



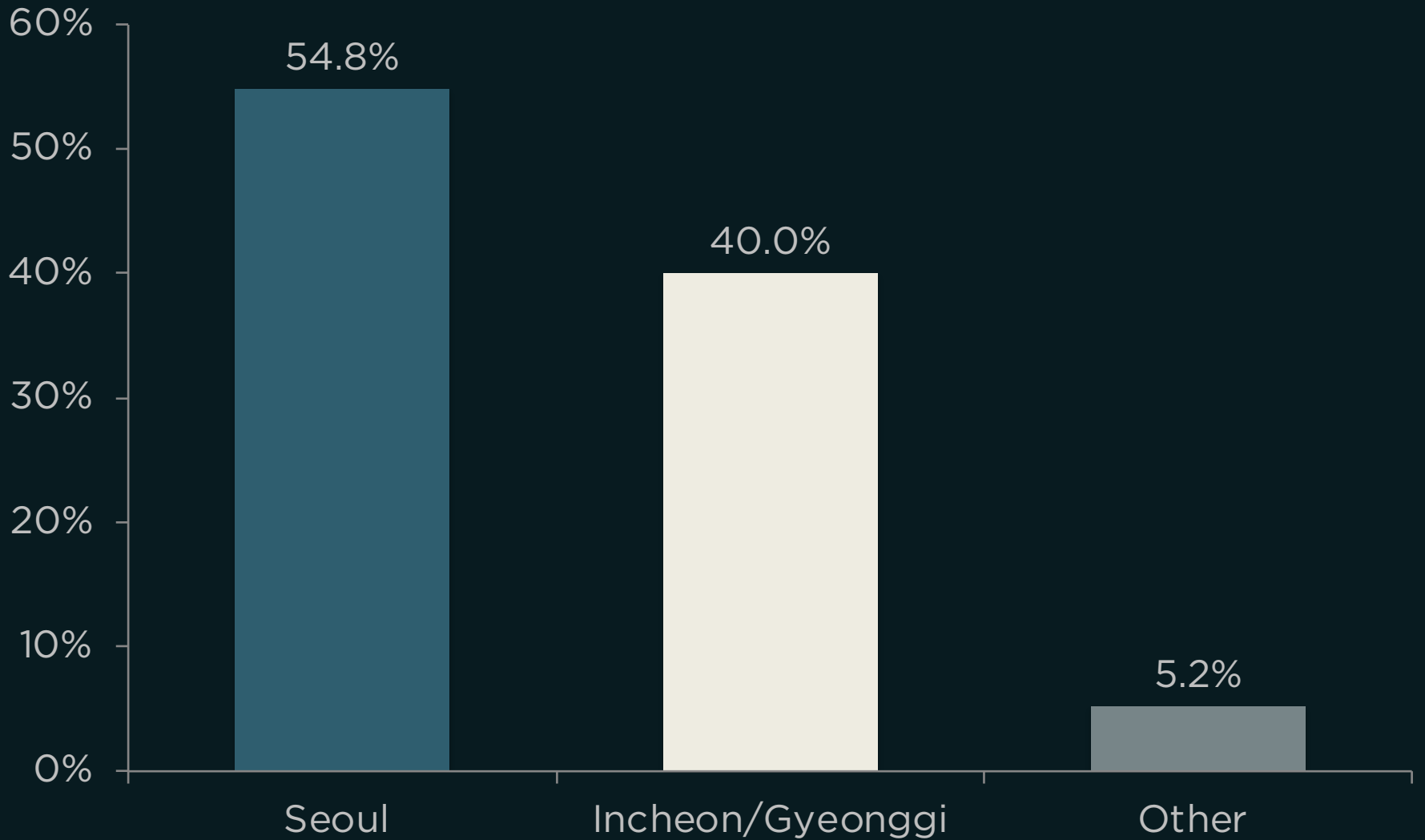
Guam Visitors Bureau

MODE TOUR TRAVEL MART 2018 SURVEY
RESULTS

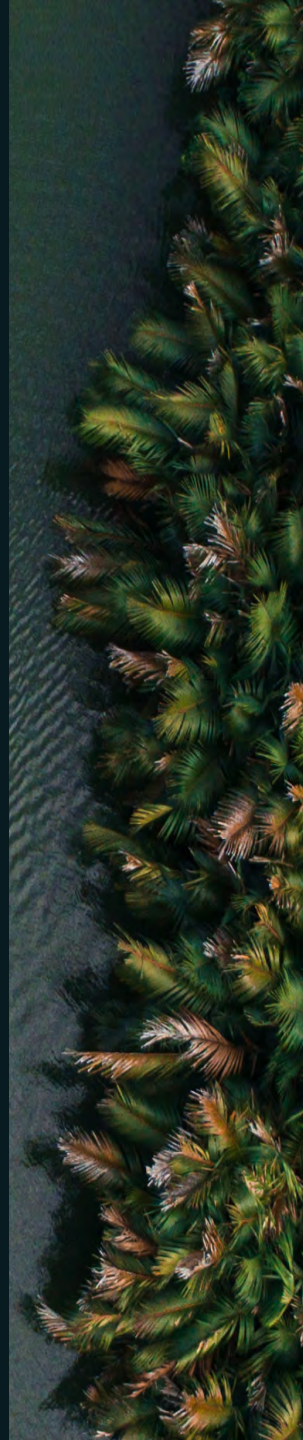
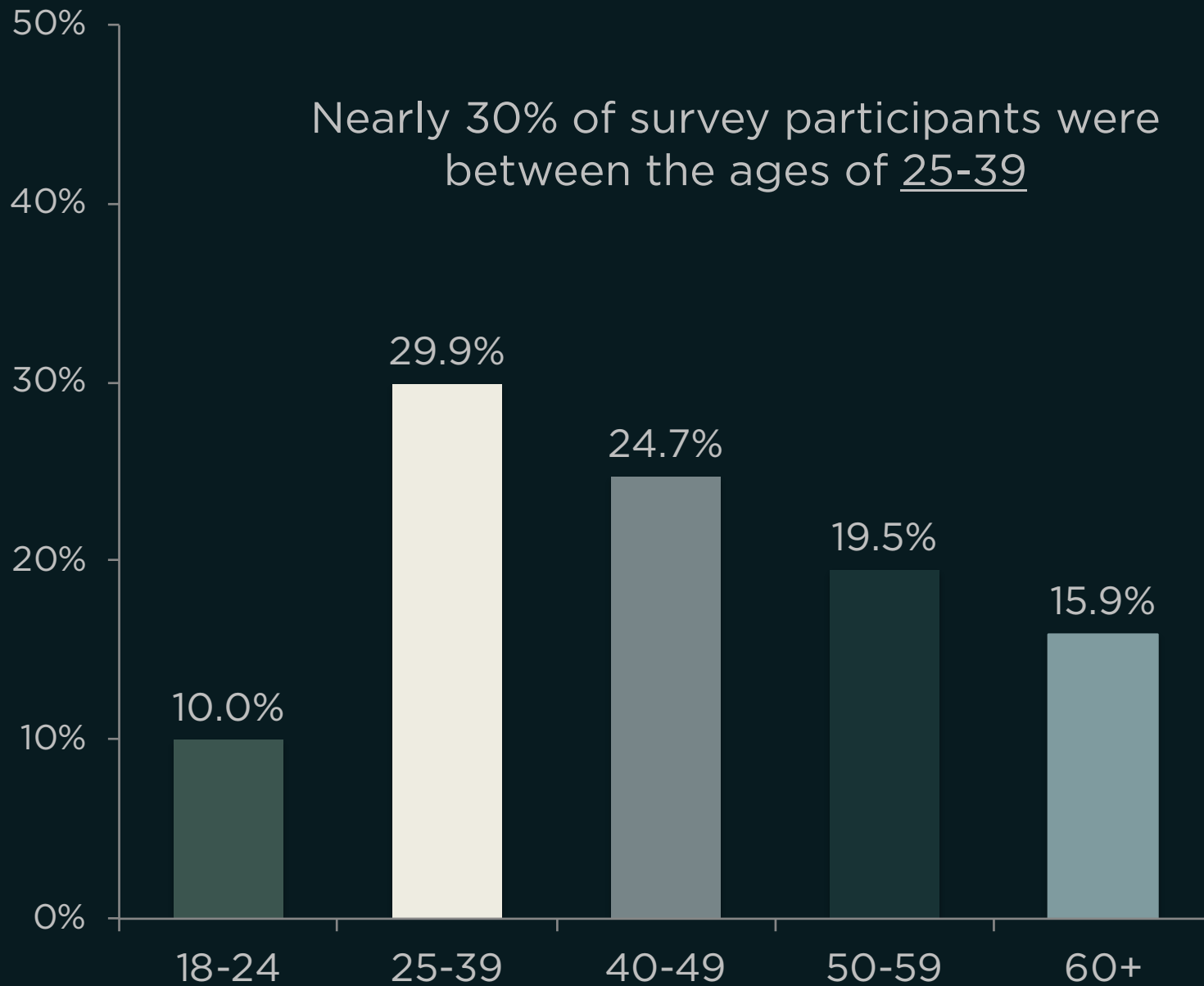
BACKGROUND AND APPROACH

- TO PROVIDE FURTHER INSIGHT ON THE KOREAN CONSUMERS PARTICIPATING IN THE 2018 MODE TOUR TRAVEL MART, THE GUAM VISITORS BUREAU'S RESEARCH DEPARTMENT CONDUCTED SELF-ADMINISTERED SURVEYS THROUGHOUT THE FOUR DAY EVENT.
- A TOTAL OF 500 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 500 IS +/- 4 PERCENTAGE POINTS WITH A 95% CONFIDENCE LEVEL. THIS MEANS THAT WE CAN BE 95% CERTAIN THAT THEIR RESPONSES WOULD NOT DIFFER BY MORE THAN +/- 4 PERCENTAGE POINTS.

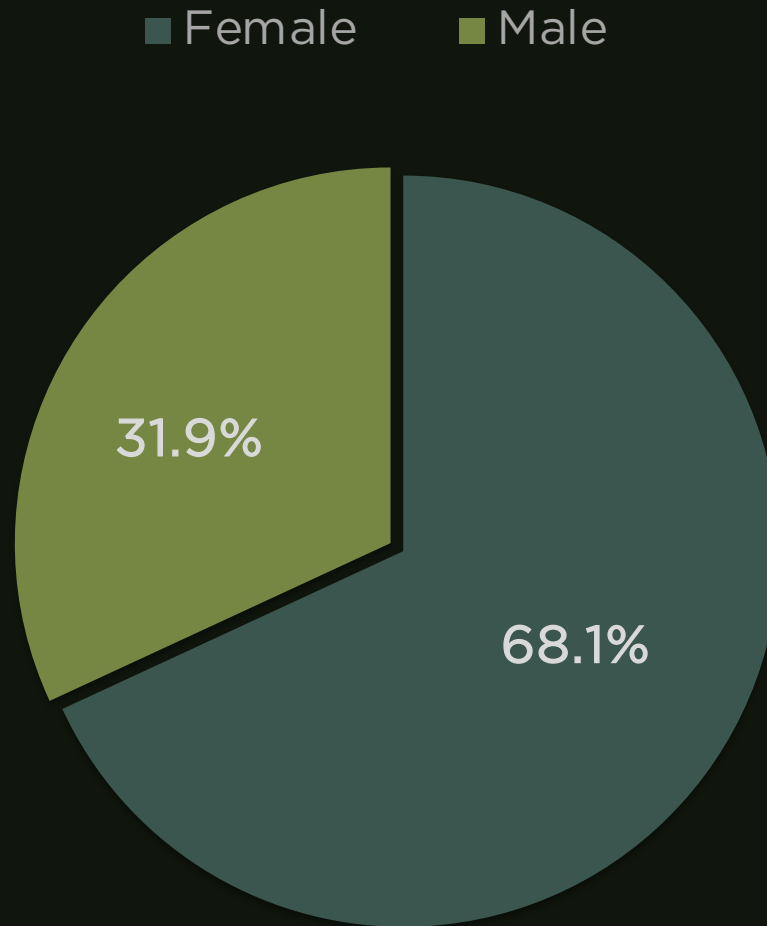
WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?



2018 MODE SURVEY RESULTS: AGE

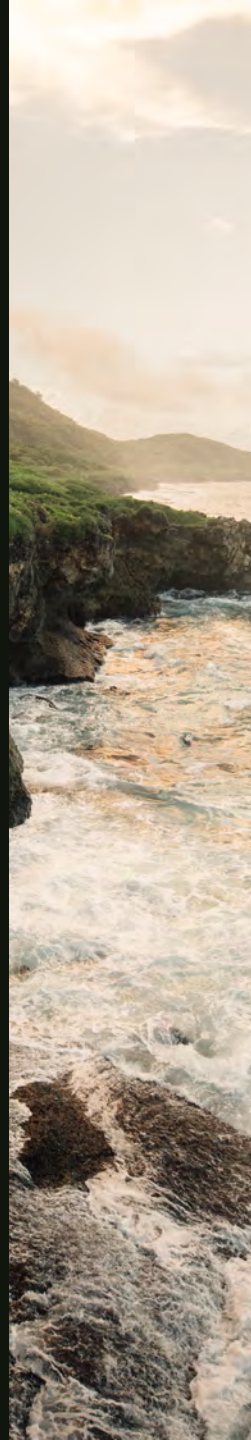
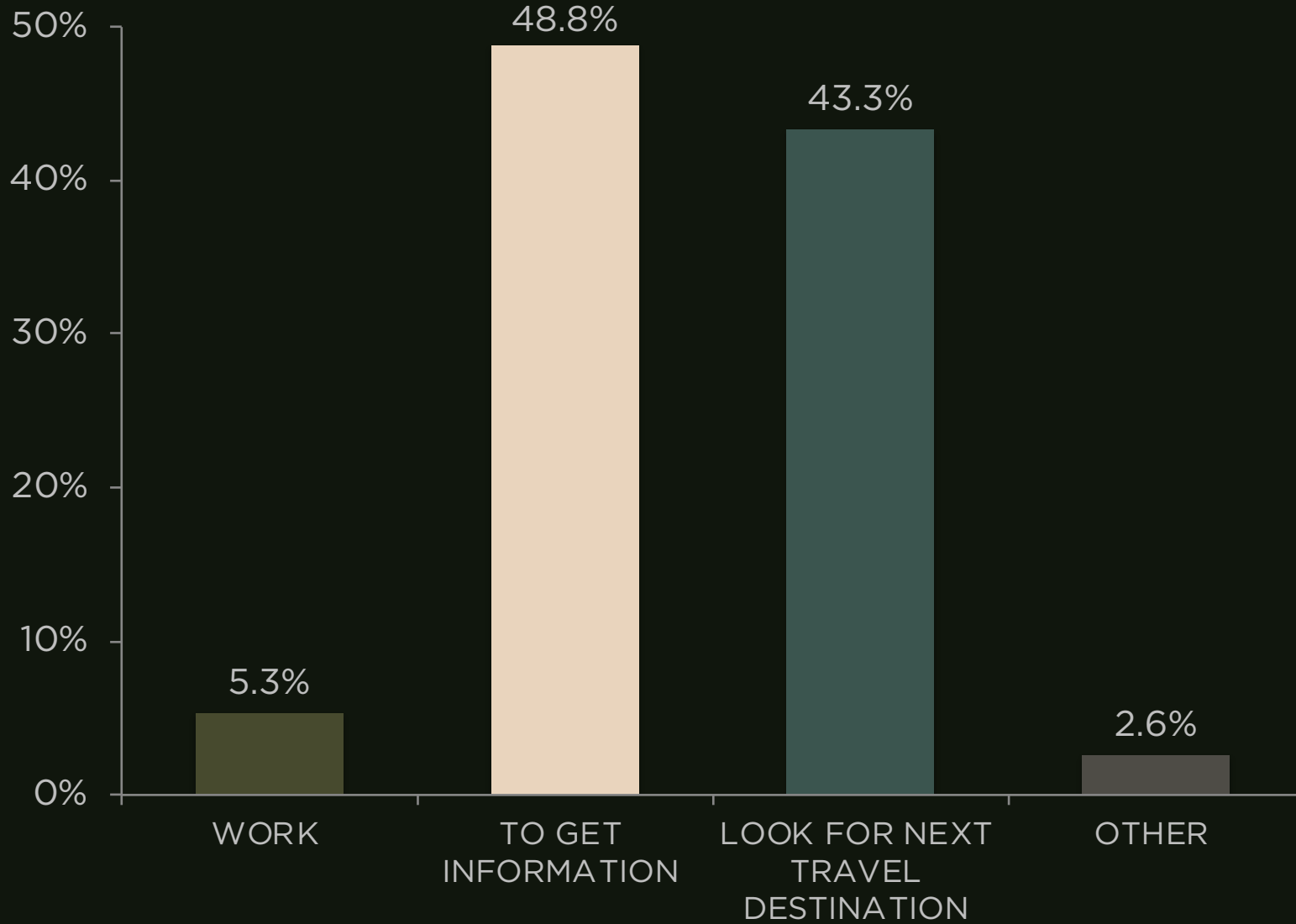


2018 MODE SURVEY RESULTS: GENDER



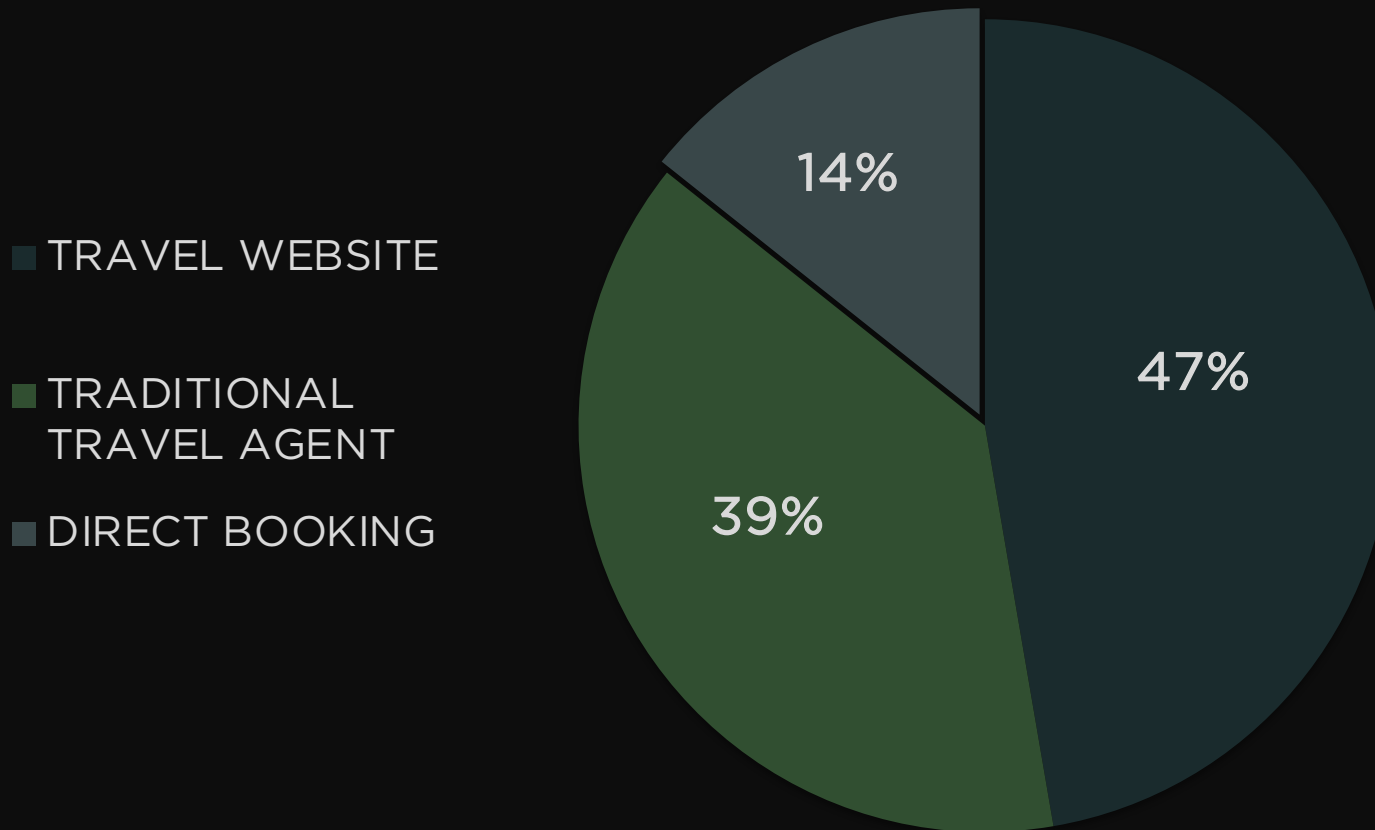
Almost 7 out of 10 survey participants were female.

WHAT MOTIVATED YOU TO ATTEND MODE 2018?

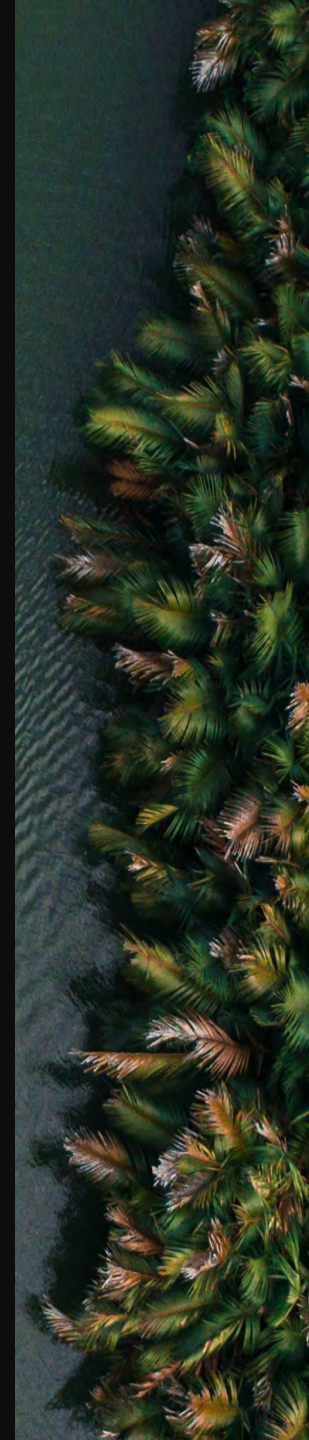


WHAT MEDIUMS DO YOU USE TO PLAN YOUR TRIPS?

Sales

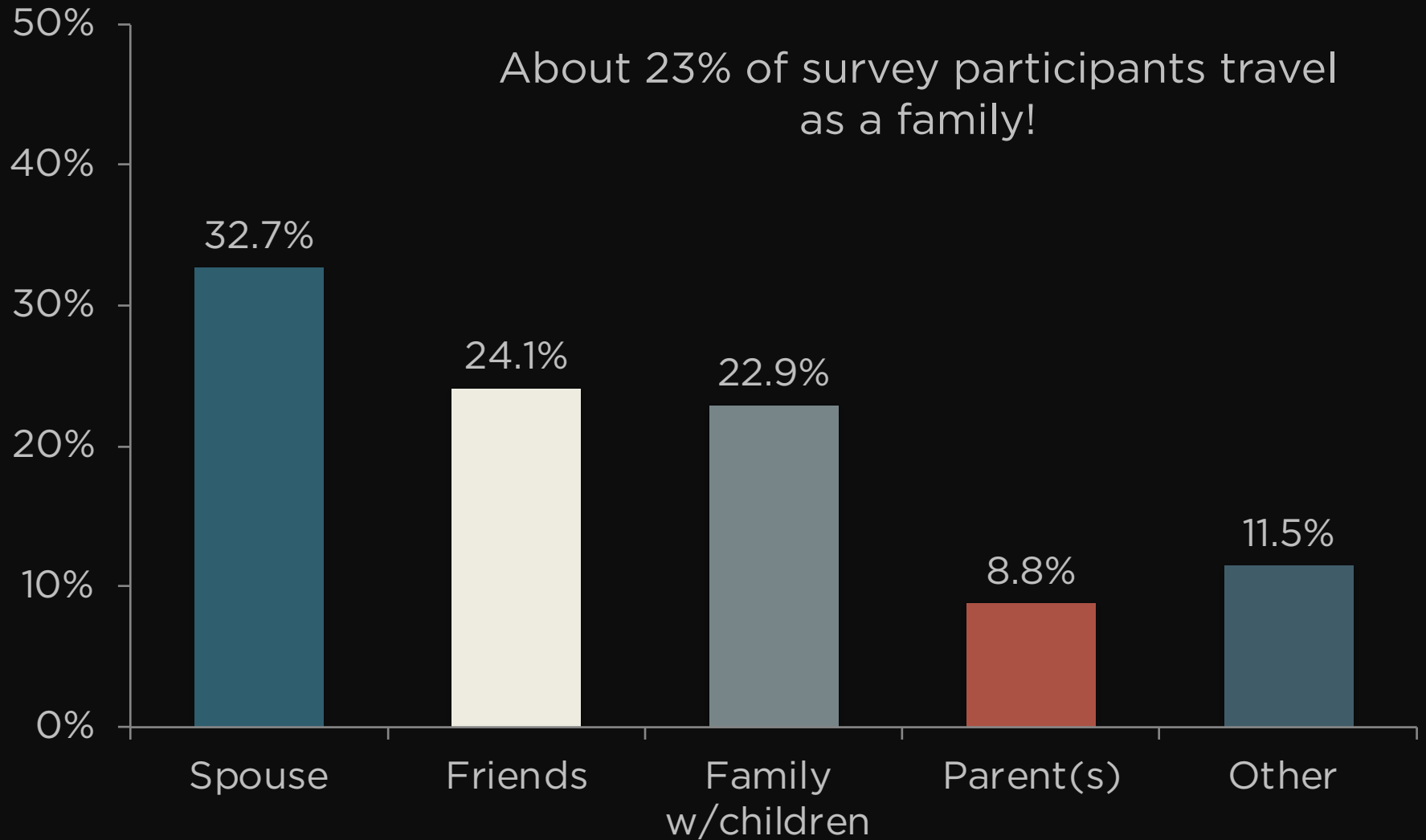


Online travel bookings continue to rise over the use of Traditional Travel Agents with over 60% of consumers using online travel websites or direct bookings for their travel plans.

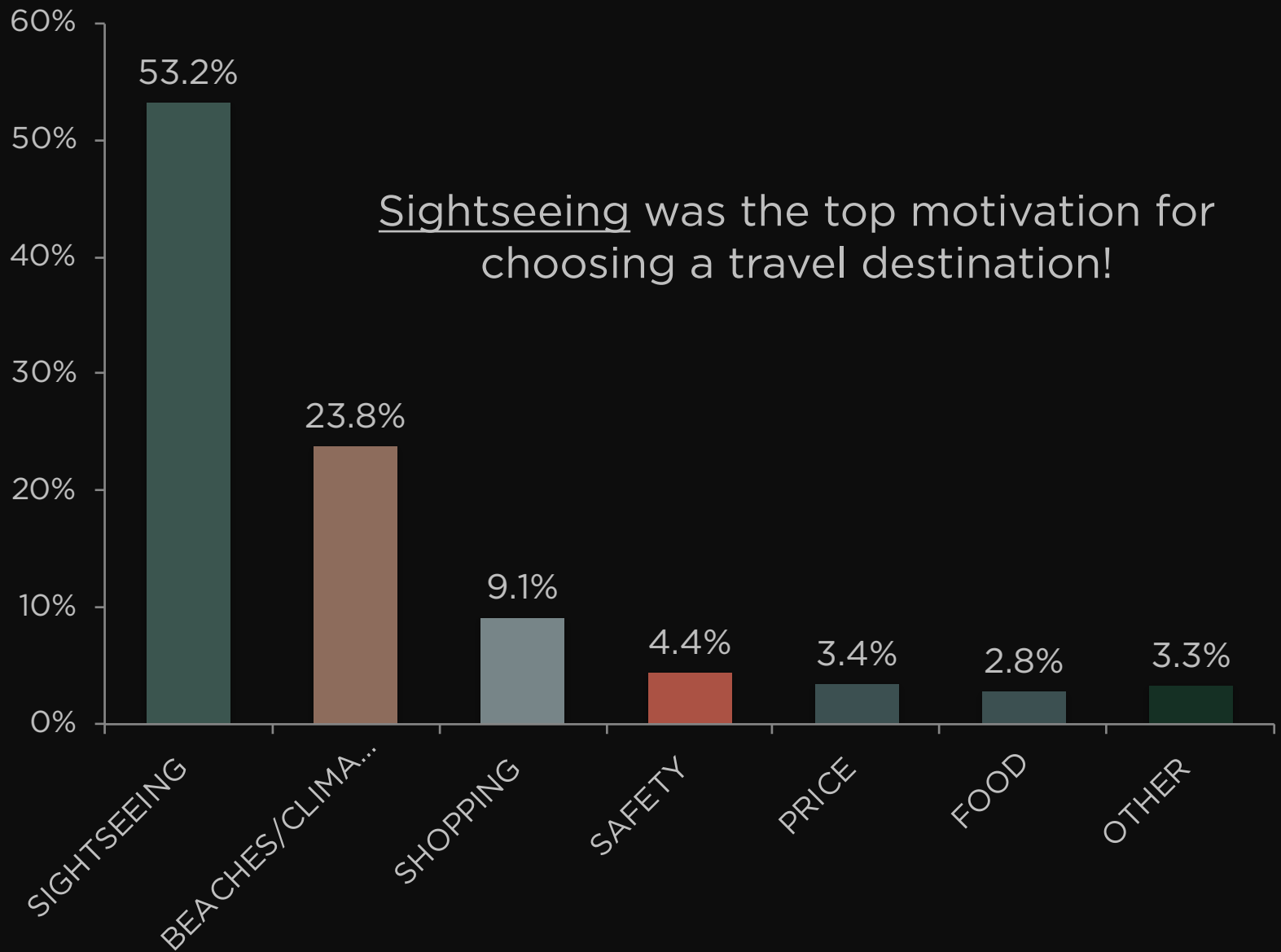


WHO DO YOU USUALLY TRAVEL WITH?

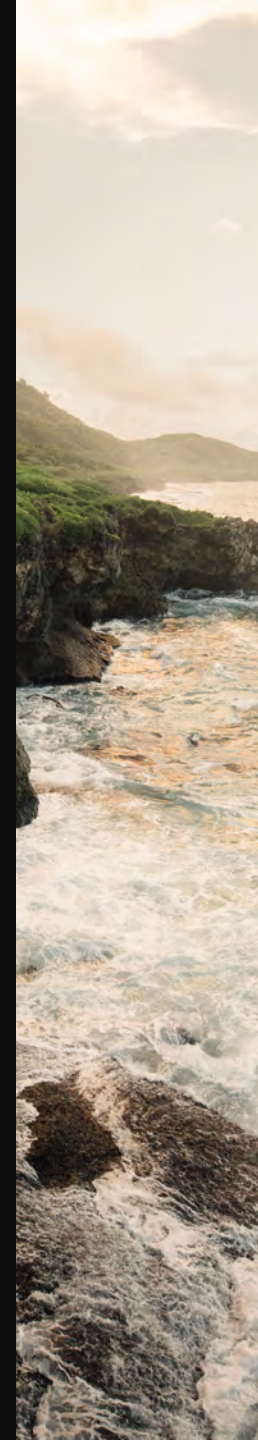
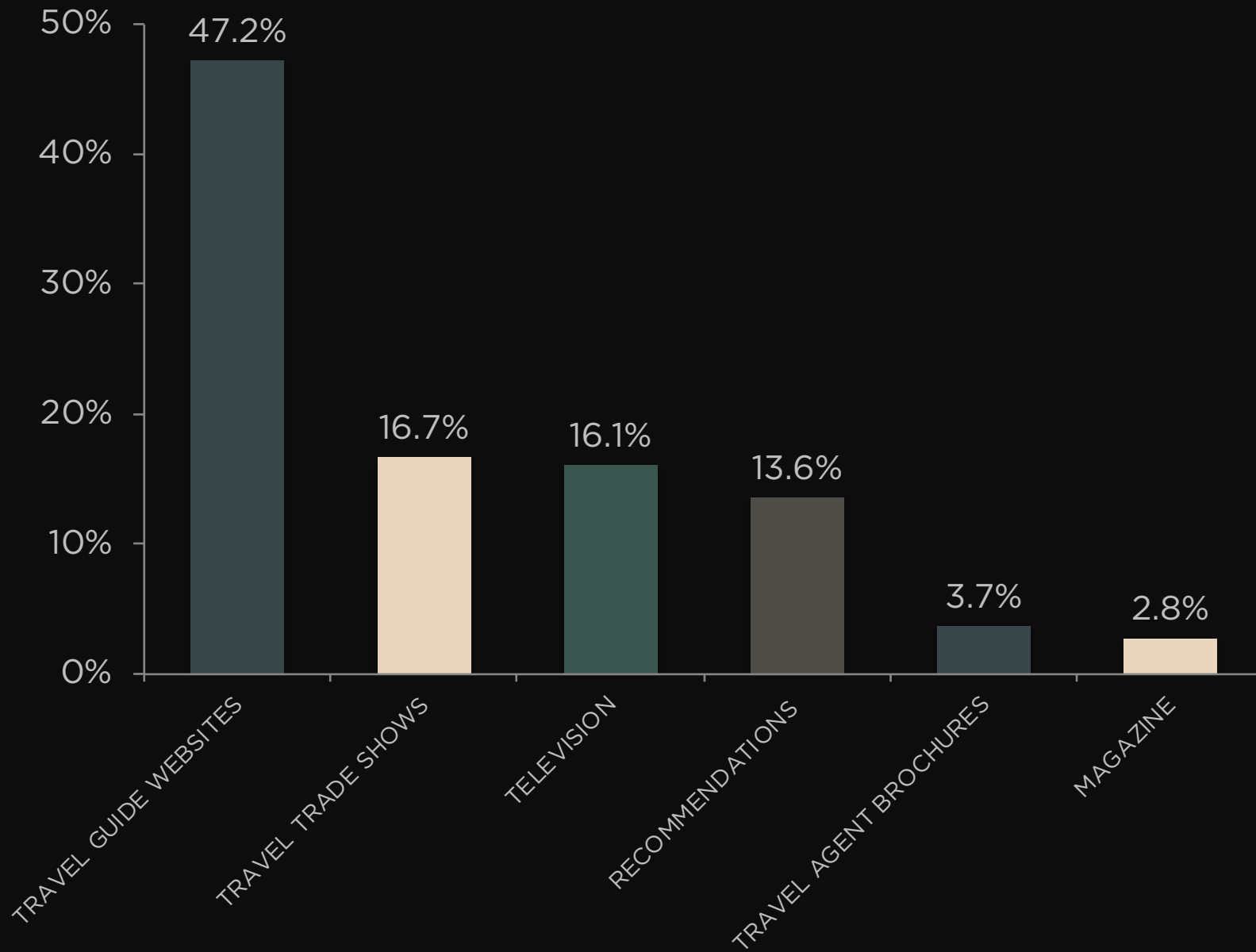
About 23% of survey participants travel as a family!



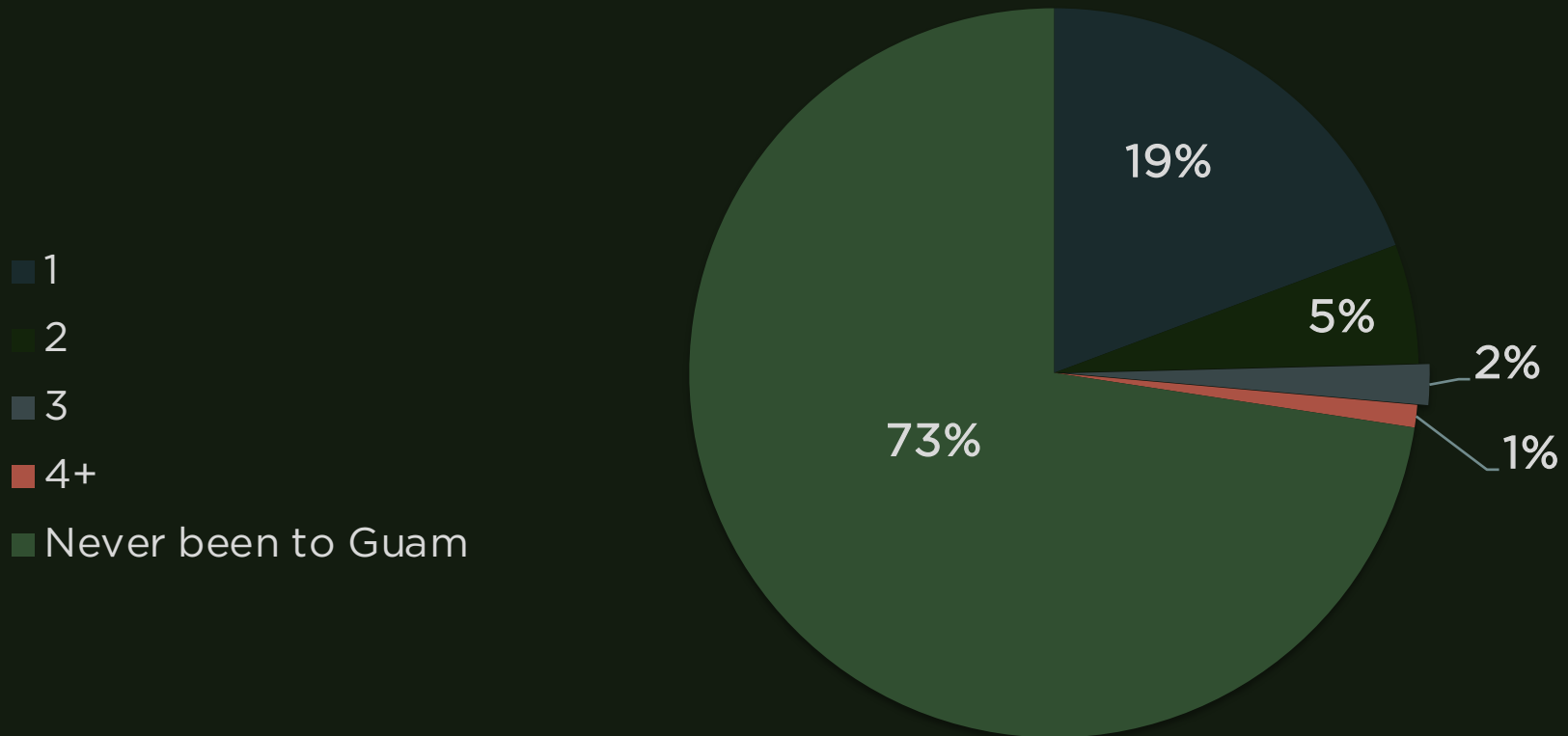
WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?



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



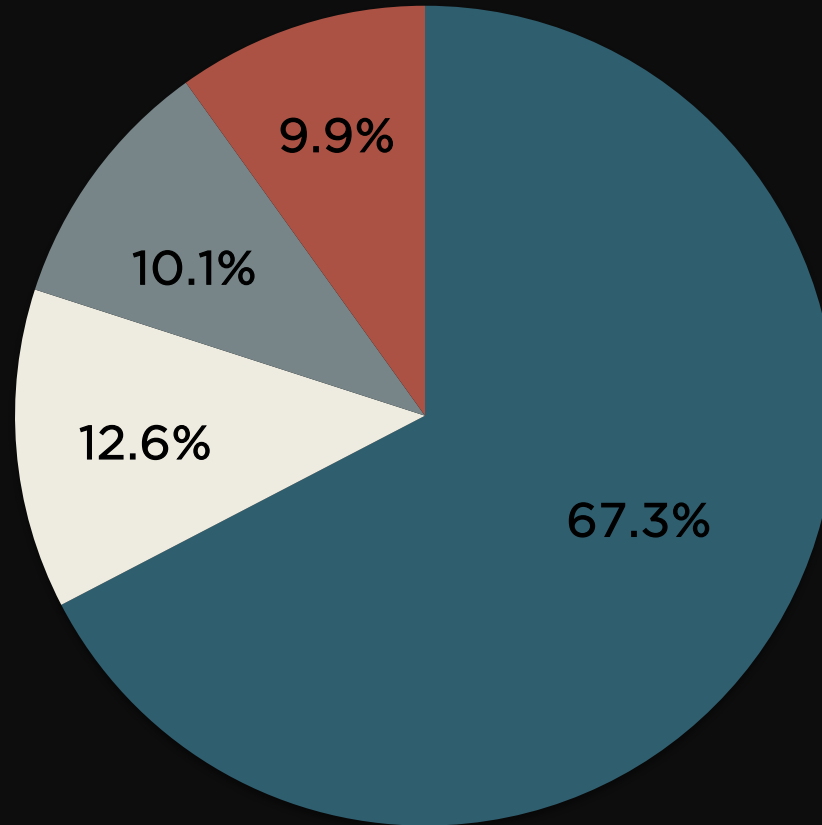
HOW MANY TIMES HAVE YOU VISITED GUAM?



73% of survey participants have never been to Guam!

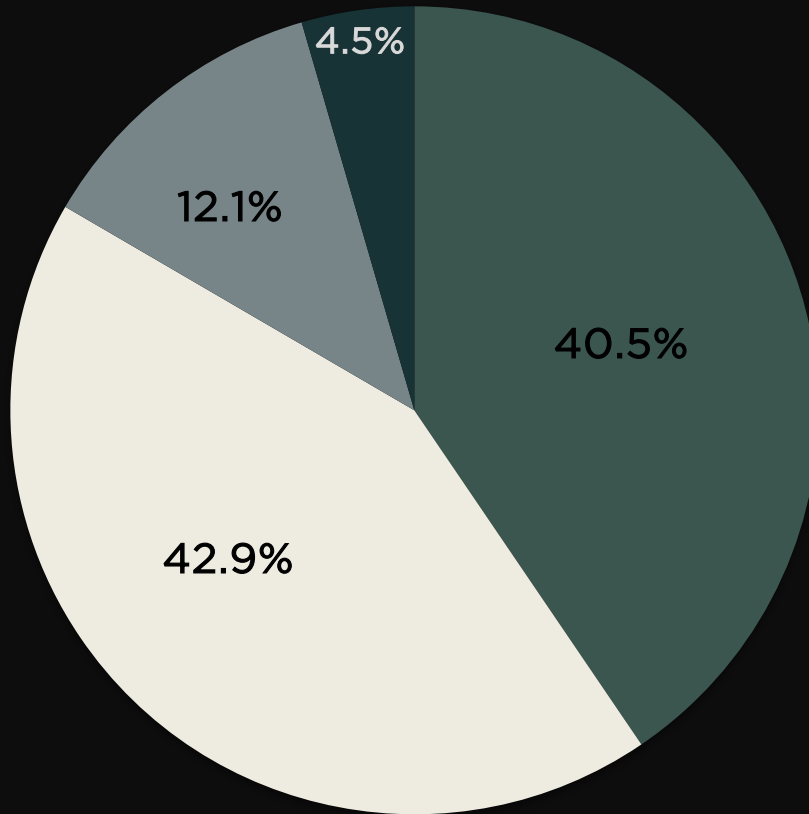
HOW RECENTLY HAVE YOU VISITED GUAM?

■ I have never been to Guam ■ This past year ■ 2-3 years ago ■ 5+ years ago



WHEN DO YOU PLAN ON TRAVELING TO GUAM?

■ This Year ■ 2-3 Years ■ 5+ Years ■ I do not plan on traveling to Guam



Only 4.5% of survey participants do not plan on traveling to Guam!





SI YUOS MA ASE!