



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **FEBRUARY 2012**



**Prepared by: QMark Research**

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# Background & Methodology

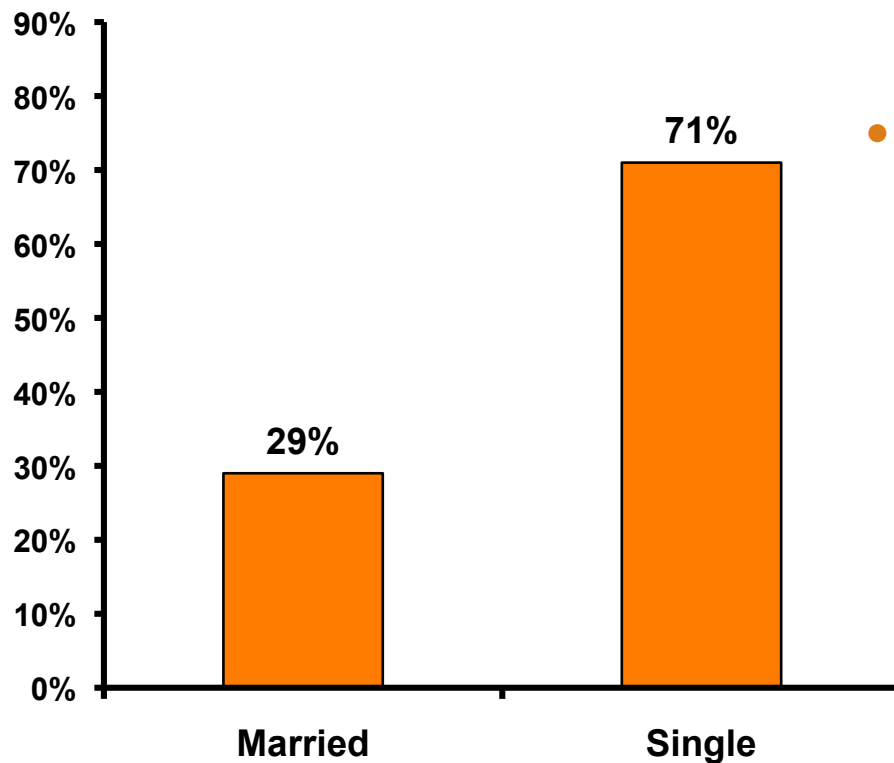
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **327** departing 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 **327** 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.

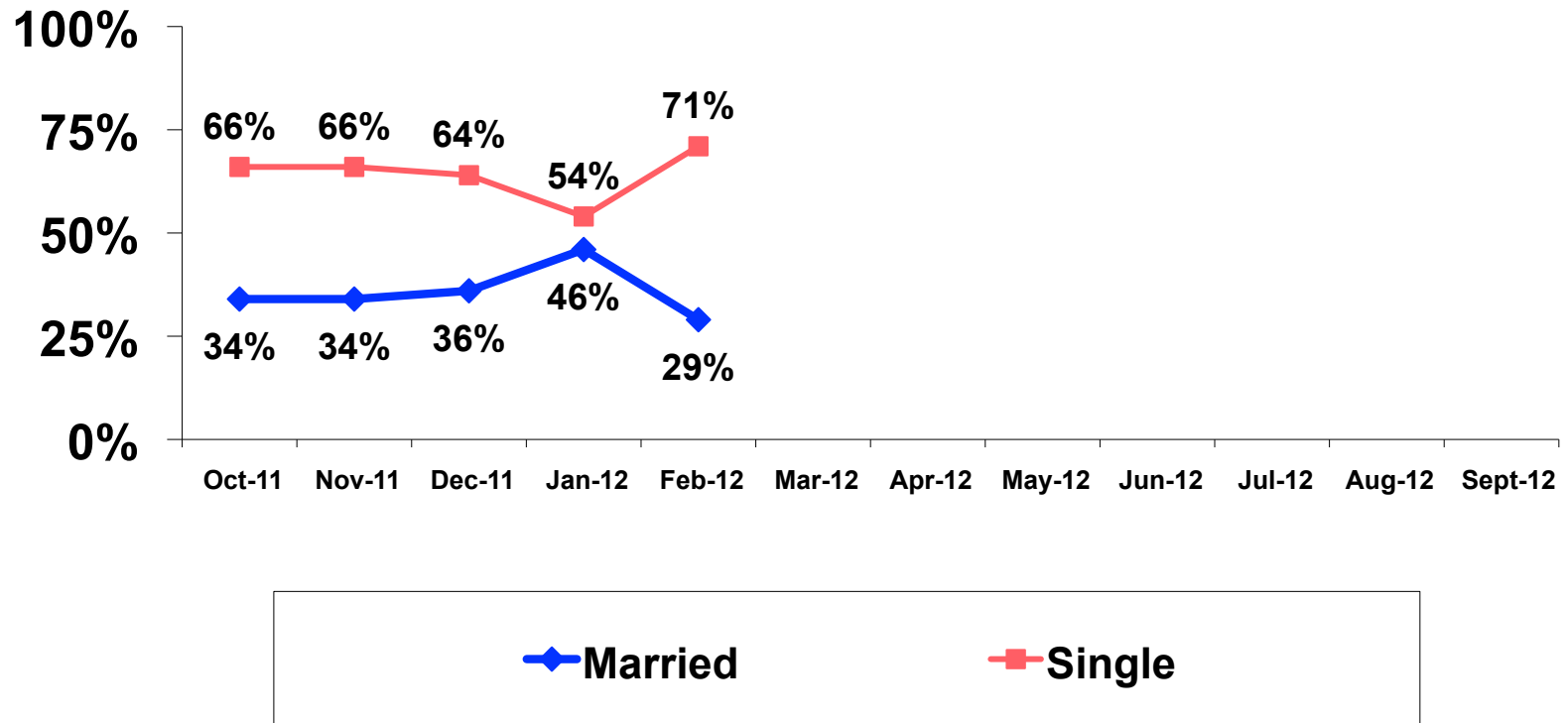
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

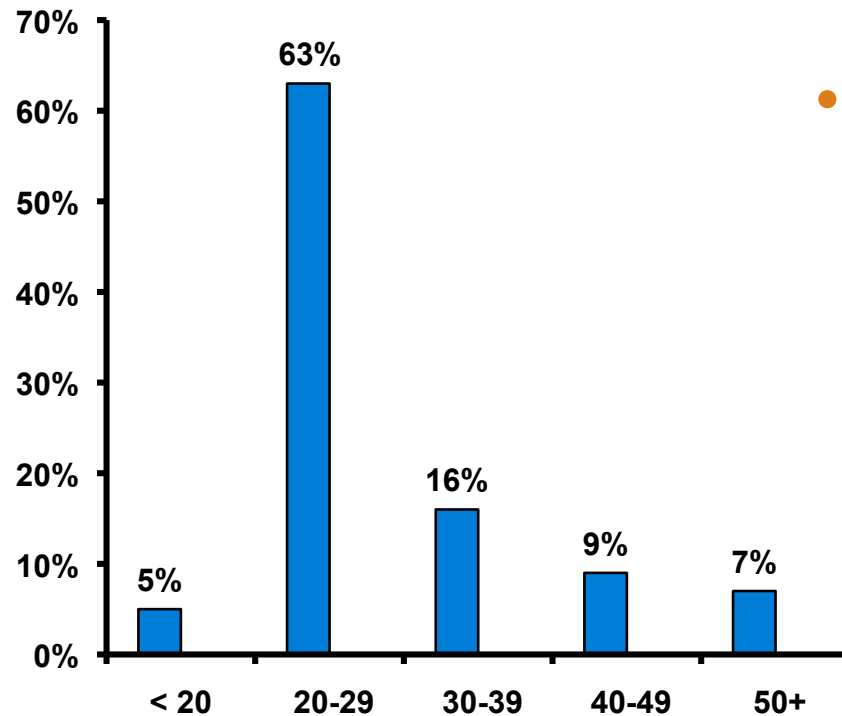


- 80% of 1<sup>st</sup> time visitors are single.

# Marital Status

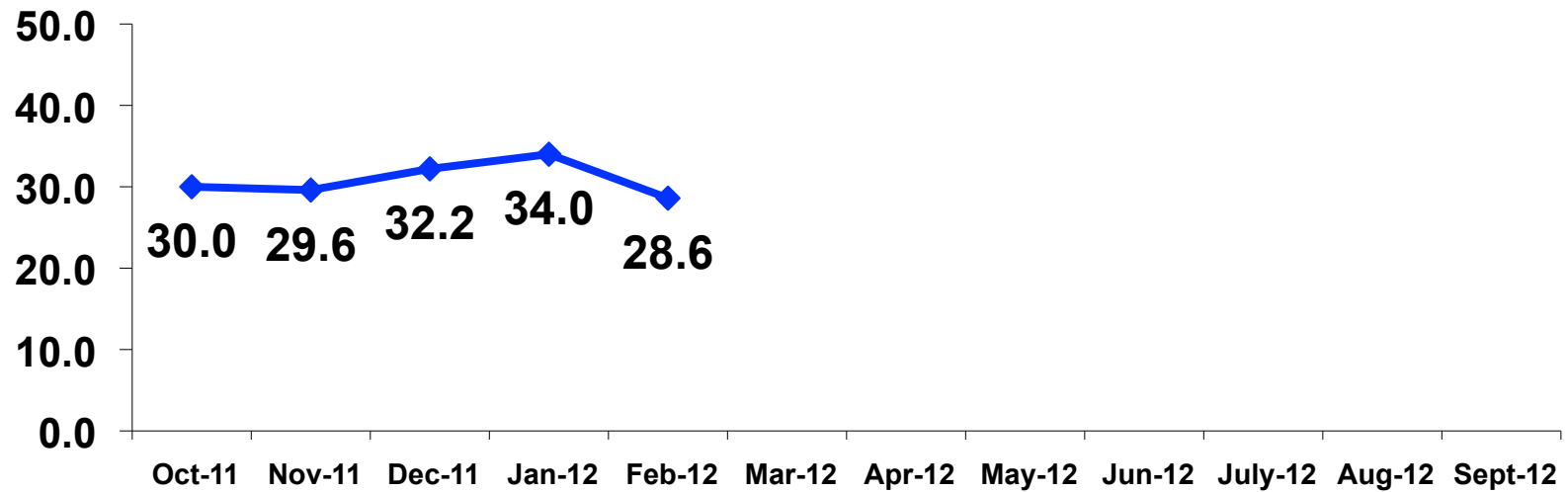


# Age - Overall



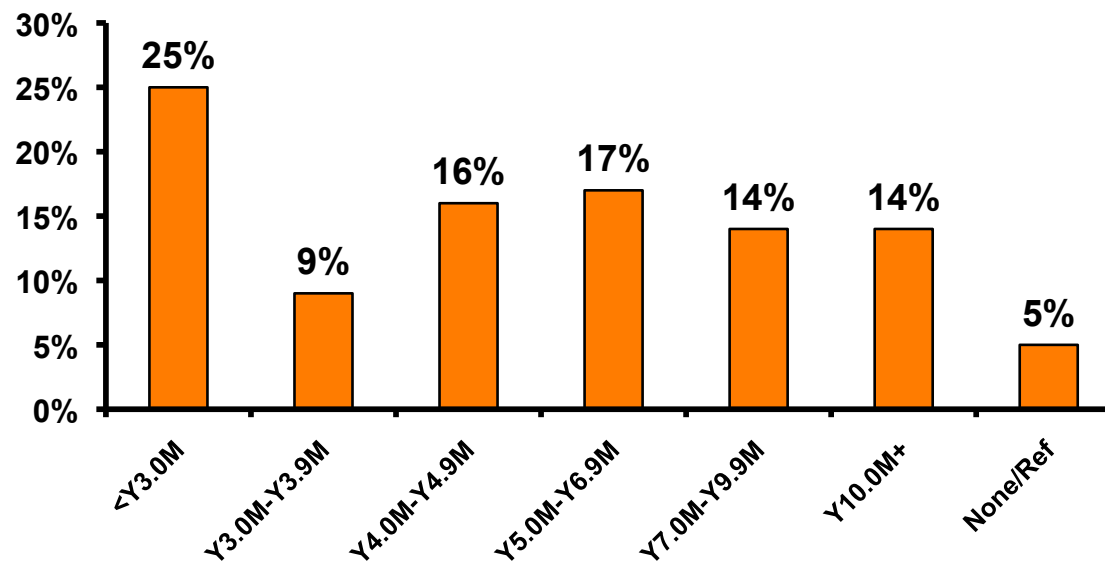
- The average age of the respondents is 28.6 years of age.

# Average Age



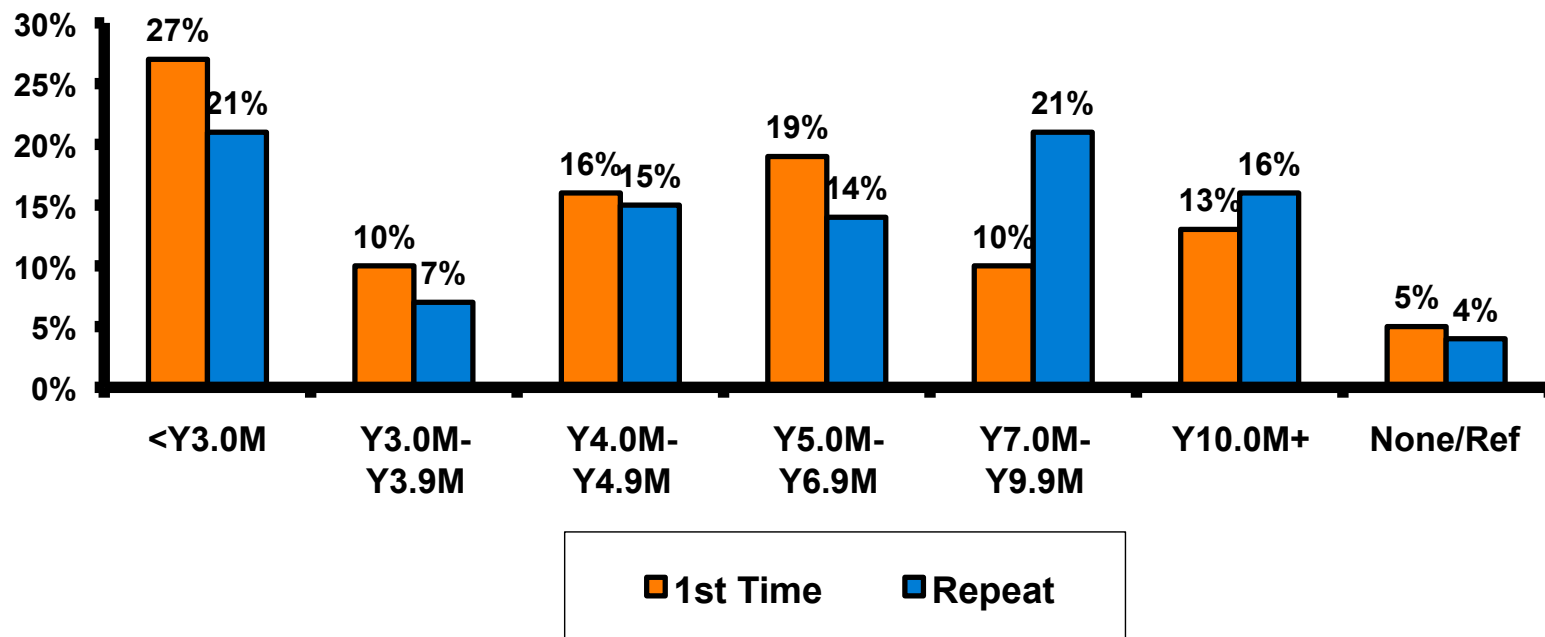


# Personal Income



- ¥77.12 = US\$1

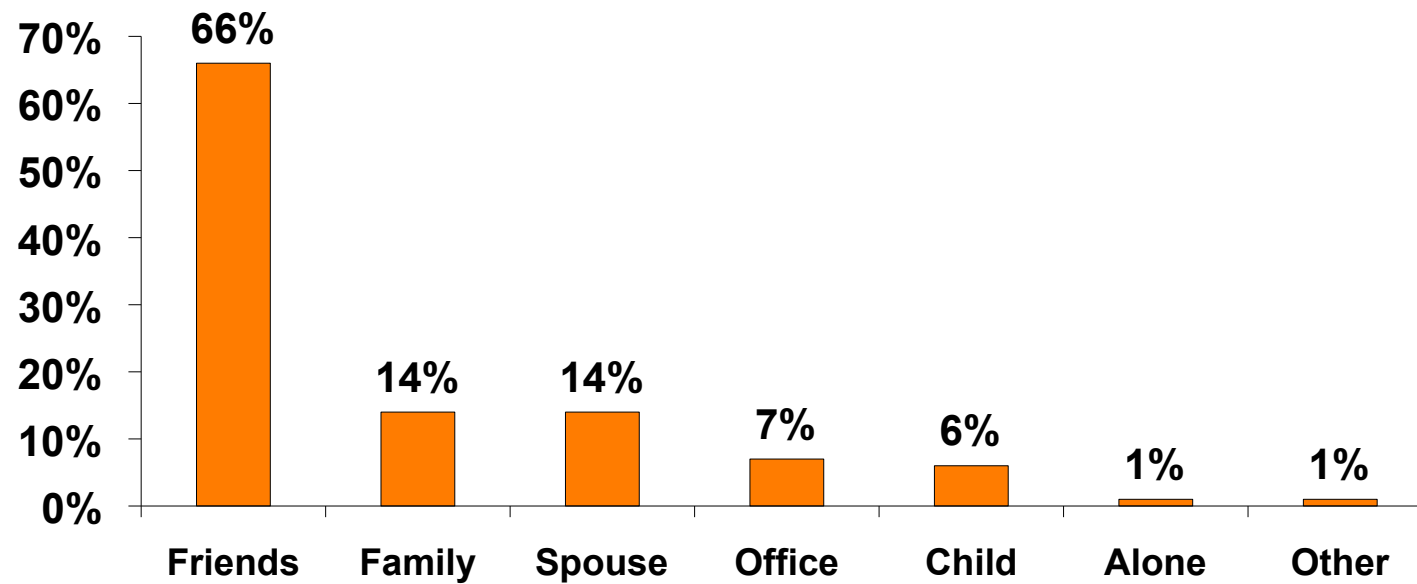
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	67	31	36	2	49	10	4	2
		25%	23%	28%	18%	31%	20%	15%	9%
Y3.0M-Y3.9M	Count	24	14	10		16	5	2	1
		9%	10%	8%		10%	10%	7%	5%
Y4.0M-Y4.9M	Count	42	25	17	3	23	12	2	2
		16%	18%	13%	27%	15%	24%	7%	9%
Y5.0M-Y6.9M	Count	46	23	23	2	21	9	7	7
		17%	17%	18%	18%	13%	18%	26%	32%
Y7.0M-Y9.9M	Count	37	19	18	1	17	9	5	5
		14%	14%	14%	9%	11%	18%	19%	23%
Y10.0M+	Count	37	20	17	3	19	3	7	5
		14%	15%	13%	27%	12%	6%	26%	23%
No Inc	Count	12	4	8		11	1		
		5%	3%	6%		7%	2%		
Total	Count	265	136	129	11	156	49	27	22

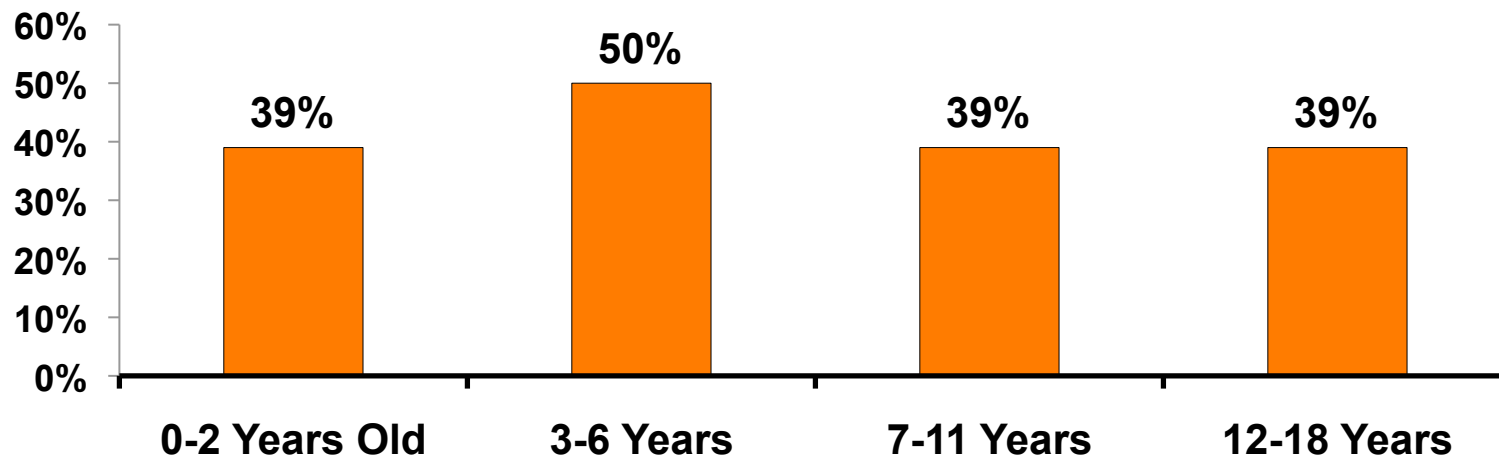
# Travel Companions



# Number of Children Travel Party

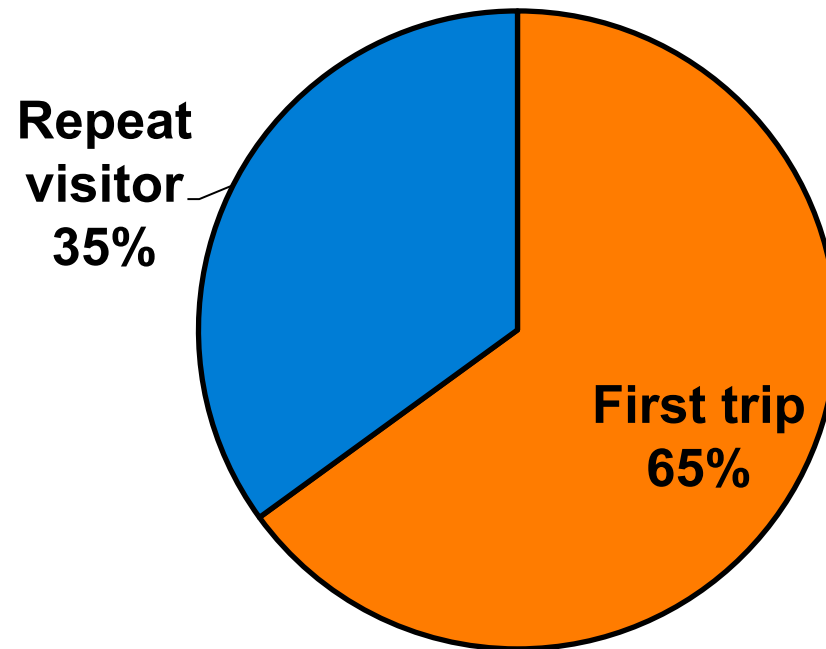
N=18 total respondents traveling with children.

(Of those N=18 respondents, there is a total of 34 children 18 years or younger)

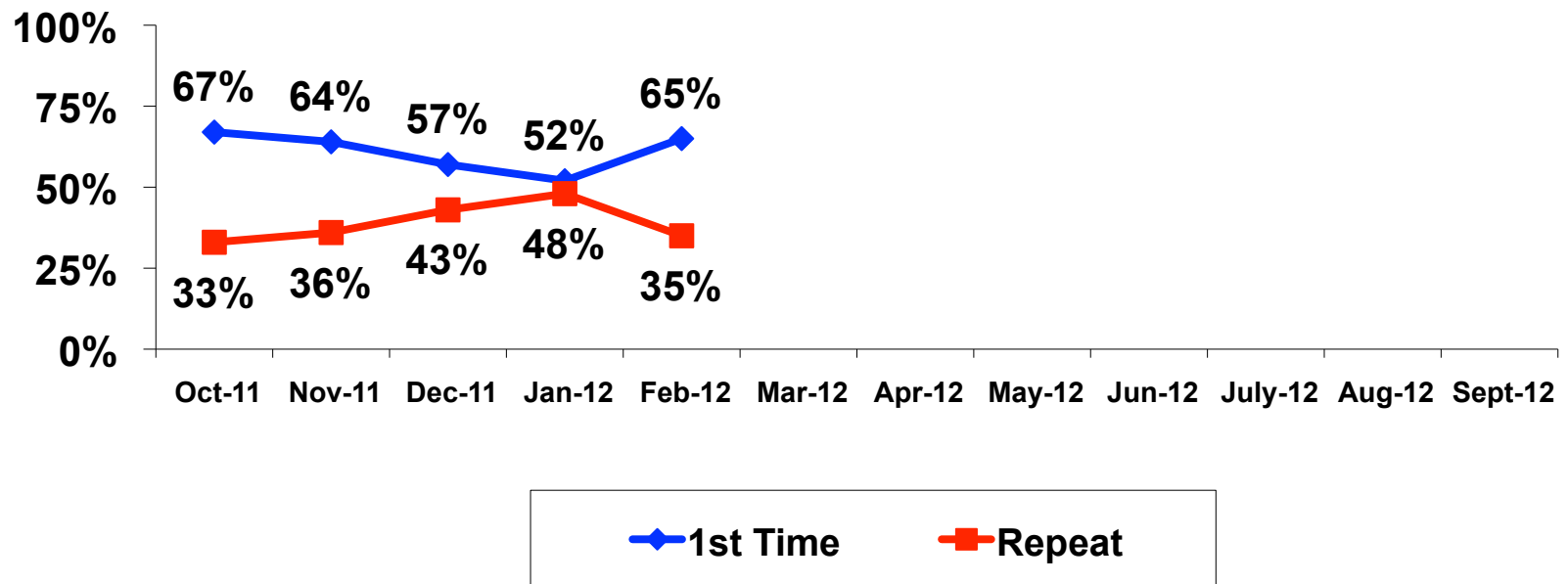


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# Prior Trips to Guam



# Prior Trips to Guam



# Trips to Guam by Age & Gender

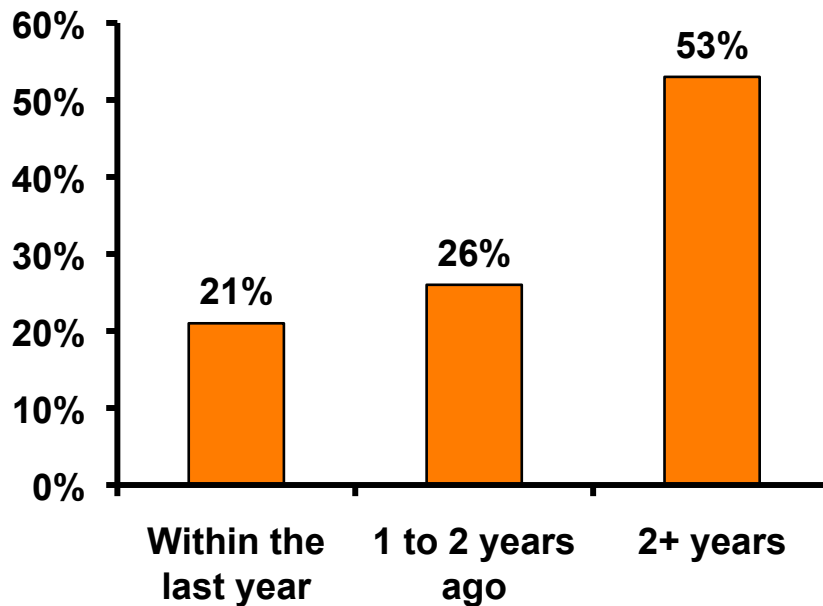
			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	163	104	58
			50%	49%	51%
	Female	Count	164	108	56
			50%	51%	49%
Total		Count	327	212	114
AGE	<20	Count	16	12	4
			5%	6%	4%
	20-29	Count	205	155	49
			63%	73%	43%
	30-39	Count	53	24	29
			16%	11%	25%
	40-49	Count	31	12	19
		9%	6%	17%	
	50+	Count	22	9	13
			7%	4%	11%
Total		Count	327	212	114

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



# Repeat Visitors Last Trip

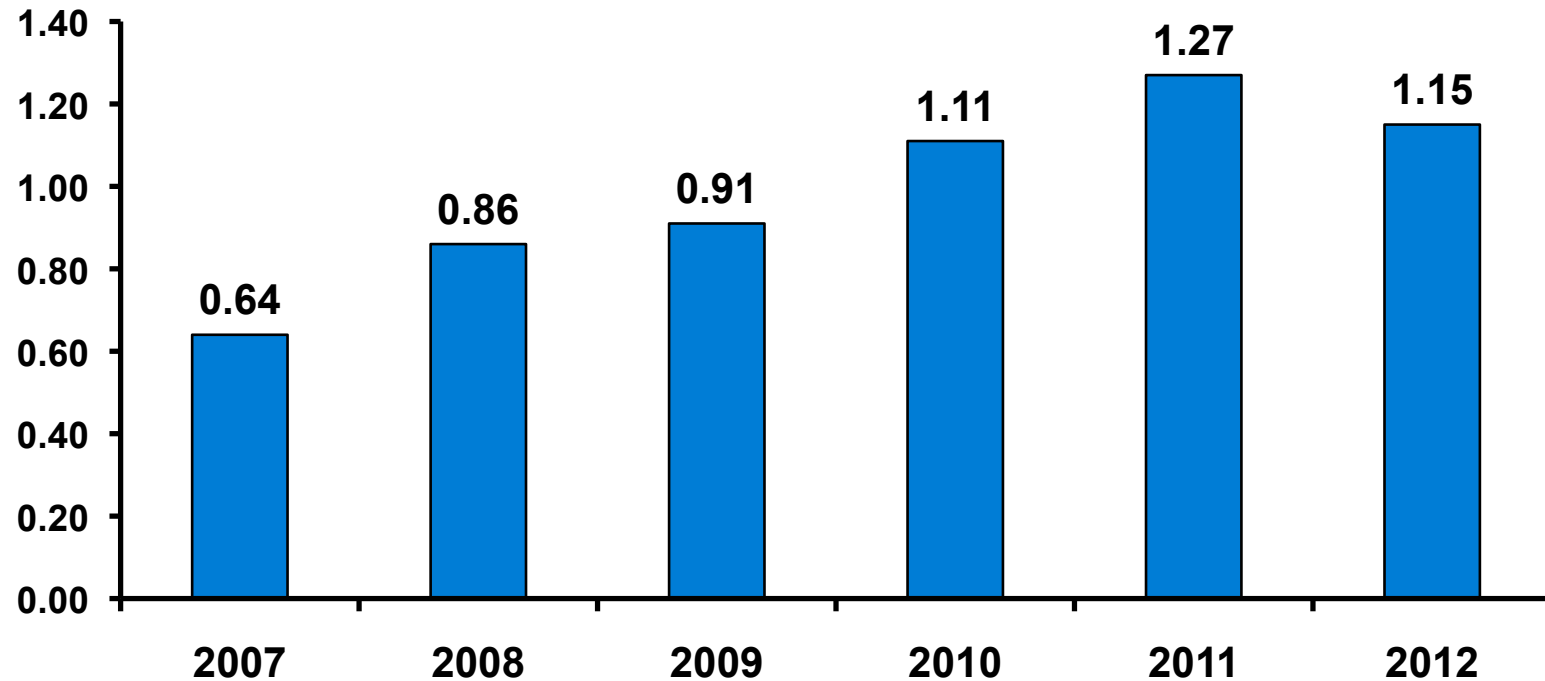
n = 114



- The average repeat visitor has been to Guam 2.7 times.
- Roughly half of the repeat visitors have been to Guam within the last 2 years.

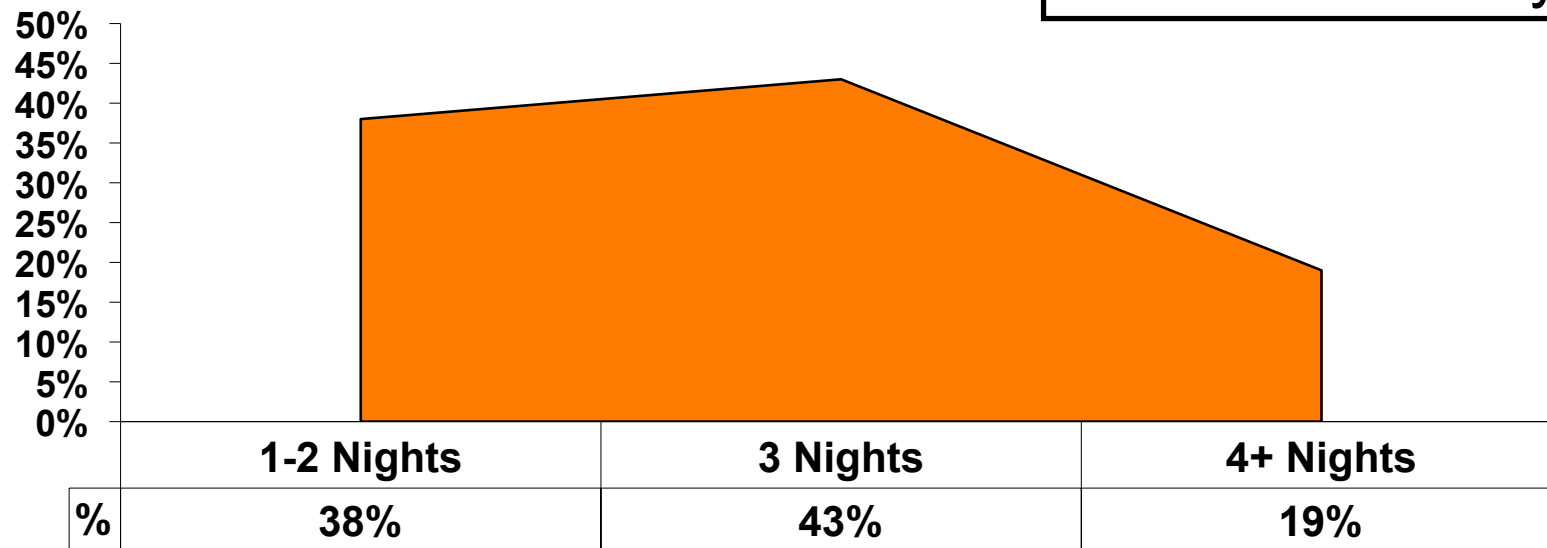
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# Average Number Overnight Trips (2006-2012) (2 nights or more)

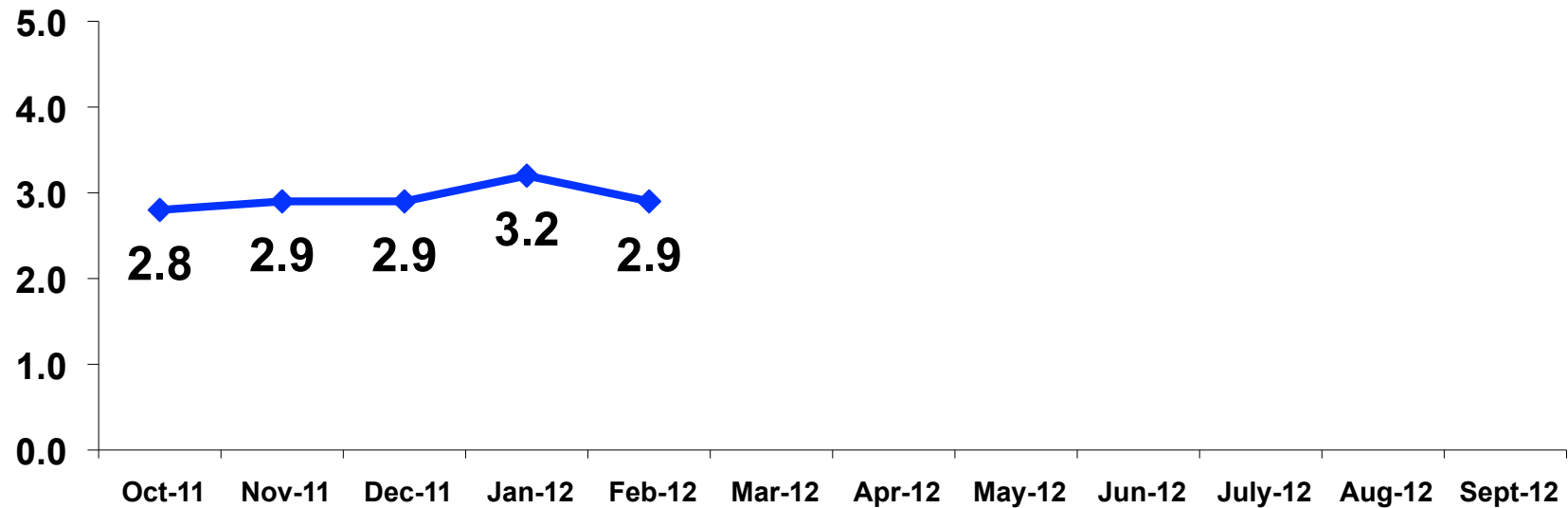


# Length of Stay

Mean = 2.90 Days  
Median = 3.0 Days

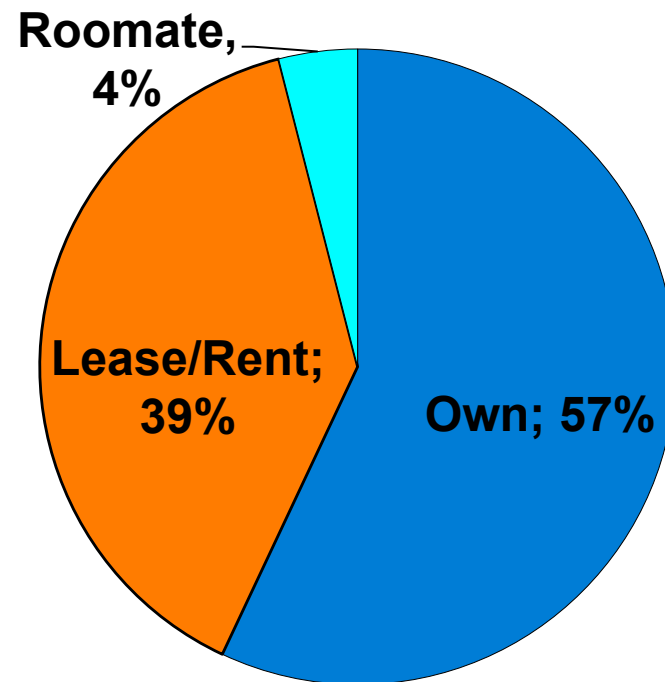


# Average Length of Stay



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# Living Accommodations

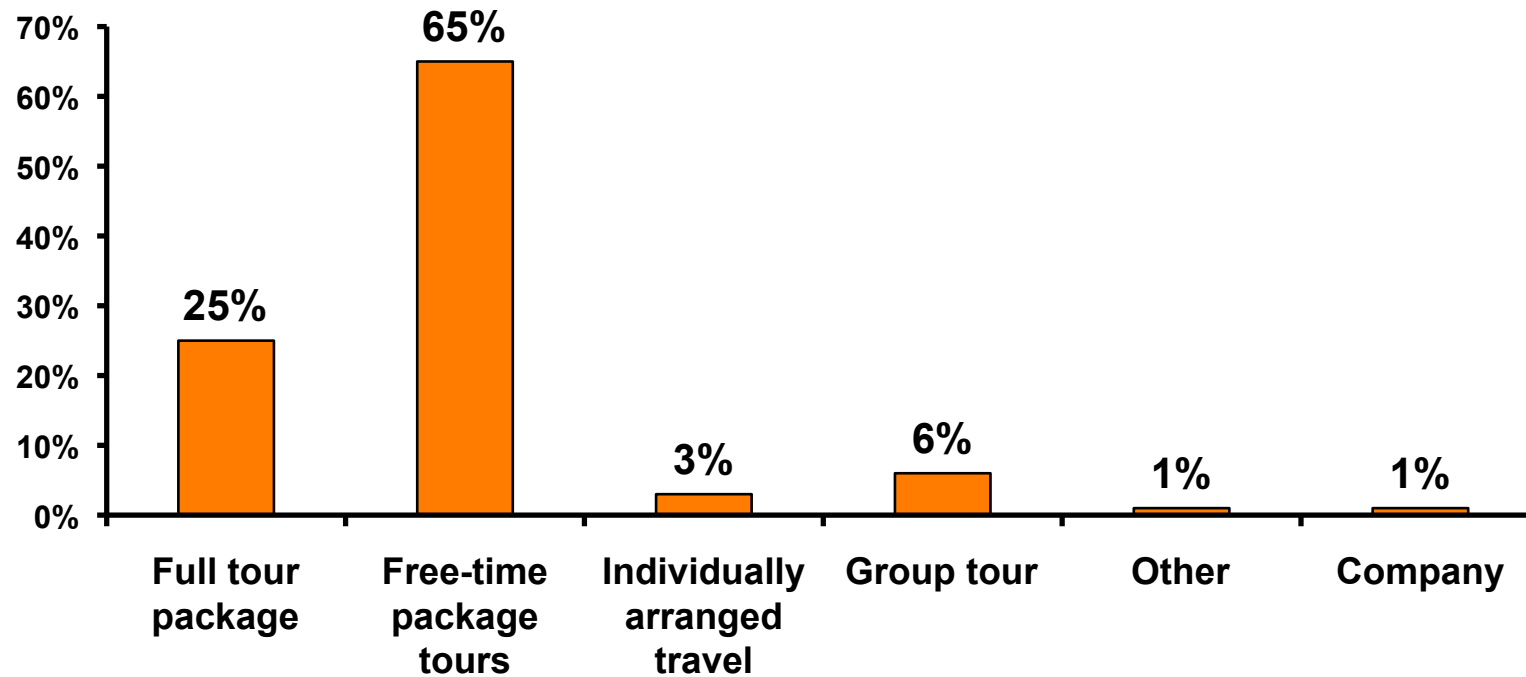


# Occupation by Income

		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	Student	45%	43%	38%	34%	28%	30%	38%	83%
	Co. Employee: Engineer	11%	10%	21%	17%	15%	8%	3%	
	Co. Employee: Office Worker Non-Managerial	9%	7%	4%	7%	13%	16%	16%	
	Co. Employee: Salesperson	8%	10%	8%	7%	15%	11%	3%	
	Self Employed	6%	6%	13%	7%	7%	8%	5%	
	Homemaker	4%	4%	4%	2%	2%	8%	5%	
	Skilled Worker	3%	4%	8%	5%		3%	5%	
	Co. Employee: Manager	3%	1%	4%	2%	4%	5%	5%	
	Freeter	3%	9%					3%	3%
	Other	2%			2%	7%		5%	
	Professional or Specialist	2%	1%		5%		3%	5%	
	Government Employee: Office Worker Non-Managerial	2%			5%	2%	5%		
	Co. Employee: Executive	1%				2%		5%	
	Unemployed	1%	1%						3%
	Retired	1%				4%			
	Government Employee: Executive	0%			2%				
	Teacher	0%			2%				
	Free-lancer	0%					3%		
Total	Count	323	67	24	41	46	37	37	12

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



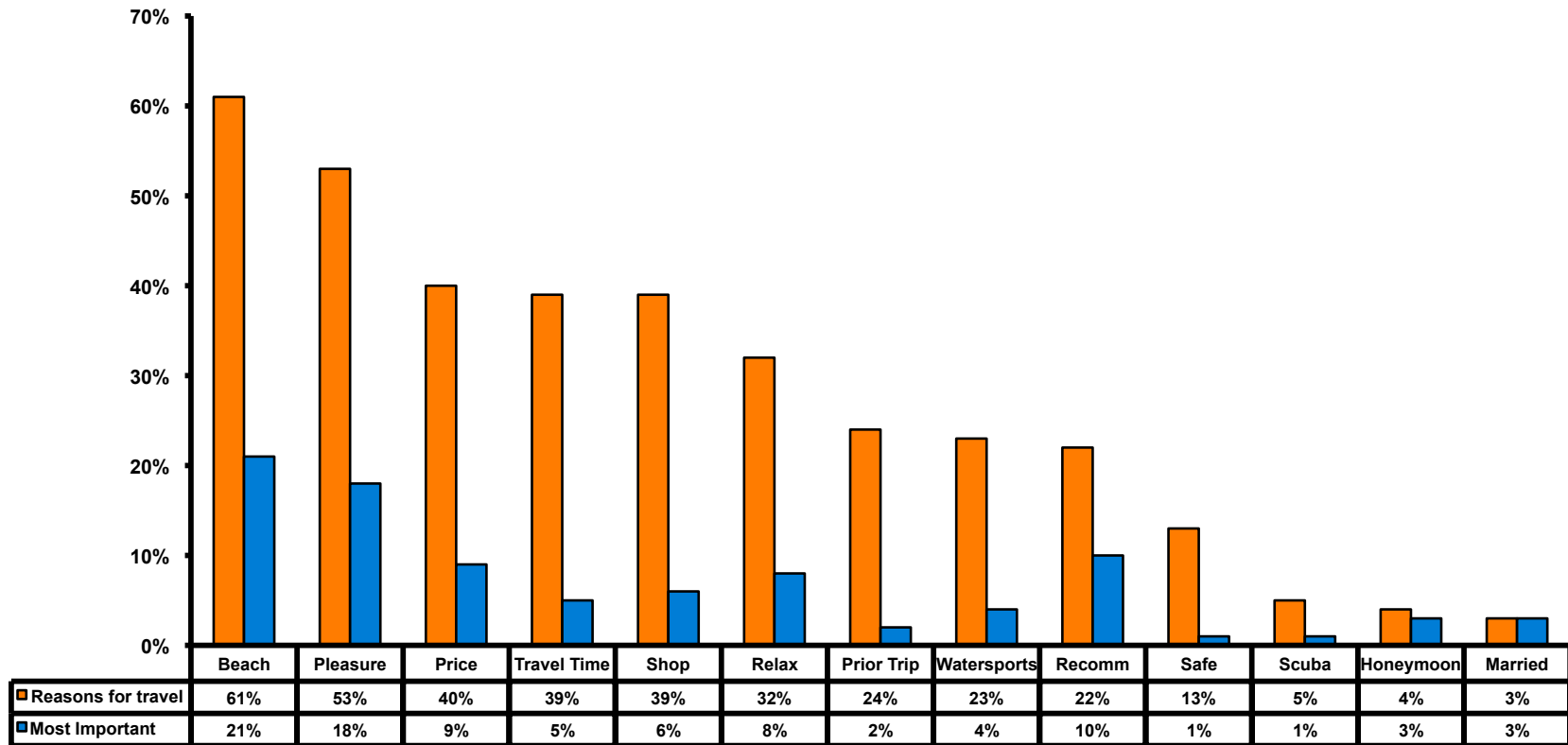


# Accommodation by Income

Average length of stay: 2.90 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	18%	25%	4%	19%	13%	24%	24%	17%
	Bayview Hotel	9%	10%	13%	14%	2%	5%	5%	
	Grand Plaza Hotel	9%	12%	8%	5%	2%	8%	5%	3%
	Onward Beach Resort	9%	7%		10%	9%	3%	14%	3%
	Pacific Islands Club PIC	7%	6%	13%	2%	4%	14%	5%	3%
	Guam Reef Hotel	6%	4%	17%	5%	7%	8%	8%	
	Oceanview Hotel	6%	7%	4%	5%	7%	3%	3%	3%
	Royal Orchid Guam	5%	1%	4%	7%	7%	5%	3%	25%
	Hilton Guam Resort & Spa	5%		4%	7%	9%	11%	5%	
	Pacific Bay Hotel	5%	3%	8%	5%	9%		5%	
	Outrigger Guam Resort	4%	6%	8%	2%	2%	3%	8%	
	Fiesta Resort Guam	4%	4%	4%	5%	7%	5%		
	Hotel Nikko Guam	3%	3%		7%	4%	3%		
	Hotel Sane Fe	3%	1%	4%	2%		3%	5%	3%
	Sheraton Laguna Resort	2%				9%	3%		3%
	Holiday Resort Guam	2%	4%		2%		3%		
	Ramada Suites Guam	2%		4%		4%			
	Guam Marriott Resort Hotel	1%		4%	2%	2%		3%	
	Hyatt Regency Guam	1%	3%					3%	
	Tumon Bay Capital Hotel	1%				2%		3%	
	Condominium	1%				2%			
	Apartment	0%							3%
Total	Count	327	67	24	42	46	37	37	12

# Travel Motivation - Top Responses



# Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
  - Pleasure and
  - Recommendations
- 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	61%	56%	67%	47%	52%	64%	58%	65%
Pleasure	53%	75%	56%	45%	45%	41%	47%	60%
Price of the tour package	40%	50%	44%	28%	19%	50%	33%	47%
Short travel time	39%	38%	38%	38%	42%	55%	40%	38%
Shopping	39%	38%	43%	32%	23%	41%	28%	49%
Just to relax	32%	19%	28%	38%	45%	45%	37%	27%
A previous visit	24%	6%	19%	38%	42%	32%	24%	24%
Water sports	23%	38%	27%	13%	10%	18%	19%	27%
Recommendation of friend, relative, travel agency	22%	19%	27%	11%	13%	14%	18%	26%
It is a safe place to spend a vacation	13%	6%	14%	2%	16%	27%	15%	11%
Other	6%		8%	4%	3%		4%	8%
SCUBA diving	5%		4%	6%	10%		6%	4%
Honeymoon	4%		3%	9%	6%		7%	1%
To get married or Attend wedding	3%		2%	6%	3%	5%	6%	1%
Company or Business trip	3%		2%	8%	3%		4%	2%
To golf	2%			8%		9%	1%	2%
Organized Sporting Activity	2%	6%	0%	4%		5%	1%	2%
To visit friends or relatives	1%		1%		3%		2%	1%
Special promotion	1%		1%	2%			1%	1%
Promotional materials from GVB	1%		1%				1%	
My company sponsored me	0%				3%		1%	
Convention, Conference, Trade show	0%	6%						1%
Total Cases	327	16	205	53	31	22	163	164

# 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	61%	55%	67%	64%	61%	70%	65%	50%
Pleasure	53%	48%	63%	60%	43%	57%	57%	33%
Price of the tour package	40%	43%	42%	36%	30%	57%	51%	42%
Short travel time	39%	42%	46%	40%	48%	38%	38%	25%
Shopping	39%	37%	25%	29%	41%	35%	57%	25%
Just to relax	32%	28%	33%	36%	41%	41%	35%	25%
A previous visit	24%	25%	17%	26%	17%	32%	32%	25%
Water sports	23%	25%	13%	24%	24%	27%	27%	3%
Recommendation of friend, relative, travel agency	22%	19%	21%	21%	20%	16%	24%	33%
It is a safe place to spend a vacation	13%	12%	17%	10%	13%	19%	27%	
Other	6%	4%	13%	2%	4%	5%	3%	25%
Honeymoon	4%	4%		12%	4%	3%		
SCUBA diving	5%	6%		2%	4%	3%	3%	
To get married or Attend wedding	3%	1%	4%	5%	9%	3%	3%	
Company or Business trip	3%	6%	4%		2%		3%	
To golf	2%	4%		2%	2%	3%		
Organized Sporting Activity	2%	3%		2%	2%		3%	
To visit friends or relatives	1%	1%			4%			
Special promotion	1%	1%	4%		2%			
Promotional materials from GVB	1%		4%					
My company sponsored me	0%				2%			
Convention, Conference, Trade show	0%							
Total Cases	327	67	24	42	46	37	37	12

# SECTION 3 **EXPENDITURES**

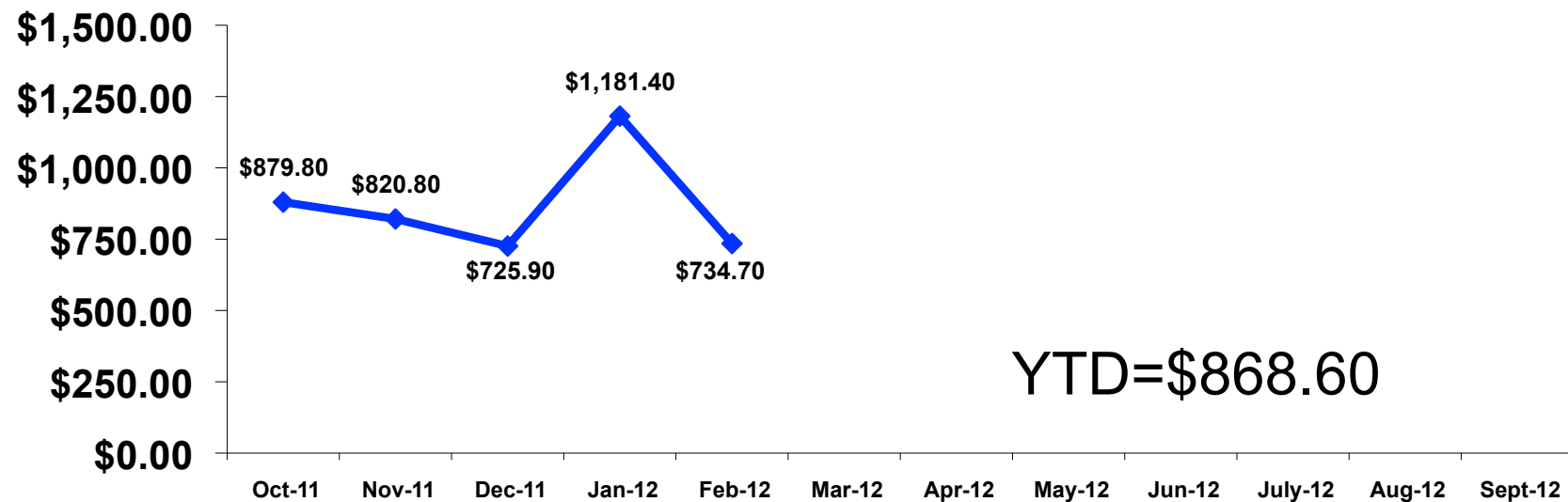
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# Prepaid Expenditures

¥77.12/US\$1

- \$1,247.00 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$7,131 = maximum (highest amount recorded for the entire sample)
- \$734.70 = overall mean average per person prepaid expenditures

# Prepaid Expenditures Per Person





# Breakdown of Prepaid Expenditures

¥77.12=\$1

(Filter: Only those who responded/  
Per Travel Party)

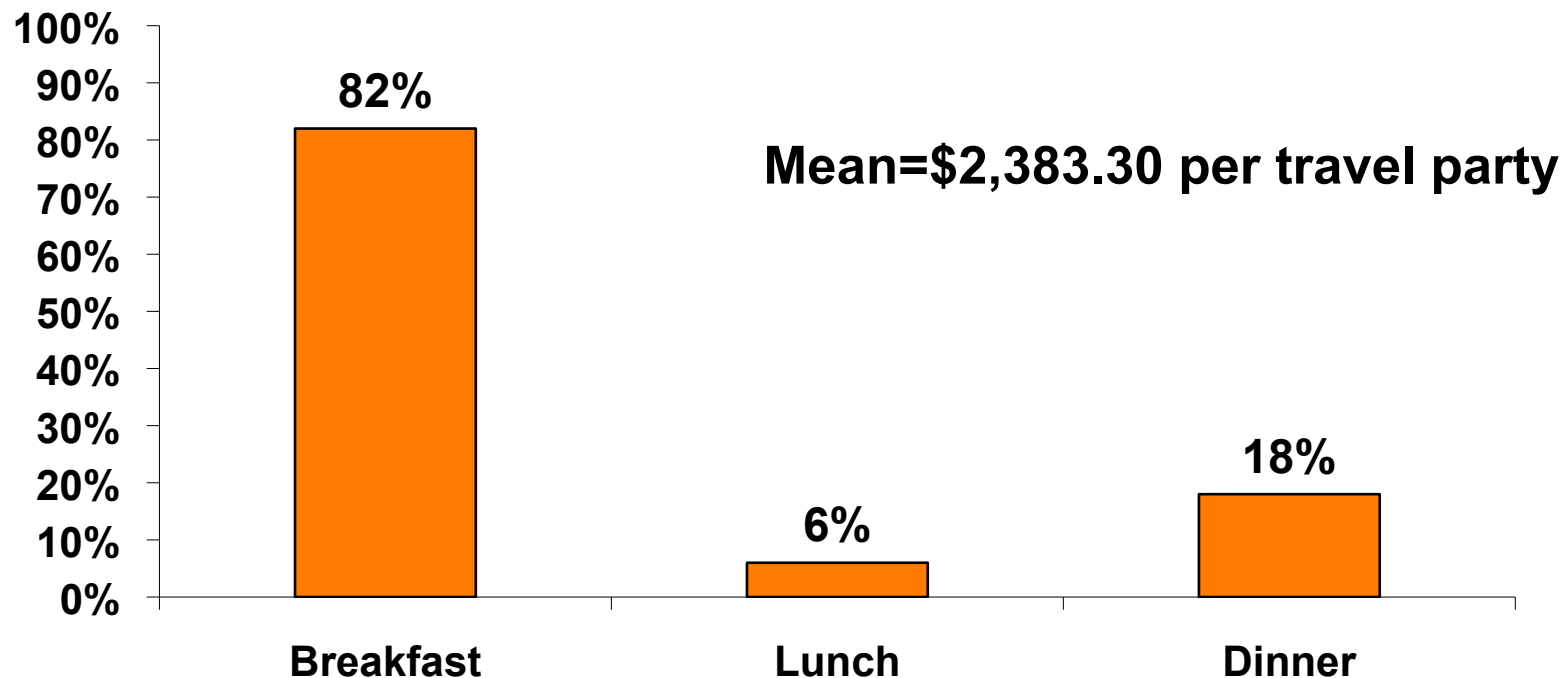
	MEAN \$
Air & Accommodation package only	\$1,182.30
Air & Accommodation w/ daily meal package	\$2,383.30
Air only	\$985.50
Accommodation only	\$259.30
Accommodation w/ daily meal only	\$648.30
Food & Beverages in Hotel	\$251.60
Ground transportation- Japan	\$114.10
Ground transportation- Guam	\$59.10
Optional tours/ activities	\$222.00
Other expenses	\$302.40
<b>Total Prepaid</b>	<b>\$1,247.00</b>

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# Prepaid Meal Breakdown

## Air/ Accommodations with Daily Meal Package

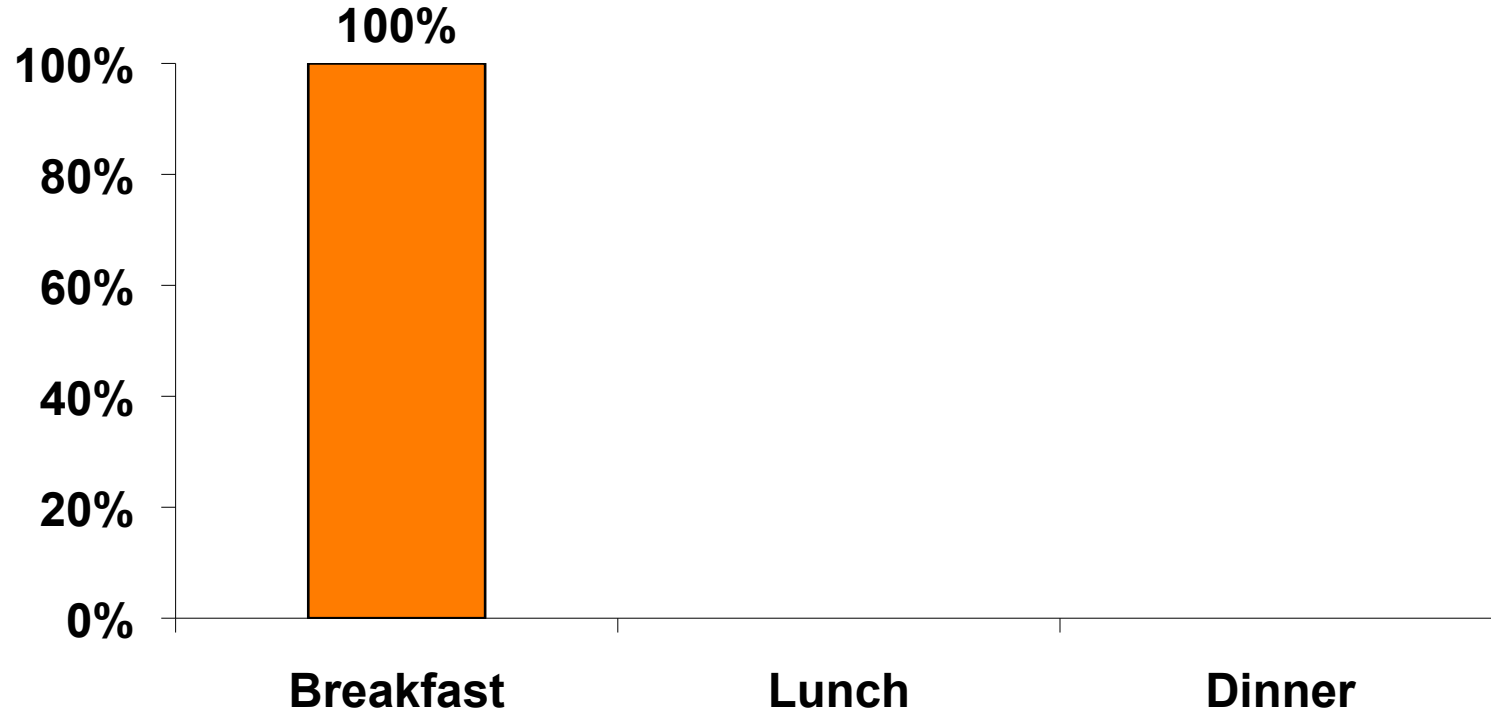
n=17



# Prepaid Meal Breakdown

## Accommodations with Daily Meal Package

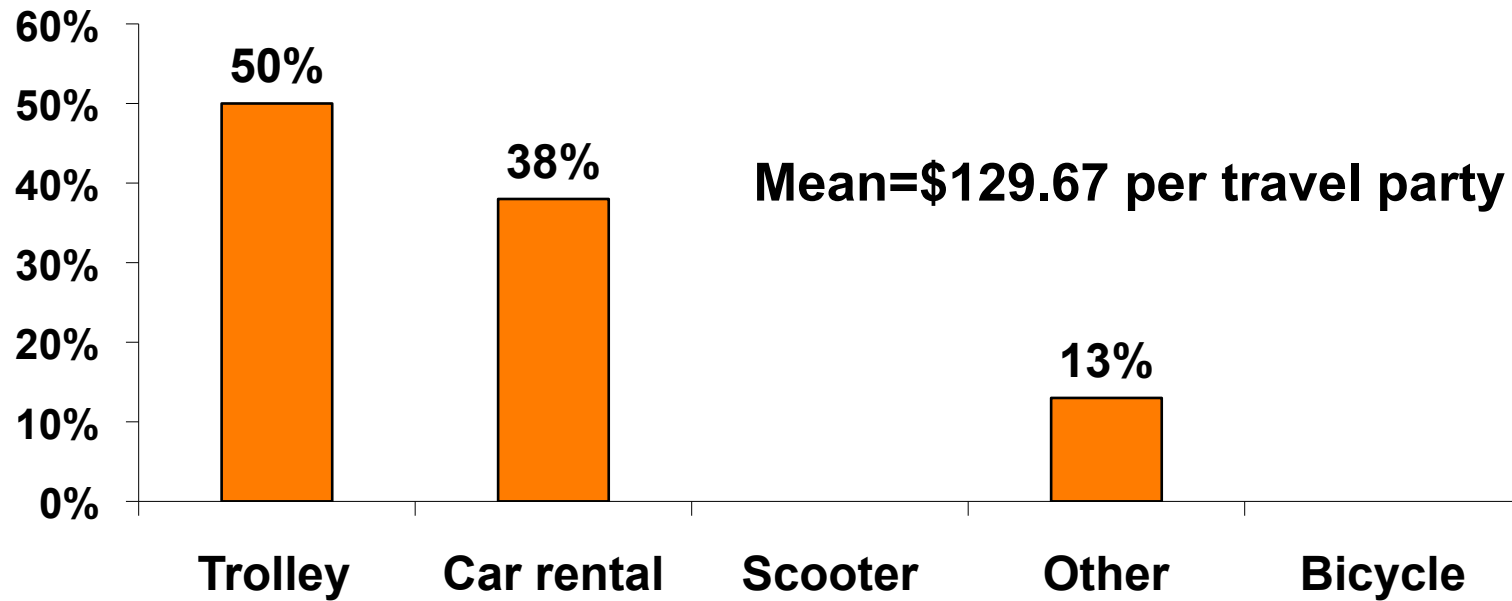
n=1



Mean=\$648.30 per travel party

# Prepaid Ground Transportation

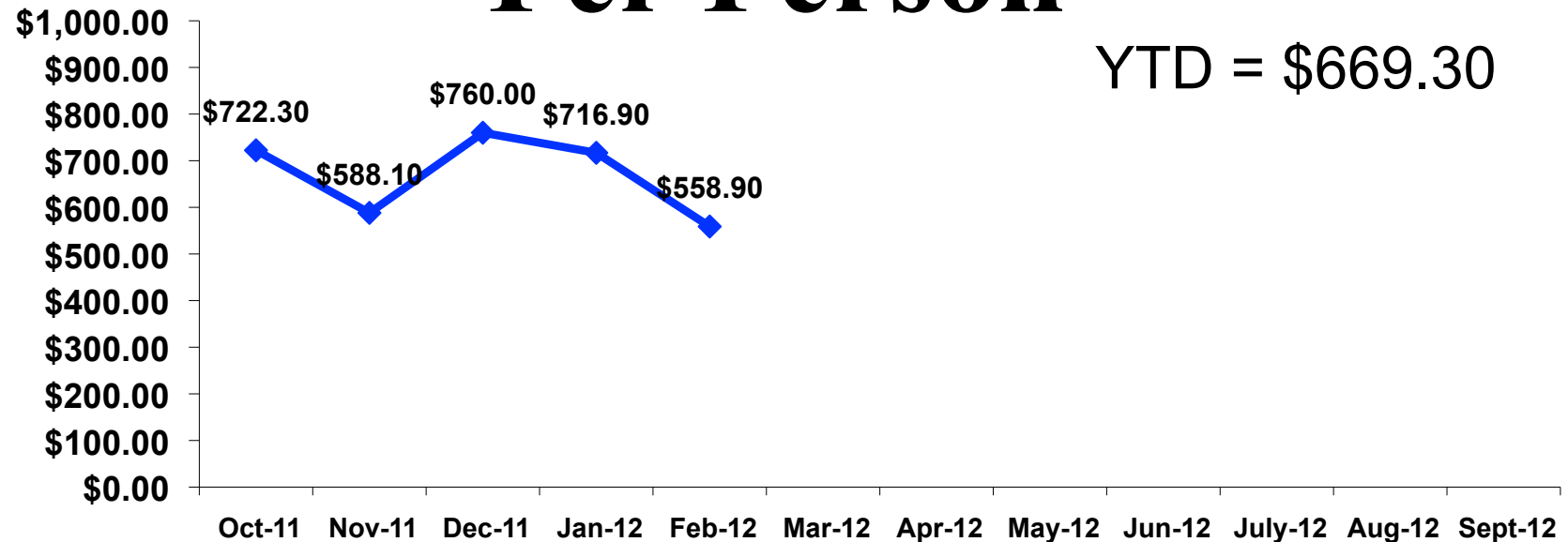
n=8



# On-Island Expenditures

- \$803.70 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$9,000 = Maximum (highest amount recorded for the entire sample)
- \$558.90 = overall mean average per person on-island expenditure

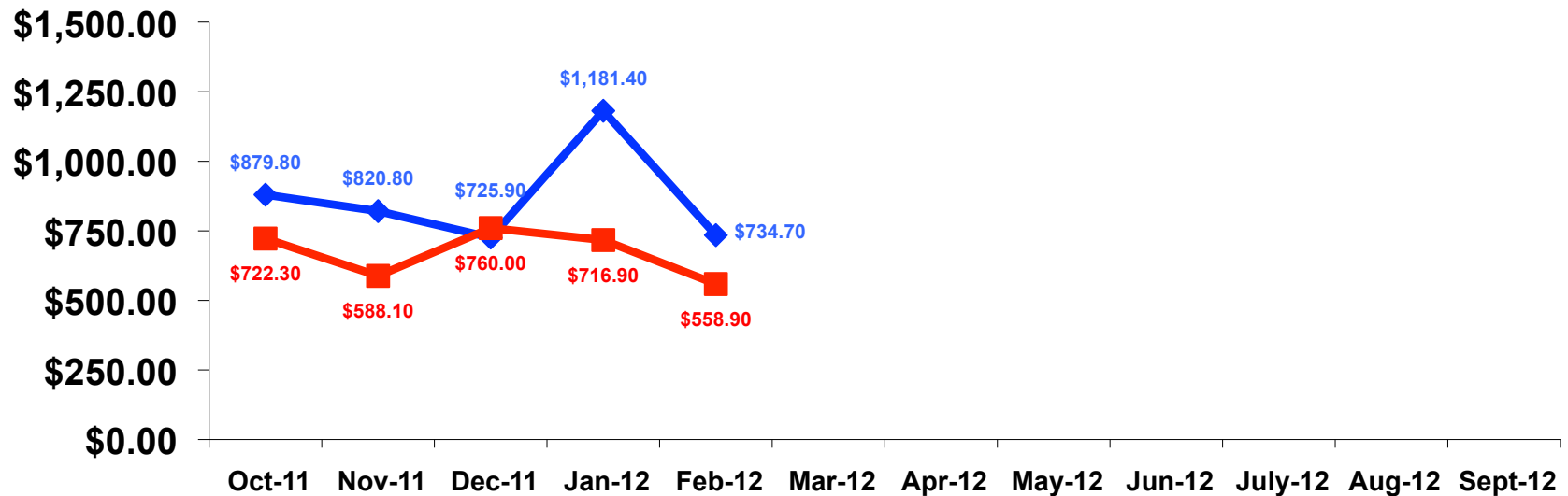
# On-Island Expenditures Per Person



# Prepaid/On-Island Expenditures Per Person

Prepaid YTD = \$868.60

On-Island YTD = \$669.30



# 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	\$803.71	\$970.36	\$638.08	\$530.00	\$595.97	\$1,310.68	\$1,553.10	\$1,713.20	\$464.29	\$606.54	\$915.05	\$516.40	\$921.29
Median	\$500	\$504	\$495	\$530	\$400	\$775	\$1,145	\$1,000	\$475	\$450	\$730	\$415	\$1,000



# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$25.56	\$41.56	\$9.65	\$2.19	\$10.04	\$32.45	\$86.45	\$84.73
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$45
F&B-FF REST/CONV	Mean	\$34.25	\$45.38	\$23.19	\$33.56	\$23.73	\$63.81	\$32.32	\$64.32
	Median	\$12	\$25	\$10	\$10	\$10	\$50	\$10	\$45
F&B-OUT- SIDE HOTEL/ REST	Mean	\$64.04	\$84.05	\$44.16	\$36.25	\$43.04	\$101.09	\$127.90	\$100.68
	Median	\$25	\$40	\$13	\$10	\$0	\$80	\$60	\$50
OPTIONAL TOUR	Mean	\$80.04	\$109.33	\$50.92	\$55.19	\$55.66	\$111.13	\$105.29	\$214.77
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$75
GIFT/ SOUV-SELF	Mean	\$246.40	\$274.94	\$218.04	\$118.13	\$183.15	\$388.62	\$416.45	\$346.82
	Median	\$50	\$50	\$50	\$75	\$40	\$100	\$50	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$132.57	\$137.52	\$127.64	\$76.88	\$100.18	\$154.04	\$211.87	\$311.36
	Median	\$50	\$50	\$50	\$45	\$40	\$90	\$50	\$120
LOCAL TRANS	Mean	\$9.72	\$13.12	\$6.34	\$6.44	\$6.75	\$16.34	\$11.84	\$20.91
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$211.70	\$264.17	\$159.24	\$143.88	\$179.90	\$301.92	\$226.55	\$317.64
	Median	\$0	\$0	\$0	\$5	\$0	\$0	\$8	\$0
TOTAL ON ISLAND	Mean	\$803.71	\$970.36	\$638.08	\$472.50	\$601.85	\$1,168.85	\$1,218.68	\$1,461.23
	Median	\$500	\$504	\$495	\$480	\$400	\$750	\$600	\$1,000

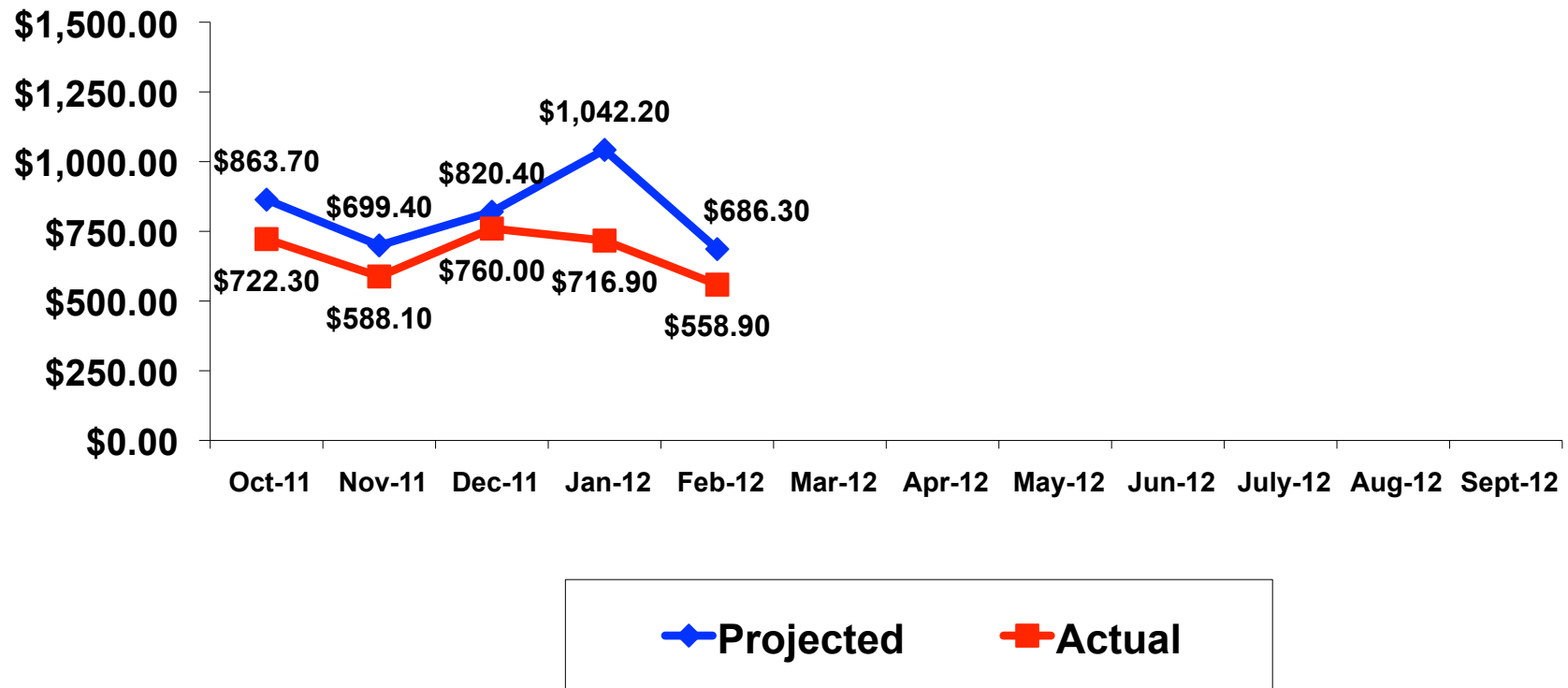
# On-Island Expenditures First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$16.79	\$42.09
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$32.78	\$37.28
	Median	\$10	\$20
F&B-OUT- SIDE HOTEL/ REST	Mean	\$57.74	\$76.32
	Median	\$10	\$50
OPTIONAL TOUR	Mean	\$81.66	\$77.72
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$199.08	\$335.25
	Median	\$35	\$100
GIFT/ SOUV- F&F AT HOME	Mean	\$112.38	\$171.27
	Median	\$40	\$70
LOCAL TRANS	Mean	\$8.81	\$11.50
	Median	\$0	\$0
OTHER EXP	Mean	\$186.80	\$259.66
	Median	\$5	\$0
TOTAL ON ISLAND	Mean	\$695.57	\$1,010.56
	Median	\$500	\$508

# Projected On-Island Expenditures

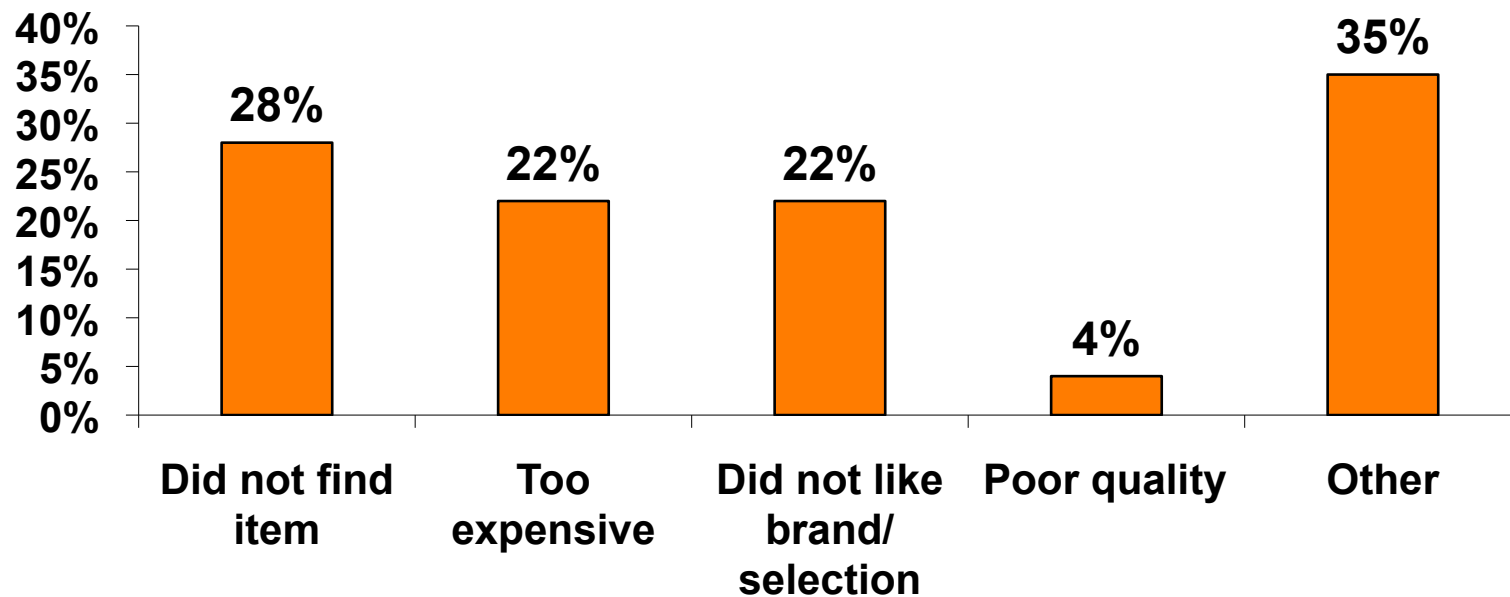
- \$686.30 = overall mean average projected on-island expense by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)

# Projected On-Island Expenditures Per Person



# Reasons for Spending Less

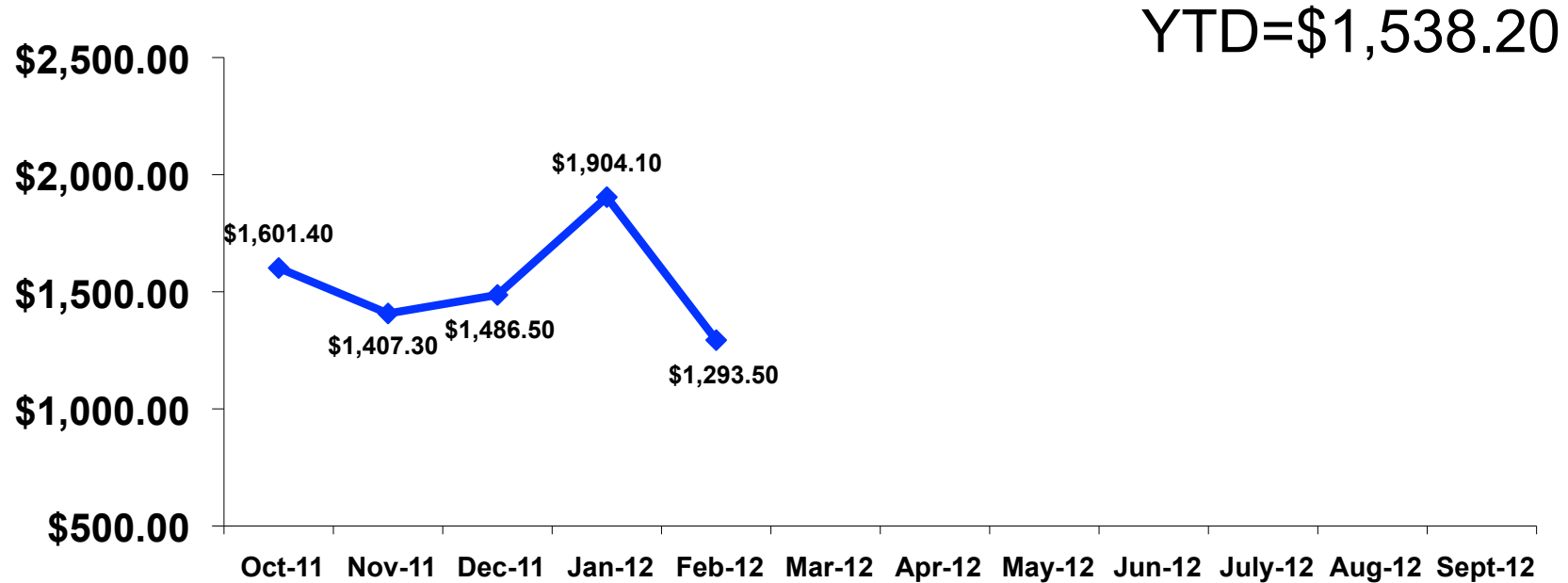
n=98



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

- \$1,293.50 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,066 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures Per Person



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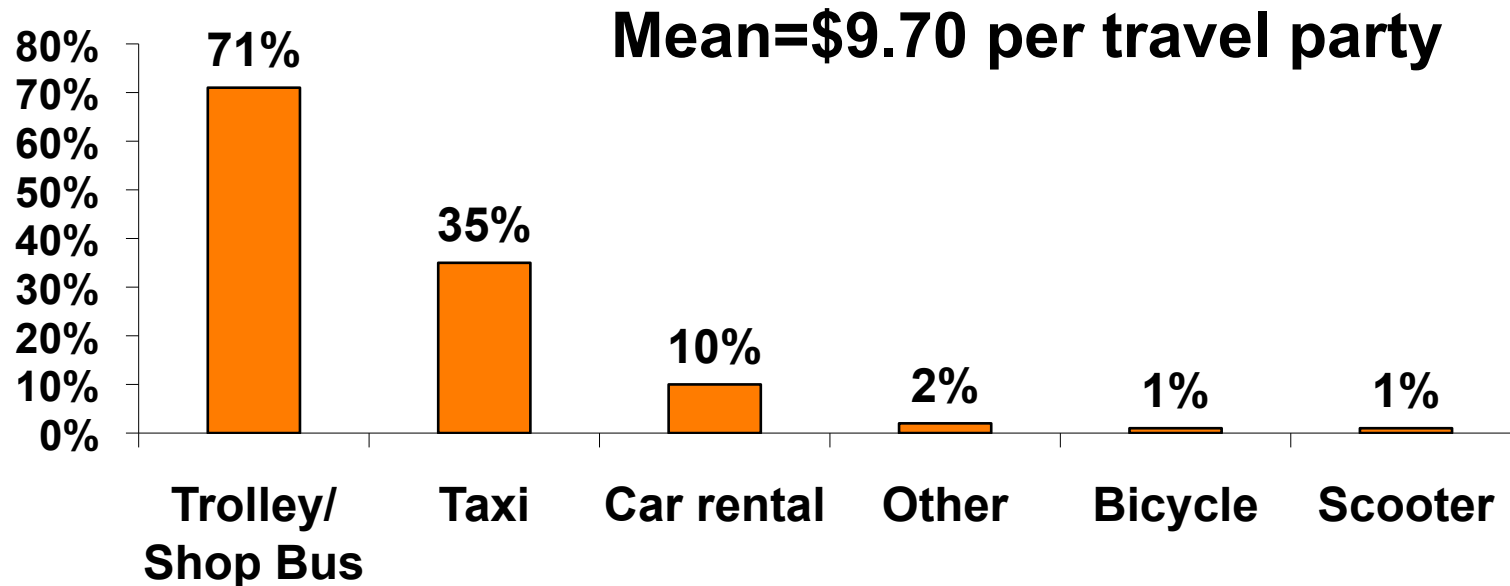
# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$25.60
Food & beverage in fast food restaurant/ convenience store	\$34.30
Food & beverage at restaurants or drinking establishments outside a hotel	\$64.00
Optional tours and activities	\$80.00
Gifts/ souvenirs for yourself/companions	\$246.40
Gifts/ souvenirs for friends/family at home	\$132.60
Local transportation	\$9.70
Other expenses not covered	\$211.70
<b>Average Total</b>	<b>\$803.70</b>



# Local Transportation

n=86



# Guam Airport Expenditures

- \$18.60 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$550 = Maximum (highest amount recorded for the entire sample)

---

# Breakdown of Airport Expenditures

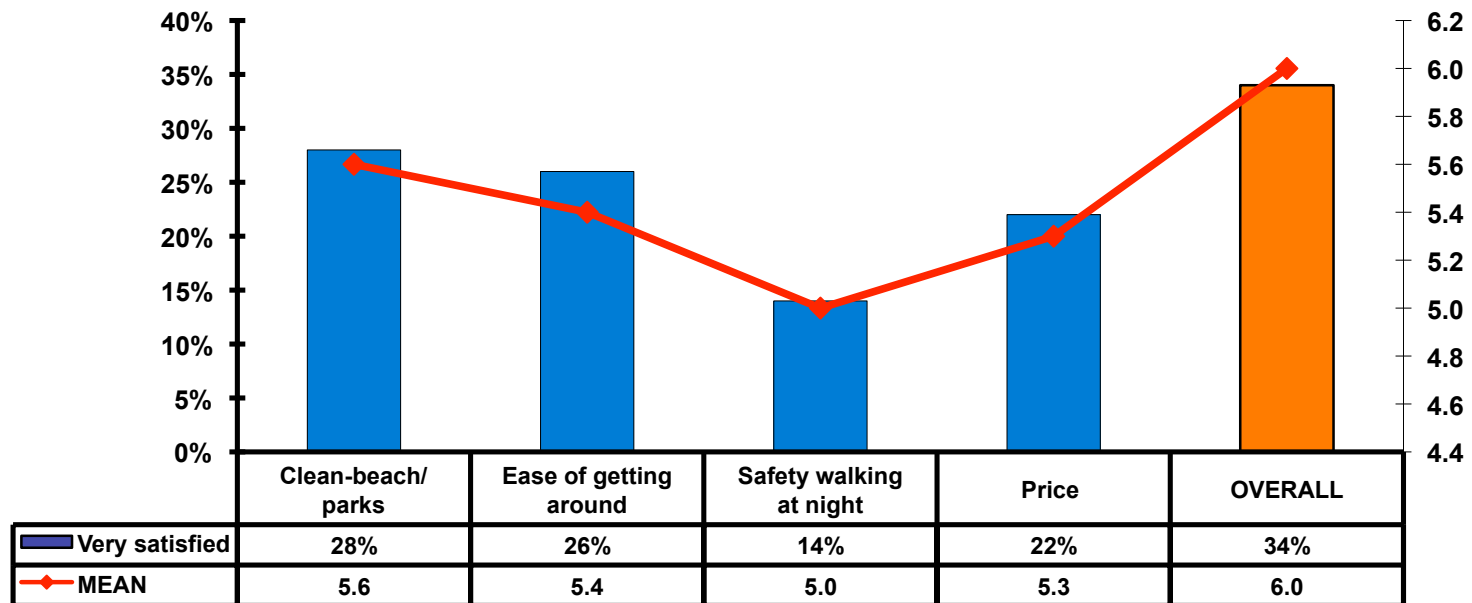
	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	<b>\$7.00</b>
<b>Gifts/Souvenirs Self</b>	<b>\$8.10</b>
<b>Gifts/Souvenirs Others</b>	<b>\$3.60</b>
<b>Total</b>	<b>\$18.60</b>

# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

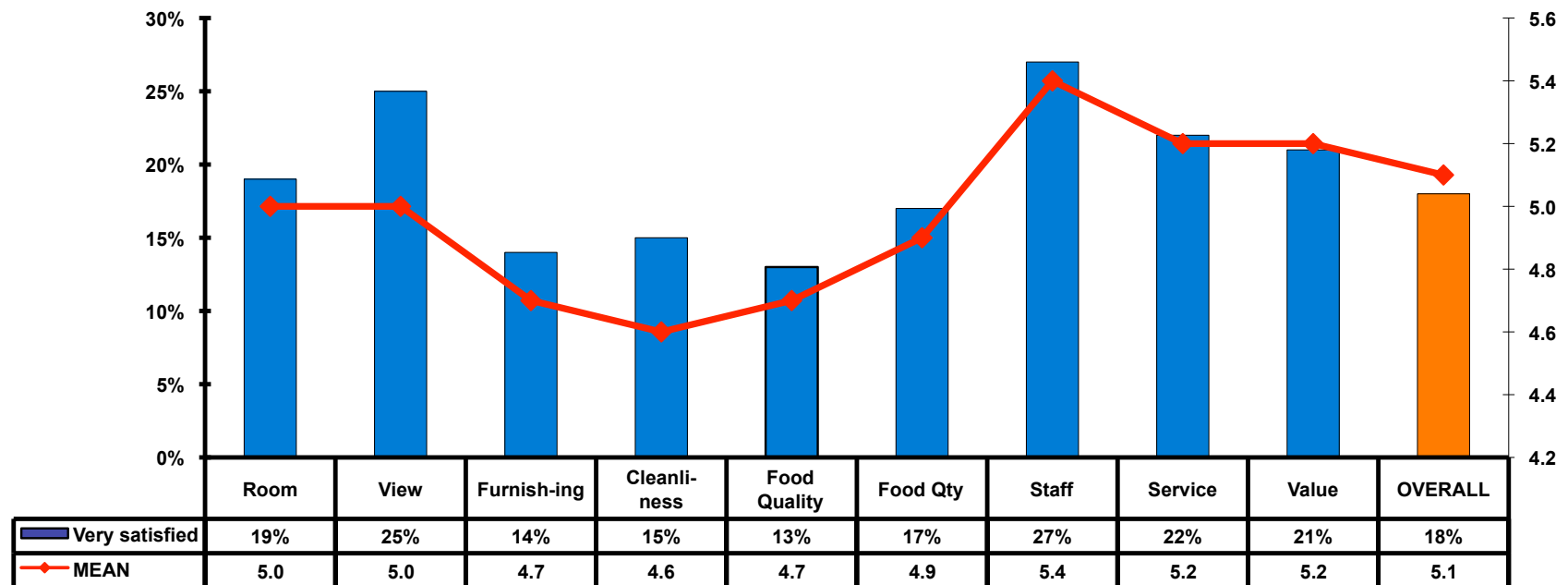
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

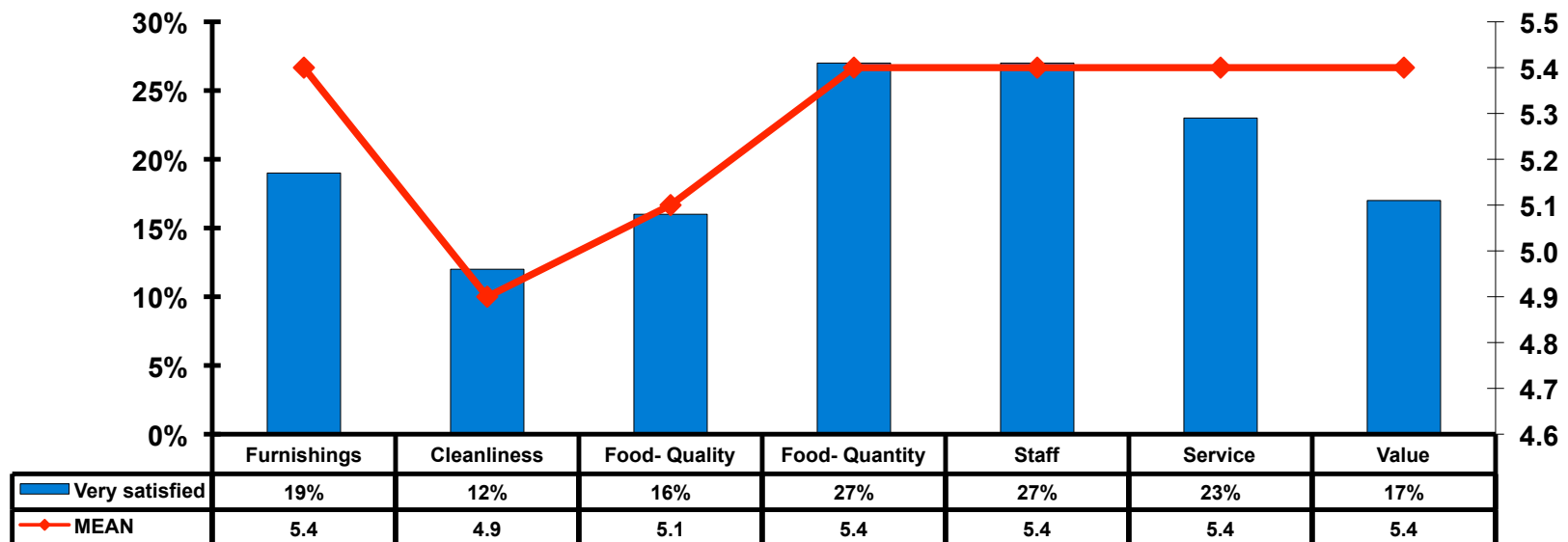
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

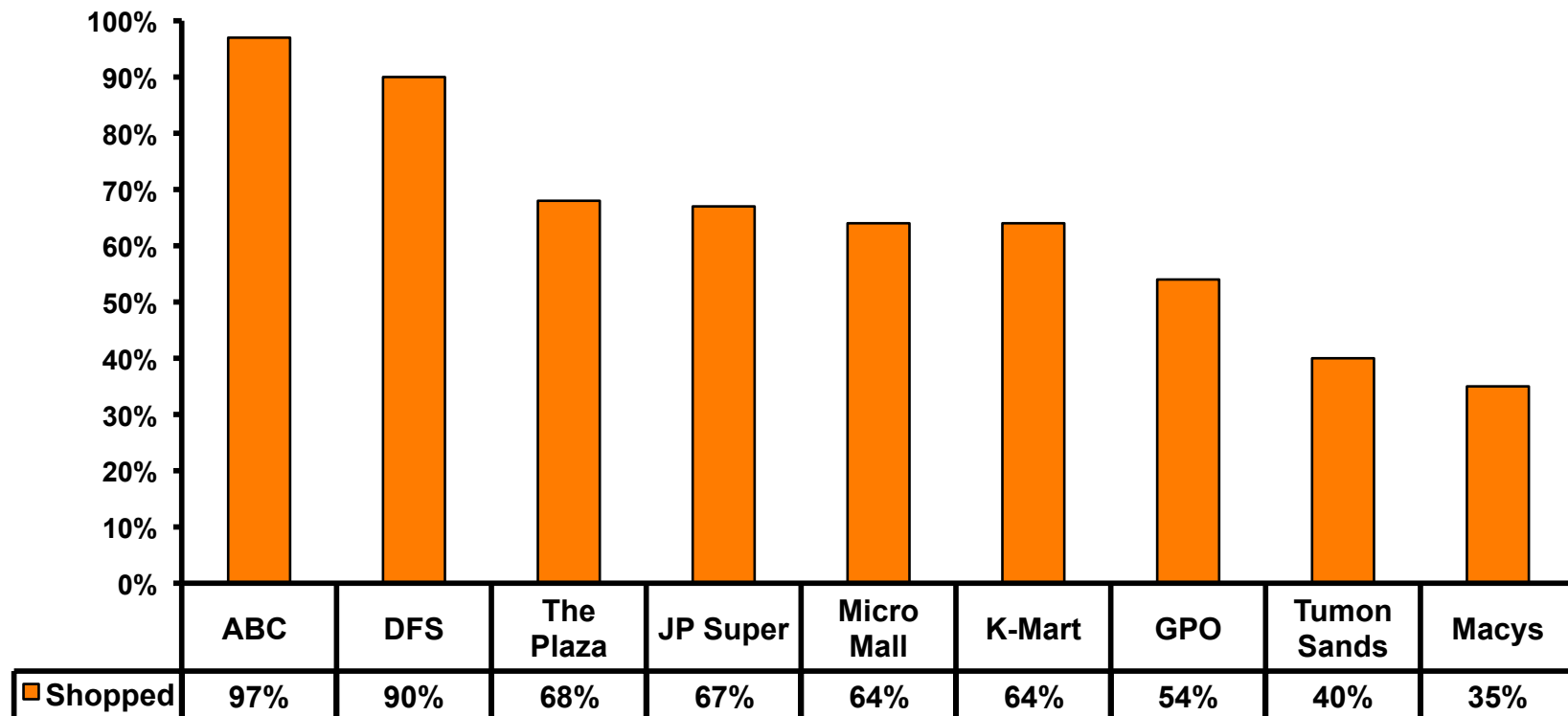
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses





# Satisfaction with Shopping

7pt Rating Scale

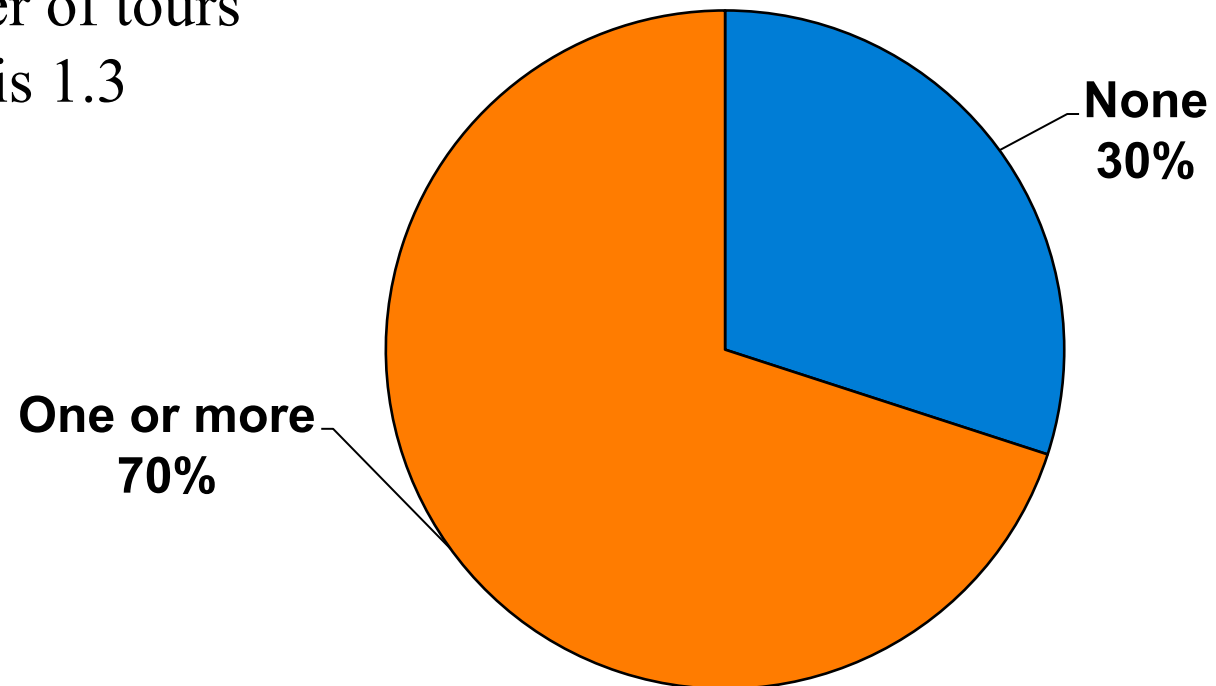
7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Shopping</b>	<b>Variety of Shopping</b>
Score of 6 to 7 = <b>59%</b>	Score of 6 to 7 = <b>56%</b>
Score of 4 to 5 = <b>36%</b>	Score of 4 to 5 = <b>35%</b>
Score 1 to 3 = <b>5%</b>	Score 1 to 3 = <b>8%</b>
<b>MEAN = 5.5</b>	<b>MEAN = 5.4</b>

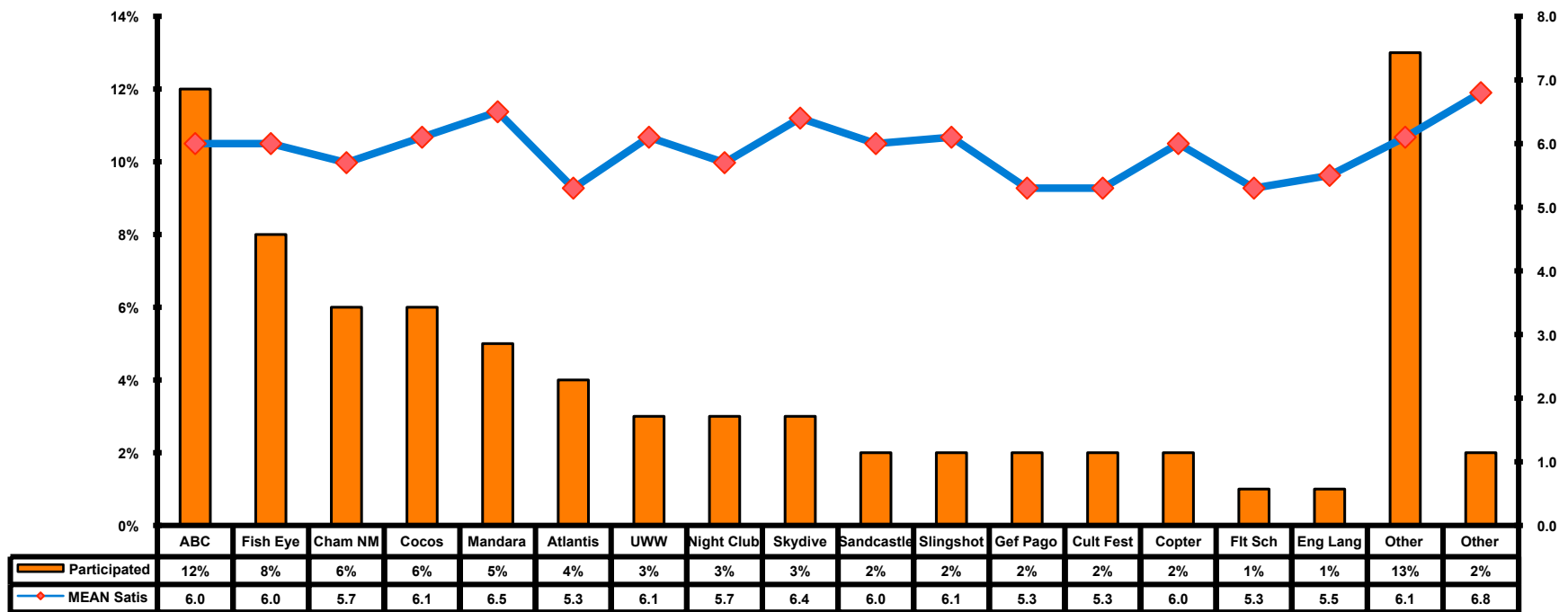
---

# Optional Tour Participation

- Average number of tours participated in is 1.3



# 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>60%</b>	Score of 6 to 7 = <b>55%</b>
Score of 4 to 5 = <b>40%</b>	Score of 4 to 5 = <b>44%</b>
Score 1 to 3 = <b>0%</b>	Score 1 to 3 = <b>0%</b>
<b>MEAN = 5.6</b>	<b>MEAN = 5.5</b>

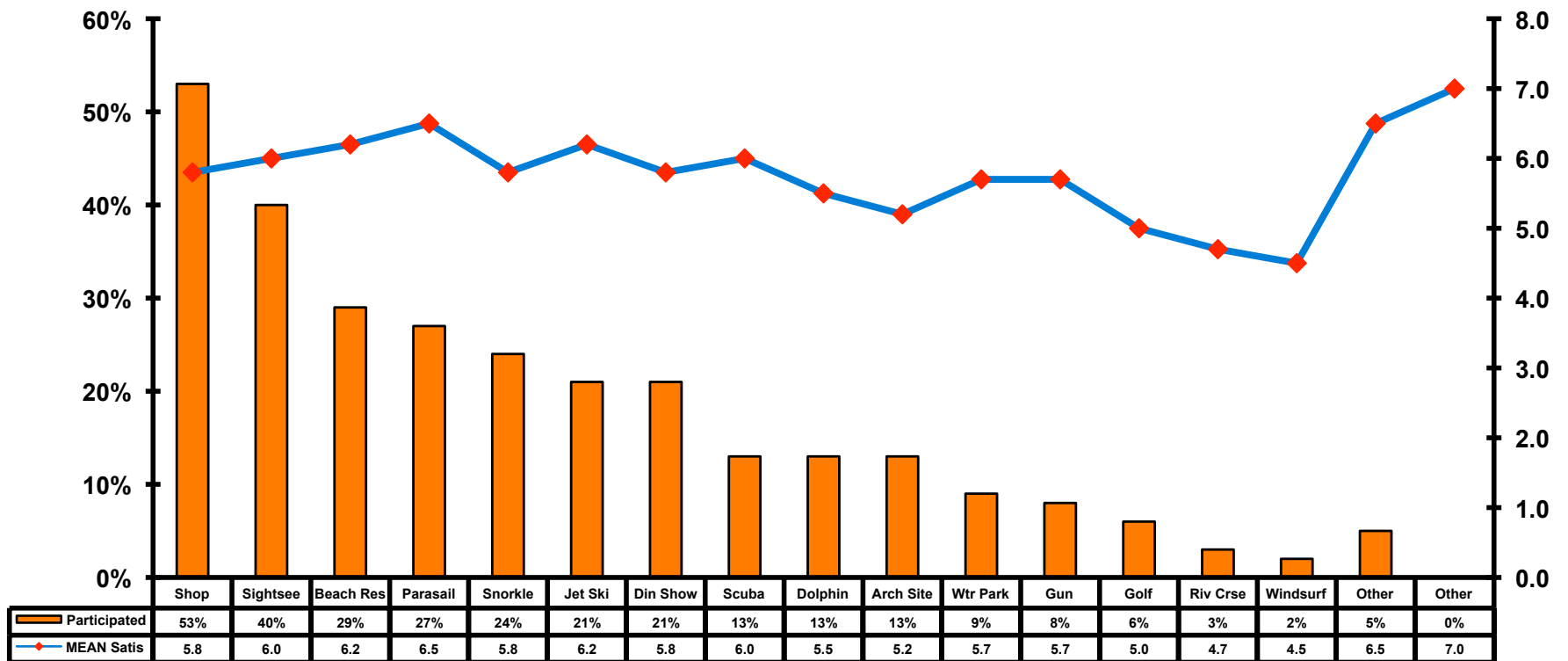
# Night Tours Satisfaction

7pt Rating Scale

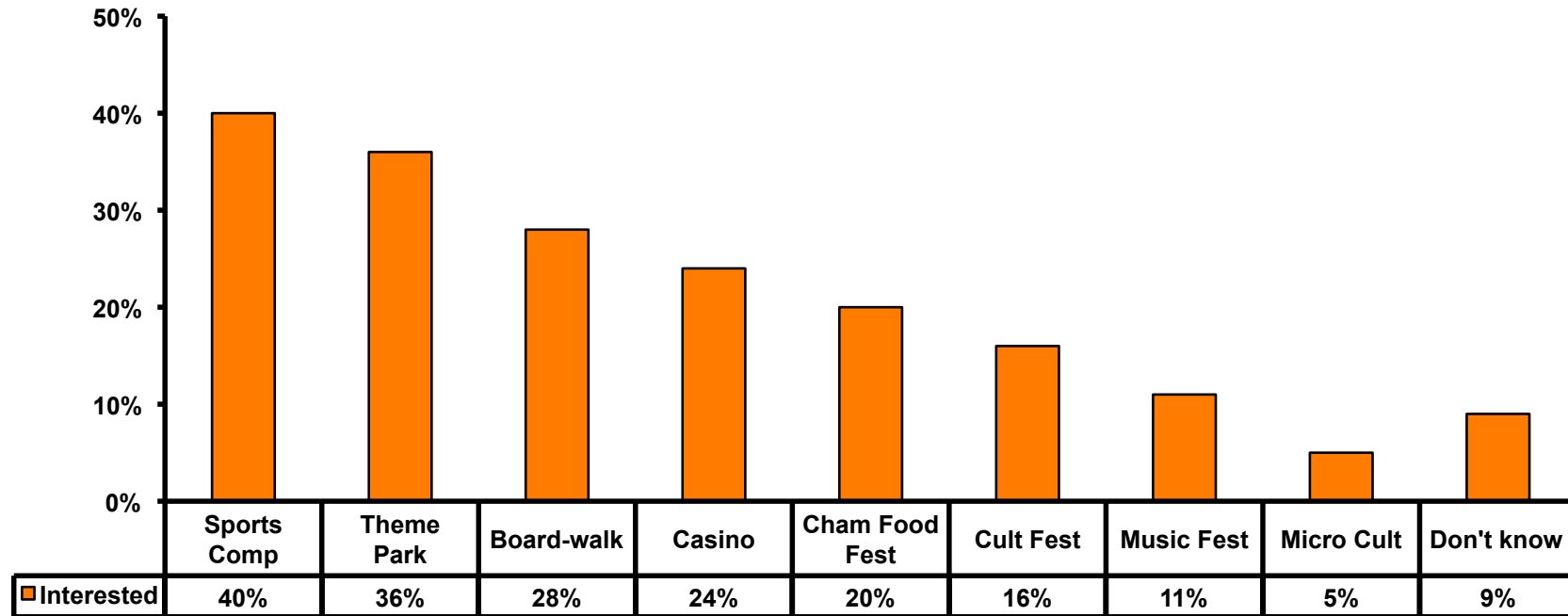
7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Night Tour</b>	<b>Variety of Night Tour</b>
Score of 6 to 7 = <b>33%</b>	Score of 6 to 7 = <b>33%</b>
Score of 4 to 5 = <b>64%</b>	Score of 4 to 5 = <b>65%</b>
Score 1 to 3 = <b>1%</b>	Score 1 to 3 = <b>2%</b>
<b>MEAN = 4.9</b>	<b>MEAN = 4.9</b>

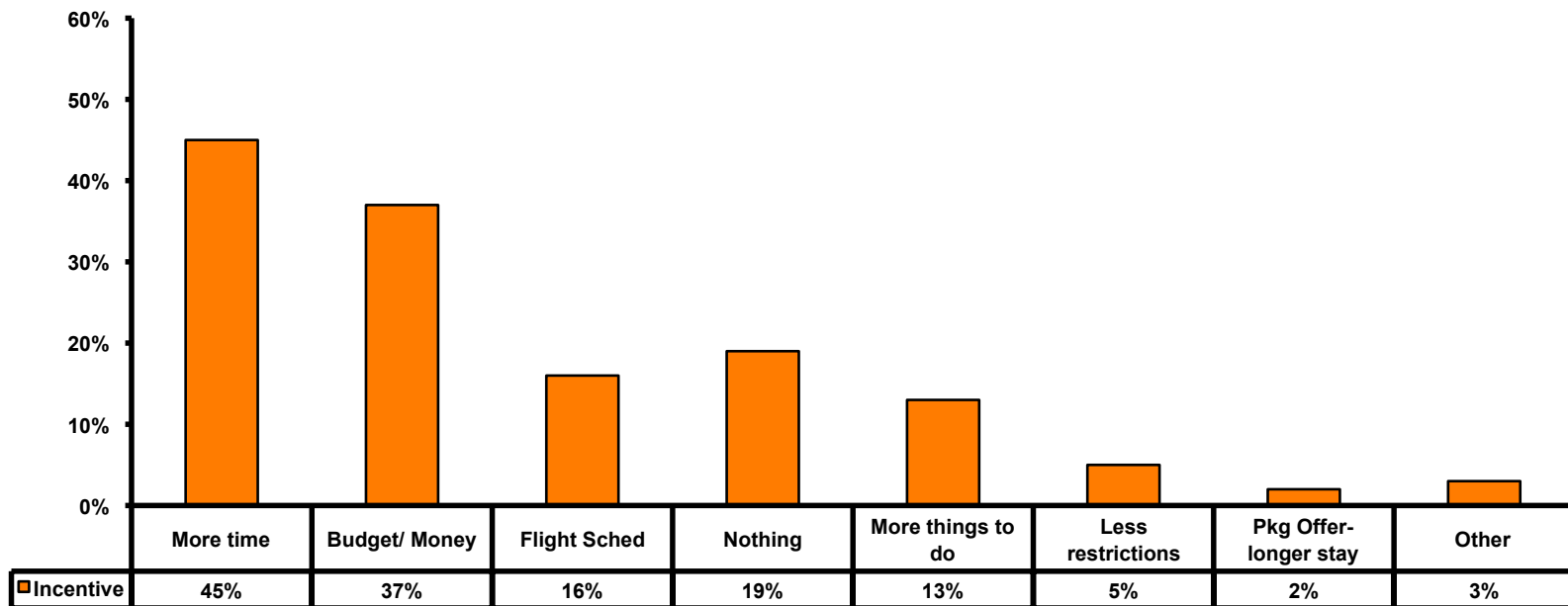
# Satisfaction with Other Activities



# 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 in Guam?

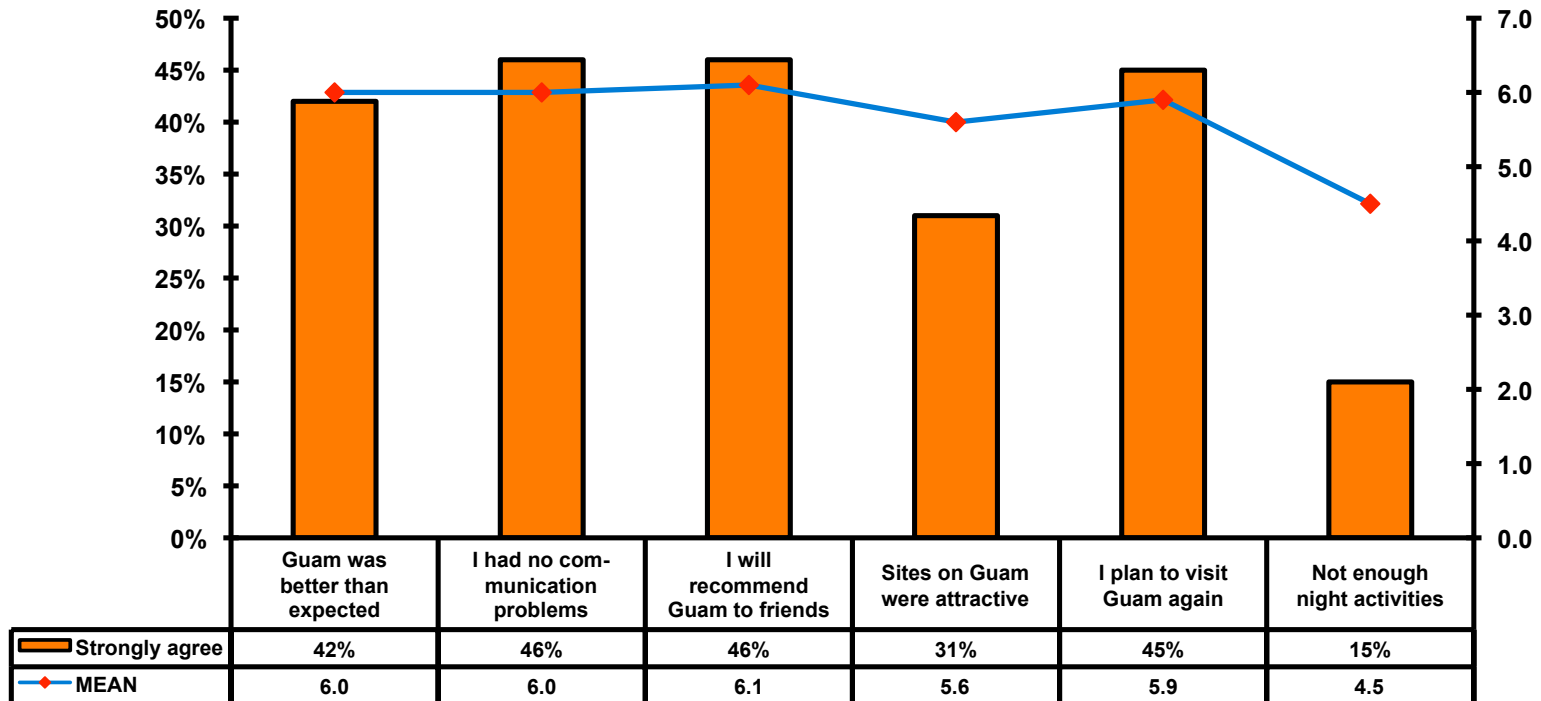




# On-Island Perceptions

7pt Rating Scale

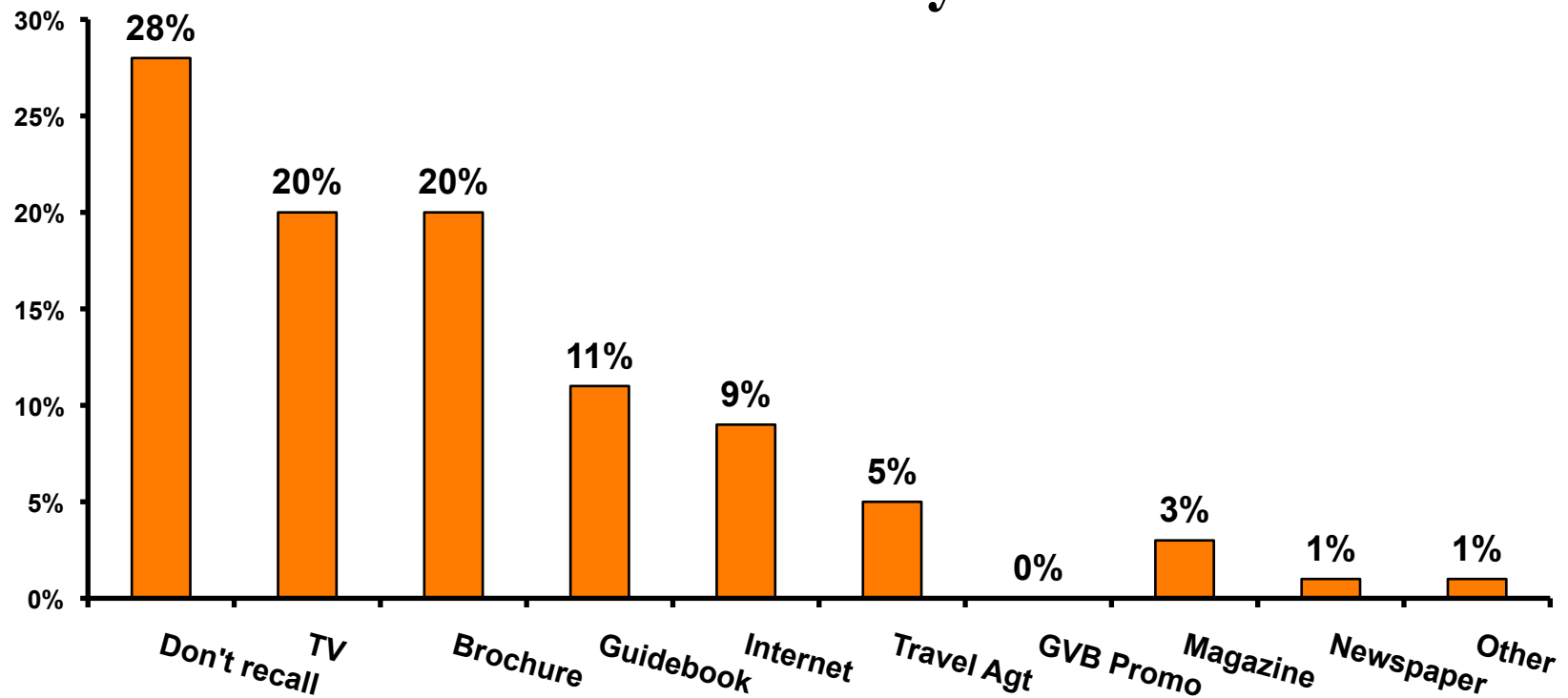
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

# Guam Promotion - Media

## Past 90 days



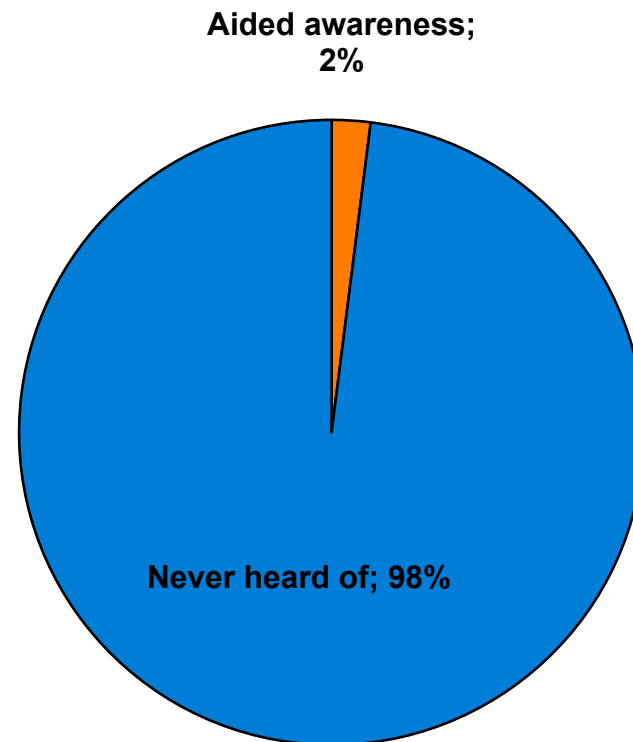
# Message Recall

(Filter: recall ad/promo n=236)

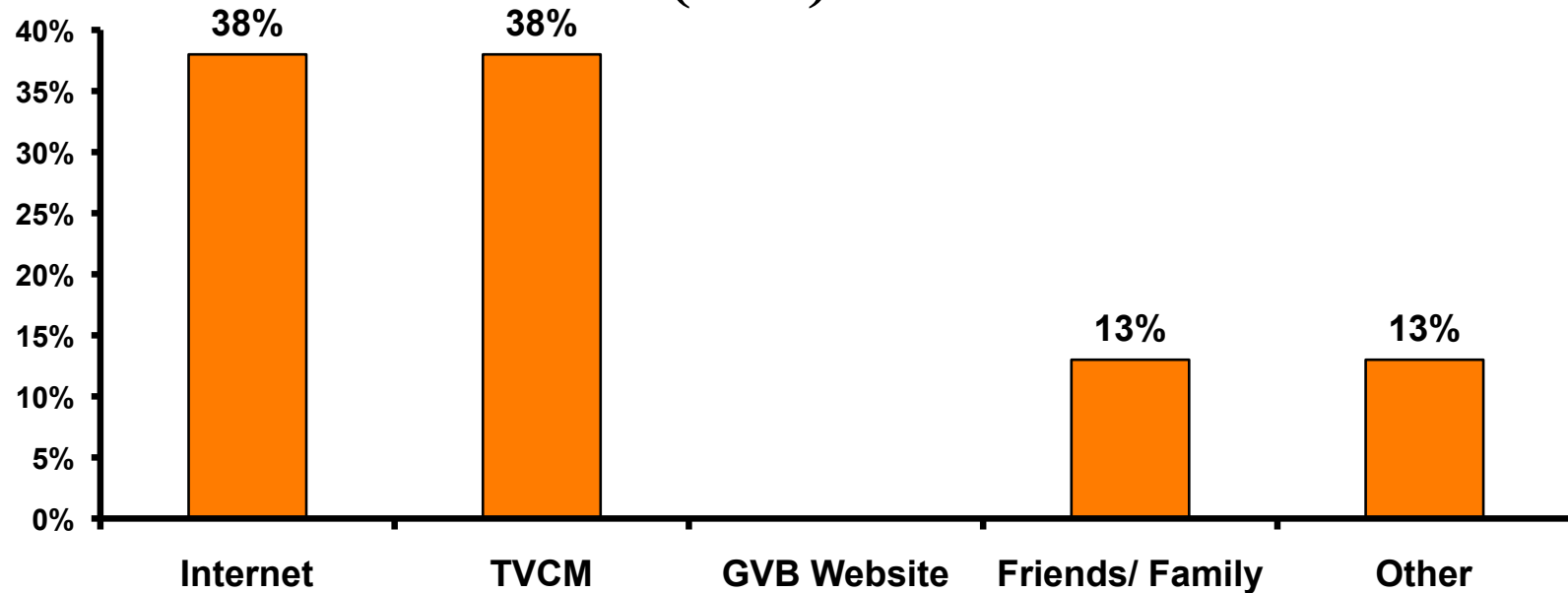
- 78% An image
- 7% Other
- 5% Tag line
- 11% Don't recall

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# Aided Awareness – Hafa Adai Guam 365 Monitor Campaign

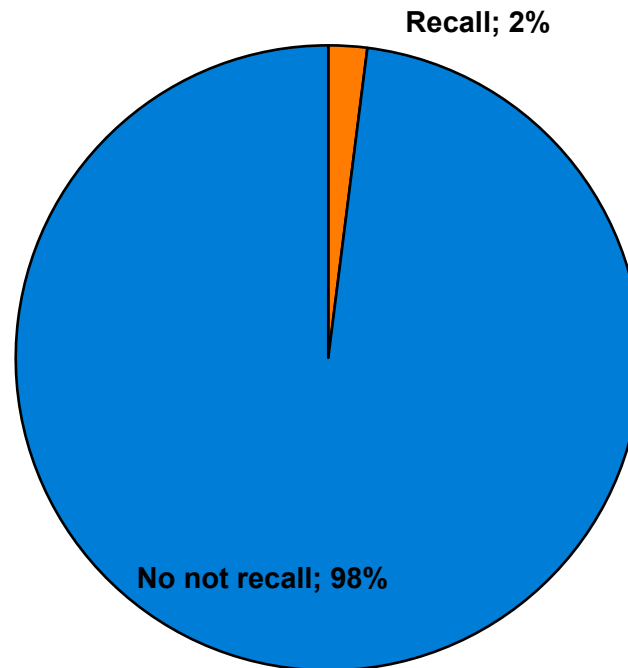


# Media Source – Hafa Adai Guam 365 Monitor Campaign (n=8)



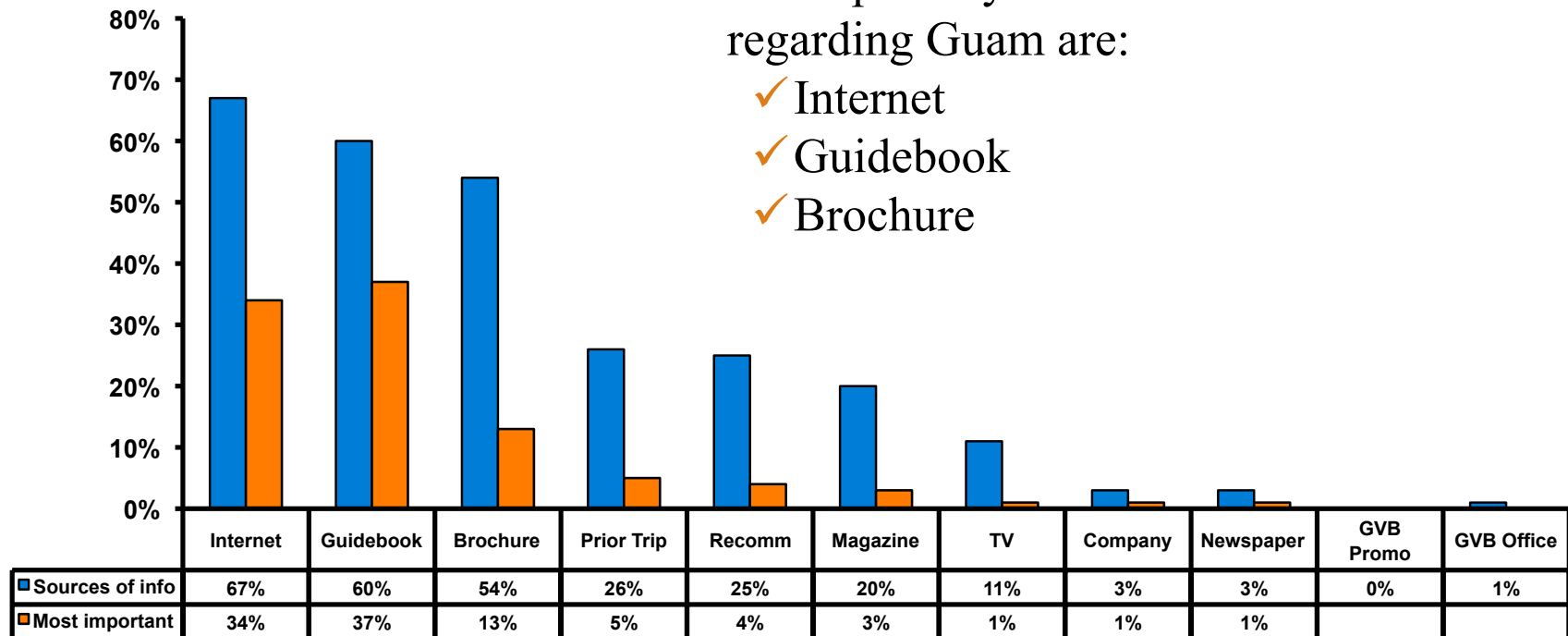
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# Omoide Guam Commercial



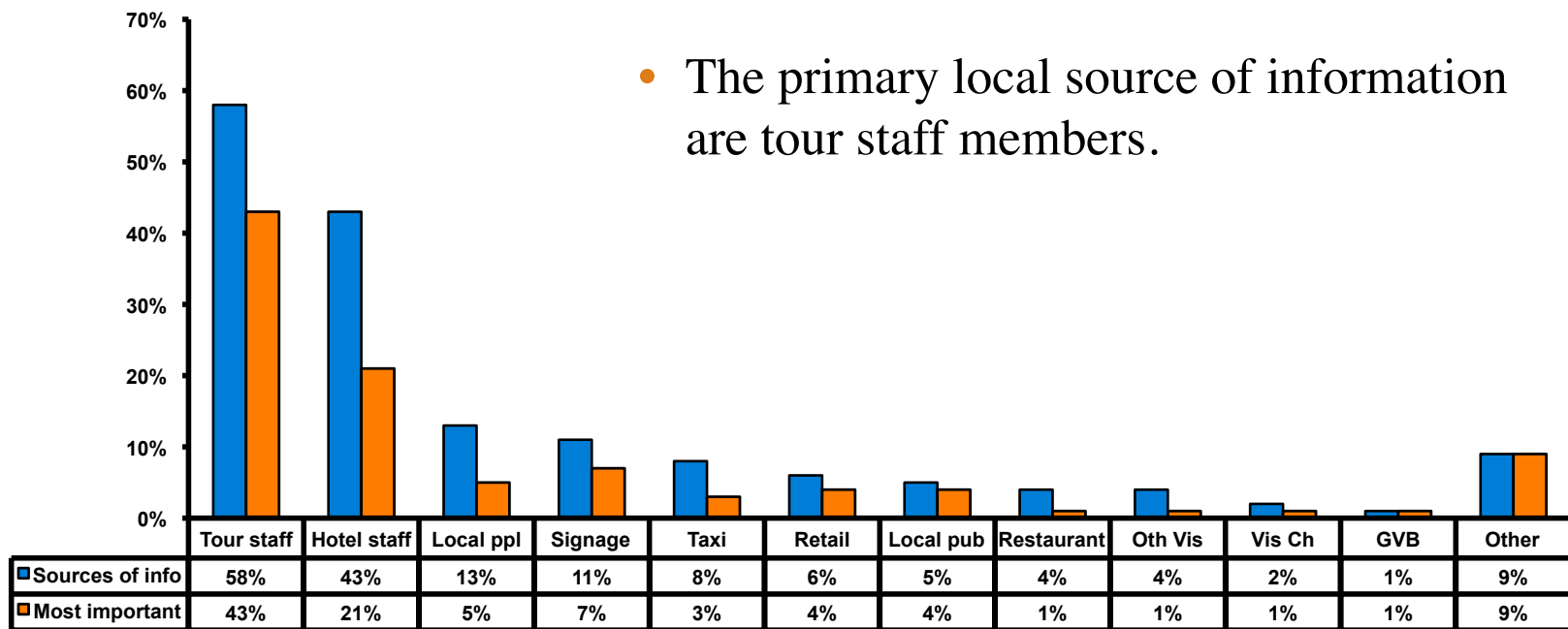
# Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - ✓ Internet
  - ✓ Guidebook
  - ✓ Brochure



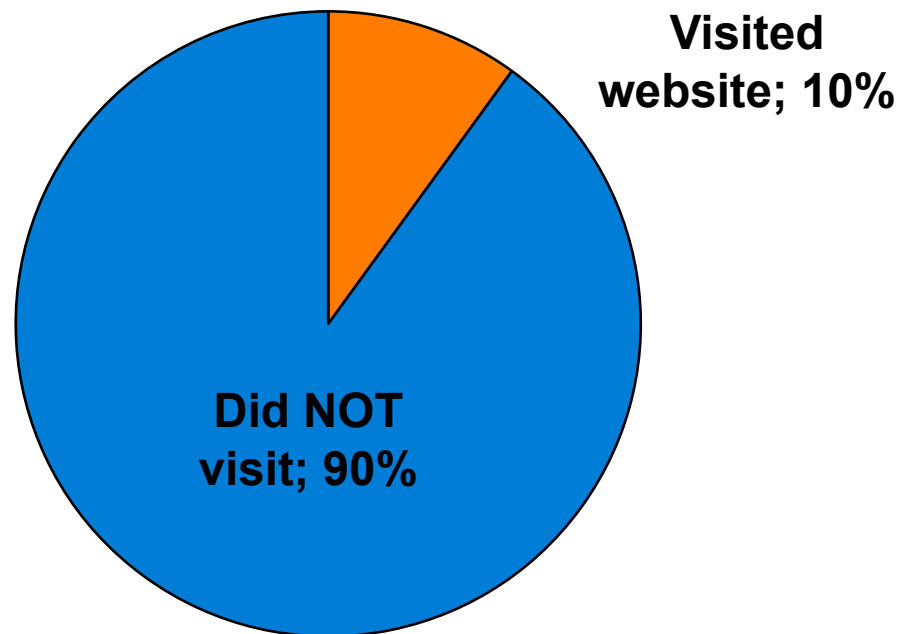


# Sources of Information Post-arrival



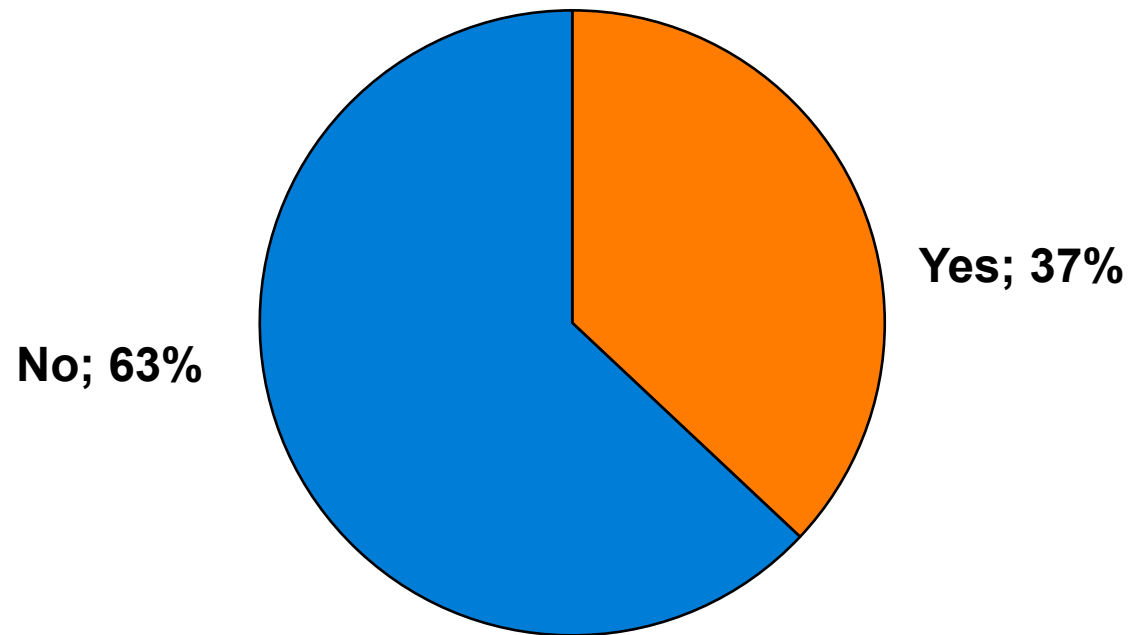
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# Visited GVB Website



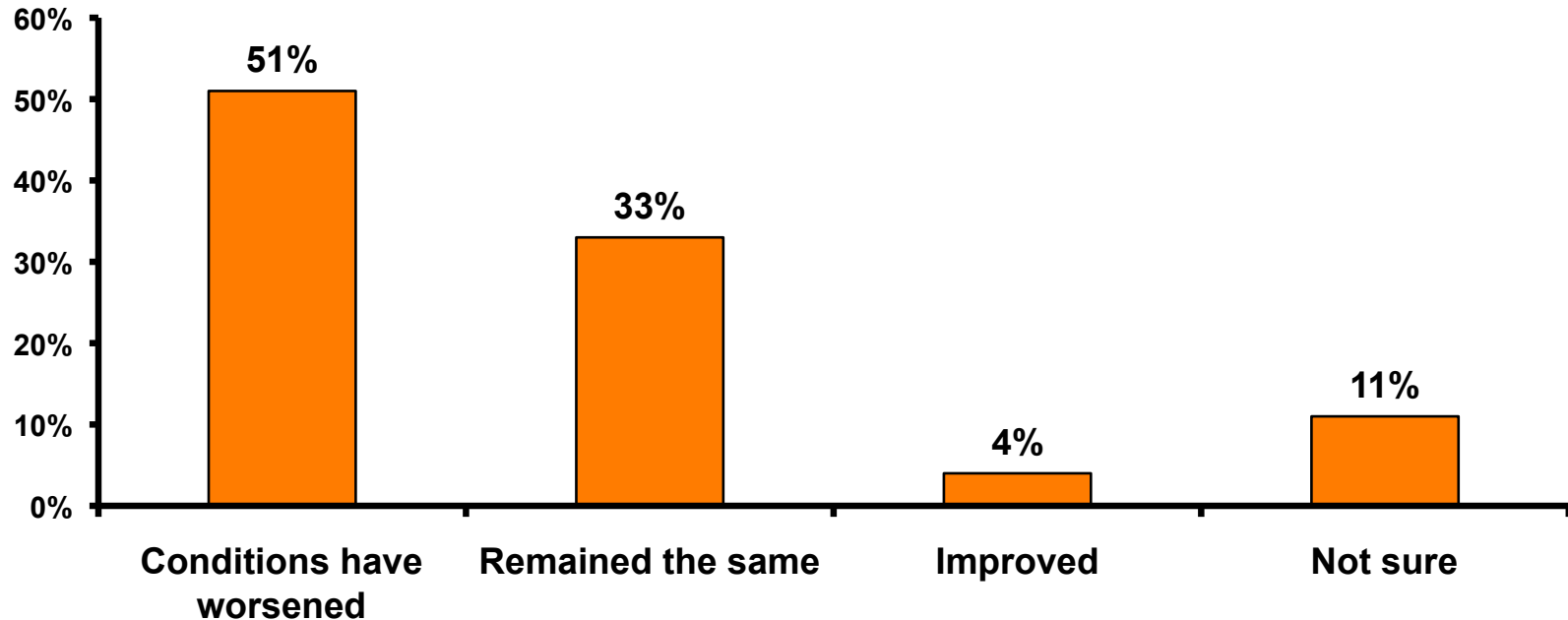
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# Satellite TV



# SECTION 6 **OTHER ISSUES**

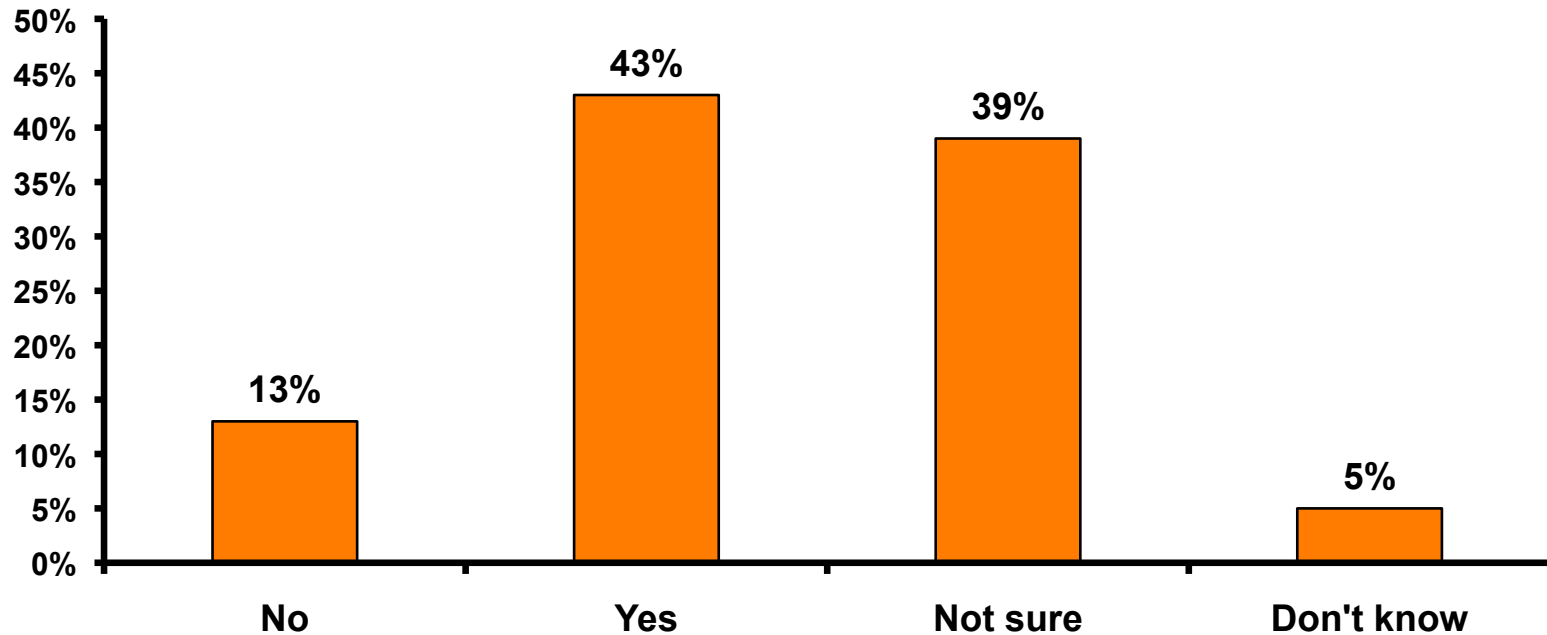
# Rating the Japan economy compared to 12 months ago - Overall



# 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	63%	49%	42%	55%	77%	54%	50%	50%	65%	51%	46%	50%
	Conditions have remained the same	6%	32%	50%	39%	18%	27%	38%	38%	30%	35%	41%	25%
	Conditions have improved		5%	2%	6%		3%	4%	5%	2%	8%	5%	8%
	Do not know	31%	14%	6%		5%	16%	8%	7%	2%	5%	8%	17%
Total	Count	16	205	52	31	22	67	24	42	46	37	37	12

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

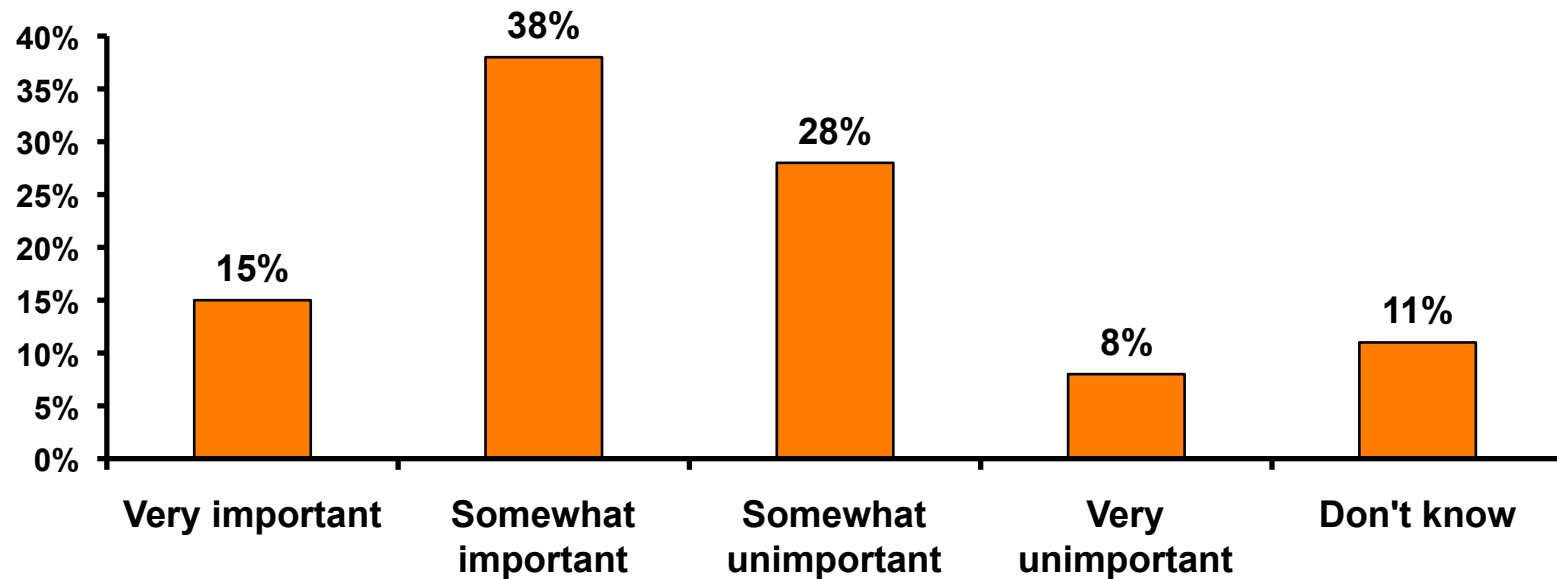


# Good time to spend money on travel outside of Japan by Age & Income

		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	13%	13%	19%	10%	5%	18%	4%	12%	15%	11%	14%	
	Yes	44%	43%	46%	39%	41%	51%	46%	36%	33%	57%	41%	33%
	Not sure	31%	38%	31%	52%	55%	27%	42%	48%	52%	30%	43%	50%
	Do not know	13%	5%	4%			4%	8%	5%		3%	3%	7%
Total	Count	16	205	52	31	22	67	24	42	46	37	37	12



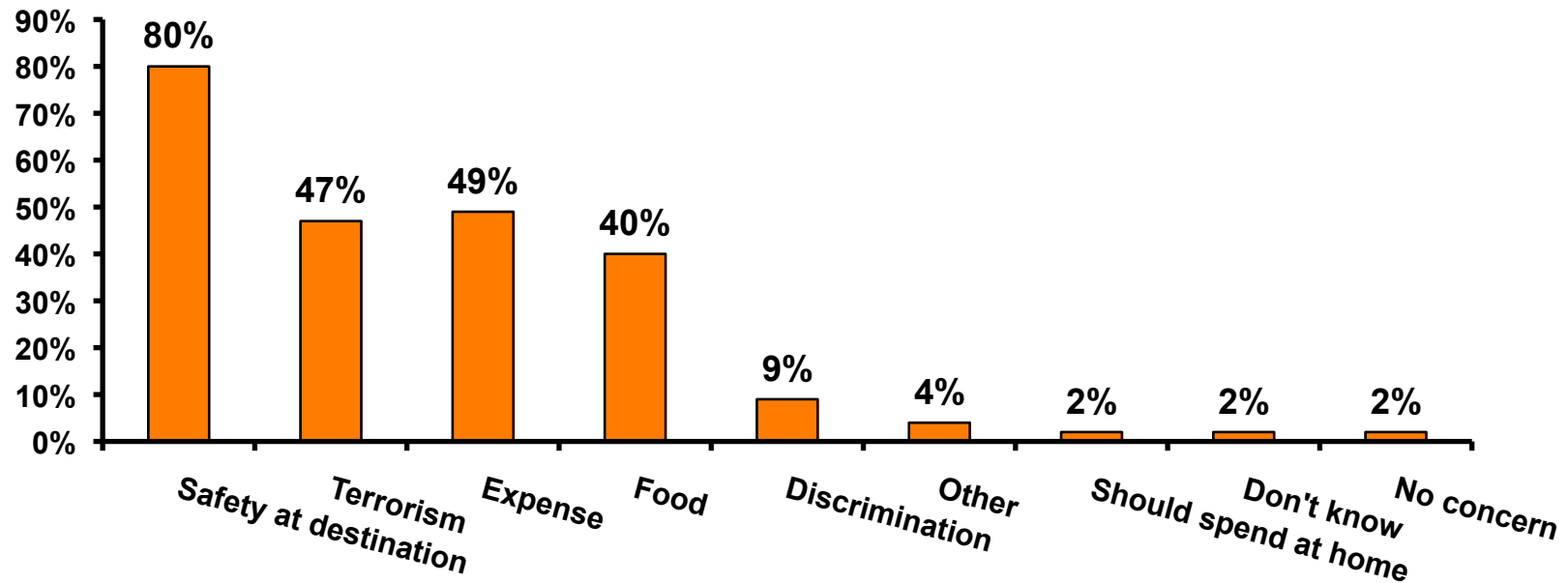
# The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



# 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+	Nc Inc
Q.25	Very unimportant	6%	8%	4%	10%	18%	4%		7%	13%	11%	16%	
	Somewhat unimportant	25%	25%	31%	35%	41%	30%	42%	34%	33%	27%	27%	8%
	Somewhat important	31%	42%	40%	26%	27%	43%	33%	27%	37%	43%	38%	50%
	Very important	13%	13%	19%	26%	9%	12%	17%	22%	9%	19%	14%	
	Do not know	25%	13%	6%	3%	5%	10%	8%	10%	9%	5%	42%	
Total	Count	16	204	52	31	22	67	24	41	46	37	37	12

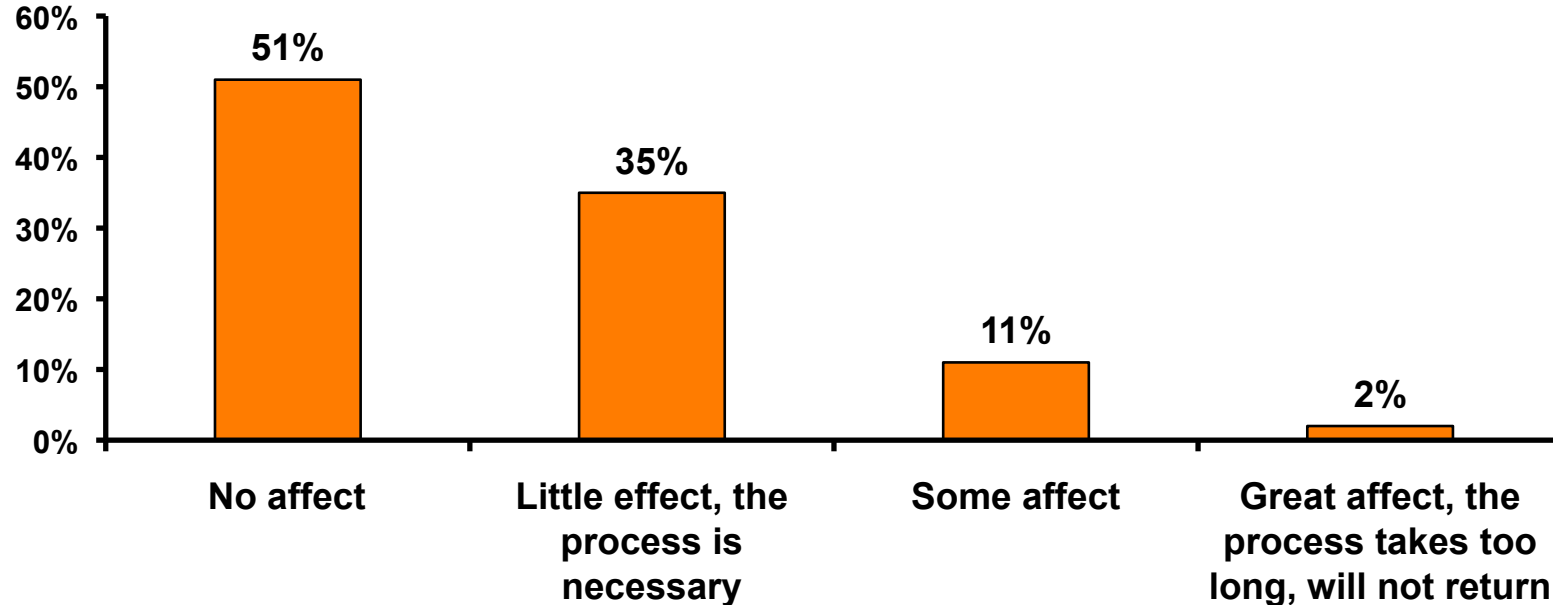
# Concerns about travel outside of Japan - Overall



# 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	81%	80%	79%	80%	86%	73%	79%	85%	78%	84%	84%	75%
	Expense	38%	51%	62%	30%	36%	43%	50%	51%	50%	59%	41%	50%
	Terrorism	50%	47%	54%	40%	36%	51%	42%	54%	43%	54%	43%	42%
	Food	25%	45%	50%	13%	23%	36%	50%	41%	39%	41%	30%	50%
	Other		5%	2%	7%		1%	4%		4%	8%	8%	8%
	Spending money abroad when it should be spent at home		2%	8%			3%	13%	2%				
	No concerns		1%	2%		18%	1%	4%		4%	5%	3%	
	Do not know	6%	3%				3%		2%				17%
Total	Cases	16	204	52	30	22	67	24	41	46	37	37	12

# Security Screening/ Immigration Process at Guam International Airport

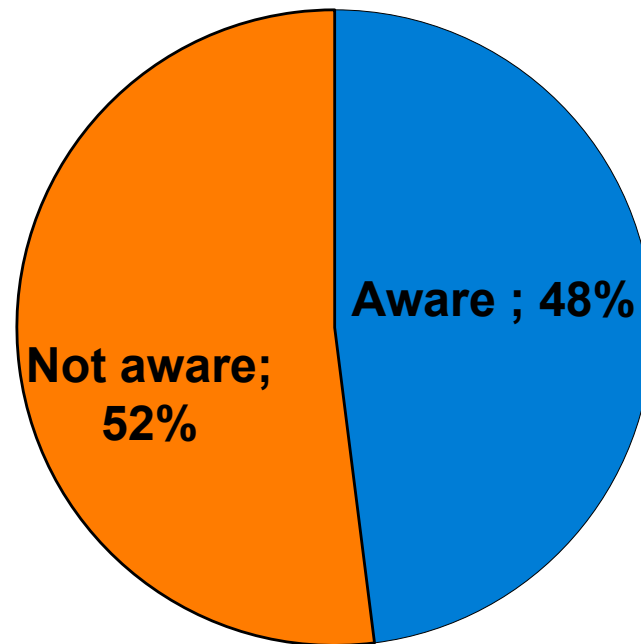


## **Hotel Room Surcharge by \$3.00 Per day/Per room, to help build Guam Museum**

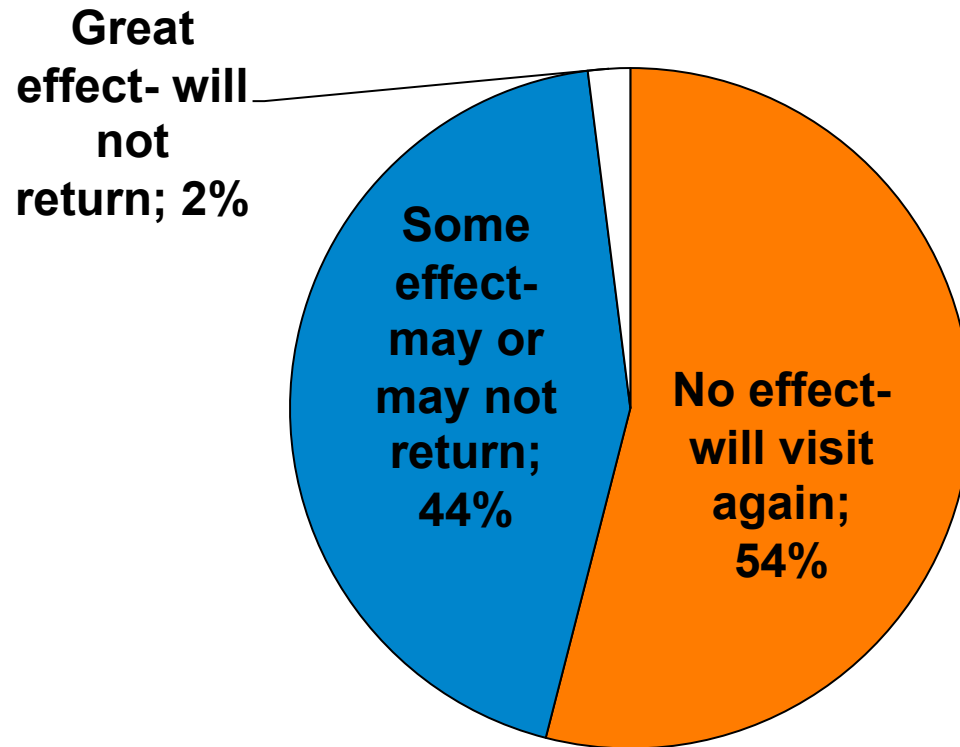
- Mean Rating – **3.2** out of possible 7.0
- Agree (Score 6-7) – **12%**
- Neutral (Score 4-5) – **43%**
- Disagree (Score 1-3) – **46%**

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



# Effects of US military troop movement on future trips to Guam

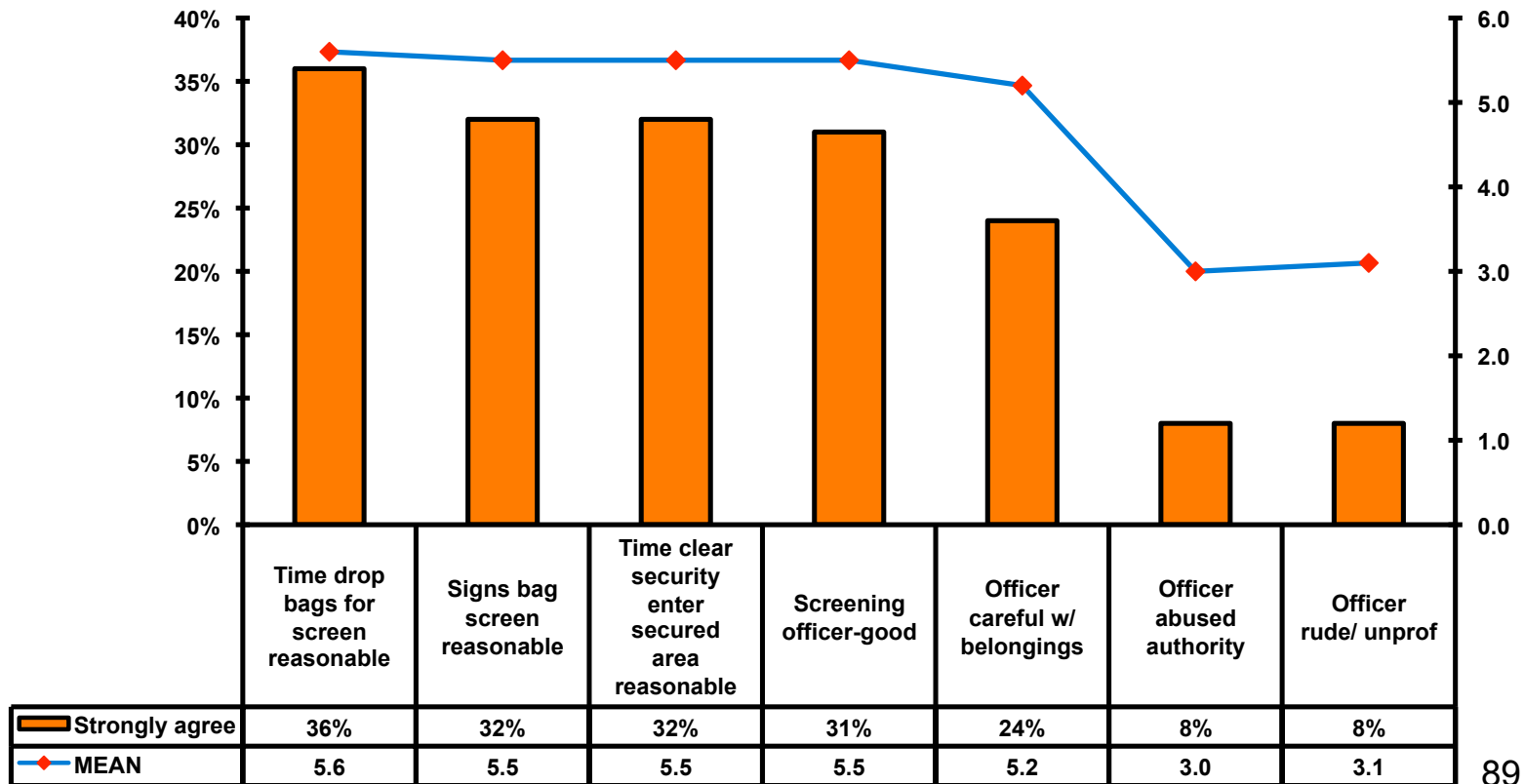




# Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



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

