

Guam Visitors Bureau

Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

QTR.2 (JANUARY - MARCH 2017)

Prepared by: Anthology Research

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Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **1,051** departing Korean 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 **1,051** is +/- 3.02 percentage points with a 95% confidence level. That is, if all Korean 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 +/- 3.02 percentage points.

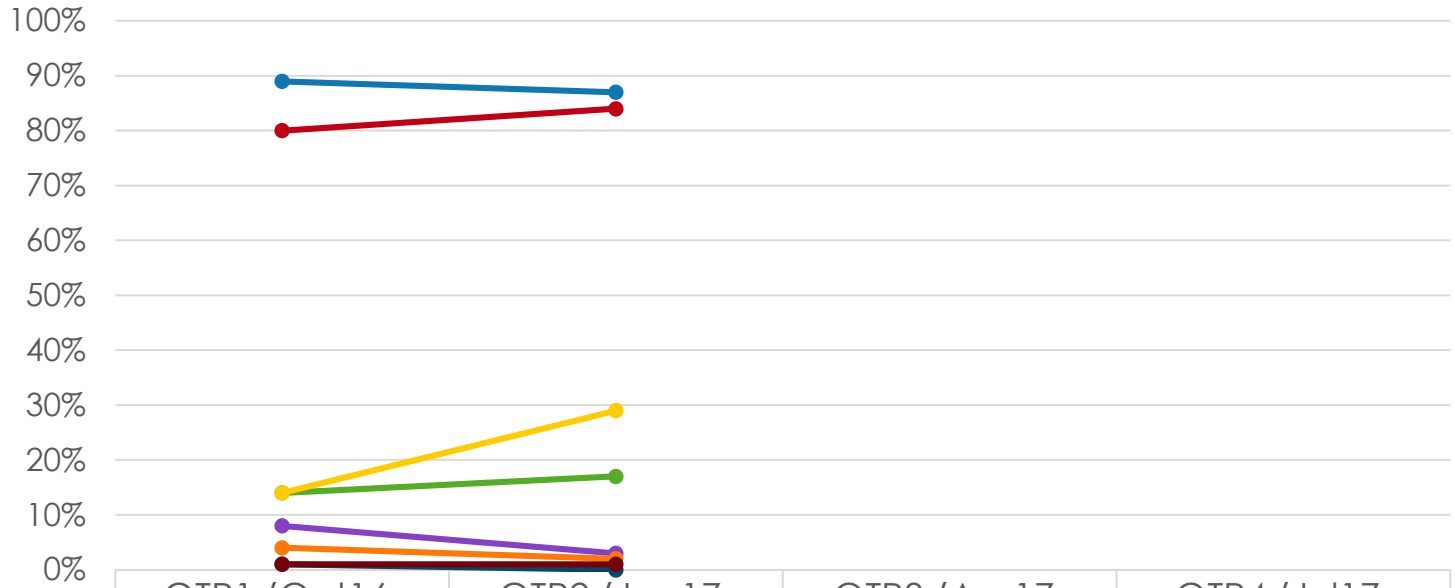
Objectives

- To monitor the effectiveness of the Korean seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Korean marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

Key Highlighted Segments

- **The specific objectives were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families (Q6)
 - FITS (Q7)
 - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
 - Leisure Traveler (Q5A Here to relax/ Here to see beaches, tropical climate, here for pleasure)
 - Wedding (Q5A)
 - Honeymoon (Q5A)
 - Group Tour (Q7)
 - Repeat Visitor (Q3A)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Korean visitors) the most important determinants of on-island spending

Key Highlighted Segments

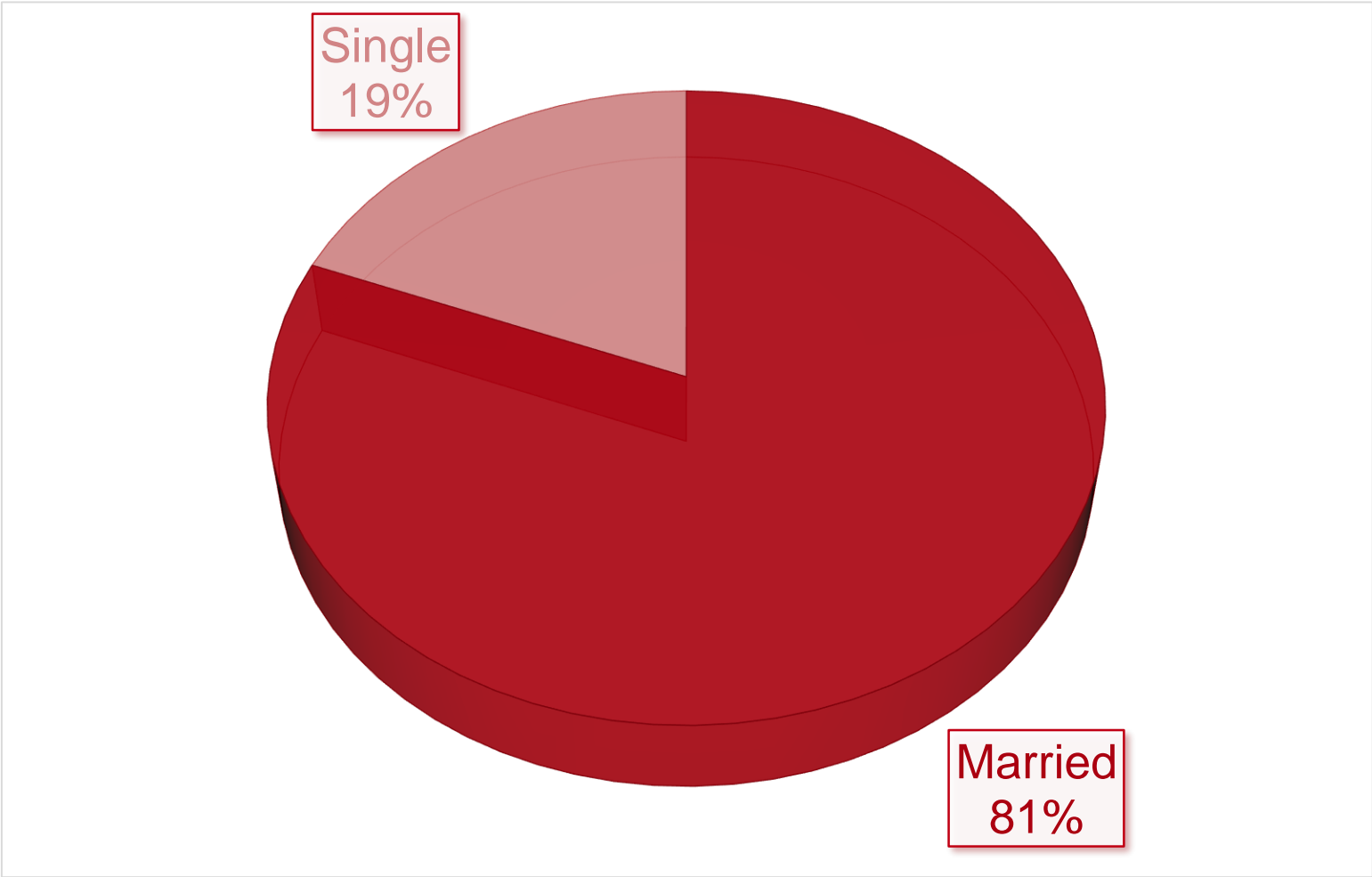


	QTR1 (Oct16- Dec16)	QTR2 (Jan17- Mar17)	QTR3 (Apr17- Jun17)	QTR4 (Jul17- Sept17)
Leisure Traveler	89%	87%		
Family	80%	84%		
Repeat	14%	17%		
FIT	14%	29%		
Honey-moon	8%	3%		
MICE	4%	2%		
Wedding	1%	0%		
Group	1%	1%		

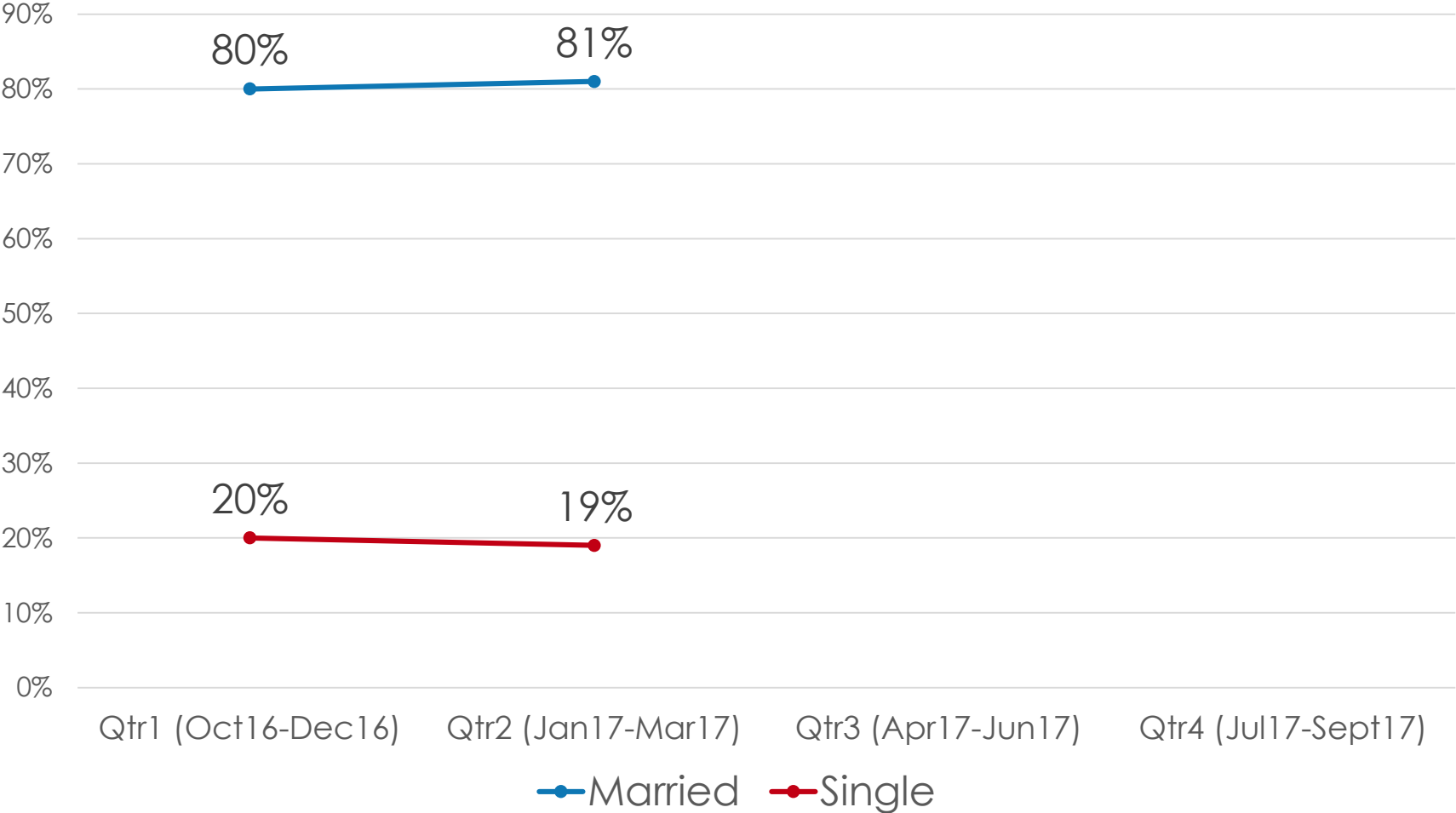
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

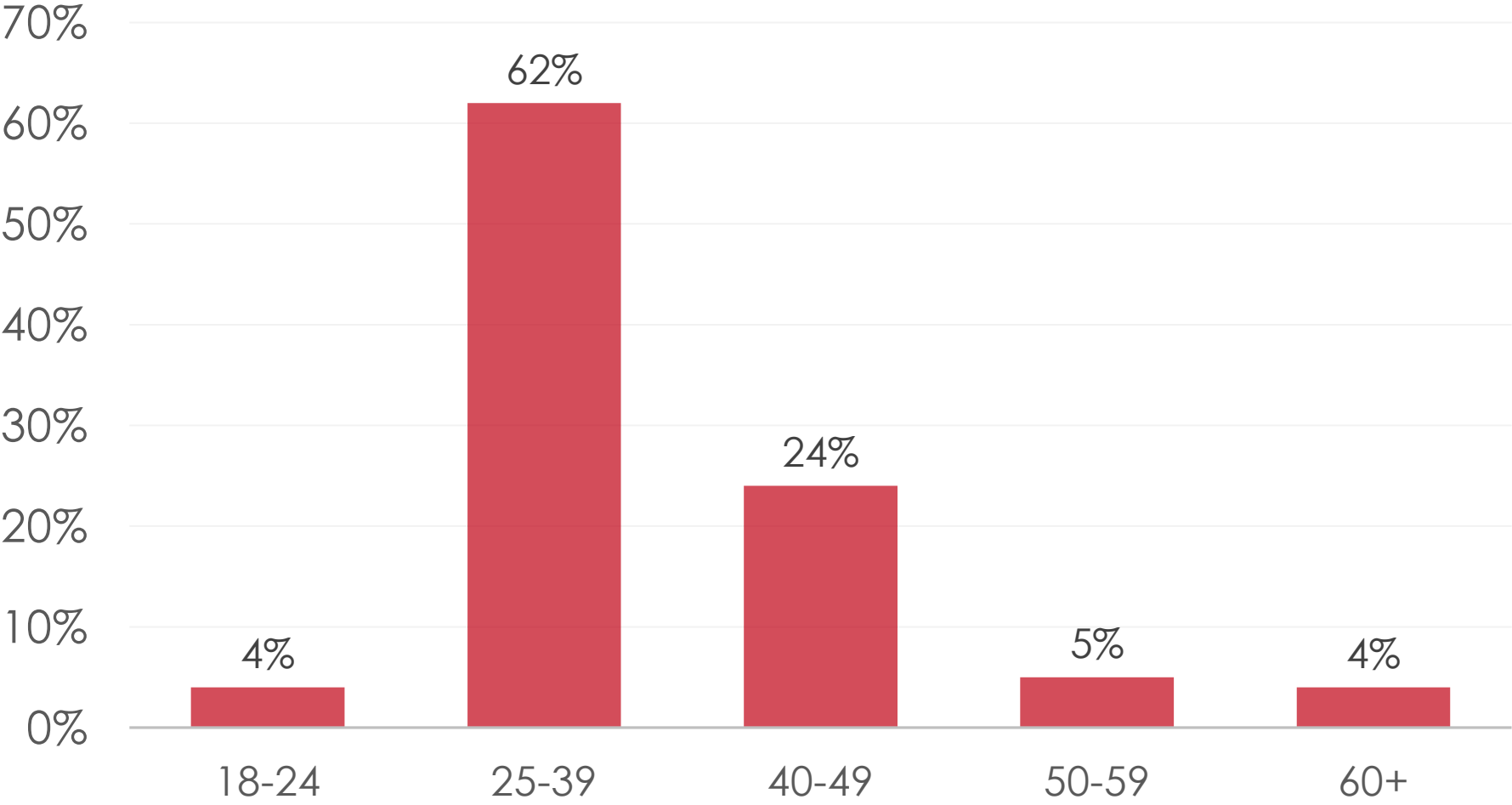
QE Are you married or single?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
QE	Married	81%	76%	82%	97%	67%	81%	90%	79%	81%
	Single	19%	24%	18%	3%	33%	19%	10%	21%	19%
	Total	1051	305	17	33	3	918	888	14	178

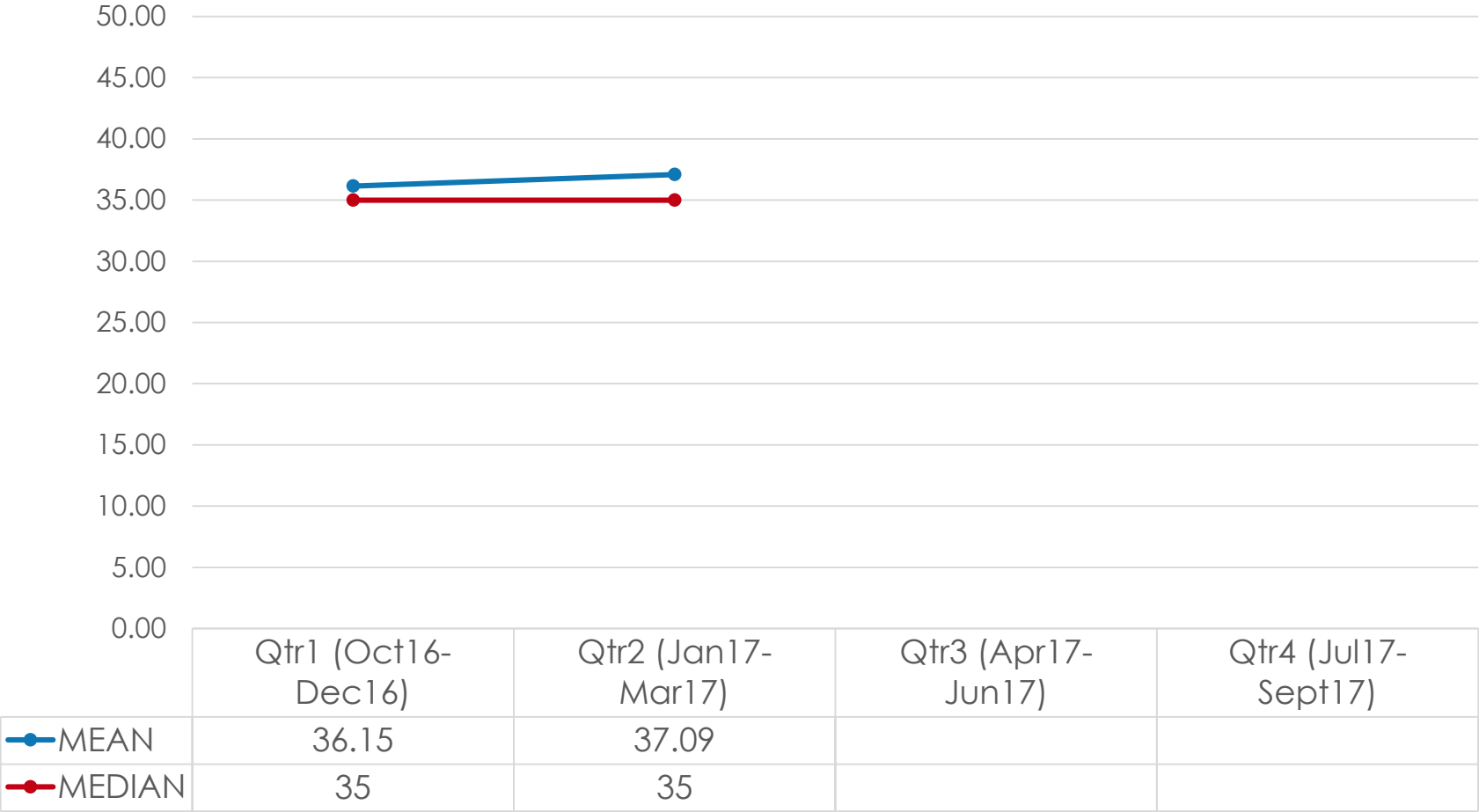
Prepared by QMark Research

Age

MEAN = 37.09
MEDIAN = 35



Age – FY2017 Tracking



Age – Key Segments

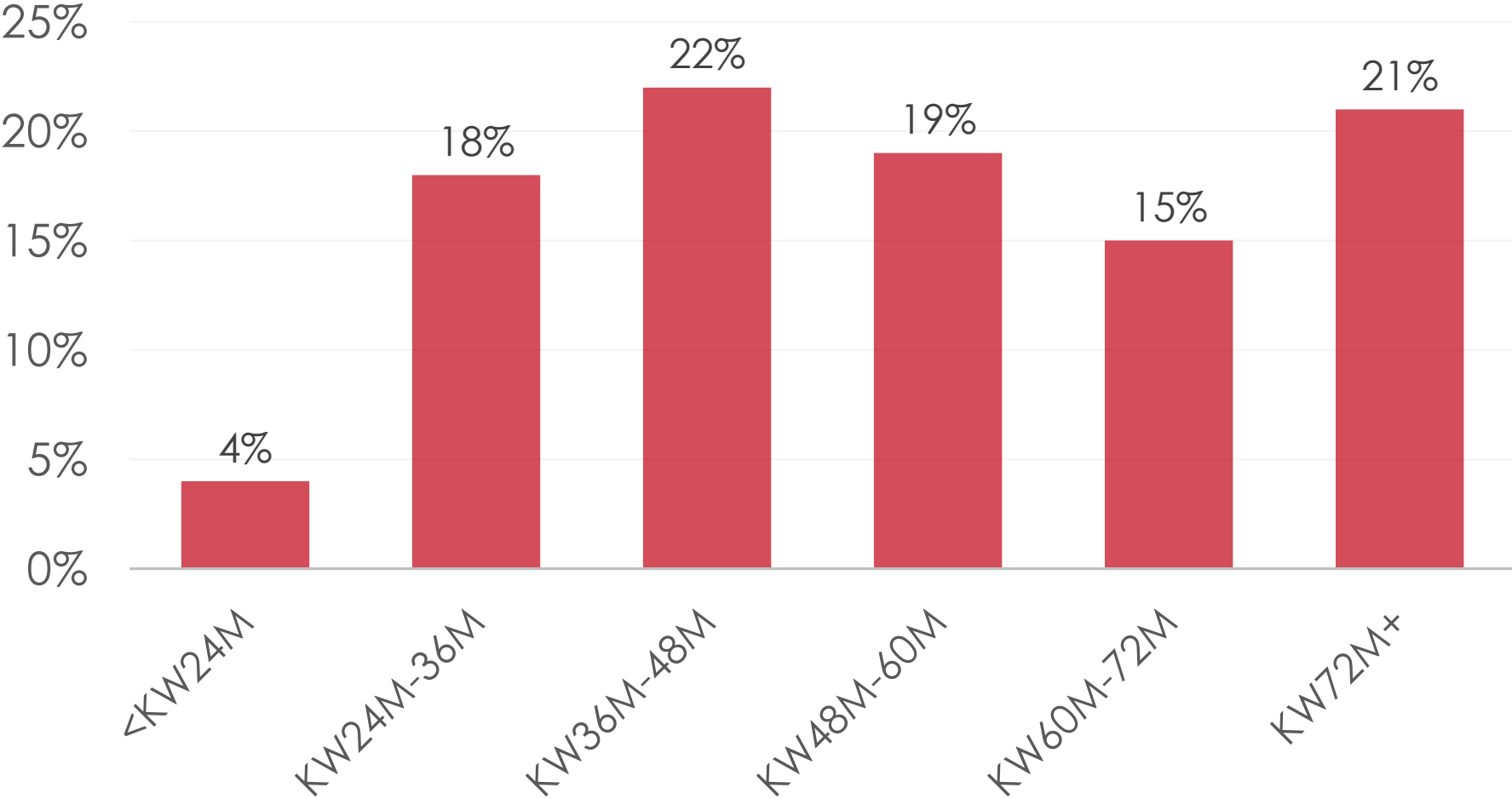
GUAM VISITORS BUREAU - EXIT SURVEY

QF And what was your age on your last birthday?

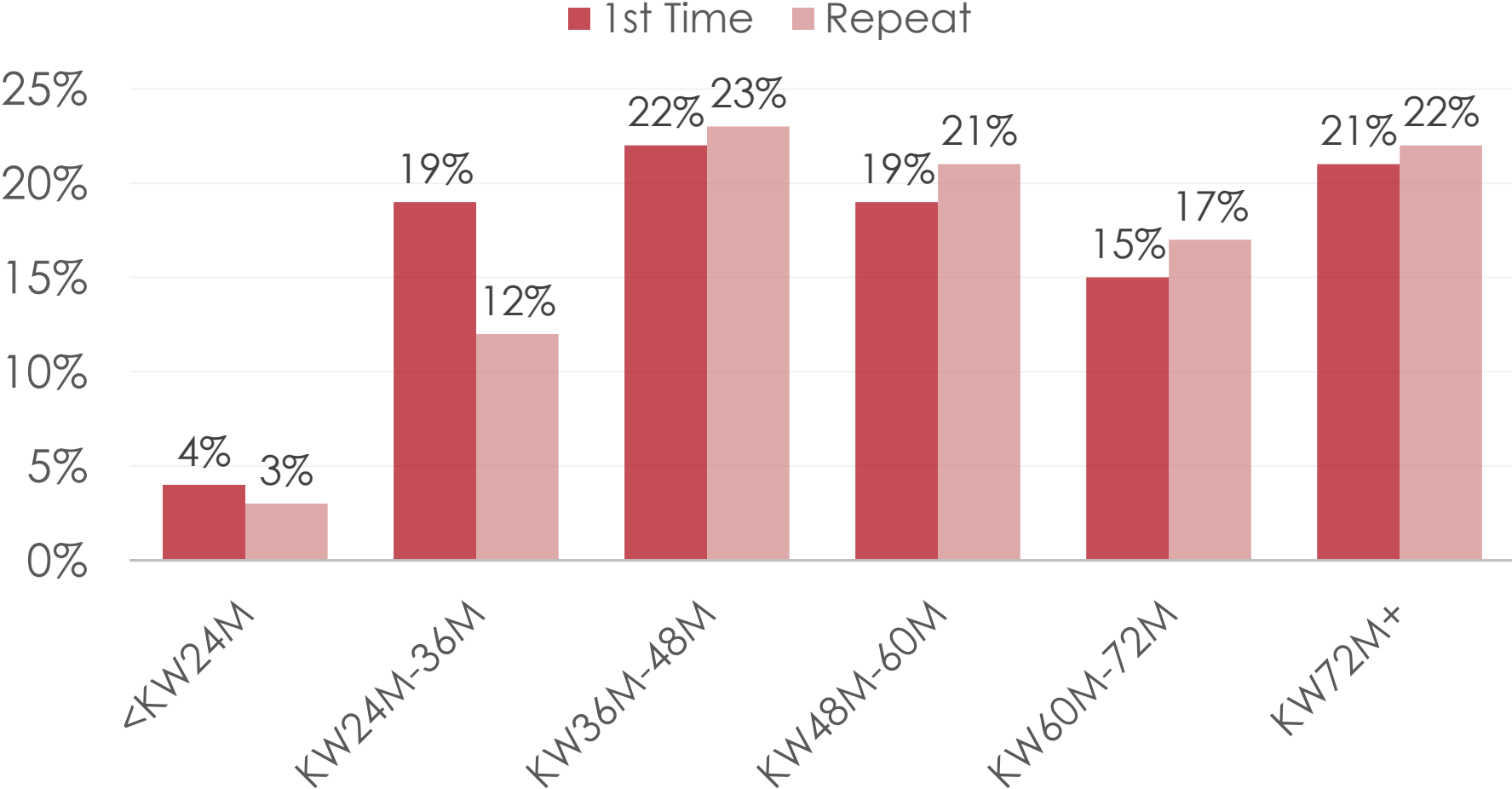
		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
QF	18-24	4%	5%		3%		3%	3%	7%	2%
	25-39	62%	73%	65%	97%	100%	62%	61%	29%	57%
	40-49	24%	16%	24%			25%	28%	29%	33%
	50-59	5%	3%				6%	5%	29%	3%
	60+	4%	3%	12%			4%	3%	7%	5%
	Total	1051	305	17	33	3	918	888	14	178
QF	Mean	37.09	34.90	39.35	30.52	34.00	37.33	37.70	42.57	38.22
	Median	35	34	36	30	36	36	36	44	37

Prepared by QMark Research

Annual Household Income



Annual Household Income



Annual Household Income – Key Segments

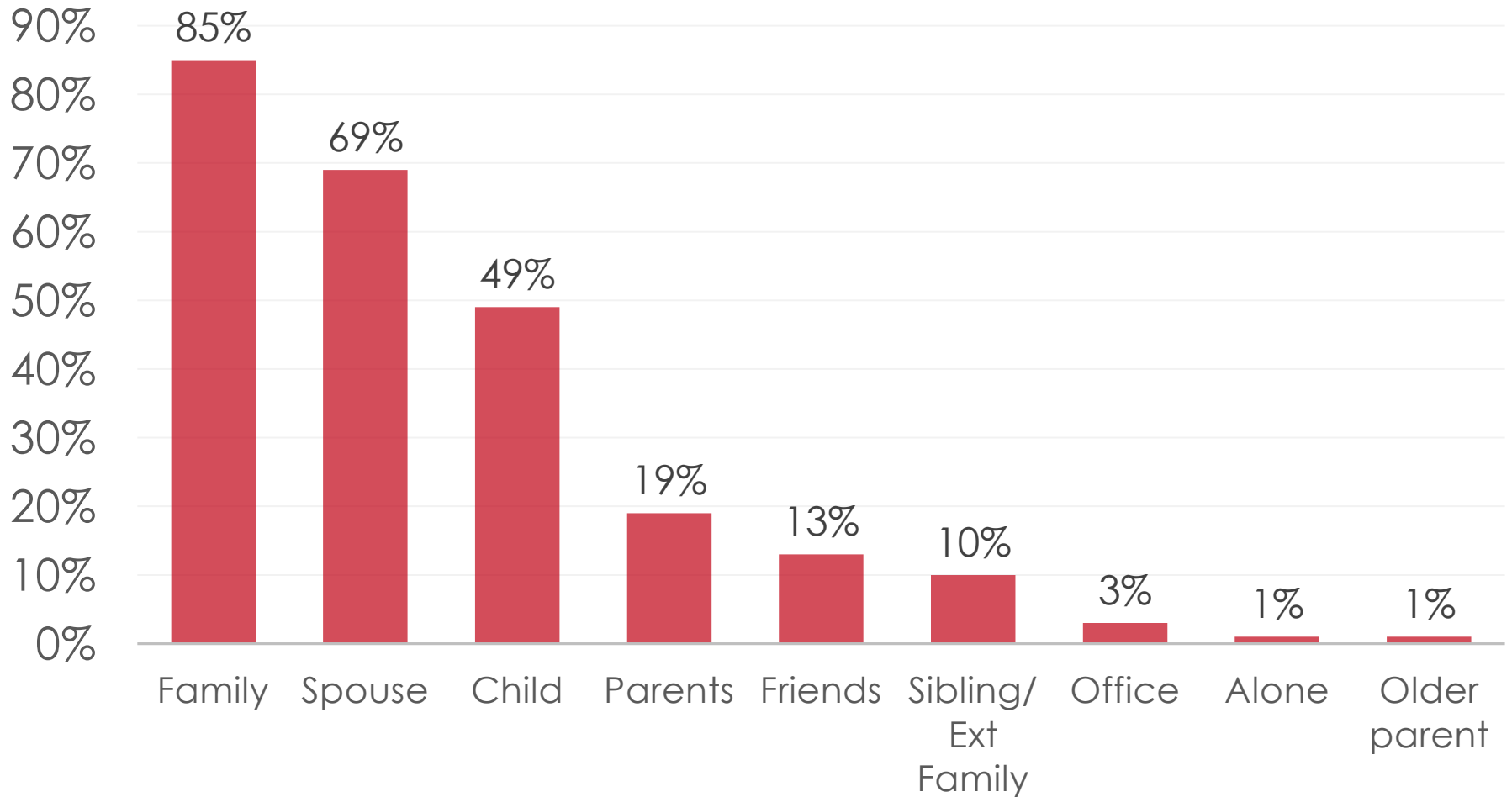
GUAM VISITORS BUREAU - EXIT SURVEY

Q26 What is your approximate annual household income before taxes?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q26	<KW12.0M	1%	0%				1%	1%		1%
	KW12.0M-KW24.0M	3%	3%	6%	7%		2%	2%		2%
	KW24.0M-KW36.0M	18%	19%	13%	46%		18%	14%	23%	12%
	KW36.0M-KW48.0M	22%	23%	25%	36%	67%	21%	23%		23%
	KW48.0M-KW60.0M	19%	16%	38%	4%		20%	21%	8%	21%
	KW60.0M-KW72.0M	15%	14%	13%	4%	33%	16%	16%	31%	17%
	KW72.0M+	21%	23%	6%	4%		21%	22%	38%	22%
	No Income	1%	2%				1%	1%		1%
	Total	951	284	16	28	3	829	803	13	161

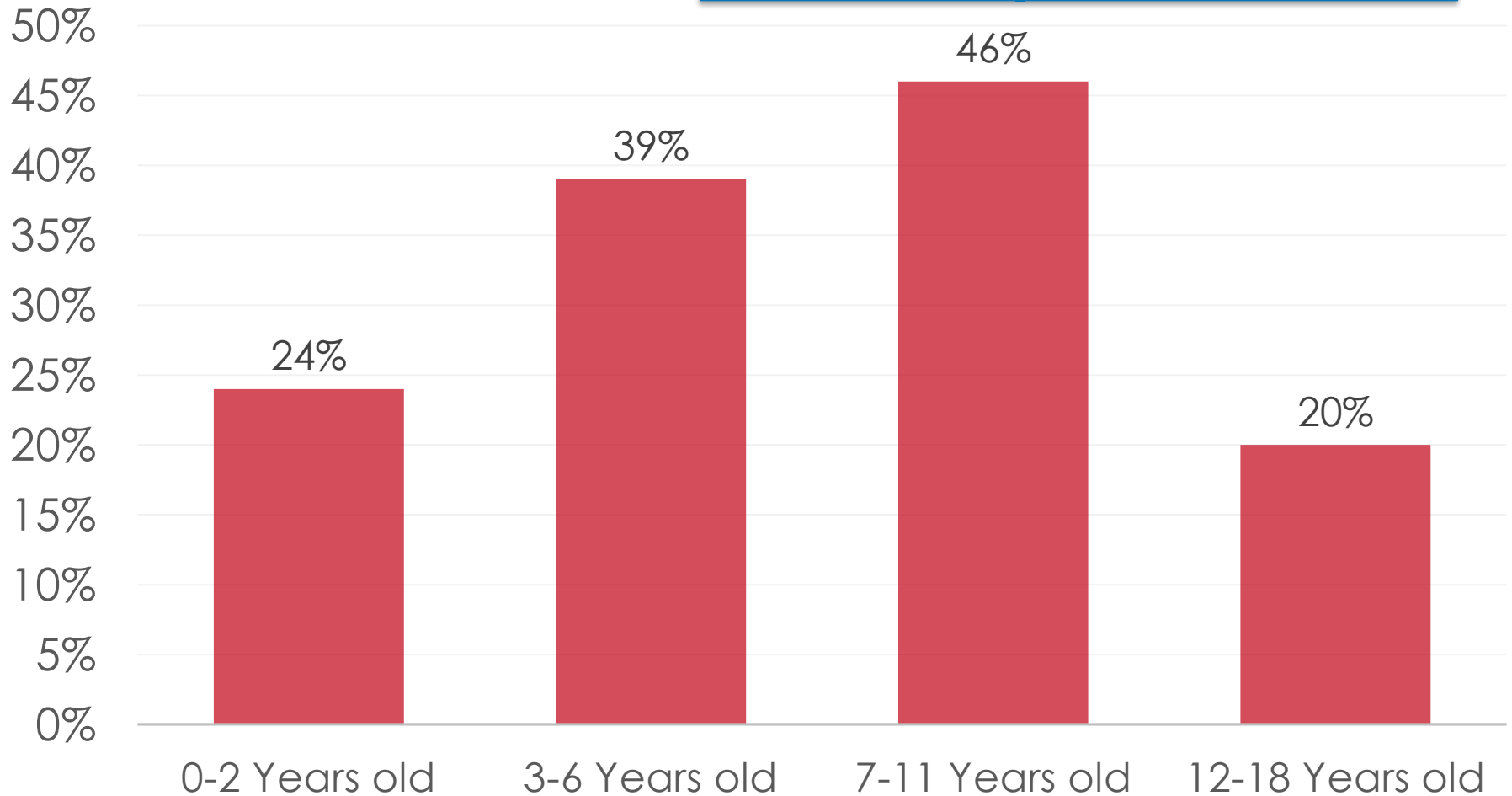
Prepared by QMark Research

Travel Party

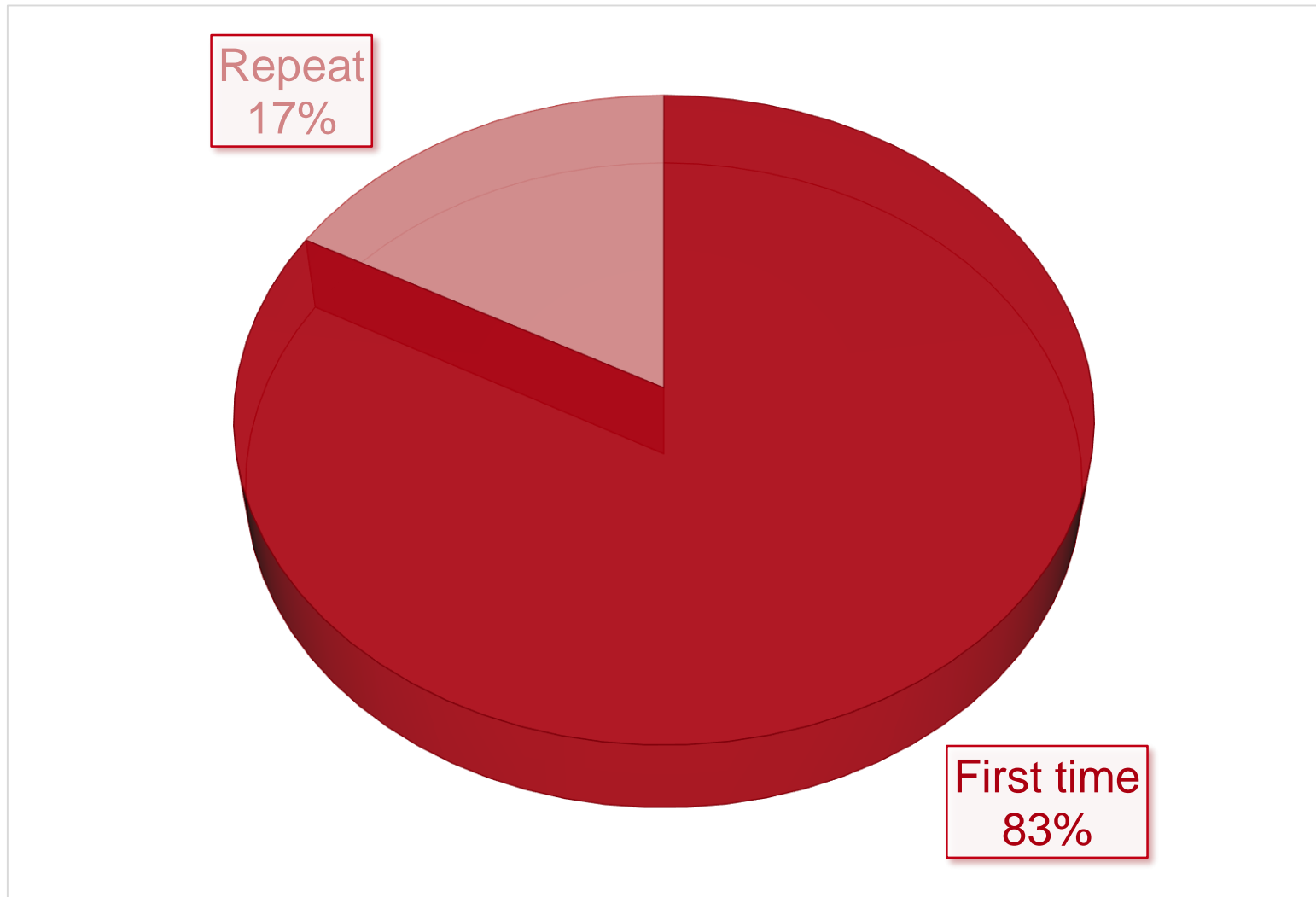


Travel Party - Children

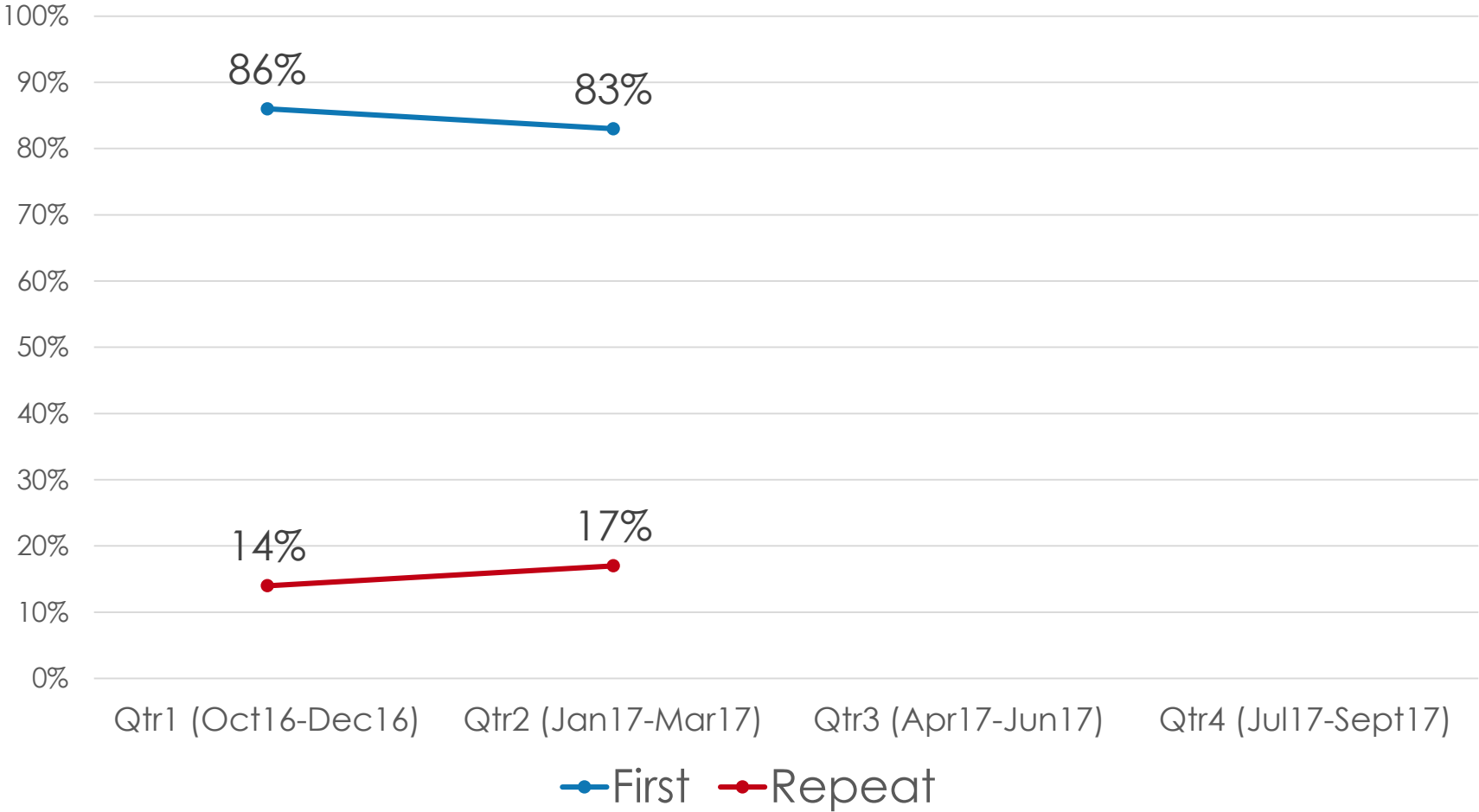
N = 517
49% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

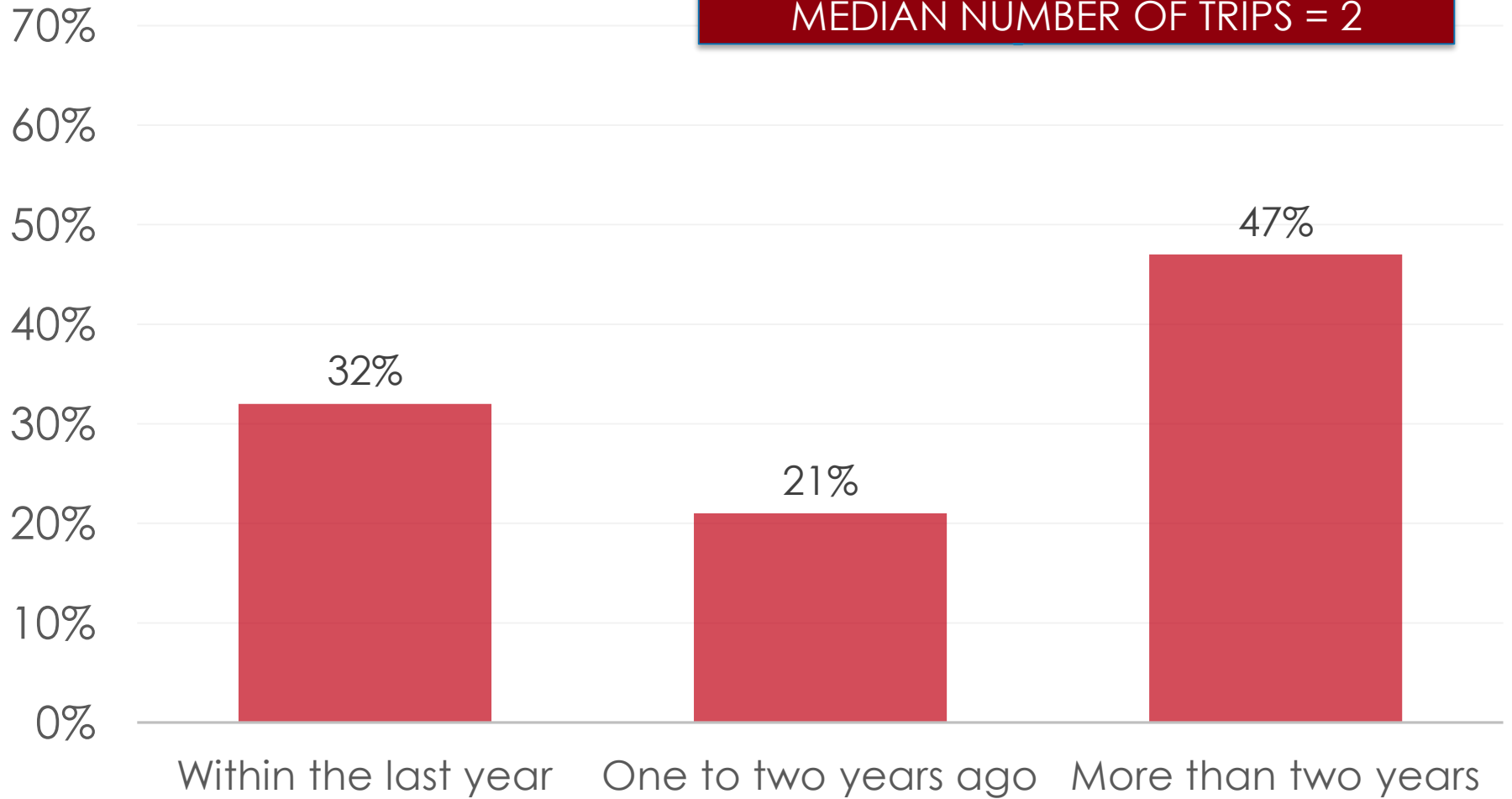
Q3A Is this your first trip to Guam?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q3A	Yes	83%	82%	76%	97%	100%	84%	83%	71%	
	No	17%	18%	24%	3%		16%	17%	29%	100%
	Total	1046	303	17	32	3	915	883	14	178

Prepared by QMark Research

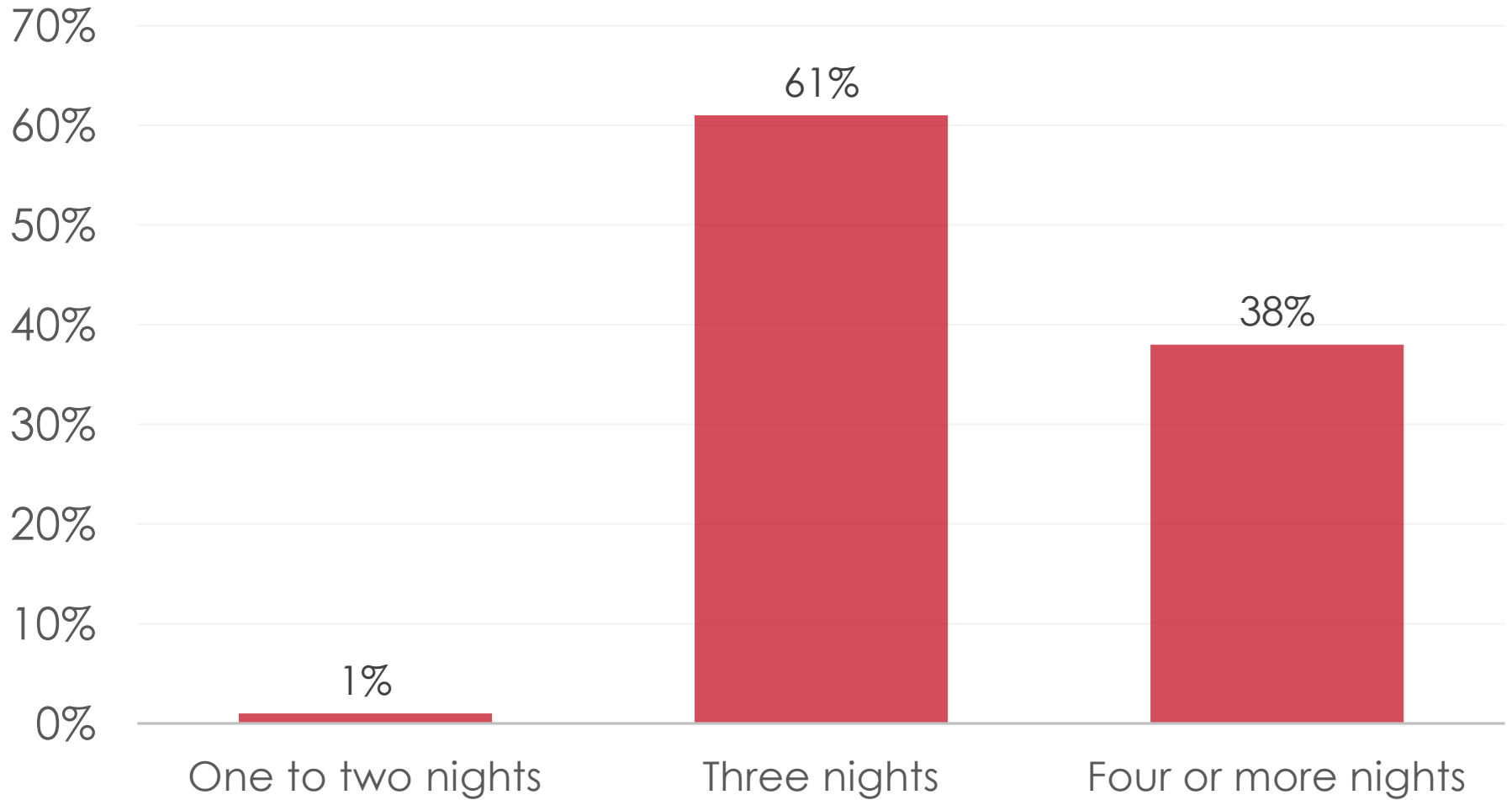
Repeat Visitor- Most Recent Trip

N = 168
MEAN NUMBER OF TRIPS = 2.29
MEDIAN NUMBER OF TRIPS = 2

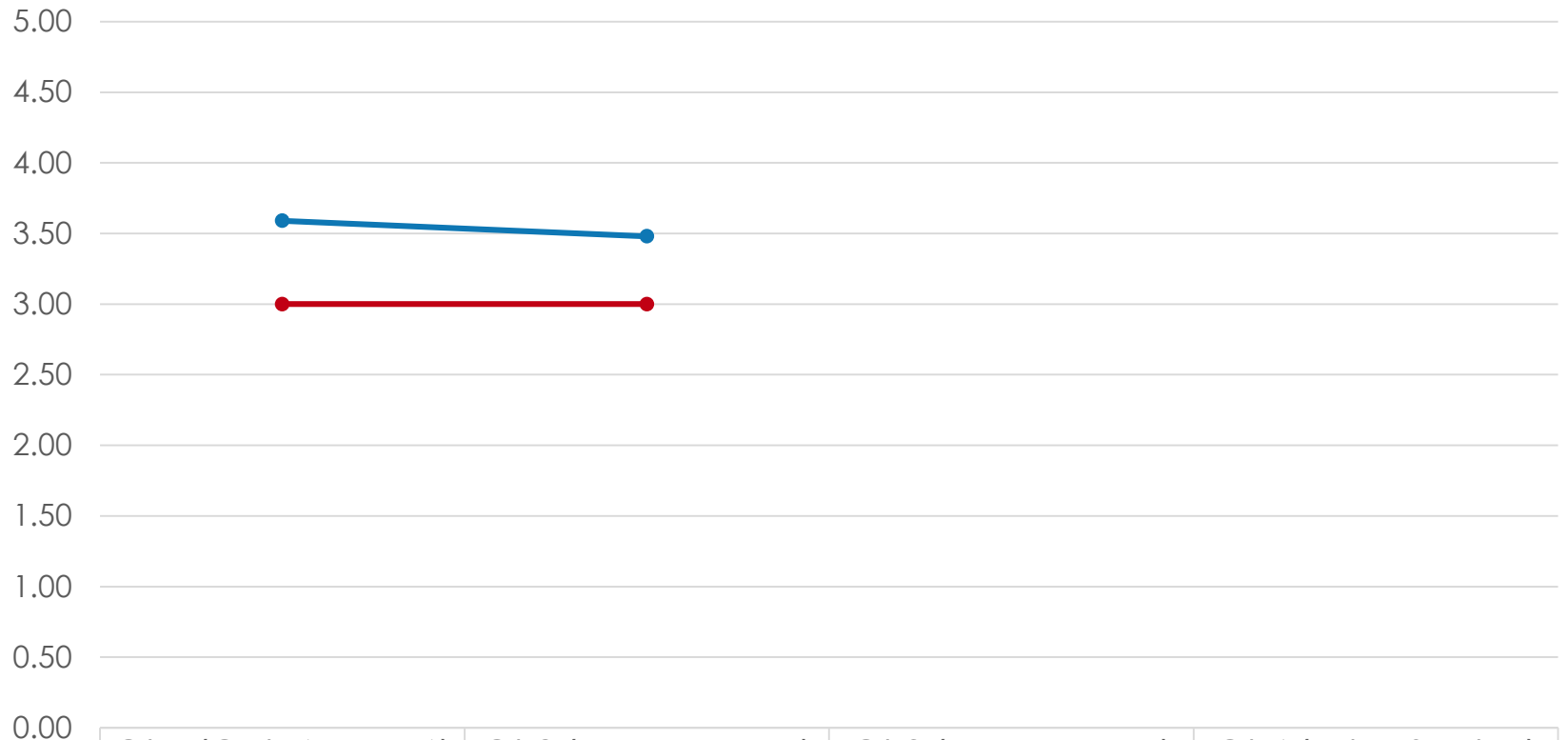


Length of Stay

MEAN NUMBER OF NIGHTS = 3.48
MEDIAN NUMBER OF NIGHTS = 3



Length of Stay – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	3.59	3.48		
MEDIAN	3	3		

Length of Stay – Key Segments

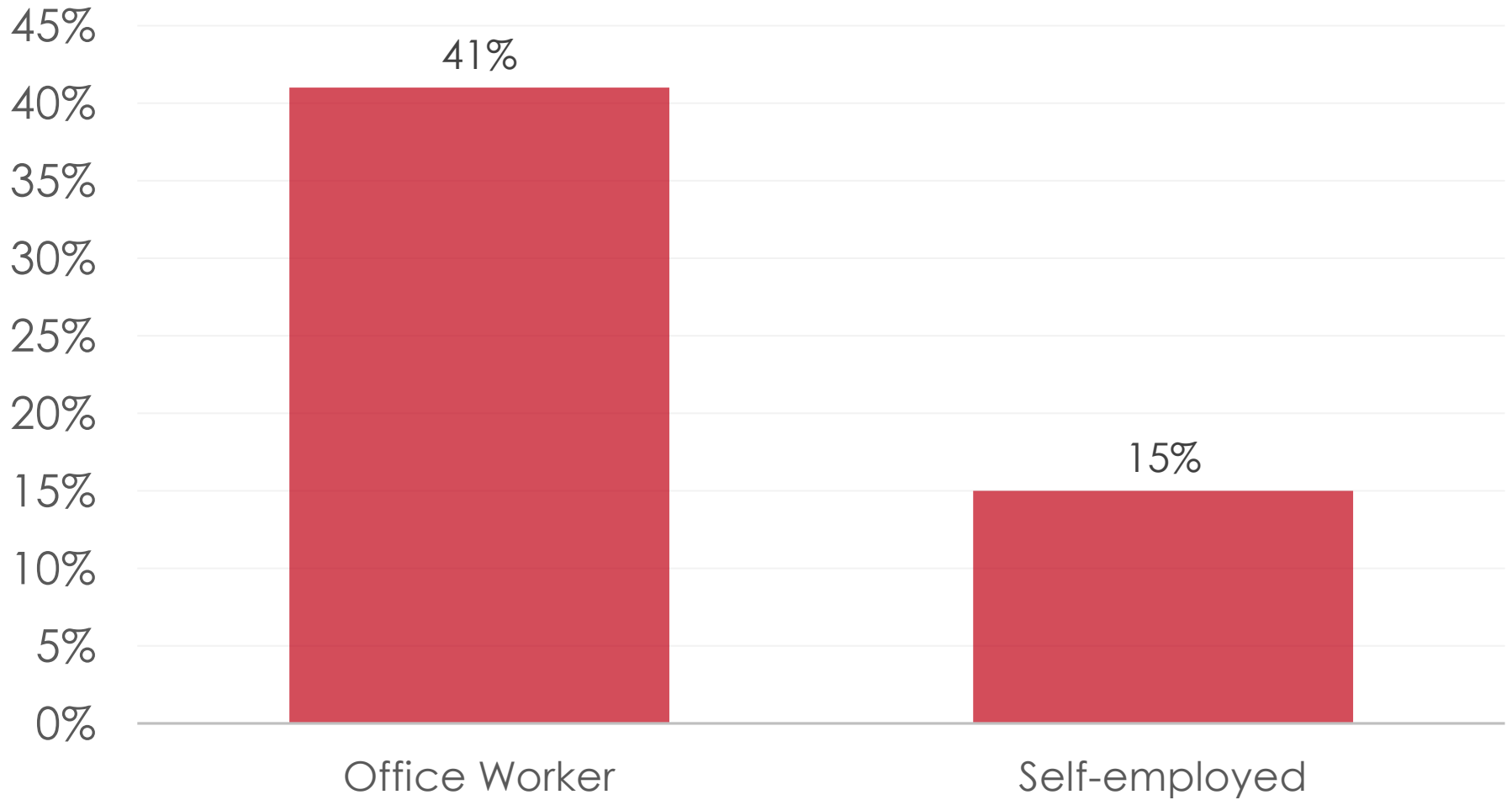
GUAM VISITORS BUREAU - EXIT SURVEY

Q8 How many nights did you stay on Guam?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q8	1-2	1%	2%				1%	0%		2%
	3	61%	51%	81%	34%	100%	62%	60%	93%	56%
	4+	38%	48%	19%	66%		38%	40%	7%	41%
	Total	1042	300	16	32	1	912	879	14	176
Q8	Mean	3.48	3.68	3.25	3.78	3.00	3.48	3.51	3.07	3.57
	Median	3	3	3	4	3	3	3	3	3

Prepared by QMark Research

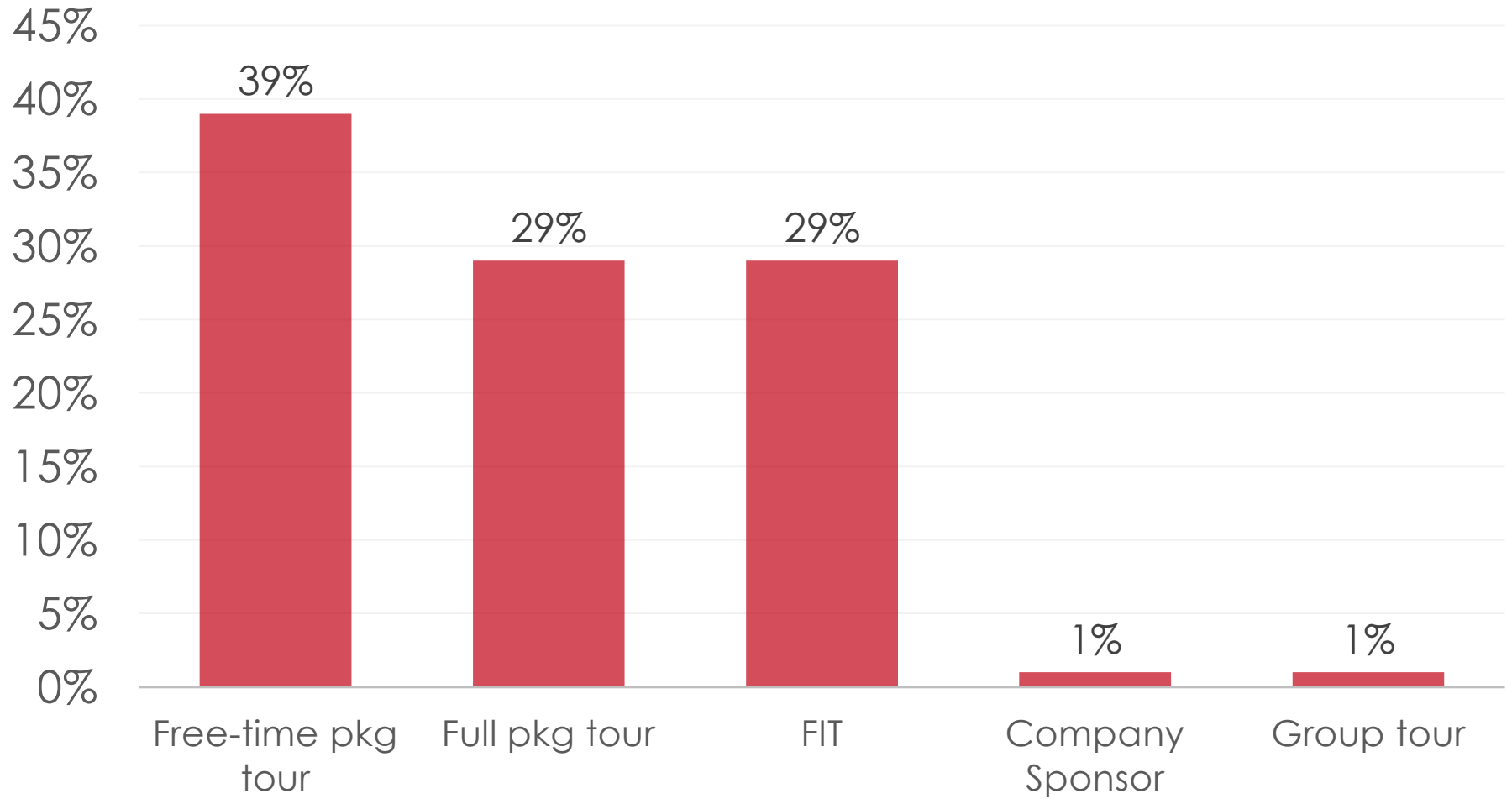
Occupation – Top Responses (10%+)



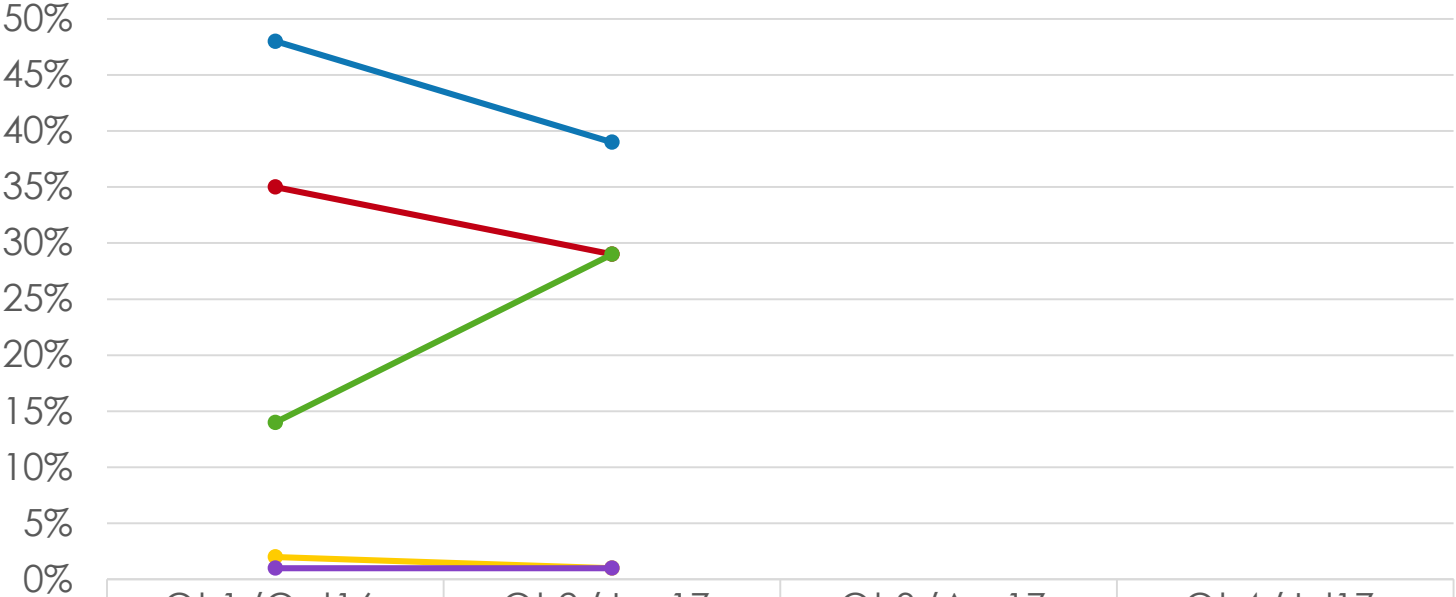
SECTION 2

TRAVEL PLANNING

Travel Planning



Travel Planning – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
Free-time pkg tour	48%	39%		
Full pkg tour	35%	29%		
FIT	14%	29%		
Company	2%	1%		
Group	1%	1%		

Travel Planning – Key Segments

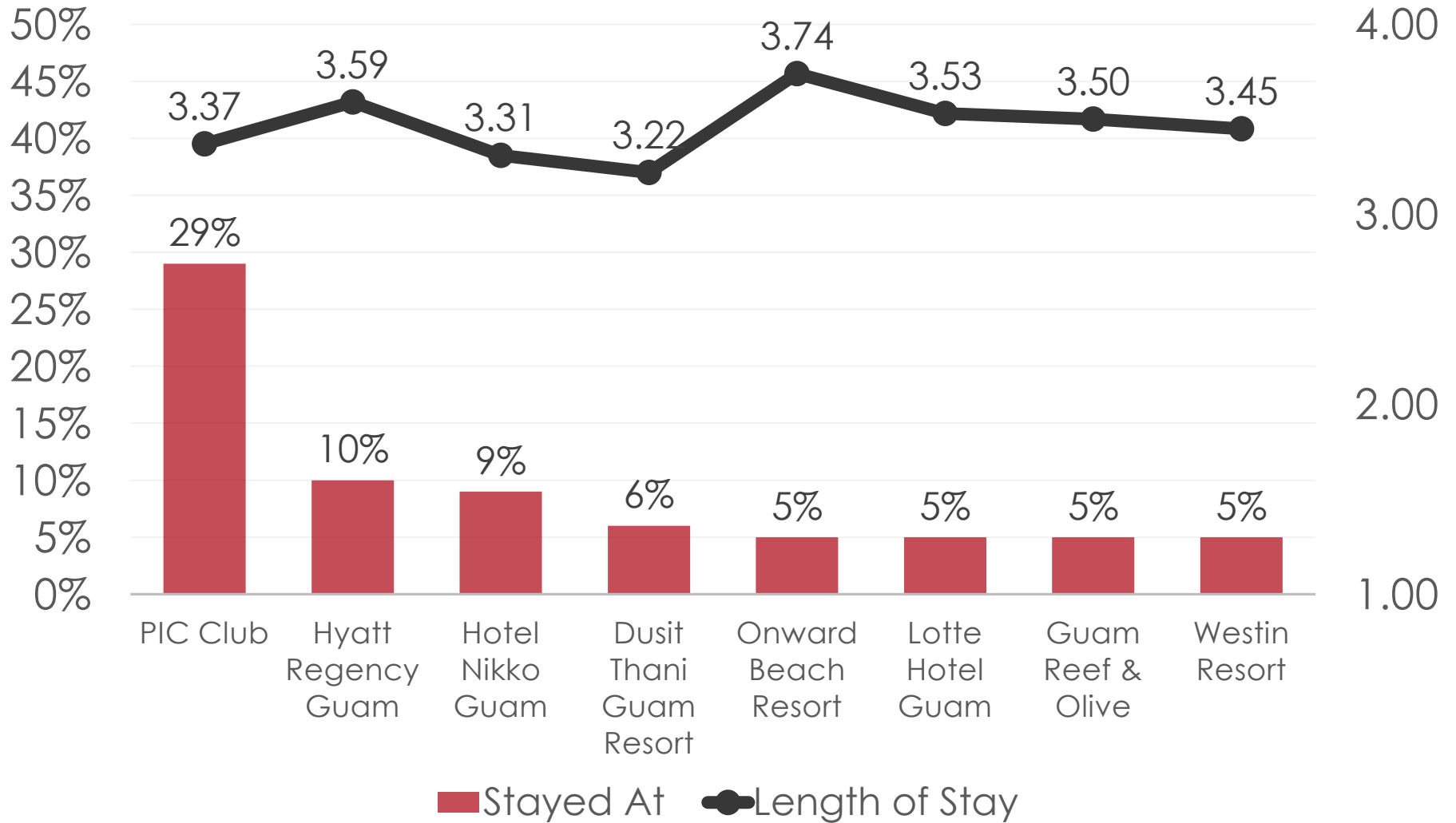
GUAM VISITORS BUREAU - EXIT SURVEY

Q7 Please describe your travel arrangements to Guam?

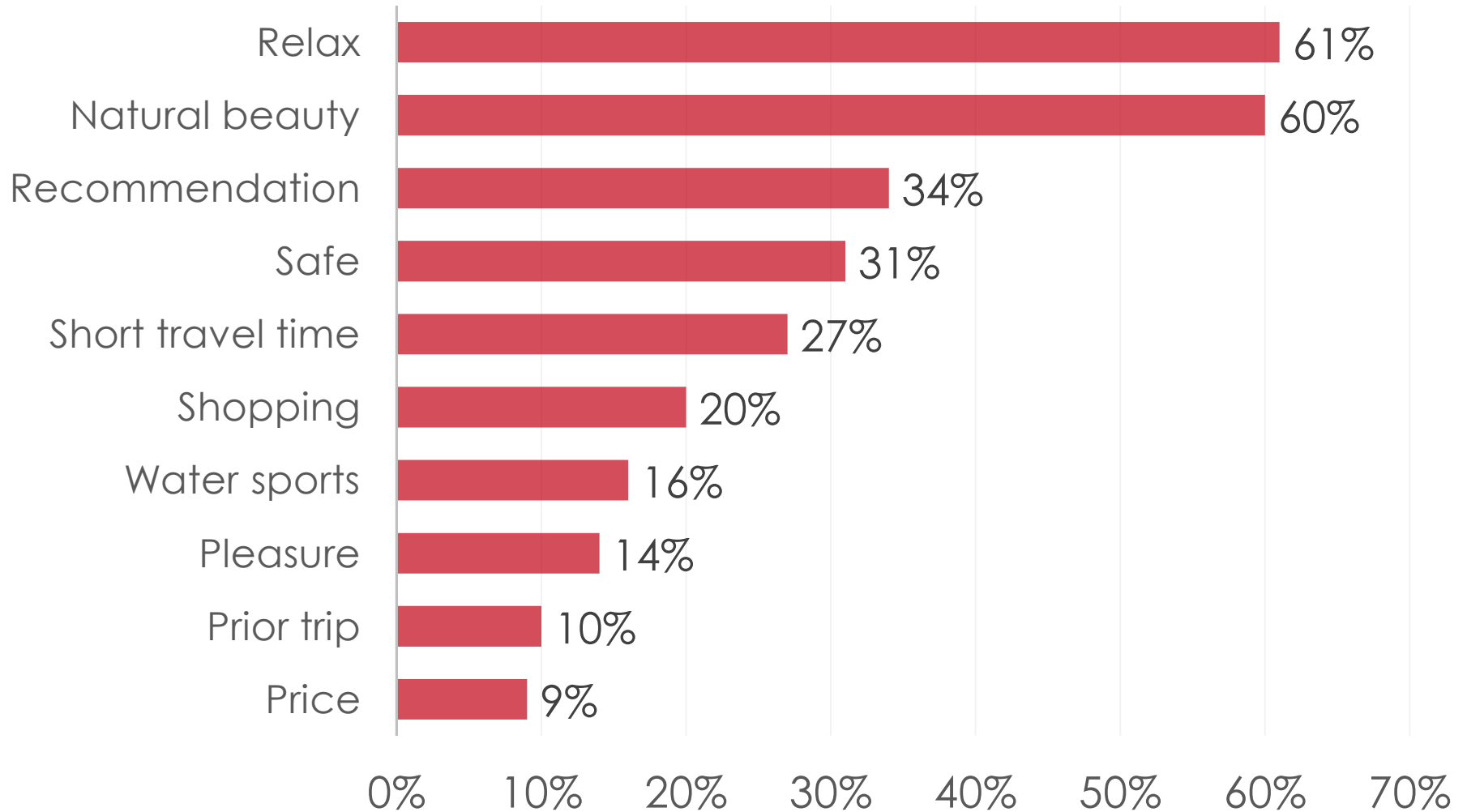
		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q7	Free-time package tour	39%		24%	50%		40%	39%		46%
	Individually arranged travel (FIT)	29%	100%	18%	13%	100%	29%	28%		32%
	Full package tour	29%		29%	38%		29%	31%		16%
	Group tour	1%		12%			1%	1%	100%	2%
	Company paid travel	1%		18%			1%	0%		3%
	Other	0%					0%	0%		1%
	Total	1044	305	17	32	2	914	881	14	175

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Accommodations (Top Responses)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q5A Please select the top 3 reasons that motivated you to travel to Guam?

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q5A	Relax	61%	62%	35%	39%		69%	62%	36%	50%
	Natural beauty	60%	57%	29%	52%		68%	62%	50%	53%
	Recomm-friend/family/trvl agnt	34%	31%	41%	18%	33%	31%	33%	29%	13%
	Safe	31%	27%	6%	12%	33%	30%	32%	36%	28%
	Short travel time	27%	32%	12%	24%		26%	28%	29%	25%
	Shopping	20%	28%	6%	12%		20%	20%	14%	22%
	Water sports	16%	16%		6%		14%	15%	7%	12%
	Pleasure	14%	13%	12%	21%	33%	16%	14%	21%	16%
	Previous trip	10%	10%	6%	3%		8%	10%	7%	56%
	Price	9%	9%	12%	6%		8%	8%		8%
	Visit friends/ Relatives	6%	6%	6%	6%	33%	5%	5%	7%	8%
	Honeymoon	3%	1%		100%	33%	3%	4%		1%
	Scuba	3%	4%	6%			2%	2%		4%
	Other	3%	2%	6%	3%		2%	2%	14%	3%
	Company/ Business Trip	2%	0%	6%			2%	1%	14%	5%
	Company Sponsored	2%	1%	100%		33%	1%	1%	14%	2%
	Golf	1%	1%				1%	1%	7%	2%
	Organized sports	1%	2%				1%	1%		1%
	Career Cert/ Testing	0%	0%				0%			2%
	Married/ Attn wedding	0%	1%	6%	3%	100%	0%	0%		
	Total	1039	304	17	33	3	918	878	14	177

Prepared by QMark Research

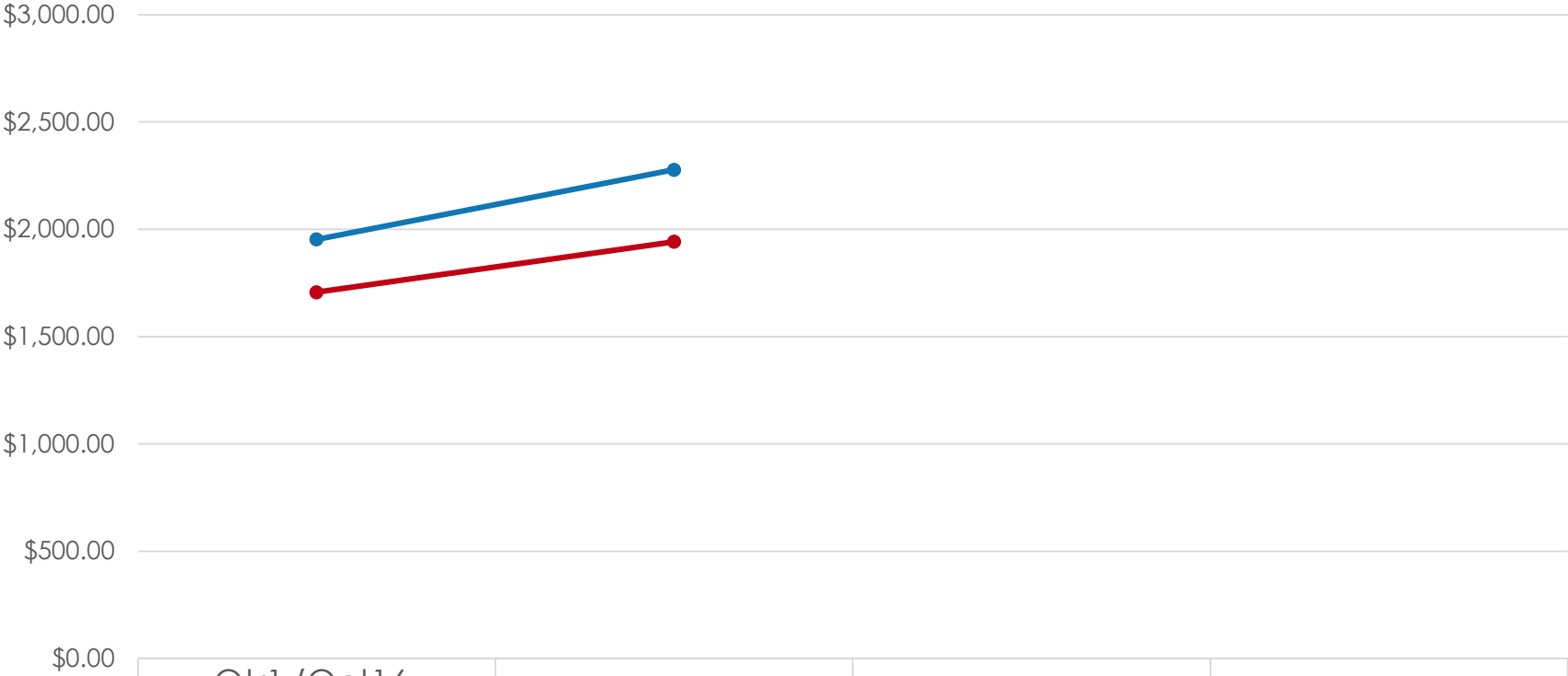
SECTION 3

EXPENDITURES

Prepaid Expenditures

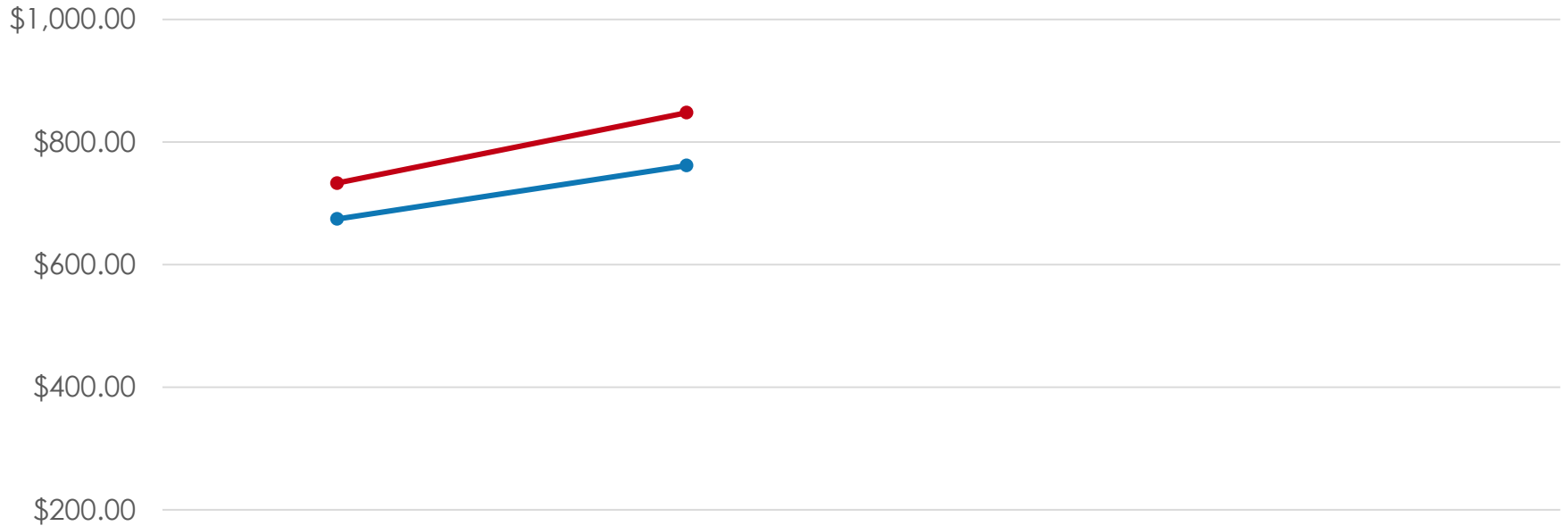
- \$2,277.74 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$761.76 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$1,953.30	\$2,277.74		
MEDIAN	\$1,707.00	\$1,942.00		

Prepaid Per Person– FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
● MEAN	\$674.62	\$761.76		
● MEDIAN	\$733.00	\$848.00		

Prepaid Per Person– Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

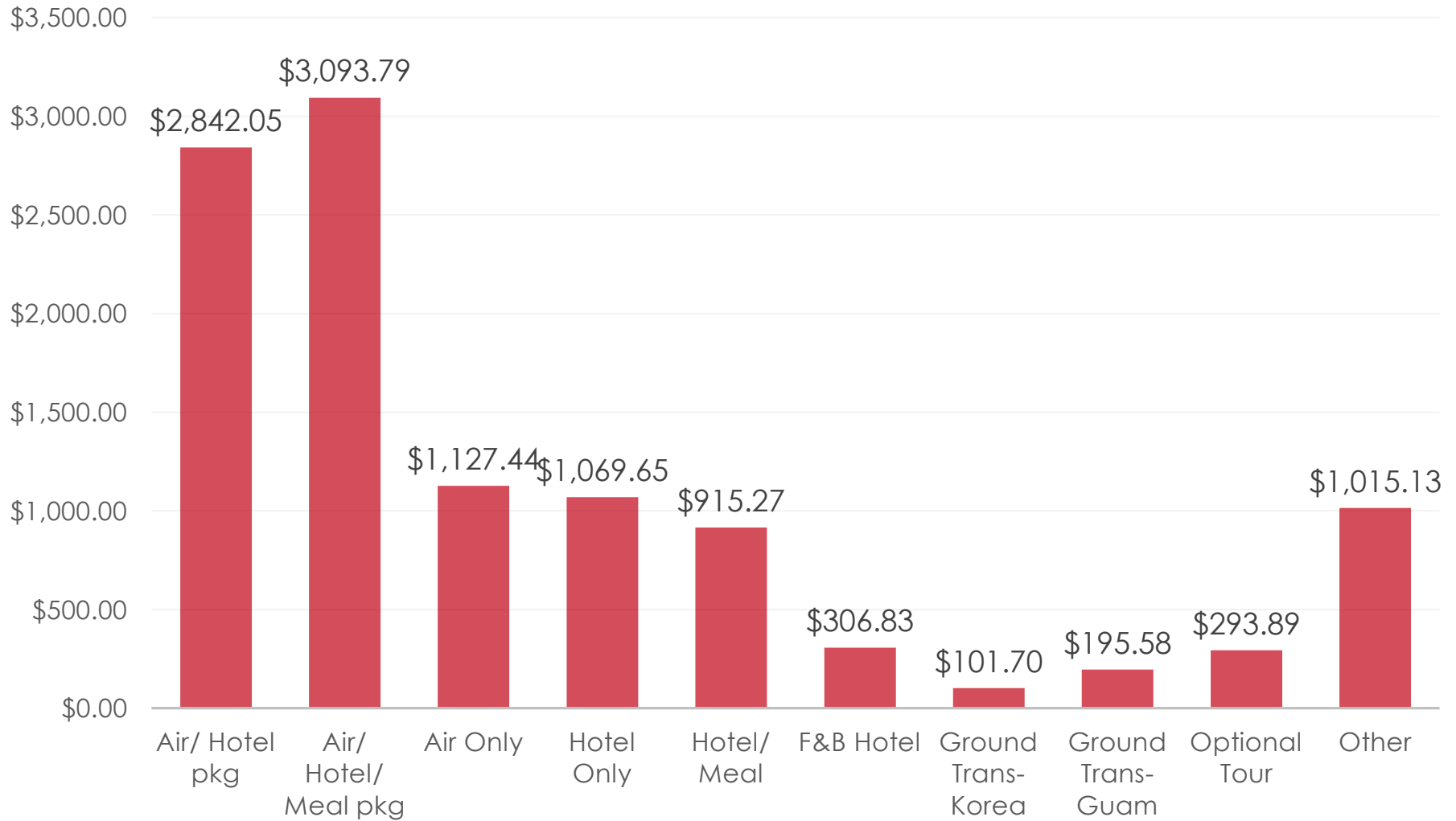
Q10A How much did you pay in RUSSIA before coming to Guam for the tour package, your airfare, lodging meals, and transportation?

PER PERSON

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$761.76	\$689.97	\$558.94	\$1,225.35	\$735.24	\$759.45	\$741.65	\$470.15	\$749.86
	Median	\$848	\$699	\$331	\$1,317	\$1,102	\$848	\$837	\$0	\$769

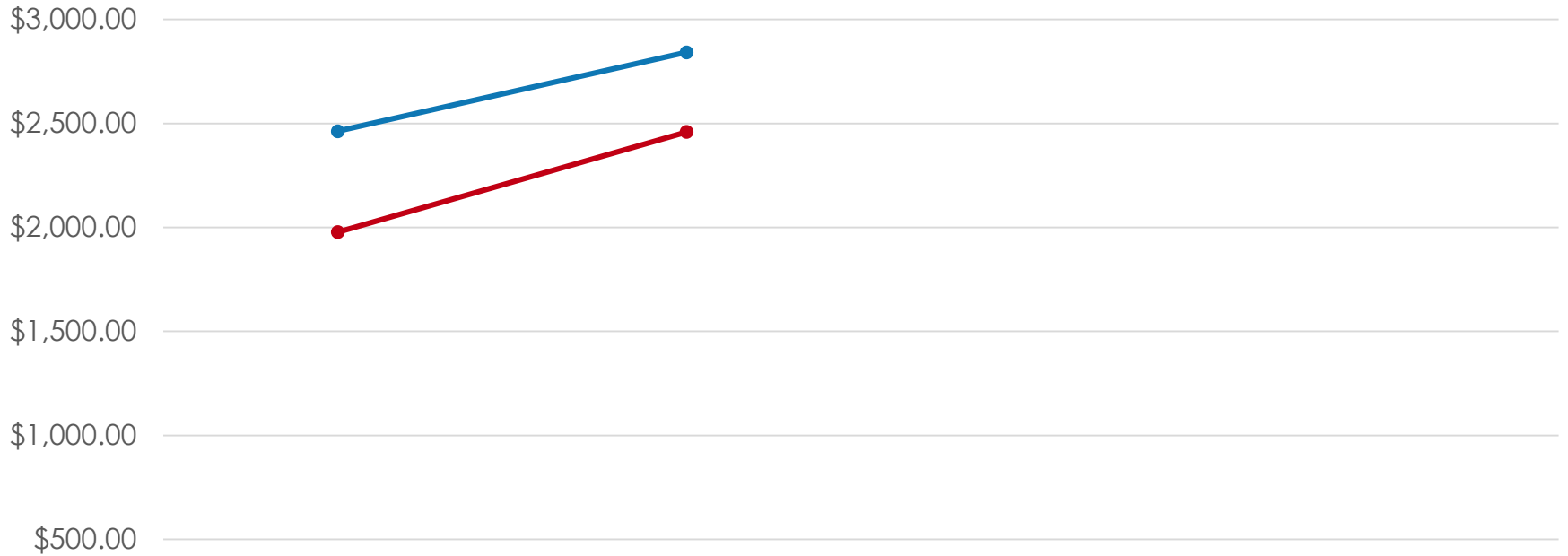
Prepared by QMark Research

Prepaid Expenses by Category – MEAN Entire Travel Party



Prepaid– FY2017 Tracking

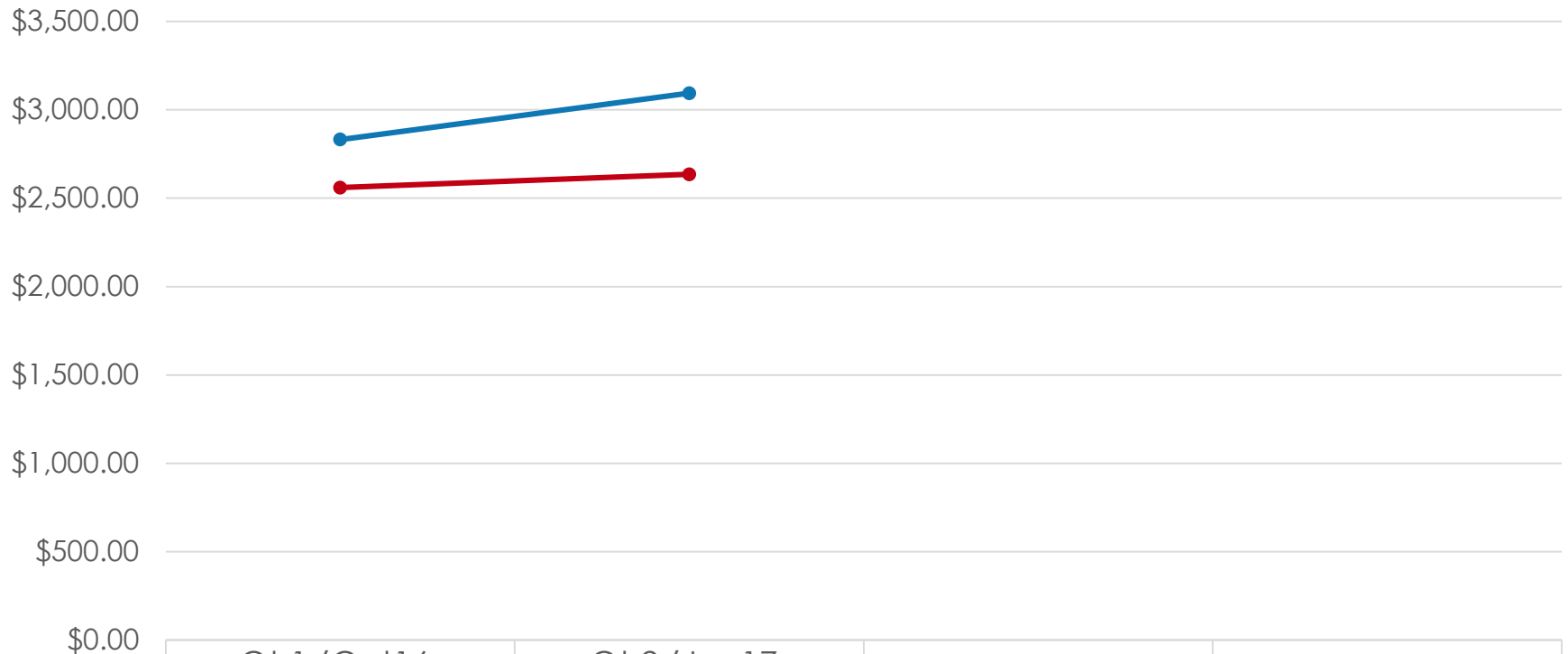
Airfare & Accommodation Packages



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
● MEAN	\$2,462.58	\$2,842.05		
● MEDIAN	\$1,978.00	\$2,459.00		

Prepaid- FY2017 Tracking

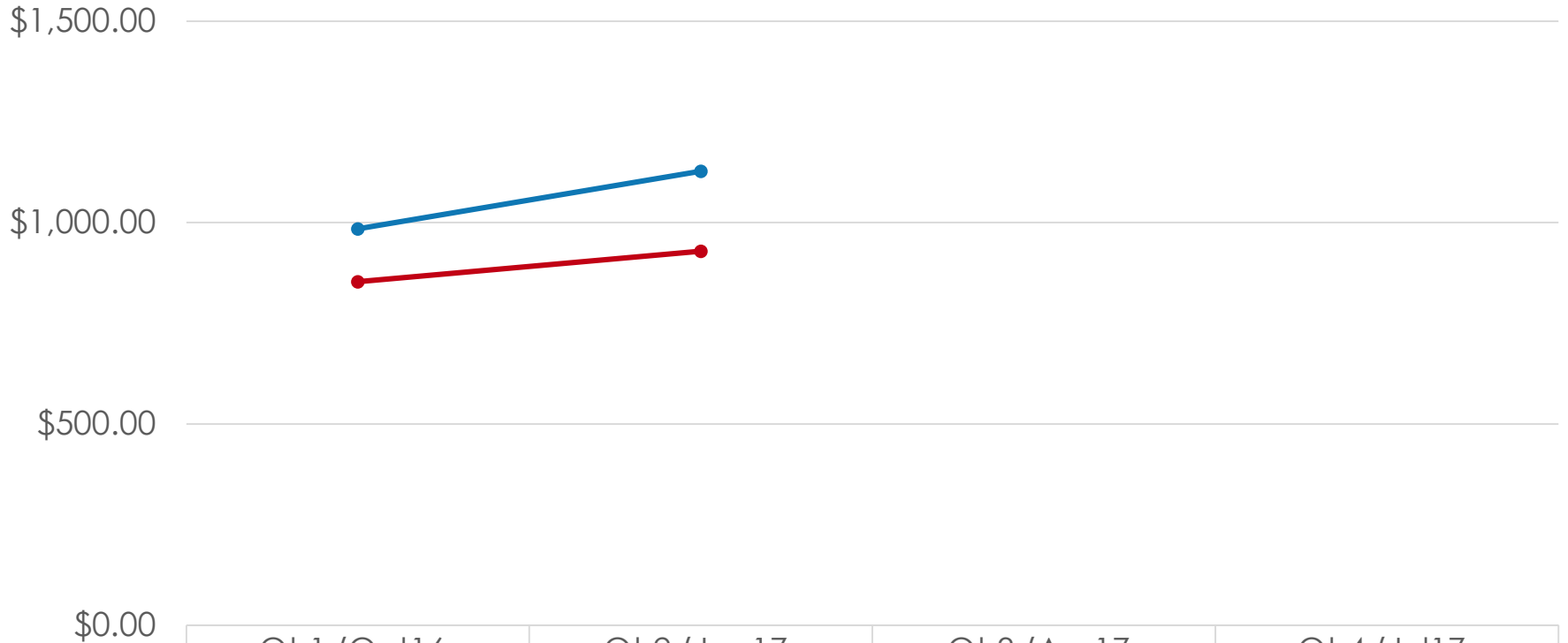
Airfare & Accommodation W/ Meal Packages



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$2,831.93	\$3,093.79		
MEDIAN	\$2,560.00	\$2,635.00		

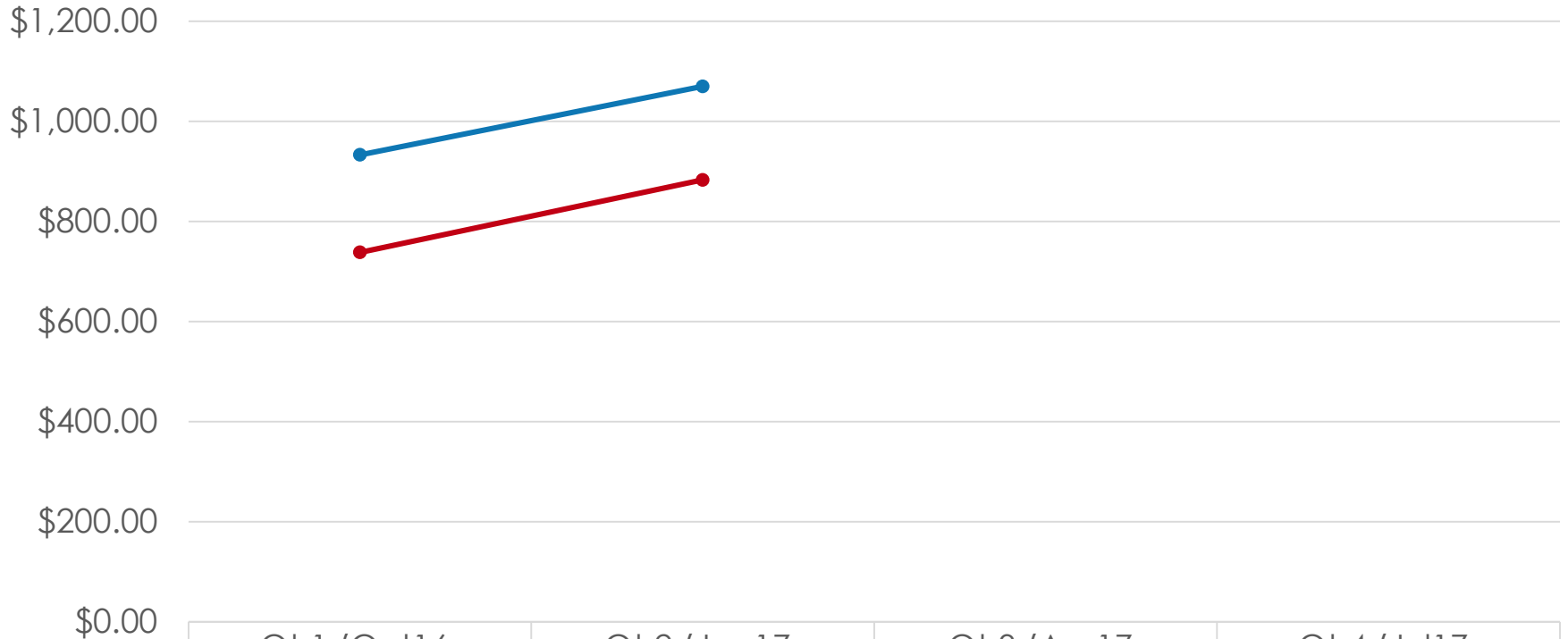
Prepaid- FY2017 Tracking

Airfare Only



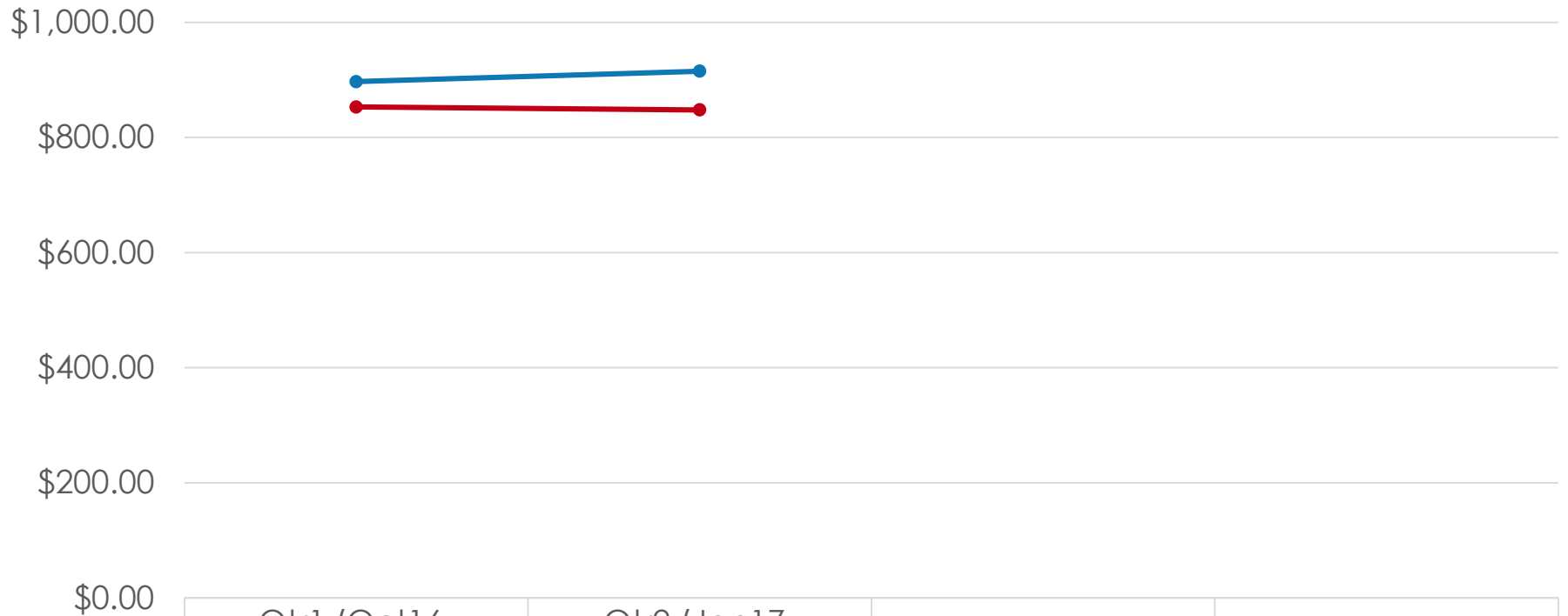
	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$984.26	\$1,127.44		
MEDIAN	\$853.00	\$929.00		

Prepaid– FY2017 Tracking Accommodations Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$932.96	\$1,069.65		
MEDIAN	\$738.00	\$883.00		

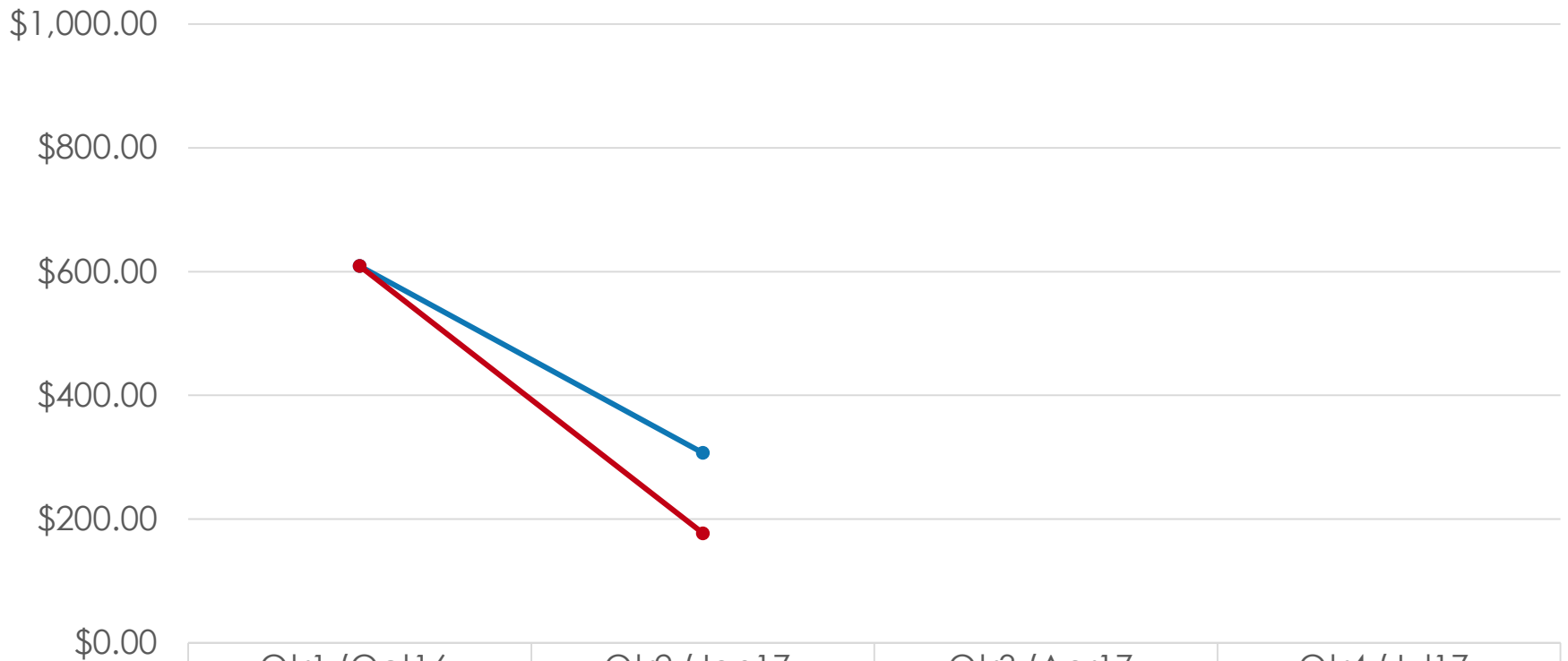
Prepaid– FY2017 Tracking Accommodations w/ Meal Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$897.15	\$915.27		
MEDIAN	\$853.00	\$848.00		

Prepaid- FY2017 Tracking

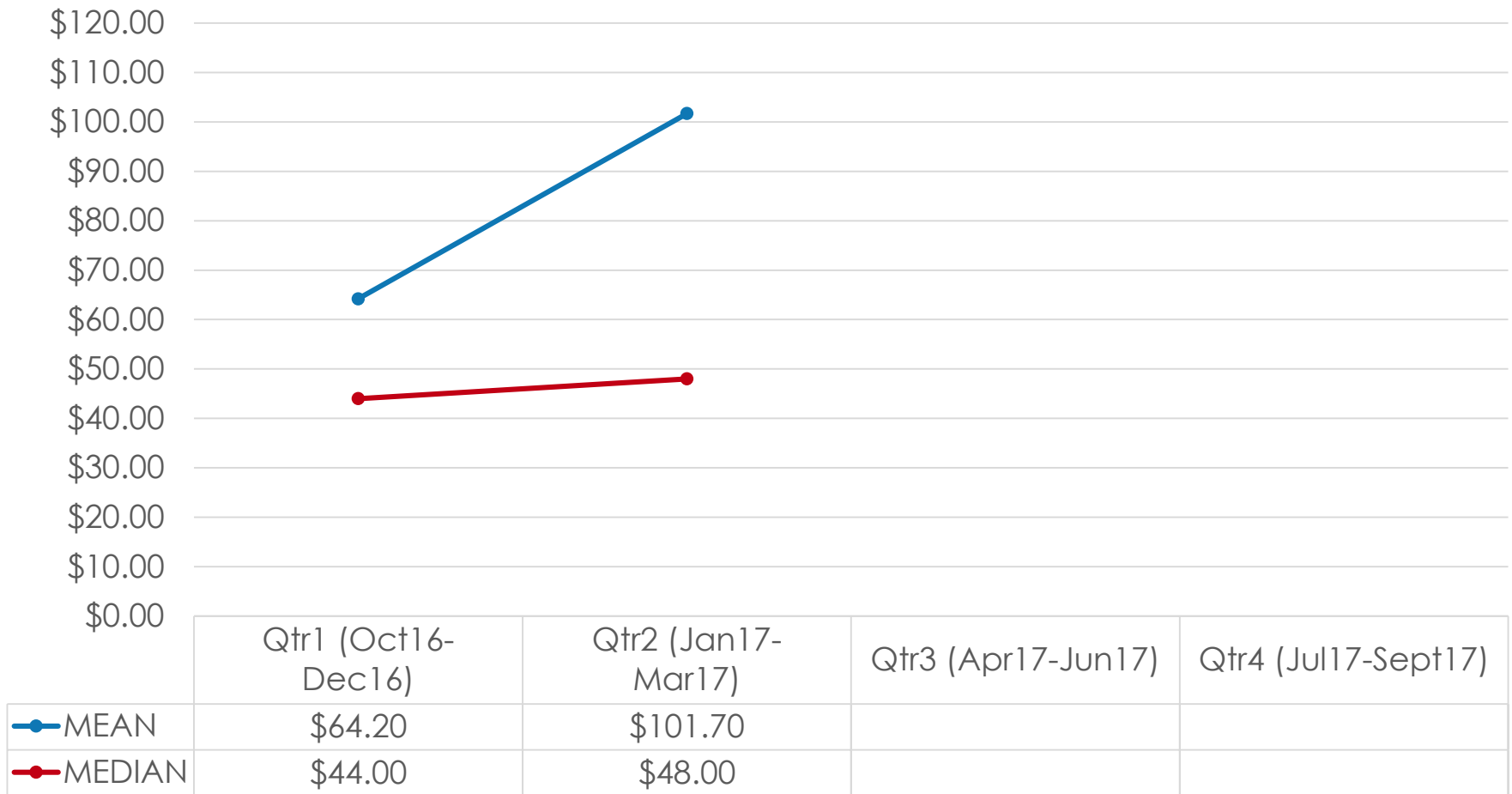
Food & Beverage in Hotel



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$608.92	\$306.83		
MEDIAN	\$609.00	\$177.00		

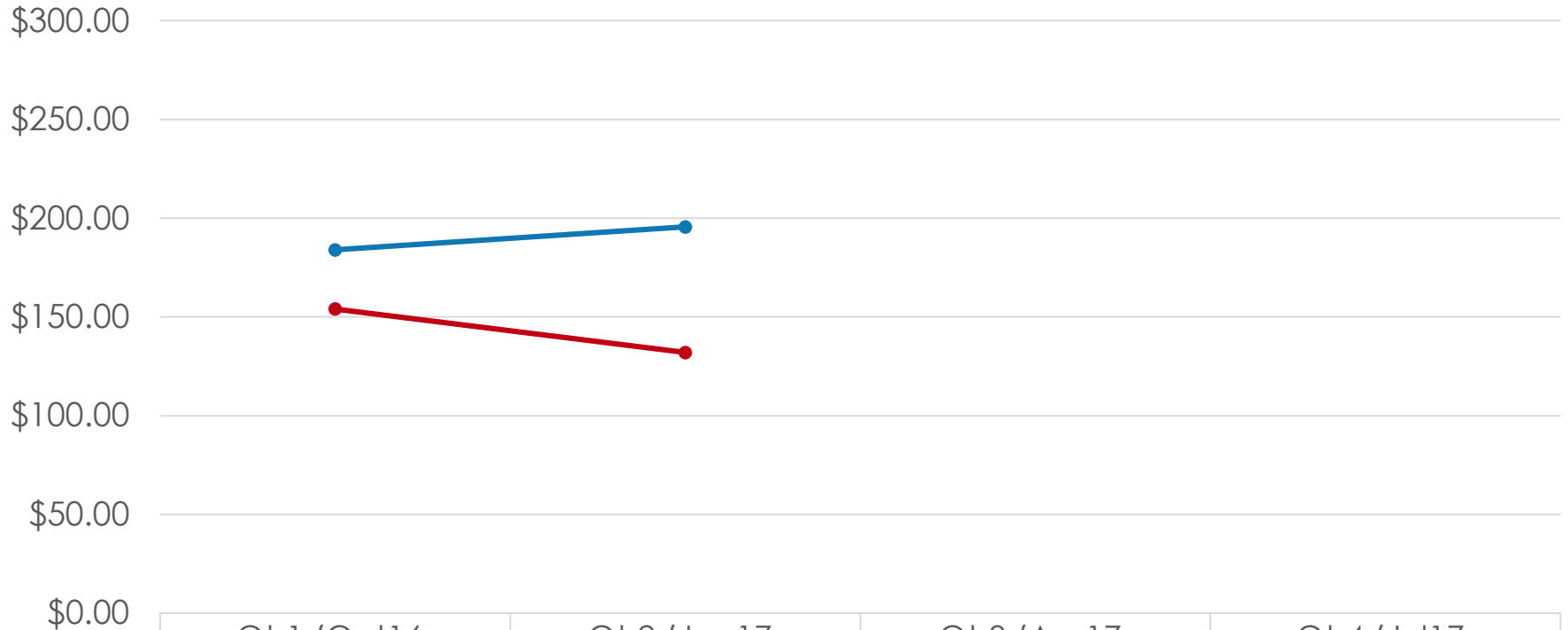
Prepaid- FY2017 Tracking

Ground Transportation - Russia



Prepaid- FY2017 Tracking

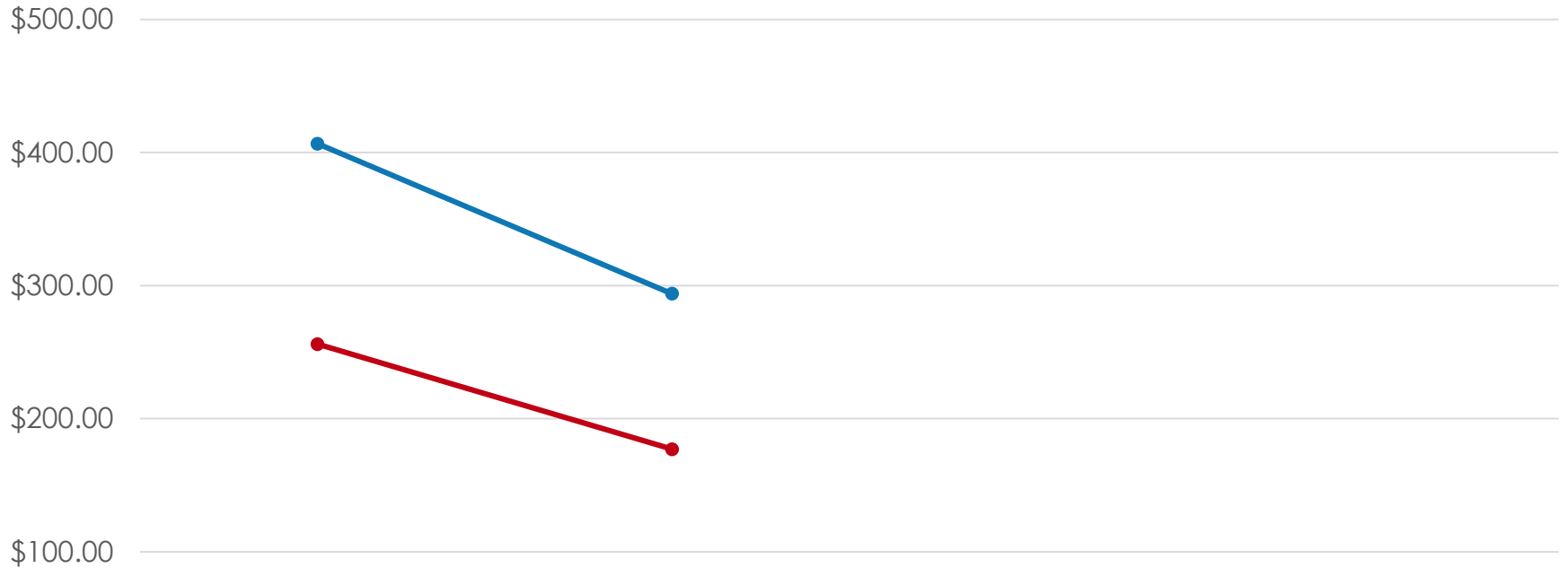
Ground Transportation - Guam



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$183.94	\$195.58		
MEDIAN	\$154.00	\$132.00		

Prepaid– FY2017 Tracking

Optional tours/ Activities

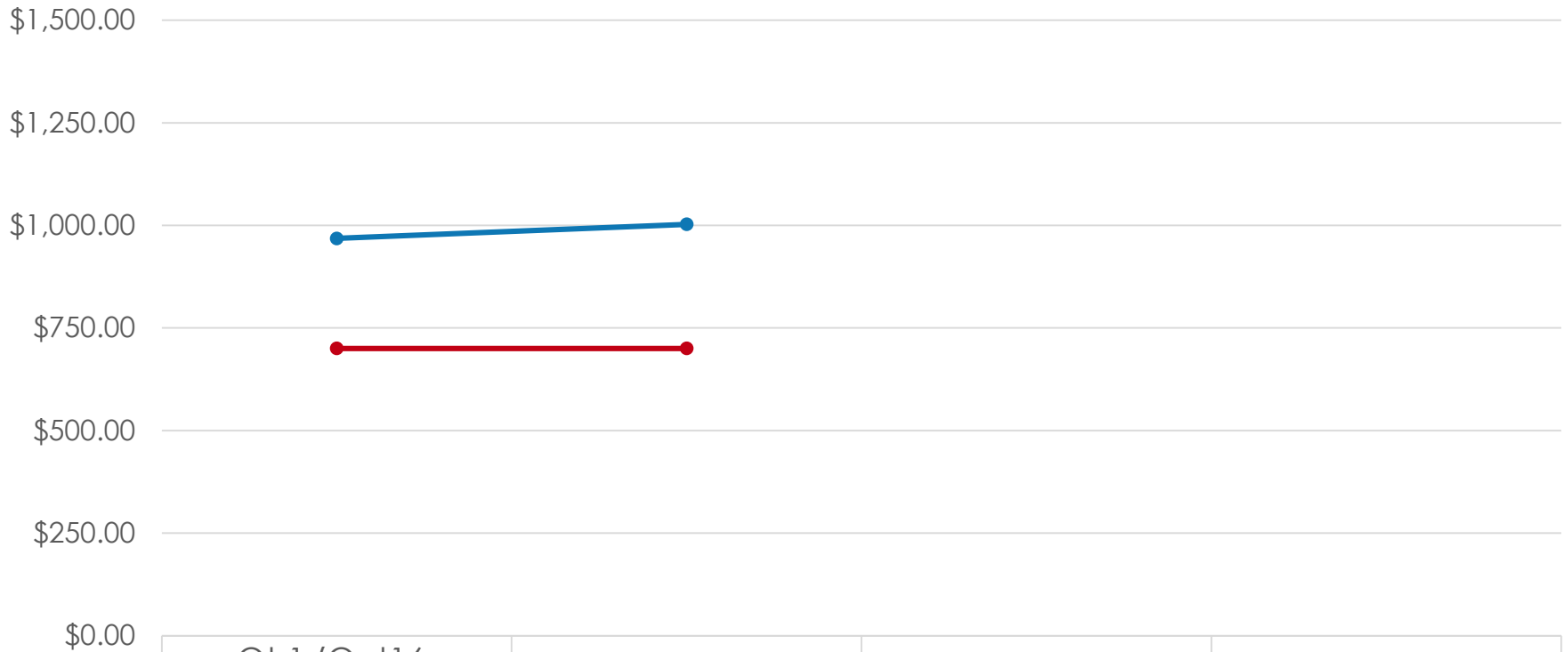


	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$406.64	\$293.89		
MEDIAN	\$256.00	\$177.00		

On-Island Expenditures

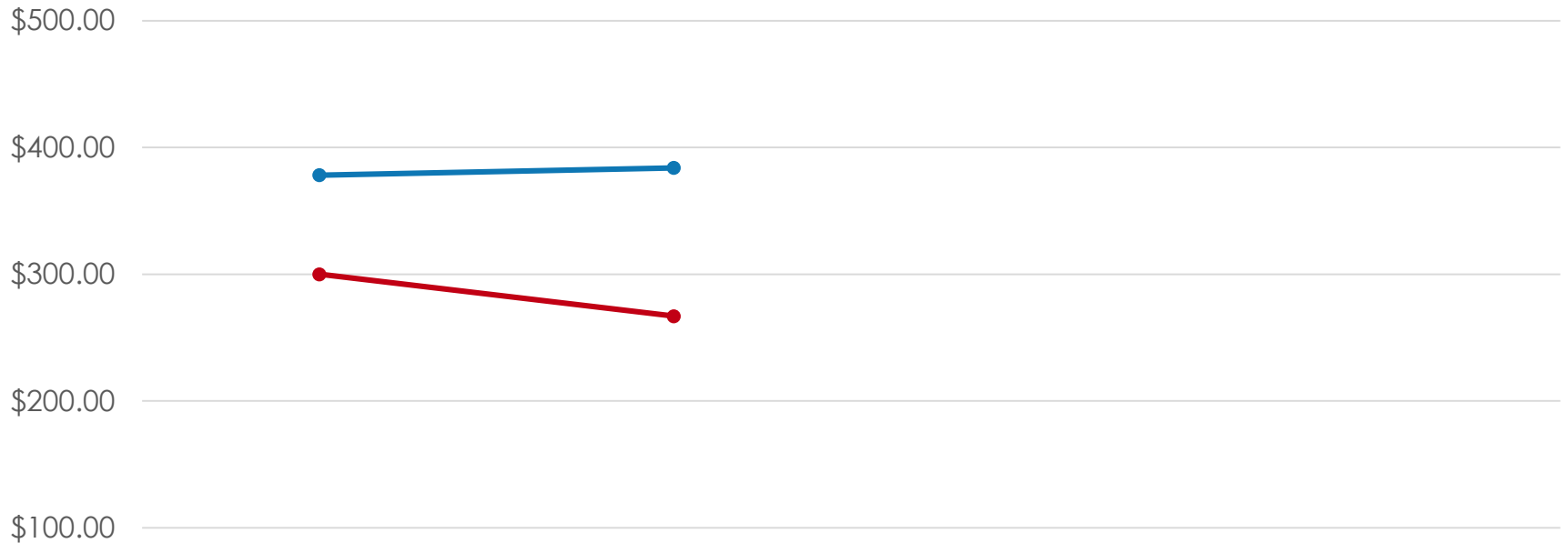
- \$1,002.57 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$383.87 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$968.26	\$1,002.57		
MEDIAN	\$700.00	\$700.00		

On-Island Per Person – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
● MEAN	\$378.19	\$383.87		
● MEDIAN	\$300.00	\$267.00		

On-Island Per Person – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

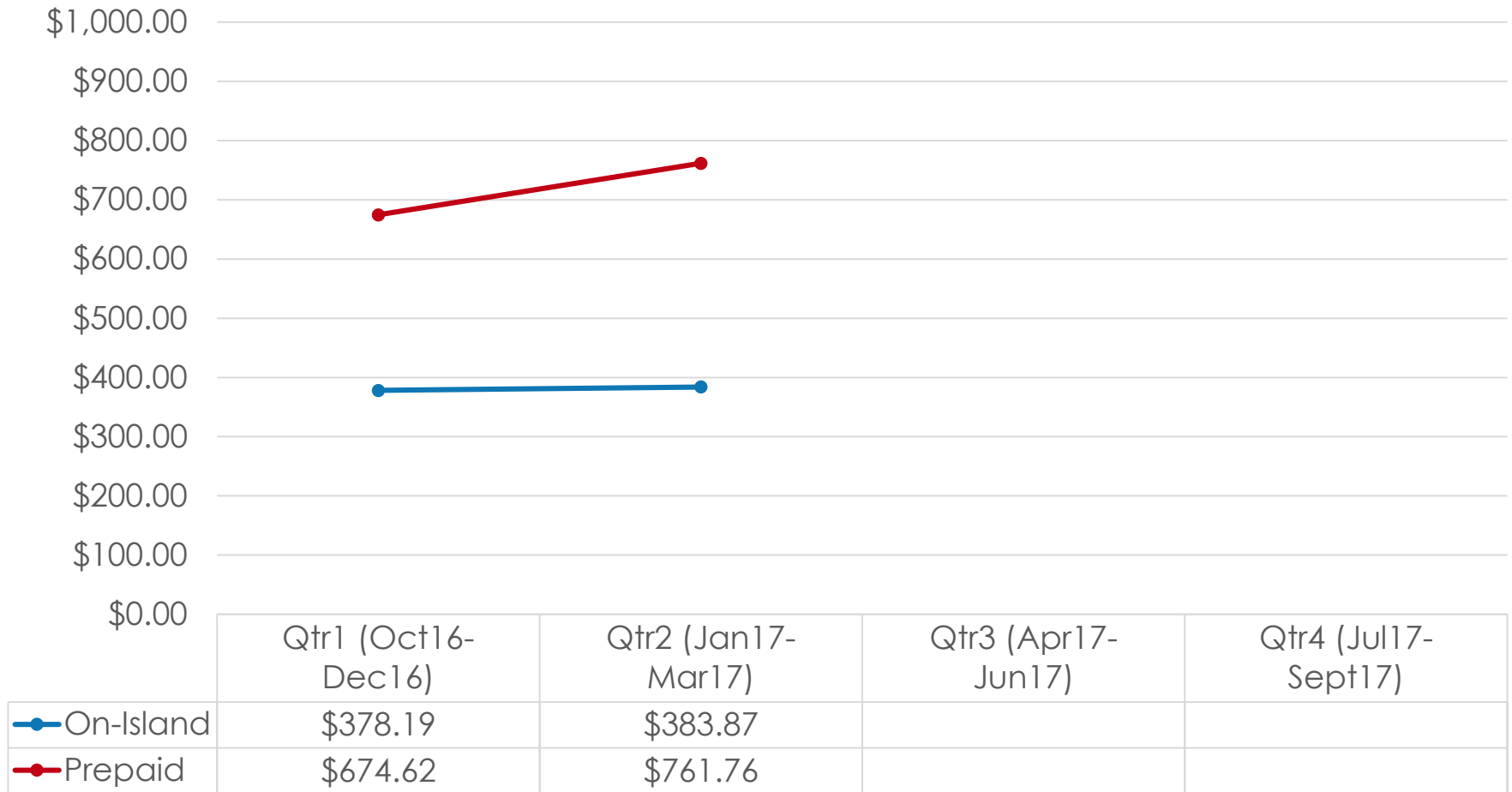
Q11A How much in total did you spend while on Guam during this trip?

PER PERSON

		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$383.87	\$429.71	\$308.50	\$553.26	\$630.00	\$379.97	\$375.77	\$304.43	\$385.97
	Median	\$267	\$333	\$200	\$500	\$540	\$260	\$250	\$51	\$250

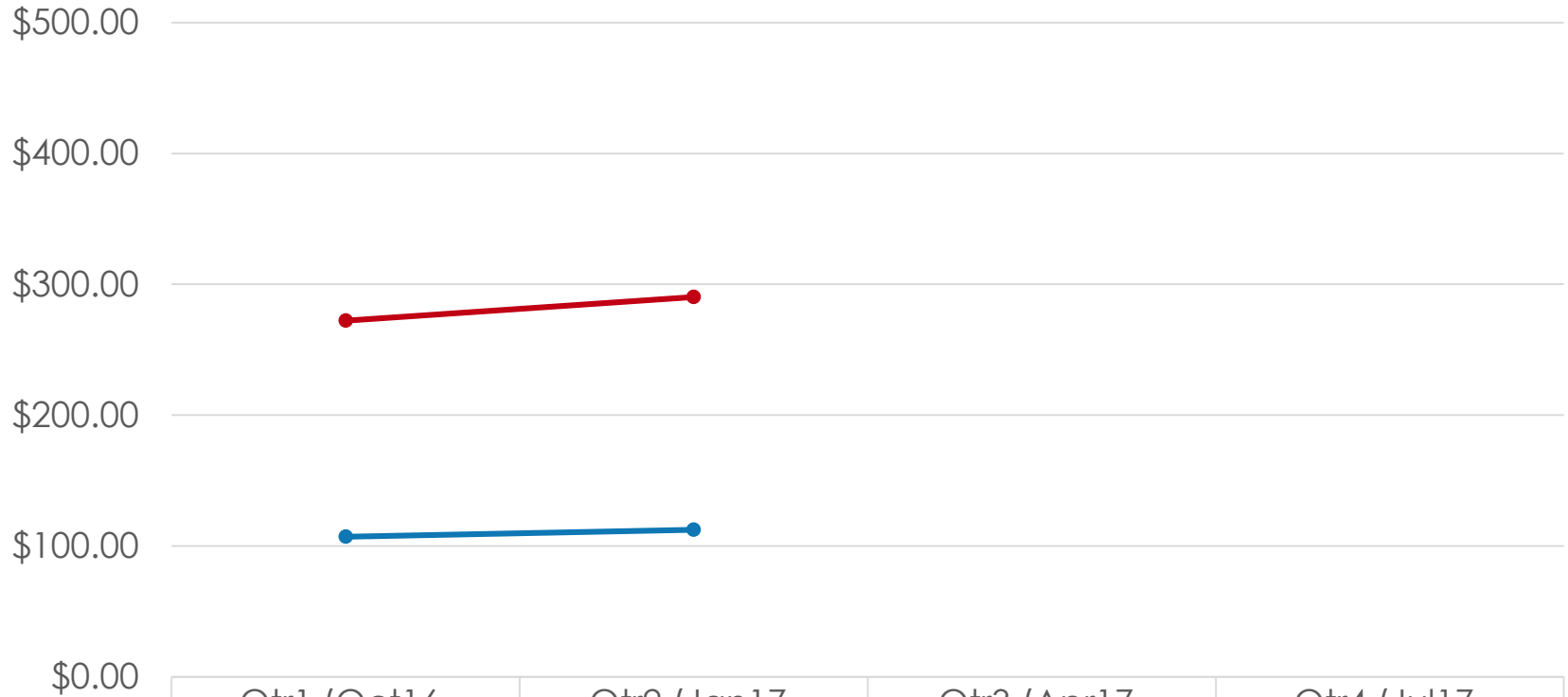
Prepared by QMark Research

Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid



On-Island Per Day Spending – FY2017 Tracking

MEAN



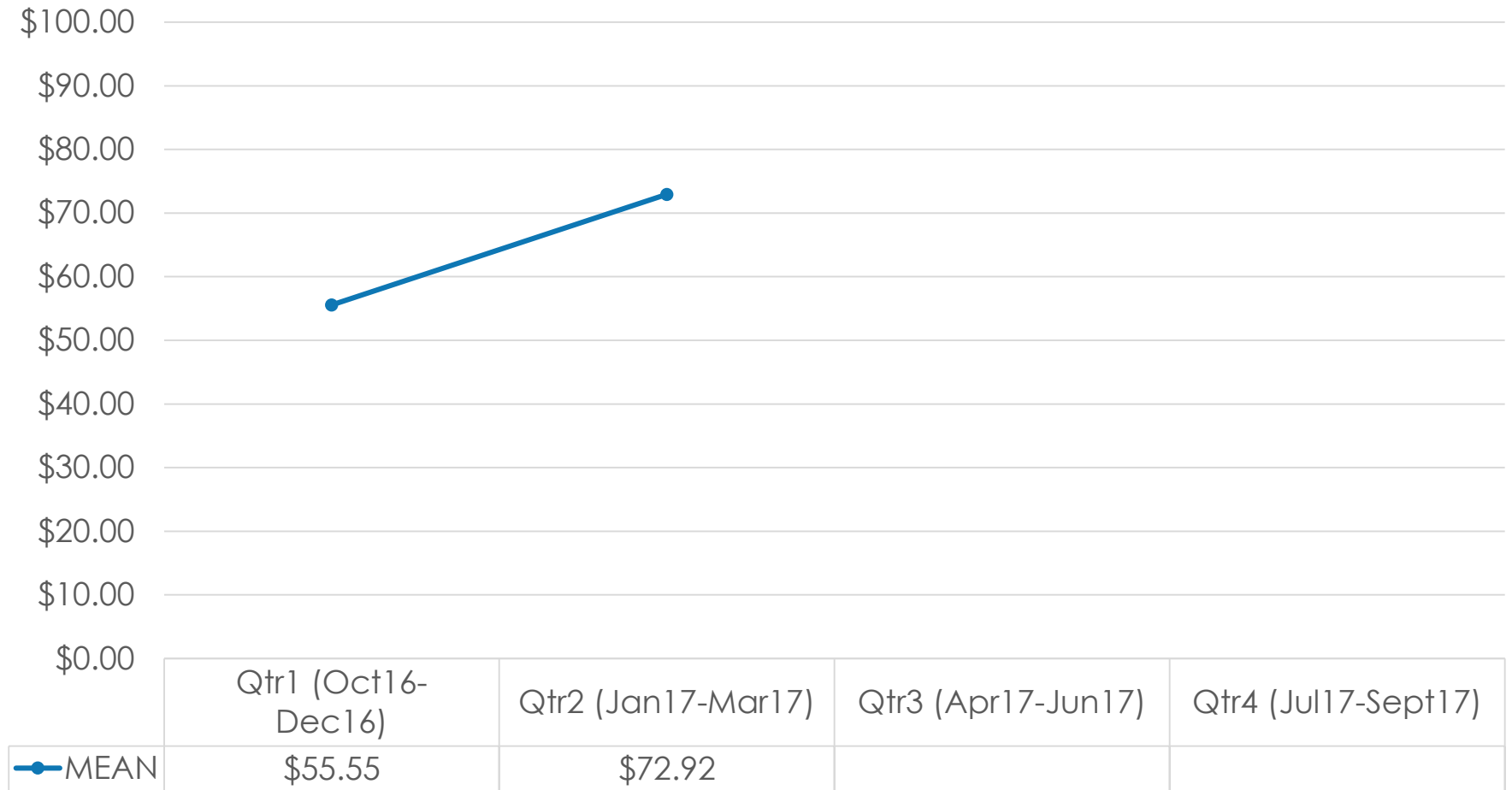
	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
Per Person	\$107.14	\$112.43		
Travel Party	\$272.22	\$290.29		

On-Island Expenses by Category – MEAN Entire Travel Party



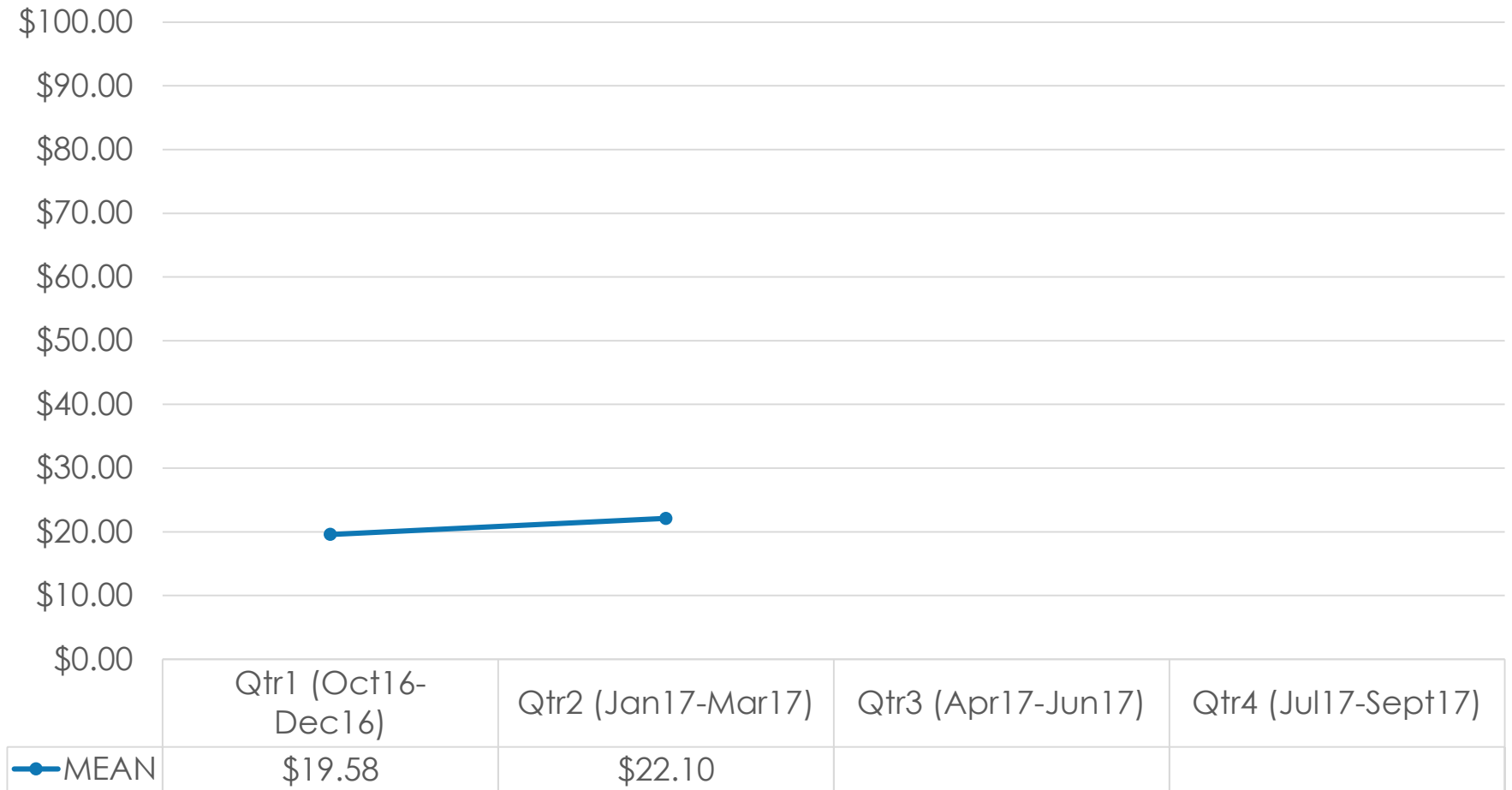
On-Island – FY2017 Tracking

Food & Beverage - Hotel



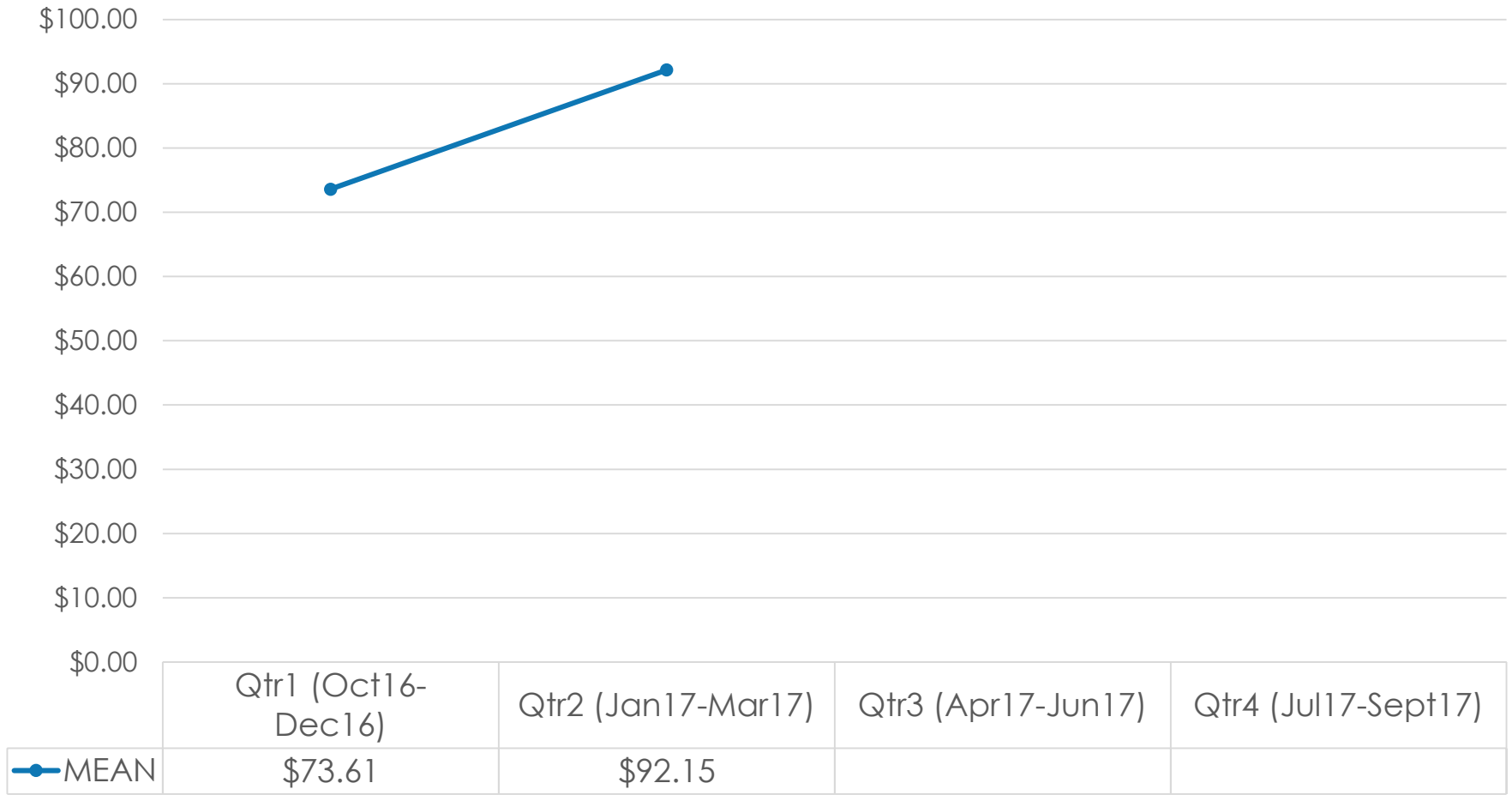
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



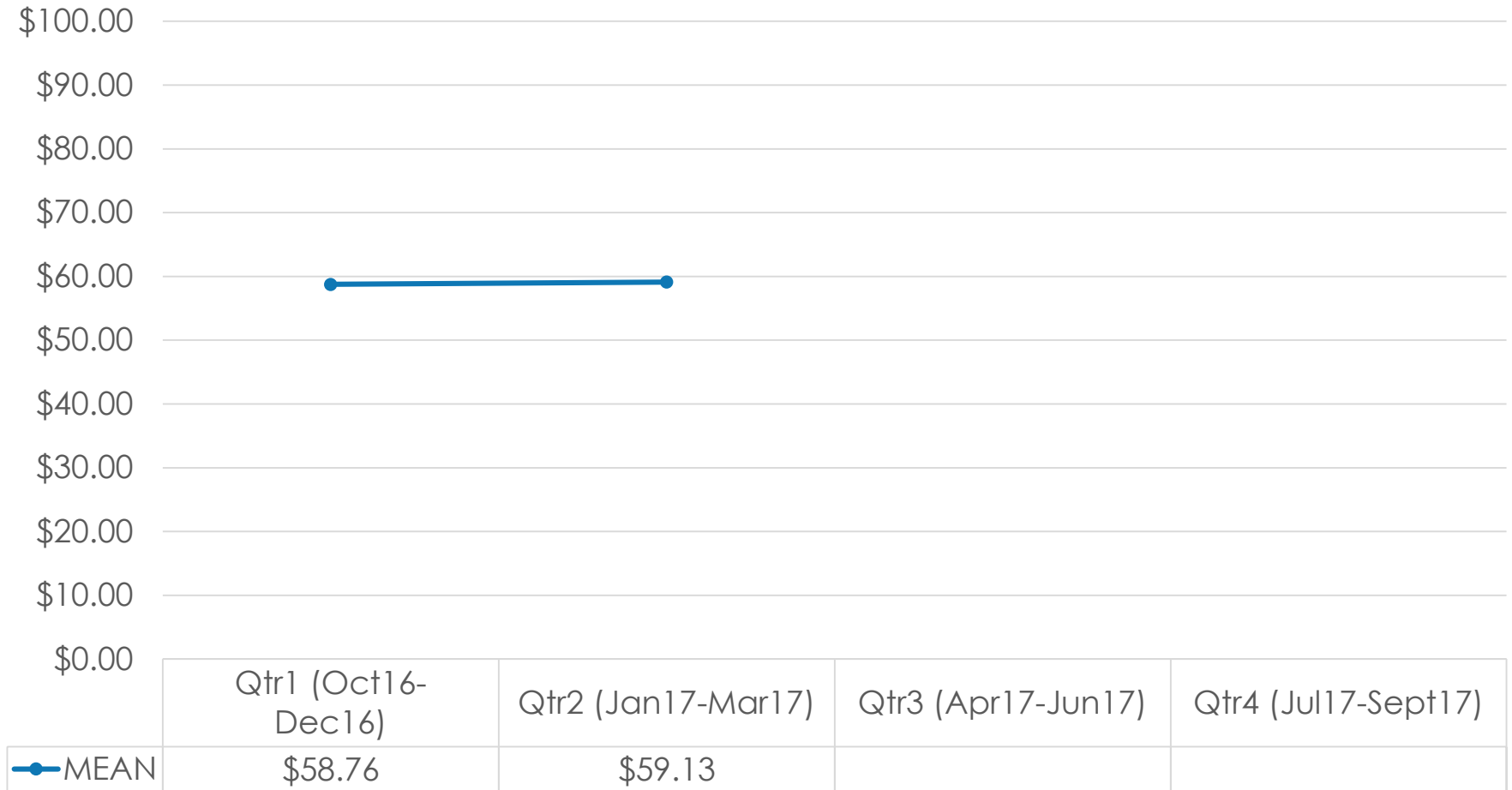
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



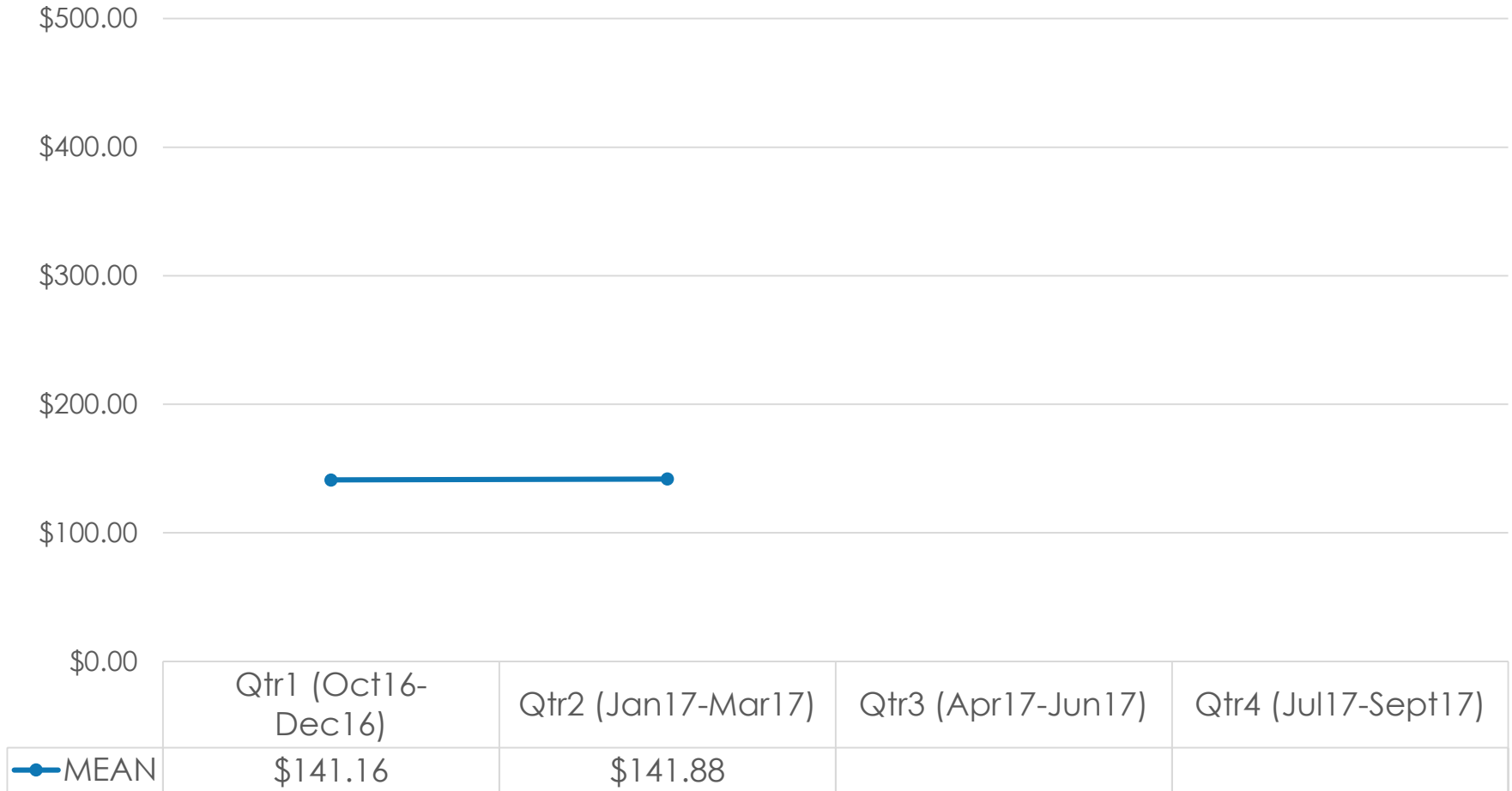
On-Island – FY2017 Tracking

Optional tour/ Activities



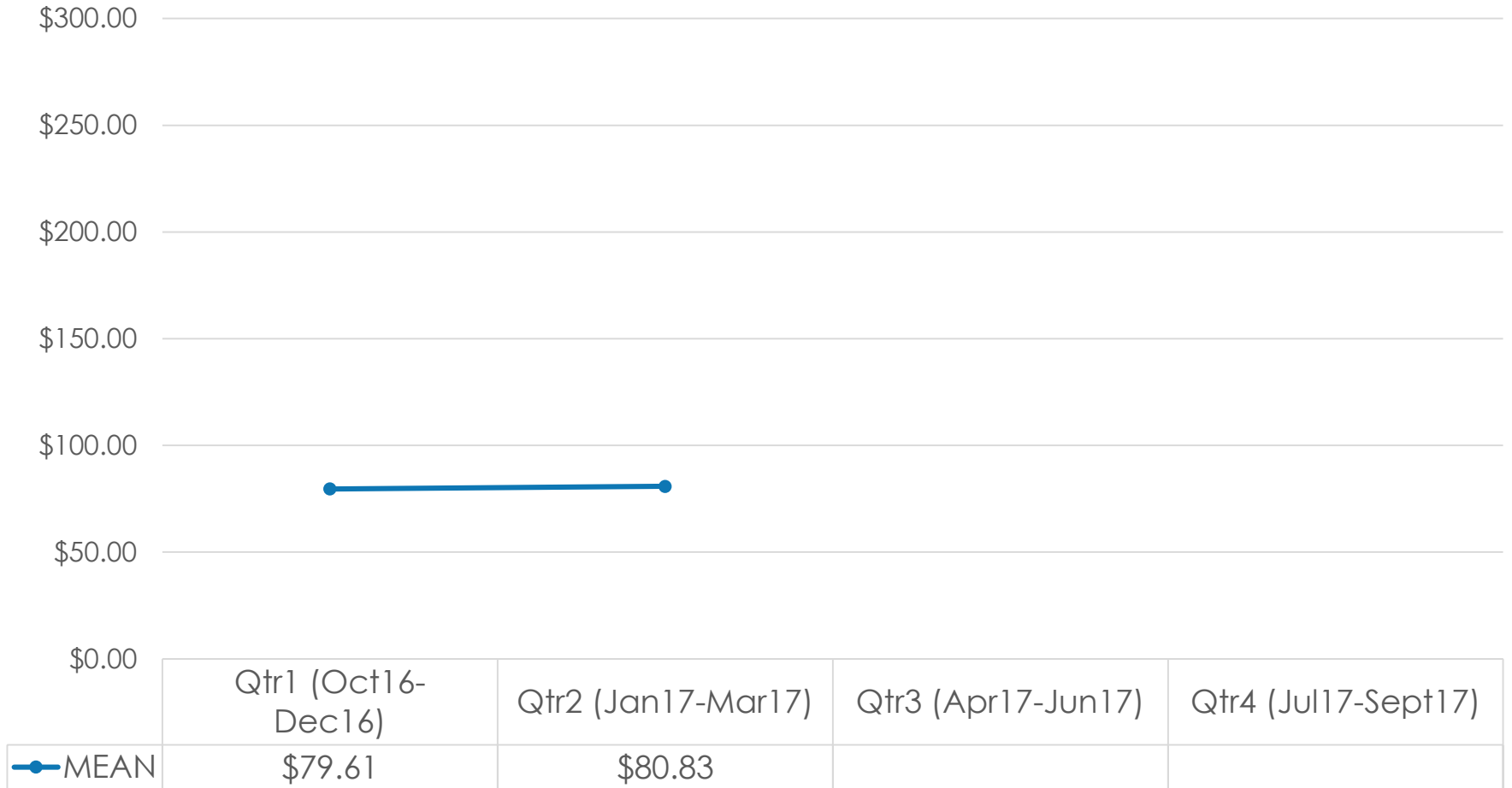
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



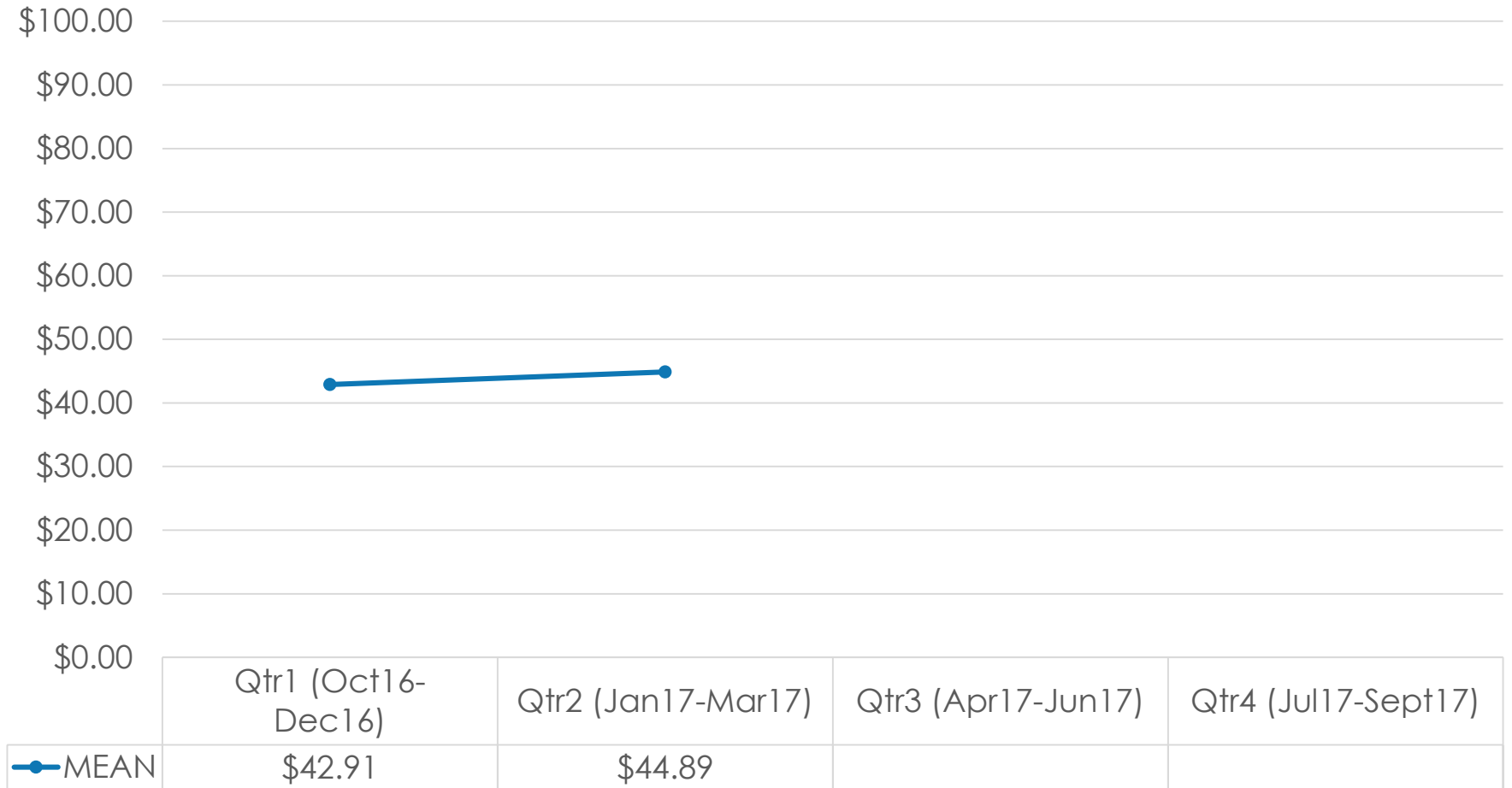
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



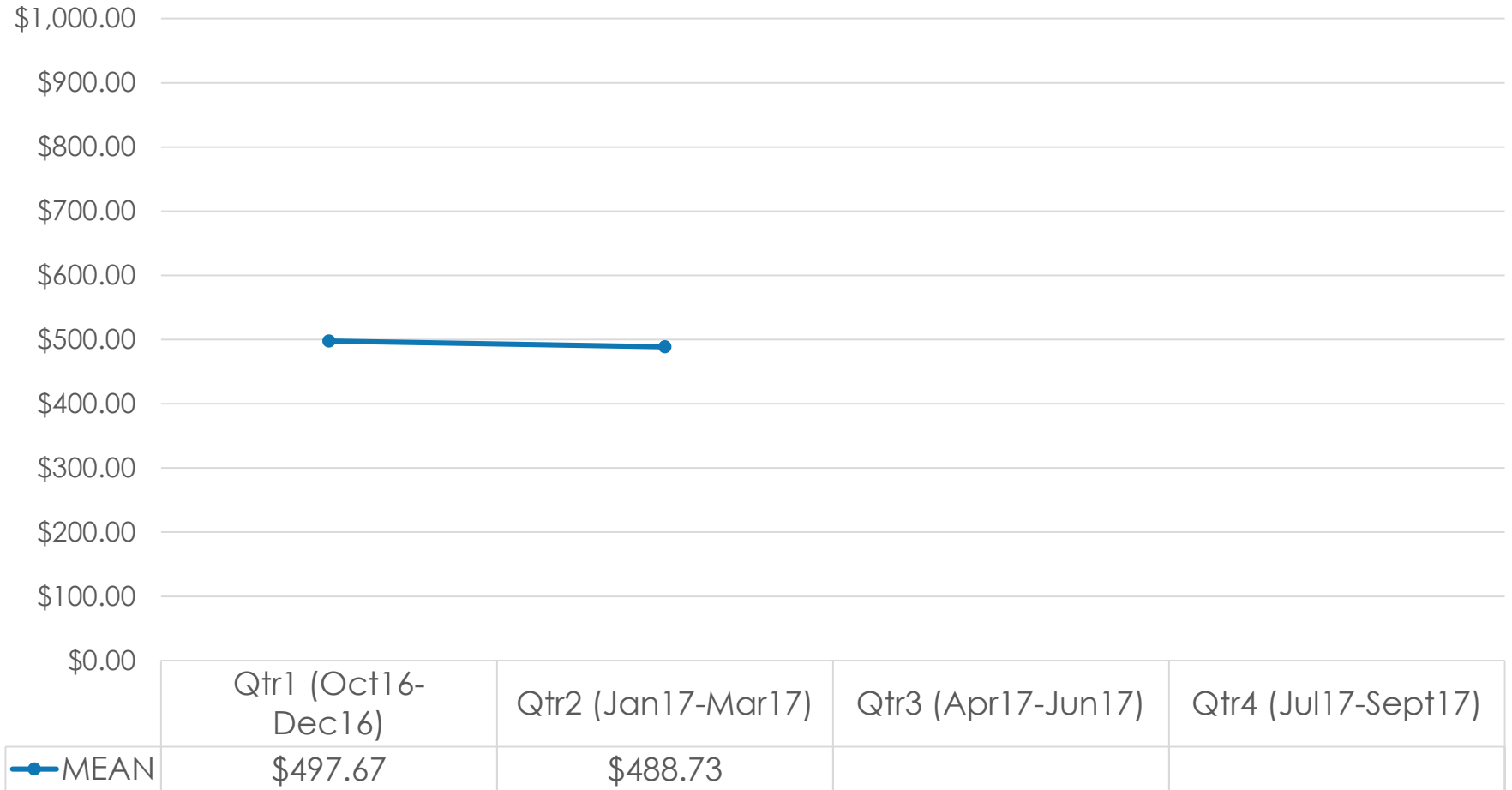
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

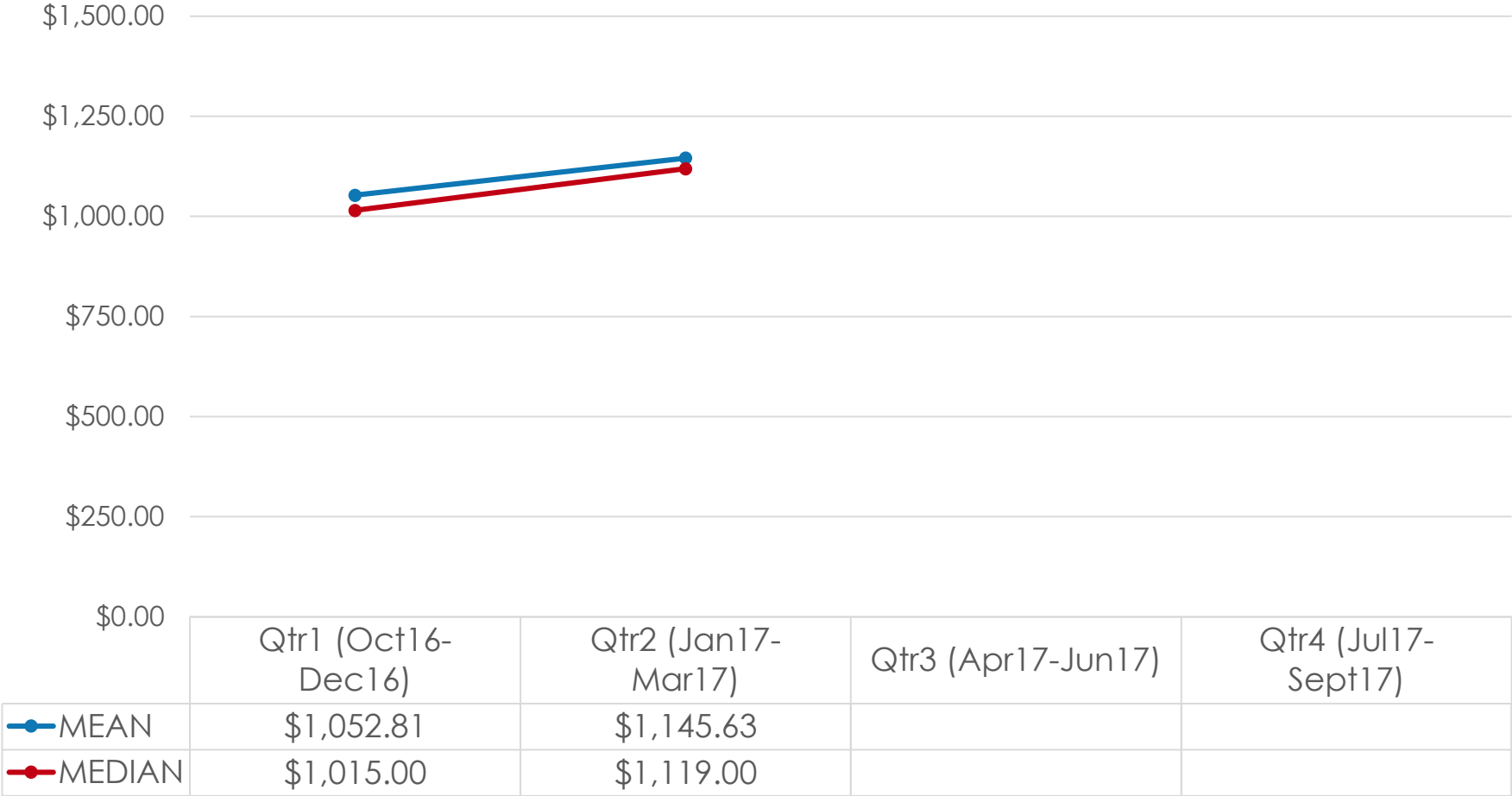
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,145.63 = overall mean average prepaid & on-isle expense by respondent

TOTAL Per Person Expenditures – FY2017 Tracking



TOTAL Per Person Expenditures – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

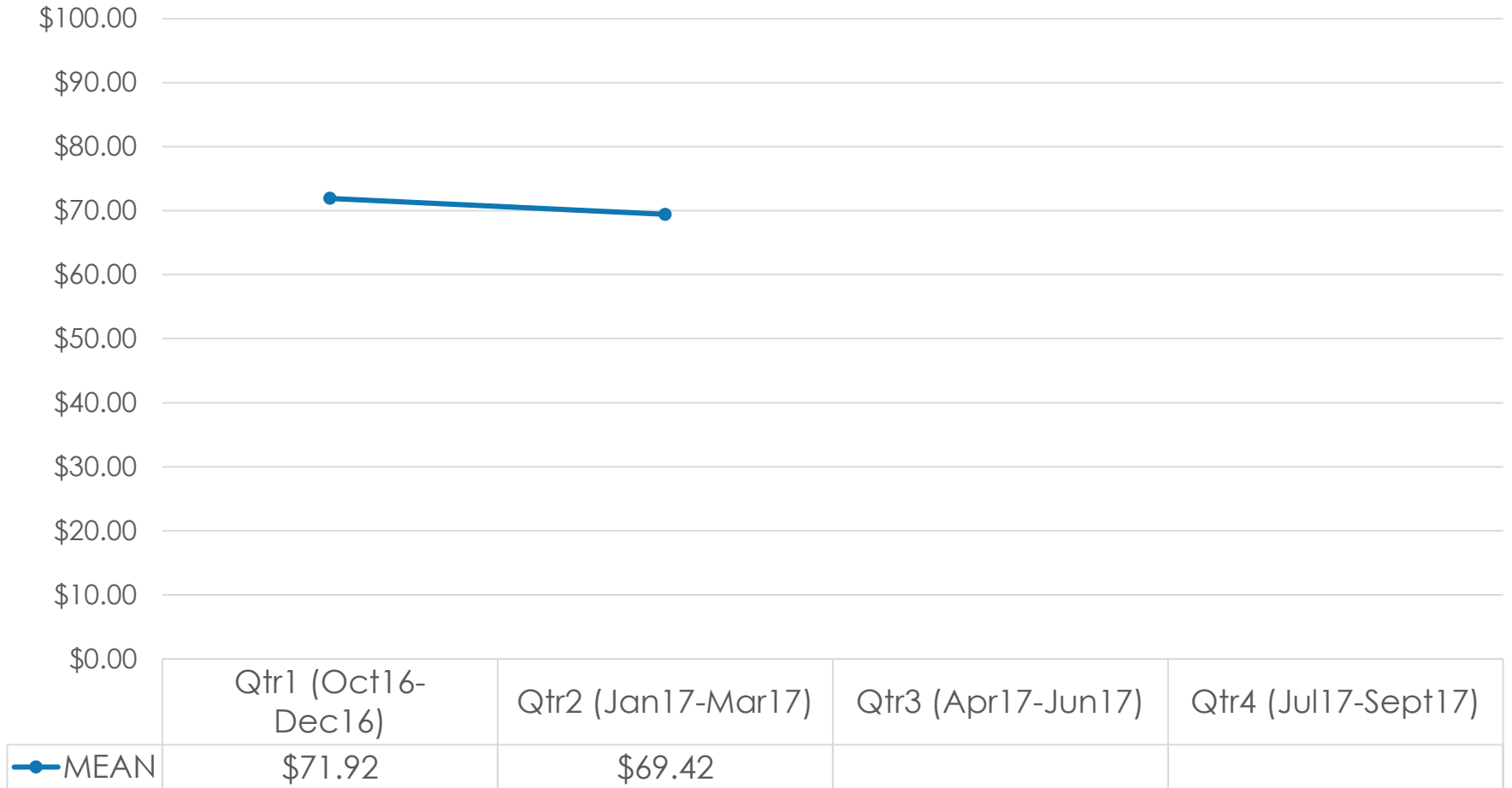
TOTAL EXPENDITURES (On-Isle / Prepaid)

PER PERSON

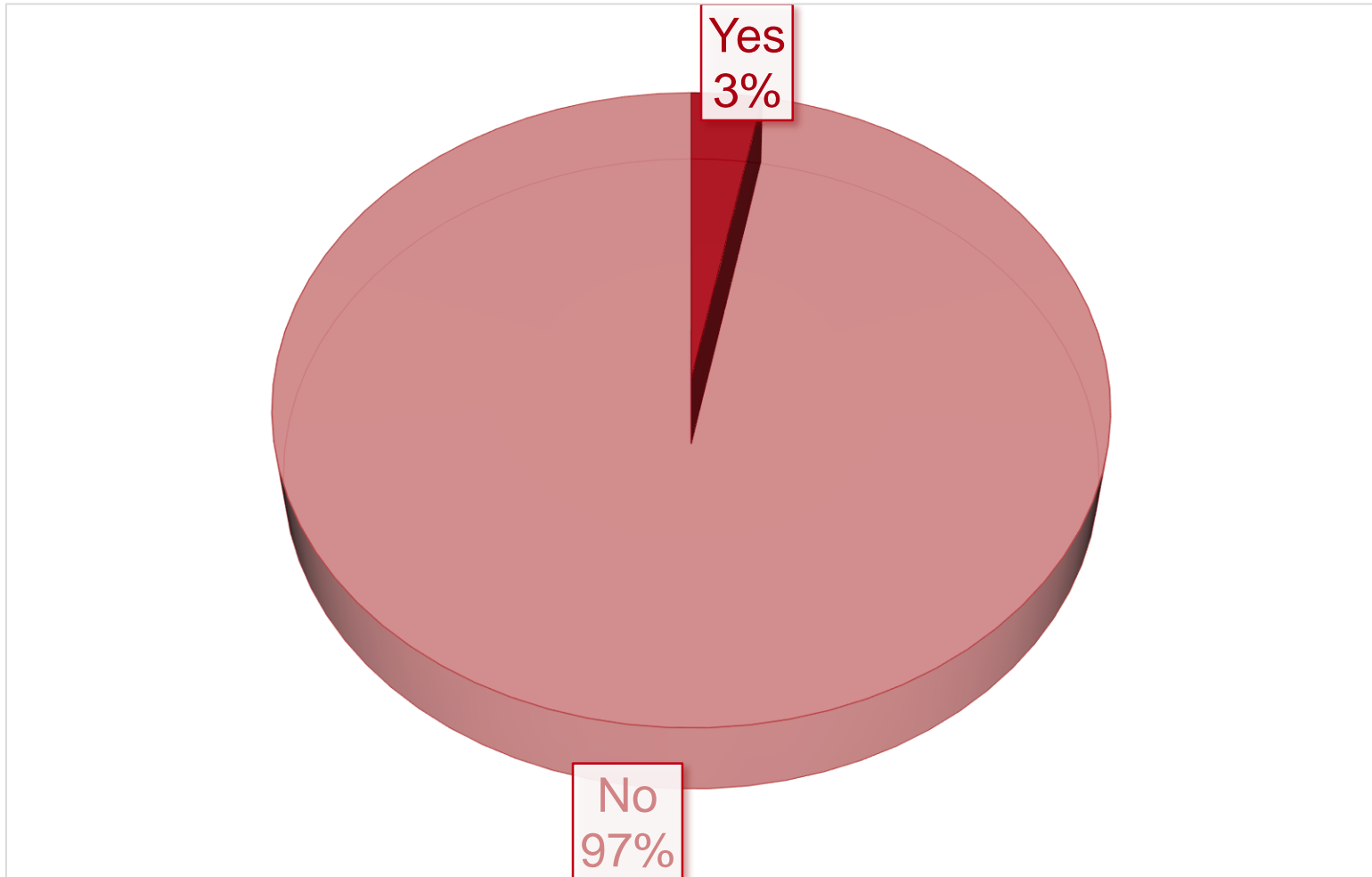
		TOTAL	FIT	MICE	HONEY-MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$1,145.63	\$1,119.68	\$867.45	\$1,778.61	\$1,365.24	\$1,139.42	\$1,117.41	\$774.58	\$1,135.84
	Median	\$1,119	\$1,071	\$540	\$1,896	\$1,204	\$1,119	\$1,101	\$600	\$1,094

Prepared by QMark Research

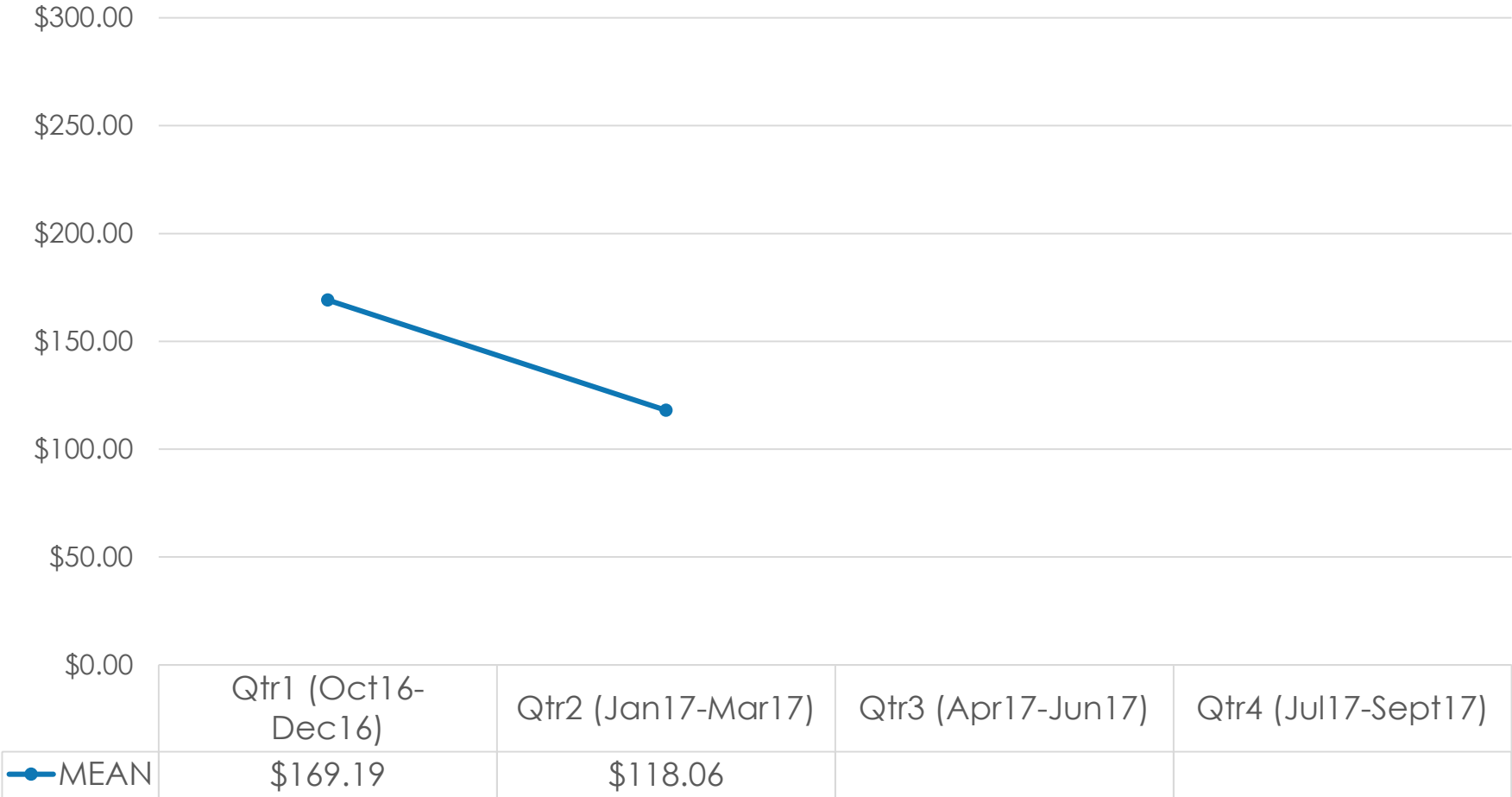
GUAM AIRPORT EXPENDITURE – FY2017 Tracking



PARTICIPATED IN SHOP GUAM e-FESTIVAL



SHOP GUAM E-FESTIVAL SPENDING – FY2017 Tracking

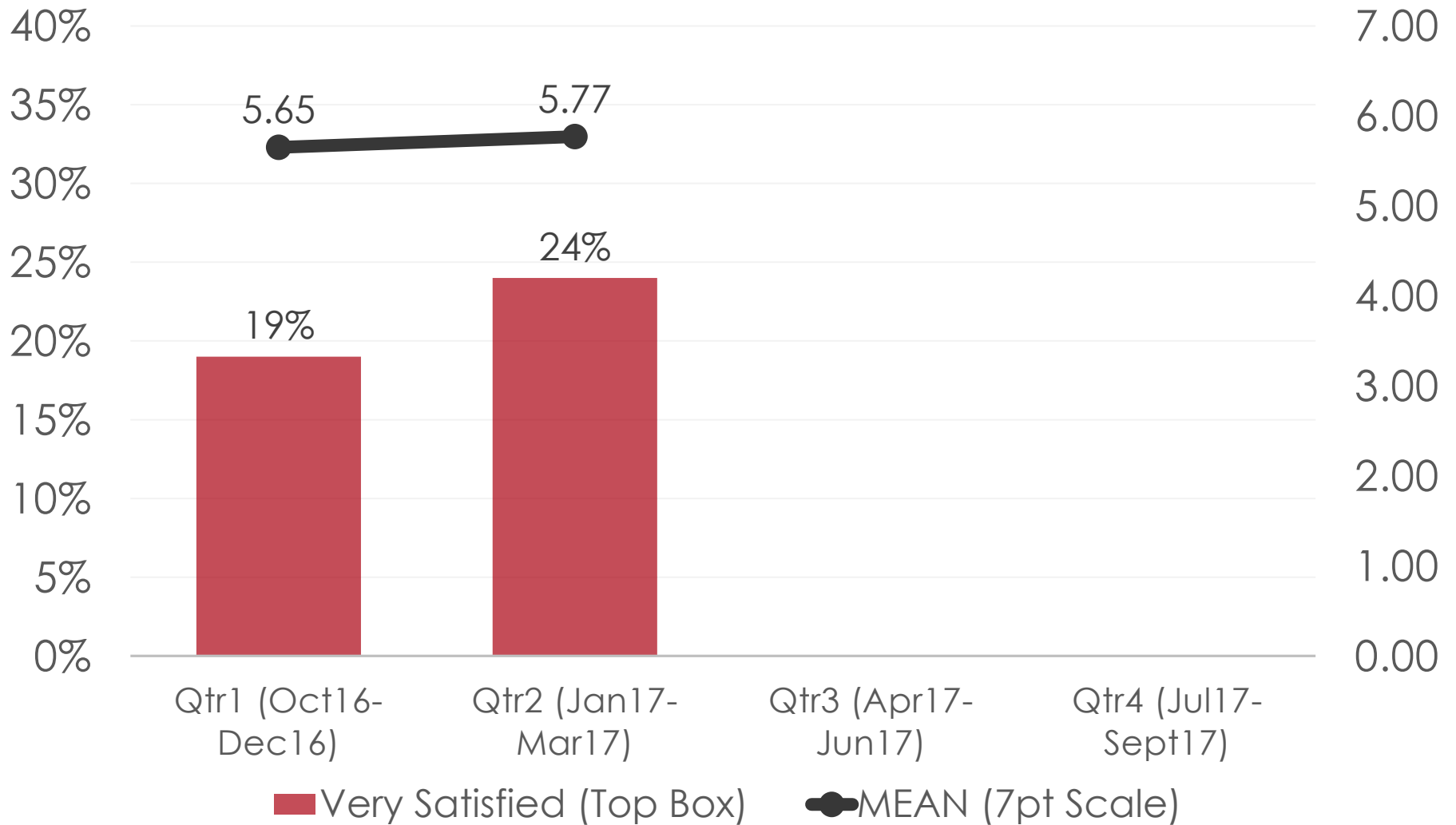


SECTION 4

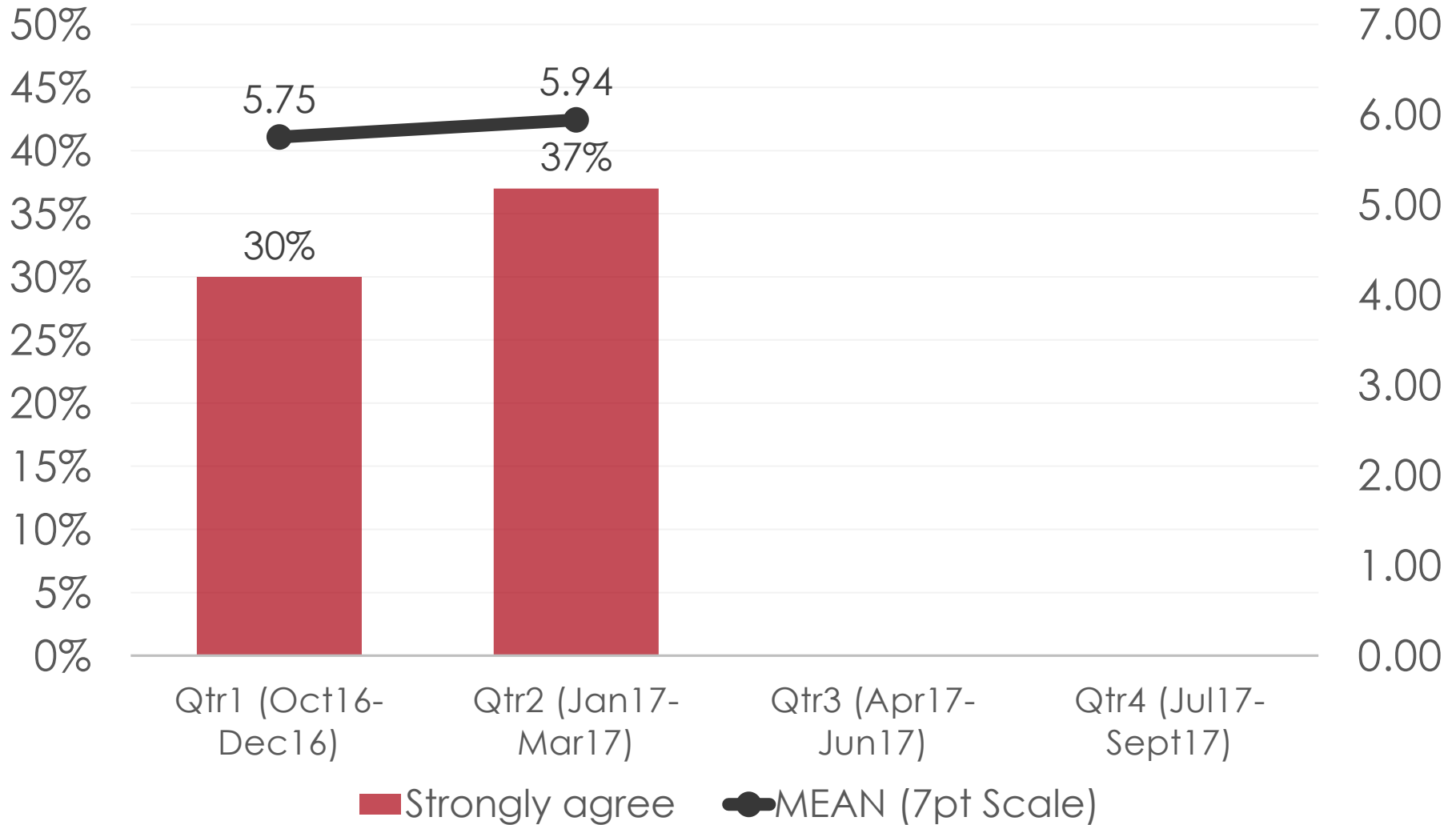
VISITOR SATISFACTION

BEHAVIOR

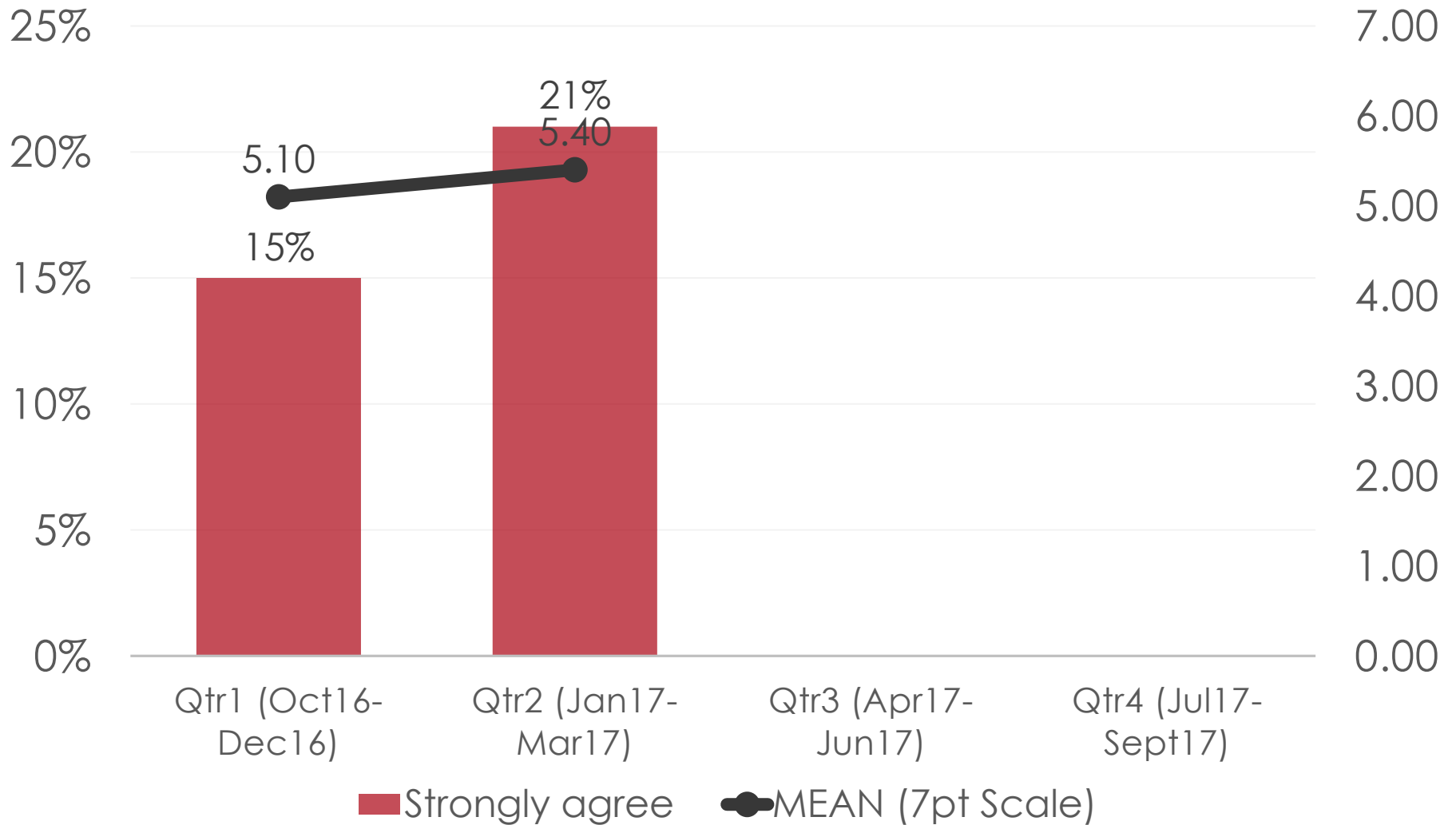
OVERALL SATISFACTION



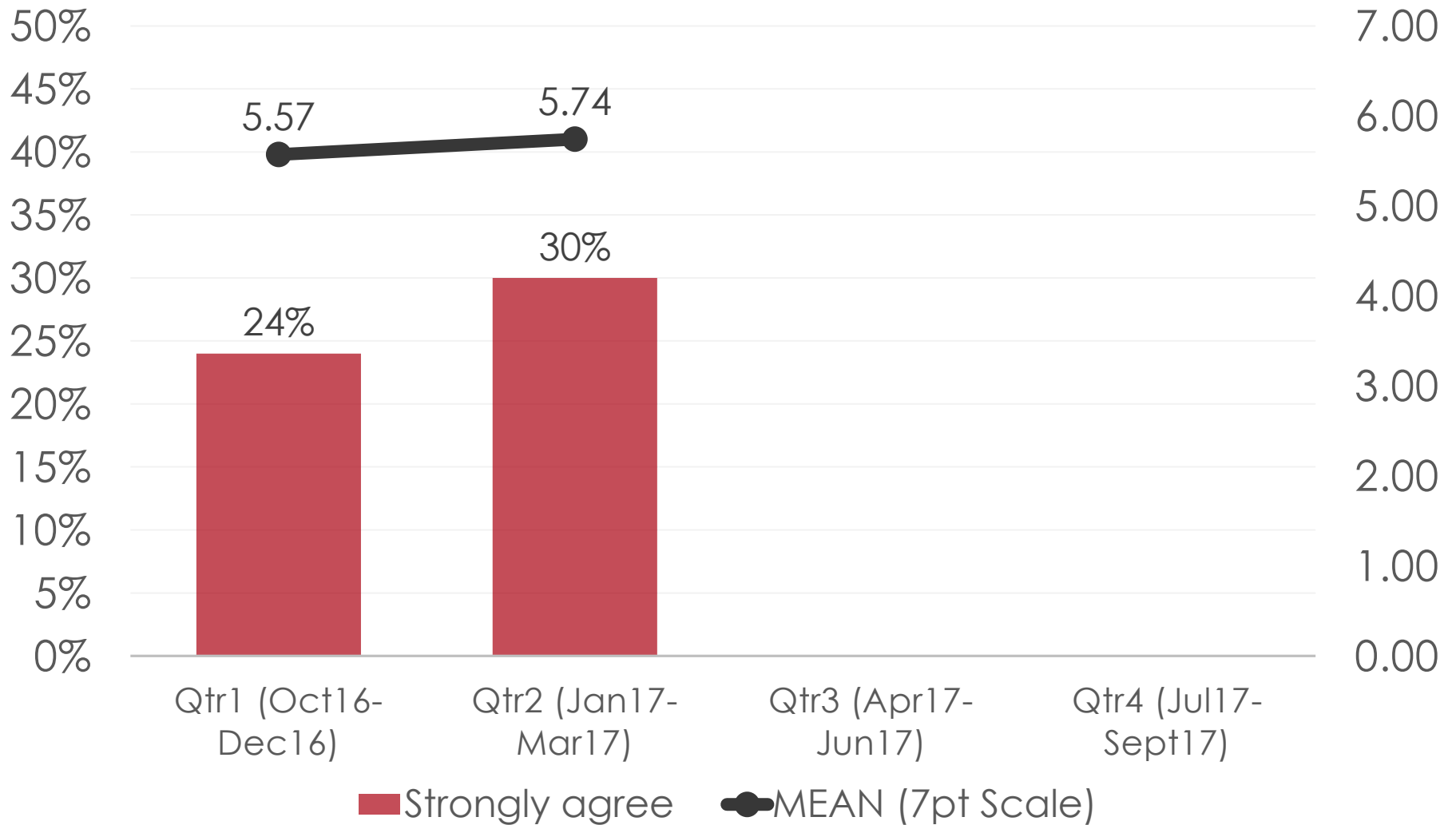
Guam was better than expected



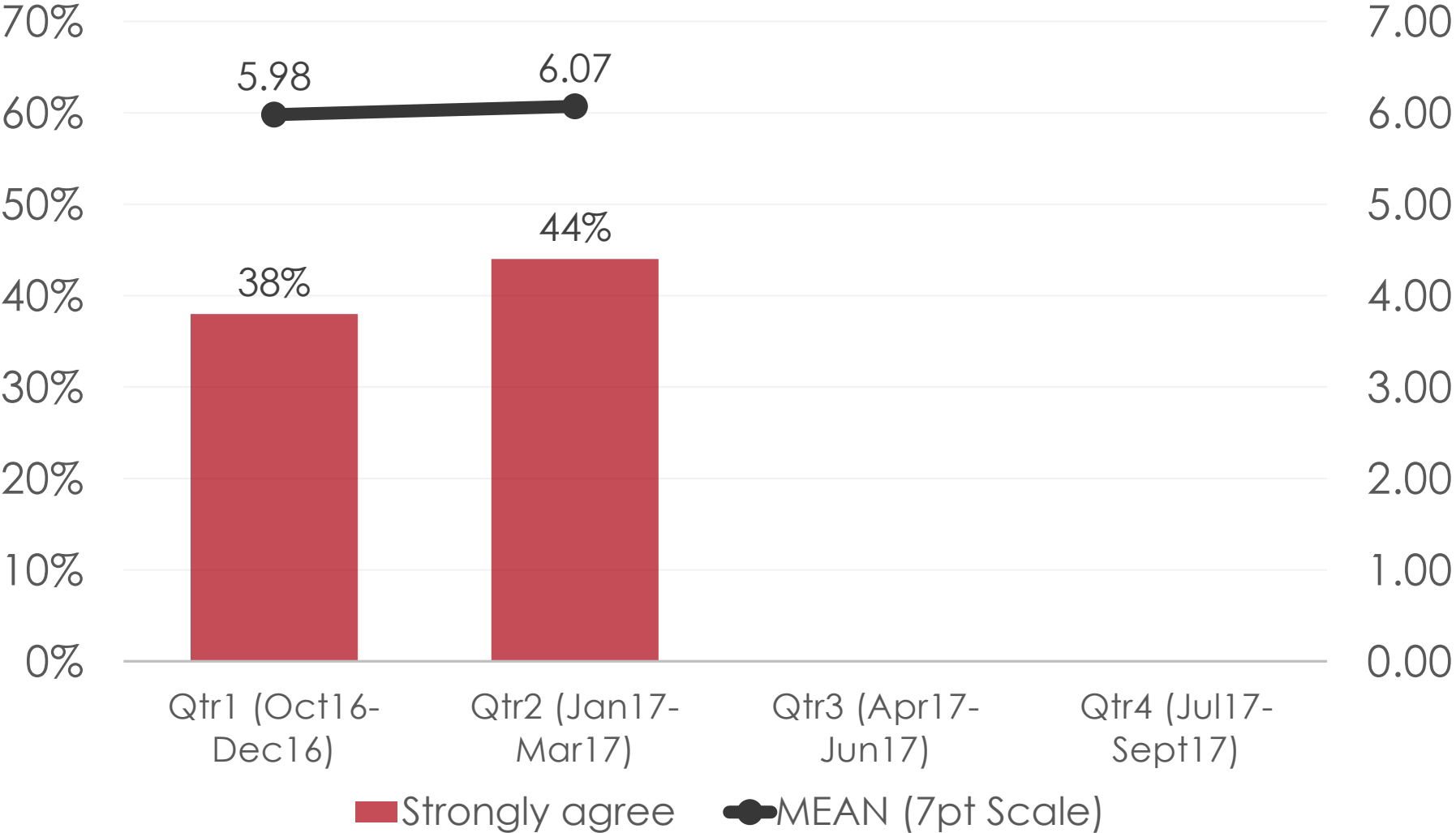
I had no communication problems



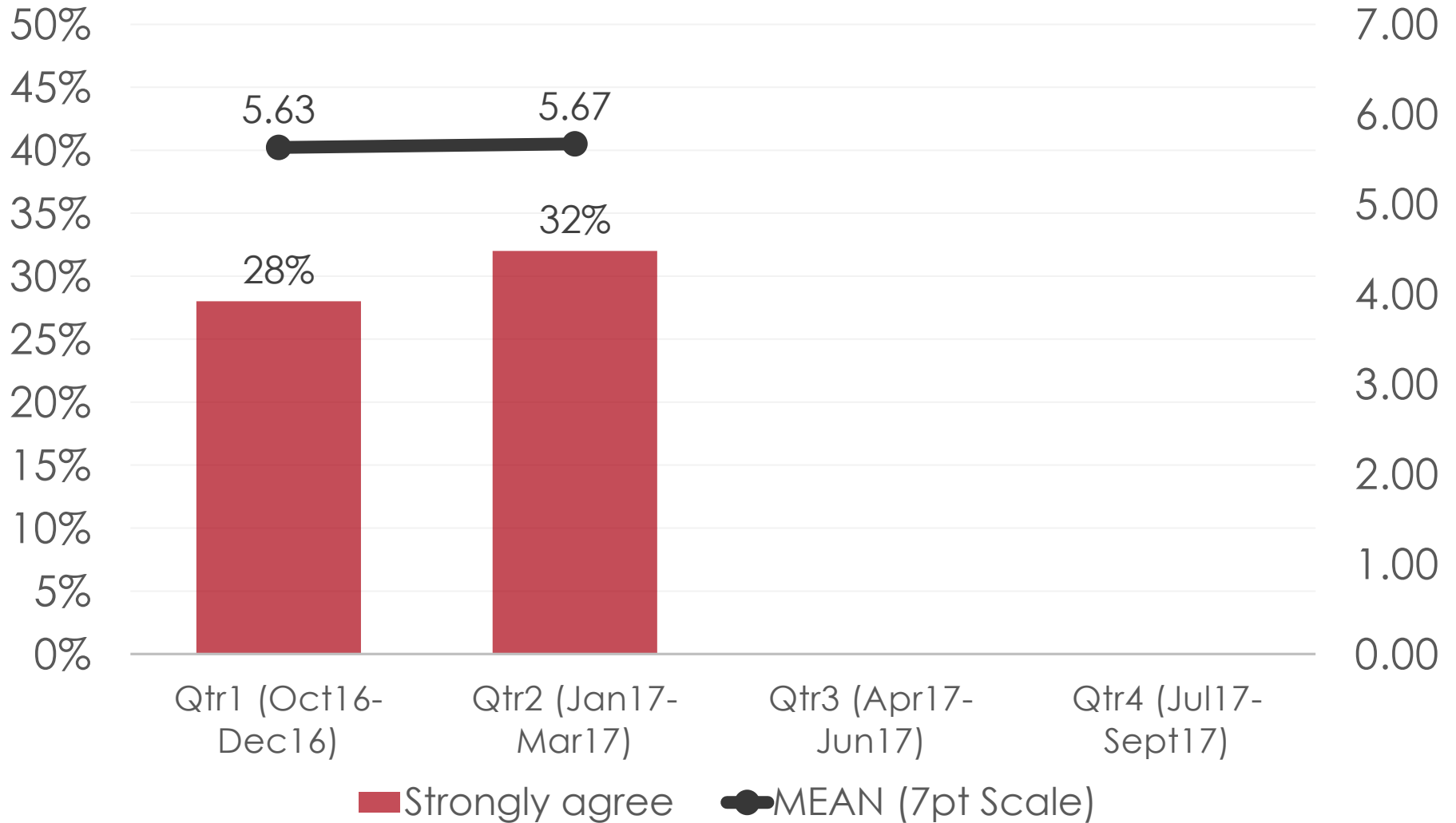
I will recommend Guam to friends



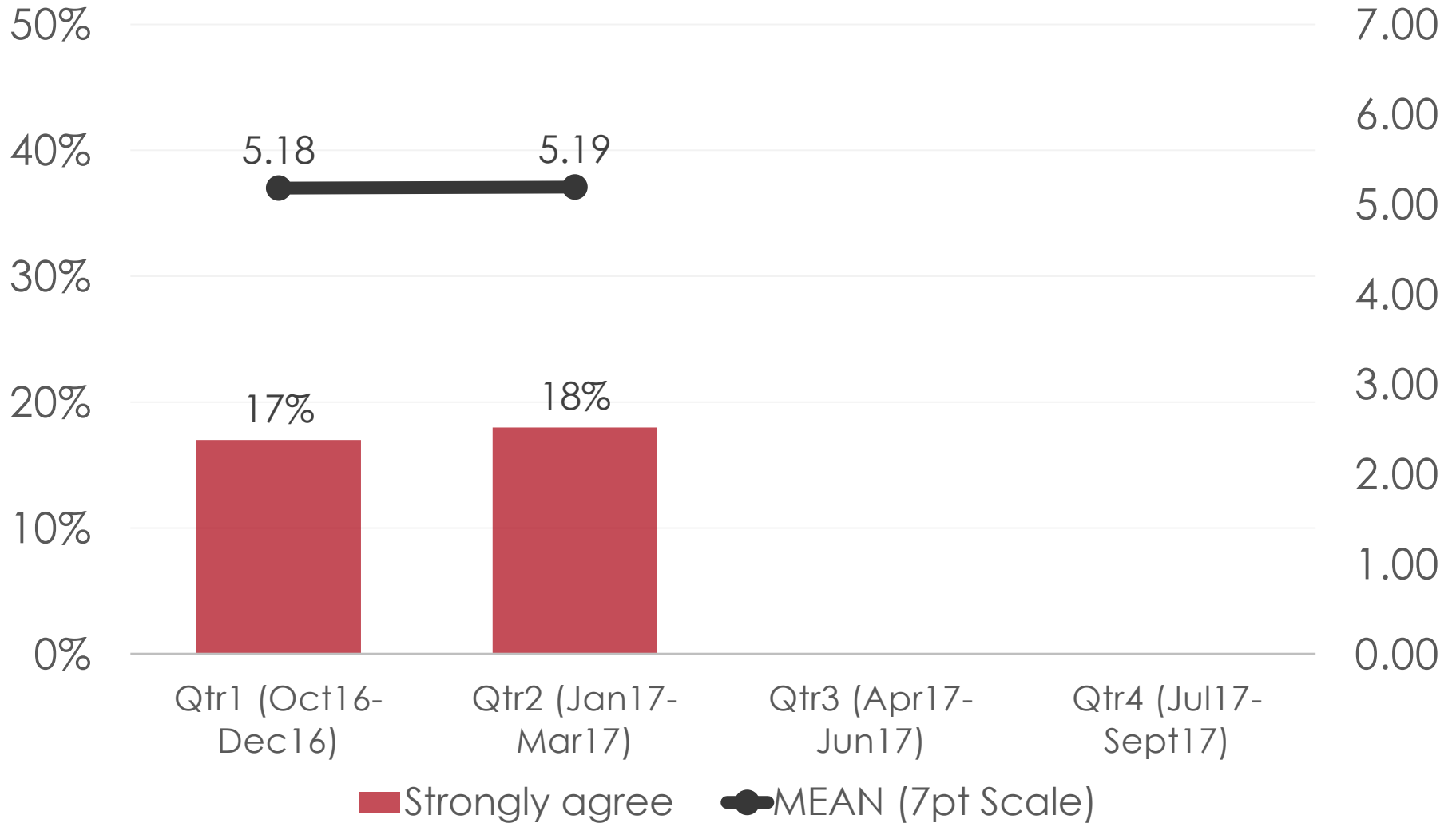
Sites on Guam were attractive



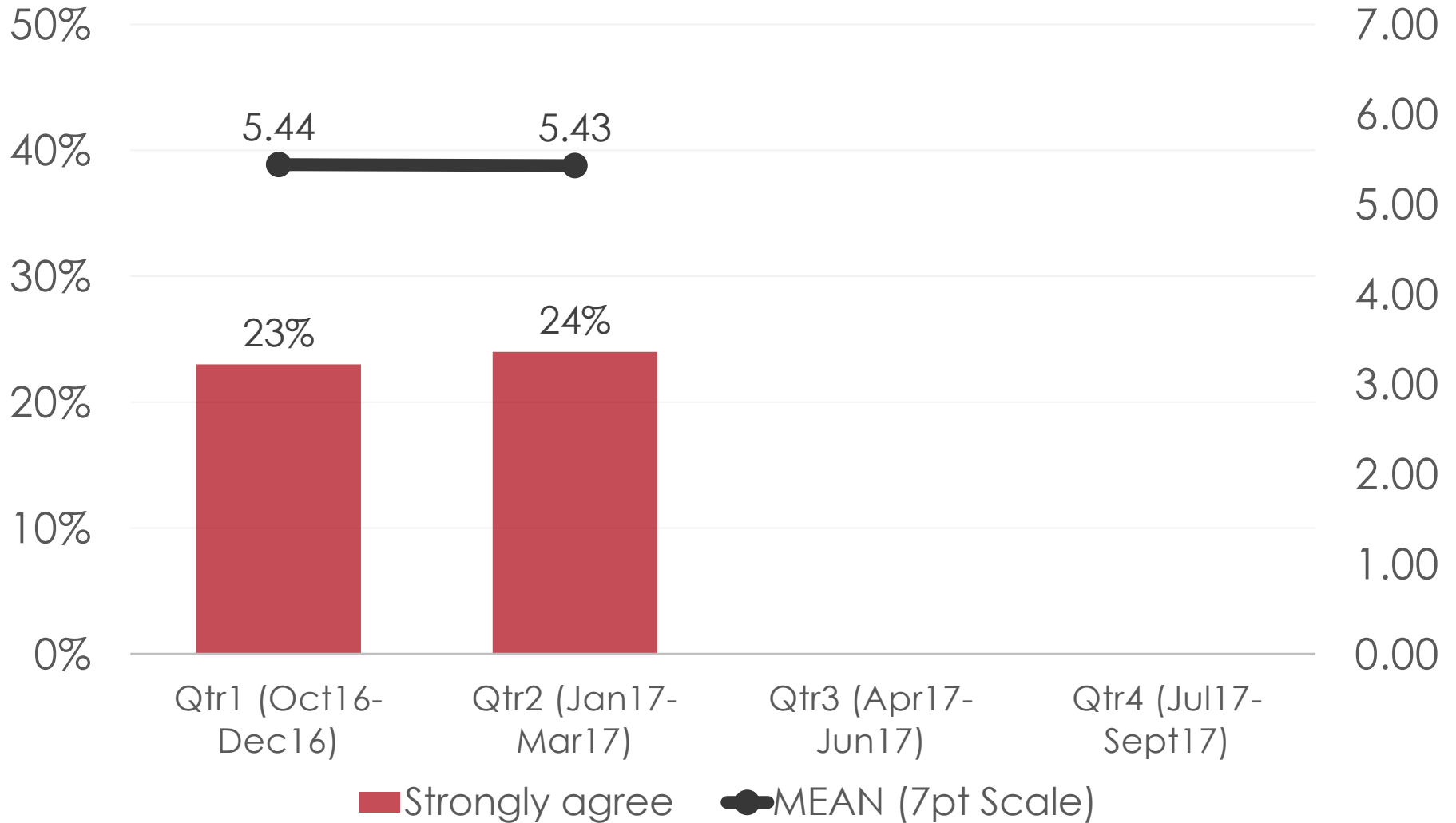
I plan to visit Guam again



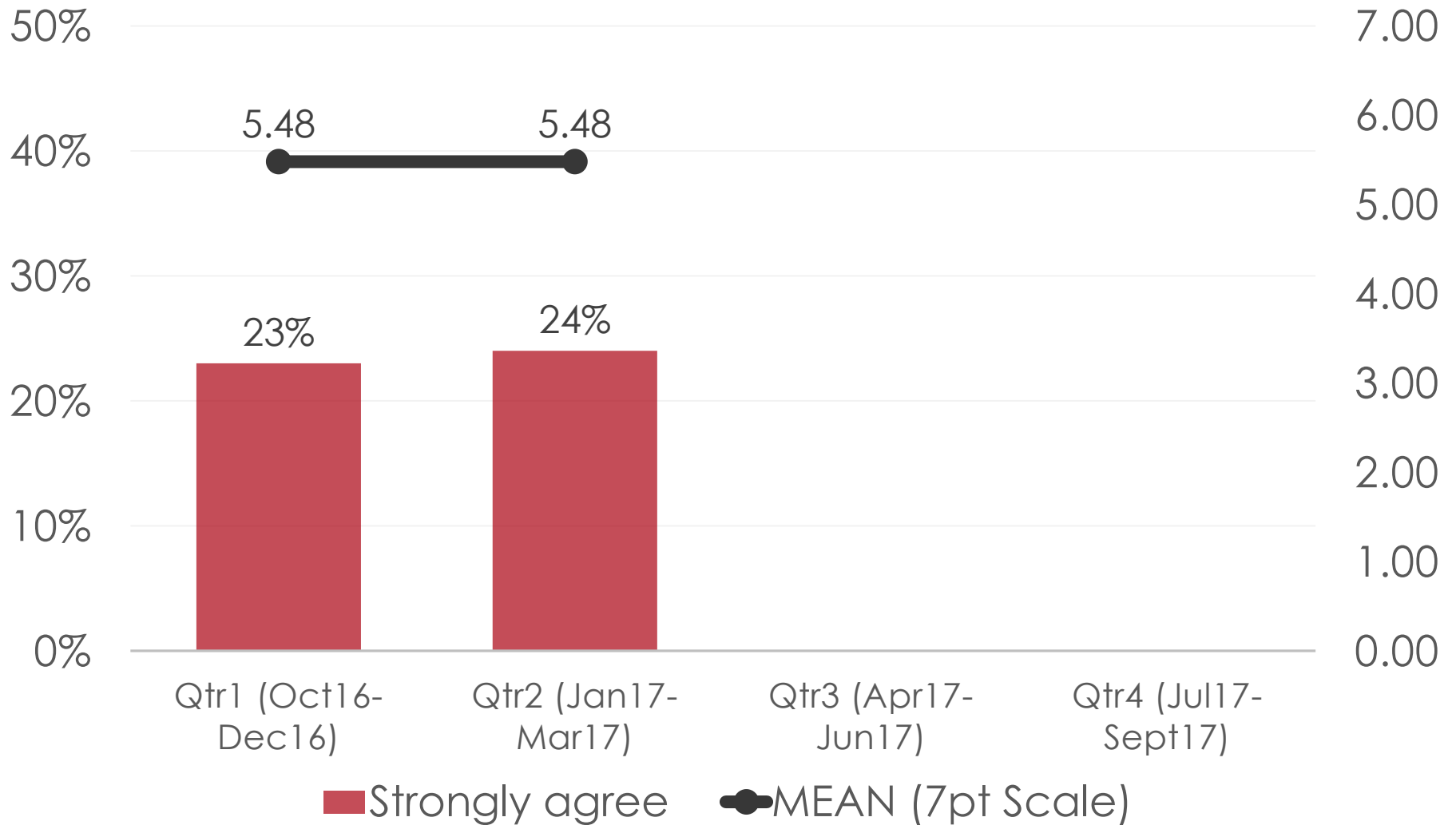
Not enough night time activities



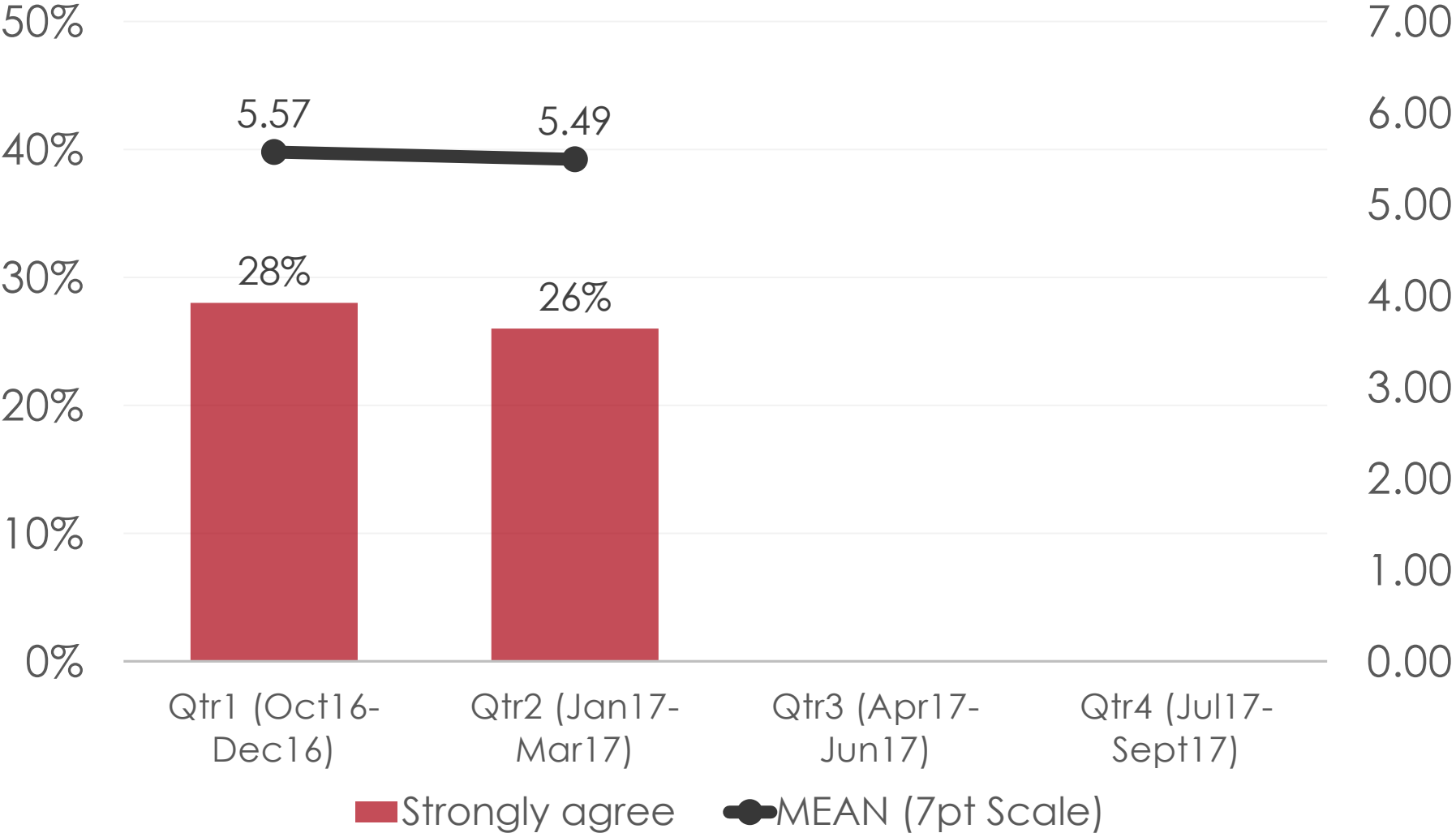
Tour guides were professional



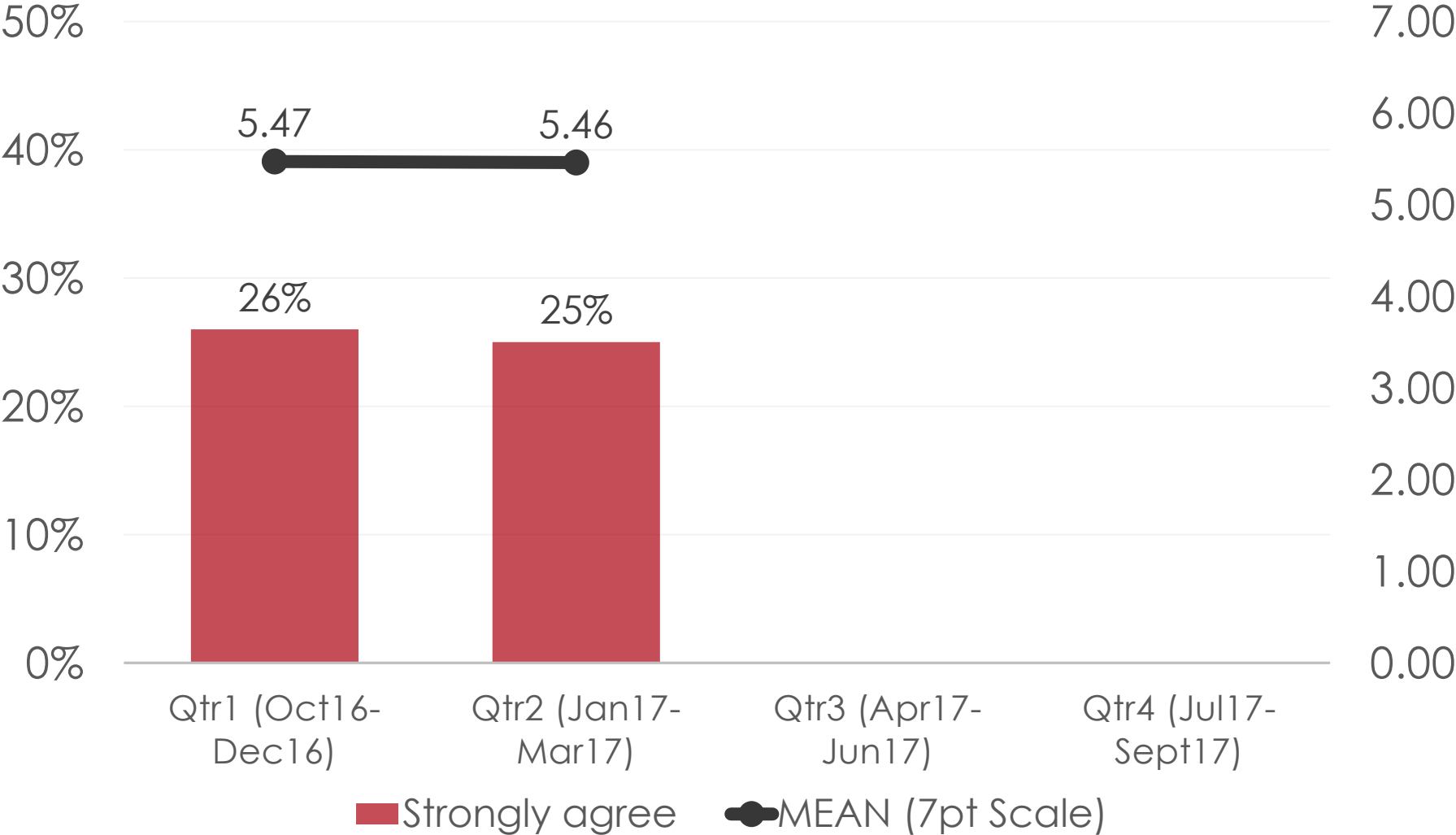
Tour drivers were professional



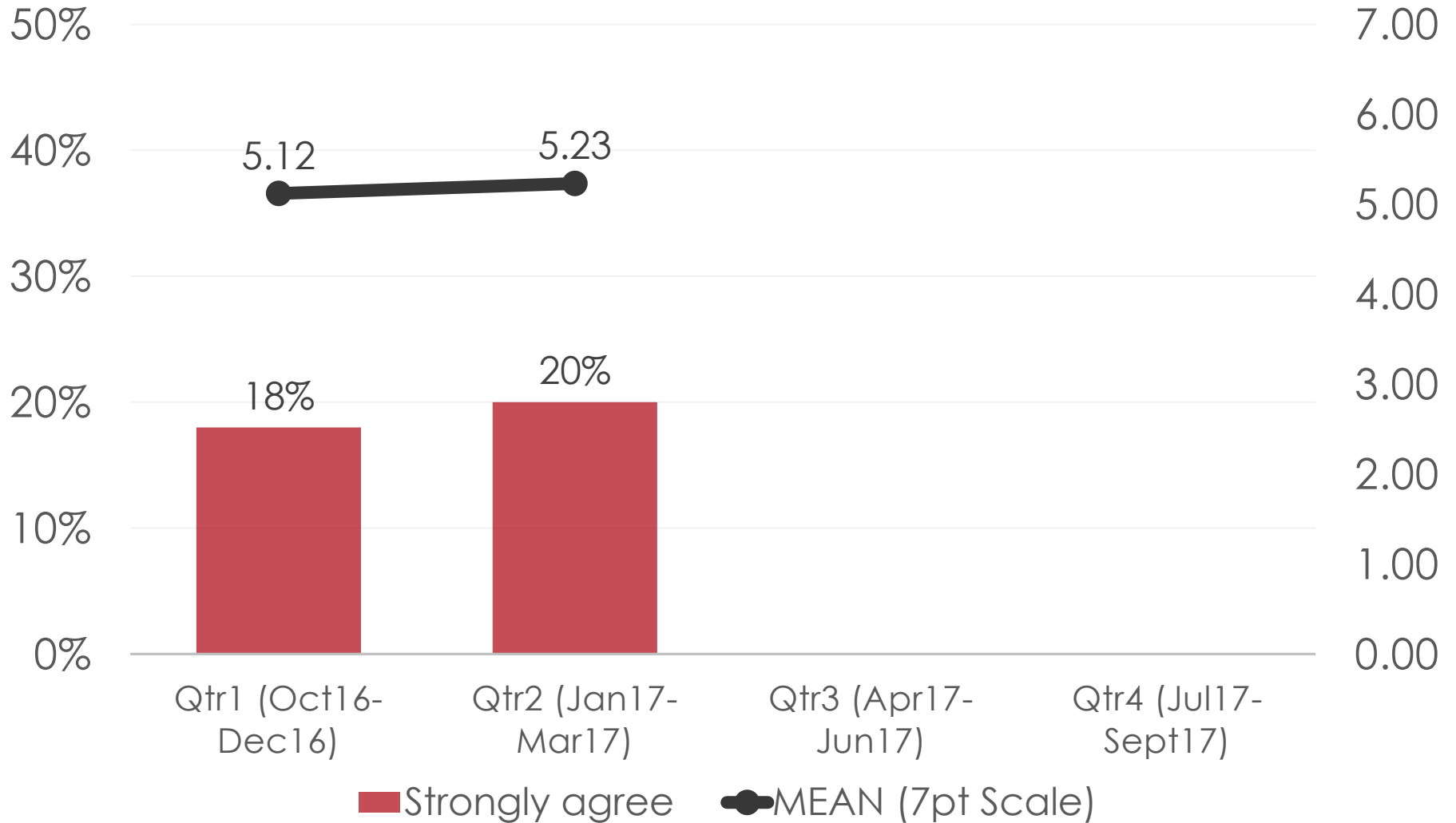
Taxi drivers were professional



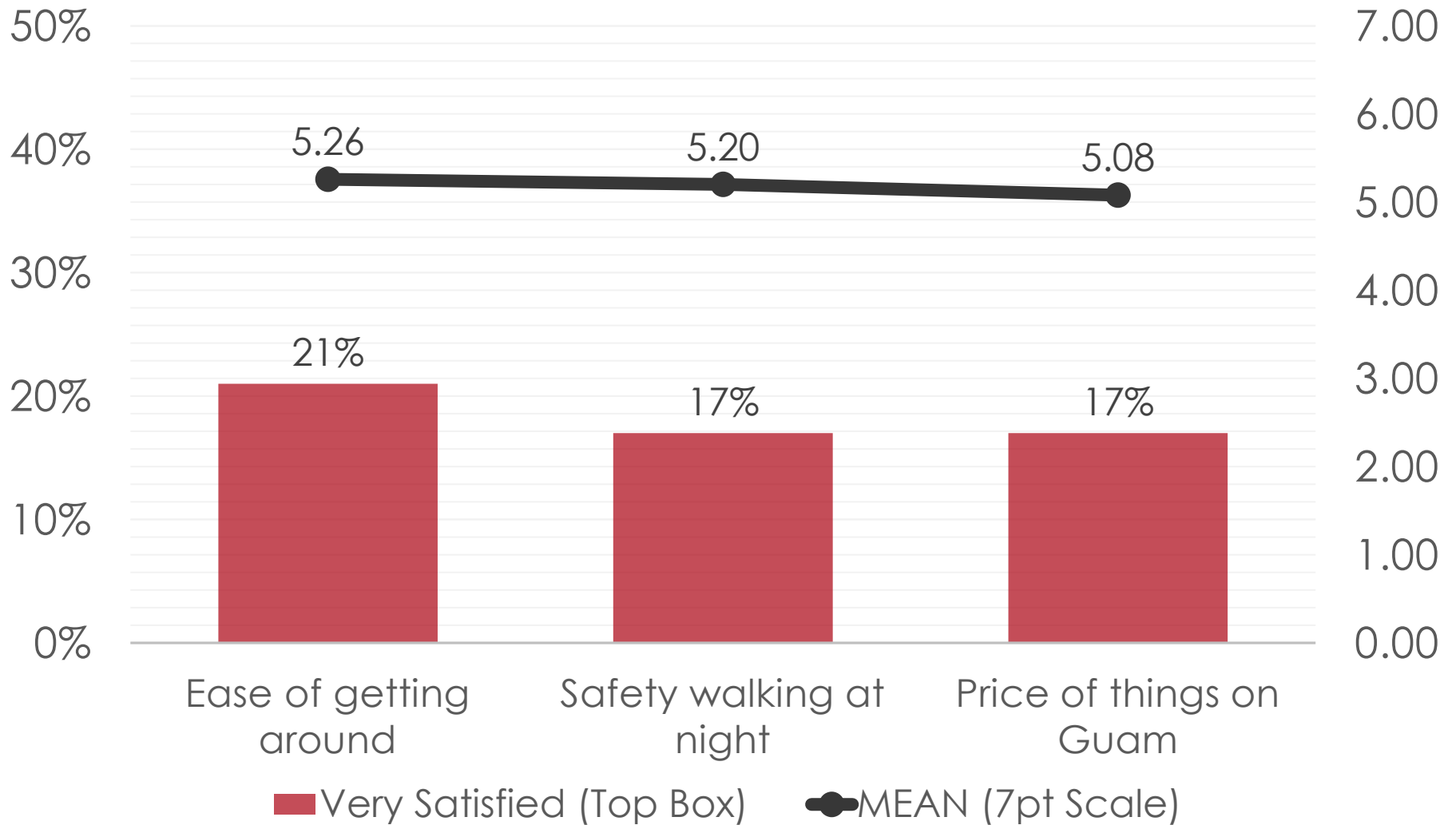
Taxis were clean



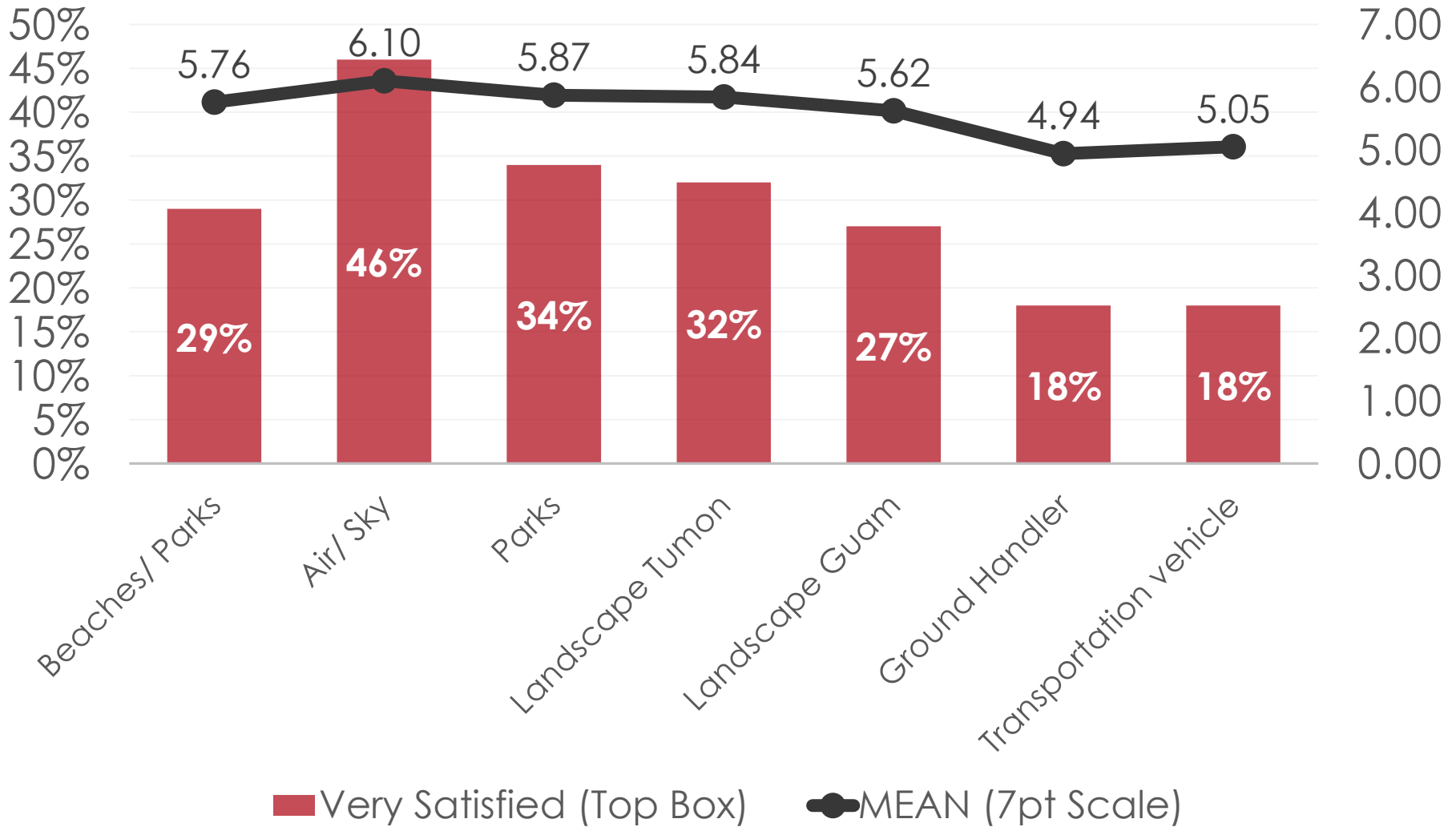
Guam airport was clean



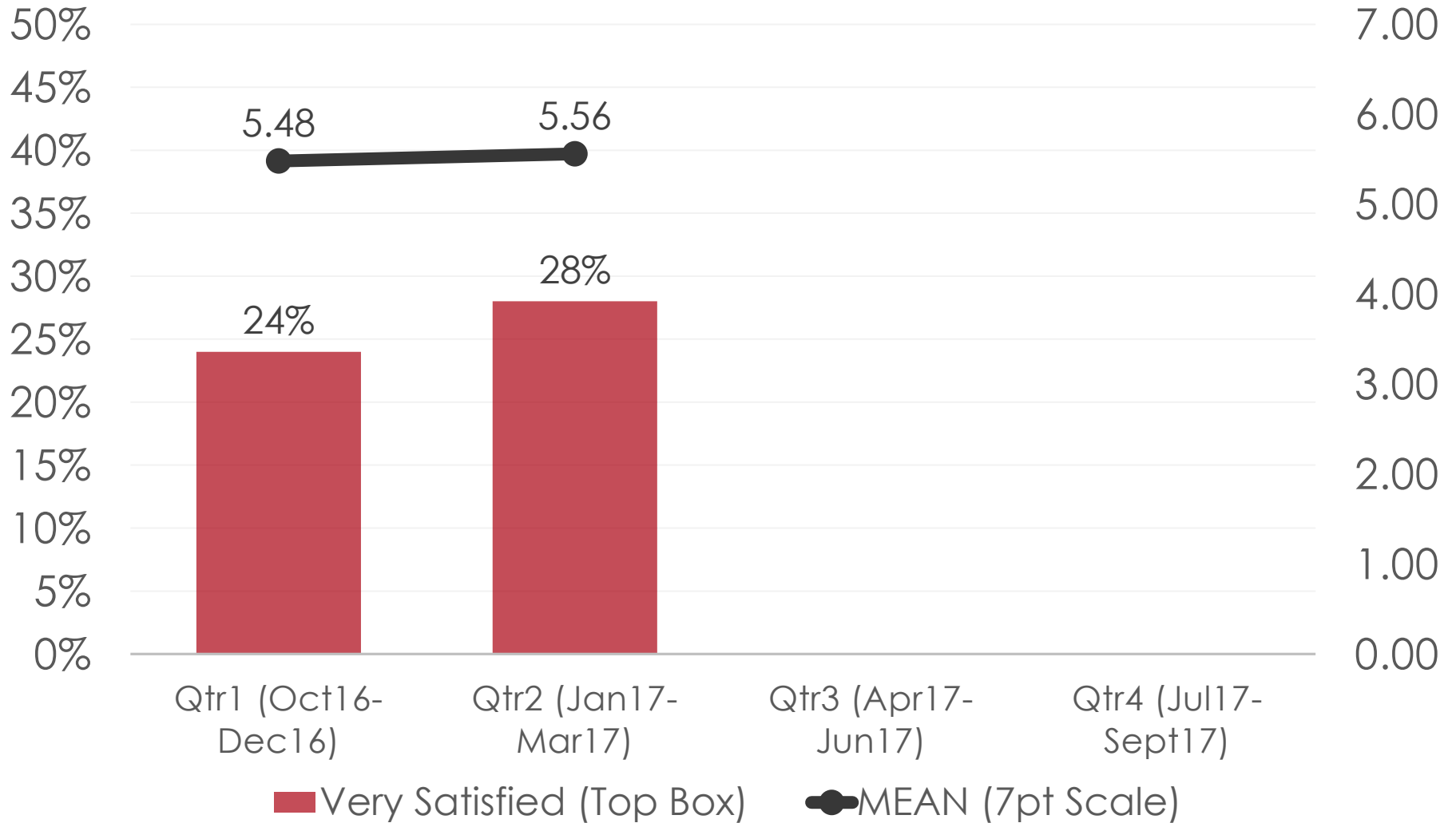
GENERAL SATISFACTION



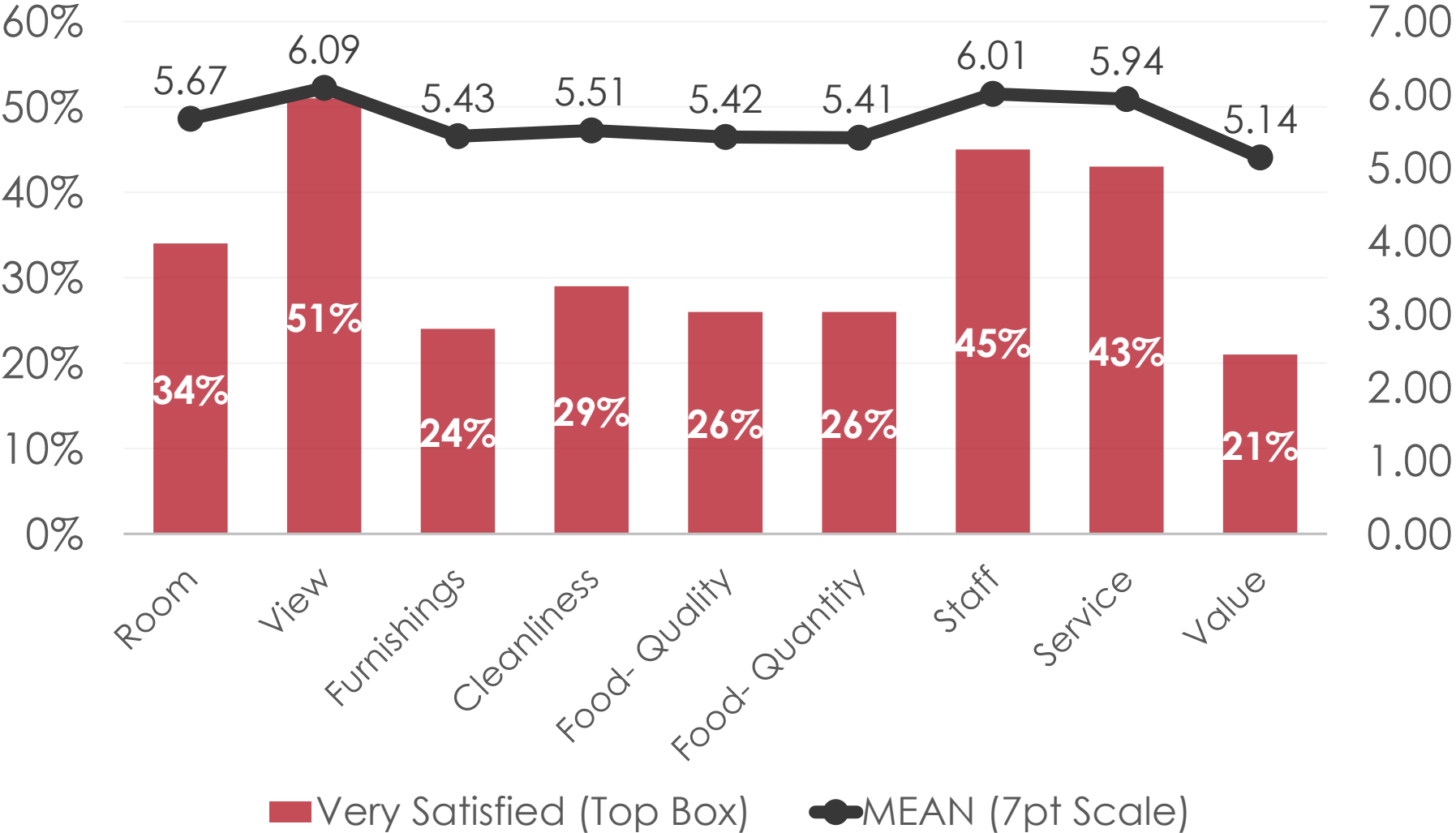
GENERAL SATISFACTION – Quality/ Cleanliness



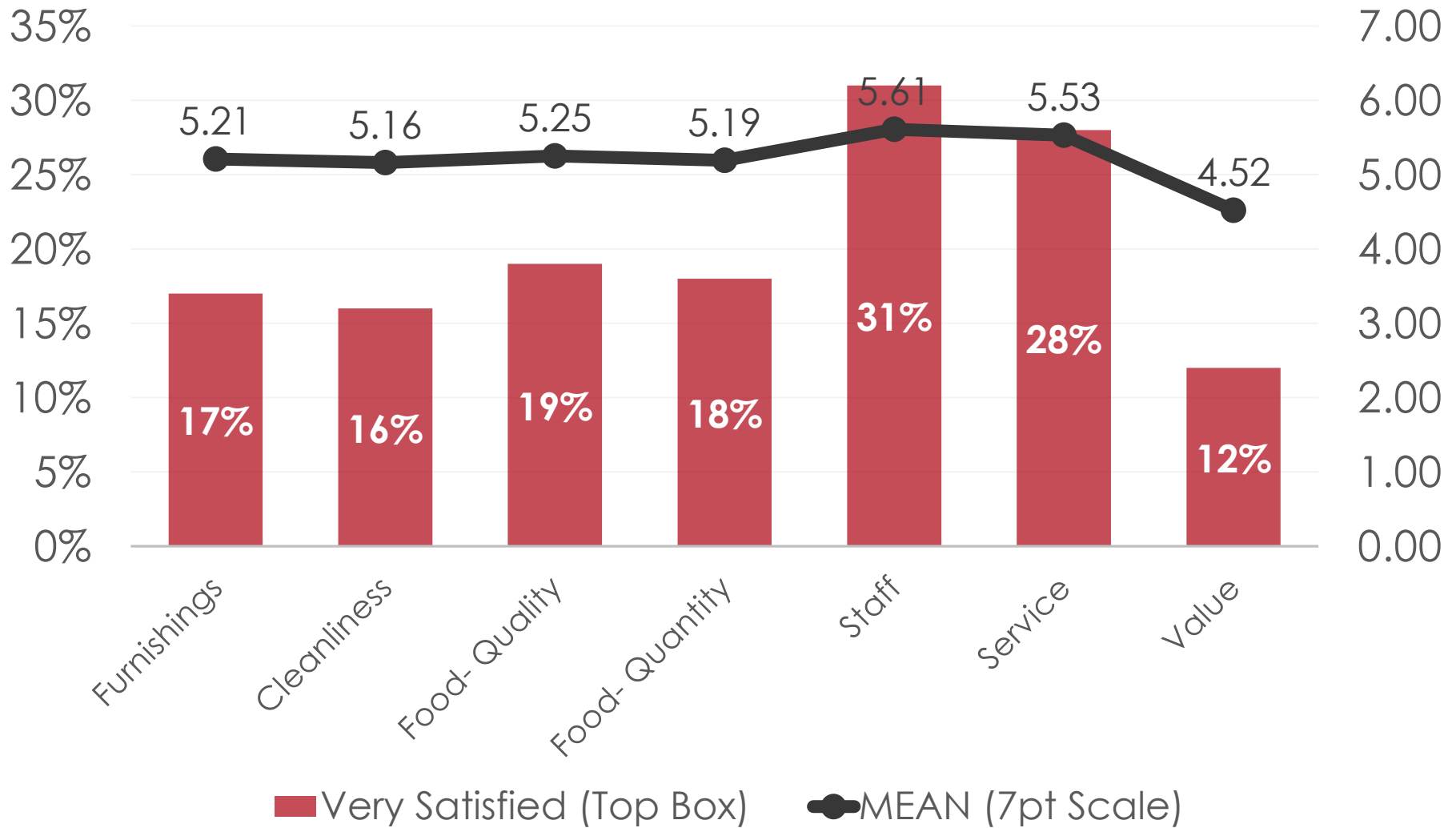
ACCOMMODATIONS – OVERALL SATISFACTION



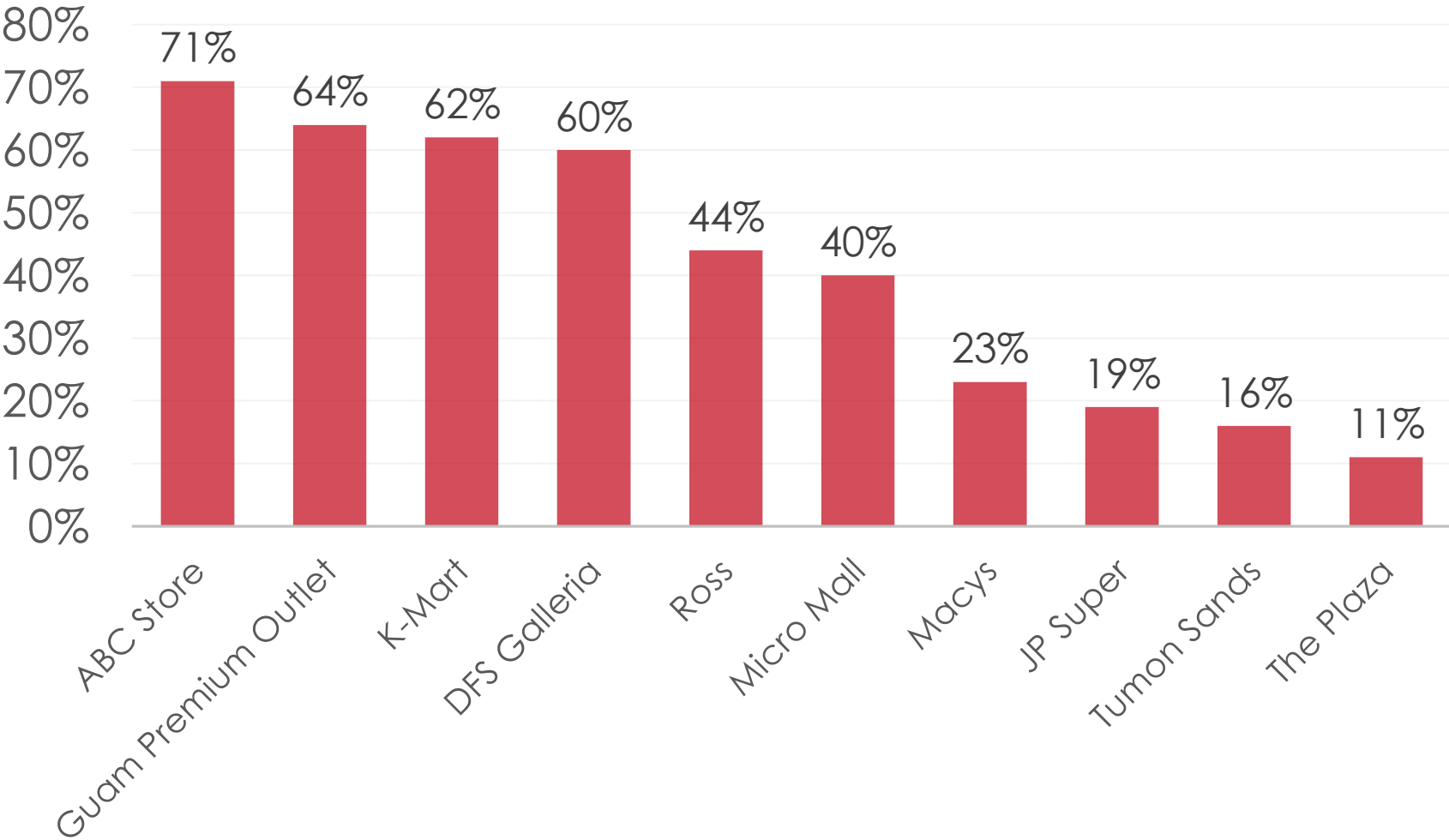
ACCOMMODATIONS – Satisfaction by Category



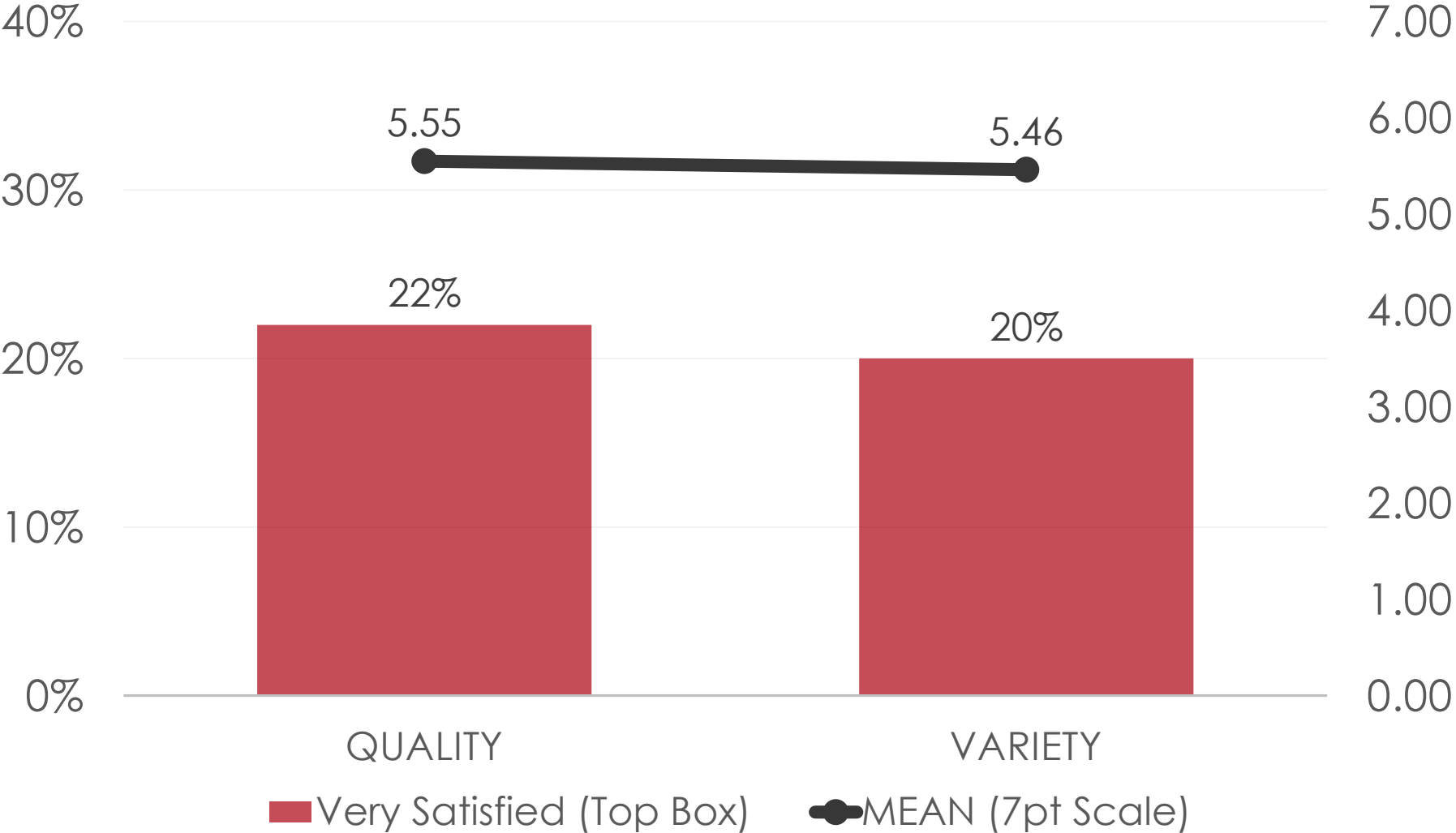
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



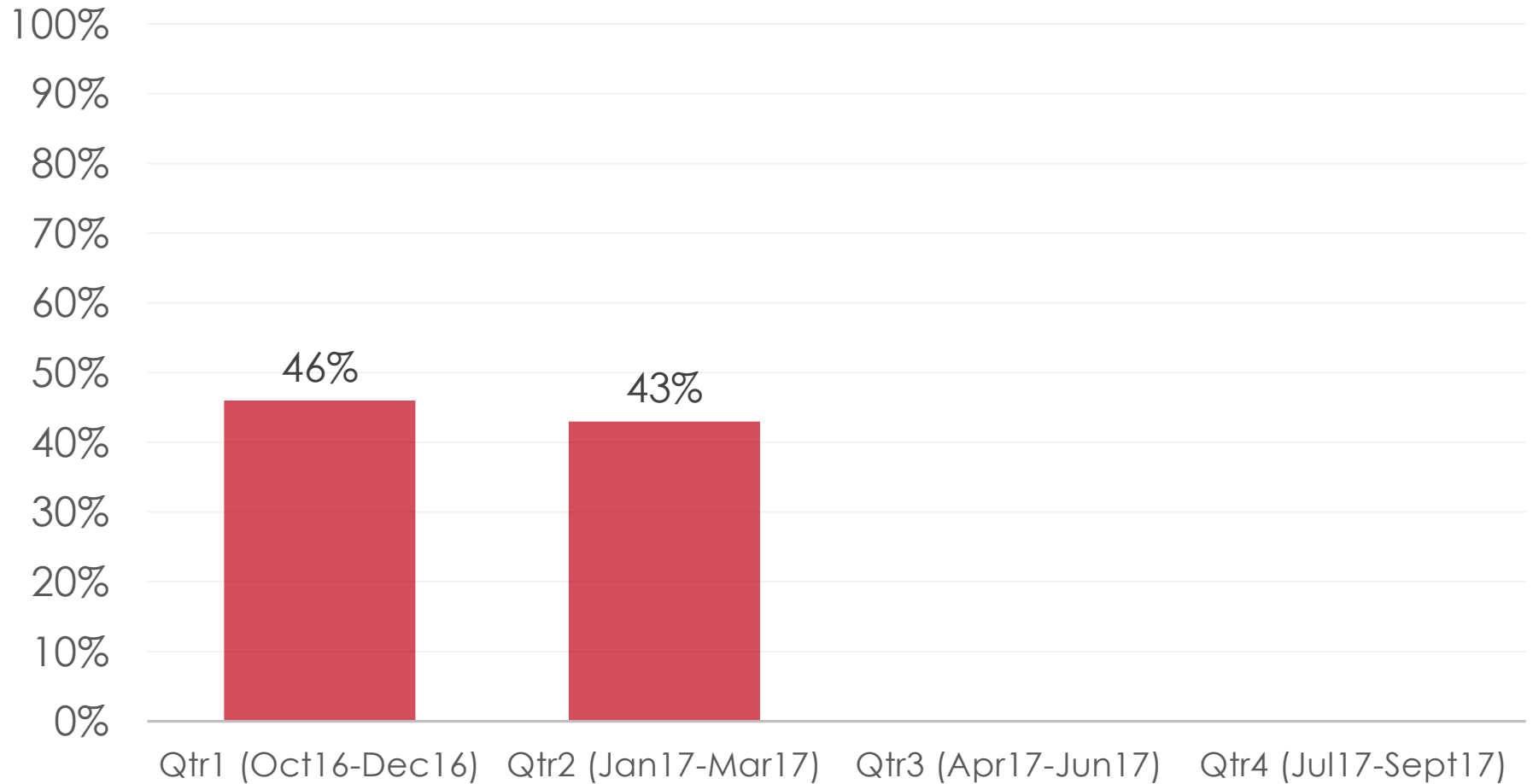
Shopping Malls/ Stores (Top Responses)



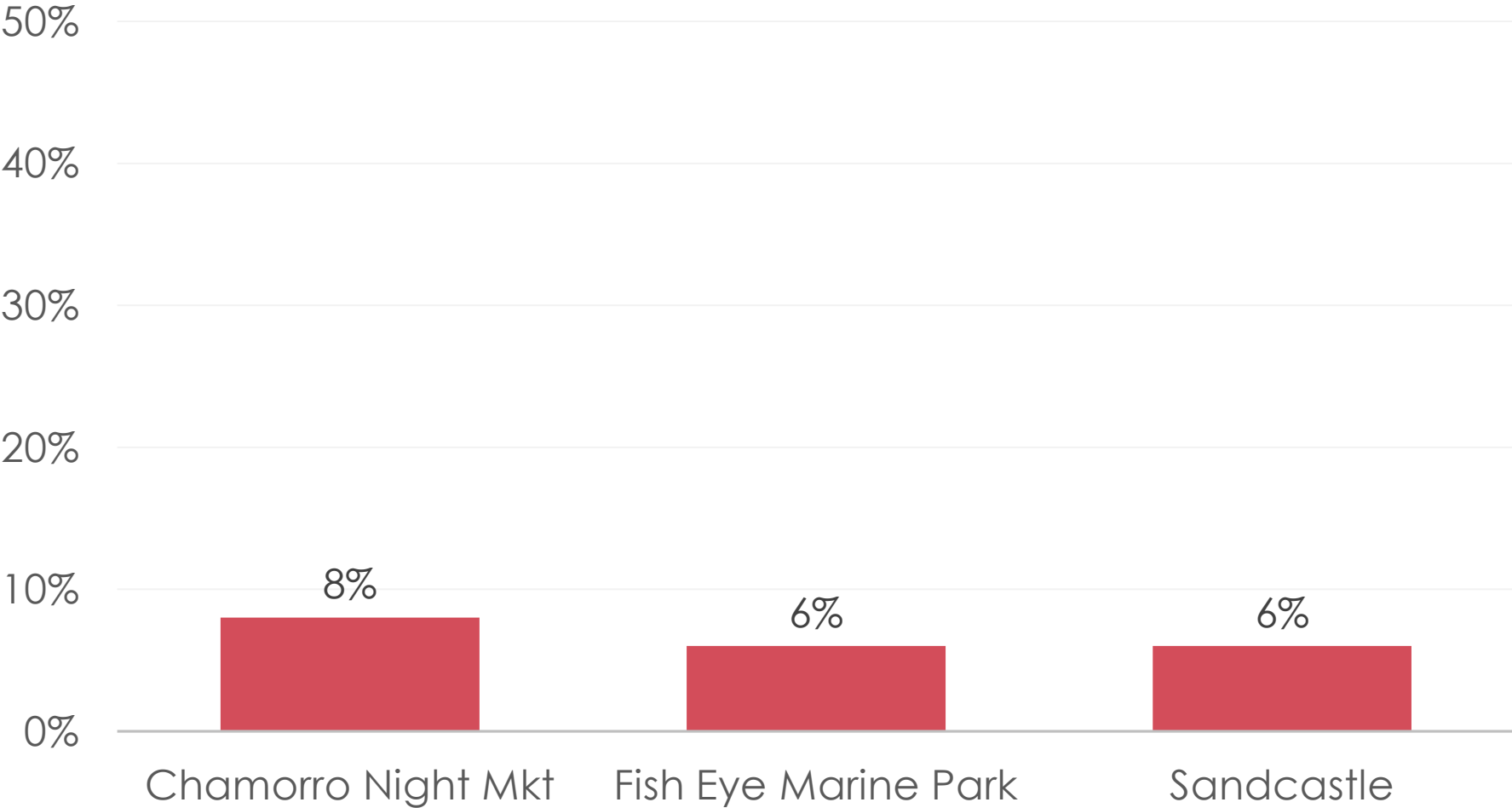
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

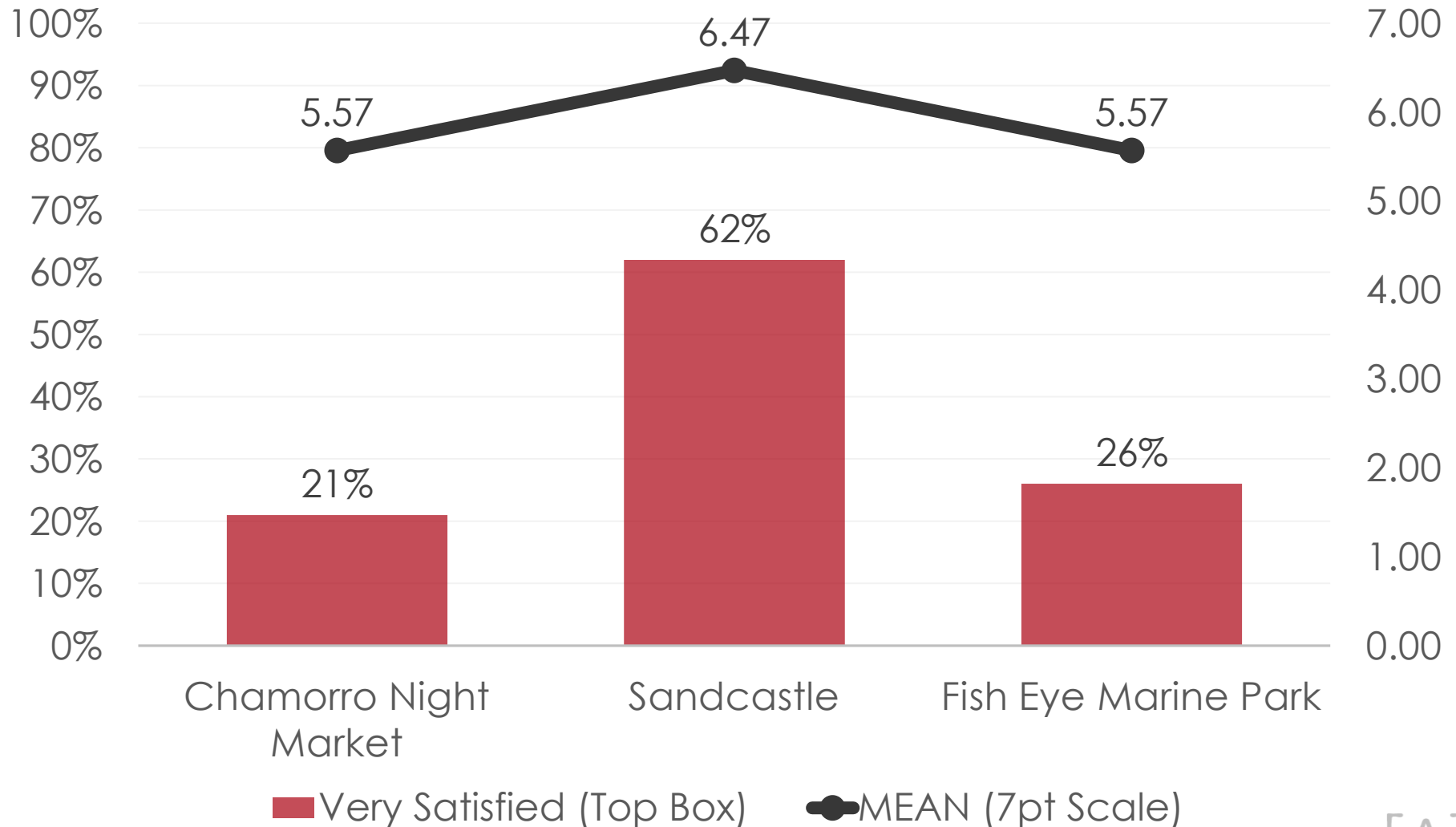


Optional Tour Participation (Top Responses)

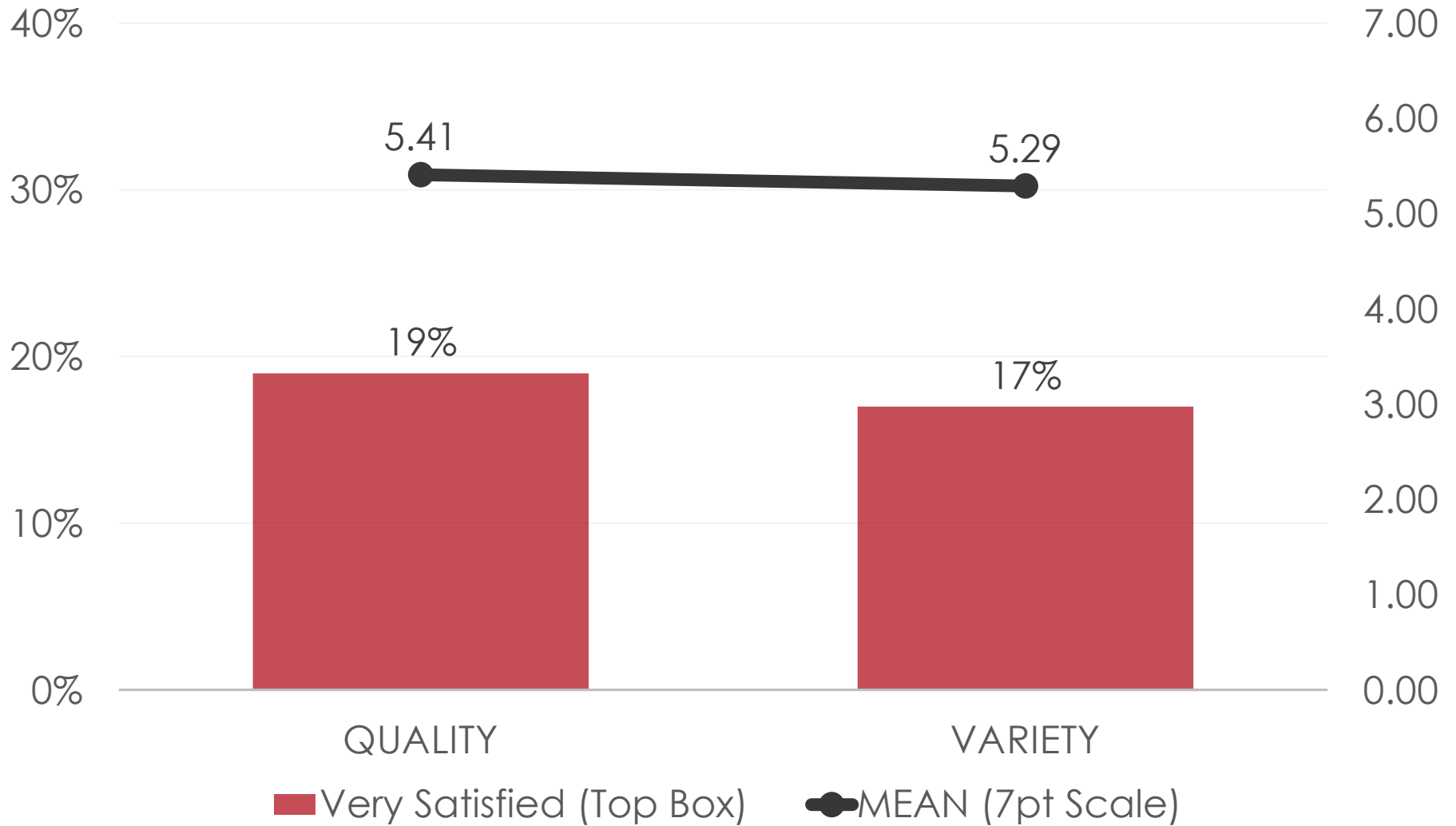


Optional Tour Satisfaction

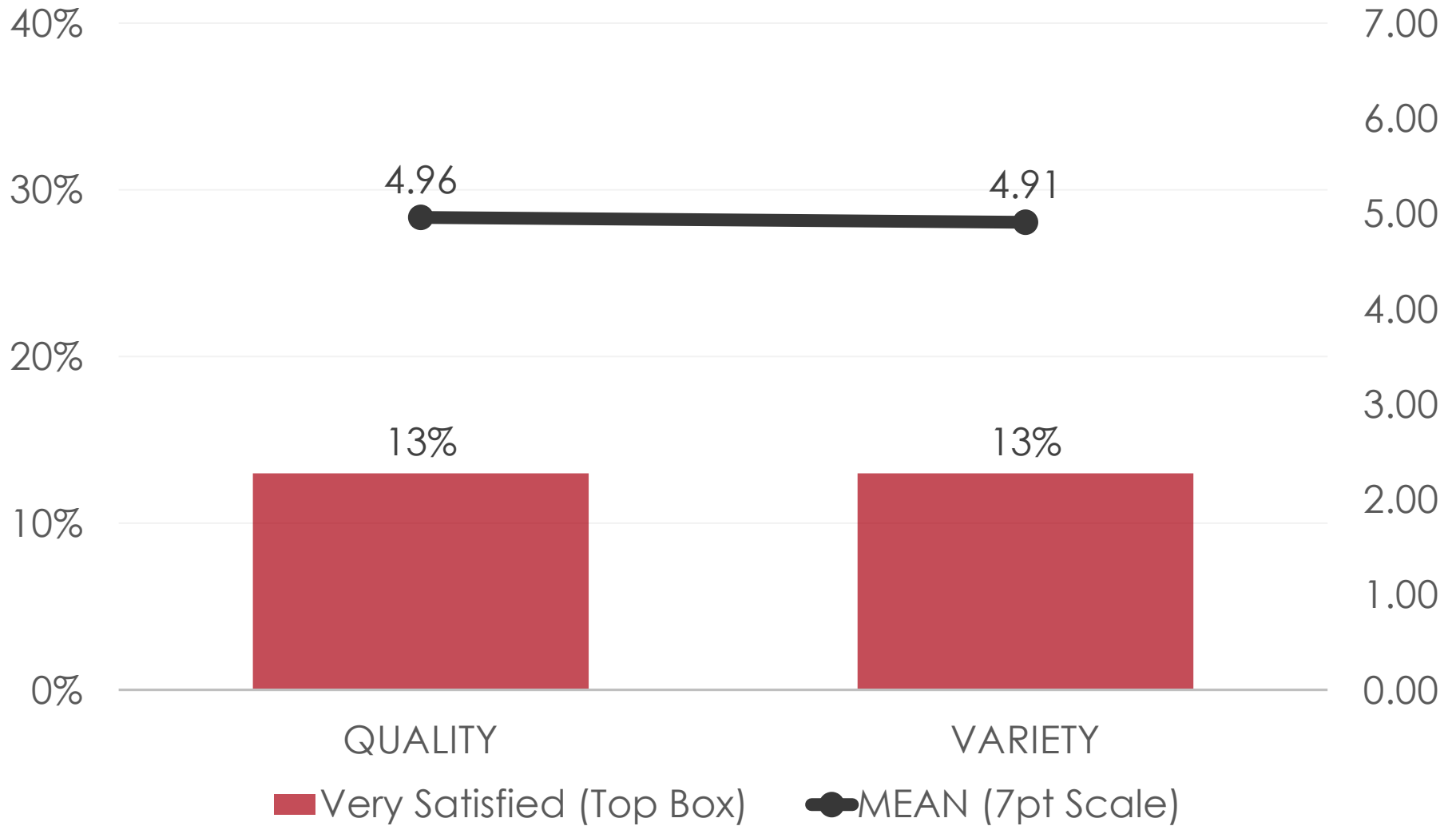
Top Responses only - Participation (5%+)



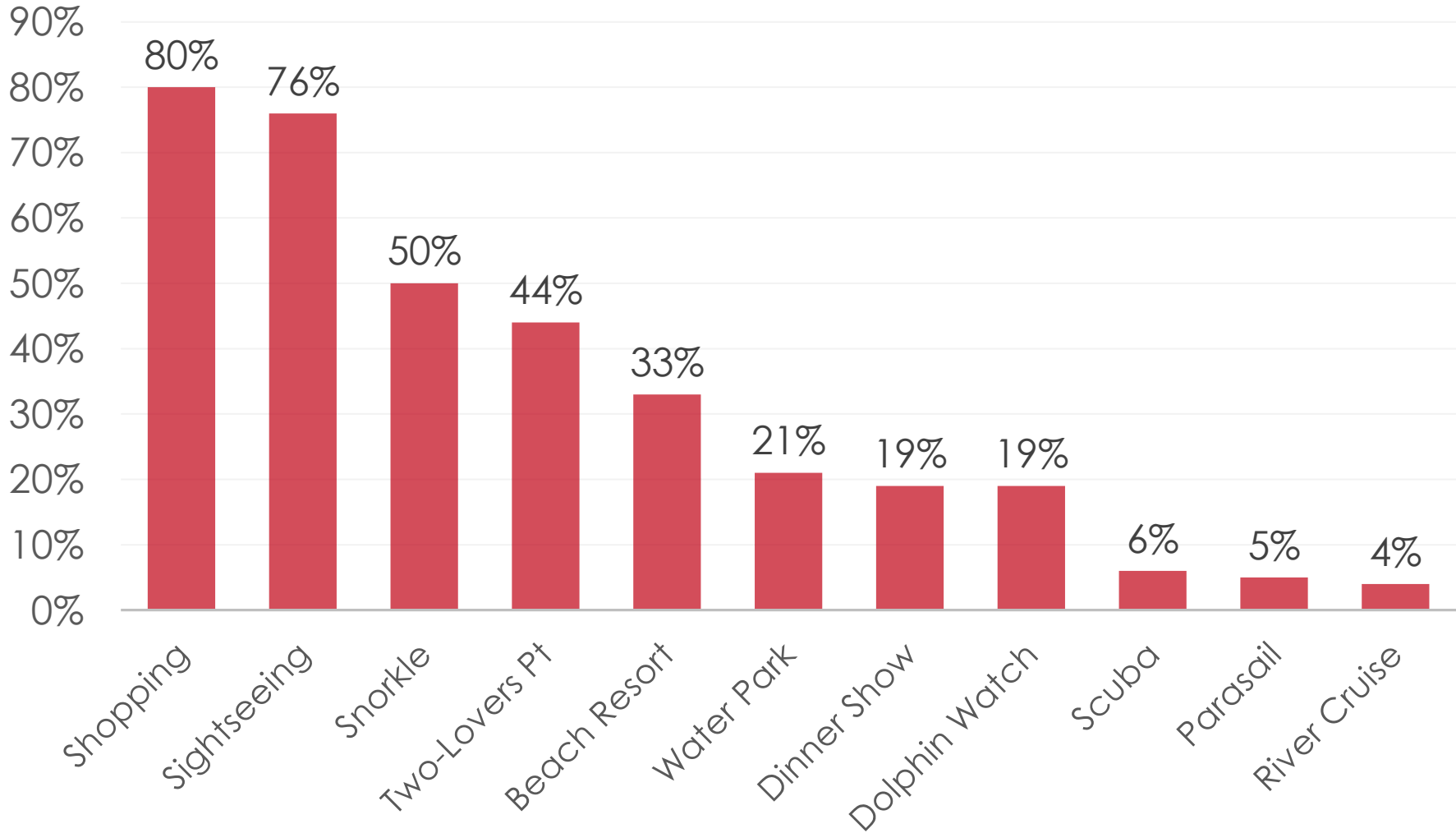
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

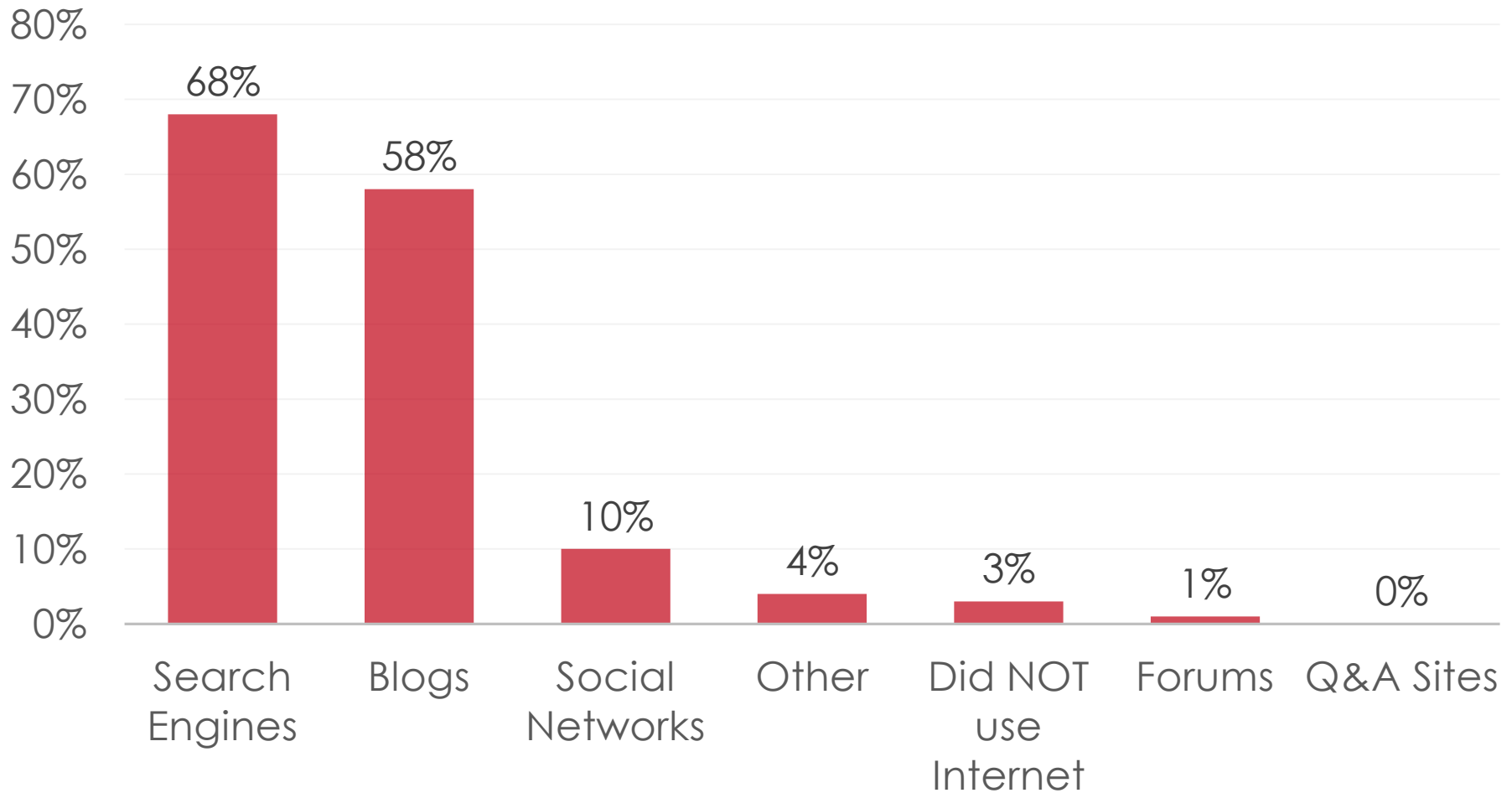


Activities Participation (Top Responses)



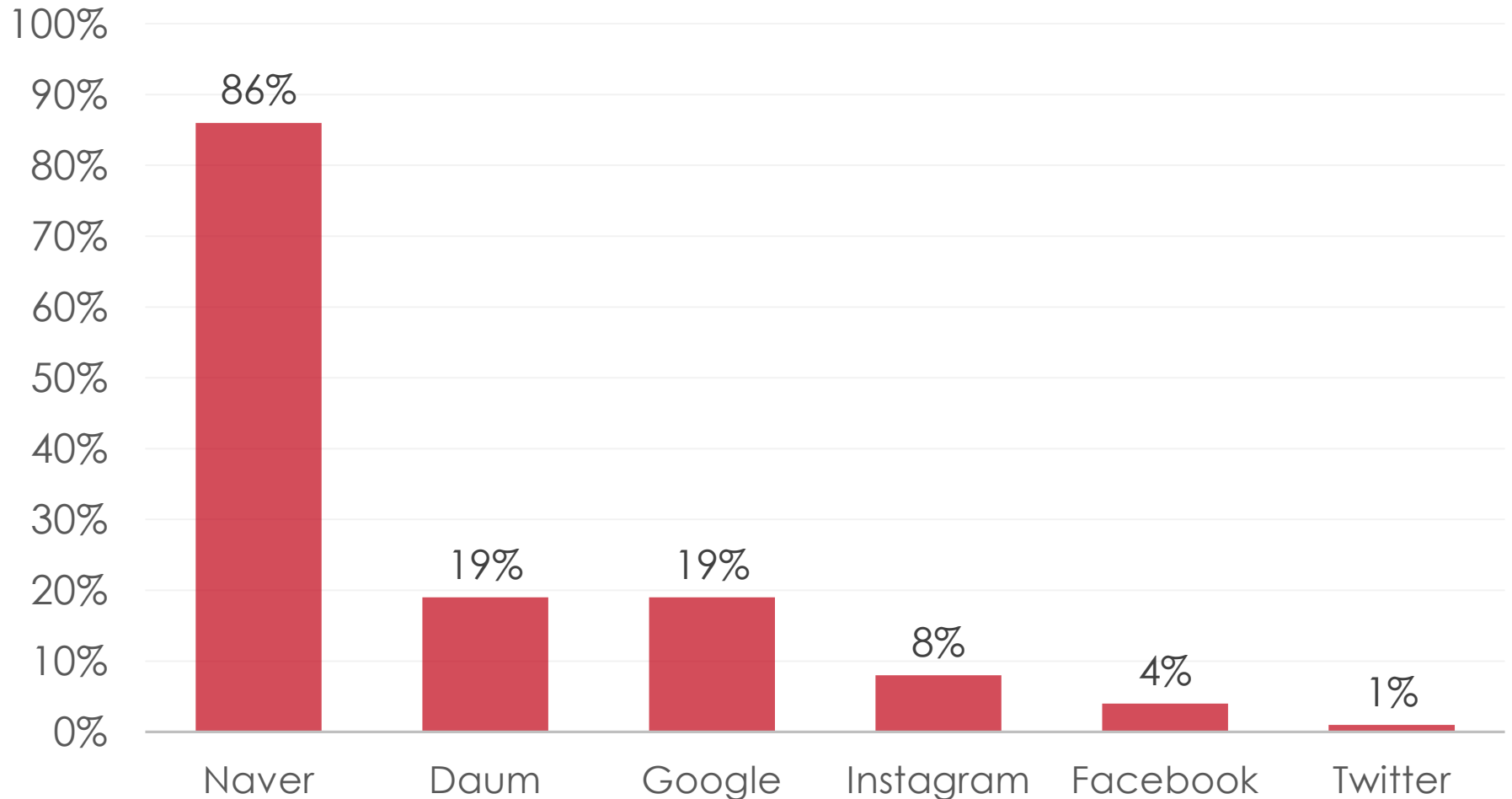
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



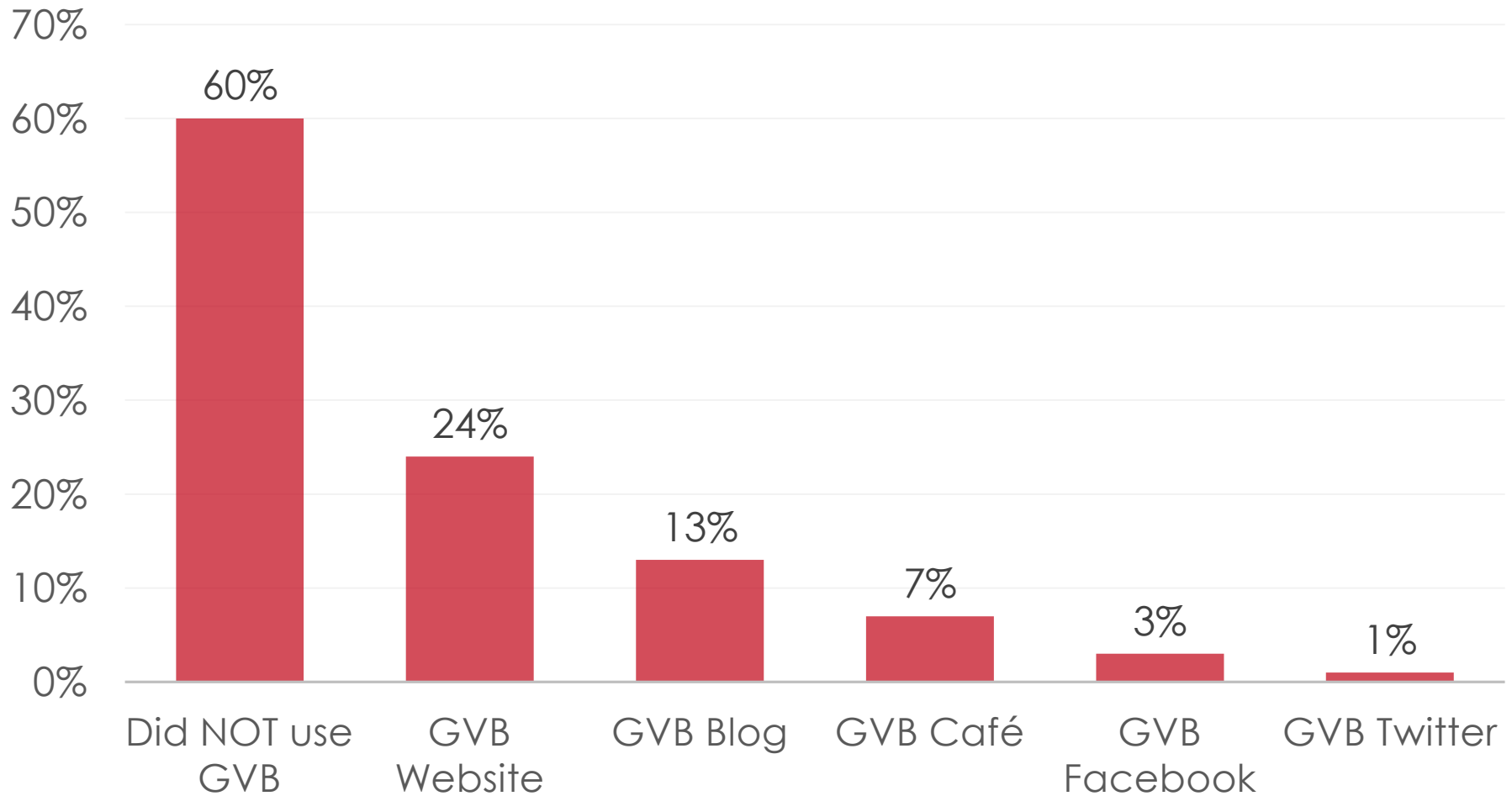
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

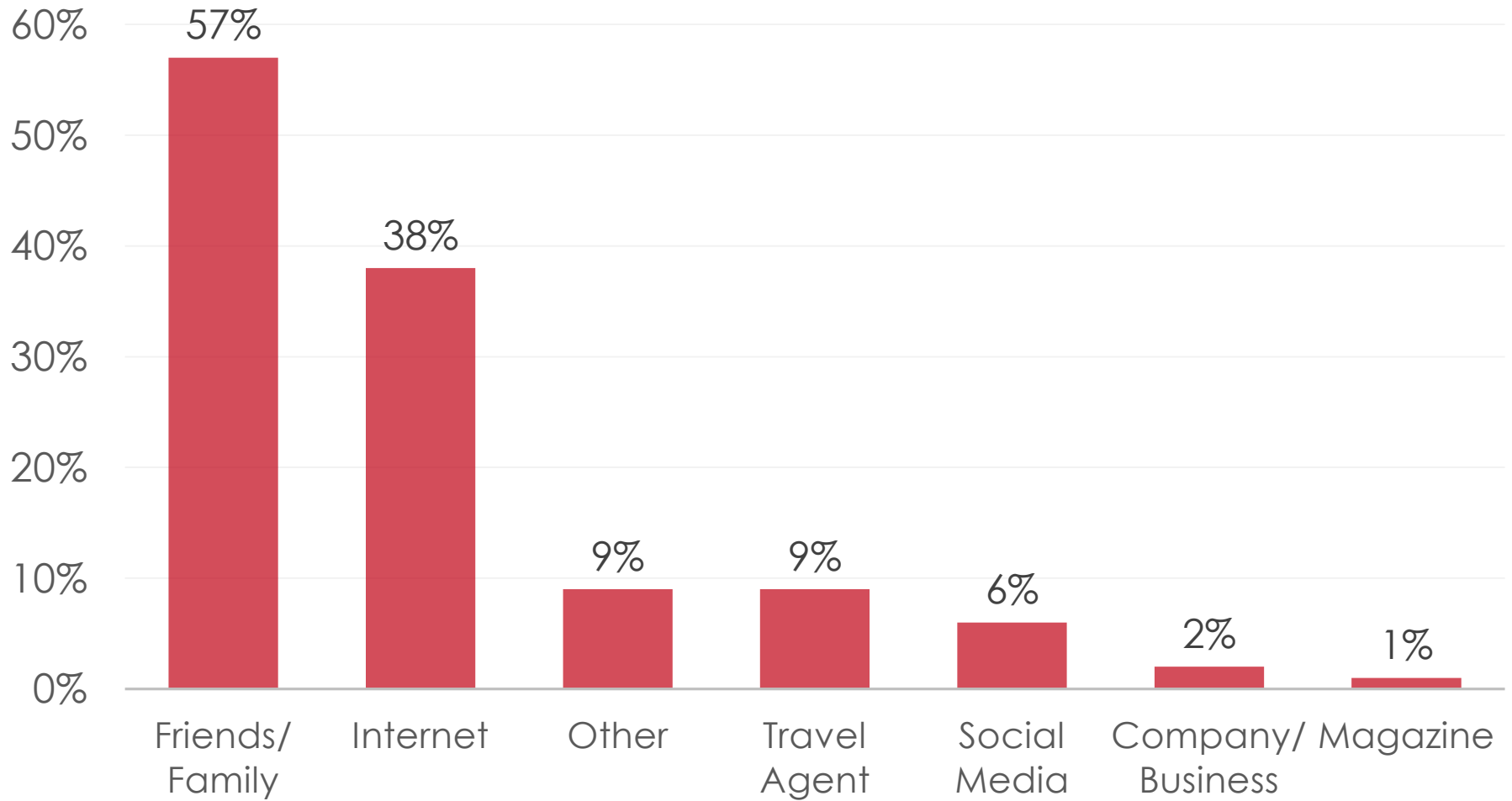


INTERNET- SOURCES OF INFORMATION

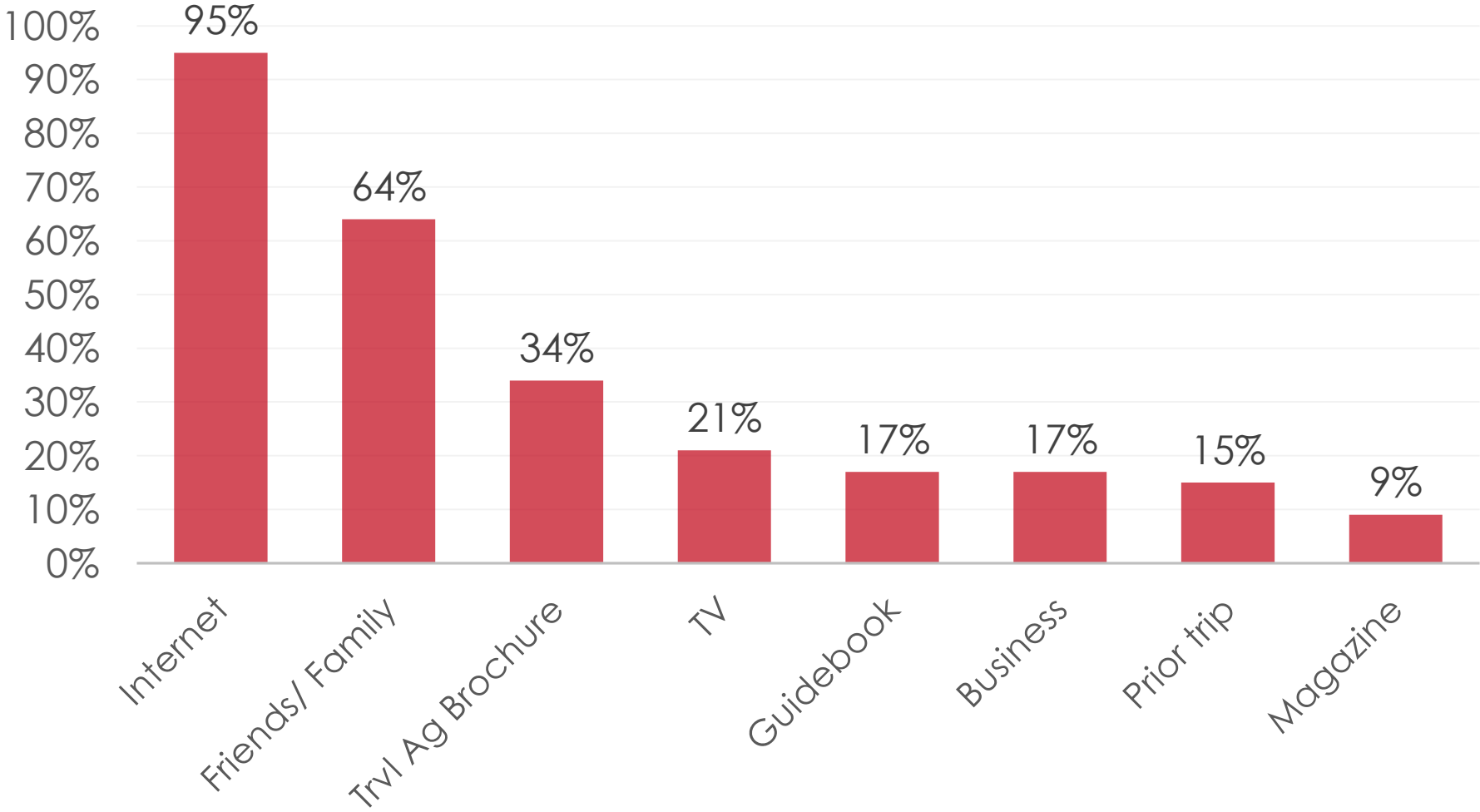
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

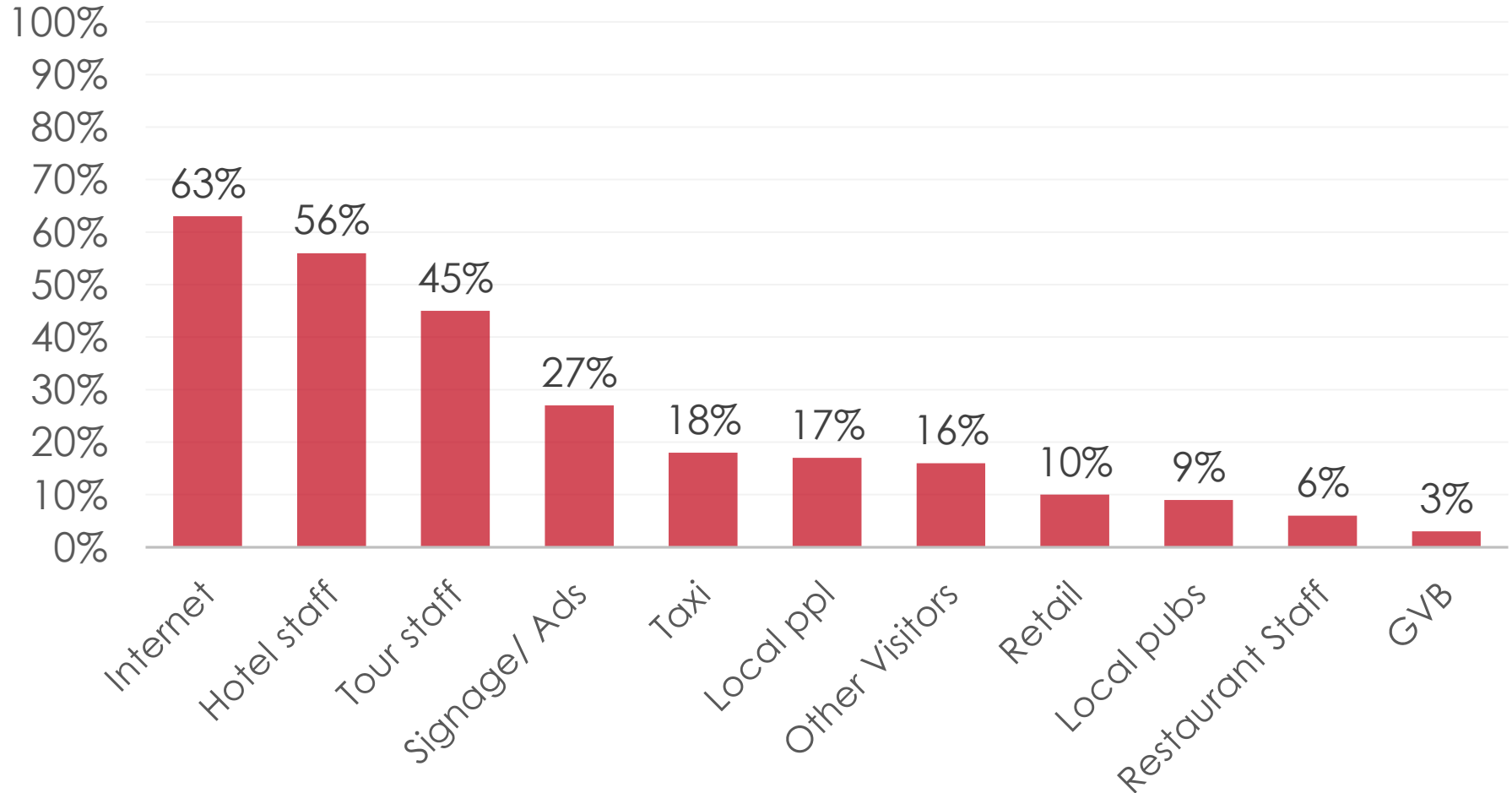
Q1 Please select the top 3 sources of information you used to find out about Guam before you trip.

		TOTAL	FIT	MICE	HONEY- MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
		-	-	-	-	-	-	-	-	-
Q1	Internet	95%	95%	94%	100%	100%	96%	96%	86%	91%
	Friend/ Relative	64%	65%	47%	70%	67%	64%	62%	21%	44%
	Travel Agent Brochure	34%	18%	41%	42%	67%	34%	35%	50%	26%
	TV	21%	19%	12%	12%		21%	22%	36%	19%
	Co-Worker/ Company Trvl Dept	17%	19%	53%	12%	33%	17%	16%	29%	10%
	Travel Guidebook- Bookstore	17%	20%	6%	21%		18%	17%	14%	11%
	Prior Trip	15%	17%	18%	3%		14%	15%	21%	89%
	Magazine (Consumer)	9%	9%		9%		9%	8%		7%
	Newspaper	7%	4%	6%	9%		7%	7%	7%	3%
	GVB Office	4%	5%	6%	3%		4%	4%		5%
	Consumer Trvl Show	1%	1%				1%	1%		
	Other	1%	1%				1%	1%		1%
	Travel Trade Show	1%	0%				1%	1%		1%
	Radio	0%	1%				0%	1%		2%
	GVB Promo	0%			3%		0%	0%		1%
	Theater Ad	0%	0%				0%	0%		
	Total	1045	303	17	33	3	914	883	14	178

Prepared by QMark Research

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GUAM VISITORS BUREAU - EXIT SURVEY

Q2 Please select the top 3 sources of information you used to find out about Guam while you were here.

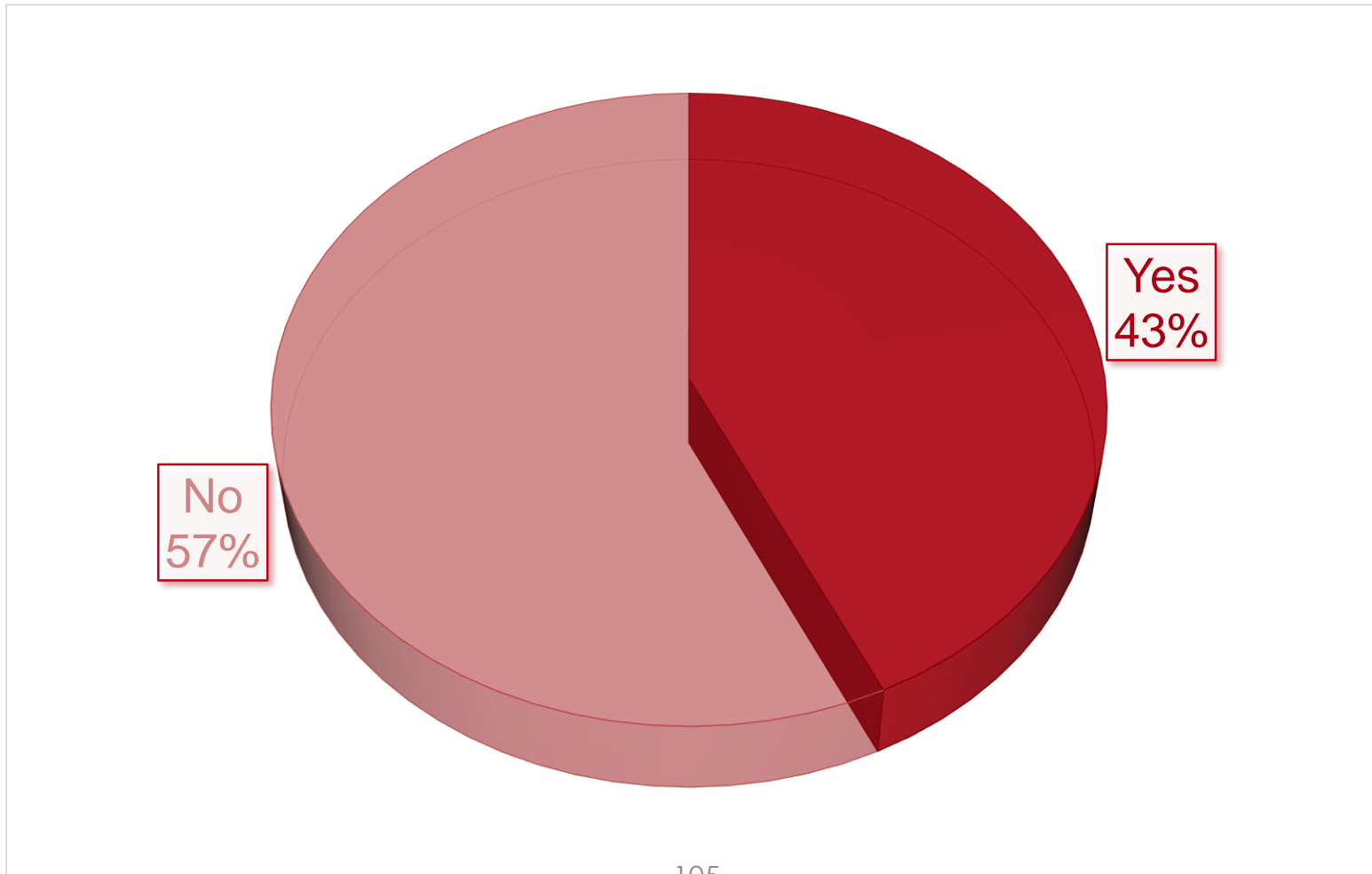
	TOTAL	FIT	MICE	HONEY- MOON	WEDDING	LEISURE TRAVELER	FAMILY	GROUP TOUR	REPEAT VISITOR
	-	-	-	-	-	-	-	-	-
Q2 Internet	63%	73%	59%	81%	67%	64%	62%	50%	66%
Hotel Staff	56%	54%	47%	47%	67%	56%	56%	29%	60%
Tour Staff	45%	22%	65%	59%	33%	45%	45%	57%	36%
Signs/ Advertisement	27%	24%	24%	19%		26%	27%	50%	28%
Taxi Driver	18%	24%	24%	19%	67%	19%	18%	7%	24%
Local Ppl	17%	14%	18%	9%		17%	15%	14%	22%
Other Visitors	16%	18%	24%	22%	67%	17%	16%	14%	14%
Retail Staff	10%	12%	24%	16%	33%	9%	10%	7%	9%
Local Publication	9%	9%		9%		9%	9%	14%	10%
Restaurant Staff	6%	6%		6%		5%	5%		2%
Visitor Channel	5%	3%				5%	5%	7%	6%
Other	4%	3%	6%	13%		4%	3%	7%	3%
GVB	3%	4%		3%		3%	4%	14%	2%
Total	1033	299	17	32	3	908	873	14	174

Prepared by QMark Research

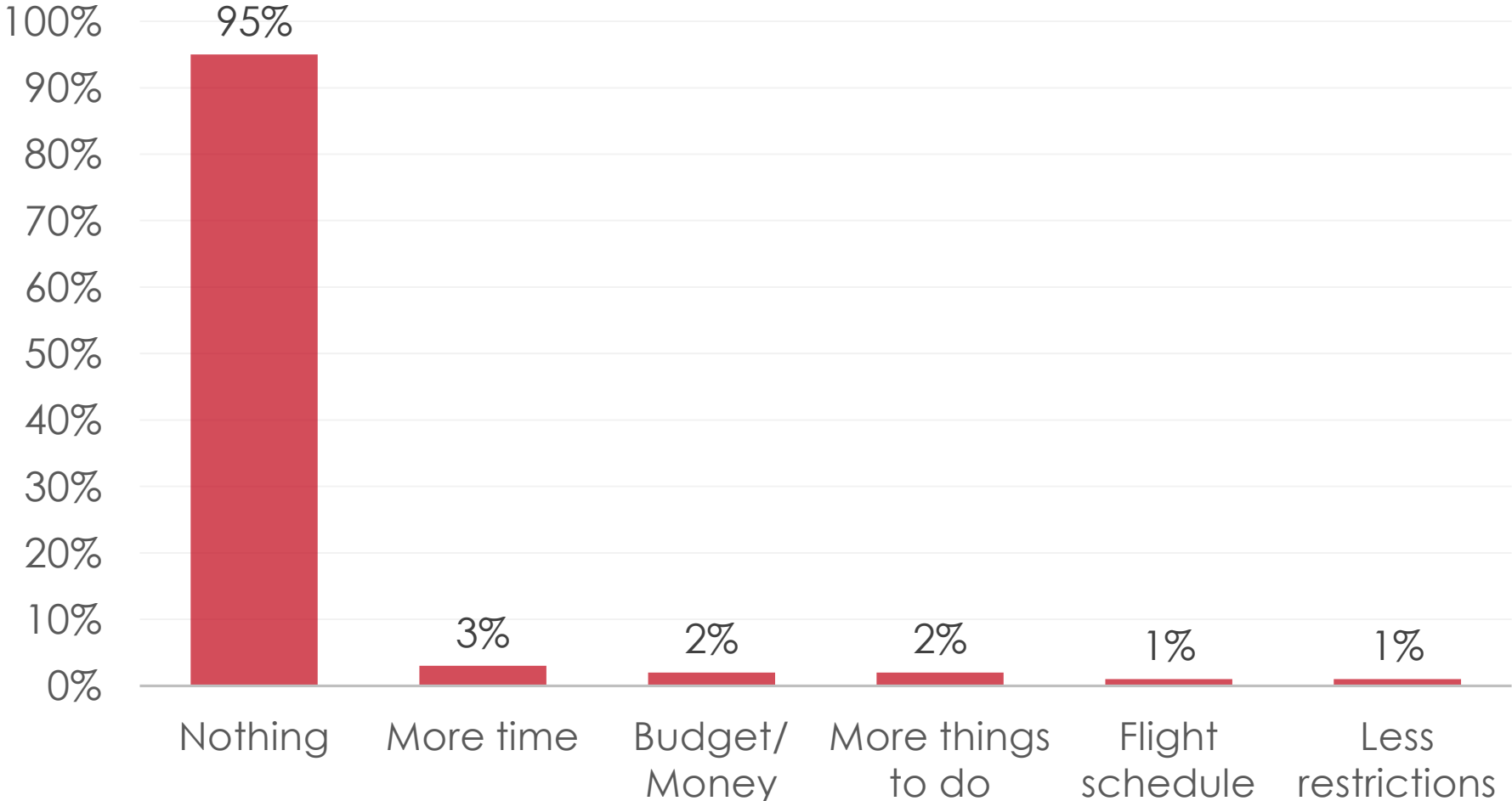
SECTION 6

FUTURE TRAVEL TO GUAM

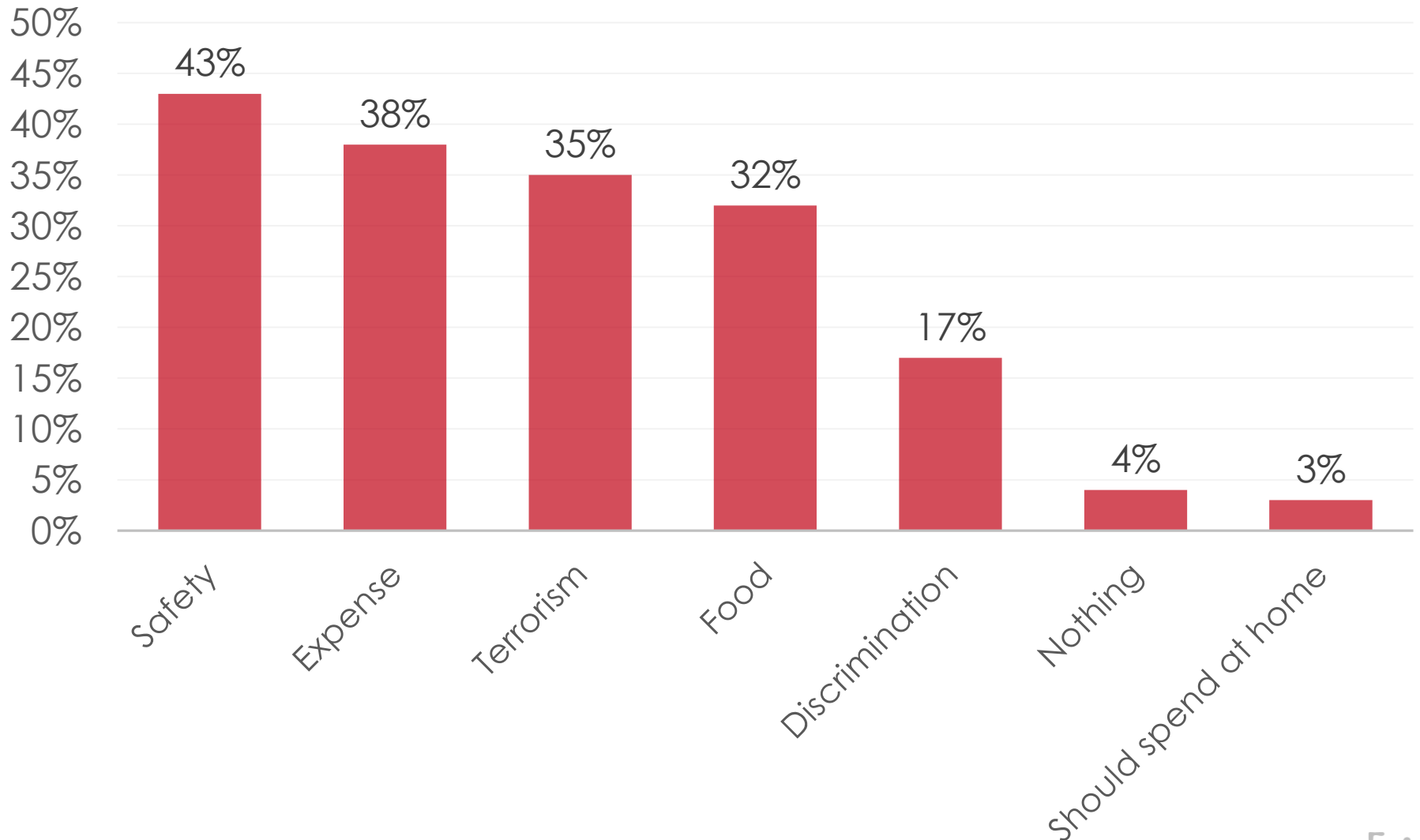
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



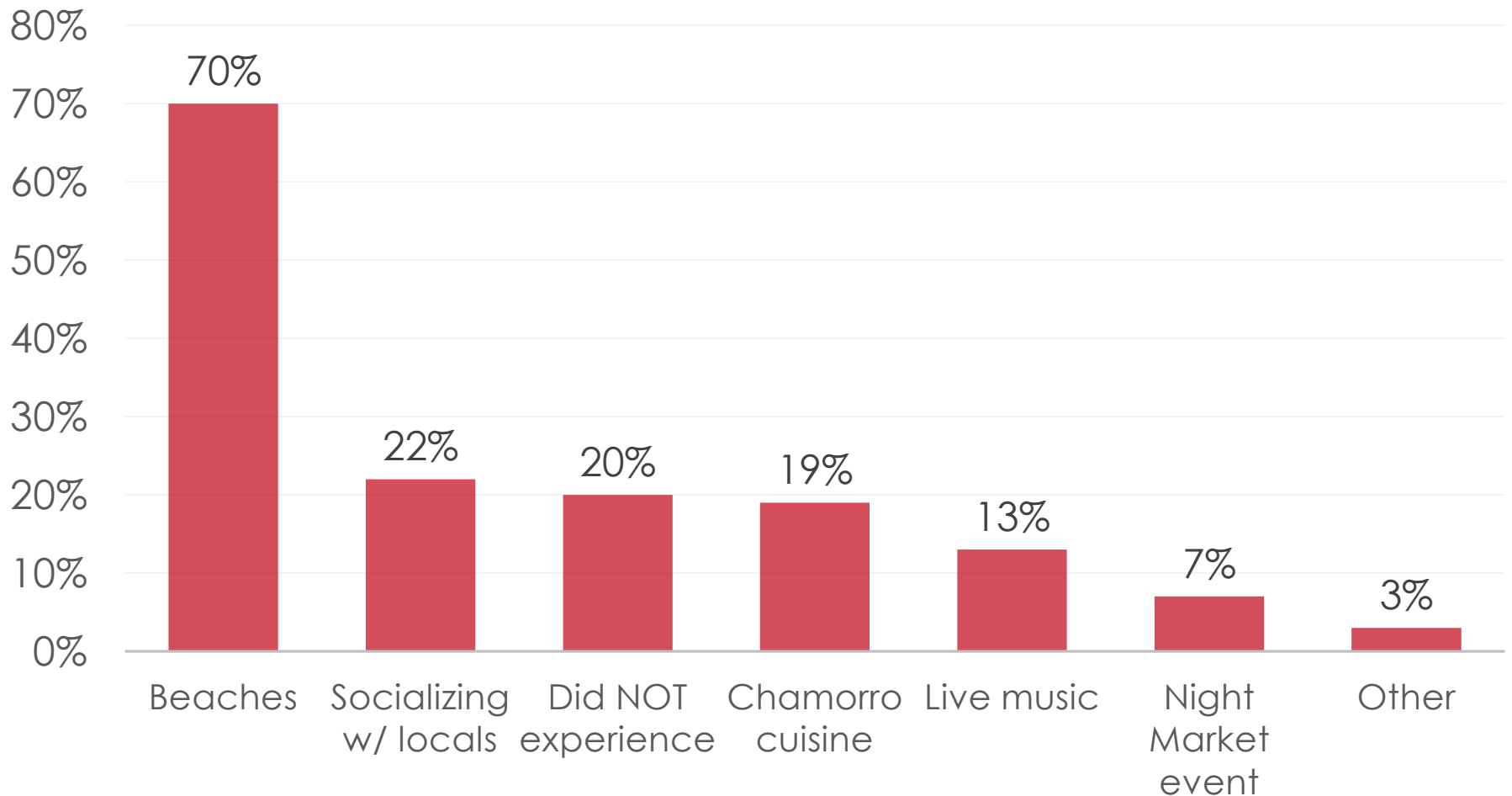
FUTURE TRAVEL CONCERNS



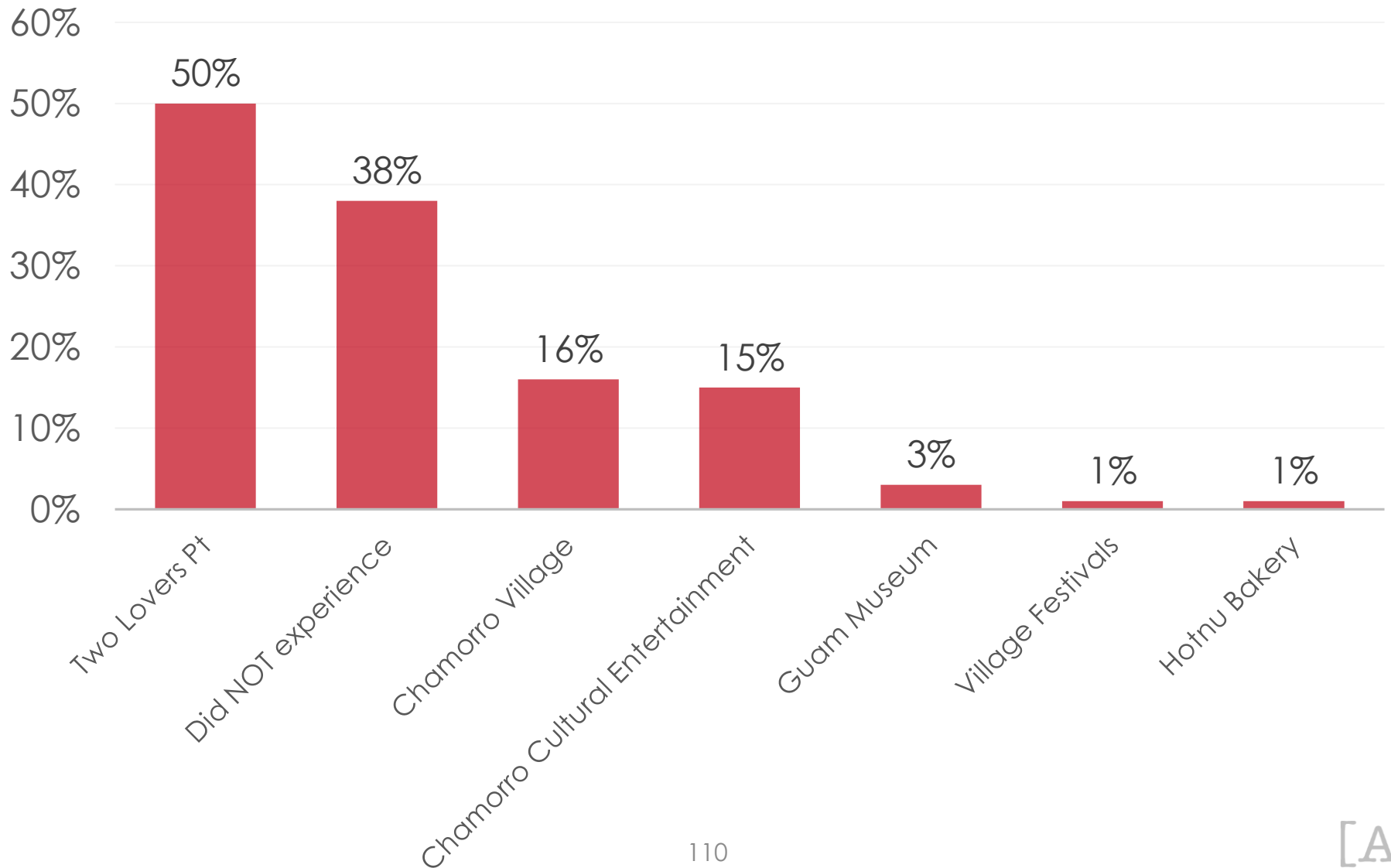
SECTION 7

GUAM CULTURE

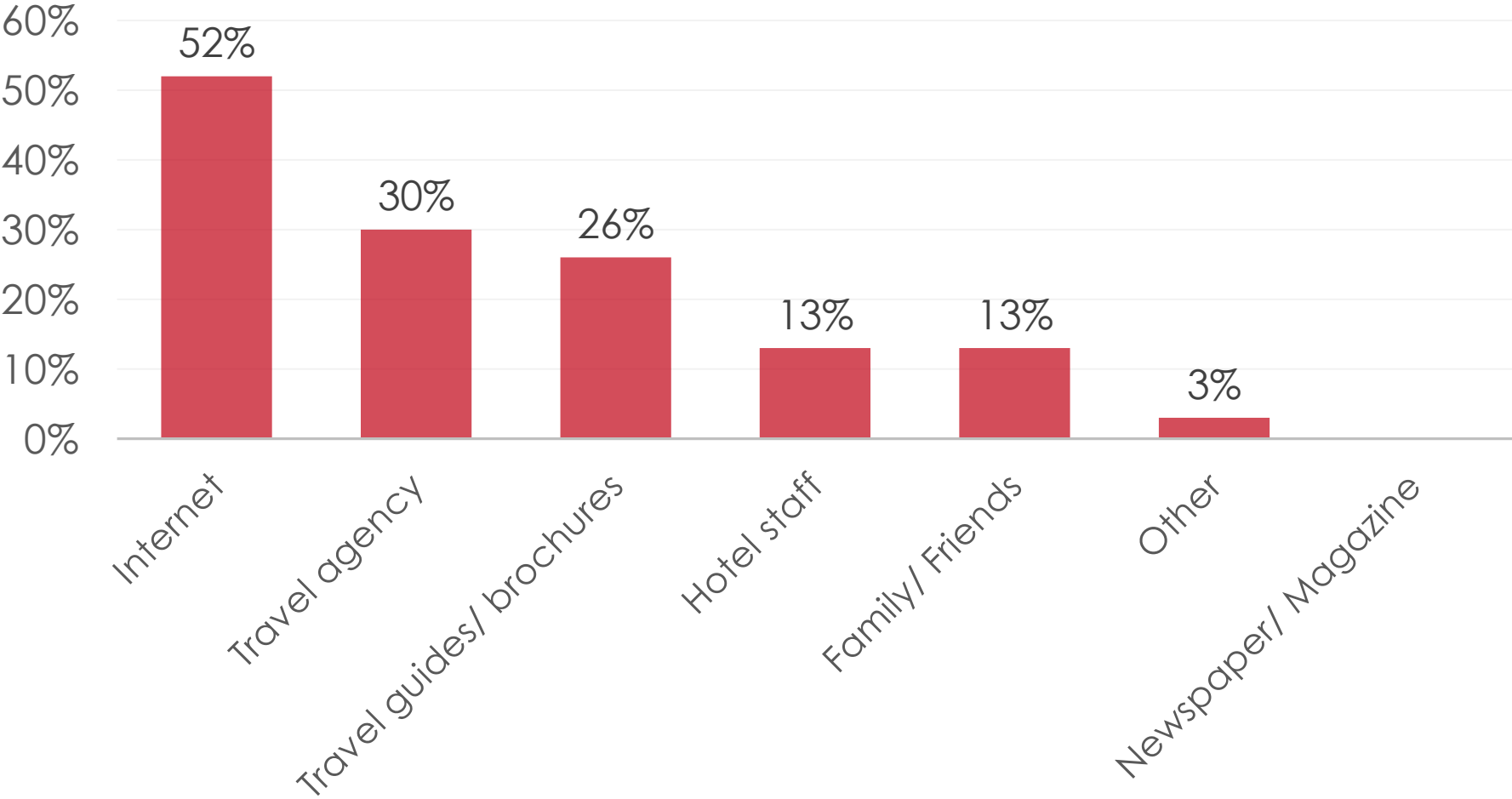
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



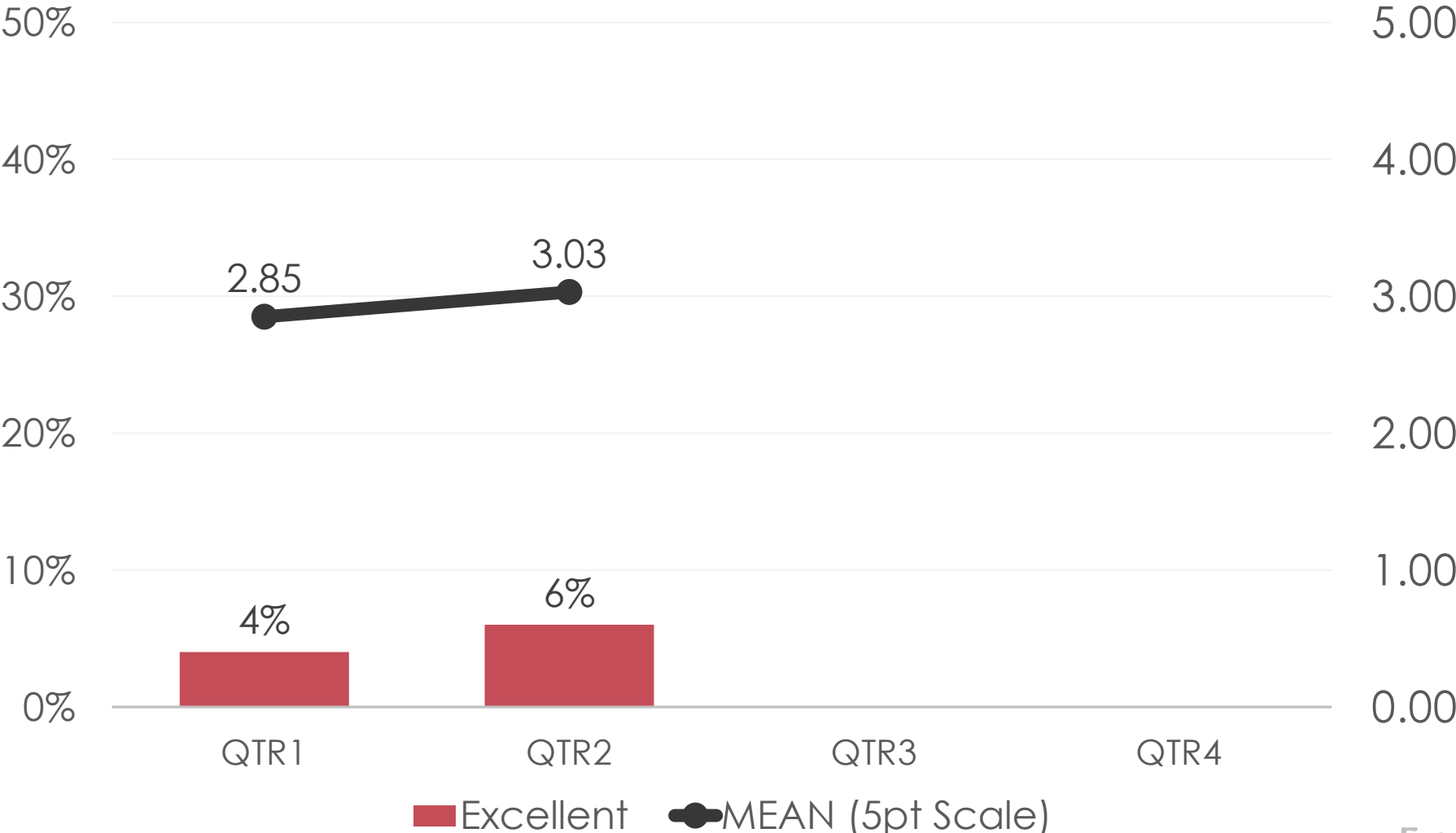
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



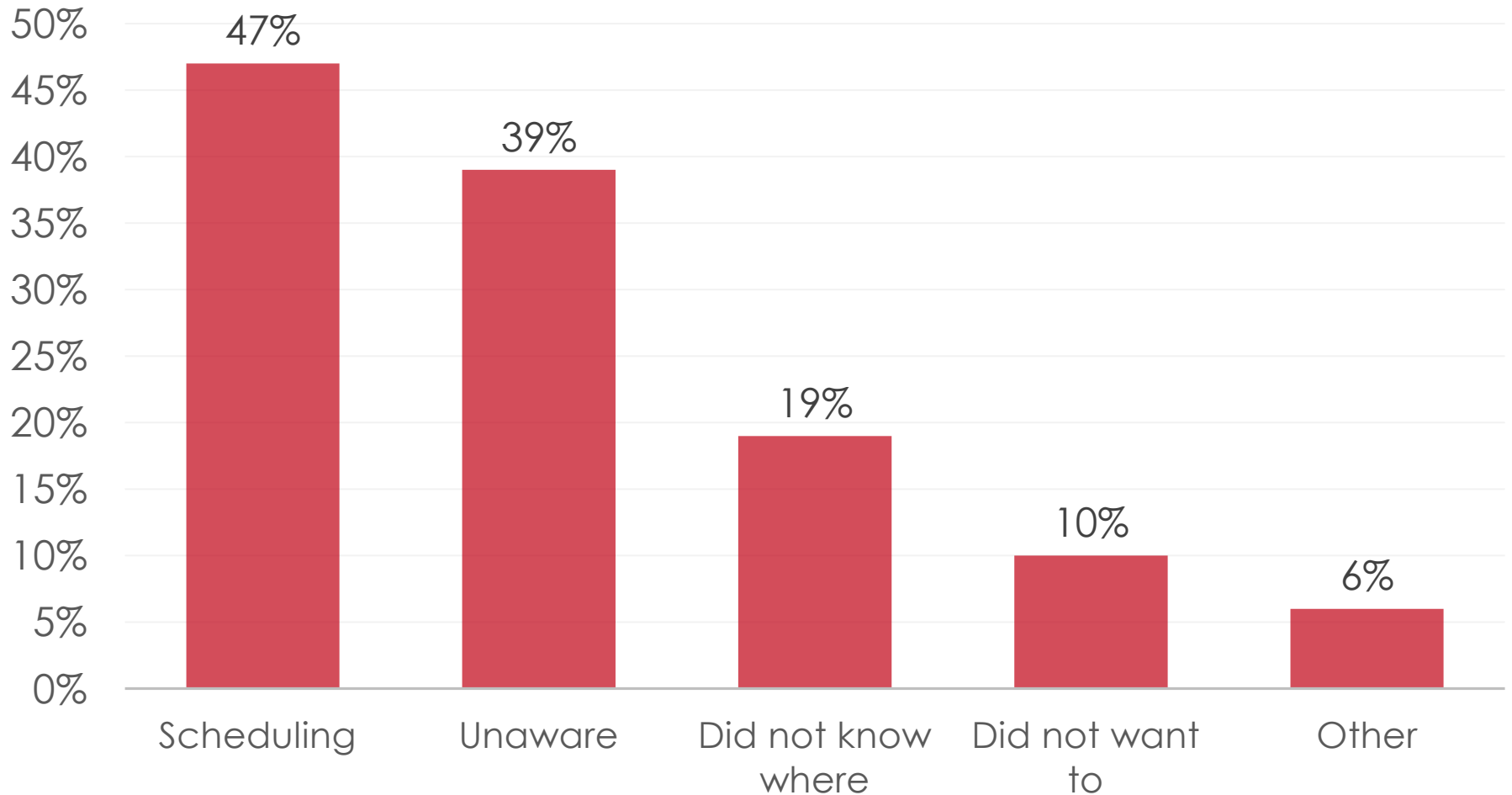
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



ADVANCED STATISTICS

Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p < .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st & 2nd Qtr. 2017, and Overall 2017			
	1st Qtr 2017	2nd Qtr 2017	Overall 2017
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	5	3
Ease of getting around	7	7	7
Safety walking around at night			
Quality of daytime tours		2	5
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping	5		9
Variety of shopping			
Price of things on Guam			
Quality of hotel accommodations	4	4	4
Quality/cleanliness of air, sky		8	8
Quality/cleanliness of parks	8		
Quality of landscape in Tumon	1	1	1
Quality of landscape in Guam	9	6	6
Quality of ground handler	6		10
Quality/cleanliness of transportation vehicles	2	3	2
% of Per Person On Island Expenditures Accounted For	56.4%	51.7%	54.3%
NOTE: Only significant drivers are included.			

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by eight significant factors in the 2nd Quarter FY2017 Period. By rank order they are:
 - **Quality of landscape in Tumon,**
 - **Quality of day time tours,**
 - **Quality/cleanliness of transportation vehicles,**
 - **Quality of hotel accommodations,**
 - **Quality & cleanliness of beaches & parks,**
 - **Quality of landscape in Guam,**
 - **Ease of getting around, and**
 - **Quality/cleanliness of air, sky.**
- With all eight factors the overall r^2 is .517 meaning that **51.7% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, 1st & 2nd Qtr. 2017 and Overall 2017			
	1st Qtr 2017	2nd Qtr 2017	Overall 2017
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks	3		
Ease of getting around			
Safety walking around at night			
Quality of daytime tours			
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			3
Variety of shopping			
Price of things on Guam	2		2
Quality of hotel accommodations			
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon			
Quality of landscape in Guam			
Quality of ground handler	1		
Quality/cleanliness of transportation vehicles			1
% of Per Person On Island Expenditures Accounted For	2.9%	0.0%	1.2%
NOTE: Only significant drivers are included.			

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by no significant factors in the 2nd Quarter FY2017 period.