



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2010 DATA AGGREGATION



Prepared by: QMark Research

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Background & Methodology

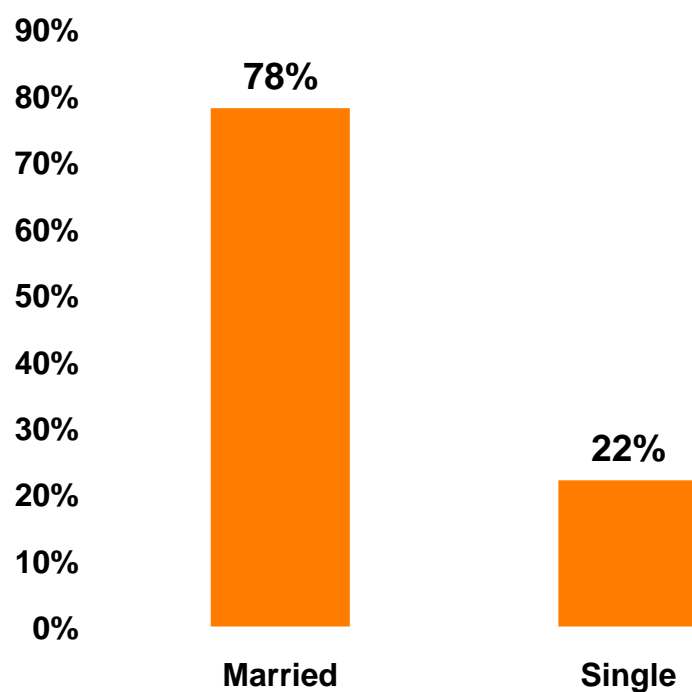
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **4226** departing Korean 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 **4226** is +/- 1.51 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 +/- 1.51 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.

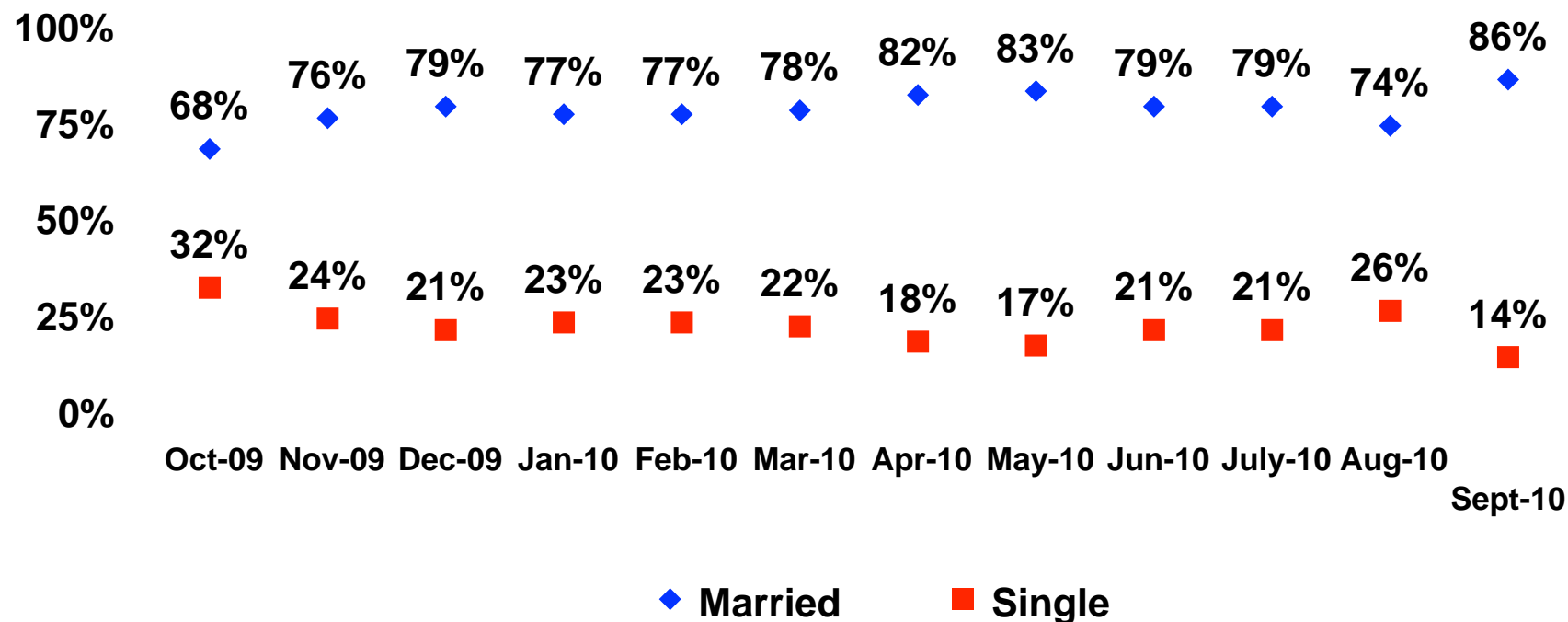
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

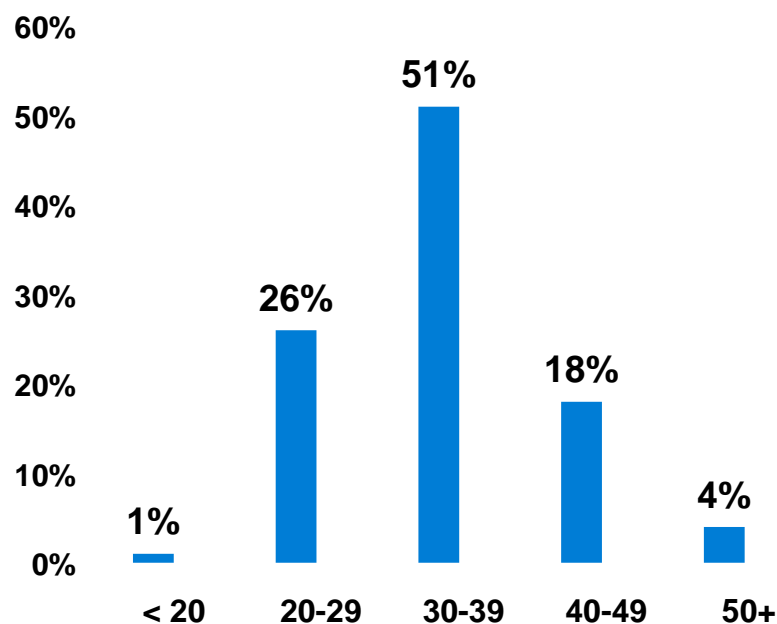


- A majority of visitors are married.

Marital Status

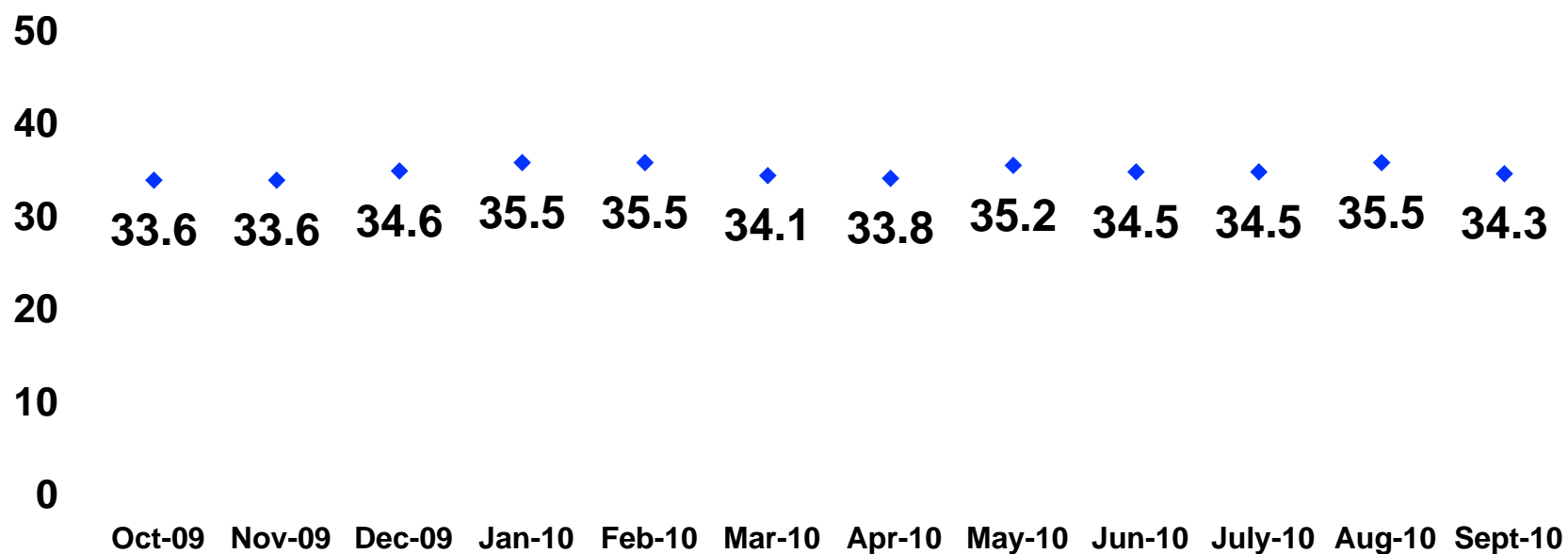


Age - Overall

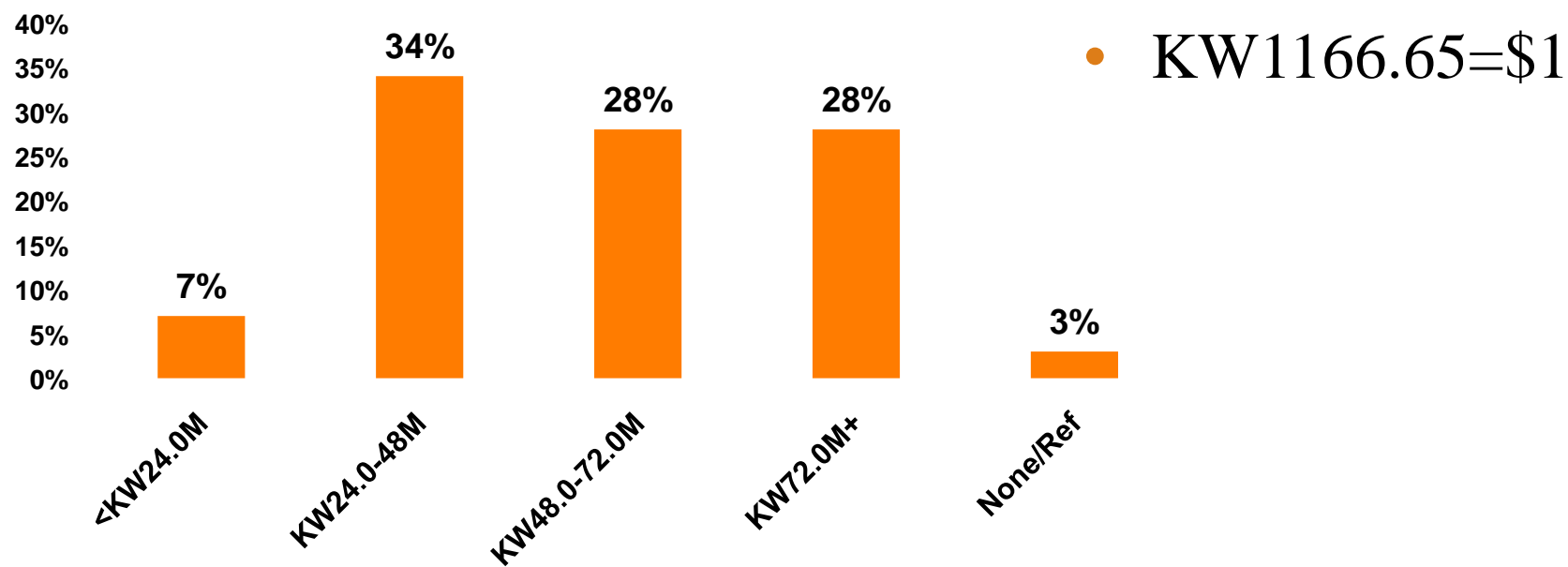


- The average age of the respondents is 34.6 years of age.

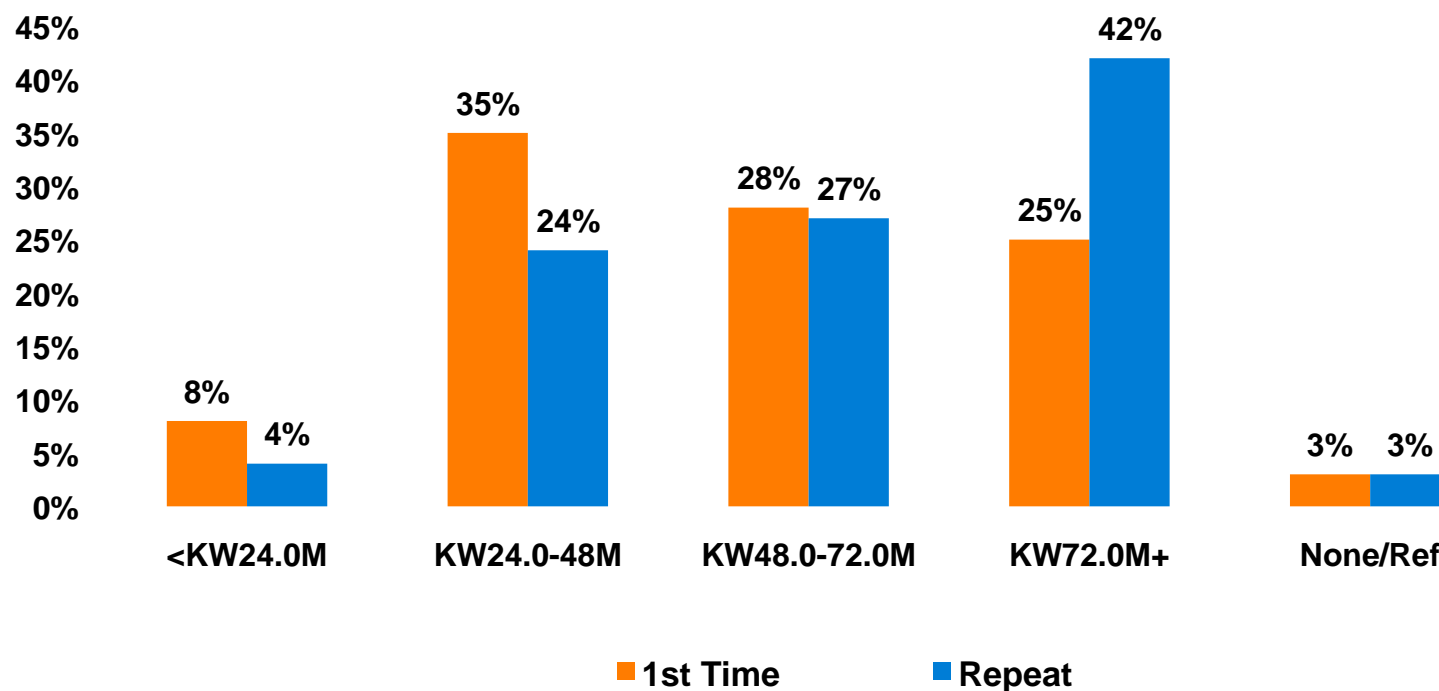
Average Age



Personal Income



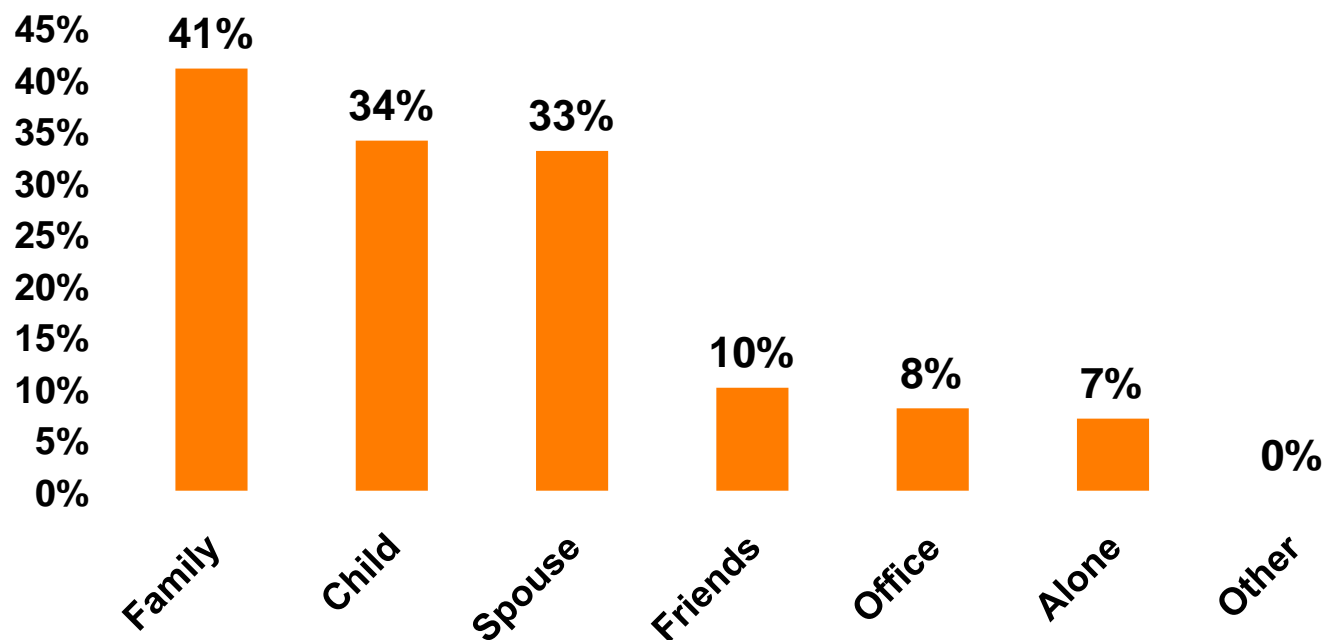
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
				Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME	<KW24.0M	Count	318	121	197	1	175	105	26	11
			8%	6%	10%	5%	17%	5%	4%	7%
	KW24.0M-KW48.0M	Count	1362	631	731	4	508	699	119	32
			34%	31%	36%	18%	48%	33%	16%	22%
	KW48.0M-KW72.0M	Count	1108	599	509	4	175	653	228	48
			27%	29%	25%	18%	17%	31%	31%	32%
	KW72.0M+	Count	1142	655	487	5	129	603	352	53
			28%	32%	24%	23%	12%	29%	48%	36%
	Refused	Count	128	48	80	8	69	36	11	4
			3%	2%	4%	36%	7%	2%	1%	3%
Total	Count	4058	2054	2004	22	1056	2096	736	148	

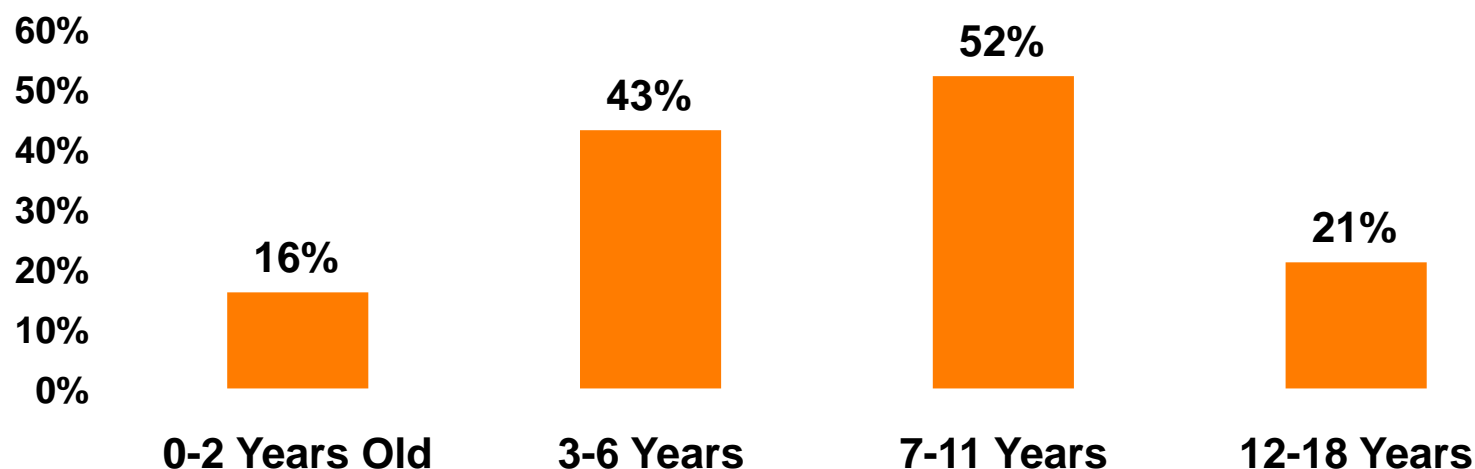
Travel Companions



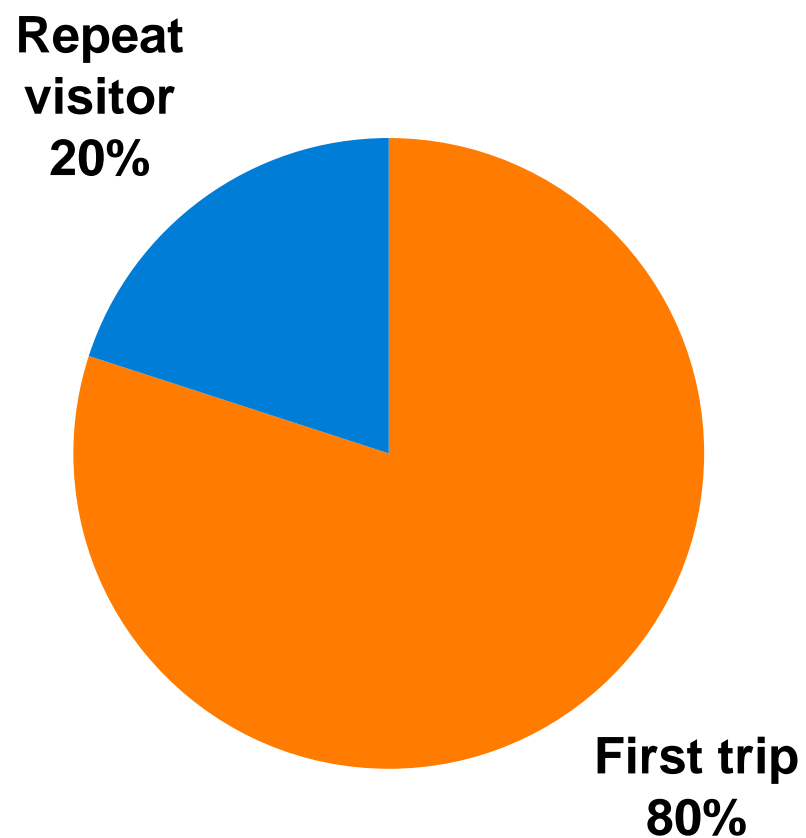
Number of Children Travel Party

N=1430 total respondents traveling with children.

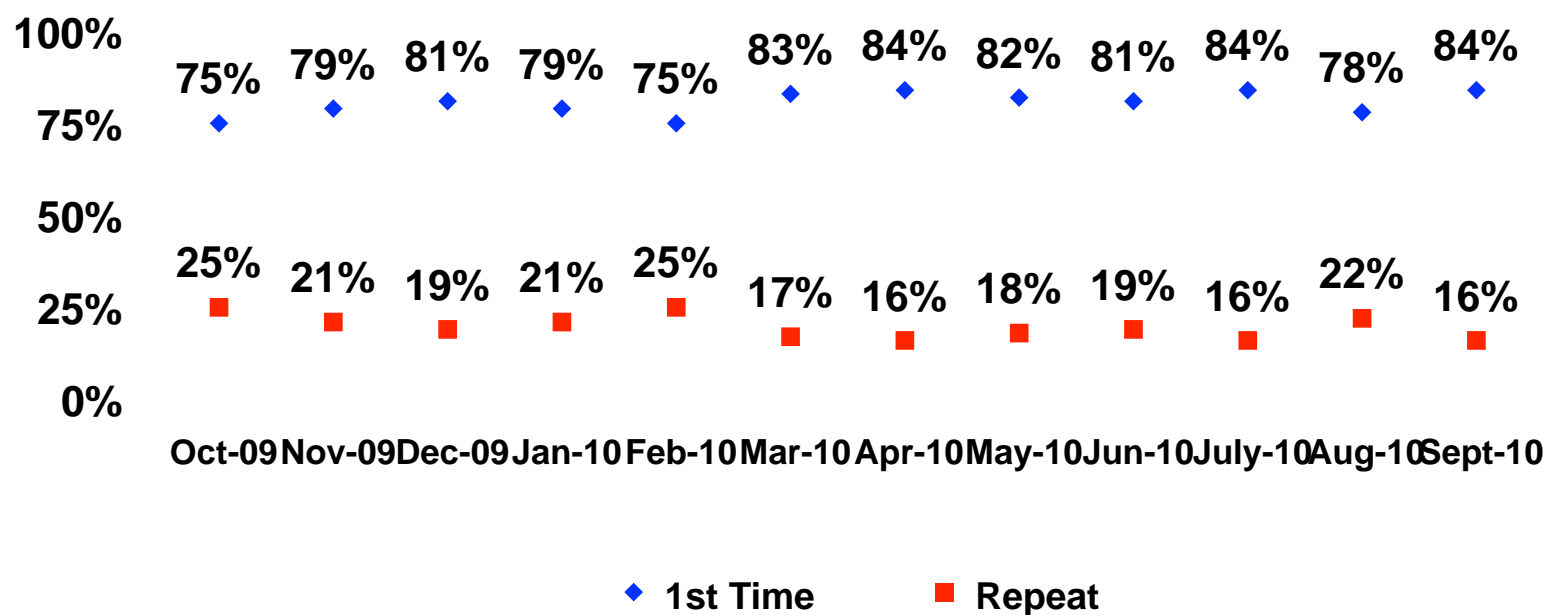
(Of those N=1430 respondents, there is a total of 2301 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



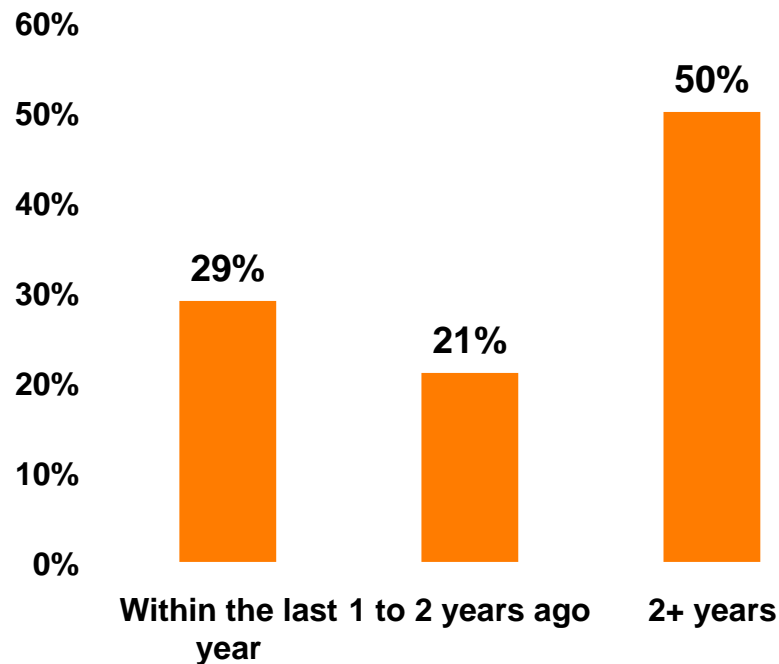
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1 st	Repeat
GENDER	Male	Count	2106	1693	413
			50%	50%	50%
	Female	Count	2120	1705	414
			50%	50%	50%
Total	Count		4226	3398	827
AGE	<20	Count	25	21	4
			1%	1%	0%
	20-29	Count	1115	994	120
			26%	29%	15%
	30-39	Count	2170	1754	416
			51%	52%	50%
	40-49	Count	760	518	242
			18%	15%	29%
	50+	Count	155	110	45
			4%	3%	5%
Total	Count		4225	3397	827

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

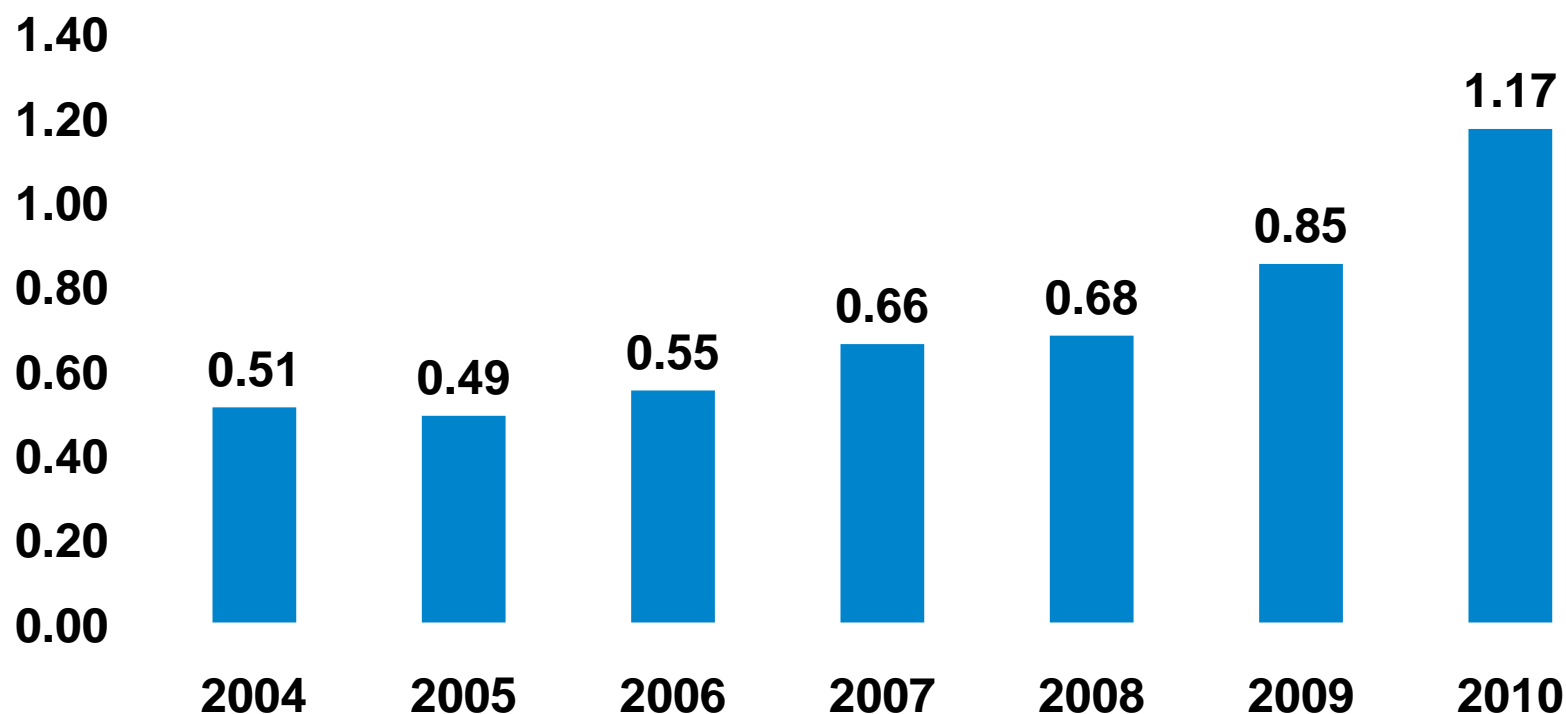
Repeat Visitors Last Trip

n = 812

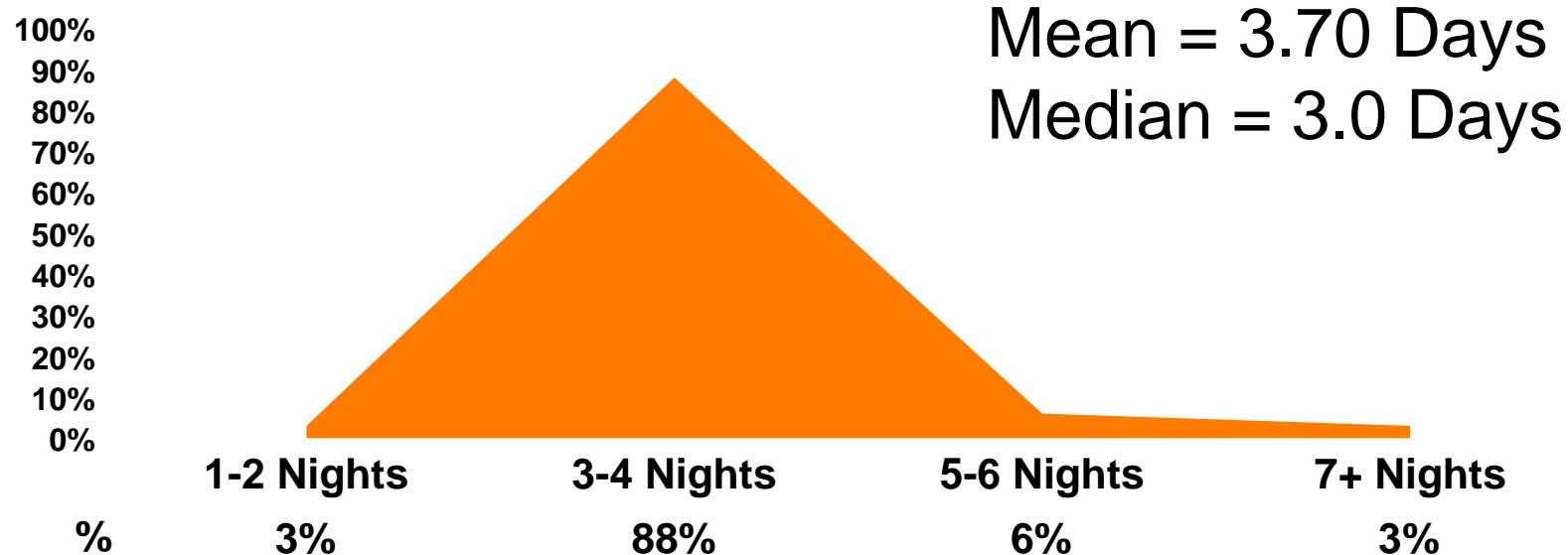


- The average repeat visitor has been to Guam 3.2 times.
- Half the repeat visitors have been to Guam within the last 2 years.

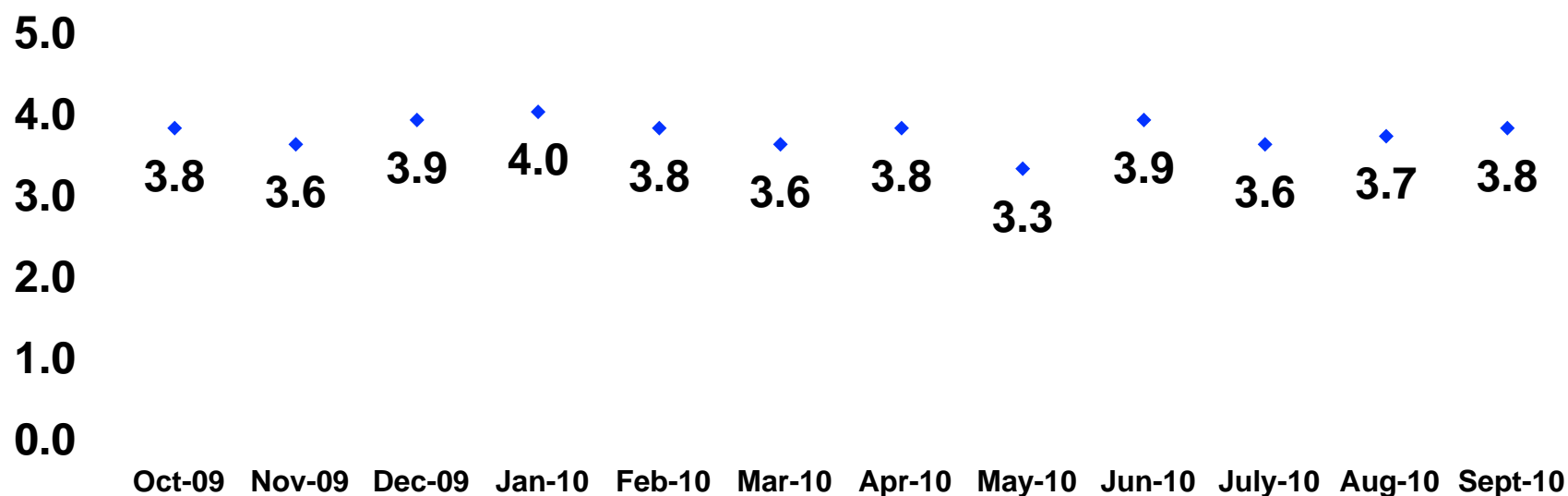
Average Number Overnight Trips (2004-2010) (2 nights or more)



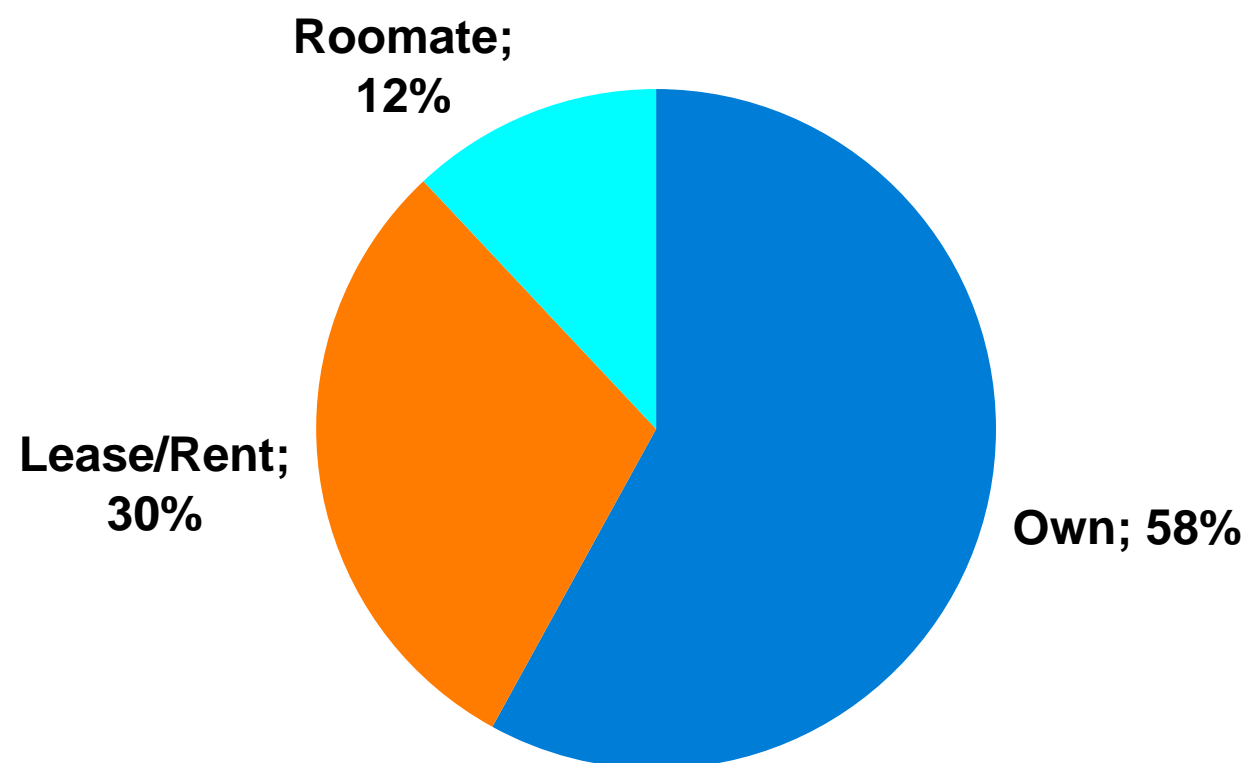
Length of Stay



Average Length of Stay



Living Accommodations

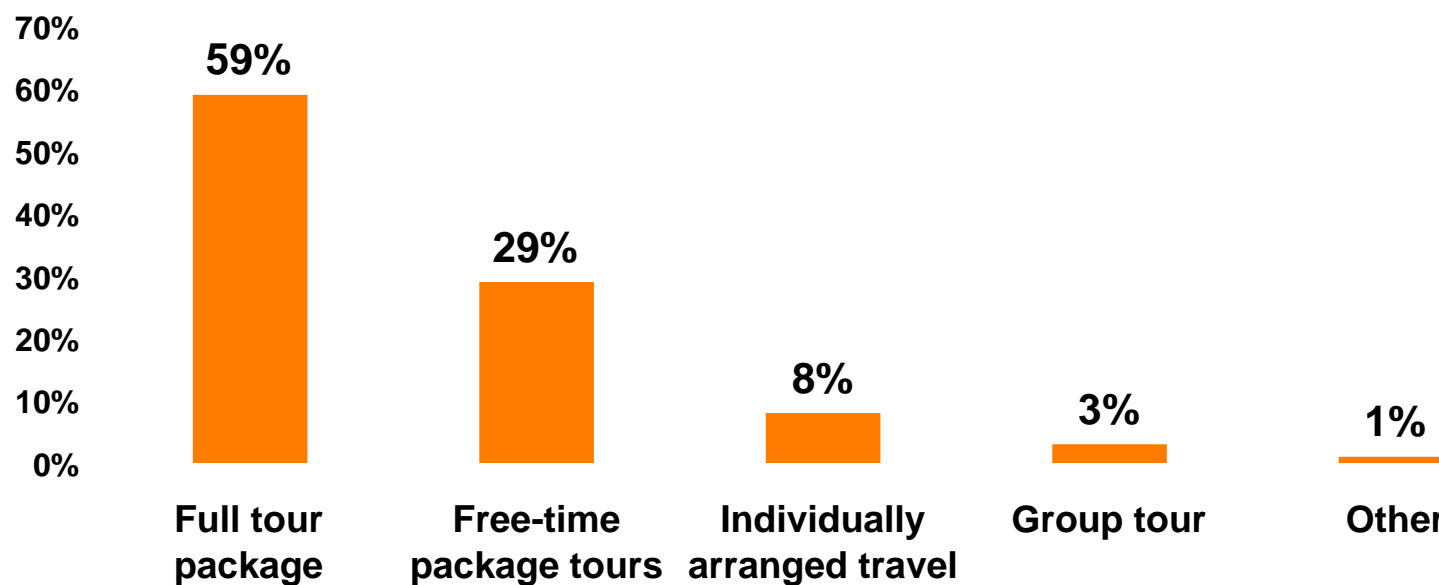


Occupation by Income

		TOTAL	PERSONAL INCOME				
			<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.29	White Collar-Office	28%	24%	33%	32%	25%	2%
	Self-employed	16%	15%	11%	18%	20%	3%
	Prof/Specialist/Tech	13%	12%	13%	11%	16%	2%
	Homemaker	12%	7%	8%	13%	13%	21%
	Professor/Teacher	5%	7%	6%	6%	4%	2%
	Service worker	5%	12%	7%	3%	2%	2%
	Manager	4%	2%	3%	5%	7%	
	Student	4%	6%	2%	1%	3%	41%
	Sales/Clerical	2%	2%	3%	3%	1%	
	Free-lancer	2%	4%	3%	2%	2%	
	Other	2%	2%	3%	1%	2%	
	Unemployed	2%	2%	1%	0%	0%	22%
	Skilled worker	1%	2%	1%	2%	0%	1%
	Govt - Office/non-mgr	1%	1%	2%	2%	1%	
	Govt-Mgr	1%	1%	2%	1%	1%	
	Govt-Exec	1%	1%	1%	1%	1%	
	Judicial	1%	0%	0%	0%	1%	1%
	Retired	0%		1%	0%	0%	2%
	Farmer	0%		0%	0%	0%	2%
	Total	Count	4198	315	1350	1107	1136

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

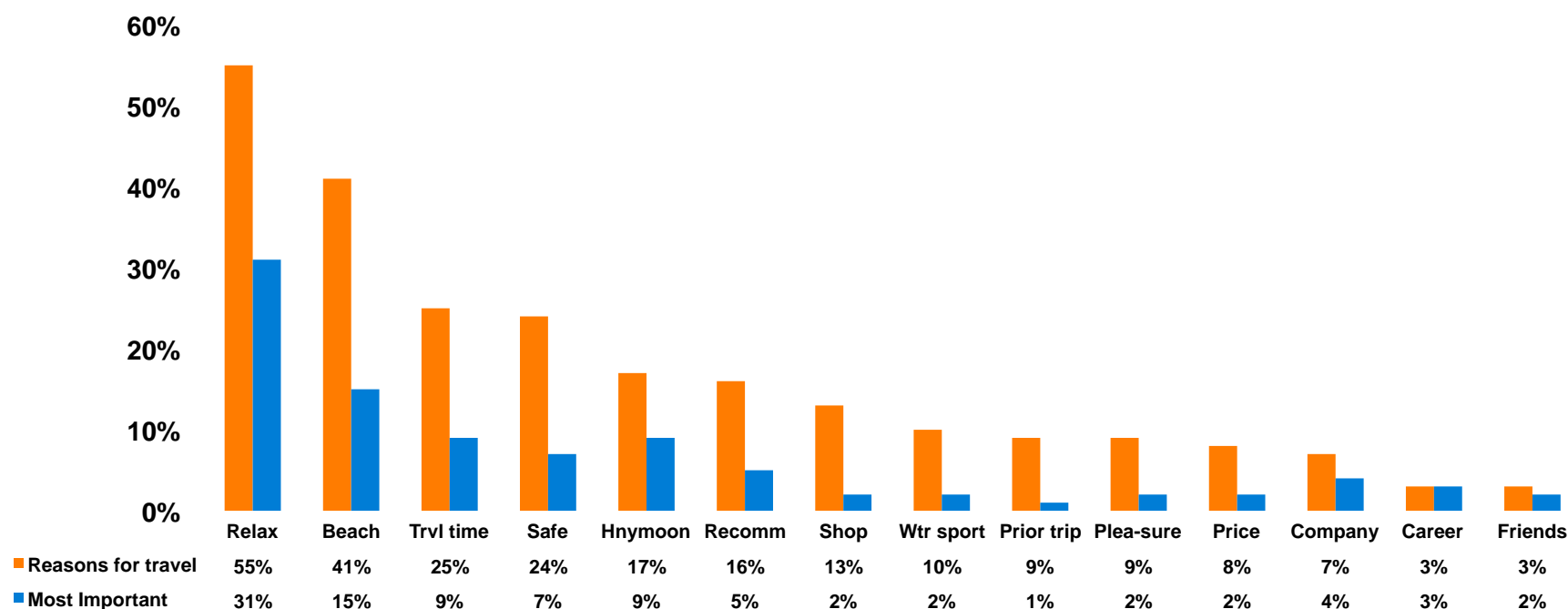


Accommodation by Income

Average length of stay: 3.70 days

		TOTAL	PERSONAL INCOME				
			<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.9	Pacific Islands Club PIC	54%	41%	49%	58%	62%	47%
	Sheraton Laguna Resort	8%	12%	9%	6%	6%	7%
	The Westin Resort Guam	7%	8%	8%	6%	7%	10%
	Hyatt Regency Guam	7%	9%	8%	7%	6%	2%
	Hilton Guam Resort & Spa	6%	8%	7%	5%	5%	5%
	Onward Beach Resort	5%	6%	5%	5%	3%	2%
	Holiday Resort Guam	3%	3%	3%	3%	2%	2%
	Relatives, Friends, Home Stay	2%	2%	2%	1%	2%	6%
	Leo Palace Resort	1%		2%	1%	2%	1%
	Outrigger Guam Resort	1%	3%	1%	1%	1%	1%
	Ramada Suites Guam	1%	2%	1%	1%	1%	5%
	Hotel Sane Fe	1%	1%	1%	1%	1%	4%
	Ohana Bayview Hotel	1%	2%	1%	1%	1%	1%
	Fiesta Resort Guam	1%	1%	1%	1%	0%	1%
	Hotel Nikko Guam	0%	1%	1%	0%	0%	2%
	Guam Marriott Resort Hotel	0%	0%	0%	1%	1%	1%
	Condominium	0%	0%	1%	0%	0%	1%
	Other	0%		0%	0%	0%	2%
	Royal Orchid Guam	0%	0%	0%	0%	0%	
	Apartment	0%	0%	0%	0%	0%	1%
	Days Inn Tamuning	0%	0%	0%	0%	0%	
	Ohana Oceanview Hotel	0%	0%	0%		0%	
	Japan Plaza Hotel	0%	0%	0%	0%		
	Guam Reef Hotel	0%			0%		
	Pacific Bay Hotel	0%		0%	0%		
	Guam Aurora Resort	0%	0%		0%		
	Grand Plaza Hotel	0%			0%		
	Days Inn Maite	0%				0%	
	Total	Count	4210	318	1356	1105	1138

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- The desire to relax,
- Guam's natural beauty/beaches and
- Short travel time

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	55%	88%	48%	57%	61%	45%	53%	57%
	Beautiful seas, beaches, tropical climate	41%	52%	39%	40%	47%	42%	38%	44%
	Short travel time	25%	16%	24%	28%	21%	22%	23%	28%
	It is a safe place to spend a vacation	24%	8%	17%	26%	27%	29%	22%	26%
	Honeymoon	17%		31%	16%	3%		19%	15%
	Recommendation of friend, relative, travel agency	16%	16%	16%	16%	16%	13%	15%	16%
	Shopping	13%	12%	13%	15%	9%	6%	11%	15%
	Water sports	10%	12%	10%	10%	12%	8%	10%	10%
	A previous visit	9%	8%	3%	10%	15%	10%	8%	10%
	Pleasure	9%	12%	8%	8%	10%	17%	7%	10%
	Price of the tour package	8%		8%	8%	5%	8%	8%	7%
	My company sponsored me	7%	4%	7%	6%	11%	5%	7%	8%
	Career certification or testing	4%	4%	8%	3%	1%	3%	4%	3%
	To visit friends or relatives	3%	12%	3%	2%	5%	15%	3%	4%
	Company or Business trip	3%		2%	3%	6%	8%	4%	2%
	Other	3%	4%	2%	3%	2%	6%	2%	3%
	To golf	3%		1%	2%	4%	17%	4%	2%
	SCUBA diving	2%		3%	2%	3%	3%	2%	3%
	Organized Sporting Activity	2%	4%	2%	1%	2%		2%	2%
	Promotional materials from GVB	1%	4%	1%	1%	1%	2%	2%	1%
	To get married or Attend wedding	1%		1%	1%	1%	3%	1%	1%
	Special promotion	1%		1%	1%	0%	1%	1%	1%
	Convention, Conference, Trade show	0%		0%	0%	1%	1%	0%	0%
Total	Cases	4221	25	1114	2168	758	155	2103	2118

Motivation by Income

		TOTAL	PERSONAL INCOME				
			<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.5	Just to relax	55%	44%	52%	57%	61%	44%
	Beautiful seas, beaches, tropical climate	41%	31%	40%	43%	46%	34%
	Short travel time	25%	18%	23%	26%	31%	16%
	It is a safe place to spend a vacation	24%	17%	22%	26%	27%	11%
	Honeymoon	17%	33%	26%	14%	5%	16%
	Recommendation of friend, relative, travel agency	16%	17%	15%	16%	15%	16%
	Shopping	13%	8%	12%	14%	15%	13%
	Water sports	10%	7%	10%	10%	12%	13%
	A previous visit	9%	5%	6%	10%	14%	5%
	Pleasure	9%	8%	7%	10%	9%	13%
	Price of the tour package	8%	9%	8%	8%	7%	7%
	My company sponsored me	7%	13%	7%	6%	7%	2%
	Career certification or testing	4%	3%	5%	2%	3%	13%
	To visit friends or relatives	3%	4%	3%	3%	3%	9%
	Company or Business trip	3%	3%	3%	4%	3%	1%
	Other	3%	1%	2%	4%	3%	1%
	To golf	3%	1%	2%	2%	4%	1%
	SCUBA diving	2%	3%	3%	2%	2%	4%
	Organized Sporting Activity	2%	1%	1%	1%	2%	2%
	Promotional materials from GVB	1%	2%	1%	2%	1%	4%
	To get married or Attend wedding	1%	3%	1%	1%	0%	2%
	Special promotion	1%	0%	1%	1%	0%	
	Convention, Conference, Trade show	0%	0%	0%	0%	0%	
Total	Cases	4221	317	1361	1107	1140	128

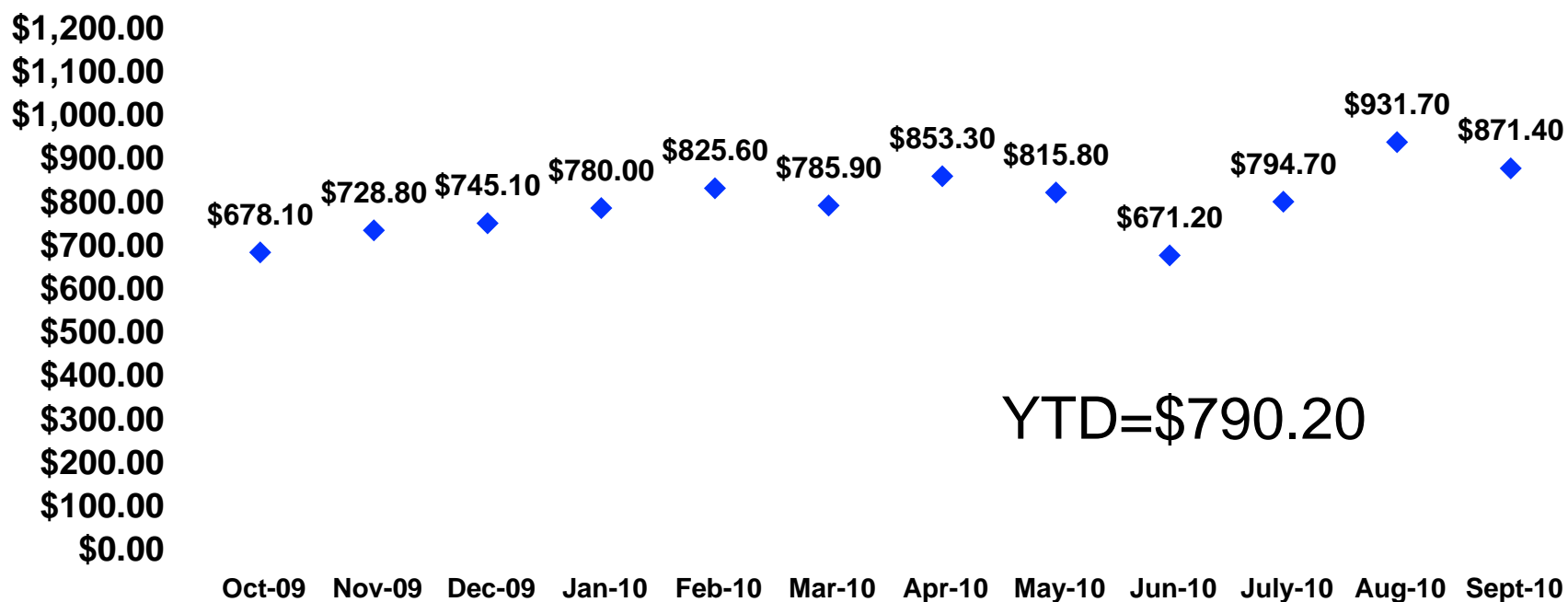
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

KW1166.65/US\$1

- \$1,932.10 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$19,815 = maximum (highest amount recorded for the entire sample)
- \$790.20 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

KW1166.65=\$1

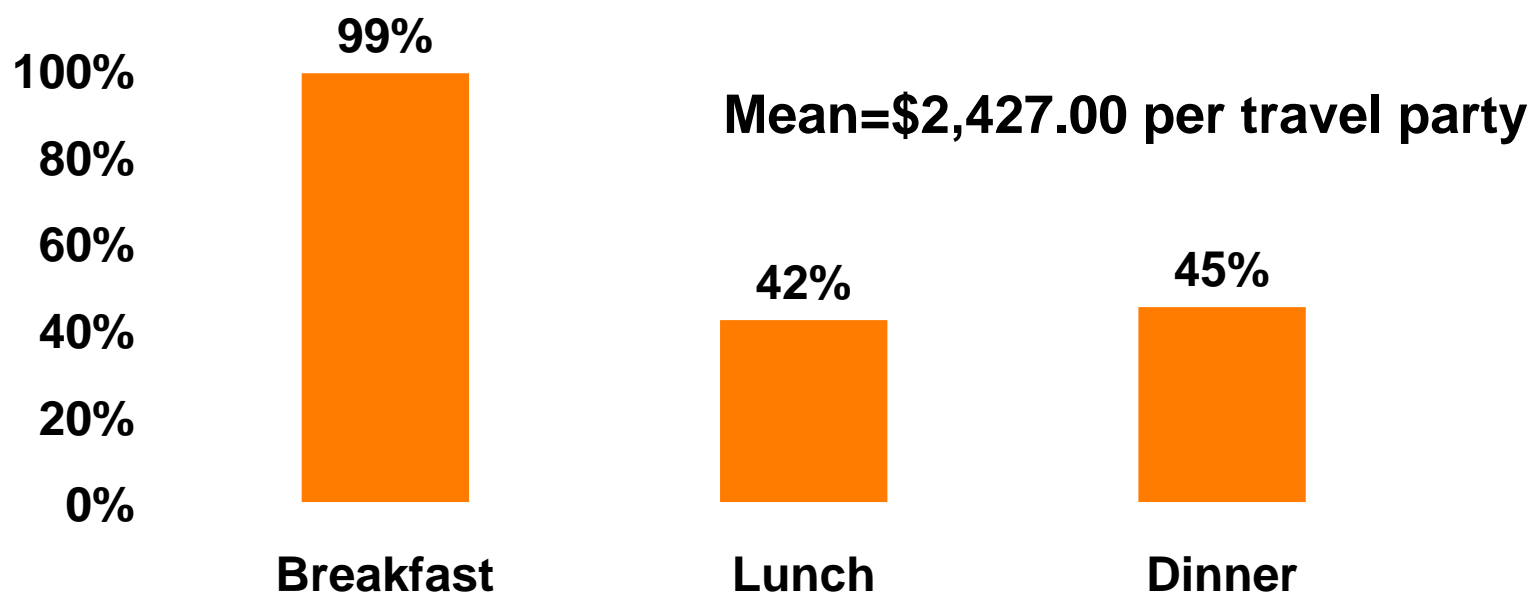
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,947.10
Air & Accommodation w/ daily meal package	\$2,427.00
Air only	\$672.30
Accommodation only	\$580.90
Accommodation w/ daily meal only	\$842.90
Food & Beverages in Hotel	\$141.60
Ground transportation- Korea	\$69.70
Ground transportation- Guam	\$98.40
Optional tours/ activities	\$344.00
Other expenses	\$468.20
Total Prepaid	\$1,932.10

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

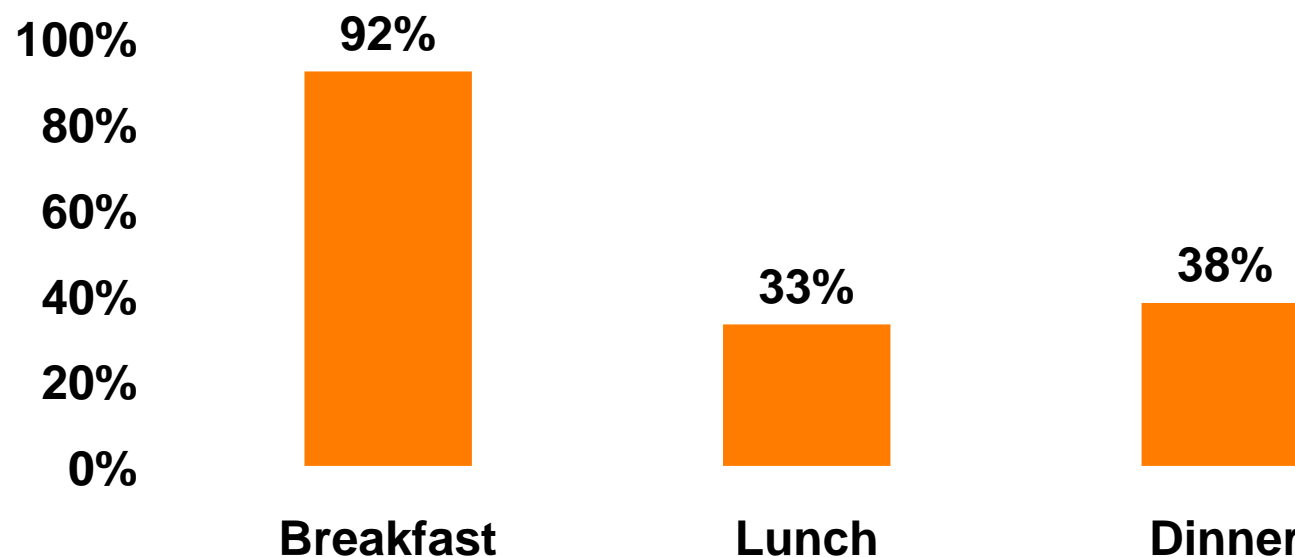
n=1972



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

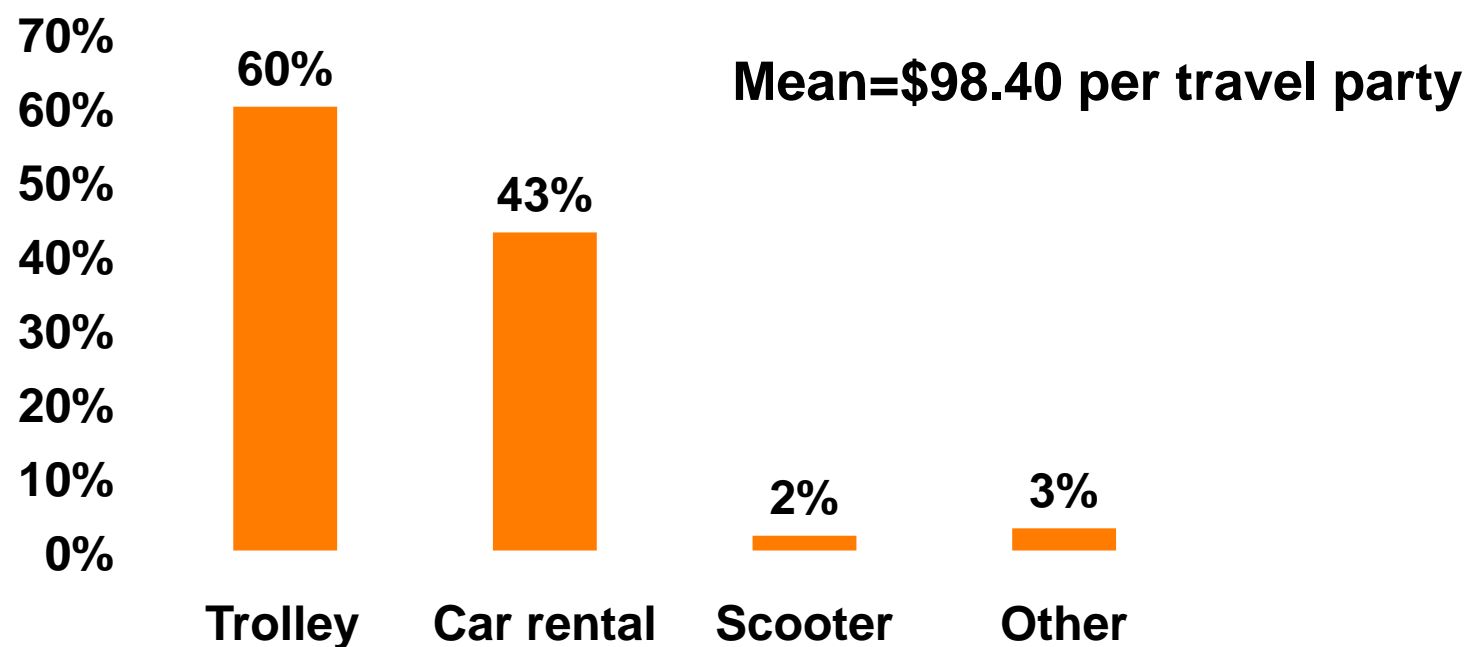
n=24



Mean=\$842.90 per travel party

Prepaid Ground Transportation

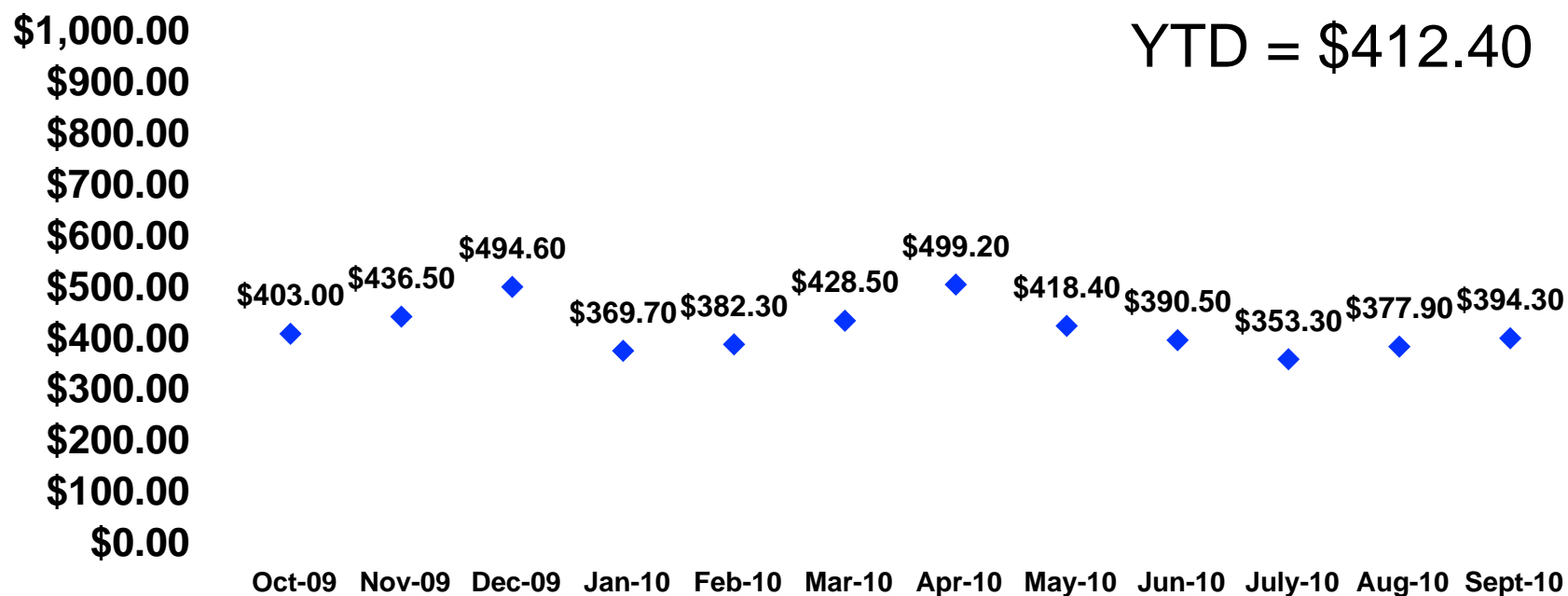
n=180



On-Island Expenditures

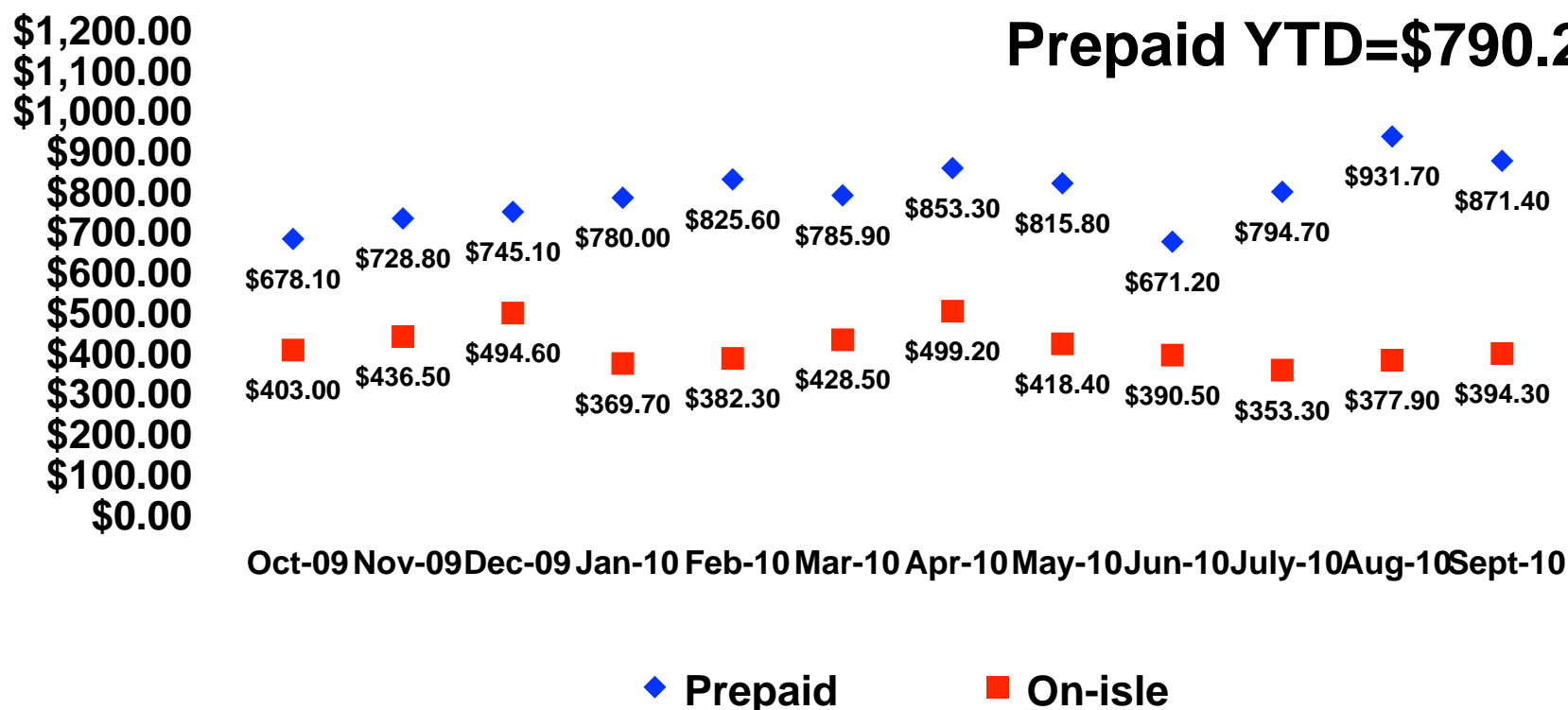
- \$907.50 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$30,000 = Maximum (highest amount recorded for the entire sample)
- \$412.40 = overall mean average per person on-island expenditure

On-Island Expenditures



Prepaid / On-Island Expenditures

On-Island YTD = \$412.40
Prepaid YTD=\$790.20



Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER									
			Male	Female	Male					Female				
					AGE					AGE				
					<20	20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A	Mean	\$907.48	\$957.71	\$857.59	\$382.14	\$843.55	\$917.84	\$1,087.69	\$1,220.49	\$1,118.60	\$834.22	\$815.59	\$1,041.96	\$943.86
	Median	\$600	\$600	\$524	\$45	\$600	\$598	\$735	\$800	\$475	\$515	\$523	\$600	\$350

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$50.14	\$60.28	\$40.06	\$23.20	\$34.74	\$42.50	\$81.05	\$121.26
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF REST/CONV	Mean	\$23.16	\$24.54	\$21.80	\$26.40	\$21.14	\$24.03	\$25.25	\$14.95
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-OUT- SIDE HOTEL/ REST	Mean	\$39.14	\$43.67	\$34.64	\$65.00	\$32.26	\$40.10	\$44.77	\$43.60
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPTIONAL TOUR	Mean	\$117.02	\$122.19	\$111.88	\$357.60	\$117.06	\$105.89	\$143.65	\$103.64
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$197.33	\$194.59	\$200.04	\$39.40	\$178.43	\$207.53	\$207.31	\$168.21
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/SOUV- F&F AT HOME	Mean	\$115.70	\$116.10	\$115.30	\$63.59	\$116.71	\$113.64	\$124.28	\$104.16
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
LOCAL TRANS	Mean	\$26.32	\$27.56	\$25.10	\$19.44	\$22.37	\$28.47	\$26.56	\$24.86
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$337.37	\$367.60	\$307.37	\$317.76	\$315.81	\$305.35	\$414.01	\$570.99
	Median	\$41	\$50	\$40	\$0	\$30	\$40	\$79	\$120
TOTAL ON ISLAND	Mean	\$907.48	\$957.66	\$857.64	\$912.39	\$837.24	\$869.82	\$1,070.55	\$1,145.53
	Median	\$600	\$600	\$524	\$400	\$558	\$561	\$700	\$600

On-Island Expenditures

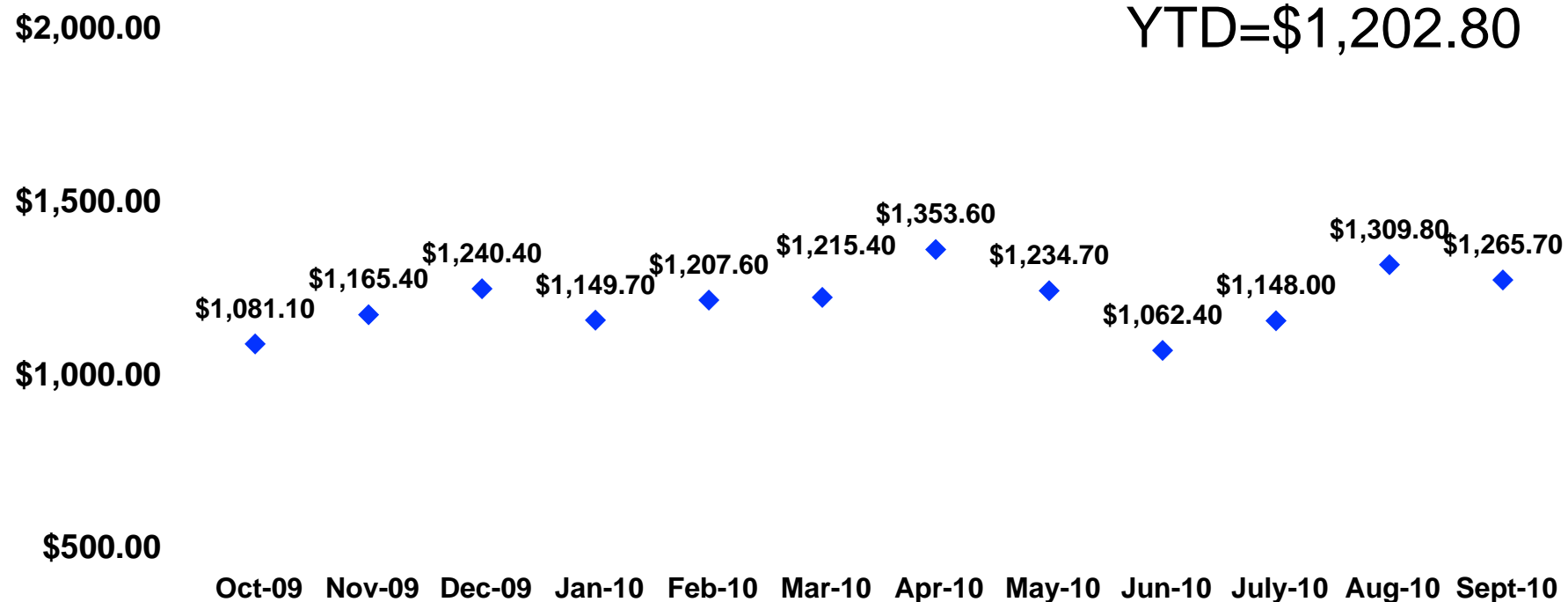
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$38.38	\$98.47
	Median	\$0	\$0
F&B-FF	Mean	\$21.61	\$29.59
REST/CONV	Median	\$0	\$0
F&B-OUT- SIDE	Mean	\$31.81	\$69.06
HOTEL/ REST	Median	\$0	\$0
OPTIONAL	Mean	\$128.15	\$71.39
TOUR	Median	\$0	\$0
GIFT/	Mean	\$183.51	\$254.33
SOUV-SELF	Median	\$0	\$0
GIFT/ SOUV-	Mean	\$115.03	\$118.58
F&F AT HOME	Median	\$0	\$0
LOCAL TRANS	Mean	\$22.44	\$42.26
	Median	\$0	\$0
OTHER EXP	Mean	\$335.18	\$346.15
	Median	\$40	\$50
TOTAL ON	Mean	\$876.08	\$1,036.65
ISLAND	Median	\$570	\$700

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,202.80 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$33,868 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

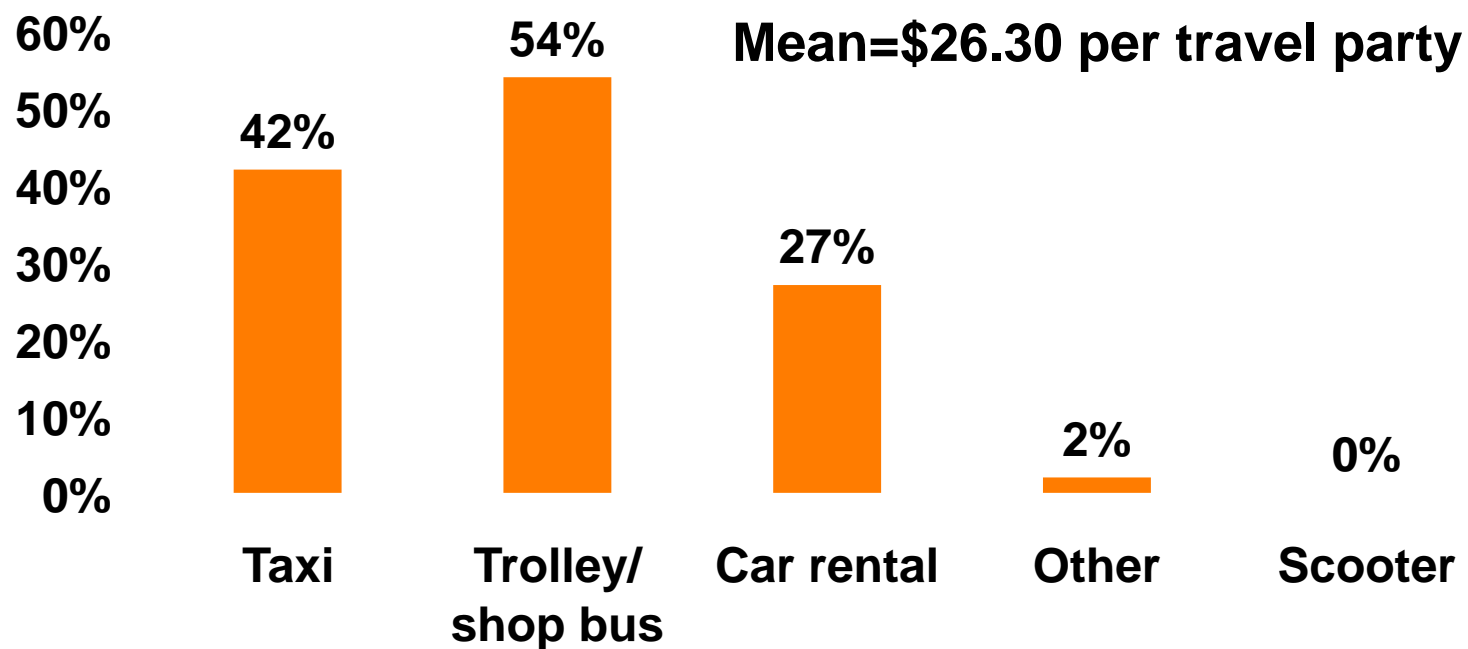


Breakdown of On-Island Expenditures

∴	MEAN \$
Food & beverage in a hotel	\$50.10
Food & beverage in fast food restaurant/ convenience store	\$23.20
Food & beverage at restaurants or drinking establishments outside a hotel	\$39.10
Optional tours and activities	\$117.00
Gifts/ souvenirs for yourself/companions	\$197.30
Gifts/ souvenirs for friends/family at home	\$115.70
Local transportation	\$26.30
Other expenses not covered	\$337.40
Average Total	\$907.50

Local Transportation

n=1272



Guam Airport Expenditures

- \$62.40 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,500 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

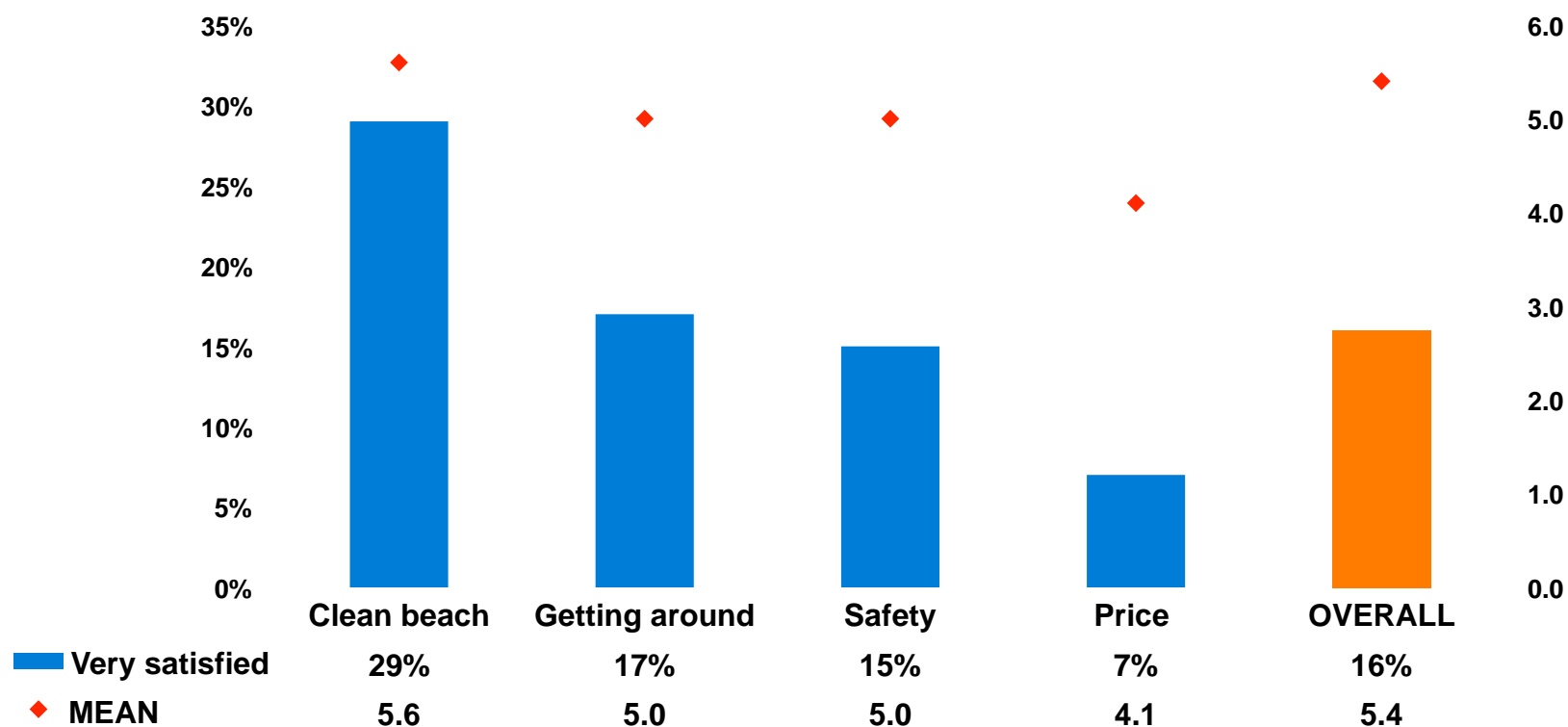
::	MEAN \$
Food & Beverages	\$4.60
Gifts/Souvenirs Self	\$33.00
Gifts/Souvenirs Others	\$24.50
Total	\$62.40

SECTION 4 **VISITOR SATISFACTION**

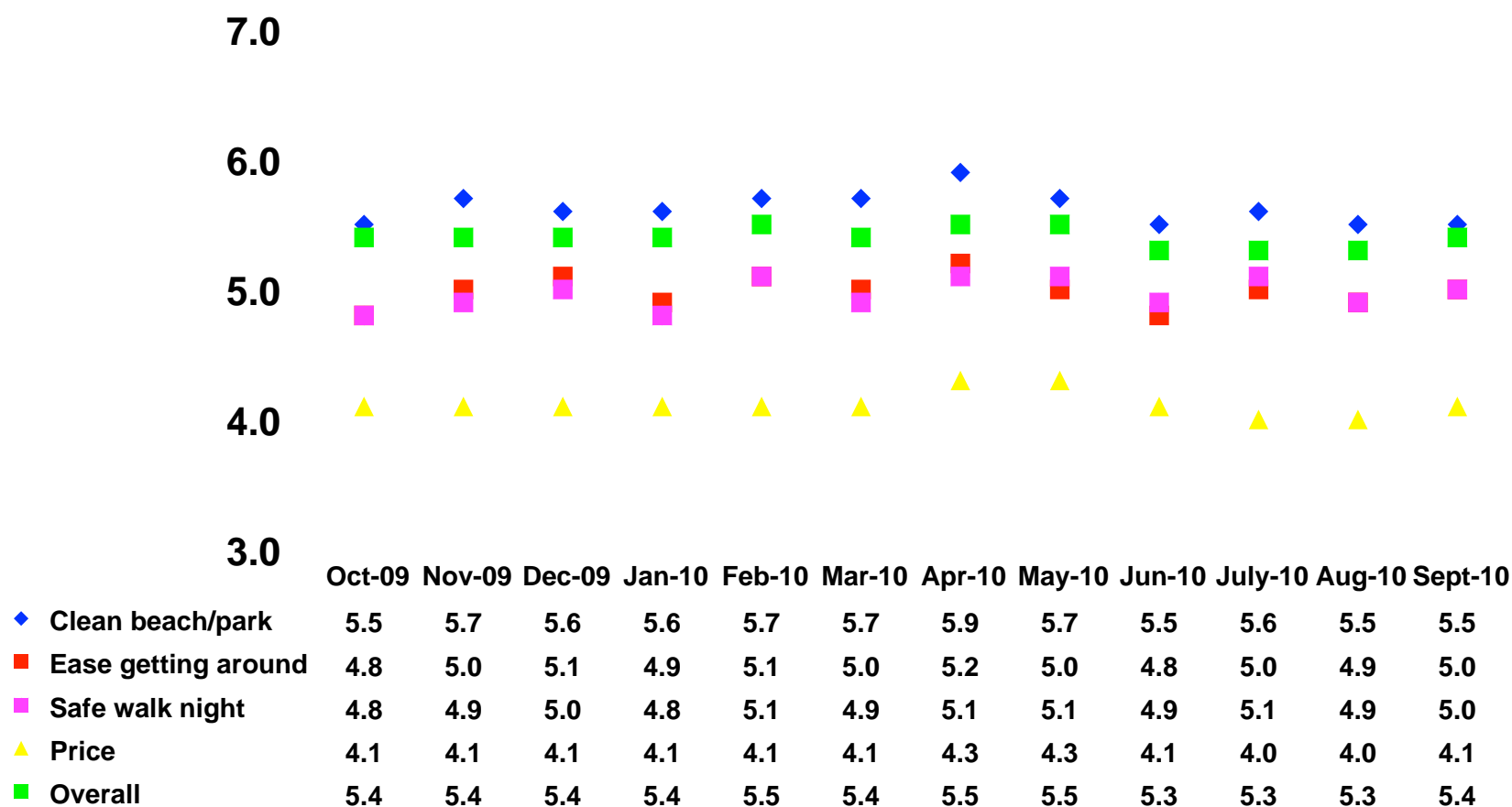
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



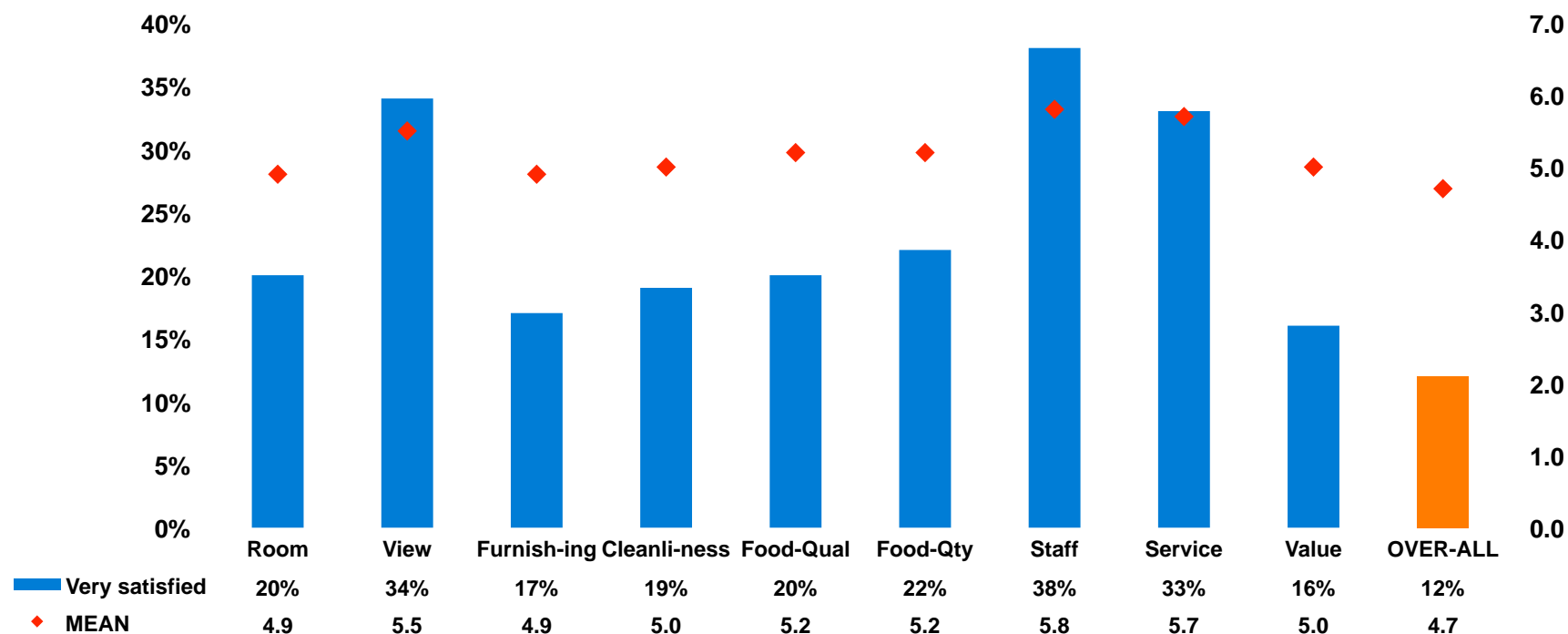
Guam Perceptions



Quality of Accommodations

7pt Rating Scale

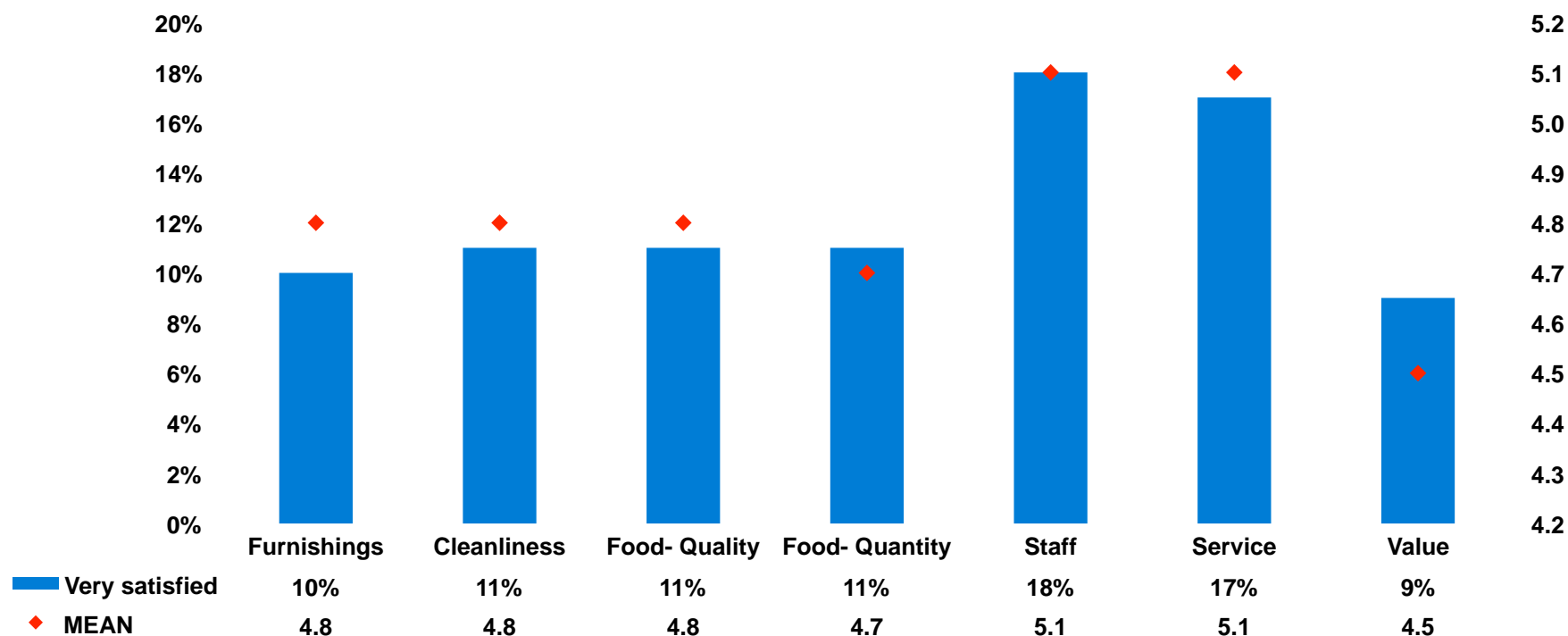
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

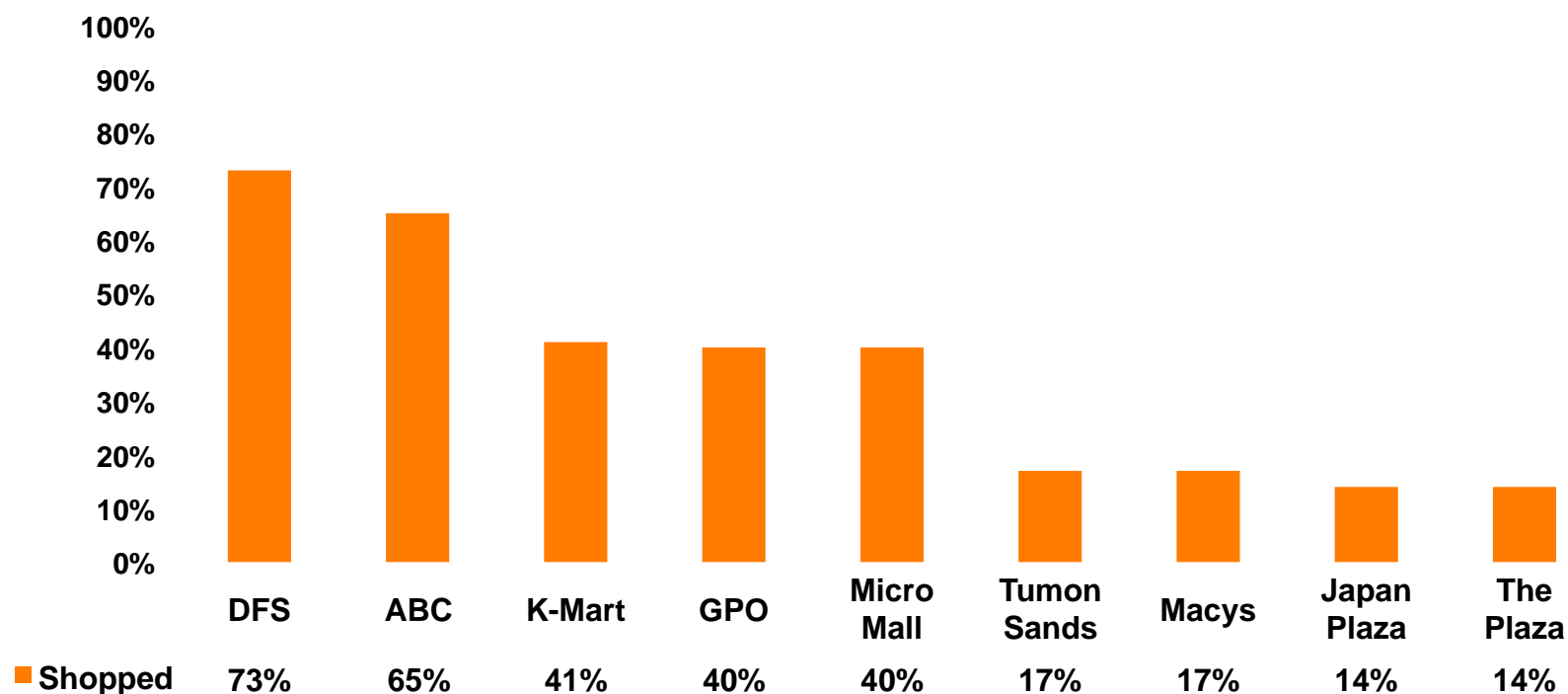
7pt Rating Scale

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 = **42%**

Score of 4 to 5 = **47%**

Score 1 to 3 = **12%**

MEAN = 5.0

Variety of Shopping

Score of 6 to 7 = **38%**

Score of 4 to 5 = **45%**

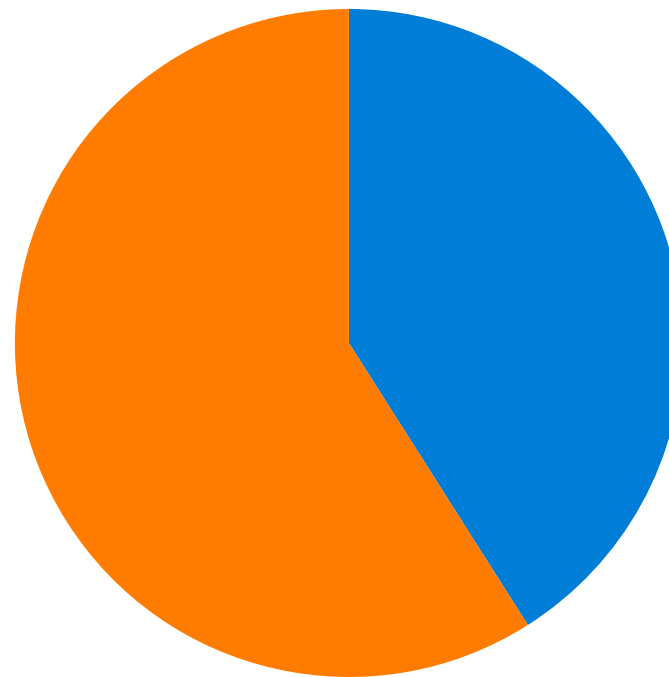
Score 1 to 3 = **17%**

MEAN = 4.8

Optional Tour Participation

- Average number of tours participated in is 1.2

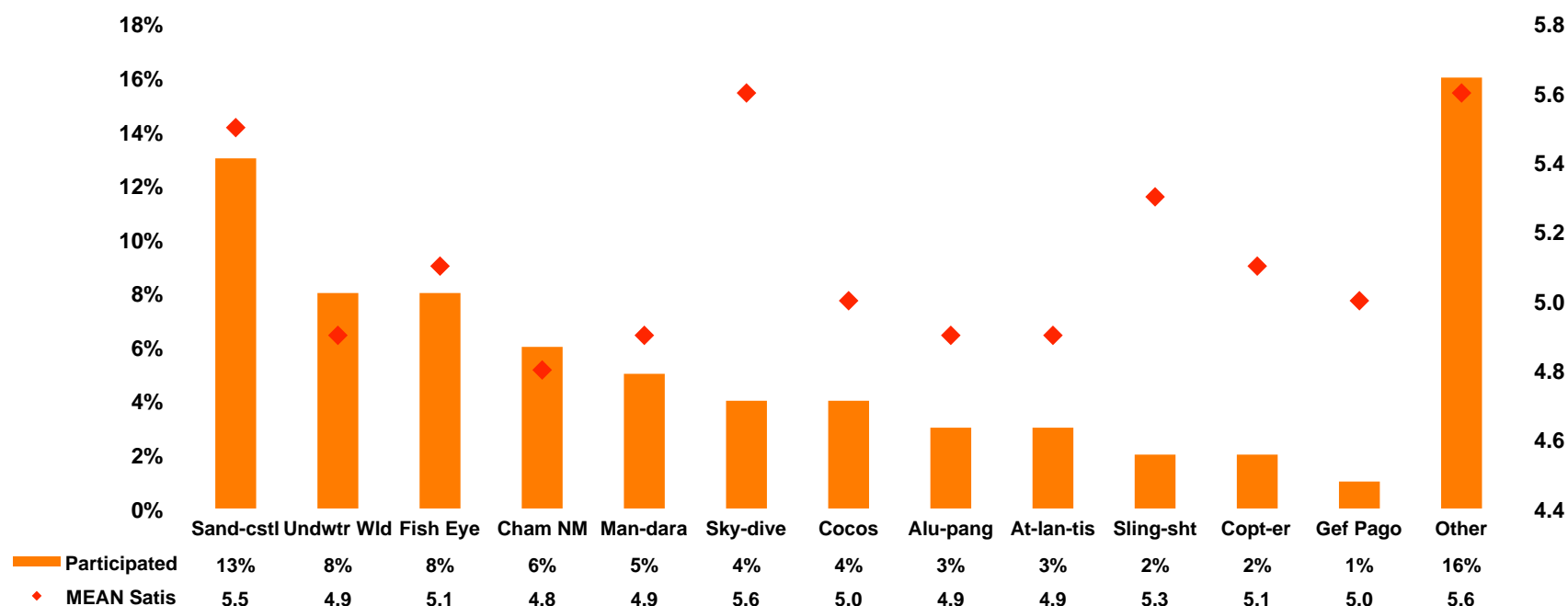
**One or more
59%**



**None
41%**

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 = **39%**

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

Score 1 to 3 = **8%**

MEAN = 5.0

Variety of Day Tour

Score of 6 to 7 = **32%**

Score of 4 to 5 = **55%**

Score 1 to 3 = **13%**

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 = **59%**

Score 1 to 3 = **18%**

MEAN = 4.4

Variety of Night Tour

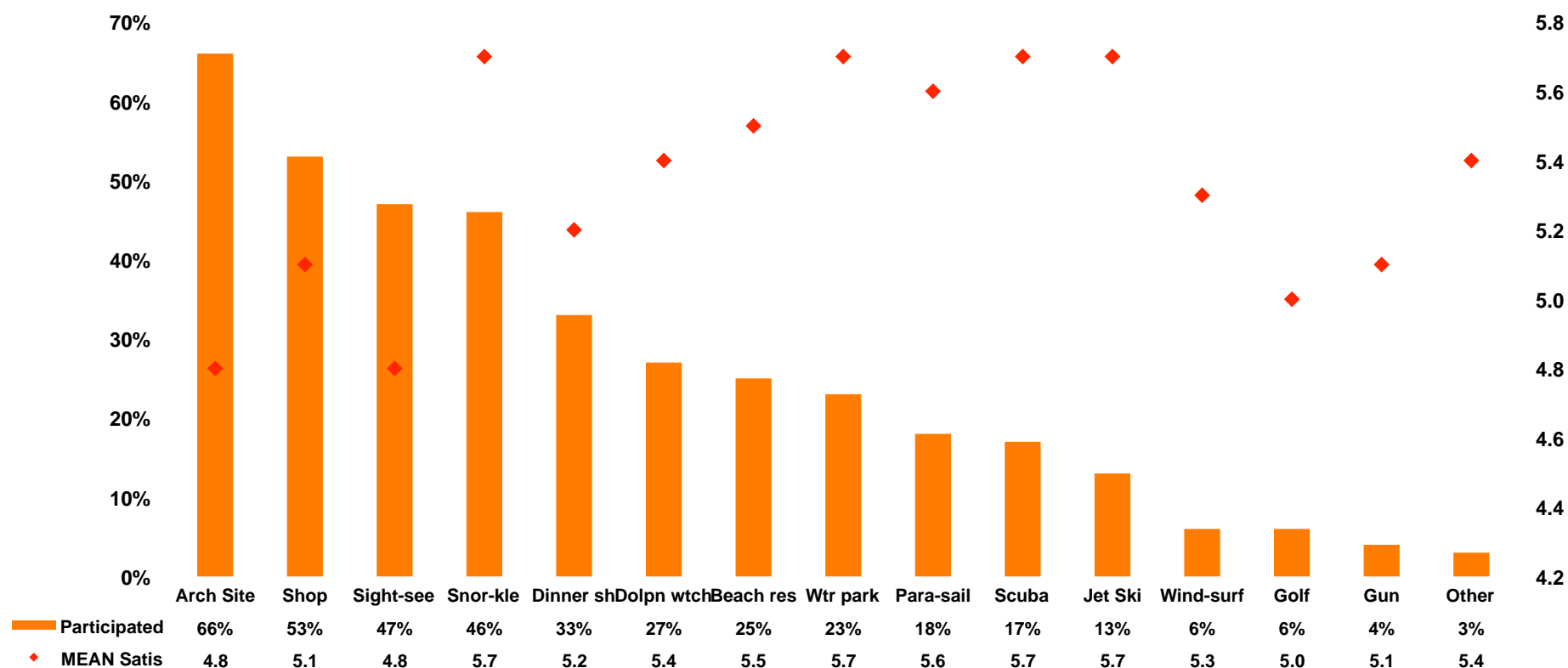
Score of 6 to 7 = **21%**

Score of 4 to 5 = **57%**

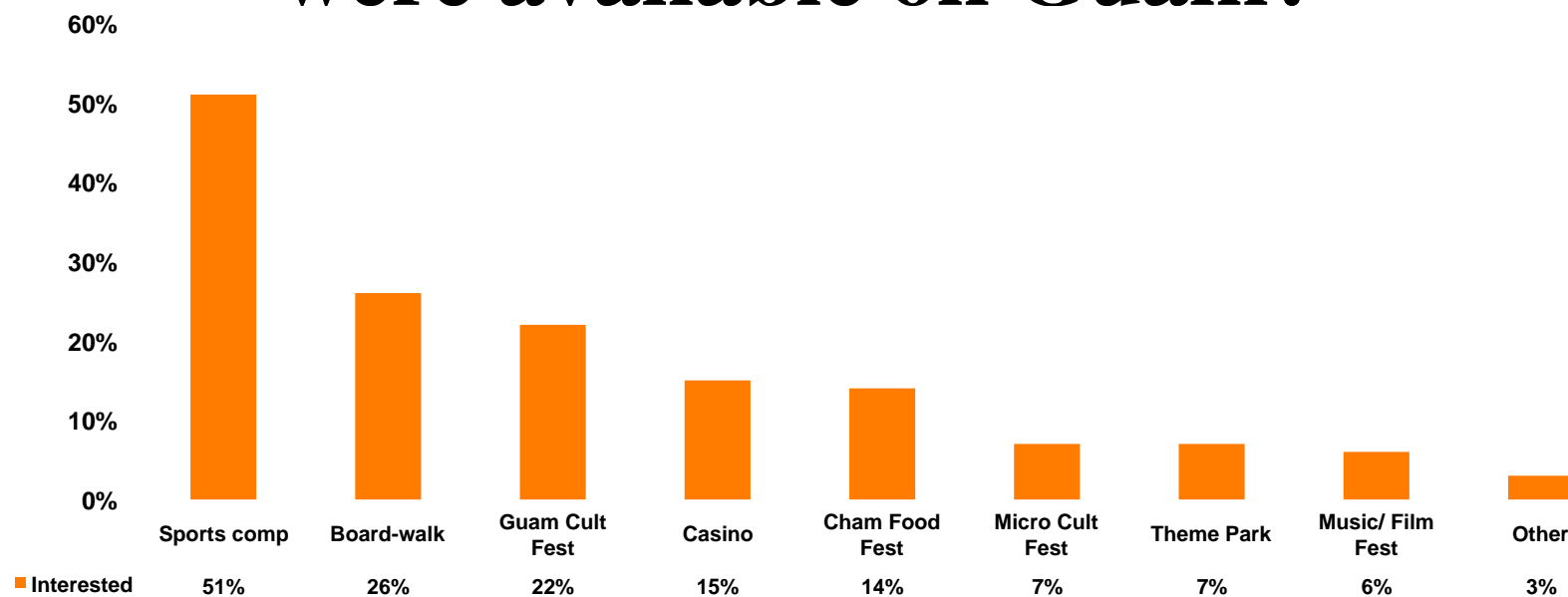
Score 1 to 3 = **22%**

MEAN = 4.3

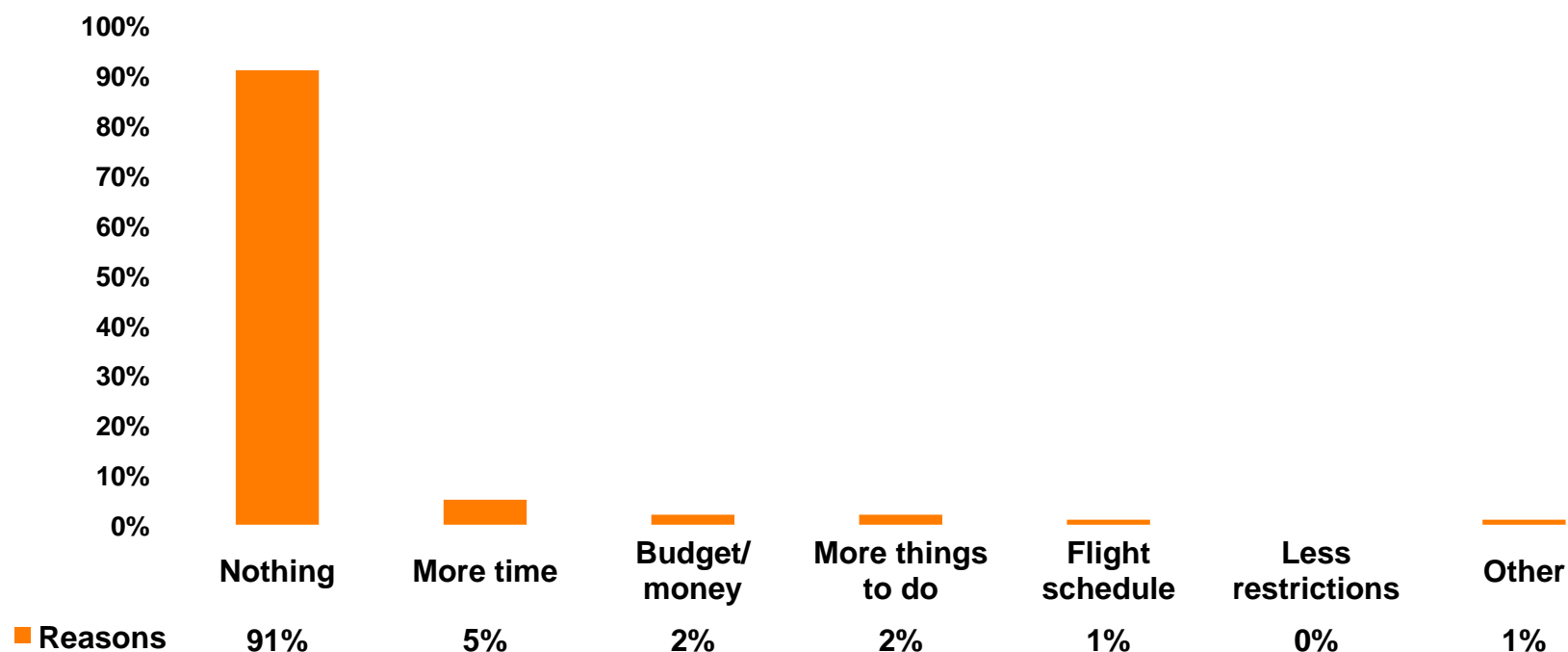
Satisfaction with Other Activities



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



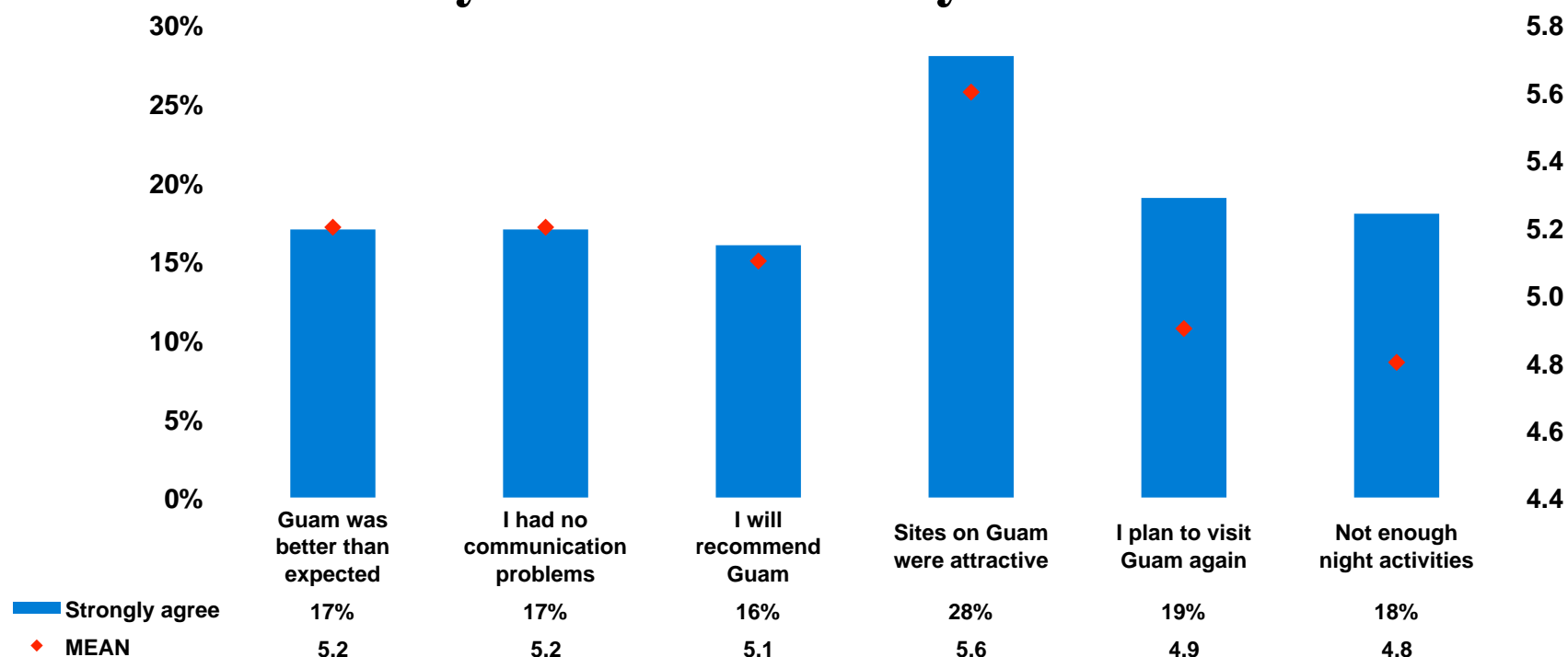
What would it take to make you want to stay an extra day on Guam?



On-Island Perceptions

7pt Rating Scale

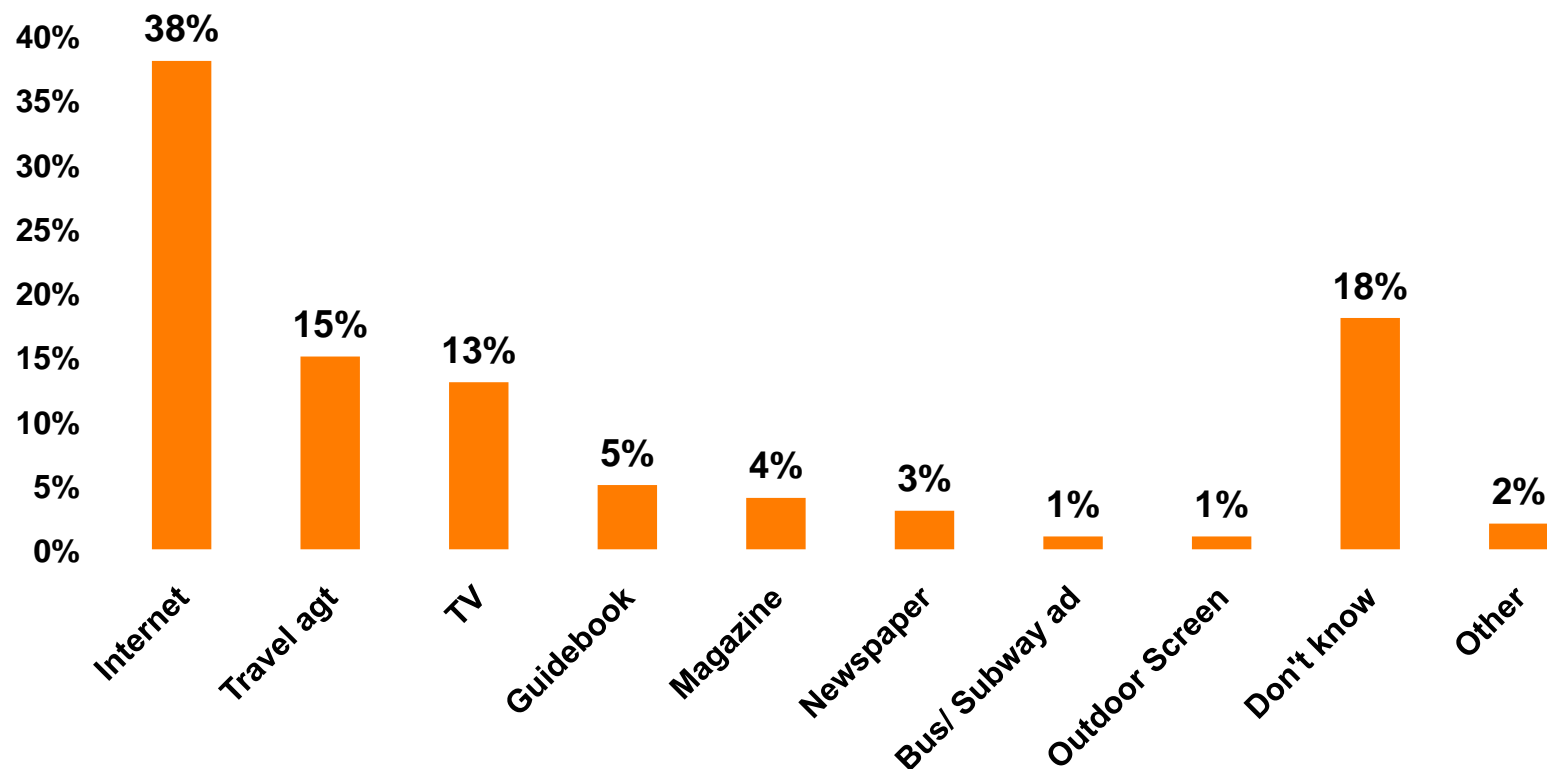
7=Very Satisfied/ 1=Very Dissatisfied



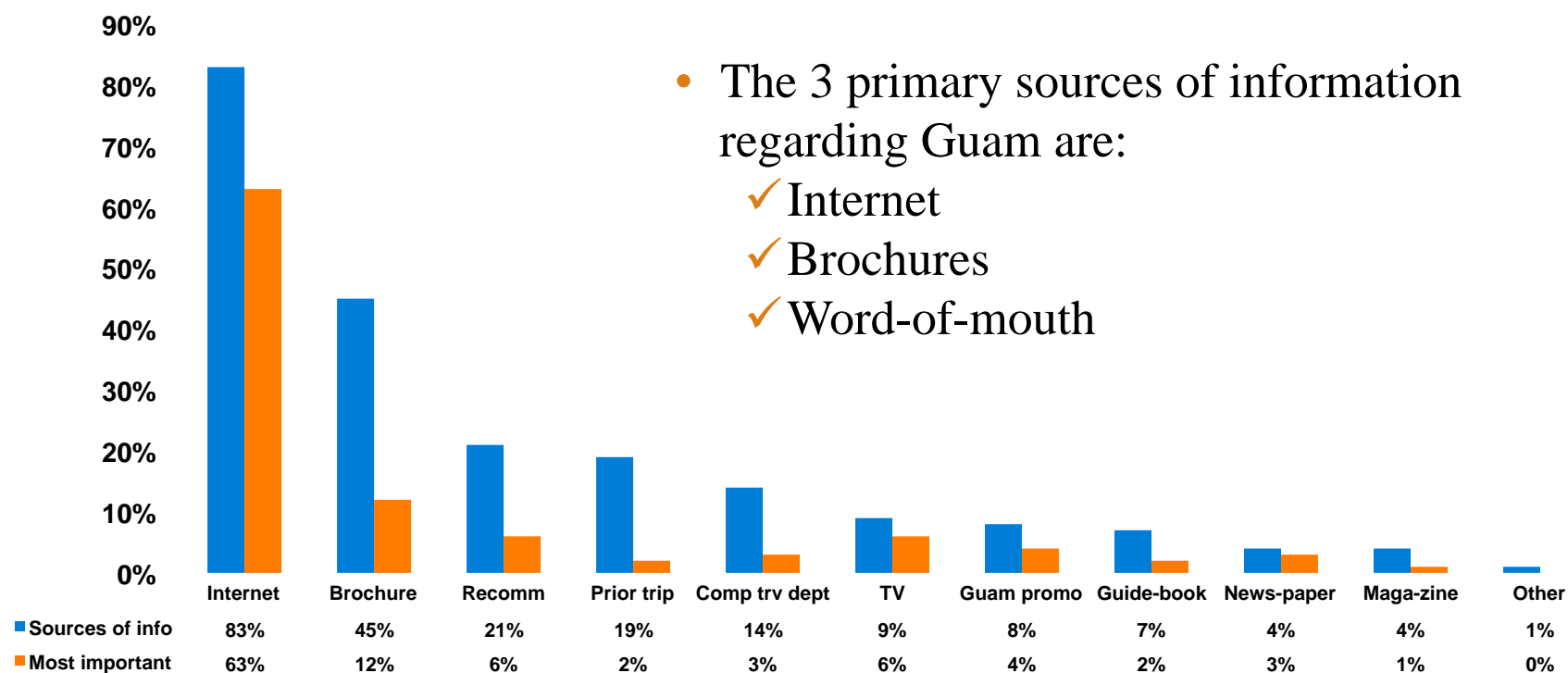
SECTION 5 **PROMOTIONS**

Guam Promotion - Media

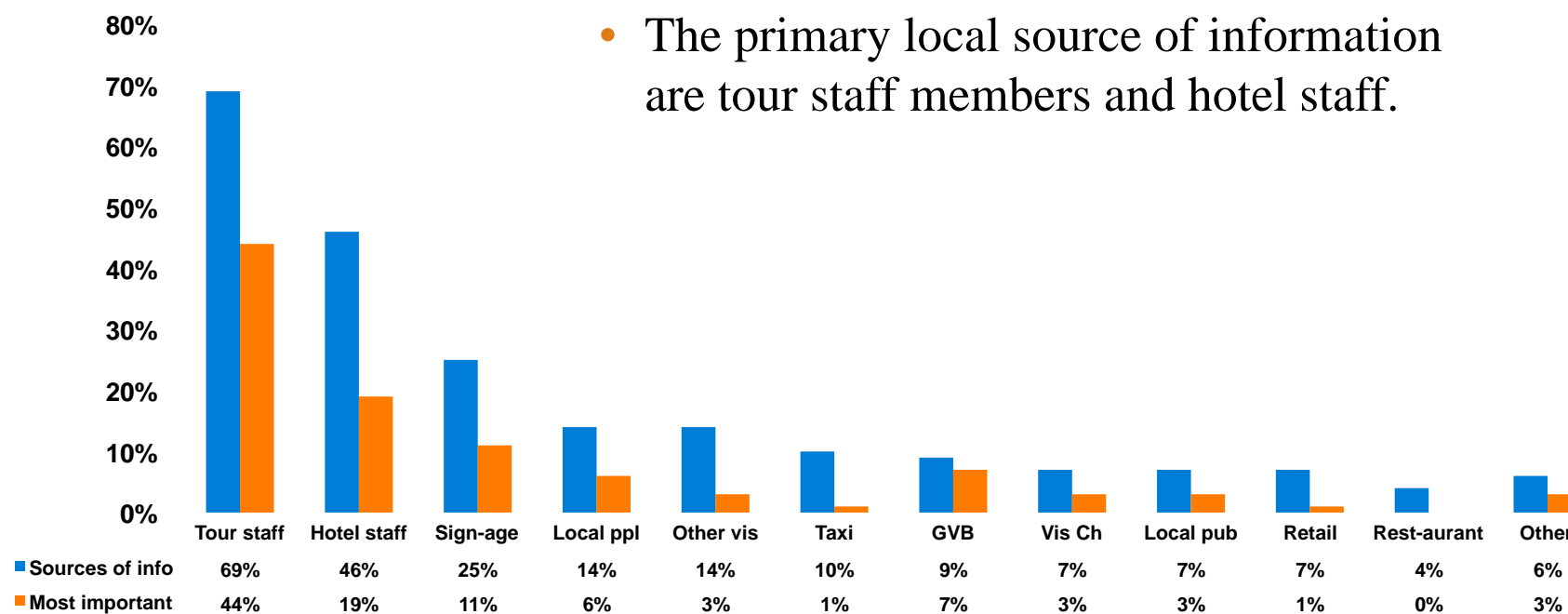
Past 90 days



Sources of Information Pre-arrival

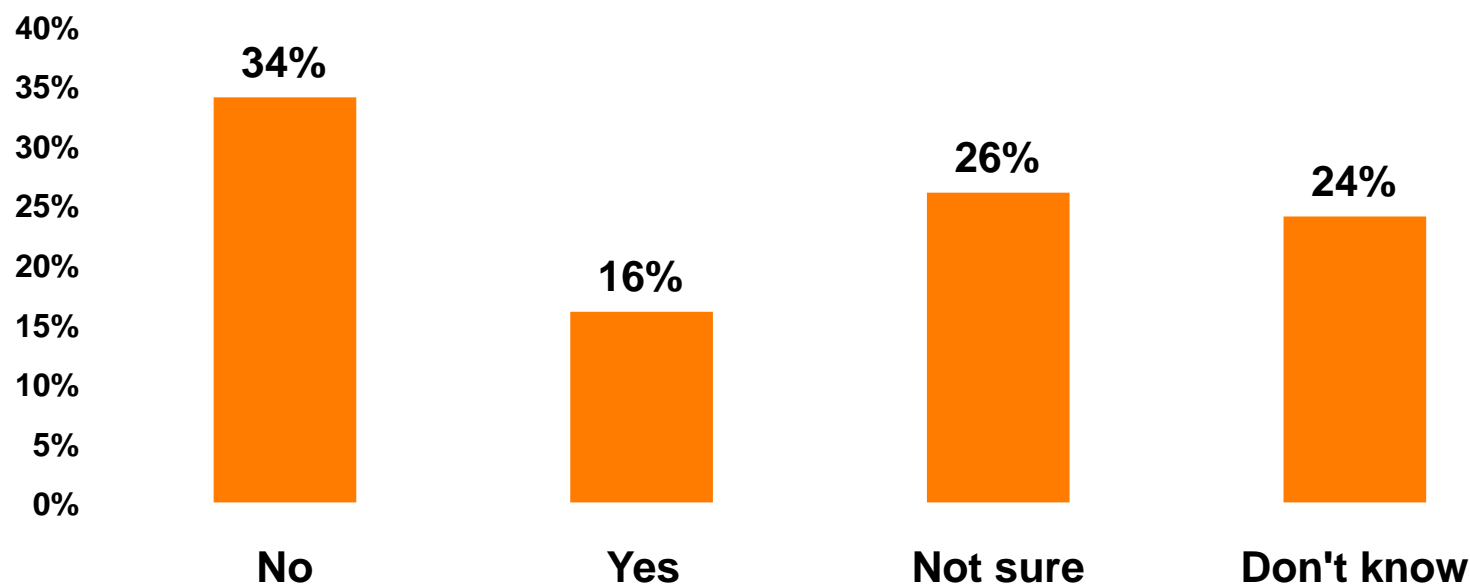


Sources of Information Post-arrival



SECTION 6 **OTHER ISSUES**

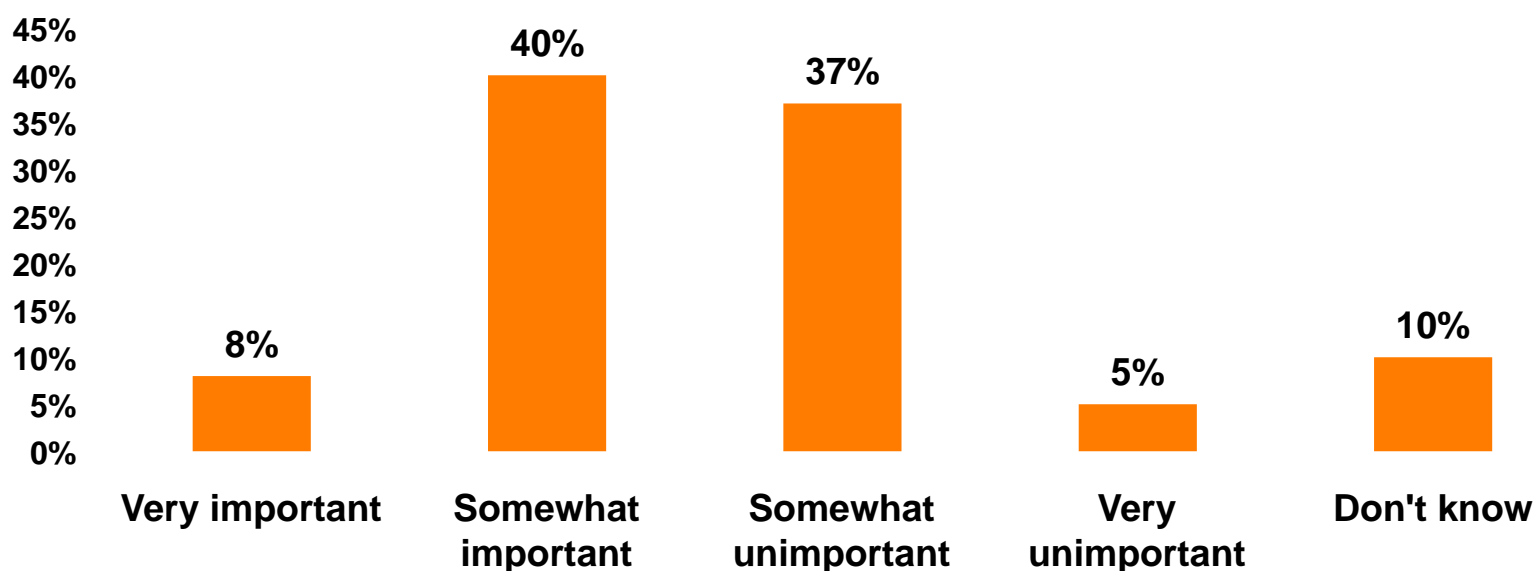
Good time to spend money on travel outside of Korea - Overall



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

		AGE					PERSONAL INCOME				
		<20	20-29	30-39	40-49	50+	<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.22	No	32%	34%	34%	32%	37%	35%	35%	35%	32%	28%
	Yes	16%	16%	17%	16%	15%	14%	15%	16%	20%	13%
	Not sure	24%	24%	25%	29%	26%	26%	26%	26%	26%	17%
	Do not know	28%	27%	24%	23%	21%	25%	25%	23%	22%	42%
Total	Count	25	1114	2165	760	155	318	1360	1107	1140	128

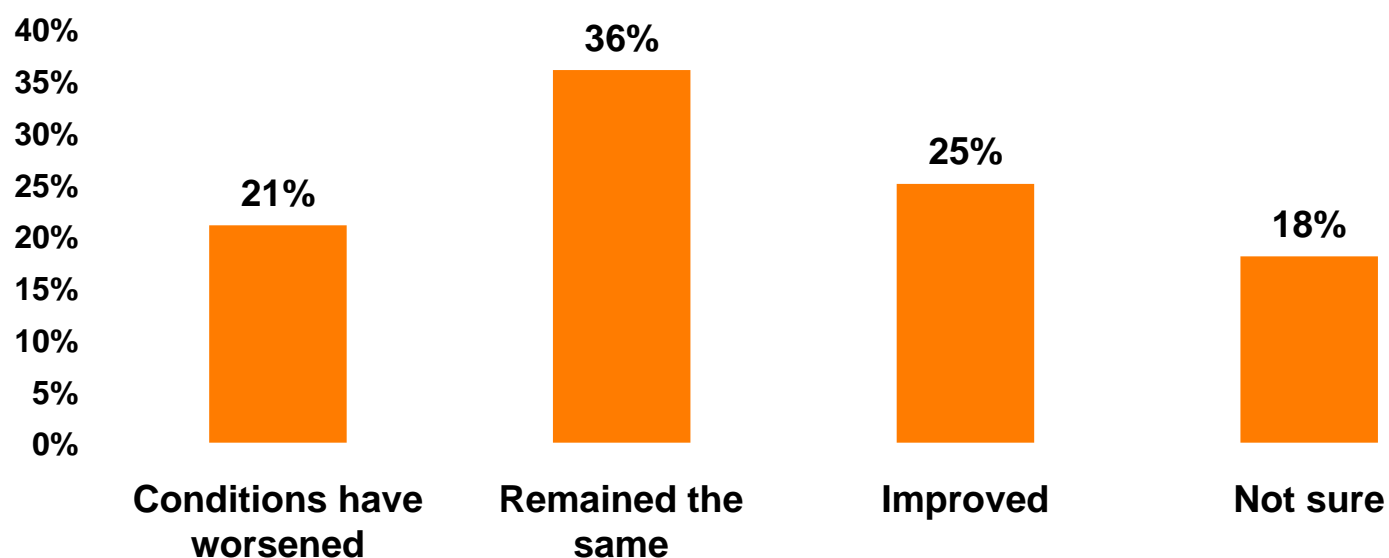
The importance of the state of the Korean economy in decision to travel outside of Korea - Overall



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		5%	5%	5%	5%	5%	5%	5%	4%	5%
	Somewhat unimportant	24%	35%	39%	35%	34%	24%	35%	36%	45%	24%
	Somewhat important	44%	38%	41%	43%	37%	43%	40%	44%	36%	39%
	Very important	4%	9%	7%	8%	14%	8%	8%	8%	8%	5%
	Don't know	28%	14%	9%	8%	10%	20%	11%	8%	7%	26%
Total	Count	25	1113	2167	757	155	318	1359	1107	1139	128

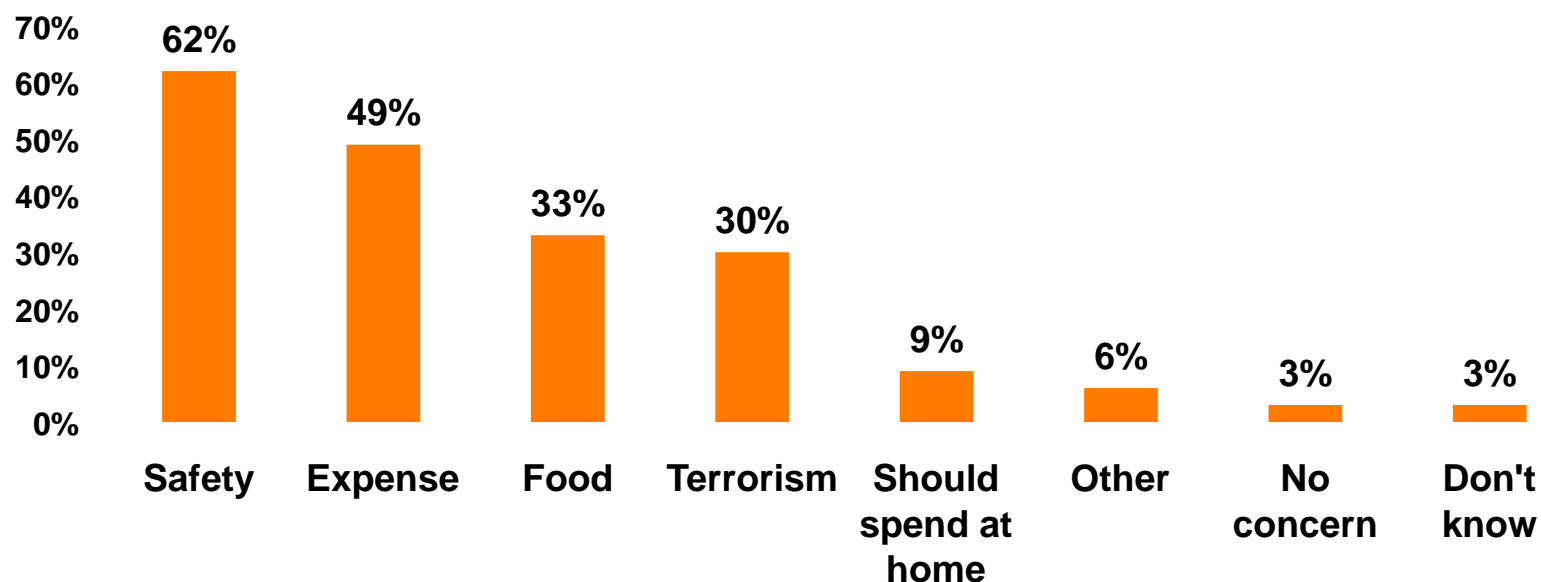
Rating Korean Economy Compared to 12 months ago



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	28%	22%	20%	21%	21%	26%	21%	23%	16%	28%
	Conditions have remained the same	8%	34%	38%	37%	30%	31%	38%	38%	35%	28%
	Conditions have improved	16%	21%	25%	28%	32%	19%	21%	25%	33%	11%
	Do not know	48%	23%	17%	14%	17%	23%	20%	14%	16%	33%
Total	Count	25	1115	2166	760	154	318	1360	1108	1140	128

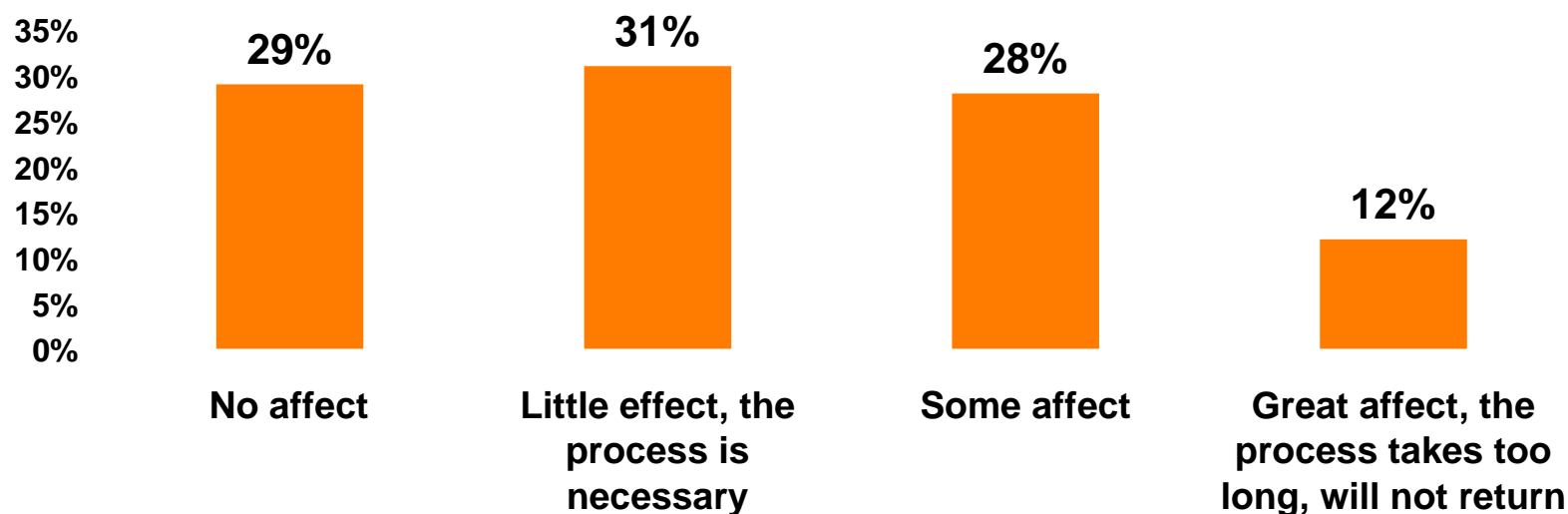
Concerns about travel outside of Korea - Overall



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	40%	58%	63%	65%	54%	54%	61%	66%	64%	41%
	Expense	40%	51%	50%	46%	37%	52%	52%	49%	46%	48%
	Food	28%	33%	33%	36%	30%	36%	34%	34%	33%	30%
	Terrorism	20%	29%	31%	30%	28%	24%	29%	32%	32%	18%
	Spending money abroad when it should be spent at home	8%	12%	9%	7%	12%	13%	11%	9%	7%	5%
	Other	4%	7%	6%	5%	6%	7%	5%	6%	7%	9%
	No concerns	12%	3%	3%	3%	8%	2%	2%	3%	5%	5%
	Do not know	8%	3%	4%	2%	7%	5%	3%	2%	3%	9%
Total	Cases	25	1115	2167	760	155	318	1361	1108	1141	128

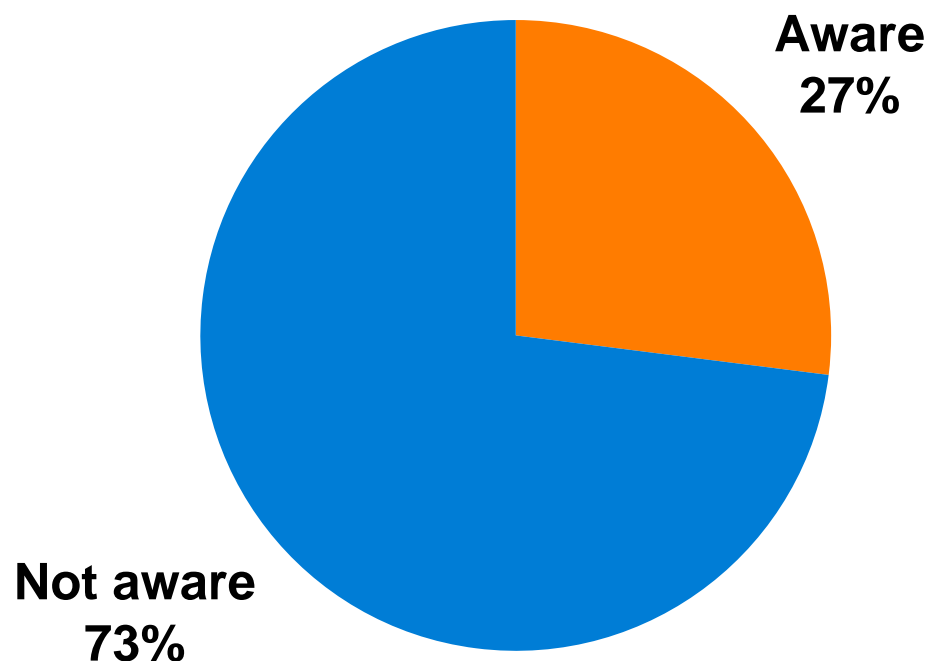
Security Screening/ Immigration Process at Guam International Airport



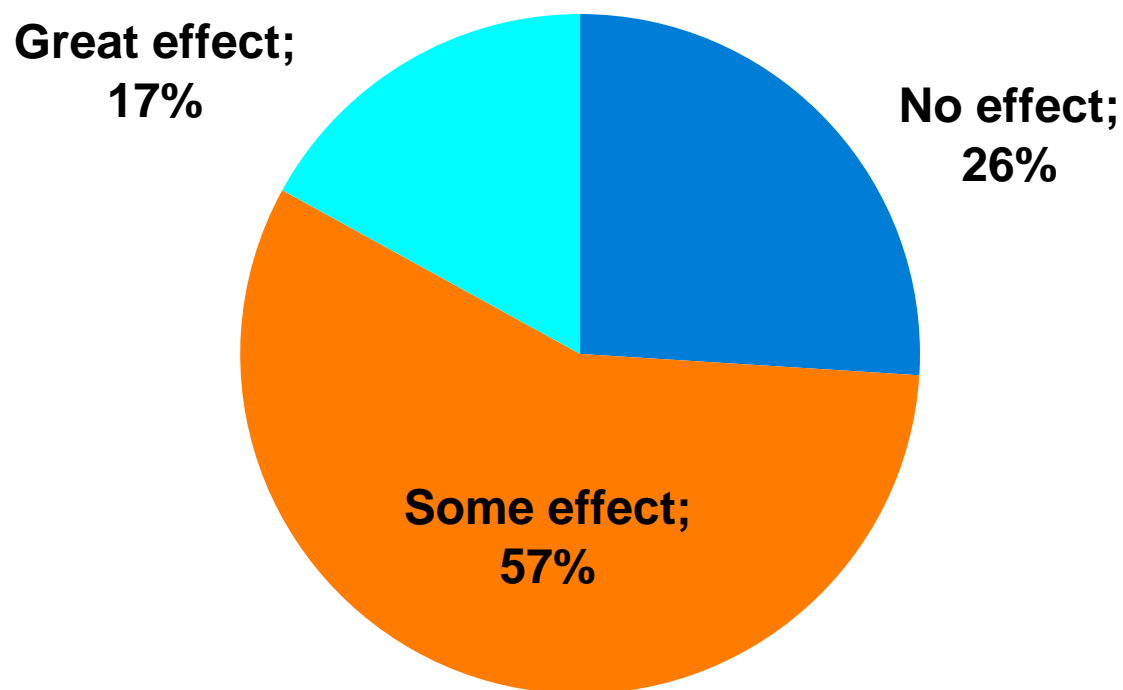
Hotel Room Surcharge by \$3.00/ Per day/ Per room to help build Guam Museum

- Mean Rating – **3.0** out of possible 7.0
- Agree (Score 6-7) – **9%**
- Neutral (Score 4-5) – **39%**
- Disagree (Score 1-3) – **52%**

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

