



GUAM VISITORS BUREAU

Korean Visitor Tracker Exit Profile

JANUARY 2010



Prepared by: QMark Research

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Background & Methodology

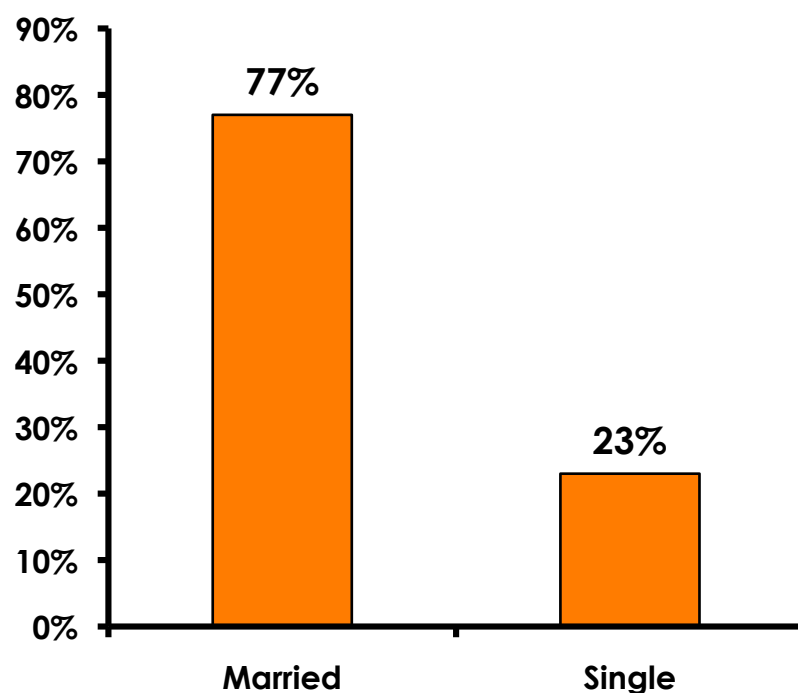
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **351** departing Korean 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 **351** 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.

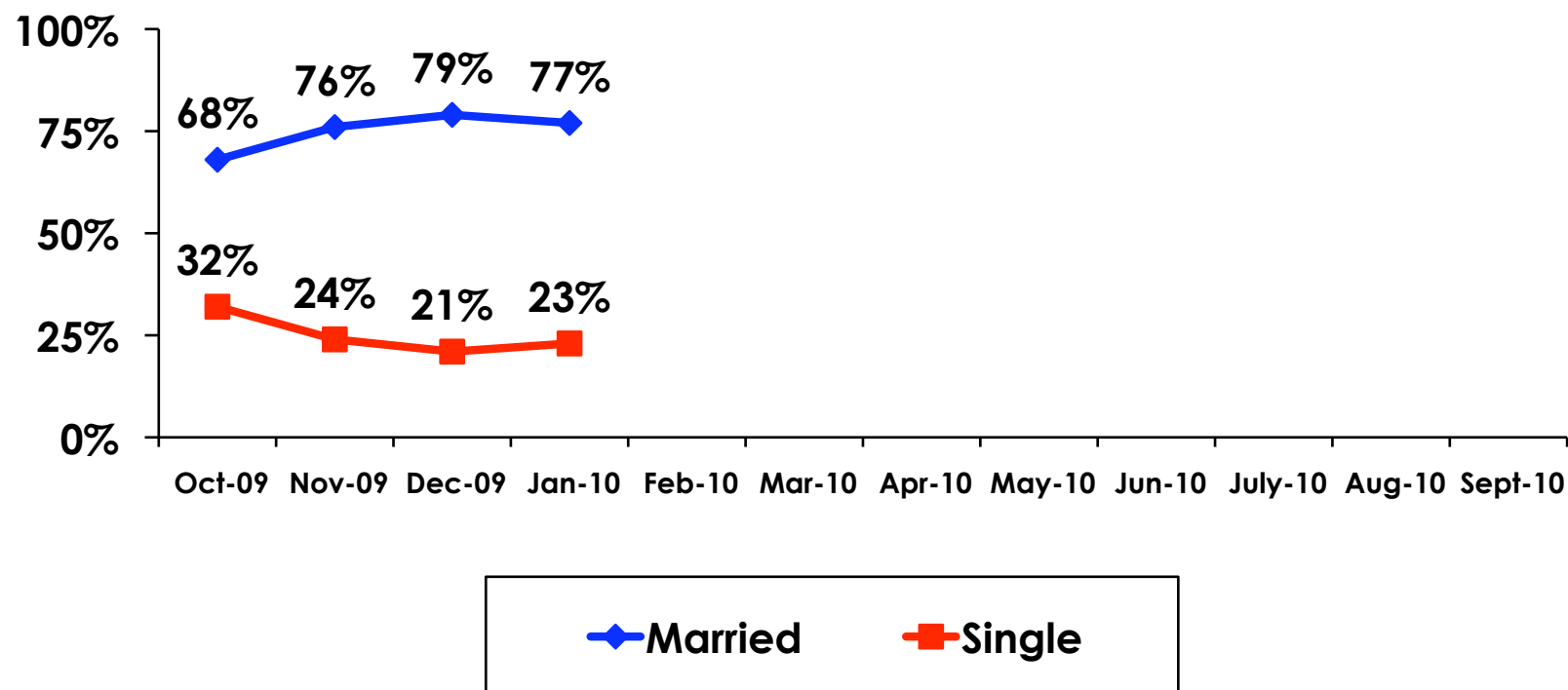
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

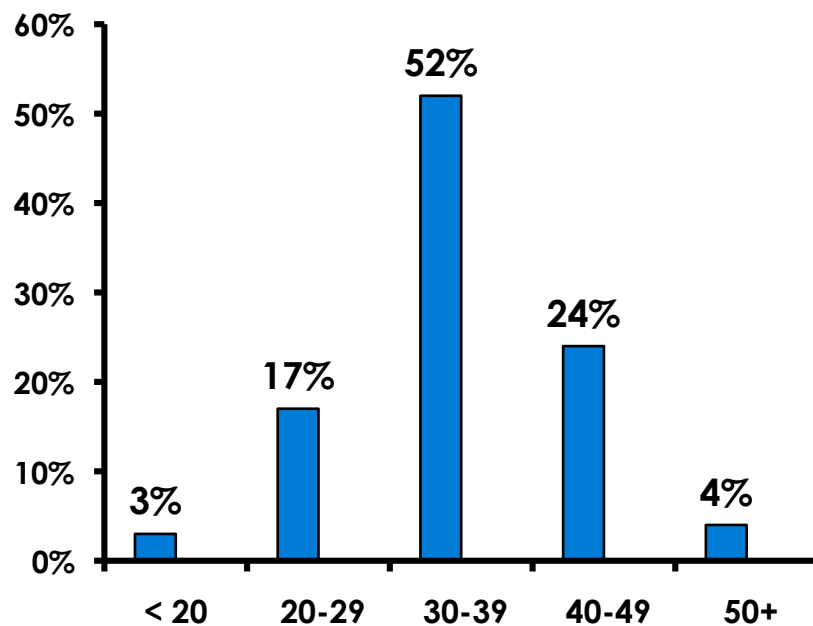


- A majority of visitors are married.

MARITAL STATUS

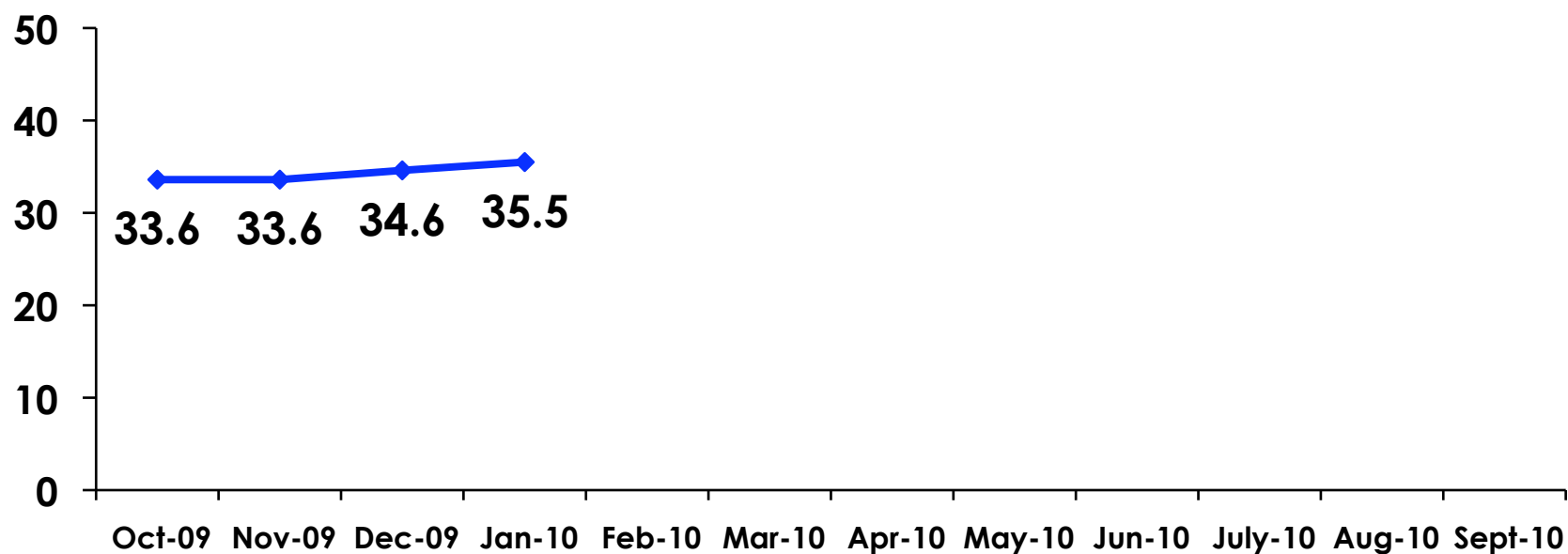


Age - Overall

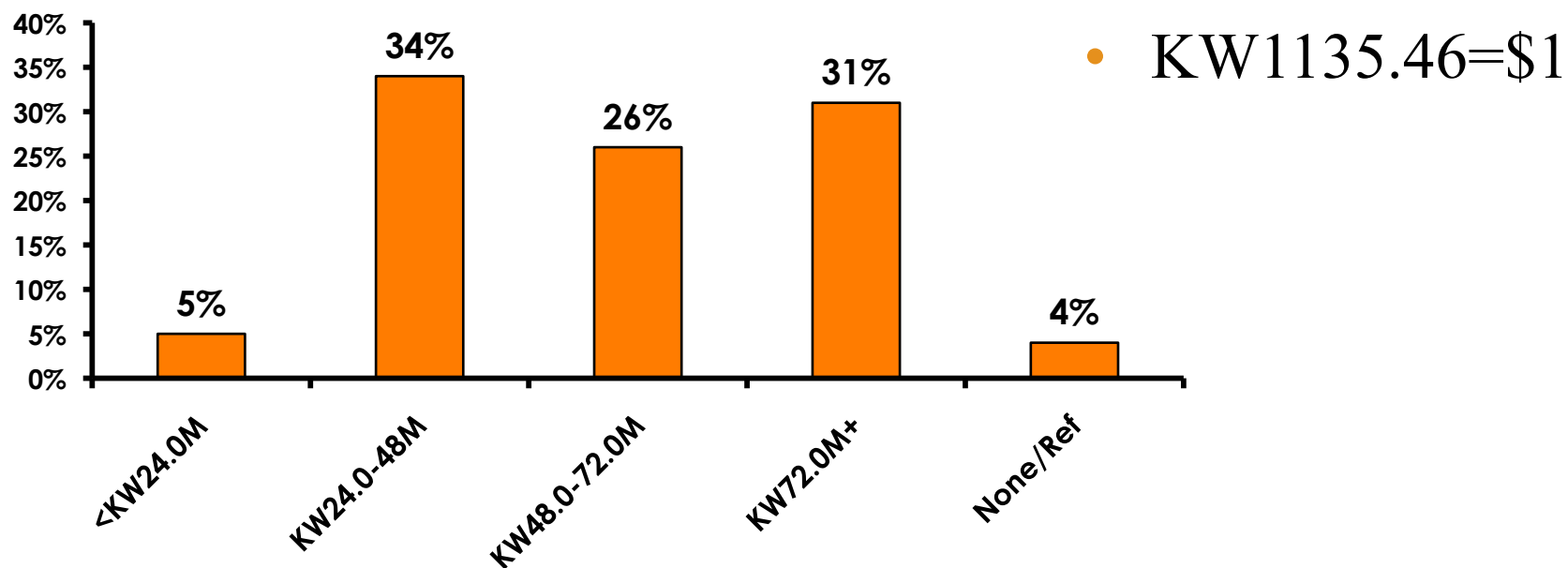


- The average age of the respondents is 35.5 years of age.

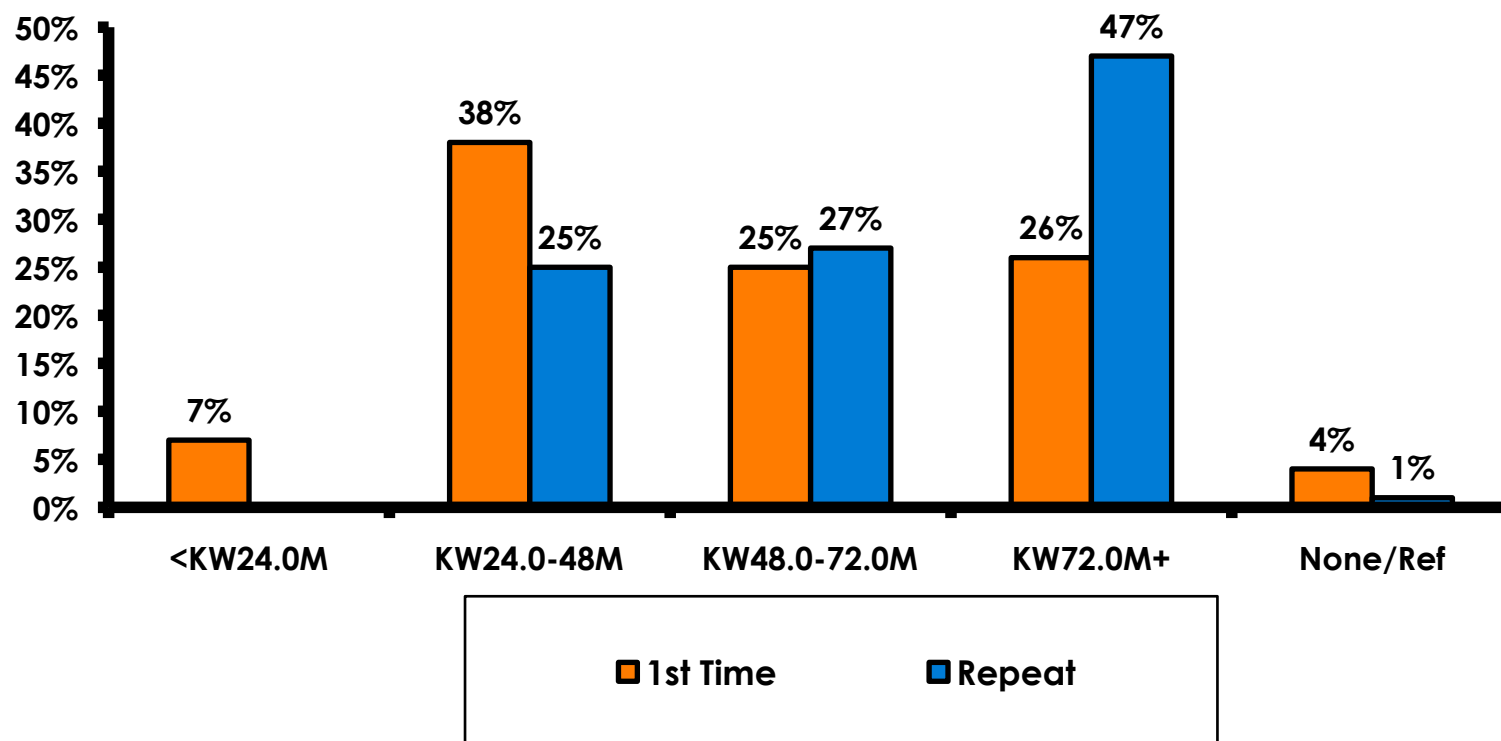
AVERAGE - AGE



Personal Income



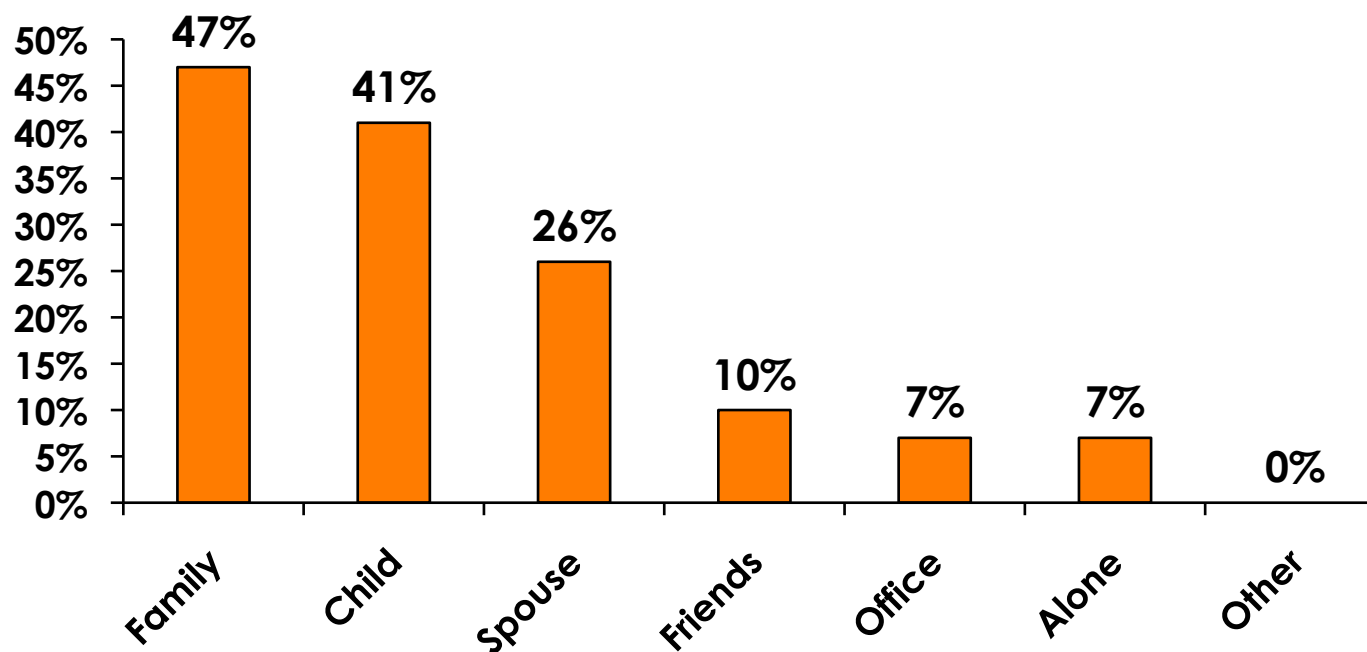
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE				
				Male	Female	<20	20-29	30-39	40-49	50+
PERSONAL INCOME	<KW24.0M	Count	18	6	12		3	11	3	1
			5%	3%	7%		5%	6%	4%	8%
	KW24.0M-KW48.0M	Count	117	56	61	4	27	69	13	4
			35%	32%	37%	44%	49%	39%	16%	31%
	KW48.0M-KW72.0M	Count	87	48	39		12	45	29	1
			26%	28%	24%		22%	25%	35%	8%
	KW72.0M+	Count	104	61	43	2	8	52	35	7
			31%	35%	26%	22%	15%	29%	42%	54%
	Refused	Count	12	3	9	3	5	1	3	
			4%	2%	5%	33%	9%	1%	4%	
Total	Count	338	174	164	9	55	178	83	13	

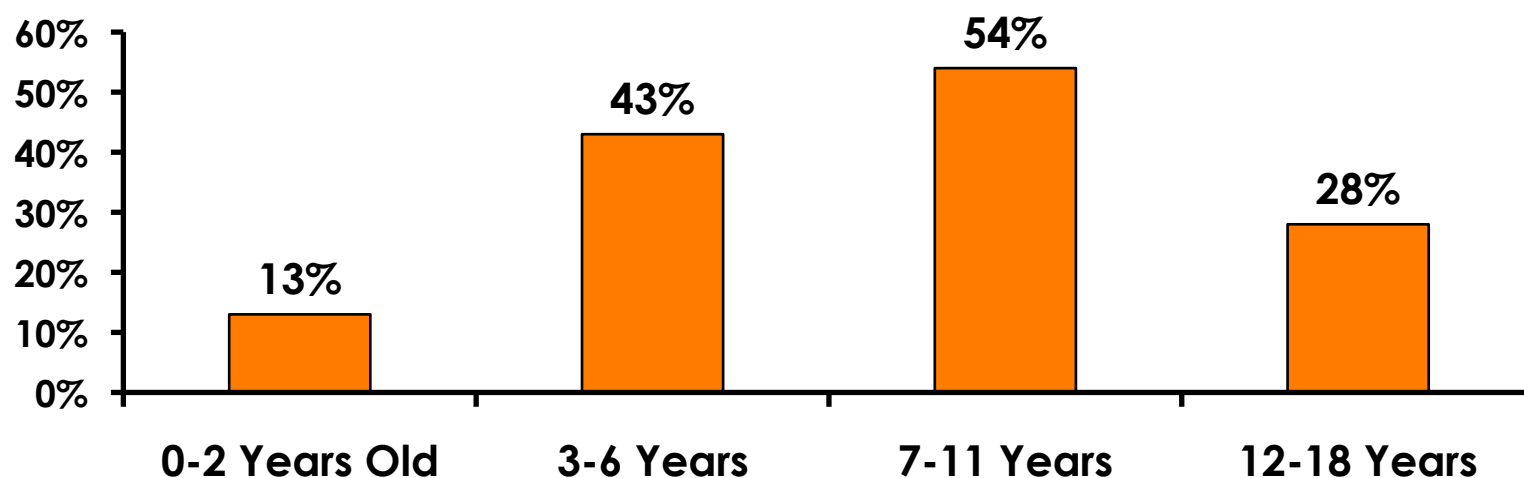
Travel Companions



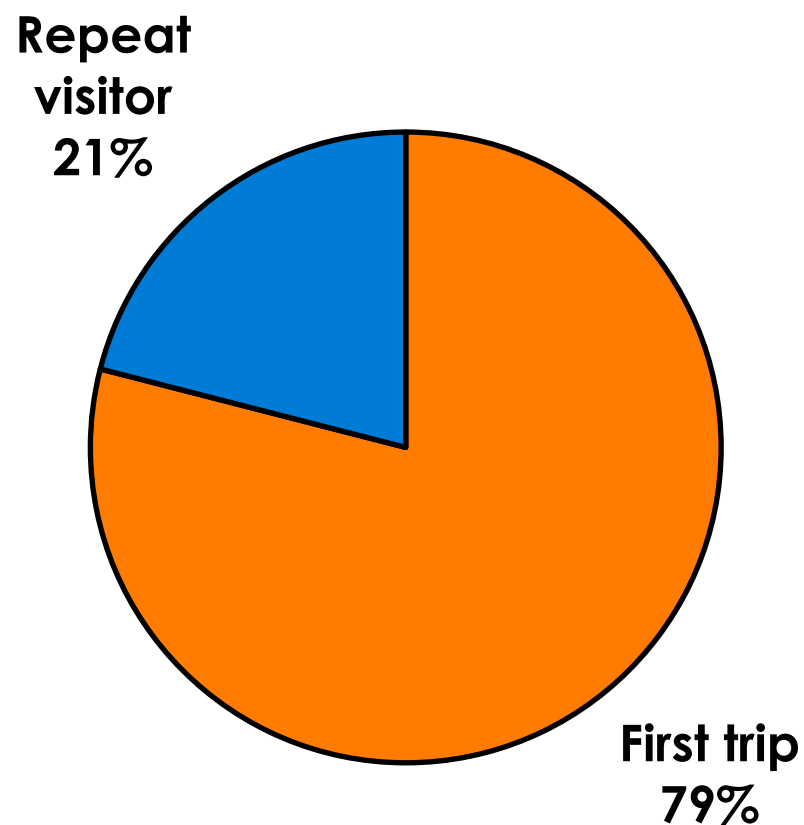
Number of Children Travel Party

N=144 total respondents traveling with children.

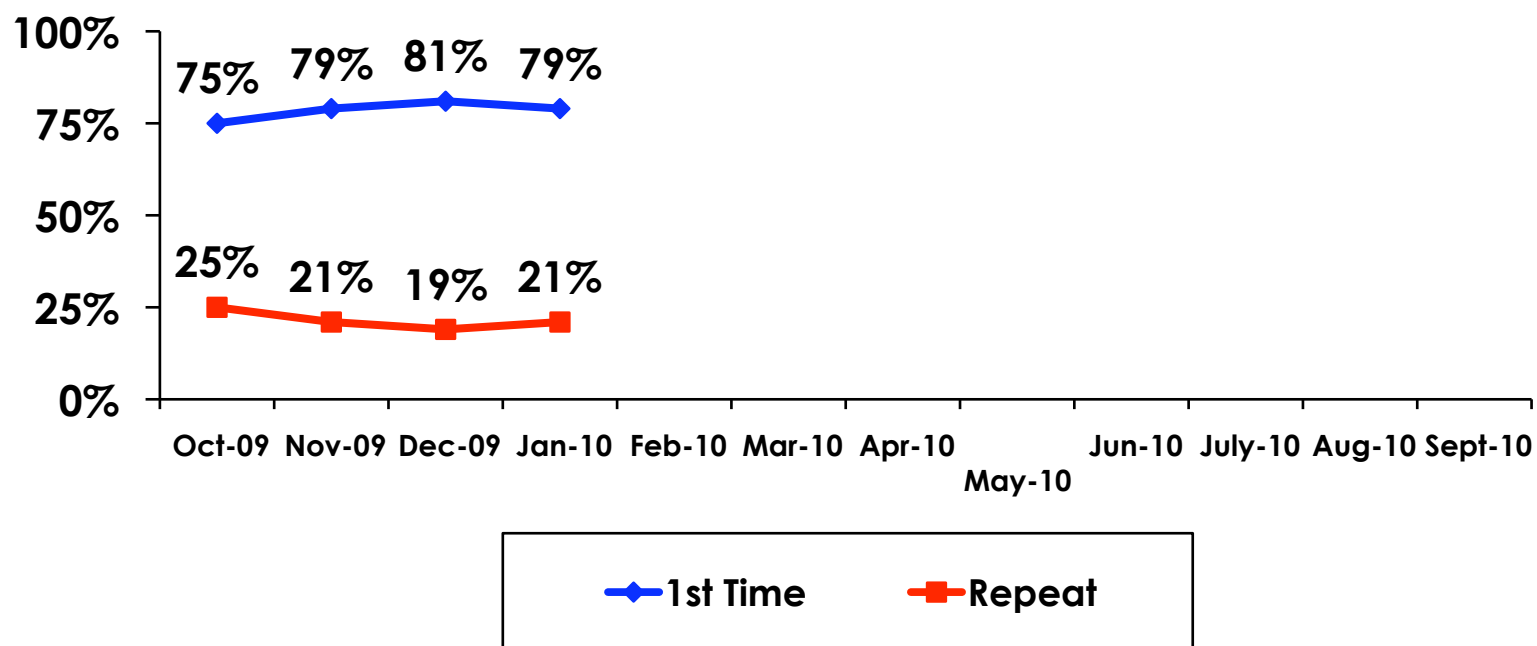
(Of those N=144 respondents, there is a total of 257 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



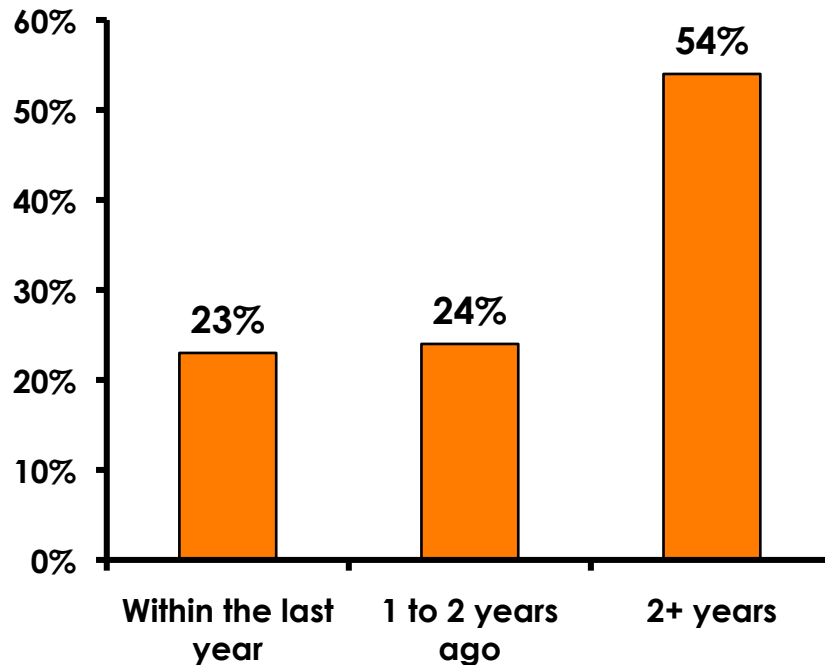
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1 st	Repeat
GENDER	Male	Count	177	139	38
			50%	50%	53%
	Female	Count	174	140	34
			50%	50%	47%
Total	Count		351	279	72
AGE	<20	Count	9	7	2
			3%	3%	3%
	20-29	Count	60	52	8
			17%	19%	11%
	30-39	Count	182	145	37
			52%	52%	51%
	40-49	Count	84	62	22
			24%	22%	31%
	50+	Count	15	12	3
			4%	4%	4%
Total	Count		350	278	72

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

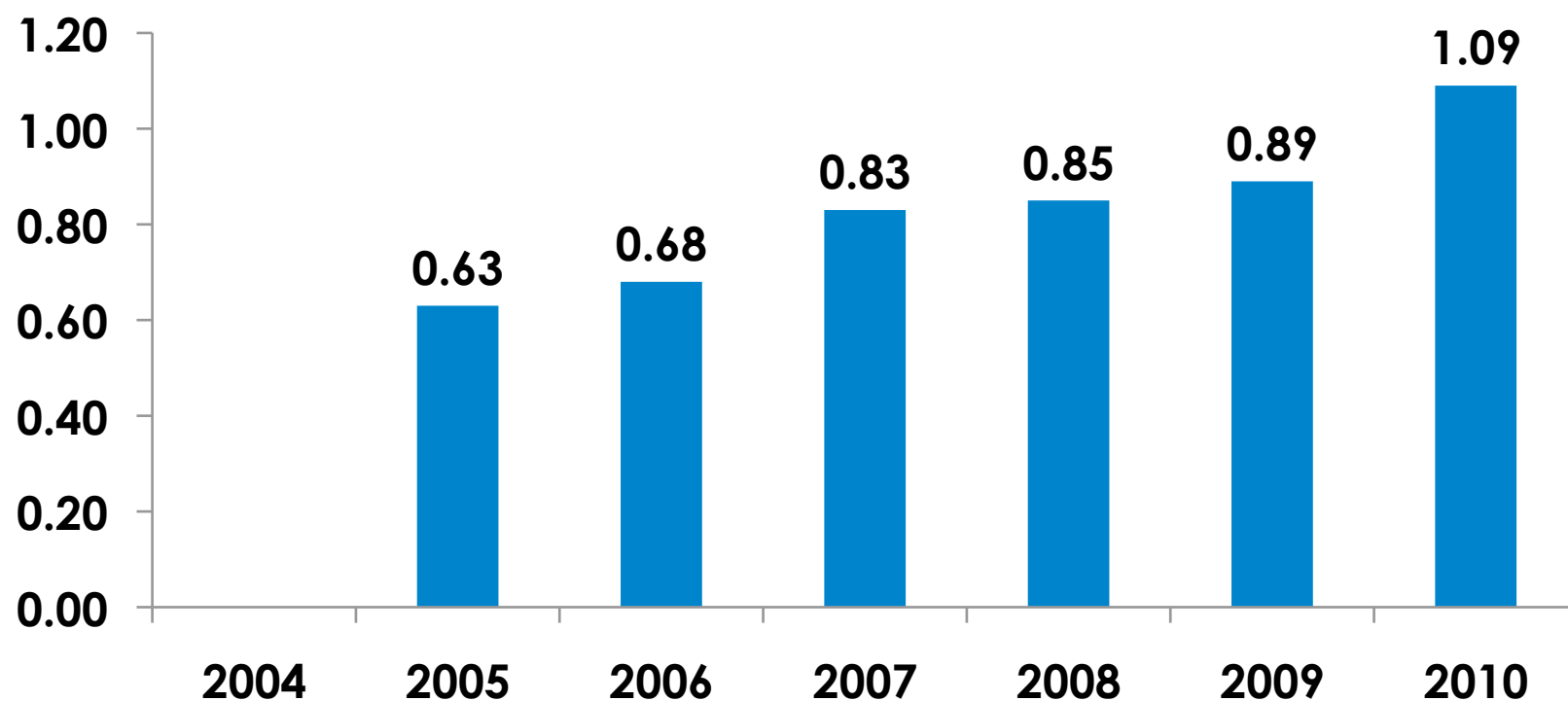
Repeat Visitors Last Trip

n = 71

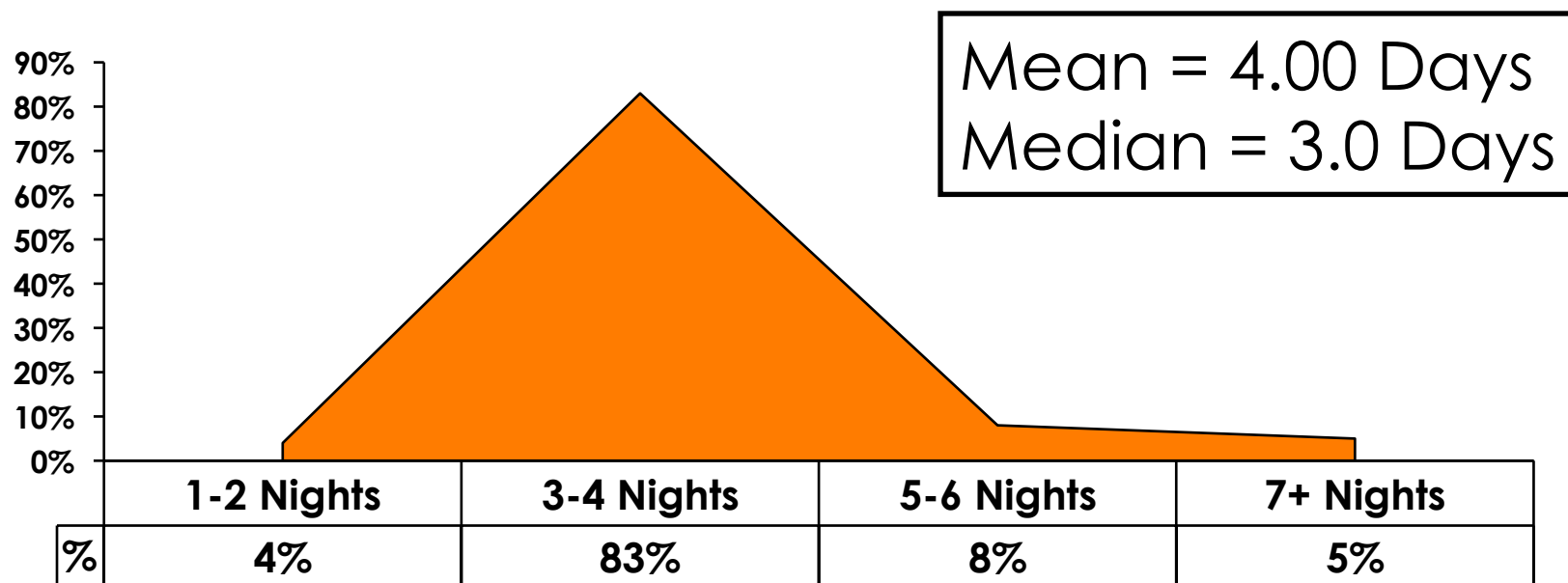


- The average repeat visitor has been to Guam 3.0 times.
- Half of the repeat visitors have been to Guam within the last 2 years.

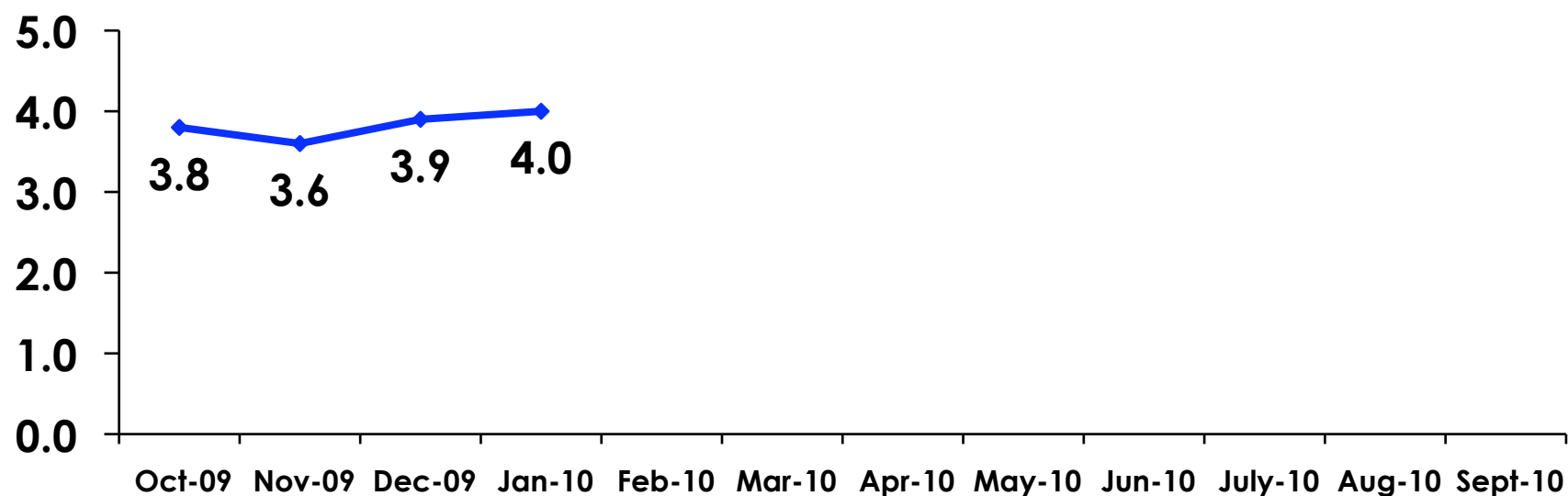
Average Number Overnight Trips (2004-2010) (2 nights or more)



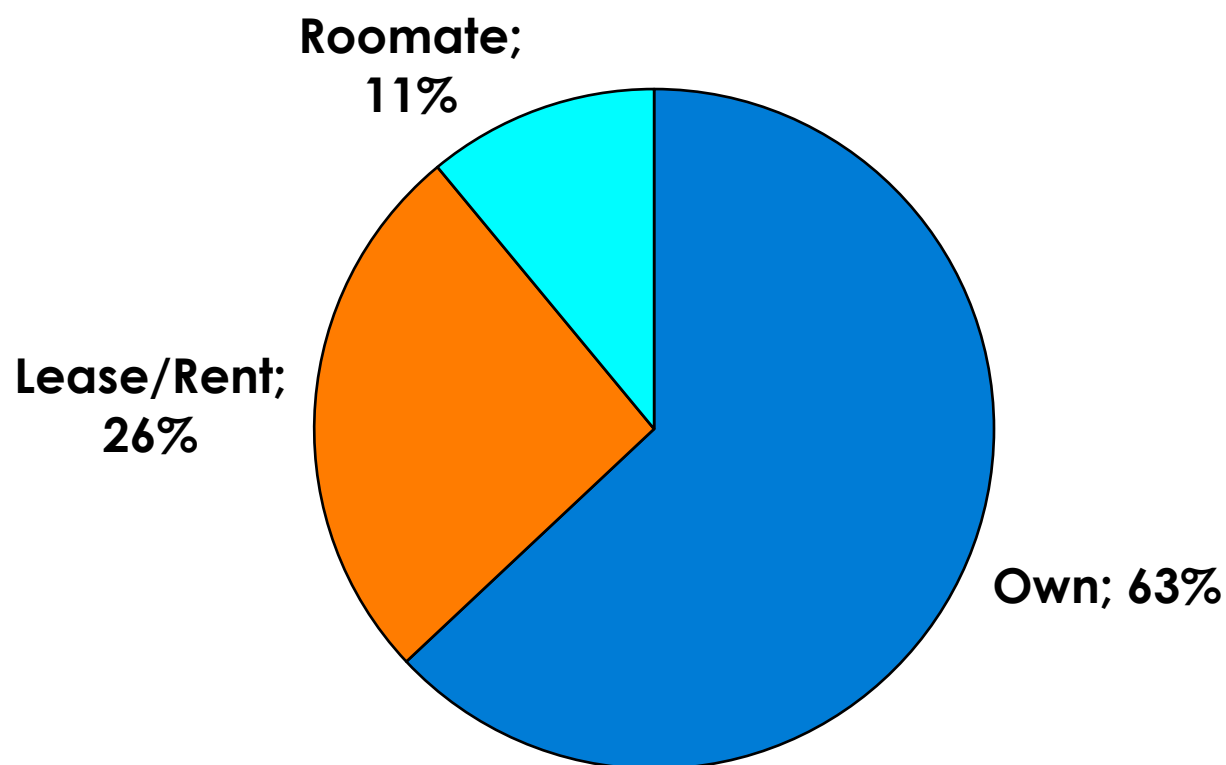
Length of Stay



AVG LENGTH OF STAY



Living Accommodations

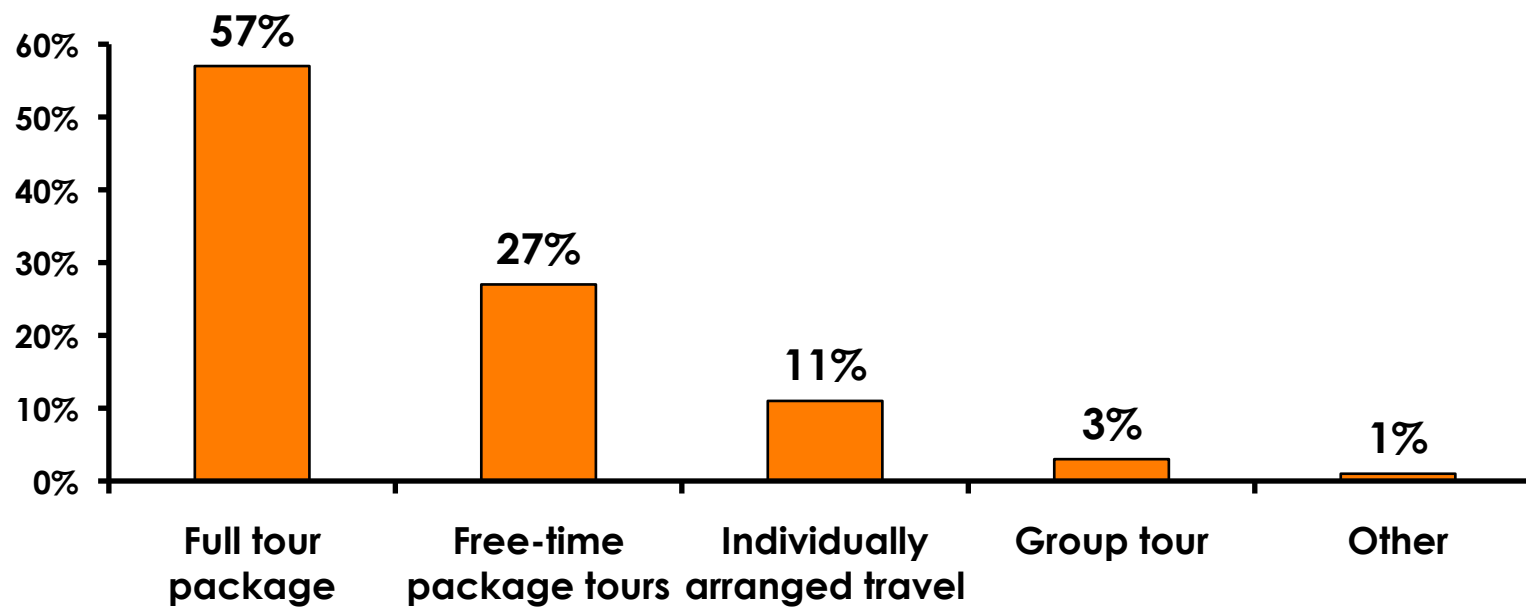


Occupation by Income

		TOTAL	PERSONAL INCOME				
			<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.29	White Collar-Office	19%	17%	20%	23%	17%	8%
	Self-employed	18%	22%	15%	20%	23%	
	Homemaker	12%	22%	13%	9%	11%	
	Prof/Specialist/Tech	11%	6%	13%	11%	13%	
	Professor/Teacher	9%	11%	12%	10%	7%	
	Student	6%		6%	1%	2%	50%
	Manager	4%		1%	7%	8%	
	Service worker	4%	17%	6%	2%	2%	
	Free-lancer	3%		4%	1%	4%	
	Other	3%	6%	3%	2%	3%	
	Judicial	3%				9%	
	Skilled worker	2%		1%	5%	2%	8%
	Sales/Clerical	1%		2%	2%		
	Govt-Mgr	1%		1%	2%		
	Unemployed	1%		1%			17%
	Govt - Office/non-mgr	1%			2%		
	Farmer	1%			1%		8%
	Retired	1%		1%			8%
	Govt-Exec	0%		1%			
Total	Count	348	18	115	87	103	12

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

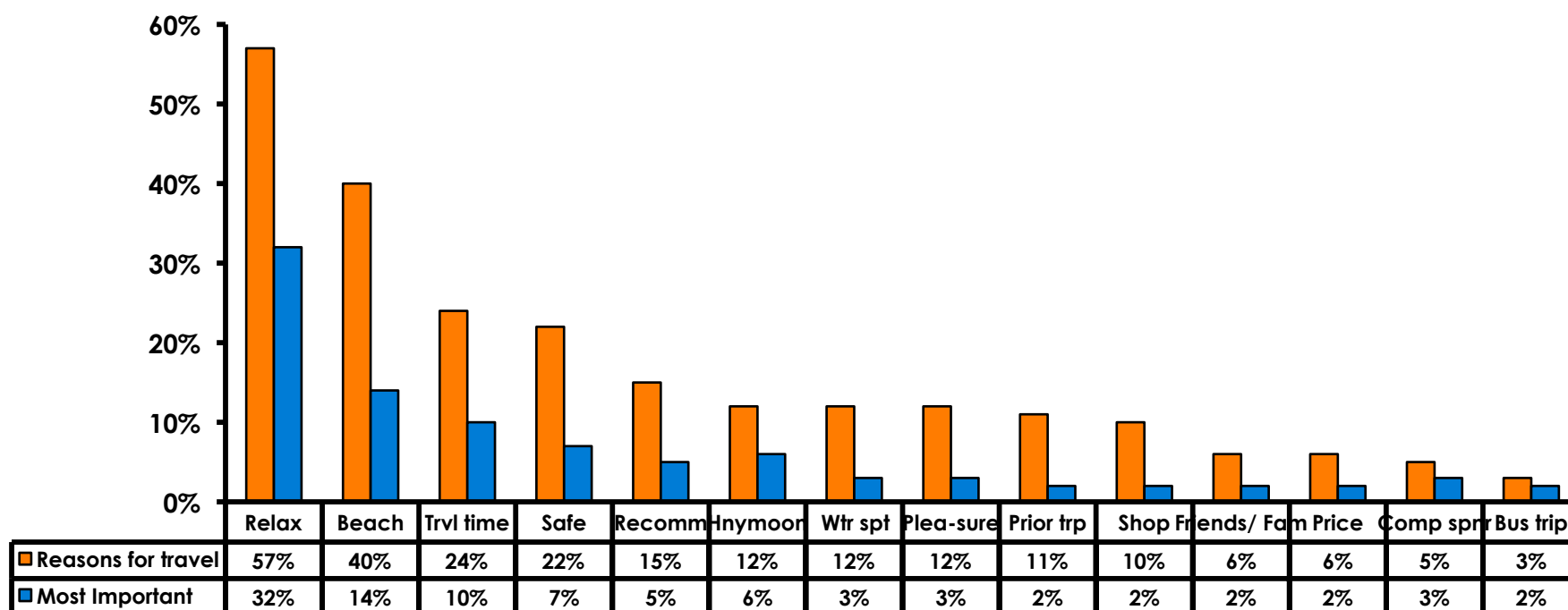


Accommodation by Income

Average length of stay: 4.00 days

		TOTAL	PERSONAL INCOME				
			<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.9	Pacific Islands Club PIC	53%	39%	46%	59%	62%	25%
	Sheraton Laguna Resort	8%	22%	11%	5%	4%	25%
	The Westin Resort Guam	7%	6%	11%	6%	7%	
	Hyatt Regency Guam	5%		5%	5%	7%	8%
	Holiday Resort Guam	5%	11%	5%	3%	4%	
	Hilton Guam Resort & Spa	5%	6%	8%	2%	3%	8%
	Onward Beach Resort	5%	11%	4%	8%	1%	
	Relatives, Friends, Home Stay	3%	6%	1%	2%	4%	17%
	Ramada Suites Guam	2%			5%	2%	8%
	Ohana Bayview Hotel	2%		2%	1%	3%	
	Hotel Sane Fe	1%		1%	1%	2%	
	Leo Palace Resort	1%		2%		1%	
	Hotel Nikko Guam	1%		1%			8%
	Condominium	1%		1%		1%	
	Guam Marriott Resort Hotel	0%				1%	
	Outrigger Guam Resort	0%		1%			
	Japan Plaza Hotel	0%		1%			
	Grand Plaza Hotel	0%			1%		
	Other	0%			1%		
	Days Inn Tamuning	0%		1%			
Fiesta Resort Guam	0%			1%			
Total	Count	350	18	116	87	104	12

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

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%	78%	45%	53%	72%	47%	53%	60%
	Beautiful seas, beaches, tropical climate	40%	56%	35%	33%	59%	33%	35%	45%
	Short travel time	24%	11%	22%	27%	19%	27%	21%	27%
	It is a safe place to spend a vacation	22%	11%	8%	23%	28%	33%	20%	23%
	Recommendation of friend, relative, travel agency	15%	11%	10%	14%	23%	20%	16%	14%
	Honeymoon	12%		25%	15%	1%		12%	13%
	Water sports	12%	11%	5%	8%	25%	13%	11%	13%
	Pleasure	12%	11%	3%	13%	13%	20%	11%	13%
	A previous visit	11%	11%	3%	12%	17%	7%	11%	11%
	Shopping	10%	11%	18%	8%	8%		7%	13%
	To visit friends or relatives	6%	11%	12%	6%	2%	7%	6%	7%
	Price of the tour package	6%		10%	5%	4%	7%	5%	7%
	My company sponsored me	5%		3%	7%	2%	7%	7%	3%
	Company or Business trip	3%		3%	4%	1%	7%	5%	1%
	Career certification or testing	3%		8%	3%	1%		5%	2%
	To golf	3%		2%	2%	2%	20%	5%	1%
	Organized Sporting Activity	3%	11%		3%	4%		4%	1%
	Other	3%		3%	2%	2%	7%	3%	2%
	SCUBA diving	1%			1%	2%	7%	2%	1%
	Promotional materials from GVB	1%	11%		1%	2%		2%	1%
	To get married or Attend wedding	1%		2%	1%			1%	1%
	Convention, Conference, Trade show	0%		2%				1%	
	Special promotion	0%			1%			1%	
Total	Cases	350	9	60	182	83	15	176	174

Motivation by Income

		TOTAL	PERSONAL INCOME				
			<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.5	Just to relax	57%	39%	59%	57%	57%	58%
	Beautiful seas, beaches, tropical climate	40%	33%	43%	37%	45%	17%
	Short travel time	24%	28%	21%	24%	30%	
	It is a safe place to spend a vacation	22%	11%	21%	26%	22%	17%
	Recommendation of friend, relative, travel agency	15%	17%	15%	22%	12%	
	Honeymoon	12%	33%	21%	10%	3%	
	Water sports	12%	22%	12%	8%	17%	
	A previous visit	11%		10%	11%	16%	8%
	Pleasure	12%		13%	11%	12%	
	Shopping	10%	11%	11%	9%	10%	8%
	To visit friends or relatives	6%	6%	6%	5%	6%	25%
	Price of the tour package	6%	22%	8%		4%	8%
	My company sponsored me	5%	11%	3%	1%	10%	
	Company or Business trip	3%	11%	3%	3%	3%	
	Career certification or testing	3%		3%	6%	2%	8%
	To golf	3%		1%	2%	6%	
	Organized Sporting Activity	3%		3%	3%	2%	
	Other	3%		1%	2%	5%	
	SCUBA diving	1%		2%	1%	2%	
	Promotional materials from GVB	1%			1%	4%	
	To get married or Attend wedding	1%		1%		1%	8%
	Convention, Conference, Trade show	0%		1%			
	Special promotion	0%		1%			
Total	Cases	350	18	117	87	103	12

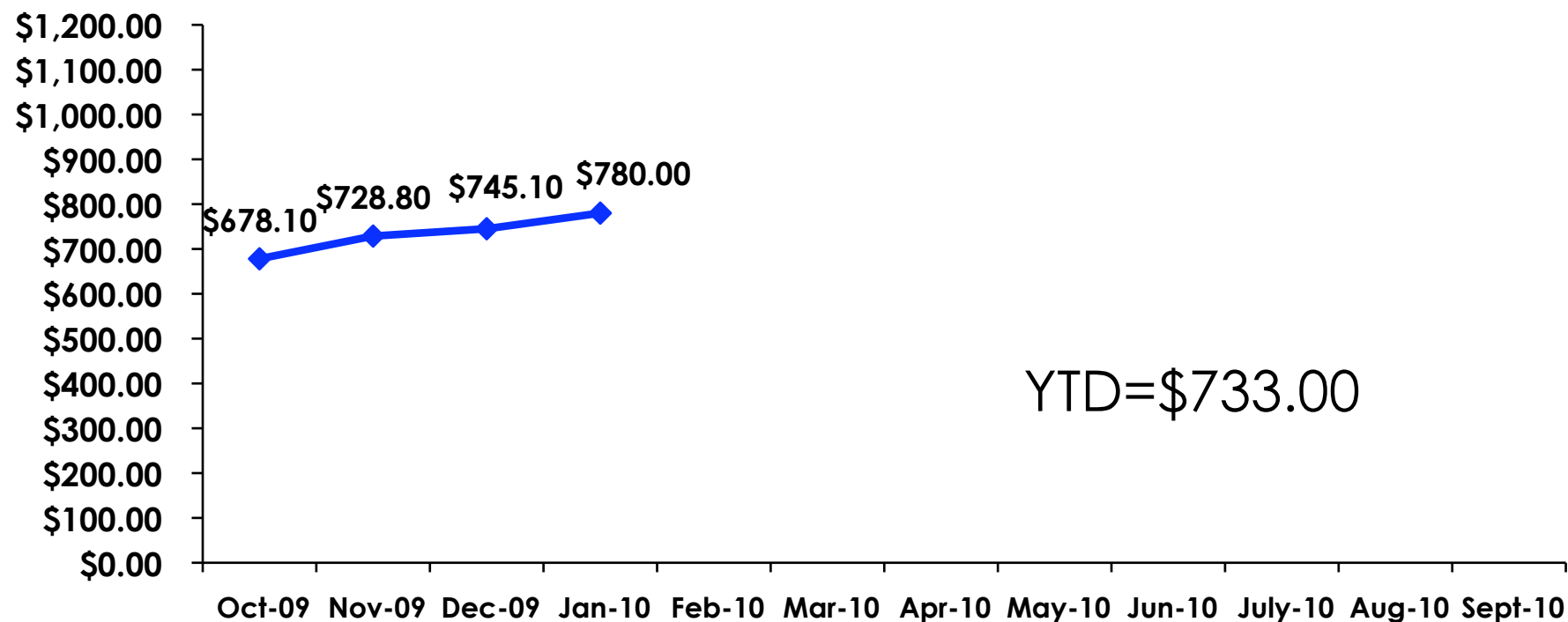
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

KW1135.46/US\$1

- \$2,200.50 = 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)
- \$780.00 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES



Breakdown of Prepaid Expenditures

KW1135.46=\$1

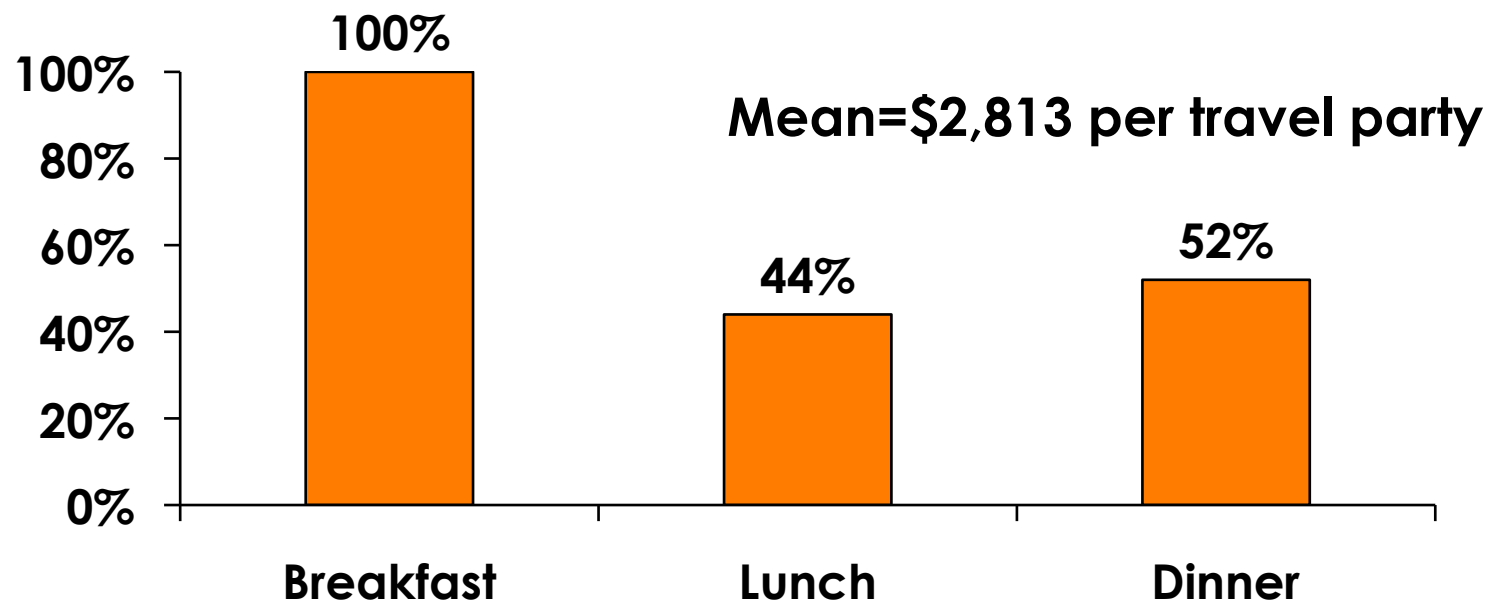
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$2,340
Air & Accommodation w/ daily meal package	\$2,813
Air only	\$977
Accommodation only	\$880
Accommodation w/ daily meal only	-
Food & Beverages in Hotel	\$124
Ground transportation – Korea	\$63
Ground transportation – Guam	\$44
Optional tours/ activities	\$1,809
Other expenses	\$751
Total Prepaid	\$2,200

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

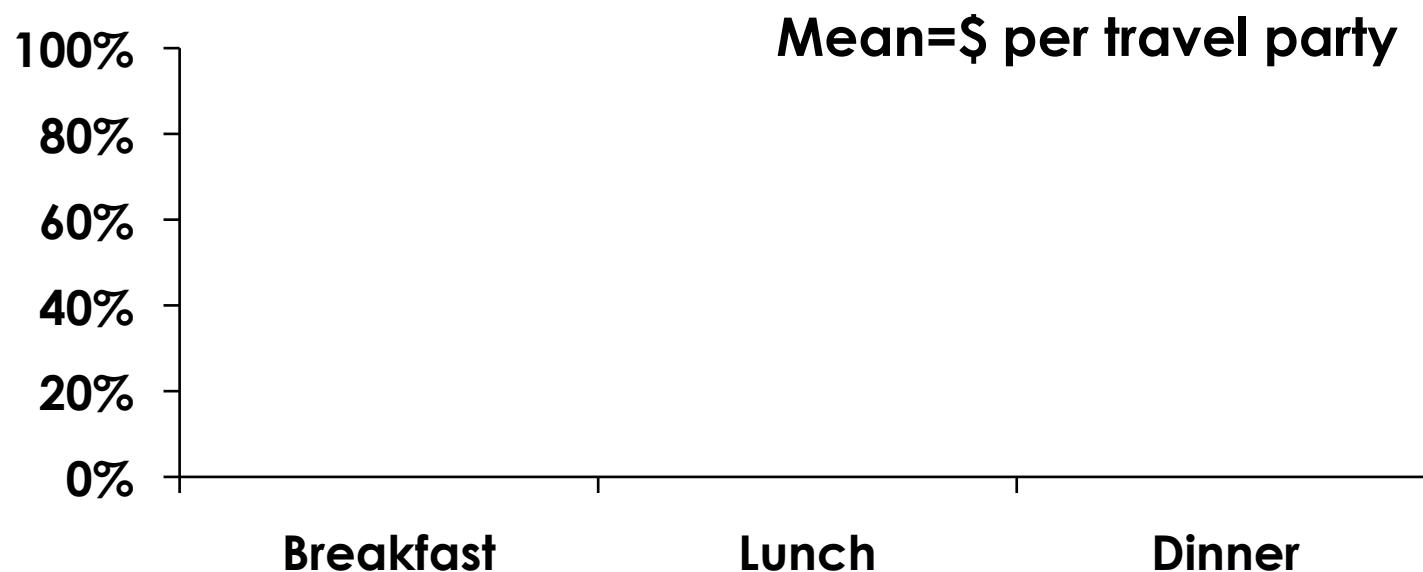
n=149



PREPAID MEAL BREAKDOWN

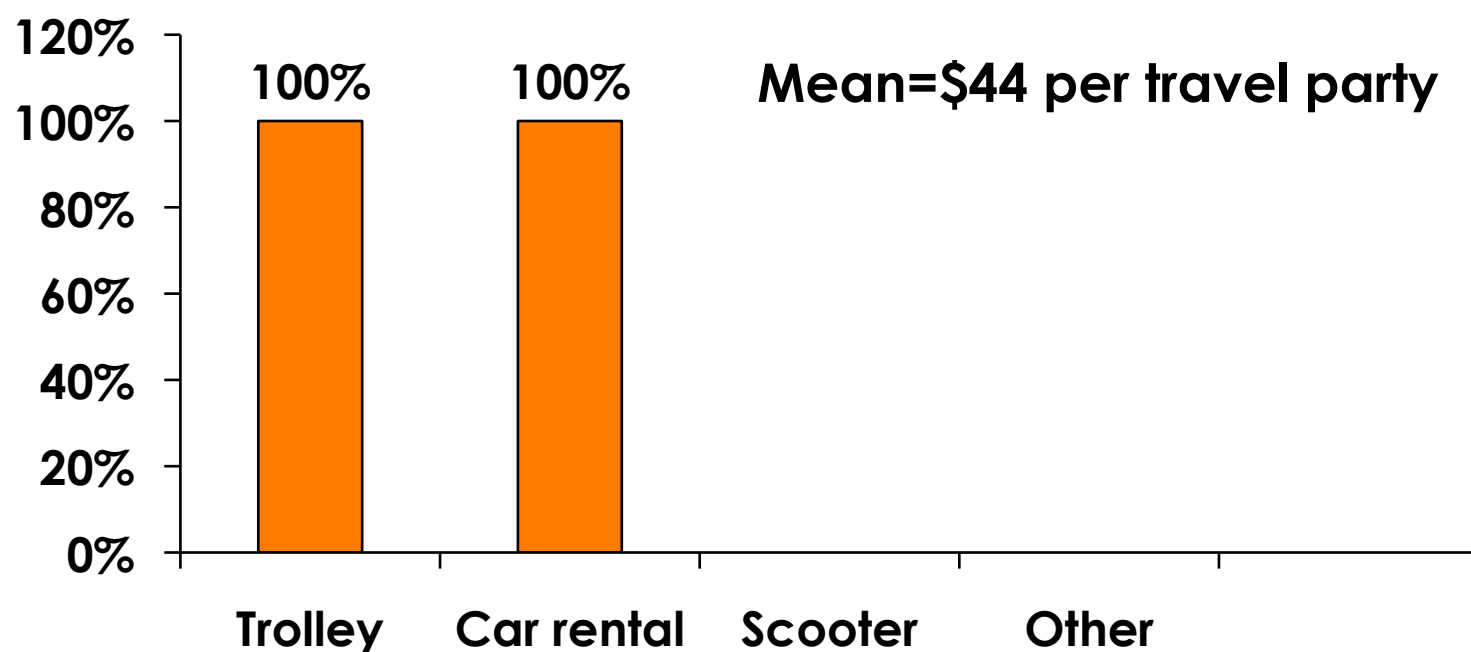
Accommodations with Daily Meal Pkg.

n=0



PREPAID GROUND TRANSPORTATION

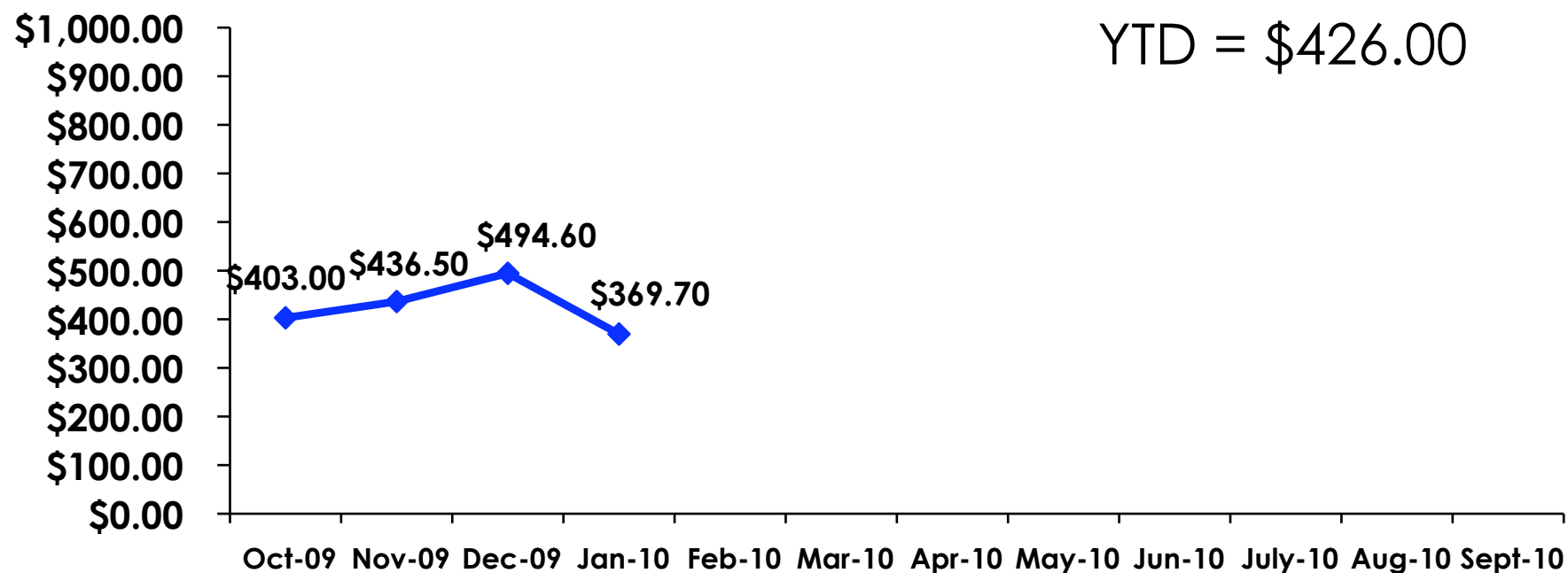
n=1



On-Island Expenditures

- \$863.20 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,000 = Maximum (highest amount recorded for the entire sample)
- \$369.70 = overall mean average per person on-island expenditure

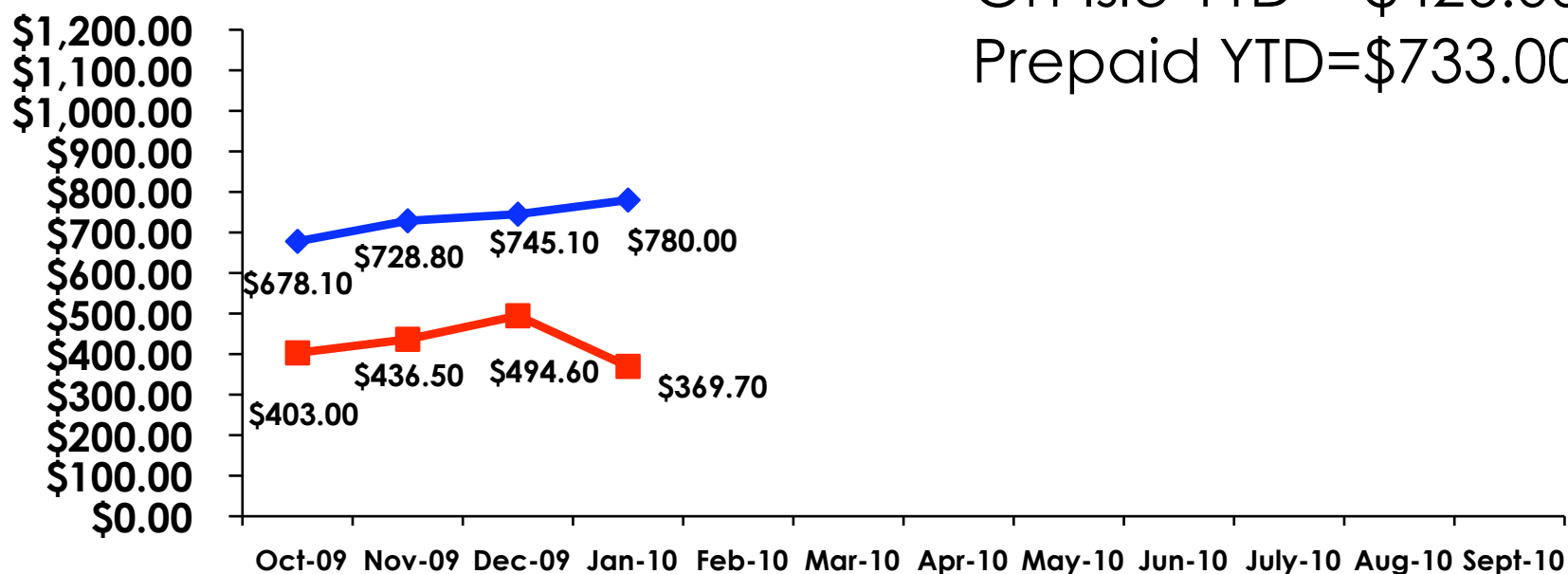
ON-ISLAND EXPENDITURES



PREPAID/ ON-ISLE EXPENDITURES

On-Isle YTD = \$426.00

Prepaid YTD=\$733.00



◆ Prepaid

■ On-isle

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	\$863.15	\$886.74	\$839.16	\$111.25	\$687.47	\$906.85	\$954.89	\$1,044.44	\$961.17	\$933.49	\$721.03	\$1,015.17	\$583.33
	Median	\$569	\$615	\$500	\$23	\$568	\$650	\$710	\$500	\$450	\$500	\$400	\$774	\$245

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$38.99	\$45.56	\$32.31	\$5.00	\$39.13	\$34.12	\$42.43	\$101.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF REST/CONV	Mean	\$20.06	\$23.67	\$16.39	\$22.22	\$23.77	\$19.69	\$18.83	\$16.67
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-OUT- SIDE HOTEL/ REST	Mean	\$41.21	\$59.59	\$22.52	\$13.33	\$32.83	\$51.48	\$31.14	\$26.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPTIONAL TOUR	Mean	\$157.01	\$172.59	\$141.16	\$150.00	\$153.68	\$142.98	\$207.35	\$73.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$100	\$0
GIFT/ SOUV-SELF	Mean	\$142.00	\$127.12	\$157.14	\$33.33	\$185.65	\$136.16	\$144.32	\$100.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/ SOUV- F&F AT HOME	Mean	\$96.85	\$69.38	\$124.80	\$50.65	\$154.17	\$80.71	\$80.12	\$191.33
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
LOCAL TRANS	Mean	\$28.40	\$30.26	\$26.51	\$10.67	\$26.90	\$36.73	\$15.05	\$20.67
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$339.95	\$356.47	\$323.05	\$298.22	\$251.85	\$324.97	\$444.48	\$330.67
	Median	\$60	\$54	\$60	\$0	\$30	\$40	\$100	\$0
TOTAL ON ISLAND	Mean	\$863.15	\$886.18	\$839.73	\$583.43	\$863.78	\$825.64	\$984.78	\$860.00
	Median	\$569	\$615	\$500	\$280	\$535	\$500	\$719	\$440

On-Island Expenditures

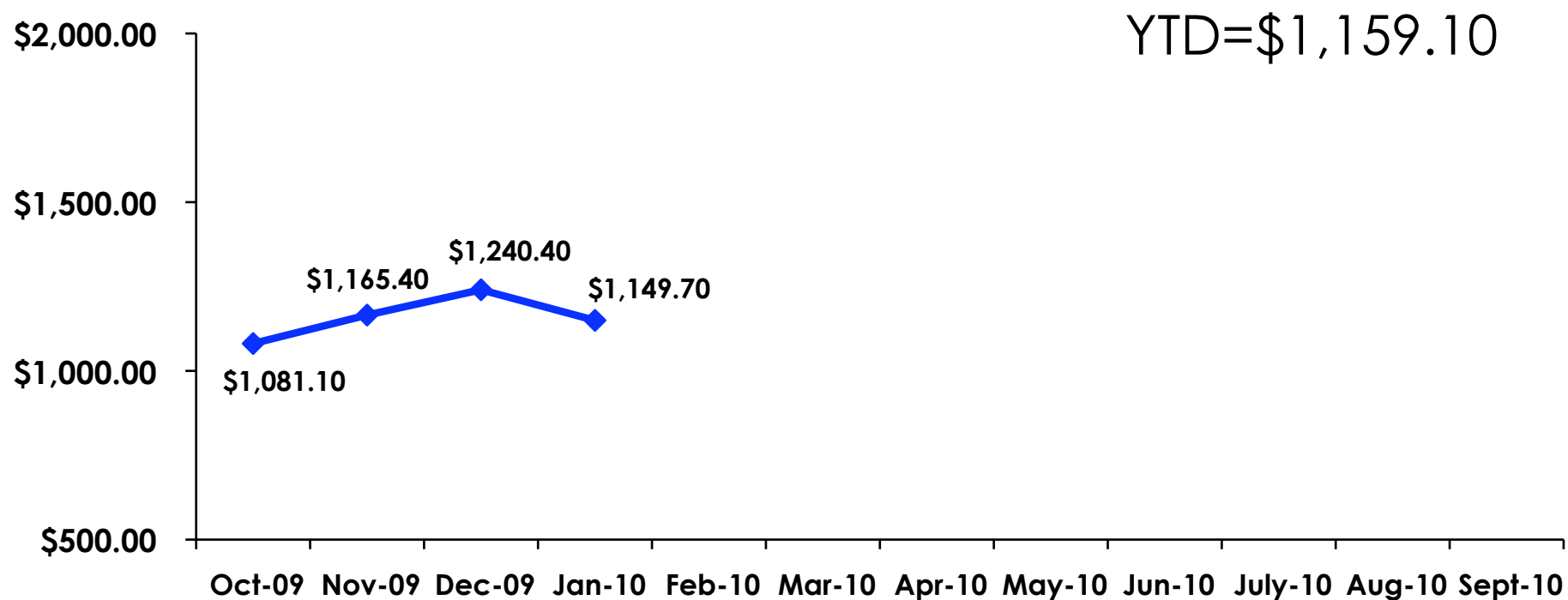
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$26.71	\$86.58
	Median	\$0	\$0
F&B-FF	Mean	\$18.29	\$26.93
REST/CONV	Median	\$0	\$0
F&B-OUT- SIDE	Mean	\$32.67	\$74.31
HOTEL/ REST	Median	\$0	\$0
OPTIONAL	Mean	\$168.48	\$112.58
TOUR	Median	\$0	\$0
GIFT/	Mean	\$118.34	\$233.71
SOUV-SELF	Median	\$0	\$35
GIFT/ SOUV-	Mean	\$96.33	\$98.89
F&F AT HOME	Median	\$0	\$0
LOCAL TRANS	Mean	\$25.75	\$38.68
	Median	\$0	\$0
OTHER EXP	Mean	\$303.41	\$481.04
	Median	\$57	\$75
TOTAL ON	Mean	\$788.10	\$1,153.97
ISLAND	Median	\$500	\$800

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,149.70 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,012 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES

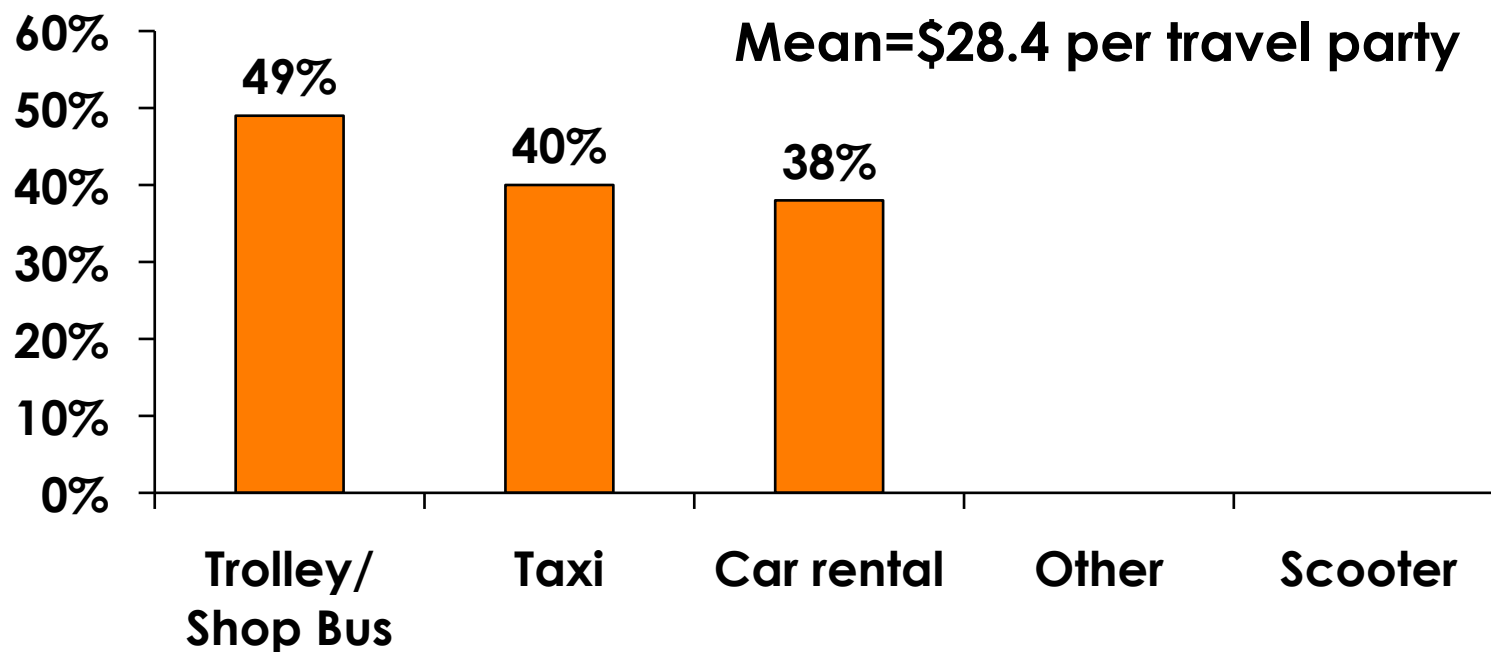


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$39.00
Food & beverage in fast food restaurant/ convenience store	\$20.10
Food & beverage at restaurants or drinking establishments outside a hotel	\$41.20
Optional tours and activities	\$157.00
Gifts/ souvenirs for yourself/companions	\$142.00
Gifts/ souvenirs for friends/family at home	\$96.90
Local transportation	\$28.40
Other expenses not covered	\$340.00
Average Total	\$863.20

Local Transportation

n=102



Guam Airport Expenditures

- \$46.00 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$600 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

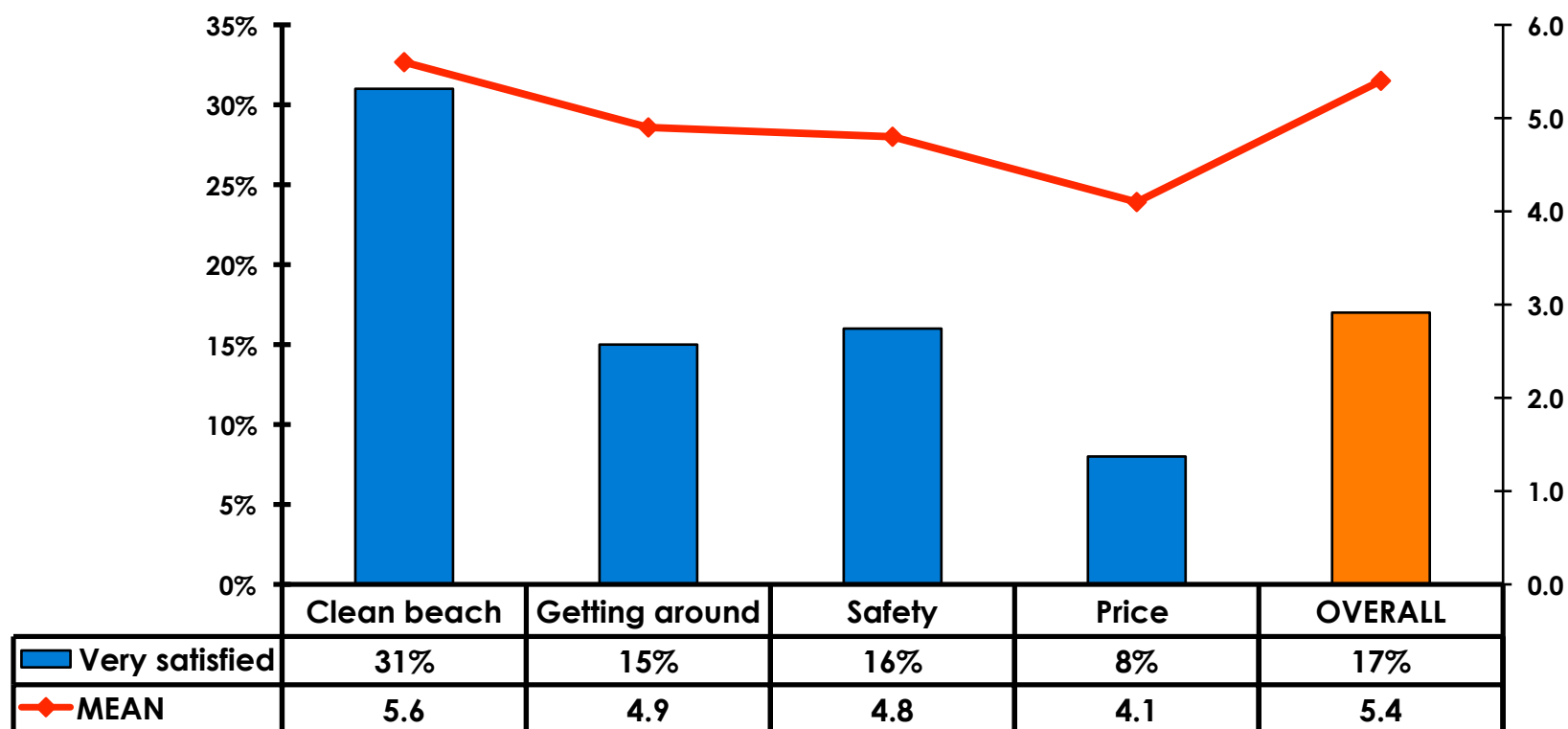
	MEAN \$
Food & Beverages	\$4.60
Gifts/Souvenirs Self	\$20.50
Gifts/Souvenirs Others	\$20.90
Total	\$46.00

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



GUAM PERCEPTIONS

7.0
6.0
5.0
4.0
3.0

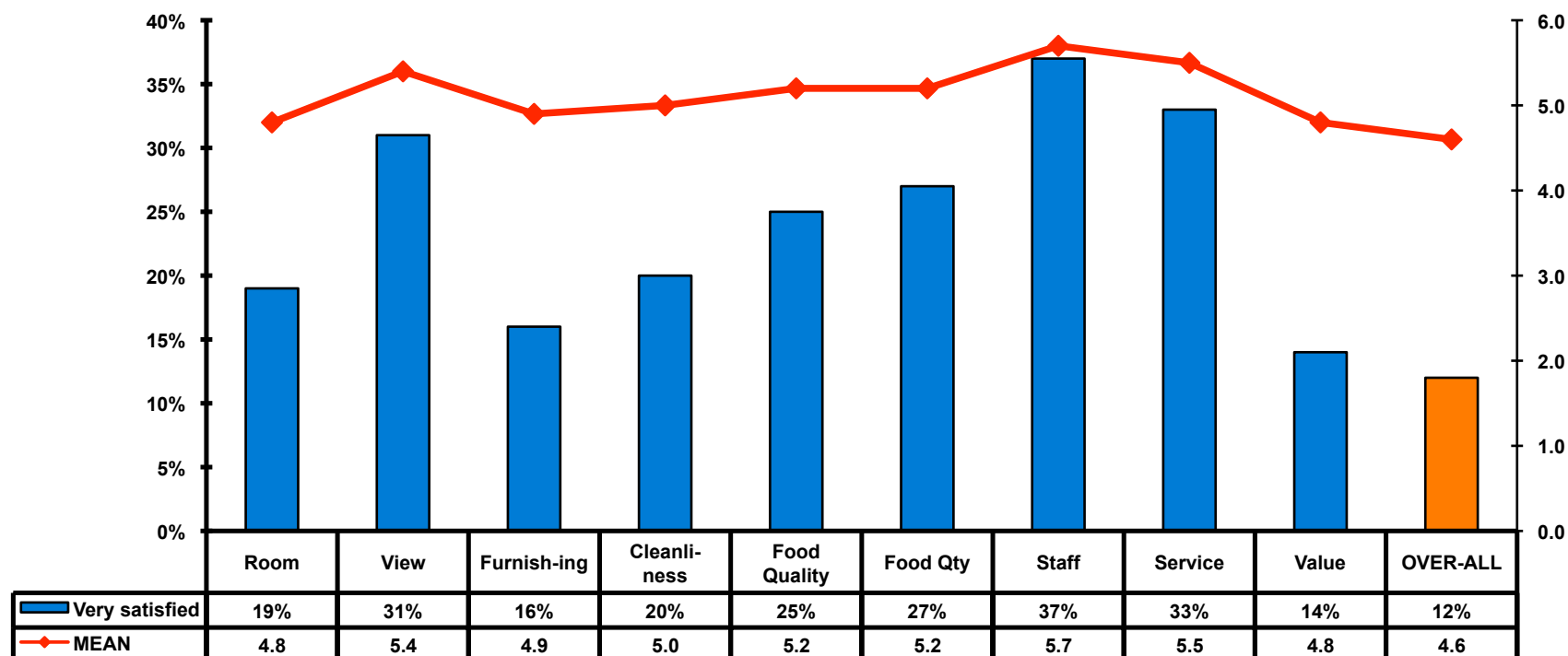
Oct-09 Nov-09 Dec-09 Jan-10 Feb-10 Mar-10 Apr-10 May-10 Jun-10 July-10 Aug-10 Sept-10

◆ Clean beach/park	5.5	5.7	5.6	5.6							
■ Ease getting around	4.8	5.0	5.1	4.9							
■ Safe walk night	4.8	4.9	5.0	4.8							
▲ Price	4.1	4.1	4.1	4.1							
■ Overall	5.4	5.4	5.4	5.4							

Quality of Accommodations

7pt Rating Scale

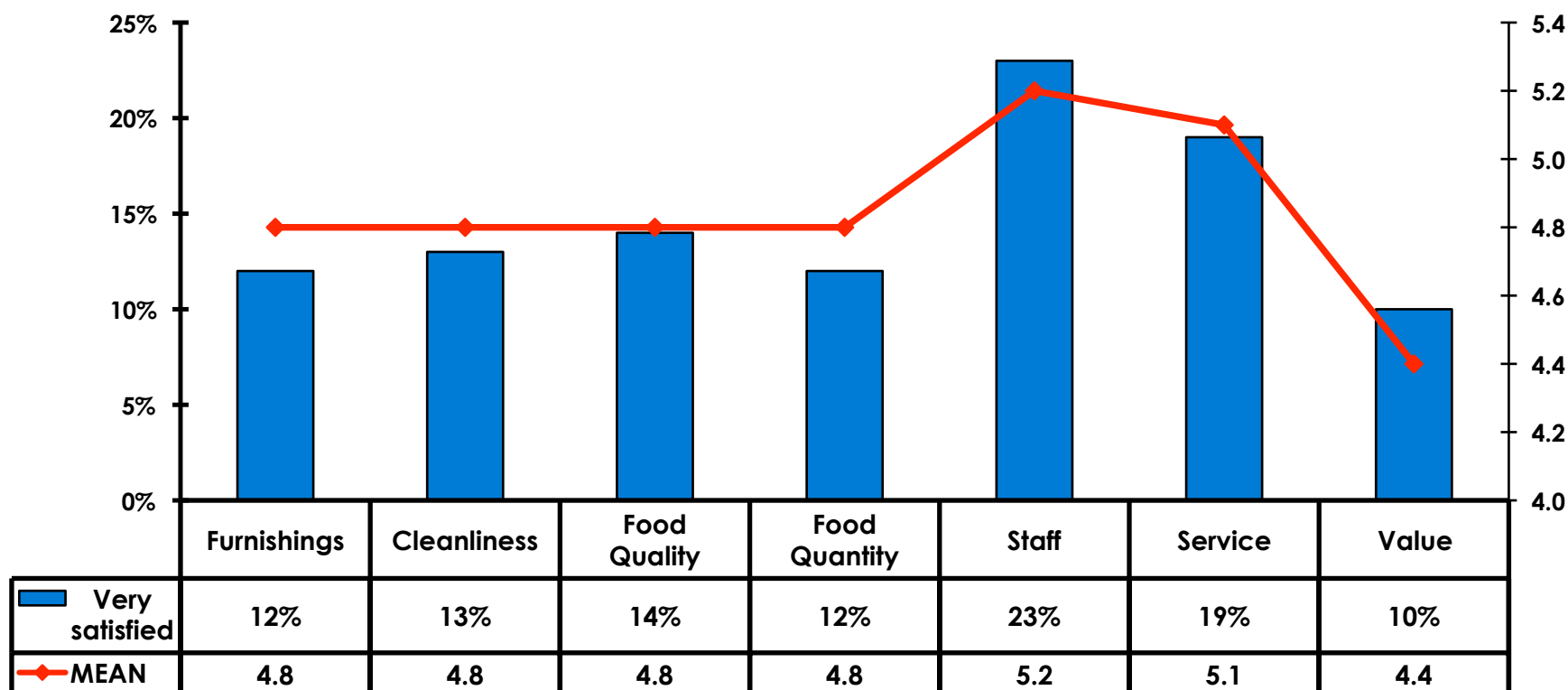
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

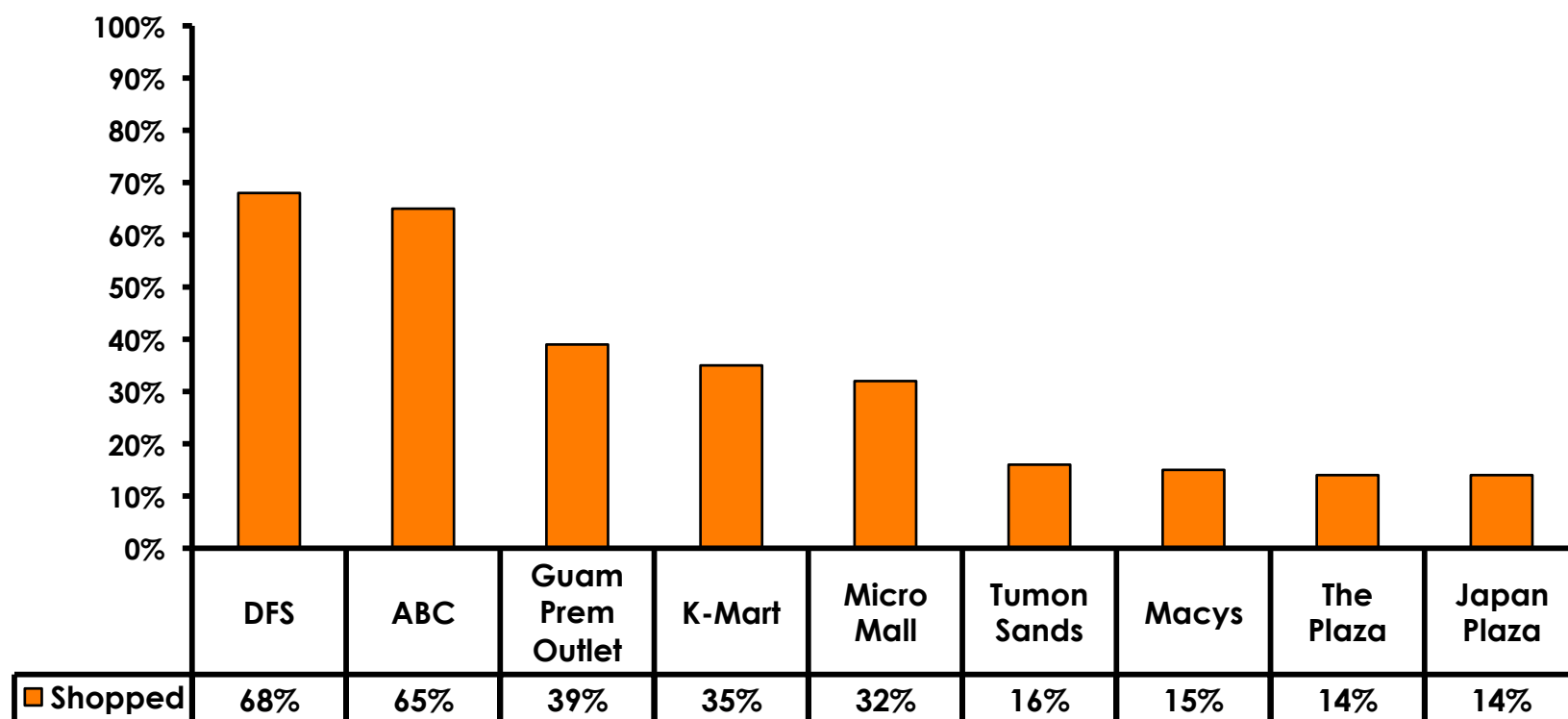
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

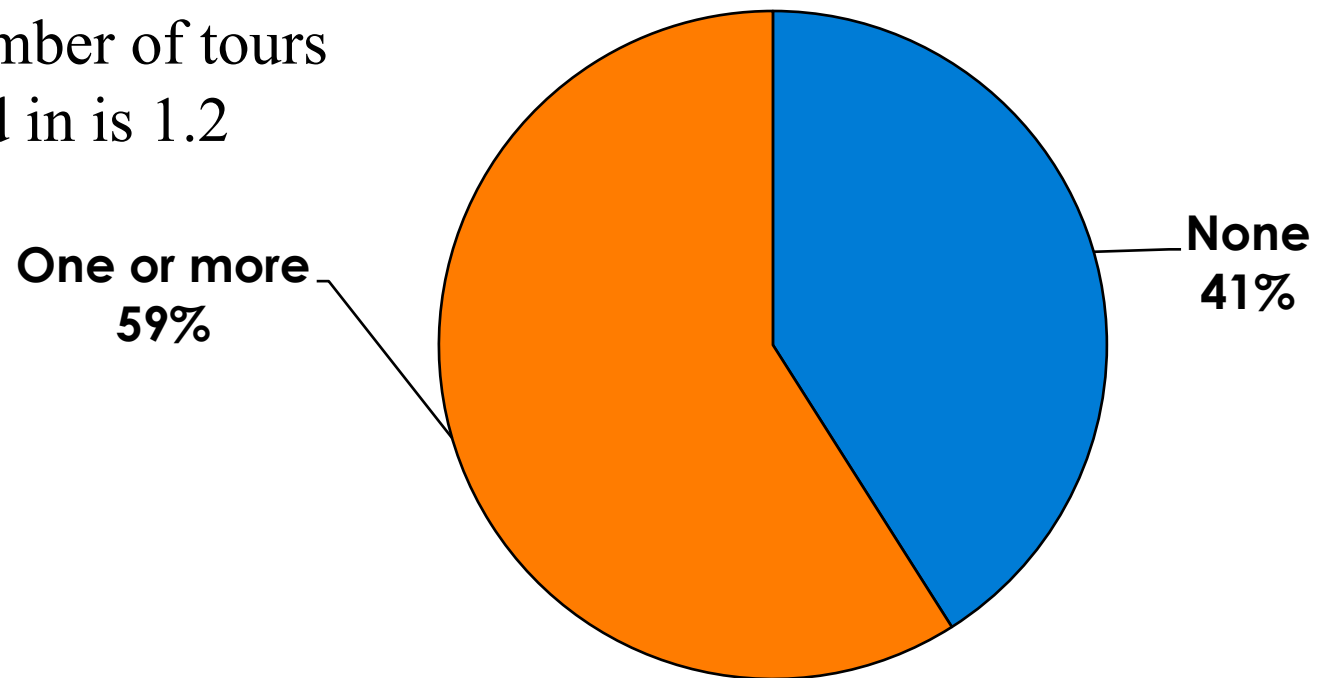
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 37%	Score of 6 to 7 = 35%
Score of 4 to 5 = 50%	Score of 4 to 5 = 45%
Score 1 to 3 = 13%	Score 1 to 3 = 20%
MEAN = 4.9	MEAN = 4.7

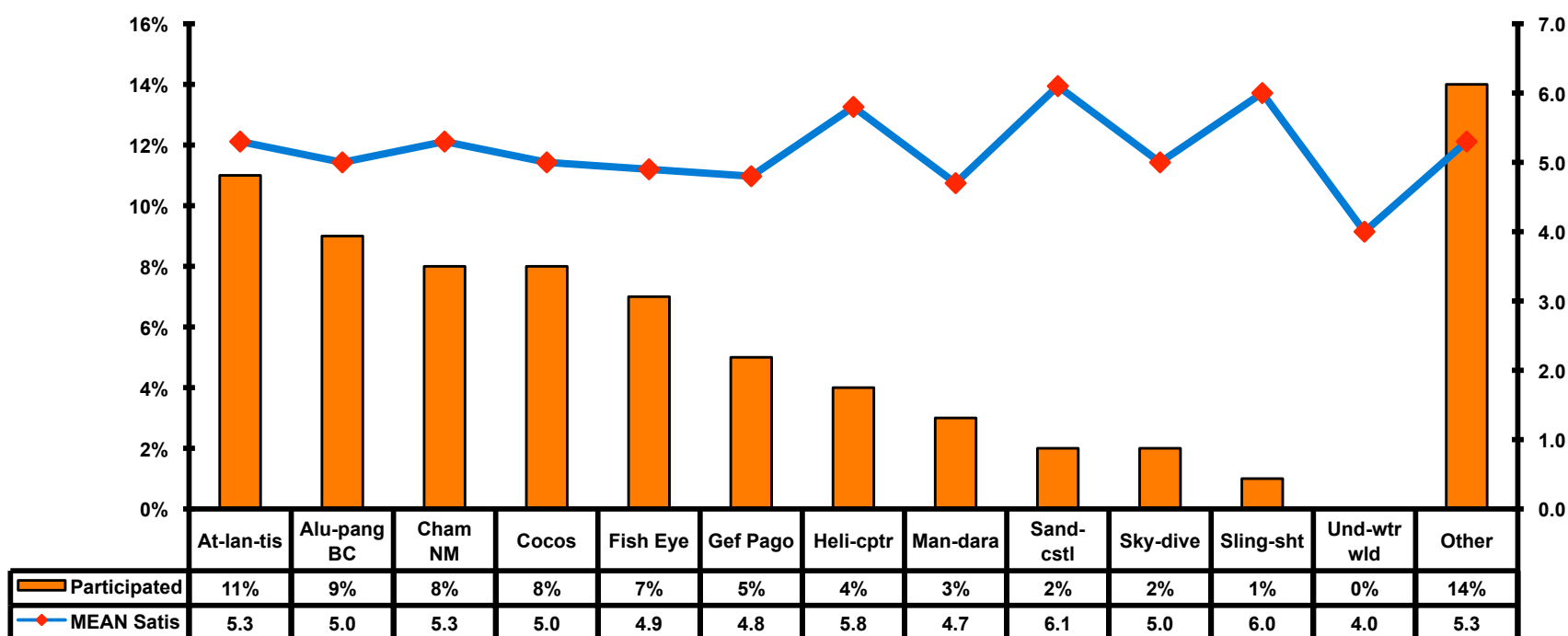
Optional Tour Participation

- Average number of tours participated in is 1.2



Optional Tours

Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = 38%	Score of 6 to 7 = 30%
Score of 4 to 5 = 52%	Score of 4 to 5 = 56%
Score 1 to 3 = 10%	Score 1 to 3 = 14%
MEAN = 4.9	MEAN = 4.7

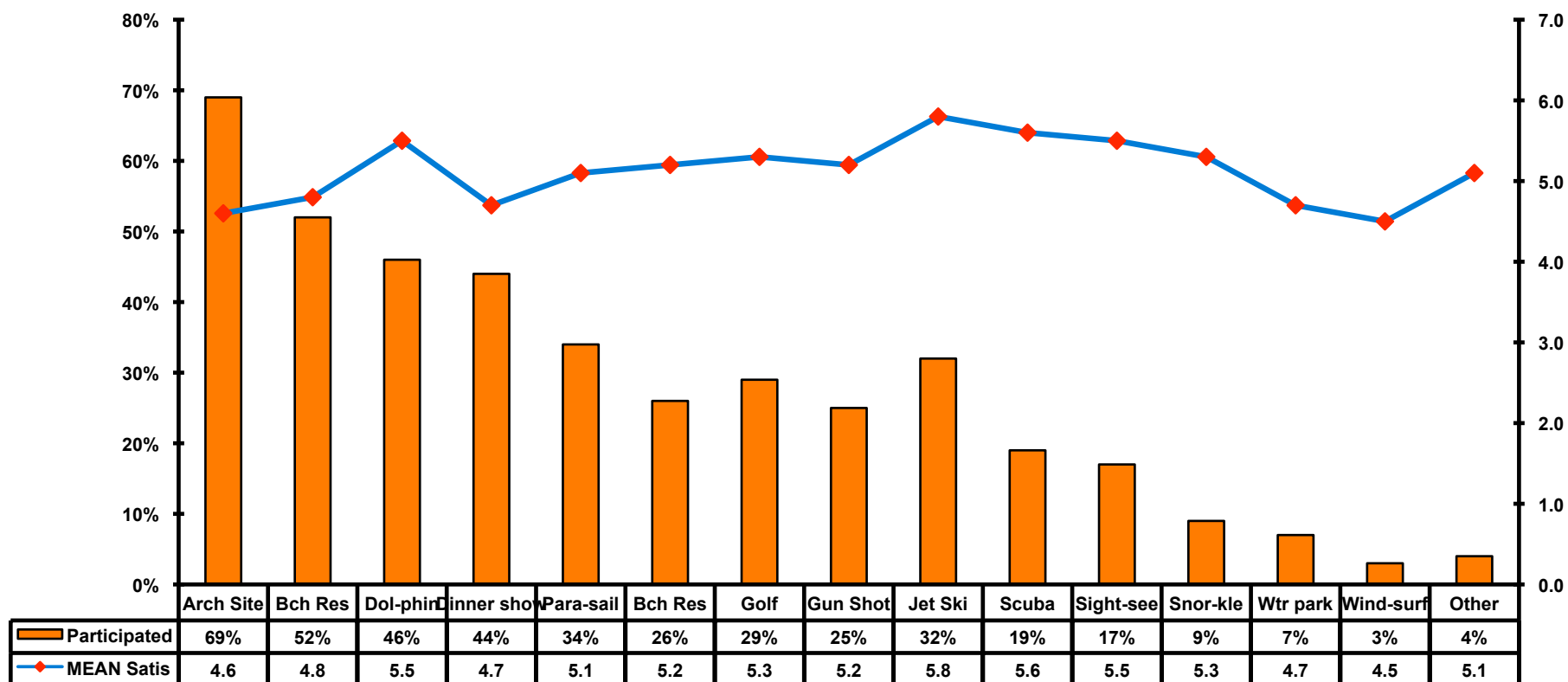
Night Tours Satisfaction

7pt Rating Scale

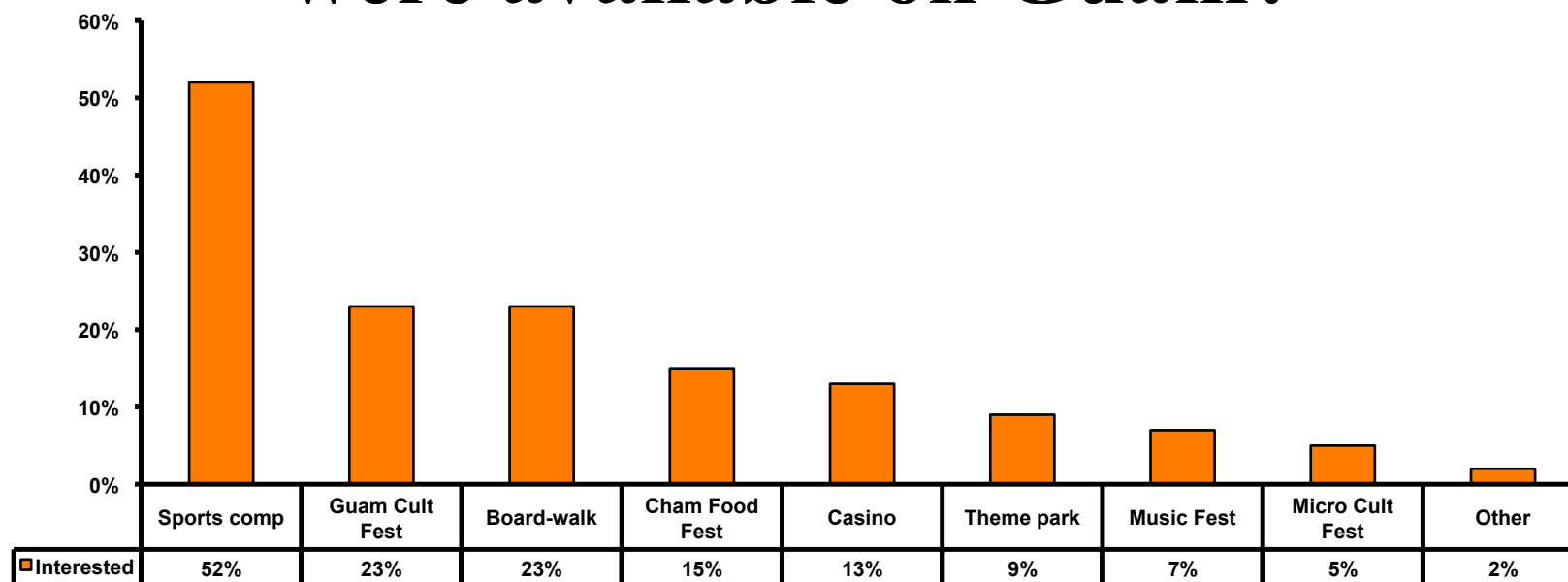
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 20%	Score of 6 to 7 = 20%
Score of 4 to 5 = 61%	Score of 4 to 5 = 56%
Score 1 to 3 = 19%	Score 1 to 3 = 24%
MEAN = 4.3	MEAN = 4.2

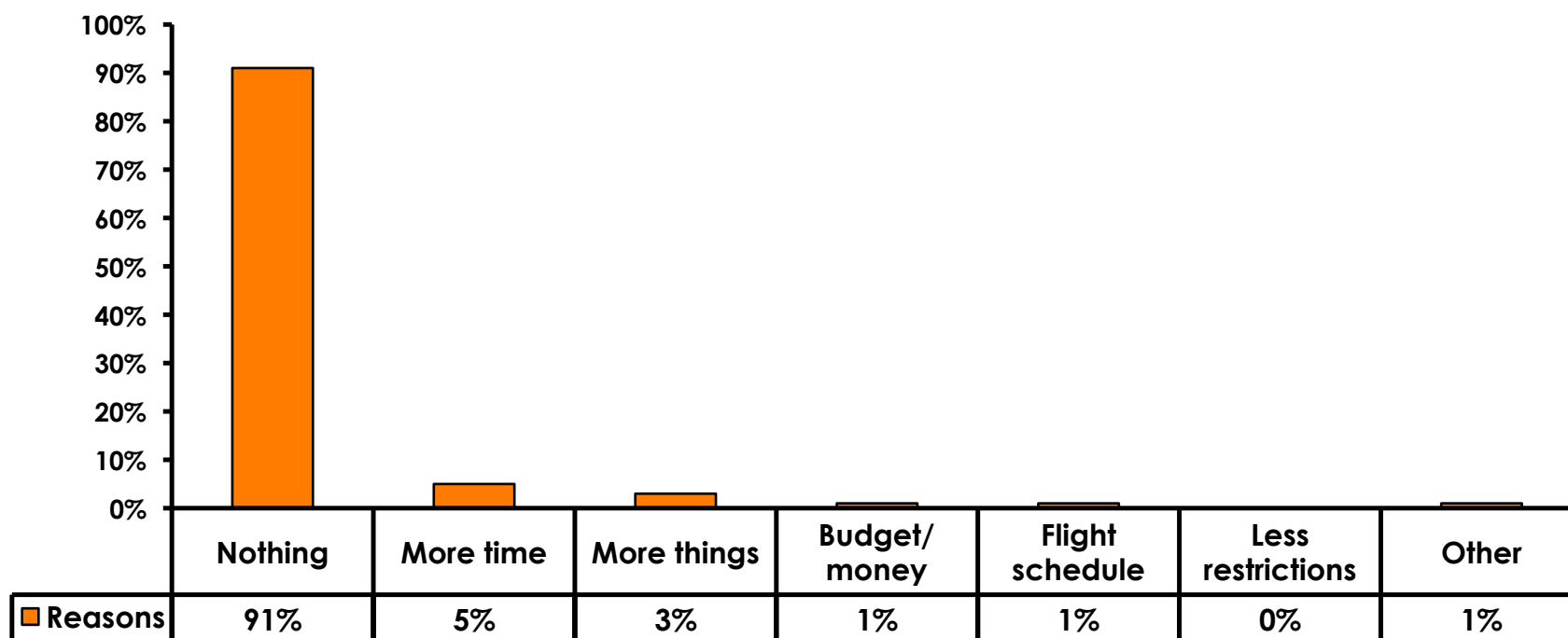
Satisfaction with Other Activities



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



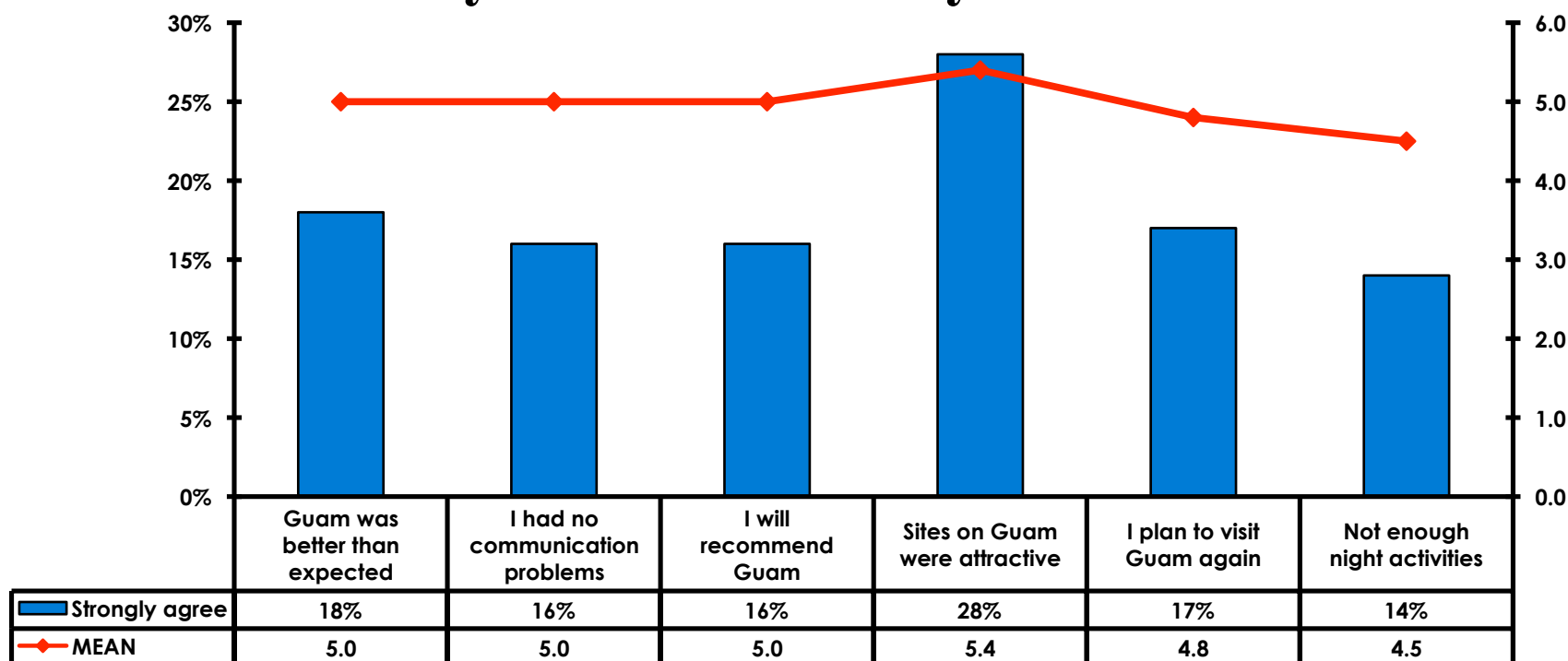
What would it take to make you want to stay an extra day on Guam?



On-Island Perceptions

7pt Rating Scale

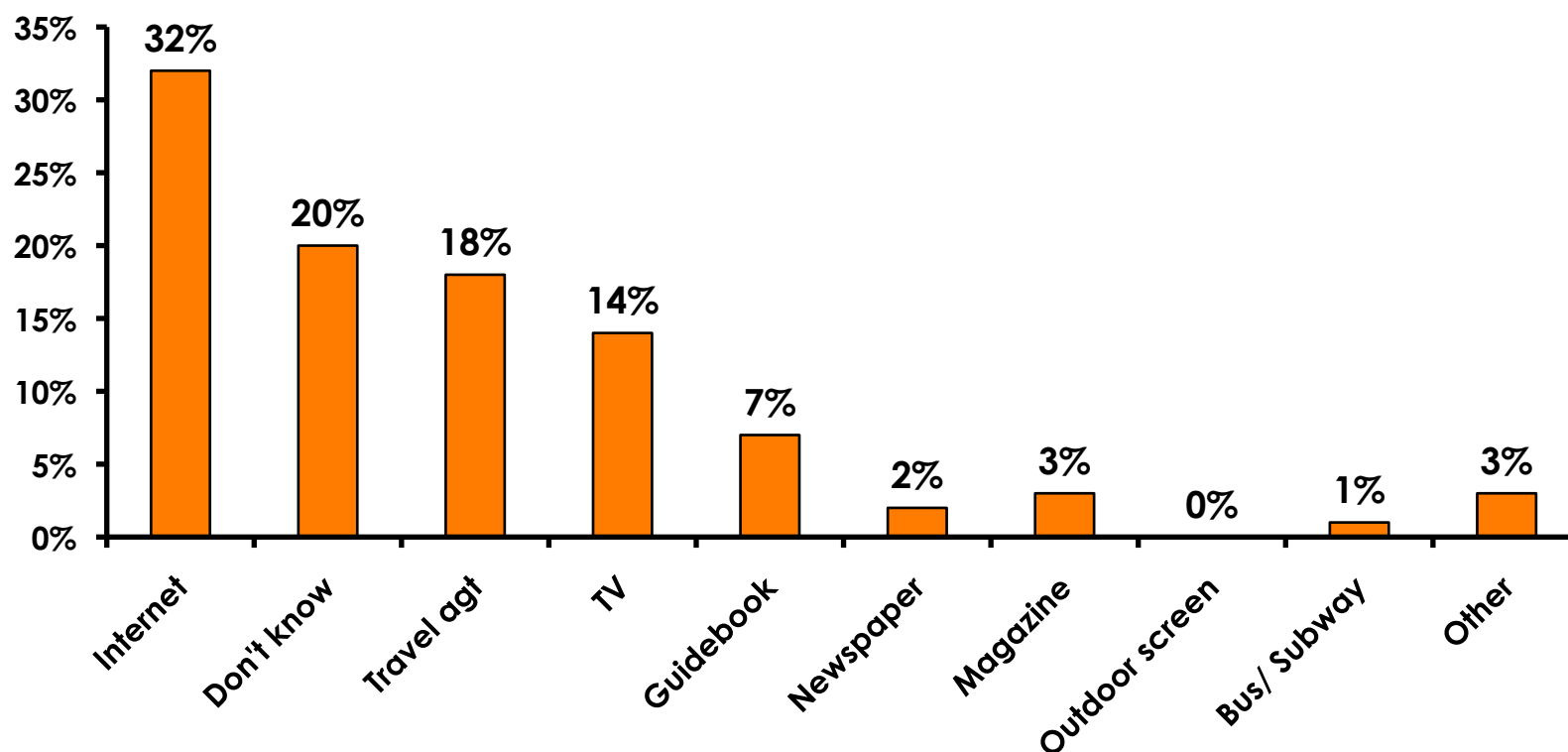
7=Very Satisfied/ 1=Very Dissatisfied



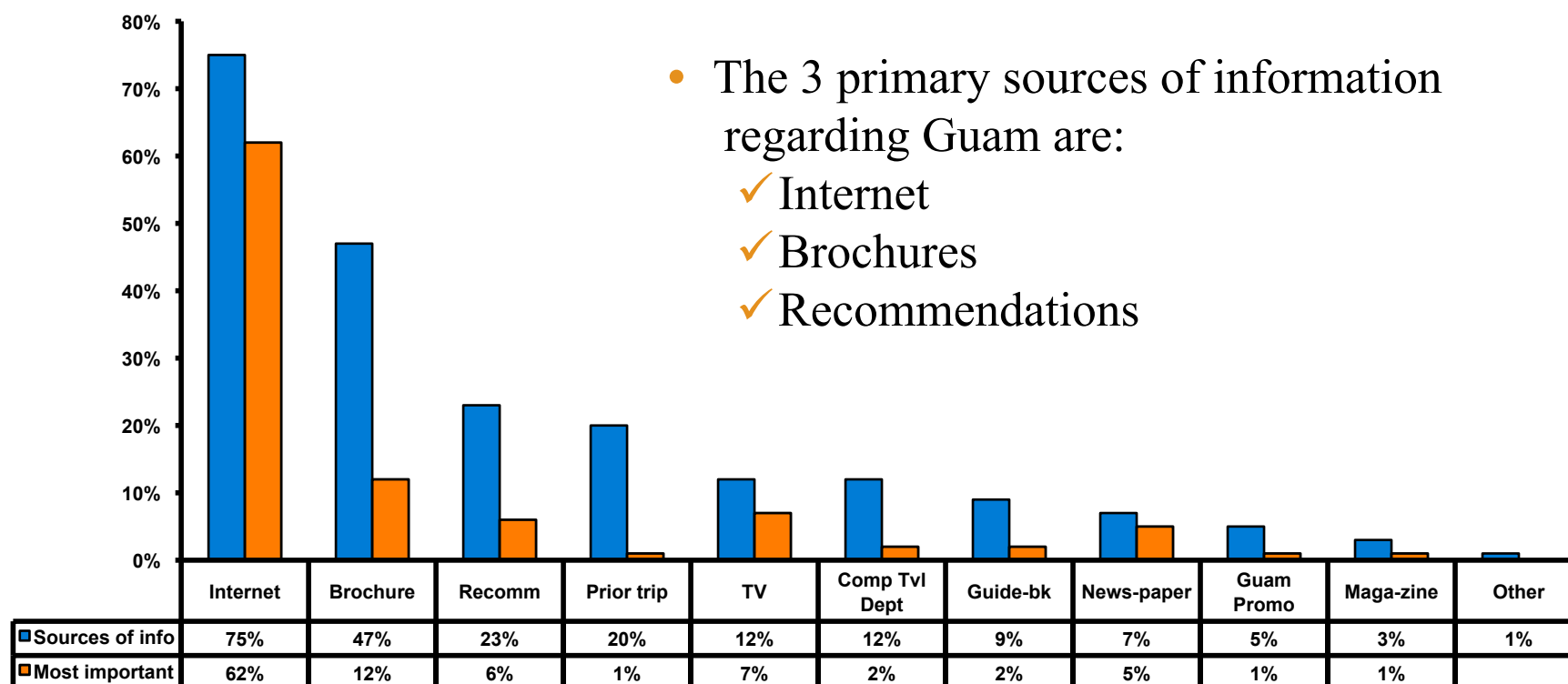
SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

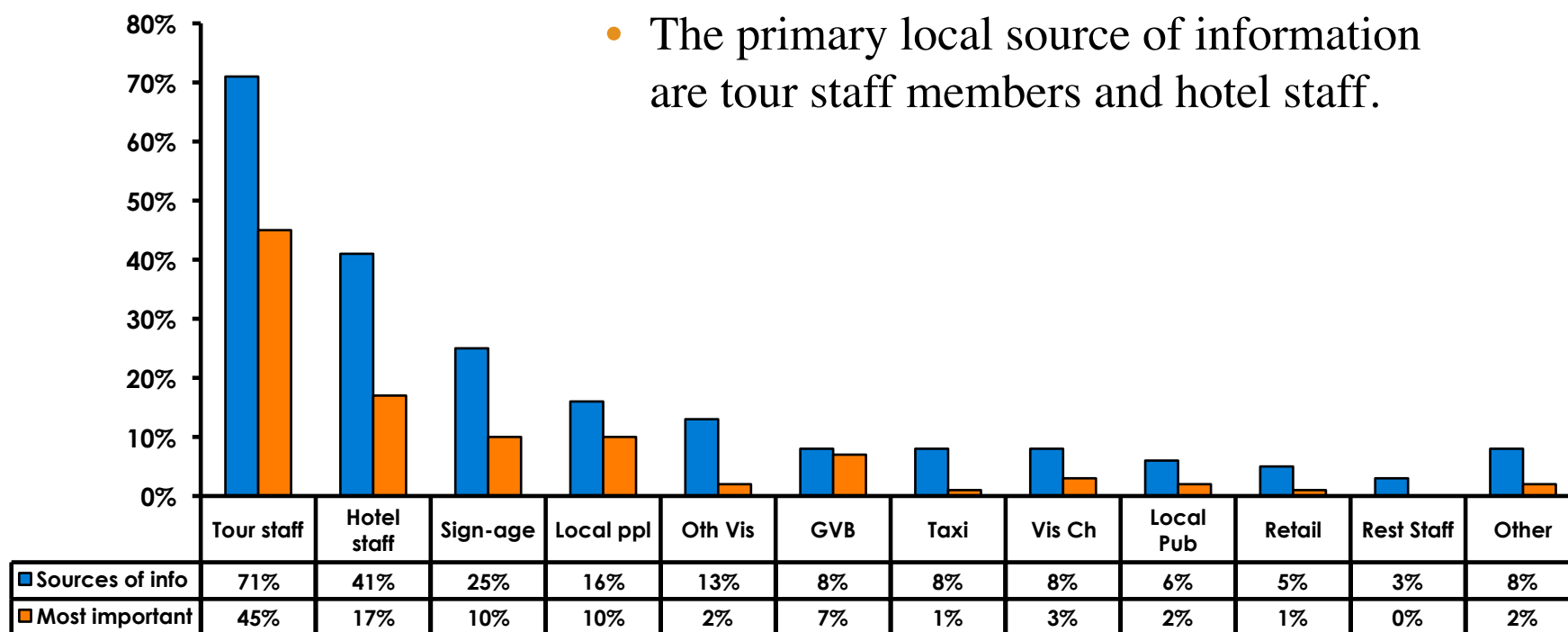


Sources of Information Pre-arrival



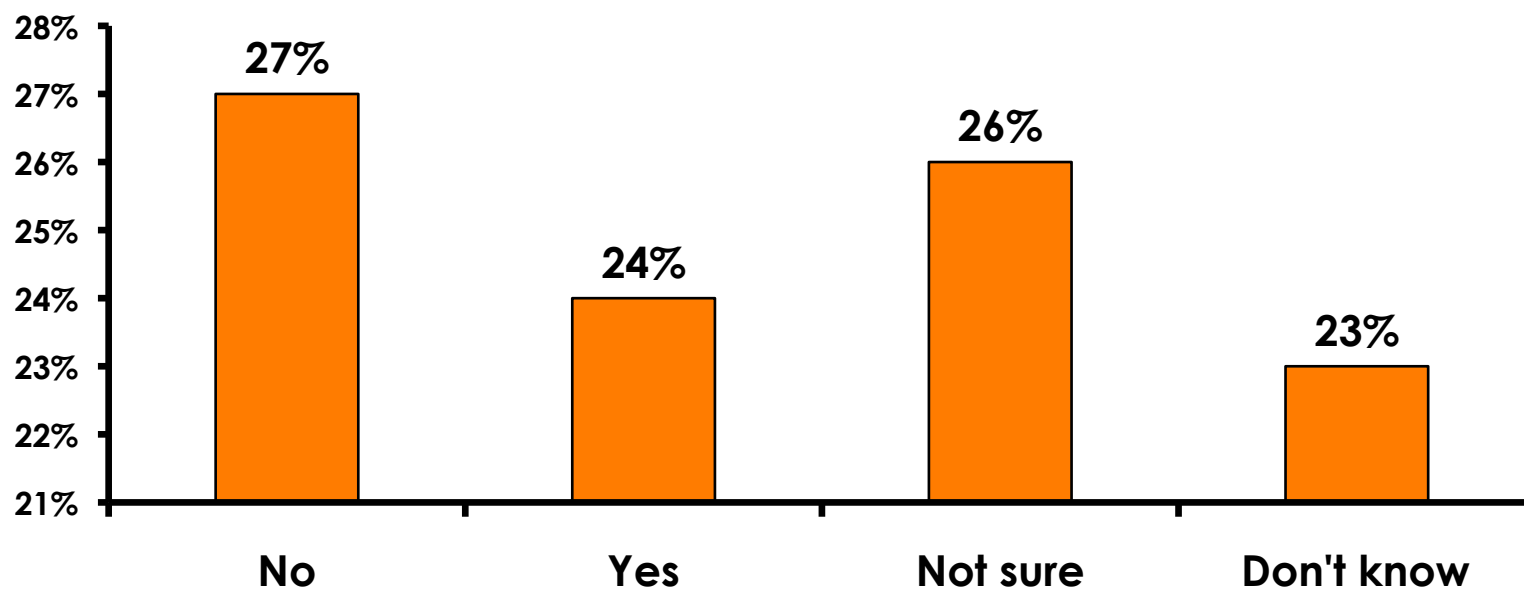
Sources of Information Post-arrival

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



SECTION 6 **OTHER ISSUES**

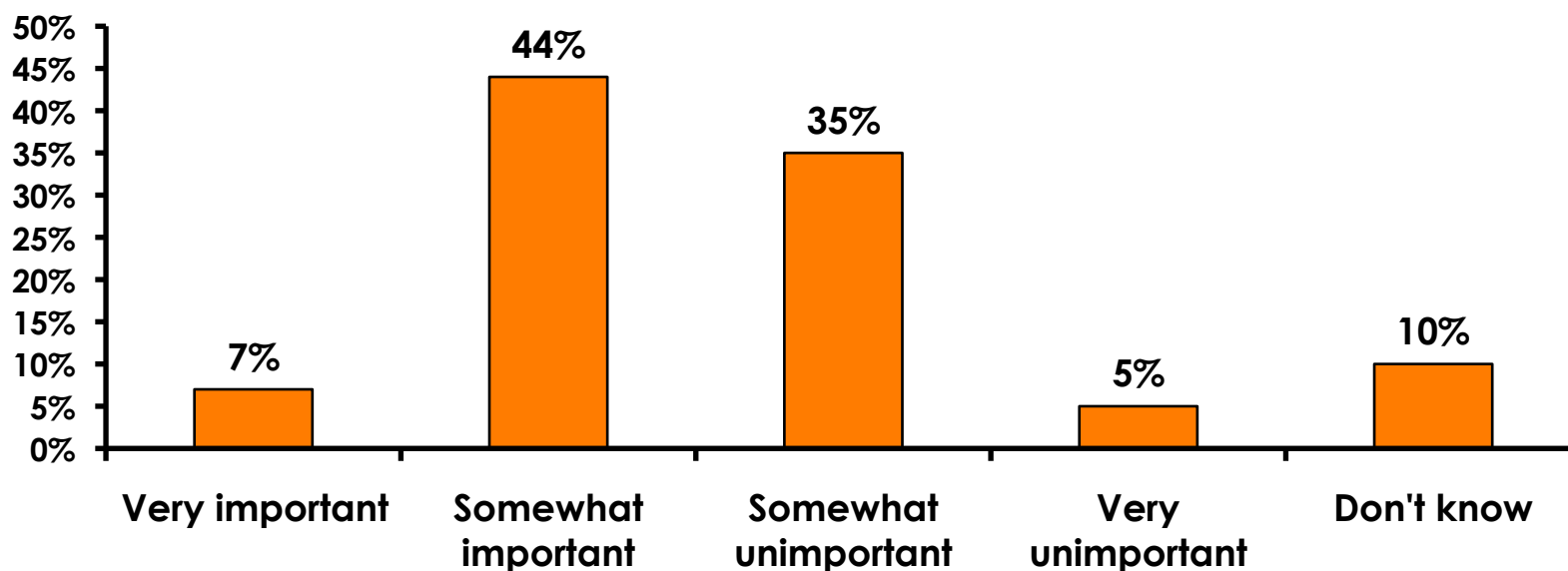
Good time to spend money on travel outside of Korea - Overall



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	22%	32%	27%	23%	27%	33%	26%	31%	24%	25%
	Yes	22%	23%	24%	26%	20%	28%	22%	24%	27%	8%
	Not sure	22%	17%	27%	30%	40%	17%	24%	24%	30%	42%
	Do not know	33%	28%	23%	21%	13%	22%	28%	21%	19%	25%
Total	Count	9	60	181	84	15	18	116	87	104	12

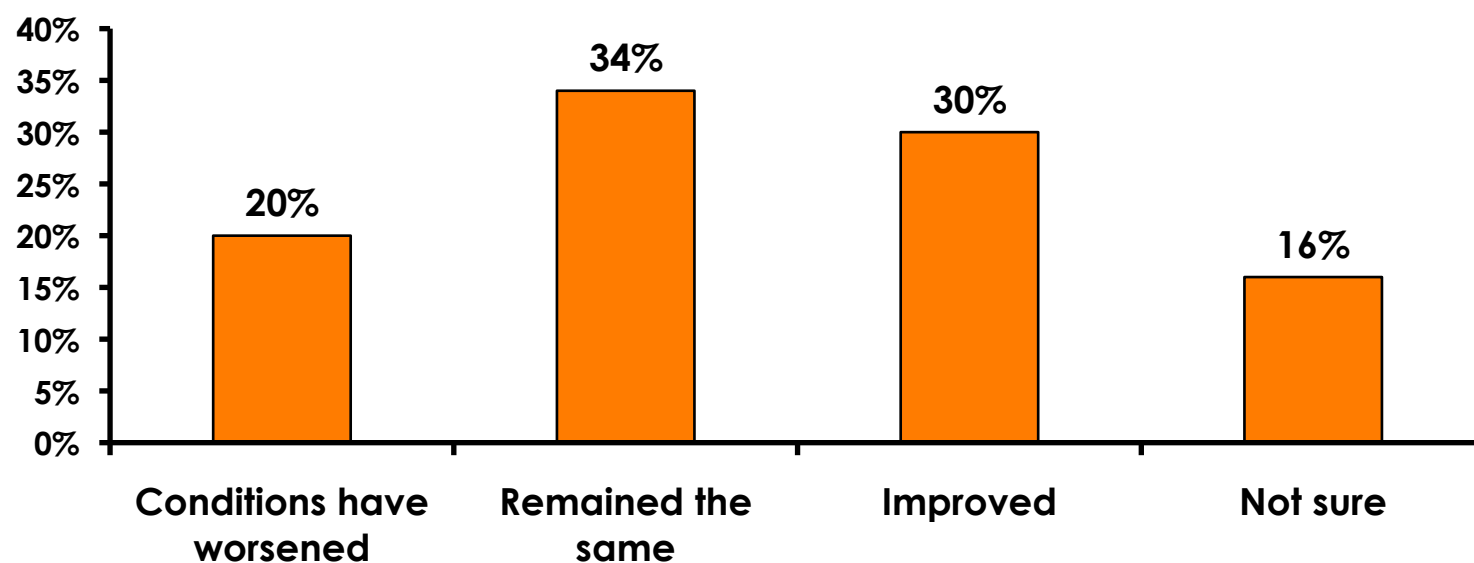
The importance of the state of the Korean economy in decision to travel outside of Korea - Overall



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%	7%	7%		4%	5%	6%	8%
	Somewhat unimportant	33%	34%	38%	33%	13%	6%	35%	32%	44%	33%
	Somewhat important	44%	36%	45%	45%	47%	67%	44%	54%	32%	25%
	Very important		14%	4%	7%	13%		7%	3%	12%	
	Don't know	22%	12%	9%	7%	20%	28%	9%	6%	7%	33%
Total	Count	9	59	182	84	15	18	117	87	103	12

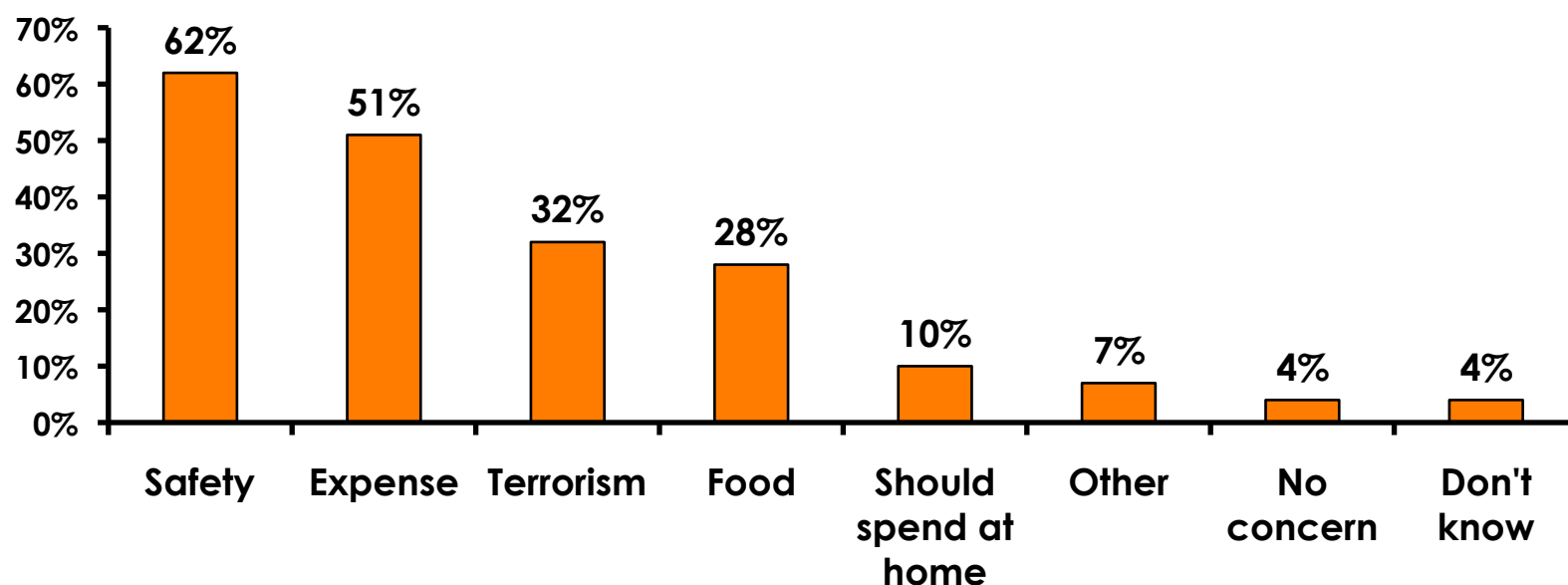
Rating Korean Economy Compared to 12 months ago



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	22%	23%	16%	24%	27%	28%	20%	25%	13%	42%
	Conditions have remained the same	11%	35%	36%	36%	20%	11%	38%	39%	30%	33%
	Conditions have improved	11%	20%	33%	30%	40%	44%	23%	21%	47%	
	Do not know	56%	22%	15%	11%	13%	17%	20%	15%	11%	25%
Total	Count	9	60	182	84	15	18	117	87	104	12

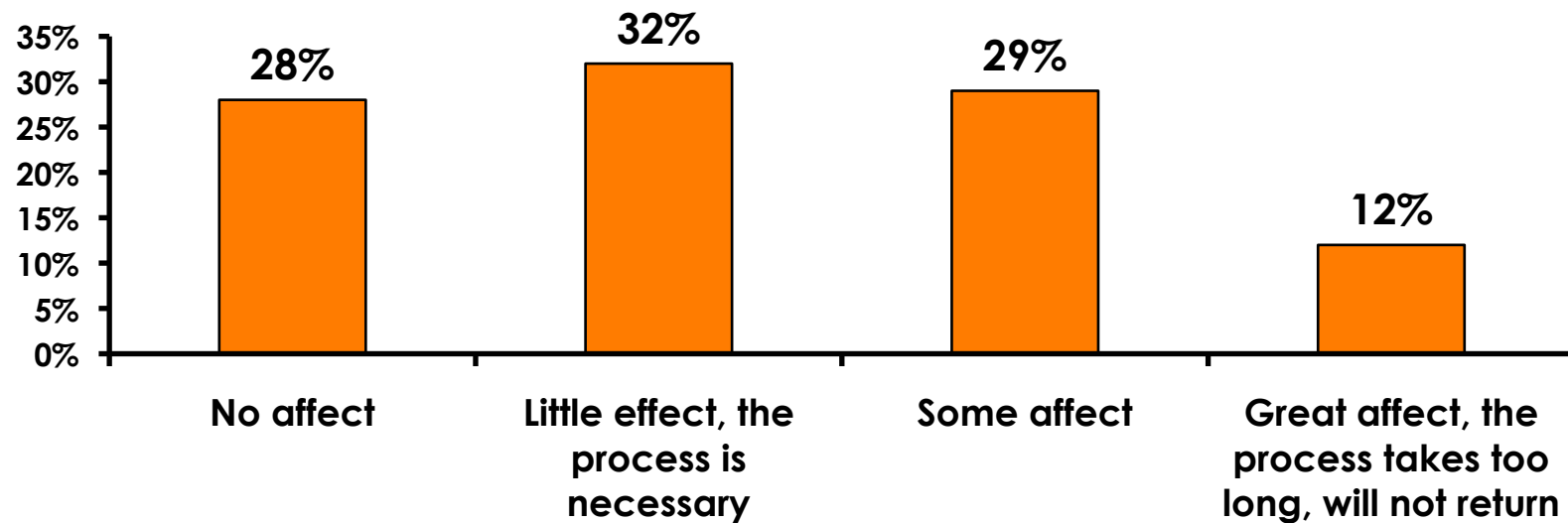
Concerns about travel outside of Korea - Overall



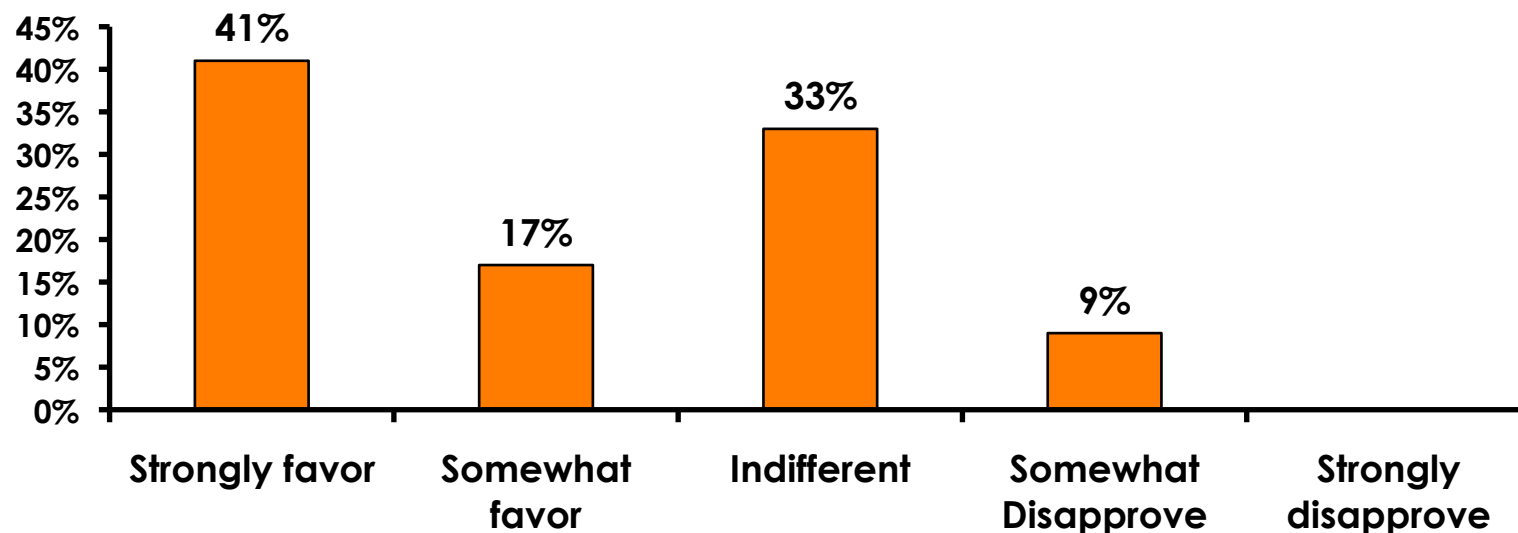
Concerns about travel outside of Korea - By Age & Income

		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	33%	58%	65%	65%	40%	39%	62%	68%	65%	33%
	Expense	33%	45%	54%	54%	20%	56%	51%	49%	50%	50%
	Terrorism	11%	38%	34%	25%	33%	17%	32%	34%	35%	8%
	Food	44%	18%	31%	26%	33%	22%	32%	26%	24%	42%
	Spending money abroad when it should be spent at home		12%	11%	7%	13%	11%	10%	9%	10%	
	Other		5%	7%	10%		11%	6%	7%	7%	8%
	No concerns	11%	5%	4%	2%	7%		3%	3%	5%	8%
	Do not know	11%	3%	3%	2%	20%	11%	4%		4%	17%
Total	Cases	9	60	182	84	15	18	117	87	104	12

Security Screening/ Immigration Process at Guam International Airport



Increase Drinking Age to 21



Increase Drinking Age to 21 by Gender & Age

		AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.28	Strongly Favor		24%	43%	52%	50%	45%	37%
	Somewhat favor	22%	17%	16%	17%	29%	13%	20%
	Indifferent	67%	46%	32%	27%	21%	34%	33%
	Somewhat disapprove	11%	14%	9%	5%		8%	9%
Total	Count	9	59	179	83	14	173	171

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) – **11%**
- Neutral (Score 4-5) – **41%**
- Disagree (Score 1-3) – **48%**

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

