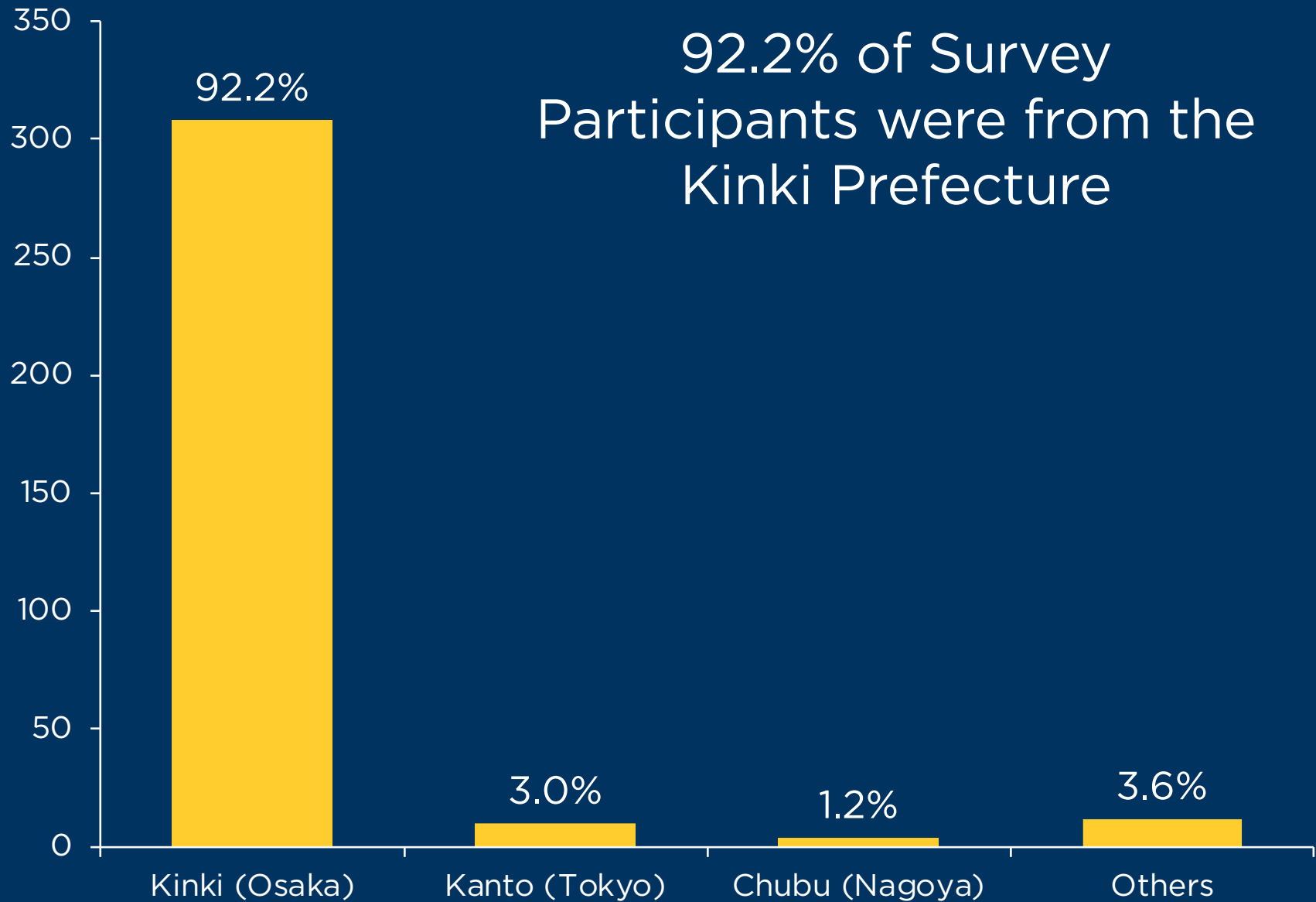


# 2018 KIX FAIR SURVEY RESULTS

---

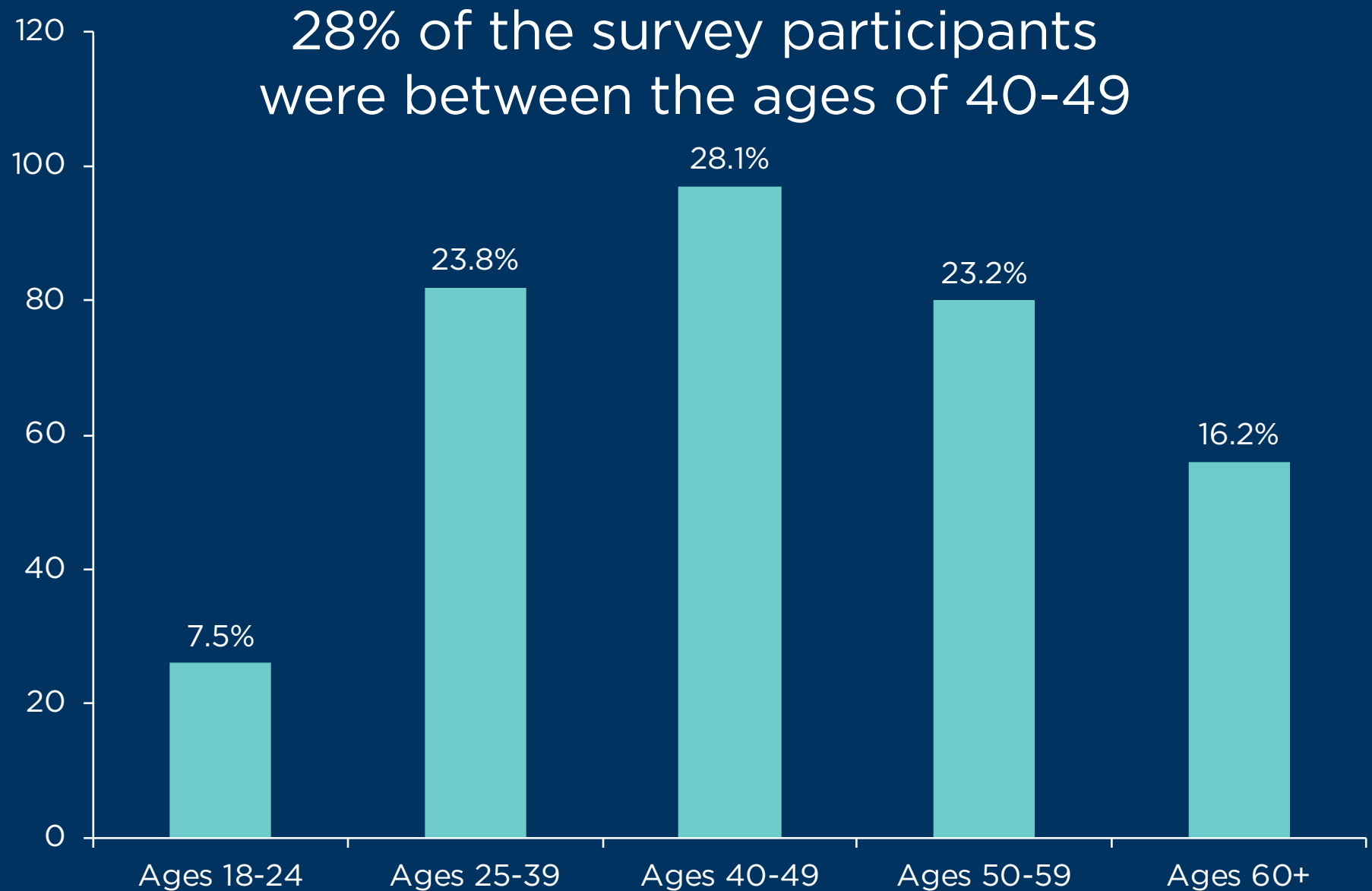
## WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?

---



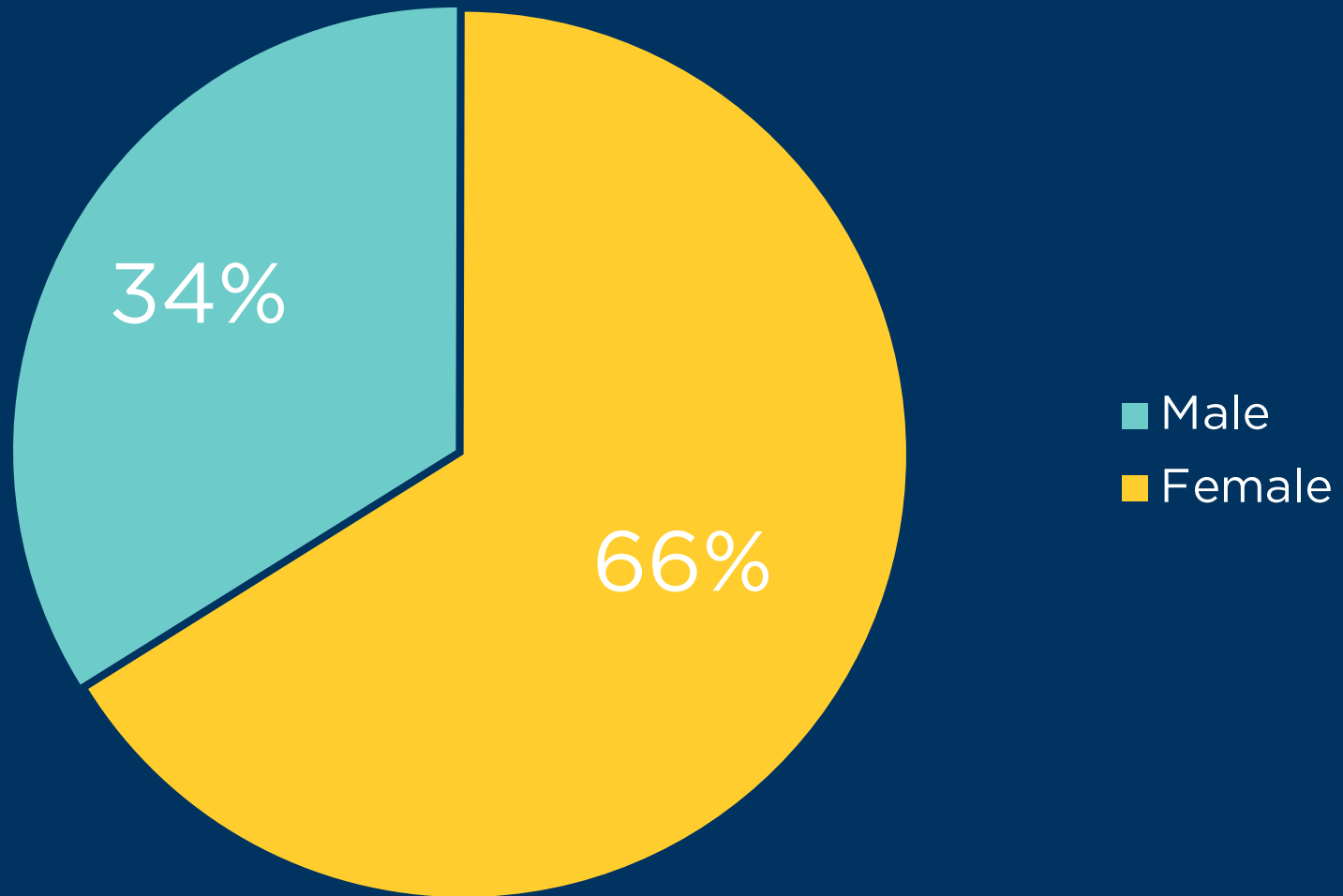
## 2018 KIX FAIR SURVEY RESULTS: AGE

---



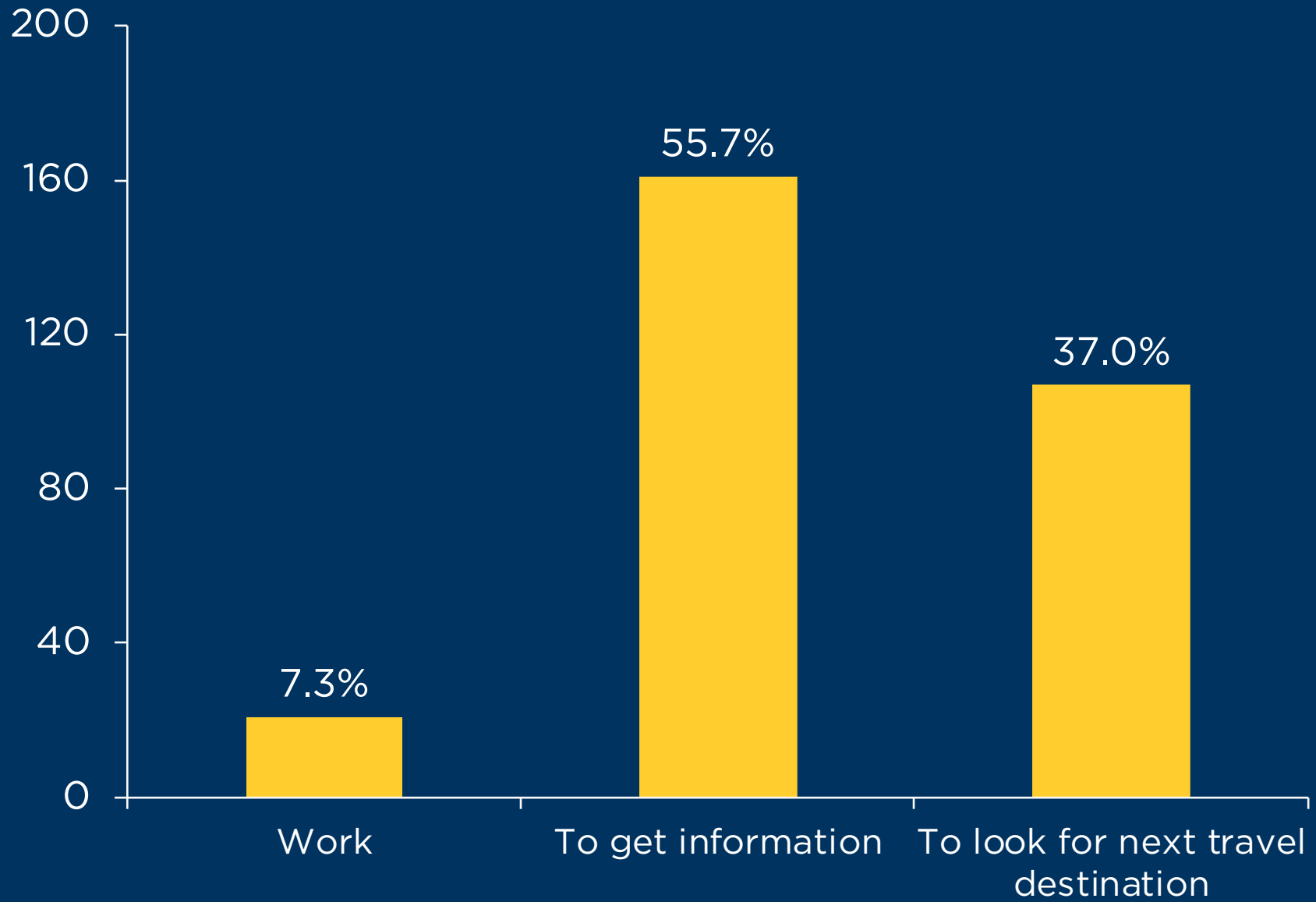
## 2018 KIX FAIR SURVEY RESULTS: GENDER

---



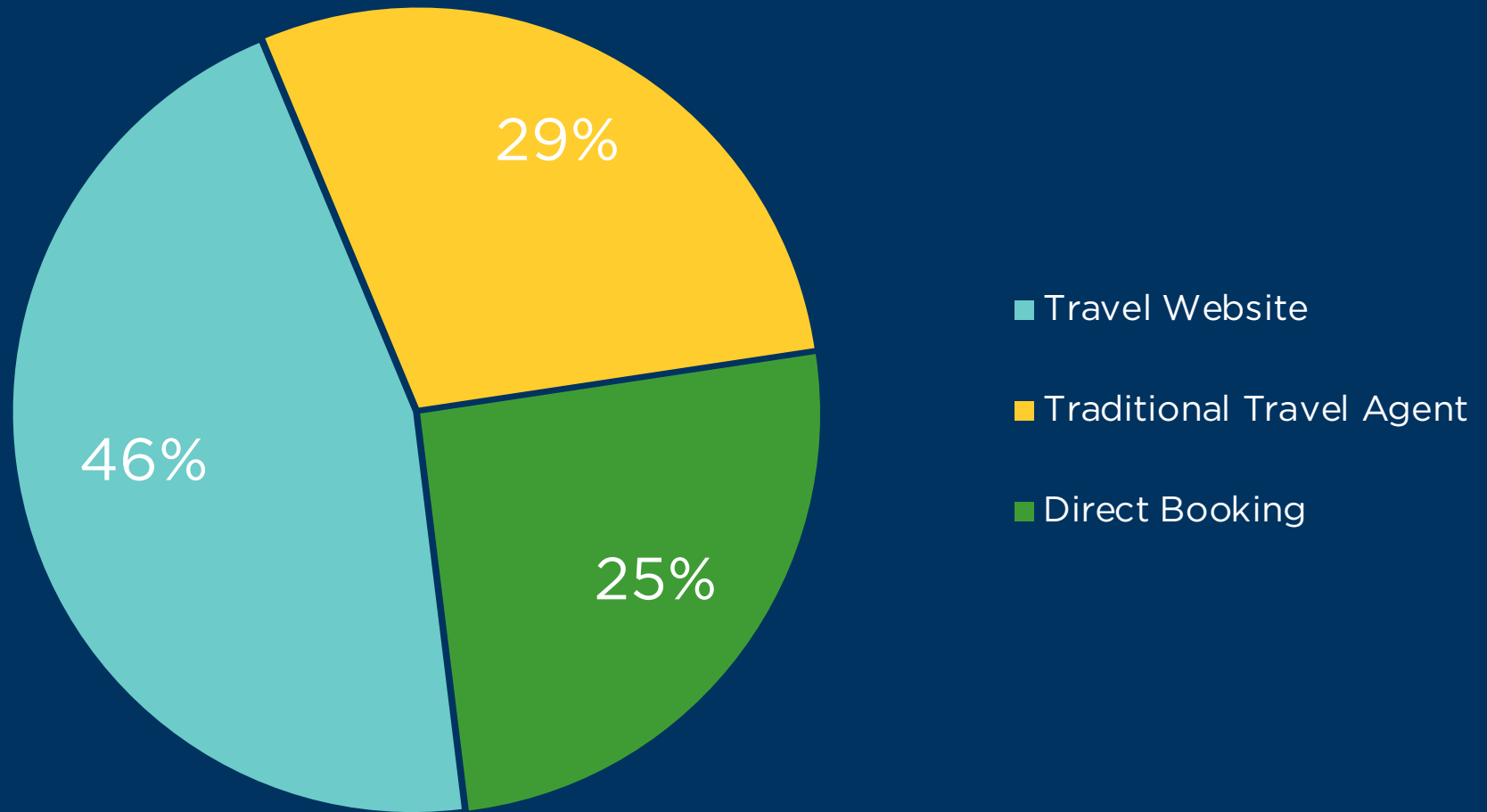
## WHAT MOTIVATED YOU TO ATTEND THE KIX FAIR 2018?

---



## WHAT MEDIUMS DO YOU USE TO PLAN YOUR TRIP?

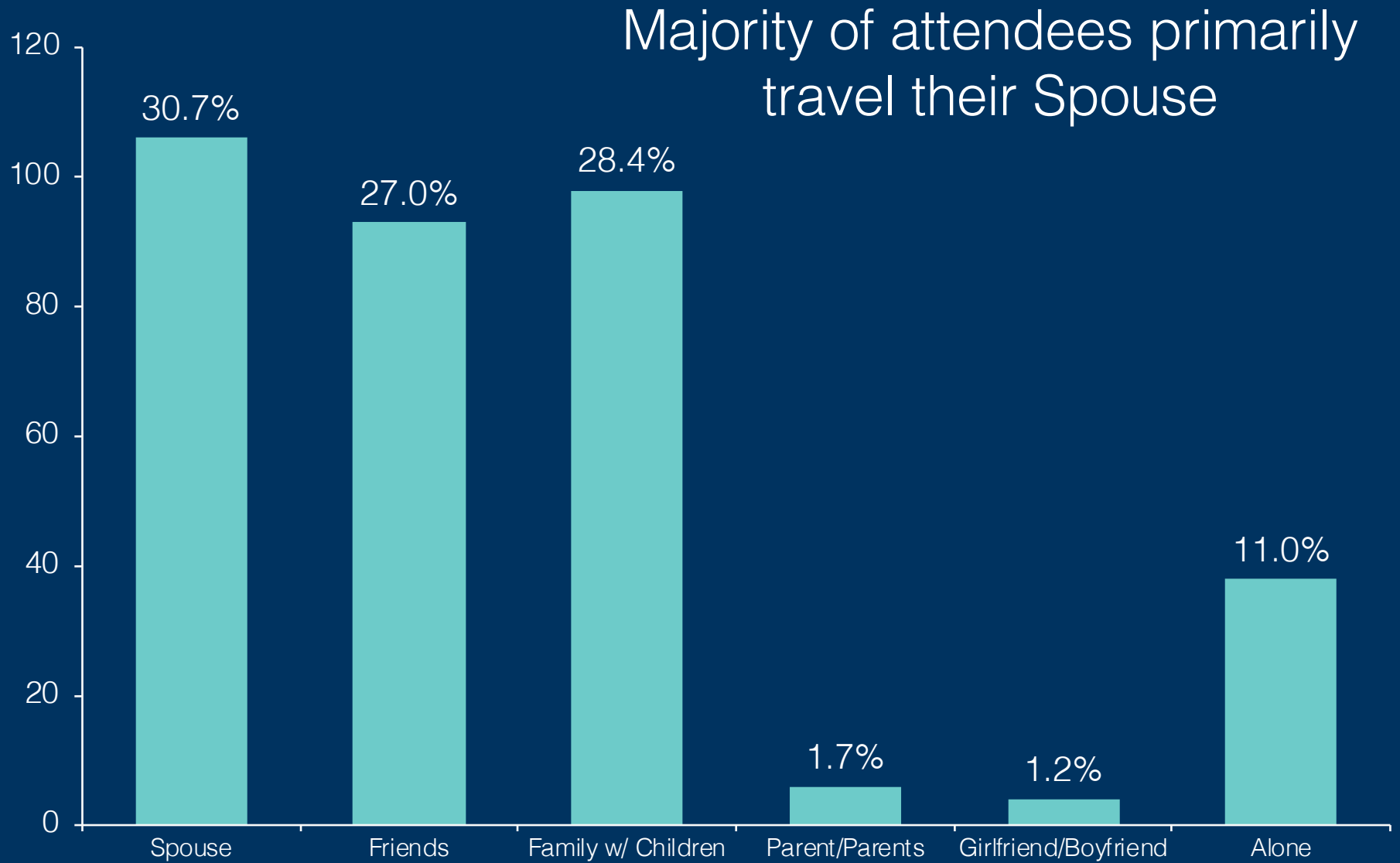
---



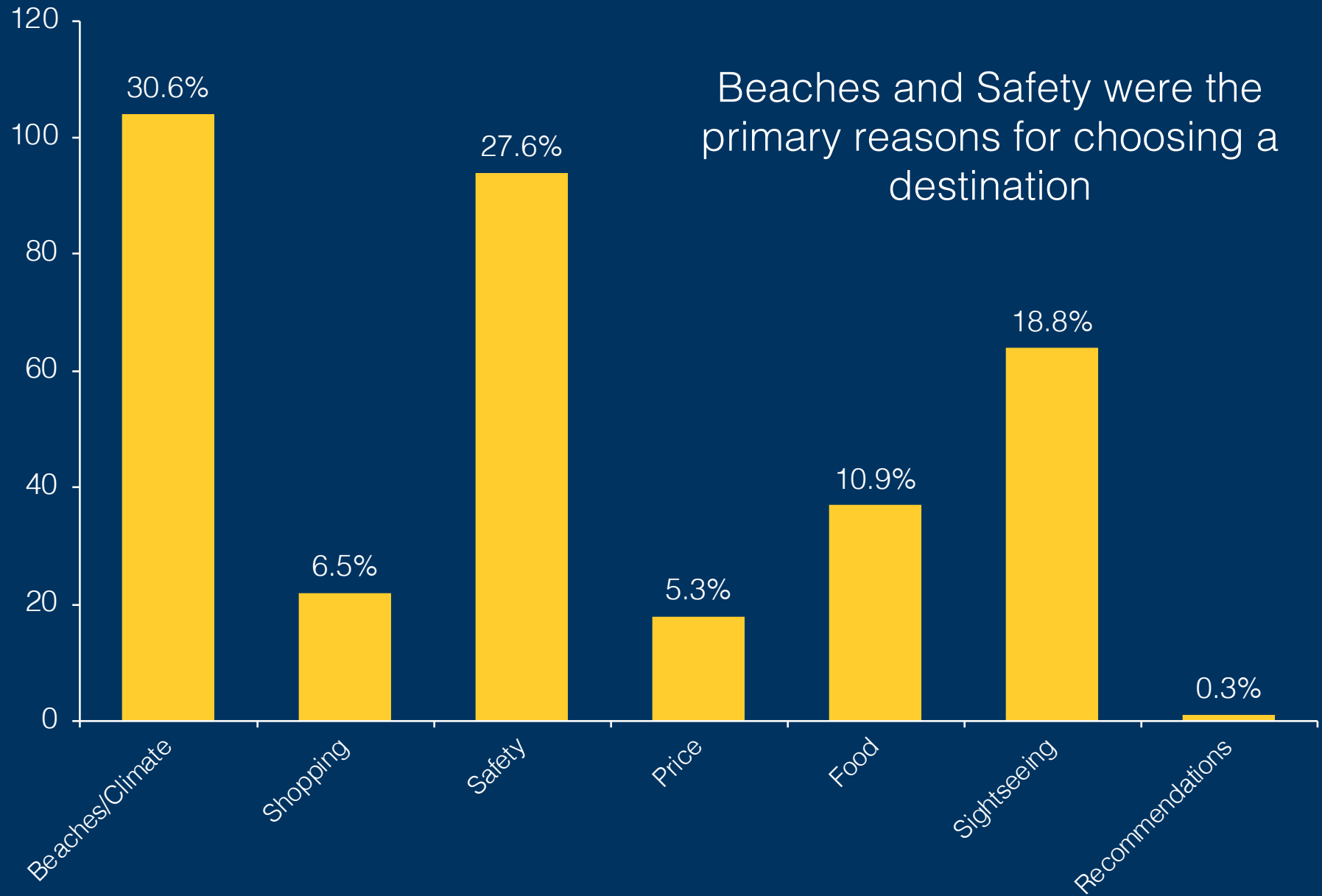
Online travel bookings continue to rise over the use of Traditional Travel agents

## WHO DO YOU USUALLY TRAVEL WITH?

---

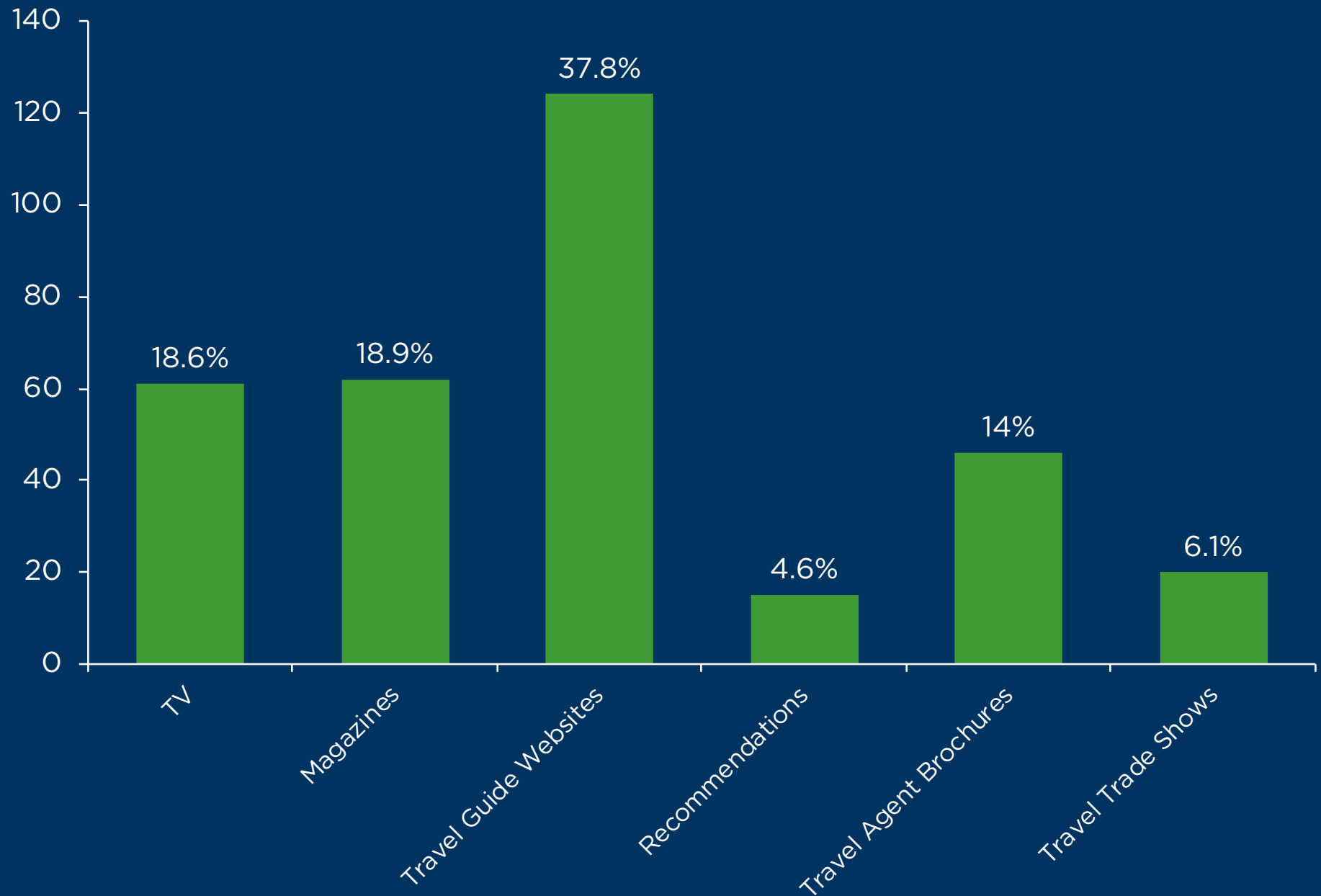


# WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?



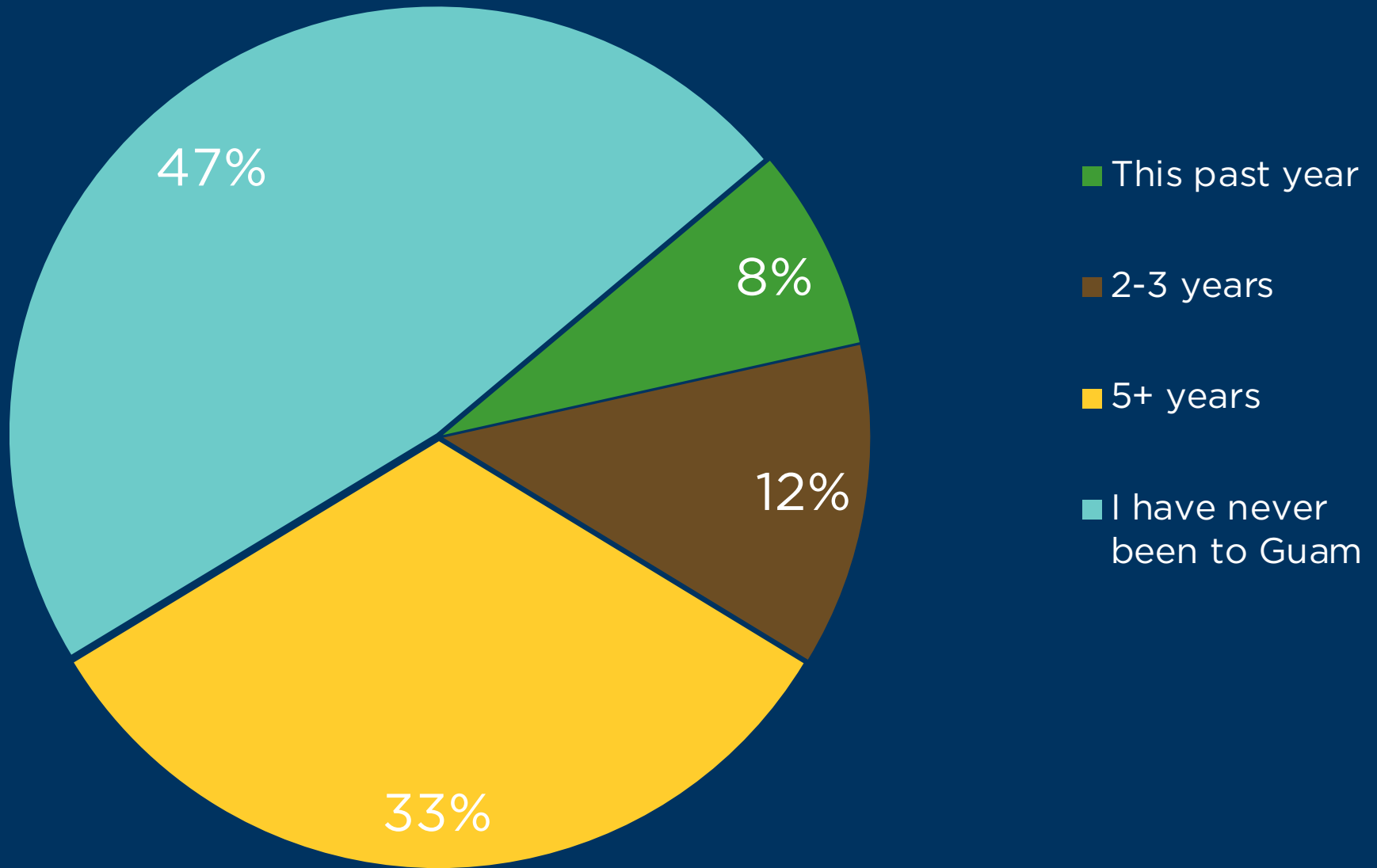


# WHEN YOU PLAN YOUR TRAVEL, WHAT SOURCE OF INFORMATION DO YOU RELY ON THE MOST?



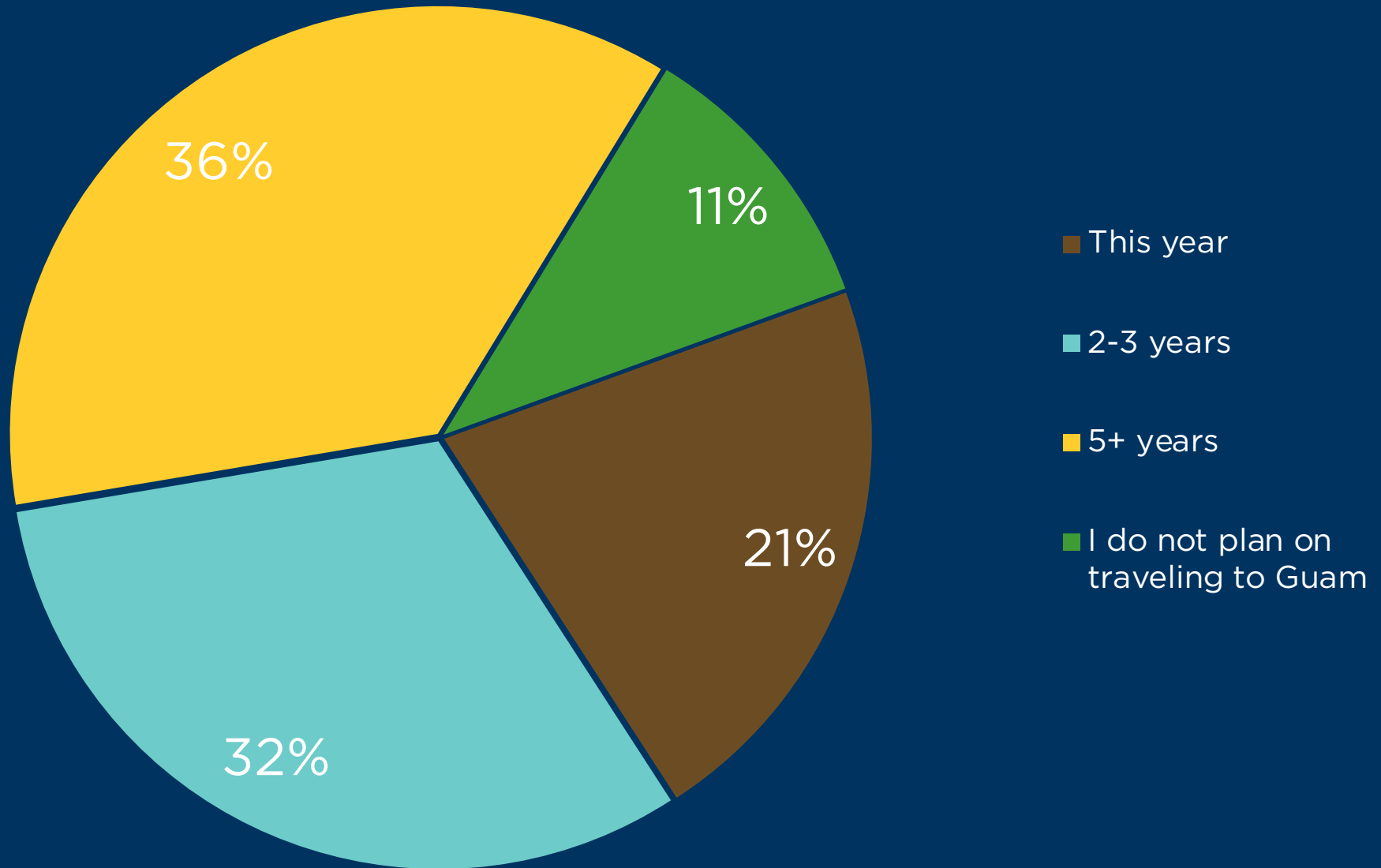
## HOW RECENTLY HAVE YOU VISITED GUAM?

---



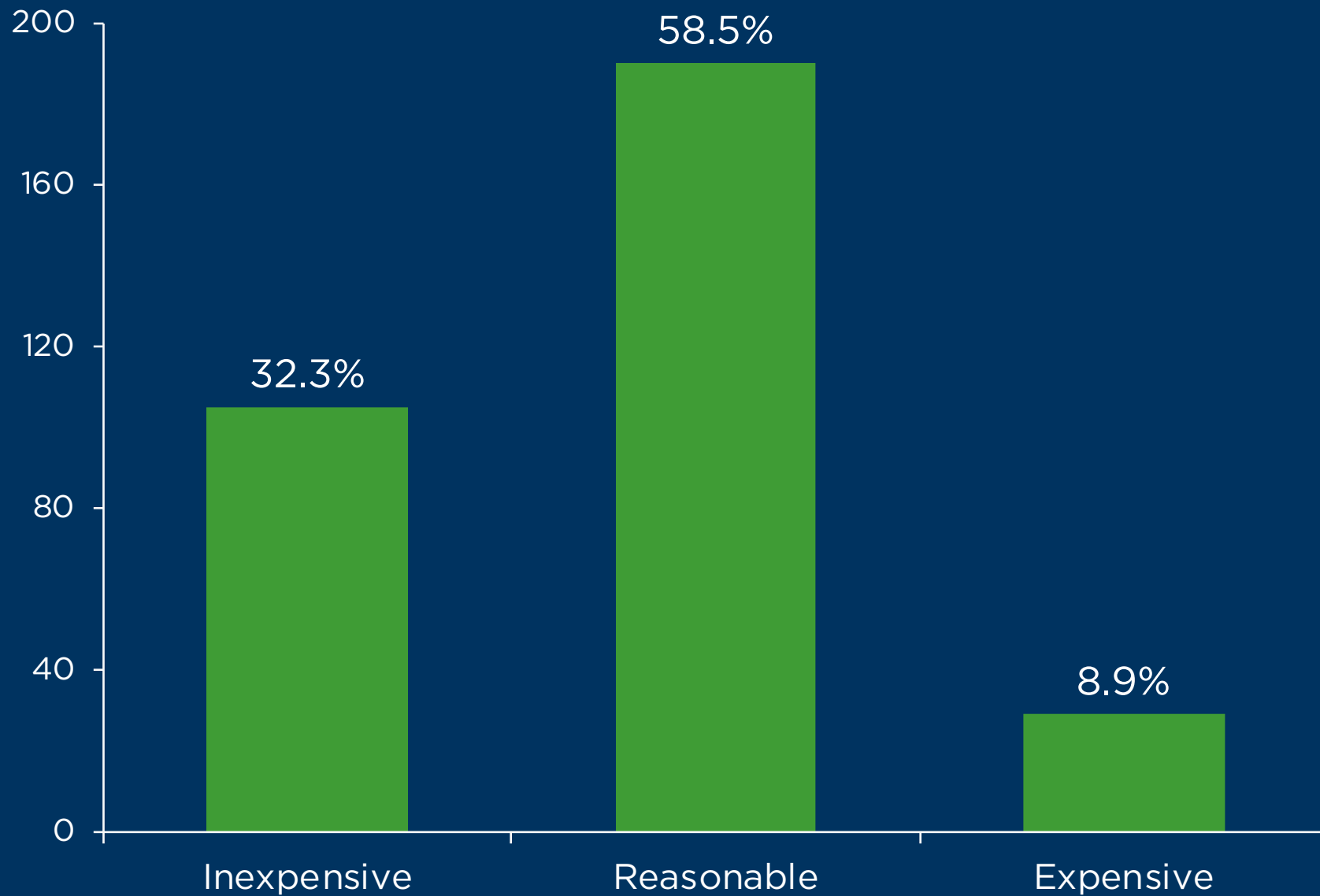
## WHEN DO YOU PLAN ON TRAVELING TO GUAM?

---



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

---



SI YU'US MA'ASE!

---