



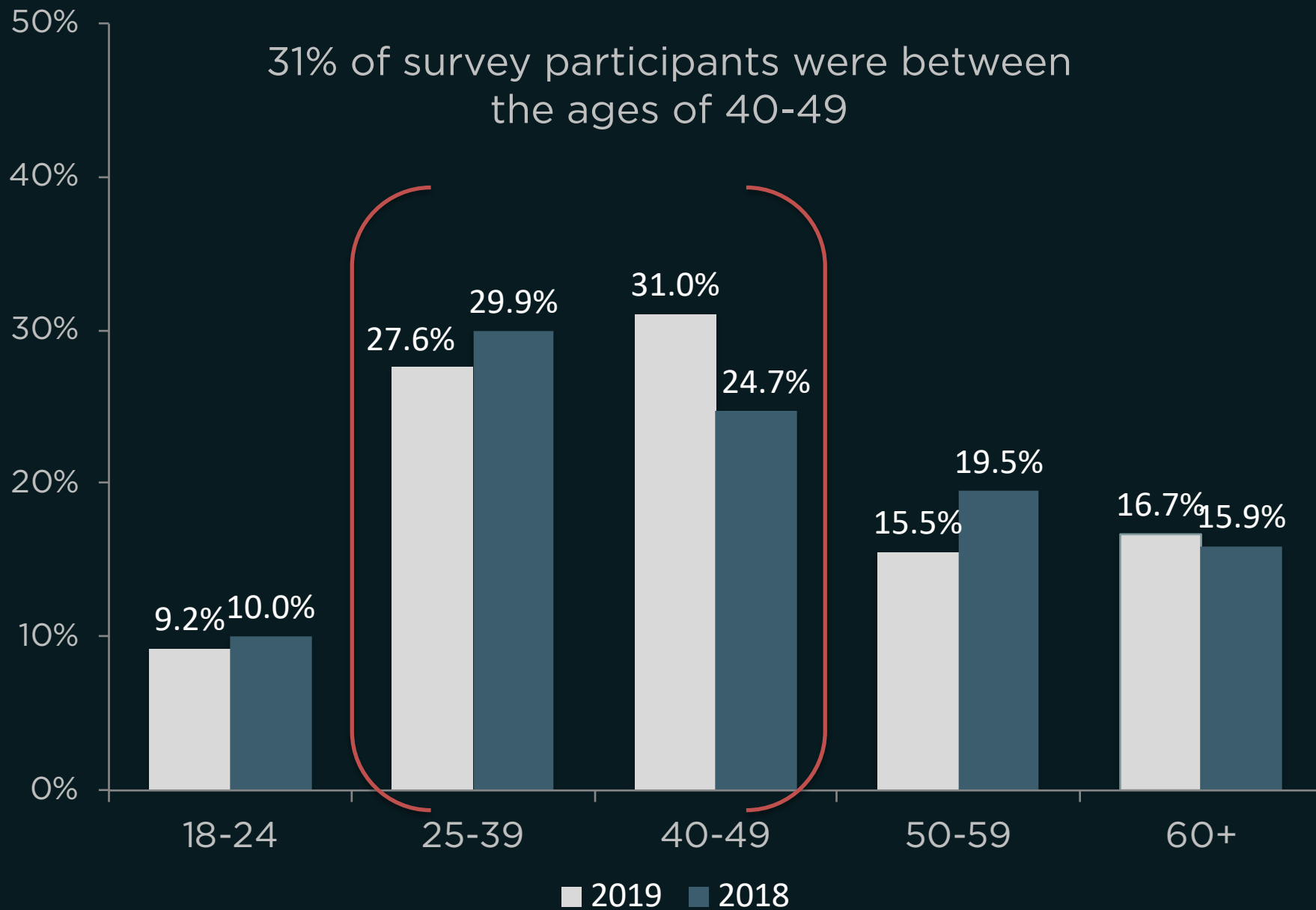
# *Guam Visitors Bureau*

MODE TOUR TRAVEL MART 2019 SURVEY  
RESULTS

# BACKGROUND AND APPROACH

- TO PROVIDE FURTHER INSIGHT ON THE KOREAN CONSUMERS PARTICIPATING IN THE 2019 MODE TOUR TRAVEL MART, THE GUAM VISITORS BUREAU'S RESEARCH DEPARTMENT CONDUCTED SELF-ADMINISTERED SURVEYS THROUGHOUT THE FOUR DAY EVENT.
- A TOTAL OF 612 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 612 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.

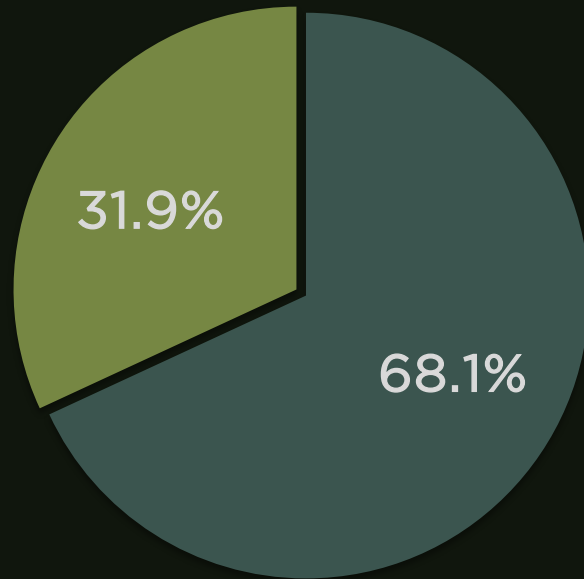
# 2019 MODE SURVEY RESULTS: AGE



# 2019 MODE SURVEY RESULTS: GENDER

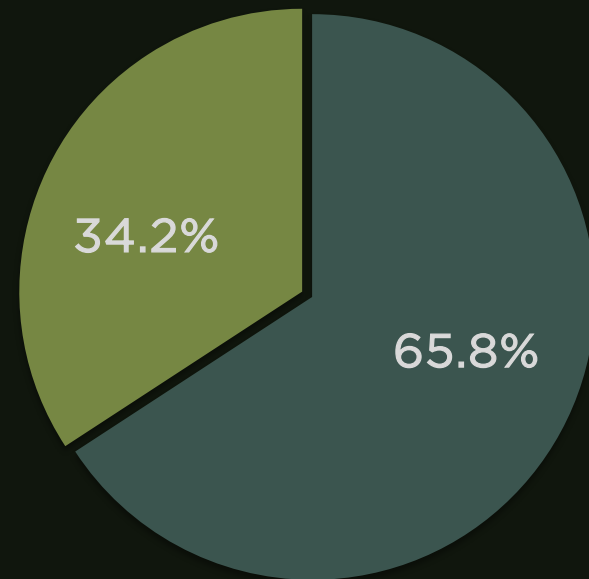
2018

■ Female ■ Male



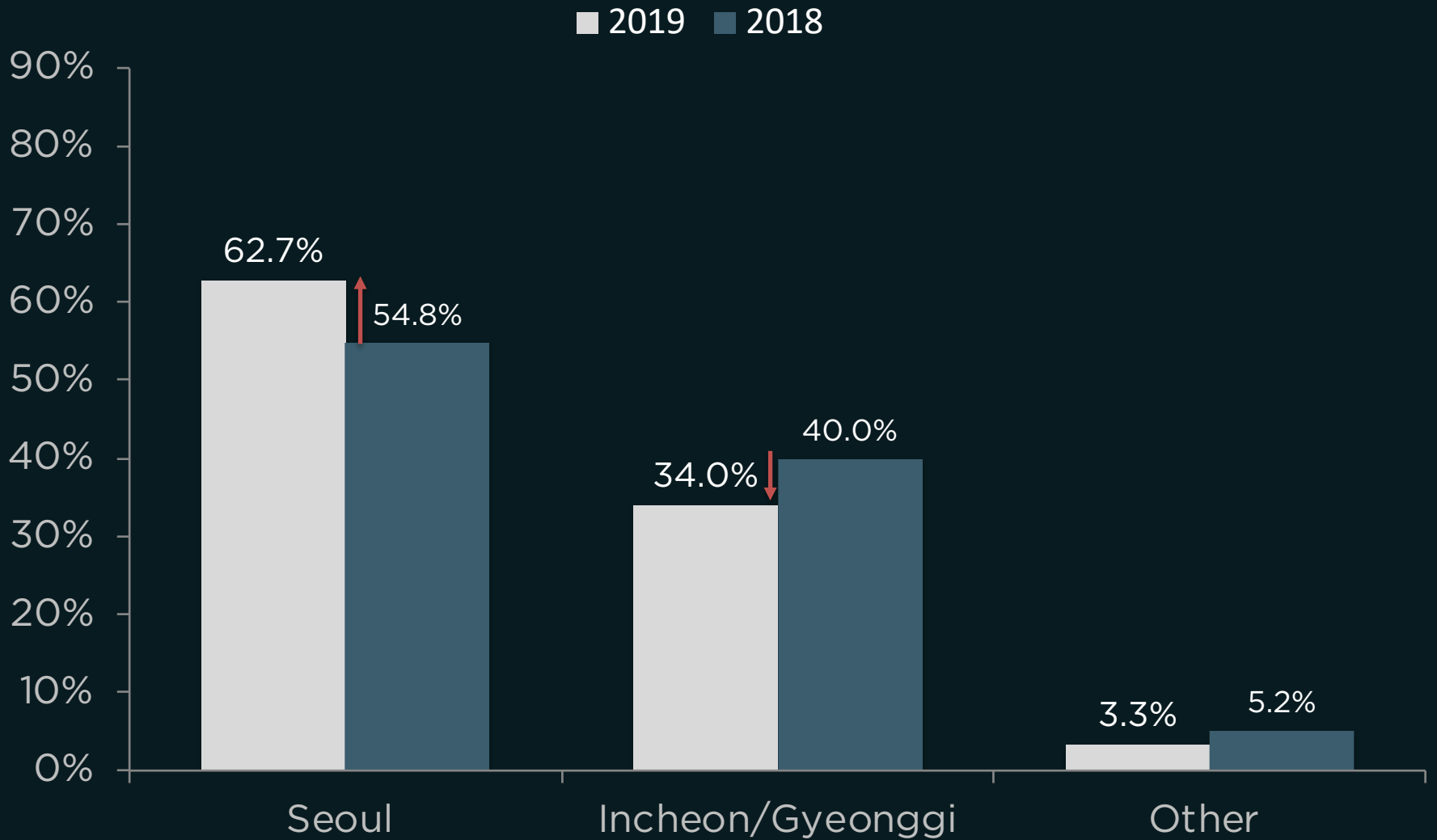
2019

■ Female ■ Male

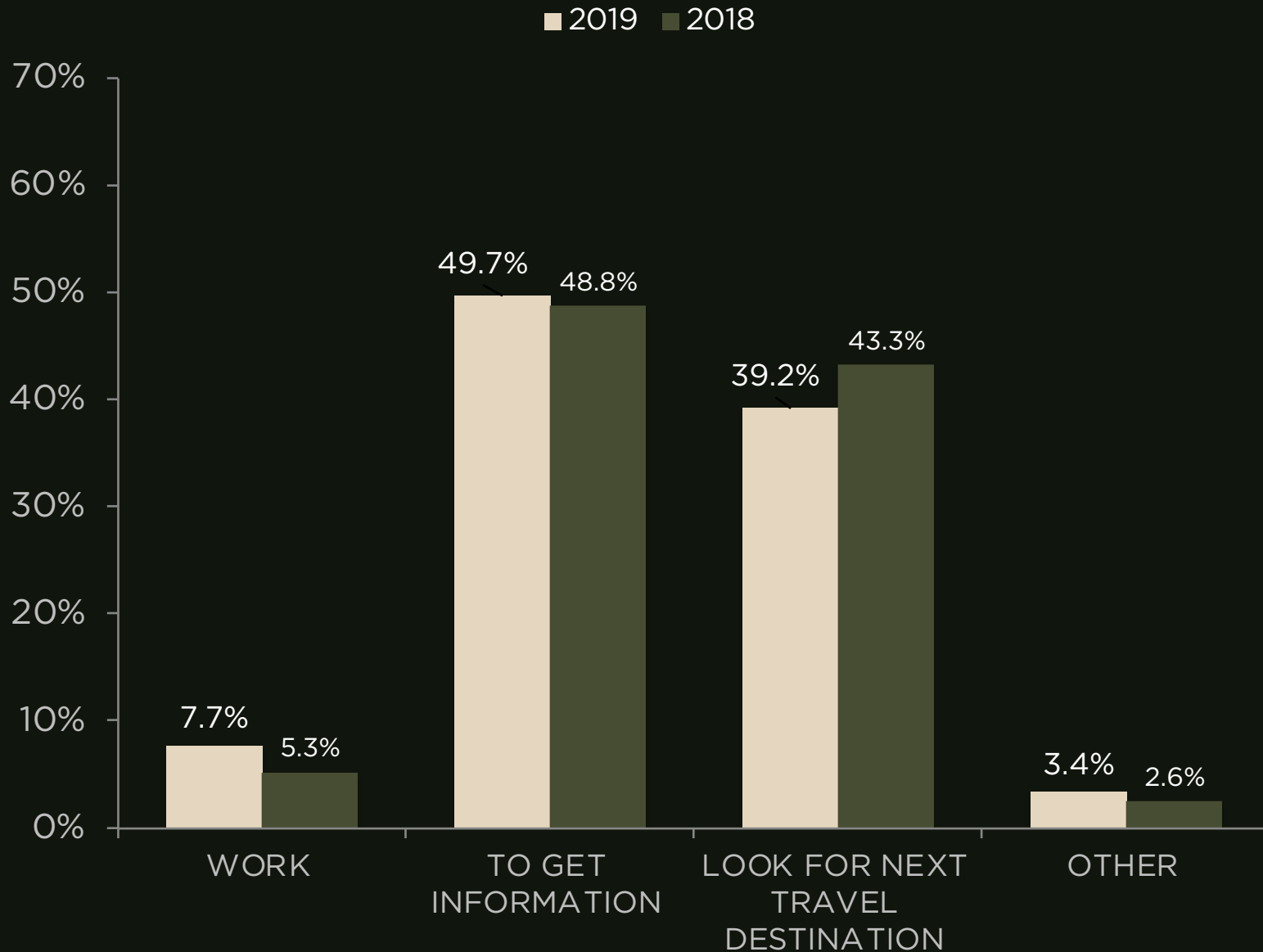


Females continue to hold larger portion of Travel Show Participants.

# WHAT PREFECTURE DO YOU CURRENTLY RESIDE IN?

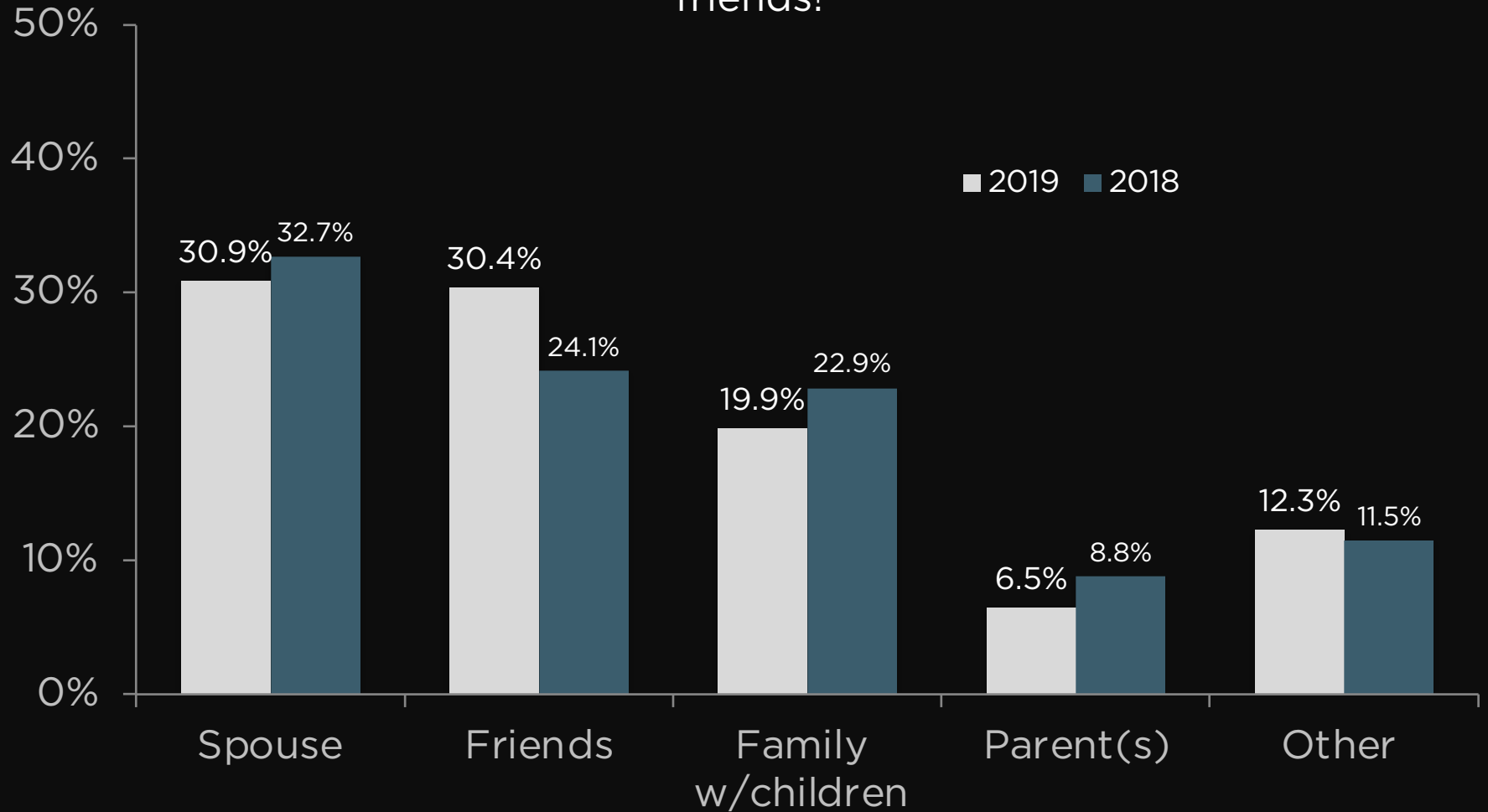


# WHAT MOTIVATED YOU TO ATTEND MODE ?



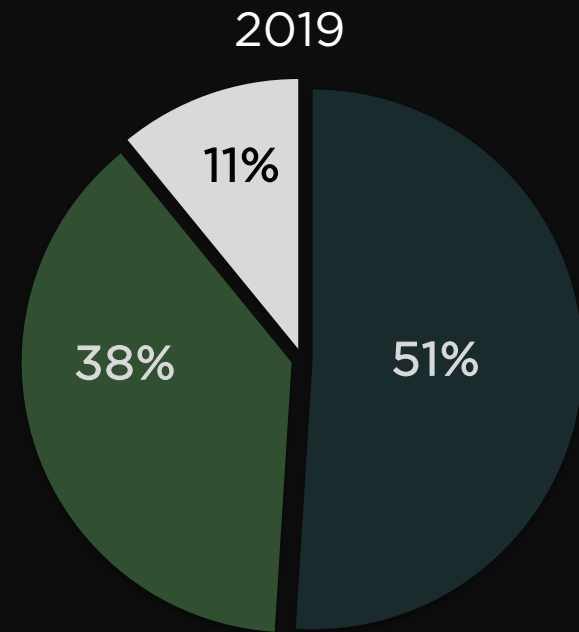
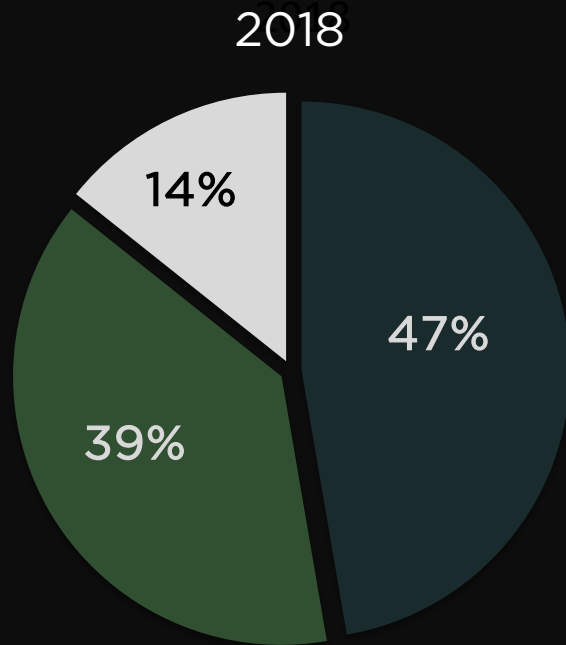
# WHO DO YOU USUALLY TRAVEL WITH?

30.4% of survey participants travel with friends!



# WHAT MEDIUMS DO YOU USE TO PLAN YOUR TRIPS?

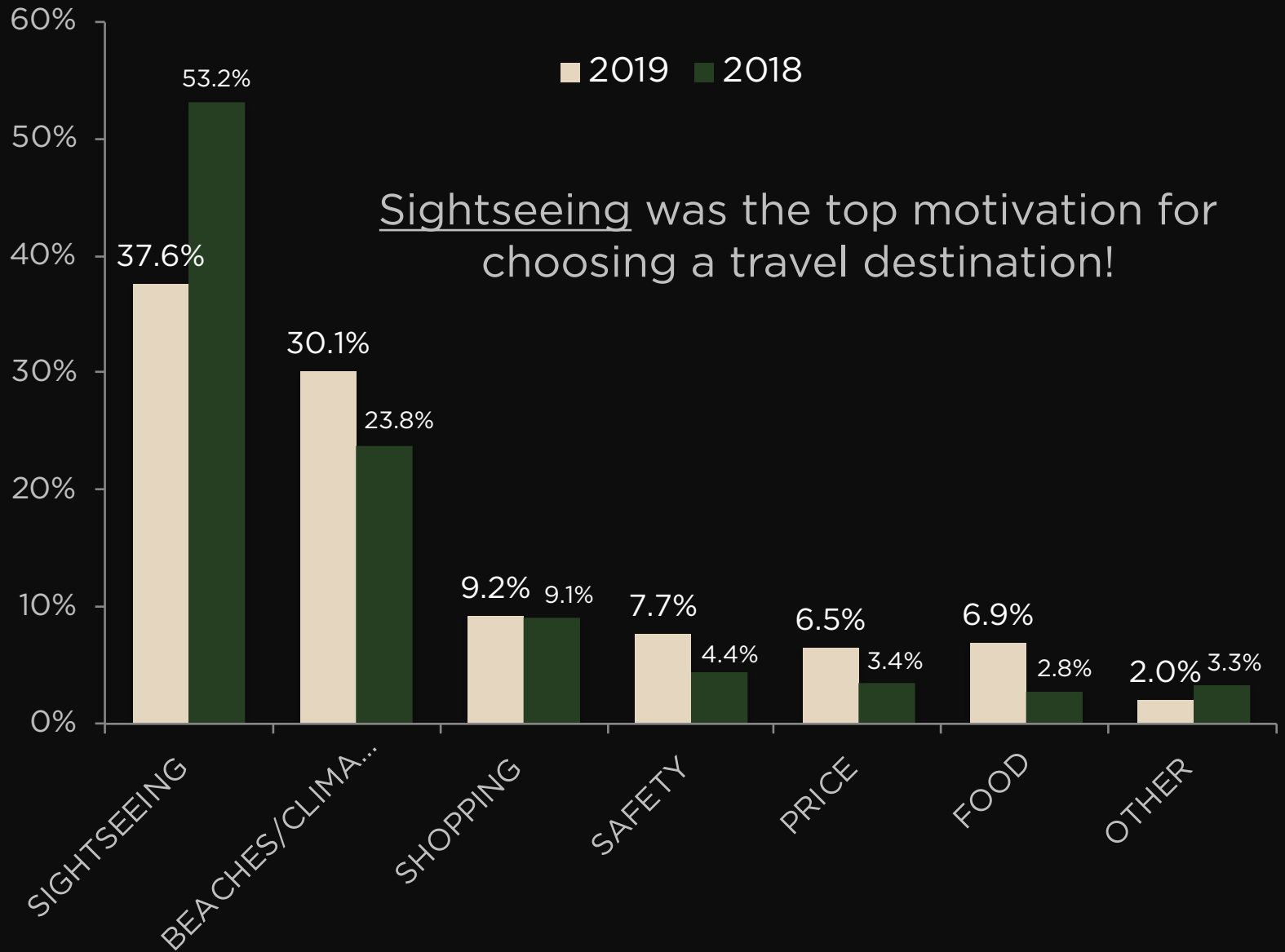
Travel Websites continue to rise over the use of Traditional Travel Agents with over 50% of participants using them for their travel plans.



■ TRAVEL WEBSITE ■ TRADITIONAL TRAVEL AGENT ■ DIRECT BOOKING

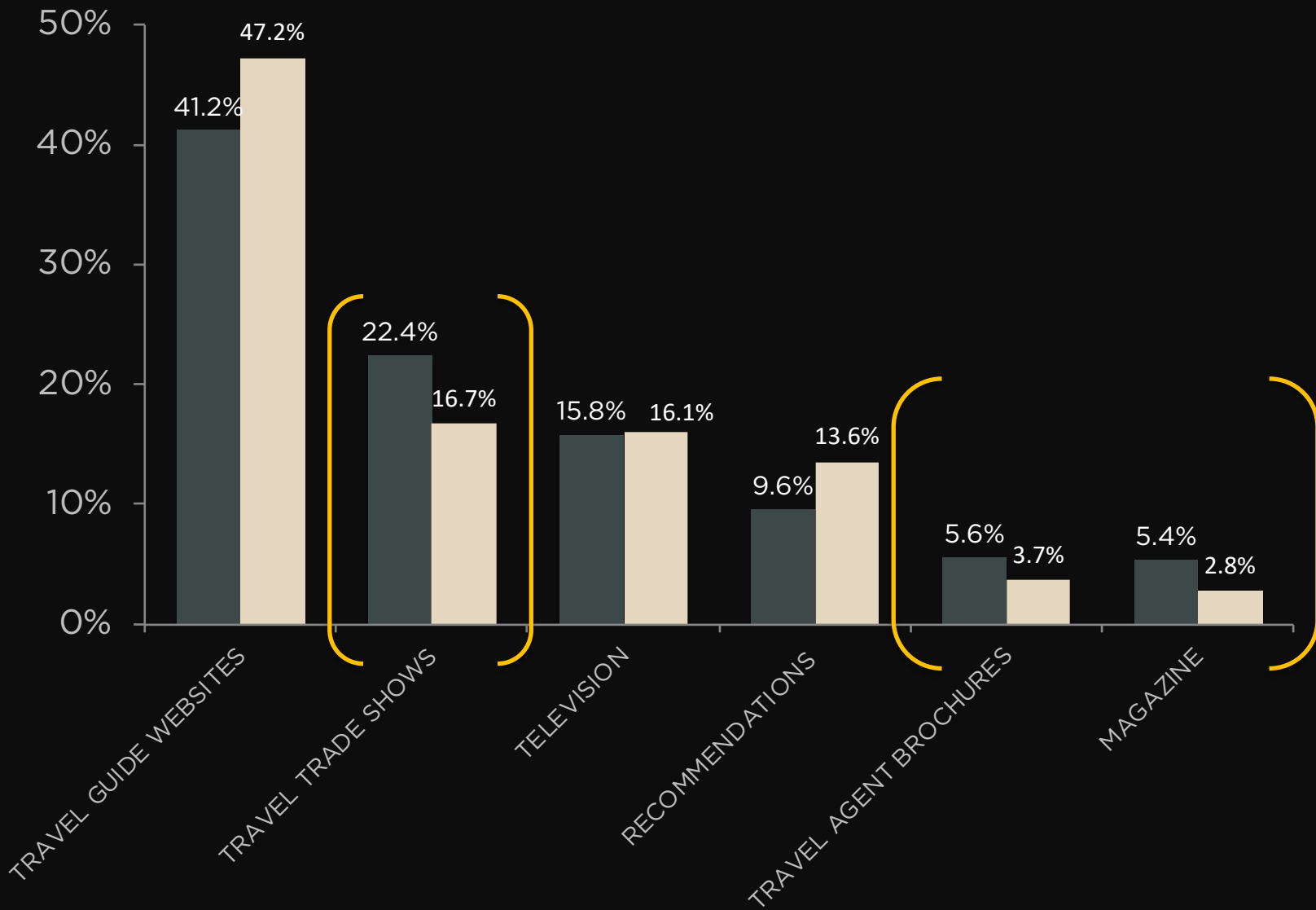


# WHAT IS YOUR PRIMARY MOTIVATION FOR CHOOSING A TRAVEL DESTINATION?

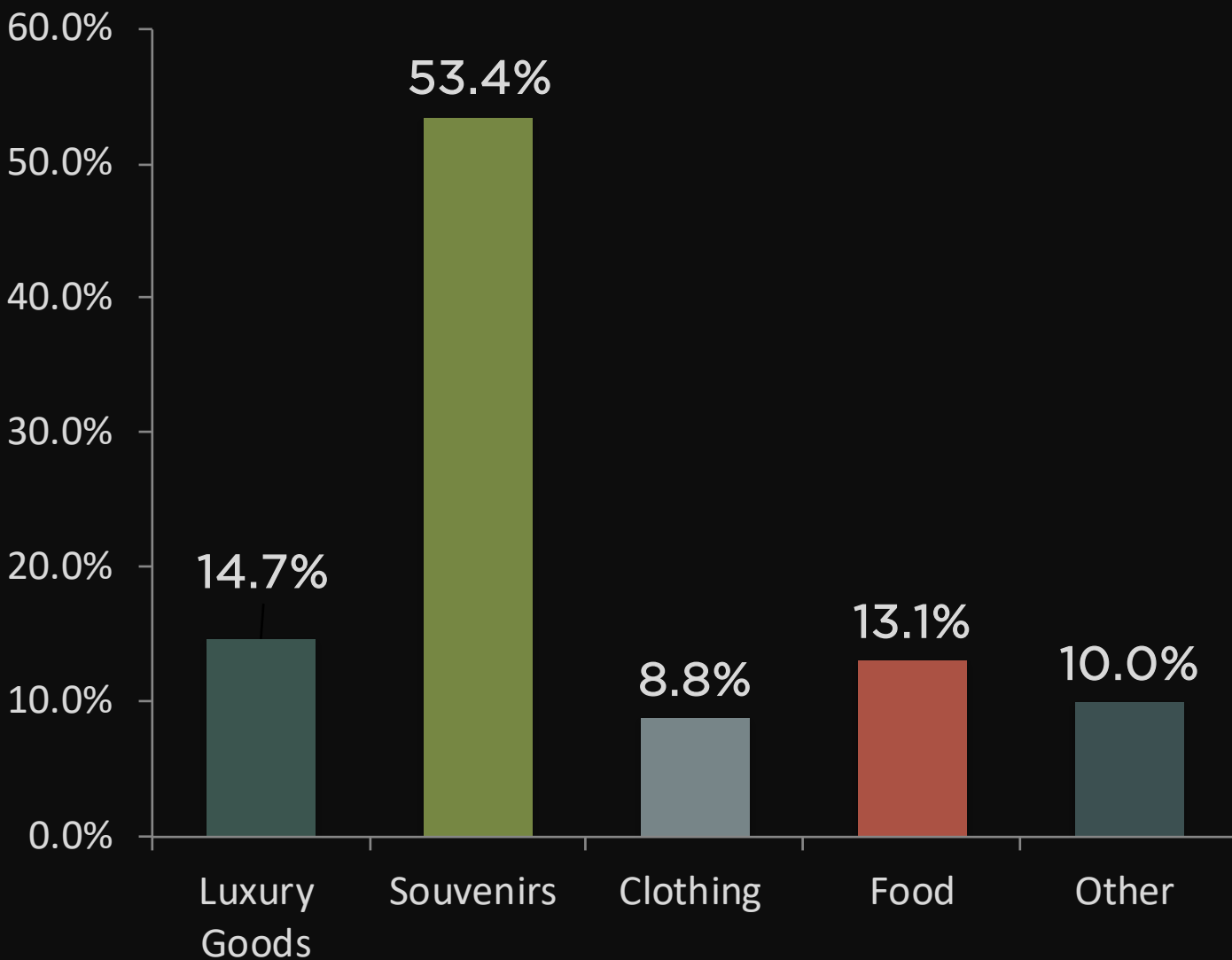


# WHEN YOU PLAN YOUR TRAVEL, WHAT SOURCE OF INFORMATION DO YOU RELY ON THE MOST?

■ 2019 ■ 2018



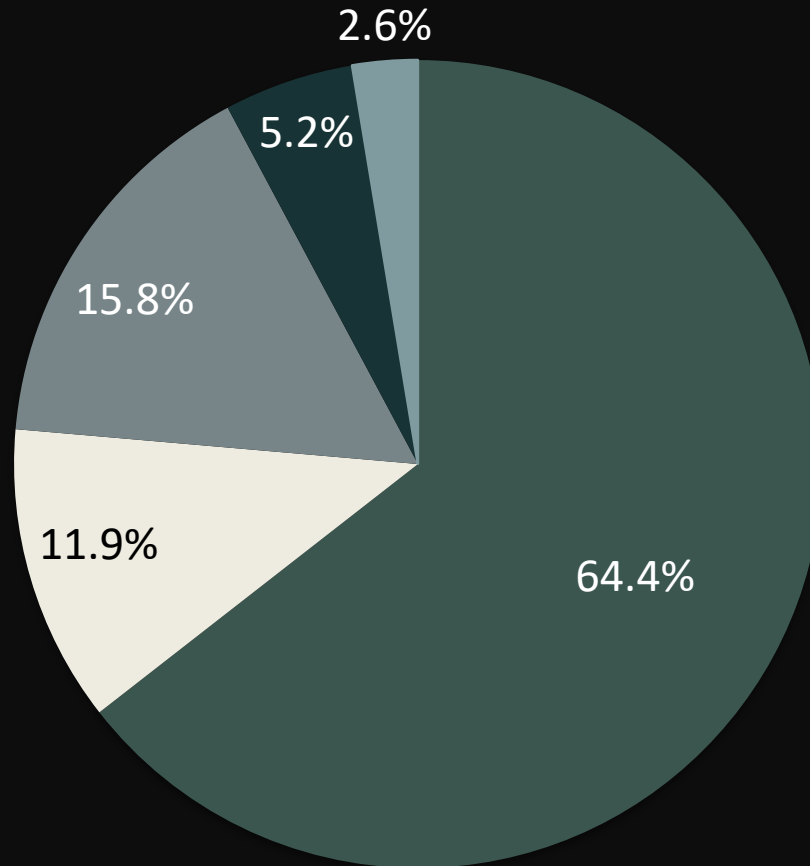
# WHAT DO YOU SHOP FOR WHEN TRAVELING?



Visitors shop for Unique Souvenirs when traveling!

# What Social Media Platform are you Most Active On?

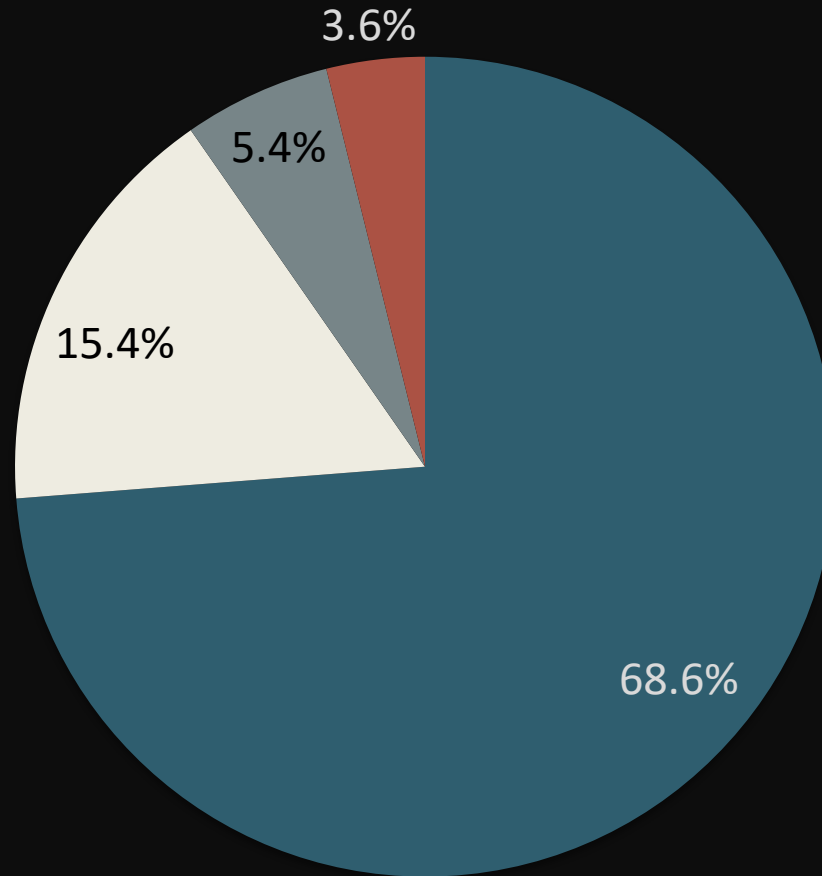
■ Naver ■ Kakao ■ Instagram ■ Facebook ■ Other



Naver is the Social Media of choice for a majority of survey participants.

# HOW OFTEN DO YOU TRAVEL OVERSEAS?

■ Every Year   ■ Every 2 Years   ■ Every 3-4 Years   ■ Every 5+ Years



# HOW MANY TIMES HAVE YOU VISITED GUAM?

<u>Trips to Guam</u>	<u>2019</u>	<u>2018</u>	<u>Vs. LY</u>
One	24.50%	19.3%	+5.2%
Two	7.20%	5.3%	+1.9%
Three	2.60%	1.8%	+0.8%
Four+	2.60%	1.0%	+1.6%
Never been to Guam	63.10%	72.6%	<b>(-9.5%)</b>

Around 37% of survey participants have been to Guam!

# FUTURE PLANS FOR VISITING TO GUAM

Most Recent Trip to Guam	2019	2018	vs. LY
This Year	21.1%	40.5%	(-19.4%)
2-3 Years	13.7%	42.9%	(-29.2%)
5+ Years	10.0%	12.1%	(-2.1%)
I have never been to Guam	55.2%	4.5%	50.7%

Plan to Travel to Guam	2019	2018	vs. LY
This Year	52.1%	13.0%	39.1%
2-3 Years	36.1%	10.0%	26.1%
5+ Years	7.4%	10.0%	(-2.6%)
I do not plan on traveling to Guam	4.4%	67.0%	(-62.6%)



SI YUOS MA ASE!