

Guam Visitors Bureau

Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

QTR.4 (JULY - SEPTEMBER 2017)

Prepared by: Anthology Research

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Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **1,076** 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 **1,076** is +/- 3.01 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 +/- 3.01 percentage points.

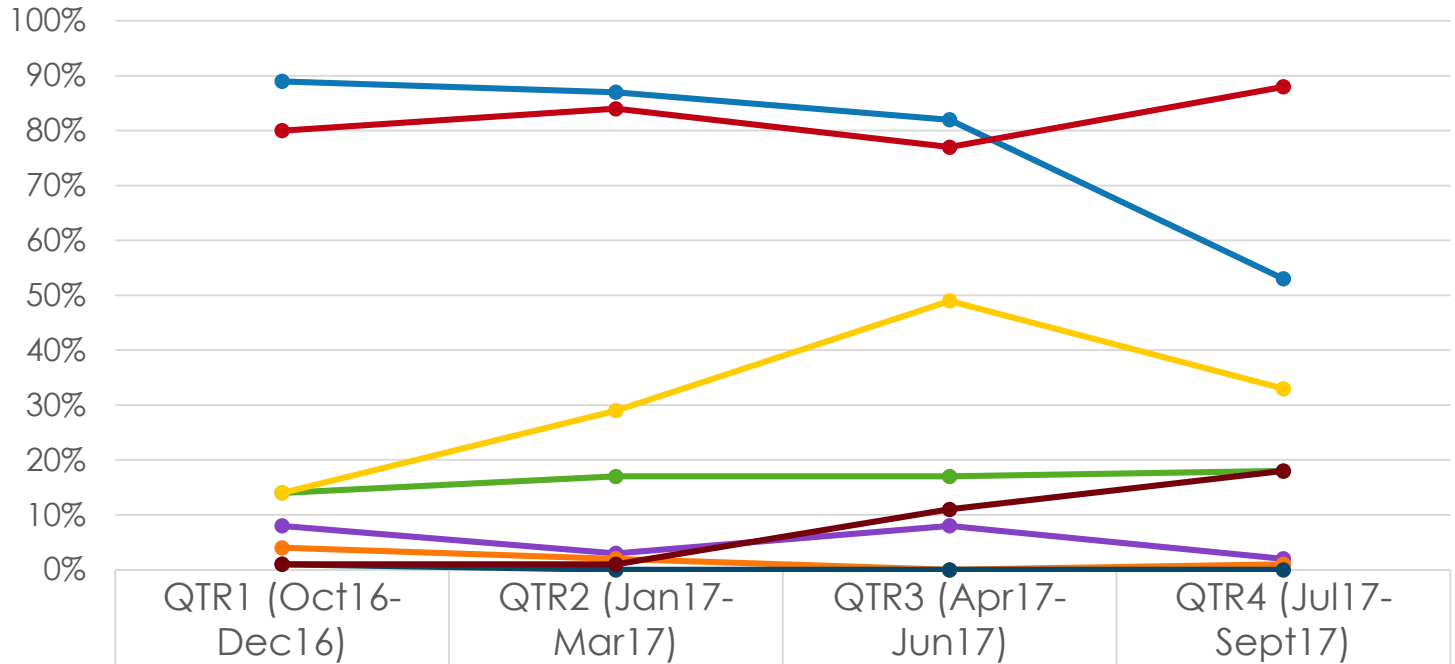
Objectives

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

Key Highlighted Segments

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

Key Highlighted Segments

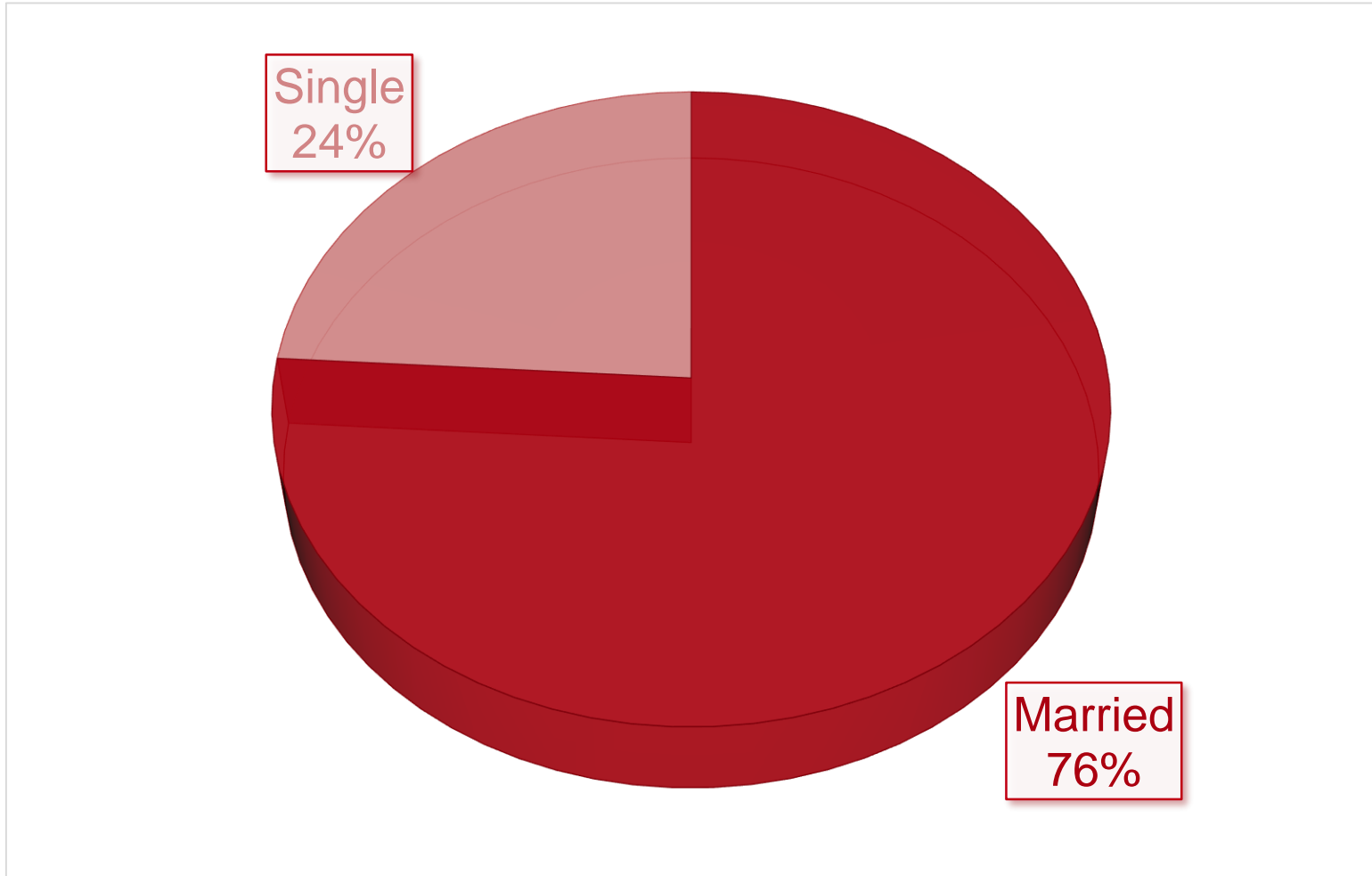


	QTR1 (Oct16-Dec16)	QTR2 (Jan17-Mar17)	QTR3 (Apr17-Jun17)	QTR4 (Jul17-Sept17)
Leisure Traveler	89%	87%	82%	53%
Family	80%	84%	77%	88%
Repeat	14%	17%	17%	18%
FIT	14%	29%	49%	33%
Honey-moon	8%	3%	8%	2%
MICE	4%	2%	0%	1%
Wedding	1%	0%	0%	0%
Group	1%	1%	11%	18%

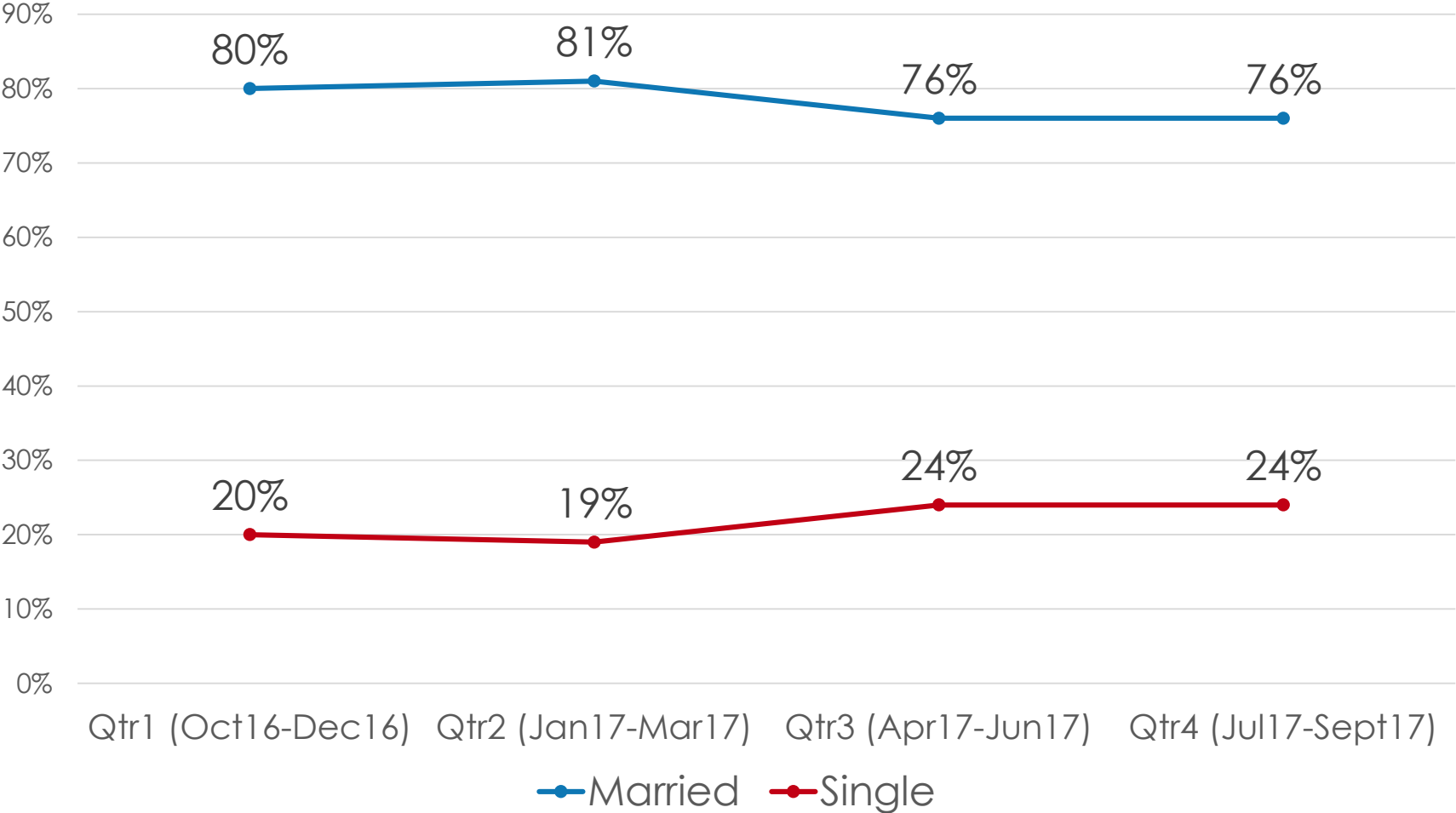
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2017 Tracking



Marital status – Key Segments

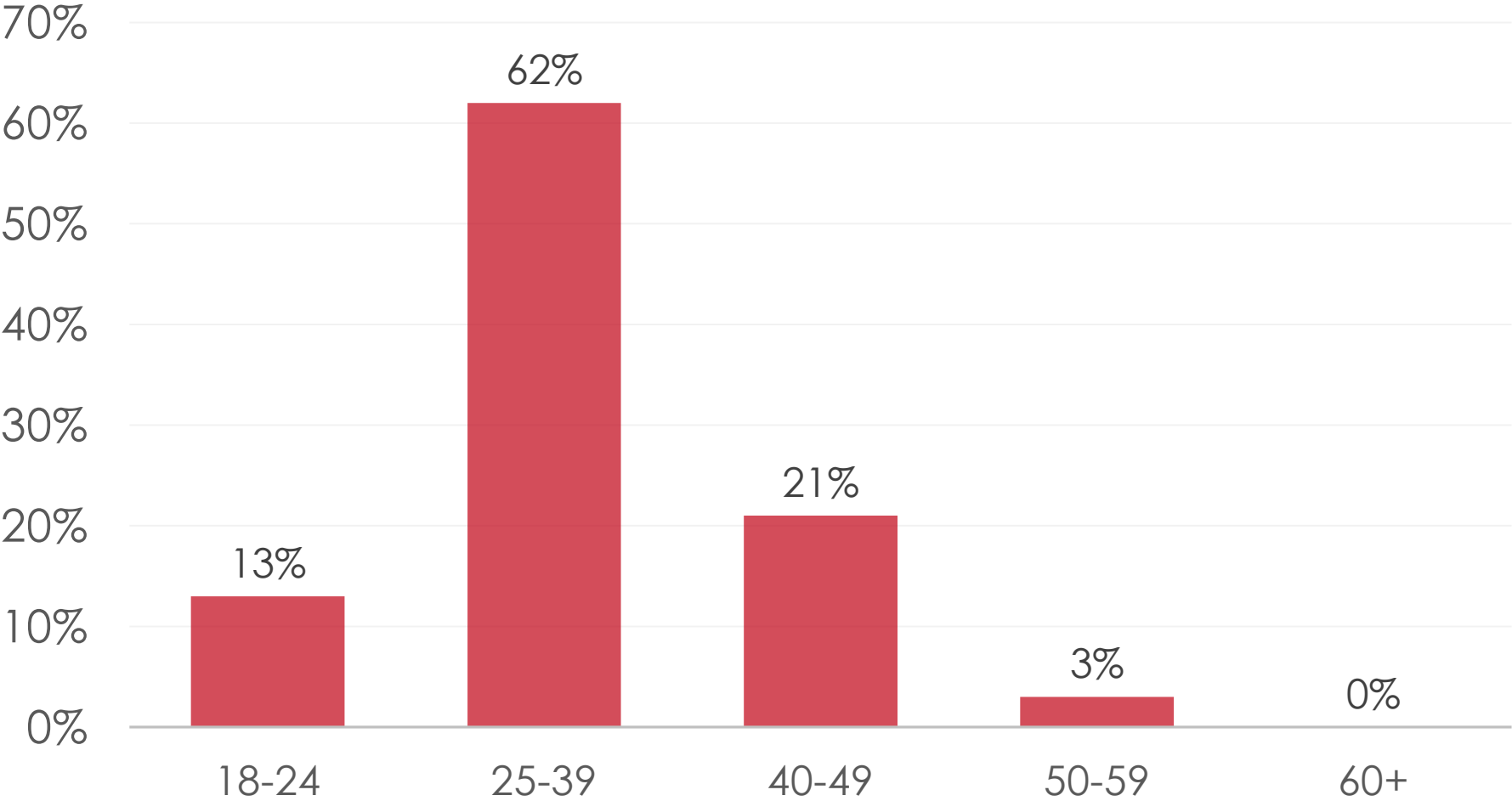
**GVB EXIT SURVEY
QE MARITAL STATUS**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
QE	Married	76%	62%	100%	67%	76%	72%	79%	86%	60%
	Single	24%	38%		33%	24%	28%	21%	14%	40%
	Total	1076	13	26	3	566	194	199	946	358

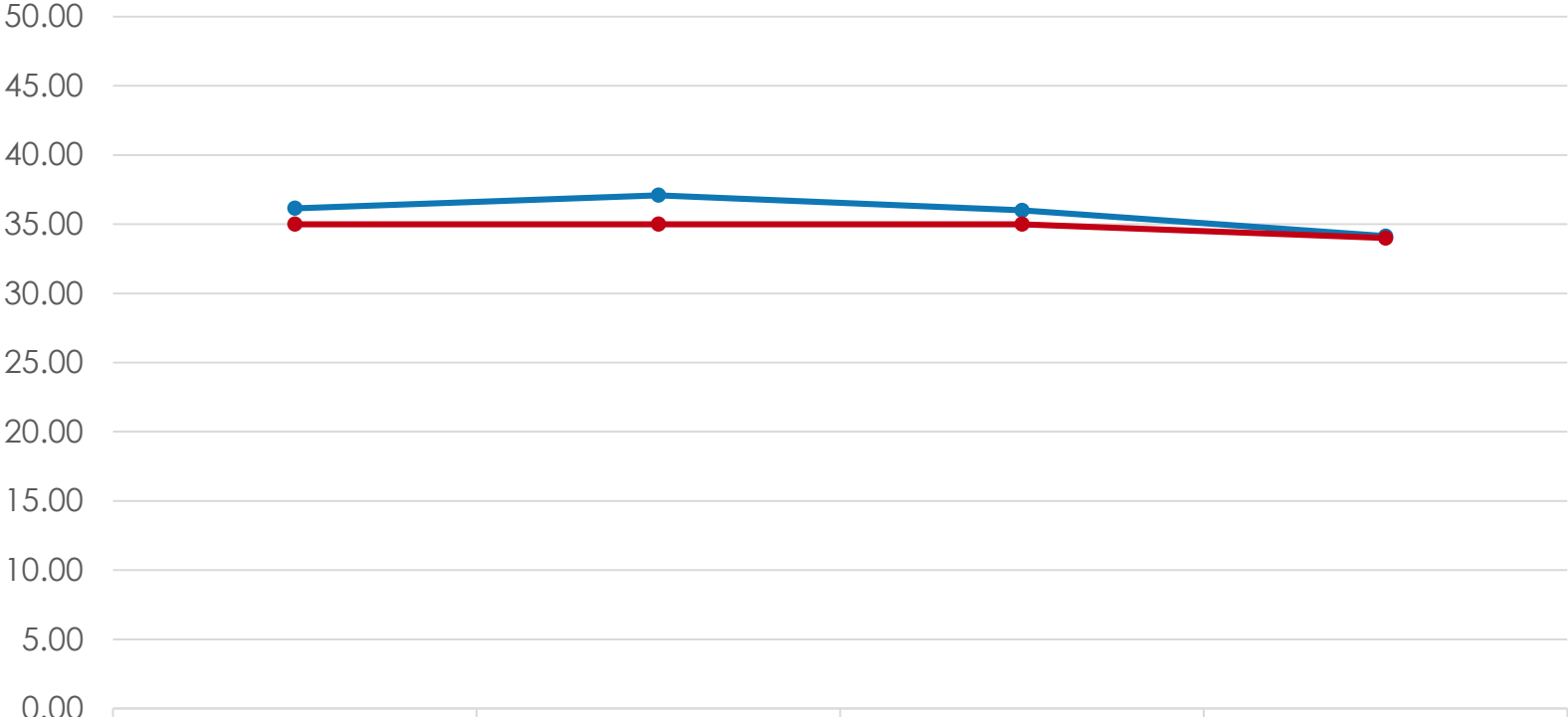
Prepared by Anthology Research

Age

MEAN = 34.13
MEDIAN = 34



Age – FY2017 Tracking



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	36.15	37.09	36.00	34.13
MEDIAN	35	35	35	34

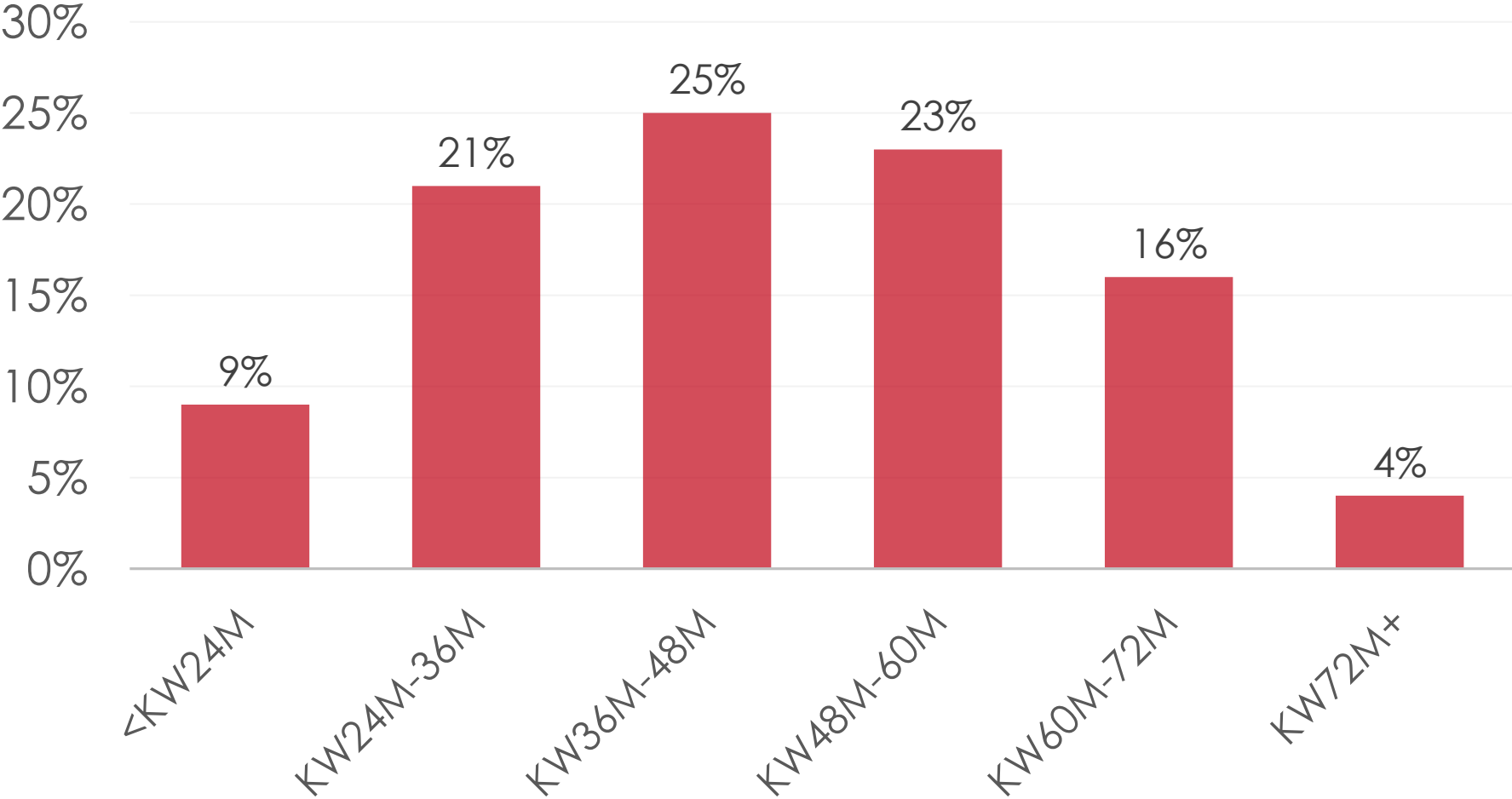
Age – Key Segments

GVB EXIT SURVEY AGE

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SD	18-24	13%	23%			9%	26%	16%	13%	13%
	25-39	62%	62%	100%	100%	61%	55%	54%	59%	75%
	40-49	21%	15%			25%	16%	23%	24%	11%
	50-59	3%				4%	3%	8%	3%	0%
	60+	0%				1%			0%	
	Total	1076	13	26	3	566	194	199	946	358
SD	Mean	34.13	31.38	31.15	34.67	35.19	31.74	35.18	34.88	31.69
	Median	34	32	31	34	35	32	35	34	32

Prepared by Anthology Research

Annual Household Income



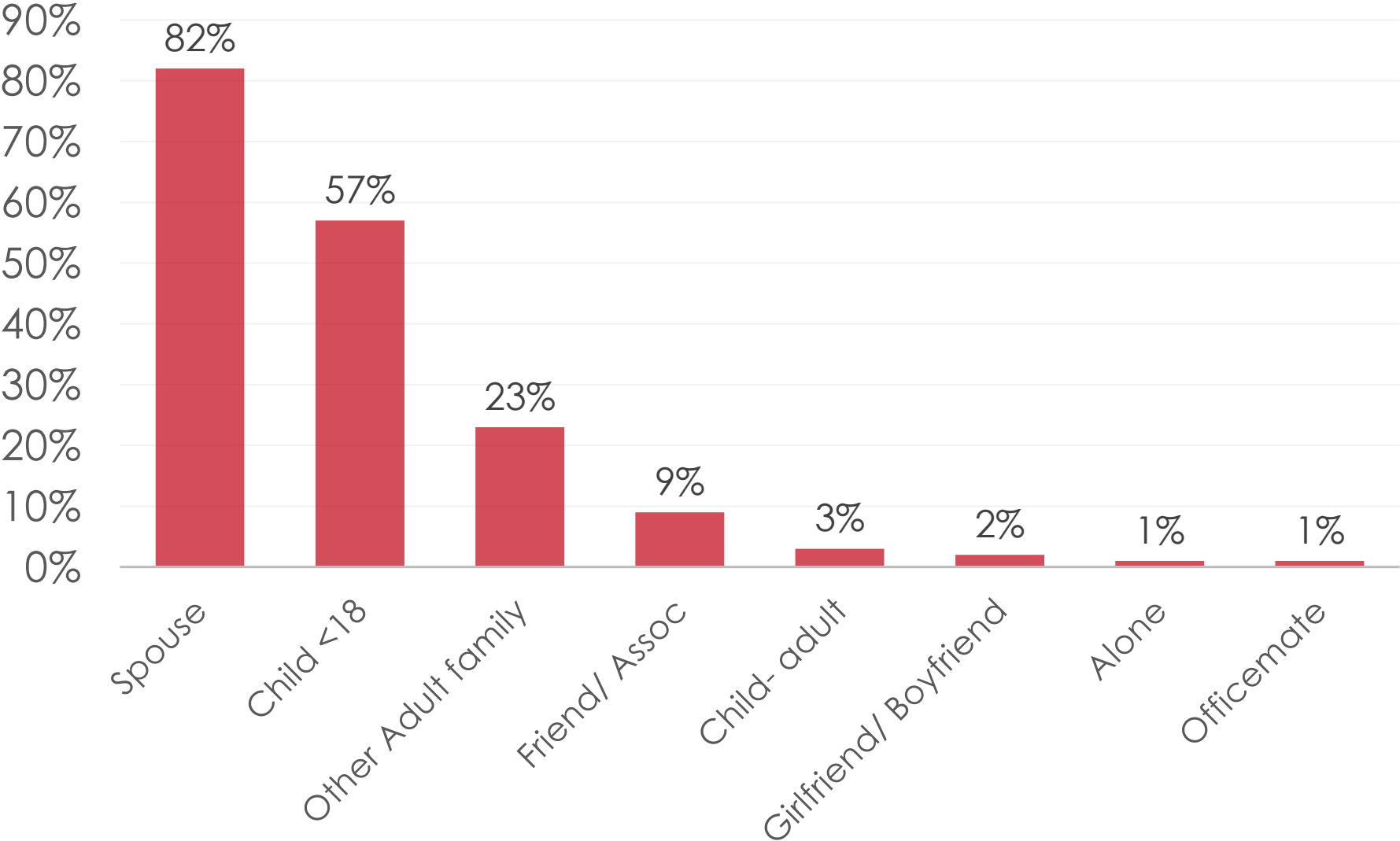
Annual Household Income – Key Segments

GVB EXIT SURVEY Q26 Household income:

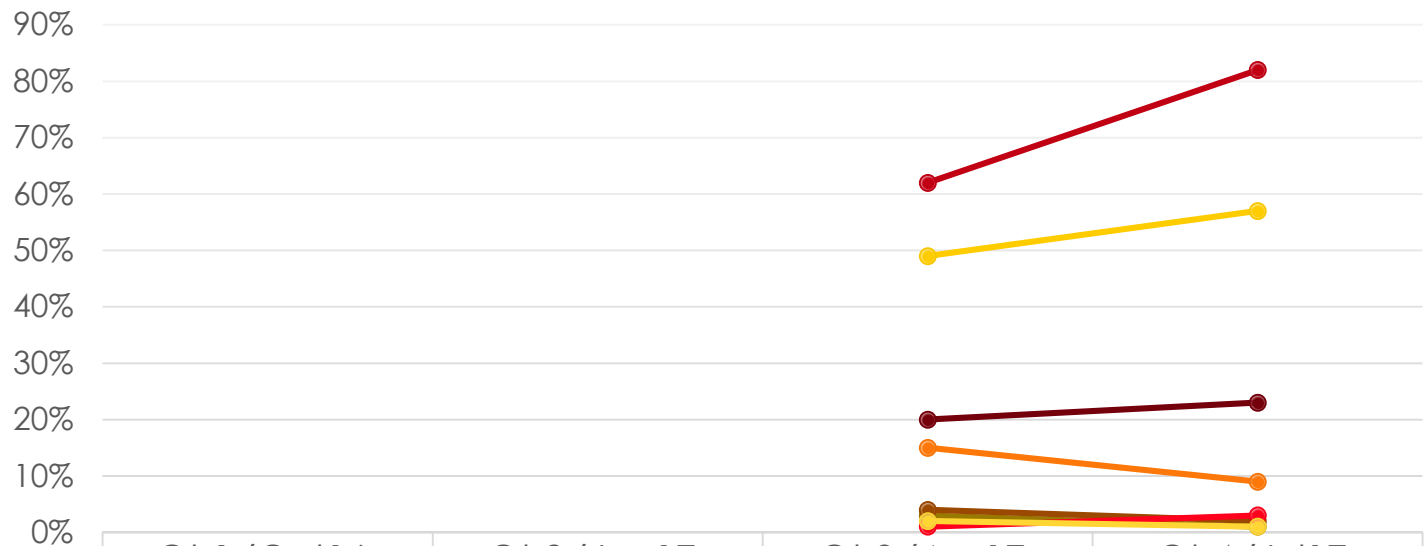
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q26	Up to KW12,000,000	2%				3%	1%			6%
	KW12,000,001 ~ KW24,000,000	7%		15%		9%	3%	2%	4%	15%
	KW24,000,001 ~ KW36,000,000	21%	8%	42%	100%	21%	20%	22%	21%	25%
	KW36,000,001 ~ KW48,000,000	25%	46%	31%		22%	30%	23%	28%	20%
	KW48,000,001 ~ KW60,000,000	23%	31%	12%		22%	21%	28%	25%	17%
	KW60,000,001 ~ KW72,000,000	16%	15%			14%	25%	20%	17%	9%
	More than KW72,000,001	4%				6%	1%	5%	4%	3%
	No Income	2%				3%		1%	0%	4%
	Total	1076	13	26	3	566	194	199	946	358

Prepared by Anthology Research

Travel Party



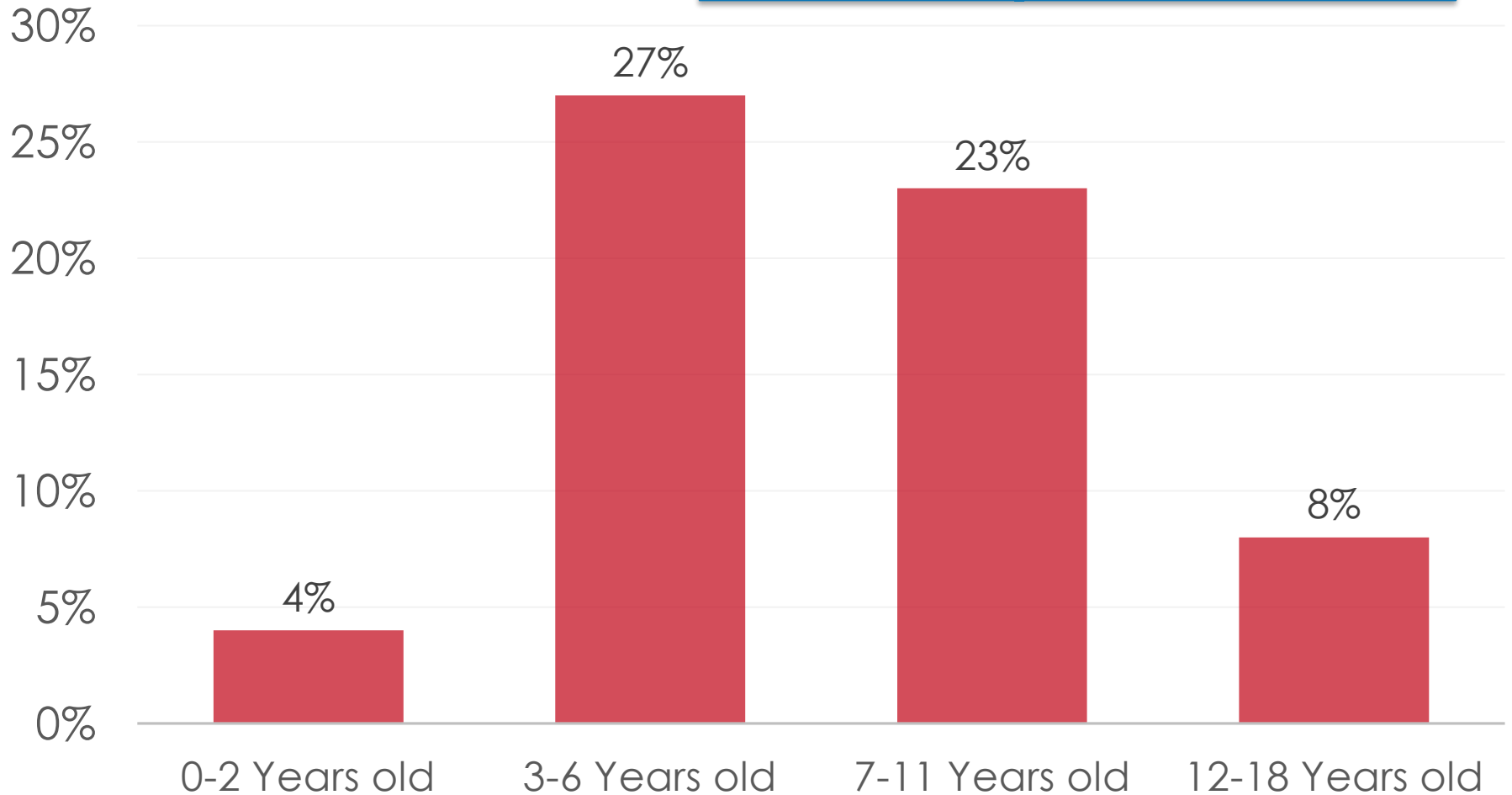
Travel Party



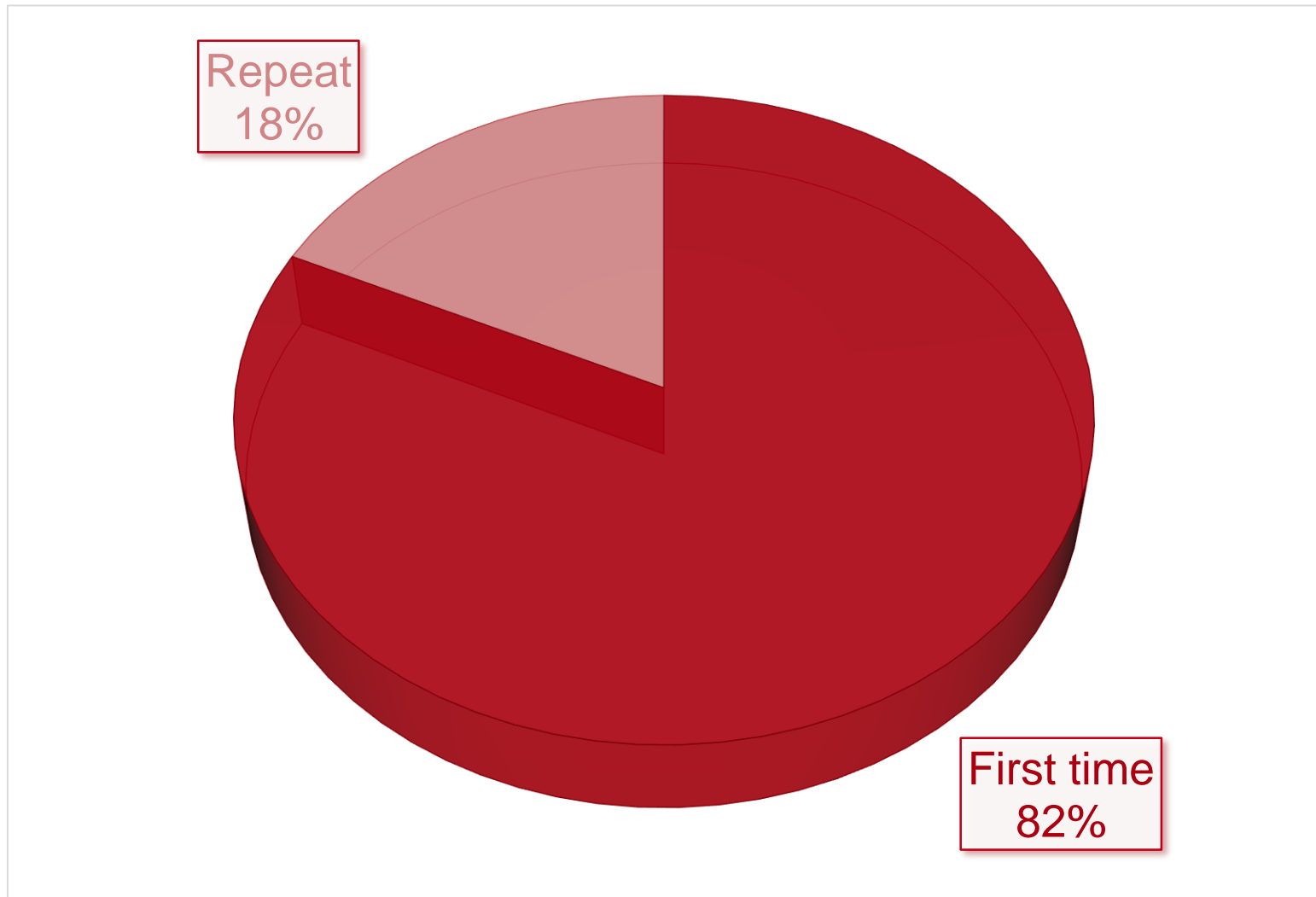
	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
Spouse			62%	82%
Child <18			49%	57%
Friend/ Assoc			15%	9%
Other Adult Family			20%	23%
Alone			3%	1%
Girlfriend/ Boyfriend			4%	2%
Child- Adult			1%	3%
Office			2%	1%

Travel Party - Children

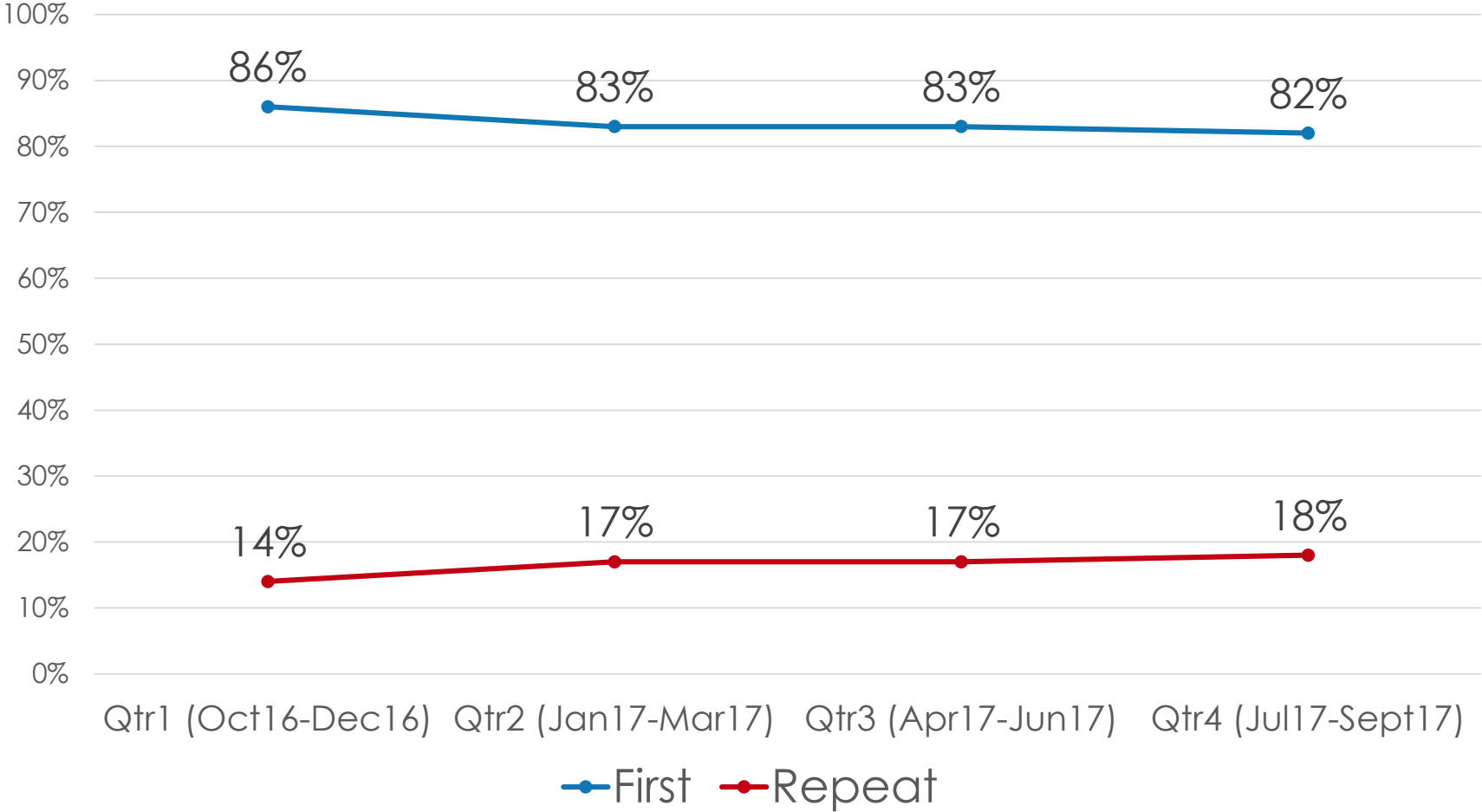
57% TRAVELING WITH A CHILD



Trips to Guam



Trips to Guam – FY2017 Tracking



Trips to Guam – Key Segments

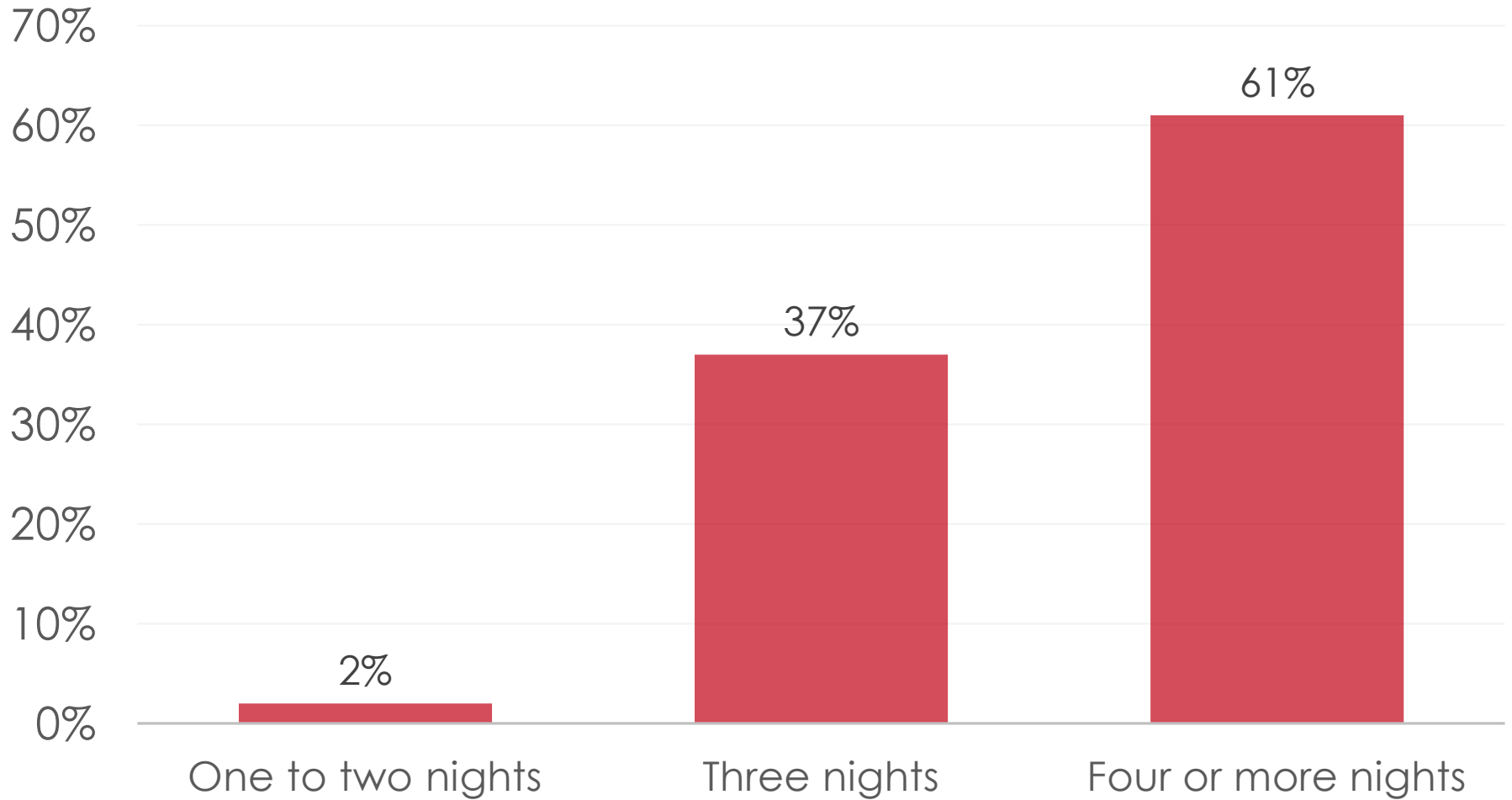
GVB EXIT SURVEY
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q3	1st Time	82%	100%	100%	100%	89%	73%		80%	80%
	Repeat	18%				11%	27%	100%	20%	20%
	Total	1076	13	26	3	566	194	199	946	358
Q3	Mean	1.20	1.00	1.00	1.00	1.13	1.28	2.08	1.21	1.22
	Median	1	1	1	1	1	1	2	1	1

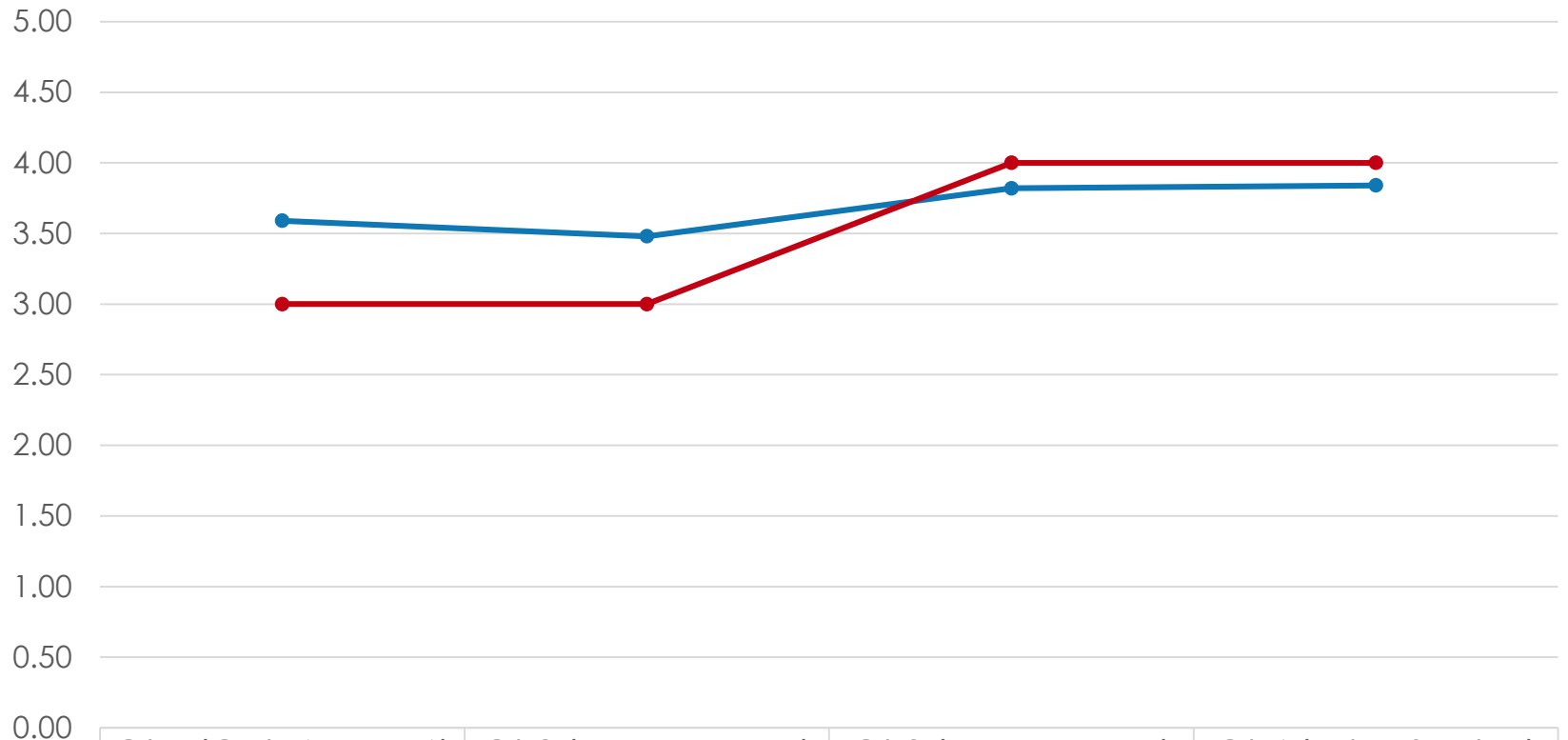
Prepared by Anthology Research

Length of Stay

MEAN NUMBER OF NIGHTS = 3.84
MEDIAN NUMBER OF NIGHTS = 4



Length of Stay – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	3.59	3.48	3.82	3.84
MEDIAN	3	3	4	4

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	2%				1%	3%	1%	2%	1%
	3	37%	46%	8%	67%	30%	49%	43%	38%	37%
	4+	61%	54%	92%	33%	70%	48%	56%	60%	61%
	Total	1076	13	26	3	566	194	199	946	358
SA	Mean	3.84	3.54	5.69	3.33	4.08	3.51	3.65	3.83	3.82
	Median	4	4	5	3	4	3	4	4	4

Prepared by Anthology Research

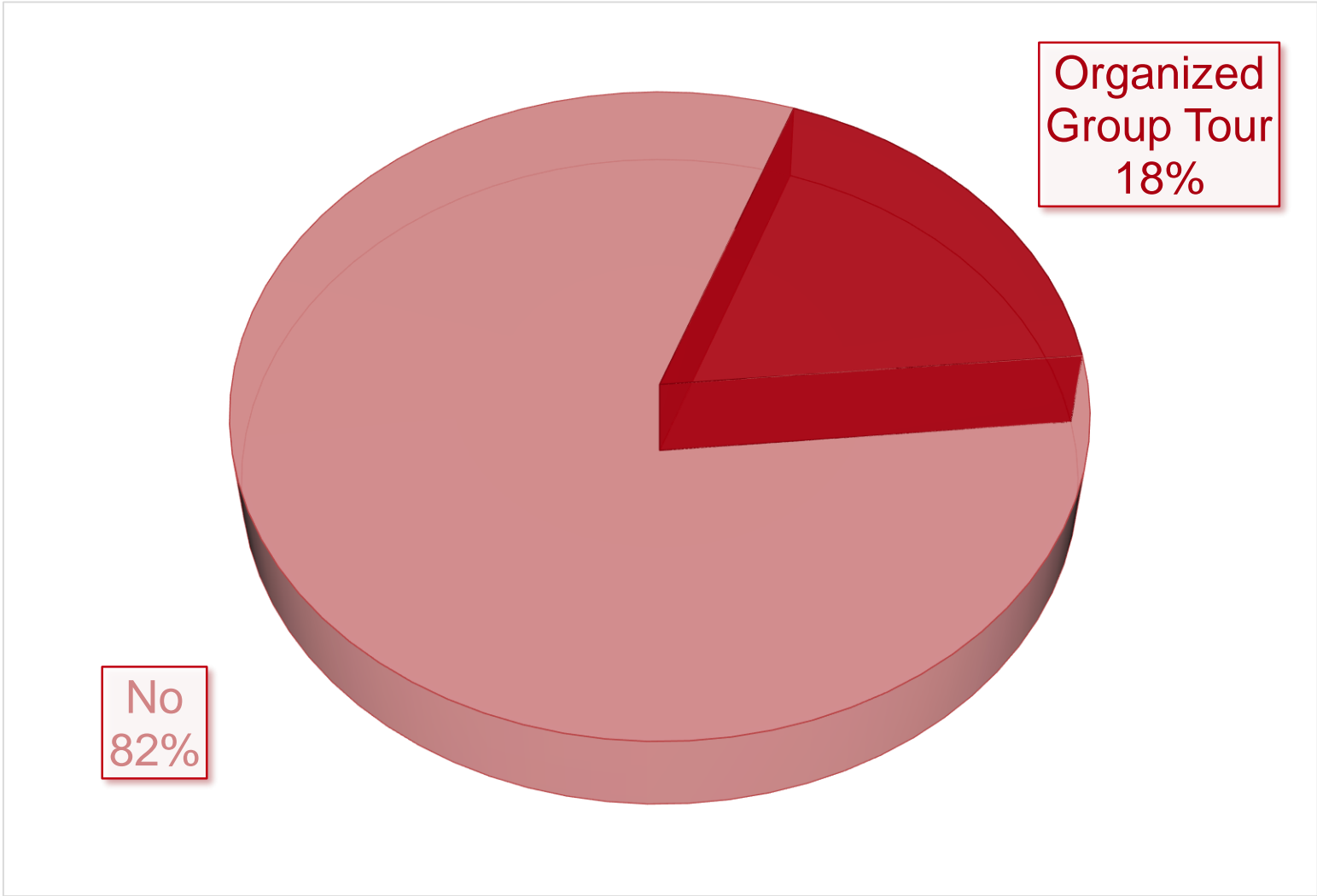
Occupation – Top Responses (10%+)



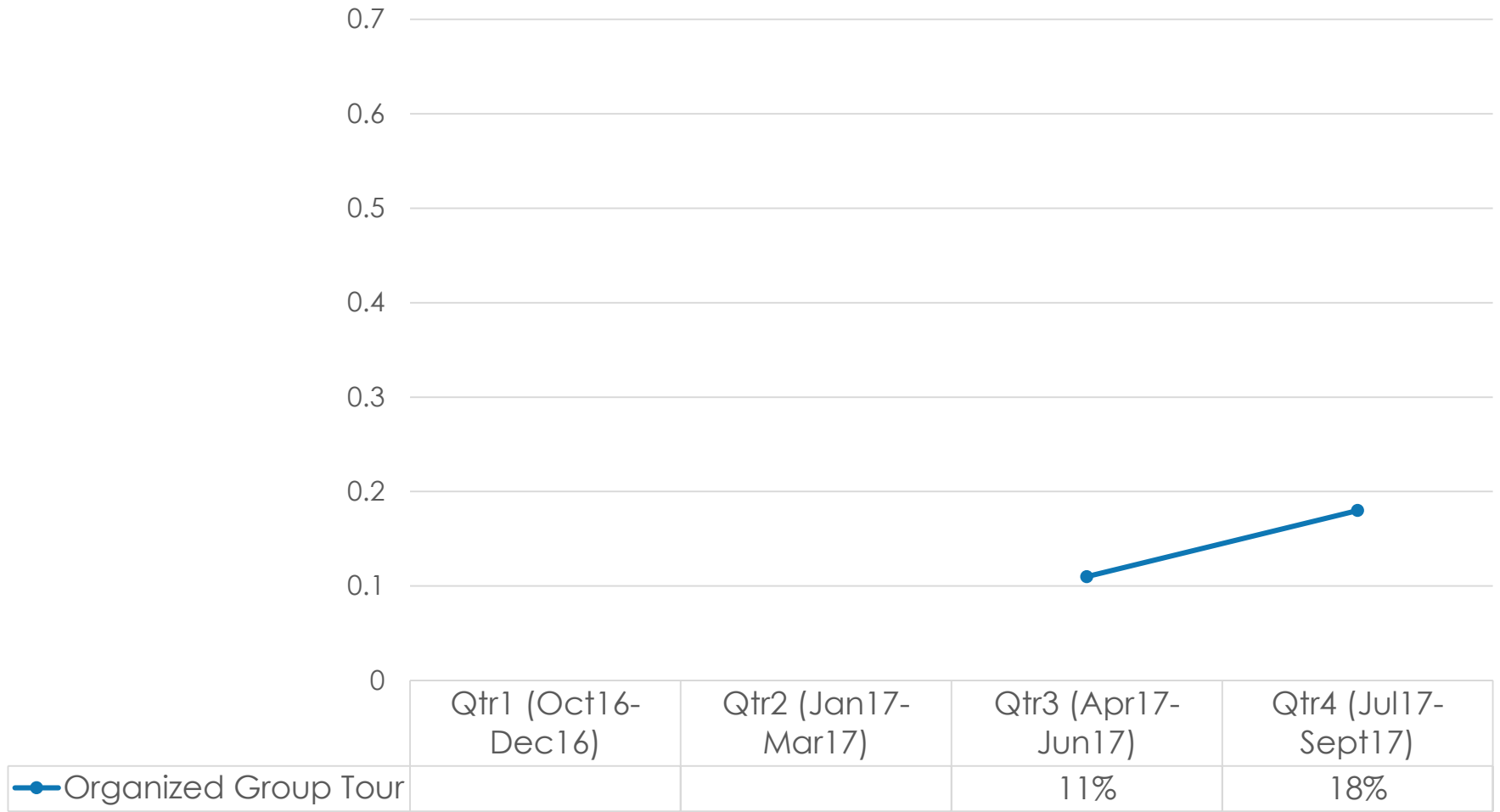
SECTION 2

TRAVEL PLANNING

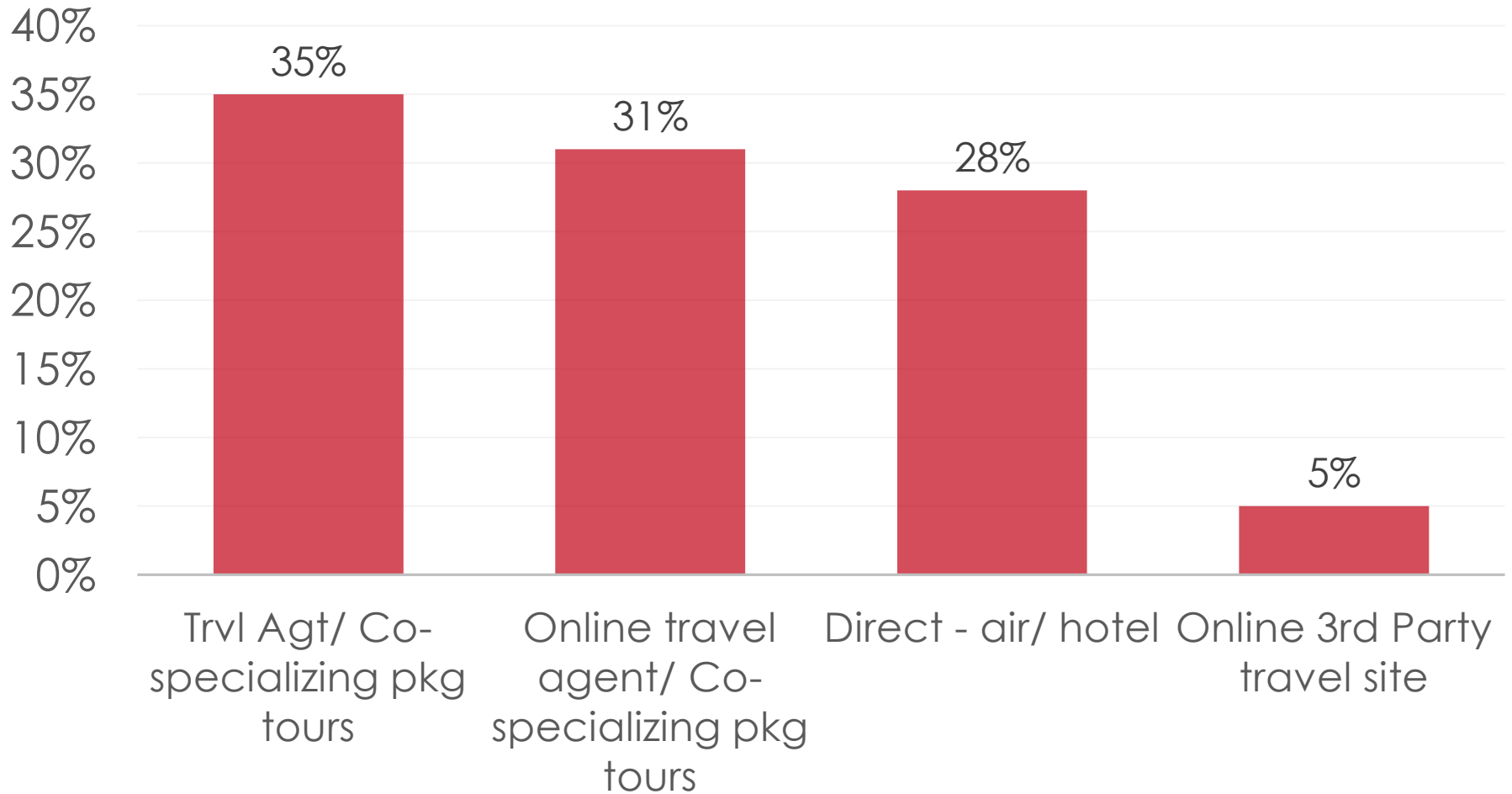
ORGANIZED GROUP TOUR



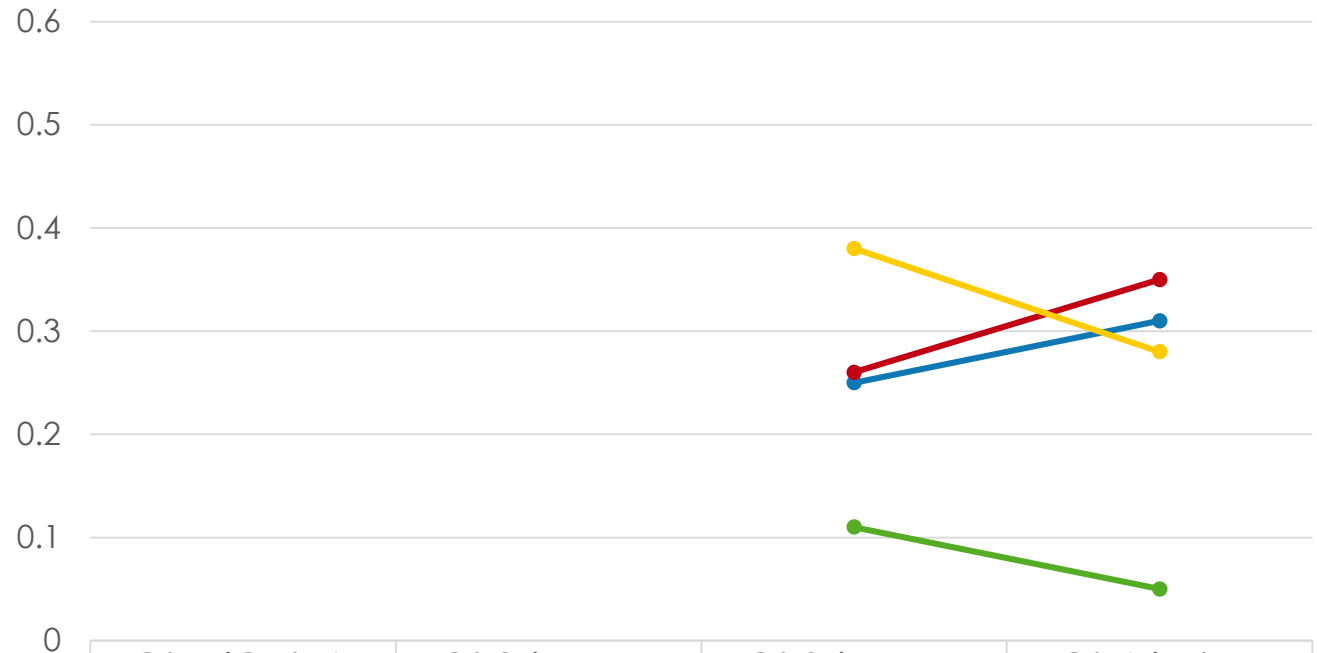
ORGANIZED GROUP TOUR - TRACKING



Travel Arrangements - Sources

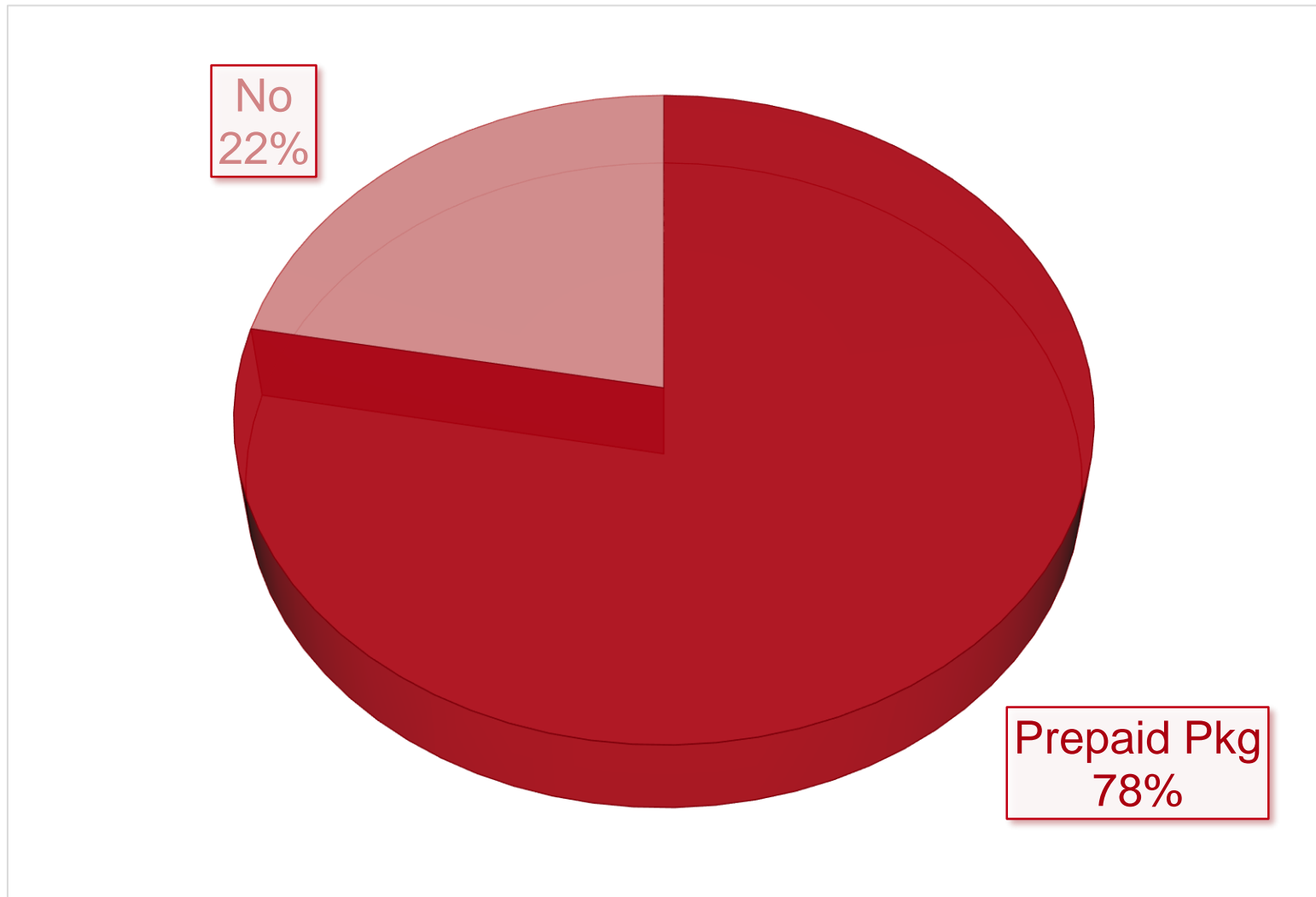


Travel Arrangements - Sources

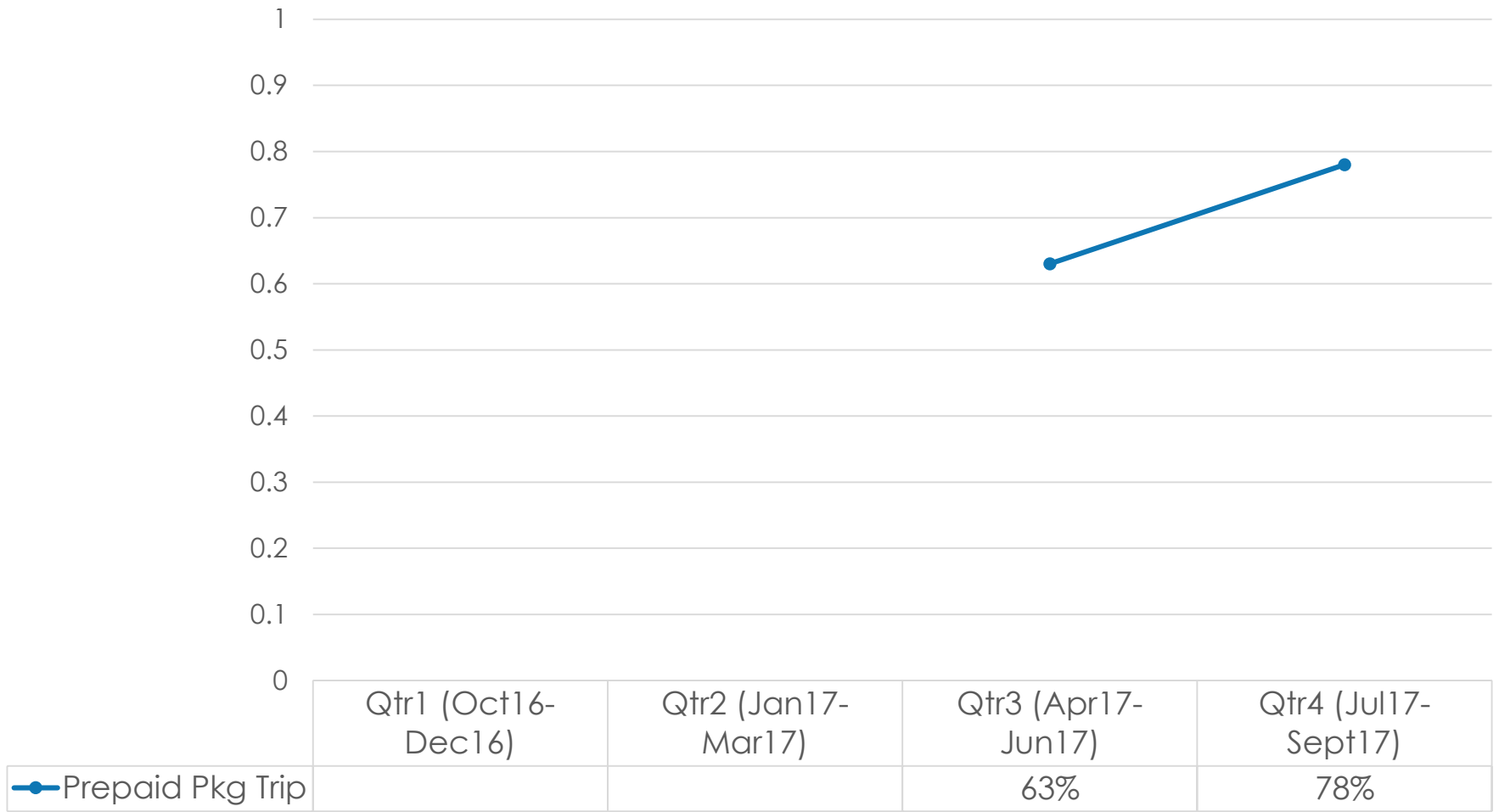


	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
—●— Online travel agent			25%	31%
—●— Trvl Agt/ Co- Pkg Tour			26%	35%
—●— Online 3rd Party			11%	5%
—●— Direct Air/ Hotel			38%	28%

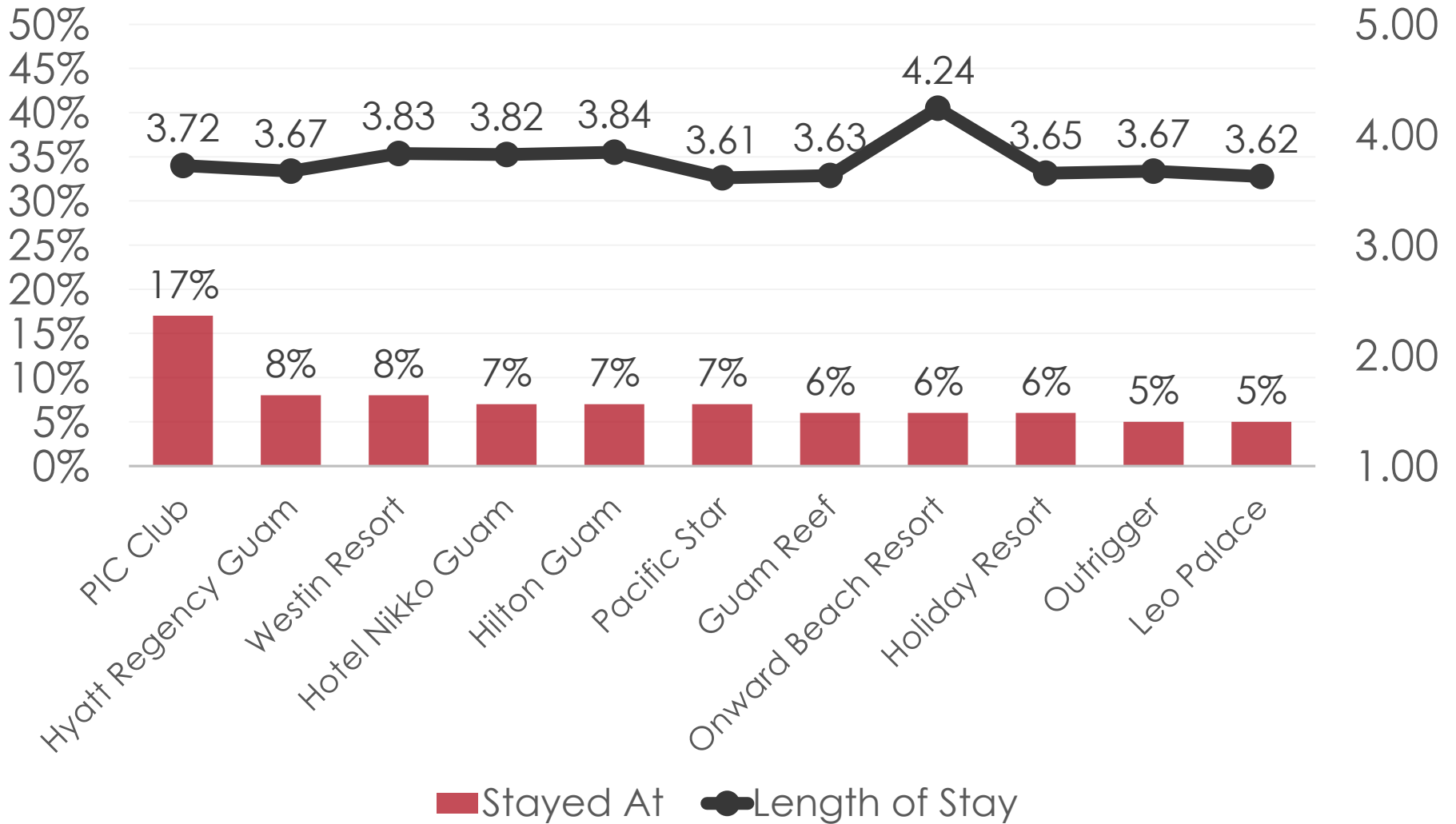
PREPAID PACKAGE TRIP



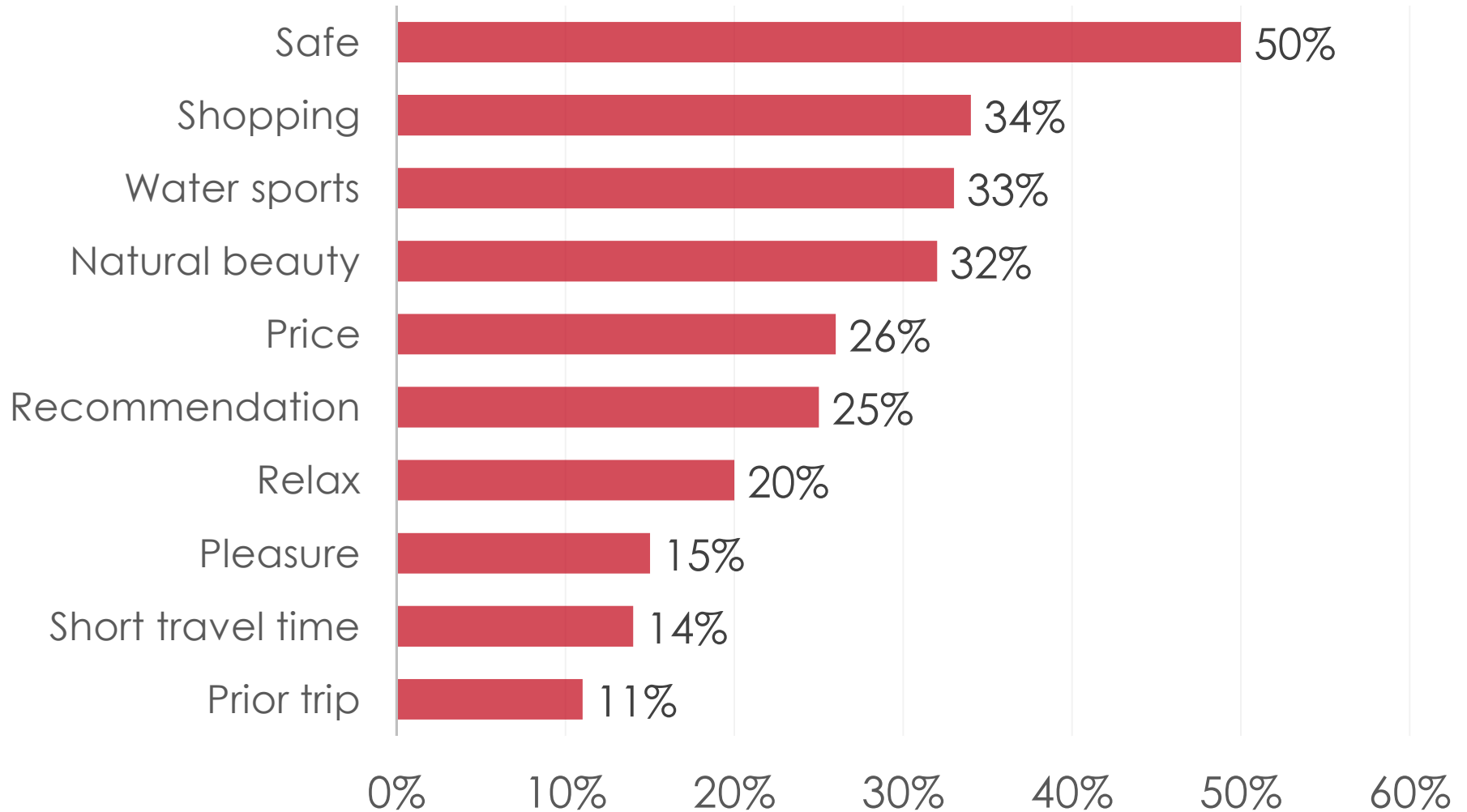
PREPAID PACKAGE TRIP



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	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
	-	-	-	-	-	-	-	-	-
Q5A It is a safe place to spend a vacation	50%	8%	54%	67%	45%	55%	43%	52%	48%
Shopping	34%	46%			19%	49%	38%	34%	38%
Water sports (snorkeling, windsurfing, parasailing)	33%	23%	12%		30%	29%	22%	32%	35%
Beautiful seas, beaches, tropical climate	32%		77%		61%	13%	16%	29%	39%
Price of the tour package	26%				11%	45%	36%	28%	25%
Recommendation of friend/ relative/ travel agency	25%	15%	4%		22%	16%	18%	25%	19%
Just to relax	20%	8%	12%		38%	8%	7%	21%	16%
Pleasure/ vacation	15%	8%	42%		28%	16%	12%	14%	17%
Short travel time (not too far from home)	14%	15%		33%	15%	6%	3%	13%	14%
Scuba diving	11%	8%		33%	5%	18%	11%	11%	9%
A previous visit	11%				6%	8%	57%	11%	10%
To visit friends or relatives	10%	8%		67%	4%	11%	17%	10%	10%
To golf	6%	23%			5%	10%	7%	7%	5%
School trip	4%				3%	9%	7%	4%	3%
Career certification/ testing	2%				0%	3%	3%	3%	3%
Honeymoon	2%		100%		4%			3%	1%
Company/ business trip	1%	23%			1%	1%	3%	1%	2%
My company sponsored me	1%	8%			0%	2%	2%	0%	1%
Convention/ conference/ trade show/ meeting	1%	62%				1%		1%	1%
Organized sporting activity/ event	1%				1%	1%		1%	1%
Incentive trip	1%	46%			0%	1%		1%	1%
To Get Married/ attend Wedding	0%			100%				0%	1%
Adventure	0%							0%	0%
Government or military	0%				0%			0%	
Total	1076	13	26	3	566	194	199	946	358

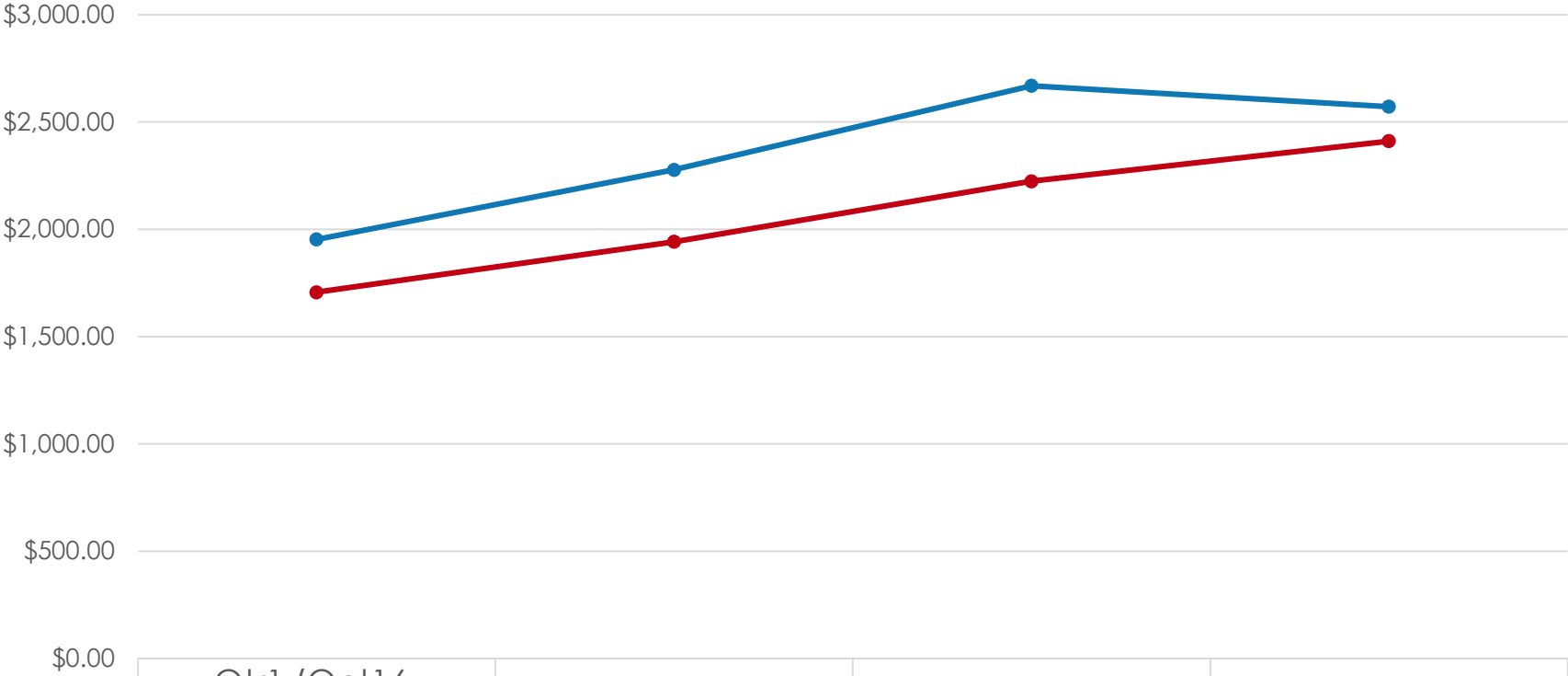
SECTION 3

EXPENDITURES

Prepaid Expenditures

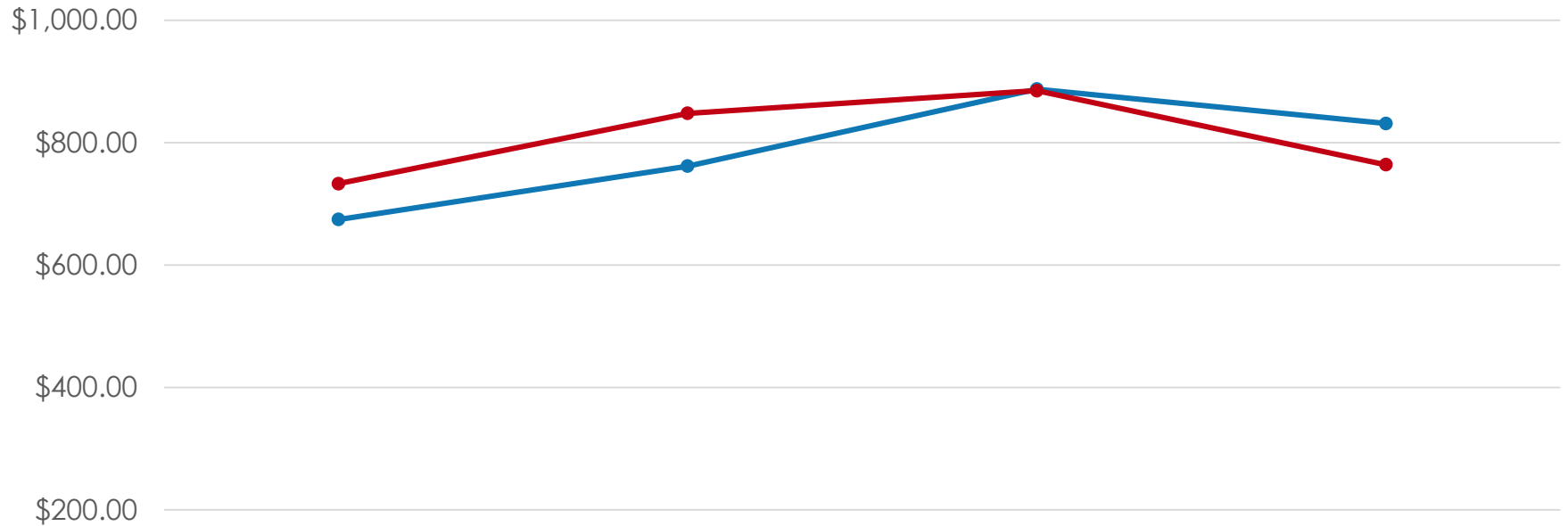
- \$2,571.71 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$831.42 = overall mean average per person prepaid expenditures

Prepaid Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$1,953.30	\$2,277.74	\$2,669.14	\$2,571.71
MEDIAN	\$1,707.00	\$1,942.00	\$2,224.00	\$2,411.00

Prepaid Per Person– FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$674.62	\$761.76	\$887.64	\$831.42
MEDIAN	\$733.00	\$848.00	\$885.00	\$764.00

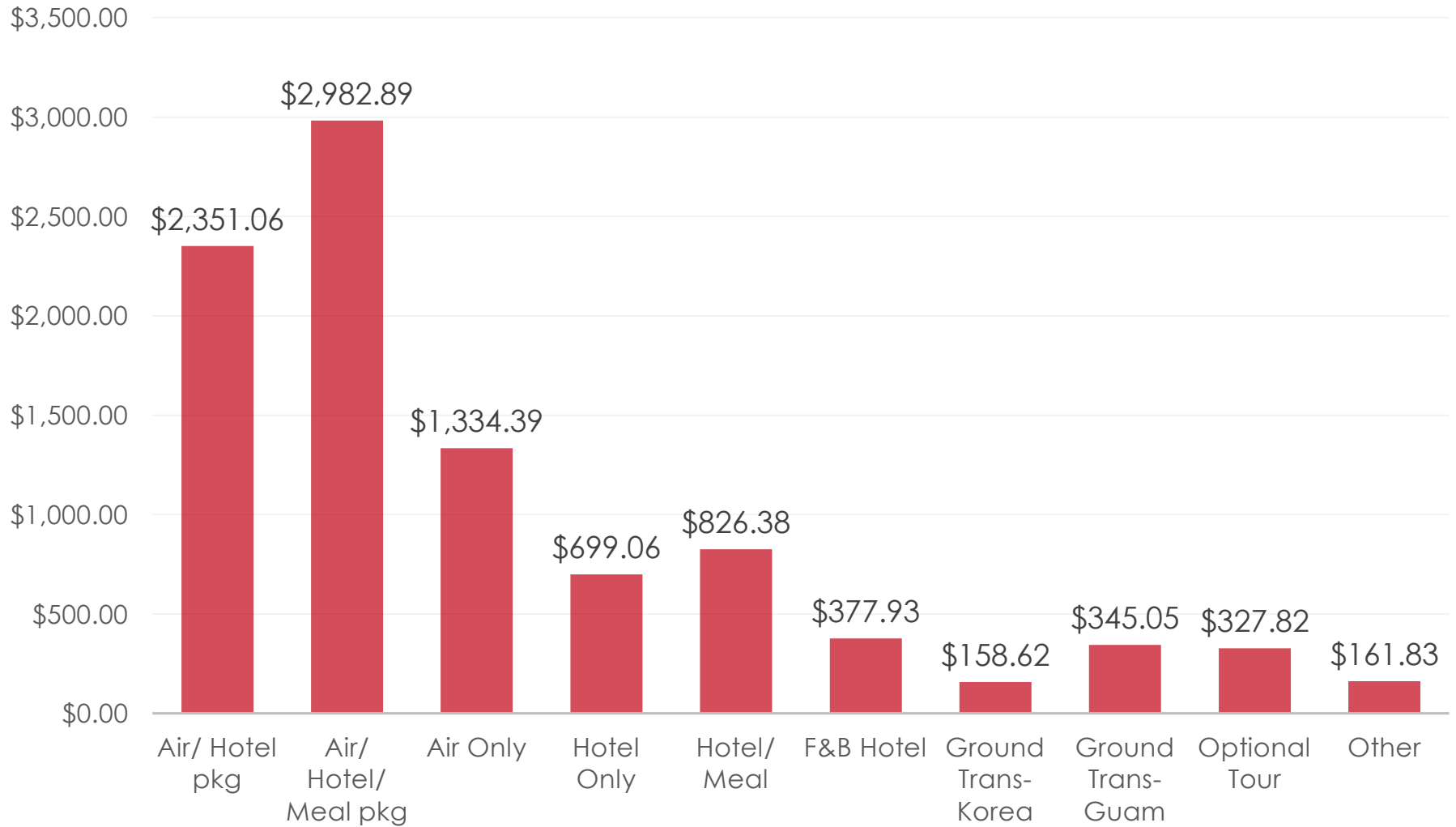
Prepaid Per Person– Key Segments

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

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$831.42	\$757.68	\$1,461.28	\$833.36	\$862.70	\$749.76	\$752.99	\$835.91	\$775.76
	Median	\$764	\$744	\$1,464	\$893	\$818	\$735	\$735	\$764	\$735

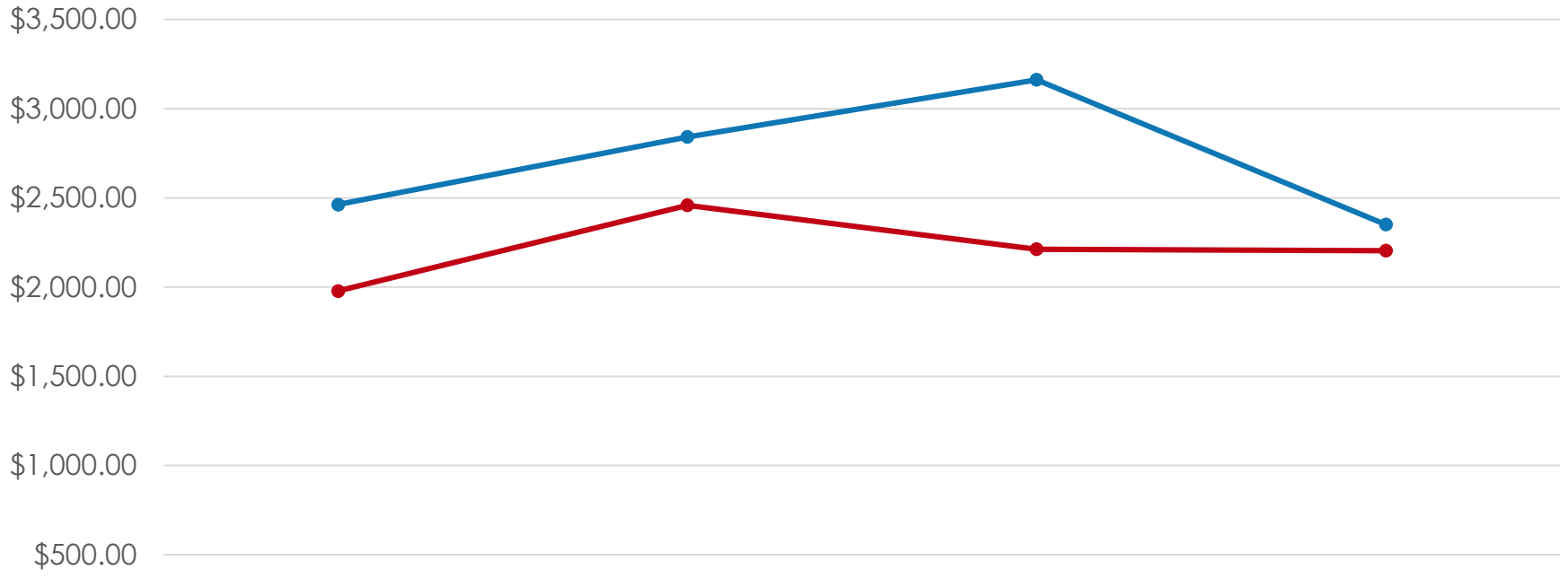
Prepared by Anthology Research

Prepaid Expenses by Category – MEAN Entire Travel Party



Prepaid– FY2017 Tracking

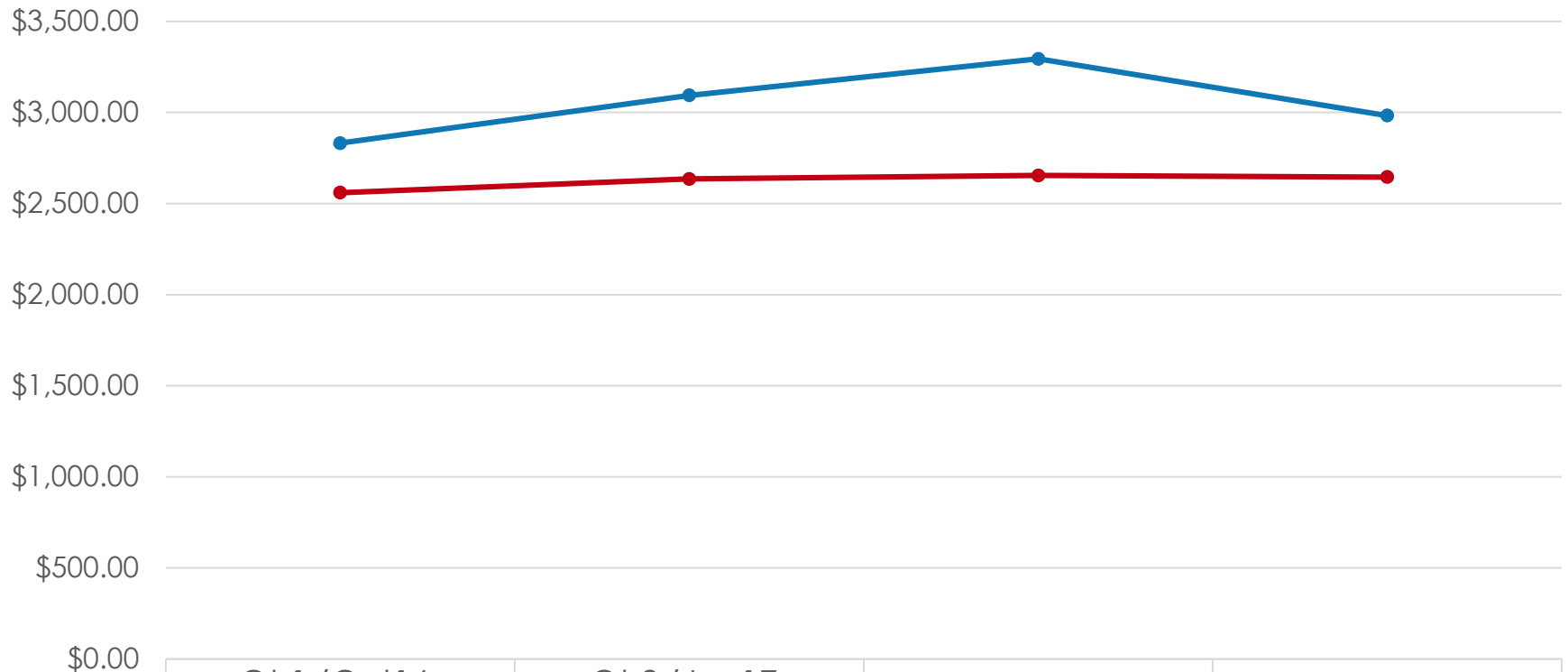
Airfare & Accommodation Packages



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$2,462.58	\$2,842.05	\$3,162.14	\$2,351.06
MEDIAN	\$1,978.00	\$2,459.00	\$2,212.00	\$2,204.00

Prepaid– FY2017 Tracking

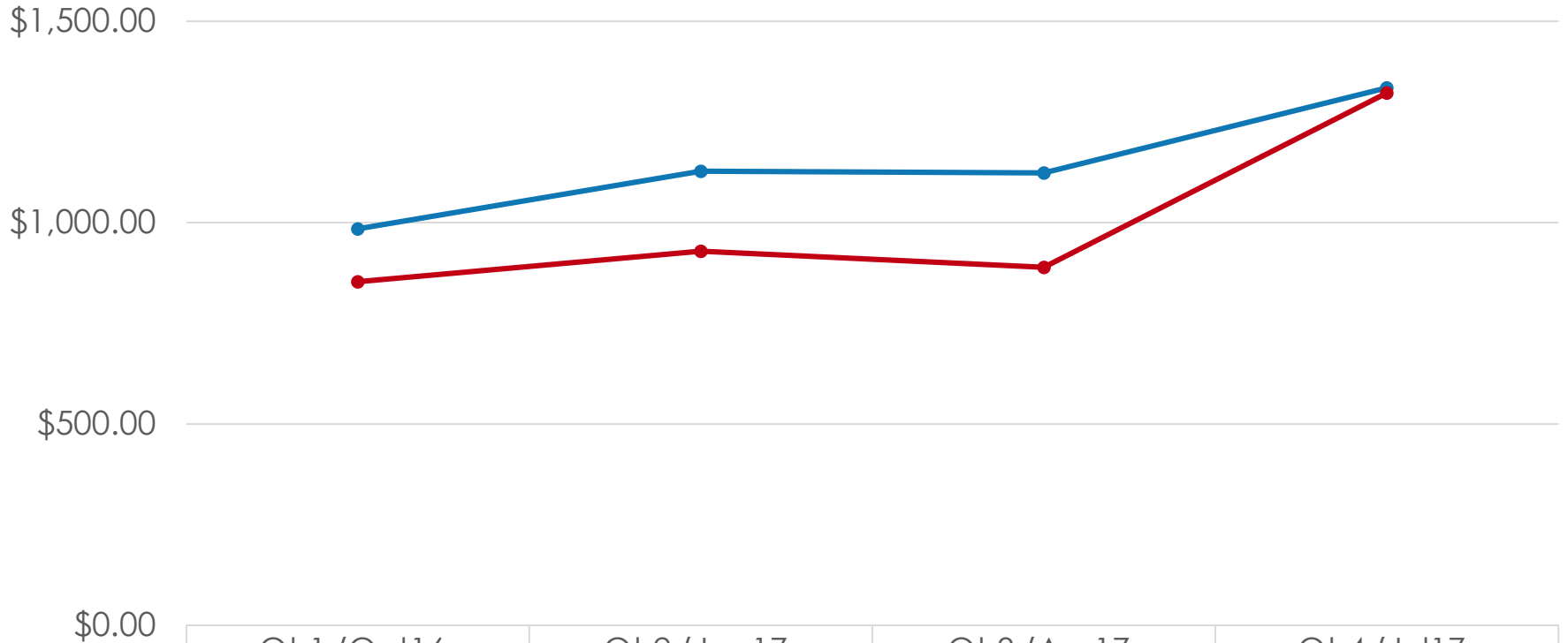
Airfare & Accommodation W/ Meal Packages



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$2,831.93	\$3,093.79	\$3,293.96	\$2,982.89
MEDIAN	\$2,560.00	\$2,635.00	\$2,654.00	\$2,645.00

Prepaid- FY2017 Tracking

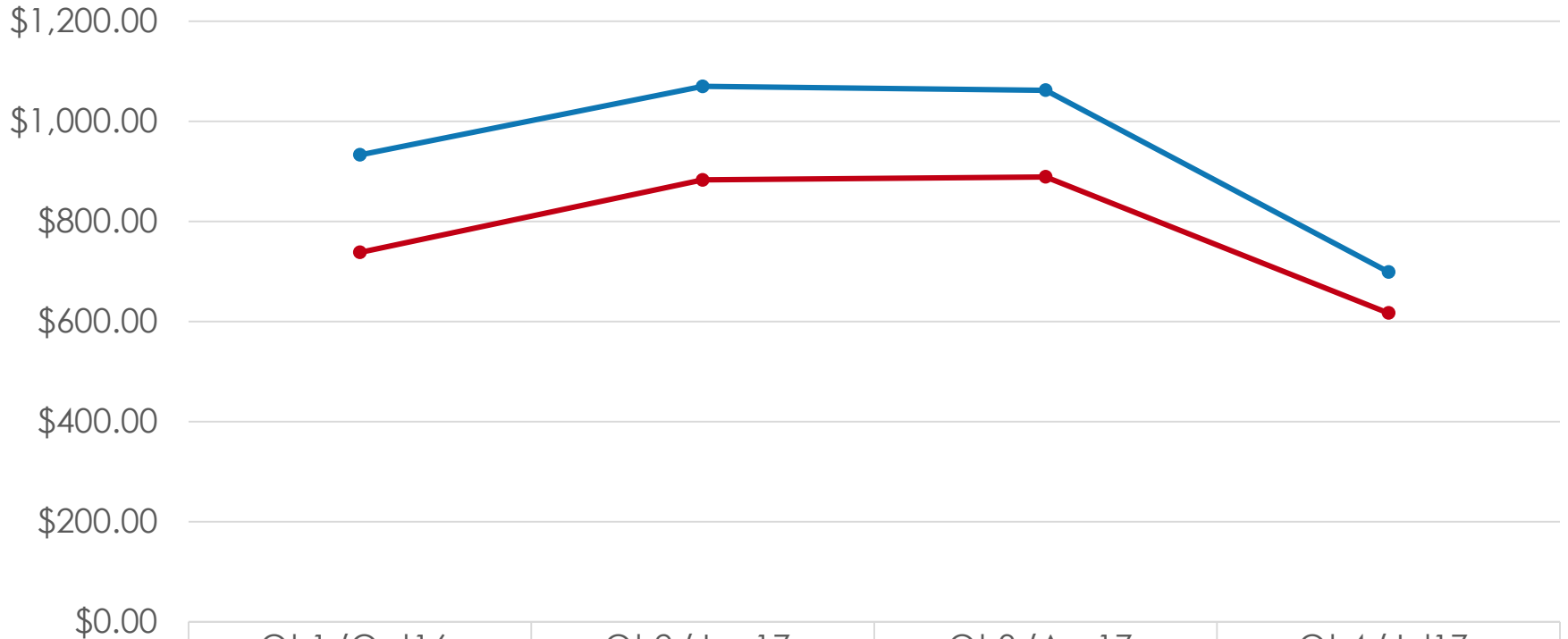
Airfare Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$984.26	\$1,127.44	\$1,123.44	\$1,334.39
MEDIAN	\$853.00	\$929.00	\$889.00	\$1,322.00

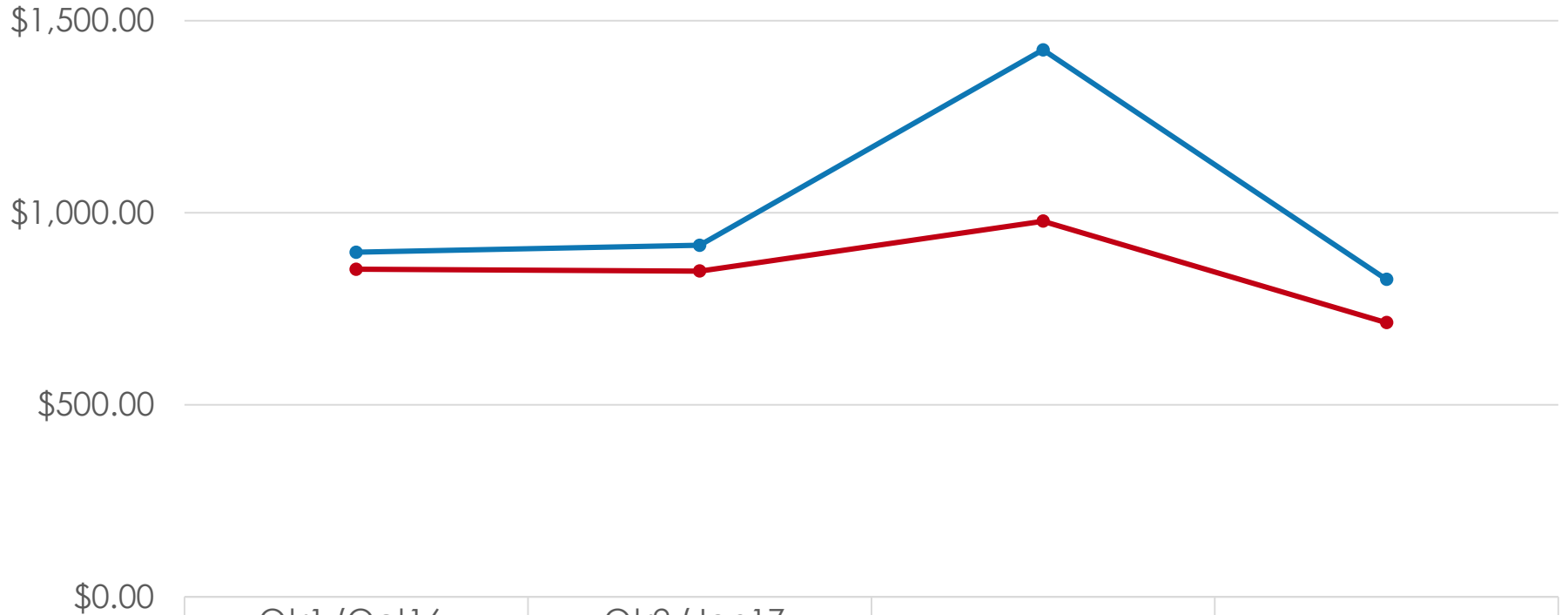
Prepaid- FY2017 Tracking

Accommodations Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$932.96	\$1,069.65	\$1,062.18	\$699.06
MEDIAN	\$738.00	\$883.00	\$889.00	\$617.00

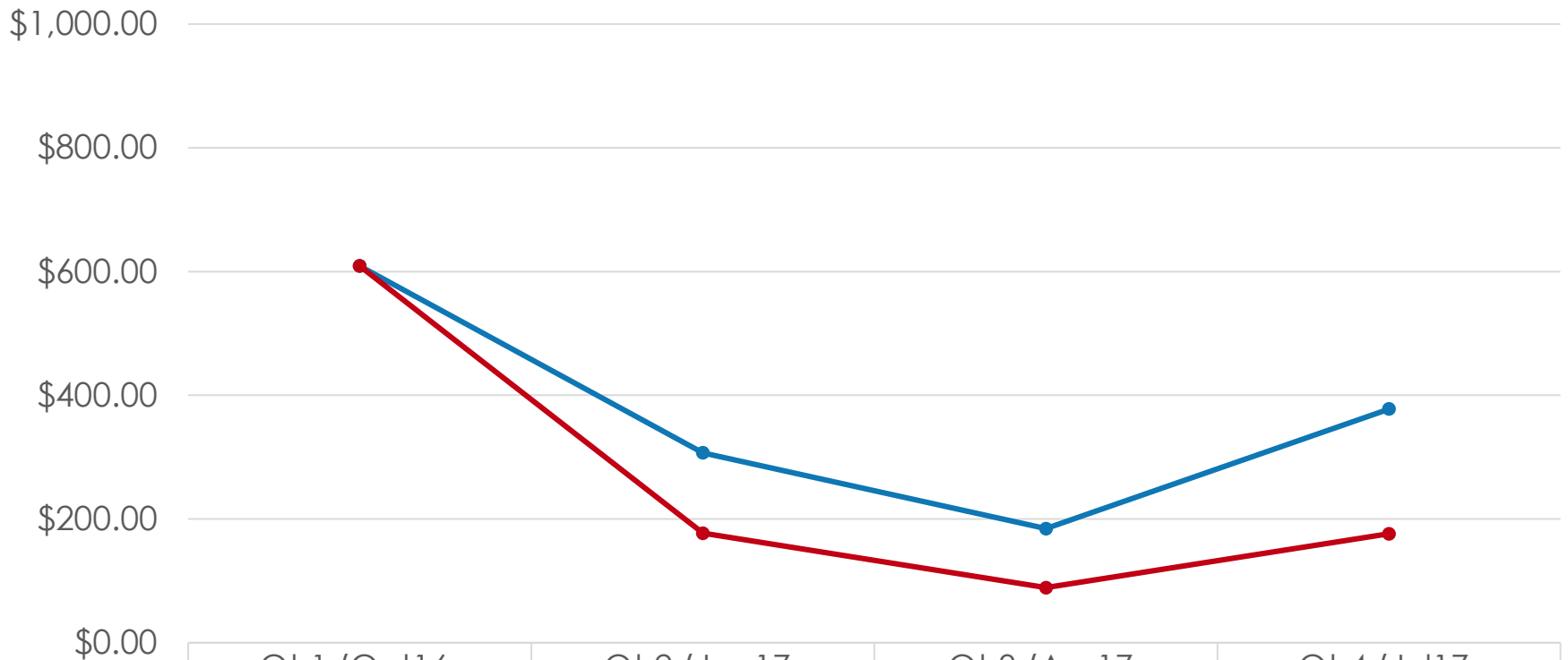
Prepaid- FY2017 Tracking Accommodations w/ Meal Only



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$897.15	\$915.27	\$1,423.86	\$826.38
MEDIAN	\$853.00	\$848.00	\$978.00	\$714.00

Prepaid– FY2017 Tracking

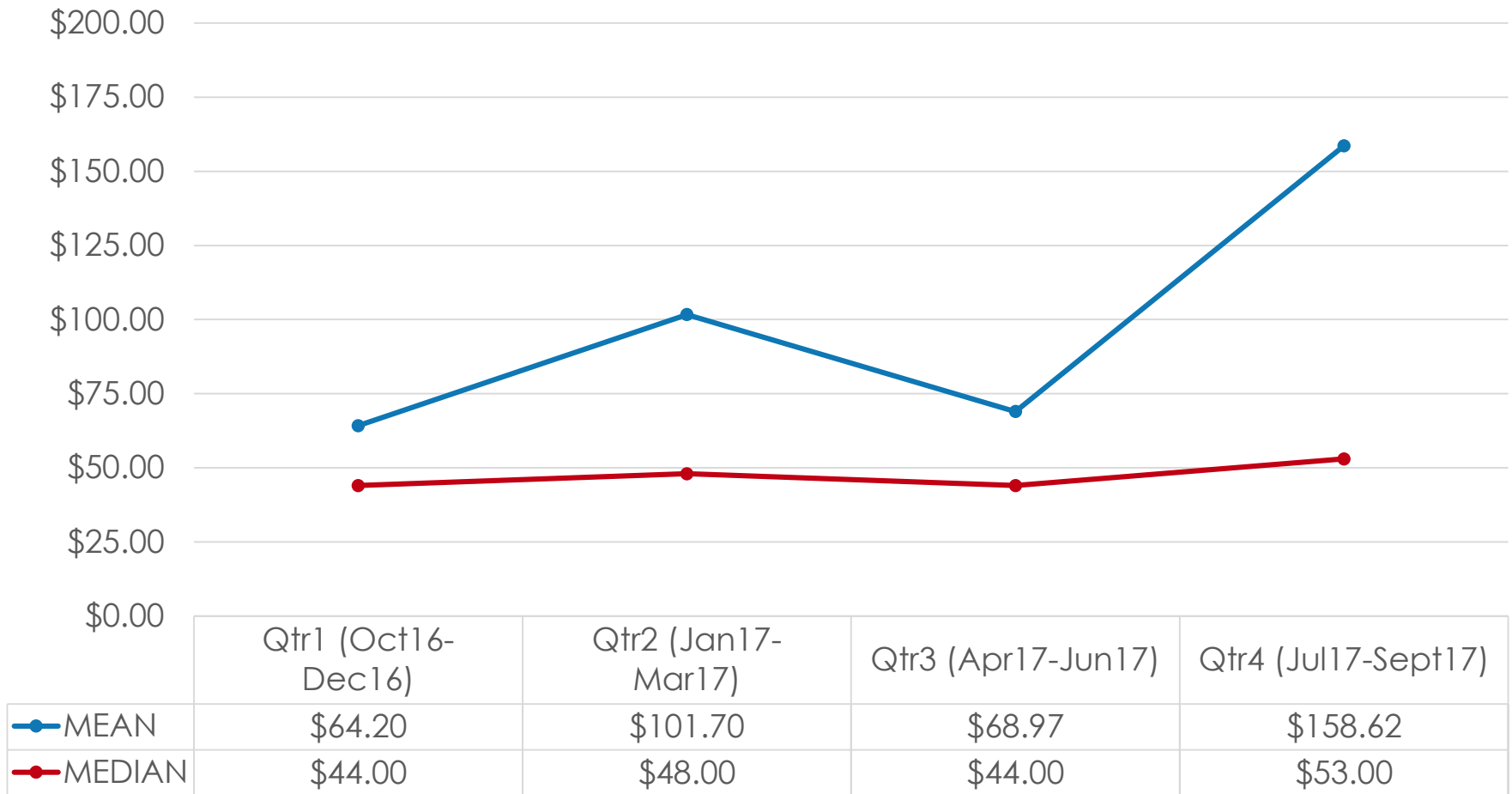
Food & Beverage in Hotel



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$608.92	\$306.83	\$184.52	\$377.93
MEDIAN	\$609.00	\$177.00	\$89.00	\$176.00

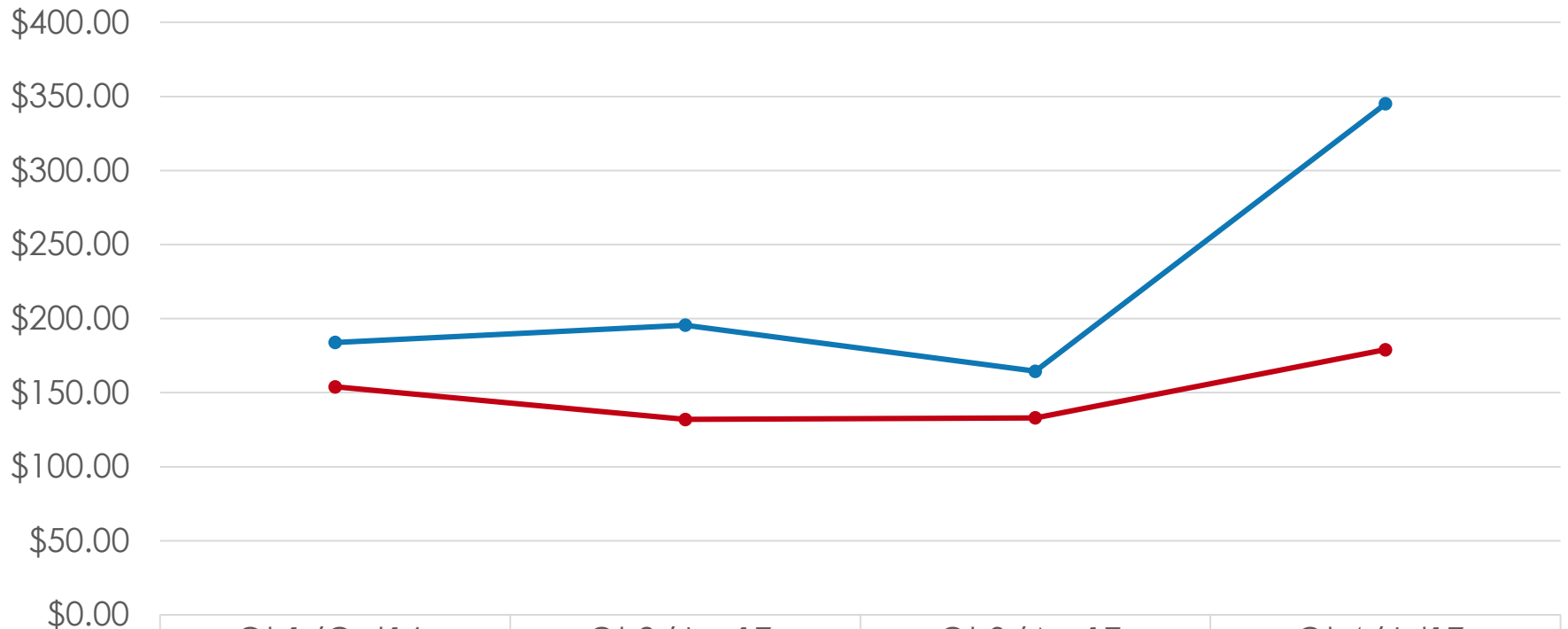
Prepaid- FY2017 Tracking

Ground Transportation - Korea



Prepaid- FY2017 Tracking

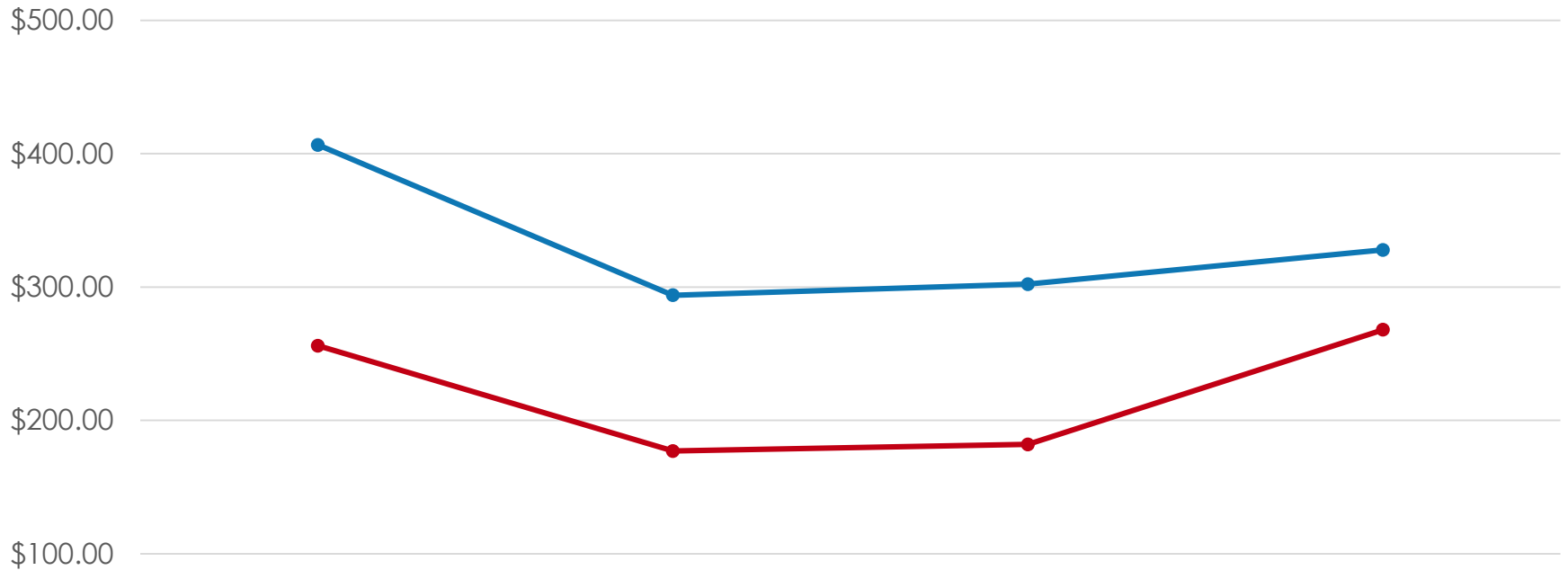
Ground Transportation - Guam



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
MEAN	\$183.94	\$195.58	\$164.45	\$345.05
MEDIAN	\$154.00	\$132.00	\$133.00	\$179.00

Prepaid– FY2017 Tracking

Optional tours/ Activities

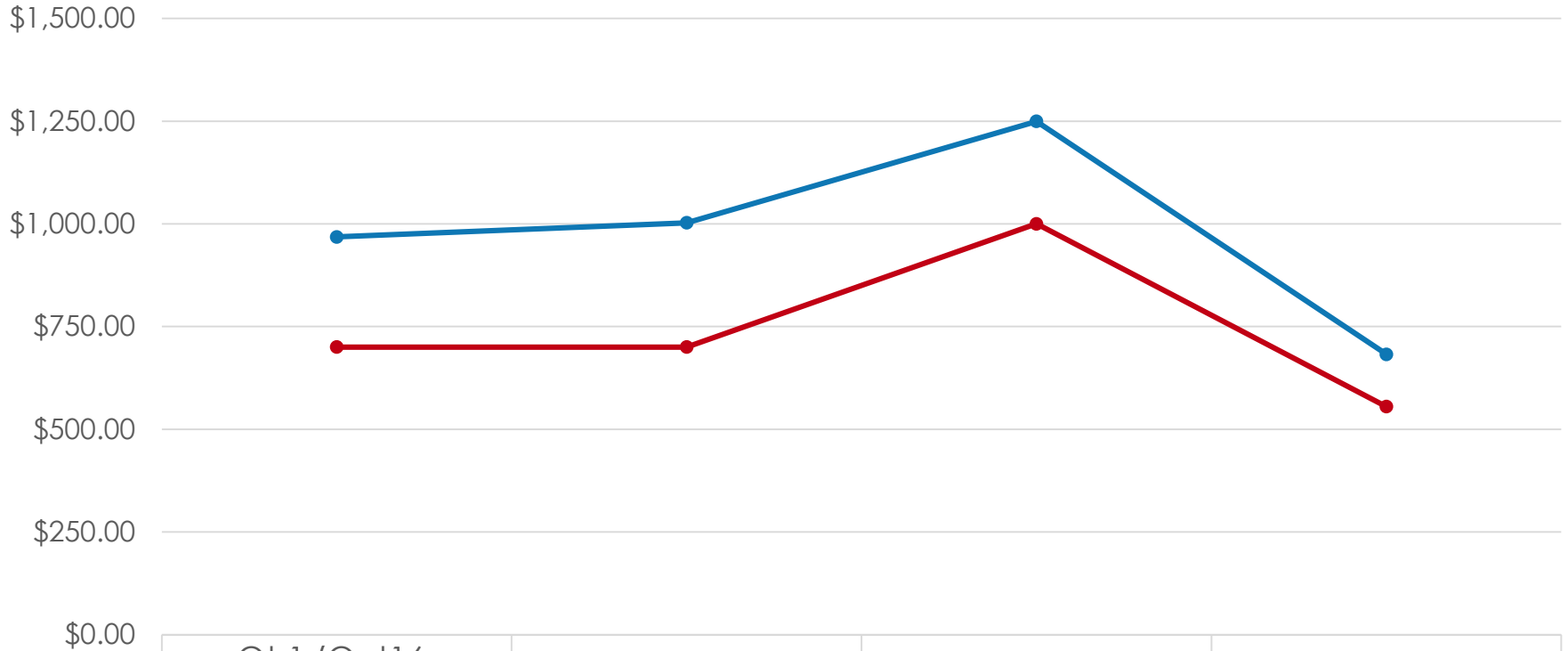


	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$406.64	\$293.89	\$302.18	\$327.82
MEDIAN	\$256.00	\$177.00	\$182.00	\$268.00

On-Island Expenditures

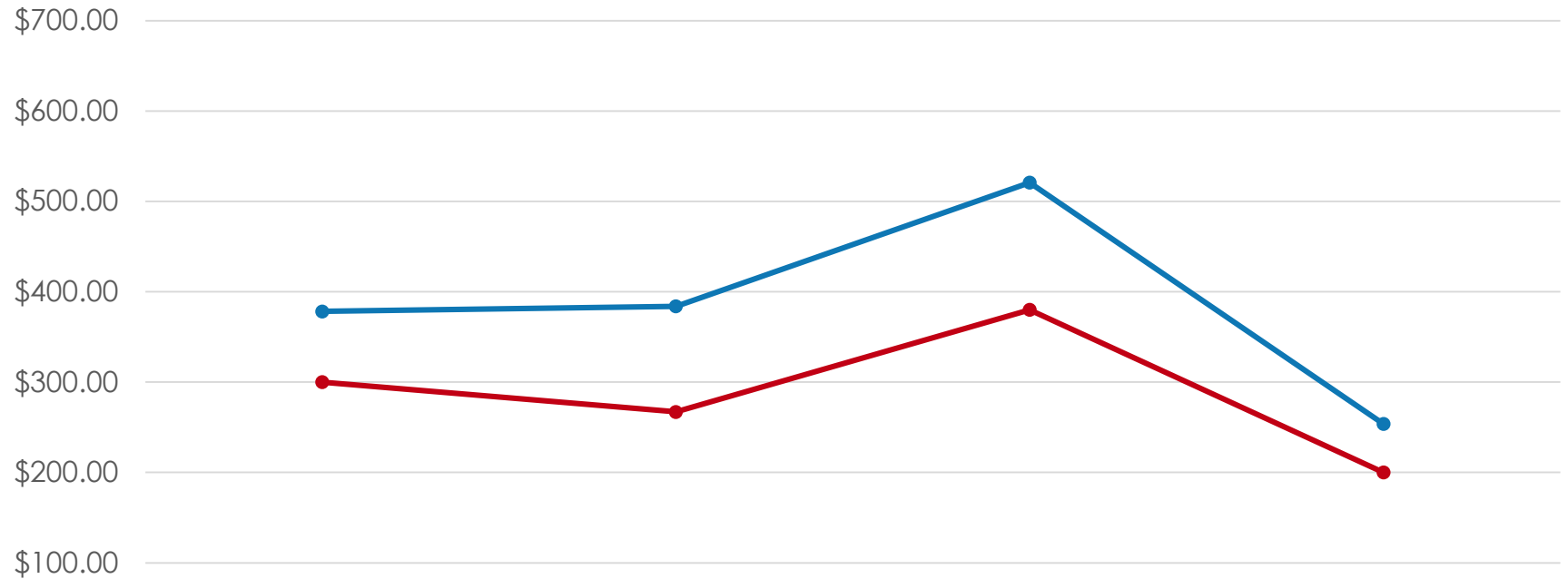
- \$682.54 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$253.68 = overall mean average per person prepaid expenditures

On-Island Entire Travel Party – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
● MEAN	\$968.26	\$1,002.57	\$1,249.56	\$682.54
● MEDIAN	\$700.00	\$700.00	\$1,000.00	\$555.00

On-Island Per Person – FY2017 Tracking



	Qtr1 (Oct16-Dec16)	Qtr2 (Jan17-Mar17)	Qtr3 (Apr17-Jun17)	Qtr4 (Jul17-Sept17)
MEAN	\$378.19	\$383.87	\$520.78	\$253.68
MEDIAN	\$300.00	\$267.00	\$380.00	\$200.00

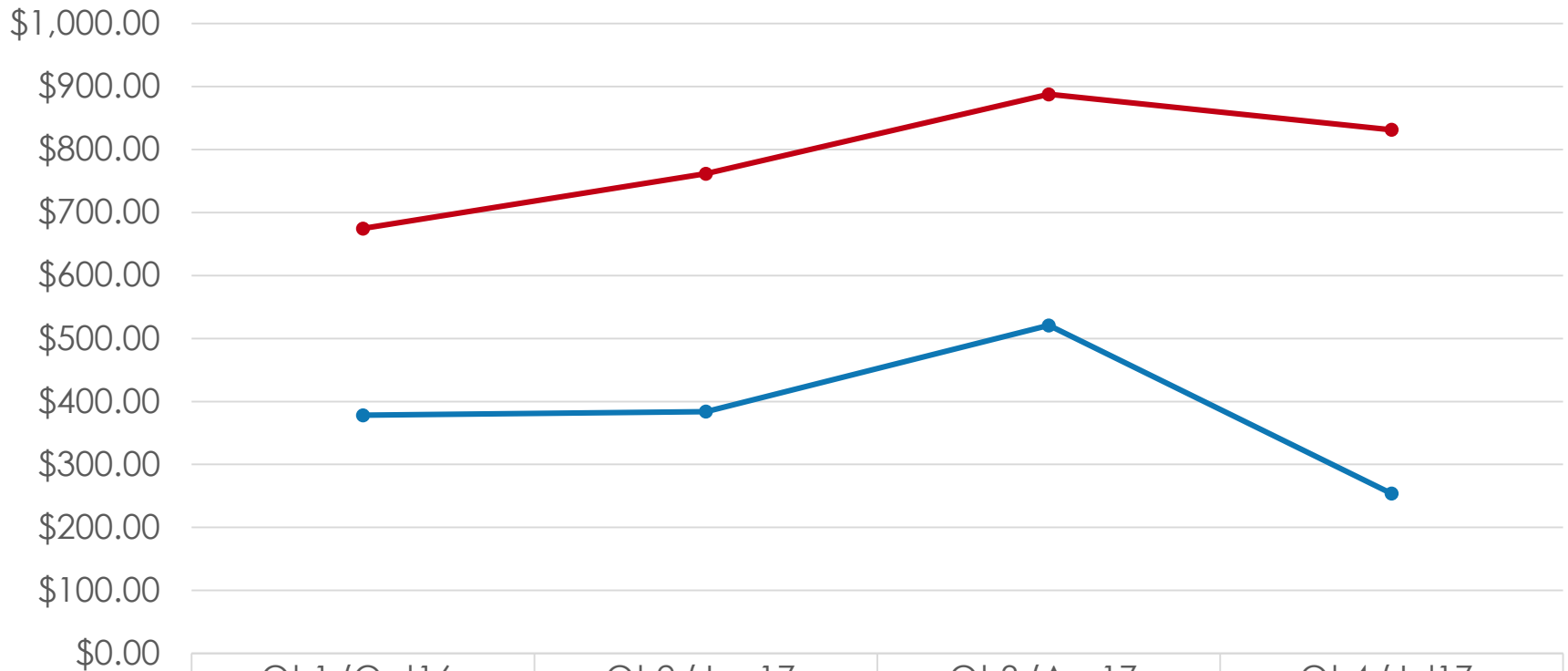
On-Island Per Person – Key Segments

GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$253.68	\$205.13	\$530.77	\$225.00	\$315.30	\$137.47	\$232.12	\$232.21	\$287.94
	Median	\$200	\$200	\$500	\$175	\$250	\$125	\$175	\$200	\$233

Prepared by Anthology Research

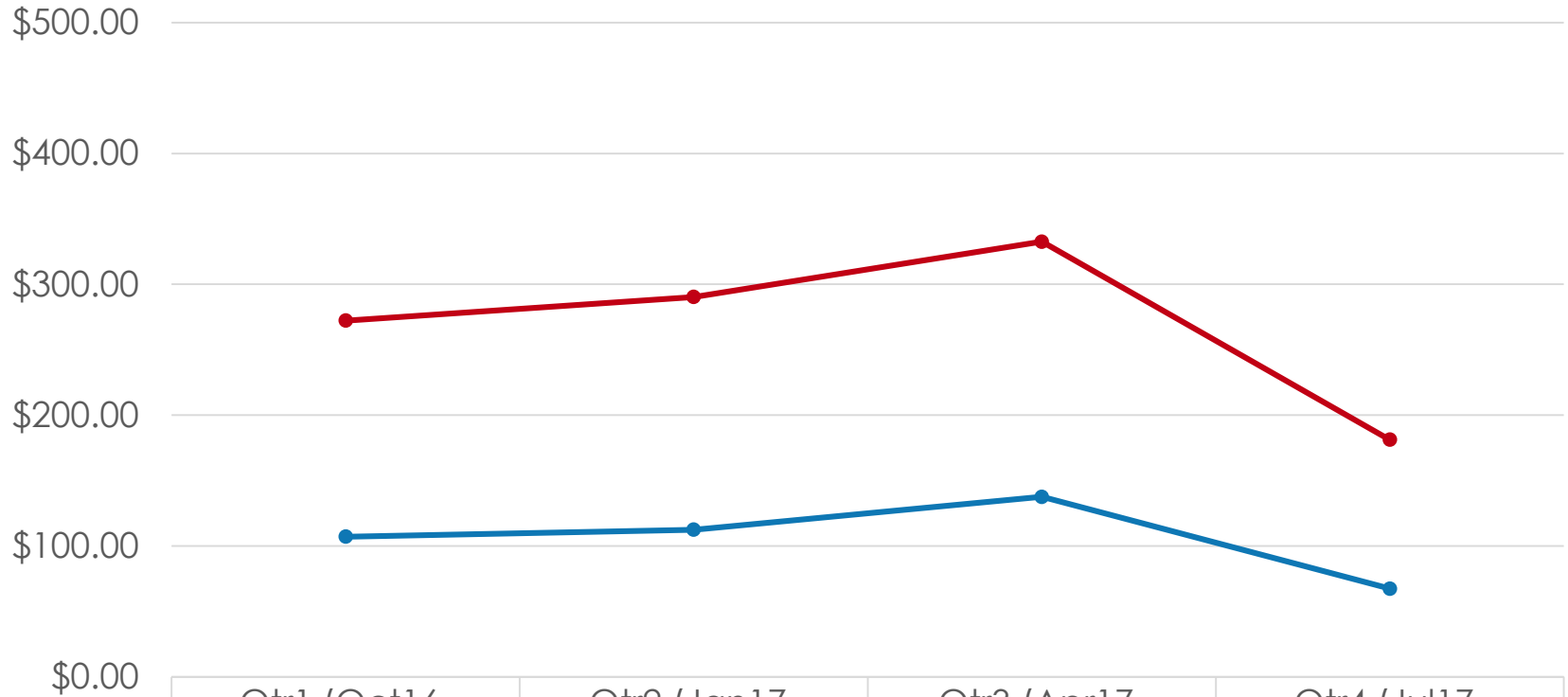
Per Person MEAN expenditures – FY2017 Tracking On-Island/ Prepaid



	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
On-Island	\$378.19	\$383.87	\$520.78	\$253.68
Prepaid	\$674.62	\$761.76	\$887.64	\$831.42

On-Island Per Day Spending – FY2017 Tracking

MEAN



● Per Person
● Travel Party

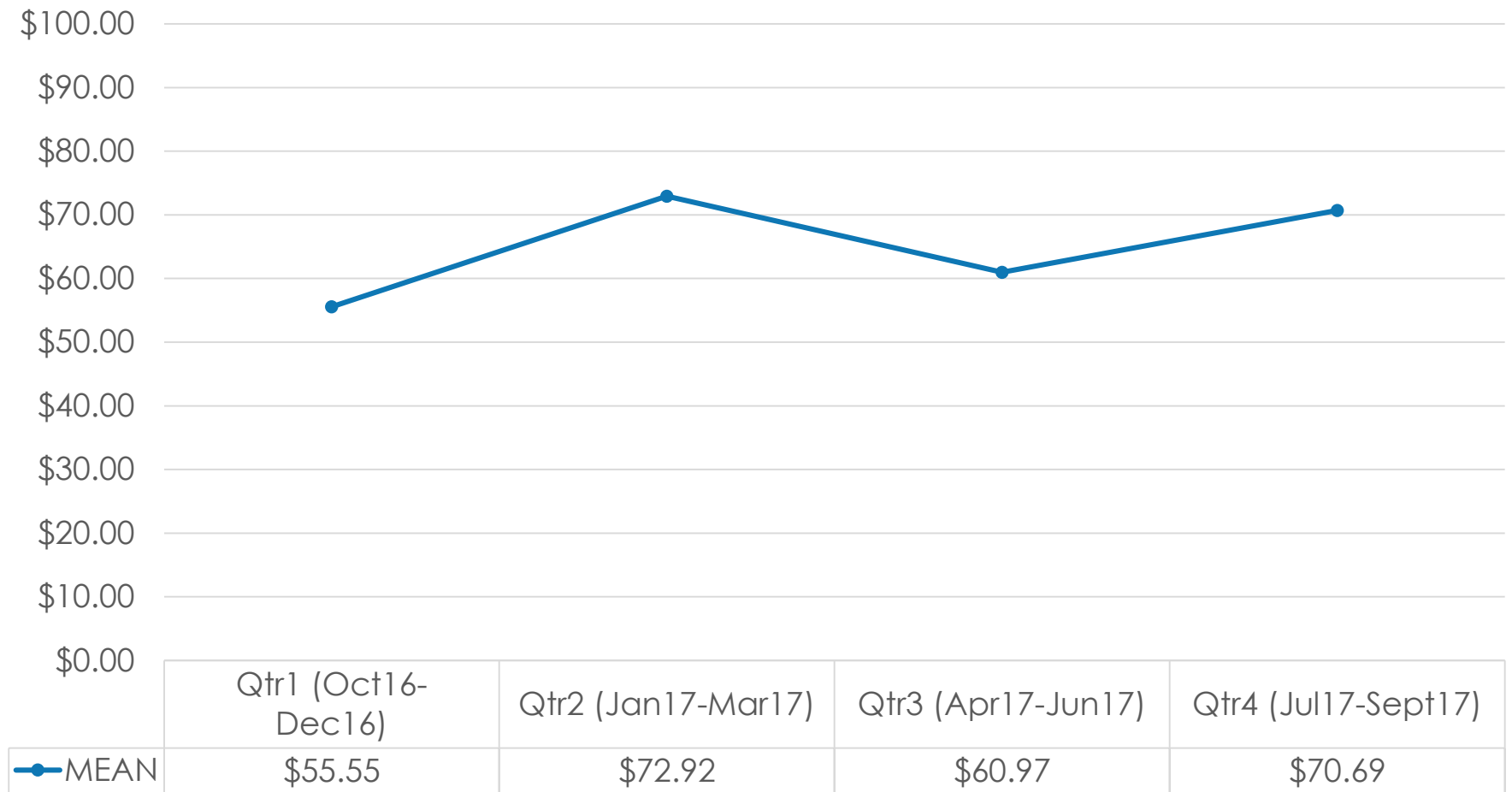
	Qtr1 (Oct16- Dec16)	Qtr2 (Jan17- Mar17)	Qtr3 (Apr17- Jun17)	Qtr4 (Jul17- Sept17)
Per Person	\$107.14	\$112.43	\$137.61	\$67.36
Travel Party	\$272.22	\$290.29	\$332.58	\$181.29

On-Island Expenses by Category – MEAN Entire Travel Party



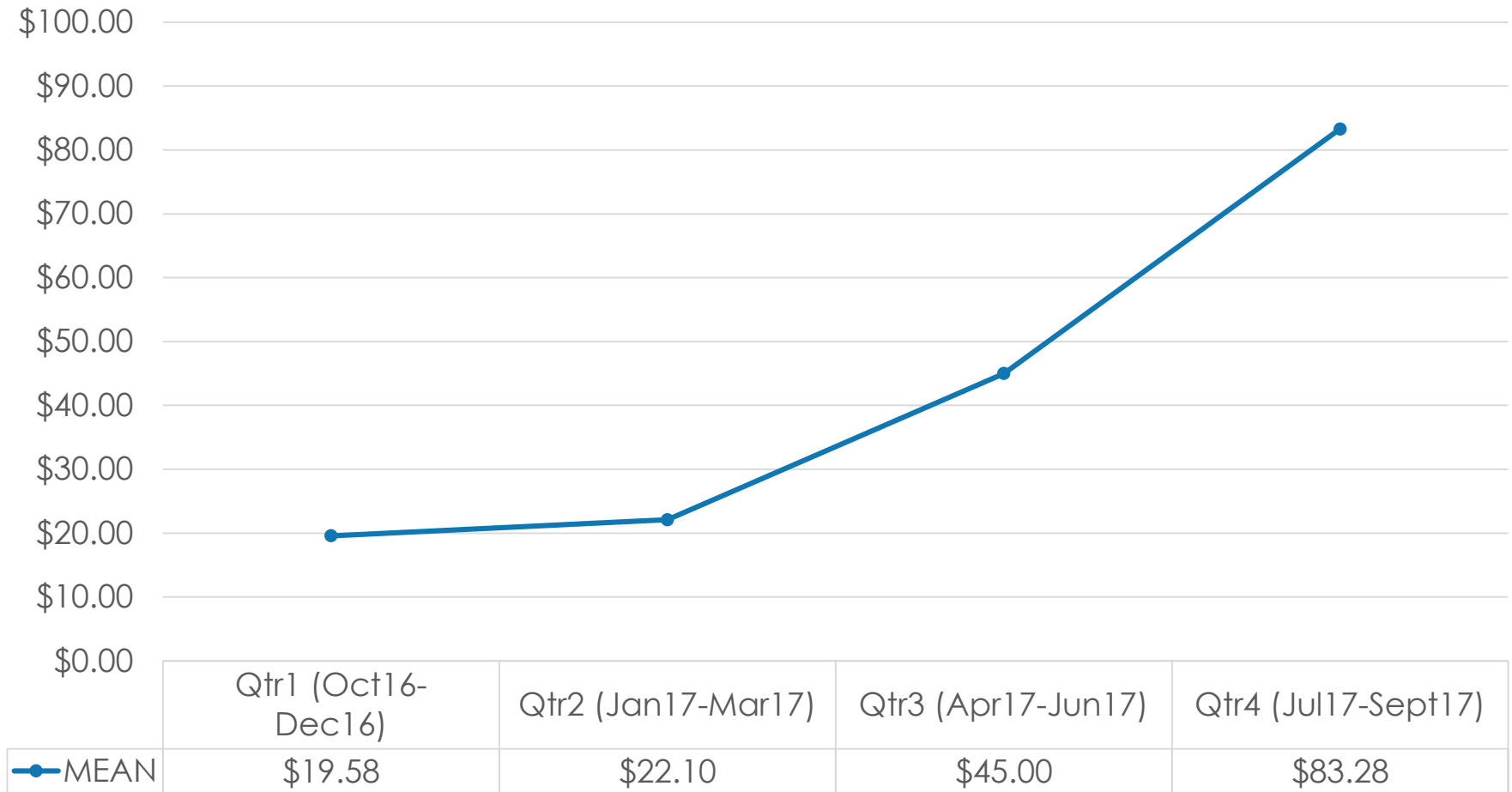
On-Island – FY2017 Tracking

Food & Beverage - Hotel



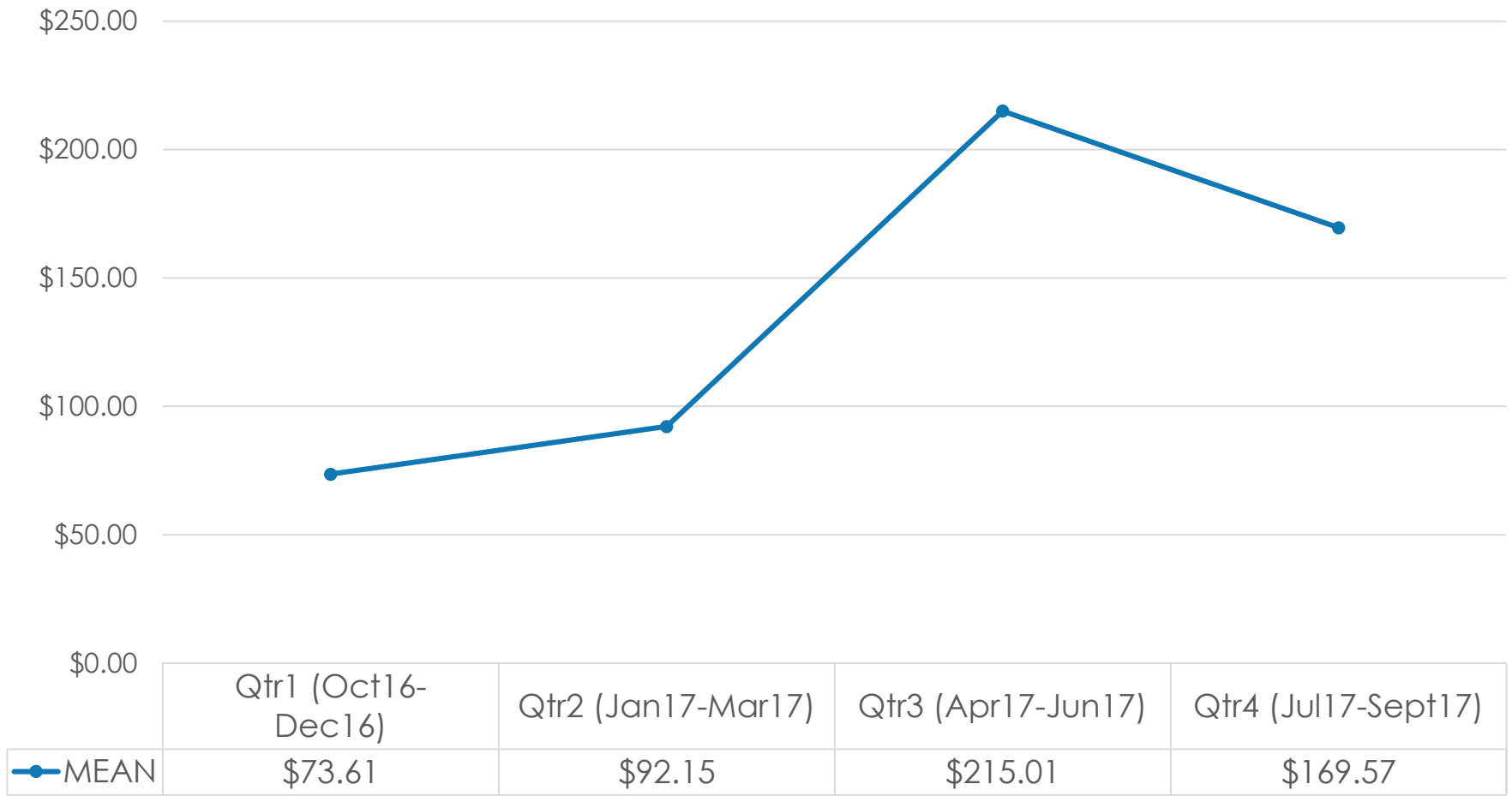
On-Island – FY2017 Tracking

Food & Beverage – Fast Food/ Convenience Store



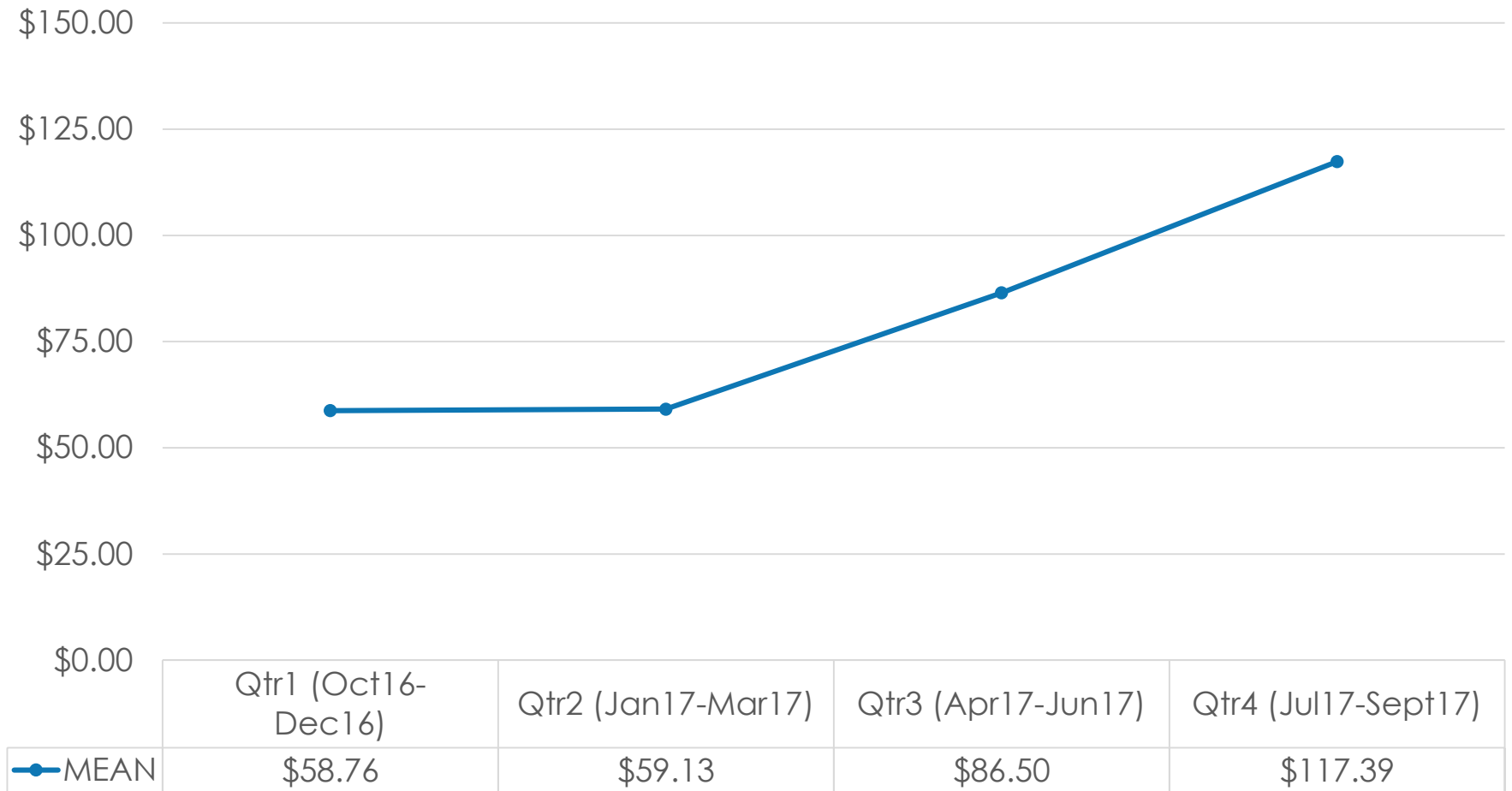
On-Island – FY2017 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



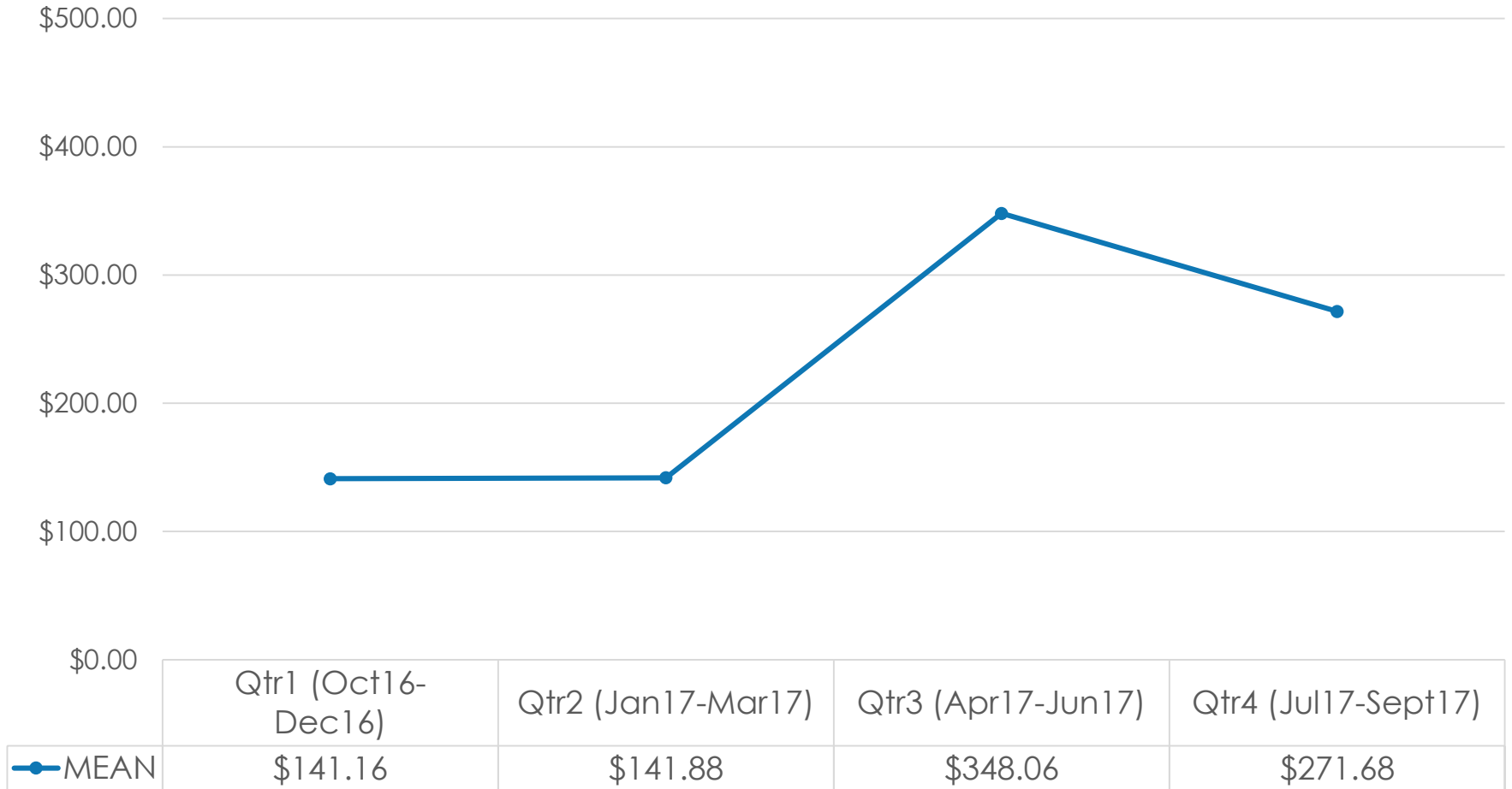
On-Island – FY2017 Tracking

Optional tour/ Activities



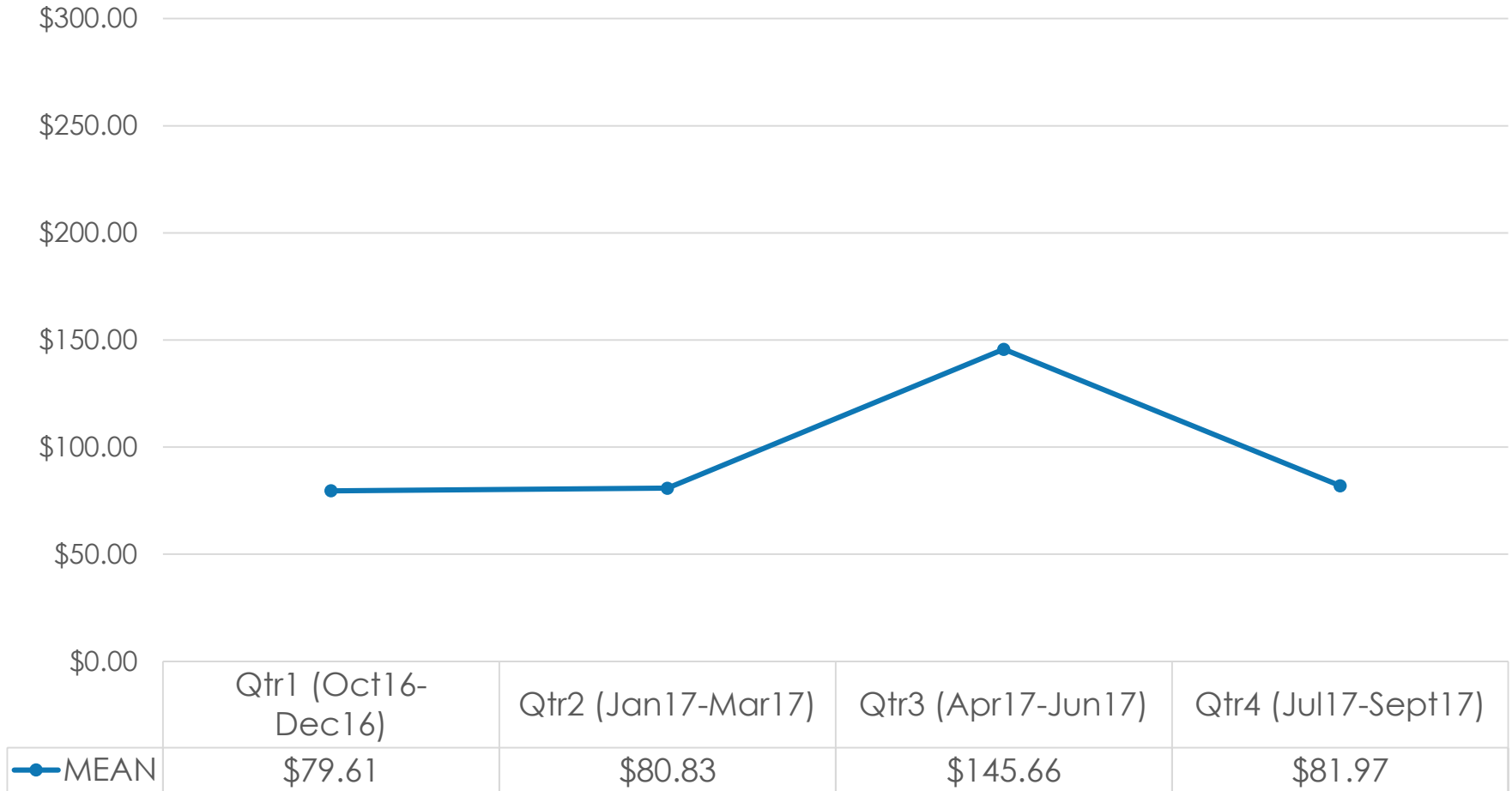
On-Island – FY2017 Tracking

Gift/ Souvenir – Self/ Companion



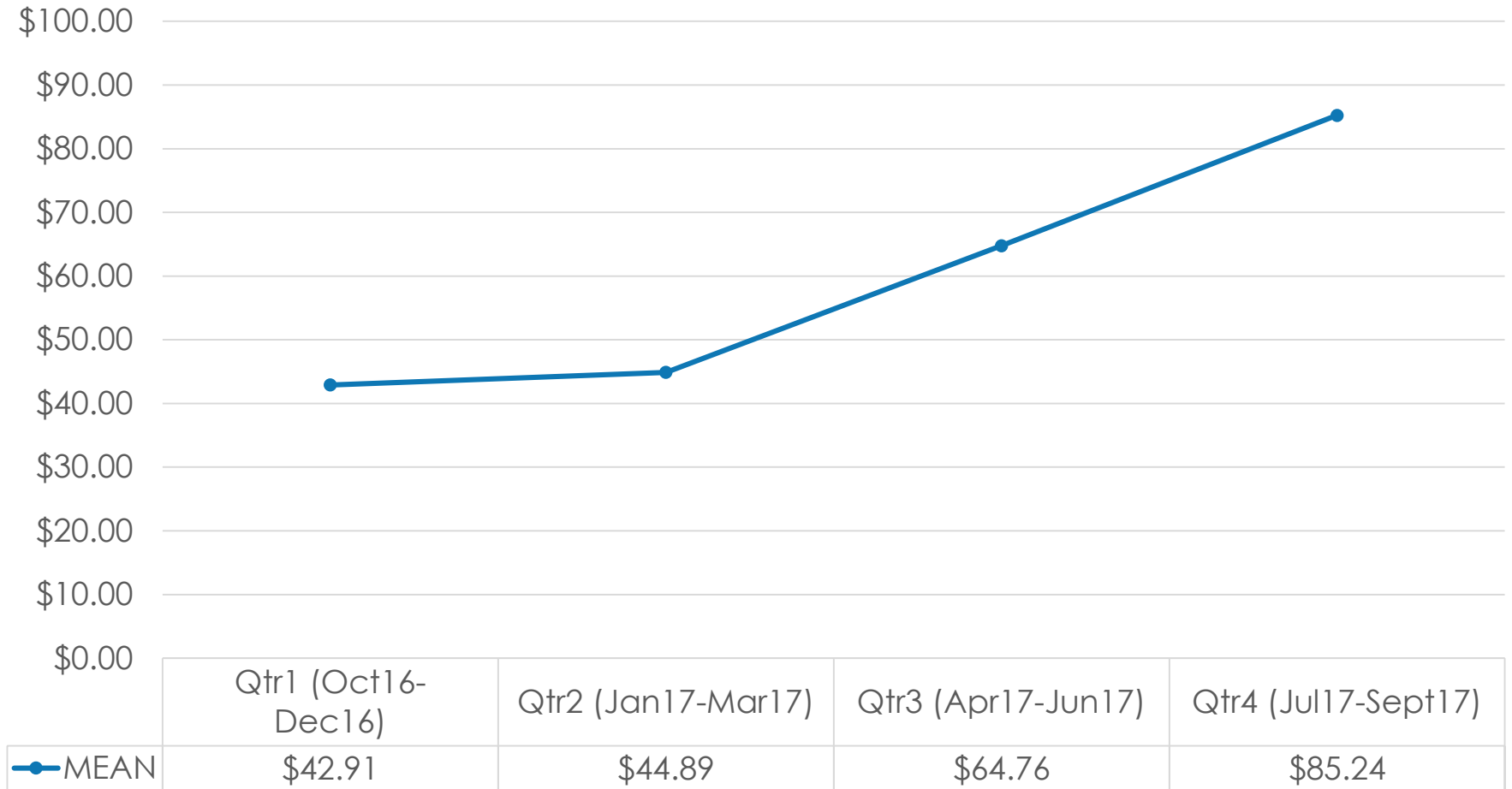
On-Island – FY2017 Tracking

Gift/ Souvenir – Friends/ Family



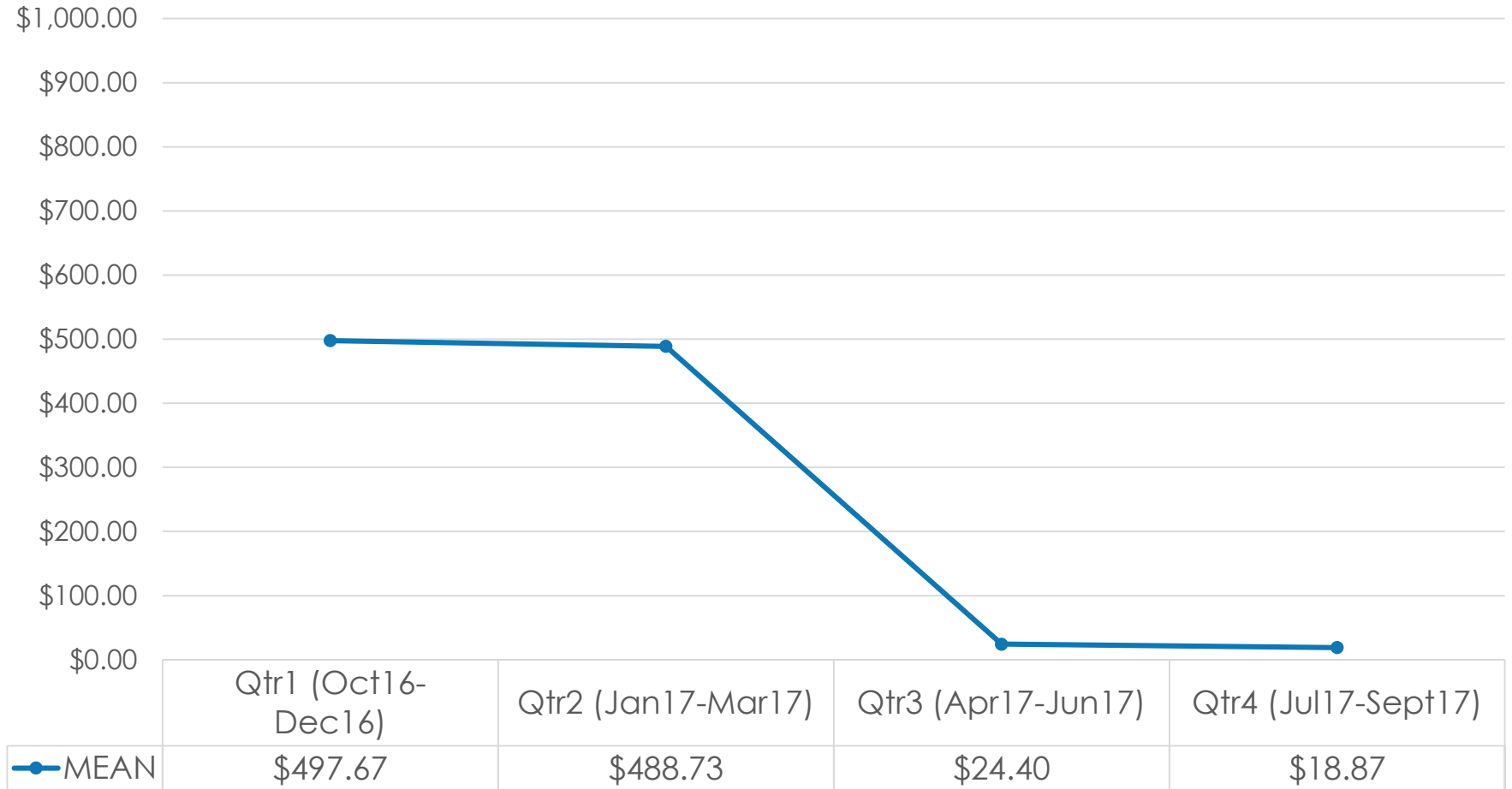
On-Island – FY2017 Tracking

Local Transportation



On-Island – FY2017 Tracking

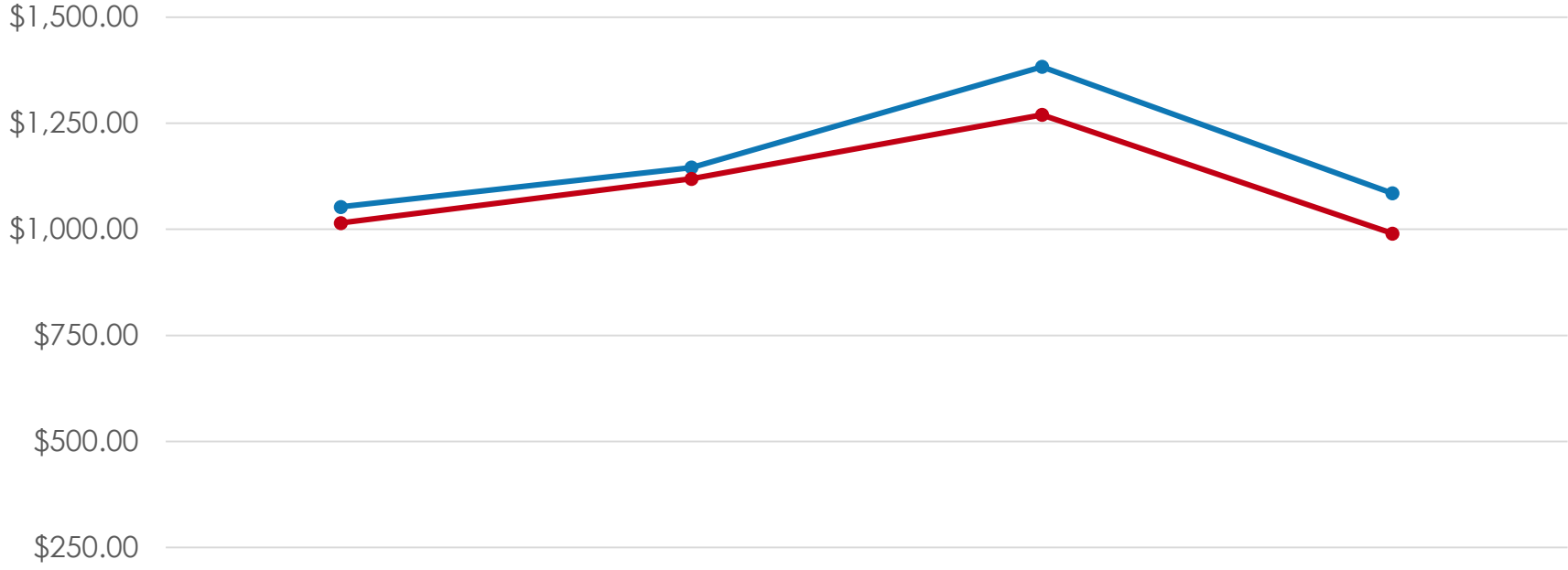
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,085.10 = 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	\$1,052.81	\$1,145.63	\$1,383.03	\$1,085.10
MEDIAN	\$1,015.00	\$1,119.00	\$1,270.00	\$990.00

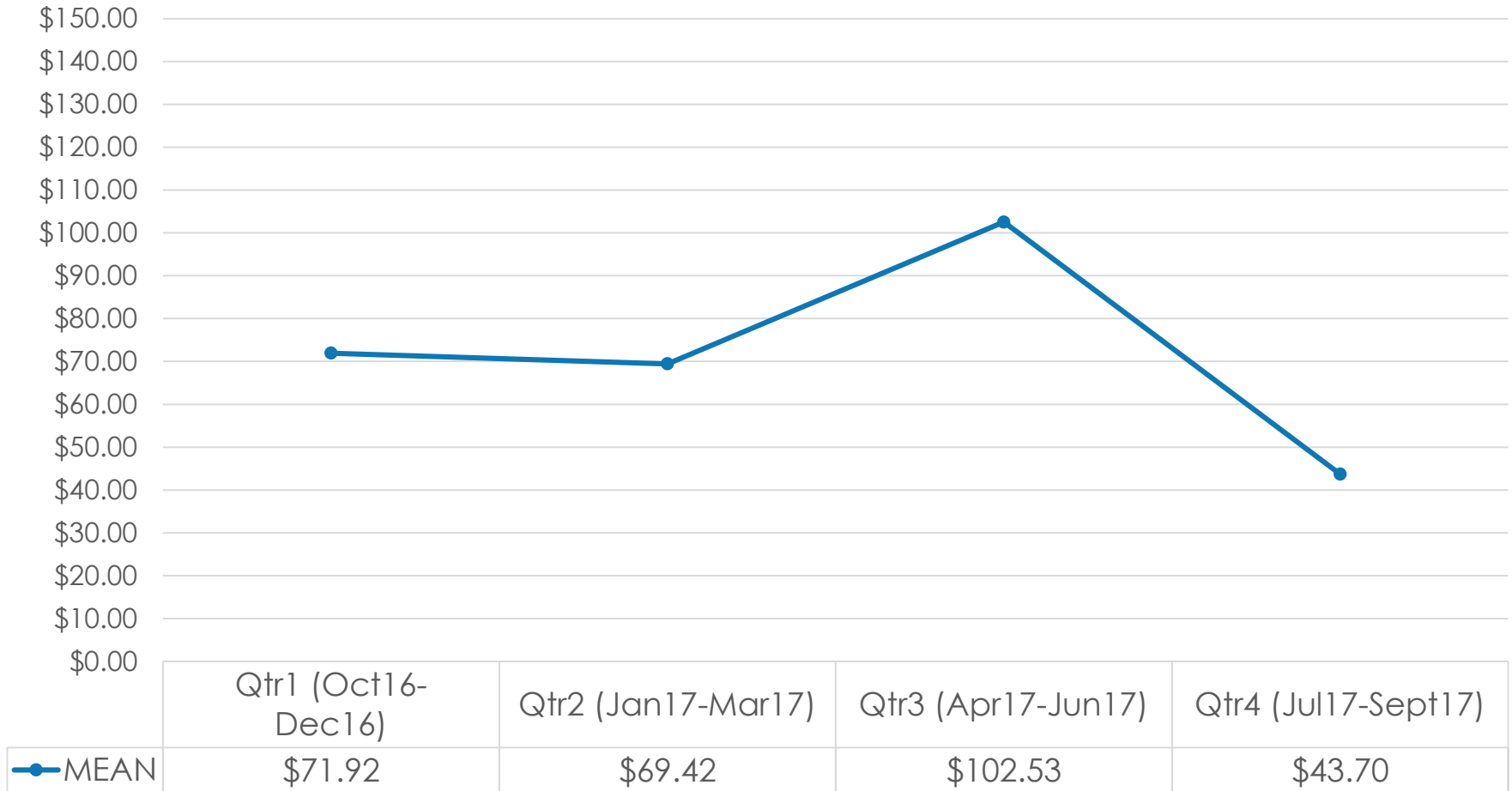
TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY
TOTAL - PER PERSON

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
TOTAL PP	Mean	\$1,085.10	\$962.81	\$1,992.05	\$1,058.36	\$1,178.00	\$887.23	\$985.11	\$1,068.11	\$1,063.70
	Median	\$990	\$833	\$2,008	\$1,036	\$1,079	\$841	\$901	\$972	\$962

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2017 Tracking

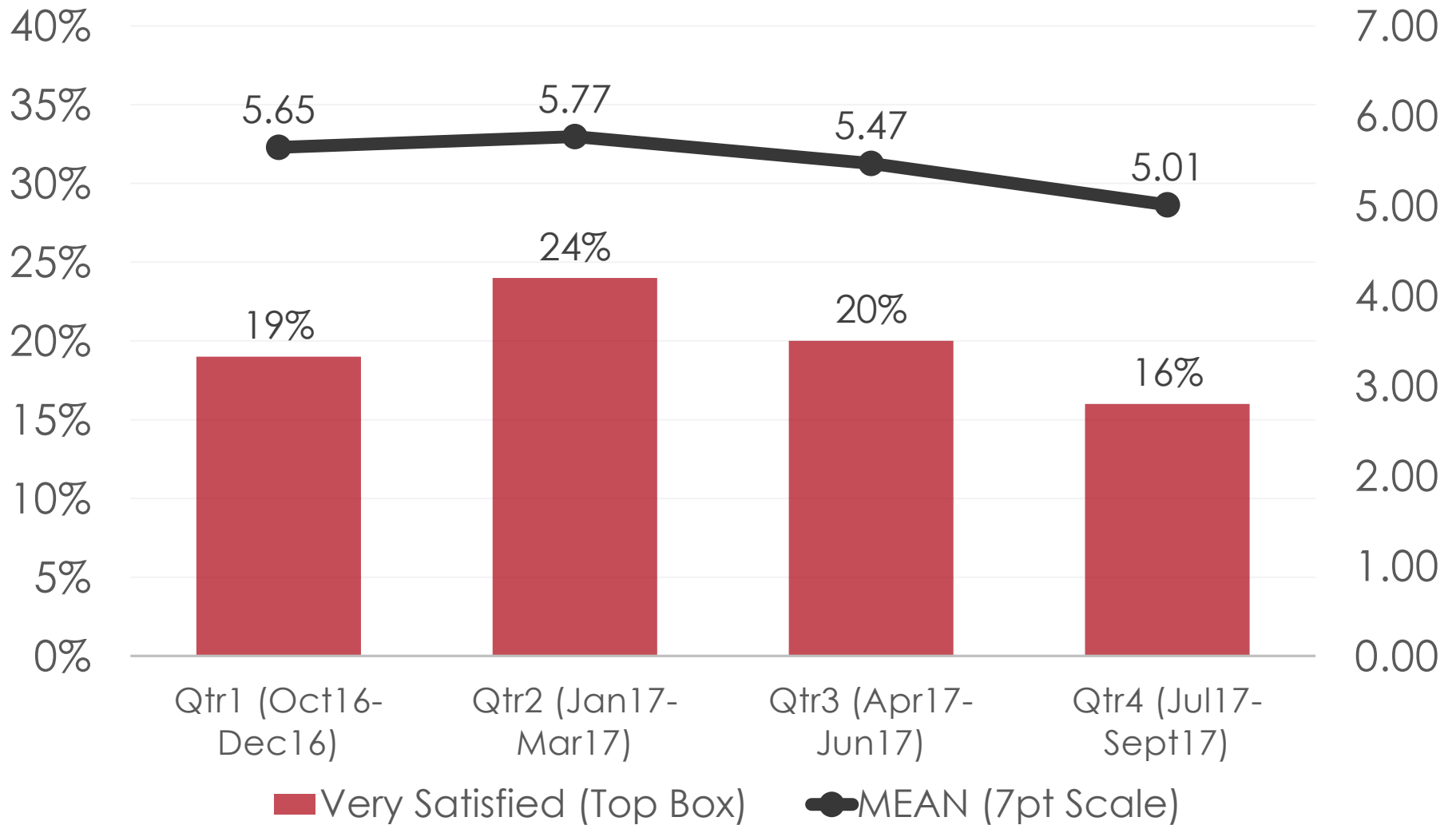


SECTION 4

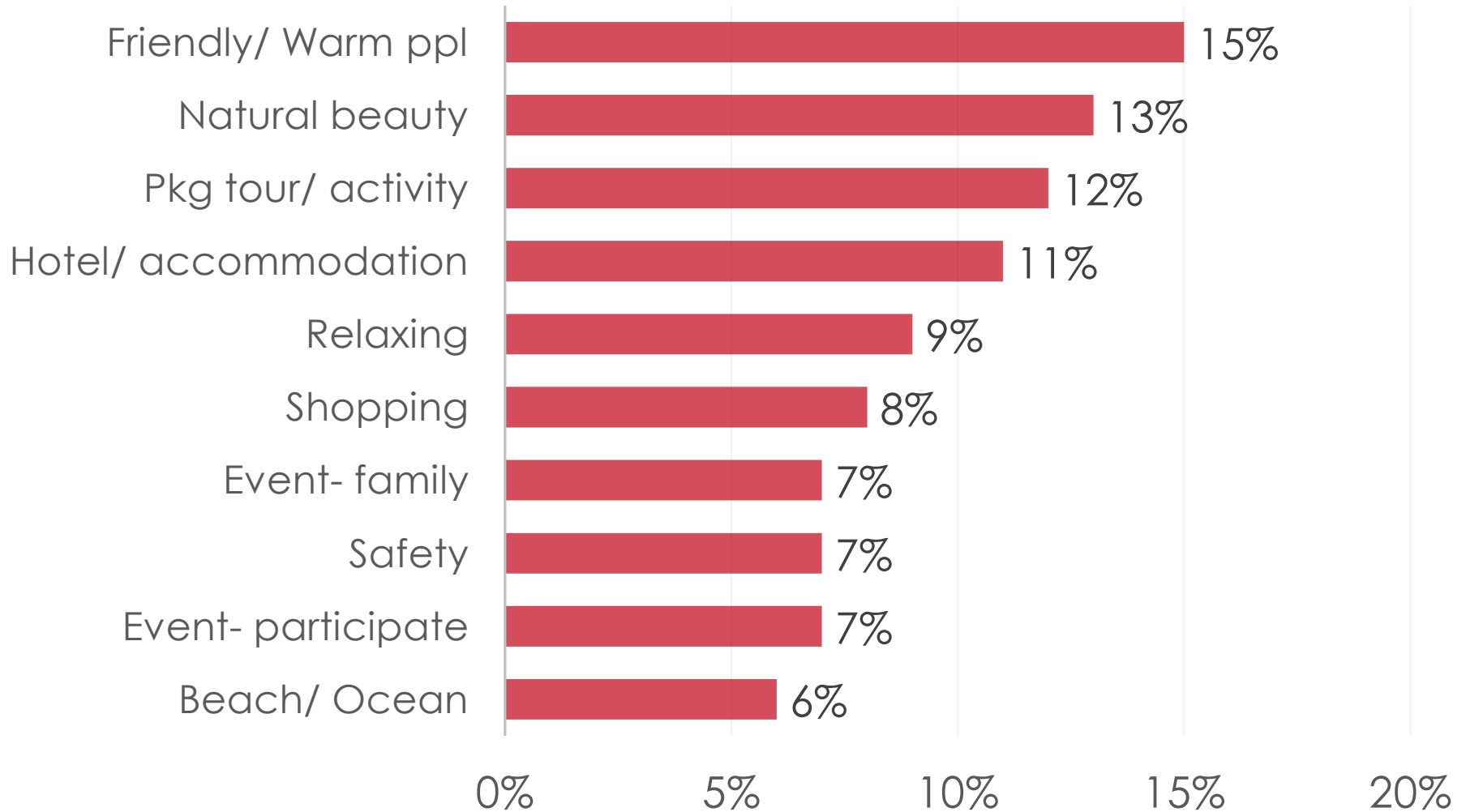
VISITOR SATISFACTION

BEHAVIOR

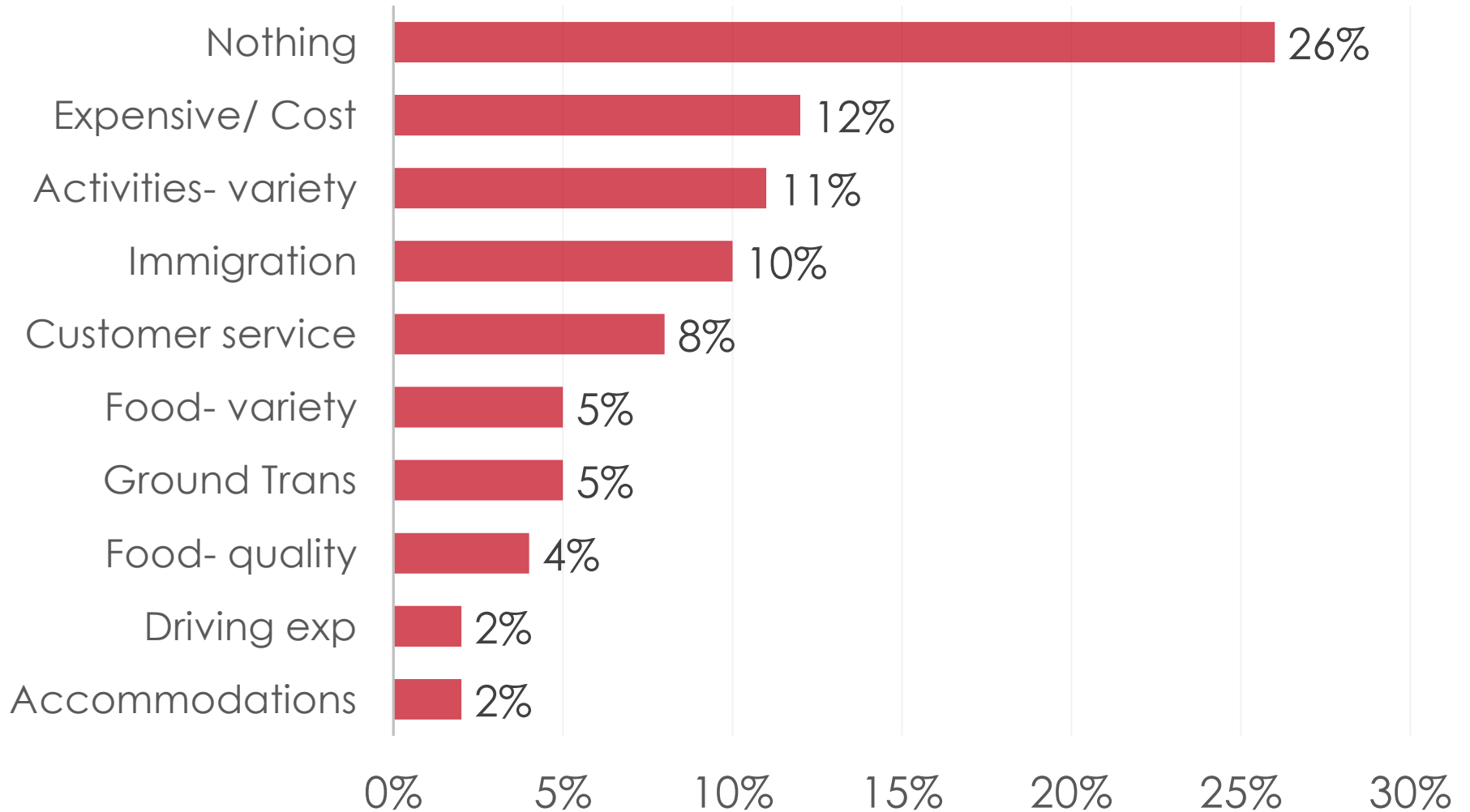
OVERALL SATISFACTION



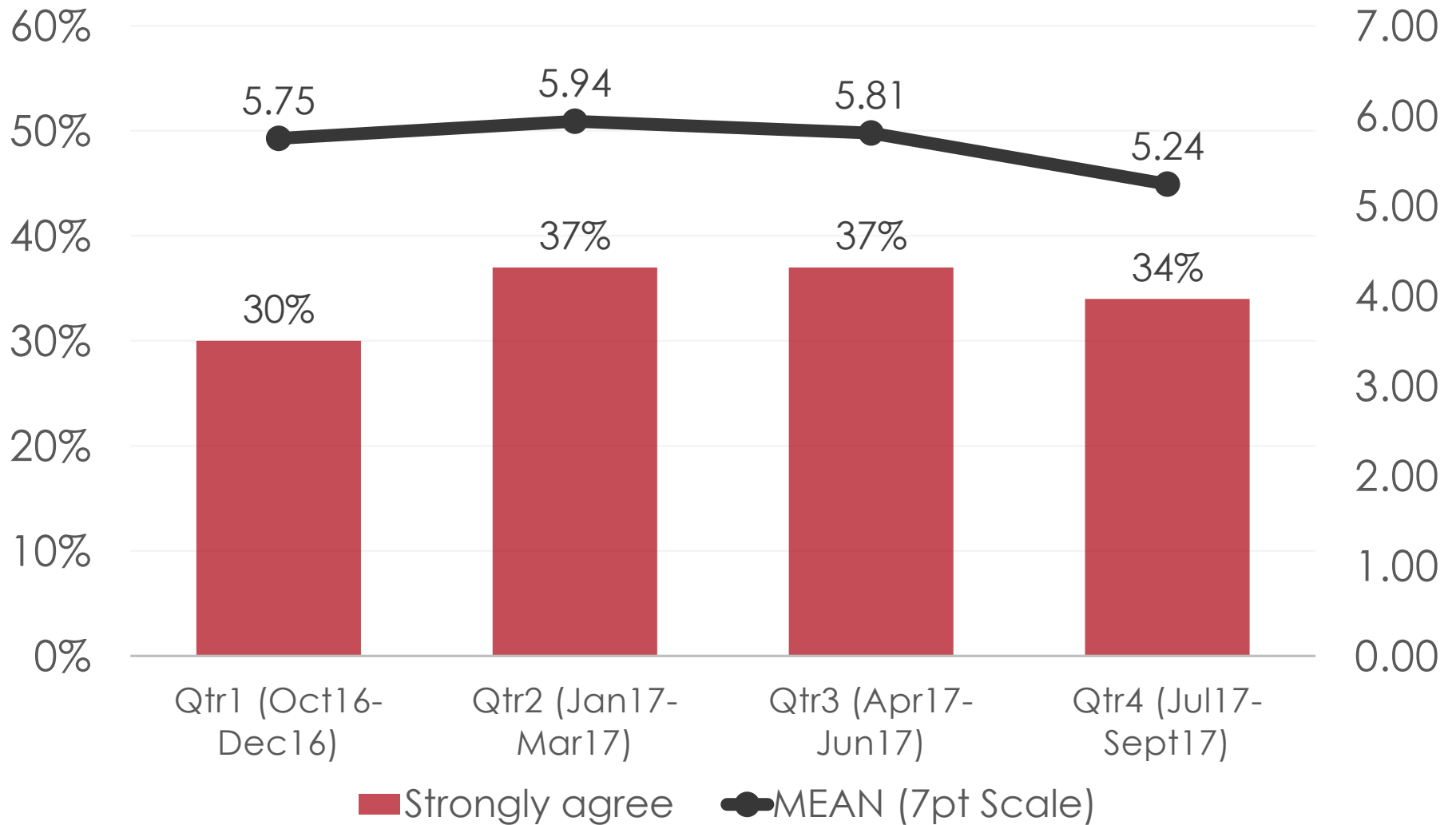
POSITIVE ASPECT OF TRIP



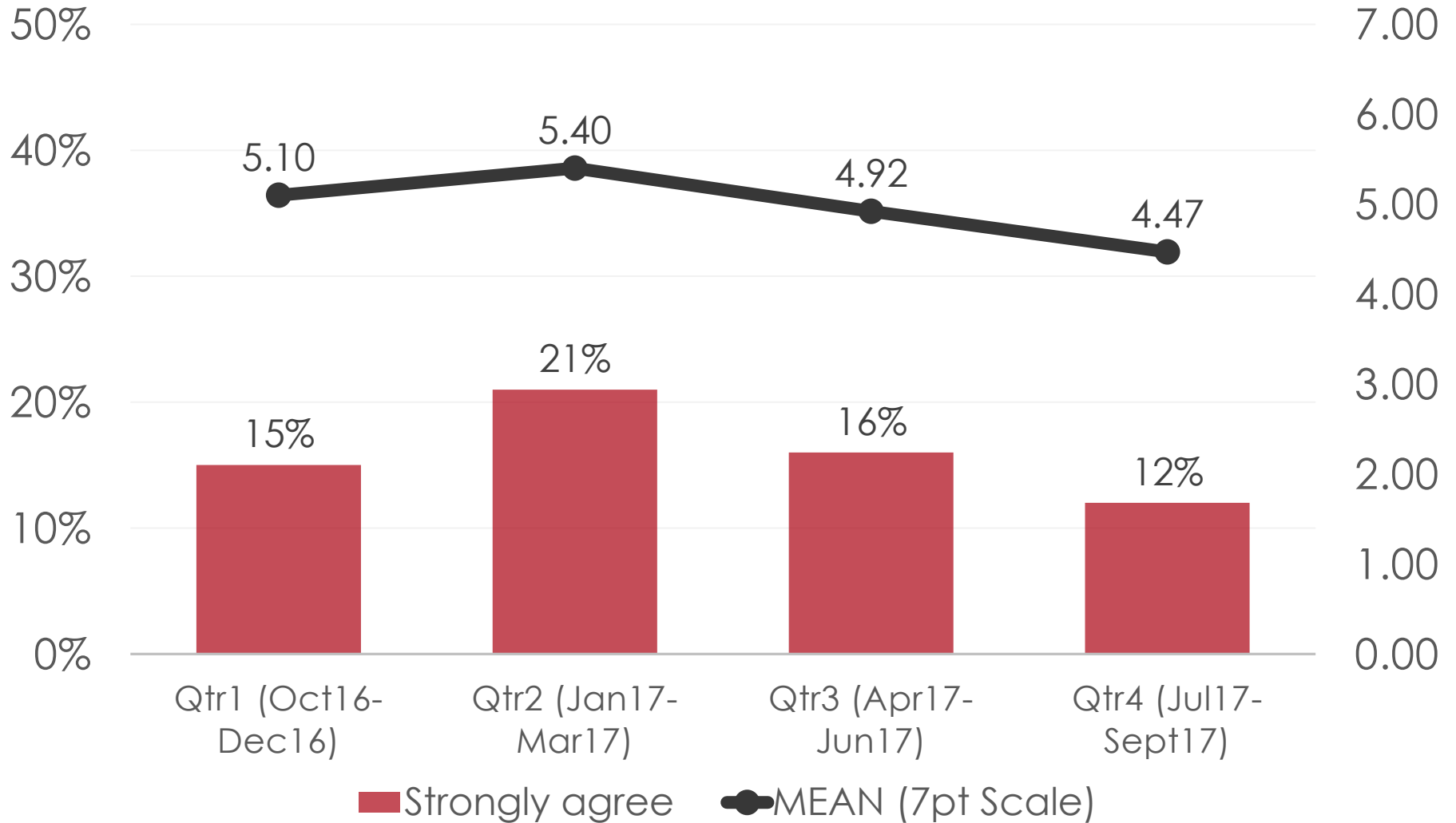
NEGATIVE ASPECT OF TRIP



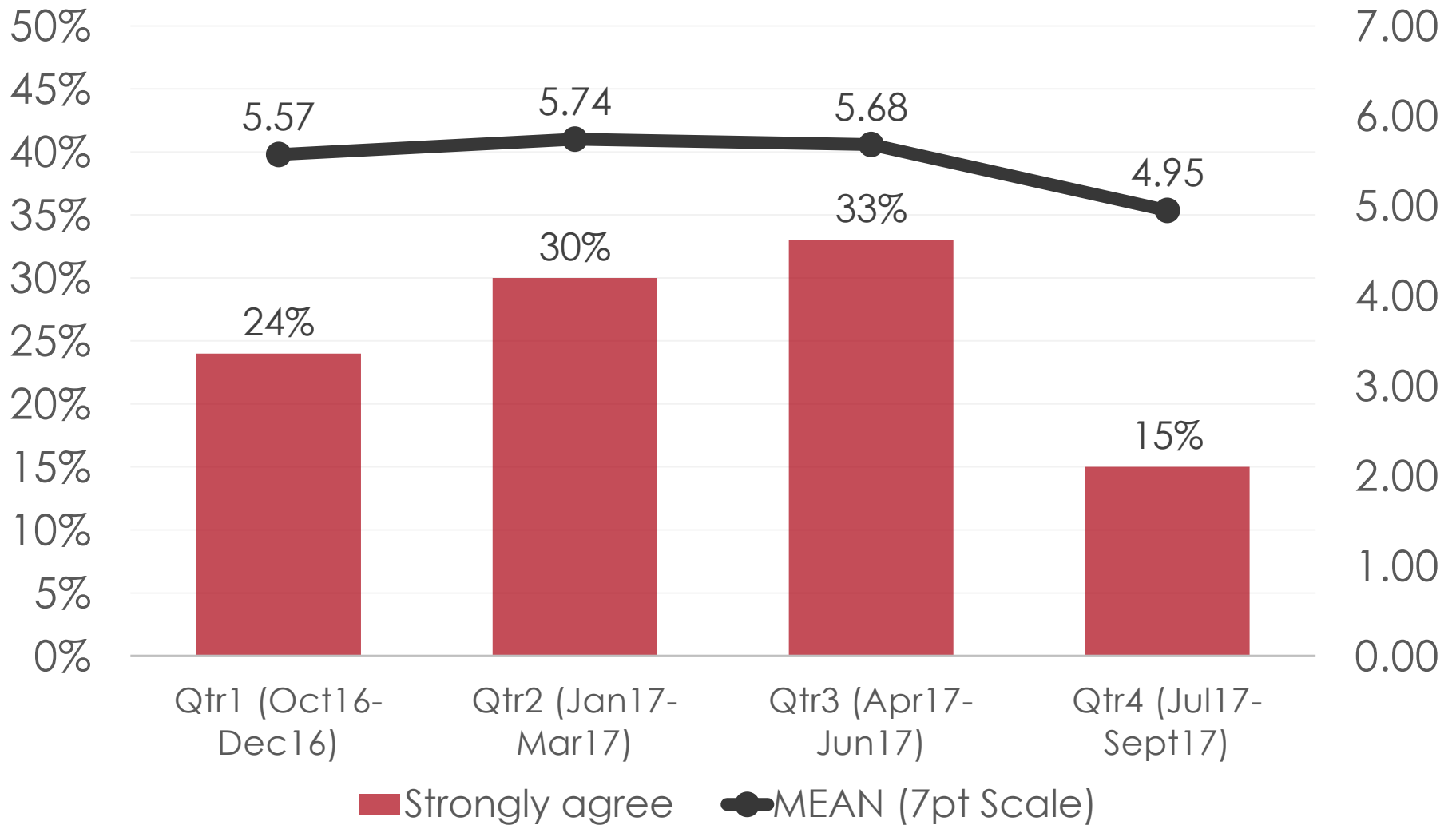
Guam was better than expected



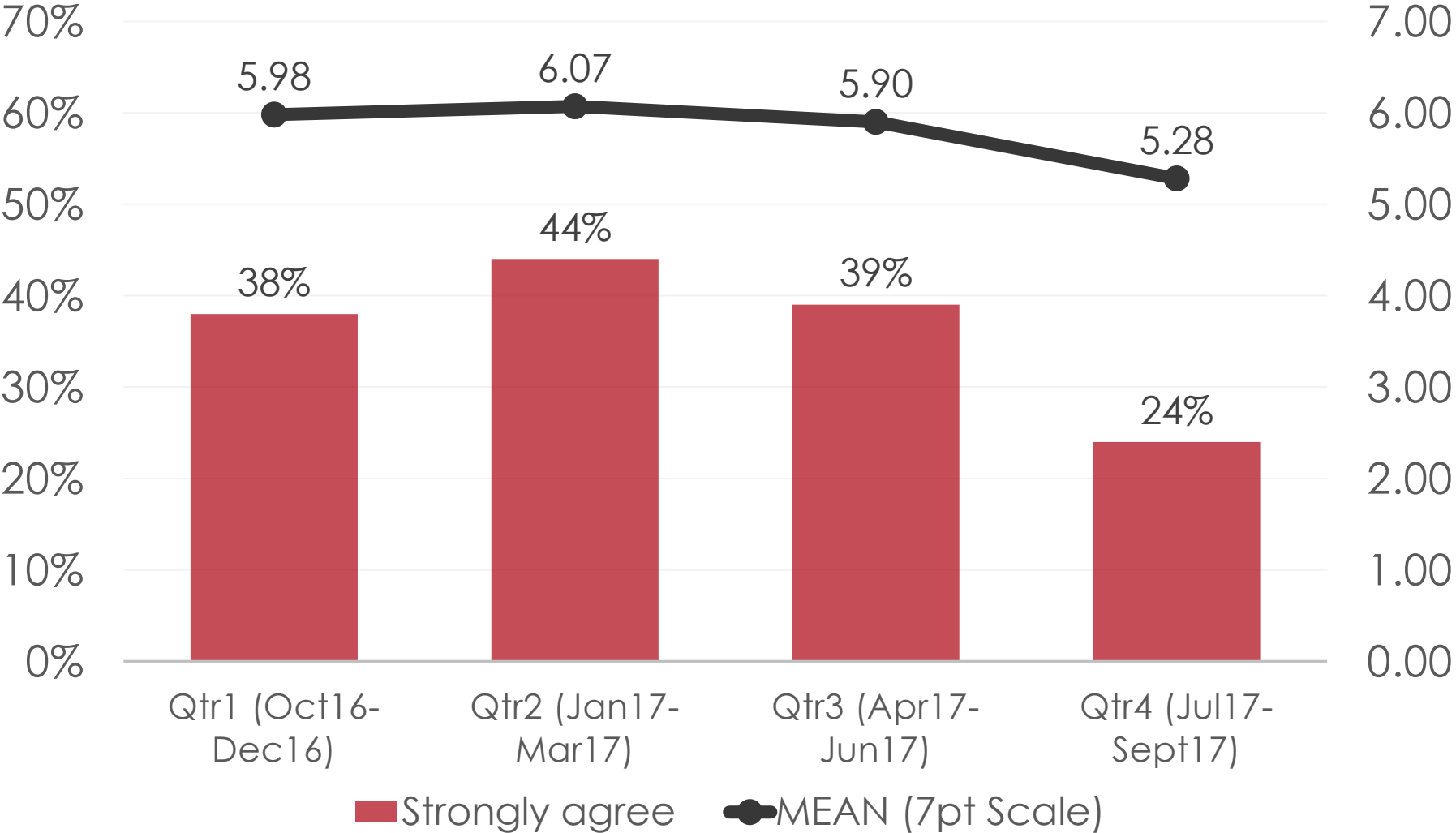
I had no communication problems



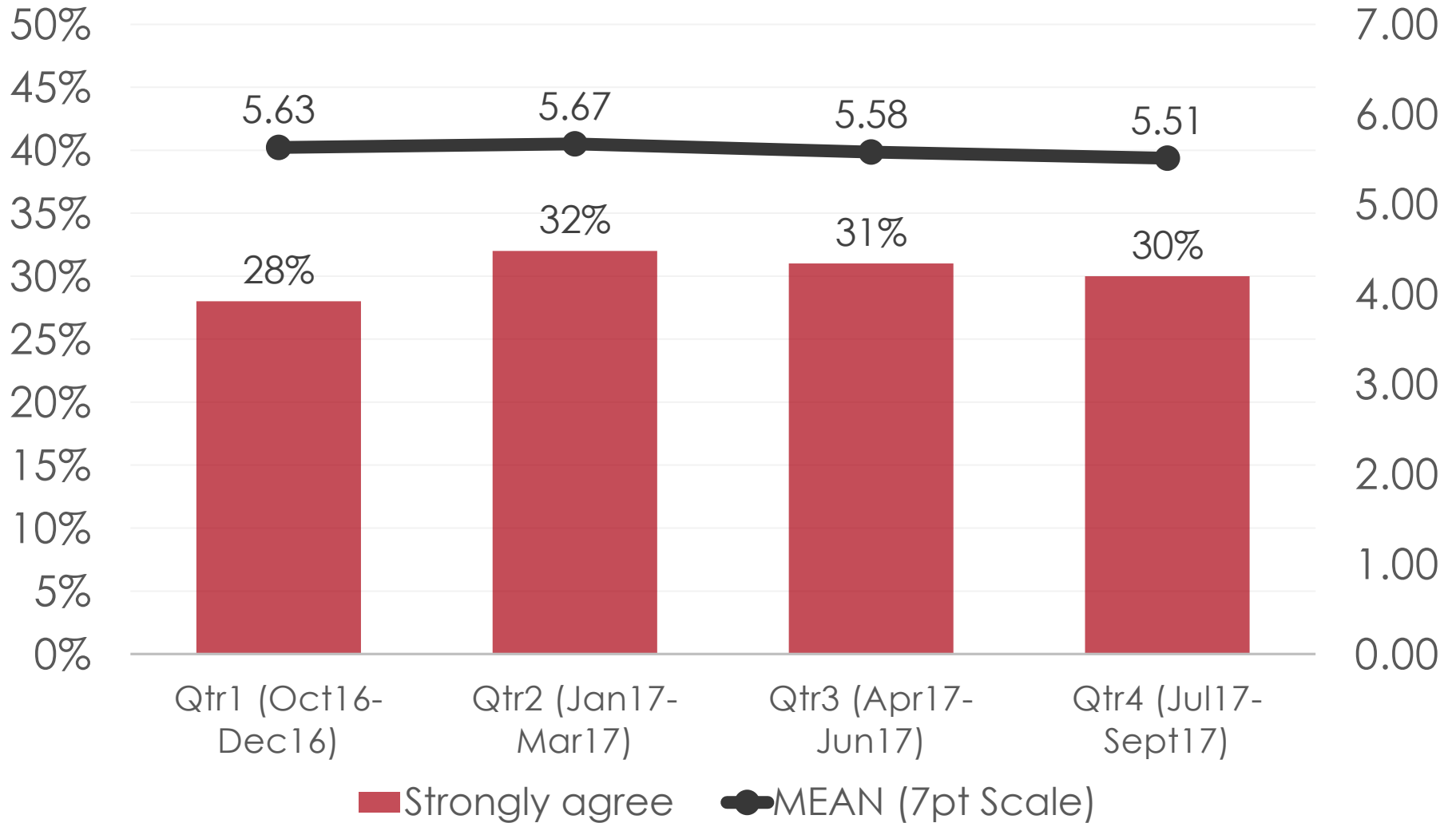
I will recommend Guam to friends



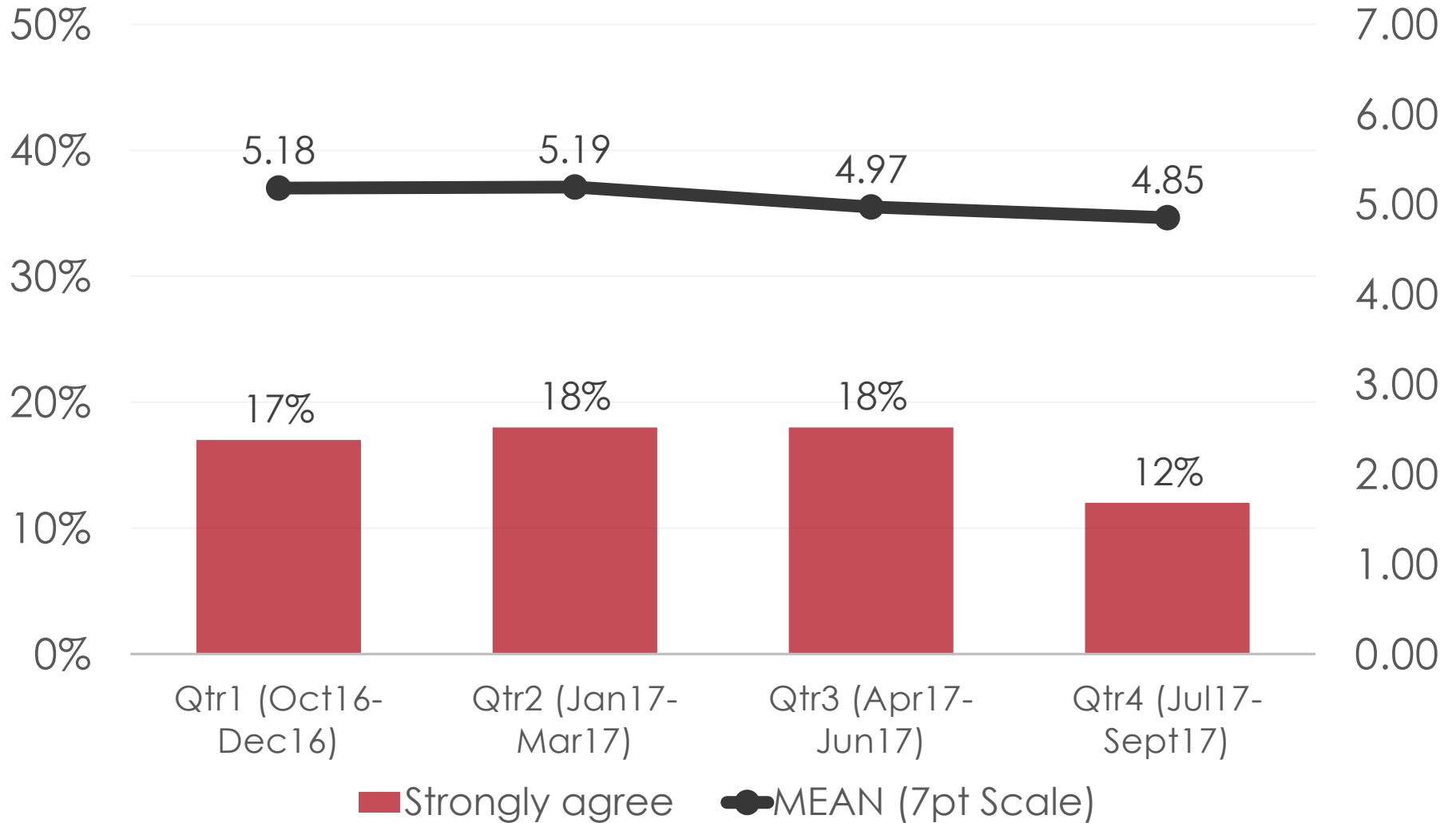
Sites on Guam were attractive



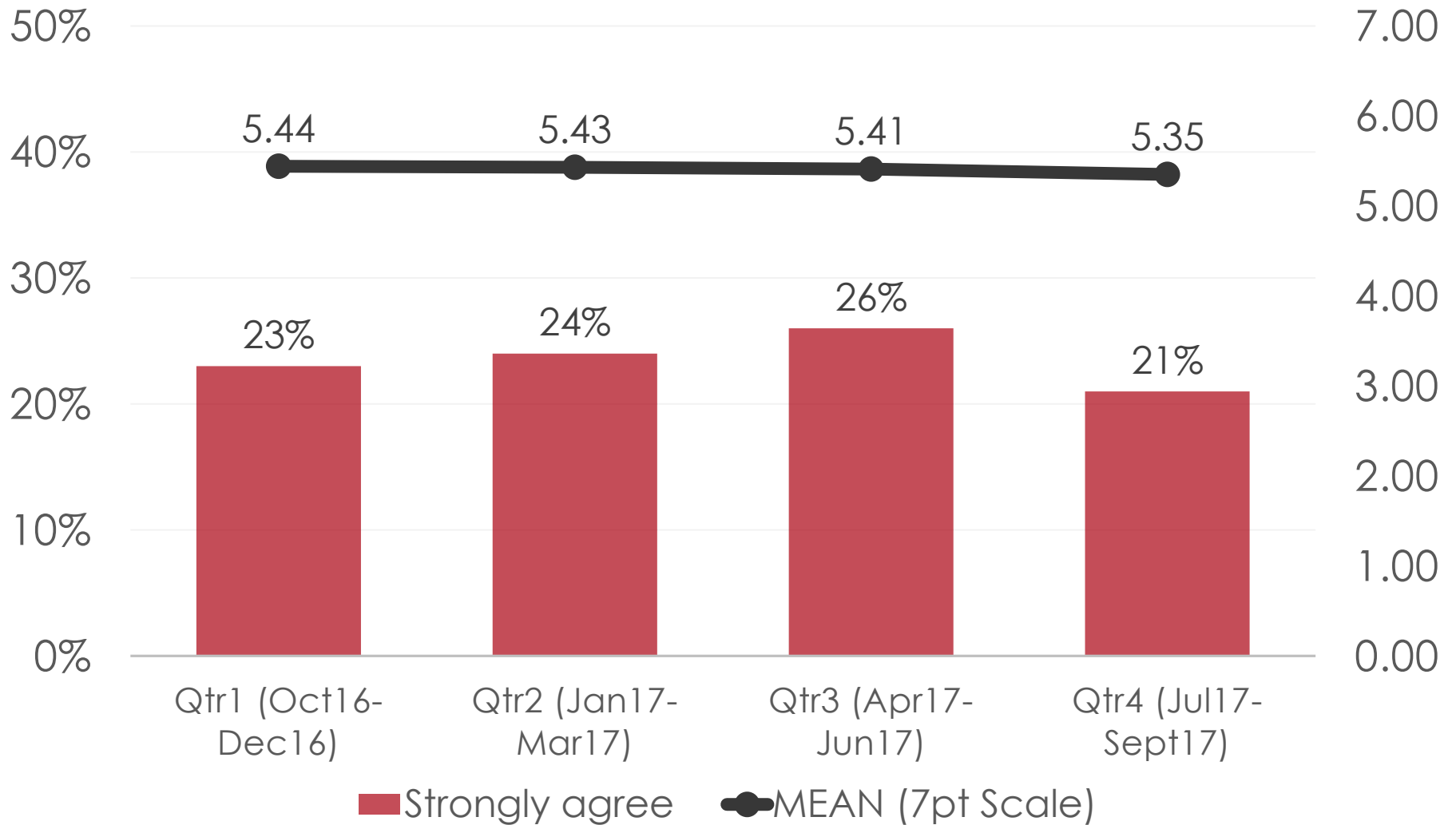
I plan to visit Guam again



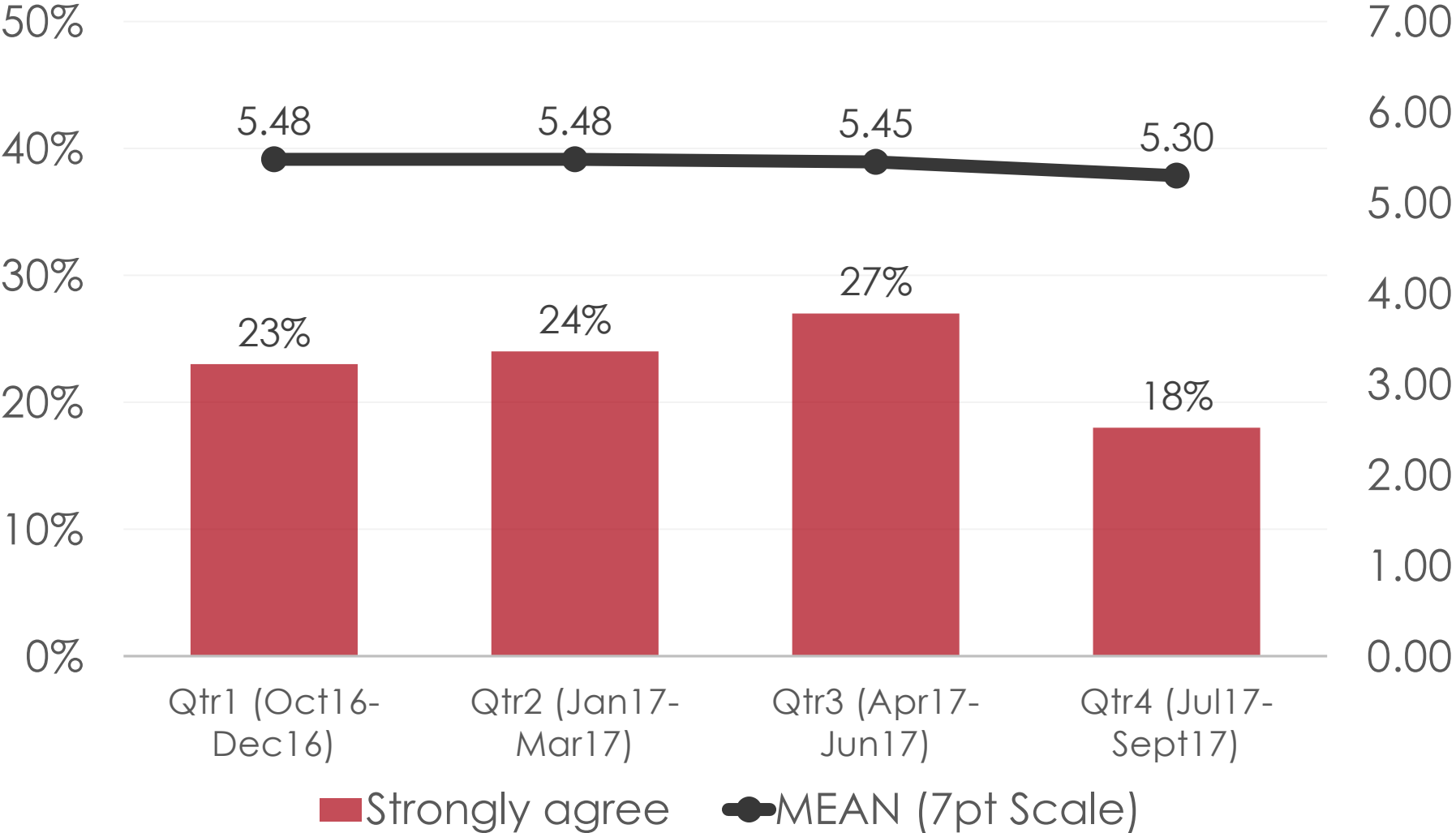
Not enough night time activities



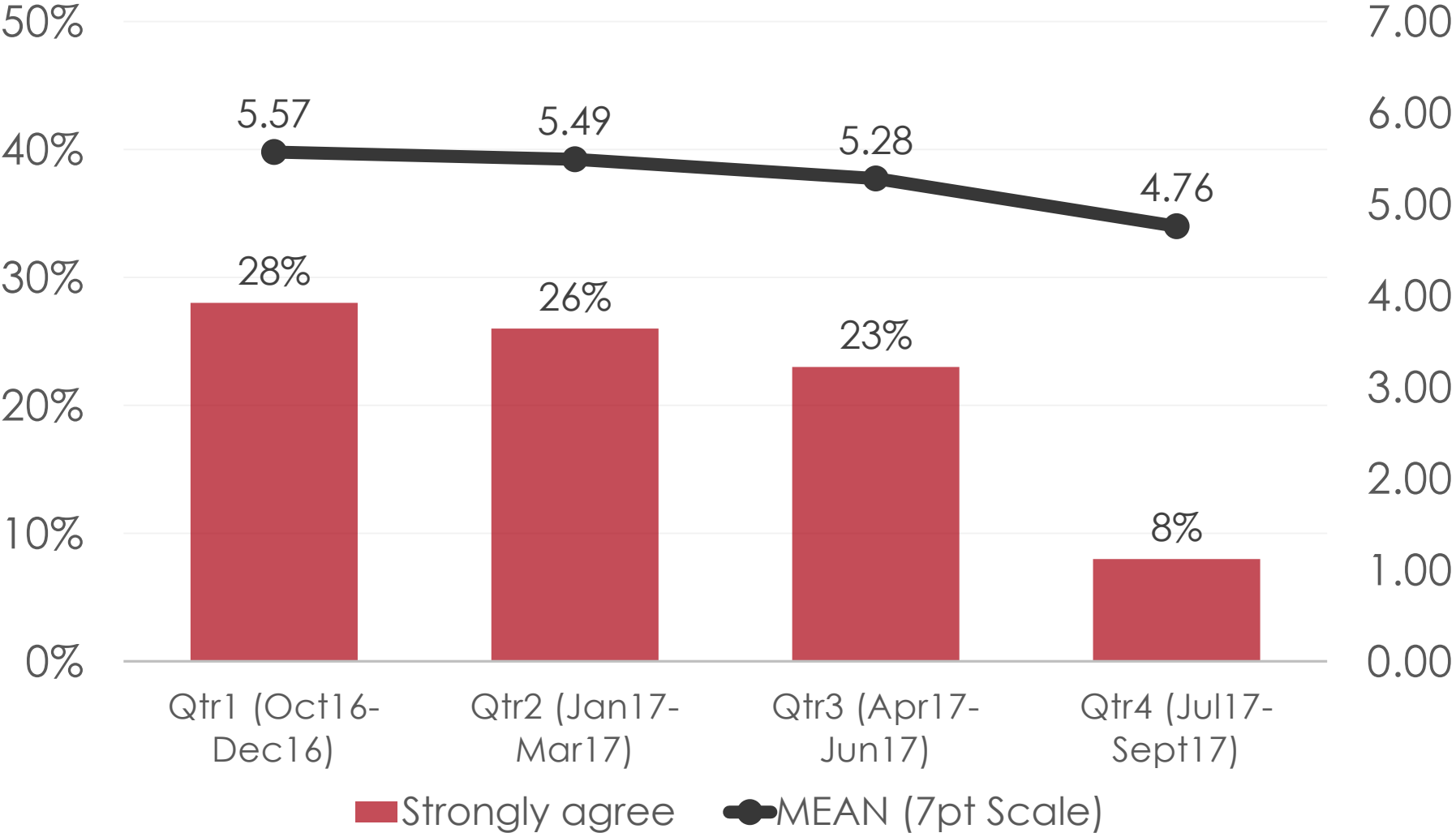
Tour guides were professional



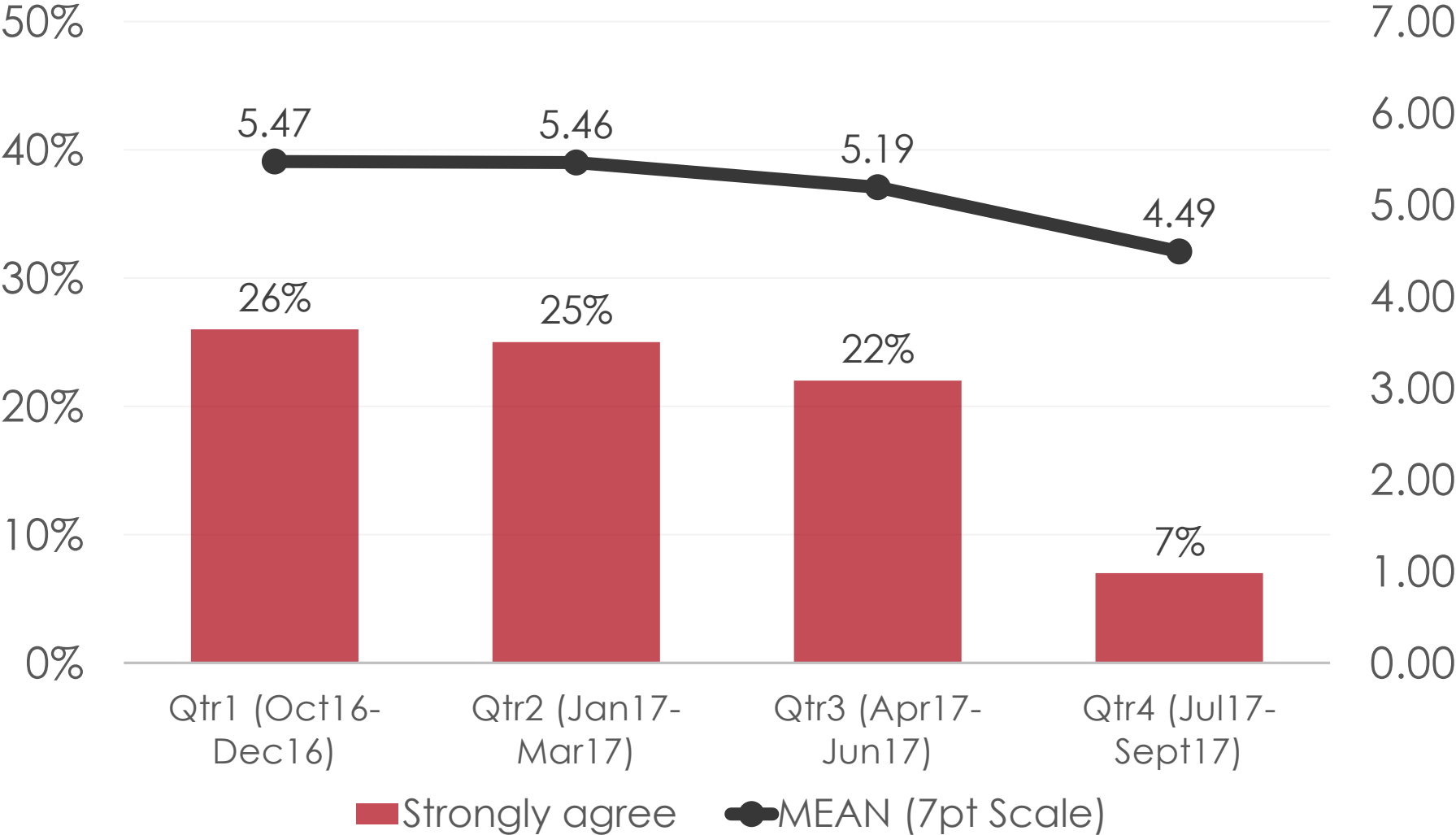
Tour drivers were professional



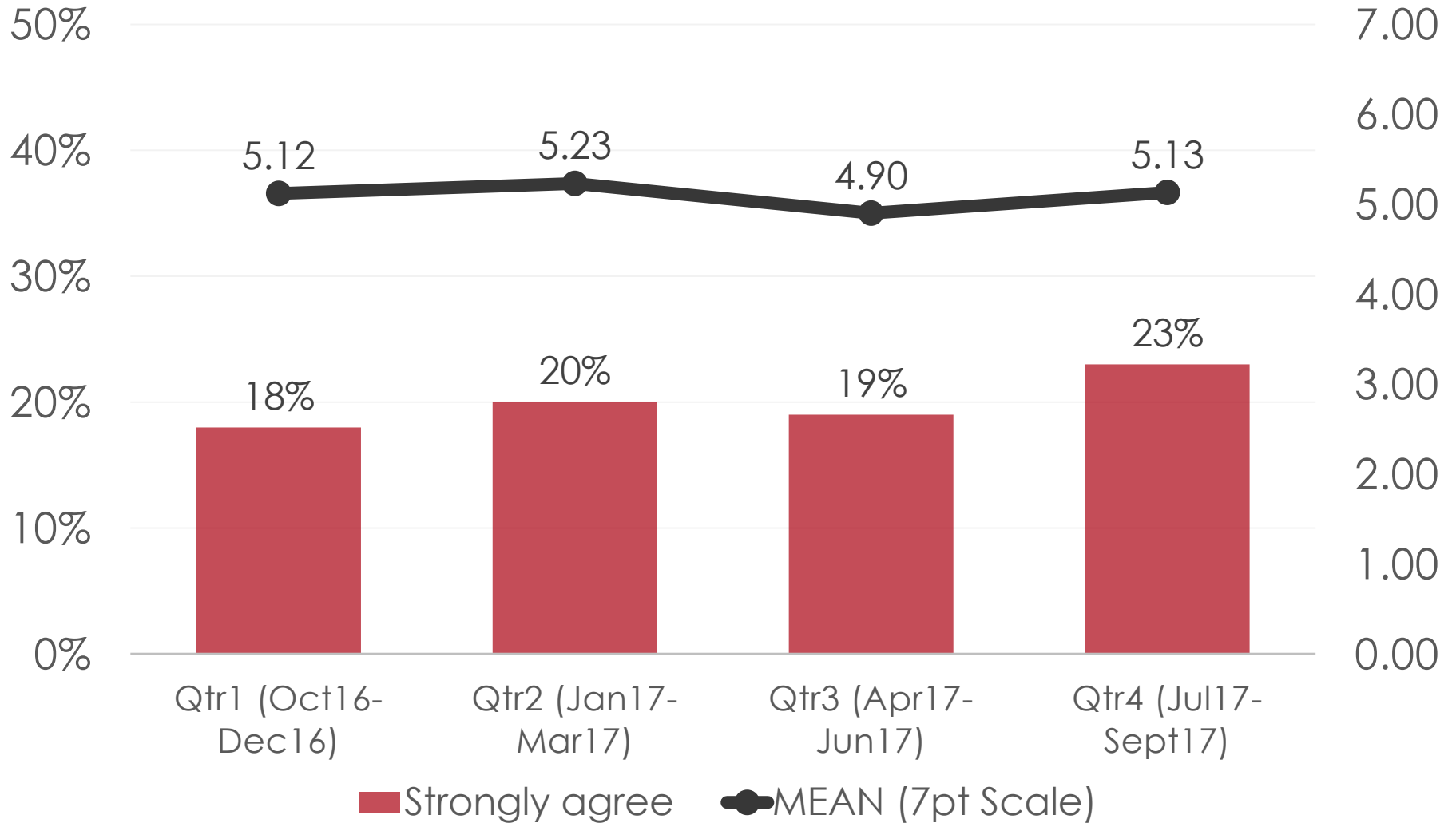
Taxi drivers were professional



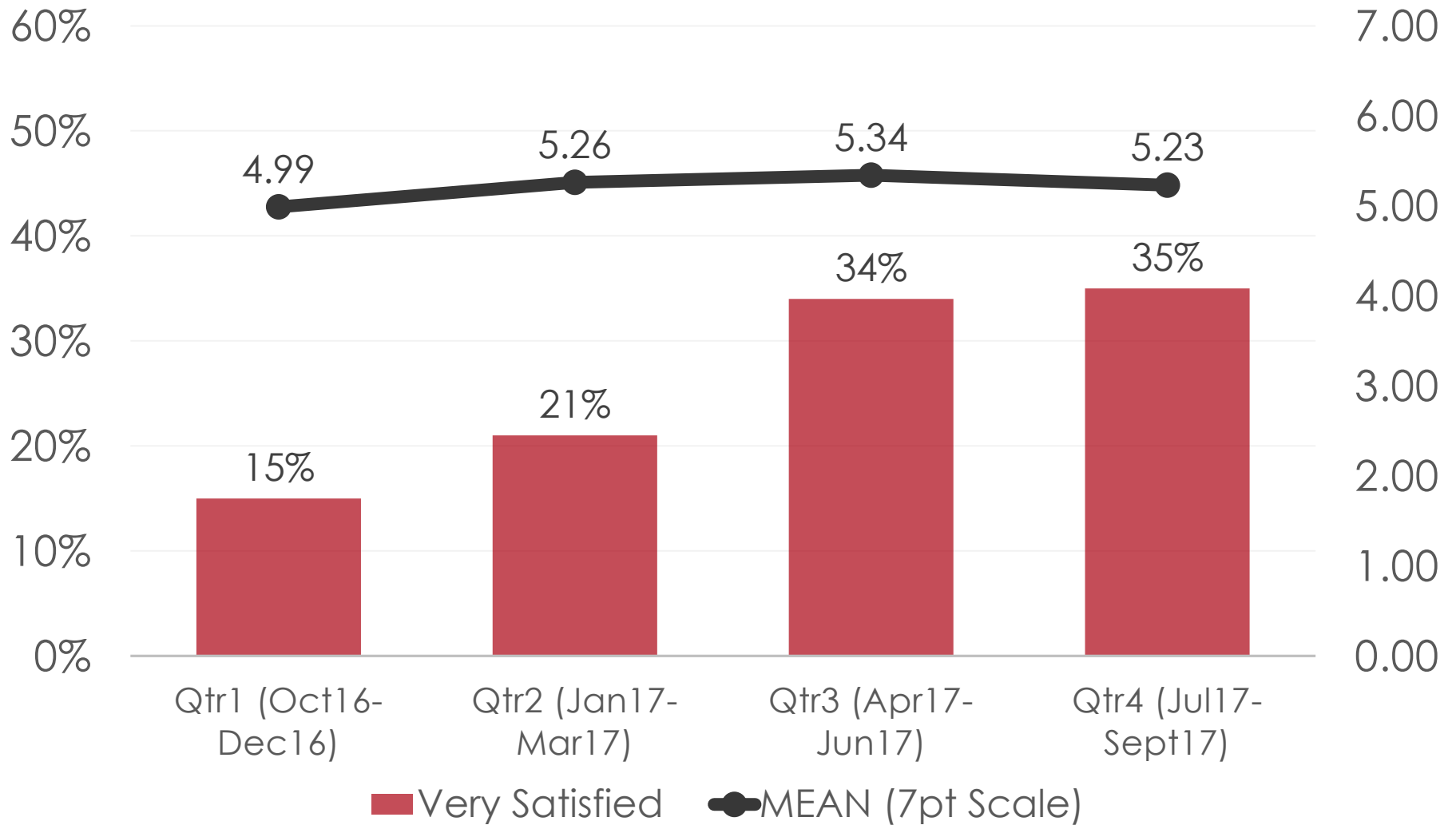
Taxis were clean



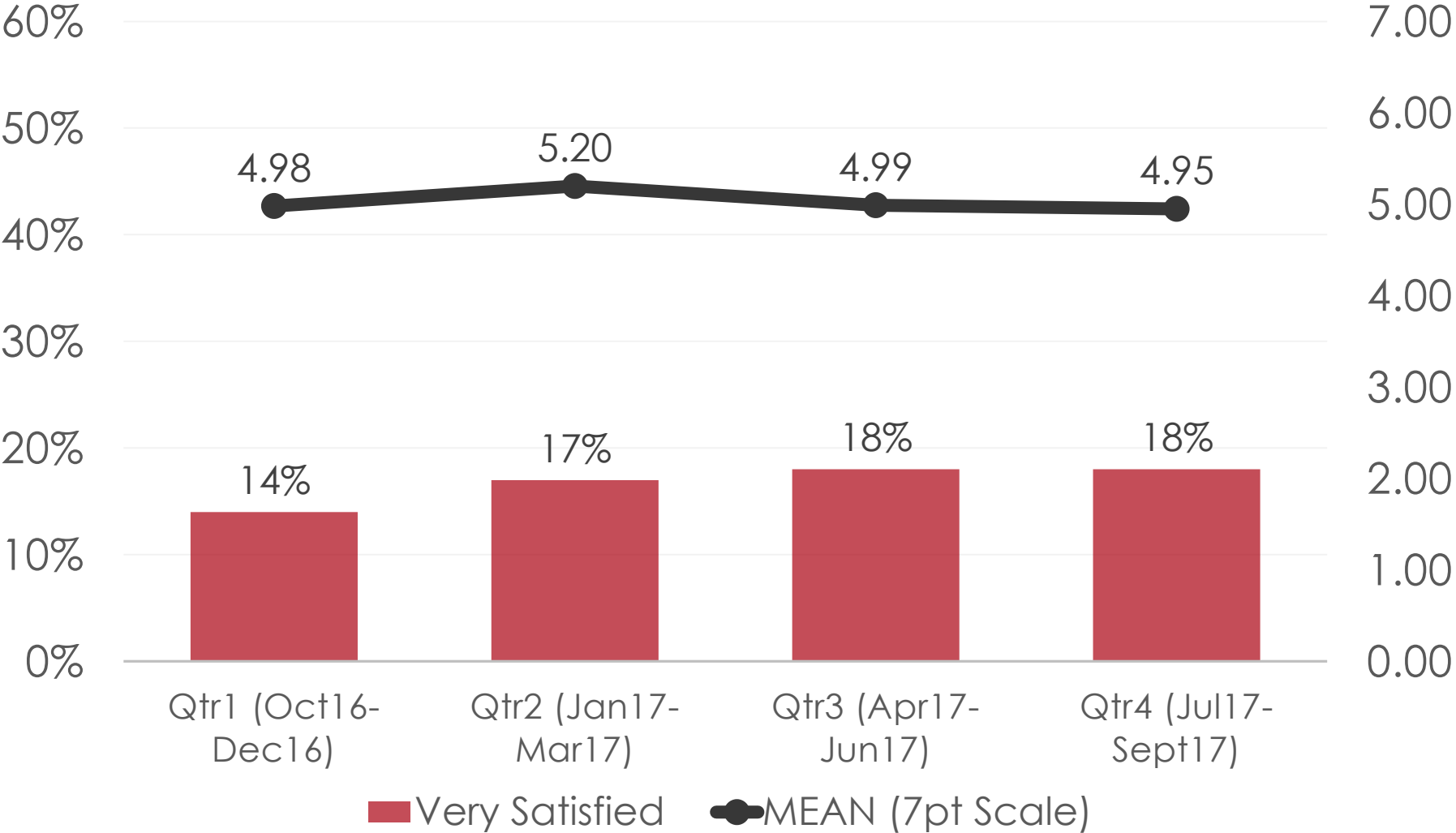
Guam airport was clean



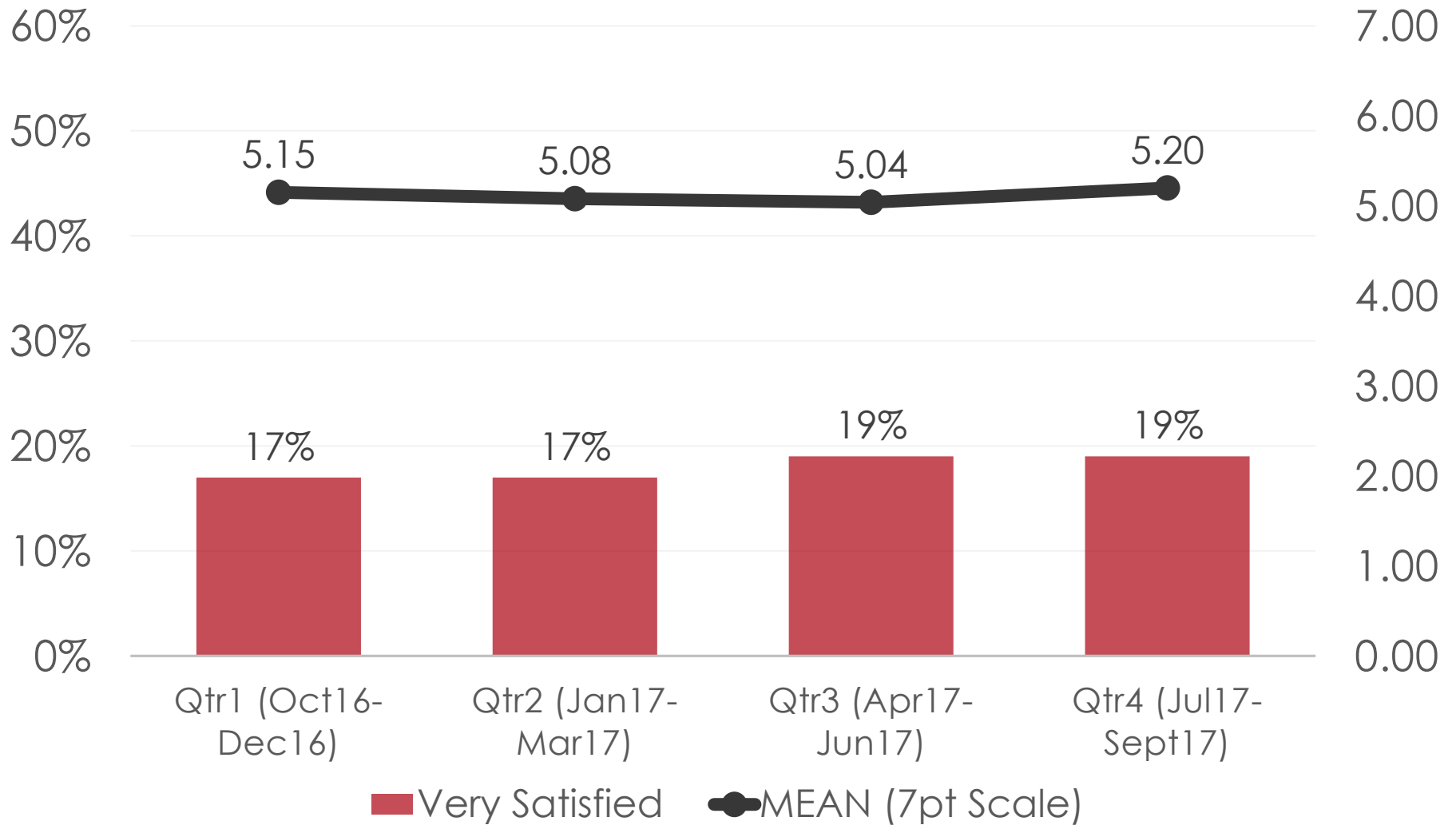
Ease of getting around



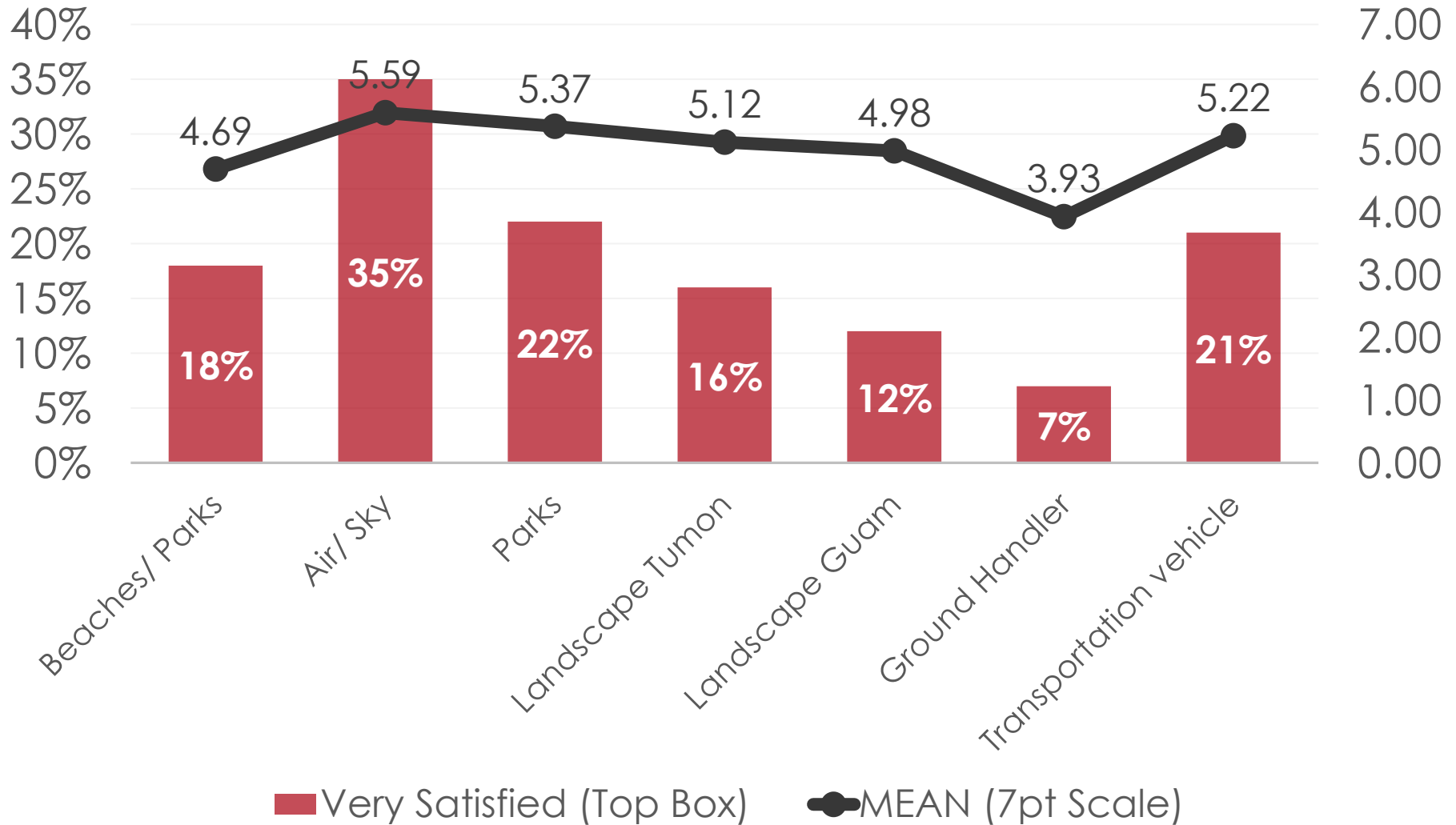
Safety walking around at night



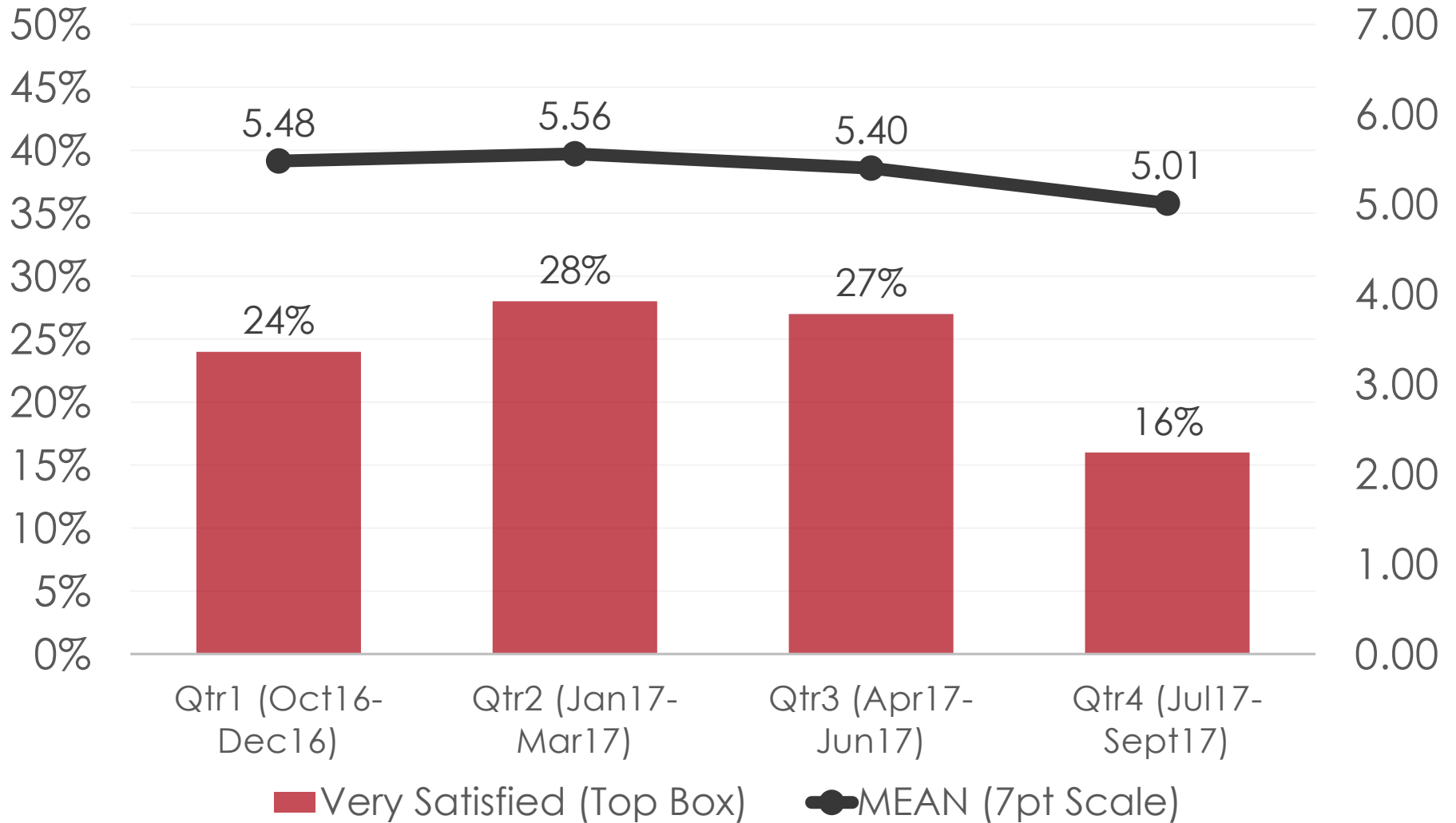
Price of things on Guam



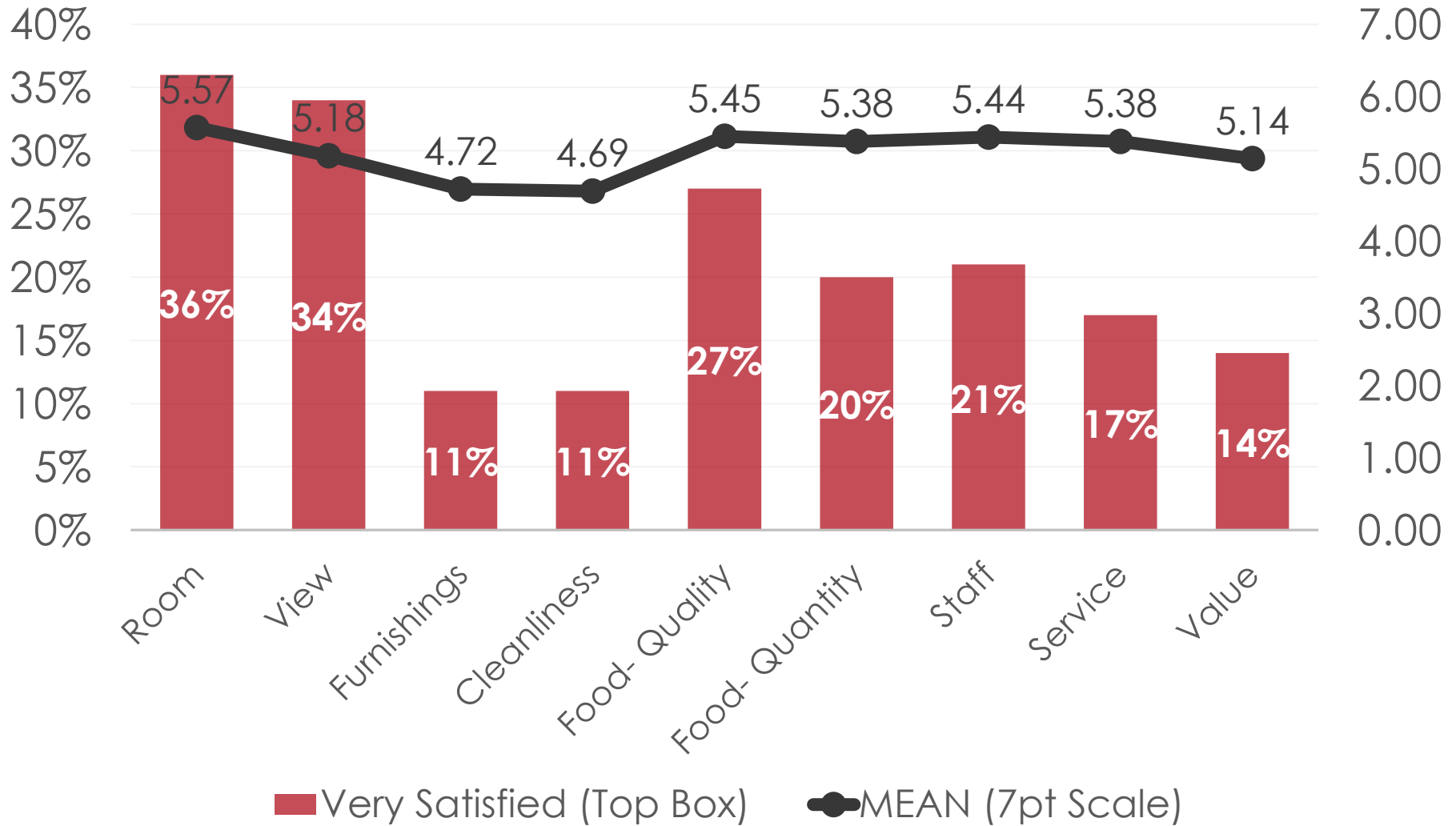
GENERAL SATISFACTION – Quality/ Cleanliness



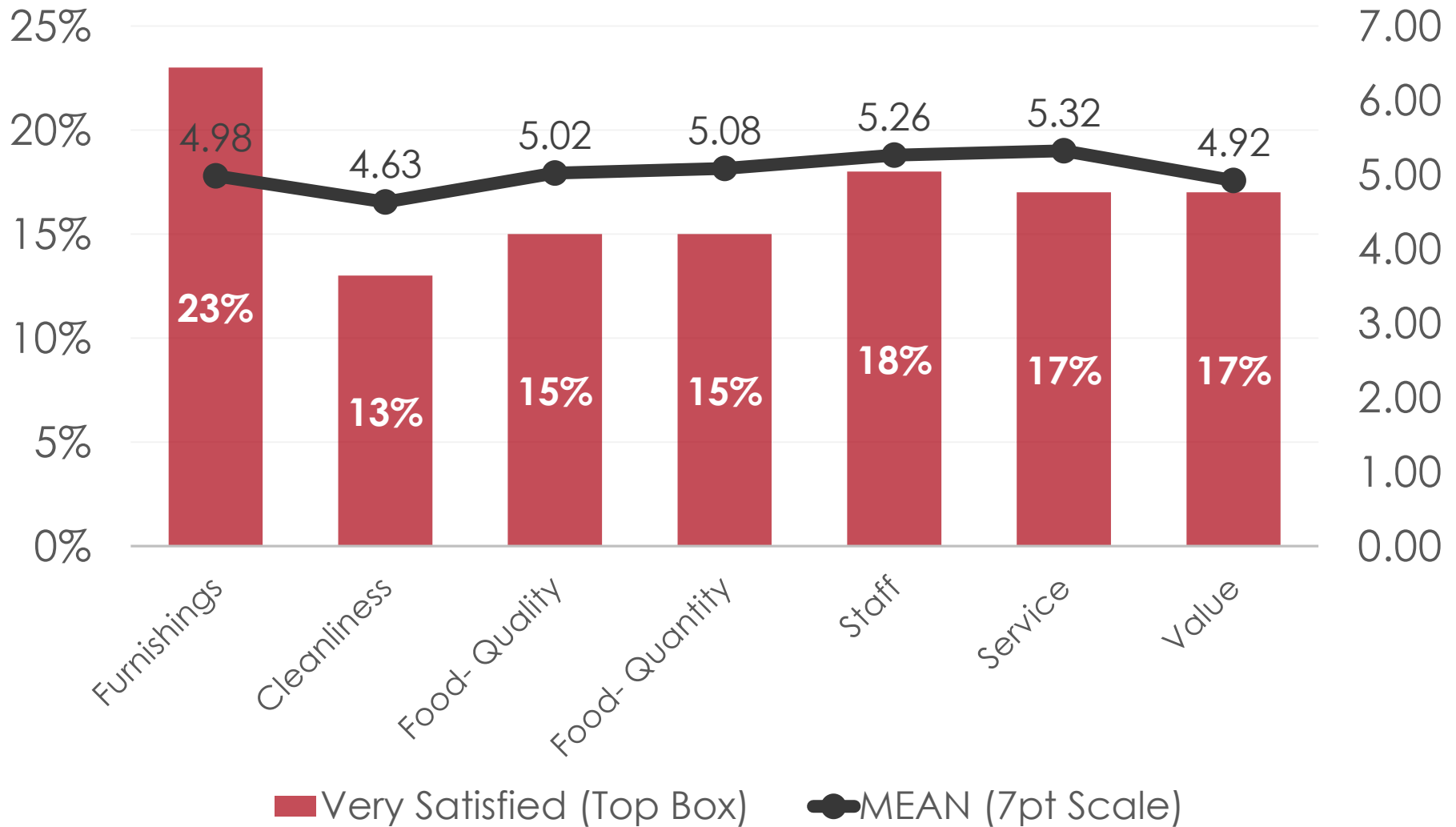
ACCOMMODATIONS – OVERALL SATISFACTION



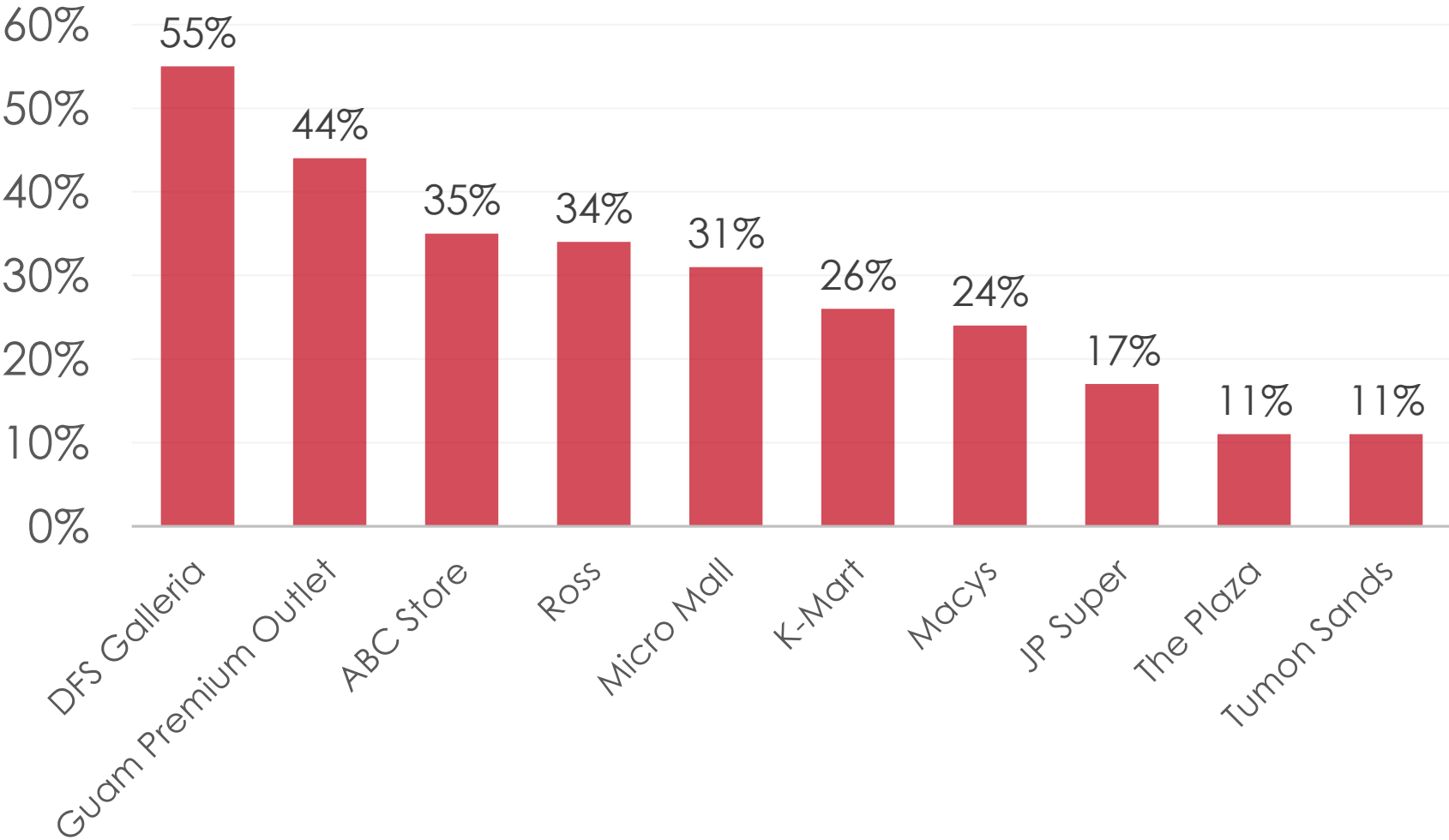
ACCOMMODATIONS – Satisfaction by Category



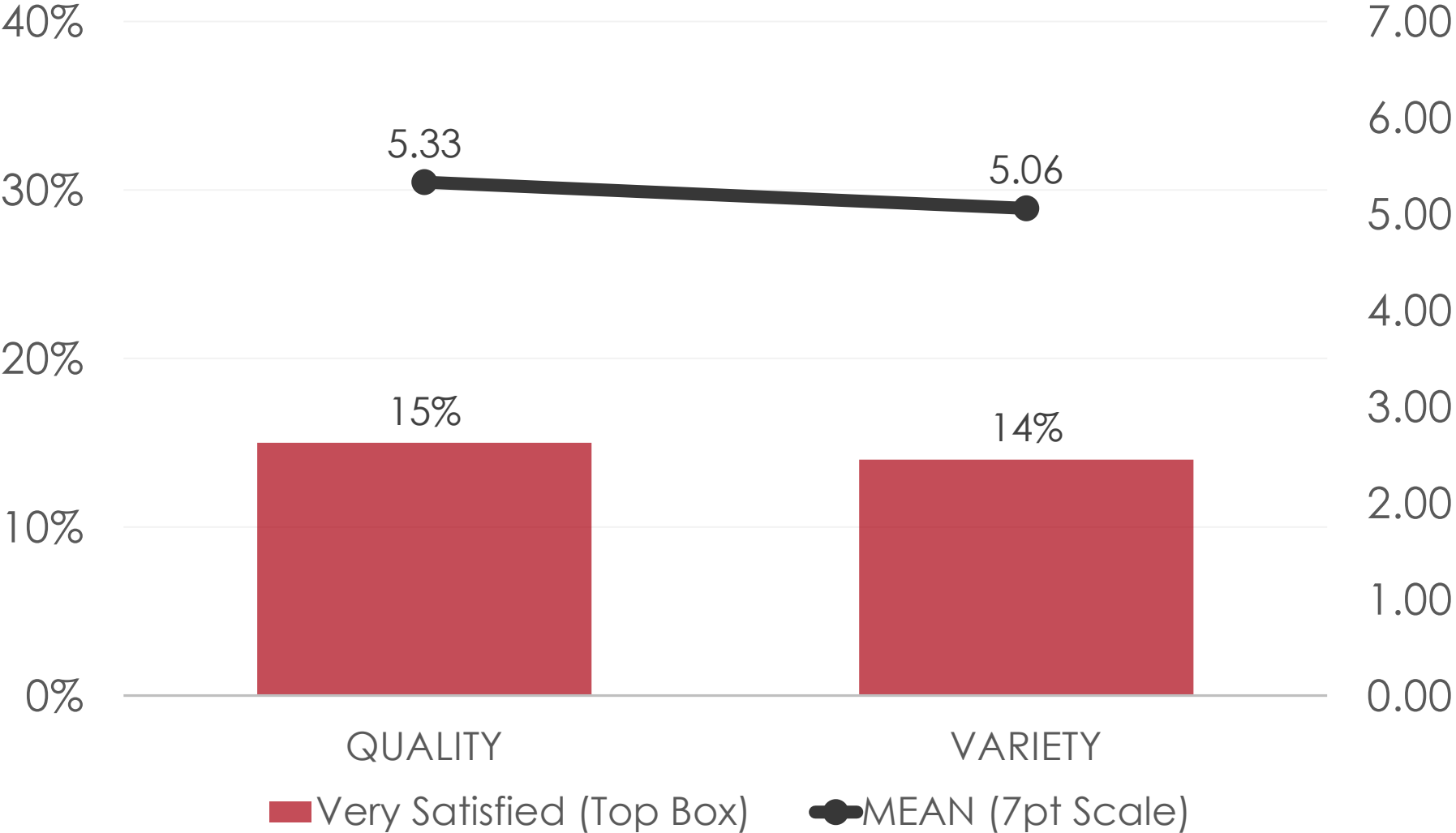
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



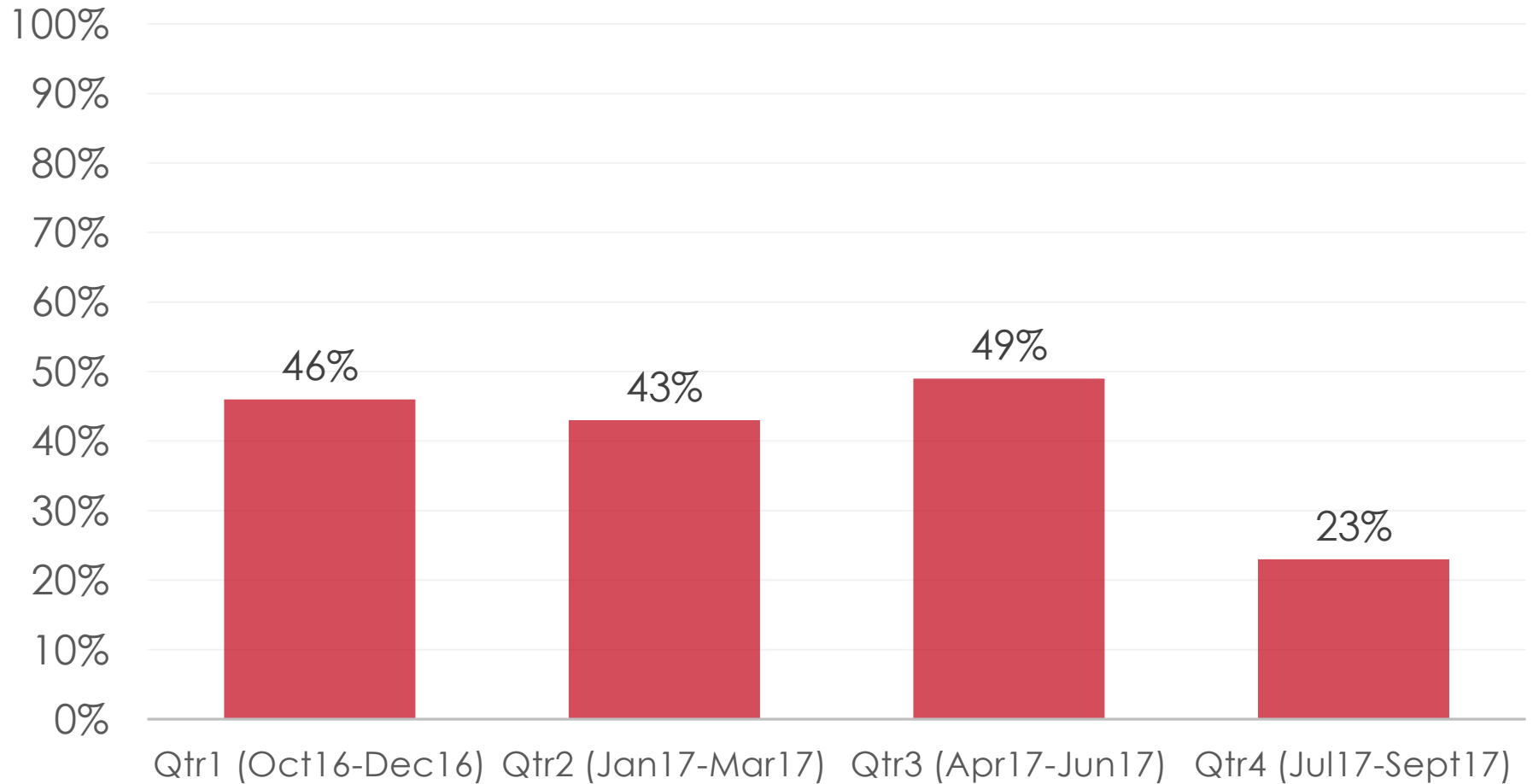
Shopping Malls/ Stores (Top Responses)



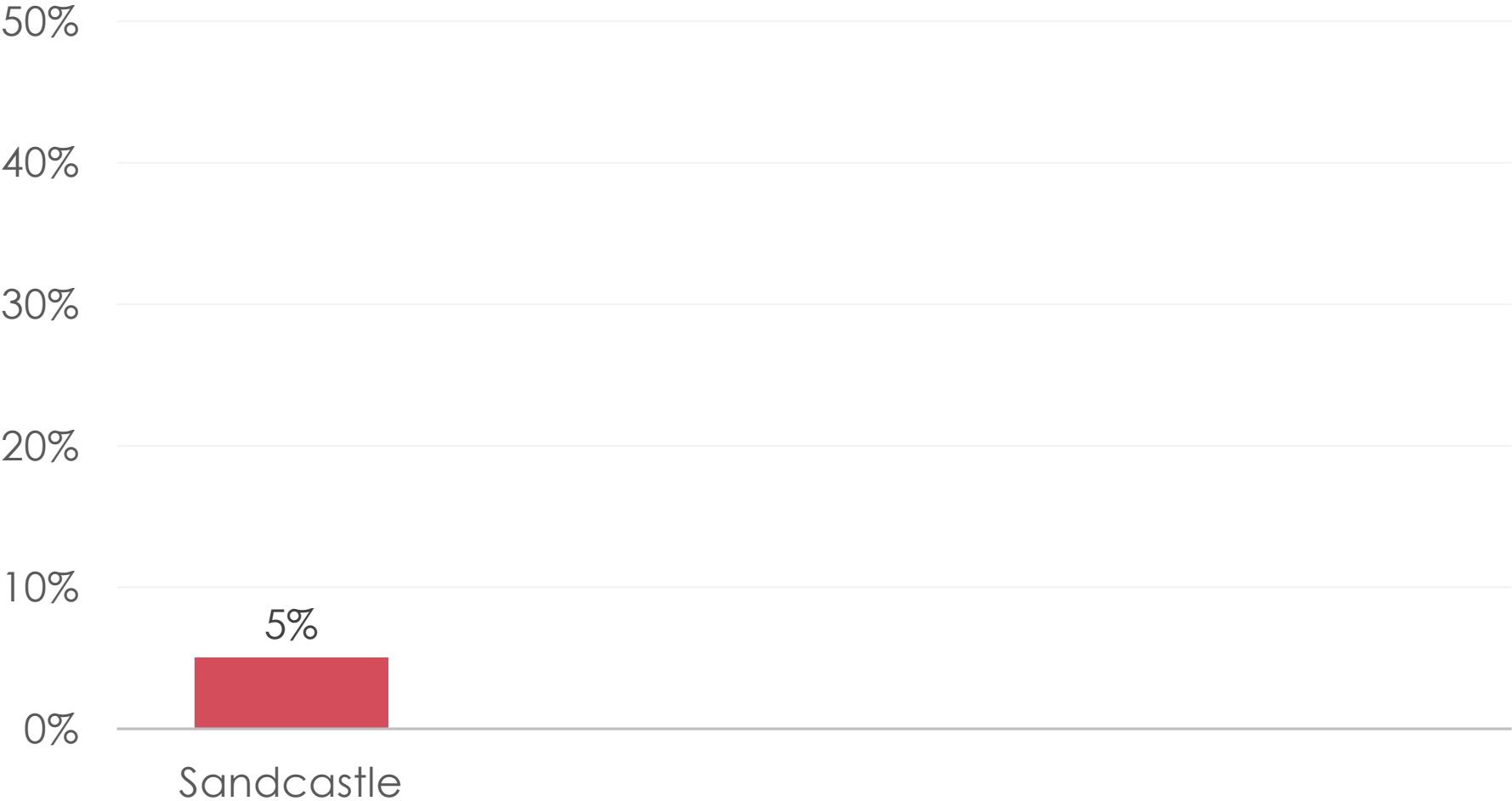
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

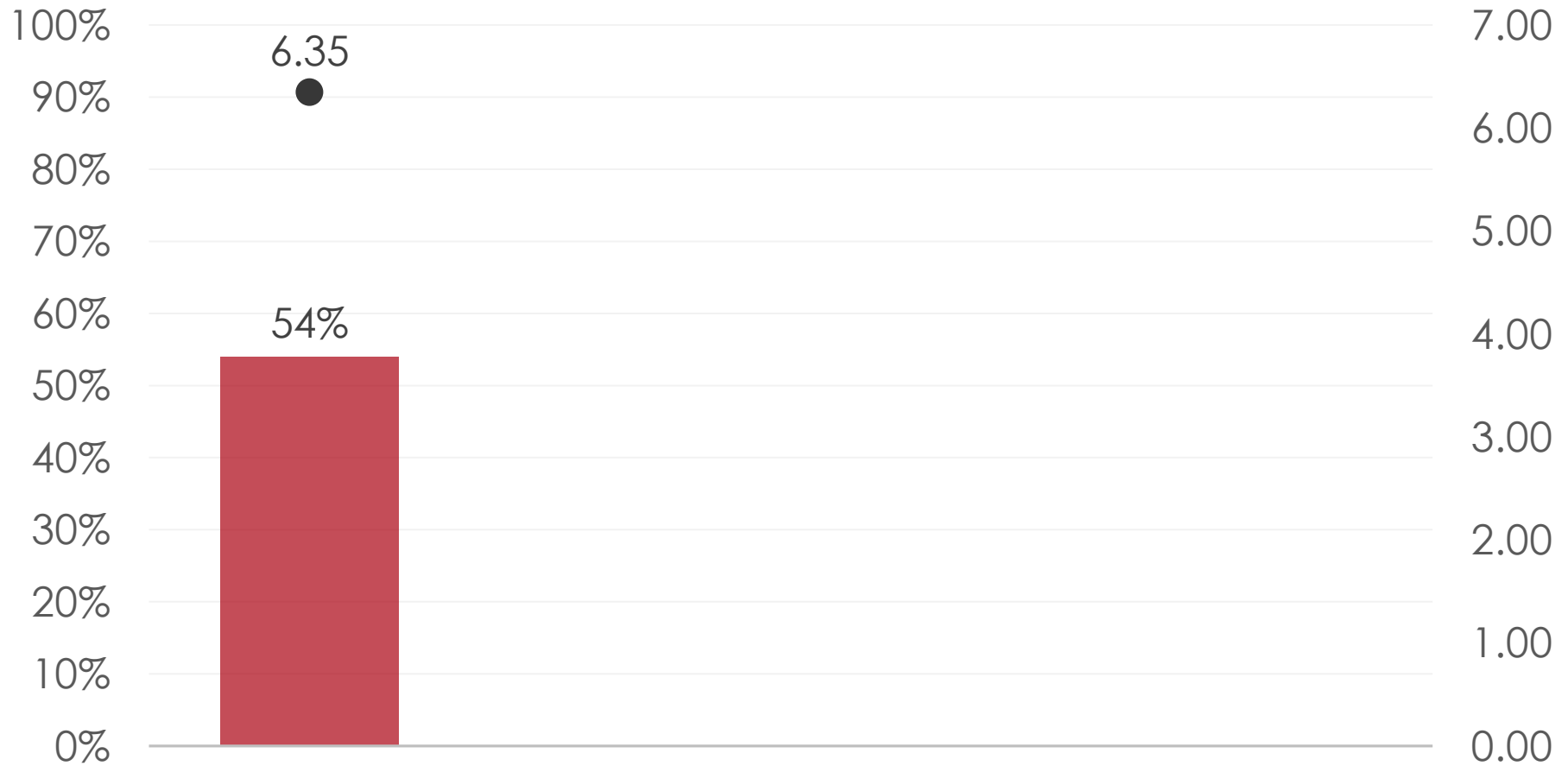


Optional Tour Participation (Top Responses 5%+)



Optional Tour Satisfaction

Top Responses only - Participation (5%+)

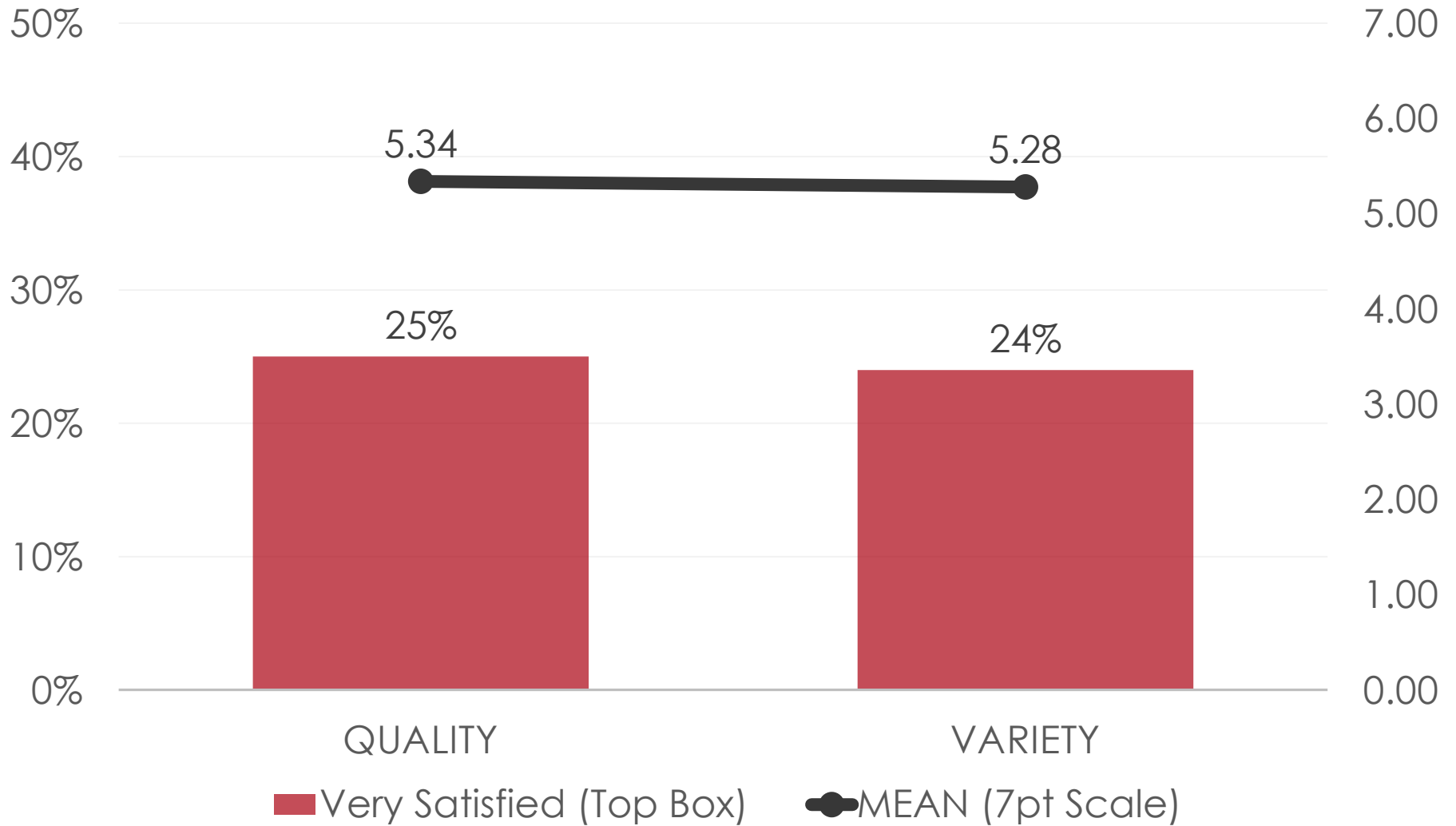


Sandcastle

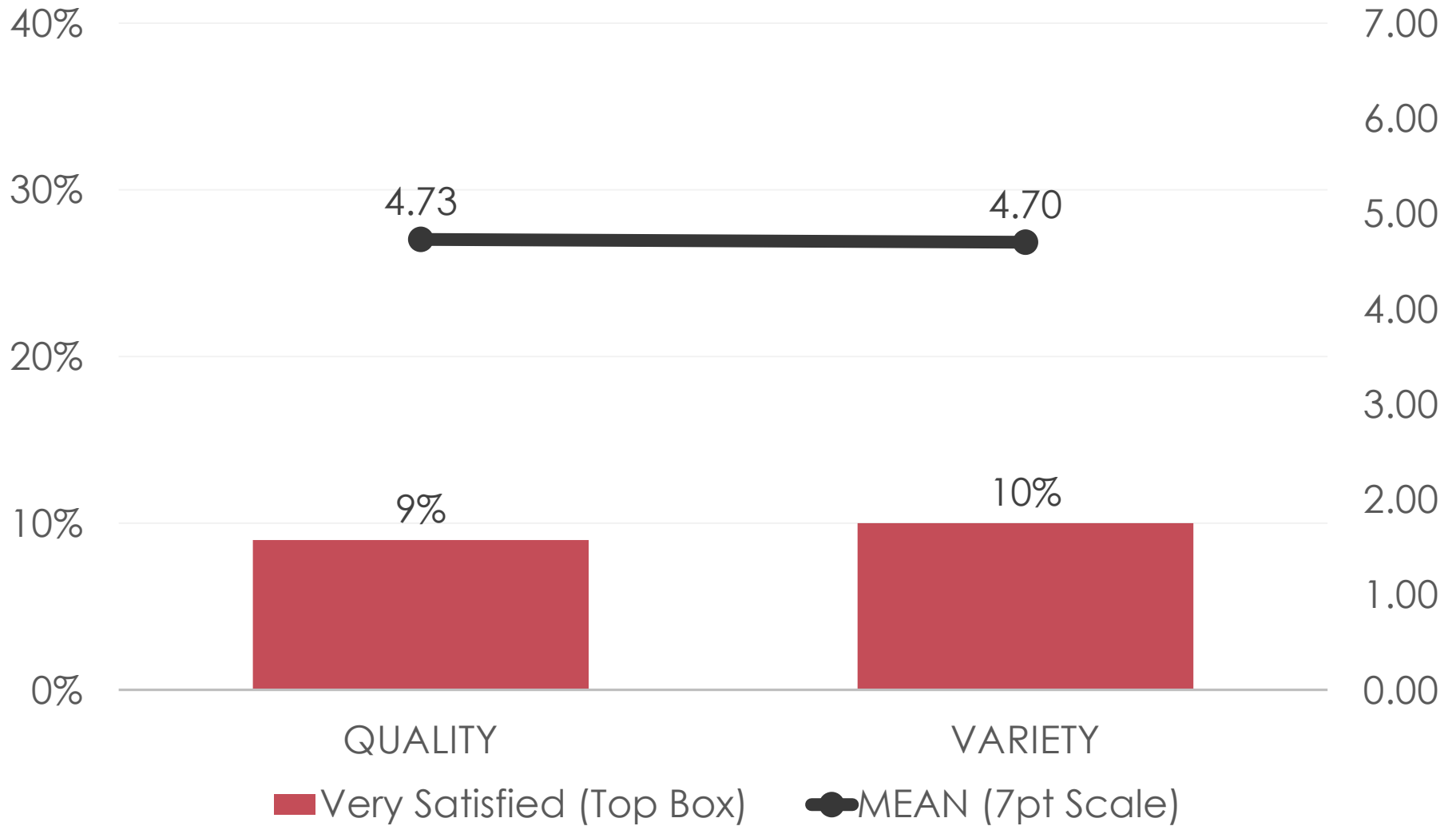
Very Satisfied (Top Box)

MEAN (7pt Scale)

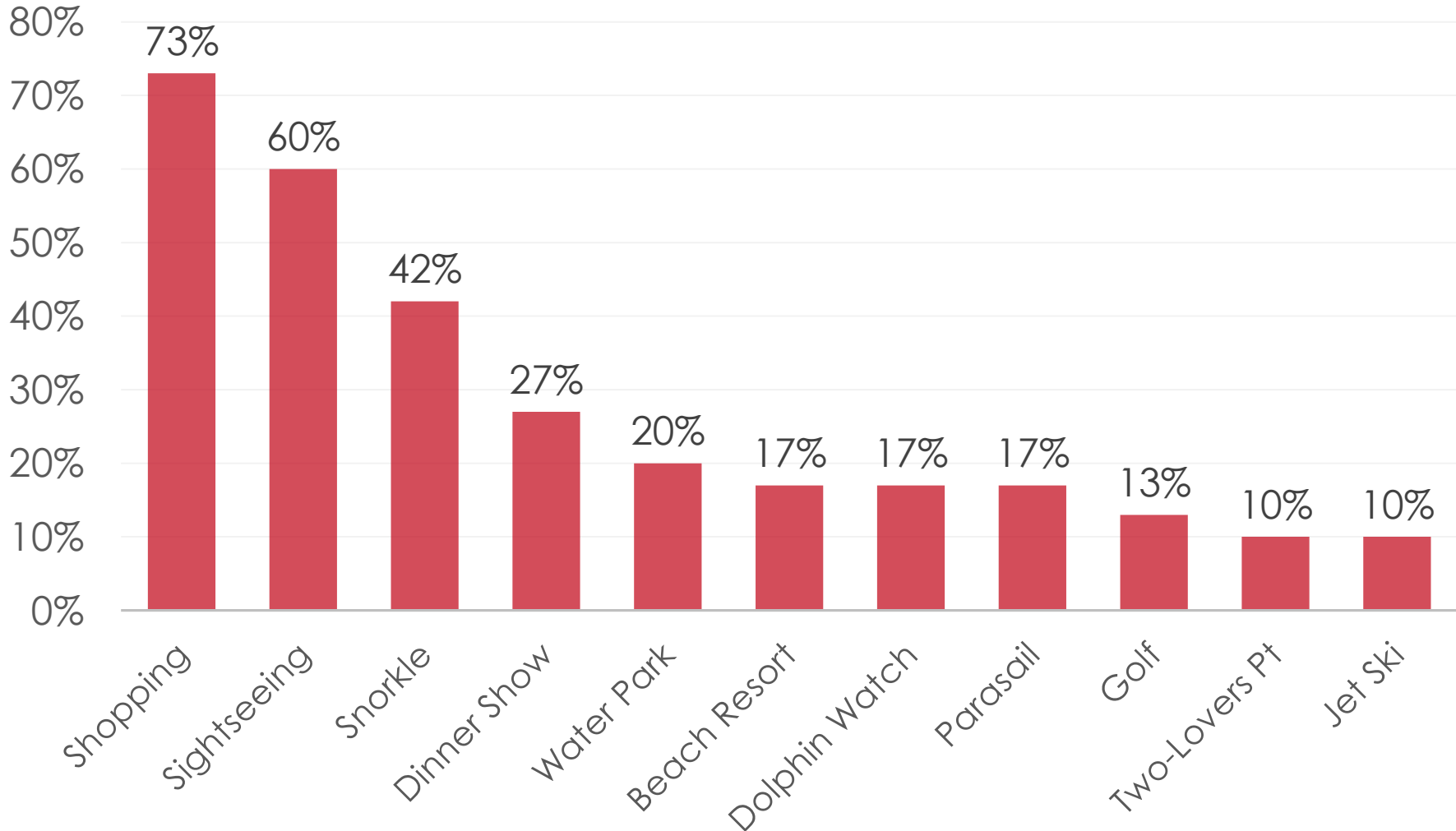
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

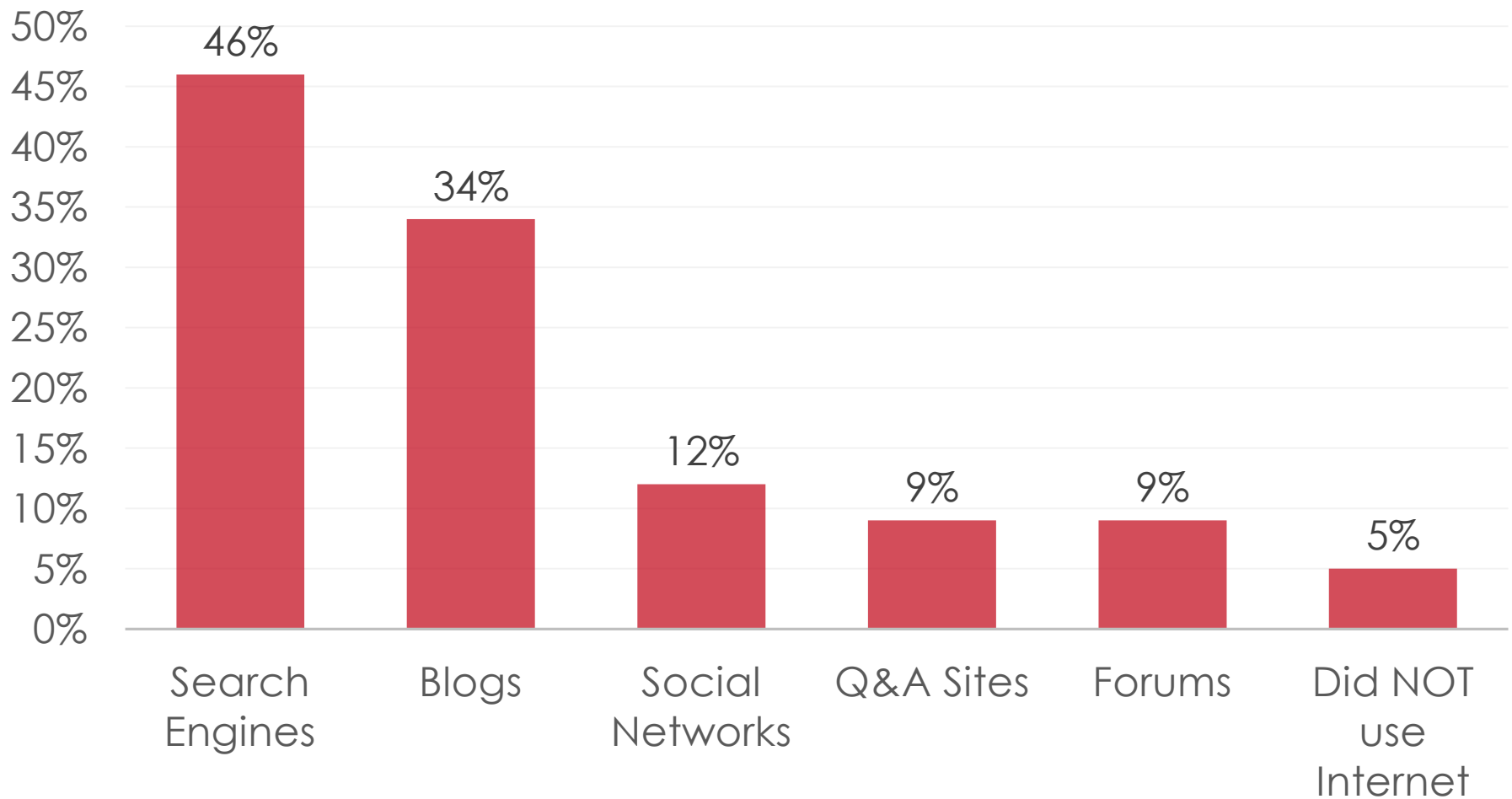


Activities Participation (Top Responses)



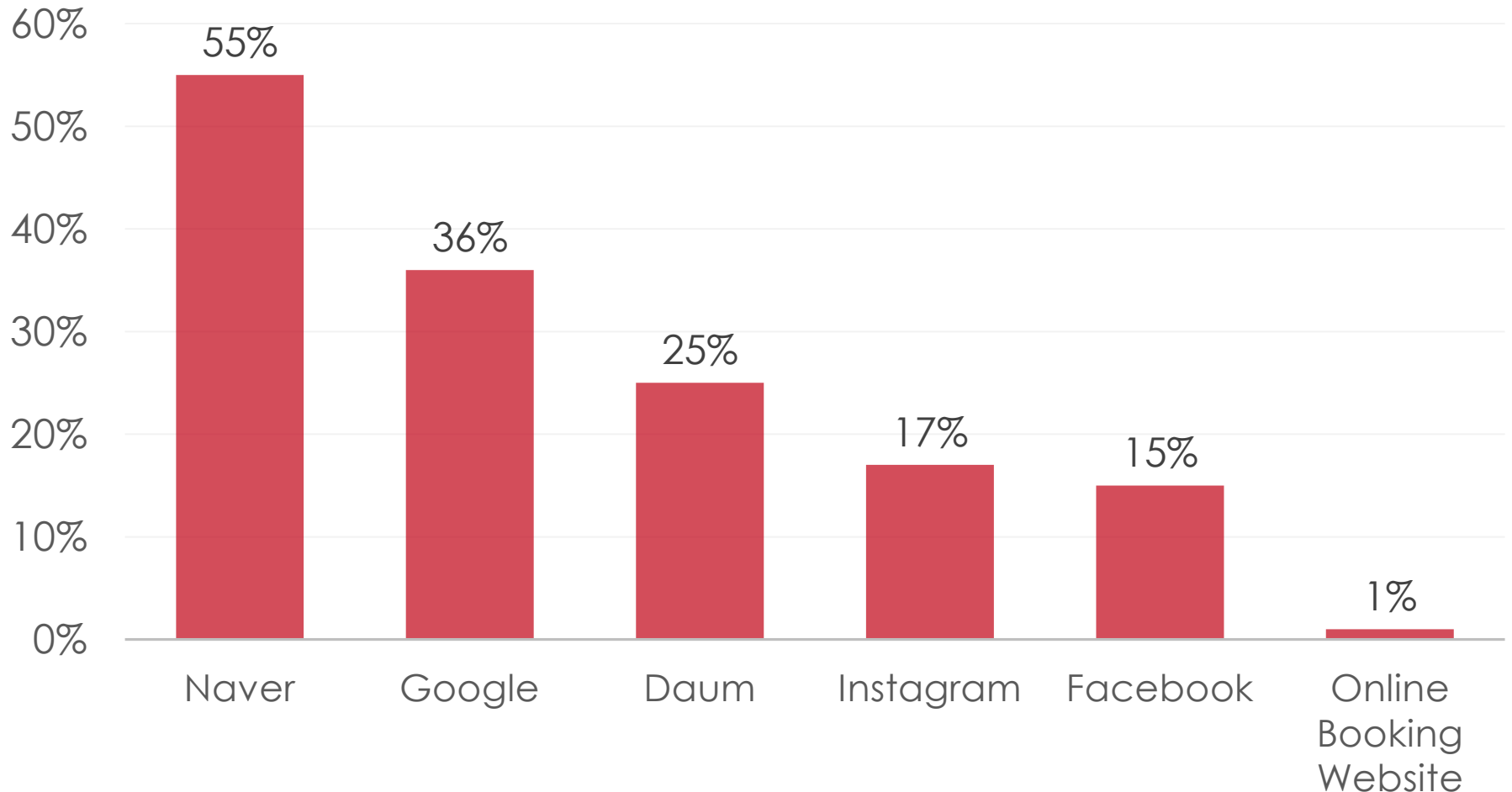
SECTION 5 PROMOTIONS

INTERNET- GUAM SOURCES OF INFORMATION



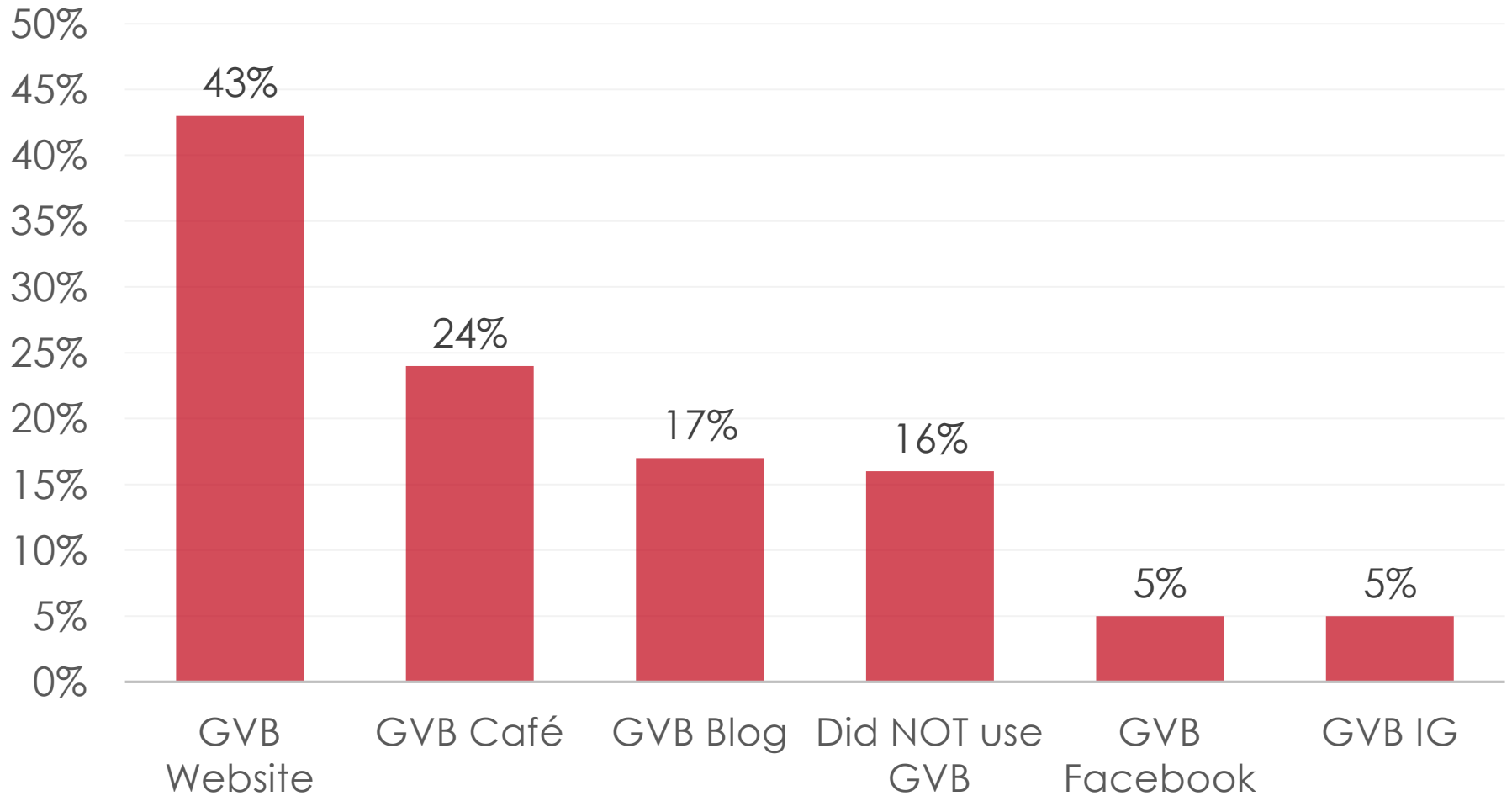
INTERNET- SOURCES OF INFORMATION

Things to do on Guam

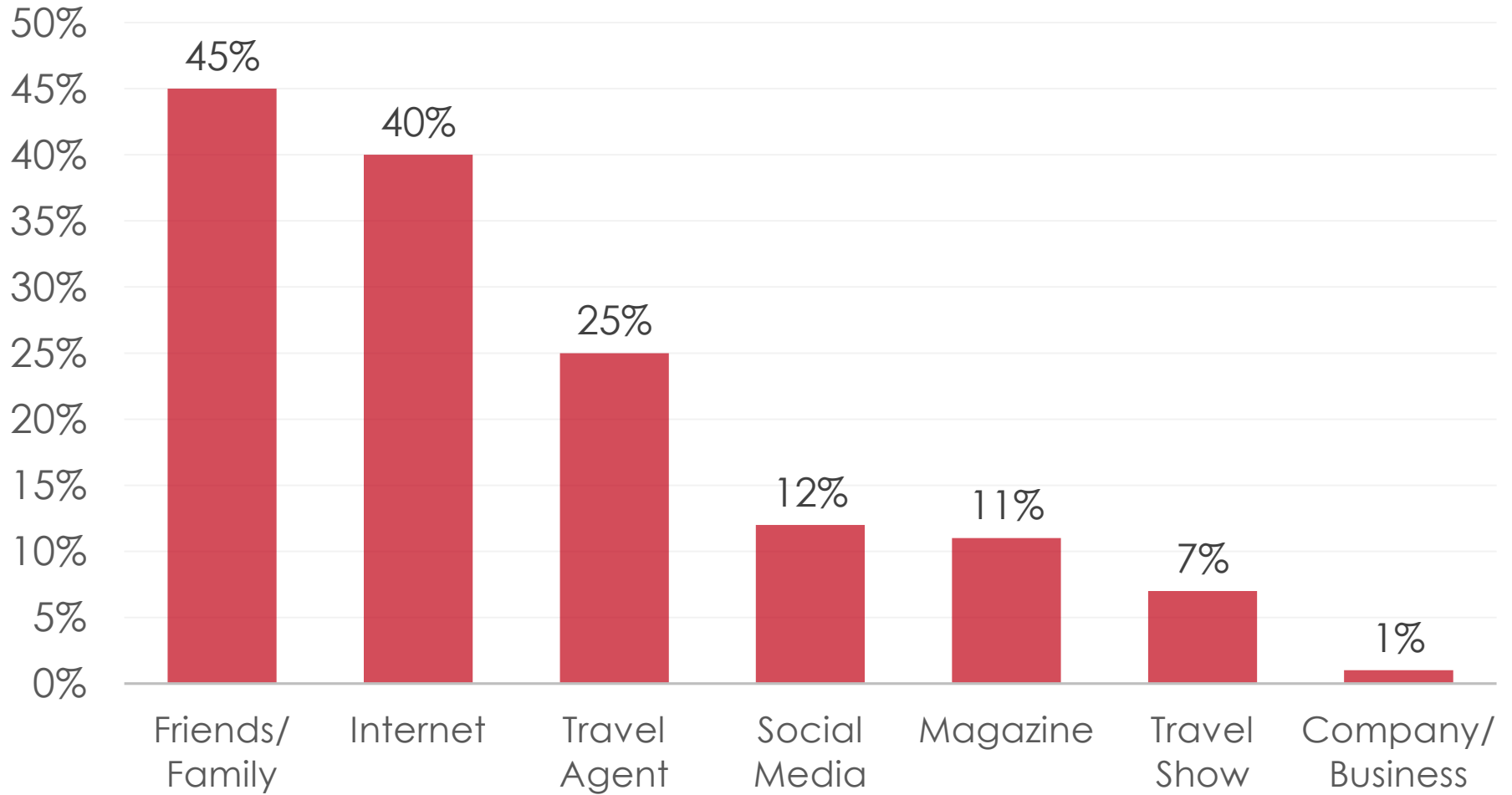


INTERNET- SOURCES OF INFORMATION

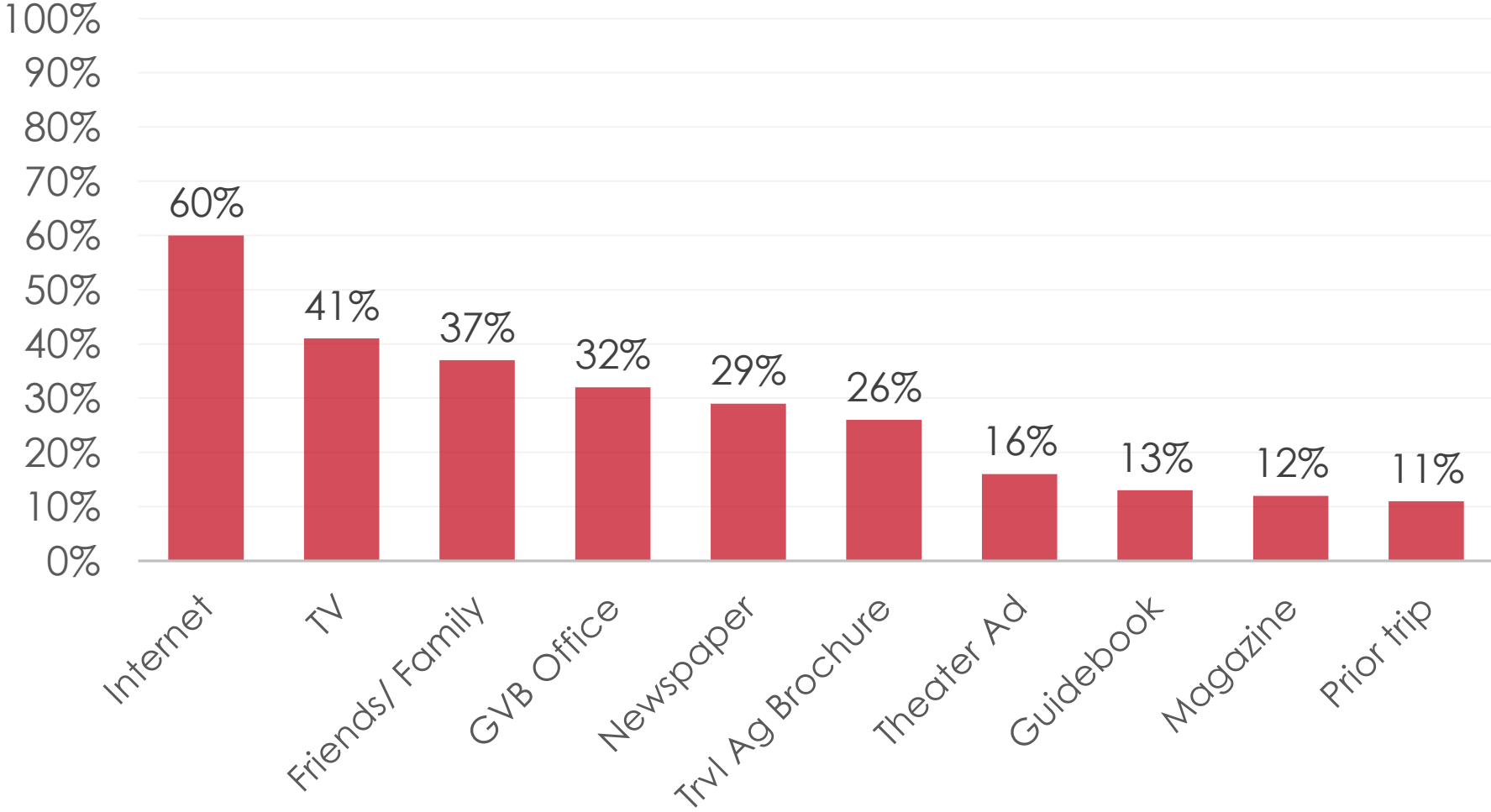
GVB



TRAVEL MOTIVATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

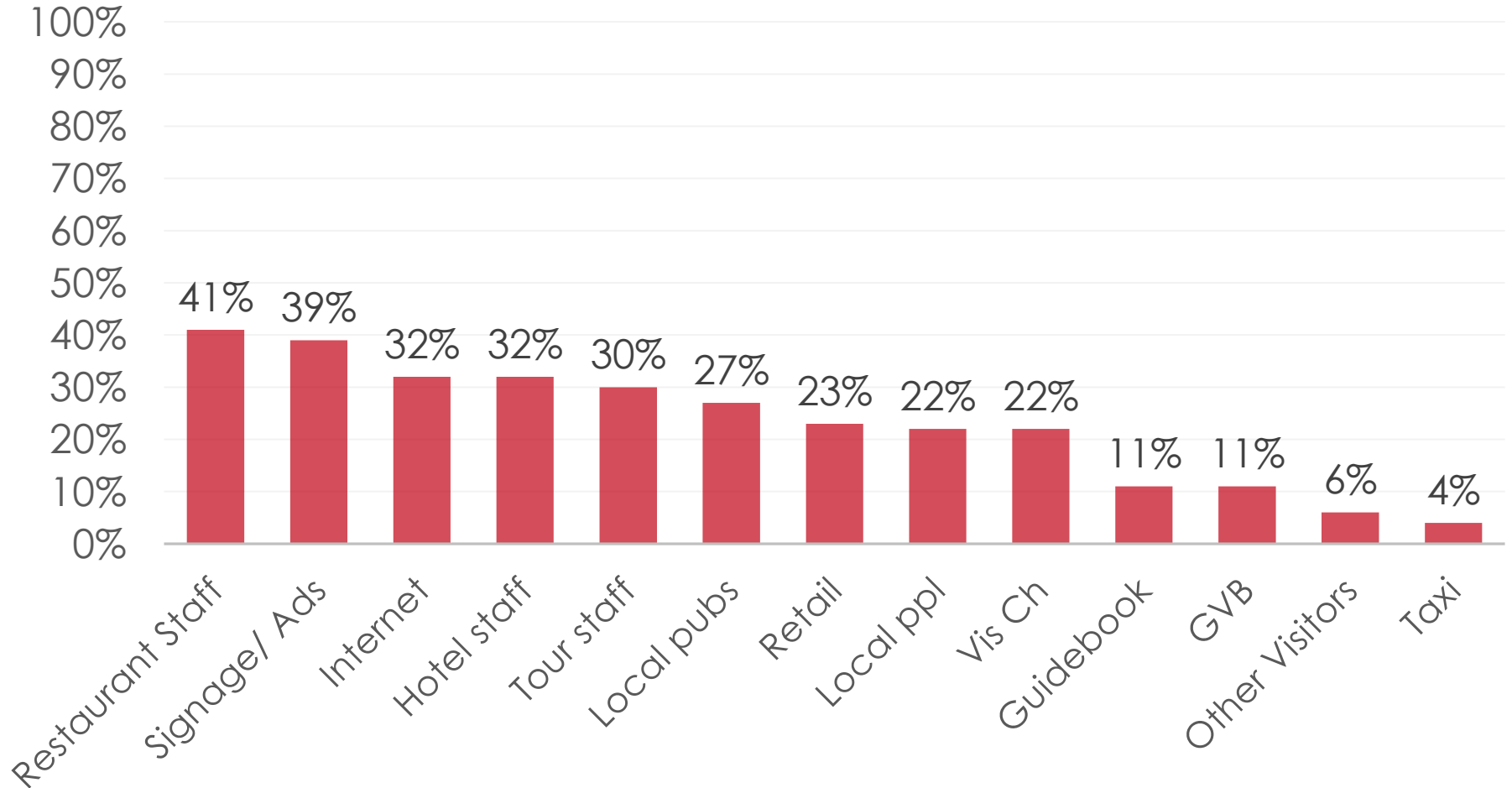
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q1	Internet/Mobile App	60%	46%	96%	67%	70%	29%	36%	55%	69%
	TV	41%	31%	19%	67%	37%	35%	37%	44%	37%
	Friend or relative	37%	8%	35%	67%	47%	12%	23%	30%	46%
	Guam Visitors Bureau office	32%	54%	4%		20%	64%	47%	35%	33%
	Newspaper	29%	31%	38%	33%	25%	35%	19%	32%	18%
	Travel agent brochure	26%	31%	85%		35%	14%	16%	30%	8%
	Theater ads	16%	23%		33%	8%	40%	26%	19%	15%
	Travel guide book at bookstores	13%	15%		33%	15%	7%	3%	9%	25%
	Magazine (consumer)	12%		12%		16%	2%	6%	11%	13%
	I have been to Guam before	11%				7%	21%	61%	12%	12%
	Guam Visitors Bureau promotional activities	10%	23%	12%		8%	18%	8%	10%	9%
	Travel trade shows	6%	8%			5%	18%	13%	7%	7%
	Co-worker/ company travel department	4%	23%			5%	3%	5%	4%	6%
	Consumer travel shows	2%	8%			1%	4%		2%	1%
	Radio	0%				0%			0%	0%
	Total	1075	13	26	3	565	194	199	945	357

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:

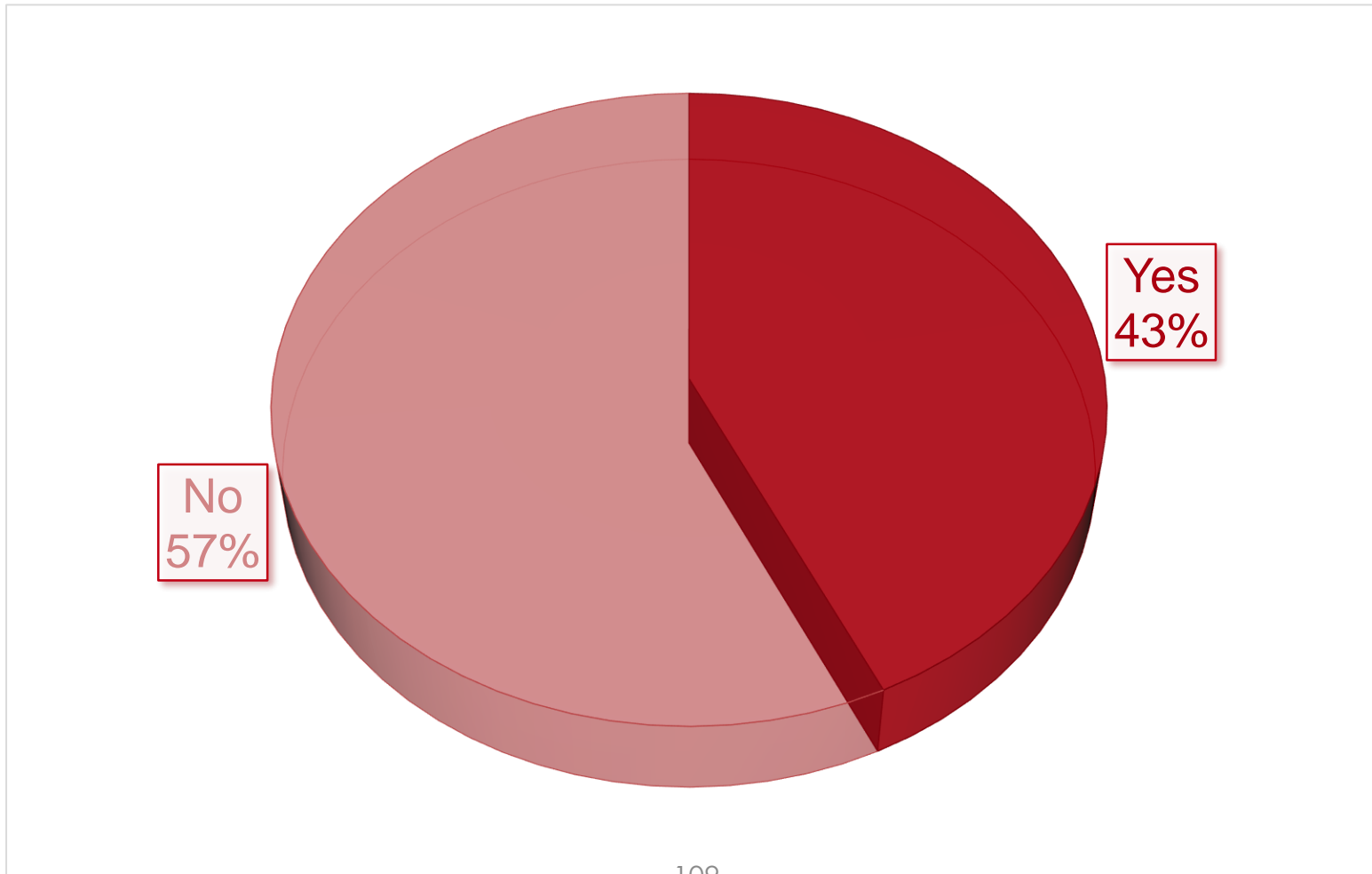
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q2	Restaurant staff (outside hotel)	41%	46%	15%	67%	29%	74%	61%	45%	39%
	Signs/ advertisement	39%	23%	65%	33%	47%	22%	22%	38%	38%
	Hotel staff	32%	23%	42%	67%	31%	22%	33%	34%	26%
	Internet/Mobile App	32%	31%	31%	33%	35%	28%	24%	26%	45%
	Tour staff	30%	23%	88%	33%	42%	12%	17%	31%	15%
	Local publication	27%	15%	27%		30%	18%	20%	26%	25%
	Retail staff	23%	46%		33%	15%	42%	37%	25%	22%
	Local people	22%	46%	12%		21%	14%	28%	21%	23%
	Visitors channel	22%	31%	4%		16%	38%	29%	24%	19%
	Guide books I brought with me	11%	8%	4%	33%	16%	2%	3%	6%	23%
	Guam Visitors Bureau	11%				7%	21%	19%	12%	14%
	Other visitors	6%		4%		5%	7%	5%	7%	5%
	Taxi drivers	4%	8%	4%		5%	1%	2%	3%	4%
	Total	1074	13	26	3	564	194	199	944	357

Prepared by Anthology Research

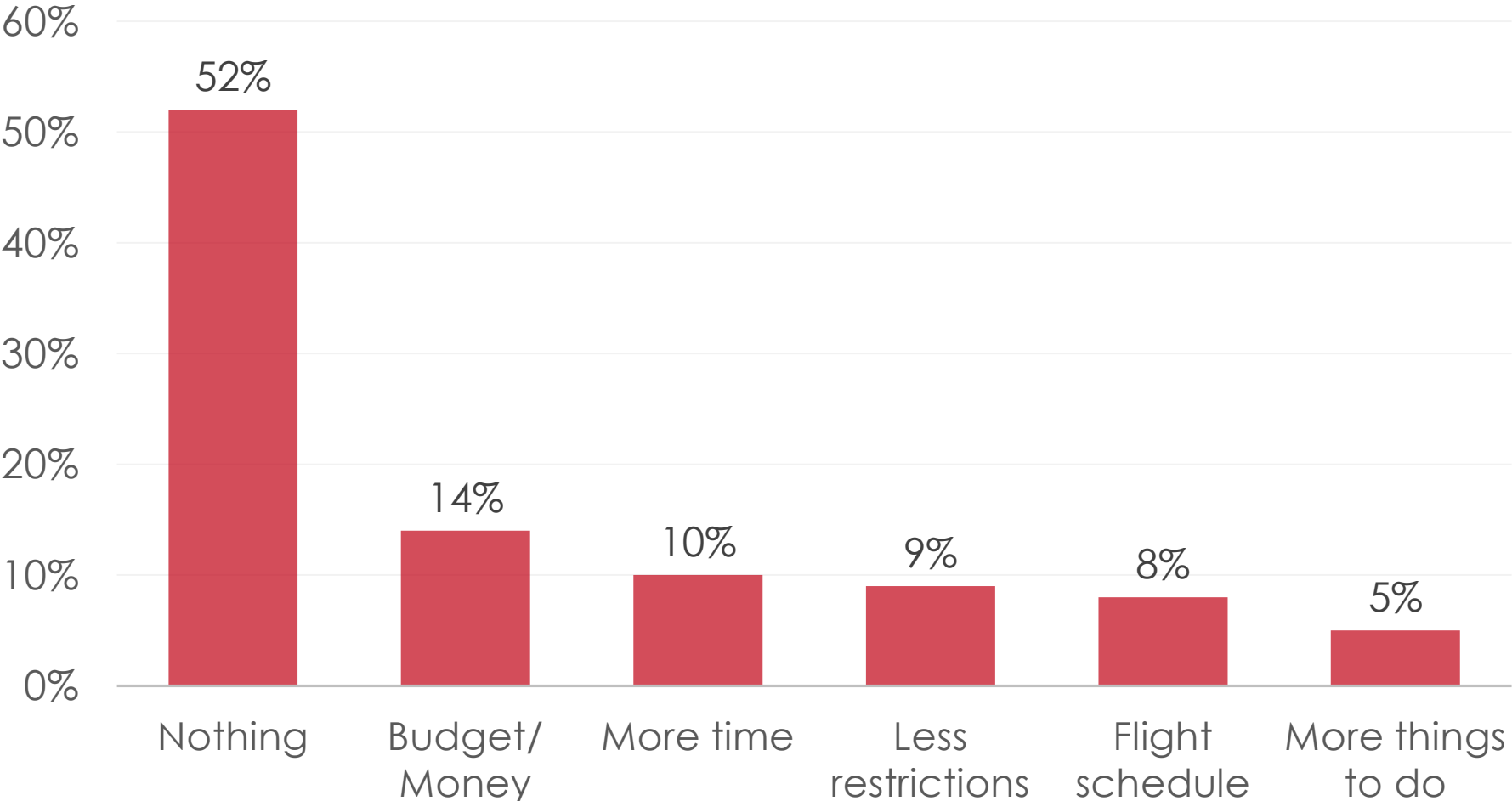
SECTION 6

FUTURE TRAVEL TO GUAM

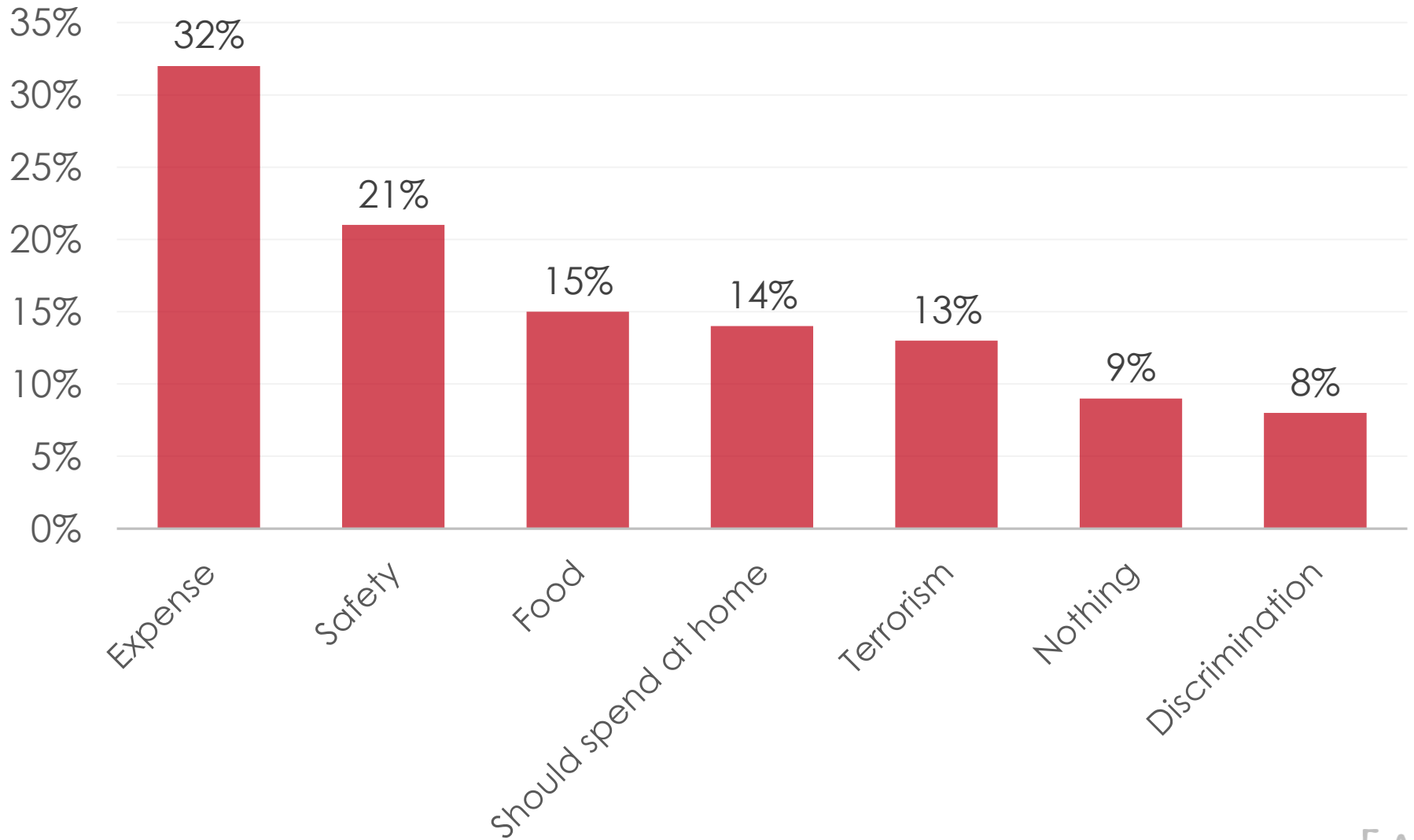
Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



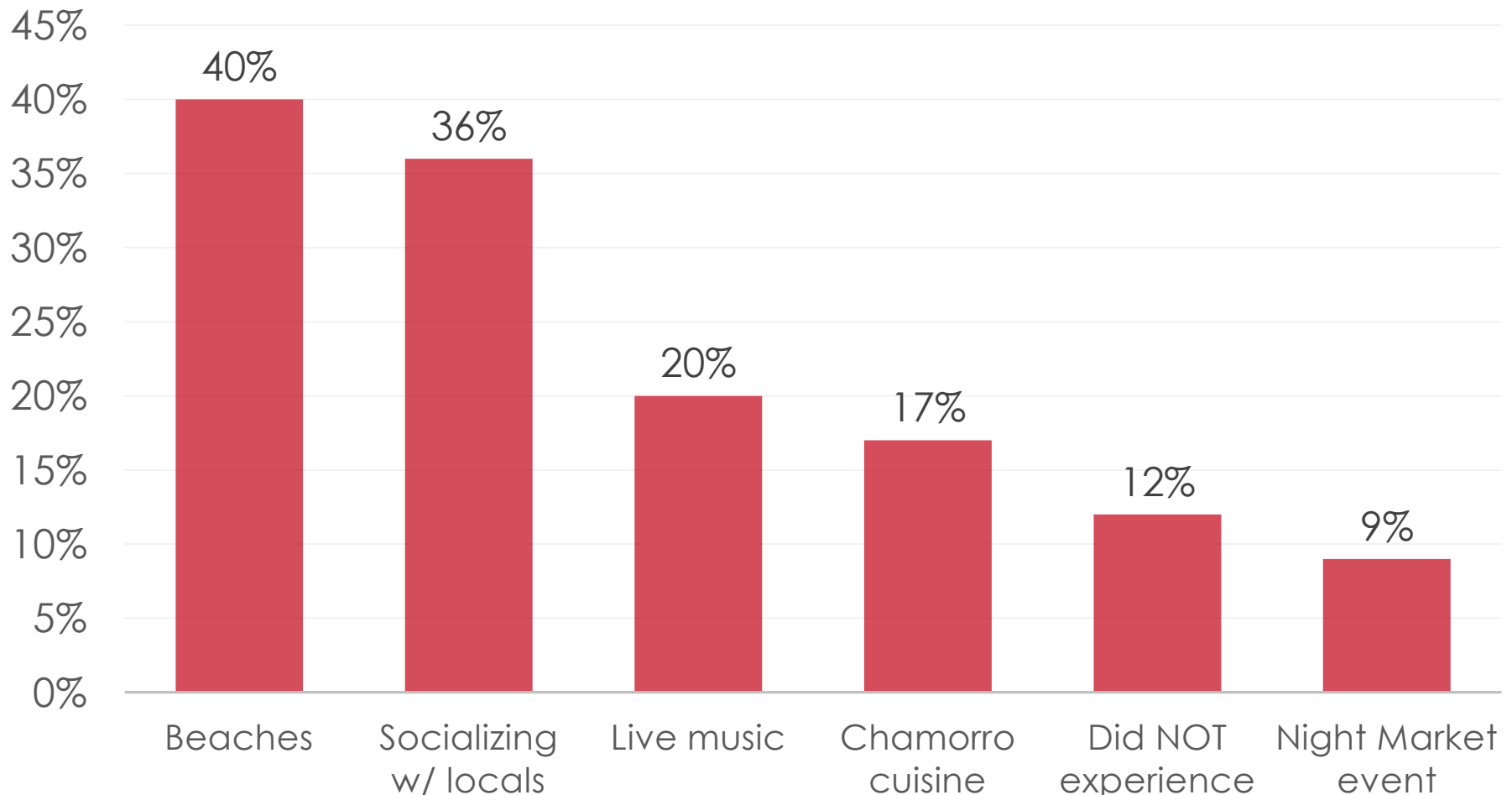
FUTURE TRAVEL CONCERNS



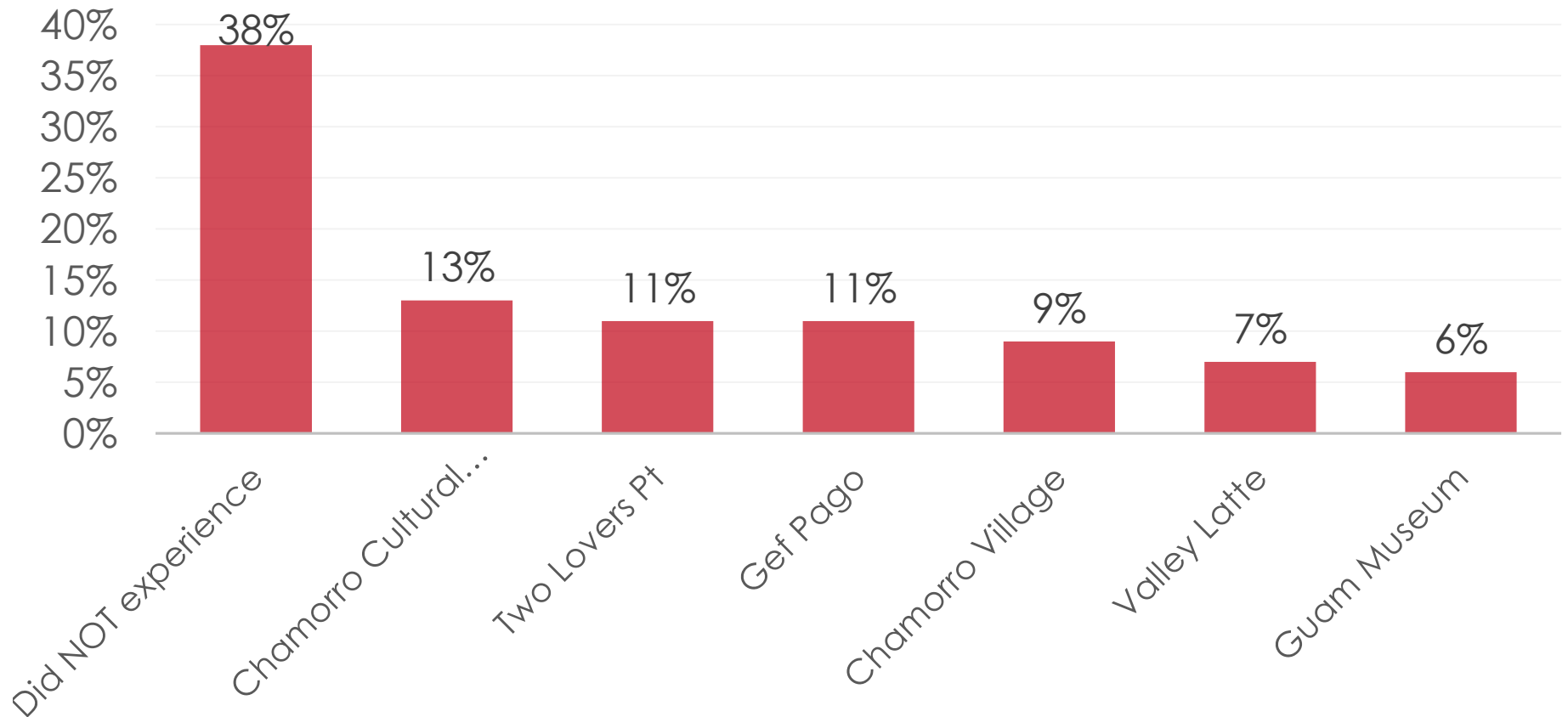
SECTION 7

GUAM CULTURE

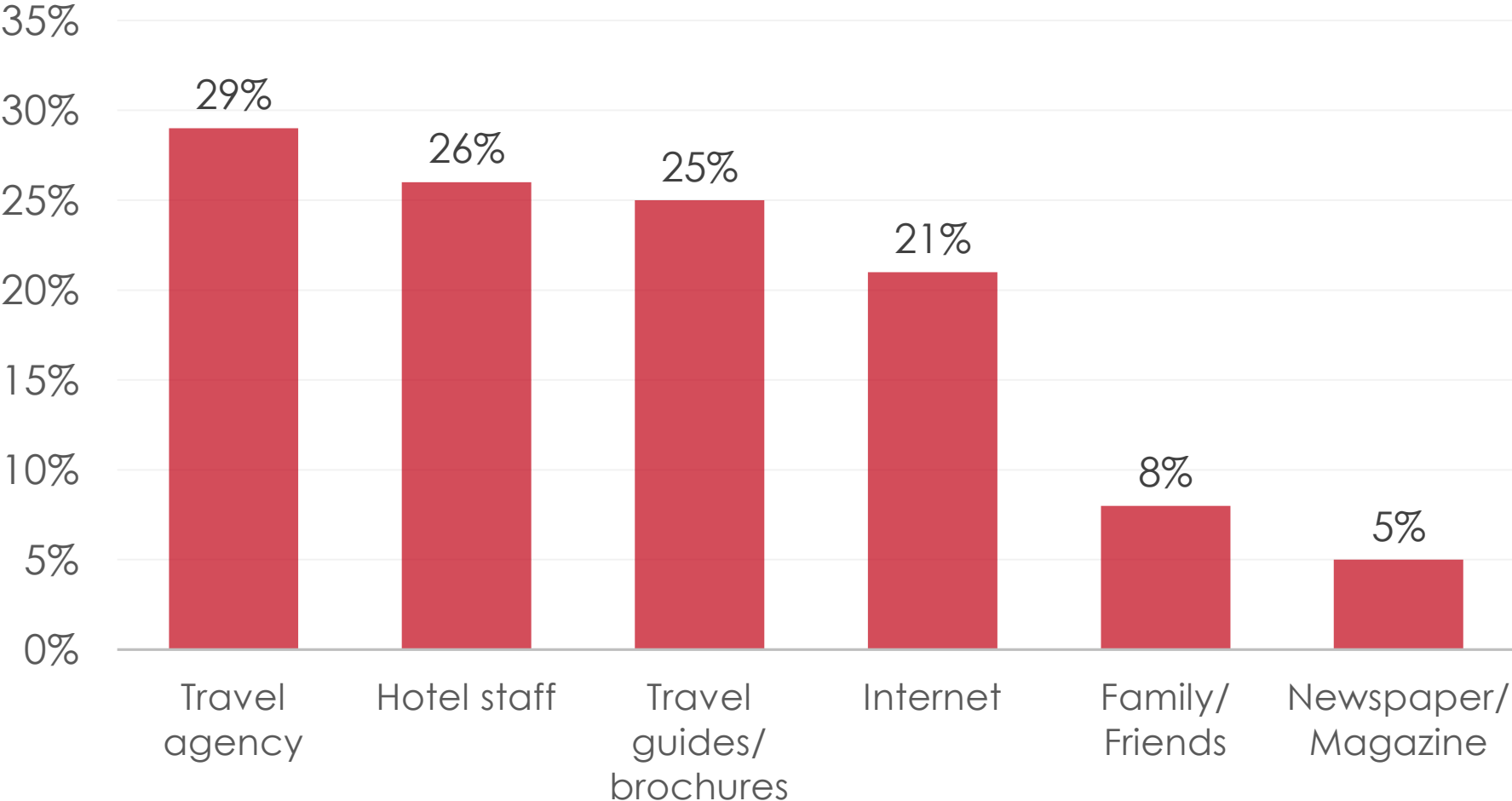
EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



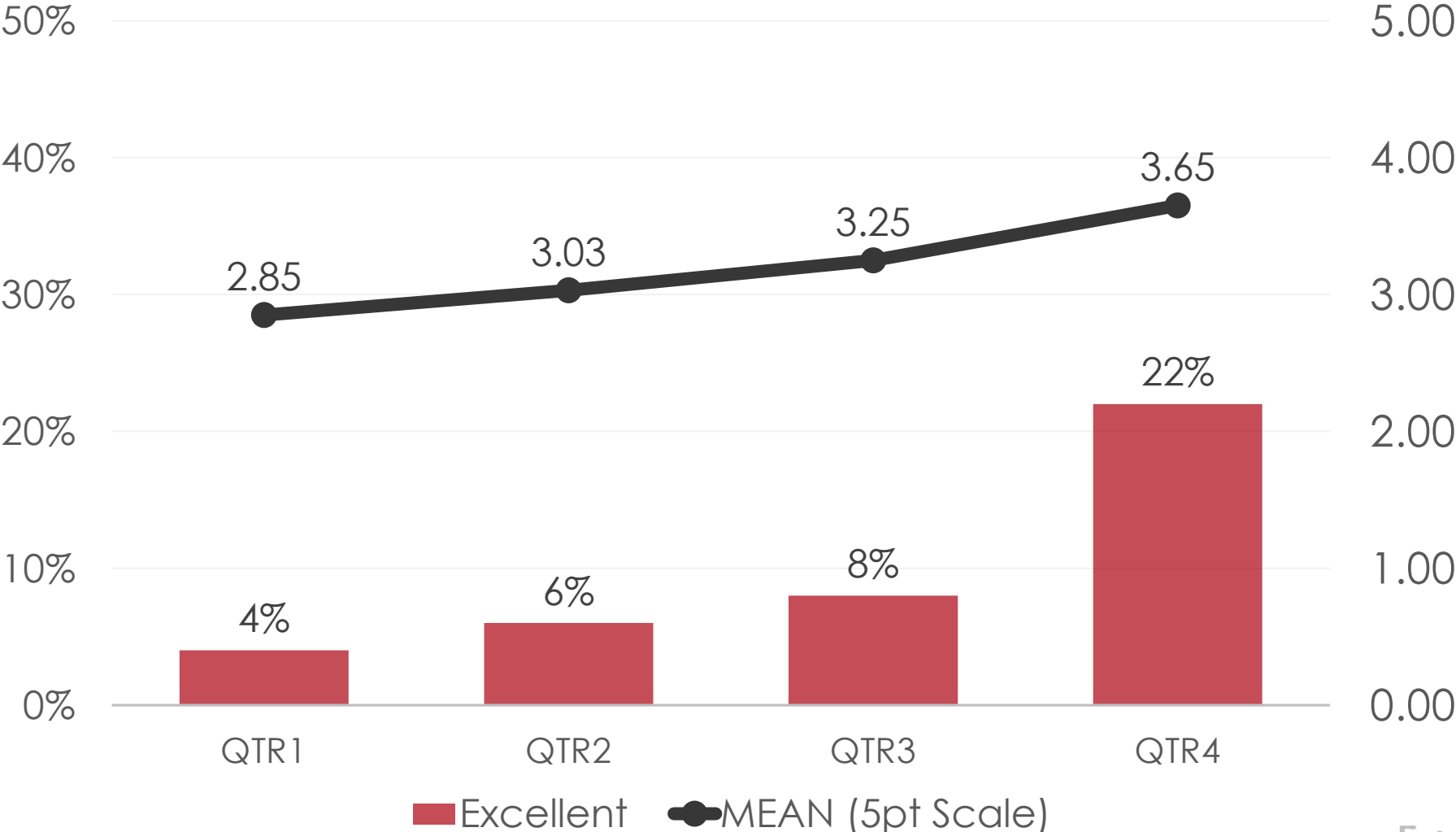
EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS



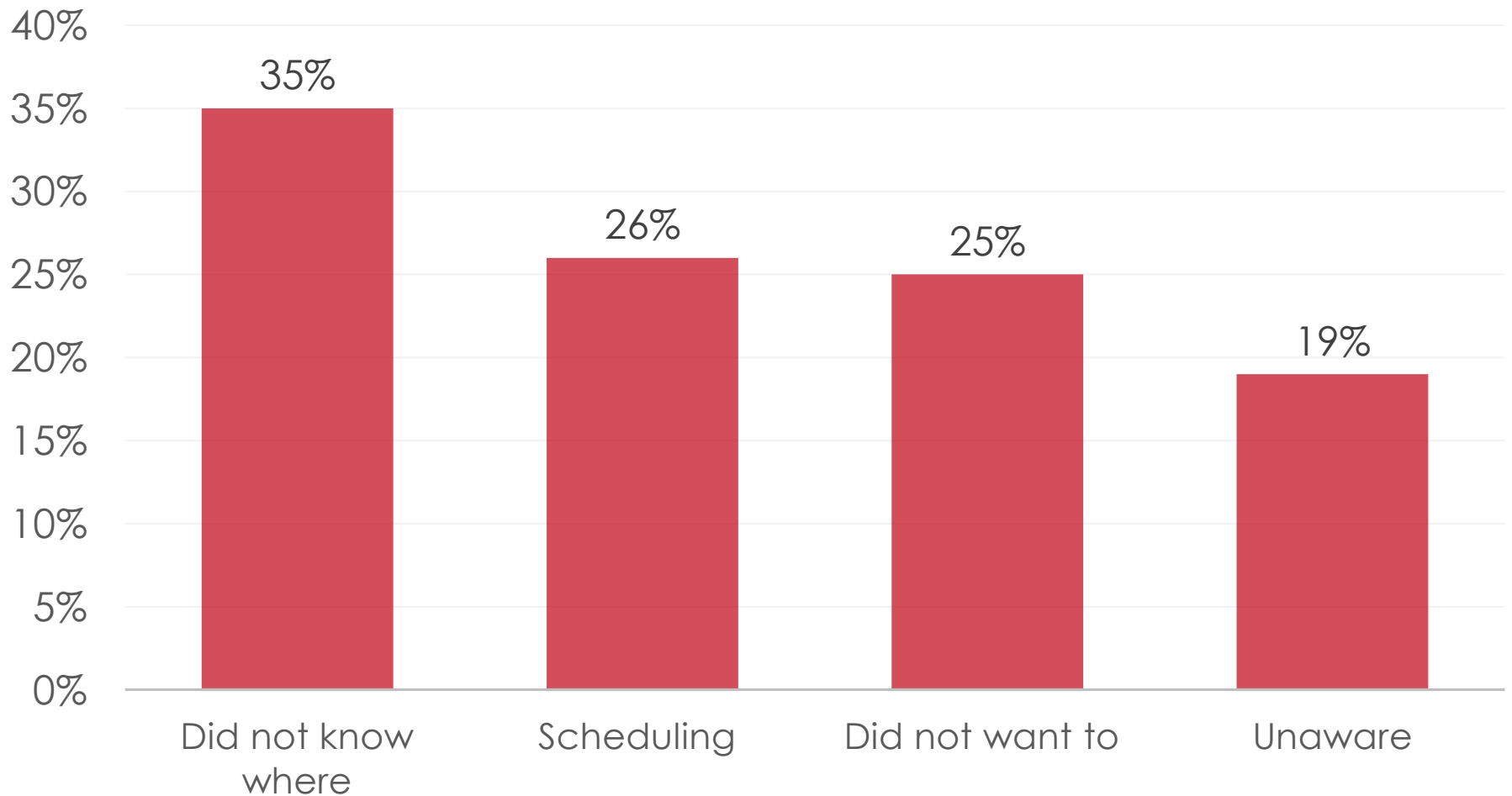
SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS



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

Comparison of Drivers of Overall Satisfaction, 1st, 2nd, 3rd and 4th Qtr. 2017, and Overall 2017					
	1st Qtr 2017	2nd Qtr 2017	3rd Qtr 2017	4th Qtr. 2017	Combined O1-4 Qtr. 2017
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks	3	5		4	4
Ease of getting around	7	7	8		11
Safety walking around at night				3	8
Quality of daytime tours		2			2
Variety of daytime tours			2	5	
Quality of nighttime tours			7		
Variety of nighttime tours					
Quality of shopping	5			7	9
Variety of shopping					
Price of things on Guam					
Quality of hotel accommodations	4	4	6	1	5
Quality/cleanliness of air, sky		8	4		7
Quality/cleanliness of parks	8				
Quality of landscape in Tumon	1	1		2	1
Quality of landscape in Guam	9	6	1		10
Quality of ground handler	6		5		6
Quality/cleanliness of transportation vehicles	2	3	3	6	3
% of Per Person On Island Expenditures Accounted For	56.4%	51.7%	45.1%	33.3%	46.6%

NOTE: Only significant drivers are included.

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by seven significant factors in the 4th Quarter FY2017 Period. By rank order they are:
 - **Quality of hotel accommodations,**
 - **Quality of landscape in Tumon,**
 - **Safety walking around at night,**
 - **Quality & cleanliness of beaches & parks,**
 - **Variety of day time tours,**
 - **Quality, cleanliness of transportation vehicles, and**
 - **Quality of shopping.**
- With all seven factors the overall r^2 is .333 meaning that **33.3% 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 and 4th Qtr. 2017 and Overall 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	3			1	1
Ease of getting around					
Safety walking around at night					3
Quality of daytime tours					
Variety of daytime tours					
Quality of nighttime tours					
Variety of nighttime tours					2
Quality of shopping					
Variety of shopping					
Price of things on Guam	2				
Quality of hotel accommodations					
Quality/cleanliness of air, sky					
Quality/cleanliness of parks					
Quality of landscape in Tumon					
Quality of landscape in Guam					
Quality of ground handler	1			2	
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	2.9%	0.0%	0.0%	11.1%	1.1%

NOTE: Only significant drivers are included.

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by two significant factors in the 4th Quarter FY2017 period. By rank order they are:
 - **Quality & cleanliness of beaches & parks, and**
 - **Quality of ground handler.**
- With these factors the overall r^2 is .111 meaning that **11.1% of per person on island expenditure is accounted for by these factors.**