

# Guam Visitors Bureau

## Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.3 (APR-JUN 2018)

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 **1,062** 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 **1,062** is +/- 3.0 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 +/- 3.0 percentage points.

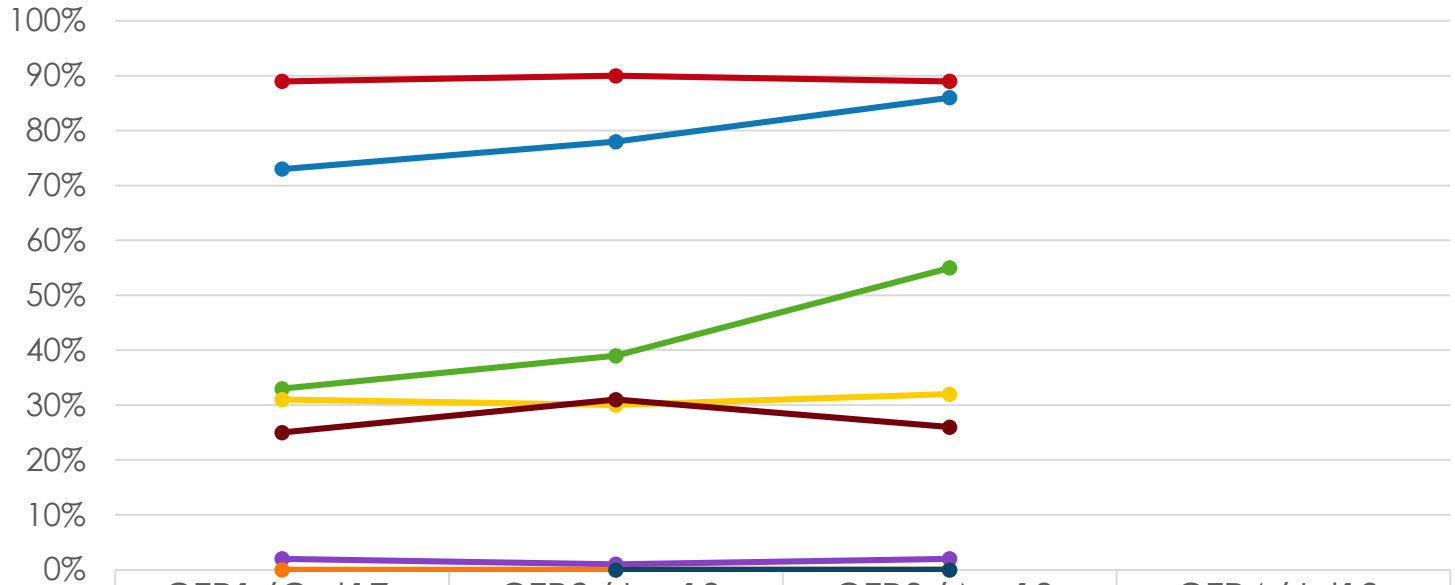
# Objectives

- 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

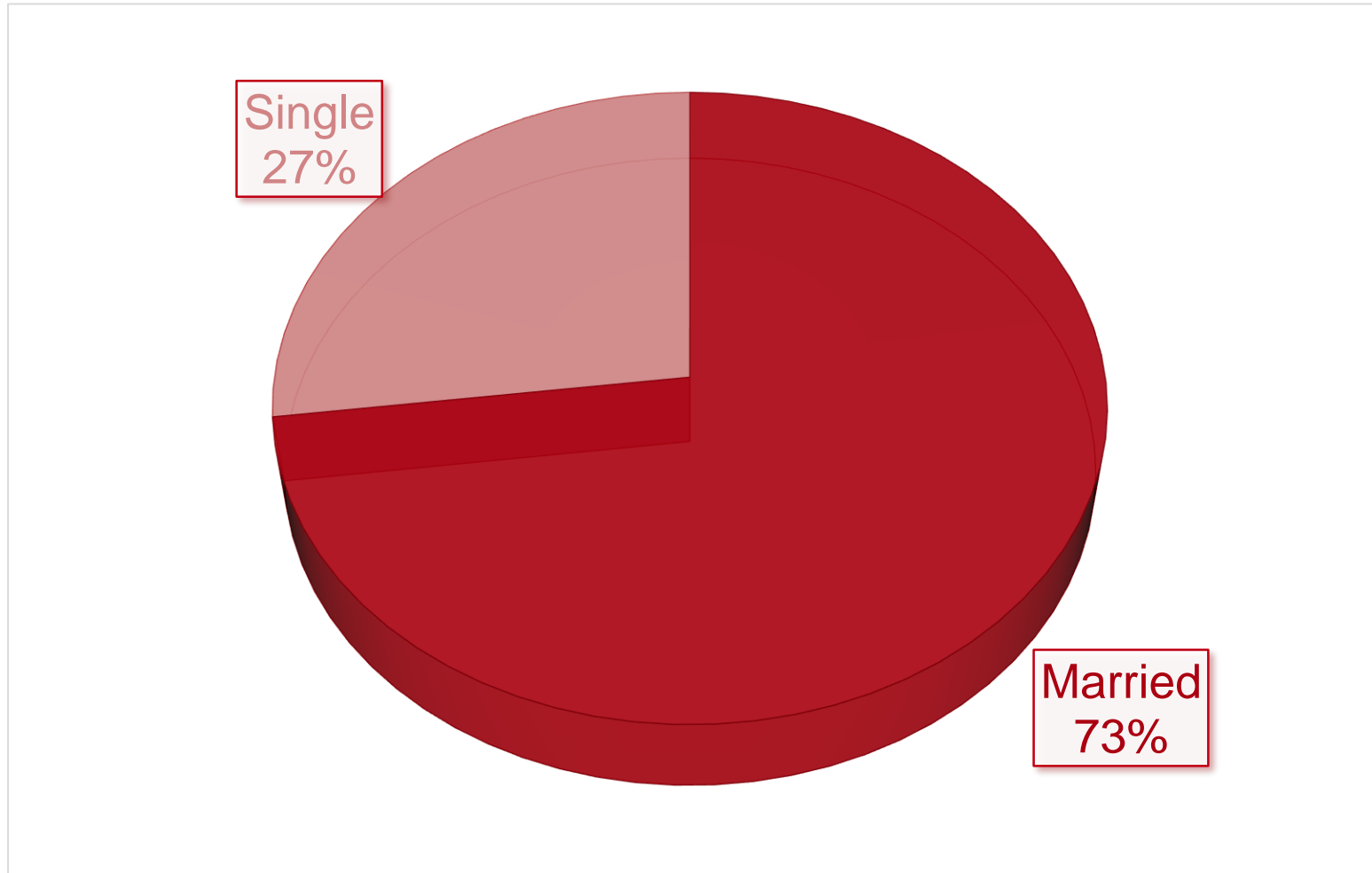


	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
Leisure Traveler	73%	78%	86%	
Family	89%	90%	89%	
Repeat	33%	39%	55%	
FIT	31%	30%	32%	
Honeymoon	2%	1%	2%	
MICE	0%	0%	0%	
Wedding		0%	0%	
Group	25%	31%	26%	

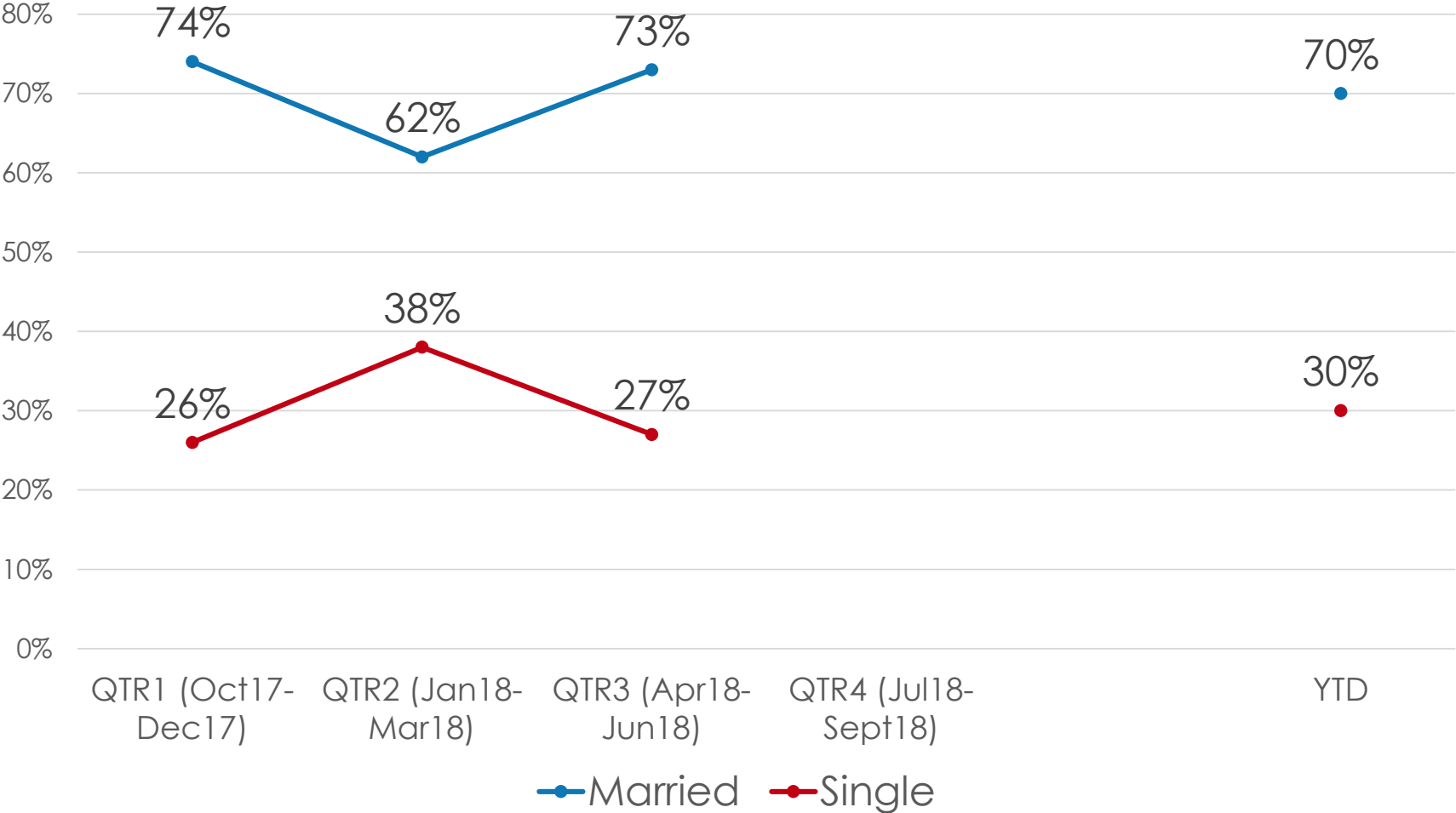
# SECTION 1

# PROFILE OF RESPONDENTS

# Marital Status



# Marital status – FY2018 Tracking





# Marital status – Key Segments

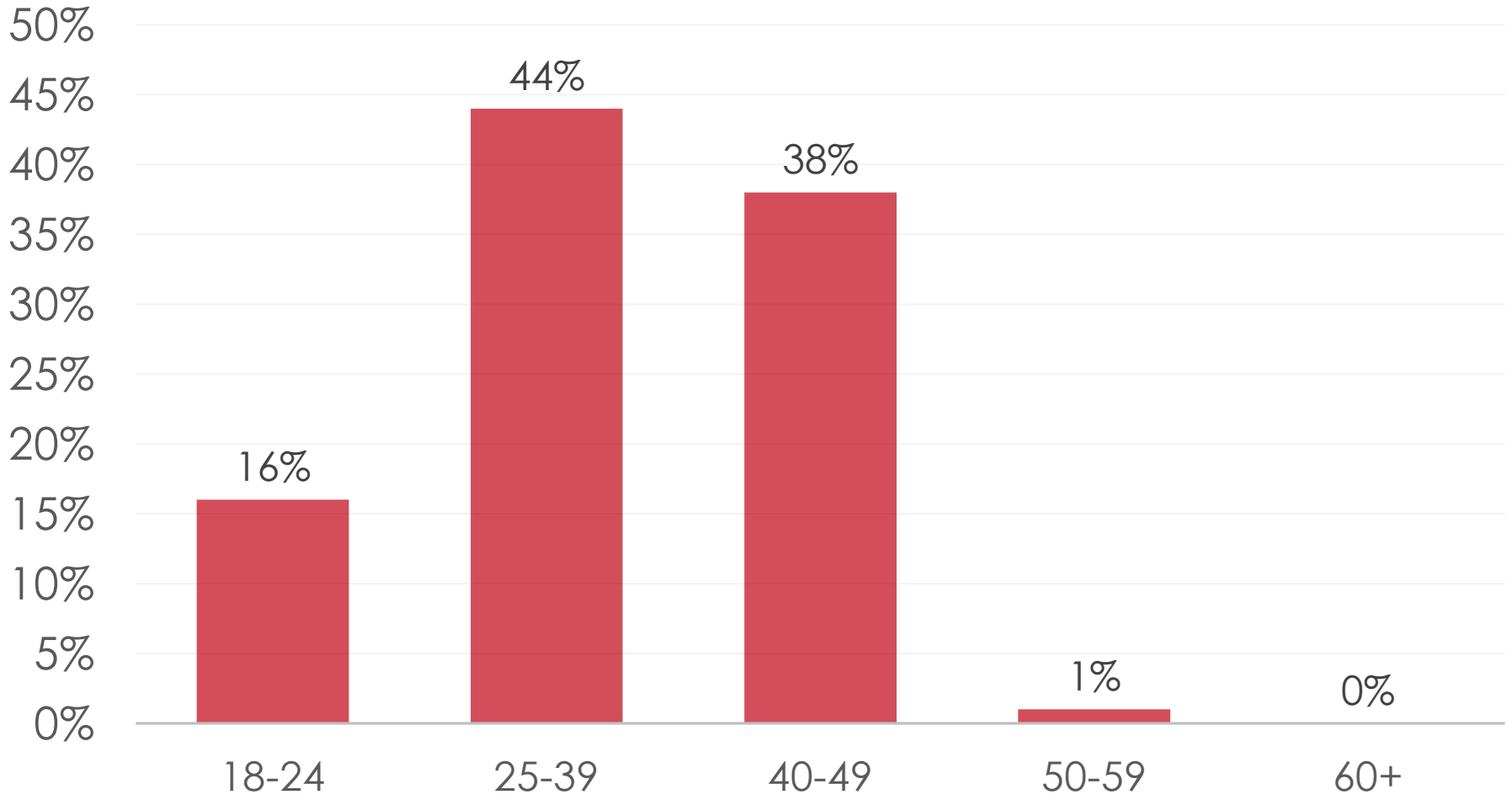
## GVB EXIT SURVEY QE MARITAL STATUS

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
QE	Married	73%		95%	100%	74%	83%	77%	81%	48%
	Single	27%	100%	5%		26%	17%	23%	19%	52%
	Total	1062	1	20	1	915	277	588	950	343

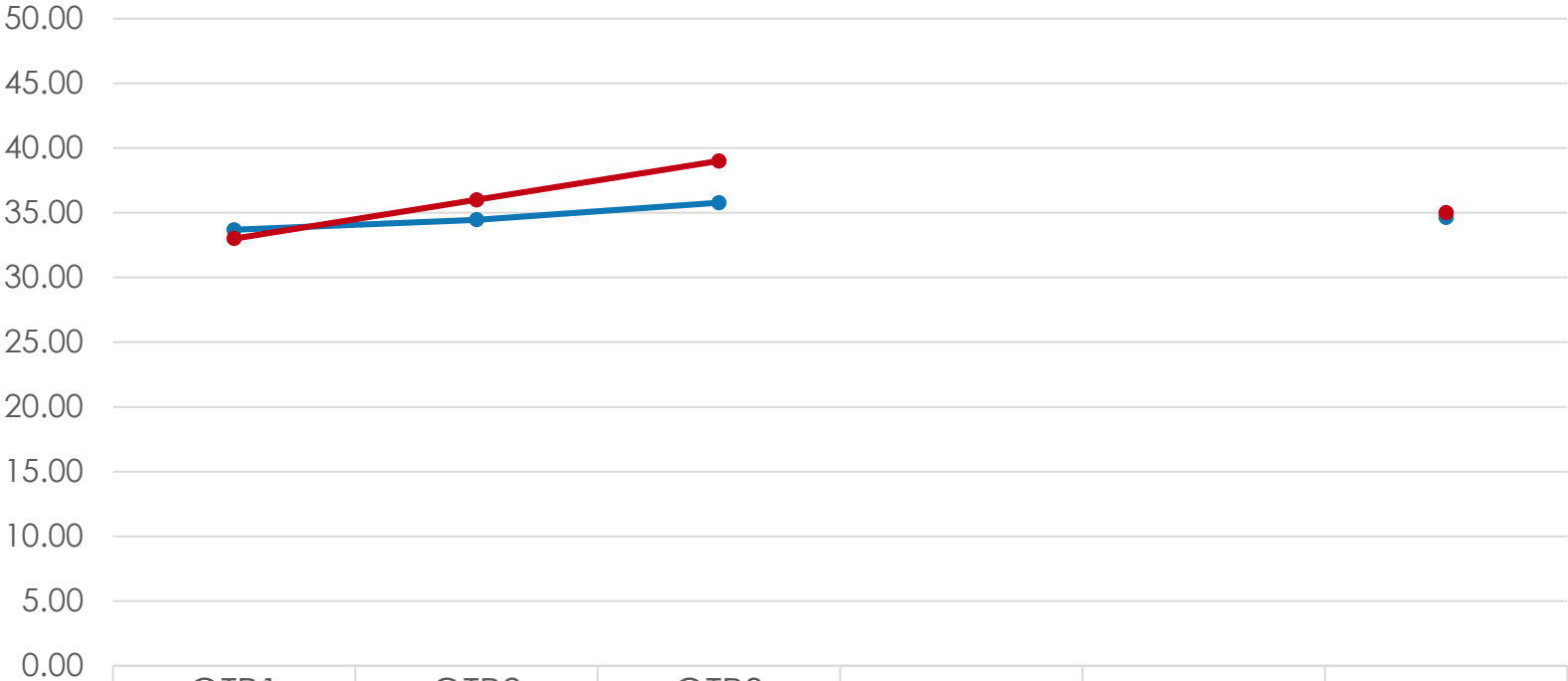
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# Age

MEAN = 35.77  
MEDIAN = 39



# Age – FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
MEAN	33.68	34.46	35.77		34.64
MEDIAN	33	36	39		35

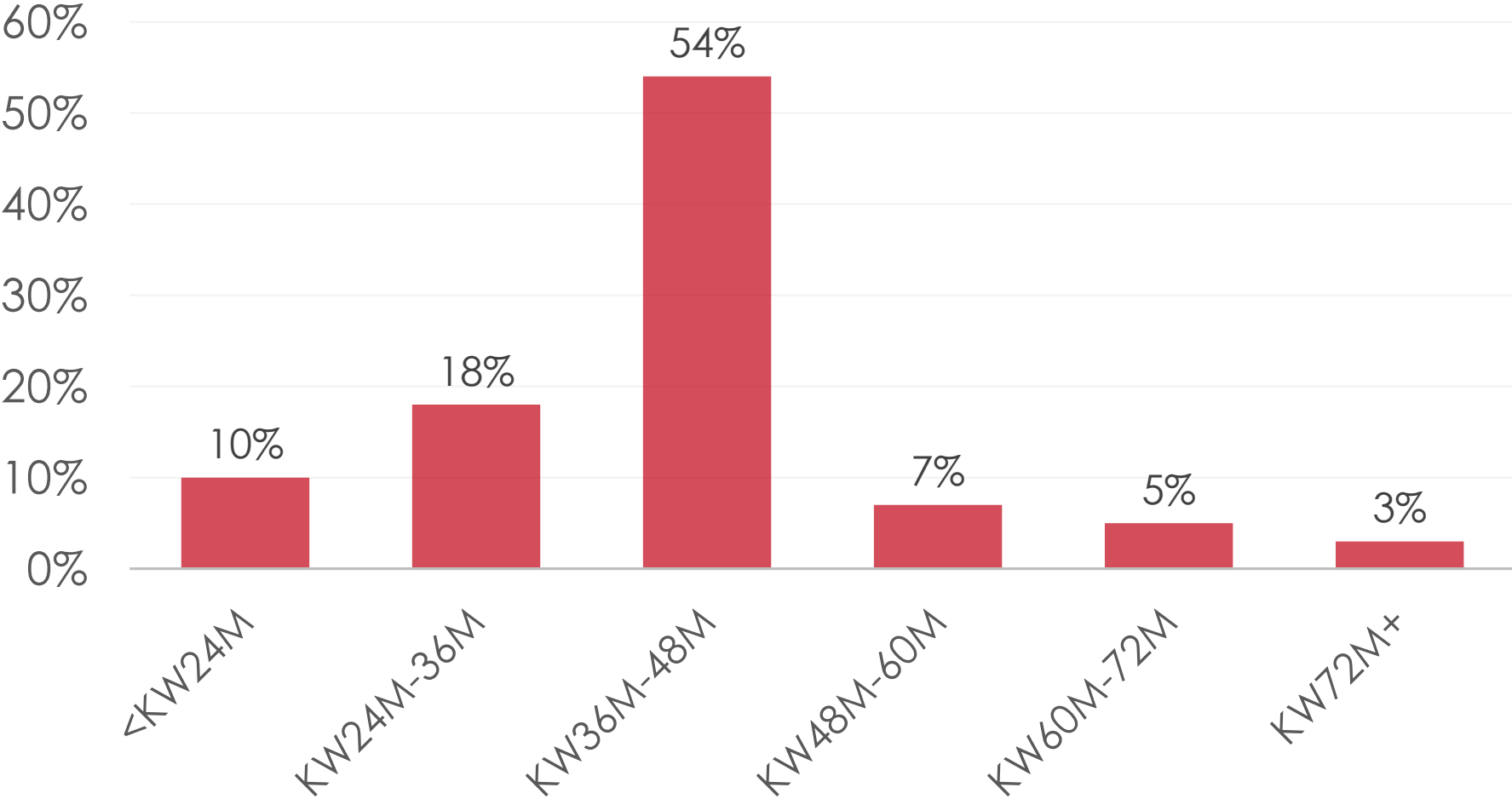
# Age – Key Segments

## GVB EXIT SURVEY AGE

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SD	18-24	16%				16%	14%	20%	17%	41%
	25-39	44%	100%	95%	100%	43%	34%	30%	39%	37%
	40-49	38%		5%		39%	52%	49%	43%	22%
	50-59	1%				2%	0%	1%	2%	
	60+	0%				0%		0%	0%	
	Total	1062	1	20	1	915	277	588	950	343
SD	Mean	35.77	32.00	30.50	38.00	35.83	38.01	36.95	36.60	30.22
	Median	39	32	29	38	39	41	39	39	30

Prepared by Anthology Research

# Annual Household Income



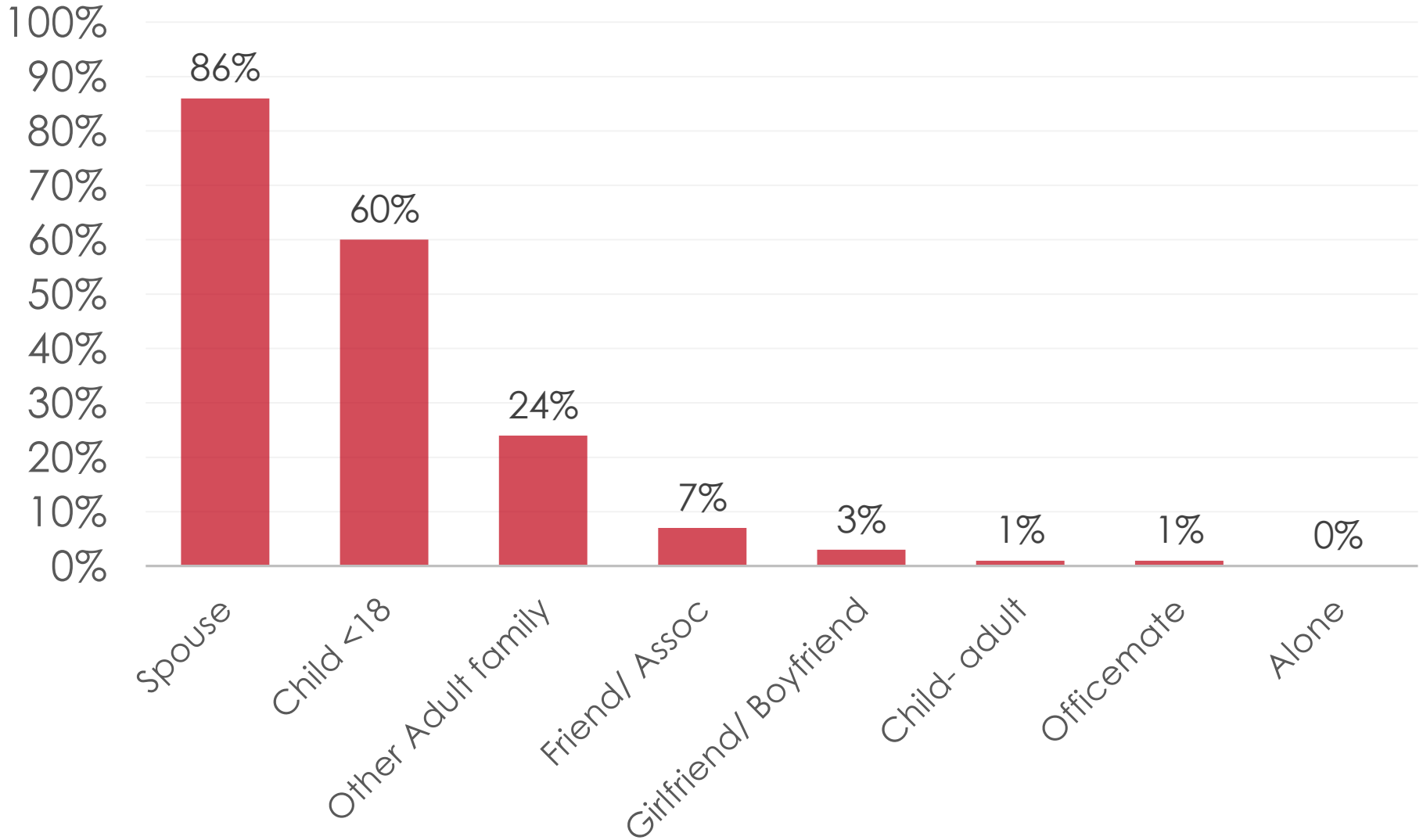
# Annual Household Income – Key Segments

## GVB EXIT SURVEY Q26 Household income:

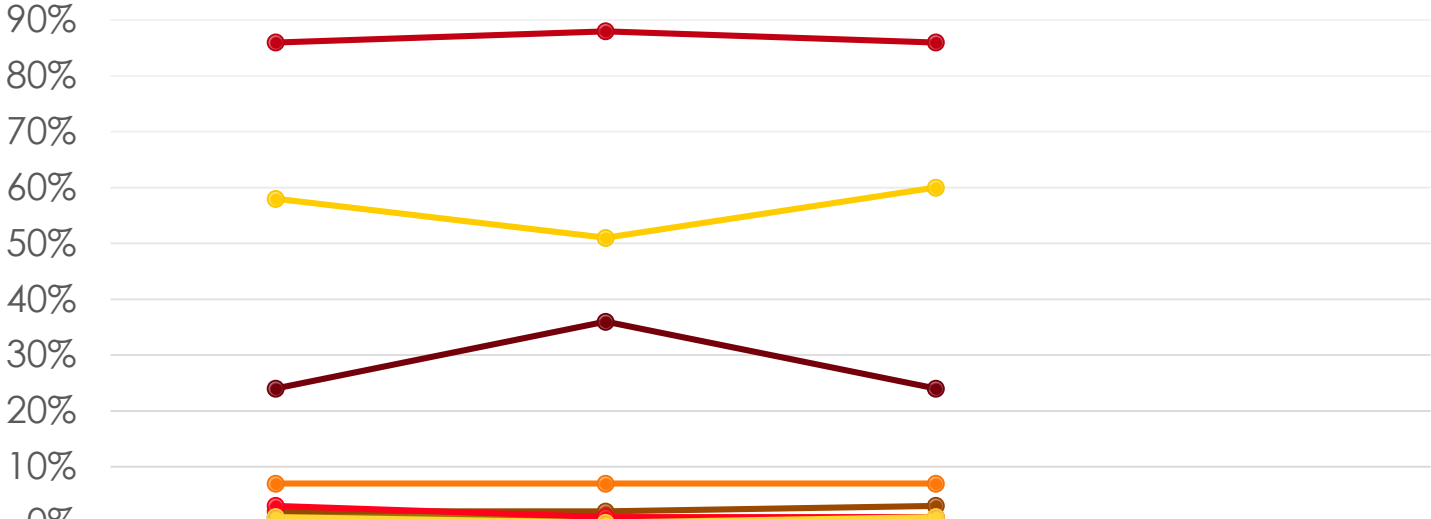
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q26	Up to KW12,000,000	5%		5%		4%	0%	1%	1%	4%
	KW12,000,001 ~ KW24,000,000	5%		15%		5%	0%	1%	3%	2%
	KW24,000,001 ~ KW36,000,000	18%		55%		18%	9%	16%	18%	35%
	KW36,000,001 ~ KW48,000,000	54%	100%	5%		55%	83%	75%	59%	43%
	KW48,000,001 ~ KW60,000,000	7%		5%	100%	7%	3%	3%	8%	6%
	KW60,000,001 ~ KW72,000,000	5%		10%		4%	1%	2%	5%	4%
	More than KW72,000,001	3%				4%	3%	2%	4%	4%
	No Income	3%		5%		3%	0%	1%	2%	3%
	Total	1060	1	20	1	913	276	587	948	341

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# Travel Party



# Travel Party

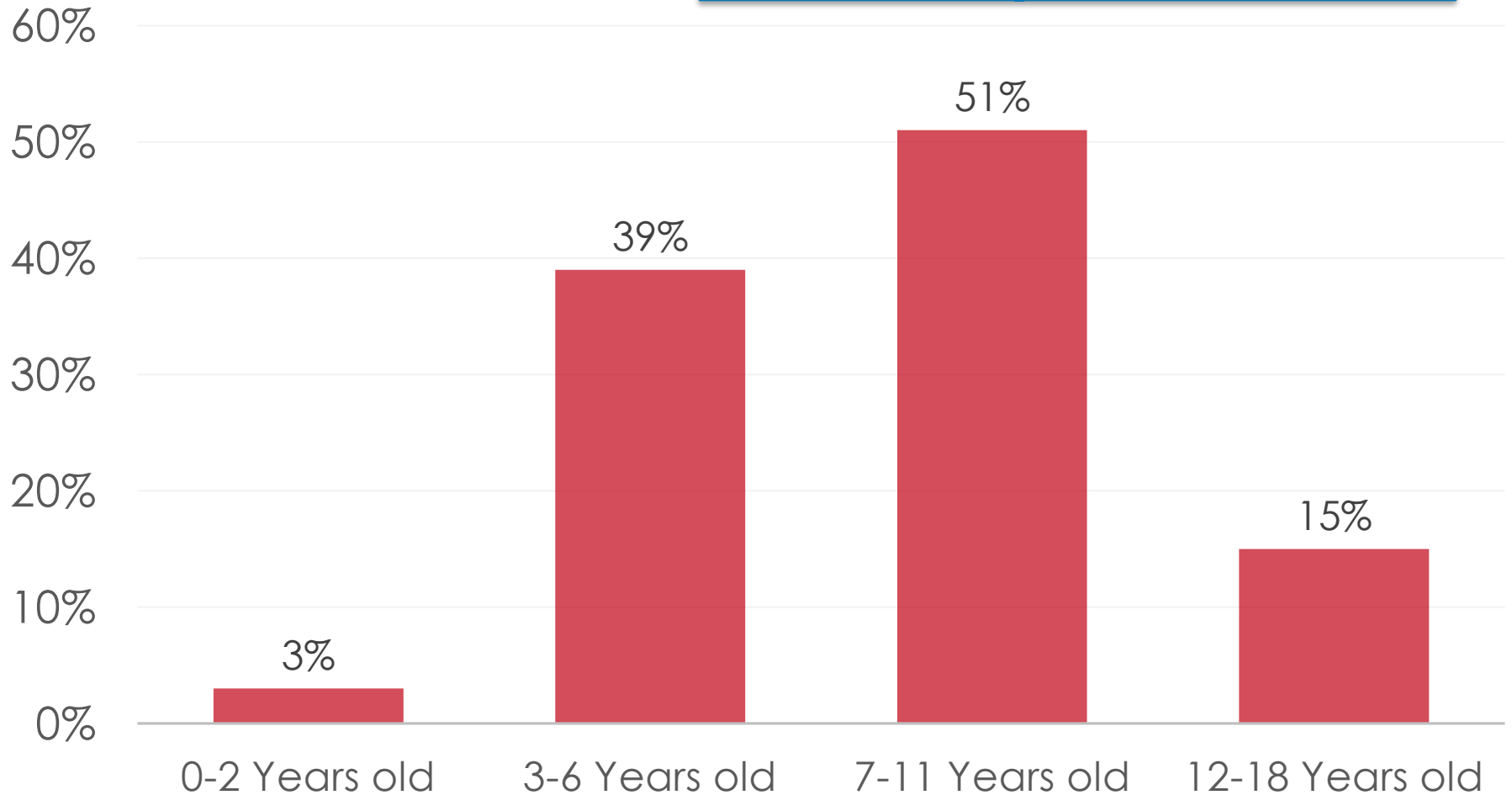


	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Spouse	86%	88%	86%	
Child <18	58%	51%	60%	
Friend/ Assoc	7%	7%	7%	
Other Adult Family	24%	36%	24%	
Alone	1%	1%	0%	
Girlfriend/ Boyfriend	2%	2%	3%	
Child- Adult	3%	1%	1%	
Office	1%	0%	1%	

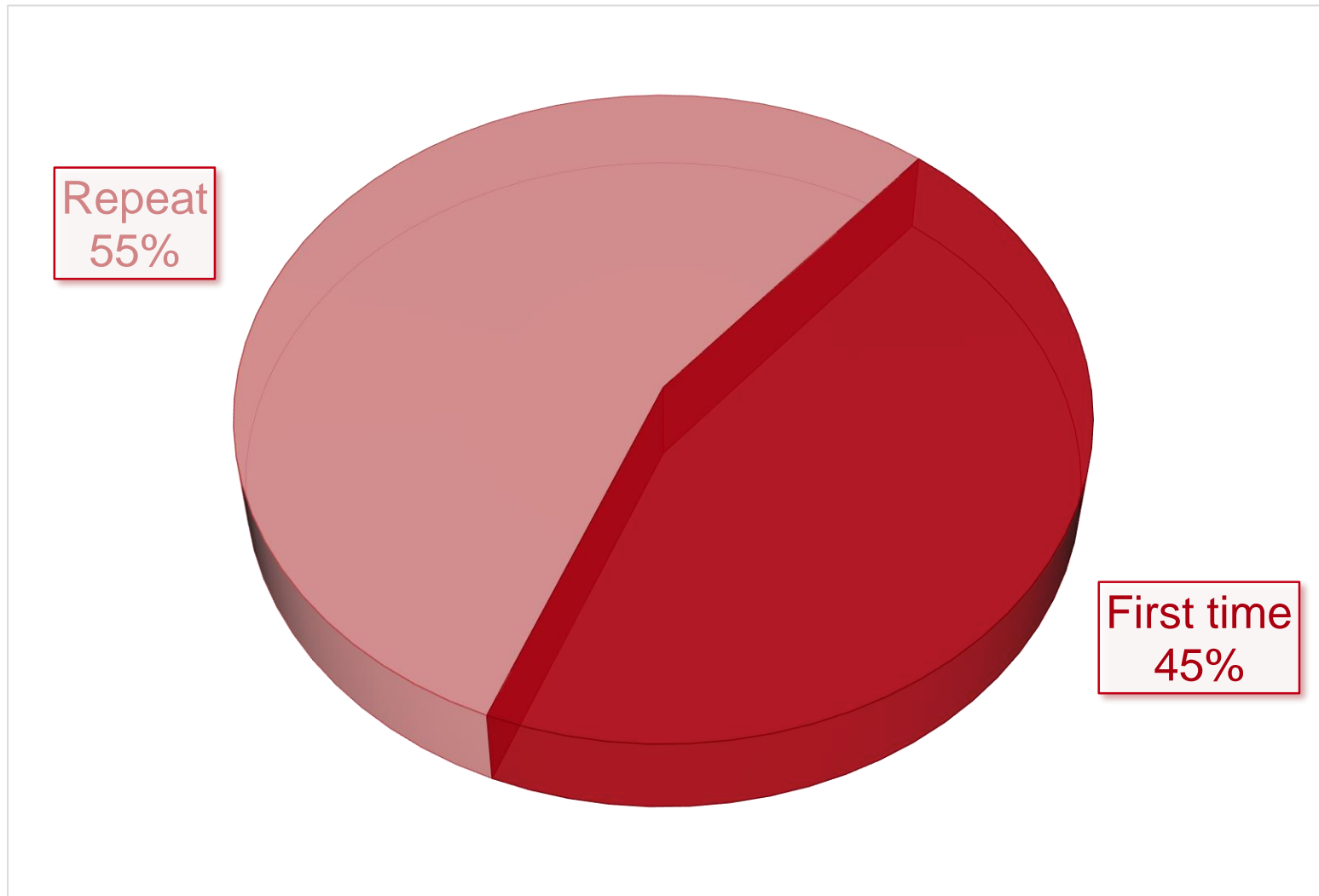


# Travel Party - Children

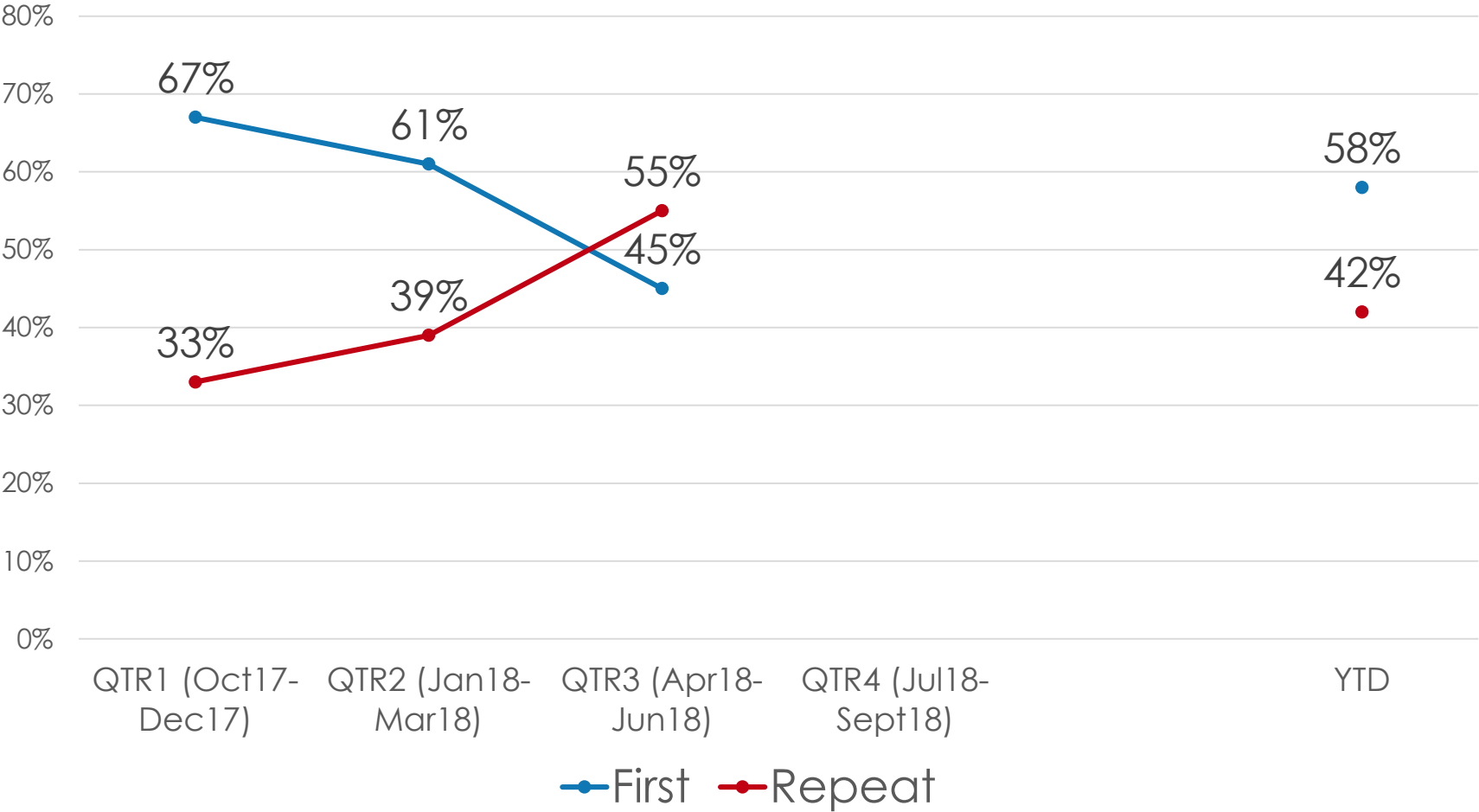
60% TRAVELING WITH A CHILD



# Trips to Guam



# Trips to Guam – FY2018 Tracking



# Trips to Guam – Key Segments

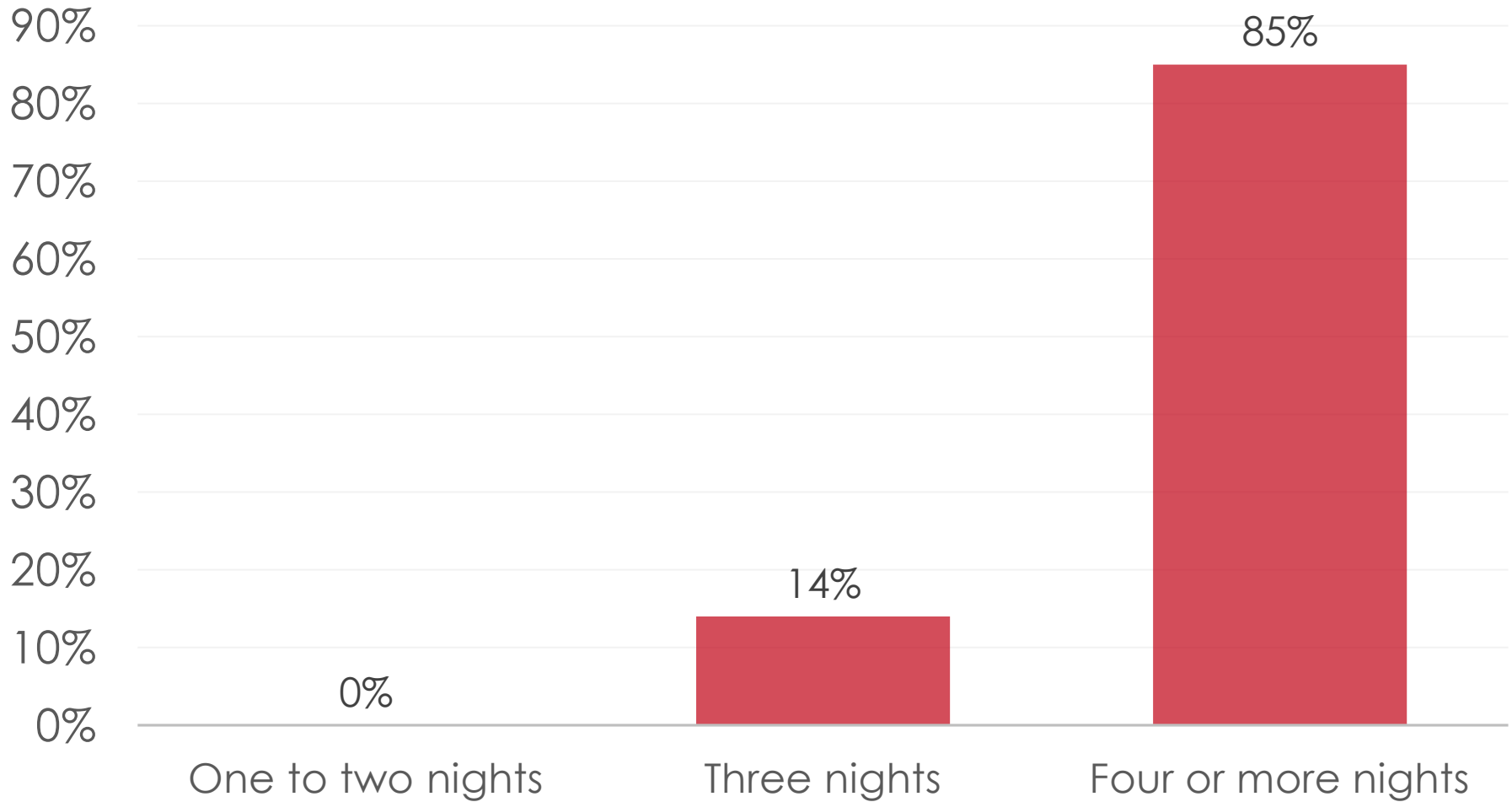
**GVB EXIT SURVEY**  
**Q3 Including this trip, how many times have you visited Guam?**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q3	1st Time	45%	100%	100%		44%	23%		39%	37%
	Repeat	55%			100%	56%	77%	100%	61%	63%
	Total	1062	1	20	1	915	277	588	950	343
Q3	Mean	1.59	1.00	1.00	2.00	1.59	1.78	2.06	1.63	1.68
	Median	2	1	1	2	2	2	2	2	2

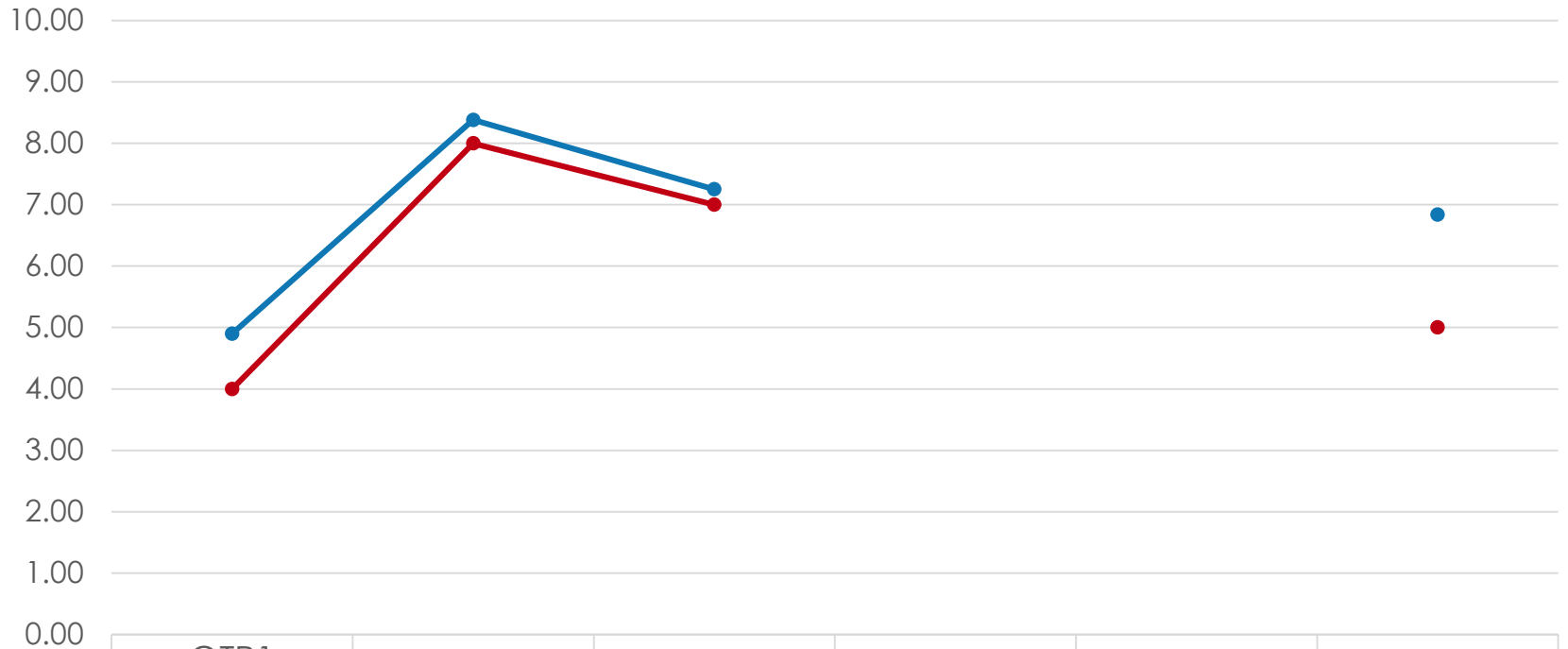
Prepared by Anthology Research

# Length of Stay

MEAN NUMBER OF NIGHTS = 7.25  
MEDIAN NUMBER OF NIGHTS = 7



# Length of Stay – FY2018 Tracking



	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)	YTD
MEAN	4.90	8.38	7.25		6.84
MEDIAN	4	8	7		5

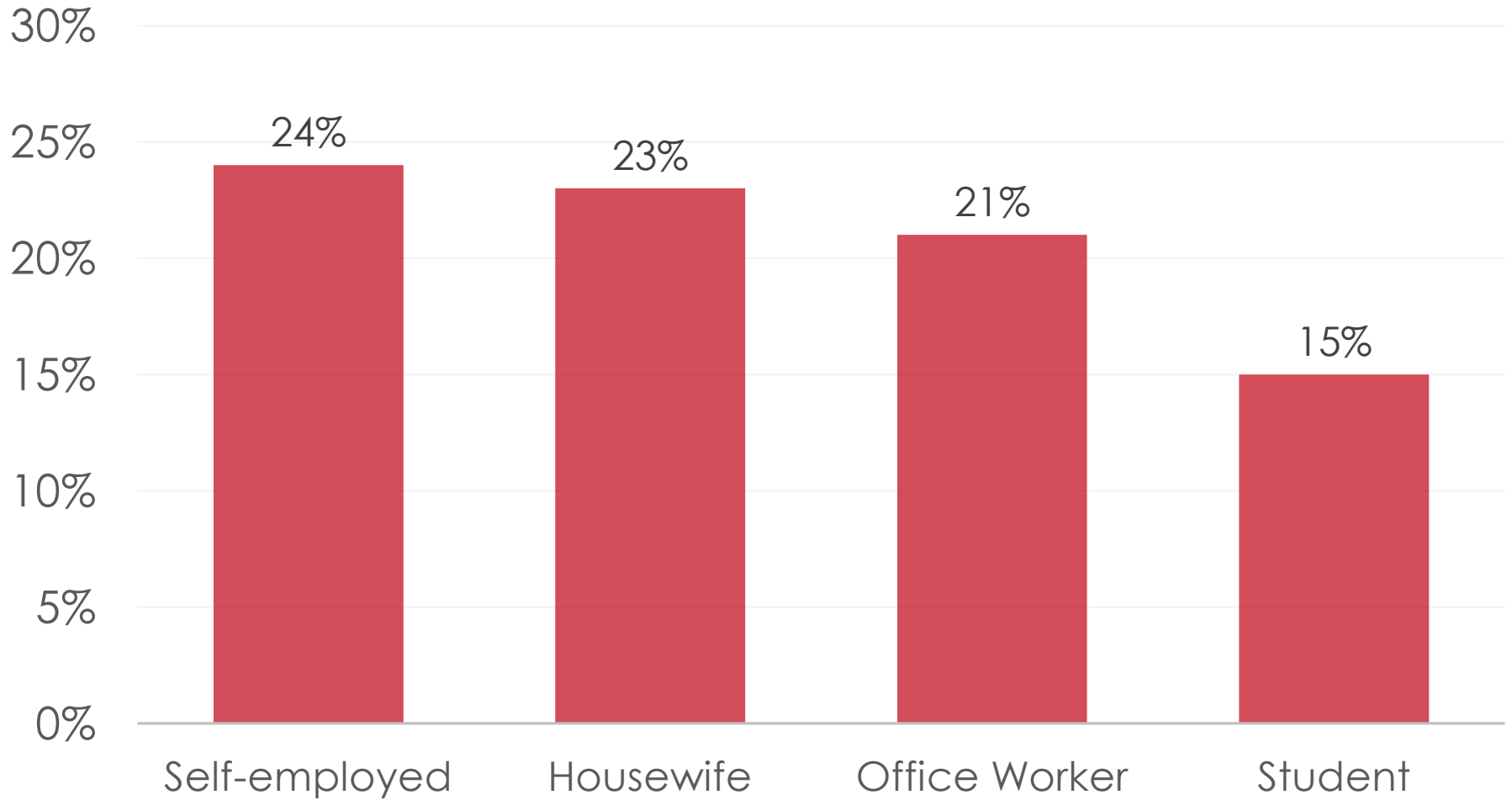
# Length of Stay – Key Segments

**GVB EXIT SURVEY**  
**SA How many nights did you stay on Guam?**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SA	1-2	0%				0%		0%		1%
	3	14%		5%		13%	3%	4%	11%	13%
	4+	85%	100%	95%	100%	87%	97%	96%	89%	87%
	Total	1062	1	20	1	915	277	588	950	343
SA	Mean	7.25	4.00	4.60	4.00	7.35	9.36	9.10	7.67	7.62
	Median	7	4	4	4	7	9	9	8	8

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# Occupation – Top Responses (10%+)

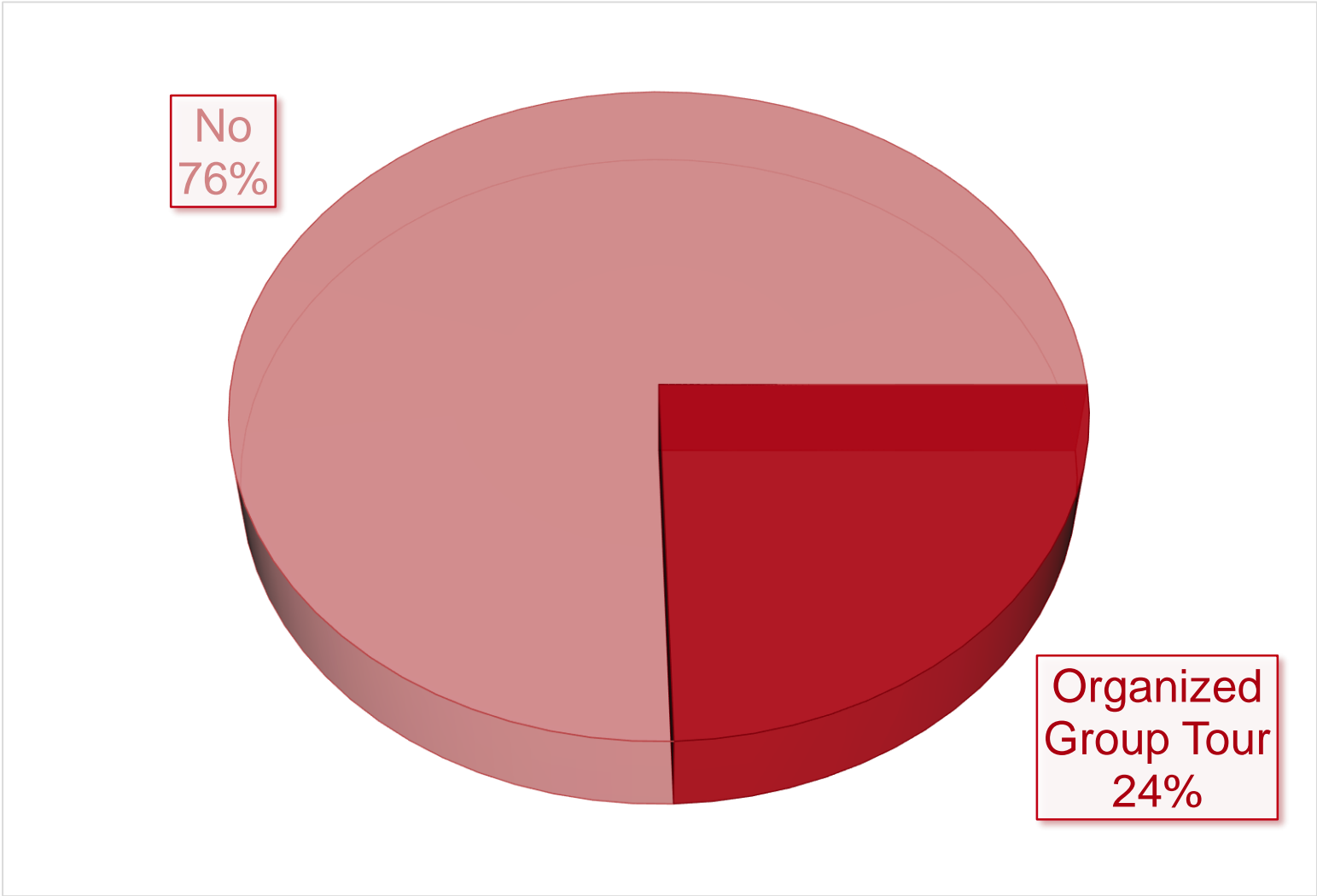




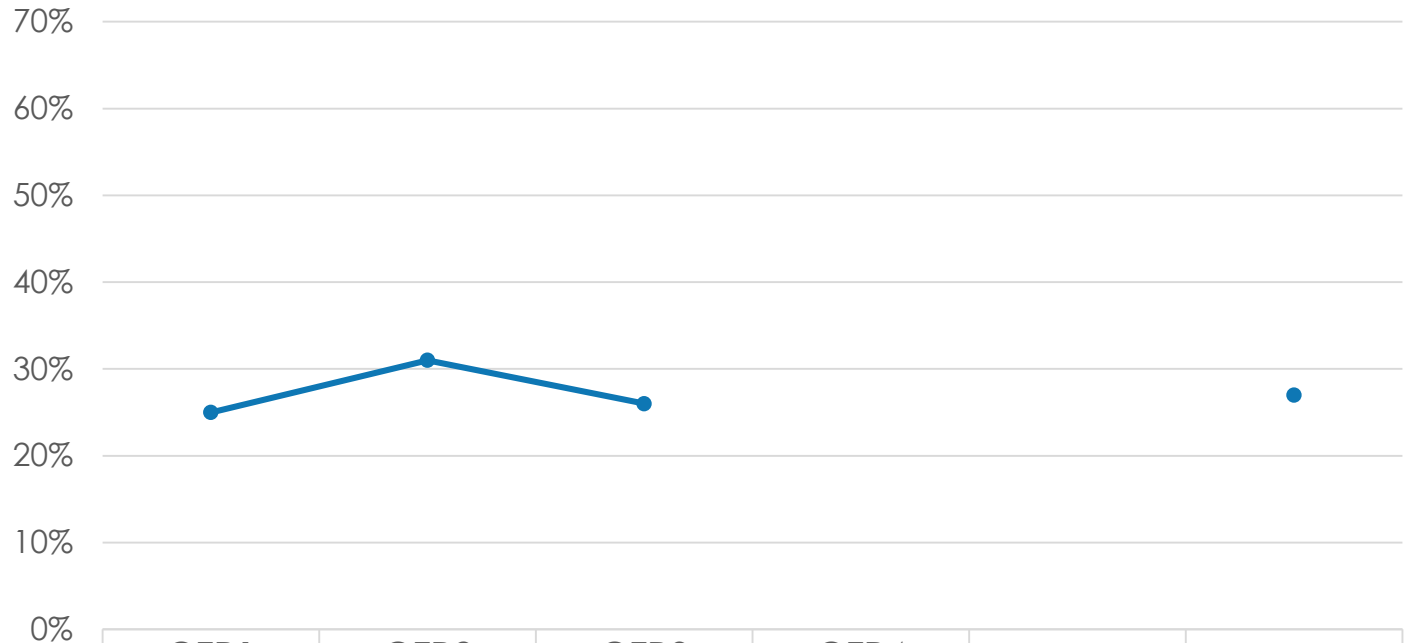
SECTION 2

TRAVEL PLANNING

# Organized Group Tour

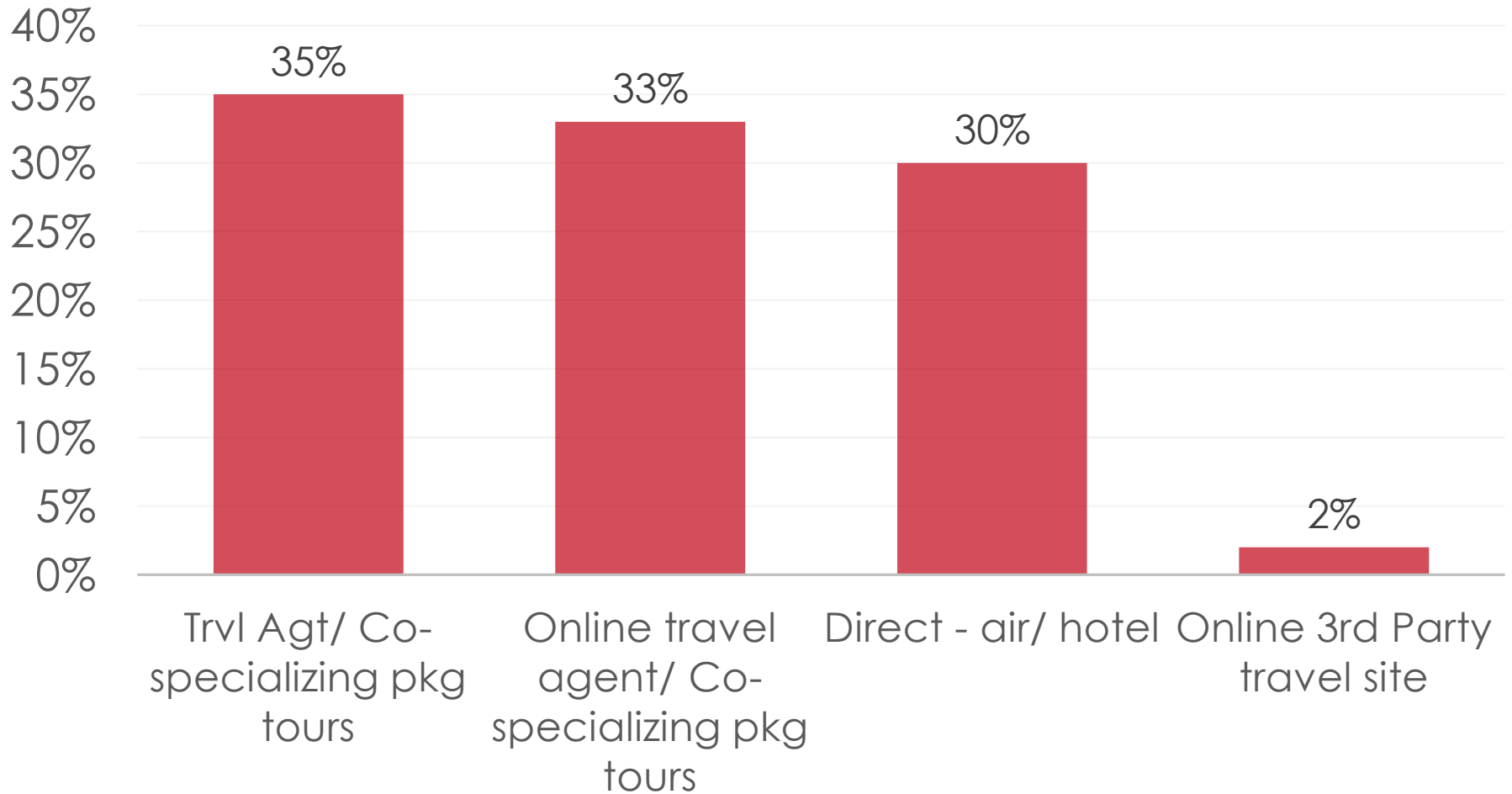


# Organized Group Tour- Tracking

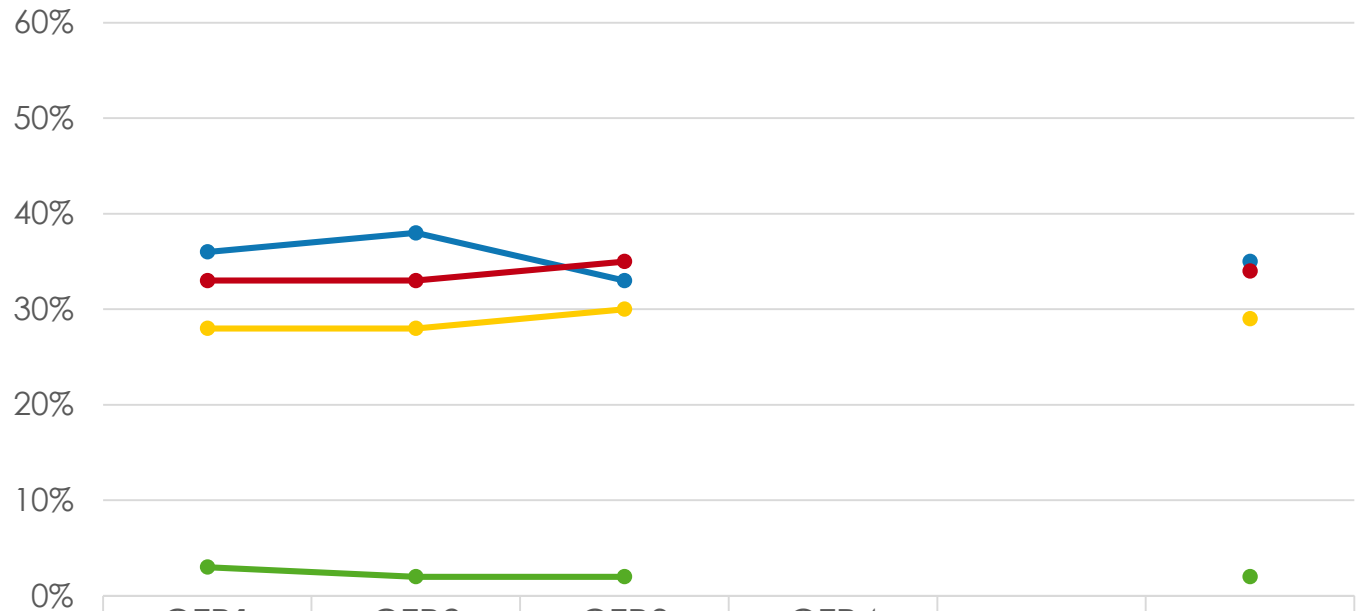


	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)		YTD
— Organized Group Tour	25%	31%	26%			27%

# Travel Arrangements - Sources

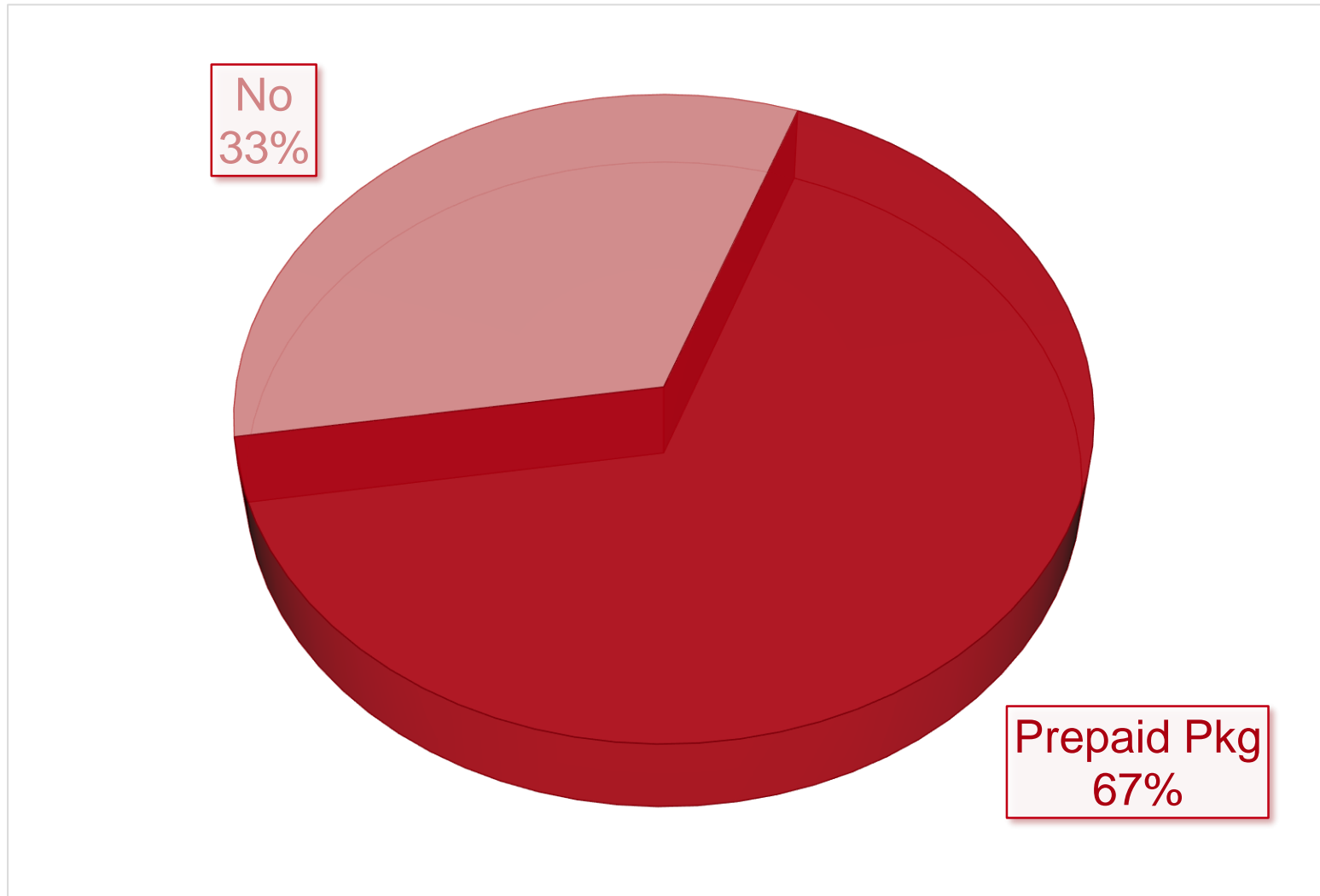


# Travel Arrangements - Sources

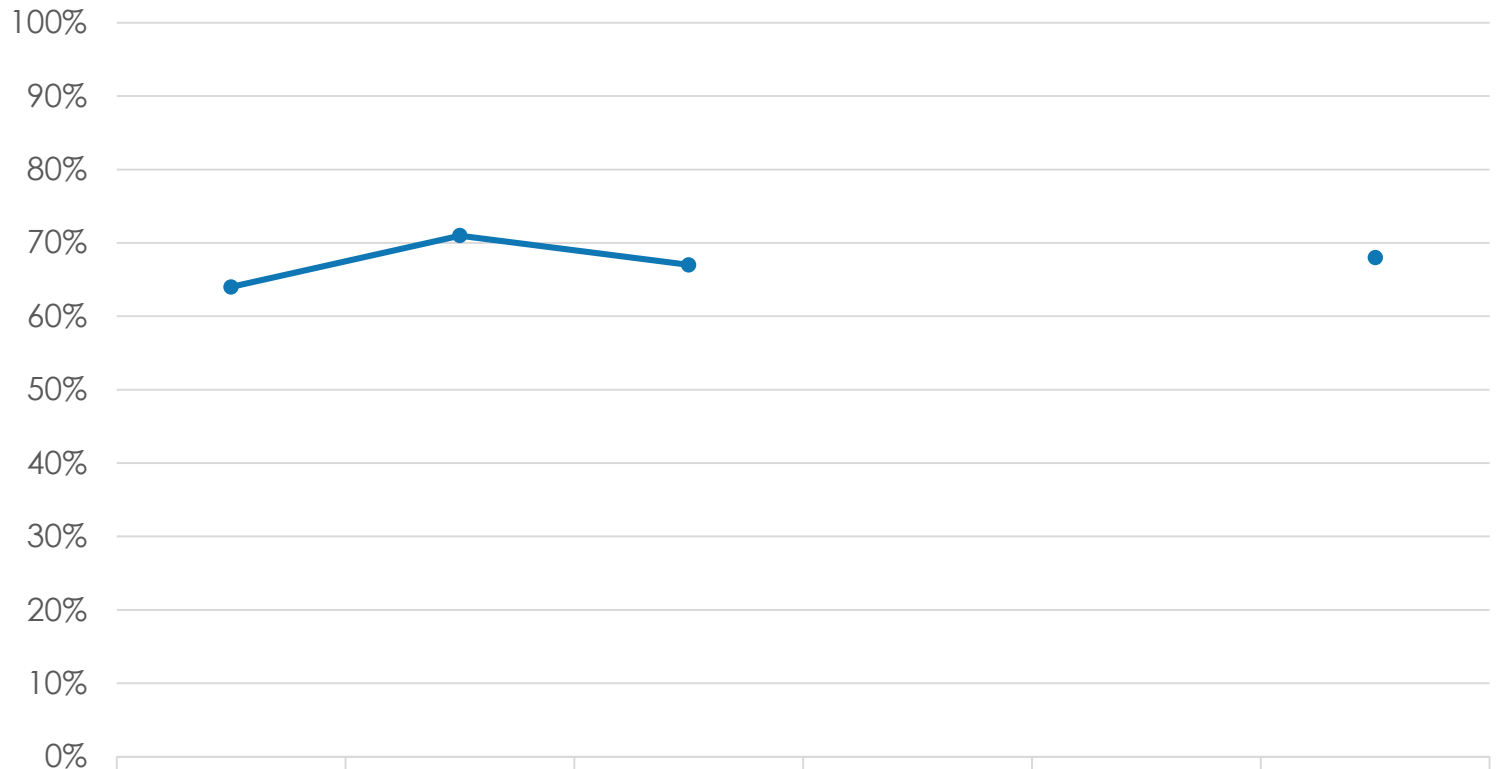


	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
—●— Online travel agent	36%	38%	33%		35%
—●— Trvl Agt/ Co- Pkg Tour	33%	33%	35%		34%
—●— Online 3rd Party	3%	2%	2%		2%
—●— Direct Air/ Hotel	28%	28%	30%		29%

# Prepaid Package Trip

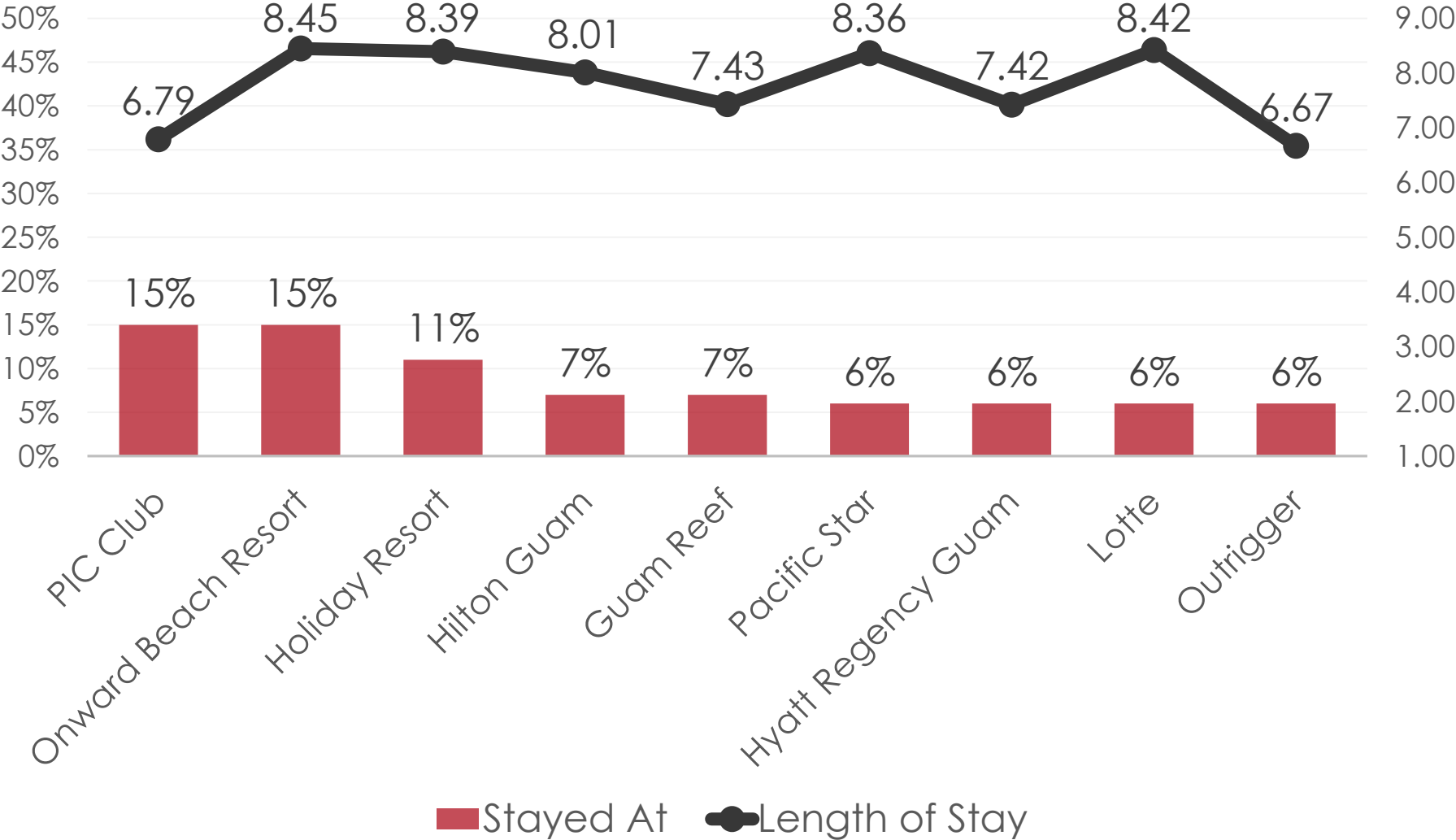


# Prepaid Package Trip



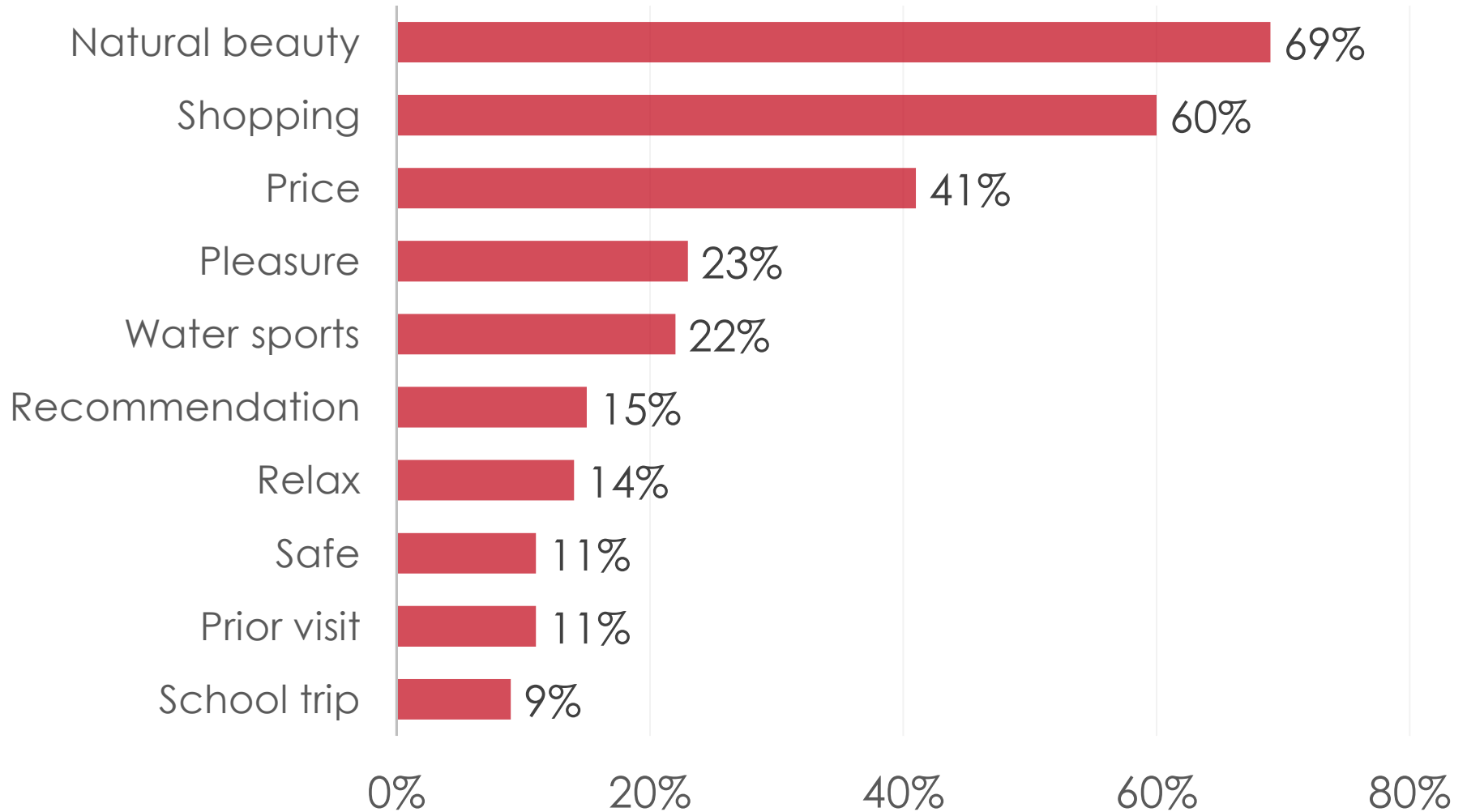
	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)		YTD
Prepaid Pkg Trip	64%	71%	67%			68%

# Accommodations (Top Responses)





# Travel Motivation (Top Responses)



# Travel Motivation – Key Segments

**GVB EXIT SURVEY**  
**Q5A Please select the top three reasons that motivated you to travel to Guam?**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	69%		70%		80%	73%	74%	70%	67%
	Shopping	60%		20%		63%	80%	79%	62%	71%
	Price of the tour package	41%				39%	58%	58%	43%	37%
	Pleasure/ vacation	23%	100%	40%		26%	25%	20%	23%	30%
	Water sports (snorkeling, windsurfing, parasailing)	22%		10%		16%	12%	9%	17%	11%
	Recommendation of friend/ relative/ travel agency	15%				13%	4%	3%	13%	7%
	Just to relax	14%		15%		16%	3%	3%	14%	11%
	It is a safe place to spend a vacation	11%		5%		10%	1%	3%	11%	7%
	A previous visit	11%				7%	11%	19%	11%	10%
	School trip	9%				9%	9%	14%	10%	28%
	Short travel time (not too far from home)	8%	100%	30%		8%	4%	2%	8%	7%
	Scuba diving	7%			100%	5%	11%	7%	7%	6%
	To visit friends or relatives	3%			100%	2%	2%	4%	3%	4%
	To golf	3%				2%	4%	4%	3%	2%
	Honeymoon	2%		100%		2%	1%		2%	1%
	Organized sporting activity/ event	0%				0%			0%	
	My company sponsored me	0%				0%	1%		0%	0%
	Company/ business trip	0%					0%			0%
	To Get Married/ attend Wedding	0%			100%			0%	0%	
	Incentive trip	0%	100%			0%	0%		0%	
	Adventure	0%								0%
	Total	1058	1	20	1	915	274	587	946	341

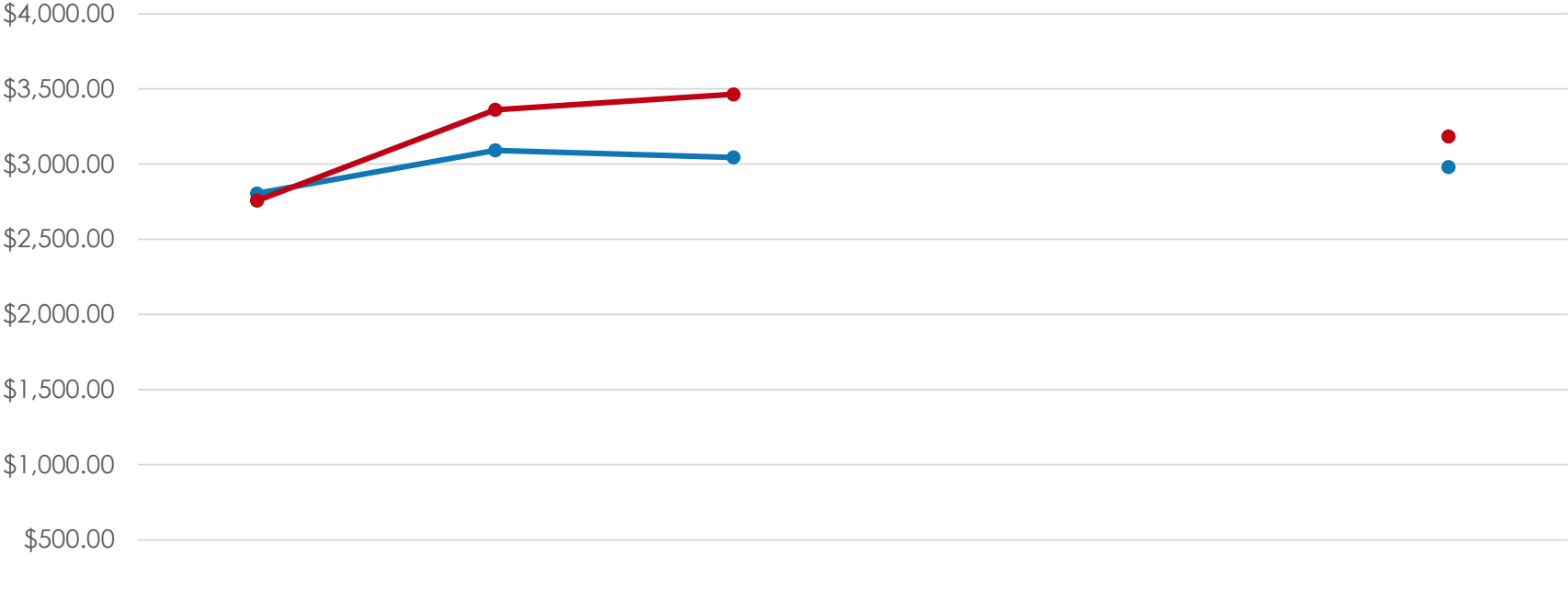
# SECTION 3

# EXPENDITURES

# Prepaid Expenditures

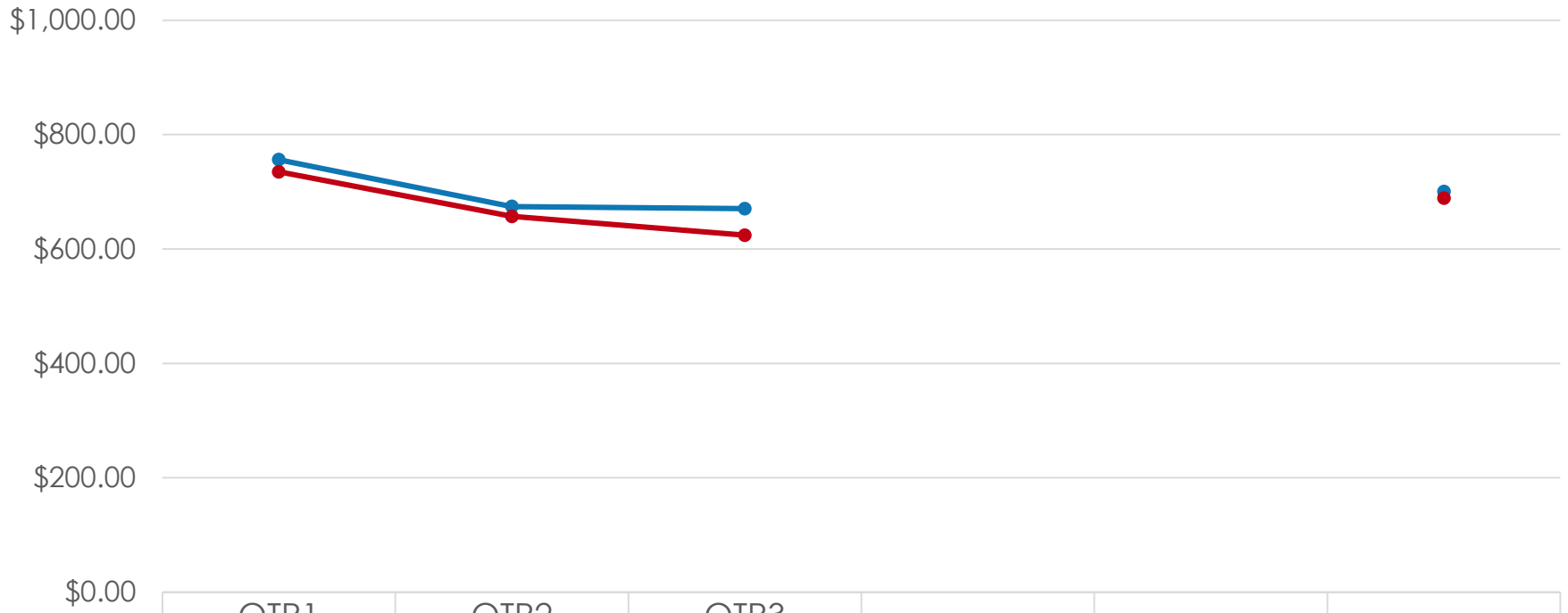
- \$3,044.20 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$670.41 = overall mean average per person prepaid expenditures

# Prepaid Entire Travel Party – FY2018 Tracking



	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)	YTD
MEAN	\$2,805.07	\$3,091.40	\$3,044.20		\$2,980.01
MEDIAN	\$2,757.00	\$3,362.00	\$3,464.00		\$3,183.00

# Prepaid Per Person– FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
MEAN	\$756.22	\$674.15	\$670.41		\$700.34
MEDIAN	\$735.00	\$657.00	\$624.00		\$689.00

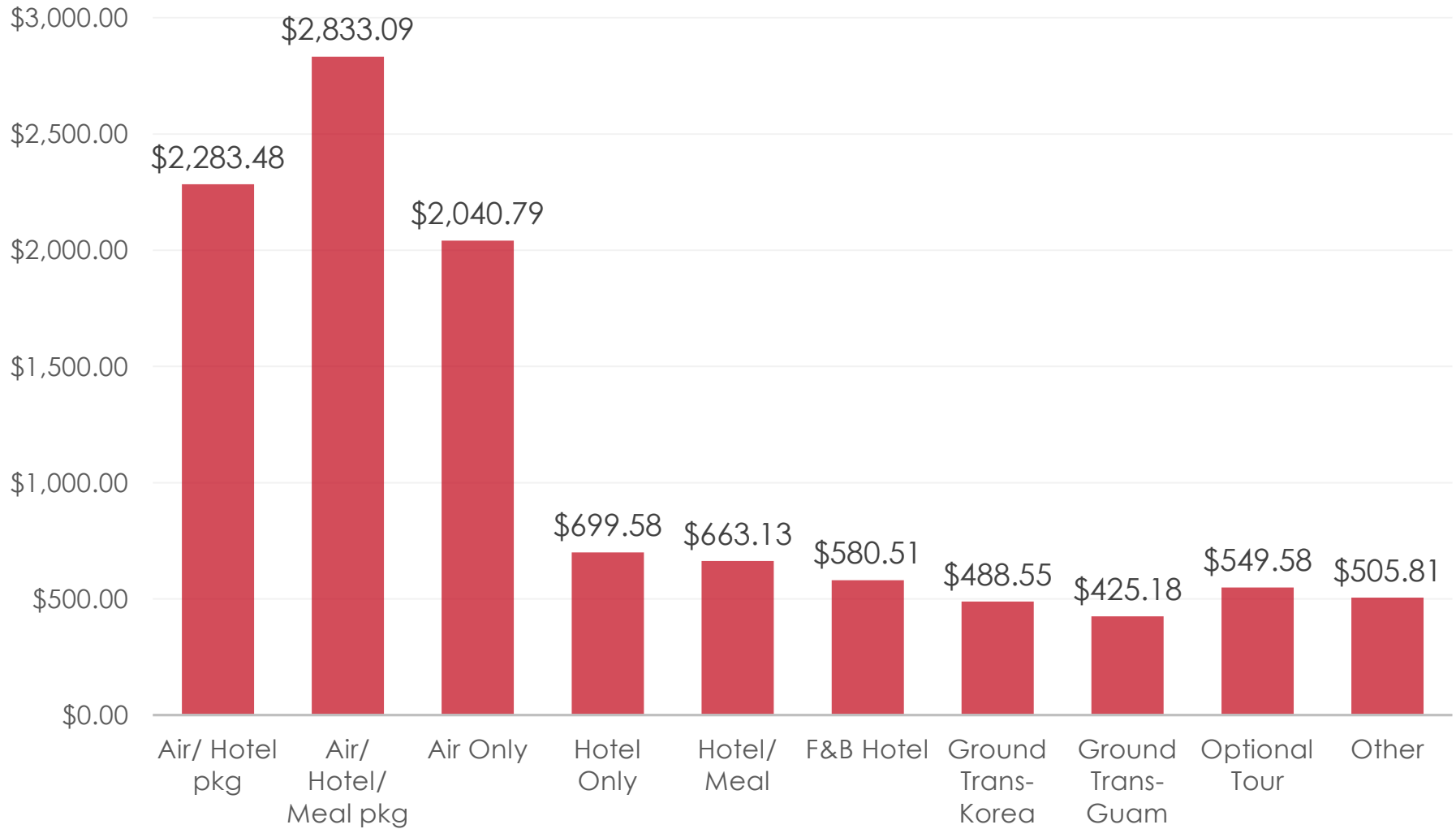
# Prepaid Per Person– Key Segments

**GVB EXIT SURVEY  
Q10A PREPAID - PER PERSON:**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$670.41	\$4,110.90	\$1,372.36	\$0.00	\$672.72	\$560.91	\$578.82	\$660.58	\$673.84
	Median	\$624	\$4,111	\$1,627	\$0	\$624	\$505	\$518	\$609	\$744

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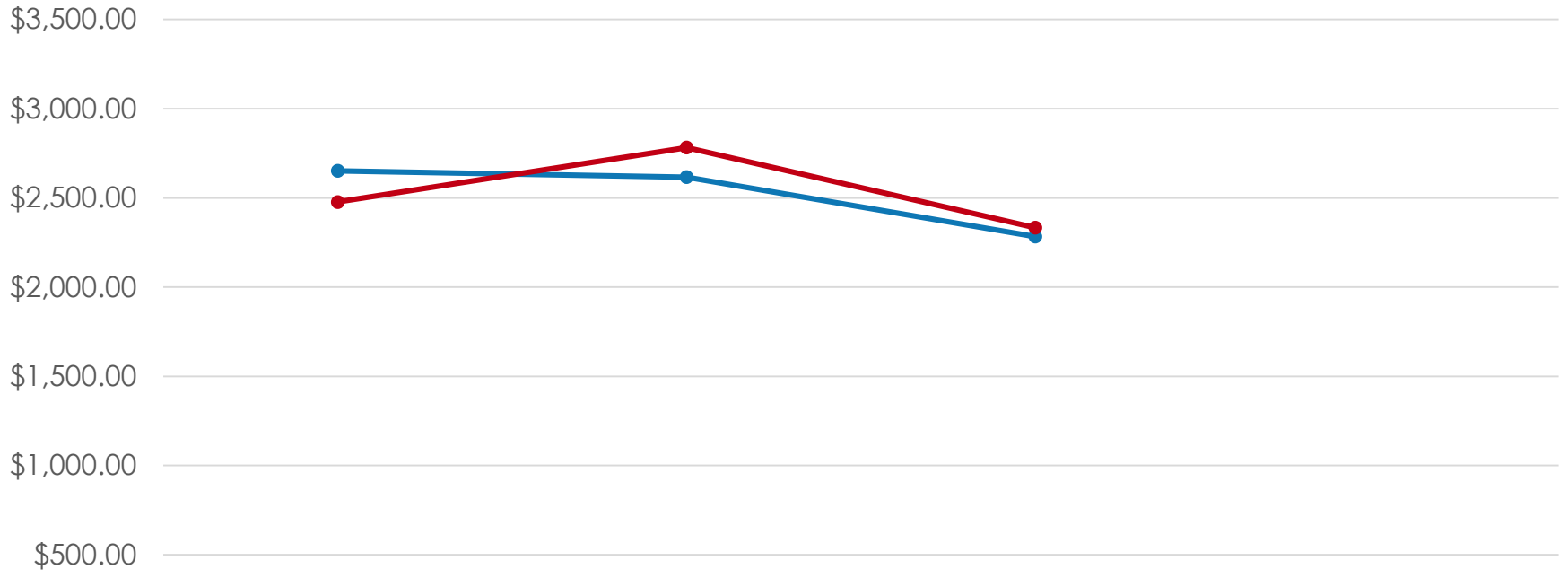
# Prepaid Expenses by Category – MEAN Entire Travel Party





# Prepaid– FY2018 Tracking

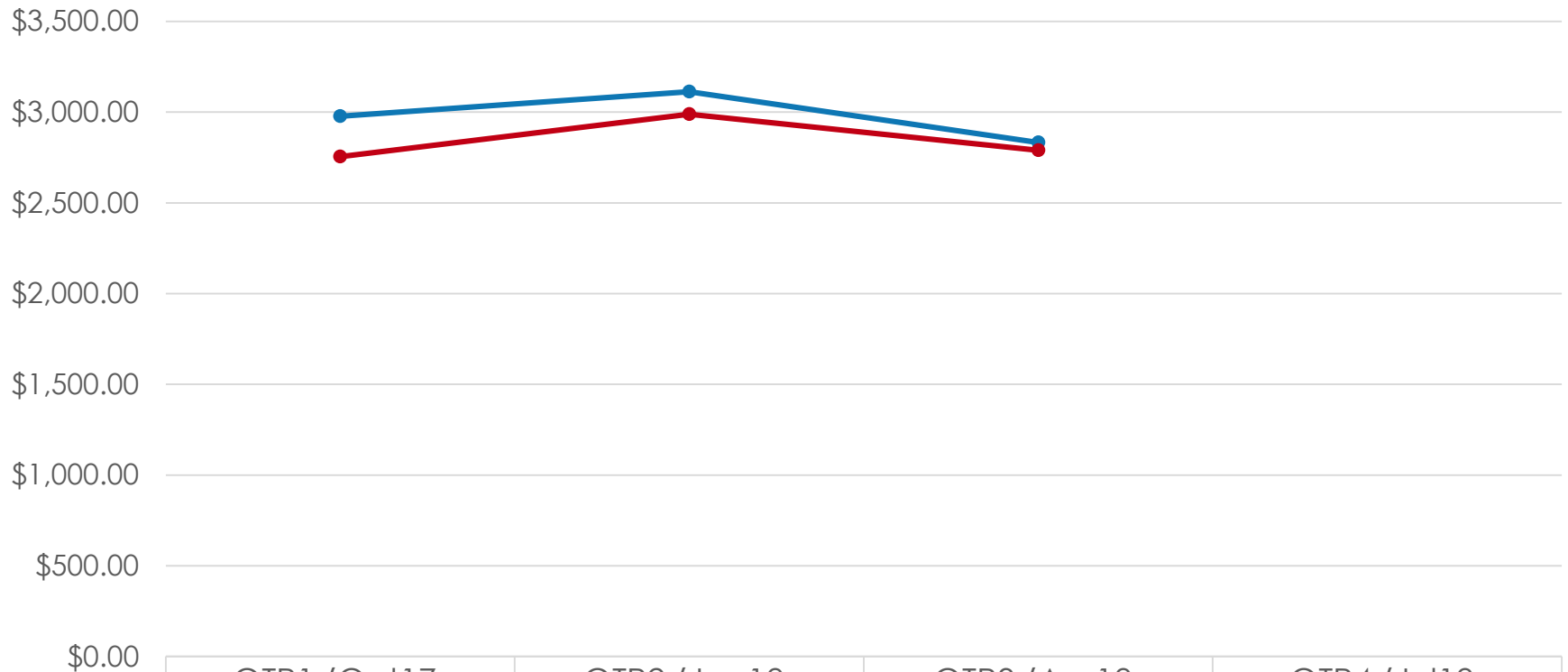
## Airfare & Accommodation Packages



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
● MEAN	\$2,652.20	\$2,616.47	\$2,283.48	
● MEDIAN	\$2,477.00	\$2,782.00	\$2,333.00	

# Prepaid– FY2018 Tracking

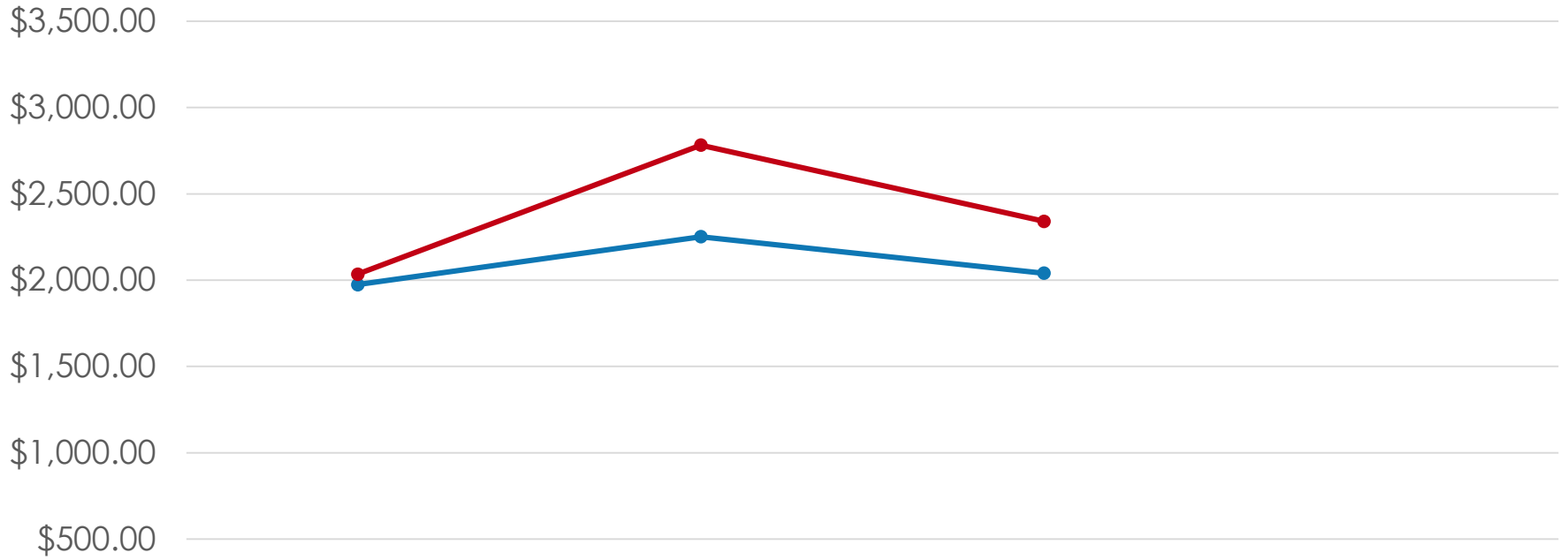
## Airfare & Accommodation W/ Meal Packages



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$2,978.05	\$3,113.28	\$2,833.09	
MEDIAN	\$2,755.00	\$2,989.00	\$2,790.00	

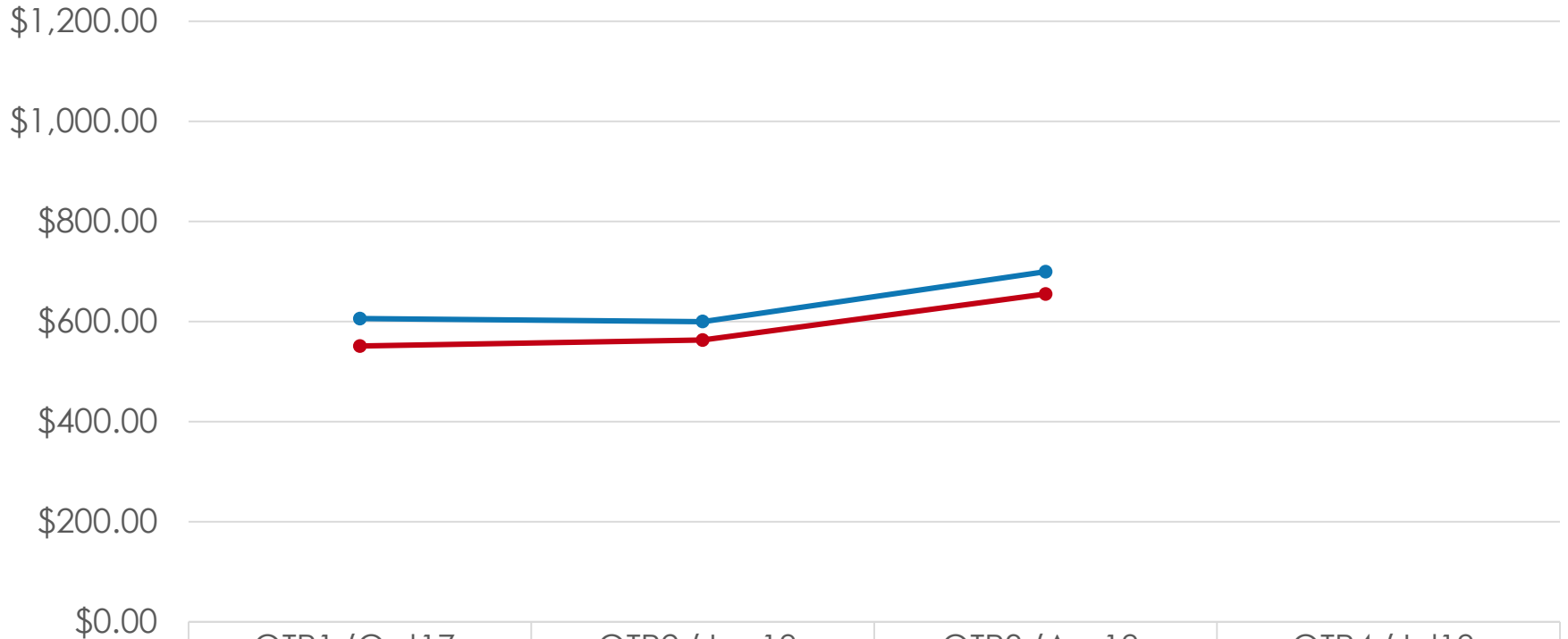
# Prepaid– FY2018 Tracking

## Airfare Only



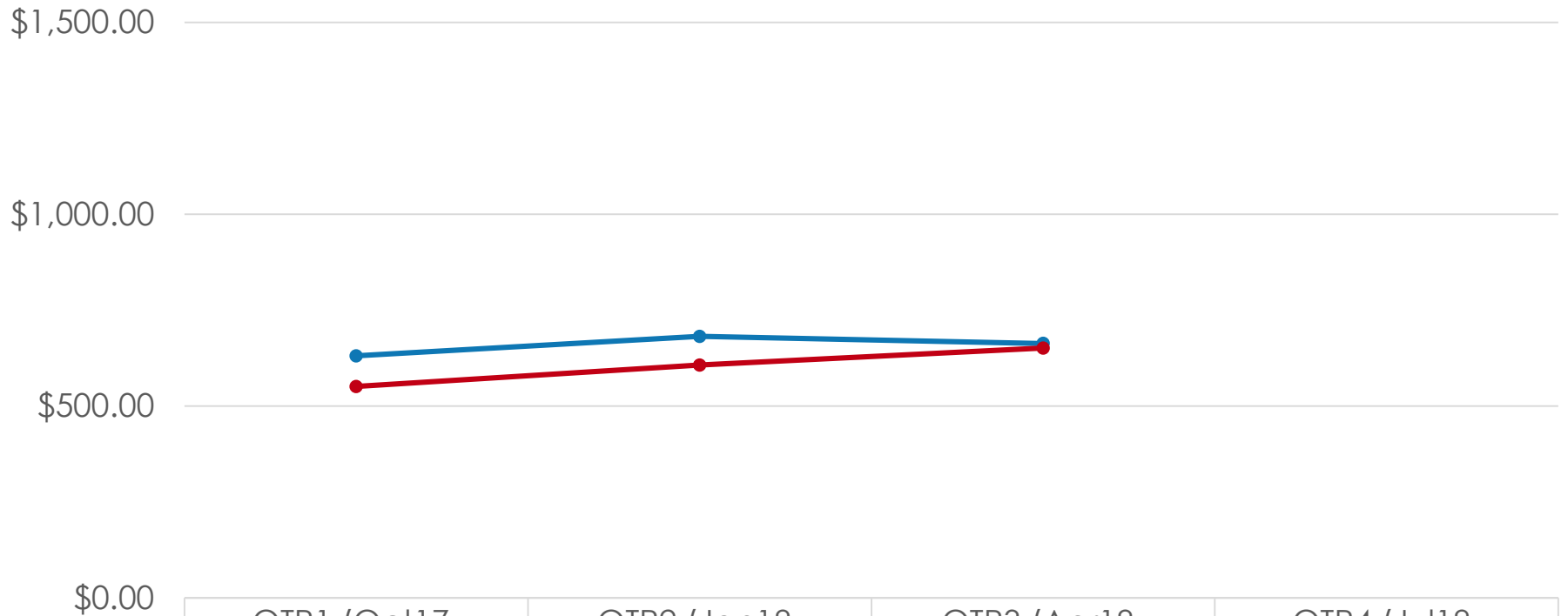
	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$1,973.98	\$2,252.06	\$2,040.79	
MEDIAN	\$2,035.00	\$2,782.00	\$2,341.00	

# Prepaid– FY2018 Tracking Accommodations Only



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$605.95	\$599.97	\$699.58	
MEDIAN	\$551.00	\$563.00	\$655.00	

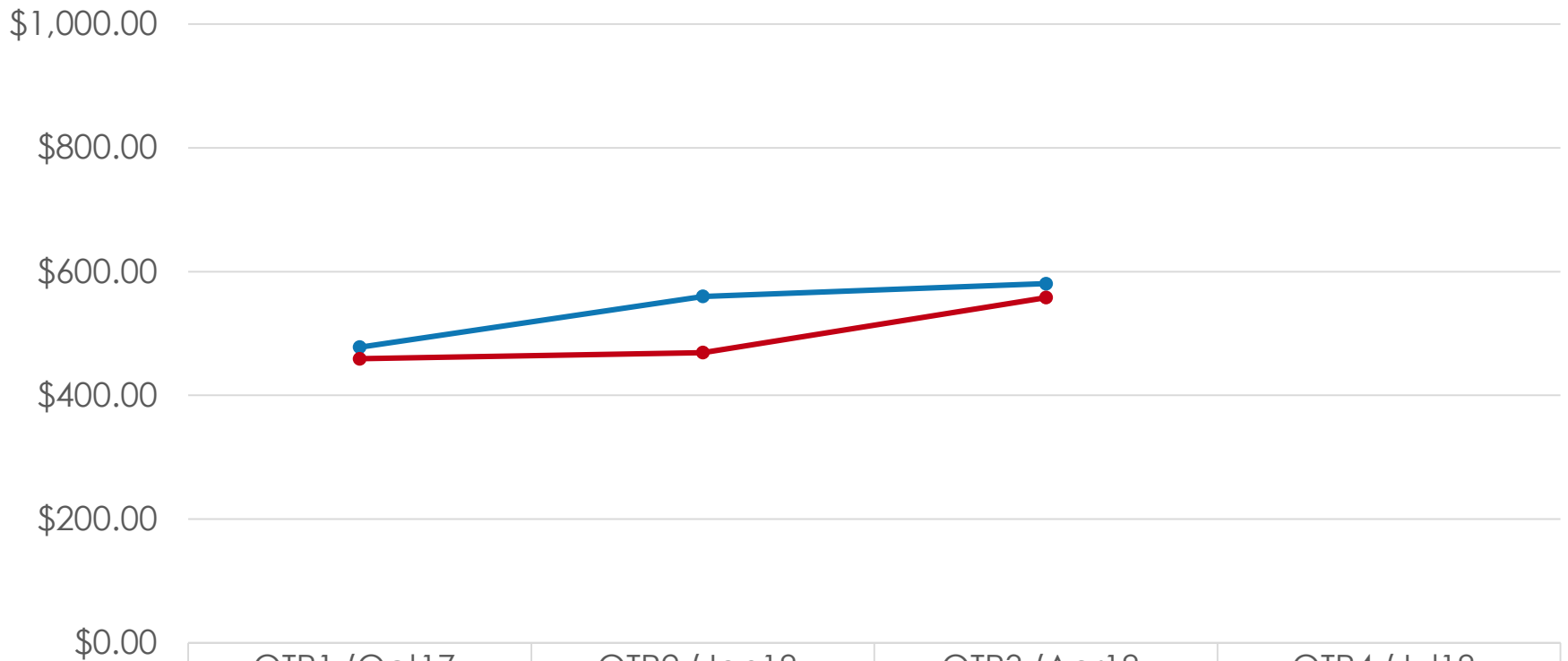
# Prepaid– FY2018 Tracking Accommodations w/ Meal Only



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$630.85	\$681.54	\$663.13	
MEDIAN	\$551.00	\$607.00	\$651.00	

# Prepaid– FY2018 Tracking

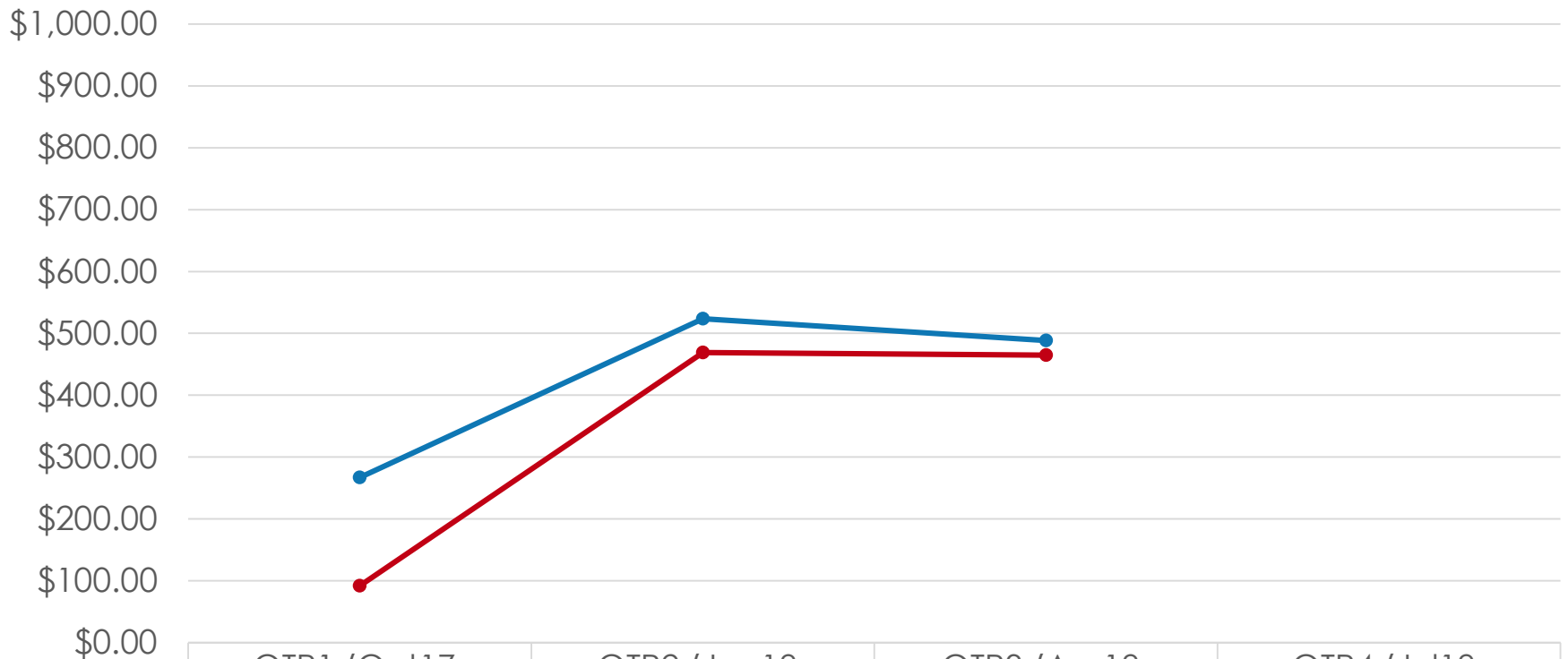
## Food & Beverage in Hotel



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$477.94	\$559.90	\$580.51	
MEDIAN	\$459.00	\$469.00	\$558.00	

# Prepaid- FY2018 Tracking

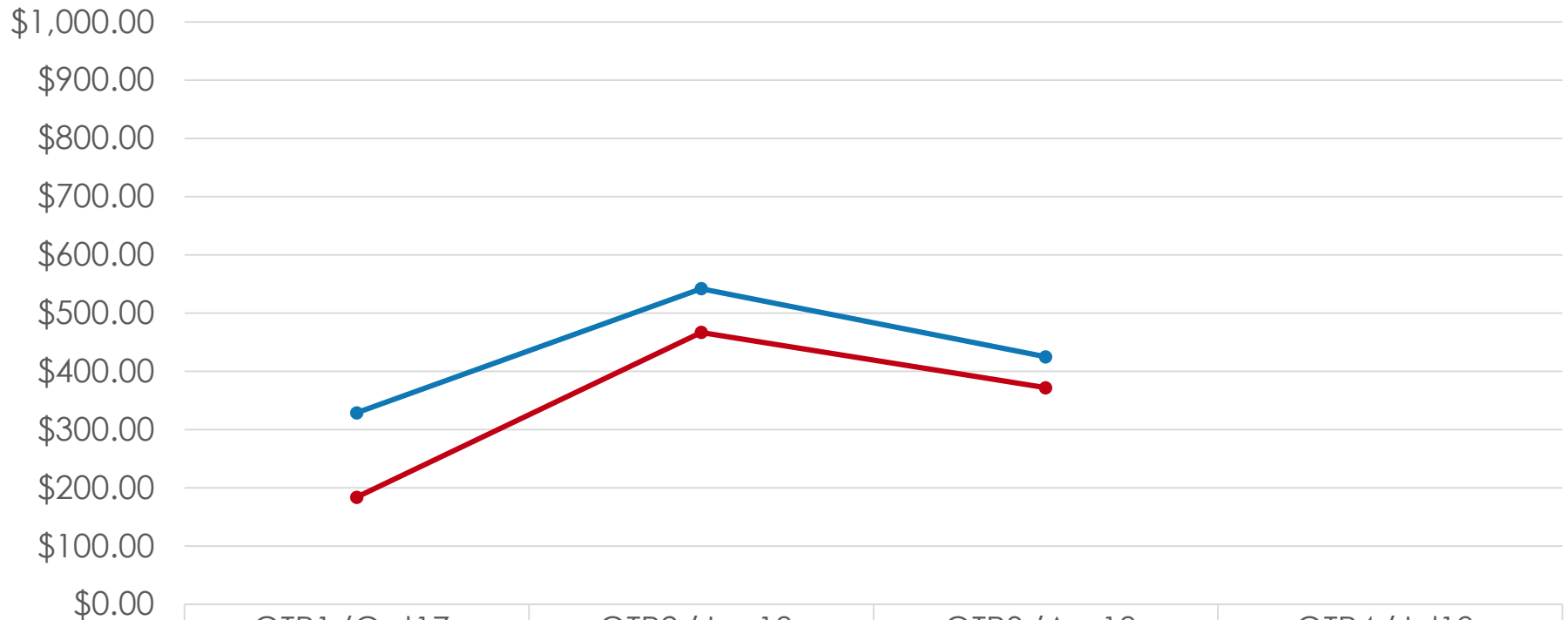
## Ground Transportation - Korea



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$267.11	\$523.67	\$488.55	
MEDIAN	\$92.00	\$469.00	\$465.00	

# Prepaid- FY2018 Tracking

## Ground Transportation - Guam

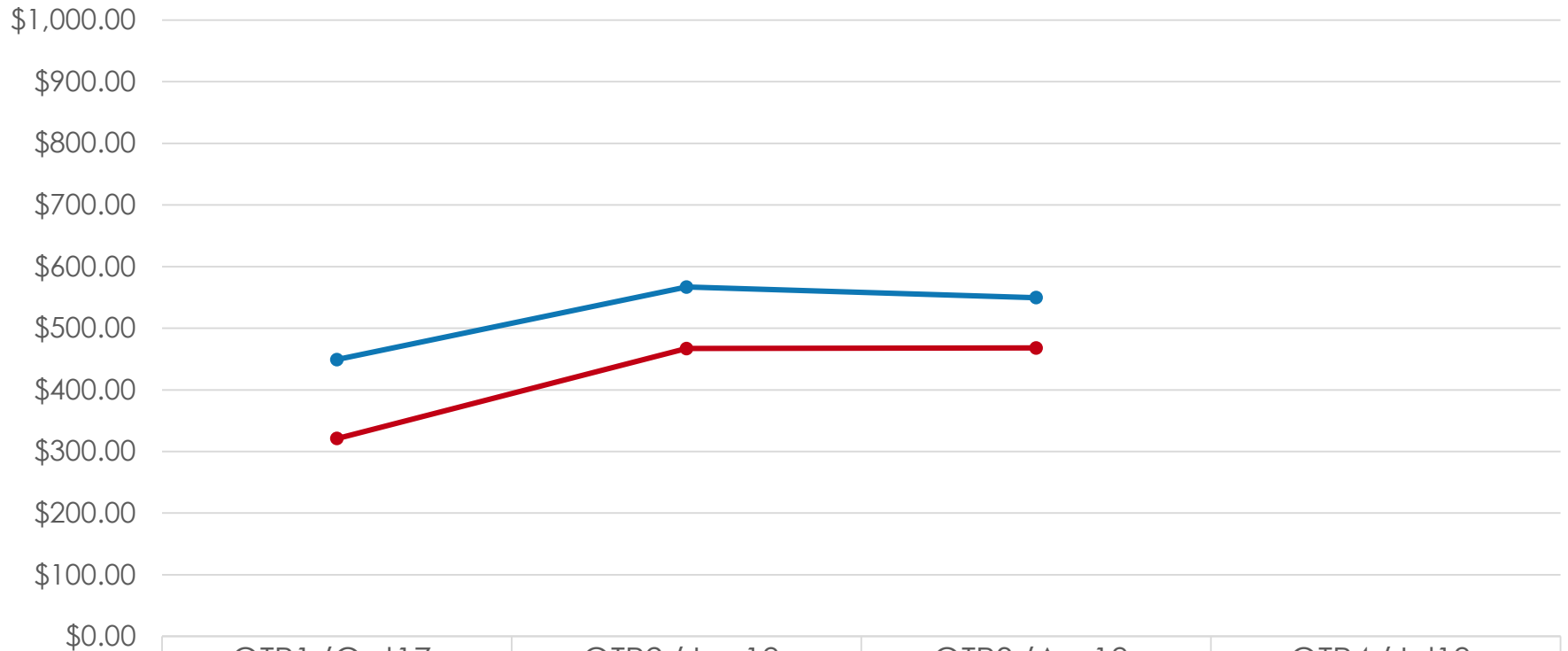


MEAN	\$328.96	\$542.15	\$425.18	
MEDIAN	\$184.00	\$467.00	\$372.00	



# Prepaid– FY2018 Tracking

## Optional tours/ Activities



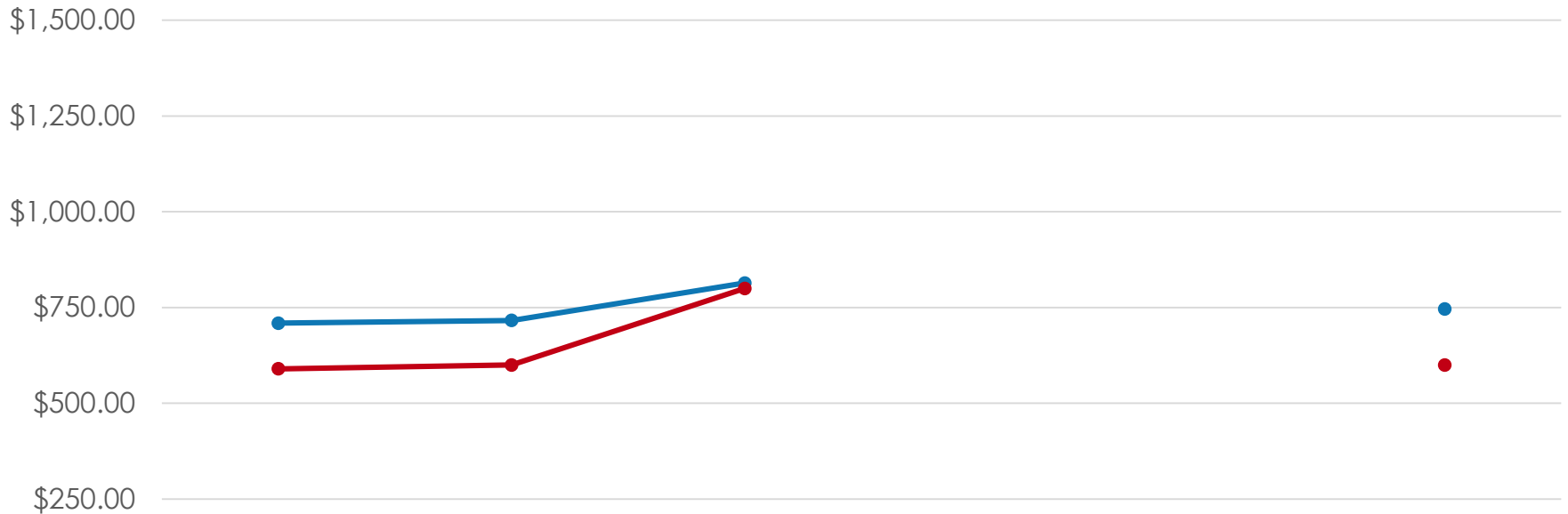
MEAN  
MEDIAN

	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
MEAN	\$449.18	\$566.90	\$549.58	
MEDIAN	\$321.00	\$467.00	\$468.00	

# On-Island Expenditures

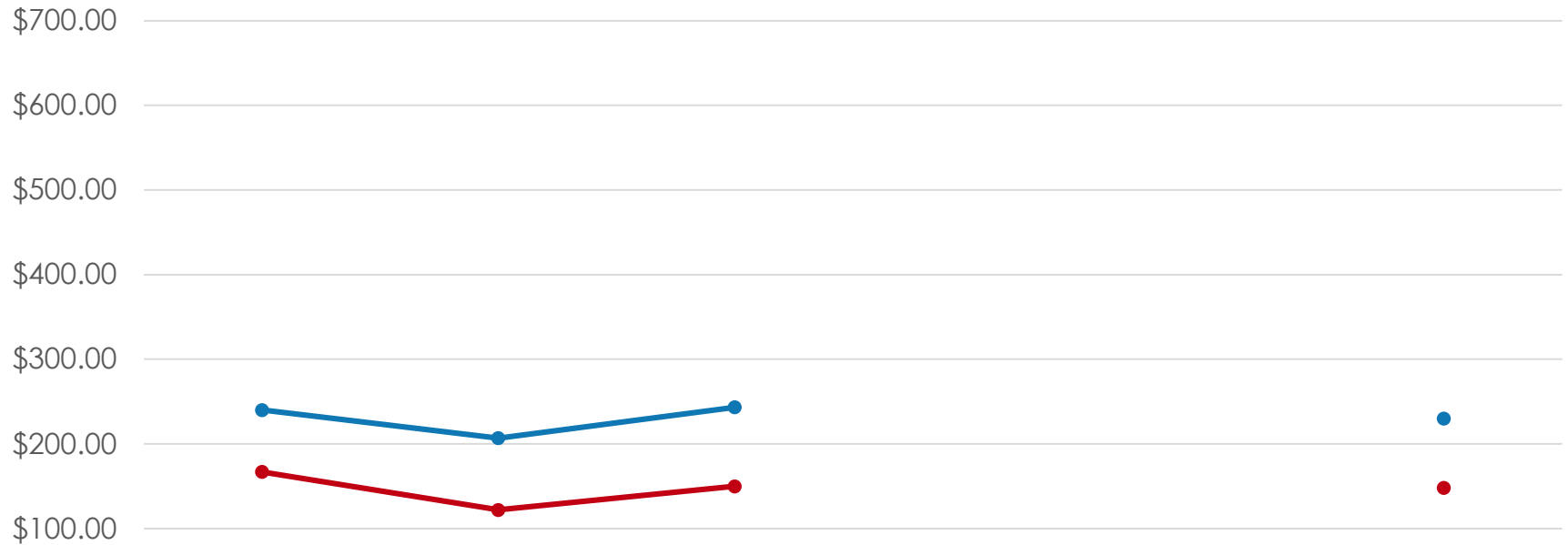
- \$813.98 = overall mean average on-island expense (for entire travel party size) by respondent
- \$243.40 = overall mean average per person on-island expenditures

# On-Island Entire Travel Party – FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
MEAN	\$709.07	\$716.13	\$813.98		\$746.40
MEDIAN	\$590.00	\$600.00	\$800.00		\$600.00

# On-Island Per Person – FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)		YTD
● MEAN	\$240.04	\$206.86	\$243.40			\$230.13
● MEDIAN	\$167.00	\$122.00	\$150.00			\$148.00

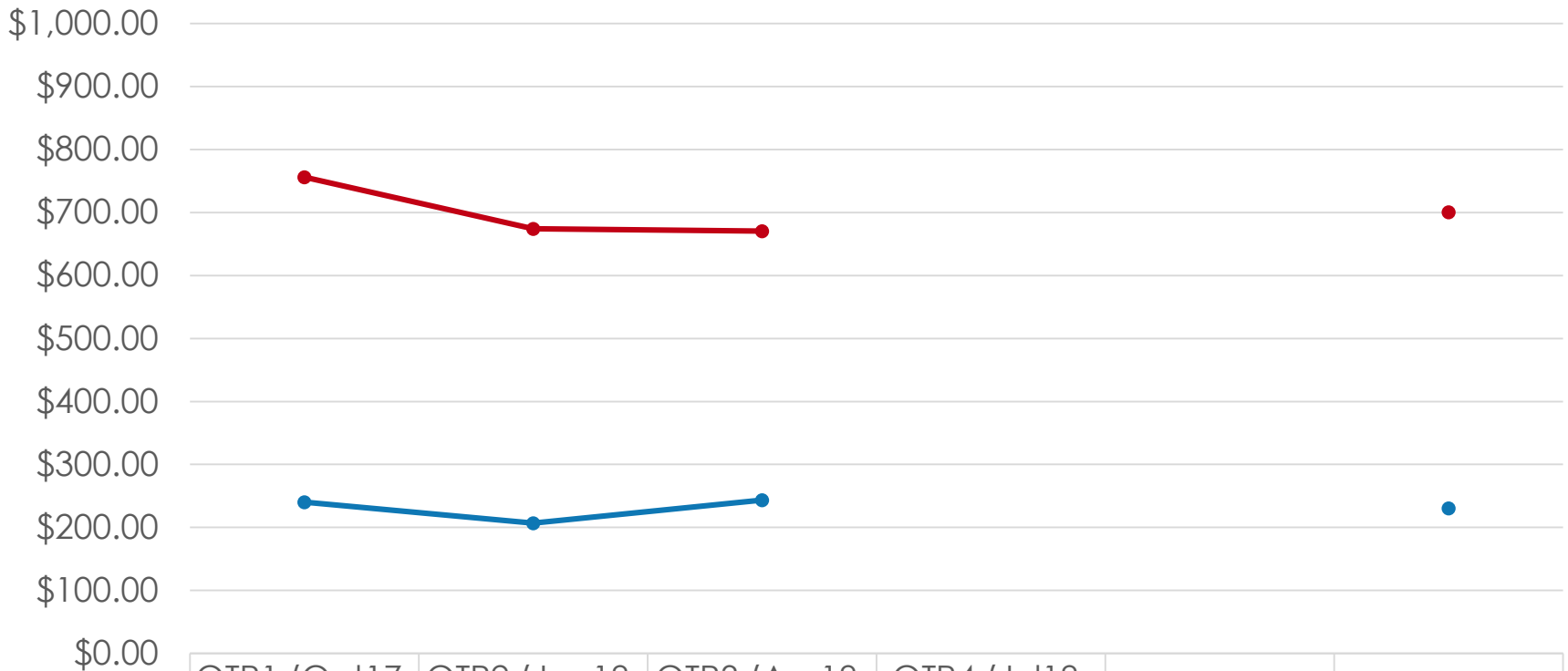
# On-Island Per Person – Key Segments

GVB EXIT SURVEY  
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$243.40	\$0.00	\$1,013.02	\$0.00	\$231.60	\$129.66	\$133.13	\$223.72	\$248.17
	Median	\$150	\$0	\$712	\$0	\$150	\$114	\$114	\$138	\$175

Prepared by Anthology Research

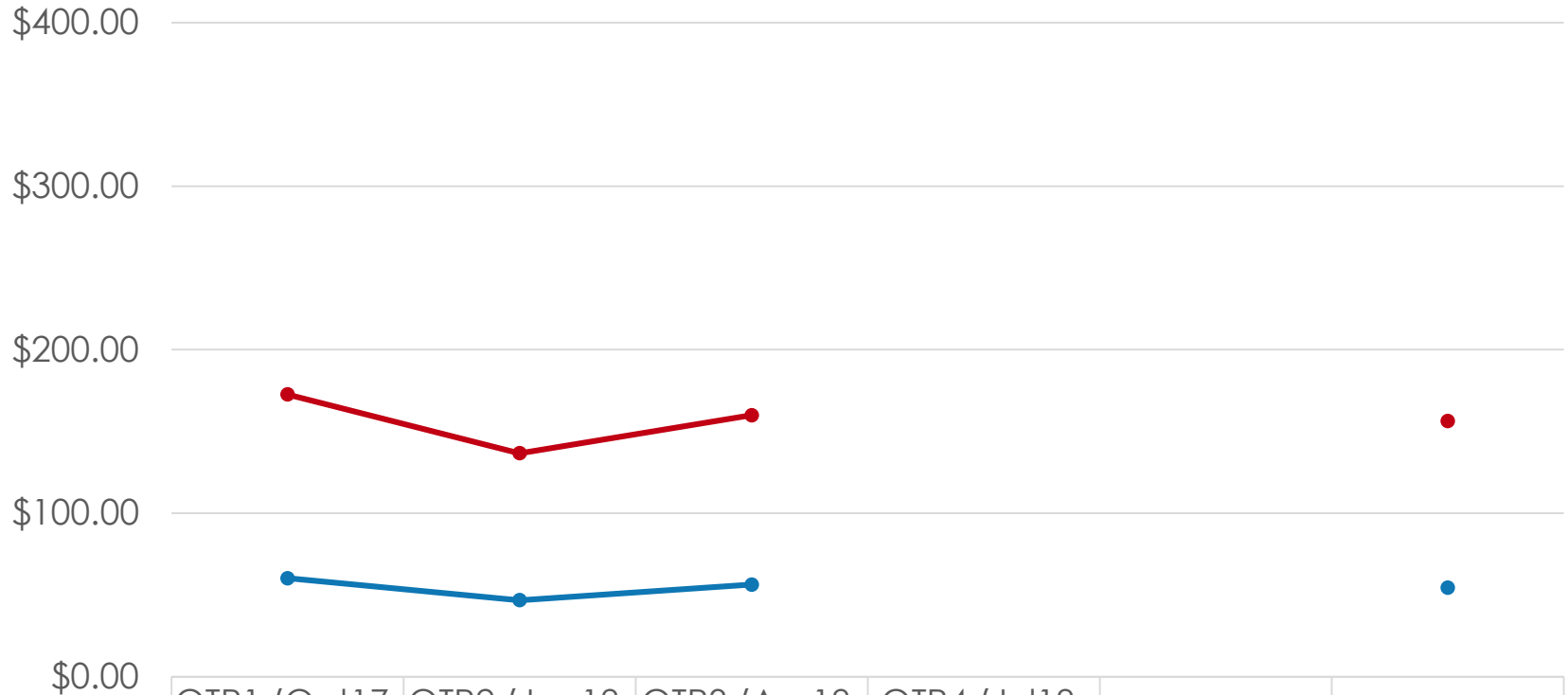
# Per Person MEAN expenditures – FY2018 Tracking On-Island/ Prepaid



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)	YTD
On-Island	\$240.04	\$206.86	\$243.40		\$230.13
Prepaid	\$756.22	\$674.15	\$670.41		\$700.34

# On-Island Per Day Spending – FY2018 Tracking

## MEAN



	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)	YTD
Per Person	\$60.24	\$46.79	\$56.35		\$54.47
Travel Party	\$172.58	\$136.66	\$159.88		\$156.40

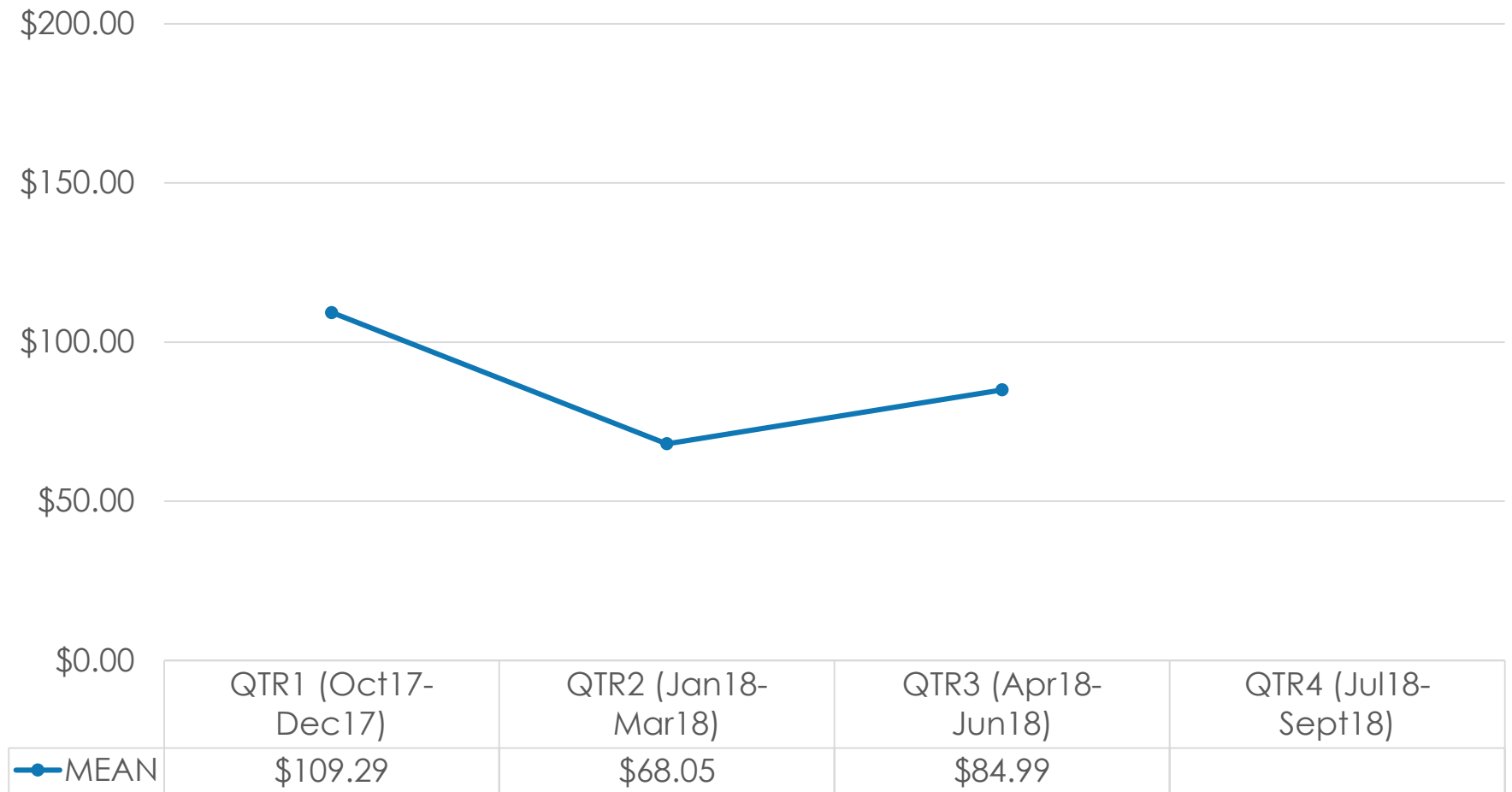
# On-Island Expenses by Category – MEAN Entire Travel Party





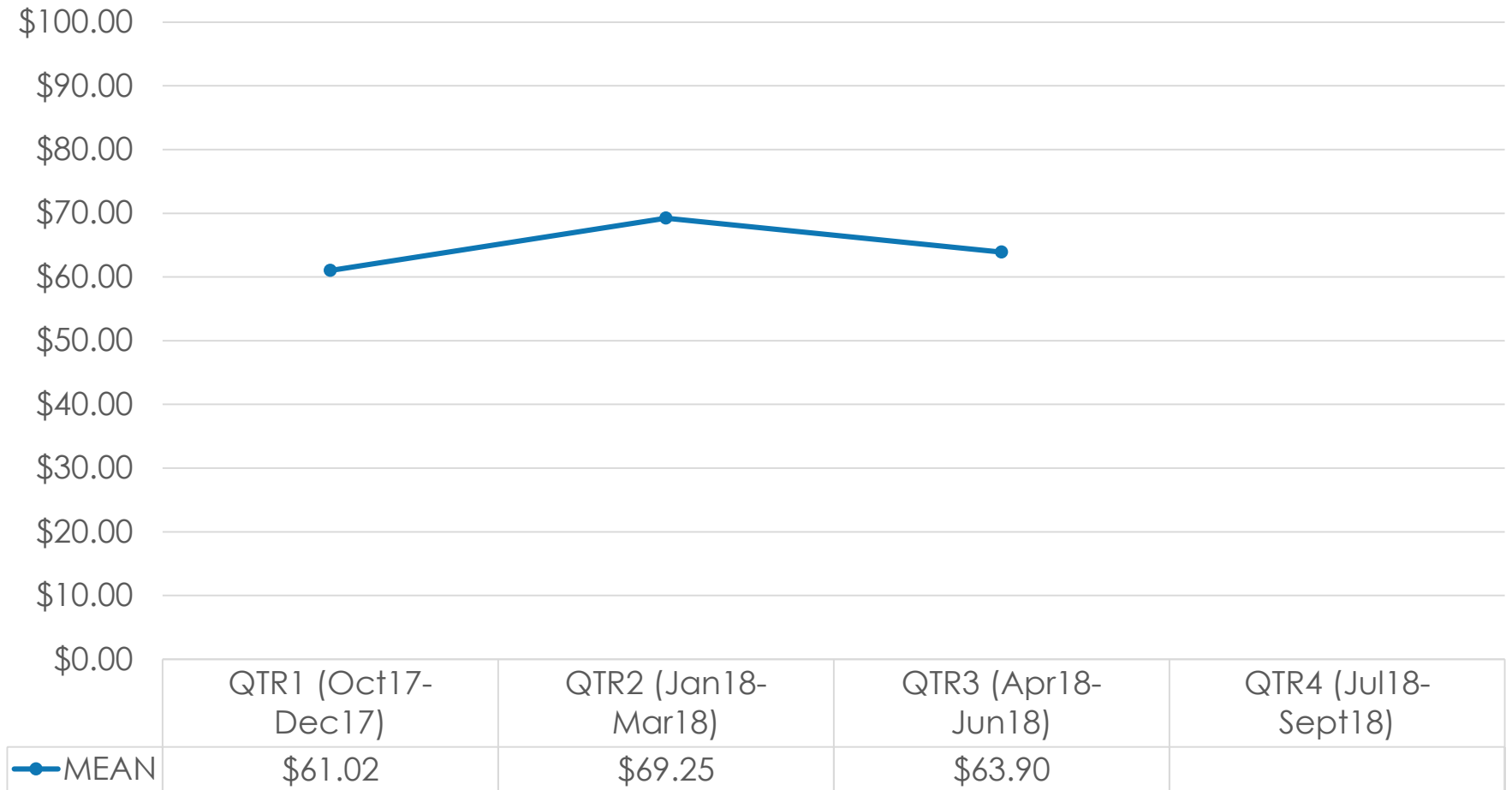
# On-Island – FY2018 Tracking

## Food & Beverage - Hotel



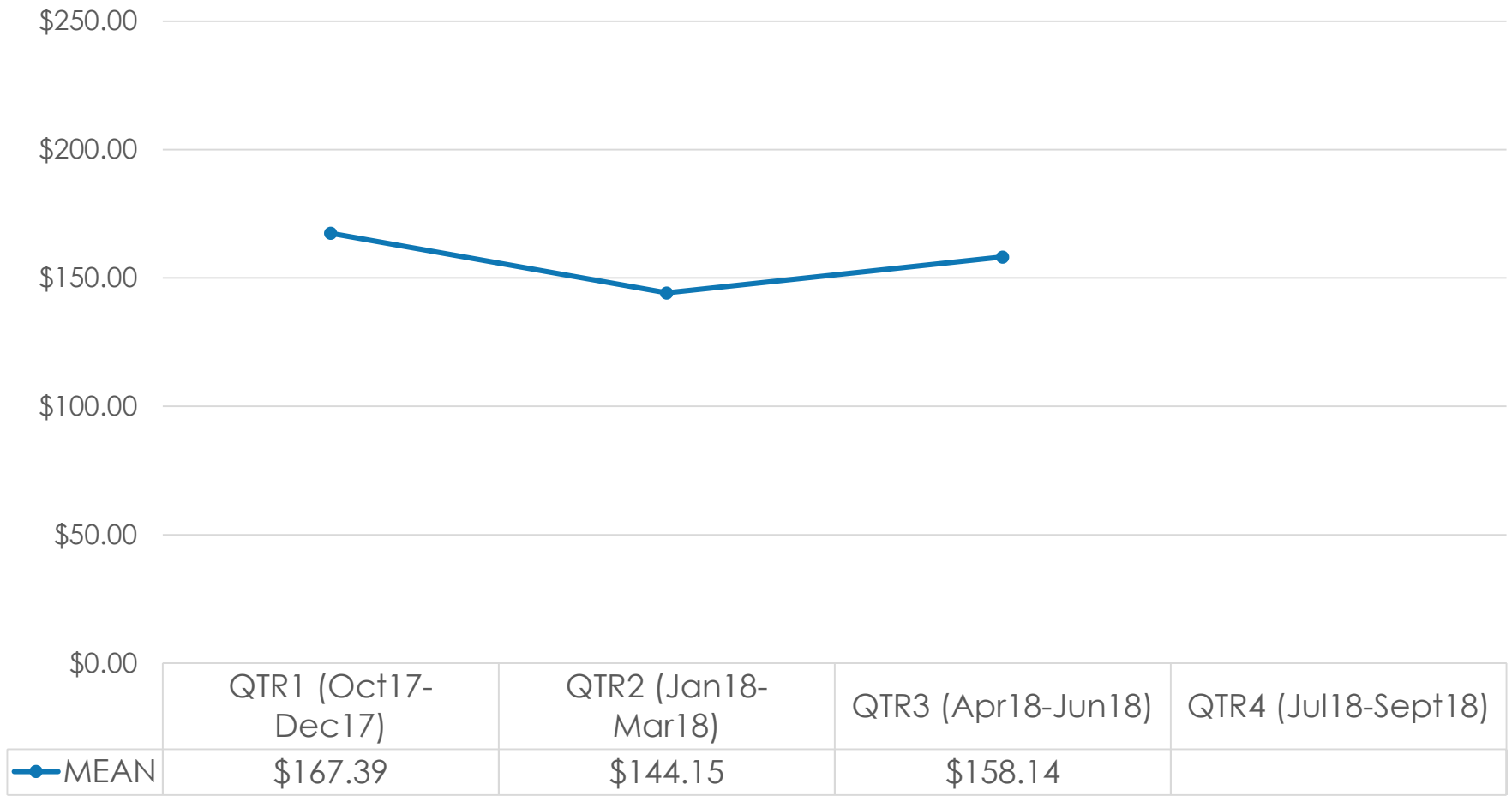
# On-Island – FY2018 Tracking

## Food & Beverage – Fast Food/ Convenience Store



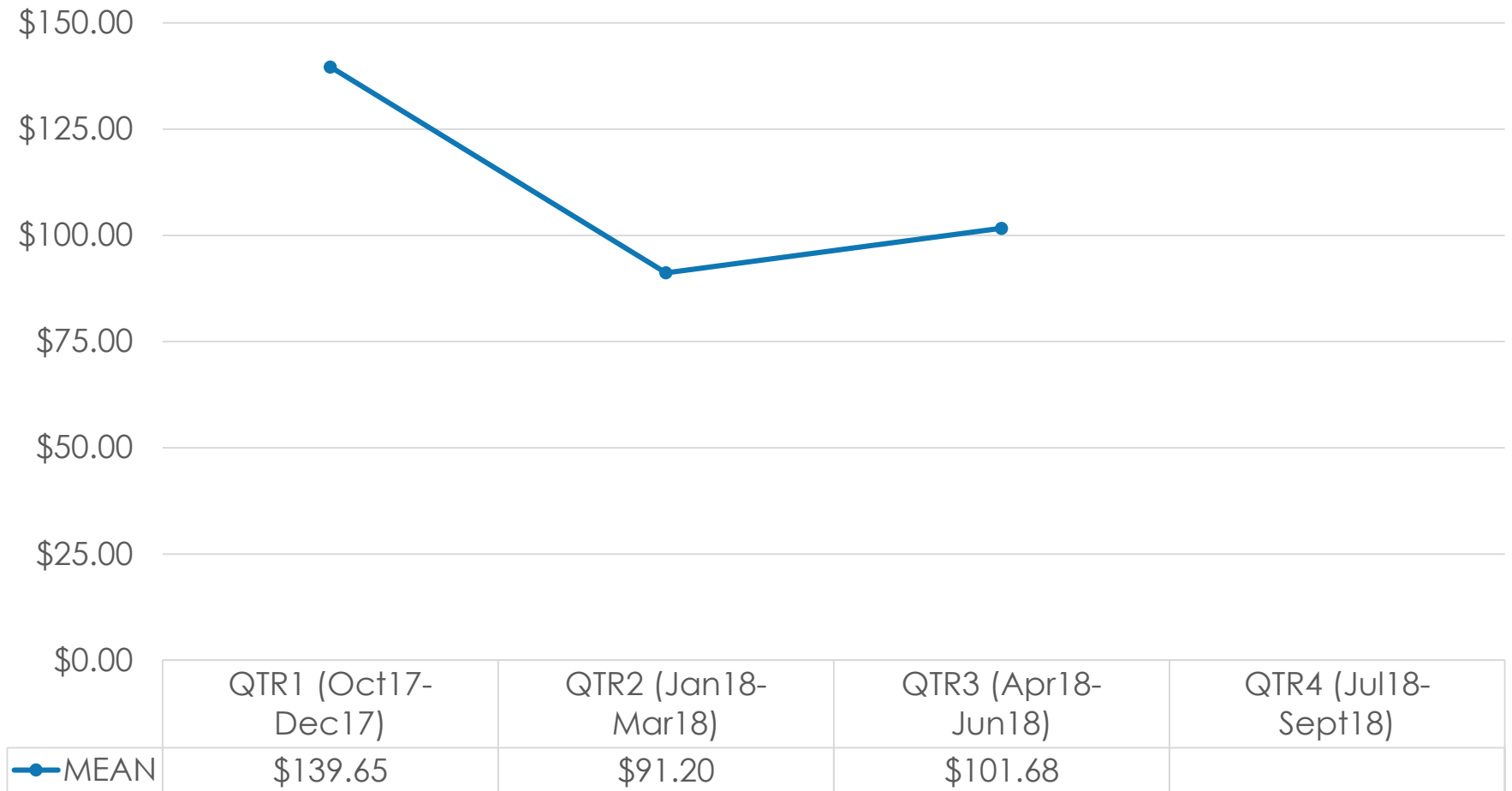
# On-Island – FY2018 Tracking

## Food & Beverage – Restaurant/ Drinking Est Outside Hotel



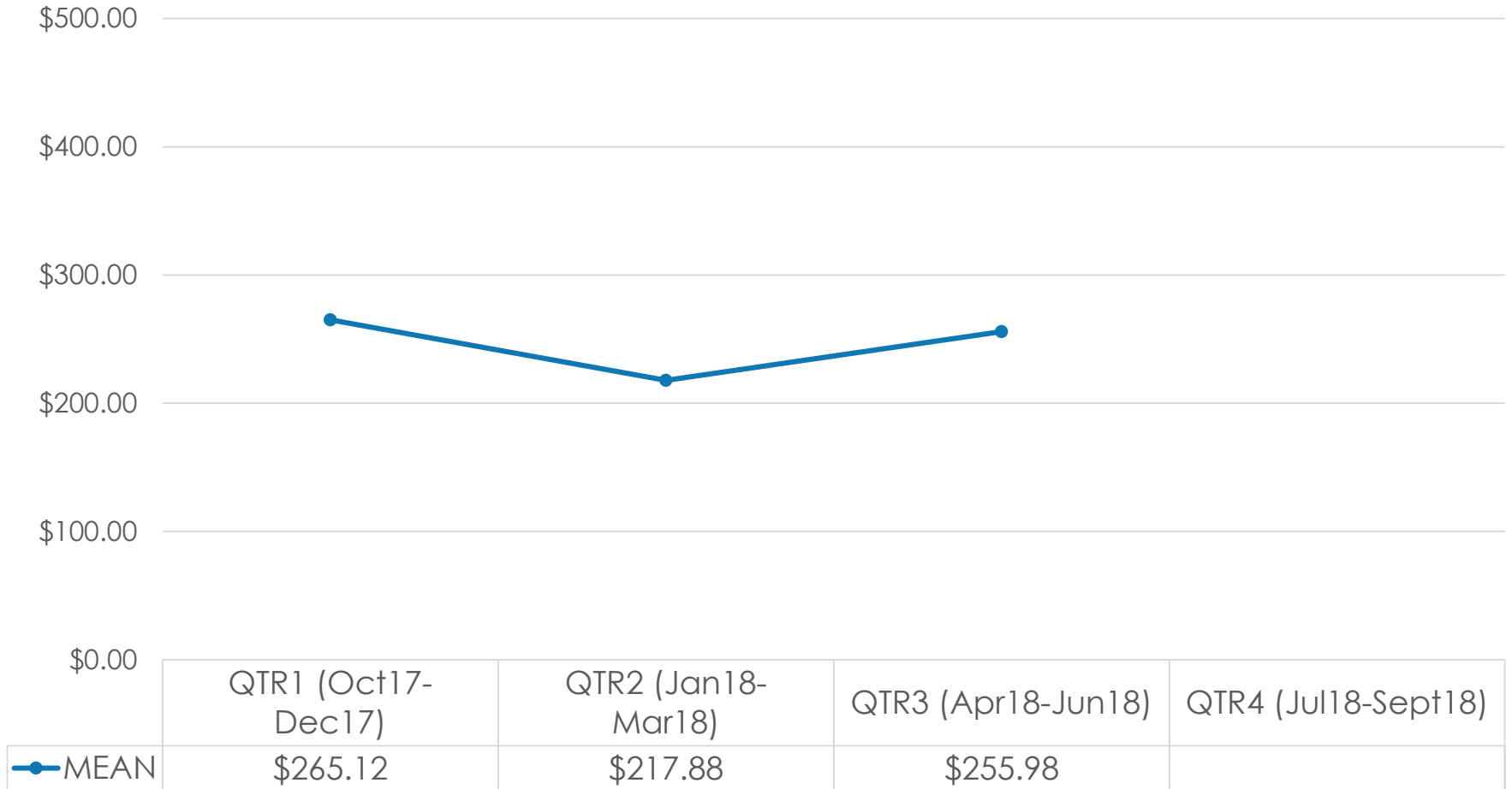
# On-Island – FY2018 Tracking

## Optional tour/ Activities



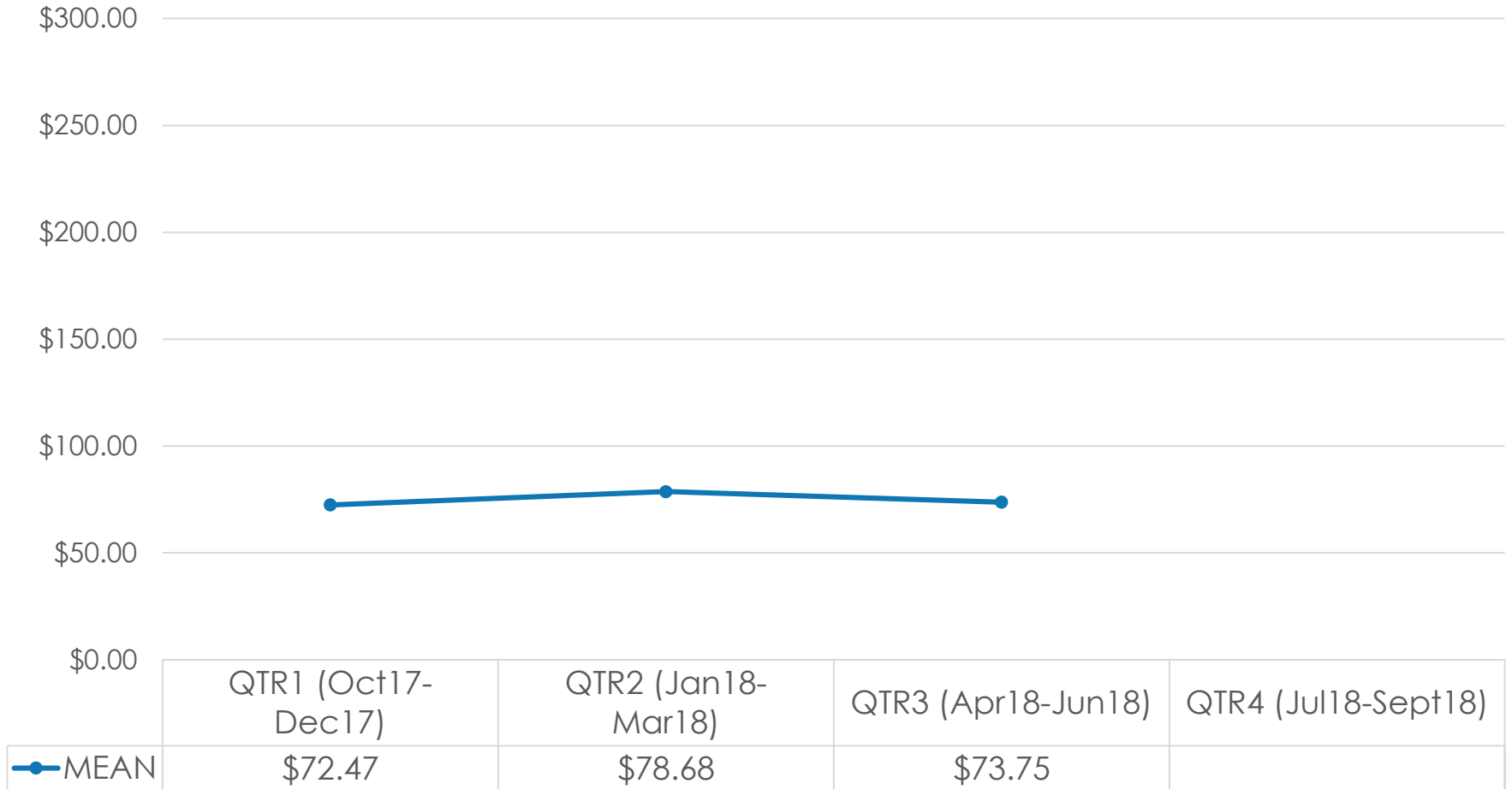
# On-Island – FY2018 Tracking

## Gift/ Souvenir – Self/ Companion



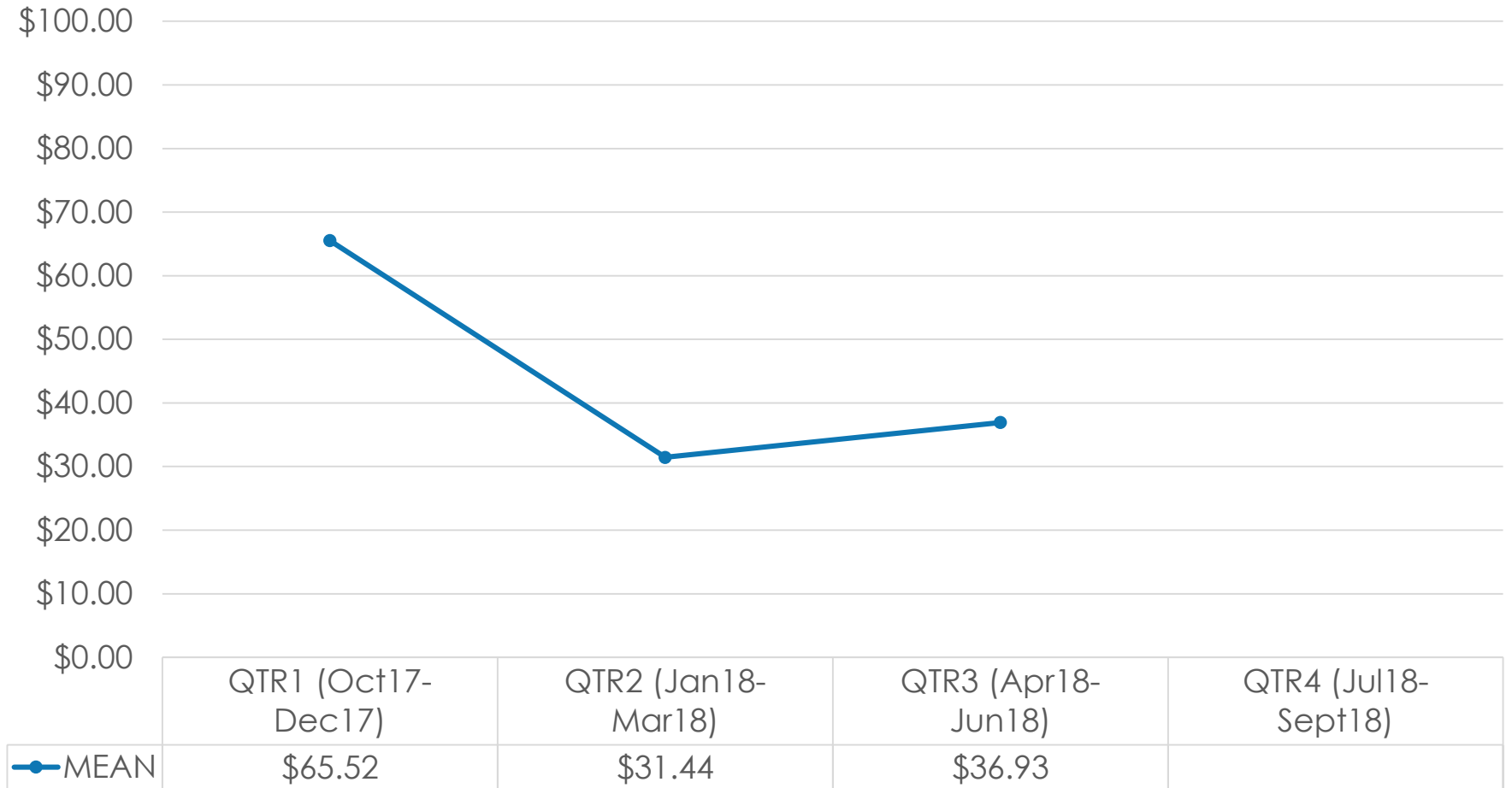
# On-Island – FY2018 Tracking

## Gift/ Souvenir – Friends/ Family



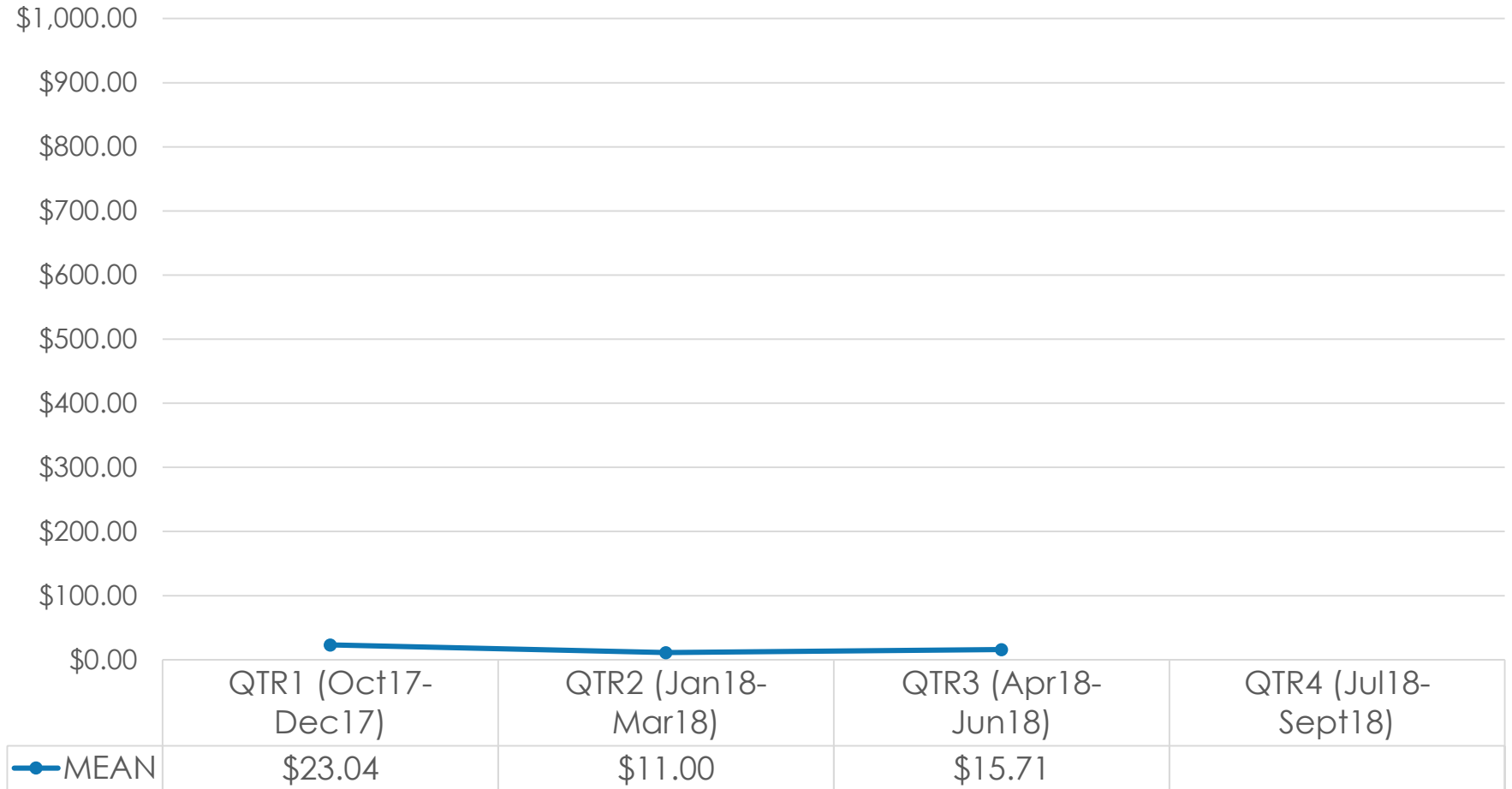
# On-Island – FY2018 Tracking

## Local Transportation



# On-Island – FY2018 Tracking

## Other Not Included

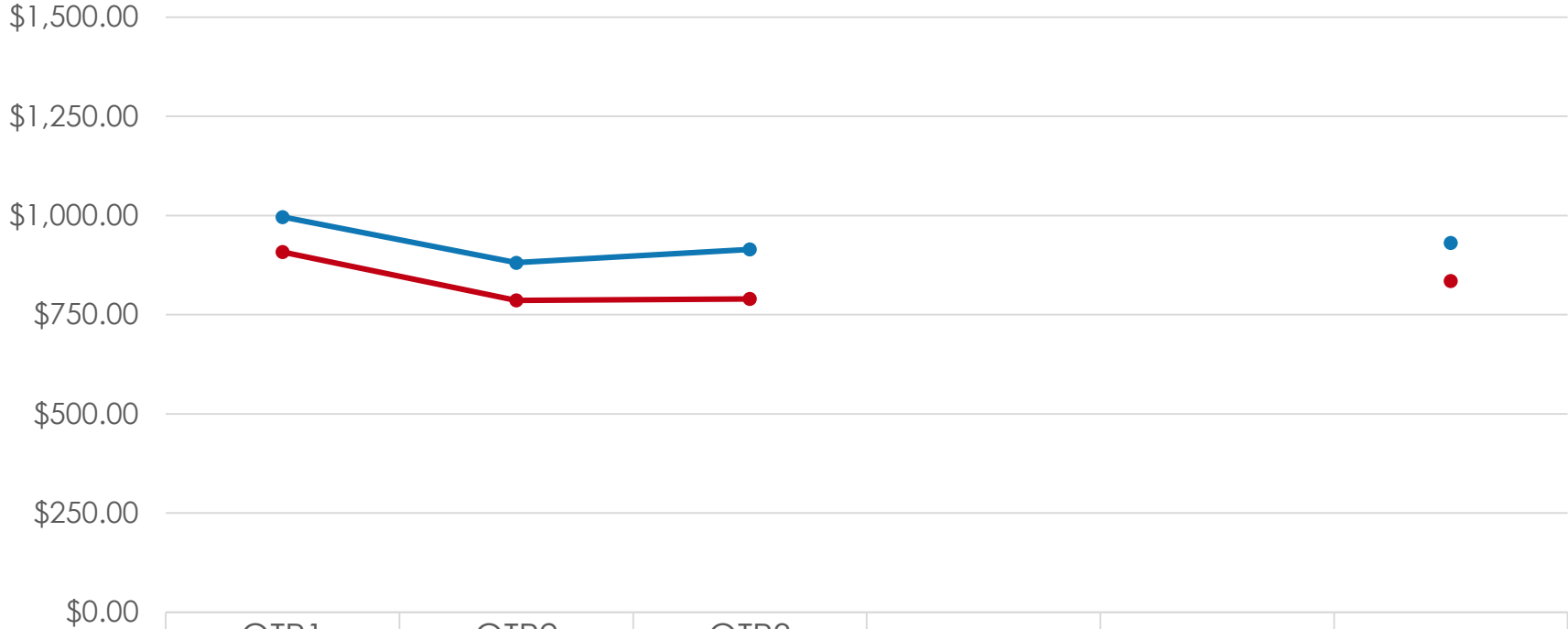




# TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$914.68 = overall mean average prepaid & on-isle expense by respondent

# TOTAL Per Person Expenditures – FY2018 Tracking



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)		YTD
● MEAN	\$996.26	\$881.20	\$914.68			\$930.84
● MEDIAN	\$908.00	\$786.00	\$790.00			\$835.00

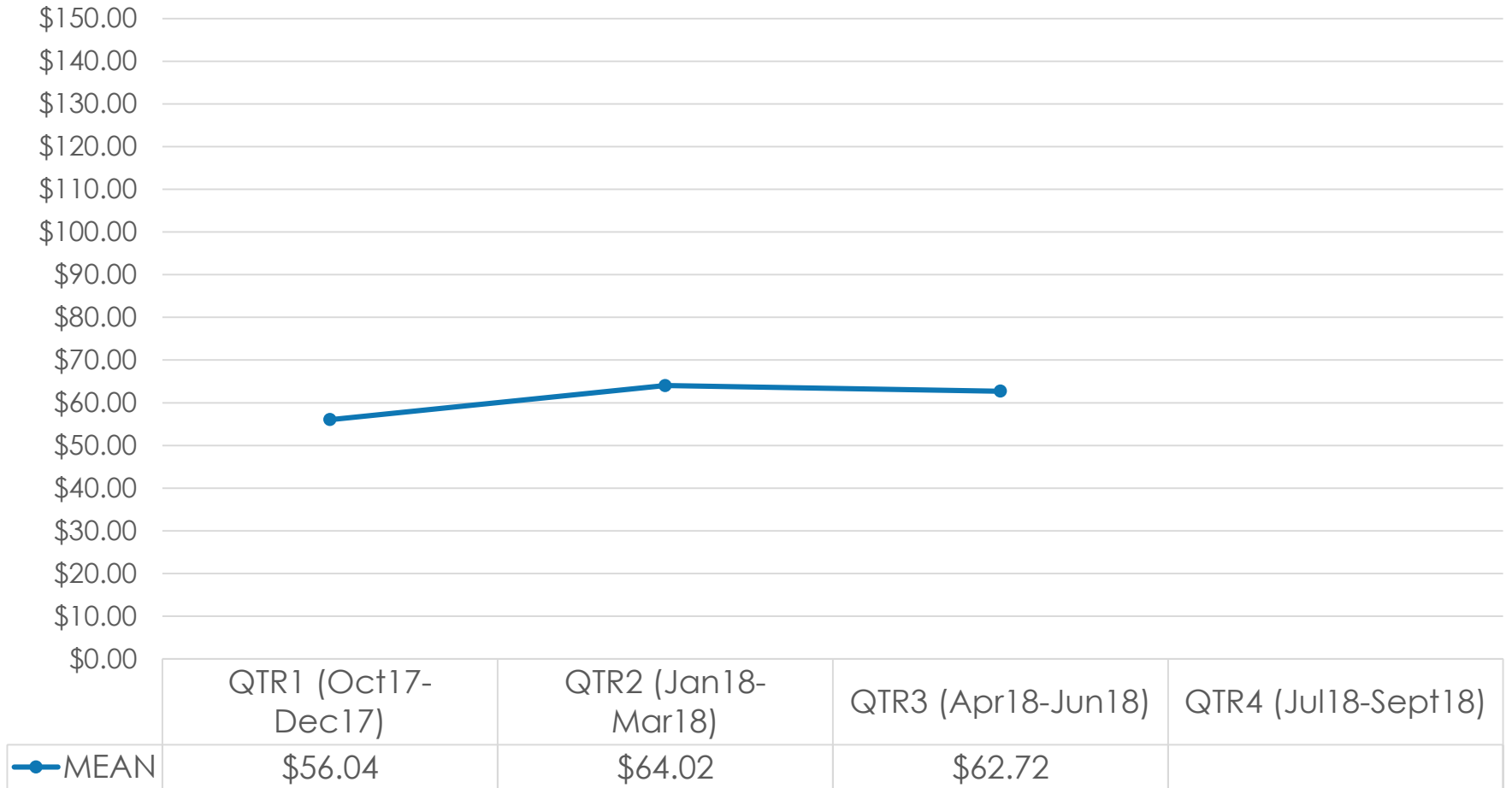
# TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY  
TOTAL - PER PERSON

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$914.68	\$4,110.90	\$2,385.39	\$0.00	\$905.31	\$693.07	\$712.18	\$885.24	\$922.01
	Median	\$790	\$4,111	\$2,138	\$0	\$779	\$604	\$633	\$749	\$887

Prepared by Anthology Research

# GUAM AIRPORT EXPENDITURE – FY2018 Tracking

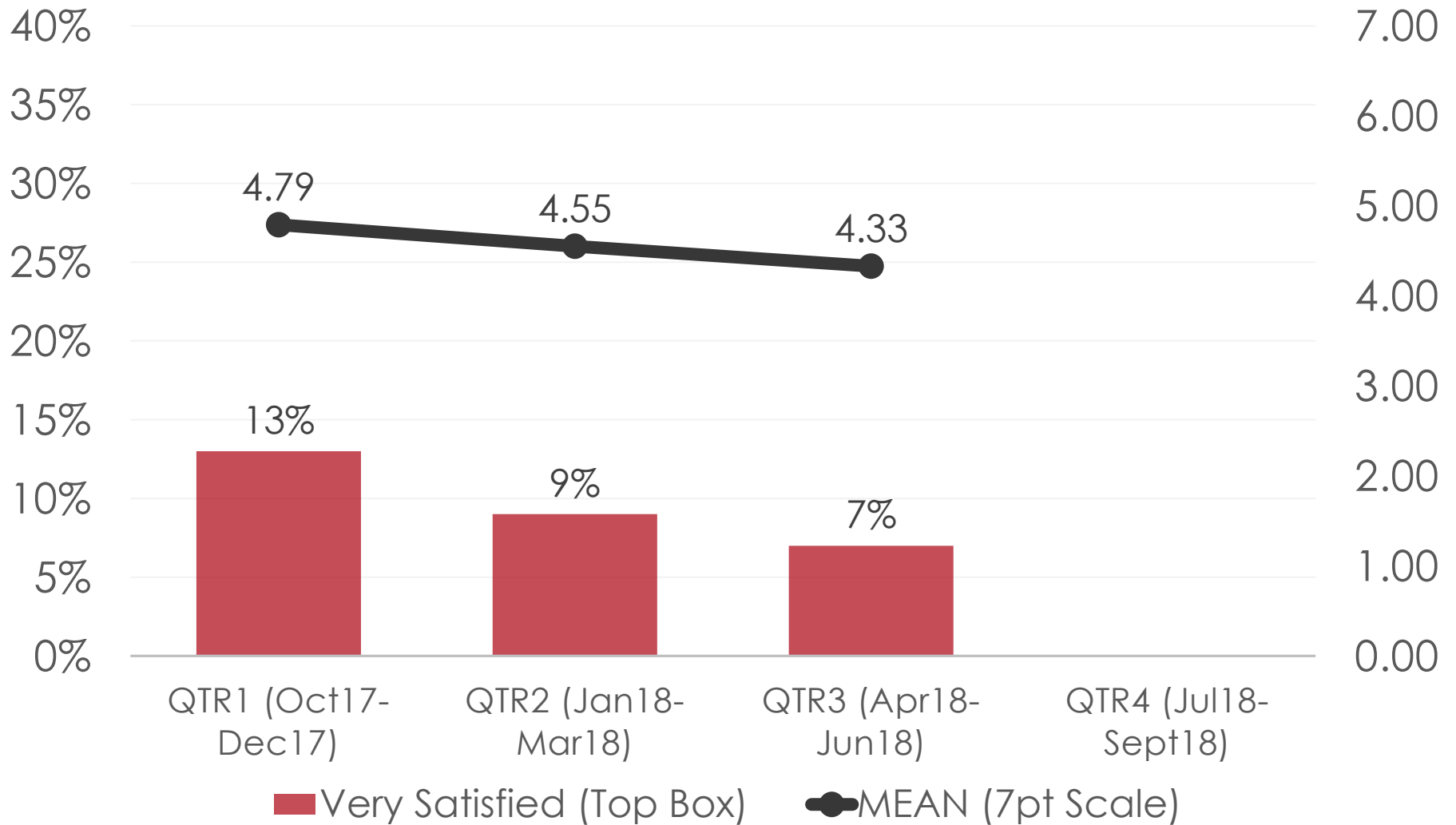


# SECTION 4

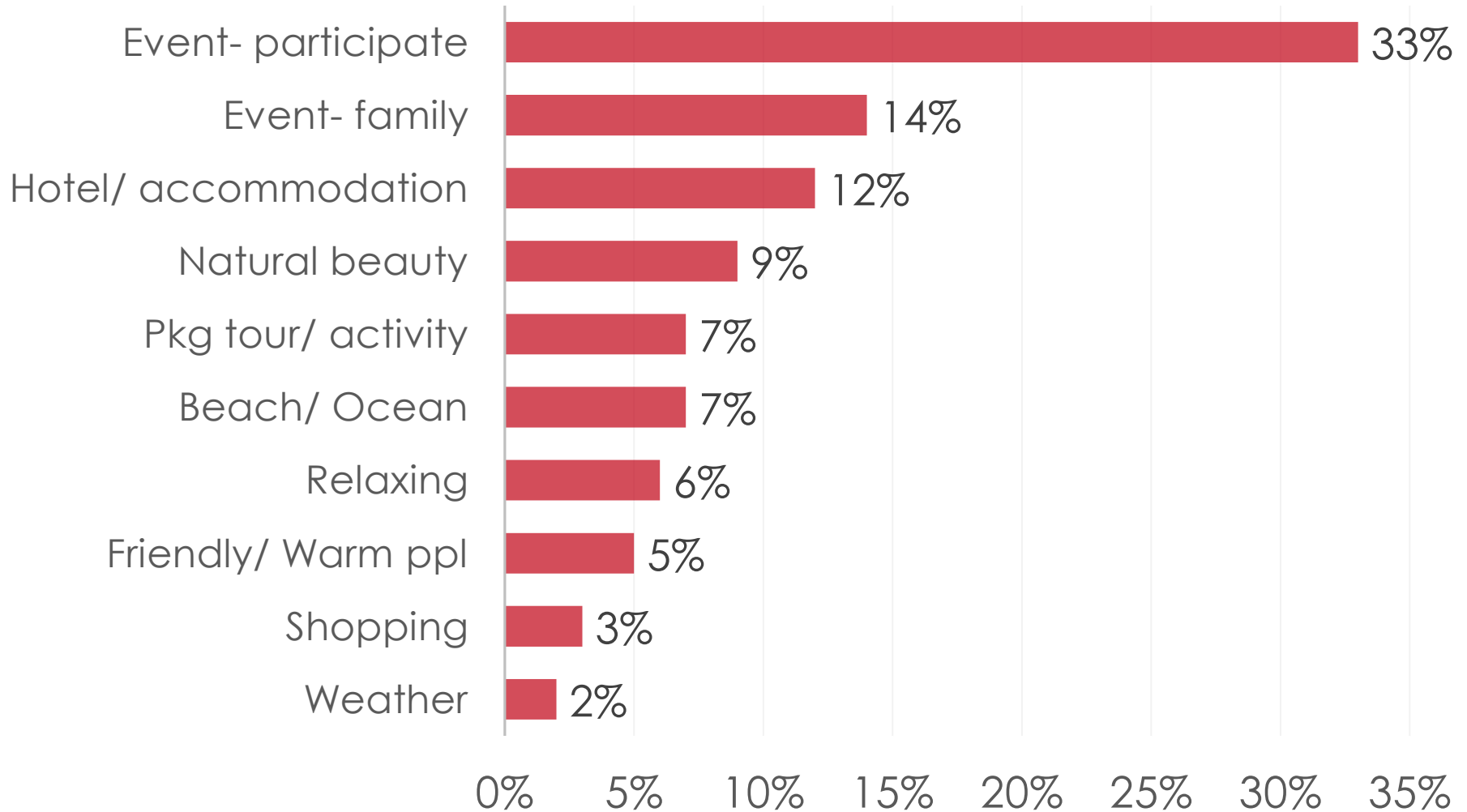
# VISITOR SATISFACTION

# BEHAVIOR

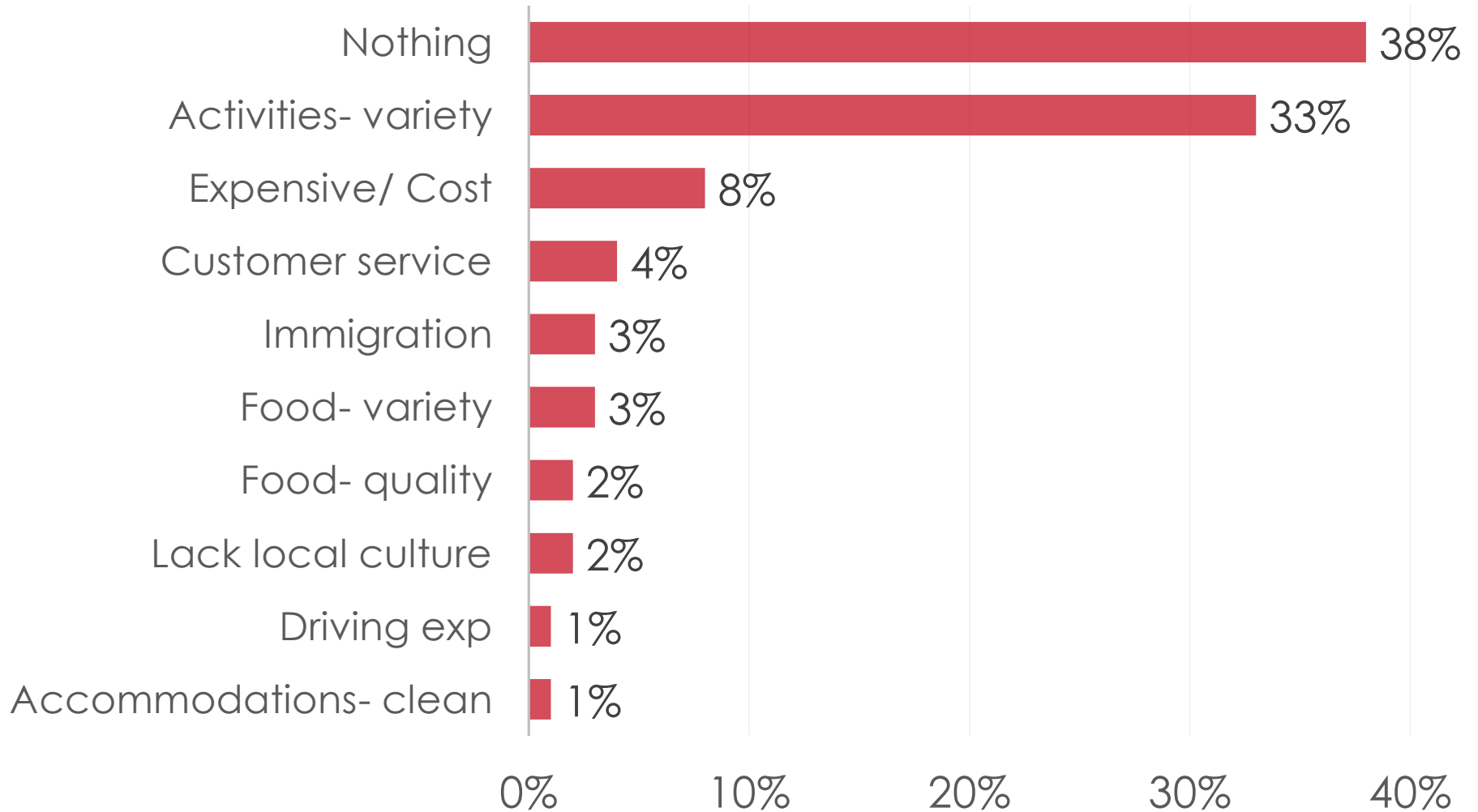
# OVERALL SATISFACTION



# POSITIVE ASPECT OF TRIP

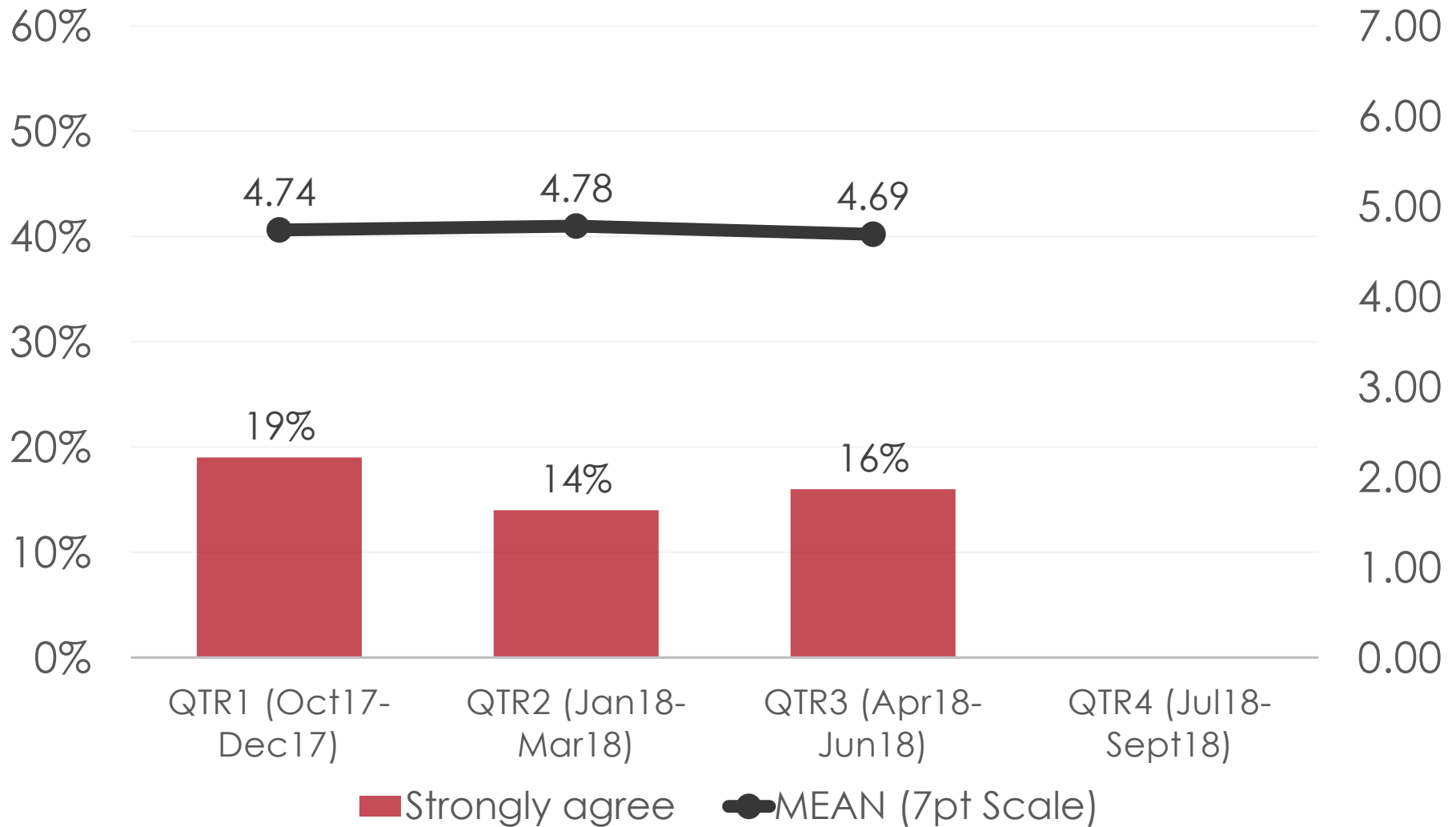


# NEGATIVE ASPECT OF TRIP

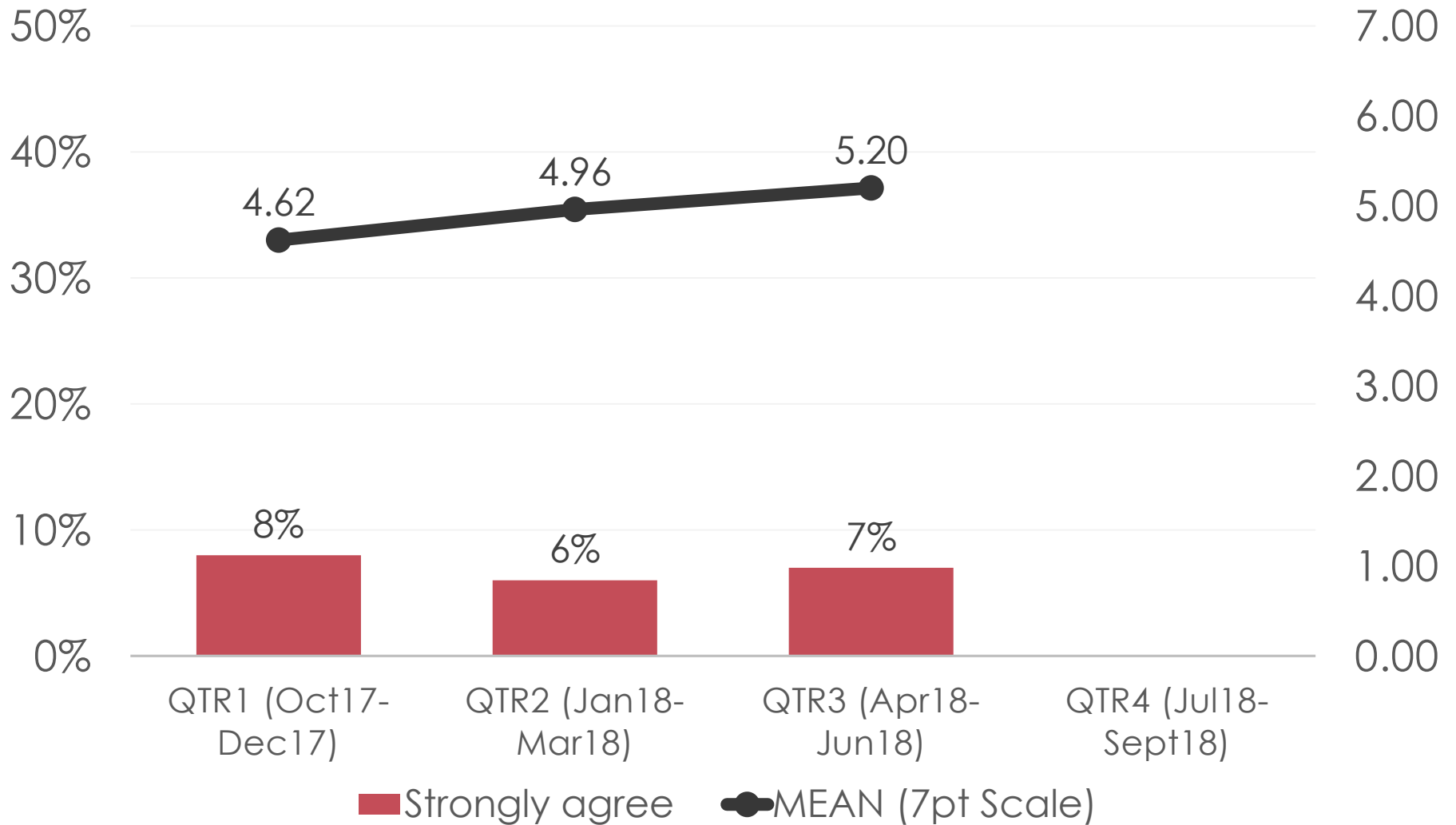




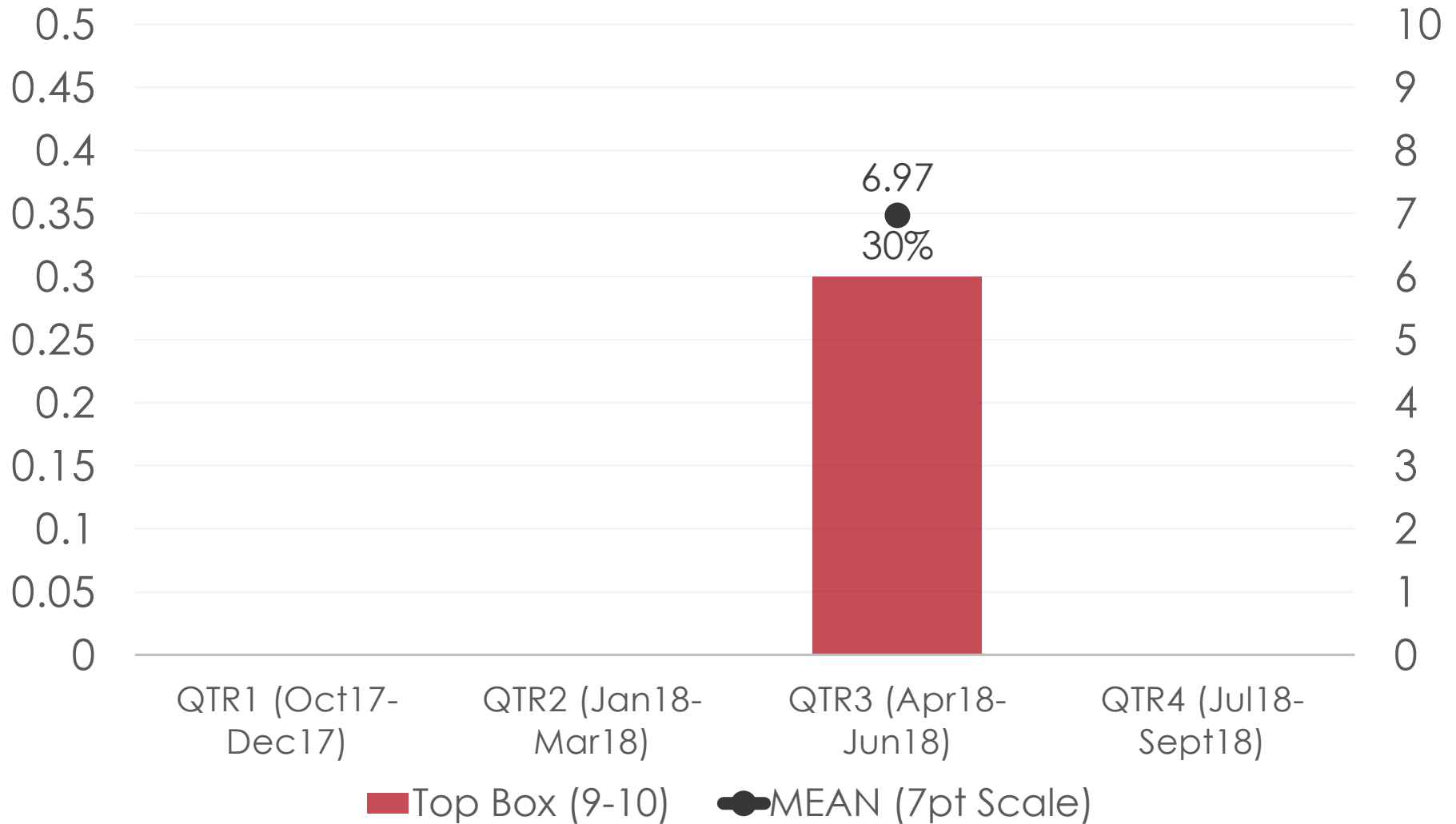
# Guam was better than expected



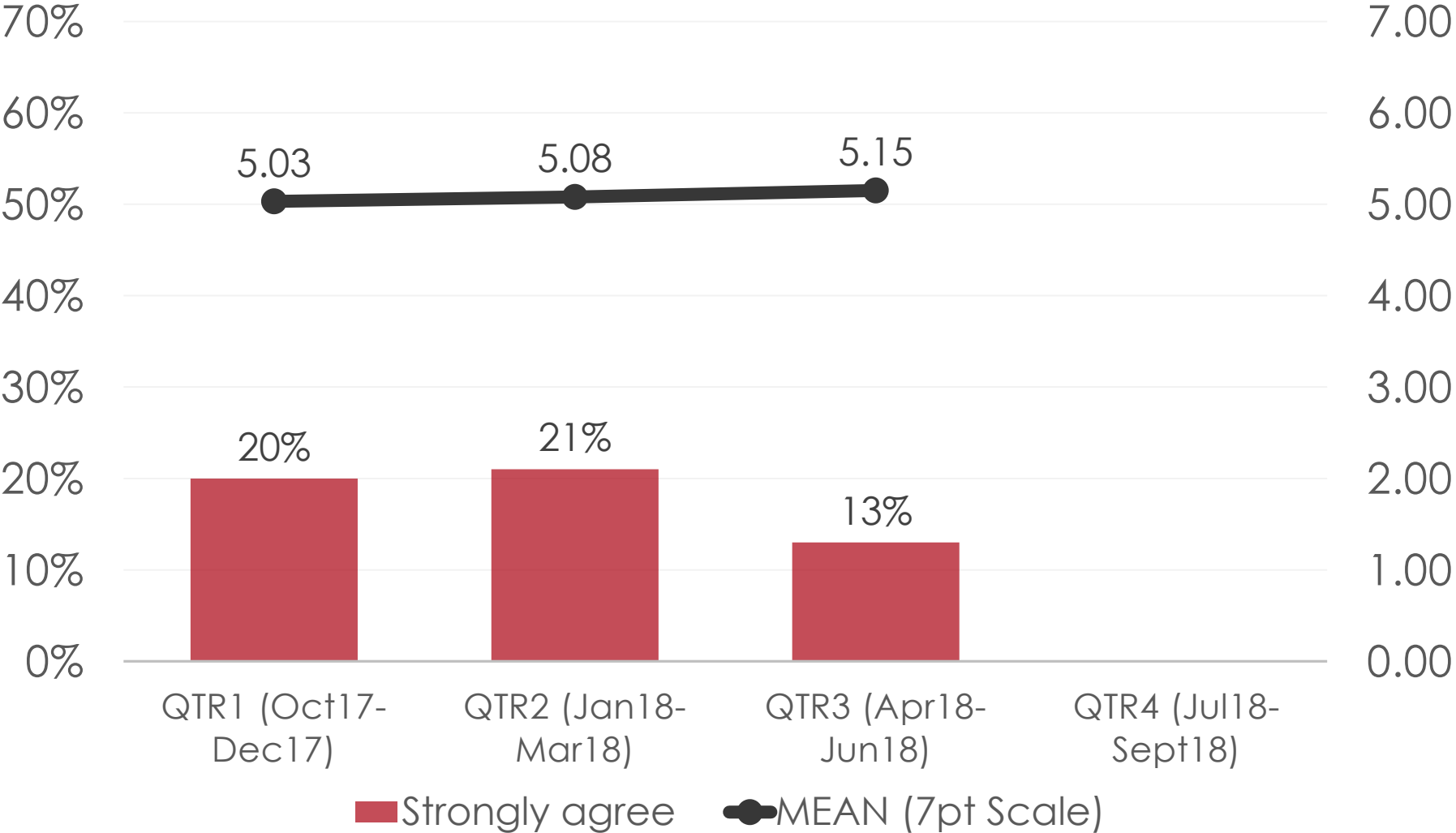
# I had no communication problems



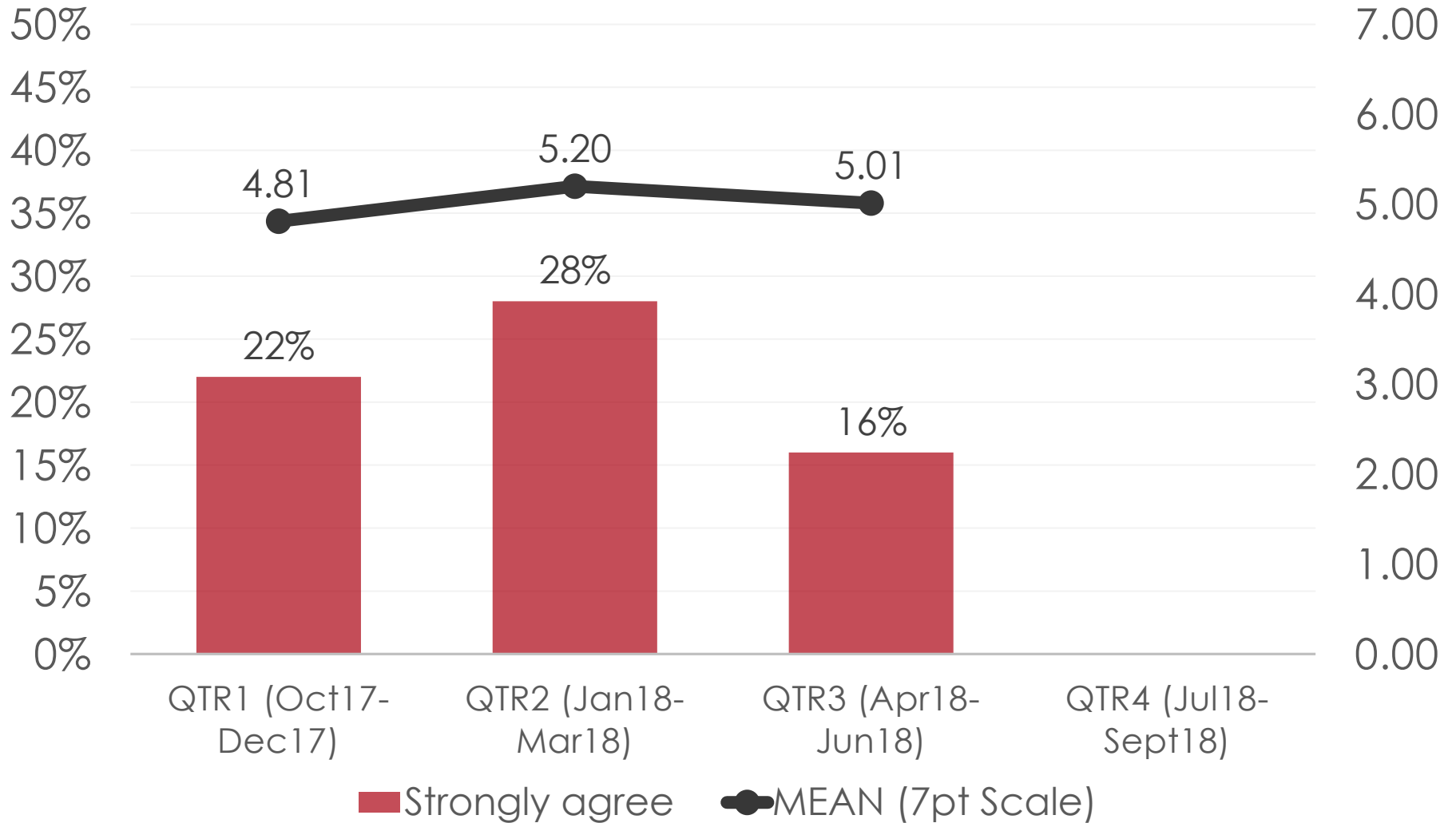
# Recommend Guam - family & friends



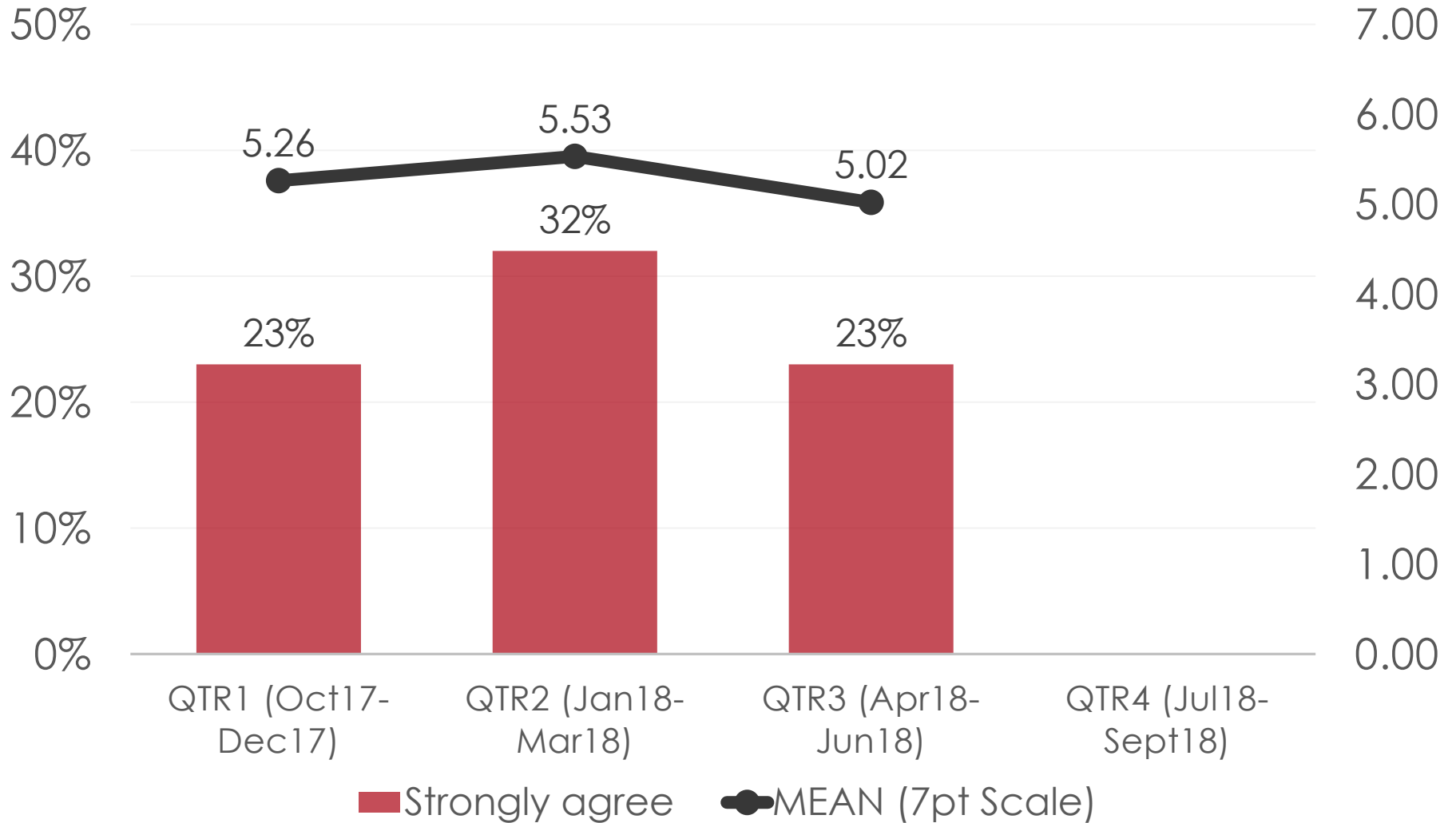
# Sites on Guam were attractive



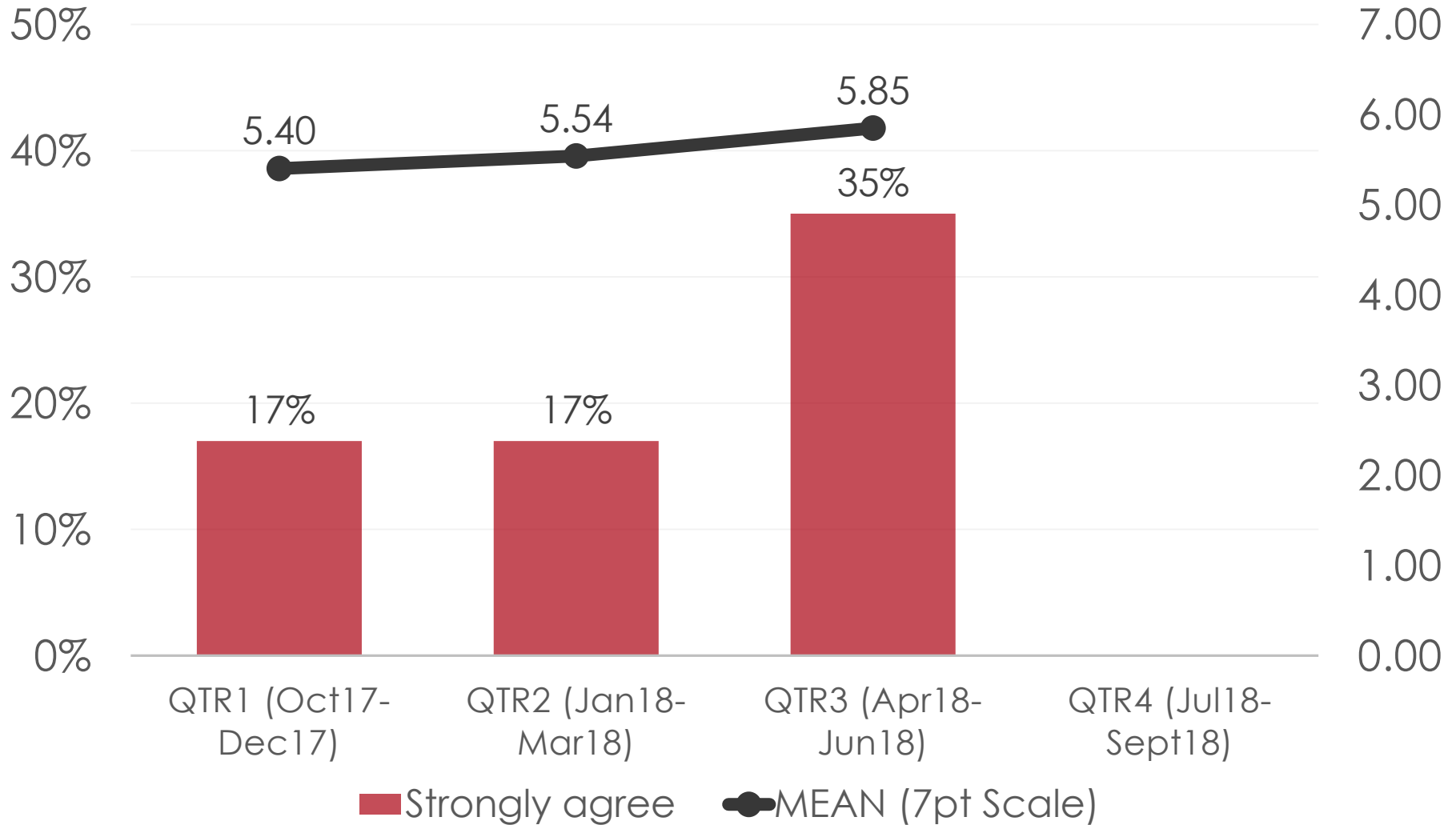
# I plan to visit Guam again



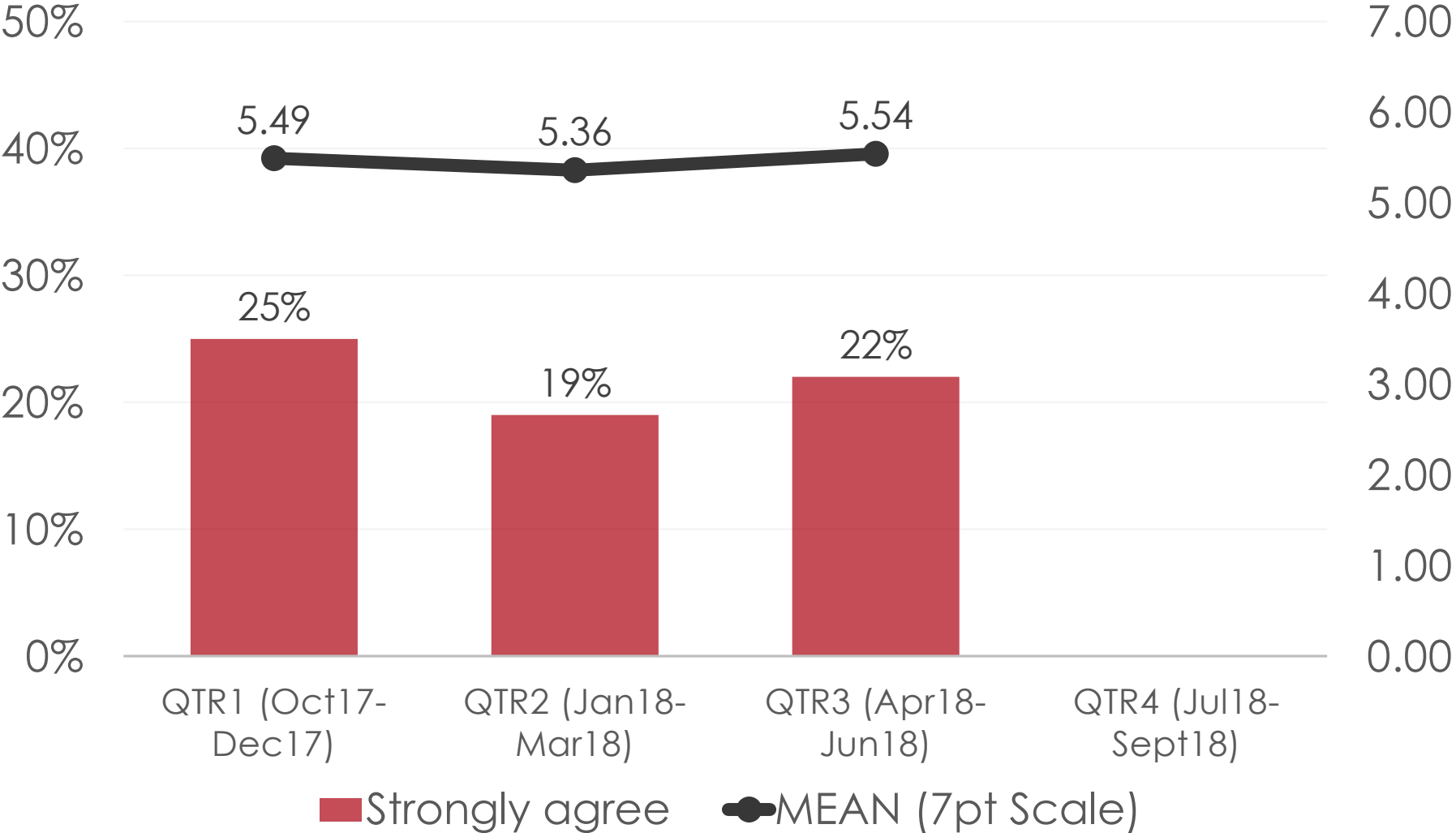
# Not enough night time activities



# Tour guides were professional

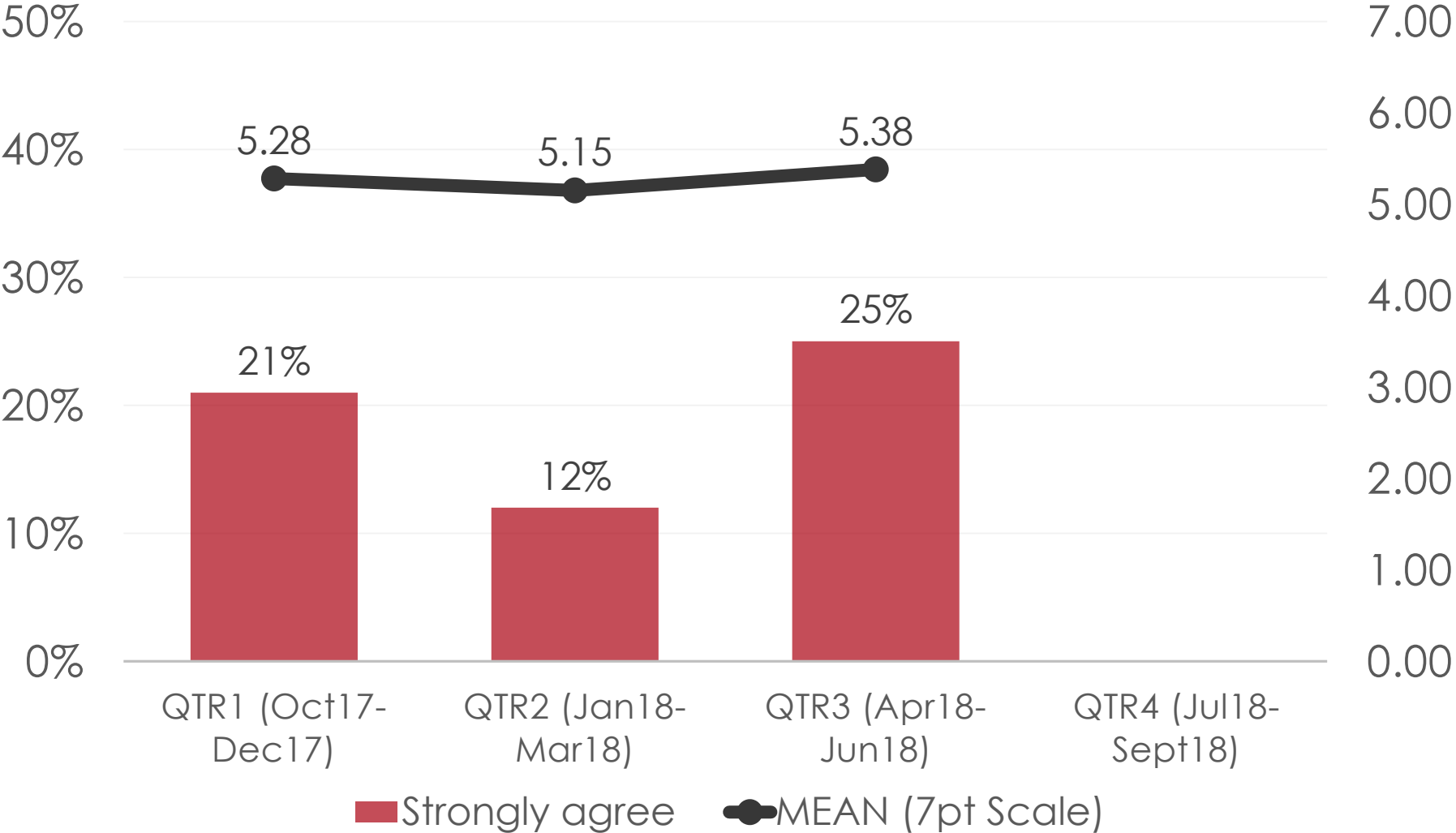


# Tour drivers were professional

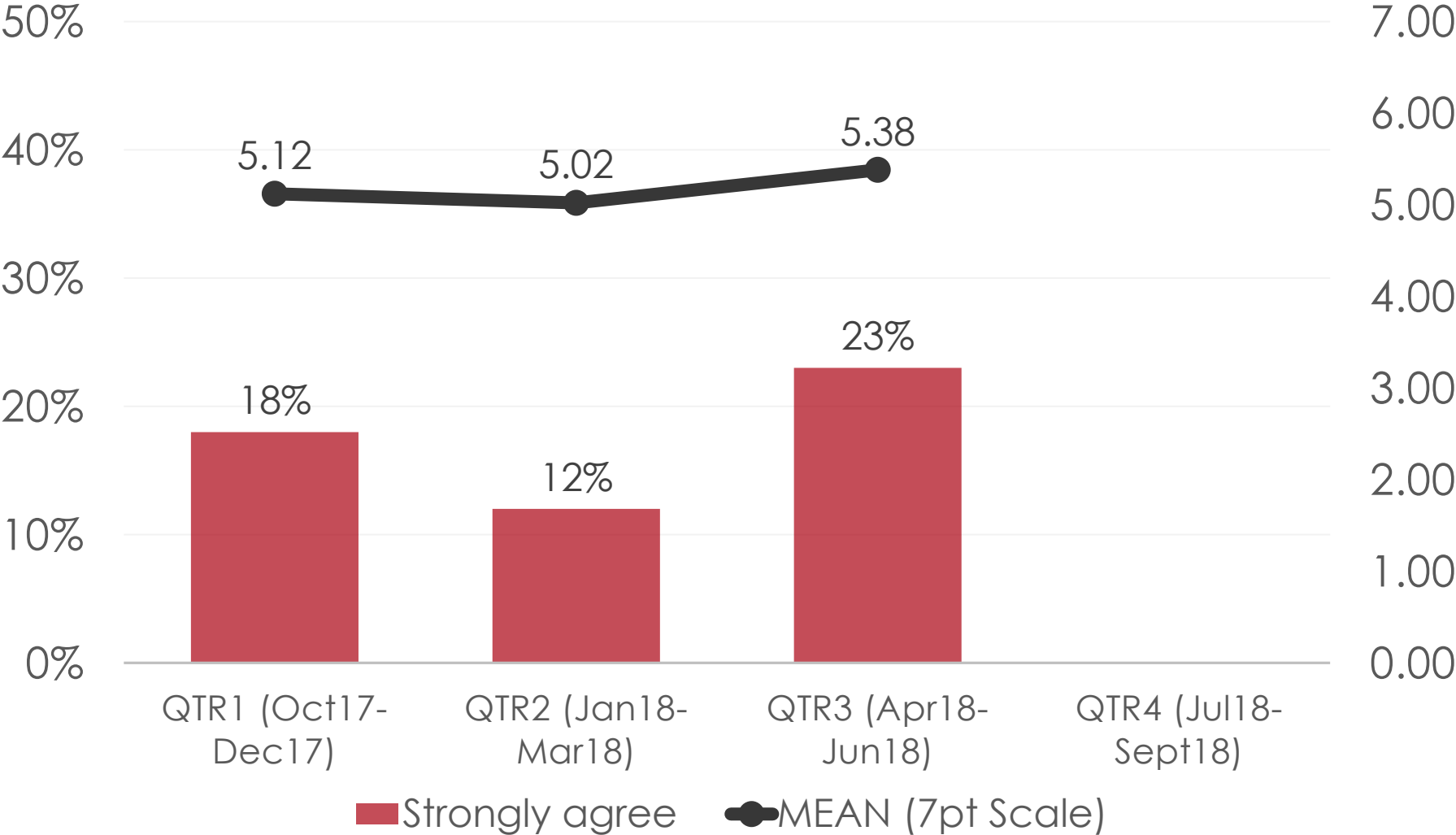




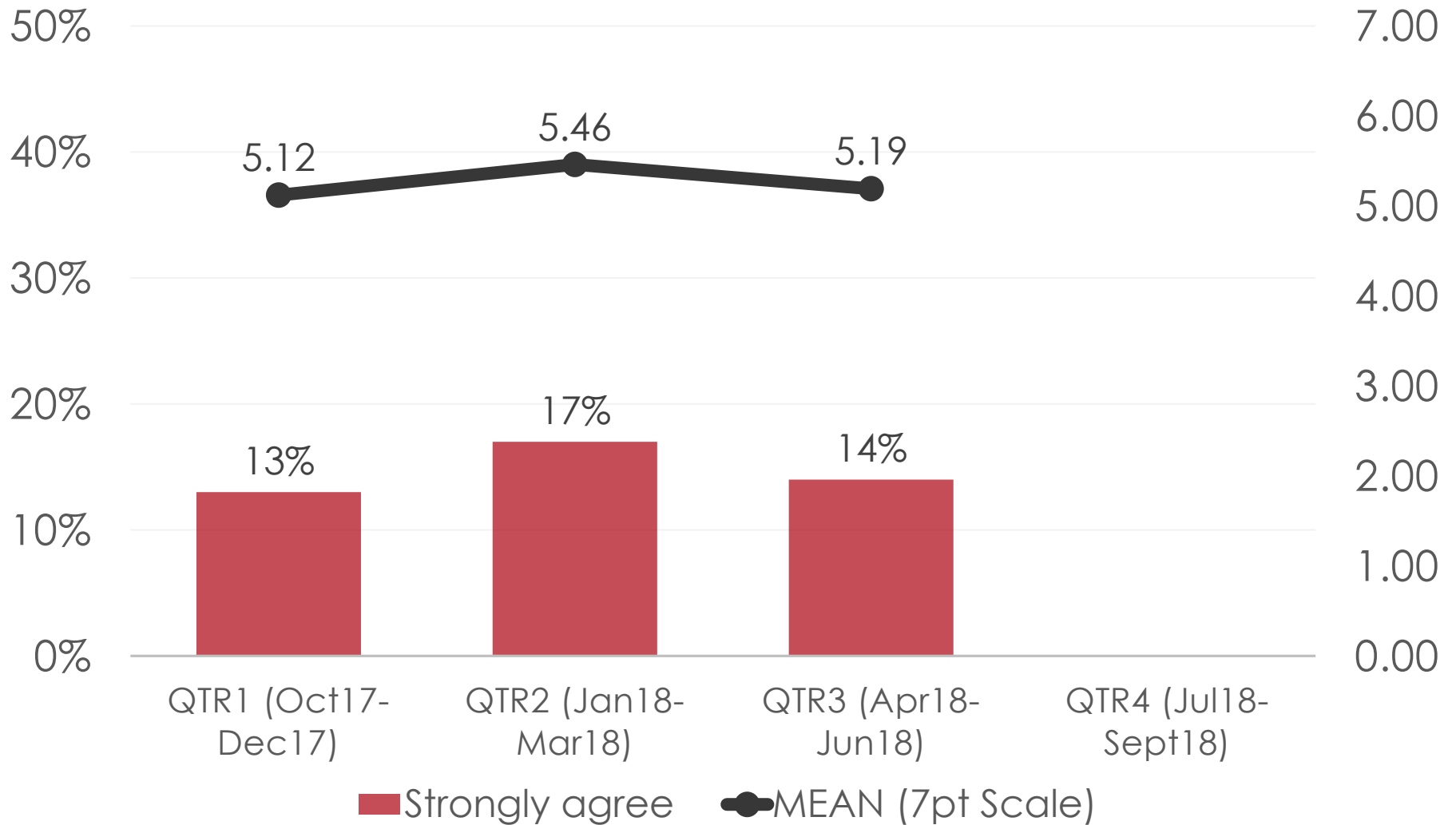
# Taxi drivers were professional



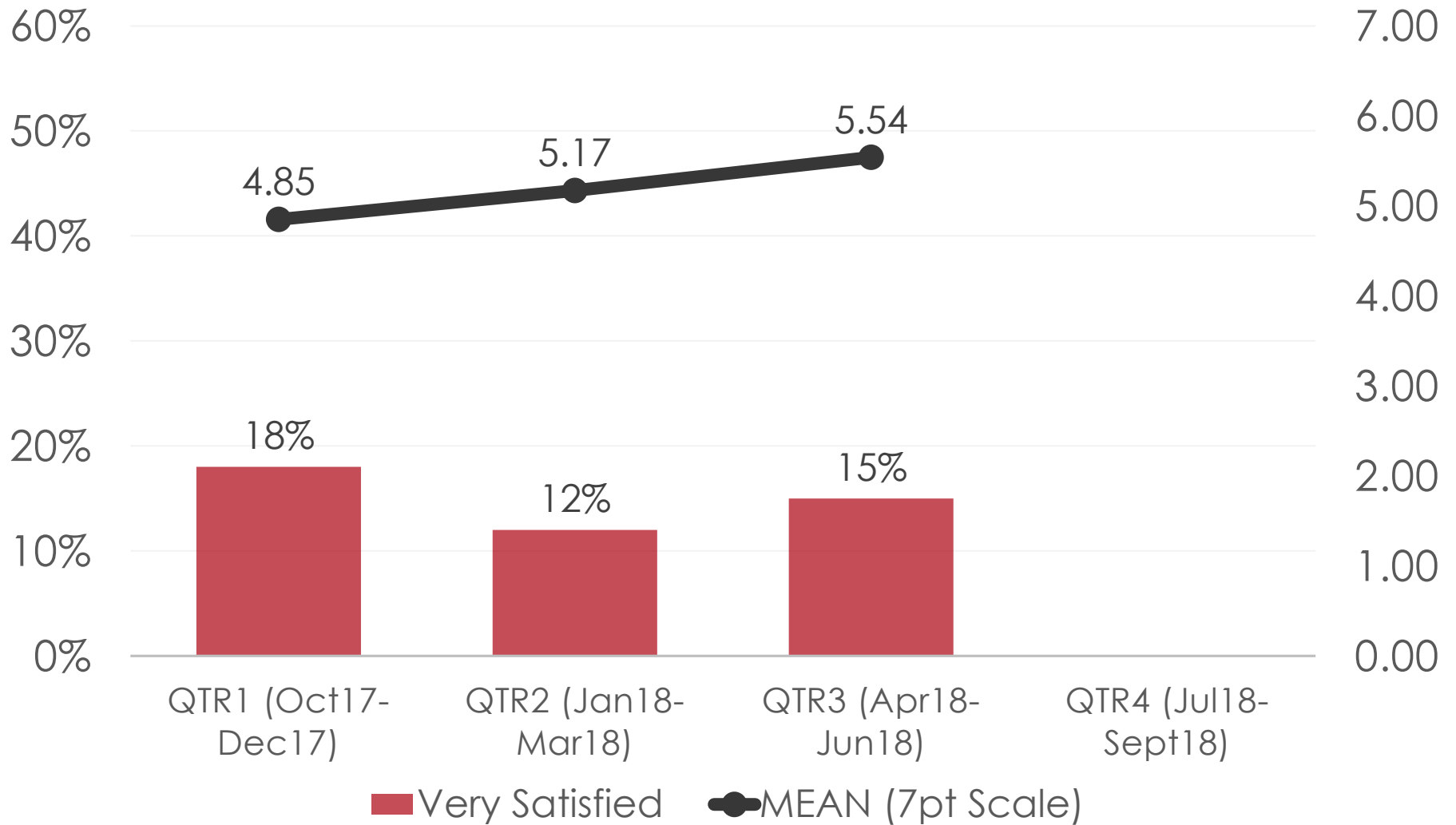
# Taxis were clean



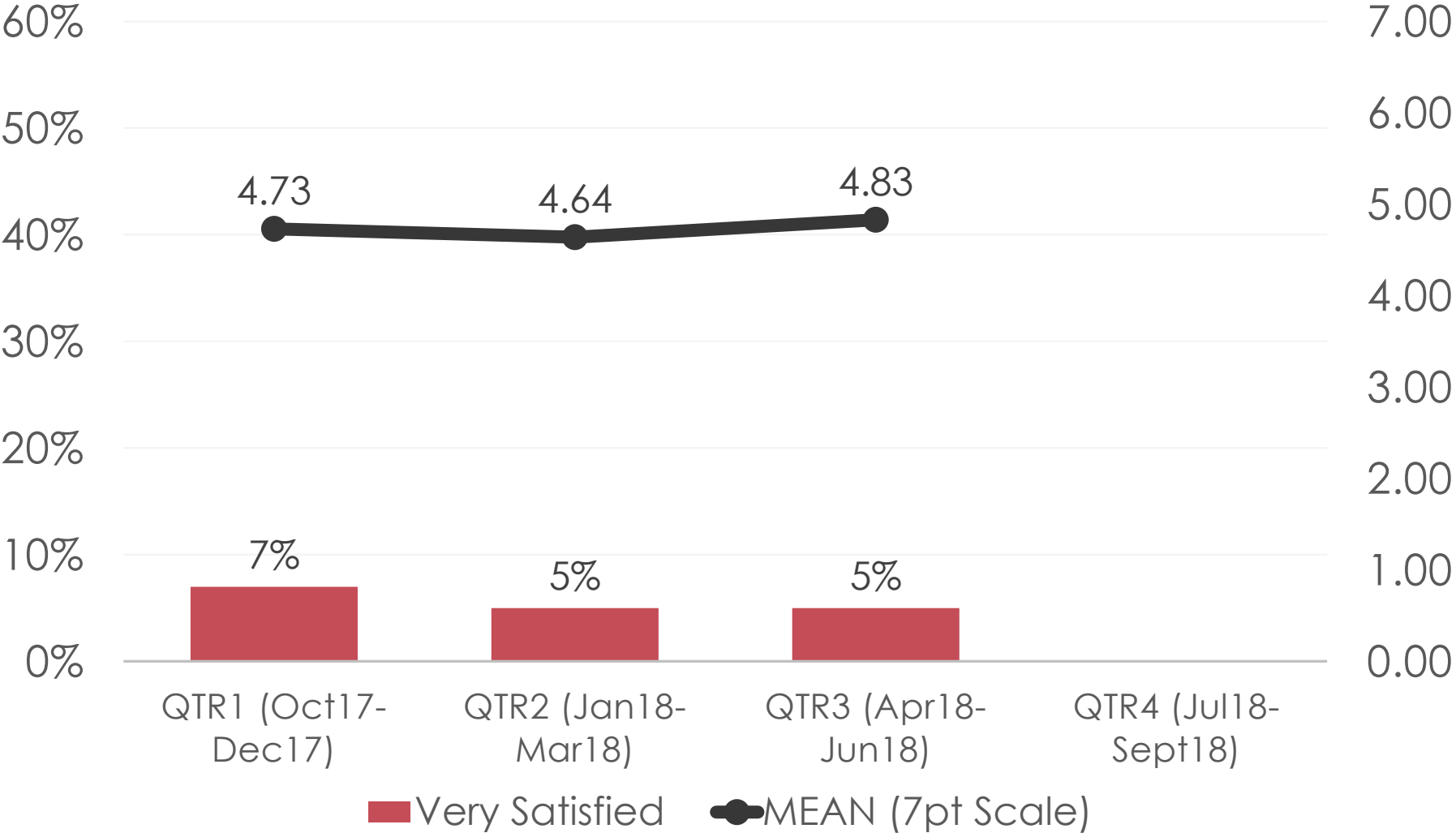
# Guam airport was clean



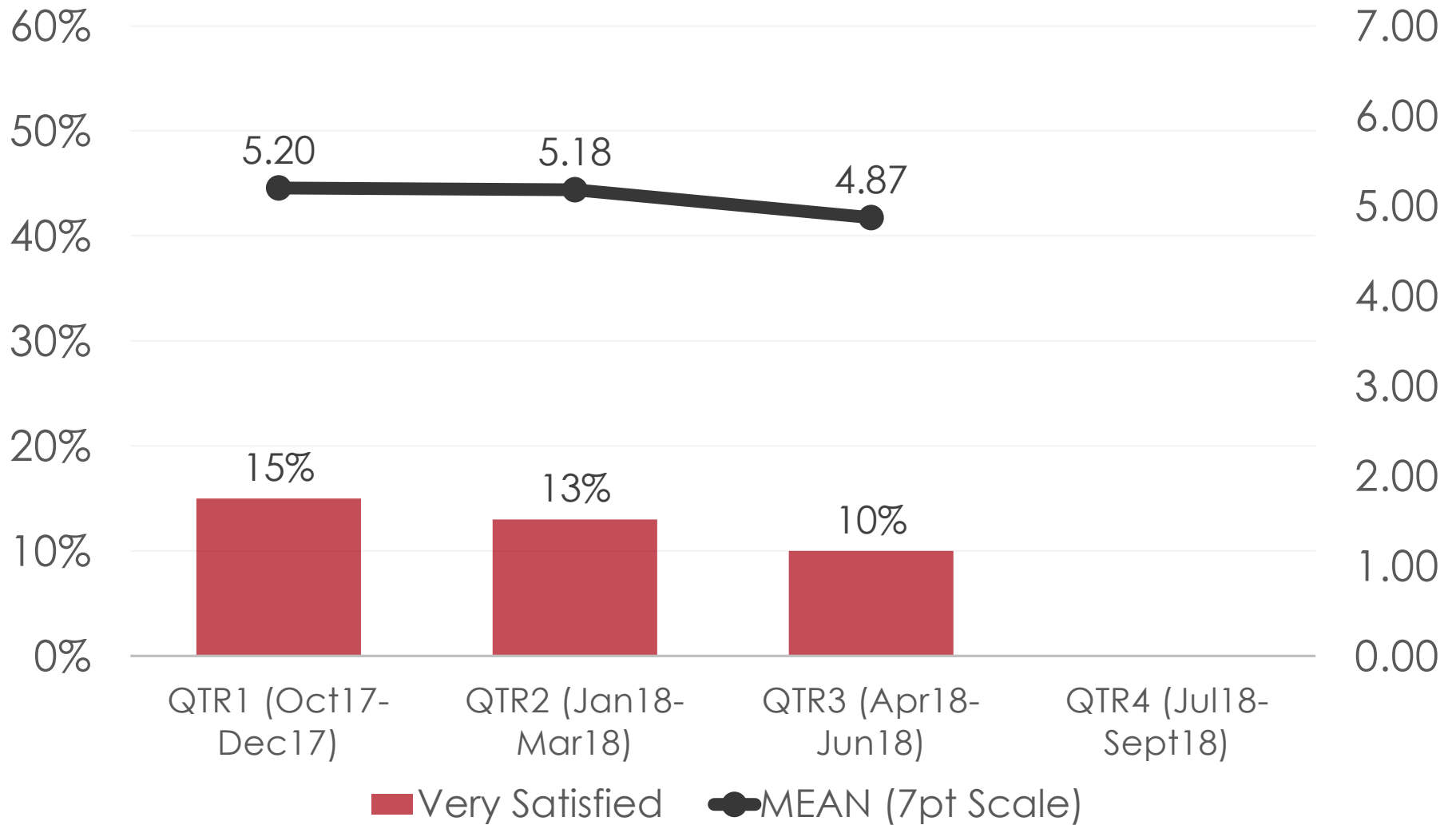
# Ease of getting around



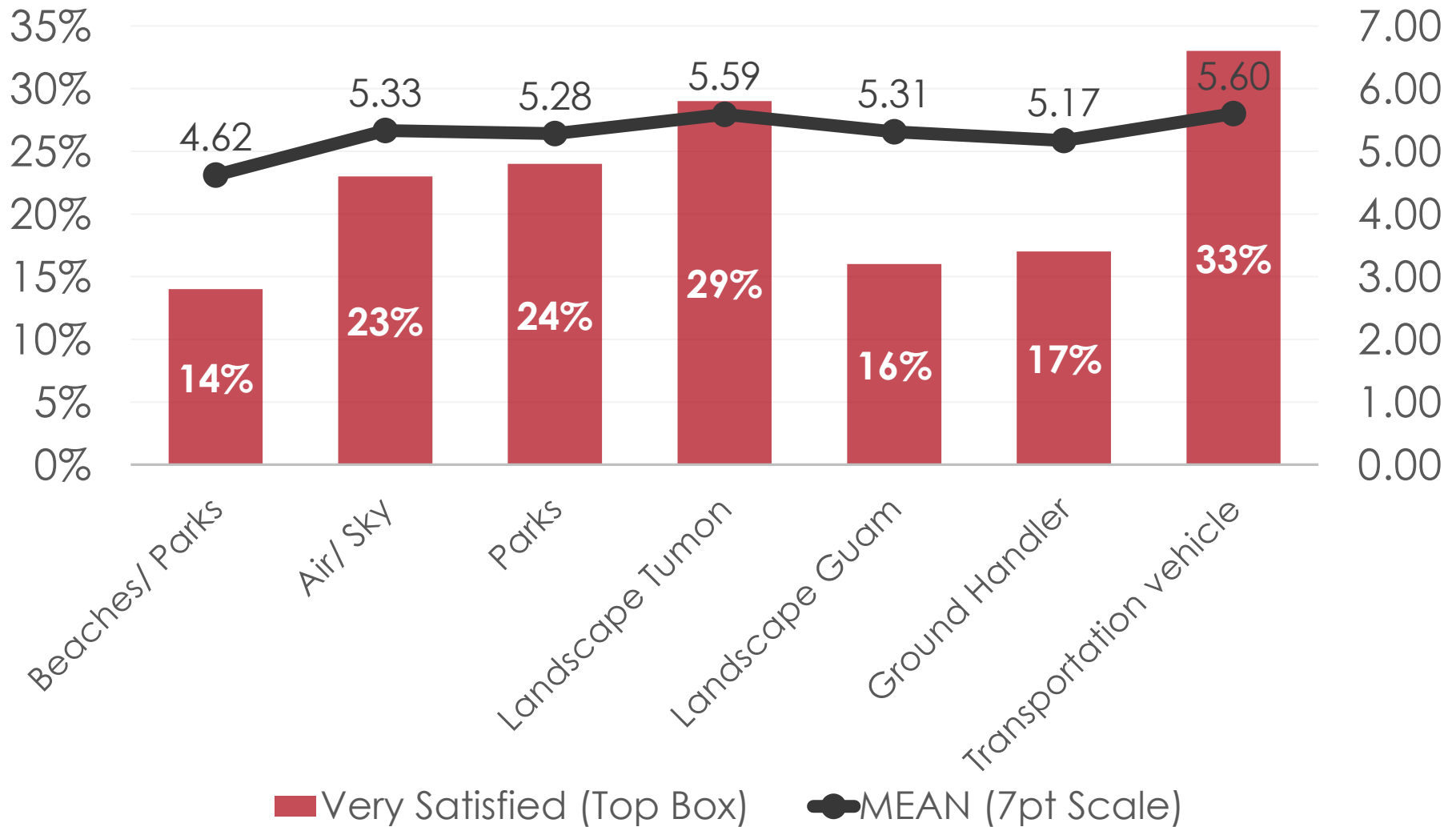
# Safety walking around at night



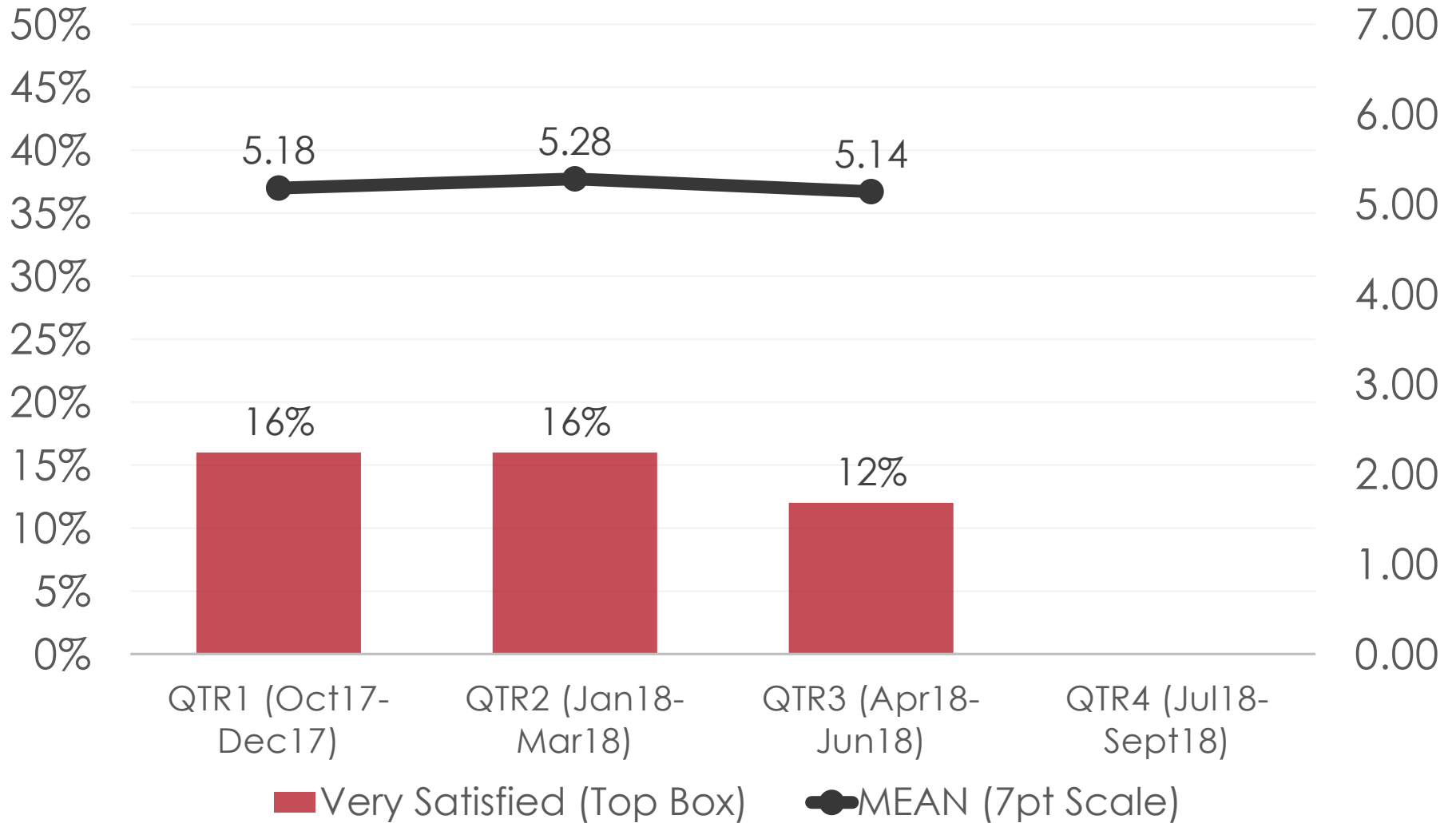
# Price of things on Guam



# GENERAL SATISFACTION – Quality/ Cleanliness

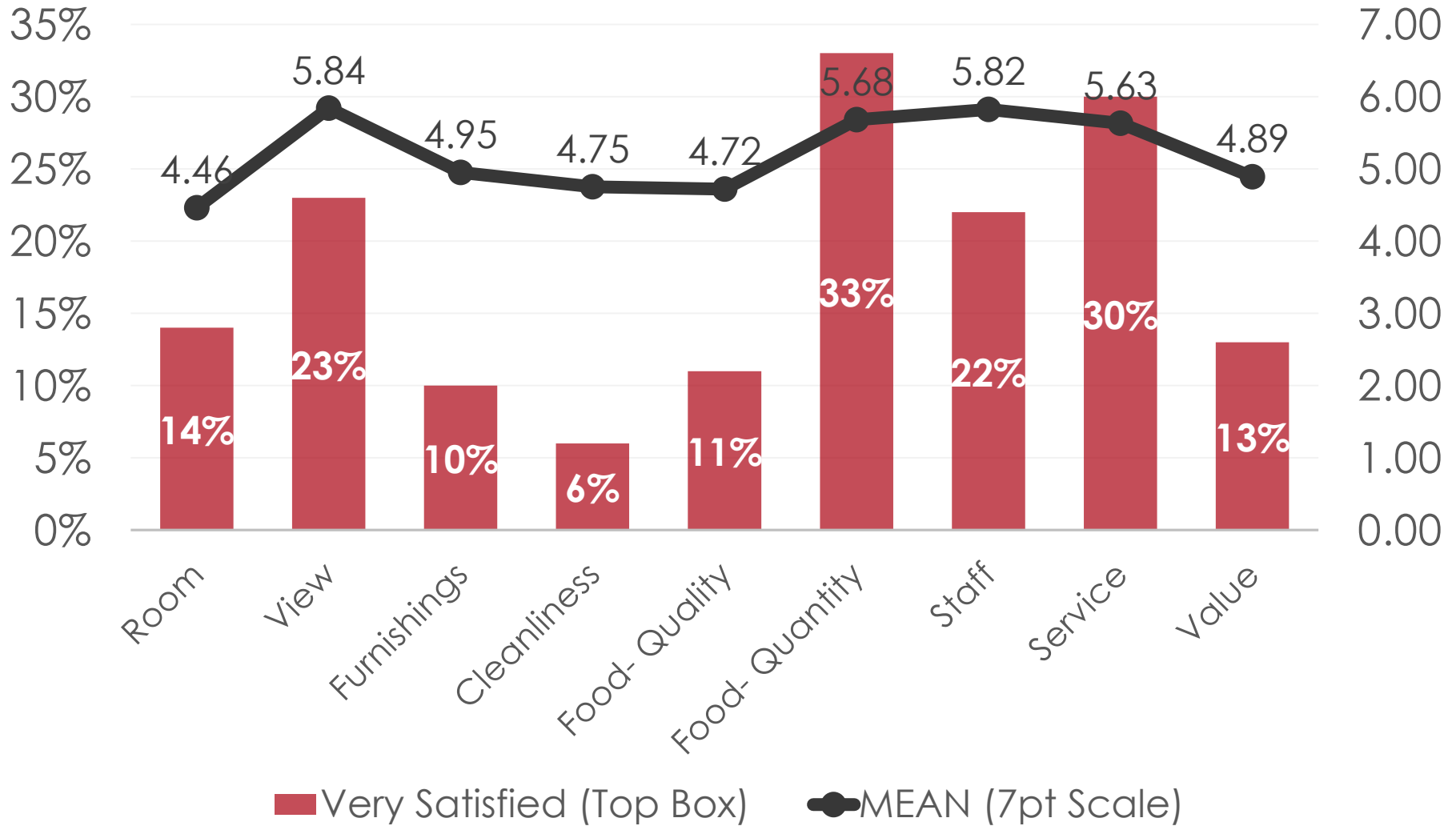


# ACCOMMODATIONS – OVERALL SATISFACTION

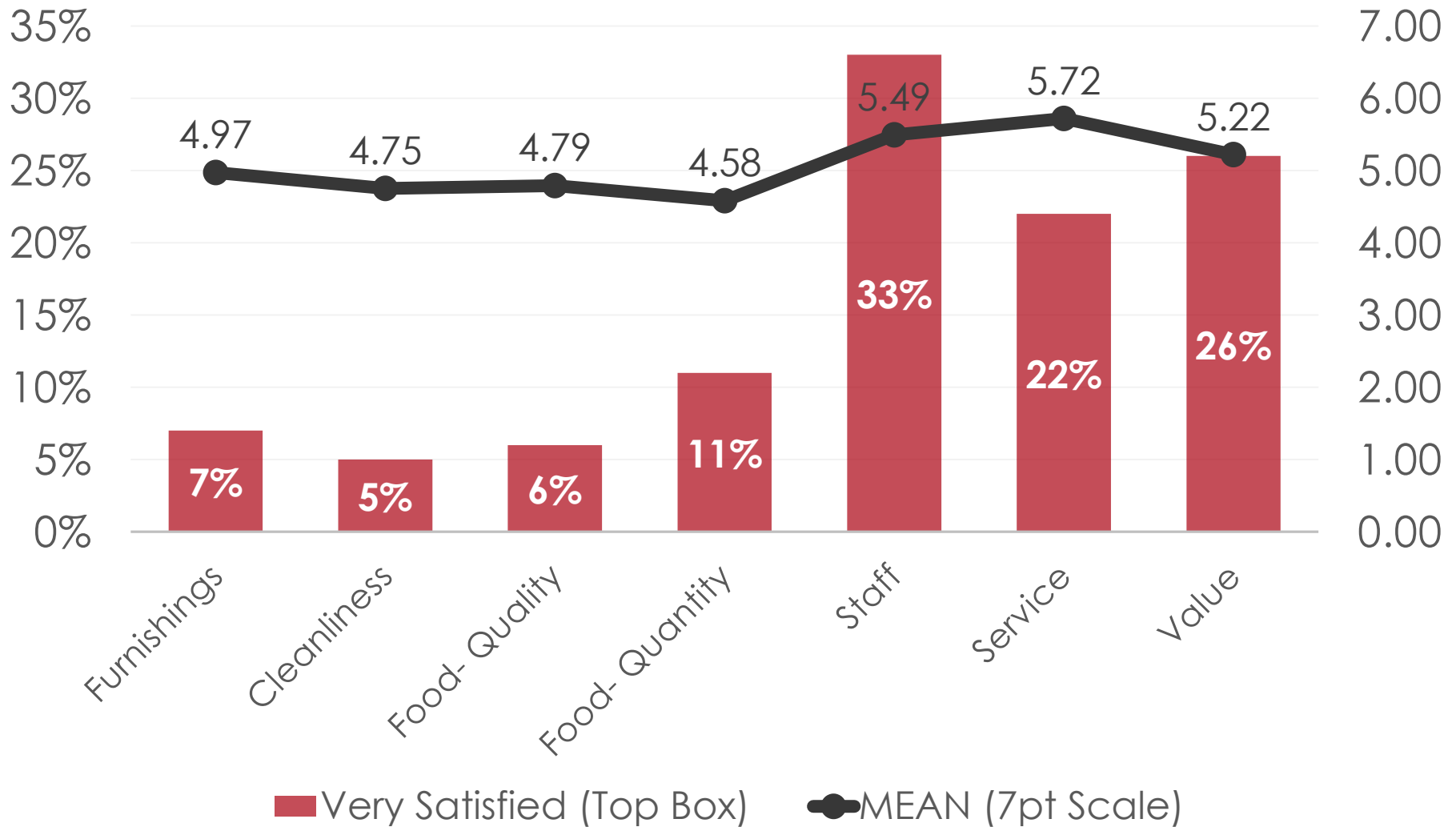




# ACCOMMODATIONS – Satisfaction by Category



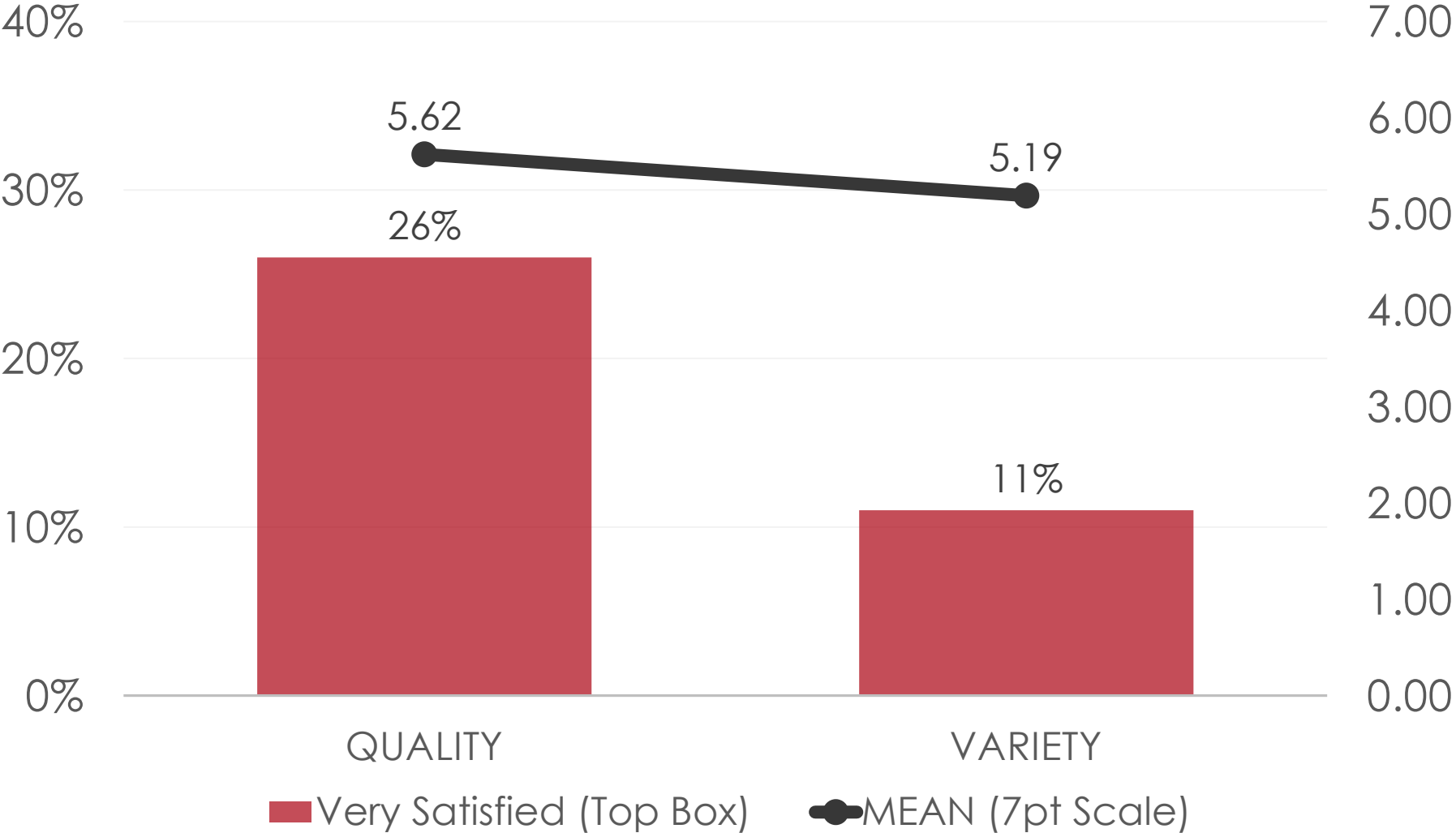
# DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



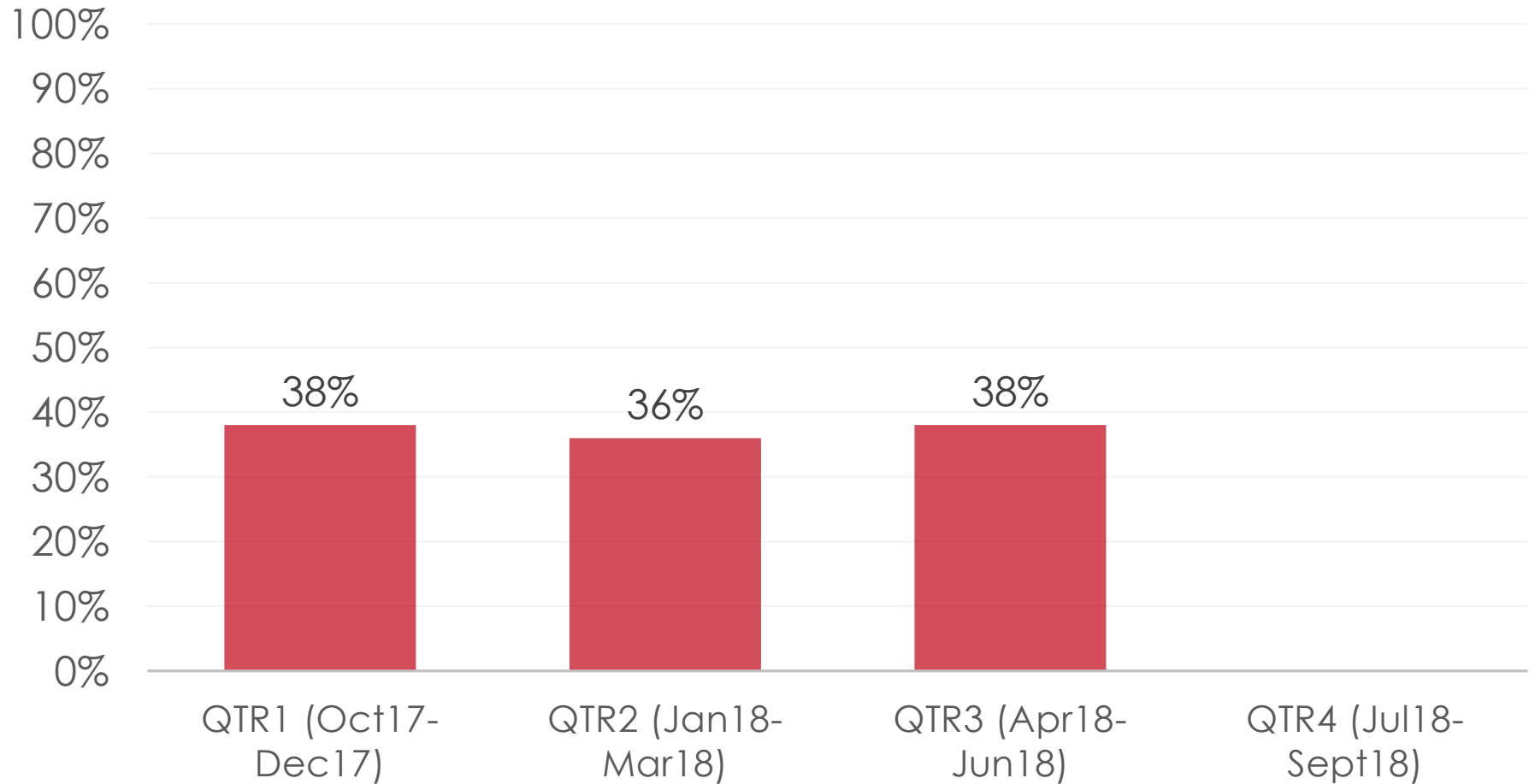
# Shopping Malls/ Stores (Top Responses)



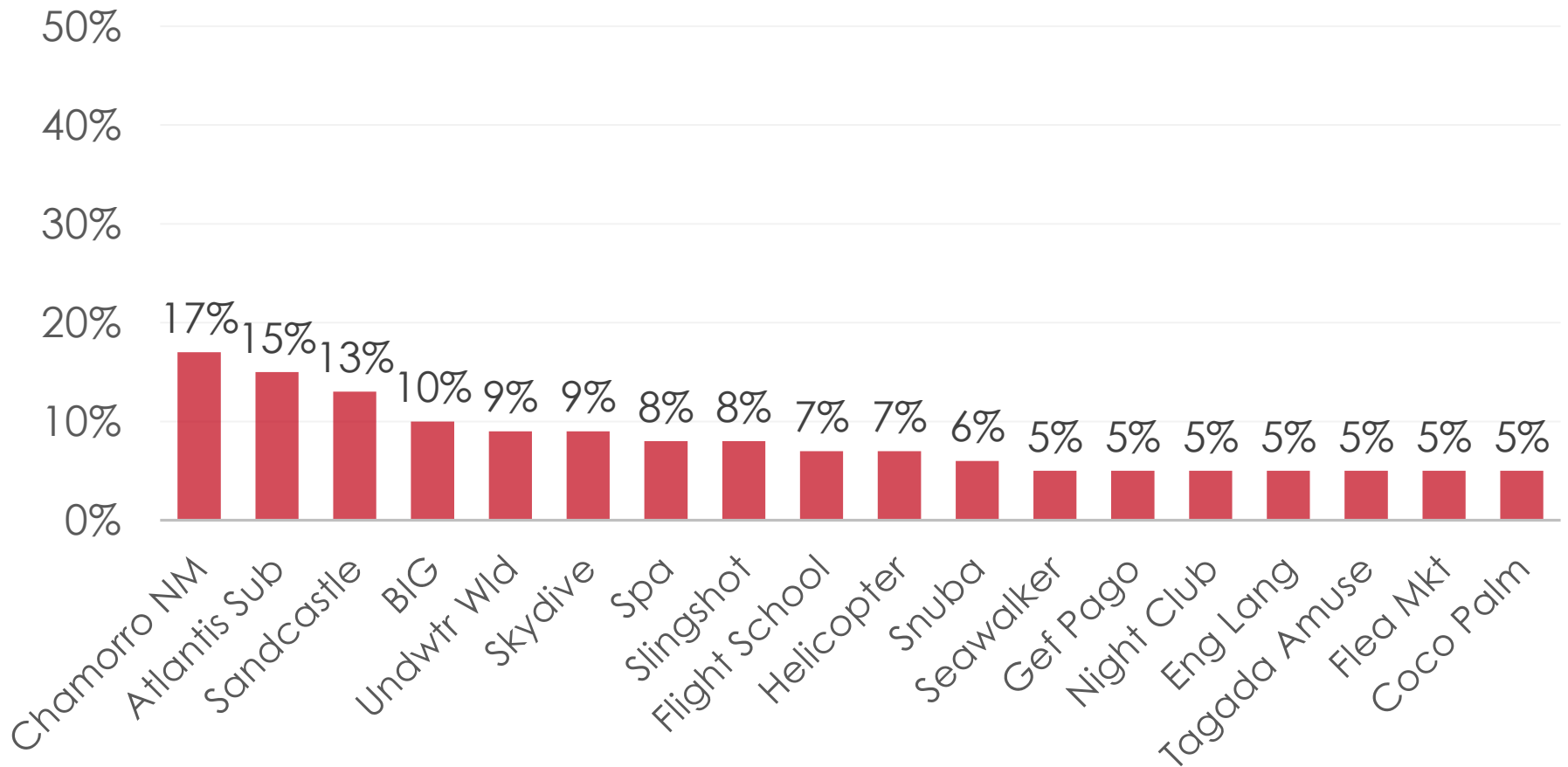
# SHOPPING - SATISFACTION



# OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

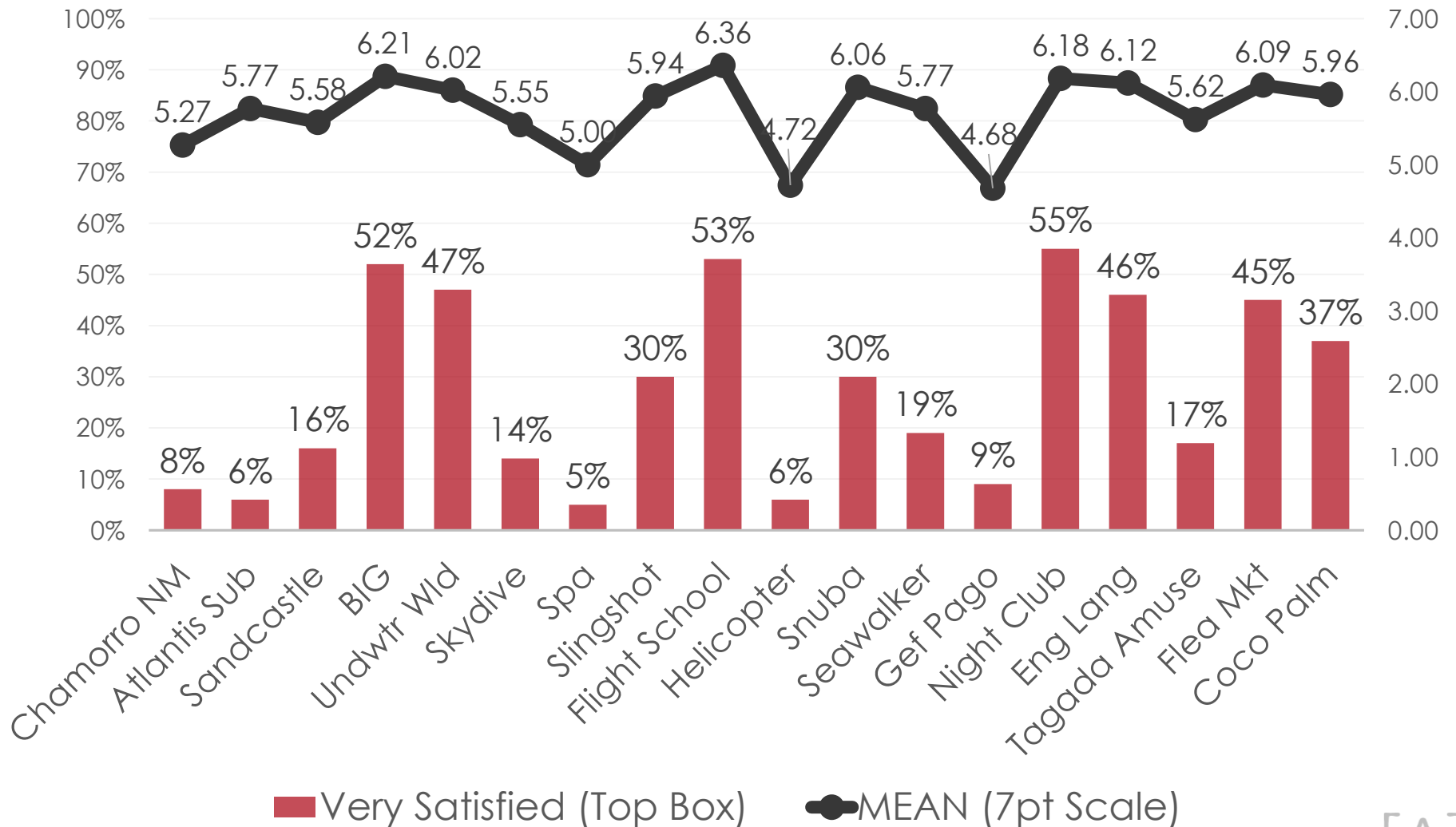


# Optional Tour Participation (Top Responses 5%+)

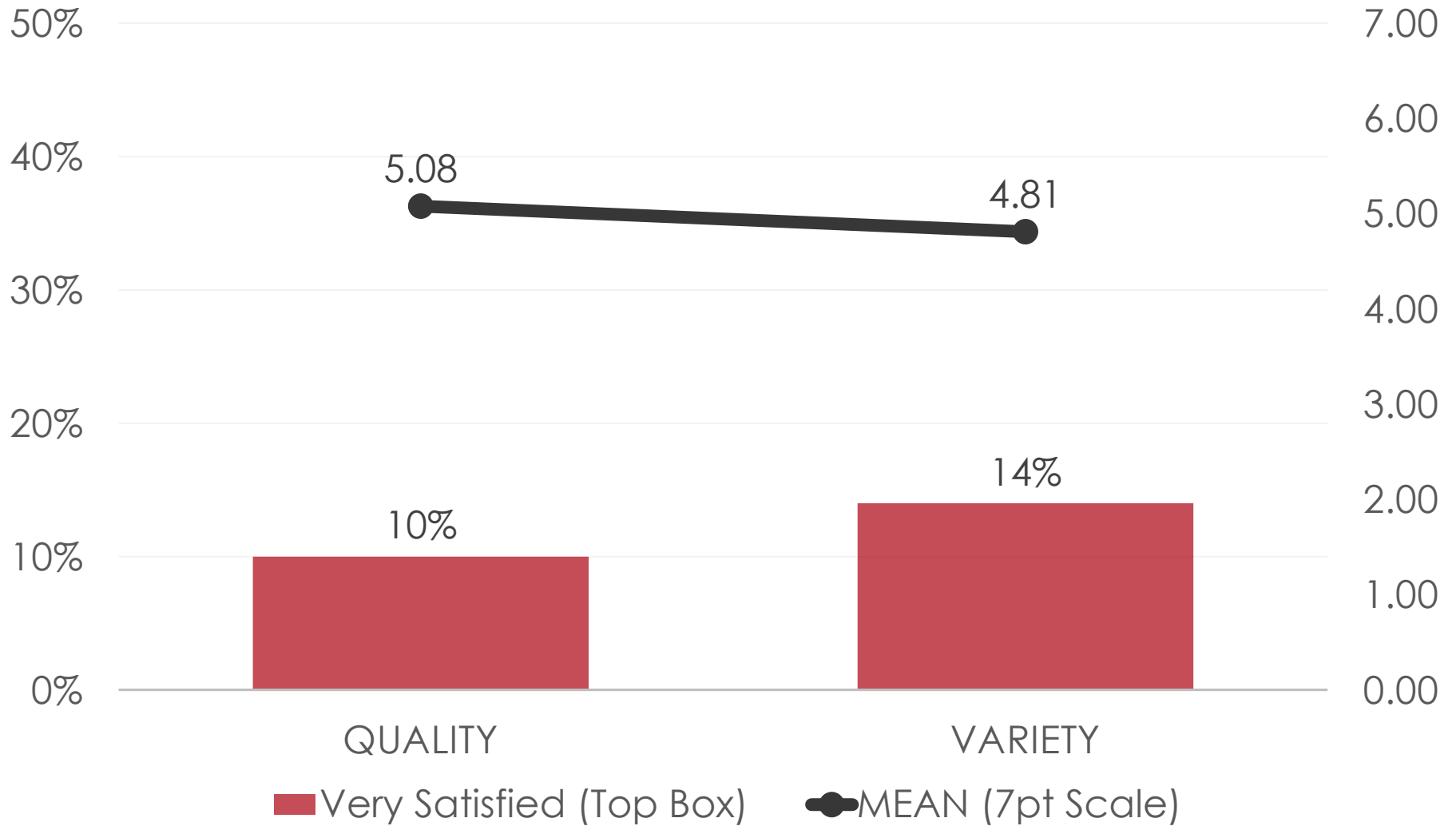


# Optional Tour Satisfaction

## Top Responses only - Participation (5%+)

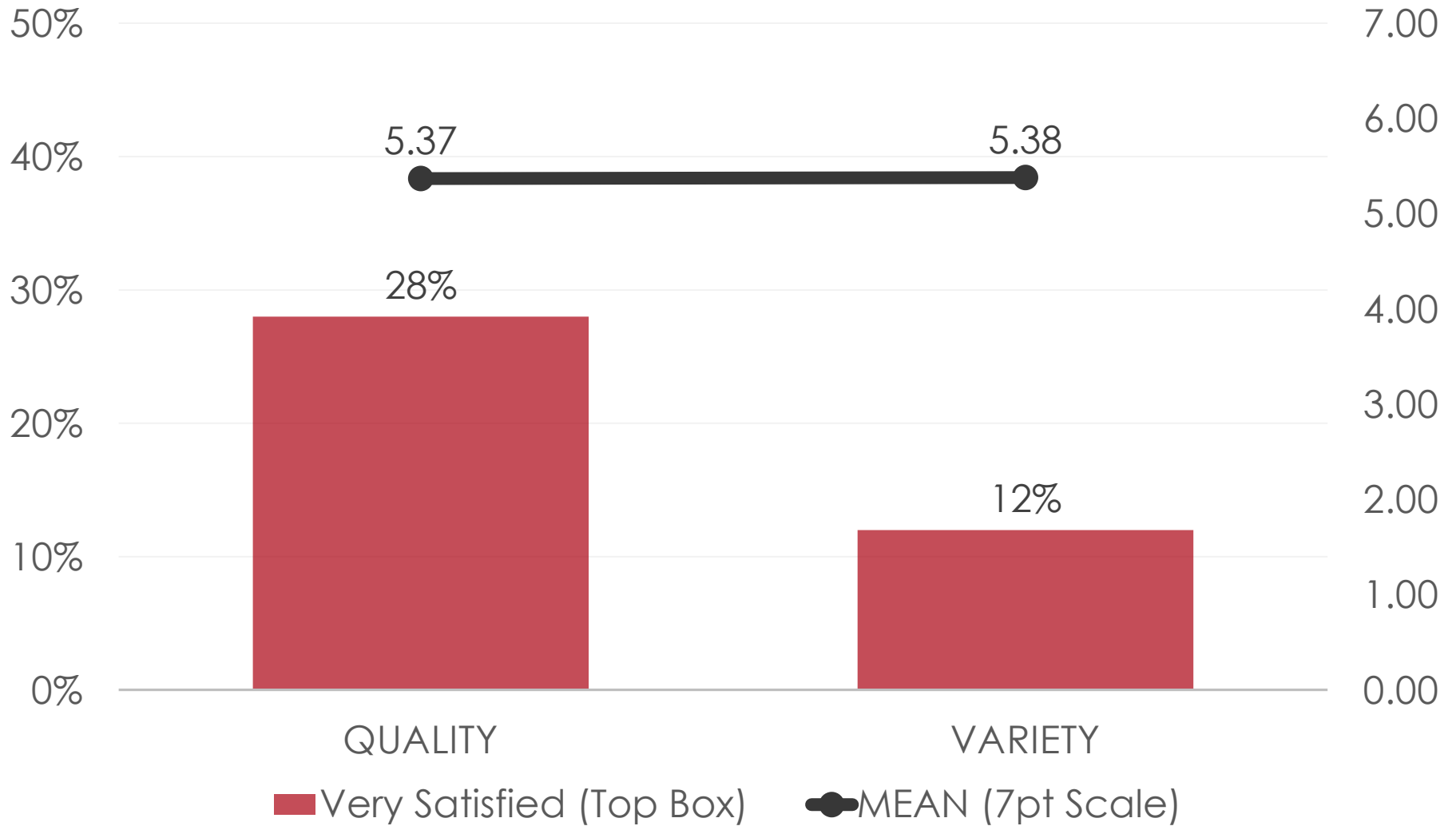


# DAY TOUR - SATISFACTION

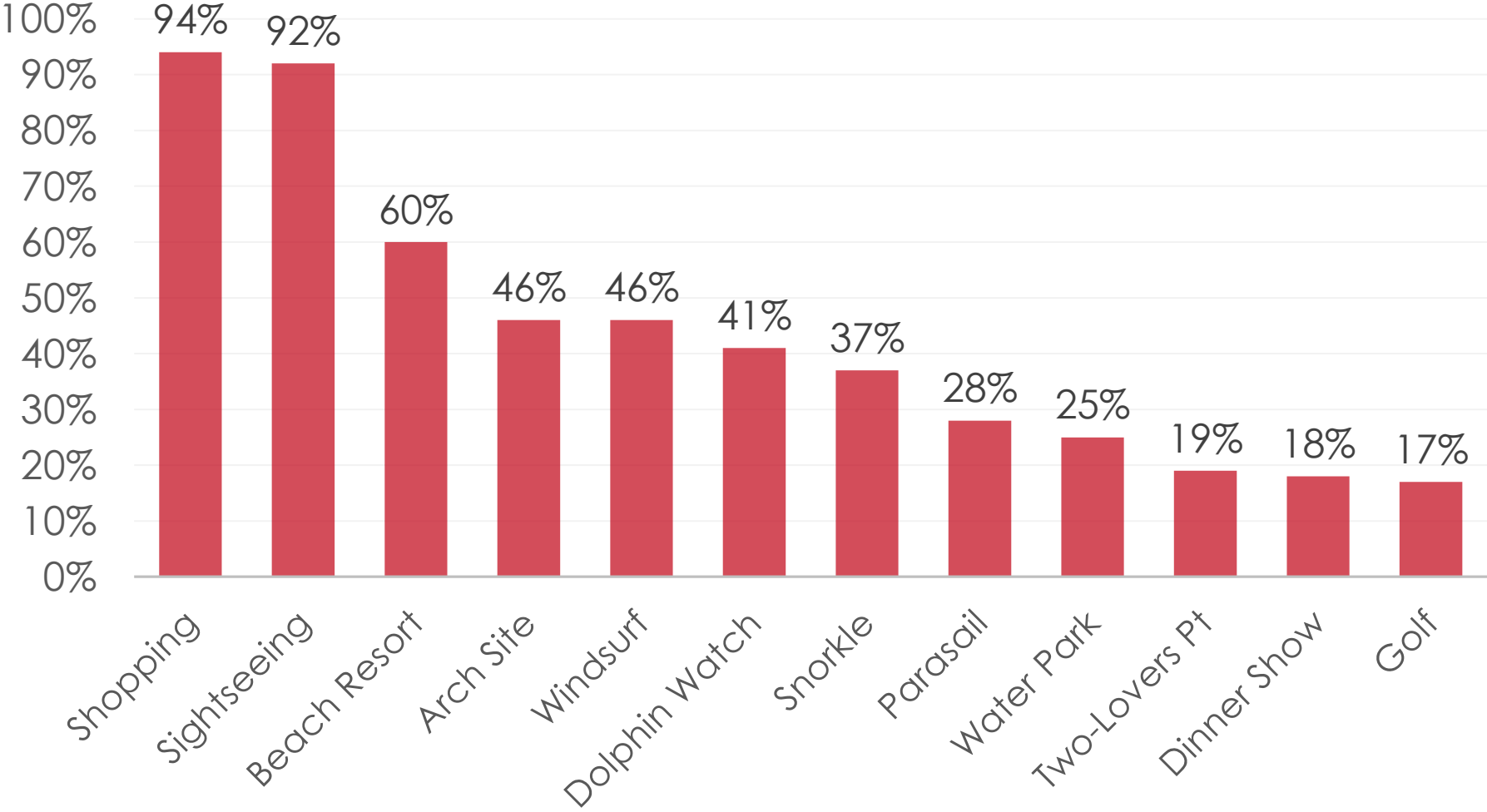




# NIGHT TOUR - SATISFACTION



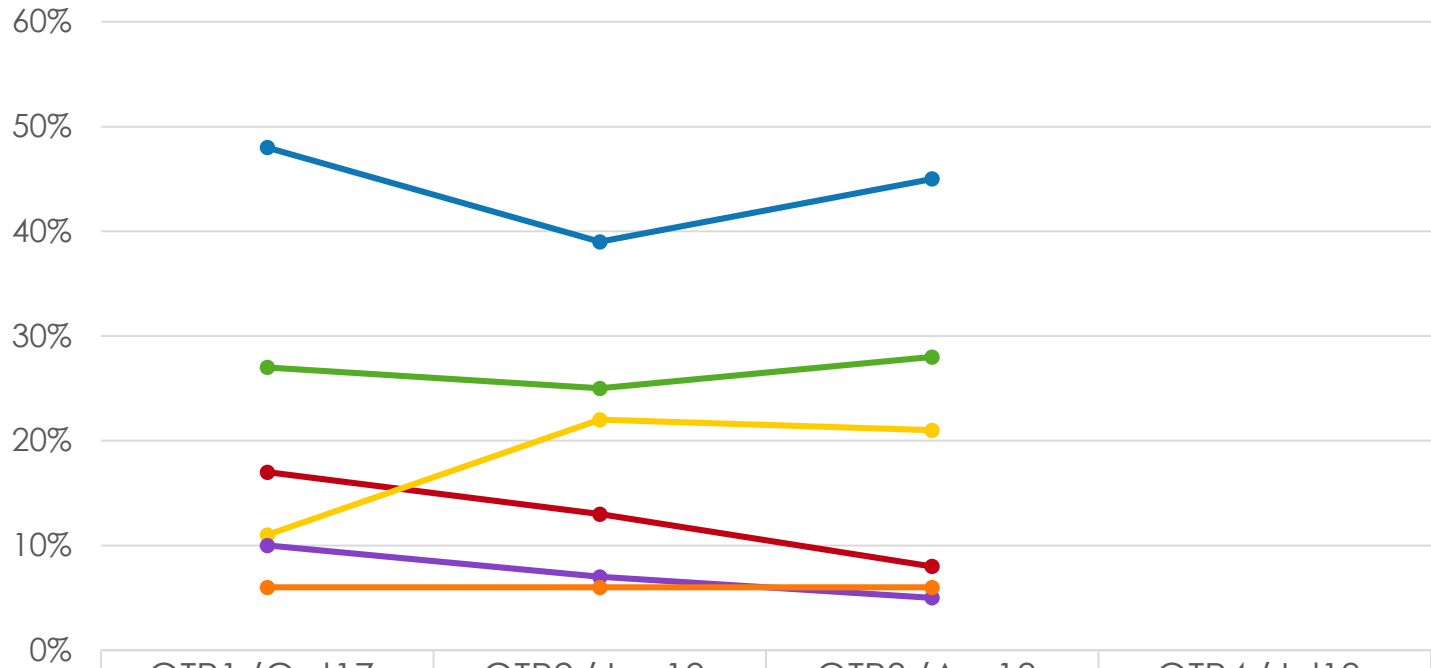
# Activities Participation (Top Responses)



# SECTION 5

# PROMOTIONS

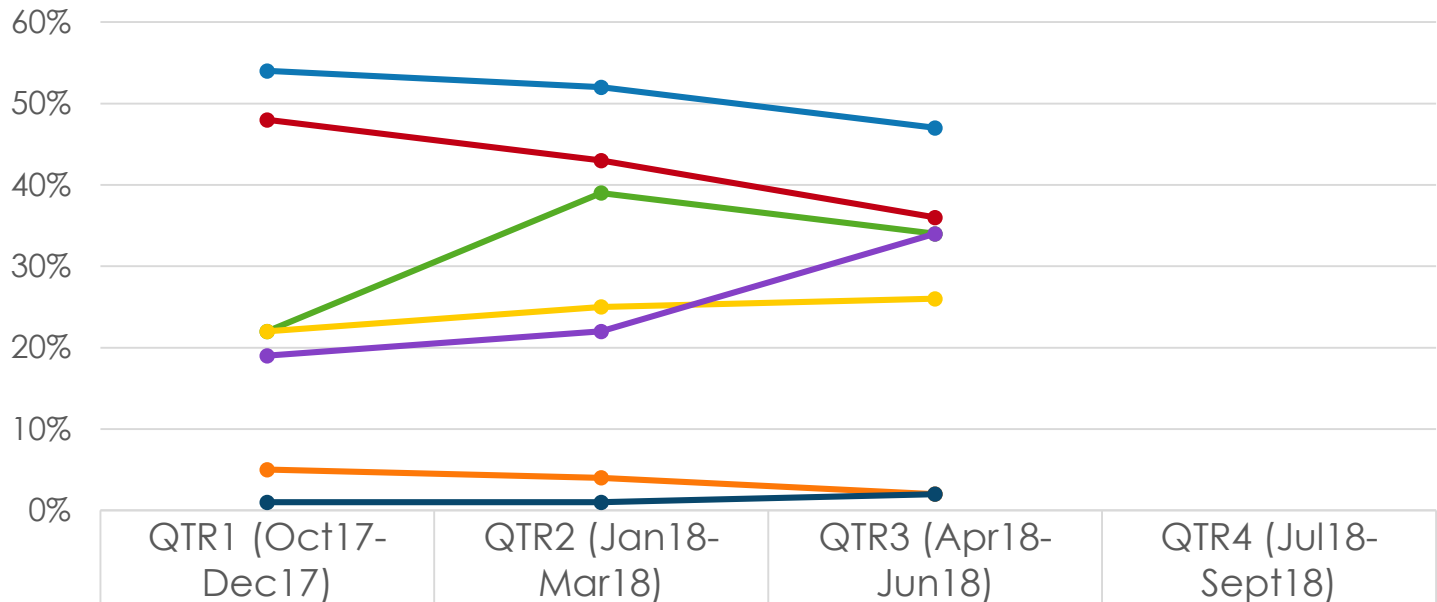
# INTERNET- GUAM SOURCES OF INFORMATION



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Search engines	48%	39%	45%	
Social network	17%	13%	8%	
Blog/ Vlog	27%	25%	28%	
Forums	11%	22%	21%	
Q&A site	10%	7%	5%	
Do NOT use	6%	6%	6%	

# INTERNET- SOURCES OF INFORMATION

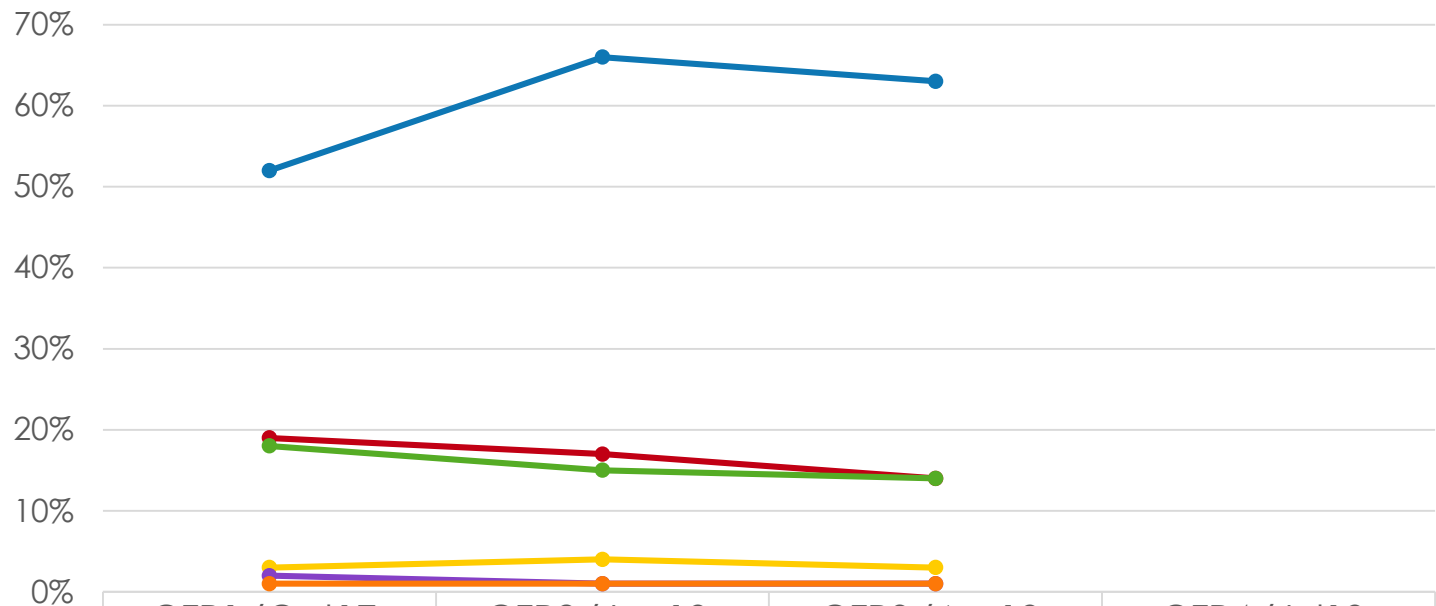
## Things to do on Guam



	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
—●— Naver	54%	52%	47%	
—●— Google	48%	43%	36%	
—●— Facebook	22%	39%	34%	
—●— Instagram	22%	25%	26%	
—●— DAUM	19%	22%	34%	
—●— Twitter	5%	4%	2%	
—●— Online Booking	1%	1%	2%	

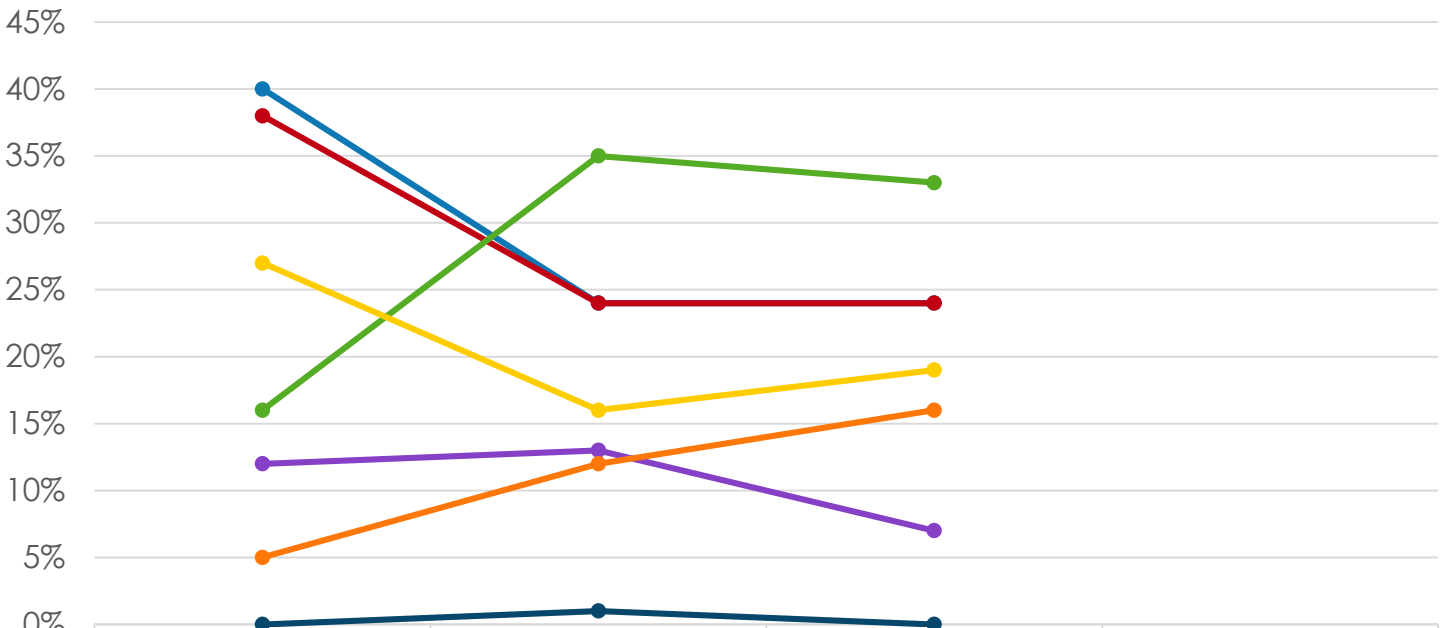
# INTERNET- SOURCES OF INFORMATION

## GVB



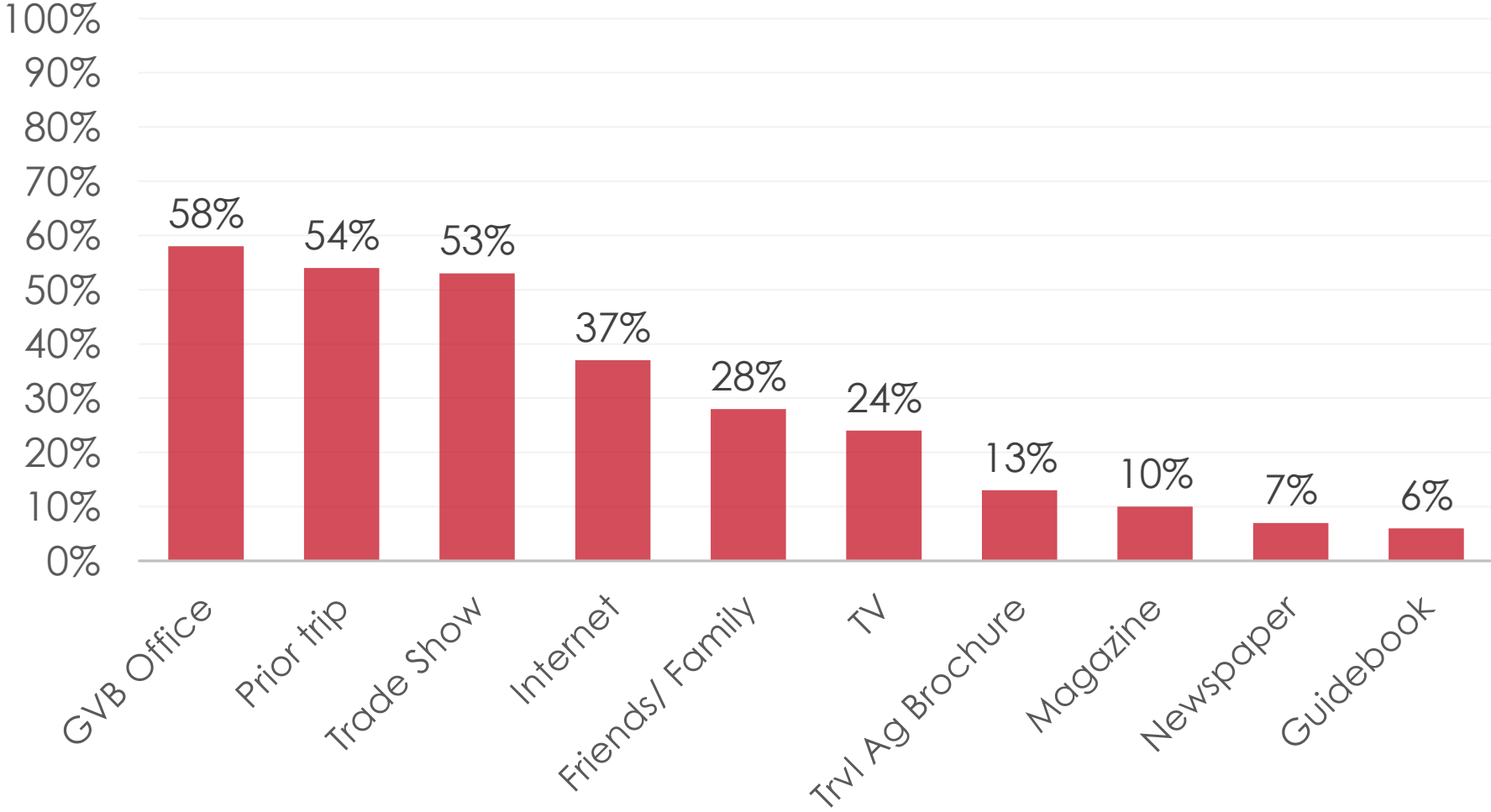
	QTR1 (Oct17-Dec17)	QTR2 (Jan18-Mar18)	QTR3 (Apr18-Jun18)	QTR4 (Jul18-Sept18)
GVB Website	52%	66%	63%	
GVB Café	19%	17%	14%	
GVB Blog	18%	15%	14%	
GVB Facebook	3%	4%	3%	
GVB Instagram	2%	1%	1%	
GVB Twitter	1%	1%	1%	

# TRAVEL MOTIVATION



	QTR1 (Oct17- Dec17)	QTR2 (Jan18- Mar18)	QTR3 (Apr18- Jun18)	QTR4 (Jul18- Sept18)
Friends/ Family	40%	24%	24%	
Internet	38%	24%	24%	
Print	16%	35%	33%	
Travel Agent	27%	16%	19%	
Social Media	12%	13%	7%	
Travel Show	5%	12%	16%	
Bus Trip	0%	1%	0%	

# PRE-ARRIVAL SOURCES OF INFORMATION





# PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

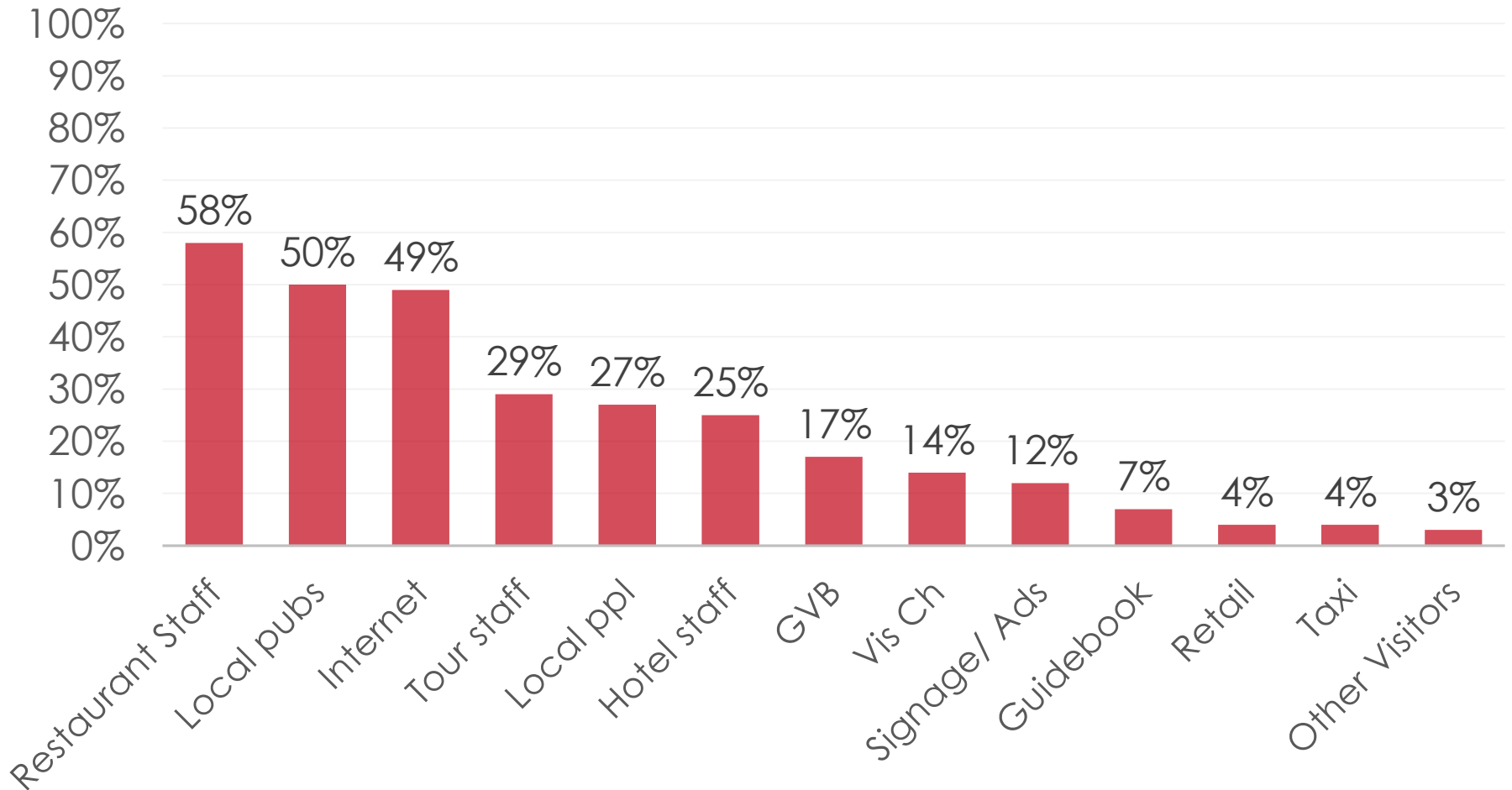
## GVB EXIT SURVEY

Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q1	Guam Visitors Bureau office	58%		5%		61%	88%	88%	64%	66%
	I have been to Guam before	54%			100%	56%	75%	98%	60%	61%
	Travel trade shows	53%				56%	82%	86%	59%	60%
	Internet/Mobile App	37%		100%		34%	15%	10%	30%	37%
	Friend or relative	28%	100%	65%		28%	8%	5%	21%	24%
	TV	24%	100%	30%		23%	9%	7%	25%	15%
	Travel agent brochure	13%		65%		13%	3%	2%	14%	5%
	Magazine (consumer)	10%		10%		9%	1%	1%	8%	4%
	Newspaper	7%		5%	100%	6%	4%	2%	8%	4%
	Travel guide book at bookstores	6%		5%		6%	8%	1%	5%	8%
	Co-worker/ company travel department	4%	100%	10%		4%	3%	1%	3%	5%
	Guam Visitors Bureau promotional activities	1%				1%	2%	0%	1%	1%
	Theater ads	0%				0%	1%		0%	1%
	Radio	0%			100%	0%		0%	0%	0%
	Consumer travel shows	0%				0%			0%	0%
	Total	1058	1	20	1	912	276	588	947	340

# ONISLE

## SOURCES OF INFORMATION



# ON-ISLE SOURCES OF INFORMATION – Key Segments

## GVB EXIT SURVEY

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

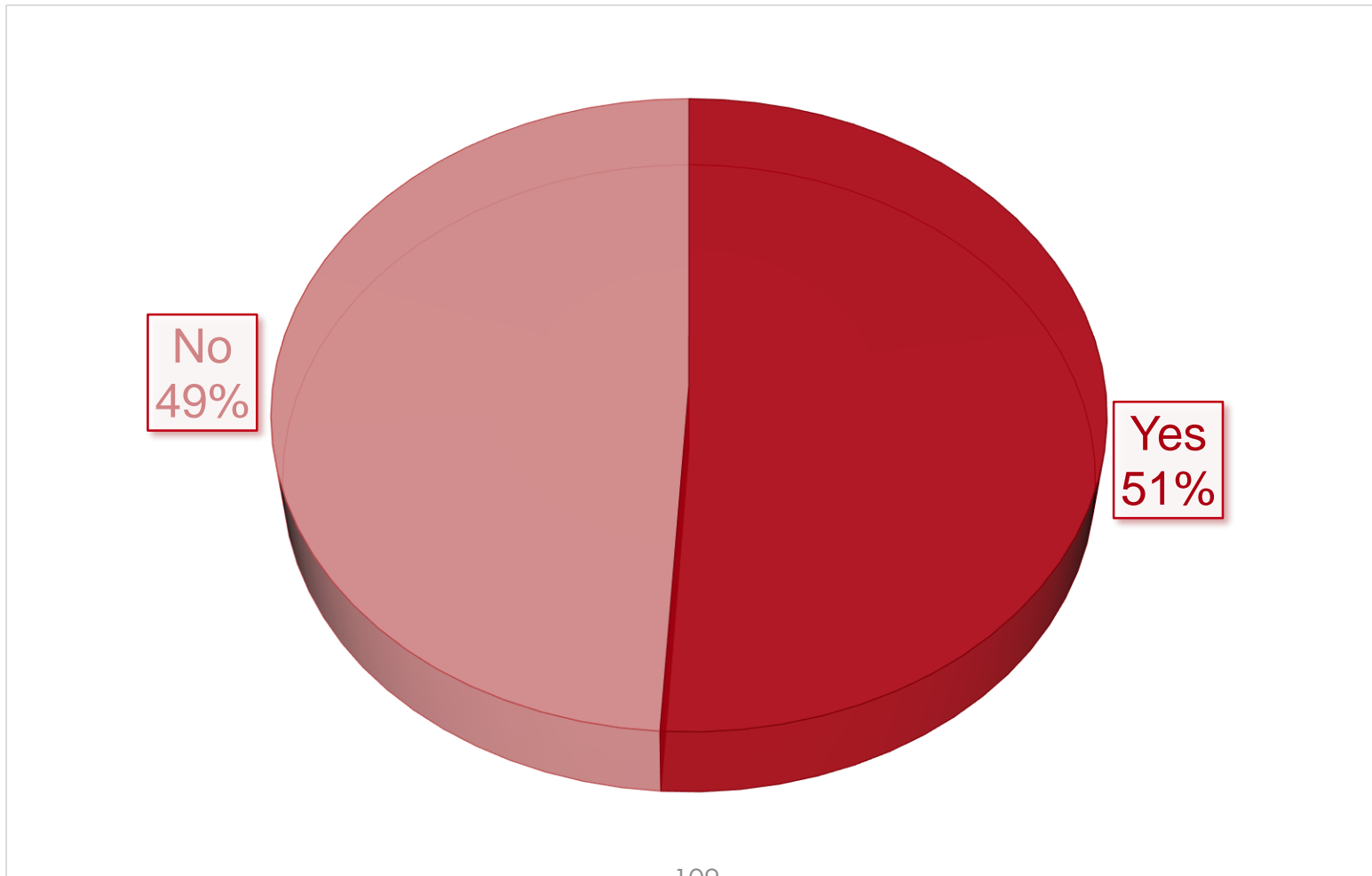
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q2	Restaurant staff (outside hotel)	58%		15%		60%	81%	84%	64%	63%
	Local publication	50%		25%	100%	50%	57%	64%	52%	56%
	Internet/Mobile App	49%	100%	90%	100%	49%	47%	45%	46%	62%
	Tour staff	29%		50%		29%	10%	9%	28%	4%
	Local people	27%		15%		26%	33%	35%	27%	31%
	Hotel staff	25%	100%	50%		25%	17%	14%	24%	23%
	Guam Visitors Bureau	17%				17%	27%	22%	17%	16%
	Visitors channel	14%				14%	17%	17%	15%	11%
	Signs/ advertisement	12%		15%	100%	11%	2%	4%	12%	8%
	Guide books I brought with me	7%		25%		7%	3%	1%	4%	9%
	Retail staff	4%		5%		4%	1%	2%	4%	3%
	Taxi drivers	4%		5%		4%	1%	1%	4%	5%
	Other visitors	3%	100%	5%		3%	3%	0%	3%	6%
	Total	1056	1	20	1	910	276	587	945	340

Prepared by Anthology Research

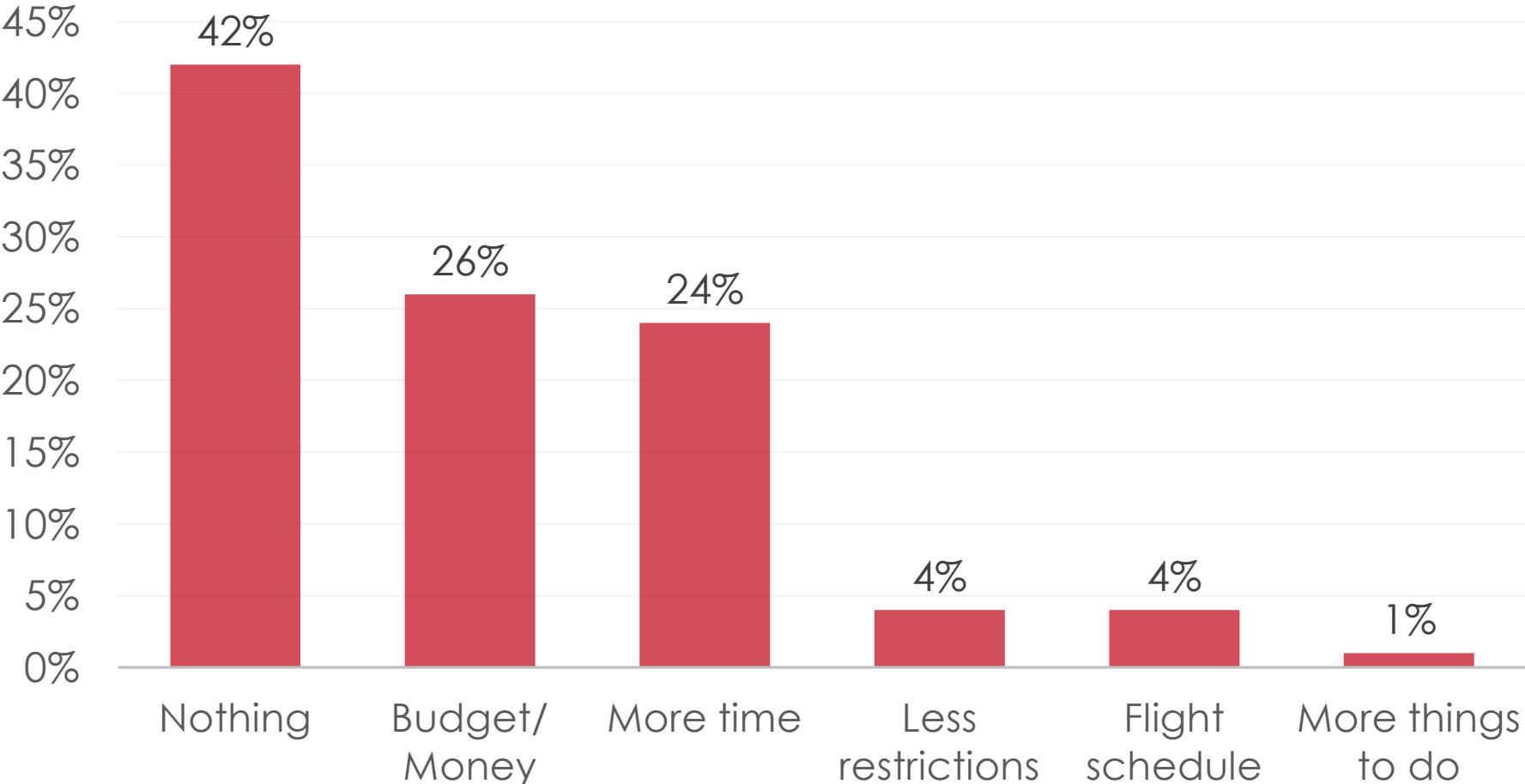
# SECTION 6

# FUTURE TRAVEL TO GUAM

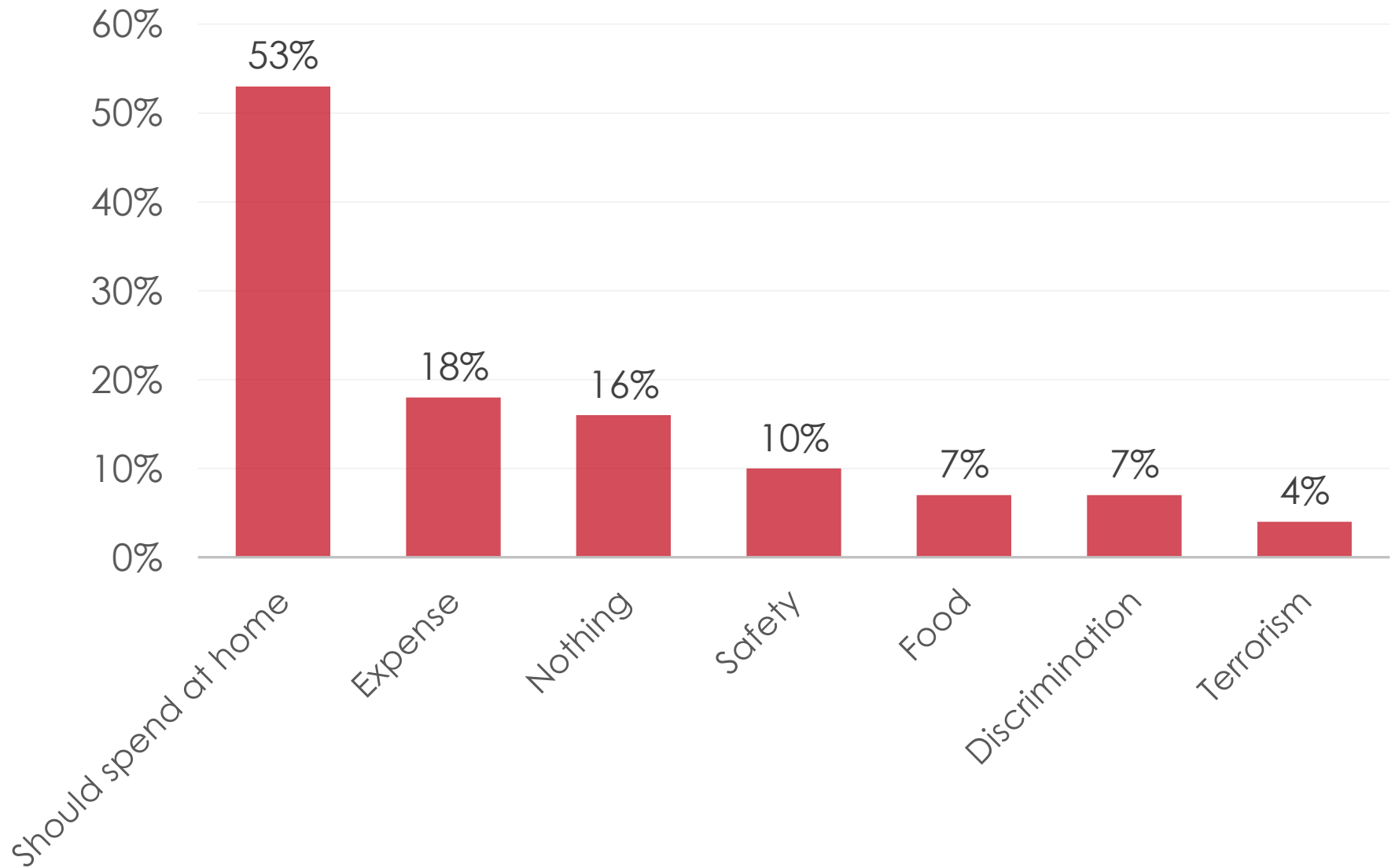
# Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



# FUTURE TRAVEL CONCERNS

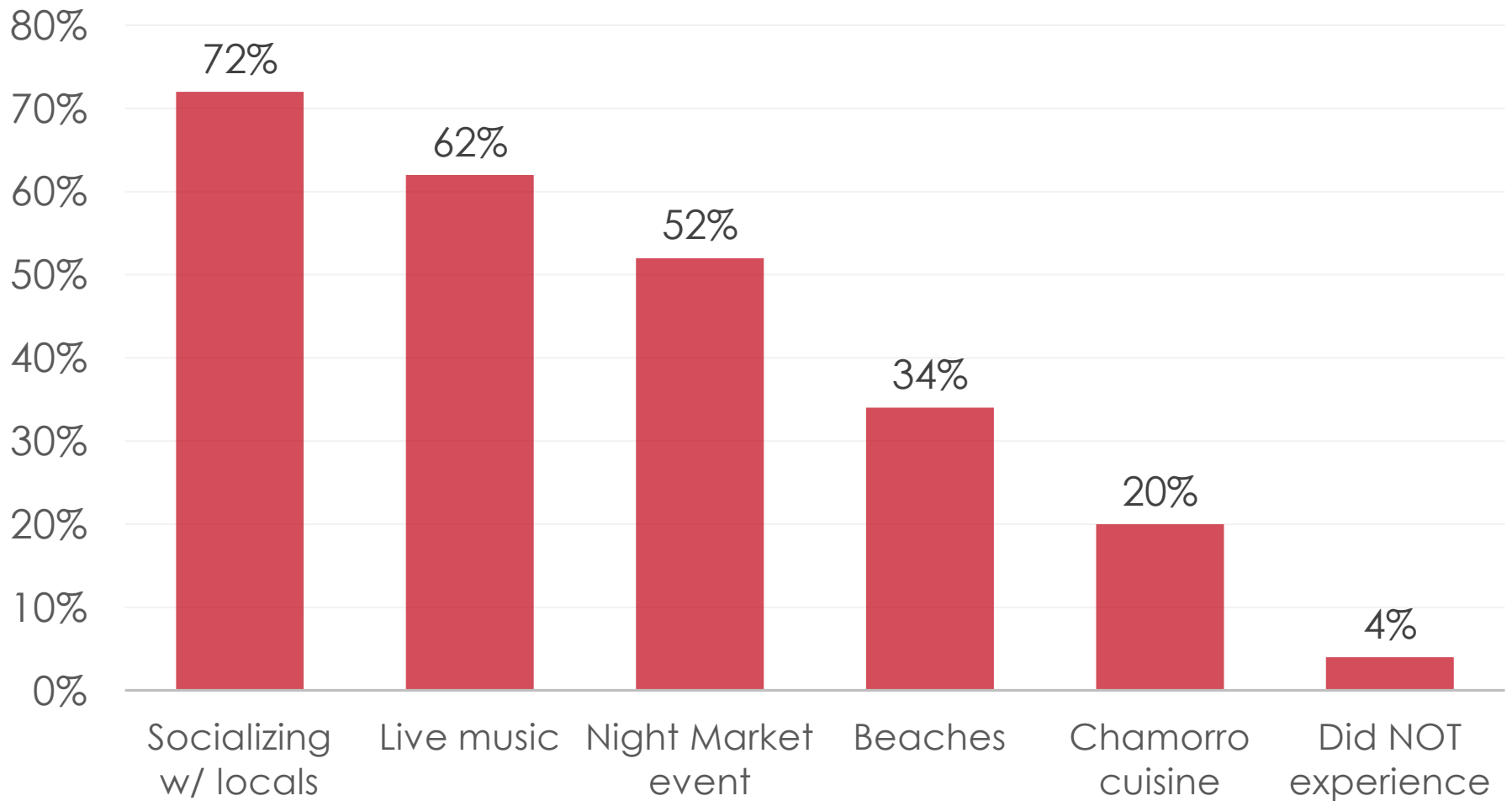


# SECTION 7

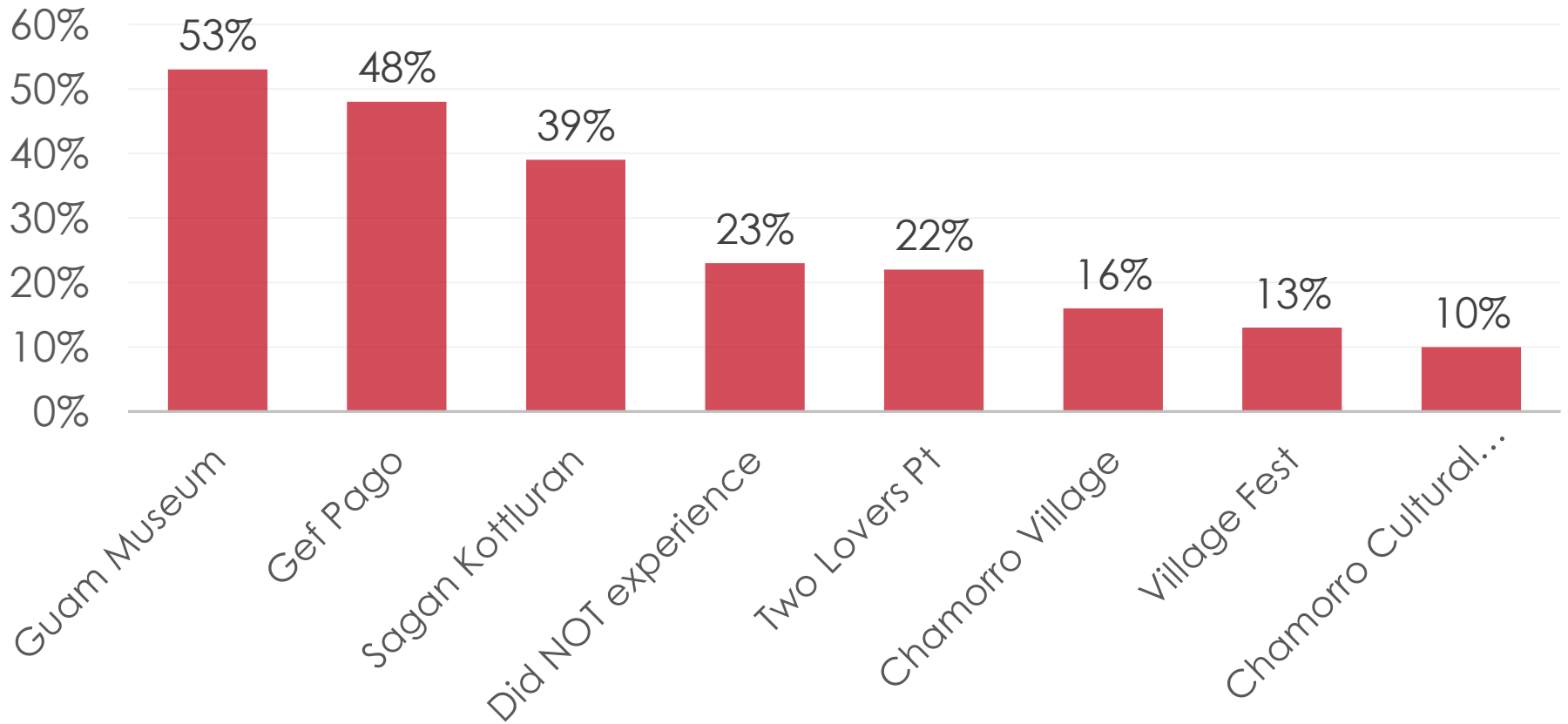
# GUAM CULTURE



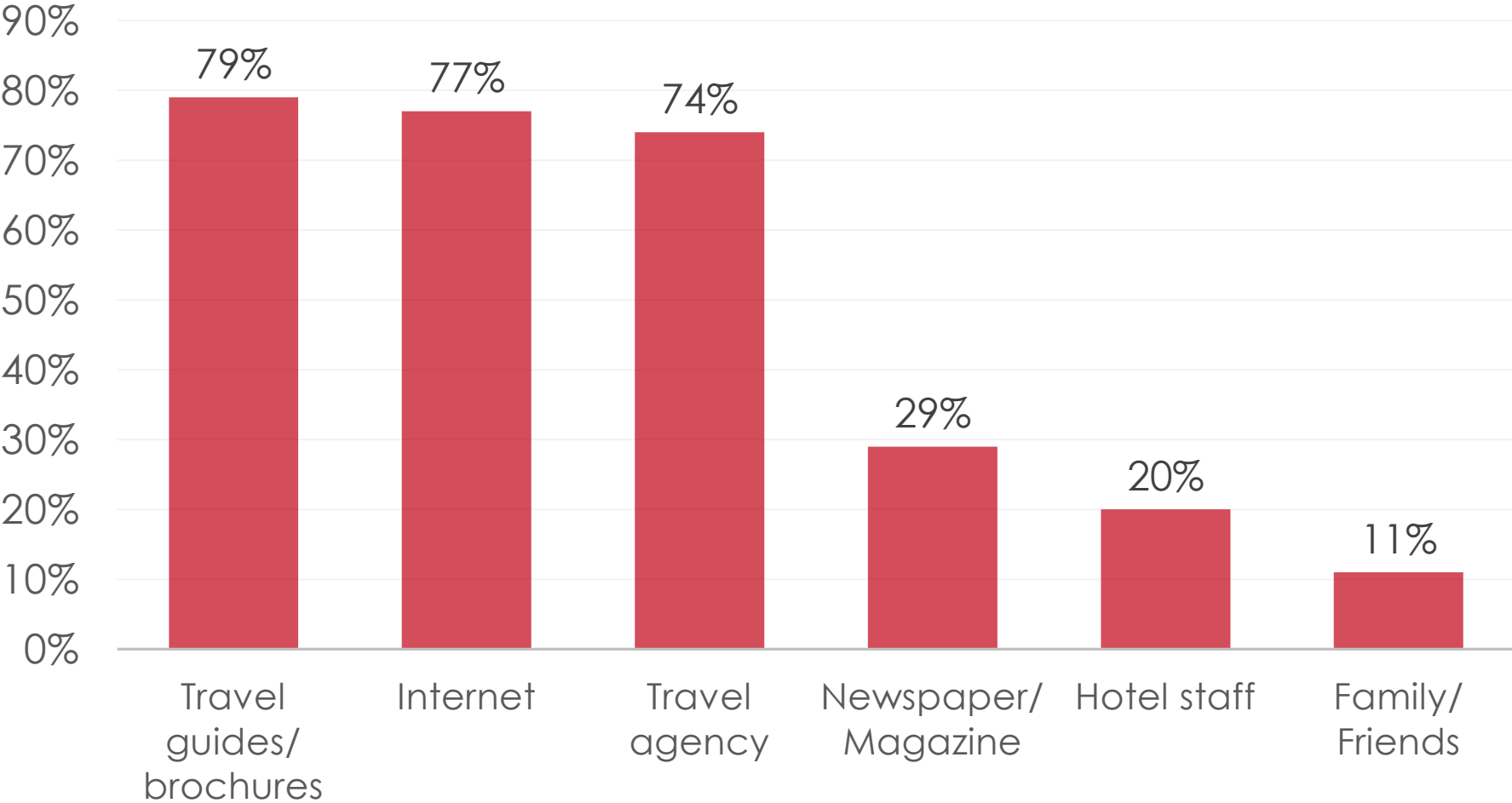
# EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



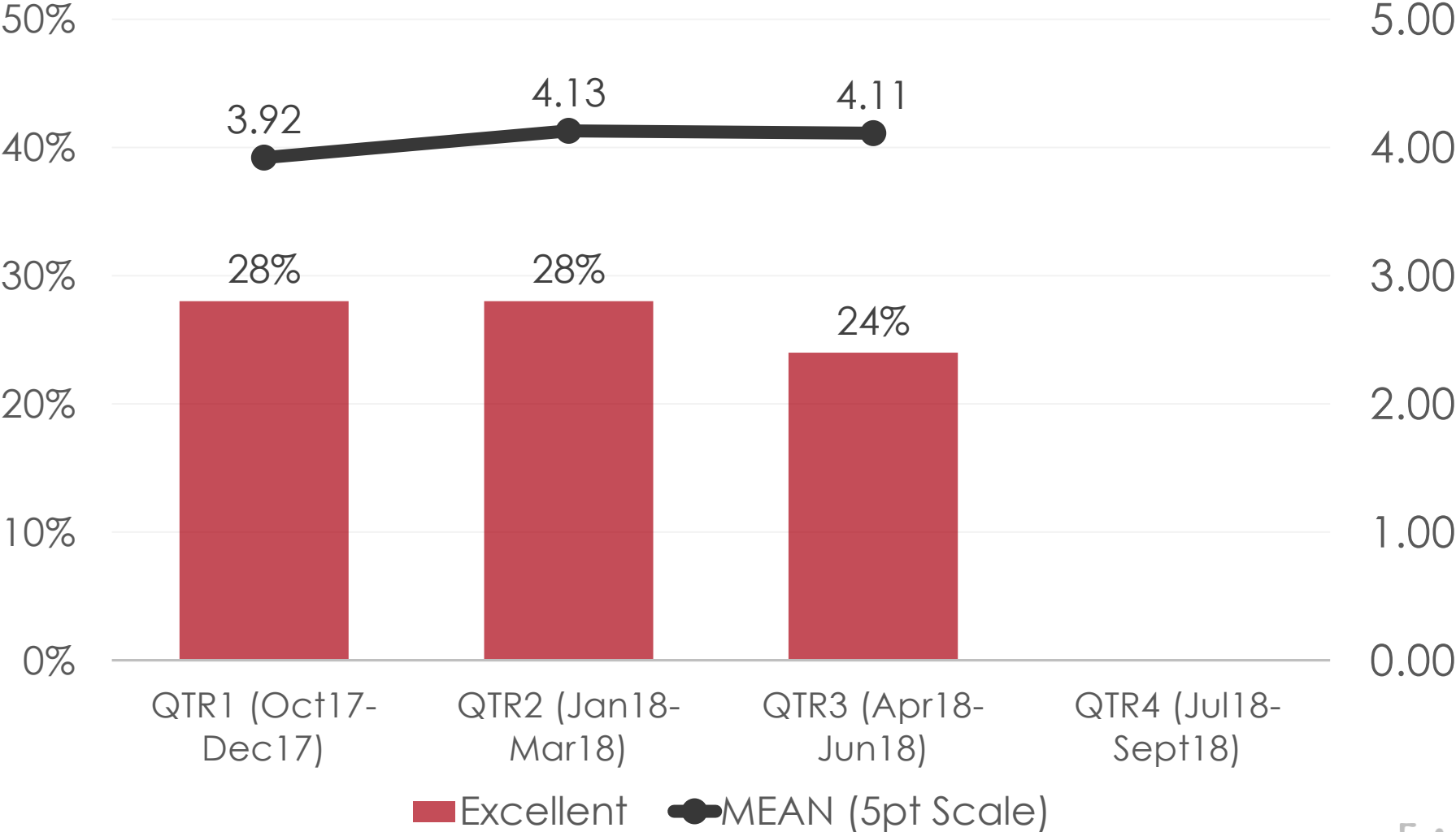
# EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



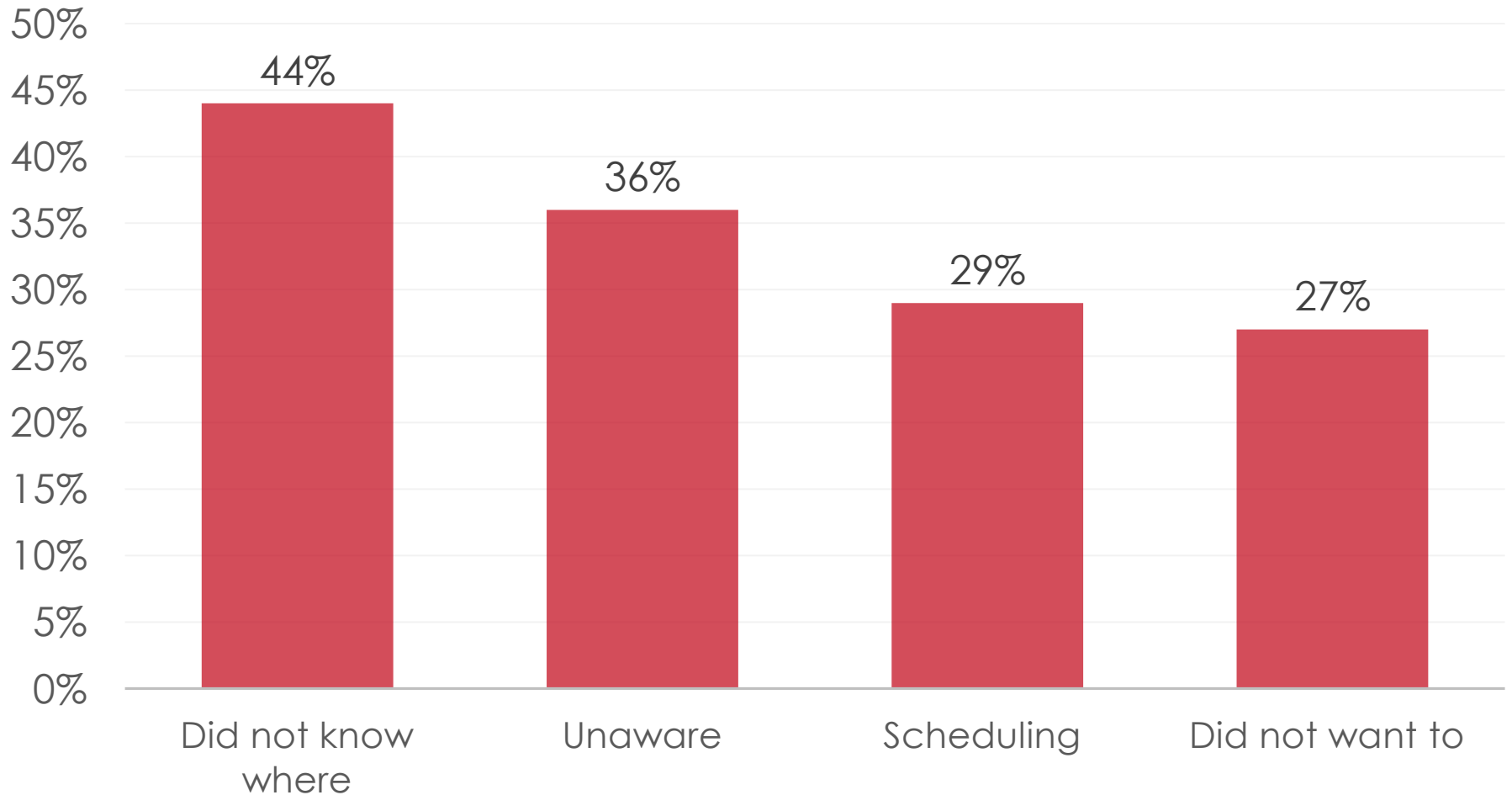
# SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



# 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

<b>Comparison of Drivers of Overall Satisfaction, 1st, 2nd &amp; 3rd Qtr. 2018, and Overall 2018</b>				
	1st Qtr. 2018	2nd Qtr 2018	3rd Qtr. <b>2018</b>	Overall 2018
Drivers:	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks	4	1	<b>1</b>	1
Ease of getting around				
Safety walking around at night		7		11
Quality of daytime tours	1	4	<b>2</b>	4
Variety of daytime tours	7		<b>6</b>	10
Quality of nighttime tours				12
Variety of nighttime tours			<b>10</b>	7
Quality of shopping				
Variety of shopping	8	3	<b>9</b>	5
Price of things on Guam				
Quality of hotel accommodations	5			9
Quality/cleanliness of air, sky	3	5	<b>4</b>	3
Quality/cleanliness of parks				
Quality of landscape in Tumon			<b>7</b>	
Quality of landscape in Guam	2	8	<b>3</b>	2
Quality of ground handler	6	6	<b>8</b>	8
Quality/cleanliness of transportation vehicles		2	<b>5</b>	6
% of Per Person On Island Expenditures Accounted For	29.7%	23.6%	42.1%	30.8%
NOTE: Only significant drivers are included.				



# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by ten significant factors in the 3rd Quarter FY2018 Period. By rank order they are:
  - **Quality & cleanliness of beaches & parks,**
  - **Quality of day time tours,**
  - **Quality of landscape in Guam,**
  - **Quality/cleanliness of air, sky,**
  - **Quality, cleanliness of transportation vehicles,**
  - **Variety of day time tours,**
  - **Quality of landscape in Tumon,**
  - **Quality of ground handler,**
  - **Variety of shopping, and**
  - **Variety of night time tours.**
- With all ten factors the overall  $r^2$  is .421 meaning that **42.1% of overall satisfaction is accounted for by these factors.**

# Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, 1st, 2nd & 3rd Qtr. 2018 and Overall 2018				
Drivers:	1st Qtr 2018	2nd Qtr 2018	3rd Qtr. 2018	Overall 2018
	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	1	3	1	1
Ease of getting around	3	4	6	9
Safety walking around at night	4			
Quality of daytime tours			3	3
Variety of daytime tours		6		
Quality of nighttime tours		7		
Variety of nighttime tours		2	2	2
Quality of shopping				
Variety of shopping				
Price of things on Guam			8	
Quality of hotel accommodations	7		4	8
Quality/cleanliness of air, sky	6	5	5	6
Quality/cleanliness of parks				
Quality of landscape in Tumon				
Quality of landscape in Guam		8	7	7
Quality of ground handler	2	1		5
Quality/cleanliness of transportation vehicles	5			
% of Per Person On Island Expenditures Accounted For	25.4%	16.4%	18.1%	15.3%

NOTE: Only significant drivers are included.

# Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by eight significant factors in the 3rd Quarter FY2018 period. By rank order they are:
  - **Quality & cleanliness of beaches & parks,**
  - **Variety of night time tours,**
  - **Quality of day time tours,**
  - **Quality of hotel accommodations,**
  - **Quality/cleanliness of air, sky,**
  - **Ease of getting around,**
  - **Quality of landscape in Guam, and**
  - **Price of things on Guam.**
- With these factors the overall  $r^2$  is .181 meaning that **18.1% of per person on island expenditure is accounted for by these factors.**