



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

FY2012 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

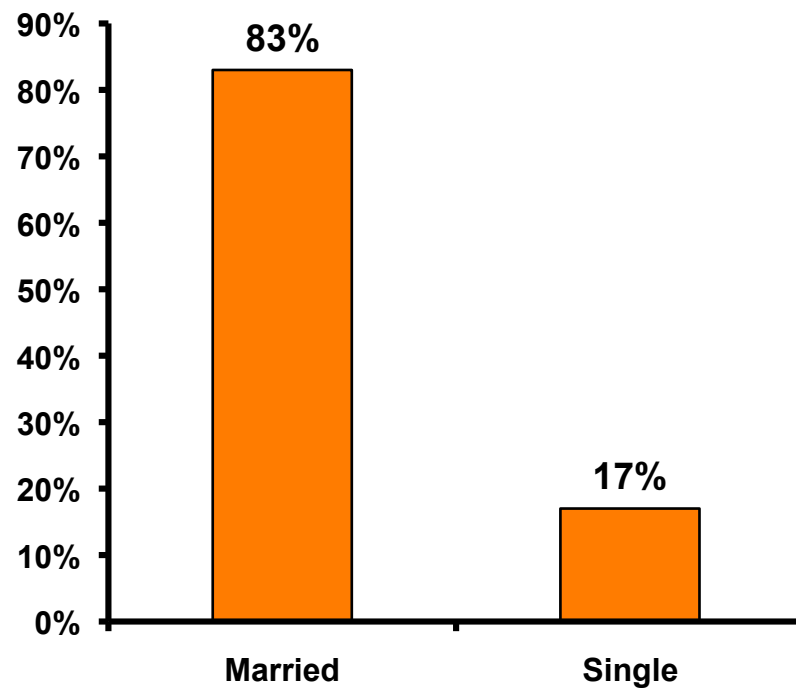
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **4219** departing Korean 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 **4219** 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.

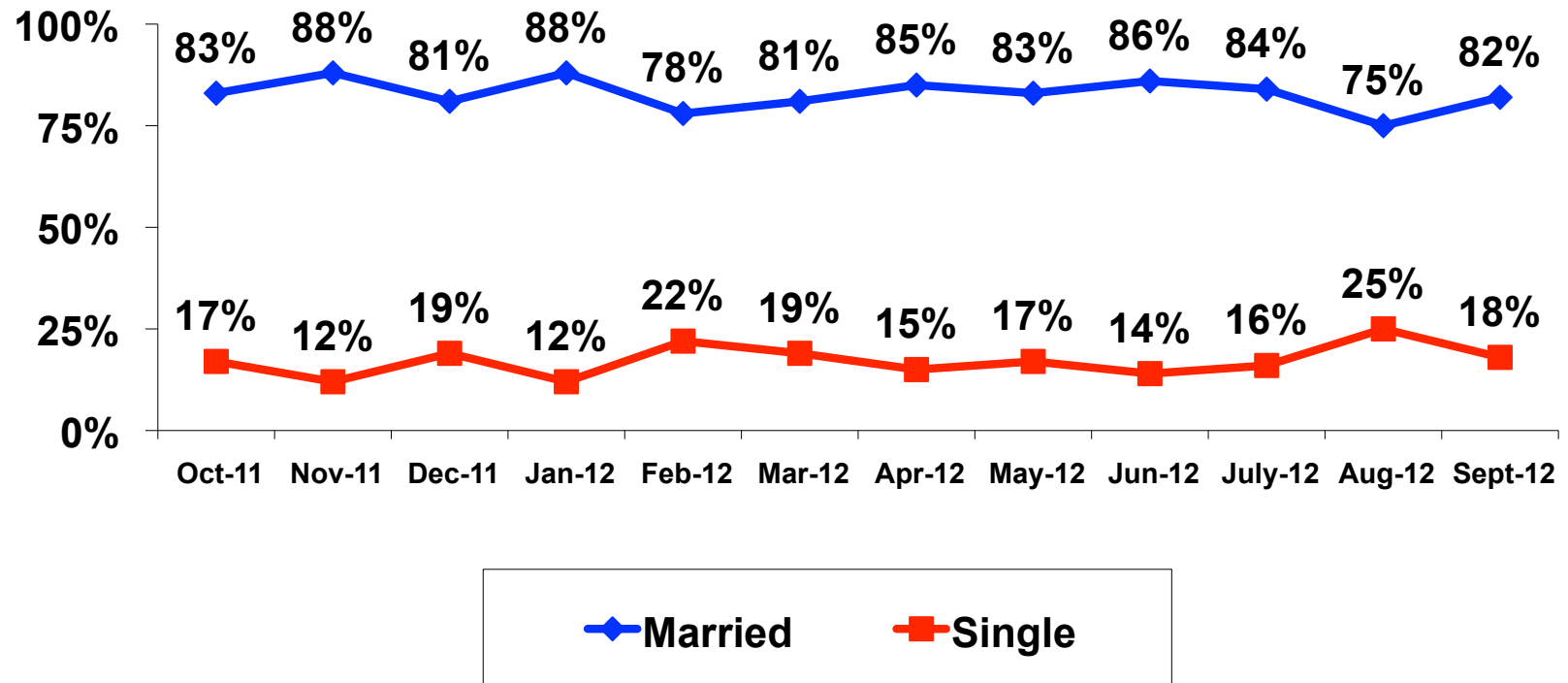
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

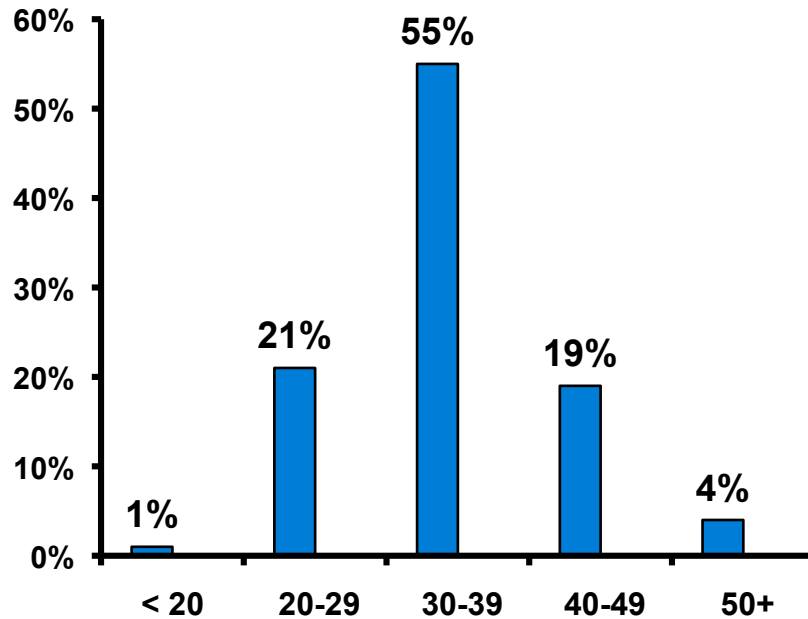


- A majority of visitors are married.

Marital Status

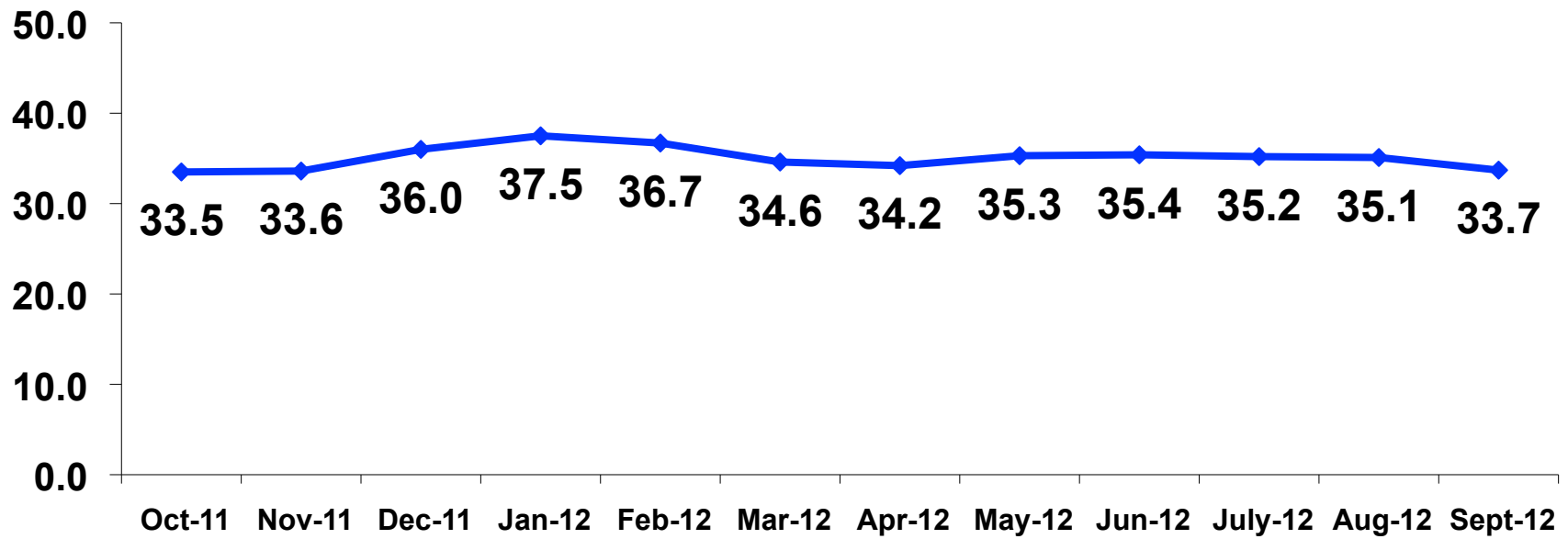


Age - Overall

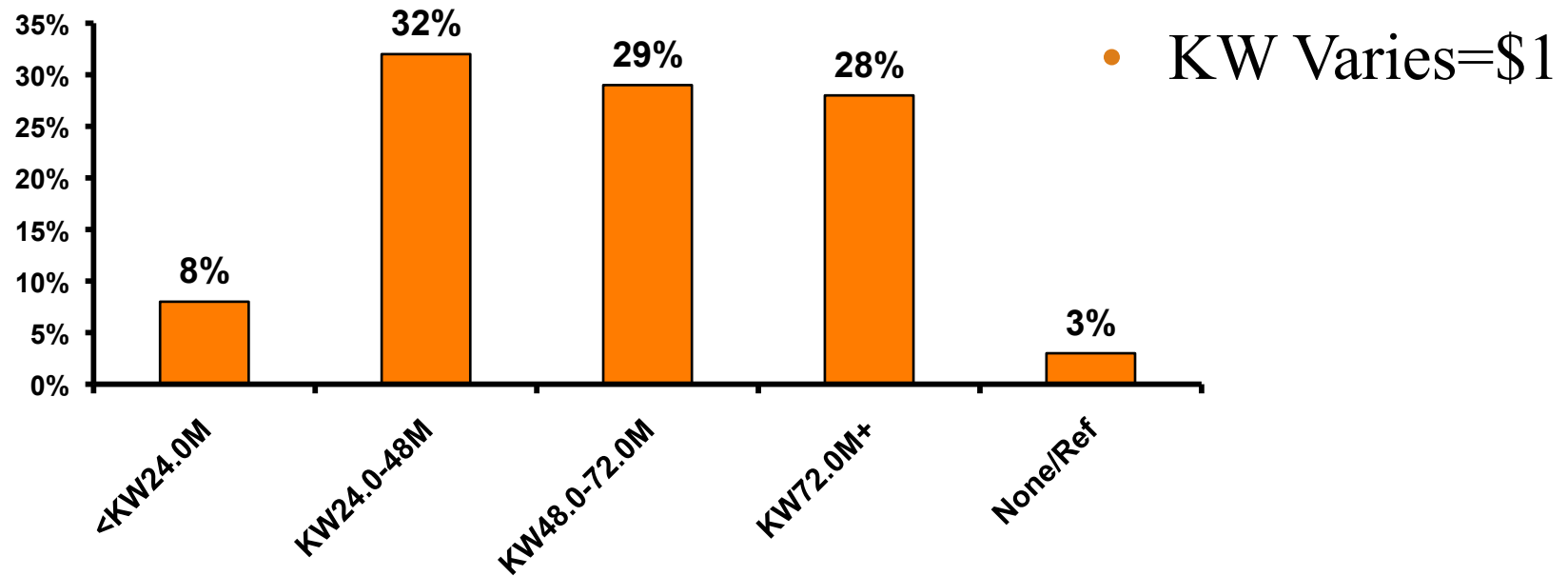


- The average age of the respondents is 35.1 years of age.

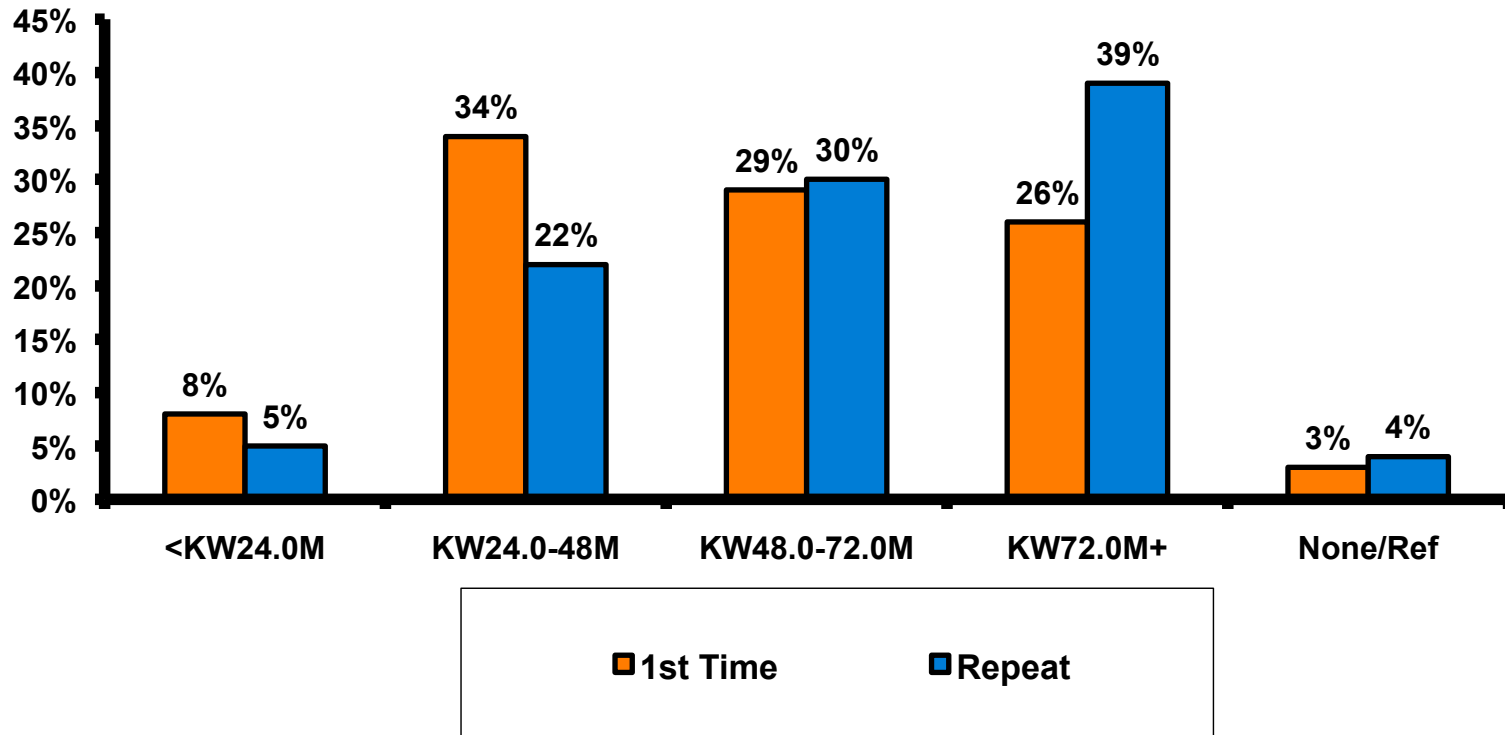
Average Age



Personal Income



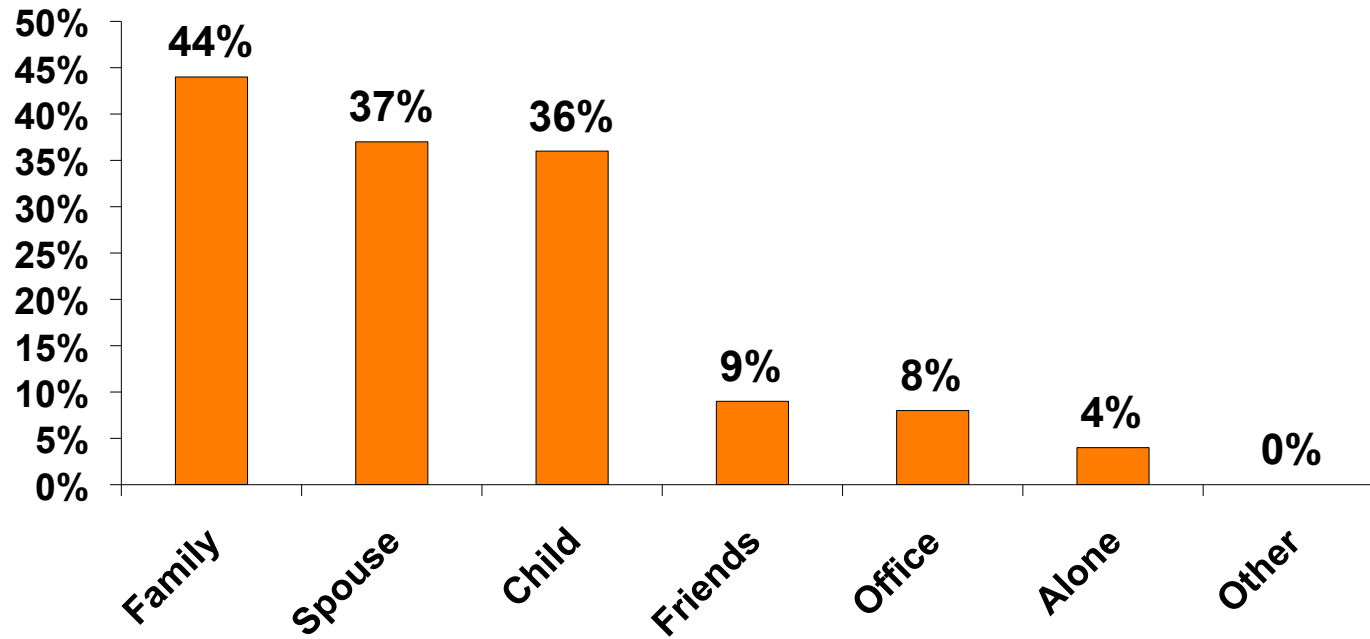
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
				Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME	<KW24.0M	Count	304	100	204	3	133	128	28	12
			8%	5%	10%	14%	16%	6%	4%	7%
	KW24.0M-KW48.0M	Count	1301	607	694		398	737	122	44
			32%	30%	35%		48%	33%	16%	26%
	KW48.0M-KW72.0M	Count	1172	625	547	4	155	728	248	36
			29%	31%	27%	18%	19%	32%	32%	21%
	KW72.0M+	Count	1137	653	484	7	105	594	365	66
			28%	32%	24%	32%	13%	26%	47%	39%
	Refused	Count	126	51	75	8	43	55	10	10
			3%	3%	4%	36%	5%	2%	1%	6%
Total	Count		4040	2036	2004	22	834	2242	773	168

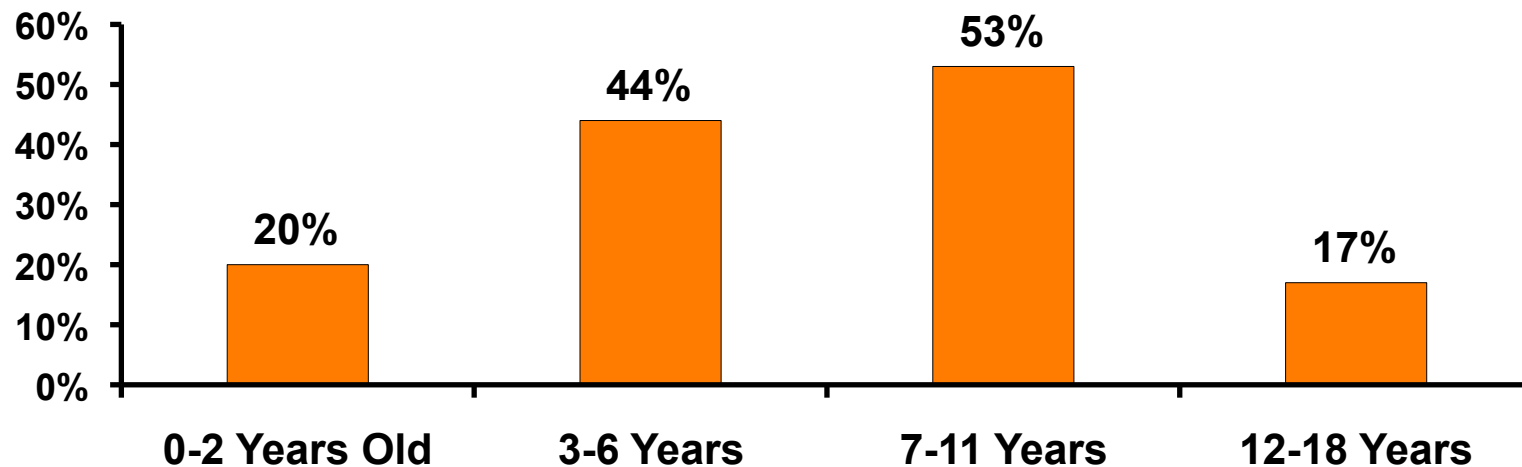
Travel Companions



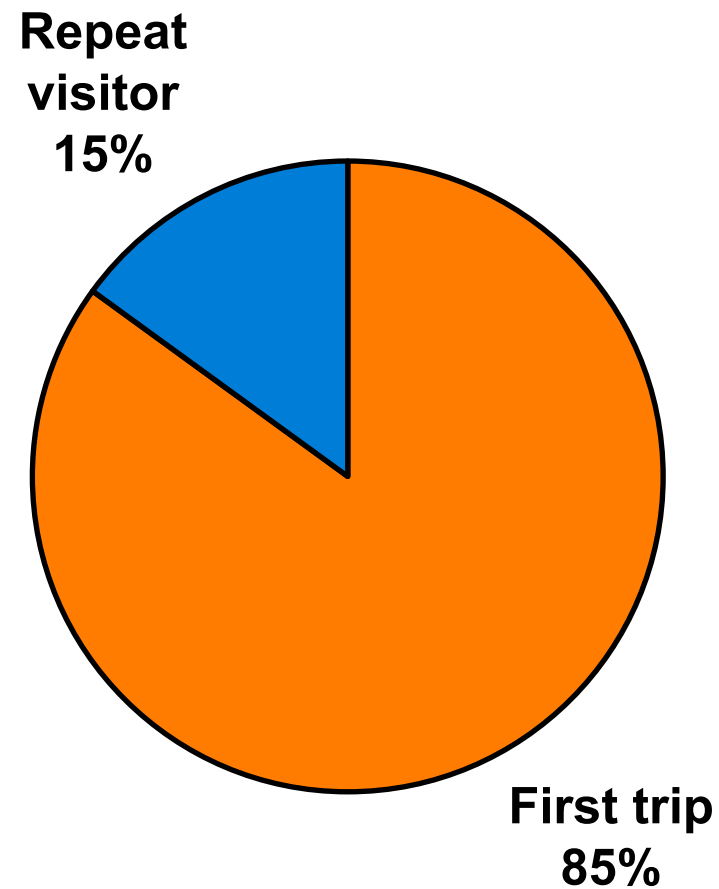
Number of Children Travel Party

N=1497 total respondents traveling with children.

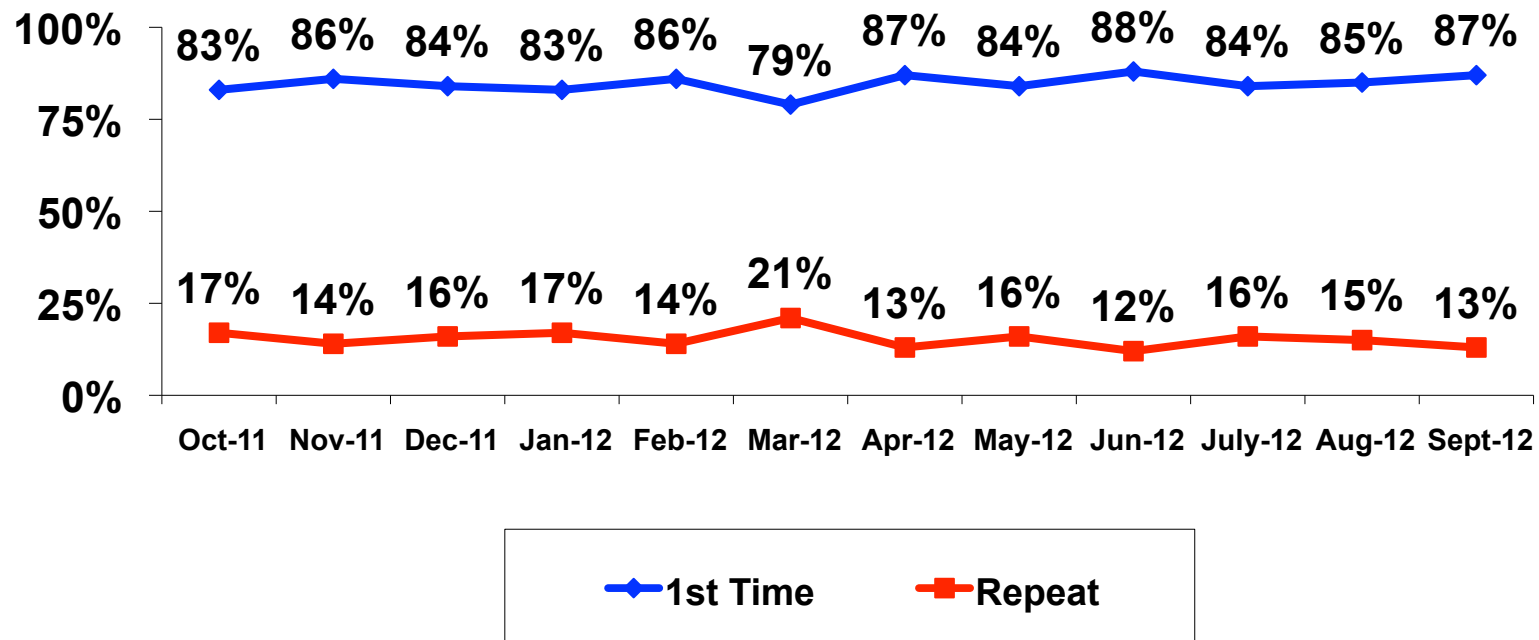
(Of those N=1497 respondents, there is a total of 2,428 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



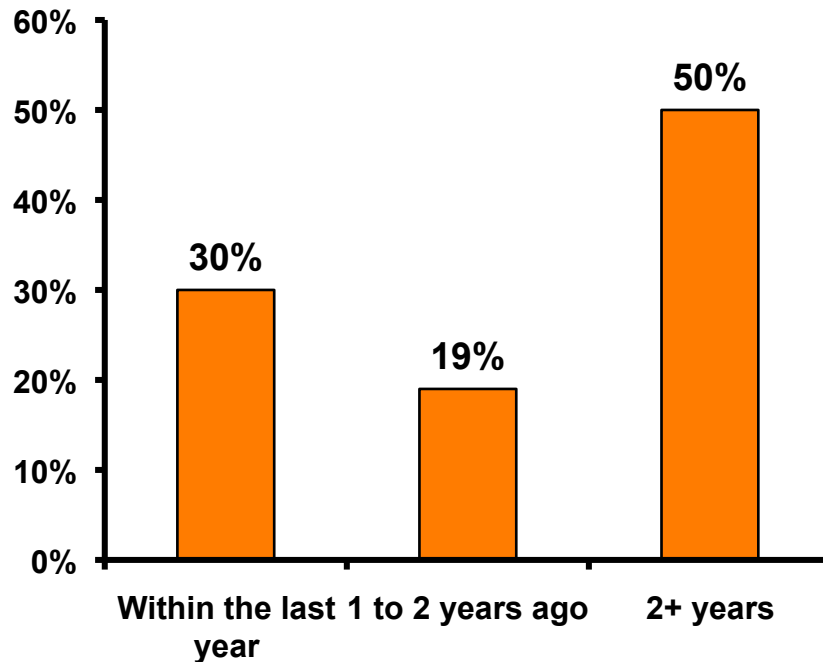
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	2098	1773	322
			50%	50%	50%
	Female	Count	2121	1796	321
			50%	50%	50%
Total		Count	4219	3569	643
AGE	<20	Count	27	21	6
			1%	1%	1%
	20-29	Count	869	789	77
			21%	22%	12%
	30-39	Count	2327	1990	333
			55%	56%	52%
	40-49	Count	812	629	183
		19%	18%	29%	
	50+	Count	183	140	43
			4%	4%	7%
Total		Count	4218	3569	642

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

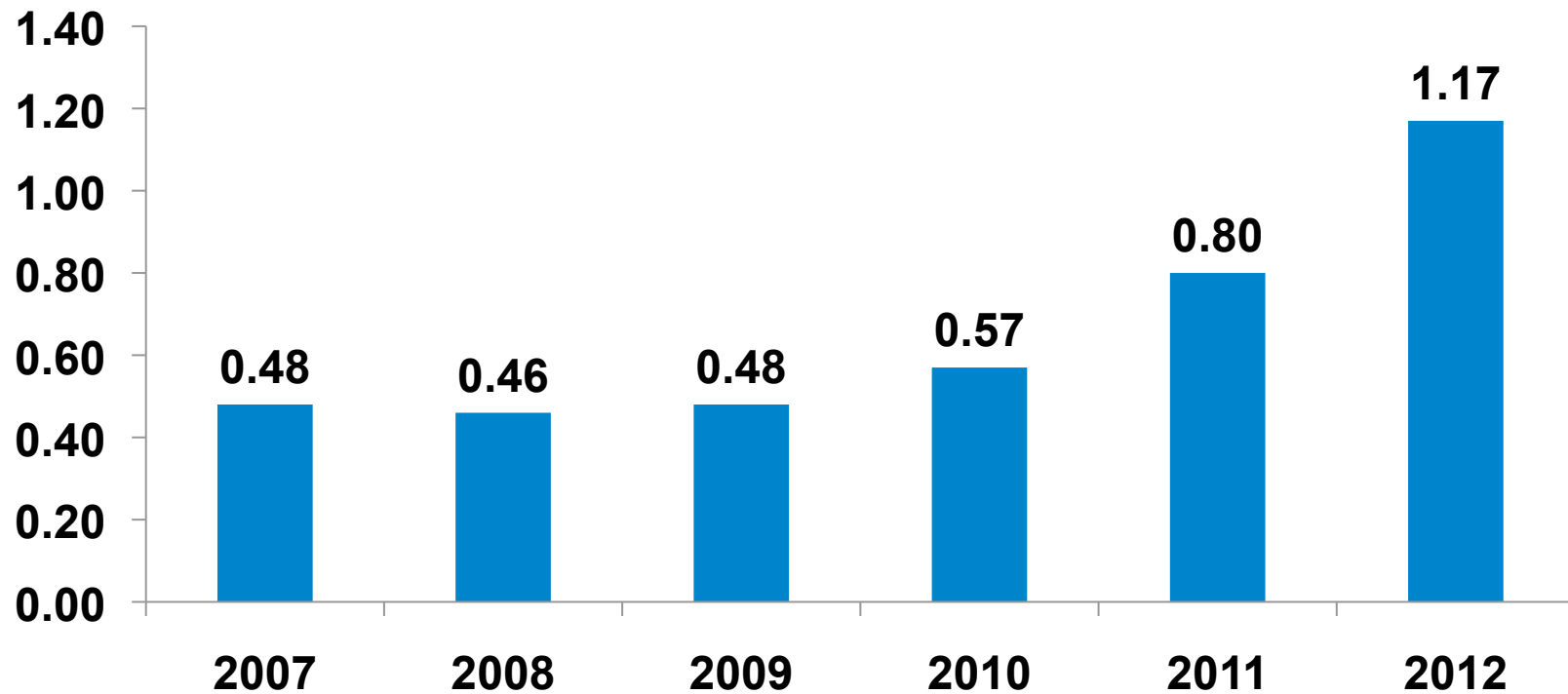
Repeat Visitors Last Trip

n = 633



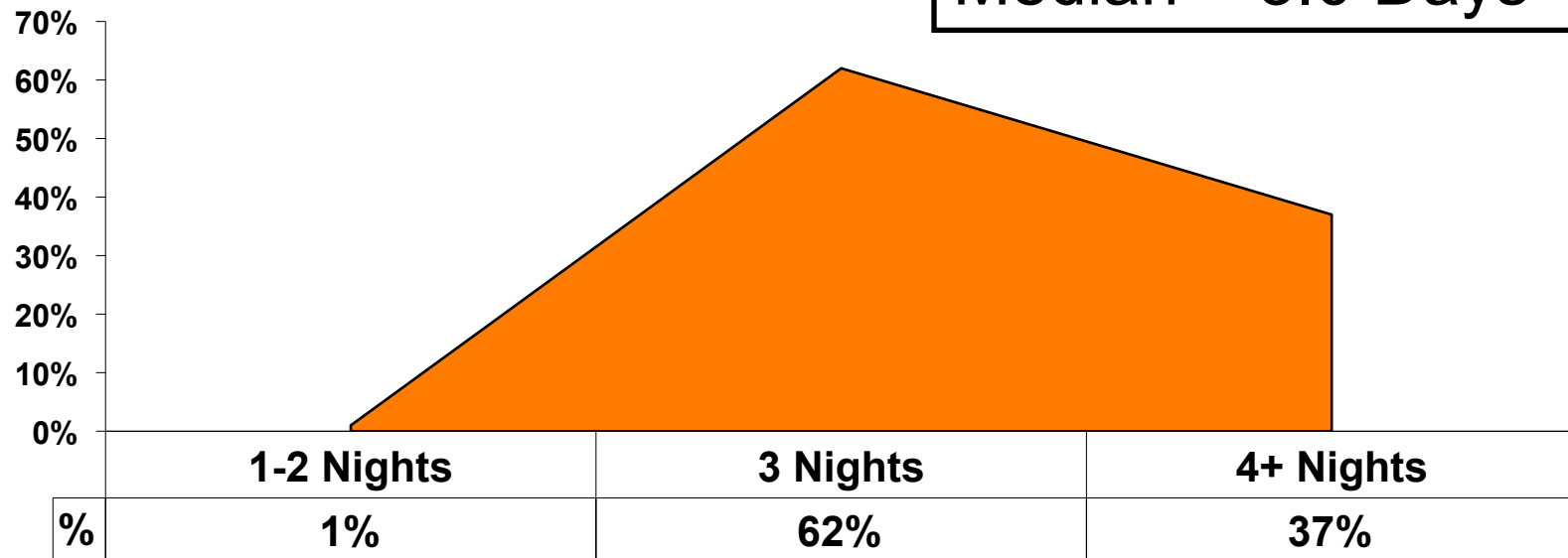
- The average repeat visitor has been to Guam 2.8 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2007-2012) (2 nights or more)

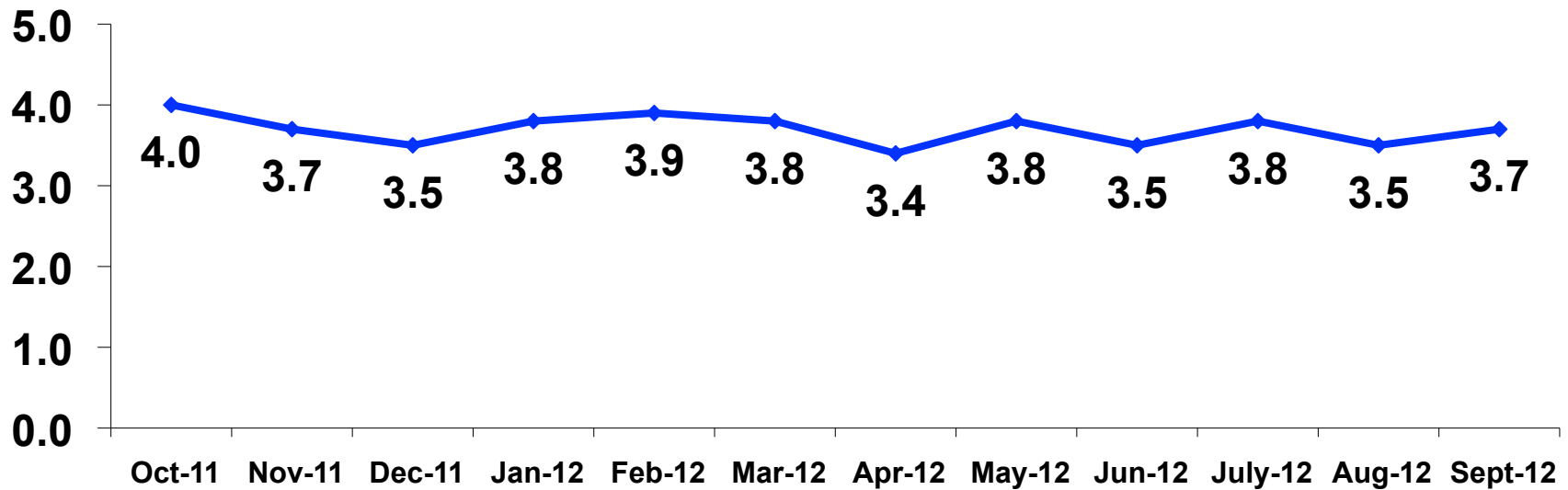


Length of Stay

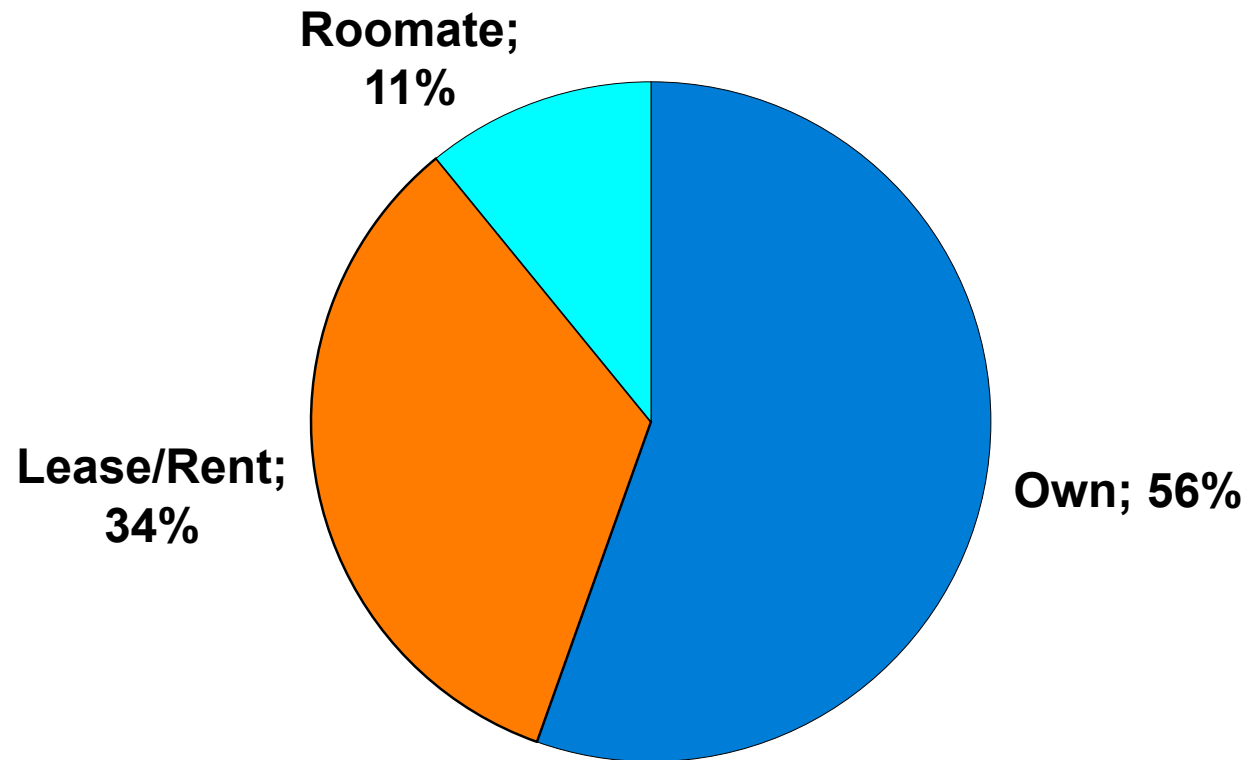
Mean = 3.70 Days
Median = 3.0 Days



Average Length of Stay



Living Accommodations

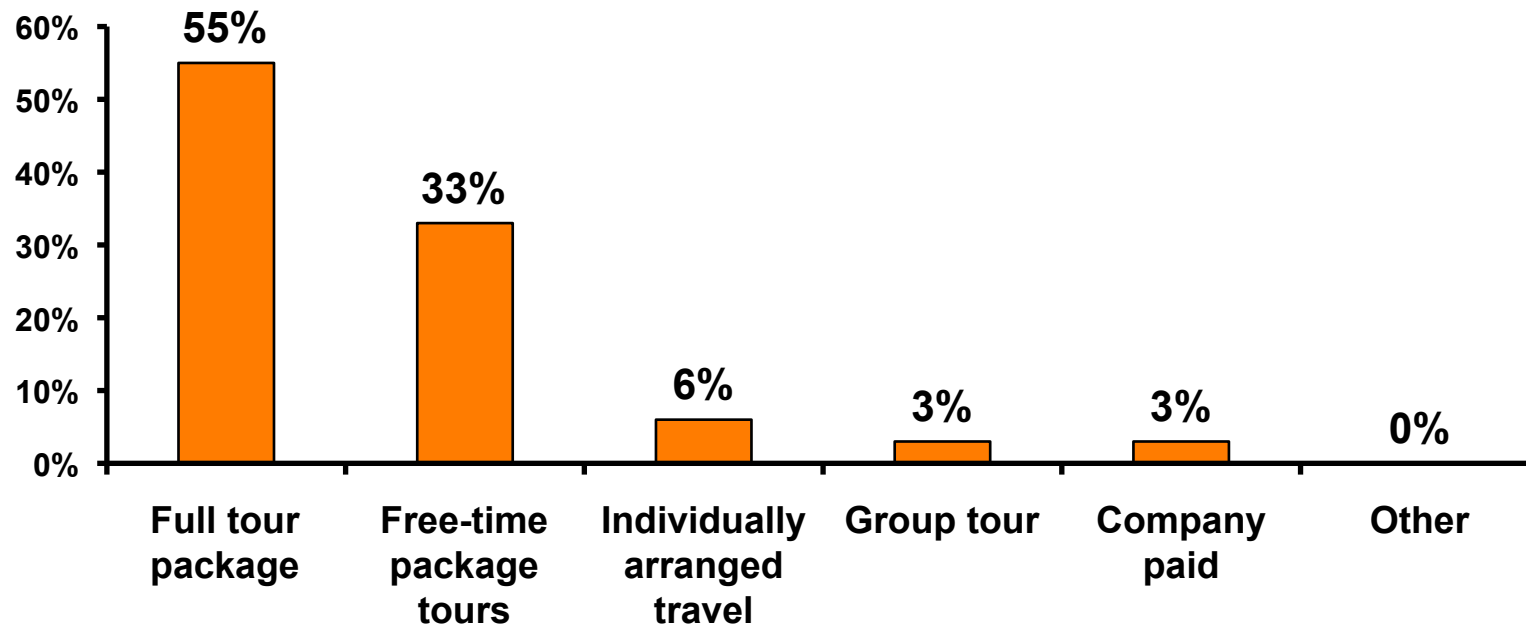


Occupation by Income

	TOTAL	PERSONAL INCOME					Refused
		<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+		
Q.29 White Collar-Office	31%	23%	34%	35%	32%	5%	
Self-employed	15%	15%	11%	16%	18%	15%	
Homemaker	13%	12%	12%	14%	11%	22%	
Prof/Specialist/Tech	12%	8%	12%	10%	16%	2%	
Professor/Teacher	5%	9%	6%	5%	4%	1%	
Service worker	4%	10%	6%	4%	2%		
Manager	3%	1%	2%	4%	5%		
Student	3%	7%	1%	1%	2%	24%	
Sales/Clerical	2%	2%	3%	2%	2%		
Skilled worker	2%	2%	3%	2%	1%	1%	
Other	2%	3%	2%	1%	2%	2%	
Unemployed	2%	3%	1%	0%	1%	27%	
Govt - Office/non-mgr	1%	1%	3%	1%	1%		
Free-lancer	1%	2%	1%	1%	1%	2%	
Govt-Mgr	1%	1%	1%	2%	1%		
Govt-Exec	1%	1%	2%	1%	1%		
Judicial	1%	1%	0%	1%	1%	2%	
Retired	0%	1%	0%	0%	0%		
Farmer	0%	0%	0%		0%		
Total Count	4177	303	1295	1169	1133	124	

SECTION 2 **TRAVEL PLANNING**

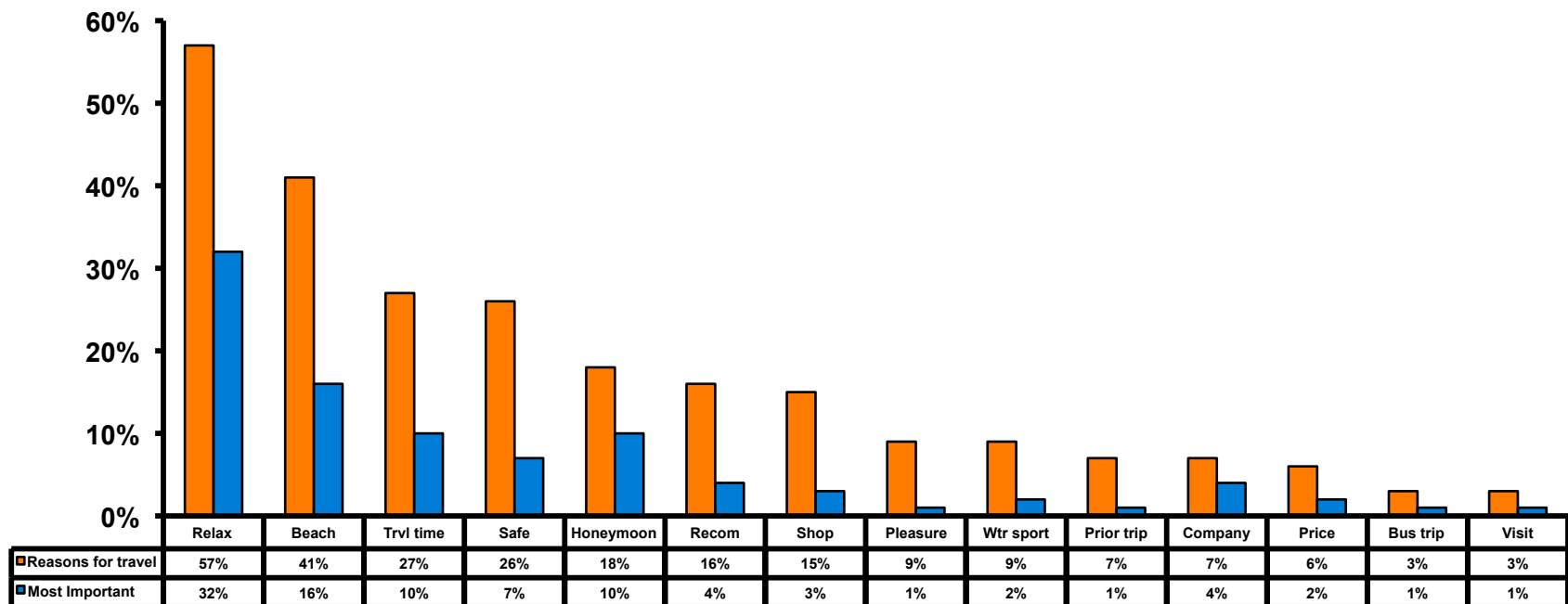
Travel Planning - Overall



Accommodation by Income

	TOTAL	PERSONAL INCOME					Refused
		<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+		
Q.9 Pacific Islands Club PIC	54%	47%	46%	59%	60%	39%	
Hyatt Regency Guam	13%	12%	16%	11%	11%	16%	
Sheraton Laguna Resort	7%	12%	8%	5%	6%	10%	
Hilton Guam Resort & Spa	4%	4%	4%	4%	4%	3%	
Hotel Nikko Guam	4%	5%	5%	4%	4%	4%	
The Westin Resort Guam	4%	3%	5%	4%	4%	3%	
Outrigger Guam Resort	4%	3%	5%	4%	2%	5%	
Holiday Resort Guam	3%	4%	3%	2%	2%	5%	
Onward Beach Resort	2%	3%	2%	2%	1%	1%	
Relatives, Friends, Home Stay	1%	3%	1%	0%	1%	3%	
Leo Palace Resort	1%	1%	1%	1%	1%		
Fiesta Resort Guam	1%	0%	1%	1%	1%	1%	
Royal Orchid Guam	0%	1%	1%	1%	0%	1%	
Pacific Bay Hotel	0%	1%	0%	0%	0%	1%	
Guam Reef Hotel	0%		0%	0%	0%	1%	
Guam Aurora Resort Villa & Spa	0%	0%	0%	0%	0%		
Guam Marriott Resort Hotel	0%		0%	0%	0%		
Bayview Hotel	0%	1%	0%	0%	0%		
Ramada Suites Guam	0%		1%	0%			
Condominium	0%		0%		0%	2%	
Hotel Sane Fe	0%		0%		0%		
Other	0%		0%	0%	0%	1%	
Japan Plaza Hotel	0%		0%	0%	0%	1%	
Apartment	0%		0%	0%	0%		
Days Inn Tamuning	0%		0%		0%		
Oceanview Hotel	0%	0%		0%			
Grand Plaza Hotel	0%	0%	0%				
Total Count	4211	302	1300	1170	1136	125	

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	57%	37%	50%	58%	63%	50%	54%	59%
Beautiful seas, beaches, tropical climate	41%	41%	37%	42%	42%	45%	39%	44%
Short travel time	27%	11%	28%	30%	22%	14%	24%	31%
It is a safe place to spend a vacation	26%	4%	20%	26%	32%	28%	25%	27%
Honeymoon	18%	4%	35%	18%	3%		20%	15%
Recommendation of friend, relative, travel agency	16%	22%	14%	16%	16%	21%	15%	16%
Shopping	15%	11%	18%	17%	9%	4%	13%	17%
Water sports	9%	7%	9%	8%	12%	7%	9%	9%
Pleasure	9%	19%	8%	8%	10%	11%	8%	9%
A previous visit	7%	15%	3%	7%	12%	8%	7%	7%
My company sponsored me	7%	4%	10%	6%	8%	10%	7%	7%
Price of the tour package	6%	4%	6%	6%	6%	3%	7%	6%
Company or Business trip	3%	4%	3%	2%	3%	7%	3%	2%
To visit friends or relatives	3%	19%	3%	2%	3%	12%	3%	3%
SCUBA diving	2%	7%	2%	2%	2%	3%	2%	1%
To golf	2%	4%	1%	1%	4%	8%	2%	1%
Other	2%		1%	2%	2%	2%	2%	2%
Organized Sporting Activity	1%		1%	1%	2%	1%	1%	1%
To get married or Attend wedding	1%		1%	1%	0%	1%	1%	1%
Career certification or testing	1%		2%	1%	0%		1%	1%
Special promotion	1%	4%	1%	1%	1%	1%	1%	1%
Promotional materials from GVB	1%	7%	0%	1%	1%	1%	1%	1%
Special Interest Tour	0%	4%	0%	0%	0%		0%	0%
Convention, Conference, Trade show	0%		0%	0%	0%	2%	0%	0%
Total Cases	4216	27	869	2324	812	183	2097	2119

Motivation by Income

	TOTAL	PERSONAL INCOME					Refused
		<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+		
Q.5							
Just to relax	57%	44%	53%	61%	61%	53%	
Beautiful seas, beaches, tropical climate	41%	35%	37%	44%	46%	37%	
Short travel time	27%	17%	26%	29%	32%	26%	
It is a safe place to spend a vacation	26%	17%	23%	30%	30%	15%	
Honeymoon	18%	29%	28%	15%	6%	21%	
Recommendation of friend, relative, travel agency	16%	17%	14%	17%	15%	17%	
Shopping	15%	10%	16%	16%	15%	13%	
Water sports	9%	5%	8%	10%	11%	10%	
Pleasure	9%	5%	8%	9%	9%	9%	
A previous visit	7%	5%	4%	9%	11%	6%	
My company sponsored me	7%	13%	8%	6%	6%	4%	
Price of the tour package	6%	4%	7%	6%	6%	5%	
Company or Business trip	3%	4%	4%	2%	3%	1%	
To visit friends or relatives	3%	6%	2%	2%	2%	9%	
SCUBA diving	2%	2%	2%	1%	2%	1%	
To golf	2%	1%	1%	2%	3%	2%	
Other	2%	2%	1%	2%	2%	2%	
Organized Sporting Activity	1%	2%	1%	1%	2%	2%	
To get married or Attend wedding	1%	1%	1%	1%	1%	1%	
Special promotion	1%	2%	1%	1%	1%	1%	
Career certification or testing	1%		1%	1%	1%		
Promotional materials from GVB	1%	1%	1%	1%	1%	1%	
Special Interest Tour	0%		0%	0%	0%	1%	
Convention, Conference, Trade show	0%	0%	0%	0%	0%	2%	
Total	4216	304	1299	1172	1136	126	

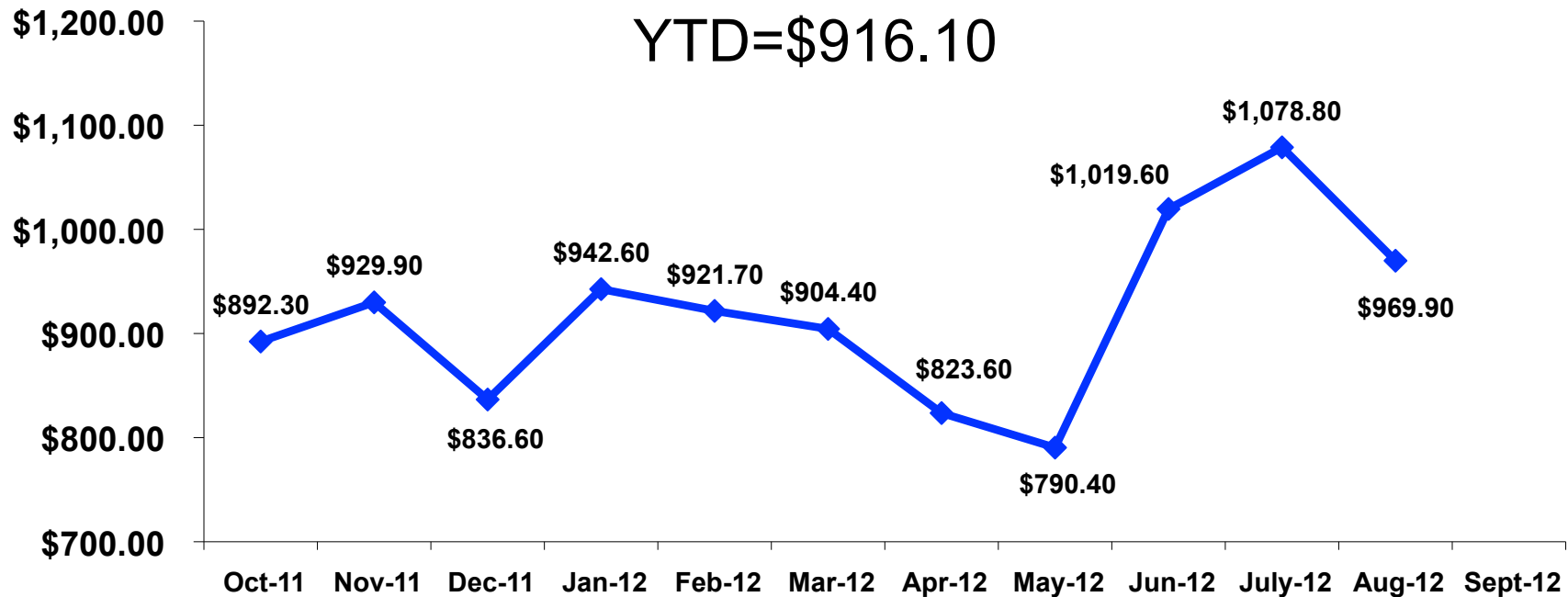
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

KW Varies/US\$1

- \$2,350.00 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$21,037 = maximum (highest amount recorded for the entire sample)
- \$916.10 = overall mean average per person prepaid expenditures

Prepaid Expenditures Per Person



Breakdown of Prepaid Expenditures

KW Varies=\$1

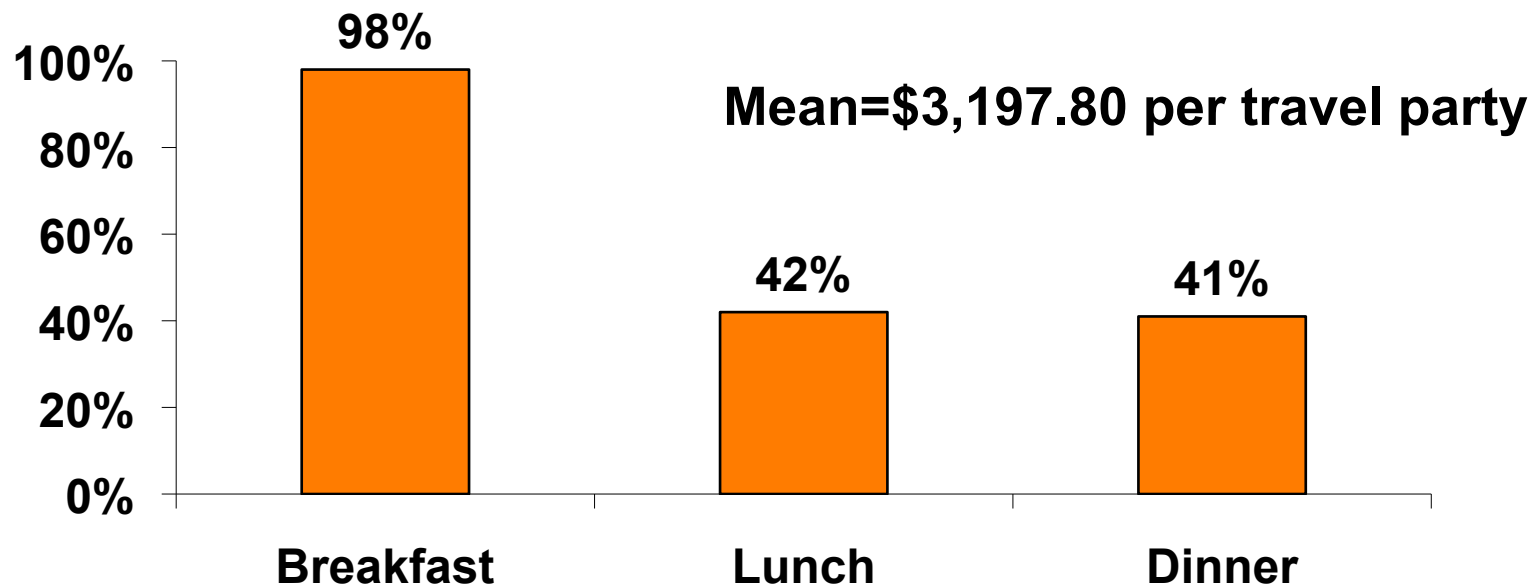
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$2,378.40
Air & Accommodation w/ daily meal package	\$3,197.80
Air only	\$1,366.00
Accommodation only	\$1,385.10
Accommodation w/ daily meal only	\$962.50
Food & Beverages in Hotel	\$382.30
Ground transportation- Korea	\$100.30
Ground transportation- Guam	\$170.00
Optional tours/ activities	\$397.90
Other expenses	\$446.30
Total Prepaid	\$2,350.00

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

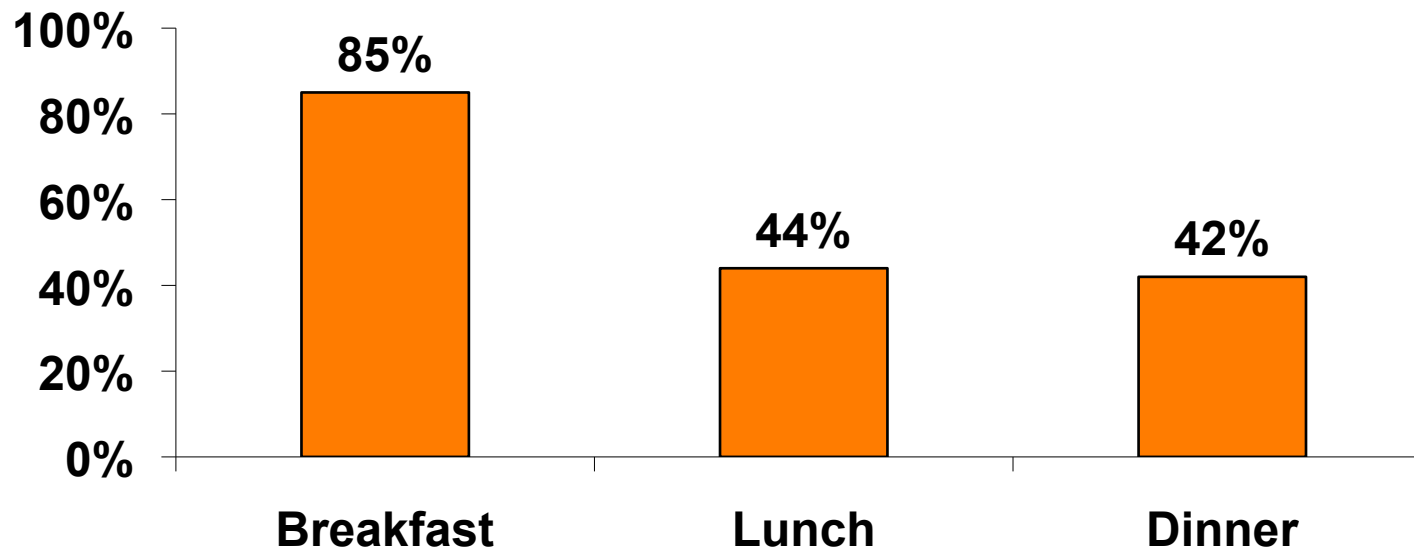
n=2294



Prepaid Meal Breakdown

Accommodations with Daily Meal Package

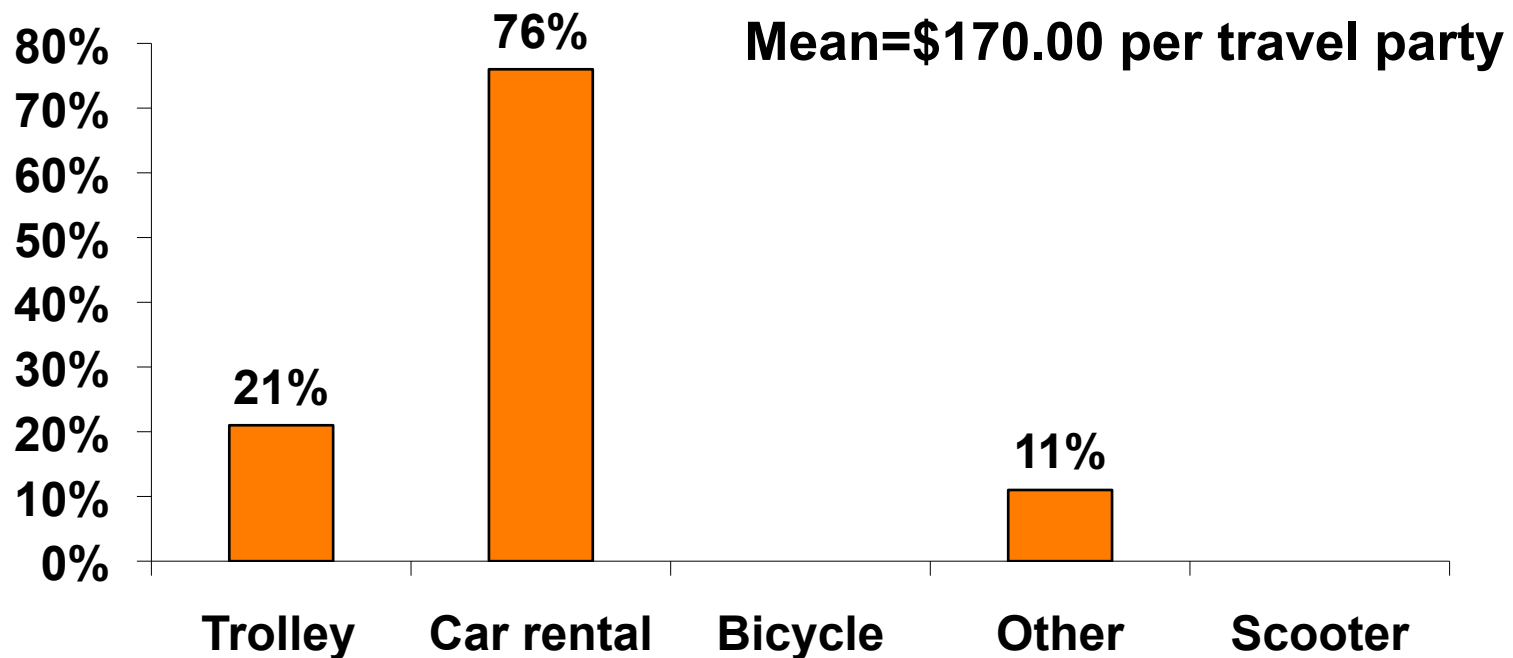
n= 59



Mean= \$962.50 per travel party

Prepaid Ground Transportation

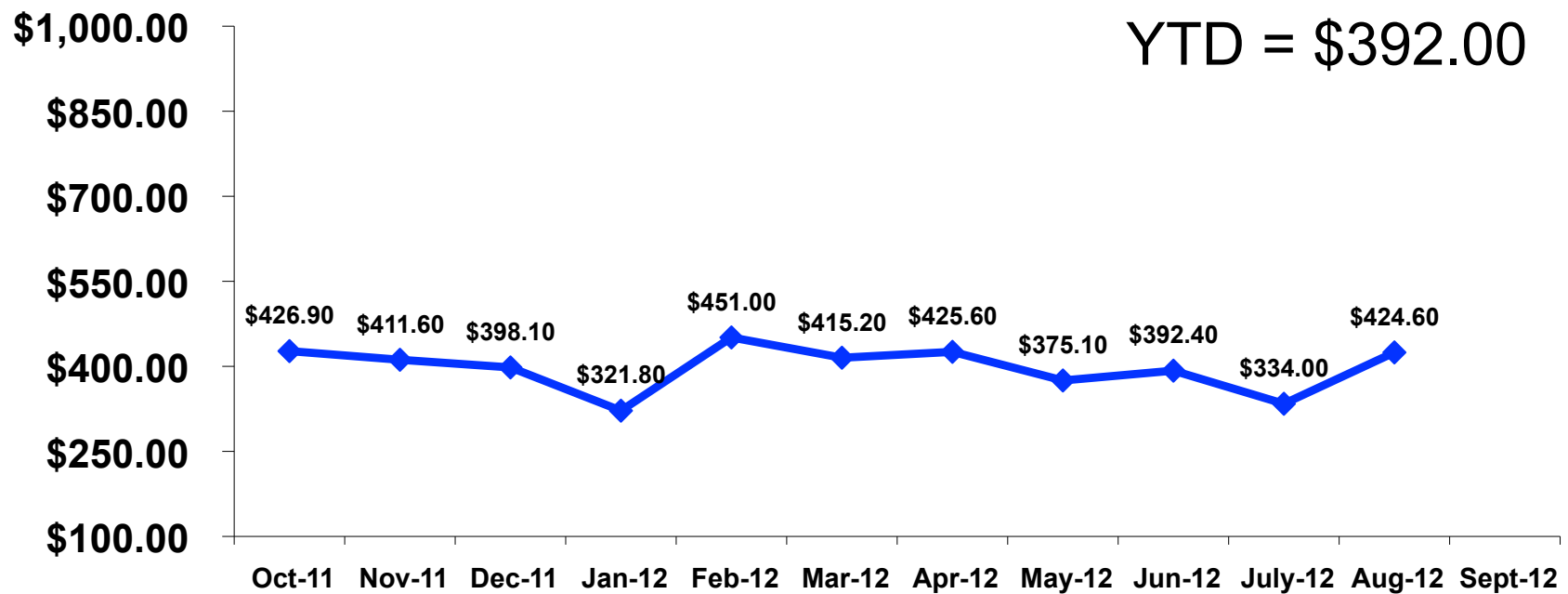
N=38



On-Island Expenditures

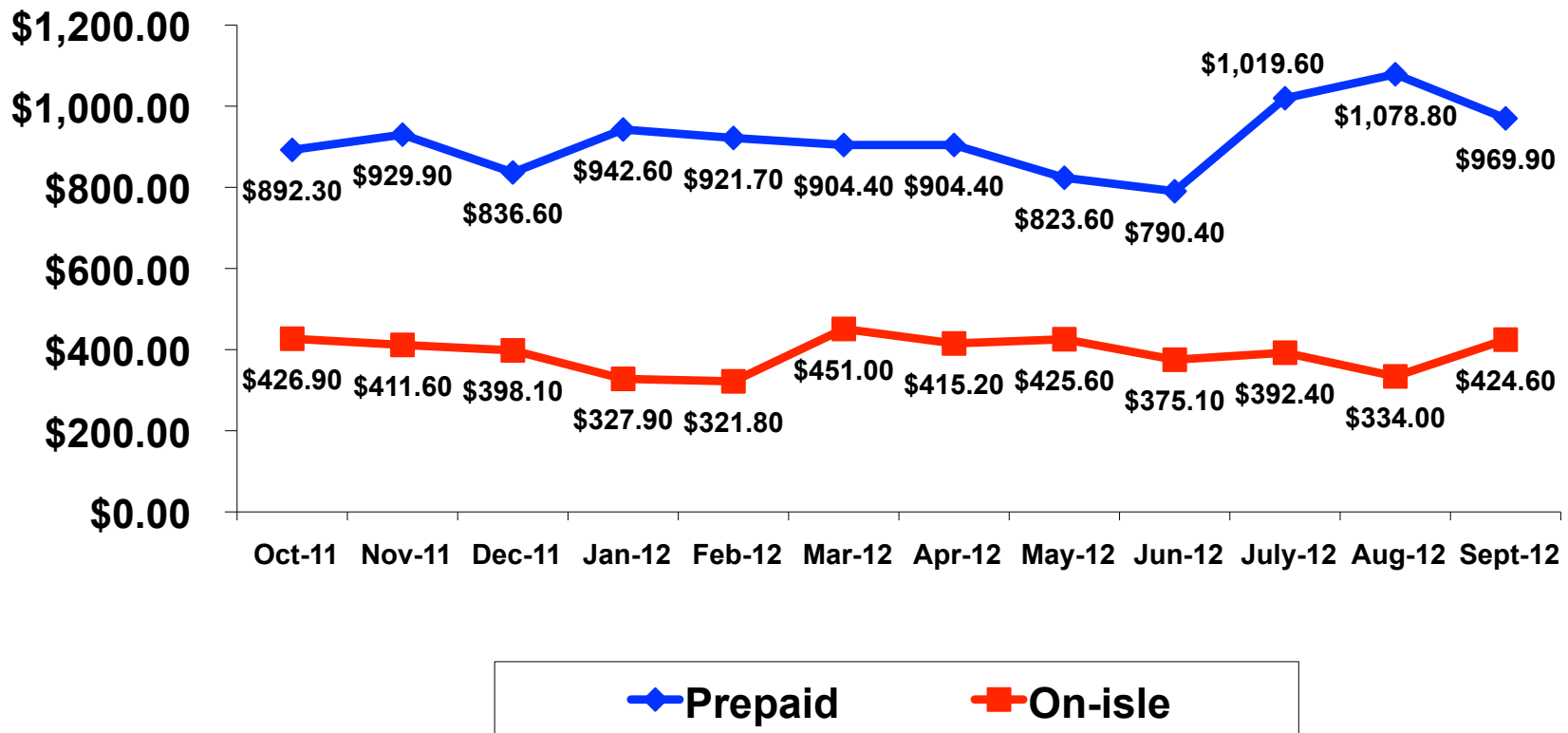
- \$886.30 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$12,000 = Maximum (highest amount recorded for the entire sample)
- \$392.00 = overall mean average per person on-island expenditure

On-Island Expenditures Per Person



Prepaid/On-Island Expenditures Per Person

Prepaid YTD=\$916.10 • On-Island YTD = \$392.00



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	\$886.33	\$937.26	\$835.96	\$406.07	\$977.09	\$941.11	\$879.45	\$1,134.67	\$738.46	\$848.92	\$844.16	\$833.82	\$643.66
Median	\$600	\$600	\$548	\$225	\$700	\$600	\$540	\$500	\$300	\$520	\$600	\$500	\$300

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$51.24	\$60.08	\$42.48	\$4.40	\$21.53	\$54.22	\$78.28	\$41.76
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$25.16	\$27.76	\$22.58	\$13.33	\$23.08	\$26.43	\$26.05	\$16.76
REST/CONV	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-OUT- SIDE	Mean	\$44.34	\$45.67	\$43.02	\$19.41	\$39.56	\$50.07	\$37.71	\$27.33
HOTEL/ REST	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPTIONAL	Mean	\$110.04	\$116.79	\$103.36	\$52.04	\$98.87	\$105.10	\$134.36	\$126.33
TOUR	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/	Mean	\$199.13	\$223.10	\$175.39	\$90.74	\$192.41	\$218.73	\$170.72	\$122.41
SOUV-SELF	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/SOUV-	Mean	\$114.22	\$122.54	\$105.99	\$72.59	\$122.32	\$117.51	\$102.79	\$89.77
F&F AT HOME	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
LOCAL TRANS	Mean	\$26.83	\$27.51	\$26.15	\$20.00	\$25.32	\$27.62	\$21.93	\$46.91
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$319.82	\$319.13	\$320.51	\$297.30	\$368.99	\$294.33	\$298.55	\$511.00
	Median	\$20	\$10	\$30	\$0	\$20	\$14	\$30	\$15
TOTAL ON	Mean	\$886.33	\$937.26	\$835.96	\$566.11	\$895.23	\$891.87	\$862.98	\$925.38
ISLAND	Median	\$600	\$600	\$548	\$250	\$600	\$600	\$520	\$450

On-Island Expenditures

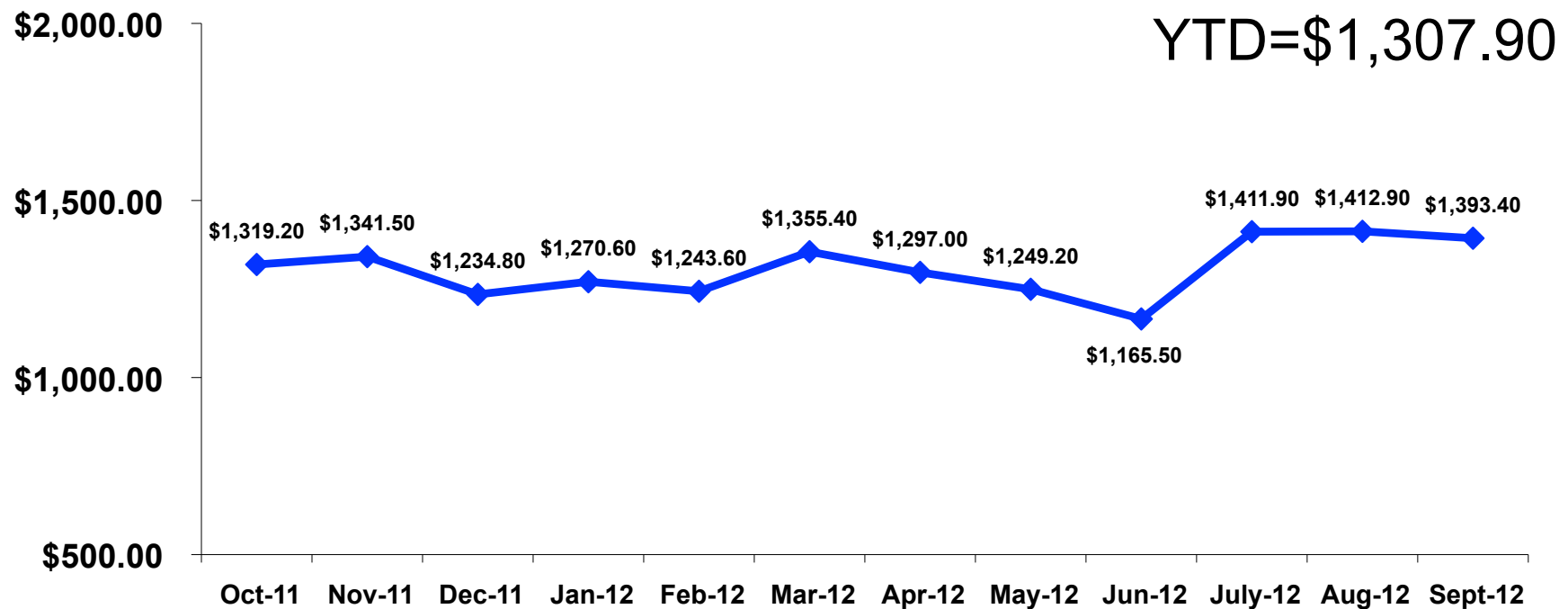
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$45.77	\$81.33
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$24.10	\$30.40
	Median	\$0	\$0
F&B-OUT- SIDE HOTEL/ REST	Mean	\$42.14	\$56.95
	Median	\$0	\$0
OPTIONAL TOUR	Mean	\$116.34	\$75.38
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$195.81	\$218.75
	Median	\$0	\$0
GIFT/ SOUV- F&F AT HOME	Mean	\$114.26	\$114.80
	Median	\$0	\$0
LOCAL TRANS	Mean	\$22.97	\$47.30
	Median	\$0	\$0
OTHER EXP	Mean	\$309.62	\$369.39
	Median	\$20	\$4
TOTAL ON ISLAND	Mean	\$869.49	\$973.74
	Median	\$600	\$600

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,307.90 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,701 = Maximum (highest amount recorded for the entire sample)

Total Expenditures Per Person

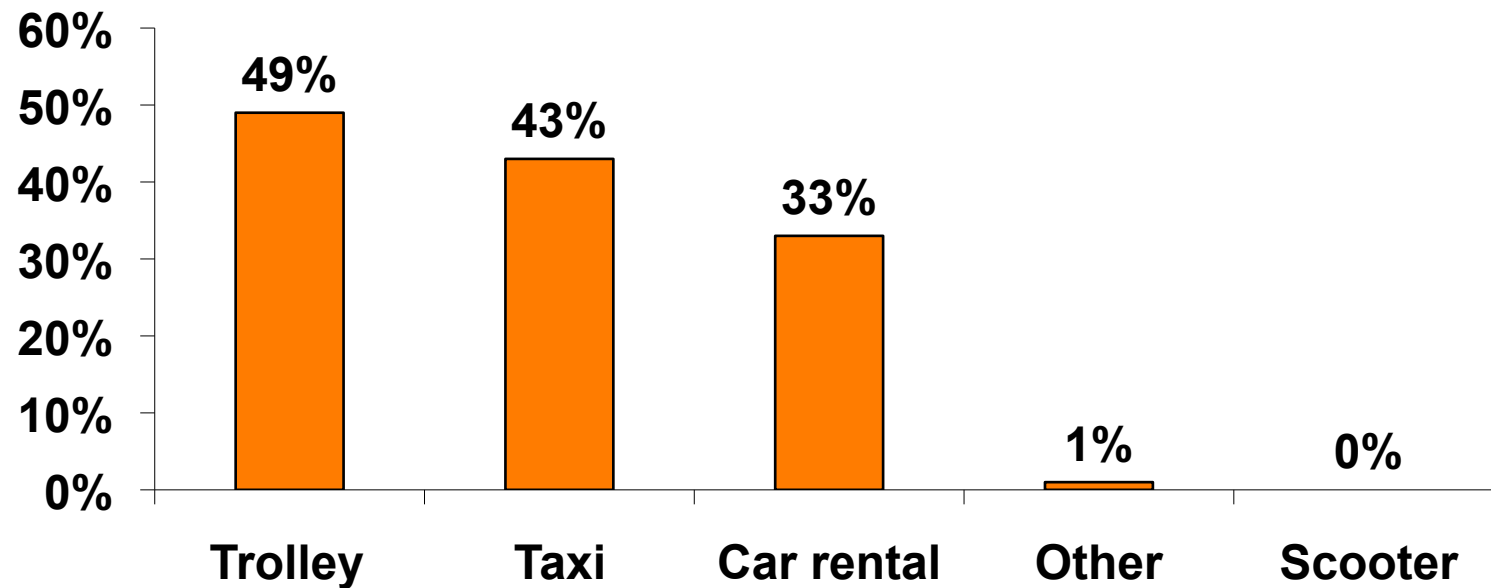


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$51.20
Food & beverage in fast food restaurant/ convenience store	\$25.20
Food & beverage at restaurants or drinking establishments outside a hotel	\$44.30
Optional tours and activities	\$110.00
Gifts/ souvenirs for yourself/companions	\$199.10
Gifts/ souvenirs for friends/family at home	\$114.20
Local transportation	\$26.80
Other expenses not covered	\$319.80
Average Total	\$886.30

Local Transportation

n=1343



Mean=\$26.80 per travel party

Guam Airport Expenditures

- \$54.80 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

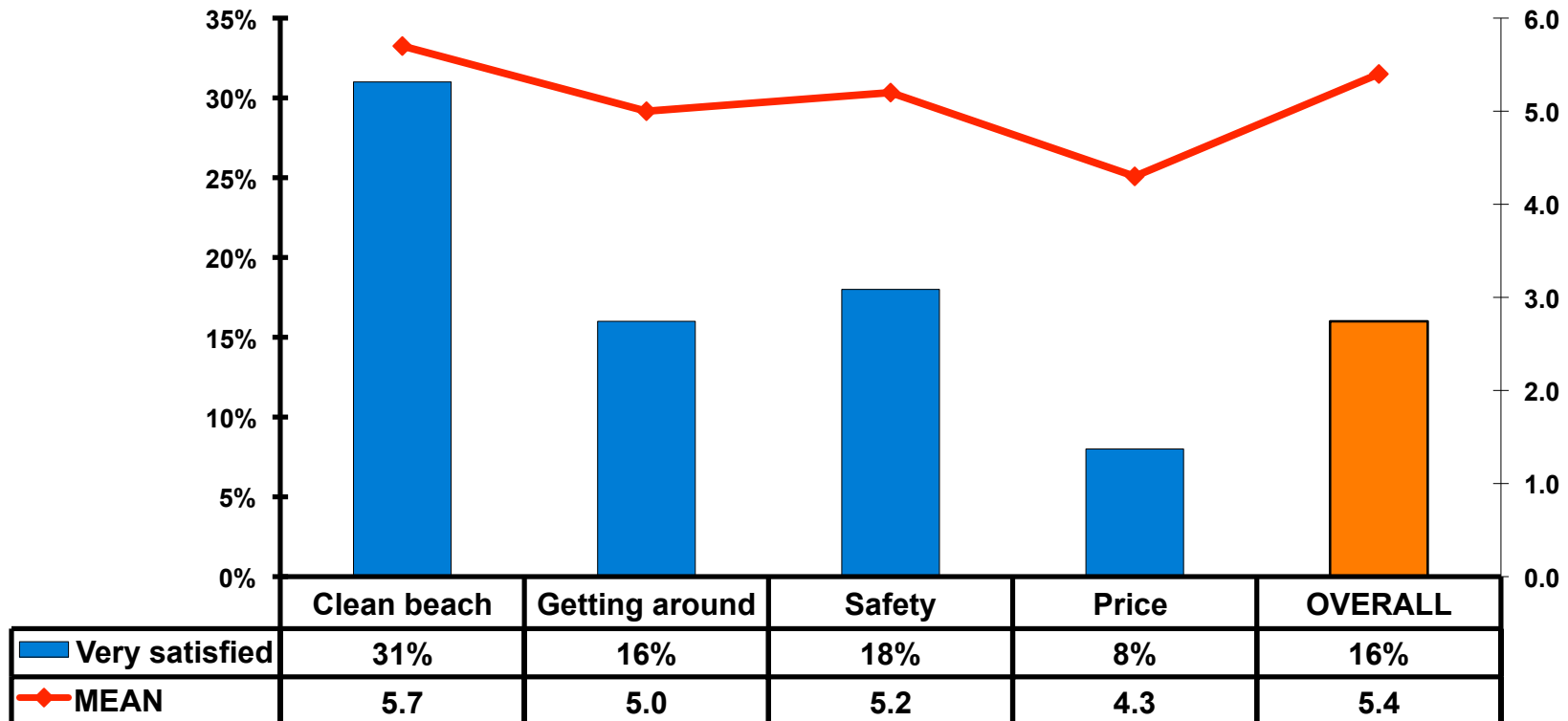
	MEAN \$
Food & Beverages	\$6.10
Gifts/Souvenirs Self	\$30.90
Gifts/Souvenirs Others	\$17.70
Total	\$54.80

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

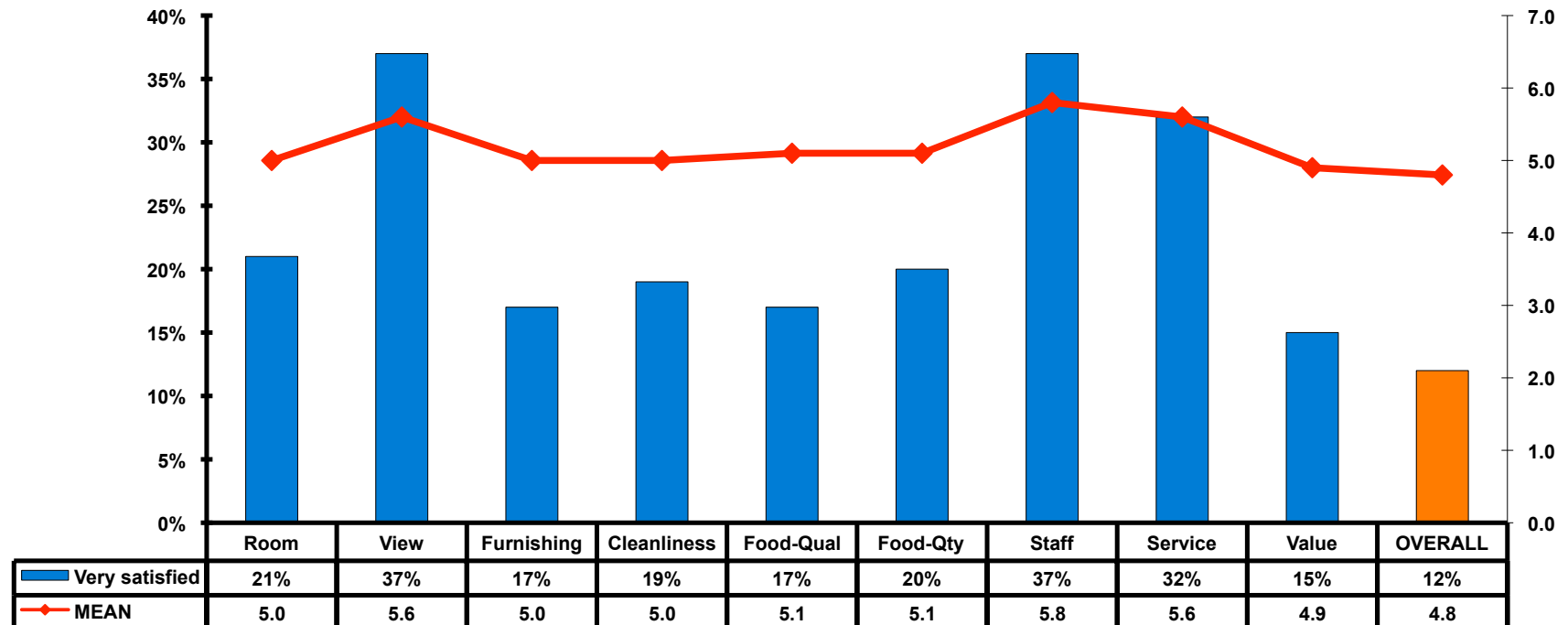
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

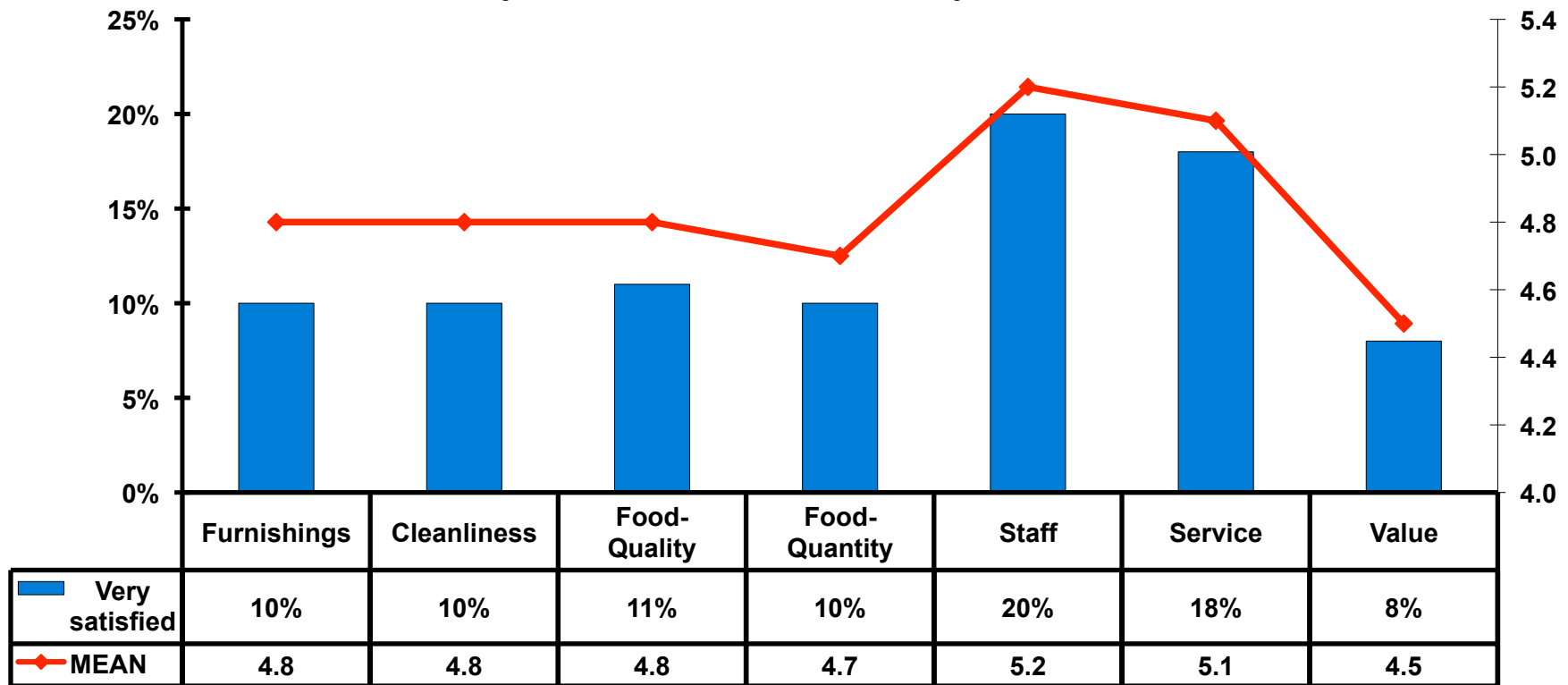
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

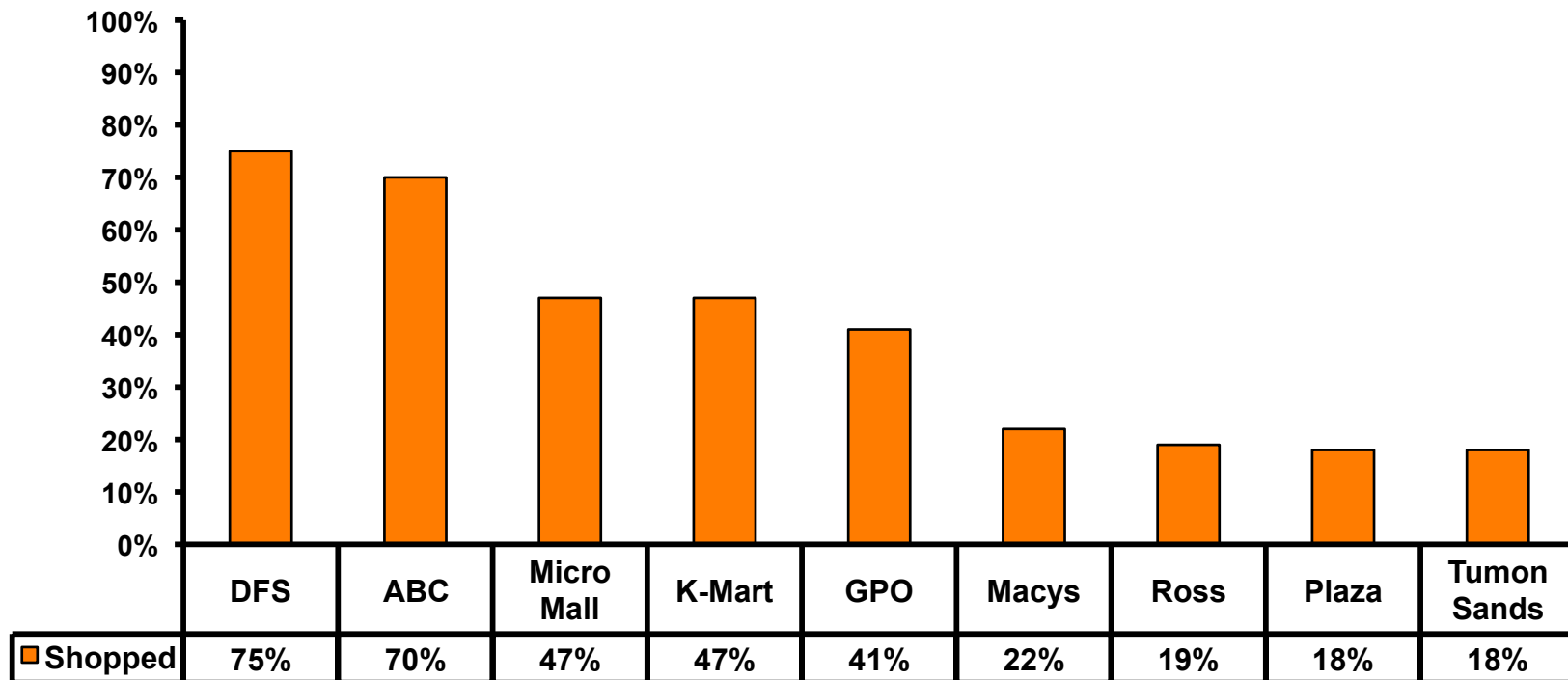
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

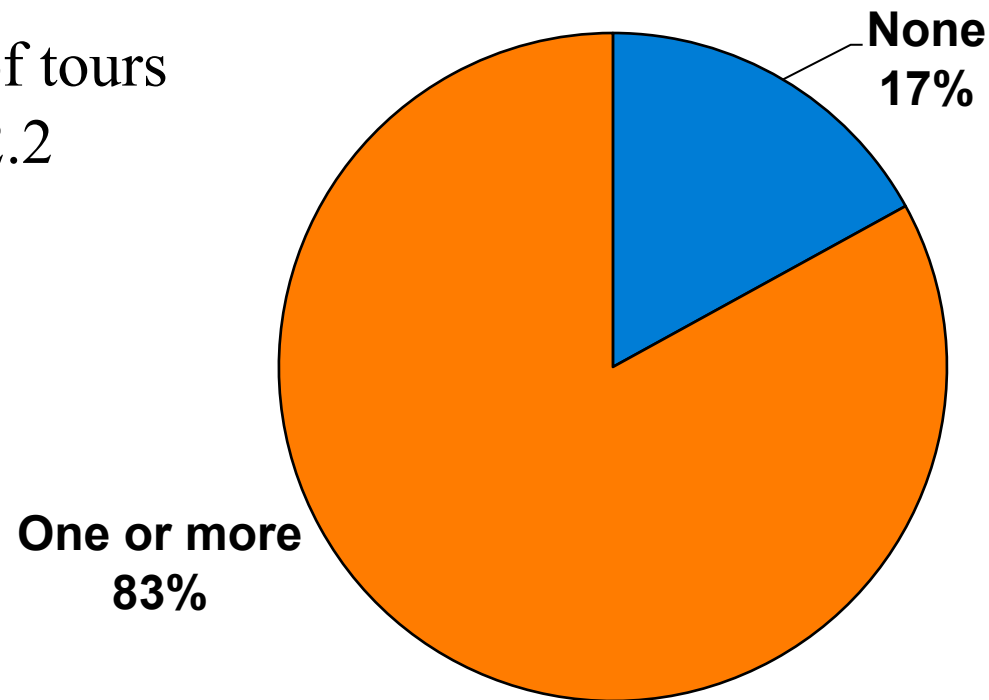
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 45%	Score of 6 to 7 = 40%
Score of 4 to 5 = 45%	Score of 4 to 5 = 46%
Score 1 to 3 = 8%	Score 1 to 3 = 14%
MEAN = 5.1	MEAN = 4.9

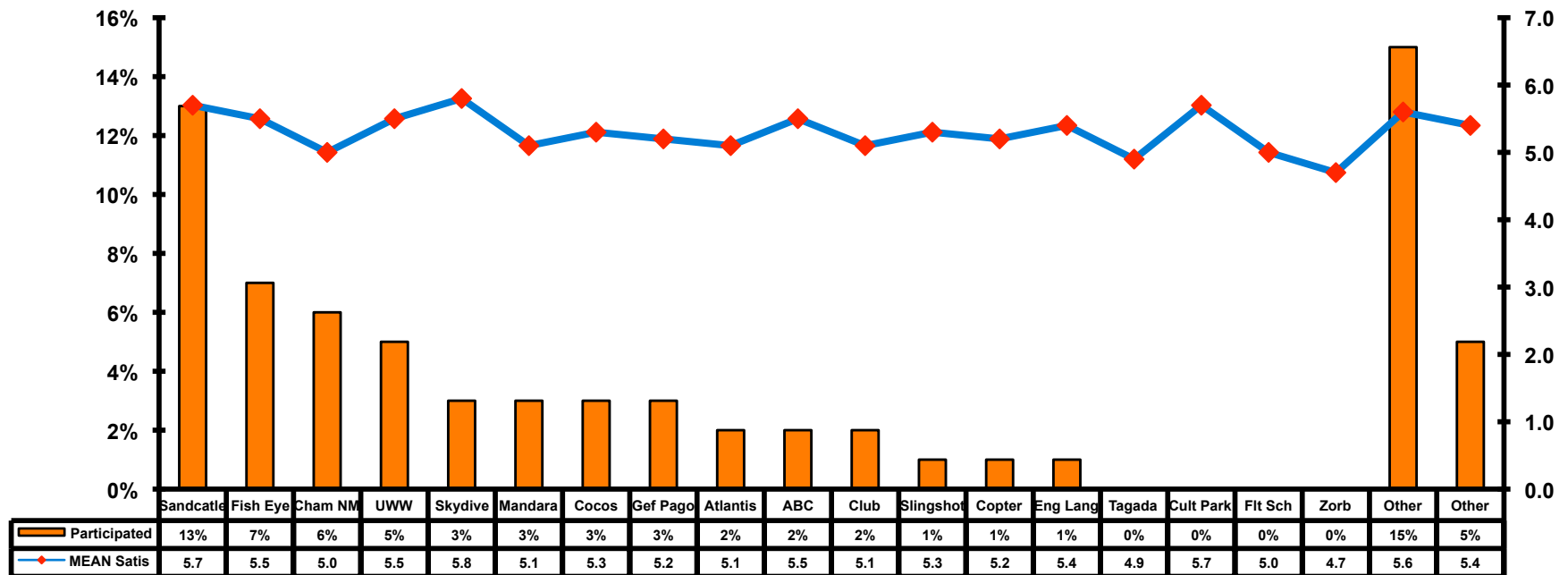
Optional Tour Participation

- Average number of tours participated in is 2.2



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 = 42%	Score of 6 to 7 = 34%
Score of 4 to 5 = 51%	Score of 4 to 5 = 53%
Score 1 to 3 = 7%	Score 1 to 3 = 12%
MEAN = 5.1	MEAN = 4.8

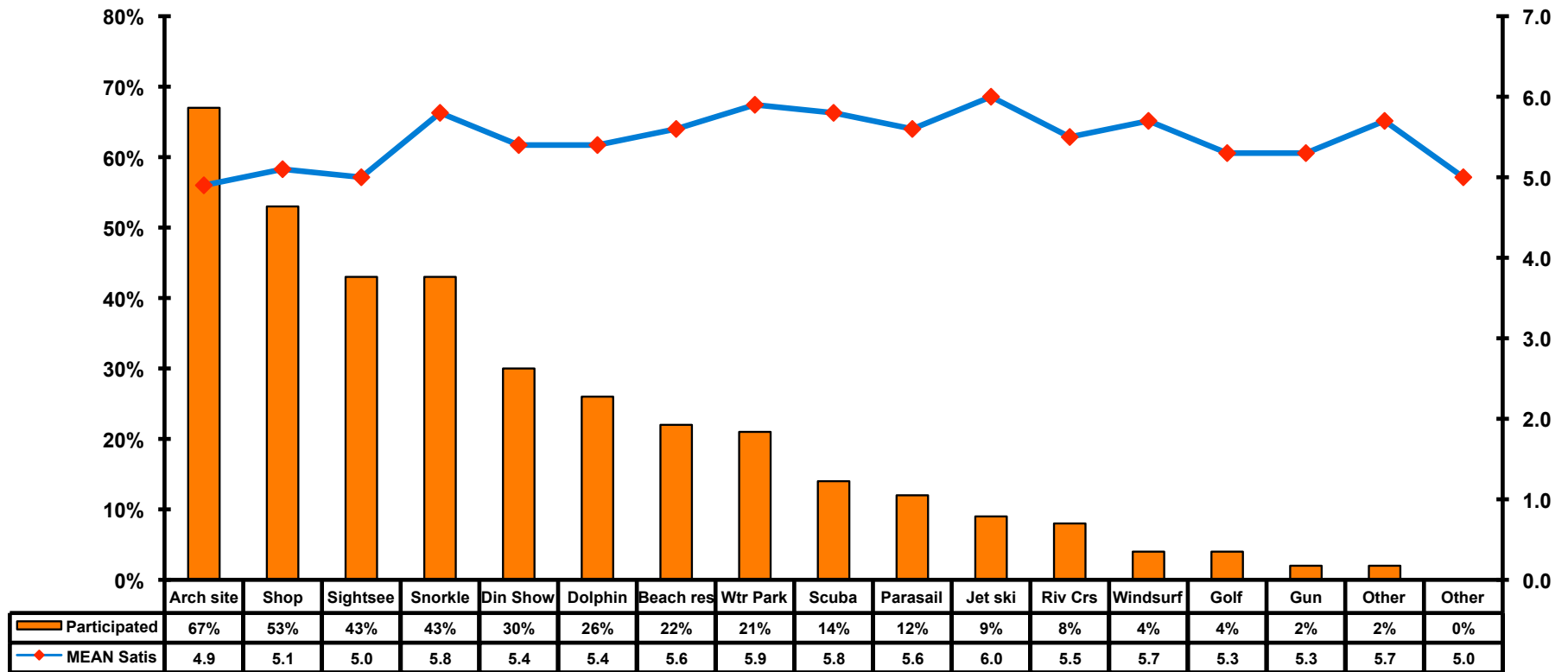
Night Tours Satisfaction

7pt Rating Scale

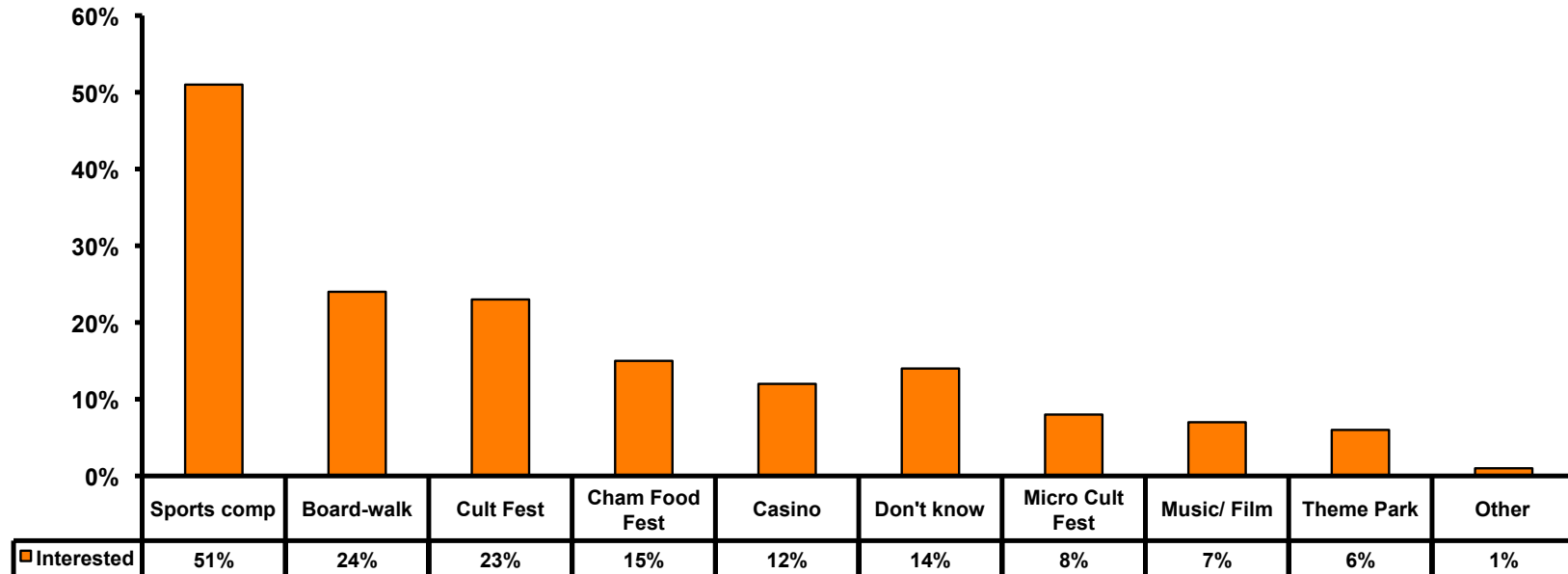
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 27%	Score of 6 to 7 = 24%
Score of 4 to 5 = 59%	Score of 4 to 5 = 58%
Score 1 to 3 = 15%	Score 1 to 3 = 18%
MEAN = 4.6	MEAN = 4.4

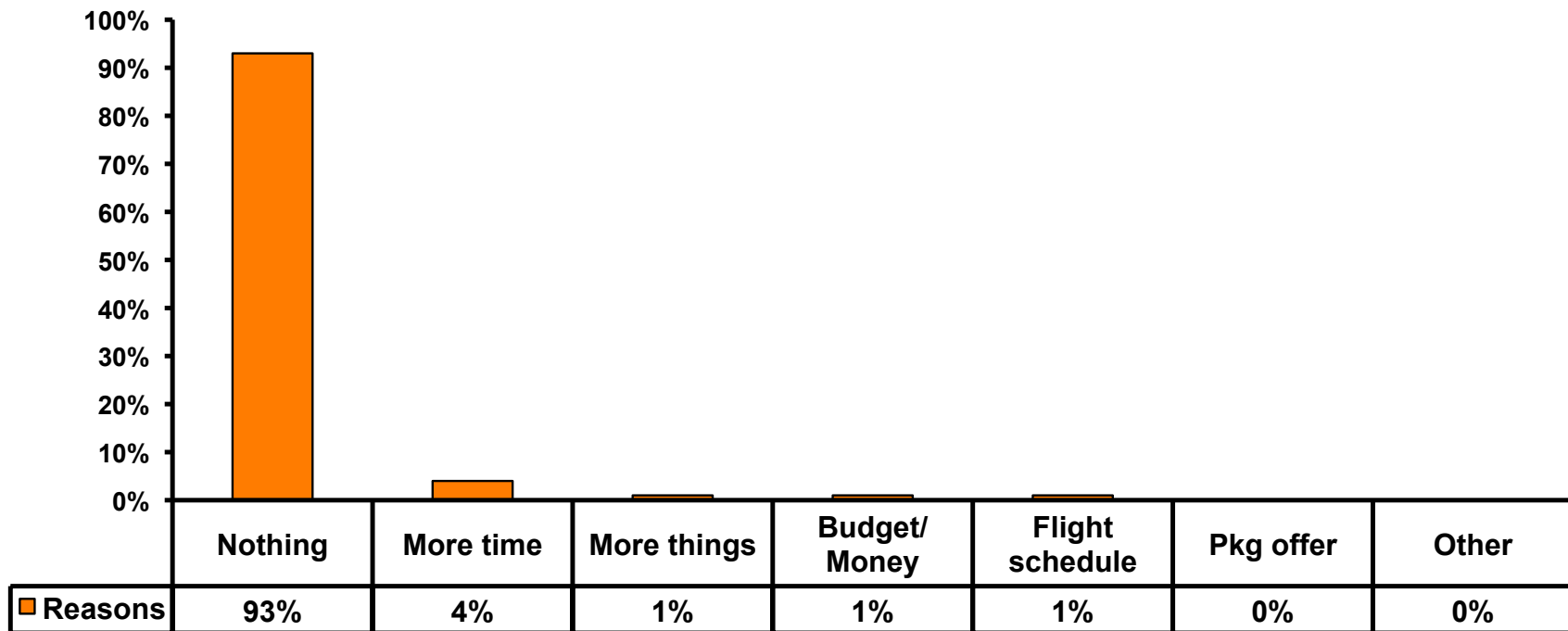
Satisfaction with Other Activities



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



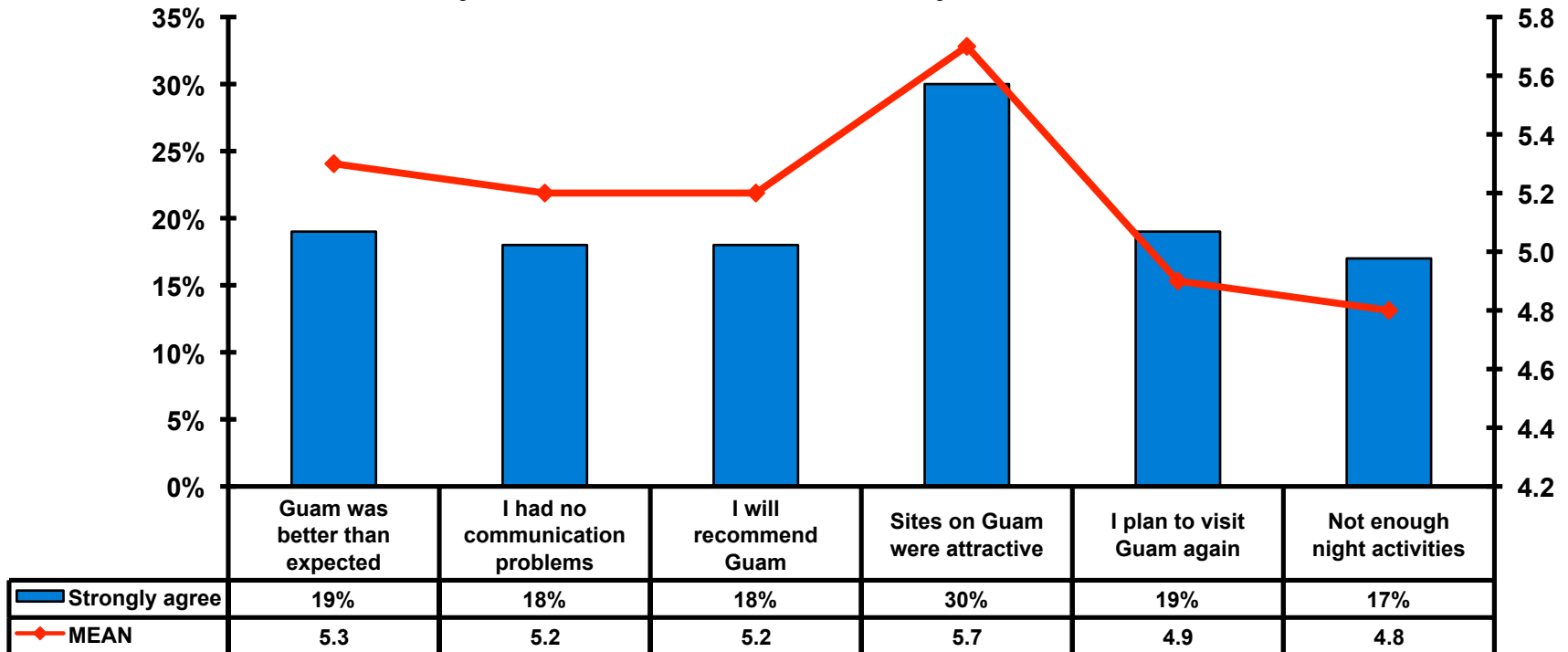
What would it take to make you want to stay an extra day on Guam?



On-Island Perceptions

7pt Rating Scale

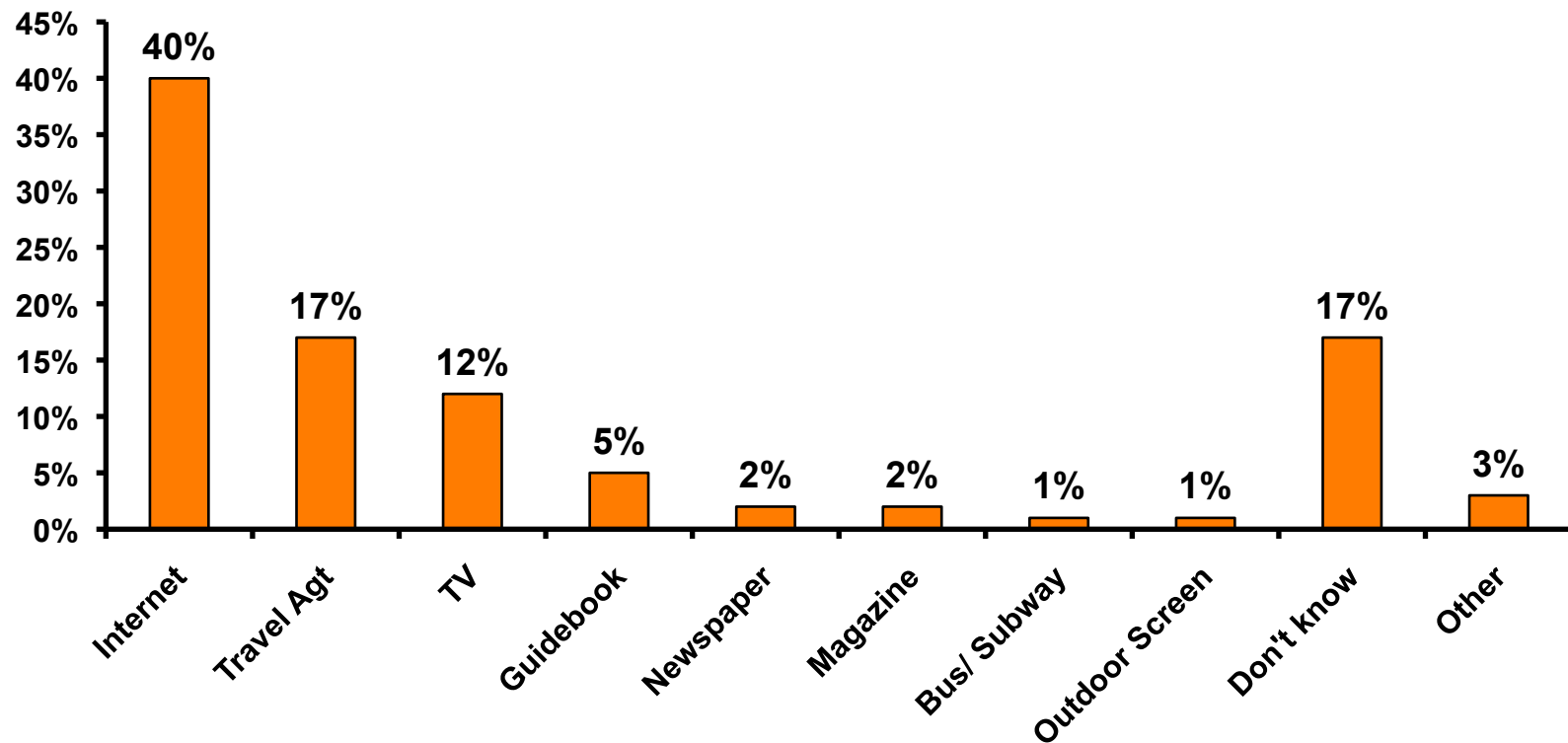
7=Very Satisfied/ 1=Very Dissatisfied



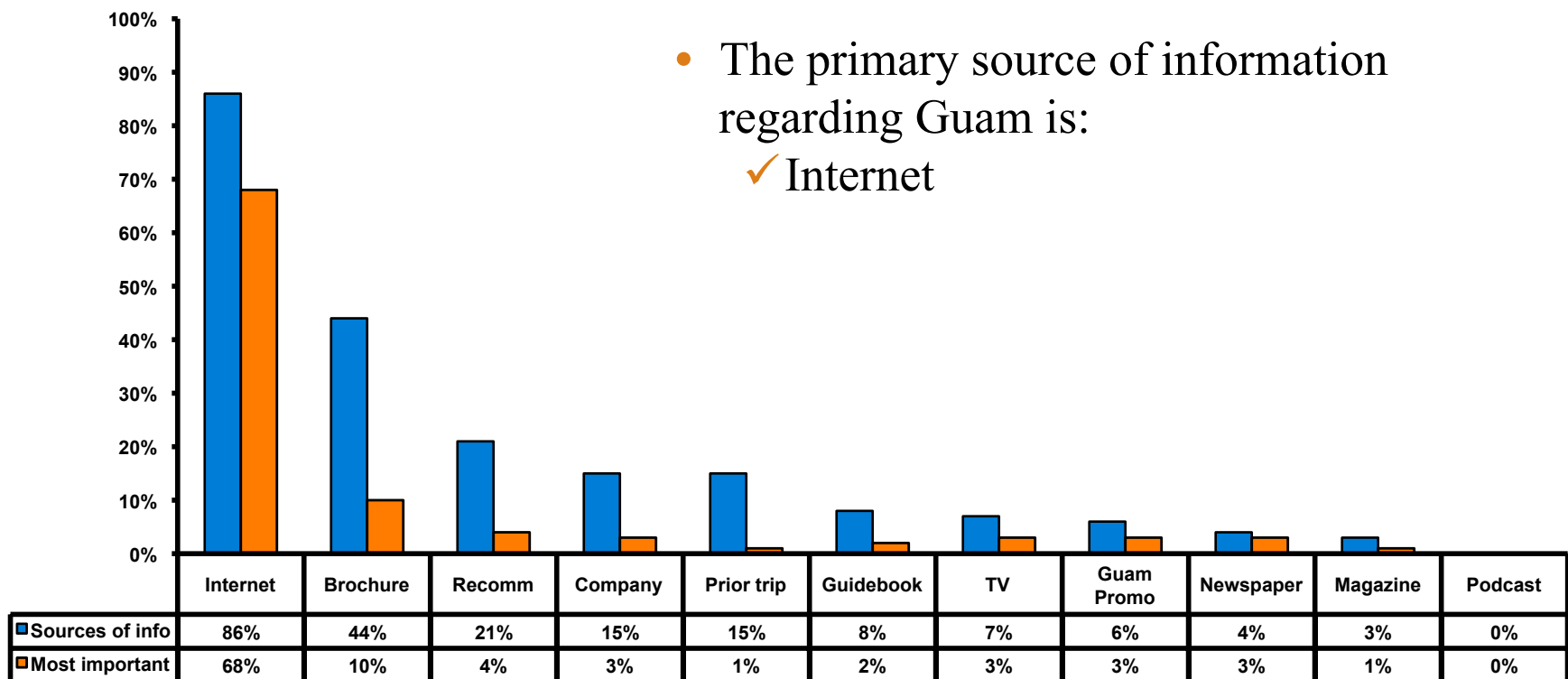
SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

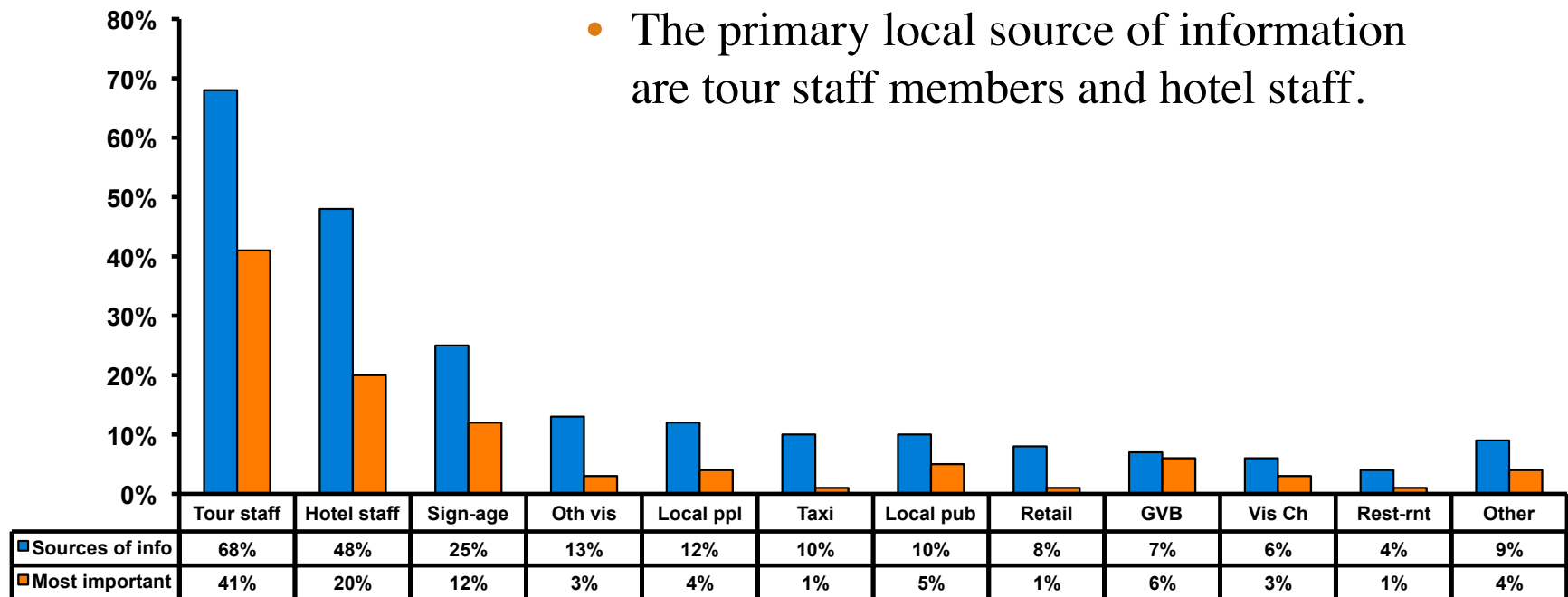


Sources of Information Pre-arrival



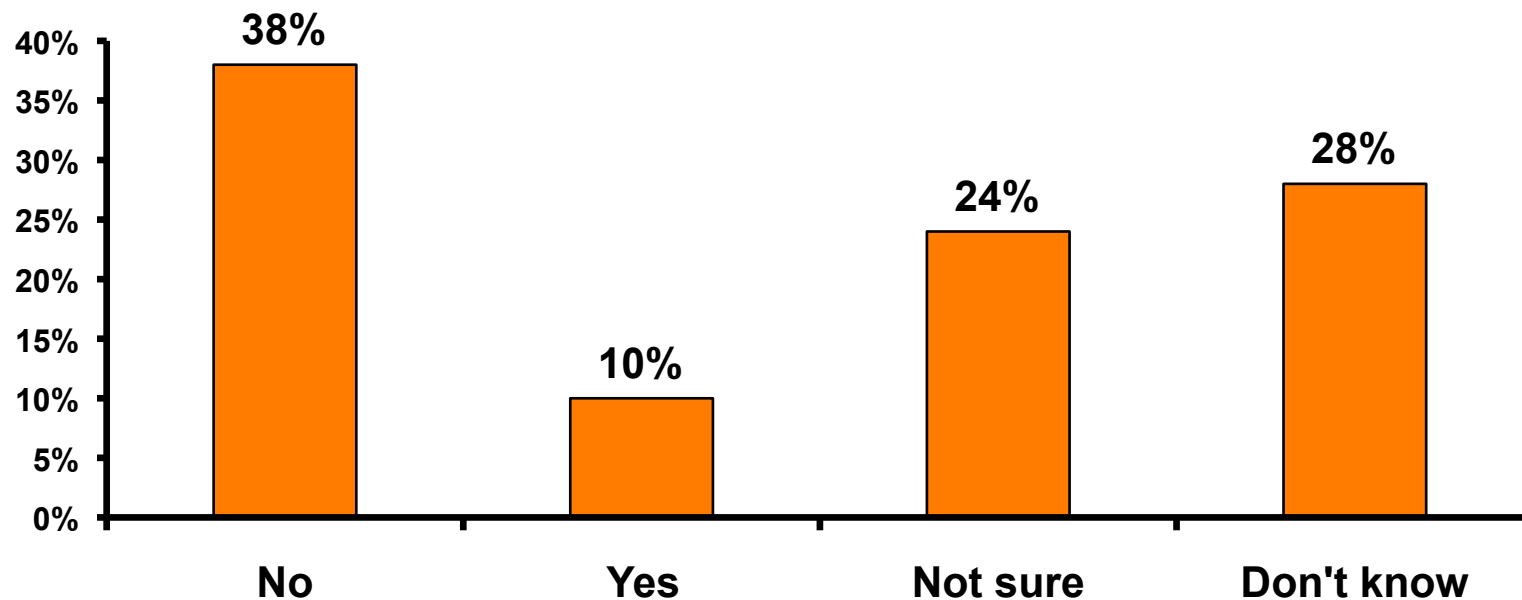
Sources of Information Post-arrival

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



SECTION 6
OTHER ISSUES

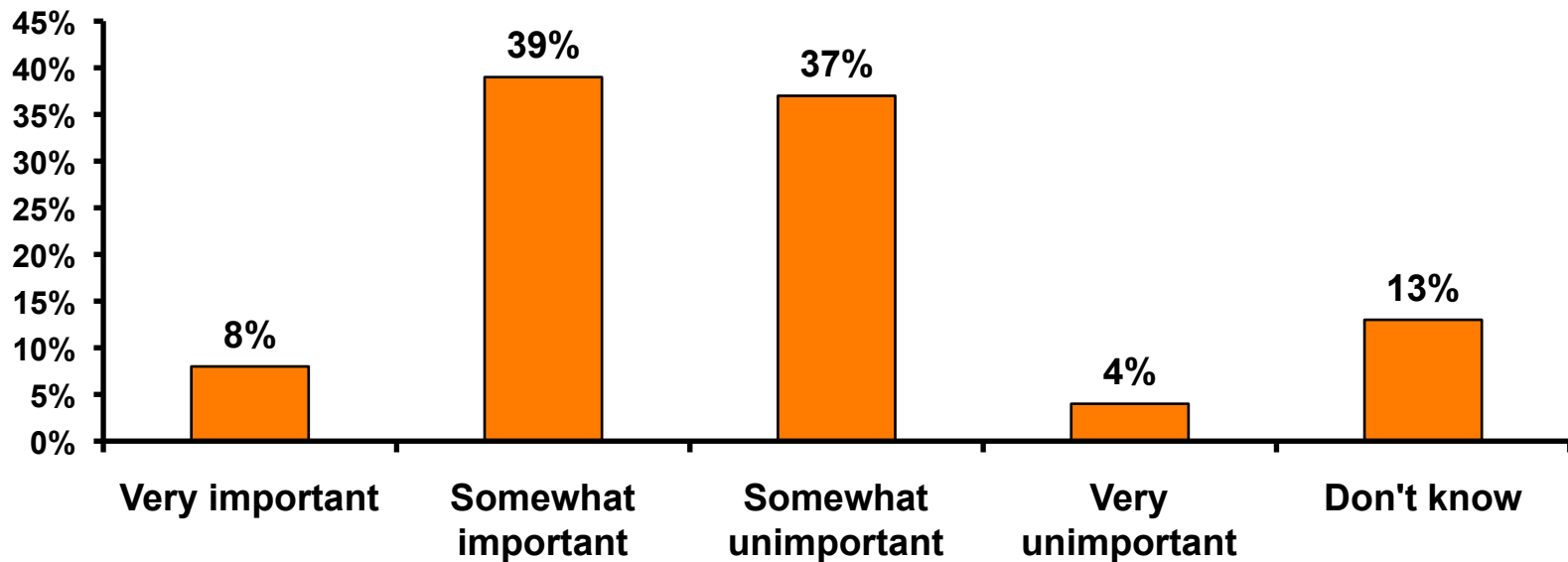
Good time to spend money on travel outside of Korea - Overall



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	30%	34%	39%	40%	33%	39%	39%	37%	37%	38%
	Yes	30%	12%	10%	10%	14%	8%	10%	10%	12%	16%
	Not sure	11%	24%	23%	23%	27%	23%	24%	25%	24%	17%
	Do not know	30%	30%	28%	27%	26%	30%	28%	29%	26%	29%
Total	Count	27	868	2325	812	183	304	1300	1172	1137	126

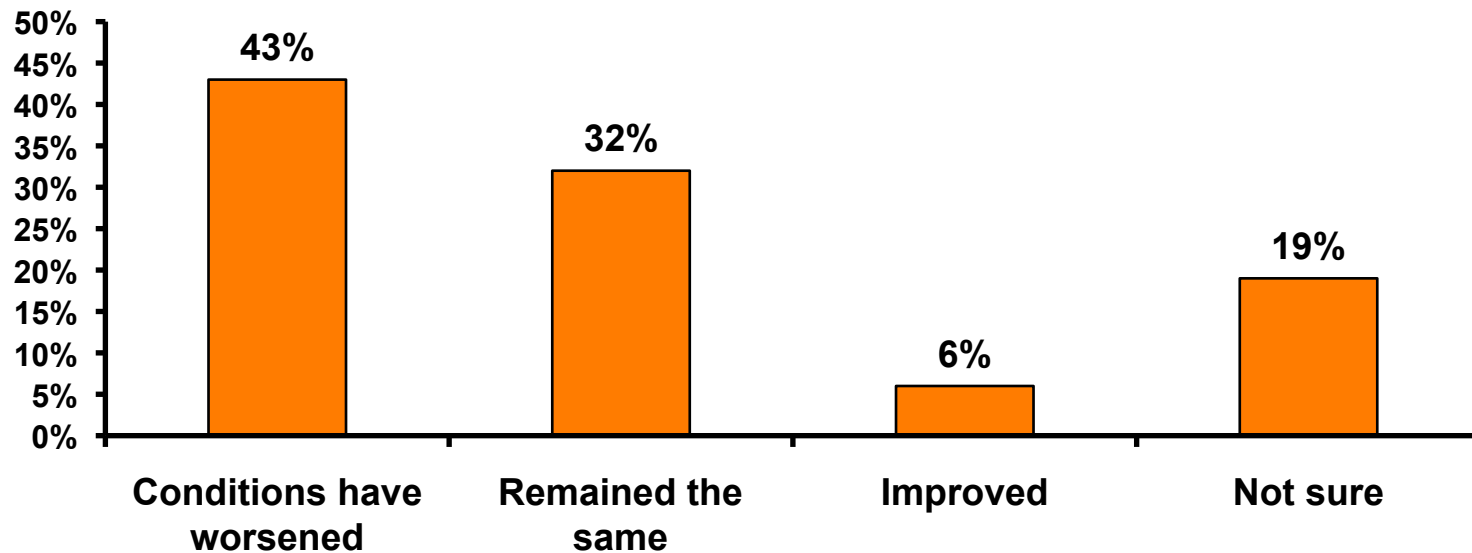
The importance of the state of the Korean economy in decision to travel outside of Korea - Overall



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%	3%	4%	4%	5%	3%	4%	4%	2%
	Somewhat unimportant	15%	33%	39%	38%	31%	31%	34%	37%	44%	22%
	Somewhat important	44%	38%	39%	42%	40%	38%	41%	40%	38%	34%
	Very important	11%	8%	7%	6%	9%	10%	8%	8%	6%	15%
	Don't know	30%	15%	13%	10%	15%	16%	14%	11%	8%	26%
Total	Count	27	866	2322	808	180	302	1297	1167	1135	126

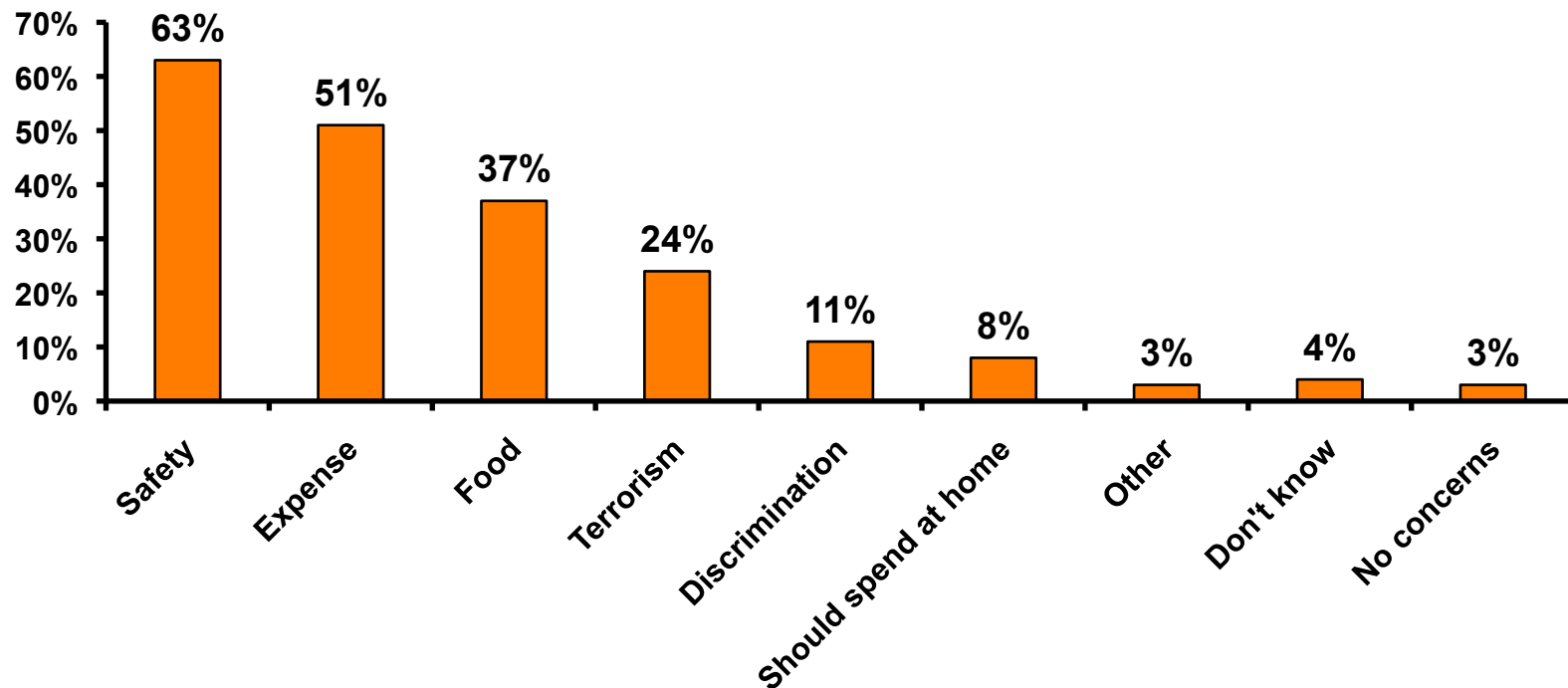
Rating Korean Economy Compared to 12 months ago



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	41%	38%	43%	46%	44%	40%	46%	43%	41%	37%
	Conditions have remained the same	22%	31%	33%	33%	31%	28%	30%	34%	36%	27%
	Conditions have improved	15%	8%	6%	6%	9%	4%	6%	6%	7%	9%
	Do not know	22%	23%	18%	15%	16%	28%	18%	17%	16%	28%
Total	Count	27	868	2325	811	183	304	1301	1170	1137	126

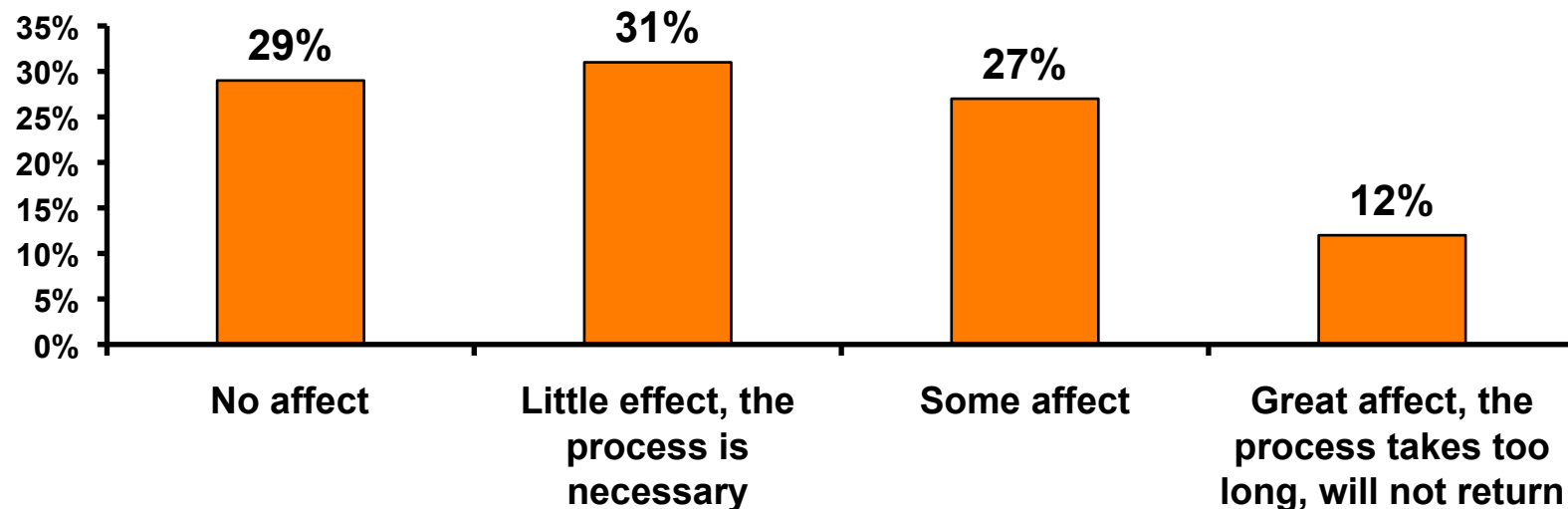
Concerns about travel outside of Korea - Overall



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	46%	59%	64%	66%	58%	50%	59%	67%	68%	58%
	Expense	46%	55%	52%	49%	40%	53%	54%	53%	48%	42%
	Food	27%	38%	38%	34%	32%	39%	36%	37%	38%	30%
	Terrorism	15%	25%	25%	24%	19%	24%	23%	23%	29%	30%
	Spending money abroad when it should be spent at home	12%	10%	7%	6%	12%	9%	11%	7%	6%	8%
	Do not know	19%	4%	4%	4%	8%	7%	4%	3%	3%	12%
	Other	8%	4%	3%	2%	1%	3%	4%	3%	3%	4%
	No concerns	15%	3%	3%	2%	3%	2%	3%	2%	3%	5%
Total	Cases	26	865	2305	805	182	303	1293	1165	1124	125

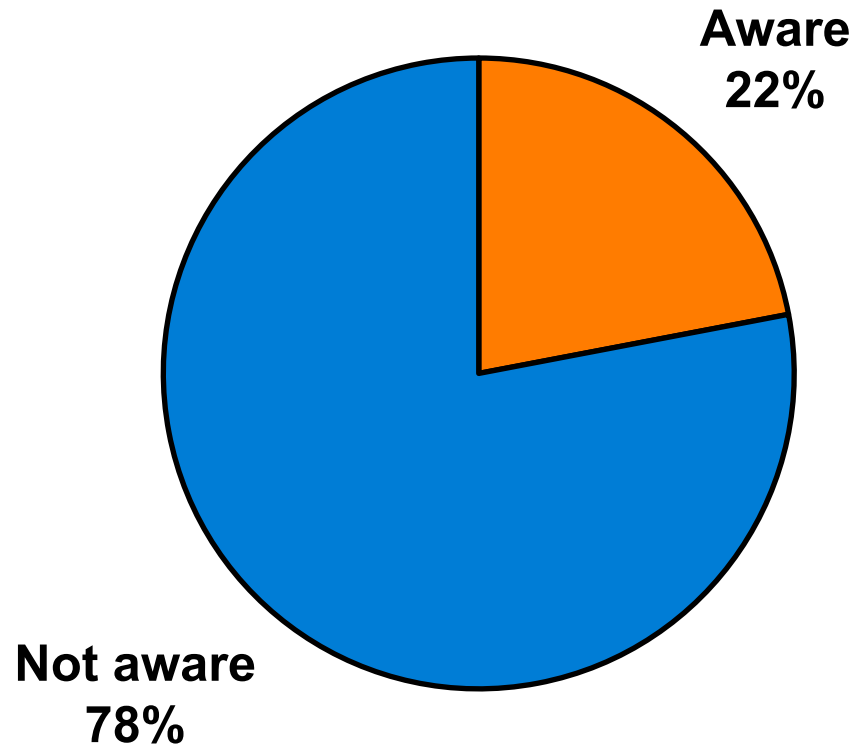
Security Screening/ Immigration Process at Guam International Airport



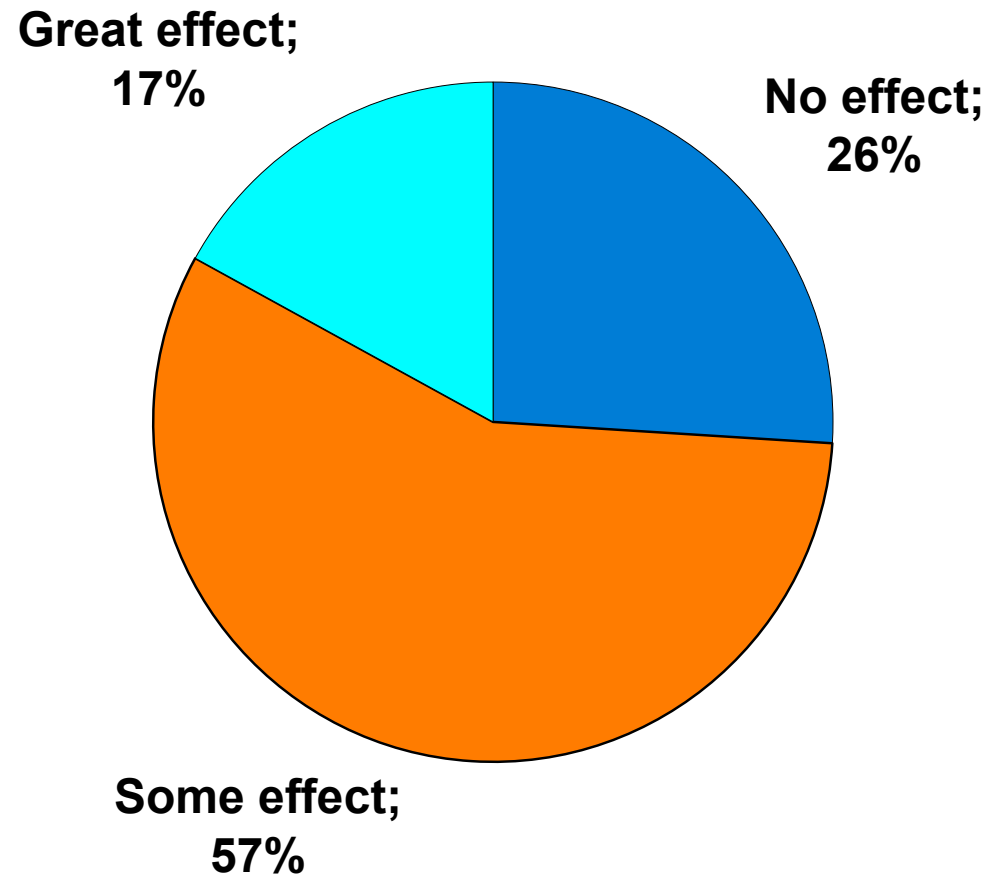
Hotel Room Surcharge by \$3.00/ Per day/ Per room to help build Guam Museum

- Mean Rating – **3.0** out of possible 7.0
- Agree (Score 6-7) – **9%**
- Neutral (Score 4-5) – **38%**
- Disagree (Score 1-3) – **54%**

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



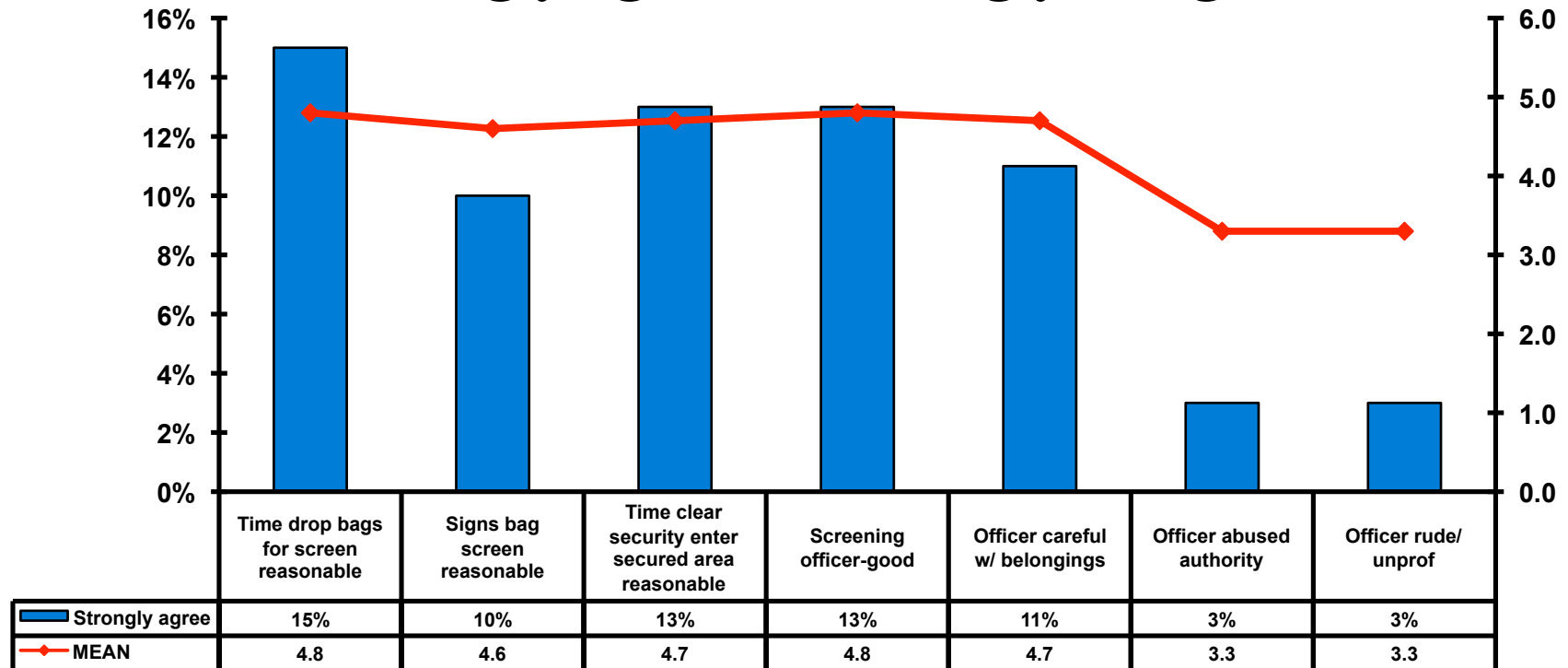
Effects of U.S. military troop movement on future trips to Guam



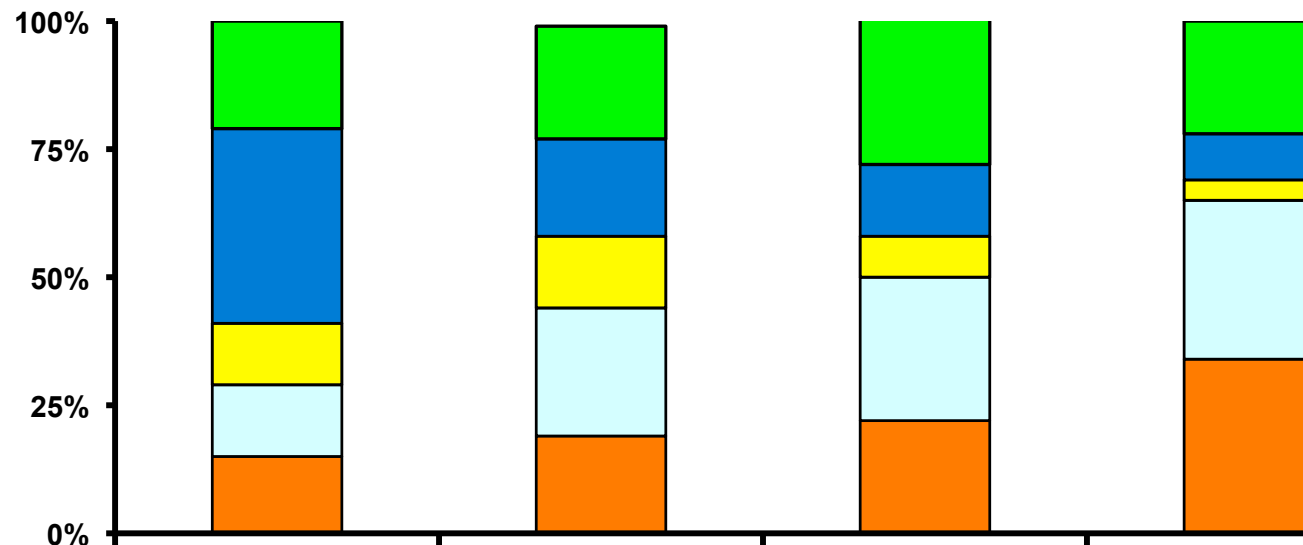
Airport Screening

7pt Rating Scale

7=Strongly agree/ 1=Strongly disagree



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



	6 months	12 months	18 months	24 months
■ Unsure	21%	22%	29%	22%
■ Very unlikely	38%	19%	14%	9%
■ Somewhat unlikely	12%	14%	8%	4%
■ Somewhat likely	14%	25%	28%	31%
■ Very likely	15%	19%	22%	34%