



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

DECEMBER 2009



Prepared by: QMark Research

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Background & Methodology

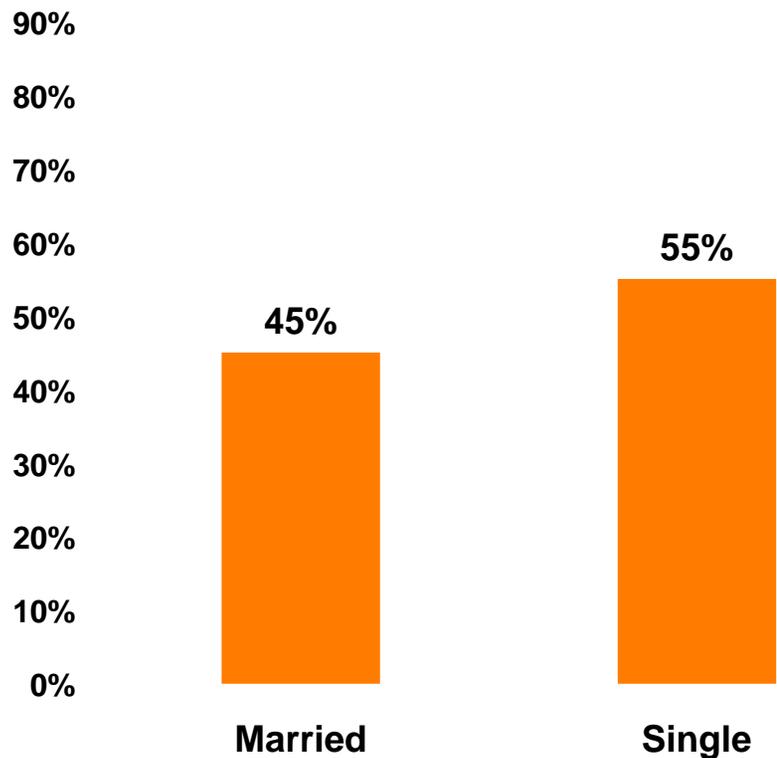
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **330** departing 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 **330** 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.

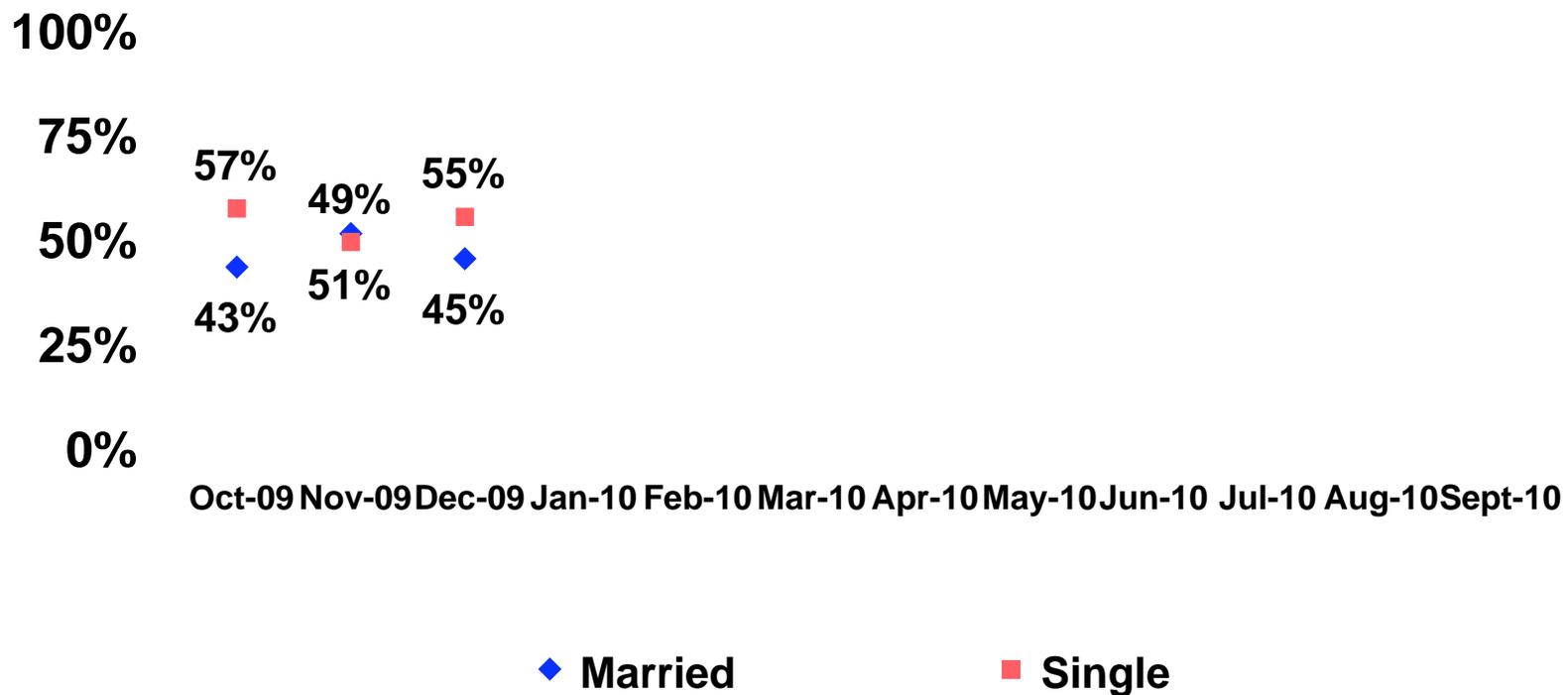
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

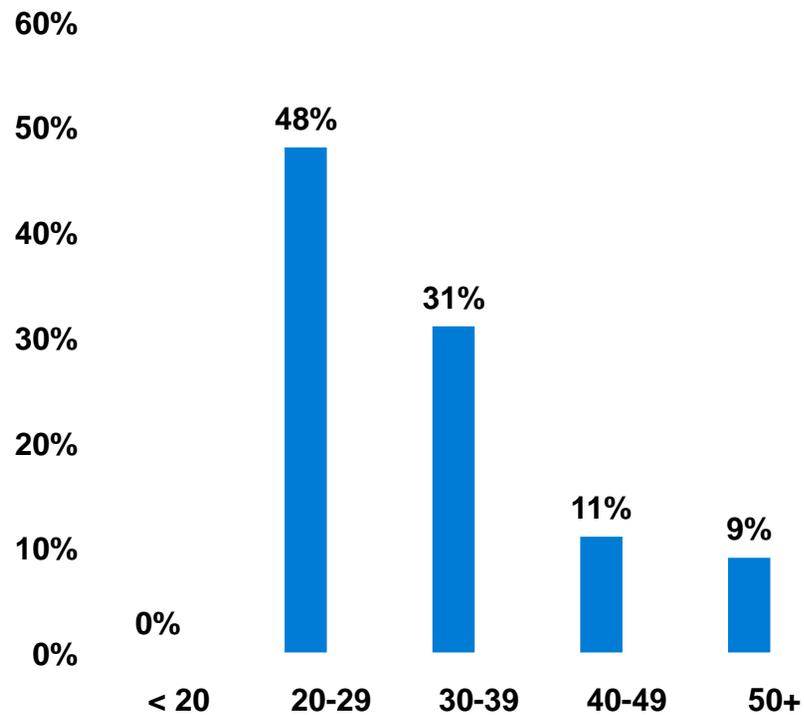


- 64% of 1st time visitors are single.

Marital Status

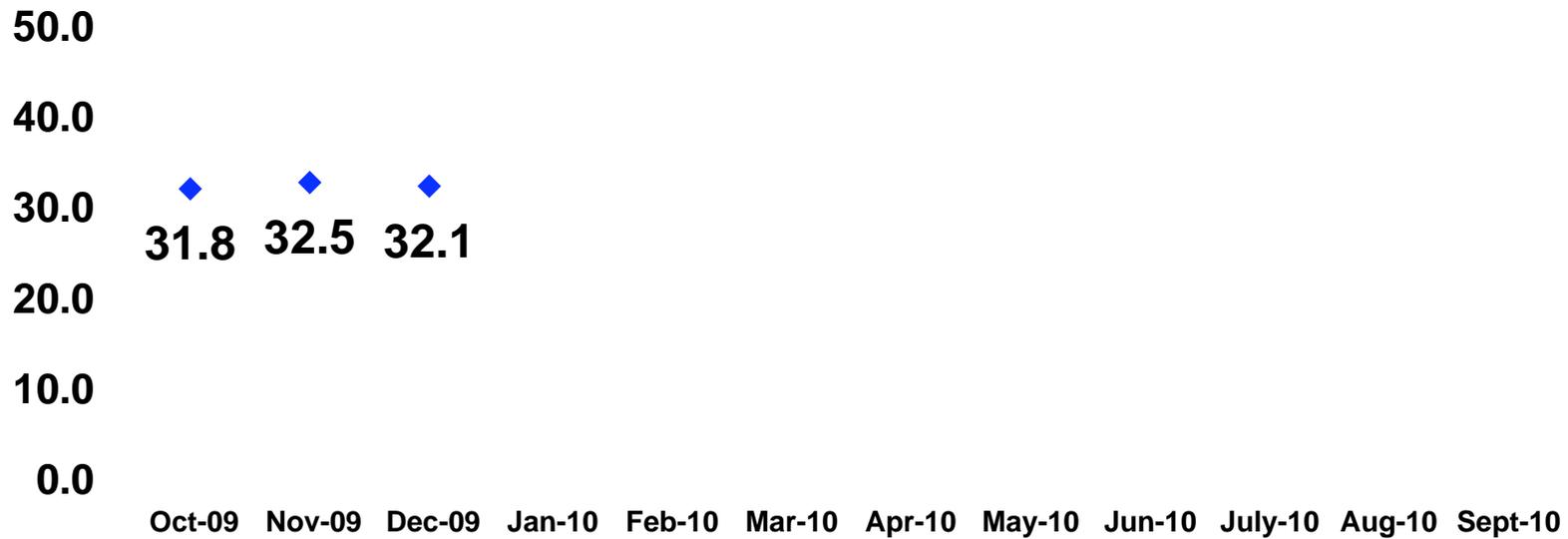


Age - Overall

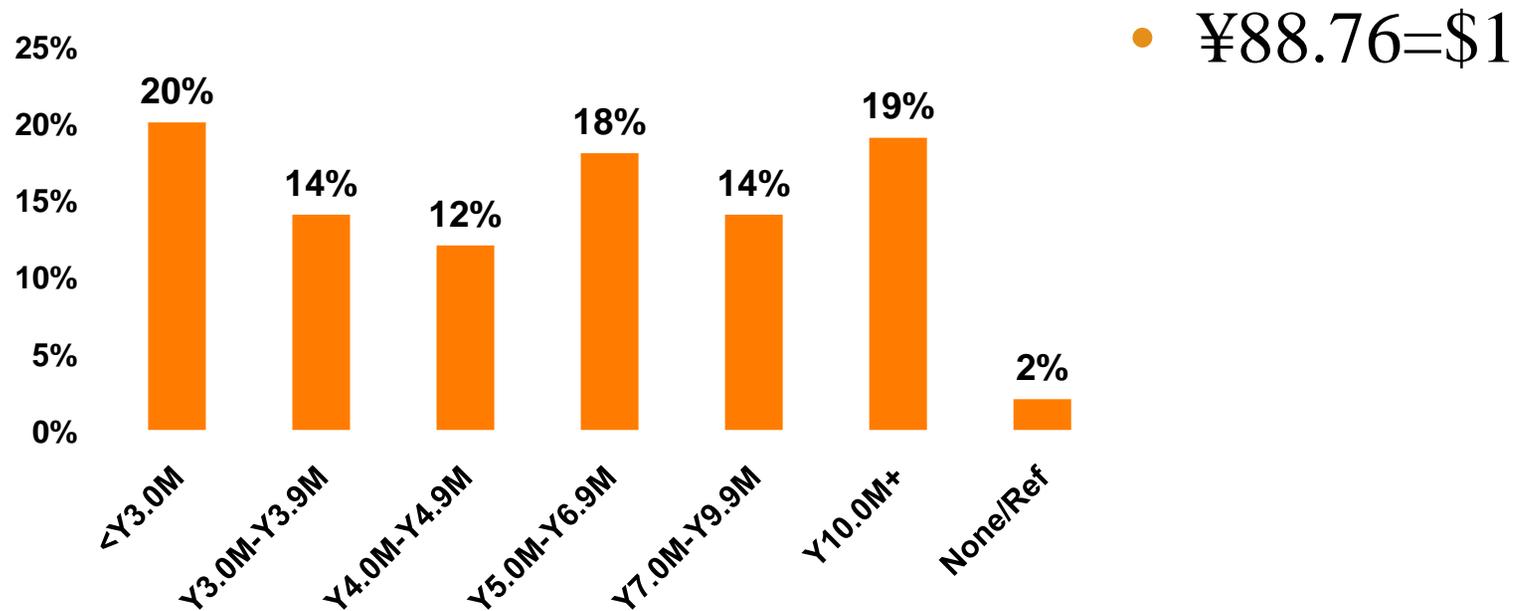


- The average age of the respondents is 32.1 years of age.

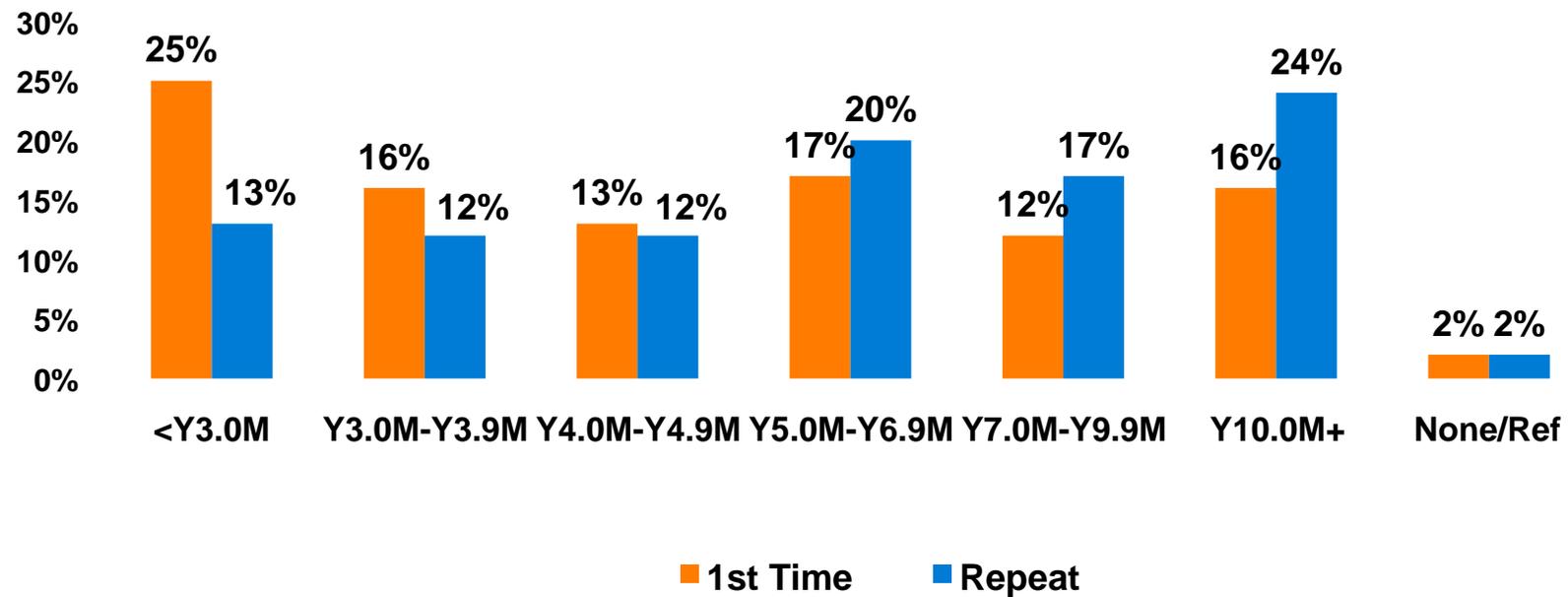
Average Age



Personal Income



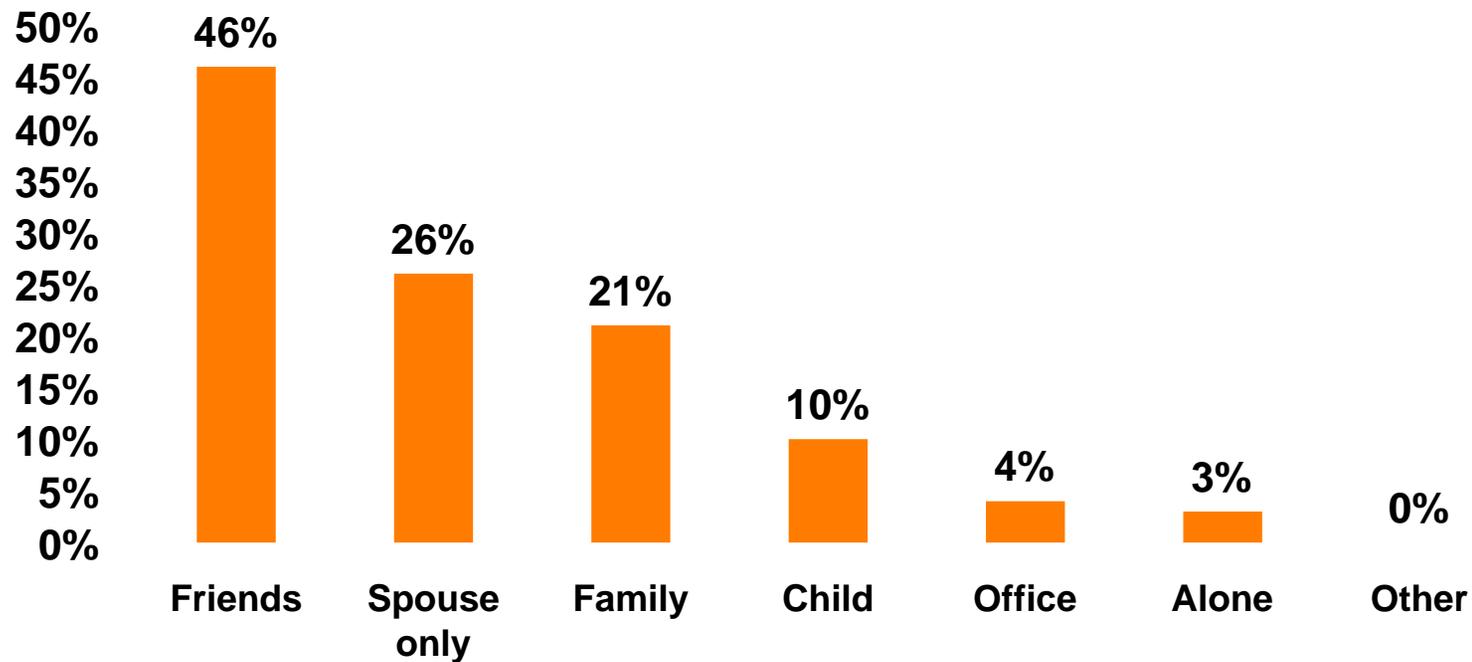
Personal Income 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	60	20	40		41	14	2	3
		20%	13%	27%		29%	14%	6%	11%
Y3.0M-Y3.9M	Count	42	17	25	1	21	16	3	1
		14%	11%	17%	100%	15%	16%	9%	4%
Y4.0M-Y4.9M	Count	37	21	16		19	13	3	2
		12%	14%	11%		14%	13%	9%	7%
Y5.0M-Y6.9M	Count	55	34	21		17	25	8	5
		18%	22%	14%		12%	26%	24%	19%
Y7.0M-Y9.9M	Count	43	25	18		13	15	12	3
		14%	16%	12%		9%	15%	35%	11%
Y10.0M+	Count	57	32	25		25	14	6	12
		19%	21%	17%		18%	14%	18%	44%
No Inc	Count	6	3	3		4	1		1
		2%	2%	2%		3%	1%		4%
Total	Count	300	152	148	1	140	98	34	27

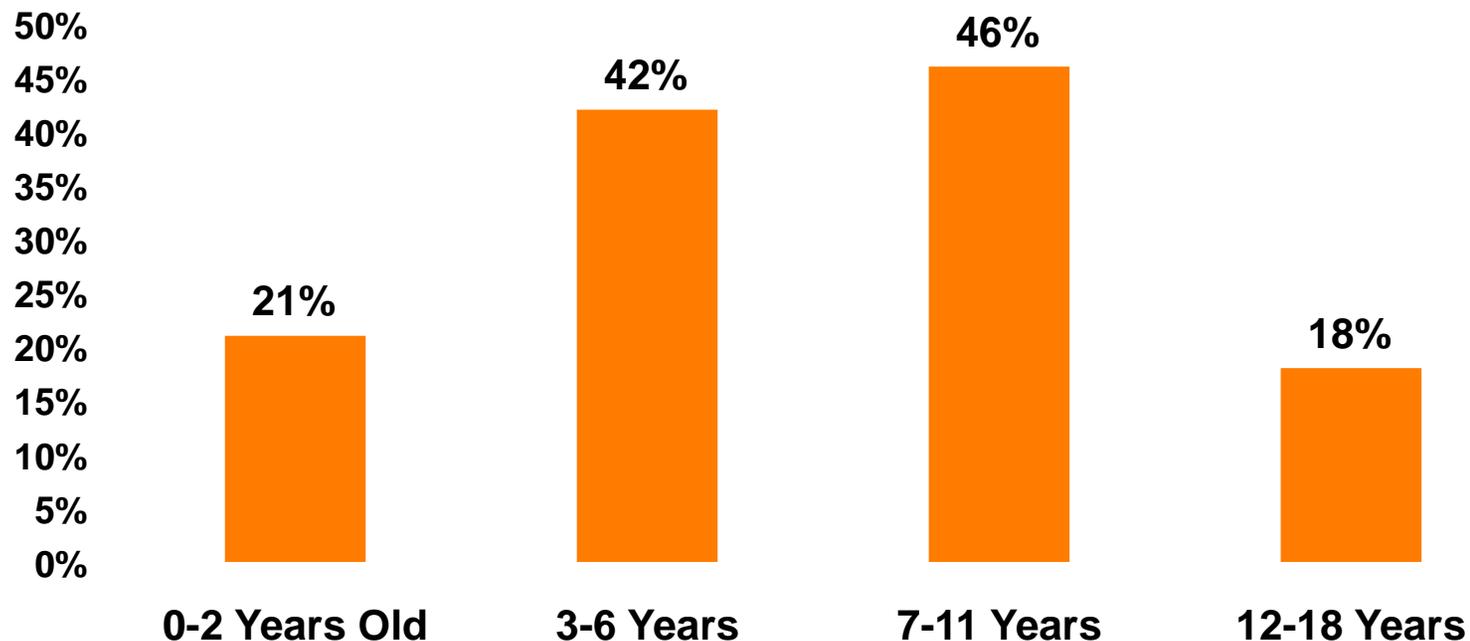
Travel Companions



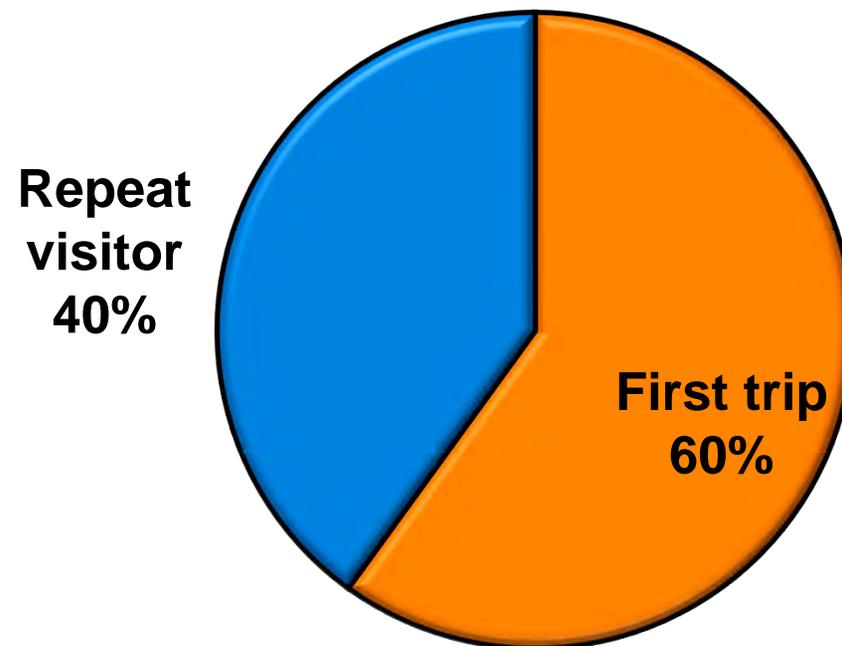
Number of Children Travel Party

N=33 total respondents traveling with children.

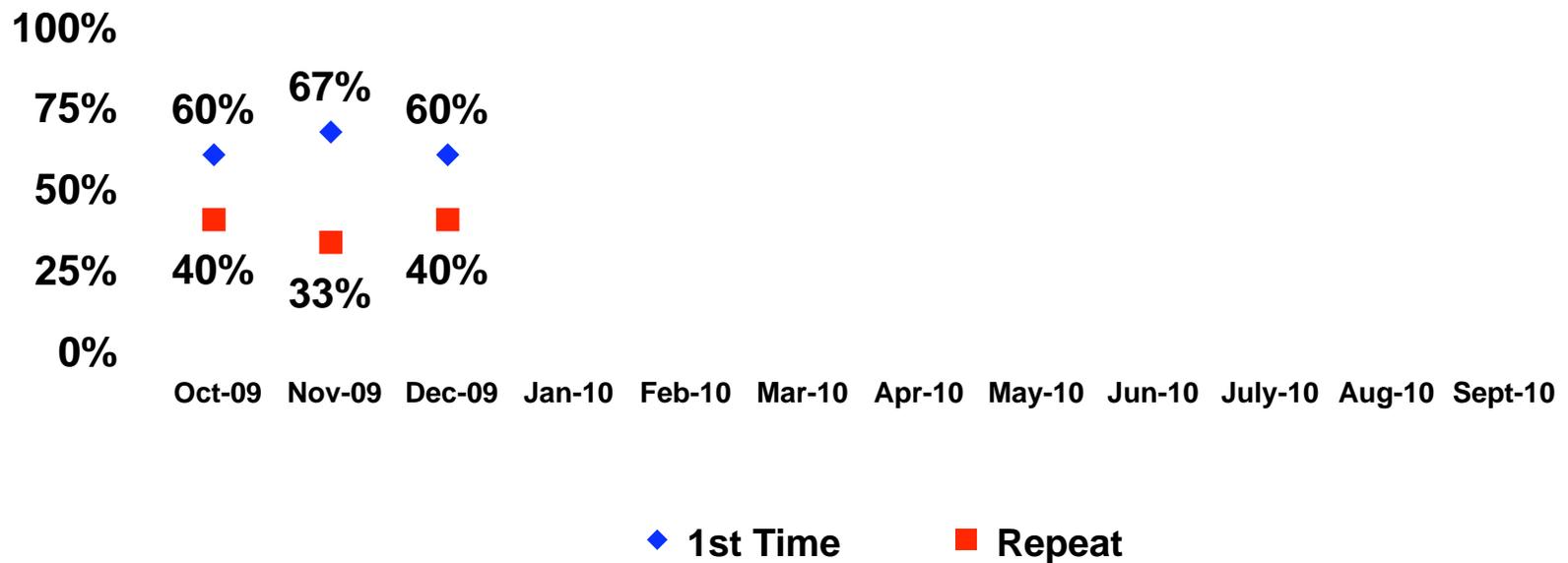
(Of those N=33 respondents, there is a total of 50 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



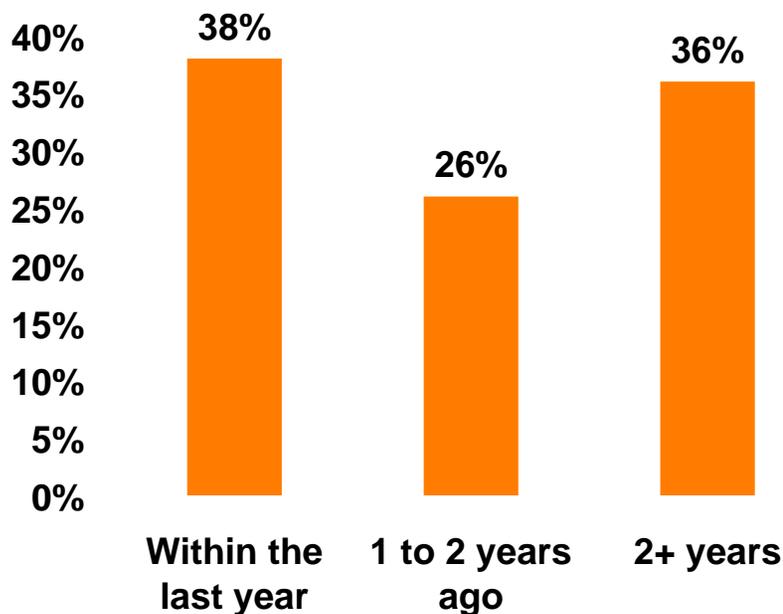
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	163	96	67
			49%	48%	51%
	Female	Count	167	102	65
			51%	52%	49%
Total		Count	330	198	132
AGE	<20	Count	1	1	
			0%	1%	
	20-29	Count	160	126	34
			48%	64%	26%
	30-39	Count	103	49	54
			31%	25%	41%
	40-49	Count	37	10	27
		11%	5%	20%	
	50+	Count	29	12	17
			9%	6%	13%
Total		Count	330	198	132

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

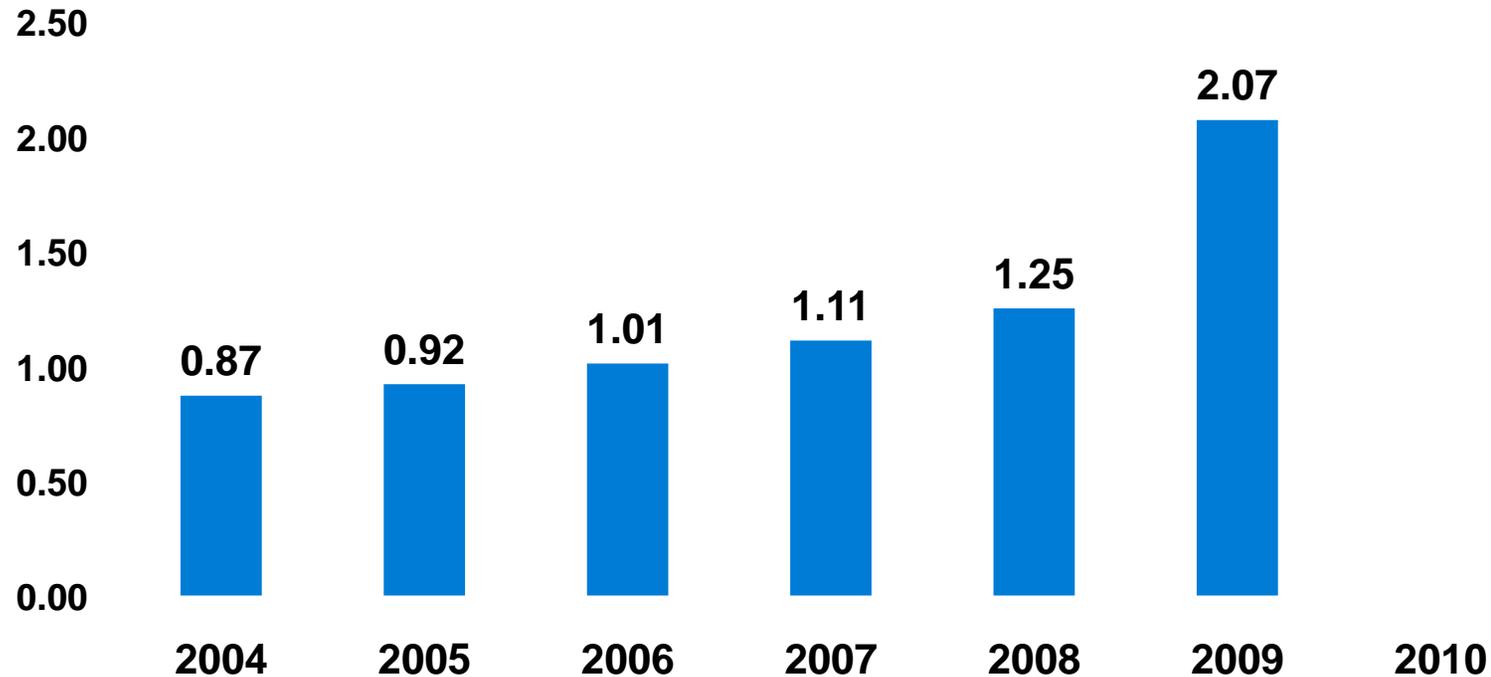
Repeat Visitors Last Trip

n = 131

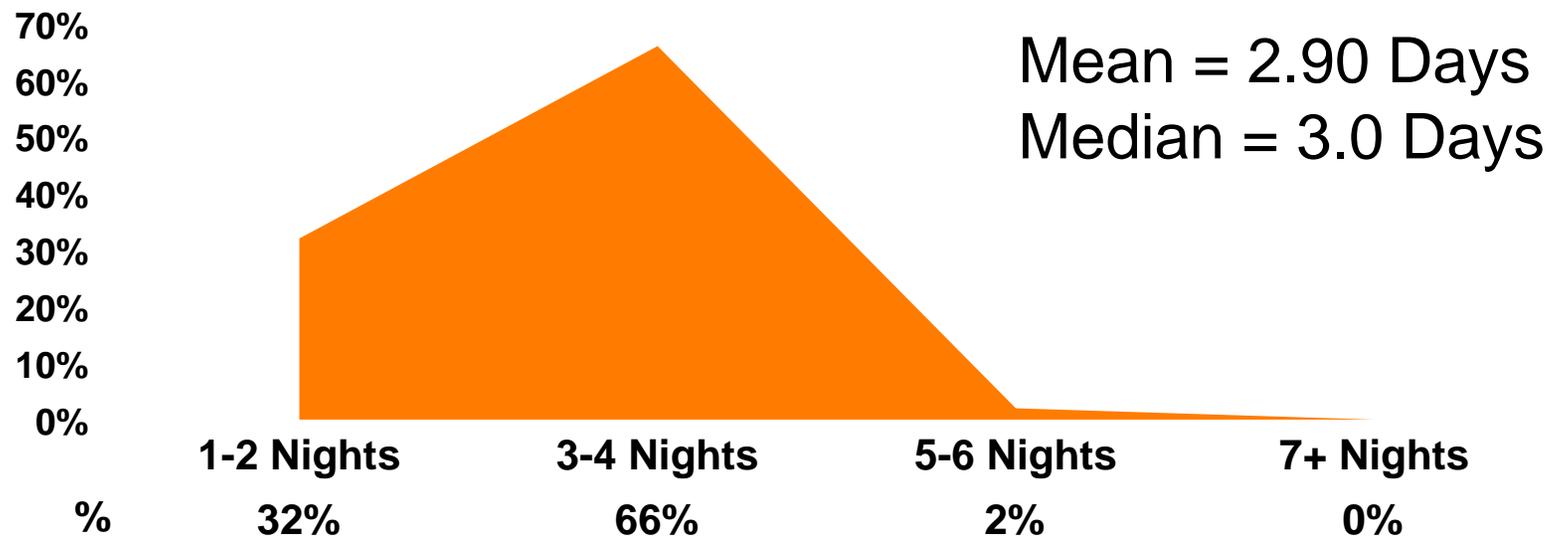


- The average repeat visitor has been to Guam 3.2 times.
- Roughly two-thirds of the repeat visitors have been to Guam within the last 2 years.

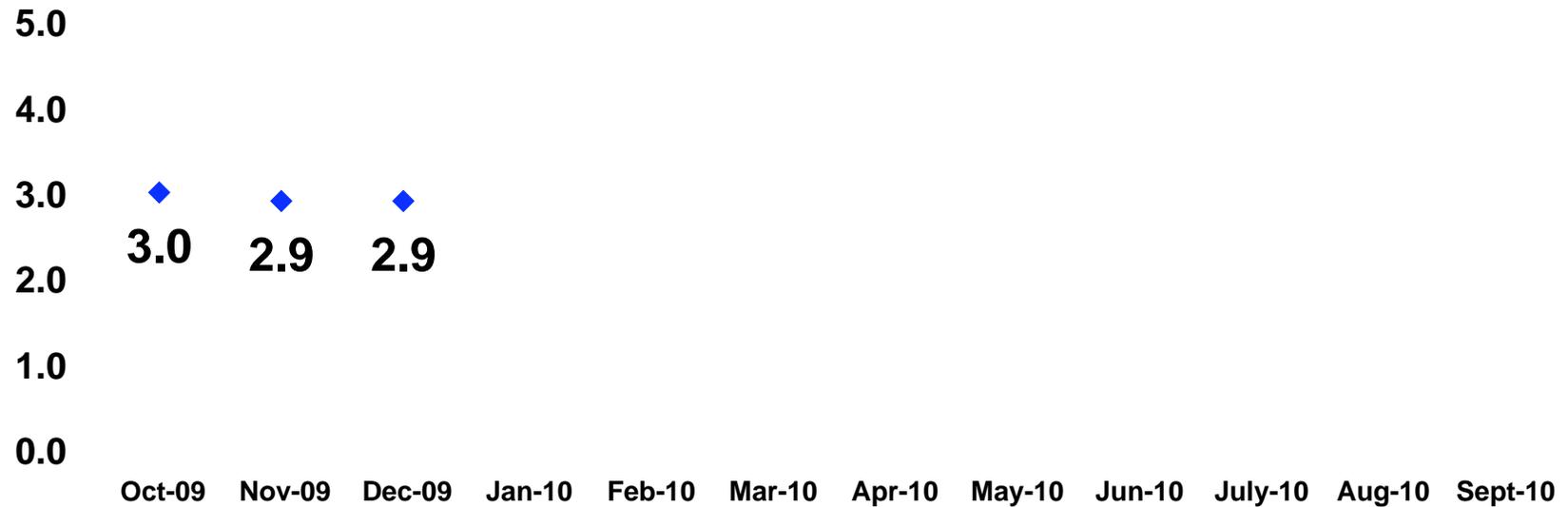
Average Number Overnight Trips (2004-2010) (2 nights or more)



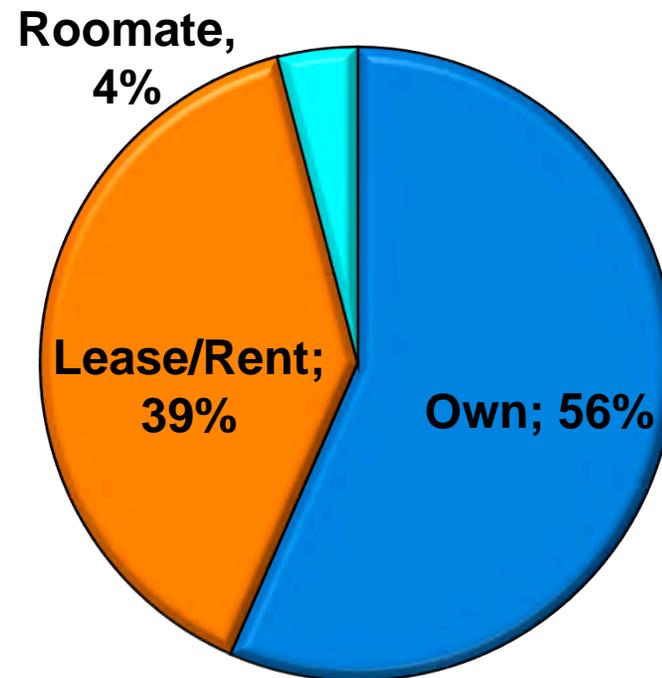
Length of Stay



Average Length of Stay



Living Accommodations

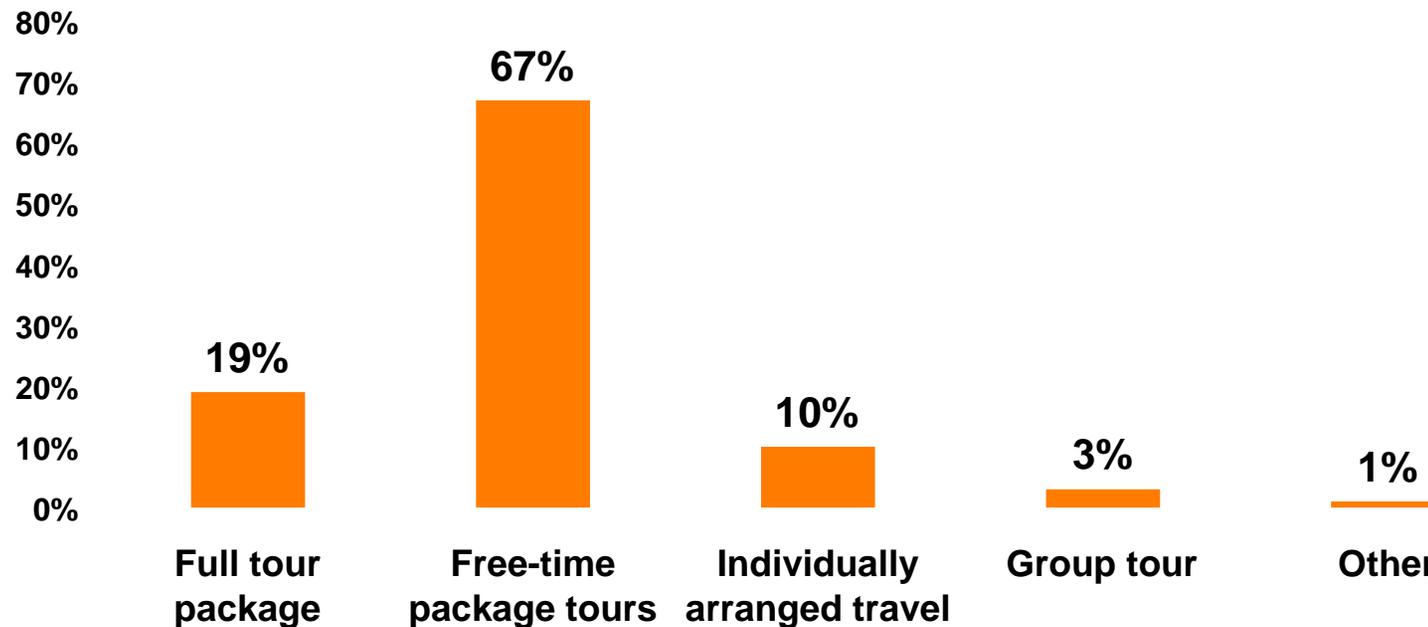


Occupation by Income

		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	20%	24%	29%	16%	27%	19%	11%	
	Student	17%	15%	14%	5%	13%	12%	27%	33%
	Co. Employee: Engineer	16%	7%	12%	35%	22%	21%	7%	
	Co. Employee: Salesperson	9%	10%	12%	14%	7%	7%	7%	17%
	Self Employed	7%	2%	10%	8%	11%	5%	9%	17%
	Co. Employee: Manager	6%		2%		4%	14%	18%	
	Homemaker	4%	3%	10%	3%	2%	7%	2%	17%
	Freeter	4%	17%		3%				
	Professional or Specialist	3%	2%	2%		5%	9%		
	Co. Employee: Executive	2%	2%			2%		11%	
	Government Employee: Office Worker Non-Managerial	2%	3%		3%	5%	2%		
	Skilled Worker	2%	3%	5%	3%	2%		2%	
	Other	2%	7%				2%	2%	
	Free-lancer	1%	2%	2%				4%	
	Unemployed	1%	3%					2%	17%
	Government Employee: Manager	1%		2%	3%		2%		
	Retired	1%			5%				
	Teacher	0%			3%				
Total	Count	321	59	42	37	55	43	56	6

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

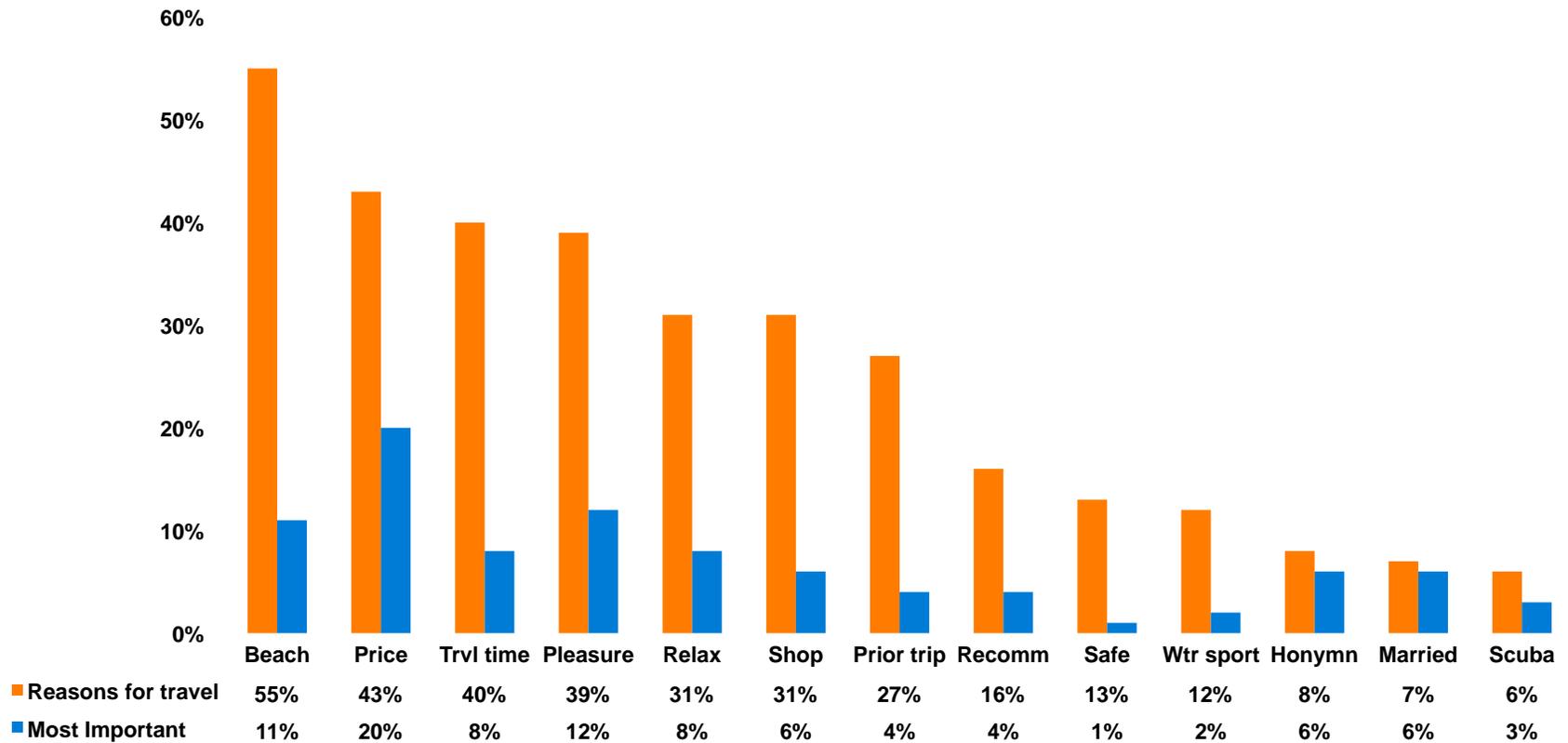


Accommodation by Income

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	13%	12%	17%	17%	11%	16%	12%		
Outrigger Guam Resort	8%	8%	7%	14%	5%	7%	7%		
Ohana Oceanview Hotel	6%	10%	2%	11%	4%	7%	5%		
Grand Plaza Hotel	6%	8%	10%	8%	7%	2%	2%		
Royal Orchid Guam	6%	7%	5%	8%	2%	2%	9%	17%	
Leo Palace Resort	6%	7%	5%	3%	7%	5%	9%		
Fiesta Resort Guam	6%	7%	5%	6%	11%	5%	2%		
Pacific Islands Club PIC	5%	3%		8%	7%	5%	7%	17%	
Ramada Suites Guam	5%	7%	5%	3%	2%	5%	5%		
Pacific Bay Hotel	5%	3%	12%	3%	4%	2%	4%	17%	
Hilton Guam Resort & Spa	5%	3%			9%	5%	7%		
Hotel Nikko Guam	4%	5%	2%	6%	5%	5%	2%	17%	
Guam Reef Hotel	4%	3%	7%		2%	7%	4%	17%	
Onward Beach Resort	4%		10%		5%	2%	7%		
Holiday Resort Guam	4%	3%	2%	3%	2%	12%			
The Westin Resort Guam	3%	5%	5%		4%	5%			
Ohana Bayview Hotel	2%	5%				2%	5%		
Tumon Bay Capital Hotel	2%	3%	2%	3%	2%	2%	2%		
Sheraton Laguna Resort	2%		2%	3%	4%	2%	4%		
Guam Marriott Resort Hotel	2%		2%	6%	2%		2%		
Hyatt Regency Guam	2%				2%		7%		
Other	1%				4%				
Days Inn Tamuning	0%					2%			
Hotel Sane Fe	0%							17%	
Total Count	329	60	42	36	55	43	57	6	

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Price,
- Pleasure,
- Guam's natural beauty/beaches,
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	55%		59%	58%	46%	34%	53%	57%
Price of the tour package	43%		45%	45%	46%	28%	40%	46%
Short travel time	40%		34%	50%	38%	41%	40%	40%
Pleasure	39%		44%	38%	32%	24%	33%	45%
Just to relax	31%		26%	36%	32%	41%	30%	32%
Shopping	31%		33%	29%	32%	24%	24%	38%
A previous visit	27%		15%	39%	49%	28%	26%	29%
Recommendation of friend, relative, travel agency	16%		21%	16%	3%	3%	14%	17%
It is a safe place to spend a vacation	13%		9%	18%	16%	17%	17%	10%
Water sports	12%		16%	8%	14%	3%	9%	15%
Honeymoon	8%		13%	6%			13%	2%
To get married or Attend wedding	7%		7%	6%	5%	10%	7%	6%
SCUBA diving	6%		5%	6%	11%	10%	6%	7%
To golf	5%		2%	6%	5%	21%	6%	4%
Company or Business trip	4%	100%	3%	4%	3%	3%	4%	3%
Other	4%		3%	6%	5%		2%	5%
Organized Sporting Activity	2%		2%	2%		3%	1%	2%
To visit friends or relatives	2%		1%	3%			2%	1%
Special promotion	1%		1%	1%		3%	2%	1%
Career certification or testing	1%			2%	3%	3%	2%	
Promotional materials from GVB	1%		1%	1%				1%
My company sponsored me	0%			1%			1%	
Total Cases	330	1	160	103	37	29	163	167

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	55%	57%	60%	43%	53%	65%	54%		
Price of the tour package	43%	52%	45%	41%	42%	53%	32%		
Short travel time	40%	33%	52%	22%	47%	40%	47%	17%	
Pleasure	39%	43%	60%	30%	24%	44%	42%	17%	
Just to relax	31%	30%	43%	35%	29%	37%	30%	17%	
Shopping	31%	37%	21%	16%	31%	30%	40%	17%	
A previous visit	27%	20%	29%	30%	31%	28%	35%	50%	
Recommendation of friend, relative, travel agency	16%	25%	19%	14%	9%	7%	19%	67%	
It is a safe place to spend a vacation	13%	7%	19%	5%	18%	14%	23%		
Water sports	12%	20%	5%		11%	16%	11%		
Honeymoon	8%	15%	7%	11%	11%	5%	2%		
To get married or Attend wedding	7%	7%		11%	7%	12%	5%	17%	
SCUBA diving	6%	2%	2%	11%	15%	5%	7%		
To golf	5%		5%	3%	5%	9%	9%	17%	
Company or Business trip	4%	2%	5%	8%	5%	2%	2%	17%	
Other	4%	5%	5%	5%	7%		2%		
Organized Sporting Activity	2%			8%	2%	2%	2%		
To visit friends or relatives	2%	2%	5%	3%	2%				
Special promotion	1%		2%	3%			4%		
Career certification or testing	1%	2%				2%	4%		
Promotional materials from GVB	1%	2%			2%				
My company sponsored me	0%				2%				
Total Cases	330	60	42	37	55	43	57	6	

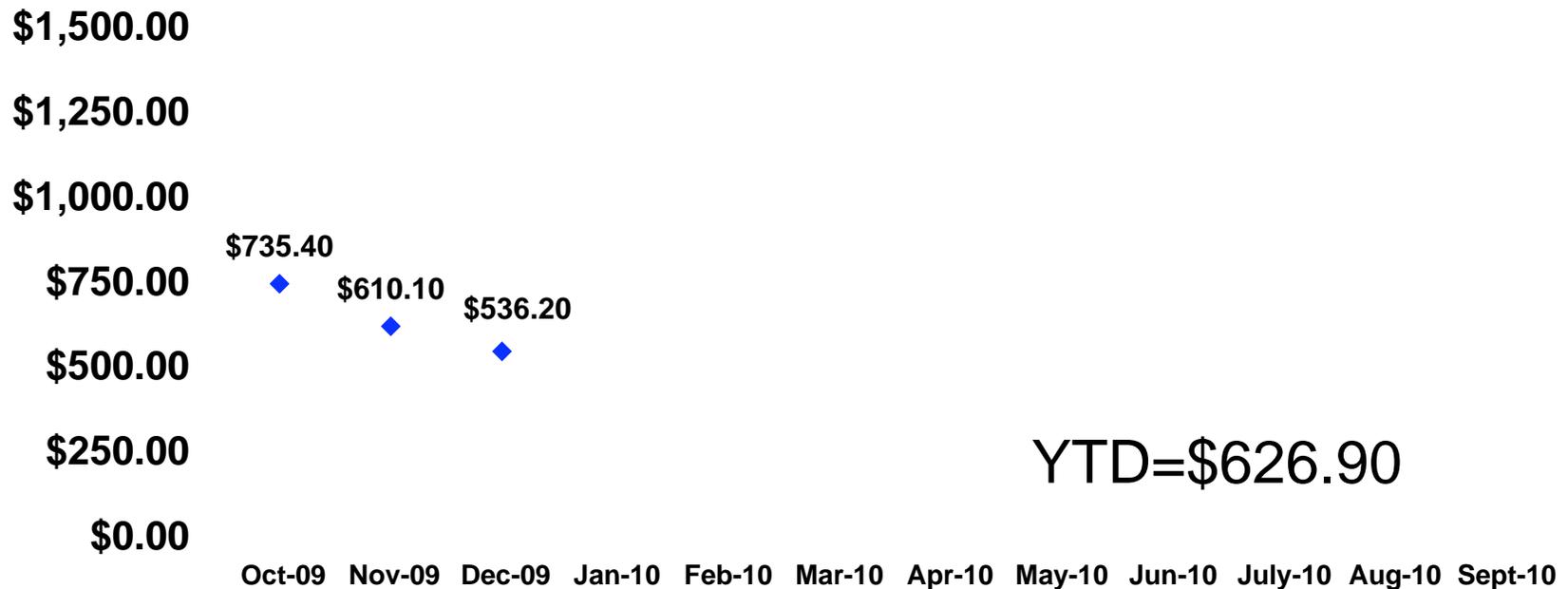
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥88.76/US\$1

- \$1,070.20 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$16,899 = maximum (highest amount recorded for the entire sample)
- \$536.20 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

¥88.76=\$1

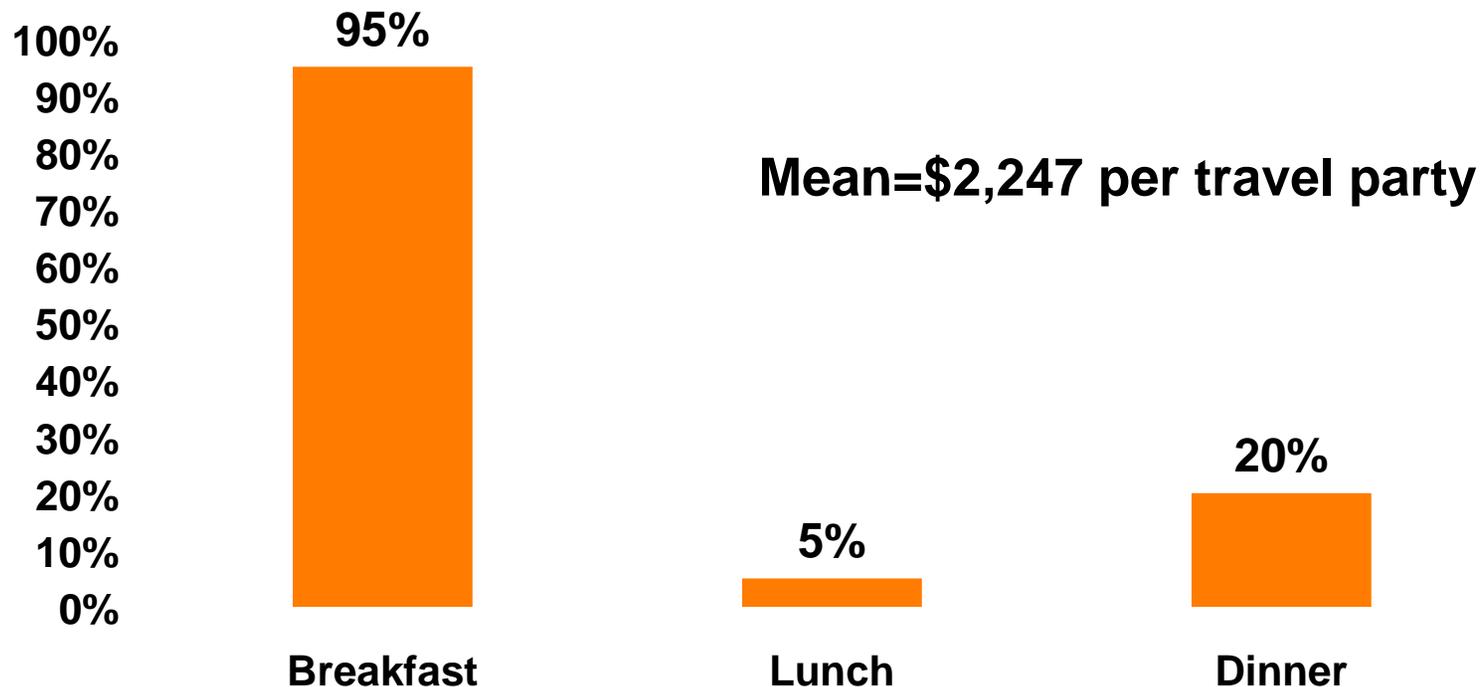
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$832
Air & Accommodation w/ daily meal package	\$2,247
Air only	\$1,631
Accommodation only	\$332
Accommodation w/ daily meal only	\$1,030
Food & Beverages in Hotel	\$57
Ground transportation – Japan	\$70
Ground transportation – Guam	\$42
Optional tours/ activities	\$276
Other expenses	\$501
Total Prepaid	\$1,070

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

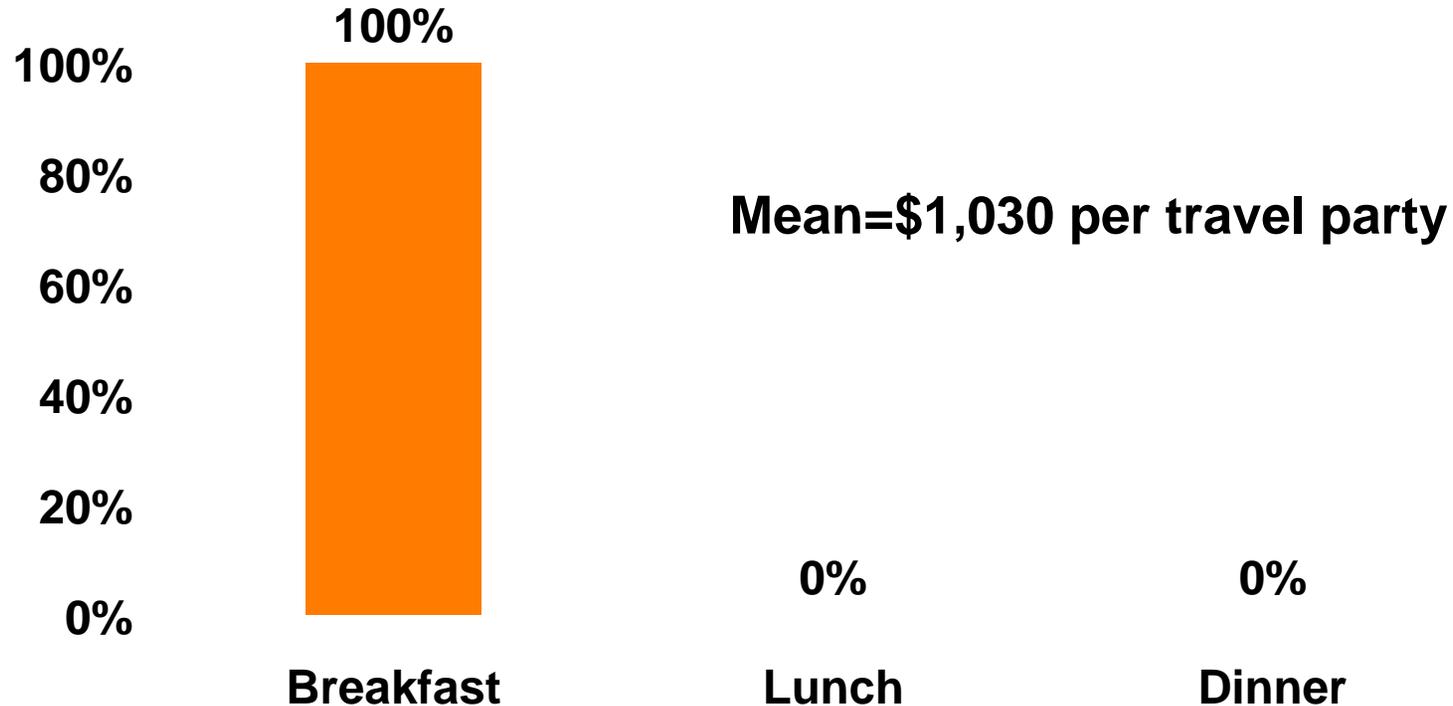
n=20



Prepaid Meal Breakdown

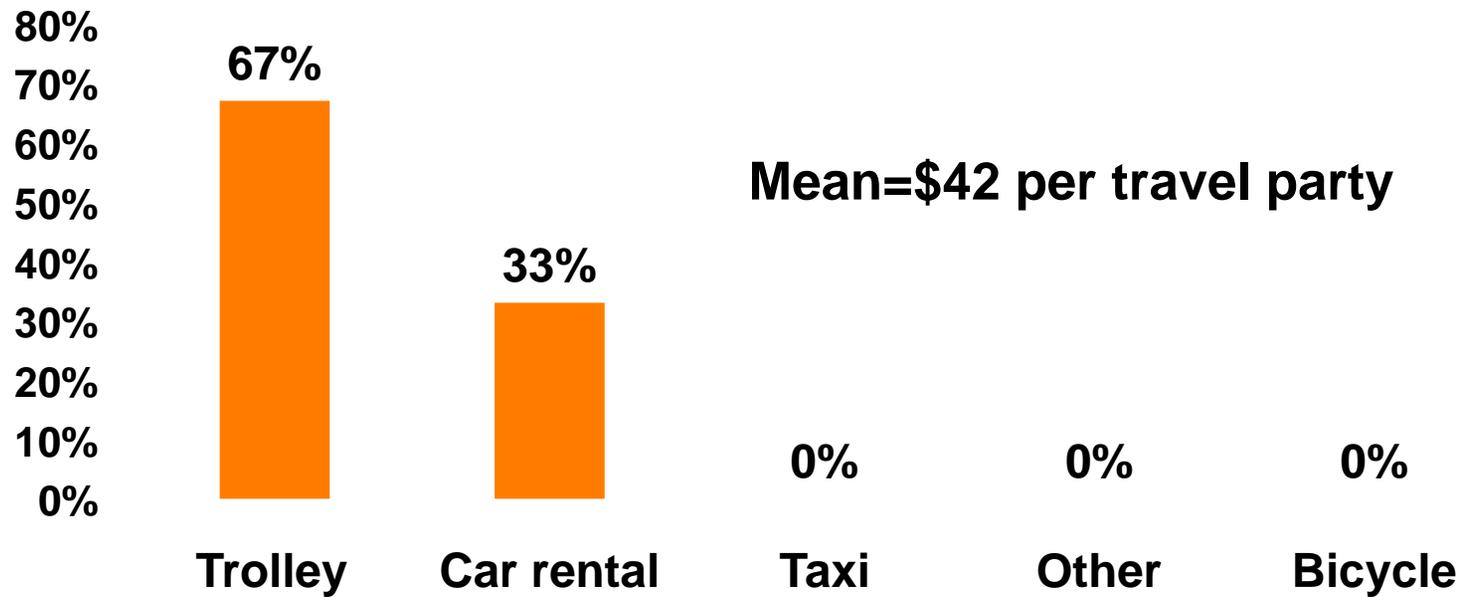
Accommodations with Daily Meal Package

n=1



Prepaid Ground Transportation

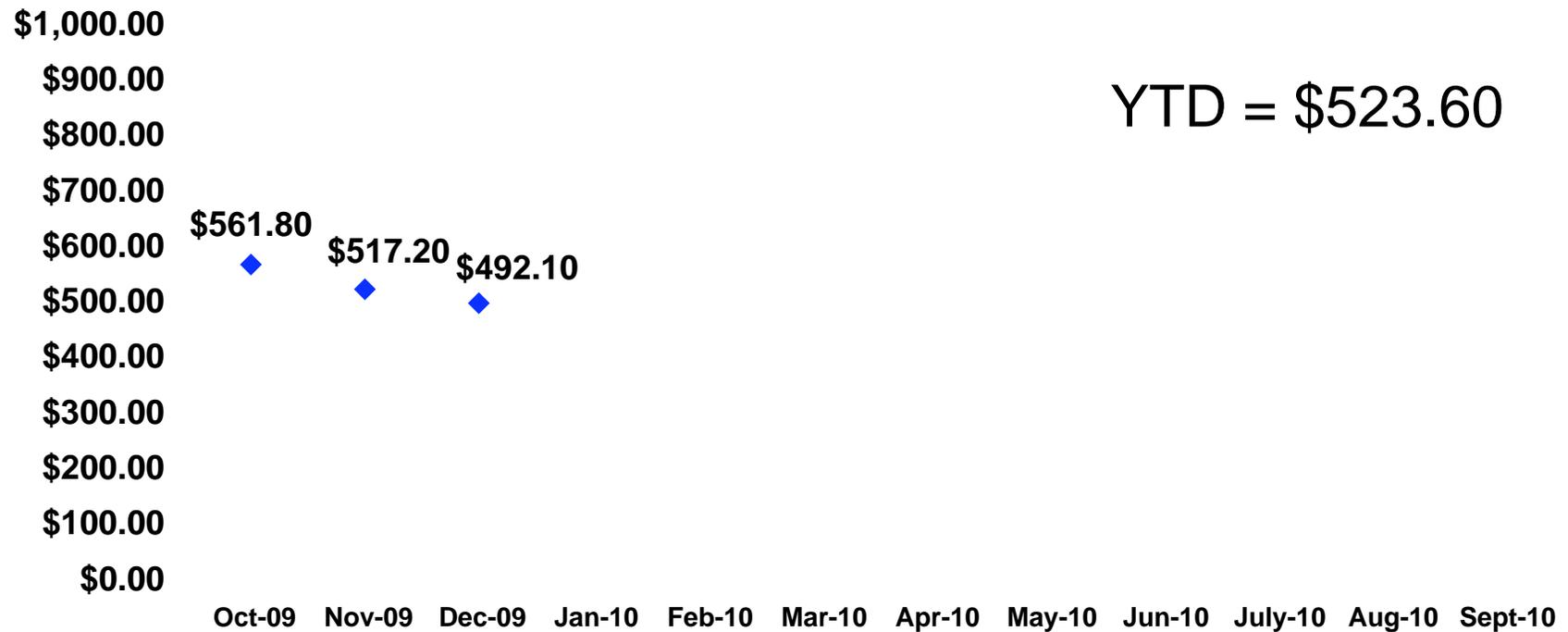
n=3



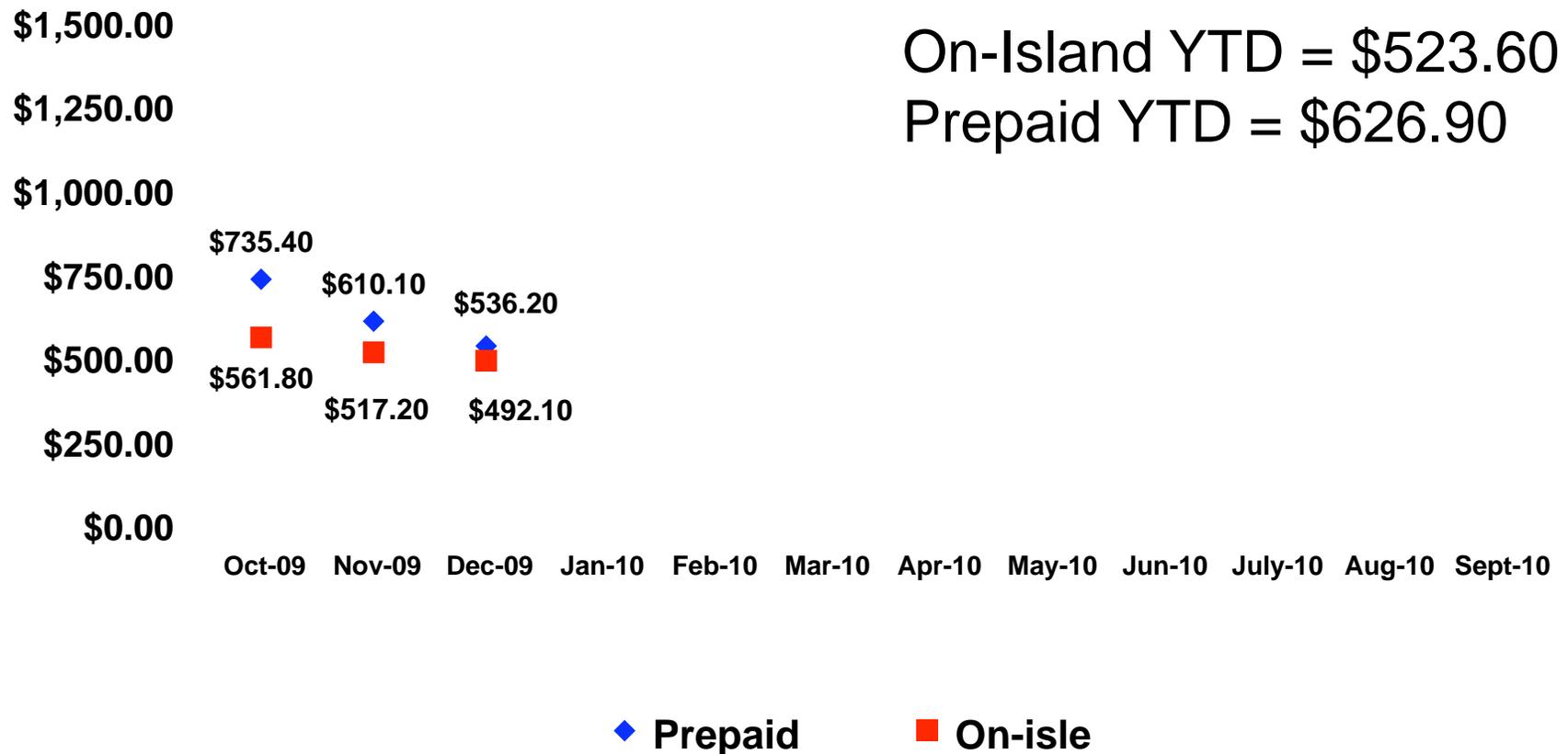
On-Island Expenditures

- \$800.40 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,000 = Maximum (highest amount recorded for the entire sample)
- \$492.10 = overall mean average per person on-island expenditure

On-Island Expenditures



Prepaid & On-Island Expenditures



Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER								
		Male	Female	Male					Female			
				AGE					AGE			
				<20	20-29	30-39	40-49	50+	20-29	30-39	40-49	50--
Q.11A Mean	\$800.45	\$880.07	\$722.72	\$220.00	\$891.98	\$799.68	\$1,027.65	\$962.16	\$664.42	\$727.20	\$1,032.86	\$864.90
Median	\$525	\$600	\$500	\$220	\$600	\$500	\$728	\$500	\$407	\$629	\$1,100	\$800

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$24.10	\$30.82	\$17.49	\$20.00	\$12.96	\$27.77	\$45.19	\$45.34
	Median	\$0	\$0	\$0	\$20	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$33.43	\$37.15	\$29.78	\$20.00	\$29.25	\$37.45	\$50.59	\$20.66
REST/CONV	Median	\$10	\$20	\$10	\$20	\$10	\$20	\$25	\$0
F&B-OUT- SIDE	Mean	\$77.04	\$83.23	\$70.96	\$20.00	\$56.04	\$82.50	\$103.95	\$140.41
HOTEL/ REST	Median	\$30	\$50	\$20	\$20	\$20	\$40	\$50	\$40
OPTIONAL	Mean	\$84.71	\$98.41	\$71.25	\$100.00	\$58.42	\$84.43	\$142.30	\$155.83
TOUR	Median	\$0	\$0	\$0	\$100	\$0	\$0	\$0	\$0
GIFT/	Mean	\$202.89	\$188.62	\$216.90	\$0	\$194.05	\$201.52	\$268.65	\$179.31
SOUV-SELF	Median	\$47	\$20	\$50	\$0	\$50	\$50	\$100	\$0
GIFT/ SOUV-	Mean	\$135.49	\$160.69	\$110.74	\$60.00	\$111.35	\$150.10	\$147.03	\$203.79
F&F AT HOME	Median	\$50	\$50	\$50	\$60	\$50	\$50	\$50	\$50
LOCAL TRANS	Mean	\$11.29	\$13.80	\$8.82	\$0	\$9.79	\$8.60	\$26.73	\$9.72
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$234.84	\$270.09	\$200.23	\$0	\$279.62	\$178.75	\$240.86	\$188.97
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL ON	Mean	\$800.45	\$880.07	\$722.72	\$220.00	\$746.91	\$770.83	\$1,029.62	\$928.62
ISLAND	Median	\$525	\$600	\$500	\$220	\$500	\$600	\$800	\$730

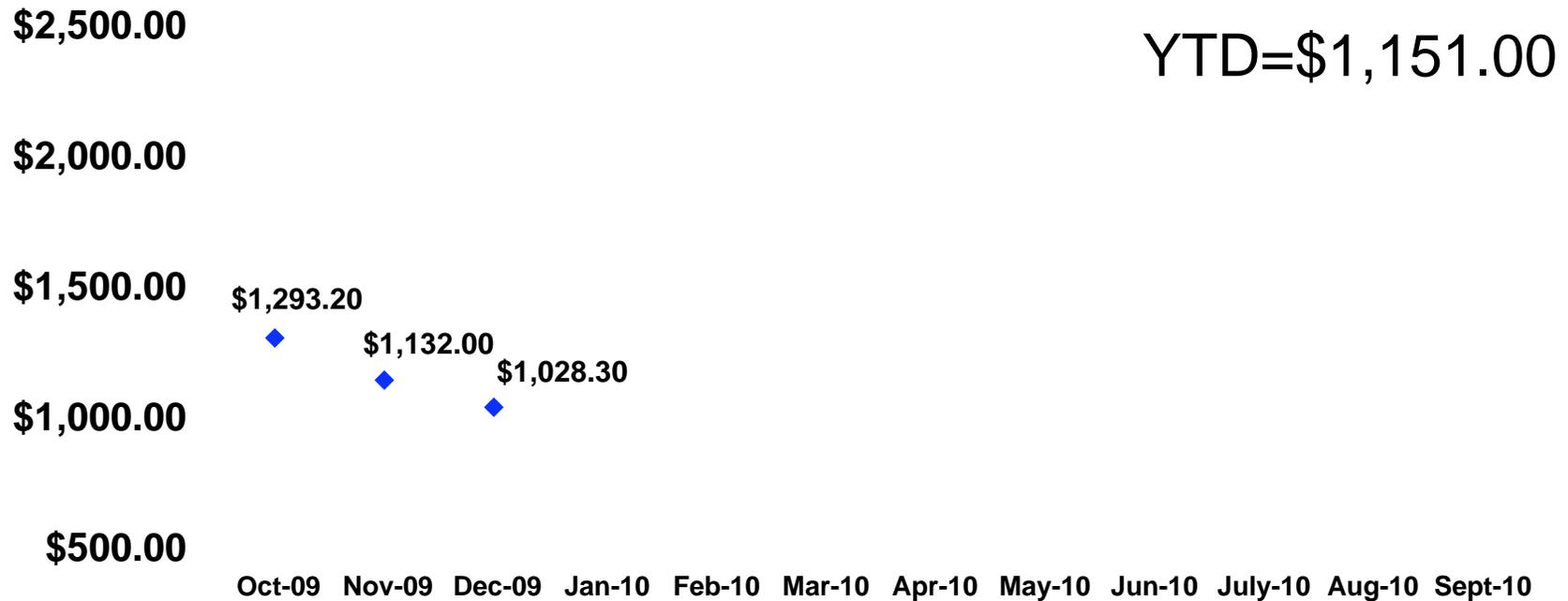
On-Island Expenditures First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$18.25	\$32.82
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$34.20	\$32.28
	Median	\$10	\$10
F&B-OUT- SIDE HOTEL/ REST	Mean	\$72.27	\$84.16
	Median	\$20	\$45
OPTIONAL TOUR	Mean	\$77.43	\$95.57
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$206.21	\$197.93
	Median	\$30	\$50
GIFT/ SOUV- F&F AT HOME	Mean	\$136.80	\$133.52
	Median	\$50	\$50
LOCAL TRANS	Mean	\$8.87	\$14.89
	Median	\$0	\$0
OTHER EXP	Mean	\$236.85	\$231.84
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$786.87	\$820.80
	Median	\$505	\$570

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,028.0 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,380 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

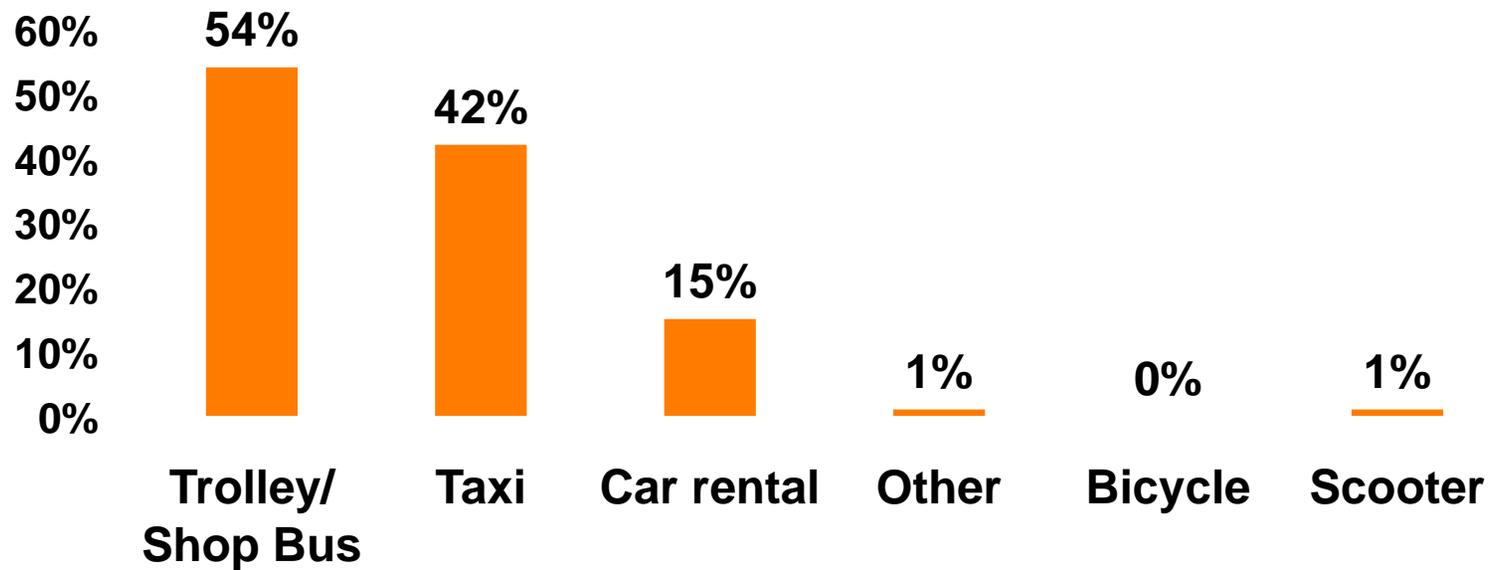


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$24.10
Food & beverage in fast food restaurant/ convenience store	\$33.40
Food & beverage at restaurants or drinking establishments outside a hotel	\$77.00
Optional tours and activities	\$84.70
Gifts/ souvenirs for yourself/companions	\$202.90
Gifts/ souvenirs for friends/family at home	\$135.50
Local transportation	\$11.30
Other expenses not covered	\$234.80
Average Total	\$800.40

Local Transportation

n=89



Guam Airport Expenditures

- \$26.40 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$510 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

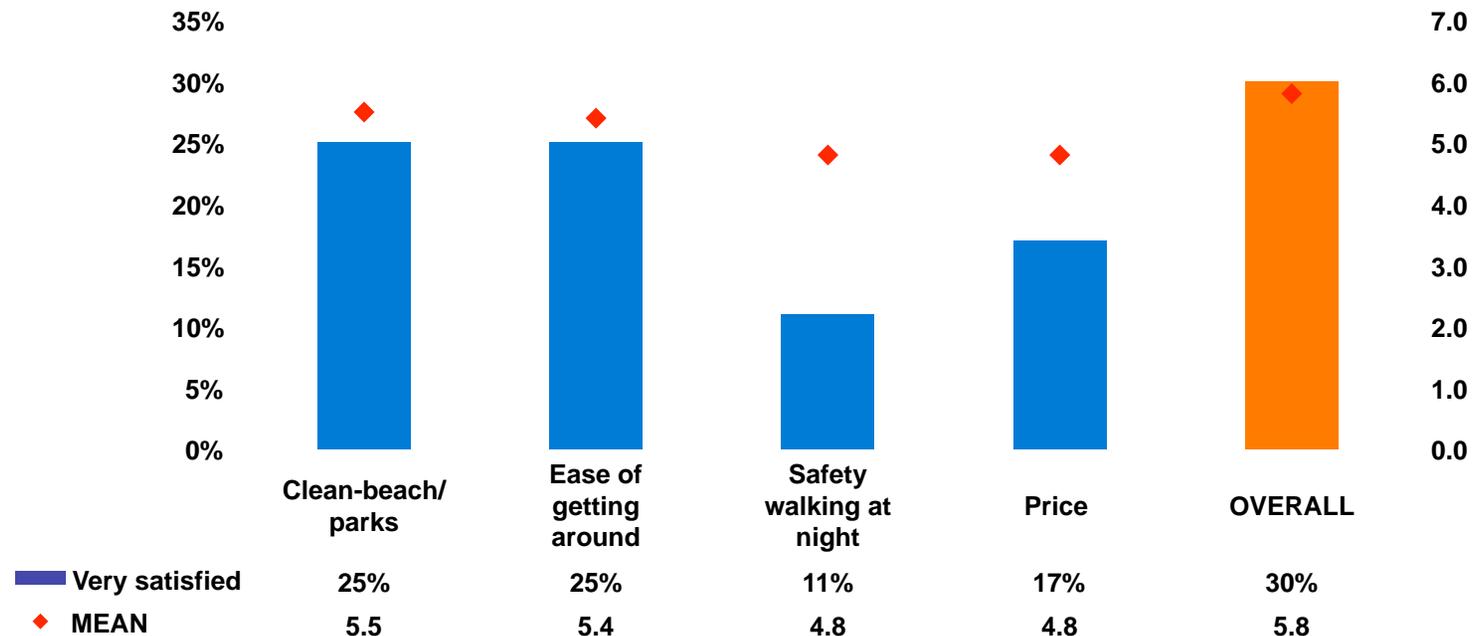
	MEAN \$
Food & Beverages	\$6.70
Gifts/Souvenirs Self	\$11.50
Gifts/Souvenirs Others	\$8.30
Total	\$26.40

SECTION 4 **VISITOR SATISFACTION**

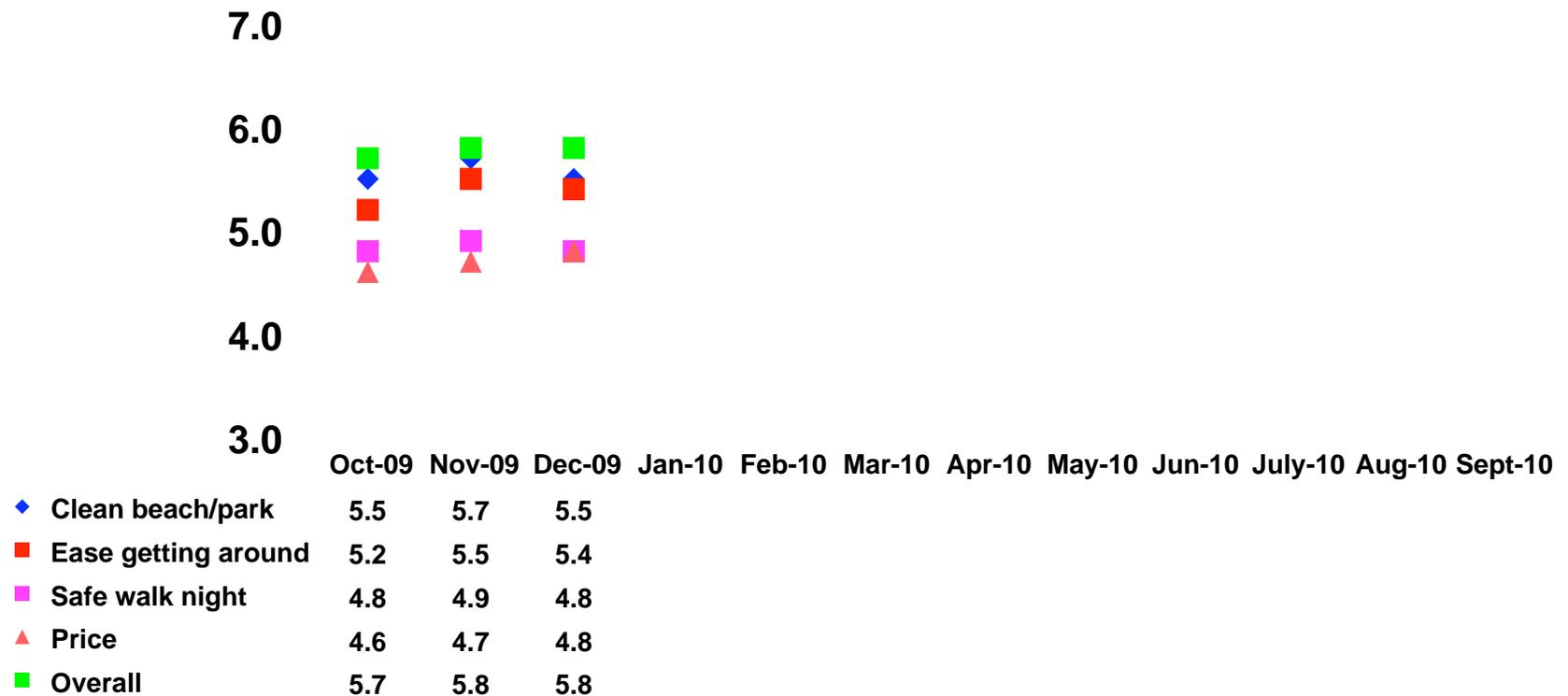
Satisfaction Scores Overall

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



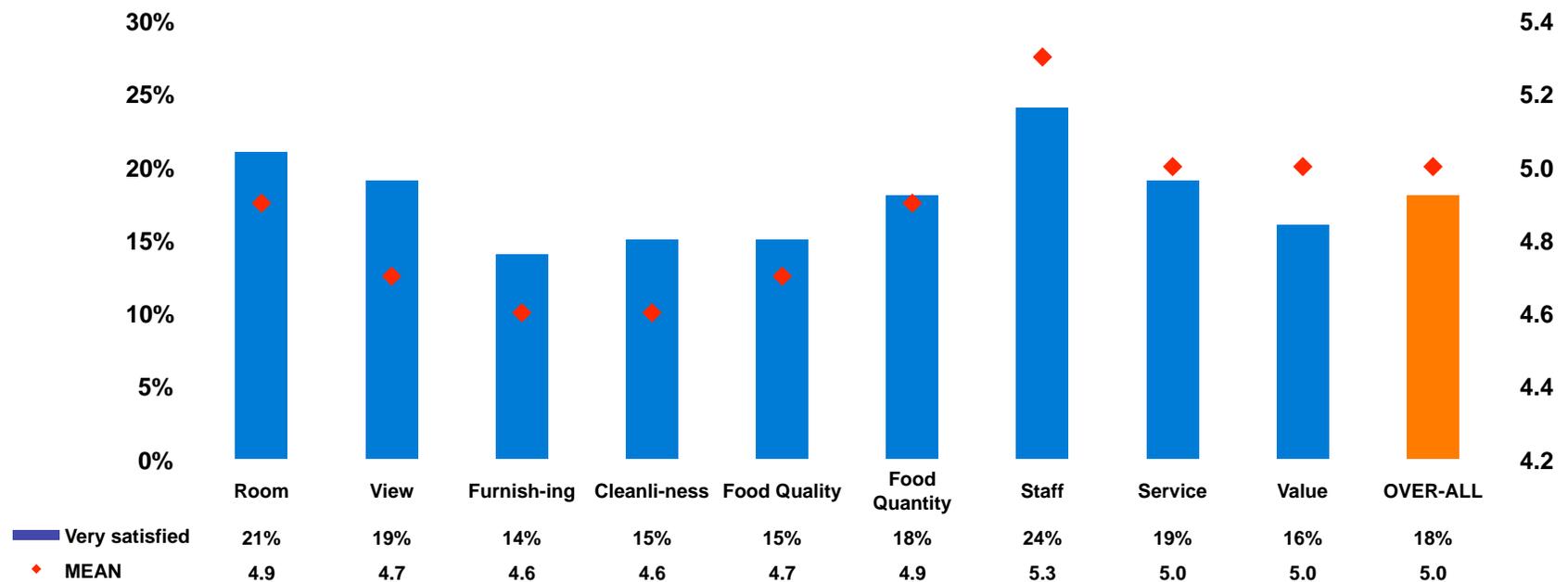
Guam Perceptions



Quality of Accommodations

7pt Rating Scale

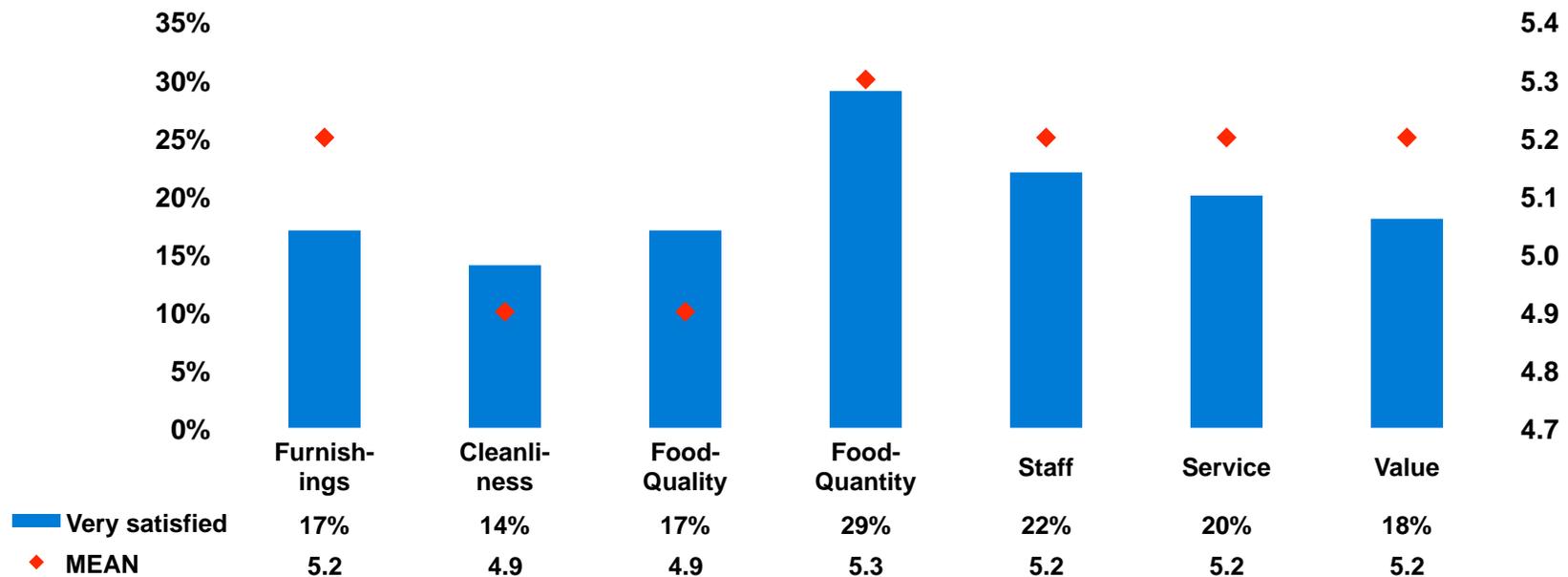
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

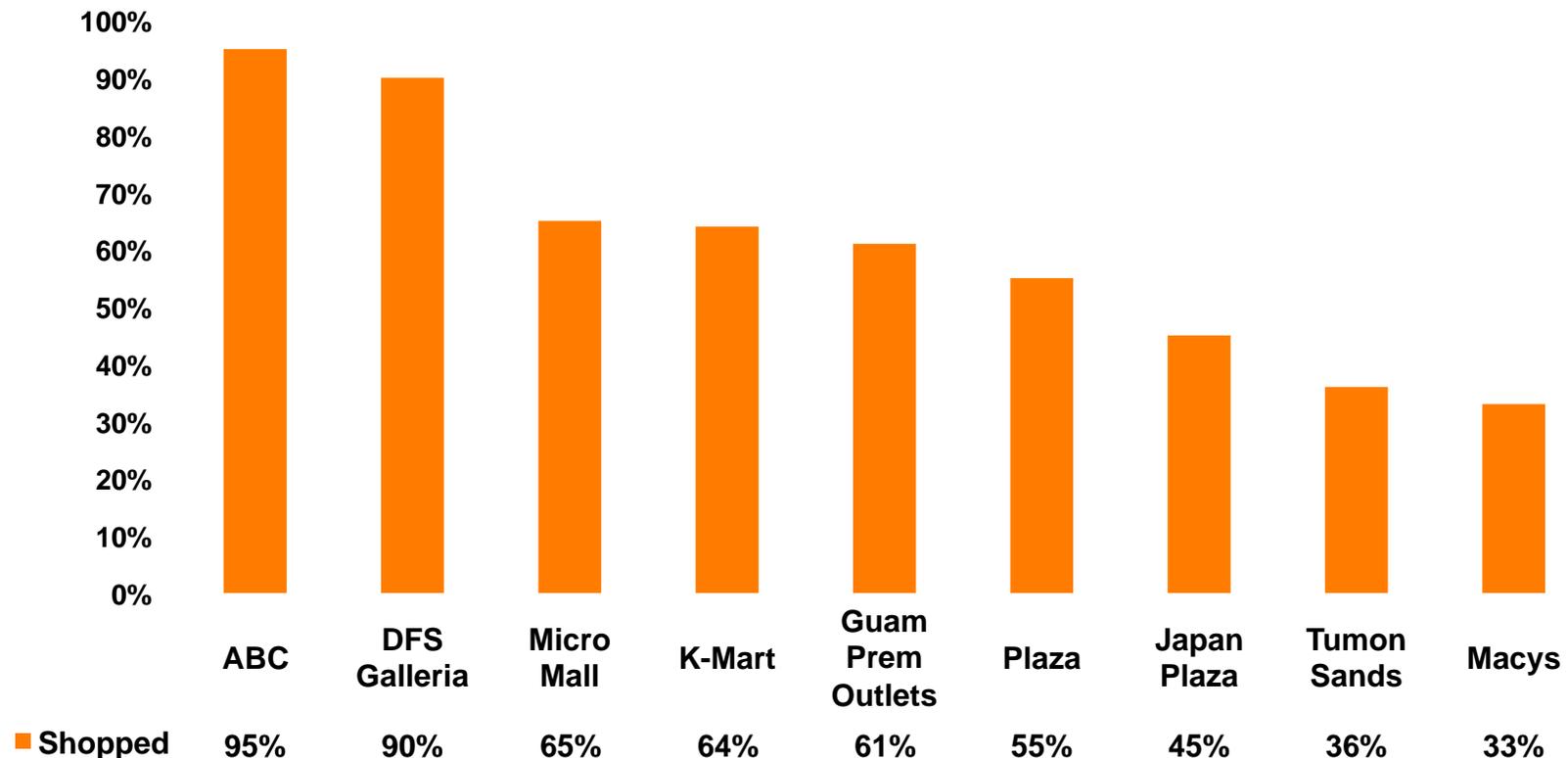
7pt Rating Scale

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 = **49%**

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

Score 1 to 3 = **8%**

MEAN = 5.3

Variety of Shopping

Score of 6 to 7 = **48%**

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

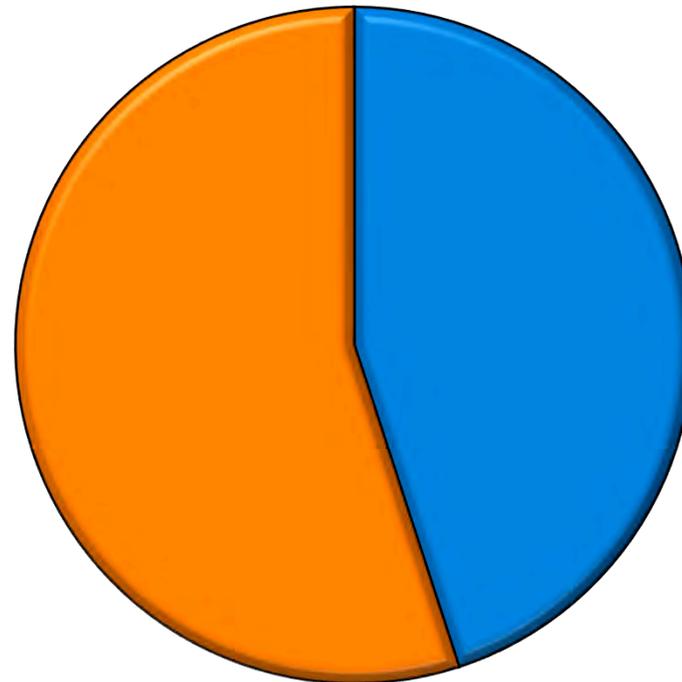
Score 1 to 3 = **9%**

MEAN = 5.2

Optional Tour Participation

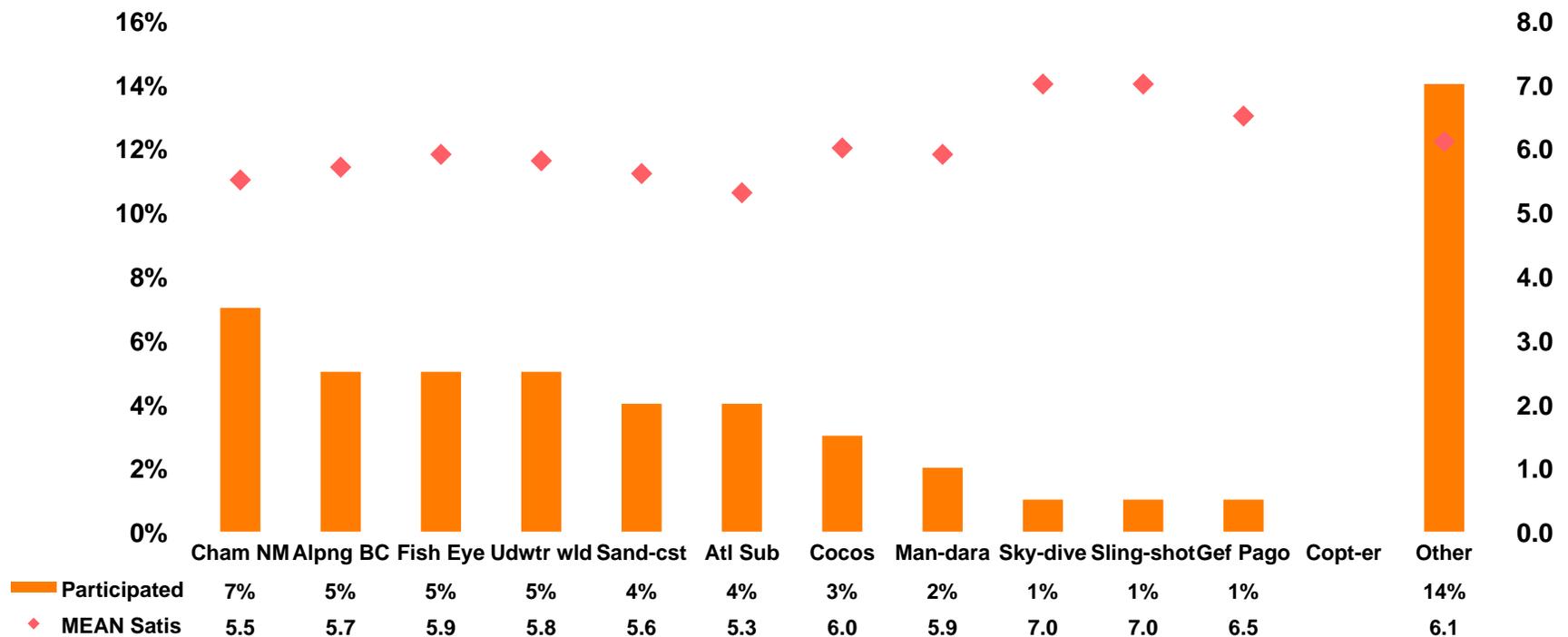
- Average number of tours participated in is 1.0

**One or more
55%**



**None
45%**

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 = **43%**

Score of 4 to 5 = **50%**

Score 1 to 3 = **7%**

MEAN = 5.1

Variety of Day Tour

Score of 6 to 7 = **44%**

Score of 4 to 5 = **52%**

Score 1 to 3 = **4%**

MEAN = 5.1

Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

r

Quality of Night Tour

Score of 6 to 7 = **28%**

Score of 4 to 5 = **69%**

Score 1 to 3 = **2%**

MEAN = 4.8

Variety of Night Tour

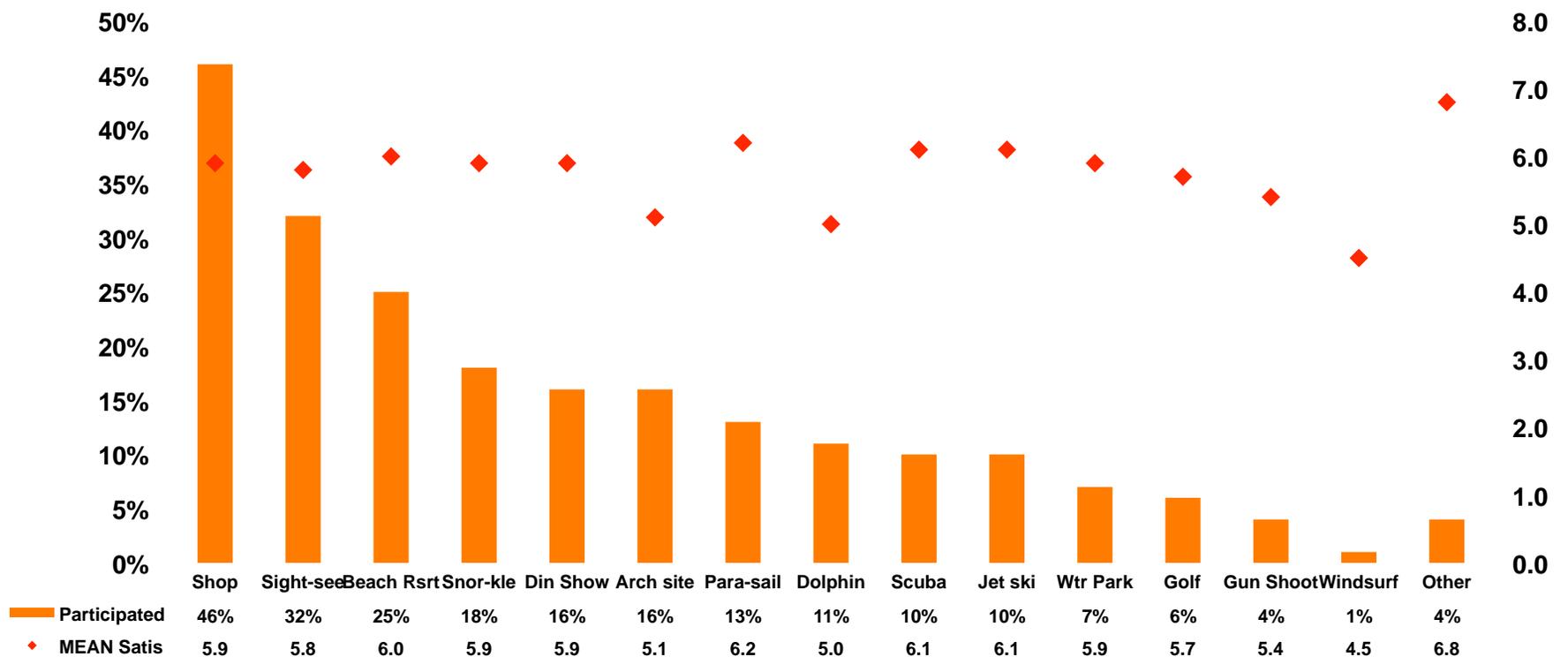
Score of 6 to 7 = **24%**

Score of 4 to 5 = **71%**

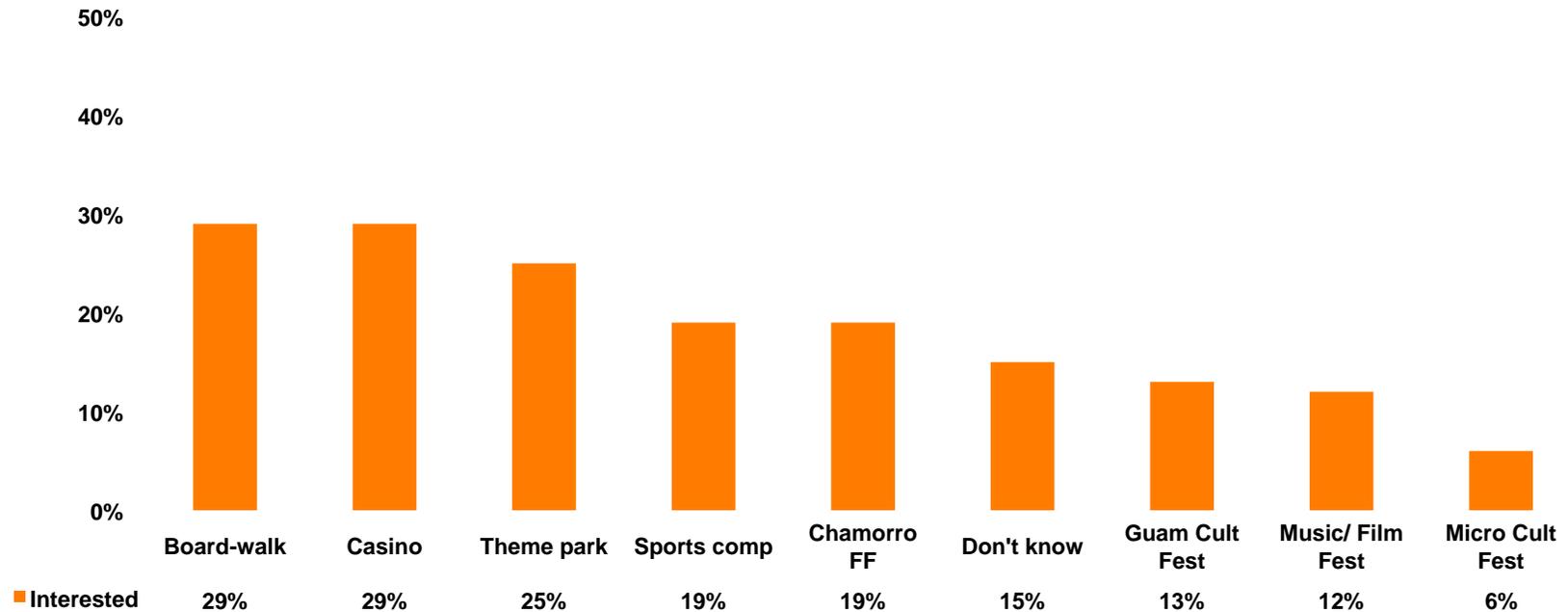
Score 1 to 3 = **6%**

MEAN = 4.7

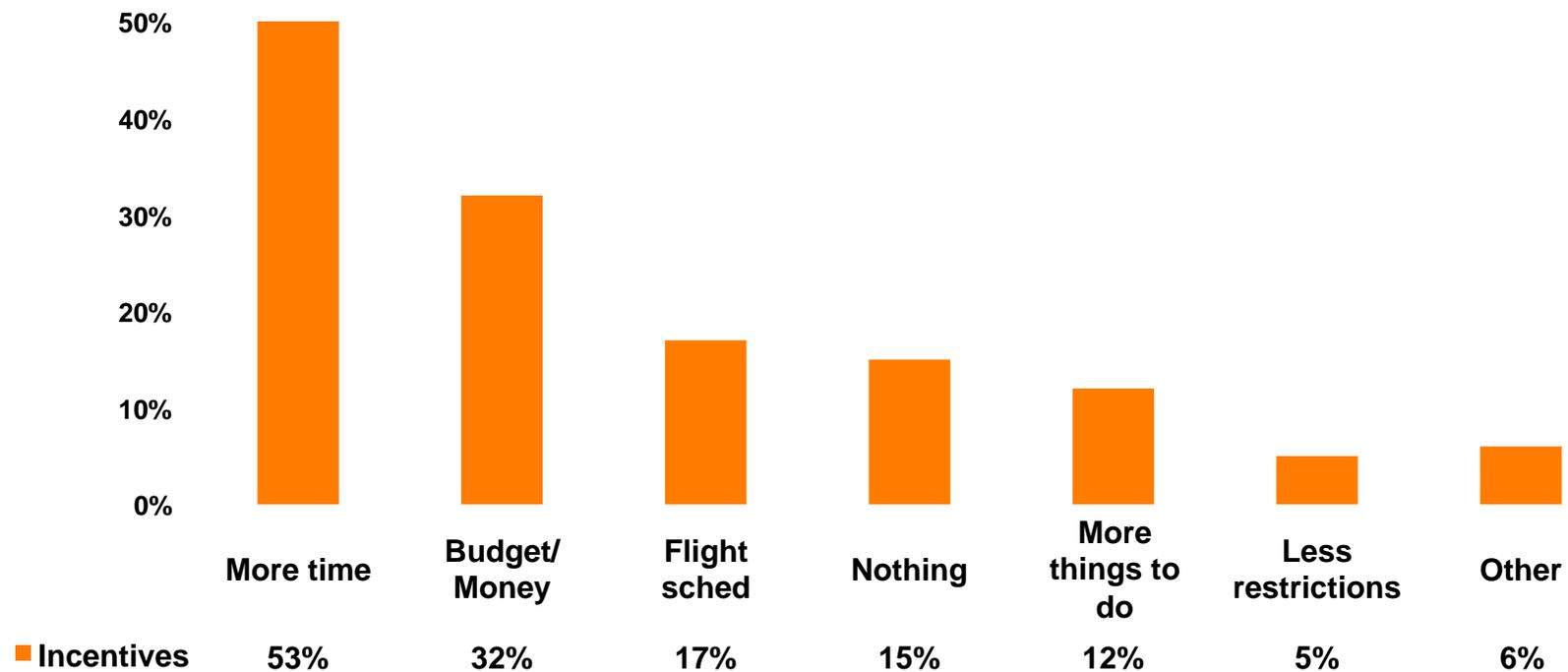
Satisfaction with Other Activities



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



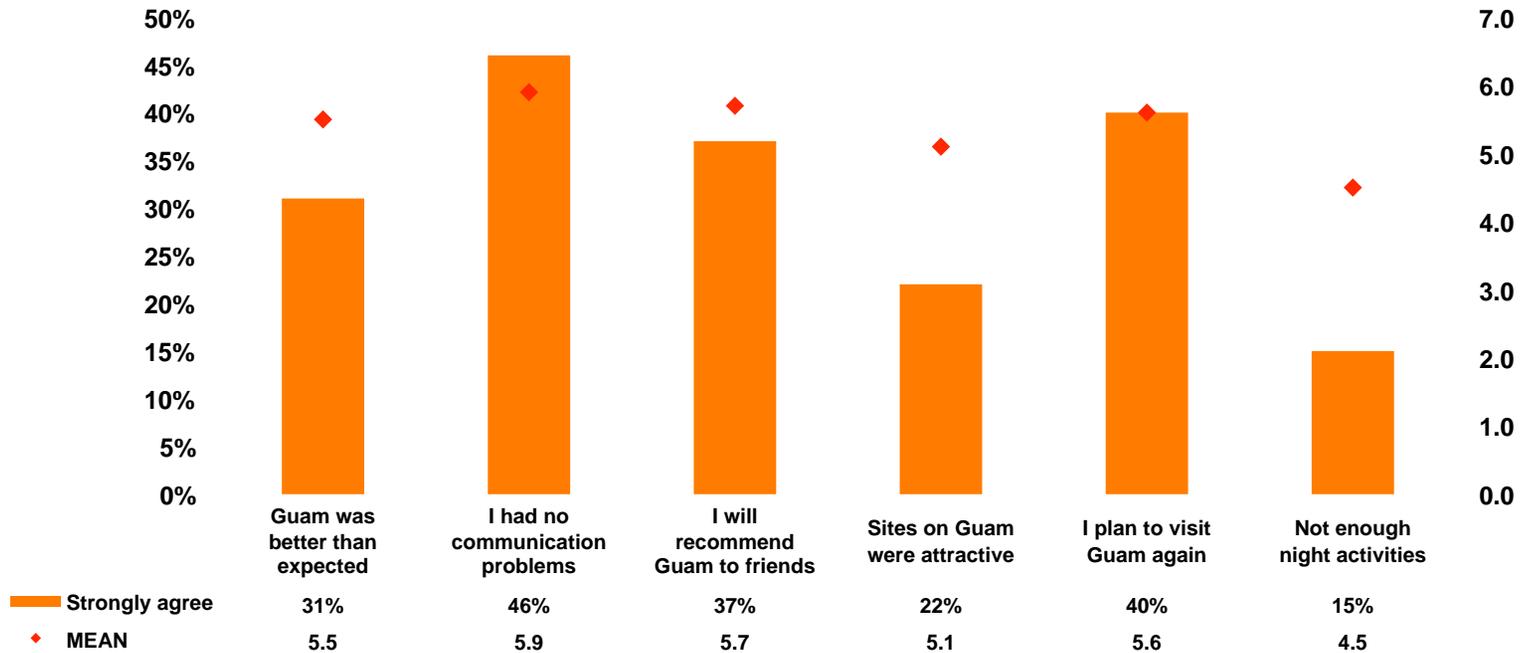
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

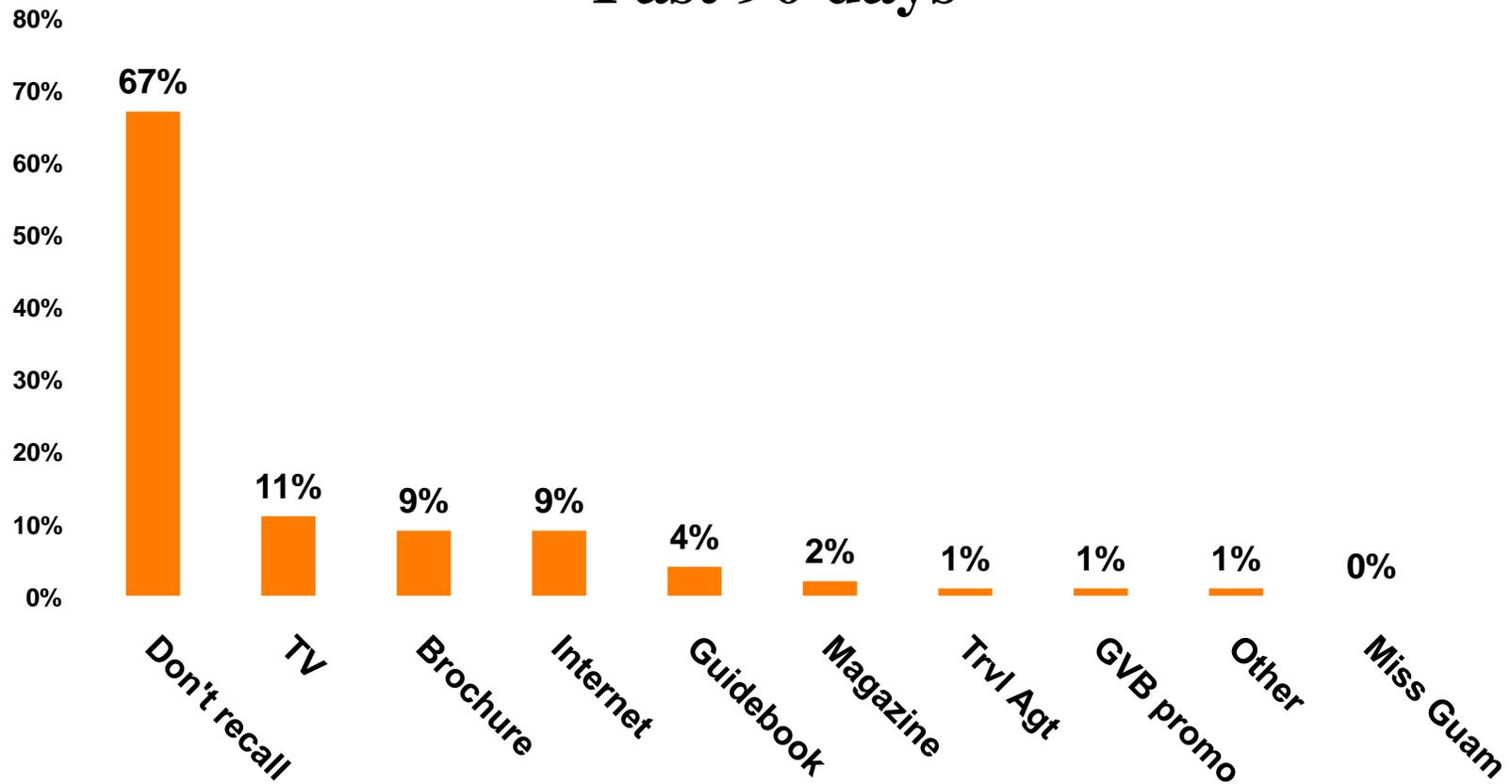
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days



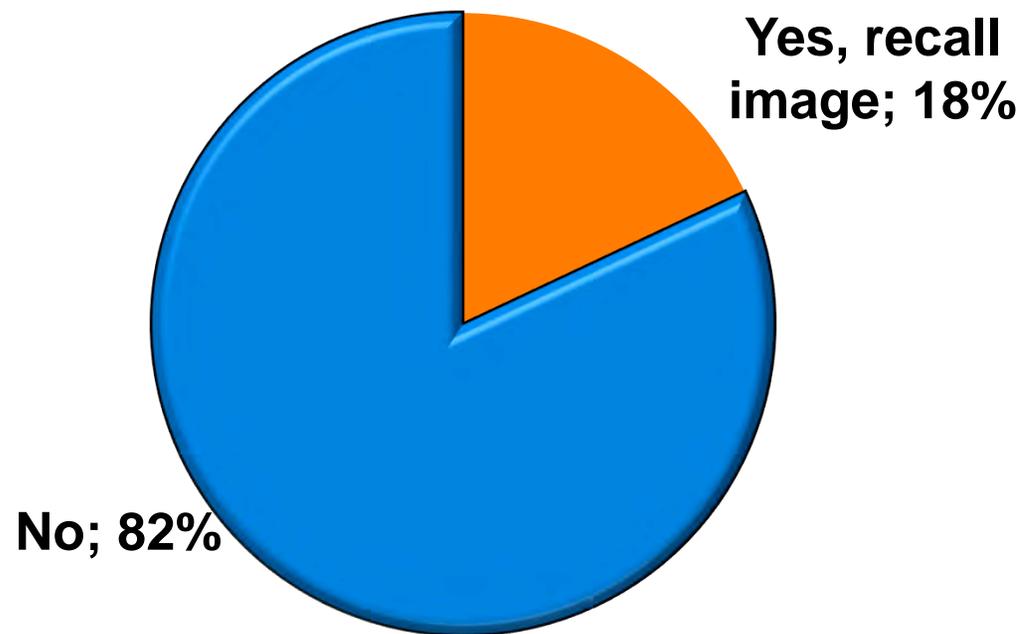
Message Recall

(Filter: recall ad/promo n=123)

- 62% An image
- 23% Other
- 11% Don't recall
- 4% Tag line

Aided Awareness - Image Test

(Filter: recall ad/promo n=124)



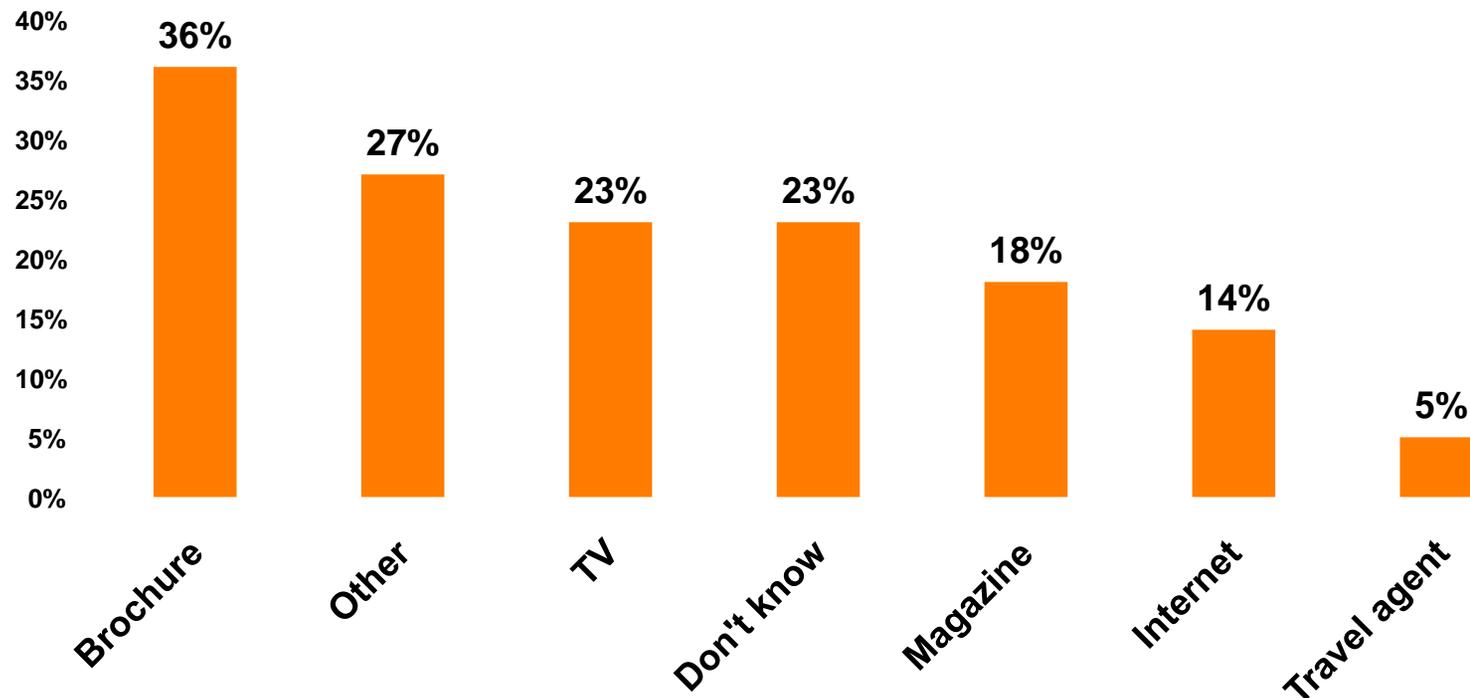
Aided Image Recall

(Filter: recall image n=22)

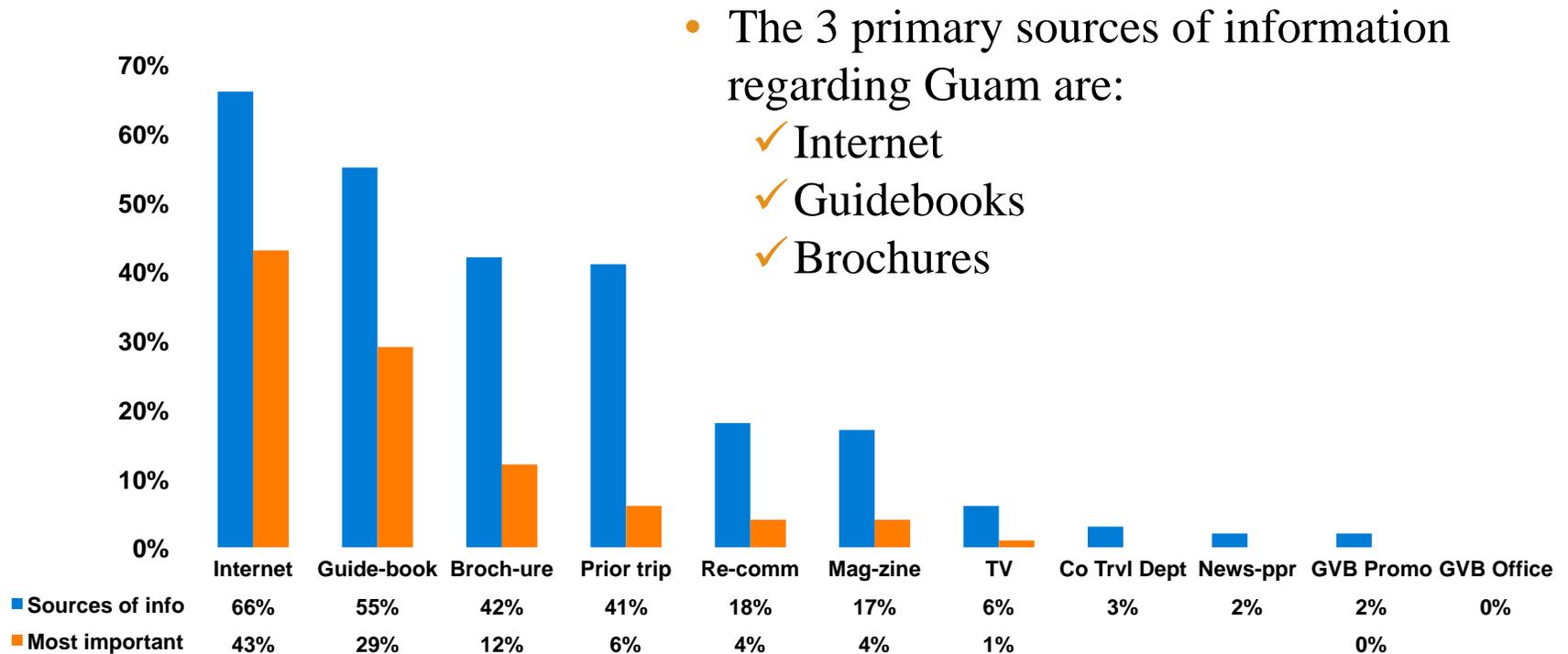
- 68% - Sakana Kun
- 36% - Touch the culture/ Yard
- 18% - Touch the culture/ Sunset
- 9% - Tokyo area – transportation ad

Aided Image Recall - Media Outlet

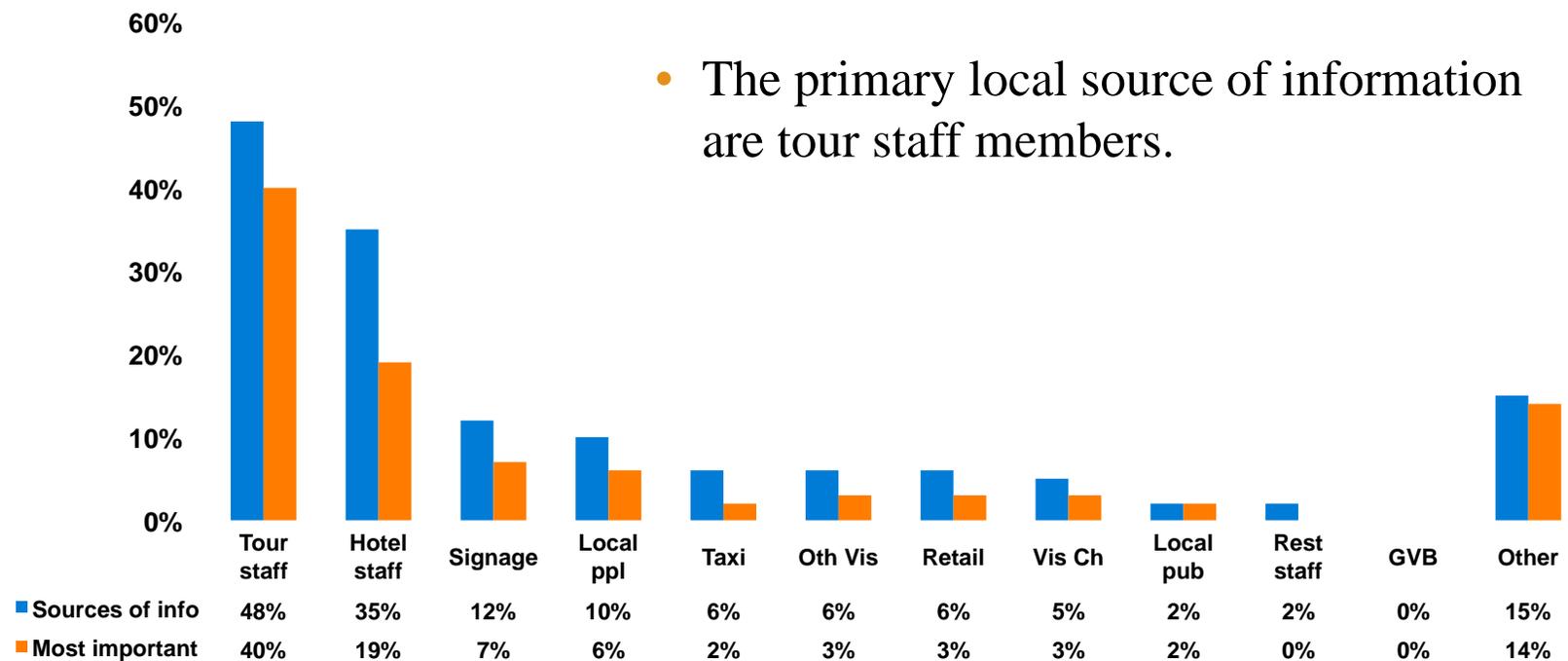
(Filter: Recall image/ n=22)



Sources of Information Pre-arrival



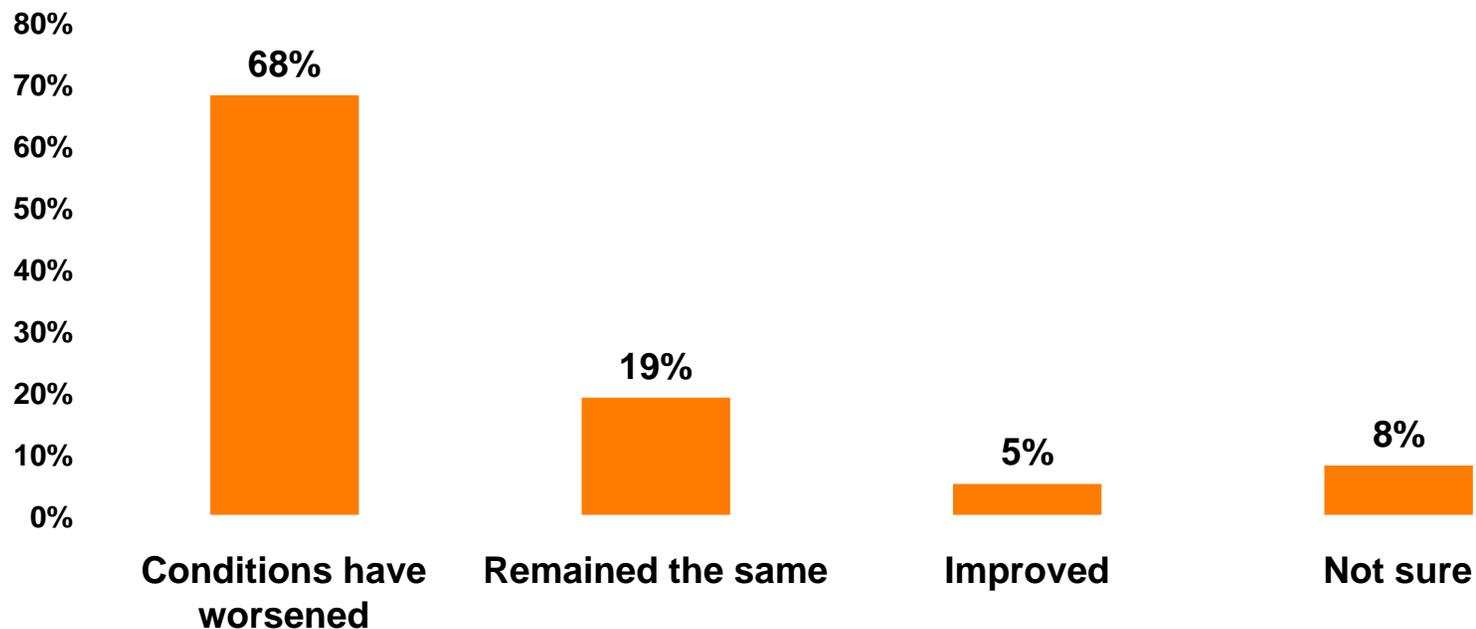
Sources of Information Post-arrival



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

SECTION 6 **OTHER ISSUES**

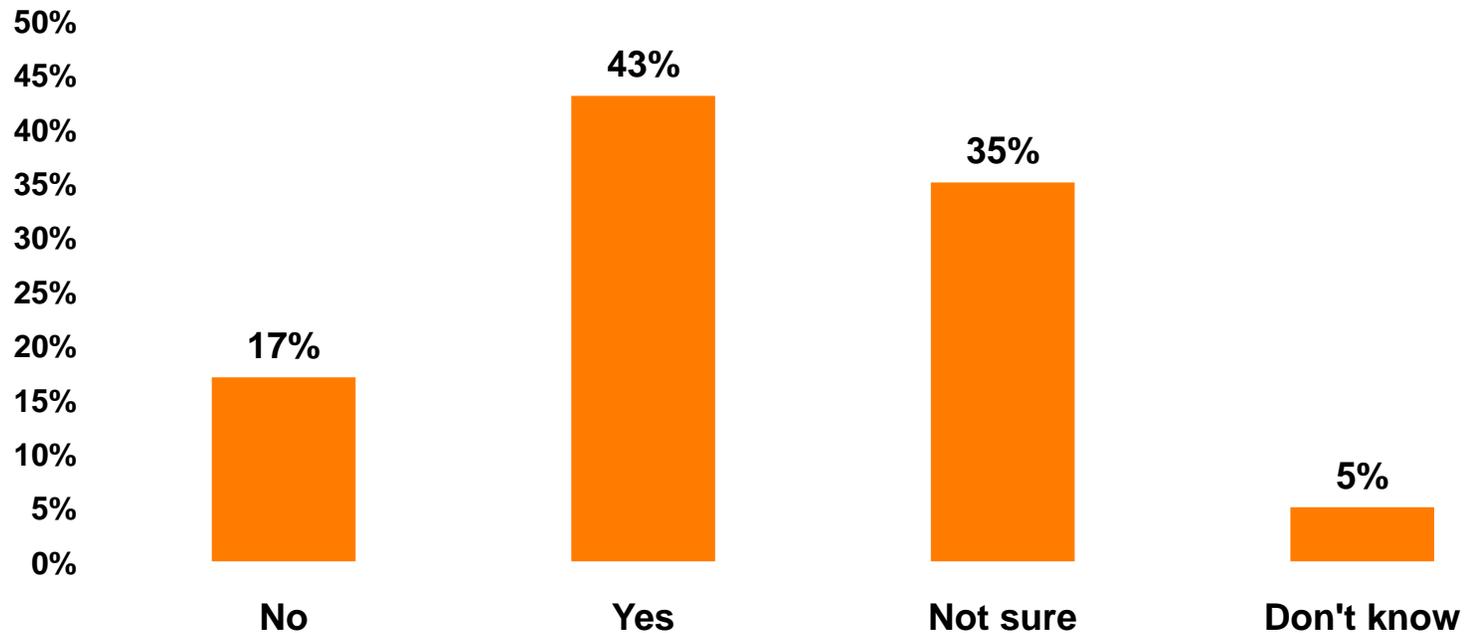
Rating the Japan economy compared to 12 months ago - Overall



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		61%	68%	81%	97%	70%	69%	59%	65%	76%	71%	67%
	Conditions have remained the same	100%	23%	20%	14%		17%	24%	24%	26%	17%	16%	17%
	Conditions have improved		4%	7%	3%		5%	2%	8%	7%	2%	5%	
	Do not know		11%	6%	3%	3%	8%	5%	8%	2%	5%	7%	17%
Total	Count	1	158	102	36	29	60	42	37	54	42	56	6

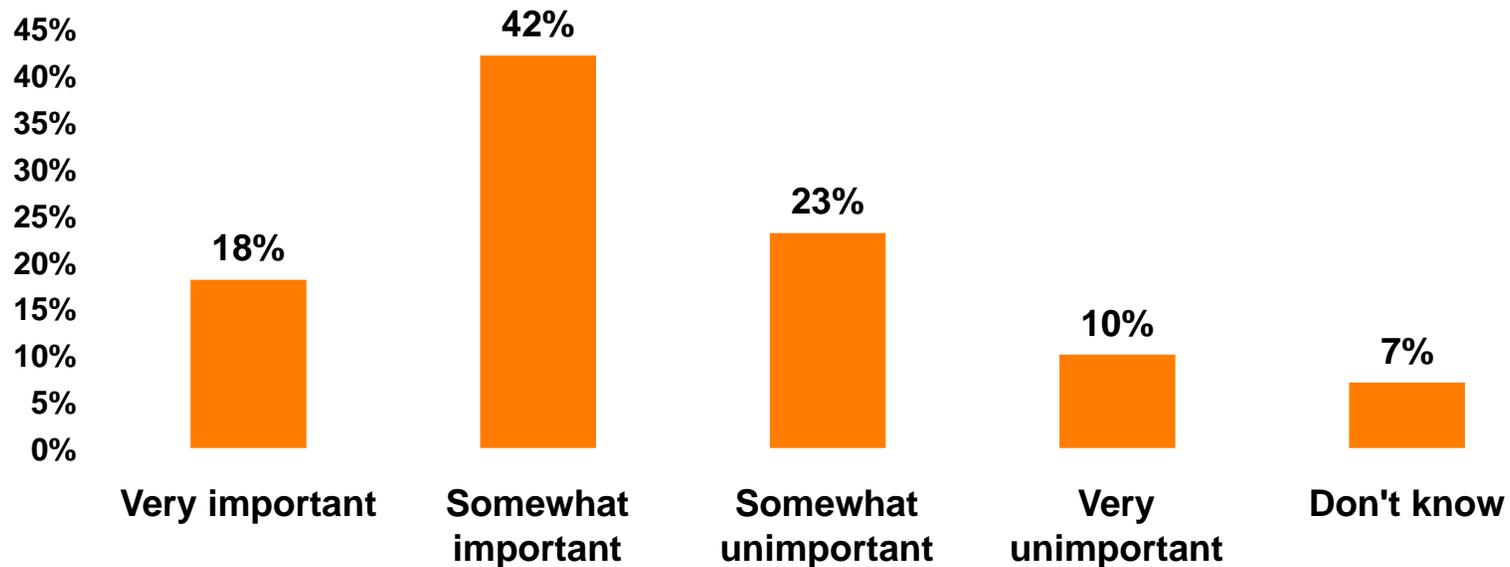
Good time to spend money on travel outside of Japan - Overall



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%	21%	11%	10%	25%	14%	16%	20%	16%	9%	17%
	Yes		40%	43%	41%	62%	33%	40%	30%	51%	44%	56%	67%
	Not sure	100%	38%	28%	46%	28%	42%	43%	49%	22%	35%	32%	17%
	Do not know		5%	8%	3%			2%	5%	7%	5%	4%	
Total	Count	1	159	103	37	29	60	42	37	55	43	57	6

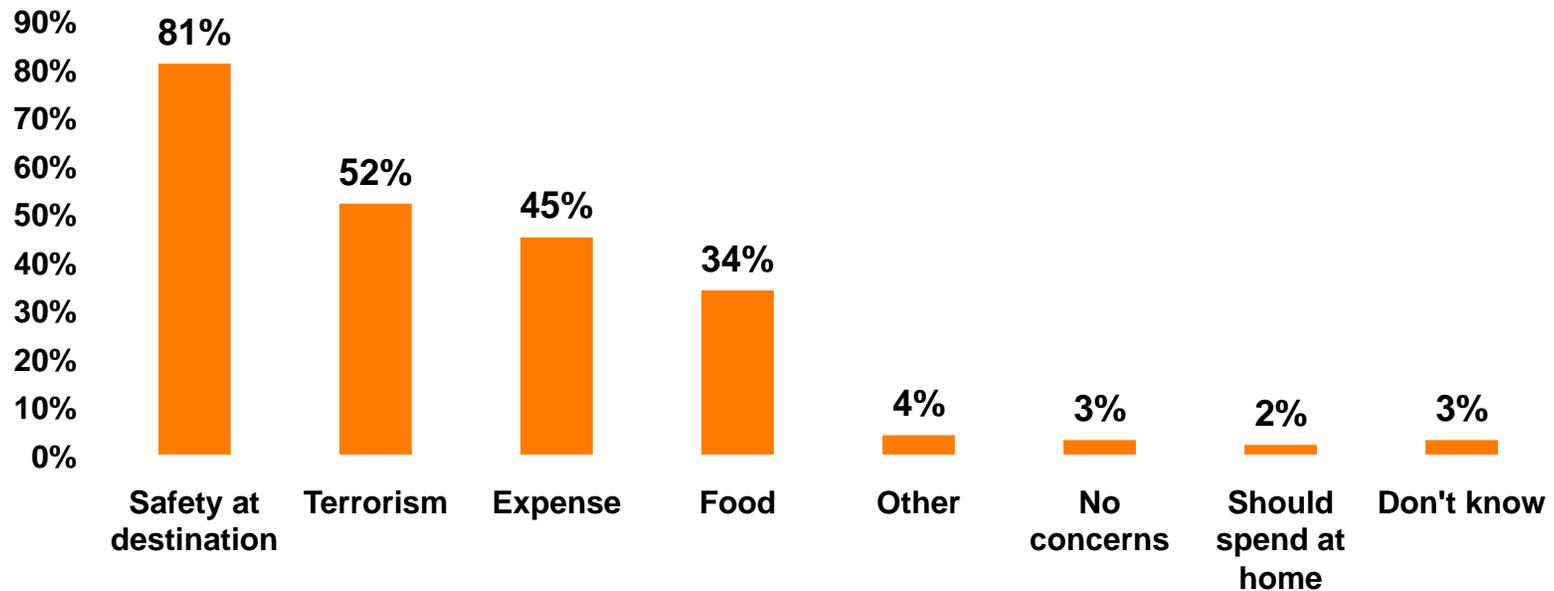
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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

		AGE					PERSONAL INCOME						Nc. Inc
		<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+	
Q.25	Very unimportant		9%	14%	8%	7%	7%	19%	3%	5%	9%	21%	
	Somewhat unimportant		22%	22%	24%	31%	18%	17%	27%	33%	23%	25%	
	Somewhat important	100%	44%	37%	54%	34%	45%	43%	46%	35%	51%	37%	57%
	Very important		16%	20%	8%	28%	23%	14%	19%	24%	12%	12%	17%
	Do not know		9%	7%	5%		7%	7%	5%	4%	5%	5%	17%
Total	Count	1	158	103	37	29	60	42	37	55	43	57	6

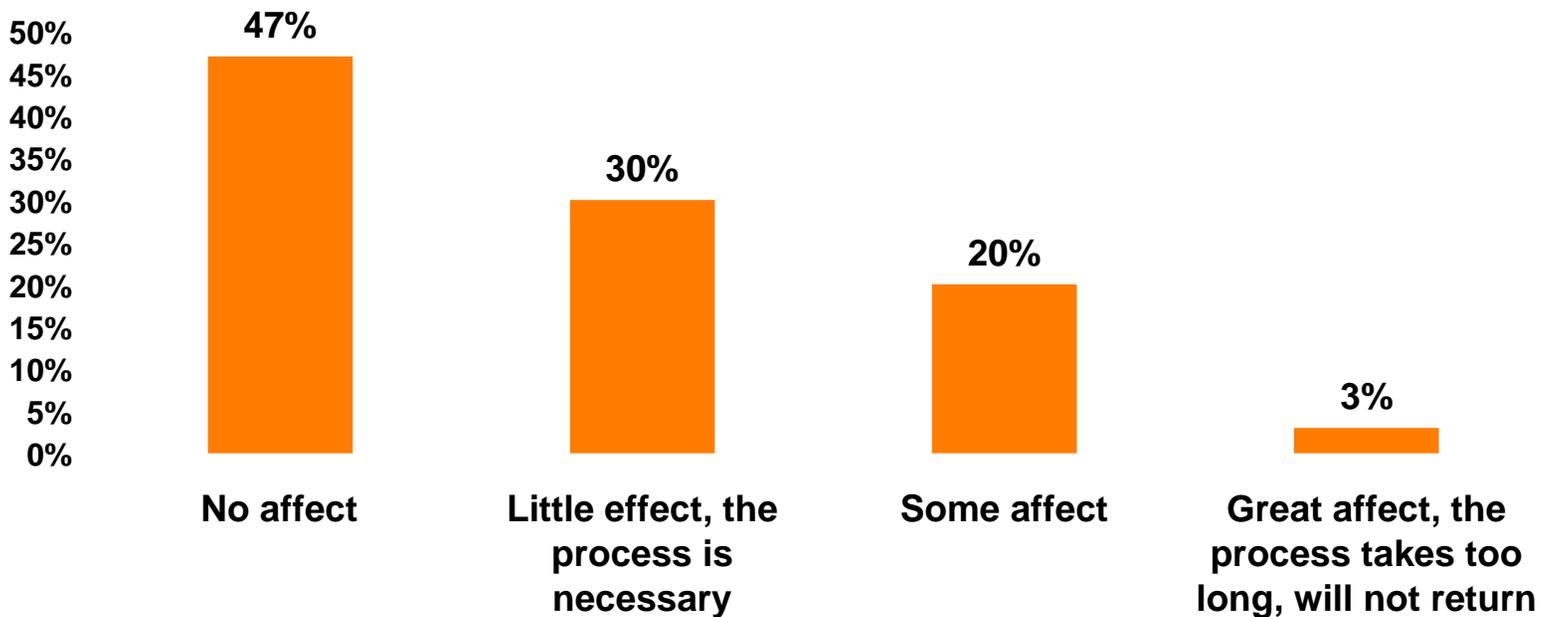
Concerns about travel outside of Japan - Overall



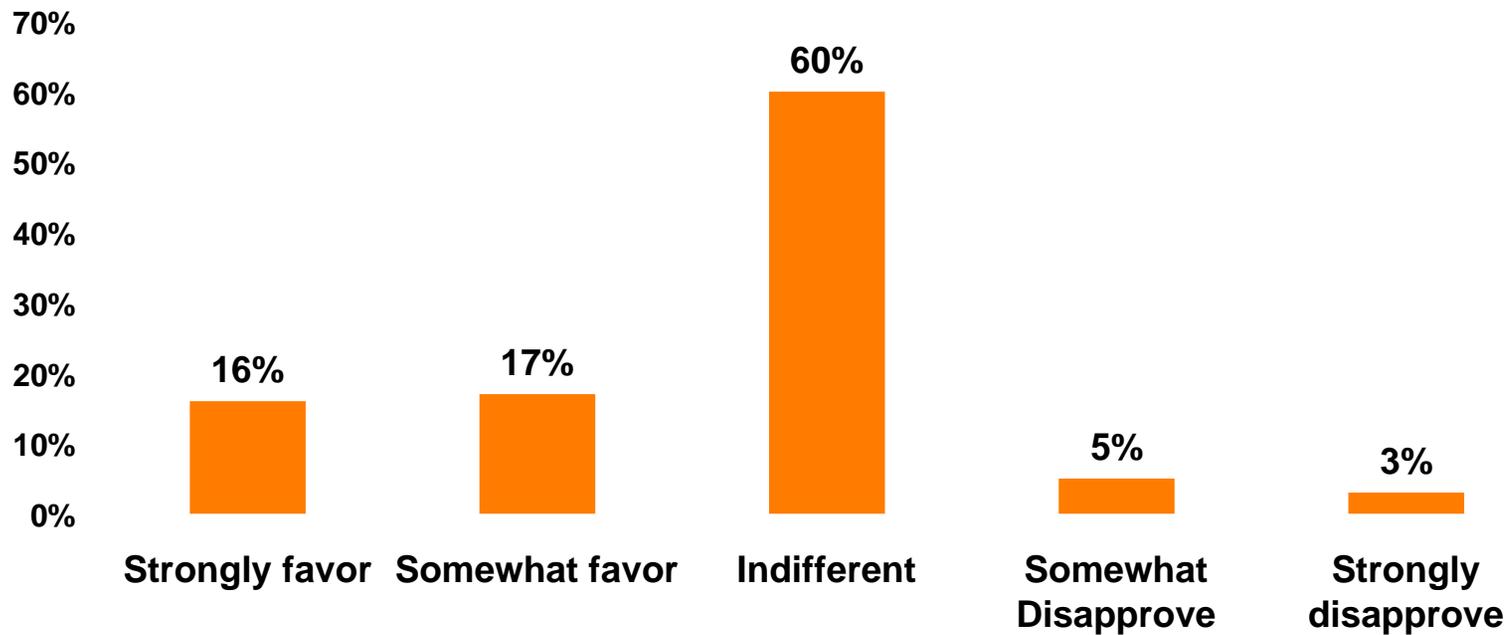
Concerns about travel outside of Japan - By Age & Income

	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	100%	82%	79%	81%	79%	87%	76%	84%	87%	84%	74%	50%	
Terrorism	100%	52%	50%	51%	59%	60%	62%	54%	44%	44%	58%	50%	
Expense	100%	49%	44%	38%	31%	47%	57%	54%	49%	47%	28%	17%	
Food	100%	36%	35%	30%	21%	33%	40%	27%	36%	44%	33%	17%	
Other		3%	6%	5%		2%	12%	3%	7%	2%			
No concerns		3%	2%	3%	7%		2%		4%	2%	9%		
Do not know		3%	5%	3%		2%	2%		2%	2%	2%	17%	
Spending money abroad when it should be spent at home		3%	2%	3%		3%	5%		2%		2%		
Total	Cases	1	160	103	37	29	60	42	37	55	43	57	6

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	29	24	30	18	5
		Col %	17.9%	14.4%	13.3%	20.9%	29.4%
	Somewhat favor	Count	27	28	31	16	8
		Col %	16.7%	16.8%	13.7%	18.6%	47.1%
	Indifferent	Count	94	102	145	47	4
		Col %	58.0%	61.1%	64.2%	54.7%	23.5%
	Somewhat disapprove	Count	7	9	12	4	
		Col %	4.3%	5.4%	5.3%	4.7%	
	Strongly disapprove	Count	5	4	8	1	
		Col %	3.1%	2.4%	3.5%	1.2%	
Total	Count		162	167	226	86	17

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

- Mean Rating – **3.3** out of possible 7.0
- Agree (Score 6-7) – **12%**
- Neutral (Score 4-5) – **44%**
- Disagree (Score 1-3) – **44%**

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

