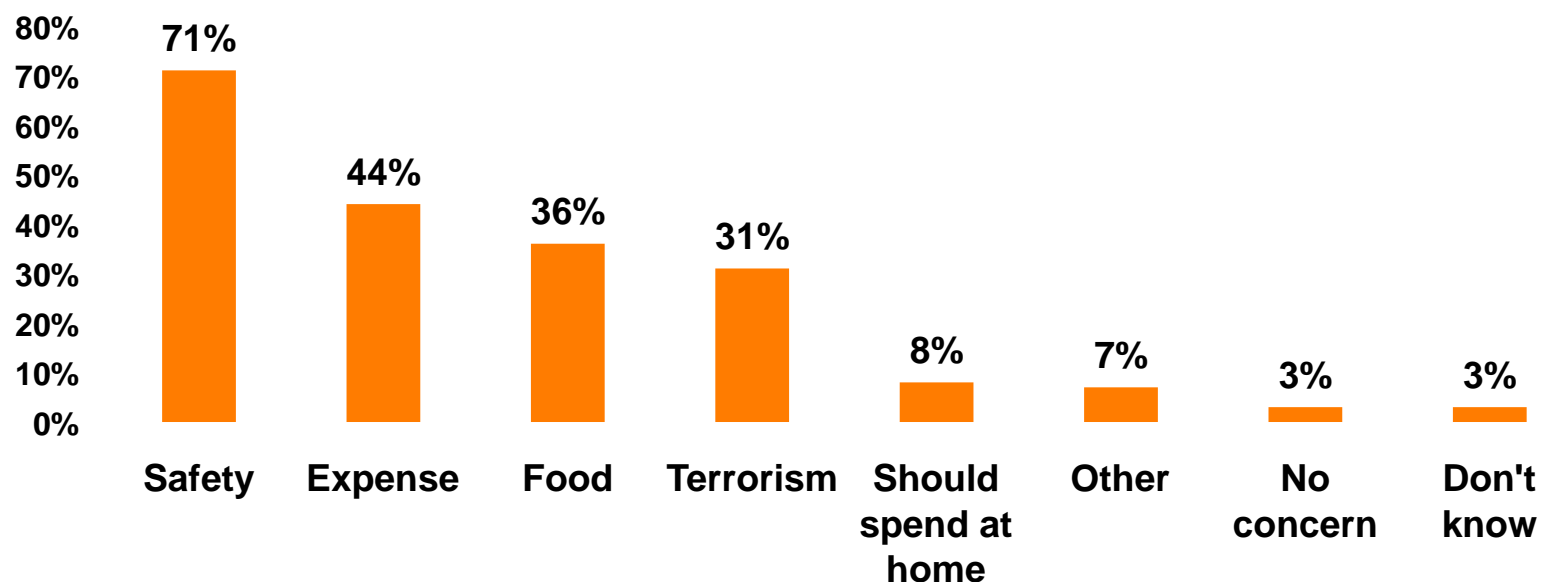
Rating Korean Economy Compared to 12 months ago



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

| | | AGE | | | | PERSONAL INCOME | | | | |
|-------|-----------------------------------|-------|-------|-------|-----|-----------------|-----------------|-----------------|----------|---------|
| | | 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 | 36% | 31% | 21% | 33% | 29% | 37% | 29% | 23% | 43% |
| | Conditions have remained the same | 33% | 35% | 34% | 17% | 54% | 30% | 36% | 31% | 29% |
| | Conditions have improved | 16% | 18% | 38% | 33% | | 16% | 23% | 34% | 14% |
| | Do not know | 15% | 16% | 6% | 17% | 18% | 16% | 12% | 11% | 14% |
| Total | Count | 96 | 197 | 47 | 12 | 28 | 141 | 95 | 70 | 7 |

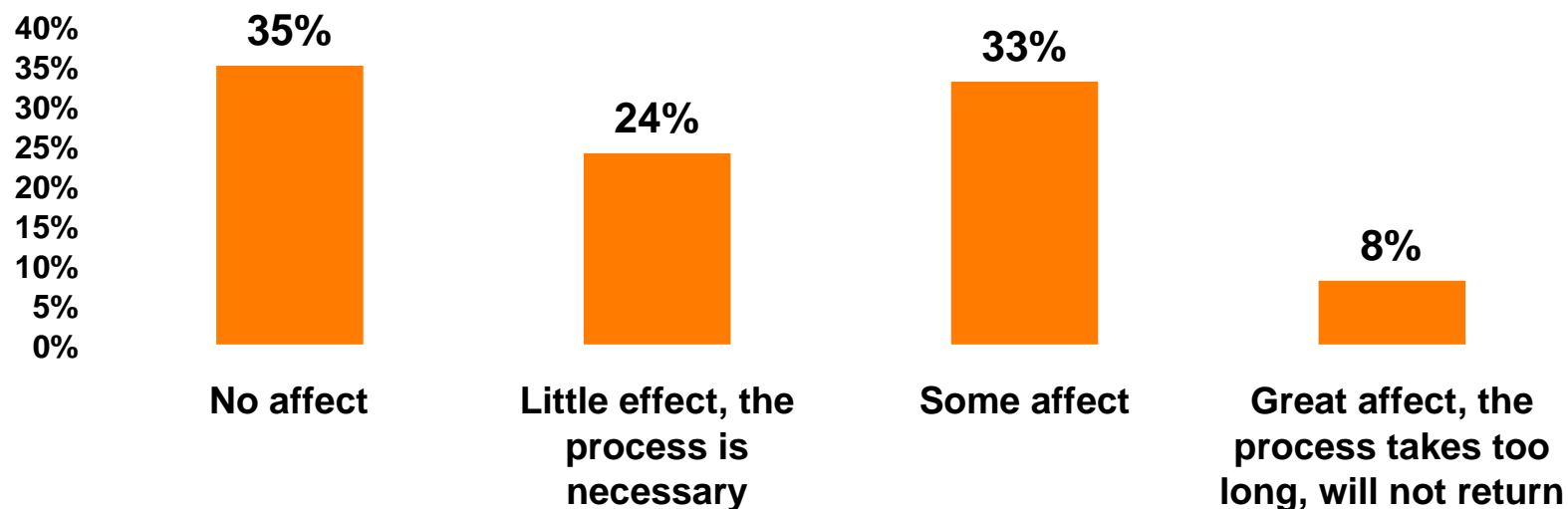
Concerns about travel outside of Korea - Overall



Concerns about travel outside of Korea - By Age & Income

| | | AGE | | | | PERSONAL INCOME | | | | |
|-------|---|-------|-------|-------|-----|-----------------|-----------------|-----------------|----------|---------|
| | | 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 | 68% | 68% | 85% | 83% | 79% | 66% | 75% | 77% | 29% |
| | Expense | 54% | 39% | 50% | 33% | 54% | 45% | 48% | 34% | 71% |
| | Food | 36% | 39% | 27% | 25% | 43% | 40% | 38% | 28% | 29% |
| | Terrorism | 25% | 35% | 23% | 33% | 29% | 30% | 37% | 24% | 57% |
| | Spending money abroad when it should be spent at home | 8% | 9% | 6% | | 11% | 11% | 5% | 6% | |
| | Other | 7% | 9% | 4% | | | 6% | 14% | 7% | |
| | No concerns | 1% | 4% | 2% | | | 1% | 4% | 4% | |
| | Do not know | 3% | 4% | | | 4% | 3% | | 3% | |
| Total | Cases | 96 | 197 | 48 | 12 | 28 | 141 | 95 | 71 | 7 |

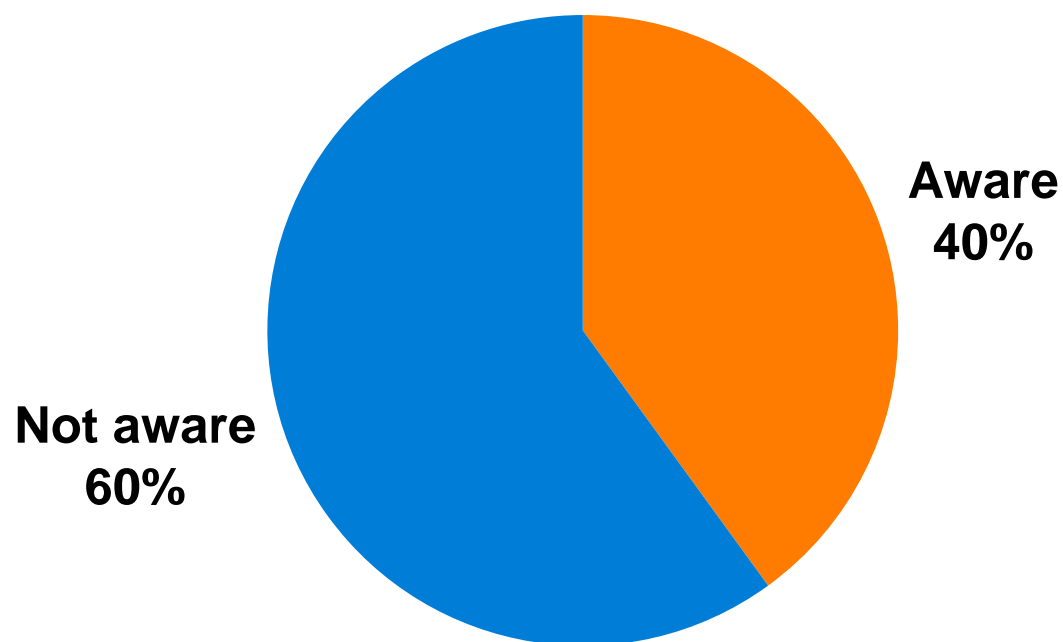
Security Screening/ Immigration Process at Guam International Airport



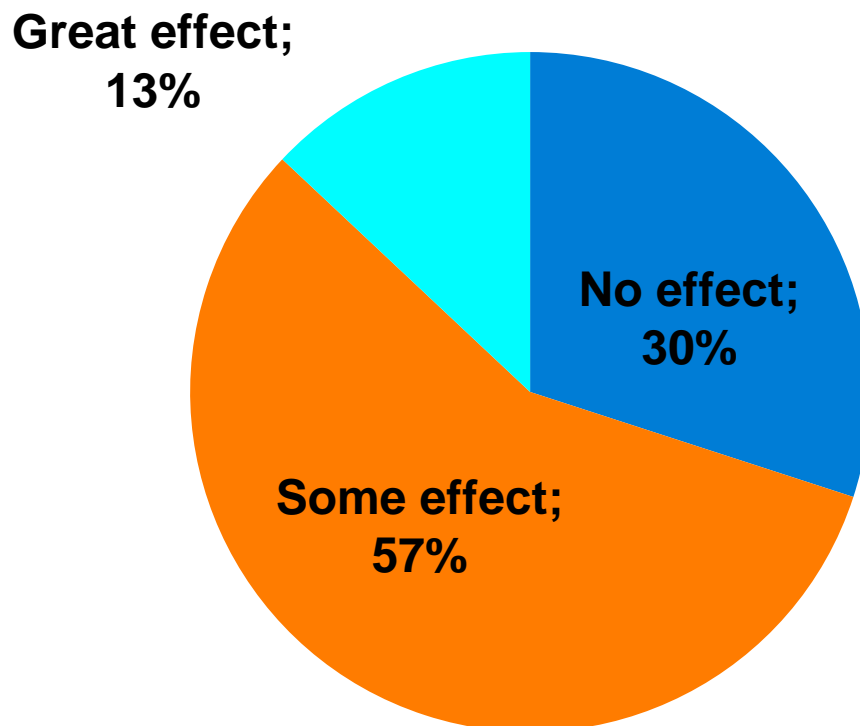
Hotel Room Surcharge by \$3.00 Per day Per room to help build Guam Museum

- Mean Rating – **2.9** out of possible 7.0
- Agree (Score 6-7) – **6%**
- Neutral (Score 4-5) – **38%**
- Disagree (Score 1-3) – **56%**

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 Korea within the next 6 to 24 months

