



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

APRIL 2010



Prepared by: QMark Research

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Background & Methodology

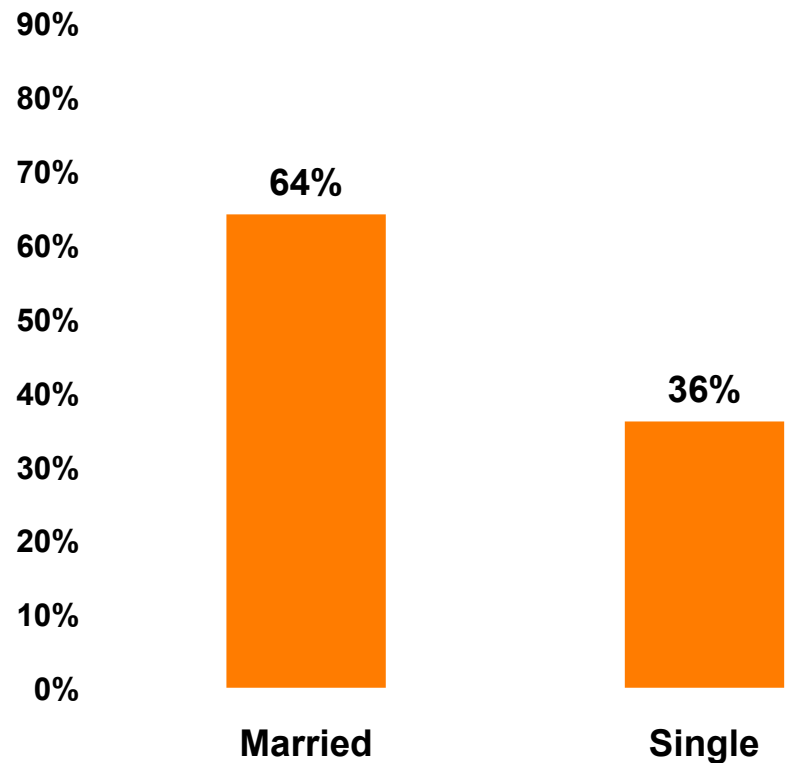
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **331** departing Japanese 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 **331** is +/- 5.4 percentage points with a 95% confidence level. That is, if all Japanese 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 +/- 5.4 percentage points.

Objectives

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

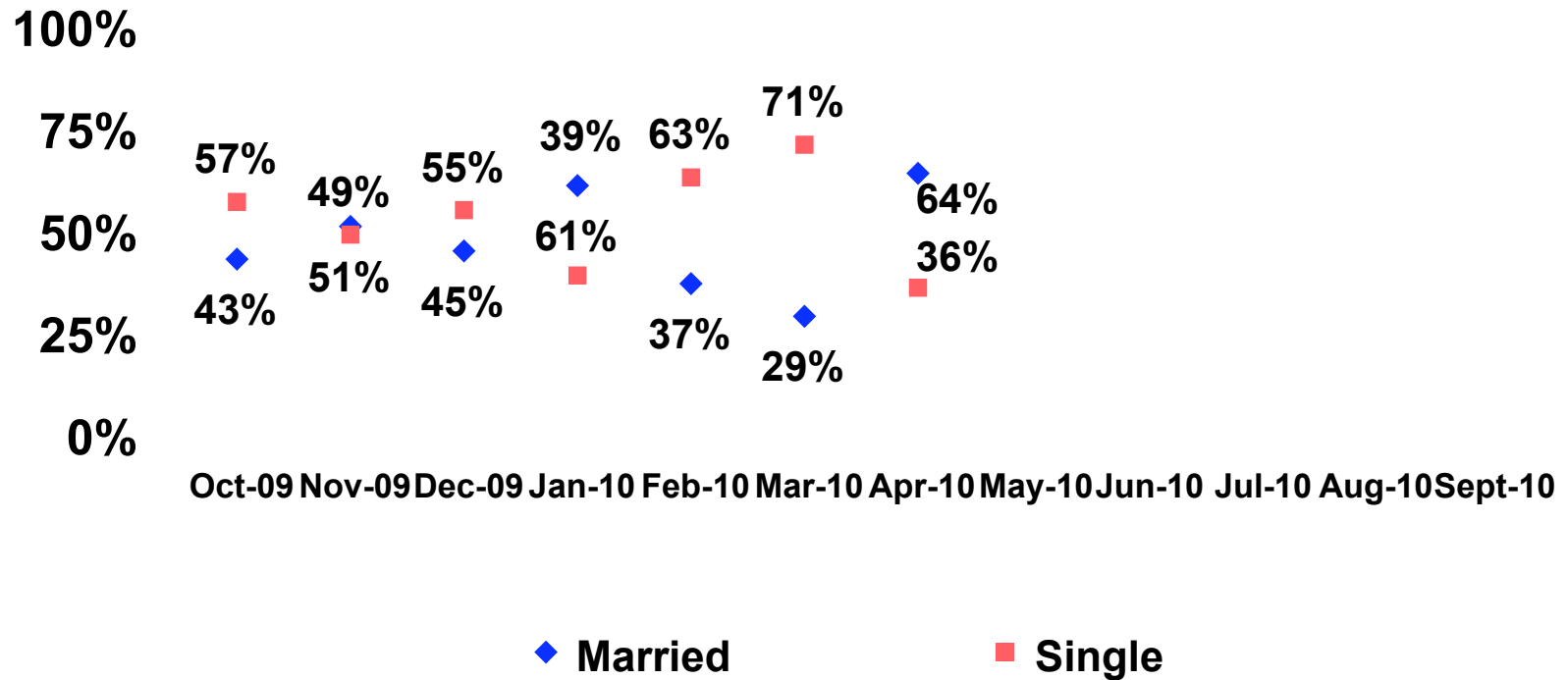
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

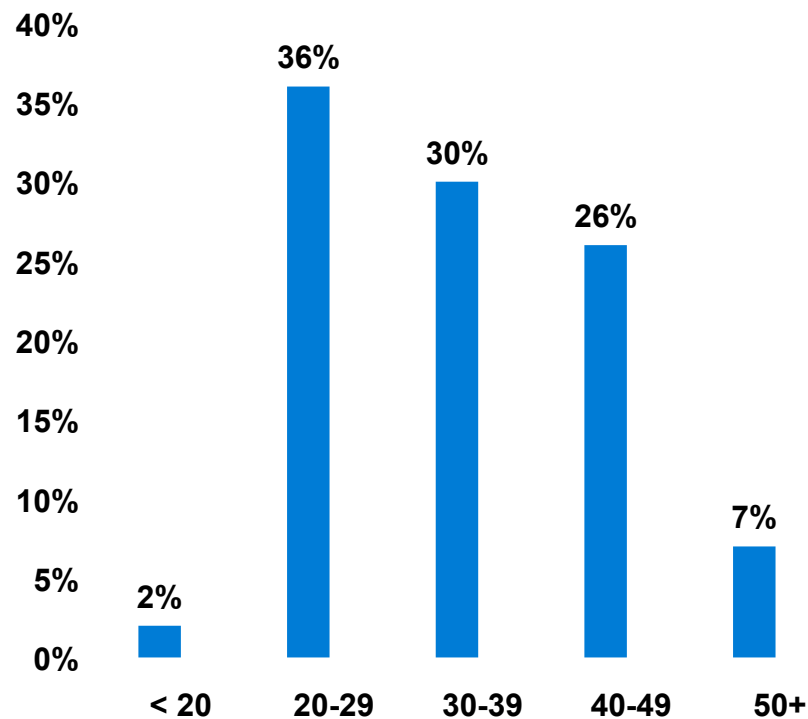


- 80% of repeat visitors are married.

Marital Status

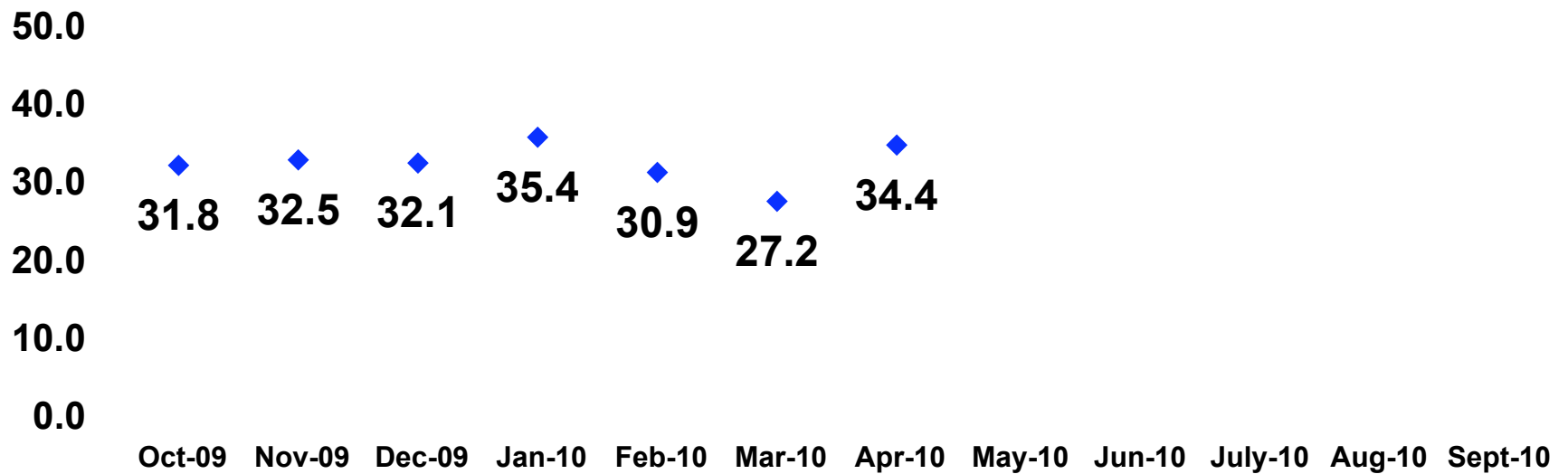


Age - Overall

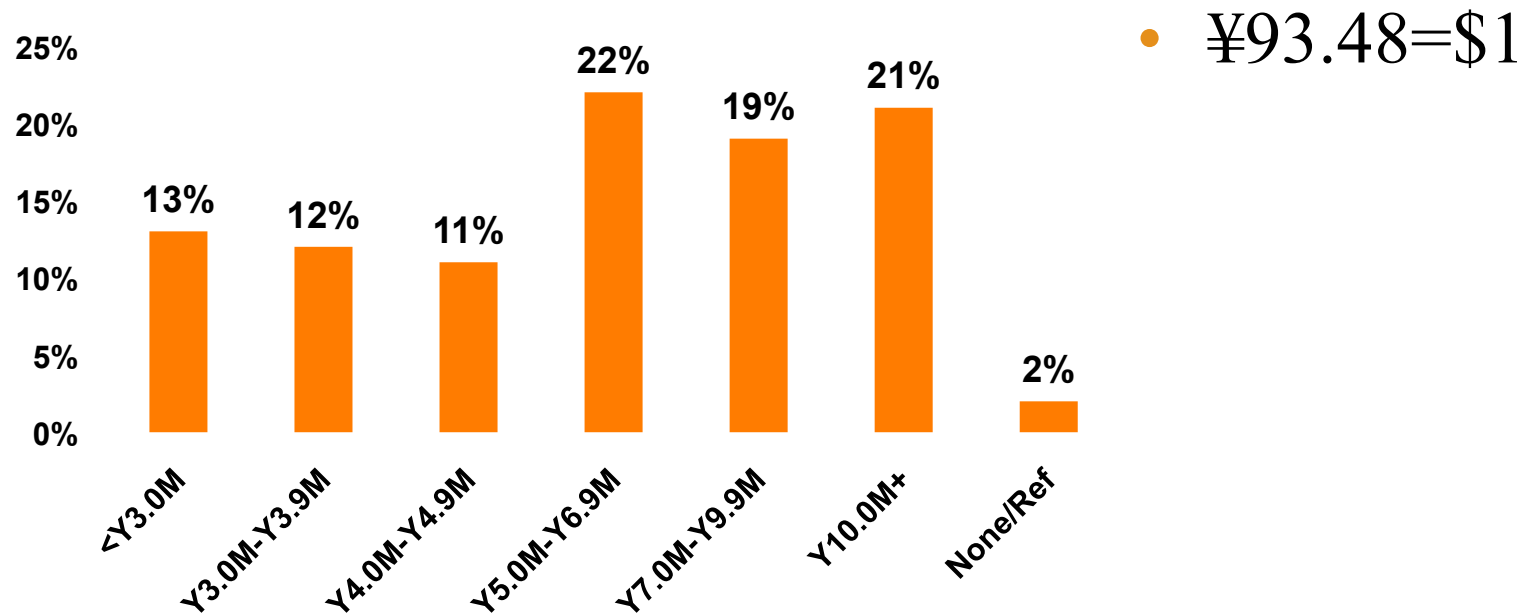


- The average age of the respondents is 34.4 years of age.

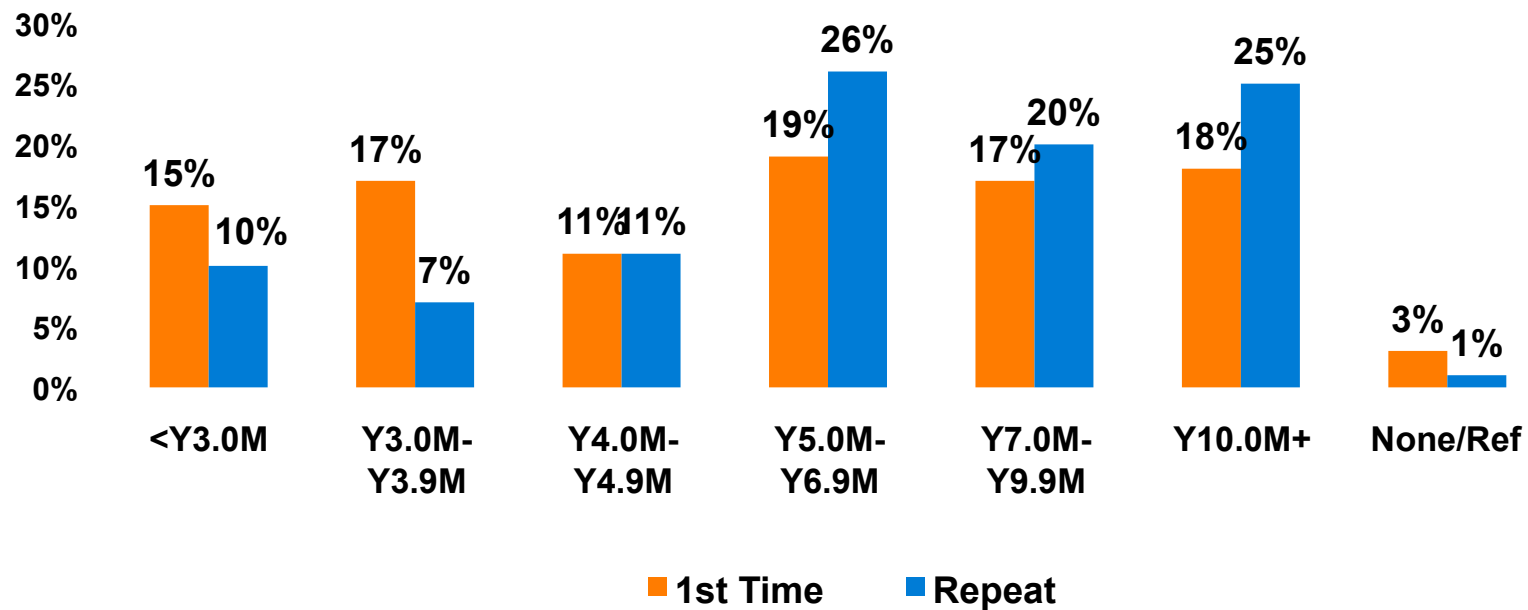
Average - Age



Personal Income



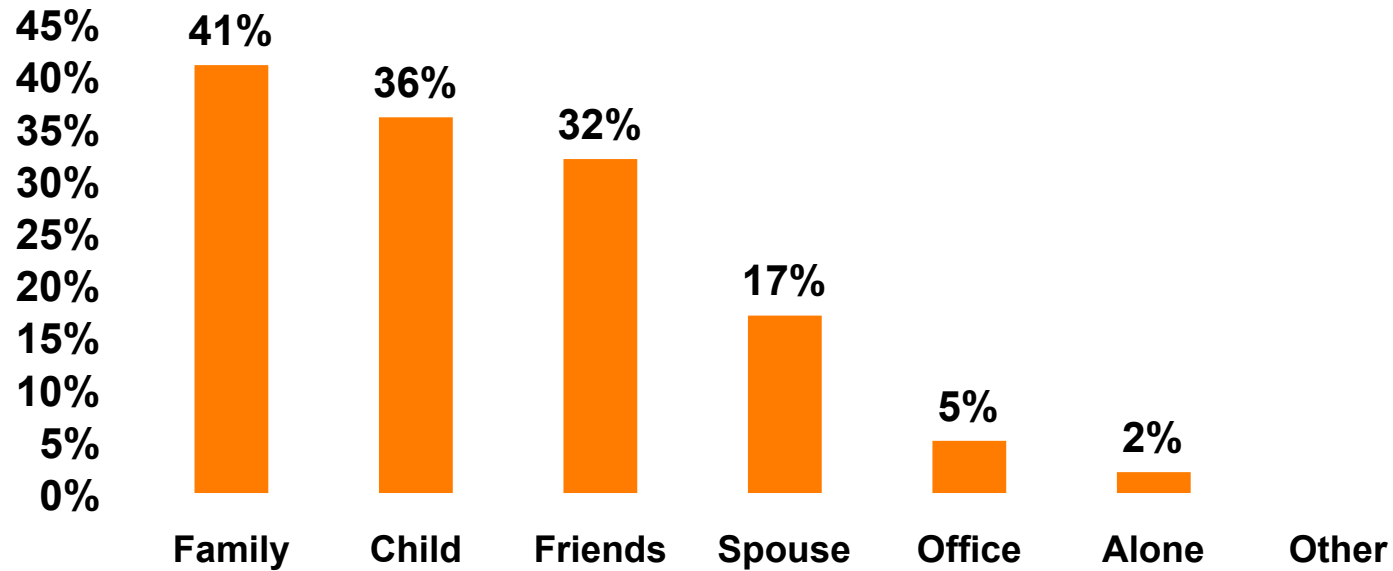
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	36	12	24	3	27	4		2
		12%	8%	18%	60%	28%	5%		10%
Y3.0M-Y3.9M	Count	36	17	19	1	16	15	3	1
		12%	11%	14%	20%	17%	17%	4%	5%
Y4.0M-Y4.9M	Count	32	17	15		13	12	6	1
		11%	11%	11%		14%	14%	7%	5%
Y5.0M-Y6.9M	Count	64	38	26		16	19	26	3
		22%	24%	20%		17%	22%	32%	14%
Y7.0M-Y9.9M	Count	54	33	21		6	21	23	4
		19%	21%	16%		6%	24%	28%	19%
Y10.0M+	Count	62	38	24		14	16	22	10
		21%	24%	18%		15%	18%	27%	48%
No Inc	Count	5	2	3	1	3		1	
		2%	1%	2%	20%	3%		1%	
Total	Count	289	157	132	5	95	87	81	21

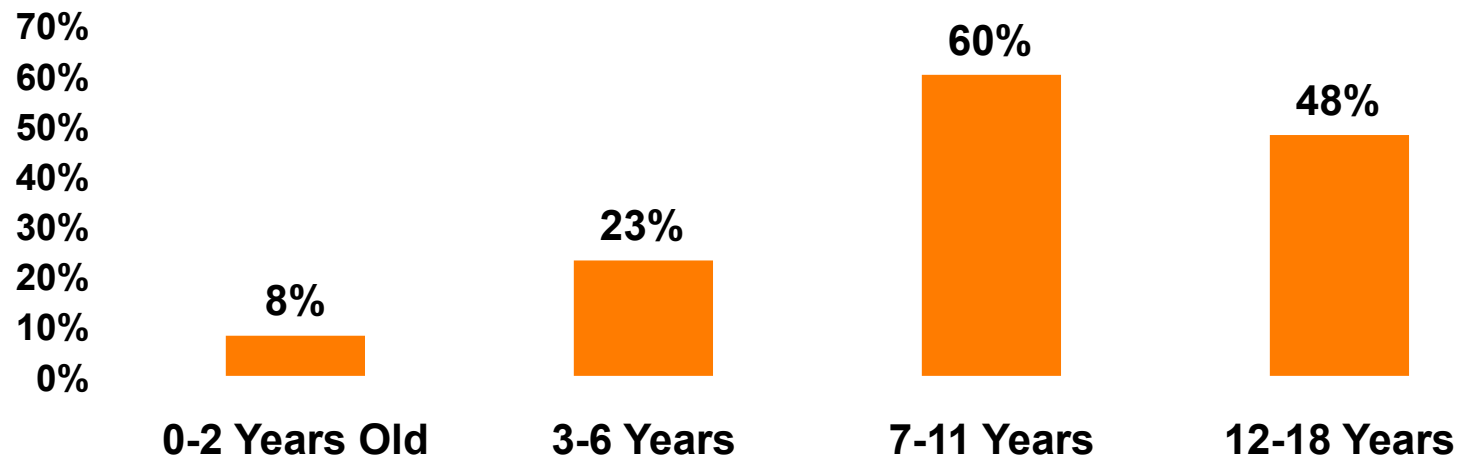
Travel Companions



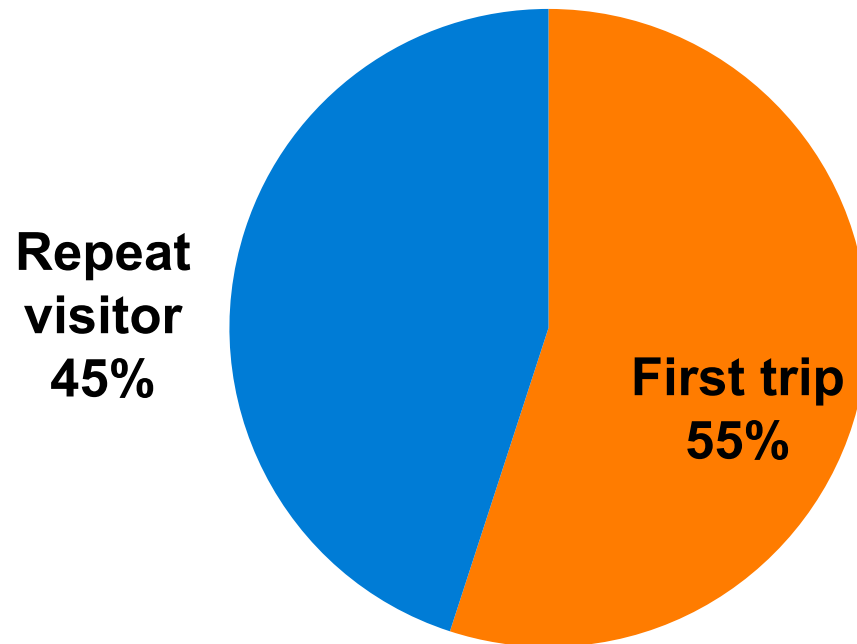
Number of Children Travel Party

N=118 total respondents traveling with children.

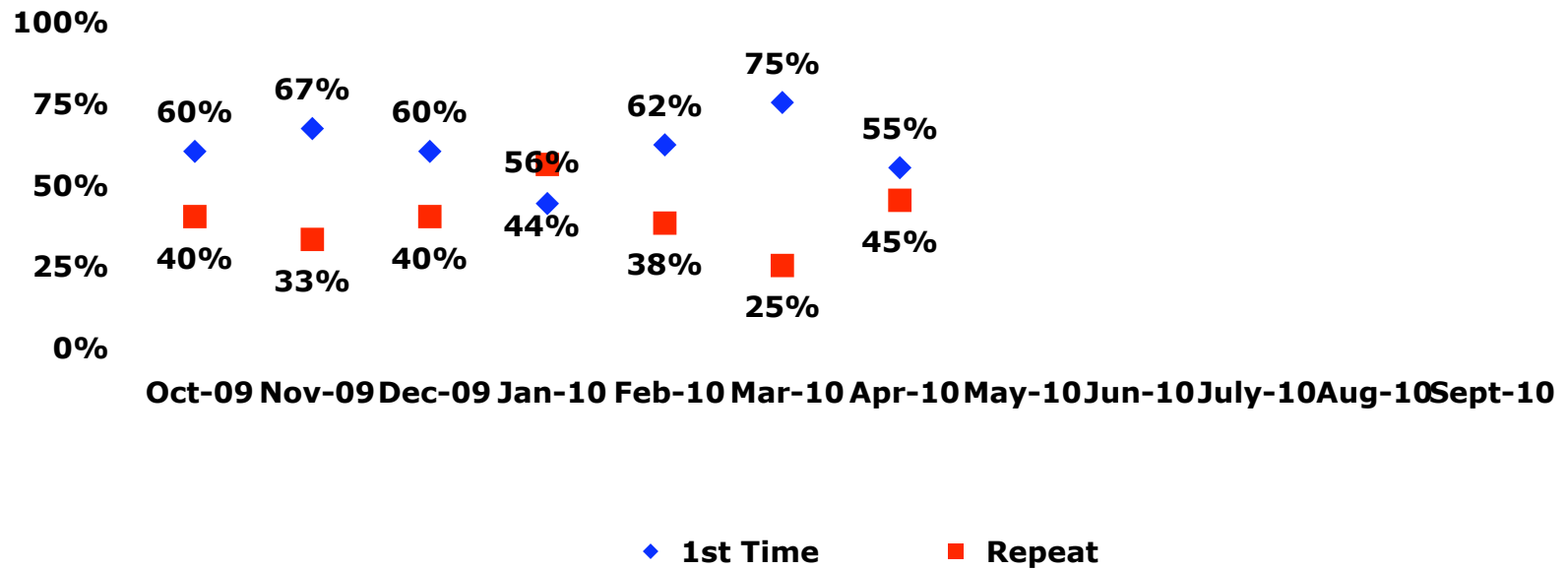
(Of those N=118 respondents, there is a total of 215 children 18 years or younger)



Prior Trips to Guam



Prior Trips To Guam



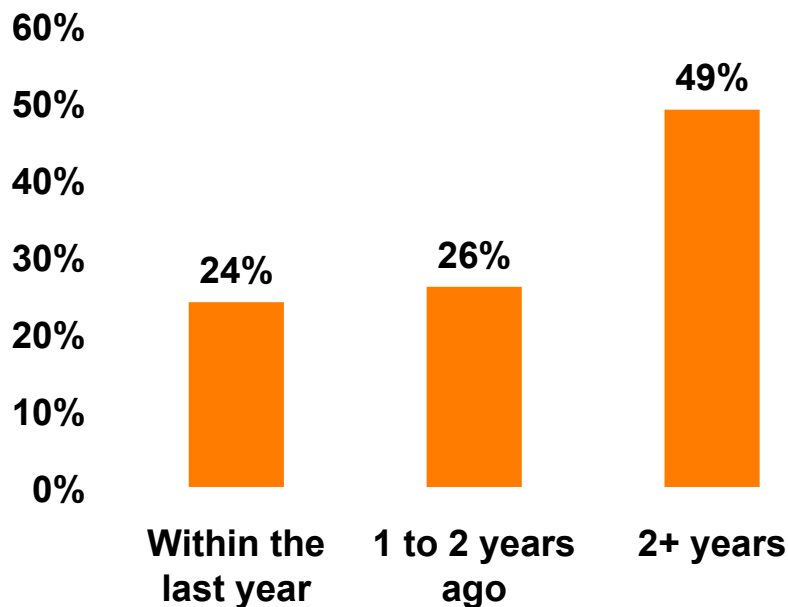
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	170	93	77
			51%	51%	52%
	Female	Count	161	90	71
			49%	49%	48%
Total		Count	331	183	148
AGE	<20	Count	6	4	2
			2%	2%	1%
	20-29	Count	118	88	30
			36%	48%	20%
	30-39	Count	98	55	43
			30%	30%	29%
	40-49	Count	85	29	56
			26%	16%	38%
	50+	Count	24	7	17
			7%	4%	11%
Total		Count	331	183	148

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

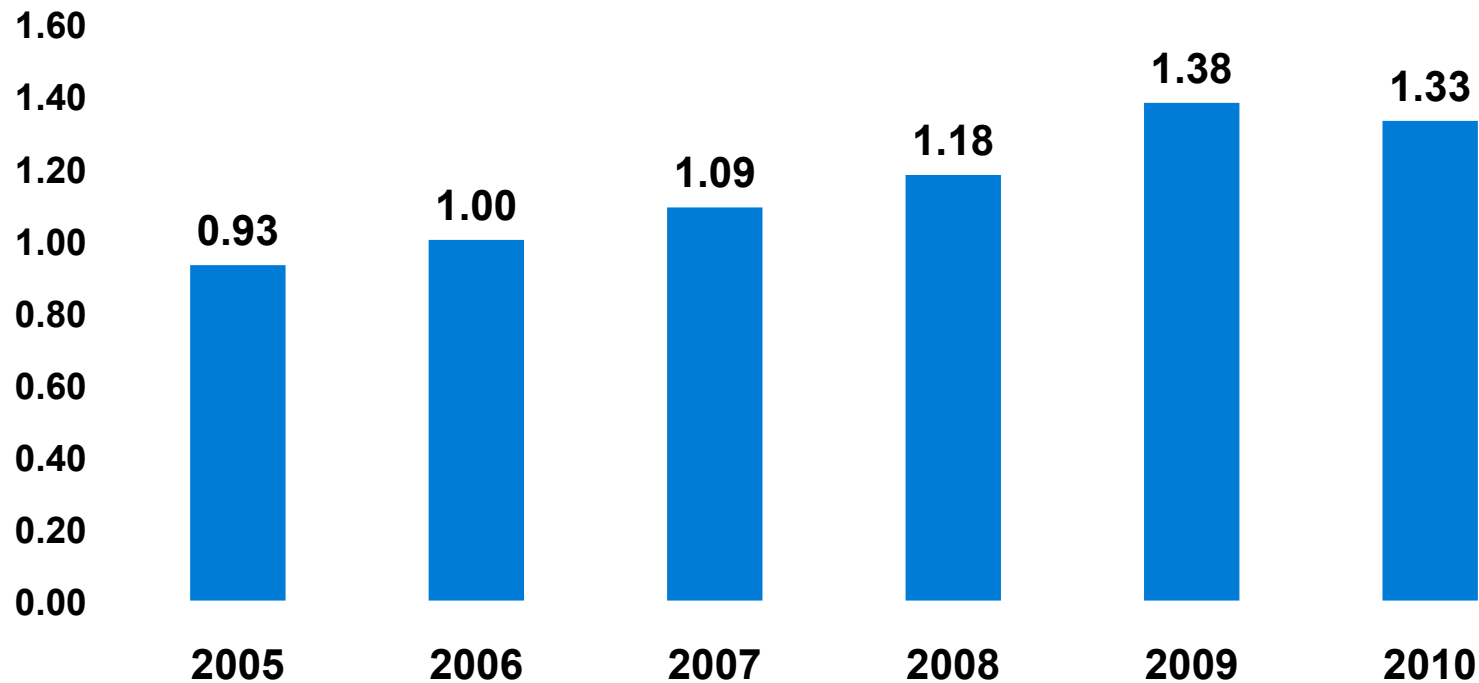
Repeat Visitors Last Trip

n = 148

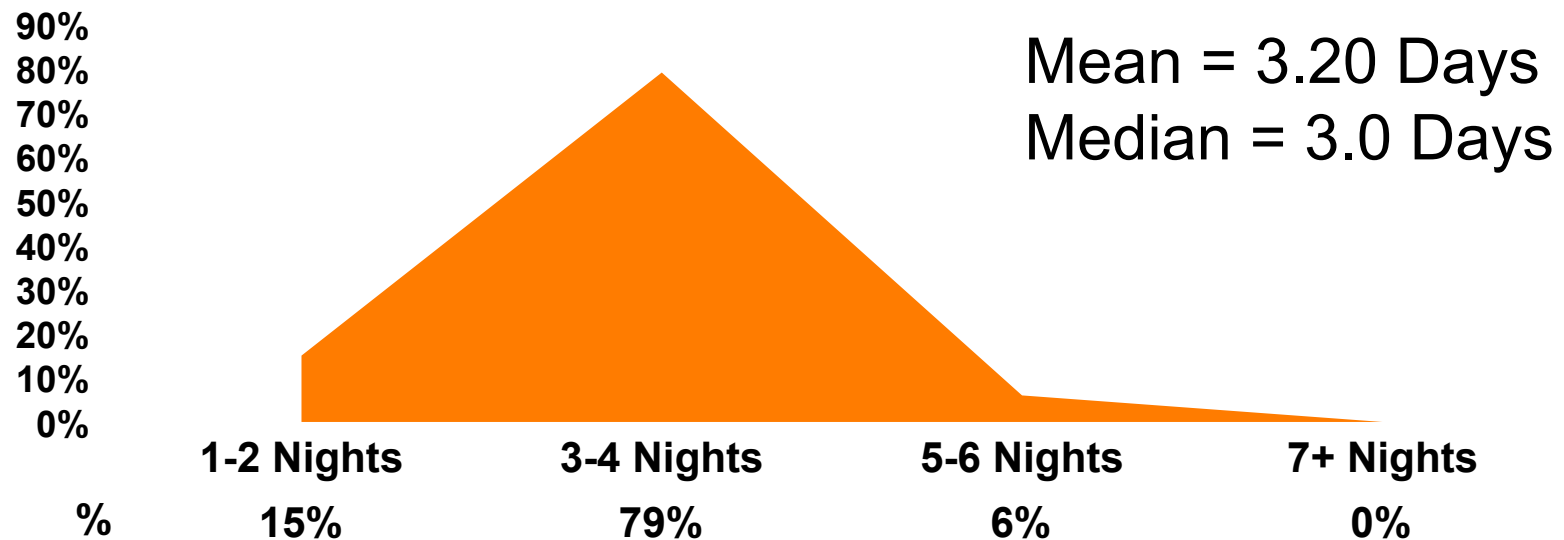


- The average repeat visitor has been to Guam 2.9 times.
- Half the repeat visitors have been to Guam within the last 2 years.

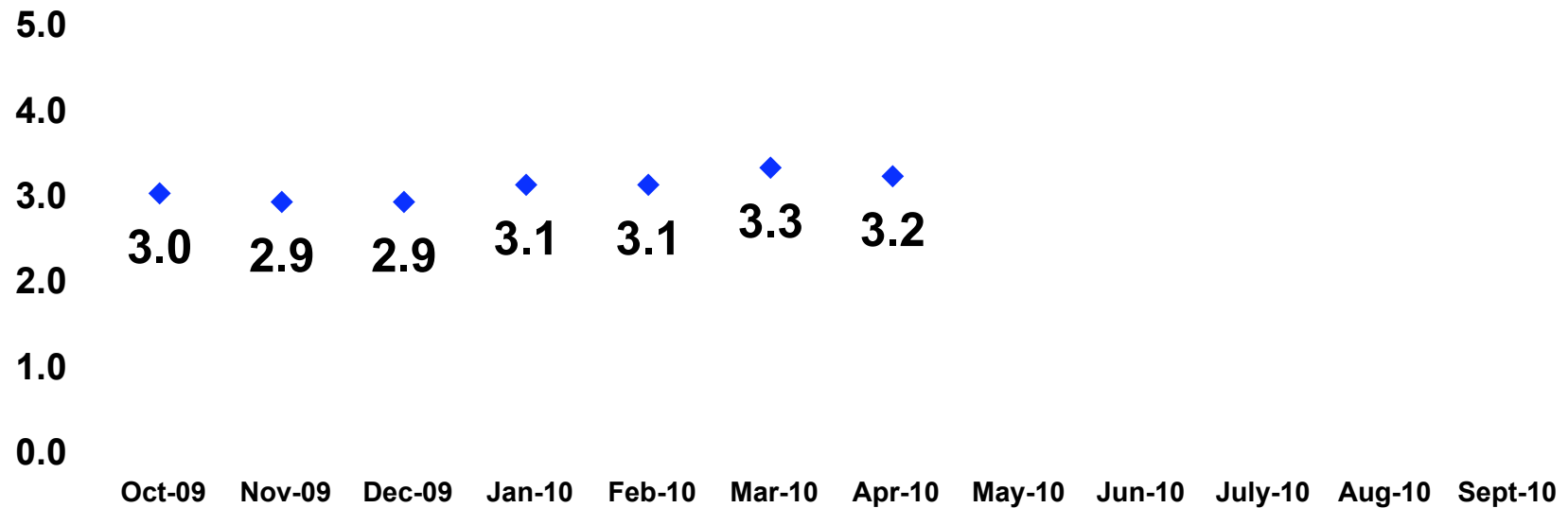
Average Number Overnight Trips (2004-2010) (2 nights or more)



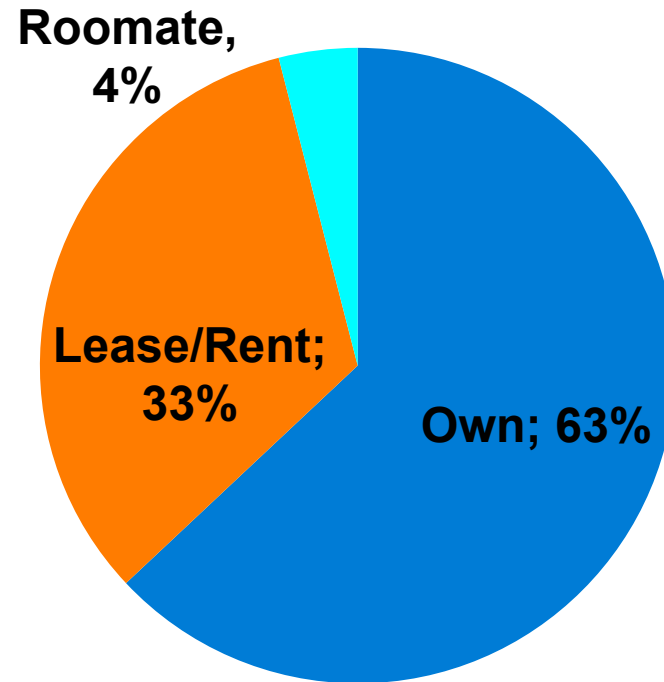
Length of Stay



Average Length Of Stay



Living Accommodations

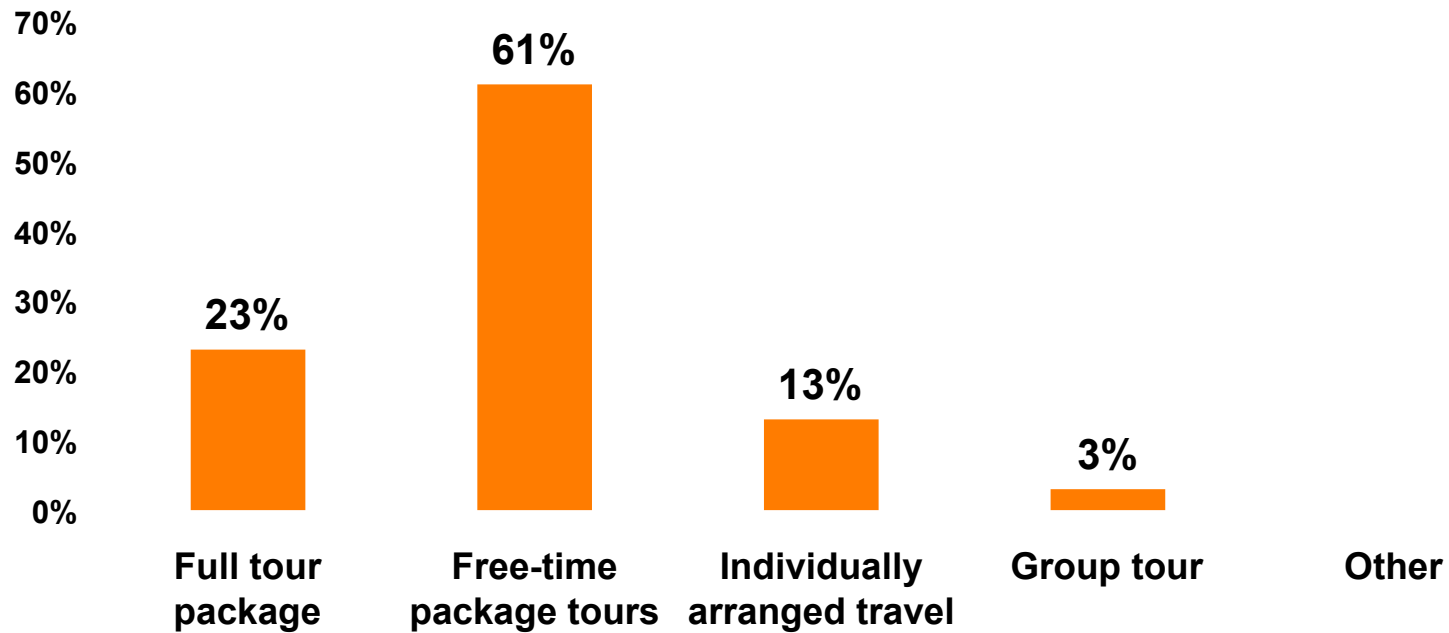


Occupation by Income

		TOTAL	PERSONAL INCOME						No Inc
			<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.29	Co. Employee: Office Worker Non-Managerial	16%	14%	28%	25%	11%	20%	13%	
	Co. Employee: Engineer	15%	11%	19%	16%	19%	22%	10%	
	Student	13%	42%	6%	6%	5%	4%	10%	60%
	Co. Employee: Salesperson	9%	8%	11%	19%	11%	7%	2%	
	Homemaker	9%		3%	6%	9%	9%	15%	20%
	Self Employed	8%	8%	6%	9%	11%	9%	8%	
	Co. Employee: Manager	7%	3%			3%	9%	23%	
	Co. Employee: Executive	3%		3%		3%	7%	5%	
	Teacher	3%	6%		3%	3%	2%	5%	
	Professional or Specialist	3%		3%	3%	5%	2%	5%	
	Freeter	3%	6%	6%		5%	2%		
	Skilled Worker	3%		8%	6%	2%	4%		
	Unemployed	3%				3%		5%	20%
	Government Employee: Office Worker Non-Managerial	2%		3%		6%			
	Free-lancer	2%	3%	6%				2%	
	Other	1%			3%	2%	2%		
	Government Employee: Manager	1%			3%	3%			
Total	Count	325	36	36	32	64	54	62	5

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

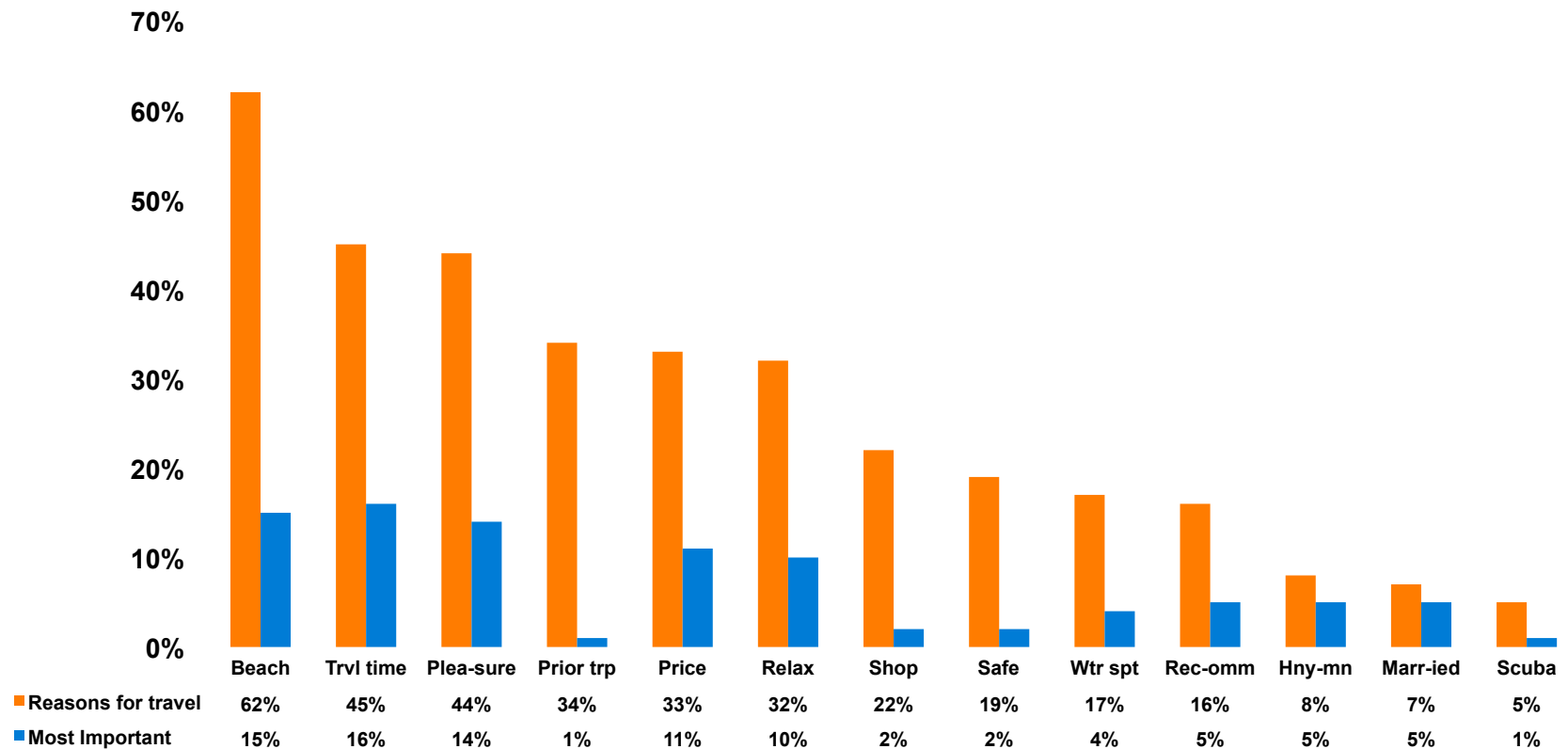


Accommodation by Income

Average length of stay: 3.20 days

		TOTAL	PERSONAL INCOME						No Inc
			<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	
Q.9	Japan Plaza Hotel	16%	17%	31%	13%	14%	6%	15%	20%
	Guam Reef Hotel	11%	11%	22%	9%	5%	2%	19%	
	Hotel Nikko Guam	7%	3%	3%	9%	5%	7%	16%	
	Onward Beach Resort	7%		8%	16%	6%	17%	2%	
	Outrigger Guam Resort	7%	3%	6%	13%	9%	4%	8%	
	Pacific Islands Club PIC	7%			9%	8%	11%	5%	
	Leo Palace Resort	5%	3%	8%	3%	5%	9%	3%	
	Royal Orchid Guam	4%	11%	3%		6%	4%	2%	
	Fiesta Resort Guam	4%	8%			5%		6%	20%
	Ramada Suites Guam	4%	17%	3%	6%				20%
	Ohana Oceanview Hotel	3%	6%	3%		5%	4%	3%	20%
	Hilton Guam Resort & Spa	3%		6%		5%	6%	3%	20%
	Sheraton Laguna Resort	3%	3%			2%	9%	5%	
	Hyatt Regency Guam	3%			6%	6%	6%	2%	
	Guam Marriott Resort Hotel	3%			3%	5%	4%	3%	
	Holiday Resort Guam	3%	6%		6%	3%	4%	2%	
	The Westin Resort Guam	2%		6%	6%	3%	4%		
	Pacific Bay Hotel	2%	3%	3%		5%		3%	
	Grand Plaza Hotel	2%	3%				6%		
	Hotel Sane Fe	1%				2%		3%	
	Ohana Bayview Hotel	1%	6%			2%			
	Tumon Bay Capital Hotel	1%	3%			2%			
Total	Count	330	36	36	32	64	54	62	5

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Short travel time
- Guam's natural beauty/beaches and
- Pleasure

are the primary reasons for visiting during this period.

Motivation by Age & Gender

	TOTAL	AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.5 Beautiful seas, beaches, tropical climate	62%	67%	58%	61%	69%	54%	62%	61%
Short travel time	45%	33%	35%	50%	59%	33%	50%	40%
Pleasure	44%	100%	42%	36%	56%	25%	42%	46%
A previous visit	34%	17%	14%	35%	59%	38%	35%	32%
Price of the tour package	33%	50%	36%	34%	31%	21%	37%	29%
Just to relax	32%	33%	31%	31%	35%	25%	31%	32%
Shopping	22%	33%	26%	17%	25%	13%	19%	25%
It is a safe place to spend a vacation	19%	33%	11%	18%	31%	17%	21%	17%
Water sports	17%	17%	16%	14%	21%	21%	14%	21%
Recommendation of friend, relative, travel agency	16%	50%	27%	11%	5%	8%	15%	17%
Honeymoon	8%		13%	12%			11%	5%
Other	7%		1%	10%	9%	17%	7%	7%
To get married or Attend wedding	7%		11%	4%	4%	8%	4%	9%
SCUBA diving	5%		5%	5%	7%		5%	5%
To golf	4%	17%	1%	4%	5%	8%	5%	2%
Company or Business trip	3%		3%	1%	4%	8%	1%	5%
Organized Sporting Activity	2%		2%	2%	1%	4%	2%	2%
To visit friends or relatives	2%		2%	1%	1%	4%	1%	2%
My company sponsored me	2%			3%	2%		3%	
Career certification or testing	2%		3%		1%		2%	1%
Promotional materials from GVB	1%		2%				1%	1%
Special promotion	0%				1%		1%	
Total Cases	331	6	118	98	85	24	170	161

Motivation by Income

	TOTAL	PERSONAL INCOME							No Inc
		<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+		
Q.5 Beautiful seas, beaches, tropical climate	62%	58%	58%	59%	61%	70%	63%	80%	
Short travel time	45%	28%	42%	38%	53%	59%	53%	40%	
Pleasure	44%	47%	50%	25%	42%	48%	53%	20%	
A previous visit	34%	22%	22%	25%	45%	39%	39%	20%	
Price of the tour package	33%	44%	39%	25%	34%	33%	31%	20%	
Just to relax	32%	42%	36%	22%	20%	31%	45%		
Shopping	22%	19%	22%	13%	20%	26%	35%	20%	
It is a safe place to spend a vacation	19%	6%	11%	19%	28%	20%	24%	40%	
Water sports	17%	19%	19%	16%	14%	24%	15%		
Recommendation of friend, relative, travel agency	16%	33%	17%	6%	16%	11%	11%	20%	
Honeymoon	8%	8%	11%	25%	11%	4%	2%		
Other	7%	3%	6%	3%	8%	9%	15%		
To get married or Attend wedding	7%	6%	6%	16%	6%	6%	5%		
SCUBA diving	5%	8%	6%	3%	9%	7%	2%		
To golf	4%		6%		5%	2%	5%	40%	
Company or Business trip	3%			13%	2%	4%	5%		
Organized Sporting Activity	2%	3%	8%		2%		2%		
To visit friends or relatives	2%	3%			2%	2%	2%	20%	
My company sponsored me	2%		3%		2%	4%	2%		
Career certification or testing	2%	3%			2%	2%	2%		
Promotional materials from GVB	1%				2%				
Special promotion	0%				2%				
Total Cases	331	36	36	32	64	54	62	5	

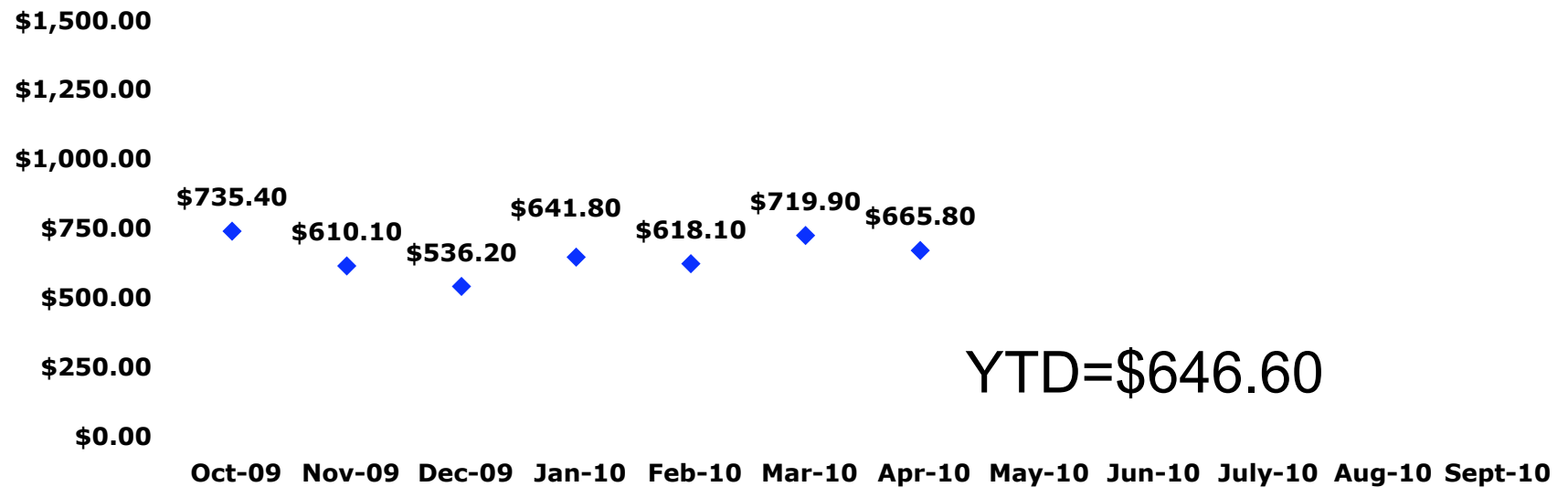
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥93.48/US\$1

- \$1,718.60 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$21,394 = maximum (highest amount recorded for the entire sample)
- \$665.80 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

¥93.48=\$1

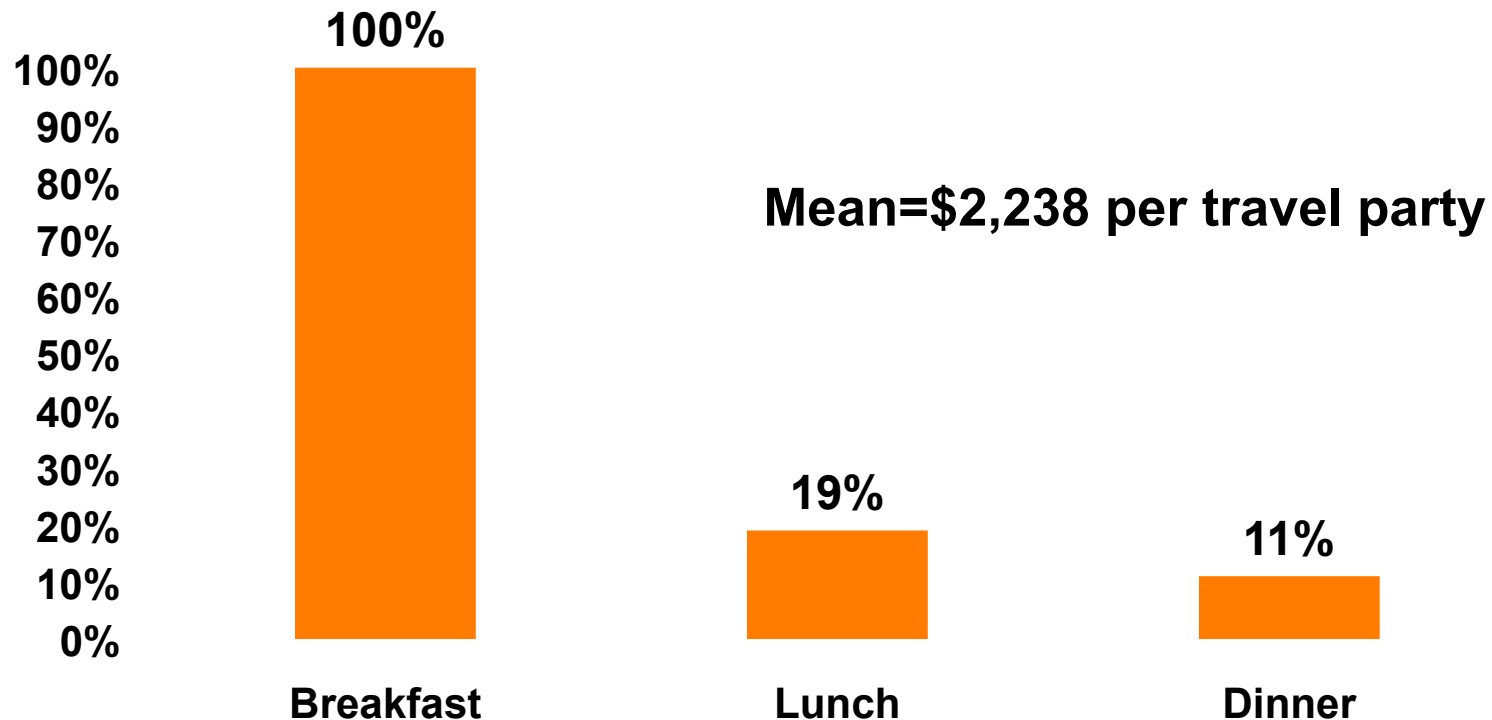
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$1,733
Air & Accommodation w/ daily meal package	\$2,238
Air only	\$978
Accommodation only	\$542
Accommodation w/ daily meal only	\$213
Food & Beverages in Hotel	\$132
Ground transportation – Japan	\$119
Ground transportation – Guam	\$53
Optional tours/ activities	\$289
Other expenses	\$604
Total Prepaid	\$1,718

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

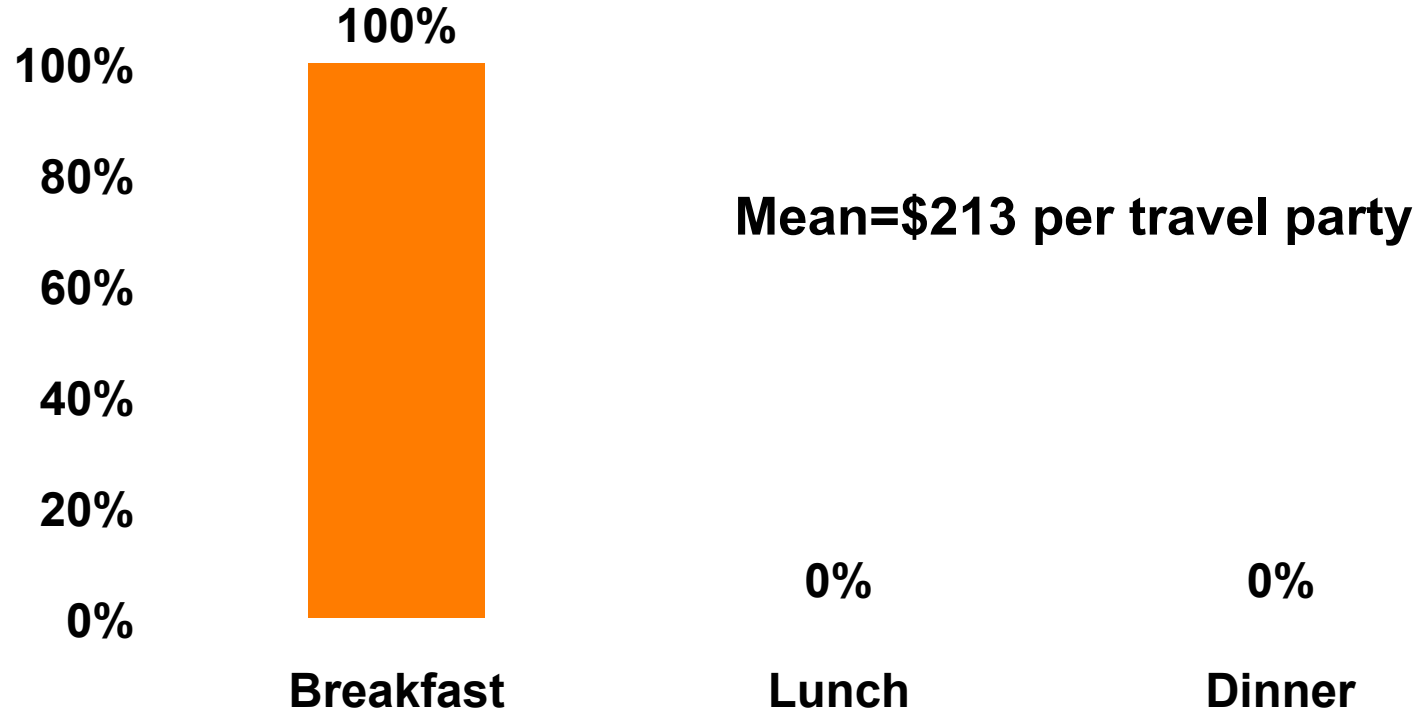
n=27



Prepaid Meal Breakdown

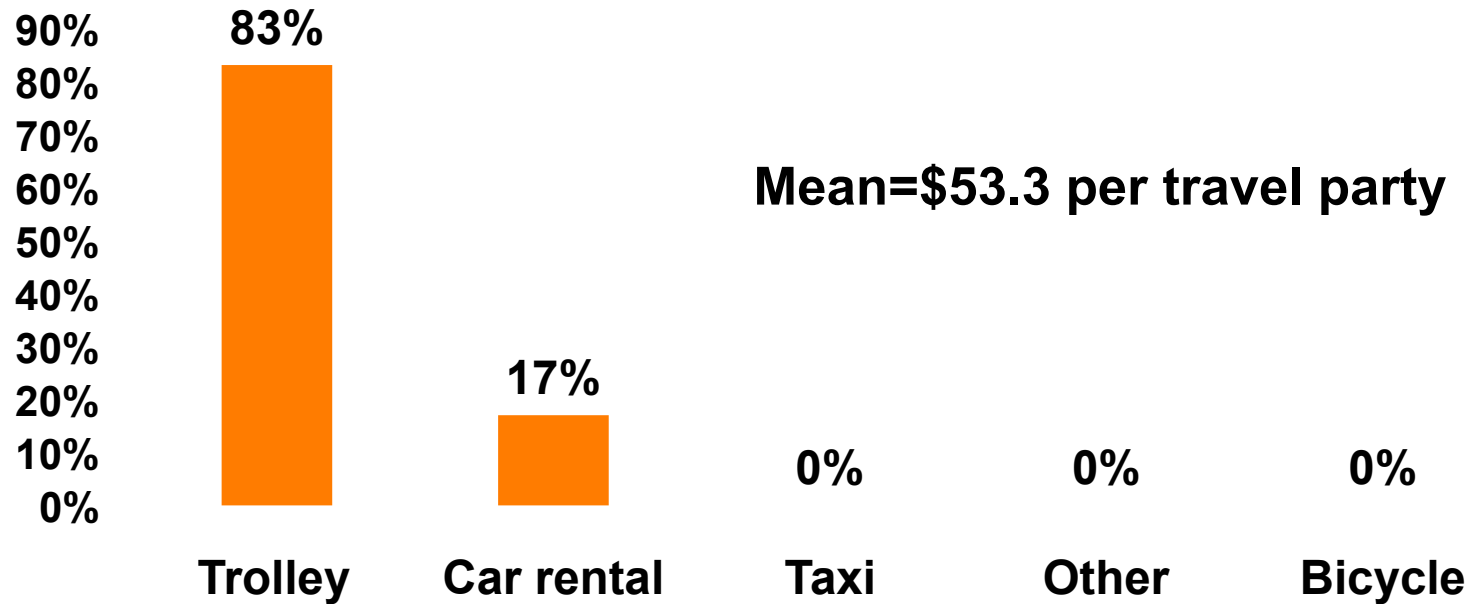
Accommodations with Daily Meal Package

n=1



Prepaid Ground Transportation

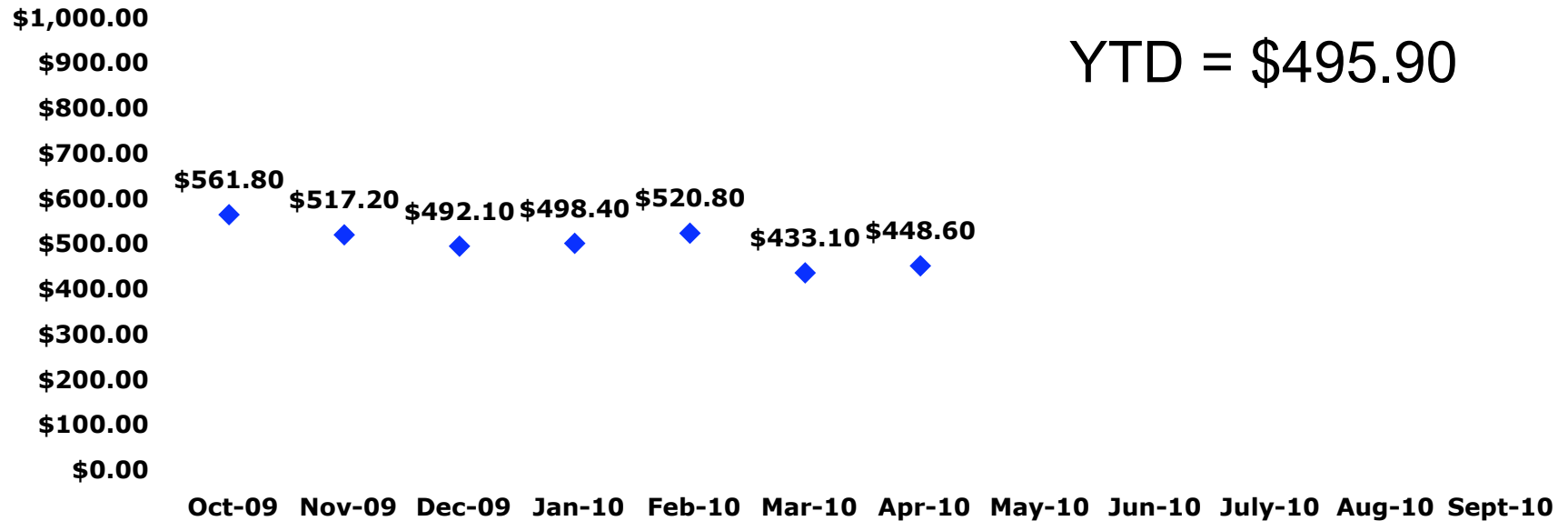
n=18



On-Island Expenditures

- \$993.30 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$14,000 = Maximum (highest amount recorded for the entire sample)
- \$448.60 = overall mean average per person on-island expenditure

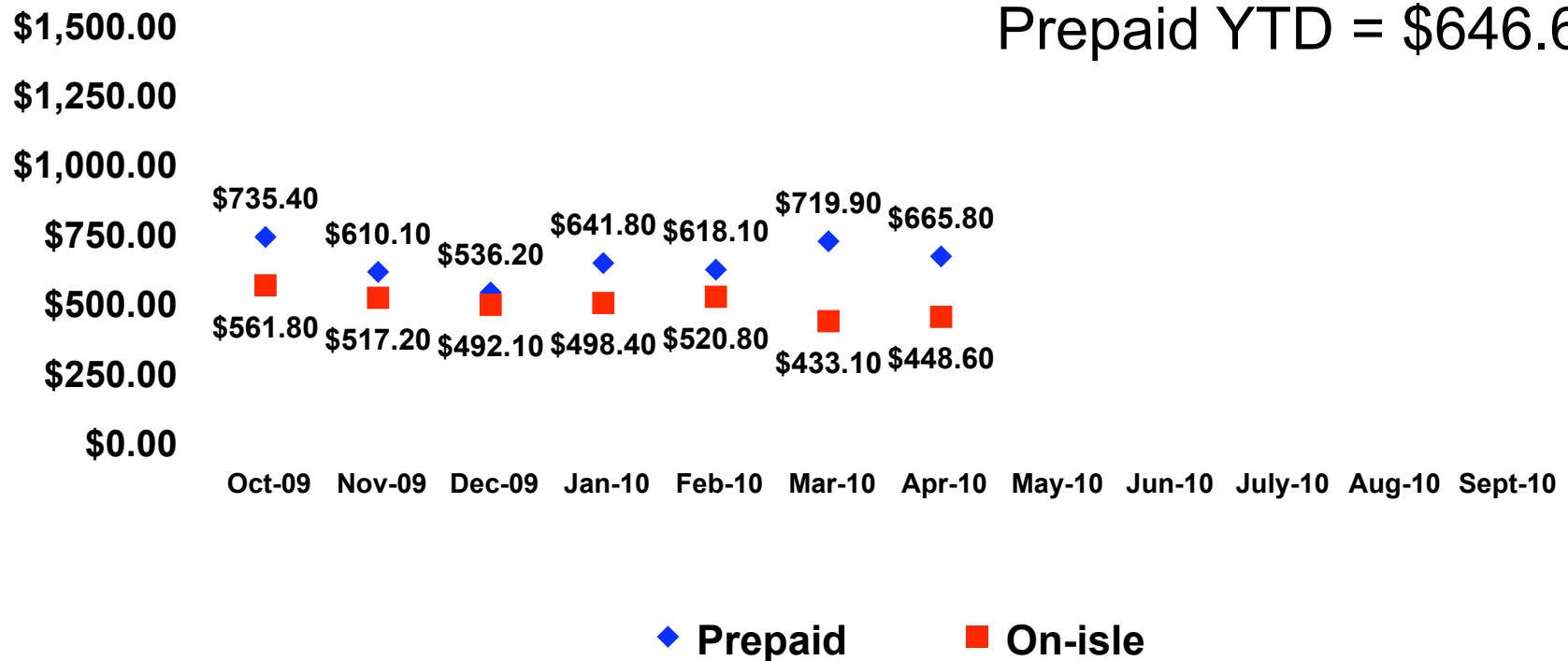
On-Island Expenditures



Prepaid/On-Island Expenditures

On-Island YTD = \$495.90

Prepaid YTD = \$646.60



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	\$993.30	\$1,152.44	\$825.28	\$300.00	\$944.10	\$1,195.63	\$1,346.75	\$770.58	\$640.00	\$597.16	\$843.64	\$1,395.62	\$970.83
Median	\$700	\$755	\$640	\$300	\$450	\$700	\$1,000	\$550	\$400	\$500	\$738	\$1,000	\$1,050

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$62.49	\$79.87	\$44.15	\$66.67	\$30.14	\$89.47	\$84.88	\$31.08
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$41.23	\$46.81	\$35.34	\$6.67	\$24.38	\$43.21	\$62.86	\$48.00
REST/CONV	Median	\$20	\$23	\$10	\$0	\$10	\$20	\$40	\$6
F&B-OUT- SIDE	Mean	\$91.53	\$109.14	\$72.94	\$22.50	\$50.69	\$88.70	\$154.44	\$98.33
HOTEL/ REST	Median	\$20	\$50	\$10	\$0	\$15	\$23	\$100	\$10
OPTIONAL	Mean	\$100.91	\$105.29	\$96.28	\$10.00	\$84.08	\$88.12	\$149.91	\$85.08
TOUR	Median	\$0	\$0	\$0	\$0	\$47	\$0	\$0	\$0
GIFT/	Mean	\$252.97	\$305.83	\$197.16	\$9.17	\$186.47	\$360.30	\$269.61	\$143.75
SOUV-SELF	Median	\$50	\$50	\$50	\$0	\$46	\$35	\$100	\$45
GIFT/ SOUV-	Mean	\$141.26	\$179.55	\$100.82	\$10.83	\$137.92	\$134.95	\$162.61	\$140.42
F&F AT HOME	Median	\$50	\$50	\$50	\$0	\$50	\$40	\$100	\$100
LOCAL TRANS	Mean	\$27.26	\$37.97	\$15.95	\$16.67	\$29.30	\$21.36	\$33.45	\$22.08
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$274.03	\$282.97	\$264.59	\$440.83	\$160.48	\$244.20	\$446.19	\$302.67
	Median	\$0	\$0	\$0	\$223	\$0	\$0	\$0	\$0
TOTAL ON	Mean	\$993.30	\$1,152.44	\$825.28	\$583.33	\$711.83	\$1,066.33	\$1,363.42	\$870.71
ISLAND	Median	\$700	\$755	\$640	\$400	\$465	\$700	\$1,000	\$805

On-Island Expenditures

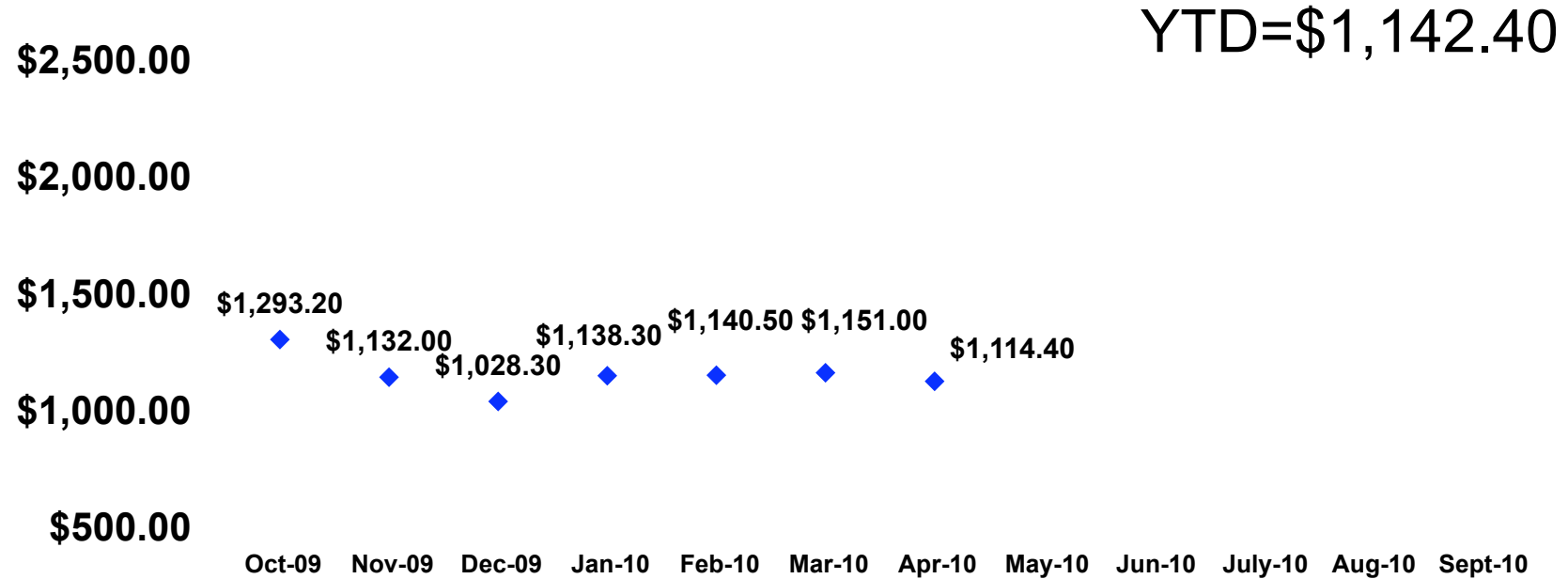
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$51.80	\$75.72
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$36.40	\$47.20
	Median	\$10	\$20
F&B-OUT- SIDE HOTEL/ REST	Mean	\$69.09	\$119.28
	Median	\$20	\$35
OPTIONAL TOUR	Mean	\$111.22	\$88.16
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$194.55	\$325.21
	Median	\$35	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$113.50	\$175.58
	Median	\$50	\$50
LOCAL TRANS	Mean	\$21.20	\$34.76
	Median	\$0	\$0
OTHER EXP	Mean	\$231.77	\$326.29
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$833.29	\$1,191.16
	Median	\$560	\$800

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,114.4 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,667 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

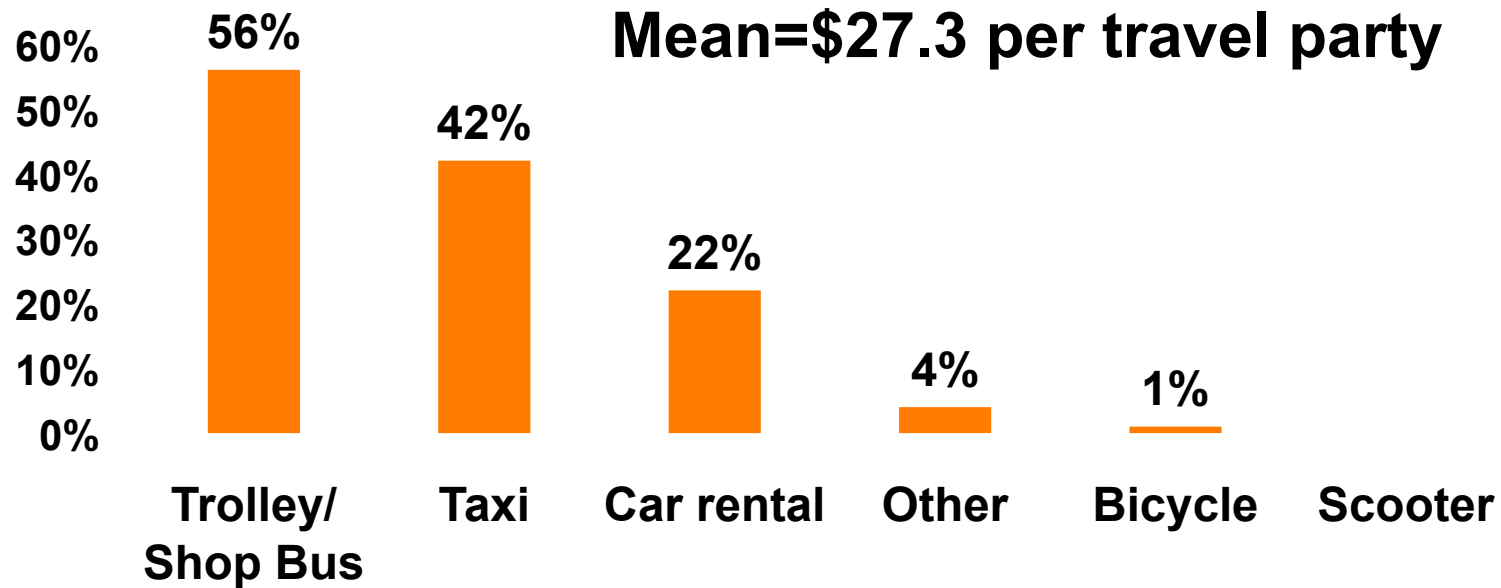


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$62.50
Food & beverage in fast food restaurant/ convenience store	\$41.20
Food & beverage at restaurants or drinking establishments outside a hotel	\$91.50
Optional tours and activities	\$100.90
Gifts/ souvenirs for yourself/companions	\$253.00
Gifts/ souvenirs for friends/family at home	\$141.30
Local transportation	\$27.30
Other expenses not covered	\$274.00
Average Total	\$993.30

Local Transportation

n=91



Guam Airport Expenditures

- \$44.10 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$2,000 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

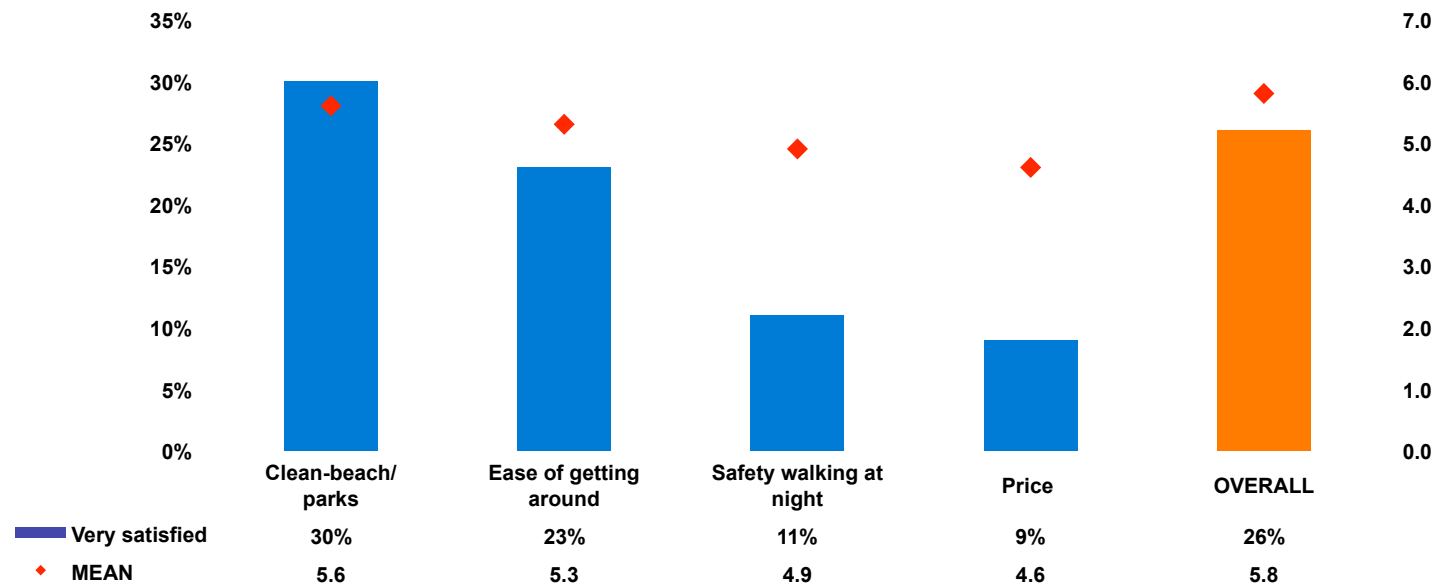
	MEAN \$
Food & Beverages	\$8.80
Gifts/Souvenirs Self	\$15.80
Gifts/Souvenirs Others	\$19.50
Total	\$44.10

SECTION 4 **VISITOR SATISFACTION**

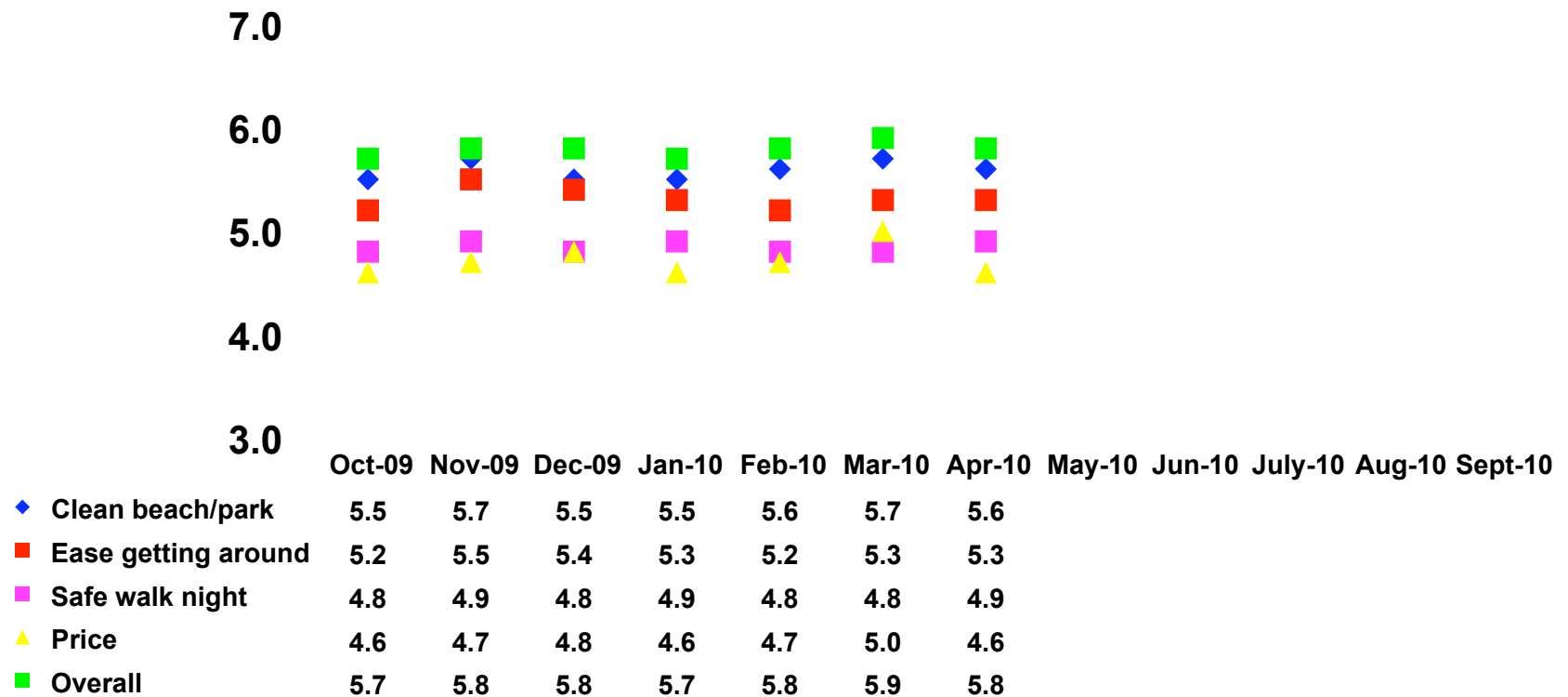
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



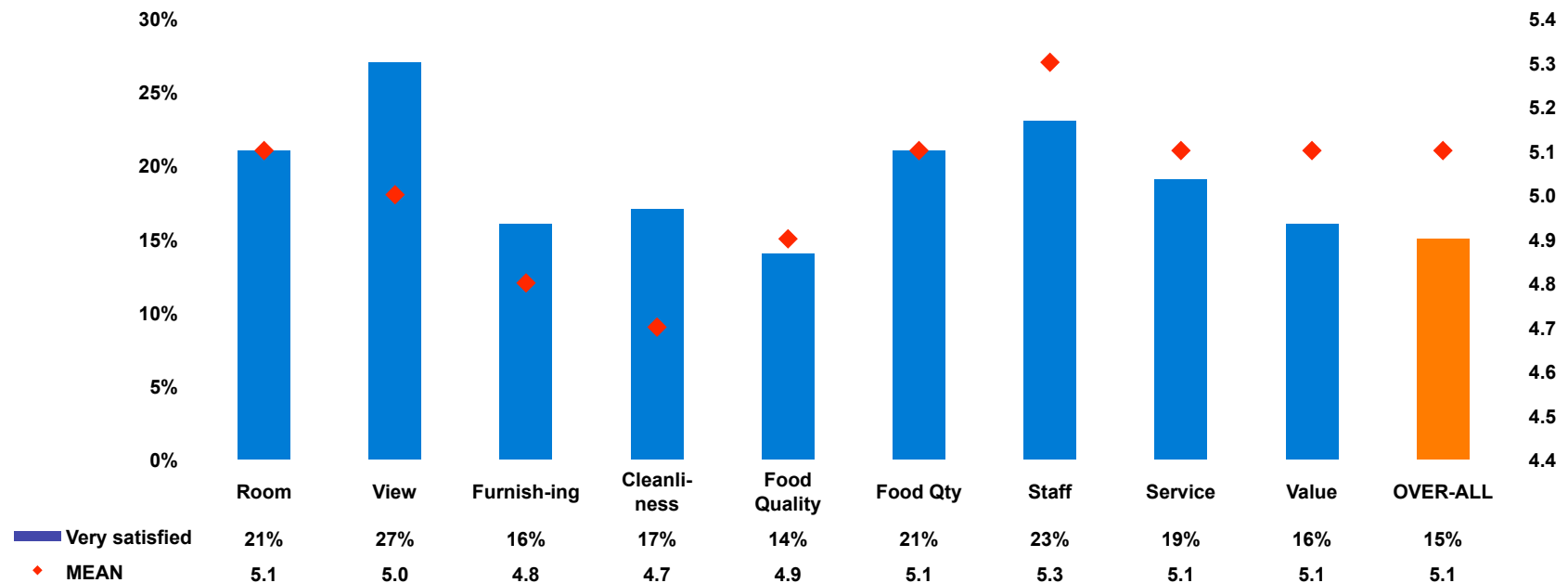
Guam Perceptions



Quality of Accommodations

7pt Rating Scale

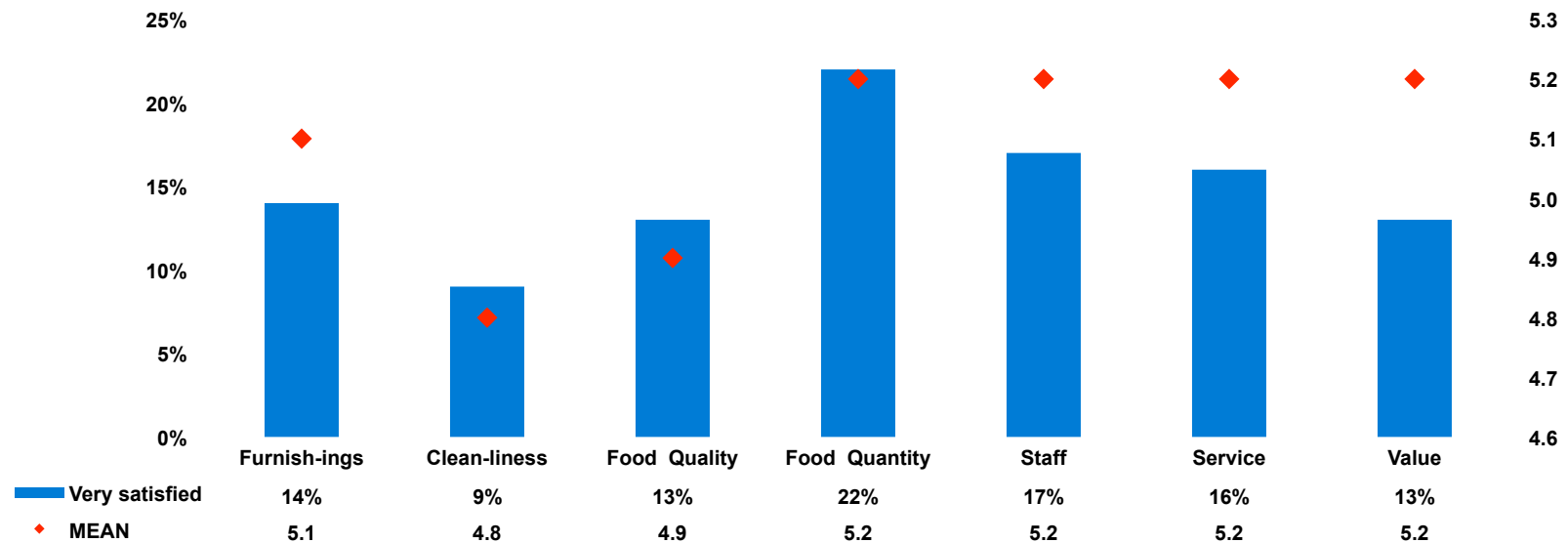
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

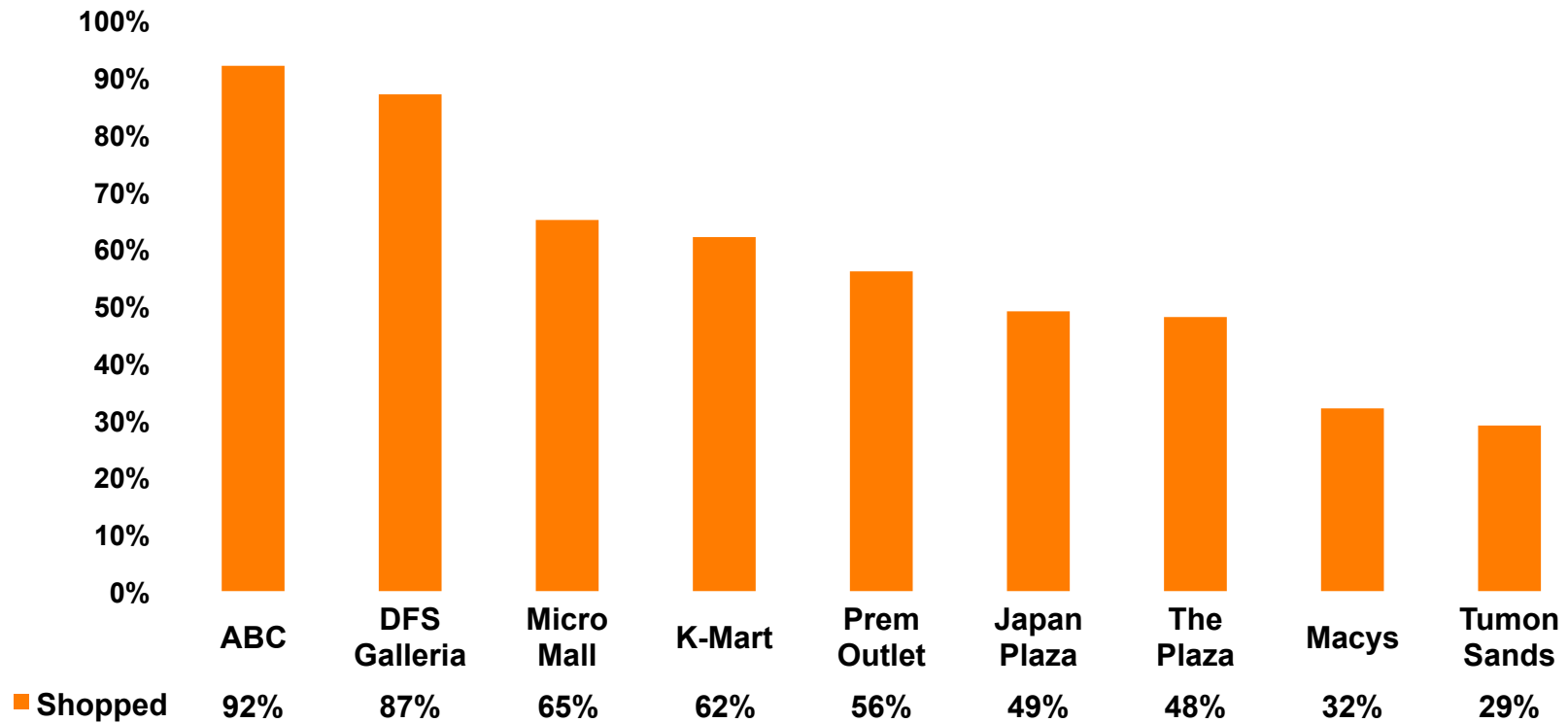
7pt Rating Scale

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

r

Quality of Shopping

Score of 6 to 7 = **50%**

Score of 4 to 5 = **43%**

Score 1 to 3 = **6%**

MEAN = 5.3

Variety of Shopping

Score of 6 to 7 = **49%**

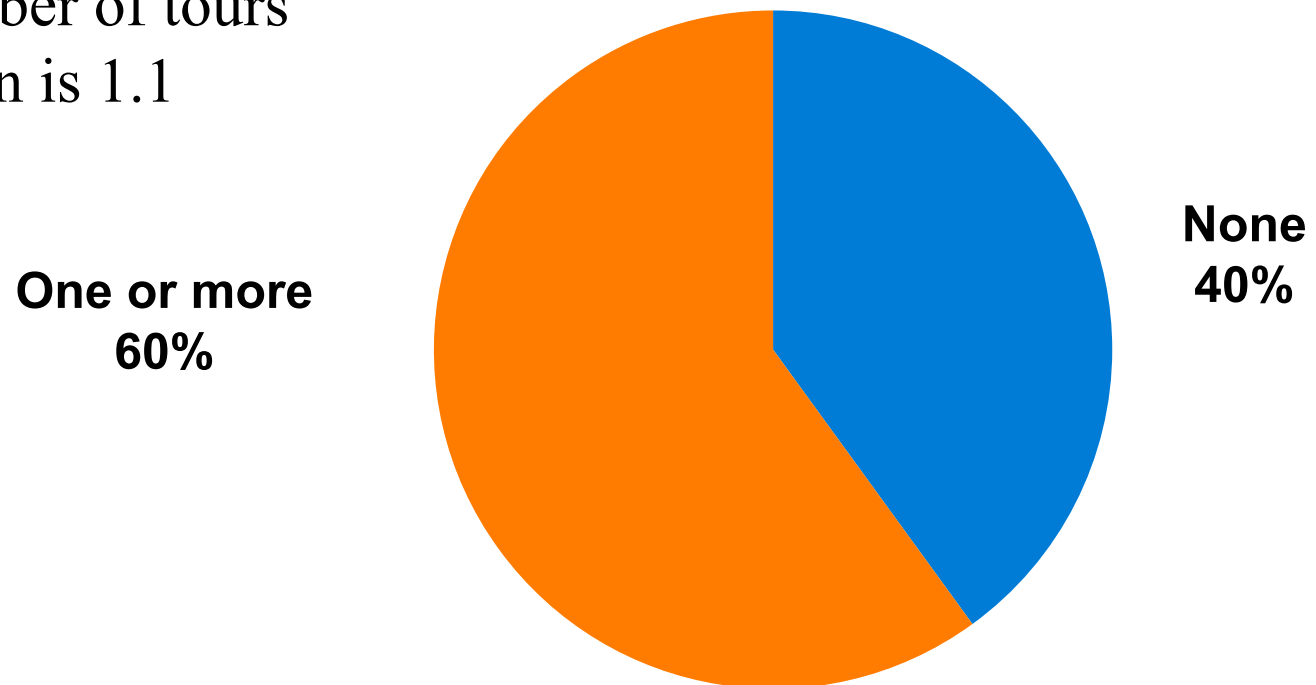
Score of 4 to 5 = **44%**

Score 1 to 3 = **8%**

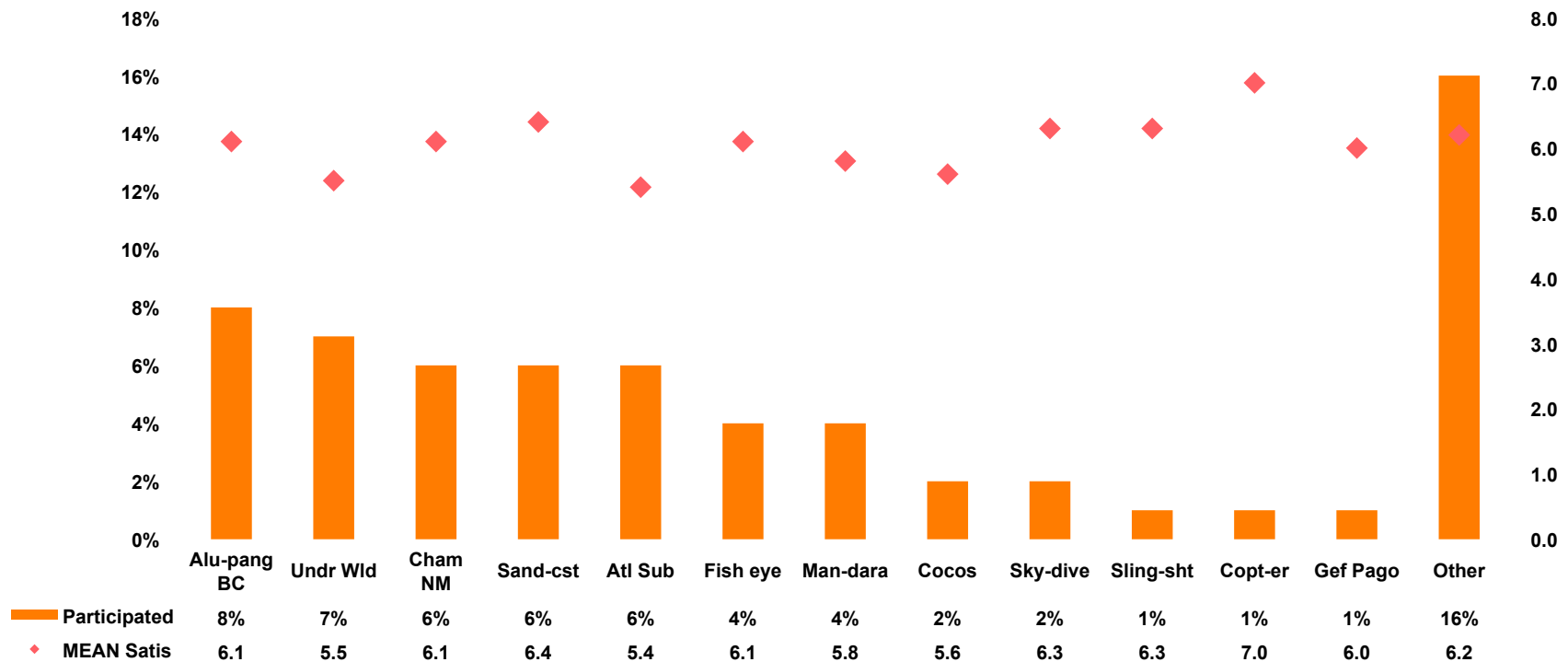
MEAN = 5.2

Optional Tour Participation

- Average number of tours participated in is 1.1



Optional Tours Participation & Satisfaction



Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

r

Quality of Day Tour

Score of 6 to 7 = **54%**

Score of 4 to 5 = **43%**

Score 1 to 3 = **3%**

MEAN = 5.4

Variety of Day Tour

Score of 6 to 7 = **54%**

Score of 4 to 5 = **44%**

Score 1 to 3 = **2%**

MEAN = 5.4

Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

r

Quality of Night Tour

Score of 6 to 7 = **34%**

Score of 4 to 5 = **61%**

Score 1 to 3 = **3%**

MEAN = 4.9

Variety of Night Tour

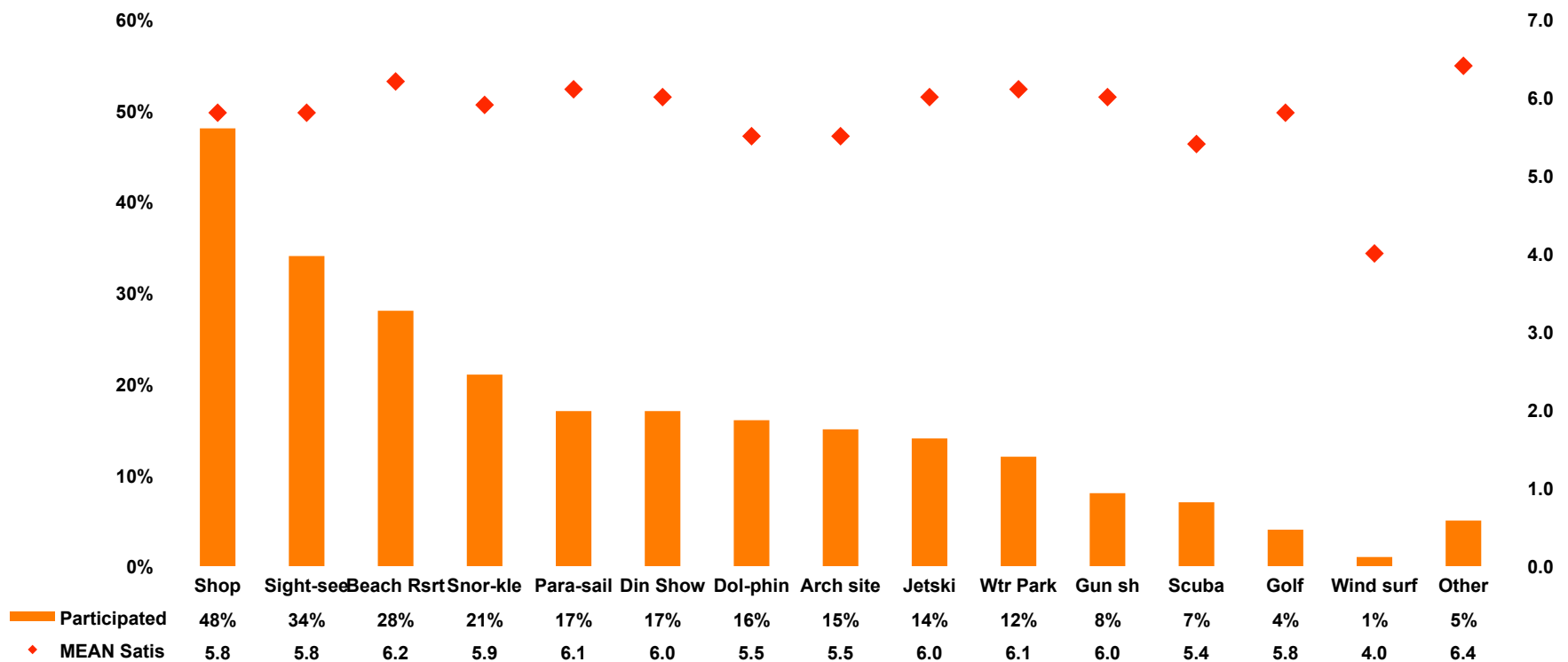
Score of 6 to 7 = **31%**

Score of 4 to 5 = **66%**

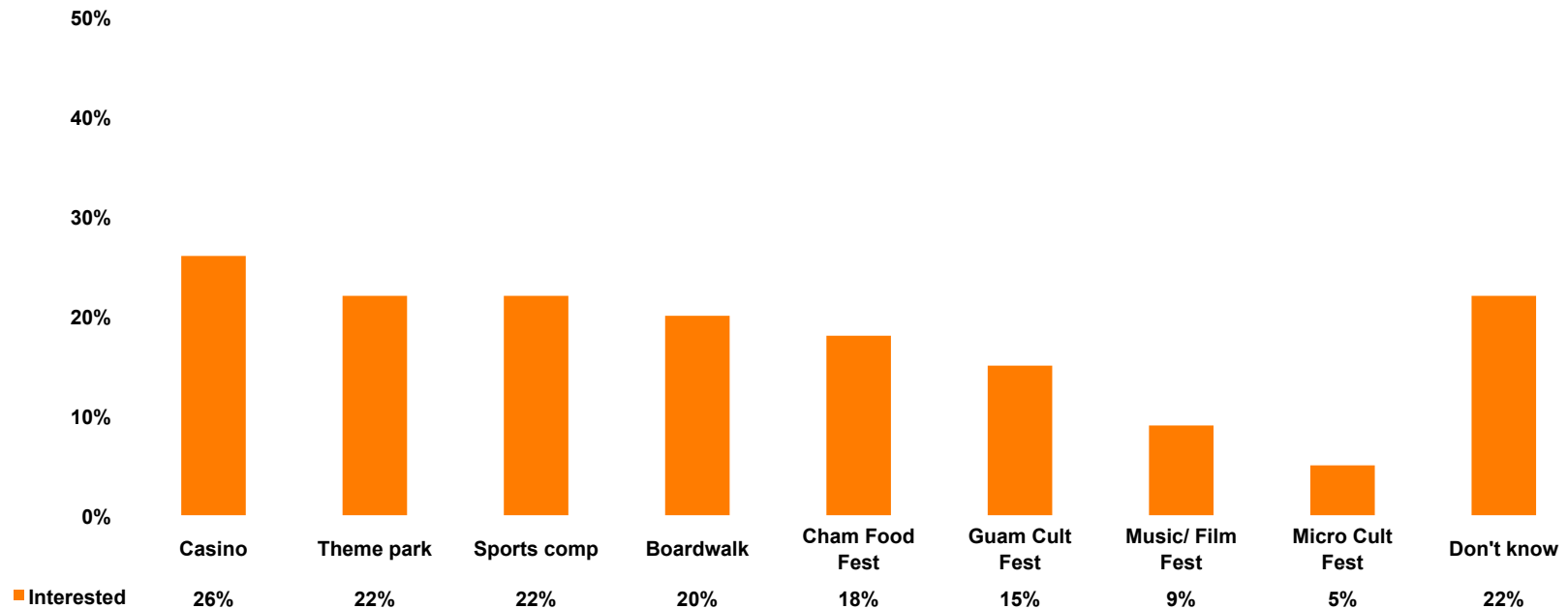
Score 1 to 3 = **2%**

MEAN = 4.8

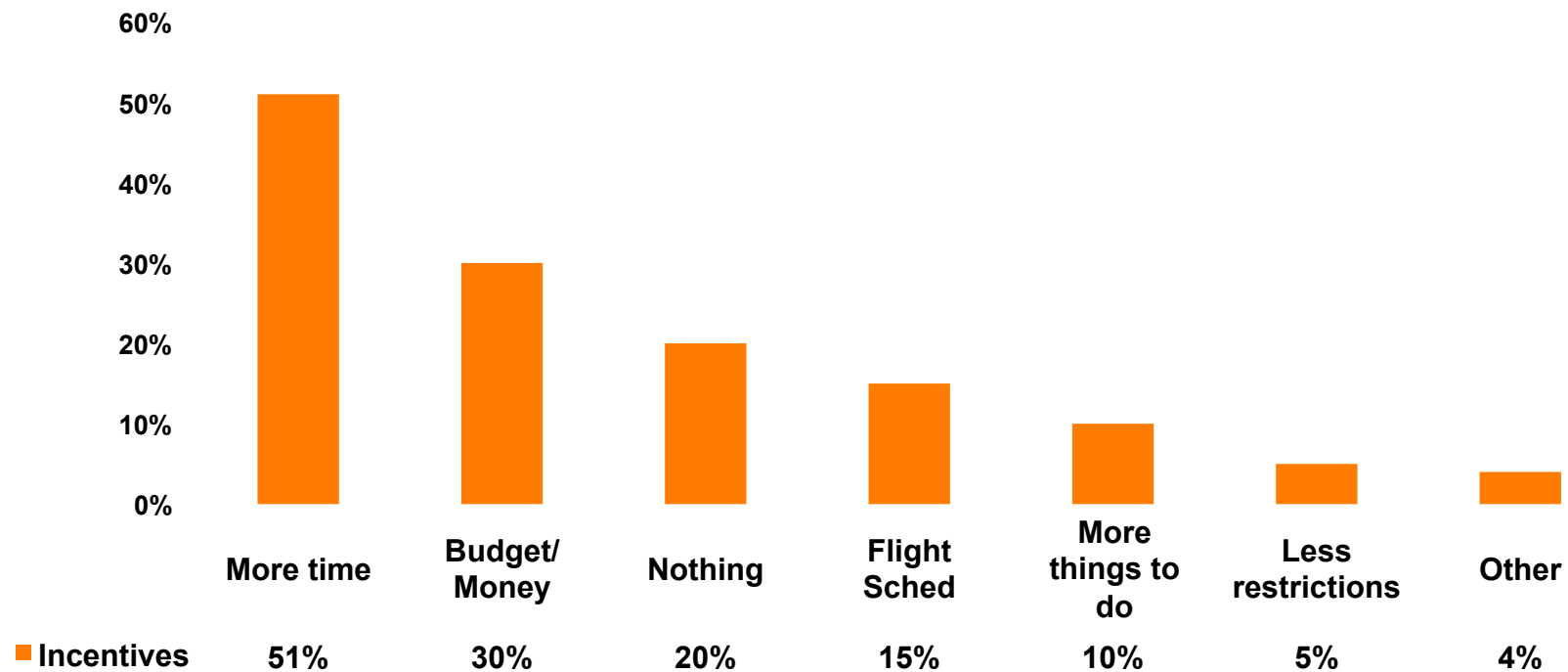
Satisfaction with Other Activities



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



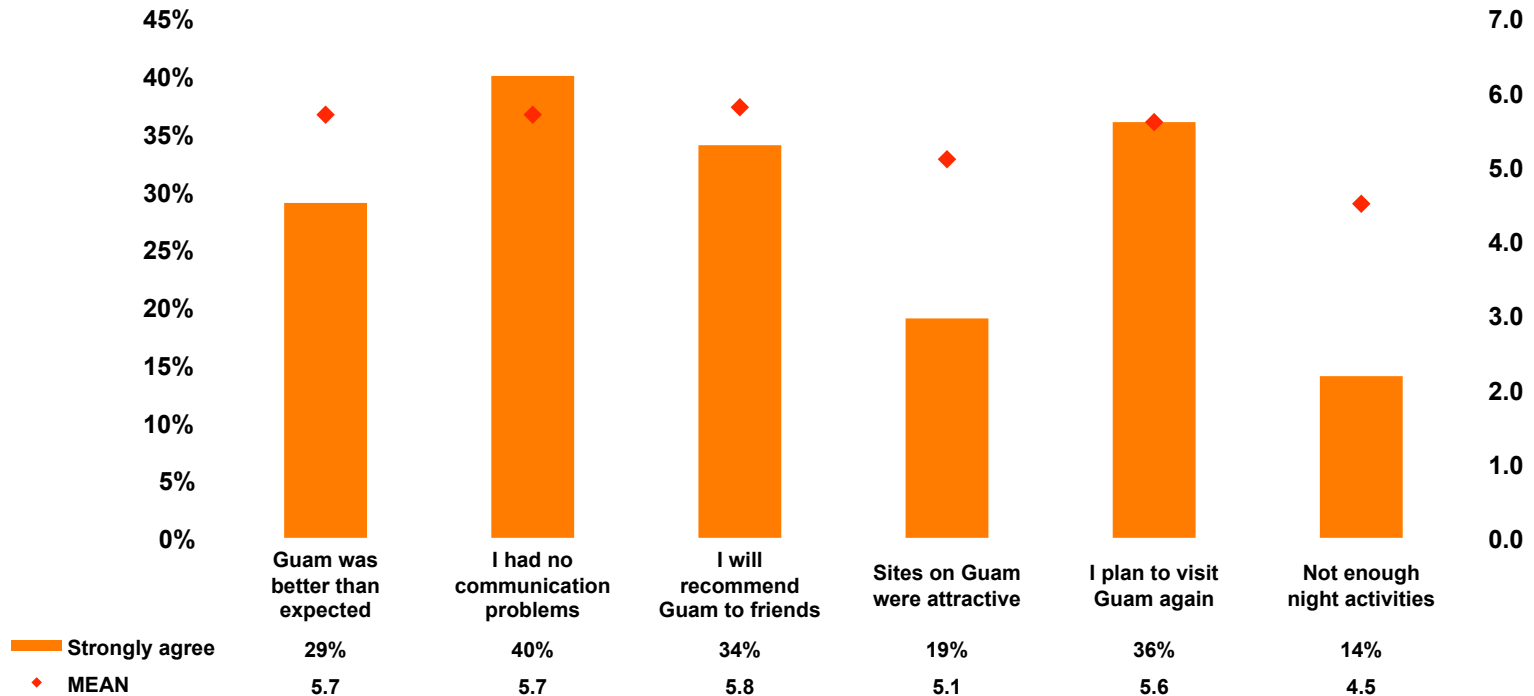
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

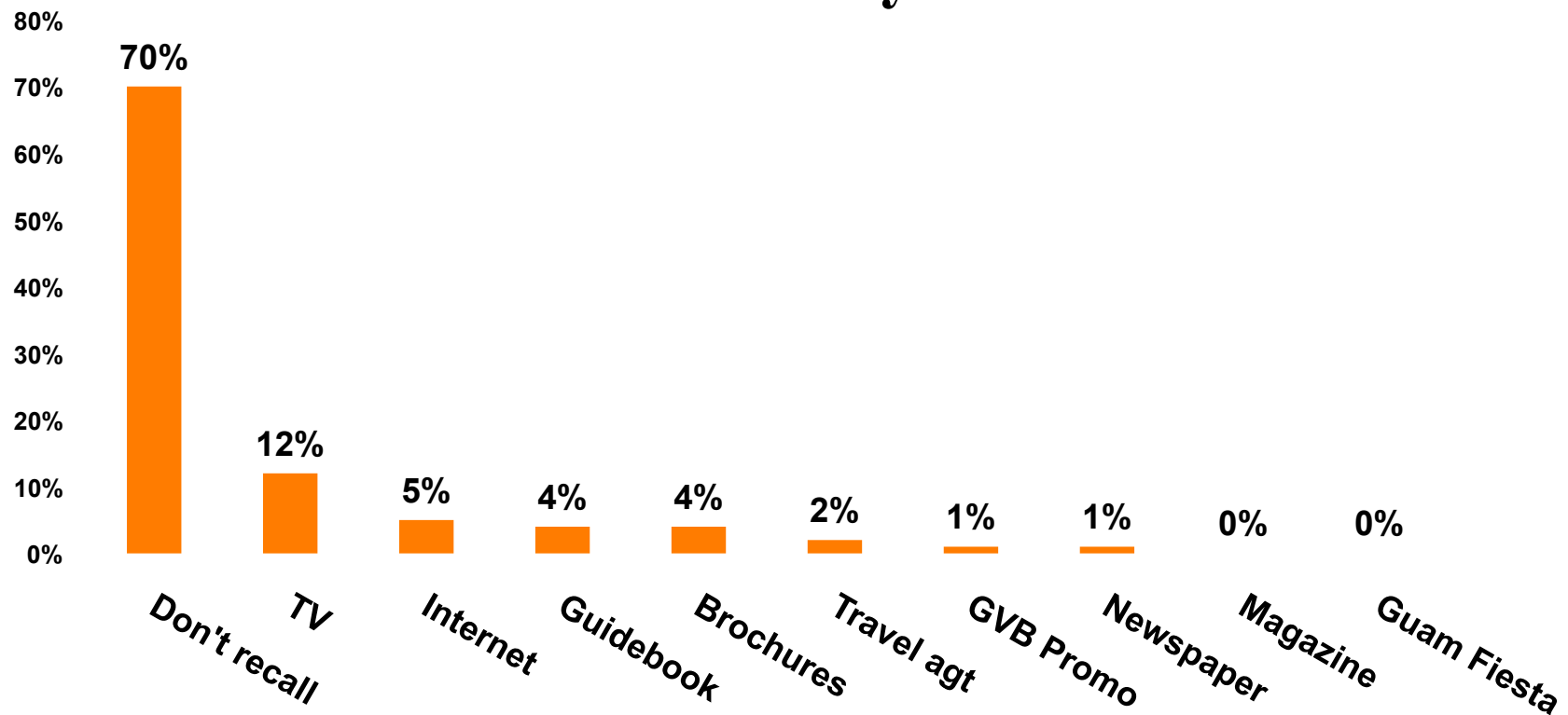
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days



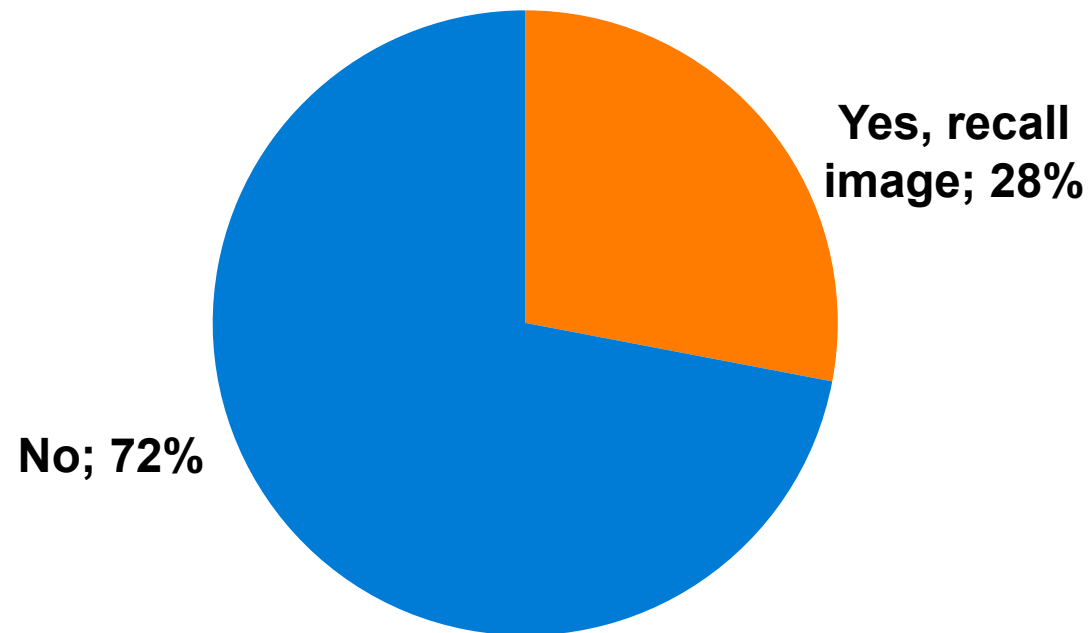
Message Recall

(Filter: recall ad/promo n=99)

- 68% An image
- 22% Other
- 9% Don't recall
- 4% Tag line

Aided Awareness - Image Test

(Filter: recall ad/promo n=99)

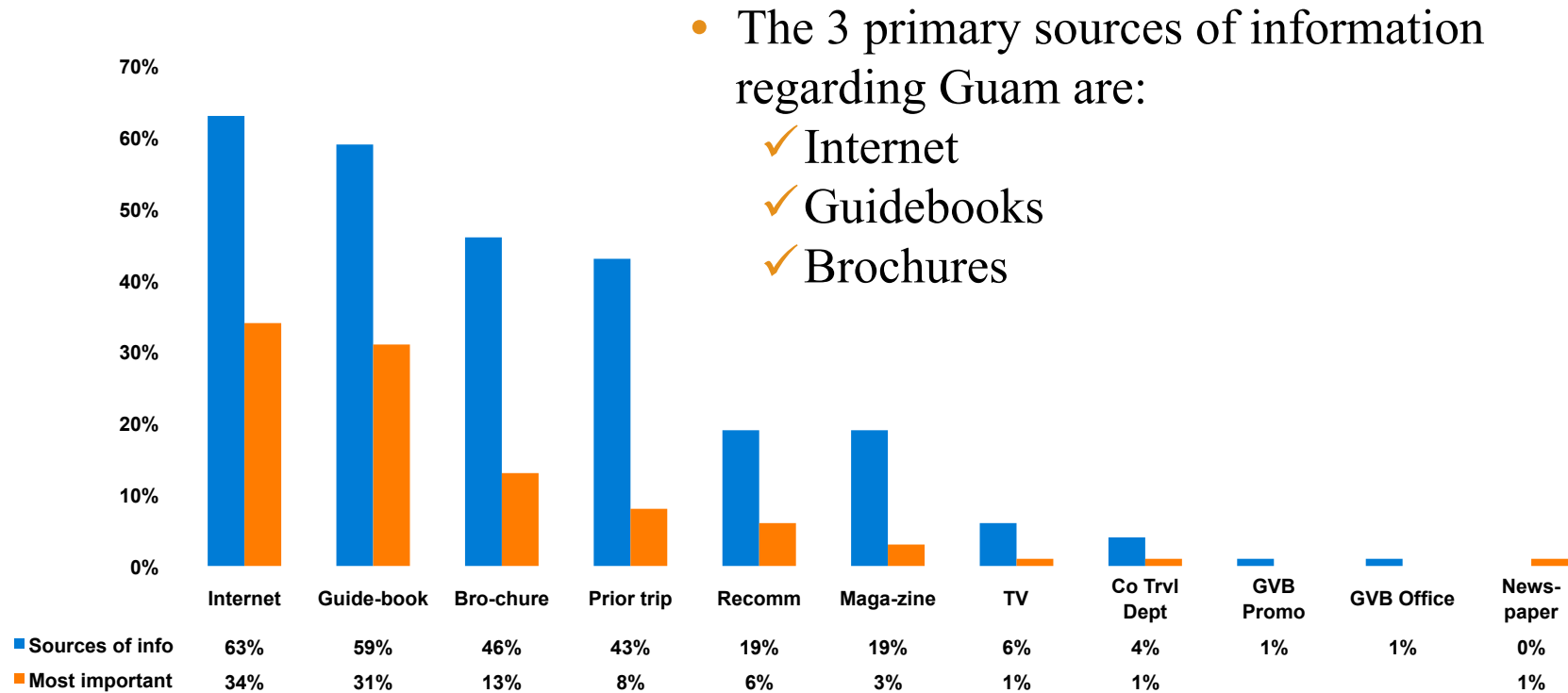


Aided Image Recall

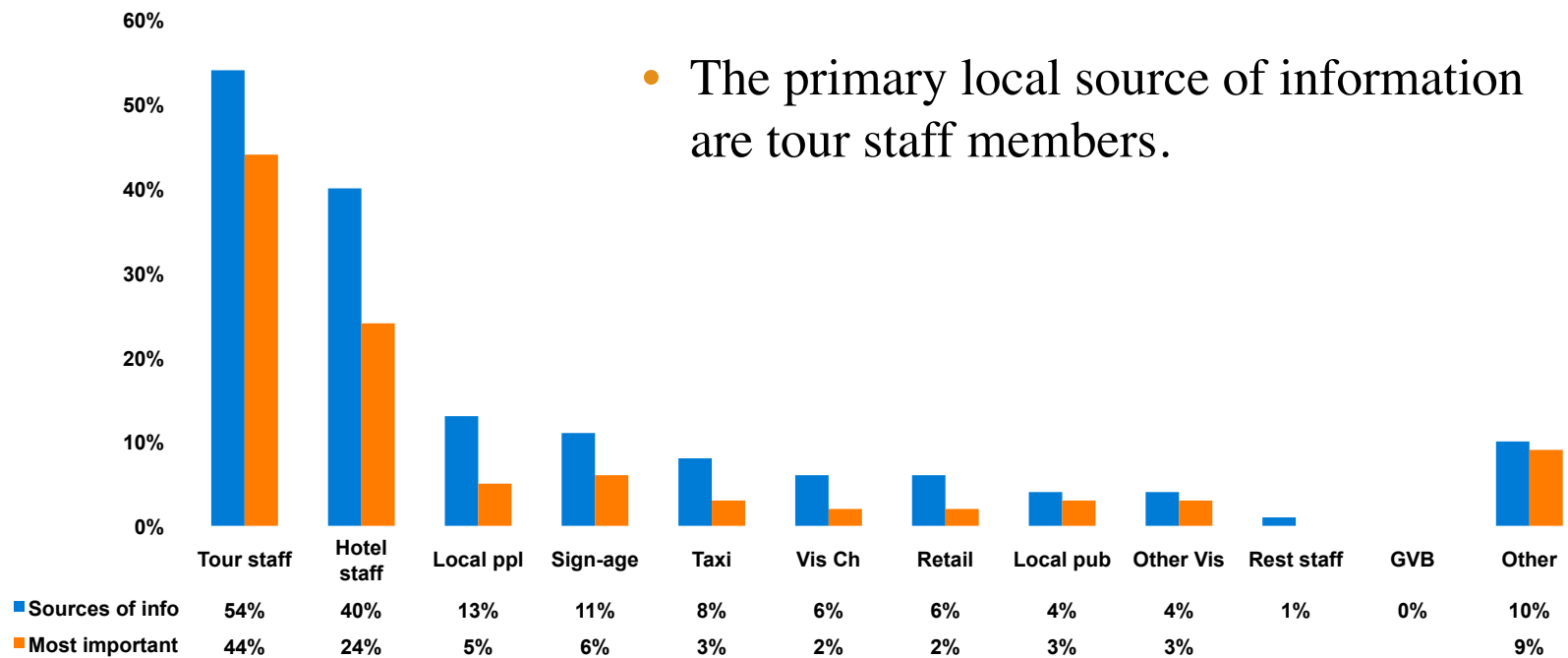
(Filter: recall image n=28)

- **43%** - Koko Bird- OL Version
(Asada! Namadesu Tabi Salad
Program Ad)
- **39%** - Koko Bird – Sr. Version
(Shimura's Zoo Program Ad)
- **25%** - Guam Wedding (Nodame
Canterbible Cinema Ad)

Sources of Information Pre-arrival



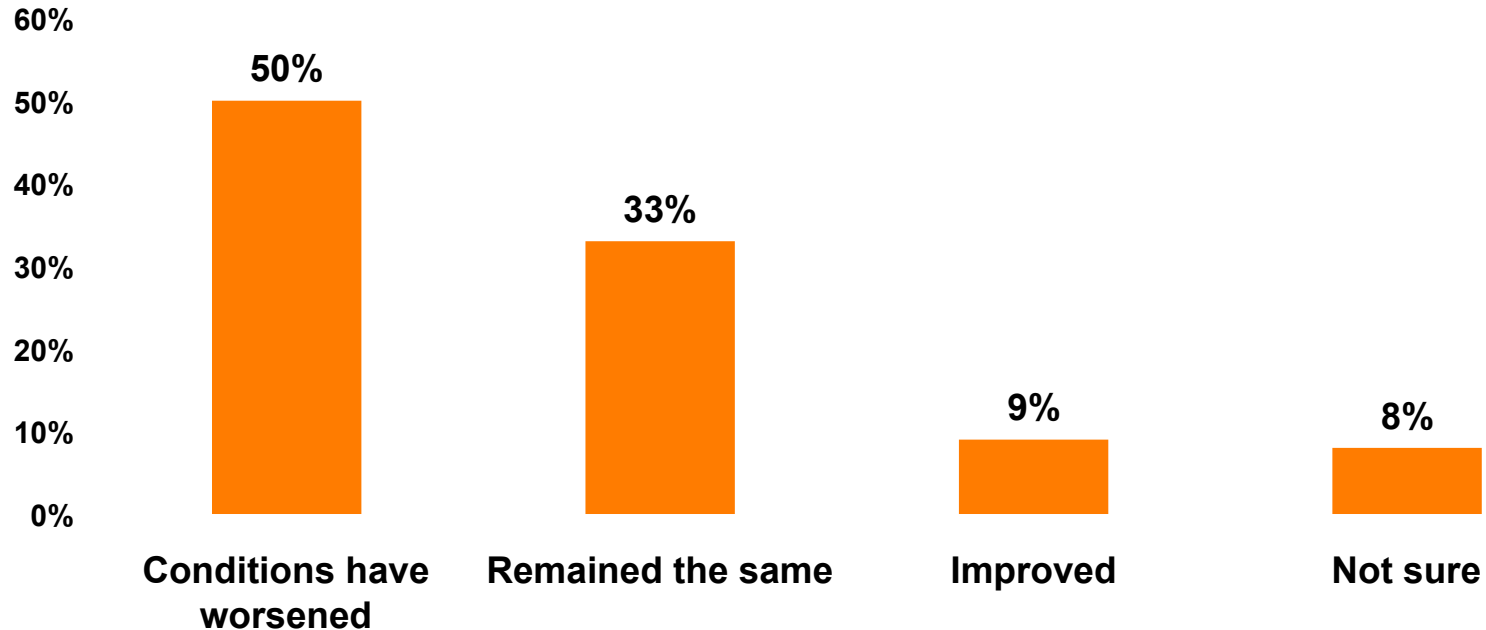
Sources of Information Post-arrival



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

SECTION 6 **OTHER ISSUES**

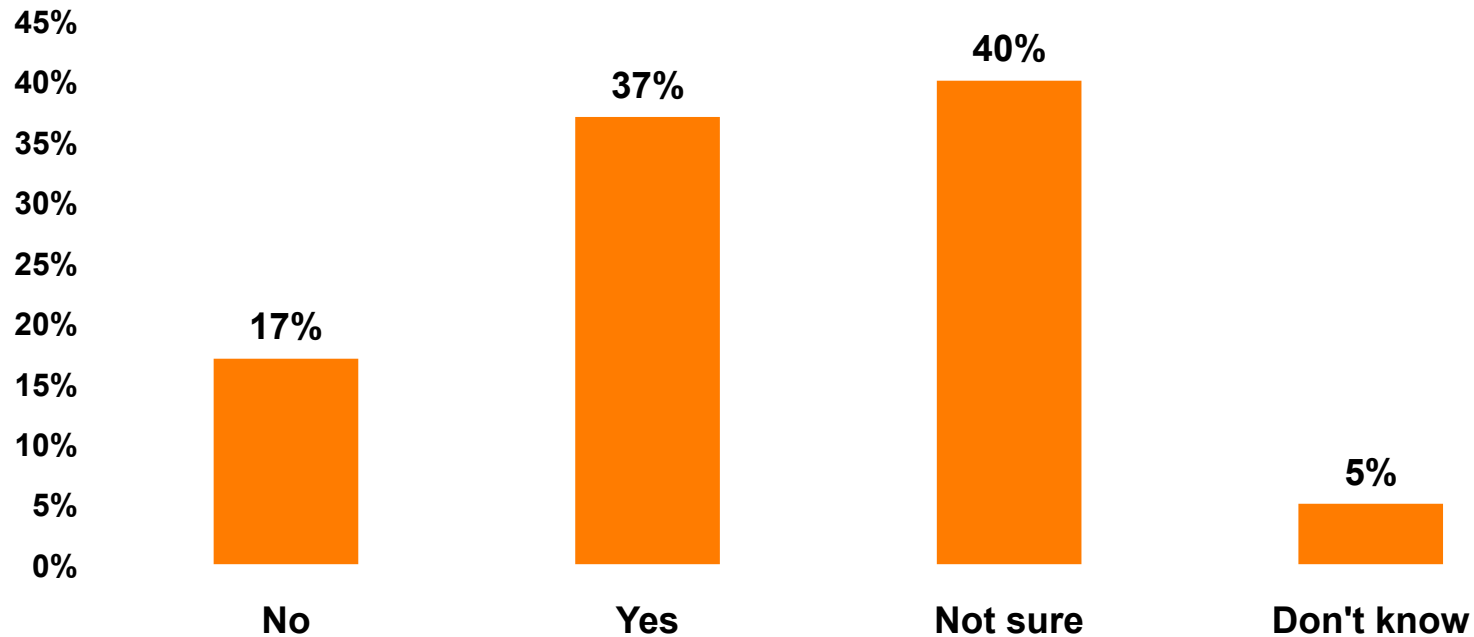
Rating the Japan economy compared to 12 months ago - Overall



Rating the Japan economy compared to 12 months ago - By Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.23	Conditions have worsened	67%	45%	48%	54%	67%	47%	56%	38%	67%	44%	47%	40%
	Conditions have remained the same	17%	30%	39%	35%	17%	31%	22%	38%	24%	43%	40%	20%
	Conditions have improved		11%	8%	7%	8%	8%	17%	9%	5%	11%	8%	20%
	Do not know	17%	14%	4%	4%	8%	14%	6%	16%	5%	2%	5%	20%
Total	Count	6	118	97	85	24	36	36	32	63	54	62	5

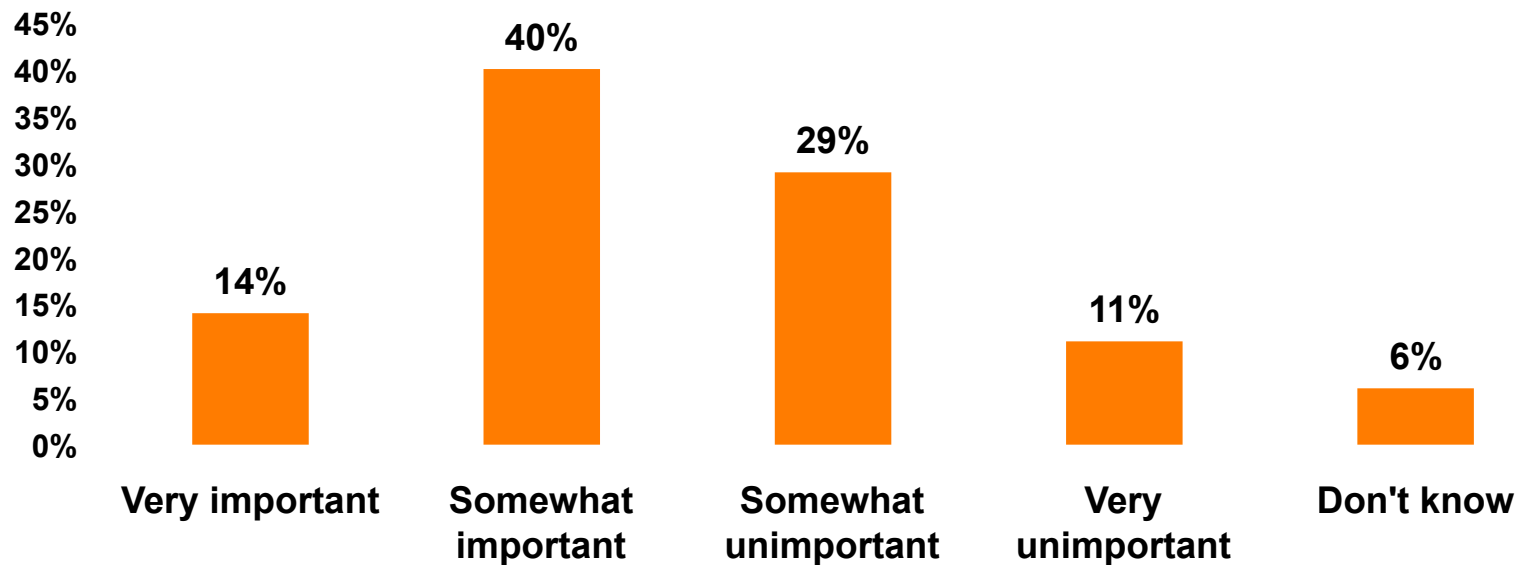
Good time to spend money on travel outside of Japan - Overall



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

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.24	No		17%	20%	14%	21%	11%	17%	13%	19%	24%	13%	20%
	Yes	67%	41%	34%	33%	42%	36%	44%	34%	36%	33%	45%	40%
	Not sure	17%	37%	41%	49%	25%	50%	36%	41%	42%	41%	39%	20%
	Do not know	17%	5%	5%	4%	13%	3%	3%	13%	3%	2%	3%	20%
Total	Count	6	118	98	85	24	36	36	32	64	54	62	5

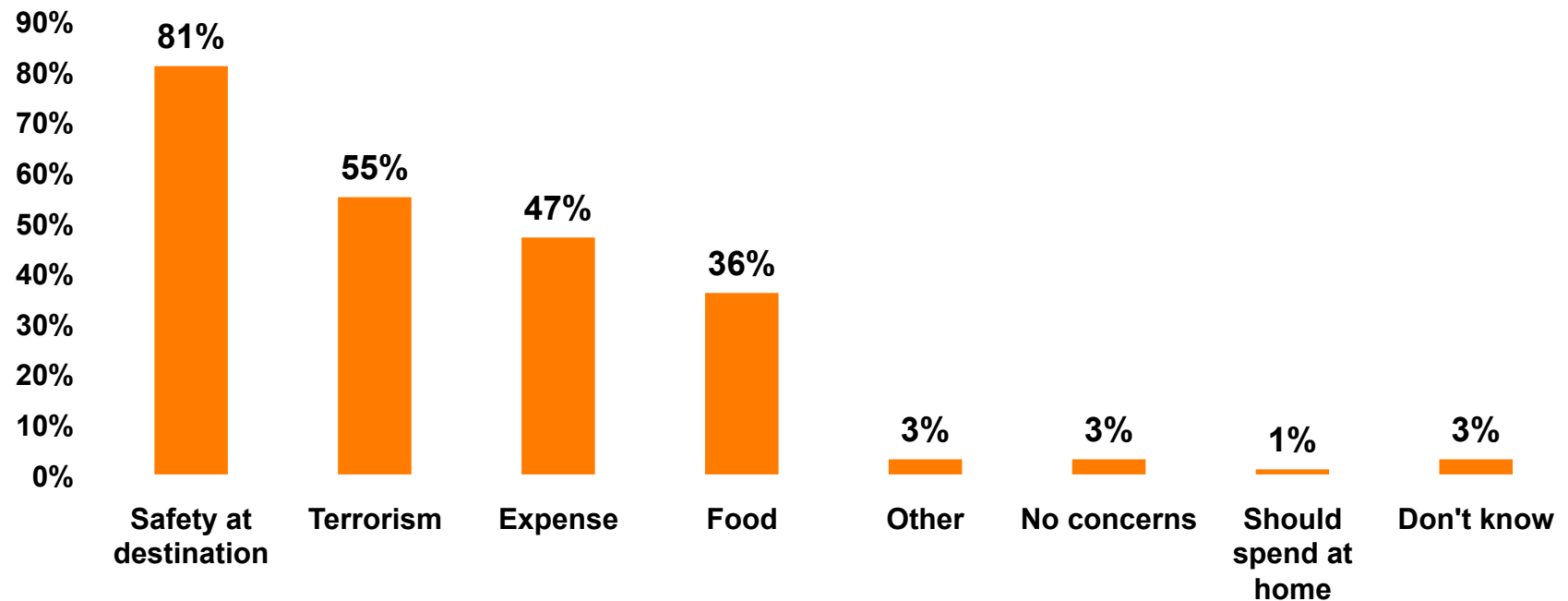
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



The importance of the state of the Japanese economy in decision to travel outside of Japan by Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.25	Very unimportant		10%	13%	11%	4%	8%	11%	6%	6%	9%	16%	40%
	Somewhat unimportant	33%	25%	34%	29%	25%	31%	25%	34%	30%	31%	31%	20%
	Somewhat important	33%	43%	34%	41%	46%	42%	47%	34%	37%	46%	39%	40%
	Very important	17%	14%	10%	18%	17%	8%	14%	13%	24%	11%	11%	
	Do not know	17%	8%	8%	1%	8%	11%	3%	13%	3%	2%	3%	
Total	Count	6	118	97	85	24	36	36	32	63	54	62	5

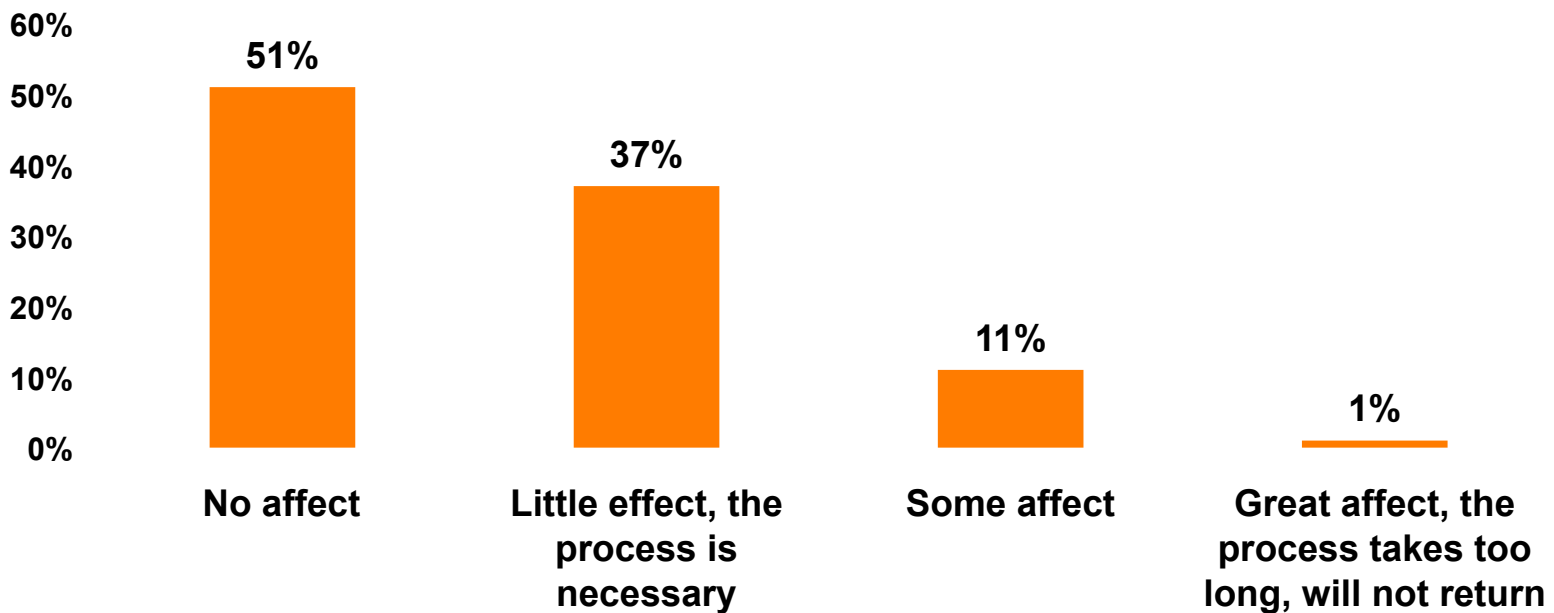
Concerns about travel outside of Japan - Overall



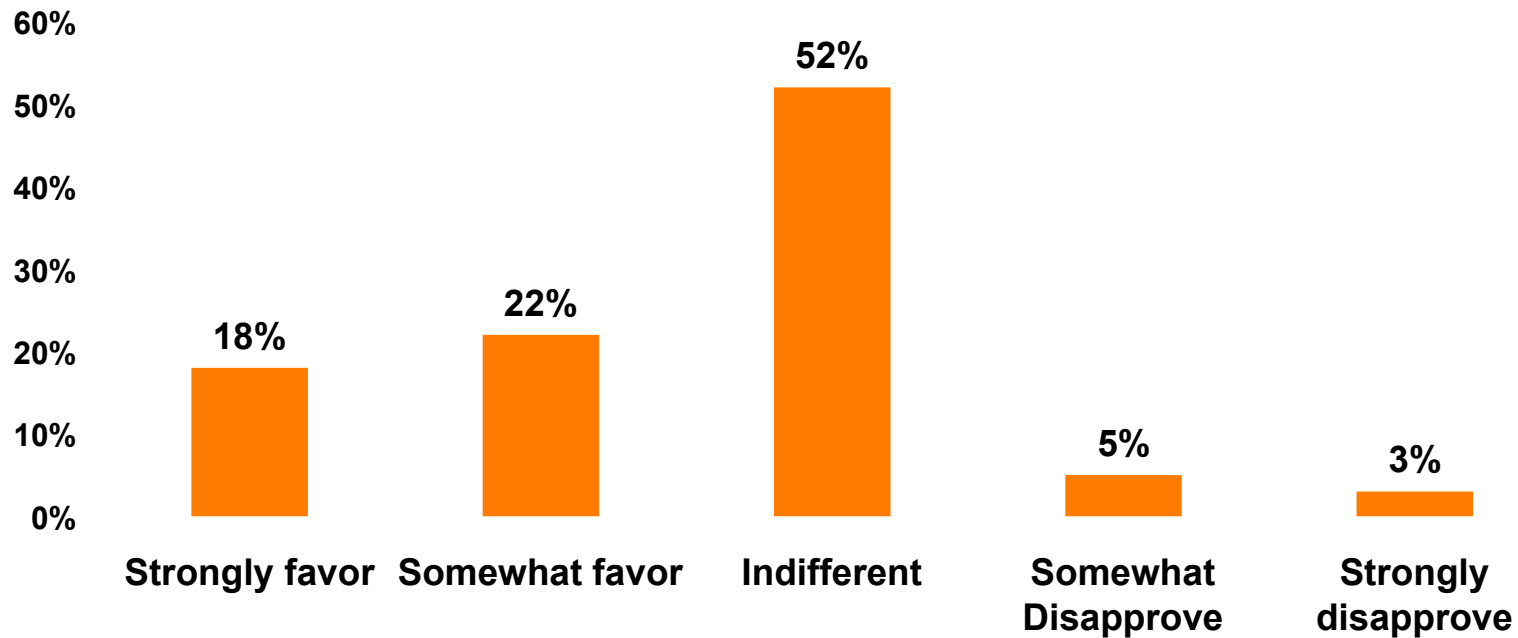
Concerns about travel outside of Japan - By Age & Income

		AGE					PERSONAL INCOME						
		<20	20-29	30-39	40-49	50+	<Y3.0M	Y3.0M-Y3.9M	Y4.0M-Y4.9M	Y5.0M-Y6.9M	Y7.0M-Y9.9M	Y10.0M+	No Inc
Q.26	Safety at my destination	83%	76%	81%	85%	96%	72%	86%	84%	83%	91%	77%	80%
	Terrorism	33%	48%	58%	61%	54%	56%	50%	56%	53%	56%	55%	40%
	Expense	33%	47%	50%	41%	50%	42%	50%	44%	44%	54%	45%	20%
	Food	17%	38%	36%	31%	50%	39%	28%	34%	27%	50%	35%	60%
	Other		4%	2%	1%	8%	6%	11%		3%	2%	2%	
	No concerns		3%	2%	5%		3%		6%	6%		3%	
	Do not know	33%	3%	4%	1%		6%	3%	6%			3%	
	Spending money abroad when it should be spent at home		2%		1%		3%			2%		2%	
Total	Cases	6	118	98	85	24	36	36	32	64	54	62	5

Security Screening/ Immigration Process at Guam International Airport



Increase Drinking Age to 21



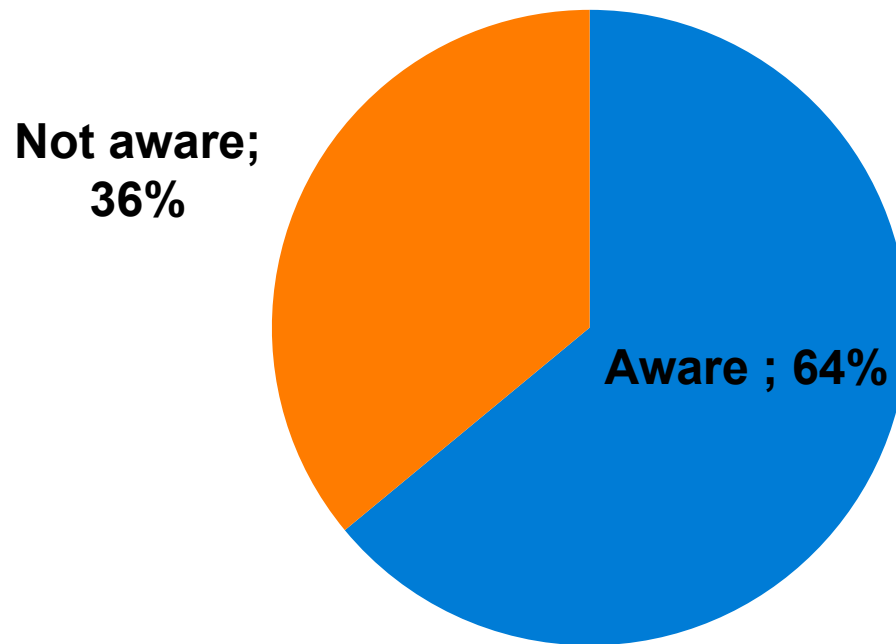
Increase Drinking Age to 21 by Gender & Age

			GENDER		AGE		
			Male	Female	18-34	35-54	55+
Q.28.3	Strongly Favor	Count	30	29	22	36	1
		Col %	17.8%	18.0%	13.2%	24.0%	7.7%
	Somewhat favor	Count	33	40	38	33	2
		Col %	19.5%	24.8%	22.8%	22.0%	15.4%
	Indifferent	Count	93	79	91	72	9
		Col %	55.0%	49.1%	54.5%	48.0%	69.2%
	Somewhat disapprove	Count	8	7	10	4	1
		Col %	4.7%	4.3%	6.0%	2.7%	7.7%
	Strongly disapprove	Count	5	6	6	5	
		Col %	3.0%	3.7%	3.6%	3.3%	
Total	Count		169	161	167	150	13

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

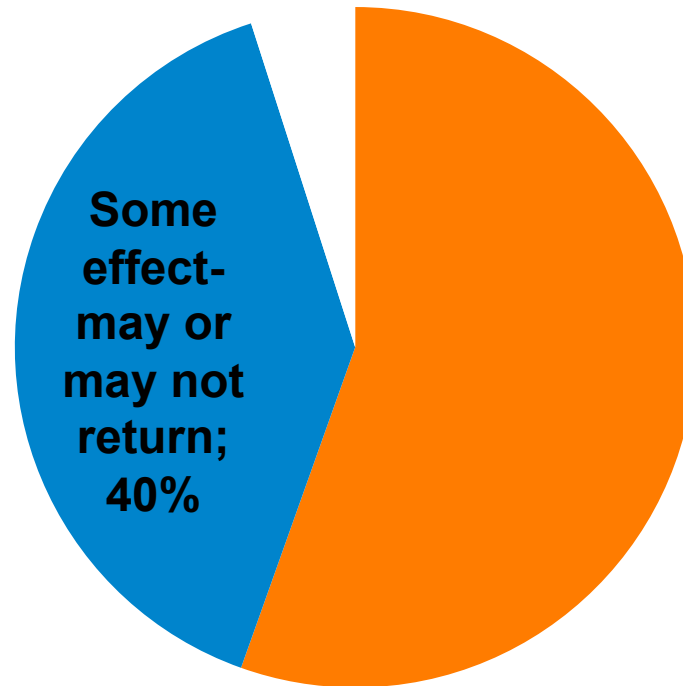
- Mean Rating – **3.6** out of possible 7.0
- Agree (Score 6-7) – **15%**
- Neutral (Score 4-5) – **49%**
- Disagree (Score 1-3) – **36%**

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



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

Great effect- will not return; 5%



No effect- will visit again; 56%

Some effect- may or may not return; 40%

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

