



# Guam Visitors Bureau

## Korea Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 - QTR.2 (JAN-MAR 2019)

[ANTHOLOGY®]  
RESEARCH



# Background and Methodology

- All surveys were partially interviewer administered. Upon completion of the surveys, Anthology's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent was present.
- A total of 1,069 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 1,069 is +/- 3.00 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 +/- 3.00 percentage points.



# Objectives

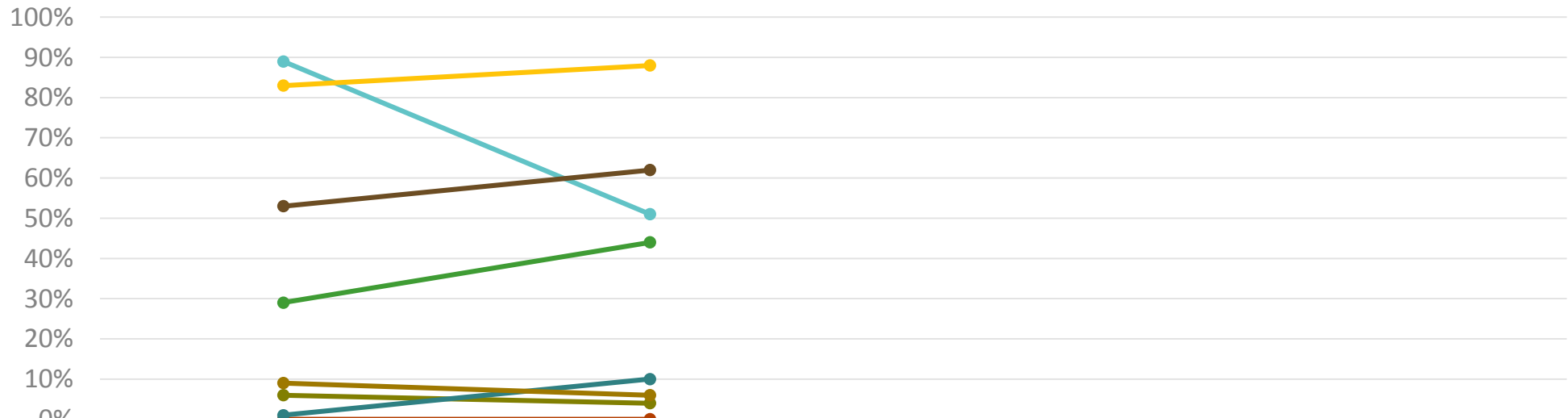
- To monitor the effectiveness of the Korea seasonal campaigns in attracting Korean visitors, refresh certain baseline data, to better understand the nature and economic value or impact of each of the targeted segments in the Korea marketing plan.
- Identify significant determinants of visitor satisfaction, 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 (Q11 Traveling w/ spouse/ child/ other family)
    - FIT (Q12/Q17- Not on group tour or prepaid package trip/ Q14 Direct booking air/ hotel)
    - Group Tour (Q12)
    - MICE (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
    - Honeymoon (Q8)
    - Wedding (Q8 Get married/ attend wedding)
    - Repeat Visitor (Q9)
    - Leisure traveler (Q8 Vacation/ relax/ beautiful beaches/ sightseeing)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all visitors from Korea) the most important determinants of on-island spending.



# Key Highlighted Segments



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Leisure Traveler	89%	51%		
Family	83%	88%		
Repeat	29%	44%		
FIT	53%	62%		
Honeymoon	6%	4%		
MICE	0%	0%		
Wedding	1%	10%		
Group	9%	6%		



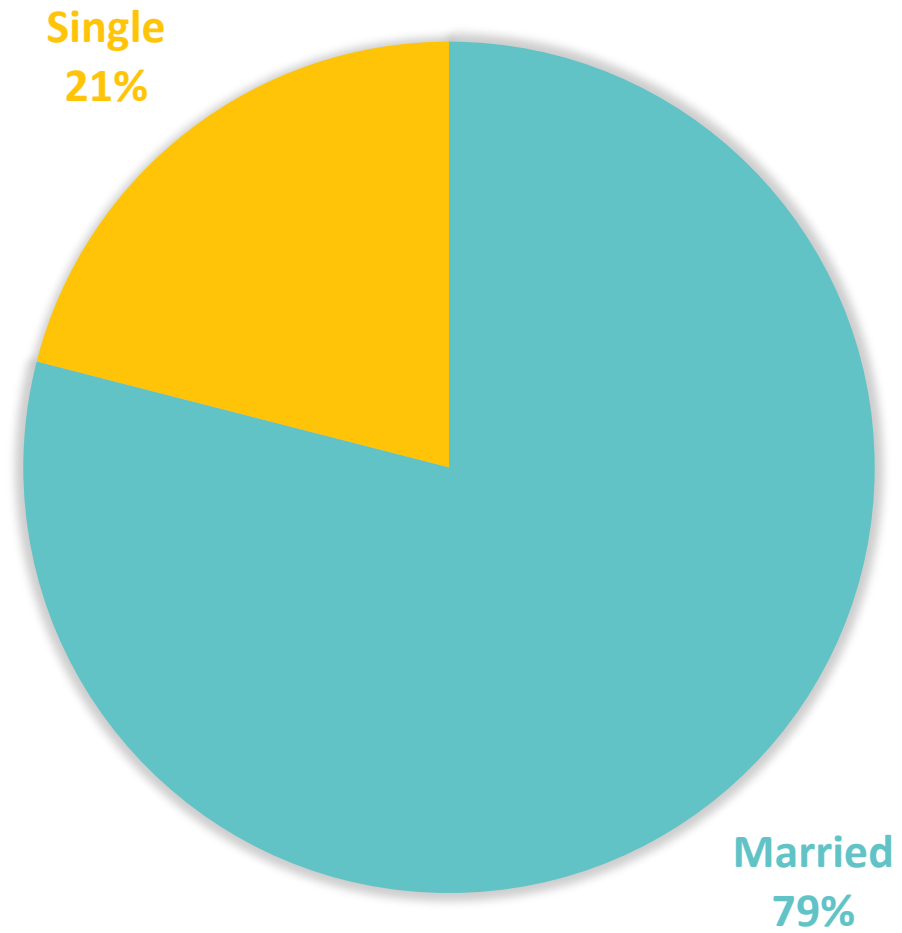
SECTION 1

# PROFILE OF RESPONDENTS

# GENDER

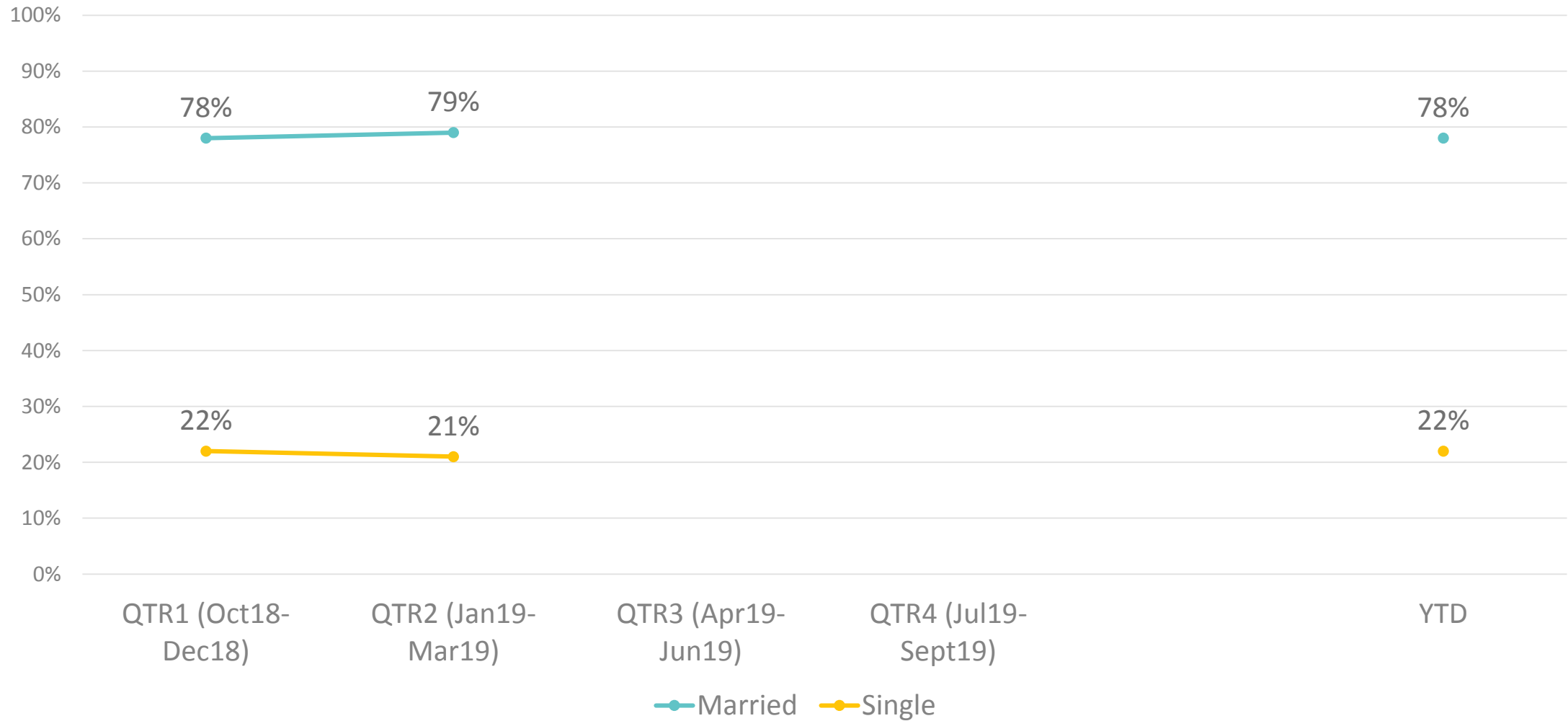


# MARITAL STATUS





# MARITAL STATUS – TRACKING



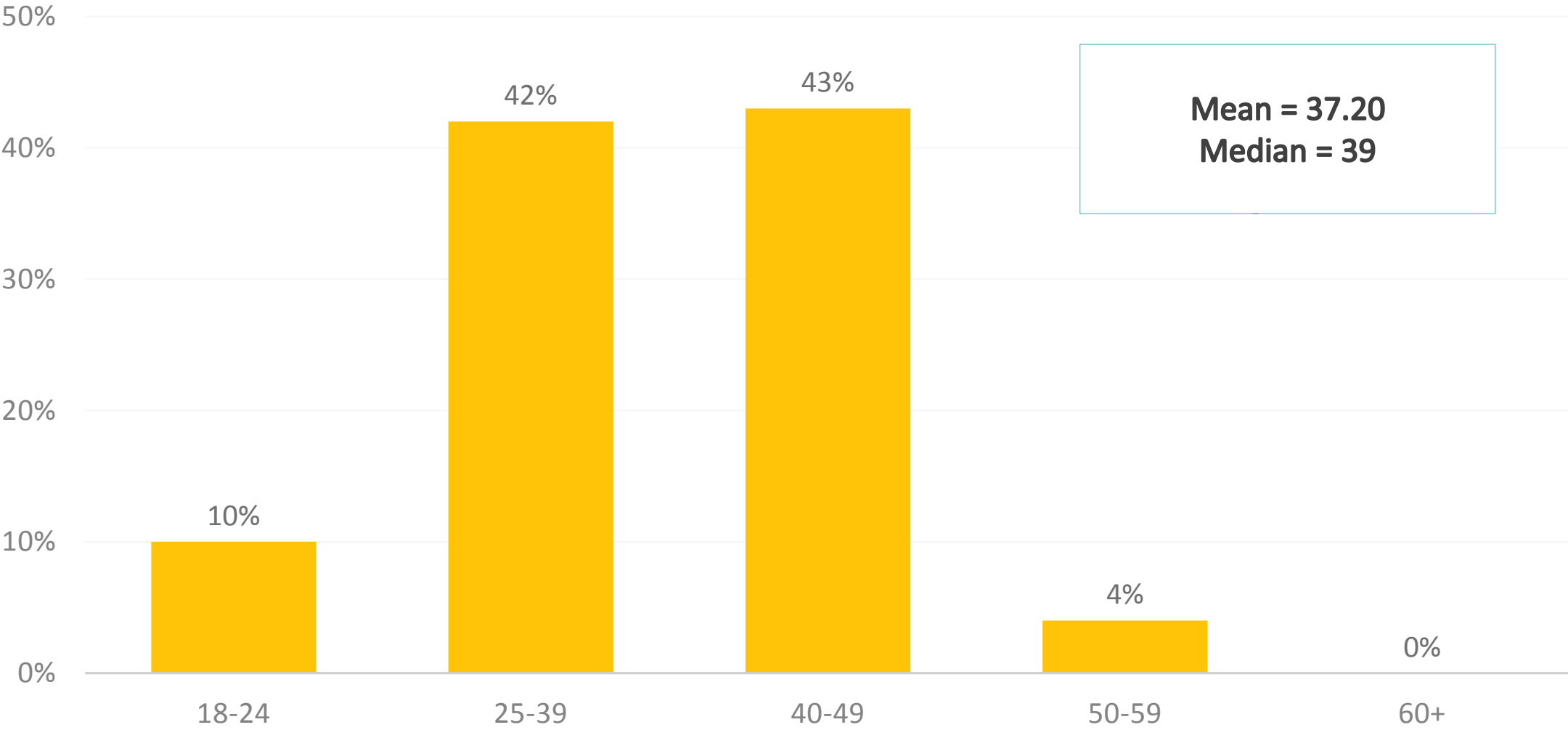
# MARITAL STATUS – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**QE Are you married or single?**

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
QE	Married	79%	88%	79%	74%	40%	95%	81%	85%	76%
	Single	21%	12%	21%	26%	60%	5%	19%	15%	24%
	Total	1069	937	665	68	5	39	111	471	545

\*Prepared by Anthology Research\*

# AGE



# AGE – TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN	35.13	37.20			36.17
MEDIAN	35	39			37



# AGE – SEGMENTATION

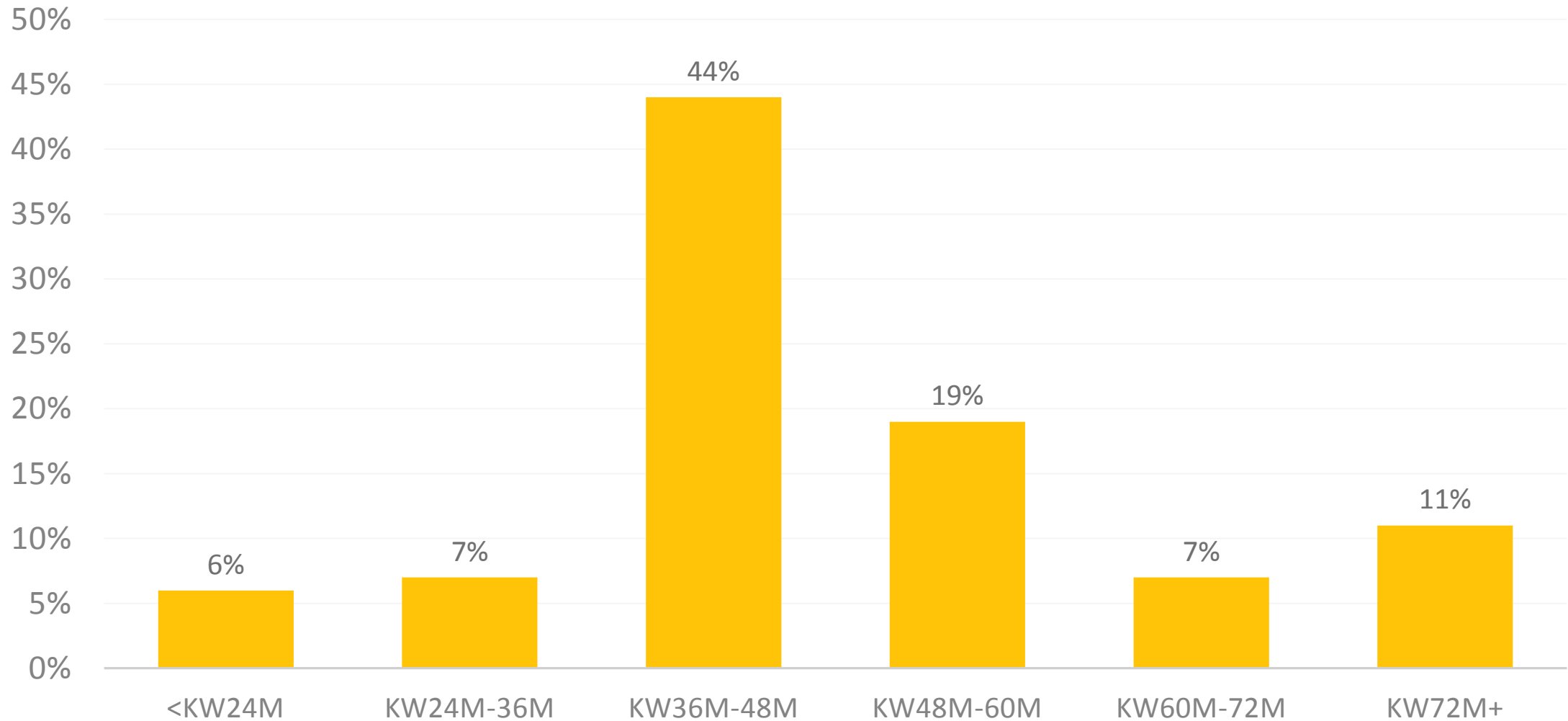
**GVB VISITOR SATISFACTION STUDY**  
**QF What was your age on your last birthday?**

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
QF	18-24	10%	10%	14%	16%	20%	5%	19%	14%	6%
	25-39	42%	37%	32%	35%	40%	79%	14%	25%	66%
	40-49	43%	48%	51%	41%	40%	15%	59%	57%	26%
	50-59	4%	5%	4%	7%			9%	4%	3%
	60+	0%							0%	0%
	Total	1069	937	665	68	5	39	111	471	545
QF	Mean	37.20	38.32	37.43	36.65	33.00	32.62	38.80	38.92	35.60
	Median	39	40	40	39	35	31	40	40	35

\*Prepared by Anthology Research\*



# HOUSEHOLD INCOME



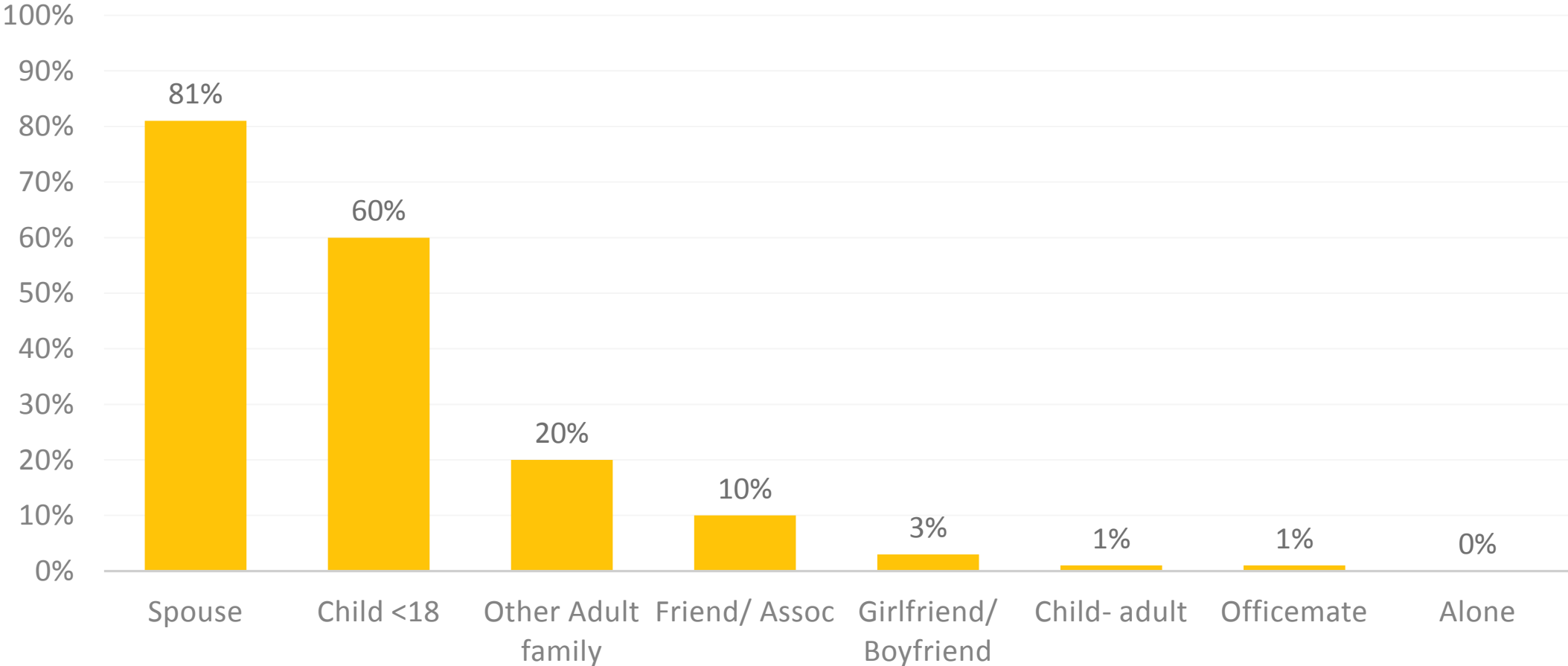
# HOUSEHOLD INCOME – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**D2 What is your approximate annual household income, before taxes?**

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
D2	<KW12,000,000	2%	0%	1%	1%				0%	3%
	KW12,000,001-KW24,000,000	4%	2%	2%	1%		5%		1%	8%
	KW24,000,001-KW36,000,000	7%	6%	3%	3%		18%	2%	3%	13%
	KW36,000,001-KW48,000,000	44%	49%	56%	34%	20%	41%	72%	63%	18%
	KW48,000,001-KW60,000,000	19%	21%	19%	22%	60%	15%	23%	20%	19%
	KW60,000,010KW72,000,000	7%	8%	6%	6%		13%	2%	6%	12%
	KW72,000,001+	11%	12%	9%	24%		5%	2%	7%	21%
	No Income/Rf	5%	2%	4%	9%	20%	3%		0%	7%
	Total	1069	937	665	68	5	39	111	471	545

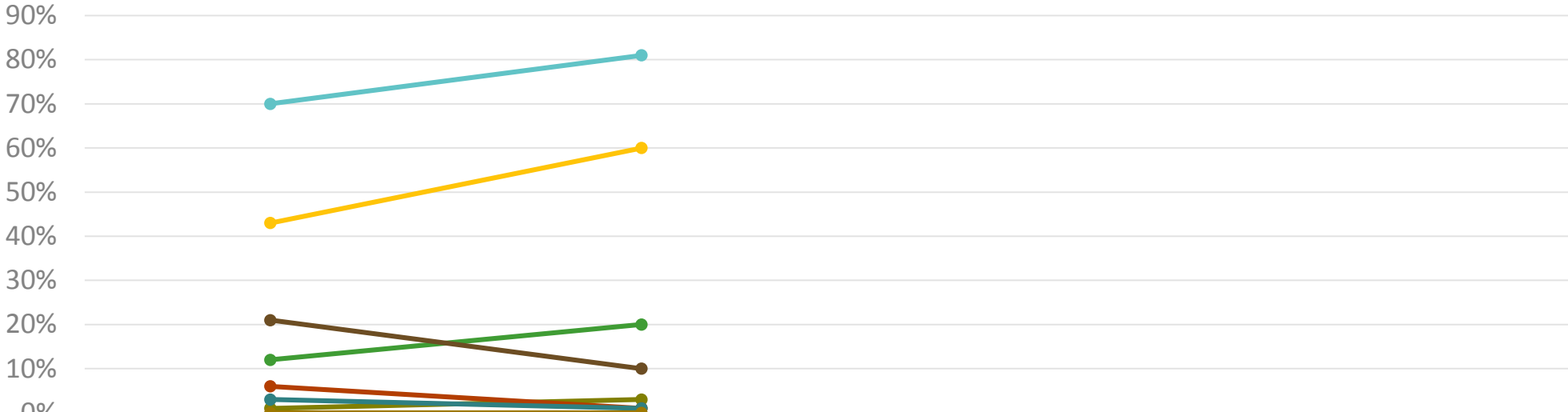
\*Prepared by Anthology Research\*

# TRAVEL PARTY





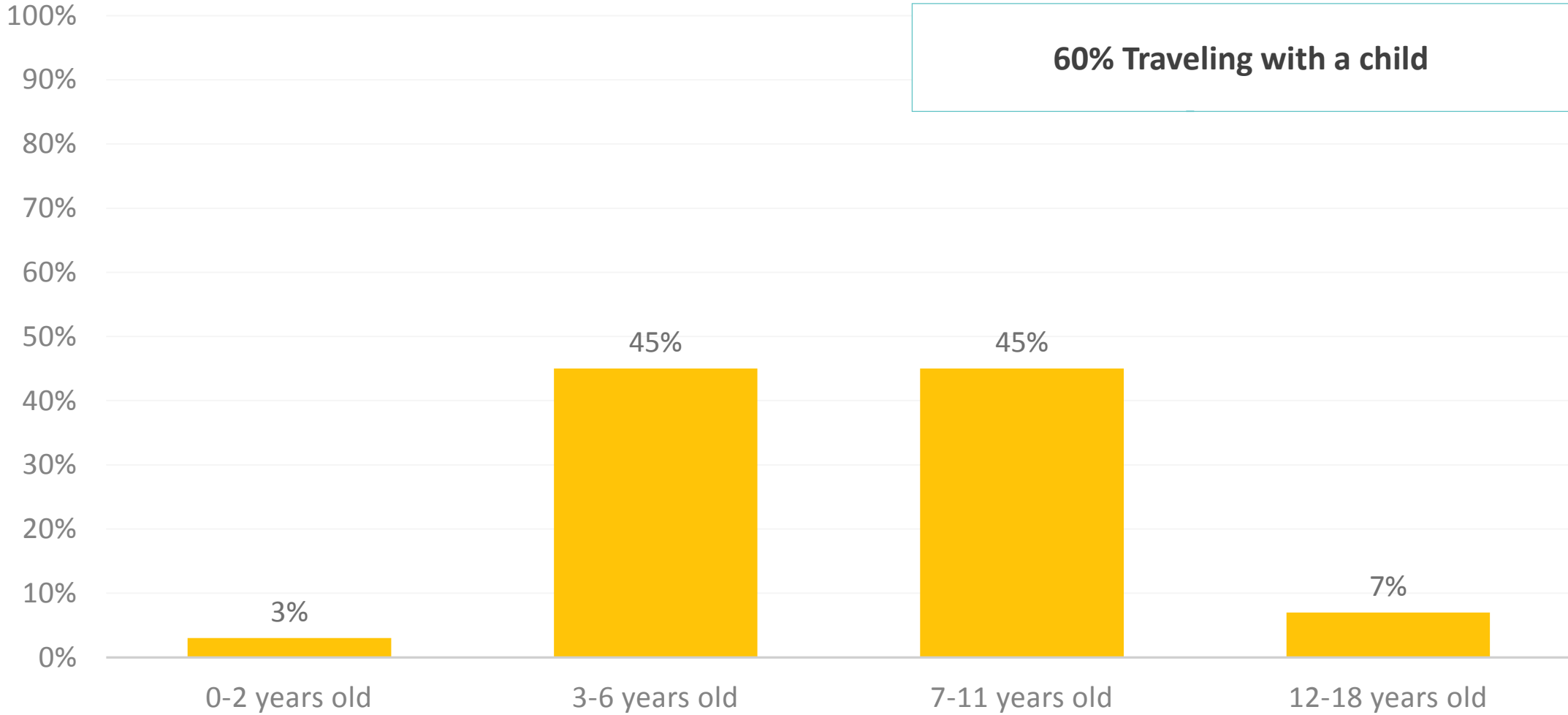
# TRAVEL PARTY – TRACKING



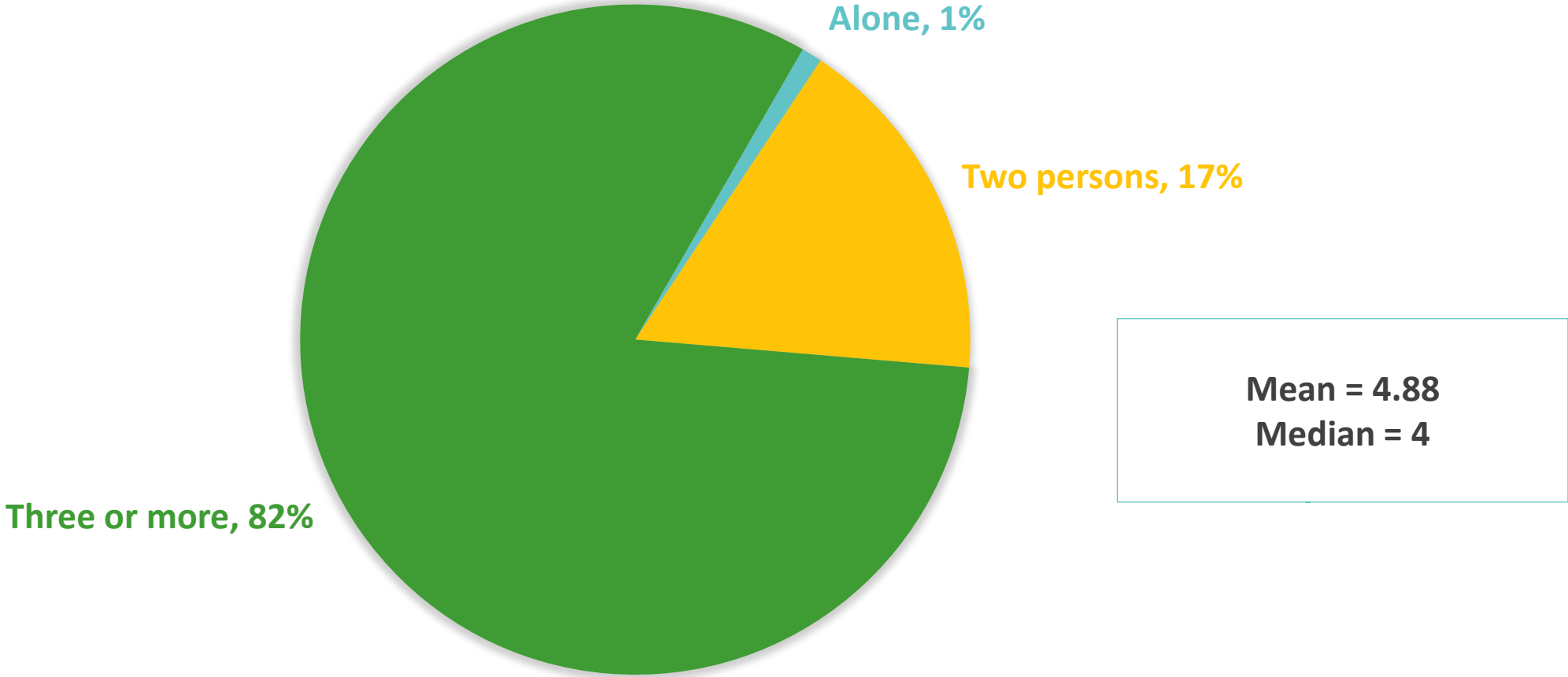
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Spouse	70%	81%		
Child<18	43%	60%		
Adult family	12%	20%		
Friend/ Assoc	21%	10%		
GF/BF	1%	3%		
Officemate	6%	1%		
Child- adult	3%	1%		
Alone	0%	0%		



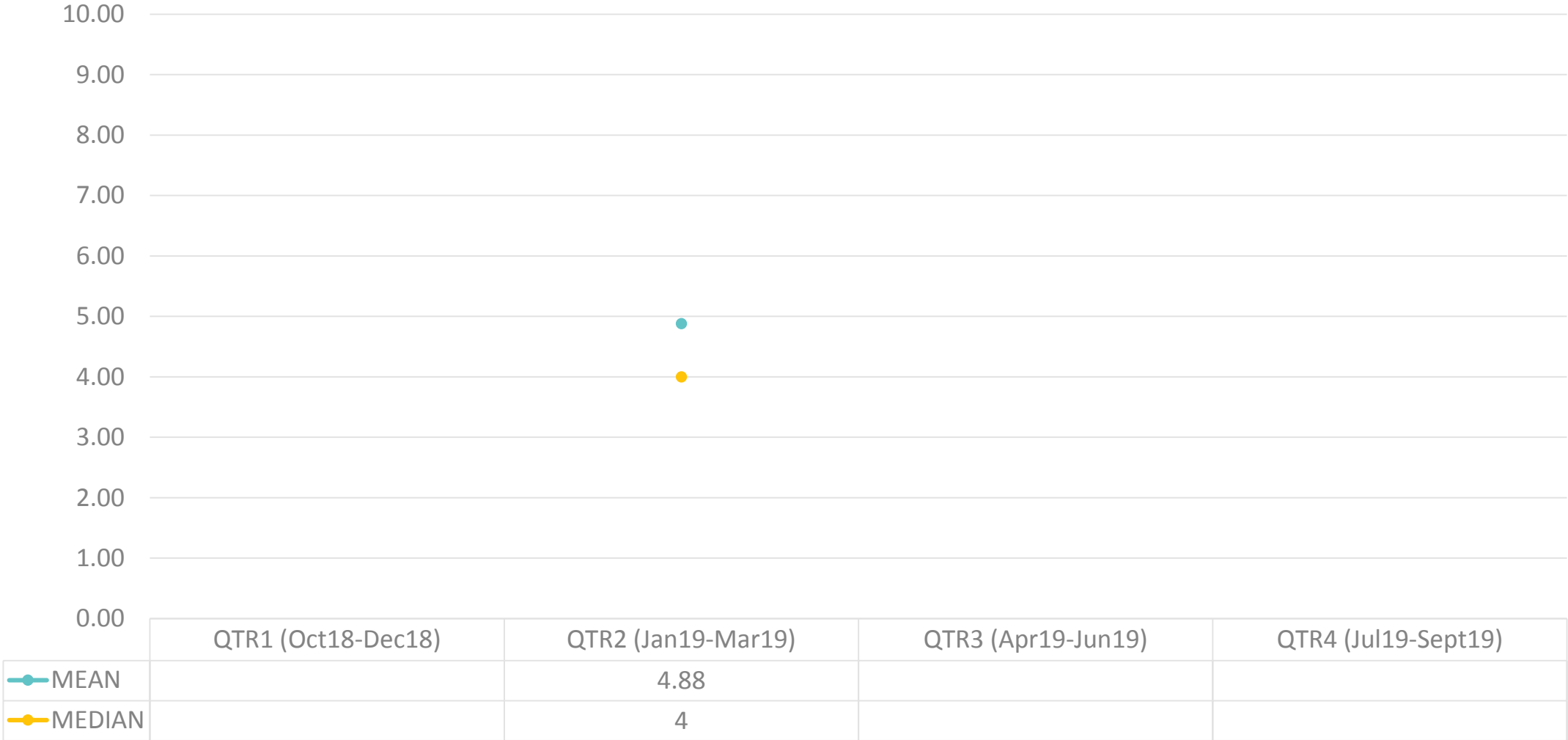
# TRAVEL PARTY – CHILD UNDER 18



# TRAVEL PARTY SIZE



# TRAVEL PARTY SIZE – TRACKING



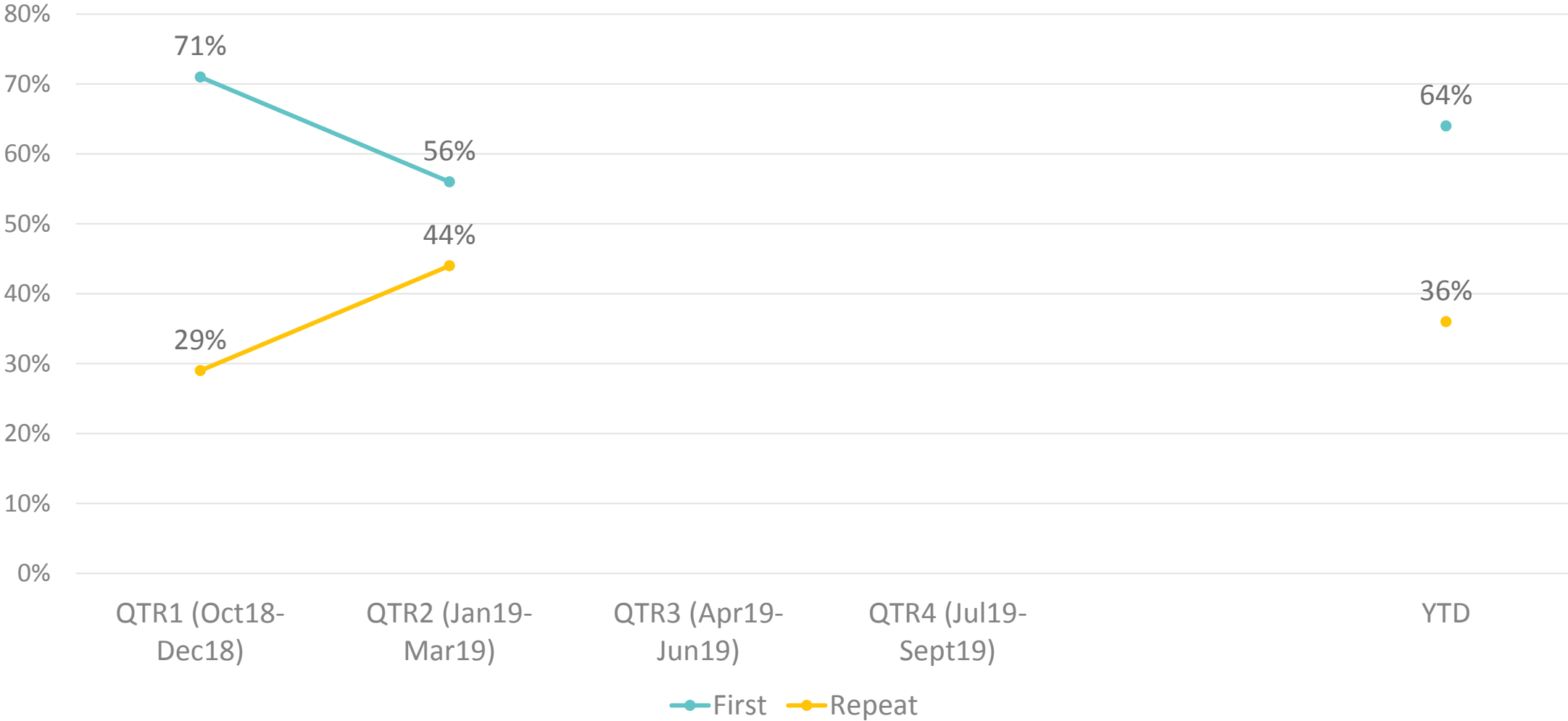
# TRIPS TO GUAM



Mean = 1.75  
Median = 1



# TRIPS TO GUAM – TRACKING



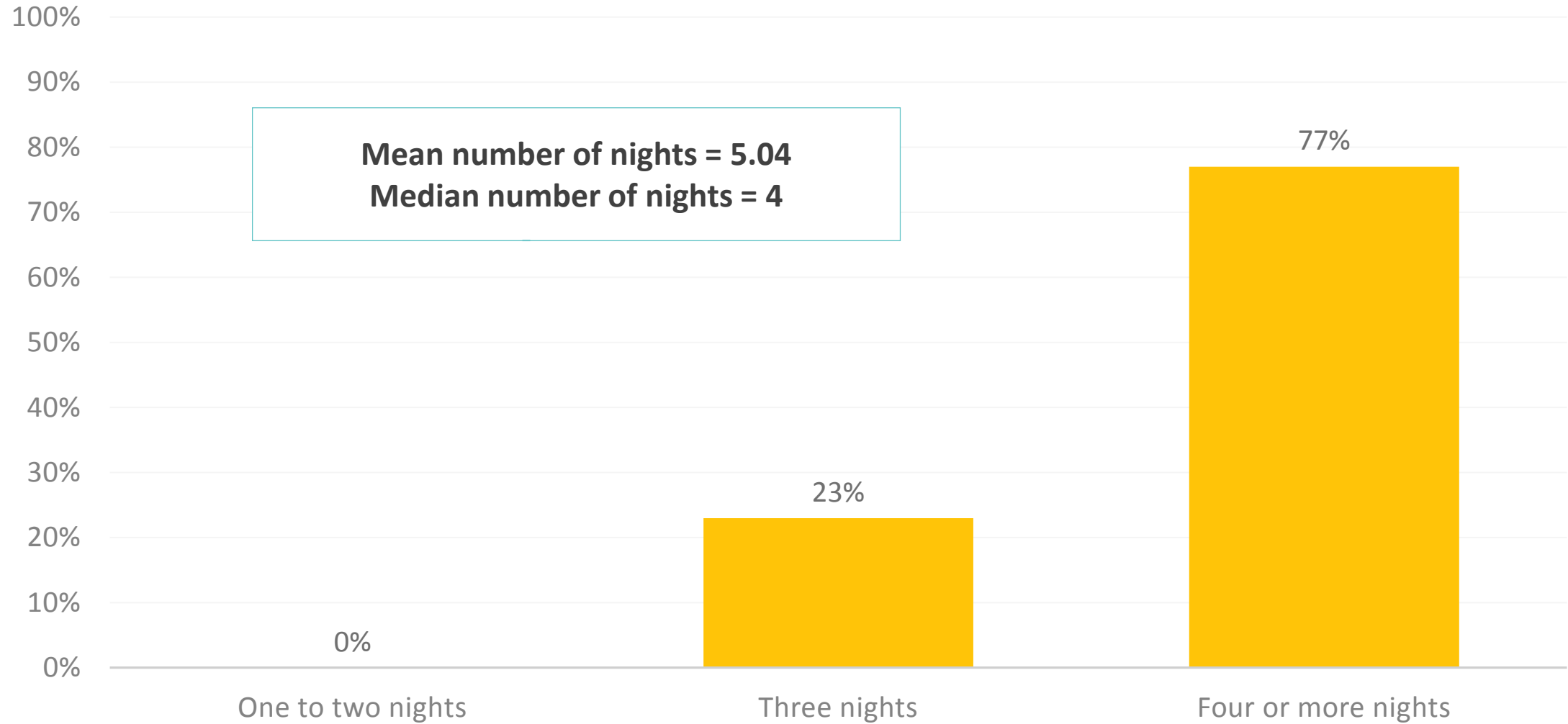
# TRIPS TO GUAM – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**Q9 Including this trip, how many times have you been to Guam?**

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
Q9	1st time	56%	51%	39%	60%	60%	69%	36%		82%
	Repeat	44%	49%	61%	40%	40%	31%	64%	100%	18%
	Total	1069	937	665	68	5	39	111	471	545
Q9	Mean	1.75	1.84	2.05	1.65	1.80	2.87	2.15	2.69	1.28
	Median	1	1	2	1	1	1	2	2	1

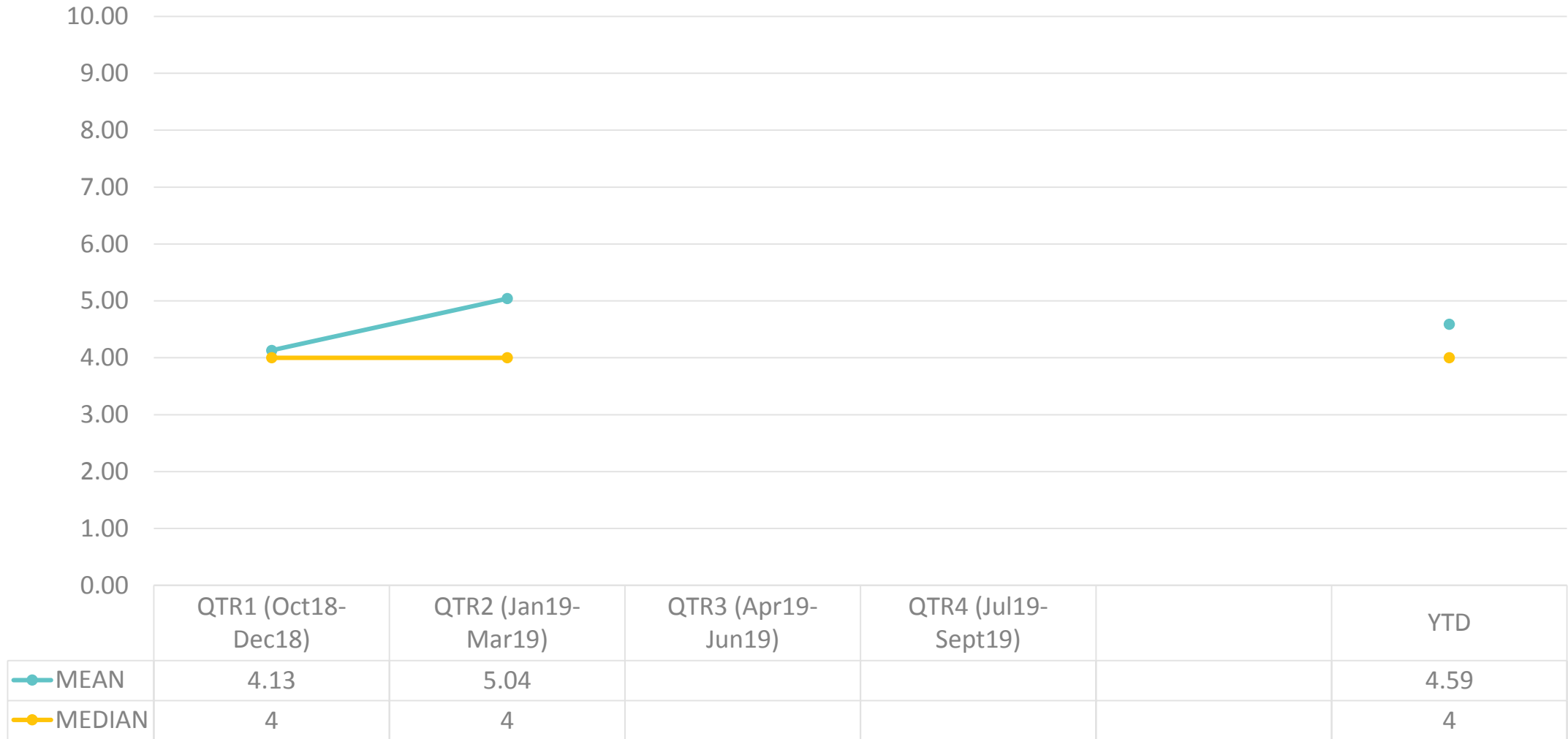
\*Prepared by Anthology Research\*

# LENGTH OF STAY





# LENGTH OF STAY – TRACKING



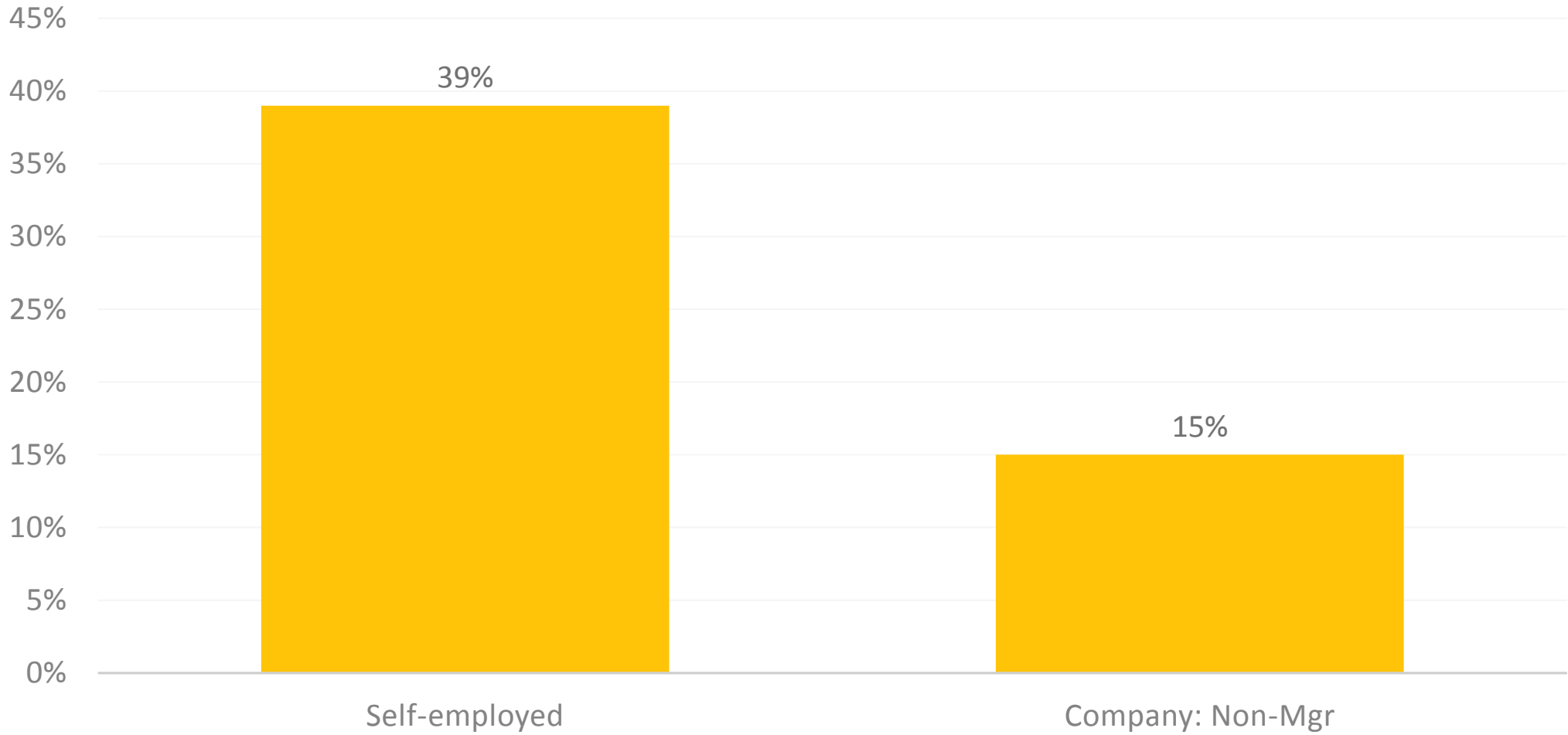
# LENGTH OF STAY – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**SA How many nights did you stay on Guam?**

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
SA	1-2 nights	0%	0%	0%					0%	0%
	3 nights	23%	19%	11%	31%	60%	10%	1%	8%	40%
	4+	77%	80%	89%	69%	40%	90%	99%	92%	60%
	Total	1069	937	665	68	5	39	111	471	545
SA	Mean	5.04	5.21	5.73	5.03	3.60	4.79	6.76	5.97	3.90
	Median	4	5	5	4	3	5	6	6	4

\*Prepared by Anthology Research\*

# OCCUPATION – Top Responses (10%+)



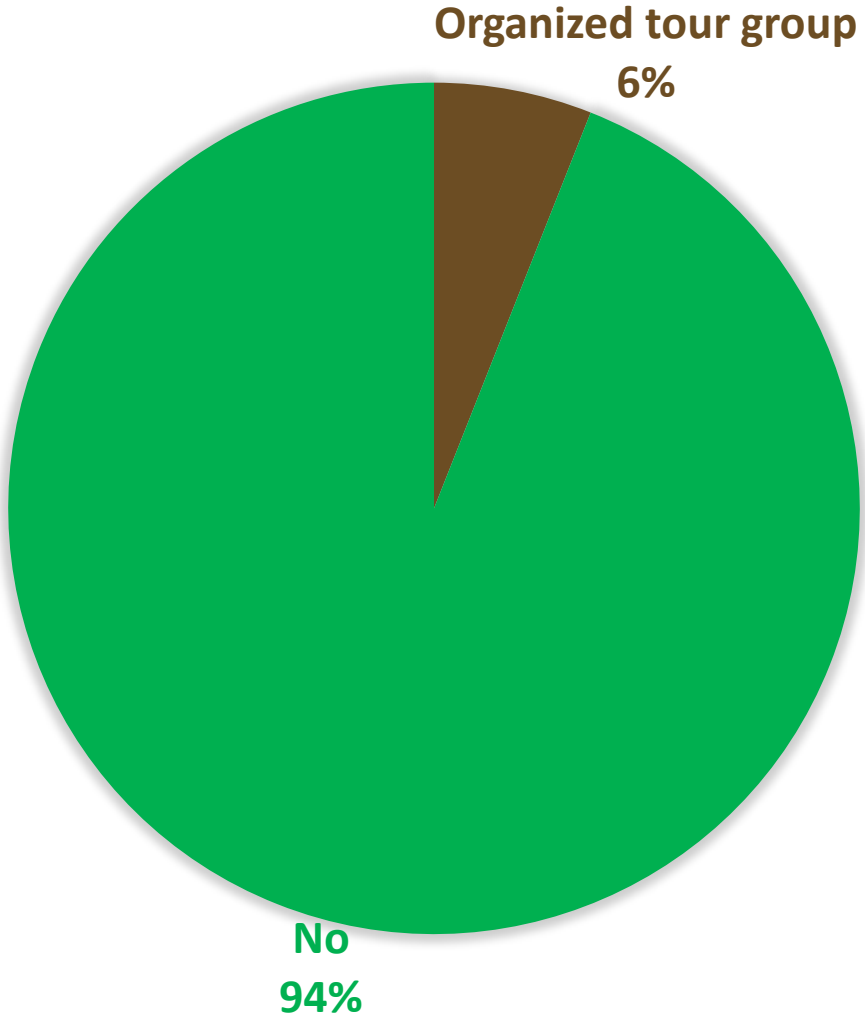


SECTION 2

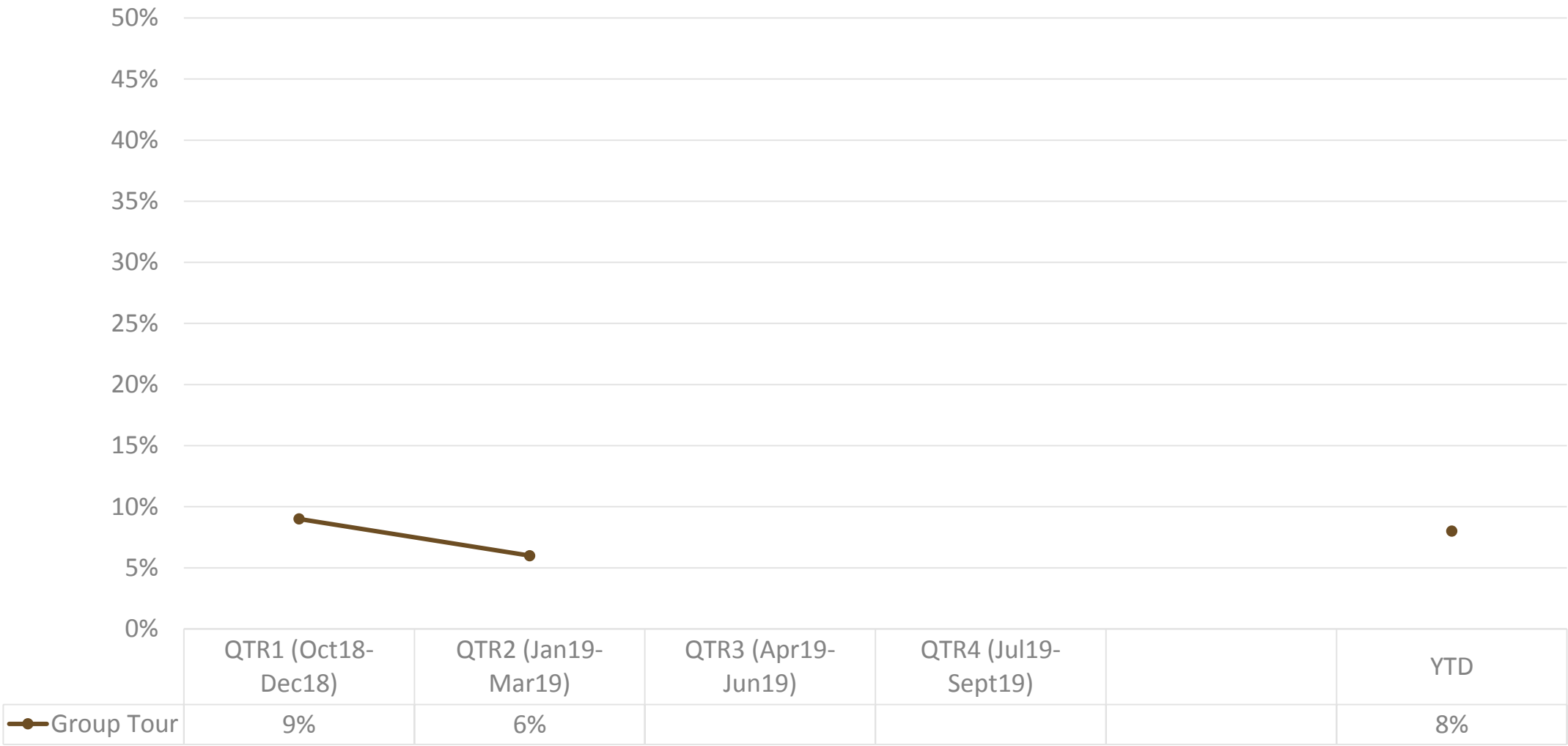
# TRAVEL PLANNING



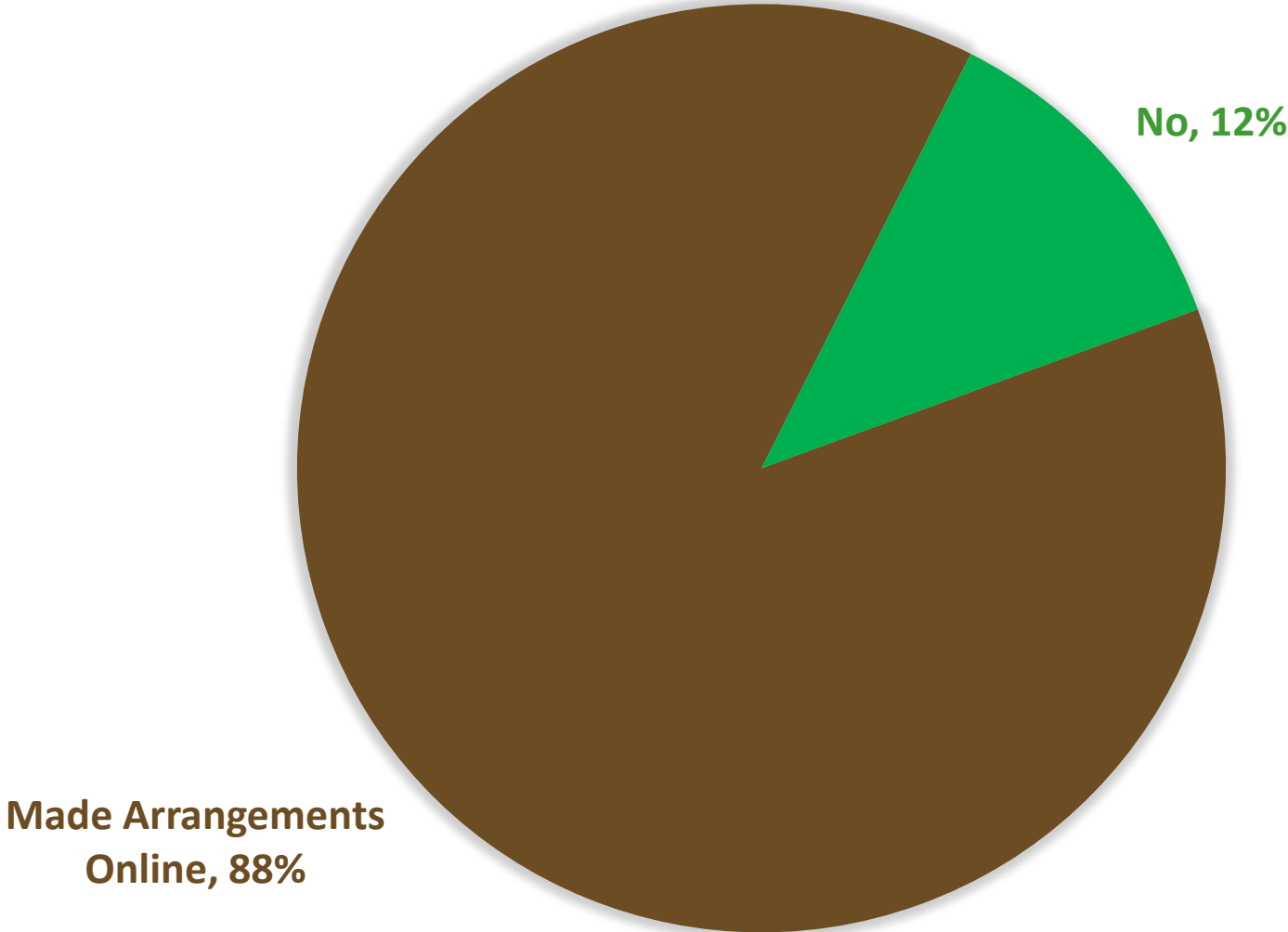
# ORGANIZED TOUR GROUP



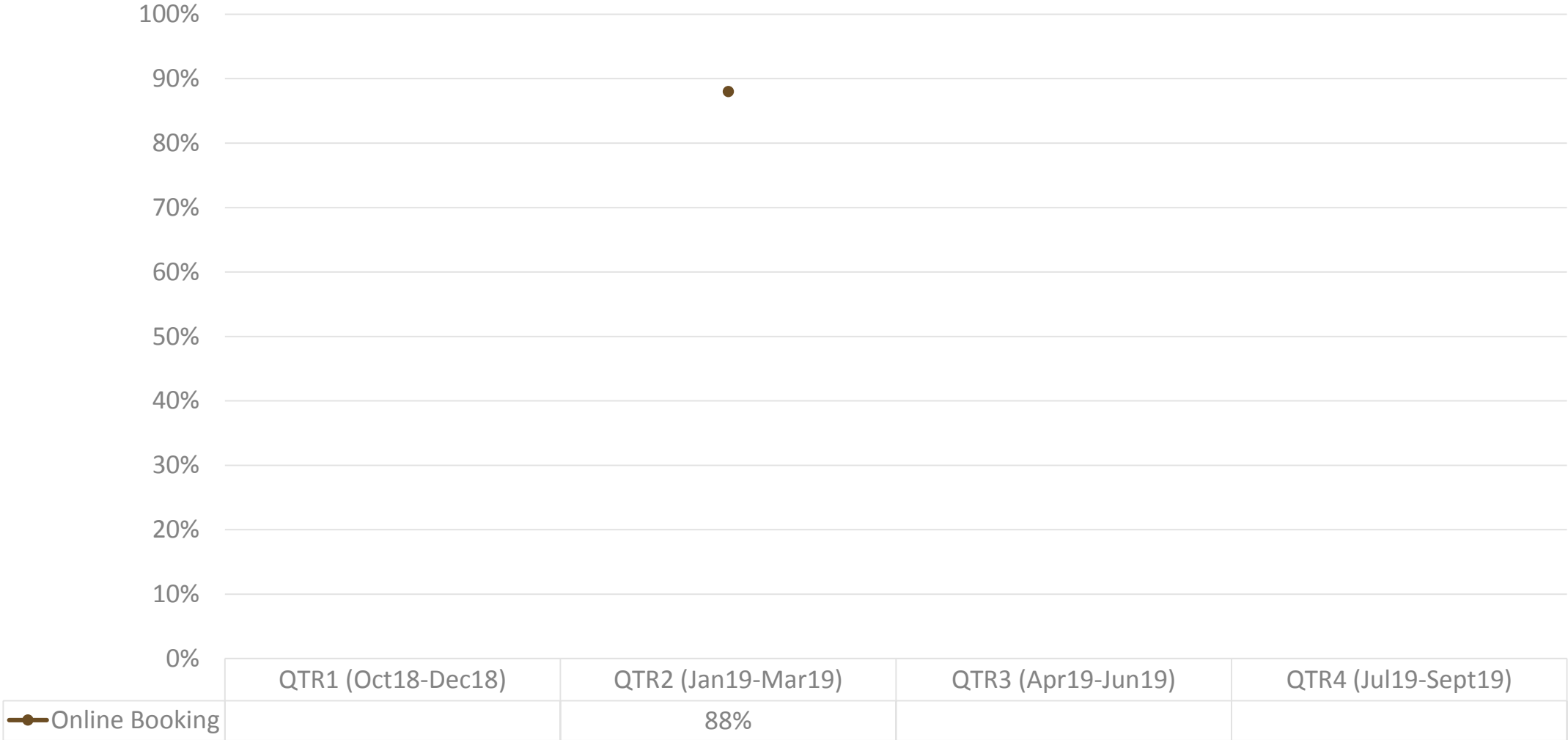
# ORGANIZED TOUR GROUP – TRACKING



# ONLINE BOOKING

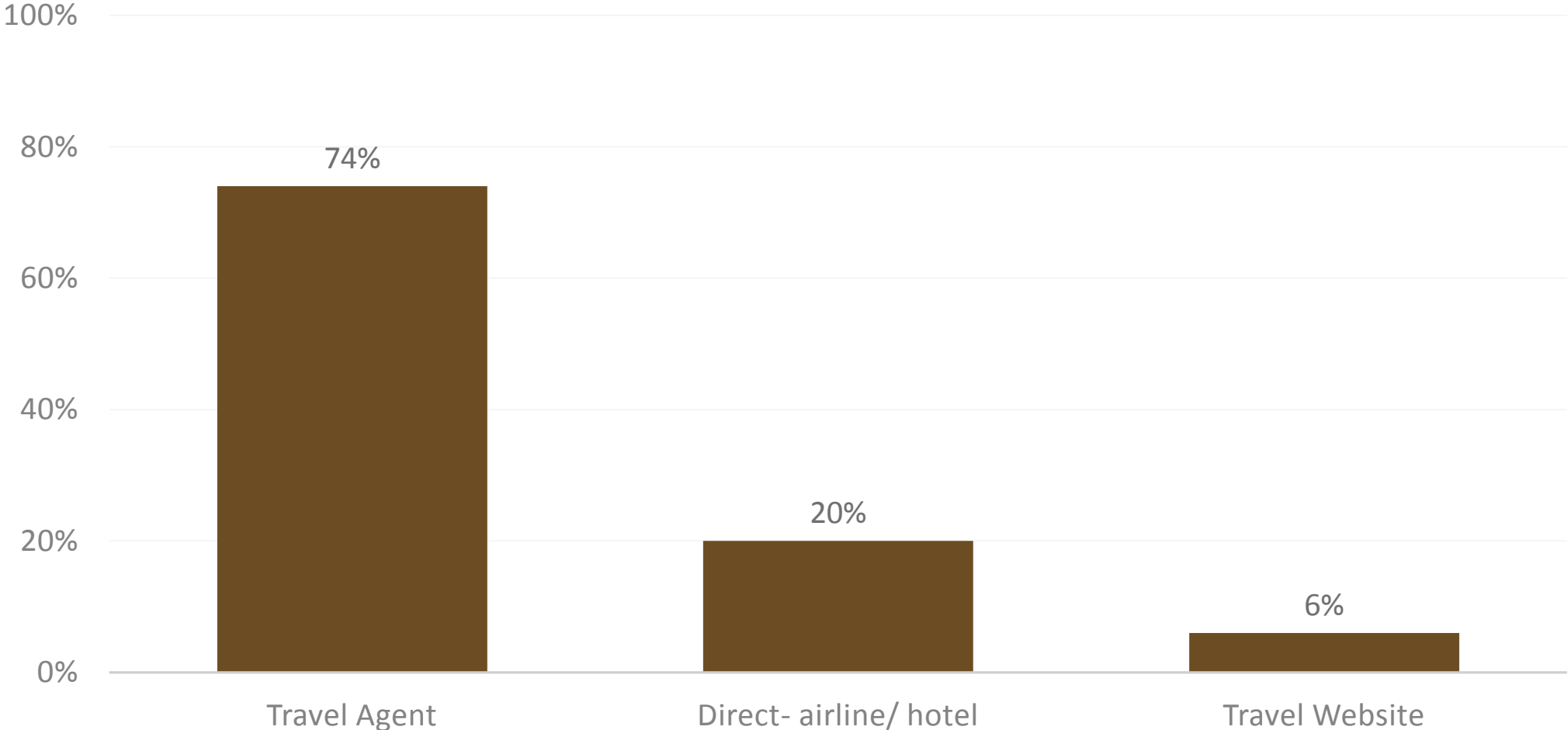


# ONLINE BOOKING – TRACKING





# TRAVEL ARRANGEMENTS



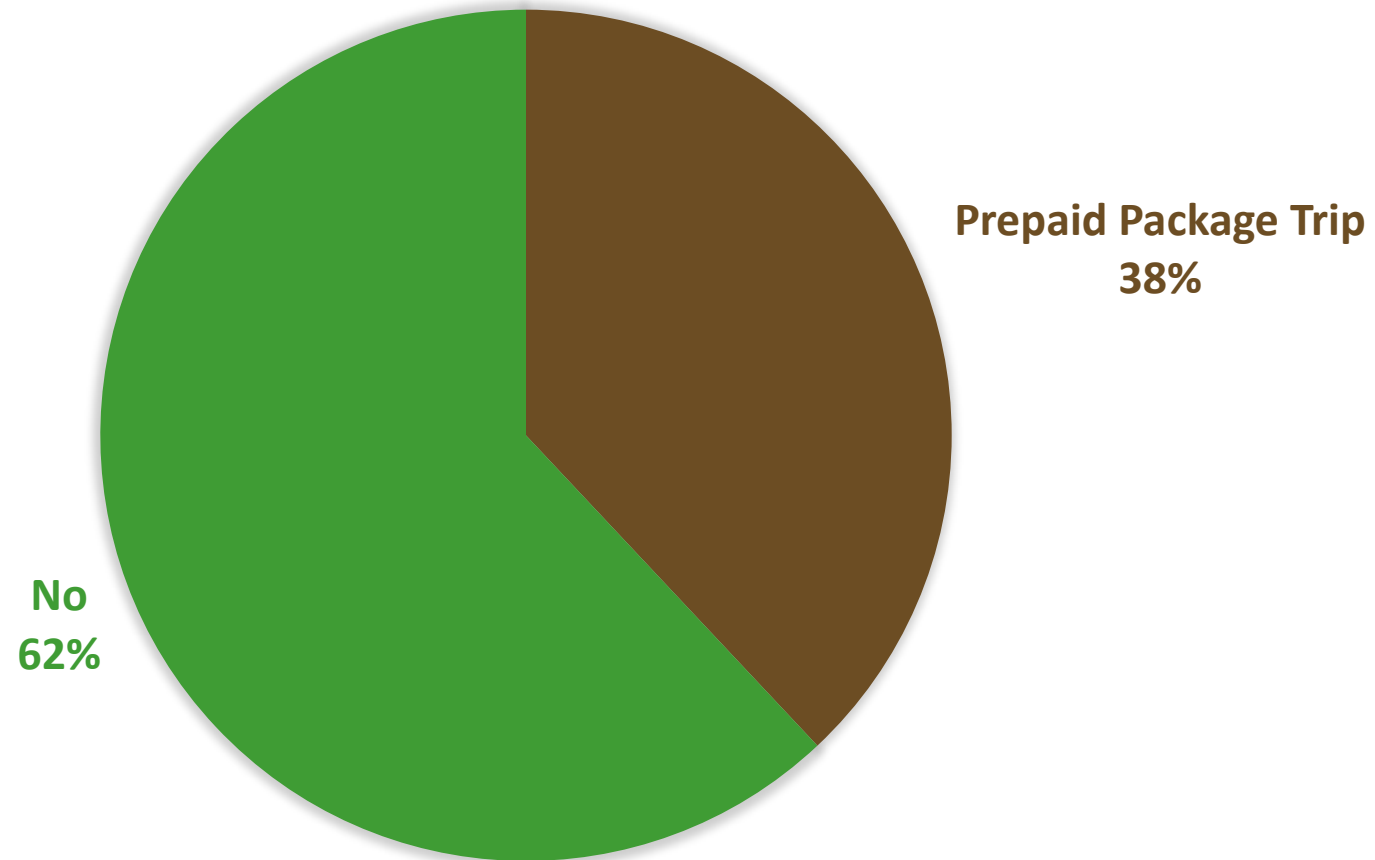
# TRAVEL ARRANGEMENTS – TRACKING



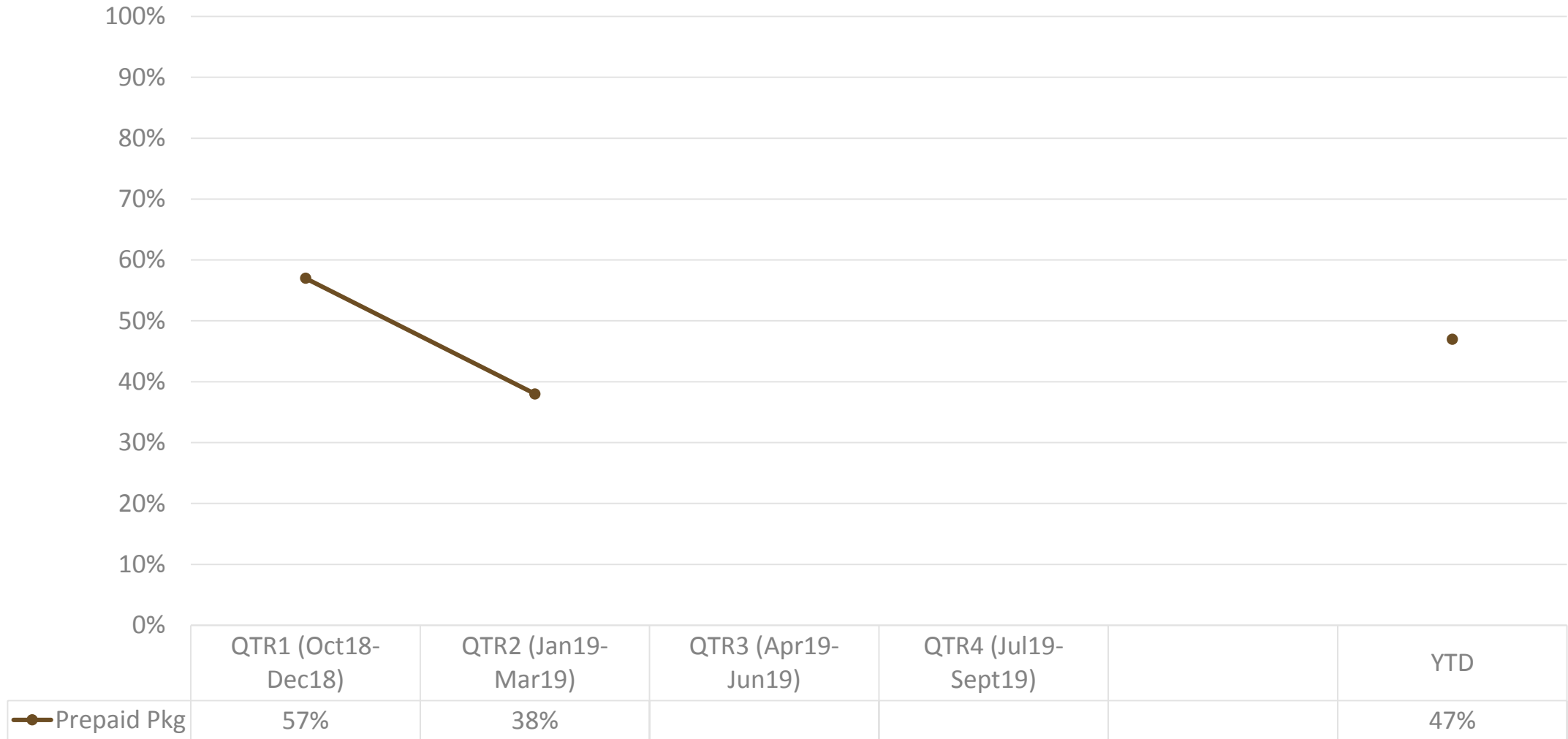
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
Travel Agent		74%			74%
Travel Website		6%			6%
Direct- Airline/ Hotel		20%			20%



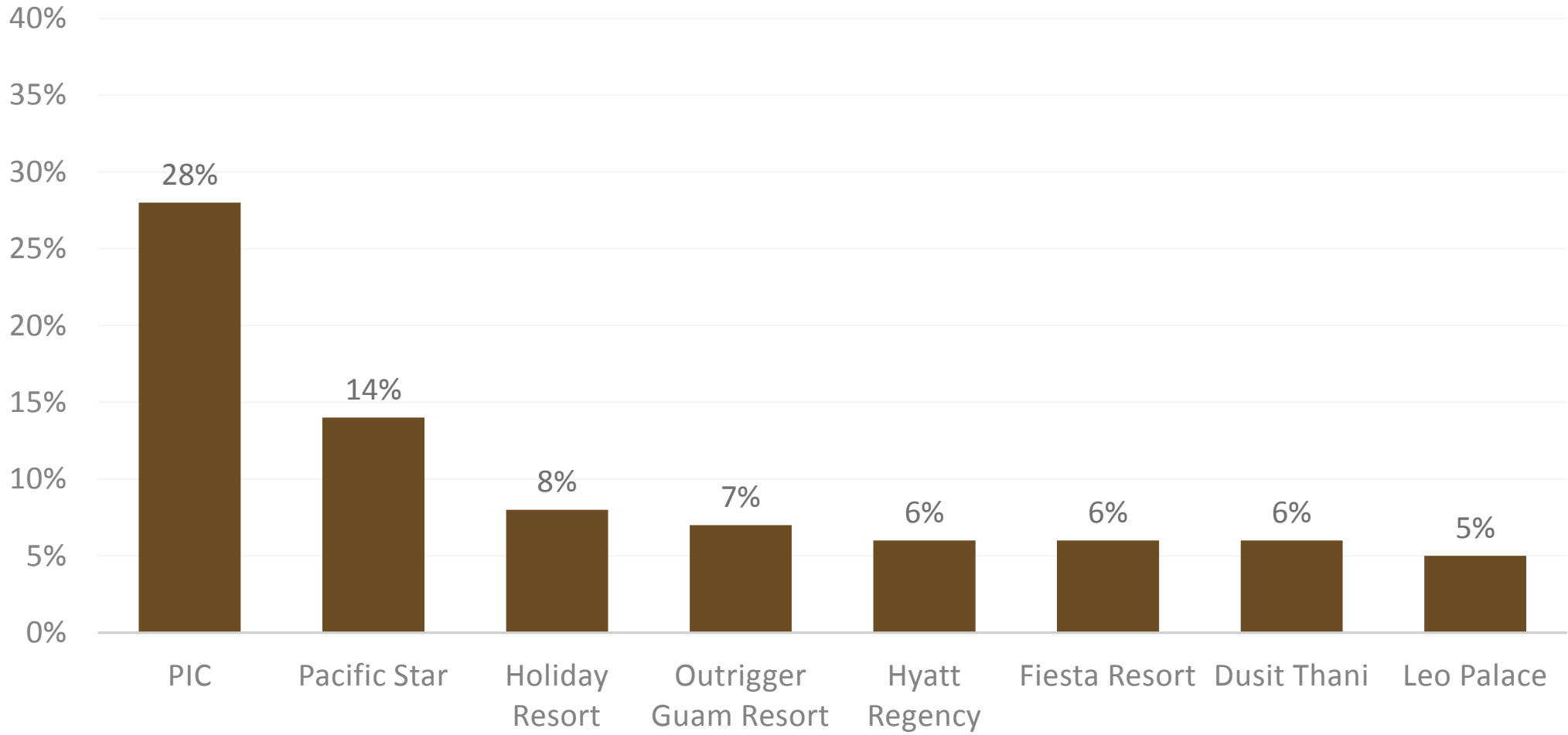
# PREPAID PACKAGE TRIP



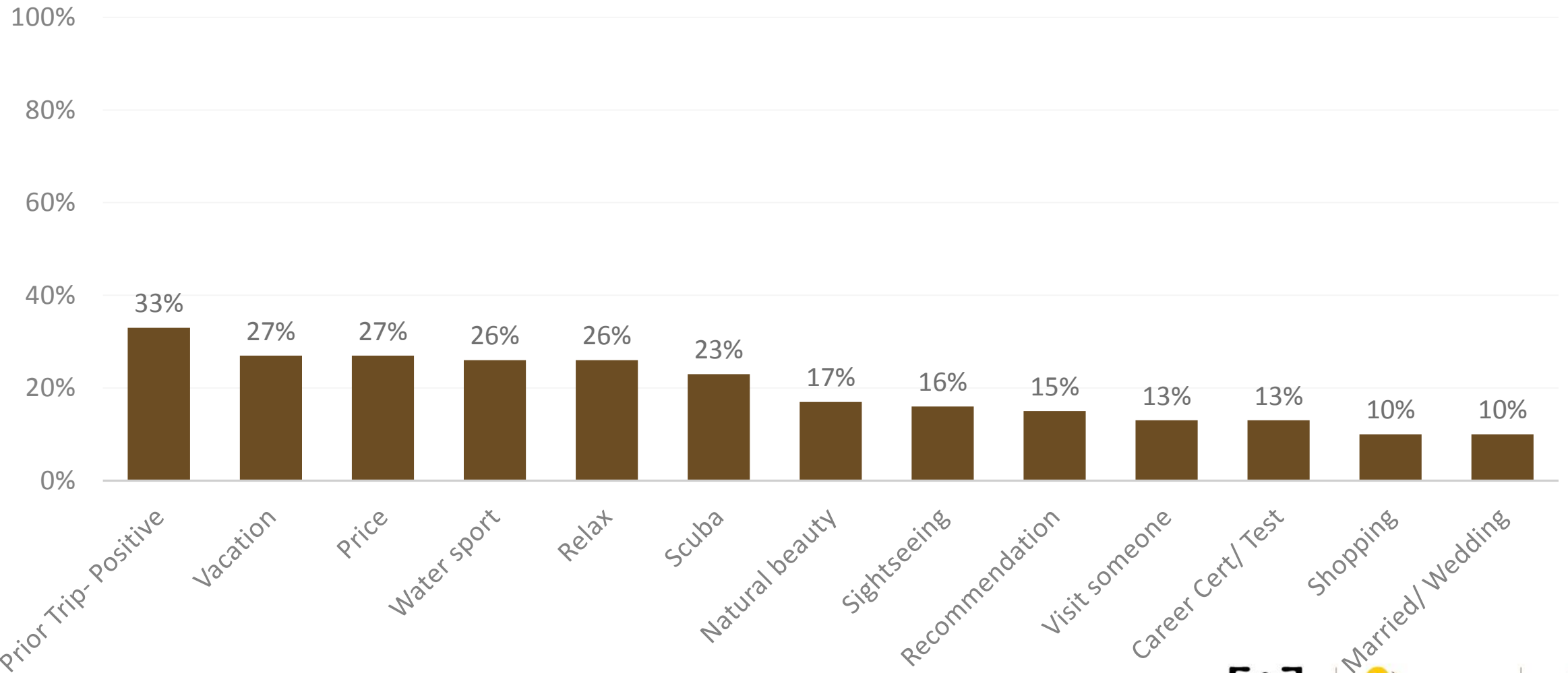
# PREPAID PACKAGE TRIP



# ACCOMMODATIONS (5%+)



# TRAVEL MOTIVATIONS (10%+)



# TRAVEL MOTIVATIONS – SEGMENTATION

**GVB VISITOR SATISFACTION STUDY**  
**Q8 What top three reasons motivated you to travel to Guam on this trip?**

	TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
	-	-	-	-	-	-	-	-	-
Q8 A previous visit	33%	37%	46%	26%	20%	15%	38%	75%	12%
Price of the tour package	27%	29%	37%	28%	20%	10%	52%	44%	5%
Vacation	27%	24%	19%	32%	20%	44%		11%	53%
Water sports (snorkeling, windsurfing, parasailing)	26%	23%	26%	21%		15%	12%	18%	23%
Just to relax	26%	28%	16%	40%	20%	28%	1%	13%	52%
Scuba diving	23%	24%	31%	19%		8%	18%	30%	5%
Beautiful seas, beaches, tropical climate	17%	14%	9%	7%		10%		4%	34%
Sightseeing/ visiting tourist spots	16%	14%	4%	7%	60%	8%		2%	31%
Recommendation of friend/ relative/ travel agency	15%	13%	7%	16%		15%	5%	3%	22%
To visit friends or relatives	13%	15%	20%	6%	20%	10%	20%	24%	1%
Career certification/ testing	13%	15%	20%	10%		3%	33%	23%	0%
Shopping	10%	9%	8%	9%	20%	15%		5%	19%
To Get Married/ attend Wedding	10%	12%	16%	6%			100%	15%	0%
Short travel time (not too far from home)	9%	9%	8%	12%		5%	5%	6%	13%
Organized sporting activity/ event	6%	6%	8%	10%			6%	7%	2%
It is a safe place to spend a vacation	5%	5%	2%	3%				2%	8%
Social Media networks	4%	4%	5%	6%			5%	4%	2%
Honeymoon	4%	4%	3%	9%		100%		3%	5%
To golf	4%	4%	3%	4%			3%	4%	2%
Adventure	1%	1%	1%	1%			1%	1%	0%
Incentive trip	0%	0%	0%	3%	60%			0%	0%
Company/ business trip	0%			1%	20%				0%
Convention/ conference/ trade show/ meeting	0%	0%	0%	1%	40%			0%	0%
Magazines/ newspapers/ publications	0%	0%						0%	0%
School trip	0%			1%					
Medical	0%	0%	0%						
Travel shows/ agents	0%							0%	
Total	1069	937	665	68	5	39	111	471	545

\*Prepared by Anthology Research\*





SECTION 3

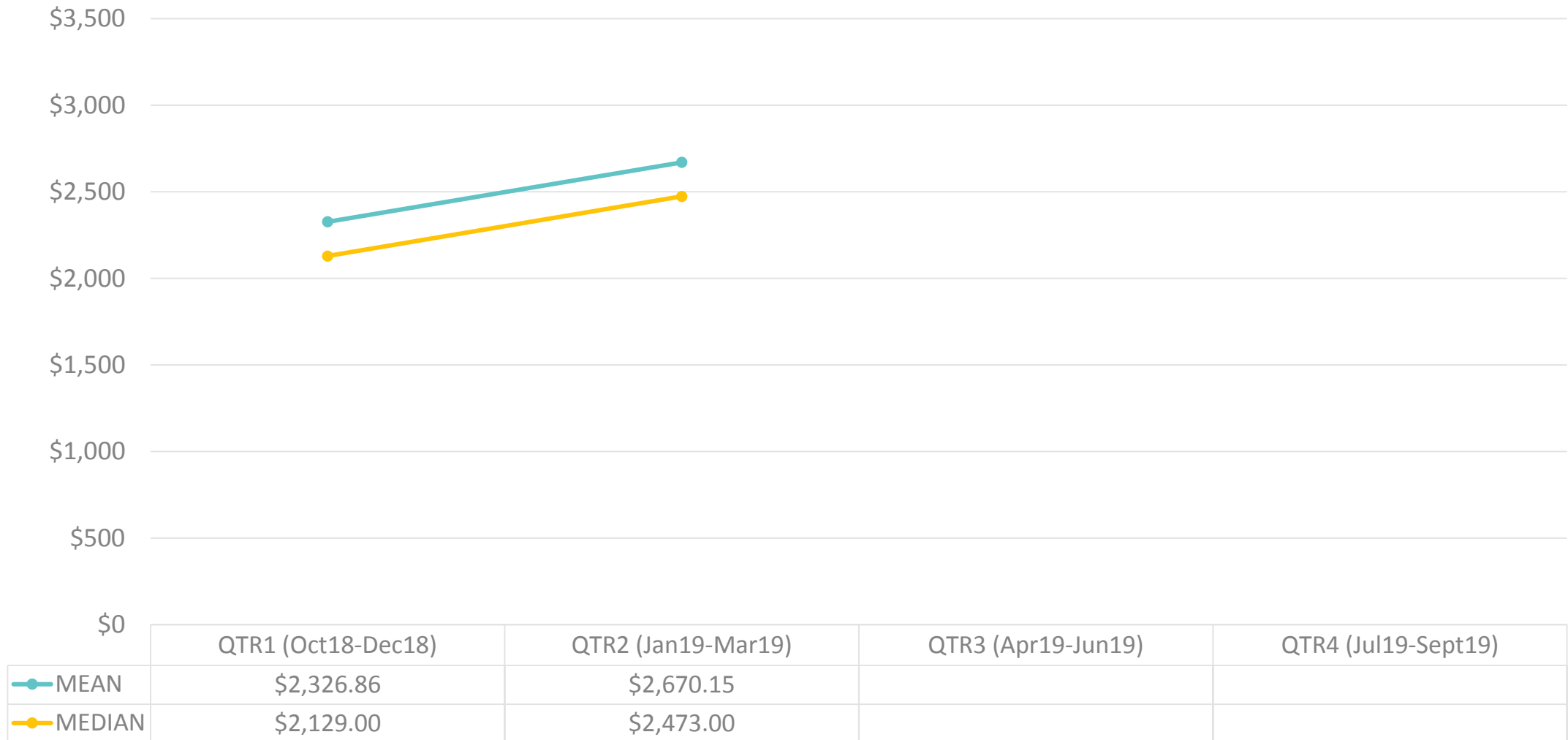
EXPENDITURES



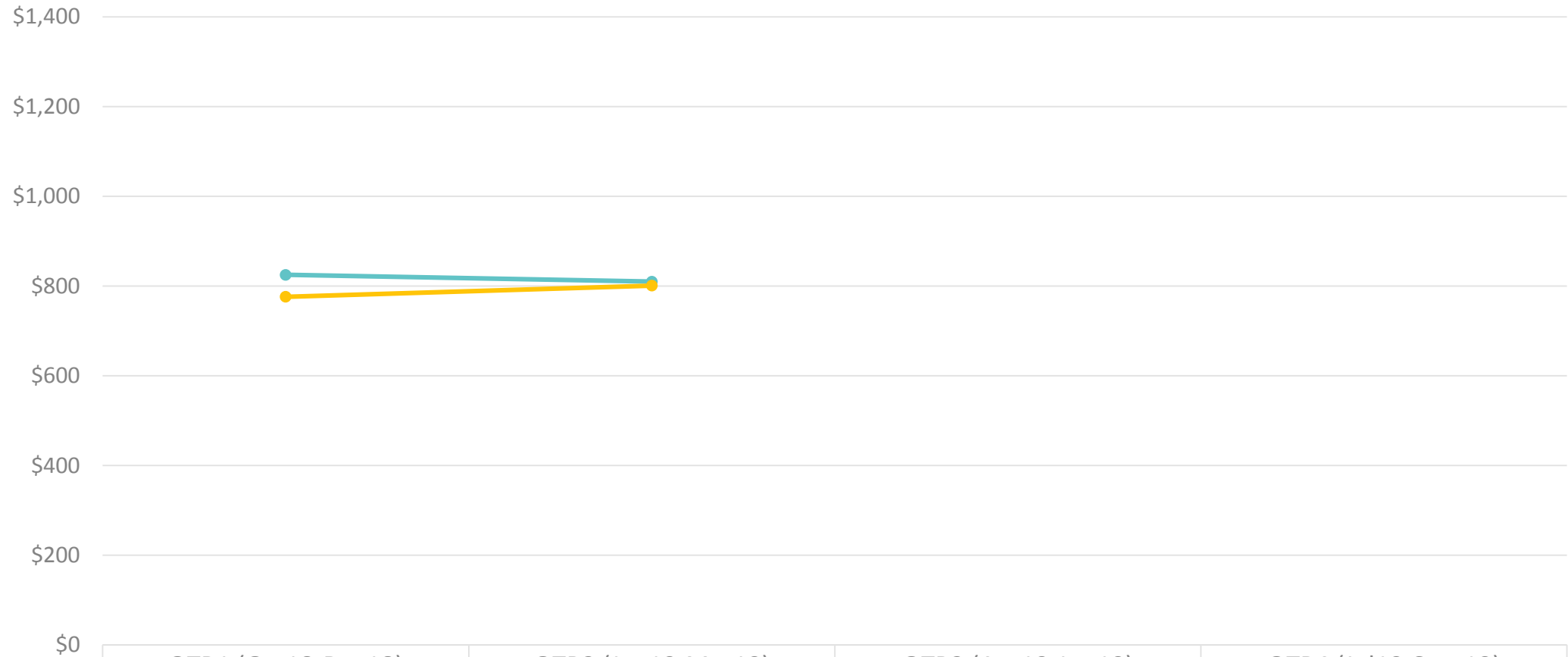
# PREPAID PACKAGE EXPENDITURES

- \$2,670.15 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$809.76 = overall mean average **per person** prepaid package expenditures

# PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING



# PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN	\$824.99	\$809.76		
MEDIAN	\$776.00	\$801.00		

# PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

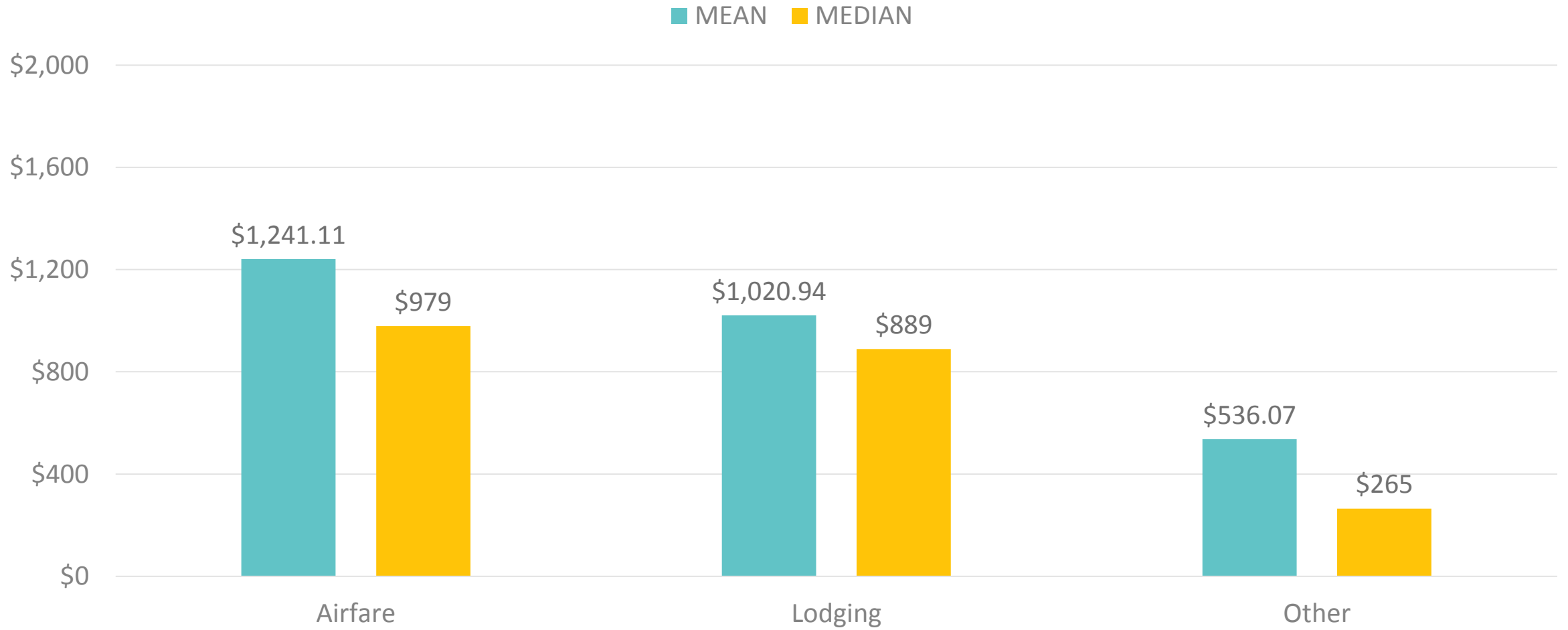
## GVB VISITOR SATISFACTION STUDY

Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON

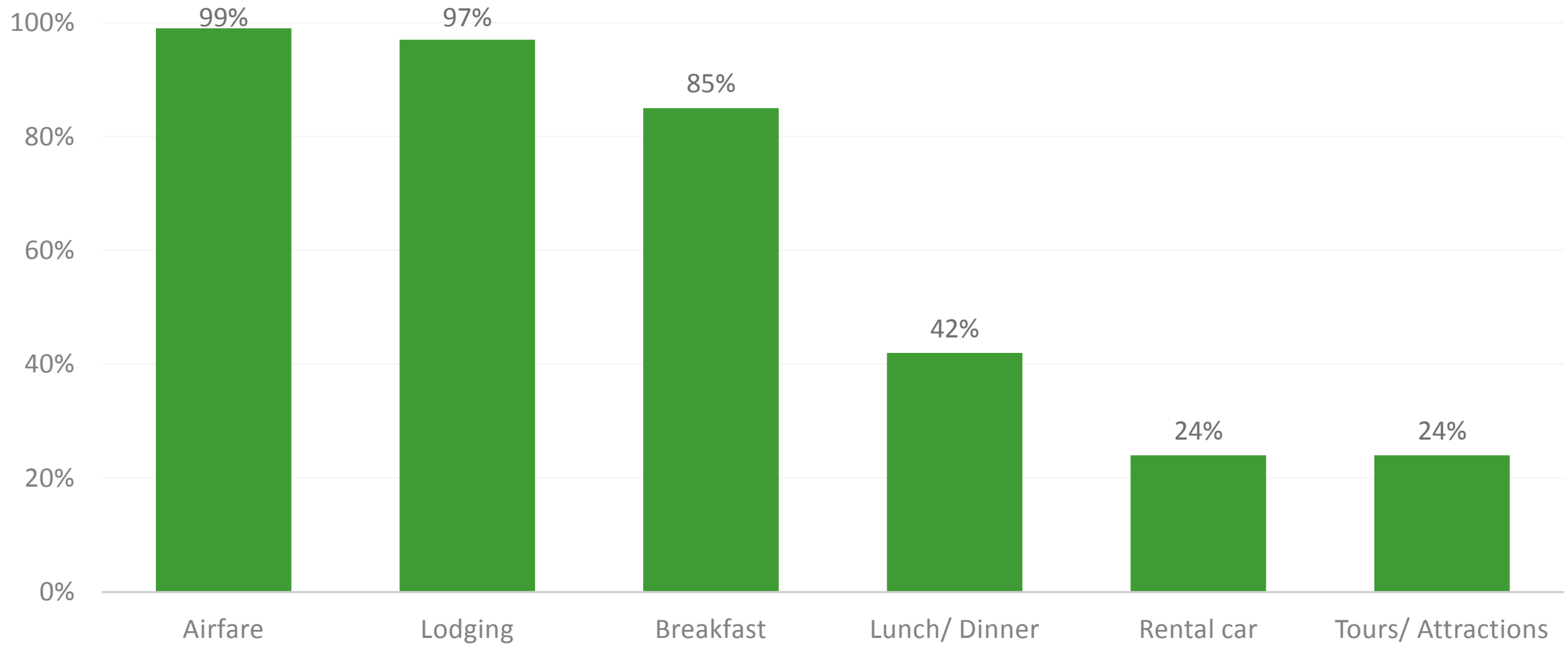
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
PREPAID PKG PER PERSON	Mean	\$809.76	\$831.80	\$772.72	\$456.71	\$0.00	\$1,130.21	\$659.52	\$905.08	\$820.69
	Median	\$801	\$823	\$707	\$299	\$0	\$1,303	\$689	\$883	\$802

\*Prepared by Anthology Research\*

# PREPAID PACKAGE – BREAKDOWN



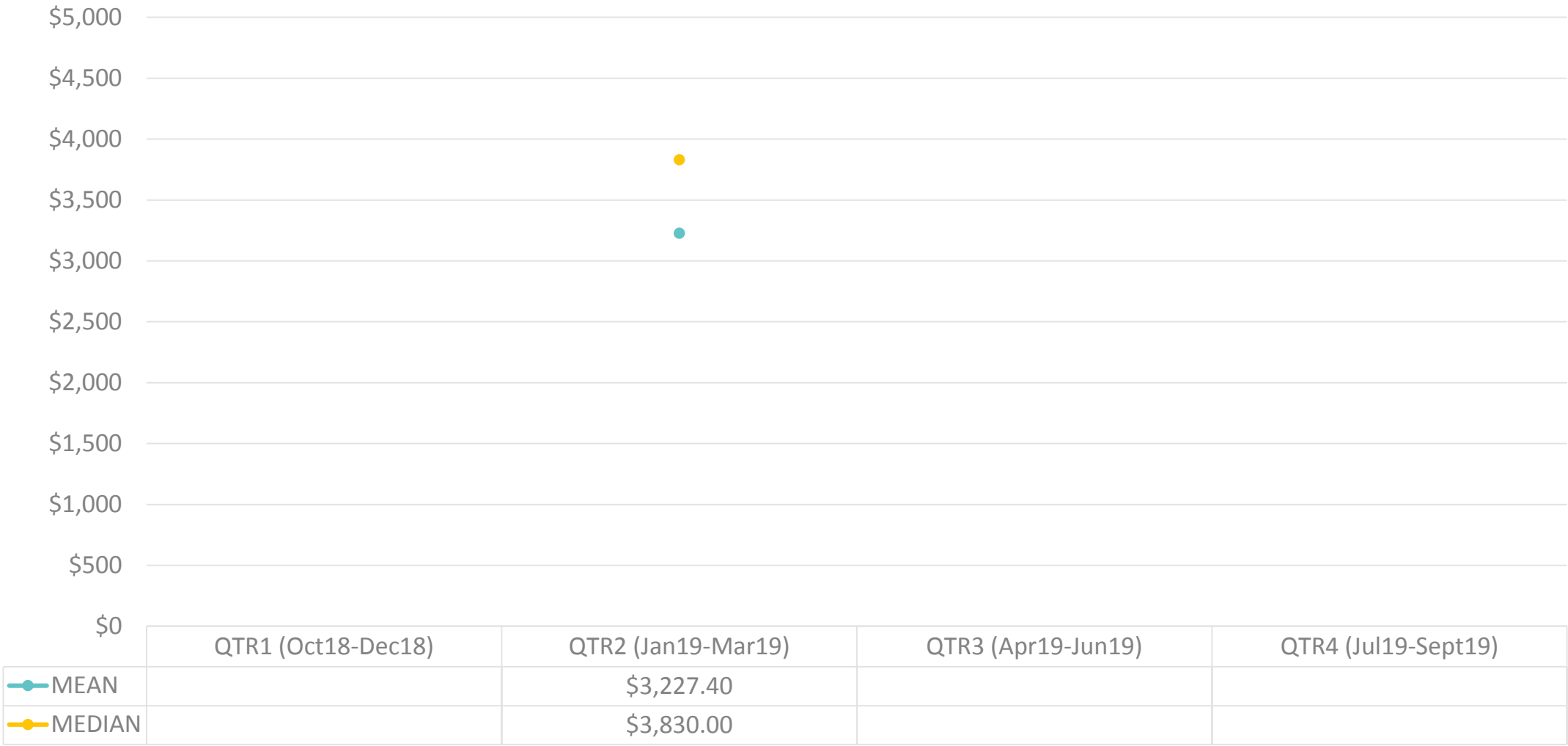
# PREPAID PACKAGE – BREAKDOWN



# AIRFARE – FIT TRAVELER

- \$3,227.40 = overall mean average airfare expense (for entire travel party) by respondent
- \$1,038.23 = overall mean average **per person** airfare expenditures

# AIRFARE – FIT TRAVELER (GROUP) TRACKING

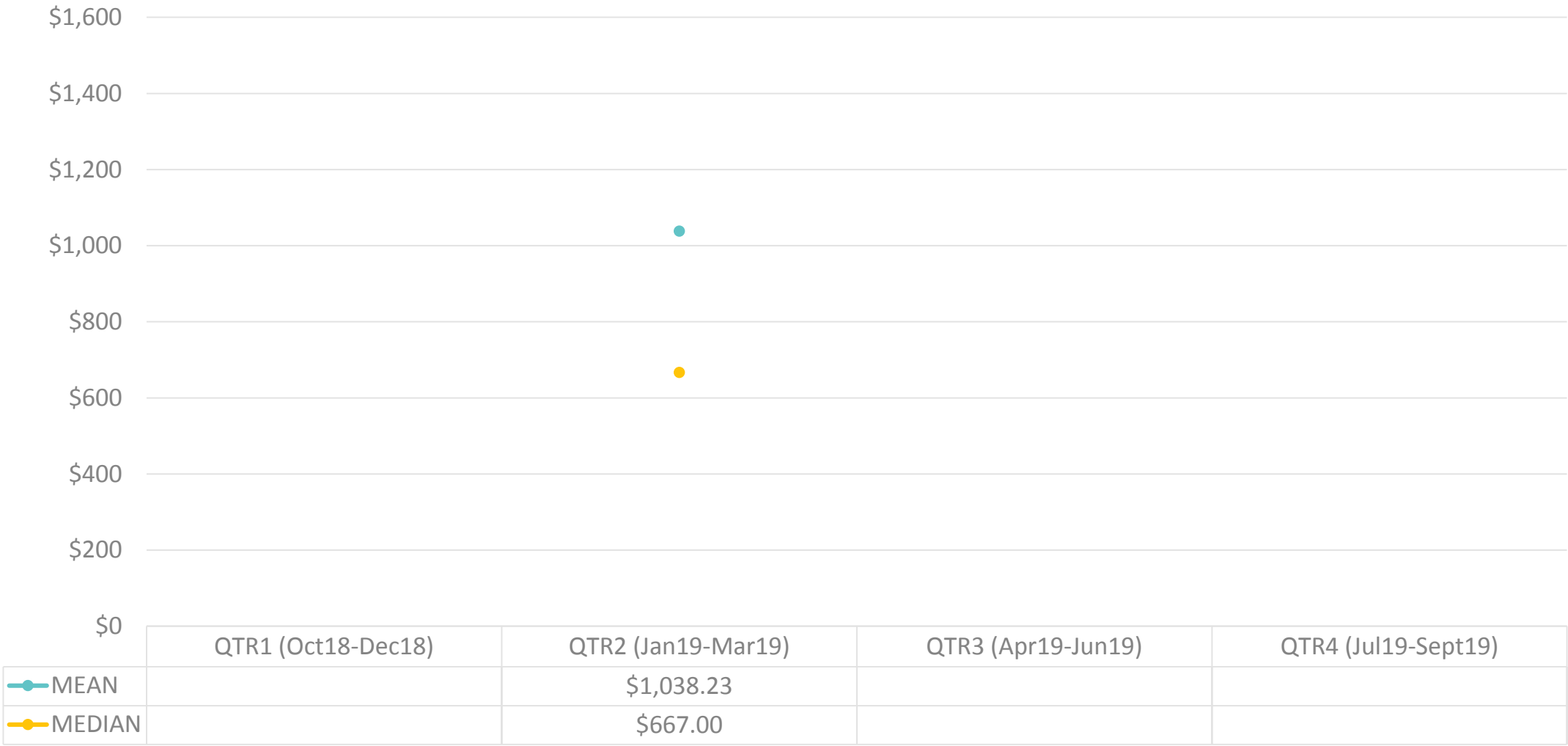


Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?





# AIRFARE – FIT TRAVELER (Per Person) TRACKING



Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



# ONISLE EXPENDITURES

- \$2,206.38 = overall mean average expense (for entire travel party) by respondent
- \$635.52 = overall mean average **per person** expenditures

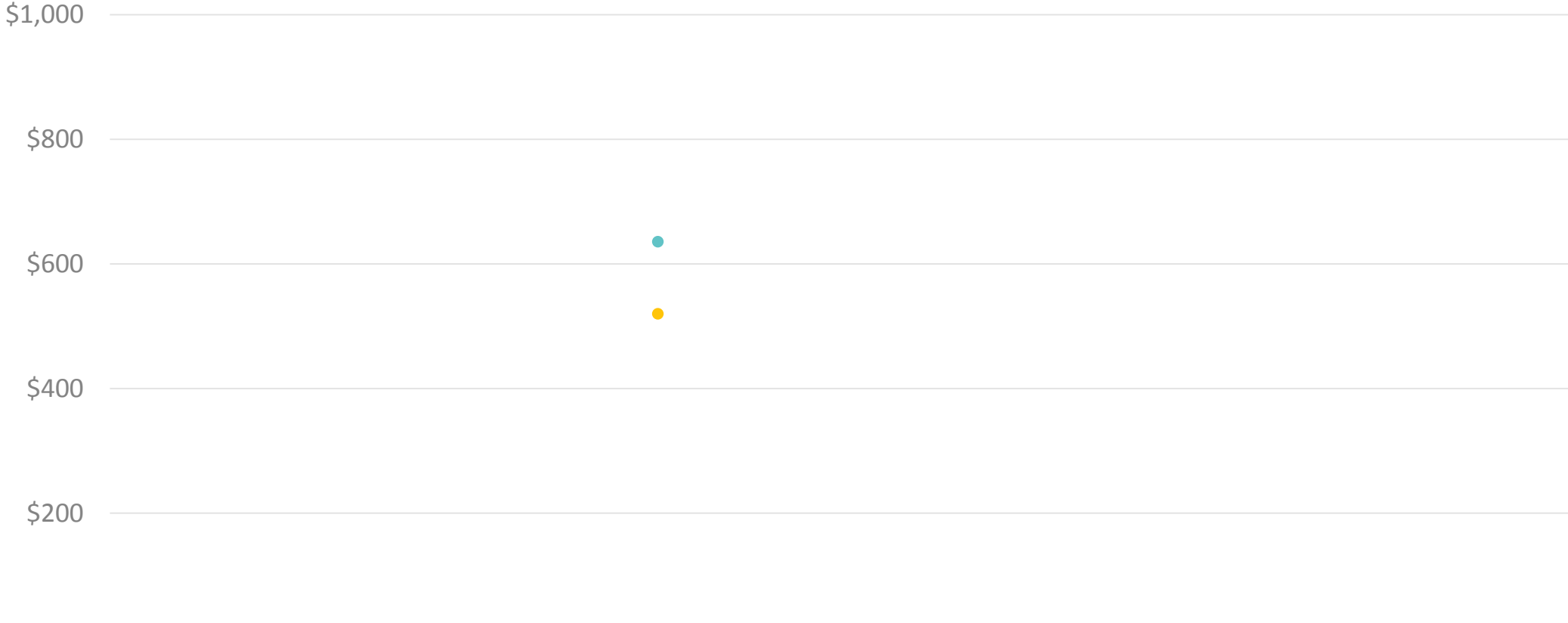
# ONISLE – TRAVEL PARTY TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$2,206.38		
MEDIAN		\$1,800.00		



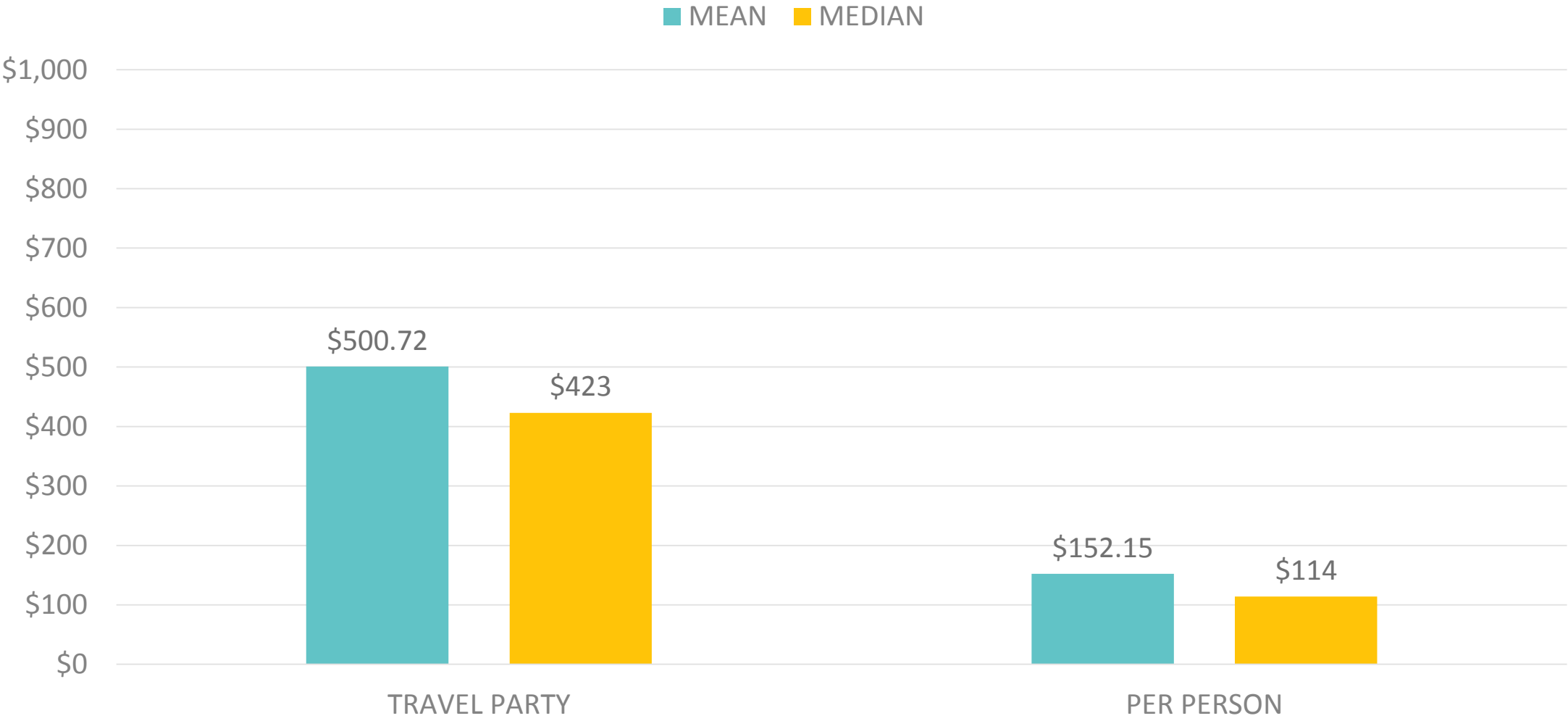
# ONISLE – PER PERSON TRACKING



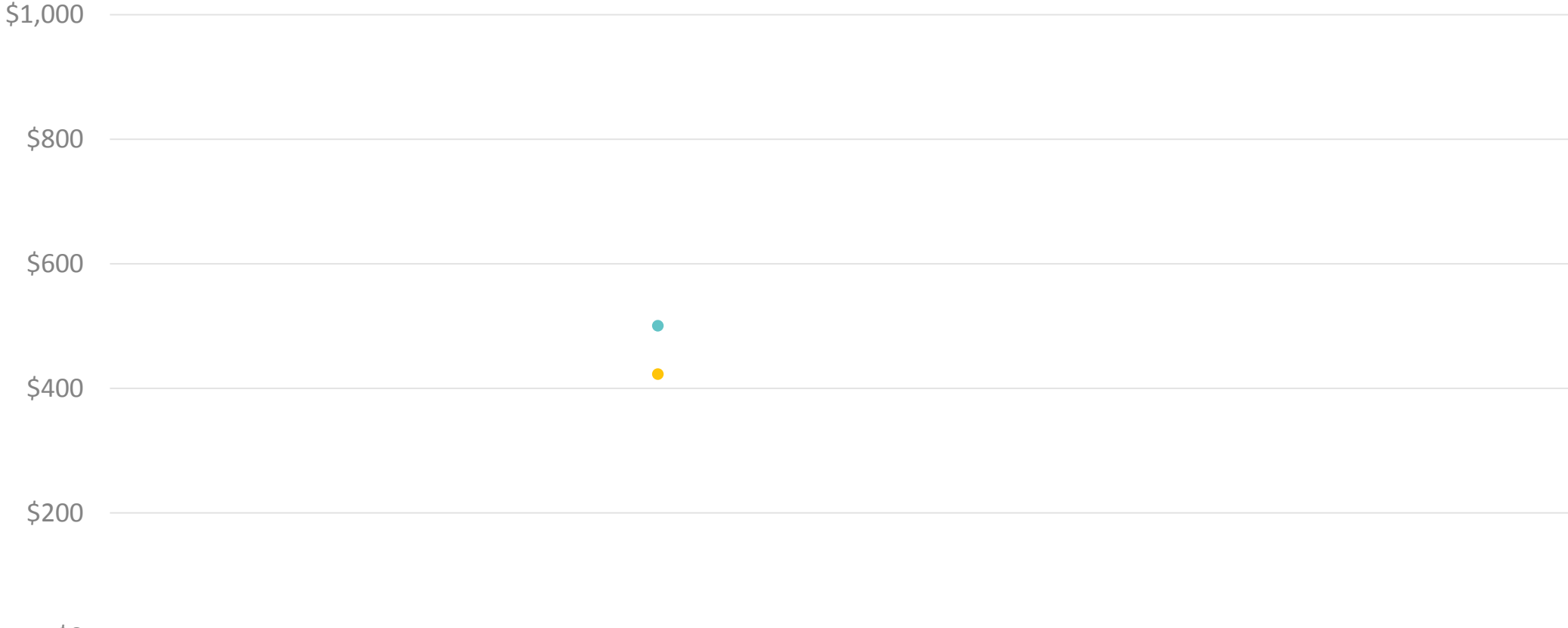
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$635.52		
MEDIAN		\$520.00		



# ONISLE – PER DAY SPENDING



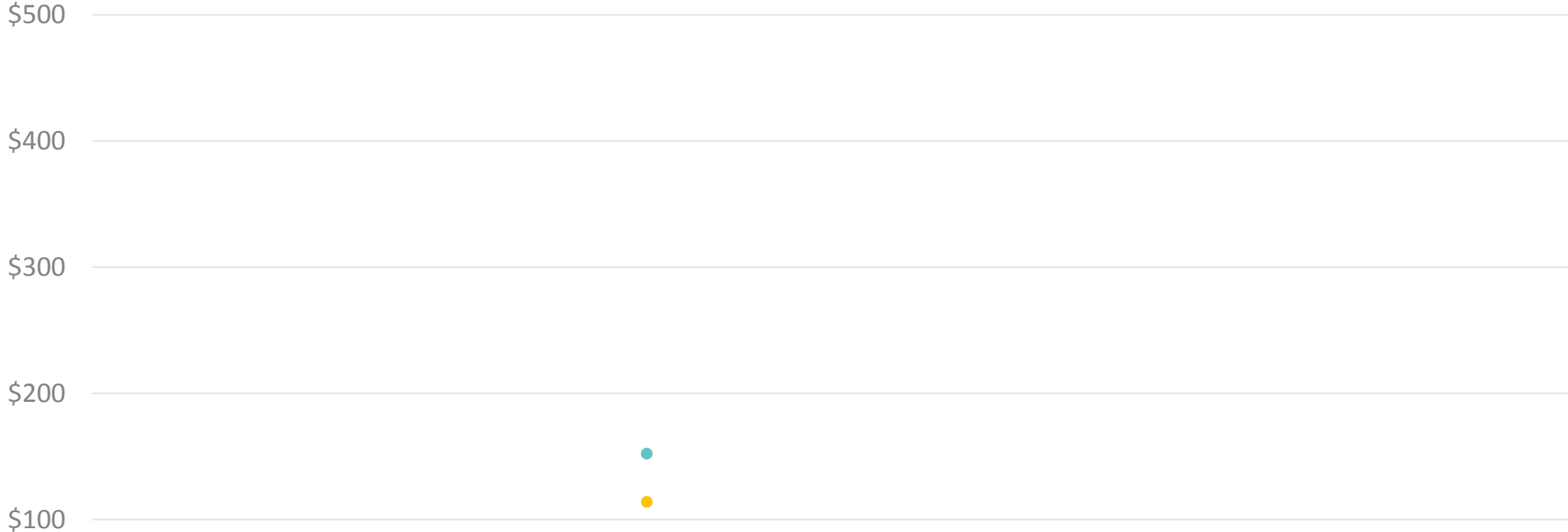
# ONISLE – TRAVEL PARTY/ PER DAY TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$500.72		
MEDIAN		\$423.00		



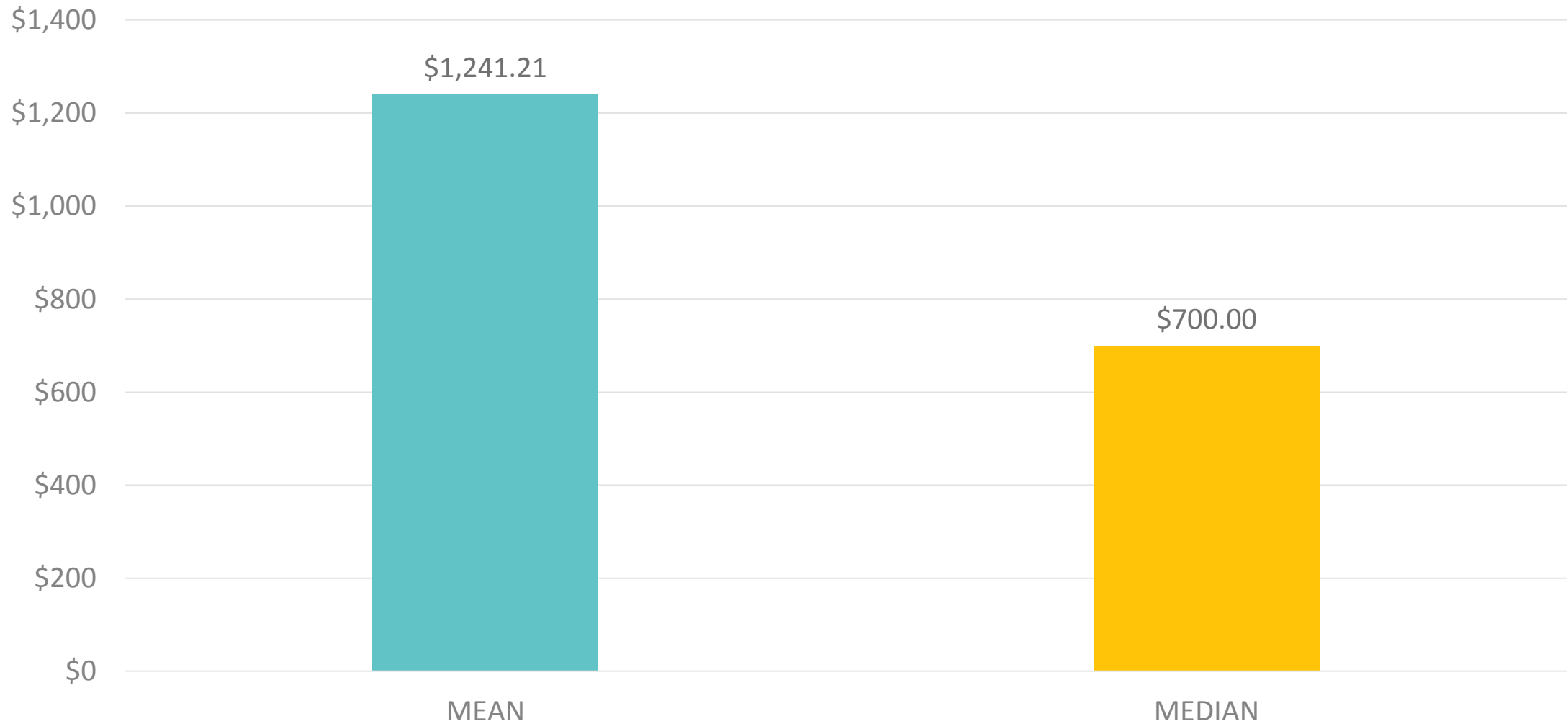
# ONISLE – PER PERSON/ PER DAY TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$152.15		
MEDIAN		\$114.00		

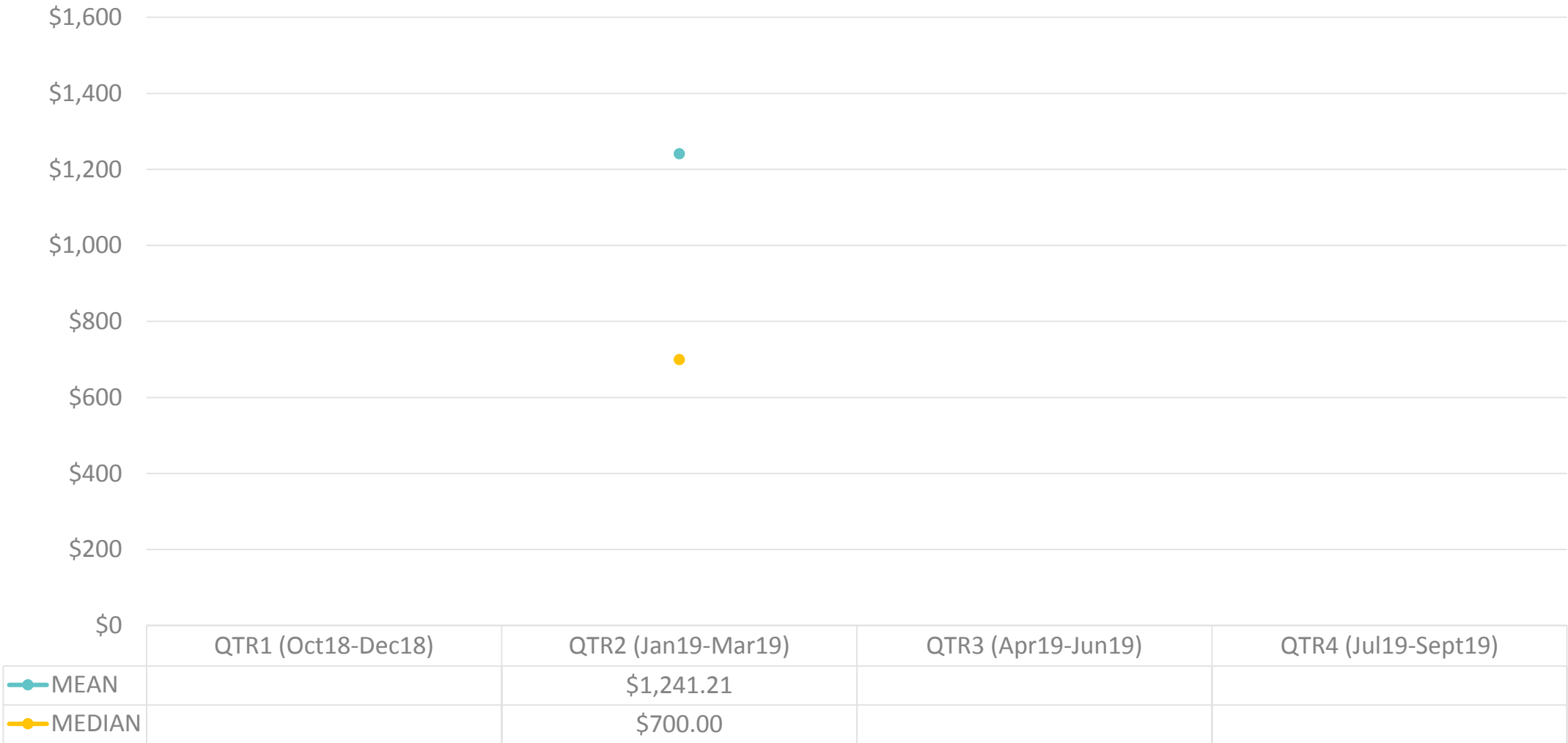


# ONISLE – ACCOMMODATIONS





# ONISLE – ACCOMMODATIONS TRACKING



# ONISLE – FOOD & BEVERAGE



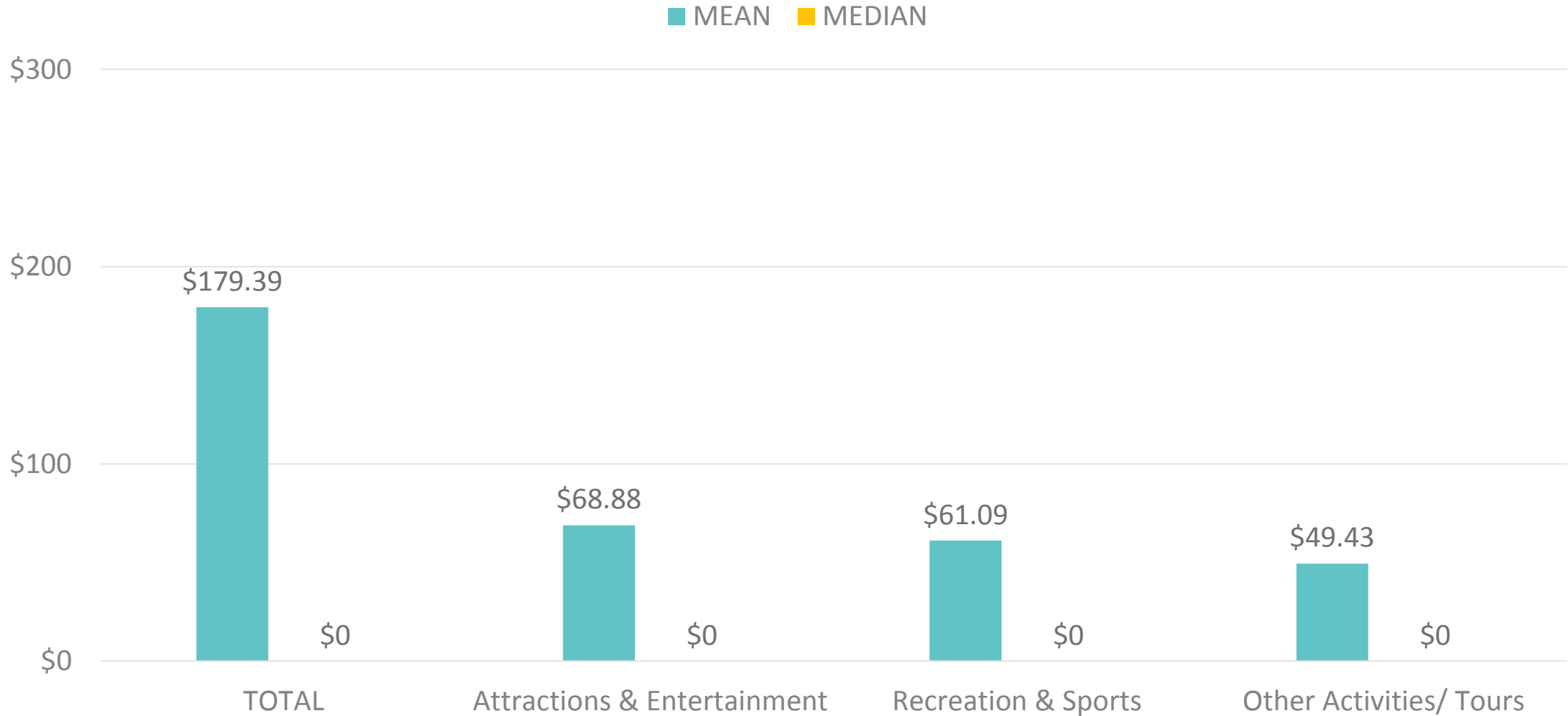
# ONISLE – TOTAL FOOD & BEVERAGE TRACKING



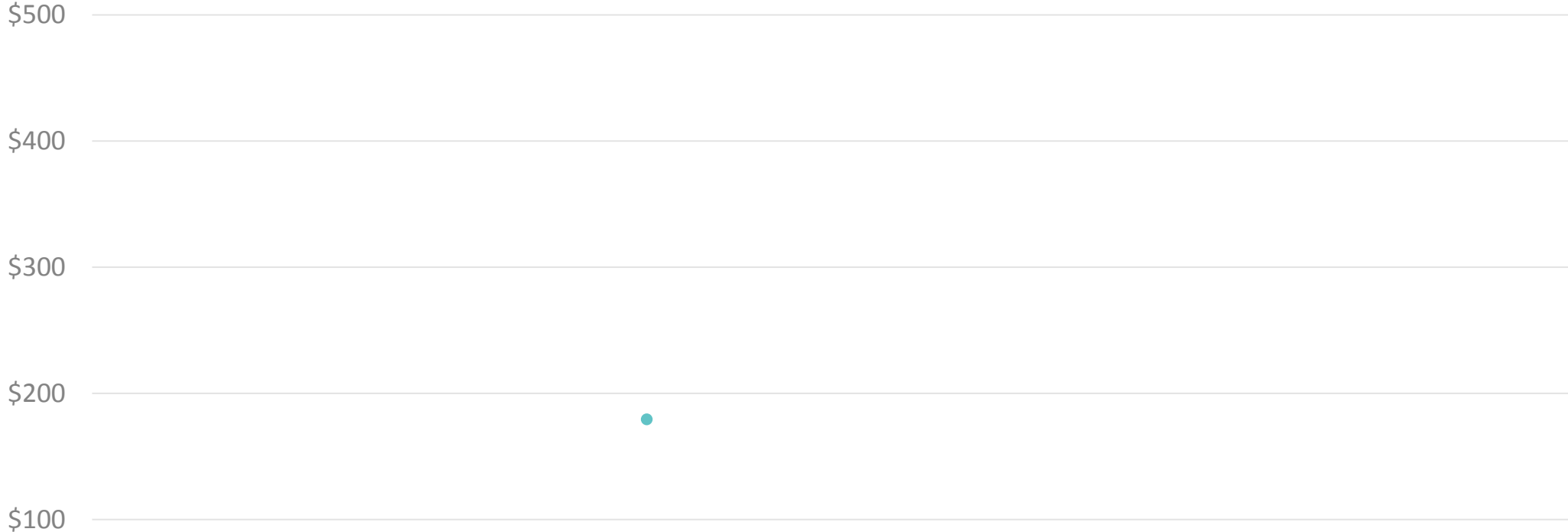
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$235.93		
MEDIAN		\$50.00		



# ONISLE – ENTERTAINMENT & RECREATION



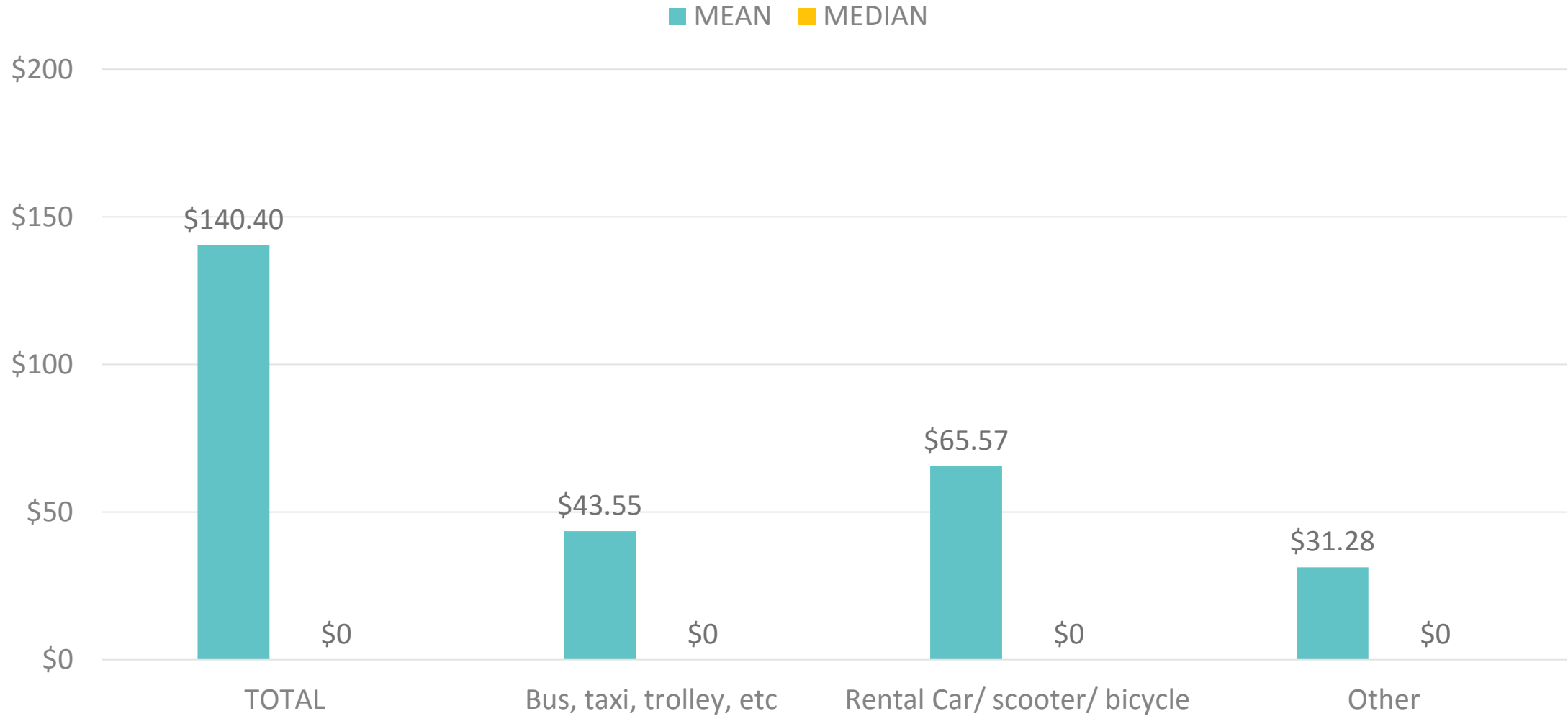
# ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



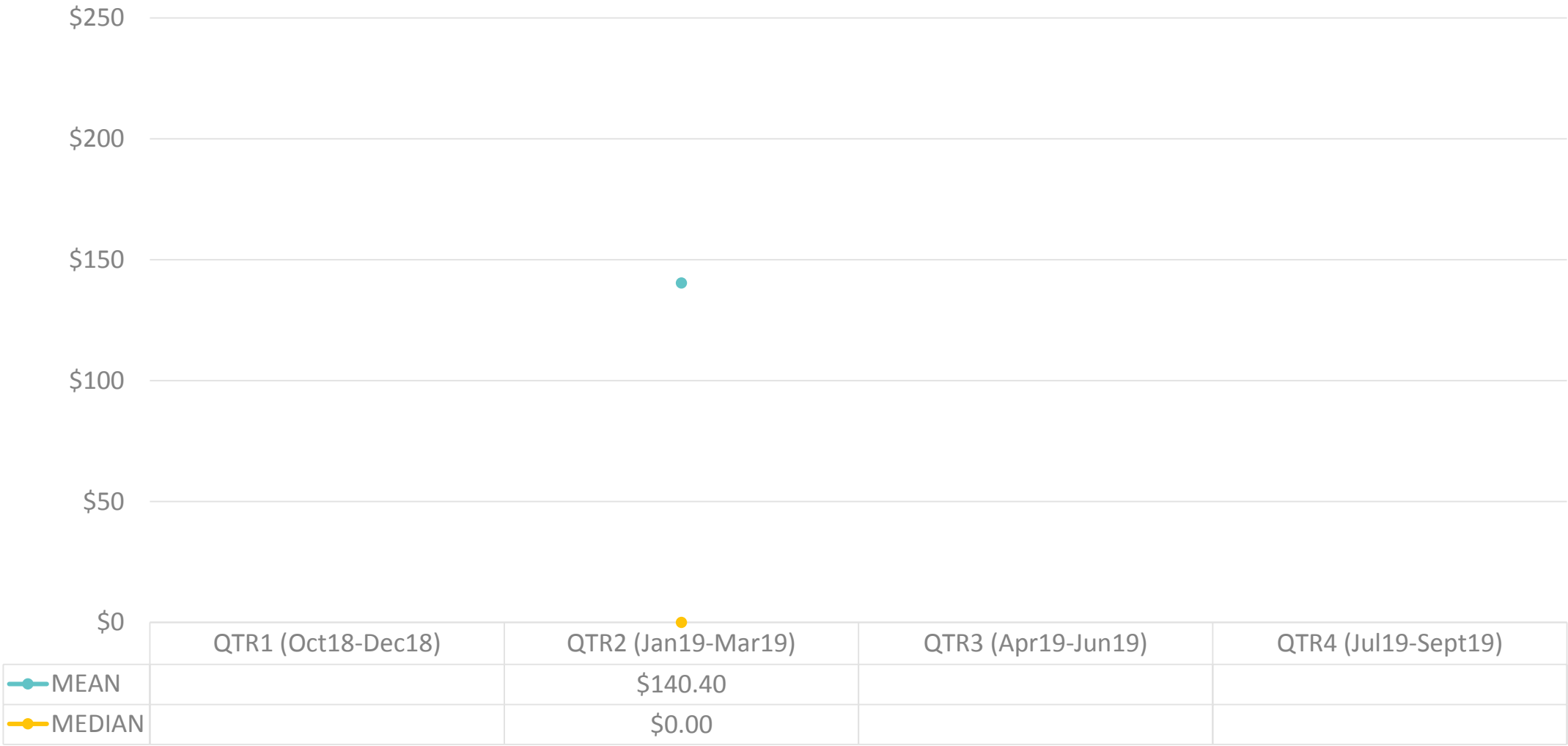
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$179.39		
MEDIAN		\$0.00		



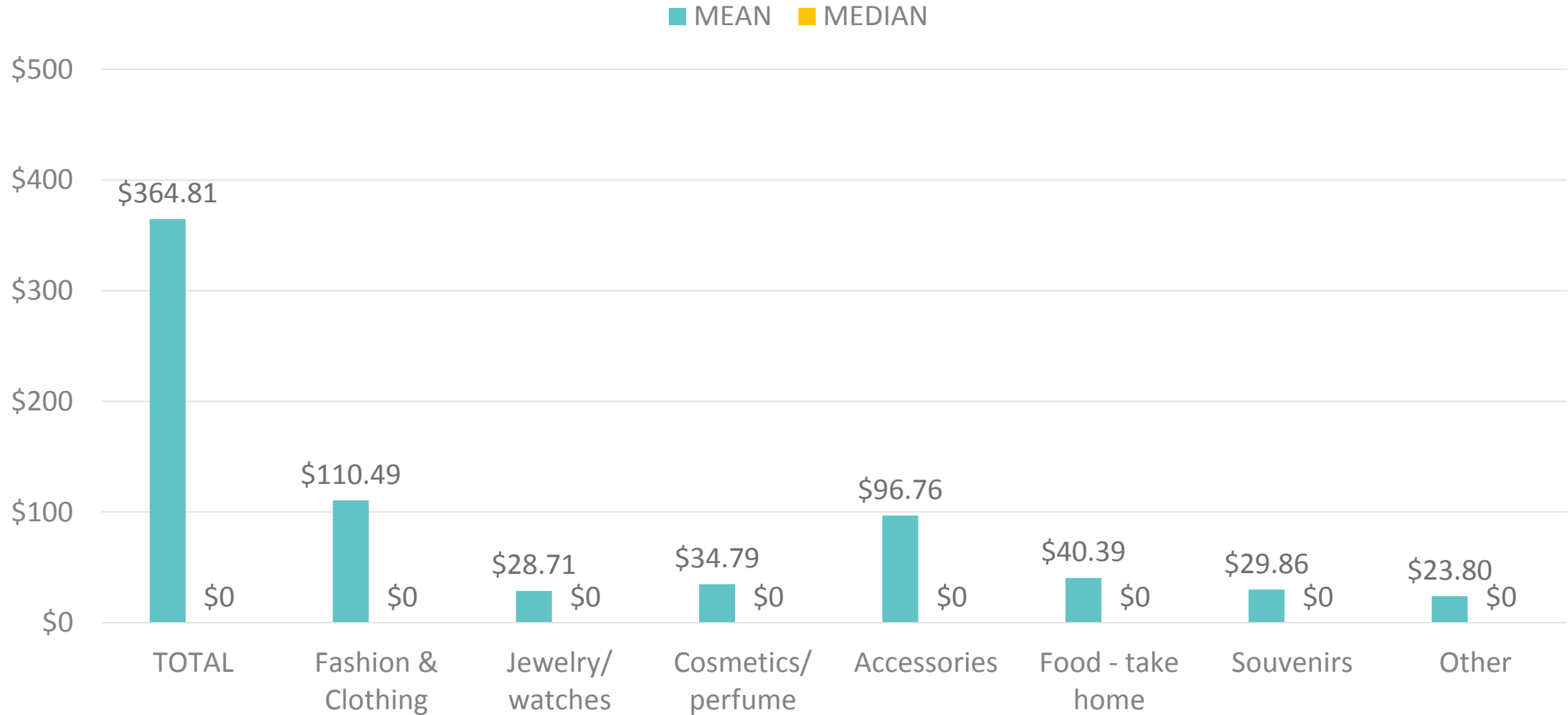
# ONISLE – TRANSPORTATION



# ONISLE – TOTAL TRANSPORTATION TRACKING

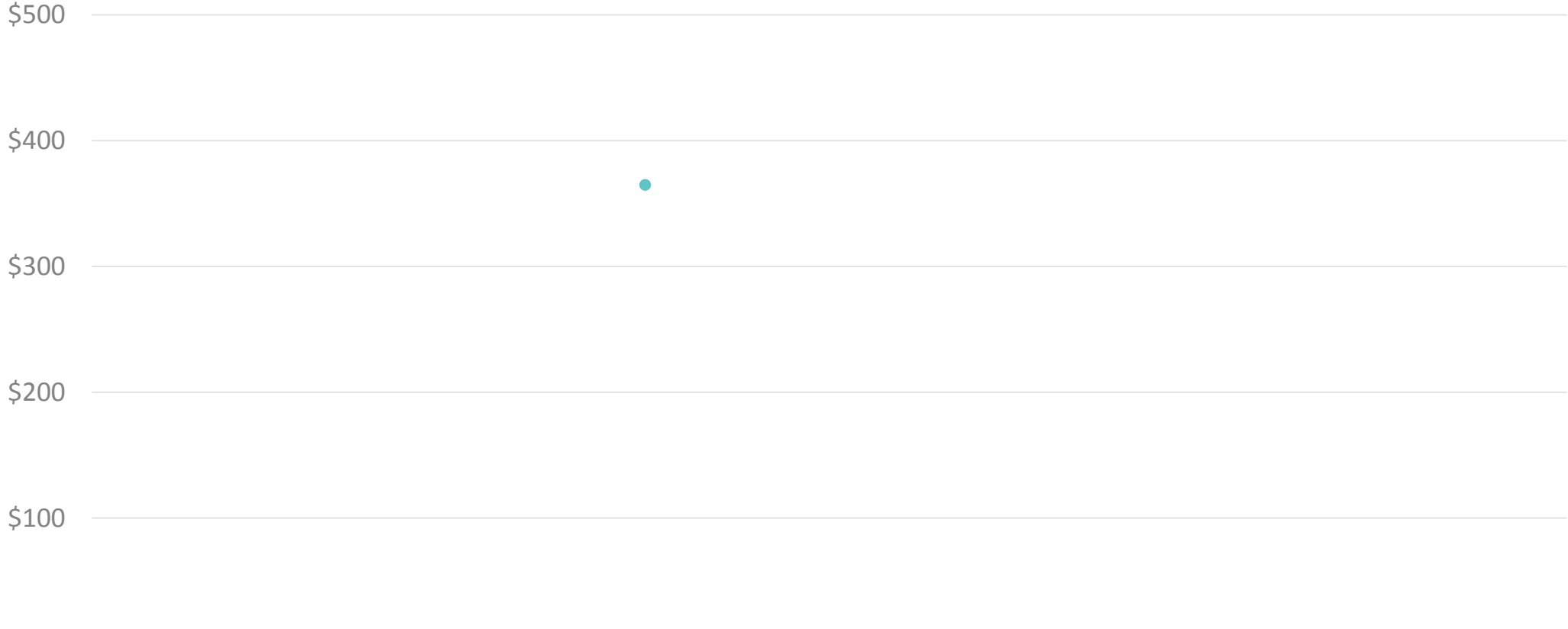


# ONISLE – SHOPPING





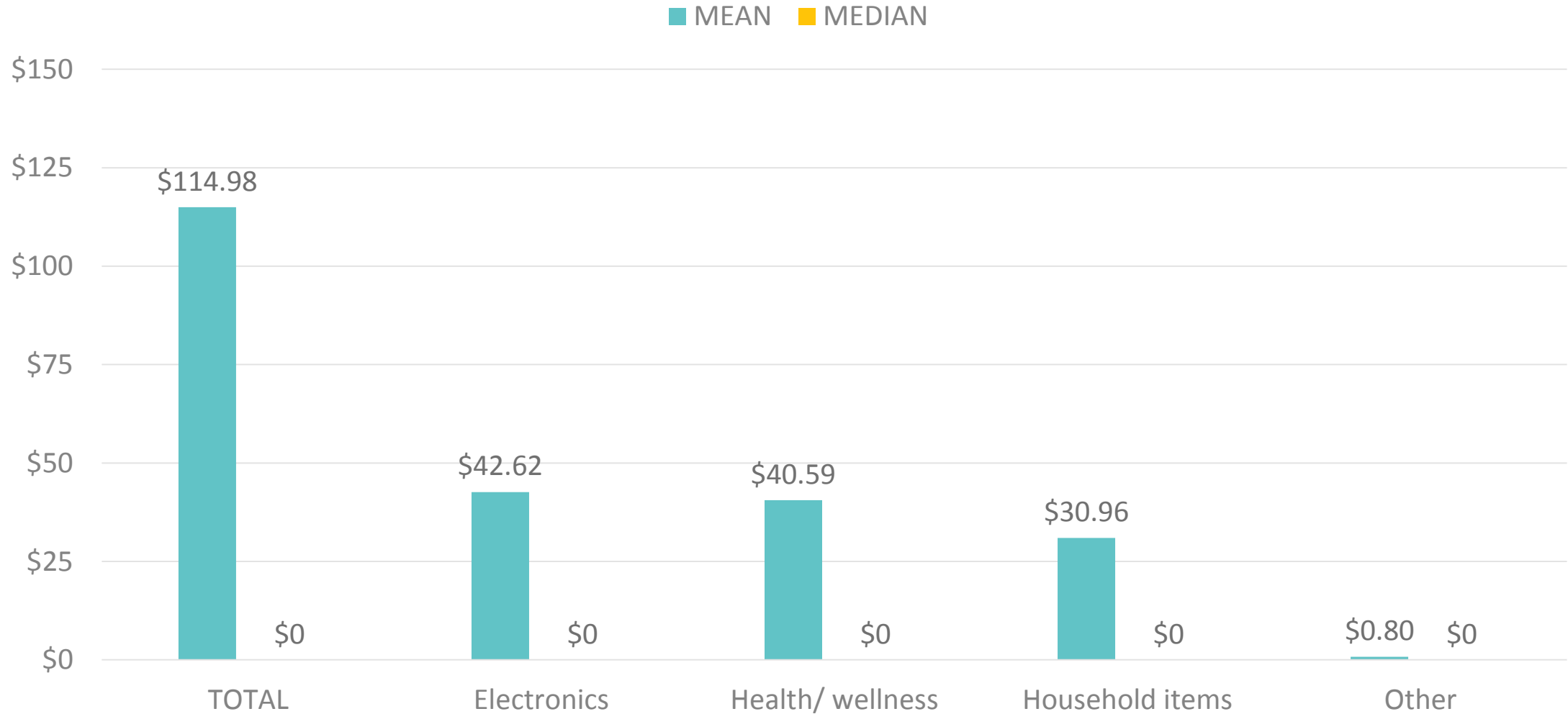
# ONISLE – TOTAL SHOPPING TRACKING



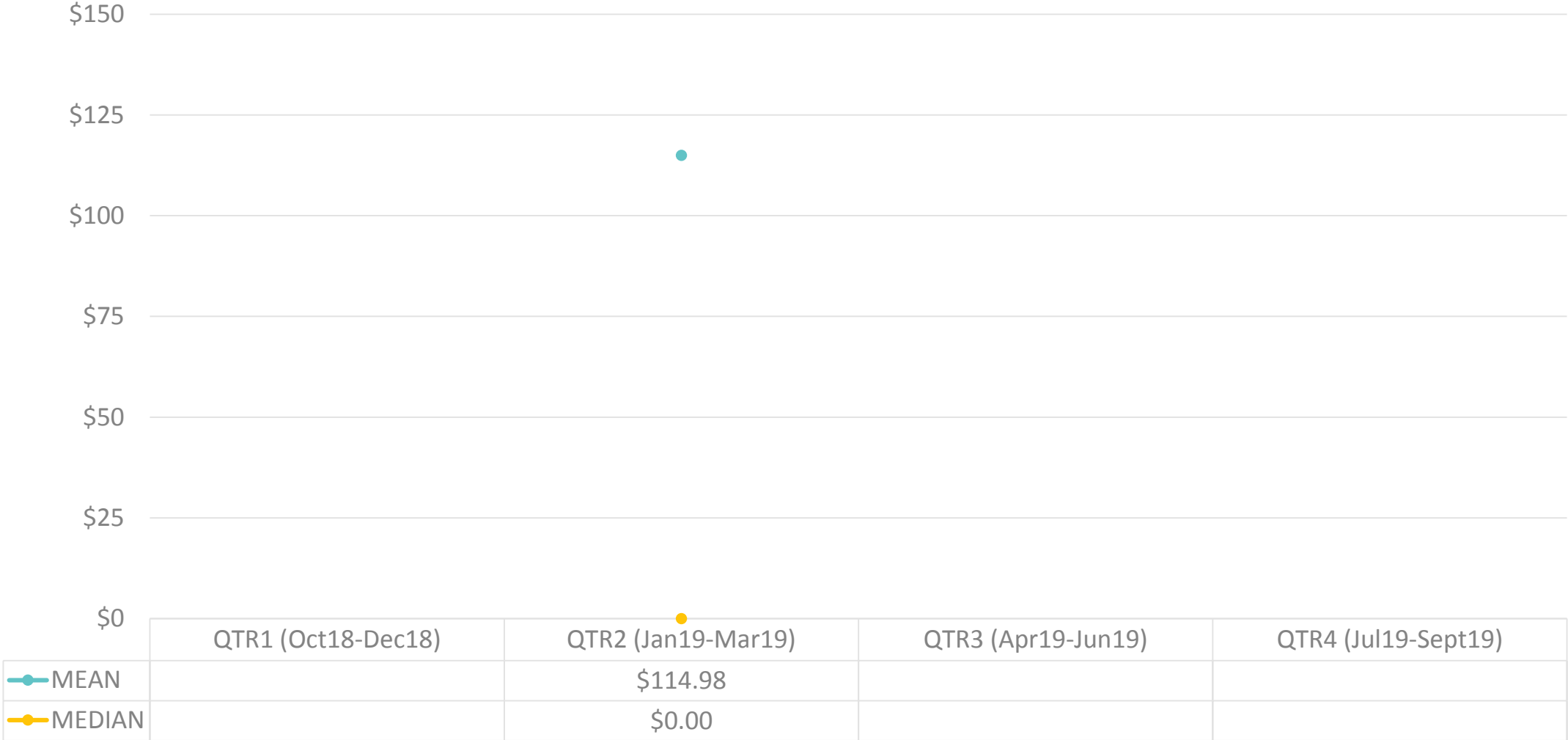
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$364.81		
MEDIAN		\$0.00		



# ONISLE – MISCELLANEOUS



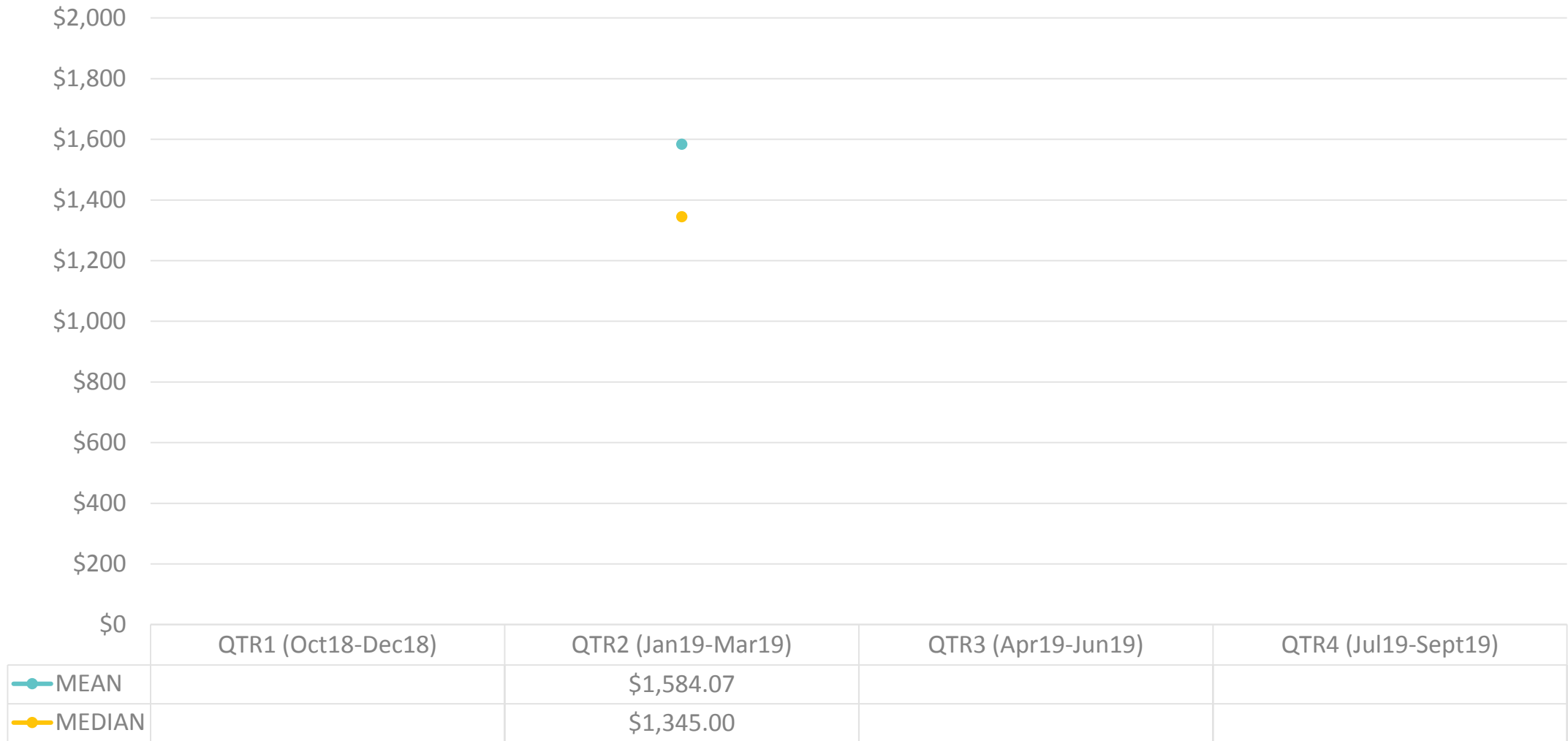
# ONISLE – MISCELLANEOUS TRACKING



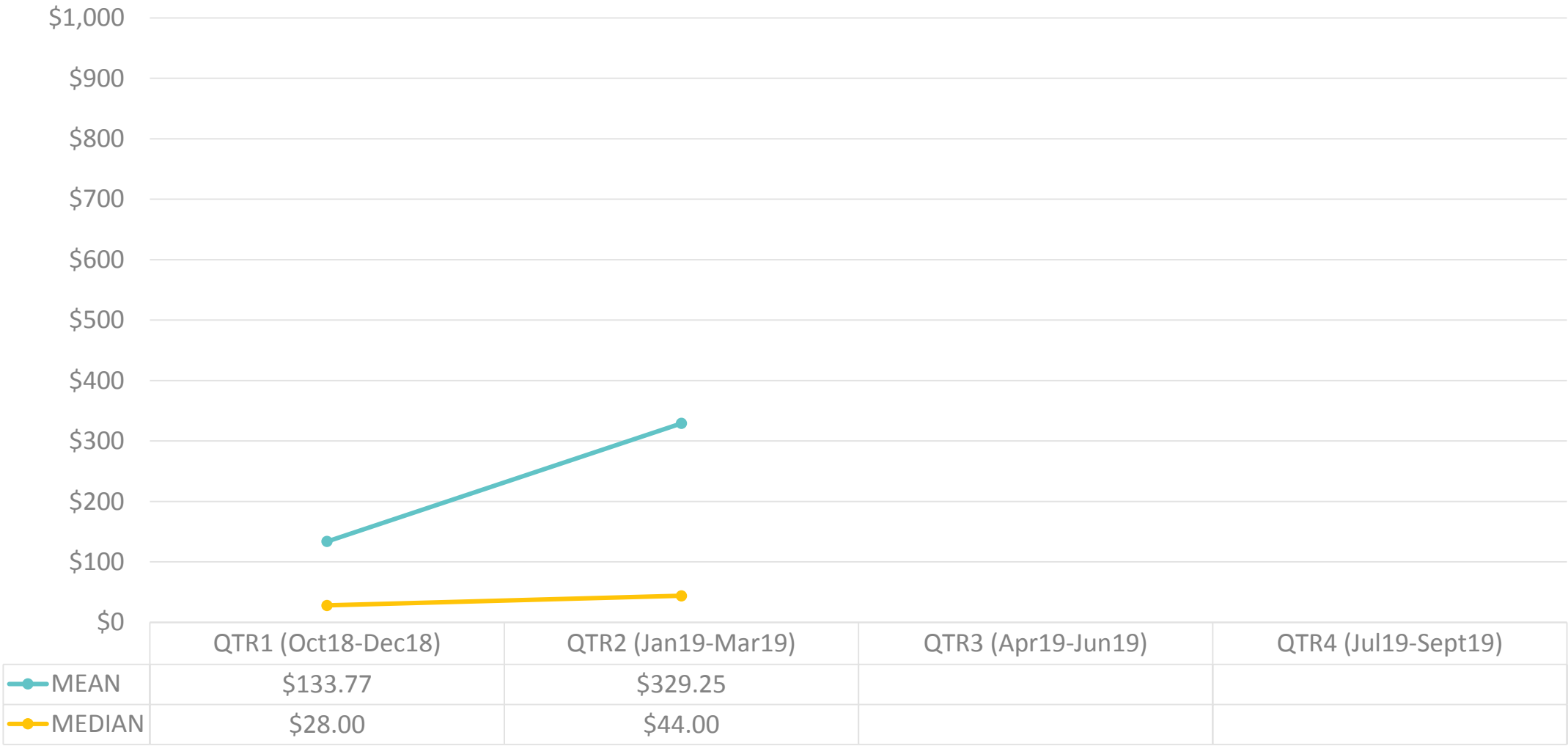
# TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- \$1,584.07 = Mean average per person
- \$1,345.00 = Median amount spent per person

# TOTAL EXPENDITURES PER PERSON TRACKING



# GUAM AIRPORT EXPENDITURE TRACKING



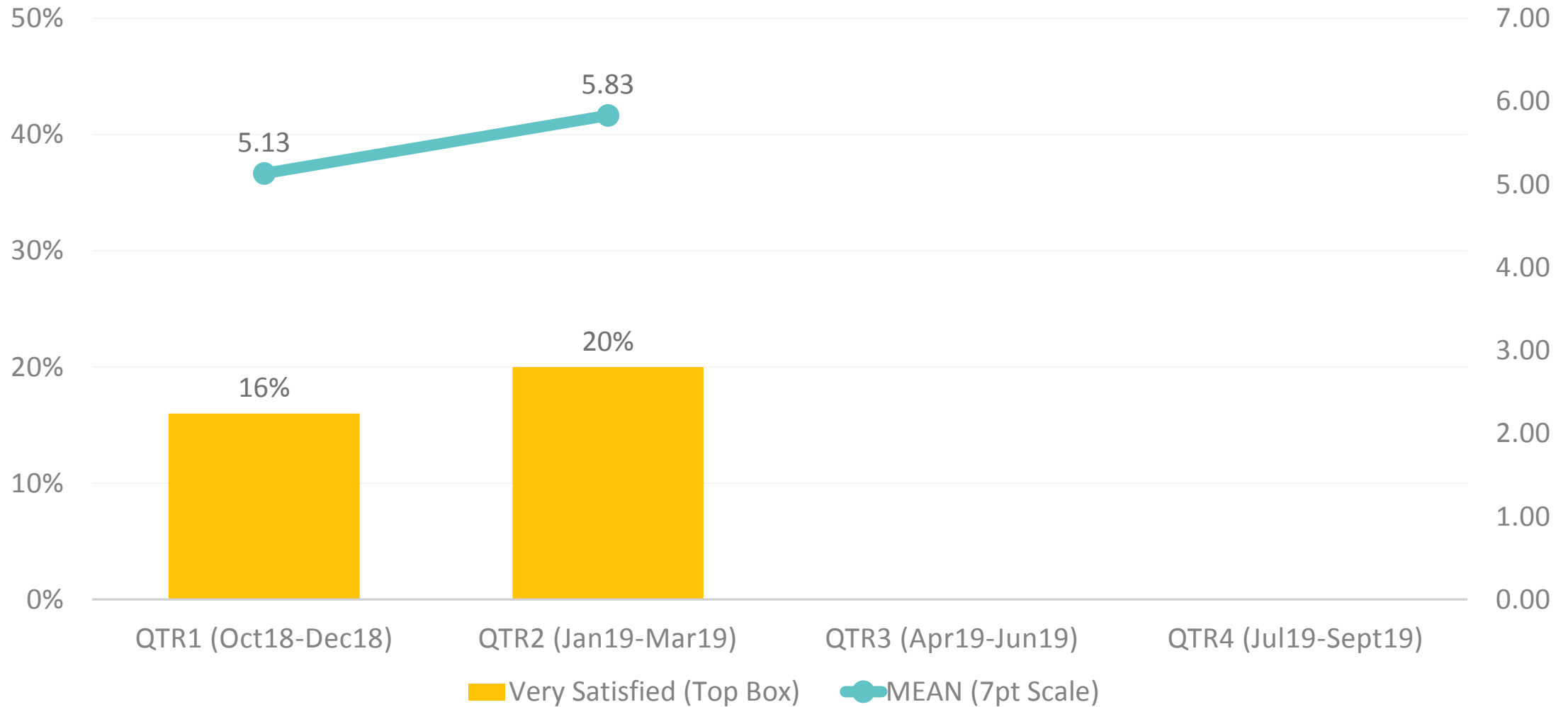


SECTION 4

# VISITOR SATISFACTION

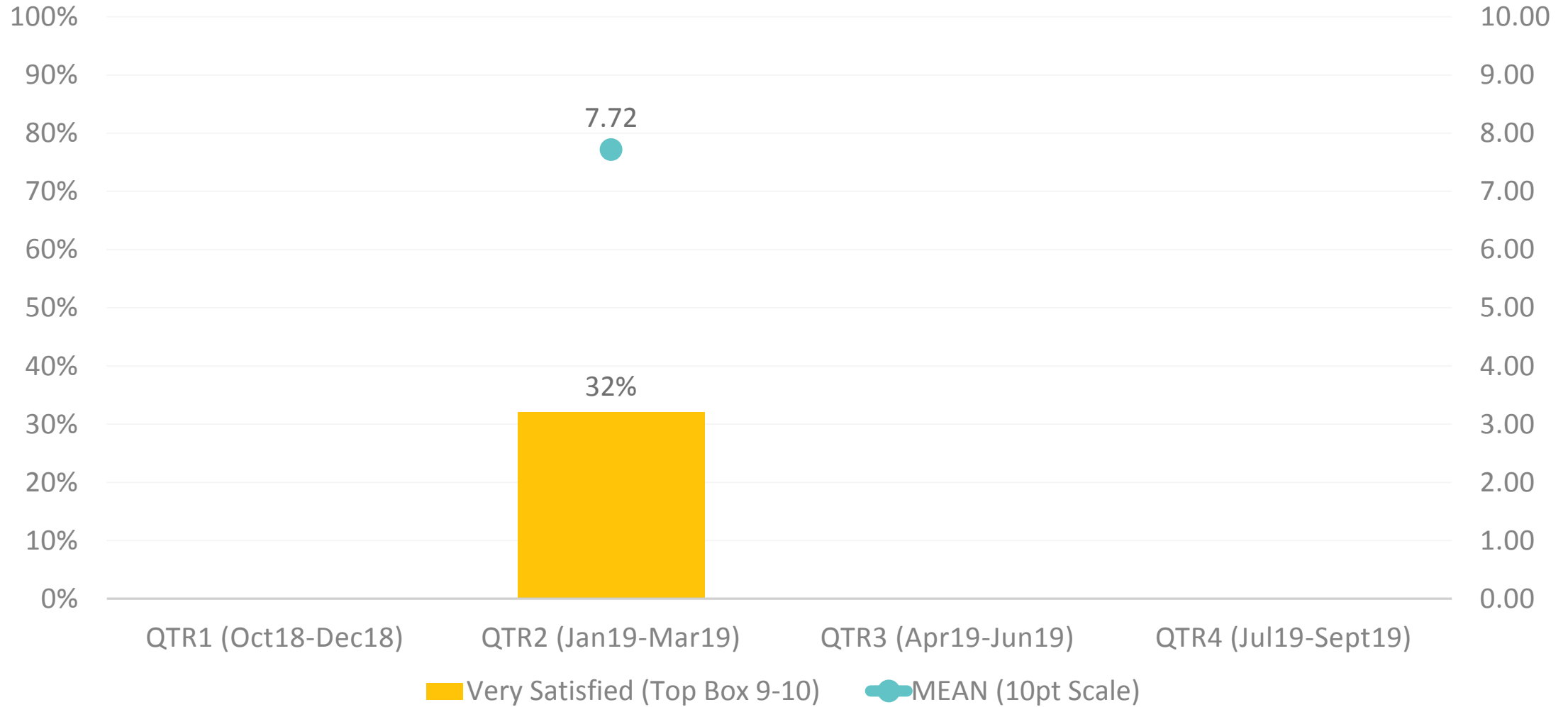


# OVERALL SATISFACTION – 7PT SCALE

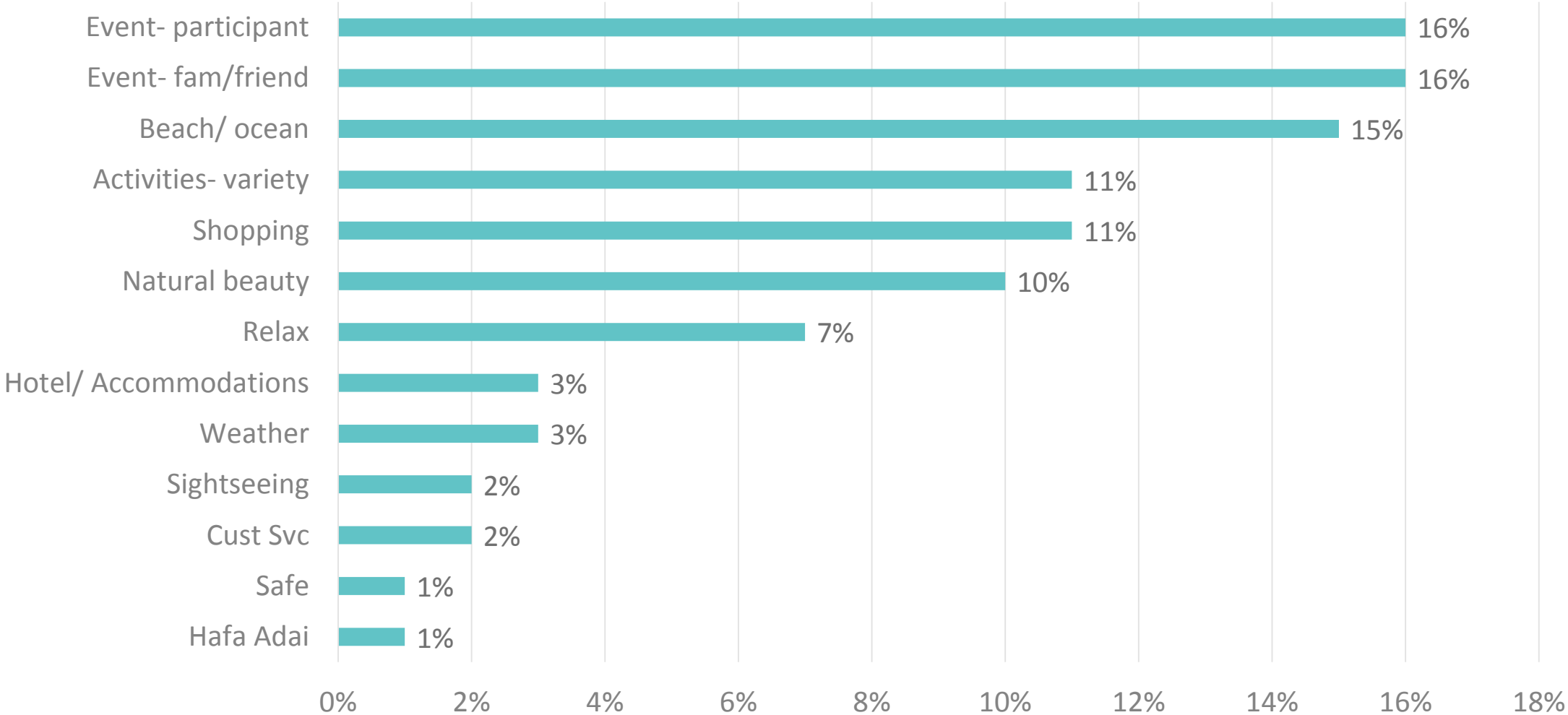




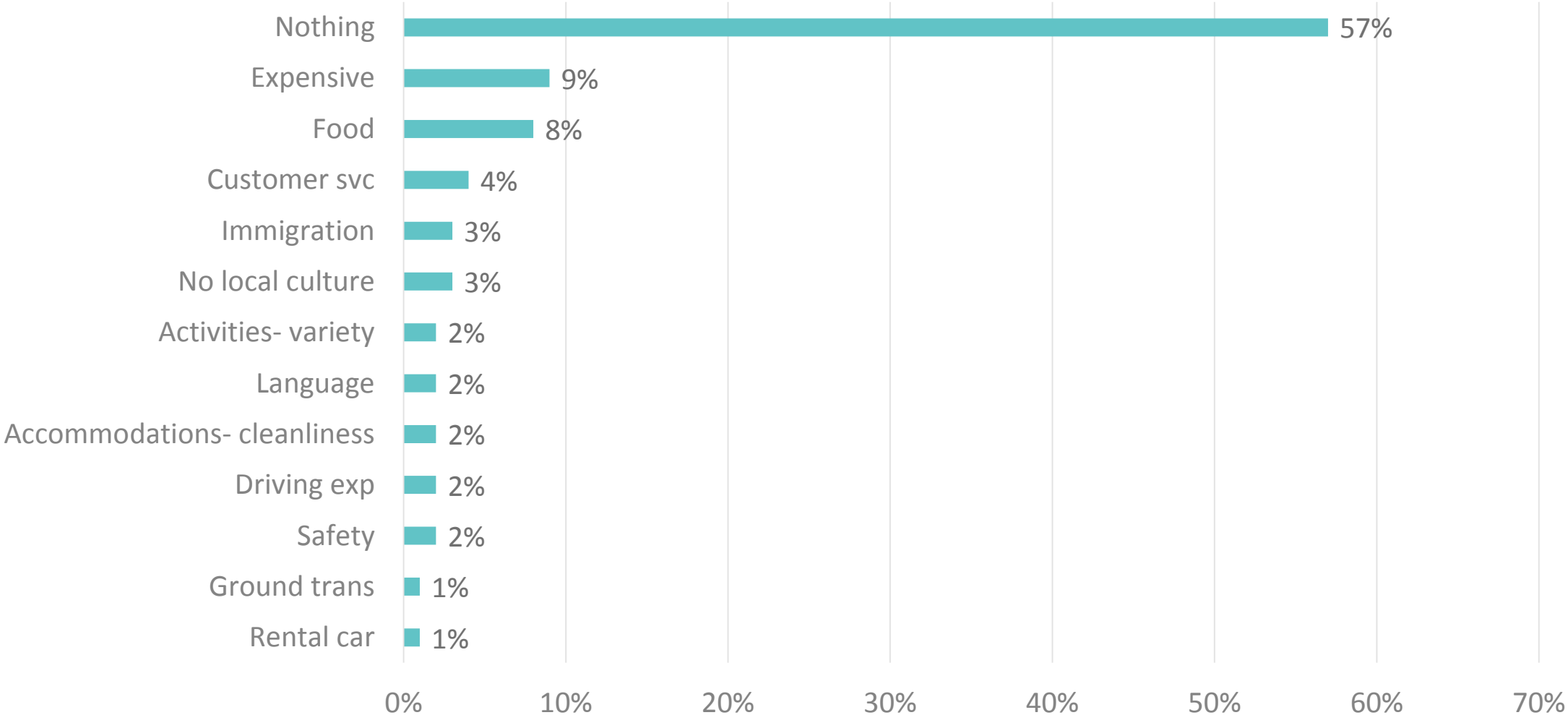
# OVERALL SATISFACTION – 10PT SCALE



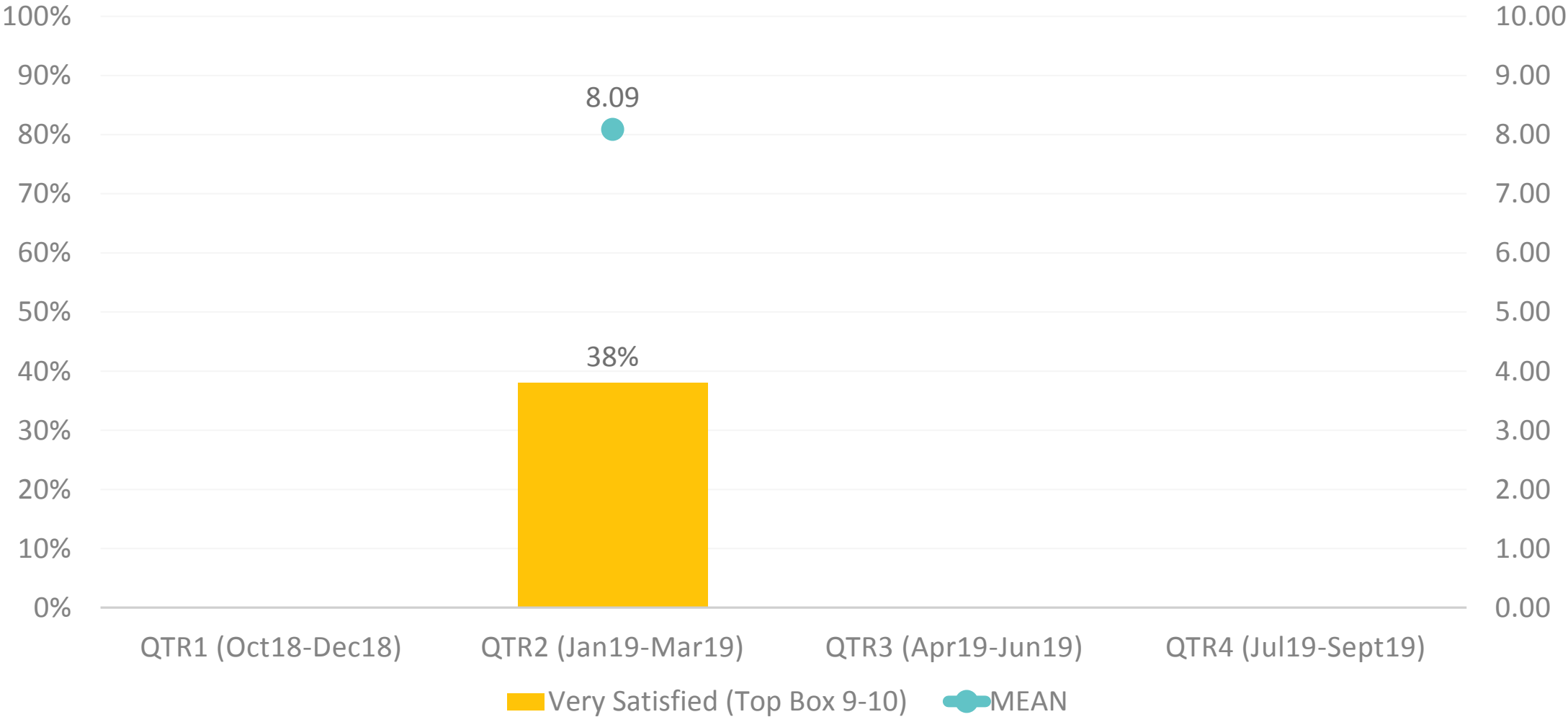
# SWOT – POSITIVE ASPECT OF TRIP



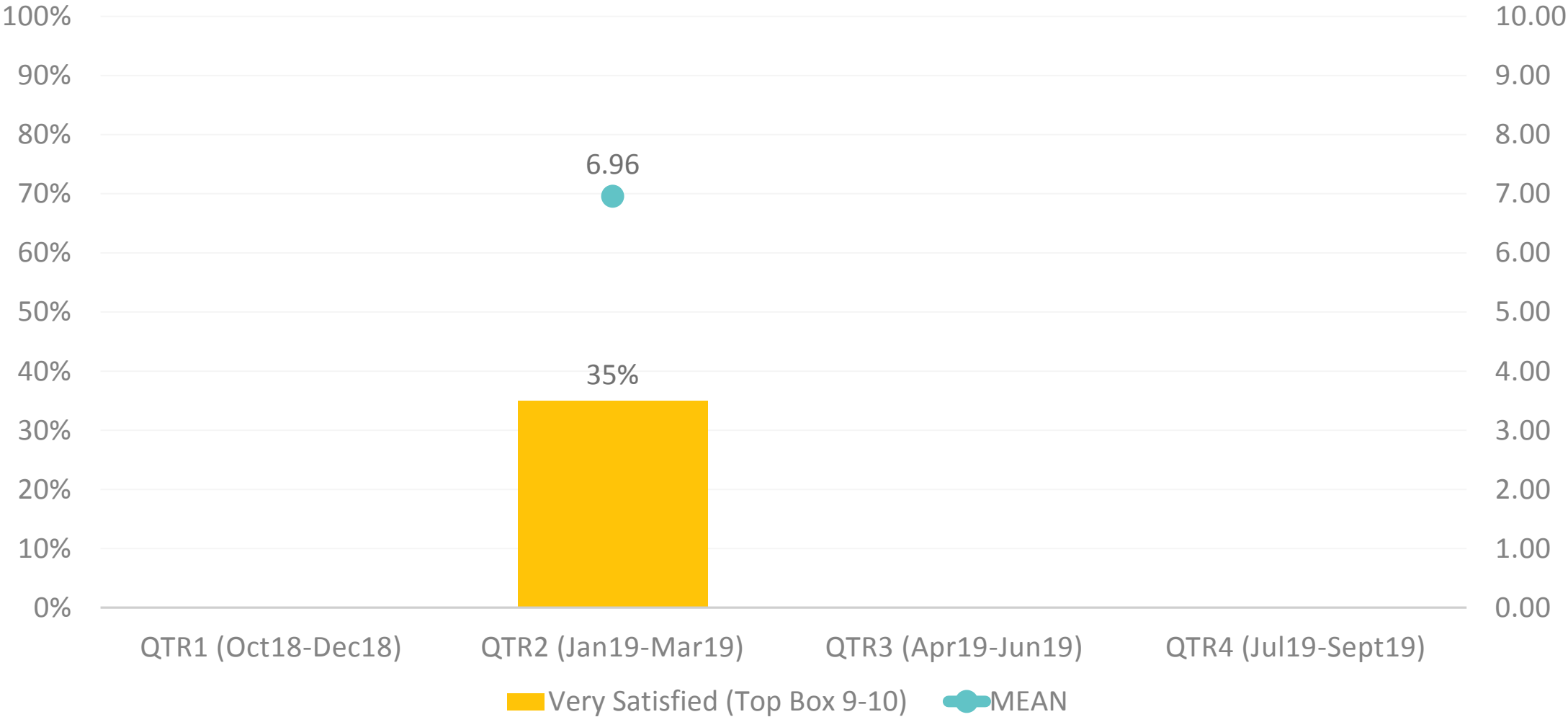
# SWOT – NEGATIVE ASPECT OF TRIP



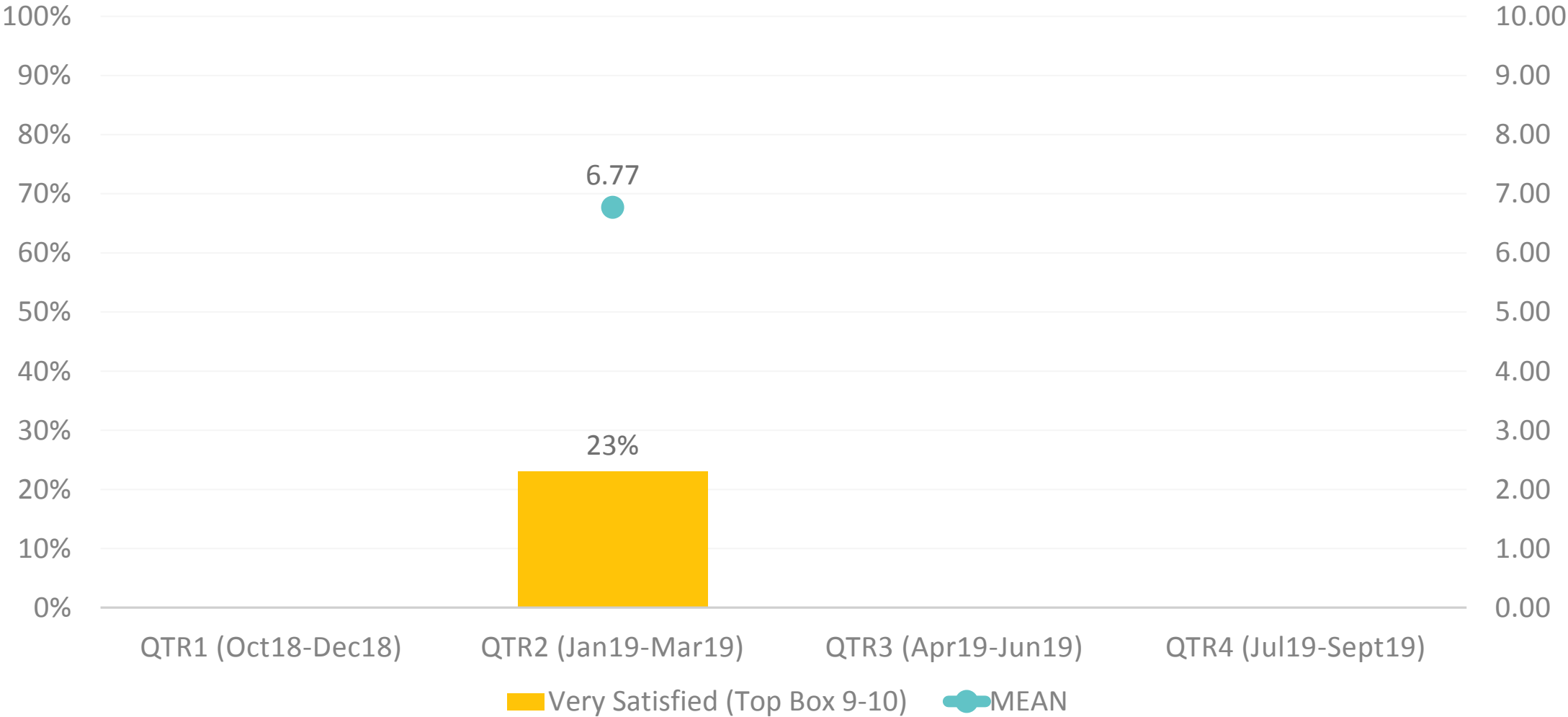
# SATISFACTION – ENTERTAINMENT



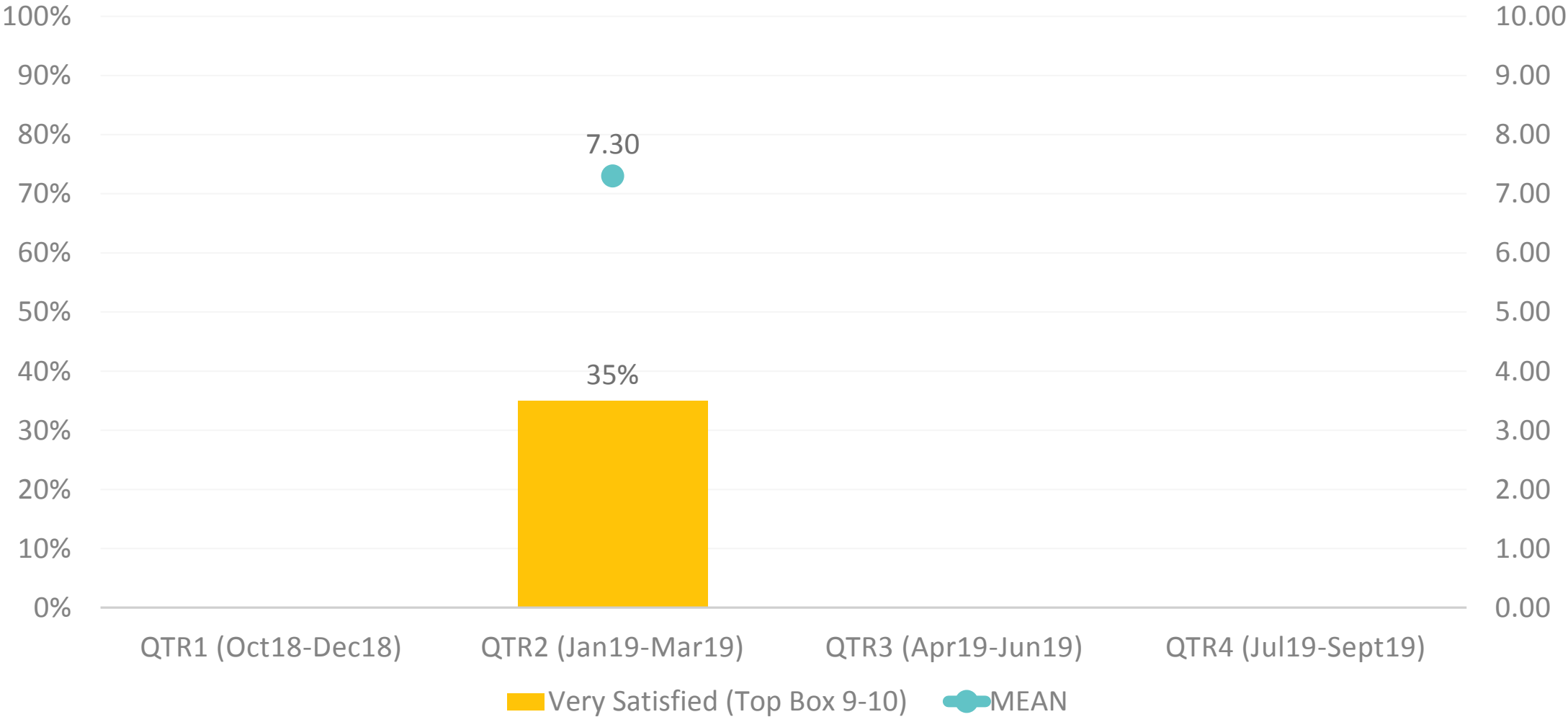
# SATISFACTION – SHOPPING



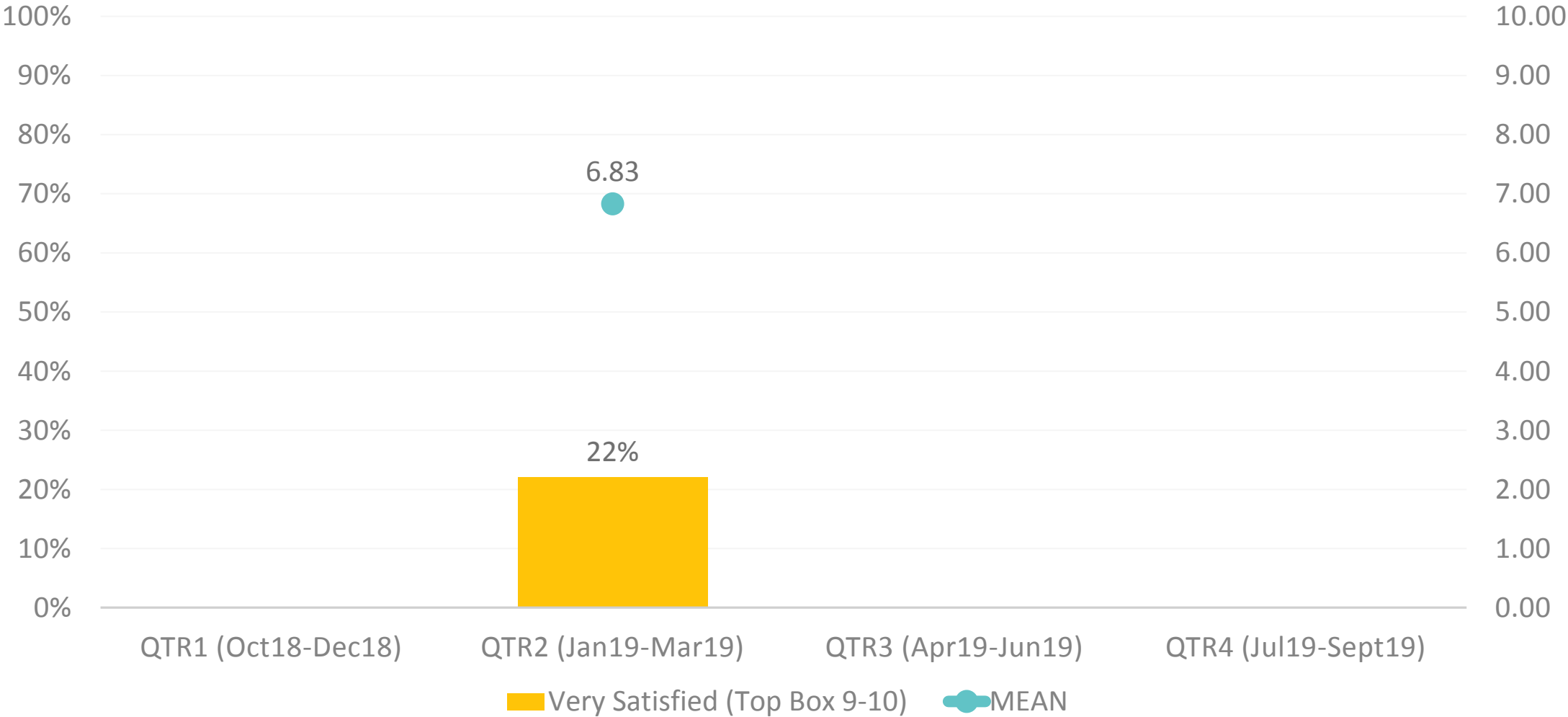
# SATISFACTION – DINING



# SATISFACTION – BEACHES

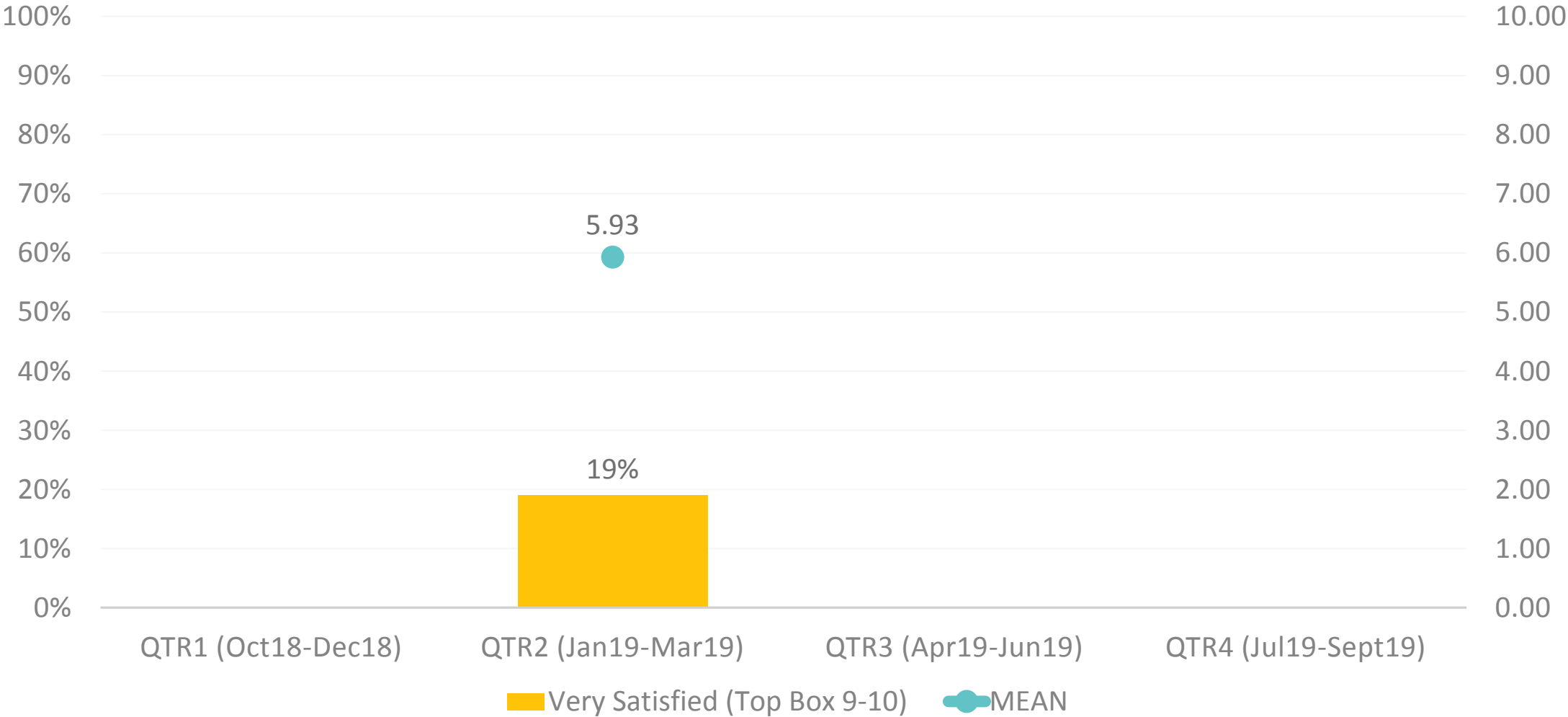


# SATISFACTION – PARKS

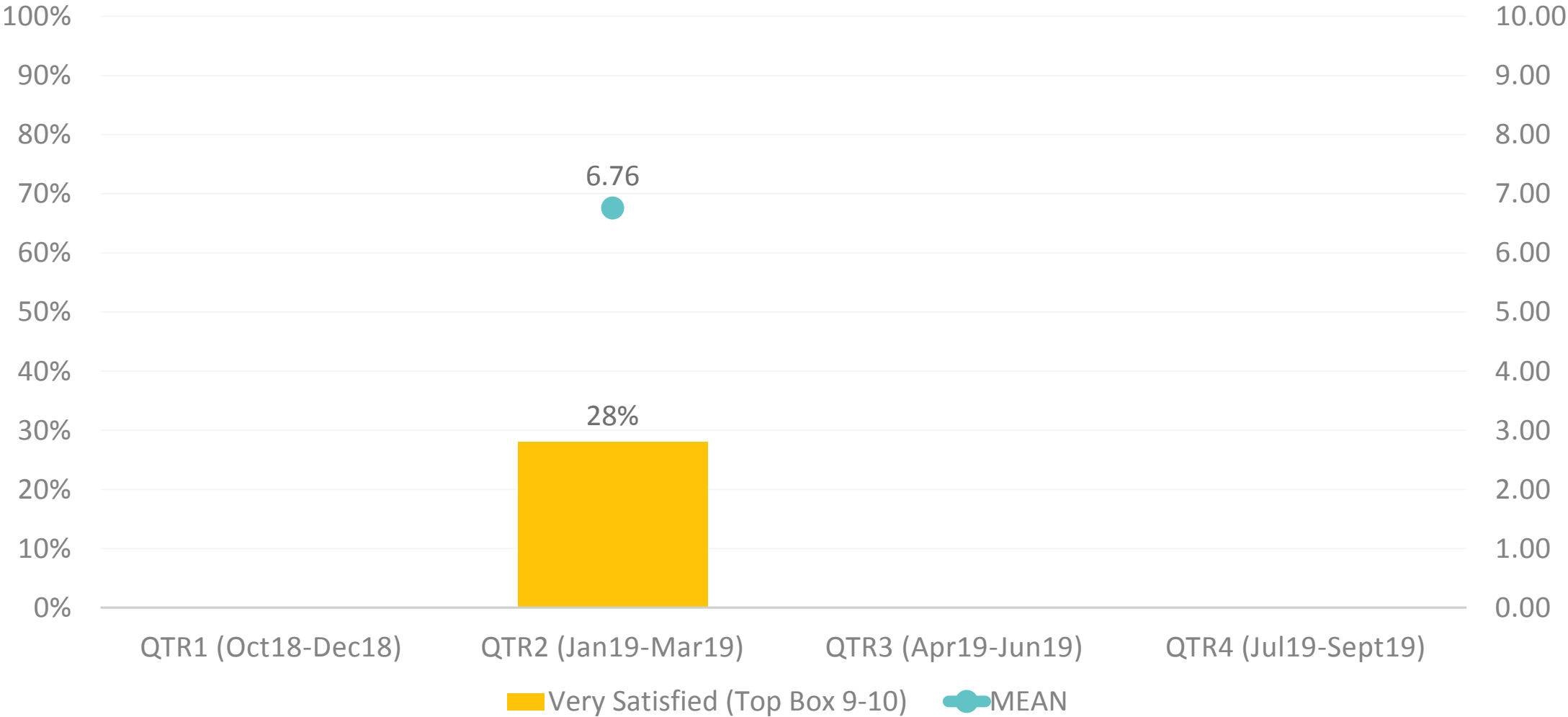




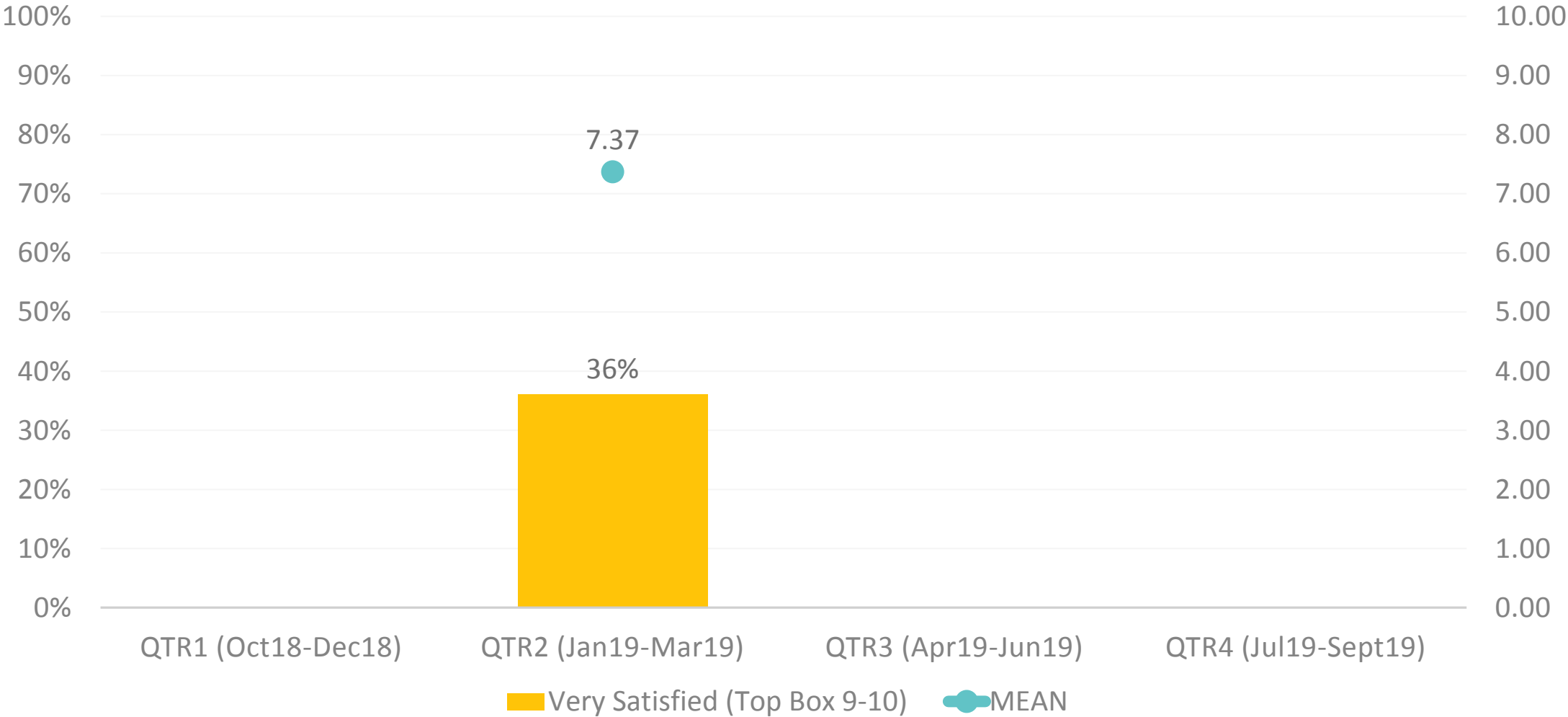
# SATISFACTION – ROADS



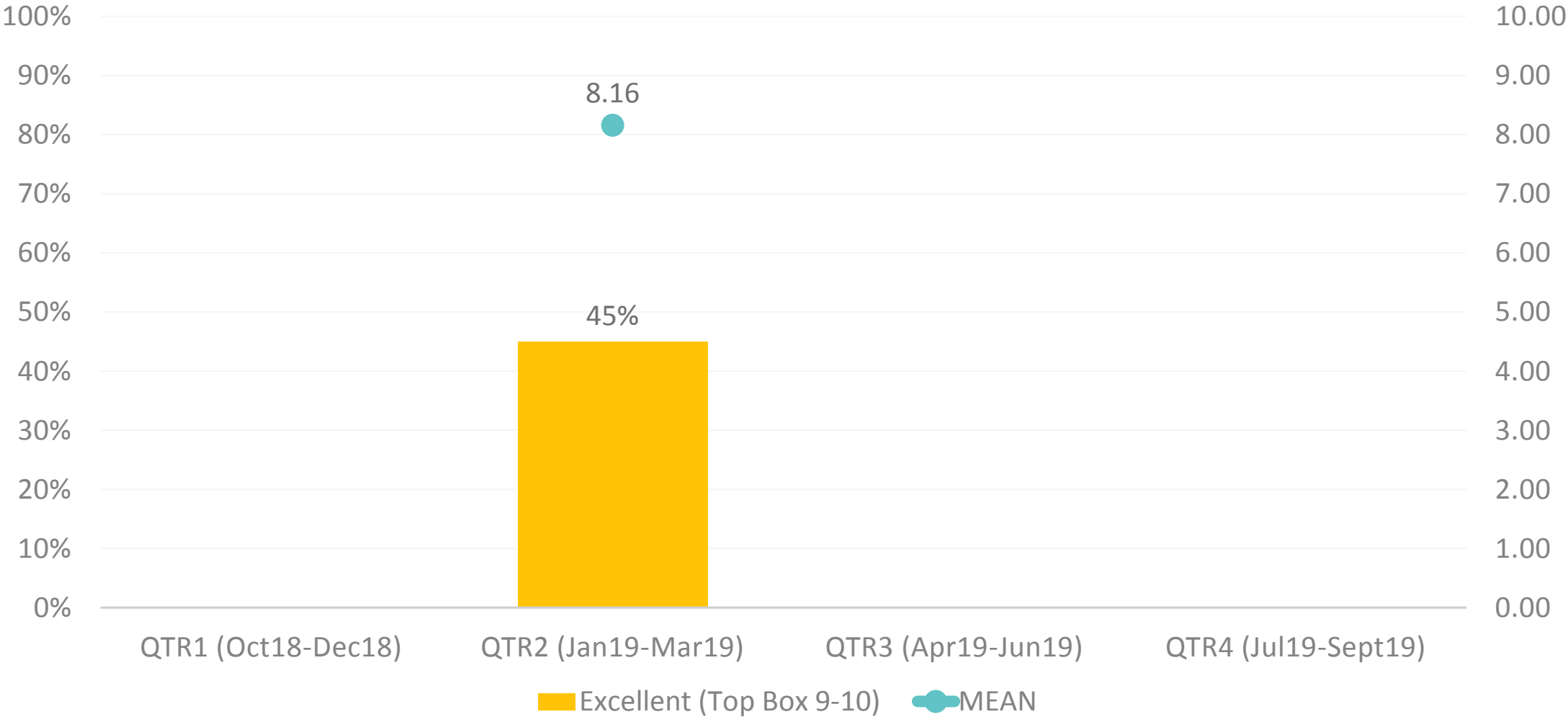
# SATISFACTION – SIGHTSEEING AREAS



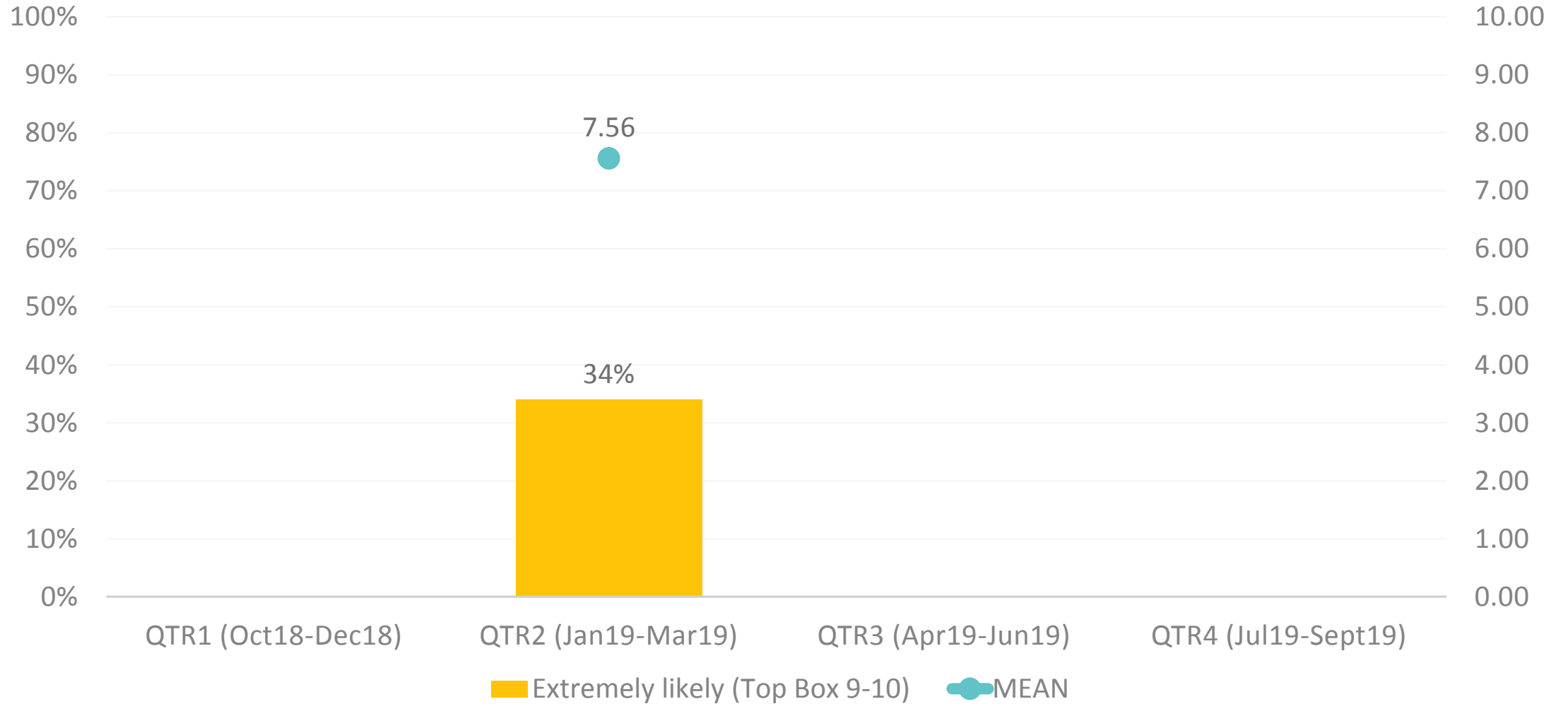
# SATISFACTION – SAFETY & SECURITY



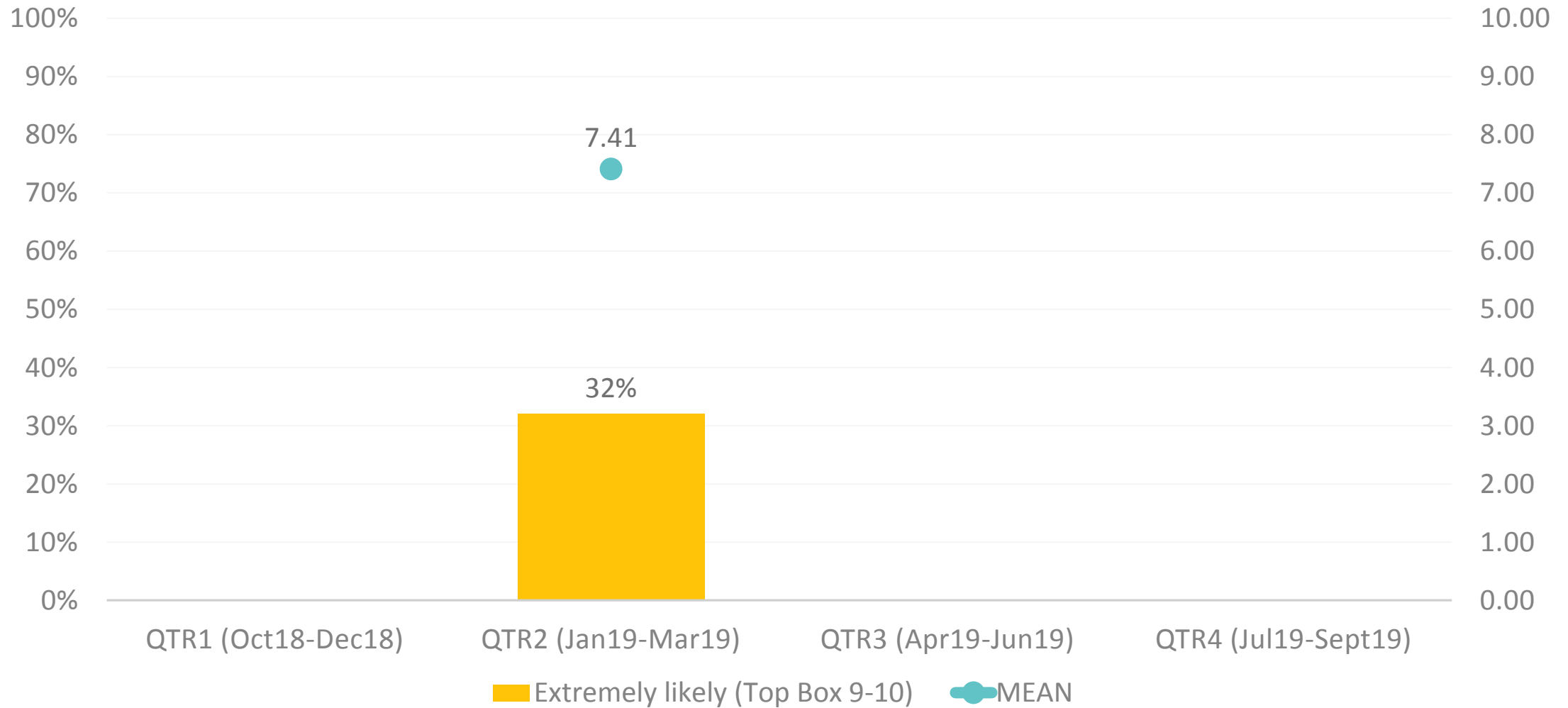
# SATISFACTION – ACCOMMODATIONS



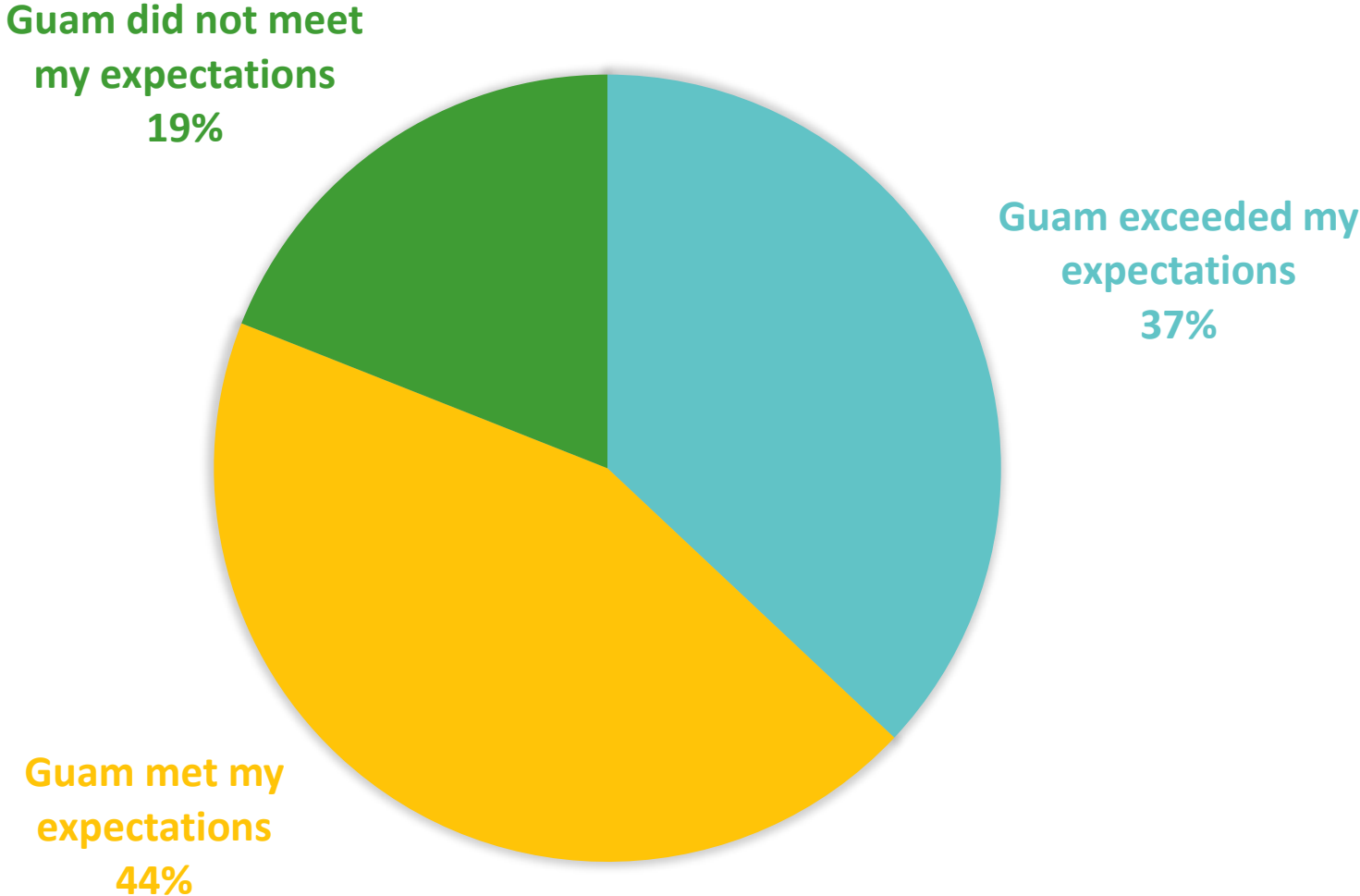
# BRAND ADVOCACY



# BRAND LOYALTY



# TRIP EXPECTATIONS



# TRIP EXPECTATIONS – TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Exceeded expectations		37%		
Met expectations		44%		
Did not meet expectations		19%		





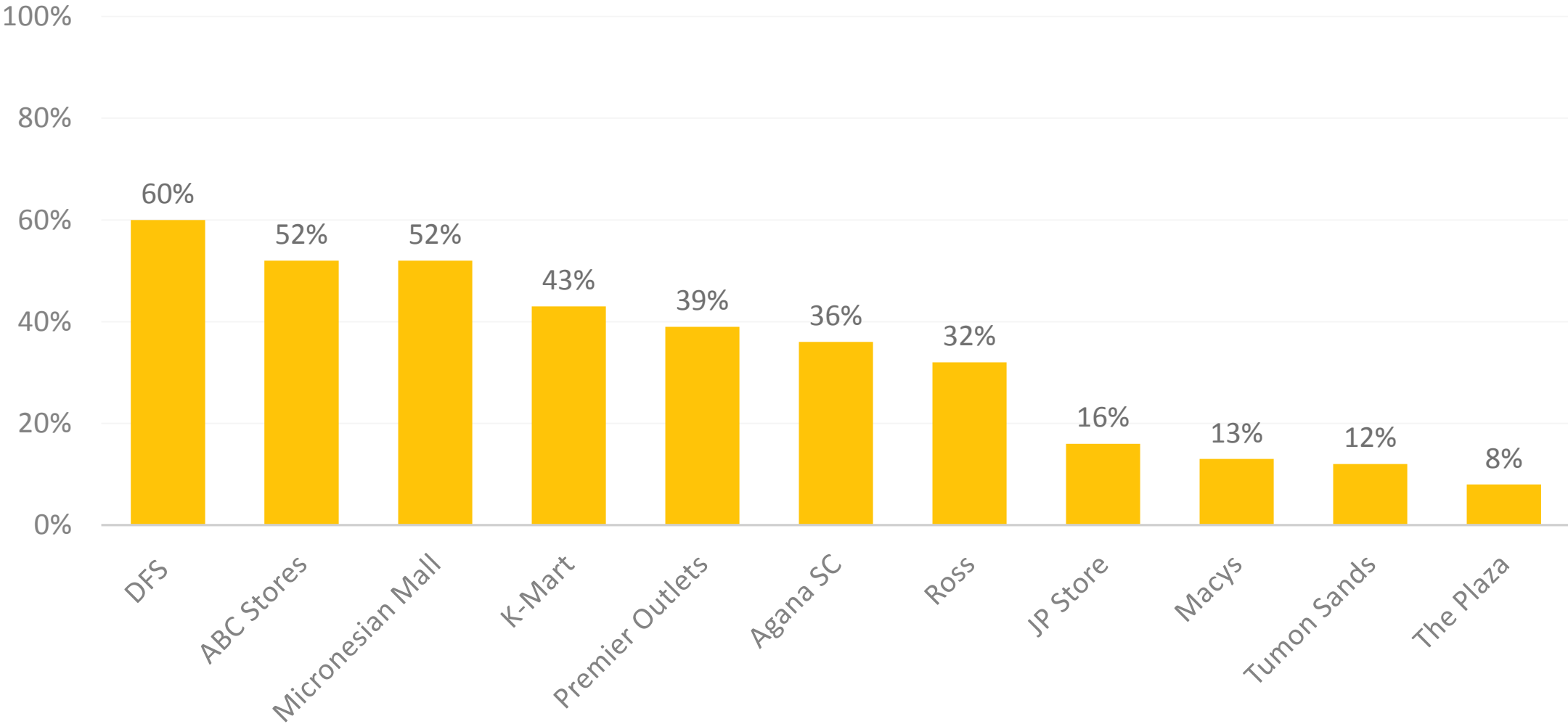


SECTION 5

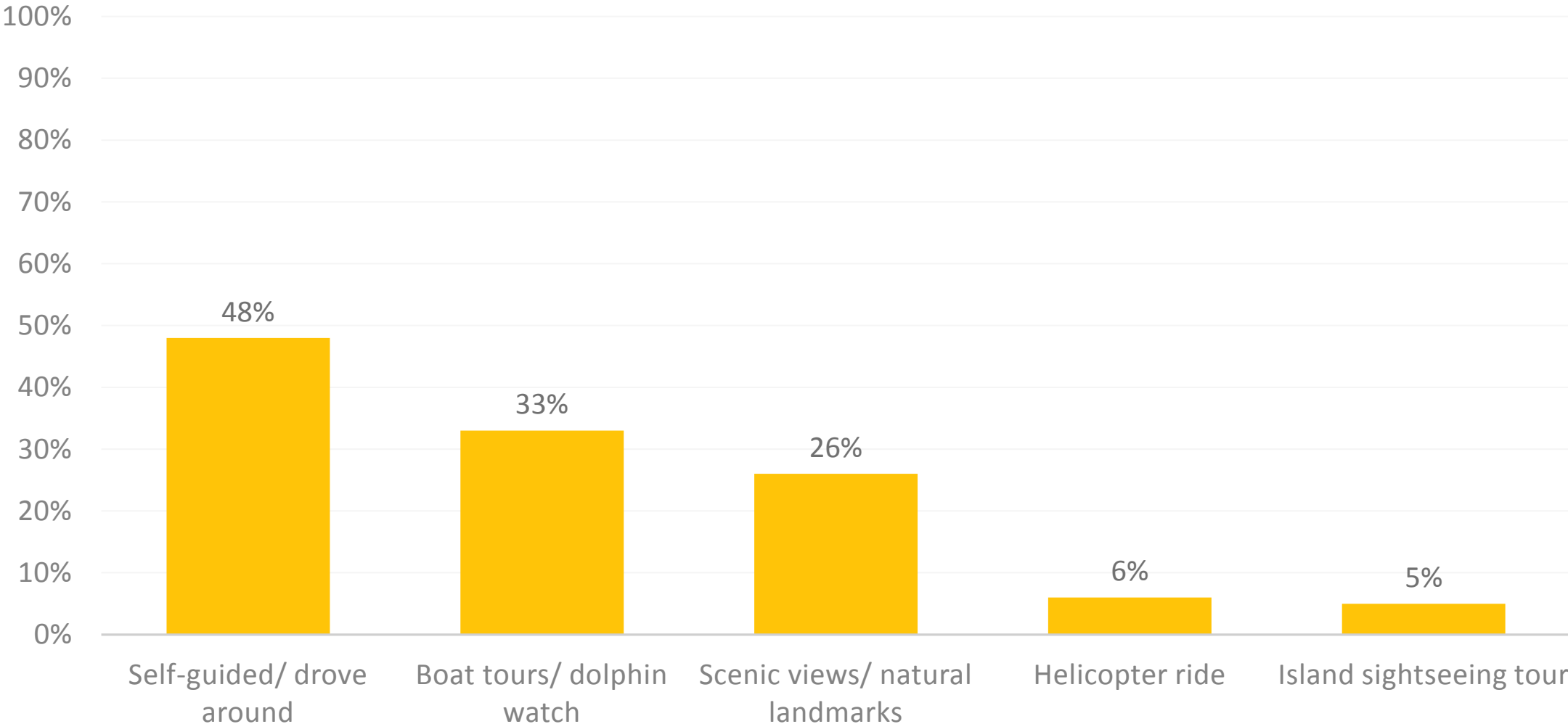
# VISITOR ACTIVITIES



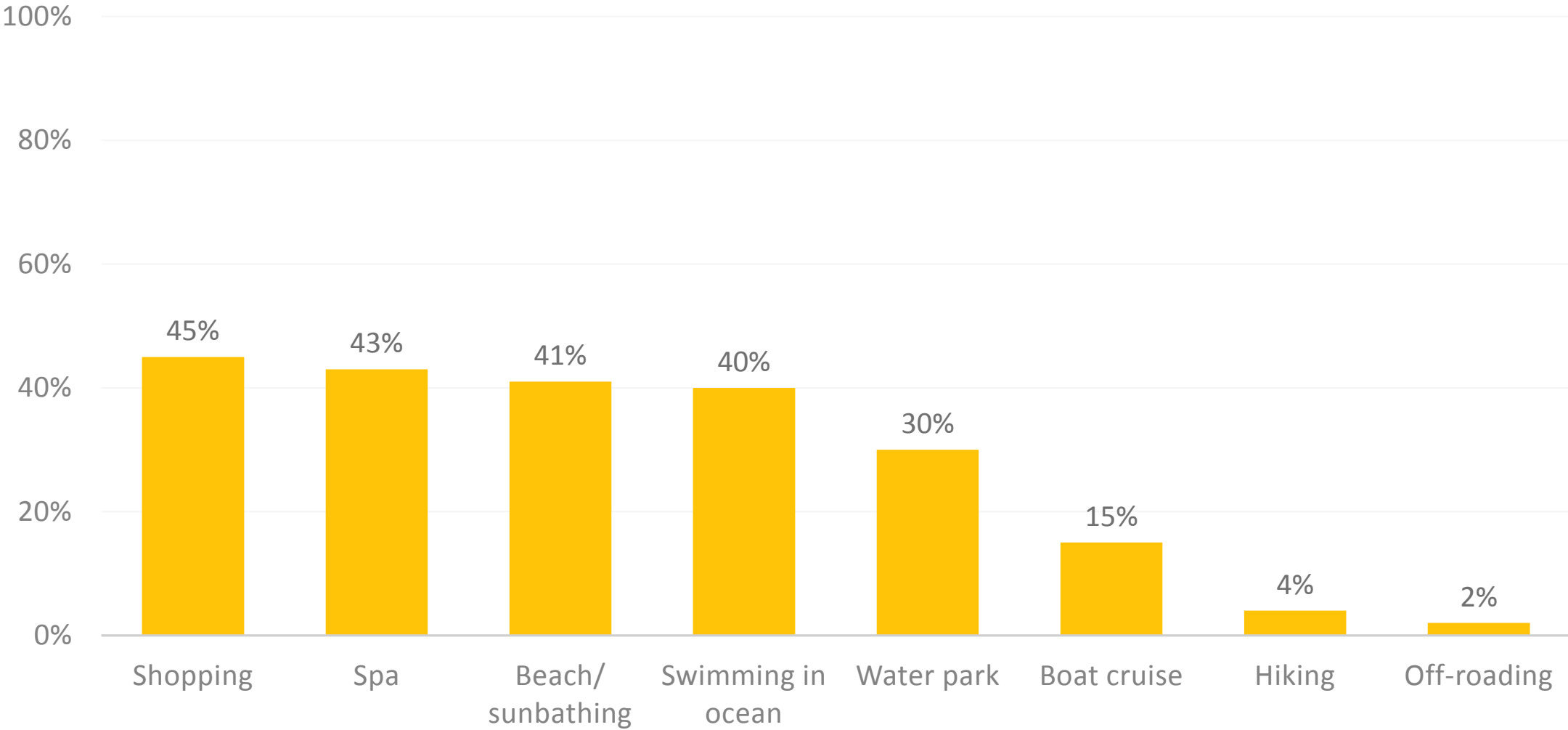
# SHOPPING AREAS – PENETRATION



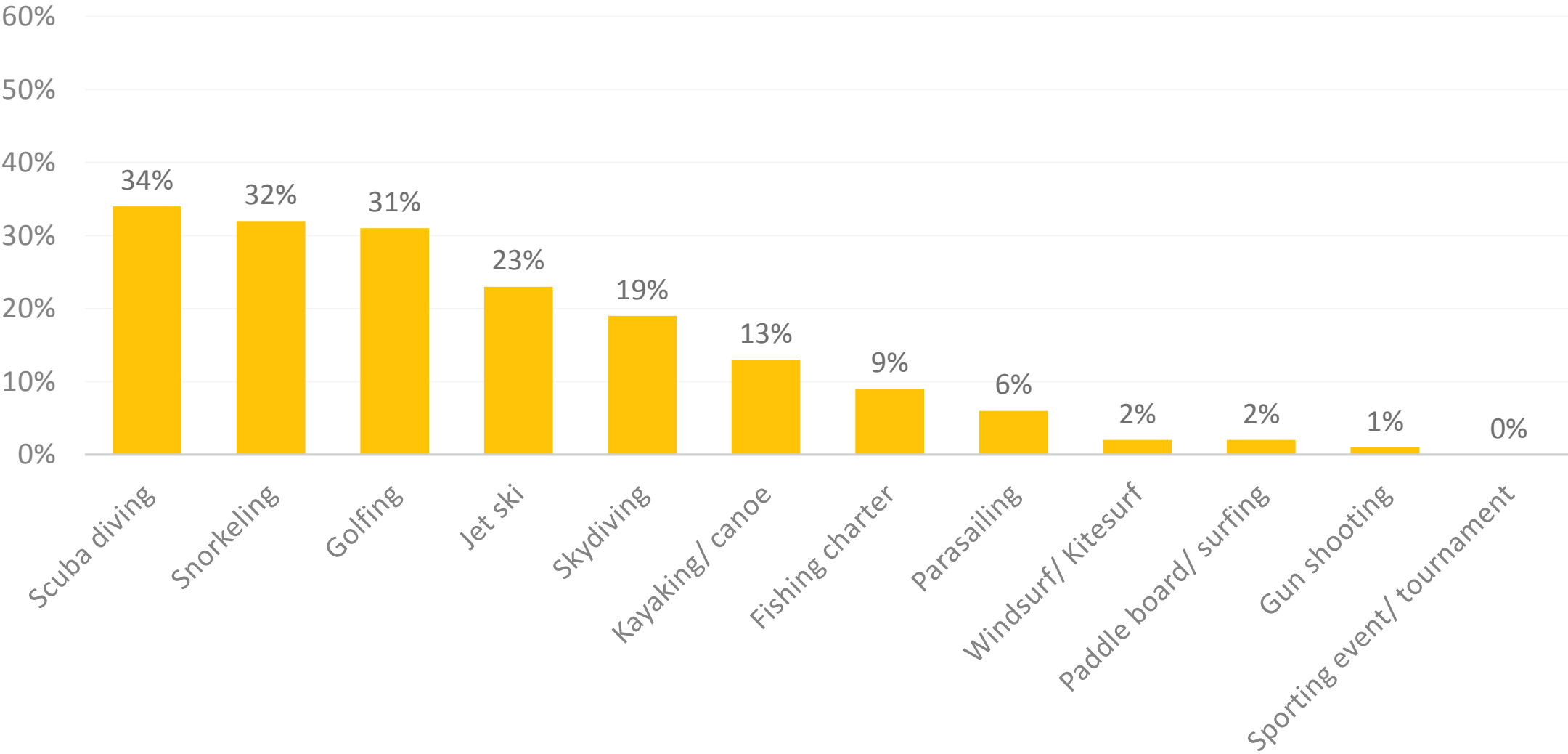
# ACTIVITIES – SIGHTSEEING



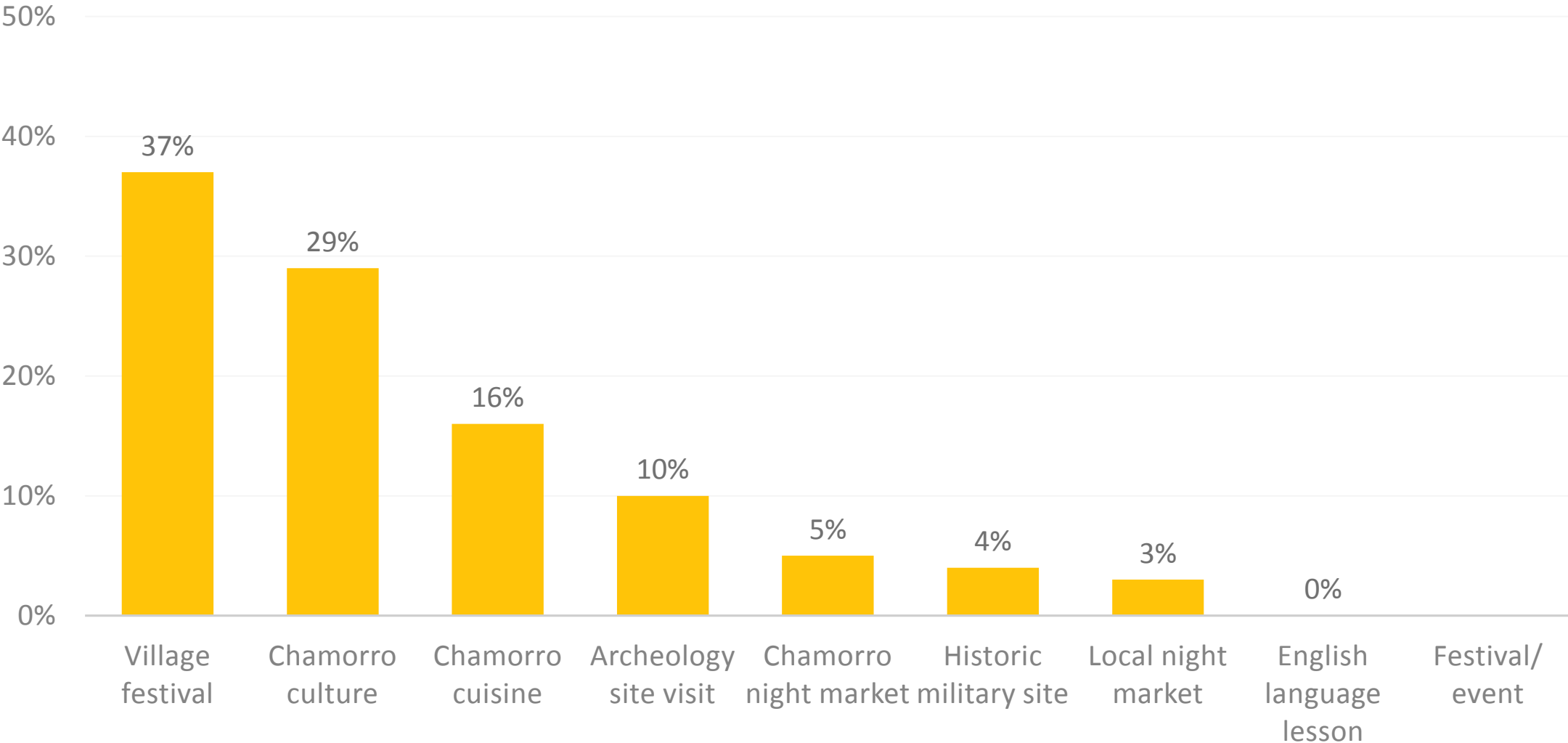
# ACTIVITIES – RECREATION



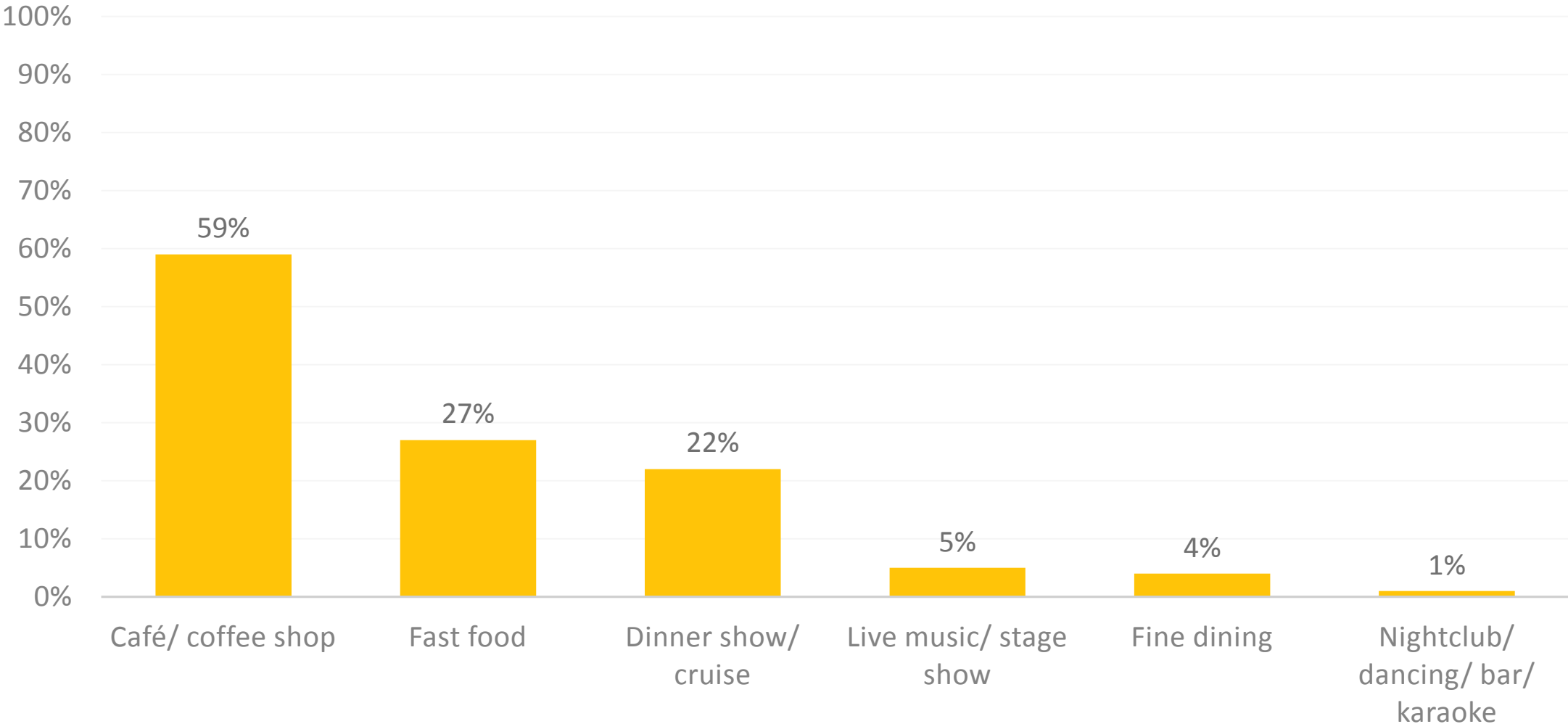
# ACTIVITIES – SPORTS



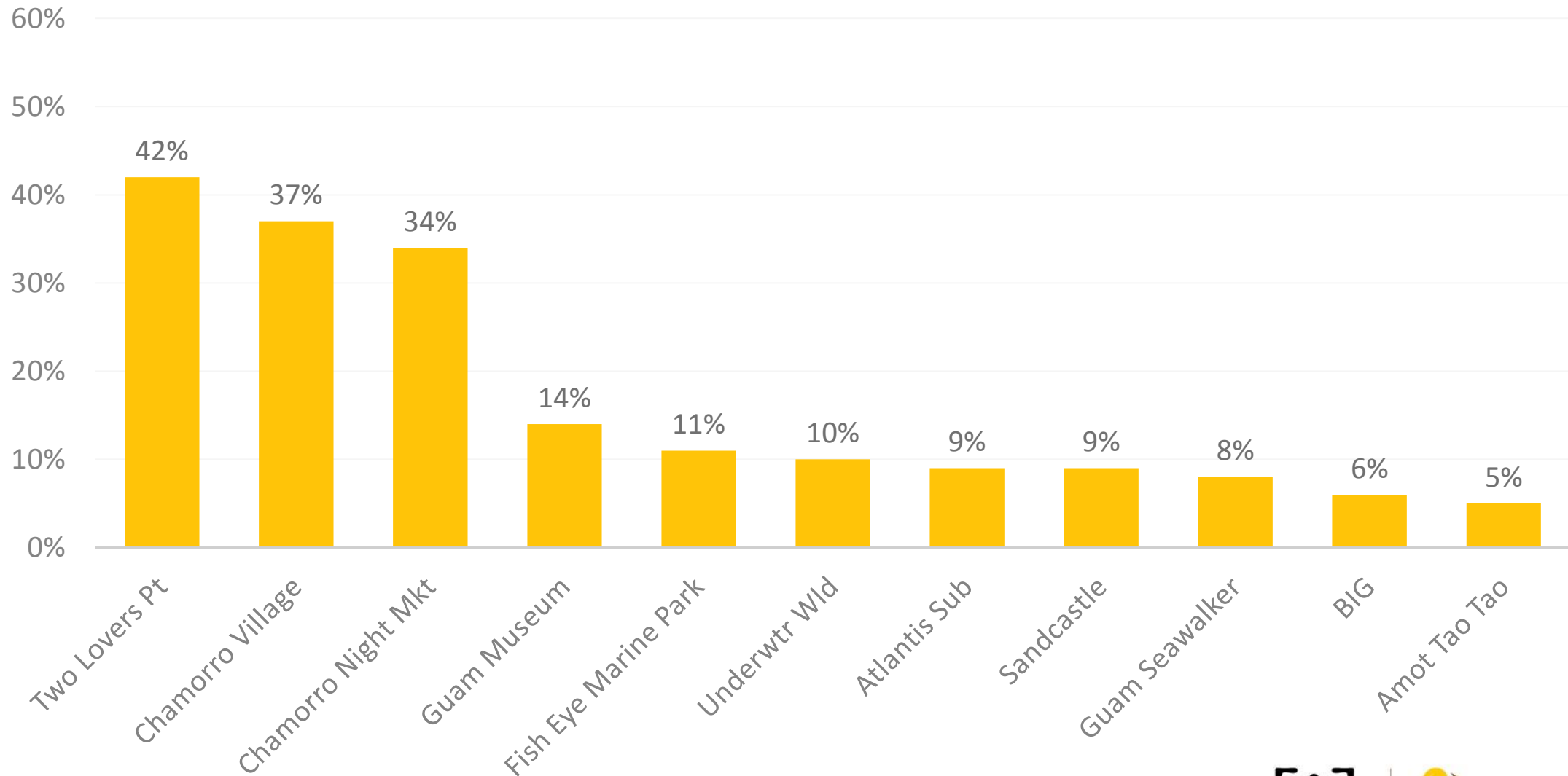
# ACTIVITIES – HISTORY, CULTURE, ARTS



# ACTIVITIES – ENTERTAINMENT & DINING

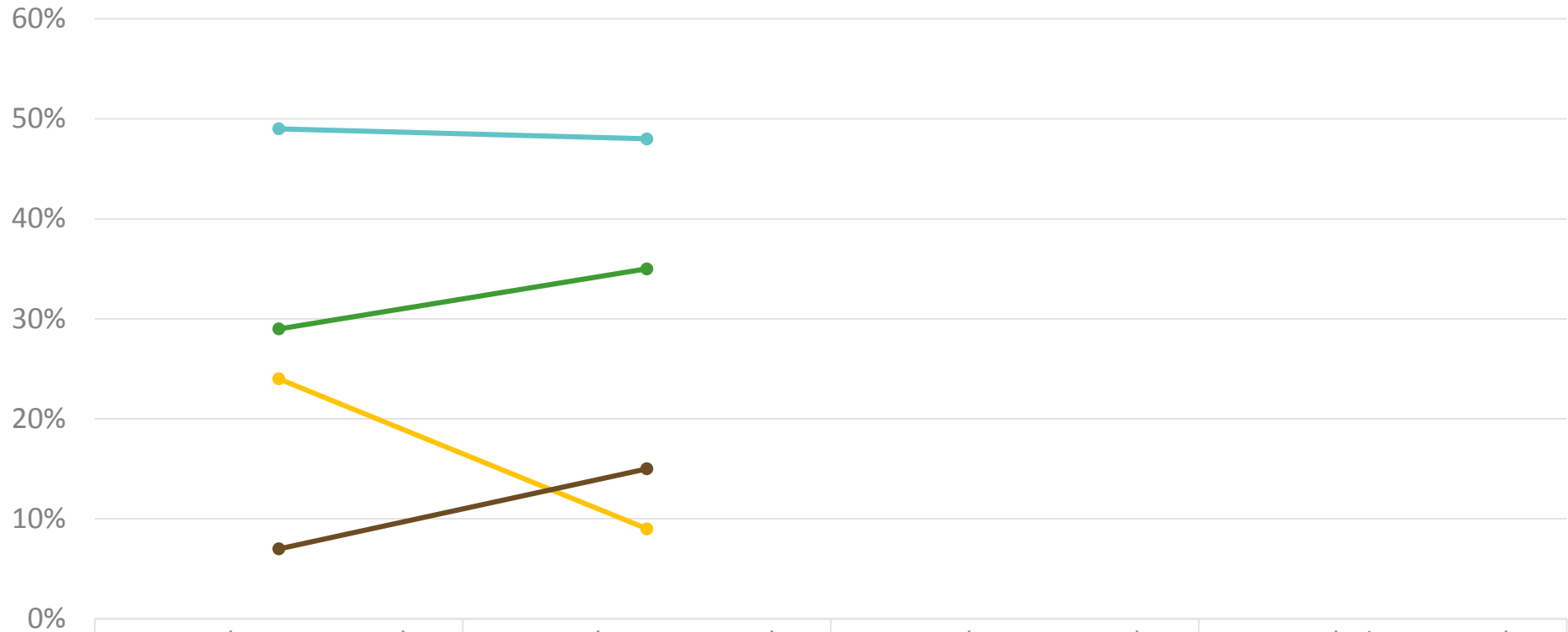


# LOCAL ATTRACTIONS – TOP RESPONSES (5%+)





# LOCAL CULTURE – OBSTACLES



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
— Schedule	49%	48%		
— Unaware	24%	9%		
— Did not want to	29%	35%		
— Did not know where	7%	15%		

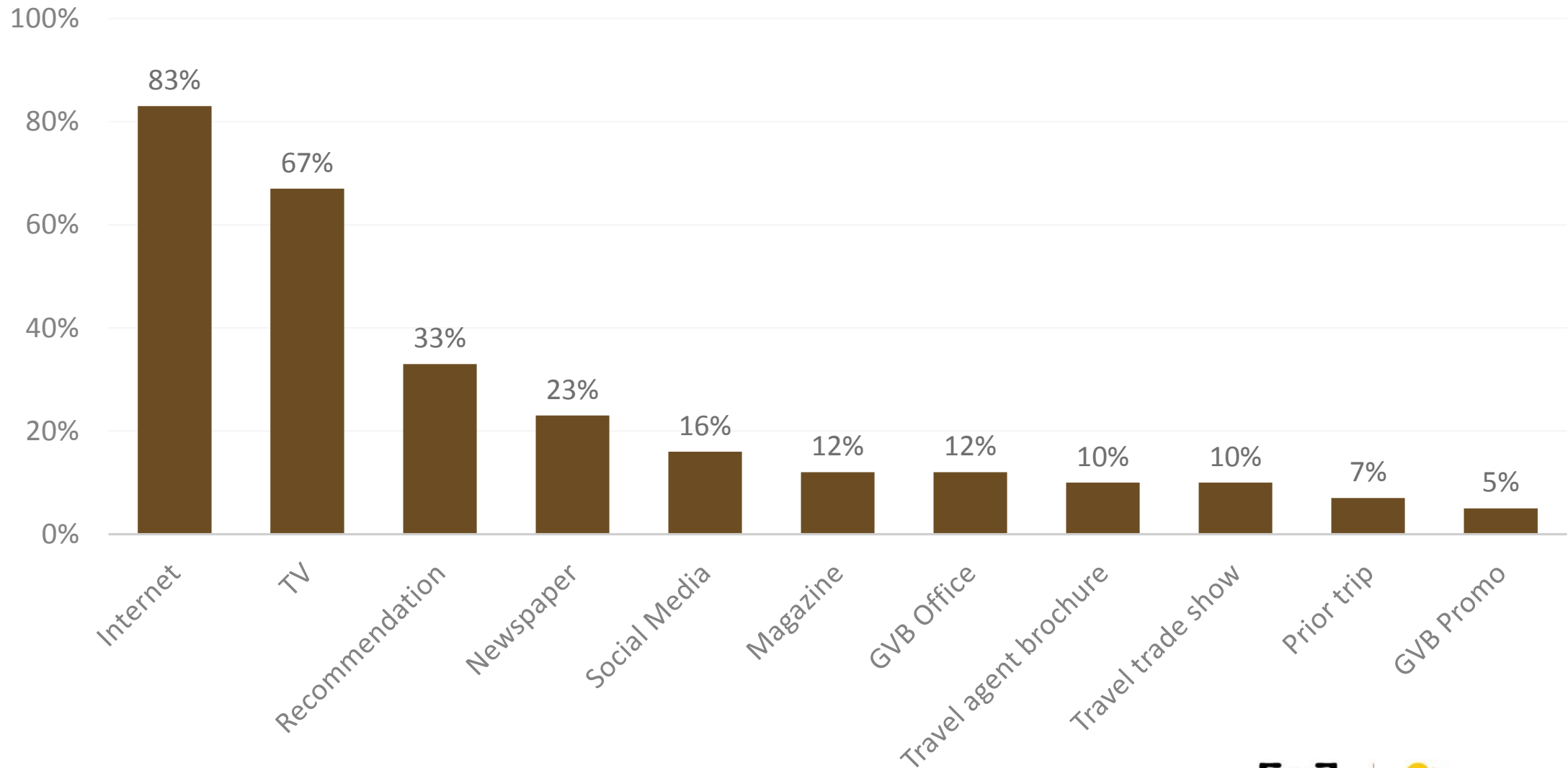


SECTION 6

# SOURCES OF INFORMATION



# PRE-ARRIVAL SOURCES OF INFORMATION



# PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

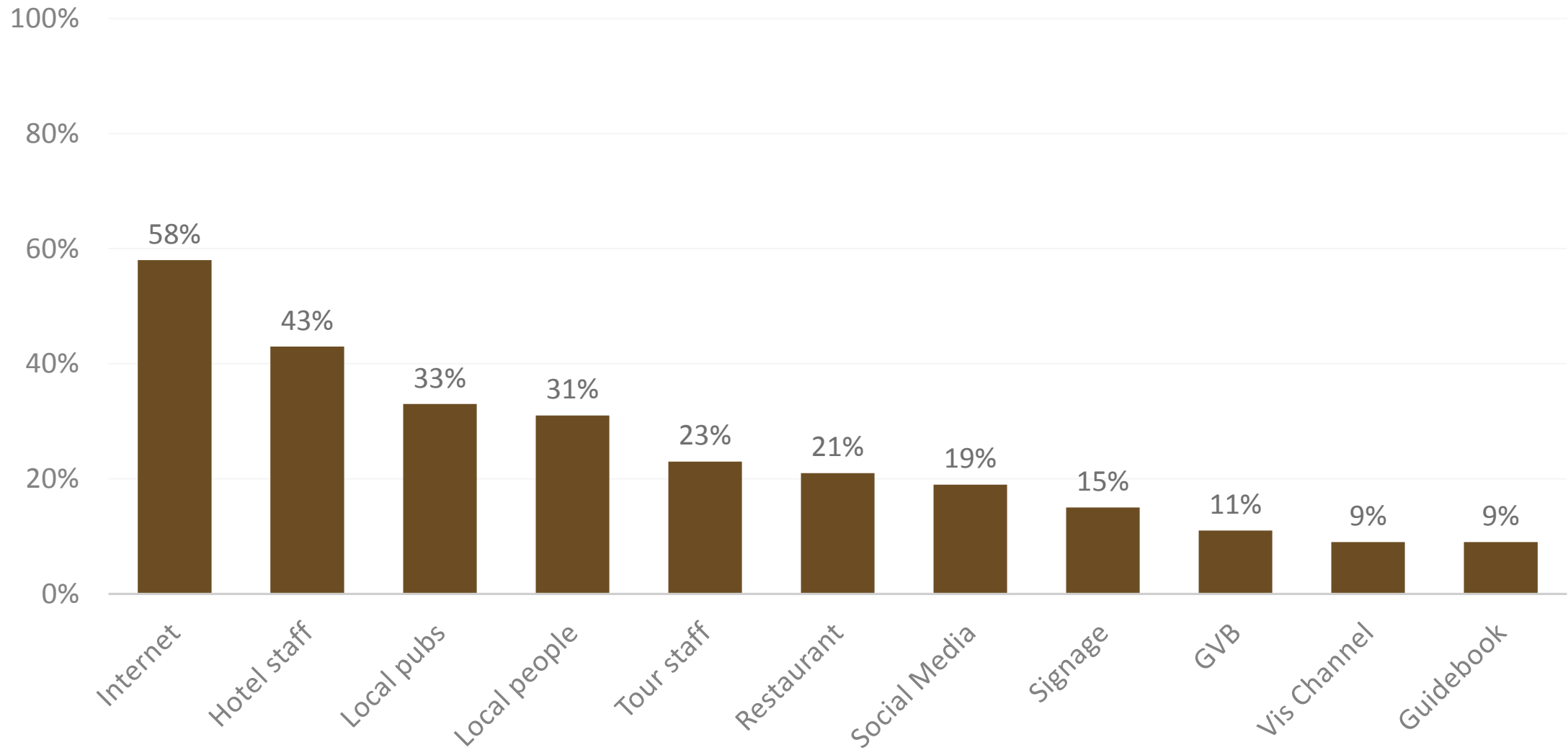
**GVB VISITOR SATISFACTION STUDY**  
**Q5 Please select the top three sources of information you used to find out about Guam before your trip**

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
Q5	Internet/Mobile App	83%	82%	88%	87%	100%	87%	91%	83%	80%
	TV	67%	73%	70%	47%	80%	44%	95%	83%	47%
	Friend or relative	33%	26%	22%	31%		38%	4%	12%	55%
	Newspaper	23%	26%	27%	26%	20%	18%	31%	31%	10%
	Social media	16%	14%	20%	24%	40%	28%	5%	10%	21%
	Magazine (consumer)	12%	12%	2%	6%	20%	10%	2%	3%	22%
	Guam Visitors Bureau office	12%	13%	16%	6%		5%	26%	18%	4%
	Travel agent brochure	10%	11%	3%	16%		26%	1%	4%	18%
	Travel trade shows	10%	11%	15%	10%		5%	23%	17%	0%
	I have been to Guam before	7%	8%	8%	7%		8%	2%	17%	12%
	Guam Visitors Bureau promotional activities	5%	6%	8%	3%		3%	12%	10%	
	Travel guide book at bookstores	4%	3%	3%	3%		3%	2%	1%	7%
	Co-worker/ company travel department	3%	3%	3%	10%		5%		0%	6%
	Consumer travel shows	3%	3%	4%				4%	4%	0%
	Theater ads	1%	1%	1%	3%			3%	1%	
	Radio	1%	1%	0%			3%		0%	1%
	Total	1069	937	665	68	5	39	111	471	545

\*Prepared by Anthology Research\*



# ONISLE SOURCES OF INFORMATION



# ONISLE SOURCES OF INFORMATION

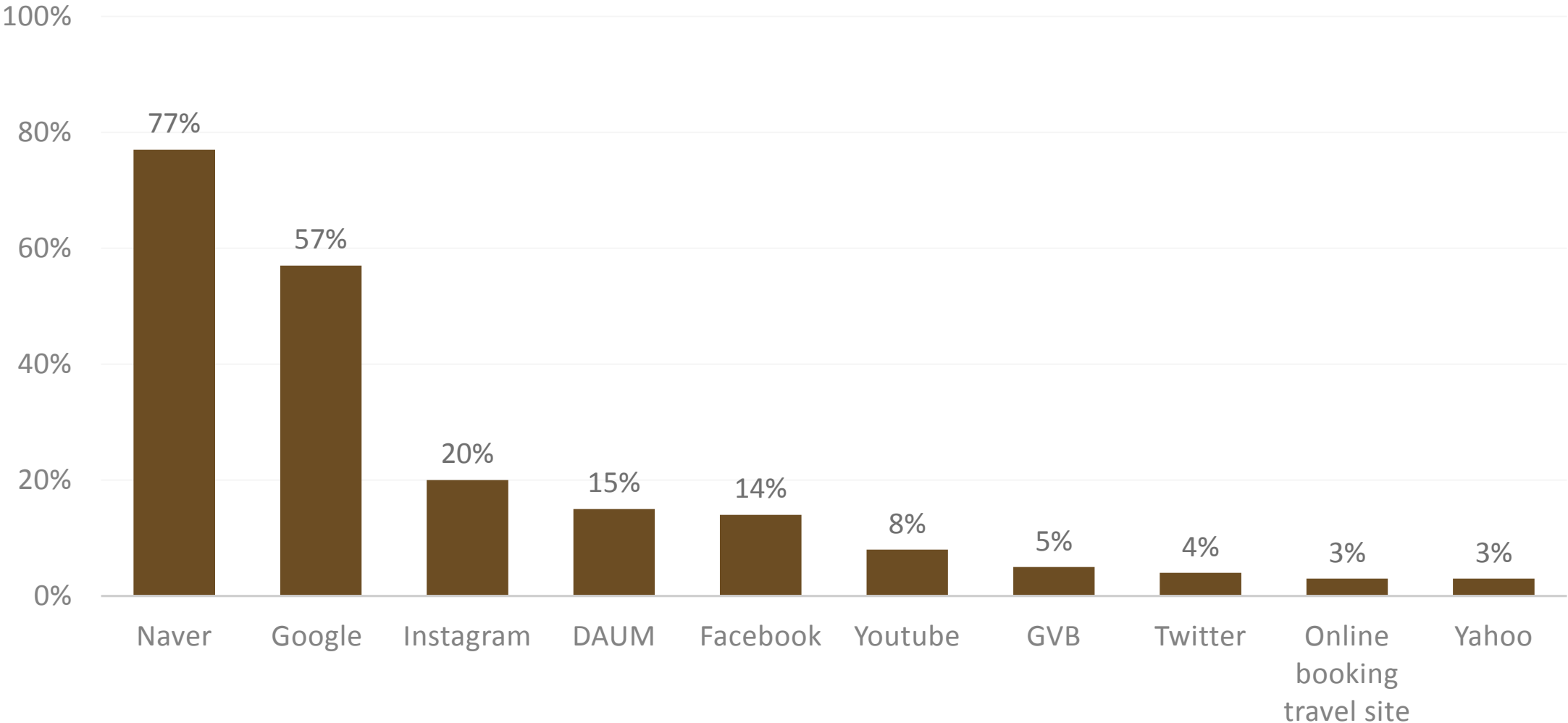
**GVB VISITOR SATISFACTION STUDY**  
**Q6 Please select the top three sources of information you used to find out about Guam while you were here**

	TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
	-	-	-	-	-	-	-	-	-
Q6 Internet/ Mobile App	58%	54%	57%	57%	20%	85%	40%	48%	68%
Hotel staff	43%	45%	41%	46%	40%	38%	41%	47%	41%
Local publication	33%	32%	37%	18%	20%	23%	49%	41%	21%
Local people	31%	34%	39%	34%	20%	8%	53%	50%	12%
Tour staff	23%	25%	4%	19%	40%	41%	2%	8%	40%
Restaurant staff (outside hotel)	21%	22%	24%	21%	20%	13%	29%	27%	13%
Social Media	19%	17%	24%	25%	40%	23%	14%	15%	24%
Signs/ advertisement	15%	13%	8%	10%		23%	5%	8%	24%
Guam Visitors Bureau	11%	12%	15%	13%		5%	29%	17%	2%
Guide books I brought with me	9%	7%	7%	10%	20%	8%		4%	15%
Visitors channel	9%	10%	11%	10%		3%	18%	11%	3%
Retail staff	7%	8%	9%	7%		3%	14%	10%	4%
Taxi drivers	5%	5%	5%	4%		3%	1%	3%	9%
Other visitors	5%	6%	7%	12%		8%	3%	5%	7%
Total	1069	937	665	68	5	39	111	471	545

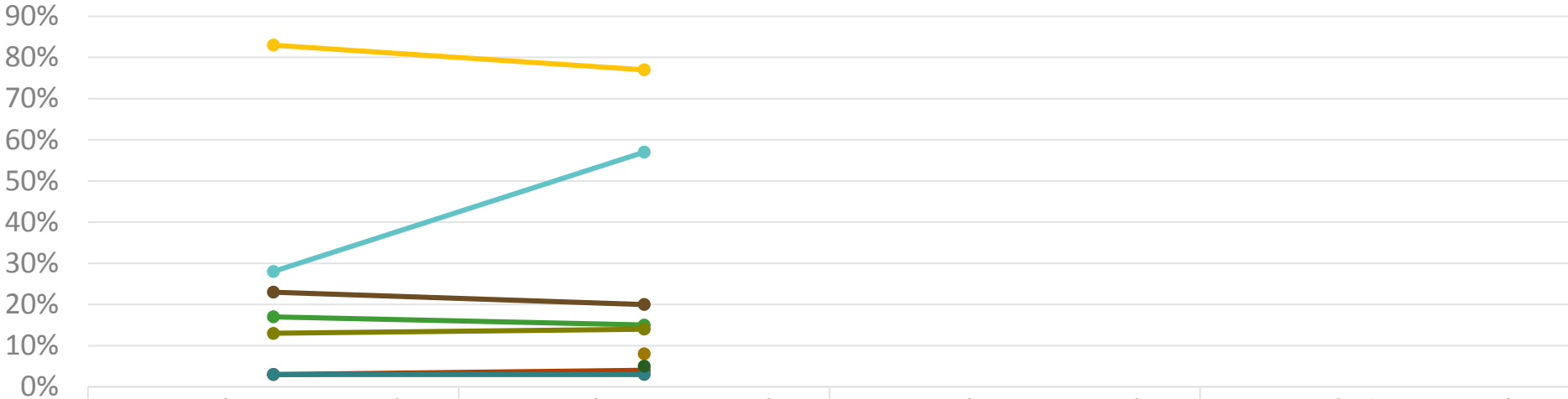
\*Prepared by Anthology Research\*



# ONLINE SOURCES OF INFORMATION



# ONLINE SOURCES OF INFORMATION



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Google	28%	57%		
Naver	83%	77%		
DAUM	17%	15%		
Instagram	23%	20%		
Facebook	13%	14%		
Twitter	3%	4%		
Online booking site	3%	3%		
Youtube		8%		
GVB		5%		



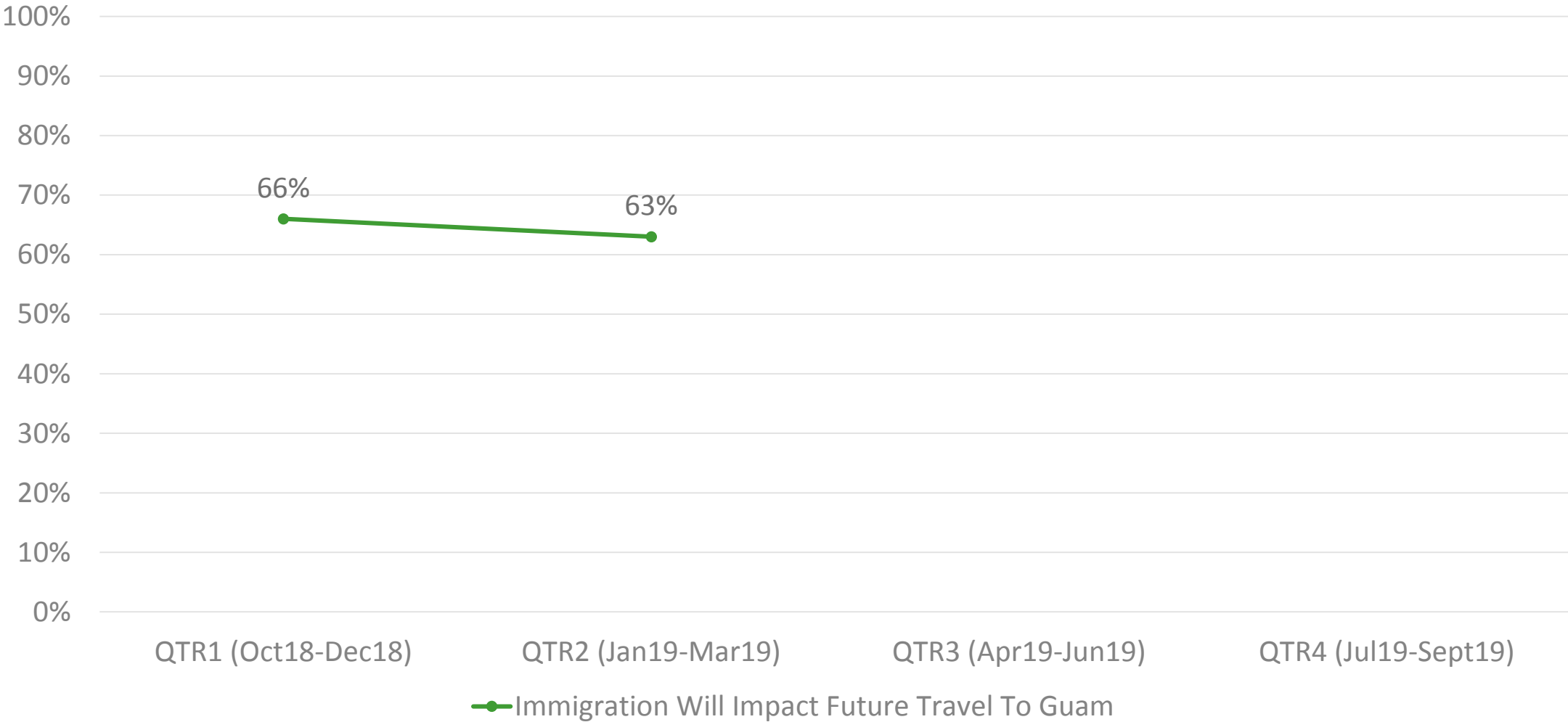




SECTION 7

# IMMIGRATION

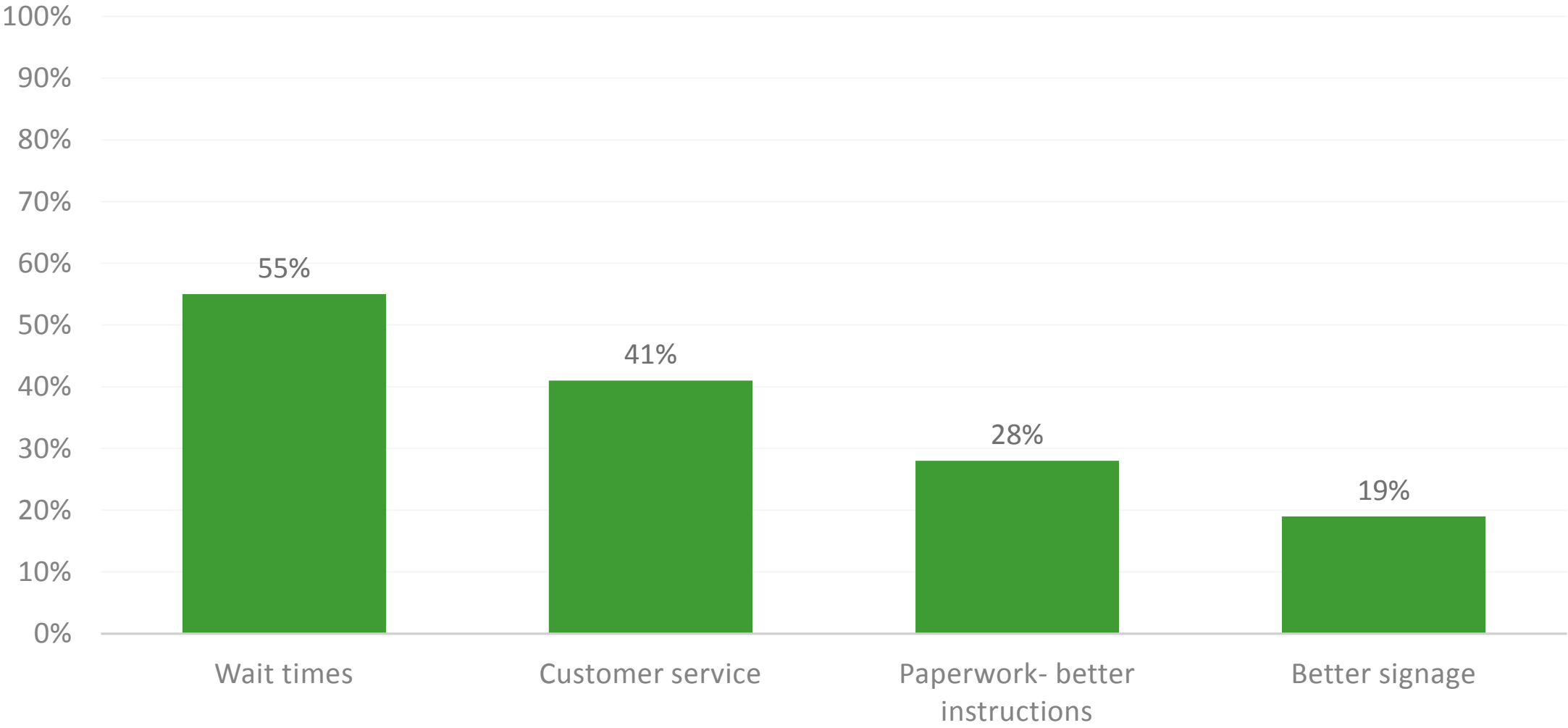
# IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



Q: Do you think the security screening and/or immigration process here at the Guam International Airport will affect your decisions to visit Guam again in the future?



# AIRPORT – SECURITY/ IMMIGRATION ISSUES





SECTION 8

# ADVANCED STATS

# 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.
- The predictor variables (drivers) are ranked on the percentage they account for the dependent variable. The top two ranked independent variables generally account for the largest percentages of the dependent variable and are thus the best predictors (drivers) of the dependent variable.

# DRIVERS – OVERALL SATISFACTION

Comparison of Drivers of Overall Satisfaction, 2nd Qtr. 2019	
	2nd Qtr. 2019
Drivers:	rank
Entertainment	1
Shopping	4
Dining	
Beaches	5
Parks	2
Roads	
Sightseeing Areas	3
Being a safe and secure destination	
% of Overall Satisfaction Accounted For	<b>33.9%</b>
NOTE: Only significant drivers are included.	

# DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Korea visitor's experience on Guam is driven by five significant factors in the 2<sup>nd</sup> Quarter 2019 Period. By rank order they are:
  - **Entertainment,**
  - **Parks,**
  - **Sightseeing areas,**
  - **Shopping, and**
  - **Beaches.**
- With these factors the overall  $r^2$  is .339 meaning that **33.9% of overall satisfaction is accounted for by these factors.**

# DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, 2nd Qtr. 2019	
	2nd Qtr. 2019
Drivers:	rank
Entertainment	3
Shopping	1
Dining	
Beaches	
Parks	2
Roads	
Sightseeing Areas	
Being a safe and secure destination	
% of Overall Satisfaction Accounted For	6.8%
NOTE: Only significant drivers are included.	





# DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Korea visitors on Guam is driven by three significant factors in the 2<sup>nd</sup> Quarter 2019 Period. By rank order they are:
  - **Shopping,**
  - **Parks, and**
  - **Entertainment.**
- With these factors the overall  $r^2$  is .068 meaning that **6.8% of per person on island expenditure is accounted for by these factors.**