



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2014

MAY 2014



Prepared by: QMark Research

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Background & Methodology

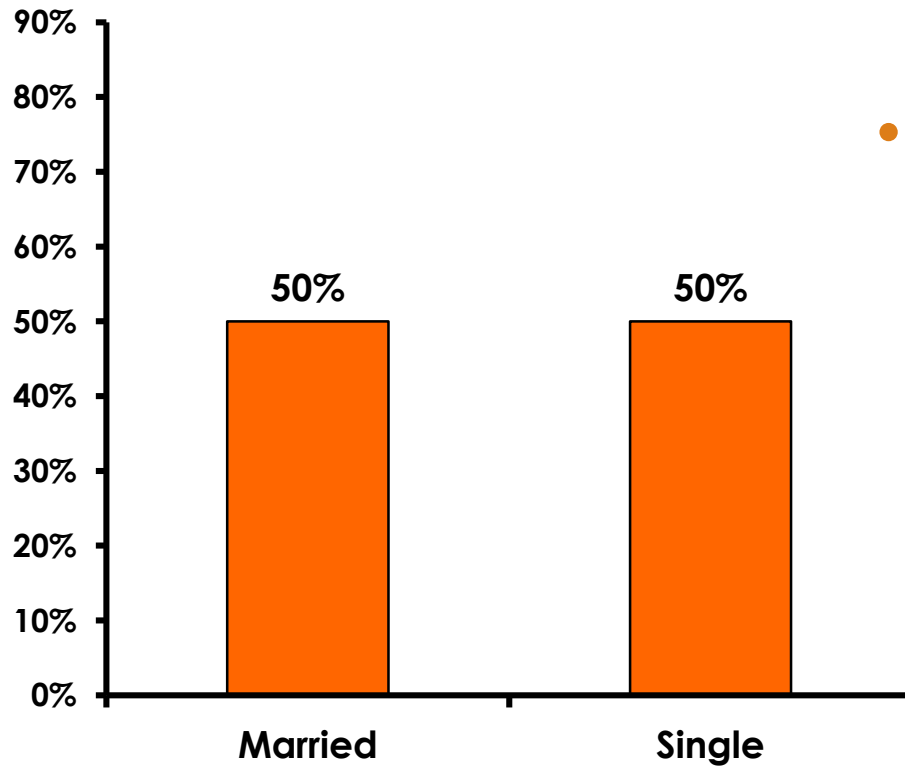
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **350** departing 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 **350** is +/- 5.23 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 +/- 5.23 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.

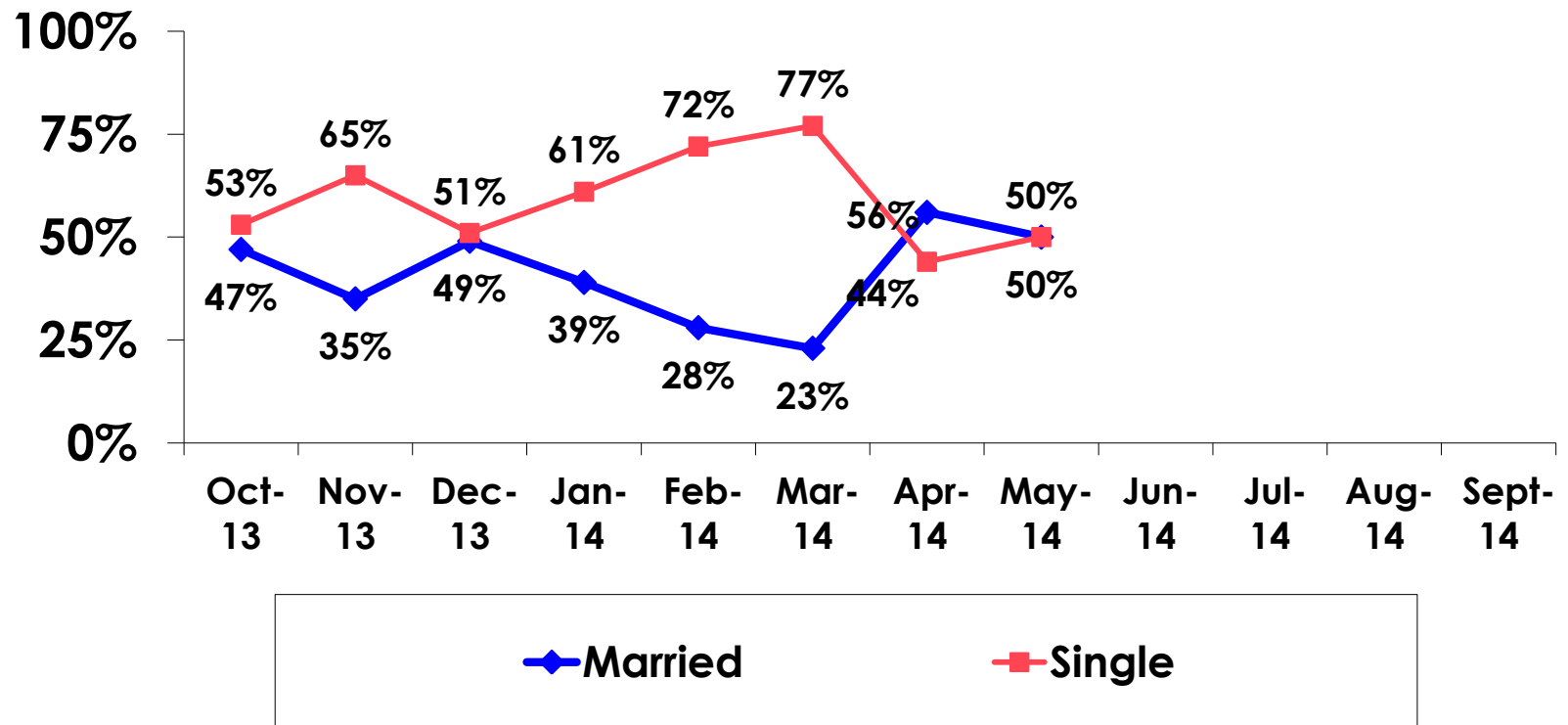
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

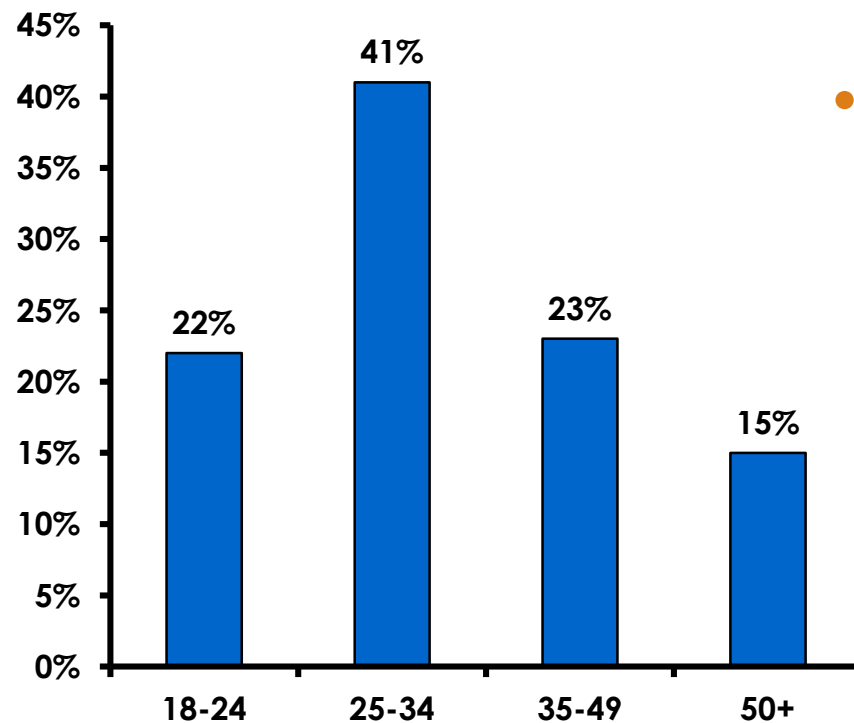


- 64% of male visitors are married.

MARITAL STATUS

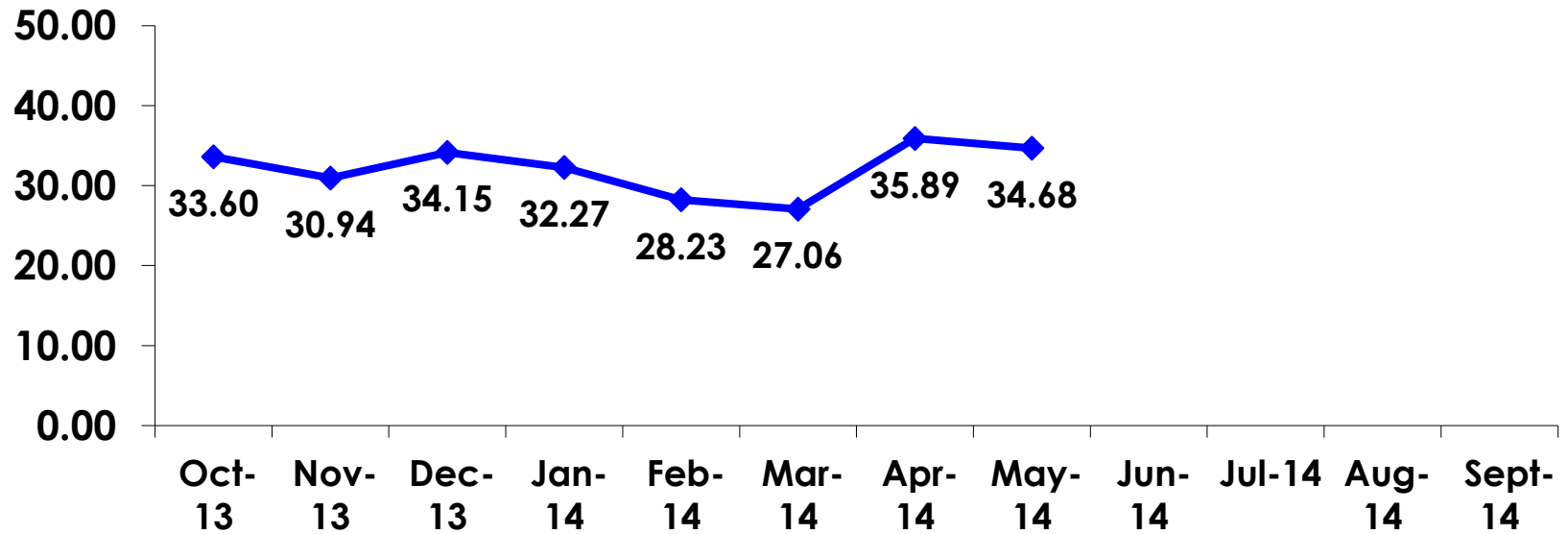


Age - Overall

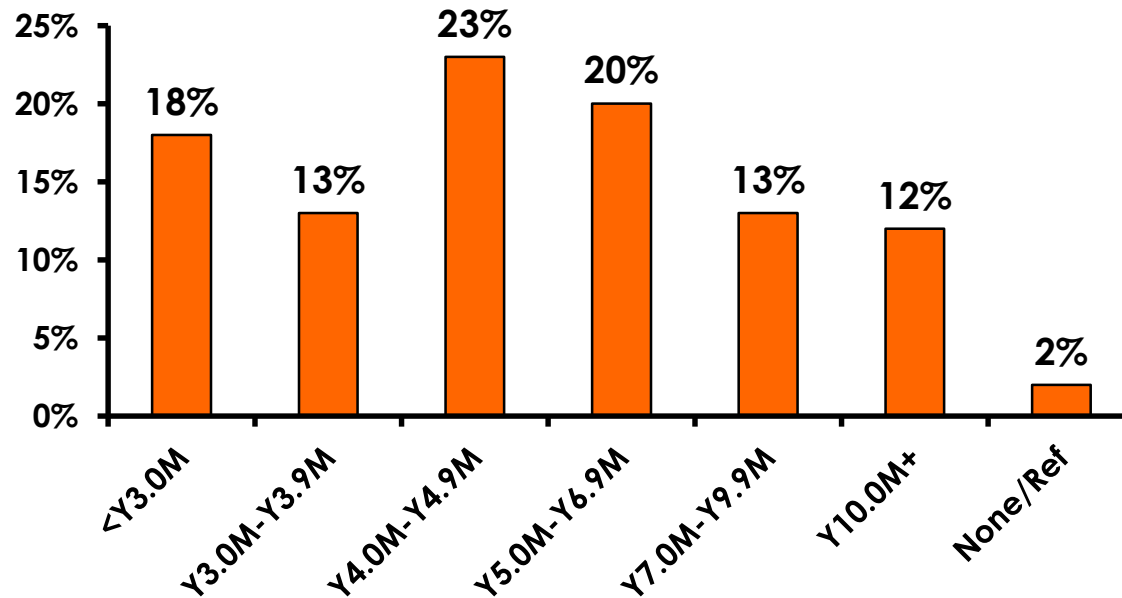


- The average age of the respondents is 34.68 years of age.

AVERAGE - AGE

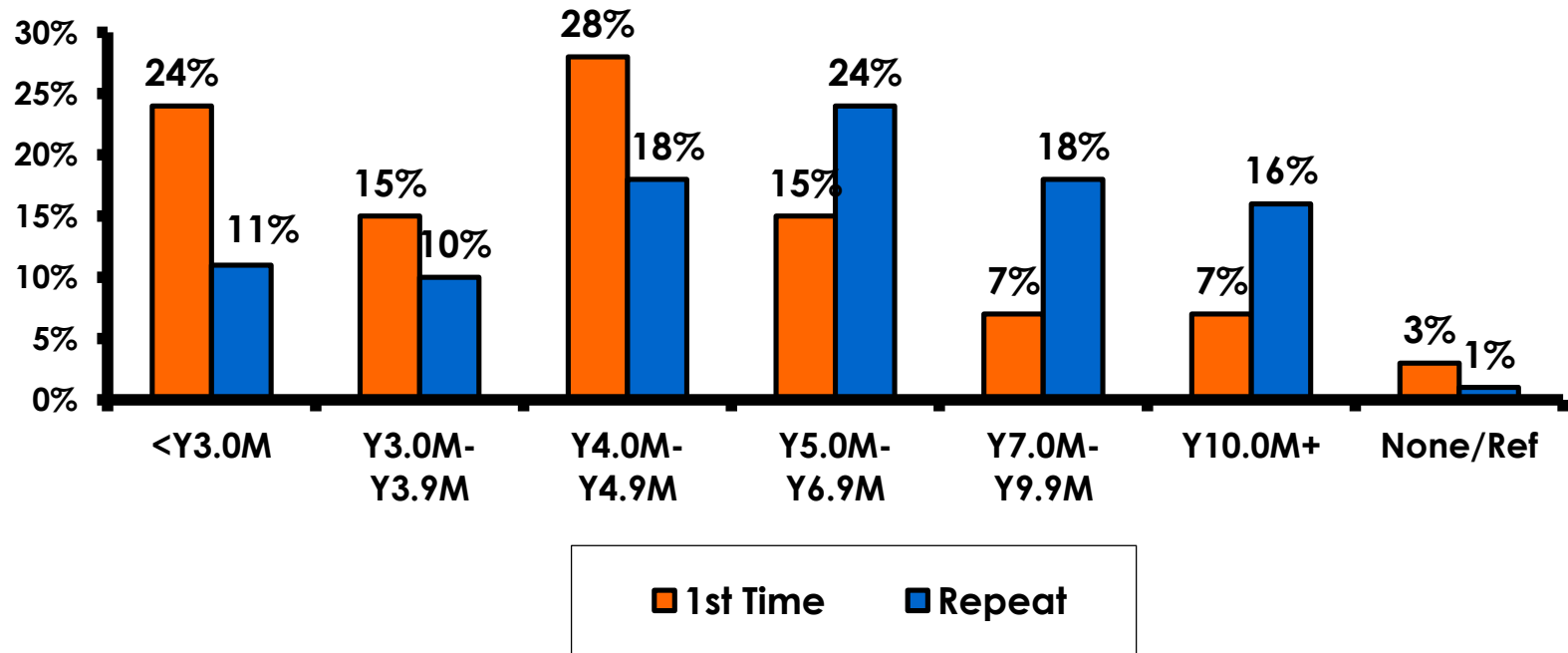


Personal Income



• ¥101.84=\$1

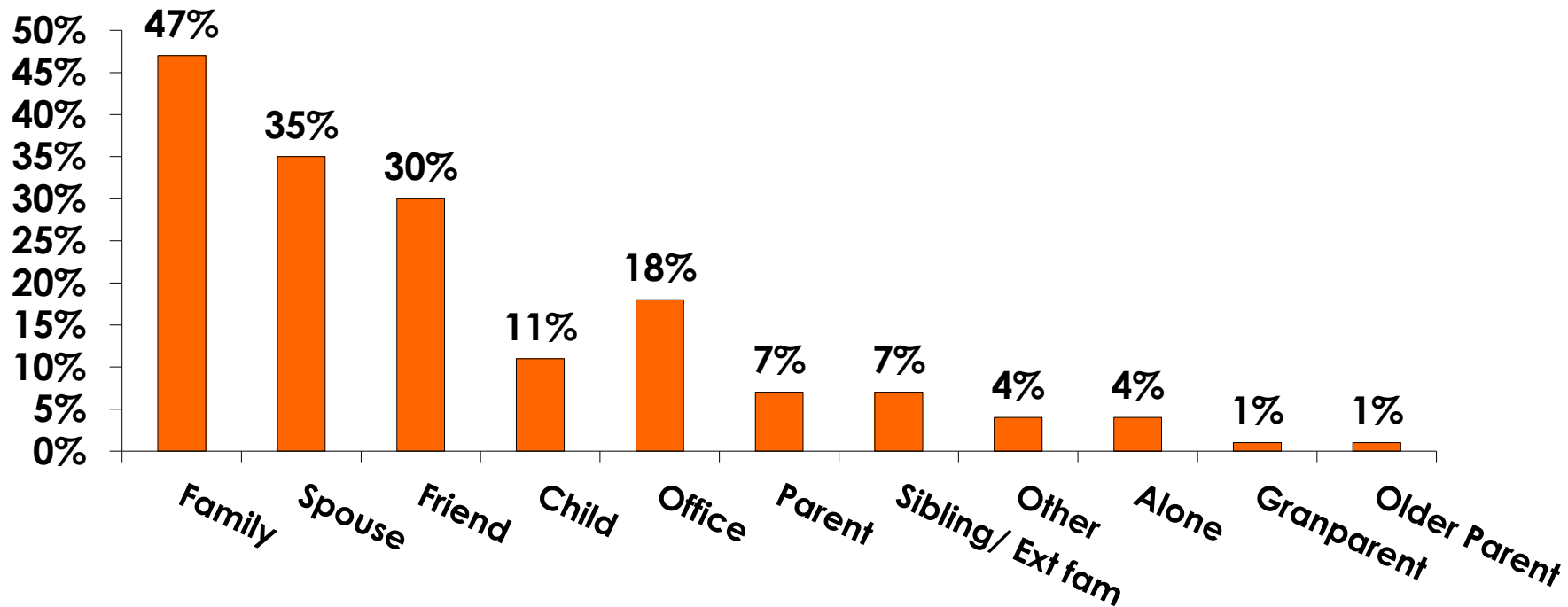
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	20	5	15	8	8	2	2
		Column N %	6%	3%	8%	11%	6%	3%	4%
	Y2.0M-Y3.0M	Count	42	12	30	15	18	5	4
		Column N %	12%	7%	17%	20%	13%	6%	8%
	Y3.0M-Y4.0M	Count	44	22	22	8	30	2	4
		Column N %	13%	13%	12%	11%	21%	3%	8%
	Y4.0M-Y5.0M	Count	82	41	41	18	38	14	11
		Column N %	23%	24%	23%	24%	27%	18%	21%
	Y5.0M-Y7.0M	Count	69	39	30	7	28	24	10
		Column N %	20%	23%	17%	9%	20%	30%	19%
	Y7.0M-Y10.0M	Count	45	29	16	4	12	17	12
		Column N %	13%	17%	9%	5%	9%	22%	23%
	Y10.0M+	Count	41	22	19	9	6	15	10
		Column N %	12%	13%	11%	12%	4%	19%	19%
	No Income	Count	6	1	5	5	1		
		Column N %	2%	1%	3%	7%	1%		
	Total	Count	349	171	178	74	141	79	53

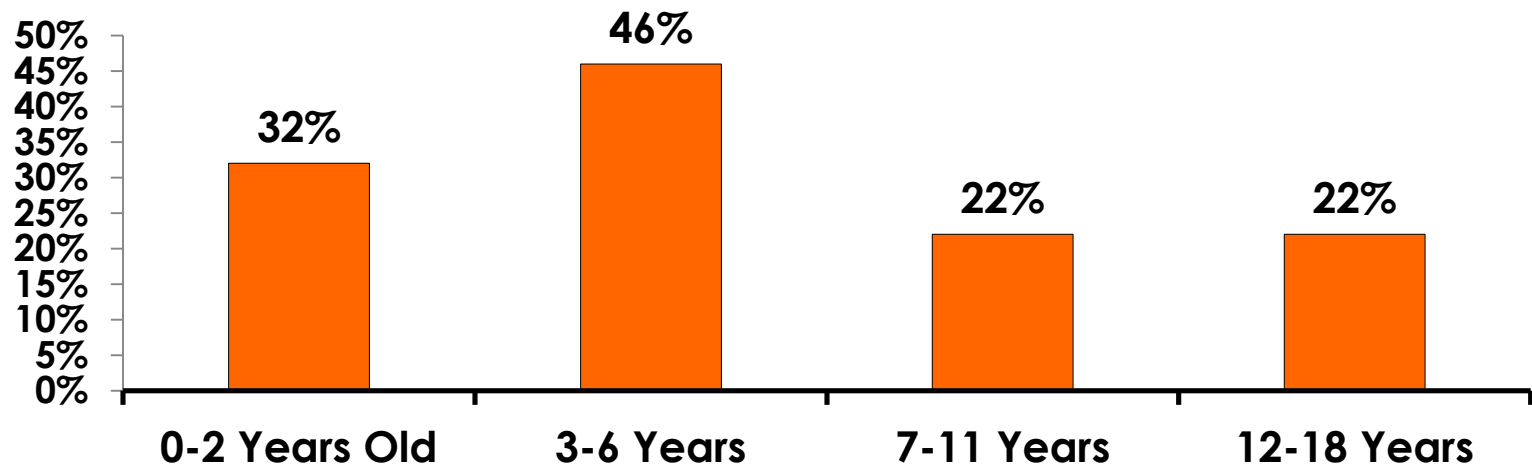
Travel Companions



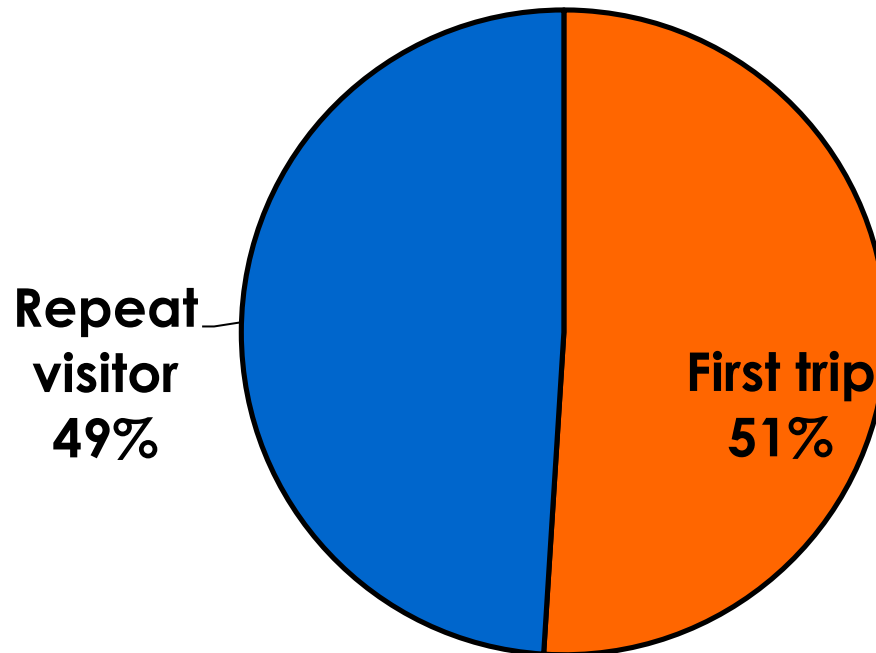
Number of Children Travel Party

N=37 total respondents traveling with children.

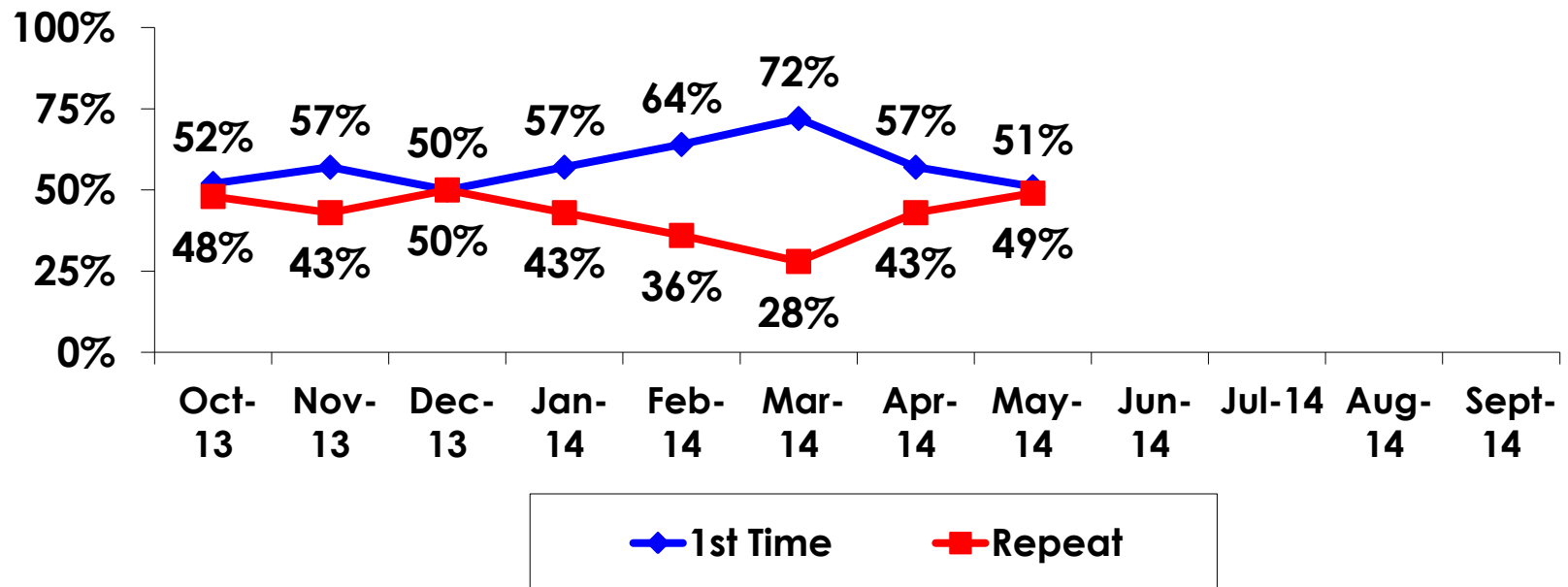
(Of those N=37 respondents, there is a total of 48 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



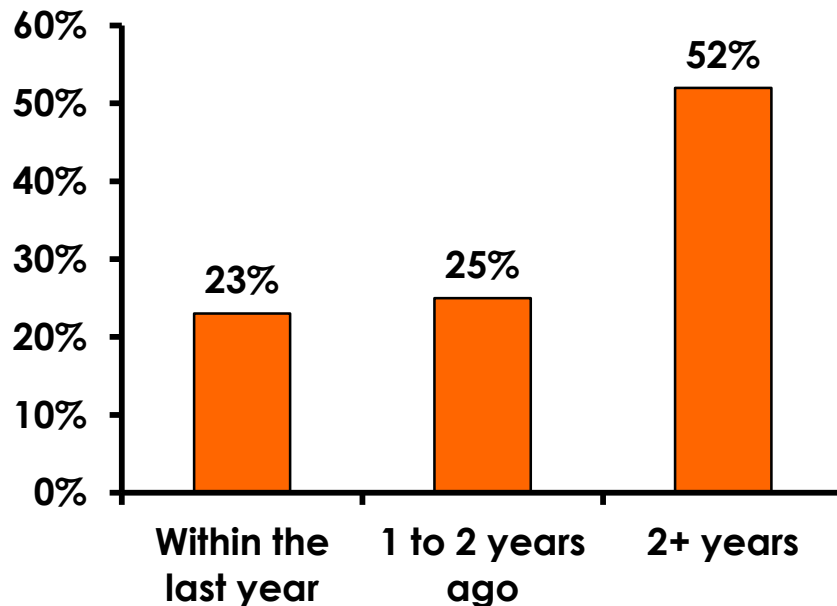
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	171	84	87	
		Column N %	49%	47%	50%	
	Female	Count	179	93	86	
		Column N %	51%	53%	50%	
Total		Count	350	177	173	
AGE	18-24	Count	75	51	24	
		Column N %	22%	29%	14%	
	25-34	Count	141	81	60	
		Column N %	41%	46%	35%	
	35-49	Count	79	25	54	
		Column N %	23%	14%	31%	
	50+	Count	53	18	35	
		Column N %	15%	10%	20%	
	Total		Count	348	175	173

- First-time visitors are younger than repeat visitors to Guam.

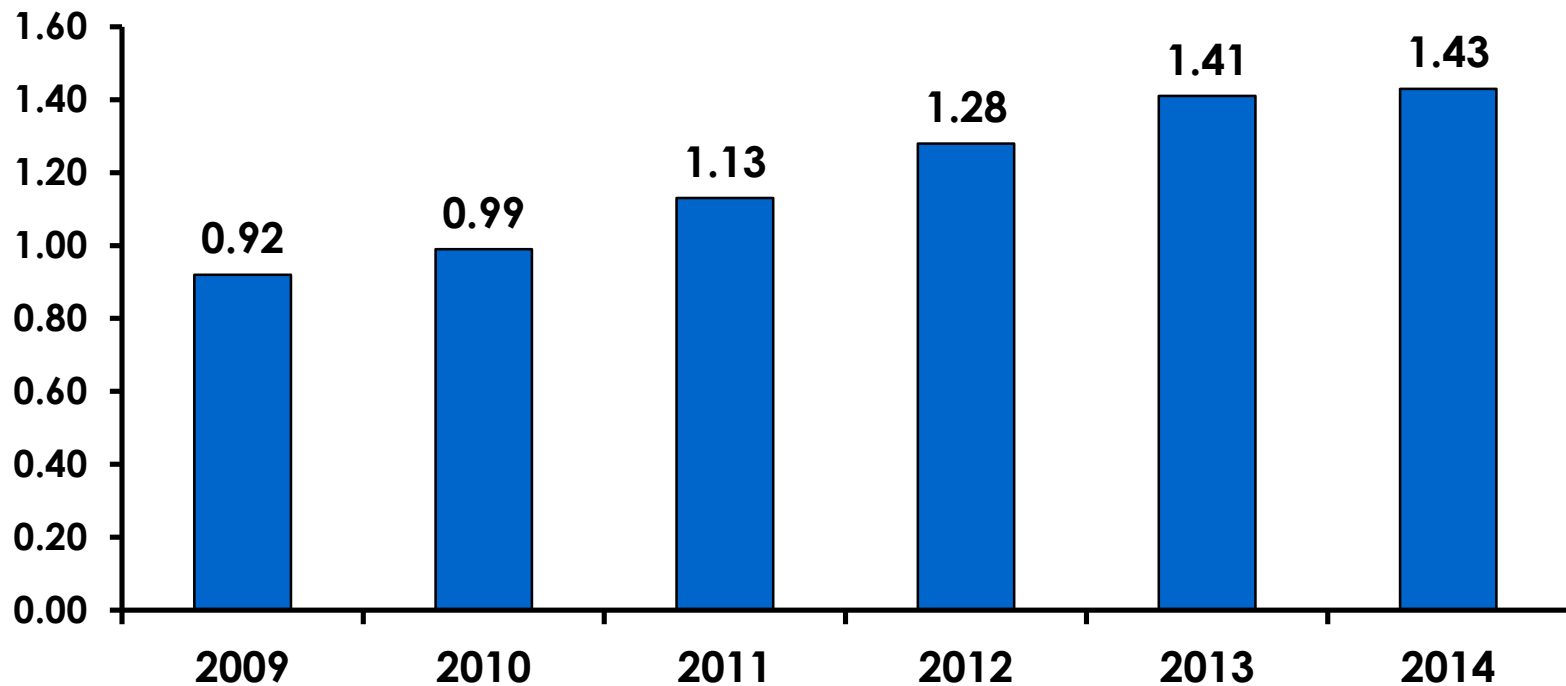
Repeat Visitors Last Trip

n = 173



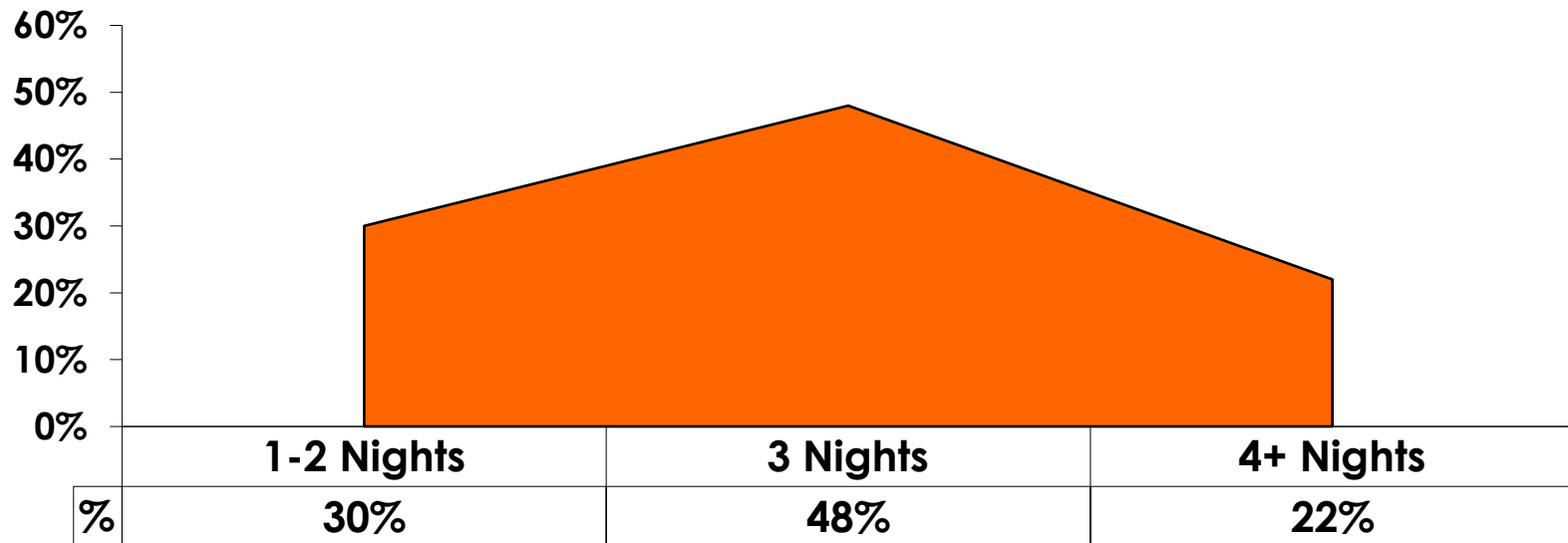
- The average repeat visitor has been to Guam 3.99 times.
- Half the repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2009-2014) (2 nights or more)

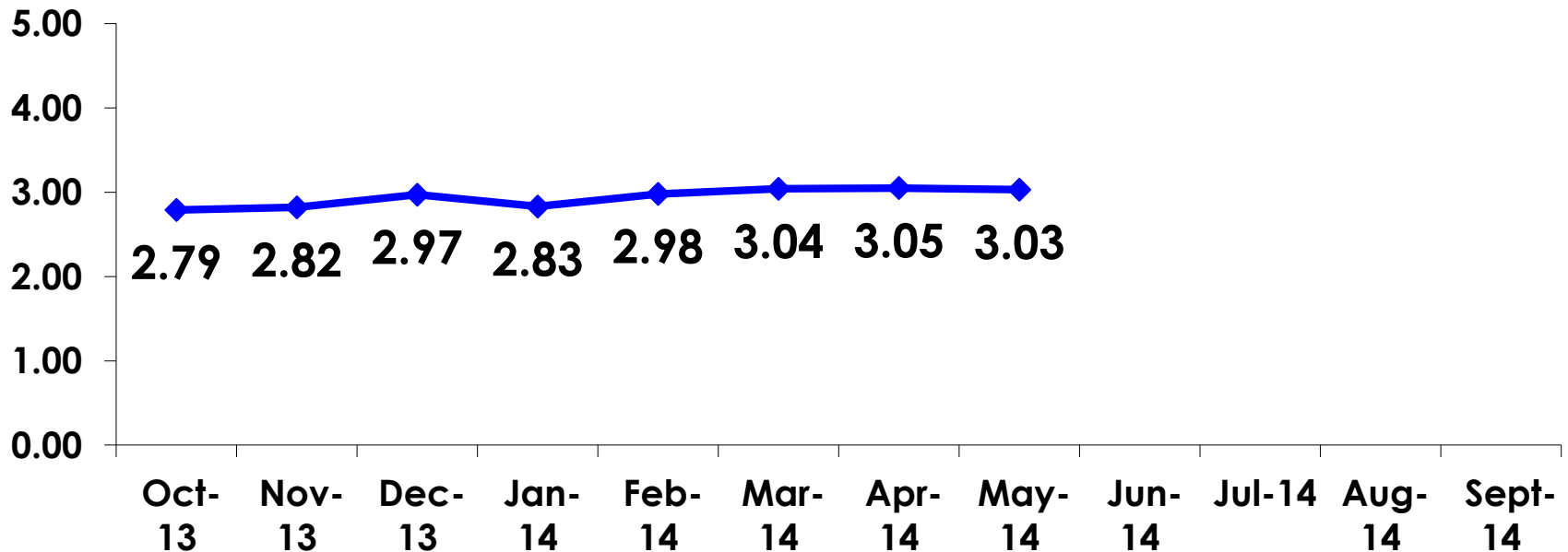


Length of Stay

Mean = 3.03 Days
Median = 3.0 Days



AVG LENGTH OF STAY

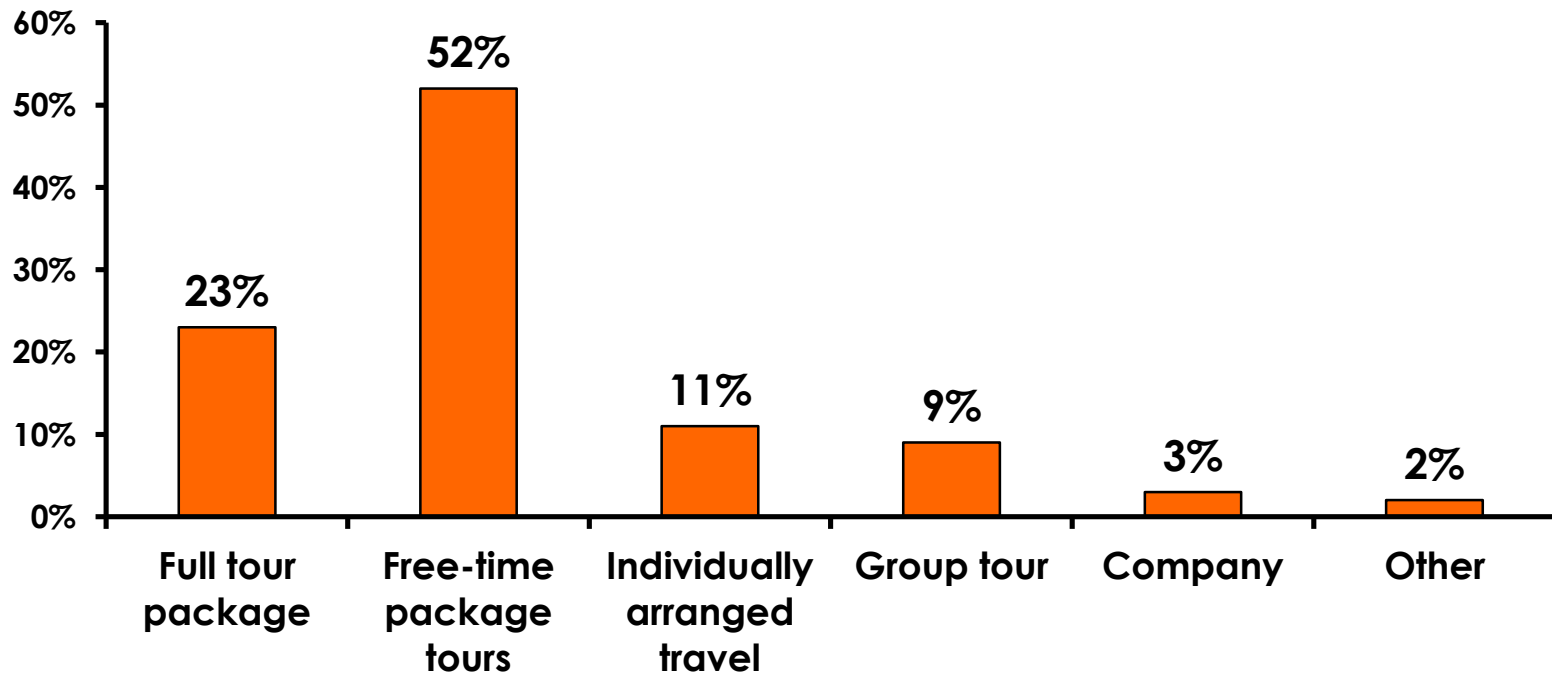


Occupation by Income

		TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q25	Engineer	20%	20%	21%	16%	23%	22%	18%	17%		
	Office worker non-mgr	19%	20%	31%	25%	13%	20%	13%	17%		
	Salesperson	16%	5%	17%	14%	22%	17%	22%	7%		
	Homemaker	8%	15%	7%	7%	6%	9%	7%	10%		
	Self-employed	7%	5%	2%	7%	7%	10%	4%	7%		
	Manager	6%		5%	2%	4%	6%	13%	12%		
	Executive (30+ employees)	3%			5%	1%	3%	7%	10%		
	Skilled worker	3%	5%		7%	5%	3%	2%			
	Student	3%	5%				1%		2%	83%	
	Professional/ Specialist	3%			2%	4%		4%	7%		
	Other	2%	10%	2%	2%	1%			7%		
	Unemployed	2%	5%	5%	5%	2%				17%	
	Freeter	2%	10%		2%	1%	4%		2%		
	Govt- Manager	2%				4%	1%	7%			
	Govt- office worker non-mgr	2%			5%	4%		2%			
	Teacher	1%		7%		1%	1%				
	Retired	1%		2%	2%						
	Free-lancer	0%				1%					
	Govt- Executive	0%					1%				
	Total	Count	350	20	42	44	82	69	45	41	6

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

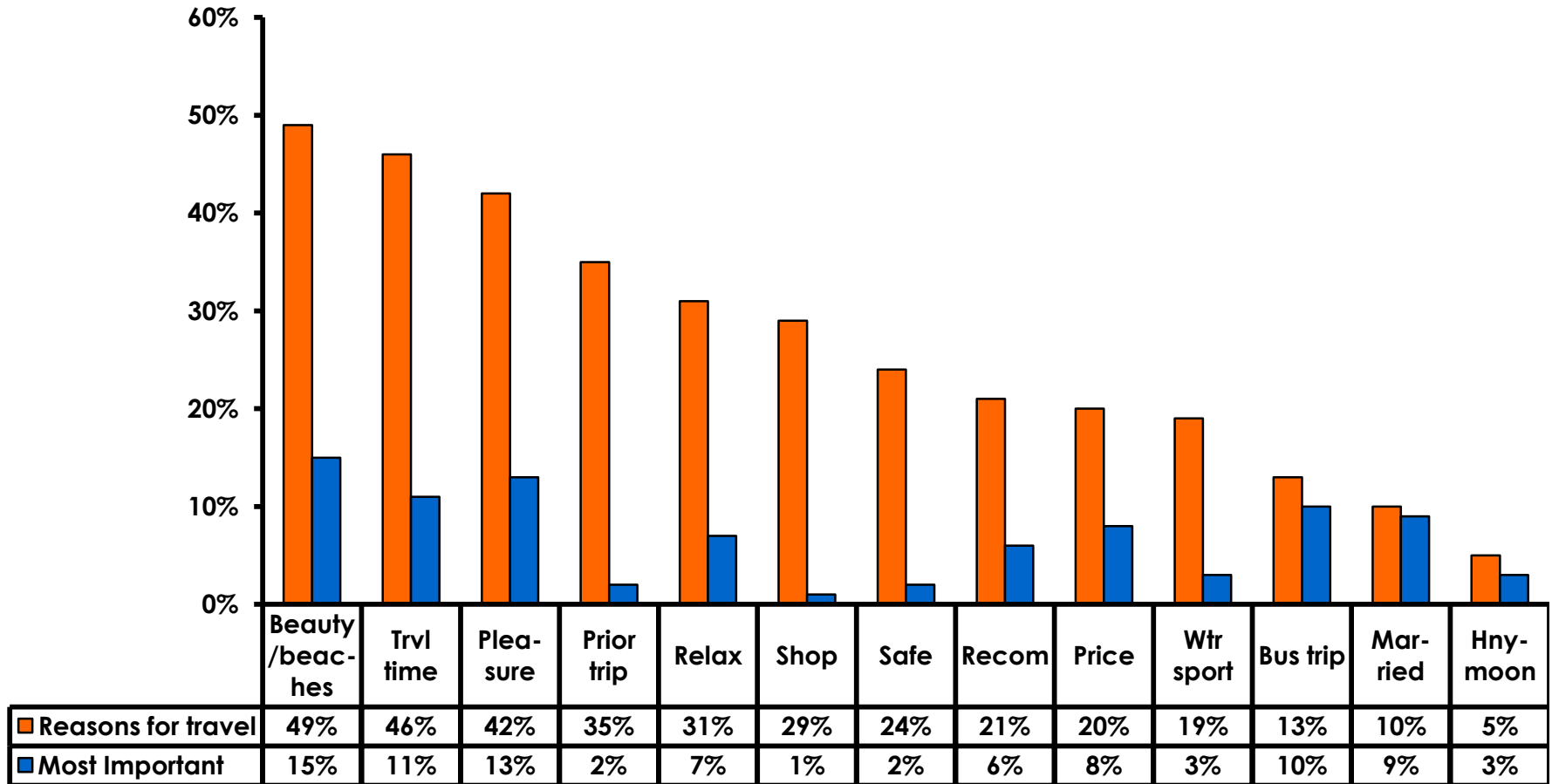


Accommodation by Income

Average length of stay: 3.03 days

	TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income
Q9										
Guam Plaza Hotel	19%	25%	21%	23%	23%	14%	24%	5%	17%	
Grand Plaza Hotel	11%	10%	12%	16%	10%	12%	7%	50%		
Guam Reef & Olive Spa	9%	5%	17%	14%	9%	9%	5%			
Hotel Nikko Guam	7%		2%	7%	10%	9%	7%	5%		
Onward Beach Resort	6%		5%	5%	4%	10%	4%	15%		
Outrigger Guam Resort	6%		7%	7%	2%	4%	11%	12%		
Fiesta Resort Guam	5%	10%	5%	5%	6%	6%	4%	5%		
Westin Resort Guam	5%	10%		5%	9%	4%	7%	5%		
PIC Club	5%	5%	7%	2%	2%	6%	4%	7%	17%	
Holiday Resort Guam	5%	5%	2%	5%	5%	7%	7%			
Hilton Guam Resort	3%	5%	2%		4%	1%	4%	10%		
Hyatt Regency Guam	3%	5%	2%		2%	6%	4%	5%		
Royal Orchid Guam	3%		10%	2%	4%	3%		2%		
Leo Palace Resort	3%	5%	2%	2%	1%	3%	2%	5%	17%	
Pacific Bay Hotel	2%	10%			2%	3%		5%		
Sheraton Laguna Guam	1%			2%	1%		2%	5%		
Bayview Hotel	1%		5%		2%		2%			
Ramada Suites Guam	1%			2%	1%	1%		2%		
Oceanview Hotel	1%			2%	1%		2%			
Hotel Santa Fe	1%				1%		2%			
Home stay/ friend/ relative	1%	5%				1%				
Other	0%						2%			
Condo	0%			2%						
Total	Count	350	20	42	44	82	69	45	41	6

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

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

are the primary reasons for visiting during this period.

Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	49%	53%	52%	44%	40%	41%	57%	
	Short travel time	46%	43%	43%	56%	42%	43%	48%	
	Pleasure	42%	48%	45%	33%	40%	35%	49%	
	Previous trip	35%	25%	31%	47%	45%	38%	33%	
	Relax	31%	32%	28%	35%	30%	25%	37%	
	Shopping	29%	33%	33%	25%	21%	19%	39%	
	Safe	24%	24%	21%	28%	26%	20%	27%	
	Recomm- friend/family/trvl agnt	21%	33%	18%	13%	21%	15%	26%	
	Price	20%	17%	22%	19%	17%	18%	22%	
	Water sports	19%	25%	21%	14%	11%	17%	20%	
	Company/ Business Trip	13%	16%	13%	15%	8%	15%	12%	
	Married/ Attn wedding	10%	1%	13%	9%	17%	13%	7%	
	Honeymoon	5%	1%	8%	5%		8%	2%	
	Other	3%	3%	3%	5%	4%	4%	3%	
	Scuba	3%	1%	6%	1%	2%	3%	4%	
	Golf	3%		1%	3%	13%	5%	2%	
	Visit friends/ Relatives	3%		4%	3%	4%	2%	3%	
	Company Sponsored	2%	4%	1%		2%	3%	1%	
	Career Cert/ Testing	0%	1%				1%		
	Convention/ Trade/ Conference	0%		1%				1%	
	Total	Count	350	75	141	79	53	171	179

Motivation by Income

		TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q5A	Natural beauty	49%	45%	57%	50%	40%	52%	56%	49%	33%	
	Short travel time	46%	55%	40%	43%	37%	42%	53%	66%	33%	
	Pleasure	42%	35%	52%	45%	34%	43%	44%	39%	67%	
	Previous trip	35%	25%	19%	34%	28%	46%	51%	44%		
	Relax	31%	50%	31%	16%	27%	26%	40%	41%	50%	
	Shopping	29%	30%	36%	32%	22%	19%	40%	41%	17%	
	Safe	24%	15%	31%	18%	18%	29%	40%	15%	17%	
	Recomm- friend/family/trvl agnt	21%	50%	19%	25%	28%	12%	13%	12%	17%	
	Price	20%	20%	10%	14%	22%	25%	29%	15%	17%	
	Water sports	19%	20%	26%	23%	11%	25%	18%	10%	17%	
	Company/ Business Trip	13%	20%	29%	7%	15%	16%	4%	7%		
	Married/ Attn wedding	10%	15%	14%	9%	10%	9%	11%	7%		
	Honeymoon	5%		5%	5%	6%	7%	2%	2%		
	Other	3%			2%	2%	9%	2%		33%	
	Scuba	3%	10%	5%	2%	4%	4%		2%		
	Golf	3%	5%		2%	1%	3%	4%	10%		
	Visit friends/ Relatives	3%	5%	2%	5%	2%	1%	4%			
	Company Sponsored	2%	5%		2%	4%	1%				
	Career Cert/ Testing	0%				1%					
	Convention/ Trade/ Conference	0%					1%				
	Total	Count	350	20	42	44	82	69	45	41	6

SECTION 3 **EXPENDITURES**

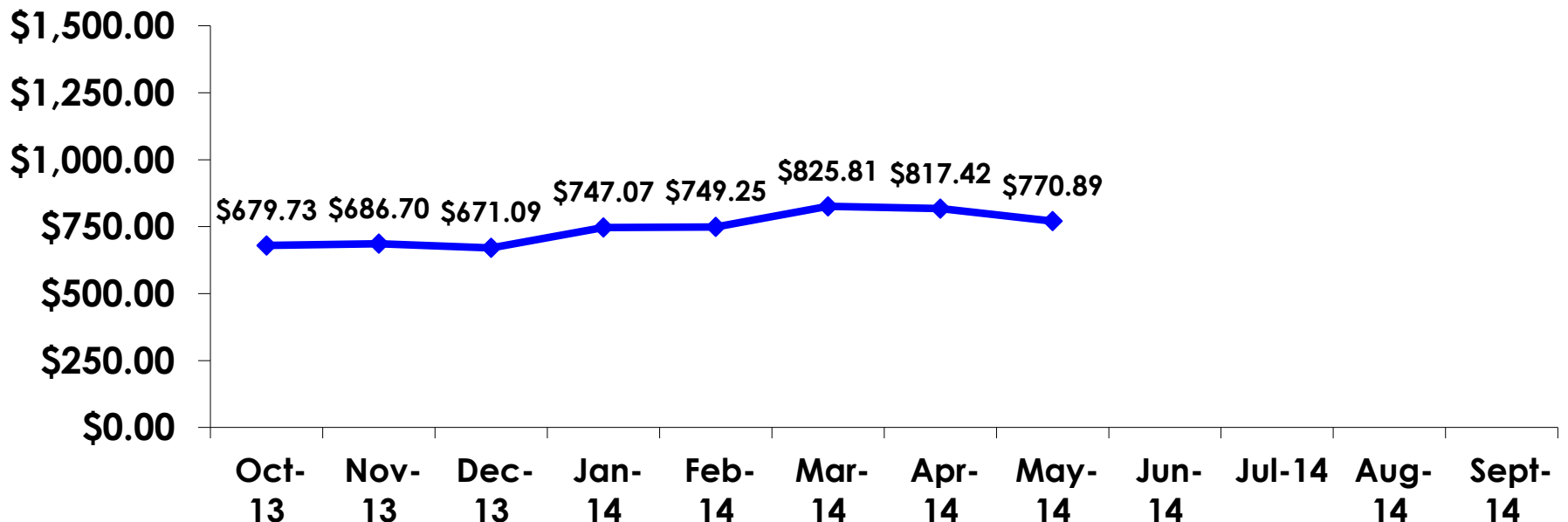
Prepaid Expenditures

¥101.84/US\$1

- \$1,411.51 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$12,765 = maximum (highest amount recorded for the entire sample)
- \$770.89 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$743.48

Breakdown of Prepaid Expenditures

¥101.84=\$1

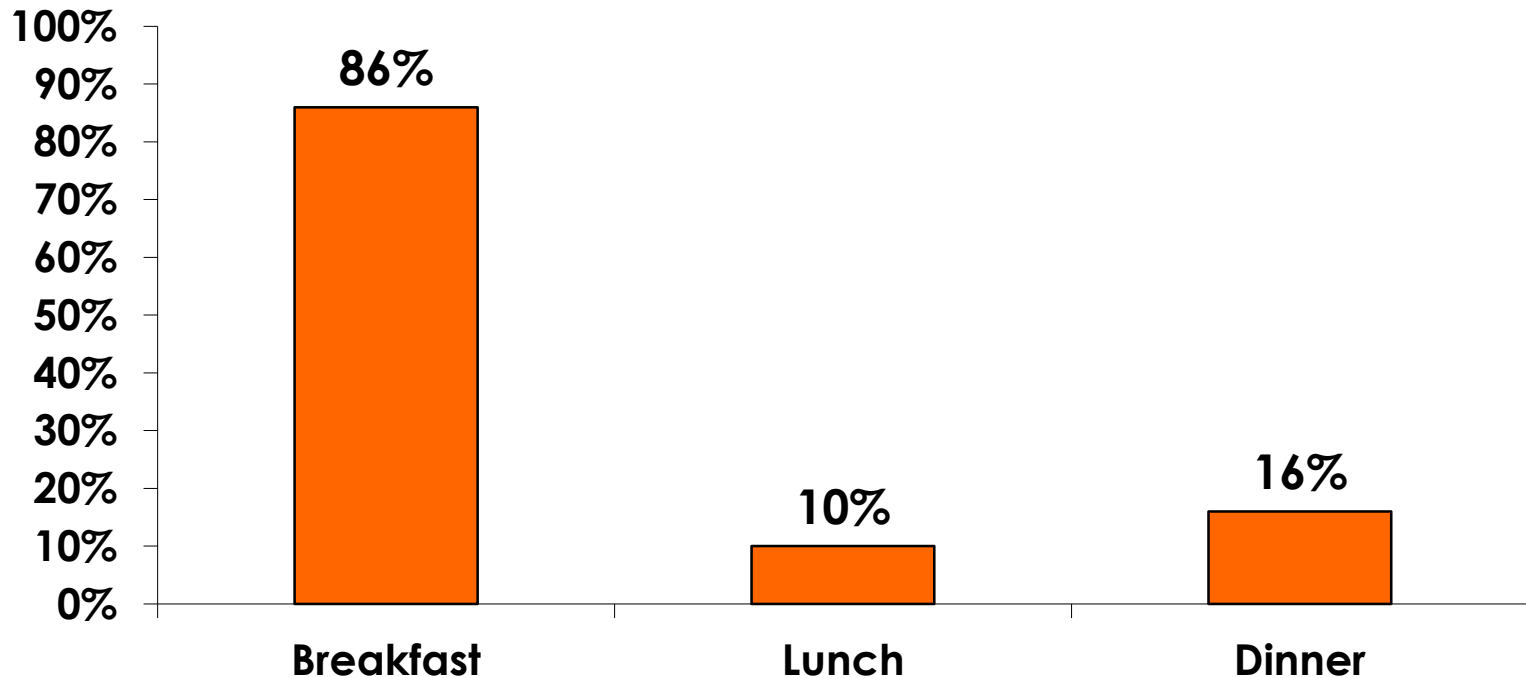
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$1,426.08
Air & Accommodation w/ daily meal package	\$2,576.54
Air only	\$1,096.55
Accommodation only	\$952.47
Accommodation w/ daily meal only	\$1,197.96
Food & Beverages in Hotel	\$78.01
Ground transportation – Japan	\$111.22
Ground transportation – Guam	\$134.85
Optional tours/ activities	\$218.16
Other expenses	\$844.73
Total Prepaid	\$1,411.51

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=58

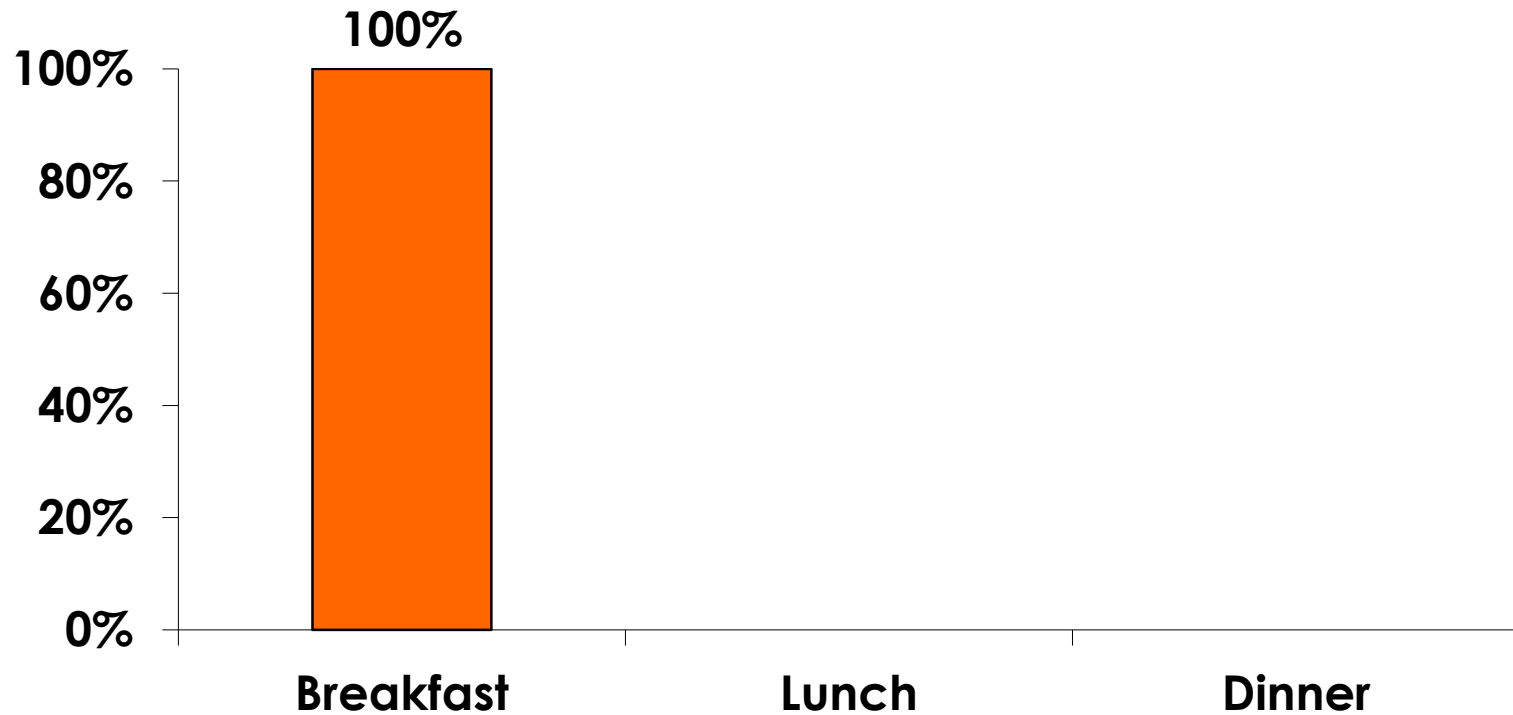


Mean=\$2,576.54 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

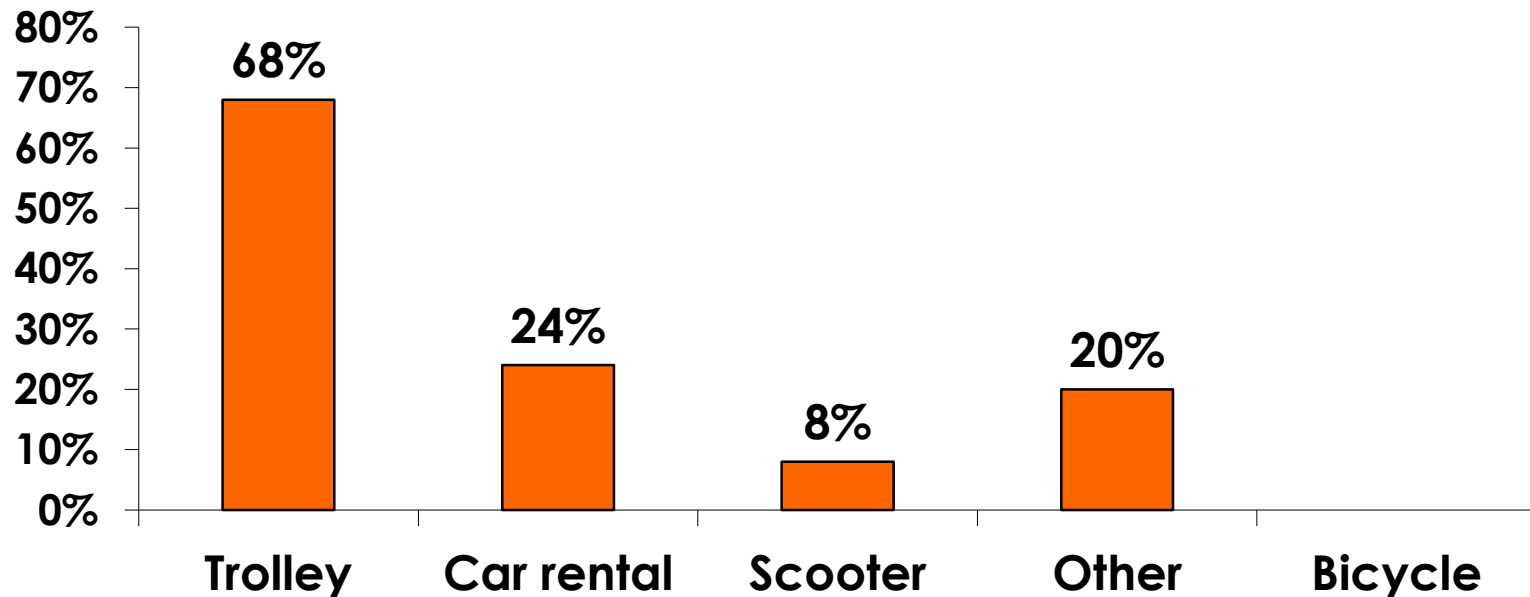
N=5



Mean=\$1,197.96 per travel party

PREPAID GROUND TRANSPORTATION

n=25



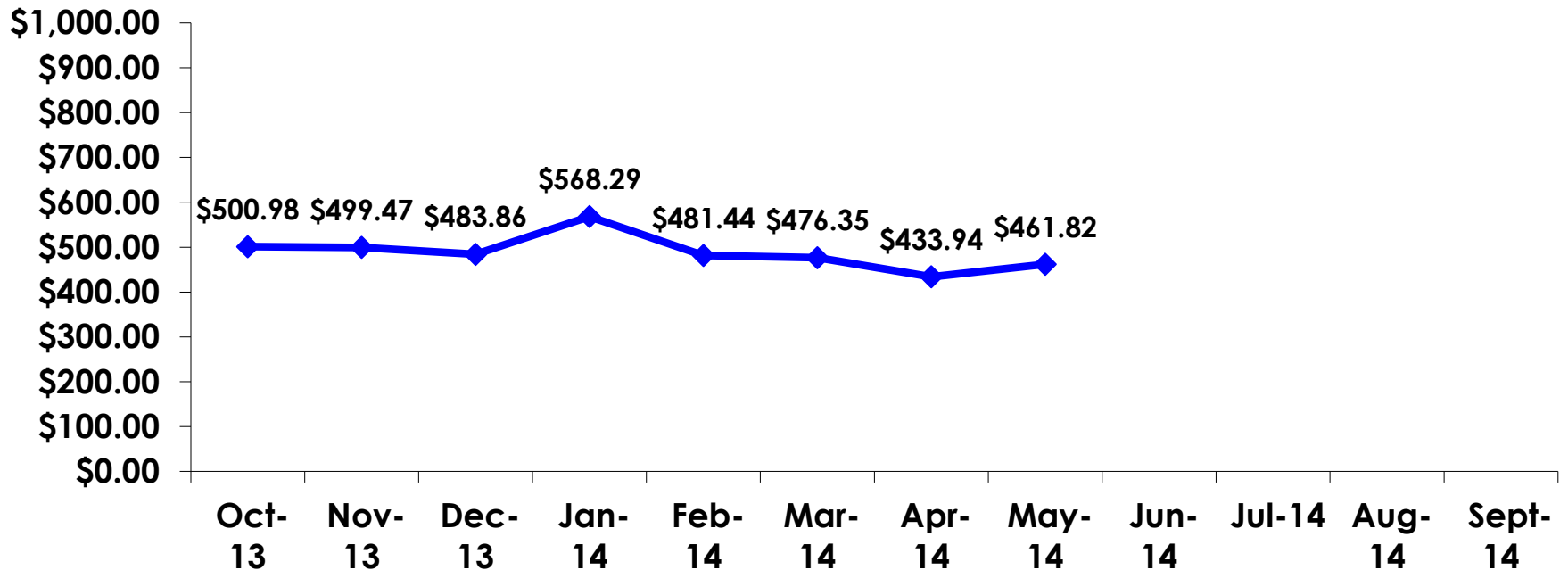
Mean=\$134.85 per travel party

On-Island Expenditures

- \$688.88 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,450 = Maximum (highest amount recorded for the entire sample)
- \$461.82 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

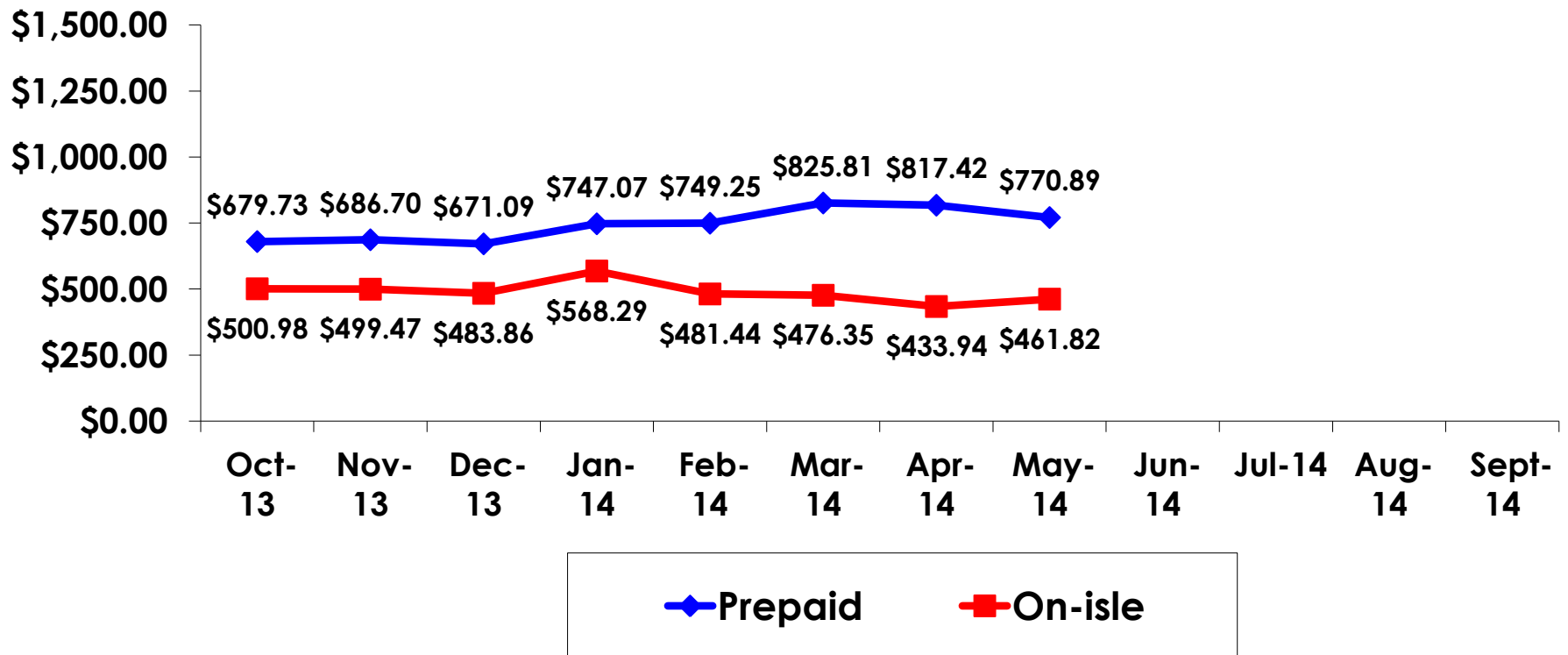


YTD = \$488.27

PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$743.48

On-Isle YTD = \$488.27



Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
			-	Male	Female	Male				Female		
		AGE				AGE						
		18-24				25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$461.82	\$420.87	\$500.94	\$351.10	\$440.13	\$397.49	\$451.99	\$489.87	\$446.31	\$671.79	\$466.54
	Median	\$350	\$300	\$353	\$281	\$350	\$300	\$322	\$330	\$363	\$400	\$419
	Minimum	\$0	\$0	\$0	\$0	\$22	\$0	\$71	\$0	\$0	\$0	\$0
	Maximum	\$5,000	\$1,500	\$5,000	\$1,100	\$1,430	\$1,500	\$1,300	\$3,500	\$2,000	\$5,000	\$1,350

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$46.83	\$58.04	\$36.11	\$22.43	\$25.99	\$73.66	\$94.79
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$27
F&B FF/STORE	Mean	\$29.07	\$34.30	\$24.08	\$16.02	\$35.67	\$37.78	\$16.77
	Median	\$0	\$3	\$0	\$0	\$2	\$20	\$0
F&B RESTRNT	Mean	\$77.64	\$98.14	\$58.06	\$34.31	\$68.20	\$128.86	\$87.83
	Median	\$0	\$35	\$0	\$0	\$0	\$60	\$60
OPT TOUR	Mean	\$54.67	\$68.78	\$41.20	\$32.41	\$52.86	\$74.42	\$59.87
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$174.08	\$152.65	\$194.54	\$139.37	\$142.42	\$282.54	\$146.64
	Median	\$30	\$30	\$30	\$0	\$30	\$27	\$50
GIFT- OTHER	Mean	\$124.81	\$123.77	\$125.80	\$110.29	\$92.43	\$182.66	\$144.34
	Median	\$50	\$50	\$50	\$30	\$50	\$100	\$100
TRANS	Mean	\$25.49	\$27.65	\$23.43	\$22.11	\$16.82	\$36.82	\$35.55
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$16
OTHER	Mean	\$156.23	\$153.13	\$159.20	\$187.19	\$153.23	\$154.61	\$115.89
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$688.88	\$716.58	\$662.42	\$564.12	\$587.62	\$971.35	\$702.06
	Median	\$500	\$600	\$500	\$350	\$500	\$700	\$600

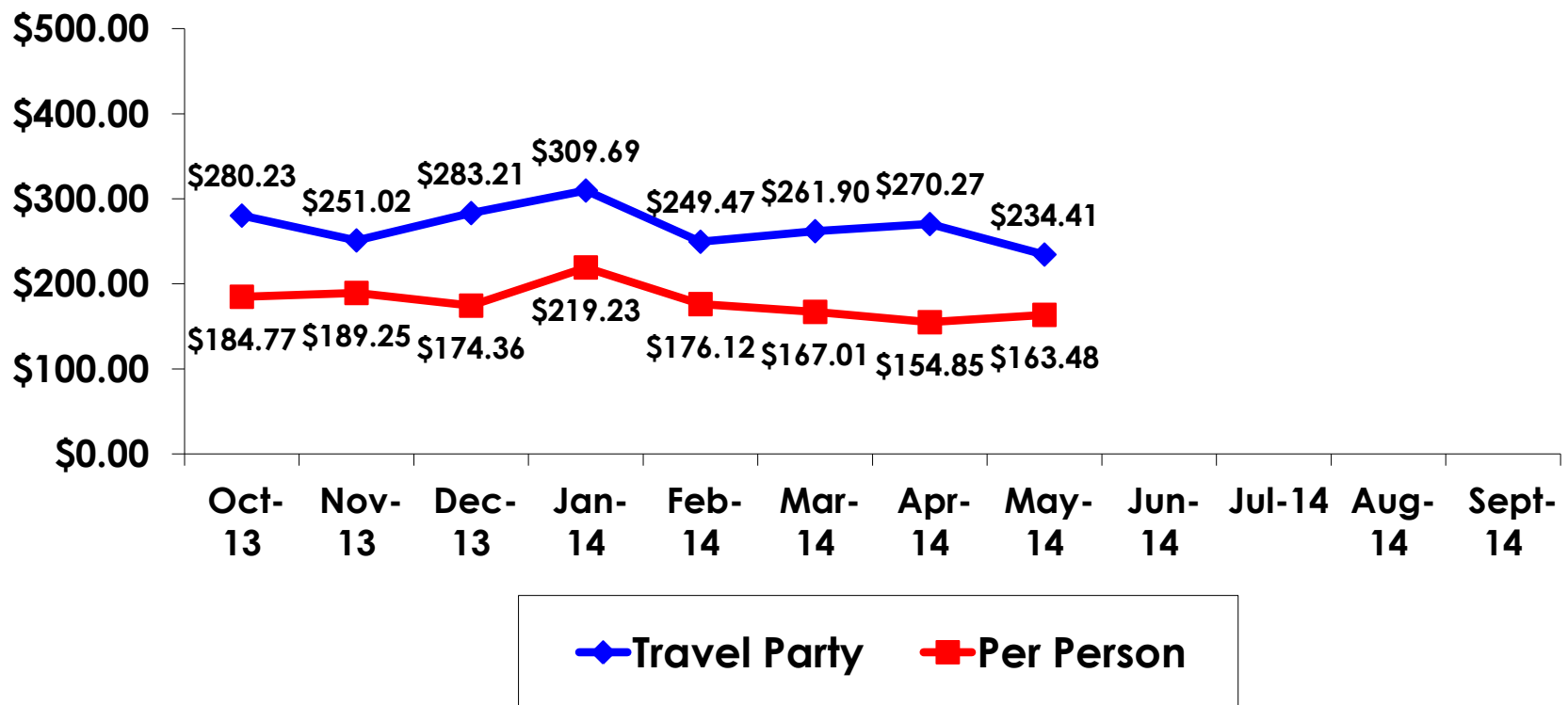
On-Island Expenditures

First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$46.83	\$35.99	\$57.91
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$29.07	\$24.18	\$34.08
	Median	\$0	\$0	\$10
F&B RESTRNT	Mean	\$77.64	\$72.73	\$82.66
	Median	\$0	\$0	\$20
OPT TOUR	Mean	\$54.67	\$53.38	\$56.00
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$174.08	\$160.68	\$187.78
	Median	\$30	\$10	\$50
GIFT- OTHER	Mean	\$124.81	\$108.89	\$141.10
	Median	\$50	\$50	\$50
TRANS	Mean	\$25.49	\$21.10	\$29.99
	Median	\$0	\$0	\$0
OTHER	Mean	\$156.23	\$167.03	\$145.18
	Median	\$0	\$0	\$0
TOTAL	Mean	\$688.88	\$643.98	\$734.83
	Median	\$500	\$500	\$550

ON-ISLE EXPENDITURES – Per Day

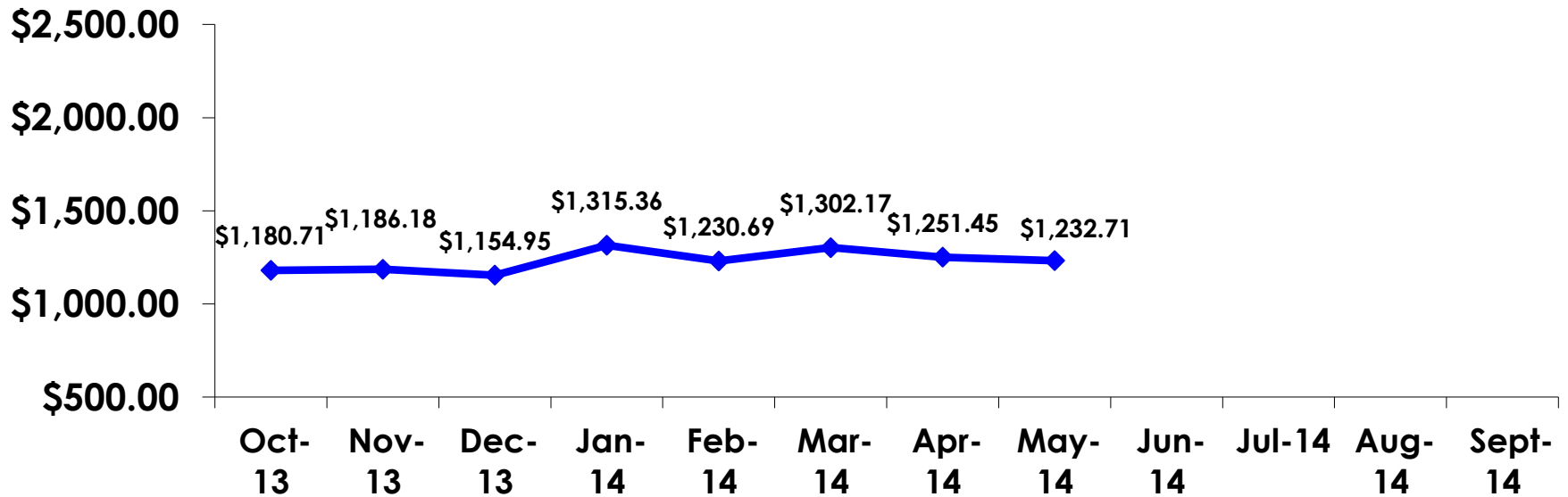
Travel Party YTD = \$267.49 Per Person YTD = \$178.60



Total Expenditures Per Person (Prepaid & On-Island)

- \$1,232.71 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,884 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES Per Person



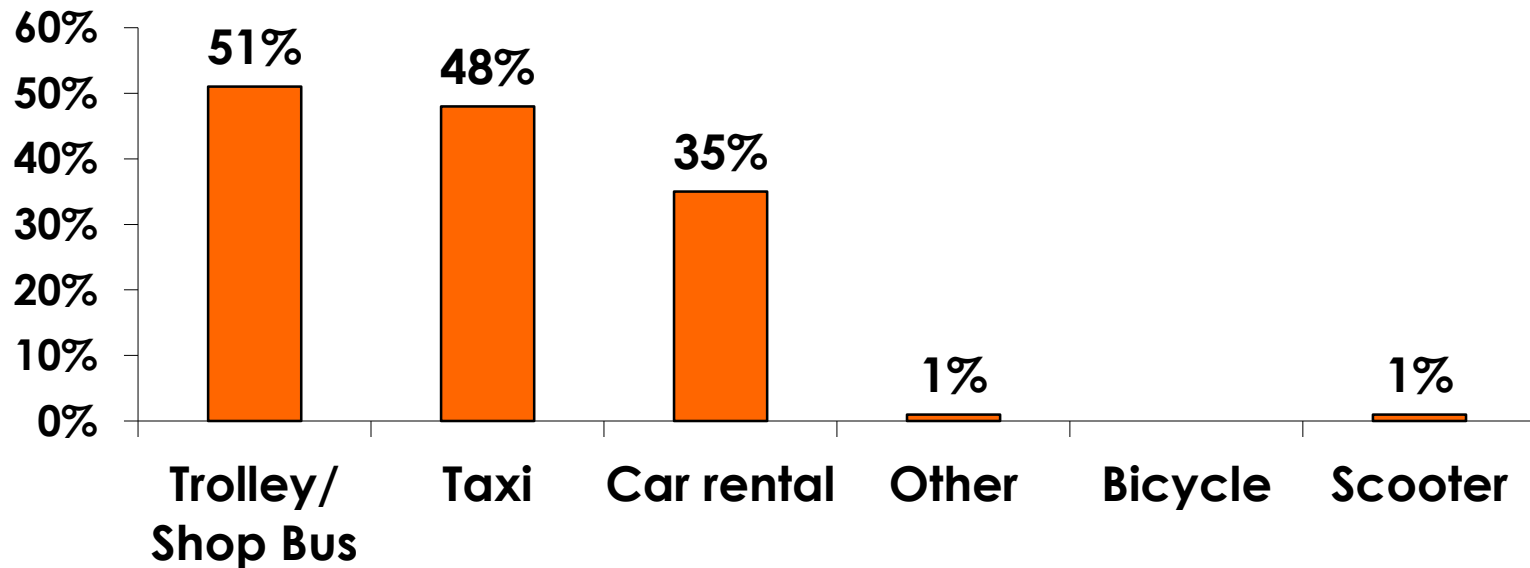
YTD=\$1,231.78

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$46.83
Food & beverage in fast food restaurant/convenience store	\$29.07
Food & beverage at restaurants or drinking establishments outside a hotel	\$77.64
Optional tours and activities	\$54.67
Gifts/ souvenirs for yourself/companions	\$174.08
Gifts/ souvenirs for friends/family at home	\$124.81
Local transportation	\$25.49
Other expenses not covered	\$156.23
Average Total	\$688.88

Local Transportation

n=80



Mean=\$25.49 per travel party

Guam Airport Expenditures

- \$28.24 = Mean
- \$10 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$400 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

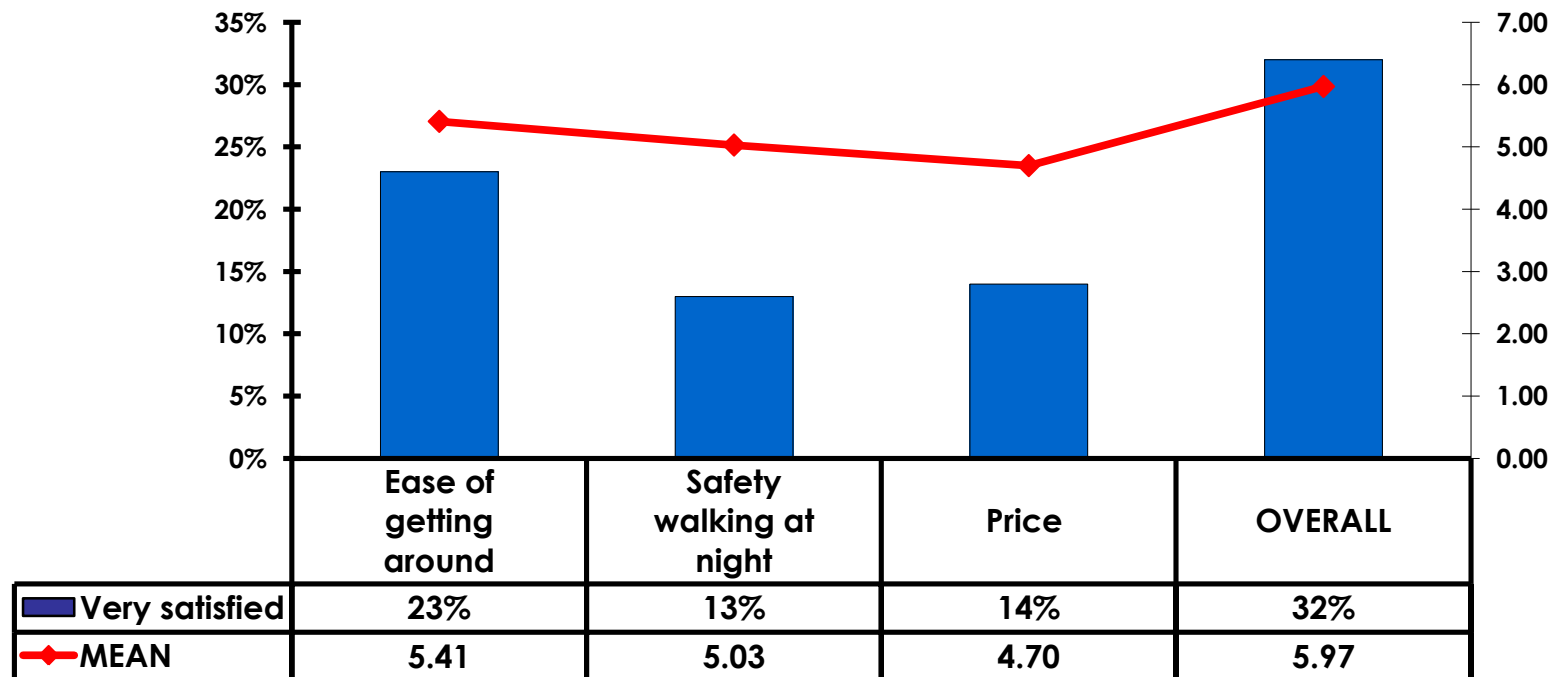
	MEAN \$
Food & Beverages	\$9.01
Gifts/Souvenirs Self	\$8.27
Gifts/Souvenirs Others	\$11.01
Total	\$28.24

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

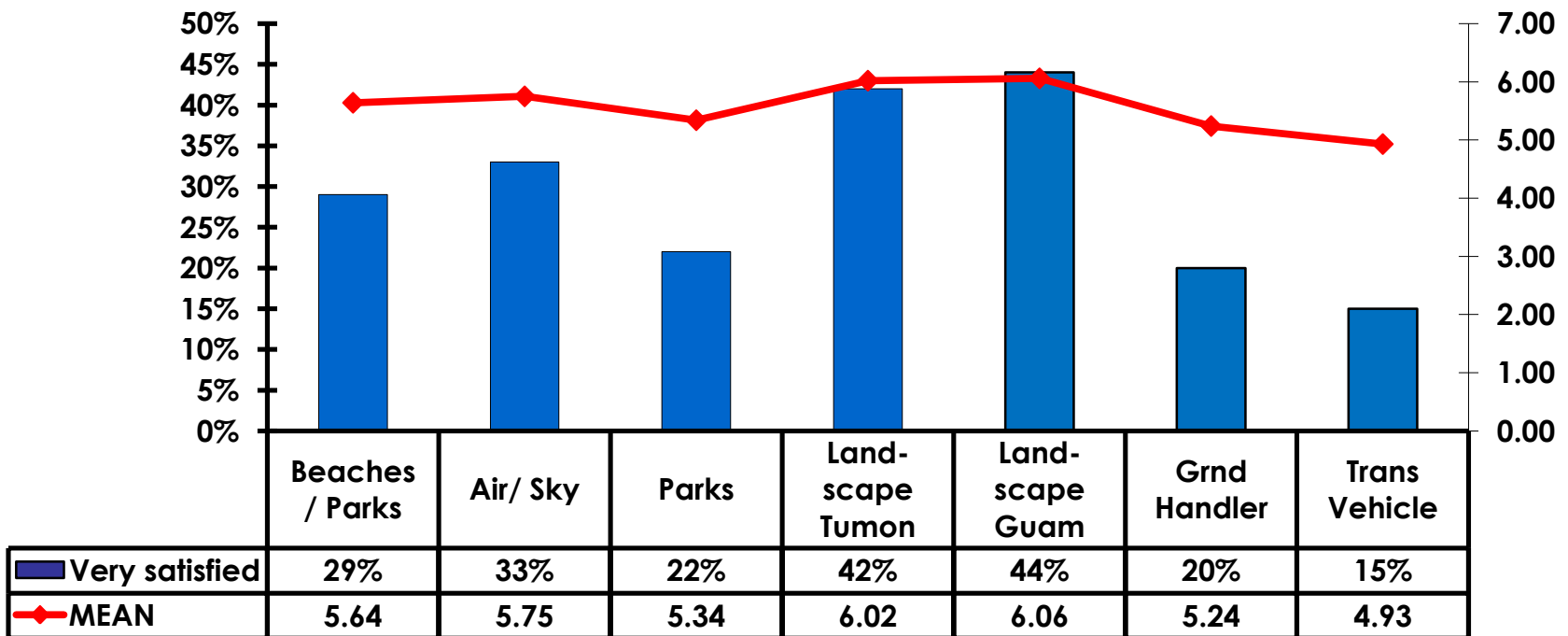
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

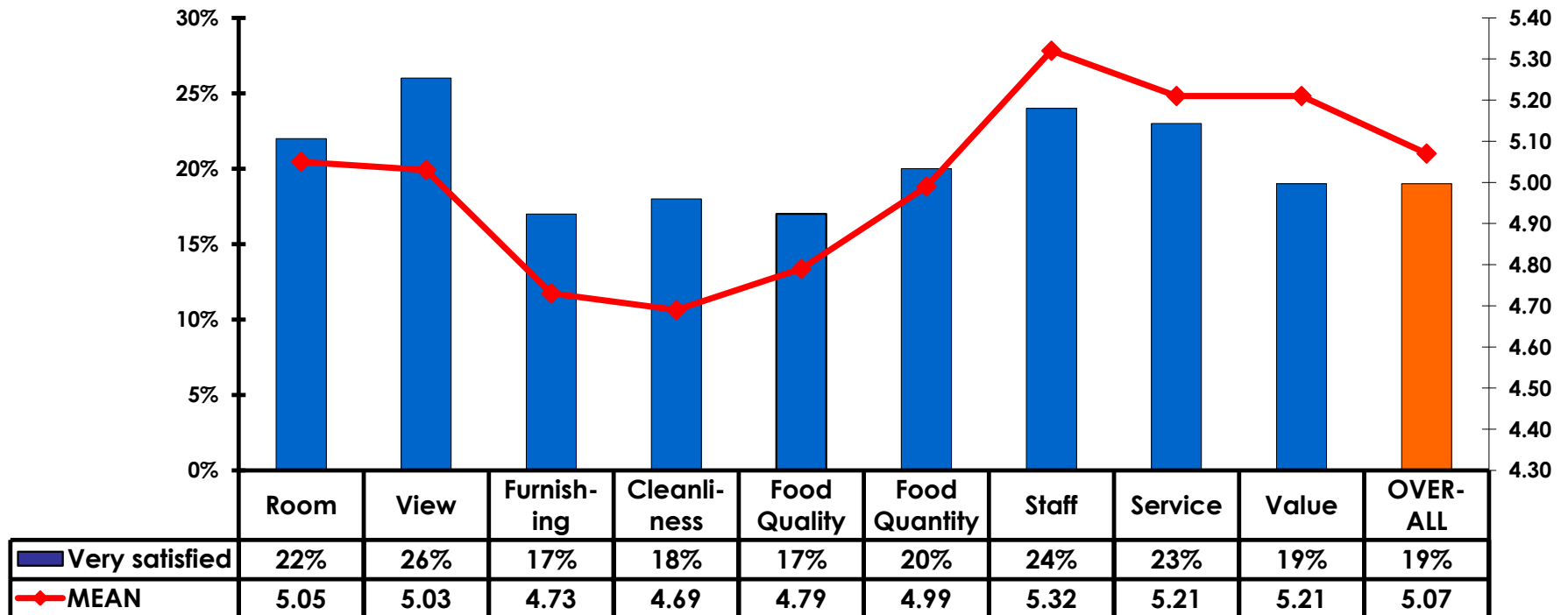
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

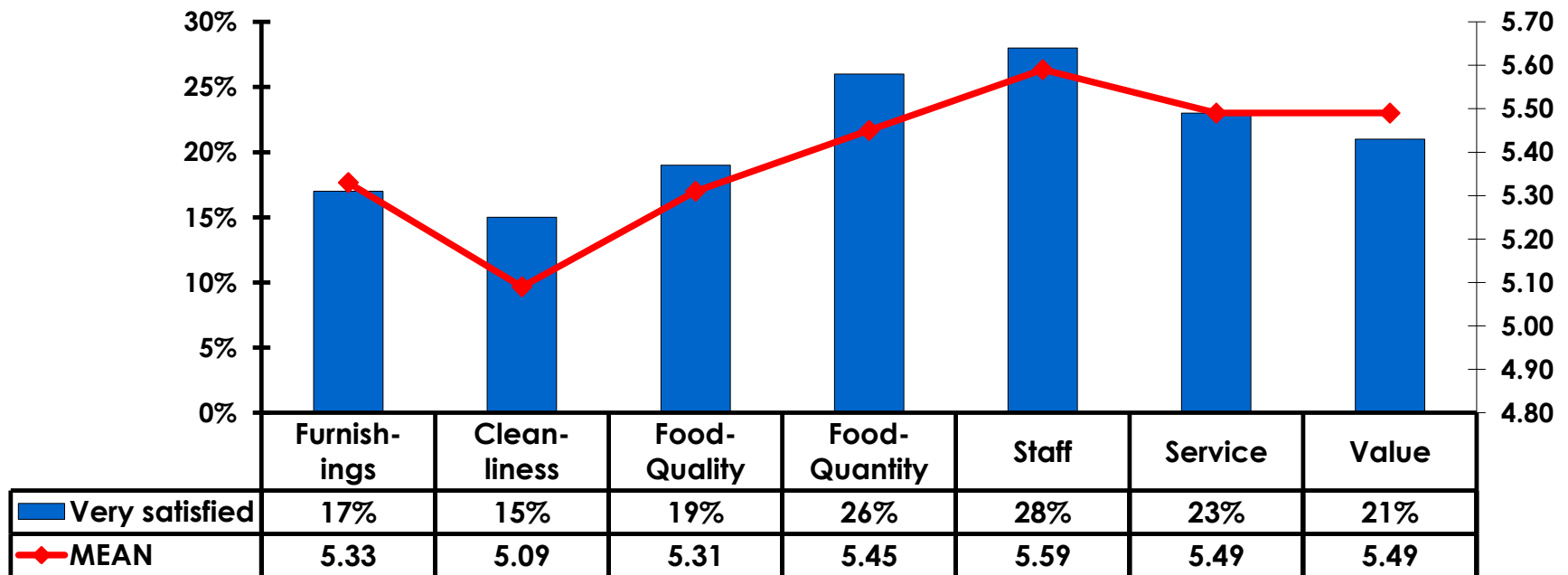
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

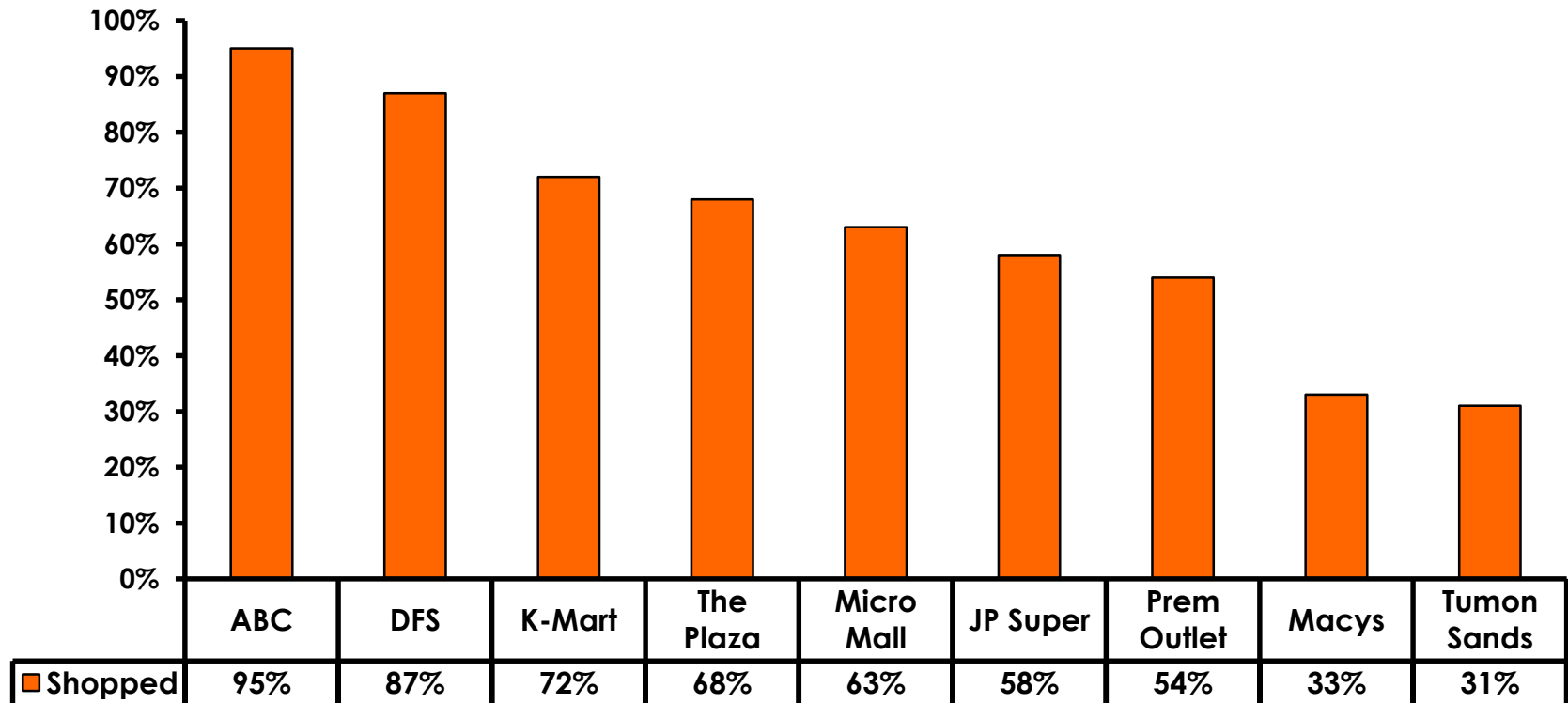
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

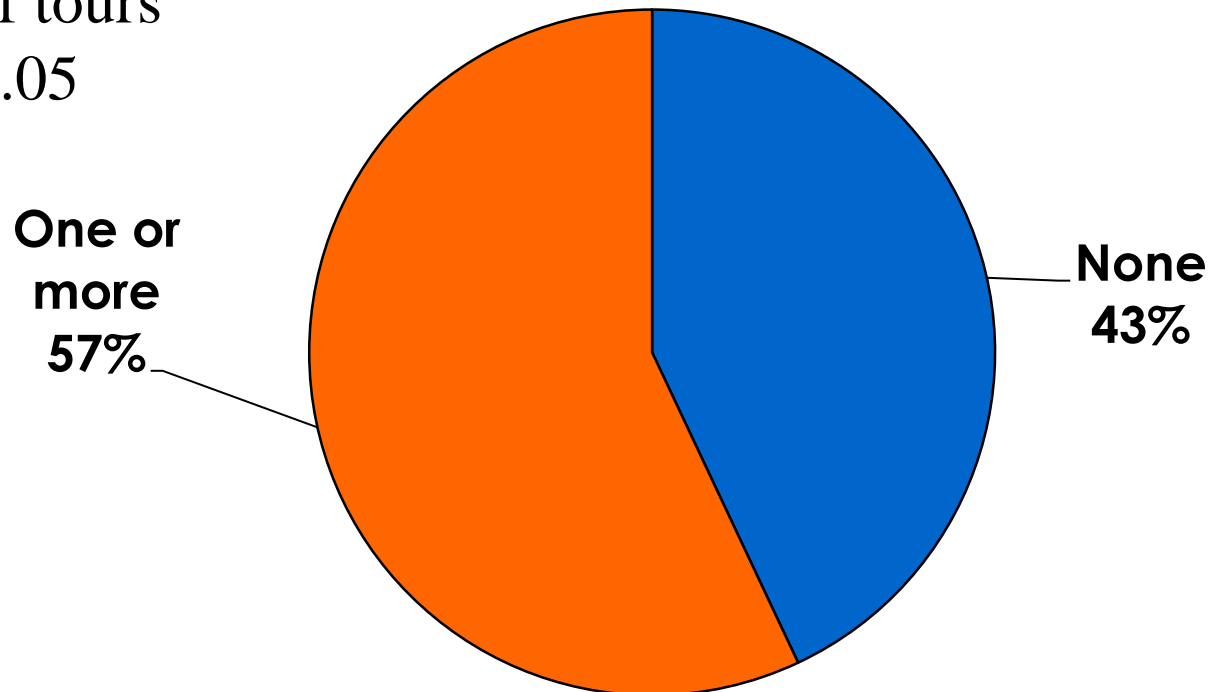
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

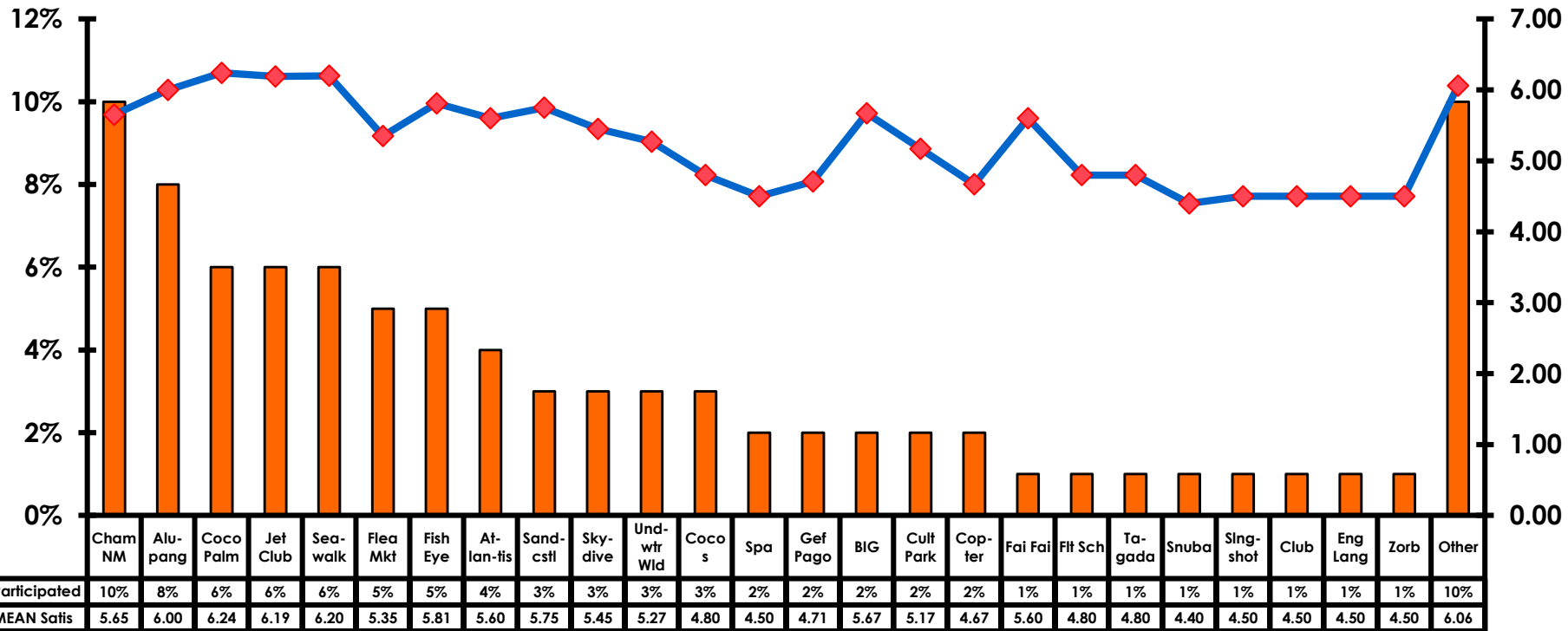
Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 52%	Score of 6 to 7 = 48%
Score of 4 to 5 = 45%	Score of 4 to 5 = 46%
Score 1 to 3 = 3%	Score 1 to 3 = 6%
MEAN = 5.41	MEAN = 5.29

Optional Tour Participation

- Average number of tours participated in is 1.05



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 = 53%	Score of 6 to 7 = 52%
Score of 4 to 5 = 44%	Score of 4 to 5 = 47%
Score 1 to 3 = 2%	Score 1 to 3 = 1%
MEAN = 5.44	MEAN = 5.43

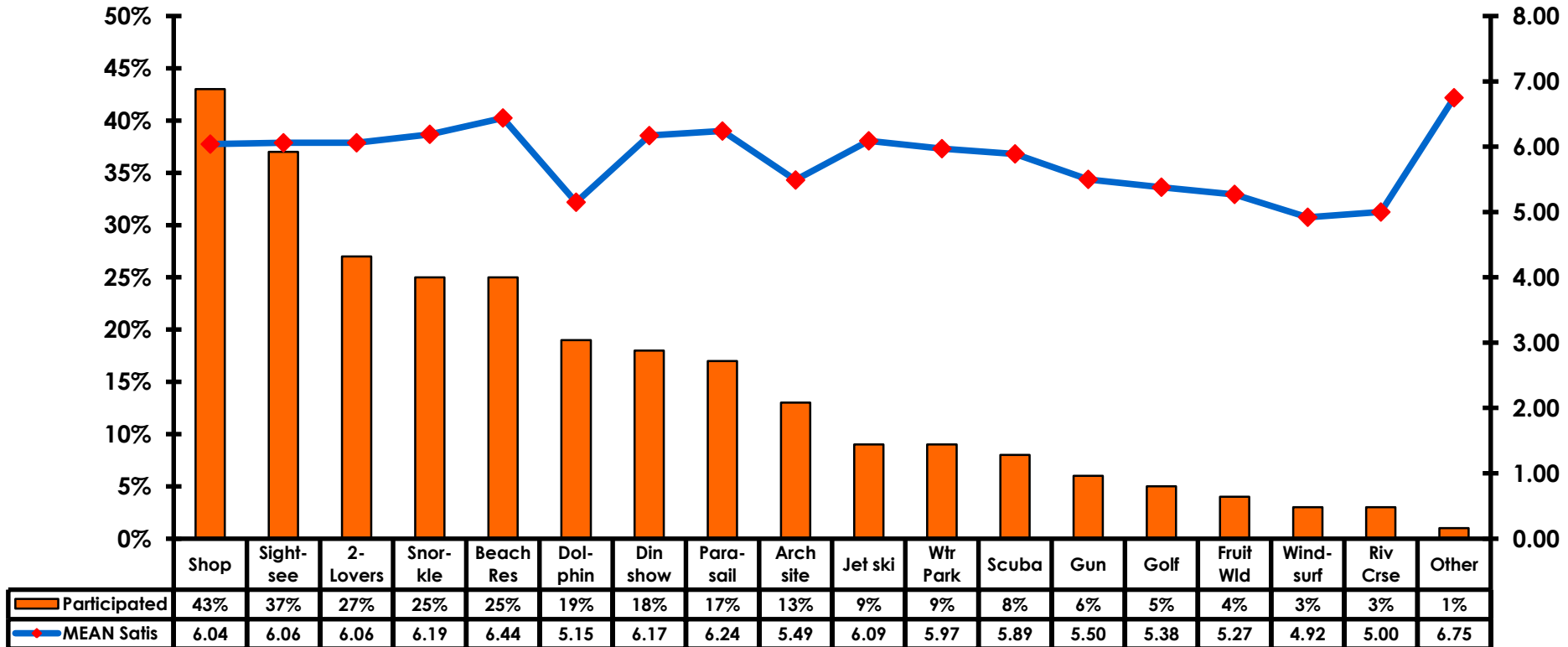
Night Tours Satisfaction

7pt Rating Scale

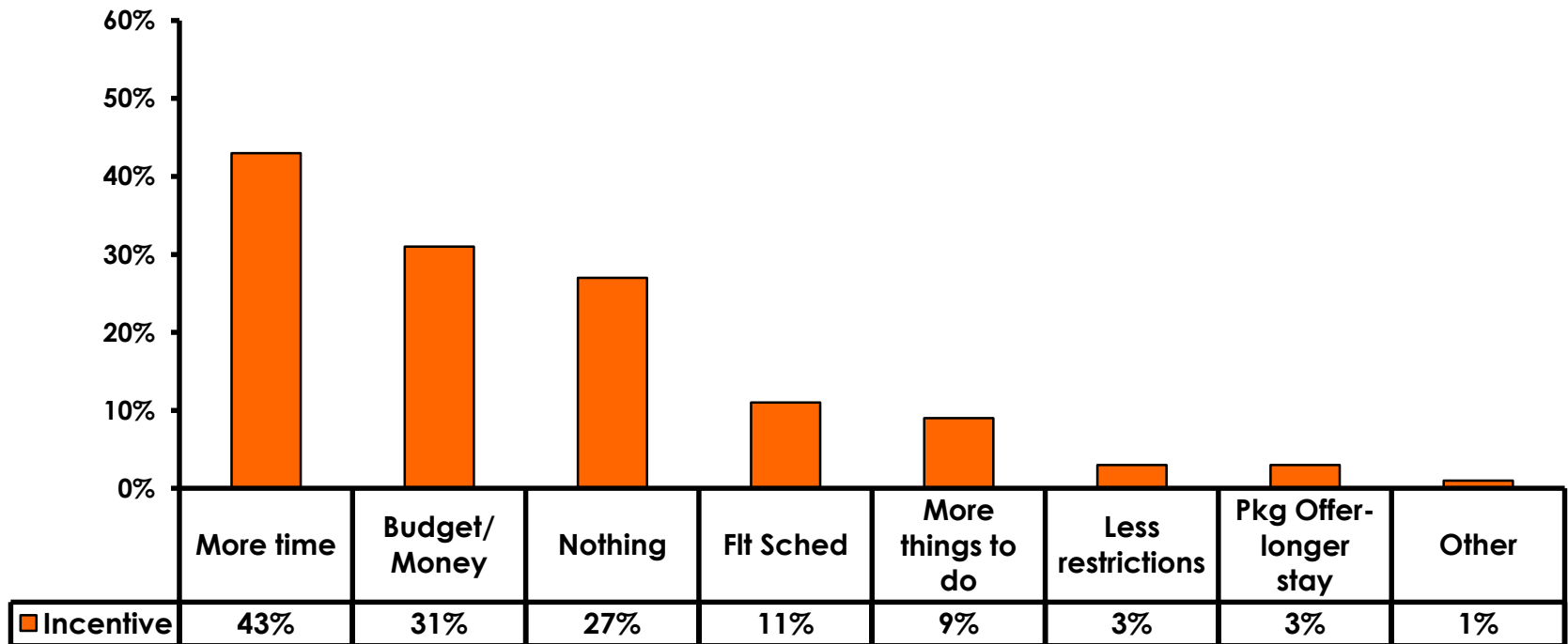
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 31%	Score of 6 to 7 = 31%
Score of 4 to 5 = 67%	Score of 4 to 5 = 66%
Score 1 to 3 = 2%	Score 1 to 3 = 2%
MEAN = 4.84	MEAN = 4.85

Satisfaction with Other Activities



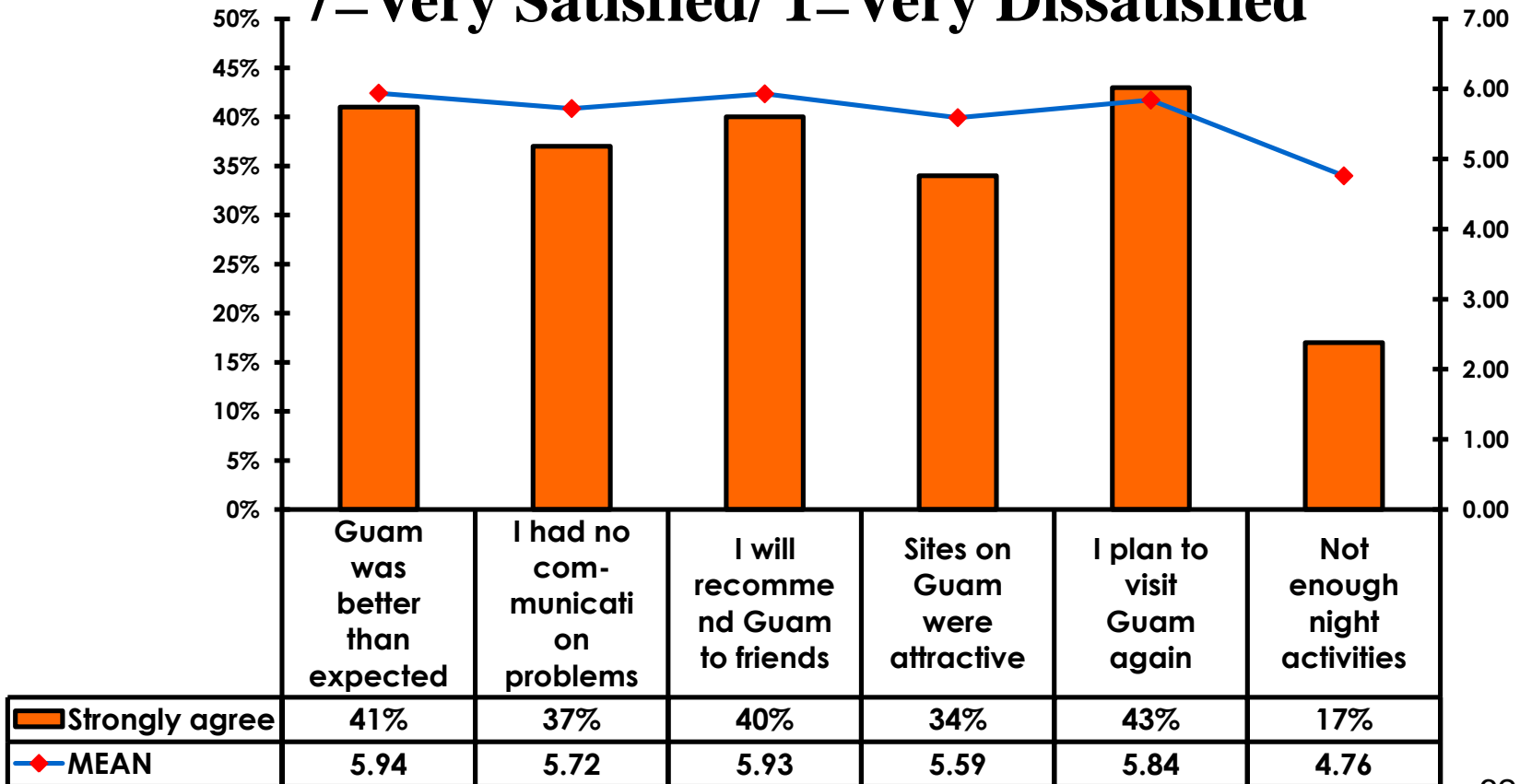
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

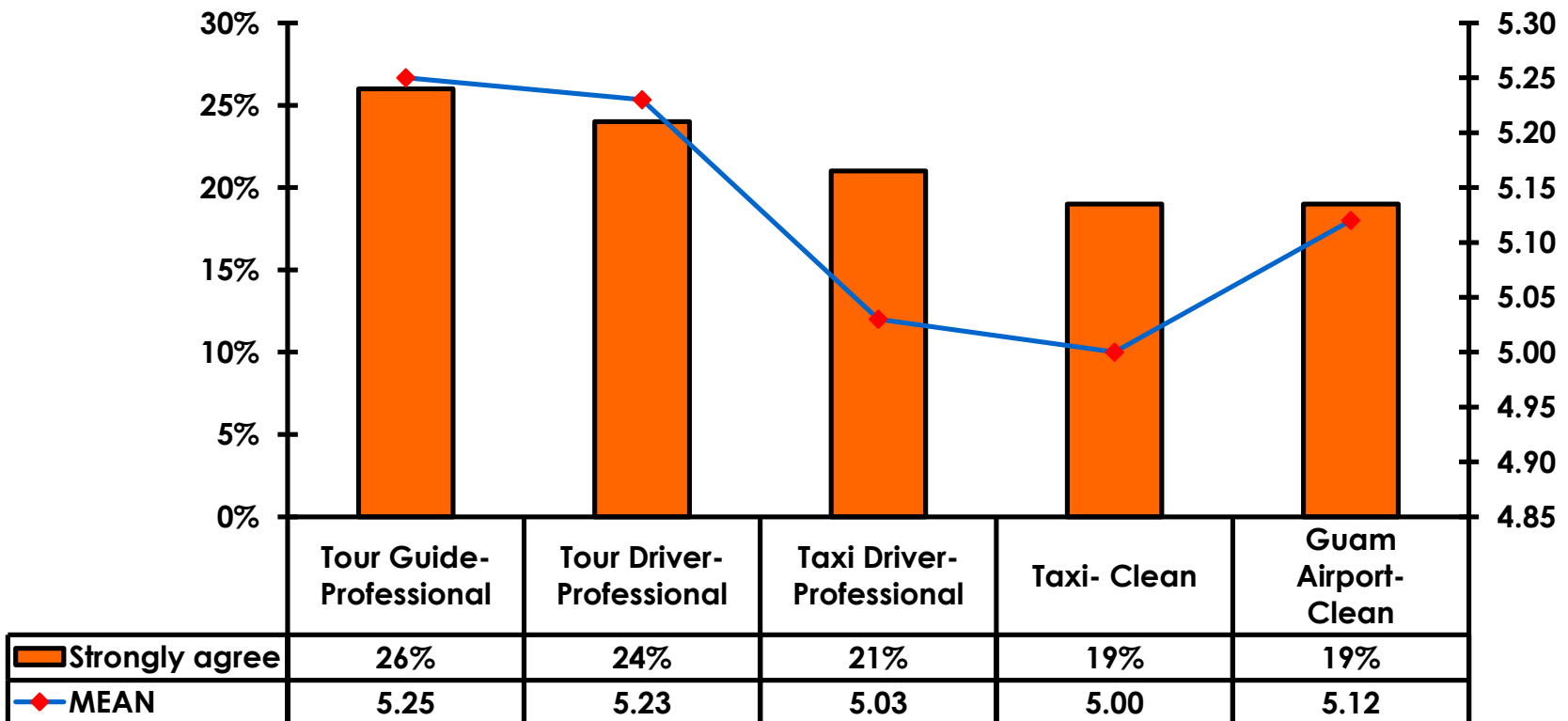
7=Very Satisfied/ 1=Very Dissatisfied



On-Island Perceptions

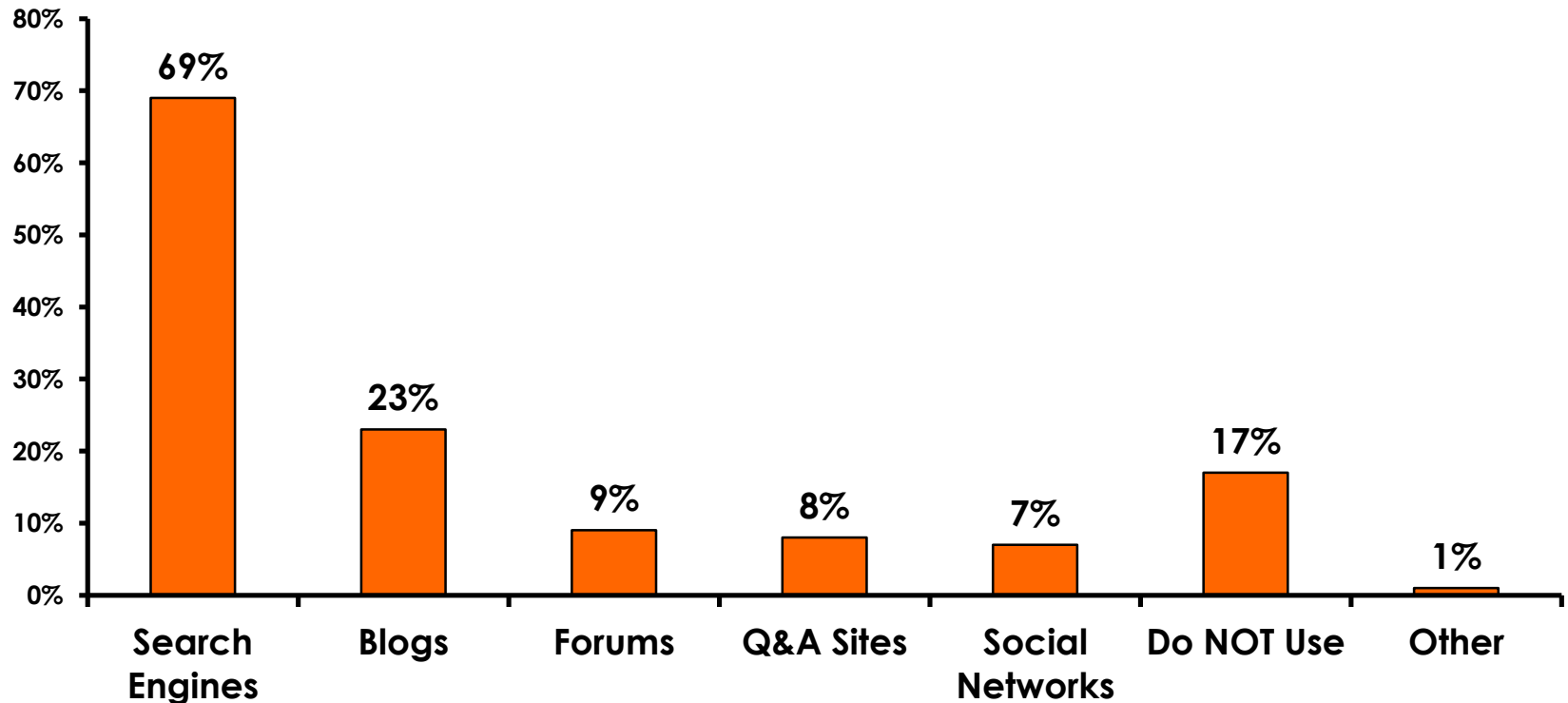
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



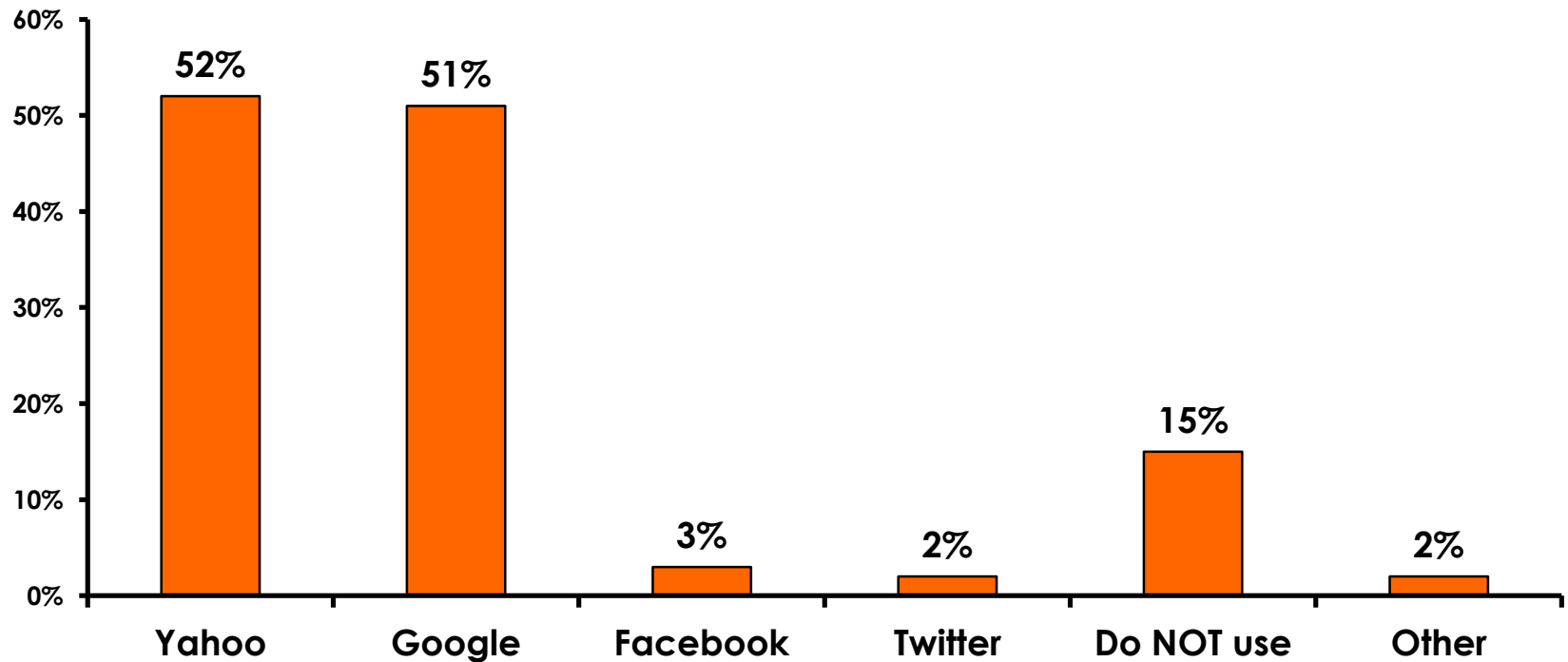
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

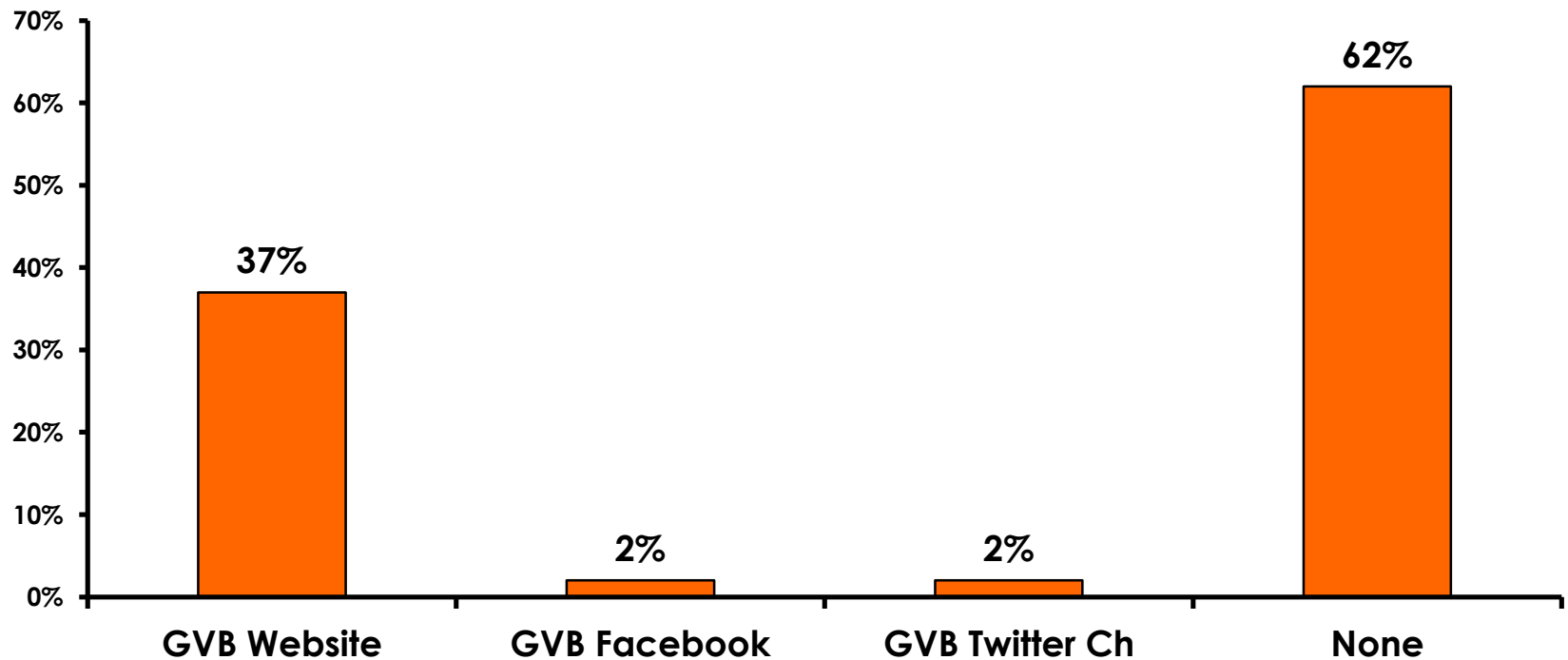


Internet- Things To Do

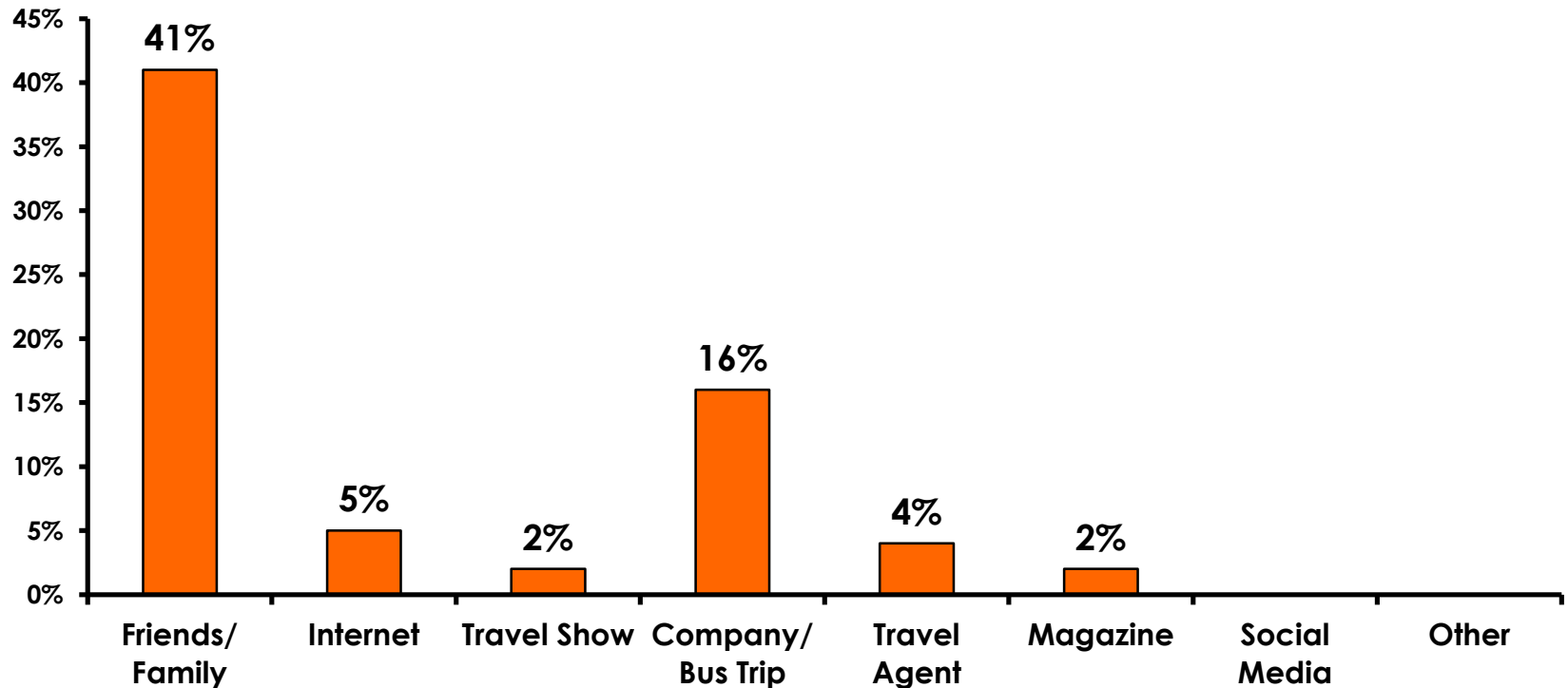
Sources of Info



Internet- GVB Sources

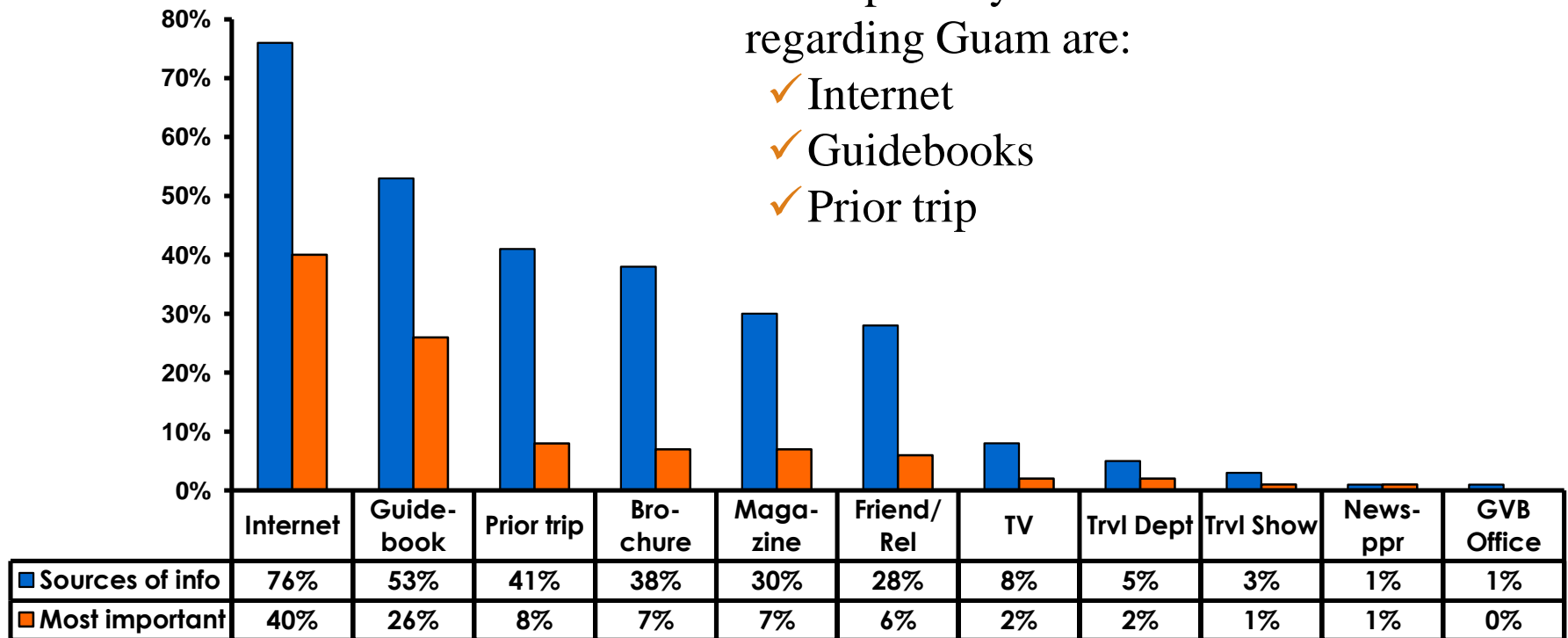


Travel Motivation- Info Sources



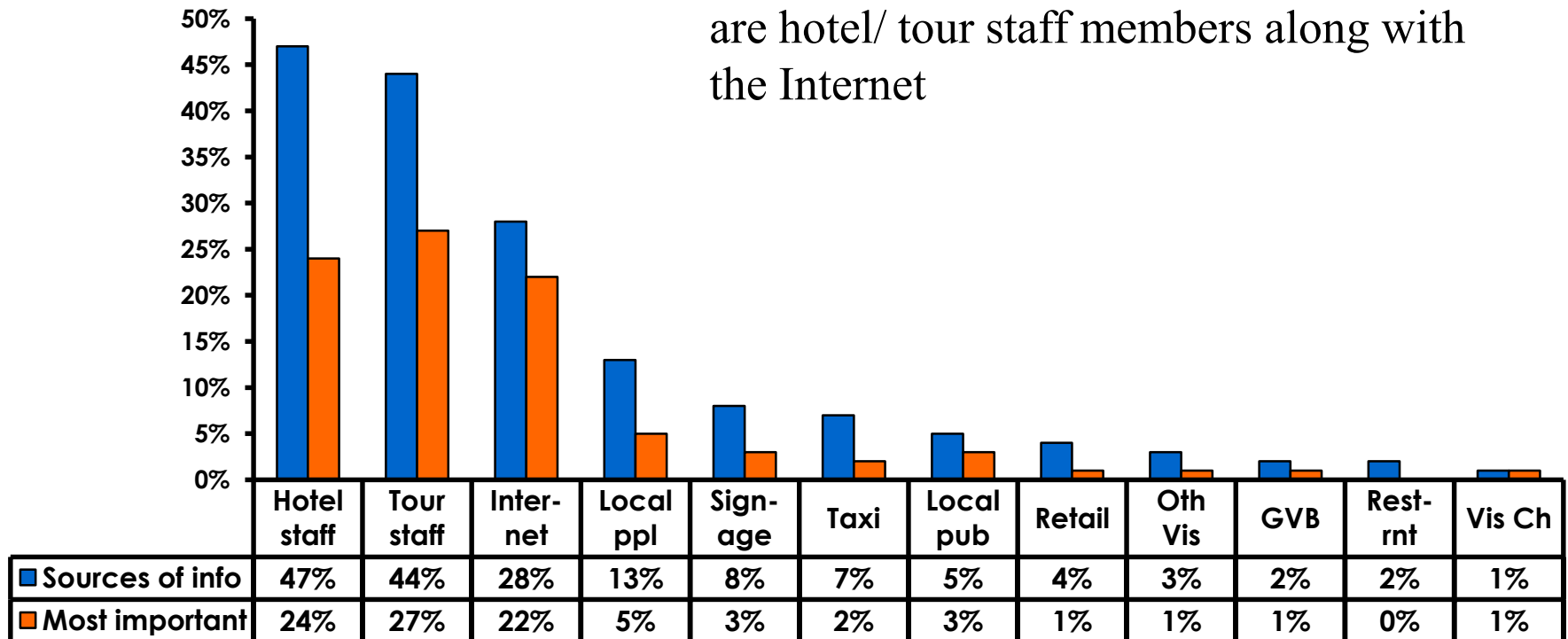
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Guidebooks
 - ✓ Prior trip



Sources of Information Post-arrival

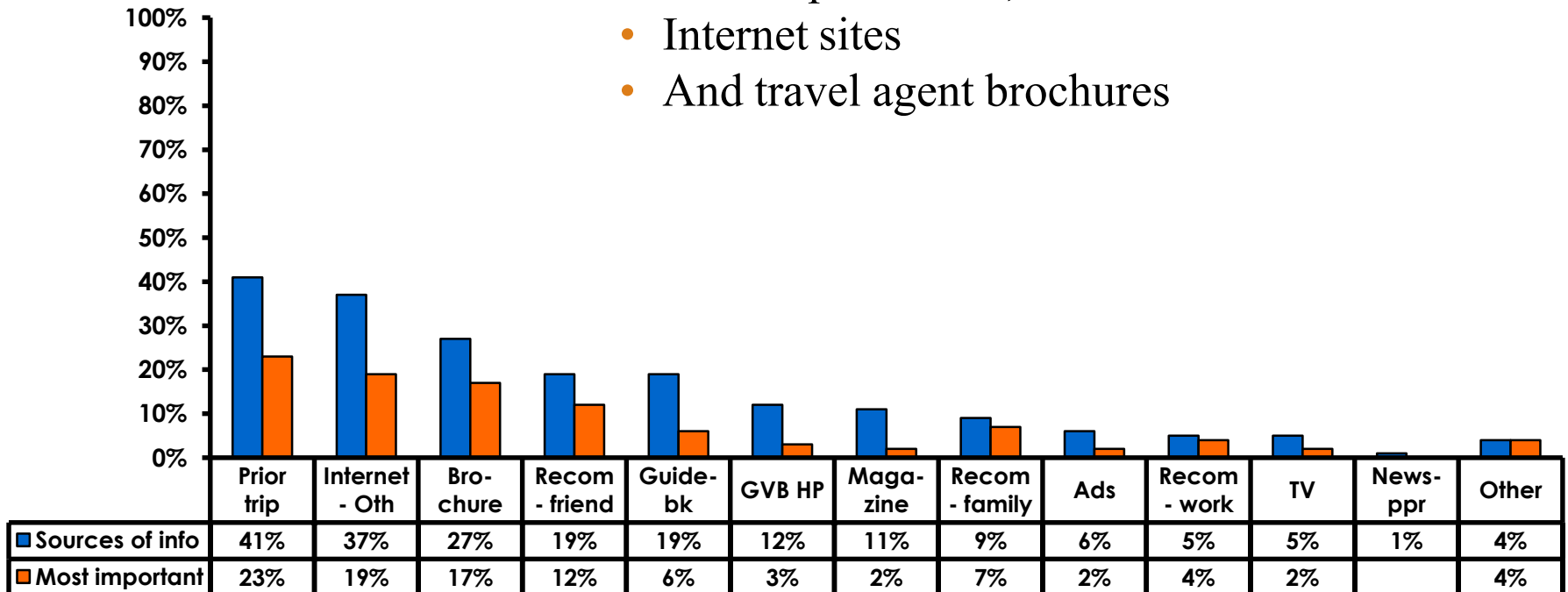
- The primary local source of information are hotel/ tour staff members along with the Internet



Sources of Information - Motivation

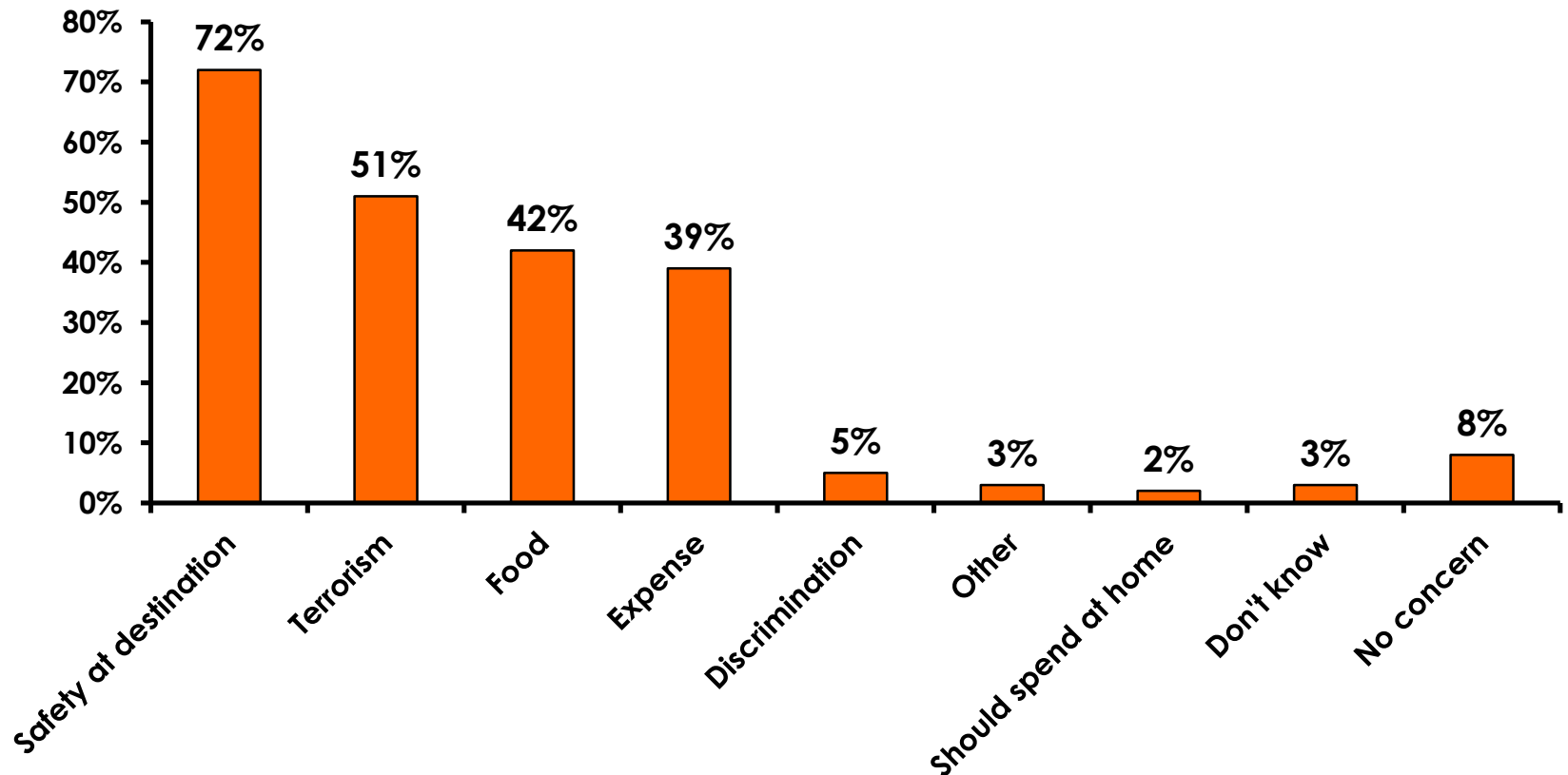
The primary motivational sources of information were.

- Prior trip to Guam,
- Internet sites
- And travel agent brochures



SECTION 6 **OTHER ISSUES**

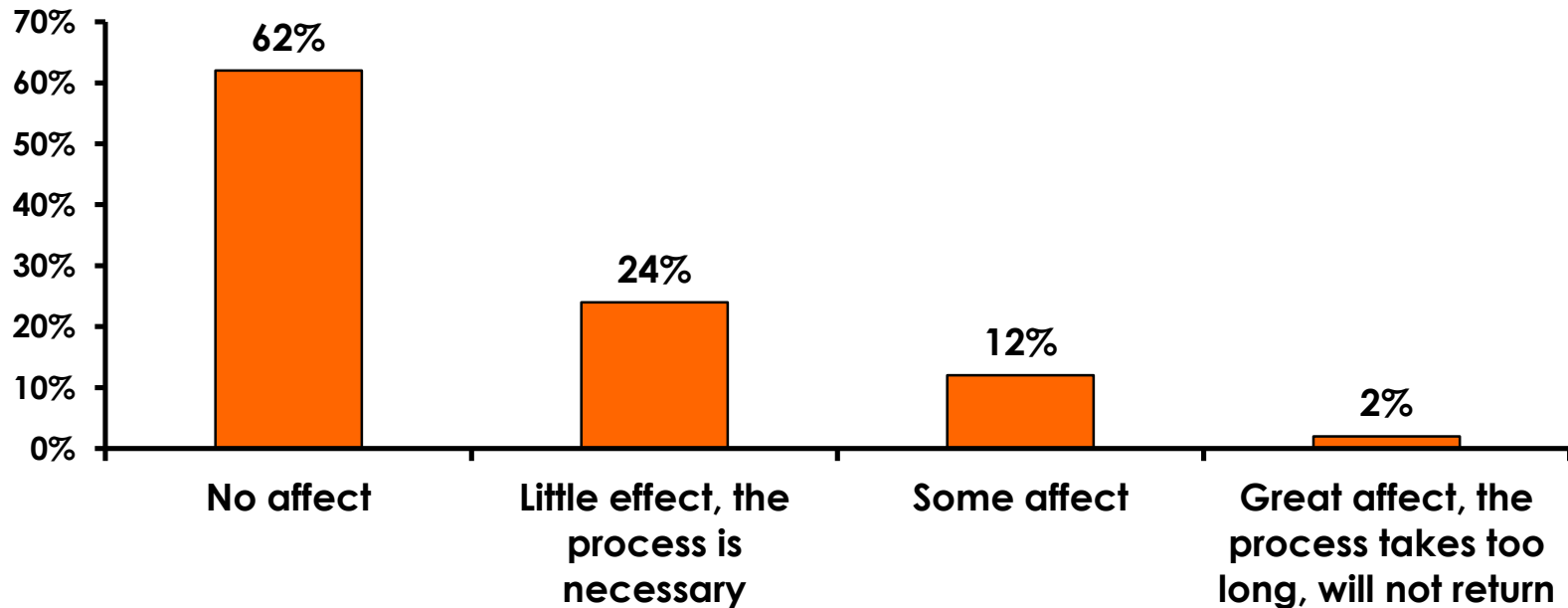
Concerns about travel outside of Japan - Overall



Concerns about travel outside of Japan - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q21	Safety	72%	75%	72%	71%	70%	60%	76%	64%	70%	78%	82%	68%	67%	
	Terrorism	51%	53%	54%	41%	53%	45%	50%	57%	54%	51%	40%	51%	50%	
	Food	42%	37%	43%	41%	45%	50%	33%	45%	40%	43%	42%	44%	17%	
	Expense	39%	43%	44%	30%	32%	40%	48%	43%	34%	39%	29%	46%	17%	
	No concerns	8%	8%	6%	10%	9%	20%	5%	5%	5%	9%	9%	10%	17%	
	Discrimination against Japanese	5%	7%	4%	8%	4%	5%		2%	5%	12%	7%	5%		
	Other	3%	4%	5%	1%			7%	2%	4%	6%				
	Don't know	3%	1%	3%	3%	6%		2%		7%	1%		2%	17%	
	Should spend at home	2%	4%	1%	1%	2%	5%	2%	7%		1%		2%		
	Total	Count	350	75	141	79	53	20	42	44	82	69	45	41	6

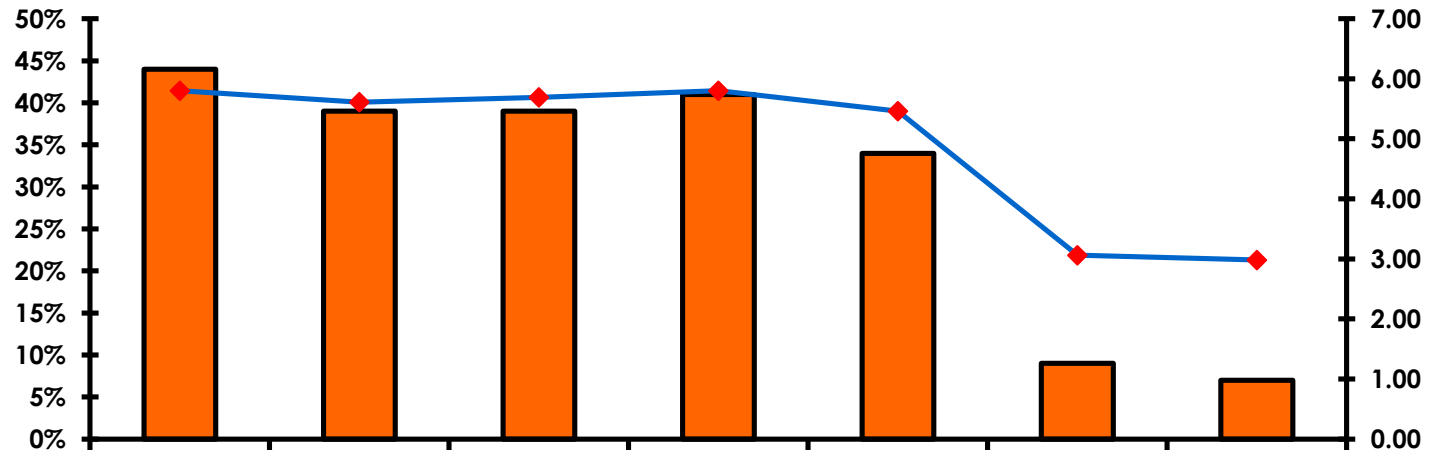
Security Screening/ Immigration Process at Guam International Airport





Airport Screening

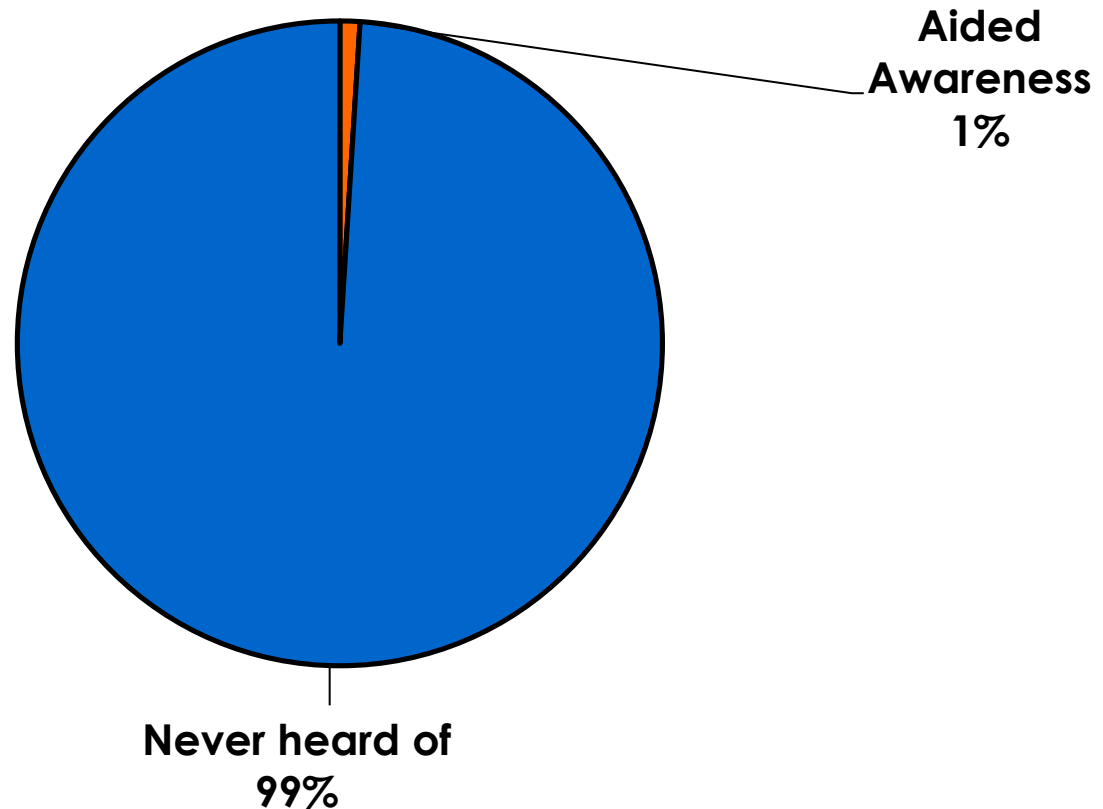
7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	44%	39%	39%	41%	34%	9%	7%
 MEAN	5.80	5.61	5.69	5.80	5.46	3.06	2.98

Shop Guam Festival



Shop Guam Festival - Impact

n=2

