

The background is a solid dark blue color. On the right side, there is a large, stylized graphic of an eye or a face, composed of various shades of blue and white. The eye is looking towards the left. The text is positioned on the left side of the page, centered vertically.

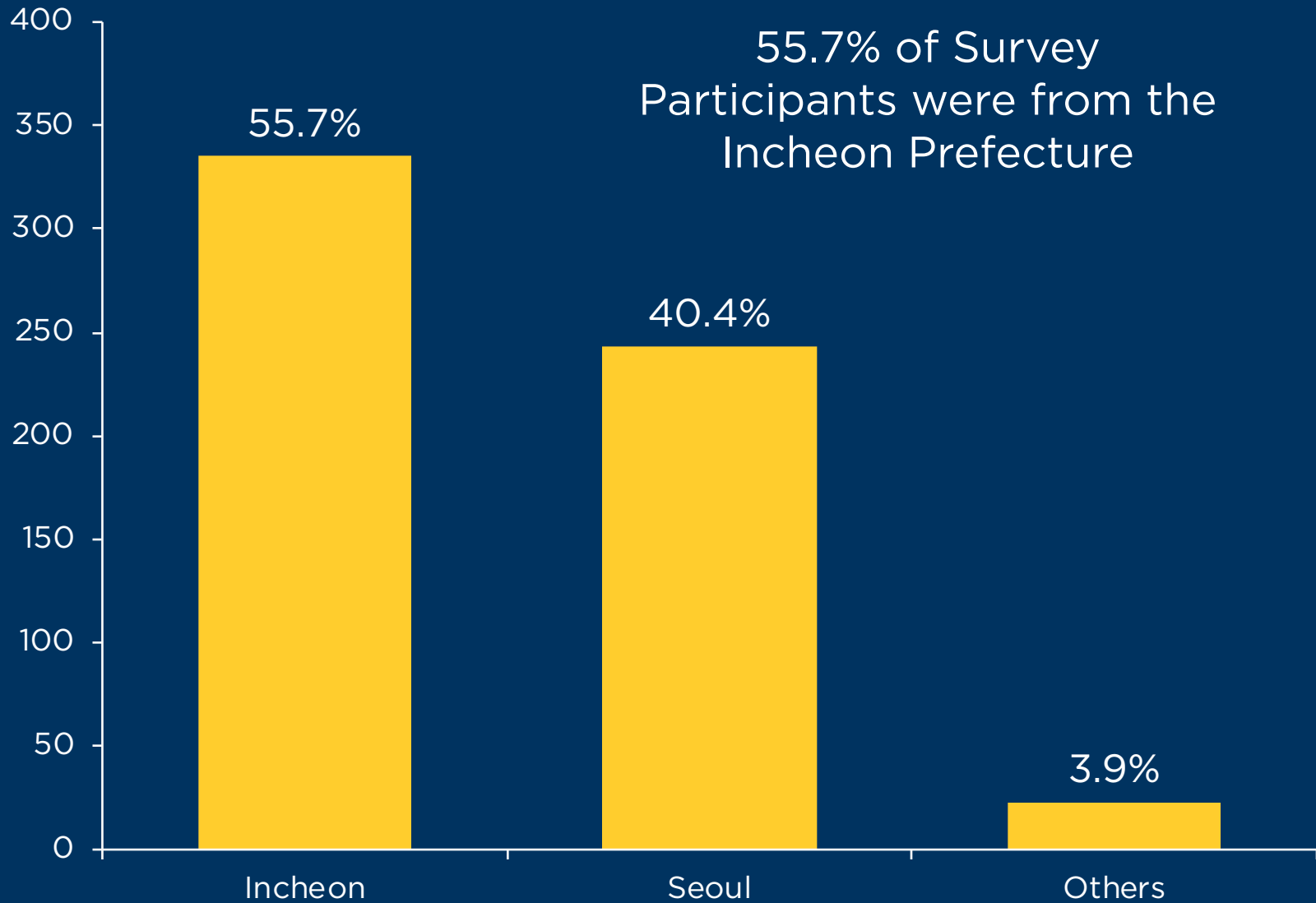
2019 HANA INTERNATIONAL TRAVEL SHOW

CONSUMER SURVEY RESULTS

BACKGROUND AND APPROACH

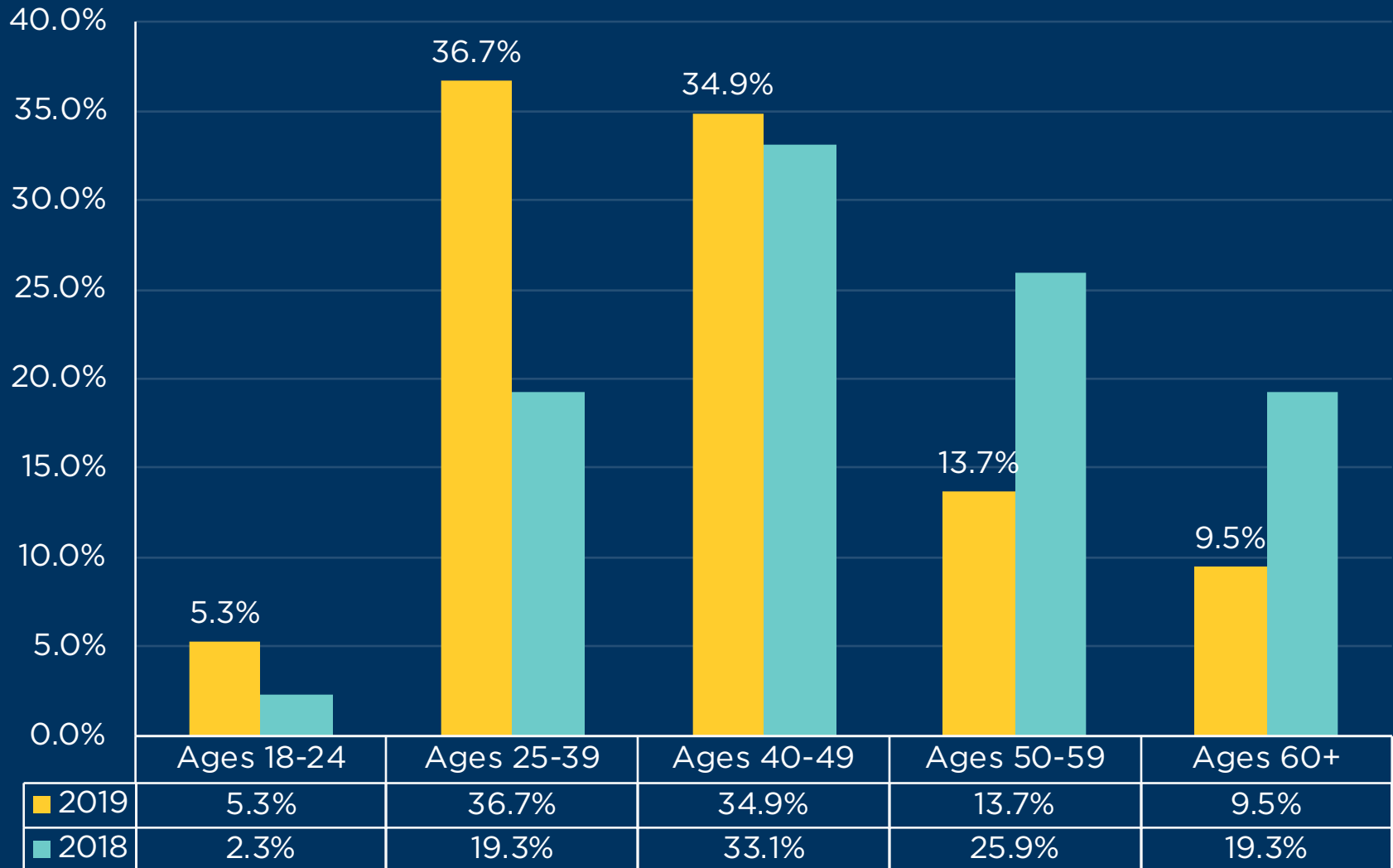
- TO PROVIDE FURTHER INSIGHT ON THE KOREAN CONSUMERS PARTICIPATING IN THE 2019 HANA INTERNATIONAL TRAVEL SHOW, THE GUAM VISITORS BUREAU RESEARCH DEPARTMENT CONDUCTED SELF-ADMINISTERED SURVEYS THROUGHOUT THE TWO DAY EVENT.
- A TOTAL OF 609 KOREAN CONSUMERS WERE RANDOMLY ASKED TO PARTICIPATE IN THE SURVEY, ADMINISTERED AT THE GUAM BOOTH.
- THE MARGIN OF ERROR FOR A SAMPLE OF 609 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?

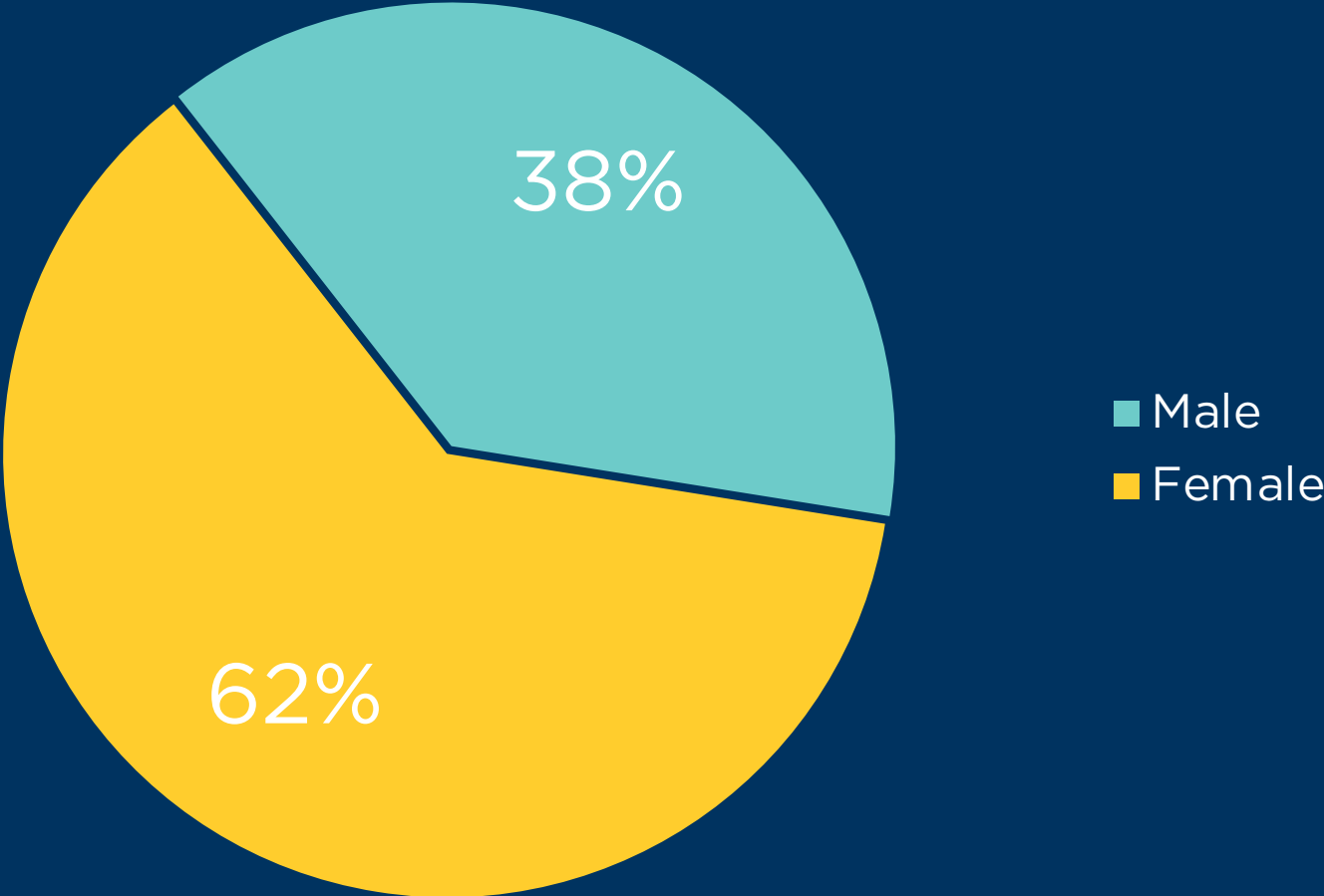


2019 HANA TOUR SURVEY RESULTS: AGE

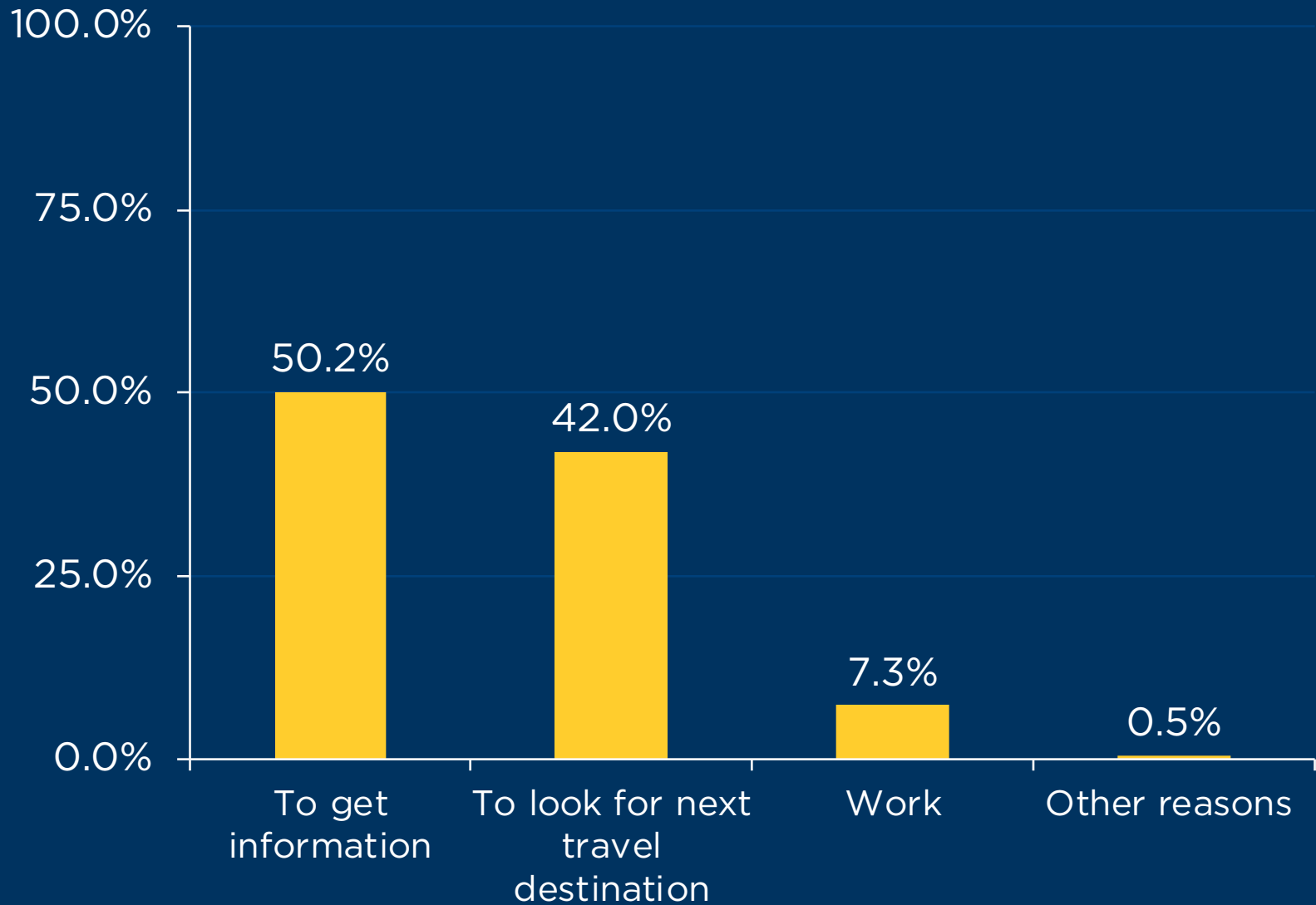
36.7% of Koreans ages 25-39 years old travel to Guam



2019 HANA TOUR SURVEY RESULTS: GENDER



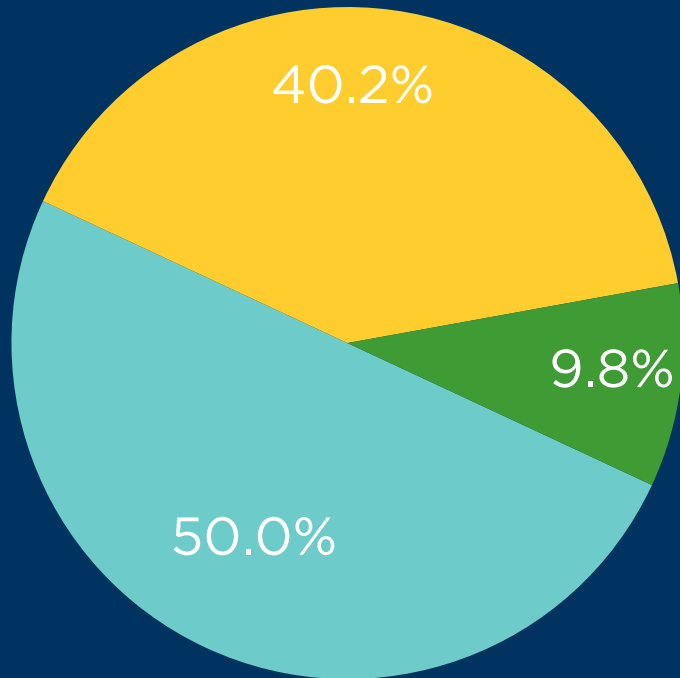
WHAT MOTIVATED YOU TO ATTEND THE HANA TOUR 2019?



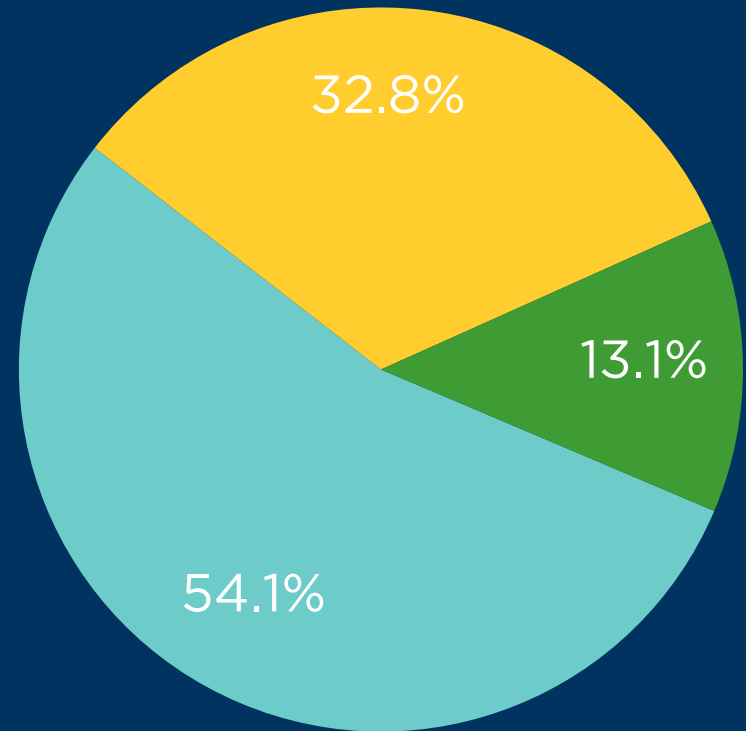
WHAT MEDIUMS DO YOU USE TO PLAN YOUR TRIP?

Online Travel Bookings and Direct Bookings continue to rise as a preferred method of travel planning over the use of Traditional Travel Agents.

2018



2019



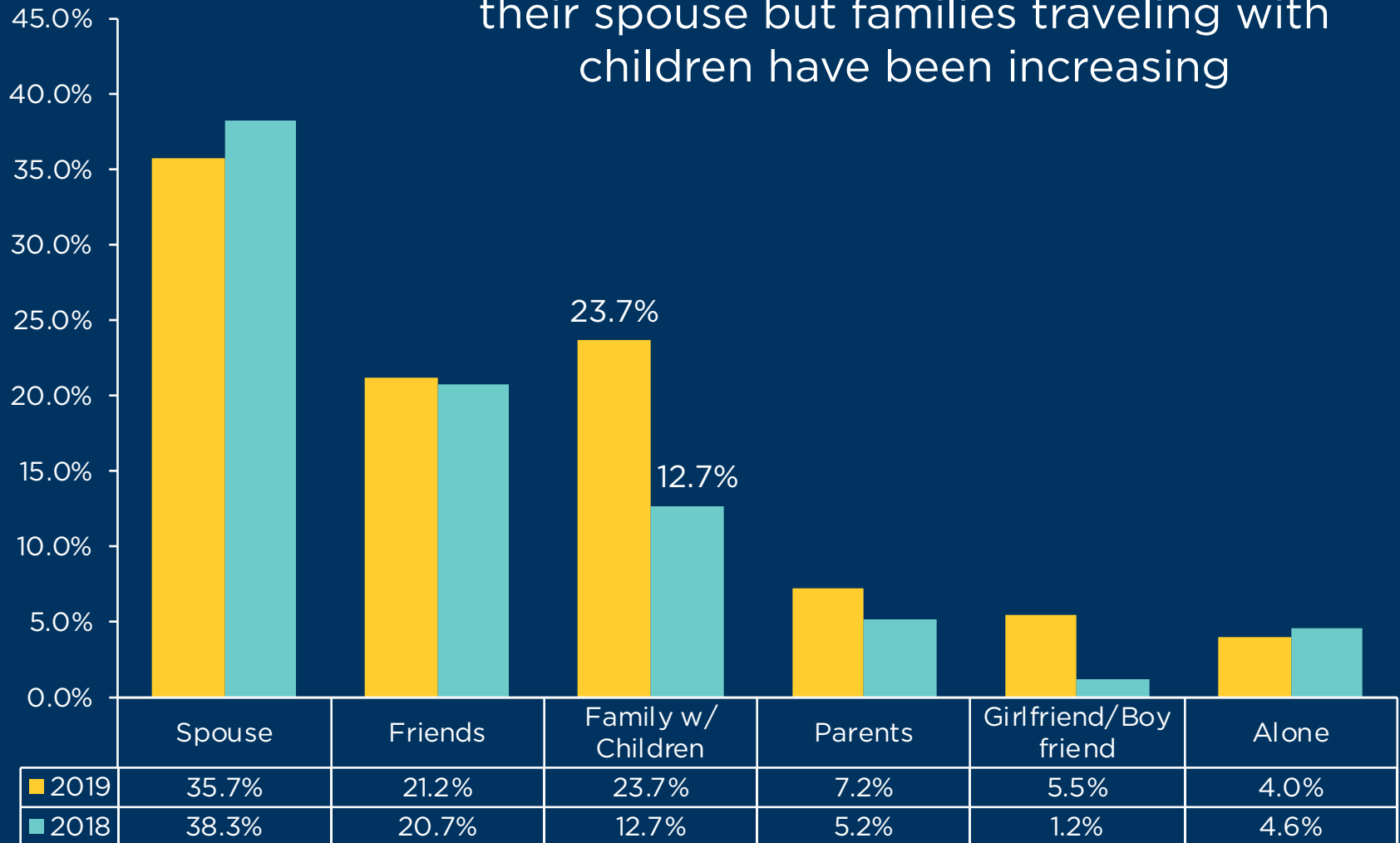
■ Travel Website

■ Traditional Travel Agent

■ Direct Booking

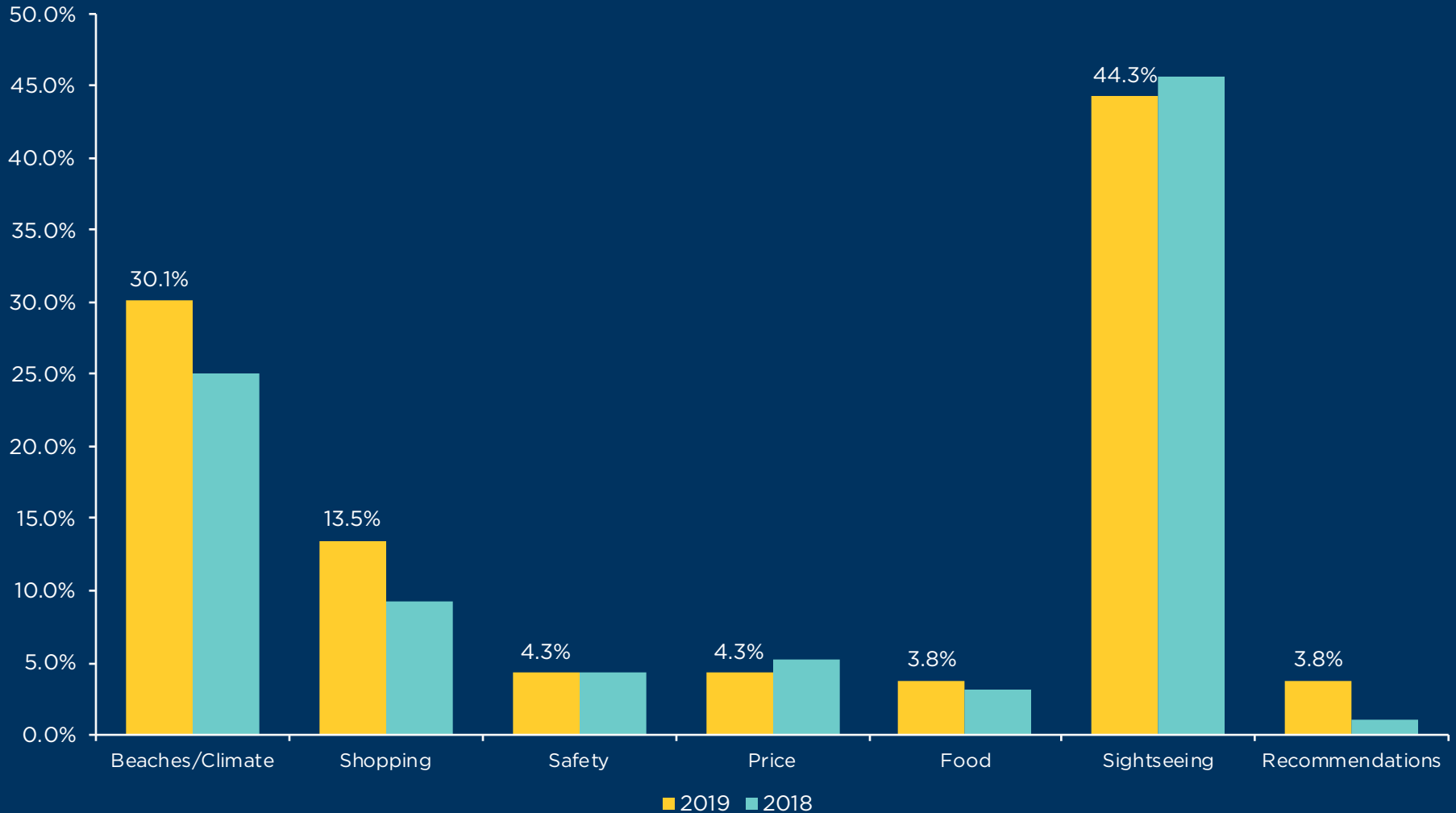
WHO DO YOU USUALLY TRAVEL WITH?

Majority of attendees primarily travel with their spouse but families traveling with children have been increasing

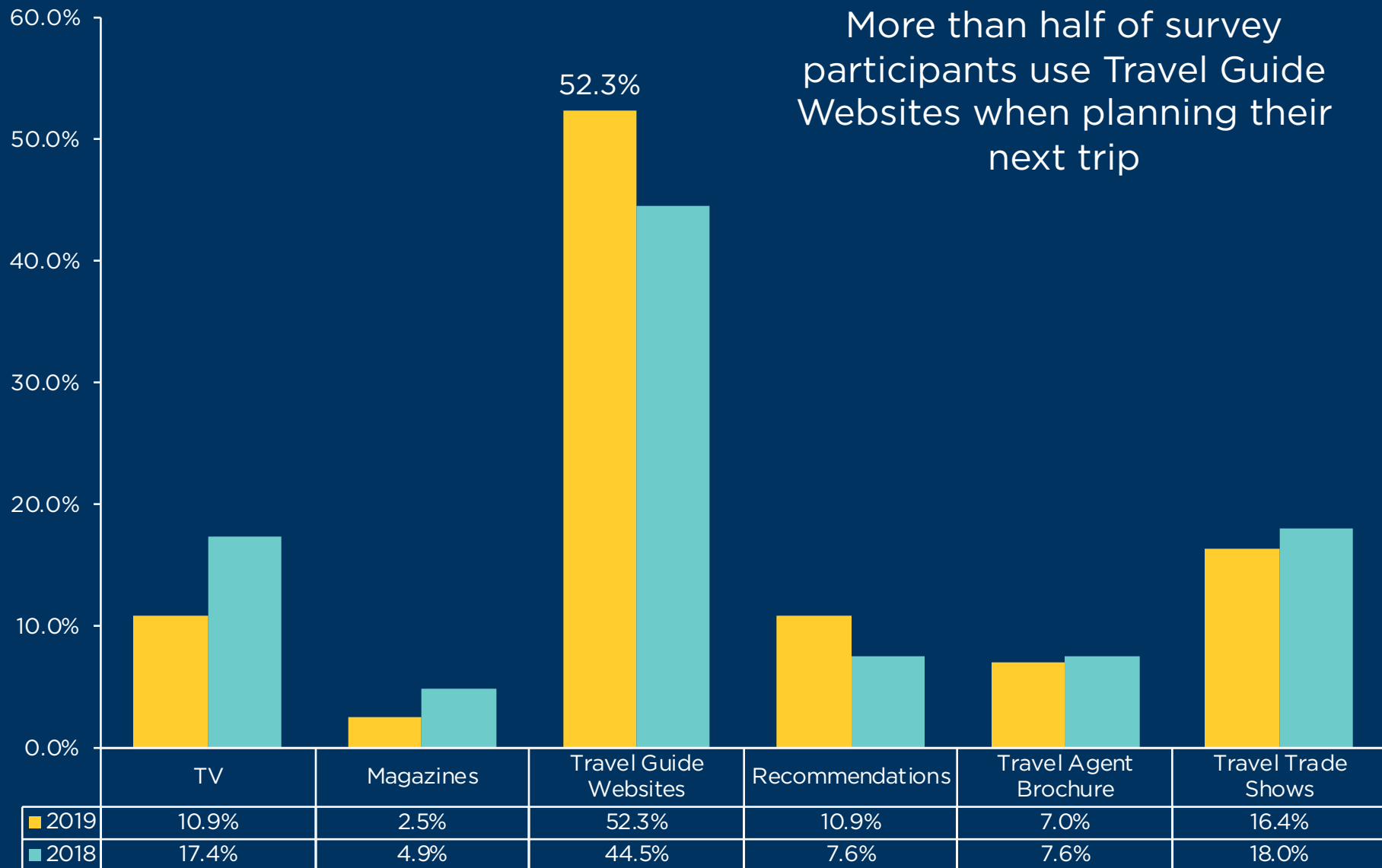


WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?

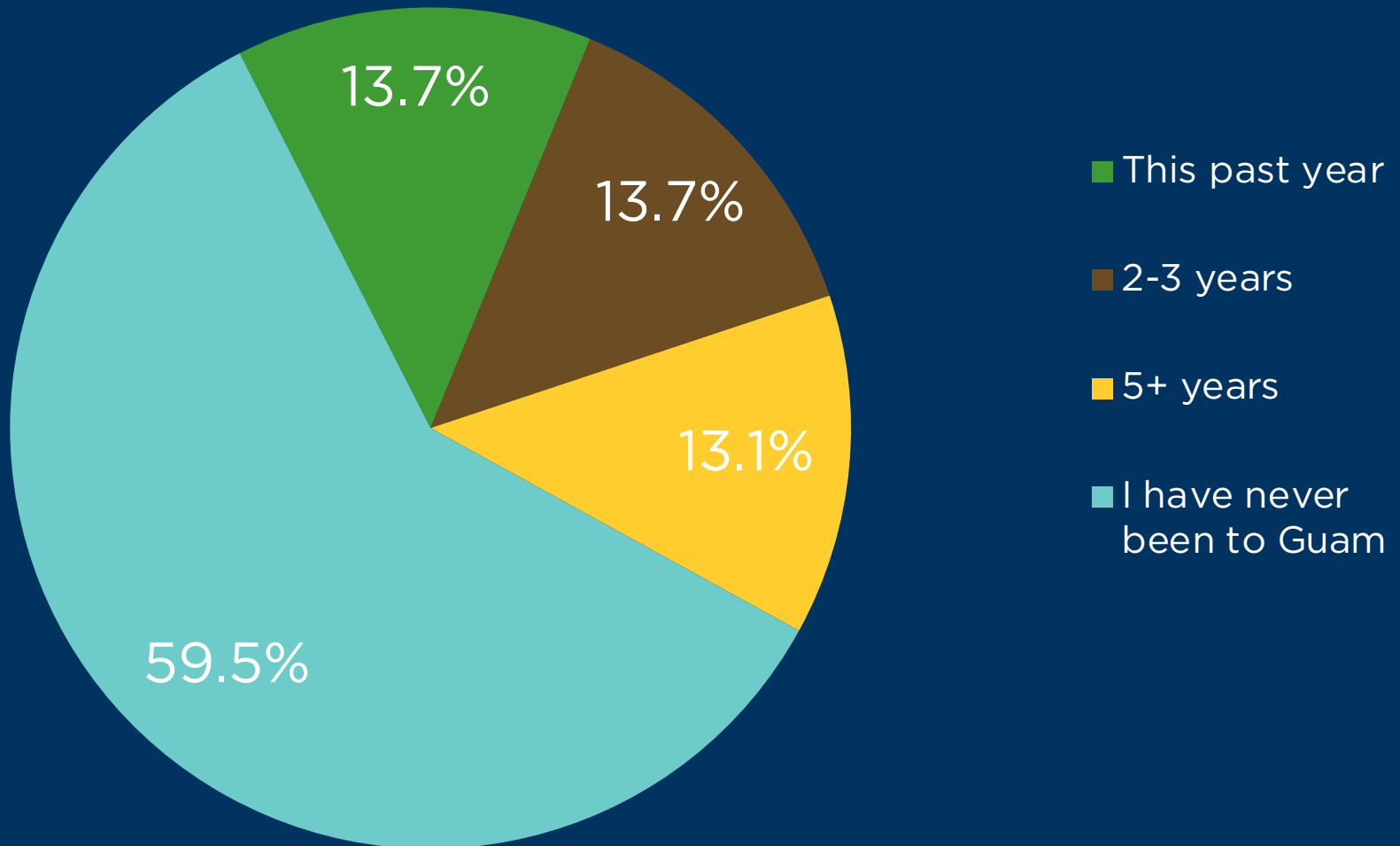
Sightseeing was the primary reason for choosing a destination!



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



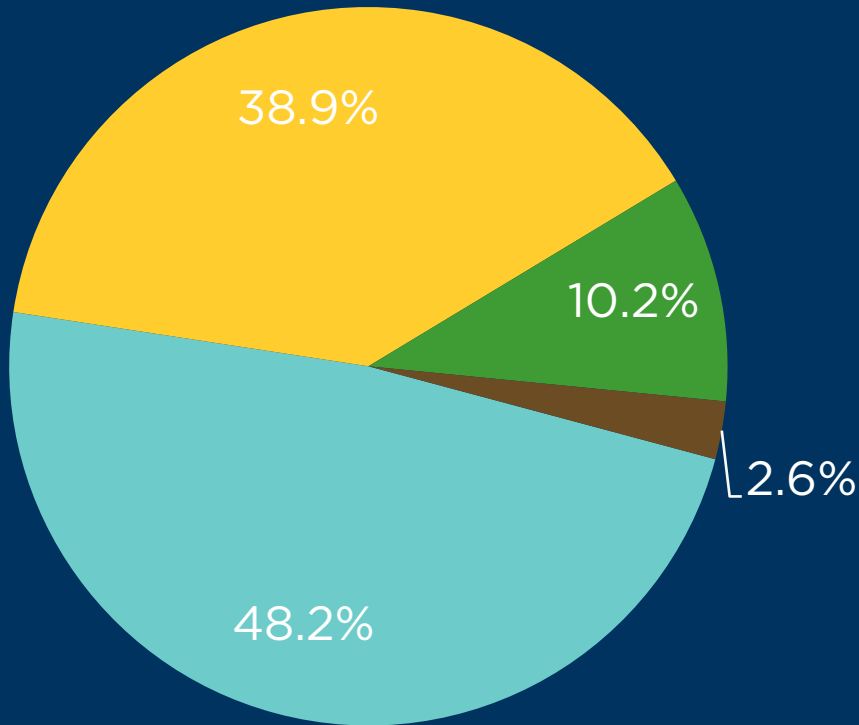
HOW RECENTLY HAVE YOU VISITED GUAM?



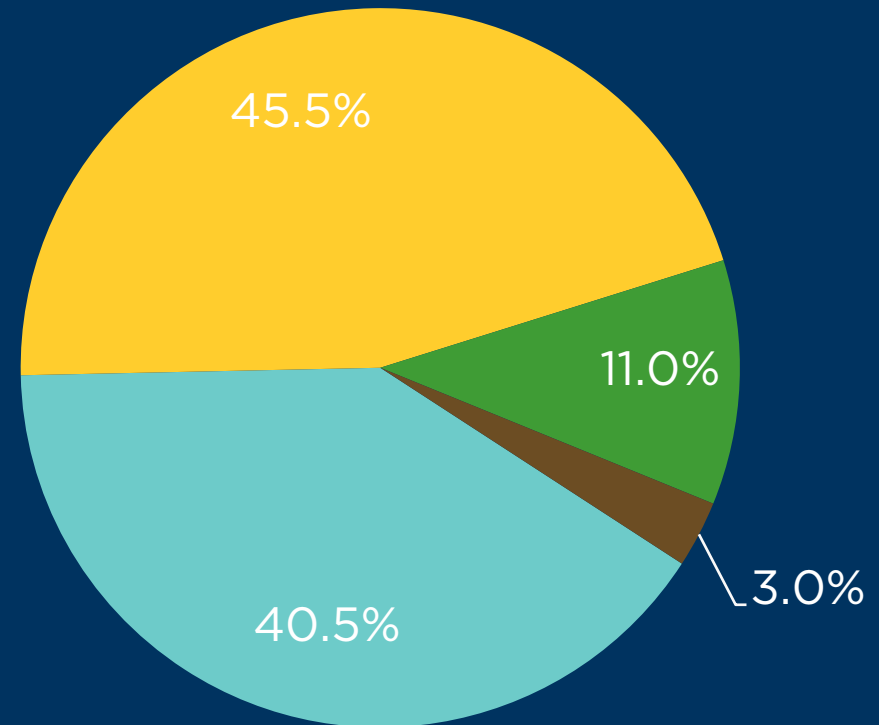
Nearly 60% of survey participants have never been to Guam.

WHEN DO YOU PLAN ON TRAVELING TO GUAM?

2018



2019



■ This year

■ 2-3 years

■ 5+ years

■ I do not plan on traveling to Guam

SI YU'US MA'ASE!

