Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 - QTR.3 (APR-JUN 2019)

[ANTHOLOGY®] RESEARCH

Background and Methodology

- All surveys were partially interviewer administered. Upon completion of the surveys, Anthology's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.

- A total of 1,149 departing Japanese 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 1,149 is +/- 2.89 percentage points with a 95% confidence level. That is, if all Japanese 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 +/- 2.89 percentage points.

Objectives

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan 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)
    - Office Lady/ Salary Woman (Gender/ D1 Office worker- non-managerial)
    - Group Tour (Q12)
    - MICE (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
    - Silver (QF Age 60+)
    - Wedding (Q8- Get married/ attend wedding)
    - Repeat Visitor (Q9)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all visitors from Japan) the most important determinants of on-island spending.

Key Highlighted Segments
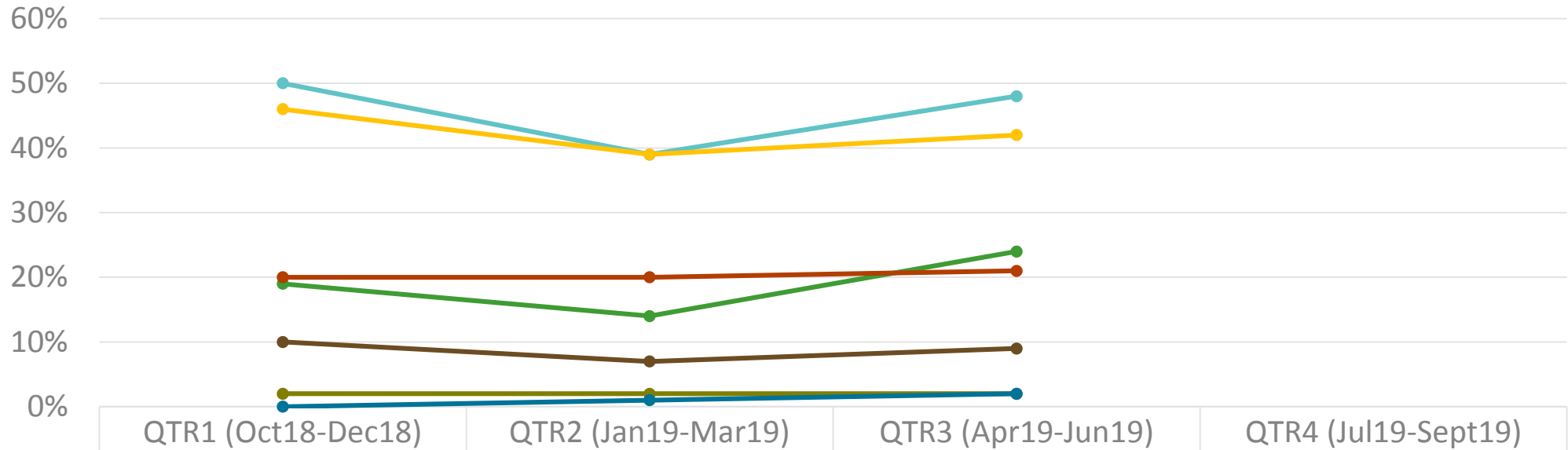
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Family	50%	39%	48%	
Repeat	46%	39%	42%	
Office Lady	19%	14%	24%	
Wedding	10%	7%	9%	
Silver	2%	2%	2%	
Group	20%	20%	21%	
MICE	0%	1%	2%	

5

SECTION 1
PROFILE OF RESPONDENTS

GENDER

Male
38%

Female
62%

MARITAL STATUS

Single
50%

Married
50%
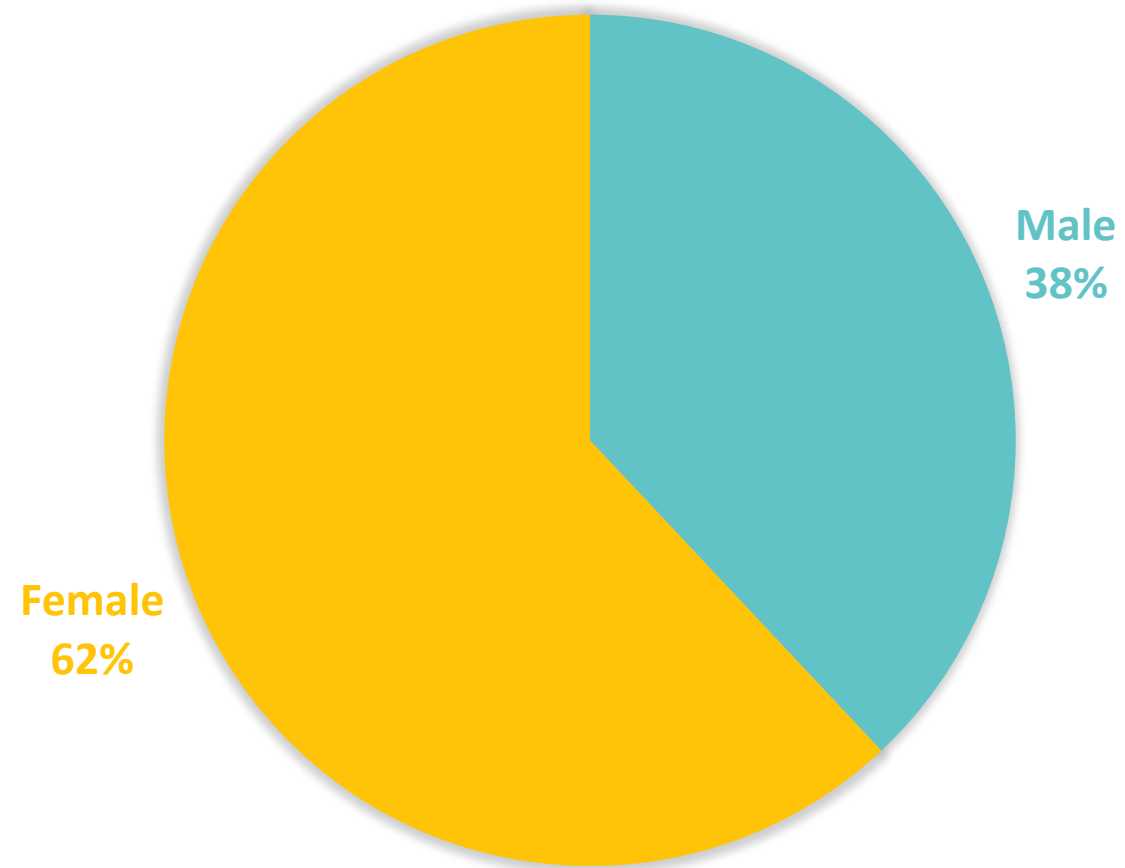
Q: Are you married or single?

MARITAL STATUS – TRACKING

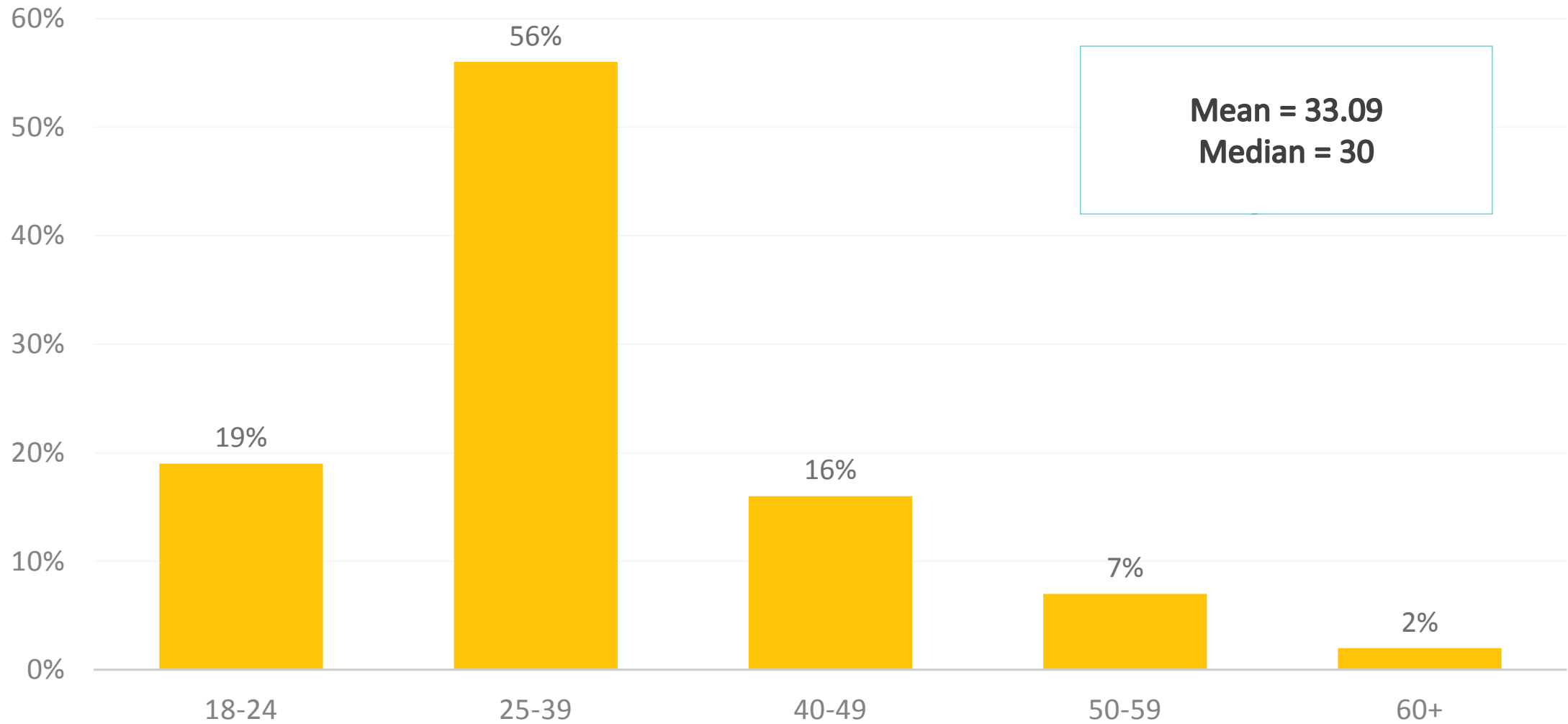|	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
Married	48%	37%	50%			45%
Single	52%	63%	50%			55%

Q: Are you married or single?

MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
QE	Married	50%	85%	43%	47%	52%	100%	72%	57%
	Single	50%	15%	57%	53%	48%		28%	43%
	Total	1149	556	275	236	21	20	103	484

Prepared by Anthology Research

Q: Are you married or single?

AGE

Mean = 33.09
Median = 30

60% | 50% | 40% | 30% | 20% | 10% | 0%

18-24: 19%
25-39: 56%
40-49: 16%
50-59: 7%
60+: 2%

Q: And what was your age on your last birthday?

AGE – TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN	32.39	30.36	33.09			31.97
MEDIAN	30	26	30			29

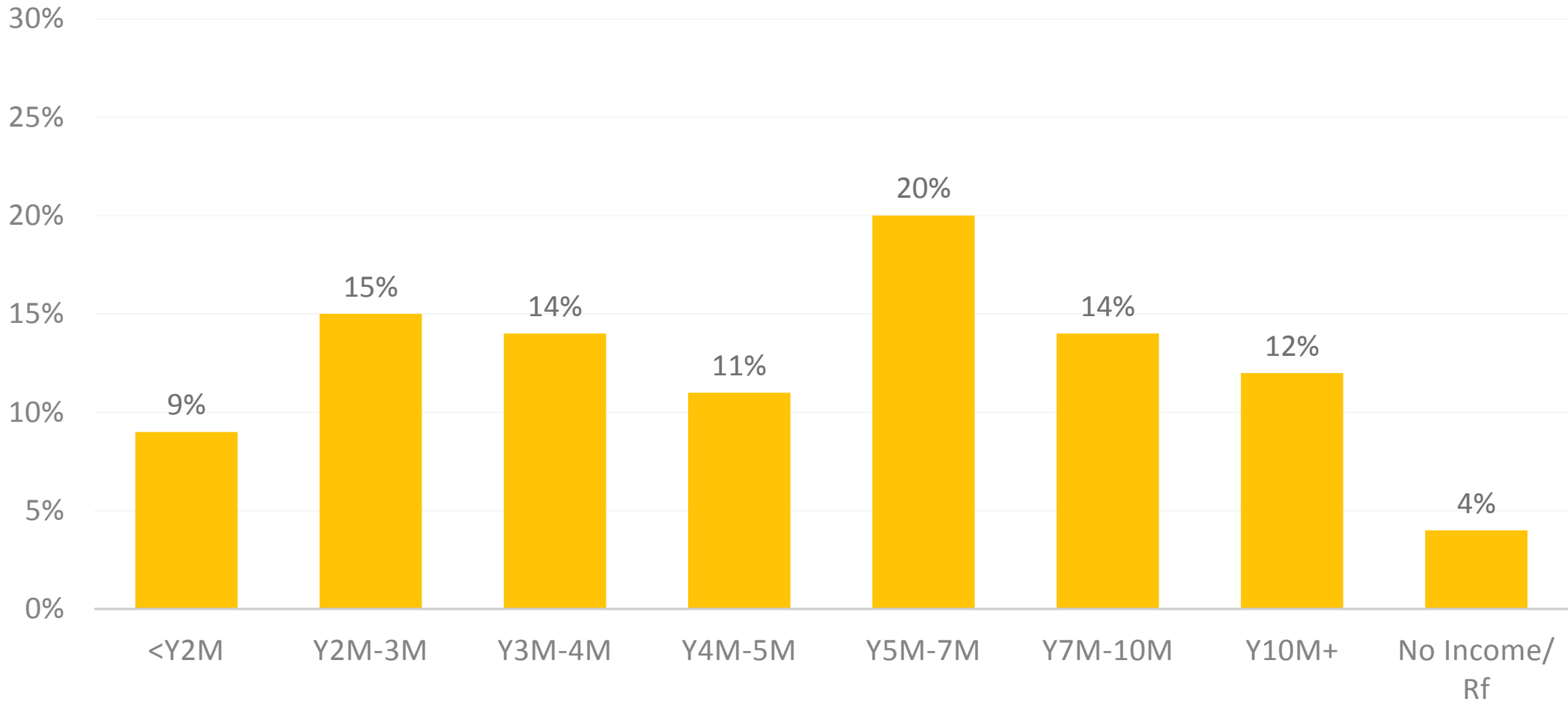*Q: And what was your age on your last birthday?*
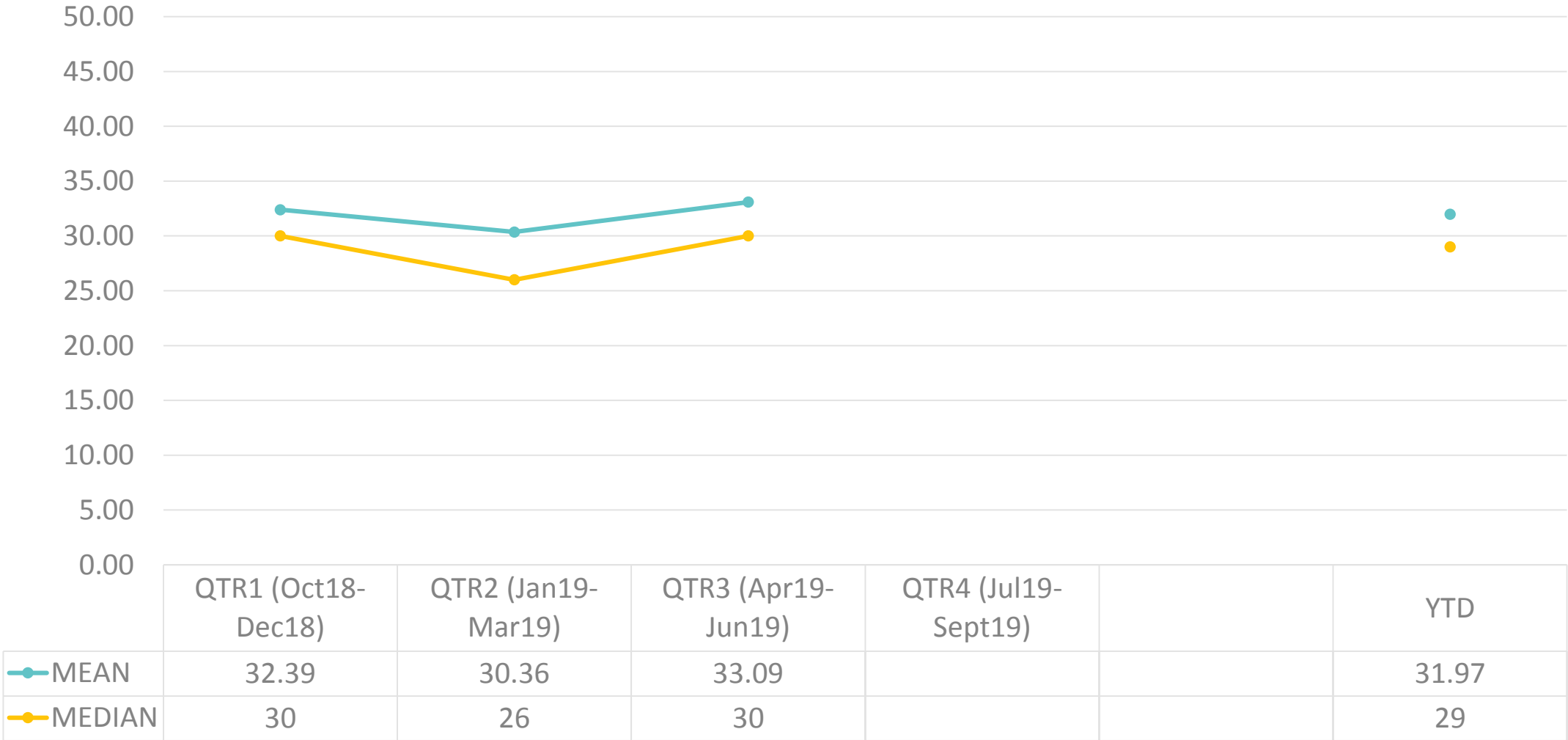
AGE – SEGMENTATION

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

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
QF	18-24	19%	9%	17%	18%			11%	14%
	25-39	56%	55%	61%	57%	57%		73%	51%
	40-49	16%	24%	15%	16%	24%		5%	23%
	50-59	7%	10%	7%	8%	10%		6%	10%
	60+	2%	2%	1%	1%	10%	100%	6%	2%
	Total	1149	556	275	236	21	20	103	484
QF	Mean	33.09	36.81	32.89	33.39	39.90	64.75	33.83	35.84
	Median	30	35	30	32	36	64	31	35

Prepared by Anthology Research

Q: And what was your age on your last birthday?

HOUSEHOLD INCOME

Q : *What was your approximate annual household income, before taxes?*

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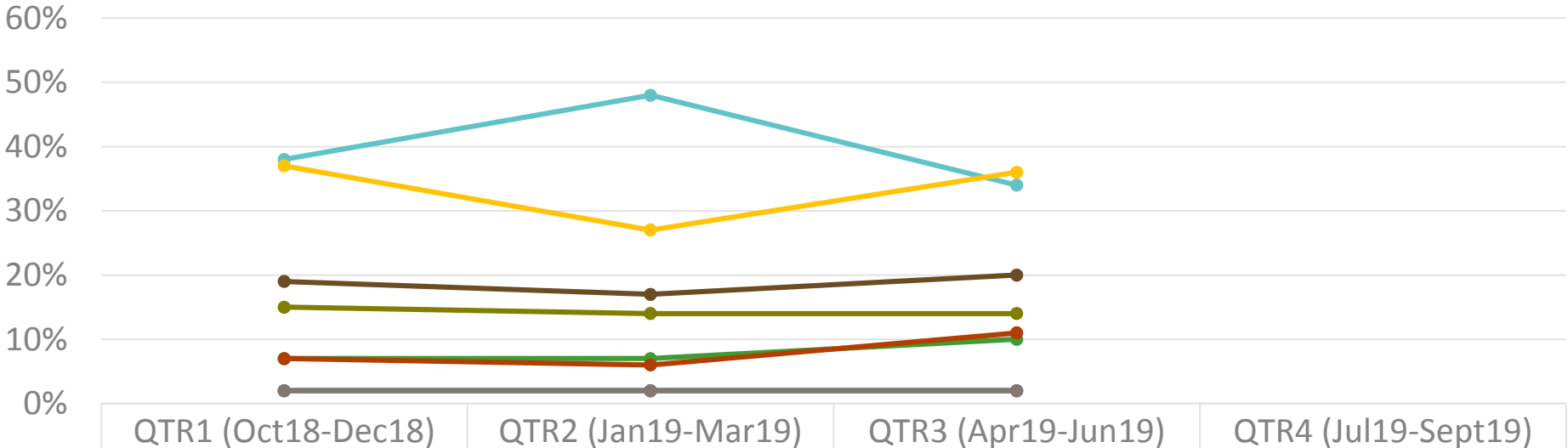**D2 What is your approximate annual household income, before taxes?**

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
D2	Less than ¥2 million	9%	6%	10%	13%		15%	9%	7%
	¥2,000,001 ~ ¥3,000,000	15%	8%	21%	14%	10%	10%	9%	12%
	¥3,000,001 ~ ¥4,000,000	14%	11%	18%	15%	29%	15%	16%	11%
	¥4,000,001 ~ ¥5,000,000	11%	13%	11%	13%	14%	10%	15%	11%
	¥5,000,001 ~ ¥7,000,000	20%	23%	19%	19%	24%	10%	20%	21%
	¥7,000,001 ~ ¥10 million	14%	20%	14%	13%	14%	20%	21%	17%
	¥10 million or more	12%	16%	6%	10%	5%	15%	11%	16%
	No income	4%	2%	2%	4%	5%	5%		5%
	Total	1149	556	275	236	21	20	103	484
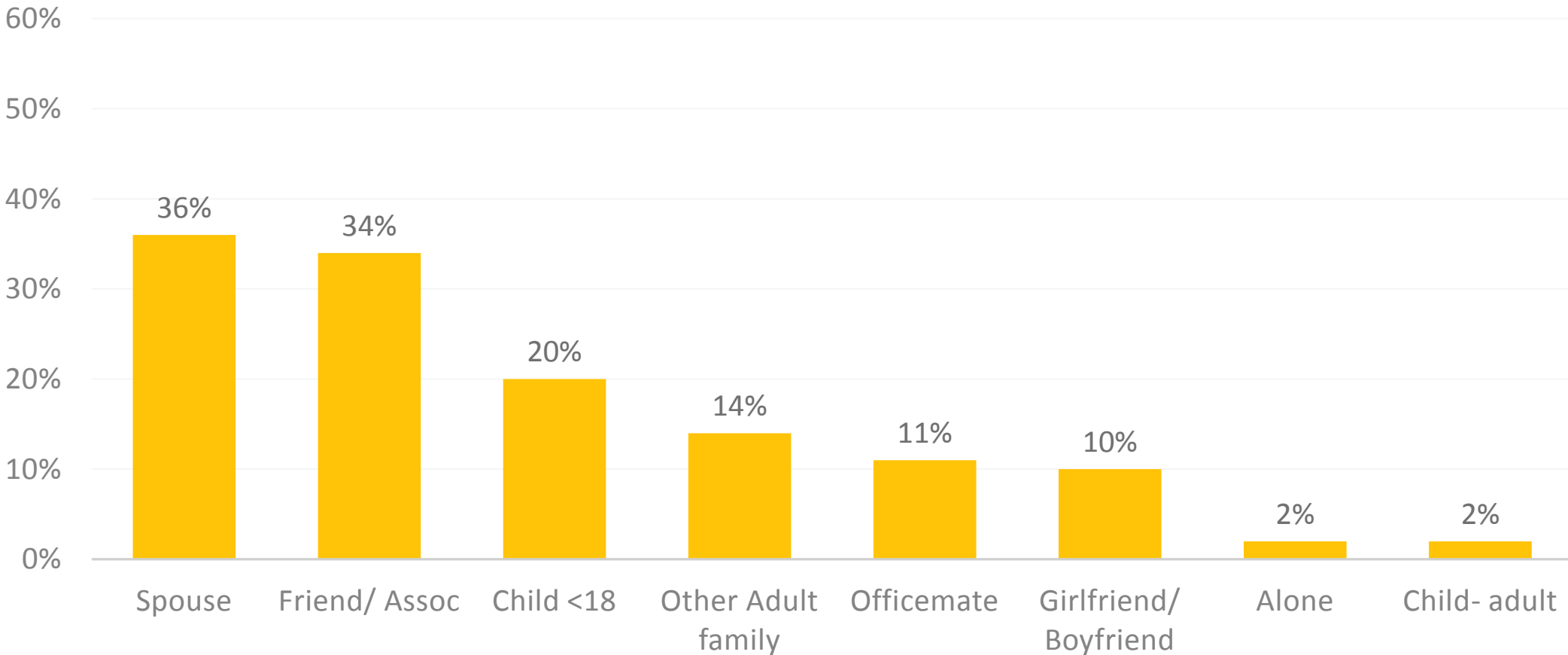
Prepared by Anthology Research

Q: What was your approximate annual household income, before taxes?

TRAVEL PARTY

Bar chart showing travel party composition:
- Spouse: 36%
- Friend/ Assoc: 34%
- Child <18: 20%
- Other Adult family: 14%
- Officemate: 11%
- Girlfriend/ Boyfriend: 10%
- Alone: 2%
- Child- adult: 2%

Q: In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY – TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Friend/ Assoc	38%	48%	34%	
Spouse	37%	27%	36%	
Girlfriend/ Boyfriend	7%	7%	10%	
Child <18	19%	17%	20%	
Other adult family	15%	14%	14%	
Officemate	7%	6%	11%	
Child- adult	2%	2%	2%	
Alone	2%	2%	2%	

Q: In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY – CHILD UNDER 18

20% Traveling with a child

Age group	Percentage
0-2 years old	6%
3-6 years old	9%
7-11 years old	8%
12-18 years old	3%

Q : In addition to yourself, on this trip, who else was in your travel party?

TRAVEL PARTY SIZE

Alone, 2%

Three or more, 46%

Two persons, 53%

Mean = 4.64
Median = 2

Q : Including yourself, how many people traveled with you in your immediate party?
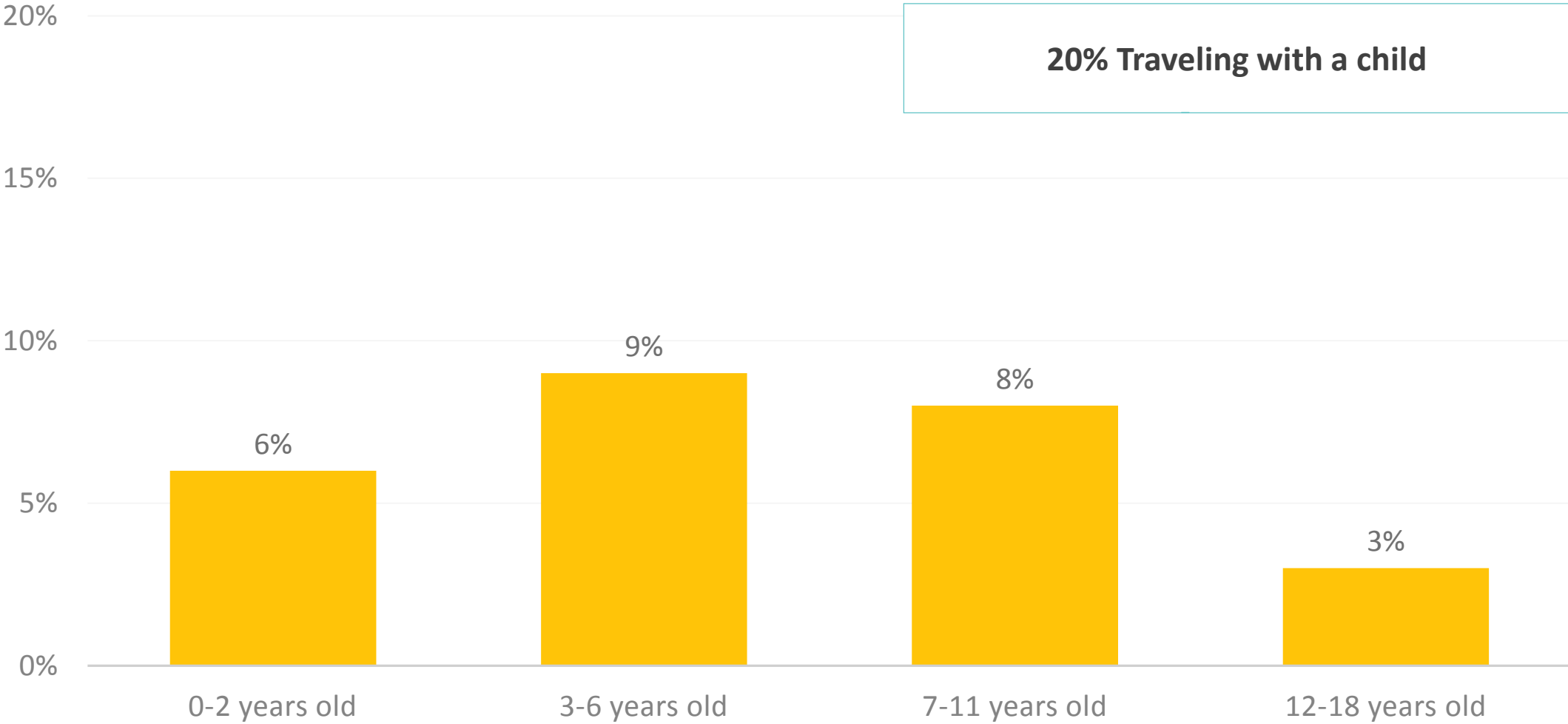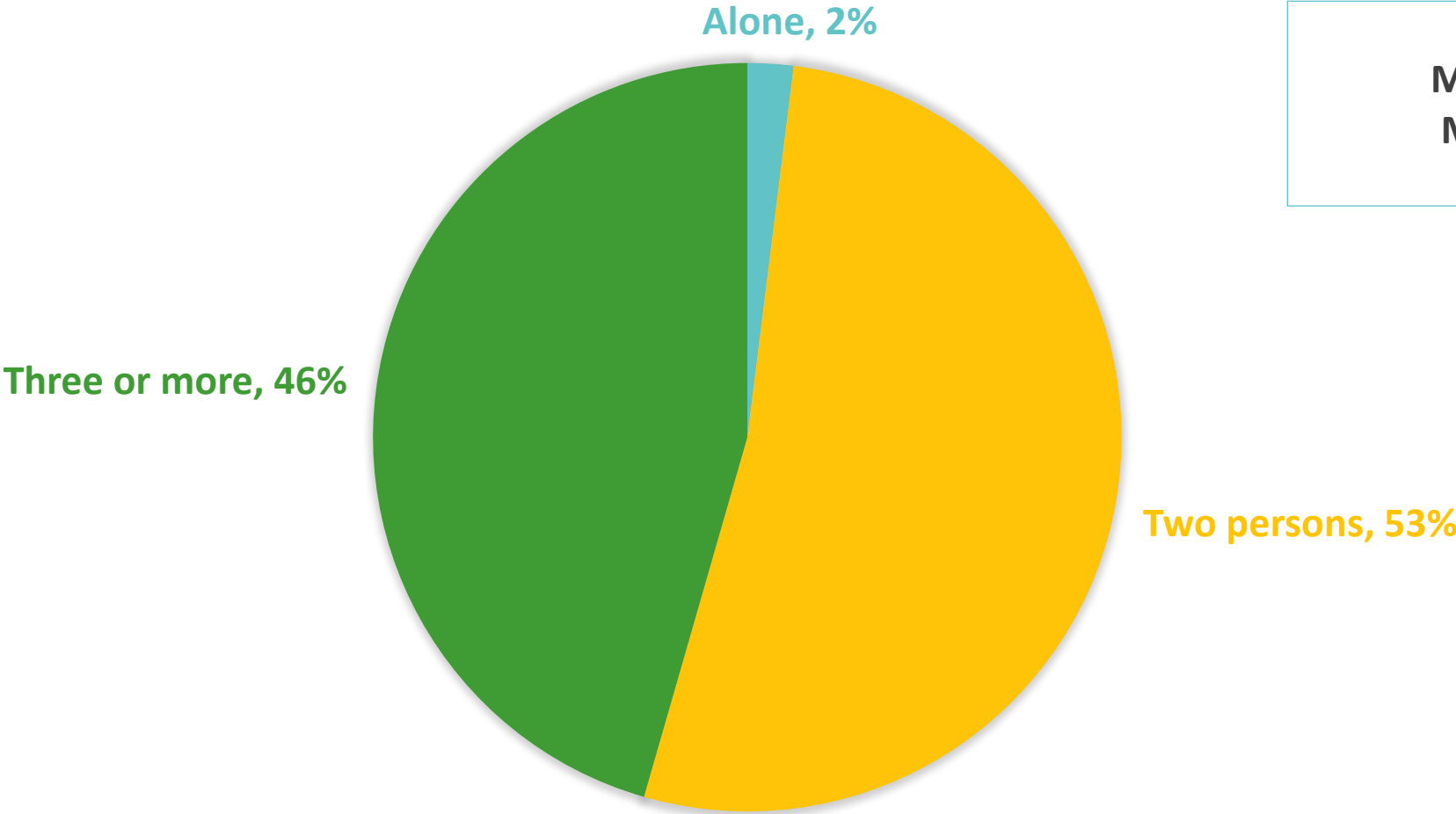
TRAVEL PARTY SIZE – TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		3.94	4.64	
MEDIAN		2	2	

Q : Including yourself, how many people traveled with you in your immediate party?
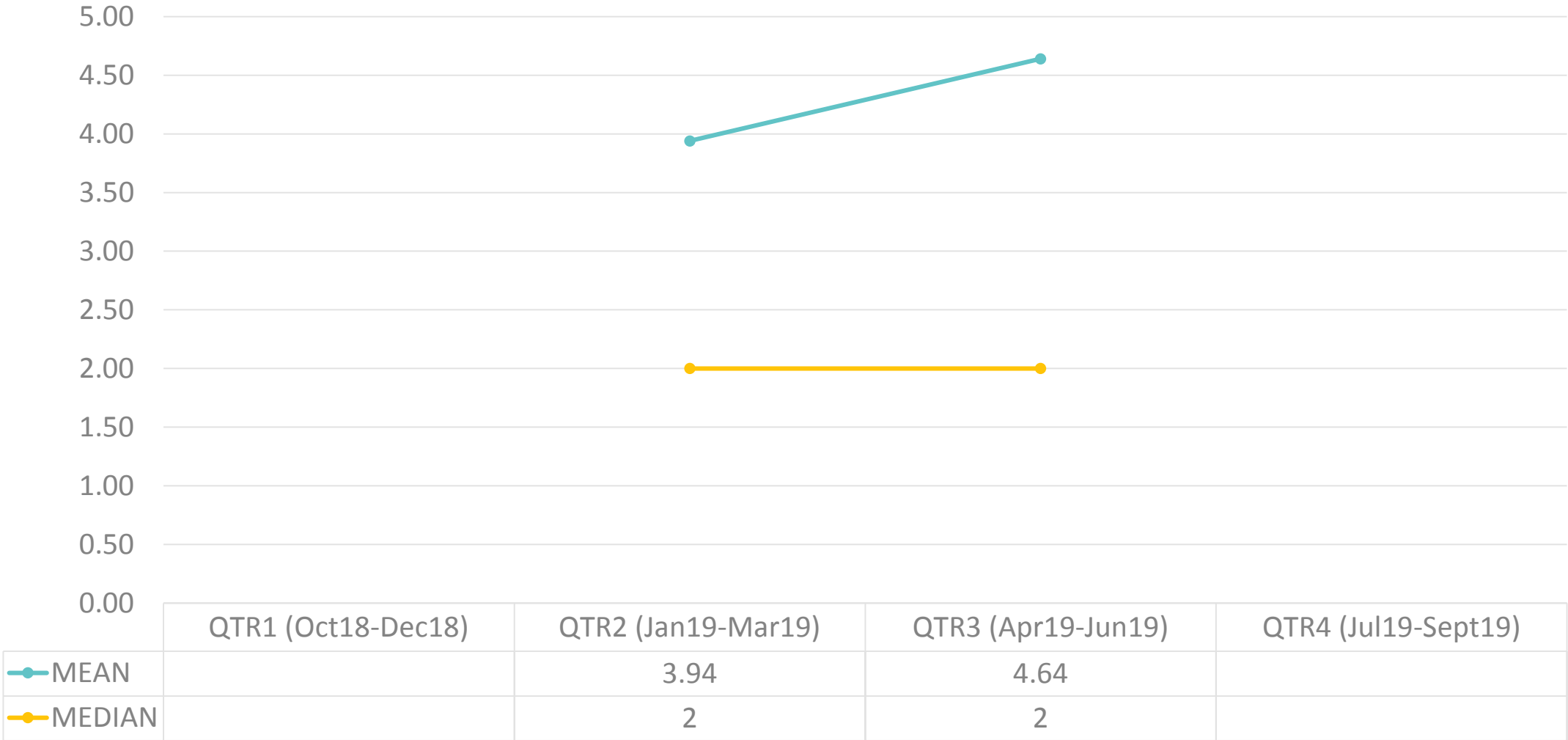
TRIPS TO GUAM

Mean = 2.28
Median = 1

Repeat
42%

1st Time
58%

Q : Including this trip, how many times have you visited Guam?

TRIPS TO GUAM – TRACKING
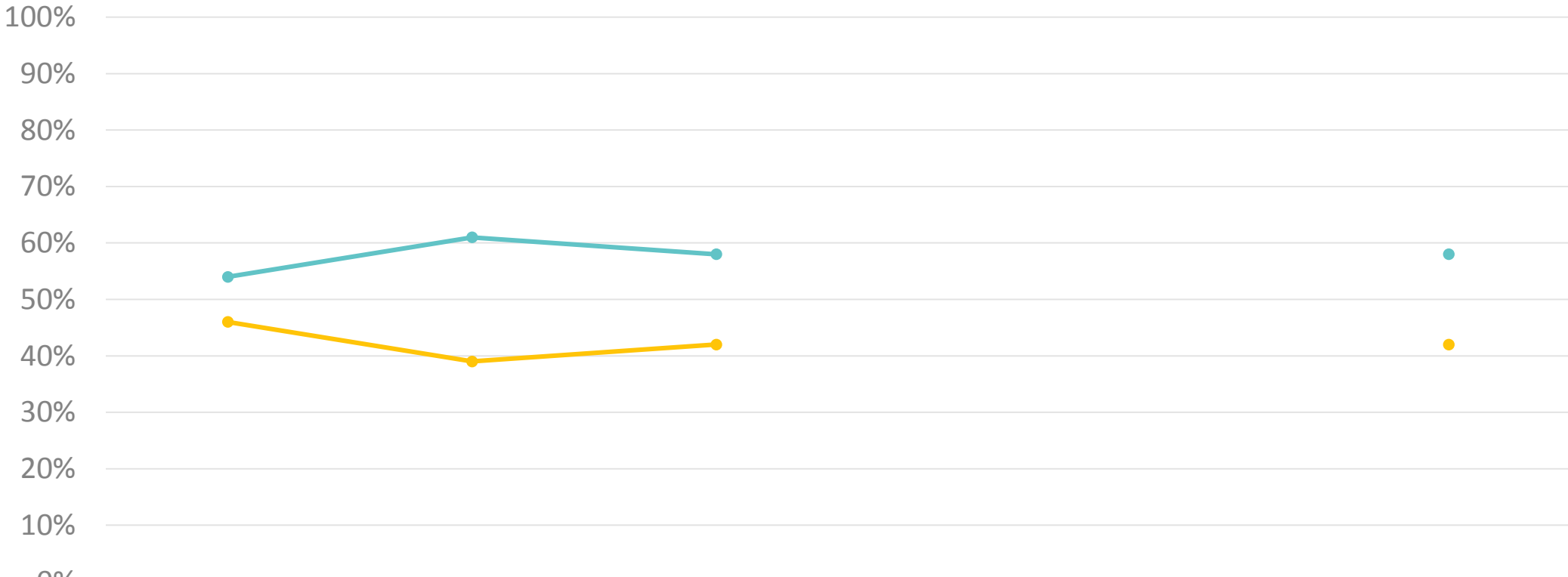
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
First	54%	61%	58%			58%
Repeat	46%	39%	42%			42%

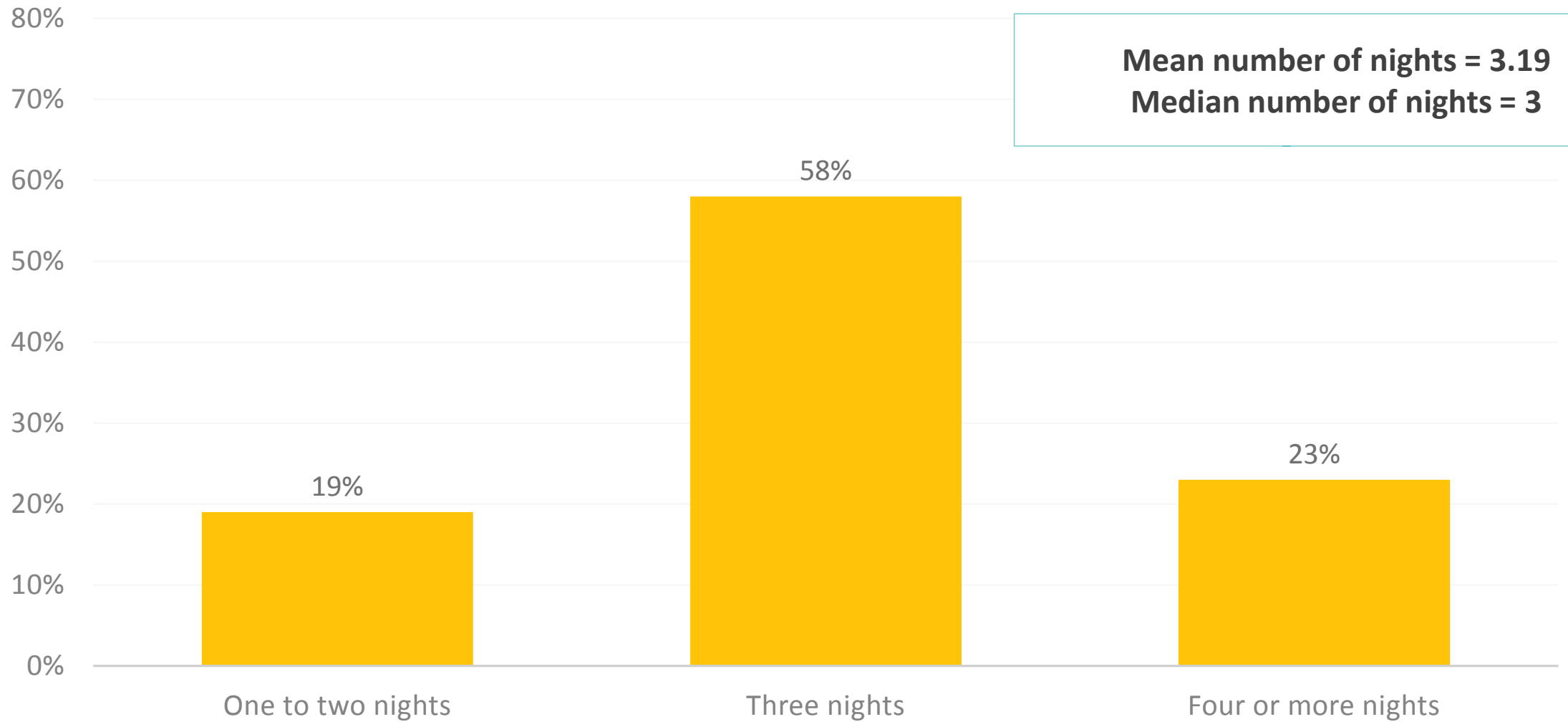*Q: Including this trip, how many times have you visited Guam?*

TRIPS TO GUAM – SEGMENTATION

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

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q9	1st time	58%	52%	60%	61%	62%	45%	68%	
	Repeat	42%	48%	40%	39%	38%	55%	32%	100%
	Total	1149	556	275	236	21	20	103	484
Q9	Mean	2.28	2.58	2.12	2.04	2.00	3.45	1.65	4.03
	Median	1	1	1	1	1	2	1	3

Prepared by Anthology Research

Q: Including this trip, how many times have you visited Guam?

LENGTH OF STAY

Mean number of nights = 3.19
Median number of nights = 3

- One to two nights: 19%
- Three nights: 58%
- Four or more nights: 23%

Q: How many nights did you stay on Guam?

LENGTH OF STAY – TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN	3.39	3.42	3.19			3.33
MEDIAN	3	3	3			3

Q: How many nights did you stay on Guam?

LENGTH OF STAY – SEGMENTATION

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

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
SA	1-2 nights	19%	11%	21%	17%	29%	25%	17%	19%
	3 nights	58%	55%	62%	64%	57%	50%	55%	55%
	4+	23%	34%	17%	19%	14%	25%	27%	26%
	Total	1149	556	275	236	21	20	103	484
SA	Mean	3.19	3.39	3.03	3.21	2.86	3.10	3.26	3.28
	Median	3	3	3	3	3	3	3	3

Prepared by Anthology Research

Q: How many nights did you stay on Guam?

OCCUPATION – Top Responses (10%+)

Bar chart:
- Company: Non-Mgr — 24%
- Company: Engineer — 16%
- Company: Sales — 13%
- Seld-Employed — 12%
- Student — 5%

Q: What is your occupation?
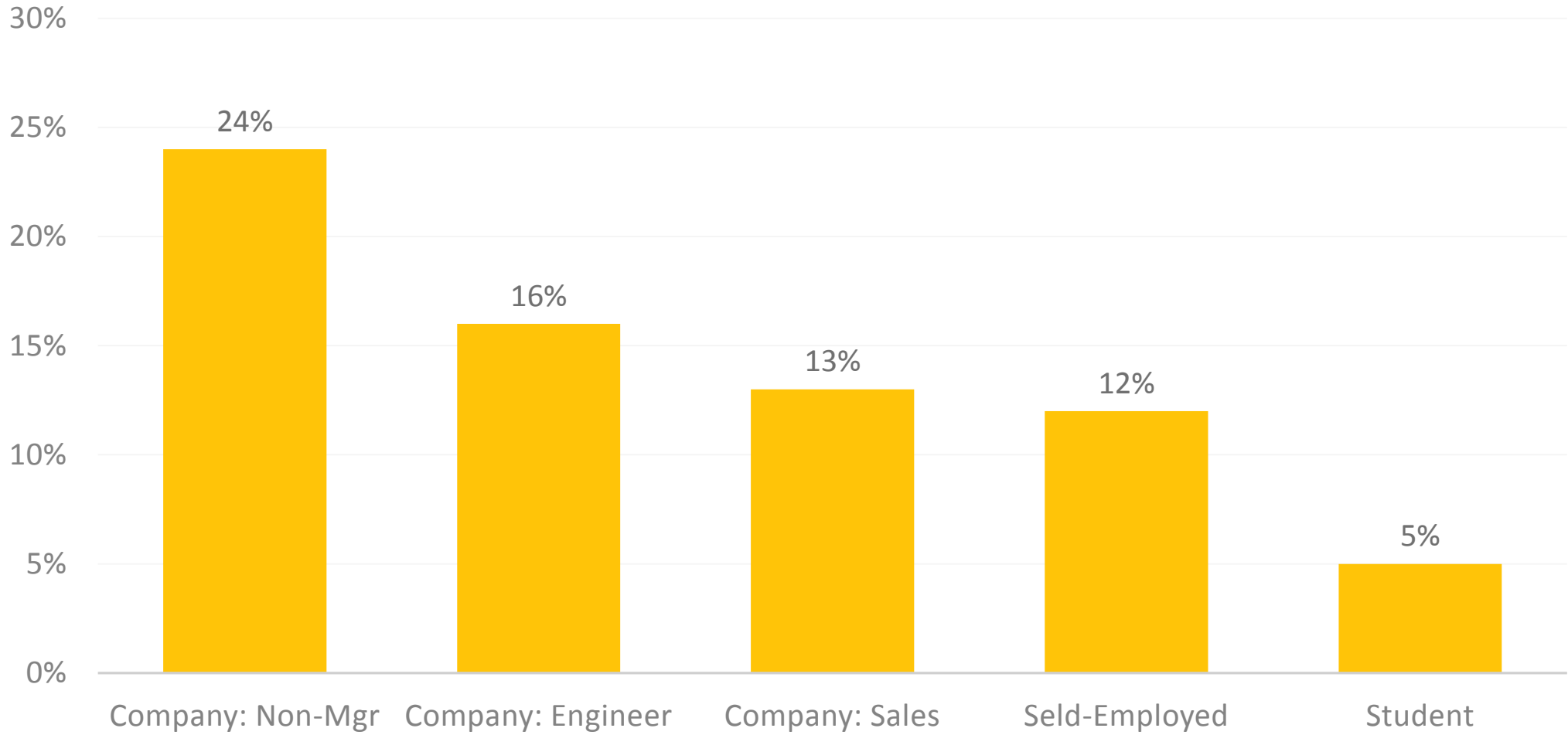
SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

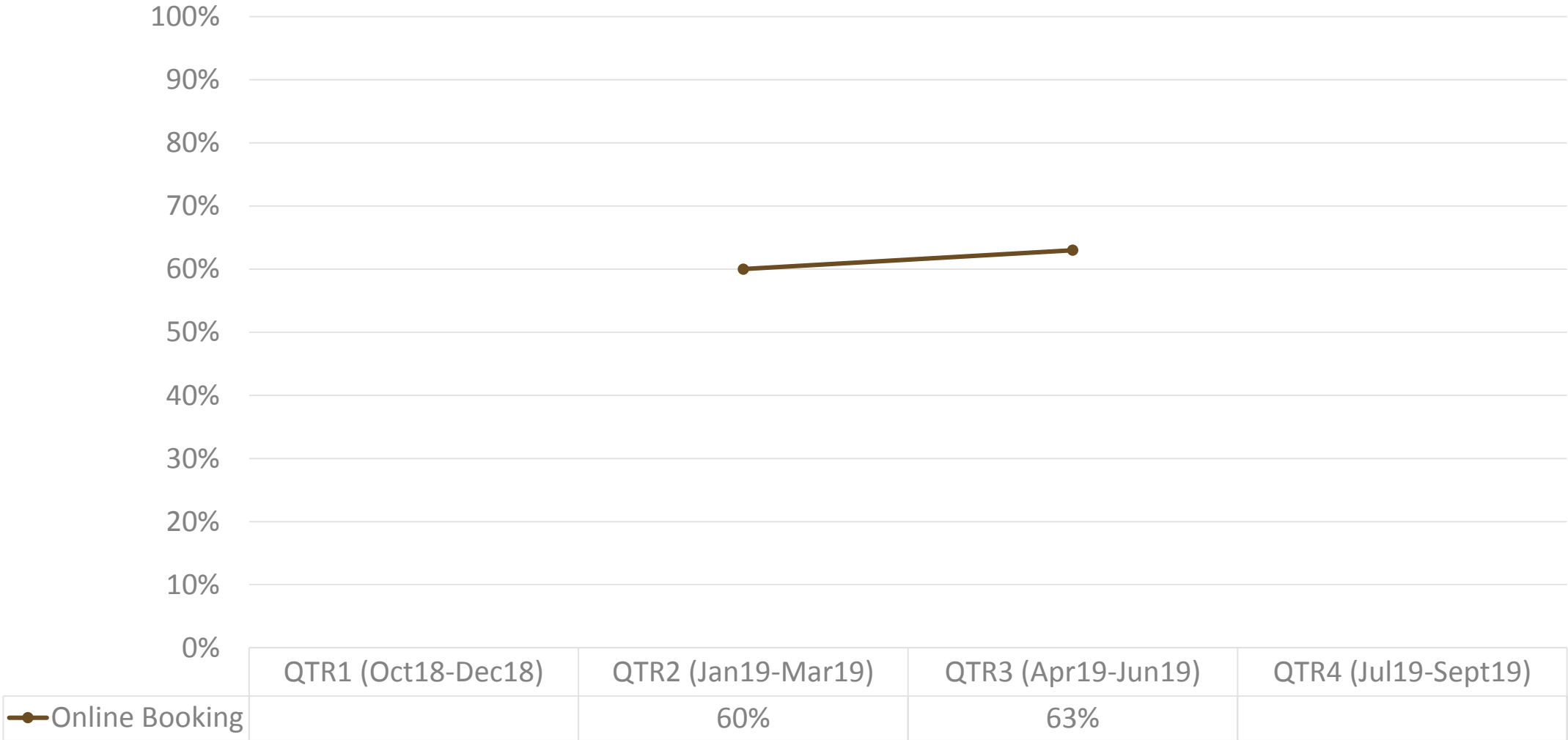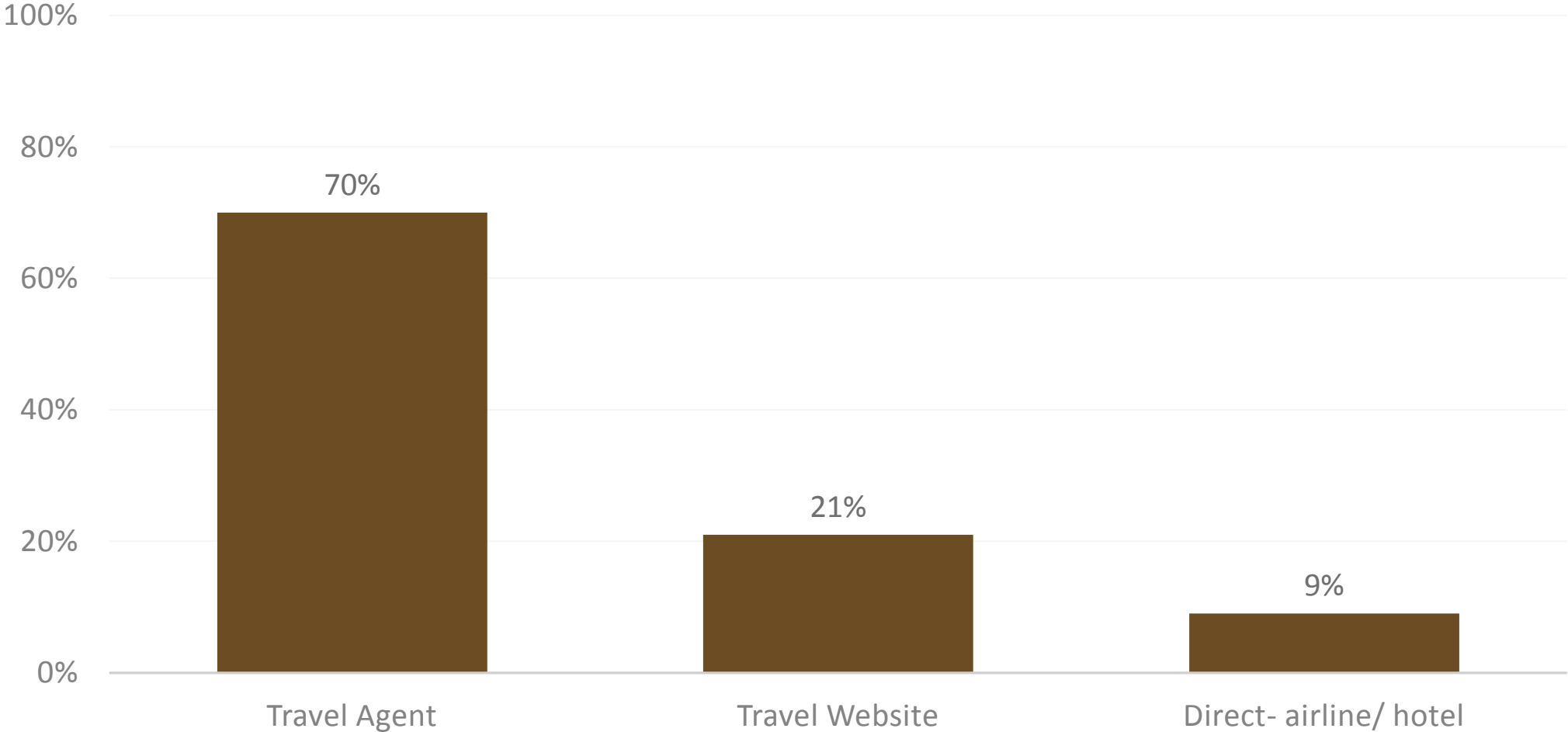Organized tour group
21%

No
79%

Q: On this trip, I am a member of an organized tour group?
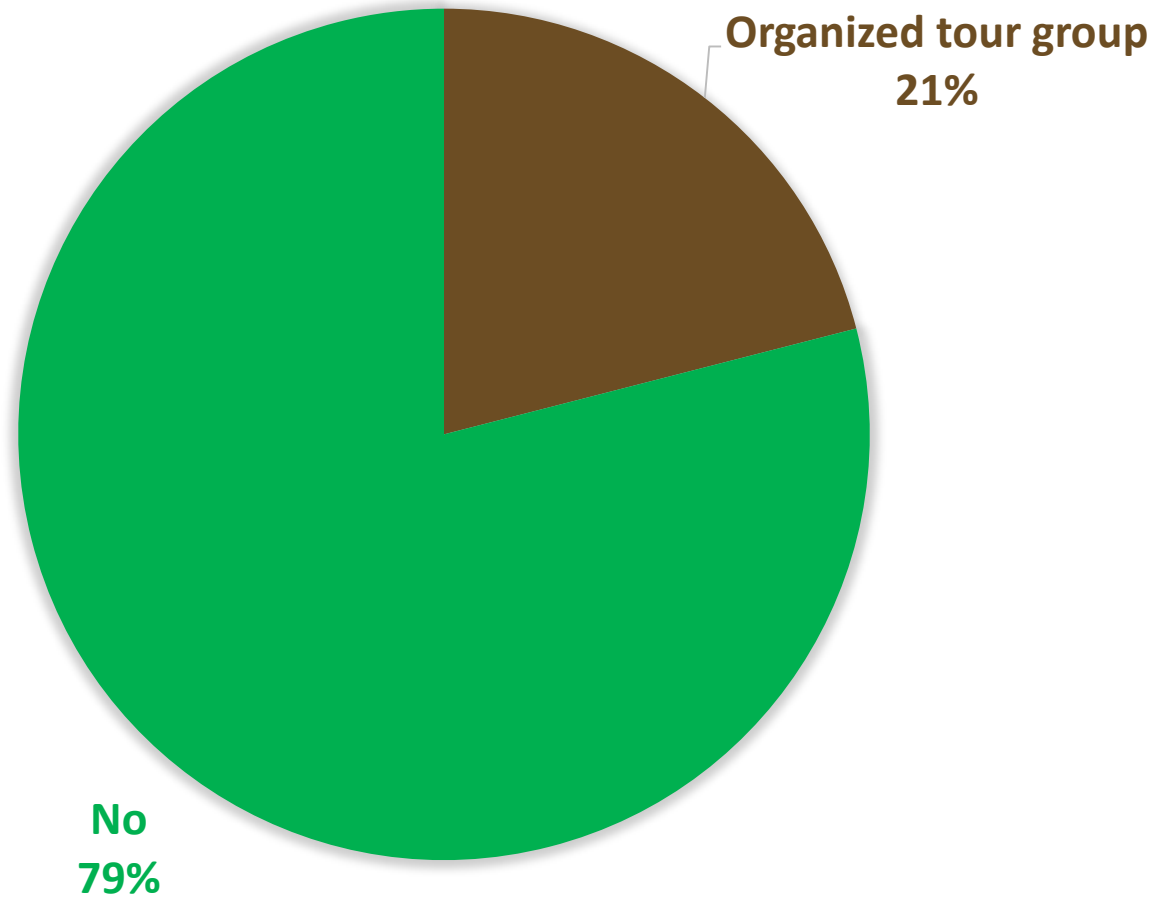
ORGANIZED TOUR GROUP – TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
Group Tour	20%	20%	21%			20%

Q: On this trip, I am a member of an organized tour group?

ONLINE BOOKING

No, 37%

Made Arrangements
Online, 63%

Q: Did you book any of your travel arrangements online?

ONLINE BOOKING – TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Online Booking		60%	63%	

Q: Did you book any of your travel arrangements online?

TRAVEL ARRANGEMENTS

Q: How did you book your travel arrangements to Guam?

TRAVEL ARRANGEMENTS – TRACKING
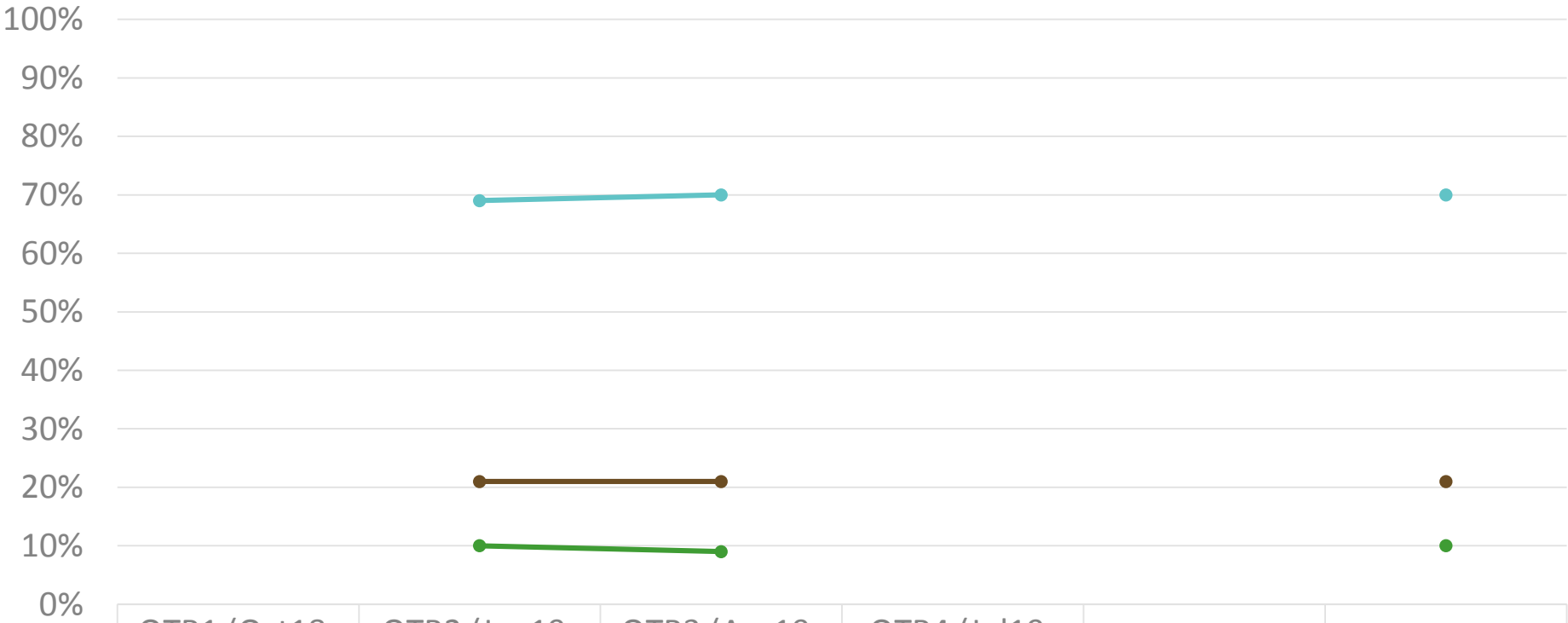
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
Travel Agent		69%	70%			70%
Travel Website		21%	21%			21%
Direct- Airline/ Hotel		10%	9%			10%

Q: How did you book your travel arrangements to Guam?

PREPAID PACKAGE TRIP

No
19%

Prepaid Package Trip
81%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

PREPAID PACKAGE TRIP

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
Prepaid Pkg	81%	82%	81%			81%

Q: Are you on a prepaid package trip that includes at least airfare and hotel?

ACCOMMODATIONS (5%+)

Bar chart showing accommodation percentages:
- Outrigger Guam Resort: 14%
- Guam Plaza: 13%
- Guam Reef & Olive: 7%
- PIC: 6%
- Hotel Nikko: 6%
- Pacific Star: 6%
- Grand Plaza: 6%
- Holiday Resort: 5%
- Onward Beach Resort: 5%

37   *Q: Where did you stay while on Guam?*

TRAVEL MOTIVATIONS (10%+)

Bar chart showing travel motivation percentages:
- Short travel time: 44%
- Natural beauty: 38%
- Pleasure/ Vacation: 36%
- Prior Trip- Positive: 21%
- Sightseeing: 20%
- Relax: 17%
- Price: 13%
- Shopping: 12%
- Recommendation: 10%
- Married/ Attn Wedding: 9%

Q: What top three reasons motivated you to travel to Guam on this trip?

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

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q8	Short travel time (not too far from home)	44%	49%	46%	32%	10%	50%	17%	44%
	Beautiful seas, beaches, tropical climate	38%	40%	42%	27%	14%	20%	16%	35%
	Vacation	36%	32%	36%	27%	10%	35%	12%	33%
	A previous visit	21%	26%	19%	17%	10%	15%	7%	49%
	Sightseeing/ visiting tourist spots	20%	16%	22%	17%	10%	10%	14%	15%
	Just to relax	17%	16%	14%	11%	10%	15%	6%	17%
	Price of the tour package	13%	12%	12%	10%		10%	2%	13%
	Shopping	12%	10%	13%	9%	5%	10%	4%	11%
	Recommendation of friend/ relative/ travel agency	10%	9%	10%	11%	5%	15%	5%	8%
	To Get Married/ attend Wedding	9%	15%	7%	12%		30%	100%	7%
	Honeymoon	8%	17%	9%	3%			25%	3%
	Water sports (snorkeling, windsurfing, parasailing)	8%	8%	5%	4%		5%	4%	7%
	Company/ business trip	6%	1%	8%	27%	14%			5%
	It is a safe place to spend a vacation	5%	5%	4%	7%	5%	20%	1%	4%
	Scuba diving	2%	2%	2%	3%		5%	3%	3%
	To visit friends or relatives	2%	1%	2%	2%	5%	10%	3%	3%
	Organized sporting activity/ event	2%	2%	2%	2%		5%	1%	2%
	Incentive trip	2%	1%	2%	6%	90%	10%		1%
	To golf	1%	2%	1%	1%		5%	3%	3%
	Travel shows/ agents	1%	1%	1%	1%			1%	1%
	Adventure	1%	0%	1%				1%	1%
	Shop Guam e-Festival	1%	2%	2%	2%			1%	1%
	Career certification/ testing	0%		1%	0%				1%
	Convention/ conference/ trade show/ meeting	0%	0%		0%	10%			0%
	School trip	0%		0%	1%				
	Government or military	0%		0%	0%				
	Medical	0%	0%						
	Total	1149	556	275	236	21	20	103	484

Prepared by Anthology Research

Q: What top three reasons motivated you to travel to Guam on this trip?
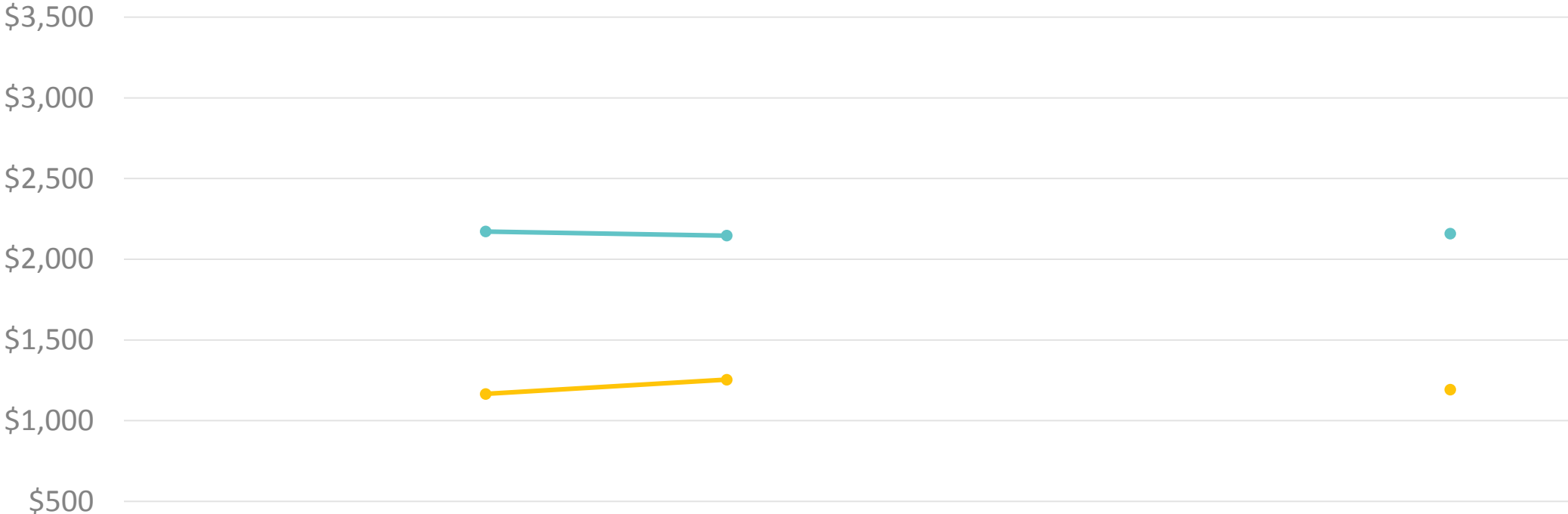
SECTION 3
EXPENDITURES

PREPAID PACKAGE EXPENDITURES

- $2,146.42 = overall mean average prepaid package expense (for entire travel party) by respondent

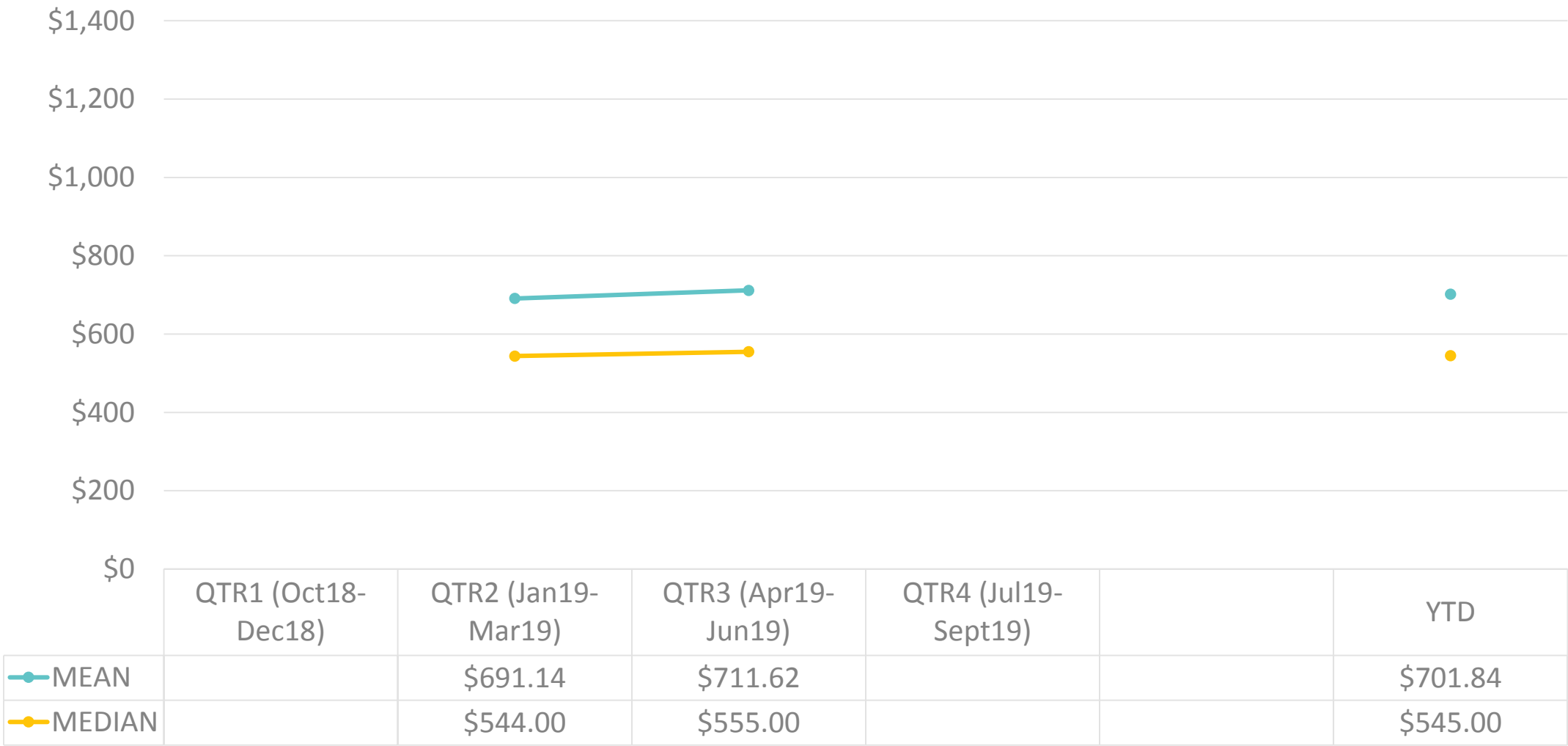- $711.62 = overall mean average **per person** prepaid package expenditures

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

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN		$2,172.48	$2,146.42			$2,158.84
MEDIAN		$1,166.00	$1,254.00			$1,193.00

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

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN		$691.14	$711.62			$701.84
MEDIAN		$544.00	$555.00			$545.00

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

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	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
PREPAID PKG PER PERSON	Mean	$711.62	$941.42	$697.03	$539.34	$252.33	$623.58	$818.75	$755.63
	Median	$555	$749	$478	$332	$32	$578	$694	$590

Prepared by Anthology Research

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

PREPAID PACKAGE – BREAKDOWN

Bar chart with values:
- Airfare: 94%
- Lodging: 90%
- Breakfast: 21%
- Tours/ Attractions: 18%
- Lunch/ Dinner: 9%
- Rental car: 1%

Q: What did the package trip include?
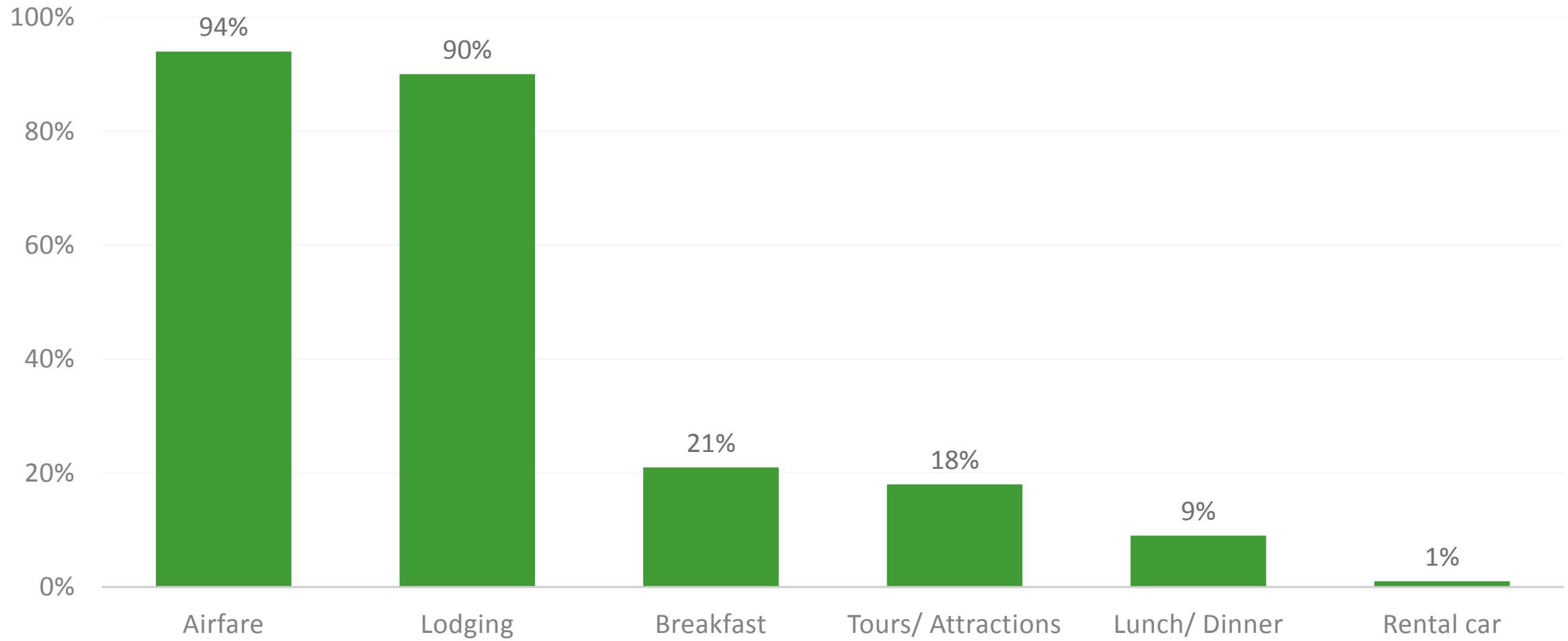
- $1,796.46 = overall mean average airfare expense (for entire travel party) by respondent

- $681.61 = overall mean average **per person** airfare expenditures
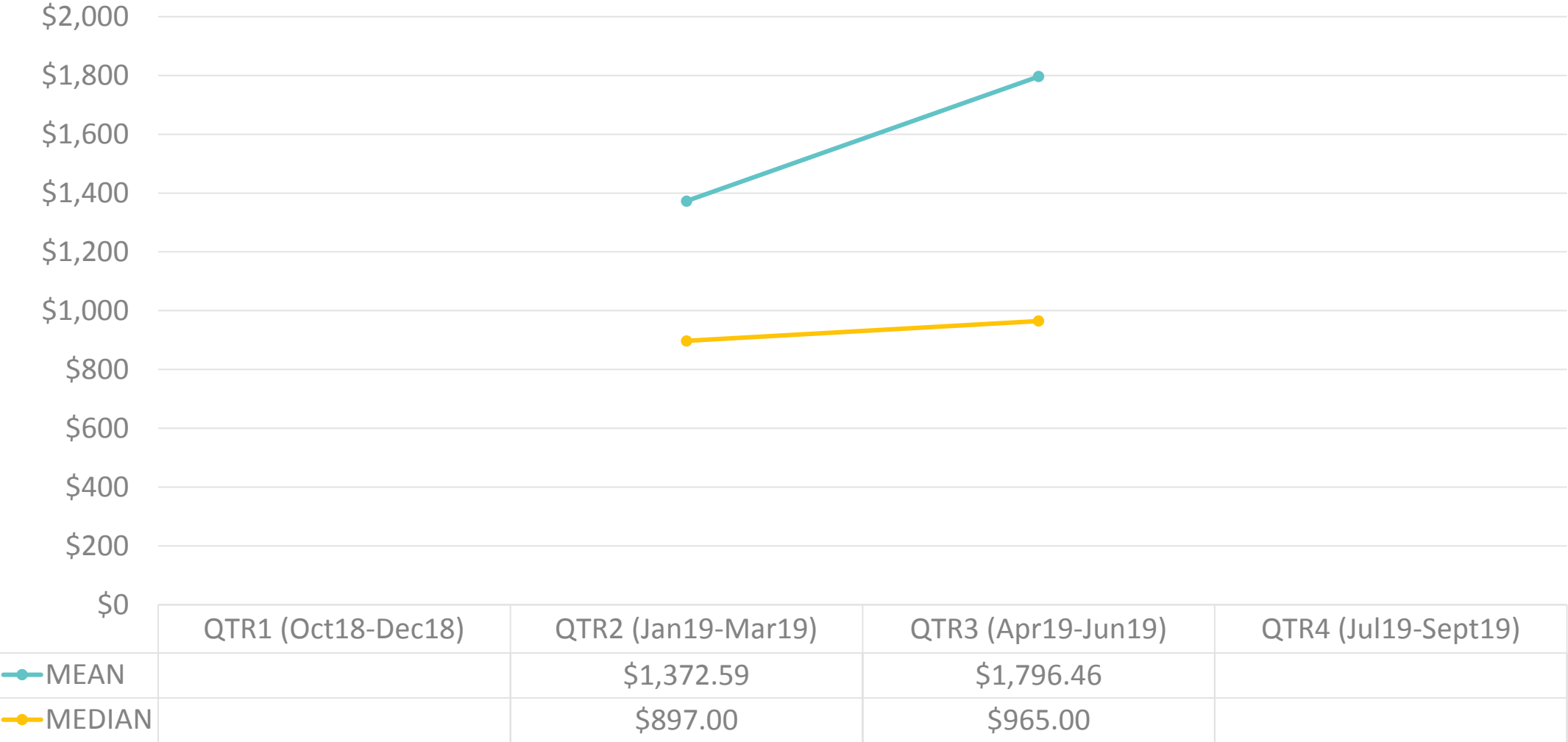
Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?

AIRFARE – FIT TRAVELER (Per Person) TRACKING
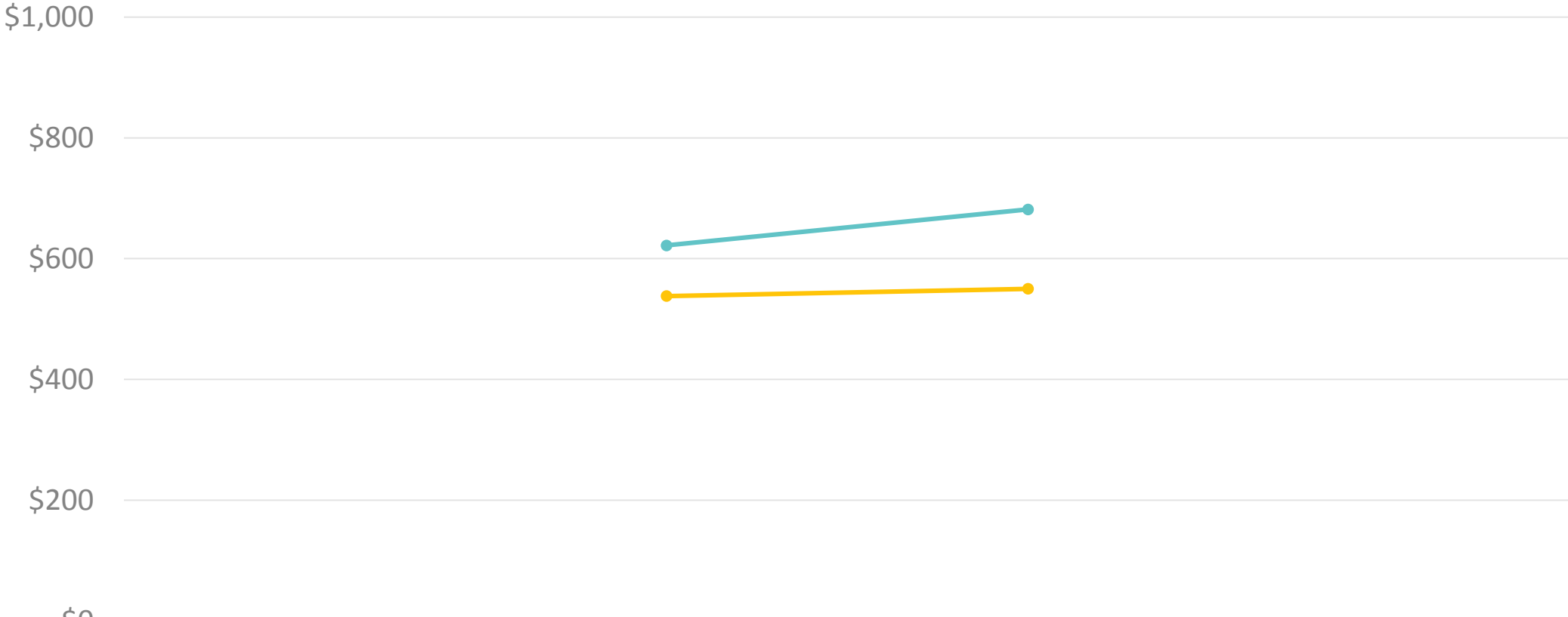
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		$621.91	$681.61	
MEDIAN		$538.00	$550.00	

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)?

- $1,320.08 = overall mean average expense (for entire travel party) by respondent

- $588.03 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING
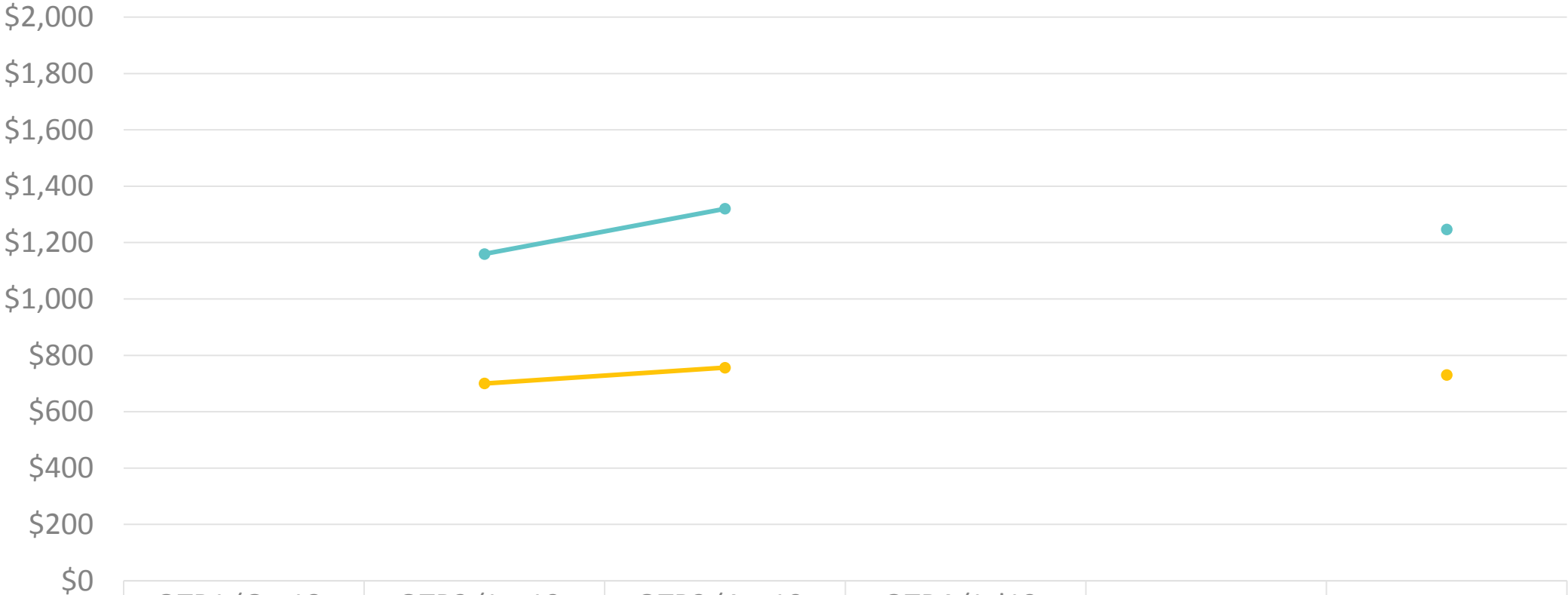
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
●—MEAN		$1,159.36	$1,320.08			$1,246.30
●—MEDIAN		$700.00	$756.00			$730.00

51

ONISLE – PER PERSON TRACKING
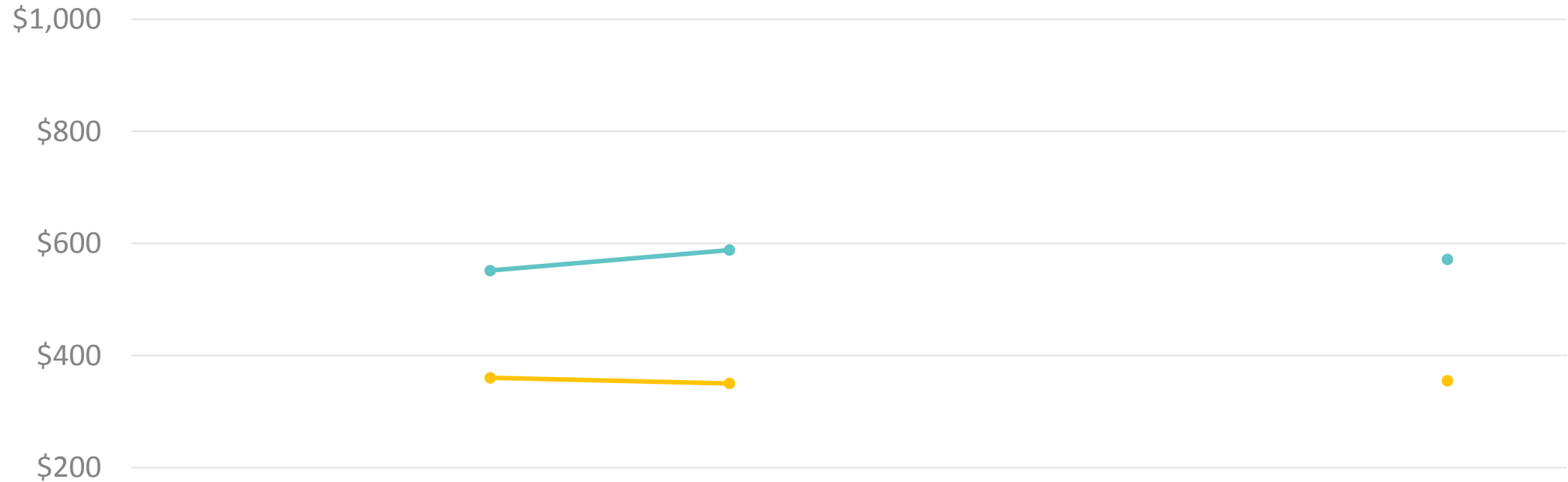
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN		$551.36	$588.03			$571.34
MEDIAN		$360.00	$350.00			$355.00
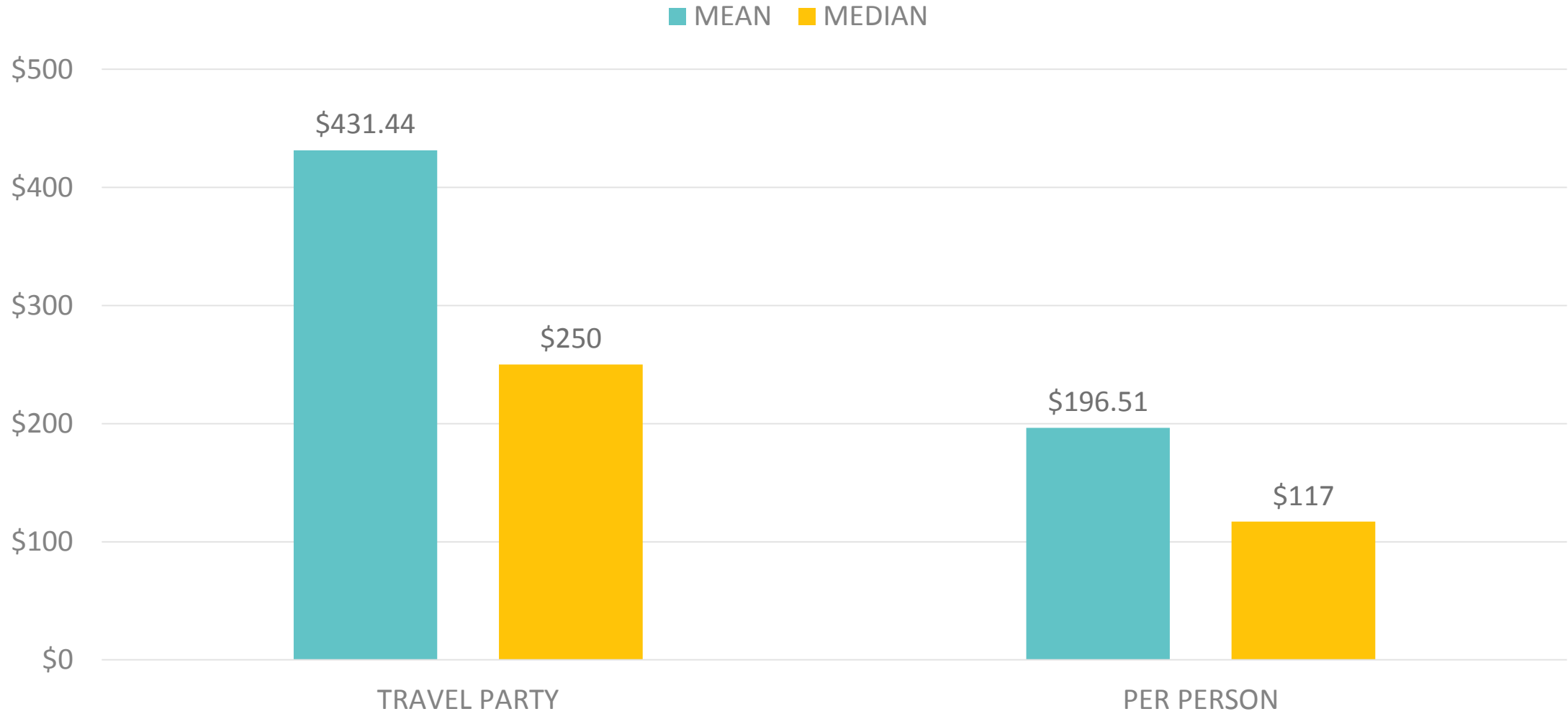
ONISLE – TRAVEL PARTY/ PER DAY TRACKING
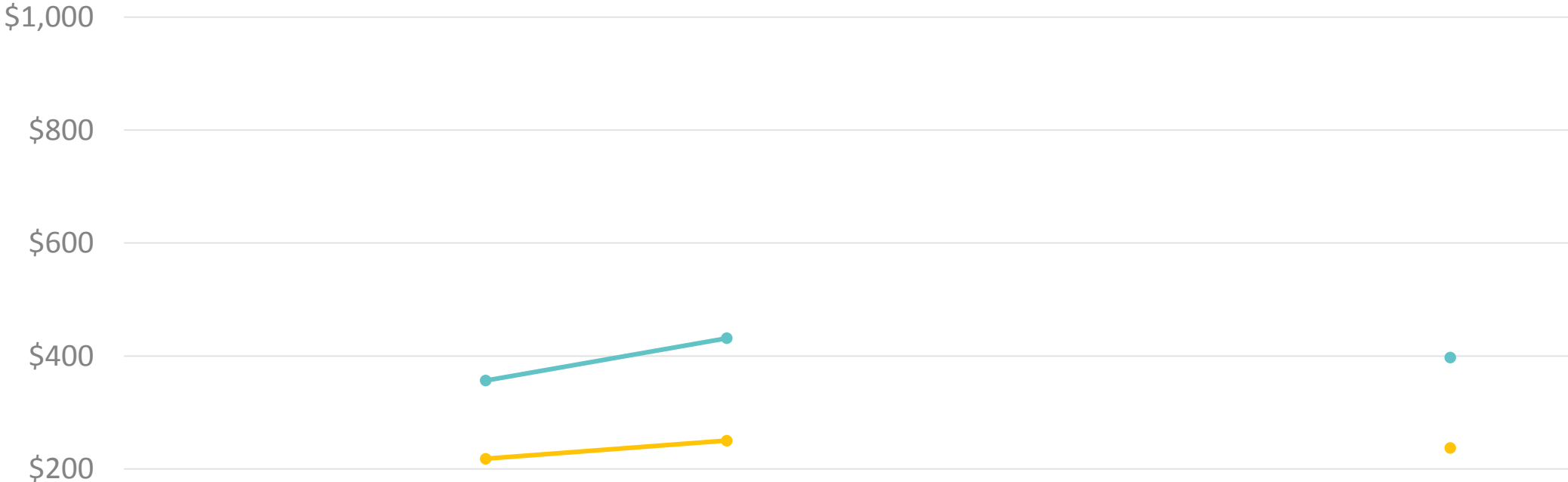
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN		$356.49	$431.44			$397.04
MEDIAN		$218.00	$250.00			$237.00

ONISLE – PER PERSON/ PER DAY TRACKING
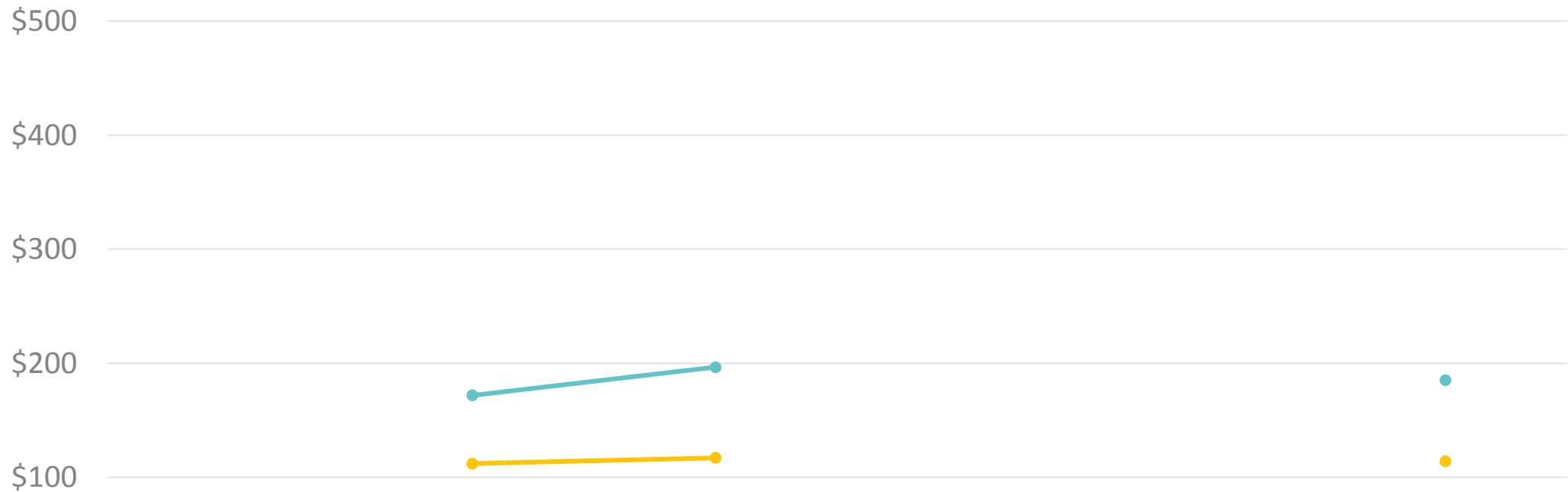
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN		$171.81	$196.51			$185.18
MEDIAN		$112.00	$117.00			$114.00

ONISLE – ACCOMMODATIONS

$700

$600 $601.01

$500

$400

$300

$200 $200.00

$100

$0

        MEAN   MEDIAN

Q: How much additional did you and your family spend on Guam – Lodging?
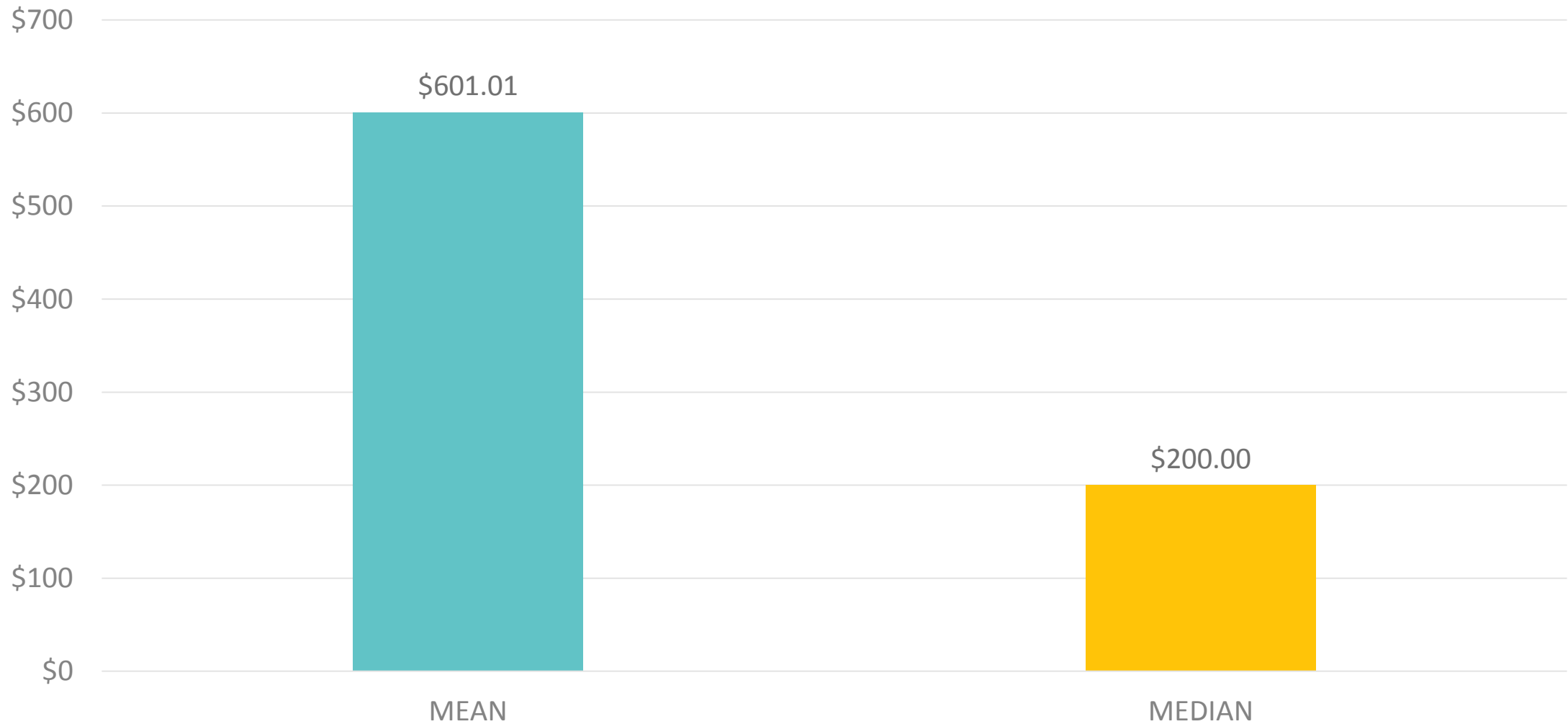
ONISLE – ACCOMMODATIONS TRACKING
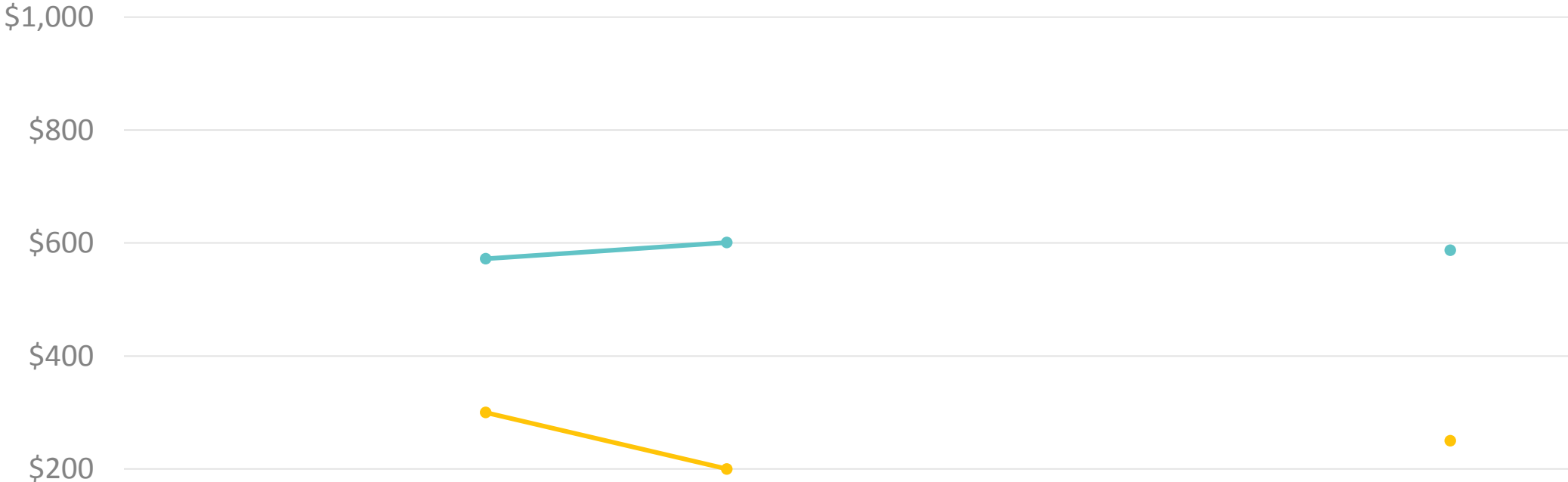
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN		$572.23	$601.01			$587.32
MEDIAN		$300.00	$200.00			$250.00

Q: How much additional did you and your family spend on Guam – Lodging?

ONISLE – FOOD & BEVERAGE

Legend: ■ MEAN ■ MEDIAN

	MEAN	MEDIAN
TOTAL	$337.82	$200
Restaurants/ Bars	$256.12	$150
Groceries/ Snacks	$63.89	$0
Other	$17.81	$0

Q: How much additional did you and your family spend on Guam – Food & Beverage?

ONISLE – TOTAL FOOD & BEVERAGE TRACKING
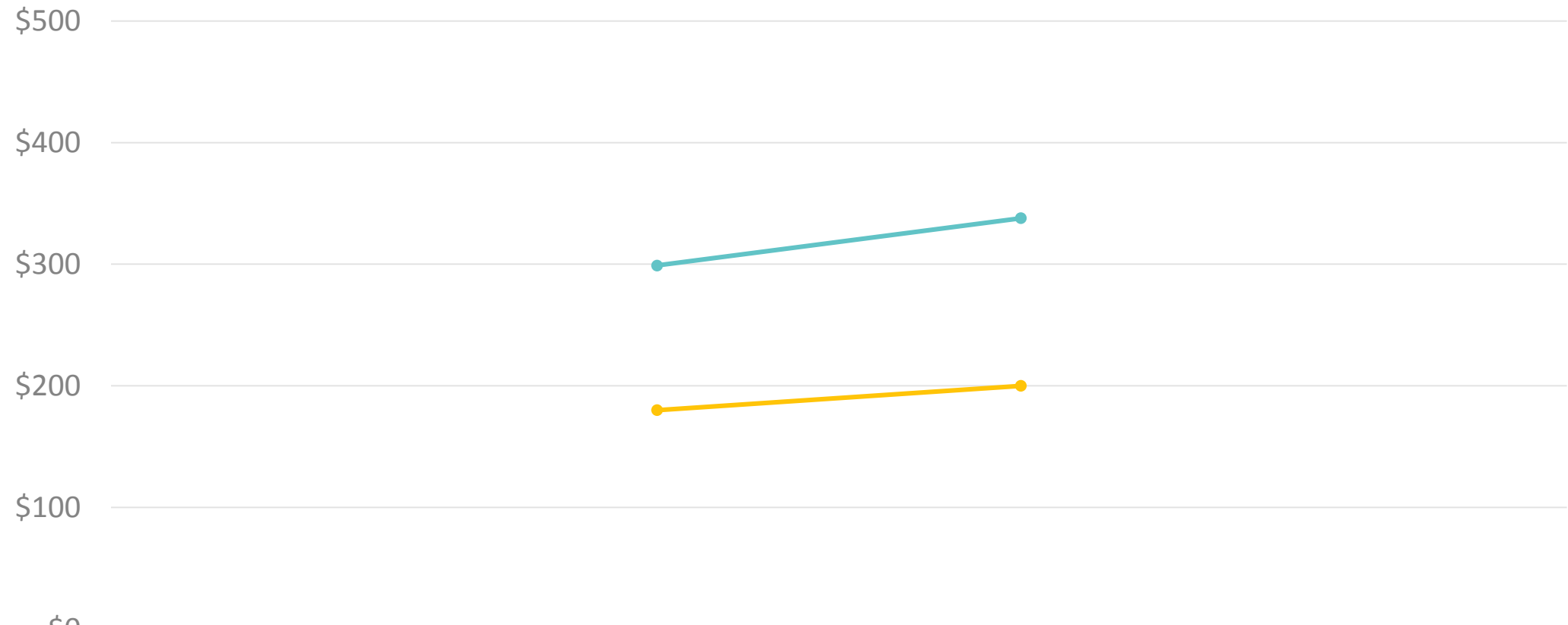
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		$298.90	$337.82	
MEDIAN		$180.00	$200.00	

Q: How much additional did you and your family spend on Guam – Food & Beverage?

ONISLE – ENTERAINMENT & RECREATION

■ MEAN   ■ MEDIAN

	TOTAL	Attractions & Entertainment	Recreation & Sports	Other Activities/ Tours
MEAN	$129.98	$63.55	$39.51	$26.82
MEDIAN	$0	$0	$0	$0

60   *Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?*
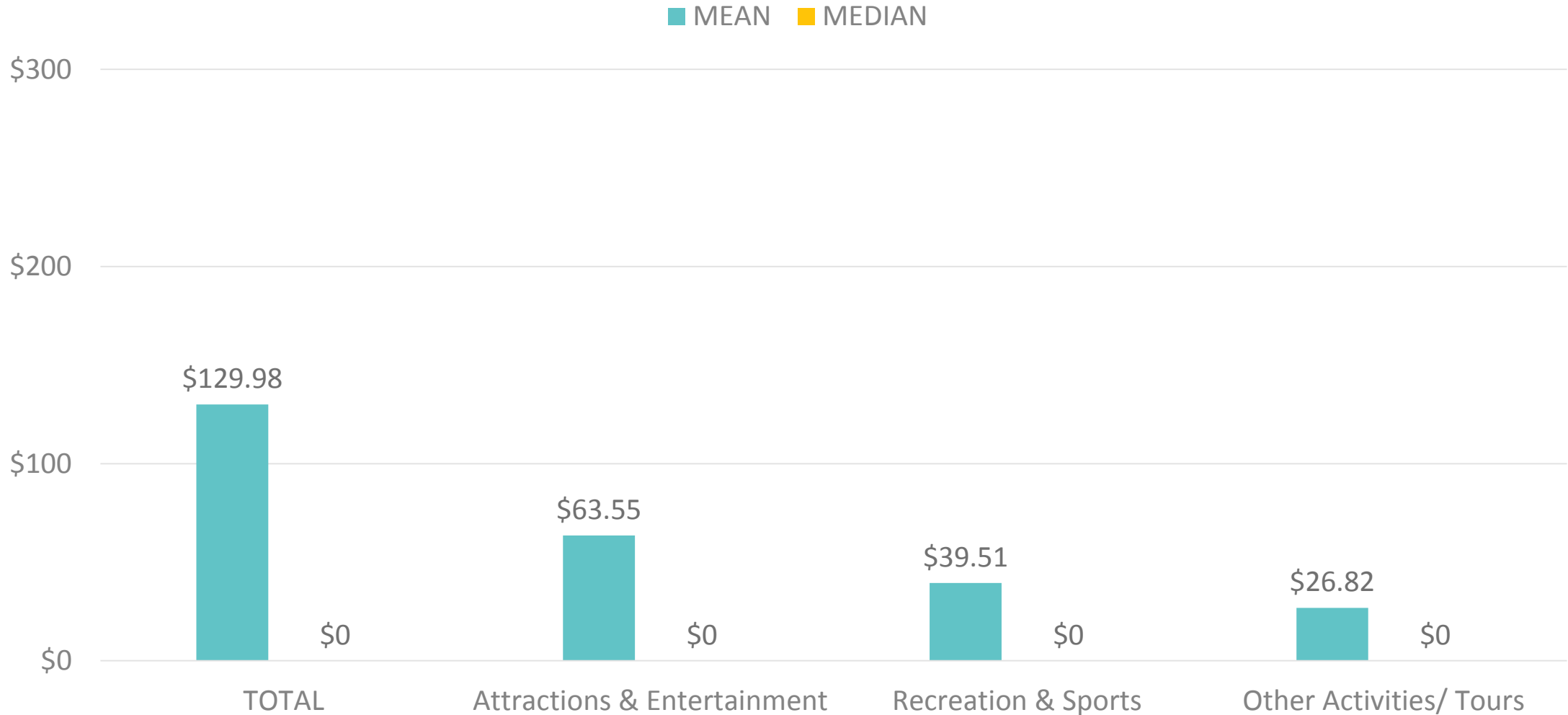
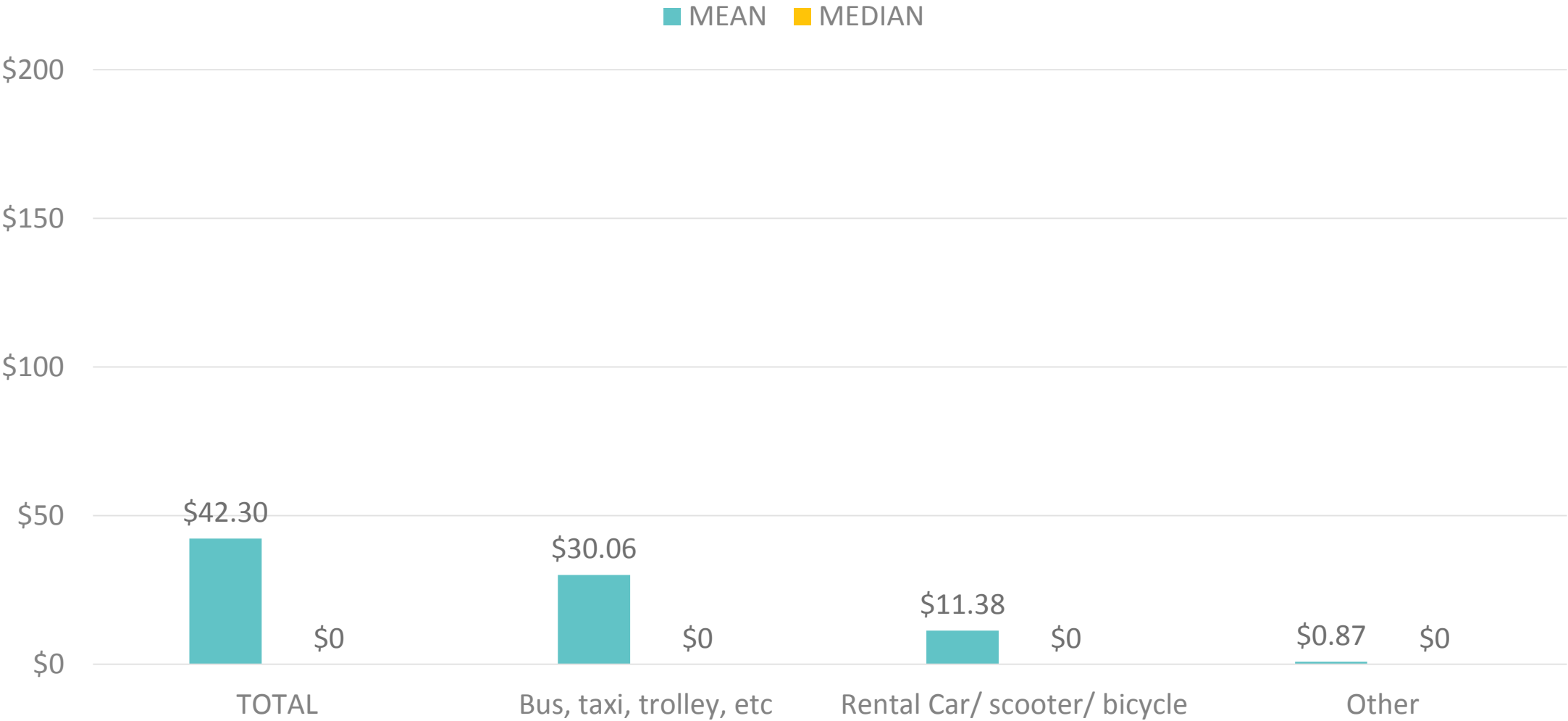# ONISLE – TOTAL ENTERAINMENT & RECREATION TRACKING
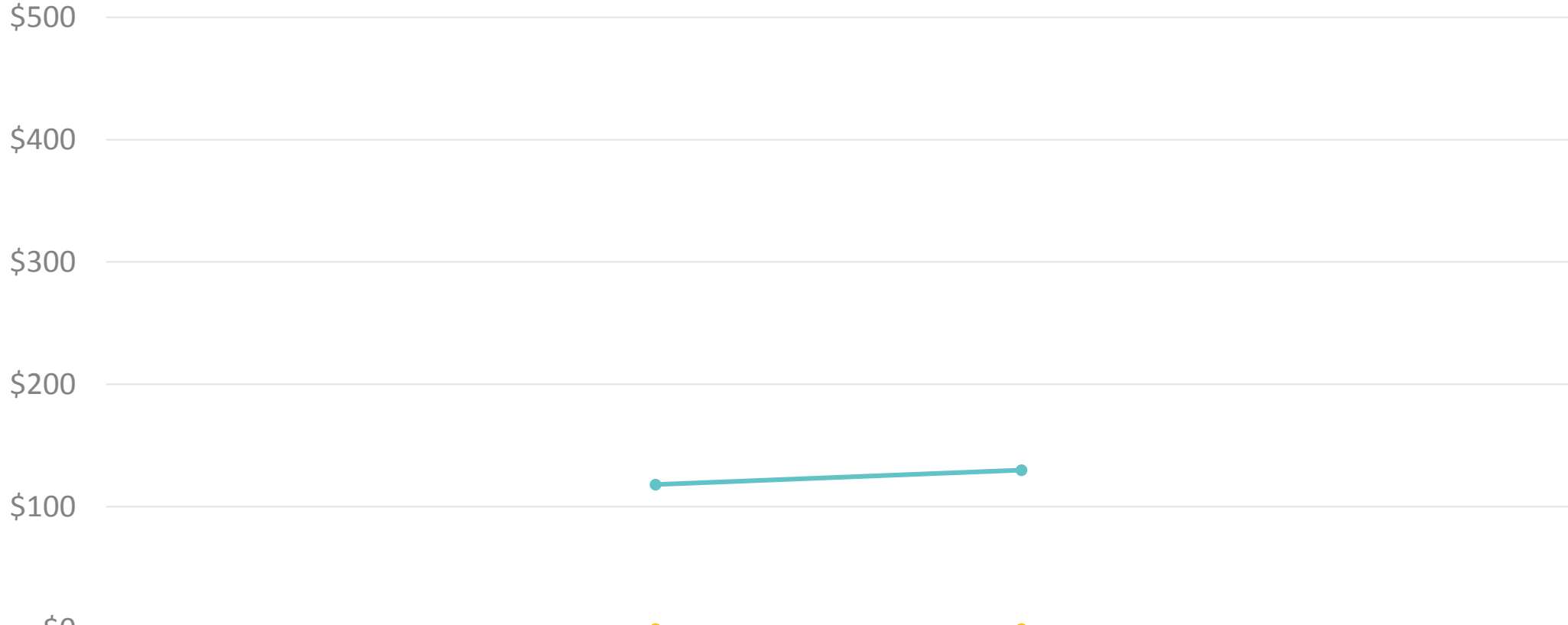
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		$118.06	$129.88	
MEDIAN		$0.00	$0.00	

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?

ONISLE – TRANSPORTATION

■ MEAN   ■ MEDIAN

	TOTAL	Bus, taxi, trolley, etc	Rental Car/ scooter/ bicycle	Other
MEAN	$42.30	$30.06	$11.38	$0.87
MEDIAN	$0	$0	$0	$0

62

Q: How much additional did you and your family spend on Guam – Transportation?

ONISLE – TOTAL TRANSPORTATION TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
●━ MEAN		$37.43	$42.30	
●━ MEDIAN		$0.00	$0.00	

Q: How much additional did you and your family spend on Guam – Transportation?

ONISLE – SHOPPING

Legend: ■ MEAN ■ MEDIAN

Category	MEAN	MEDIAN
TOTAL	$426.54	$180
Fashion & Clothing	$151.74	$0
Souvenirs	$106.47	$4
Accessories	$82.51	$0
Cosmetics/ perfume	$28.84	$0
Jewelry/ watches	$25.91	$0
Food - take home	$16.96	$0
Other	$14.12	$0

Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – TOTAL SHOPPING TRACKING
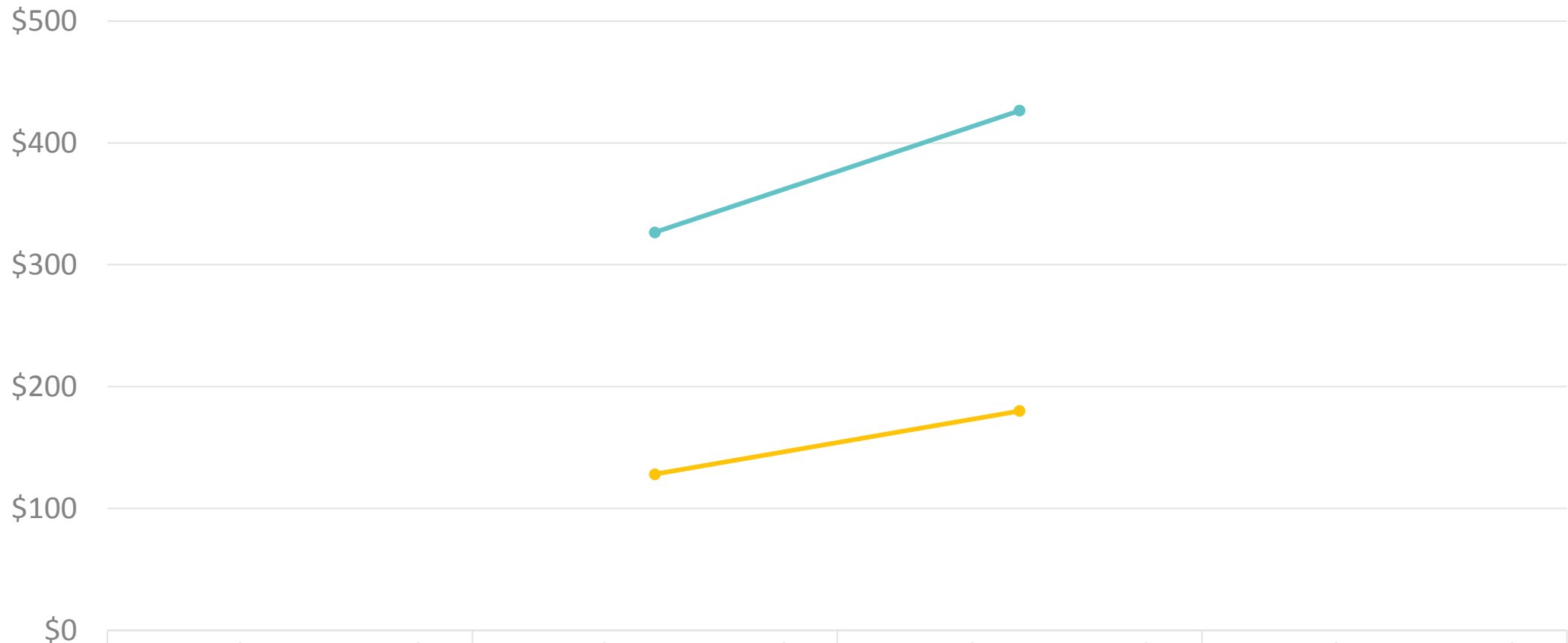
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
●— MEAN		$326.57	$426.54	
●— MEDIAN		$128.00	$180.00	

Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – MISCELLANEOUS TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
●— MEAN		$5.61	$5.87	
●— MEDIAN		$0.00	$0.00	

67   *Q: How much additional did you and your family spend on Guam – Other spending?*
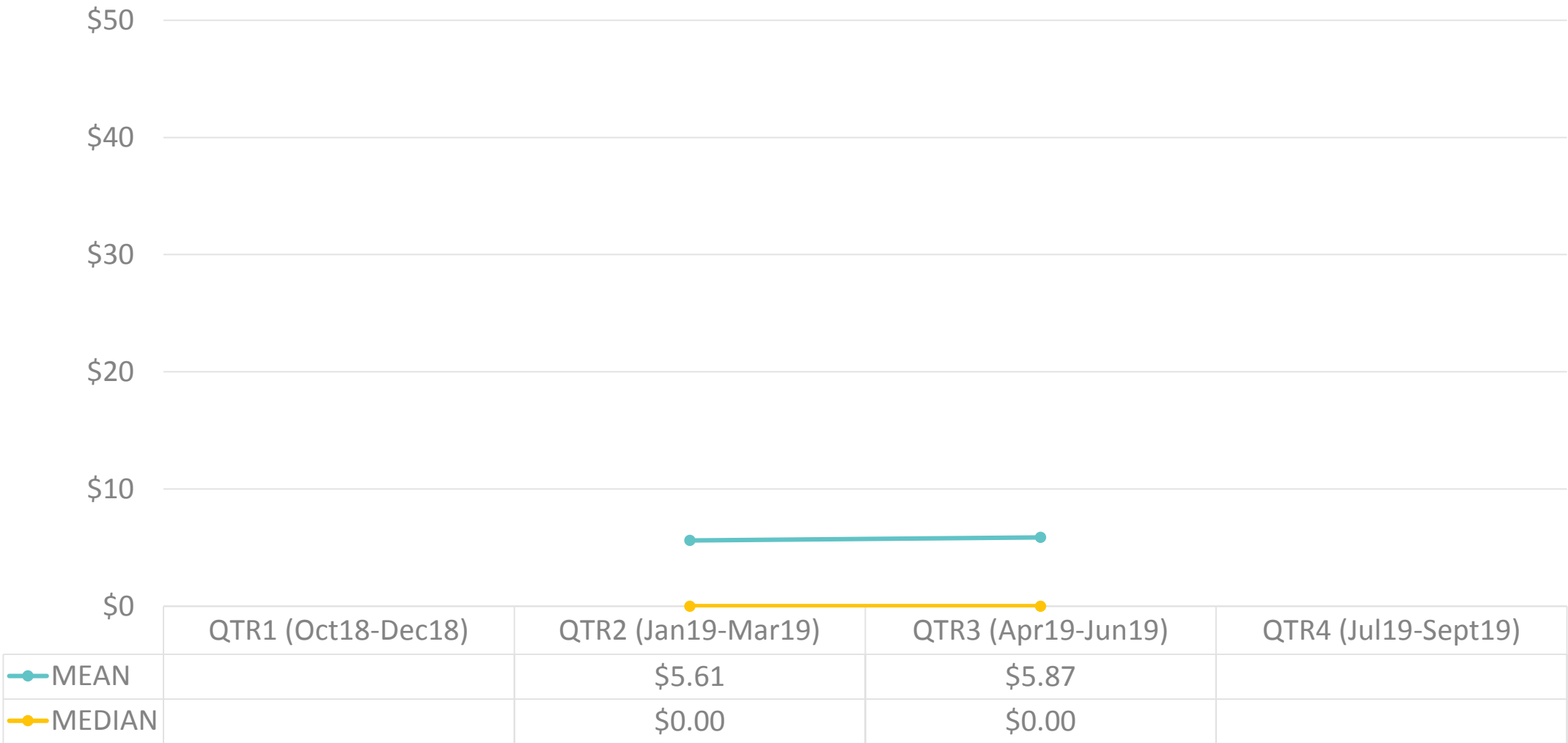
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,288.95 = Mean average per person

- $1,034.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING
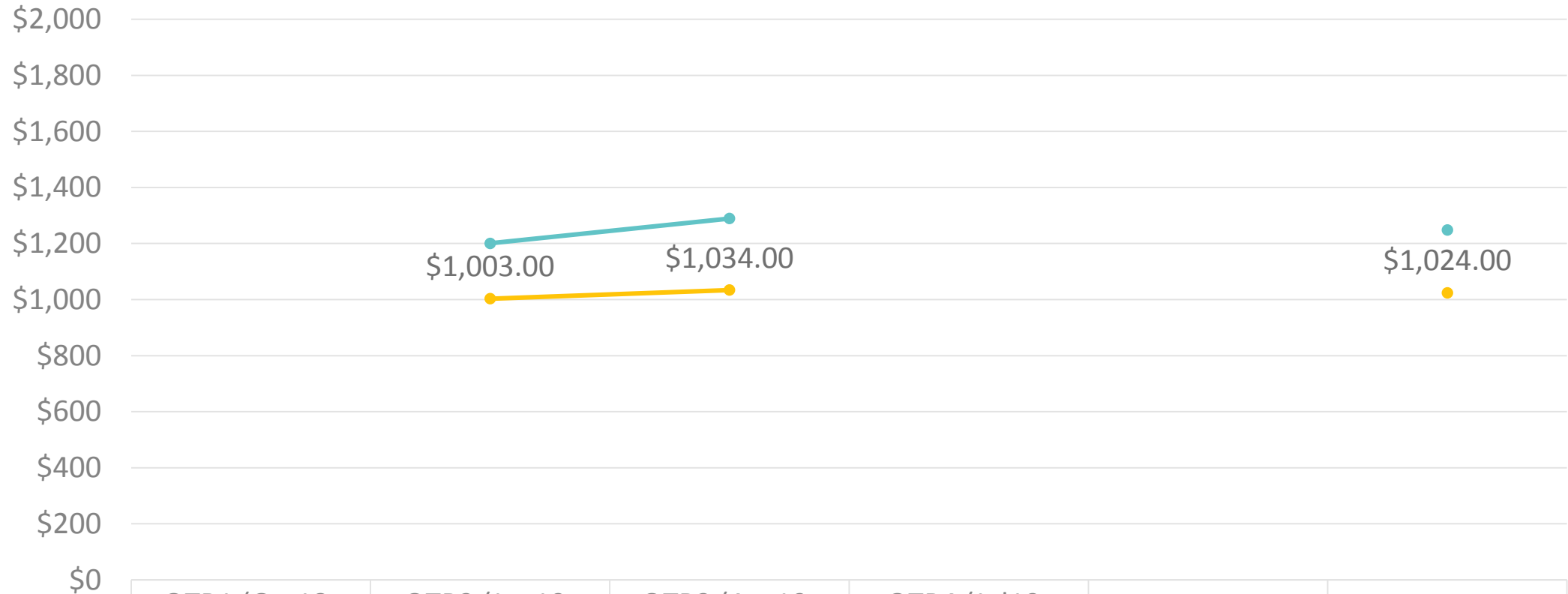
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)		YTD
MEAN		$1,200.63	$1,288.95			$1,248.41
MEDIAN		$1,003.00	$1,034.00			$1,024.00

Chart data labels: $1,003.00 $1,034.00 $1,024.00

ONISLE EXPENDITURE + PREPAID

GUAM AIRPORT EXPENDITURE TRACKING

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		$73.57	$115.76	
MEDIAN		$10.00	$10.00	

Q: How much in total did you spend on your purchases at the airport for shopping, dining, etc?
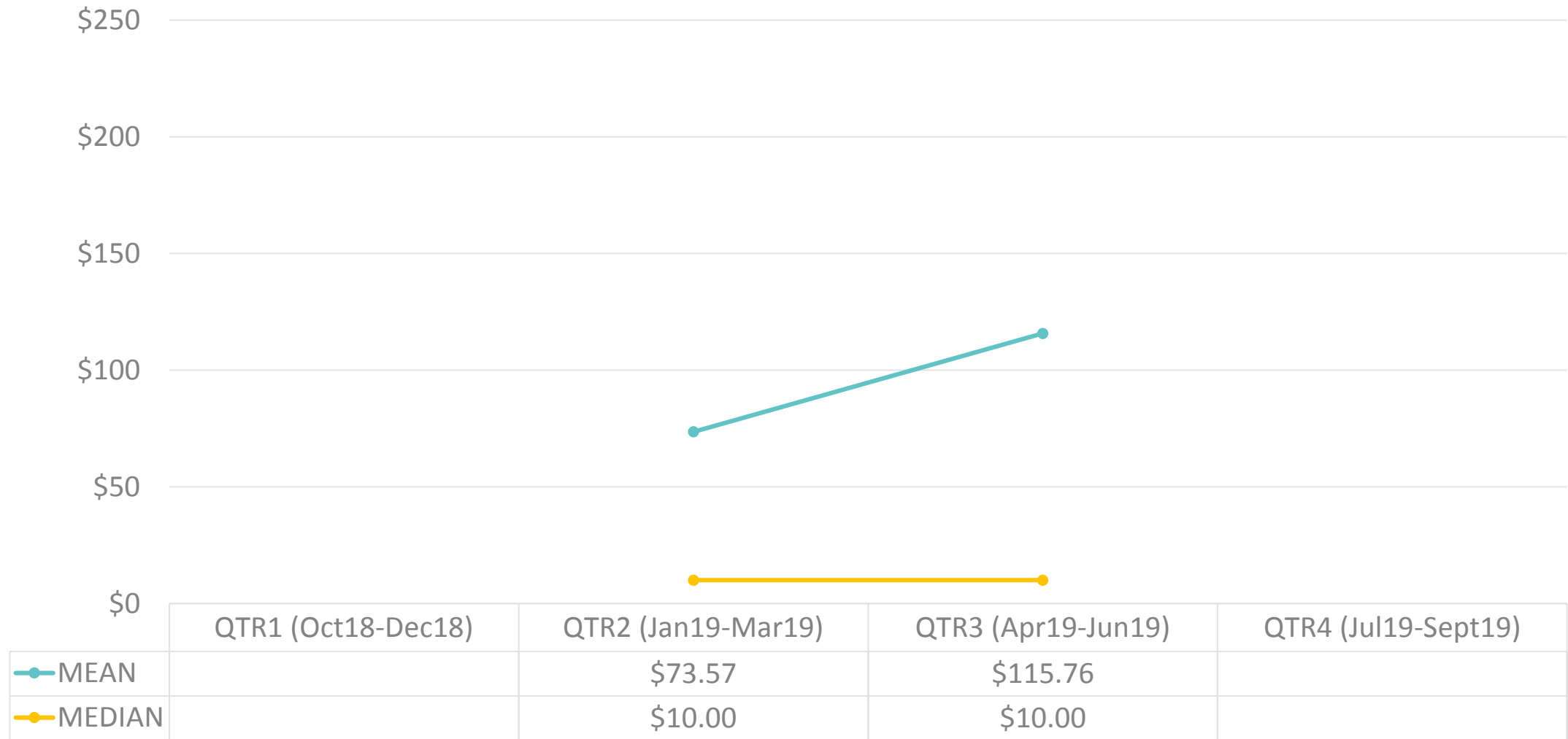
SECTION 4
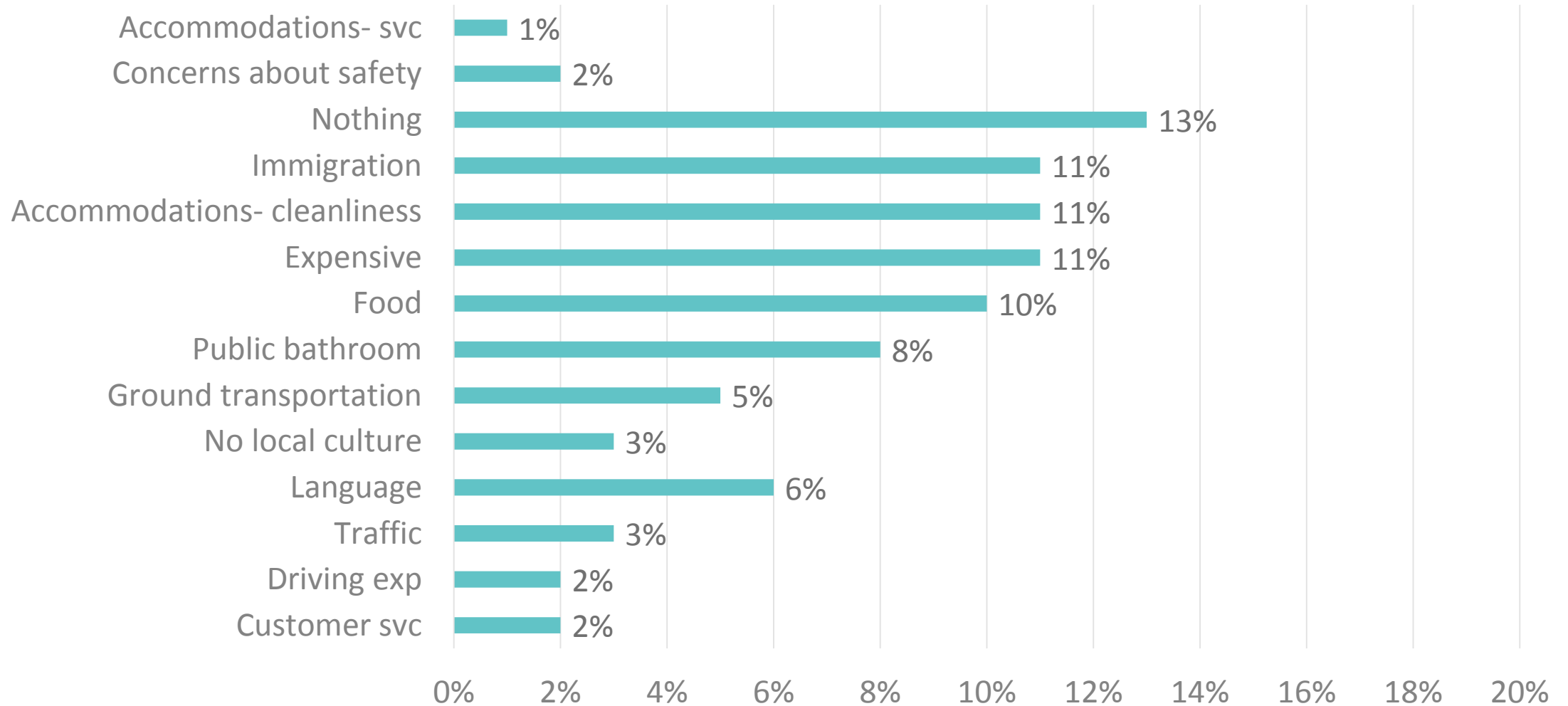# VISITOR SATISFACTION

OVERALL SATISFACTION – 7PT SCALE

Very Satisfied (Top Box)   MEAN (7pt Scale)

Q: Overall, how satisfied are you with your experience while on Guam?
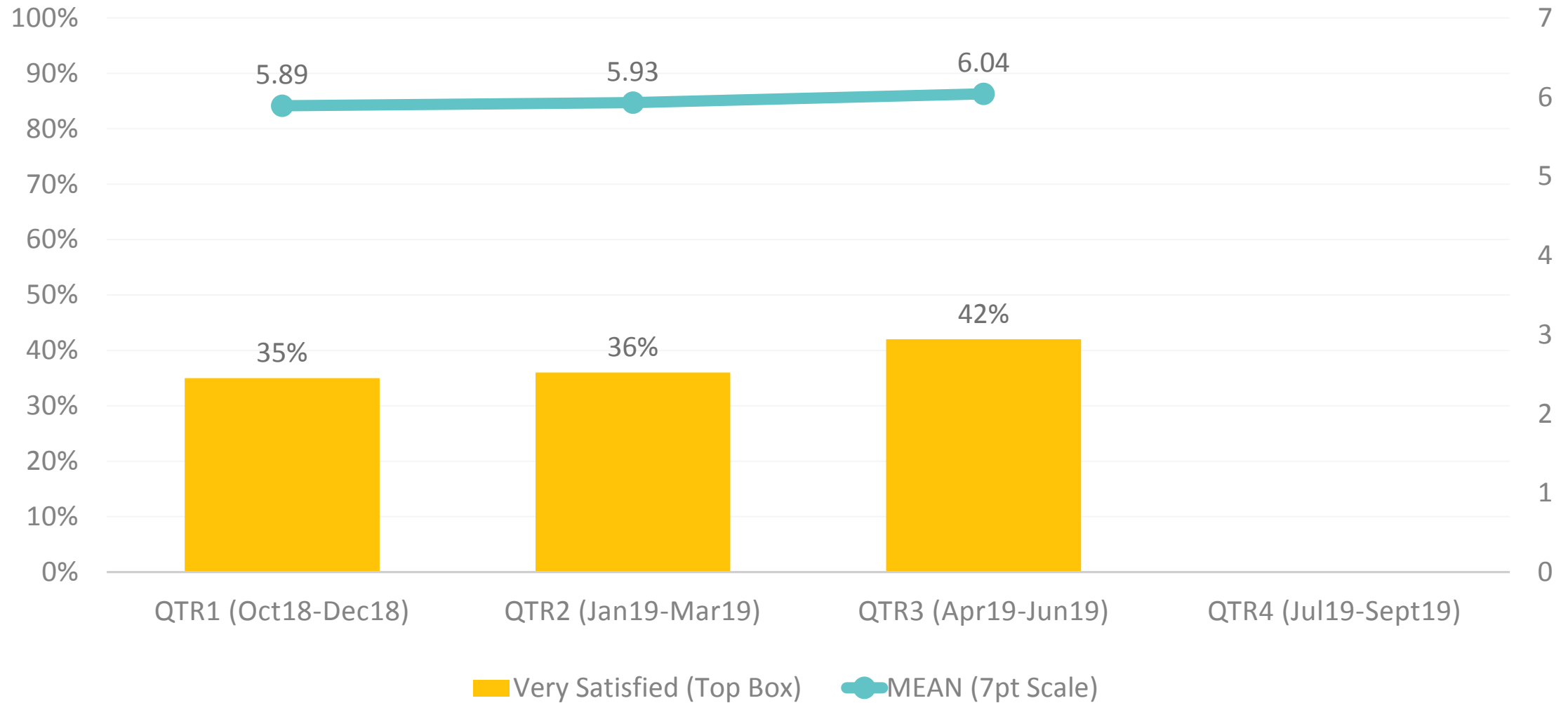
OVERALL SATISFACTION – 10PT SCALE

Q: Overall, how satisfied are you with your experience while on Guam?

73

SWOT – POSITIVE ASPECT OF TRIP

Category	Percentage
Beach/ ocean	44%
Shopping	11%
Activities- variety	10%
Natural beauty	7%
Event- fam/friend	5%
Weather	4%
Local culture	3%
Customer Svc/ friendly	3%
Hotel/ Accommodations	3%
Sightseeing	2%
Food	2%

Q: Please tell us about one detail that made your trip to Guam excellent?
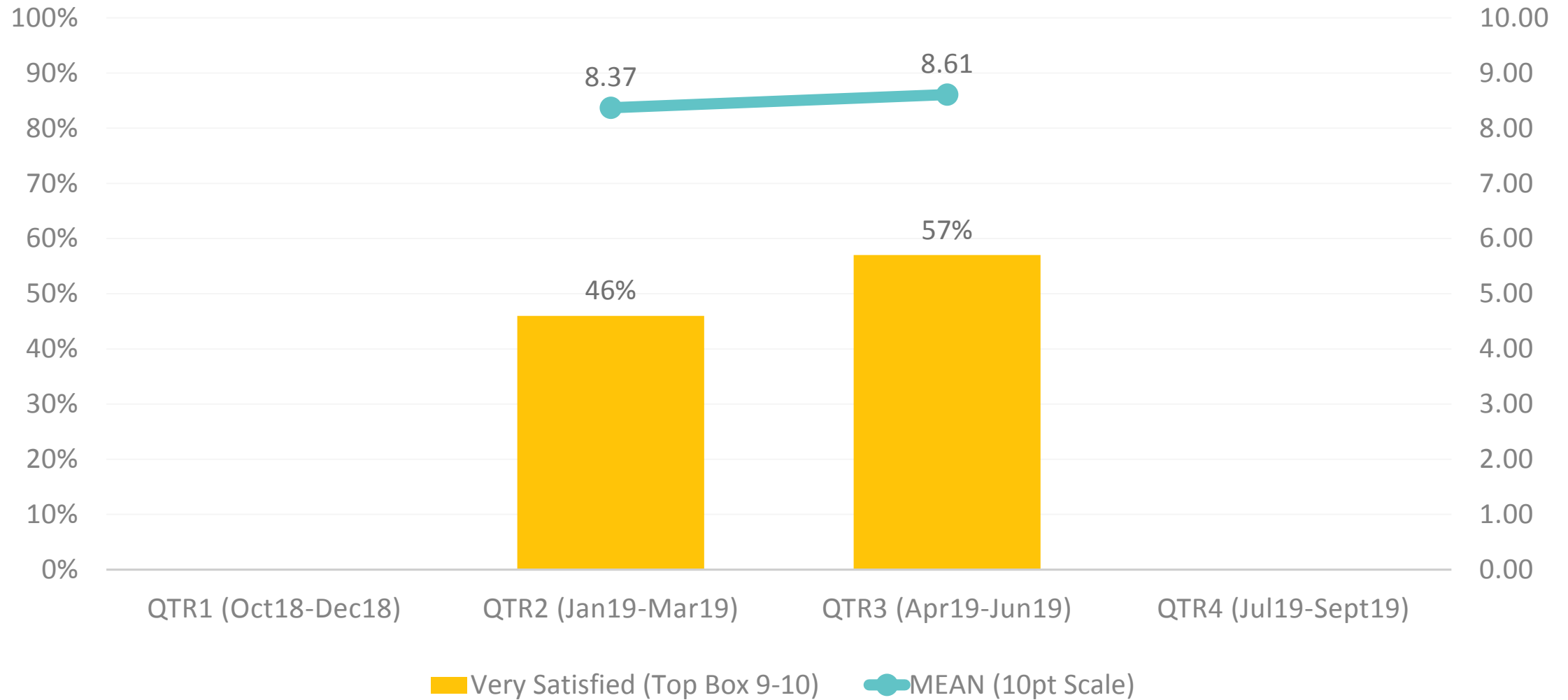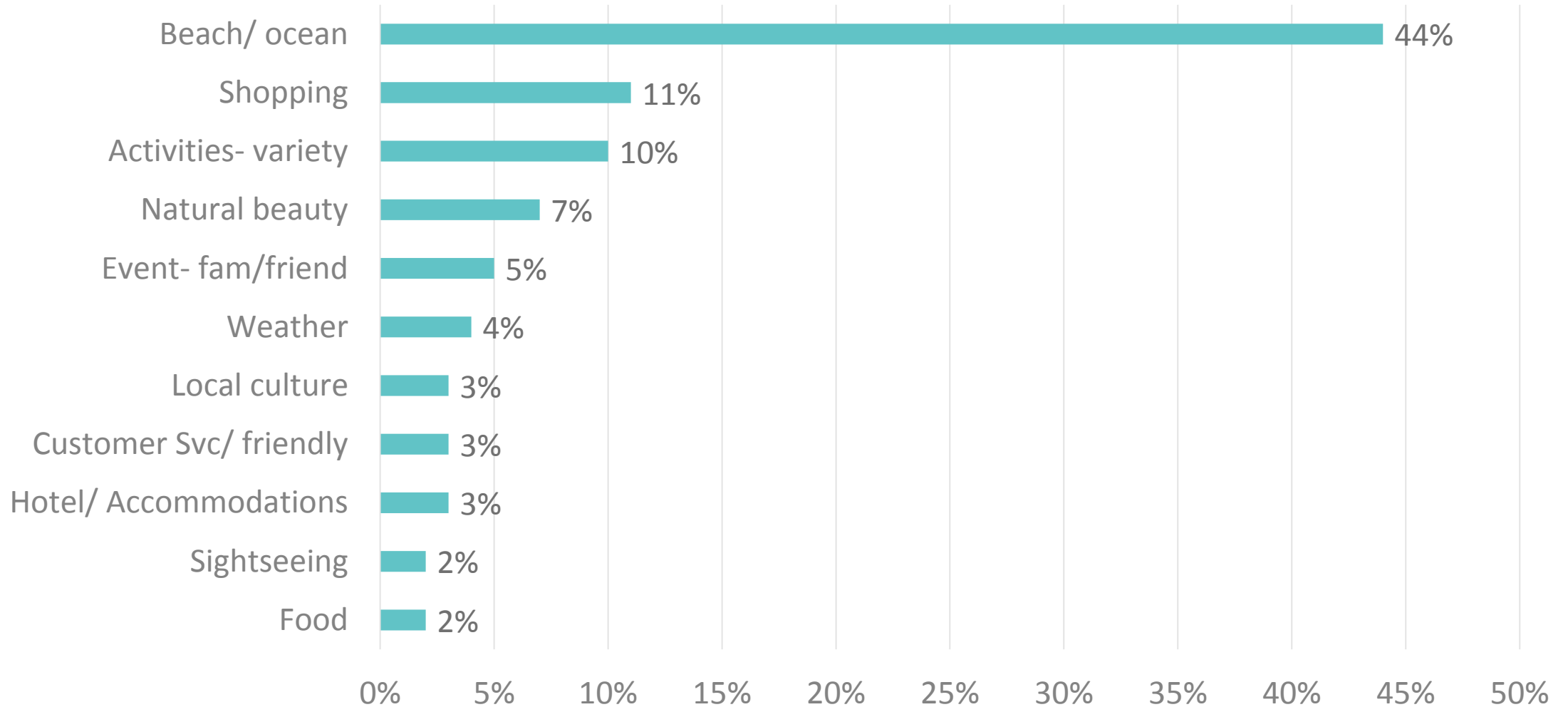
SWOT – NEGATIVE ASPECT OF TRIP

Category	Percentage
Accommodations- svc	1%
Concerns about safety	2%
Nothing	13%
Immigration	11%
Accommodations- cleanliness	11%
Expensive	11%
Food	10%
Public bathroom	8%
Ground transportation	5%
No local culture	3%
Language	6%
Traffic	3%
Driving exp	2%
Customer svc	2%

Q: Please tell us about one detail that made your trip to Guam excellent?

SATISFACTION – ENTERTAINMENT

Very Satisfied (Top Box 9-10)   MEAN

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SHOPPING

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – DINING

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – BEACHES

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – PARKS

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – ROADS

Q: Please rate your satisfaction with the following aspects of your trip to Guam?

SATISFACTION – SIGHTSEEING AREAS

Q: Please rate your satisfaction with the following aspects of your trip to Guam?
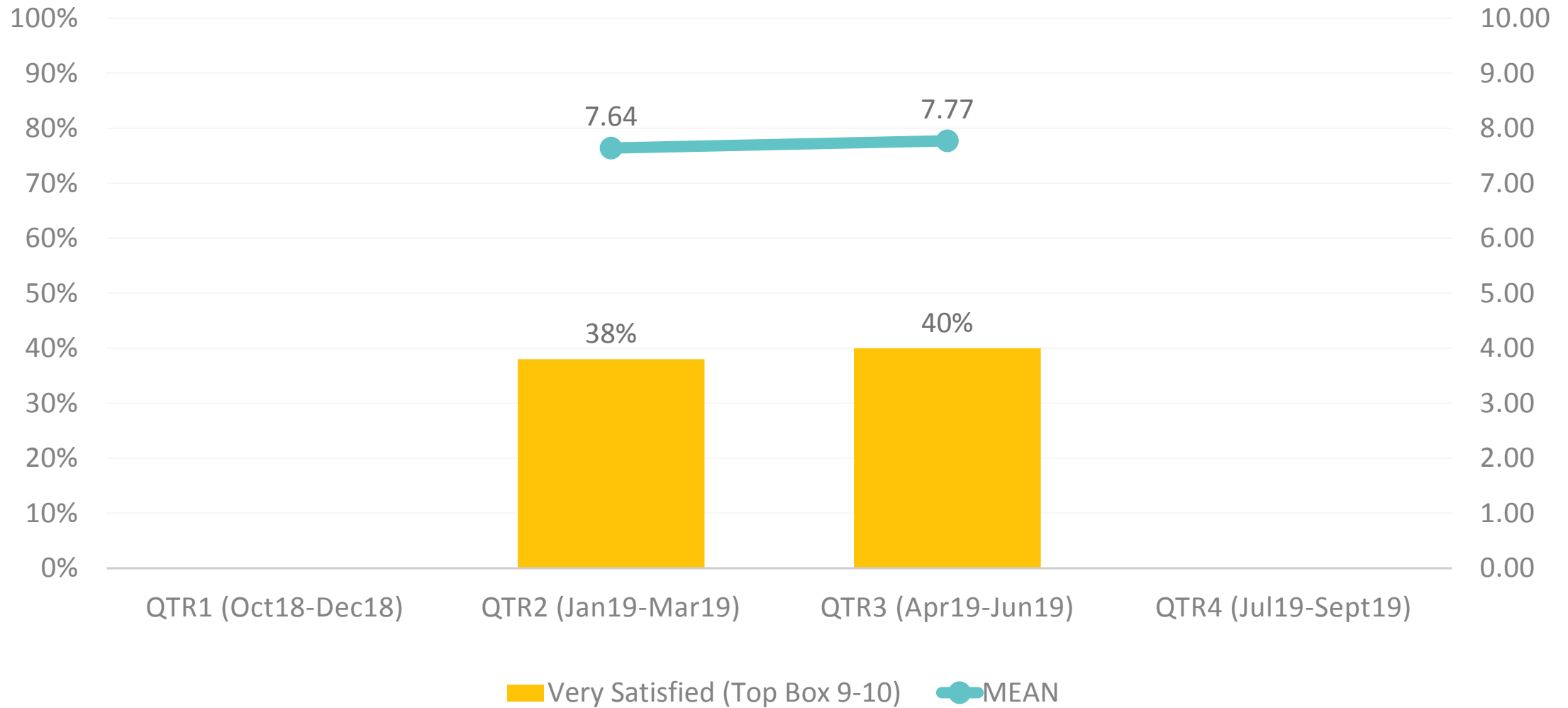
SATISFACTION – SAFETY & SECURITY

Q: Please rate your satisfaction with the following aspects of your trip to Guam?
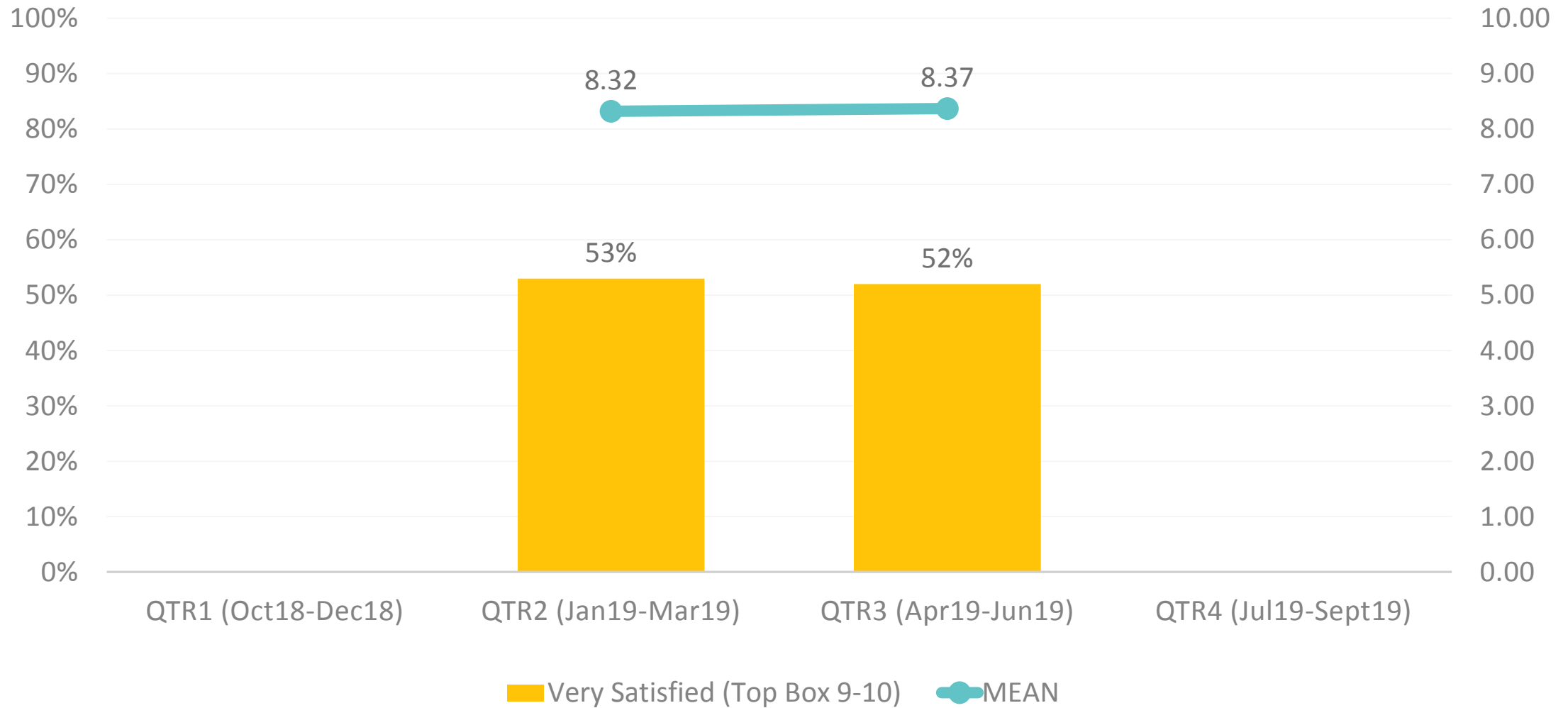
SATISFACTION – ACCOMMODATIONS

Q: Overall, how would you rate your lodging/ hotel accommodations?

BRAND ADVOCACY

Q: How likely are you to recommend Guam to your family and friends?

BRAND LOYALTY

Chart data:

	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Ext Likely (Top Box 9-10)		27%	32%	
MEAN		6.43	6.77	

Legend: Ext Likely (Top Box 9-10) — MEAN

Q: How likely are you to return to visit Guam in the next three years?

TRIP EXPECTATIONS

Guam did not meet my expectations
2%

Guam exceeded my expectations
46%

Guam met my expectations
52%

Q: Would you say this trip to Guam...?

TRIP EXPECTATIONS – TRACKING
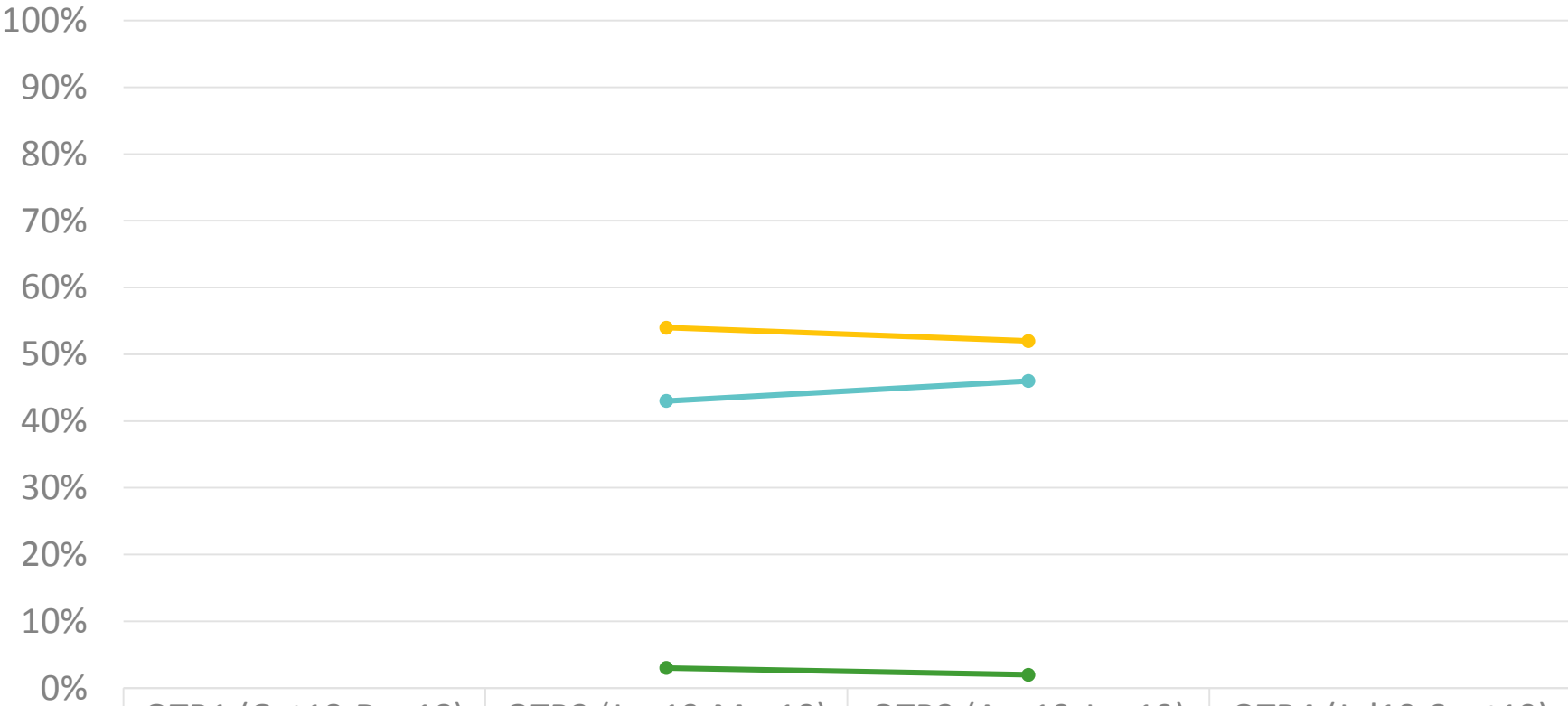
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Exceeded expectations		43%	46%	
Met expectations		54%	52%	
Did not meet expectations		3%	2%	

Q: Would you say this trip to Guam…?
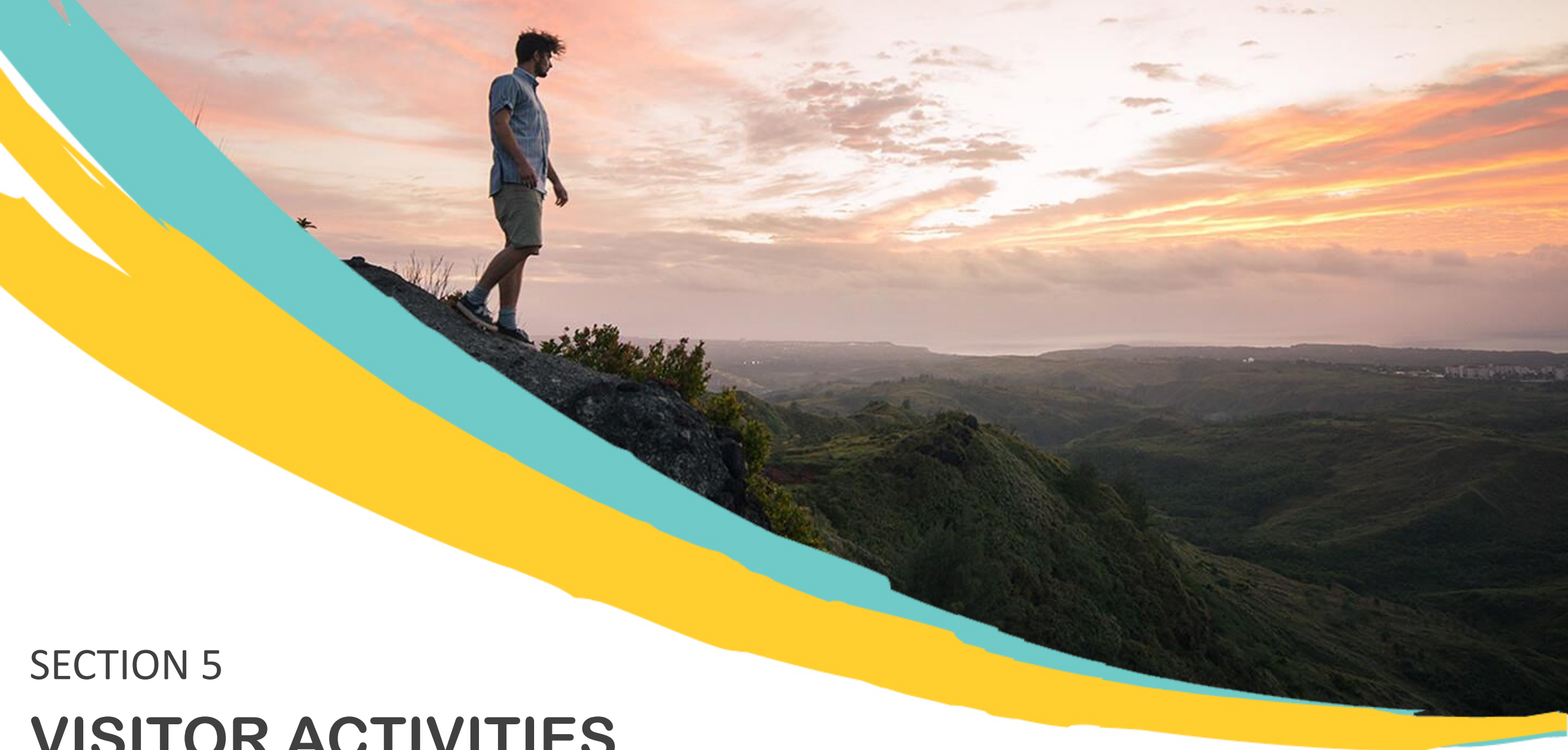
SECTION 5
VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

Penetration by shopping area:
- ABC Stores: 95%
- DFS: 68%
- The Plaza: 60%
- K-Mart: 59%
- JP Store: 56%
- Micronesian Mall: 53%
- Premier Outlets: 51%
- Ross: 29%
- Tumon Sands: 26%
- Macys: 24%
- Agana SC: 12%
- Acanta Mall: 7%
- Pacific Place: 5%

90

Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip
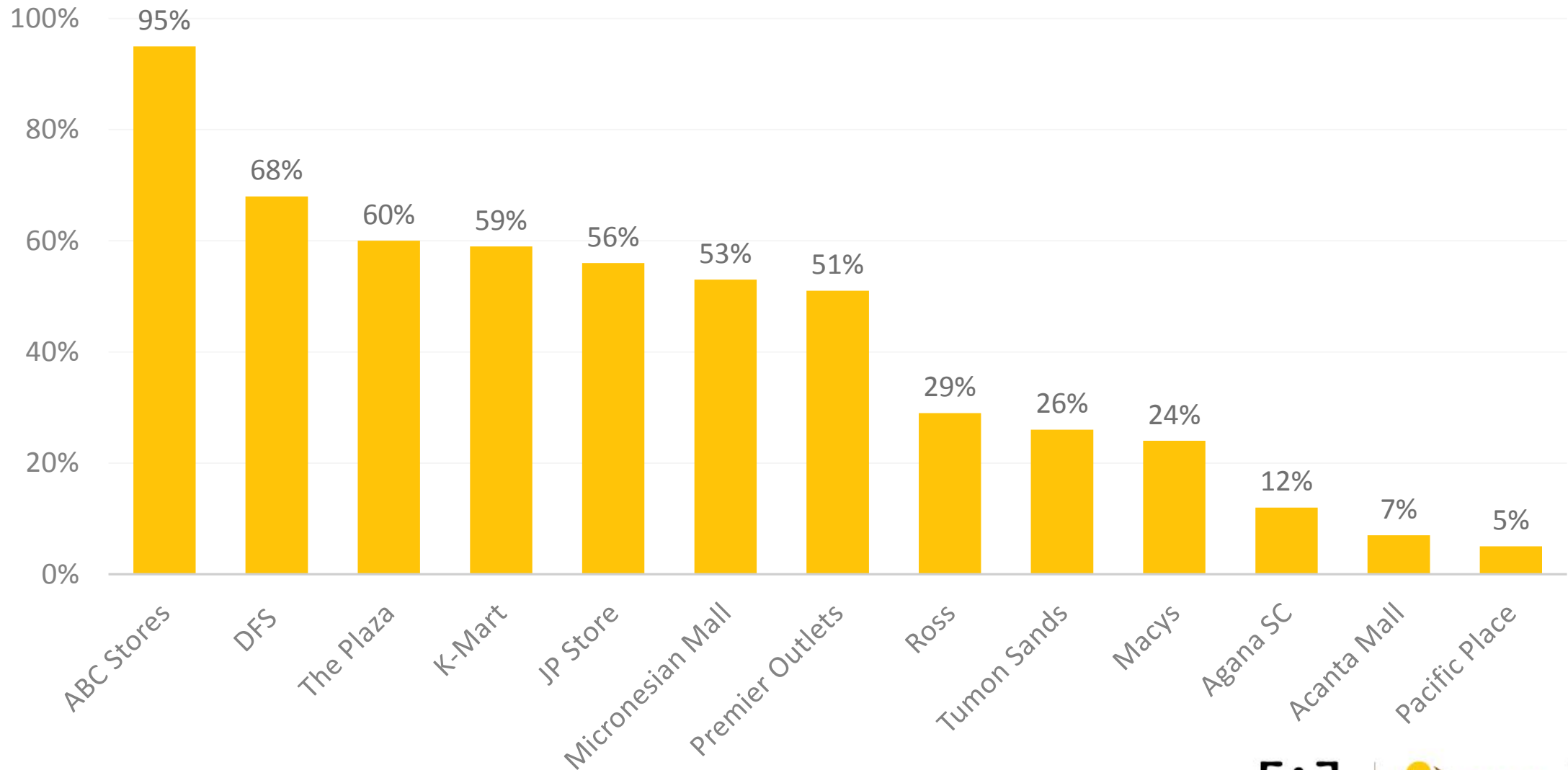
ACTIVITIES – SIGHTSEEING

Boat tours/ dolphin watch: 17%
Island sightseeing tour: 10%
Scenic views/ natural landmarks: 9%
Self-guided/ drove around: 6%
Helicopter ride: 1%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – RECREATION

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – SPORTS

Bar chart showing activity participation percentages:
- Snorkeling: 28%
- Parasailing: 14%
- Jet ski: 9%
- Kayaking/ canoe: 9%
- Scuba diving: 7%
- Gun shooting: 7%
- Golfing: 3%
- Paddle board/ surfing: 2%
- Skydiving: 1%
- Sporting event/ tournament: 1%
- Fishing charter: 1%

Q: During this trip to Guam, which of the following activities did you participate in?

ACTIVITIES – HISTORY, CULTURE, ARTS

Bar chart:
- Chamorro cuisine: 21%
- Chamorro night market: 10%
- Historic military site: 10%
- Archeology site visit: 9%
- Chamorro culture: 5%
- Local night market: 5%
- Village festival: 1%

Q: During this trip to Guam, which of the following activities did you participate in?
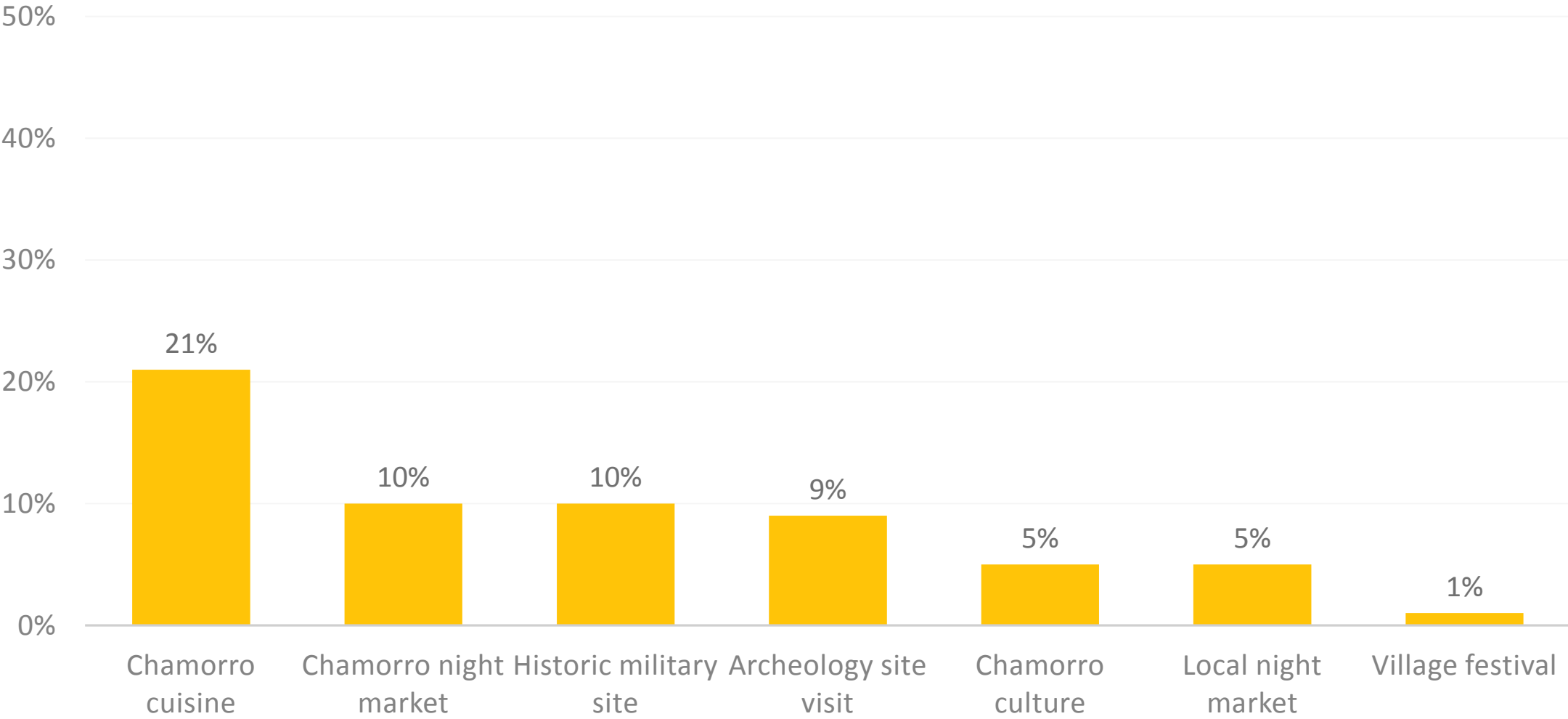
ACTIVITIES – ENTERTAINMENT & DINING

Q: During this trip to Guam, which of the following activities did you participate in?
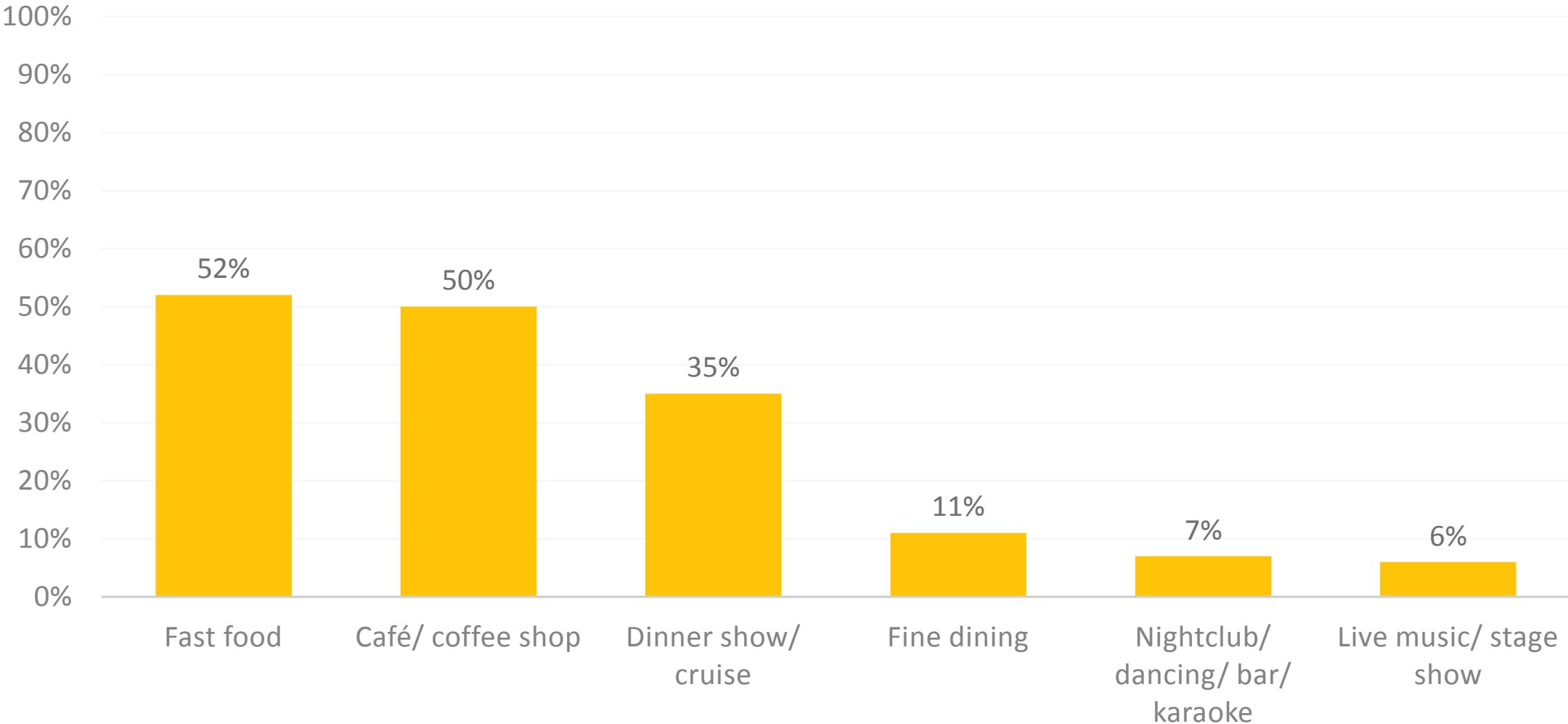
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart:
- Two Lovers Pt: 24%
- Chamorro Night Mkt: 12%
- Guam Seawalker: 6%
- Chamorro Village: 5%
- Dededo Flea Mkt: 5%

Y-axis: 0%, 10%, 20%, 30%, 40%, 50%

Q: During this trip to Guam, which of the following attractions did you visit?
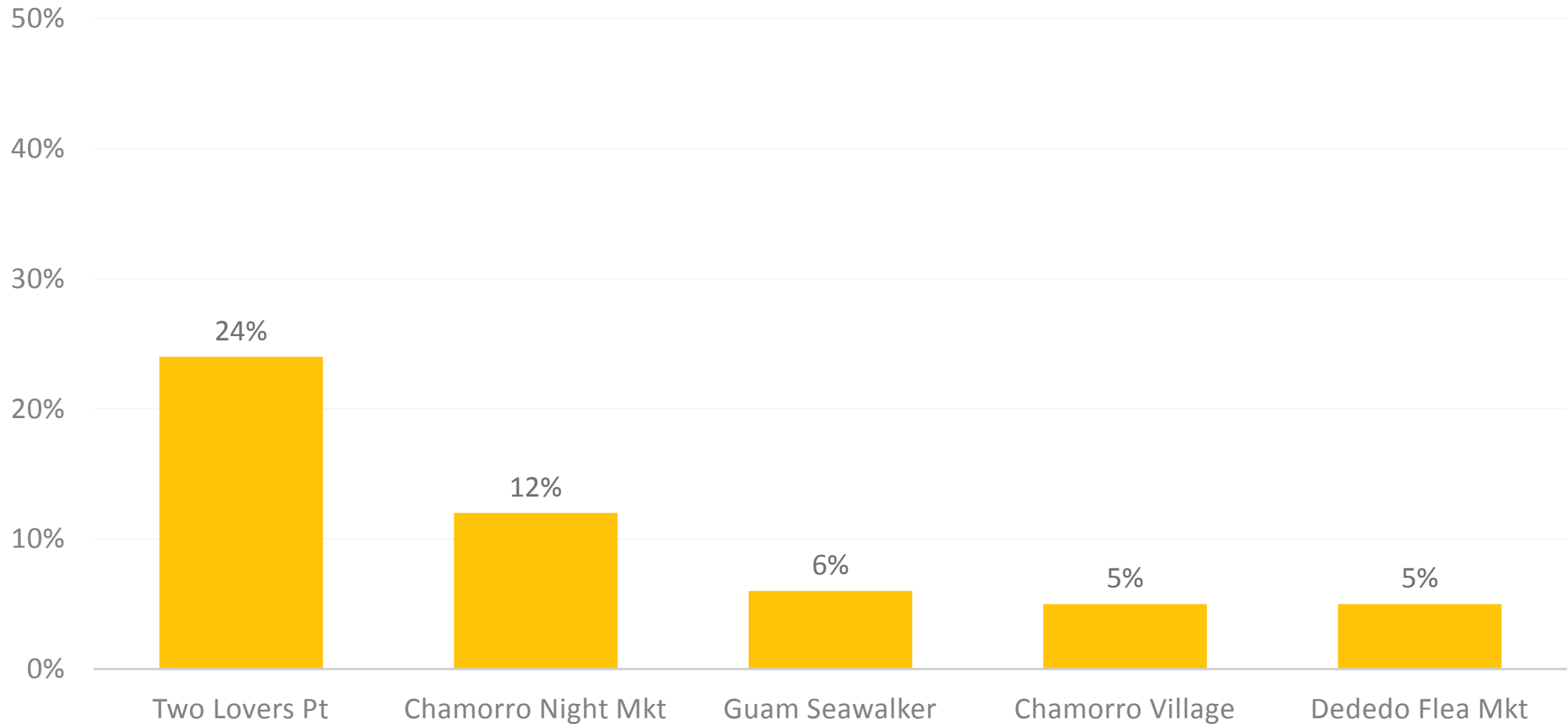
LOCAL CULTURE – OBSTACLES
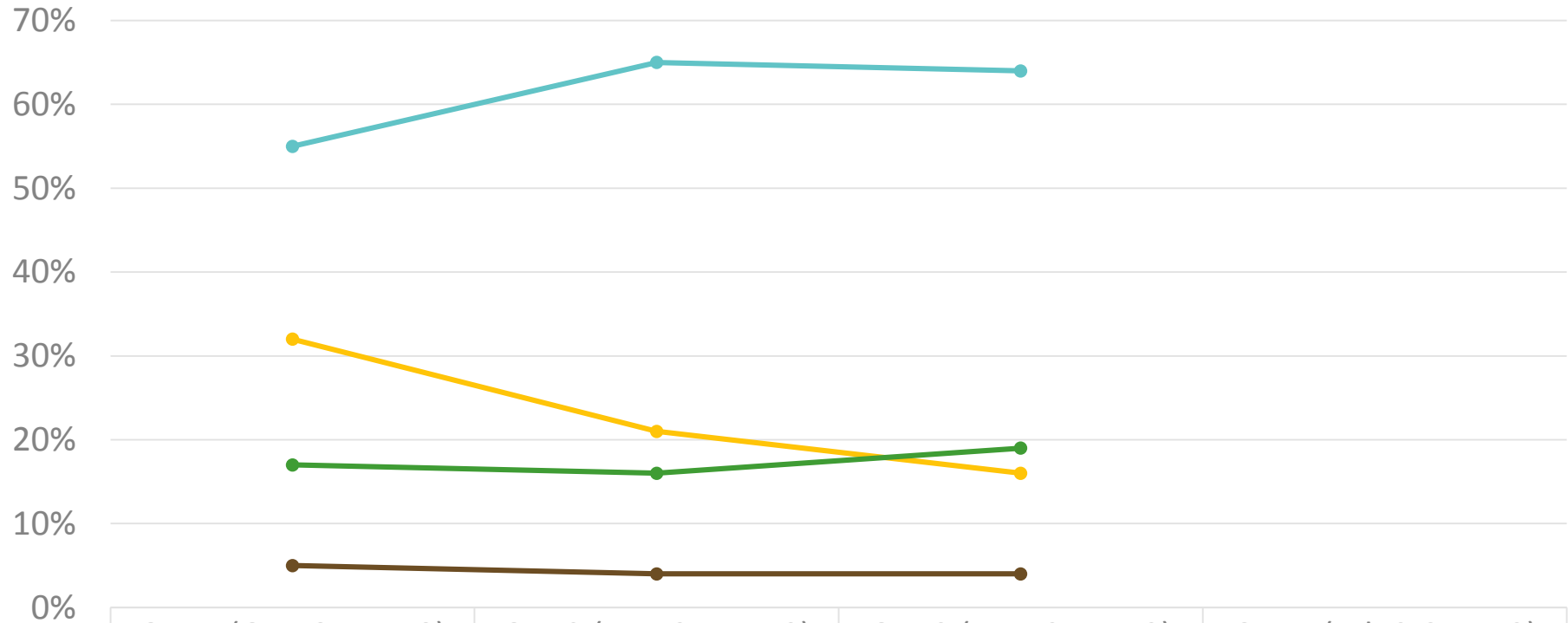
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Schuduling conflict	55%	65%	64%	
Unaware	32%	21%	16%	
Did not want to	17%	16%	19%	
Did not know location	5%	4%	4%	

Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?
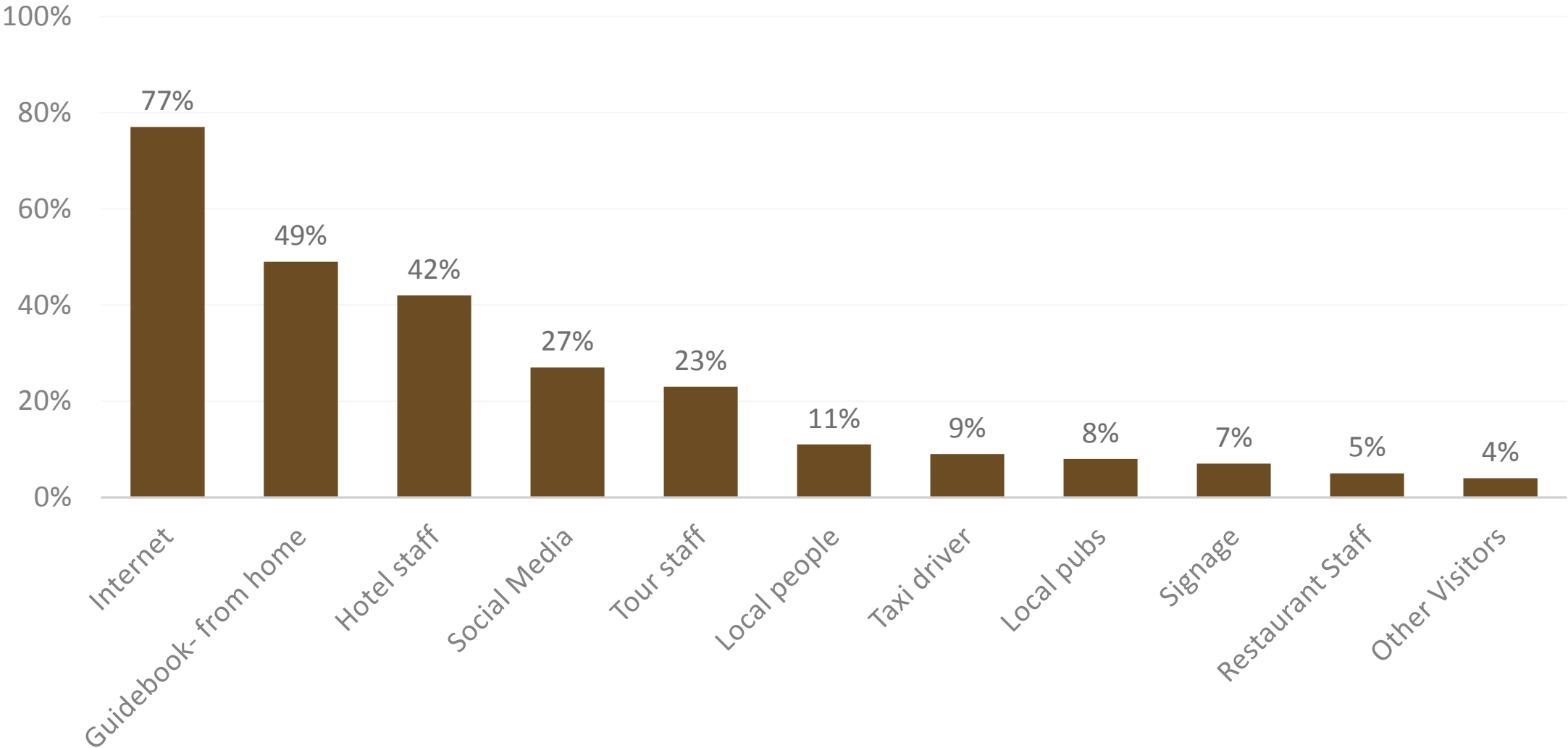
SECTION 6
SOURCES OF INFORMATION
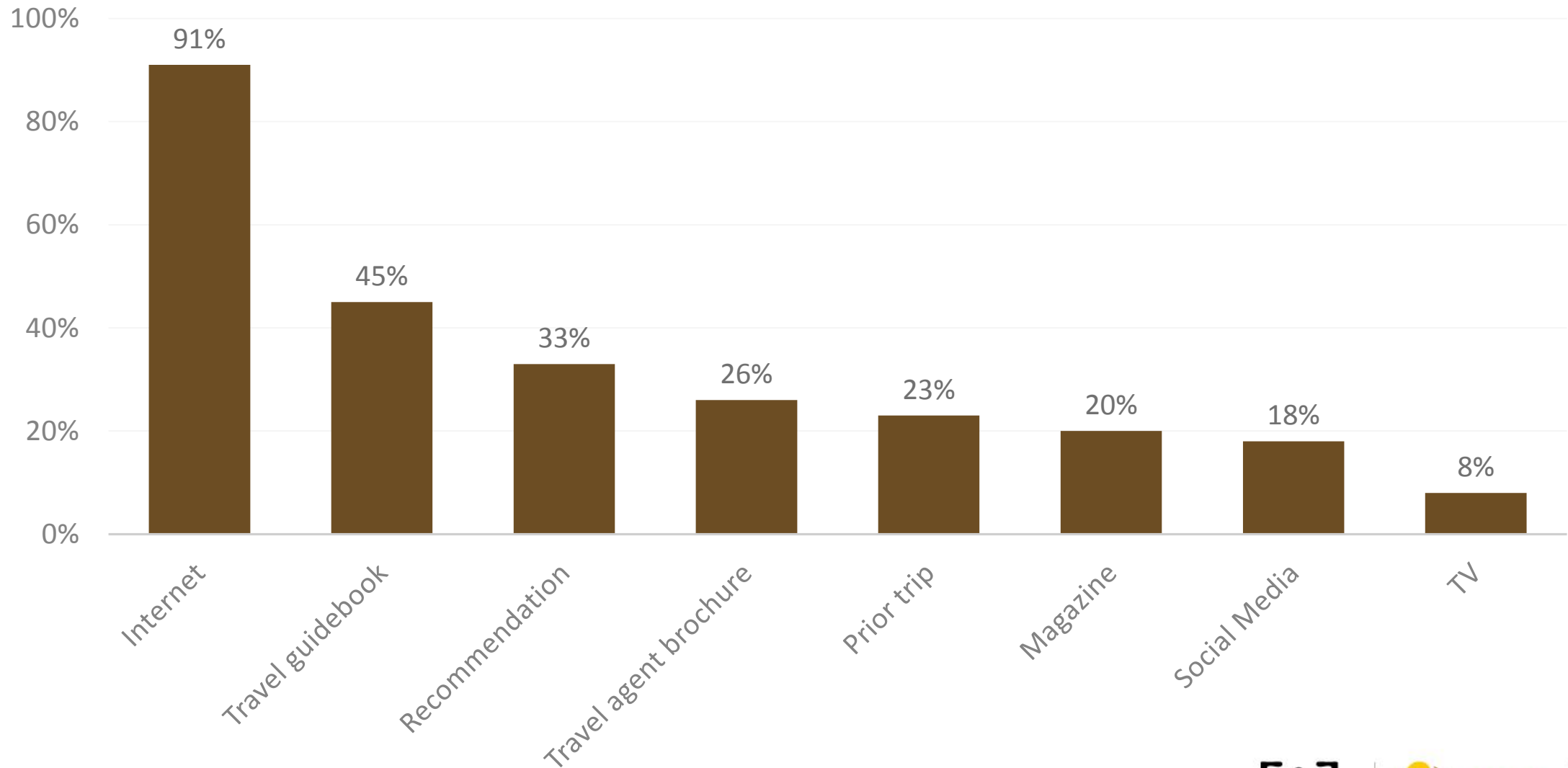
GVB VISITOR SATISFACTION STUDY

Q5 Please select the top three sources of information you used to find out about Guam before your trip

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q5	Internet/Mobile App	91%	92%	88%	85%	81%	70%	87%	90%
	Travel guide book at bookstores	45%	47%	45%	43%	62%	40%	34%	33%
	Friend or relative	33%	27%	37%	35%	48%	20%	39%	25%
	Travel agent brochure	26%	29%	23%	30%	19%	60%	41%	19%
	I have been to Guam before	23%	28%	21%	22%	19%	25%	20%	54%
	Magazine (consumer)	20%	19%	18%	20%	33%	35%	24%	18%
	Social media	18%	16%	22%	14%		5%	17%	18%
	TV	8%	8%	6%	8%	5%		8%	9%
	Co-worker/ company travel department	3%	2%	4%	8%	14%		4%	2%
	Consumer travel shows	2%	2%	3%	1%	5%		1%	1%
	Guam Visitors Bureau promotional activities	1%	2%	1%	1%		5%	2%	2%
	Guam Visitors Bureau office	1%	1%	2%	0%			2%	2%
	Newspaper	0%	0%		0%				0%
	Travel trade shows	0%	0%		1%				0%
	Radio	0%	0%						
	Total	1149	556	275	236	21	20	103	484

Prepared by Anthology Research

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

ONISLE SOURCES OF INFORMATION
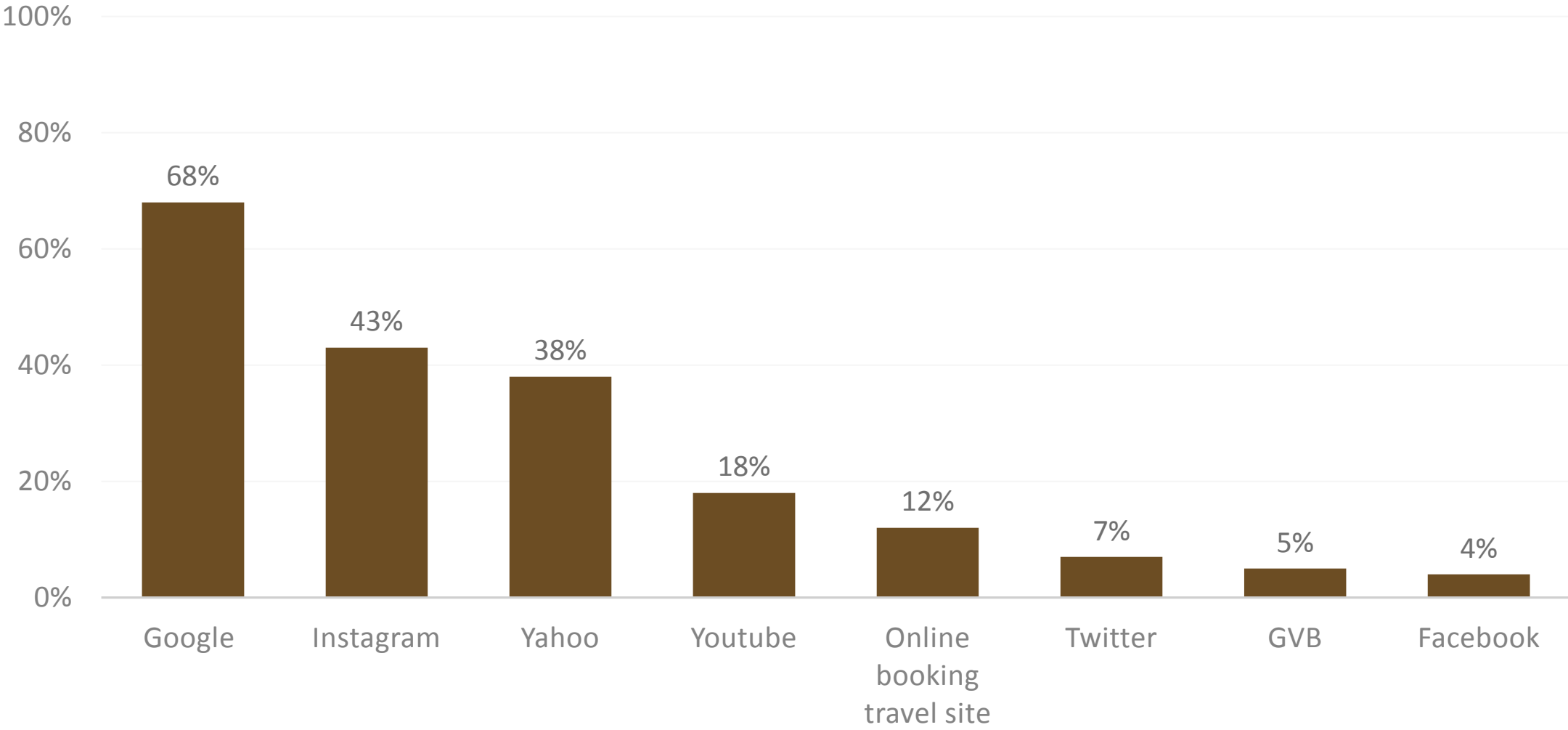
GVB VISITOR SATISFACTION STUDY

Q6 Please select the top three sources of information you used to find out about Guam while you were here

		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q6	Internet/ Mobile App	77%	79%	81%	68%	67%	65%	74%	75%
	Guide books I brought with me	49%	54%	51%	44%	43%	50%	39%	44%
	Hotel staff	42%	42%	37%	46%	67%	65%	49%	42%
	Social Media	27%	24%	31%	21%	5%		20%	28%
	Tour staff	23%	26%	19%	26%	33%	40%	29%	22%
	Local people	11%	6%	11%	14%	19%	5%	16%	12%
	Taxi drivers	9%	8%	7%	13%	10%	10%	18%	7%
	Local publication	8%	10%	7%	10%	5%	10%	9%	9%
	Signs/ advertisement	7%	8%	7%	8%	5%	5%	9%	8%
	Restaurant staff (outside hotel)	5%	5%	5%	5%		10%	9%	4%
	Retail staff	5%	4%	5%	6%	19%	10%	1%	5%
	Other visitors	4%	3%	4%	4%	10%	5%	3%	5%
	Guam Visitors Bureau	2%	3%	1%	1%	5%	10%	2%	3%
	Visitors channel	2%	2%	0%	3%	5%		1%	2%
	Total	1149	556	275	236	21	20	103	484

Prepared by Anthology Research

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

ONLINE SOURCES OF INFORMATION

Bar chart showing:
- Google: 68%
- Instagram: 43%
- Yahoo: 38%
- Youtube: 18%
- Online booking travel site: 12%
- Twitter: 7%
- GVB: 5%
- Facebook: 4%

Q: Which internet or social media sources, if any, did you use to learn about Guam?

ONLINE SOURCES OF INFORMATION
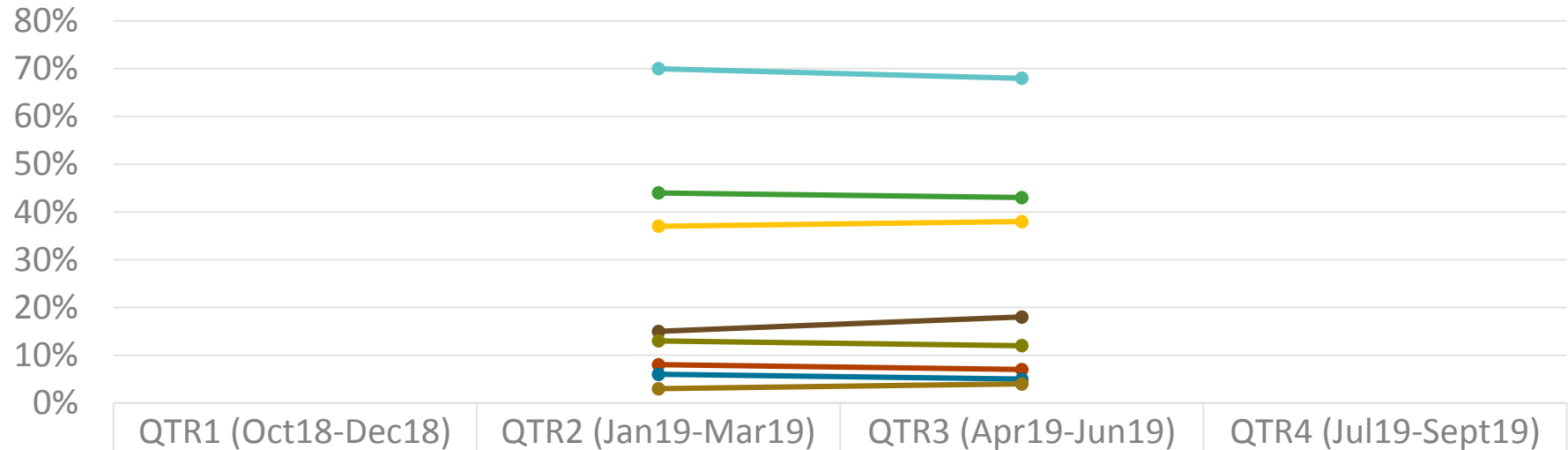
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Google		70%	68%	
Yahoo		37%	38%	
Instagram		44%	43%	
Youtube		15%	18%	
Online Booking Trvl Site		13%	12%	
Twitter		8%	7%	
GVB		6%	5%	
Facebook		3%	4%	

Q: Which internet or social media sources, if any, did you use to learn about Guam?

SECTION 7

IMMIGRATION

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

Immigration Will Impact Future Travel To Guam

QTR1 (Oct18-Dec18): 73%
QTR2 (Jan19-Mar19): 66%
QTR3 (Apr19-Jun19): 69%
QTR4 (Jul19-Sept19)

106

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?
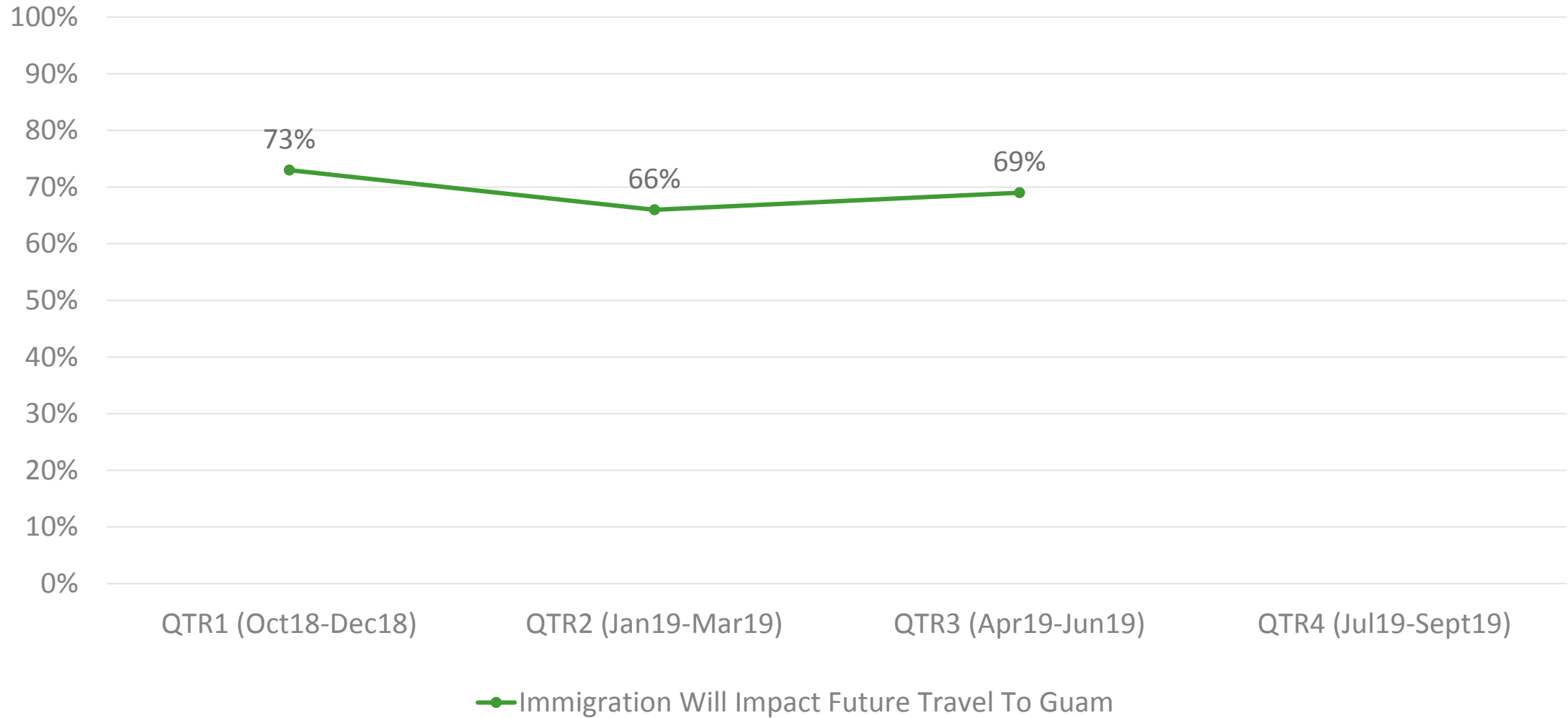
AIRPORT – SECURITY/ IMMIGRATION ISSUES
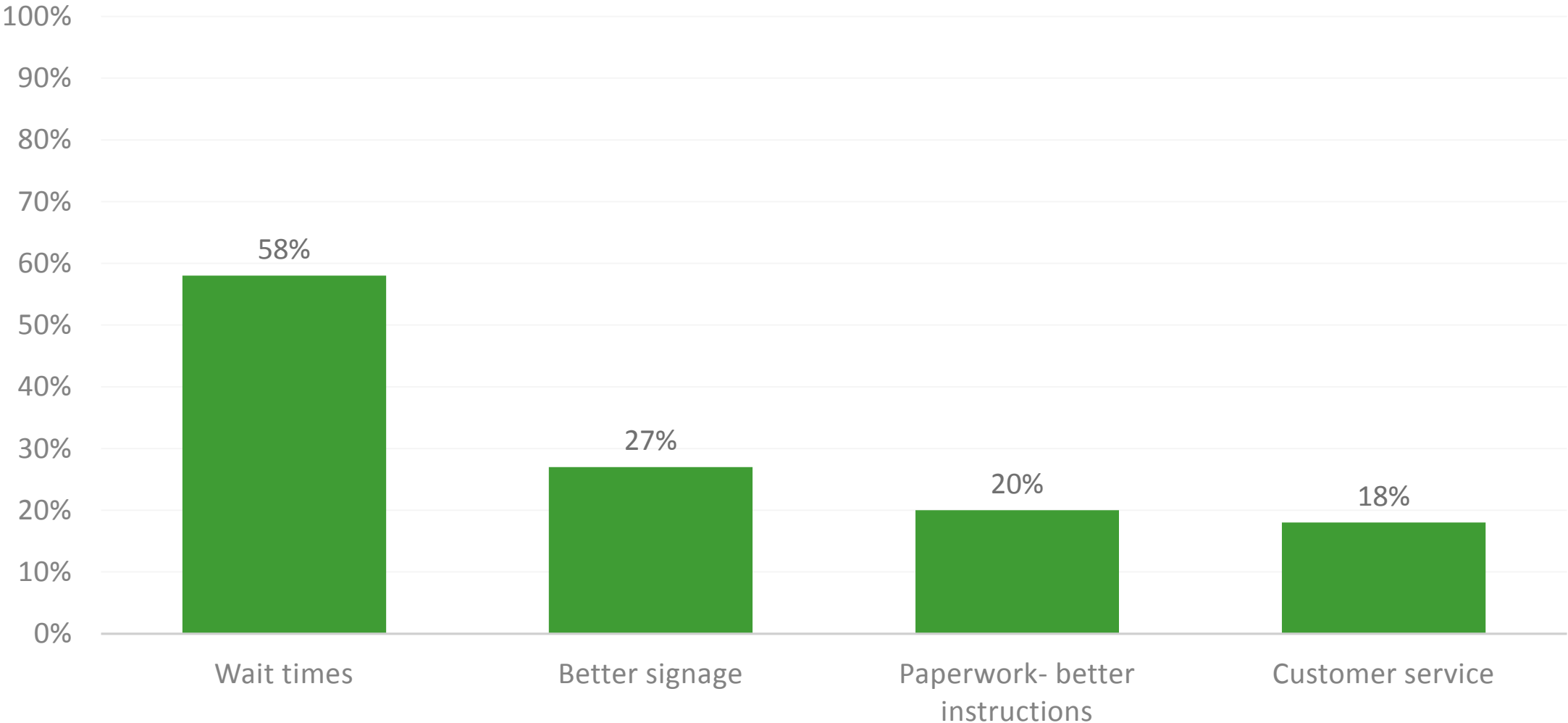
Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?

SECTION 8
ADVANCED STATS

- 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, 2-3 Qtr. 2019

Drivers:	2nd Qtr. 2019 rank	3rd Qtr. 2019 rank	Combined 2-3 Qtr. 2019 rank
Entertainment	3	**4**	4
Shopping	1	**7**	3
Dining	4	**1**	1
Beaches	2	**2**	2
Parks		**6**	7
Roads			
Sightseeing Areas		**3**	6
Being a safe and secure destination	5	**5**	5
% of Overall Satisfaction Accounted For	50.3%	**48.8%**	44.5%
NOTE: Only significant drivers are included.			

DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Japan visitor's experience on Guam is driven by seven significant factors in the 3rd Quarter 2019 Period. By rank order they are:
    - **Dining,**
    - **Beaches,**
    - **Sightseeing areas,**
    - **Entertainment,**
    - **Being a safe and secure destination,**
    - **Parks, and**
    - **Shopping**
- With these factors the overall r^2 is .488, meaning that **48.8% of overall satisfaction is accounted for by these factors.**

DRIVERS – ONISLE EXPENDITURES

	Comparison of Drivers of Per Person On Island Expenditures, 3rd Quarter 2019		
	2nd Qtr 2019	3rd Qtr. 2019	Combined 2-3 Qtr. 2019
Drivers:	rank	rank	rank
Entertainment			
Shopping			
Dining			
Beaches			
Parks			
Roads			
Sightseeing Areas			
Being a safe and secure destination			
% of Overall Satisfaction Accounted For	0.0%	0.0%	0.0%
NOTE: Only significant drivers are included.			

- **Per Person On Island Expenditure** of Japan visitors on Guam is driven by no significant factor in the 3rd Quarter 2019 Period.