



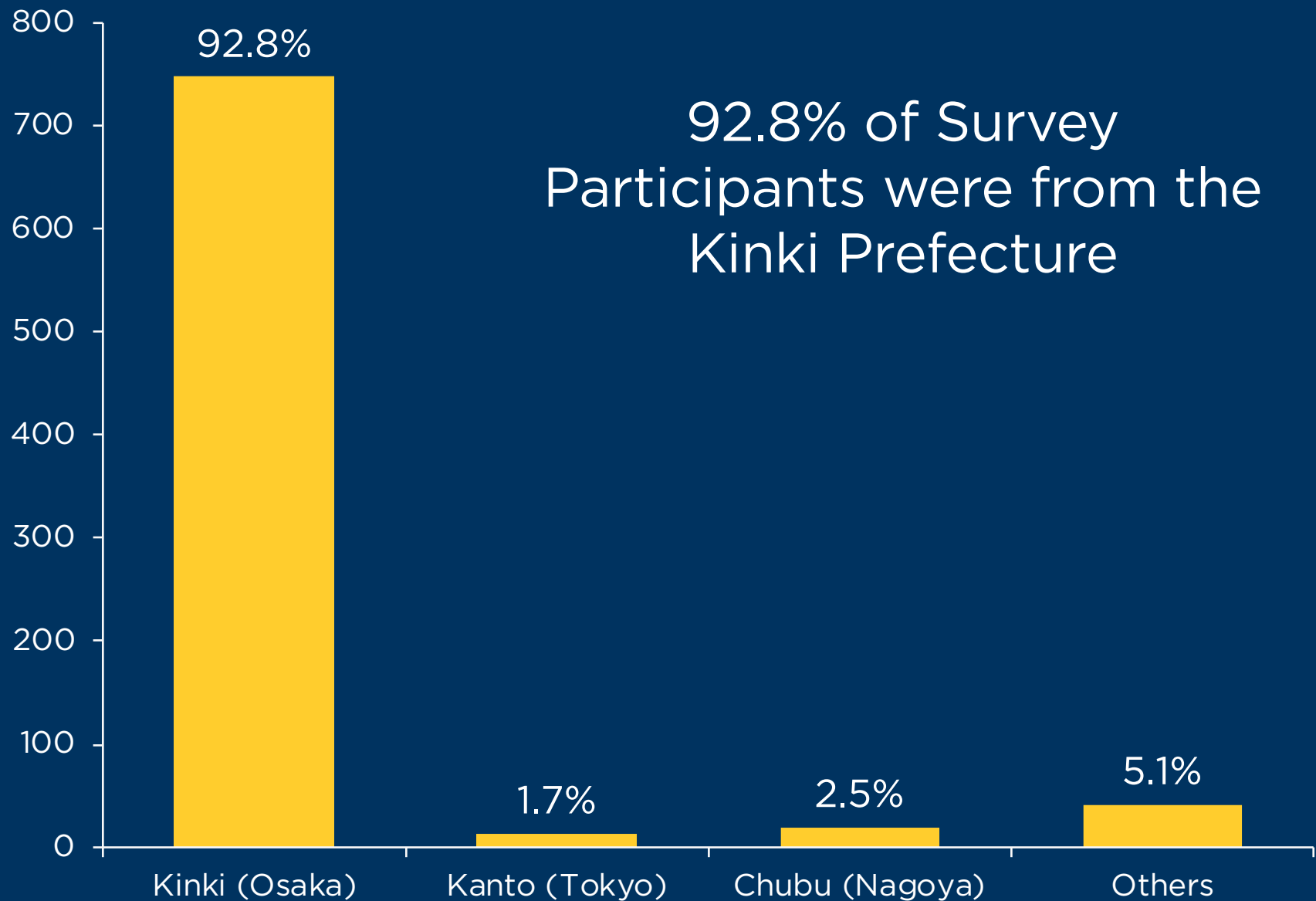
KANKU TABIHAKU 2019

KIX TRAVEL FAIR SURVEY RESULTS

BACKGROUND AND APPROACH

- TO PROVIDE FURTHER INSIGHT ON THE JAPANESE CONSUMERS PARTICIPATING IN THE 2019 KIX TRAVEL FAIR, THE GUAM VISITORS BUREAU RESEARCH DEPARTMENT CONDUCTED SELF-ADMINISTERED SURVEYS THROUGHOUT THE TWO DAY EVENT.
- A TOTAL OF 824 JAPANESE CONSUMERS WERE RANDOMLY ASKED TO PARTICIPATE IN THE SURVEY, ADMINISTERED AT THE GUAM BOOTH.
- THE MARGIN OF ERROR FOR A SAMPLE OF 824 IS +/- 3 PERCENTAGE POINTS WITH A 95% CONFIDENCE LEVEL. THIS MEANS THAT WE CAN BE 95% CERTAIN THAT THEIR RESPONSES WOULD NOT DIFFER BY MORE THAN +/- 3 PERCENTAGE POINTS.

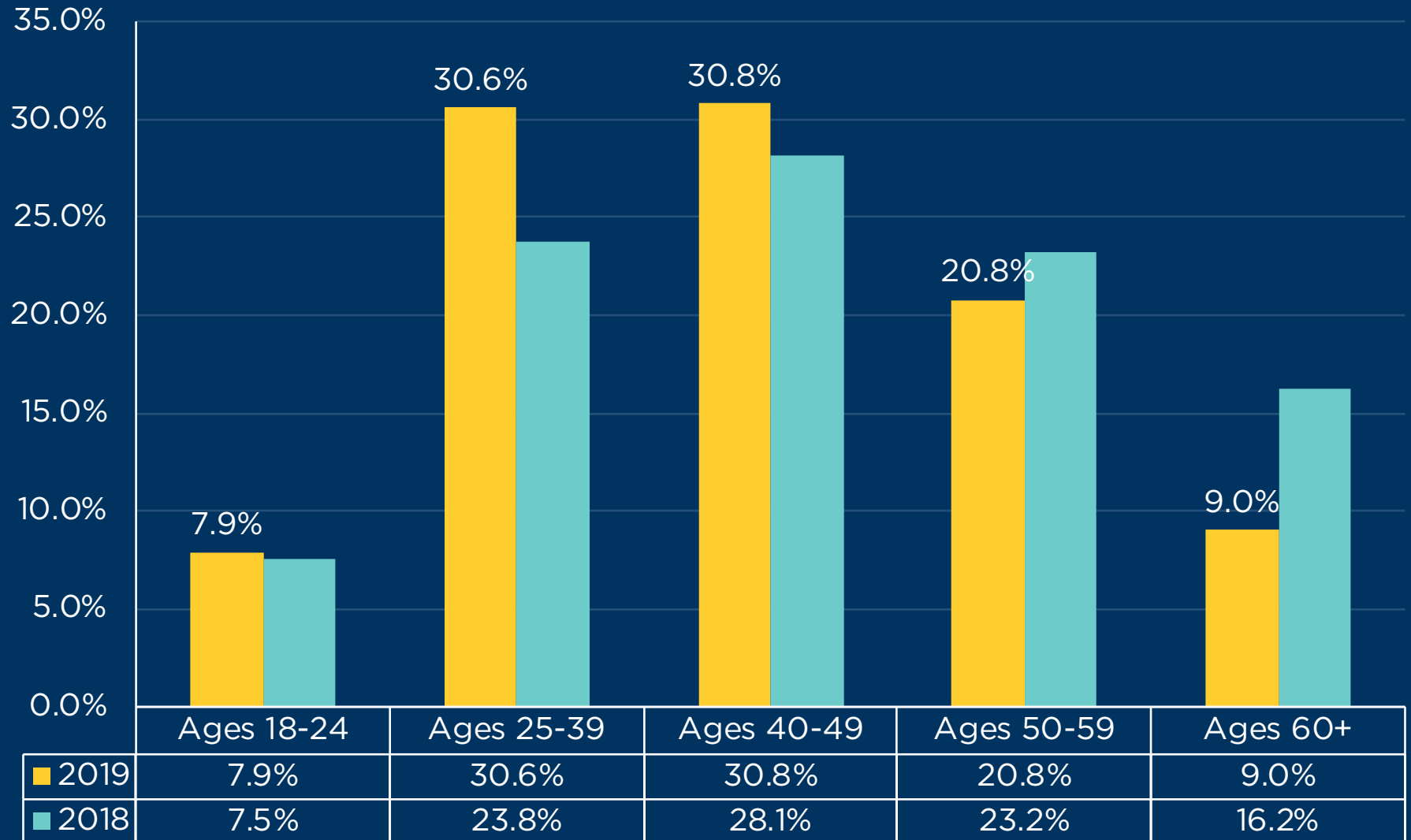
WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?



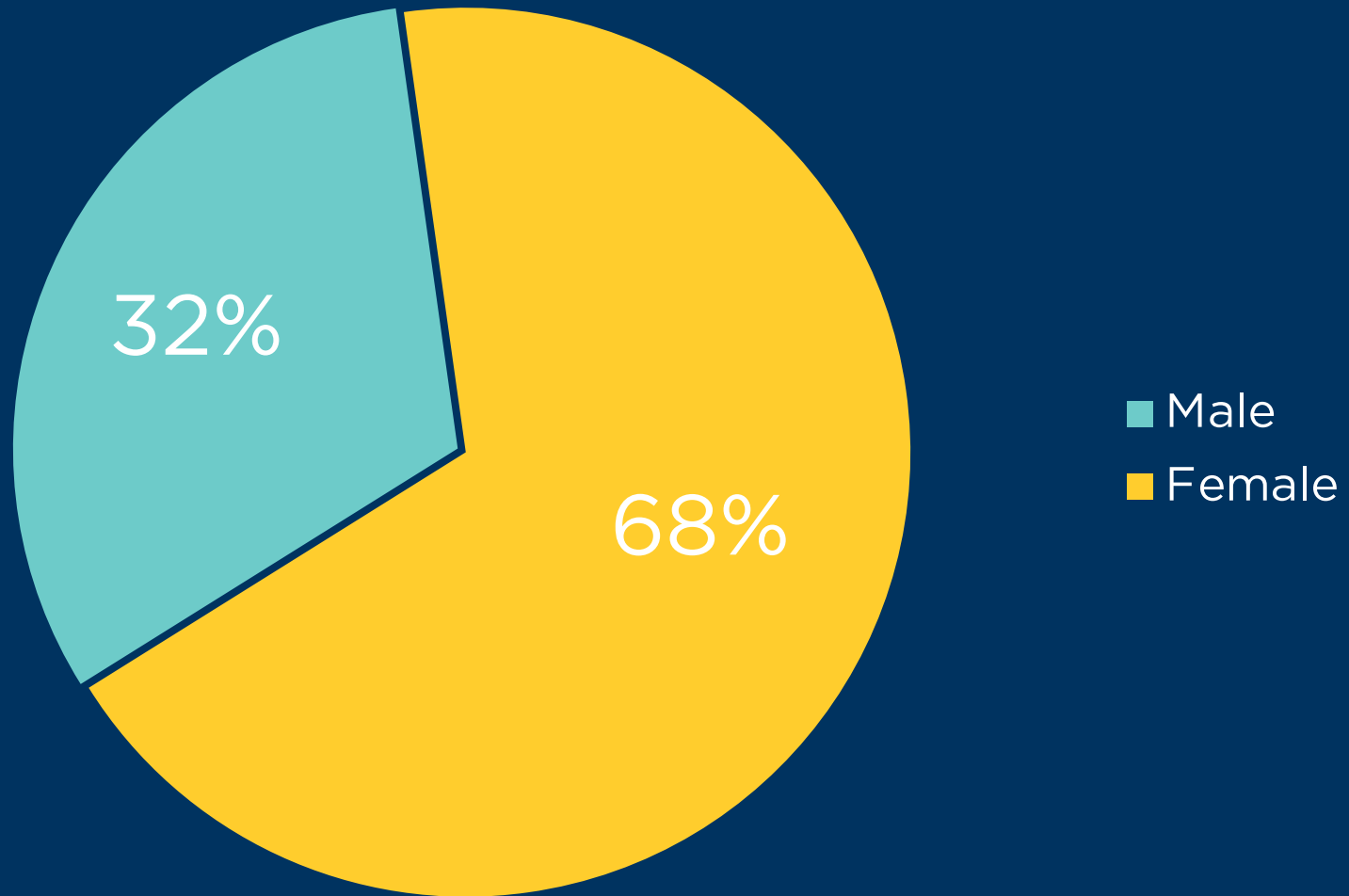
92.8% of Survey
Participants were from the
Kinki Prefecture

2018 KIX FAIR SURVEY RESULTS: AGE

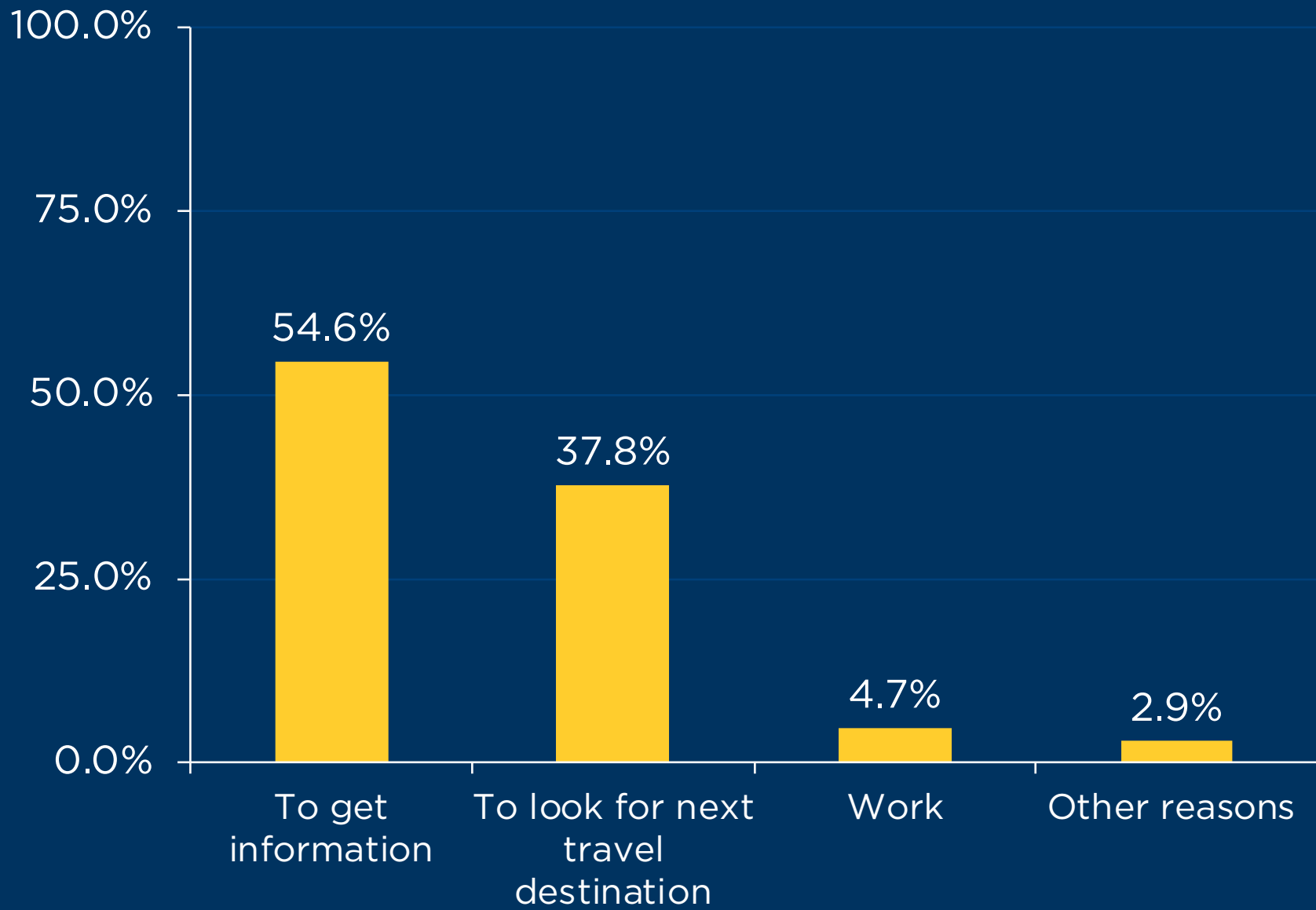
■ 2019 ■ 2018



2019 KIX FAIR SURVEY RESULTS: GENDER



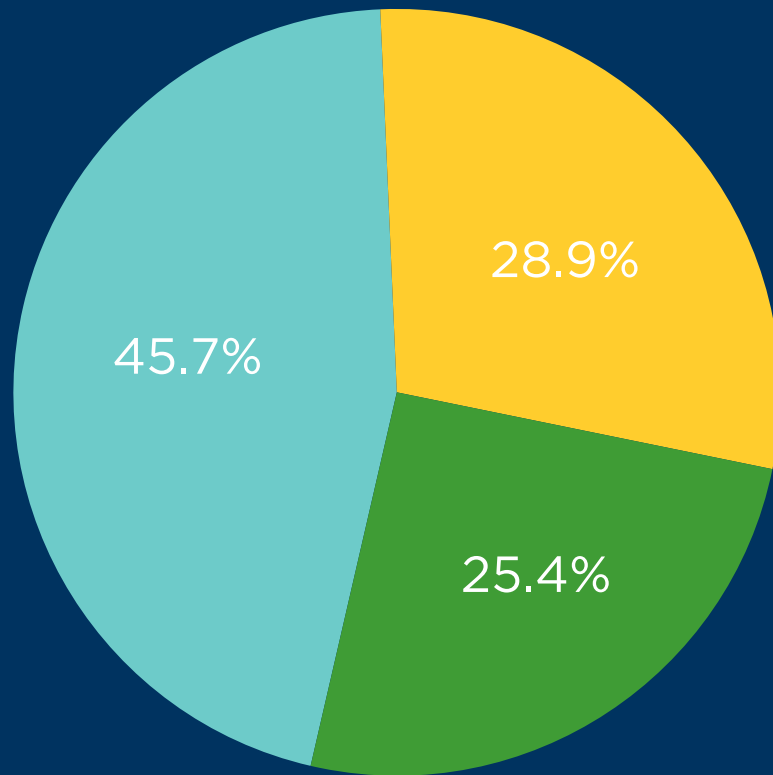
WHAT MOTIVATED YOU TO ATTEND THE KIX FAIR 2018?



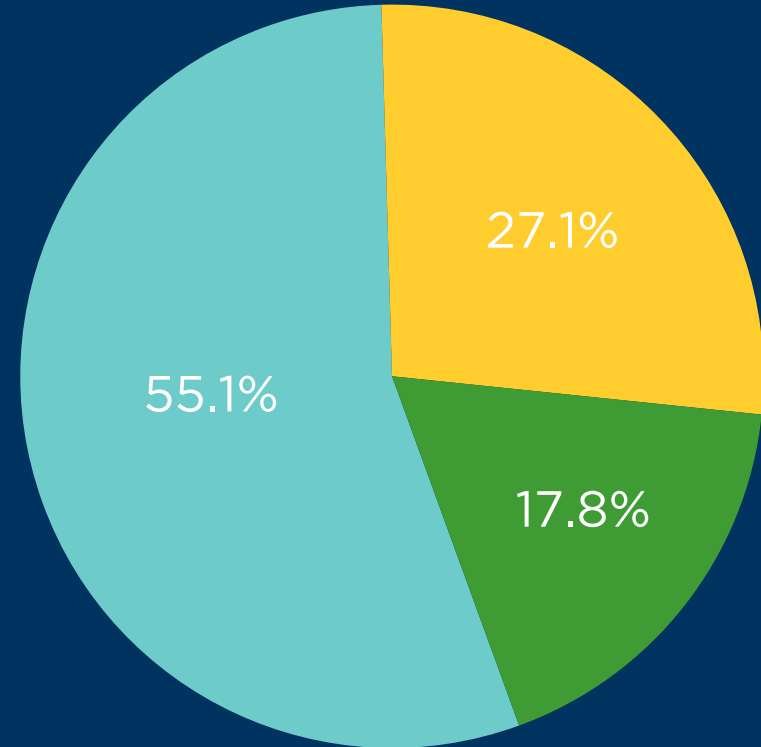
WHAT MEDIUMS DO YOU USE TO PLAN YOUR TRIP?

Online travel bookings continue to rise over the use of Traditional Travel agents and Direct Bookings with 55% of consumers using online travel websites for their travel planning.

2018



2019



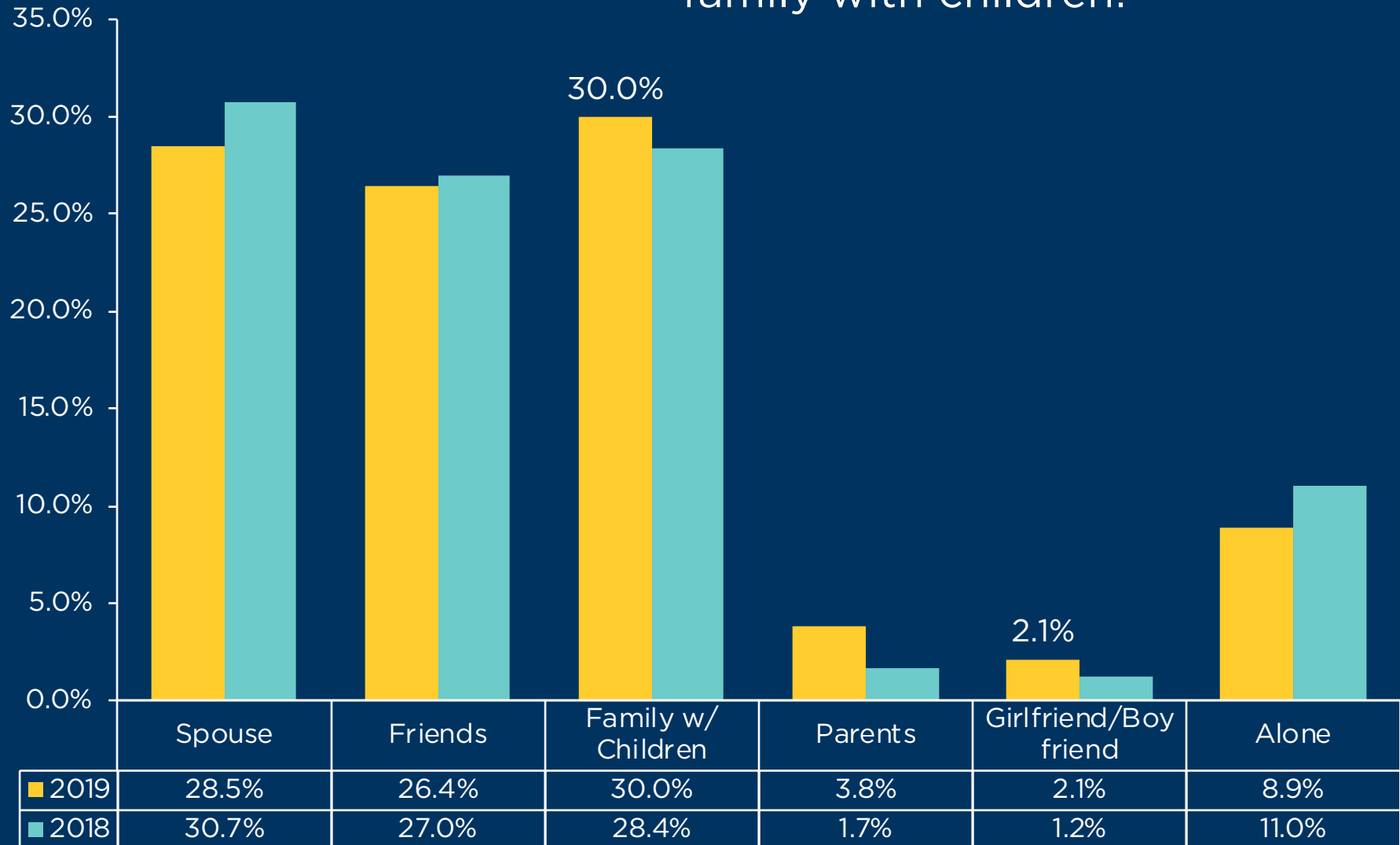
■ Travel Website

■ Traditional Travel Agent

■ Direct Booking

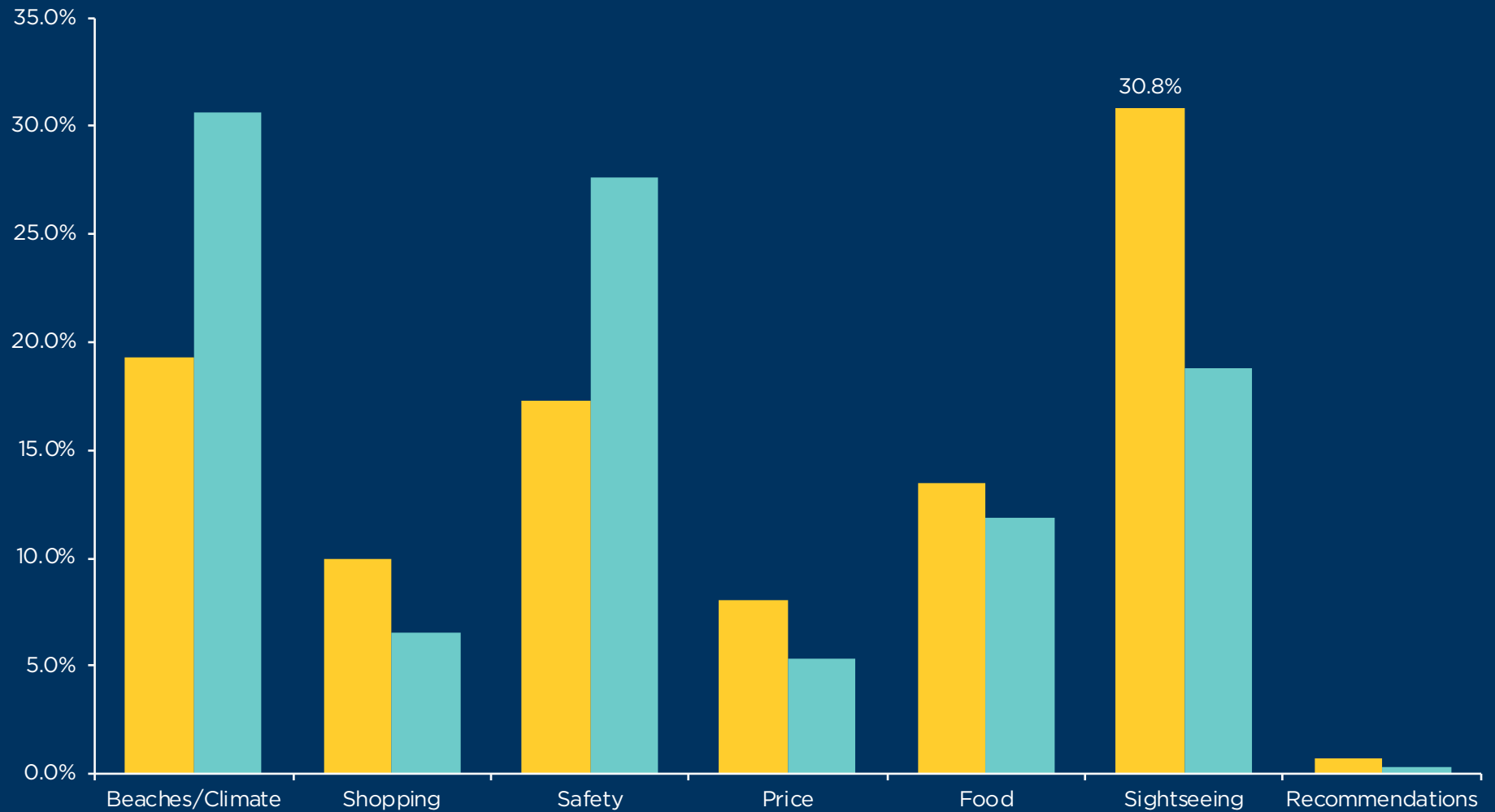
WHO DO YOU USUALLY TRAVEL WITH?

Majority of attendees primarily travel as a family with children!

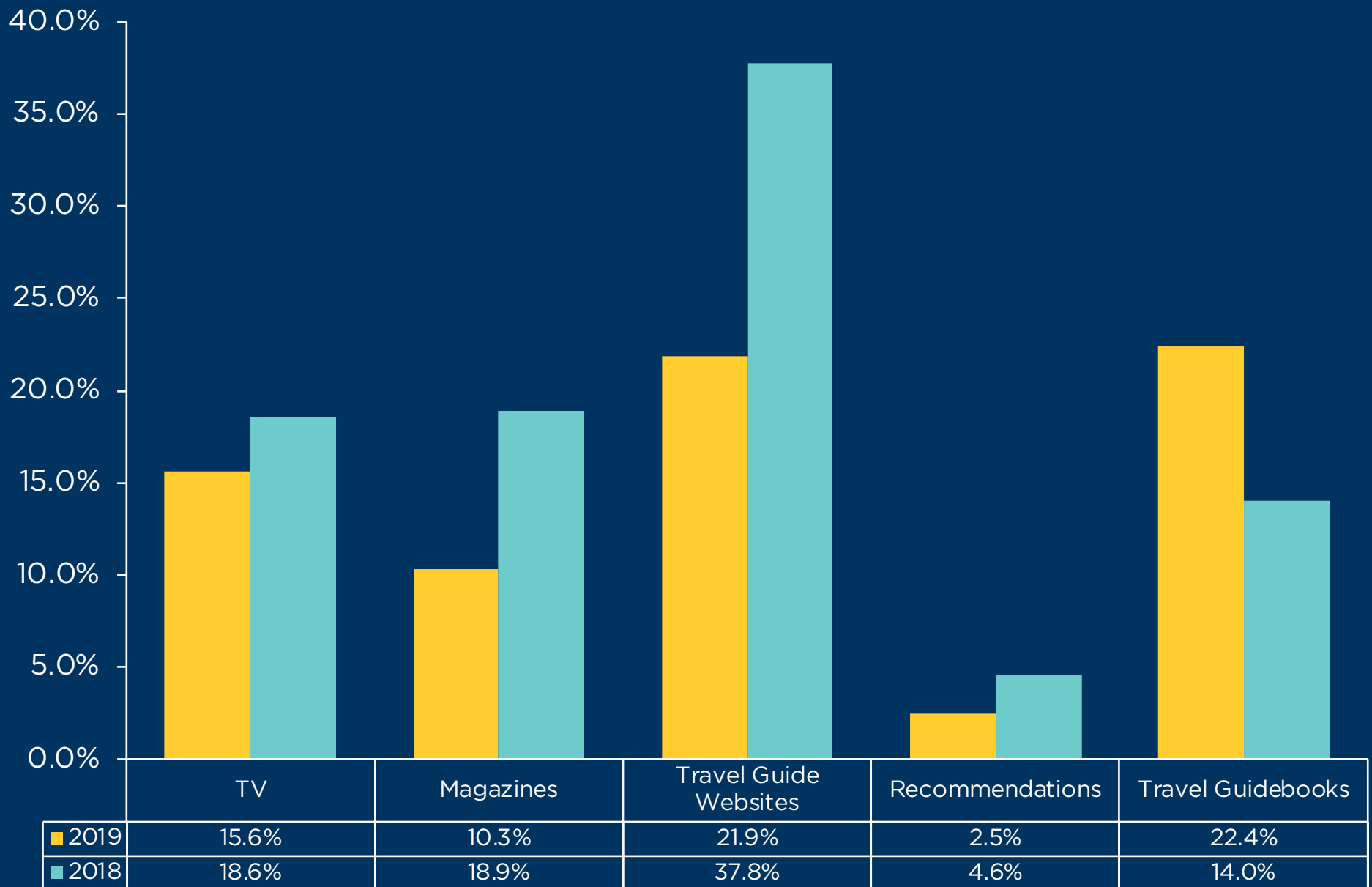


WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?

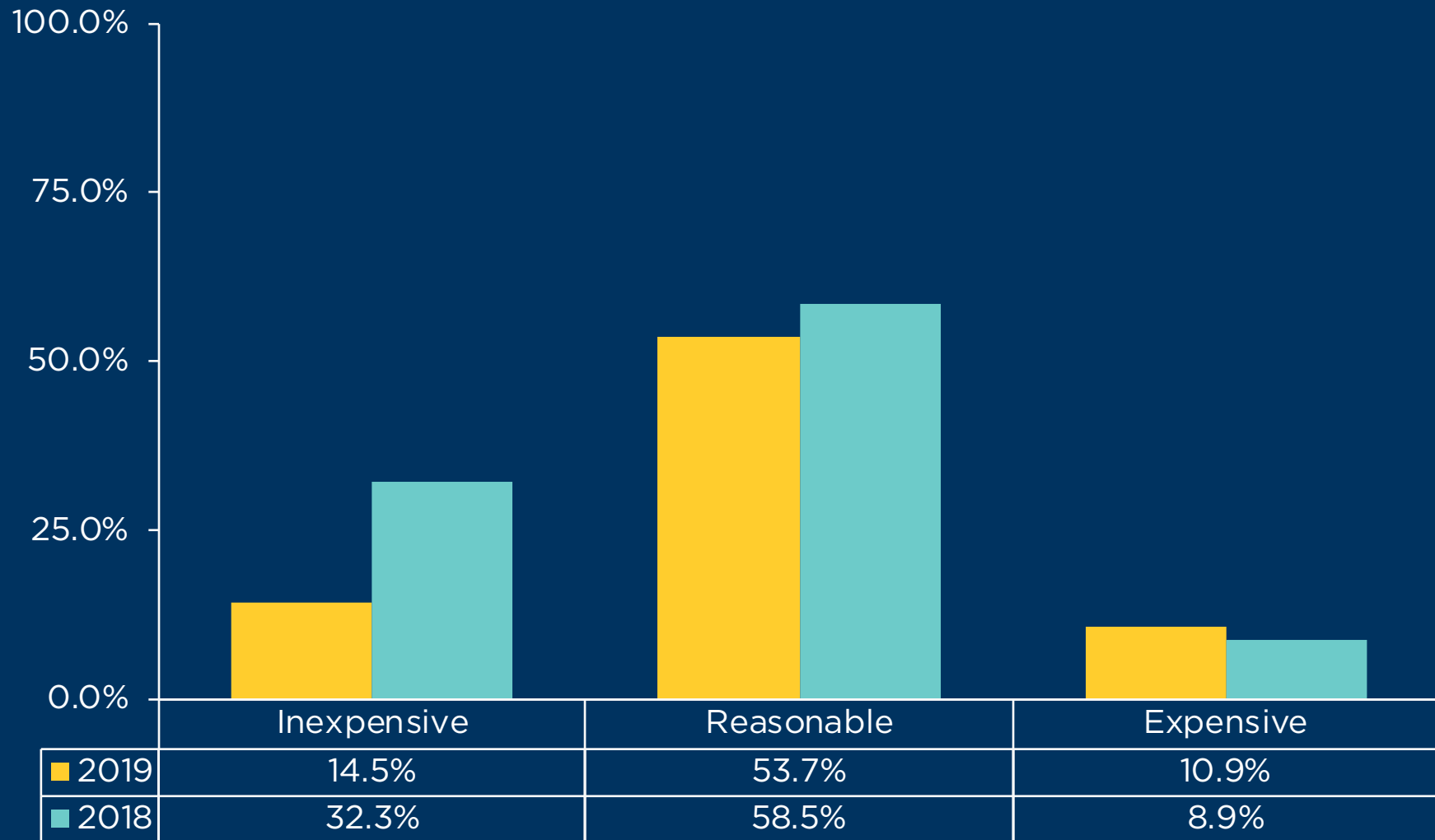
Sightseeing was the primary reasons for choosing a destination!



WHEN YOU PLAN YOUR TRAVEL, WHAT SOURCE OF INFORMATION DO YOU RELY ON THE MOST?

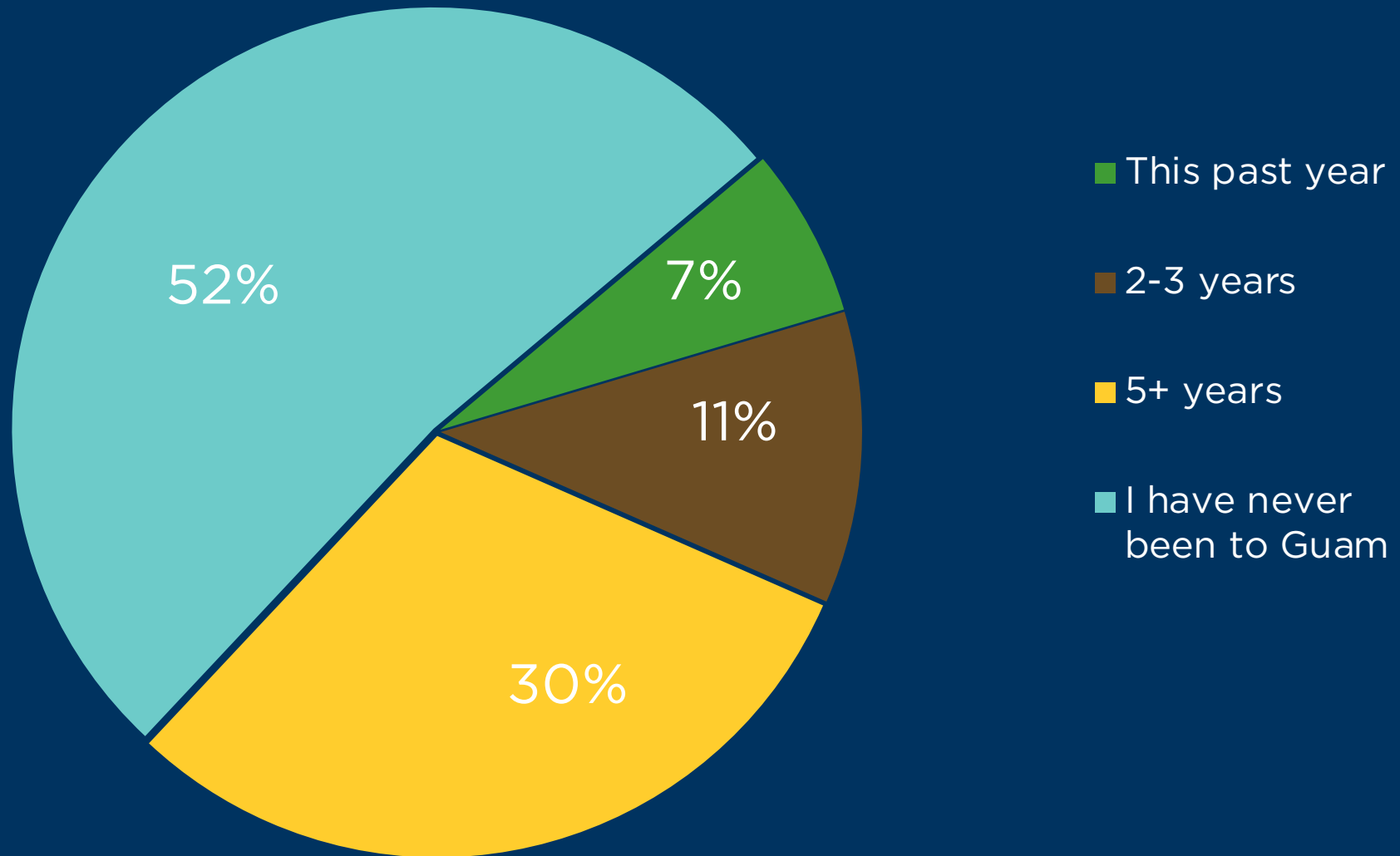


IN YOUR OPINION, THE OVERALL PRICE/COSTS TO TRAVEL TO GUAM IS...



Accordingly to consumers,
Guam is still a reasonably priced travel destination!

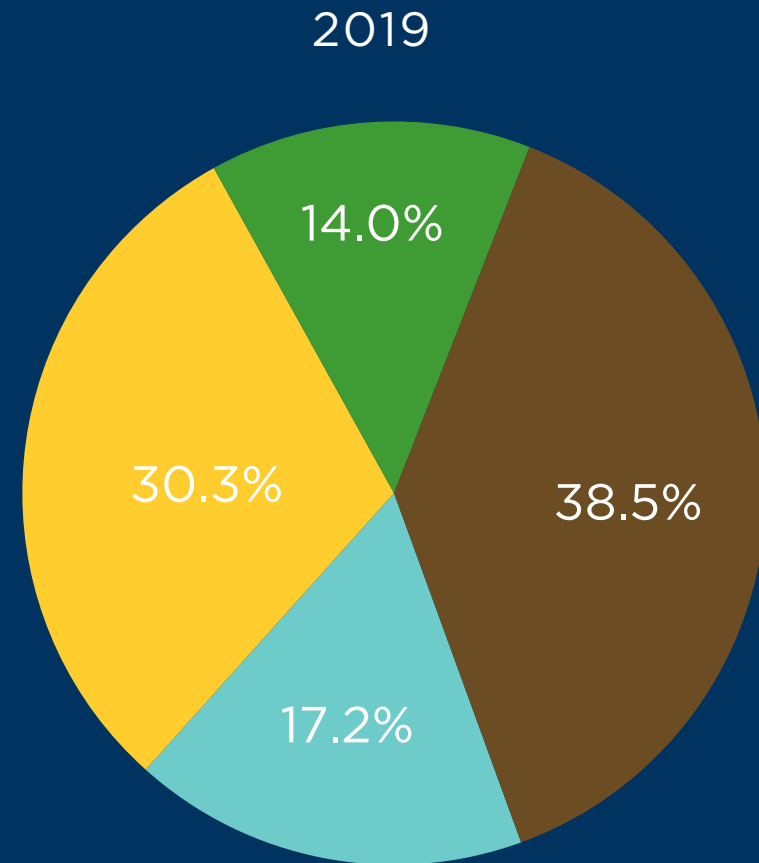
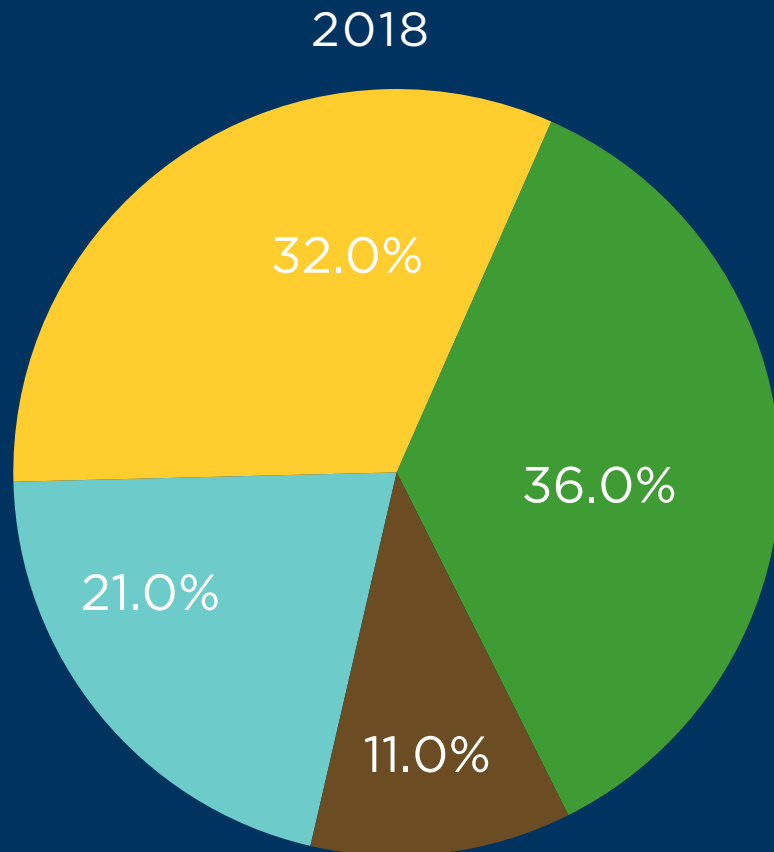
HOW RECENTLY HAVE YOU VISITED GUAM?



Over 50% of survey participants have never been to Guam.

WHEN DO YOU PLAN ON TRAVELING TO GUAM?

An increase of almost 28% of survey participants from 2018 stated that they do not plan on traveling to Guam!



■ This year ■ 2-3 years ■ 5+ years ■ I do not plan on traveling to Guam

SI YU'US MA'ASE!
