

# Guam Visitors Bureau

## Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

QTR.4 (JULY – SEPT 2017)

Prepared by: Anthology Research

Information contained herein is the property of the Guam Visitors Bureau. The use of this information, in part or in whole, shall require written permission from the Guam Visitors Bureau.



**GUAM  
VISITORS  
BUREAU**  
SETBISION BISITAN GUAHAN



GUAM

# Background and Methodology

- All surveys were partially interviewer administered, as well as self-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 **1,048** 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 **1,048** is +/- 3.02 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 +/- 3.02 percentage points.

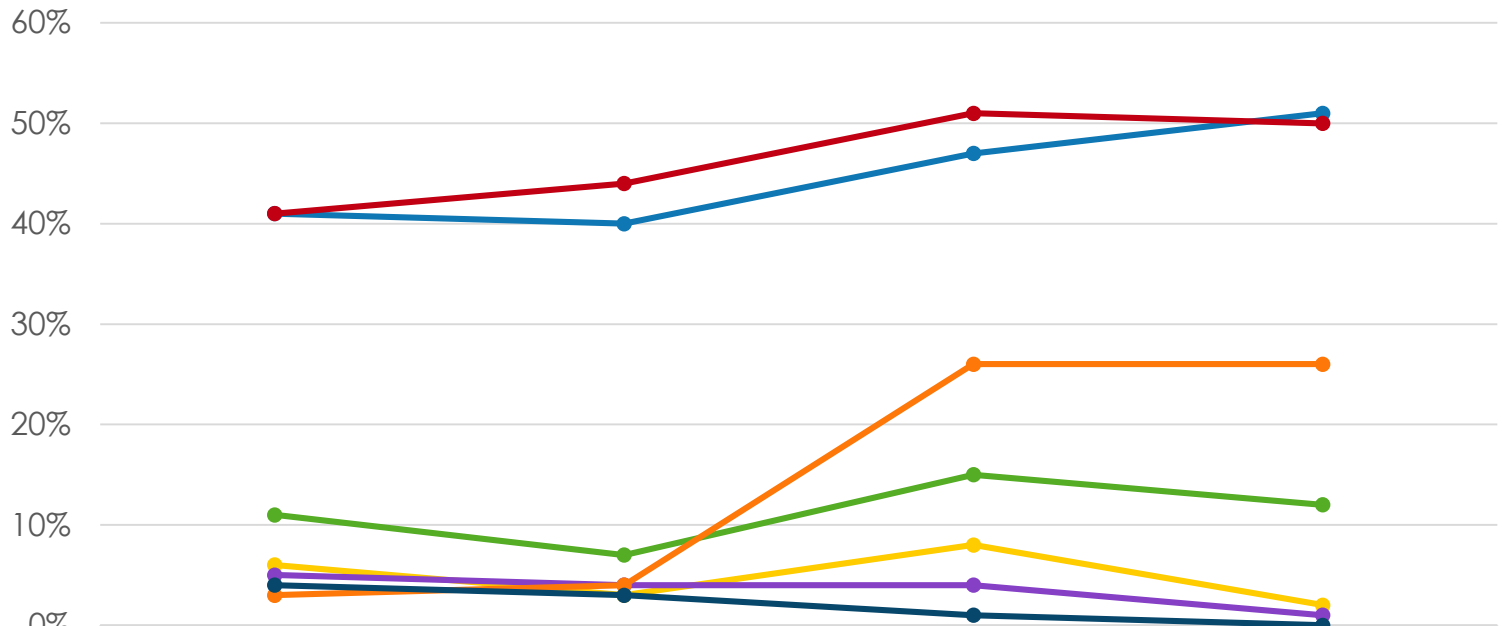
# Objectives

- To monitor the effectiveness of the Japanese 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 Japanese 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)
    - Office Lady/ Salary Woman (Gender/ Q25 Office worker- non-managerial)
    - Group Tour (Q7)
    - MICE (Q5A Convention/ Conference/ Trade Show/ Company sponsored)
    - Silver (QF Age 60+)
    - Wedding (Q5A)
    - Repeat Visitor (Q3A)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all Japan visitors) the most important determinants of on-island spending

# Key Highlighted Segments

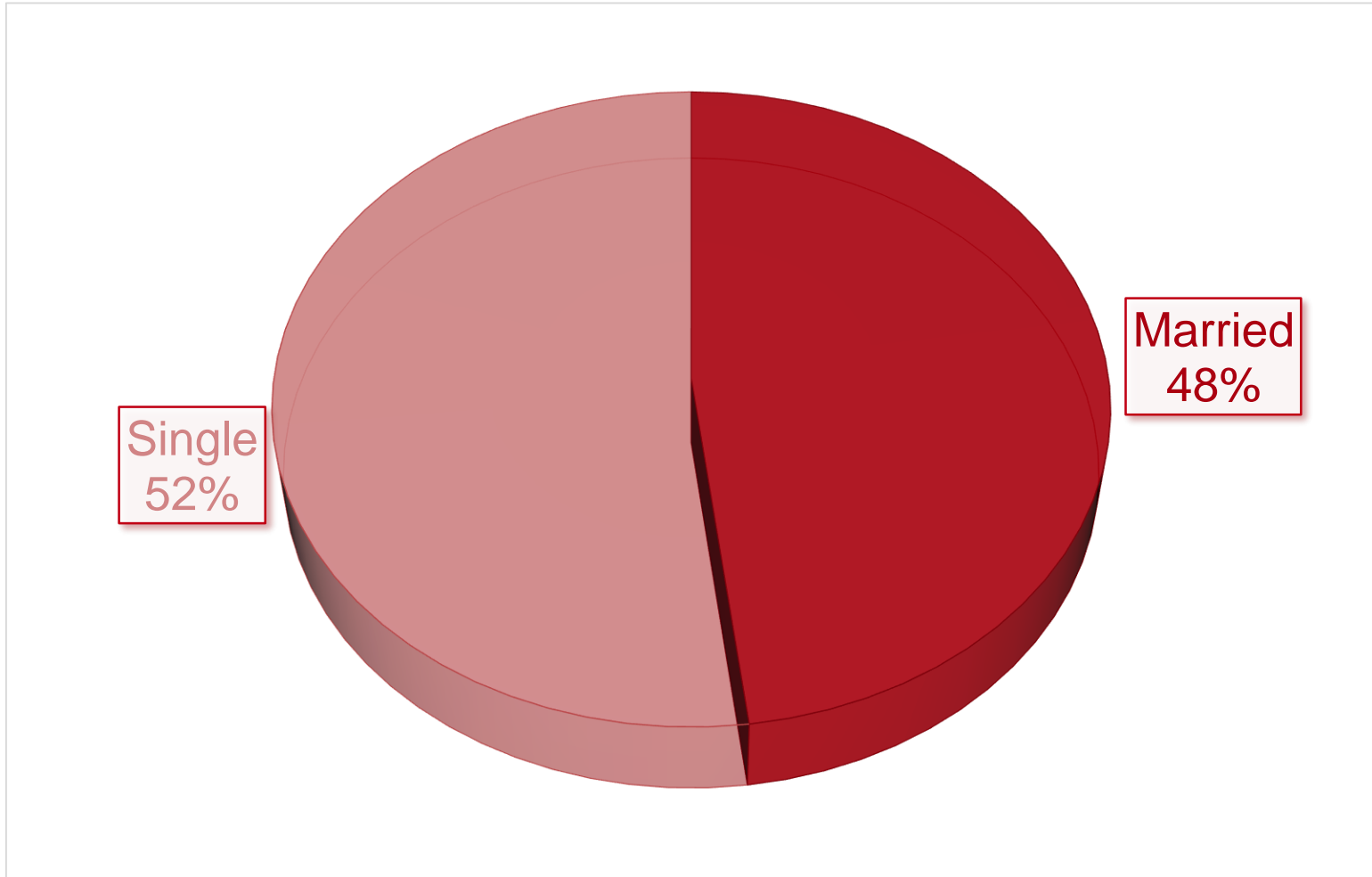


	QTR1 (Oct17- Dec17)	QTR2 (Jan17- Mar17)	QTR3 (Apr17- Jun17)	QTR4 (Jul17- Sept17)
Family	41%	40%	47%	51%
Repeat	41%	44%	51%	50%
Office Lady	11%	7%	15%	12%
Wedding	6%	3%	8%	2%
Silver	5%	4%	4%	1%
Group	3%	4%	26%	26%
MICE	4%	3%	1%	0%

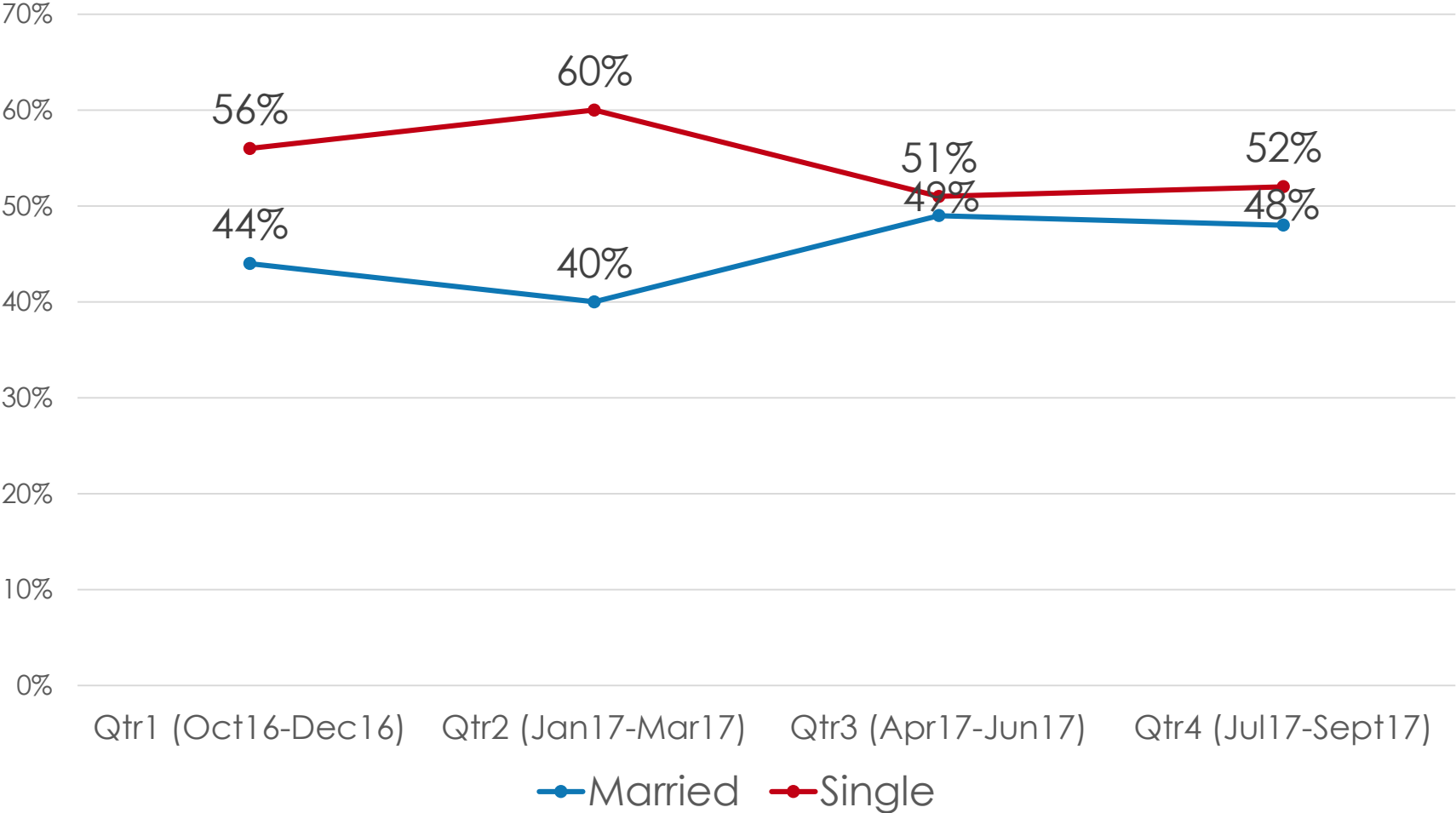
# SECTION 1

# PROFILE OF RESPONDENTS

# Marital Status



# Marital status – FY2017 Tracking





# Marital status – Key Segments

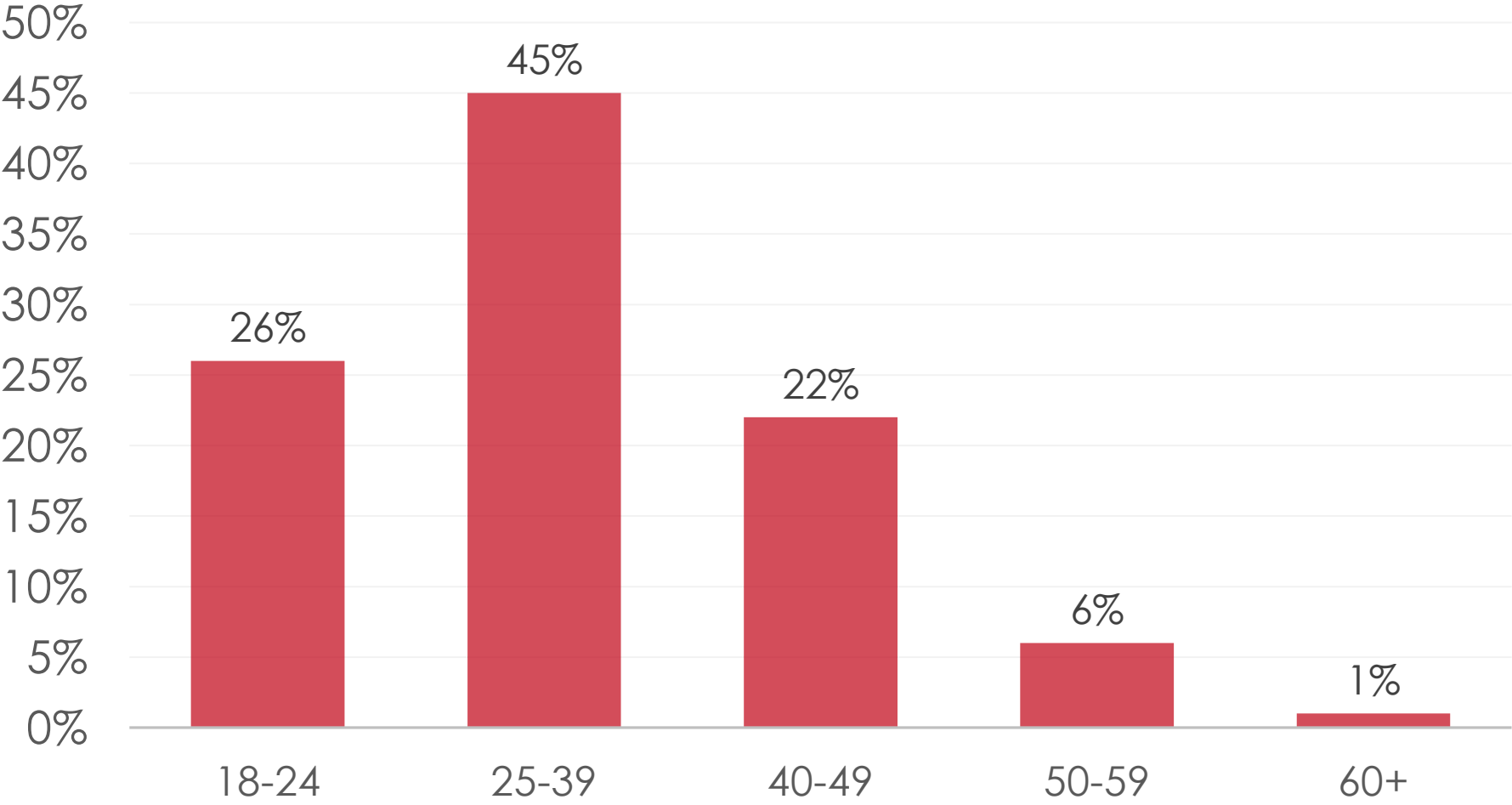
**GVB EXIT SURVEY  
QE MARITAL STATUS**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QE	Married	48%	88%	57%	31%	86%		73%	50%
	Single	52%	12%	43%	69%	14%	100%	27%	50%
	Total	1048	533	523	129	7	3	22	269

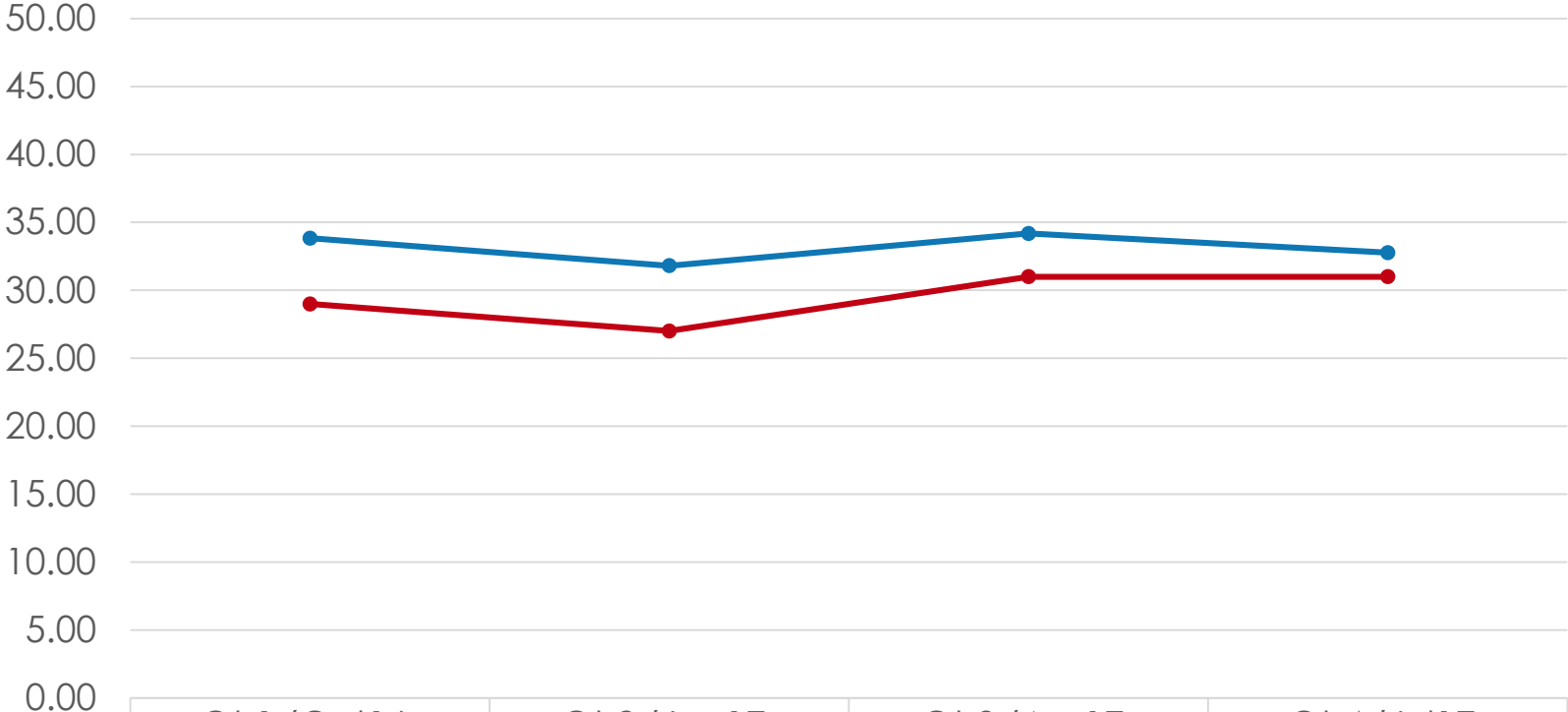
Prepared by Anthology Research

# Age

MEAN = 32.77  
MEDIAN = 31



# Age – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	33.83	31.81	34.18	32.77
MEDIAN	29	27	31	31

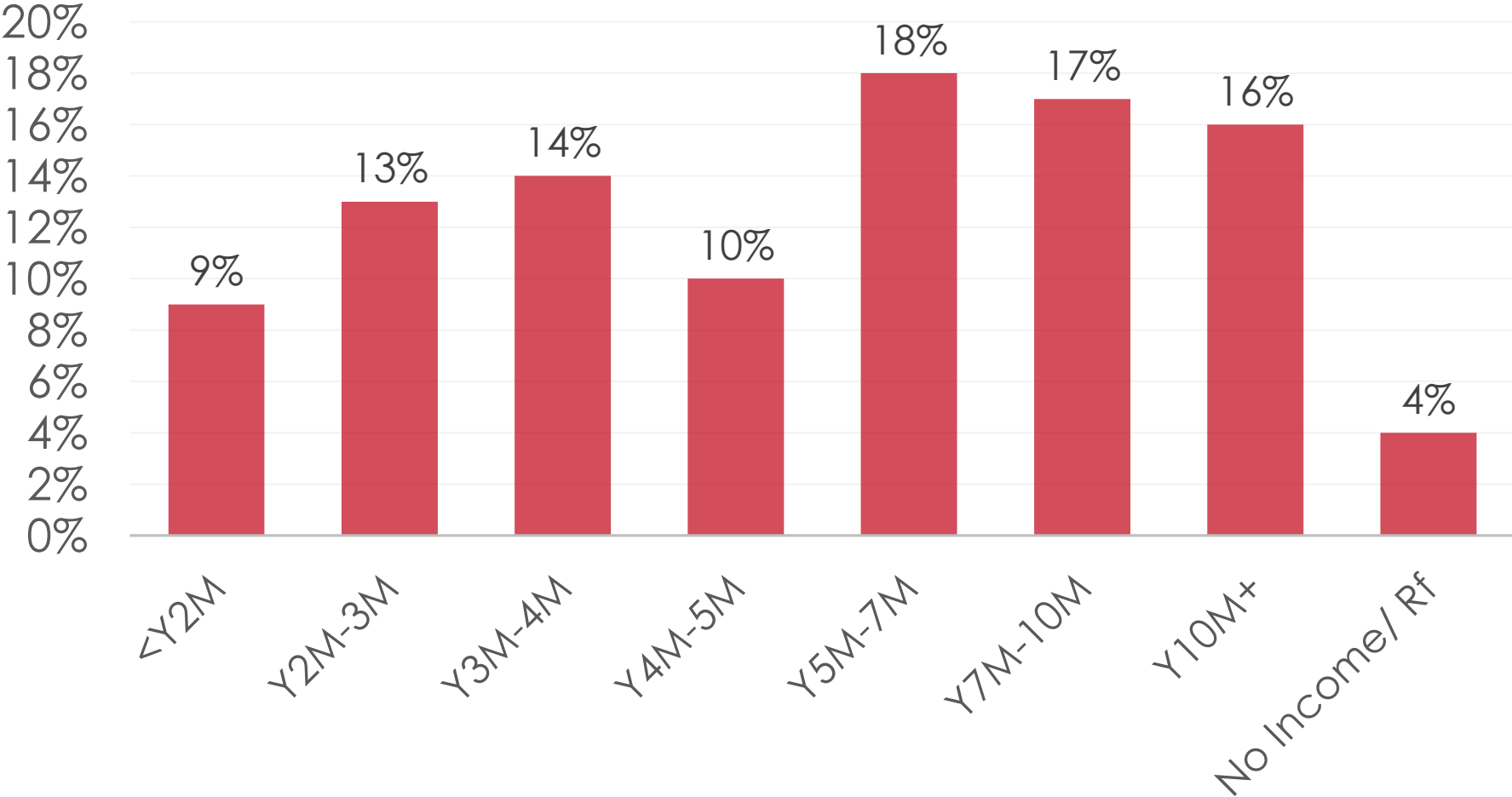
# Age – Key Segments

## GVB EXIT SURVEY AGE

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
QF	18-24	26%	6%	17%	18%		33%		23%
	25-39	45%	45%	42%	57%		67%	73%	46%
	40-49	22%	38%	31%	14%			14%	23%
	50-59	6%	10%	8%	12%			14%	7%
	60+	1%	1%	1%		100%			1%
	Total	1048	533	523	129	7	3	22	269
QF	Mean	32.77	38.72	35.85	33.22	64.71	24.00	35.27	33.81
	Median	31	39	37	30	65	25	32	32

Prepared by Anthology Research

# Annual Household Income



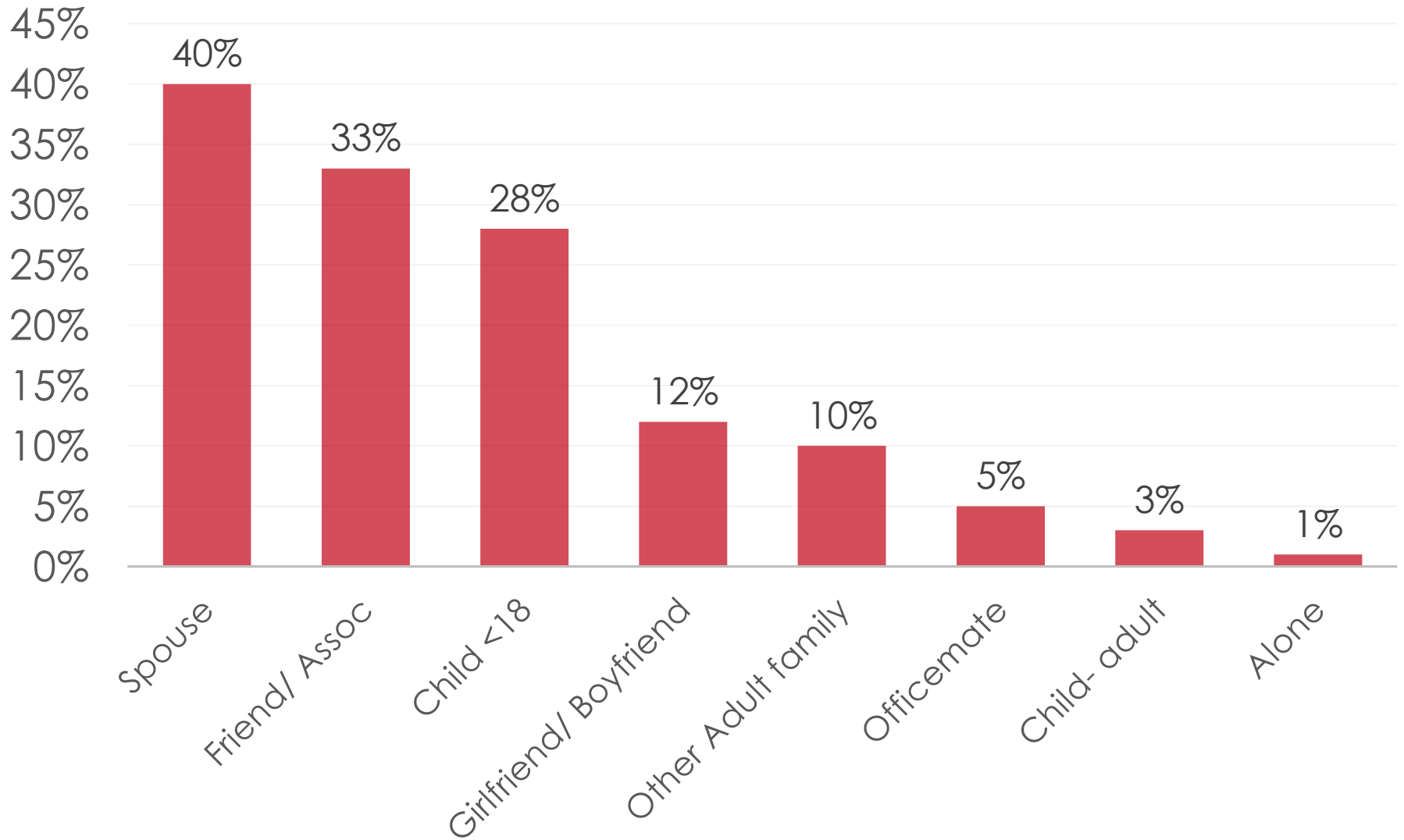
# Annual Household Income – Key Segments

GVB EXIT SURVEY  
Q26 Household income:

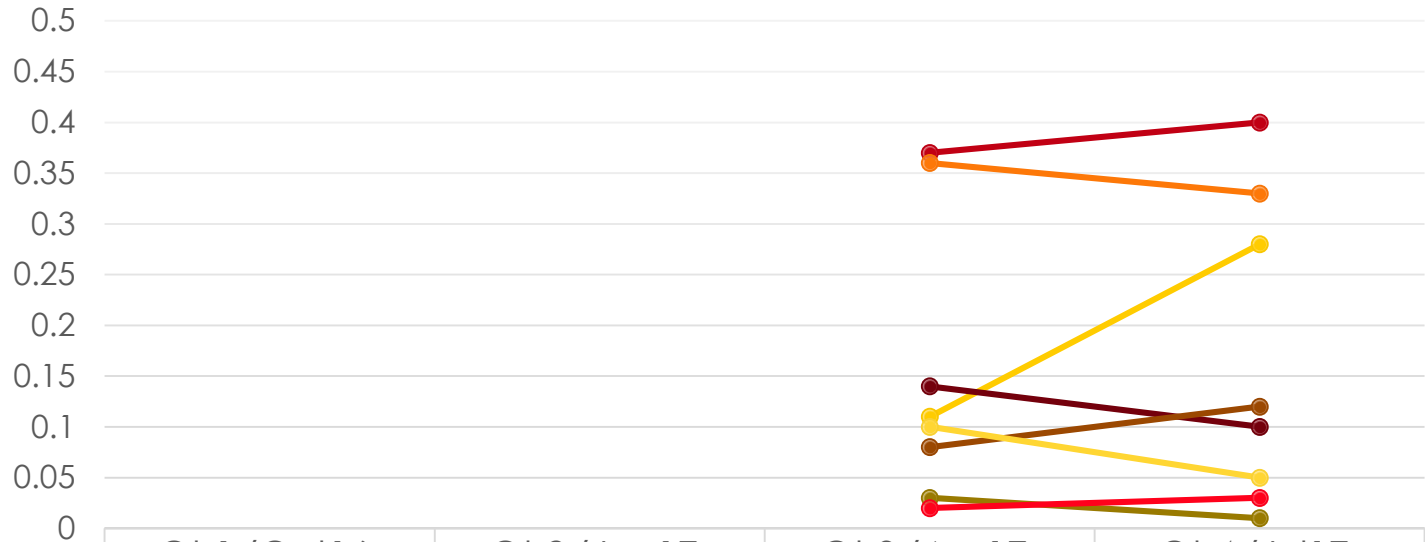
		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q26	Less than ¥2 million	9%	2%	6%	6%			9%	10%
	¥2,000,001 ~ ¥3,000,000	13%	5%	9%	26%	17%		9%	9%
	¥3,000,001 ~ ¥4,000,000	14%	9%	11%	20%		33%	14%	21%
	¥4,000,001 ~ ¥5,000,000	10%	10%	9%	8%	17%		5%	9%
	¥5,000,001 ~ ¥7,000,000	18%	21%	18%	17%	17%	33%	27%	18%
	¥7,000,001 ~ ¥10 million	17%	26%	20%	12%	33%	33%	9%	15%
	¥10 million or more	16%	25%	22%	12%	17%		23%	14%
	No Income	4%	2%	3%				5%	3%
	Total	1008	509	502	121	6	3	22	260

Prepared by Anthology Research

# Travel Party



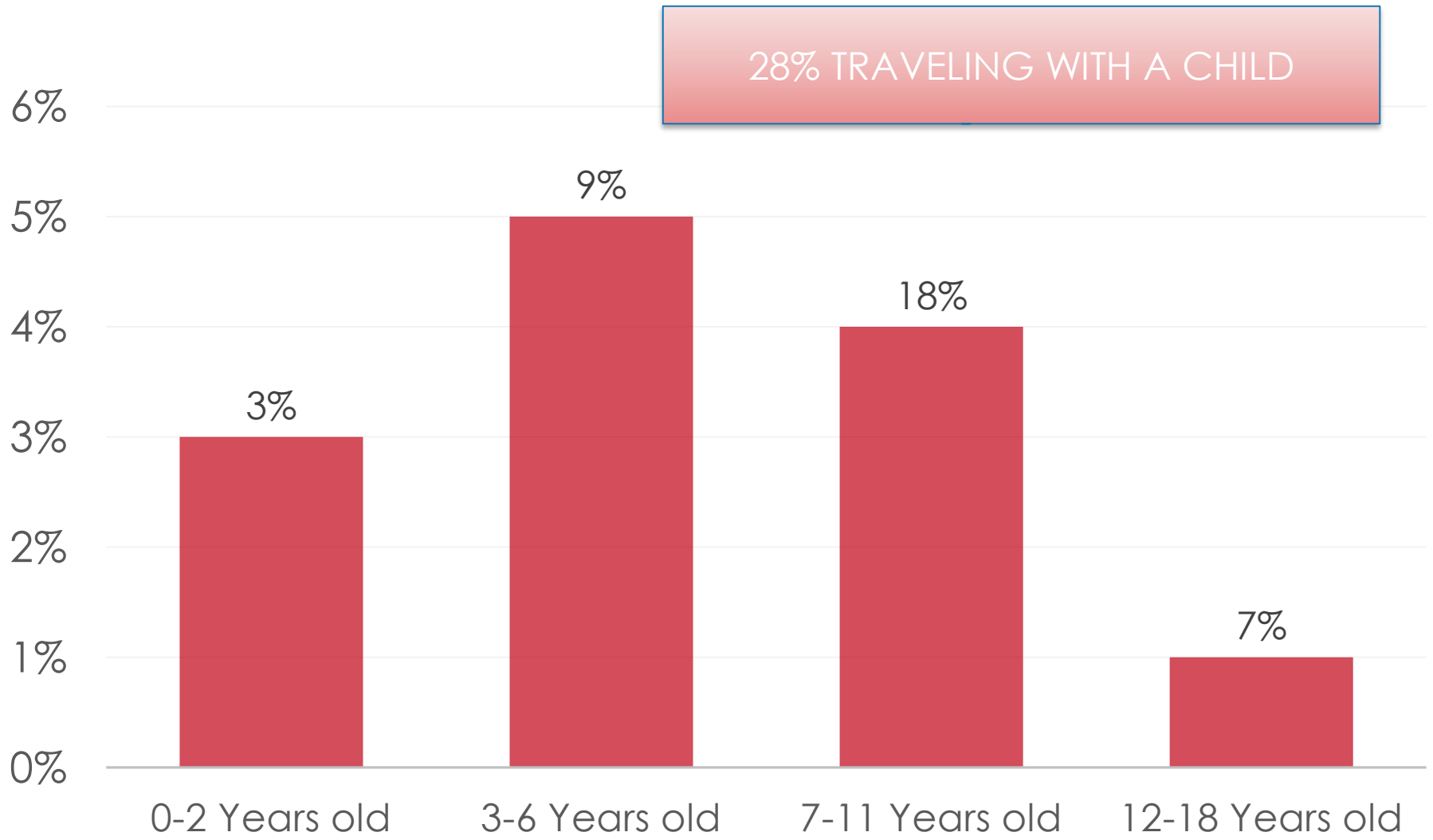
# Travel Party



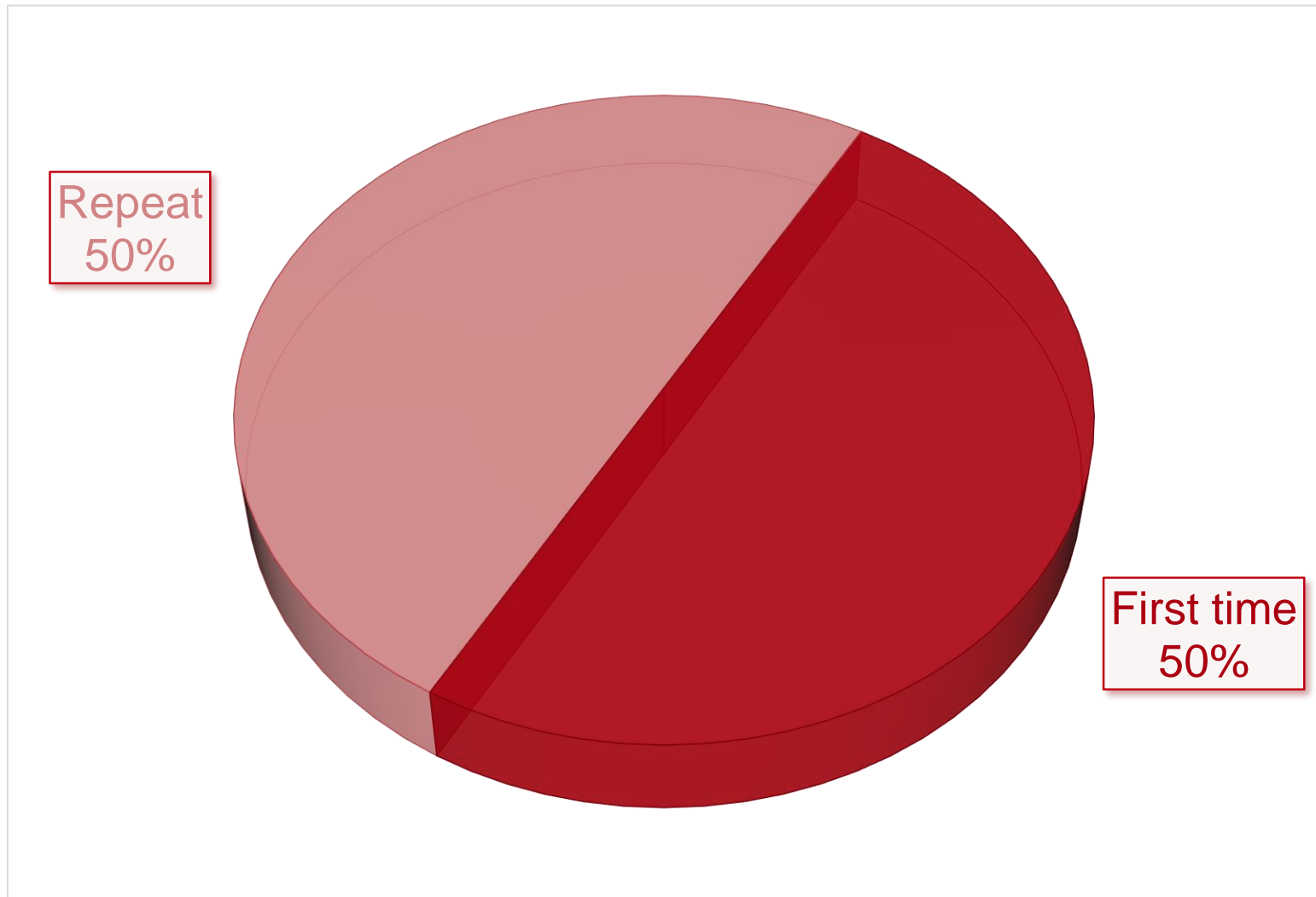
	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
Spouse			37%	40%
Child <18			11%	28%
Friend/ Assoc			36%	33%
Other Adult Family			14%	10%
Alone			3%	1%
Girlfriend/ Boyfriend			8%	12%
Child- Adult			2%	3%
Office			10%	5%



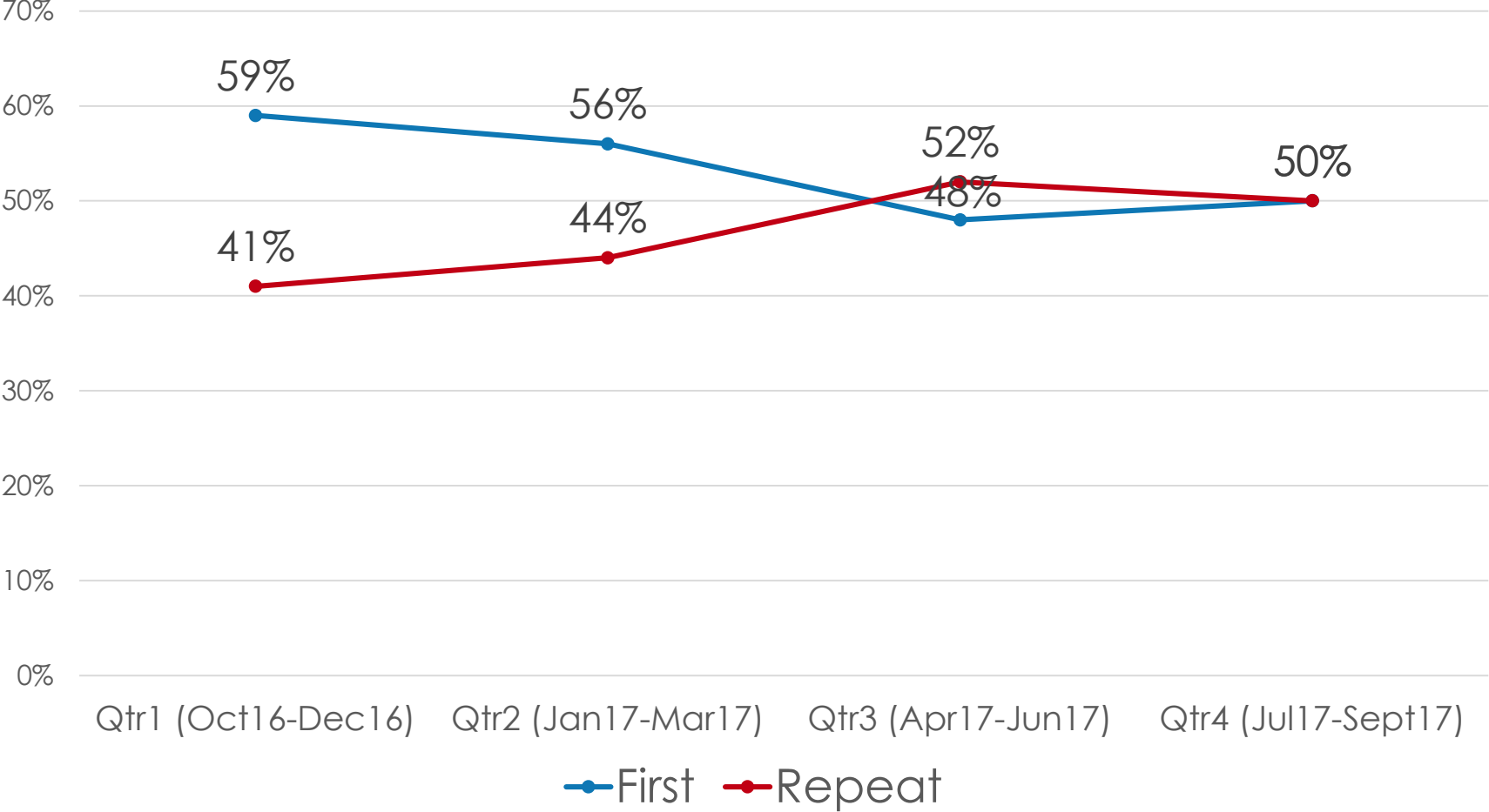
# Travel Party - Children



# Trips to Guam



# Trips to Guam – FY2017 Tracking



# Trips to Guam – Key Segments

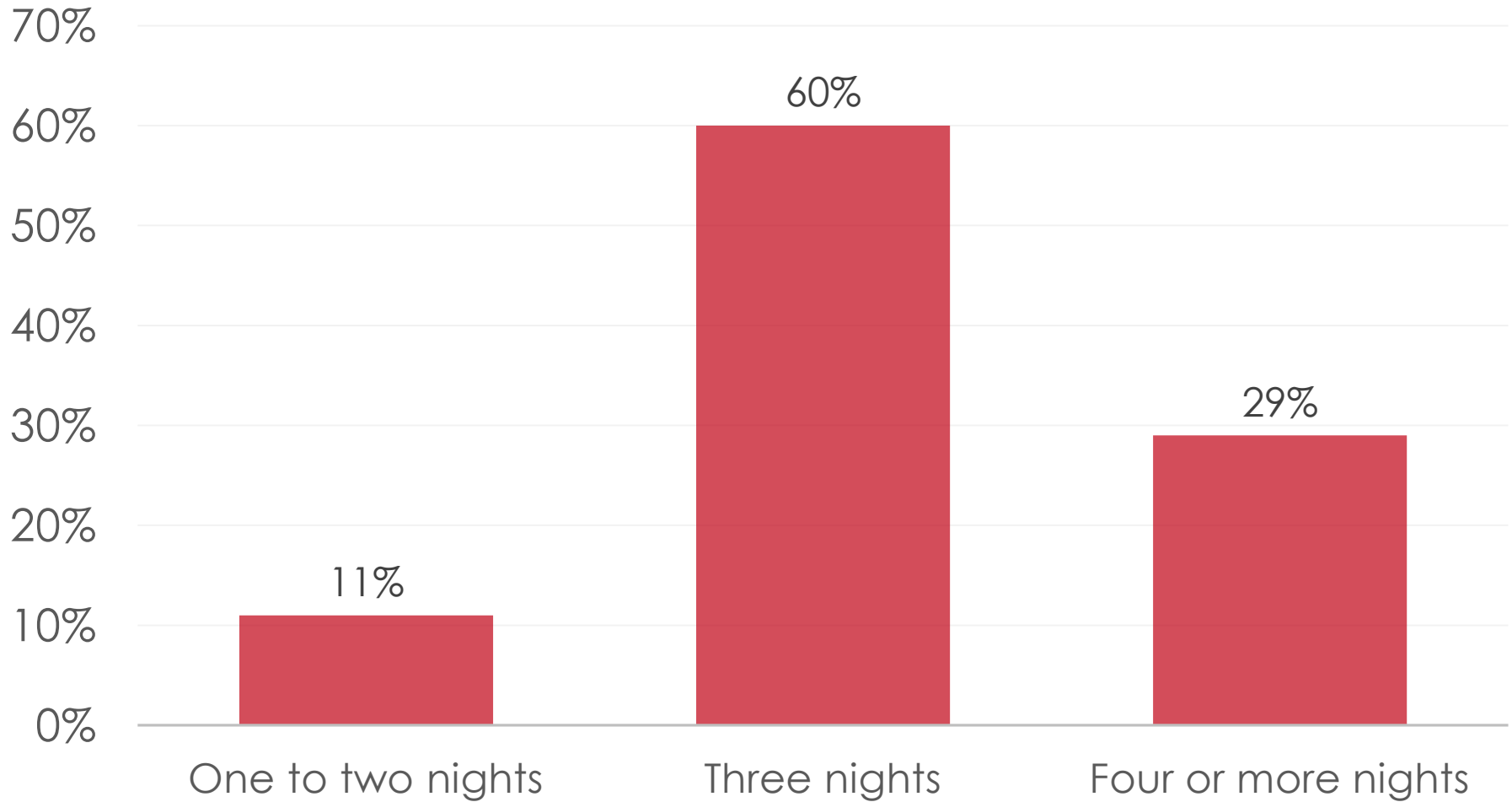
**GVB EXIT SURVEY**  
**Q3 Including this trip, how many times have you visited Guam?**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q3	1st time	50%	42%		49%	14%	67%	64%	50%
	Repeat	50%	58%	100%	51%	86%	33%	36%	50%
	Total	1048	533	523	129	7	3	22	269
Q3	Mean	2.48	2.85	3.96	2.50	5.14	1.33	1.45	2.76
	Median	1	2	2	2	4	1	1	2

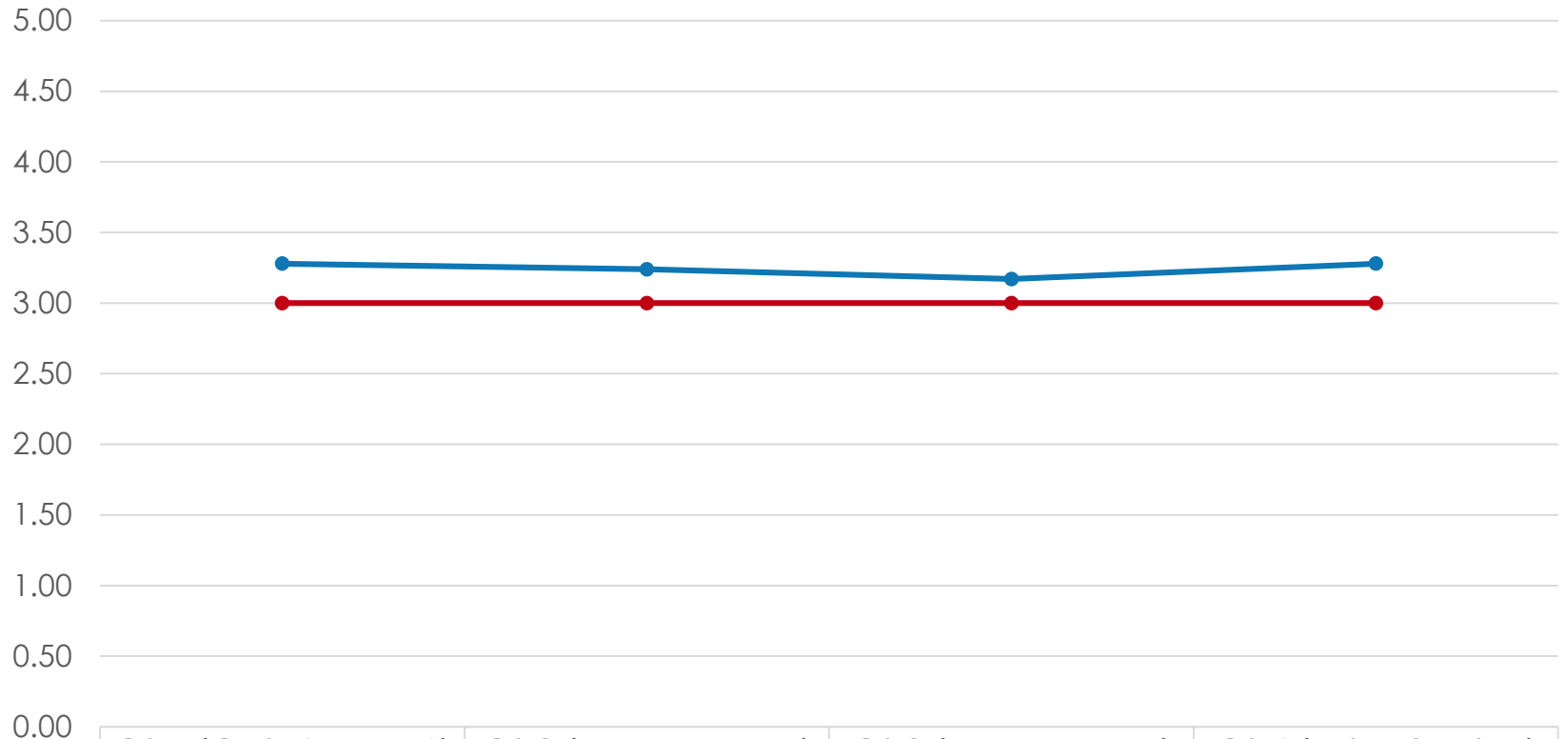
Prepared by Anthology Research

# Length of Stay

MEAN NUMBER OF NIGHTS = 3.28  
MEDIAN NUMBER OF NIGHTS = 3



# Length of Stay – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	3.28	3.24	3.17	3.28
MEDIAN	3	3	3	3

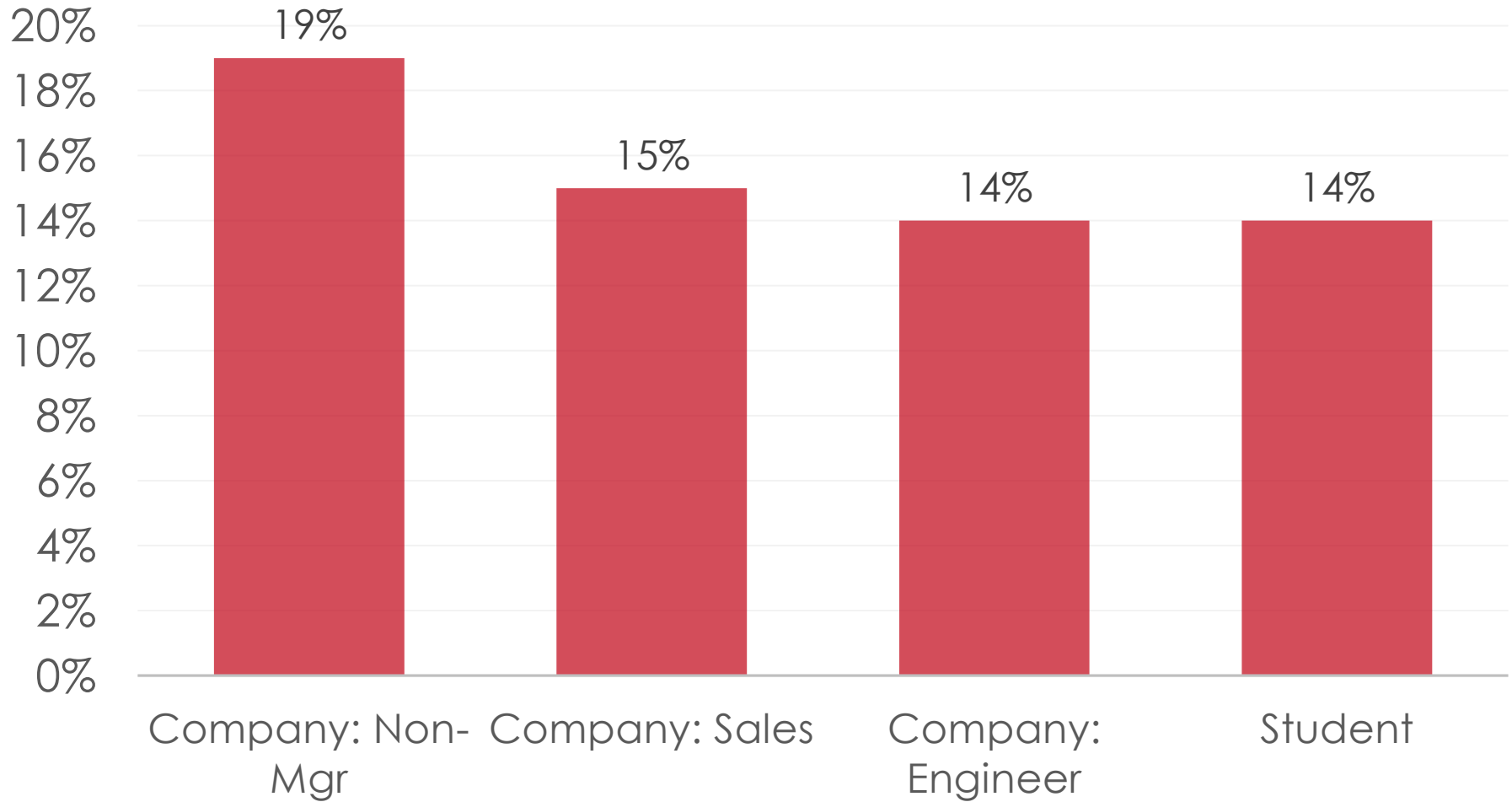
# Length of Stay – Key Segments

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
SA	1-2	11%	6%	9%	12%	14%	33%		16%
	3	60%	54%	58%	67%	29%	33%	64%	64%
	4+	29%	40%	33%	21%	57%	33%	36%	20%
	Total	1048	533	523	129	7	3	22	269
SA	Mean	3.28	3.50	3.38	3.17	3.57	3.00	3.41	3.09
	Median	3	3	3	3	4	3	3	3

Prepared by Anthology Research

# Occupation – Top Responses (10%+)

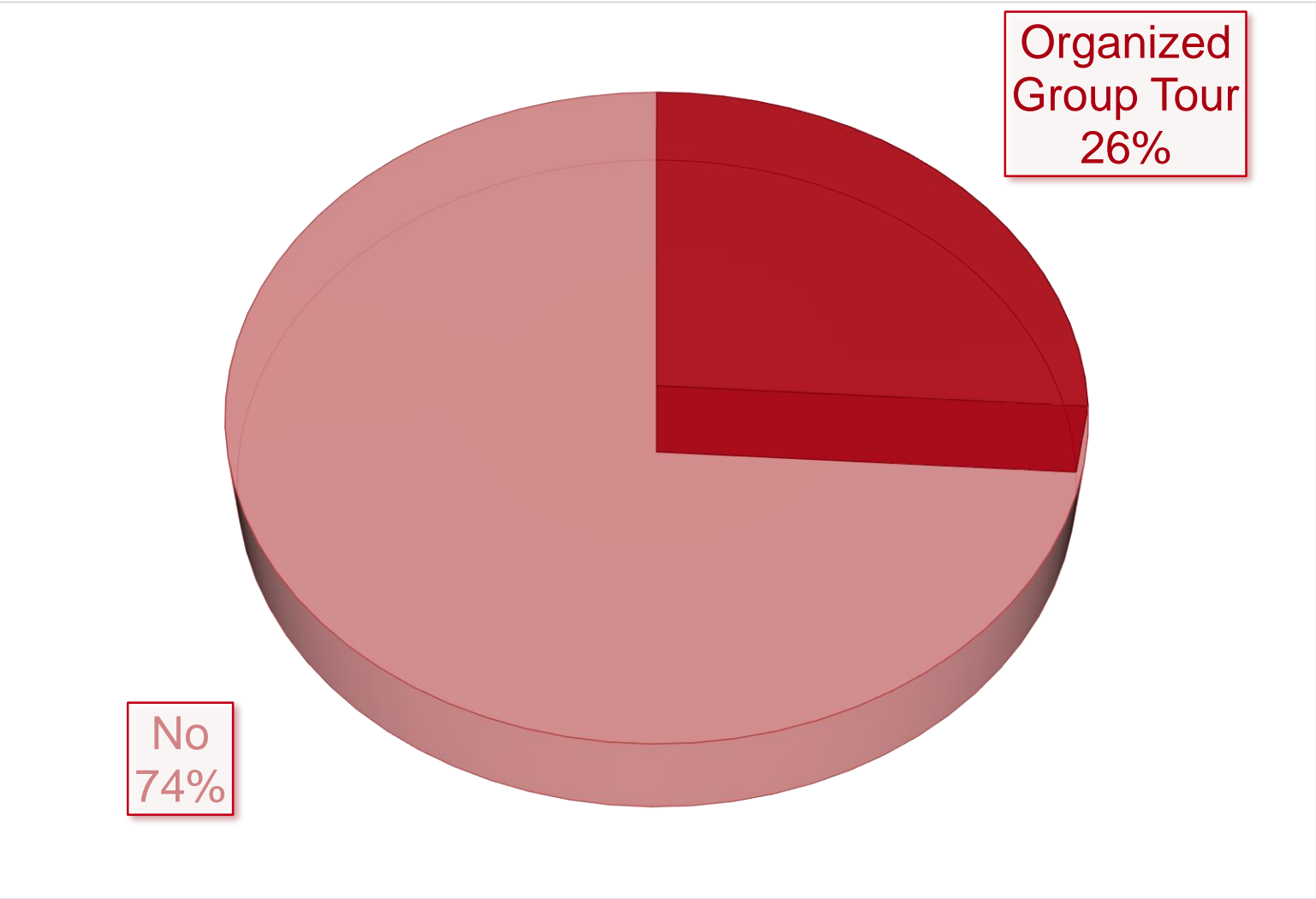




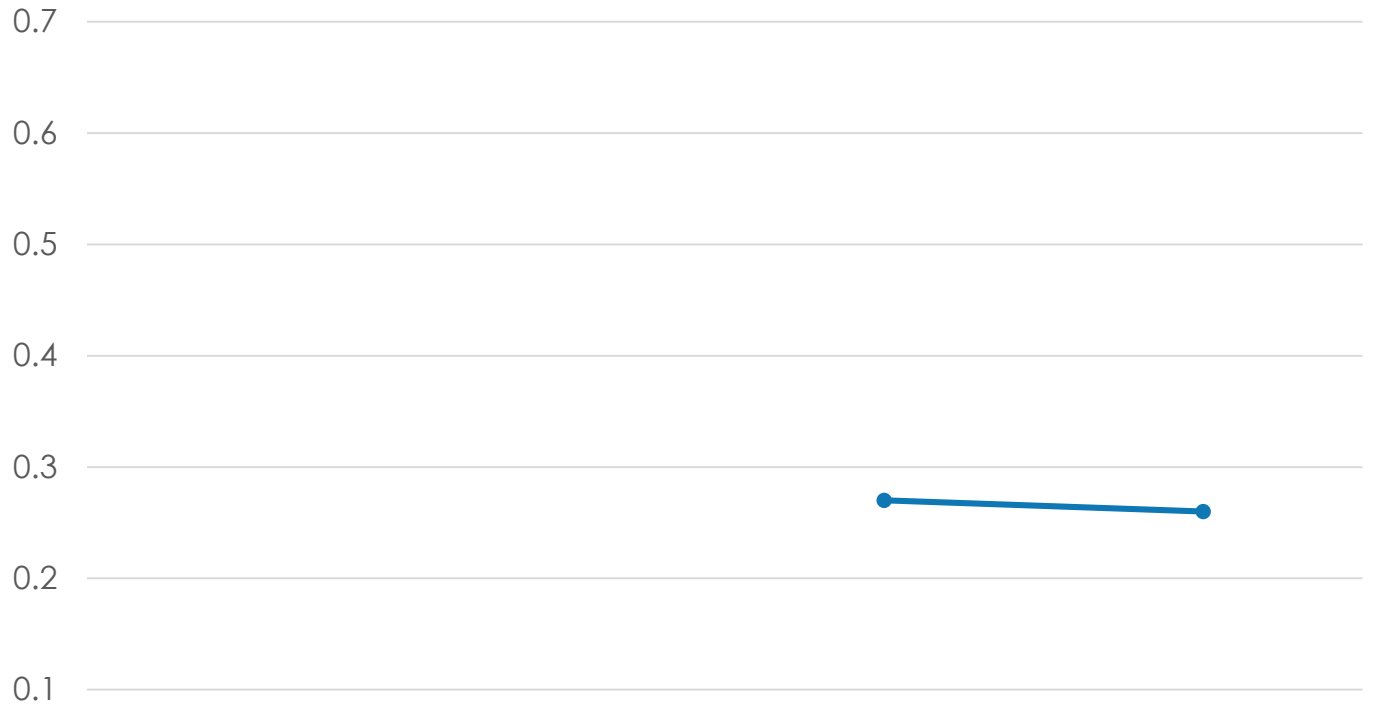
# SECTION 2

# TRAVEL PLANNING

# Organized Group Tour



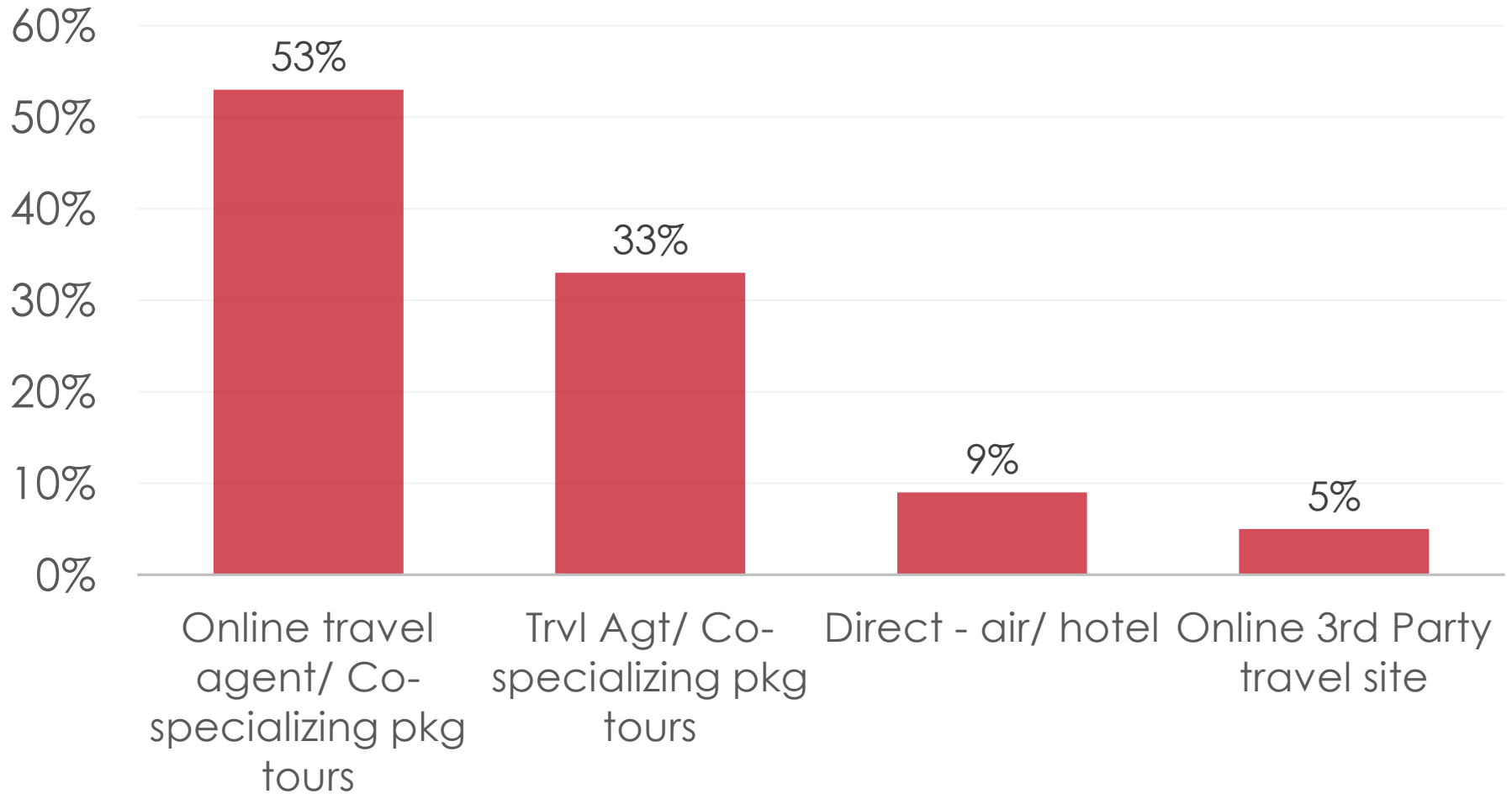
# Organized Group Tour- Tracking



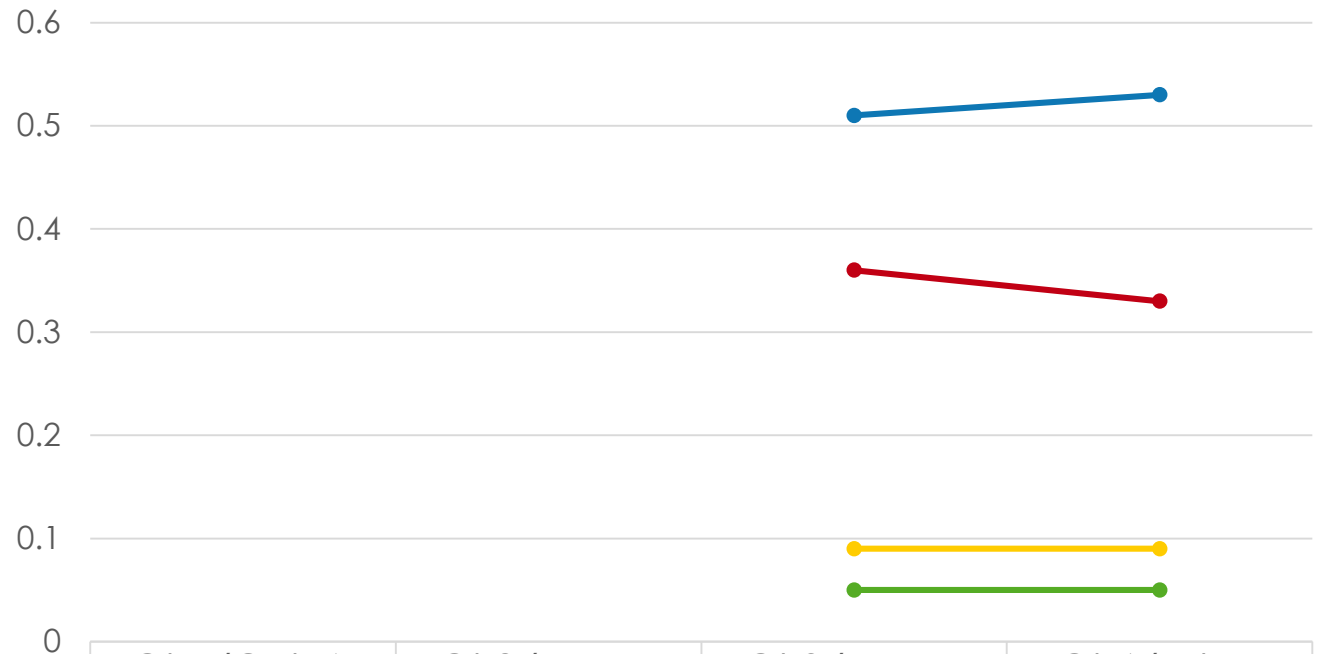
—● Organized Group Tour

Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
		27%	26%

# Travel Arrangements - Sources

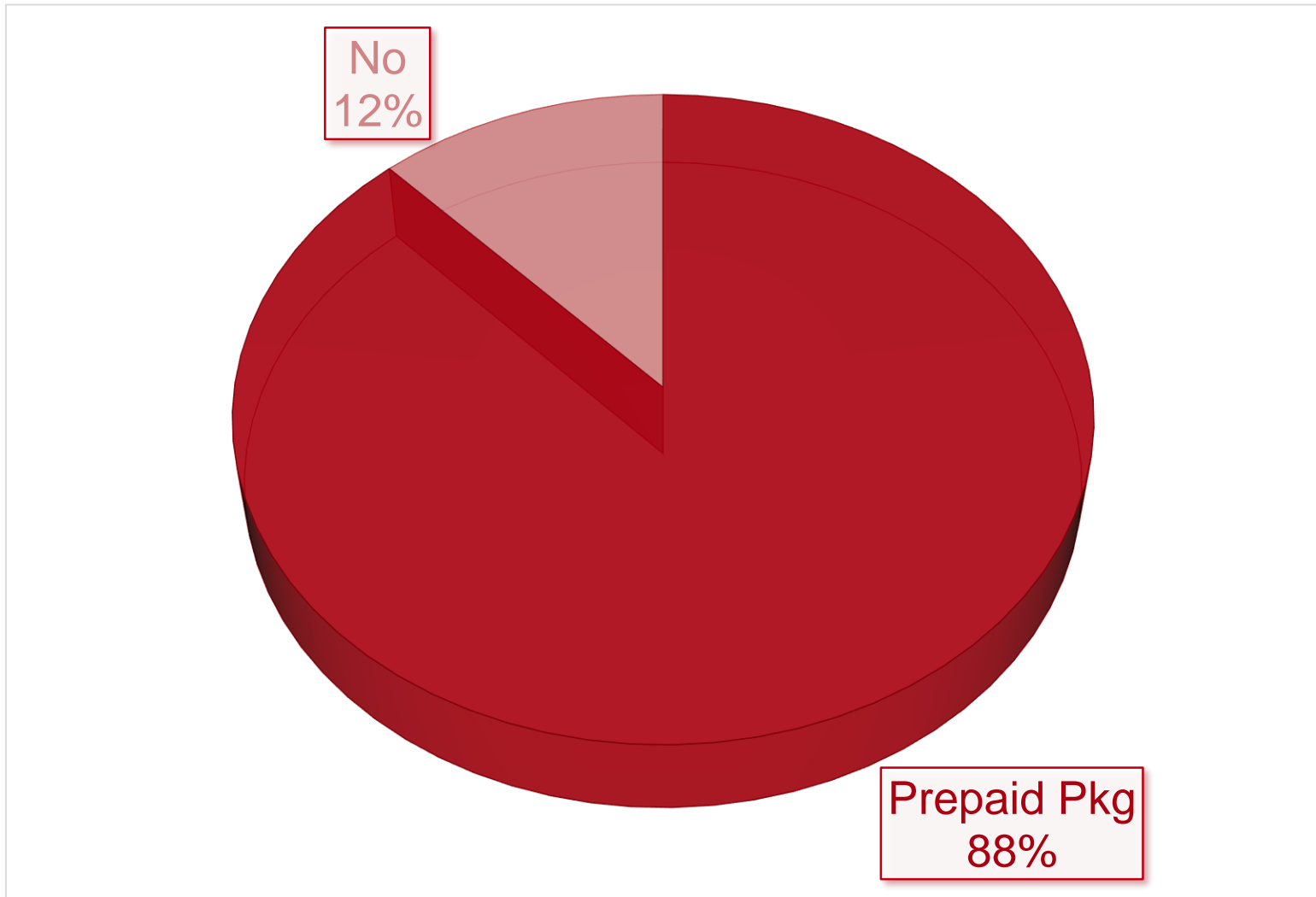


# Travel Arrangements - Sources

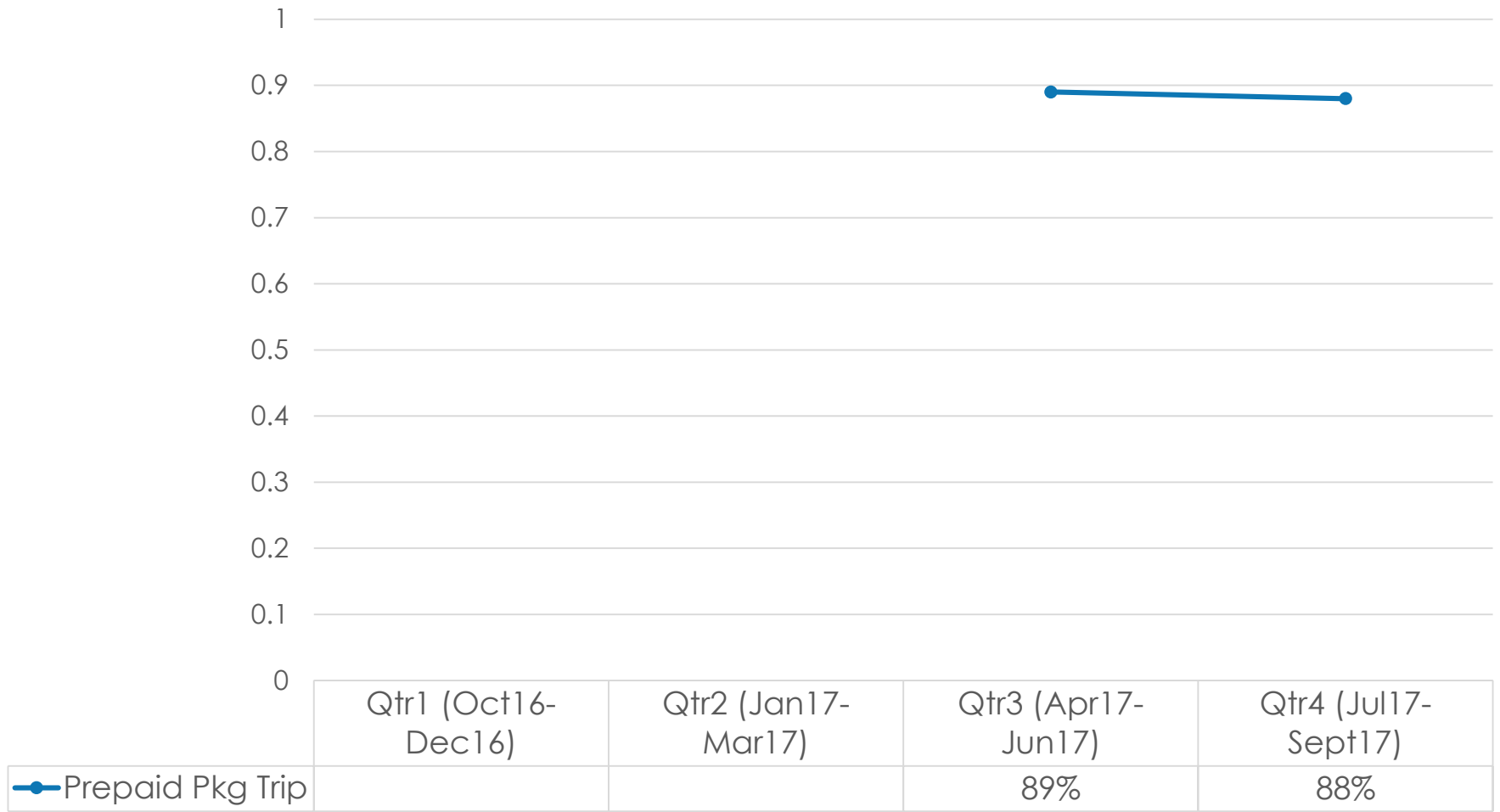


	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
—●— Online travel agent			51%	53%
—●— Trvl Agt/ Co- Pkg Tour			36%	33%
—●— Online 3rd Party			5%	5%
—●— Direct Air/ Hotel			9%	9%

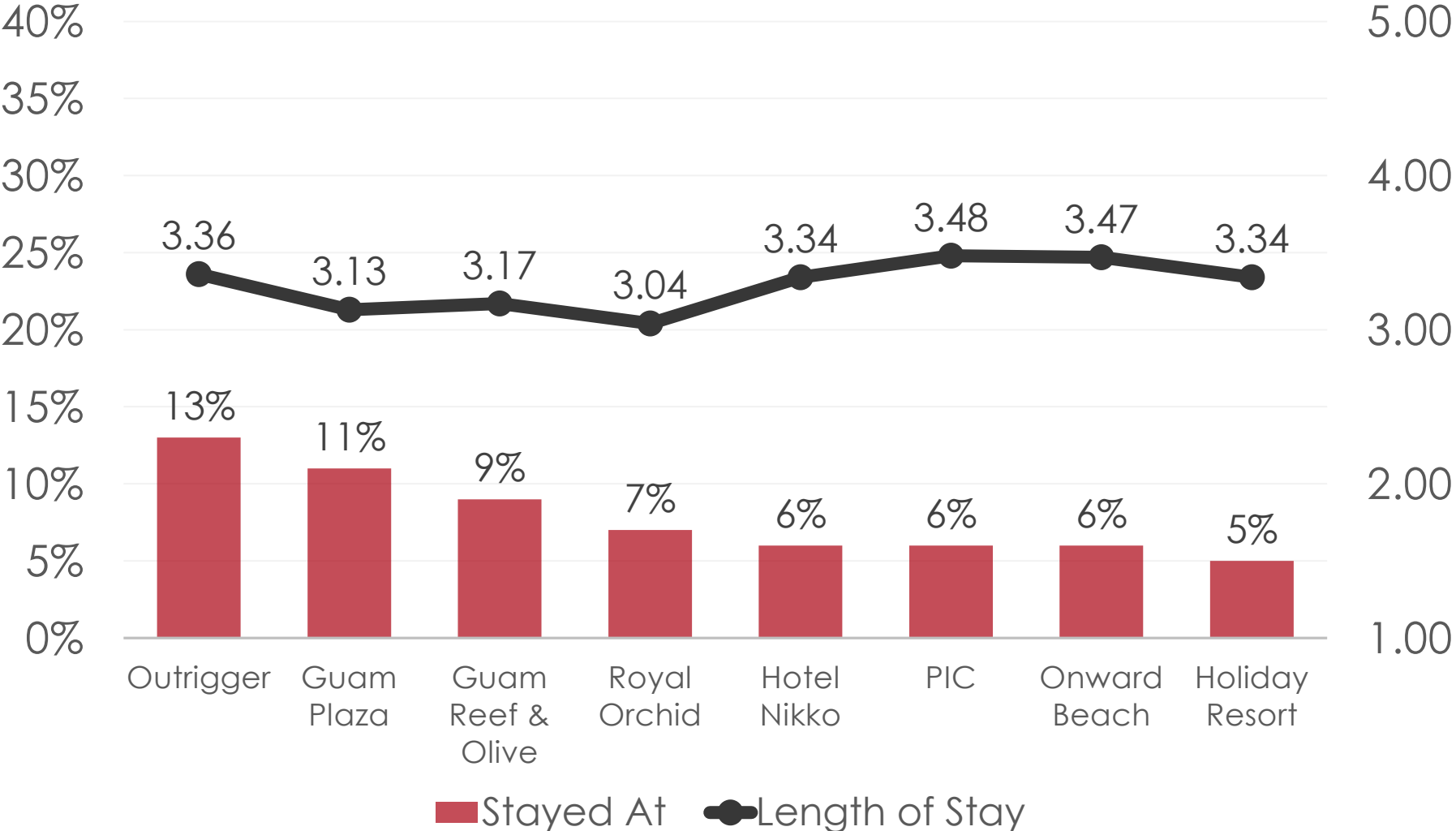
# Prepaid Package Trip



# Prepaid Package Trip

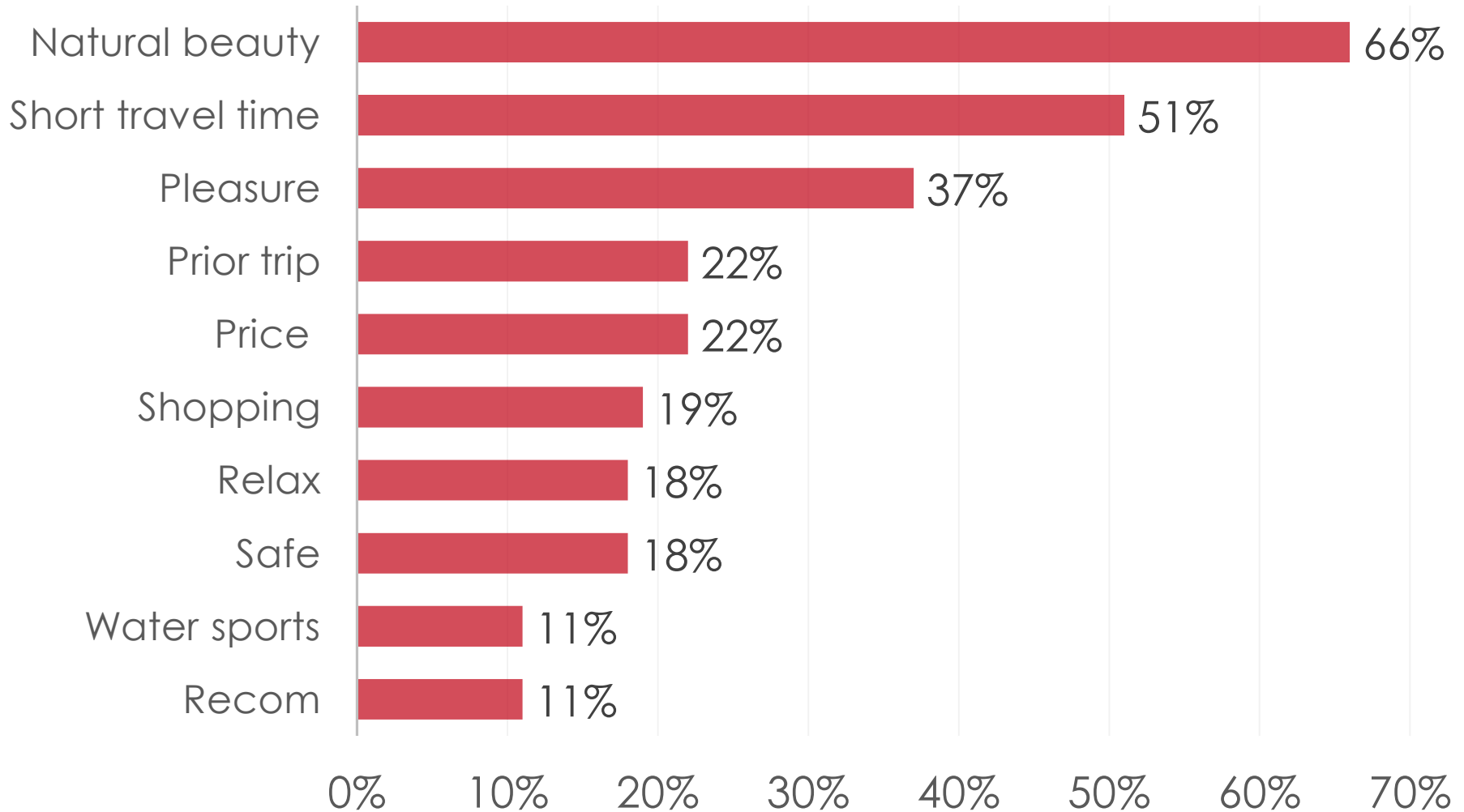


# Accommodations (Top Responses)





# 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	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
	-	-	-	-	-	-	-	-
Q5A Beautiful seas, beaches, tropical climate	66%	64%	60%	65%	71%	33%	27%	65%
Short travel time (not too far from home)	51%	59%	50%	59%	71%		27%	46%
Pleasure/ vacation	37%	35%	35%	34%	14%	33%	32%	33%
A previous visit	22%	28%	45%	16%	29%	33%		27%
Price of the tour package	22%	19%	19%	19%				25%
Shopping	19%	15%	19%	22%	14%	33%	14%	16%
Just to relax	18%	17%	20%	25%	14%			12%
It is a safe place to spend a vacation	18%	20%	16%	19%	43%		14%	26%
Recommendation of friend/ relative/ travel agency	11%	8%	9%	12%	14%		18%	13%
Water sports (snorkeling, windsurfing, parasailing)	11%	11%	8%	9%	14%		14%	6%
Scuba diving	4%	3%	3%	2%			9%	3%
Honeymoon	4%	7%	1%	2%			23%	3%
Company/ business trip	2%	1%	2%	2%		33%		8%
To visit friends or relatives	2%	2%	3%	2%				3%
To Get Married/ attend Wedding	2%	3%	2%	2%			100%	2%
Adventure	2%	1%	1%	2%		33%		1%
To golf	1%	2%	1%		14%		14%	1%
Organized sporting activity/ event	1%	1%	1%					1%
My company sponsored me	0%	0%	0%					1%
Convention/ conference/ trade show/ meeting	0%		0%			67%		0%
Career certification/ testing	0%							0%
Incentive trip	0%					33%		
Government or military	0%	0%	0%					
School trip	0%	0%	0%					
Total	1047	533	523	129	7	3	22	269

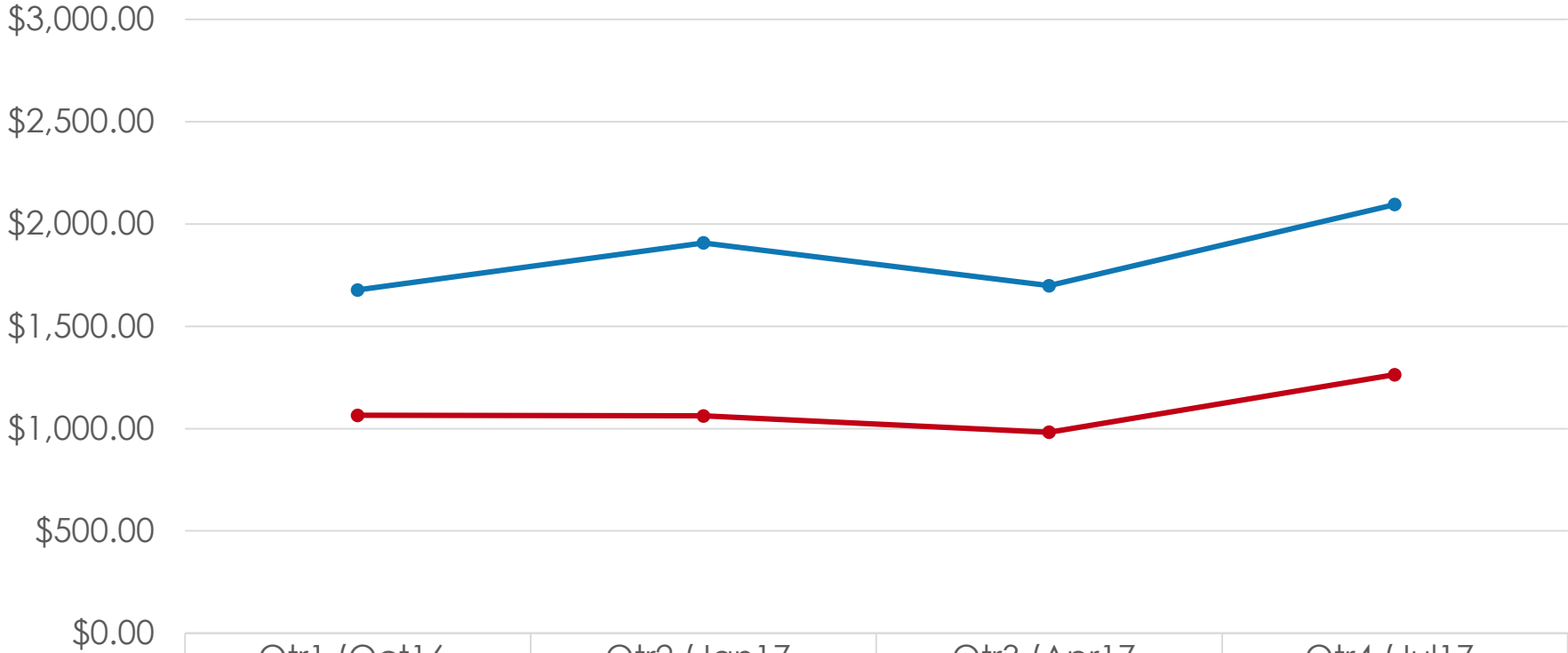
# SECTION 3

# EXPENDITURES

# Prepaid Expenditures

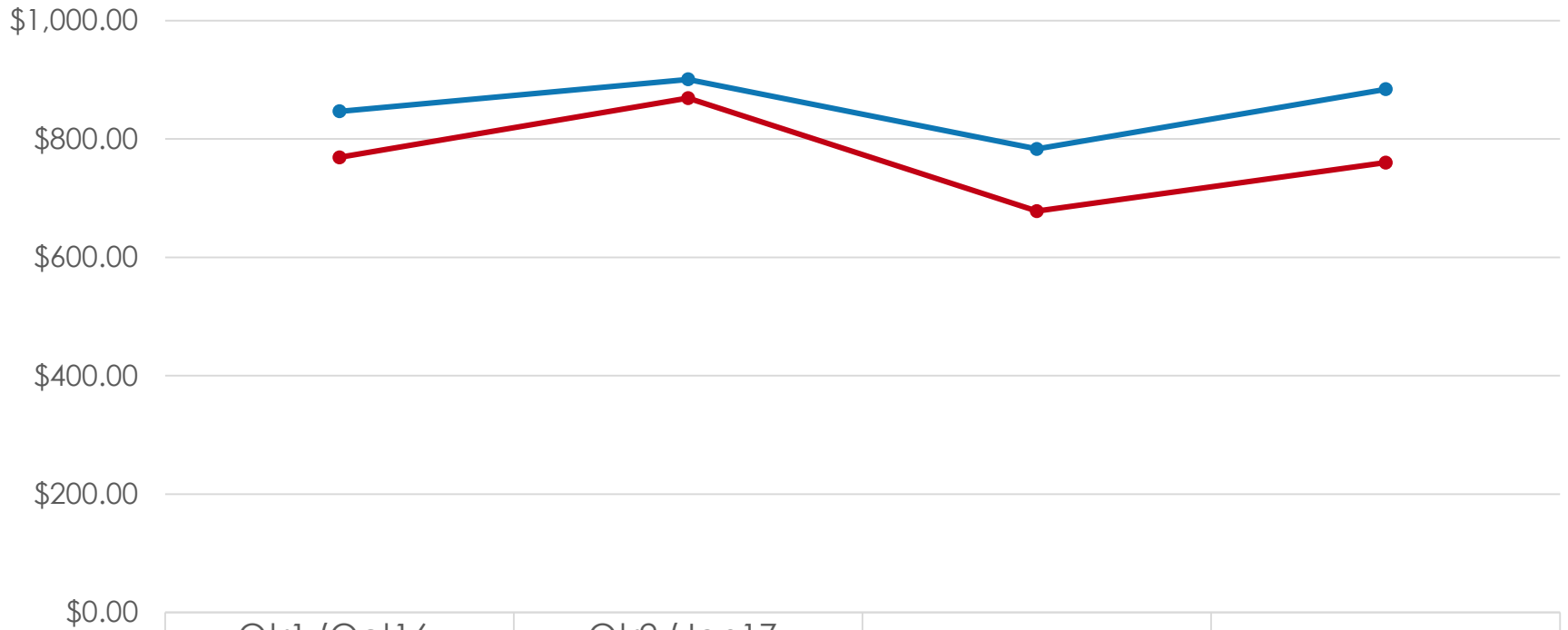
- \$2,095.15 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$884.10 = overall mean average per person prepaid expenditures

# Prepaid Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$1,678.12	\$1,907.55	\$1,698.71	\$2,095.15
MEDIAN	\$1,065.00	\$1,062.00	\$982.00	\$1,264.00

# Prepaid Per Person– FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$846.66	\$900.65	\$783.25	\$884.10
MEDIAN	\$769.00	\$869.00	\$678.00	\$760.00

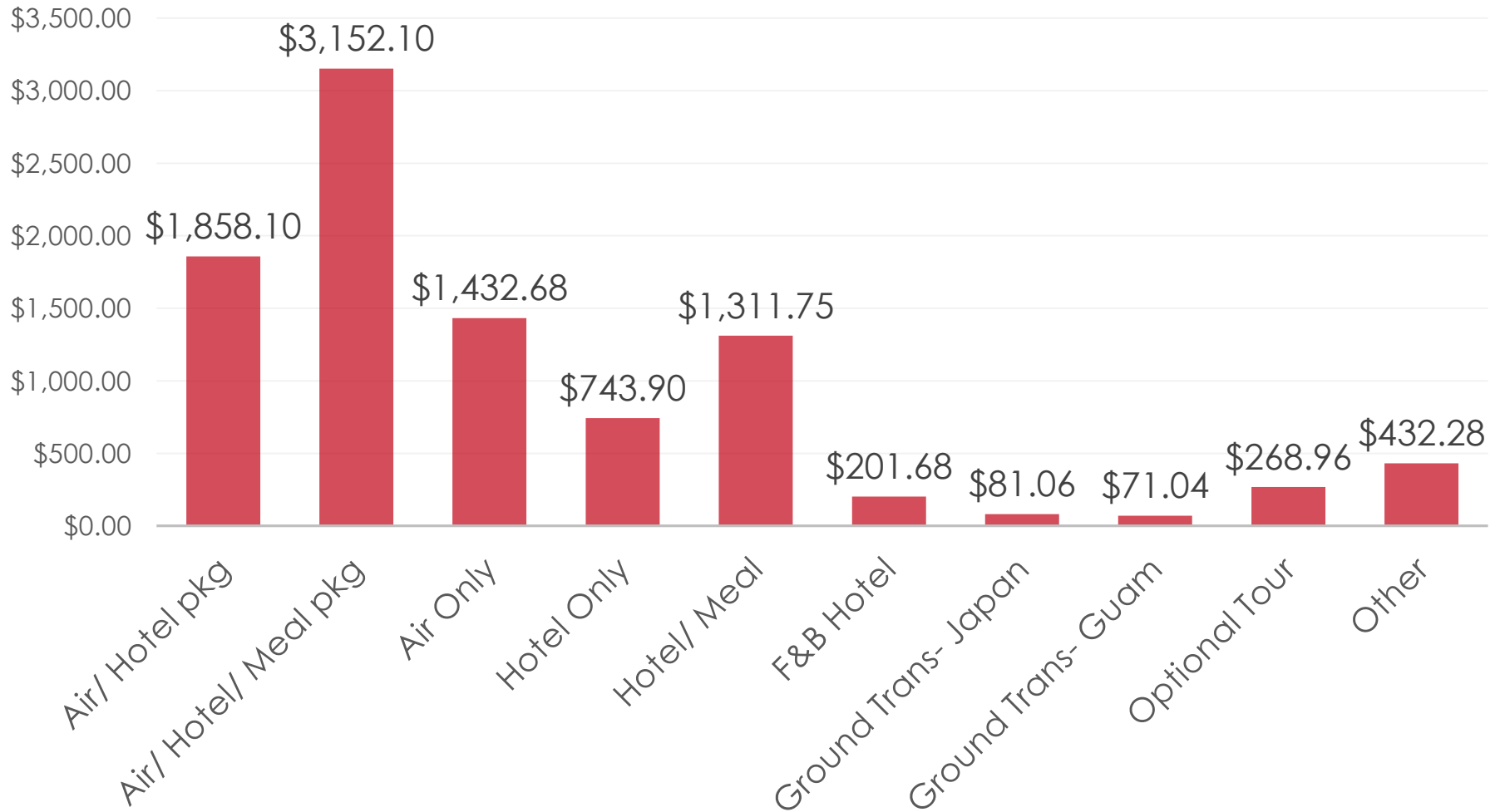
# Prepaid Per Person– Key Segments

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$884.10	\$1,022.20	\$893.04	\$859.55	\$1,152.80	\$108.98	\$1,343.04	\$819.29
	Median	\$760	\$911	\$738	\$813	\$1,154	\$0	\$1,209	\$677

Prepared by Anthology Research

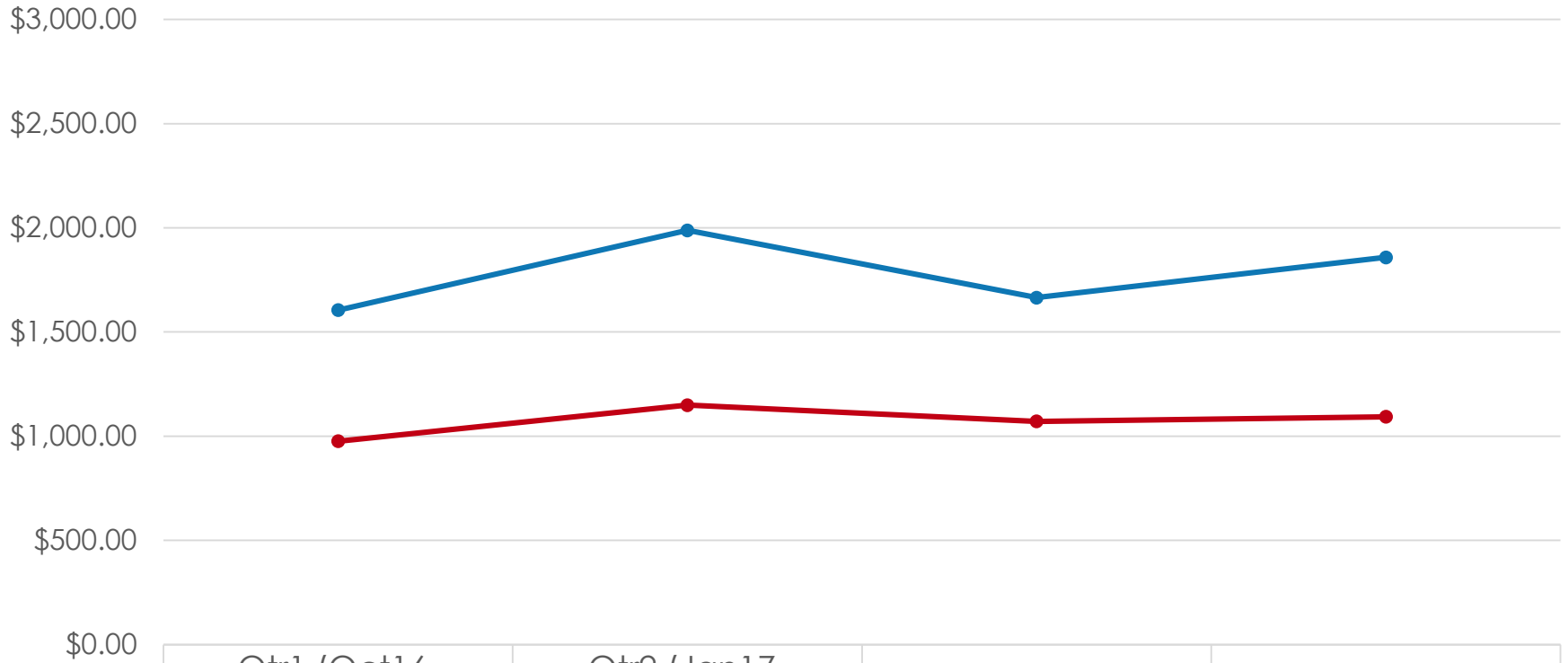
# Prepaid Expenses by Category – MEAN Entire Travel Party





# Prepaid- FY2017 Tracking

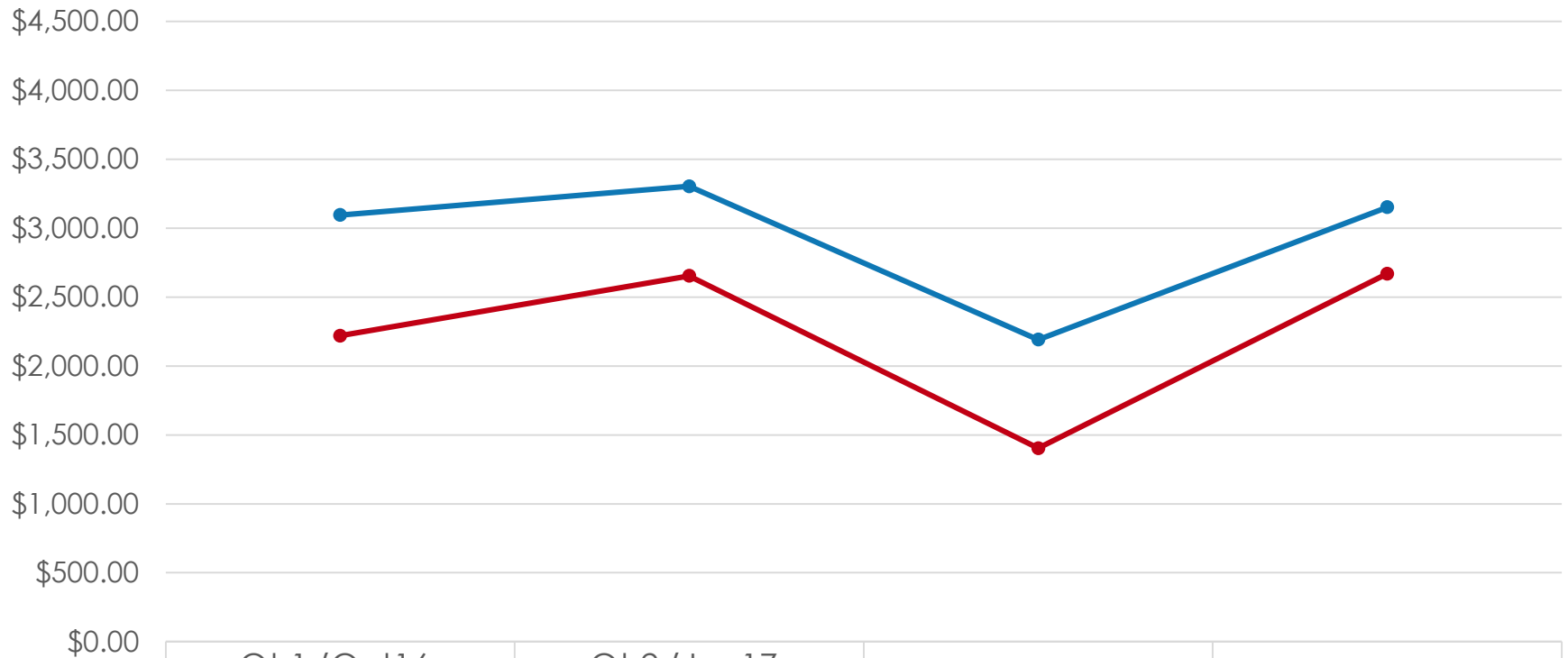
## Airfare & Accommodation Packages



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$1,605.02	\$1,988.30	\$1,665.18	\$1,858.10
MEDIAN	\$976.00	\$1,149.00	\$1,071.00	\$1,093.00

# Prepaid- FY2017 Tracking

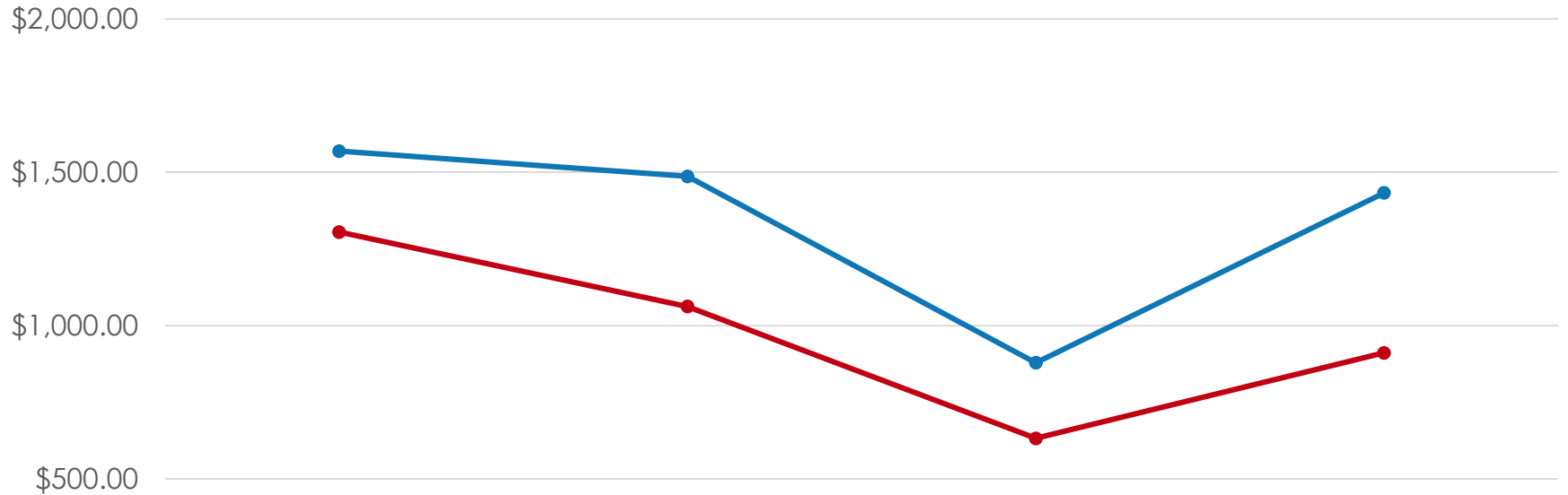
## Airfare & Accommodation W/ Meal Packages



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$3,094.83	\$3,303.34	\$2,191.52	\$3,152.10
MEDIAN	\$2,219.00	\$2,654.00	\$1,403.00	\$2,669.00

# Prepaid- FY2017 Tracking

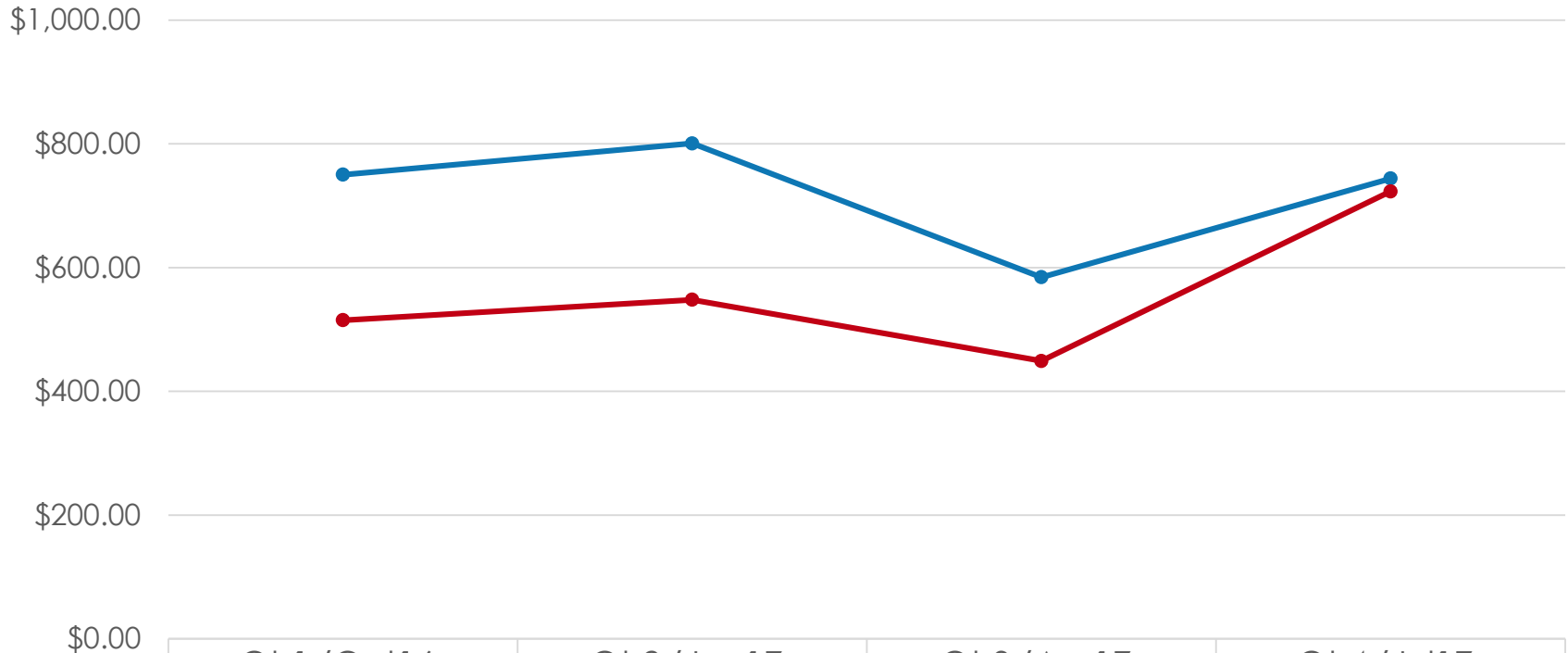
## Airfare Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$1,568.99	\$1,486.36	\$878.84	\$1,432.68
MEDIAN	\$1,305.00	\$1,062.00	\$632.00	\$911.00

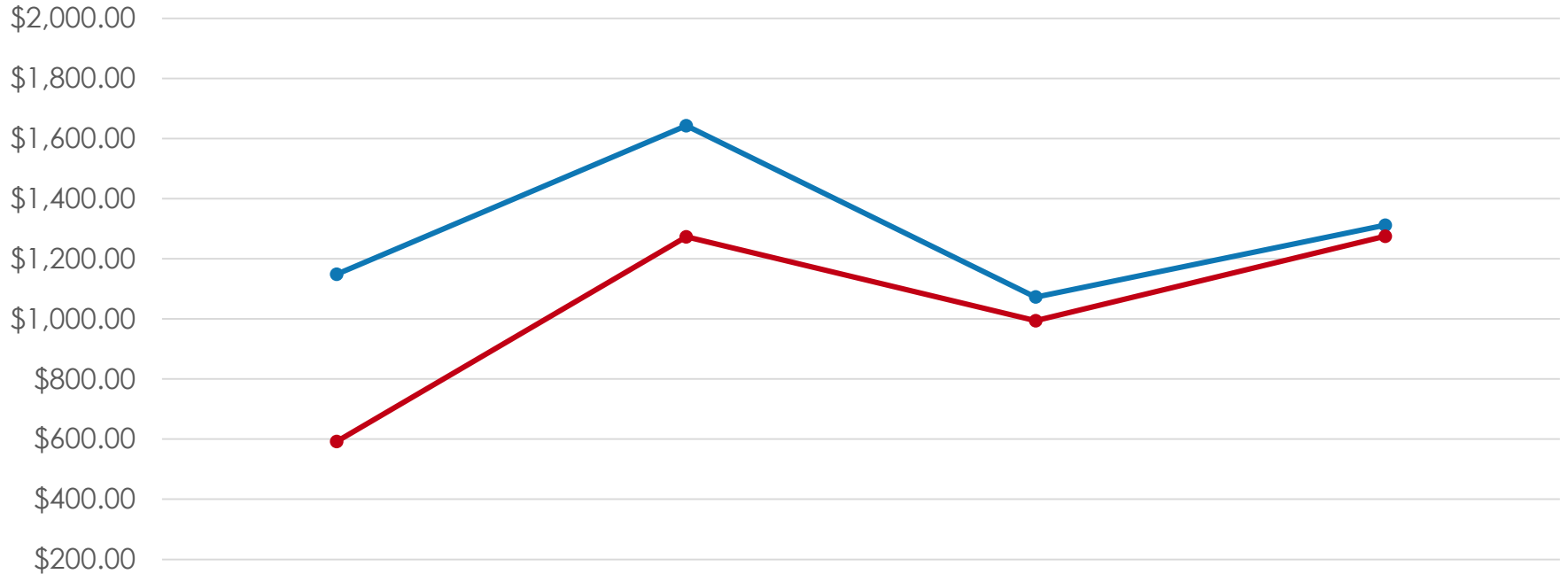
# Prepaid- FY2017 Tracking

## Accommodations Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$750.17	\$800.74	\$584.33	\$743.90
MEDIAN	\$515.00	\$548.00	\$449.00	\$723.00

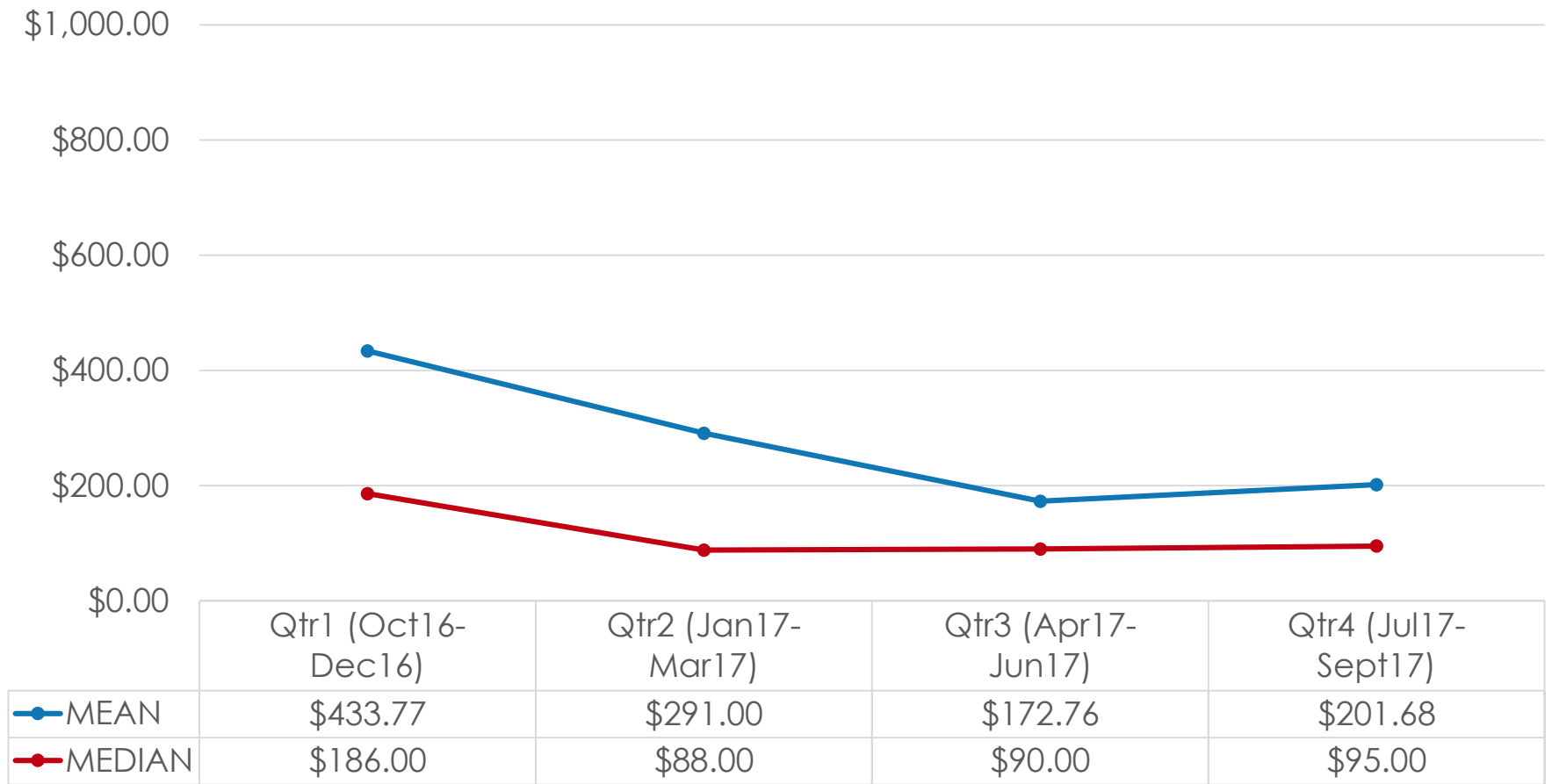
# Prepaid- FY2017 Tracking Accommodations w/ Meal Only



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$1,148.40	\$1,642.55	\$1,072.75	\$1,311.75
MEDIAN	\$592.00	\$1,273.00	\$994.00	\$1,275.00

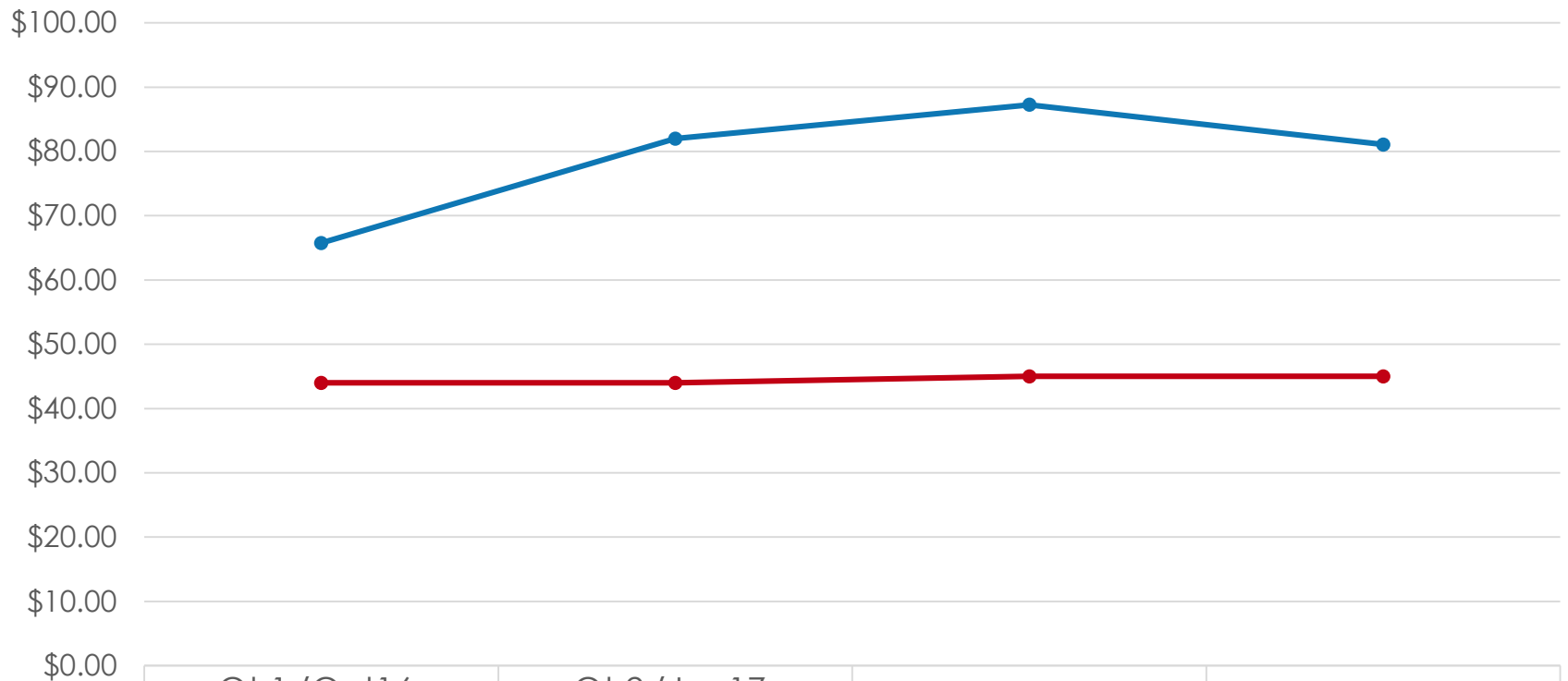
# Prepaid- FY2017 Tracking

## Food & Beverage in Hotel



# Prepaid- FY2017 Tracking

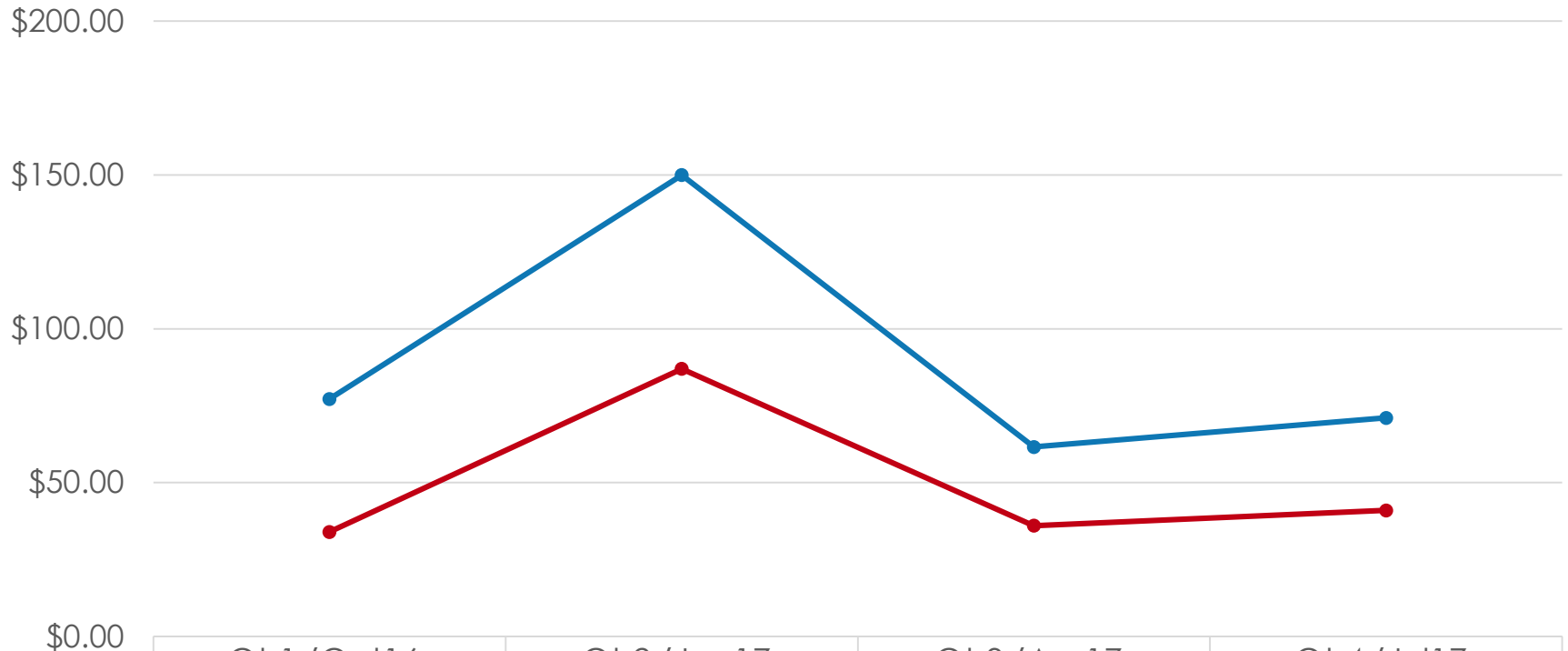
## Ground Transportation - Japan



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$65.76	\$81.98	\$87.25	\$81.06
MEDIAN	\$44.00	\$44.00	\$45.00	\$45.00

# Prepaid- FY2017 Tracking

## Ground Transportation - Guam

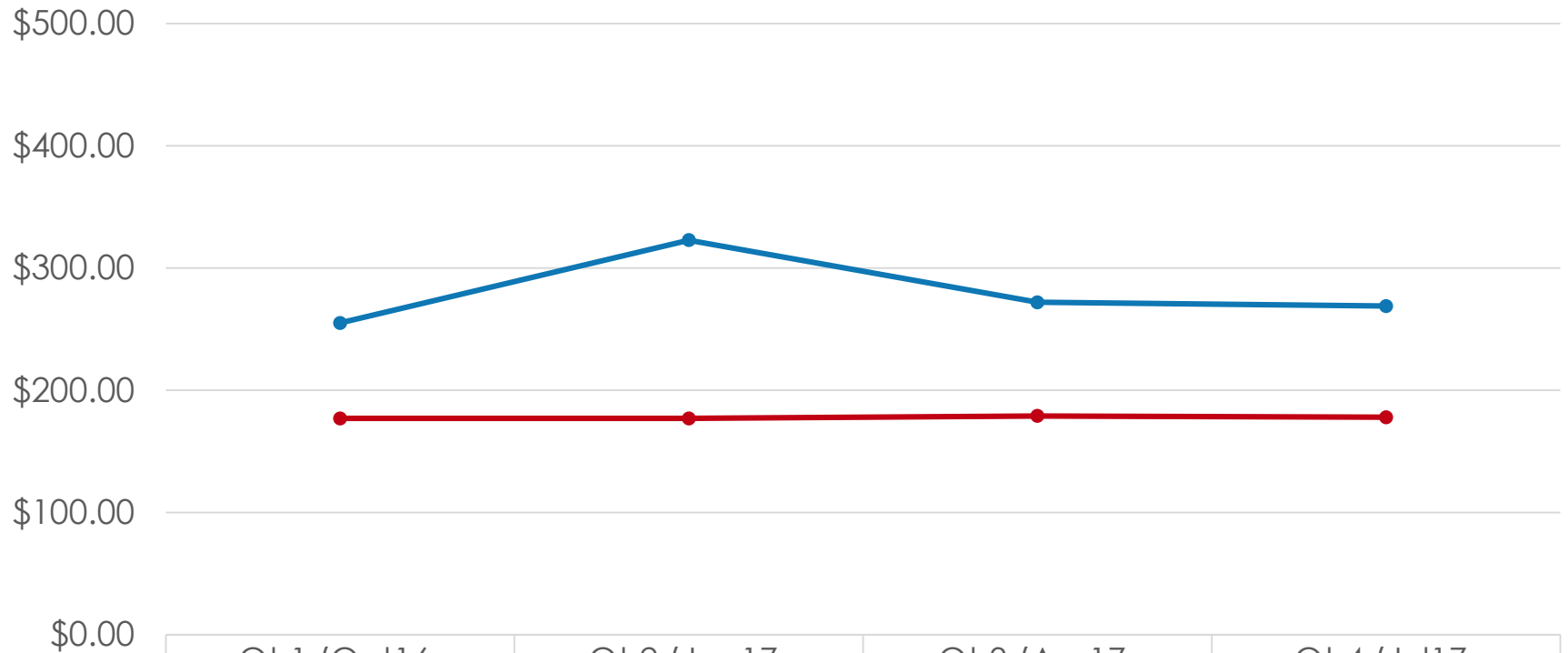


	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$77.20	\$149.98	\$61.61	\$71.04
MEDIAN	\$34.00	\$87.00	\$36.00	\$41.00



# Prepaid– FY2017 Tracking

## Optional tours/ Activities

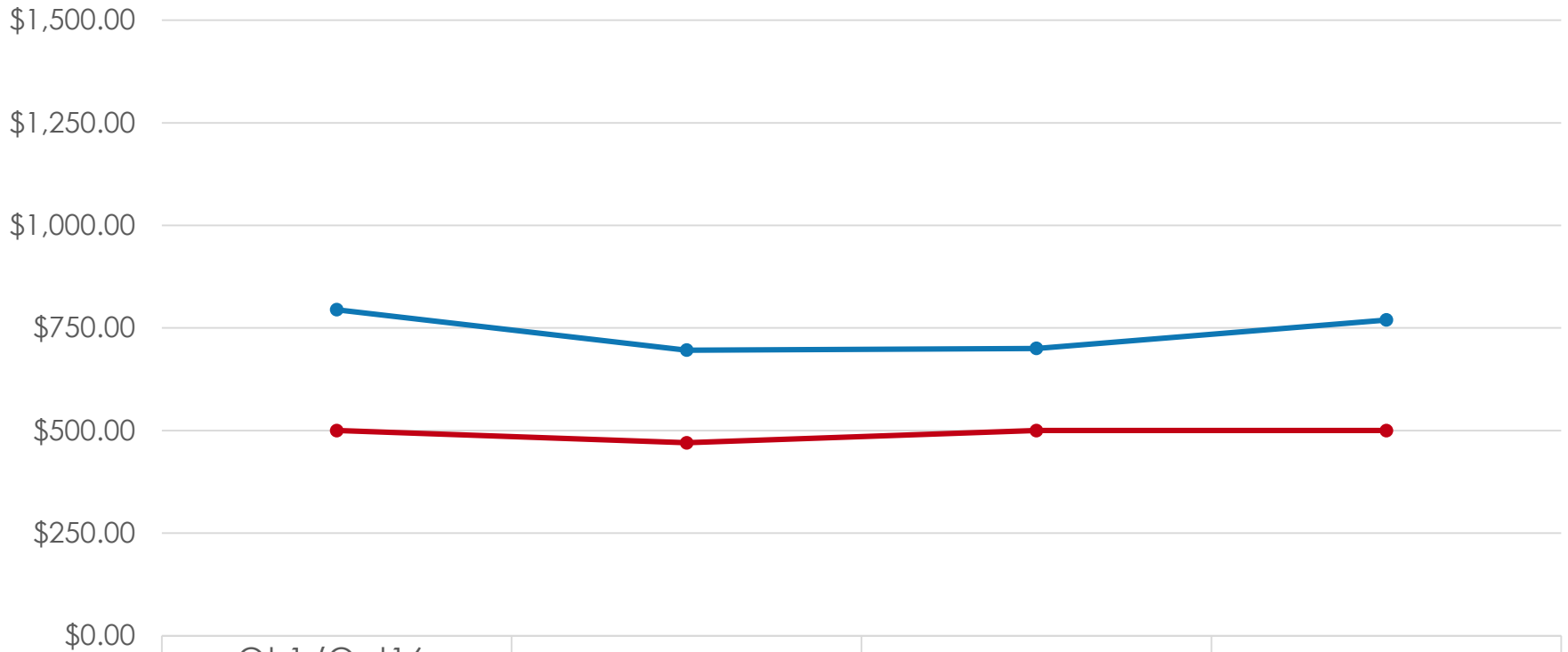


	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$255.10	\$322.79	\$271.96	\$268.96
MEDIAN	\$177.00	\$177.00	\$179.00	\$178.00

# On-Island Expenditures

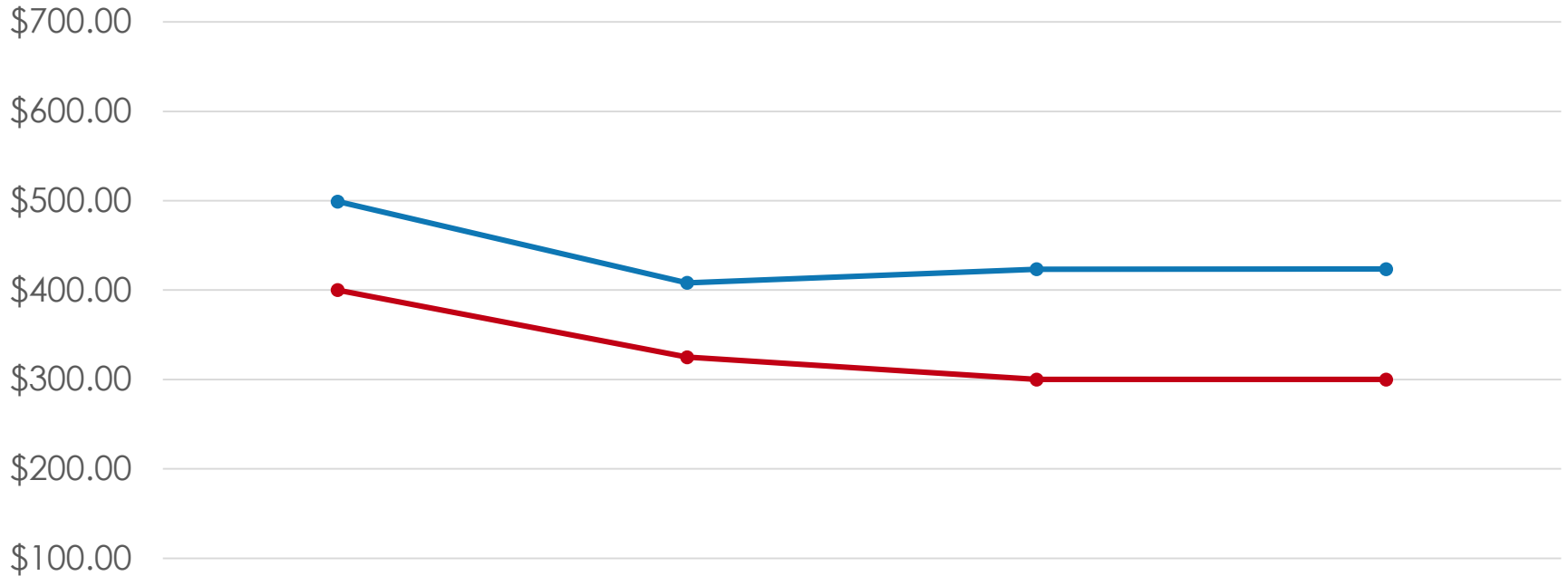
- \$769.58 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$423.52 = overall mean average per person prepaid expenditures

# On-Island Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$794.42	\$695.95	\$700.19	\$769.58
MEDIAN	\$500.00	\$470.00	\$500.00	\$500.00

# On-Island Per Person – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$499.02	\$408.15	\$423.30	\$423.52
MEDIAN	\$400.00	\$325.00	\$300.00	\$300.00

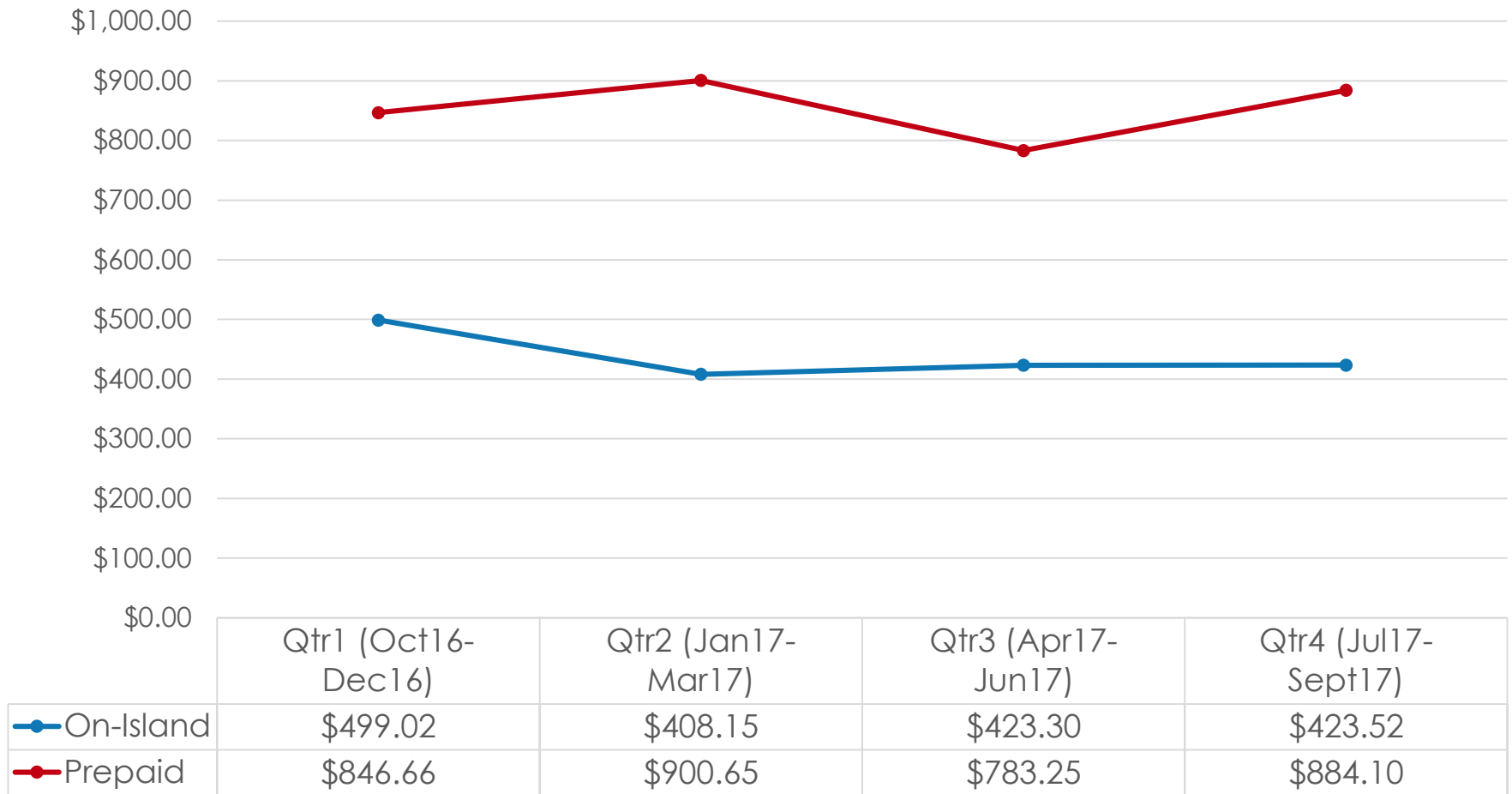
# On-Island Per Person – Key Segments

**GVB EXIT SURVEY  
Q11A ONISLE EXPENDITURE- PER PERSO**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
ONISLE PER PERSON	Mean	\$423.52	\$390.94	\$461.74	\$453.14	\$633.83	\$383.33	\$407.93	\$354.83
	Median	\$300	\$294	\$309	\$300	\$304	\$300	\$342	\$300

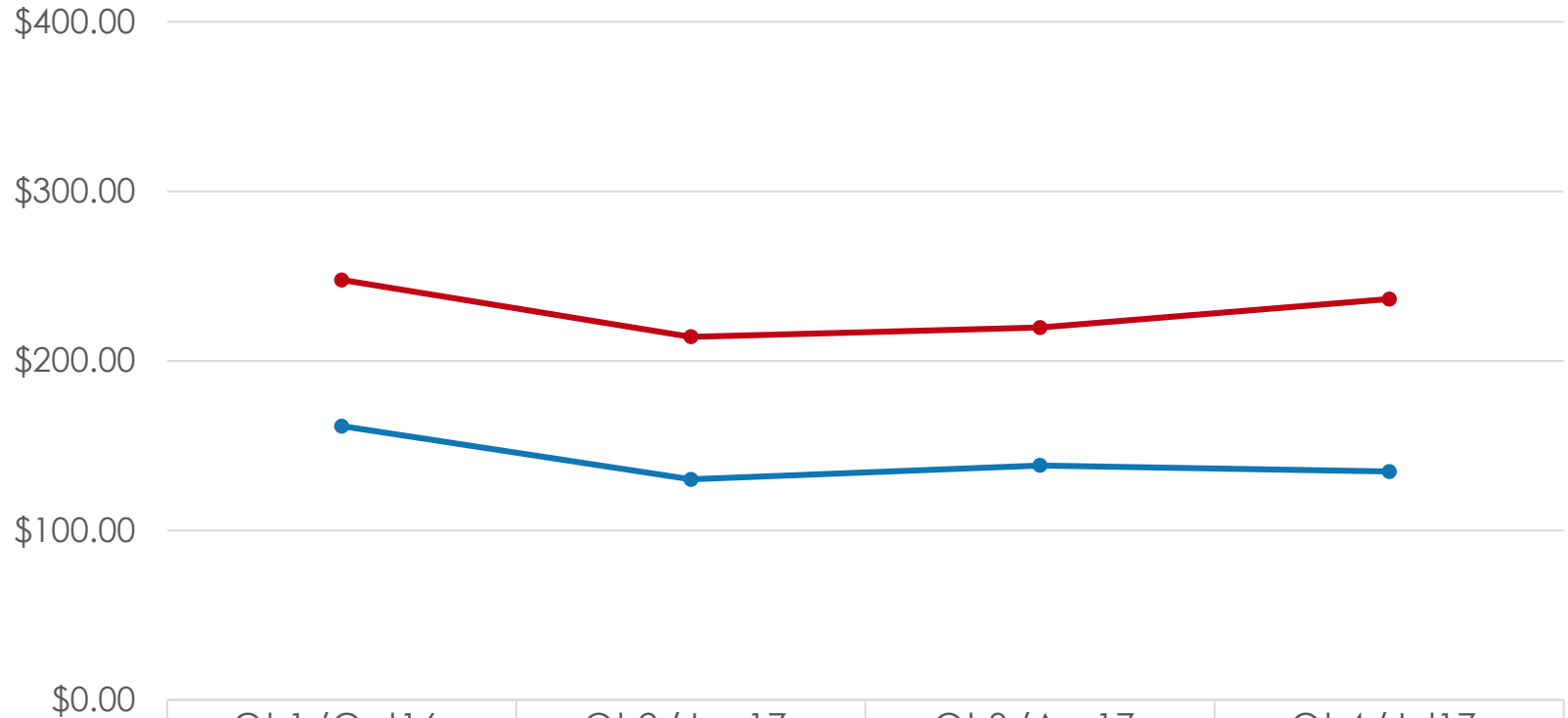
Prepared by Anthology Research

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



# On-Island Per Day Spending – FY2017 Tracking

## MEAN



● Per Person

● Travel Party

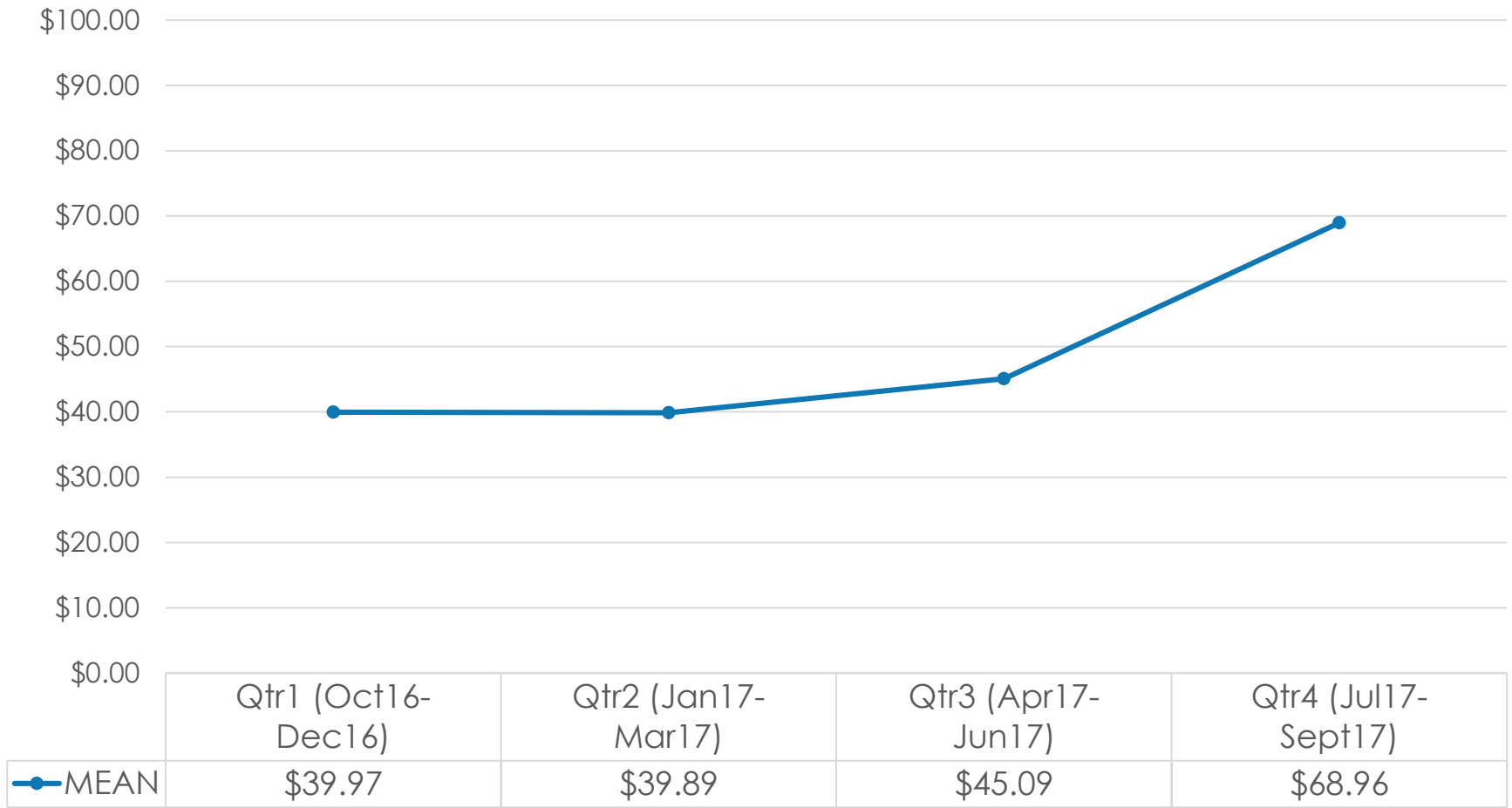
# On-Island Expenses by Category – MEAN Entire Travel Party





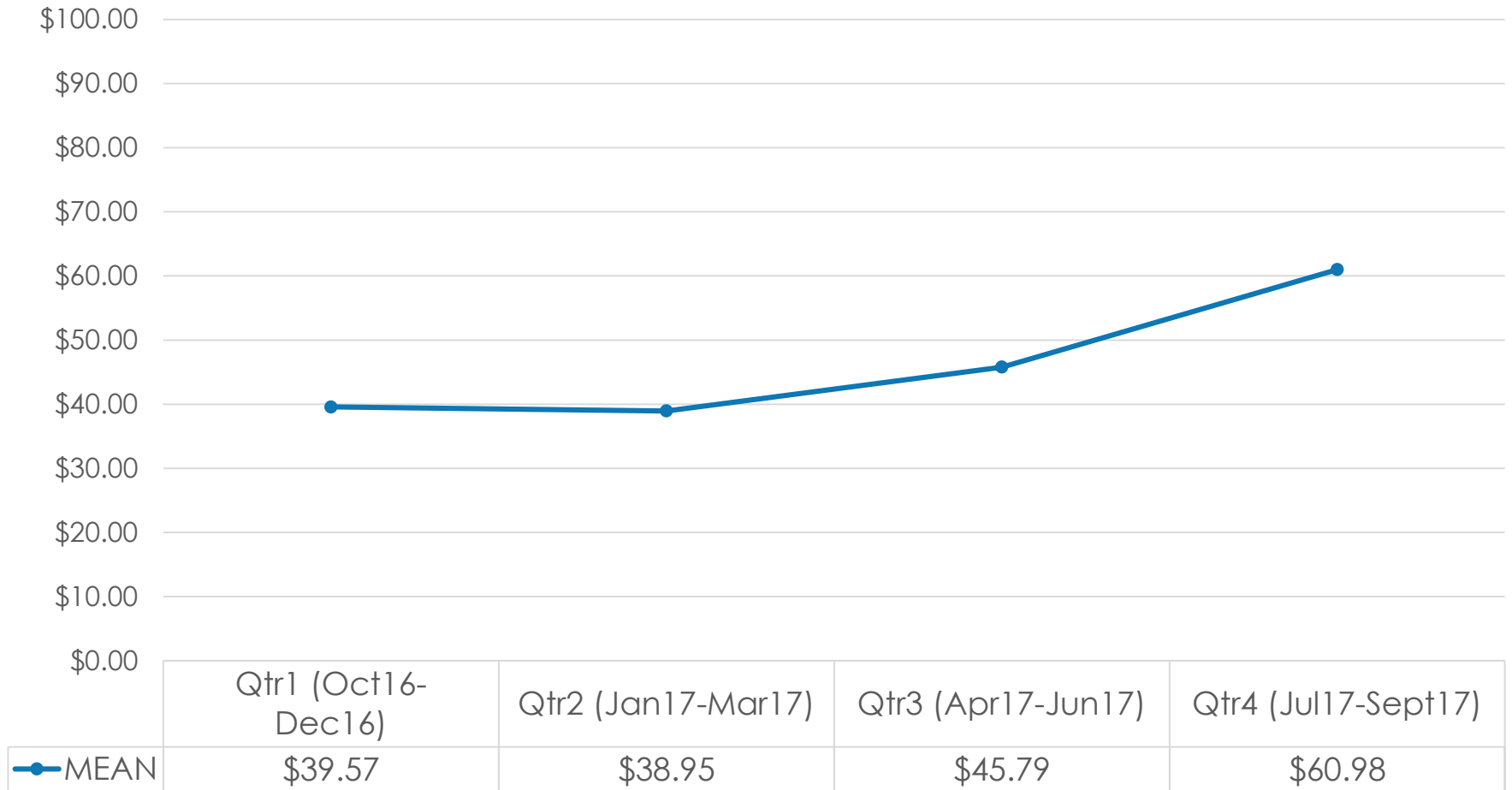
# On-Island – FY2017 Tracking

## Food & Beverage - Hotel



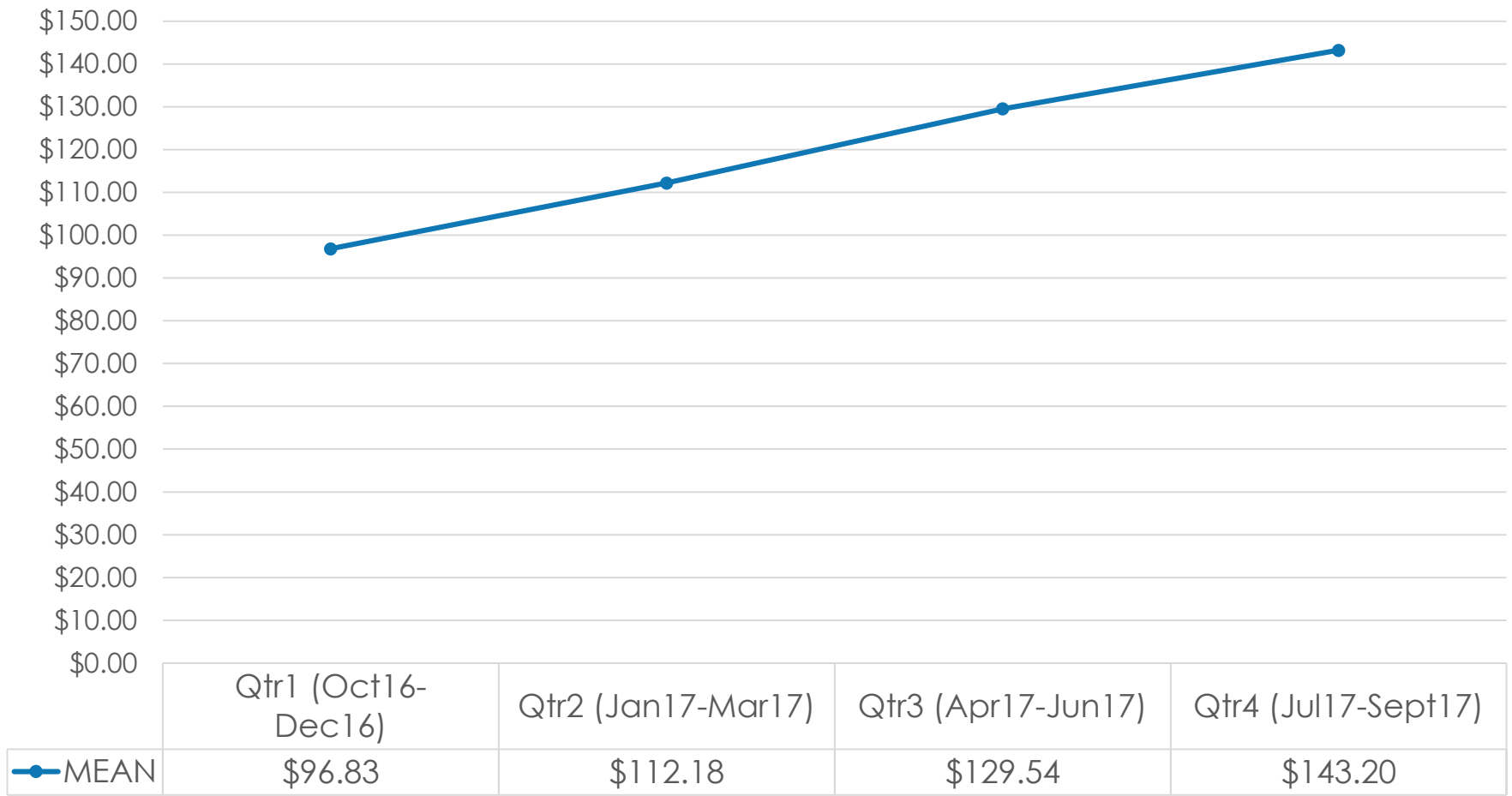
# On-Island – FY2017 Tracking

## Food & Beverage – Fast Food/ Convenience Store



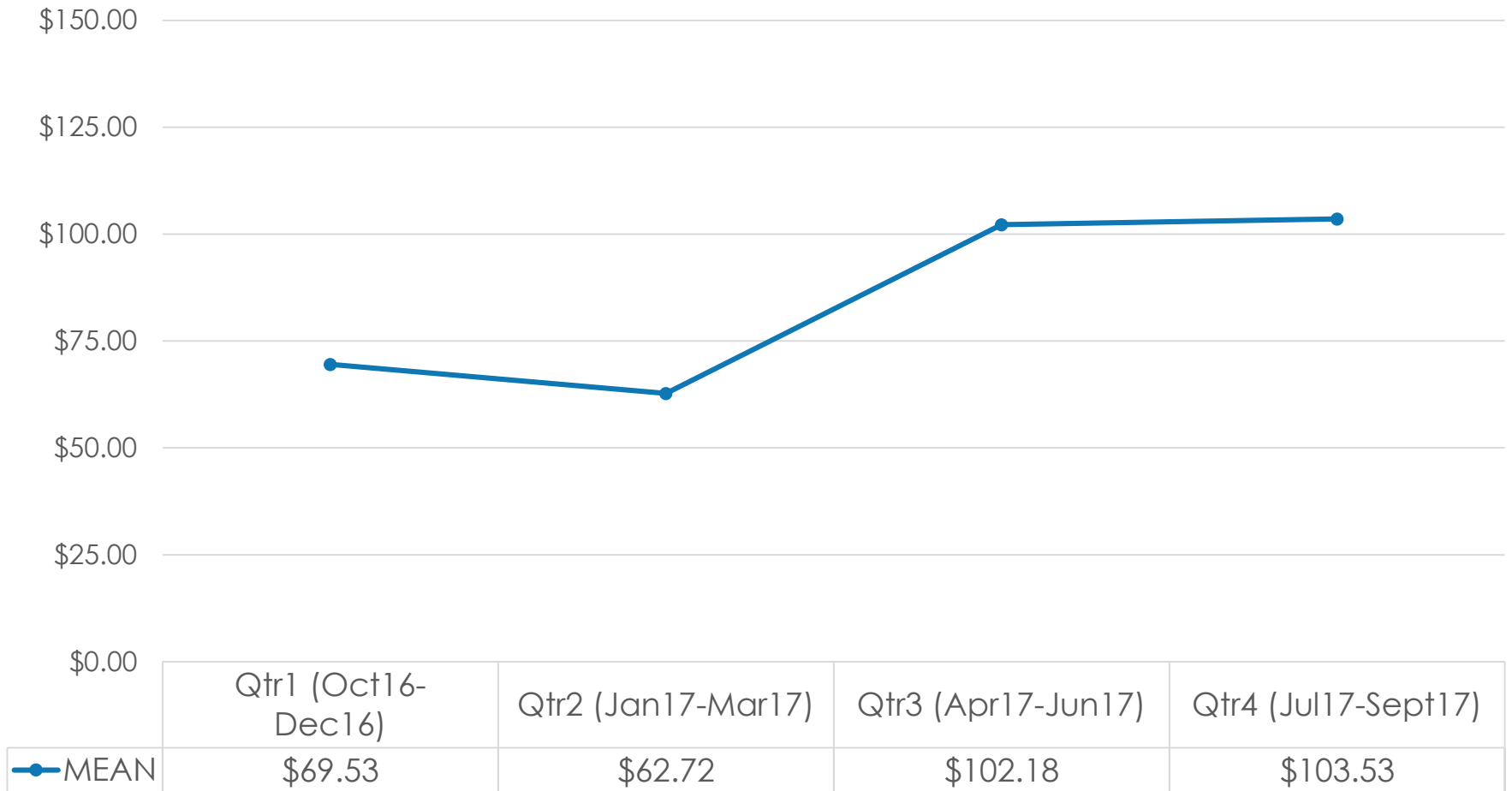
# On-Island – FY2017 Tracking

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



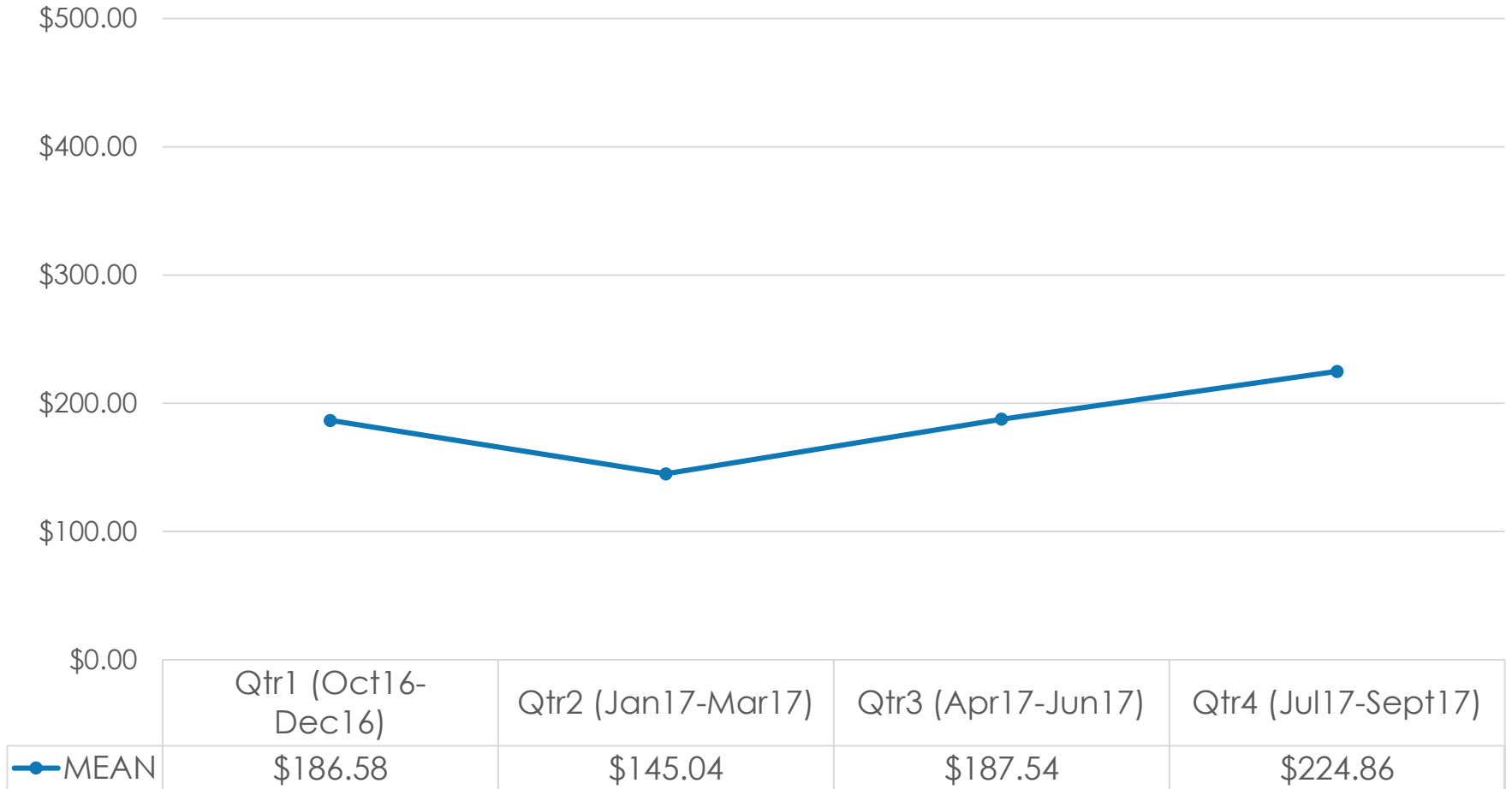
# On-Island – FY2017 Tracking

## Optional tour/ Activities



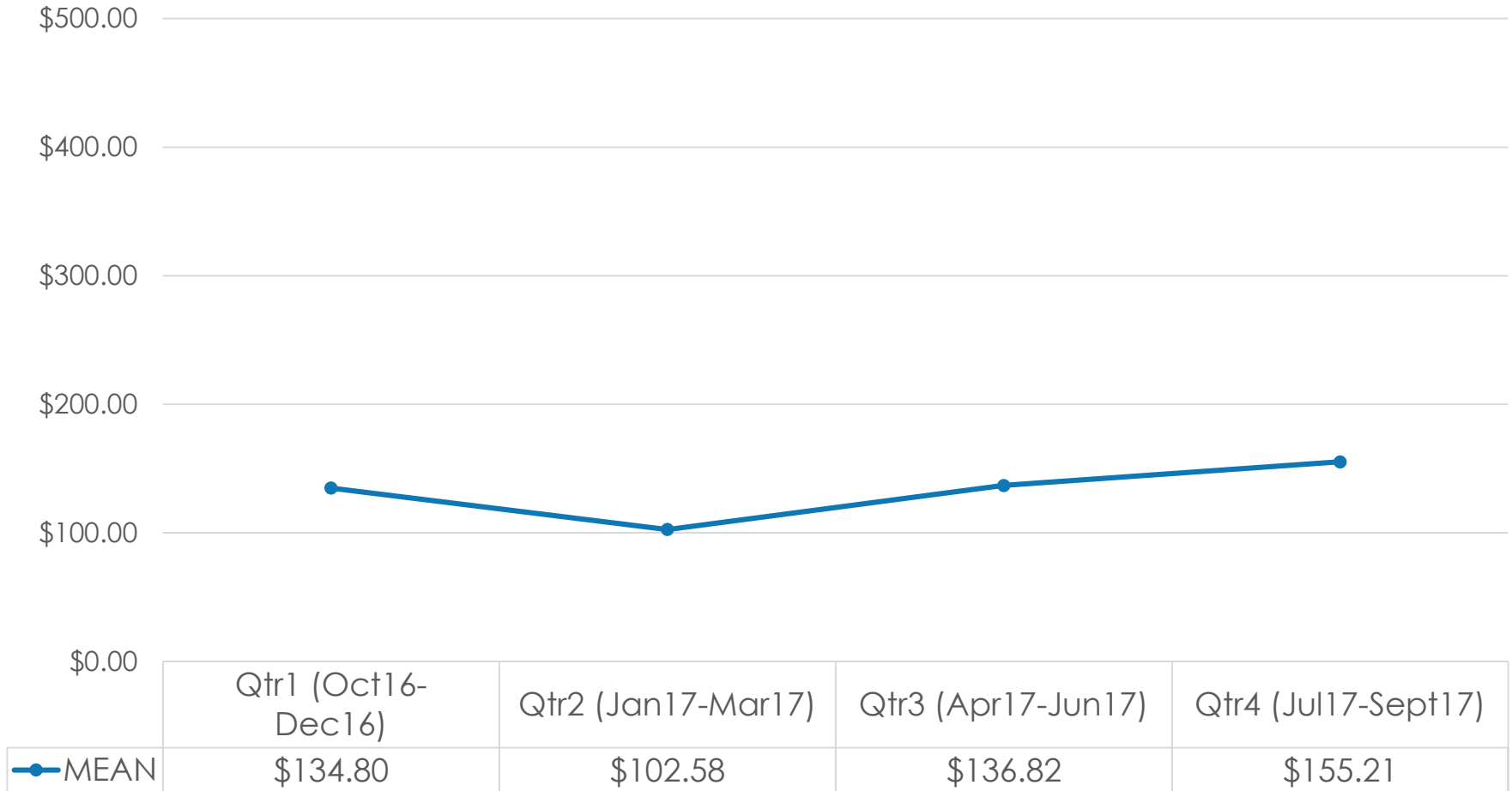
# On-Island – FY2017 Tracking

## Gift/ Souvenir – Self/ Companion



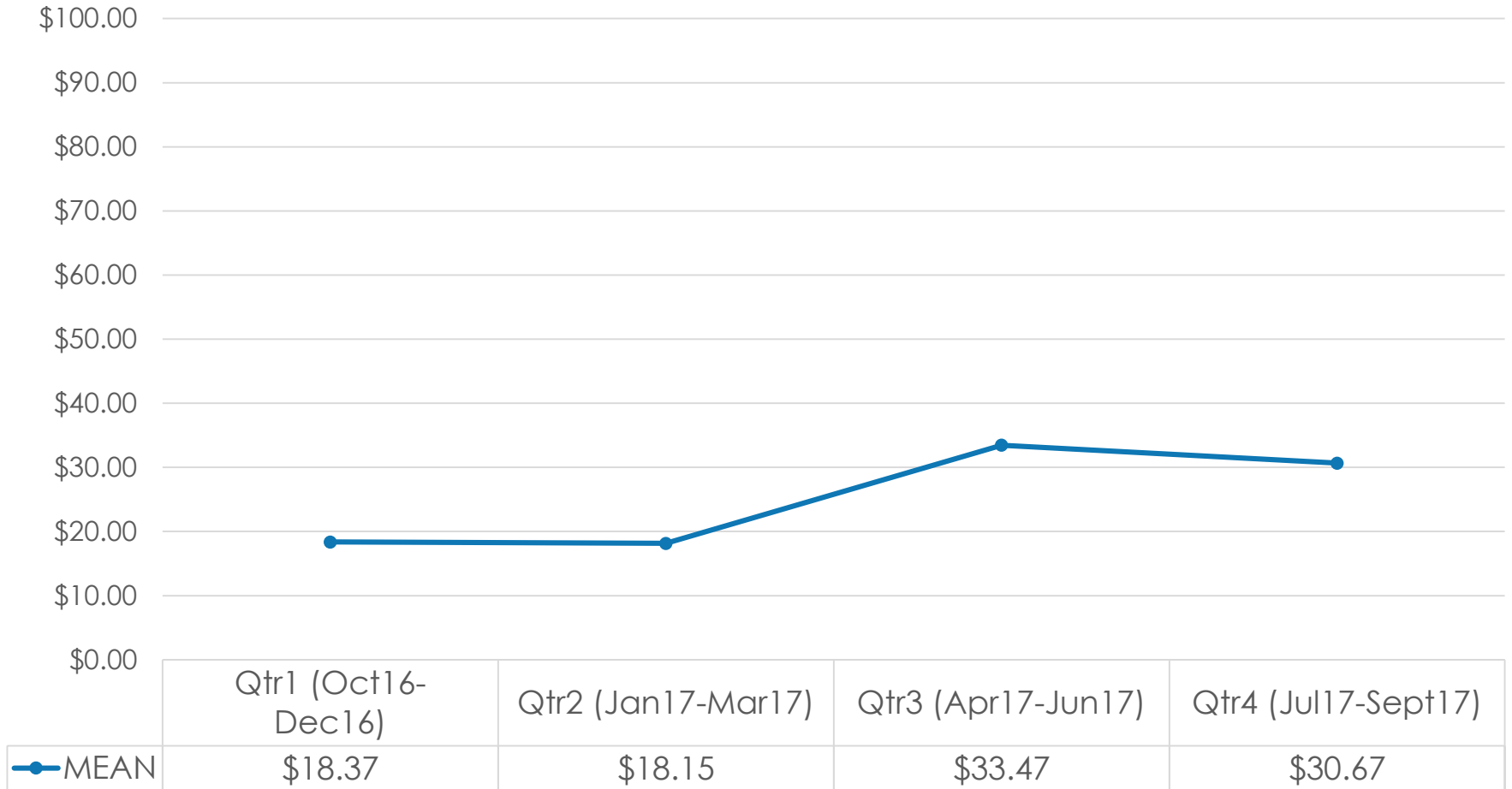
# On-Island – FY2017 Tracking

## Gift/ Souvenir – Friends/ Family



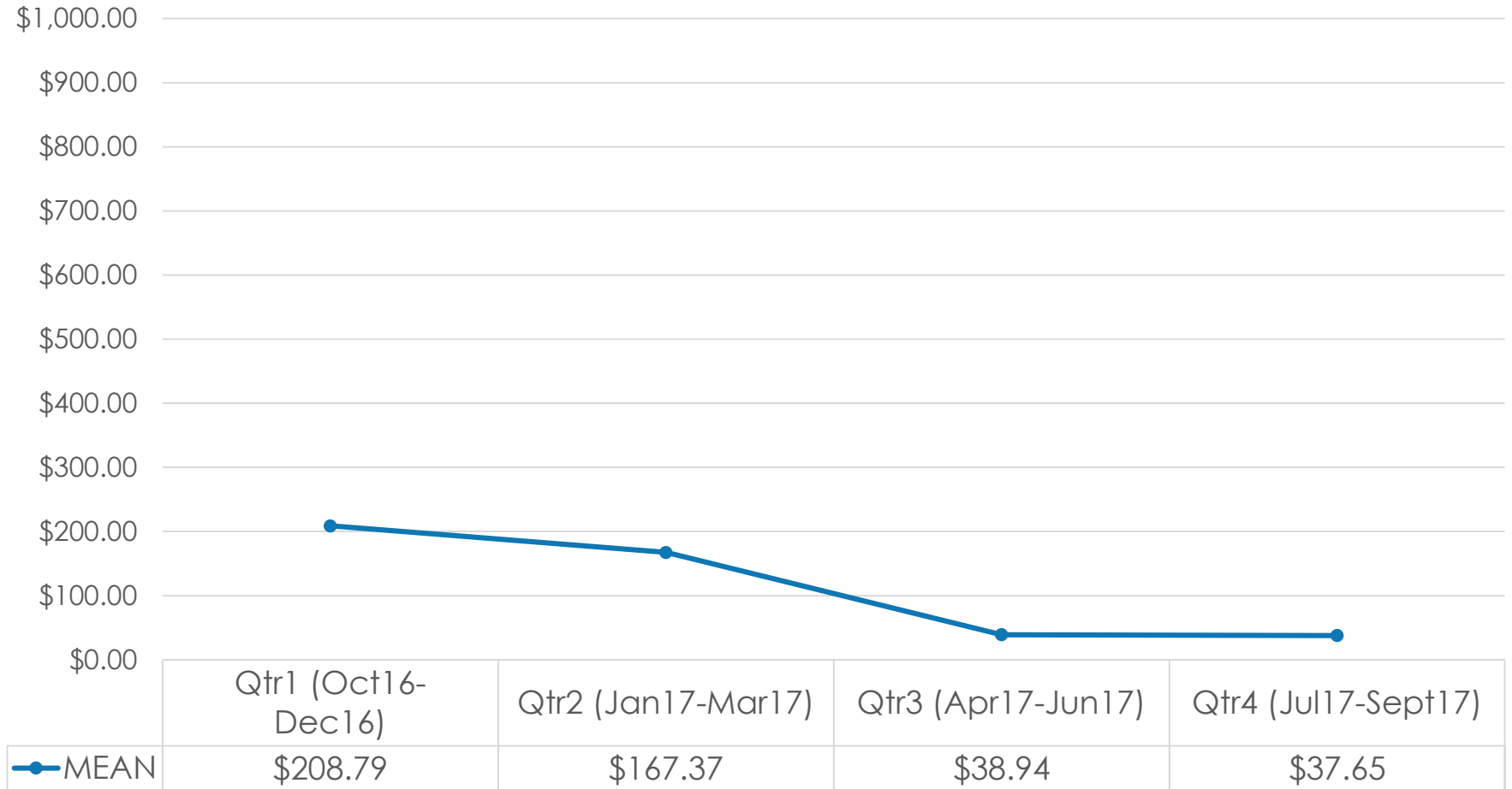
# On-Island – FY2017 Tracking

## Local Transportation



# On-Island – FY2017 Tracking

## Other Not Included

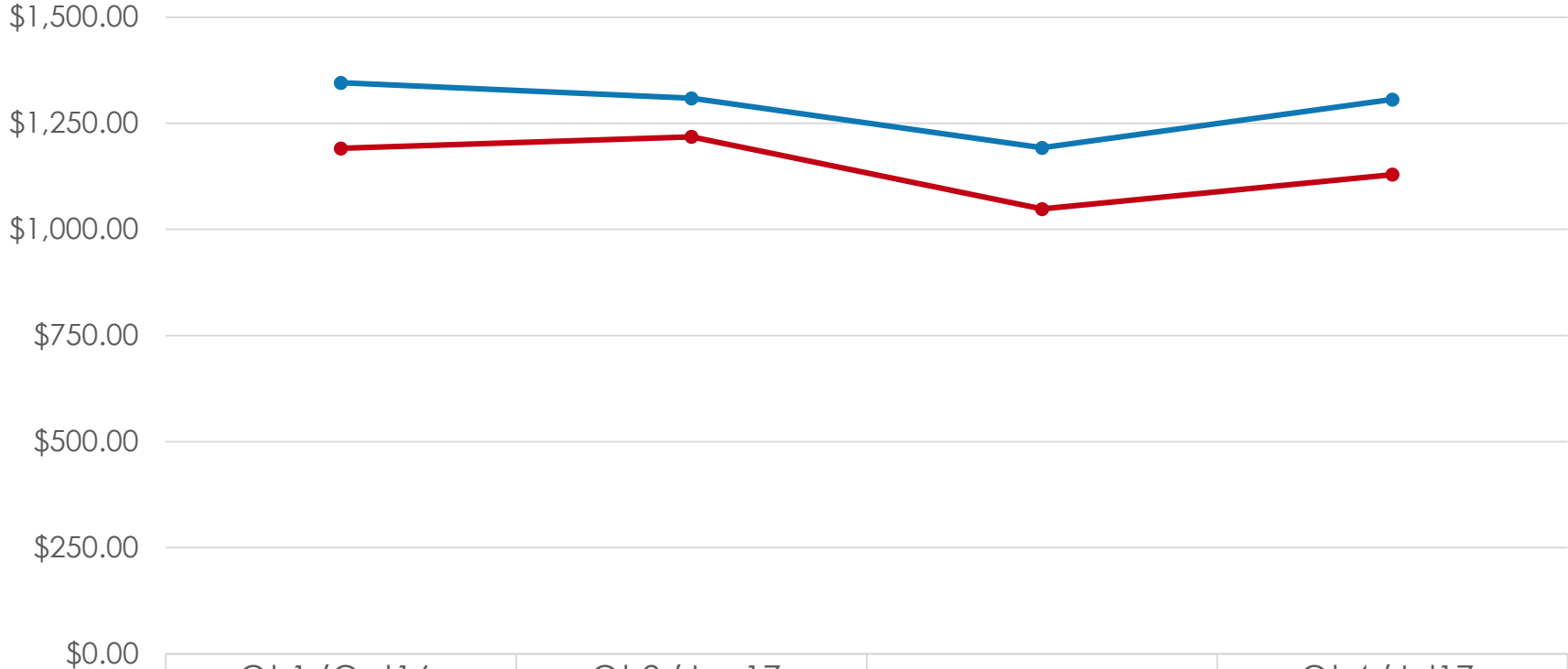




# TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,305.93 = overall mean average prepaid & on-isle expense by respondent

# TOTAL Per Person Expenditures – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$1,345.50	\$1,308.80	\$1,192.09	\$1,305.93
MEDIAN	\$1,191.00	\$1,218.00	\$1,048.00	\$1,129.00

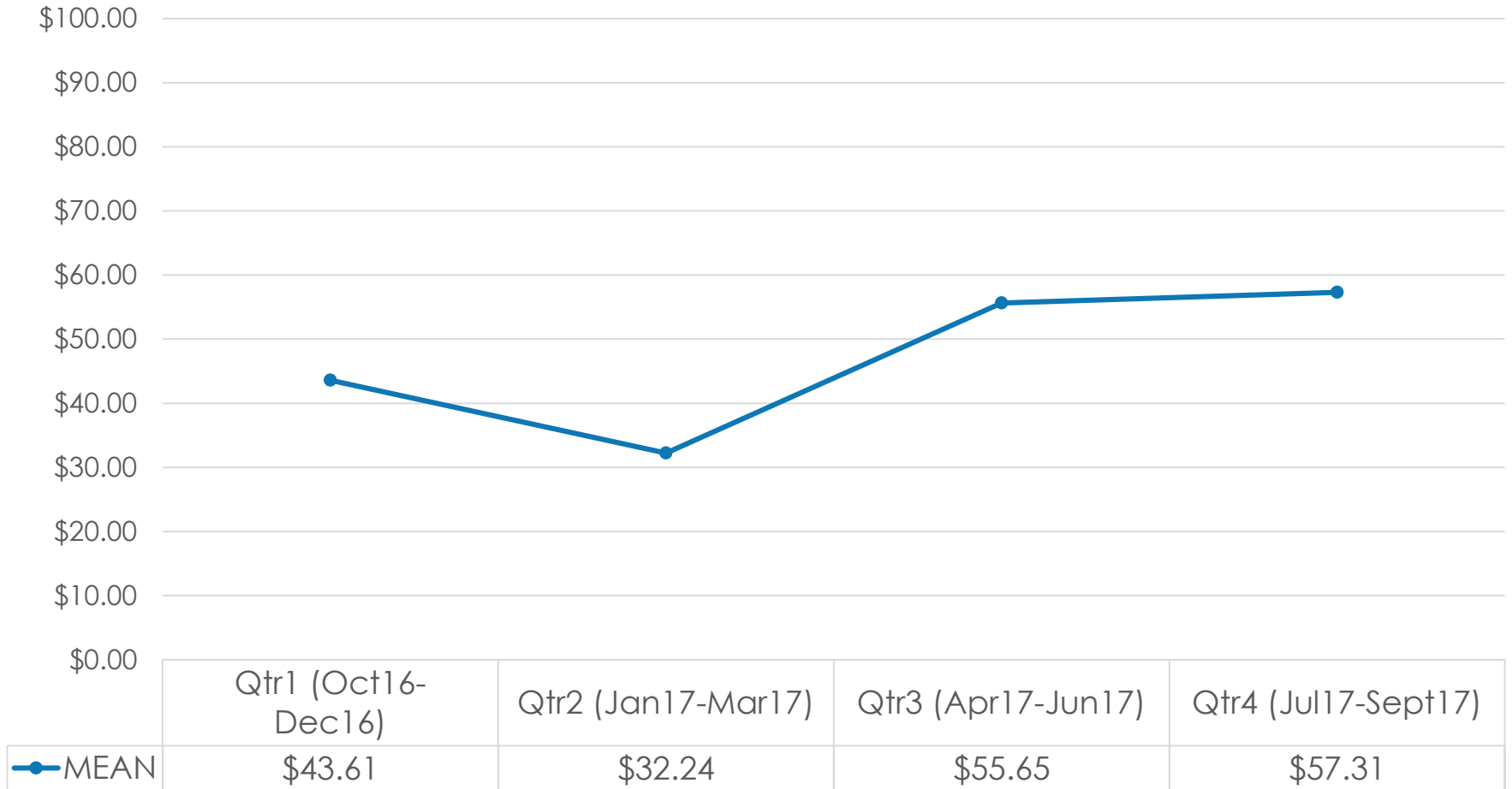
# TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY  
TOTAL PER PERSON SPENDING**

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$1,305.93	\$1,411.23	\$1,353.08	\$1,312.69	\$1,786.63	\$492.32	\$1,750.97	\$1,171.07
	Median	\$1,129	\$1,293	\$1,132	\$1,139	\$1,784	\$300	\$1,534	\$1,000

Prepared by Anthology Research

# GUAM AIRPORT EXPENDITURE – FY2017 Tracking

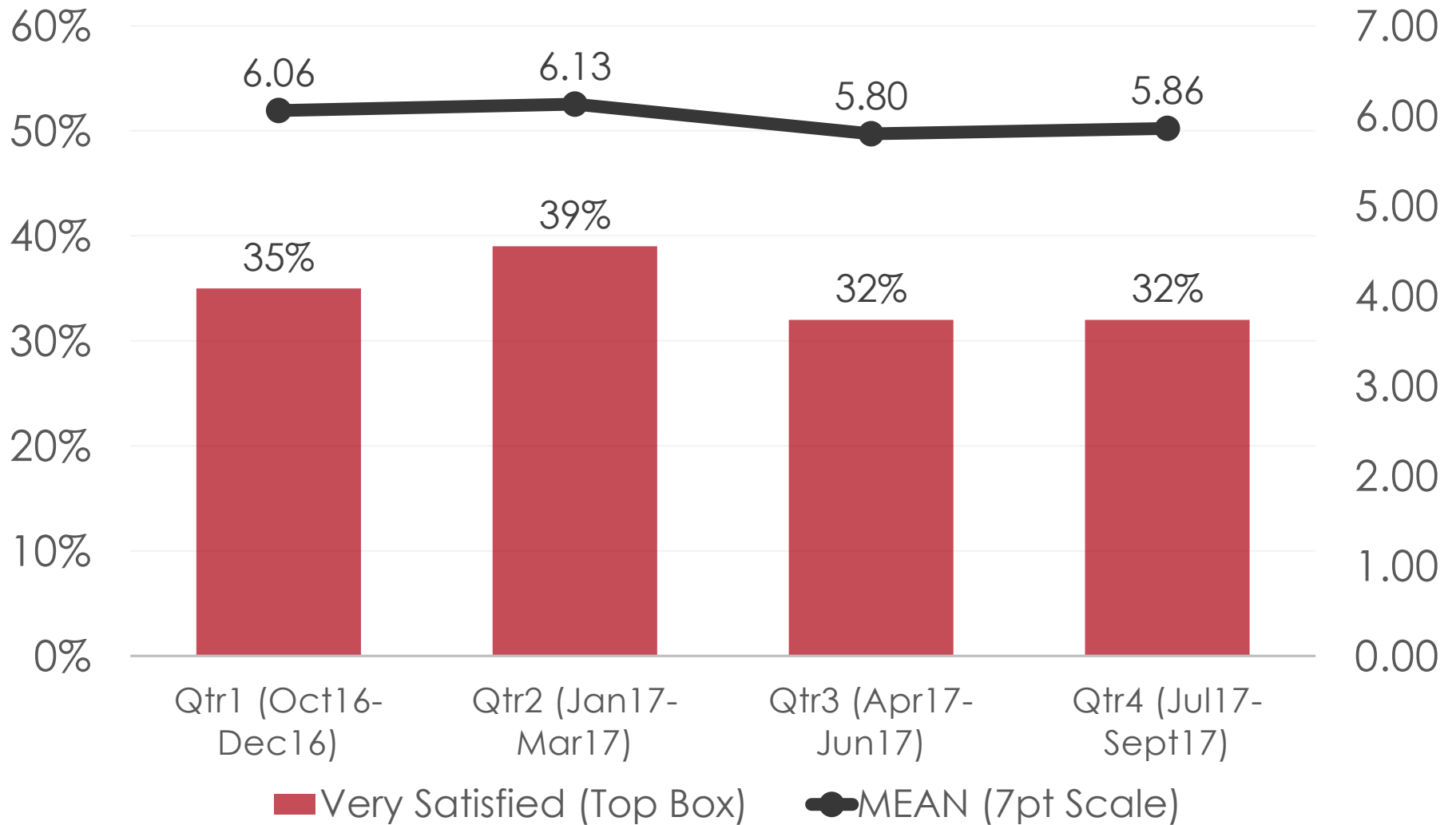


# SECTION 4

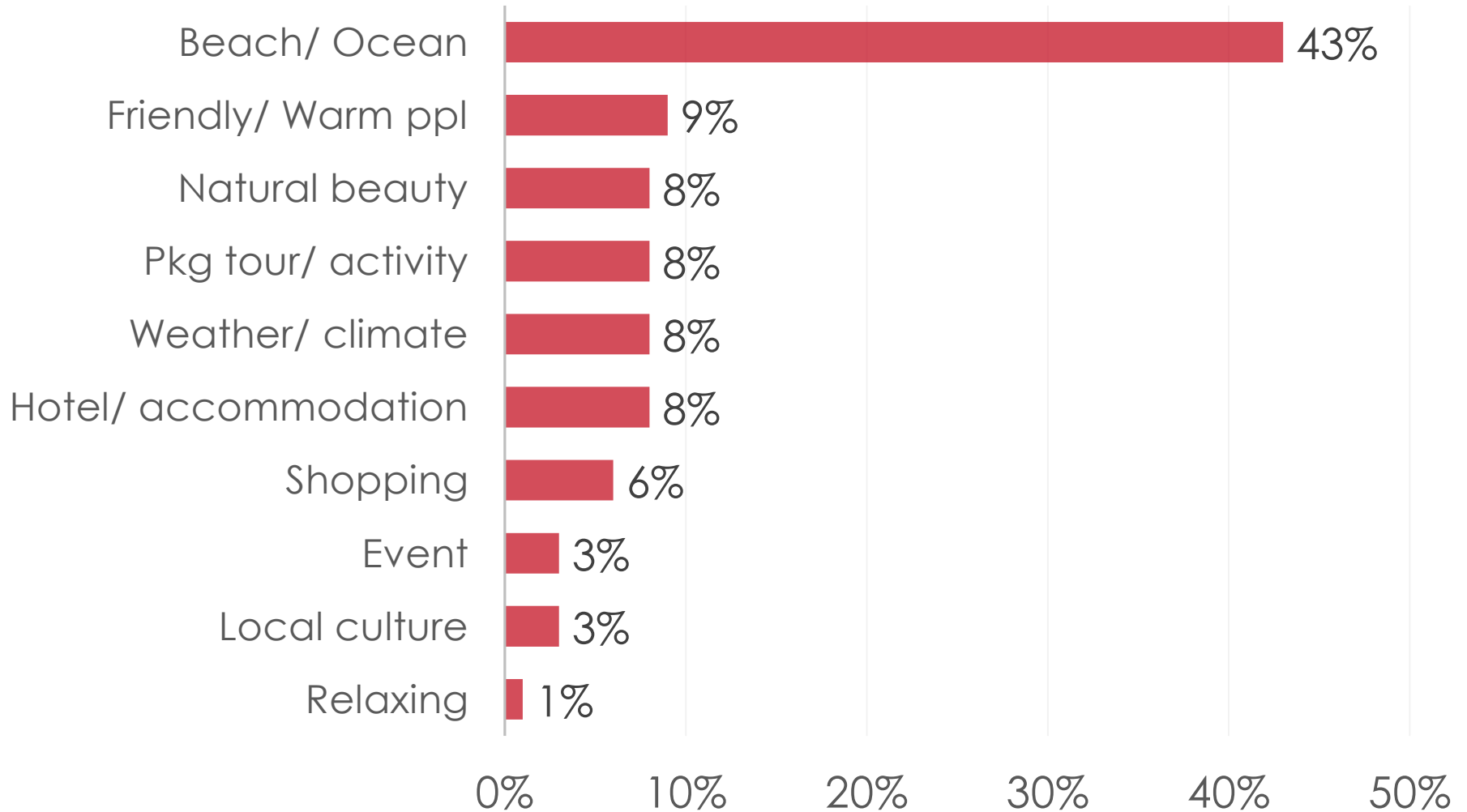
# VISITOR SATISFACTION

# BEHAVIOR

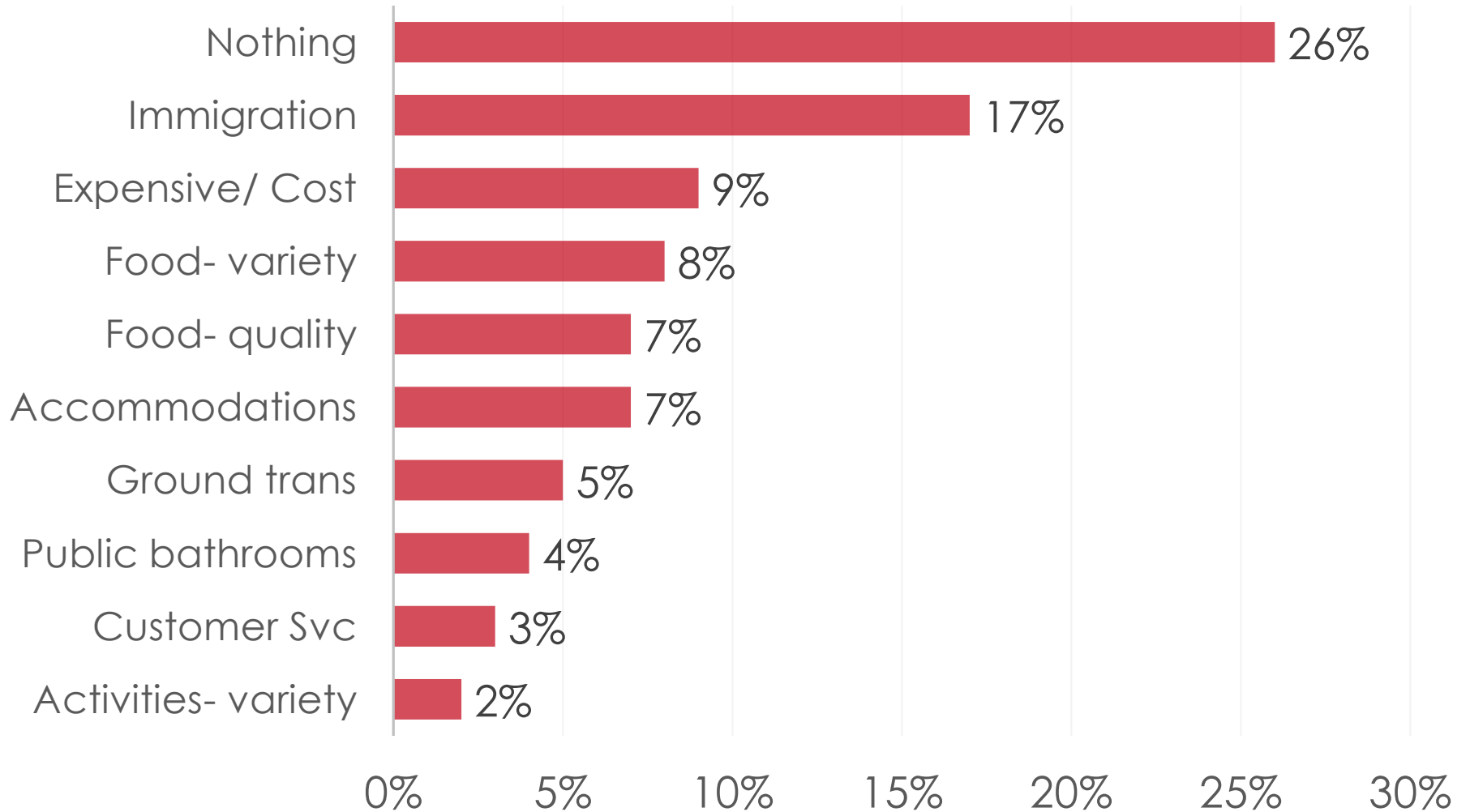
# OVERALL SATISFACTION



# POSITIVE ASPECTS OF TRIP

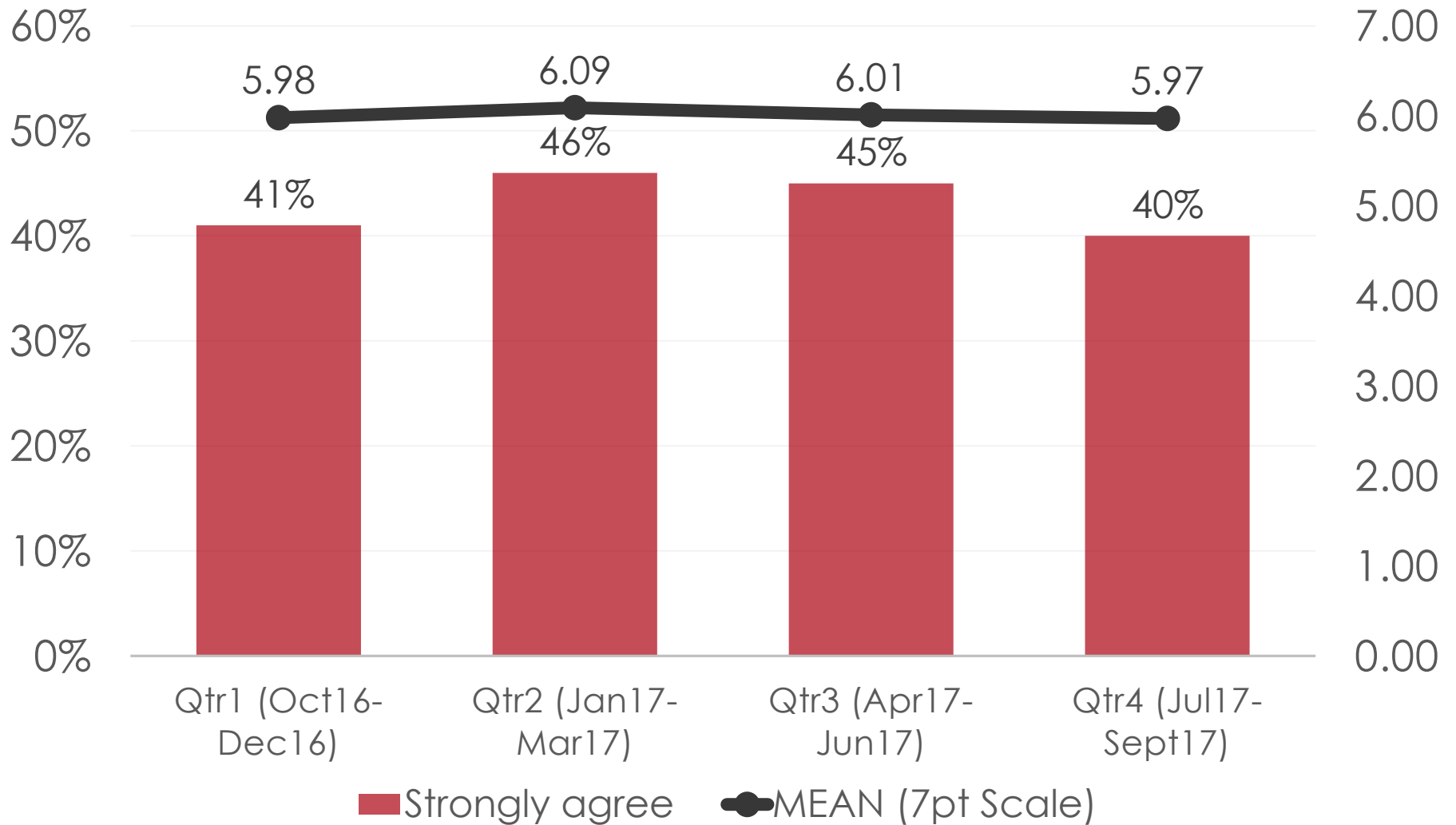


# NEGATIVE ASPECTS OF TRIP

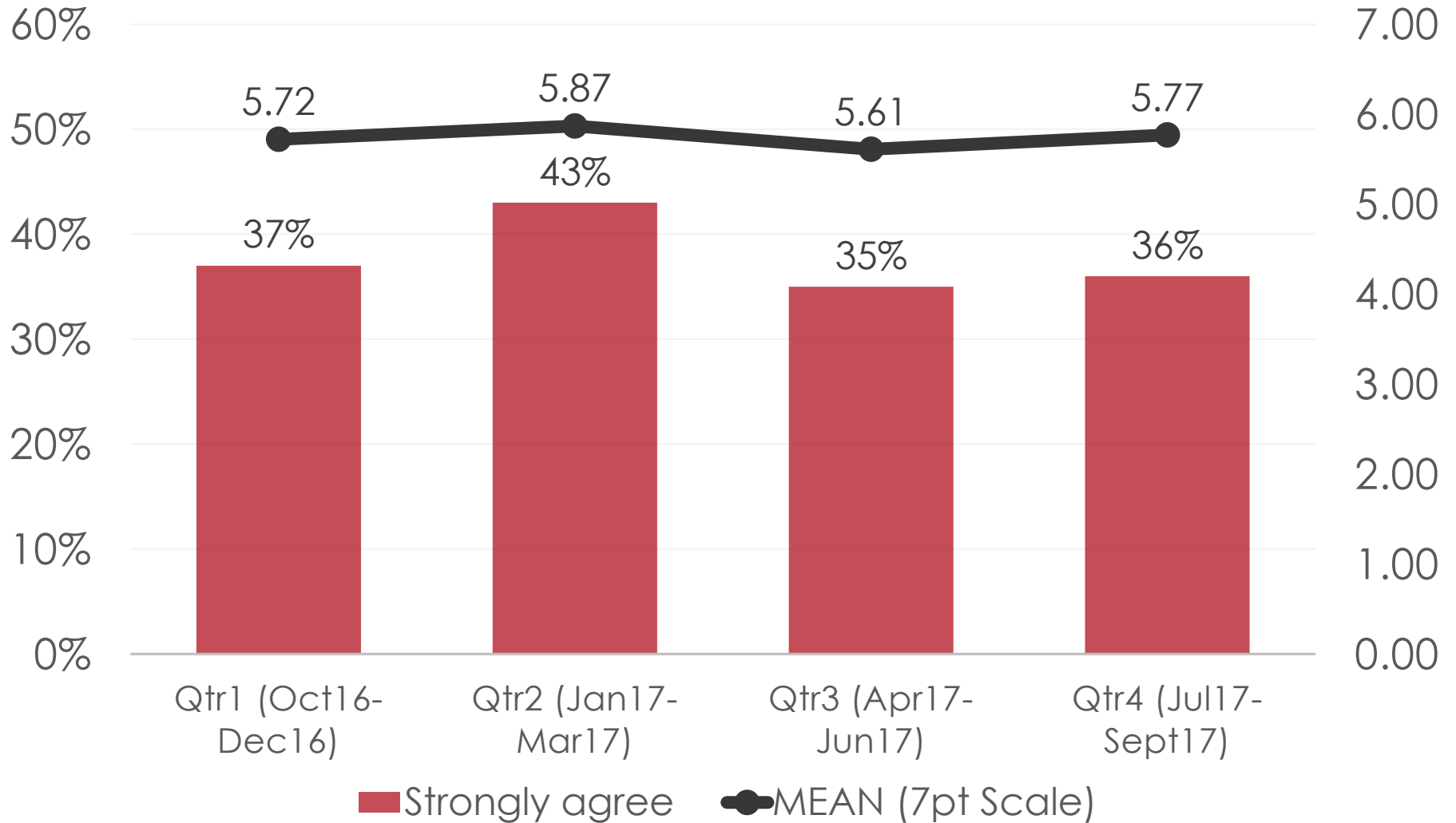




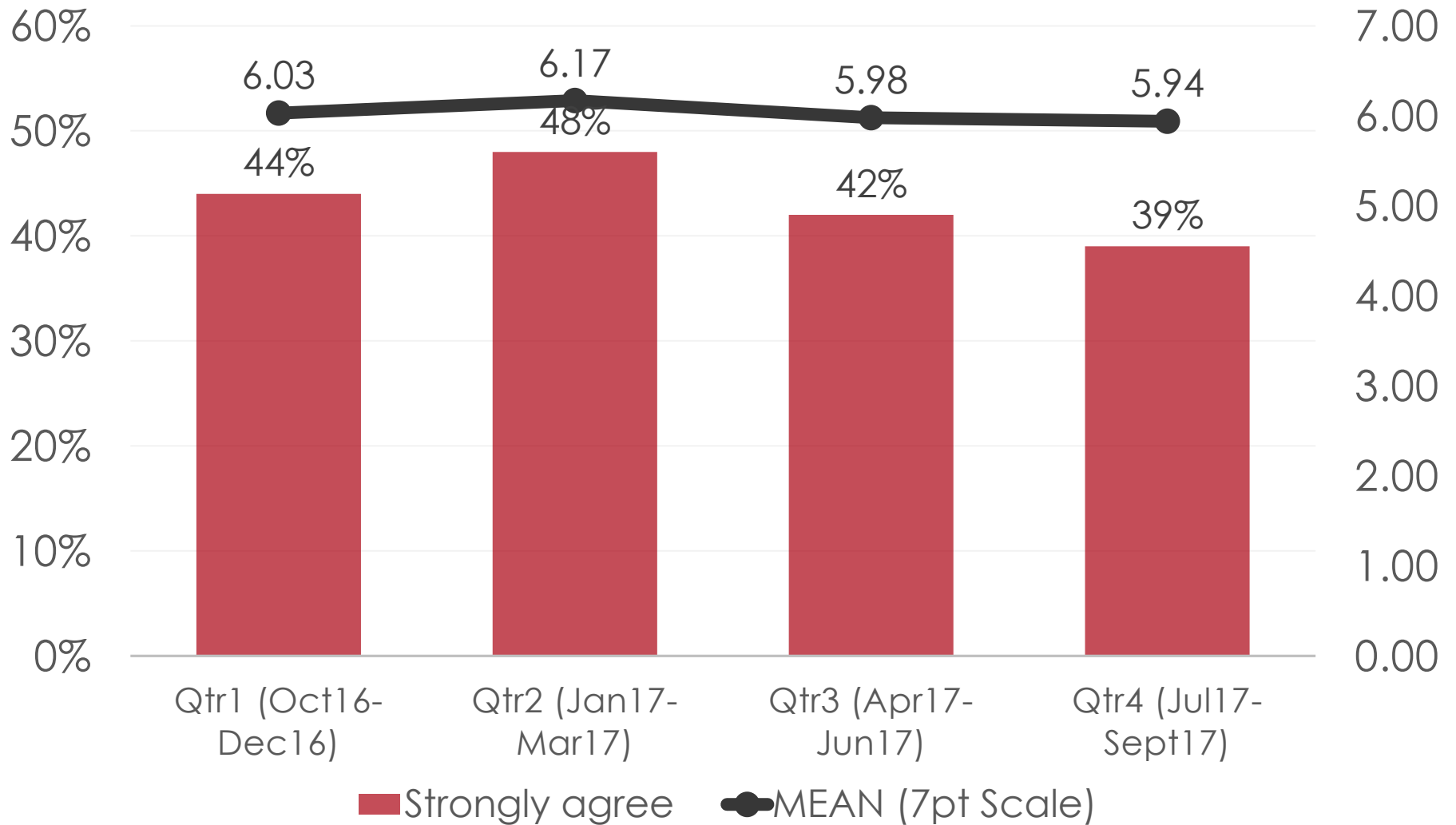
# Guam was better than expected



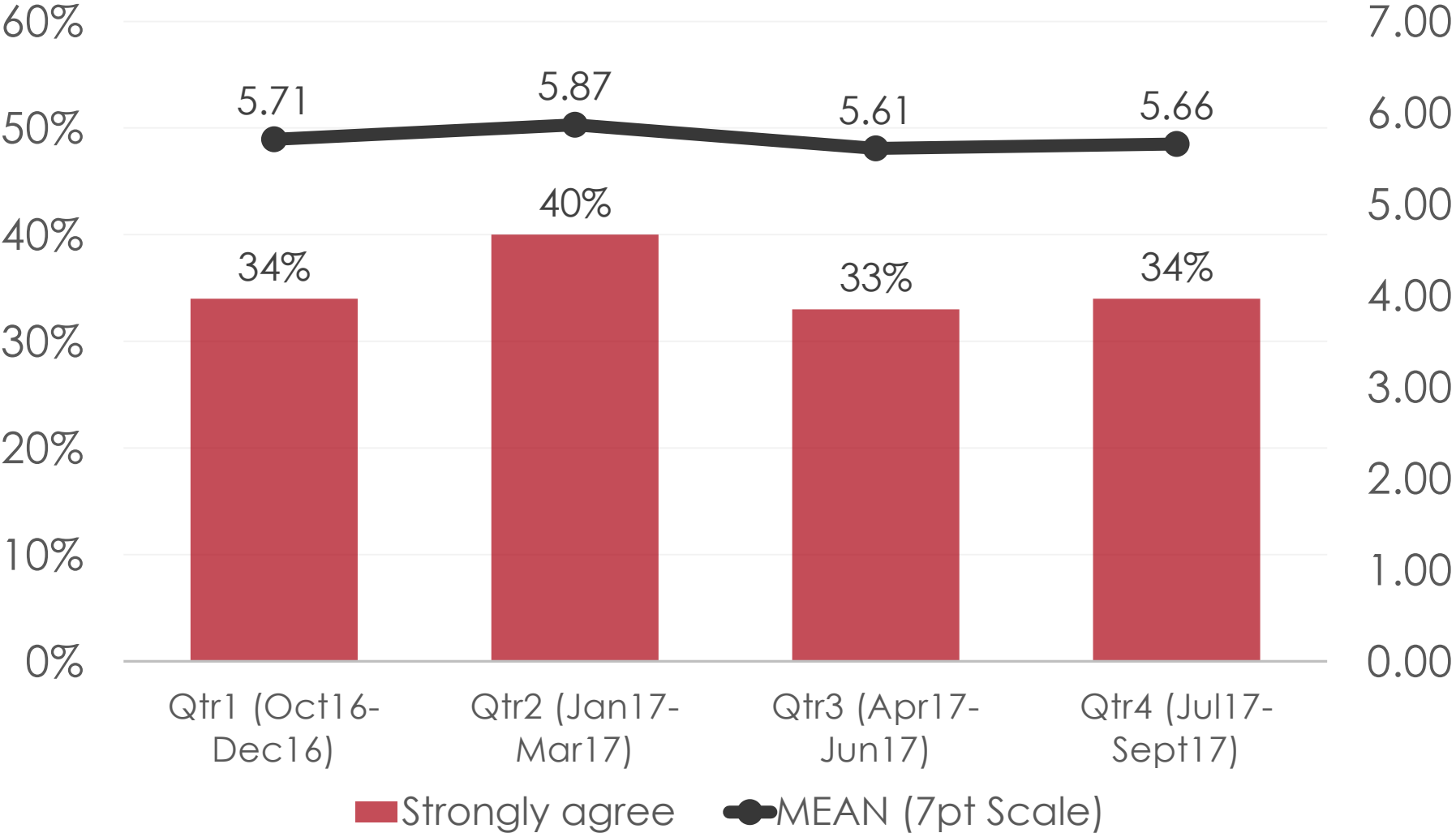
# I had no communication problems



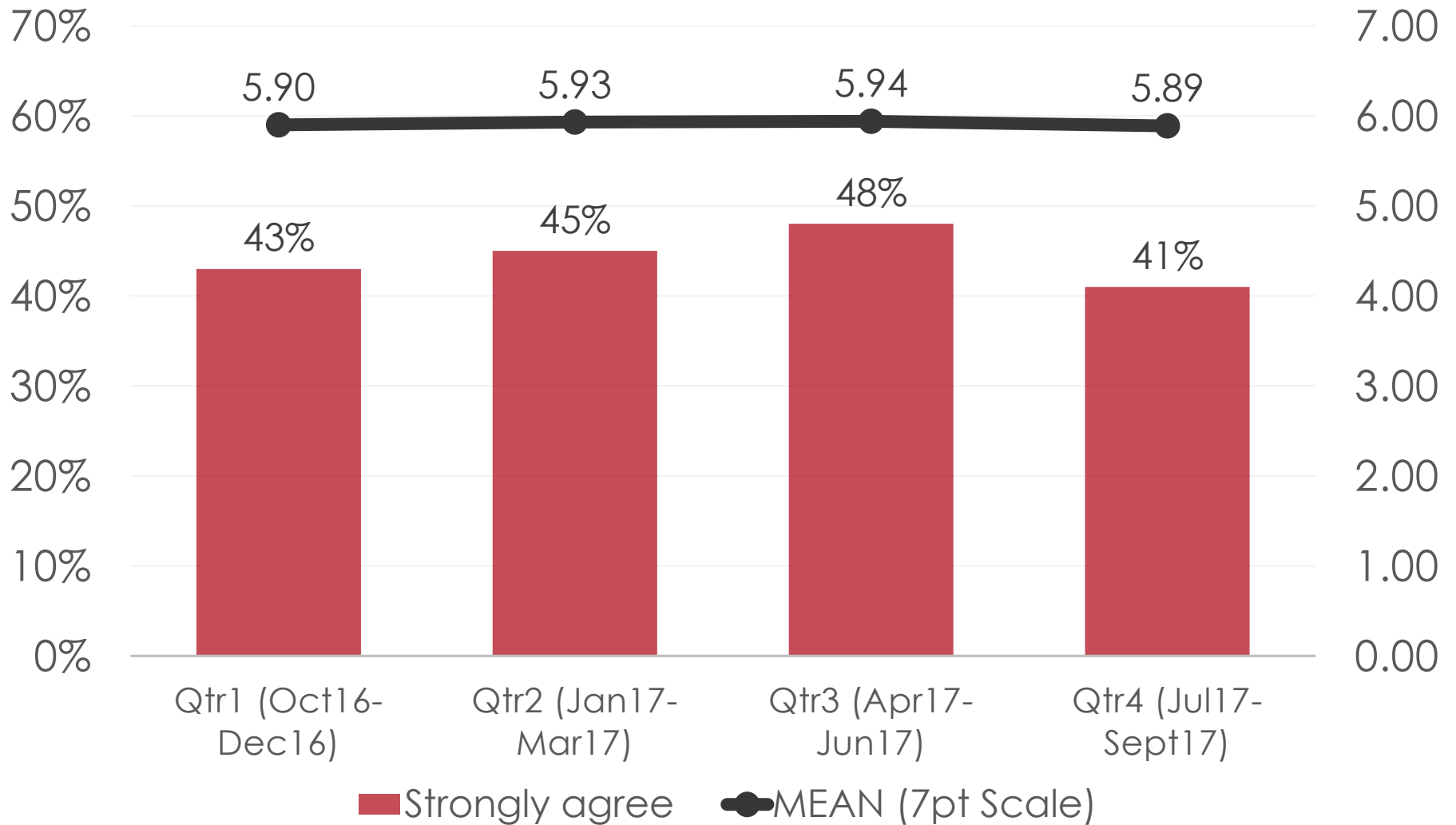
# I will recommend Guam to friends



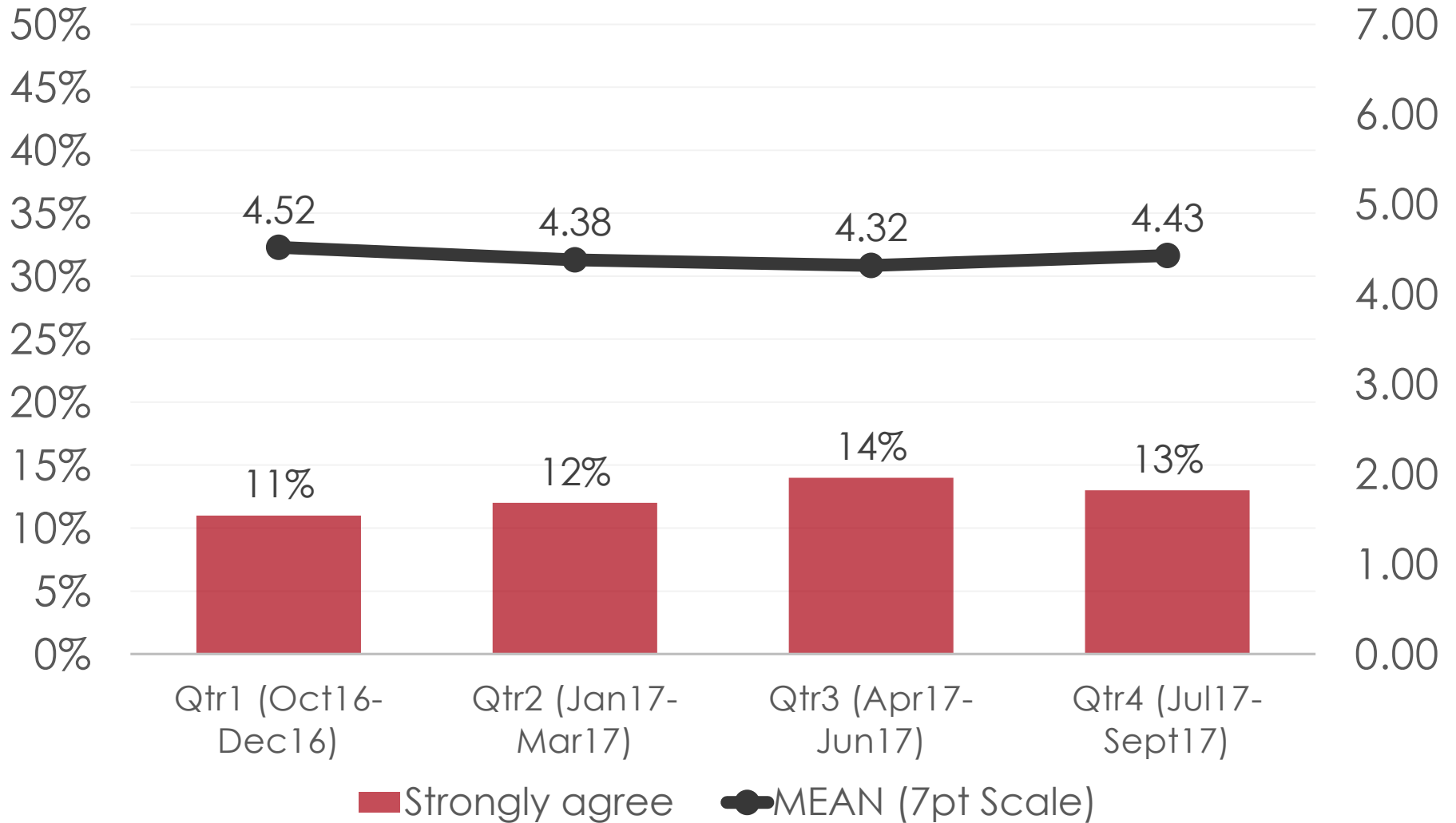
# Sites on Guam were attractive



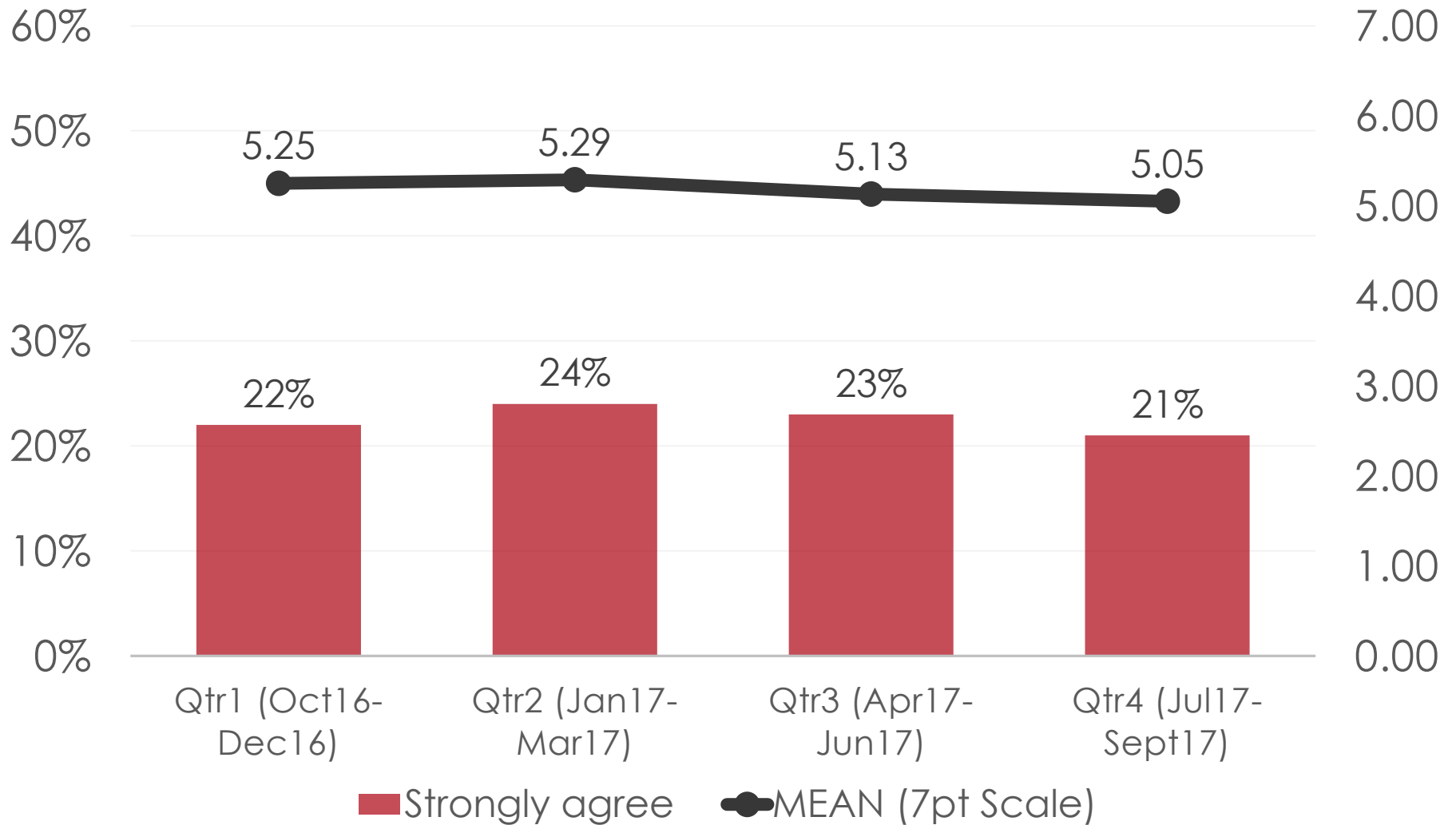
# I plan to visit Guam again



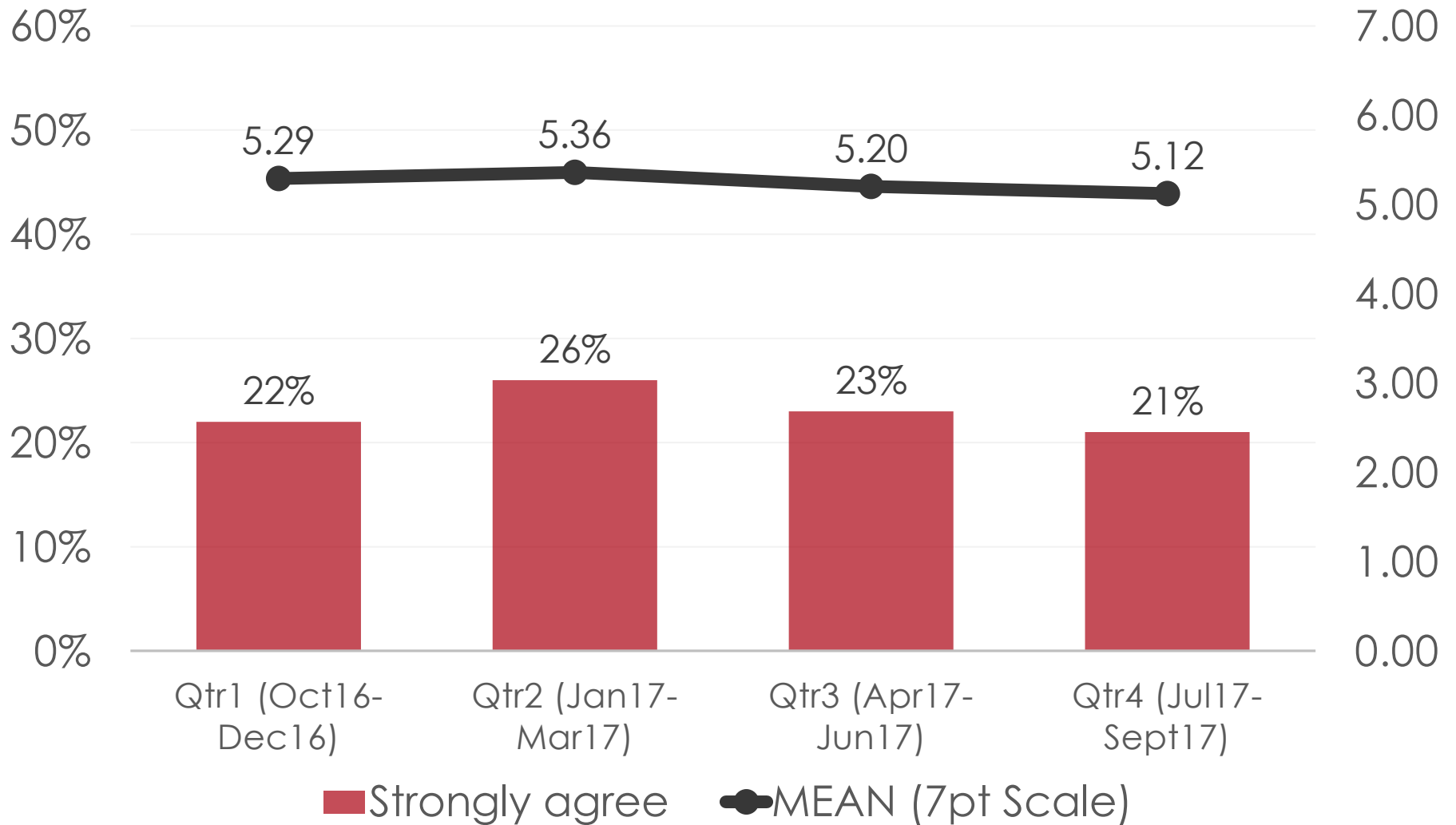
# Not enough night time activities



# Tour guides were professional

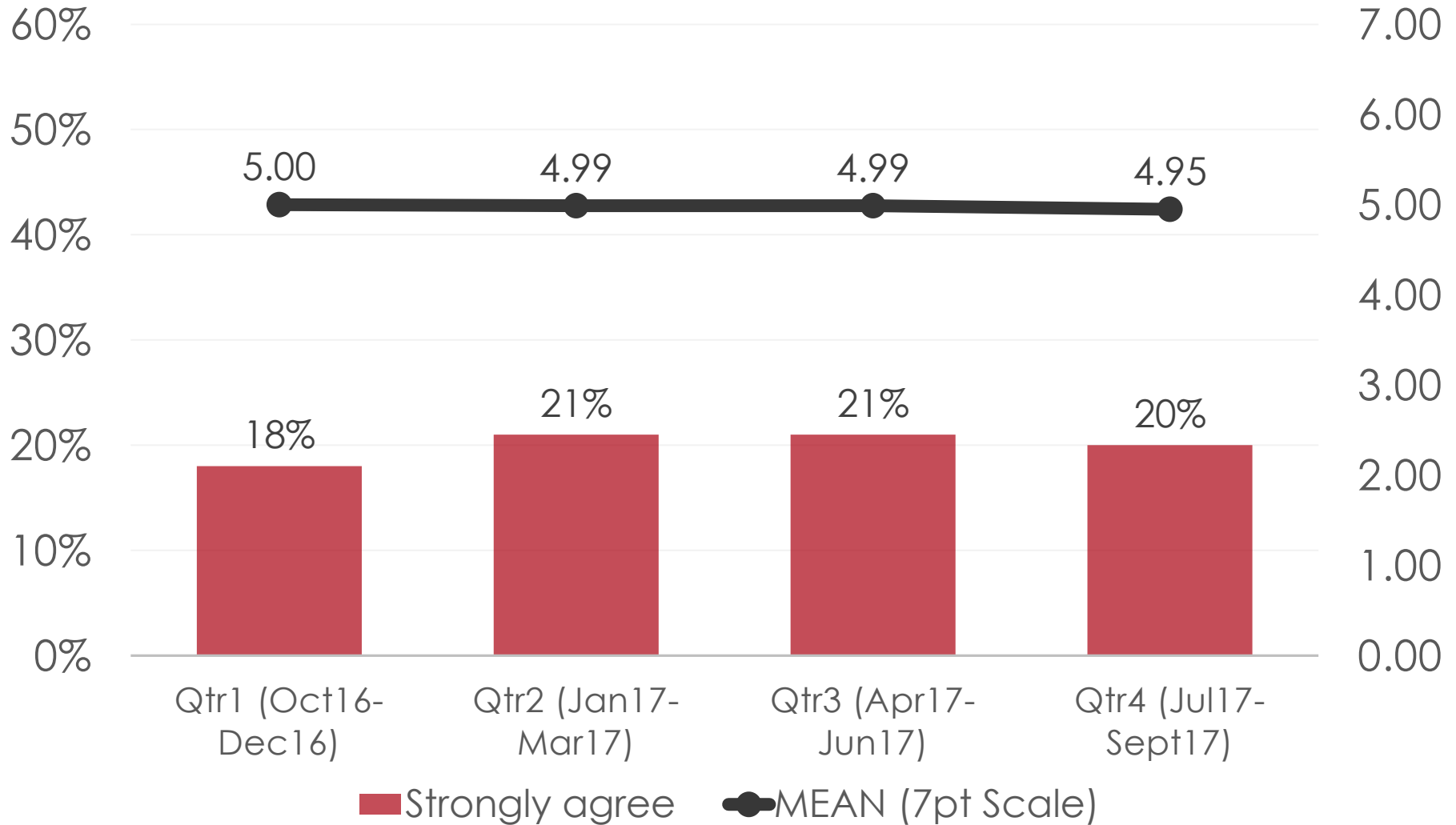


# Tour drivers were professional

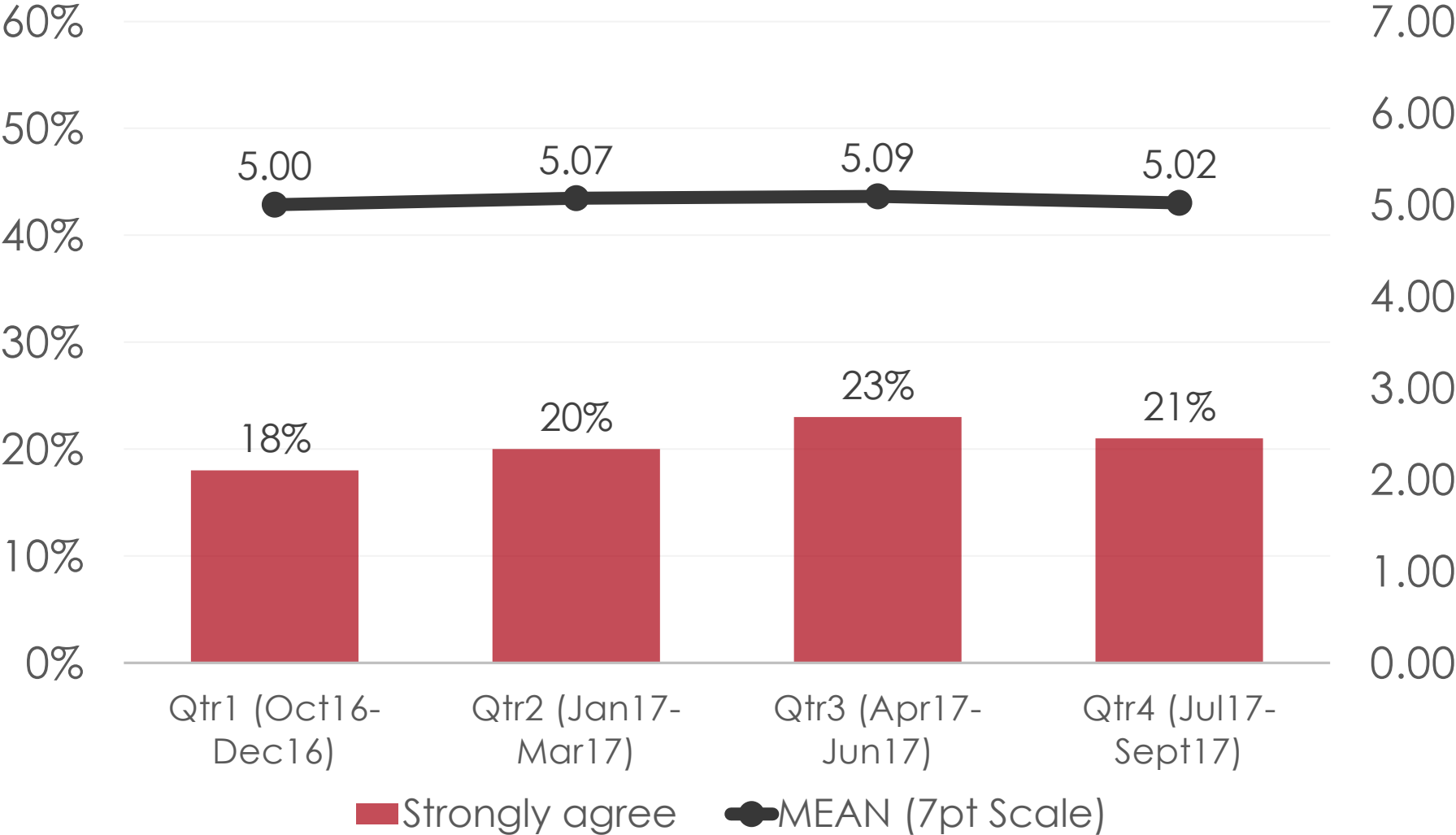




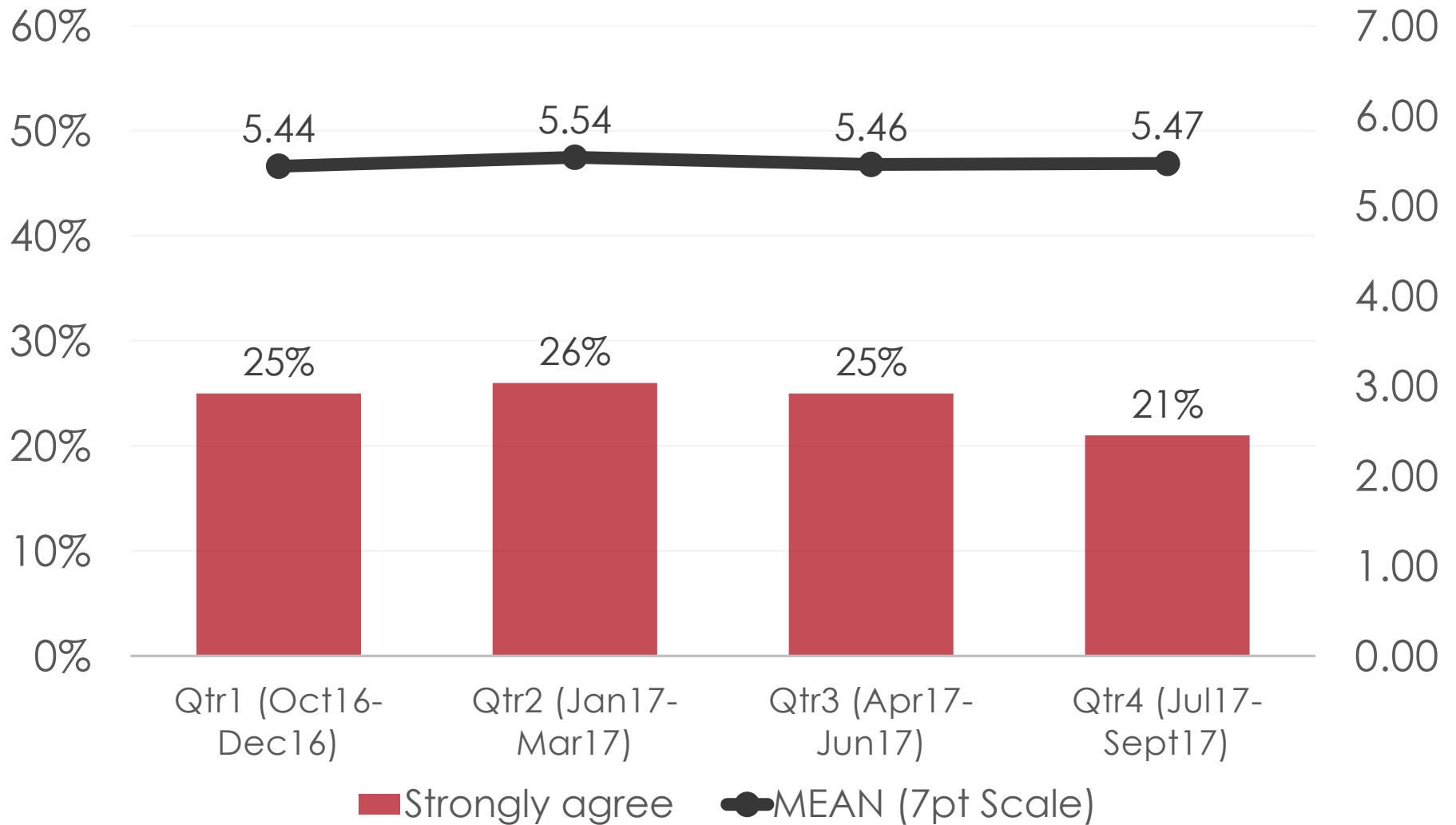
# Taxi drivers were professional



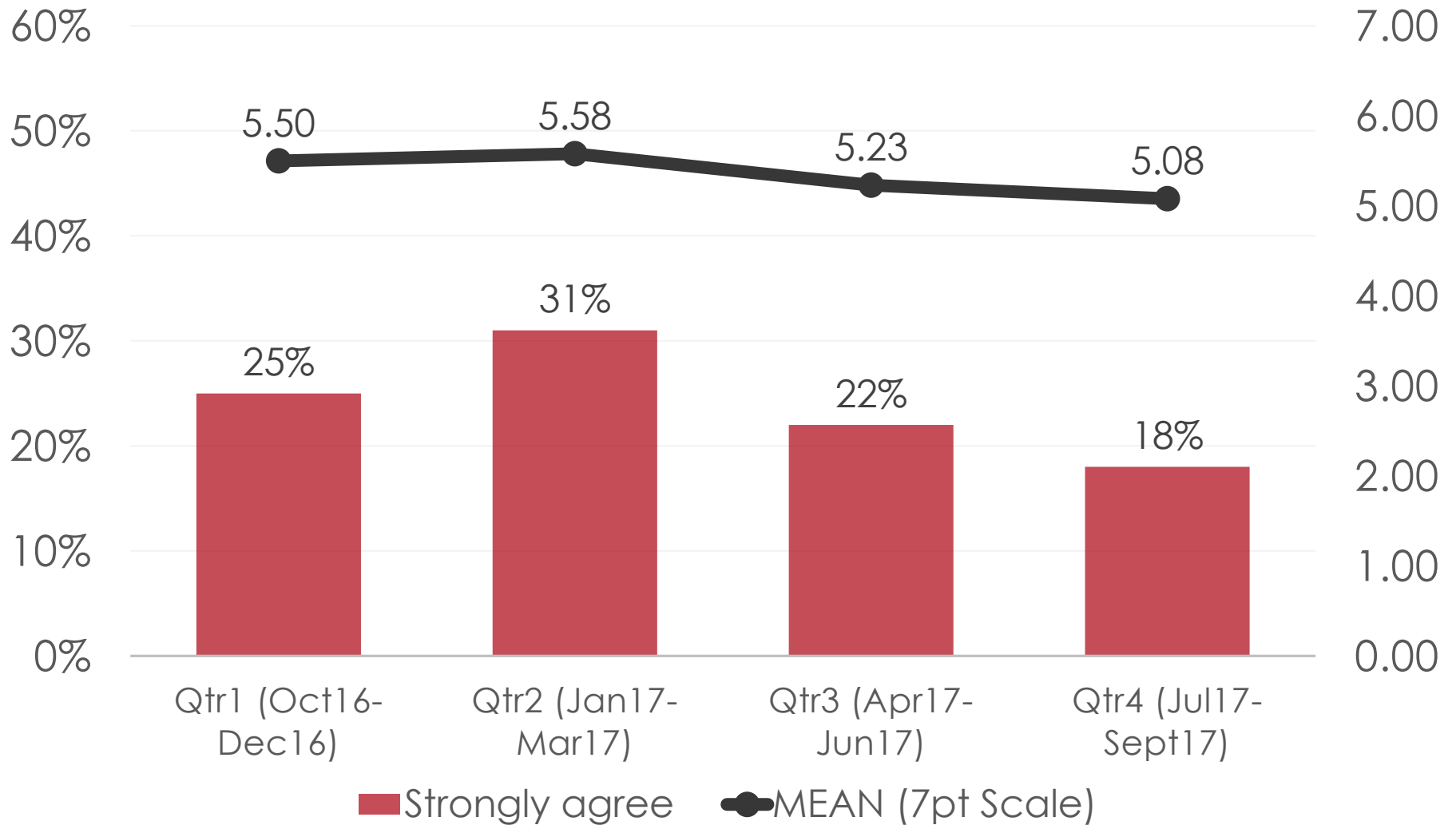
# Taxis were clean



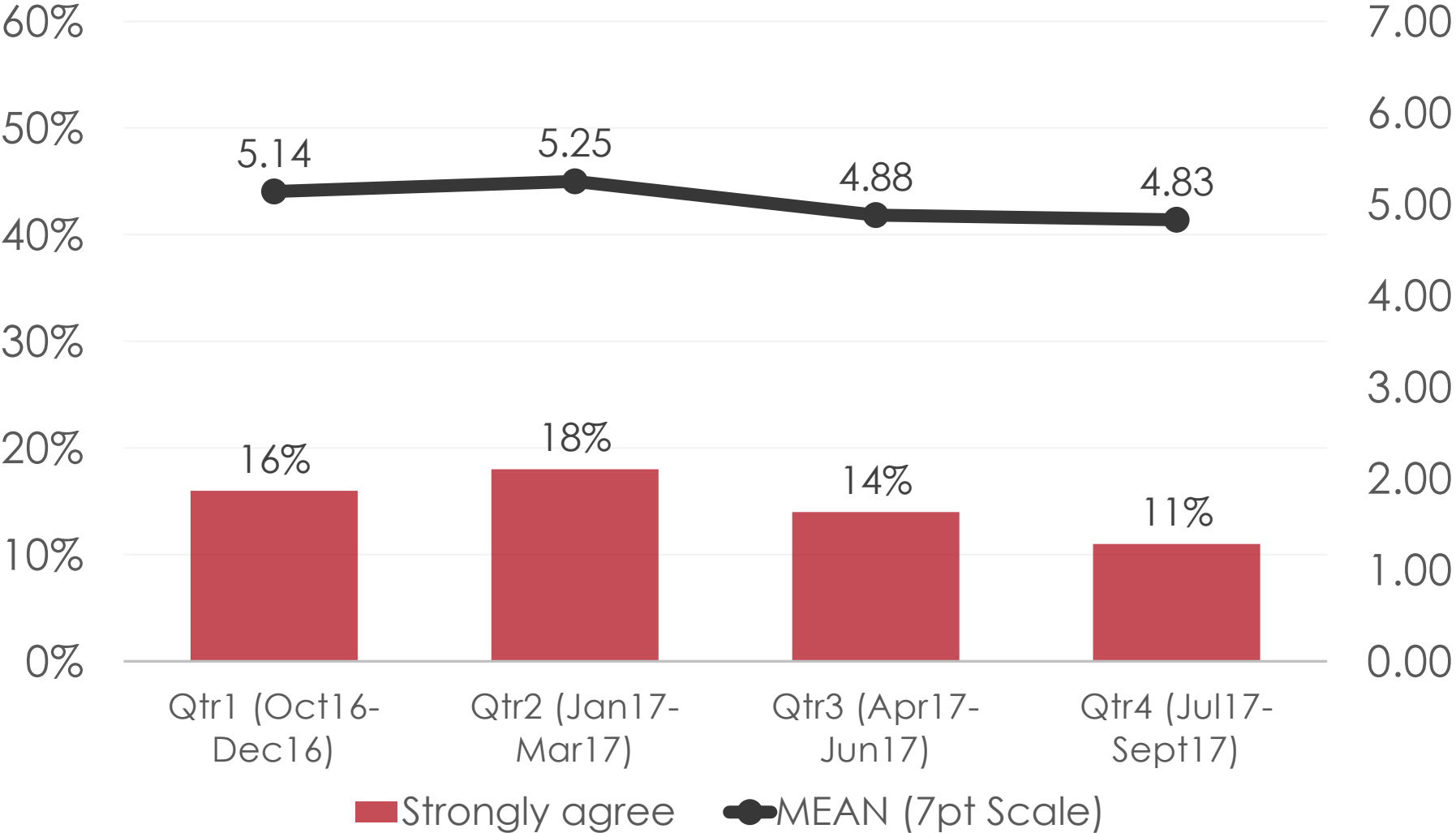
# Guam airport was clean



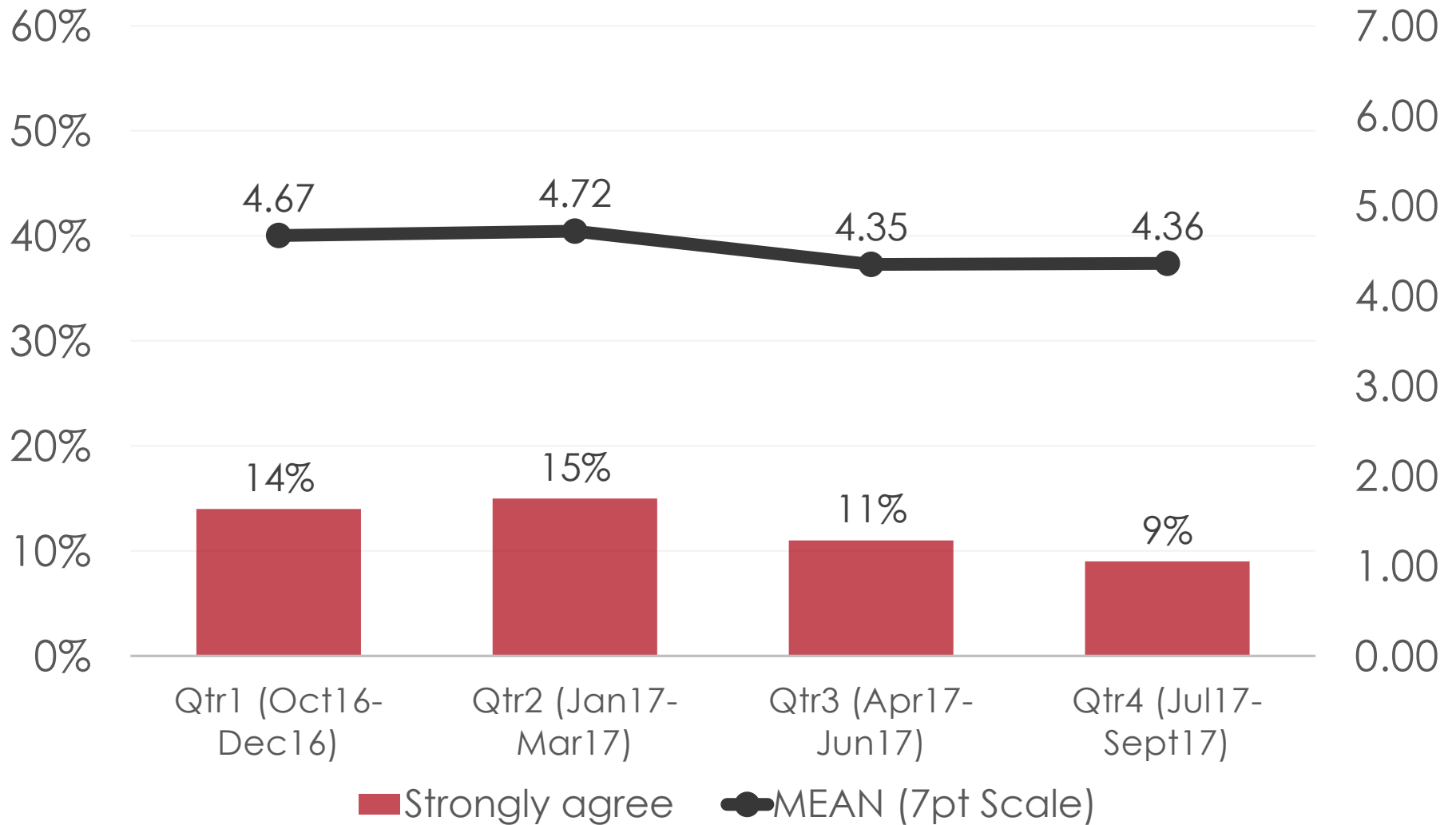
# Ease of getting around



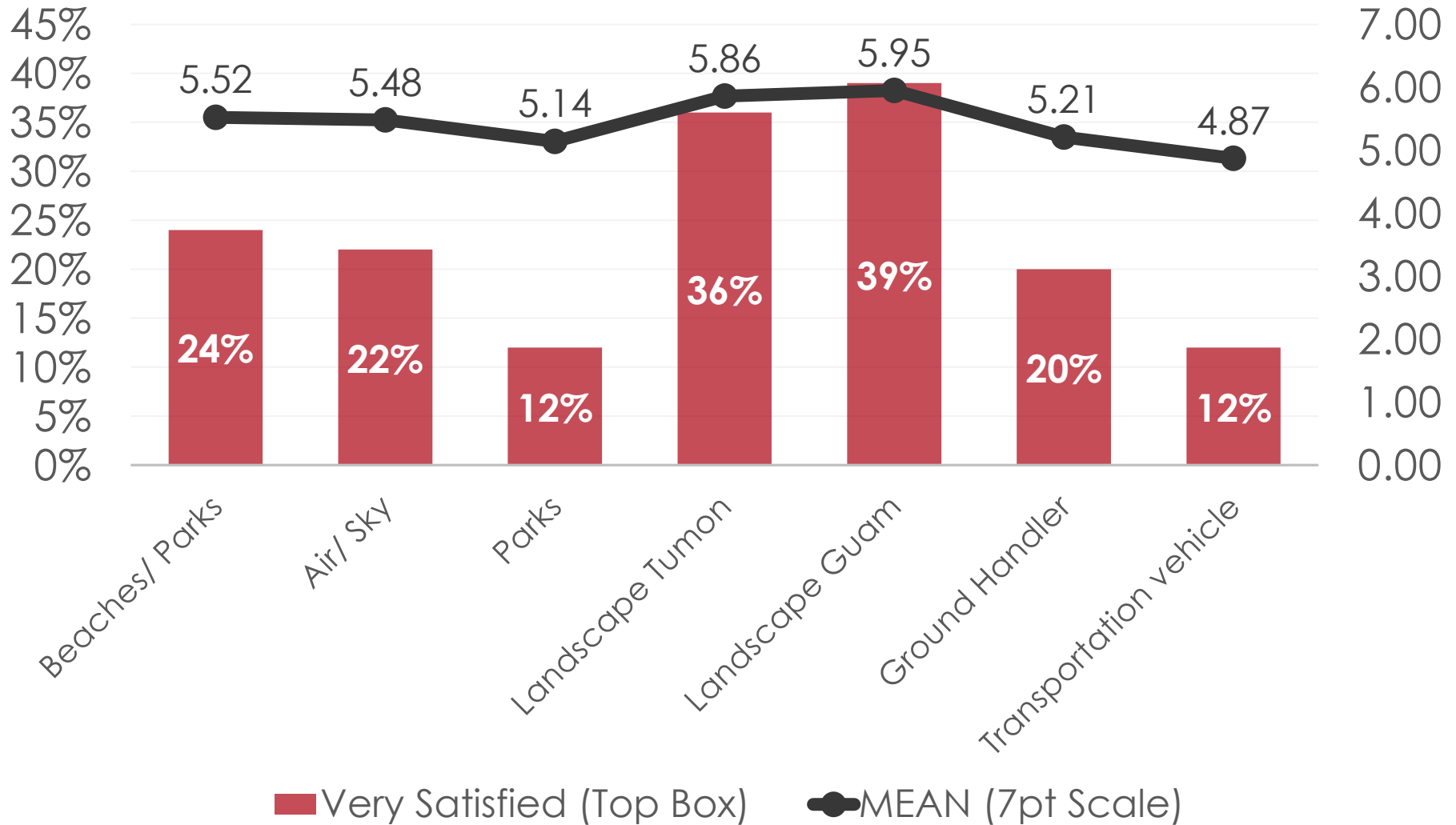
# Safety walking around at night



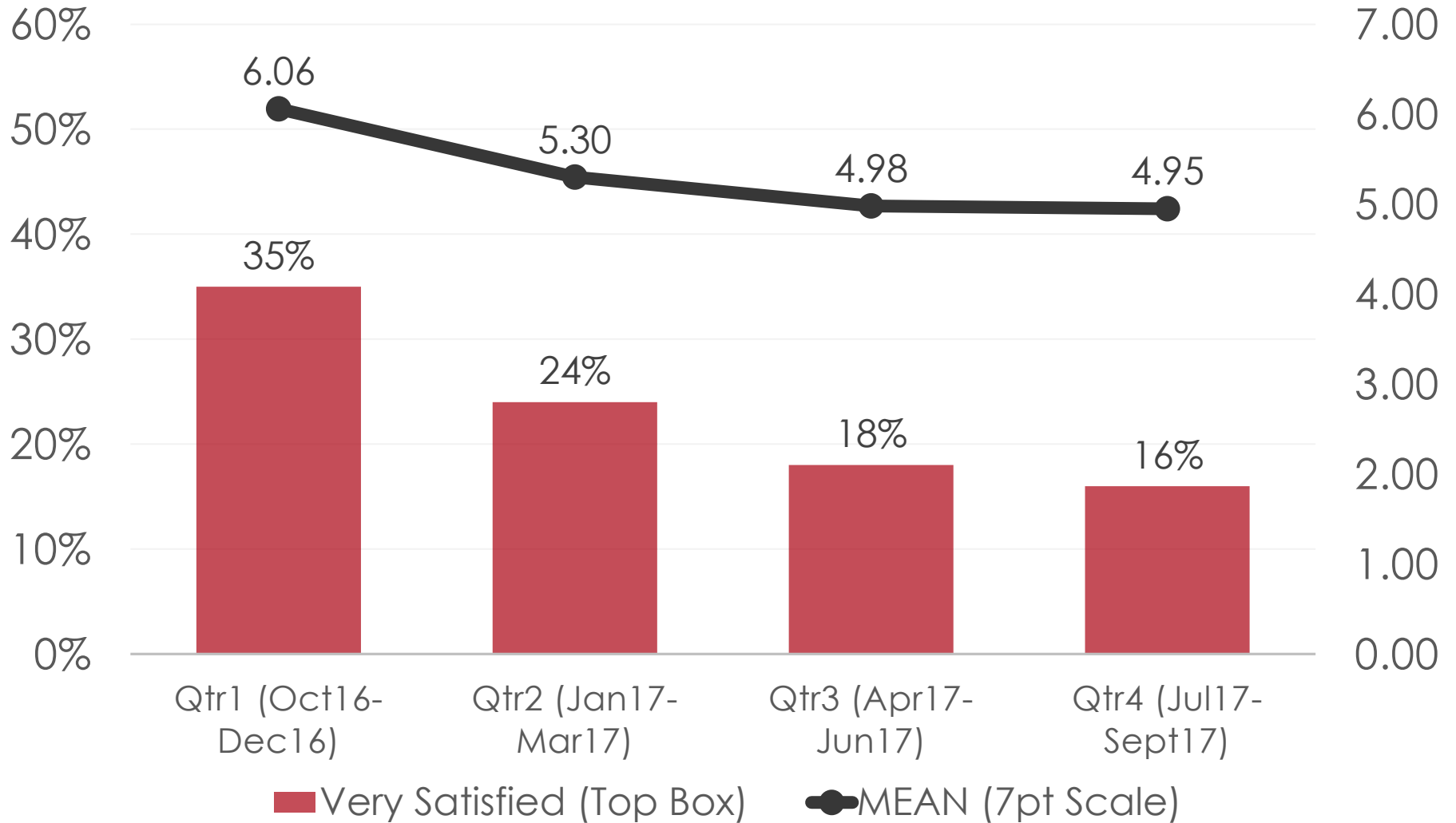
# Price of things on Guam



# GENERAL SATISFACTION – Quality/ Cleanliness

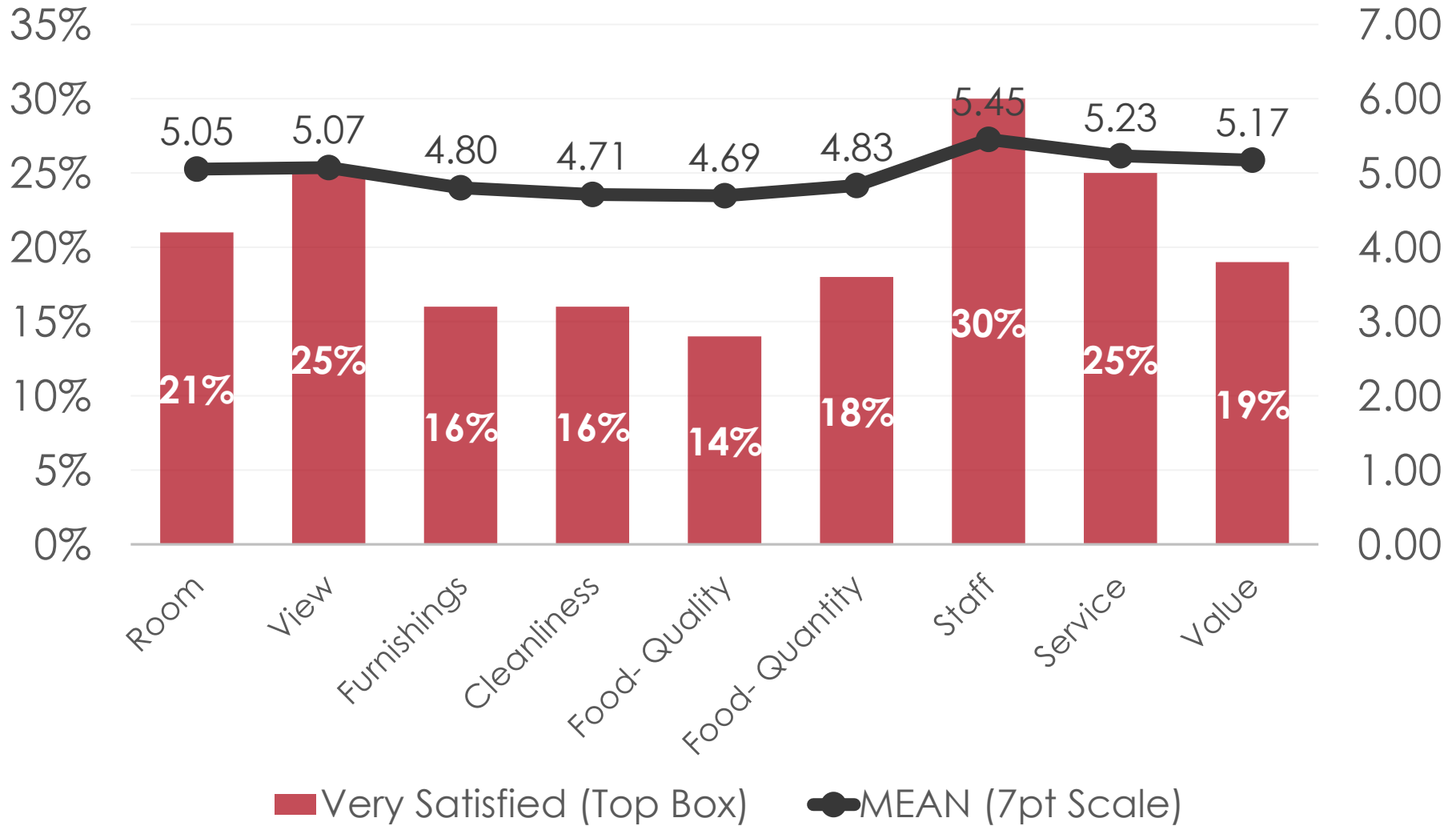


# ACCOMMODATIONS – OVERALL SATISFACTION

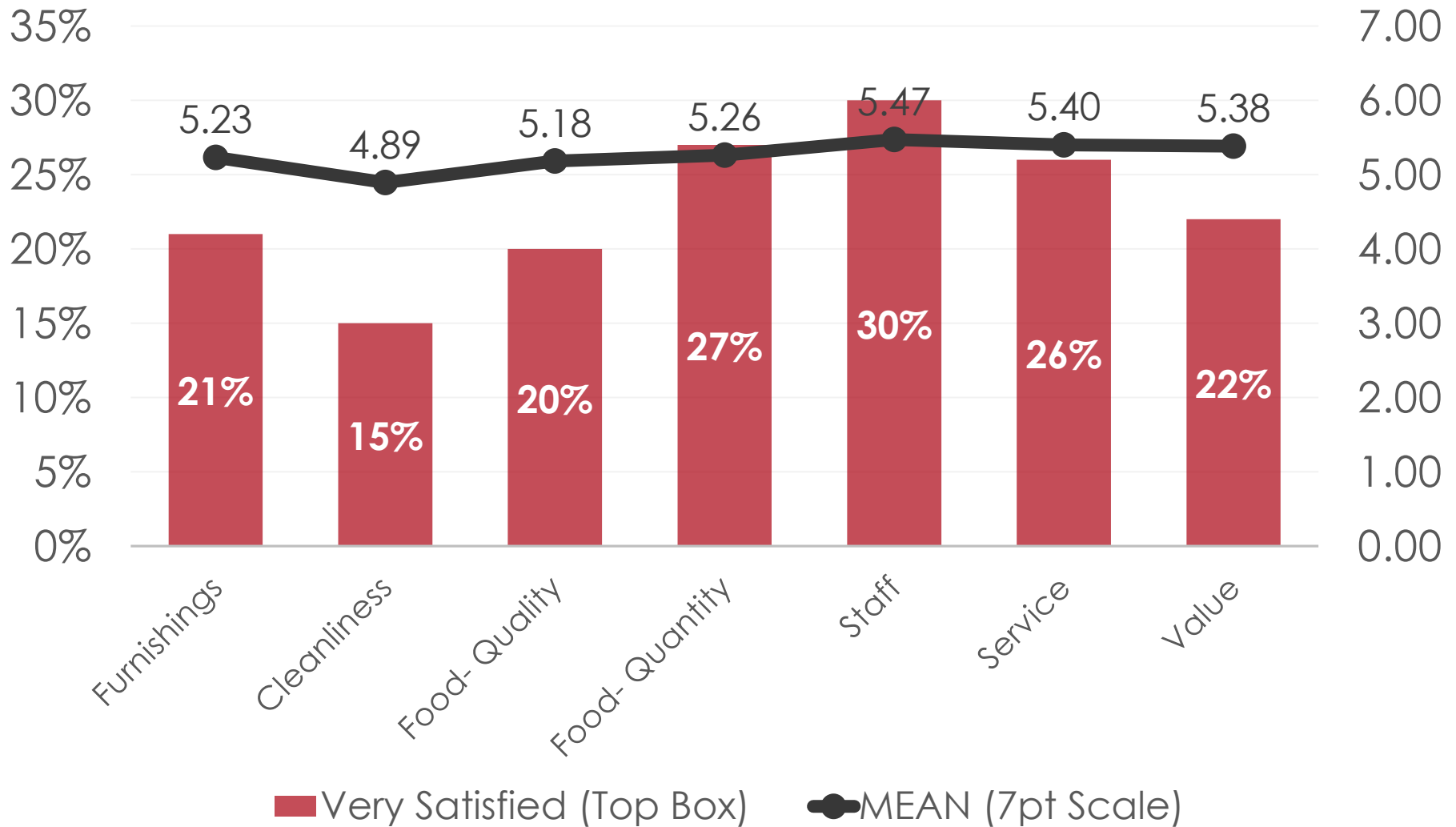




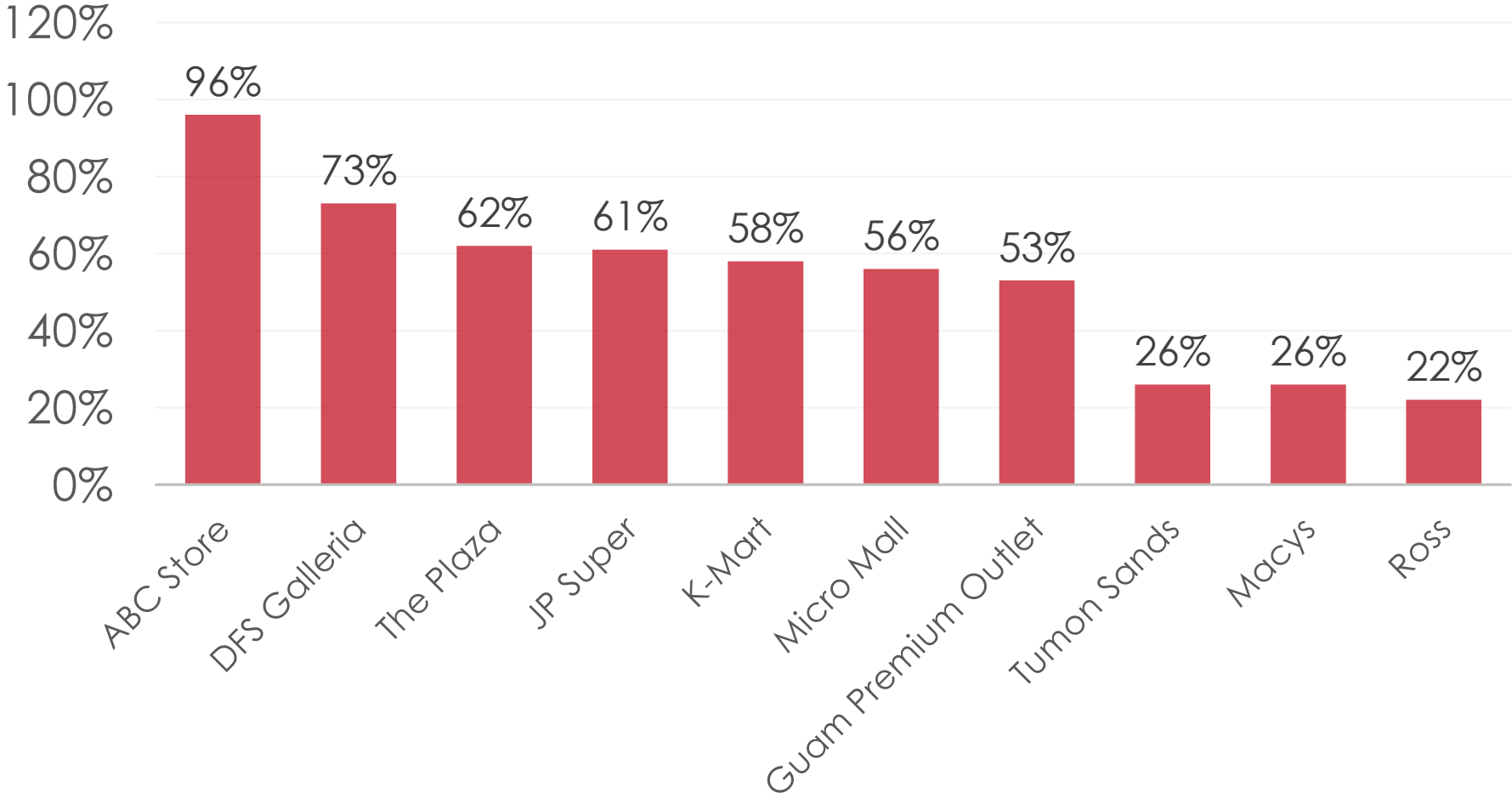
# ACCOMMODATIONS – Satisfaction by Category



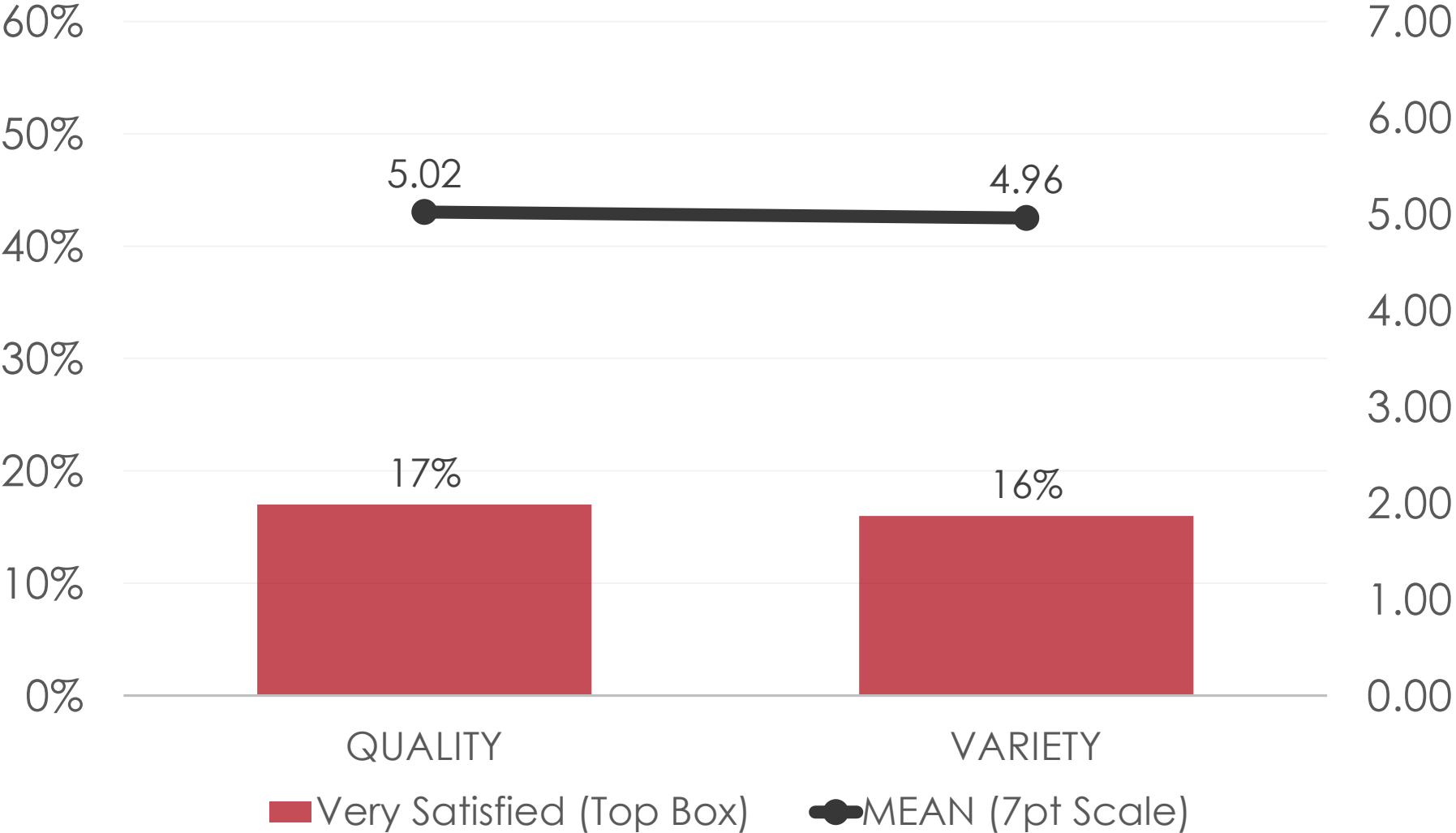
# DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



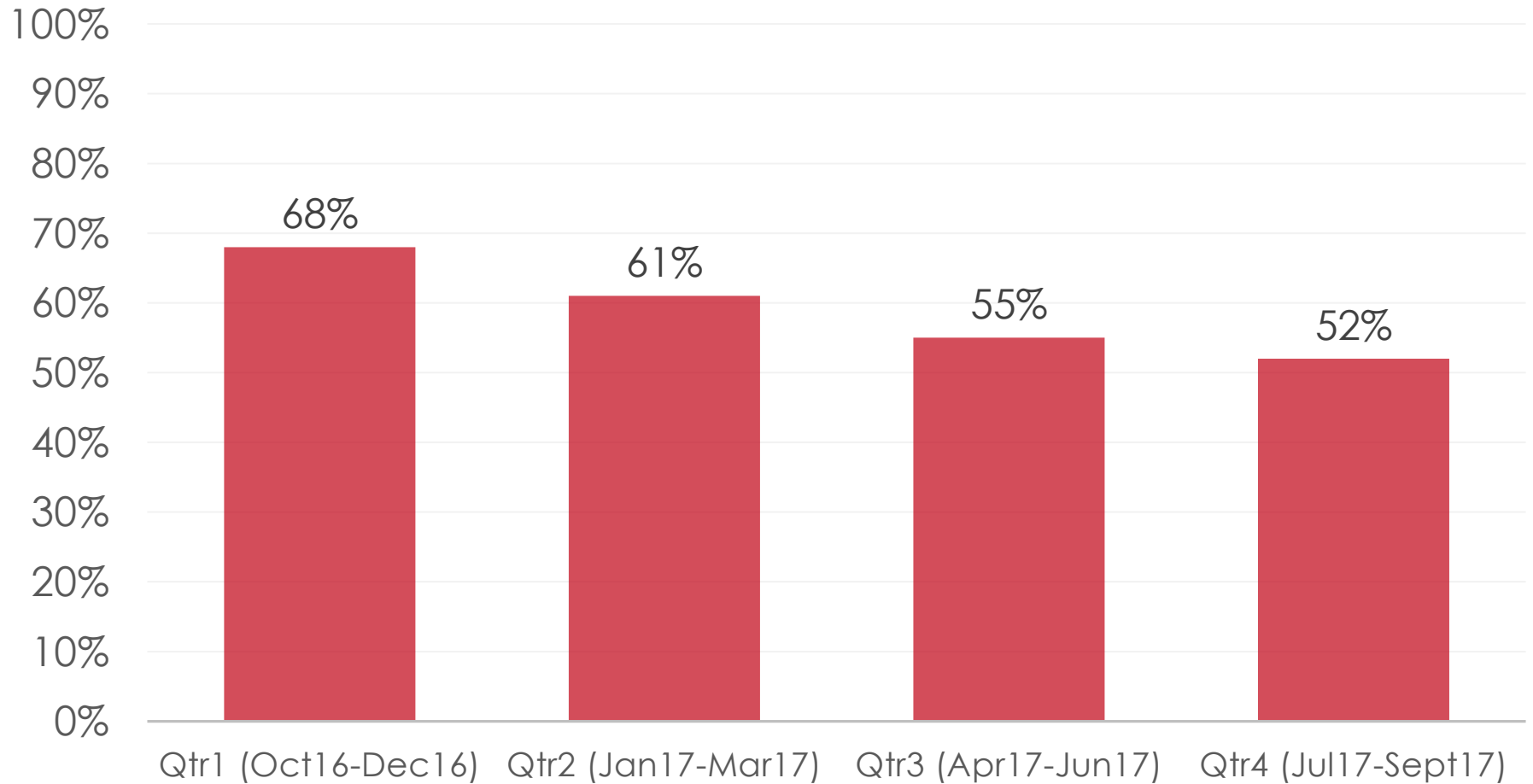
# Shopping Malls/ Stores (Top Responses)



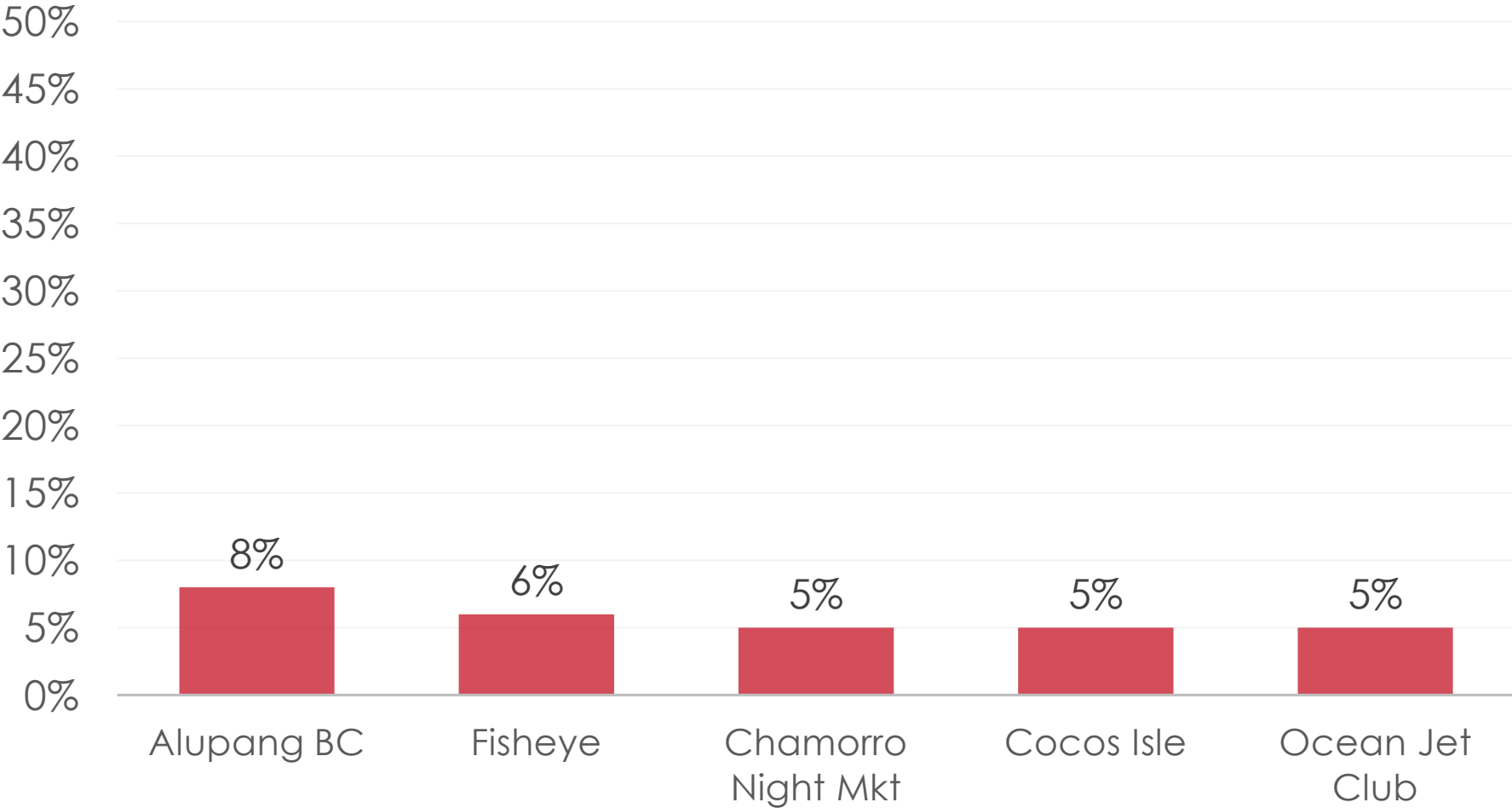
# SHOPPING - SATISFACTION



# OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

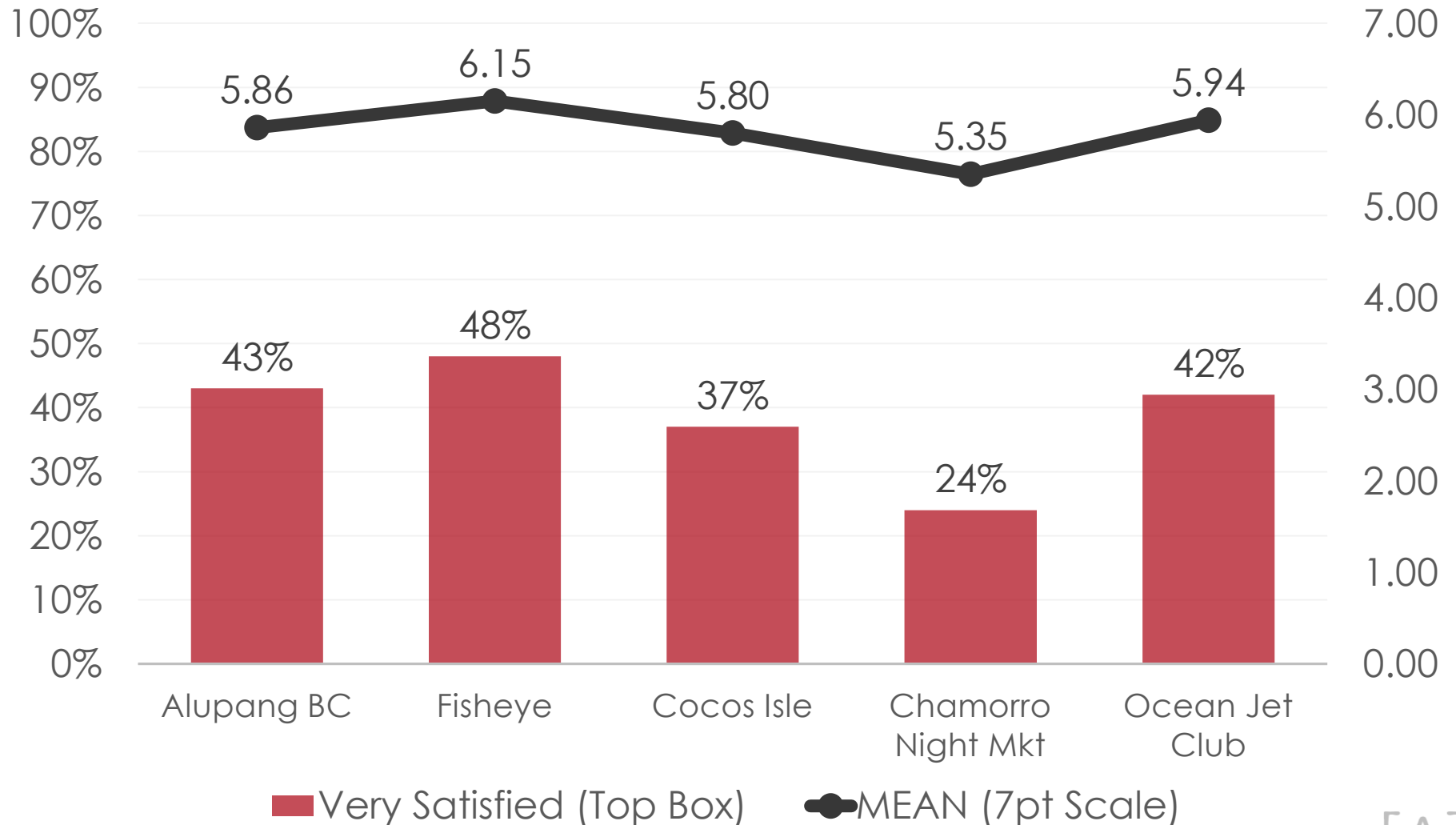


# Optional Tour Participation (Top Responses)

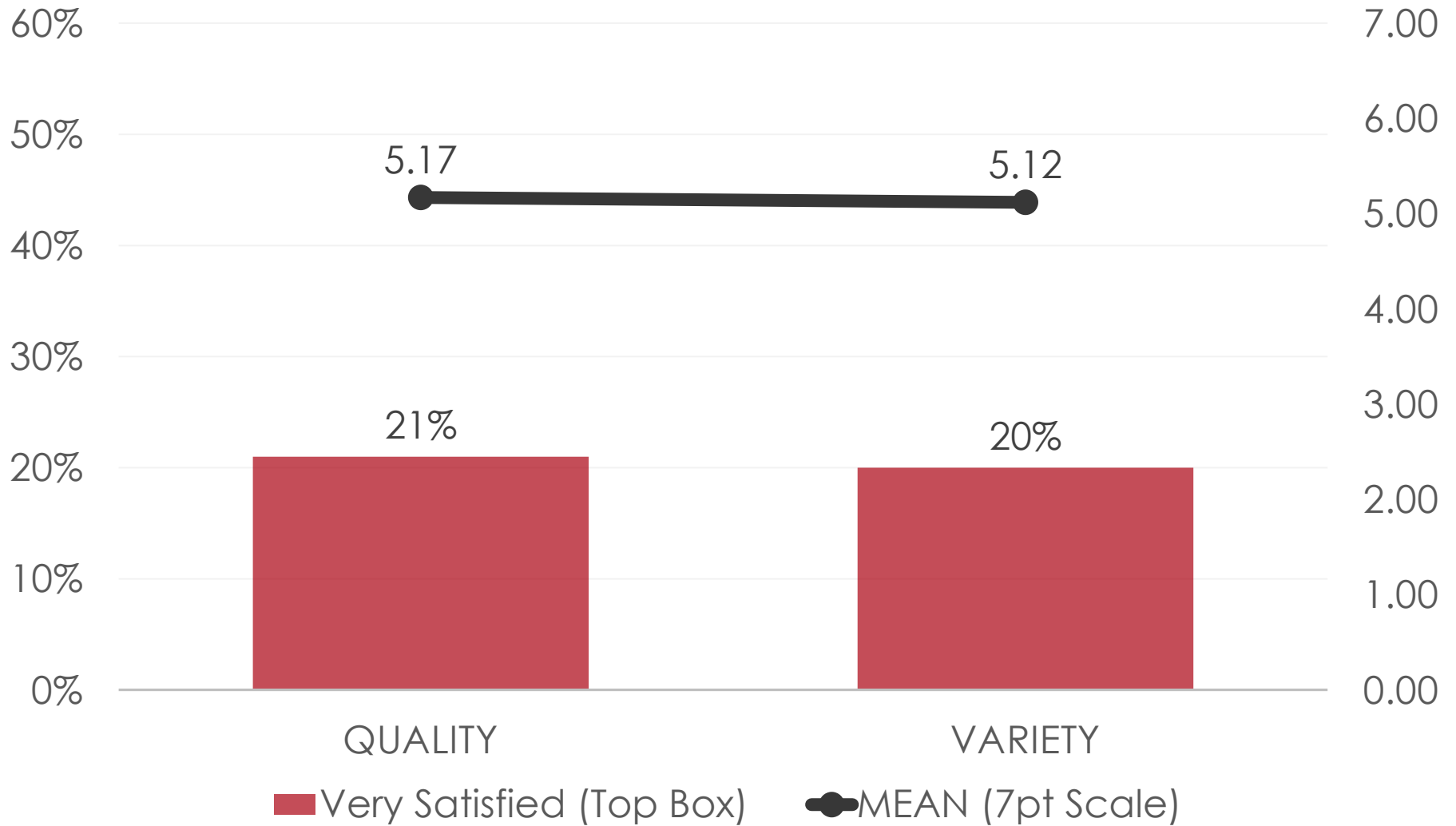


# Optional Tour Satisfaction

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

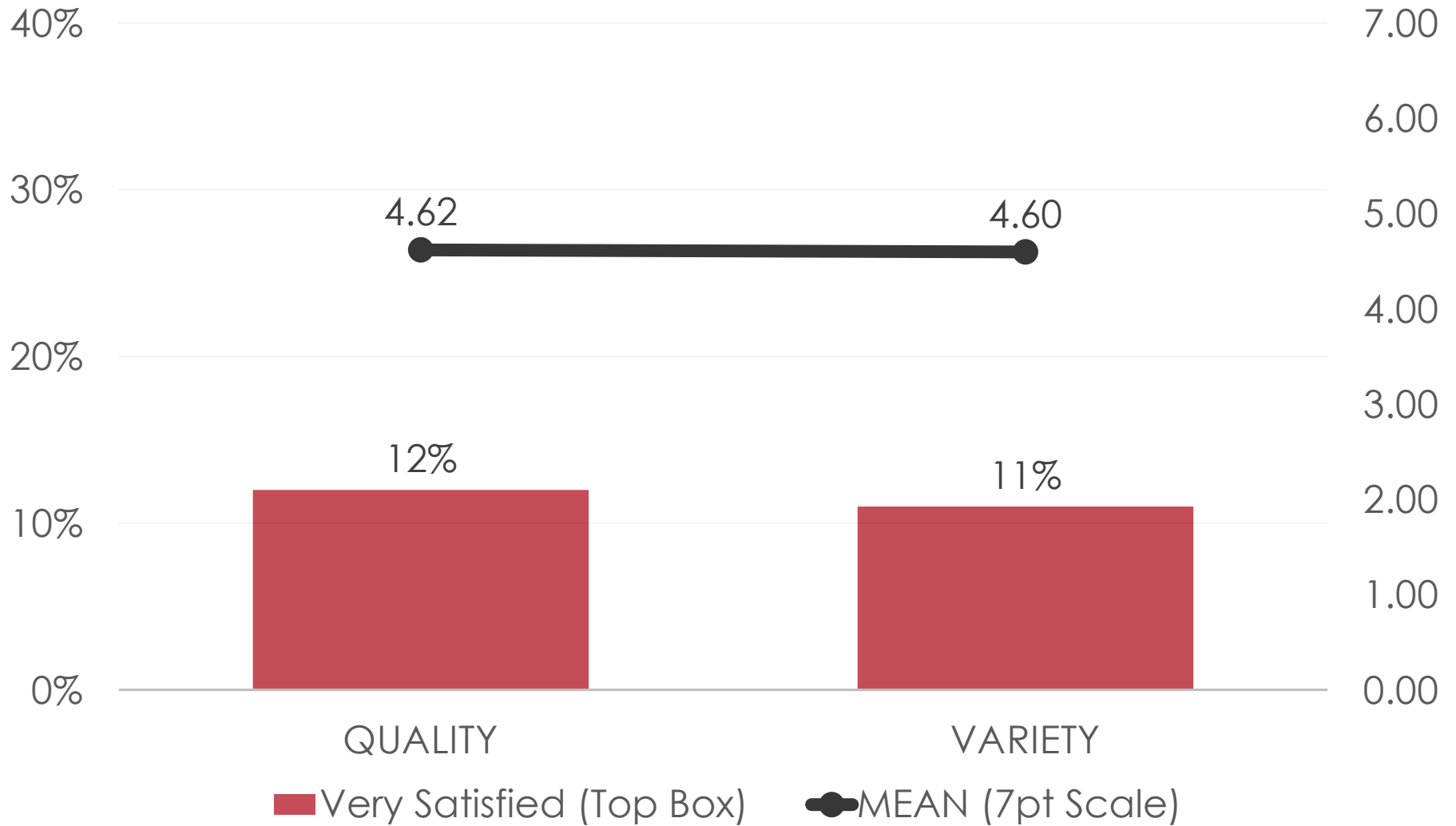


# DAY TOUR - SATISFACTION

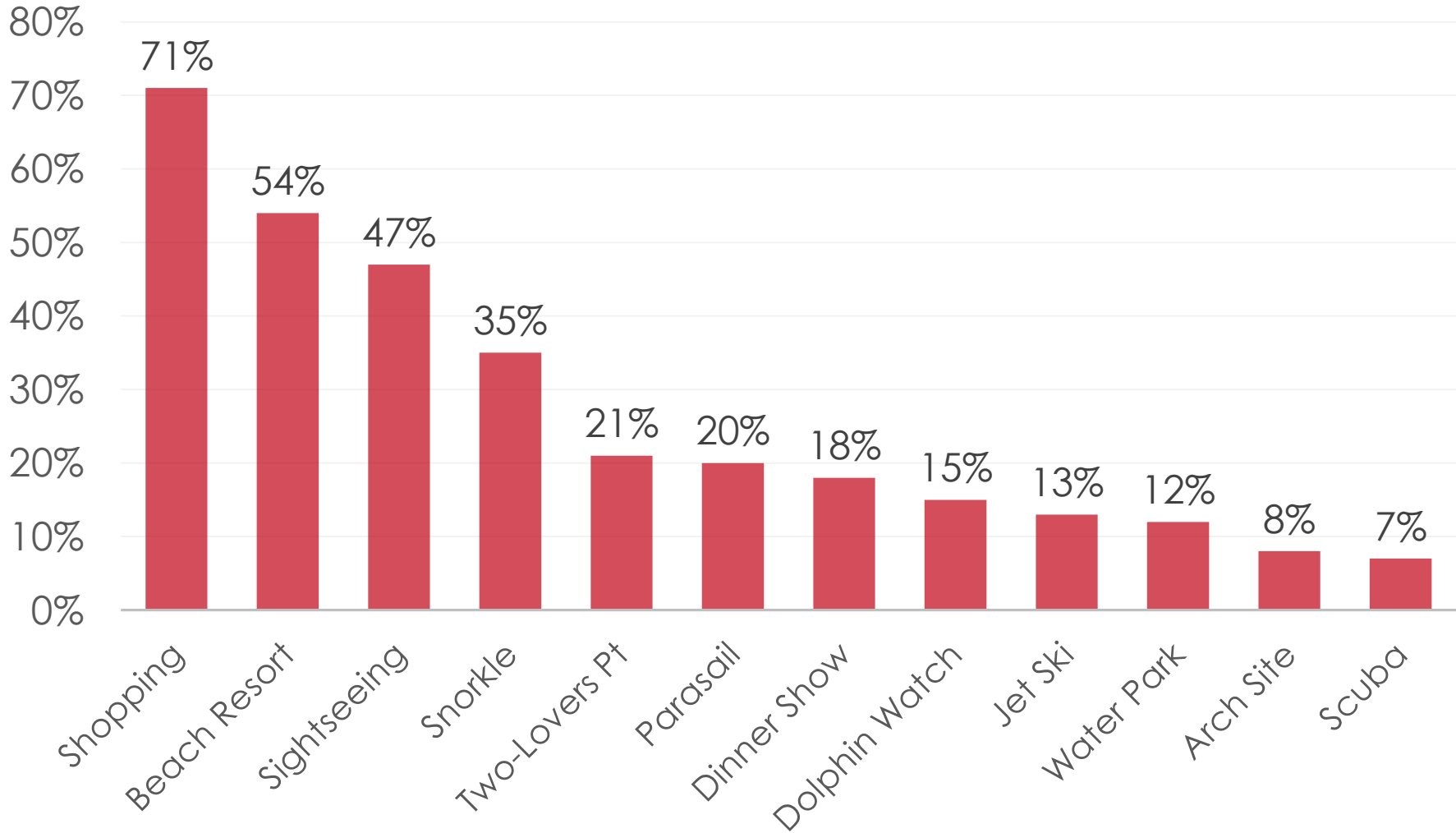




# NIGHT TOUR - SATISFACTION

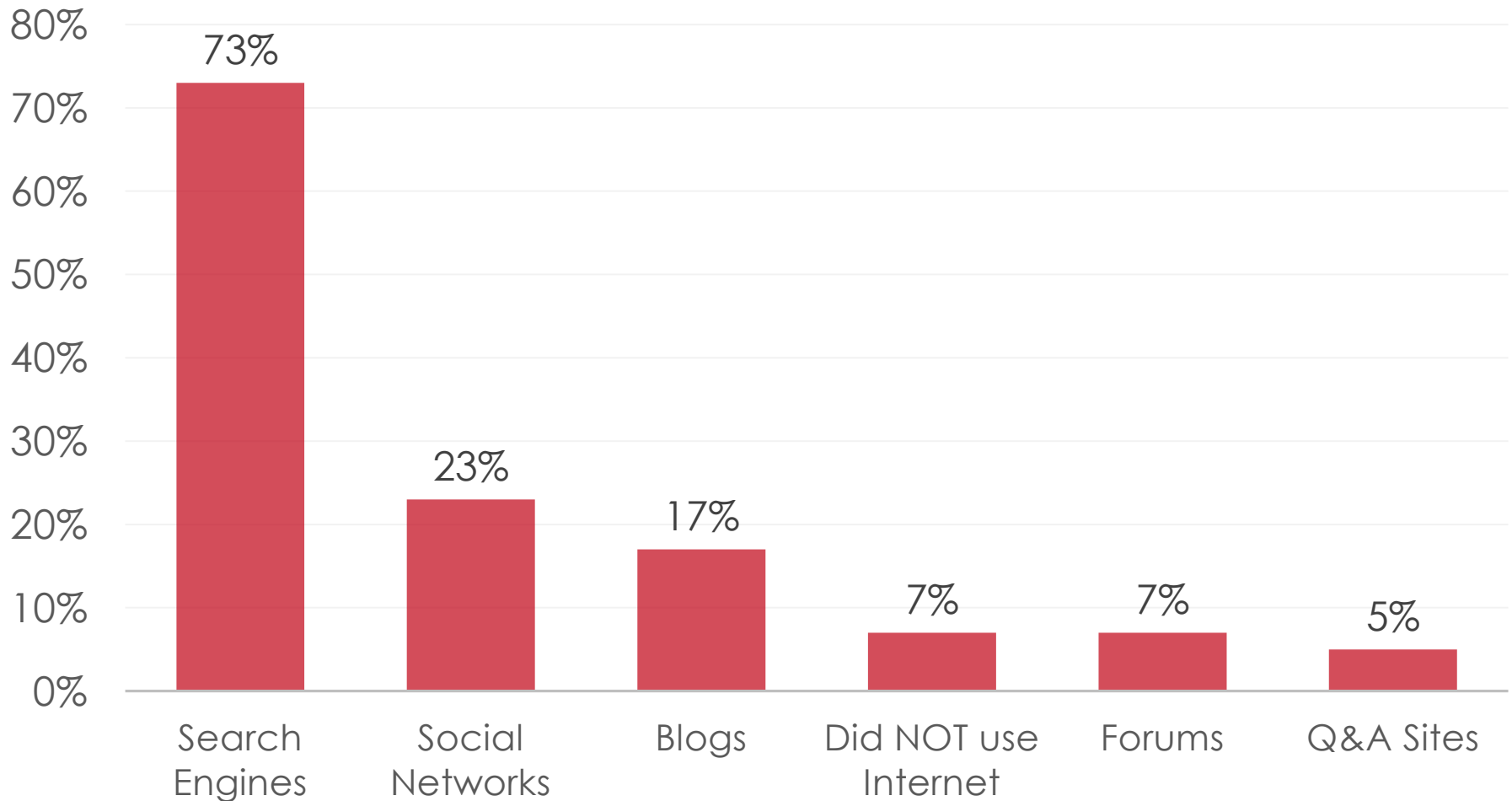


# Activities Participation (Top Responses)



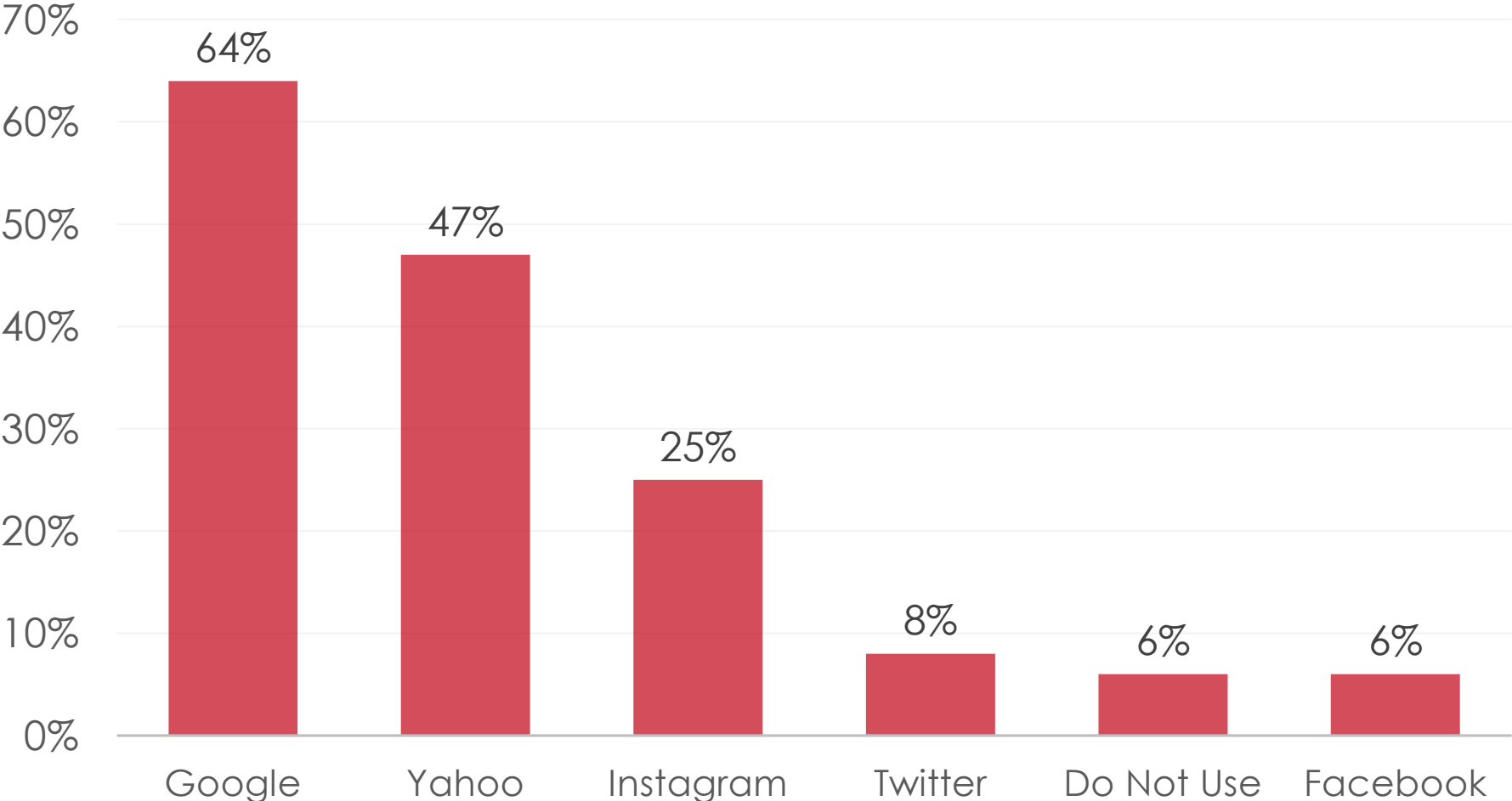
# SECTION 5 PROMOTIONS

# INTERNET- GUAM SOURCES OF INFORMATION



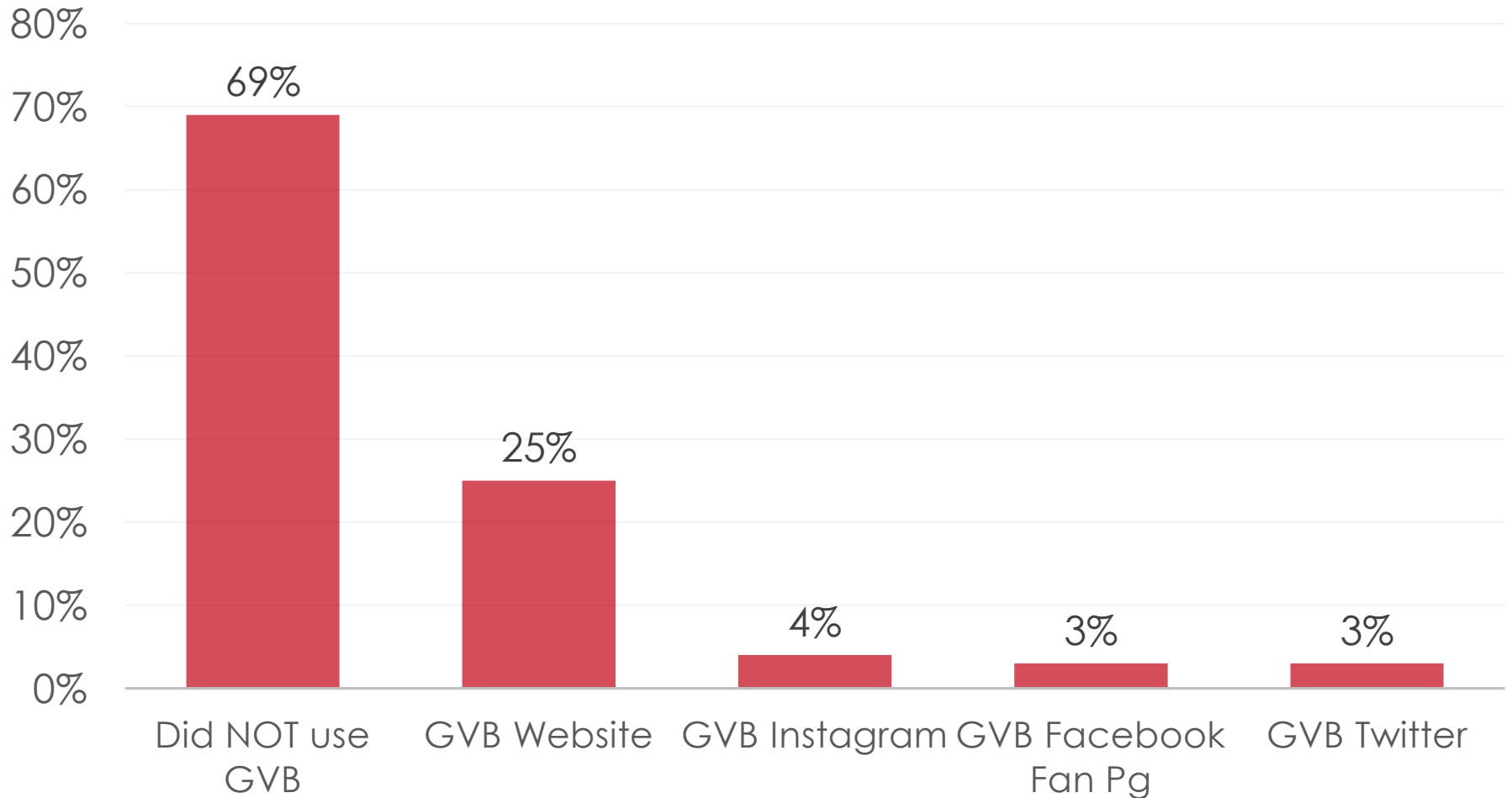
# INTERNET- SOURCES OF INFORMATION

## Things to do on Guam

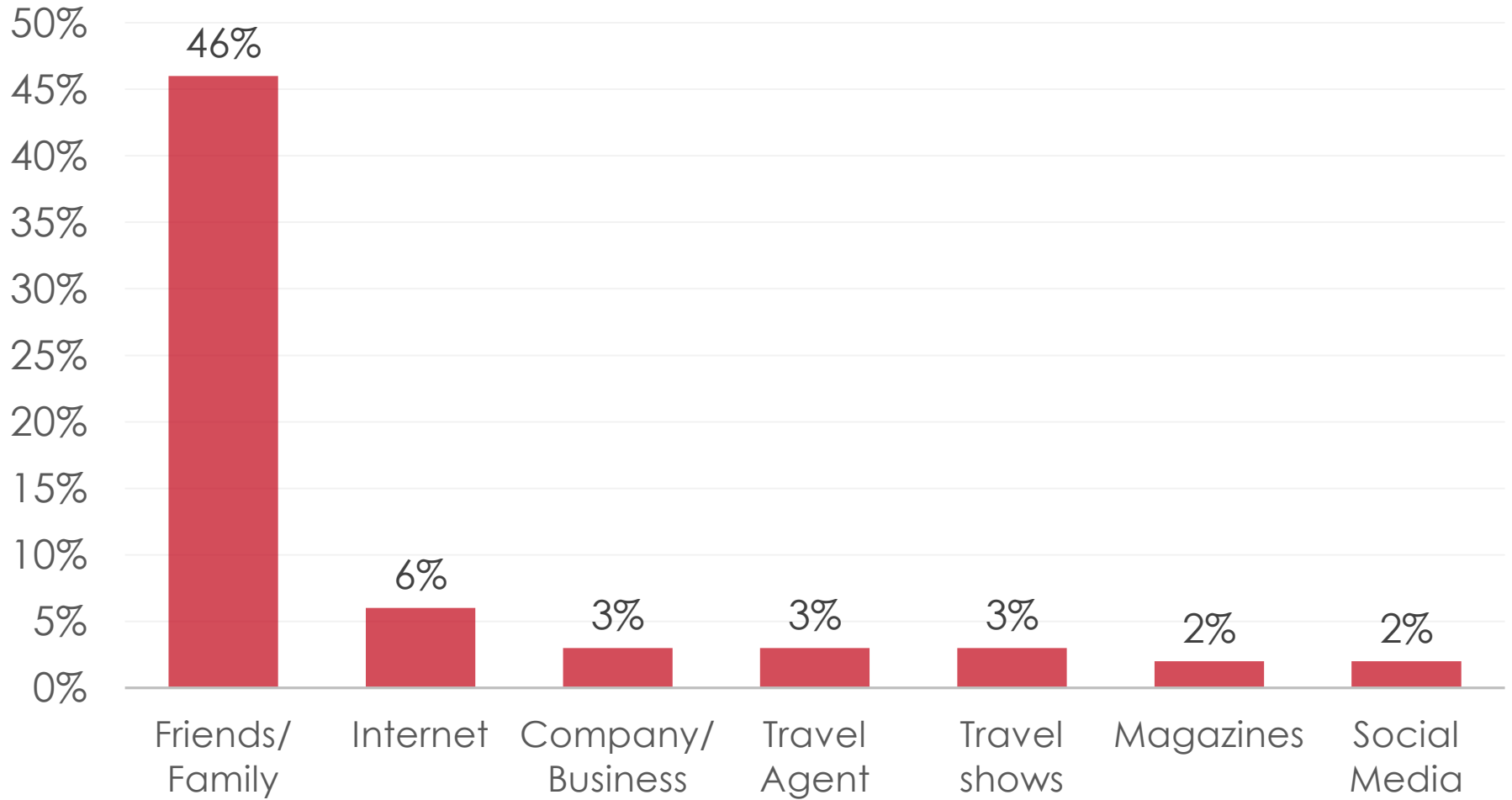


# INTERNET- SOURCES OF INFORMATION

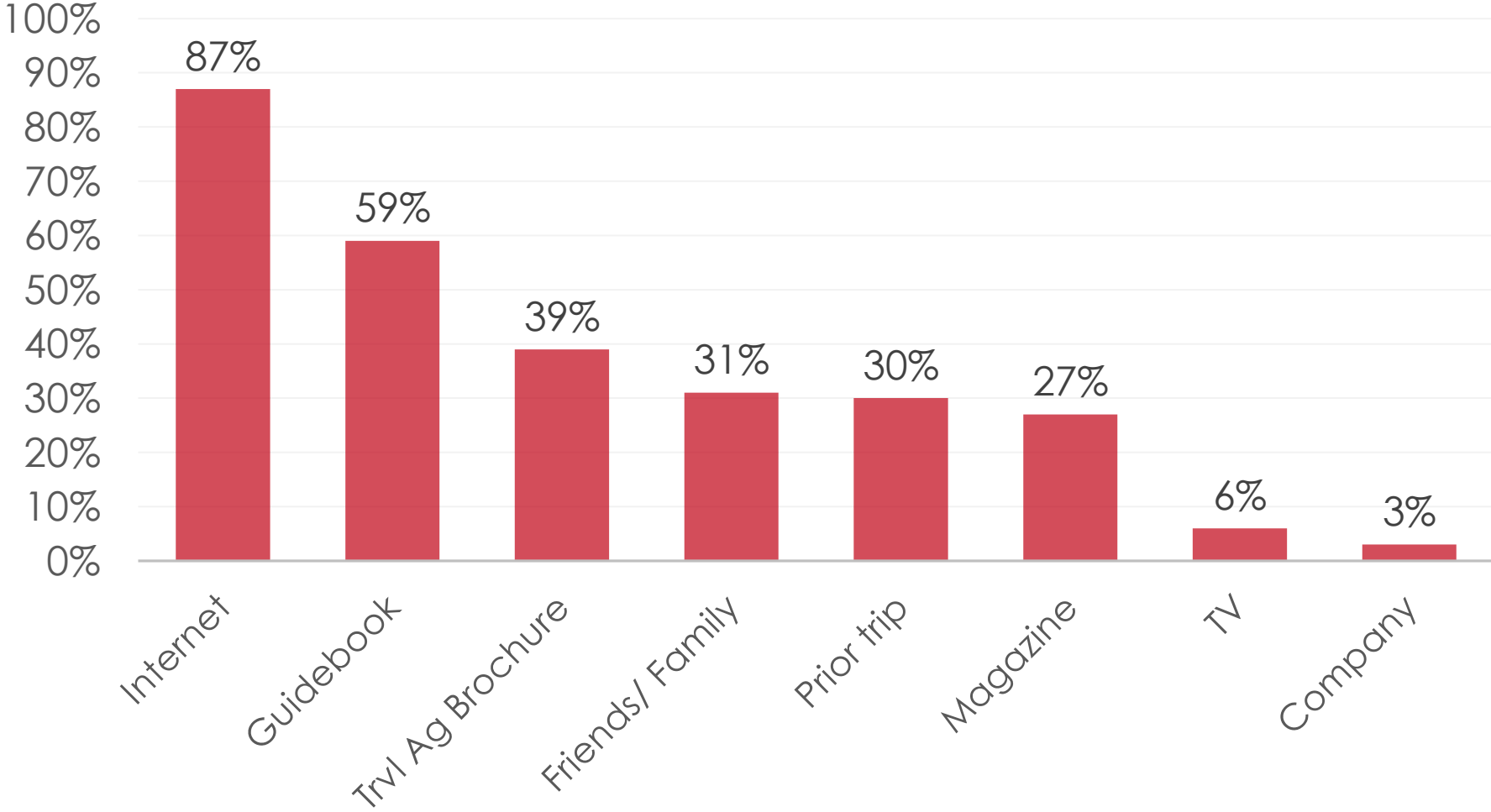
## GVB



# TRAVEL MOTIVATION



# PRE-ARRIVAL SOURCES OF INFORMATION





# PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

## GVB EXIT SURVEY

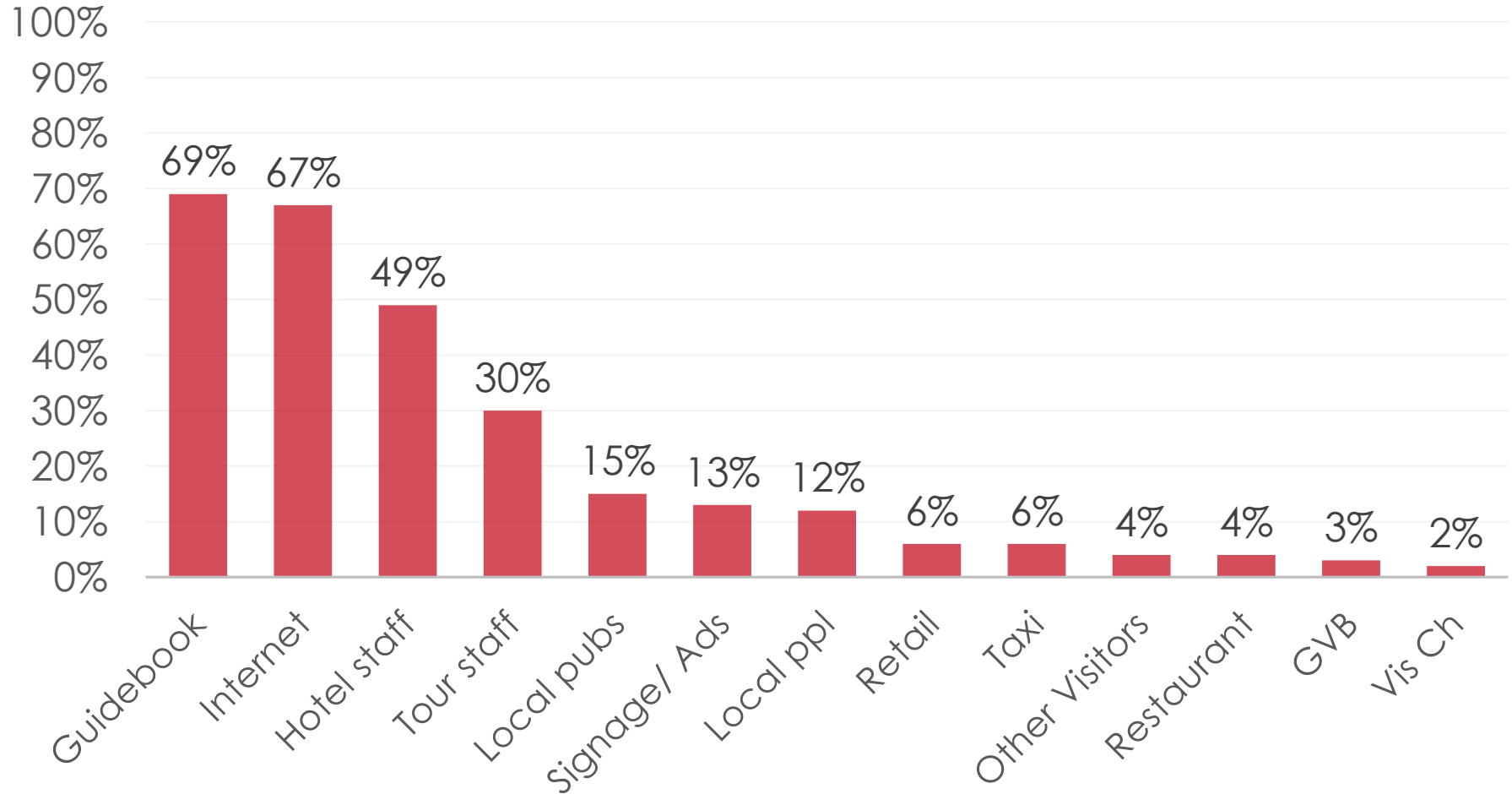
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	87%	89%	86%	85%	43%	67%	95%	79%
	Travel guide book at bookstores	59%	62%	52%	64%	57%	67%	55%	61%
	Travel agent brochure	39%	40%	28%	41%	43%		27%	42%
	Friend or relative	31%	22%	23%	29%	14%		32%	36%
	I have been to Guam before	30%	38%	60%	30%	29%	33%	18%	24%
	Magazine (consumer)	27%	26%	23%	23%	29%	67%	41%	28%
	TV	6%	6%	6%	3%	29%		5%	9%
	Consumer travel shows	3%	2%	2%	3%				3%
	Co-worker/ company travel department	3%	1%	1%	1%		33%	14%	5%
	Guam Visitors Bureau office	2%	2%	3%	4%	14%		5%	2%
	Guam Visitors Bureau promotional activities	2%	2%	3%	2%	14%	33%		2%
	Newspaper	0%	1%	1%	1%				1%
	Radio	0%	0%	0%					0%
	Travel trade shows	0%	0%	0%	2%				
	Total	1048	533	523	129	7	3	22	269

Prepared by Anthology Research

# ONISLE

## SOURCES OF INFORMATION



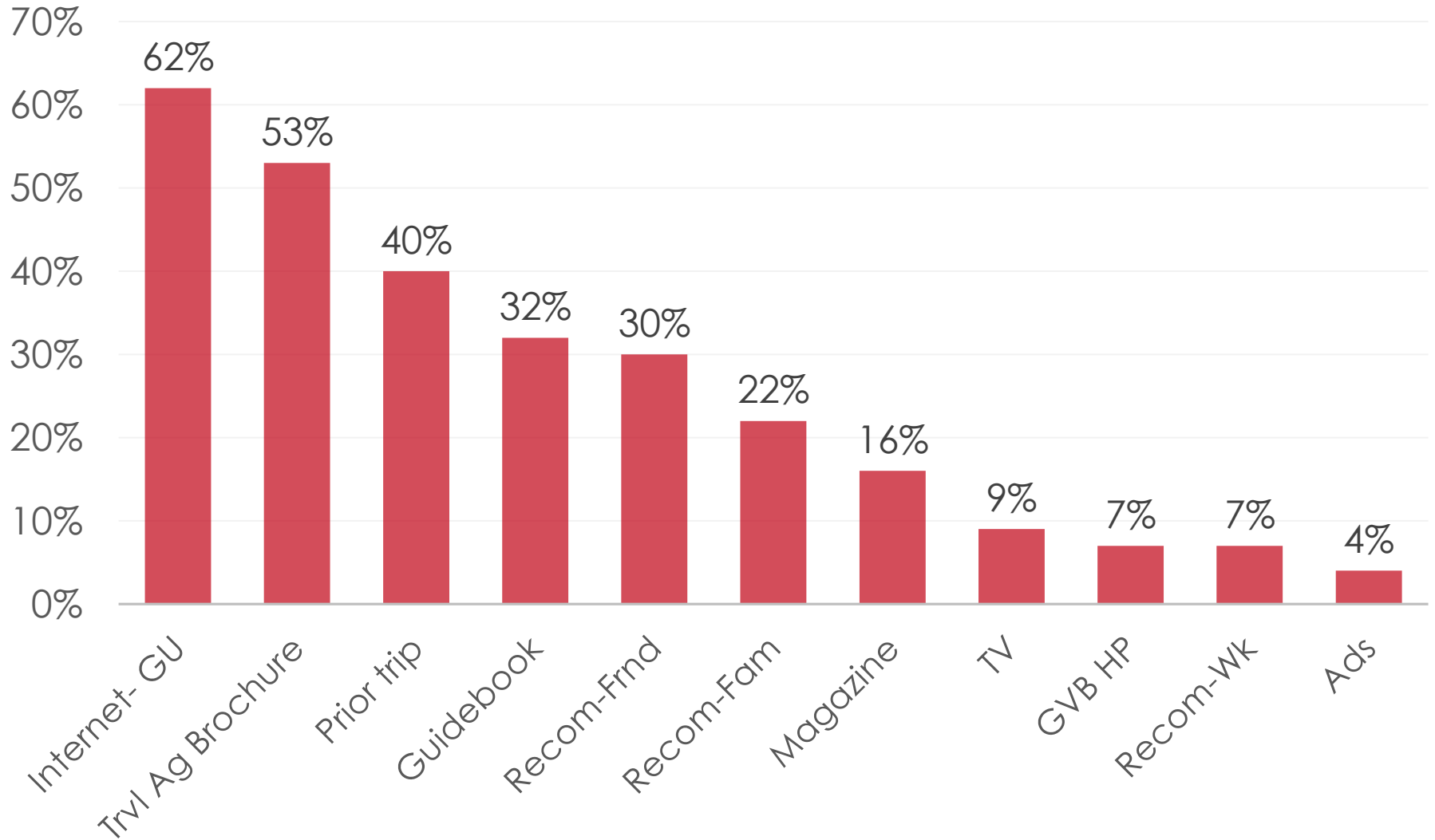
# ON-ISLE SOURCES OF INFORMATION – Key Segments

## GVB EXIT SURVEY

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

		TOTAL	FAMILY	REPEAT VISITOR	OFFICE LADY	SILVERS	MICE	WEDDING	GROUP TOUR
		-	-	-	-	-	-	-	-
Q2	Guide books I brought with me	69%	70%	65%	72%	71%	33%	73%	70%
	Internet/Mobile App	67%	69%	68%	70%	43%	100%	68%	54%
	Hotel staff	49%	47%	46%	44%	29%	33%	55%	56%
	Tour staff	30%	34%	28%	36%	14%	33%	45%	28%
	Local publication	15%	16%	17%	9%	14%	33%	14%	20%
	Signs/ advertisement	13%	12%	12%	9%	14%			19%
	Local people	12%	8%	11%	8%	43%			14%
	Taxi drivers	6%	6%	7%	5%			14%	4%
	Retail staff	6%	4%	4%	5%	14%			6%
	Other visitors	4%	3%	6%	2%			5%	3%
	Restaurant staff (outside hotel)	4%	2%	3%	4%		33%	5%	3%
	Guam Visitors Bureau	3%	3%	5%	7%	14%	33%		4%
	Visitors channel	2%	3%	3%					2%
	Total	1047	532	523	129	7	3	22	269

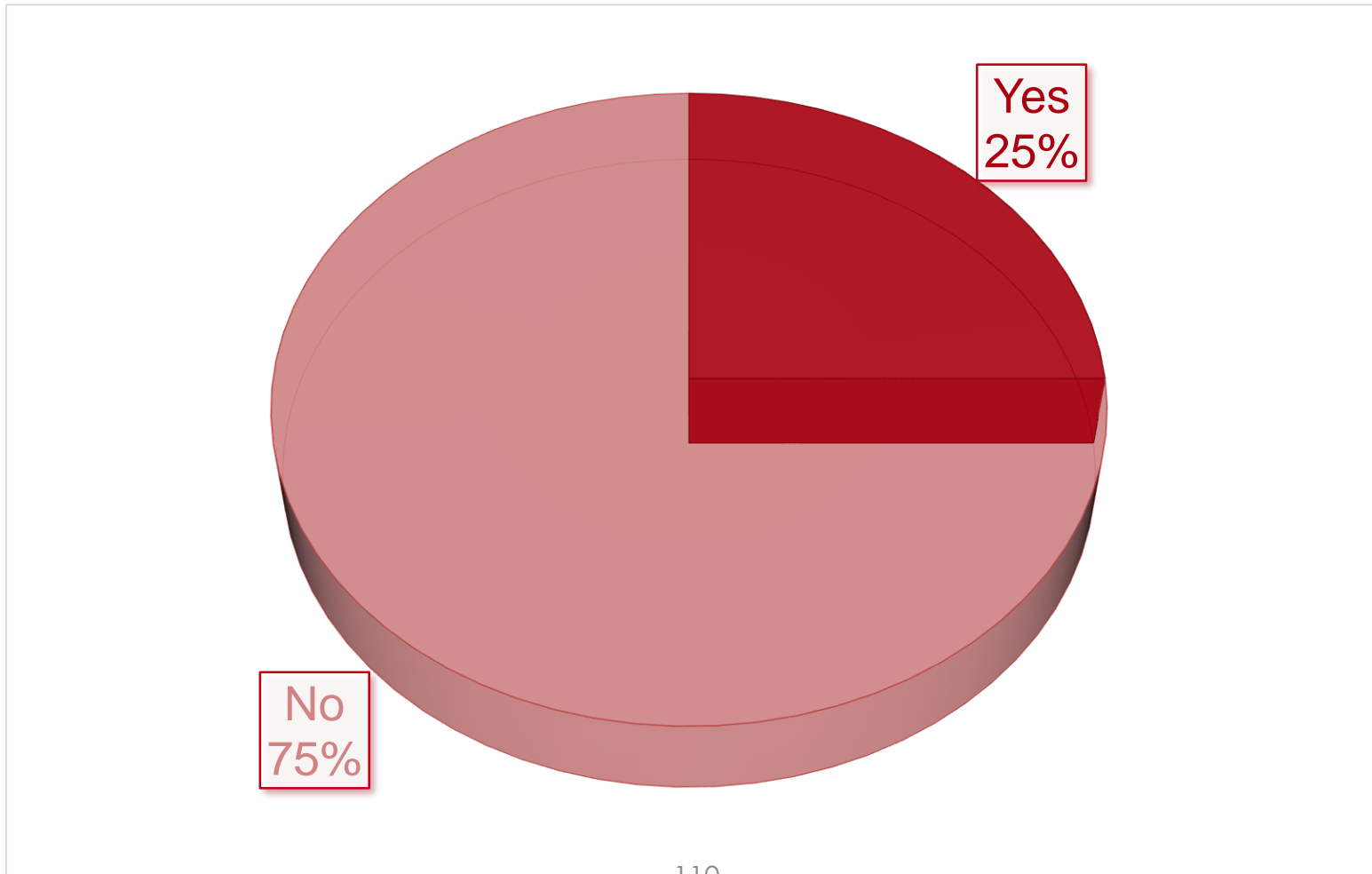
# TRAVEL MOTIVATORS



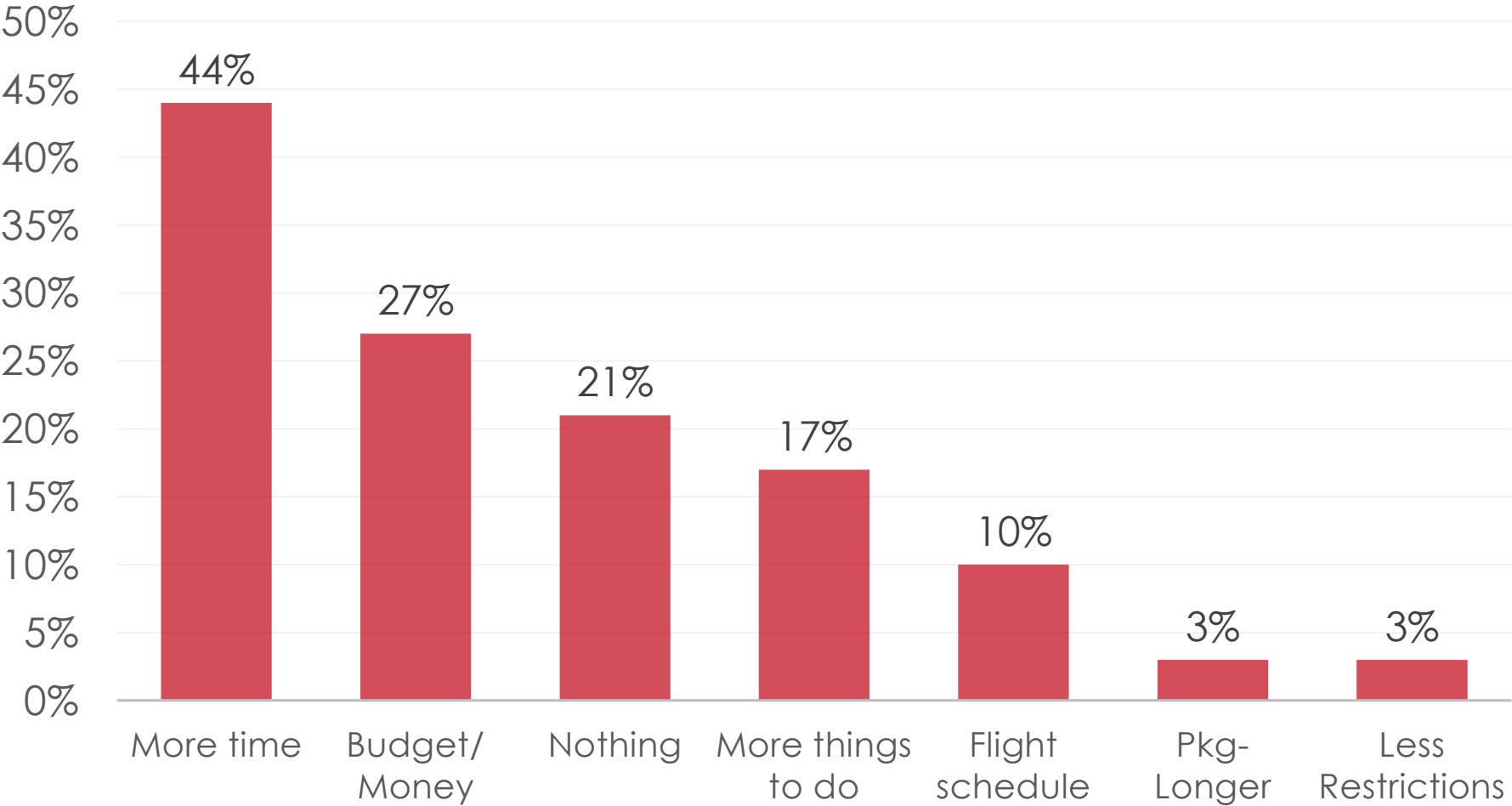
# SECTION 6

# FUTURE TRAVEL TO GUAM

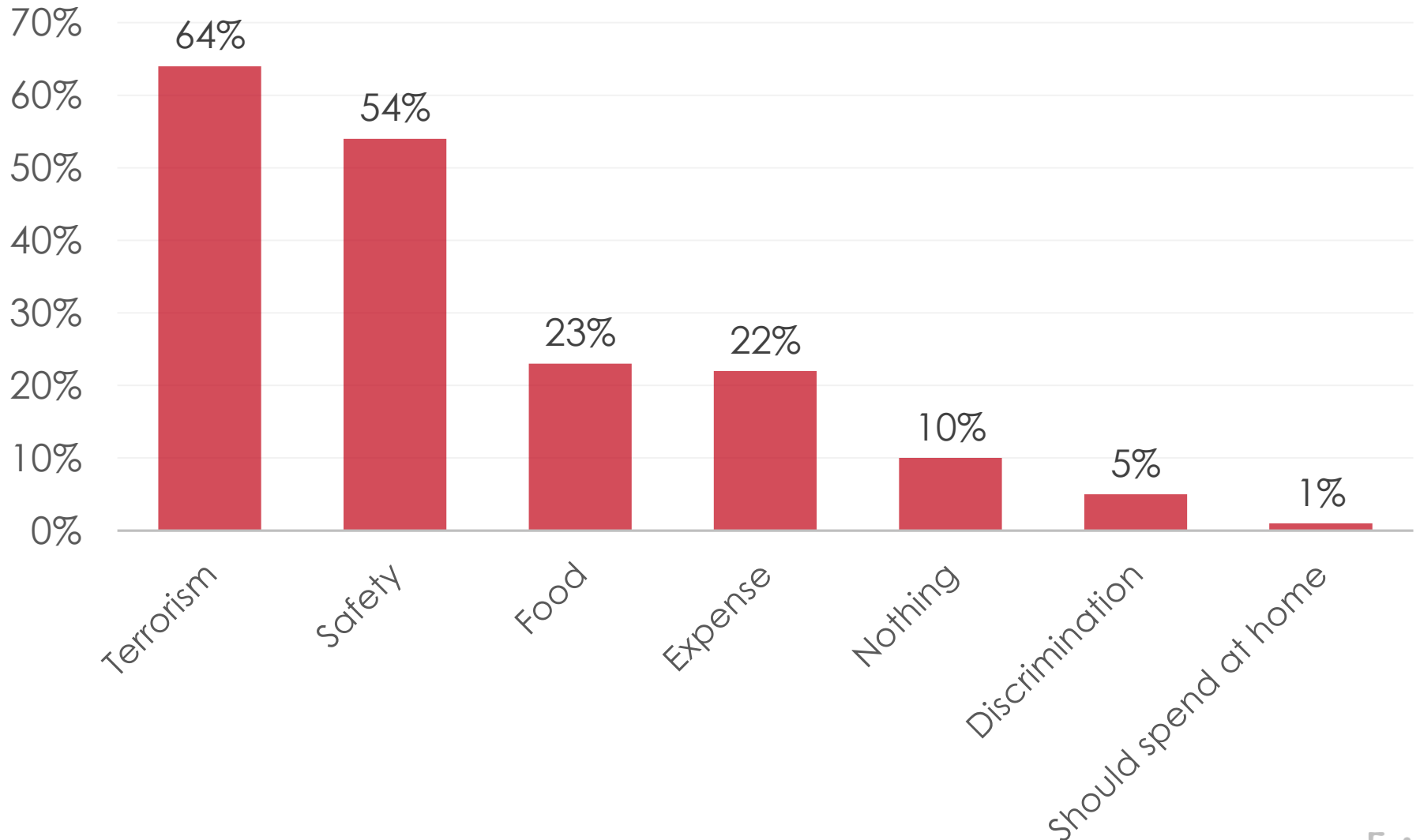
# Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



# FUTURE TRAVEL CONCERNS

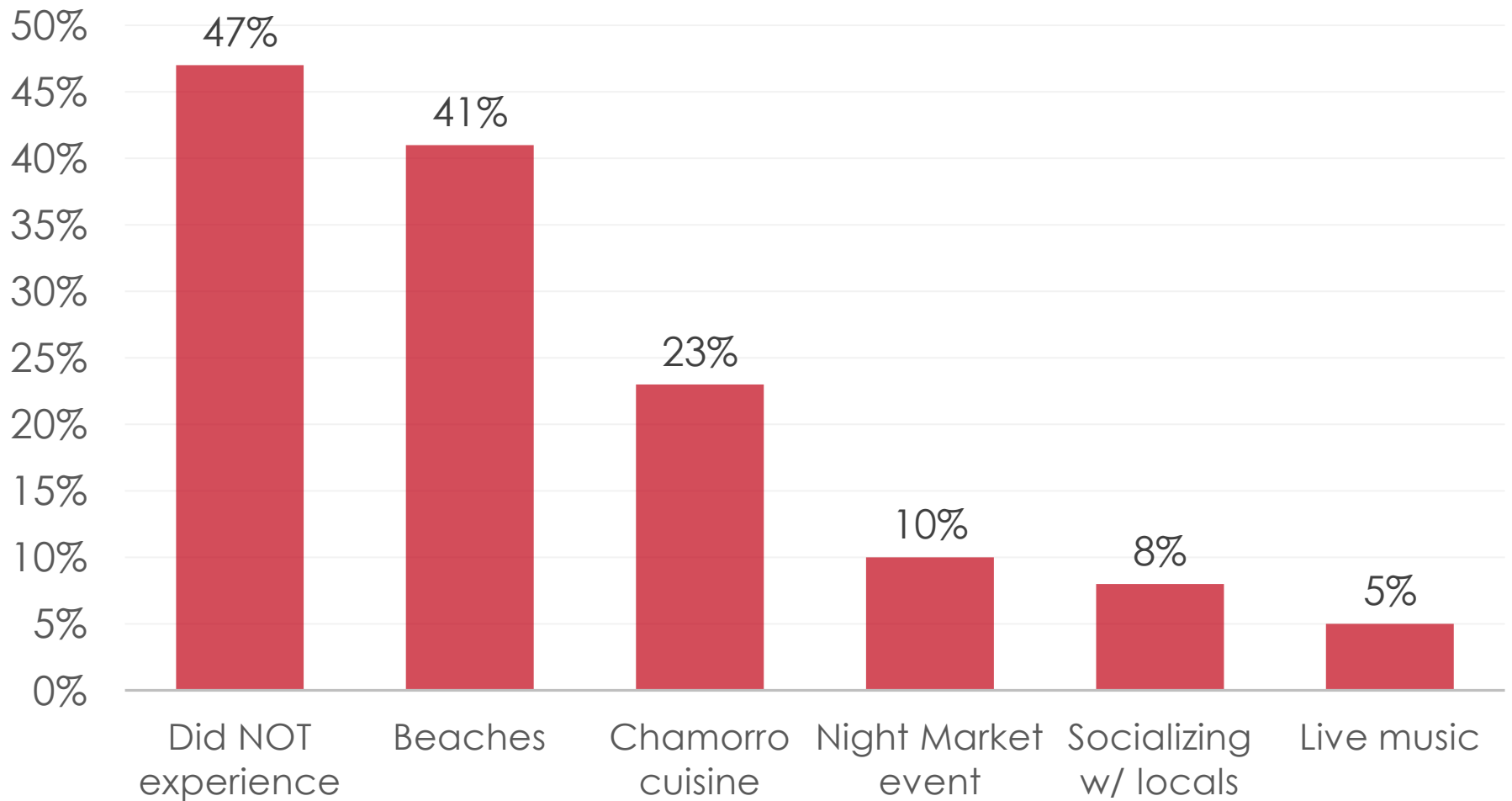




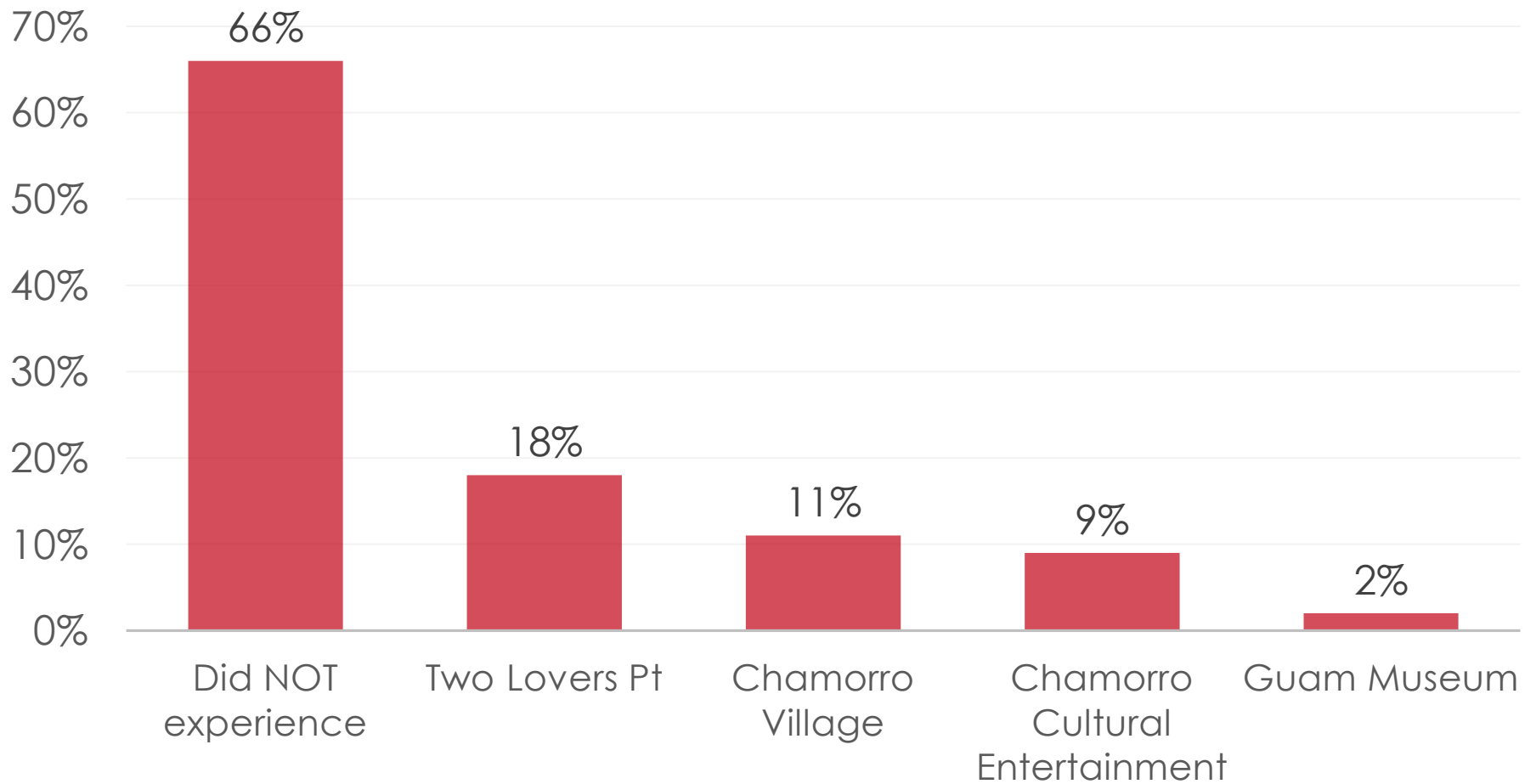
# SECTION 7

# GUAM CULTURE

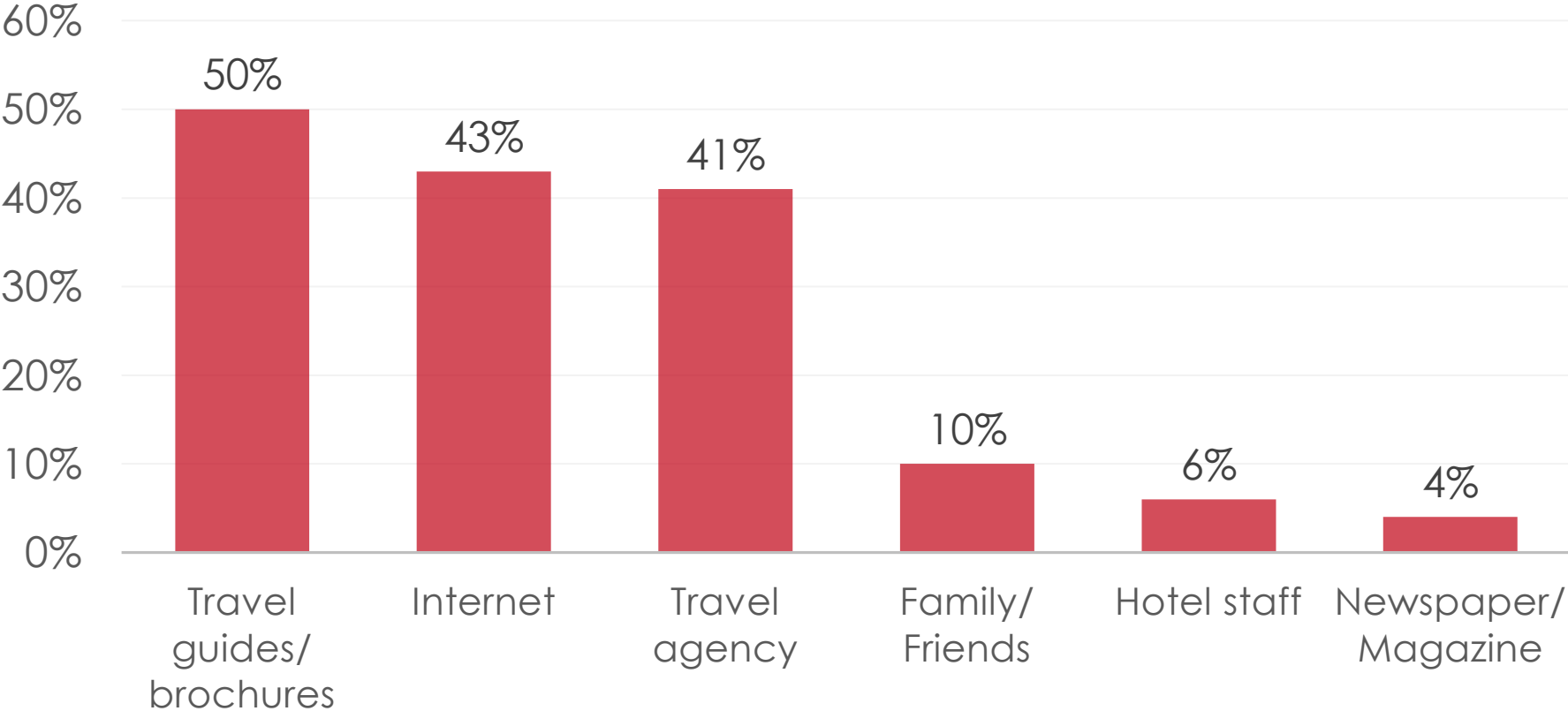
# EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



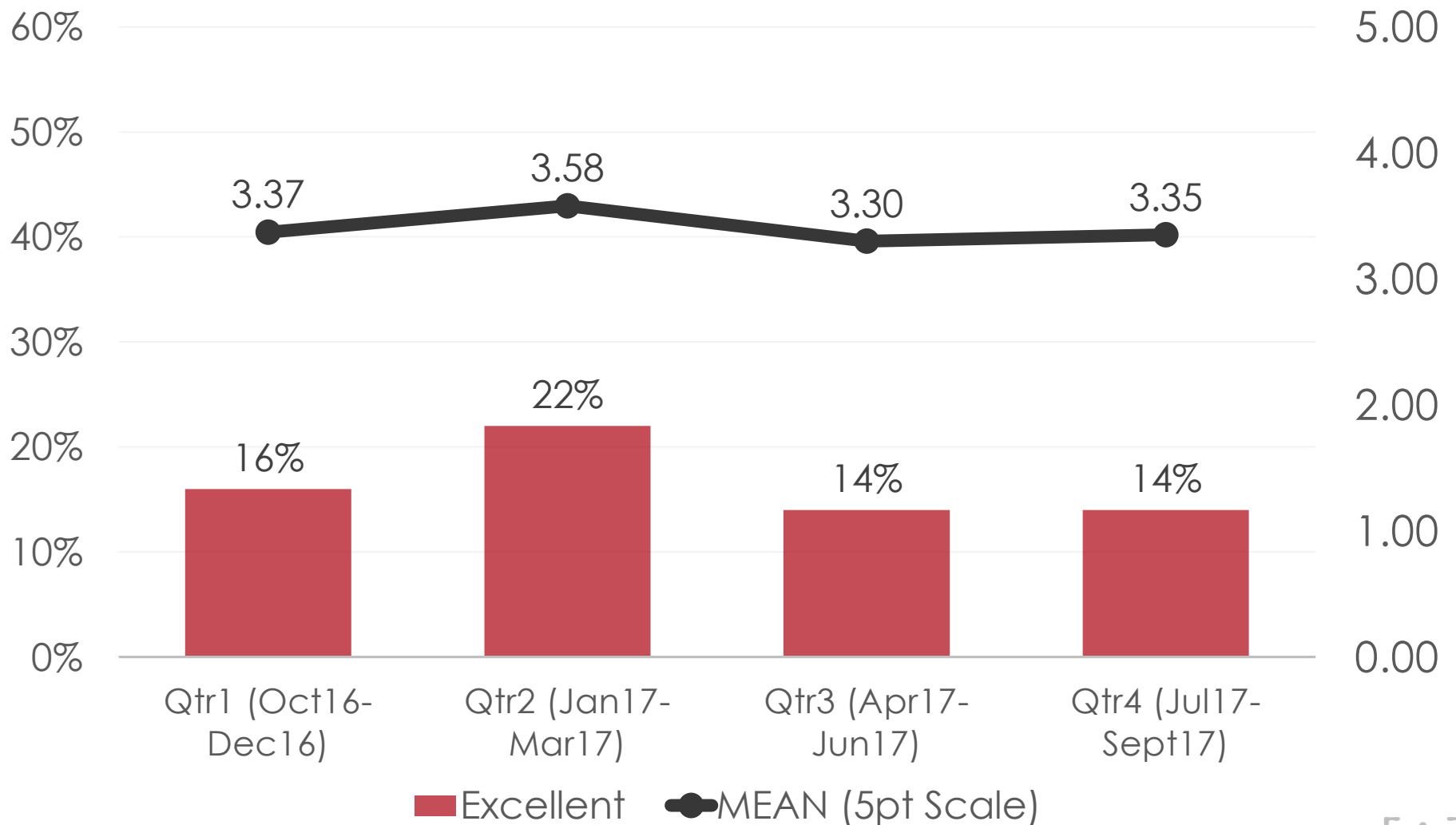
# EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



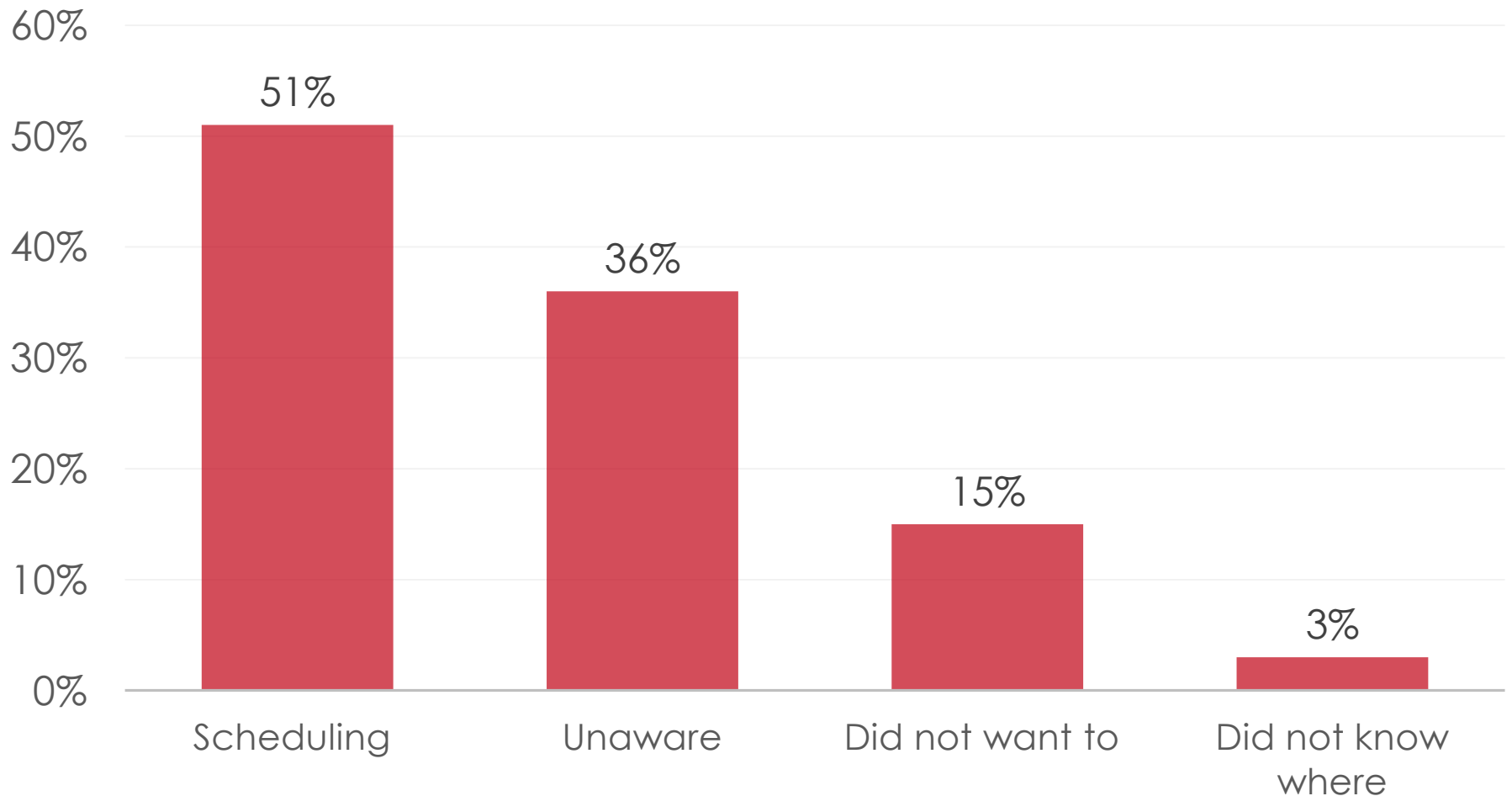
# SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



# SATISFACTION- CULTURAL ACTIVITY/EVENTS



# OBSTACLES- CULTURAL ACTIVITY/EVENTS



# ADVANCED STATISTICS

# Analysis Technique

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



# Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st, 2nd, 3rd and 4th Qtr. 2017, and Overall 1-4 Qtr. 2017					
	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017	4th Qtr. 2017	Combined 1-4th Qtr. 2017
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	5	1	3	<b>3</b>	4
Ease of getting around			6		6
Safety walking around at night					
Quality of daytime tours					8
Variety of daytime tours					
Quality of nighttime tours					9
Variety of nighttime tours			7		
Quality of shopping	3				
Variety of shopping		2	2	<b>4</b>	3
Price of things on Guam					
Quality of hotel accommodations	2	3	4	<b>2</b>	2
Quality/cleanliness of air, sky					10
Quality/cleanliness of parks					11
Quality of landscape in Tumon			1		7
Quality of landscape in Guam	1	4	5	<b>1</b>	1
Quality of ground handler	4			<b>5</b>	5
Quality/cleanliness of transportation vehicles					12
% of Overall Satisfaction Accounted For	48.8%	50.1%	53.3%	<b>53.5%</b>	51.8%

NOTE: Only significant drivers are included.

# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Japanese visitor's experience on Guam is driven by five significant factors in the 4th Quarter FY2017 Period. By rank order they are:
  - **Quality of landscape in Guam,**
  - **Quality of hotel accommodations,**
  - **Quality & cleanliness of beaches & parks,**
  - **Variety of shopping, and**
  - **Quality of ground handler.**
- With this factor the overall  $r^2$  is .535 meaning that **53.5% of overall satisfaction is accounted for by these factors.**

# Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, 4th Qtr. 2017 and Overall 1st, 2nd, 3rd and 4th Qtr. 2017					
	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017	4th Qtr. 2017	Combined 1-4 Qtr. 2017
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		5			
Ease of getting around					2
Safety walking around at night		3			
Quality of daytime tours					
Variety of daytime tours			2		
Quality of nighttime tours					
Variety of nighttime tours			1		
Quality of shopping	1				1
Variety of shopping					
Price of things on Guam					
Quality of hotel accommodations		2			
Quality/cleanliness of air, sky					
Quality/cleanliness of parks					
Quality of landscape in Tumon		4			3
Quality of landscape in Guam					
Quality of ground handler					
Quality/cleanliness of transportation vehicles		1			
% of Per Person On Island Expenditures Accounted For	1.2%	3.4%	1.7%	<b>0.0%</b>	1.2%

NOTE: Only significant drivers are included.

# Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Japanese visitors on Guam is driven by no significant factor in the 4th Quarter FY2017 period.