



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **FY2011 Data Aggregation**



**Prepared by: QMark Research**

*Information contained herein is the property of the Guam Visitors Bureau.*

*The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.*

# Background & Methodology

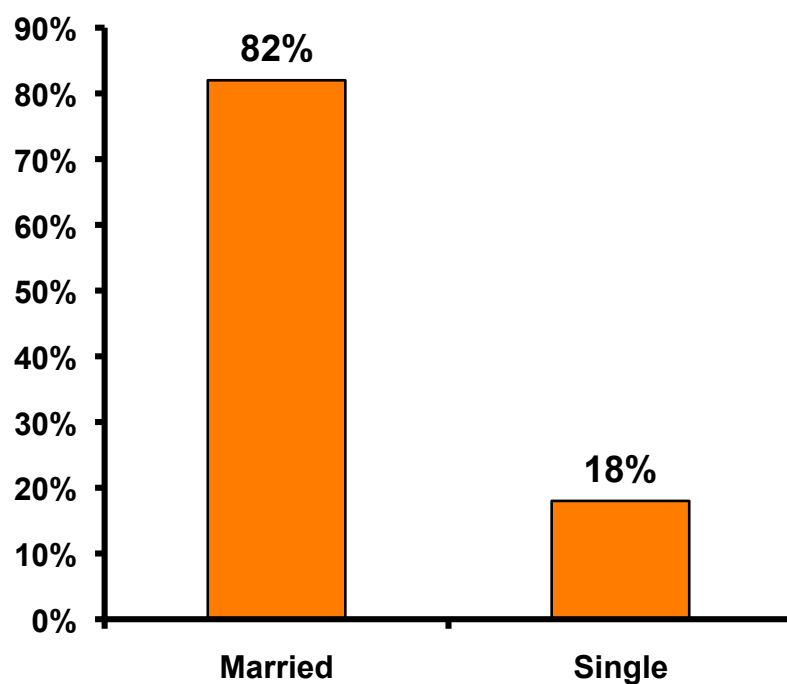
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **4235** departing Korean 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 **4235** 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.

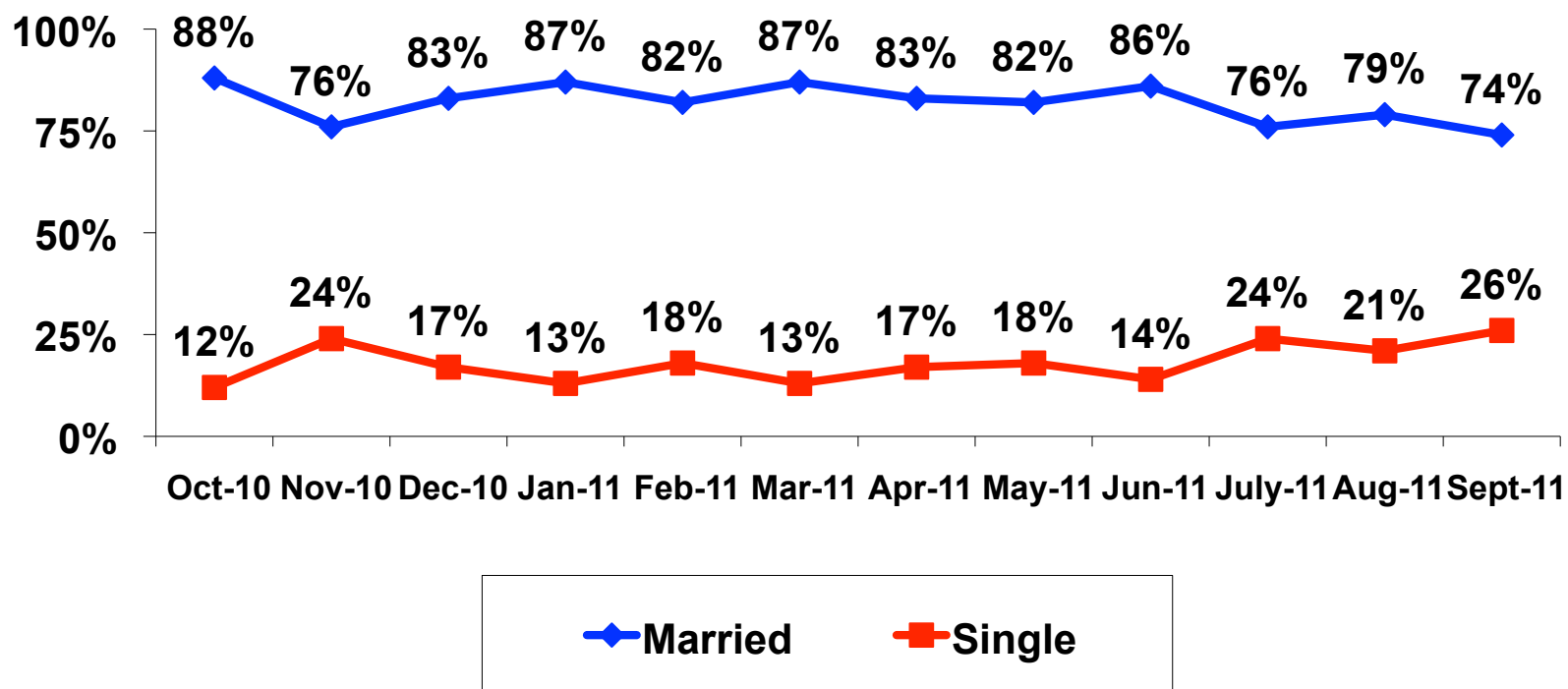
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

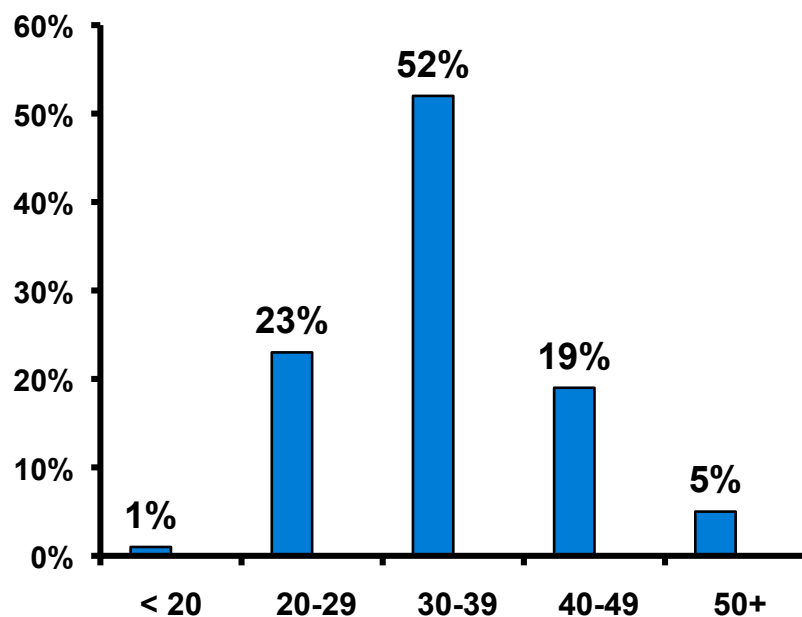


- A majority of visitors are married.

# Marital Status

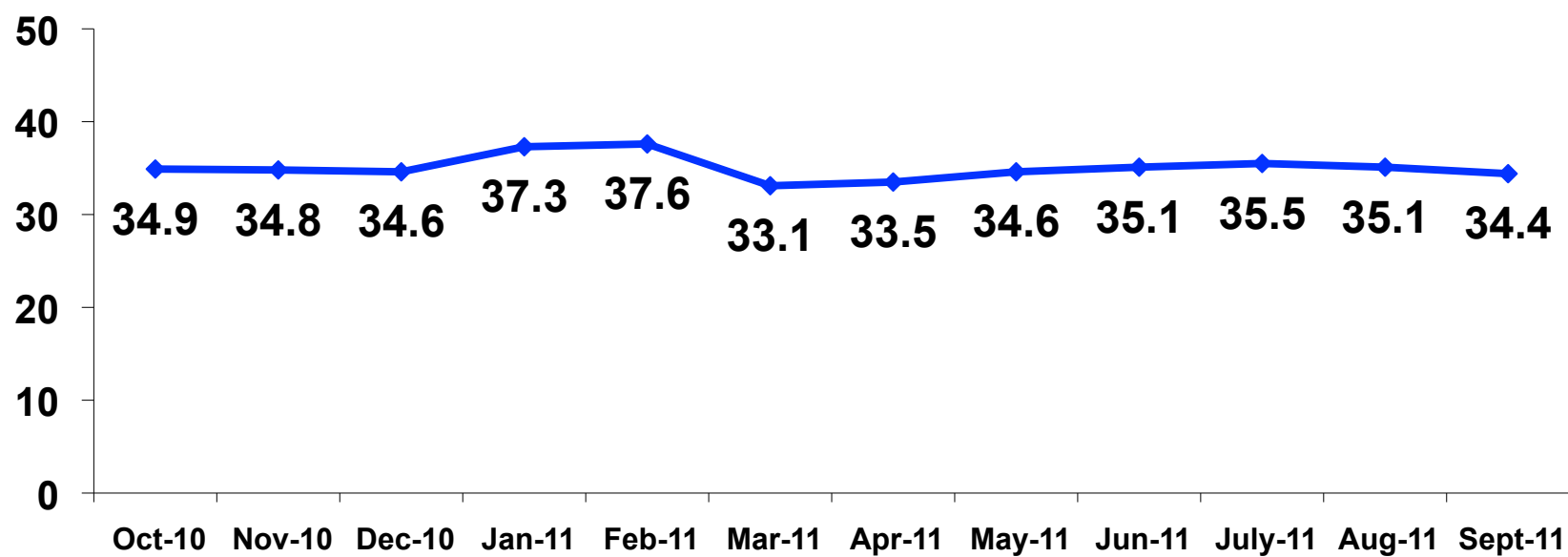


# Age - Overall



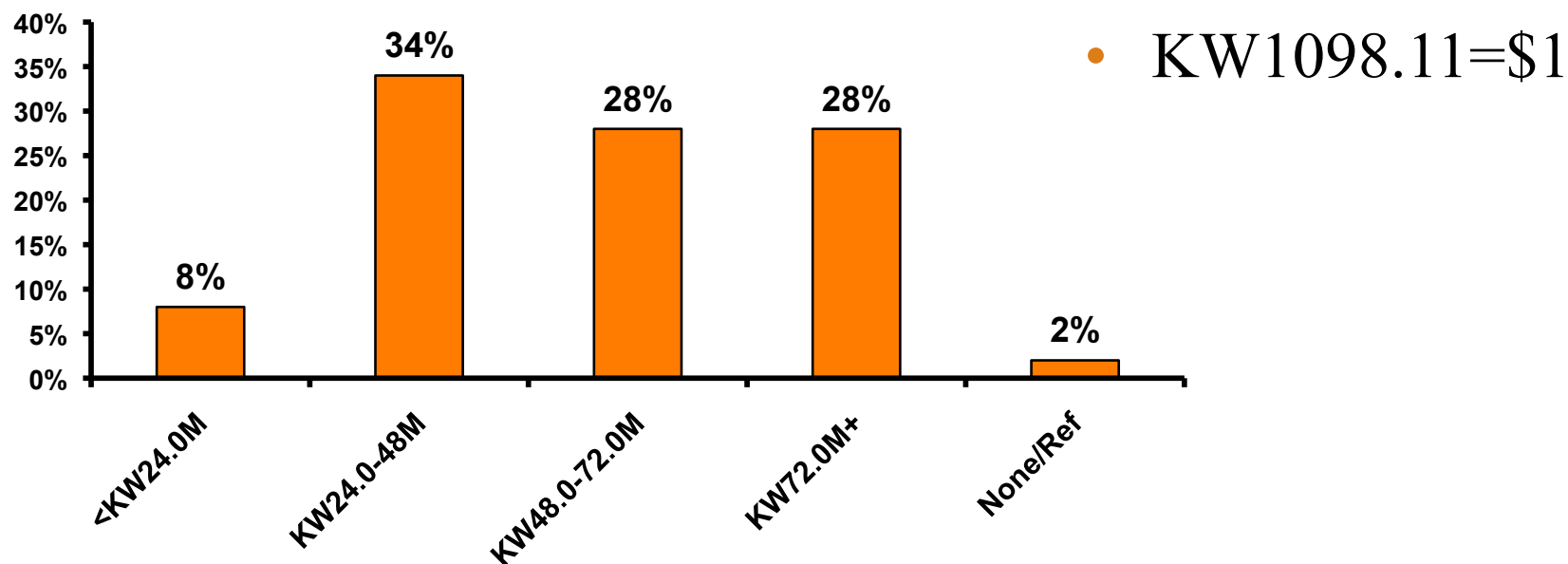
- The average age of the respondents is 35.0 years of age.

# Average Age

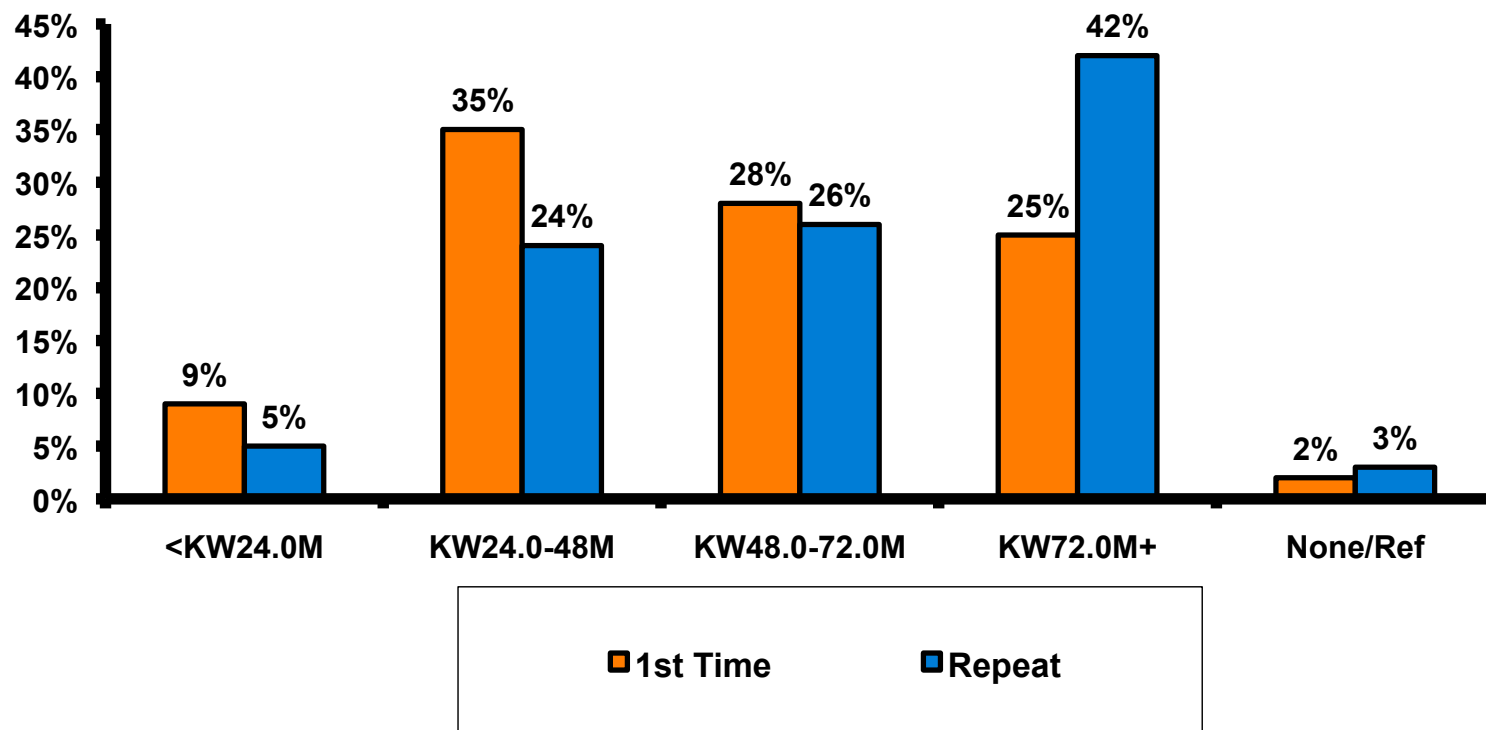




# Personal Income



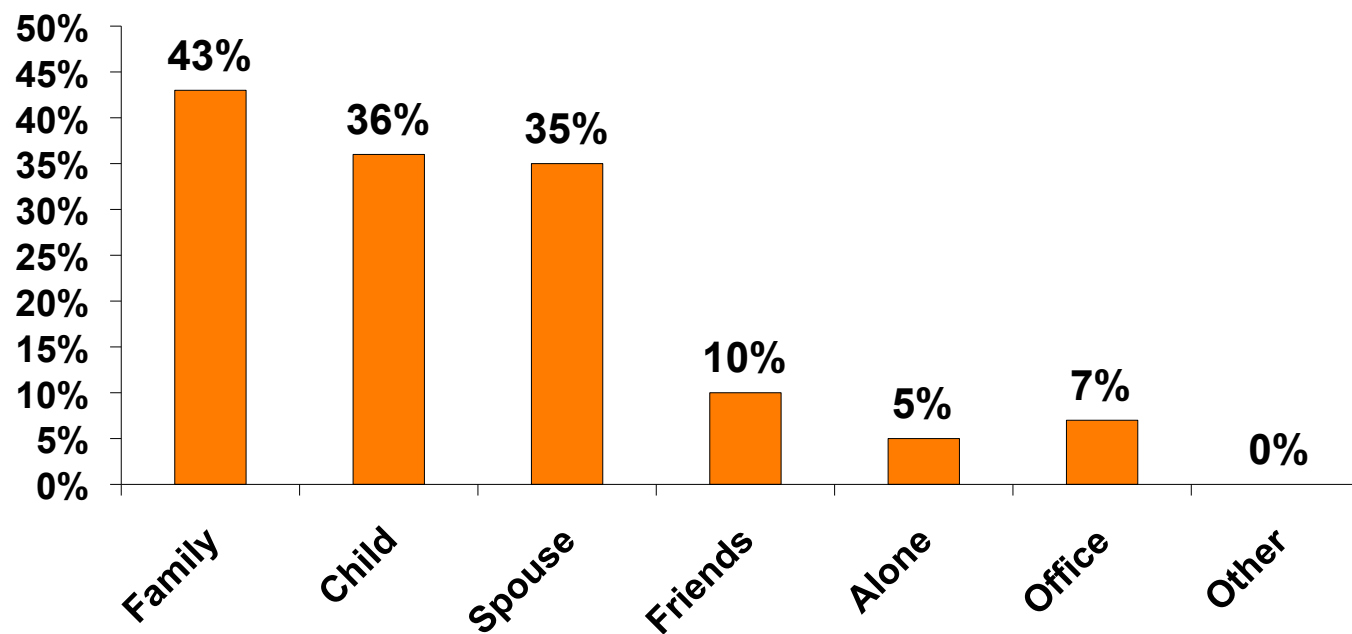
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
				Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME	<KW24.0M	Count	316	104	212		160	123	21	12
			8%	5%	10%		17%	6%	3%	6%
	KW24.0M-KW48.0M	Count	1383	670	713	3	452	755	116	57
			34%	32%	35%	18%	48%	35%	15%	31%
	KW48.0M-KW72.0M	Count	1142	584	558	3	176	676	238	49
			28%	28%	28%	18%	19%	31%	30%	26%
	KW72.0M+	Count	1150	673	477	6	112	564	401	67
			28%	33%	24%	35%	12%	26%	51%	36%
	Refused	Count	91	31	60	5	41	38	6	1
			2%	2%	3%	29%	4%	2%	1%	1%
Total	Count	4082	2062	2020	17	941	2156	782	186	

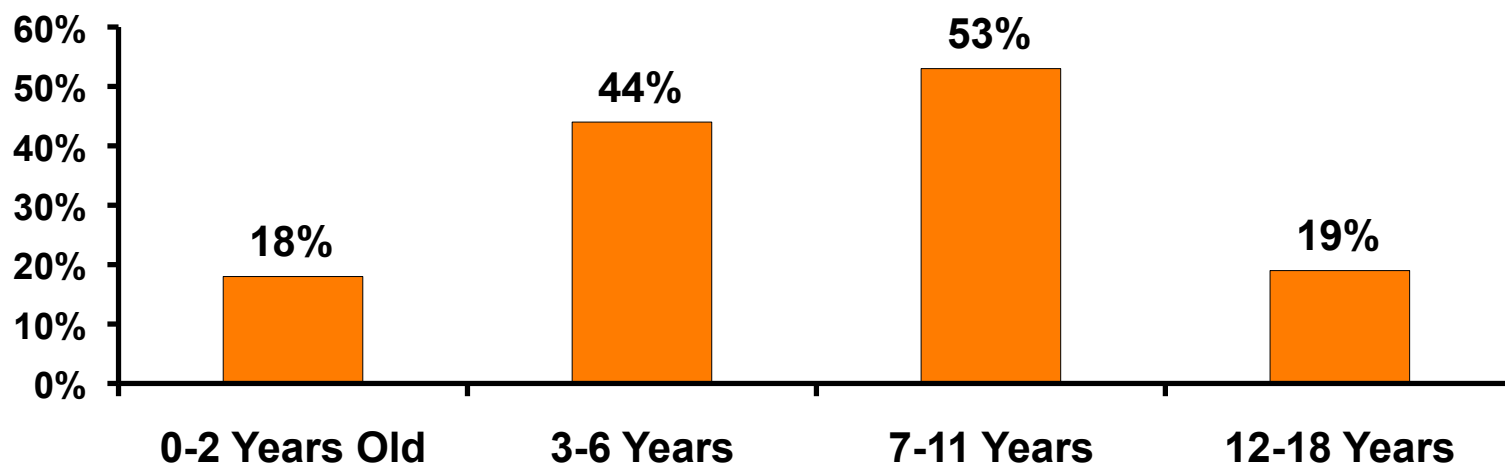
# Travel Companions



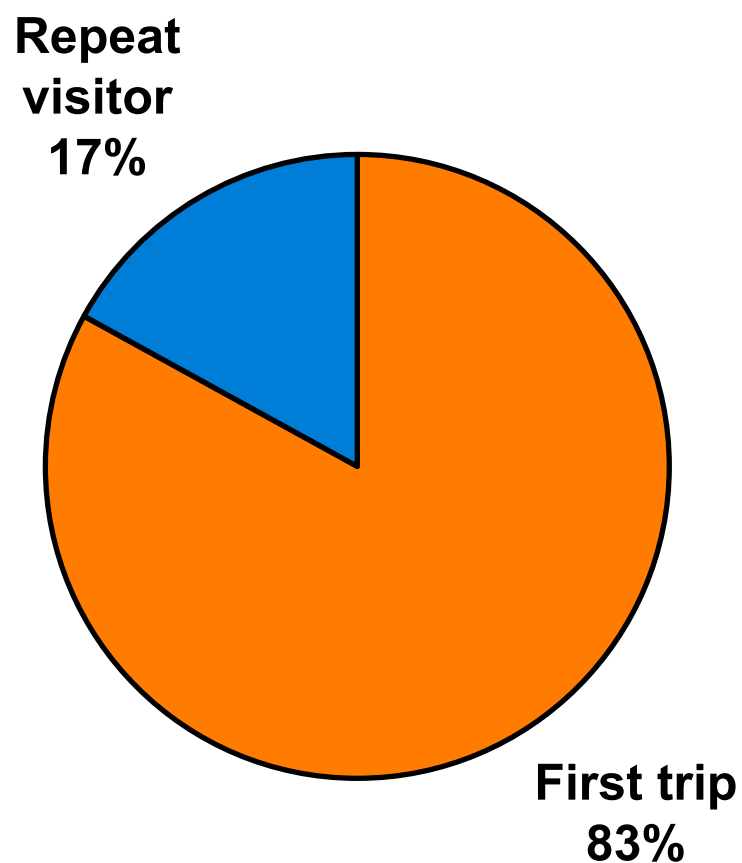
# Number of Children Travel Party

N=1524 total respondents traveling with children.

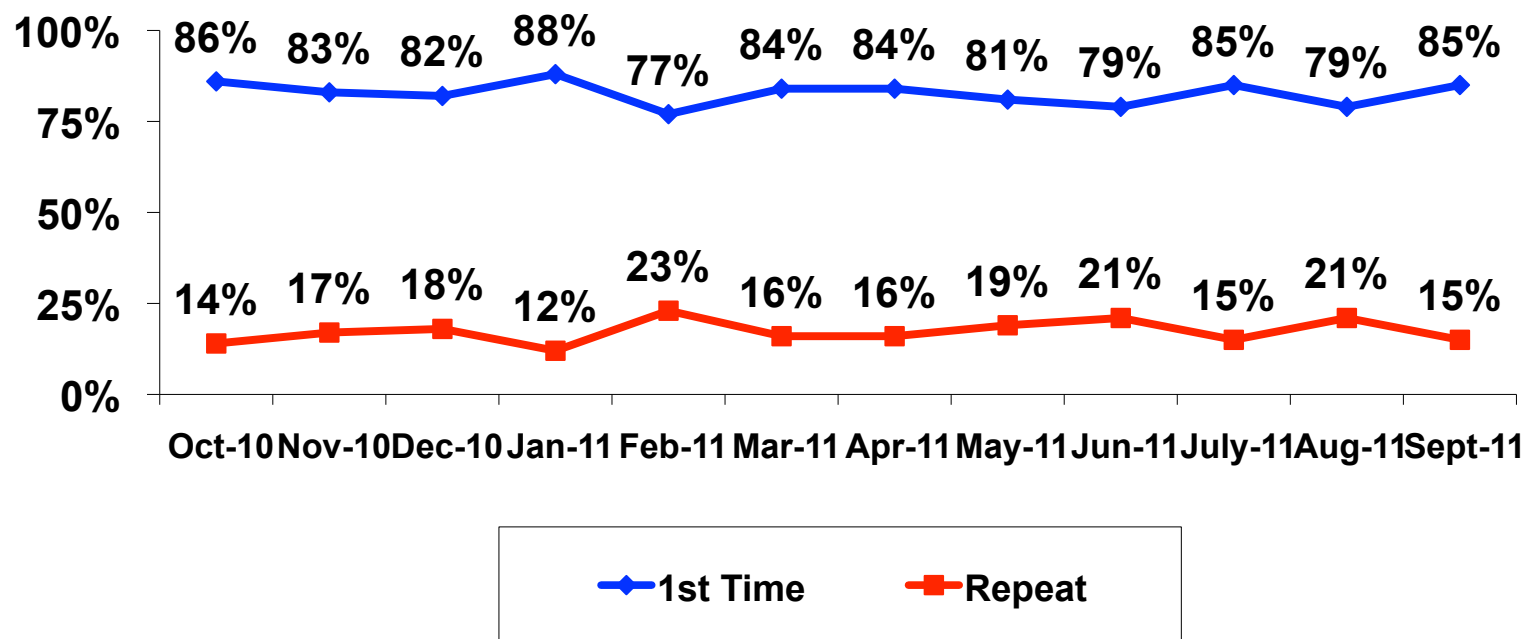
(Of those N=1524 respondents, there is a total of 2529 children 18 years or younger)



# Prior Trips to Guam



# Prior Trips to Guam



# Trips to Guam by Age & Gender

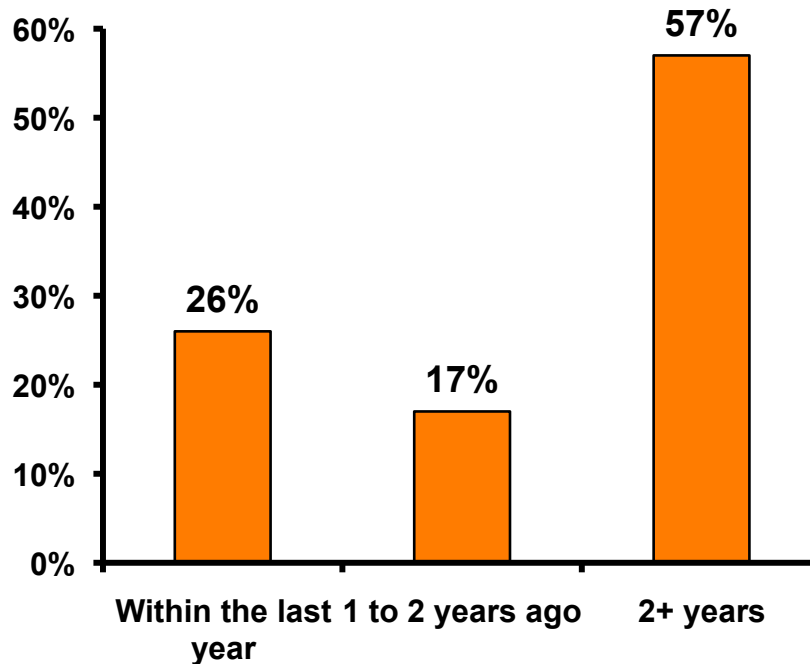
			TOTAL	TRIPS TO GUAM	
				1 st	Repeat
GENDER	Male	Count	2117	1768	344
			50%	51%	47%
	Female	Count	2118	1730	388
			50%	49%	53%
Total	Count		4235	3498	732
AGE	<20	Count	22	17	5
			1%	0%	1%
	20-29	Count	982	900	81
			23%	26%	11%
	30-39	Count	2222	1840	380
			52%	53%	52%
	40-49	Count	814	596	216
			19%	17%	30%
	50+	Count	195	145	50
			5%	4%	7%
Total	Count		4235	3498	732

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



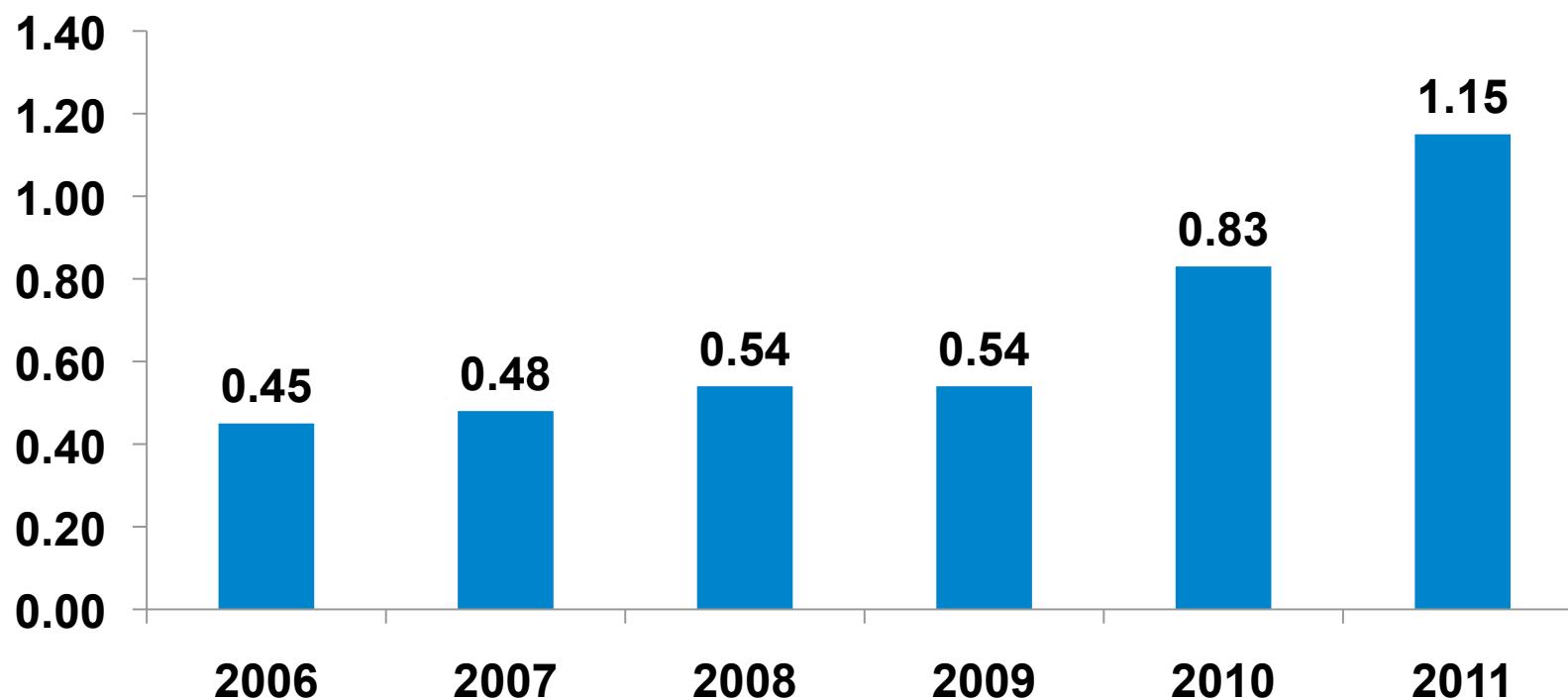
# Repeat Visitors Last Trip

n = 723

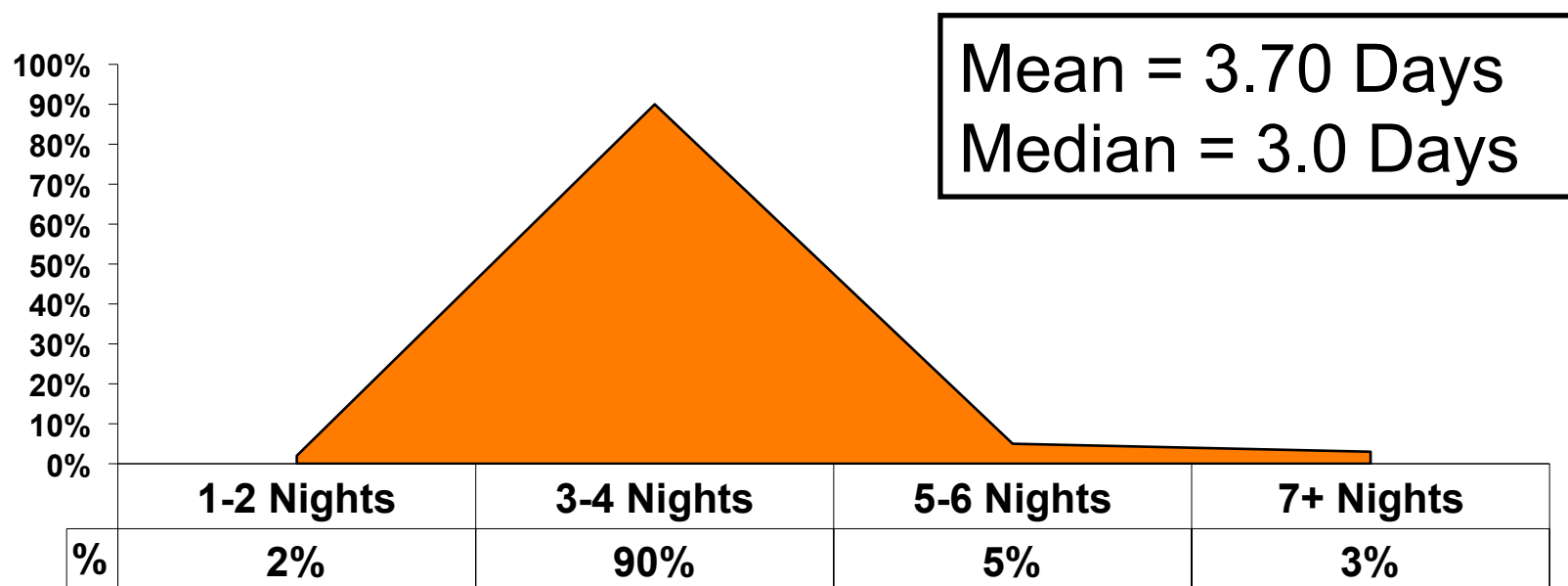


- The average repeat visitor has been to Guam 2.8 times.
- A little more than half the repeat visitors indicate their last trip to Guam was more than 2 years ago.

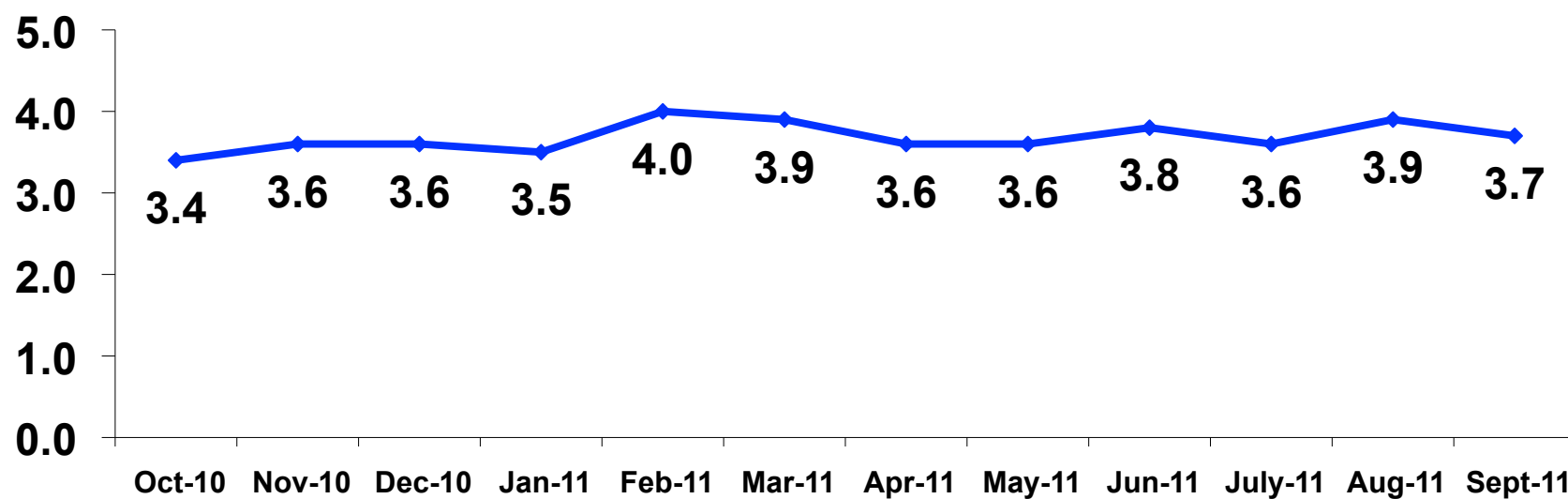
# Average Number Overnight Trips (2006-2011) (2 nights or more)



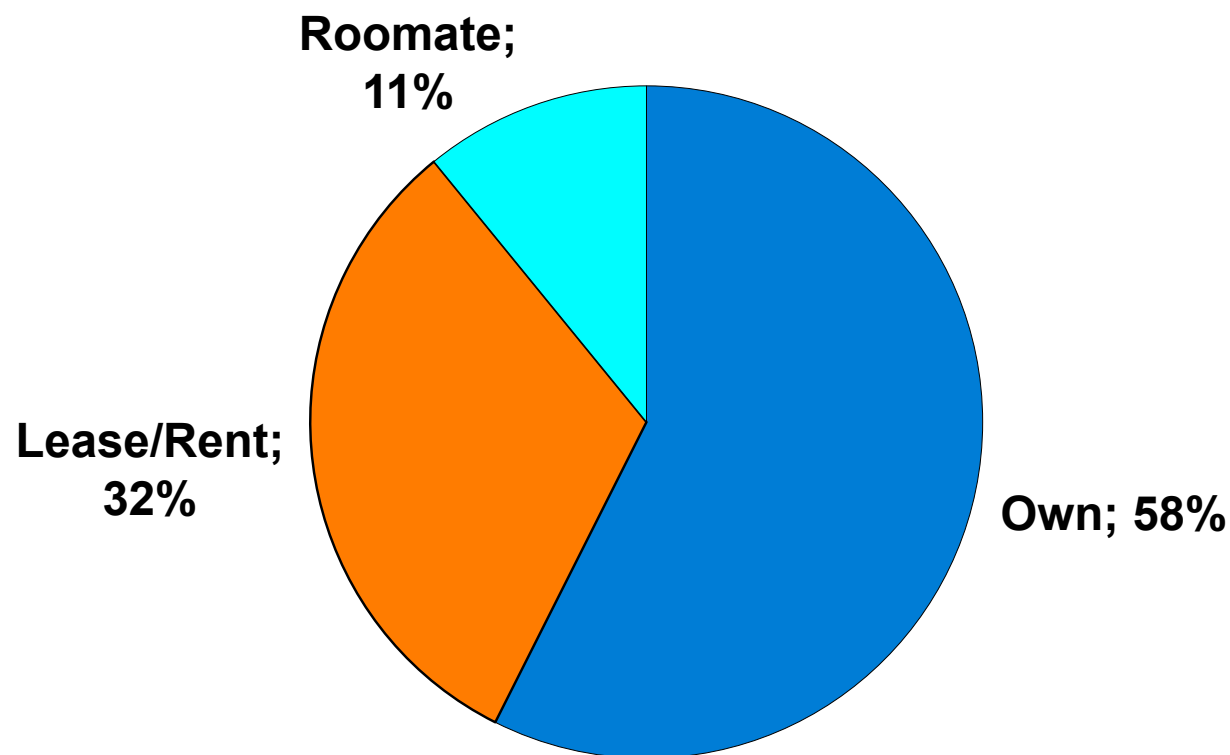
# Length of Stay



# Average Length of Stay



# Living Accommodations

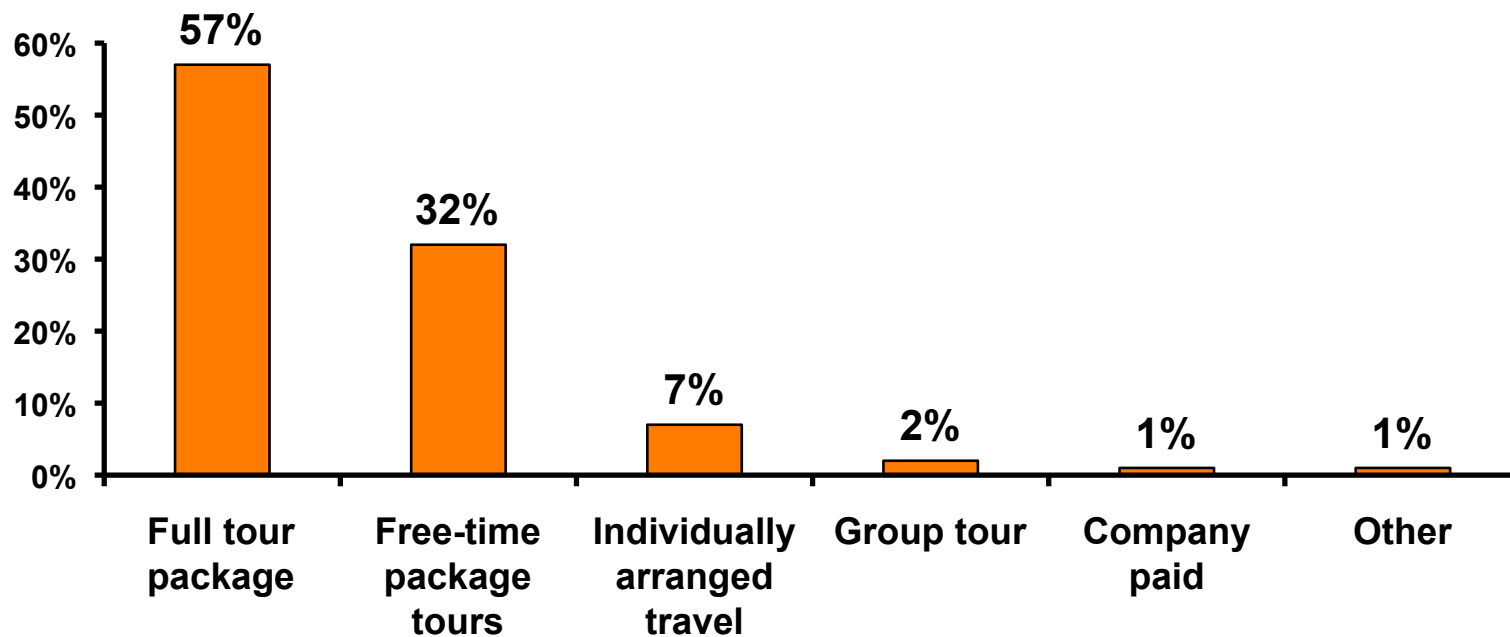


# Occupation by Income

		TOTAL	PERSONAL INCOME				
			<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.29	White Collar-Office	30%	25%	33%	32%	29%	4%
	Self-employed	16%	16%	12%	16%	21%	7%
	Homemaker	13%	7%	10%	17%	12%	29%
	Prof/Specialist/Tech	11%	10%	10%	11%	14%	2%
	Professor/Teacher	5%	8%	6%	5%	4%	
	Service worker	4%	9%	7%	3%	2%	
	Manager	4%	2%	3%	3%	6%	
	Student	3%	5%	1%	2%	2%	28%
	Sales/Clerical	3%	1%	3%	3%	2%	
	Skilled worker	2%	2%	3%	1%	1%	
	Other	2%	4%	2%	2%	1%	1%
	Unemployed	2%	2%	2%	0%	0%	27%
	Govt - Office/non-mgr	2%	3%	3%	1%	1%	
	Free-lancer	1%	2%	1%	1%	1%	1%
	Govt-Mgr	1%	1%	1%	2%	1%	
	Govt-Exec	1%	1%	2%	1%	1%	
	Judicial	1%	0%	0%	0%	1%	
	Retired	0%	1%	0%	0%		1%
	Farmer	0%	1%	0%	0%		
	Total	Count	4189	308	1372	1140	1141

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



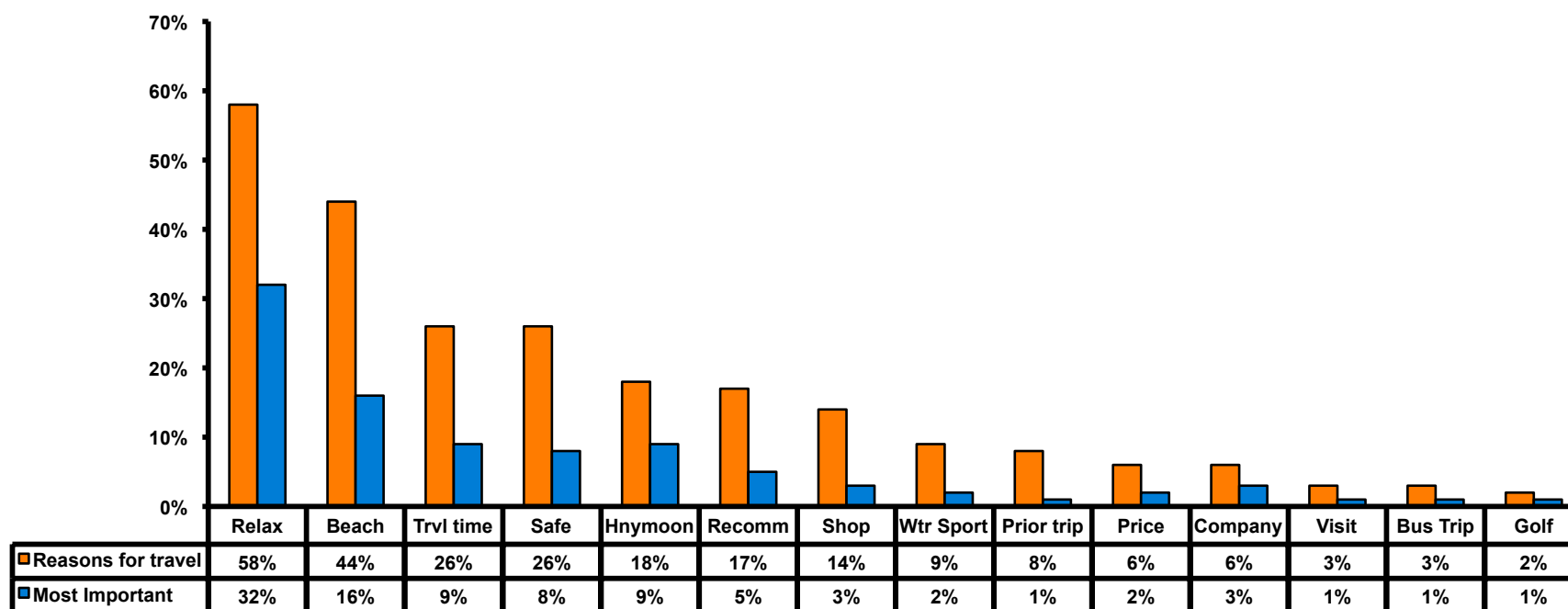


# Accommodation by Income

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	53%	46%	46%	55%	61%	48%
	Hyatt Regency Guam	12%	14%	14%	11%	10%	9%
	The Westin Resort Guam	7%	6%	7%	7%	6%	5%
	Sheraton Laguna Resort	6%	9%	8%	6%	3%	4%
	Onward Beach Resort	4%	6%	5%	3%	4%	4%
	Hilton Guam Resort & Spa	3%	3%	4%	3%	3%	4%
	Outrigger Guam Resort	3%	4%	3%	3%	2%	2%
	Hotel Nikko Guam	3%	2%	2%	2%	3%	3%
	Holiday Resort Guam	2%	2%	3%	3%	1%	2%
	Relatives, Friends, Home Stay	2%	3%	1%	2%	1%	7%
	Leo Palace Resort	1%	1%	1%	1%	2%	
	Guam Reef Hotel	1%	2%	1%	1%	1%	1%
	Hotel Sane Fe	1%	1%	1%	1%	1%	
	Royal Orchid Guam	1%	0%	1%	1%	0%	1%
	Fiesta Resort Guam	0%	0%	1%	0%	1%	2%
	Ramada Suites Guam	0%	1%	0%	0%	0%	3%
	Guam Marriott Resort Hotel	0%		0%	1%	0%	
	Bayview Hotel	0%	0%	1%	0%	0%	1%
	Other	0%		0%	0%	0%	1%
	Japan Plaza Hotel	0%		0%			
	Apartment	0%		0%	0%	0%	
	Days Inn Tamuning	0%		0%	0%	0%	
	Pacific Bay Hotel	0%		0%	0%		
	Condominium	0%		0%	0%		
	Days Inn Maite	0%				0%	
	Grand Plaza Hotel	0%					
Total	Count	4220	314	1375	1141	1147	91

# Travel Motivation - Top Responses



# Most Important Reason for Choosing Guam

- The desire to relax,
  - Guam's natural beauty/ beaches,
  - Short travel time and Honeymoon
- are the 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	58%	55%	48%	60%	63%	53%	56%	59%
	Beautiful seas, beaches, tropical climate	44%	41%	39%	44%	50%	51%	42%	46%
	Short travel time	26%	27%	24%	29%	23%	19%	22%	30%
	It is a safe place to spend a vacation	26%	18%	17%	27%	34%	27%	25%	27%
	Honeymoon	18%		35%	17%	3%		21%	15%
	Recommendation of friend, relative, travel agency	17%	18%	16%	18%	18%	12%	15%	19%
	Shopping	14%	14%	17%	16%	7%	6%	11%	16%
	Water sports	9%	9%	9%	9%	9%	9%	8%	10%
	Pleasure	9%	23%	8%	9%	9%	12%	8%	9%
	A previous visit	8%	18%	3%	9%	13%	11%	7%	9%
	Price of the tour package	6%		6%	6%	6%	3%	6%	6%
	My company sponsored me	6%		7%	5%	7%	9%	6%	6%
	To visit friends or relatives	3%	18%	3%	2%	4%	10%	3%	3%
	Company or Business trip	3%		3%	2%	2%	10%	4%	2%
	Other	2%	5%	1%	3%	2%	2%	2%	2%
	To golf	2%		1%	2%	4%	8%	3%	2%
	SCUBA diving	2%	9%	2%	2%	2%	4%	2%	2%
	Career certification or testing	2%	9%	4%	2%	0%	1%	2%	1%
	Organized Sporting Activity	2%	5%	1%	1%	2%	2%	2%	1%
	Promotional materials from GVB	1%		1%	1%	2%	2%	2%	1%
	To get married or Attend wedding	1%		1%	0%	0%	3%	1%	0%
	Special promotion	0%		1%	1%	0%		0%	1%
	Convention, Conference, Trade show	0%		1%	0%	0%	2%	0%	0%
Total	Cases	4224	22	980	2217	811	194	2113	2111

# Motivation by Income

		TOTAL	PERSONAL INCOME				
			<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.5	Just to relax	58%	48%	52%	61%	65%	38%
	Beautiful seas, beaches, tropical climate	44%	38%	41%	46%	48%	41%
	Short travel time	26%	19%	25%	26%	30%	20%
	It is a safe place to spend a vacation	26%	17%	24%	28%	29%	25%
	Honeymoon	18%	34%	30%	14%	4%	18%
	Recommendation of friend, relative, travel agency	17%	19%	17%	16%	18%	14%
	Shopping	14%	14%	13%	15%	14%	14%
	Pleasure	9%	8%	7%	10%	10%	8%
	Water sports	9%	7%	8%	10%	9%	9%
	A previous visit	8%	6%	5%	8%	13%	5%
	Price of the tour package	6%	6%	6%	7%	6%	4%
	My company sponsored me	6%	9%	6%	6%	5%	1%
	To visit friends or relatives	3%	3%	2%	3%	2%	8%
	Company or Business trip	3%	4%	2%	3%	3%	2%
	Other	2%	3%	2%	1%	4%	1%
	To golf	2%	1%	1%	2%	4%	3%
	SCUBA diving	2%	2%	2%	2%	2%	2%
	Career certification or testing	2%	1%	1%	2%	2%	8%
	Organized Sporting Activity	2%	2%	1%	2%	2%	
	Promotional materials from GVB	1%	0%	1%	2%	1%	1%
	To get married or Attend wedding	1%	1%	1%	0%	0%	1%
	Special promotion	0%	0%	1%	0%	1%	
	Convention, Conference, Trade show	0%	1%	0%	0%	0%	
Total	Cases	4224	313	1380	1142	1146	91

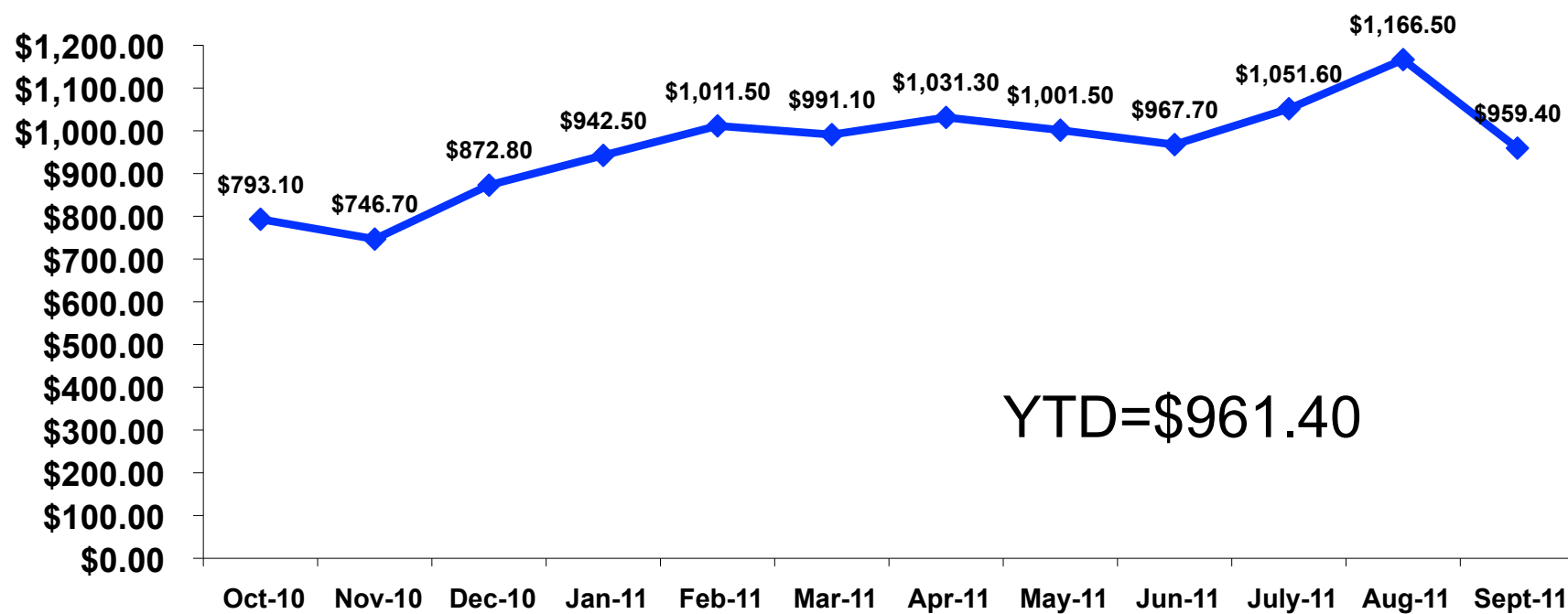
# SECTION 3 **EXPENDITURES**

# Prepaid Expenditures

KW1098.11/US\$1

- \$2,428.30 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$142,329 = maximum (highest amount recorded for the entire sample)
- \$961.40 = overall mean average per person prepaid expenditures

# Prepaid Expenditures





# Breakdown of Prepaid Expenditures

KW1098.11=\$1

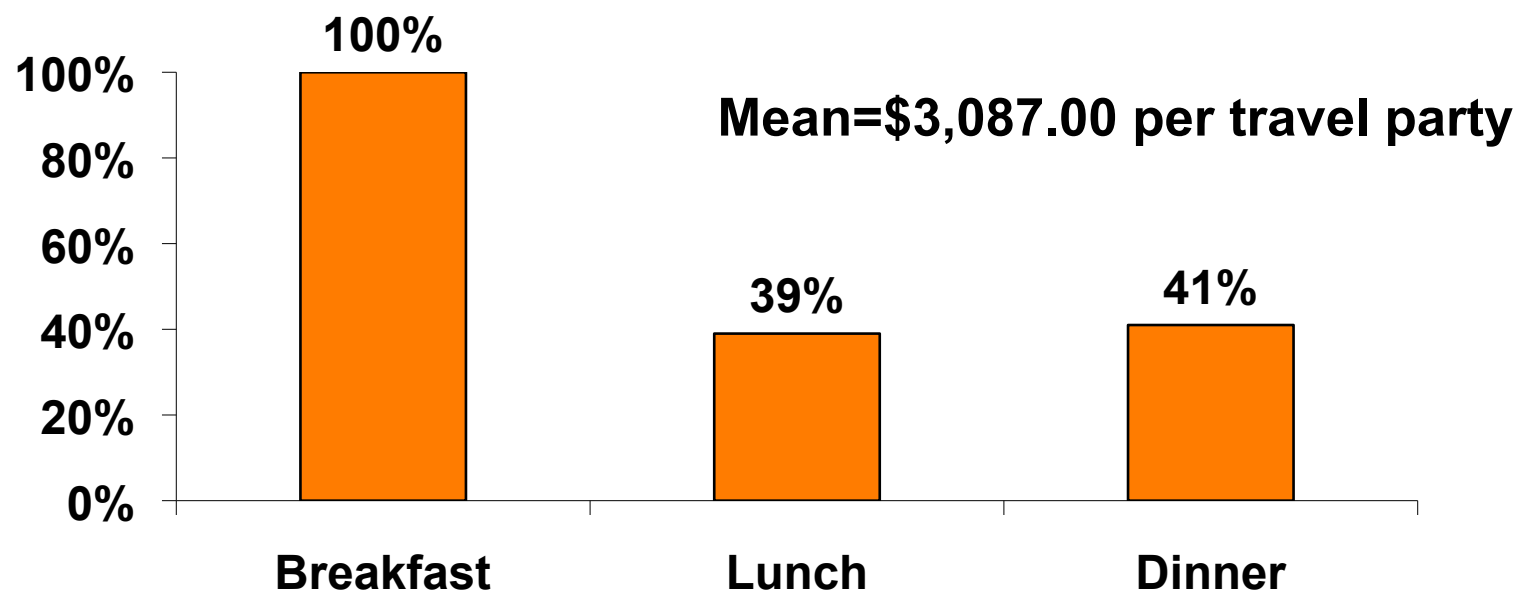
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$2,207.00
Air & Accommodation w/ daily meal package	\$3,087.00
Air only	\$1,069.70
Accommodation only	\$944.80
Accommodation w/ daily meal only	\$957.30
Food & Beverages in Hotel	\$150.50
Ground transportation – Korea	\$83.70
Ground transportation – Guam	\$117.50
Optional tours/ activities	\$329.30
Other expenses	\$465.70
Total Prepaid	\$2,428.30

# Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

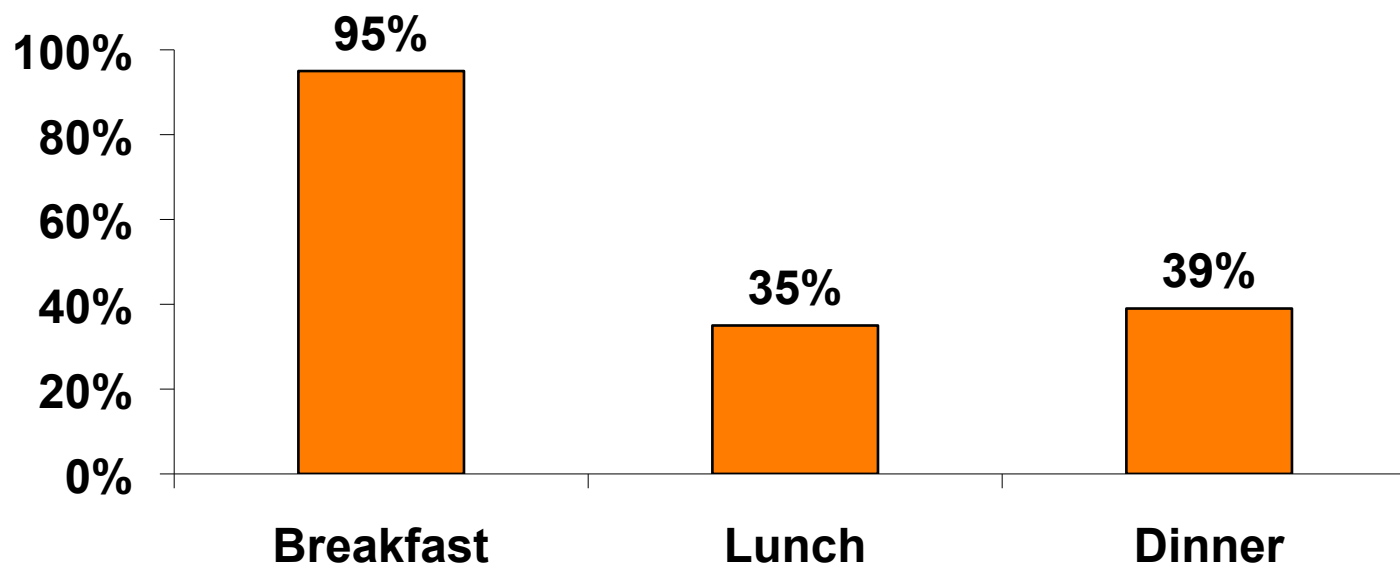
n=2392



# Prepaid Meal Breakdown

Accommodations with Daily Meal Package

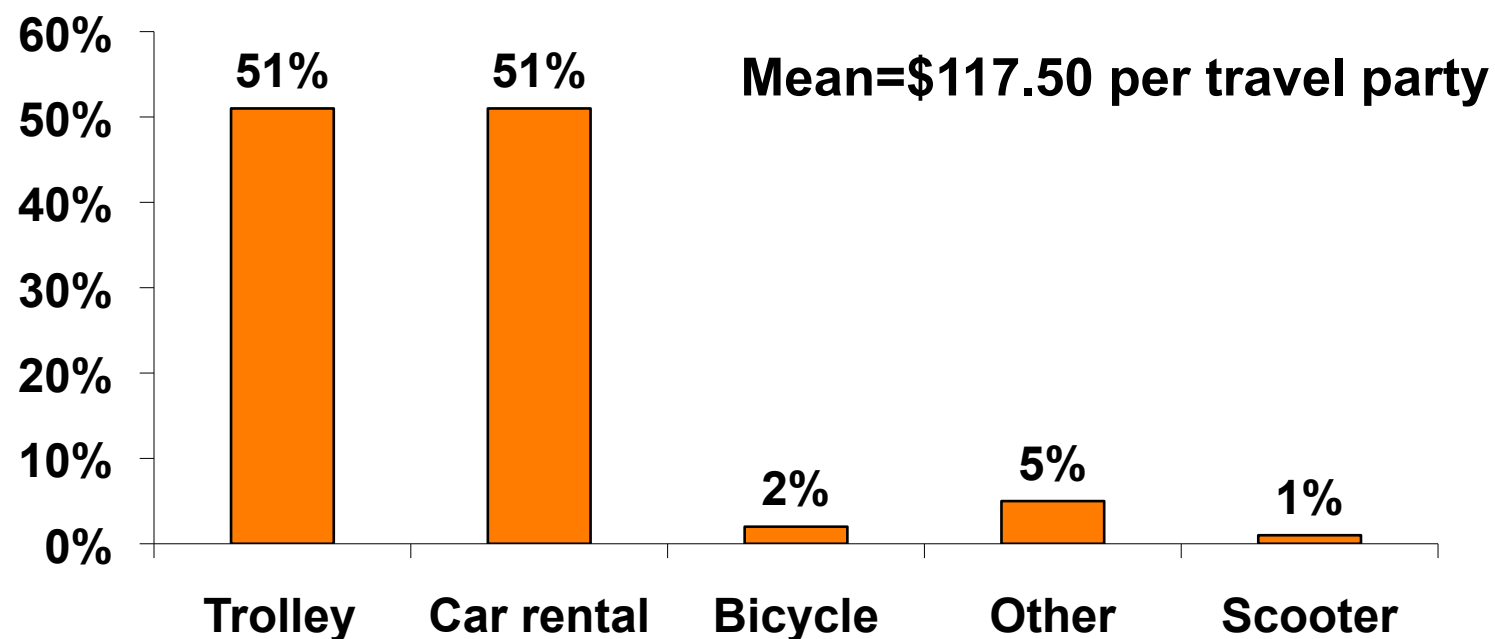
n= 82



Mean= \$957.30 per travel party

# Prepaid Ground Transportation

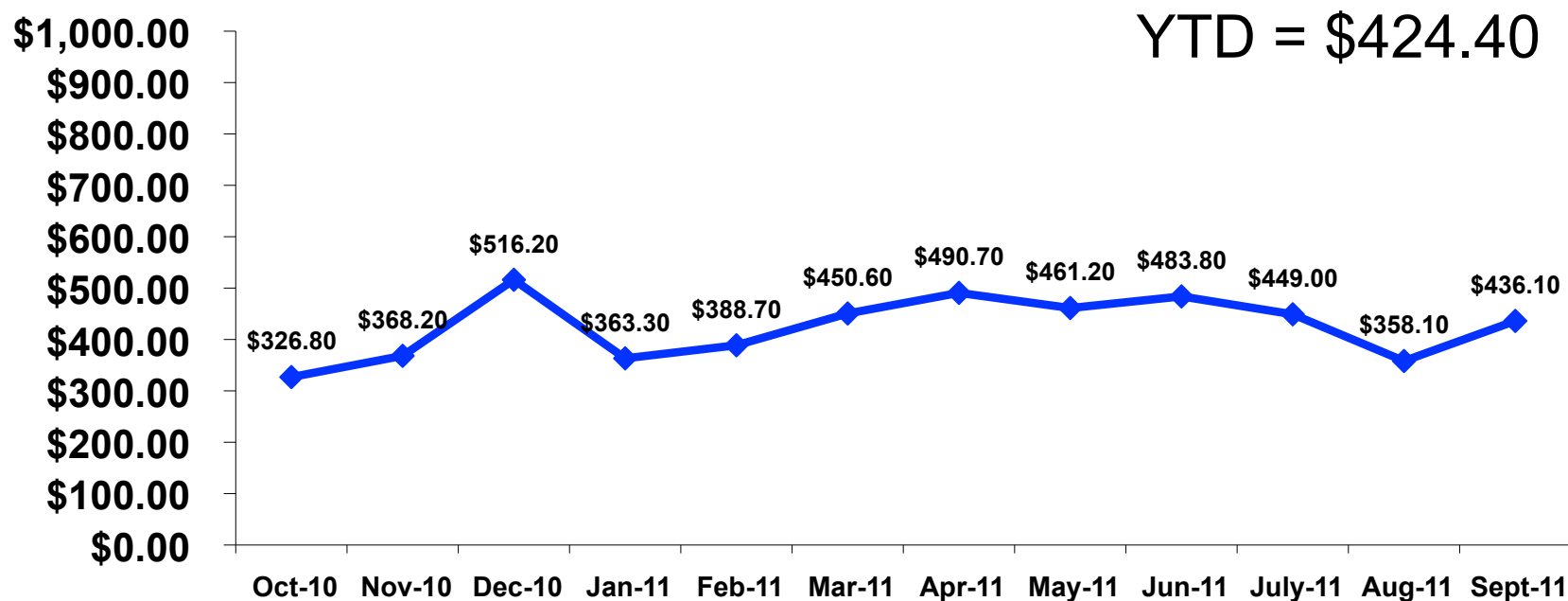
n=170



# On-Island Expenditures

- \$939.30 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$15,000 = Maximum (highest amount recorded for the entire sample)
- \$424.40 = overall mean average per person on-island expenditure

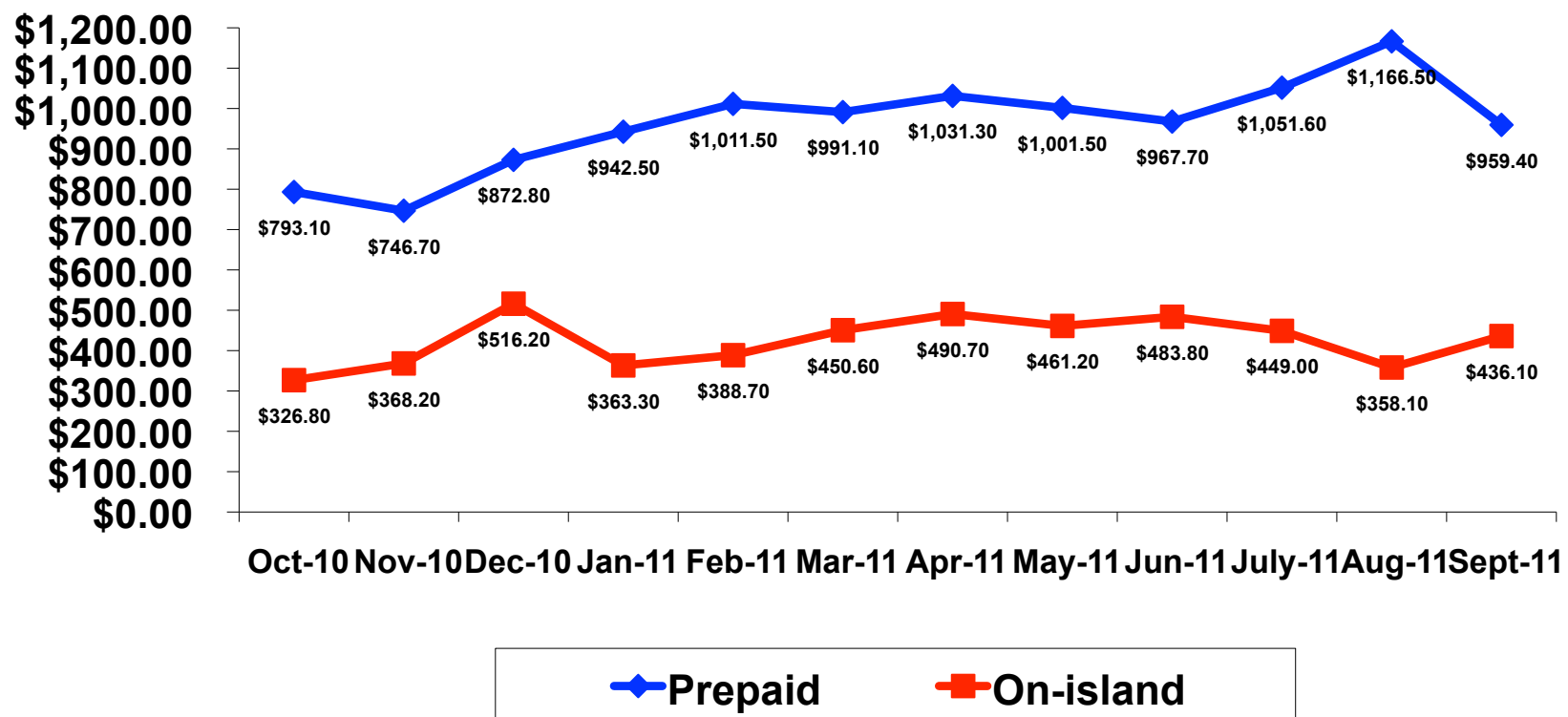
# On0Island Expenditures



# Prepaid / On-Island Expenditures

Prepaid YTD=\$961.40

On-Island YTD = \$424.40



# Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER									
					Male					Female				
					AGE					AGE				
					<20	20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A	Mean	\$939.34	\$1,007.68	\$871.03	\$681.00	\$884.79	\$1,020.69	\$1,025.29	\$1,174.85	\$458.33	\$875.21	\$888.17	\$858.35	\$684.13
	Median	\$610	\$700	\$600	\$205	\$600	\$700	\$700	\$592	\$250	\$650	\$600	\$520	\$500



# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$45.21	\$52.09	\$38.33	\$5.91	\$28.49	\$50.99	\$51.27	\$42.60
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF REST/CONV	Mean	\$29.59	\$34.41	\$24.77	\$13.64	\$25.63	\$30.22	\$30.22	\$41.45
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-OUT- SIDE HOTEL/ REST	Mean	\$48.52	\$56.49	\$40.55	\$83.64	\$46.43	\$53.07	\$35.41	\$57.89
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPTIONAL TOUR	Mean	\$121.36	\$136.20	\$106.50	\$126.36	\$116.16	\$111.36	\$152.97	\$128.78
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$227.93	\$231.25	\$224.61	\$120.00	\$214.34	\$246.41	\$212.30	\$163.08
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/ SOUV- F&F AT HOME	Mean	\$130.56	\$137.31	\$123.81	\$41.82	\$141.55	\$133.85	\$114.08	\$116.62
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
LOCAL TRANS	Mean	\$26.02	\$27.58	\$24.46	\$6.82	\$26.37	\$27.04	\$22.42	\$29.92
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$310.79	\$334.90	\$286.70	\$161.36	\$277.03	\$303.24	\$348.39	\$426.59
	Median	\$30	\$20	\$33	\$0	\$20	\$30	\$60	\$20
TOTAL ON ISLAND	Mean	\$939.34	\$1,007.68	\$871.03	\$559.55	\$878.53	\$955.68	\$962.33	\$1,006.25
	Median	\$610	\$700	\$600	\$205	\$620	\$650	\$607	\$510

# On-Island Expenditures

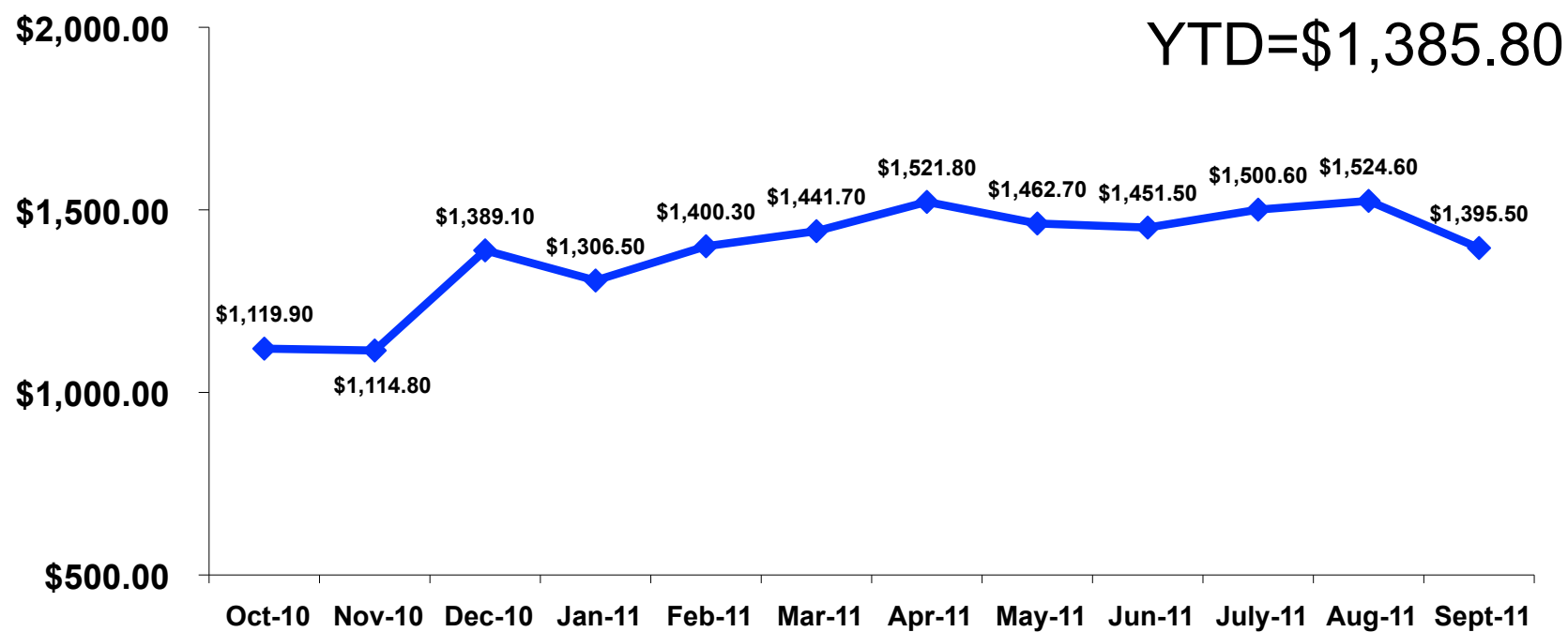
## First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$40.56	\$67.72
	Median	\$0	\$0
F&B-FF	Mean	\$27.89	\$37.92
REST/CONV	Median	\$0	\$0
F&B-OUT- SIDE	Mean	\$42.94	\$75.14
HOTEL/ REST	Median	\$0	\$0
OPTIONAL	Mean	\$127.69	\$91.20
TOUR	Median	\$0	\$0
GIFT/	Mean	\$221.29	\$260.33
SOUV-SELF	Median	\$0	\$0
GIFT/ SOUV-	Mean	\$134.57	\$111.76
F&F AT HOME	Median	\$0	\$0
LOCAL TRANS	Mean	\$23.23	\$39.30
	Median	\$0	\$0
OTHER EXP	Mean	\$300.62	\$360.06
	Median	\$30	\$30
TOTAL ON	Mean	\$917.56	\$1,045.63
ISLAND	Median	\$601	\$640

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

- \$1,385.80 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$11,182 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures

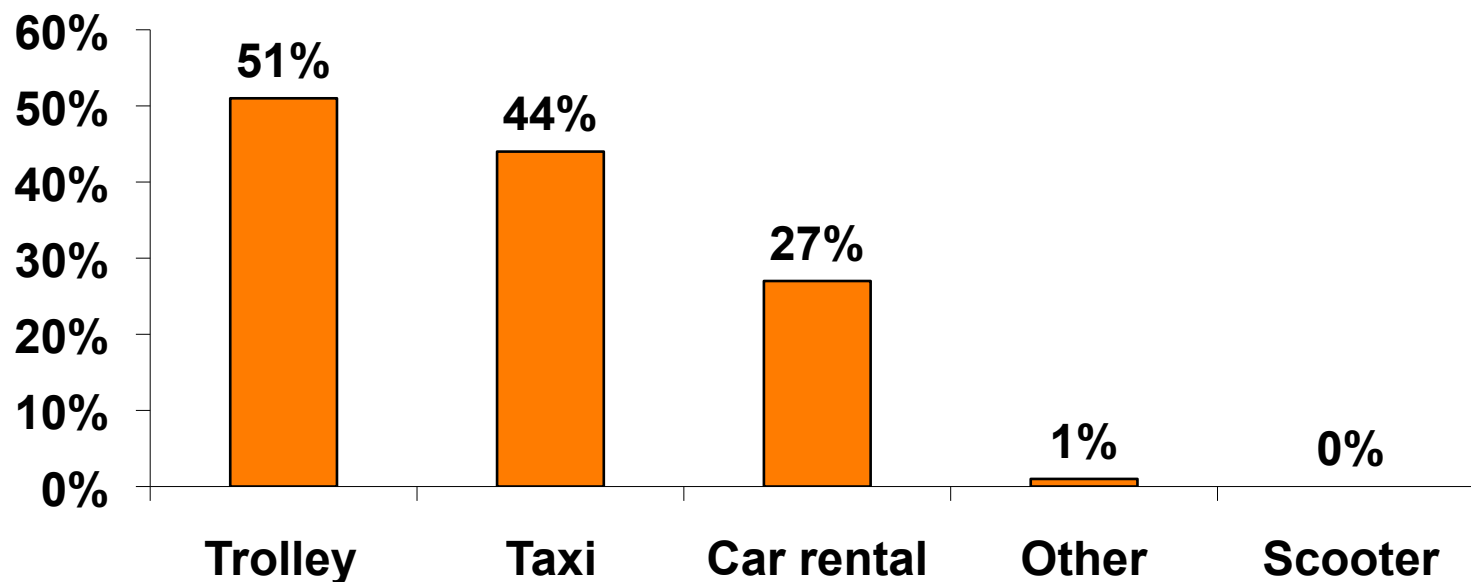


# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$45.20
Food & beverage in fast food restaurant/ convenience store	\$29.60
Food & beverage at restaurants or drinking establishments outside a hotel	\$48.50
Optional tours and activities	\$121.40
Gifts/ souvenirs for yourself/companions	\$227.90
Gifts/ souvenirs for friends/family at home	\$130.60
Local transportation	\$26.00
Other expenses not covered	\$310.80
<b>Average Total</b>	<b>\$939.30</b>

# Local Transportation

n=1363



Mean=\$26.00 per travel party

# Guam Airport Expenditures

- \$68.80 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,030 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	MEAN \$
Food & Beverages	\$5.40
Gifts/Souvenirs Self	\$34.70
Gifts/Souvenirs Others	\$28.60
Total	\$68.80

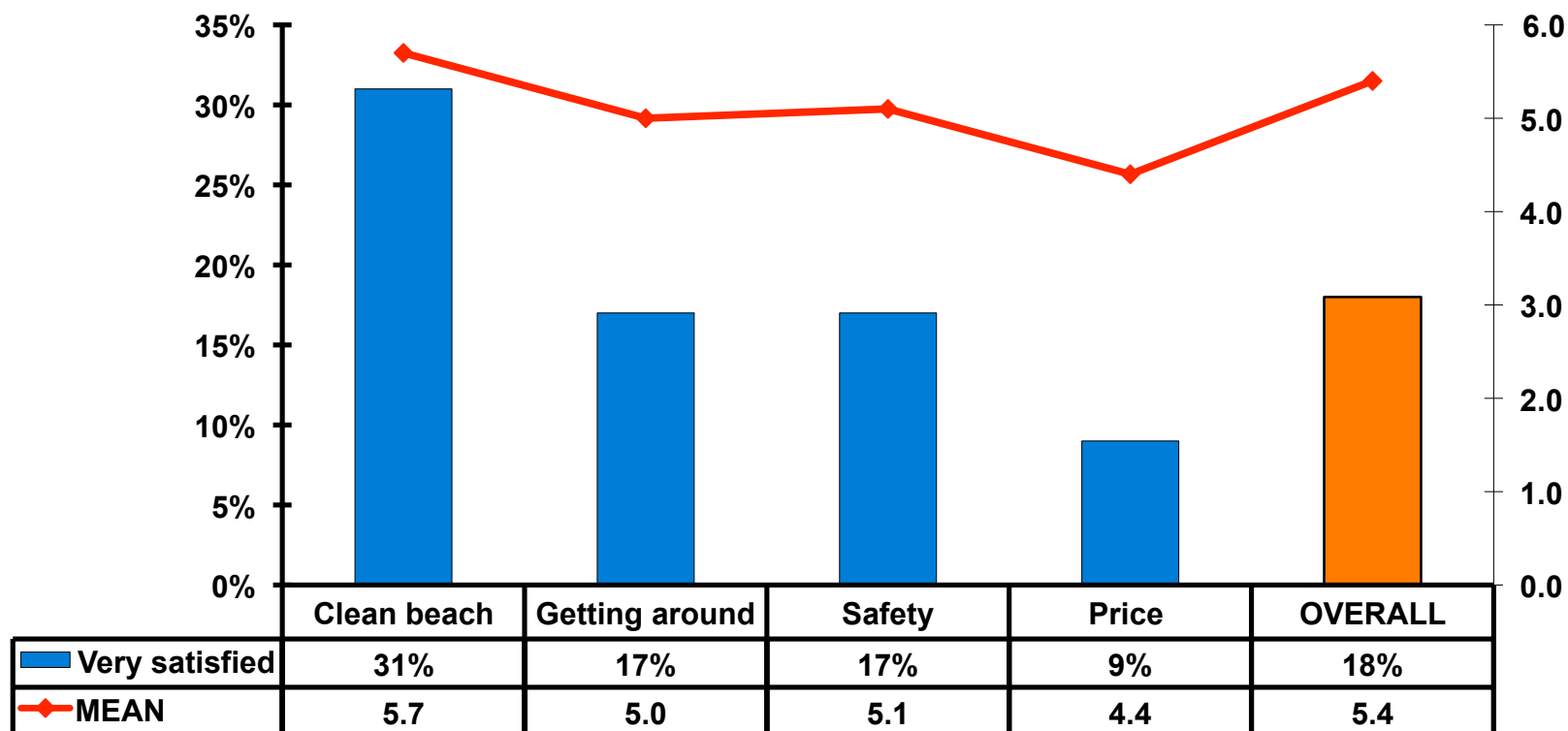


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

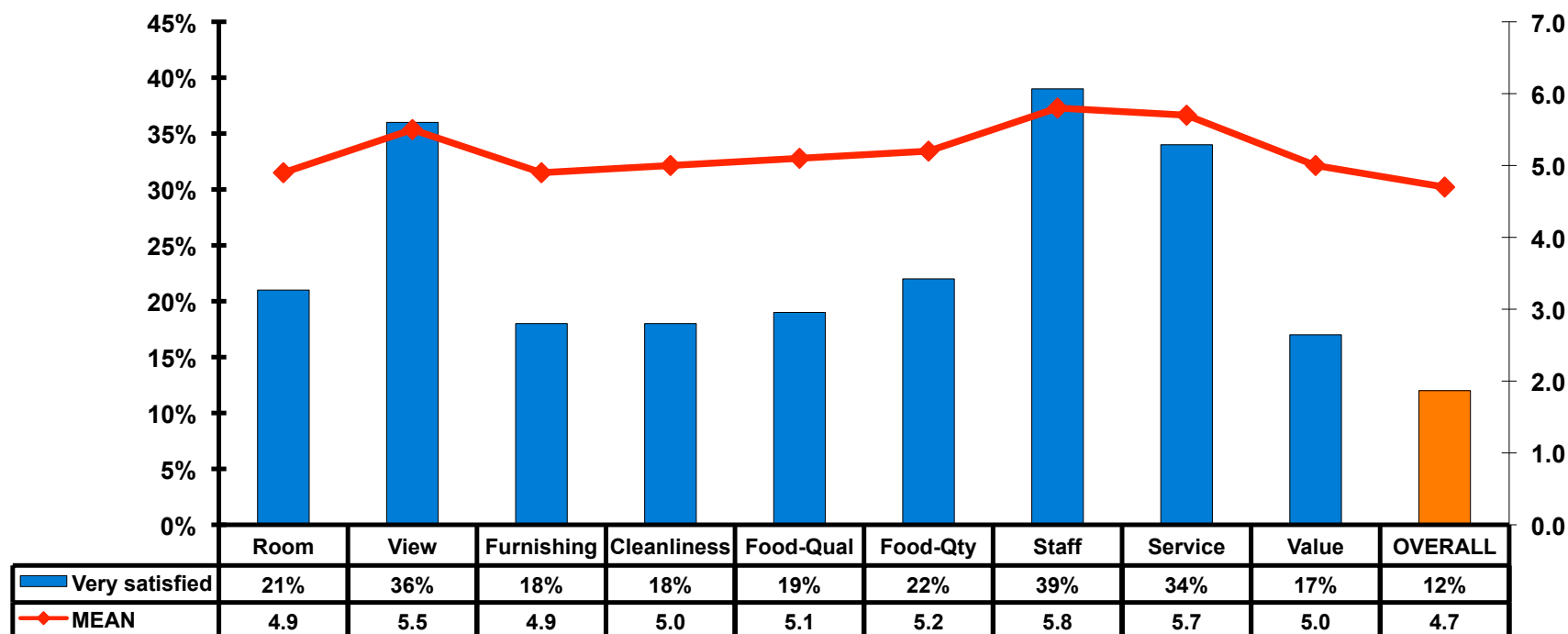
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

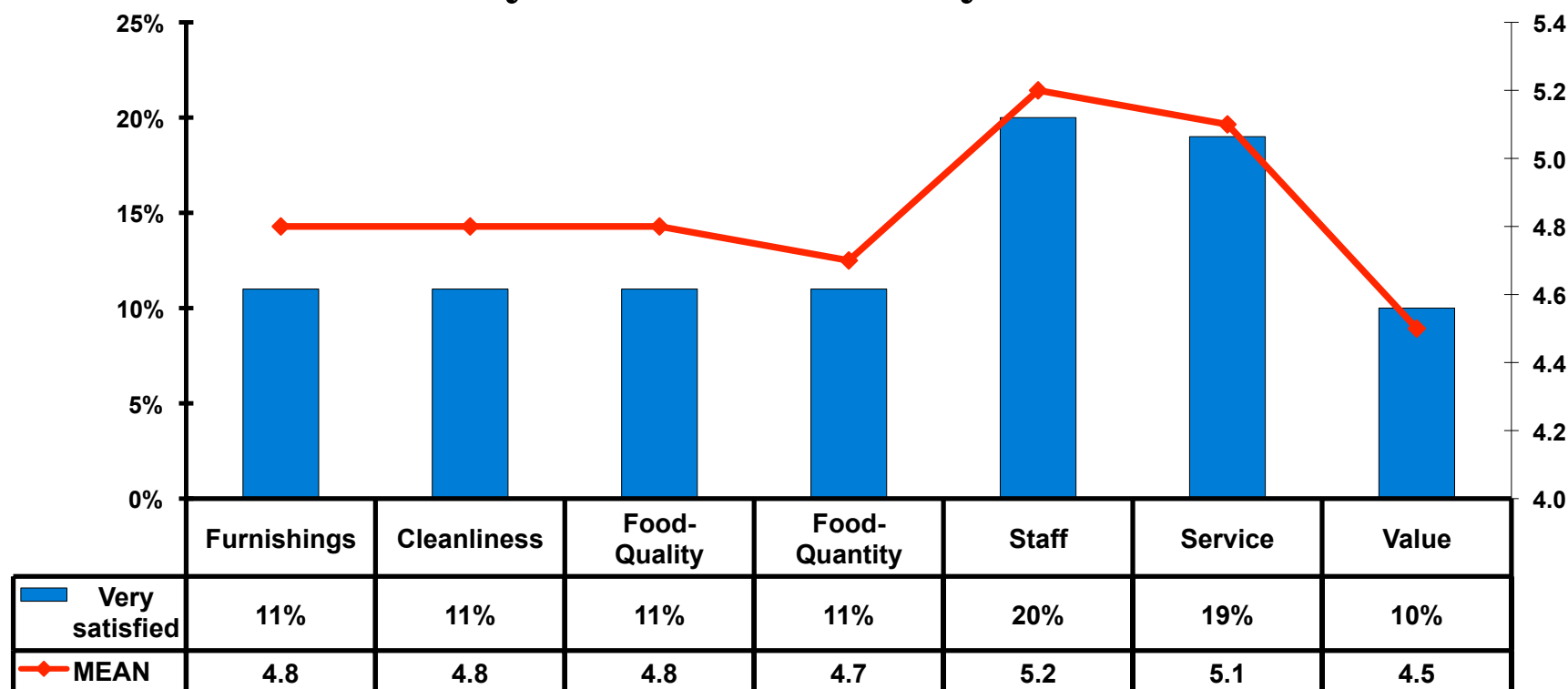
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

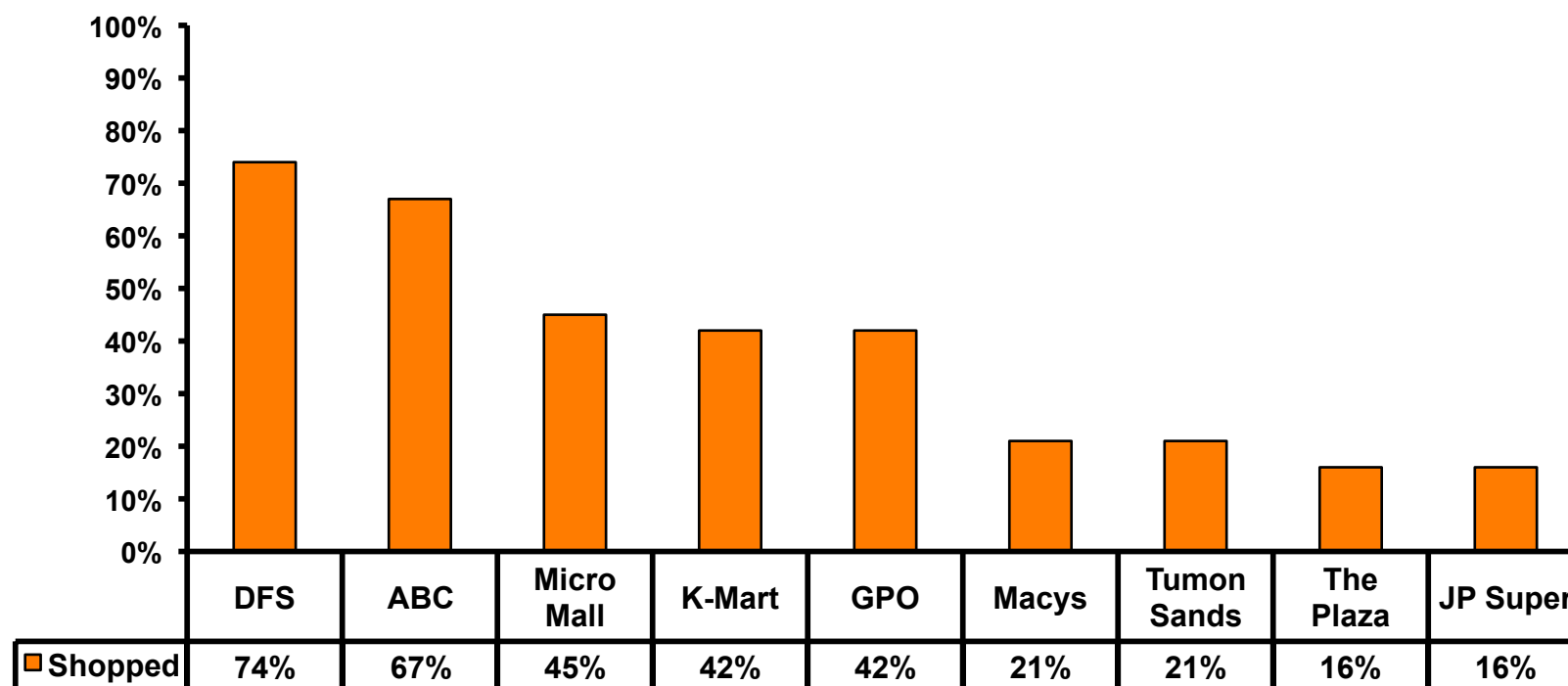
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

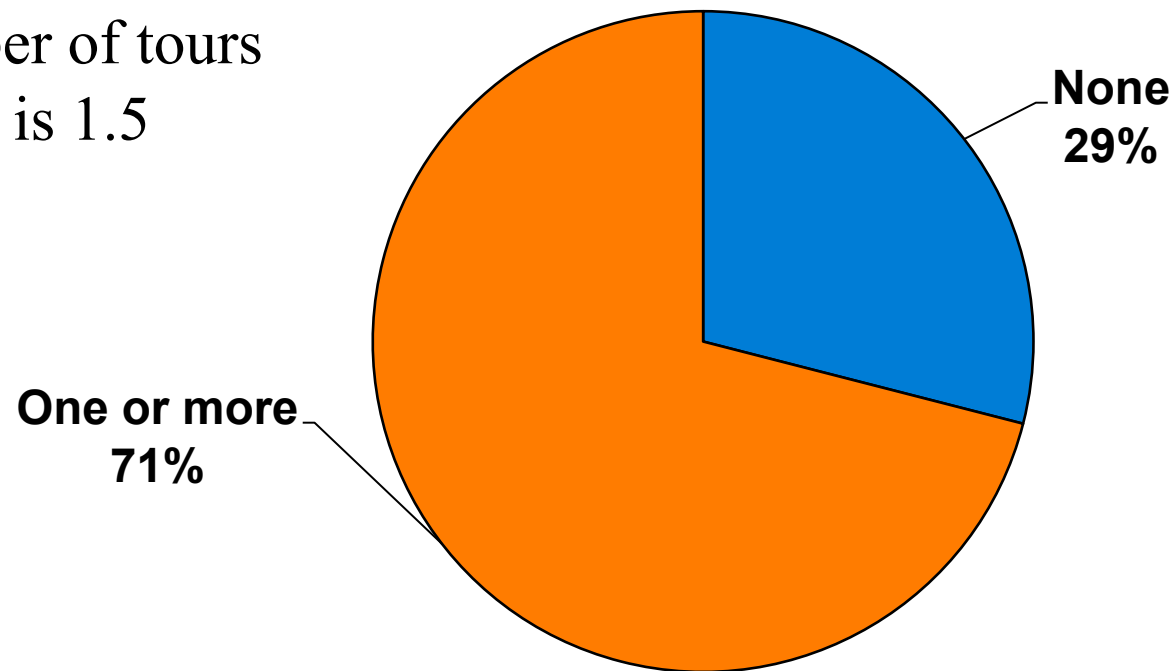
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>46%</b>	Score of 6 to 7 = <b>41%</b>
Score of 4 to 5 = <b>45%</b>	Score of 4 to 5 = <b>46%</b>
Score 1 to 3 = <b>8%</b>	Score 1 to 3 = <b>13%</b>
<b>MEAN = 5.2</b>	<b>MEAN = 5.0</b>

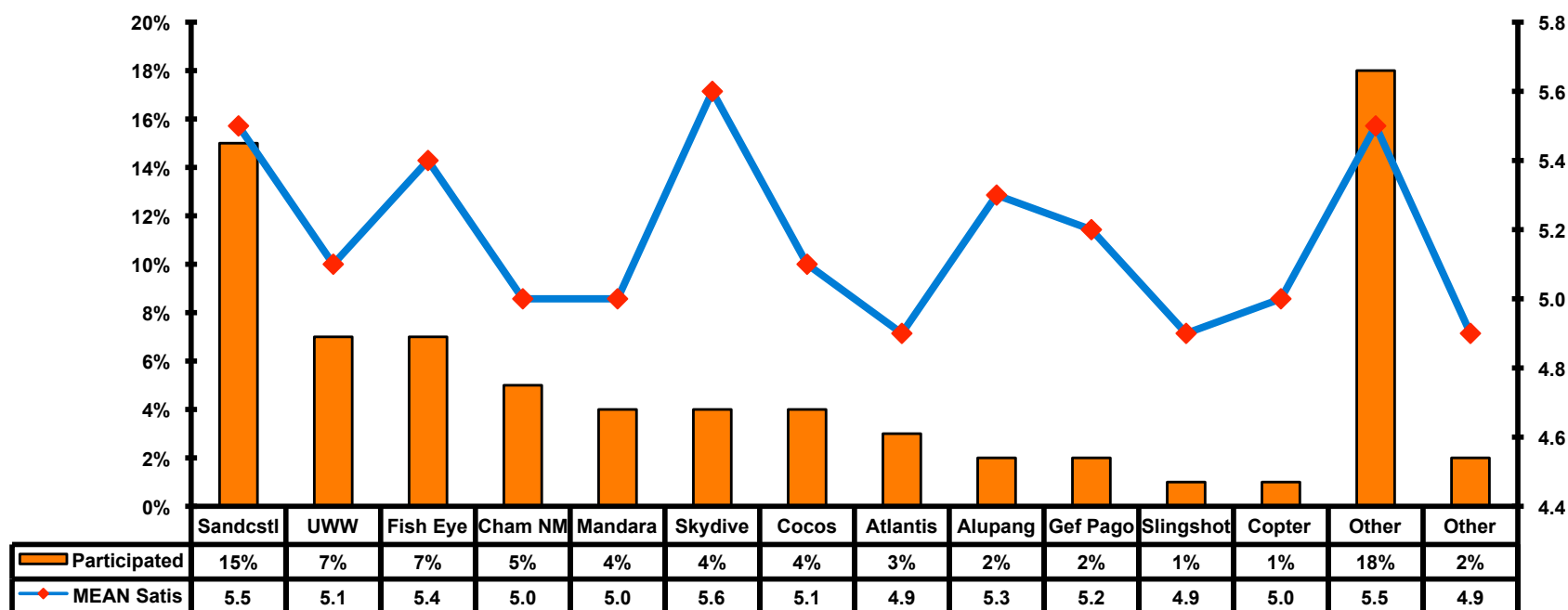
# Optional Tour Participation

- Average number of tours participated in is 1.5



# 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 = <b>40%</b>	Score of 6 to 7 = <b>34%</b>
Score of 4 to 5 = <b>52%</b>	Score of 4 to 5 = <b>53%</b>
Score 1 to 3 = <b>8%</b>	Score 1 to 3 = <b>14%</b>
<b>MEAN = 5.0</b>	<b>MEAN = 4.8</b>

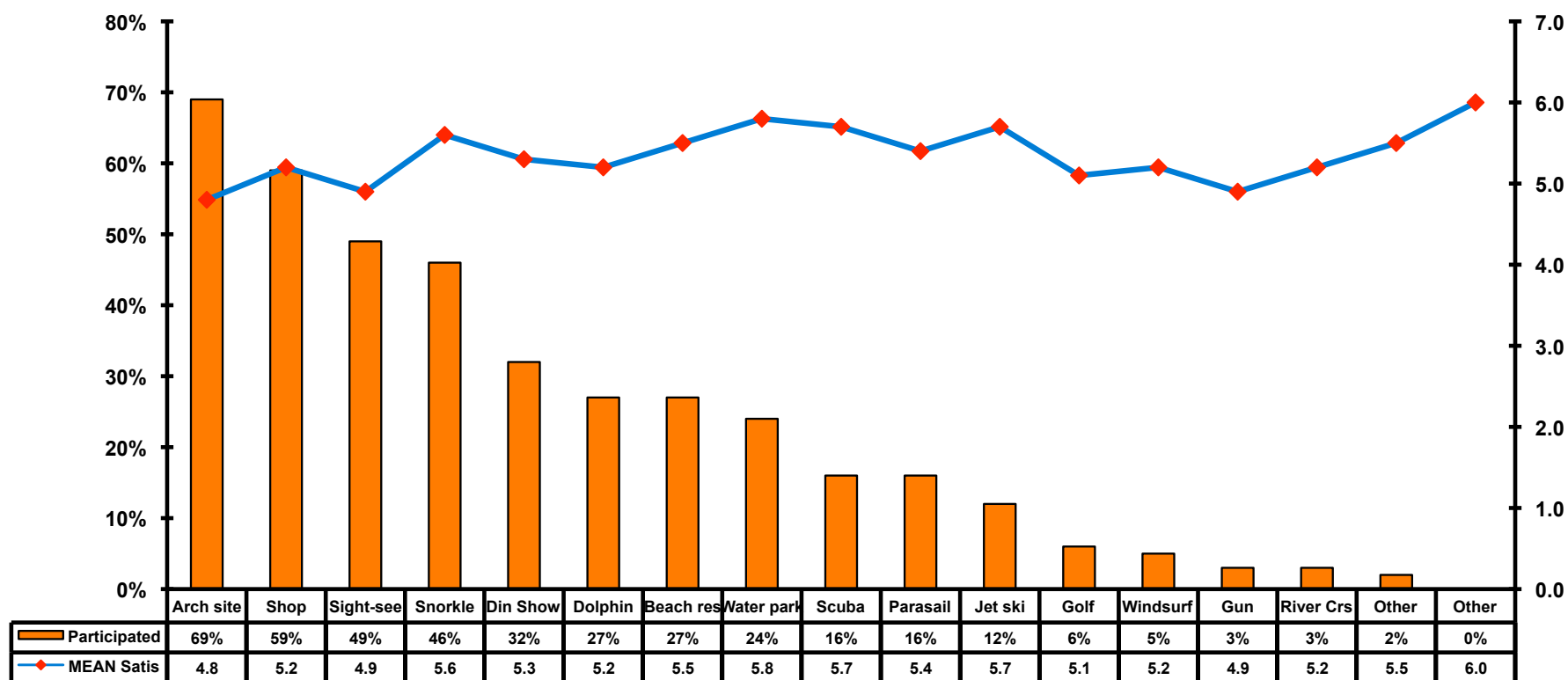
# Night Tours Satisfaction

7pt Rating Scale

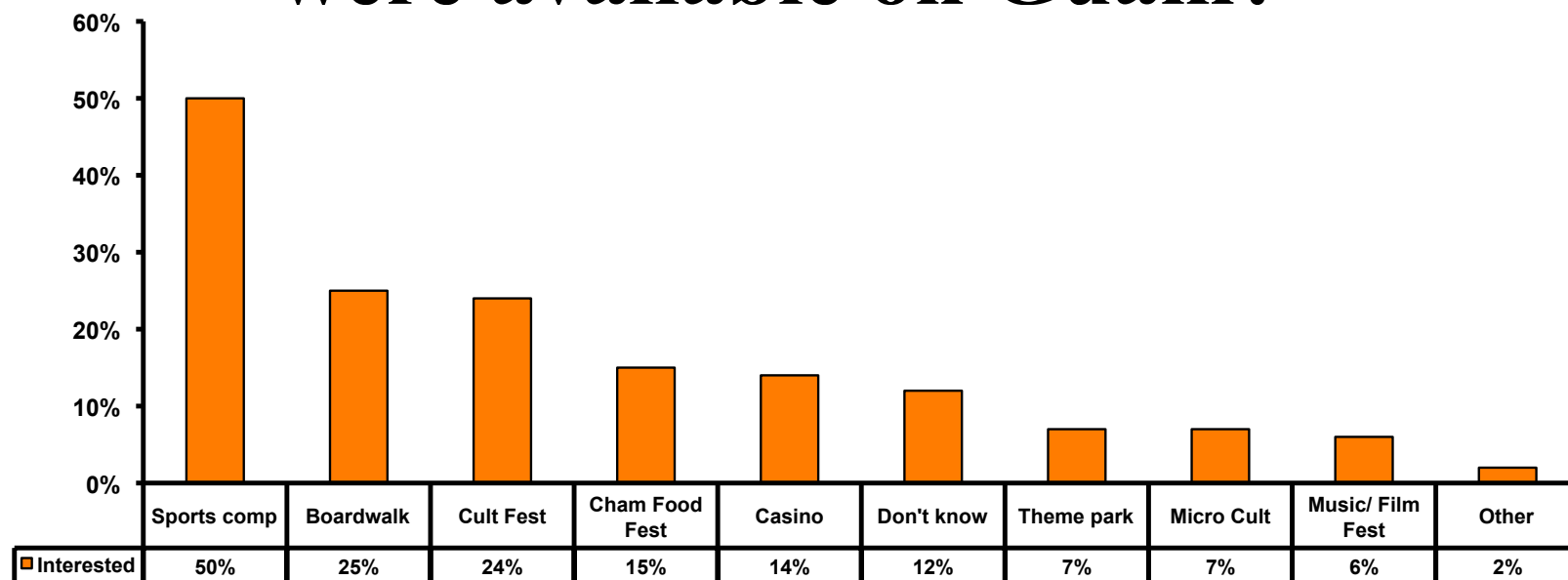
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>25%</b>	Score of 6 to 7 = <b>23%</b>
Score of 4 to 5 = <b>59%</b>	Score of 4 to 5 = <b>56%</b>
Score 1 to 3 = <b>17%</b>	Score 1 to 3 = <b>21%</b>
<b>MEAN = 4.5</b>	<b>MEAN = 4.3</b>

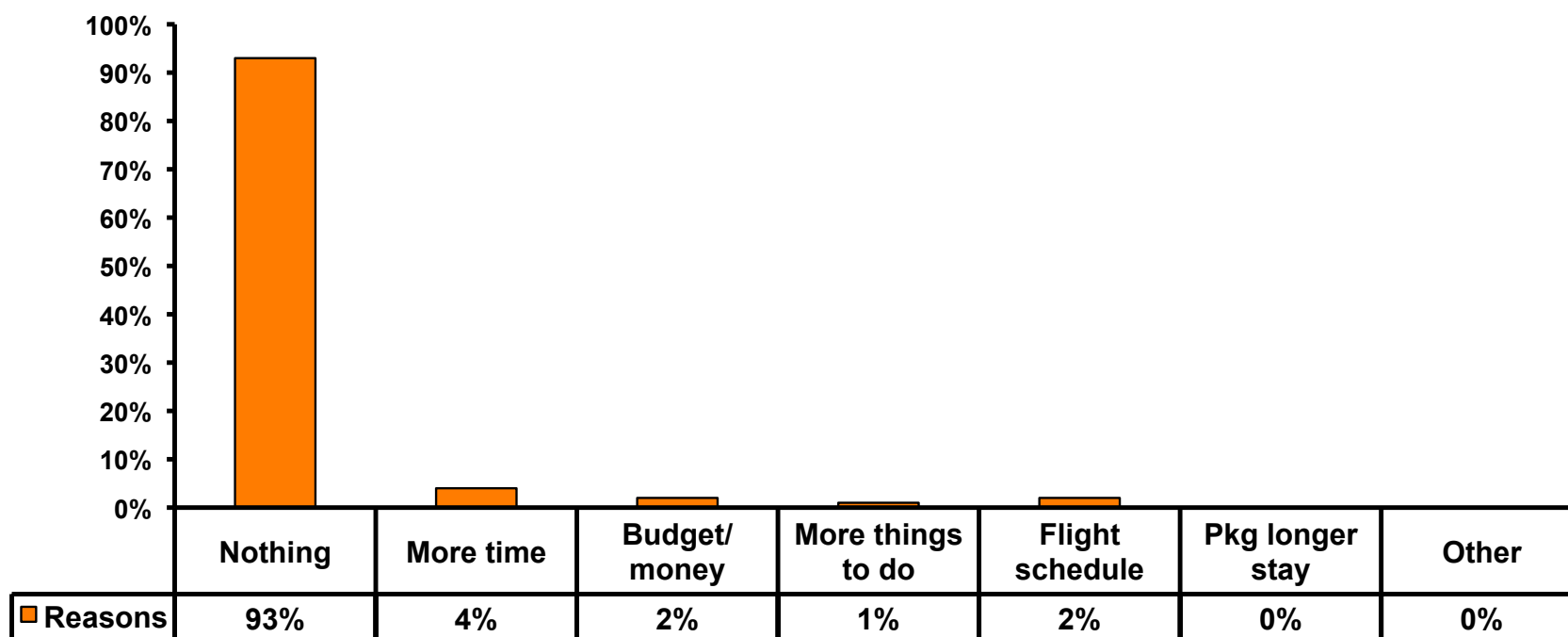
# Satisfaction with Other Activities



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



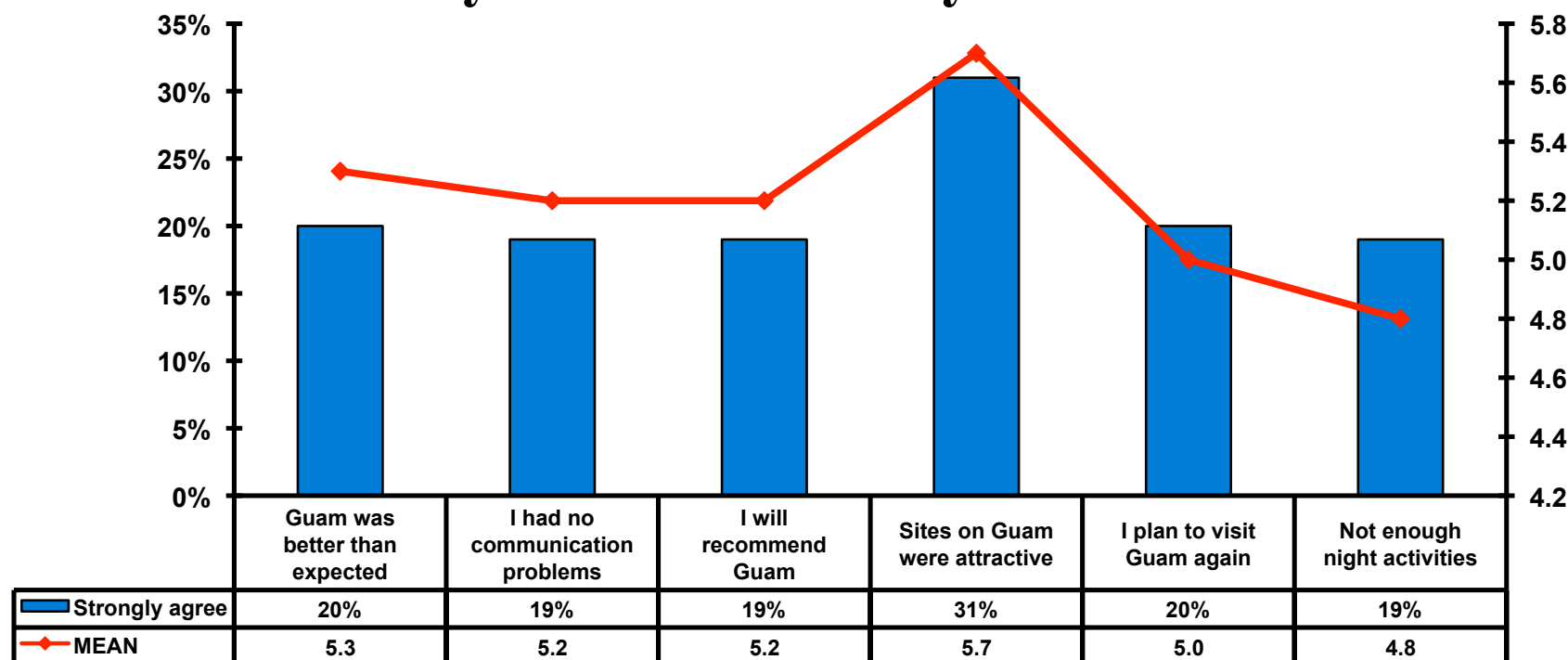
# What would it take to make you want to stay an extra day on Guam?



# On-Island Perceptions

7pt Rating Scale

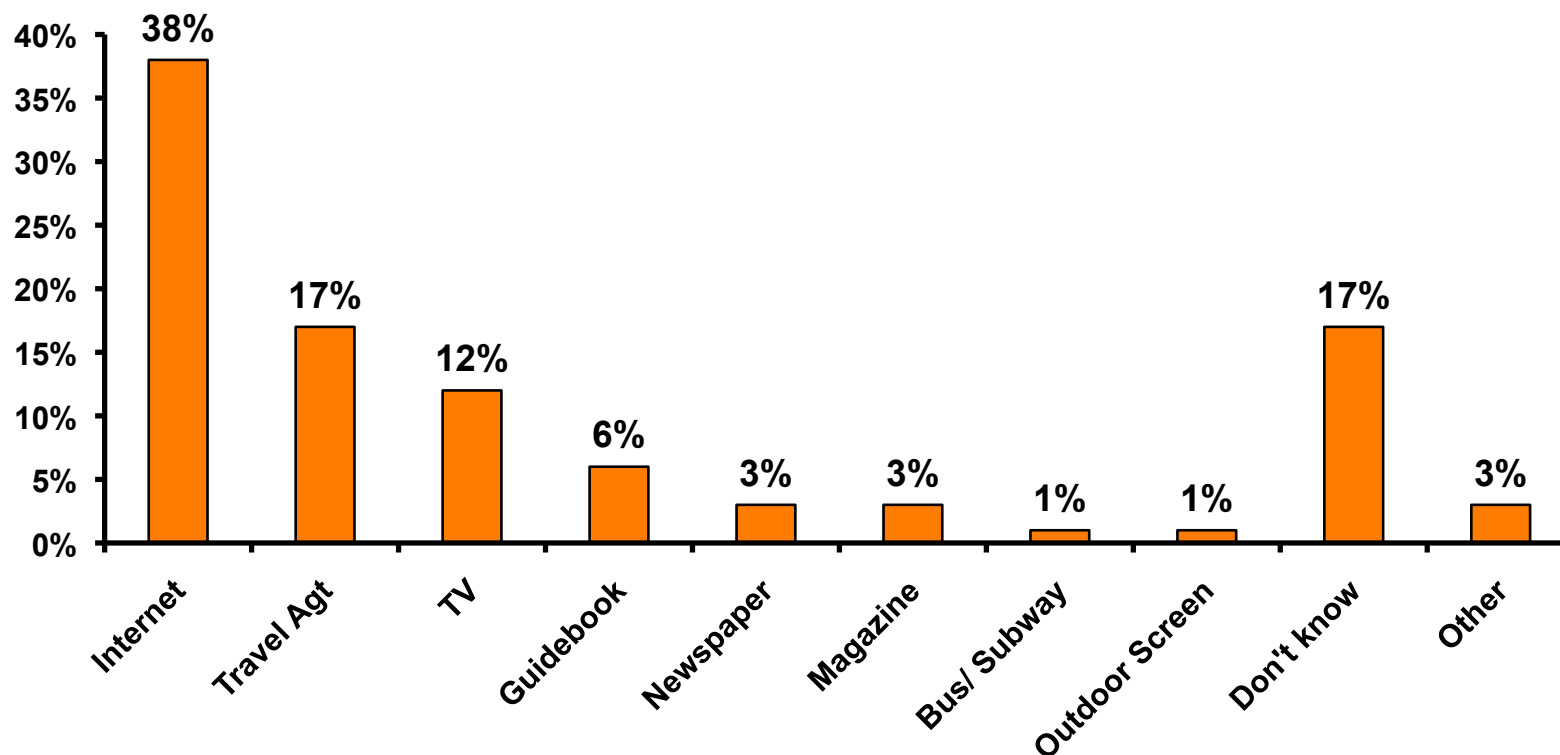
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

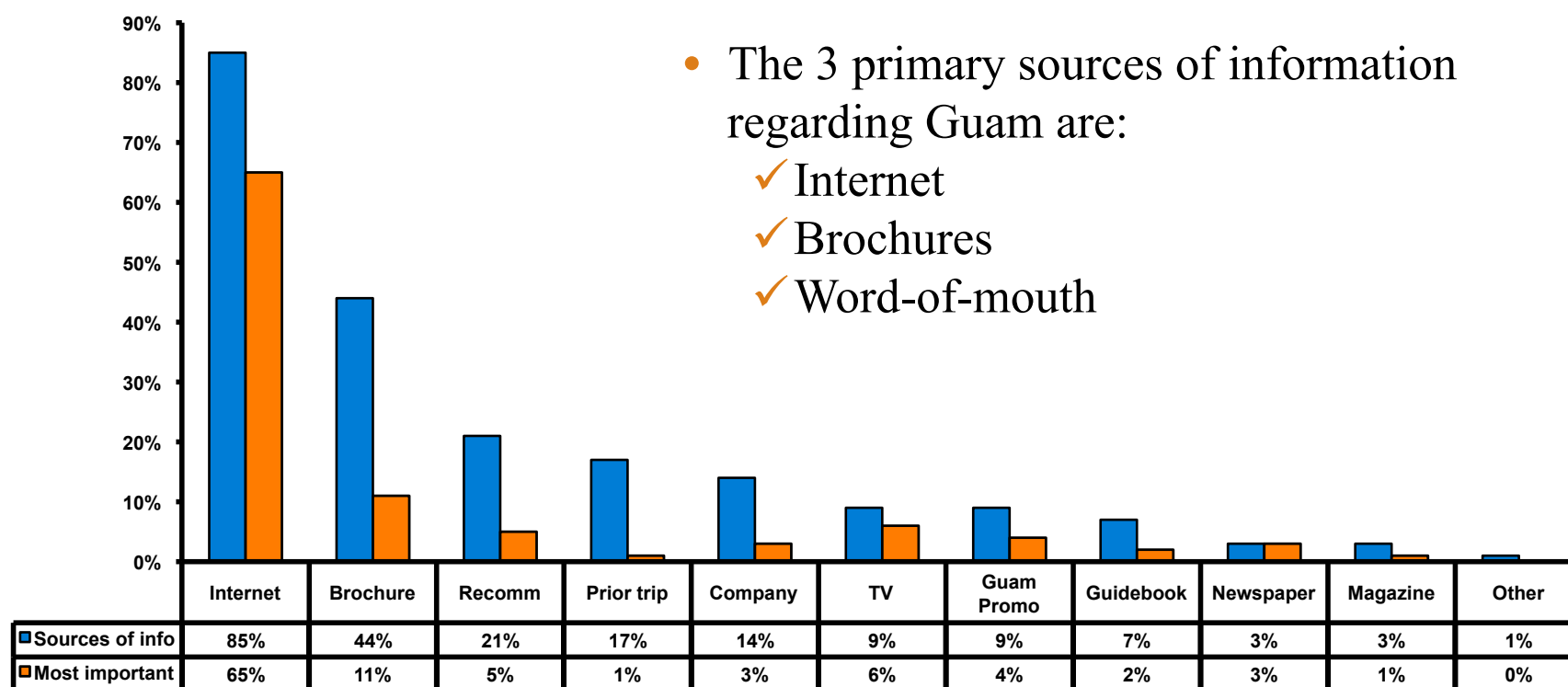
# Guam Promotion - Media

## Past 90 days



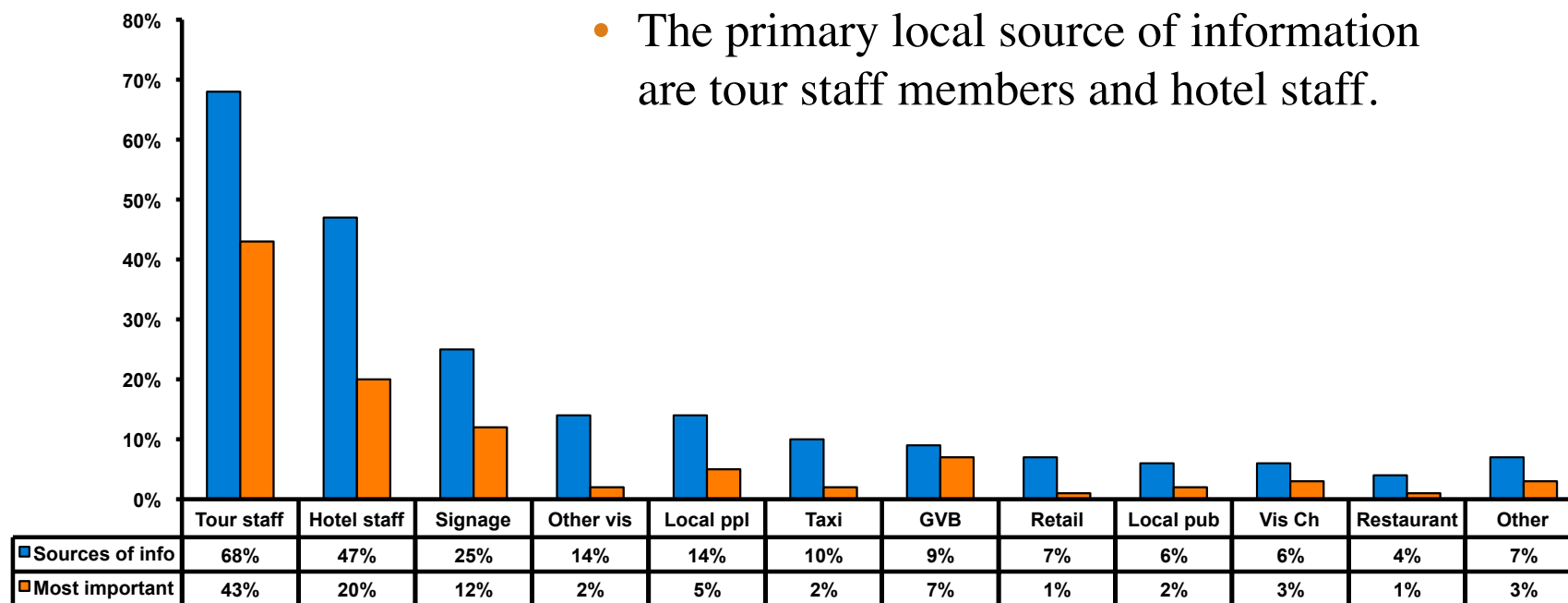


# Sources of Information Pre-arrival



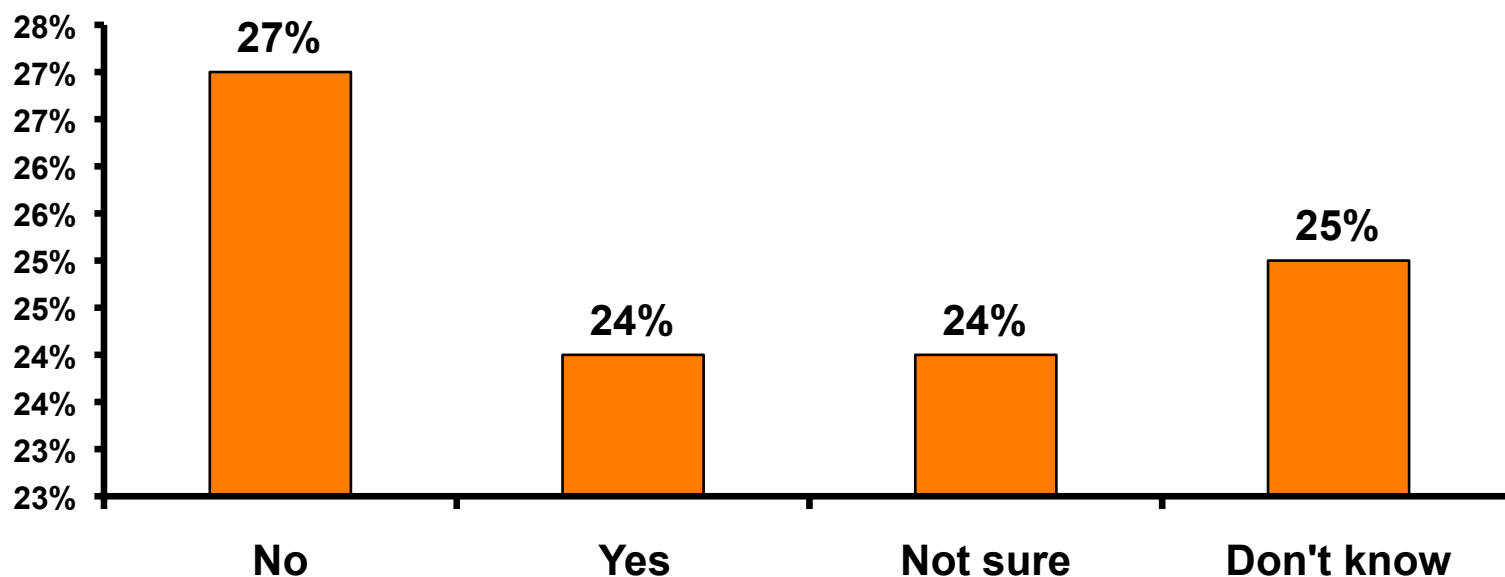
# Sources of Information Post-arrival

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



# SECTION 6 **OTHER ISSUES**

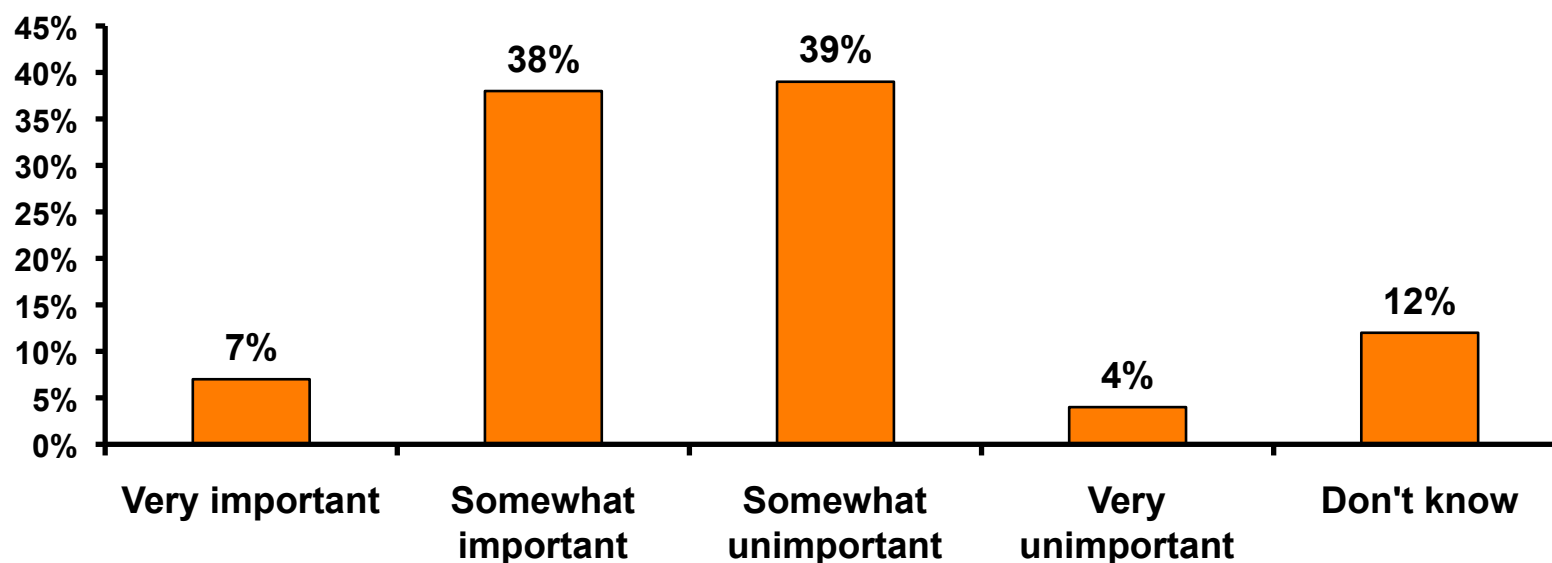
## Good time to spend money on travel outside of Korea - Overall



# 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	45%	25%	27%	25%	29%	33%	27%	26%	25%	24%
	Yes	14%	24%	24%	26%	21%	16%	22%	25%	30%	25%
	Not sure	23%	21%	24%	24%	29%	22%	24%	24%	23%	23%
	Do not know	18%	29%	24%	25%	21%	29%	26%	25%	22%	27%
Total	Count	22	982	2222	814	194	316	1383	1142	1150	91

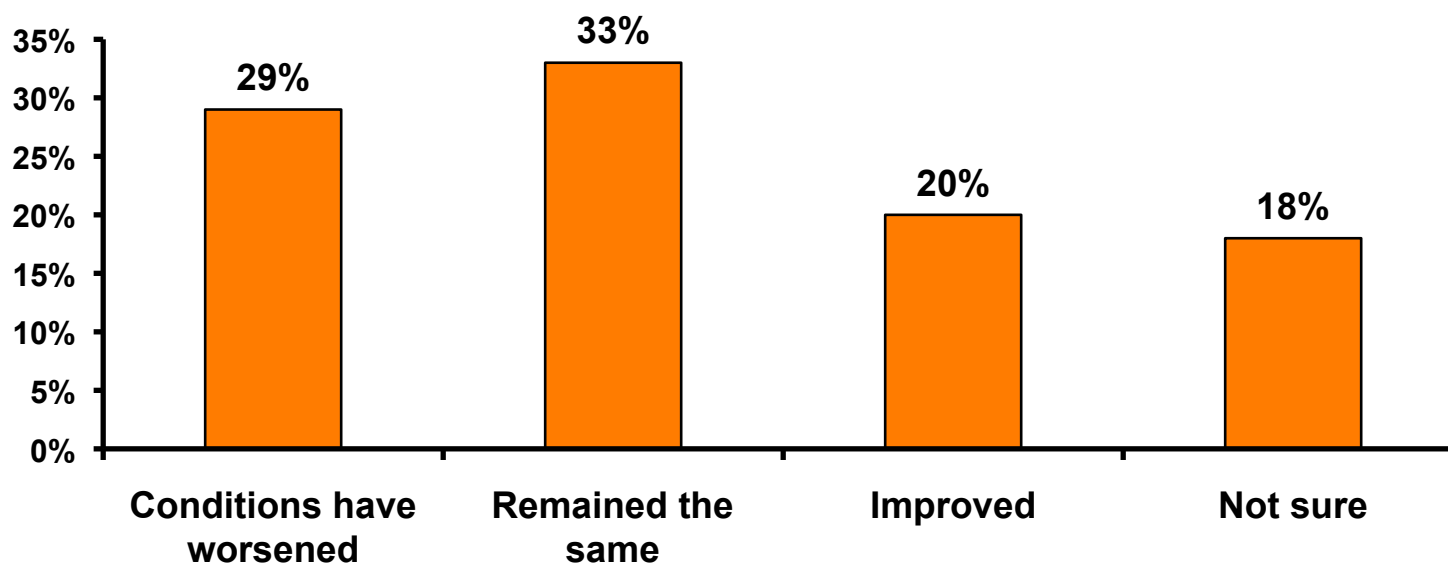
# The importance of the state of the Korean economy in decision to travel outside of Korea - Overall



# 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%	4%	4%	4%	5%	4%	4%	4%	9%
	Somewhat unimportant	36%	34%	41%	43%	32%	30%	37%	41%	46%	31%
	Somewhat important	27%	39%	38%	37%	45%	42%	40%	39%	34%	34%
	Very important	23%	7%	7%	6%	11%	9%	7%	6%	8%	9%
	Don't know	14%	16%	11%	9%	8%	15%	13%	10%	8%	18%
Total	Count	22	980	2220	813	194	315	1382	1141	1148	91

# Rating Korean Economy Compared to 12 months ago

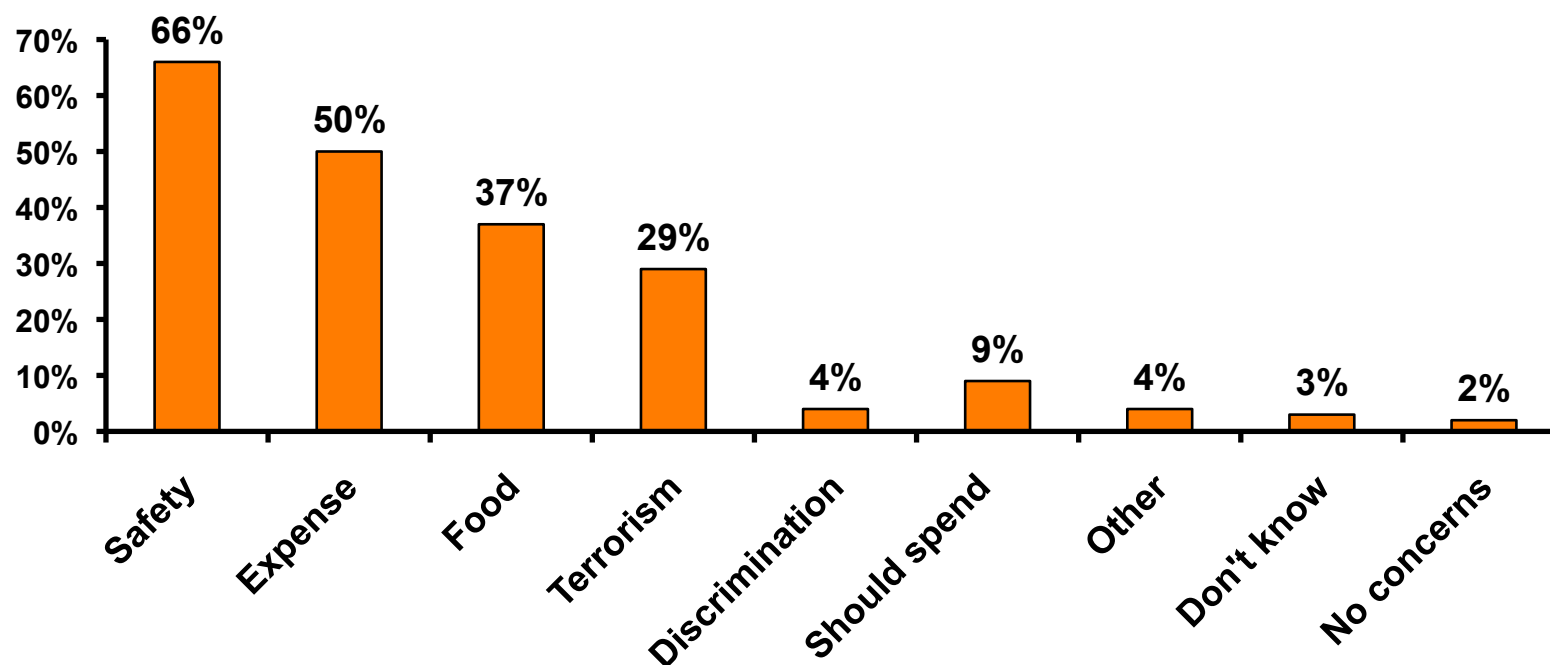




# Rating Korean Economy Compared to 12 months ago by Age & Income

		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	23%	31%	30%	25%	28%	29%	31%	30%	25%	36%
	Conditions have remained the same	27%	29%	34%	37%	29%	30%	33%	35%	35%	24%
	Conditions have improved	14%	17%	19%	25%	28%	11%	18%	20%	26%	11%
	Do not know	36%	23%	17%	13%	15%	30%	18%	15%	13%	29%
Total	Count	22	979	2219	812	195	314	1380	1141	1149	91

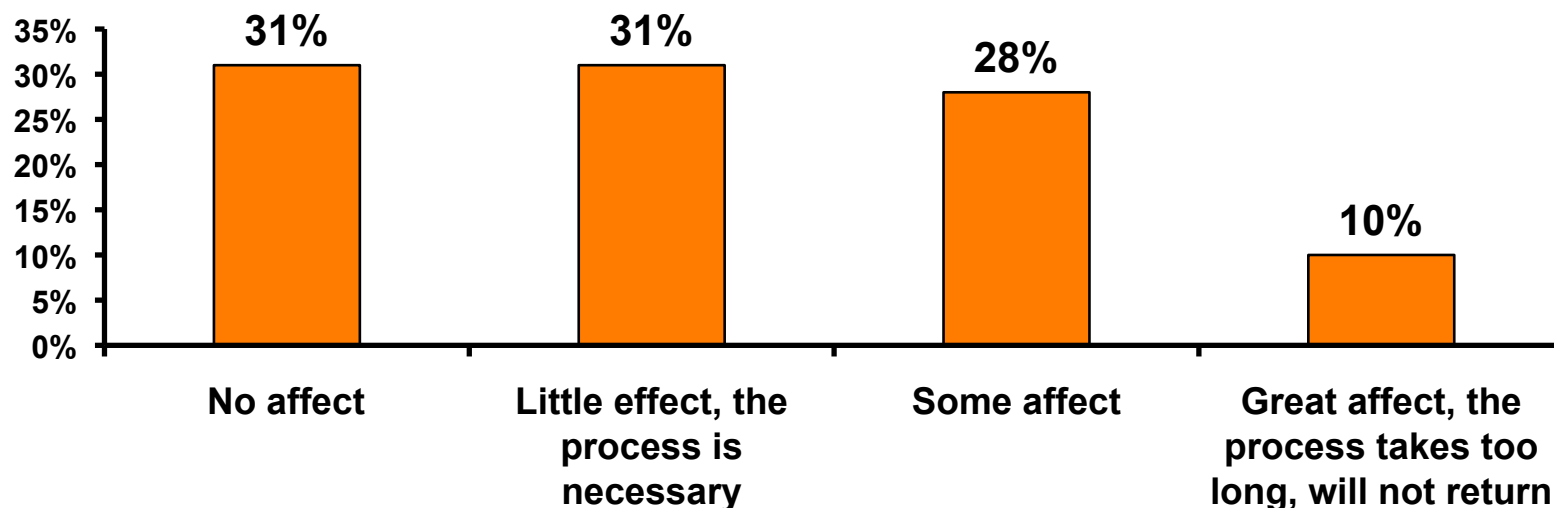
# Concerns about travel outside of Korea - Overall



# 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	59%	59%	67%	70%	64%	61%	64%	68%	70%	47%
	Expense	64%	54%	50%	46%	40%	54%	52%	52%	45%	48%
	Food	27%	36%	38%	40%	25%	40%	36%	40%	36%	27%
	Terrorism	27%	30%	30%	24%	23%	29%	28%	28%	31%	25%
	Spending money abroad when it should be spent at home	32%	11%	9%	7%	10%	13%	11%	9%	7%	10%
	Other	14%	5%	5%	4%	4%	5%	4%	5%	4%	5%
	Do not know	14%	5%	3%	3%	5%	4%	3%	2%	3%	14%
	No concerns		3%	2%	3%	3%	2%	2%	3%	3%	3%
Total	Cases	22	981	2215	813	194	315	1381	1139	1148	91

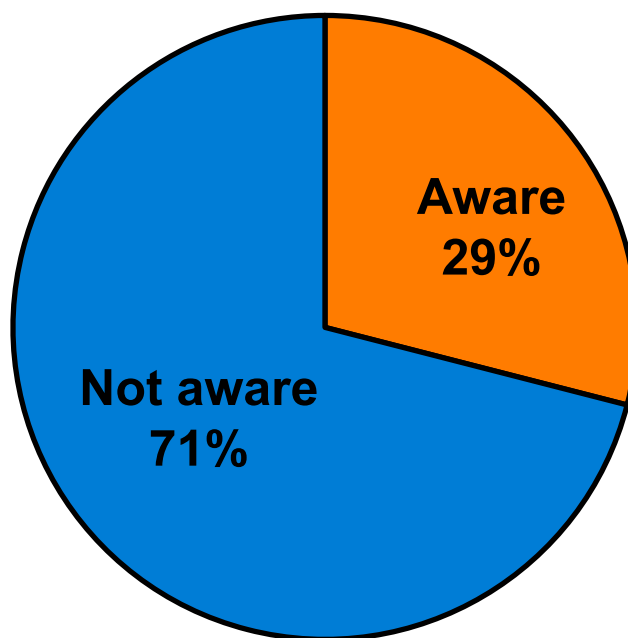
# Security Screening/ Immigration Process at Guam International Airport



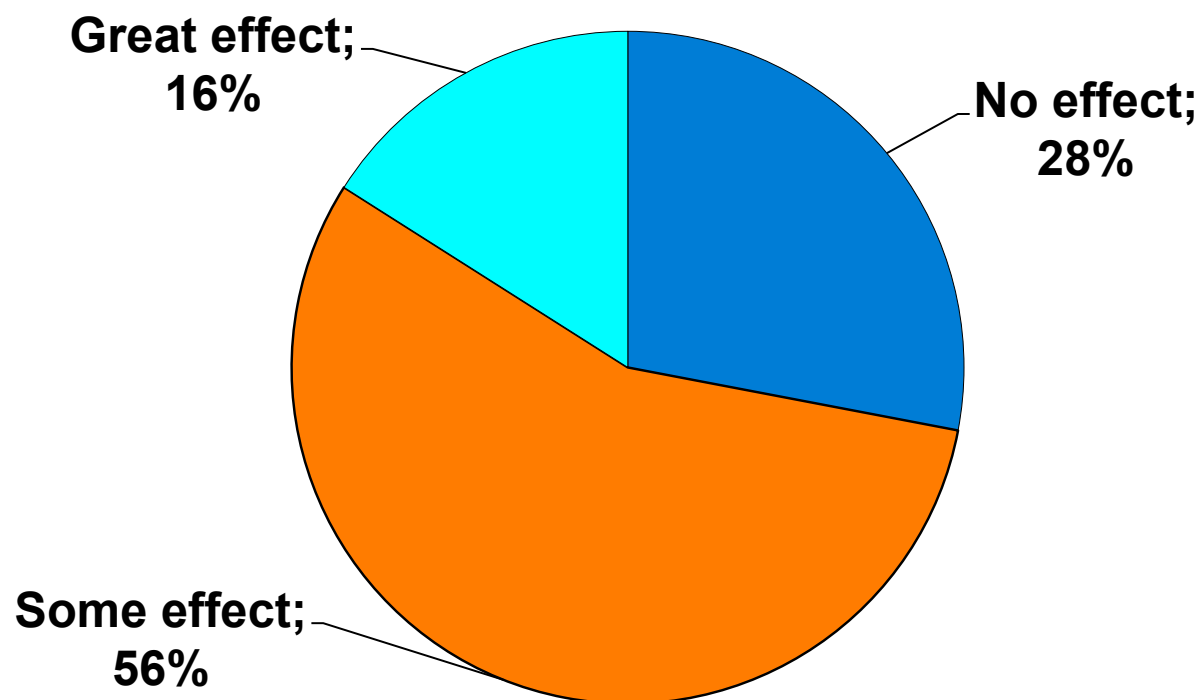
## **Hotel Room Surcharge by \$3.00/ Per day/ Per room to help build Guam Museum**

- Mean Rating – **3.1** out of possible 7.0
- Agree (Score 6-7) – **9%**
- Neutral (Score 4-5) – **40%**
- Disagree (Score 1-3) – **51%**

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



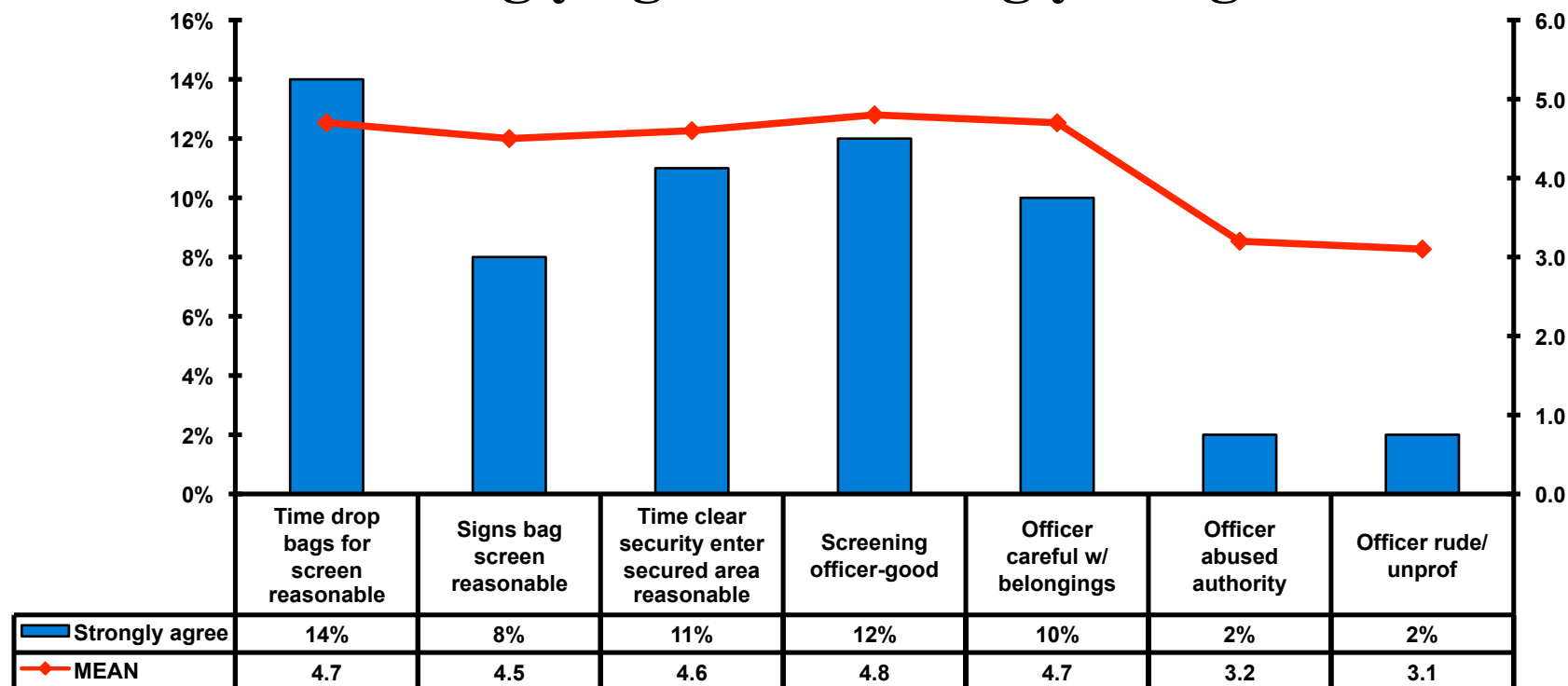
# Effects of U.S. Military troop movement on future trips to Guam



# Airport Screening

7pt Rating Scale

7=Strongly agree/ 1=Strongly disagree





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

