



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

MAY 2011



Prepared by: QMark Research

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Background & Methodology

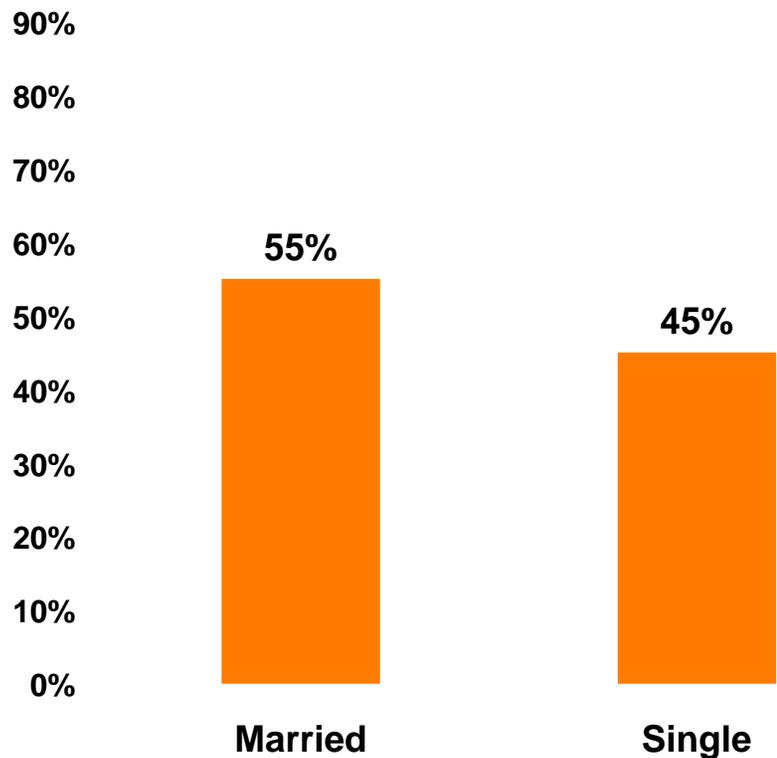
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **327** departing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

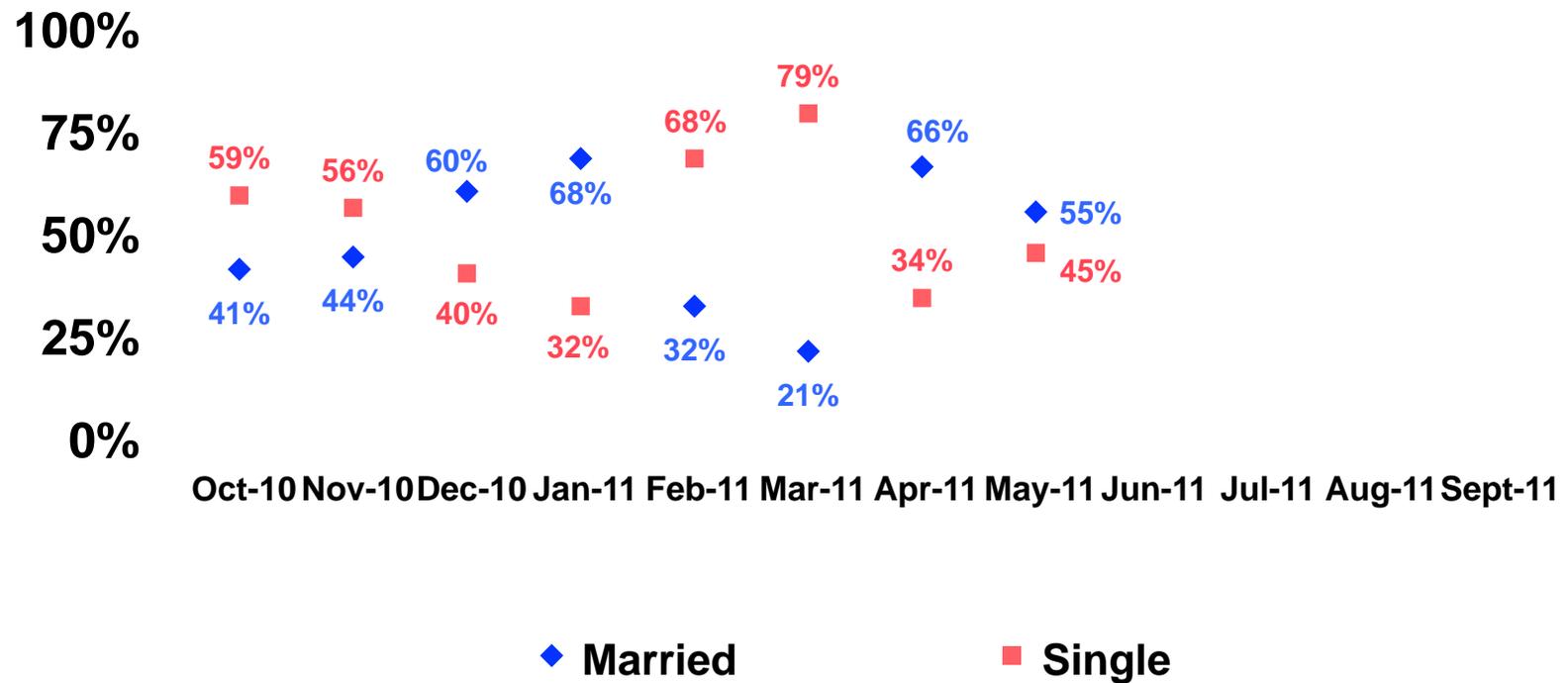
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

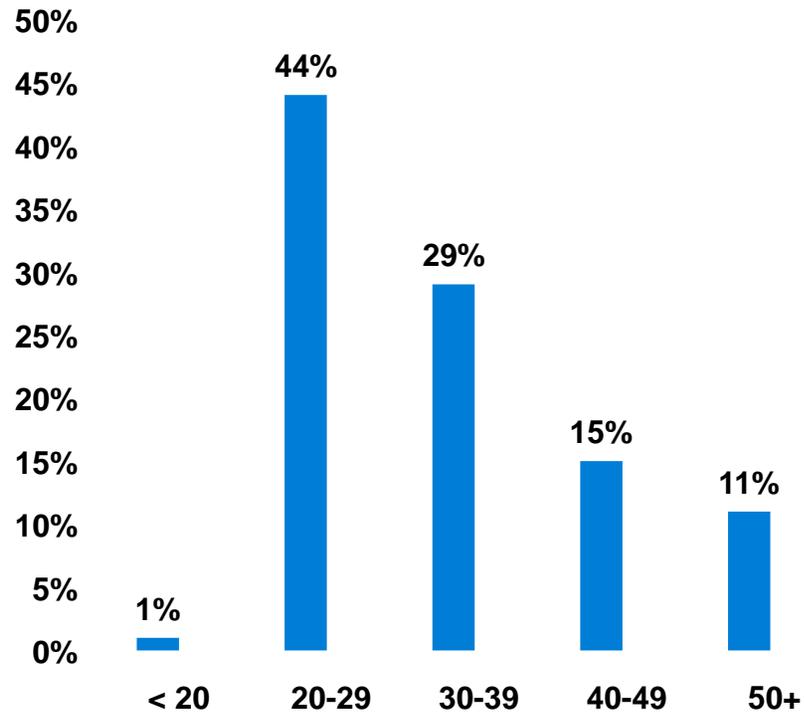


- 66% of repeat visitors are married.

Marital Status

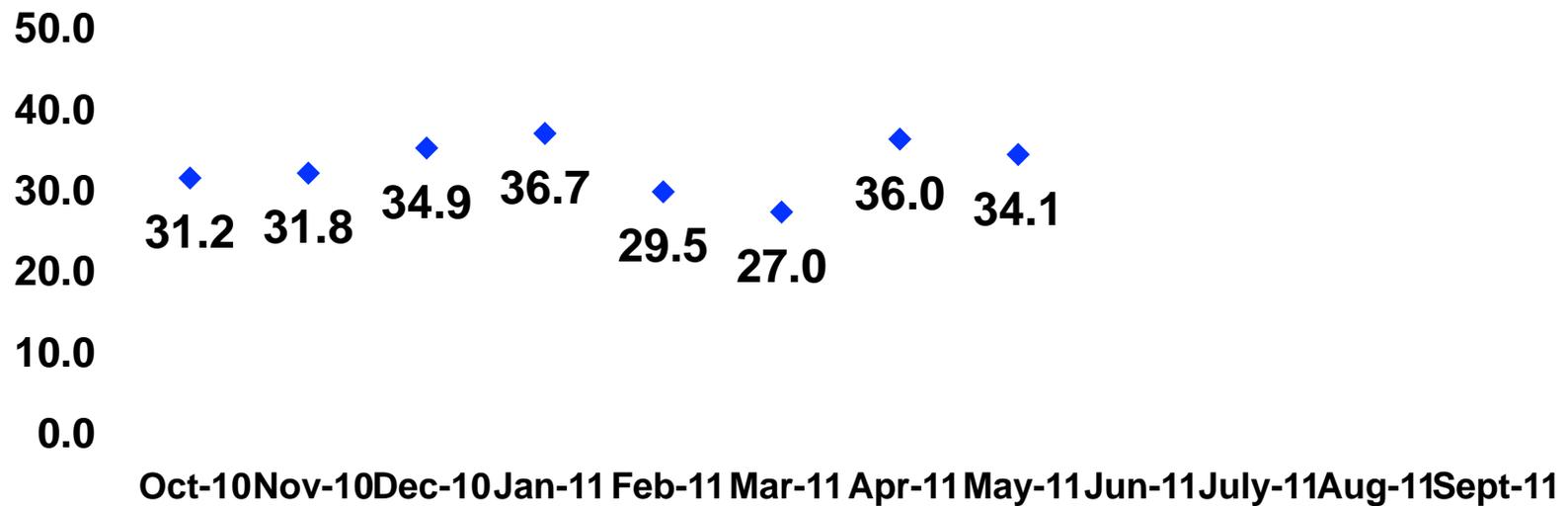


Age - Overall

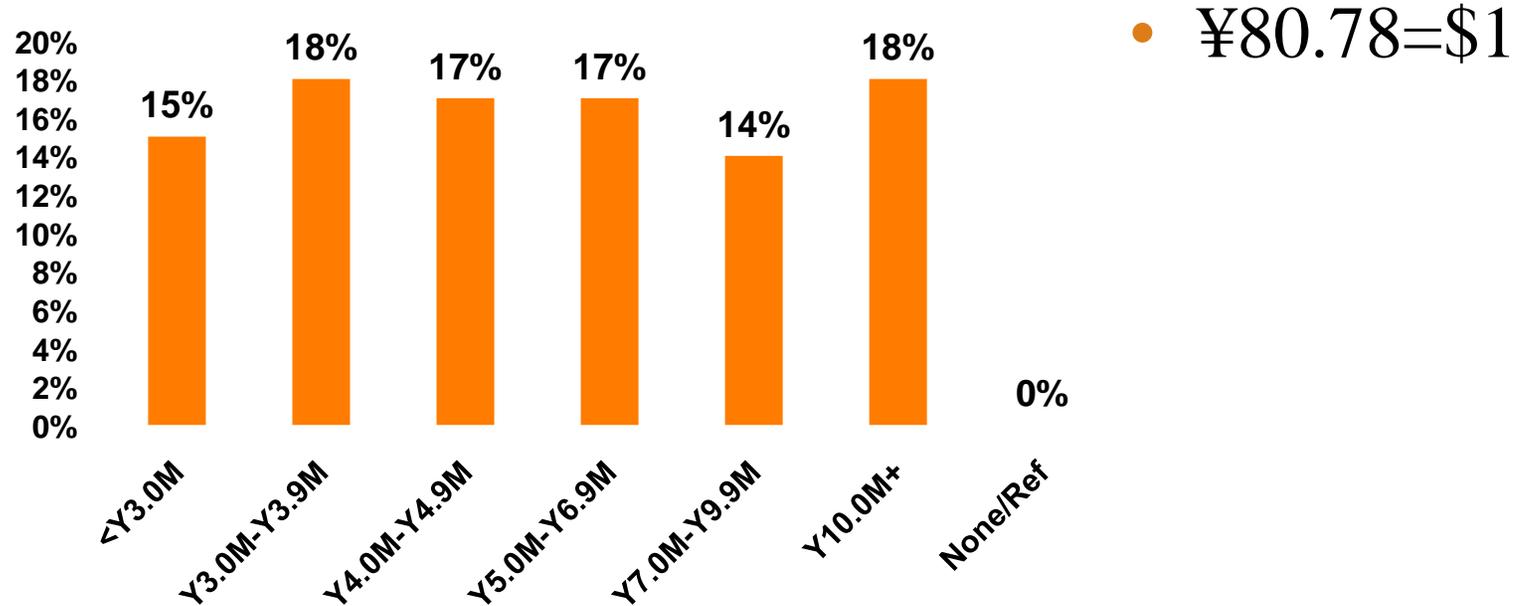


- The average age of the respondents is 34.1 years of age.

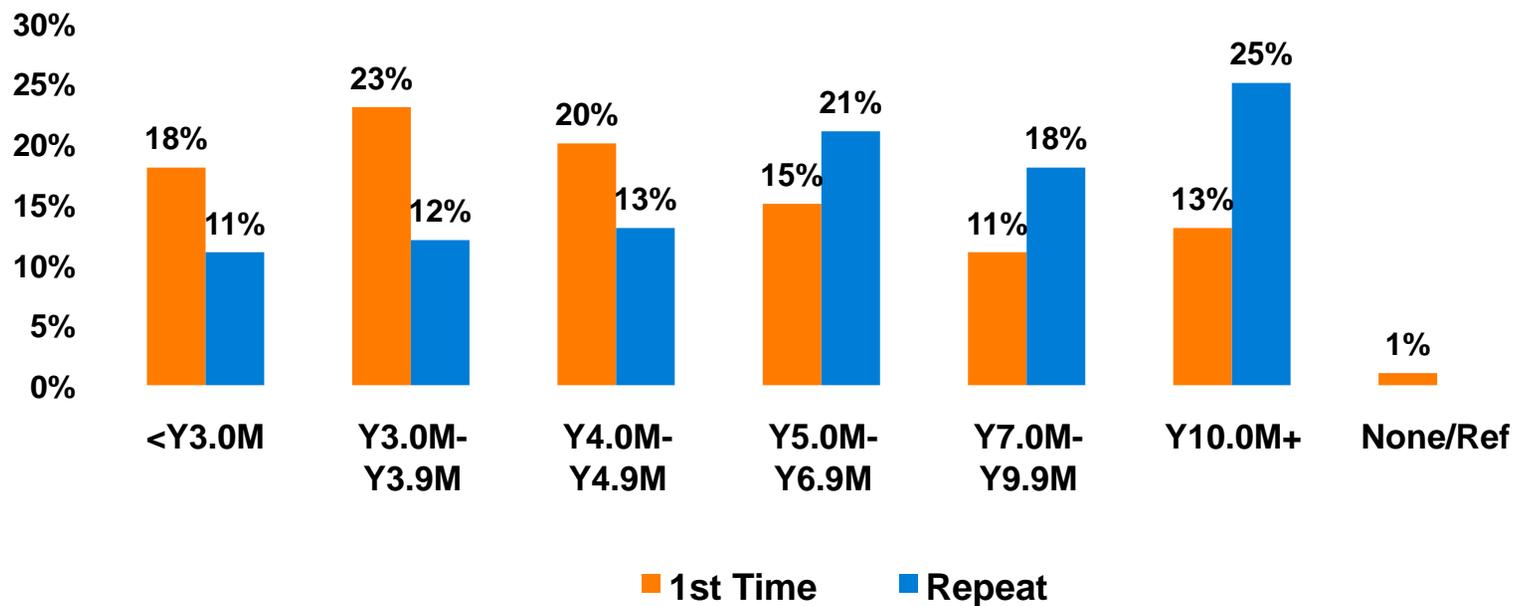
Average Age



Personal Income



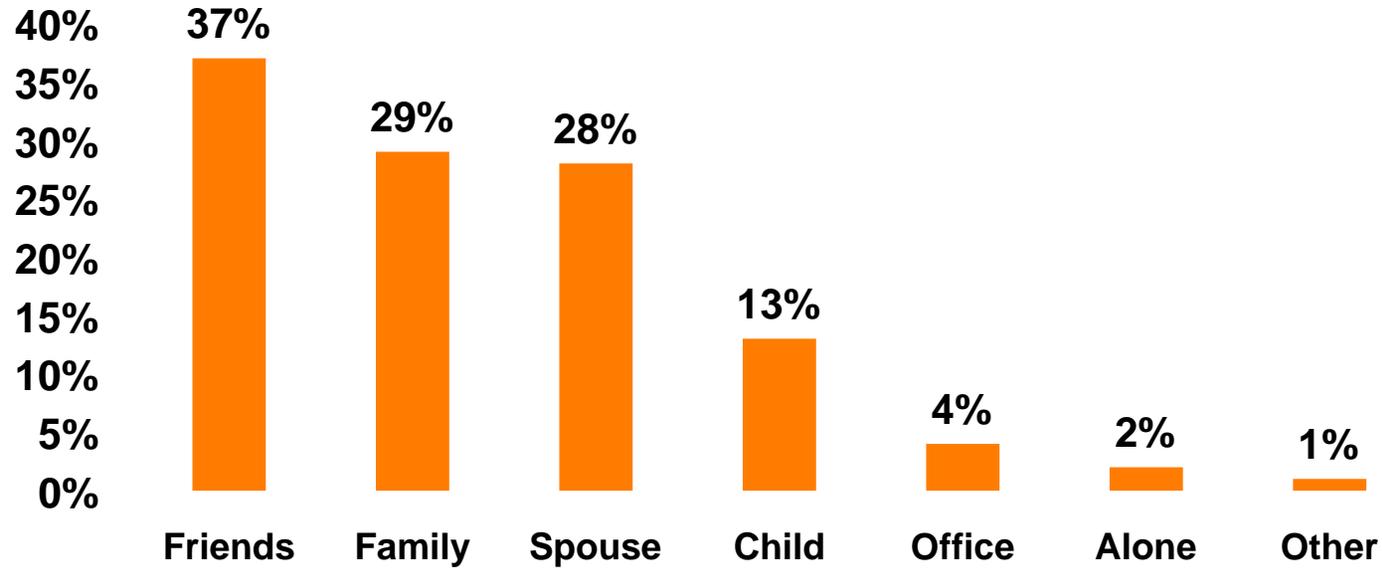
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <Y3.0M	Count	45	11	34		36	6	2	1
		15%	7%	23%		27%	7%	5%	3%
Y3.0M-Y3.9M	Count	54	23	31		39	13	2	
		18%	15%	21%		29%	15%	5%	
Y4.0M-Y4.9M	Count	50	28	22		27	19	2	2
		17%	19%	15%		20%	23%	5%	6%
Y5.0M-Y6.9M	Count	51	28	23		16	17	12	6
		17%	19%	16%		12%	20%	29%	17%
Y7.0M-Y9.9M	Count	41	27	14	1	5	13	8	14
		14%	18%	10%	50%	4%	15%	20%	40%
Y10.0M+	Count	54	32	22	1	11	16	14	12
		18%	21%	15%	50%	8%	19%	34%	34%
No Inc	Count	1	1					1	
		0%	1%					2%	
Total	Count	296	150	146	2	134	84	41	35

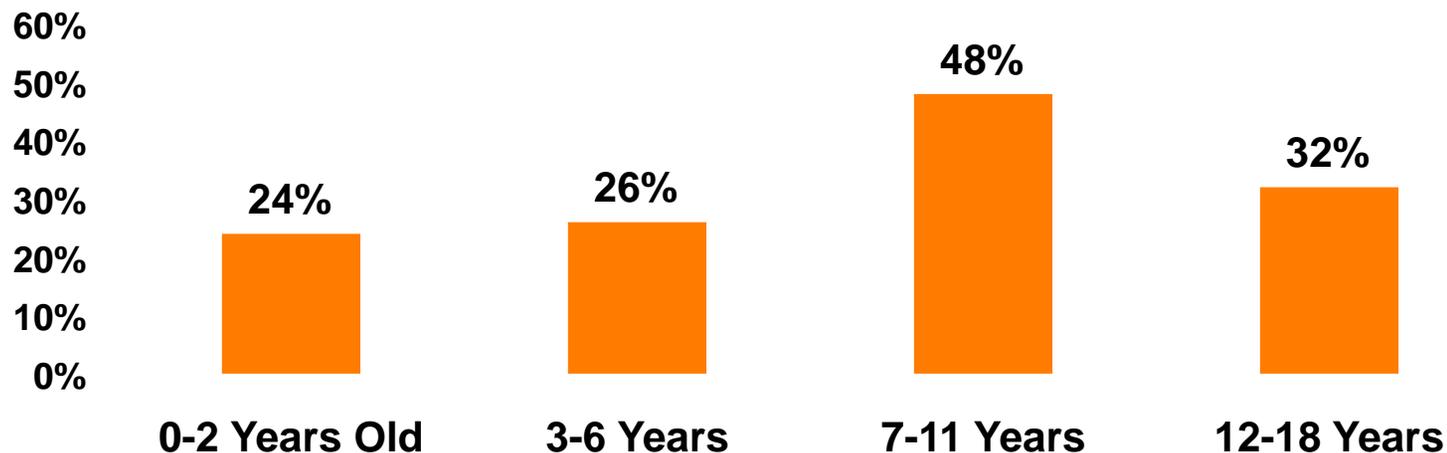
Travel Companions



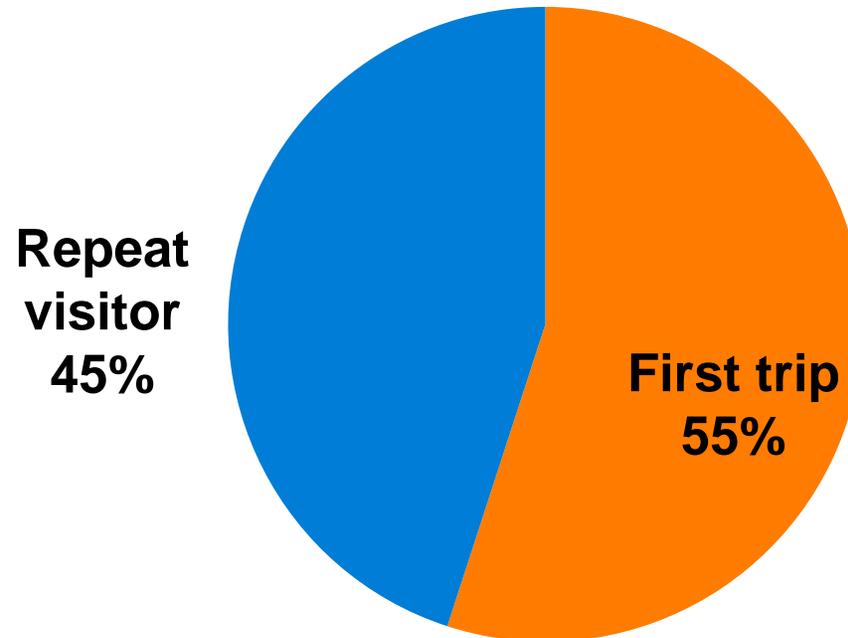
Number of Children Travel Party

N=42 total respondents traveling with children.

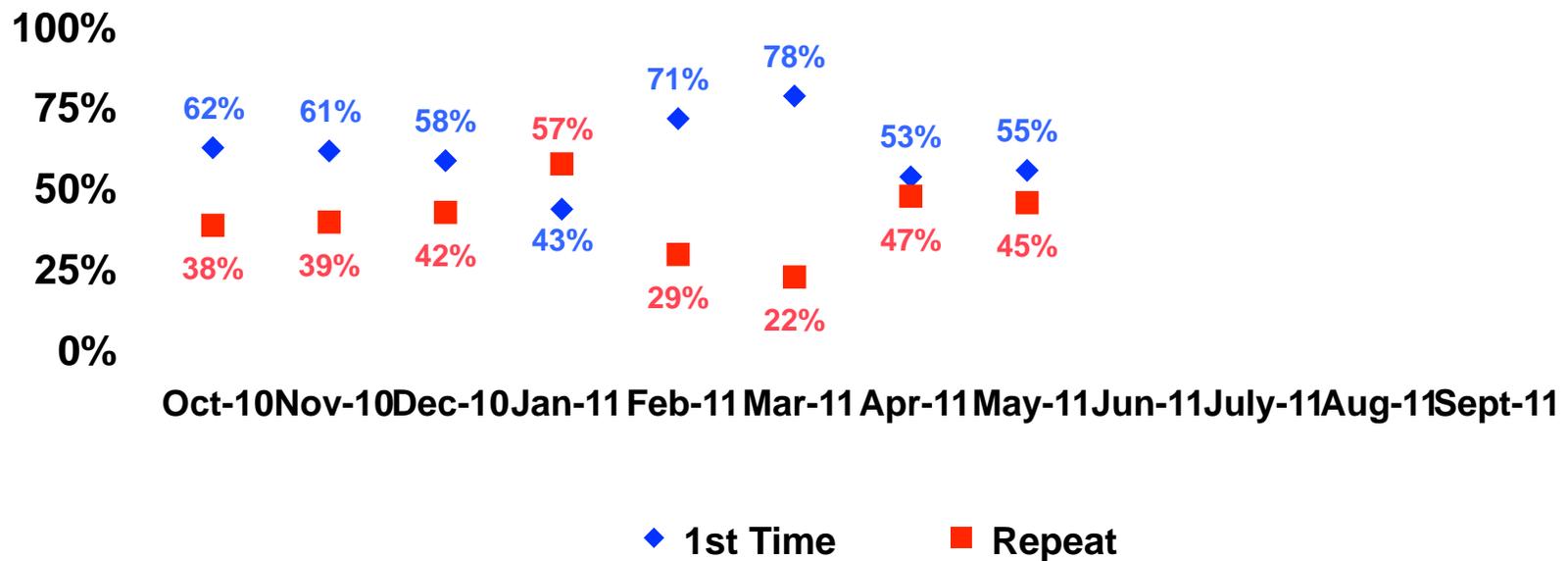
(Of those N=42 respondents, there is a total of 70 children 18 years or younger)



Prior Trips to Guam



Prior Trips to Guam



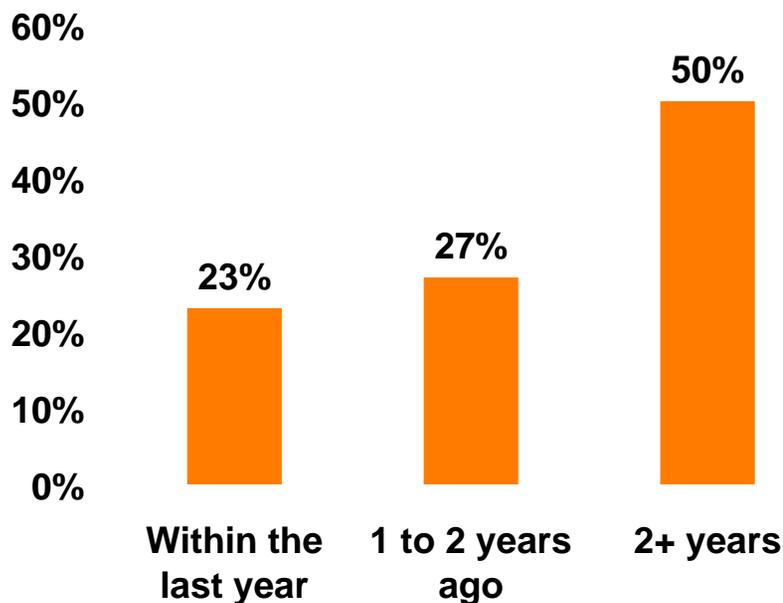
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	163	90	73
			50%	50%	49%
	Female	Count	164	89	75
			50%	50%	51%
Total		Count	327	179	148
AGE	<20	Count	3	2	1
			1%	1%	1%
	20-29	Count	144	99	45
			44%	55%	30%
	30-39	Count	95	50	45
			29%	28%	30%
	40-49	Count	49	14	35
		15%	8%	24%	
	50+	Count	36	14	22
			11%	8%	15%
Total		Count	327	179	148

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

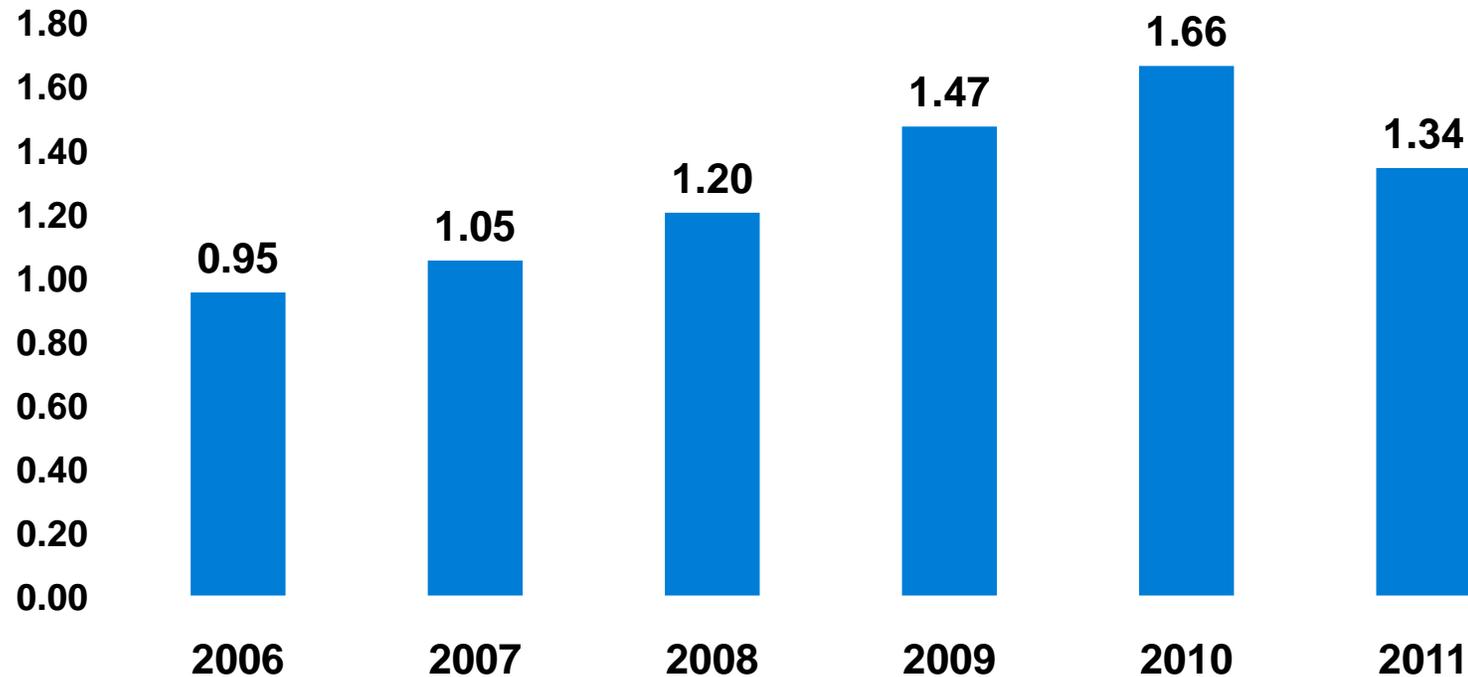
Repeat Visitors Last Trip

n = 148

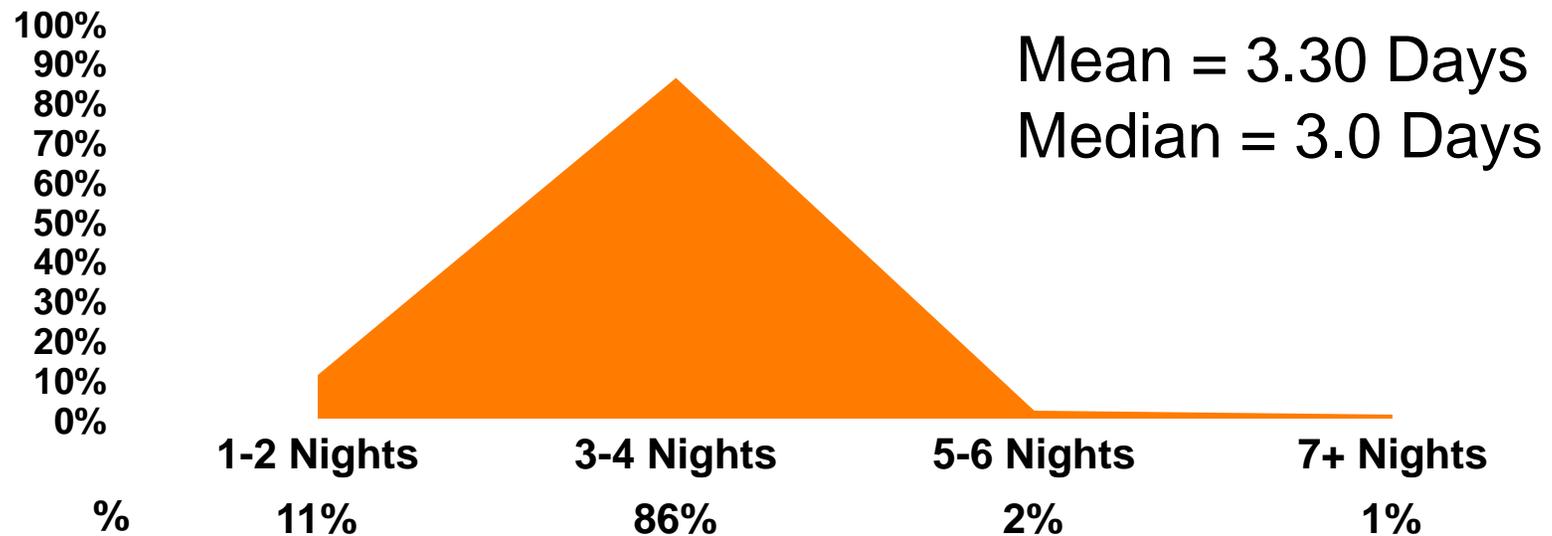


- The average repeat visitor has been to Guam 2.8 times.
- Half the repeat visitors have been to Guam within the last 2 years.

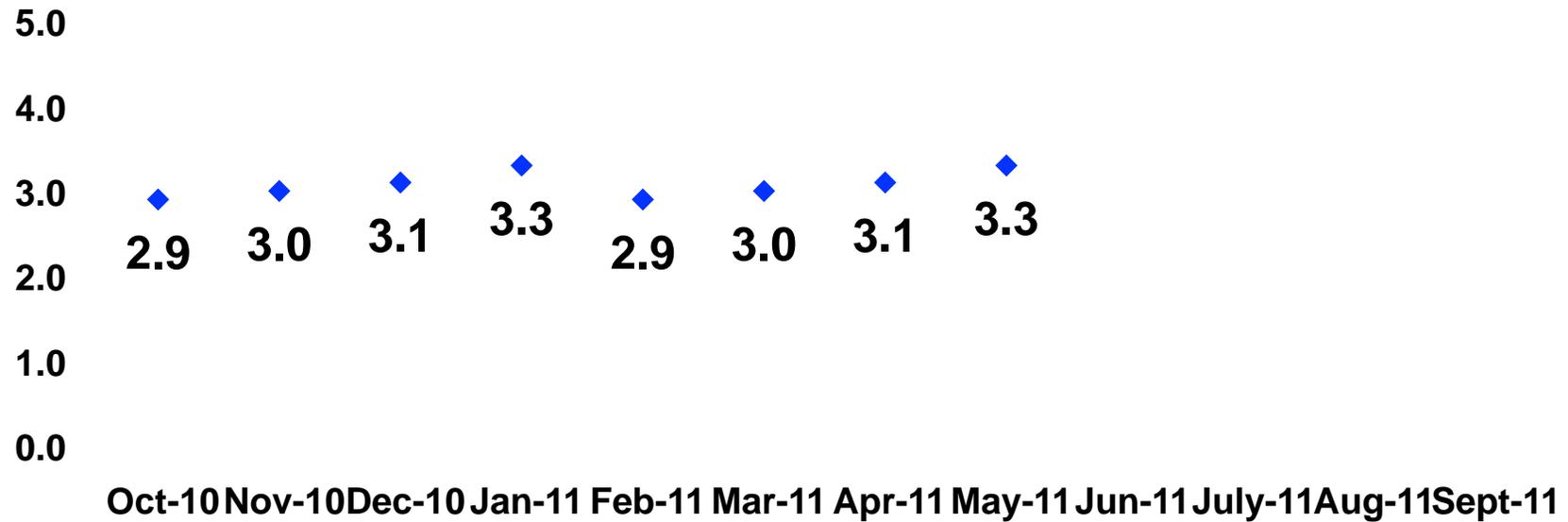
Average Number Overnight Trips (2005-2011) (2 nights or more)



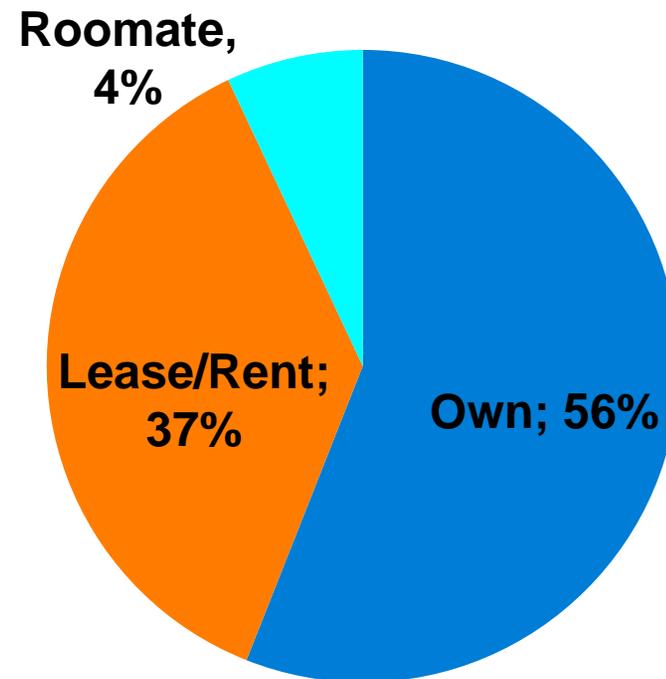
Length of Stay



Average Length of Stay



Living Accommodations

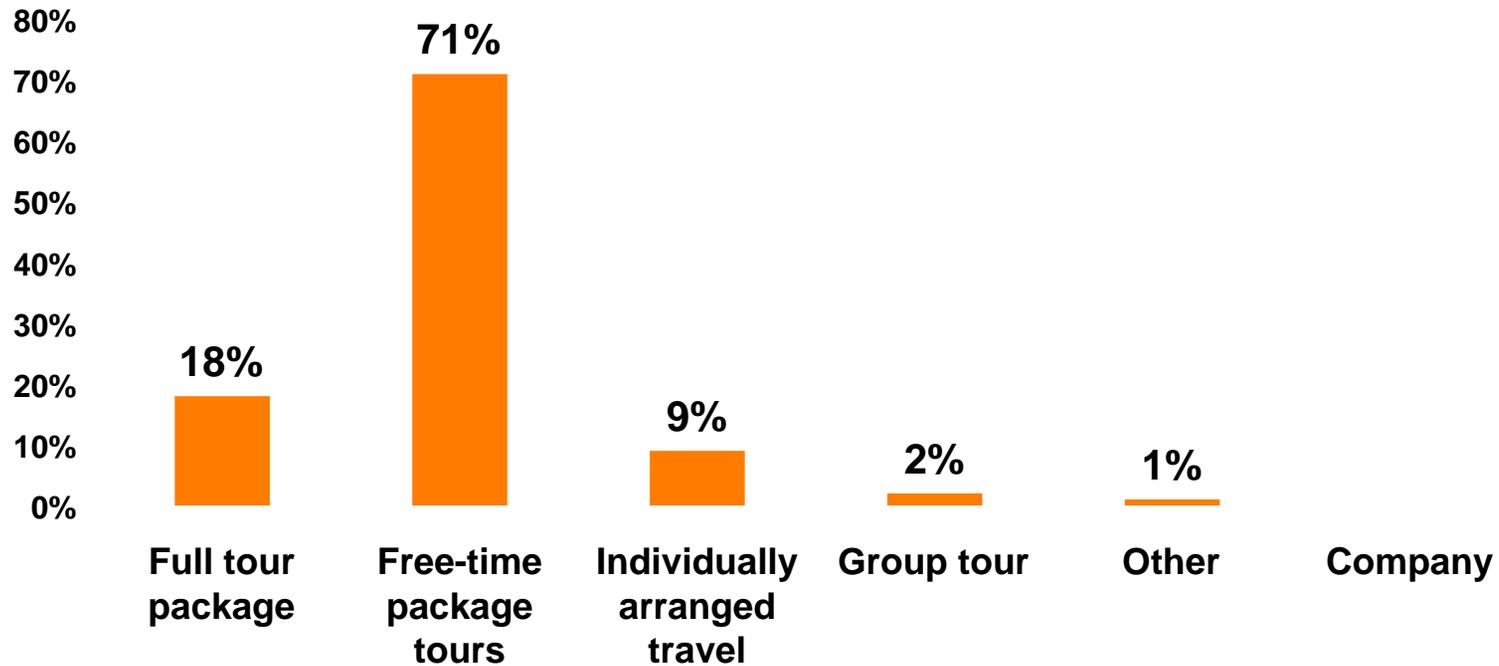


Occupation by Income

		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: Salesperson	22%	16%	35%	30%	29%	12%	13%	
	Co. Employee: Office Worker Non-Managerial	22%	38%	24%	24%	14%	17%	17%	100%
	Co. Employee: Engineer	16%	13%	20%	18%	18%	17%	9%	
	Self Employed	8%	7%	2%		10%	12%	19%	
	Homemaker	8%	2%	2%	12%	14%	15%	2%	
	Co. Employee: Manager	7%			2%	6%	7%	22%	
	Skilled Worker	3%		7%		4%	5%		
	Government Employee: Office Worker Non-Managerial	2%	2%	4%	2%	2%		4%	
	Professional or Specialist	2%		2%	4%		2%	6%	
	Other	2%	7%	2%	2%				
	Freeter	2%	9%						
	Teacher	2%	4%			2%	2%		
	Unemployed	2%	2%		2%	2%	2%		
	Co. Employee: Executive	1%			2%		2%	4%	
	Student	2%					5%	2%	
	Government Employee: Manager	1%			2%			4%	
	Retired	1%		2%					
Total	Count	316	45	54	50	51	41	54	1

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

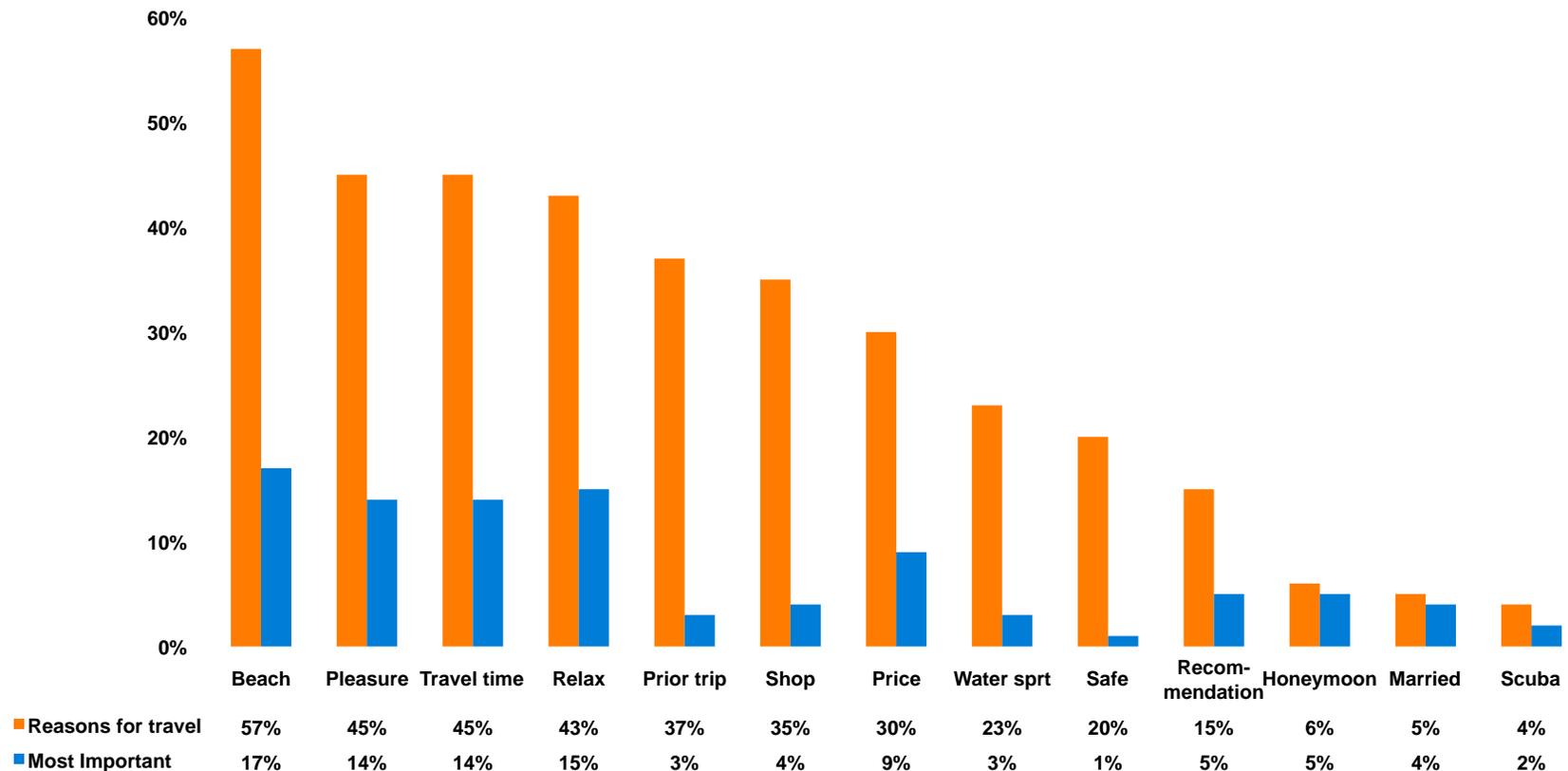


Accommodation by Income

Average length of stay: 3.30 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%	29%	28%	8%	14%	12%	9%		
Holiday Resort Guam	12%	11%	15%	20%	12%	7%	9%		
Fiesta Resort Guam	11%	13%	19%	4%	16%	5%	11%		
Outrigger Guam Resort	7%		9%	12%	2%	12%	9%		
Onward Beach Resort	6%				10%	15%	13%		
Guam Reef Hotel	6%	4%	4%	6%	8%	10%			
Pacific Bay Hotel	5%	2%	4%	12%	4%		4%		
Hyatt Regency Guam	4%		4%	2%	8%	7%	4%	100%	
Hotel Nikko Guam	4%	2%	4%	6%	8%		4%		
Guam Marriott Resort Hotel	3%	9%	2%		6%	2%	4%		
Pacific Islands Club PIC	3%		2%	4%	4%	2%	6%		
Bayview Hotel	3%	7%		4%		2%	4%		
Ramada Suites Guam	2%	9%		2%	2%	2%	2%		
The Westin Resort Guam	2%		2%	6%	2%	5%			
Hilton Guam Resort & Spa	2%	2%	2%				9%		
Sheraton Laguna Resort	2%		2%	4%		2%	6%		
Tumon Bay Capital Hotel	2%	7%				5%	2%		
Royal Orchid Guam	2%		6%	4%					
Oceanview Hotel	1%	2%		2%	2%	2%			
Hotel Sane Fe	1%			2%	2%	2%	2%		
Leo Palace Resort	1%				2%	2%	2%		
Grand Plaza Hotel	1%					2%	2%		
Apartment	0%	2%							
Total	Count	326	45	54	49	51	41	54	1

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/beaches,
- Relaxation and
- Short travel time/ 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	57%	33%	60%	49%	63%	56%	53%	60%
Short travel time	45%	67%	40%	51%	53%	39%	50%	40%
Pleasure	45%	67%	43%	45%	57%	33%	46%	44%
Just to relax	43%	67%	40%	46%	45%	39%	40%	45%
A previous visit	37%	33%	23%	41%	61%	47%	35%	38%
Shopping	35%	33%	42%	28%	37%	22%	30%	40%
Price of the tour package	30%	33%	30%	27%	35%	31%	25%	35%
Water sports	23%	33%	21%	23%	29%	22%	21%	24%
It is a safe place to spend a vacation	20%		13%	23%	33%	28%	25%	16%
Recommendation of friend, relative, travel agency	15%	33%	22%	11%	10%	6%	9%	22%
Honeymoon	6%		8%	4%	4%		6%	5%
To get married or Attend wedding	5%		4%	3%	2%	14%	4%	5%
SCUBA diving	4%		4%	5%	6%		4%	4%
To golf	4%			6%	8%	6%	6%	2%
Other	3%		2%	5%	4%	3%	6%	1%
Promotional materials from GVB	2%		1%	3%	2%	3%	2%	2%
Company or Business trip	2%		3%	1%			2%	1%
Organized Sporting Activity	2%		1%	1%	4%		2%	1%
To visit friends or relatives	1%		1%	1%				1%
Career certification or testing	1%		1%	1%			1%	
Special promotion	0%					3%	1%	
Total Cases	327	3	144	95	49	36	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	57%	60%	56%	52%	61%	49%	63%	100%	
Pleasure	45%	49%	41%	48%	45%	44%	44%	100%	
Short travel time	45%	36%	37%	40%	49%	46%	59%		
Just to relax	43%	42%	35%	40%	45%	39%	54%	100%	
A previous visit	37%	20%	30%	26%	45%	49%	46%		
Shopping	35%	42%	33%	44%	29%	22%	39%	100%	
Price of the tour package	30%	42%	24%	20%	39%	27%	30%		
Water sports	23%	16%	22%	20%	35%	27%	15%	100%	
It is a safe place to spend a vacation	20%	16%	13%	12%	29%	17%	26%	100%	
Recommendation of friend, relative, travel agency	15%	29%	24%	16%	8%	7%	7%		
Honeymoon	6%	2%	13%	16%		2%			
To get married or Attend wedding	5%	2%	4%	8%	6%	5%	4%		
SCUBA diving	4%		4%	2%	2%	12%	2%		
To golf	4%	2%		4%	6%	10%	4%		
Other	3%		2%		4%	7%	7%		
Promotional materials from GVB	2%	4%		2%	2%	5%			
Company or Business trip	2%	2%		2%	4%		2%		
Organized Sporting Activity	2%			2%	2%	2%	4%		
To visit friends or relatives	1%	2%				2%			
Career certification or testing	1%				2%	2%			
Special promotion	0%						2%		
Total Cases	327	45	54	50	51	41	54	1	

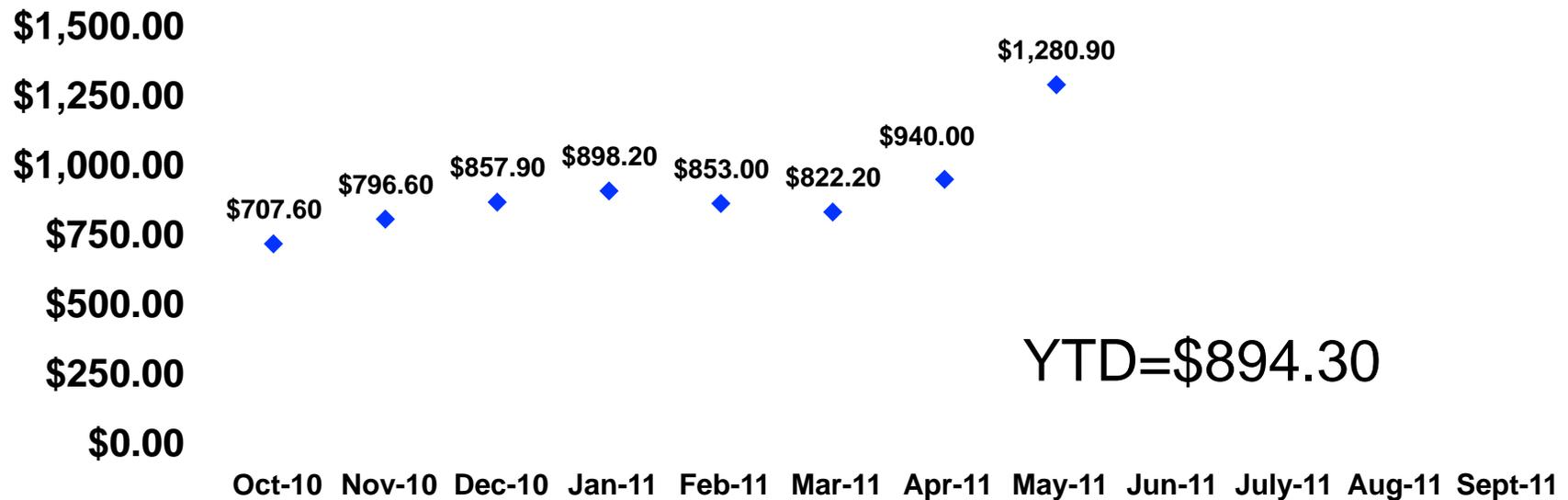
SECTION 3 **EXPENDITURES**

Prepaid Expenditures

¥80.78/US\$1

- \$2,674.40 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$24,758 = maximum (highest amount recorded for the entire sample)
- \$1,280.90 = overall mean average per person prepaid expenditures

Prepaid Expenditures



Breakdown of Prepaid Expenditures

¥80.78=\$1

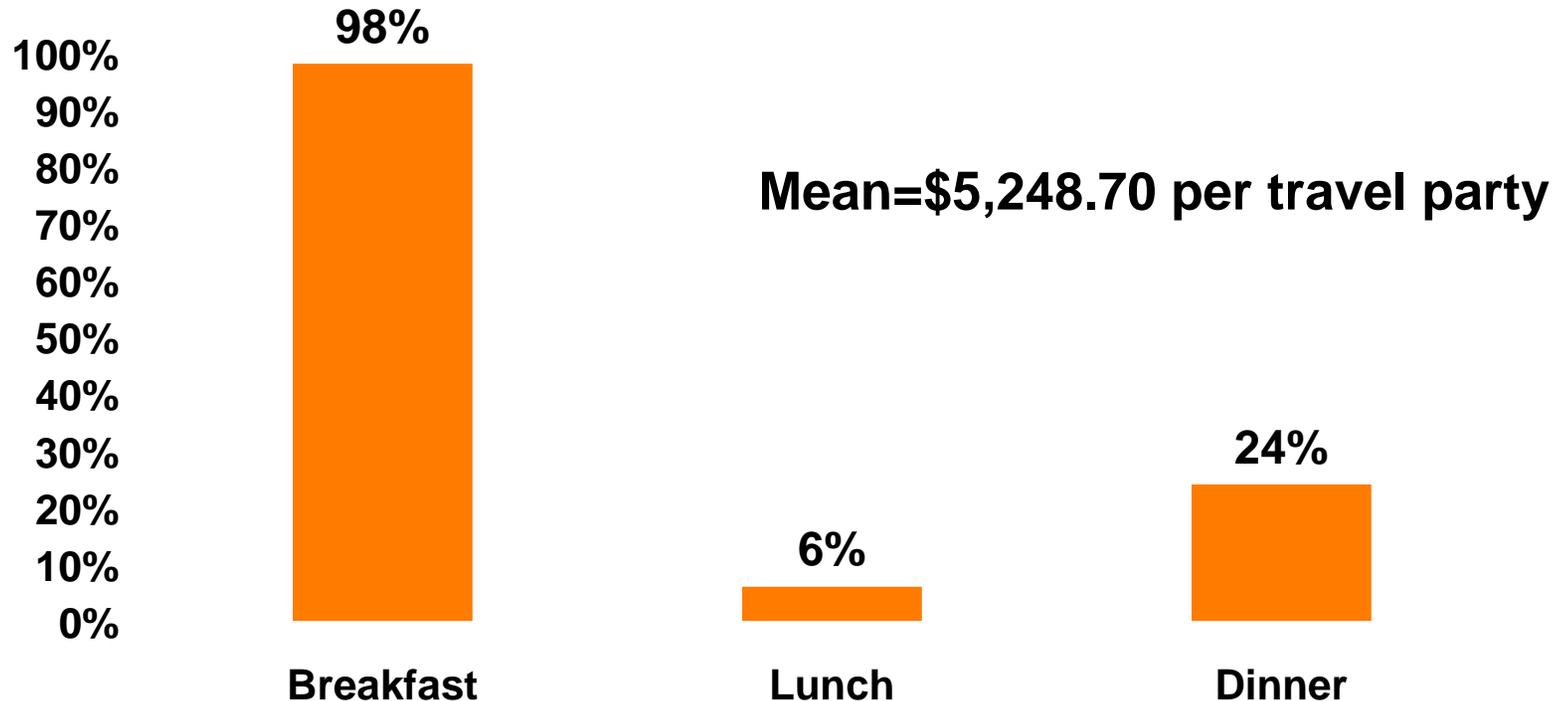
(Filter: Only those who responded)

	MEAN \$
Air & Accommodation package only	\$2,238.70
Air & Accommodation w/ daily meal package	\$5,248.70
Air only	\$1,645.50
Accommodation only	\$742.80
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$155.20
Ground transportation - Japan	\$163.50
Ground transportation - Guam	\$62.00
Optional tours/ activities	\$404.60
Other expenses	\$778.40
Total Prepaid	\$2,674.40

Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

n=49



PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

n=X

100%

80%

60%

40%

20%

0%

Mean=\$XXX.XX per travel party

0%

Breakfast

0%

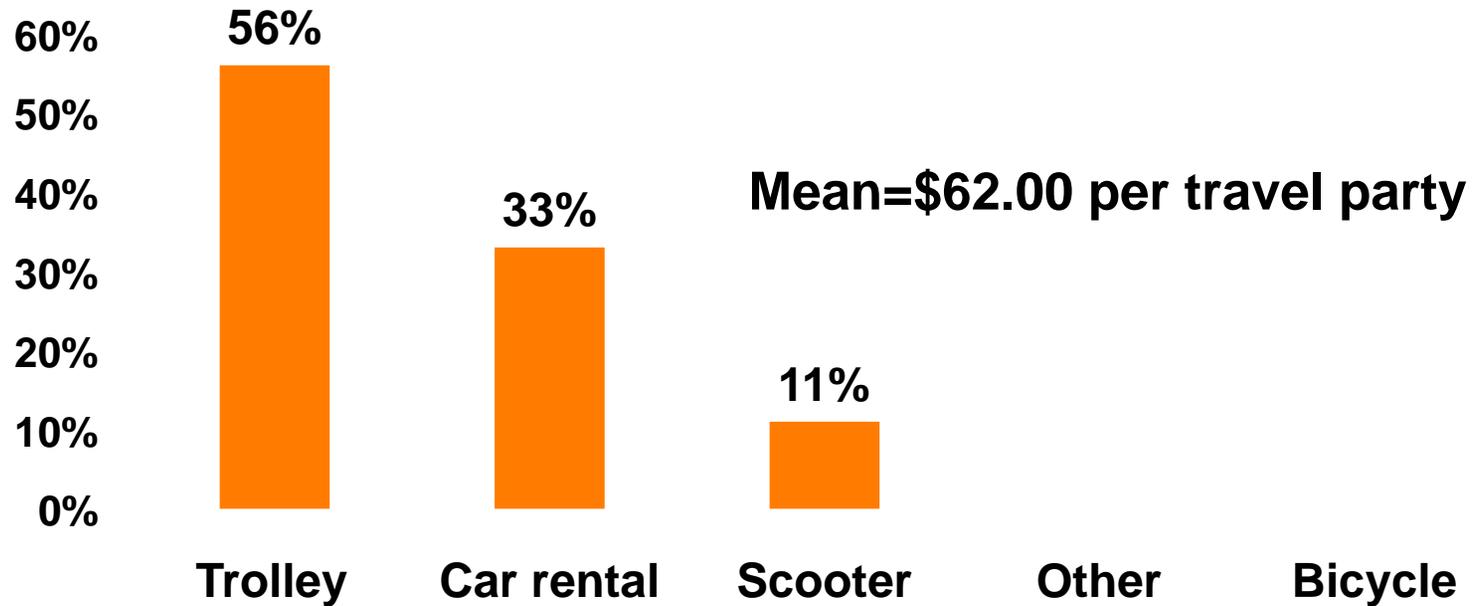
Lunch

0%

Dinner

Prepaid Ground Transportation

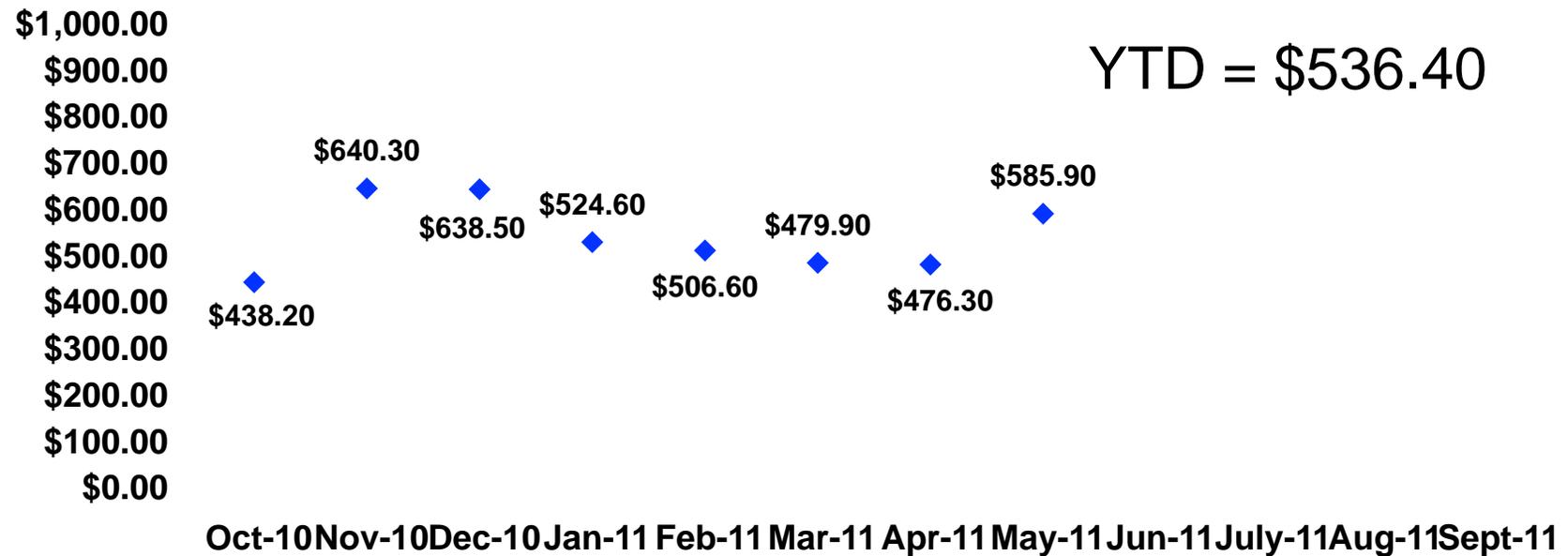
n=9



On-Island Expenditures

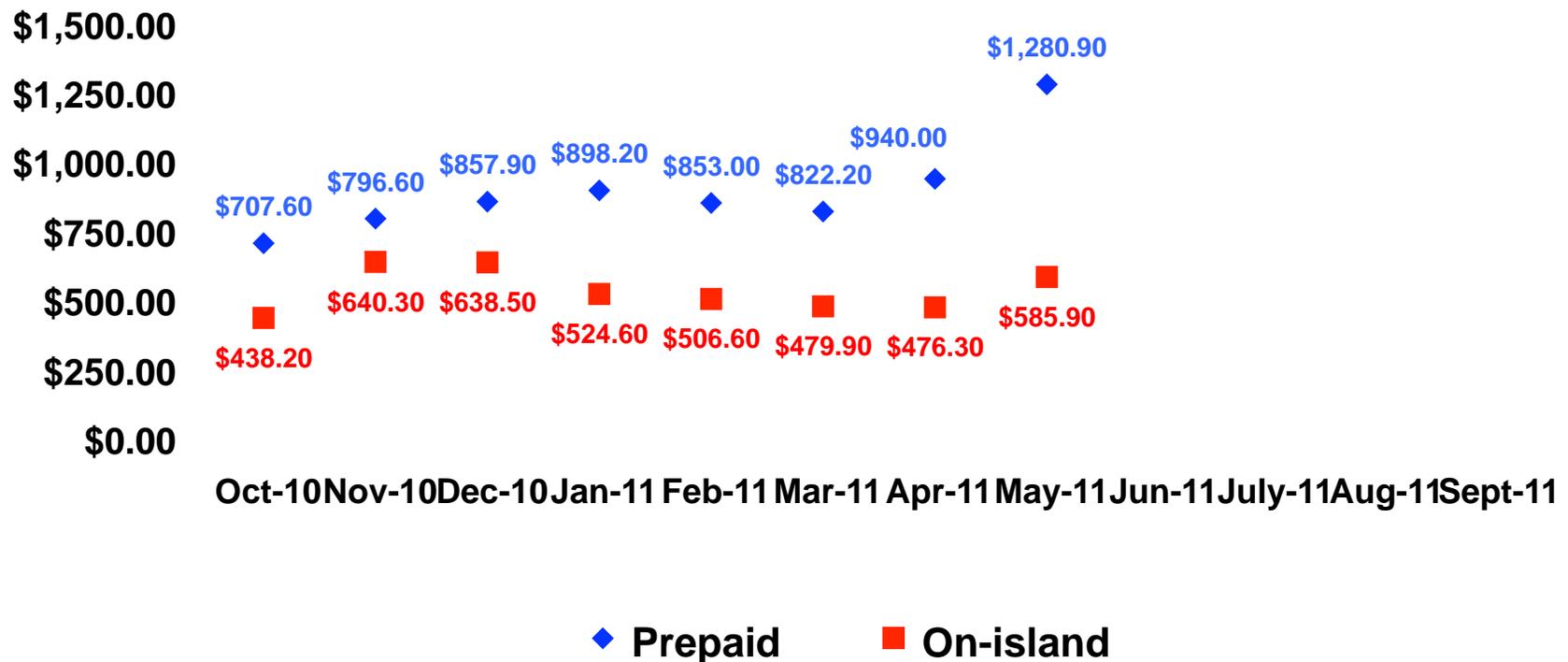
- \$1,048.80 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,800 = Maximum (highest amount recorded for the entire sample)
- \$585.90 = overall mean average per person on-island expenditure

On-Island Expenditures



Prepaid / On-Island Expenditures

Prepaid YTD = \$894.30 On-Isle YTD = \$536.40



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	\$1,048.76	\$1,107.72	\$990.16	\$675.00	\$834.24	\$1,350.43	\$1,217.87	\$1,085.42	\$2,100.00	\$807.61	\$1,352.90	\$1,118.95	\$793.33	
Median	\$800	\$900	\$700	\$675	\$700	\$1,000	\$925	\$725	\$2,100	\$500	\$1,000	\$800	\$500	

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$51.84	\$63.58	\$40.18	\$0.00	\$21.92	\$71.64	\$88.84	\$73.25
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$34.00	\$33.88	\$34.13	\$53.33	\$27.67	\$36.62	\$44.39	\$36.67
REST/CONV	Median	\$10	\$10	\$10	\$50	\$10	\$10	\$20	\$18
F&B-OUT- SIDE	Mean	\$87.72	\$98.13	\$77.38	\$220.00	\$61.28	\$123.16	\$93.29	\$81.36
HOTEL/ REST	Median	\$30	\$30	\$30	\$160	\$28	\$50	\$40	\$0
OPTIONAL	Mean	\$116.00	\$117.90	\$114.11	\$166.67	\$99.85	\$147.77	\$104.49	\$108.19
TOUR	Median	\$0	\$0	\$0	\$0	\$18	\$0	\$0	\$0
GIFT/	Mean	\$313.31	\$279.99	\$346.43	\$383.33	\$285.65	\$408.58	\$301.12	\$183.33
SOUV-SELF	Median	\$50	\$0	\$100	\$500	\$75	\$50	\$100	\$0
GIFT/ SOUV-	Mean	\$120.11	\$117.43	\$122.77	\$250.00	\$97.24	\$107.43	\$130.20	\$220.44
F&F AT HOME	Median	\$50	\$50	\$50	\$200	\$41	\$30	\$50	\$65
LOCAL TRANS	Mean	\$18.83	\$23.25	\$14.43	\$0.00	\$10.43	\$26.88	\$23.00	\$27.03
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$309.55	\$378.78	\$240.75	\$76.67	\$213.56	\$438.07	\$394.80	\$257.78
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10
TOTAL ON	Mean	\$1,048.76	\$1,107.72	\$990.16	\$1,150.00	\$817.60	\$1,351.53	\$1,179.51	\$988.06
ISLAND	Median	\$800	\$900	\$700	\$1,010	\$585	\$1,000	\$850	\$700

On-Island Expenditures

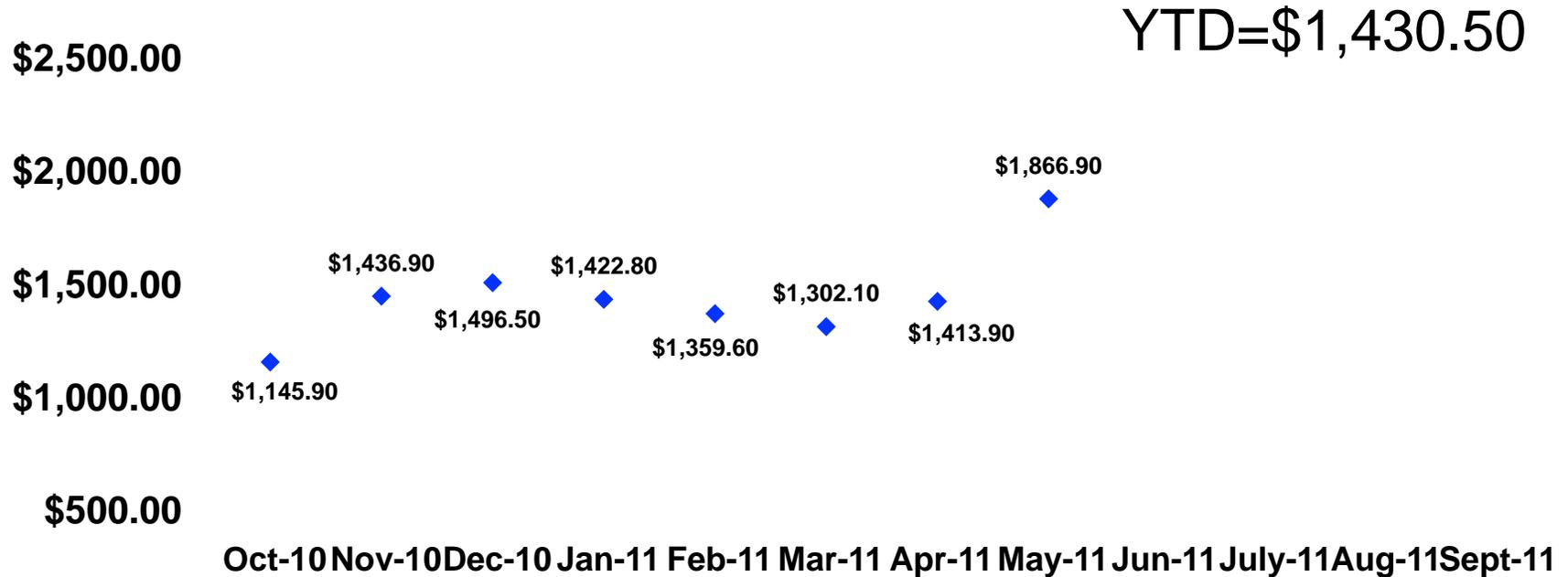
First Timers & Repeaters

		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$34.87	\$72.37
	Median	\$0	\$0
F&B-FF	Mean	\$26.73	\$42.80
REST/CONV	Median	\$5	\$20
F&B-OUT- SIDE HOTEL/ REST	Mean	\$72.40	\$106.25
	Median	\$15	\$40
OPTIONAL TOUR	Mean	\$114.22	\$118.14
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$234.93	\$408.11
	Median	\$20	\$100
GIFT/SOUV- F&F AT HOME	Mean	\$116.89	\$124.00
	Median	\$50	\$36
LOCAL TRANS	Mean	\$11.72	\$27.43
	Median	\$0	\$0
OTHER EXP	Mean	\$345.45	\$266.14
	Median	\$0	\$0
TOTAL ON ISLAND	Mean	\$957.65	\$1,158.95
	Median	\$800	\$825

Total Expenditures Per Person (Prepaid & On-Island)

- \$1,866.90 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$6,418 = Maximum (highest amount recorded for the entire sample)

Total Expenditures

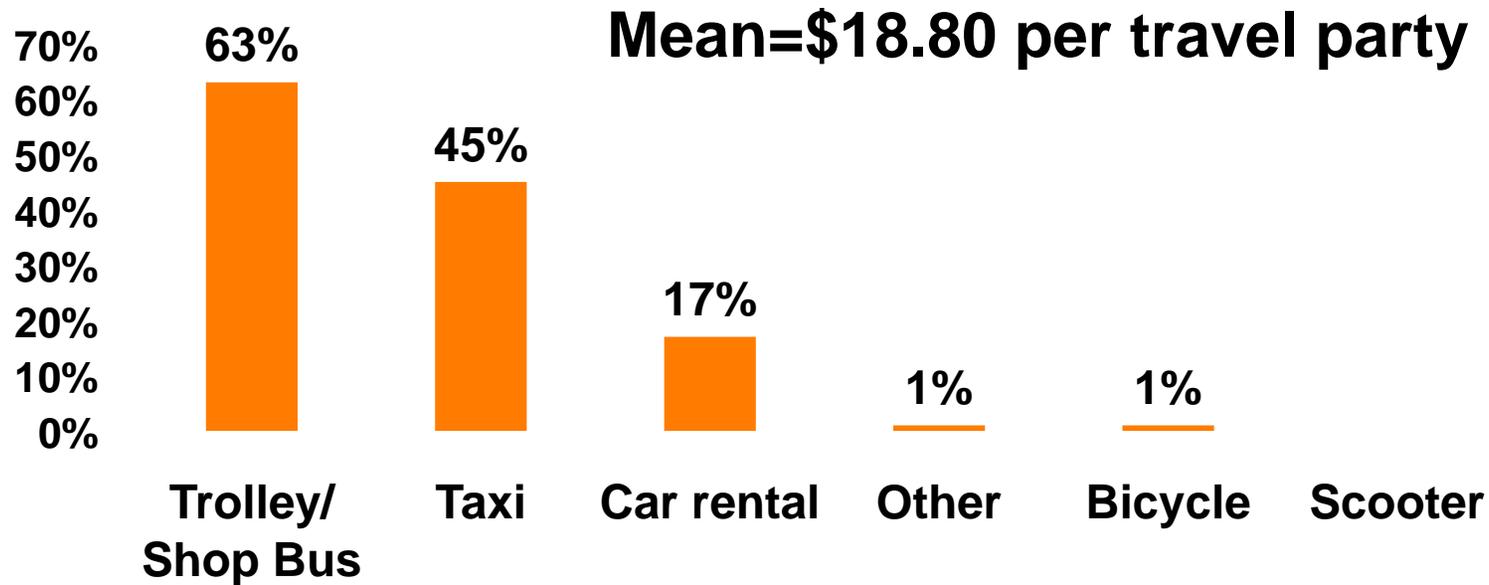


Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$51.80
Food & beverage in fast food restaurant/ convenience store	\$34.00
Food & beverage at restaurants or drinking establishments outside a hotel	\$87.70
Optional tours and activities	\$116.00
Gifts/ souvenirs for yourself/companions	\$313.30
Gifts/ souvenirs for friends/family at home	\$120.10
Local transportation	\$18.80
Other expenses not covered	\$309.60
Average Total	\$1,048.80

Local Transportation

n=101



Guam Airport Expenditures

- \$43.00 = 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

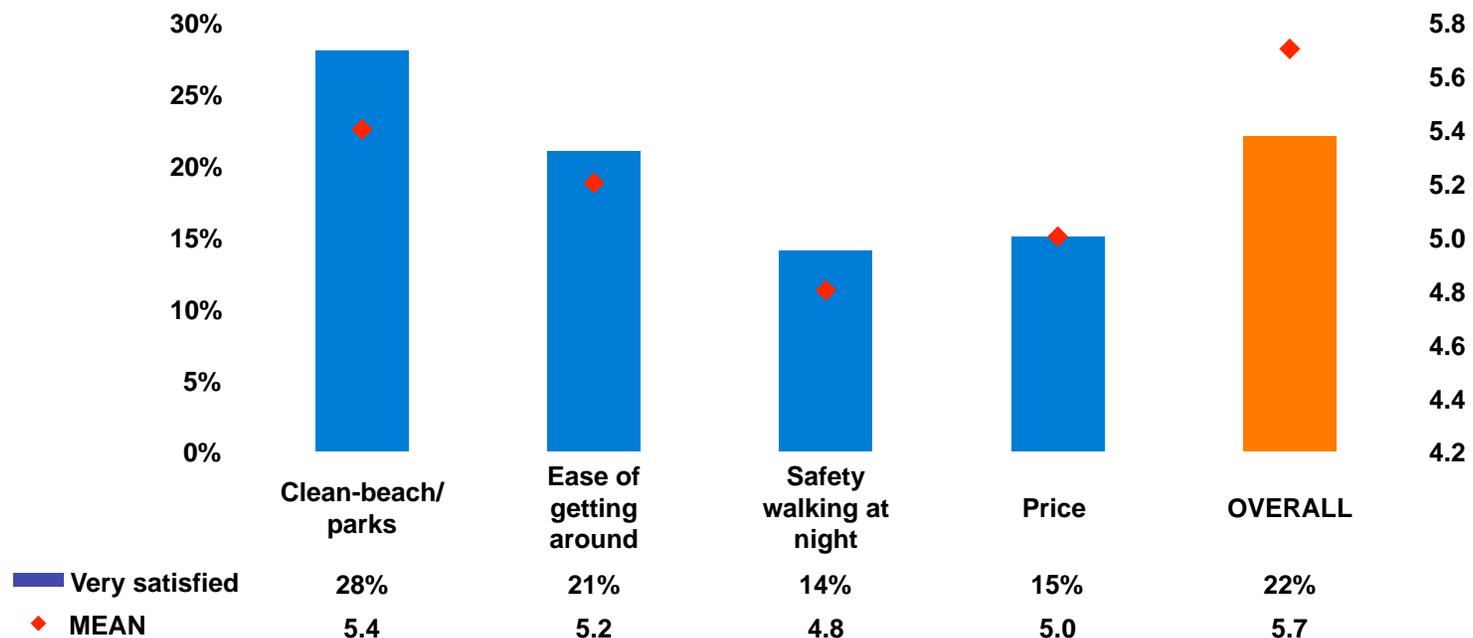
	MEAN \$
Food & Beverages	\$8.00
Gifts/Souvenirs Self	\$22.70
Gifts/Souvenirs Others	\$12.00
Total	\$43.00

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

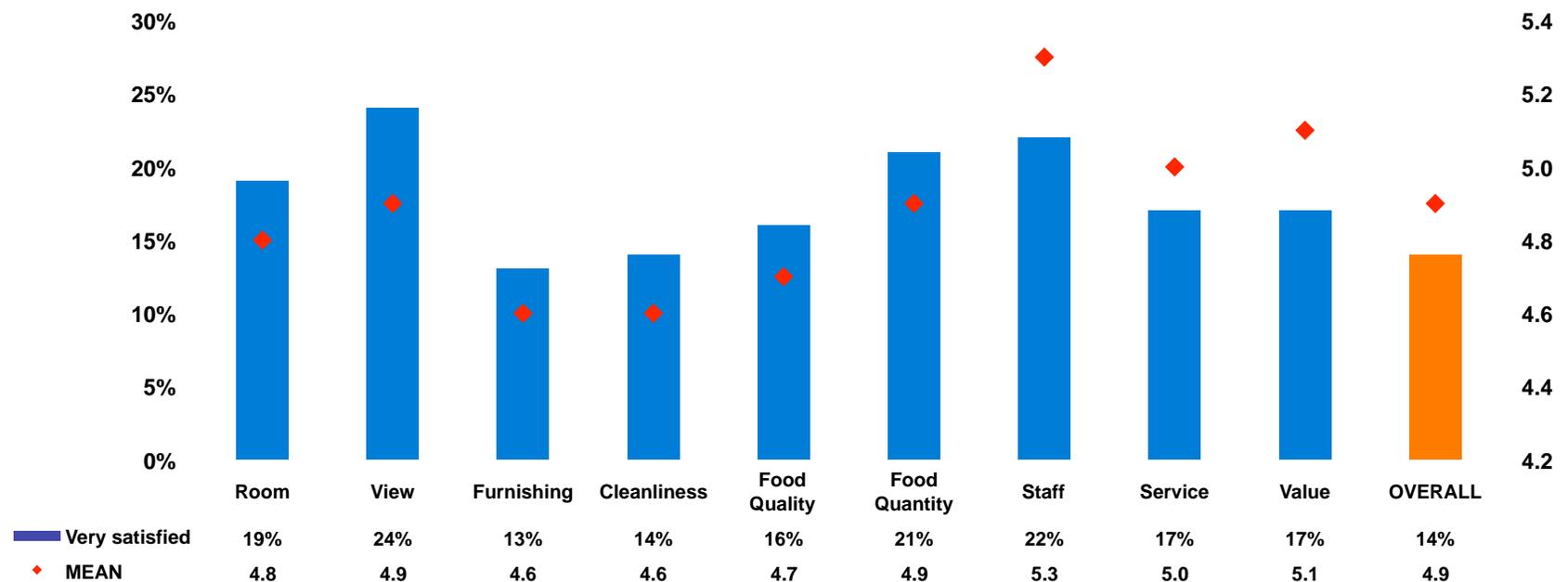
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

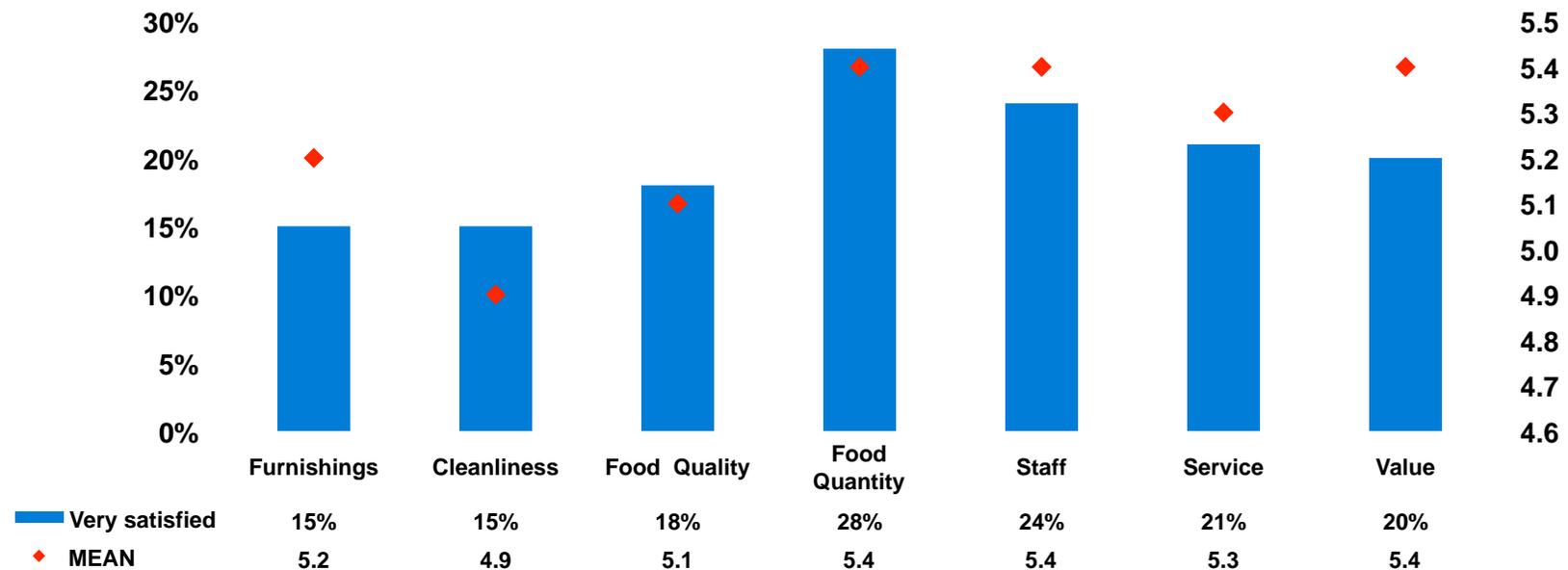
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

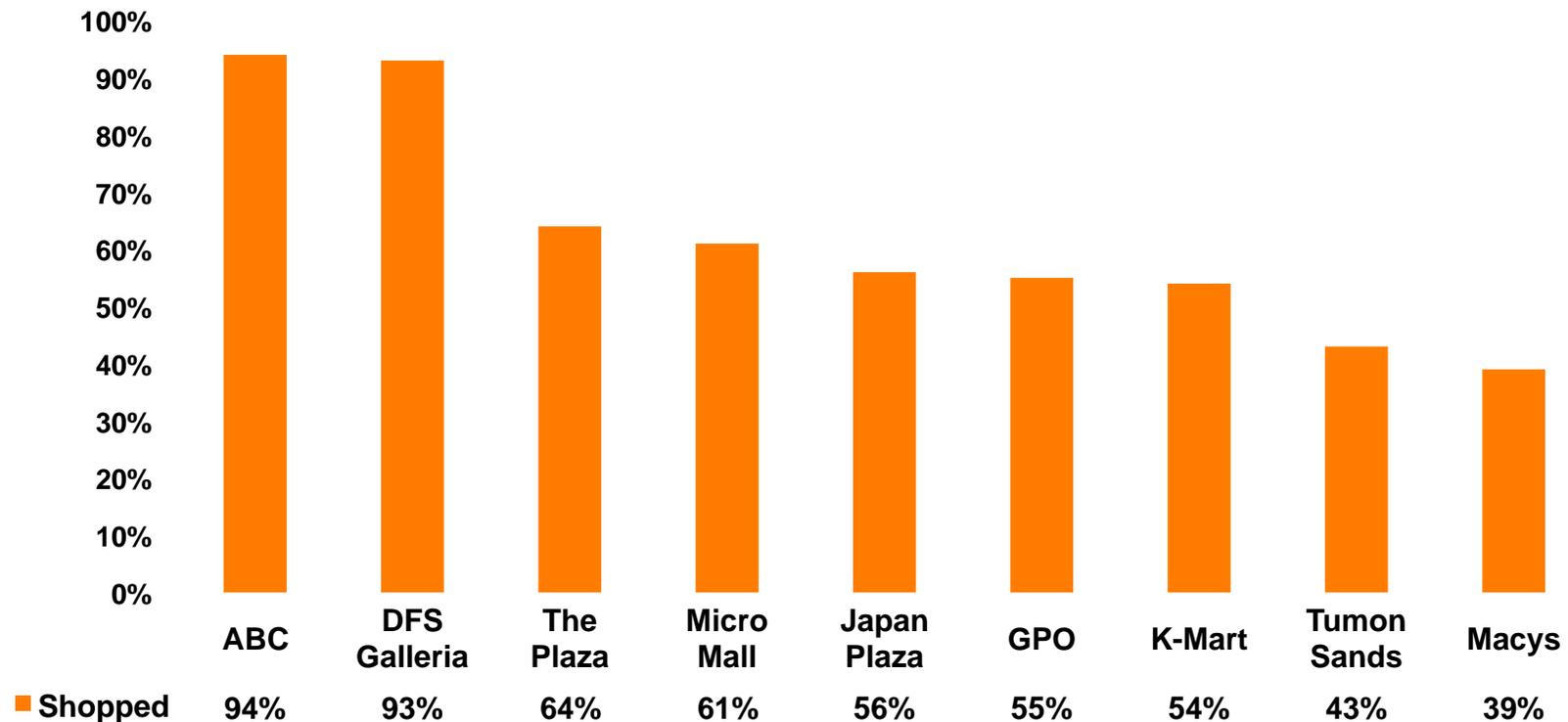
7pt Rating Scale

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

::

Quality of Shopping

Score of 6 to 7 = **52%**

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

Score 1 to 3 = **5%**

MEAN = 5.4

Variety of Shopping

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

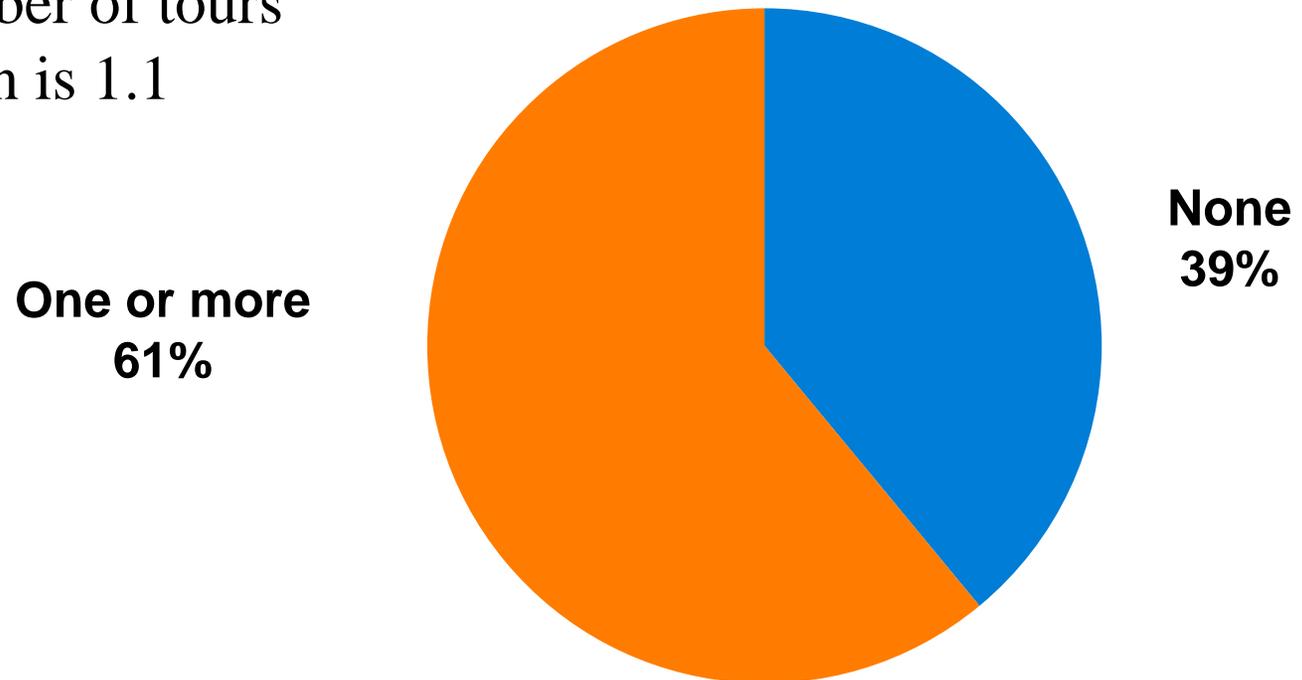
Score of 4 to 5 = **45%**

Score 1 to 3 = **6%**

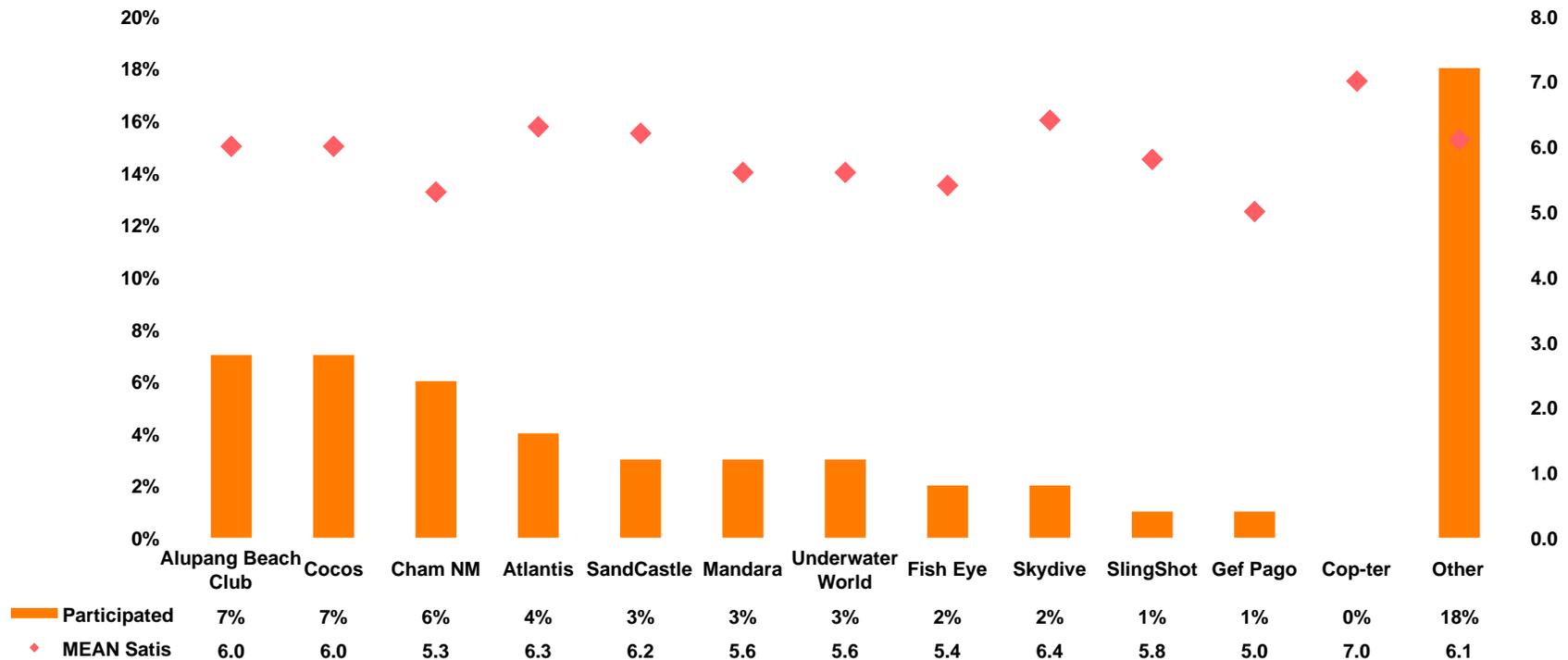
MEAN = 5.3

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

∴

Quality of Day Tour

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

Score of 4 to 5 = **45%**

Score 1 to 3 = **3%**

MEAN = 5.4

Variety of Day Tour

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

Score of 4 to 5 = **47%**

Score 1 to 3 = **2%**

MEAN = 5.3

Night Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

∴

Quality of Night Tour

Score of 6 to 7 = **23%**

Score of 4 to 5 = **73%**

Score 1 to 3 = **6%**

MEAN = 4.6

Variety of Night Tour

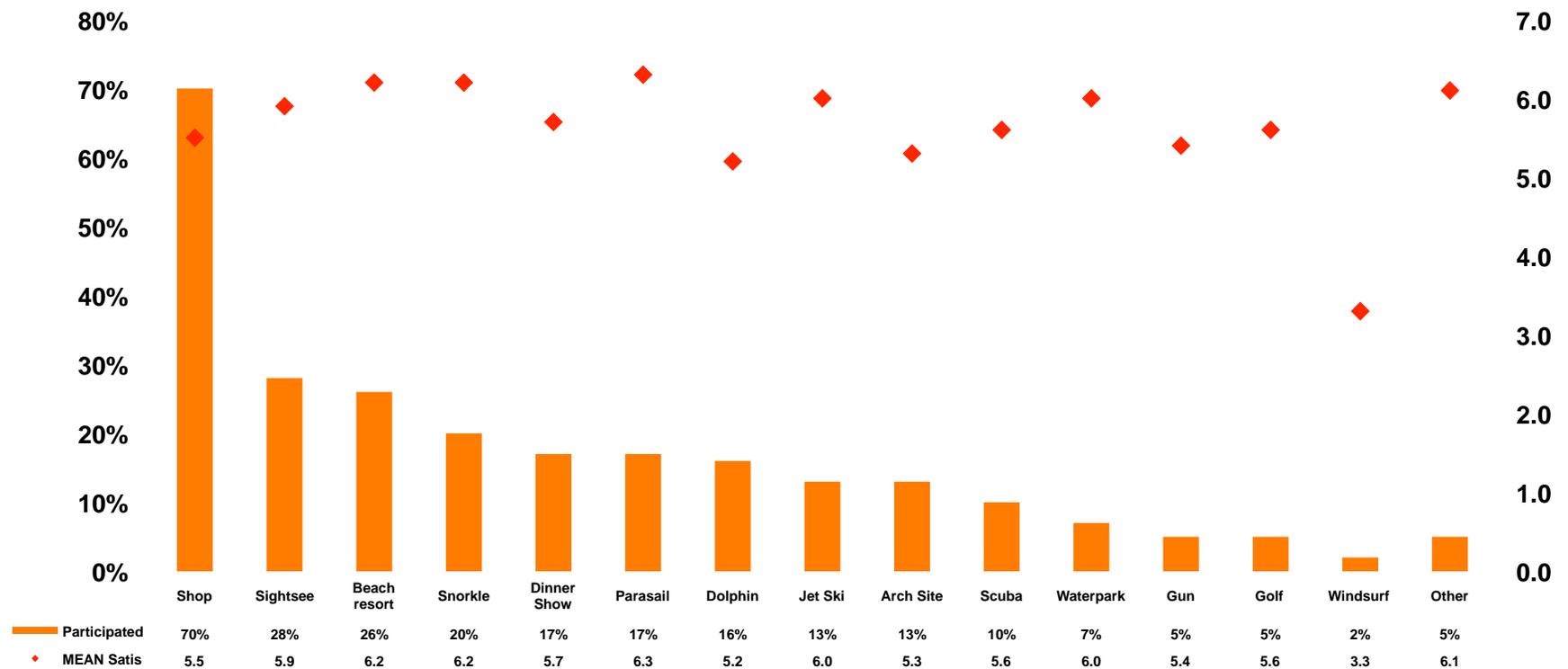
Score of 6 to 7 = **22%**

Score of 4 to 5 = **76%**

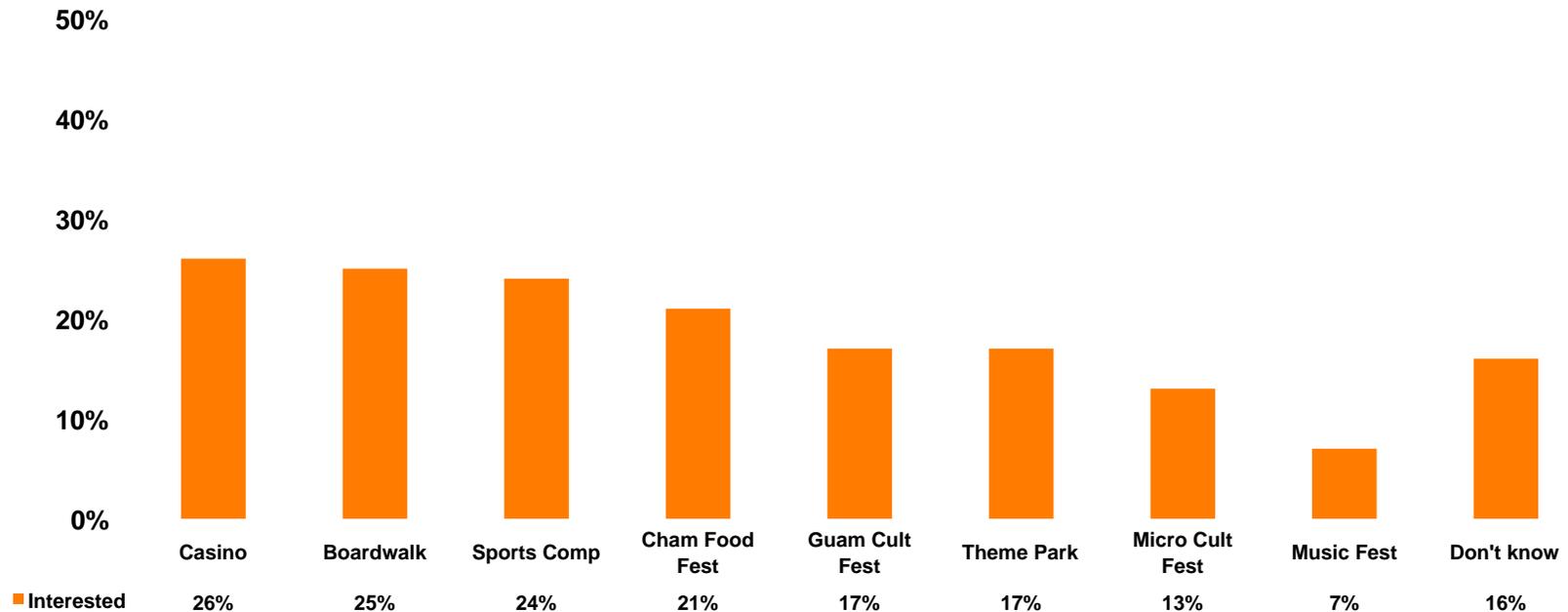
Score 1 to 3 = **3%**

MEAN = 4.6

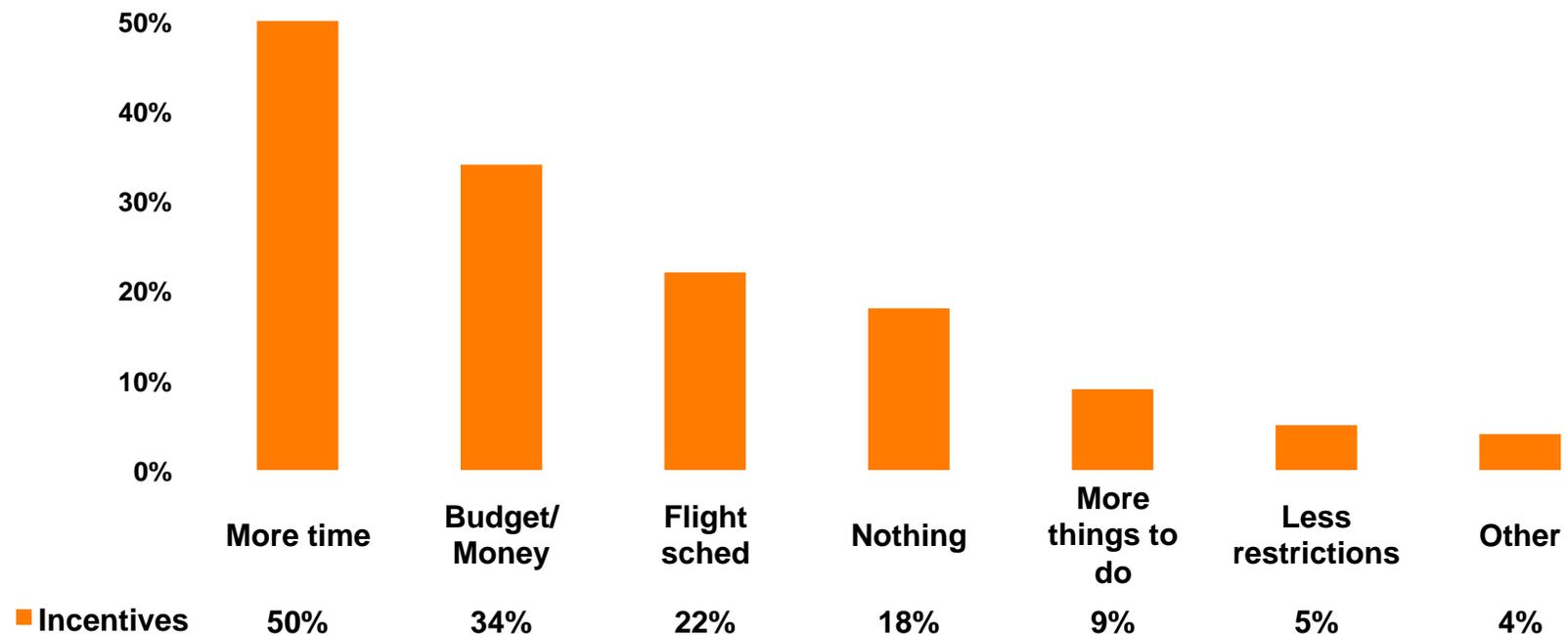
Satisfaction with Other Activities



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



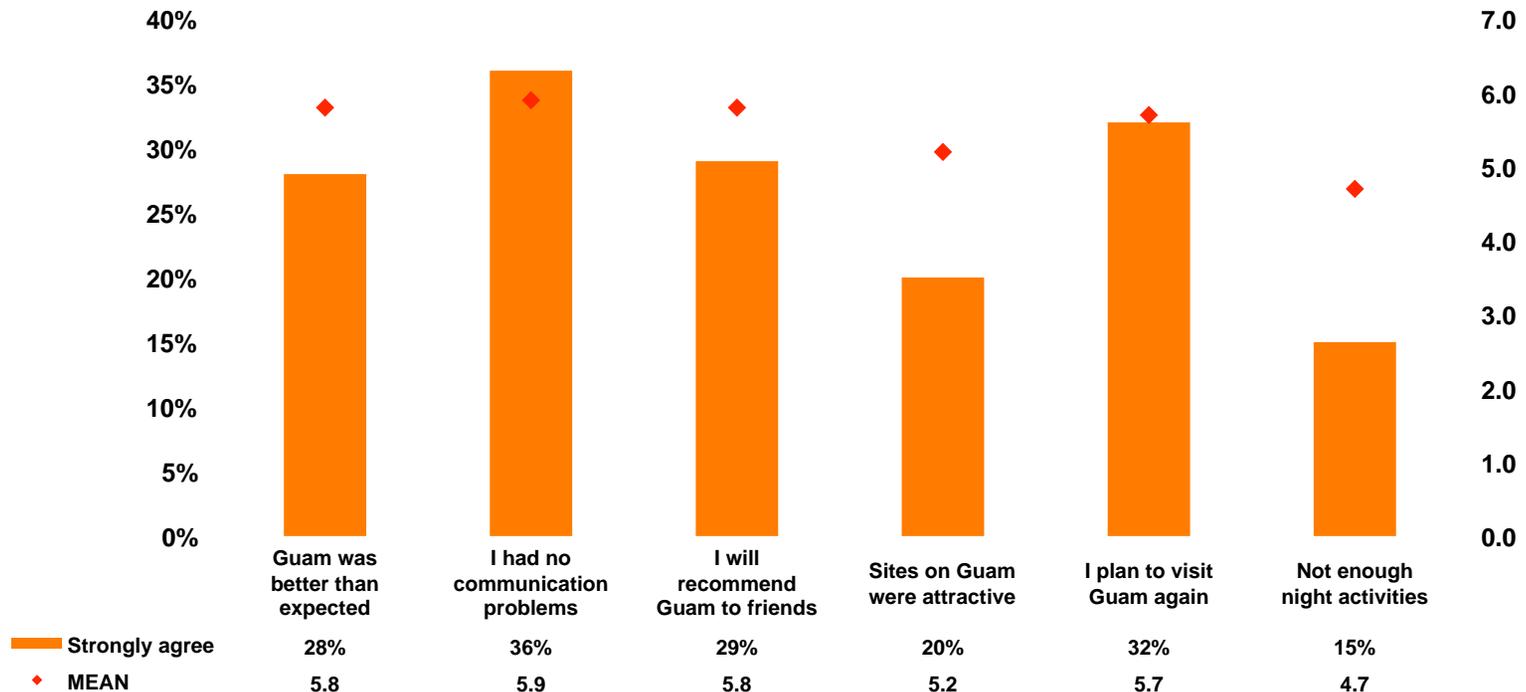
What would it take to make you want to stay an extra day in Guam?



On-Island Perceptions

7pt Rating Scale

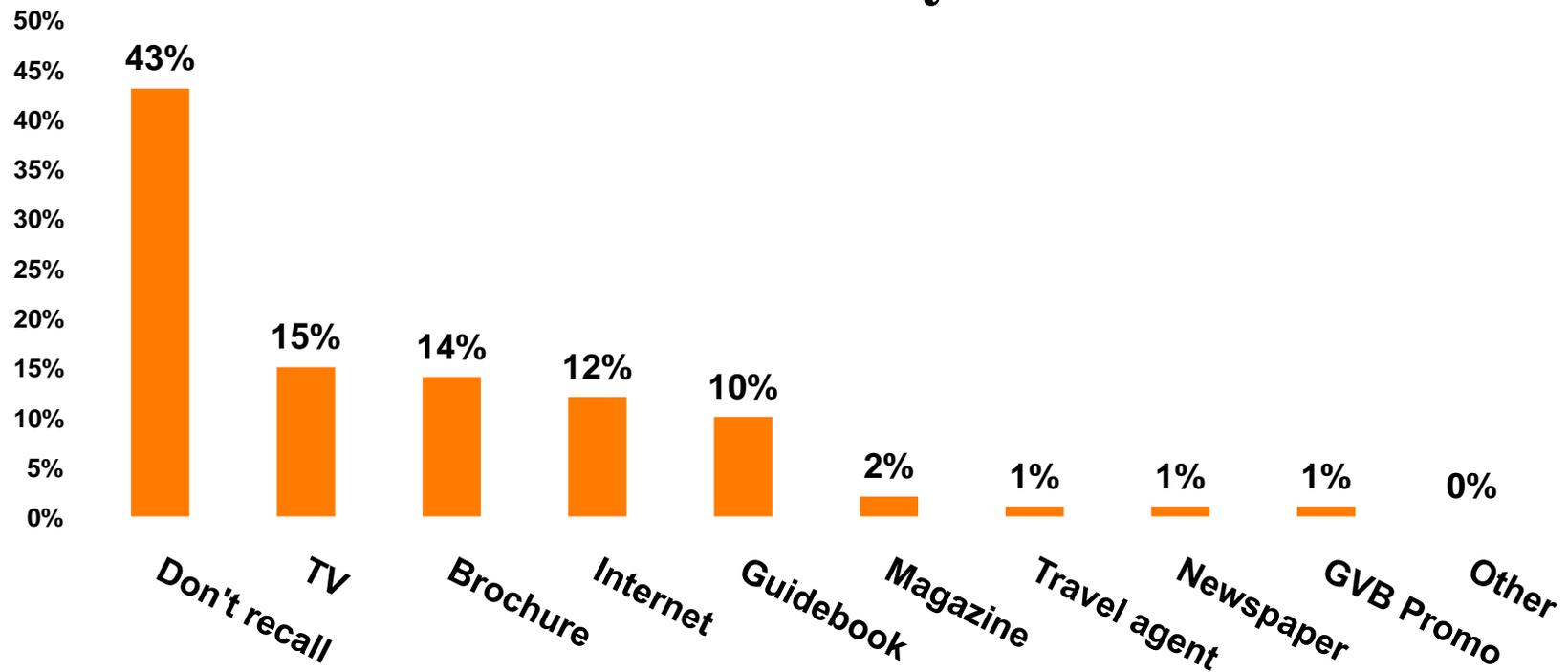
7=Very Satisfied/ 1=Very Dissatisfied



SECTION 5 **PROMOTIONS**

Guam Promotion - Media

Past 90 days

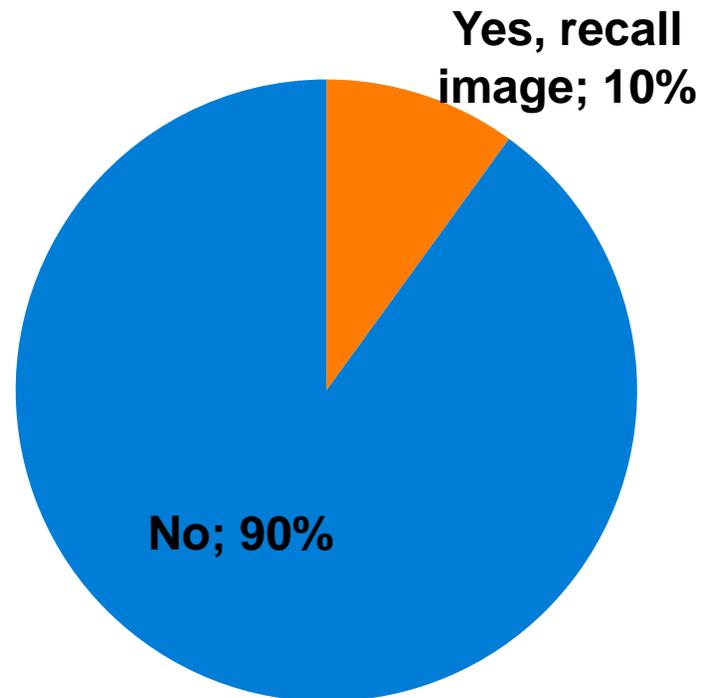


Message Recall

(Filter: recall ad/promo n=185)

- 78% An image
- 11% Other
- 1% Tag line
- 14% Don't recall

Aided Awareness - Image Test

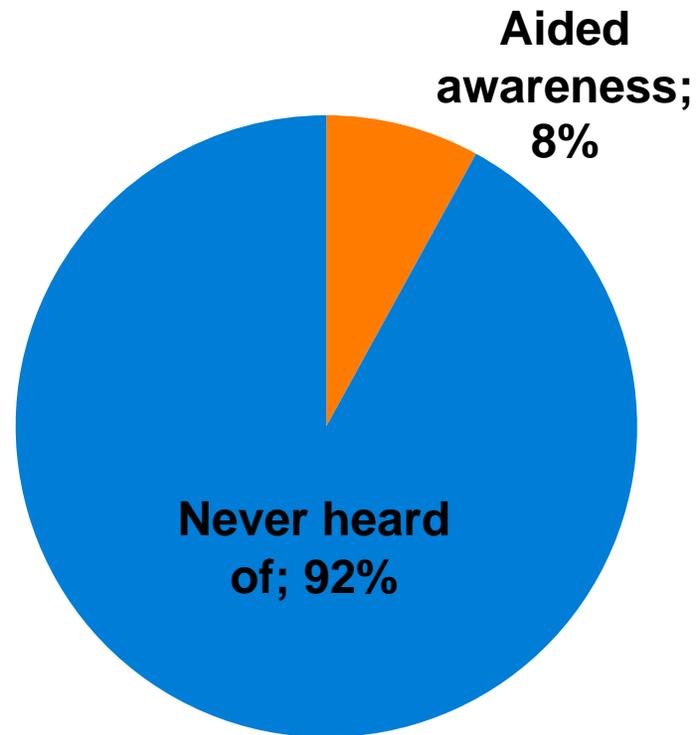


Aided Image Recall

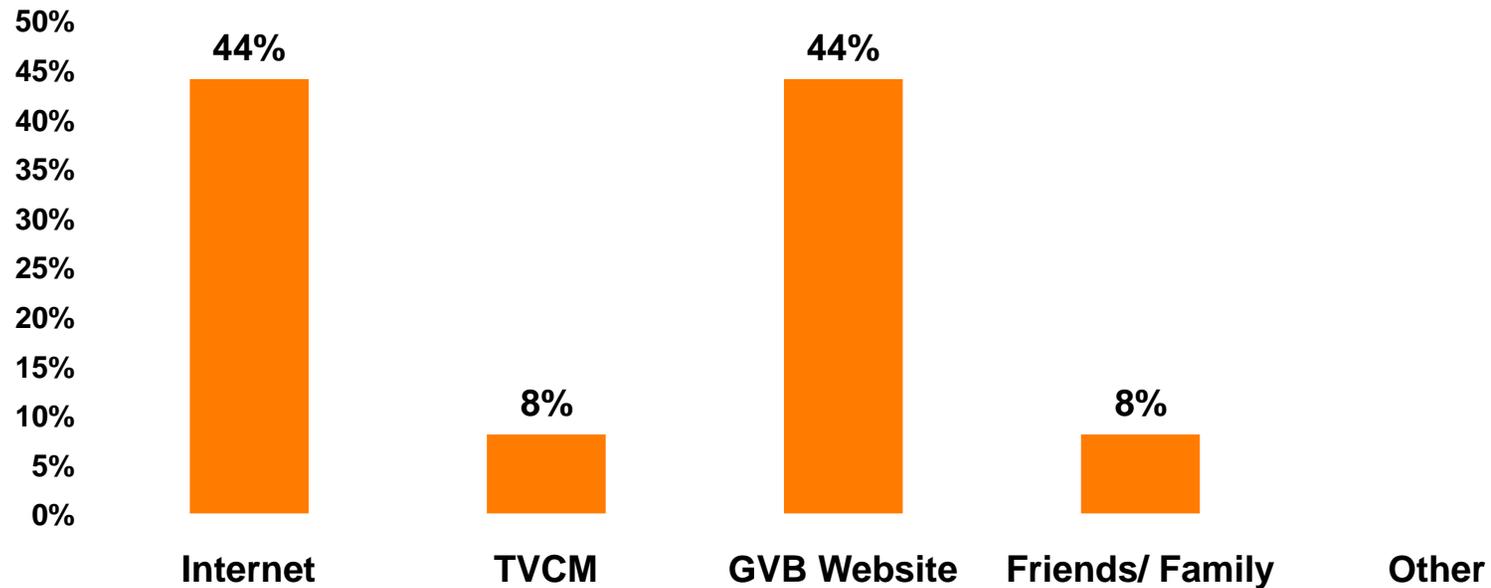
(Filter: recall image n=34)

- **47%** - Koko Bird – OL Version
(Asada! Namadesu Tabi Salad
Program Ad)
- **35%** - Hafa Adai Guam 365 monitor
campaign
- **38%** - Koko Bird – Sr. Version
(Shimura's Zoo Program Ad)
- **21%** - Guam Wedding (Nodame
Canterbible Cinema Ad)

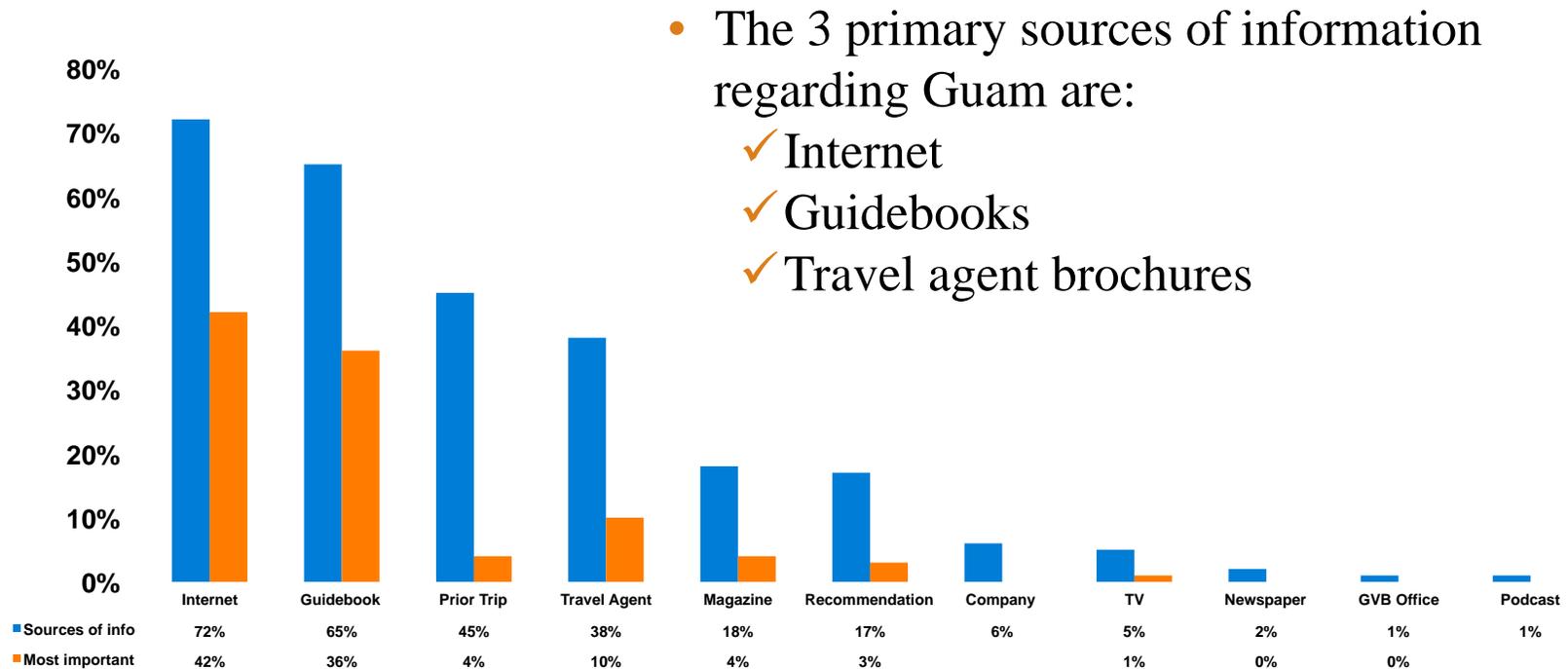
Aided Awareness – Hafa Adai Guam 365 Monitor Campaign



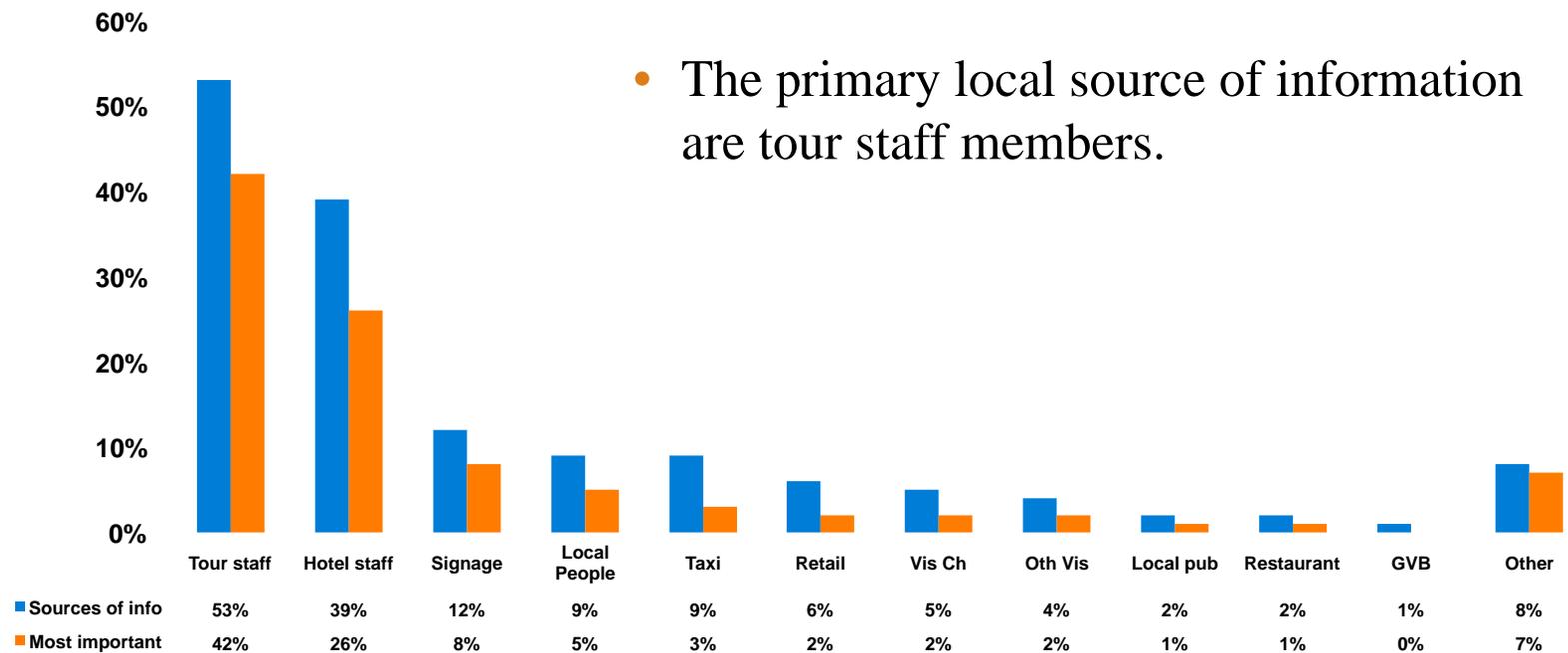
Media Source – Hafa Adai Guam 365 Monitor Campaign (n=25)



Sources of Information Pre-arrival

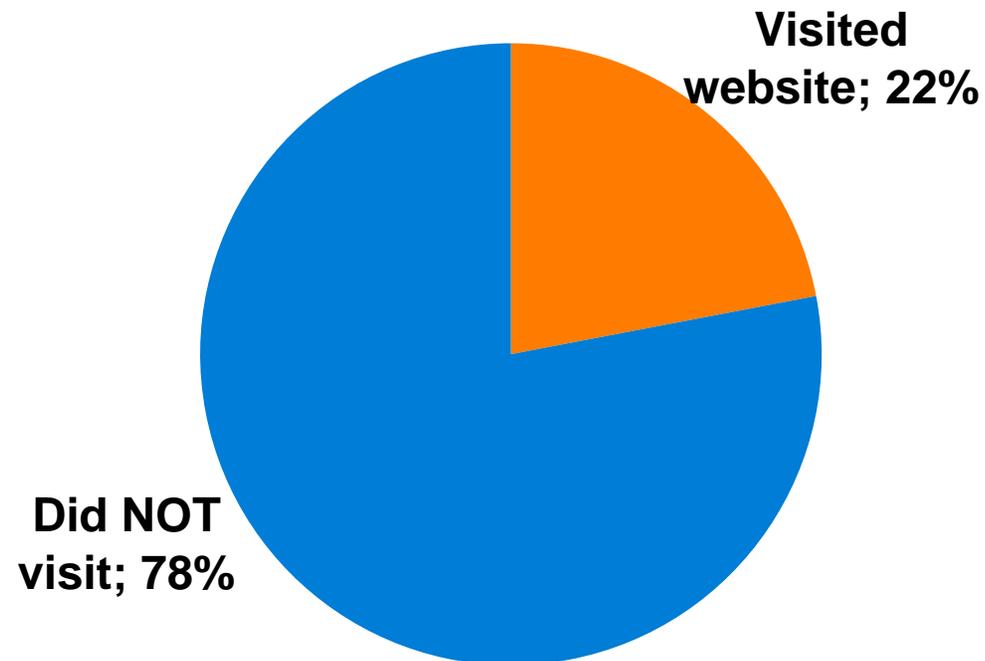


Sources of Information Post-arrival



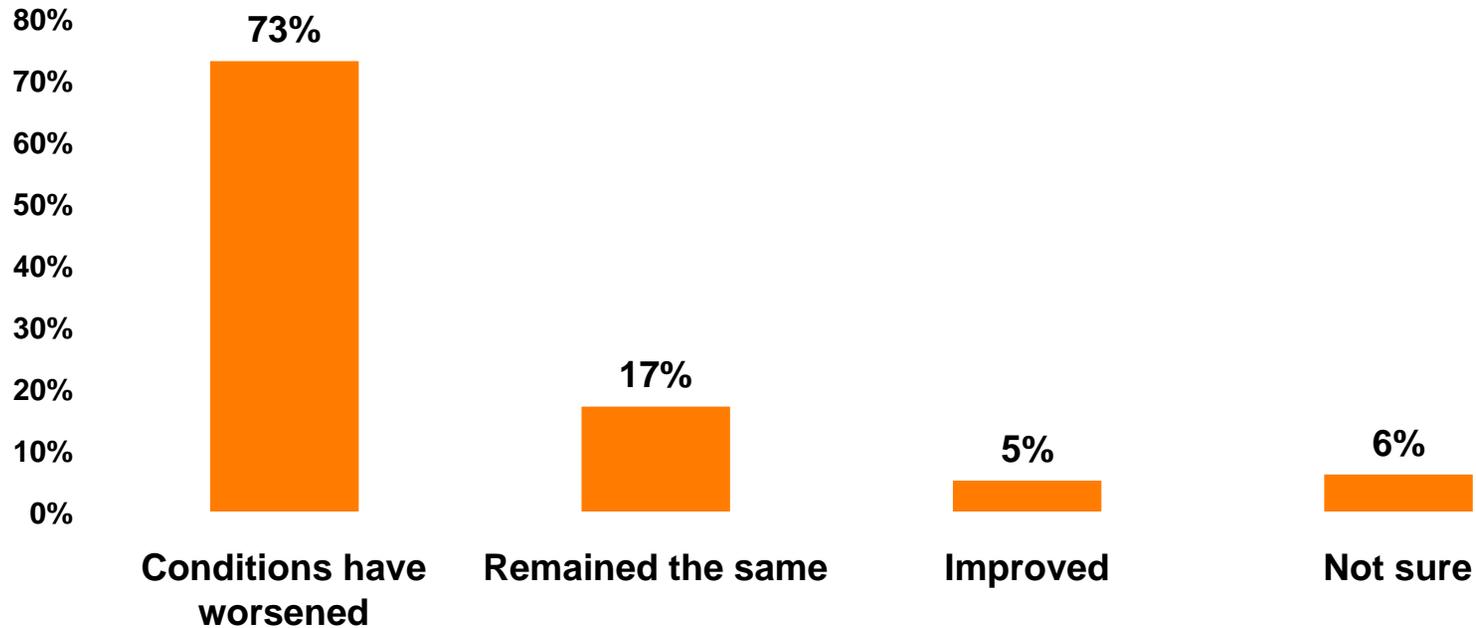
- The primary local source of information are tour staff members.

Visited GVB Website



SECTION 6
OTHER ISSUES

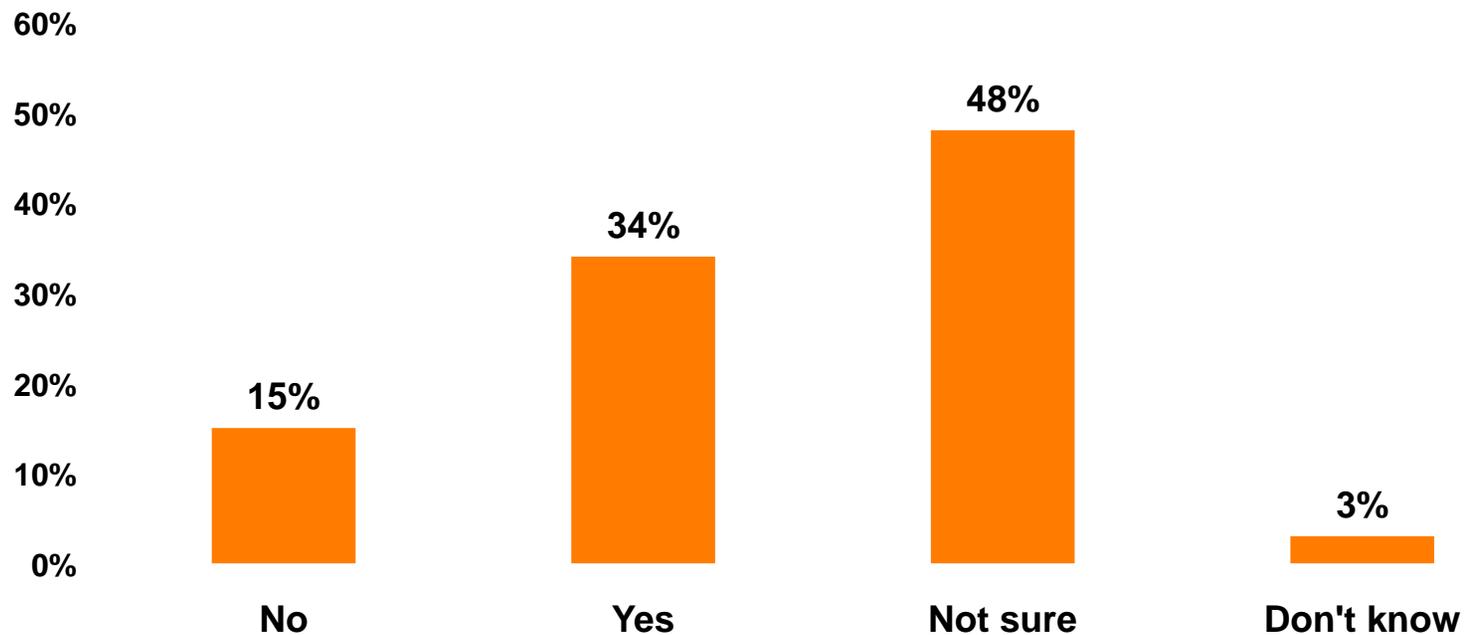
Rating the Japan economy compared to 12 months ago - Overall



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	33%	72%	71%	82%	72%	64%	76%	82%	78%	66%	74%	100%
	Conditions have remained the same	33%	19%	15%	14%	17%	27%	15%	16%	18%	10%	19%	
	Conditions have improved	33%	3%	6%	2%	8%	2%	2%	2%	2%	20%	4%	
	Do not know		6%	8%	2%	3%	7%	7%		2%	5%	4%	
Total	Count	3	144	95	49	36	45	54	50	51	41	54	1

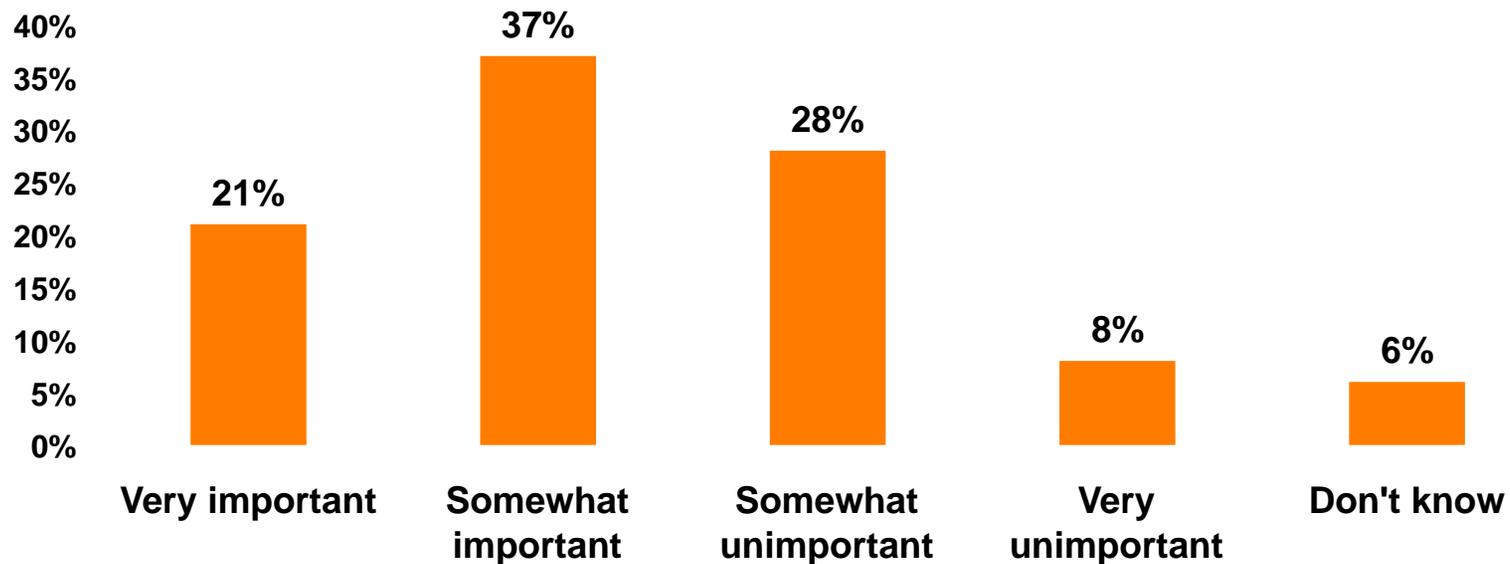
Good time to spend money on travel outside of Japan - Overall



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	33%	13%	22%	8%	11%	16%	19%	16%	14%	12%	17%	
	Yes		32%	34%	39%	39%	36%	28%	30%	39%	32%	39%	
	Not sure	67%	52%	42%	51%	44%	47%	54%	52%	47%	54%	39%	100%
	Do not know		3%	2%	2%	6%	2%		2%		2%	6%	
Total	Count	3	144	95	49	36	45	54	50	51	41	54	1

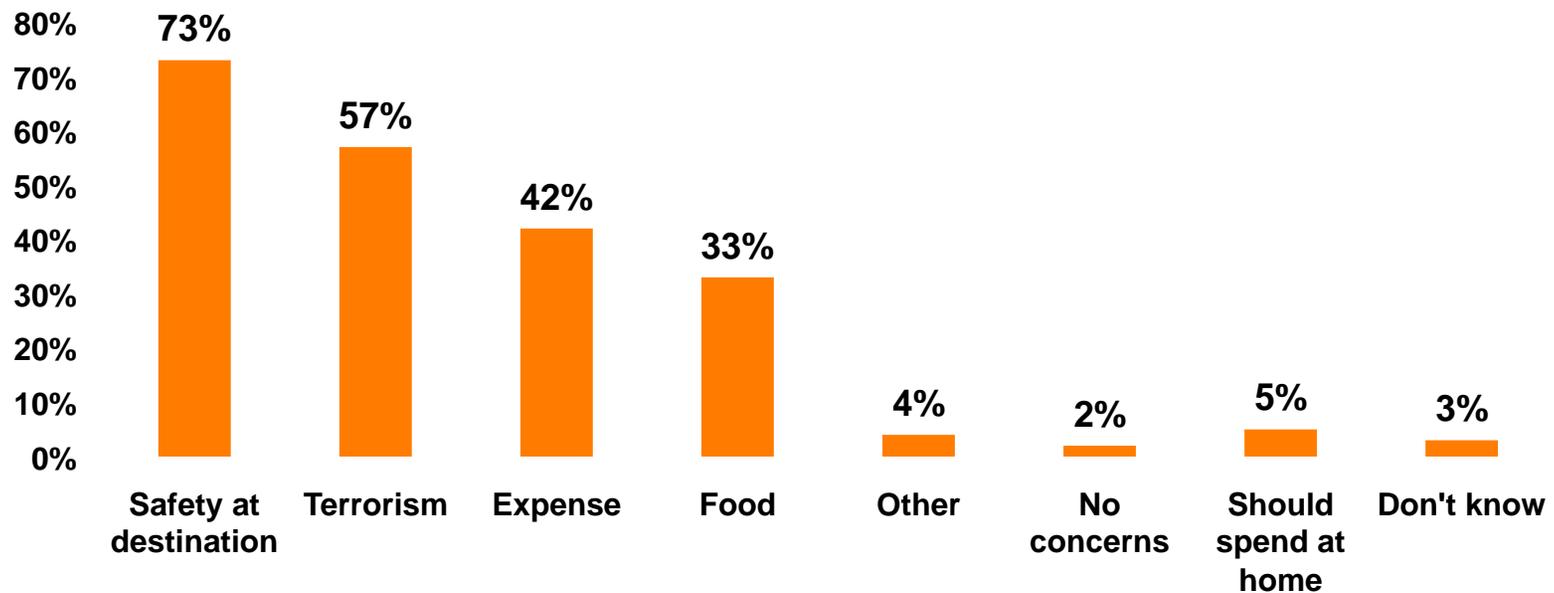
The importance of the state of the Japanese economy in decision to travel outside of Japan - Overall



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		8%	11%	4%	6%	7%	9%	10%	8%	5%	9%	
	Somewhat unimportant		31%	25%	29%	28%	33%	31%	20%	22%	32%	37%	
	Somewhat important	100%	37%	31%	41%	44%	36%	33%	34%	49%	46%	33%	
	Very important		17%	26%	24%	19%	16%	24%	36%	22%	10%	13%	100%
	Do not know		7%	7%	2%	3%	9%	2%			7%	7%	
Total	Count	3	144	95	49	36	45	54	50	51	41	54	1

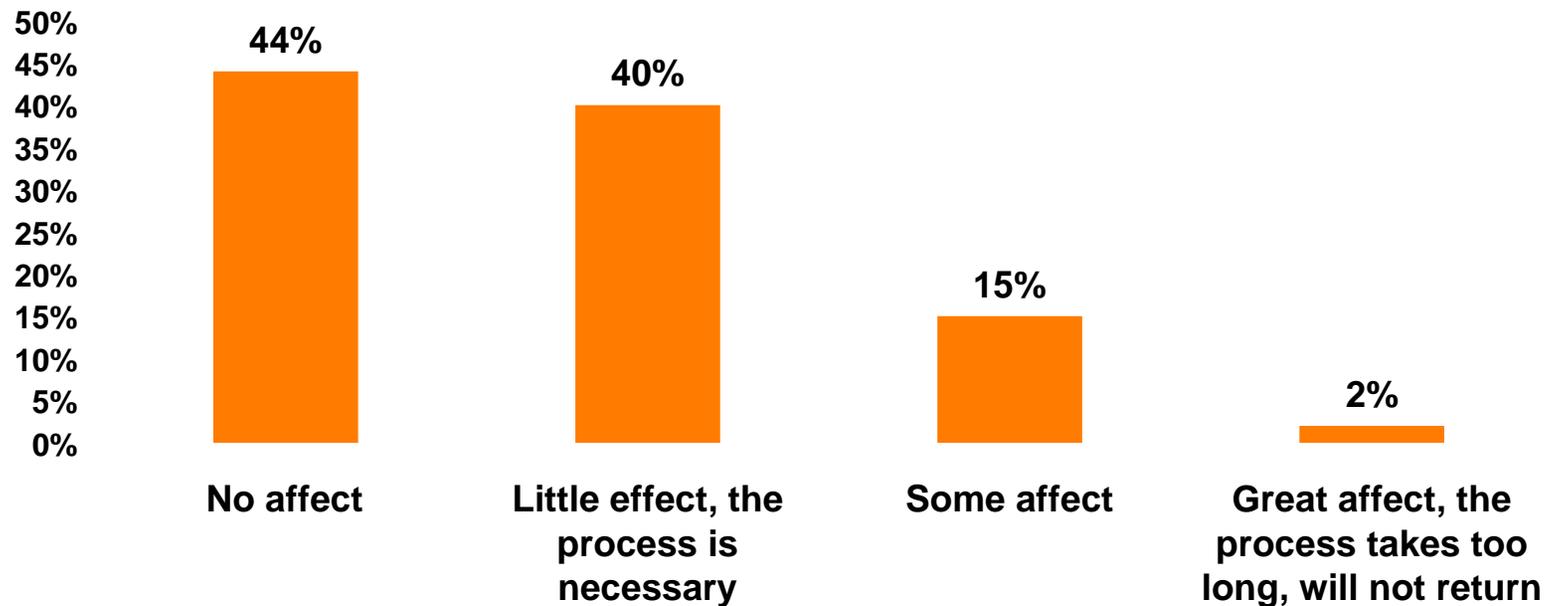
Concerns about travel outside of Japan - Overall



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	33%	72%	71%	76%	89%	73%	67%	72%	73%	88%	81%	100%
	Terrorism	67%	54%	56%	51%	75%	53%	59%	68%	57%	49%	57%	100%
	Expense	33%	44%	40%	41%	42%	51%	46%	42%	39%	44%	37%	100%
	Food	33%	38%	29%	29%	33%	33%	41%	30%	35%	32%	30%	
	Spending money abroad when it should be spent at home	33%	6%	6%			2%	11%	2%	4%		6%	
	Other		3%	5%	2%	6%	4%	2%	2%	2%	5%	7%	
	No concerns		3%	4%			2%	4%	8%			2%	
	Do not know		3%	3%	2%	3%			2%		2%	4%	
Total	Cases	3	144	95	49	36	45	54	50	51	41	54	1

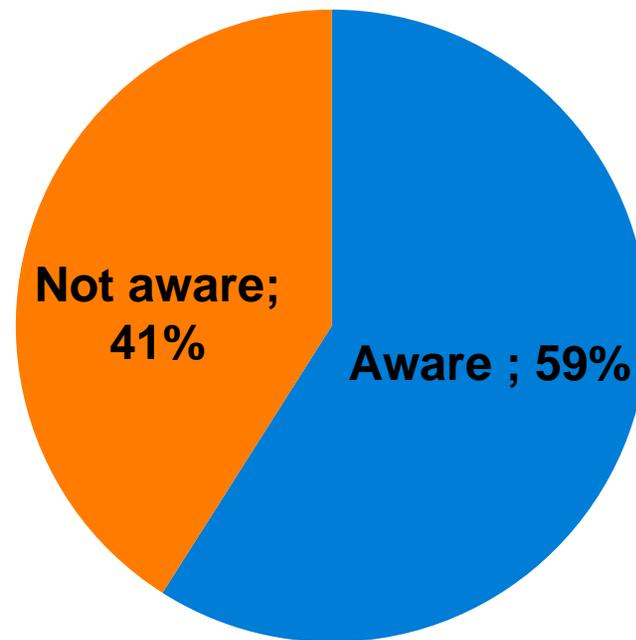
Security Screening/ Immigration Process at Guam International Airport



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

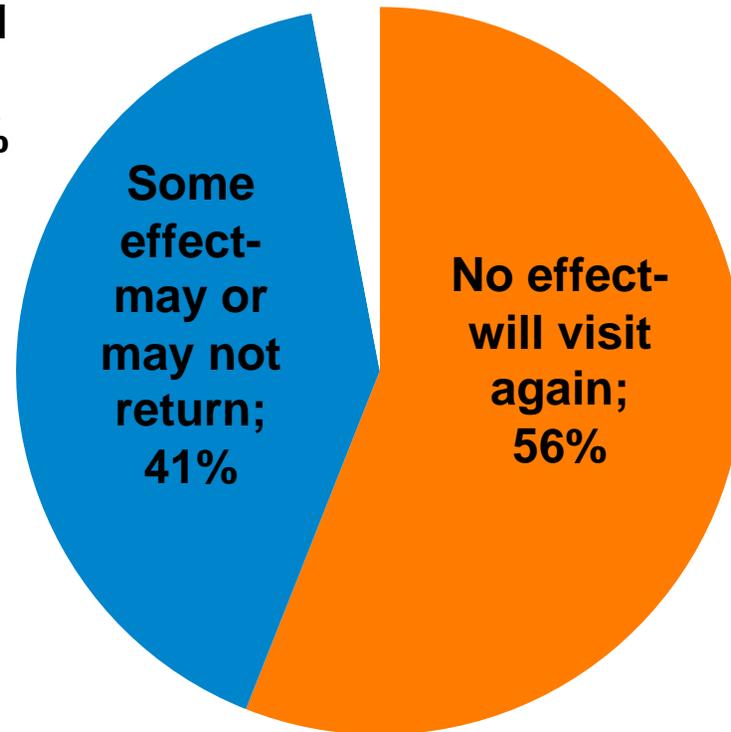
- Mean Rating – **3.3** out of possible 7.0
- Agree (Score 6-7) – **12%**
- Neutral (Score 4-5) – **44%**
- Disagree (Score 1-3) – **45%**

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



Effects of US military troop movement on future trips to Guam

Great
effect- will
not
return; 3%



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

