

The background is a solid dark blue color. On the right side, there are several overlapping, semi-transparent shapes in lighter shades of blue. These shapes are organic and curved, resembling stylized waves or abstract forms. The overall aesthetic is clean and modern.

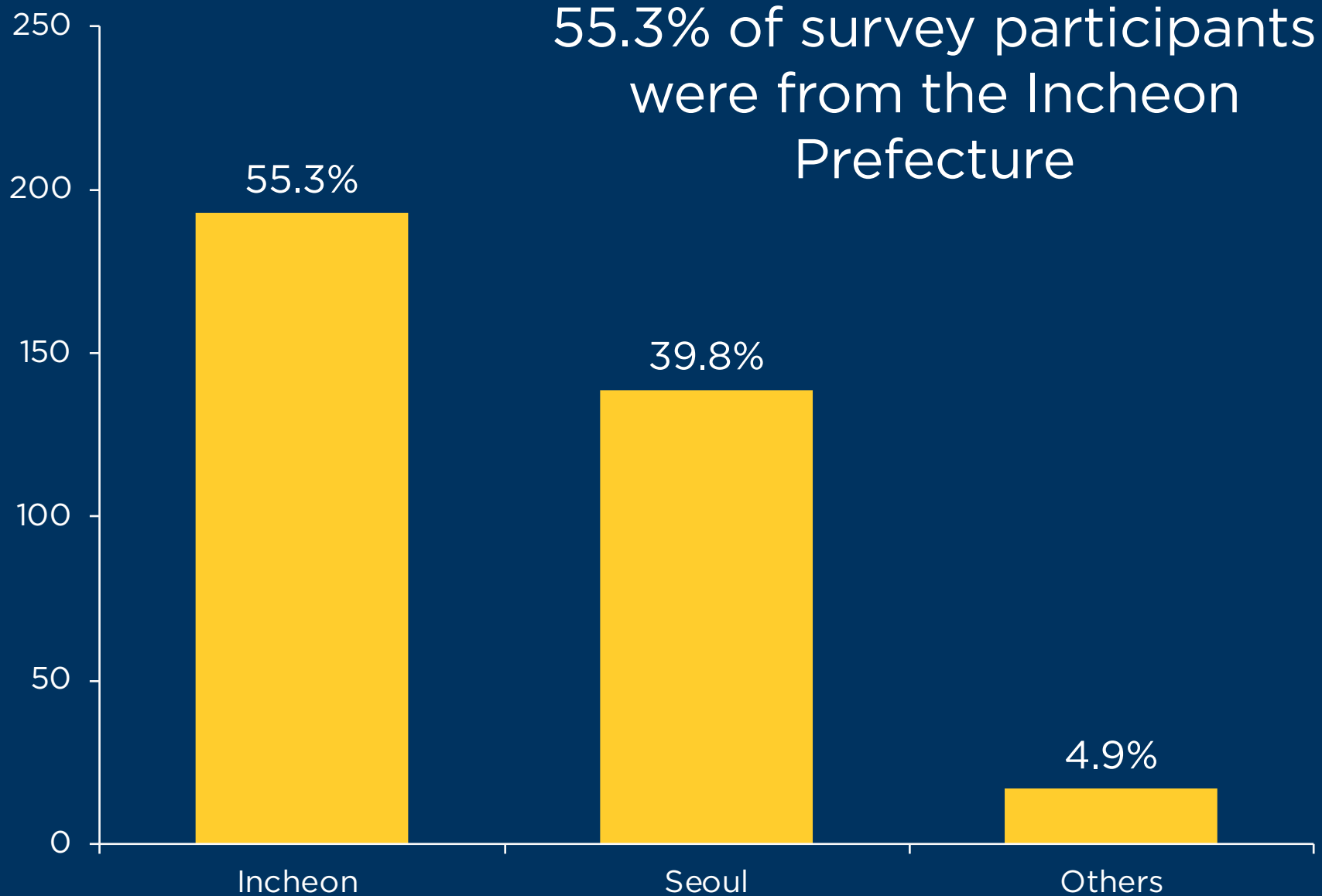
2018 HANA INTERNATIONAL TRAVEL SHOW

CONSUMER SURVEY

BACKGROUND AND APPROACH

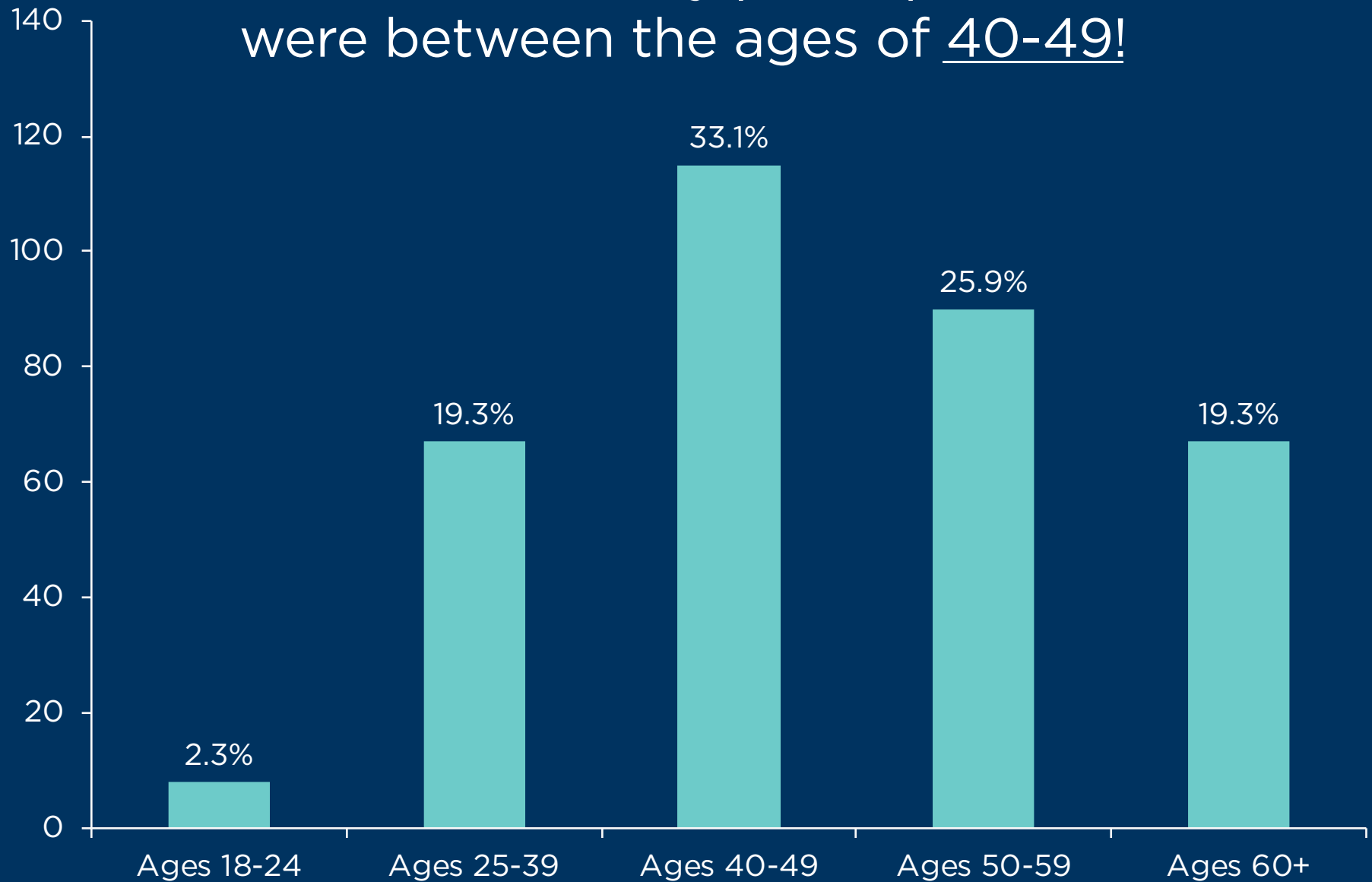
- TO PROVIDE FURTHER INSIGHT ON THE KOREAN CONSUMERS PARTICIPATING IN THE 2018 HANA INTERNATIONAL TRAVEL SHOW, THE GUAM VISITORS BUREAU RESEARCH DEPARTMENT CONDUCTED SELF-ADMINISTERED SURVEYS THROUGHOUT THE FOUR DAY EVENT.
- A TOTAL OF 350 KOREAN CONSUMERS WERE RANDOMLY ASKED TO PARTICIPATE IN THE SURVEY. SURVEYS WERE ADMINISTERED AT THE GUAM BOOTH.
- THE MARGIN OF ERROR FOR A SAMPLE OF 350 IS +/- 5 PERCENTAGE POINTS WITH A 95% CONFIDENCE LEVEL. THIS MEANS THAT WE CAN BE 95% CERTAIN THAT THEIR RESPONSES WOULD NOT DIFFER BY MORE THAN +/- 5 PERCENTAGE POINTS.

WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?

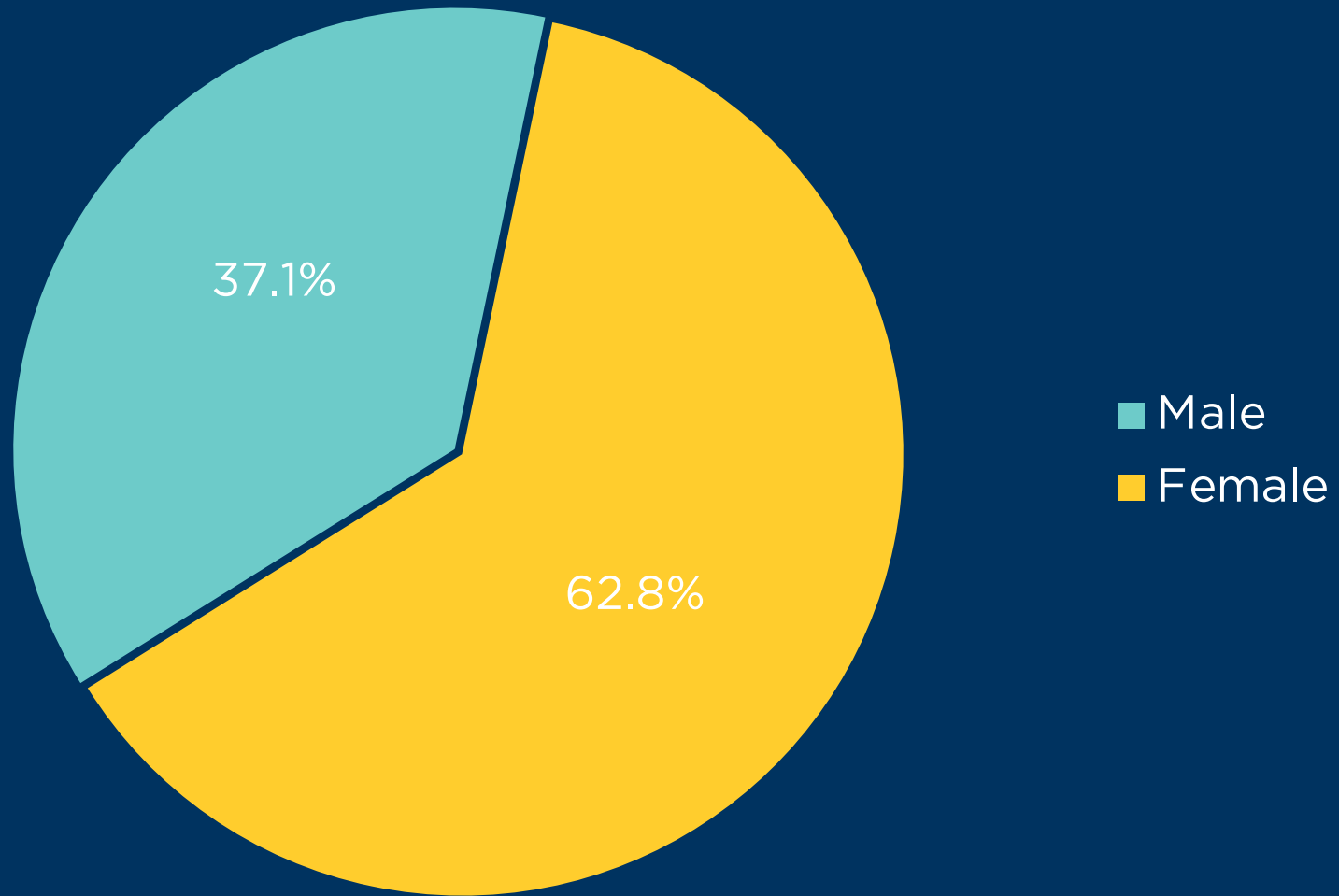


2018 HITS SURVEY RESULTS: AGE

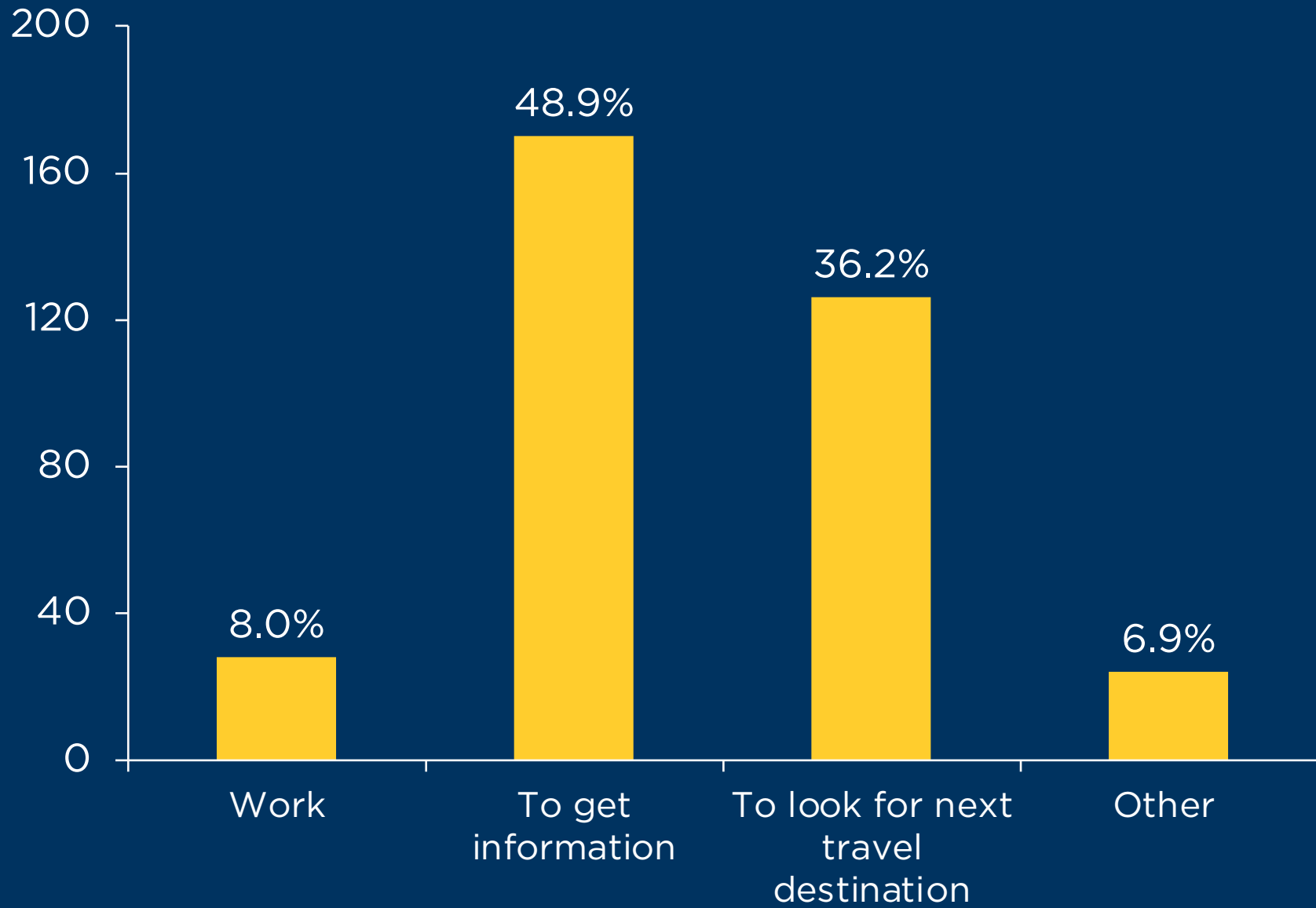
33.1% of survey participants were between the ages of 40-49!



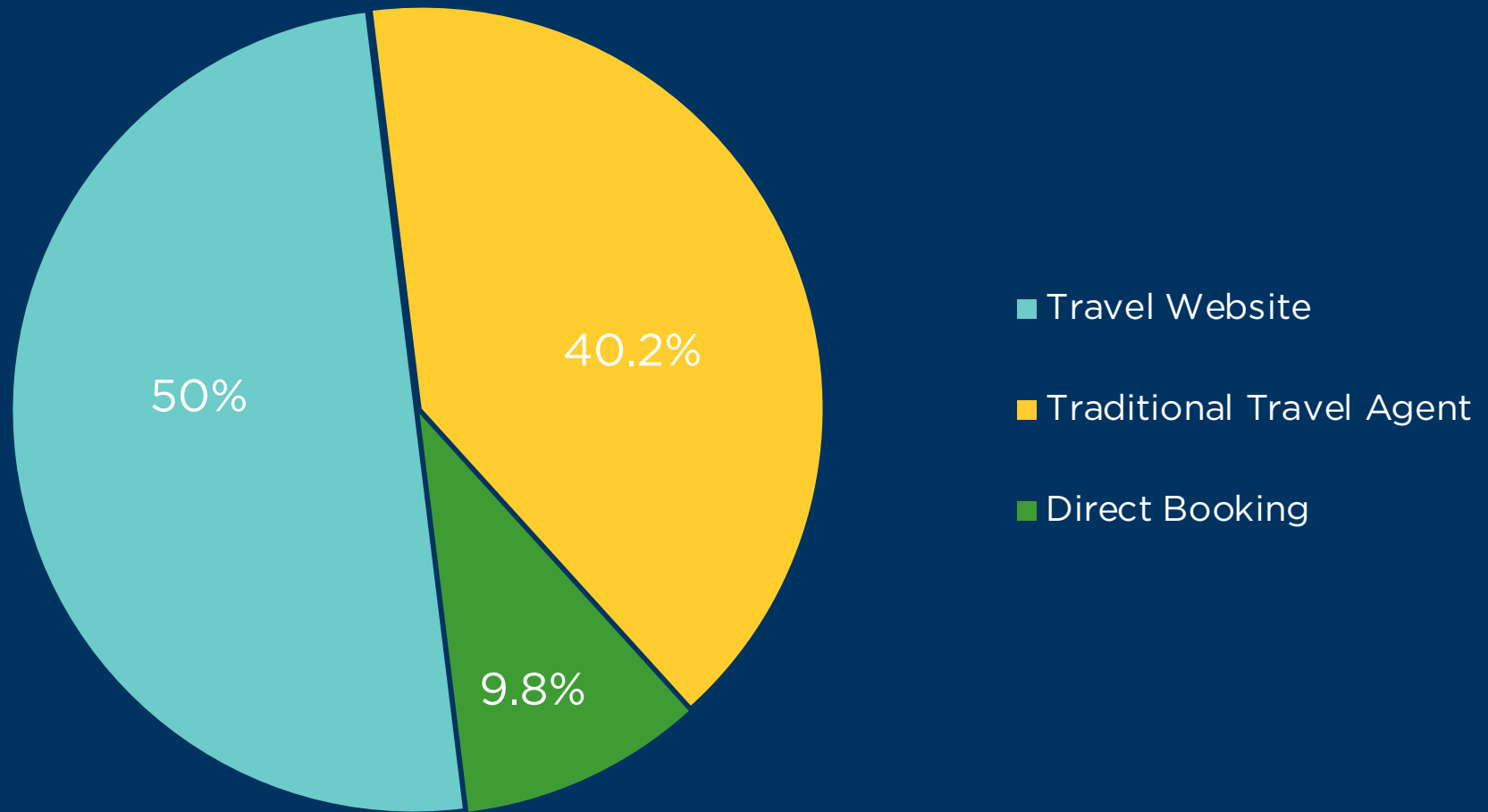
2018 HITS SURVEY RESULTS: GENDER



WHAT MOTIVATED YOU TO ATTEND THE HITS 2018?



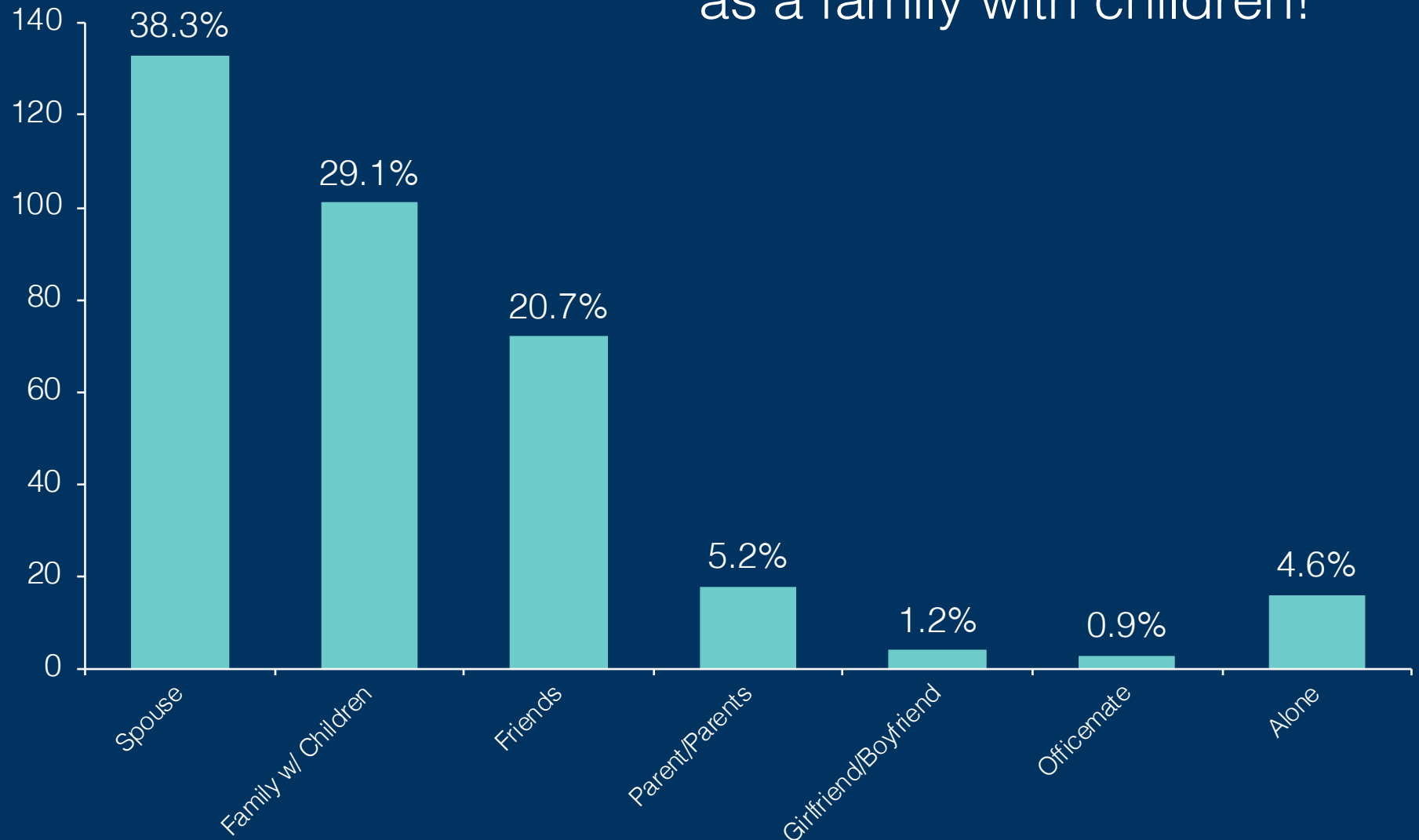
WHAT MEDIUMS DO YOU USE TO PLAN YOUR TRIP?



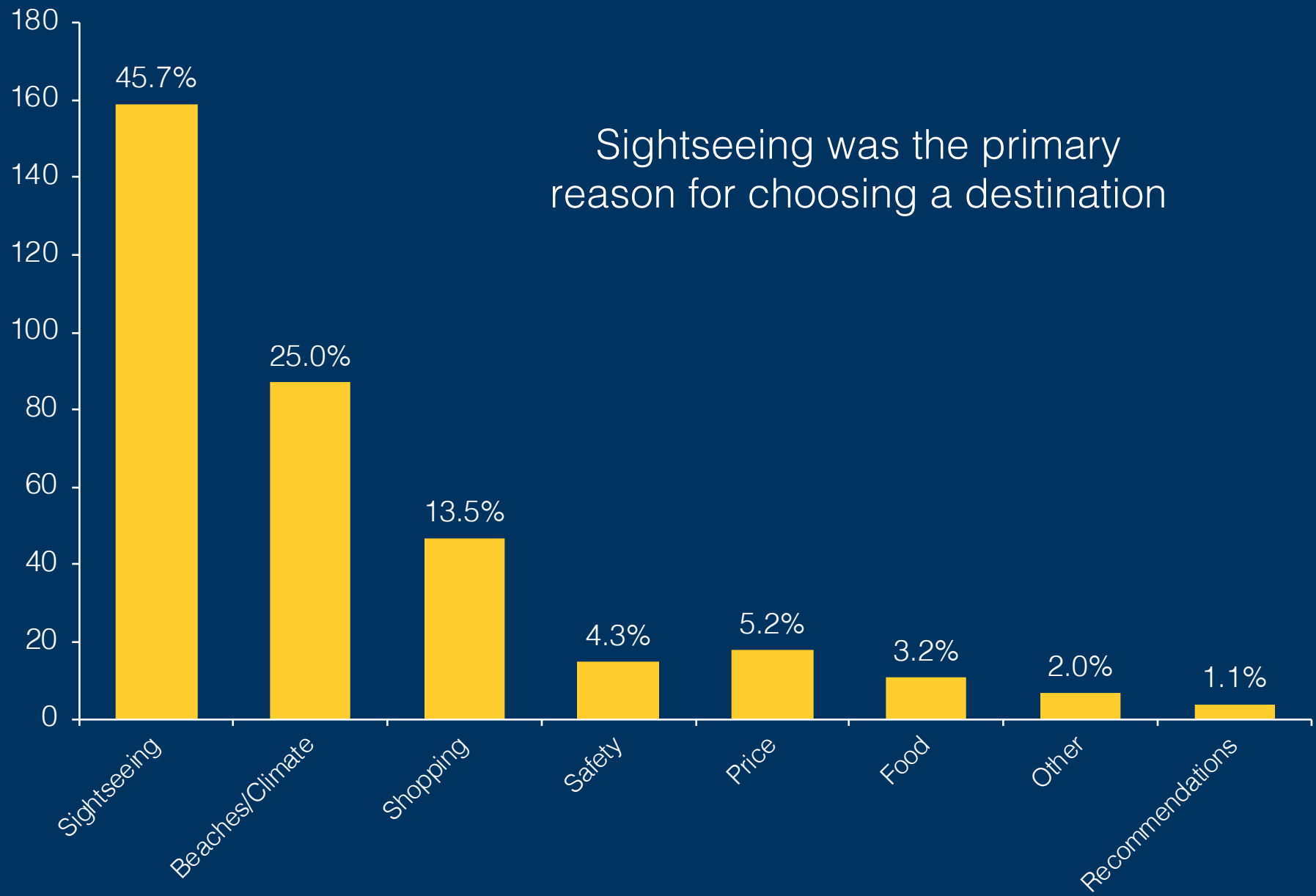
Online travel bookings continue to rise over the use of Traditional Travel Agents with nearly 60% of consumers using online travel websites and direct bookings for their travel transactions.

WHO DO YOU USUALLY TRAVEL WITH?

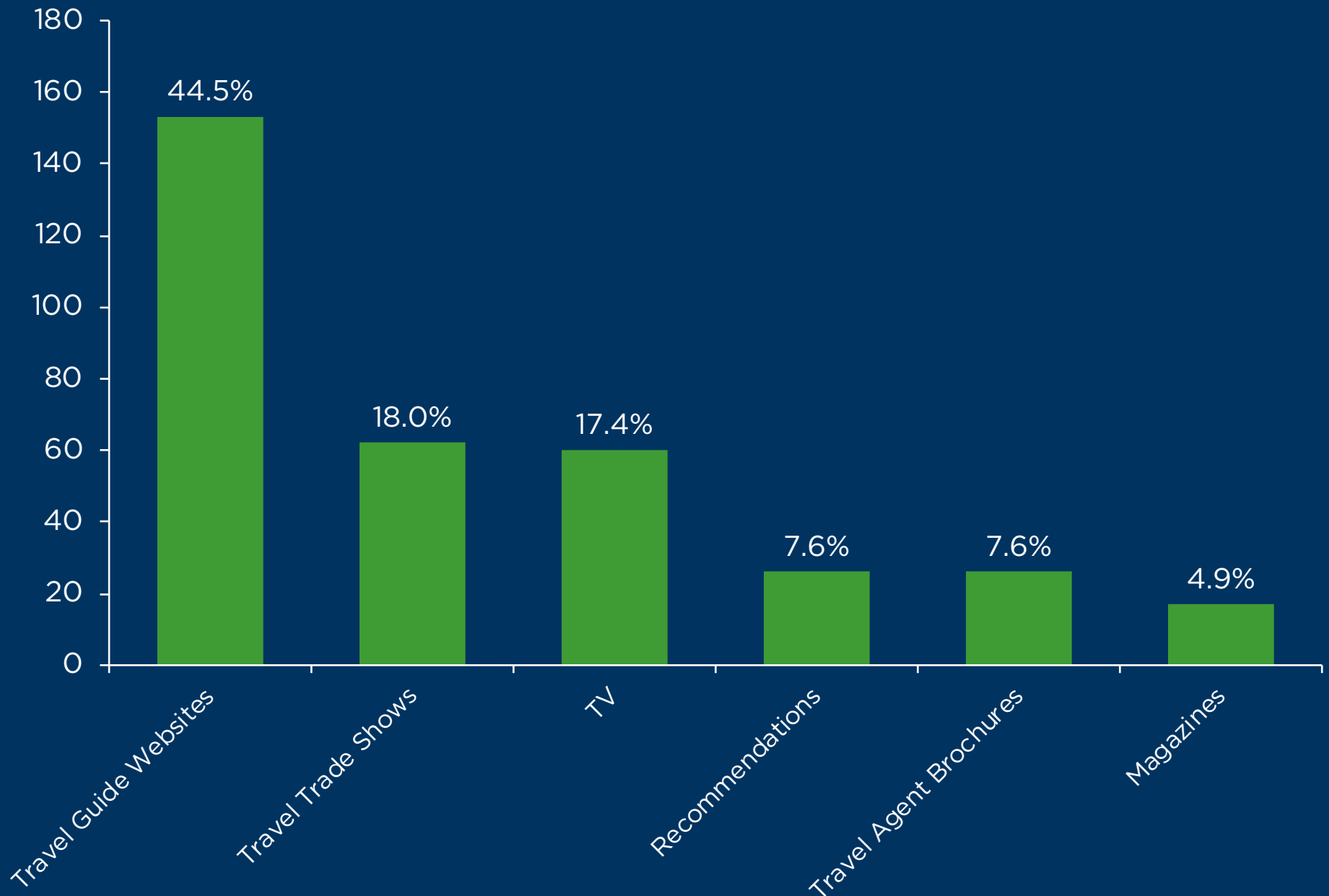
29.1% of attendees primarily travel as a family with children!



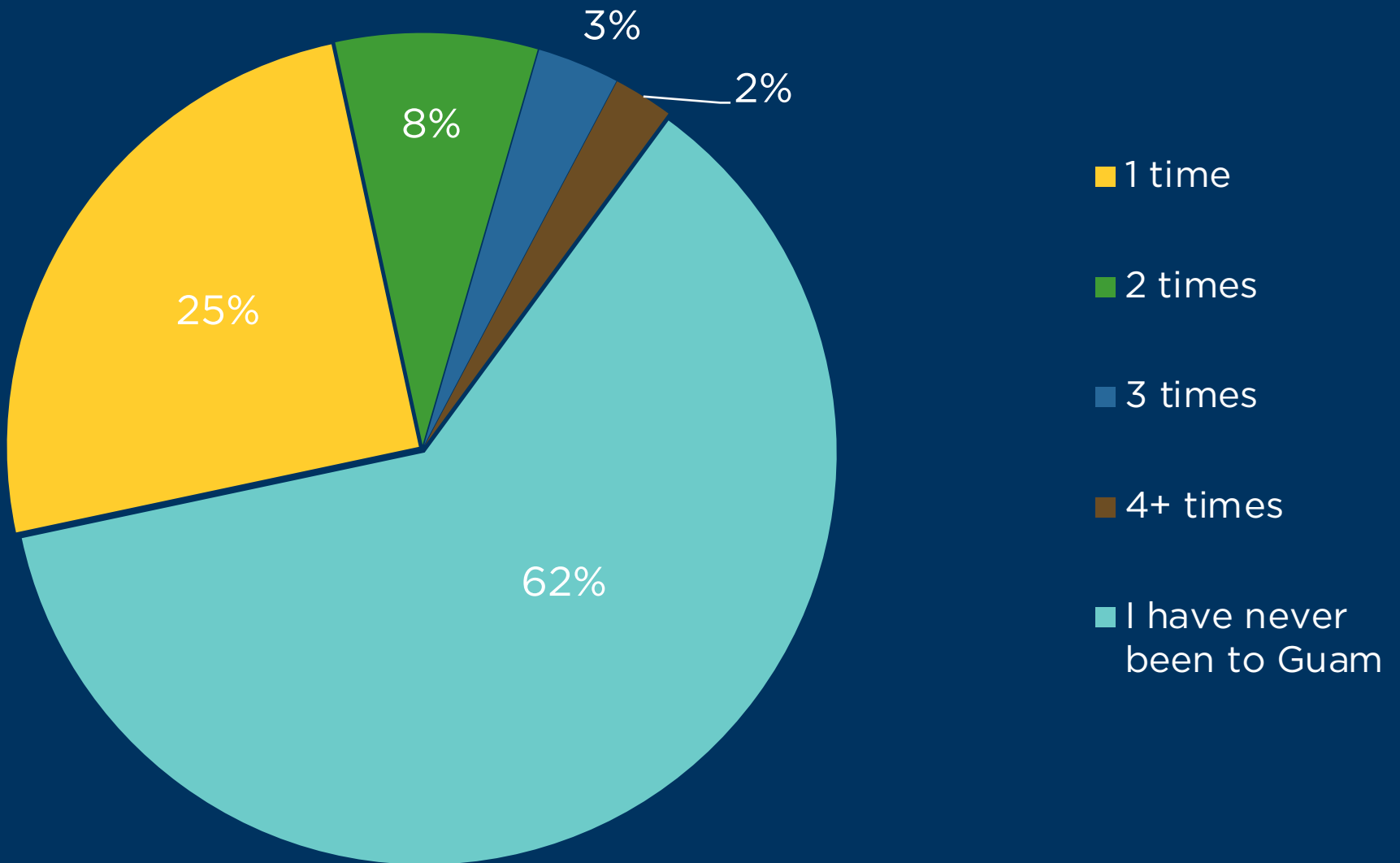
WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?



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

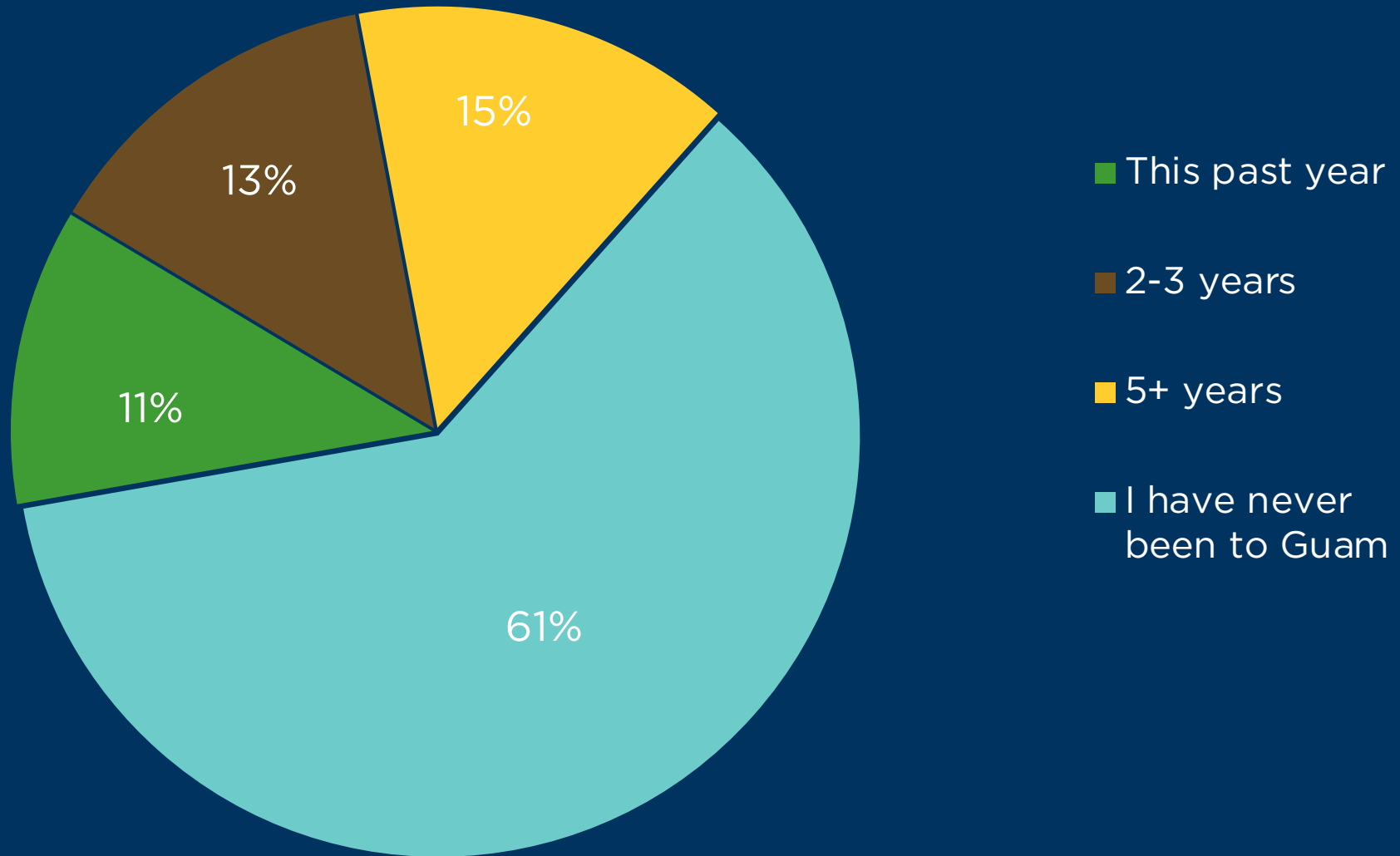


HOW MANY TIMES HAVE YOU VISITED GUAM?



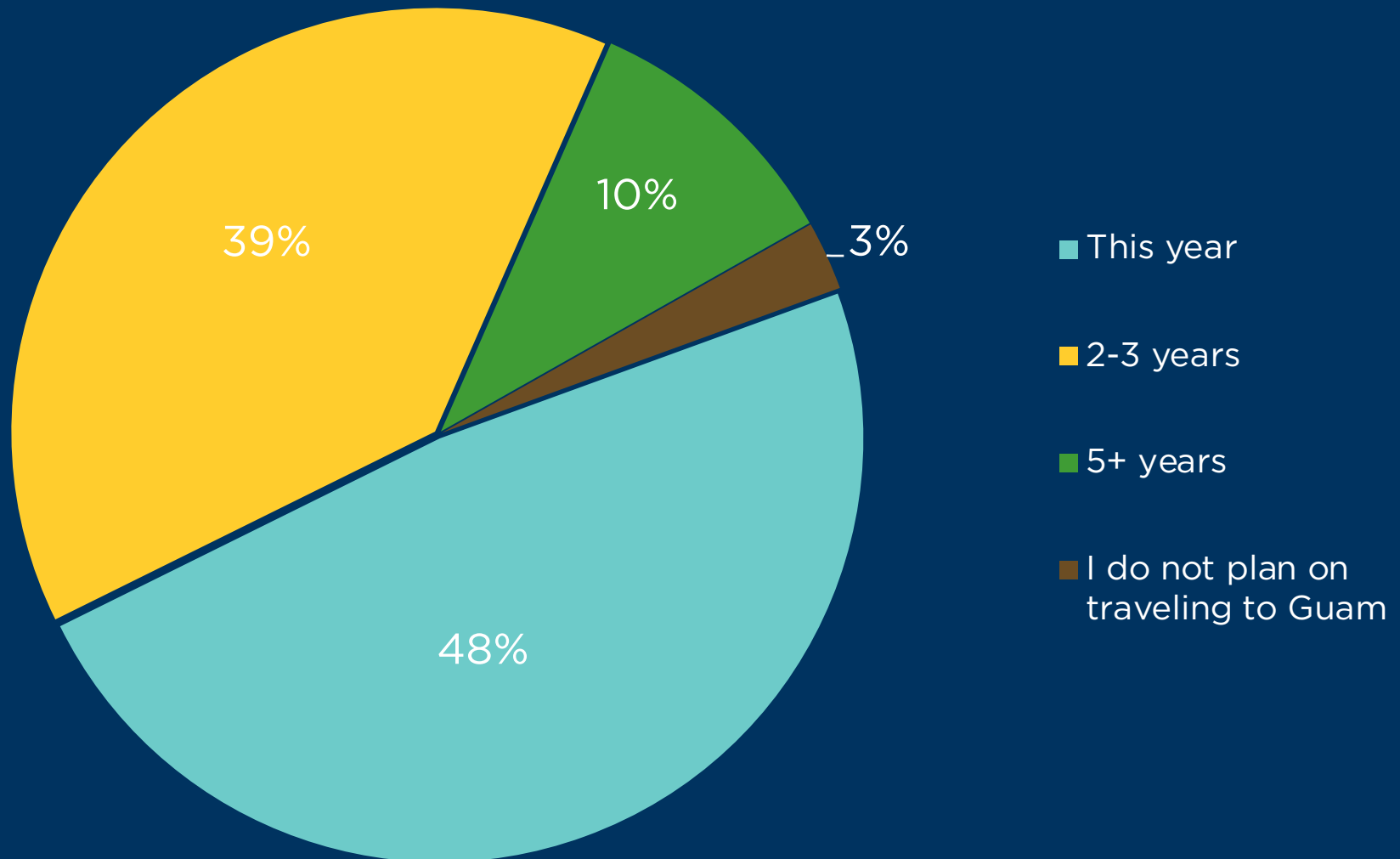
62% of survey participants have never been to Guam!

HOW RECENTLY HAVE YOU VISITED GUAM?



Only 11% of survey participants visited Guam within the past year.

WHEN DO YOU PLAN ON TRAVELING TO GUAM?



Only 3% of survey participants do not plan on traveling to Guam.

SI YU'US MA'ASE!
