



Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 - QTR.4 (JUL-SEPT 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 1,100 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 1,100 is +/- 2.95 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 +/- 2.95 percentage points.



Objectives

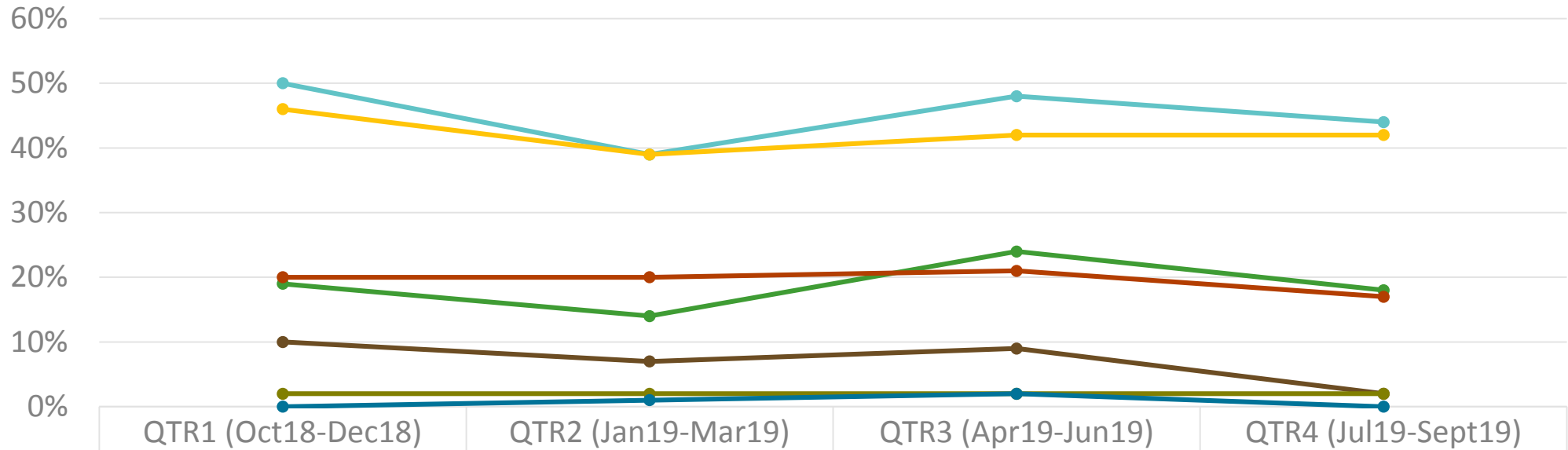
- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan marketing plan.
- Identify significant determinants of visitor satisfaction, 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%	44%
Repeat	46%	39%	42%	42%
Office Lady	19%	14%	24%	18%
Wedding	10%	7%	9%	2%
Silver	2%	2%	2%	2%
Group	20%	20%	21%	17%
MICE	0%	1%	2%	0%

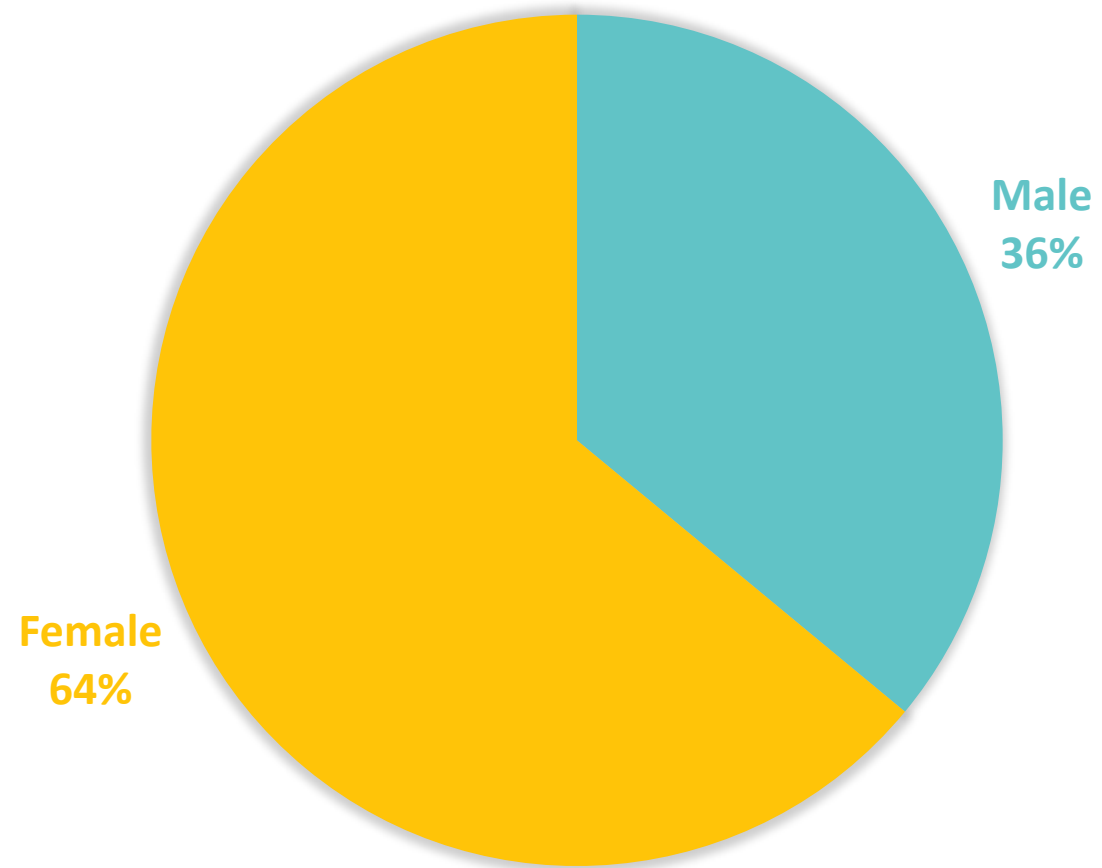


SECTION 1

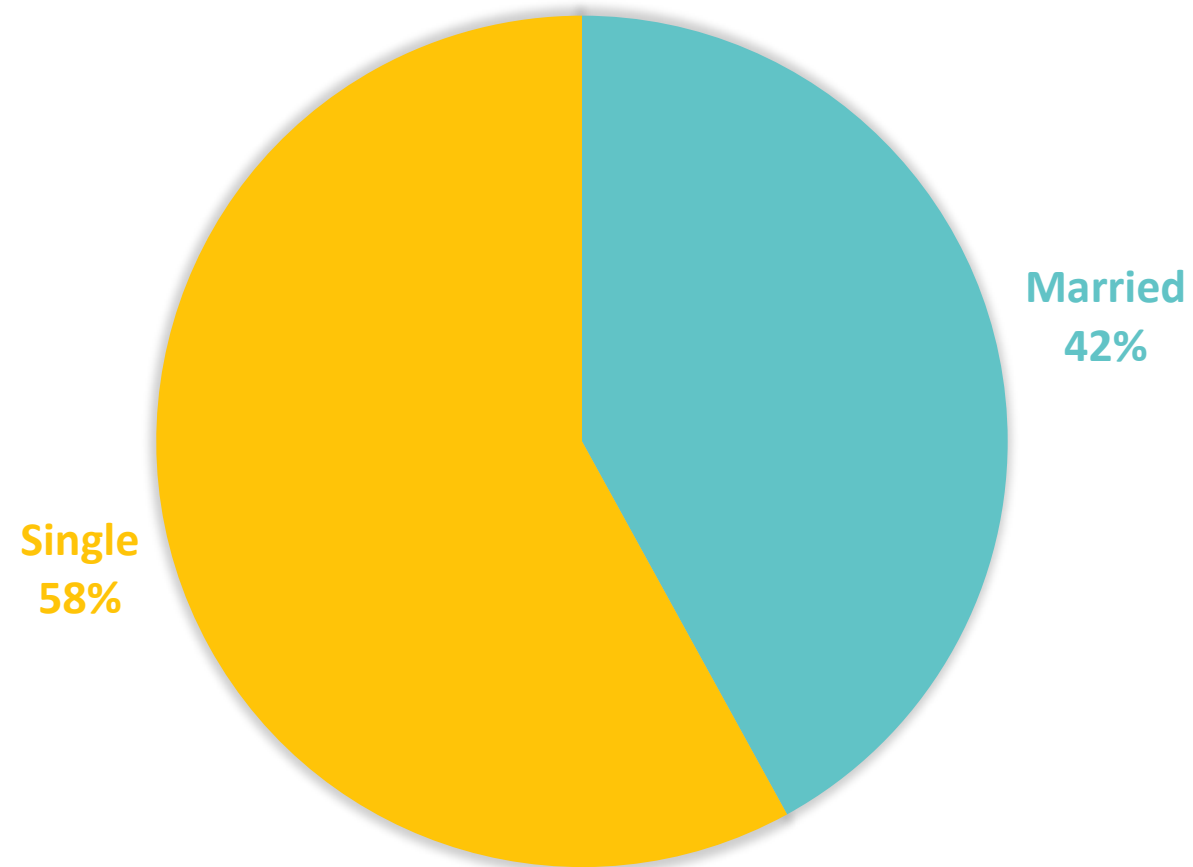
PROFILE OF RESPONDENTS



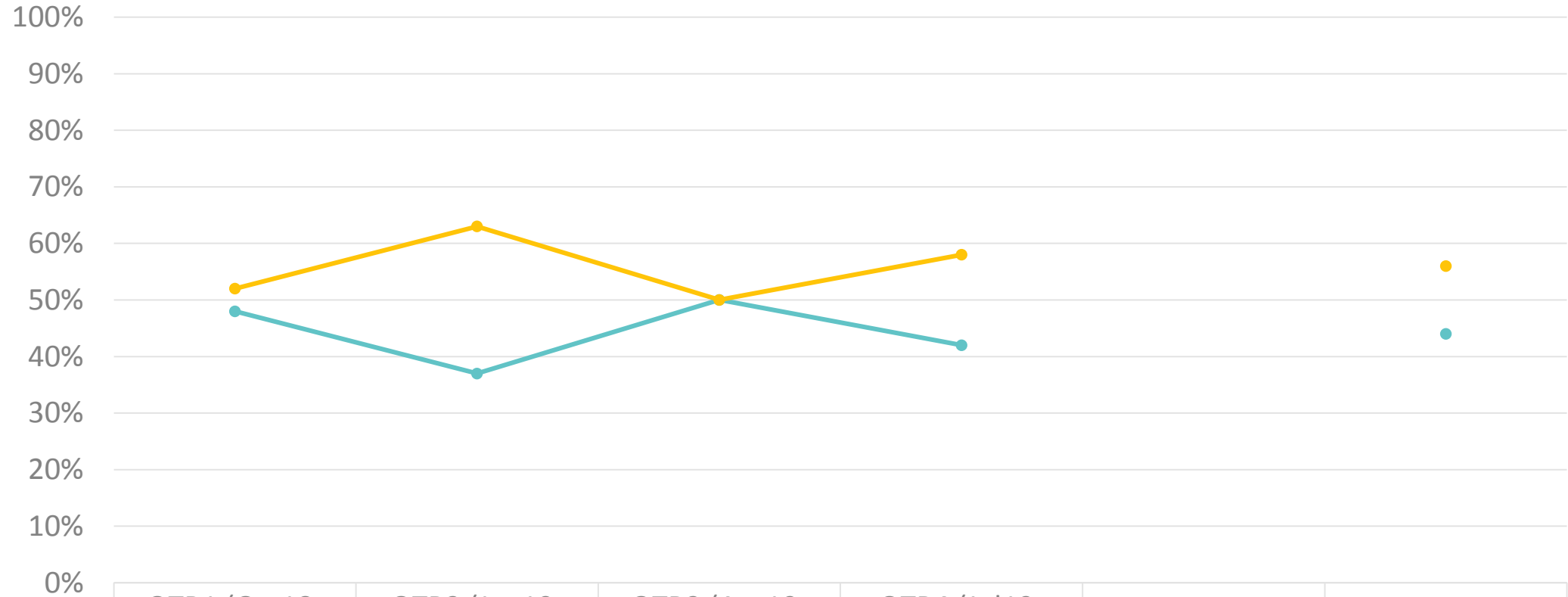
GENDER



MARITAL STATUS



MARITAL STATUS – TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
Married	48%	37%	50%	42%	44%
Single	52%	63%	50%	58%	56%



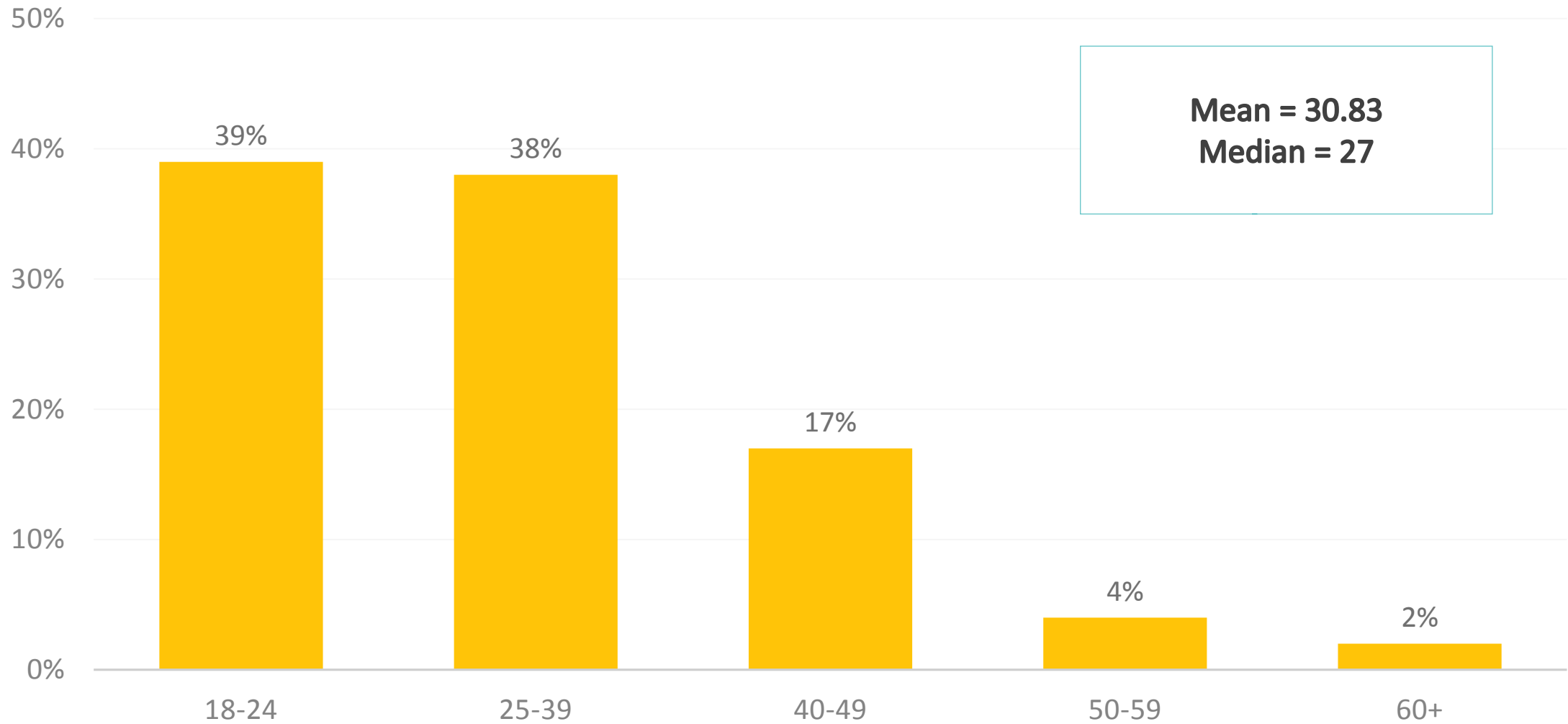
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

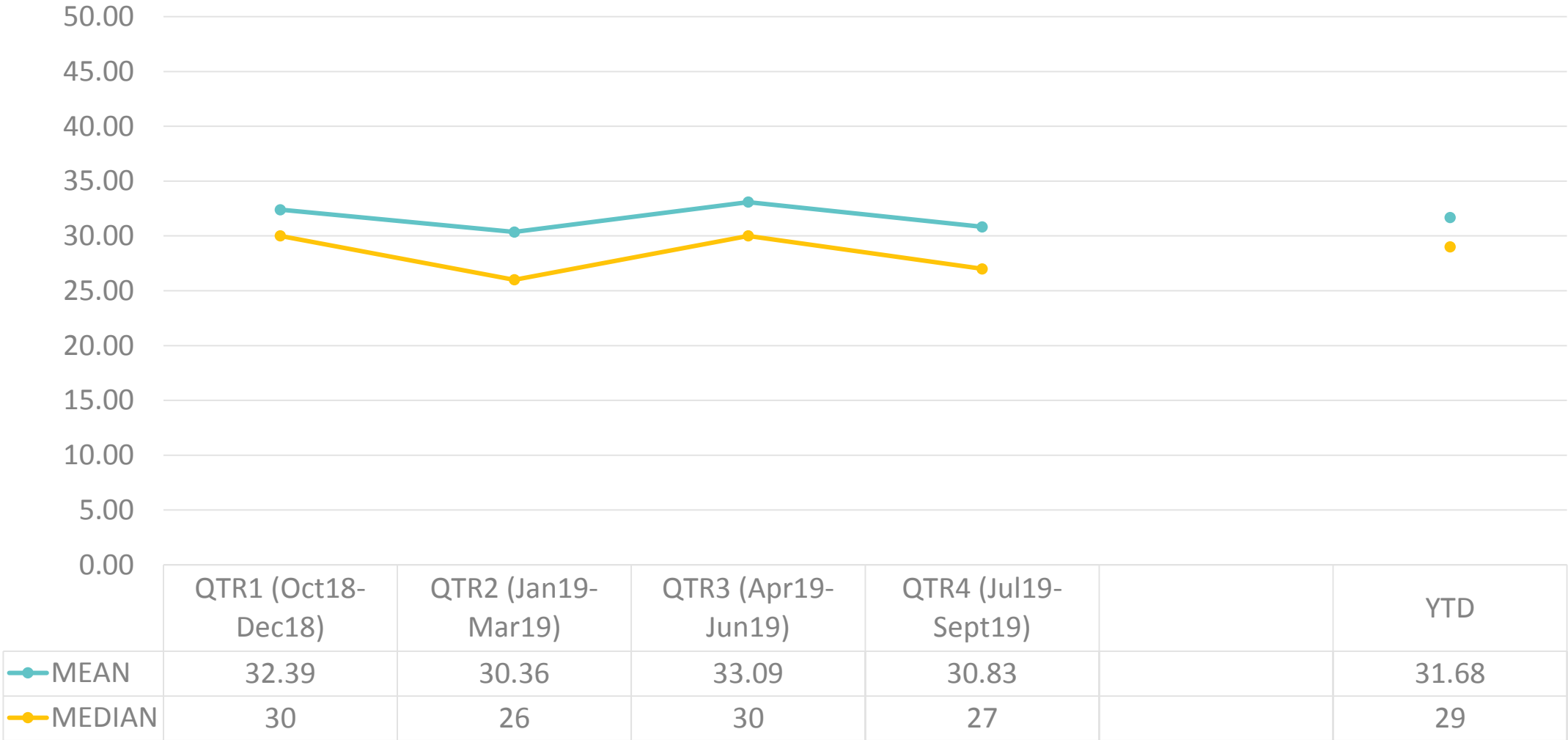
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
QE	Married	42%	86%	49%	50%	50%	100%	78%	57%
	Single	58%	14%	51%	50%	50%		22%	43%
	Total	1100	487	199	183	2	20	23	466

Prepared by Anthology Research

AGE



AGE – TRACKING



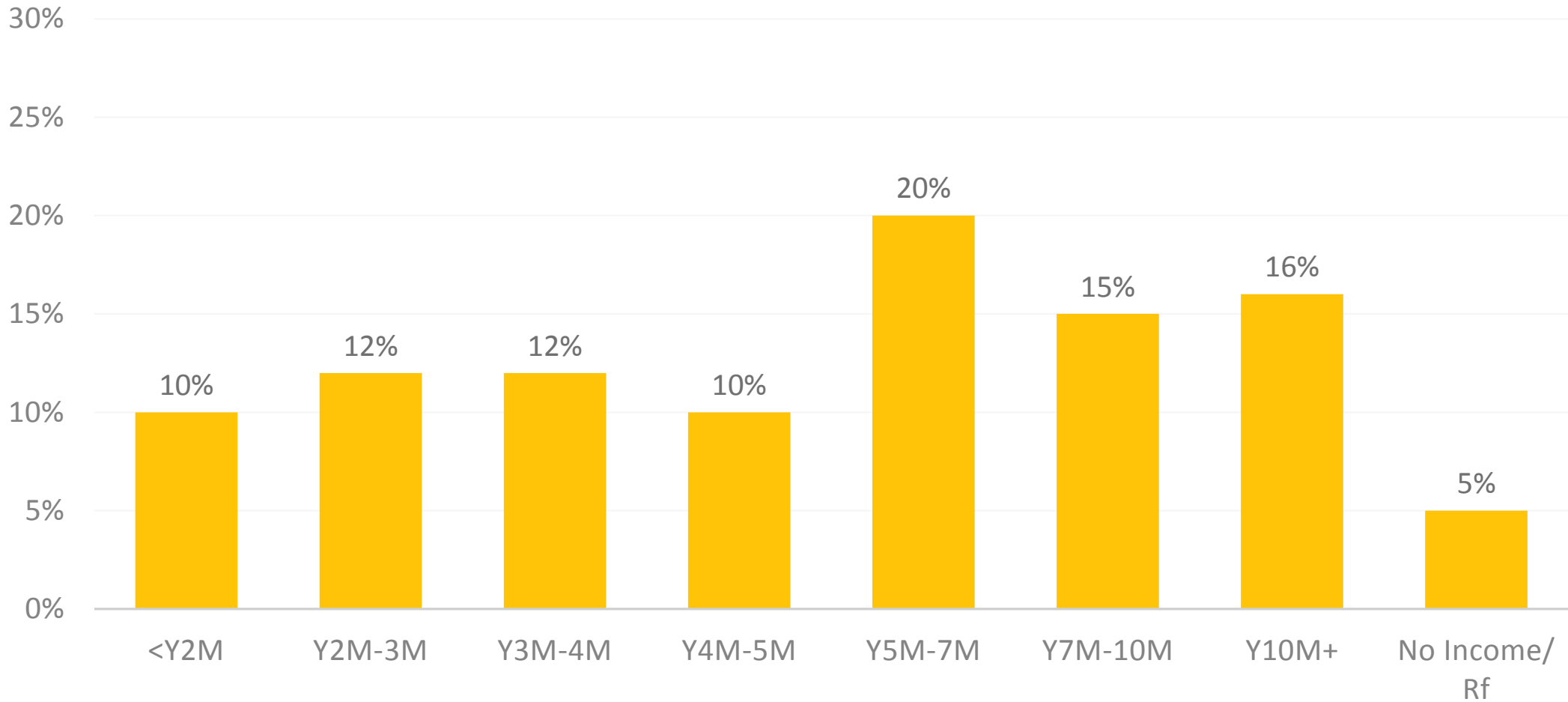
AGE – SEGMENTATION

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	39%	9%	24%	32%			17%	25%
	25-39	38%	47%	45%	37%	100%		65%	37%
	40-49	17%	33%	25%	21%			9%	27%
	50-59	4%	8%	6%	7%			4%	8%
	60+	2%	3%	1%	4%		100%	4%	3%
Total		1100	487	199	183	2	20	23	466
QF	Mean	30.83	37.93	33.61	33.00	31.50	64.90	32.22	34.97
	Median	27	38	32	29	32	65	29	34

Prepared by Anthology Research

HOUSEHOLD INCOME



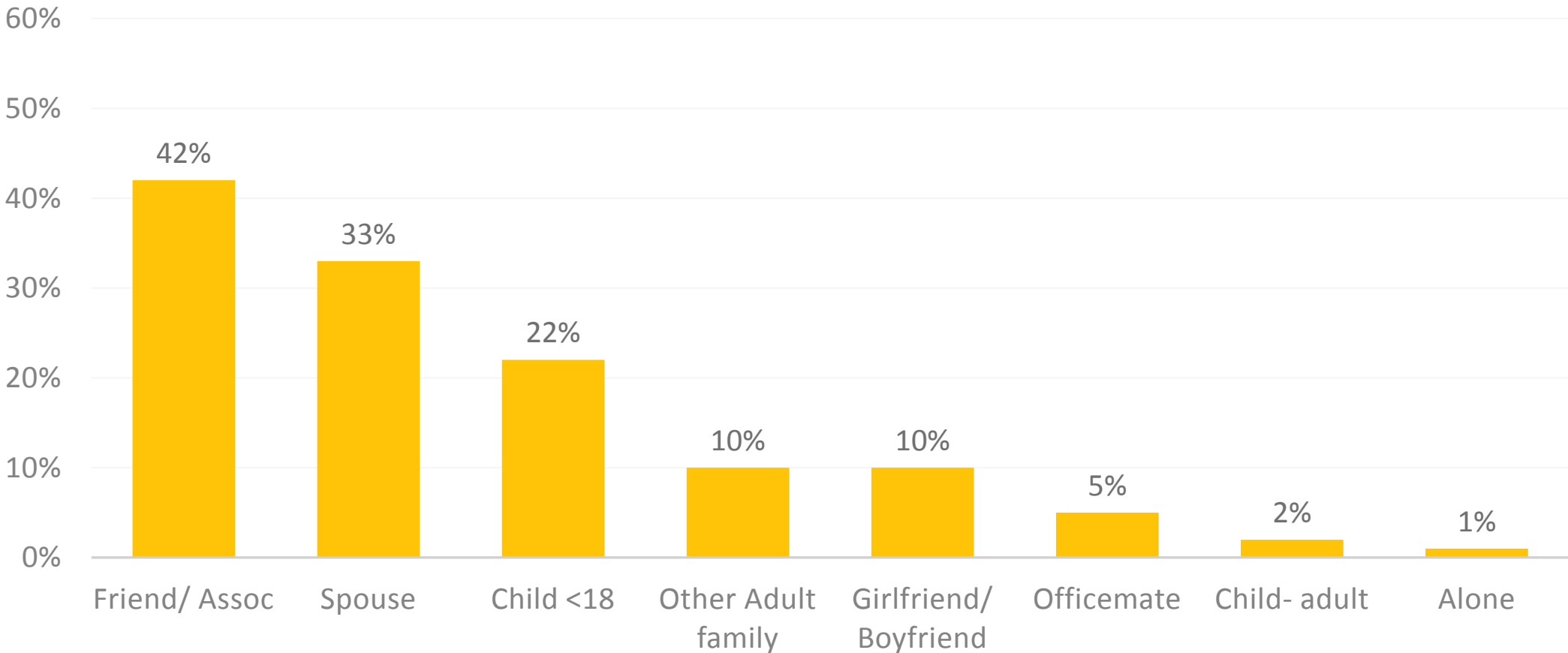
HOUSEHOLD INCOME – SEGMENTATION

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

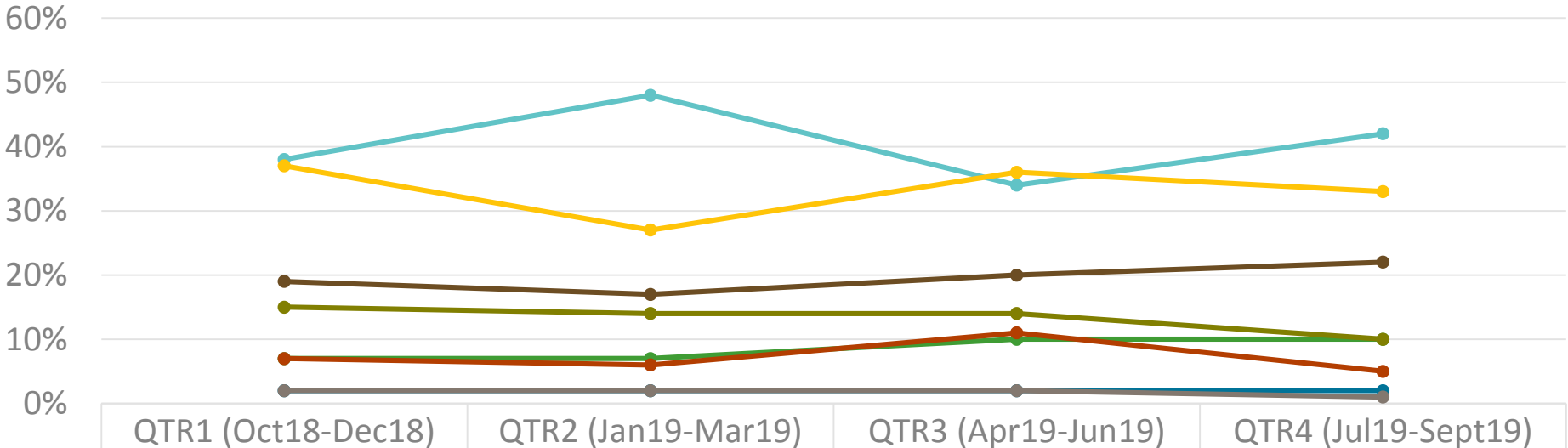
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
D2	Less than ¥2 million	10%	4%	9%	10%		15%	4%	6%
	¥2,000,001 ~ ¥3,000,000	12%	7%	16%	11%		15%	9%	8%
	¥3,000,001 ~ ¥4,000,000	12%	9%	16%	11%		10%	17%	9%
	¥4,000,001 ~ ¥5,000,000	10%	8%	10%	12%	100%	15%	17%	9%
	¥5,000,001 ~ ¥7,000,000	20%	25%	20%	19%		10%	17%	23%
	¥7,000,001 ~ ¥10 million	15%	22%	20%	16%		15%	26%	18%
	¥10 million or more	16%	21%	10%	10%		15%		21%
	No income	5%	3%	1%	9%		5%	9%	5%
	Total	1100	487	199	183	2	20	23	466

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TRAVEL PARTY



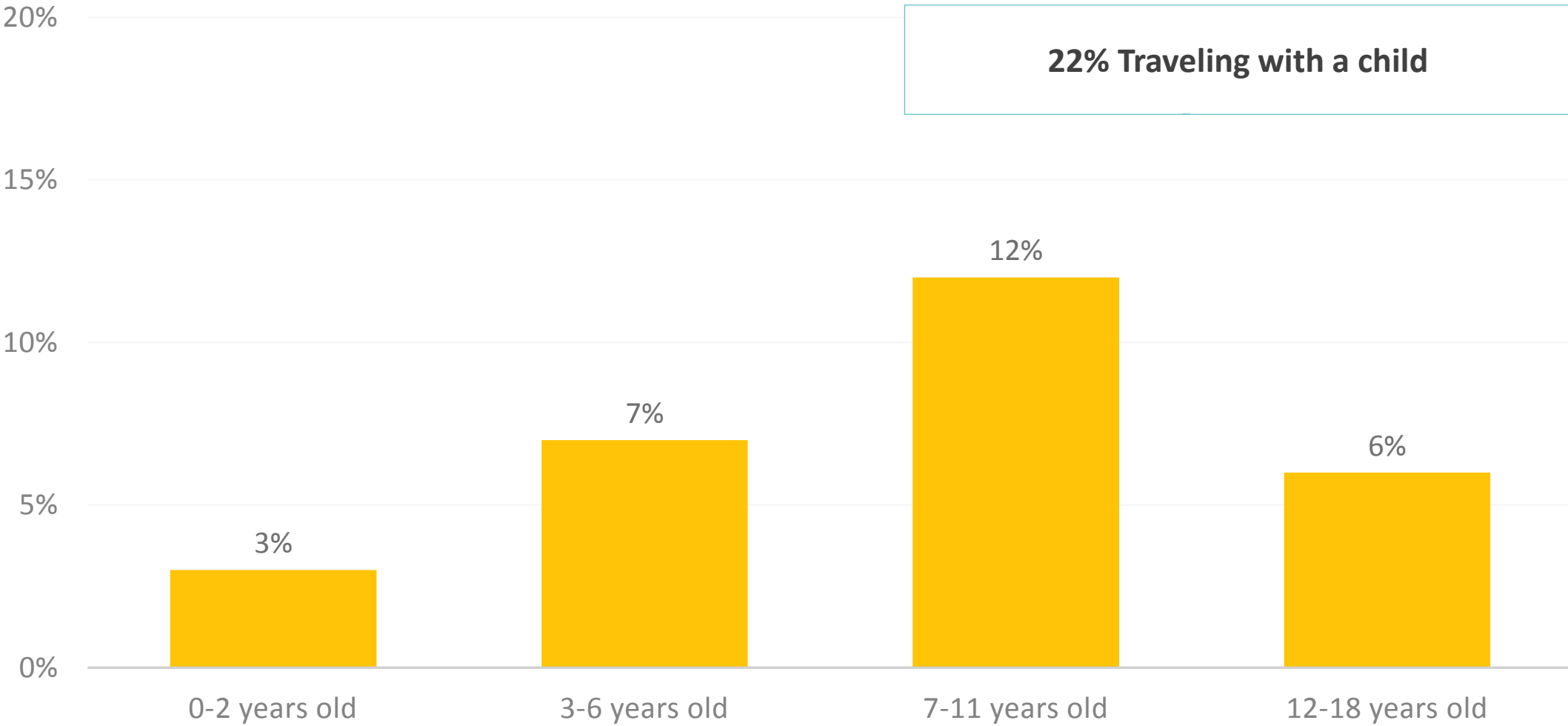
TRAVEL PARTY – TRACKING



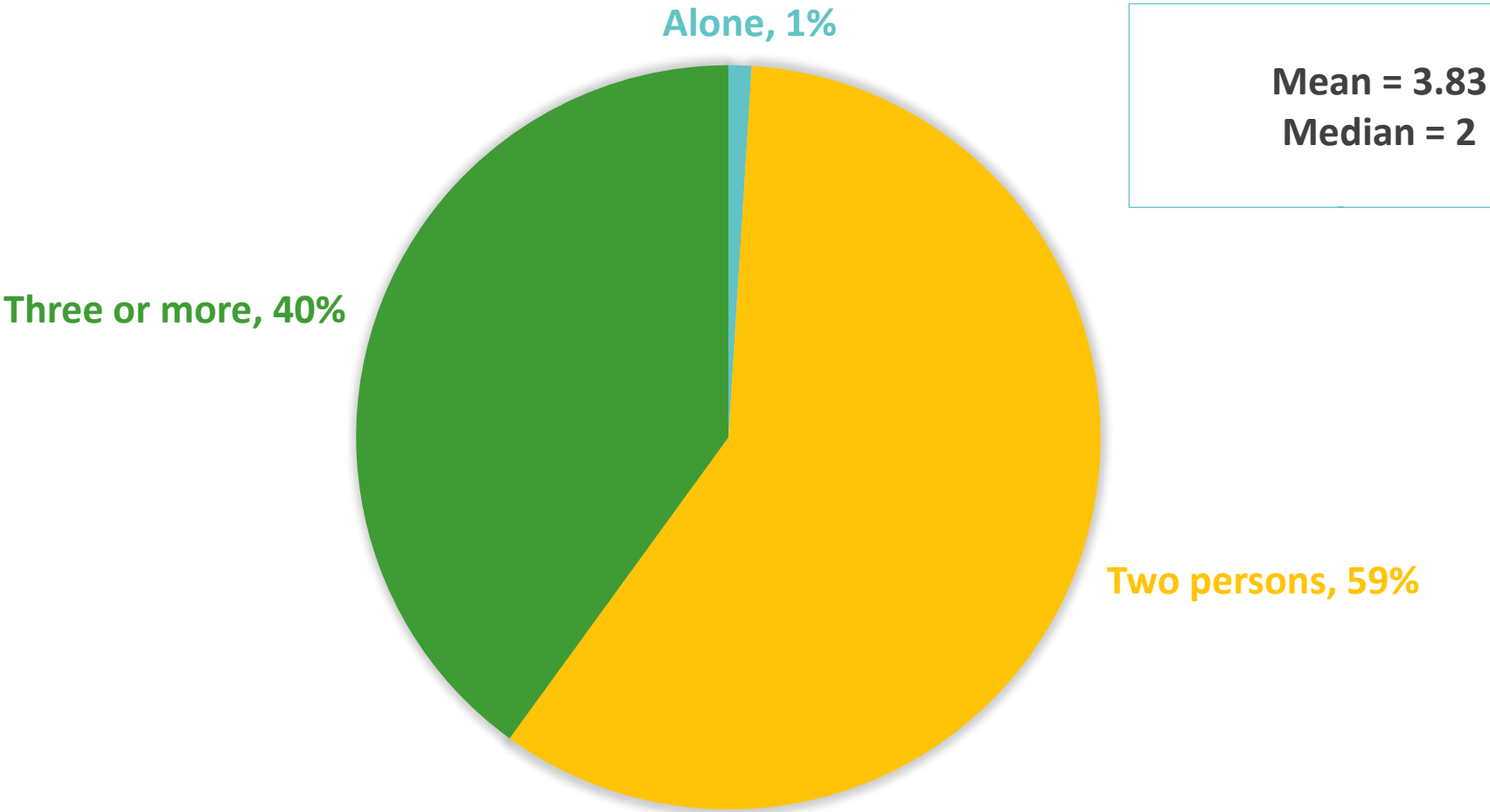
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Friend/ Assoc	38%	48%	34%	42%
Spouse	37%	27%	36%	33%
Girlfriend/ Boyfriend	7%	7%	10%	10%
Child <18	19%	17%	20%	22%
Other adult family	15%	14%	14%	10%
Officemate	7%	6%	11%	5%
Child- adult	2%	2%	2%	2%
Alone	2%	2%	2%	1%



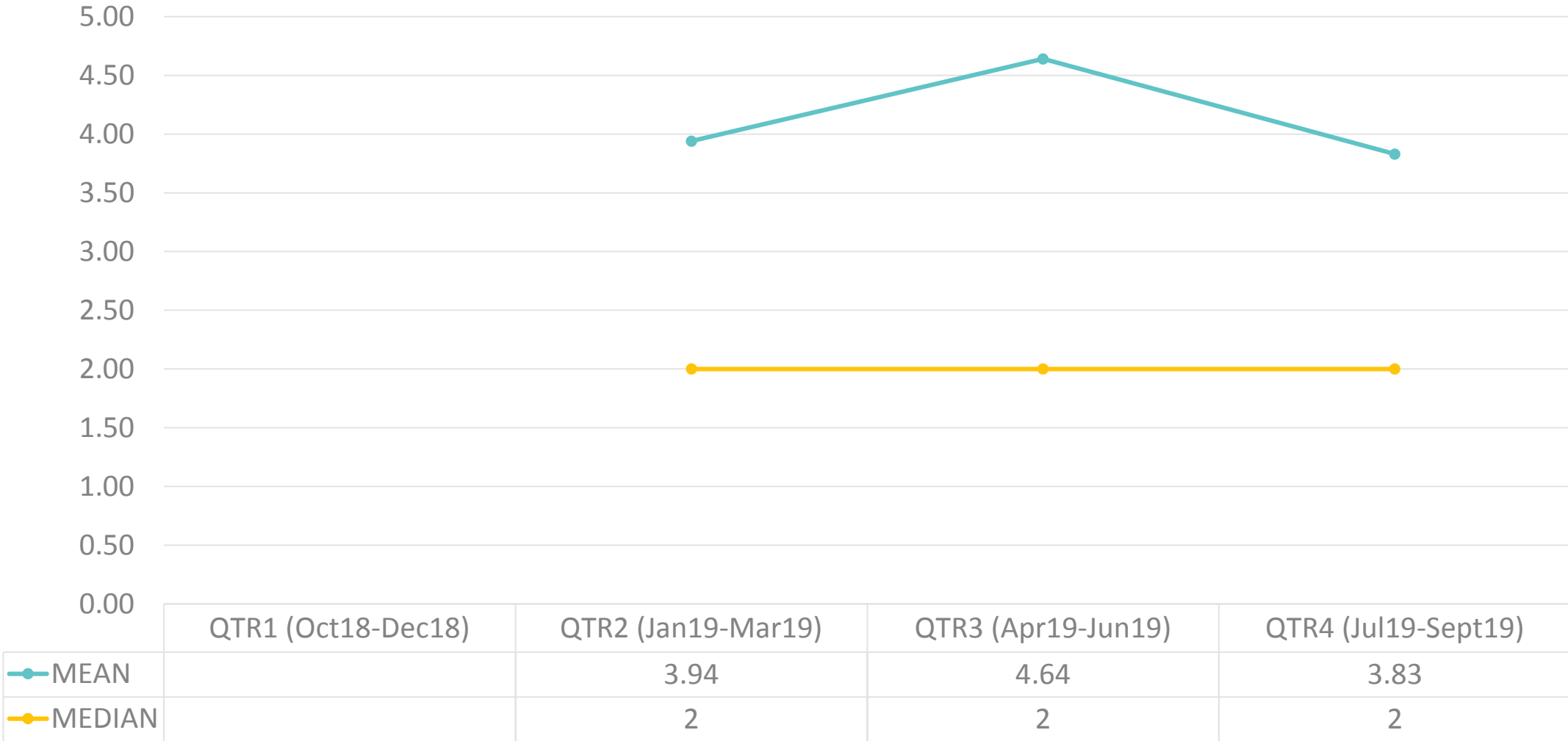
TRAVEL PARTY – CHILD UNDER 18



TRAVEL PARTY SIZE



TRAVEL PARTY SIZE – TRACKING



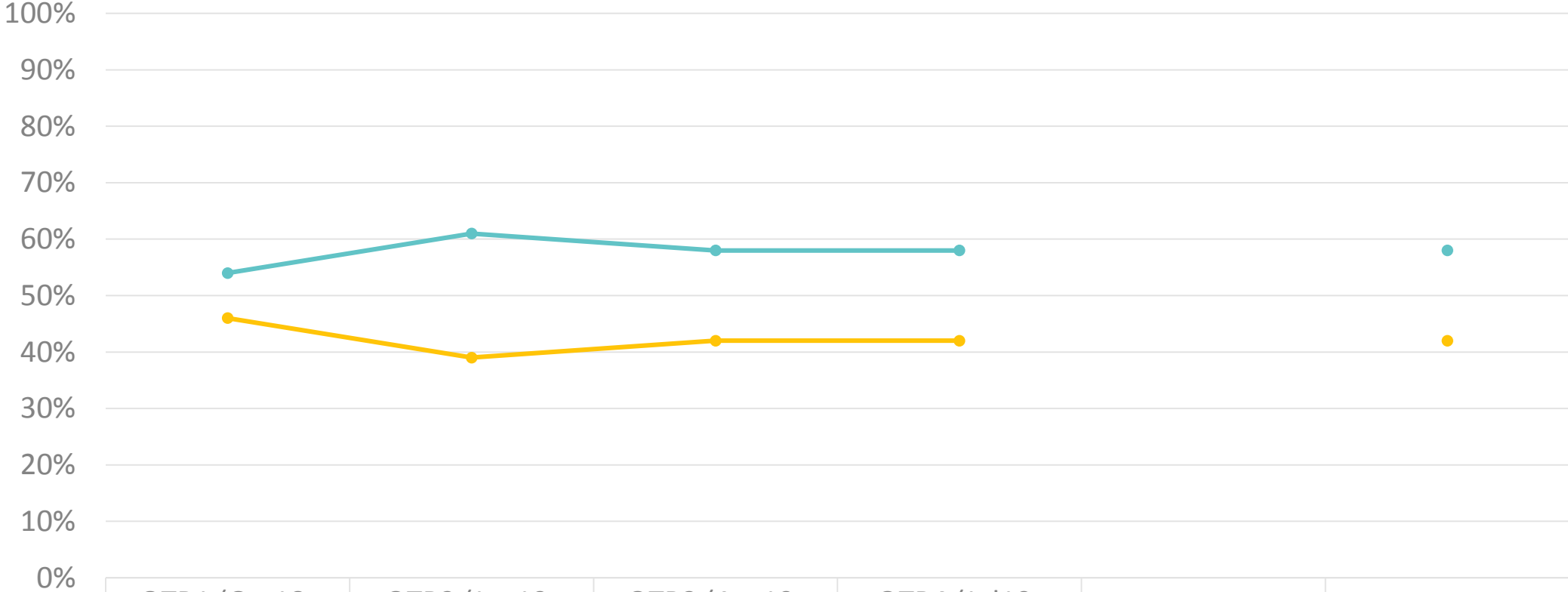
TRIPS TO GUAM



Mean = 2.46
Median = 1



TRIPS TO GUAM – TRACKING



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



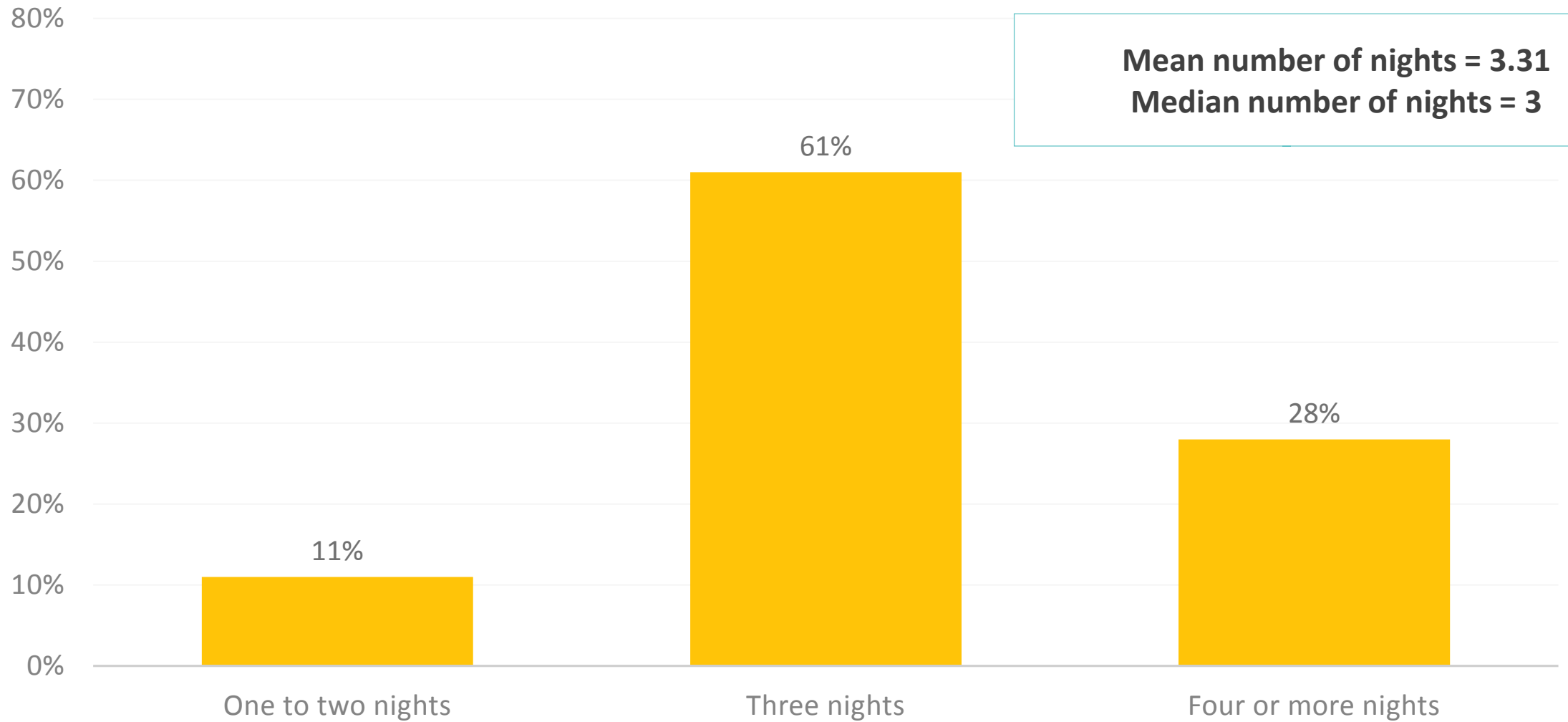
TRIPS TO GUAM – SEGMENTATION

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

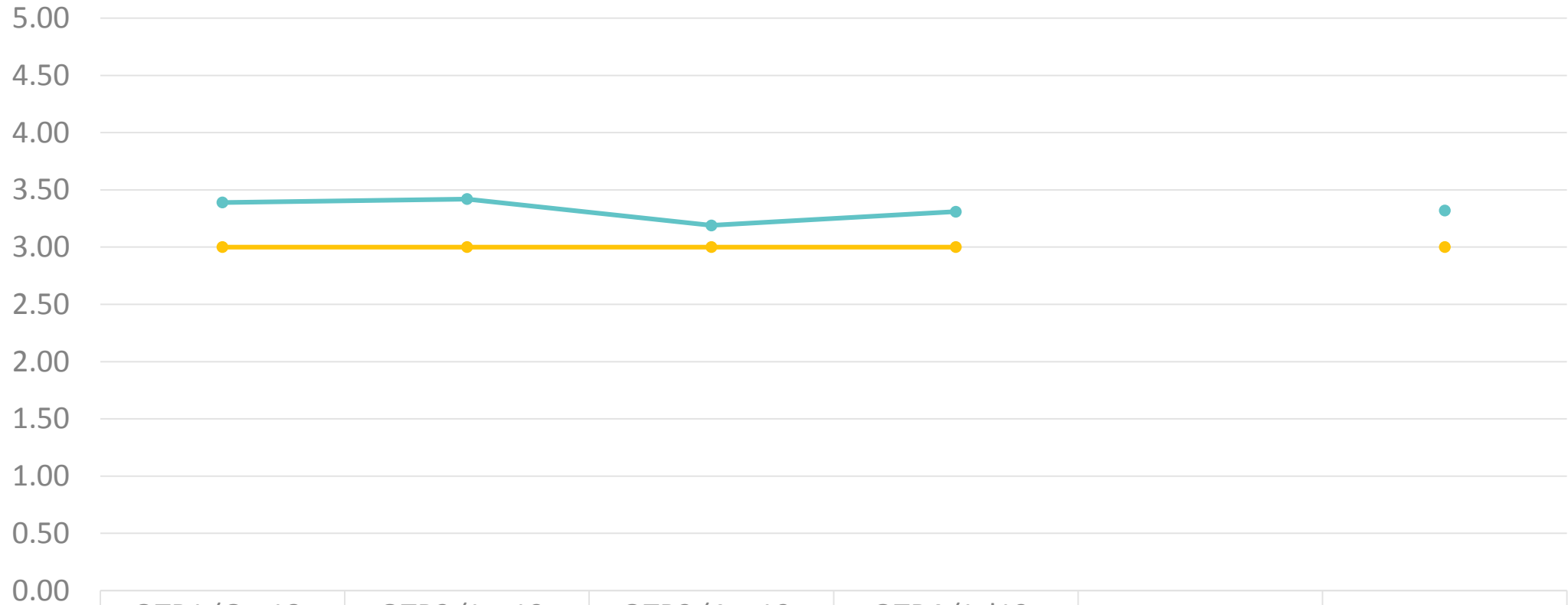
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q9	1st time	58%	45%	54%	53%	50%	30%	65%	
	Repeat	42%	55%	46%	47%	50%	70%	35%	100%
	Total	1100	487	199	183	2	20	23	466
Q9	Mean	2.46	2.92	3.19	2.93	3.50	3.15	1.43	4.45
	Median	1	2	1	1	4	2	1	3

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LENGTH OF STAY



LENGTH OF STAY – TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN	3.39	3.42	3.19	3.31	3.32
MEDIAN	3	3	3	3	3

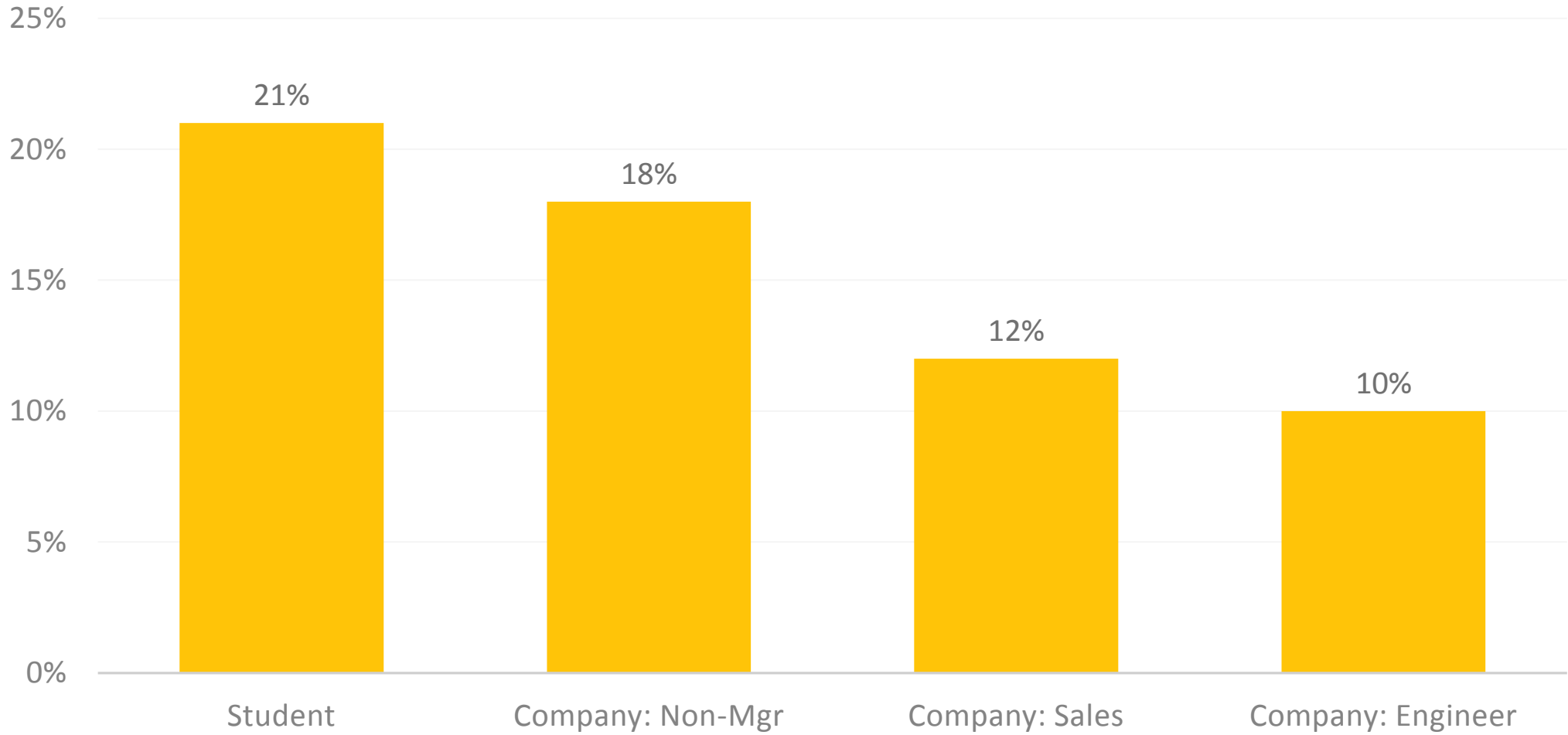
LENGTH OF STAY – SEGMENTATION

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	11%	5%	12%	9%		5%	22%	12%
	3 nights	61%	54%	57%	68%	100%	60%	39%	53%
	4+	28%	40%	31%	23%		35%	39%	35%
	Total	1100	487	199	183	2	20	23	466
SA	Mean	3.31	3.48	3.30	3.52	3.00	3.95	3.26	3.42
	Median	3	3	3	3	3	3	3	3

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OCCUPATION – Top Responses (10%+)



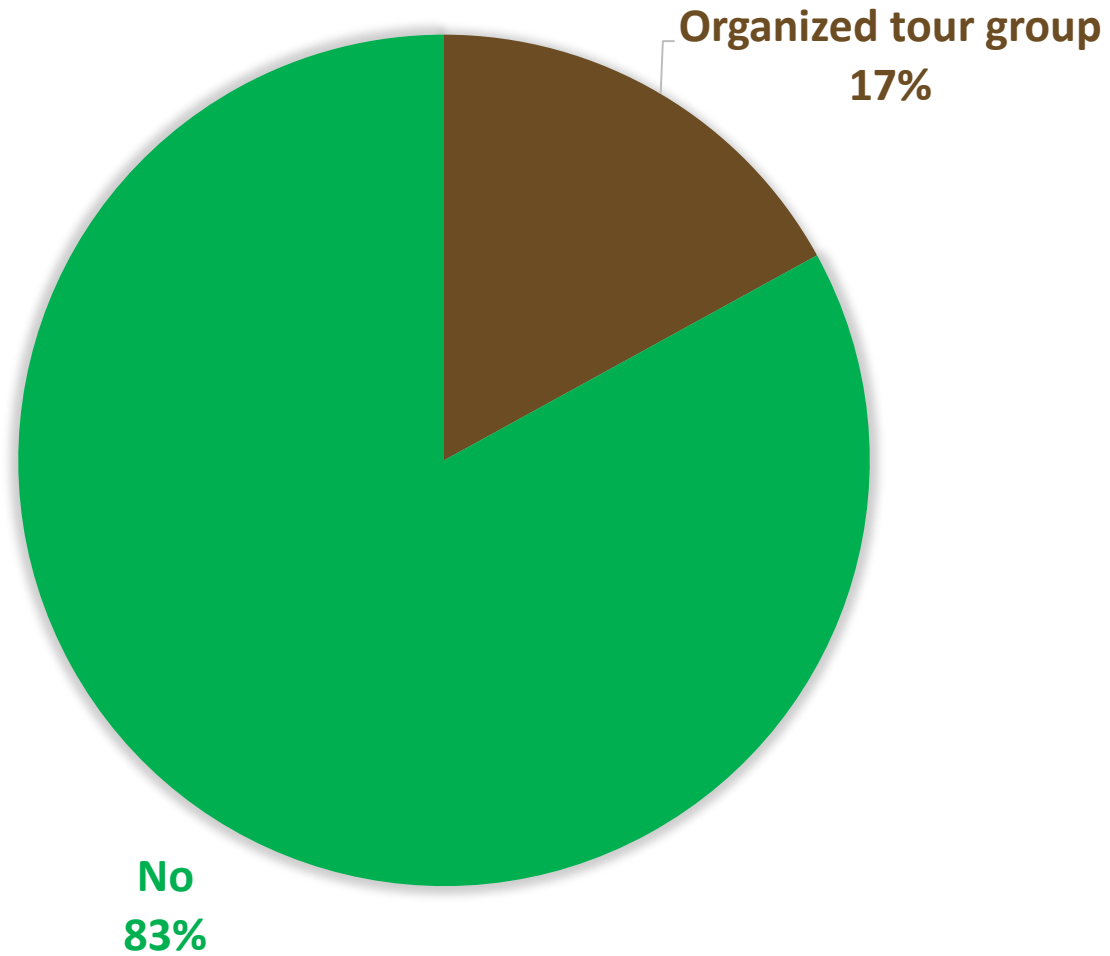


SECTION 2

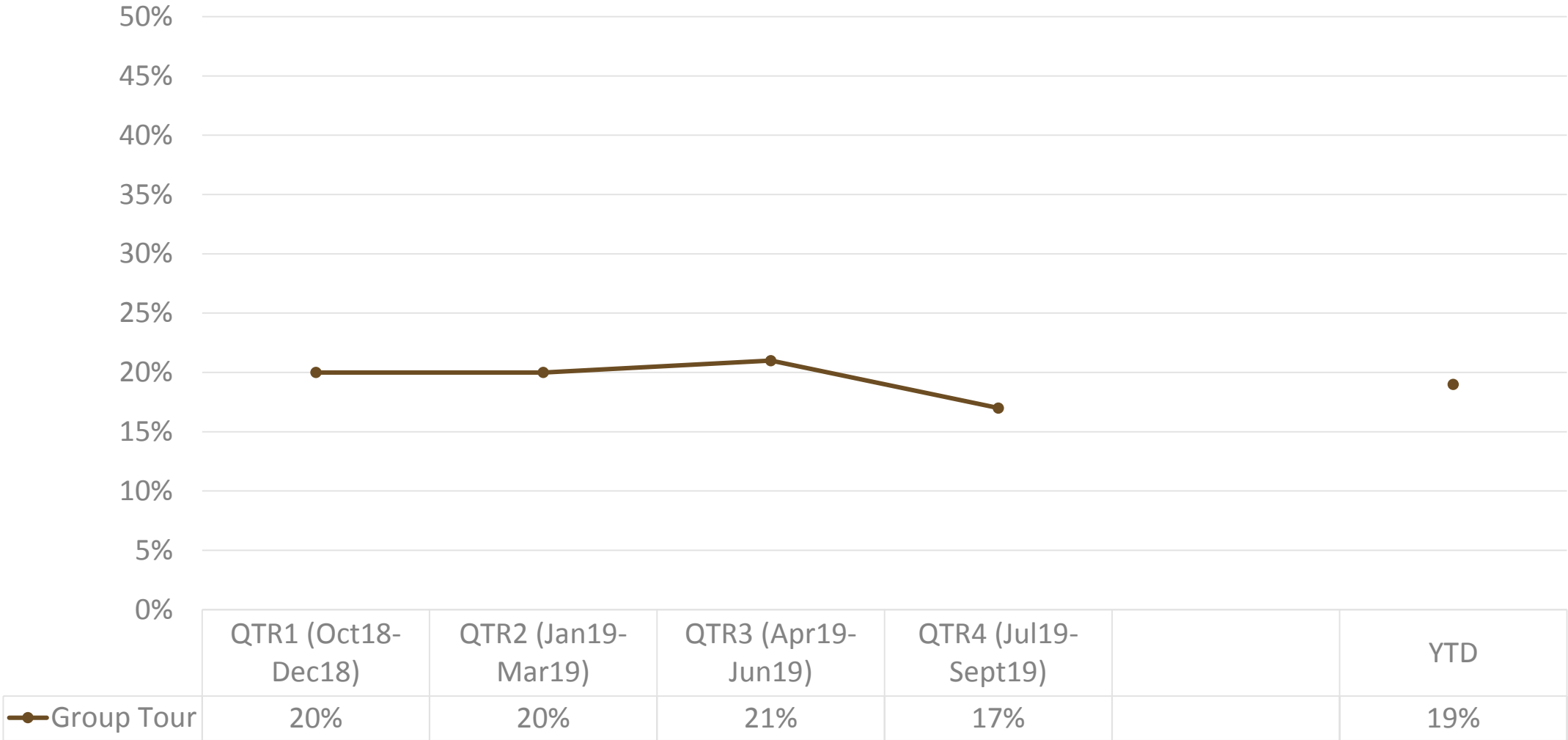
TRAVEL PLANNING



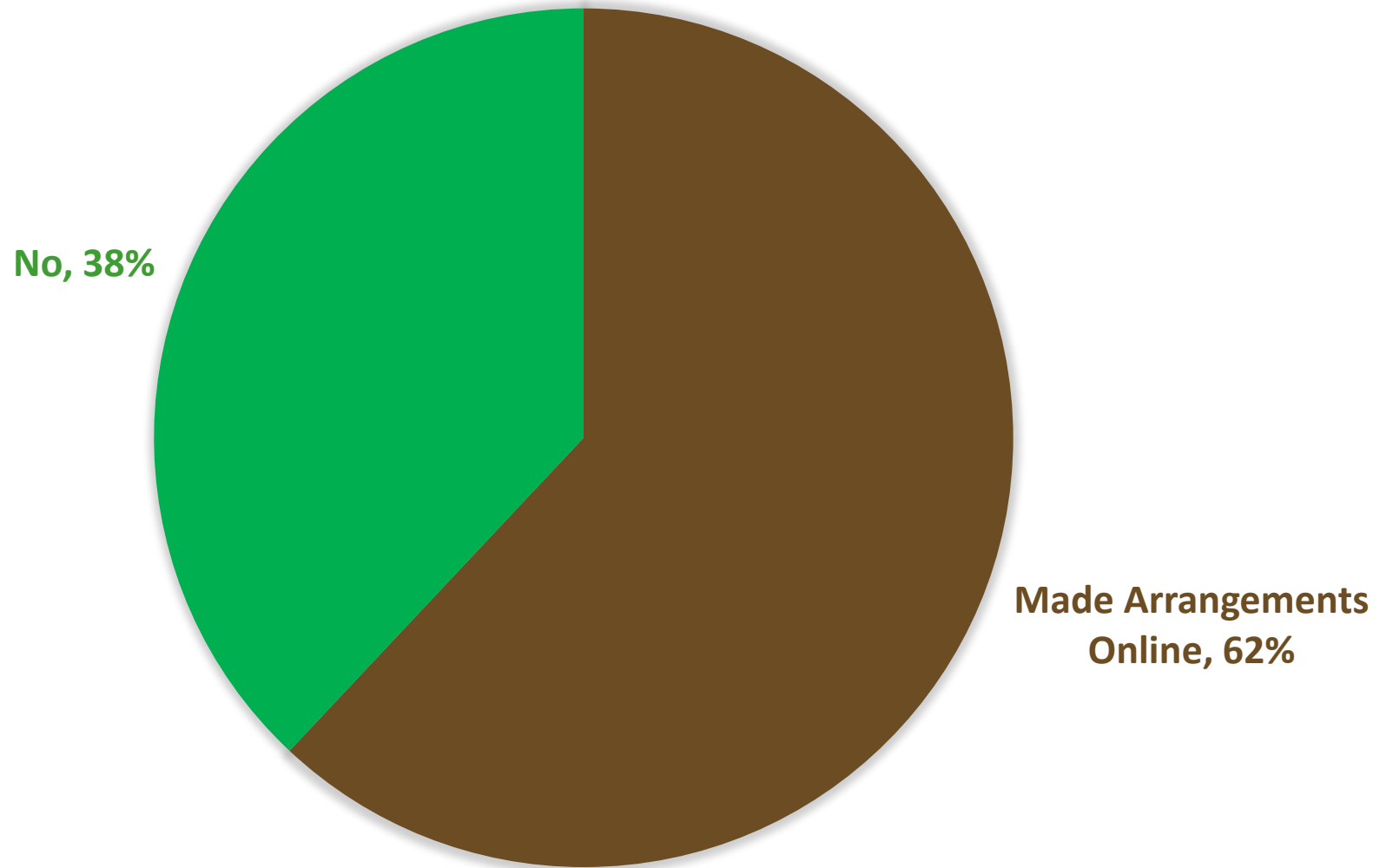
ORGANIZED TOUR GROUP



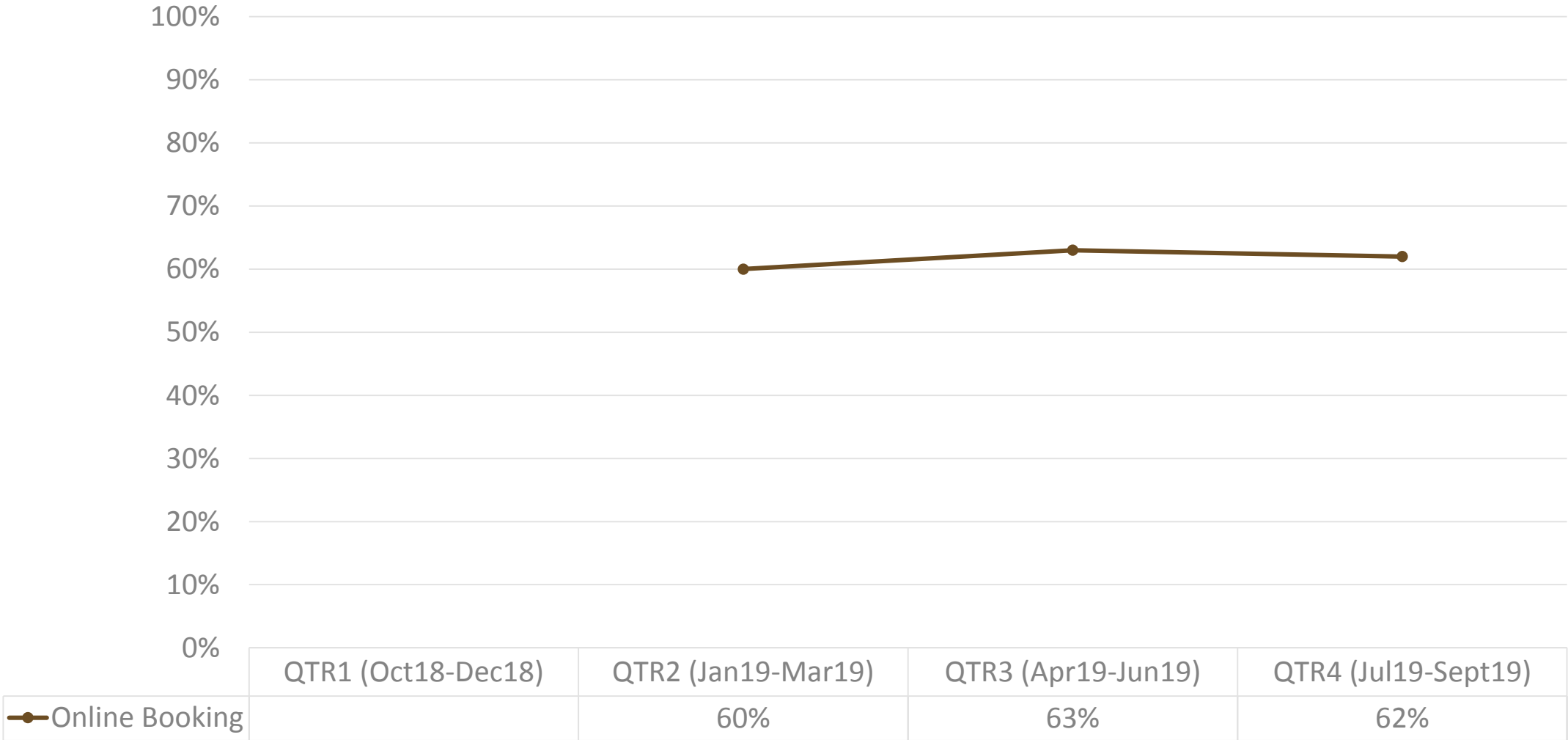
ORGANIZED TOUR GROUP – TRACKING



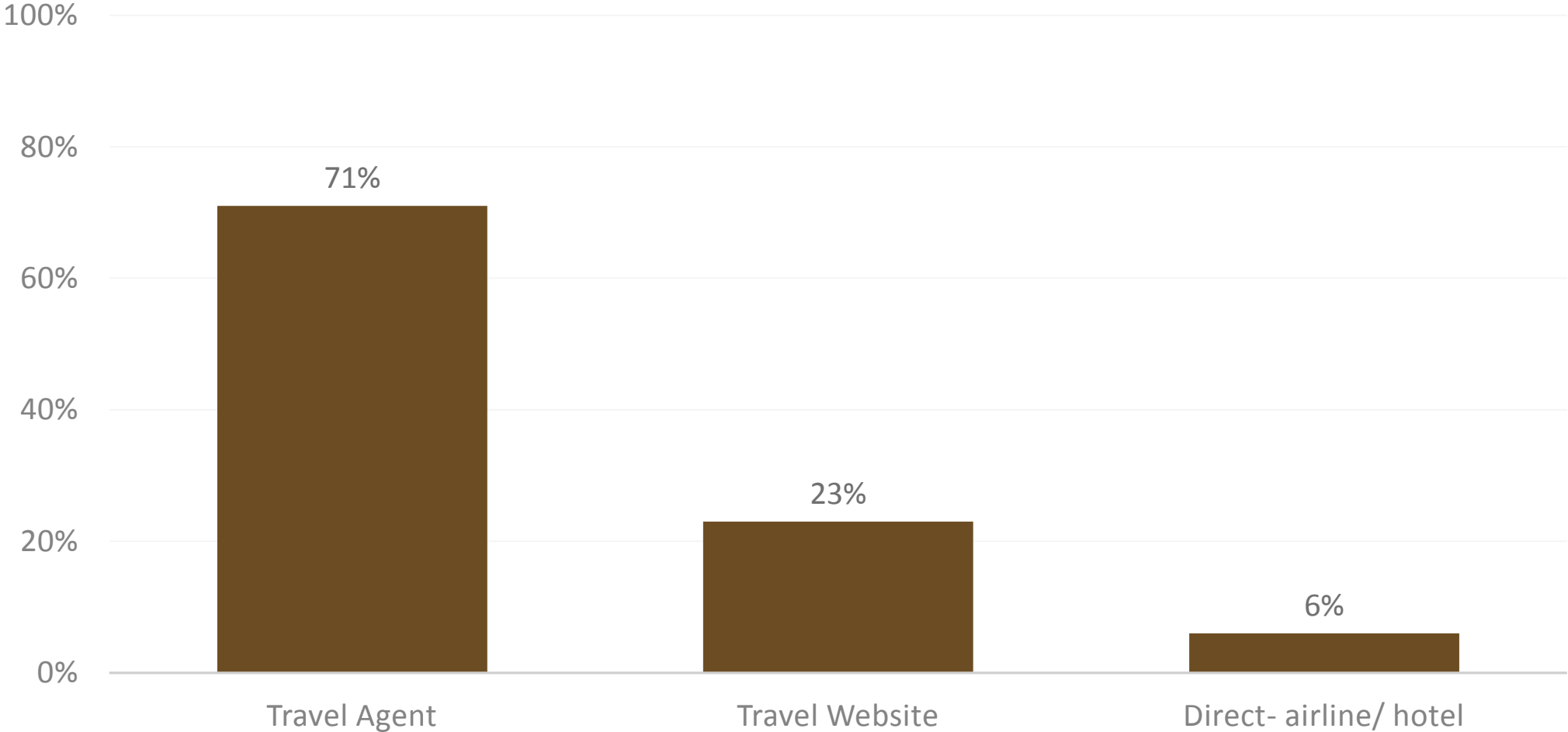
ONLINE BOOKING



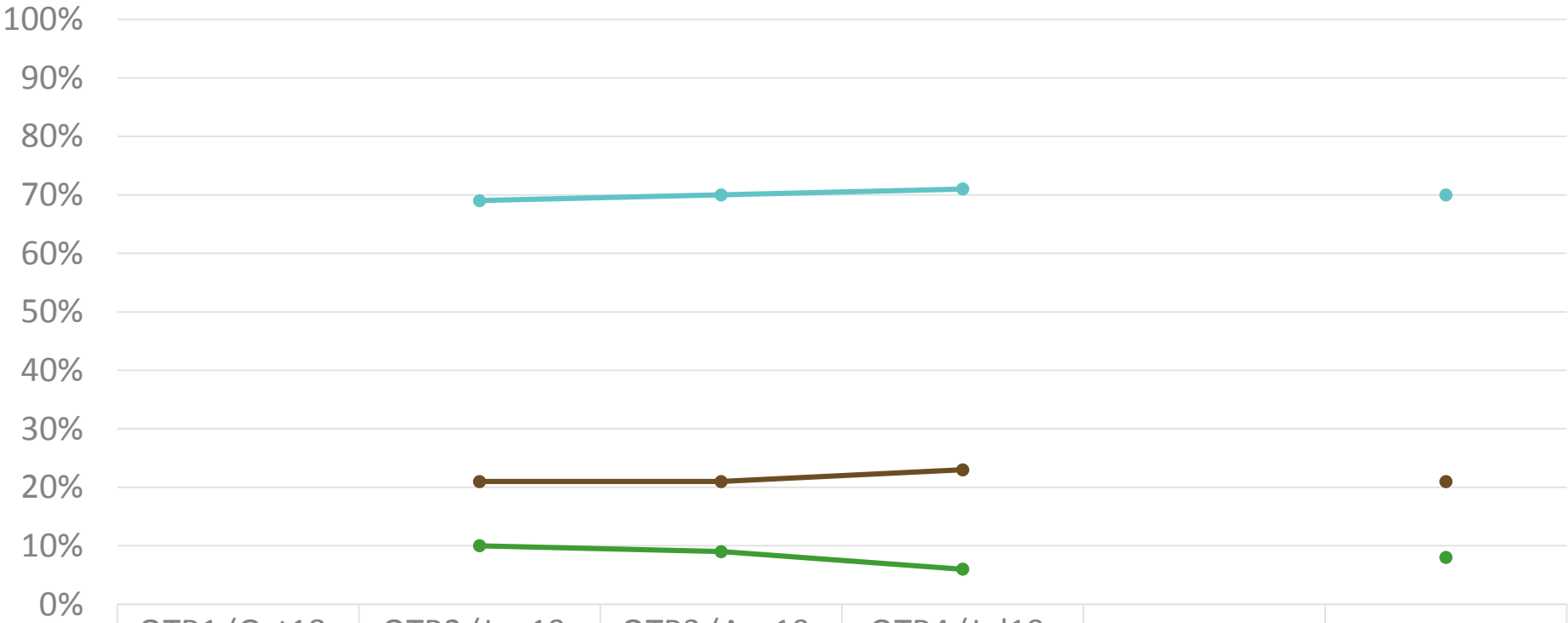
ONLINE BOOKING – TRACKING



TRAVEL ARRANGEMENTS



TRAVEL ARRANGEMENTS – TRACKING



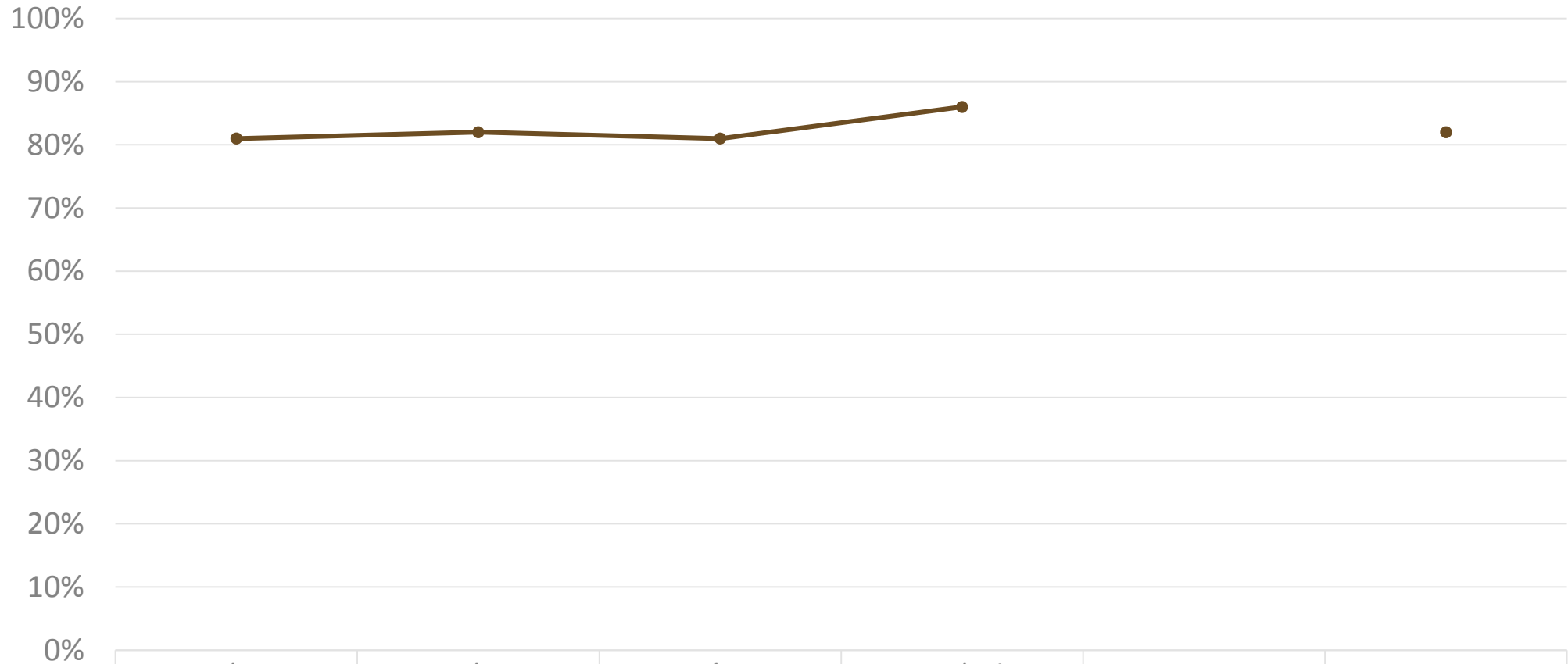
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
Travel Agent	69%	70%	71%	71%	70%
Travel Website	21%	21%	21%	23%	21%
Direct- Airline/ Hotel	10%	9%	6%	6%	8%



PREPAID PACKAGE TRIP



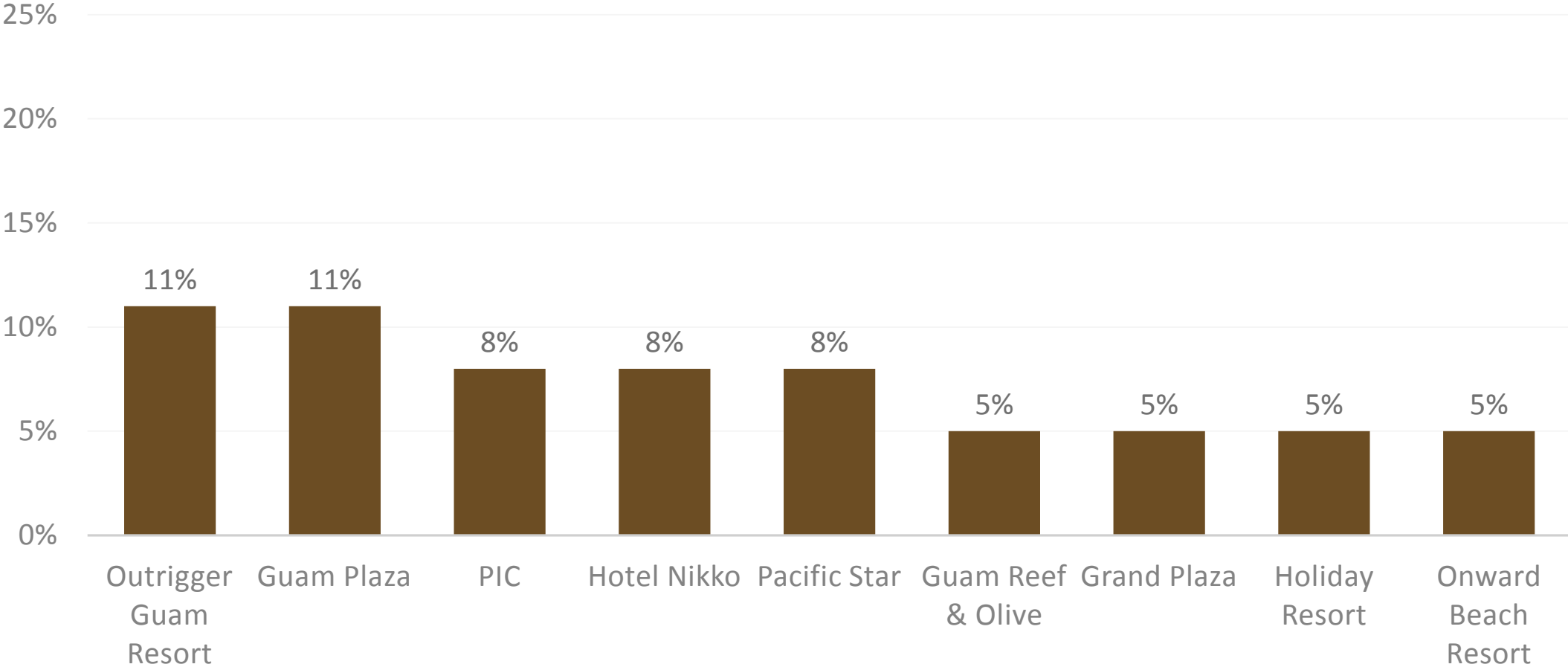
PREPAID PACKAGE TRIP



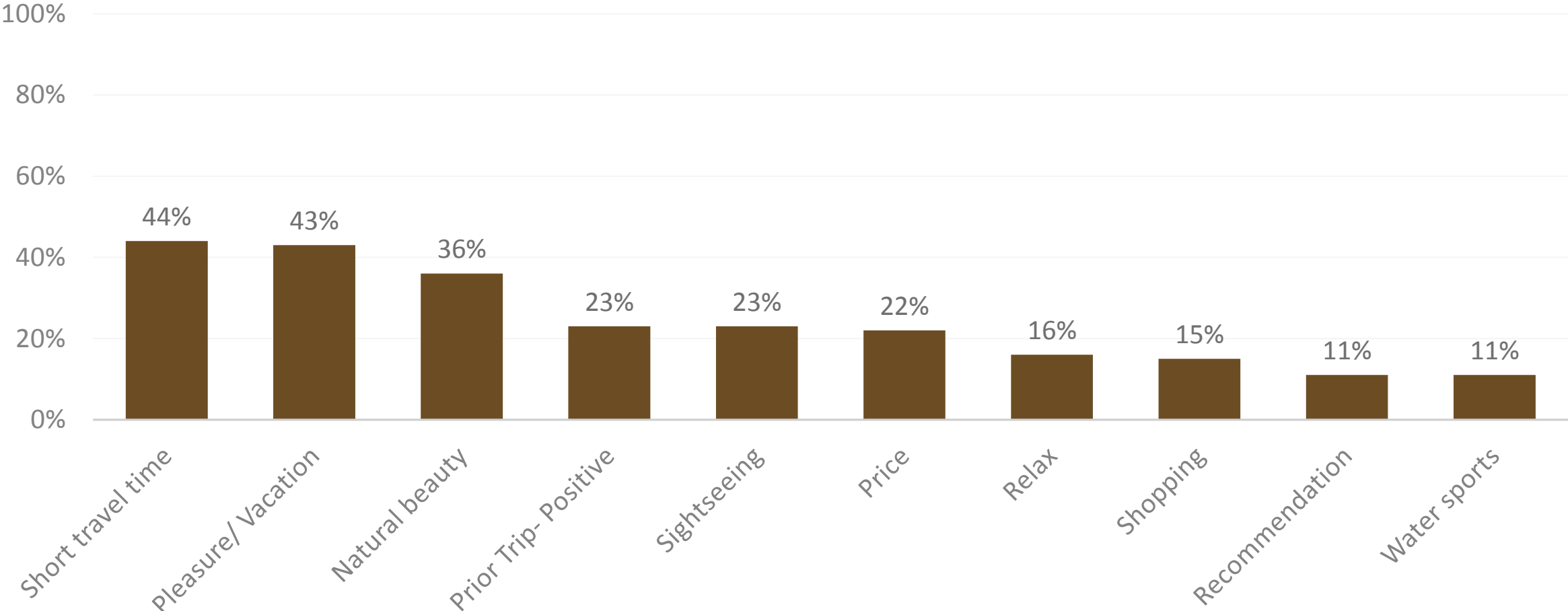
—● Prepaid Pkg



ACCOMMODATIONS (5%+)



TRAVEL MOTIVATIONS (10%+)



TRAVEL MOTIVATIONS – SEGMENTATION

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

	TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
Q8 Short travel time (not too far from home)	44%	59%	50%	38%		50%	13%	48%
Vacation	43%	39%	41%	34%		30%	13%	38%
Beautiful seas, beaches, tropical climate	36%	35%	31%	23%	50%	25%	13%	30%
Sightseeing/ visiting tourist spots	23%	14%	19%	21%		20%	4%	12%
A previous visit	23%	31%	28%	27%		50%	13%	55%
Price of the tour package	22%	20%	21%	25%		15%	4%	17%
Just to relax	16%	20%	20%	8%		20%	4%	15%
Shopping	15%	11%	16%	12%		15%	13%	13%
Recommendation of friend/ relative/ travel agency	11%	7%	9%	13%		5%	4%	6%
Water sports (snorkeling, windsurfing, parasailing)	11%	11%	10%	9%		10%		9%
It is a safe place to spend a vacation	5%	6%	4%	3%		5%	4%	5%
Honeymoon	4%	8%	7%	5%			39%	3%
Company/ business trip	3%	1%	4%	14%	50%			3%
Scuba diving	3%	2%	2%	1%				4%
To Get Married/ attend Wedding	2%	4%	3%	3%		5%	100%	2%
To visit friends or relatives	2%	1%	2%	2%			4%	2%
Travel shows/ agents	1%	1%		1%				1%
To golf	1%	1%	2%	2%		5%		2%
Shop Guam e-Festival	1%	0%		1%				1%
Organized sporting activity/ event	1%	0%	1%	3%				1%
Adventure	1%	0%	1%	1%		5%		1%
Career certification/ testing	0%	0%	1%	1%			4%	0%
Incentive trip	0%			1%	100%			0%
Government or military	0%							0%
School trip	0%	0%	1%	1%				
Medical	0%	0%						
Social Media networks	0%		1%					
Magazines/ newspapers/ publications	0%	0%						
Total	1100	487	199	183	2	20	23	466

Prepared by Anthology Research





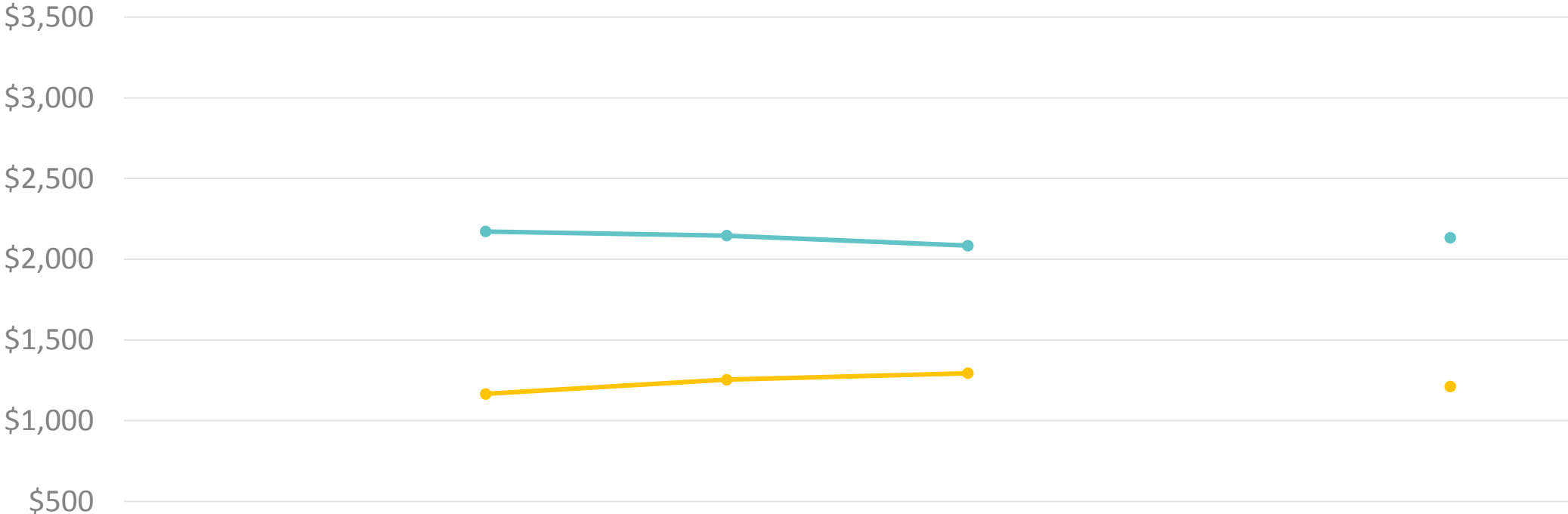
SECTION 3
EXPENDITURES



PREPAID PACKAGE EXPENDITURES

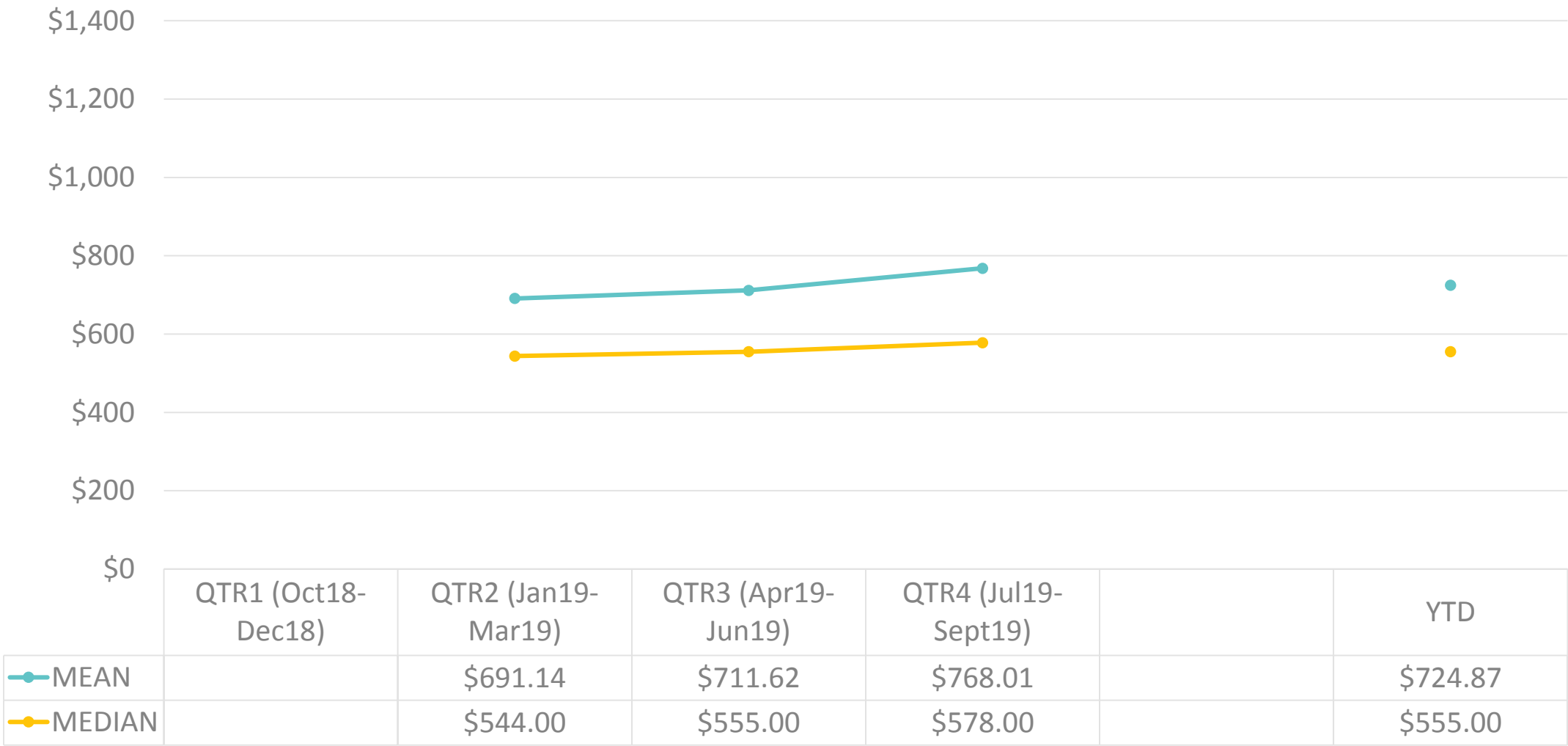
- \$2,084.56 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$768.01 = overall mean average **per person** prepaid package expenditures

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	\$2,084.56	\$2,133.03
MEDIAN		\$1,166.00	\$1,254.00	\$1,294.00	\$1,212.00

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING



PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

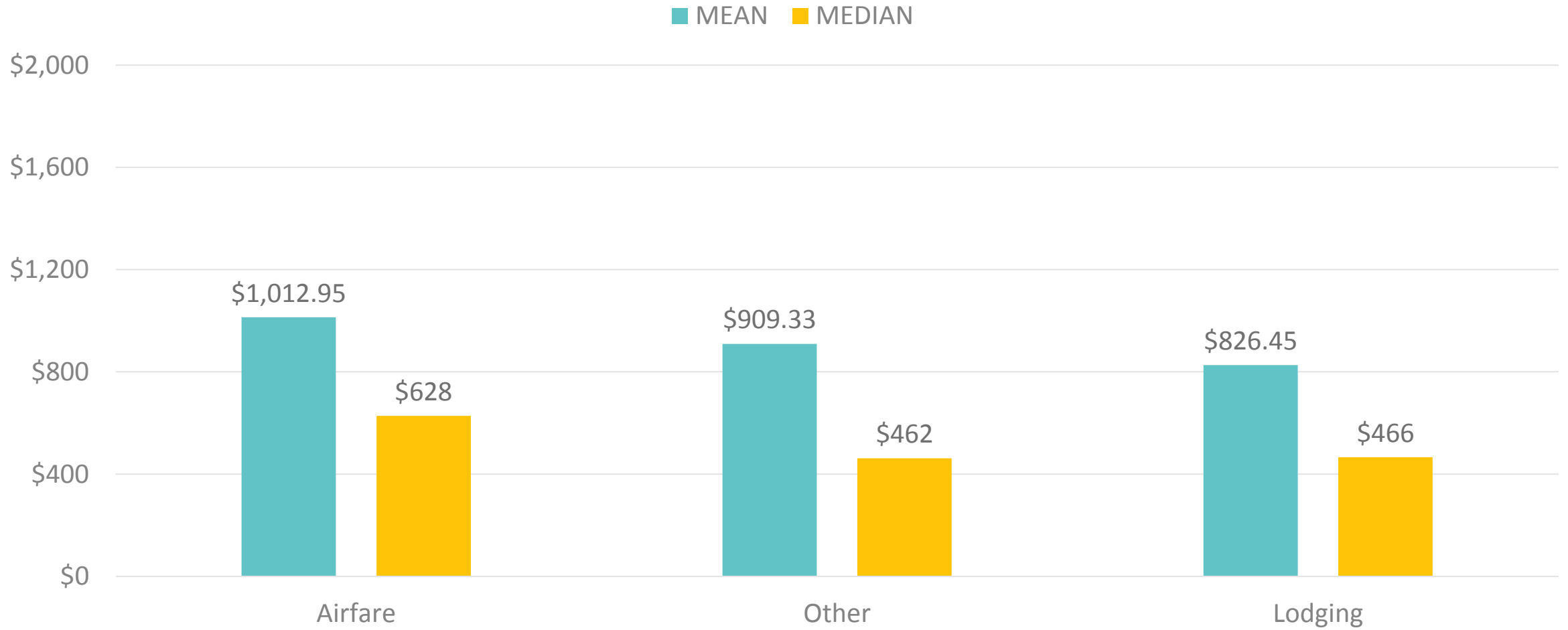
GVB VISITOR SATISFACTION STUDY

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

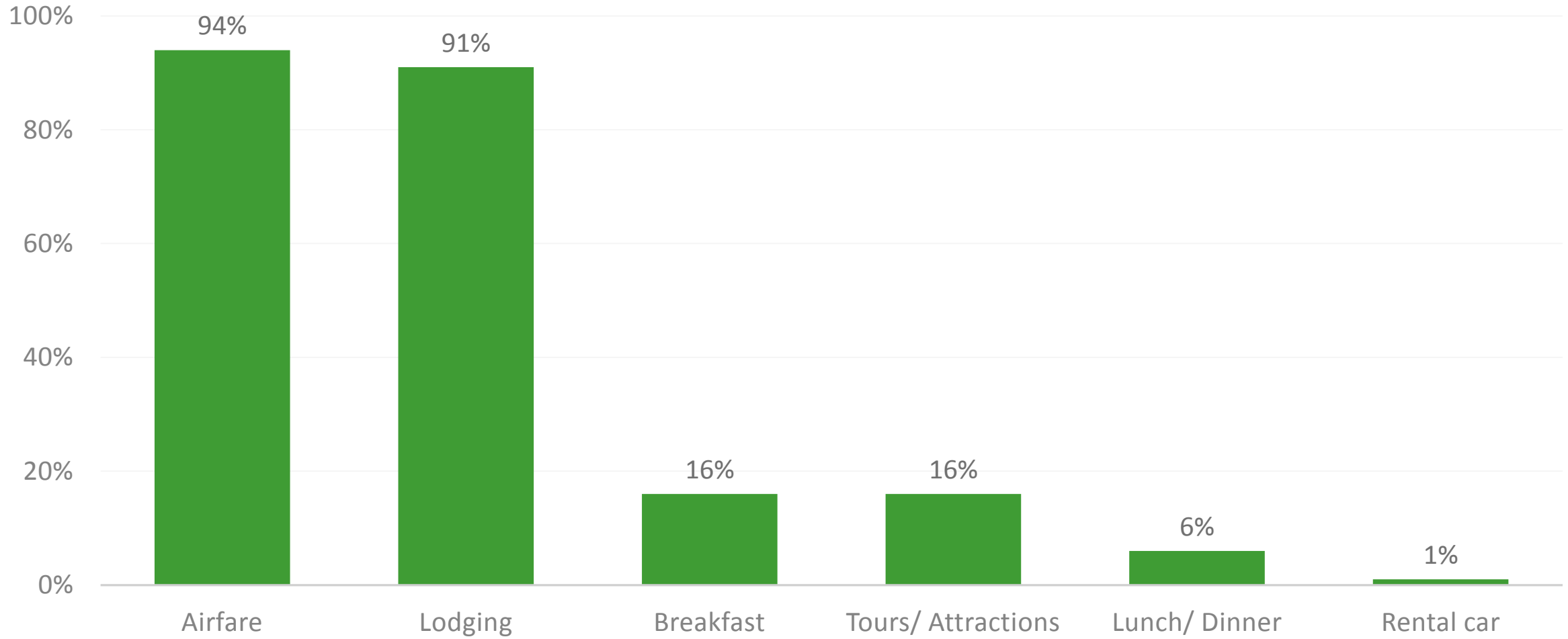
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
PREPAID PKG PER PERSON	Mean	\$768.01	\$1,021.96	\$884.36	\$702.51	\$0.00	\$616.97	\$1,100.81	\$786.98
	Median	\$578	\$924	\$753	\$466	\$0	\$462	\$739	\$676

Prepared by Anthology Research

PREPAID PACKAGE – BREAKDOWN



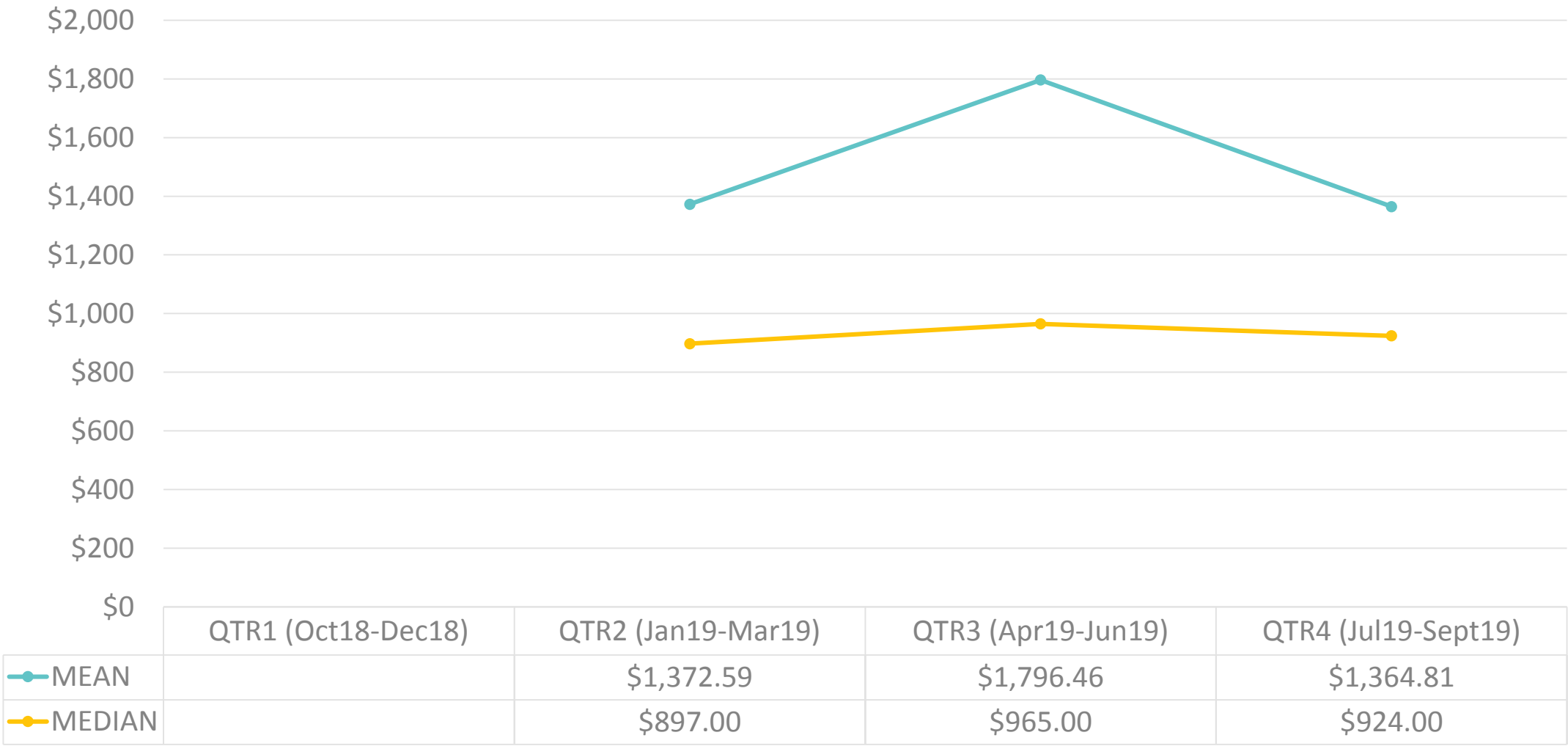
PREPAID PACKAGE – BREAKDOWN



AIRFARE – FIT TRAVELER

- \$1,364.81 = overall mean average airfare expense (for entire travel party) by respondent
- \$599.17 = overall mean average **per person** airfare expenditures

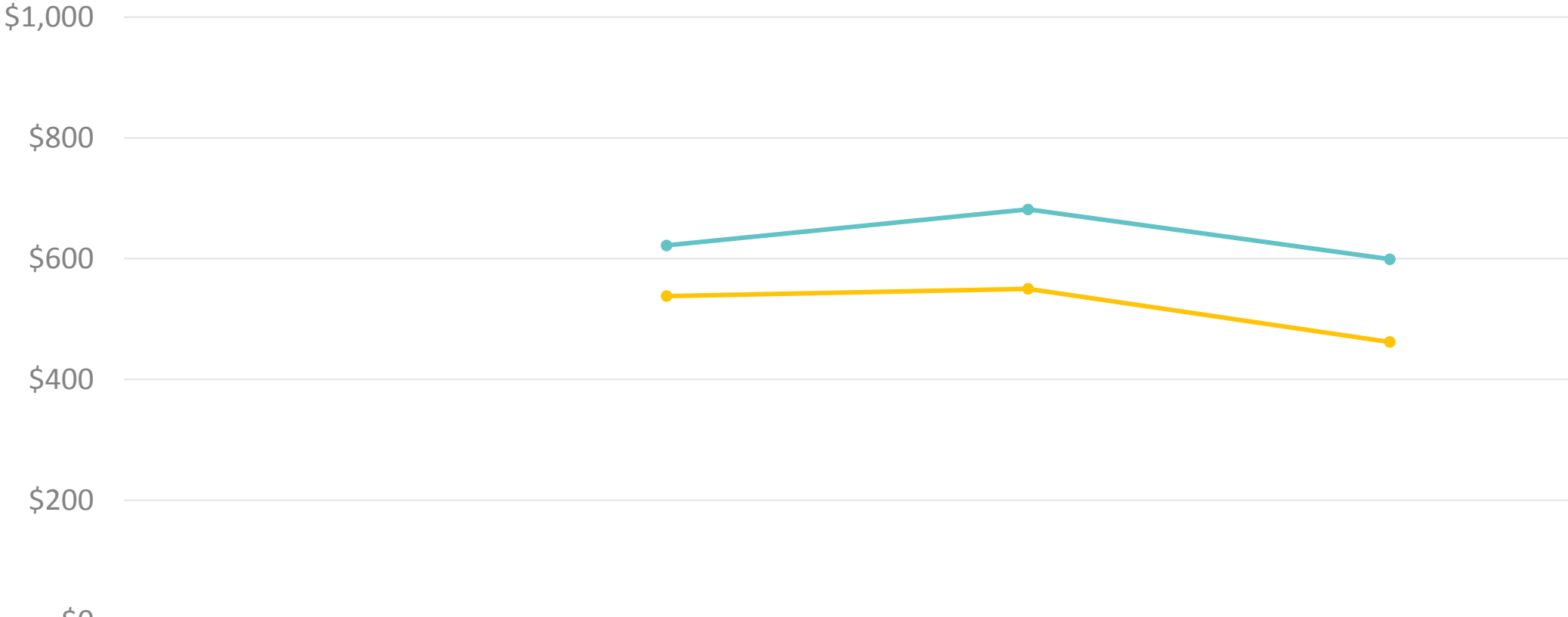
AIRFARE – FIT TRAVELER (GROUP) TRACKING



Q: How much of 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	\$599.17
MEDIAN		\$538.00	\$550.00	\$462.00

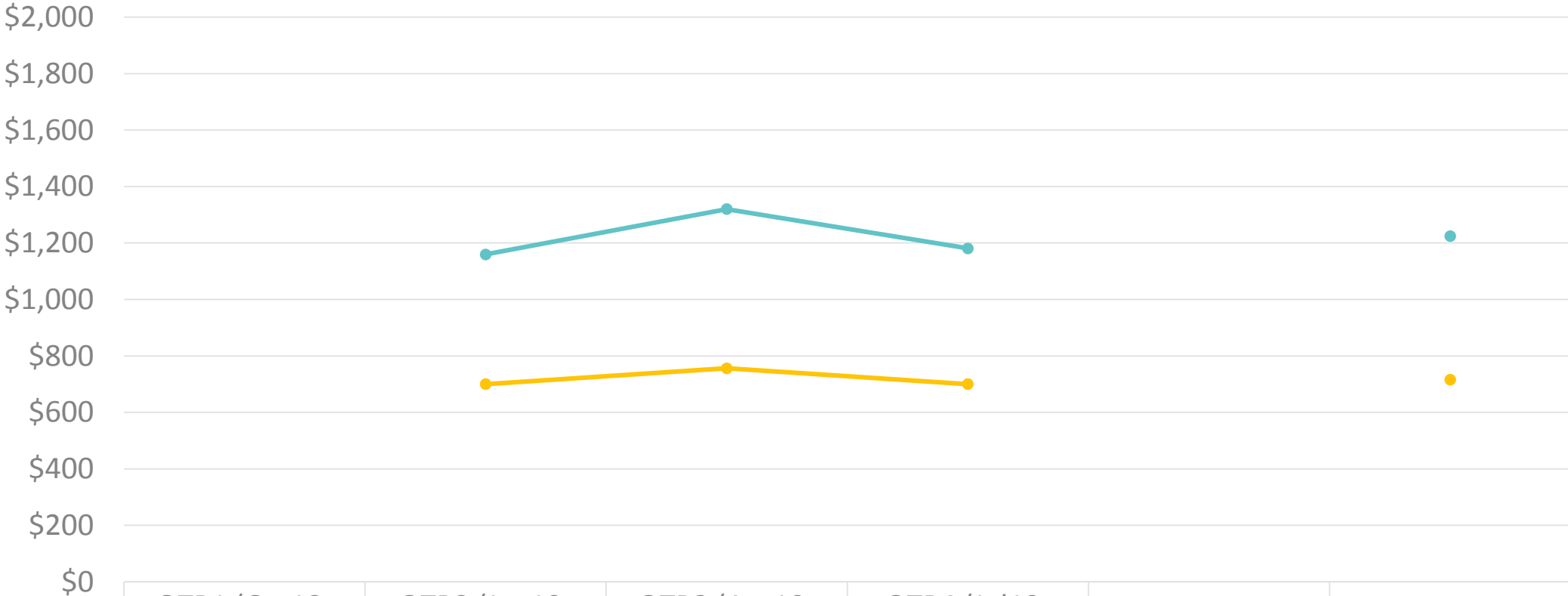
Q: How much did the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



ONISLE EXPENDITURES

- \$1,180.66 = overall mean average expense (for entire travel party) by respondent
- \$536.83 = overall mean average **per person** expenditures

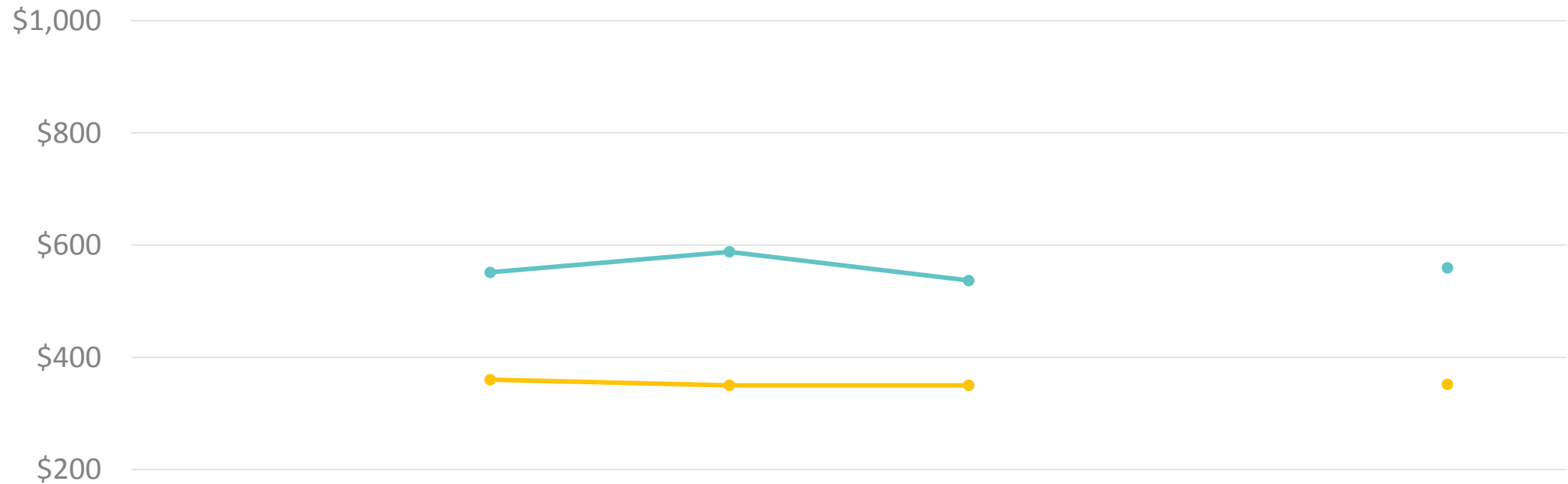
ONISLE – TRAVEL PARTY TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN		\$1,159.36	\$1,320.08	\$1,180.66	\$1,223.91
MEDIAN		\$700.00	\$756.00	\$700.00	\$716.00



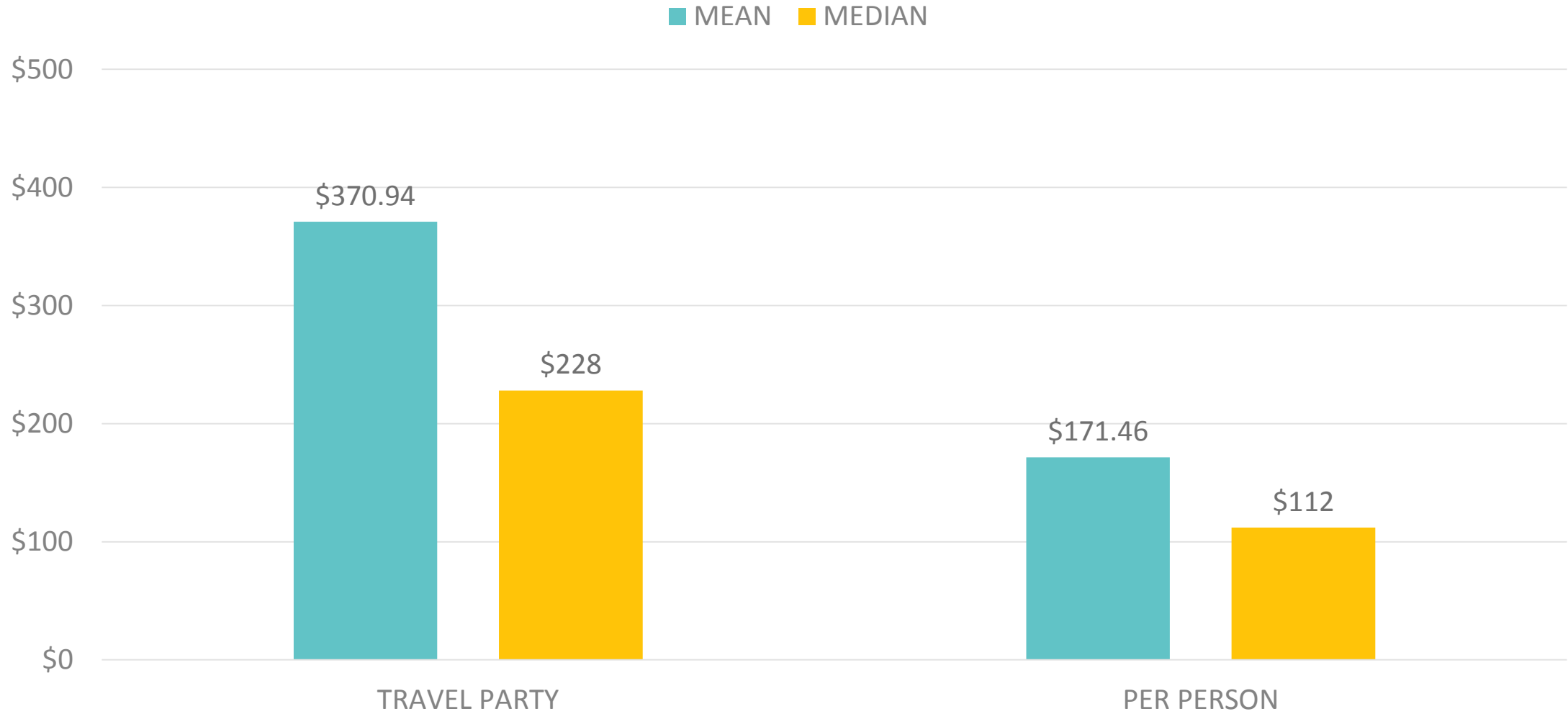
ONISLE – PER PERSON TRACKING



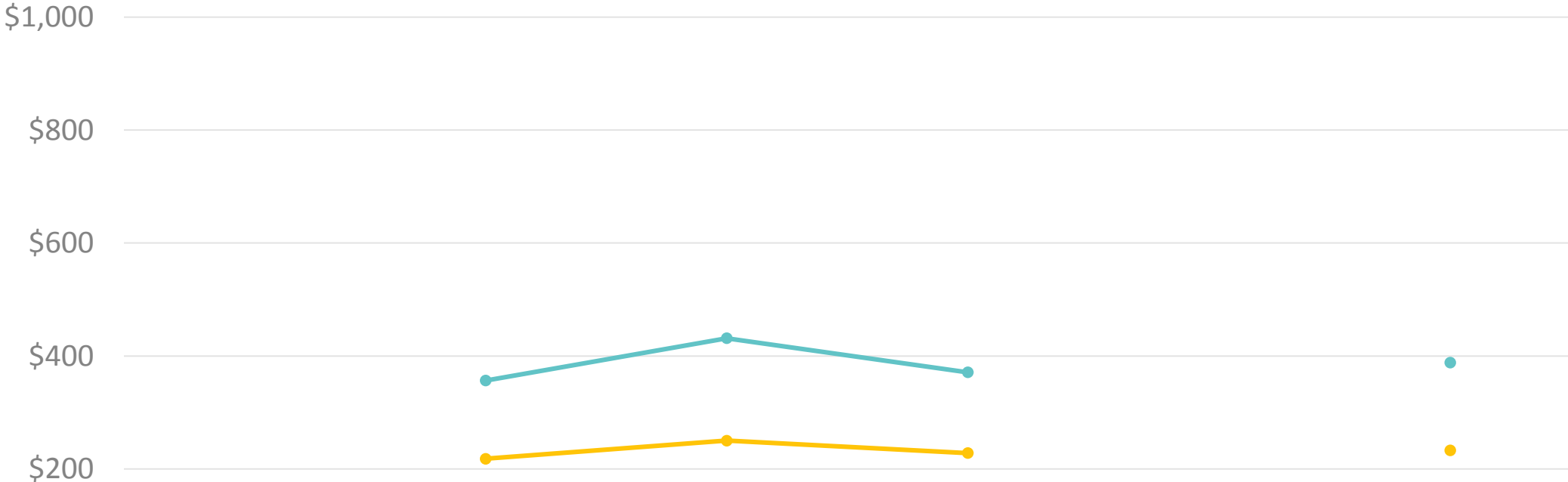
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN		\$551.36	\$588.03	\$536.83	\$559.57
MEDIAN		\$360.00	\$350.00	\$350.00	\$352.00



ONISLE – PER DAY SPENDING



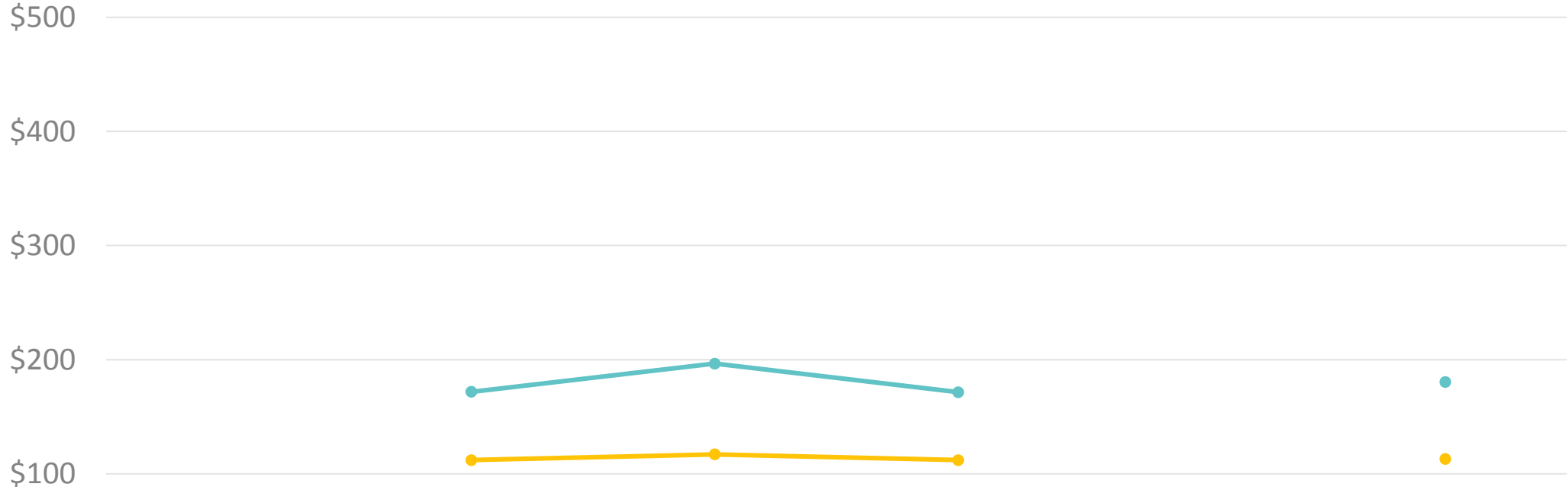
ONISLE – TRAVEL PARTY/ PER DAY TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN	\$356.49	\$431.44	\$370.94	\$388.13	
MEDIAN	\$218.00	\$250.00	\$228.00	\$233.00	



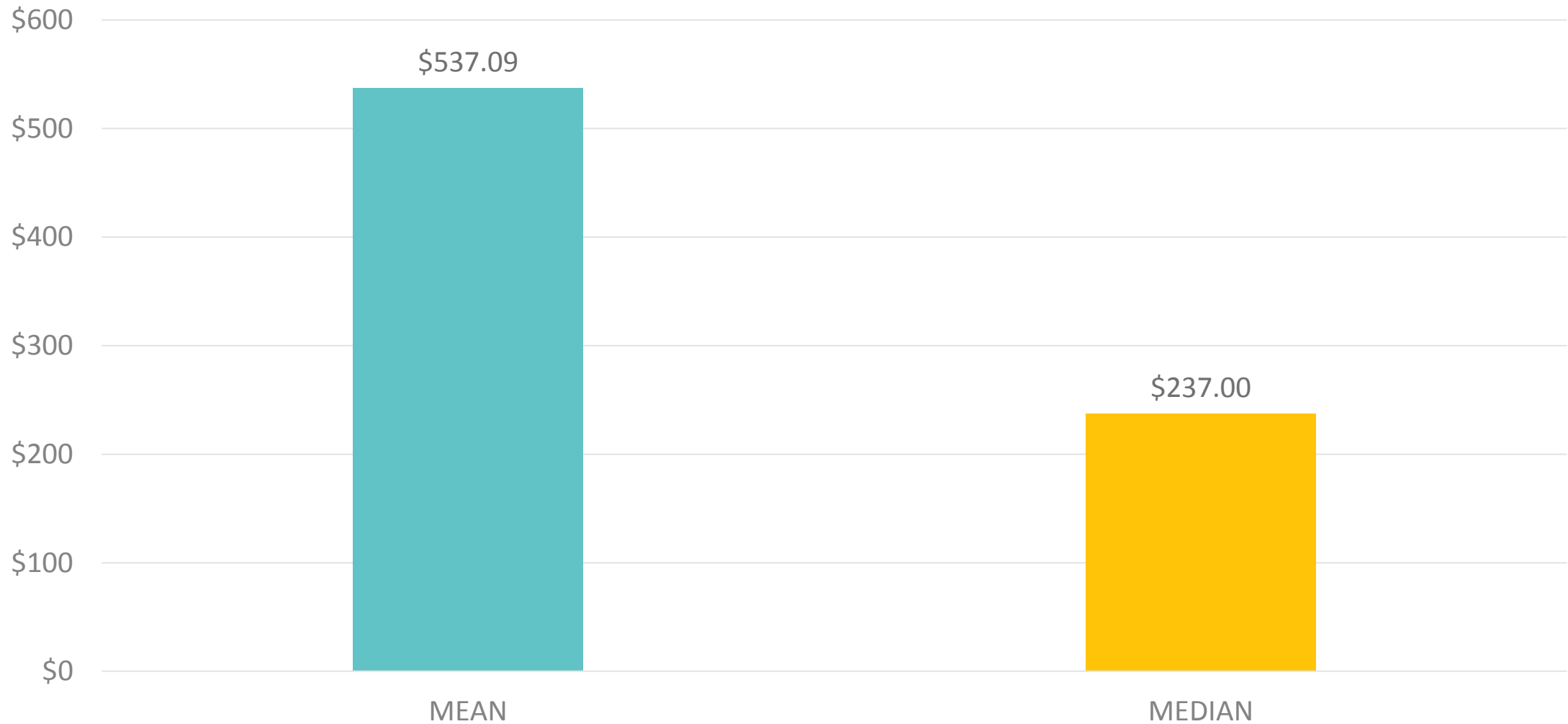
ONISLE – PER PERSON/ PER DAY TRACKING



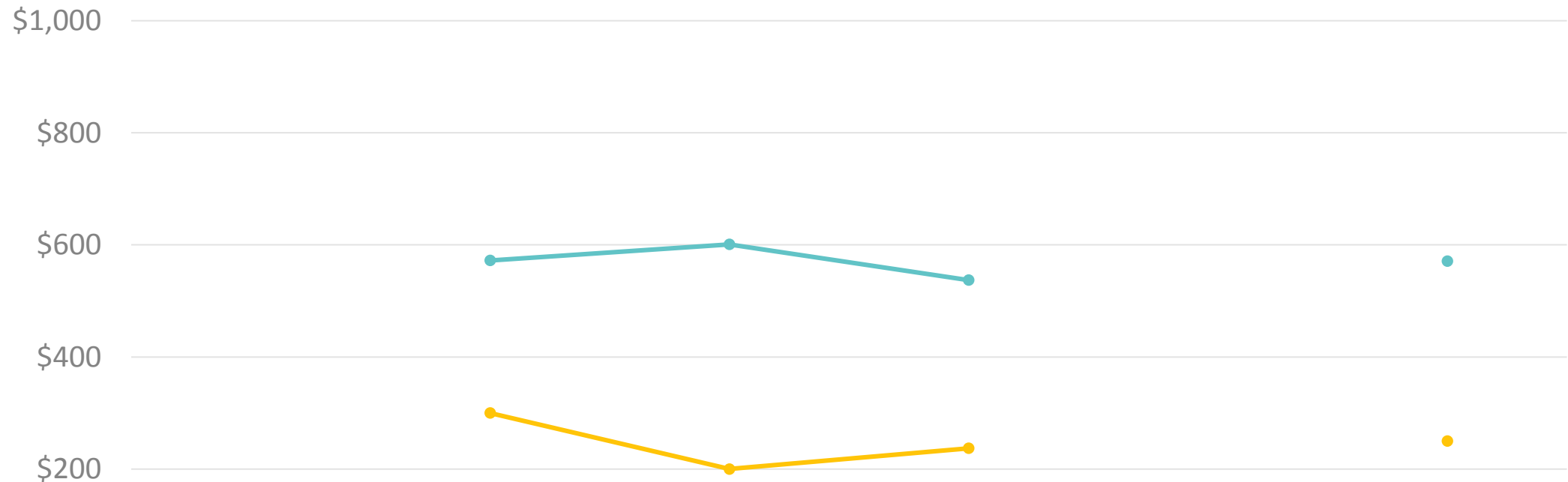
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN		\$171.81	\$196.51	\$171.46	\$180.50
MEDIAN		\$112.00	\$117.00	\$112.00	\$113.00



ONISLE – ACCOMMODATIONS



ONISLE – ACCOMMODATIONS TRACKING

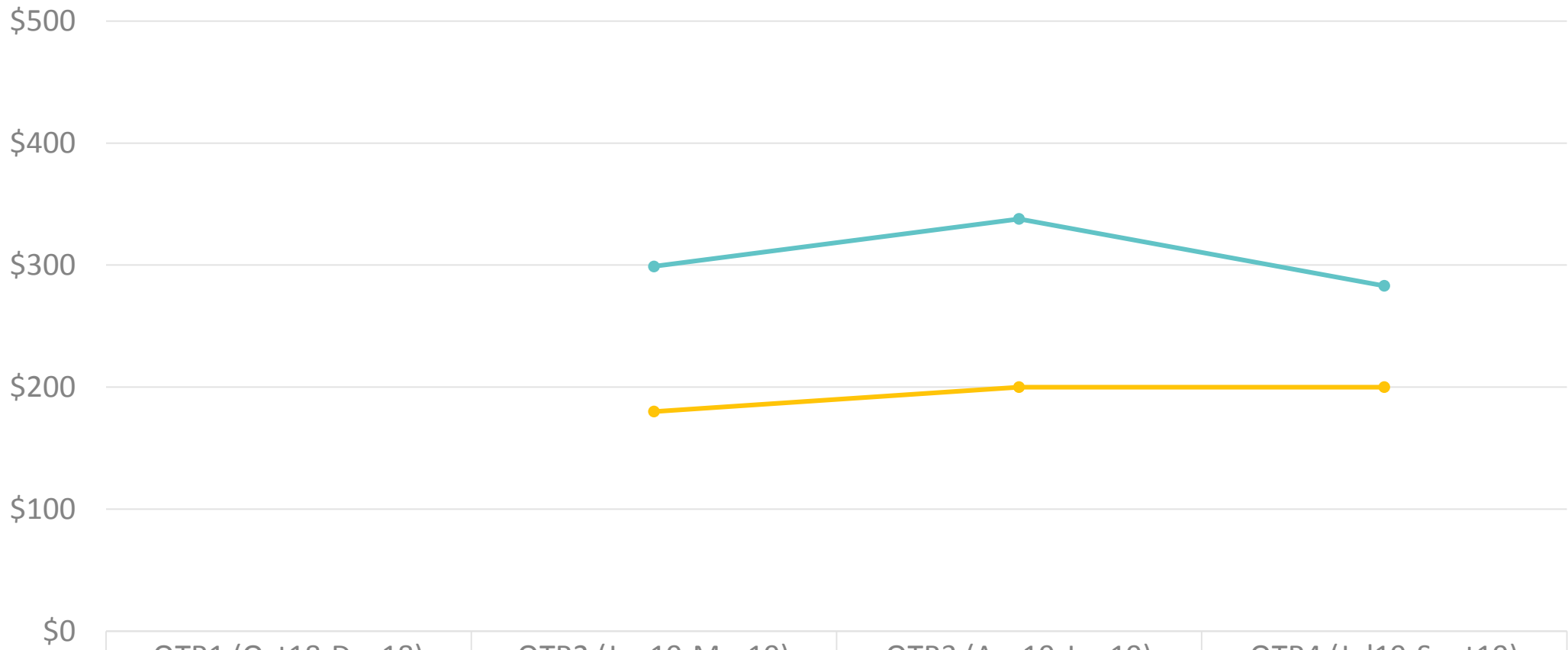


	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)	YTD
MEAN		\$572.23	\$601.01	\$537.09	\$571.08
MEDIAN		\$300.00	\$200.00	\$237.00	\$250.00

ONISLE – FOOD & BEVERAGE



ONISLE – TOTAL FOOD & BEVERAGE TRACKING

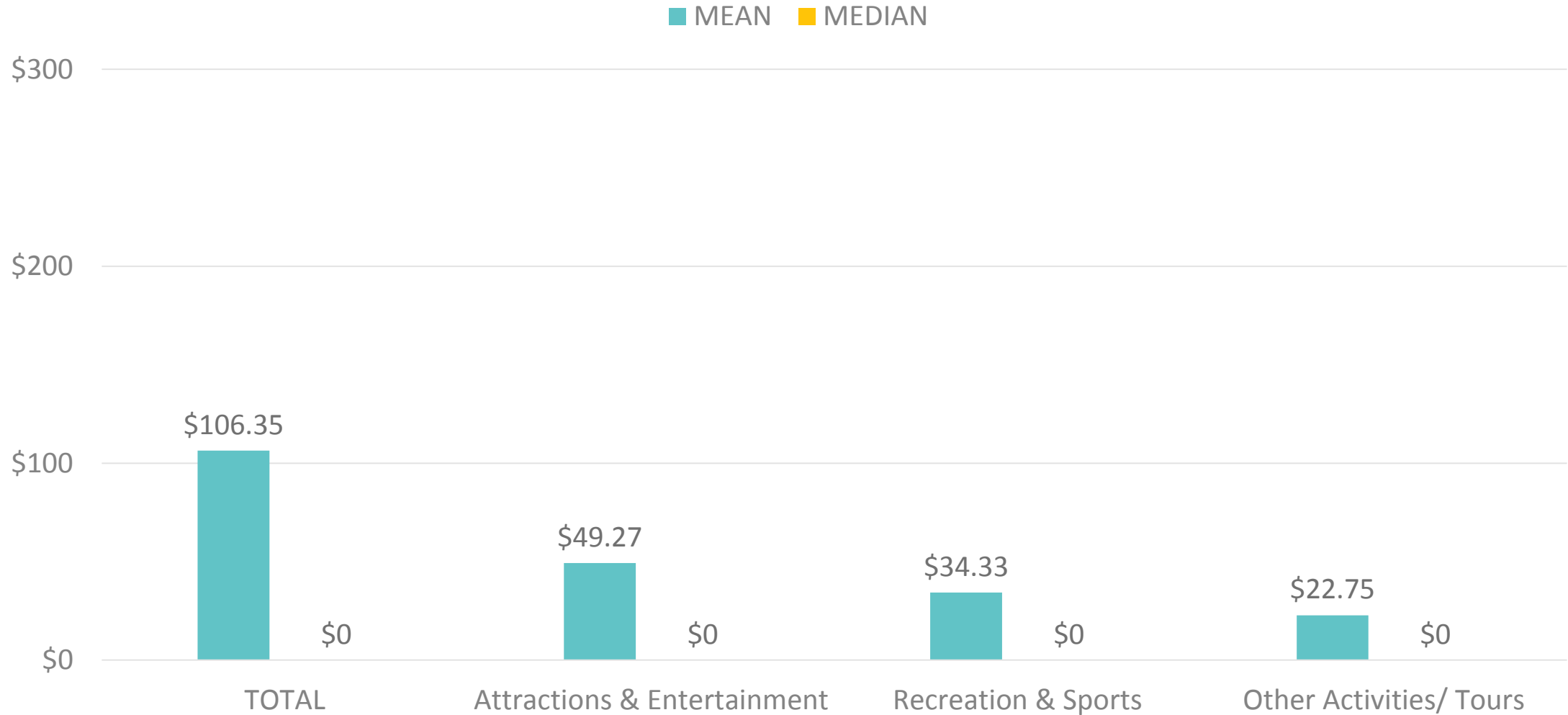


—● MEAN
—● MEDIAN

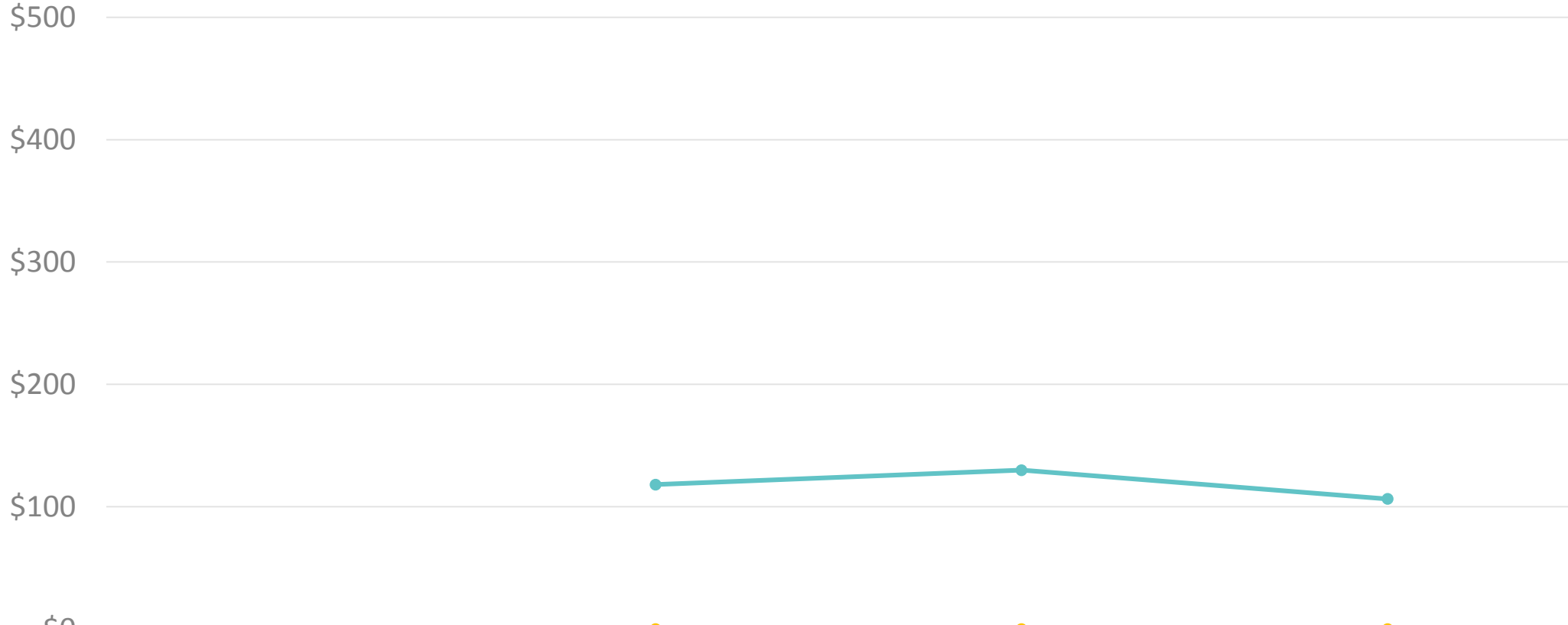
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$298.90	\$337.82	\$283.01
MEDIAN		\$180.00	\$200.00	\$200.00



ONISLE – ENTERTAINMENT & RECREATION



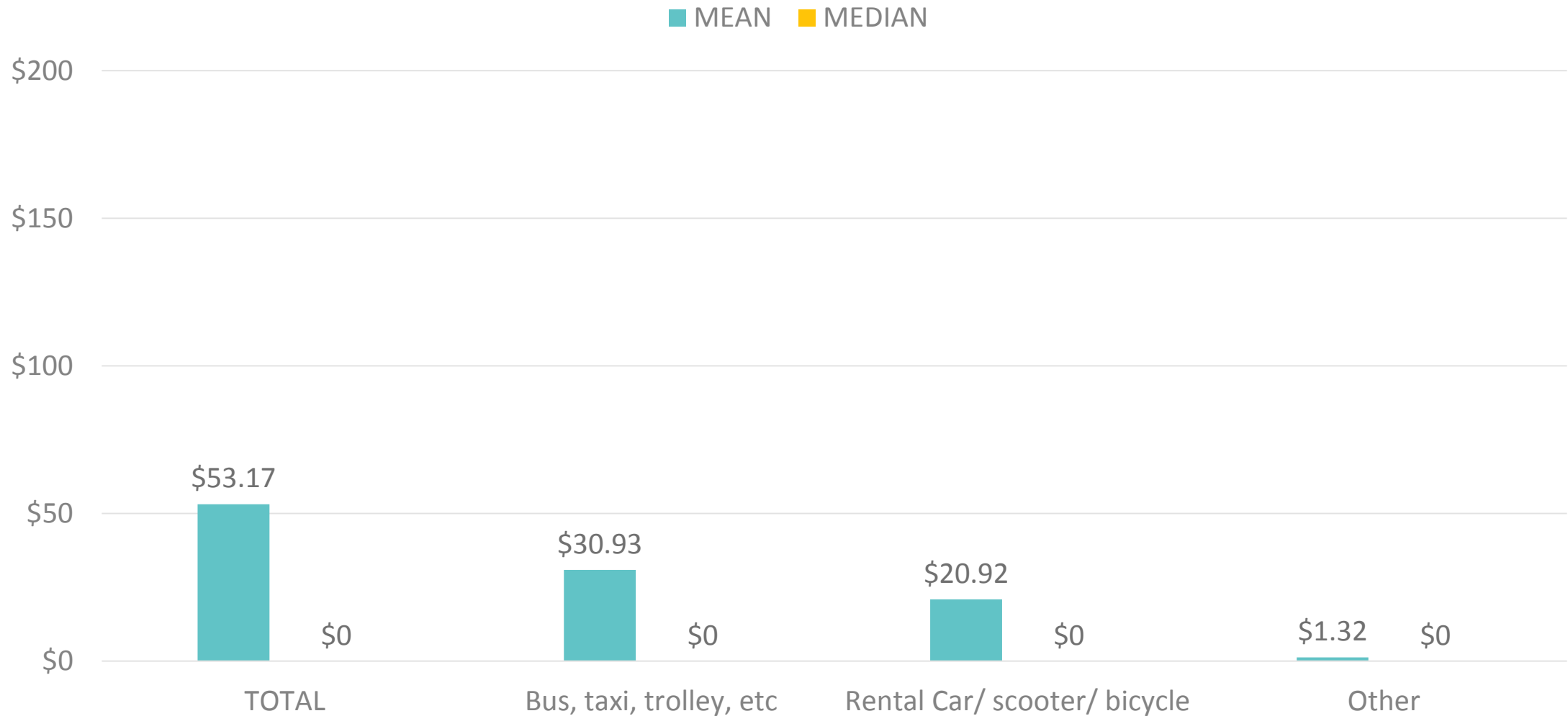
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



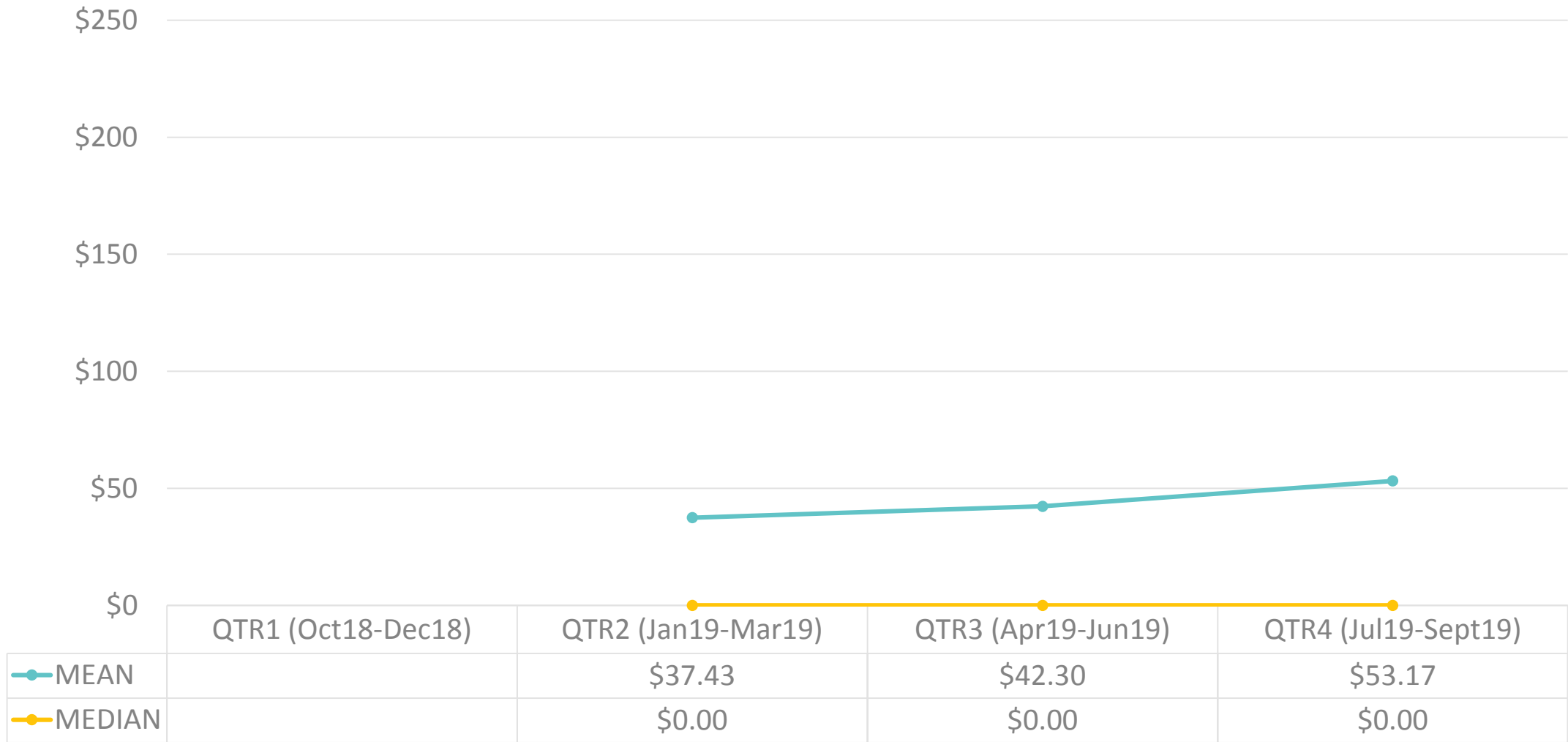
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$118.06	\$129.88	\$106.35
MEDIAN		\$0.00	\$0.00	\$0.00



ONISLE – TRANSPORTATION

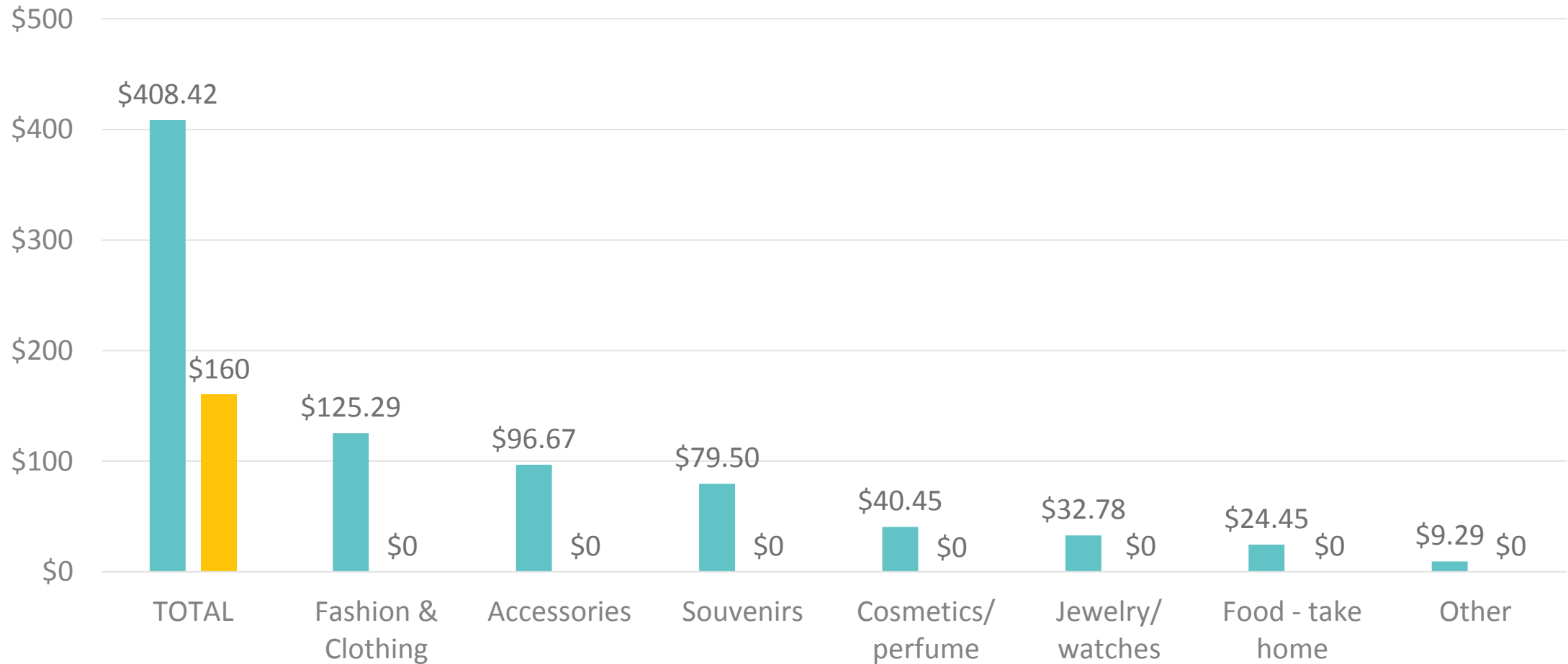


ONISLE – TOTAL TRANSPORTATION TRACKING

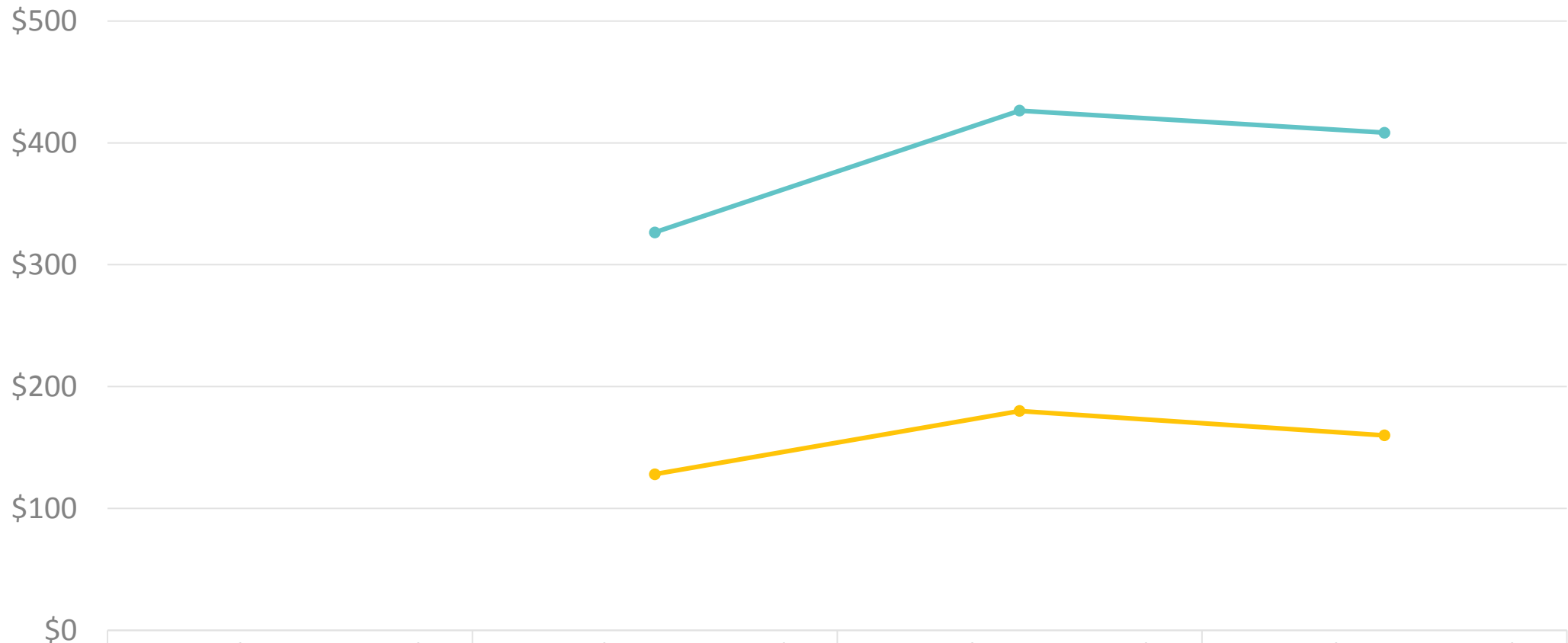


ONISLE – SHOPPING

■ MEAN ■ MEDIAN

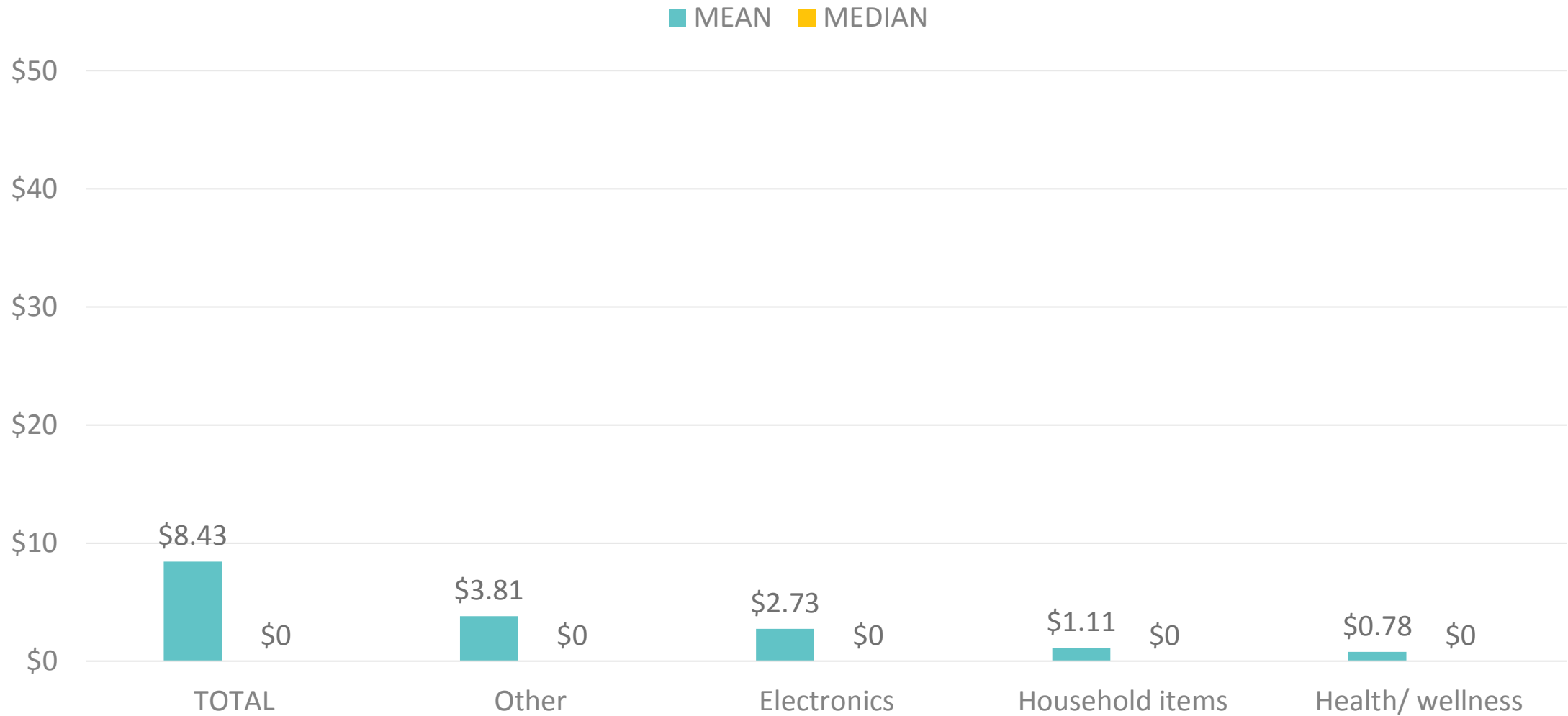


ONISLE – TOTAL SHOPPING TRACKING

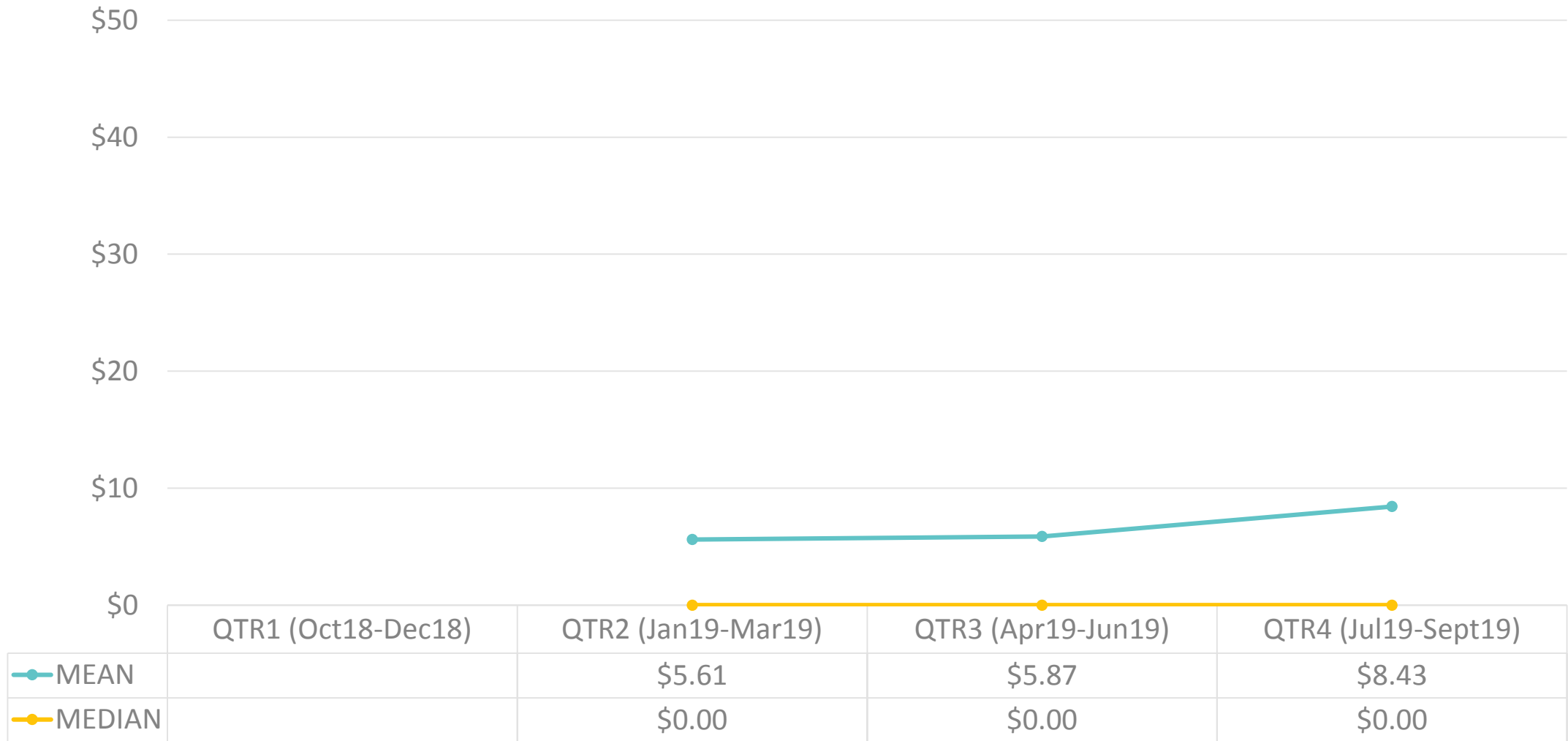


	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
MEAN		\$326.57	\$426.54	\$408.42
MEDIAN		\$128.00	\$180.00	\$160.00

ONISLE – MISCELLANEOUS



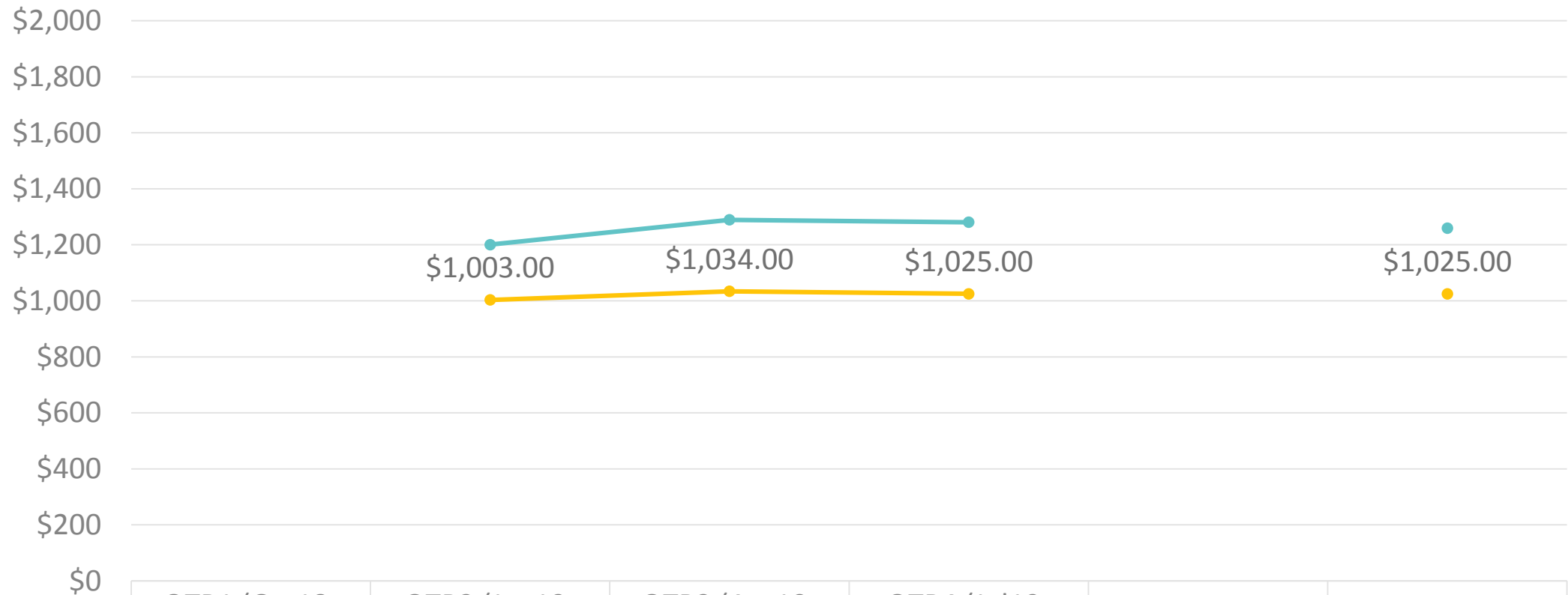
ONISLE – MISCELLANEOUS TRACKING



TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

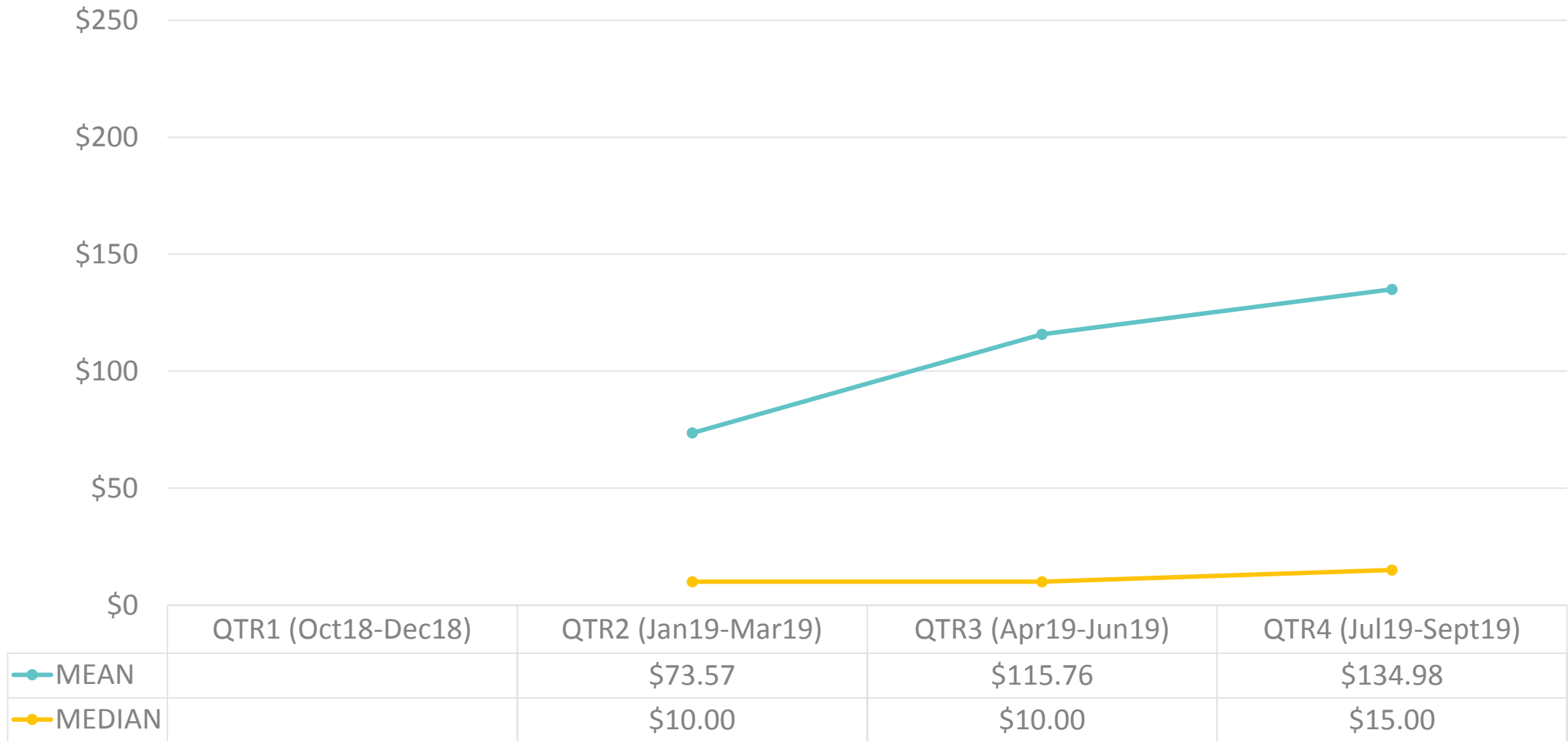
- \$1,280.56 = Mean average per person
- \$1,025.00 = Median amount spent per person

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	\$1,280.56	\$1,259.37	
MEDIAN	\$1,003.00	\$1,034.00	\$1,025.00	\$1,025.00	

GUAM AIRPORT EXPENDITURE TRACKING



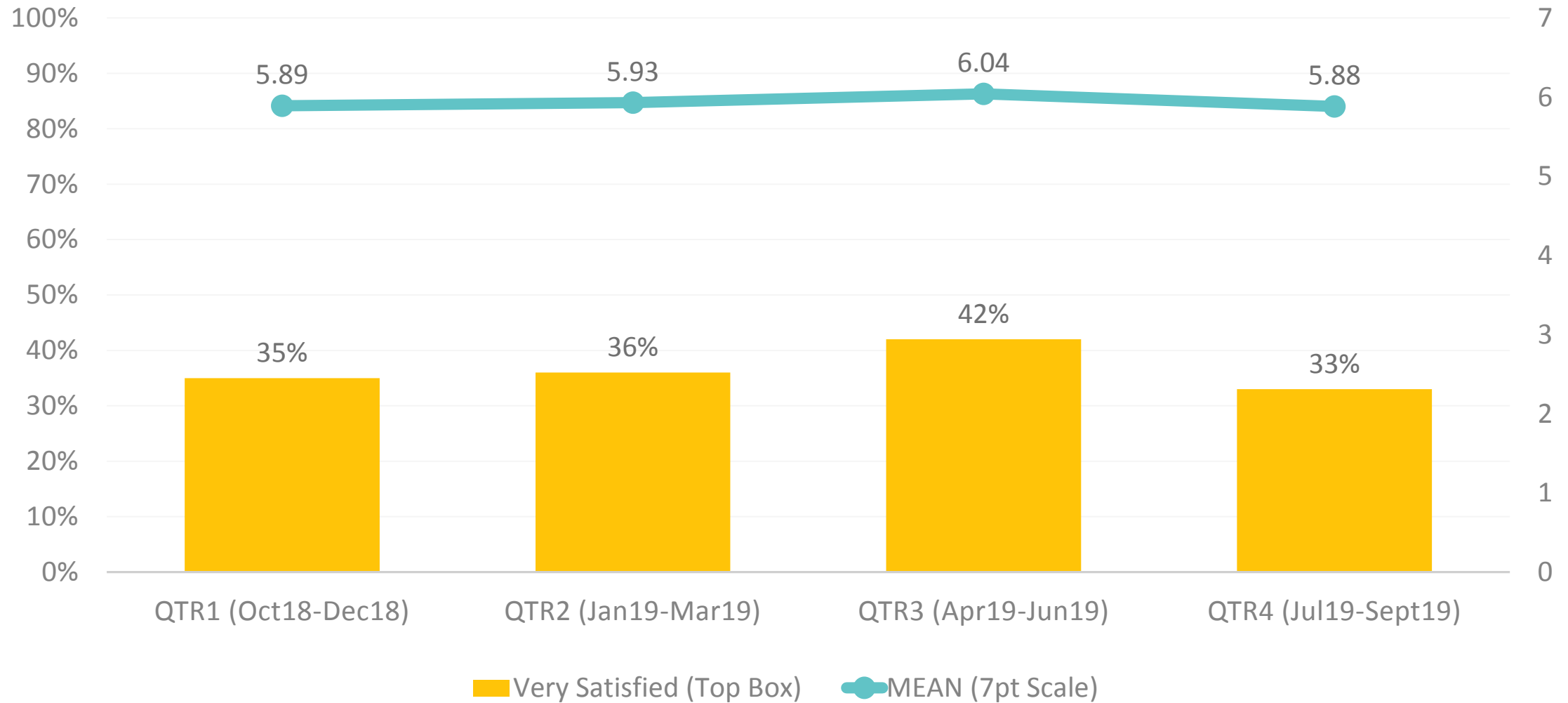


SECTION 4

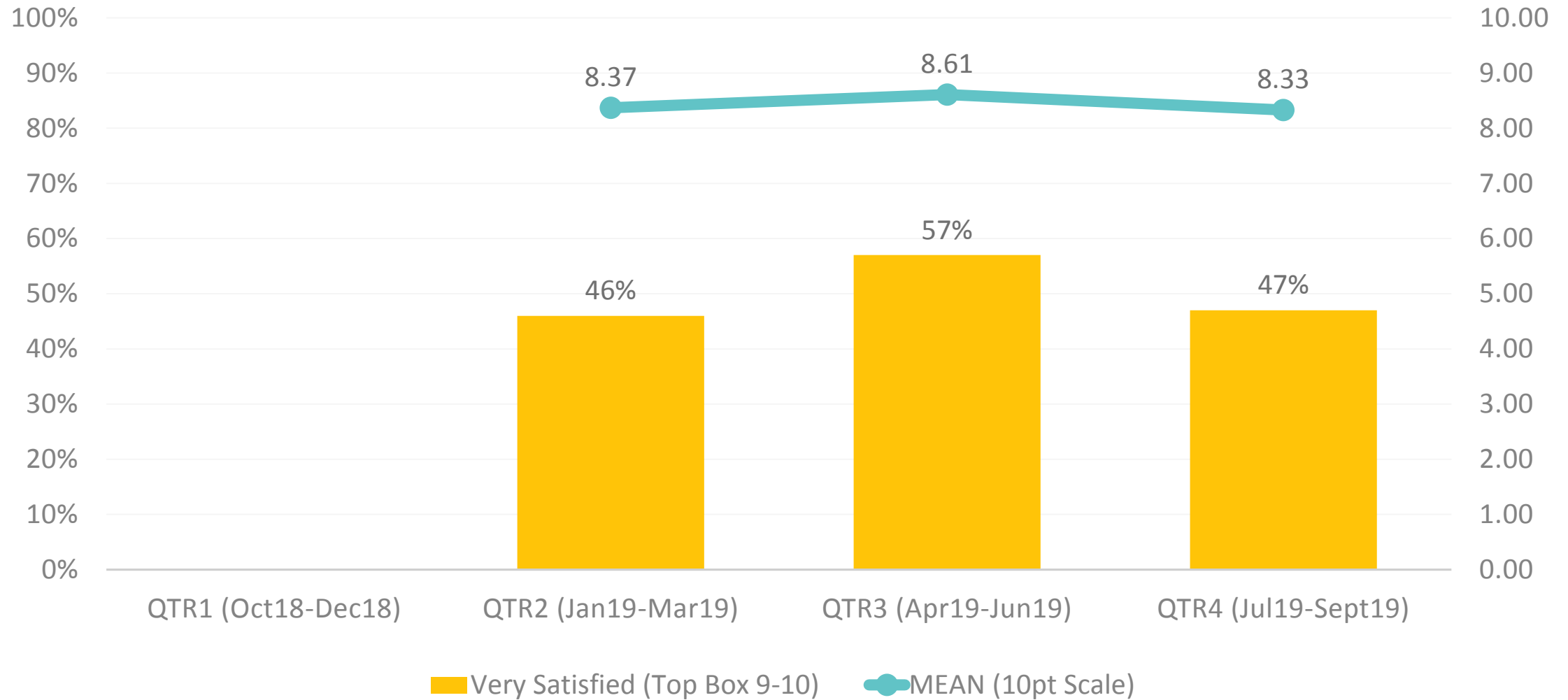
VISITOR SATISFACTION



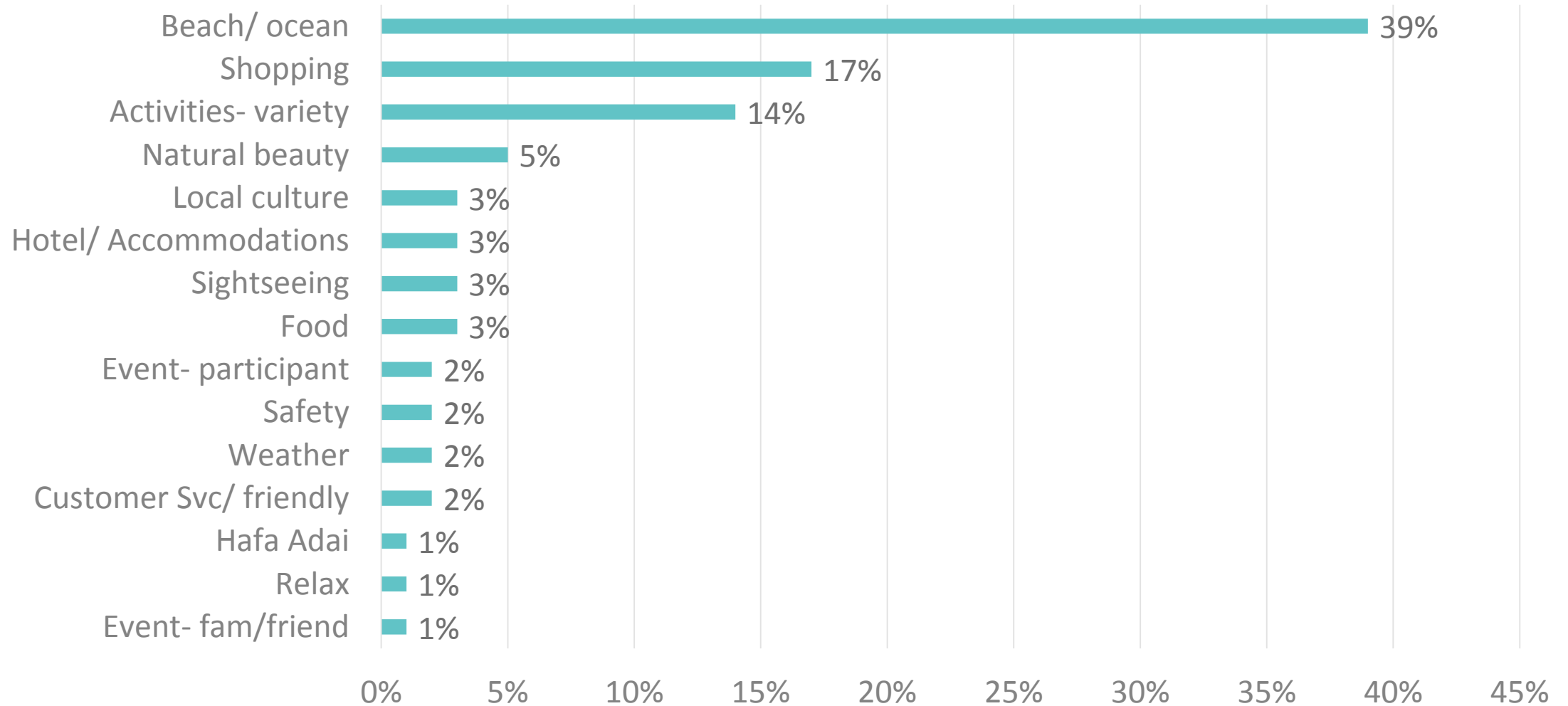
OVERALL SATISFACTION – 7PT SCALE



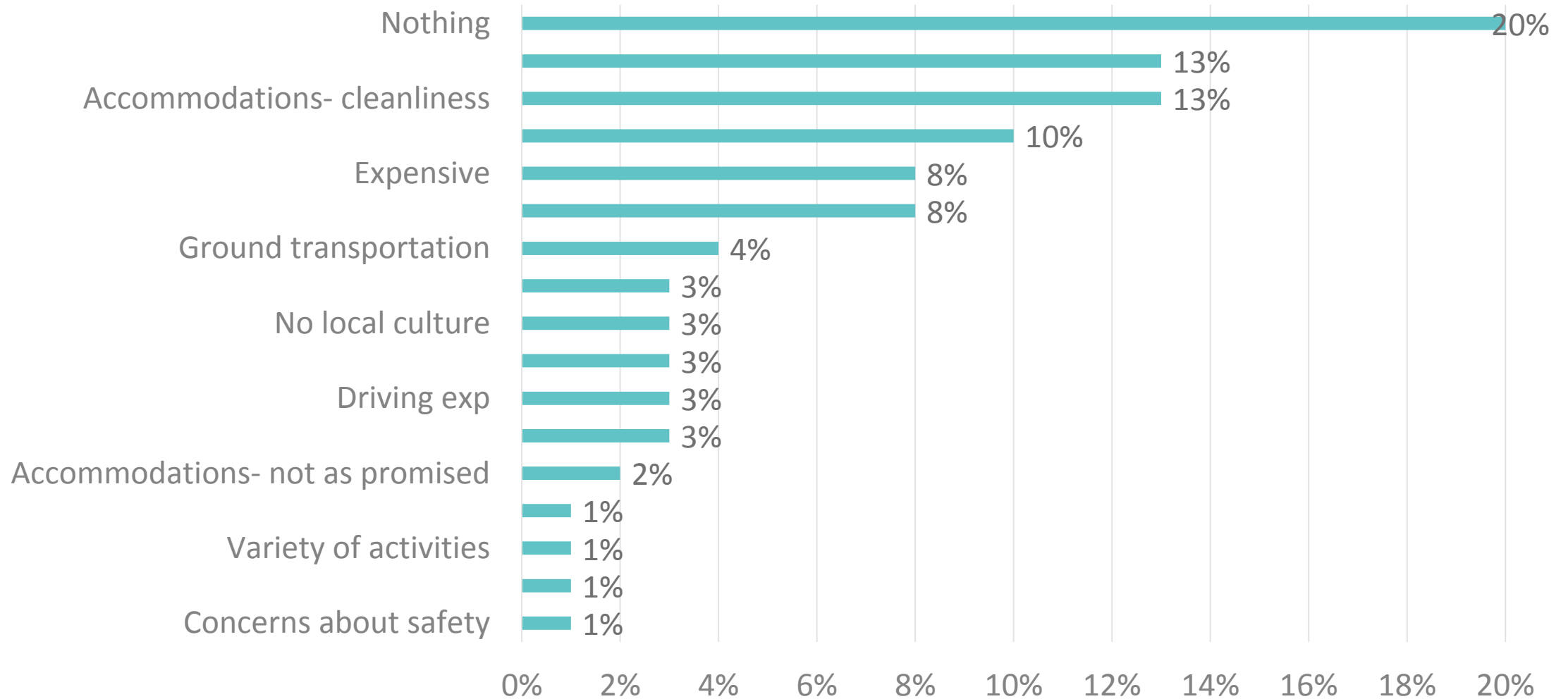
OVERALL SATISFACTION – 10PT SCALE



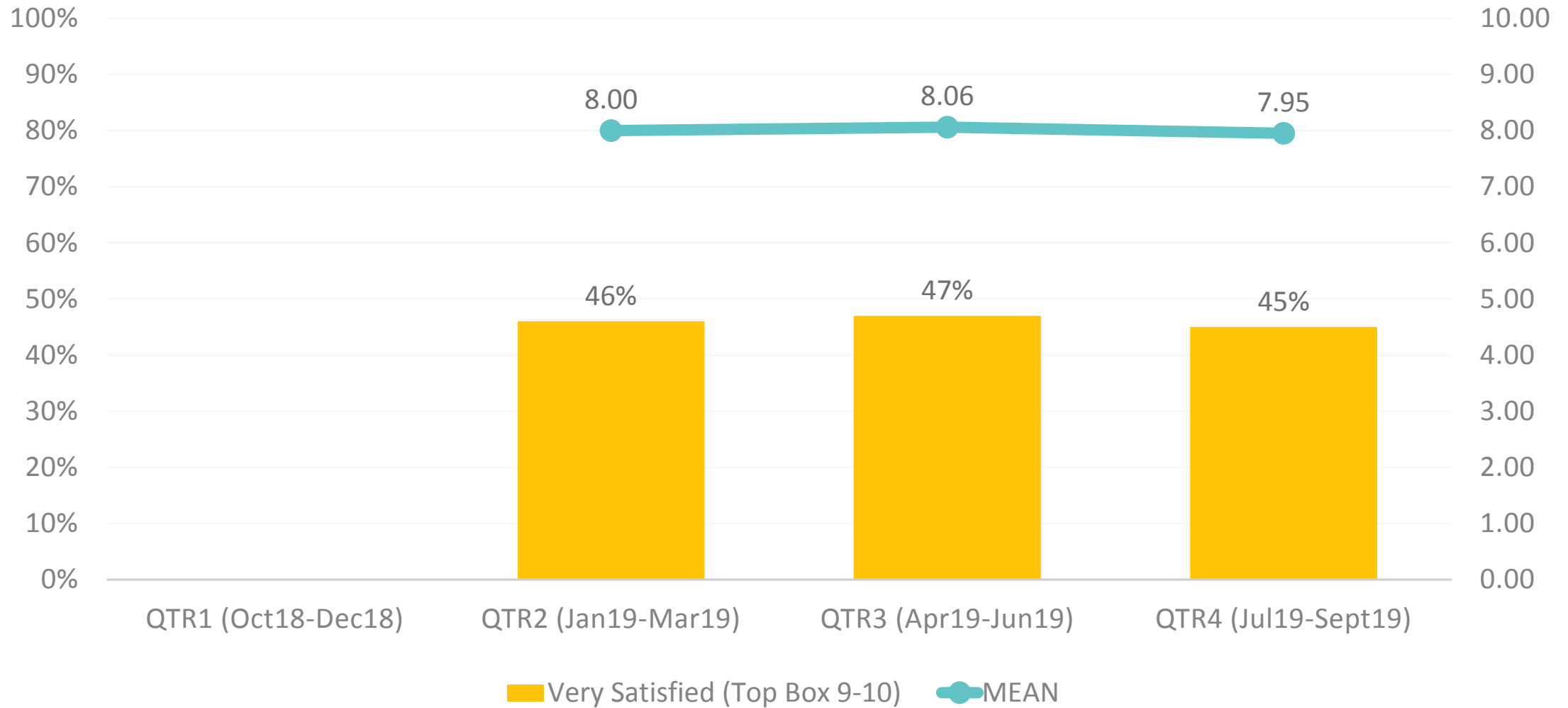
SWOT – POSITIVE ASPECT OF TRIP



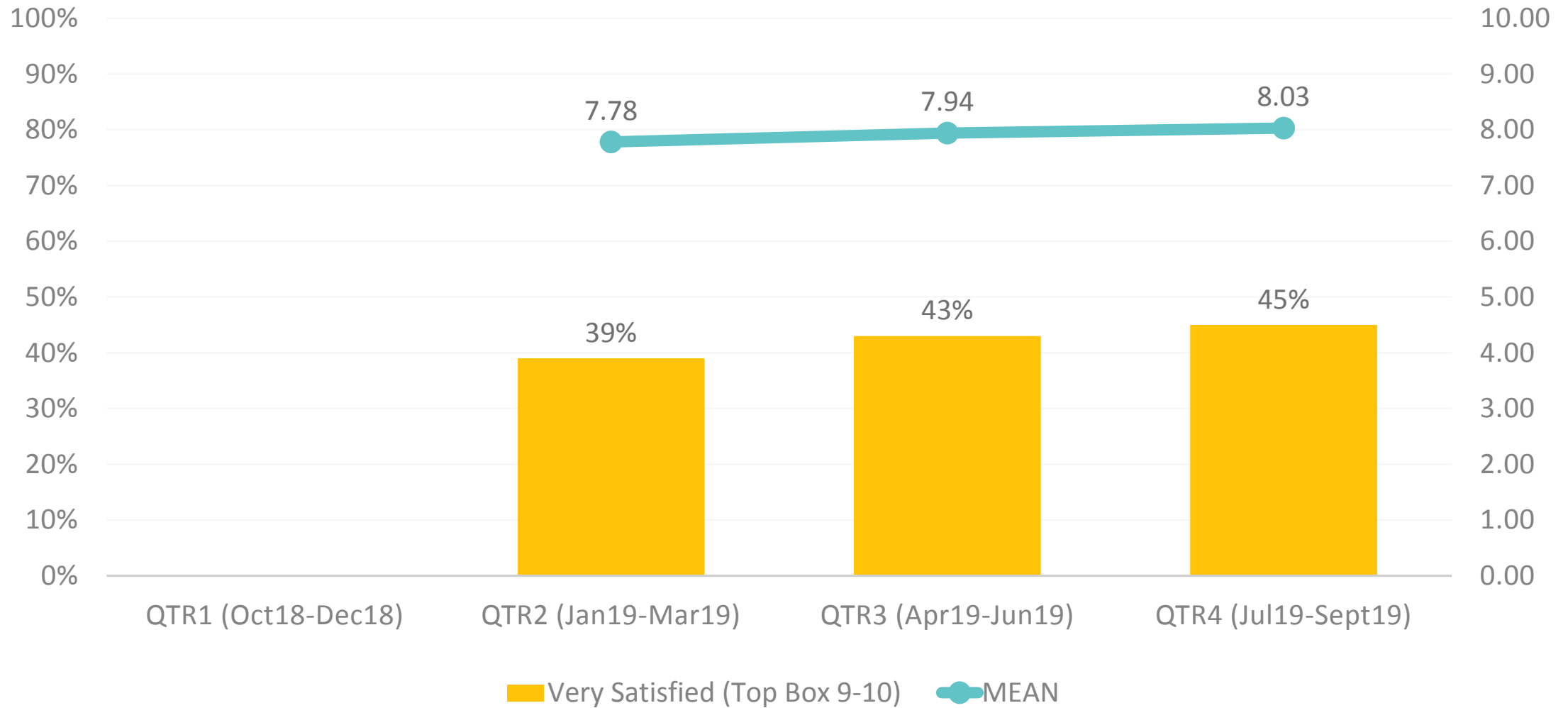
SWOT – NEGATIVE ASPECT OF TRIP



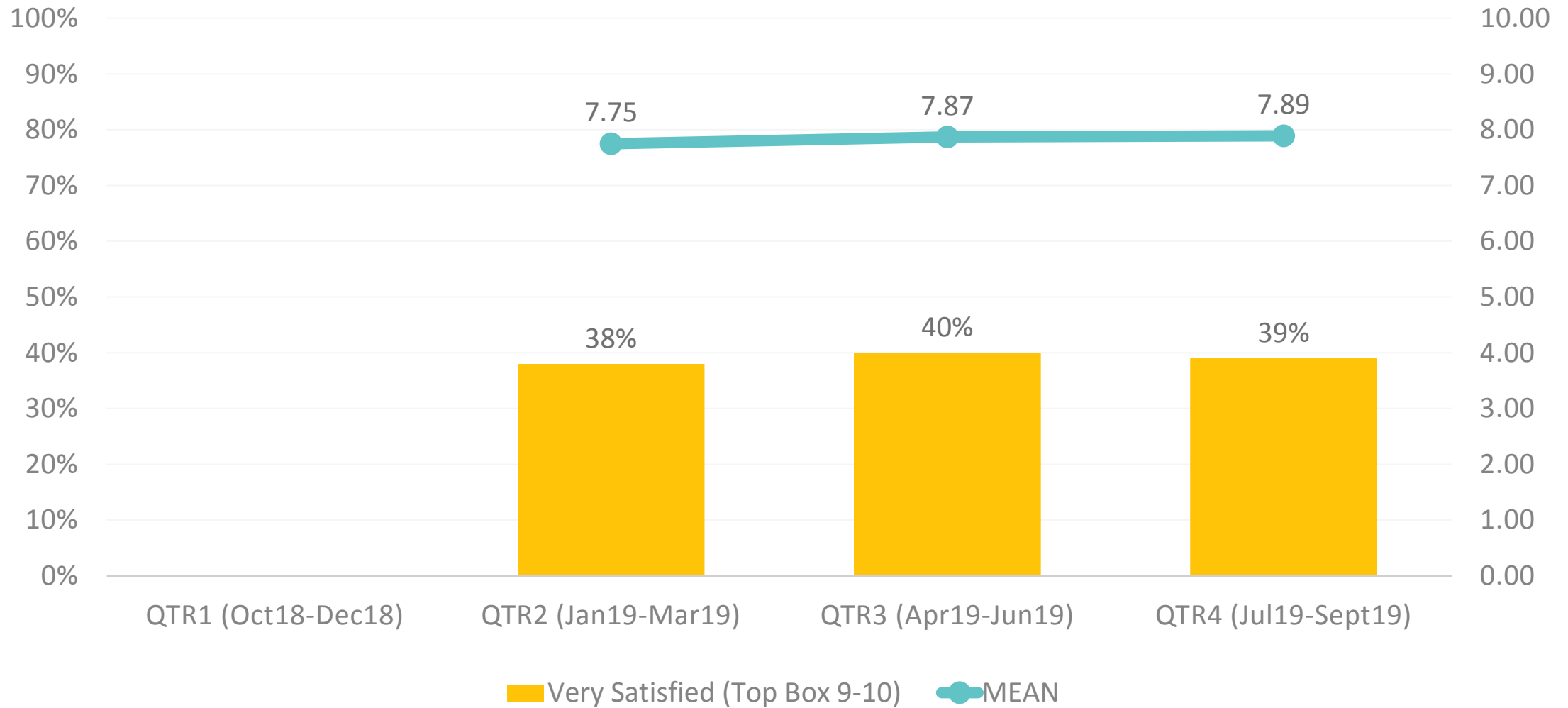
SATISFACTION – ENTERTAINMENT



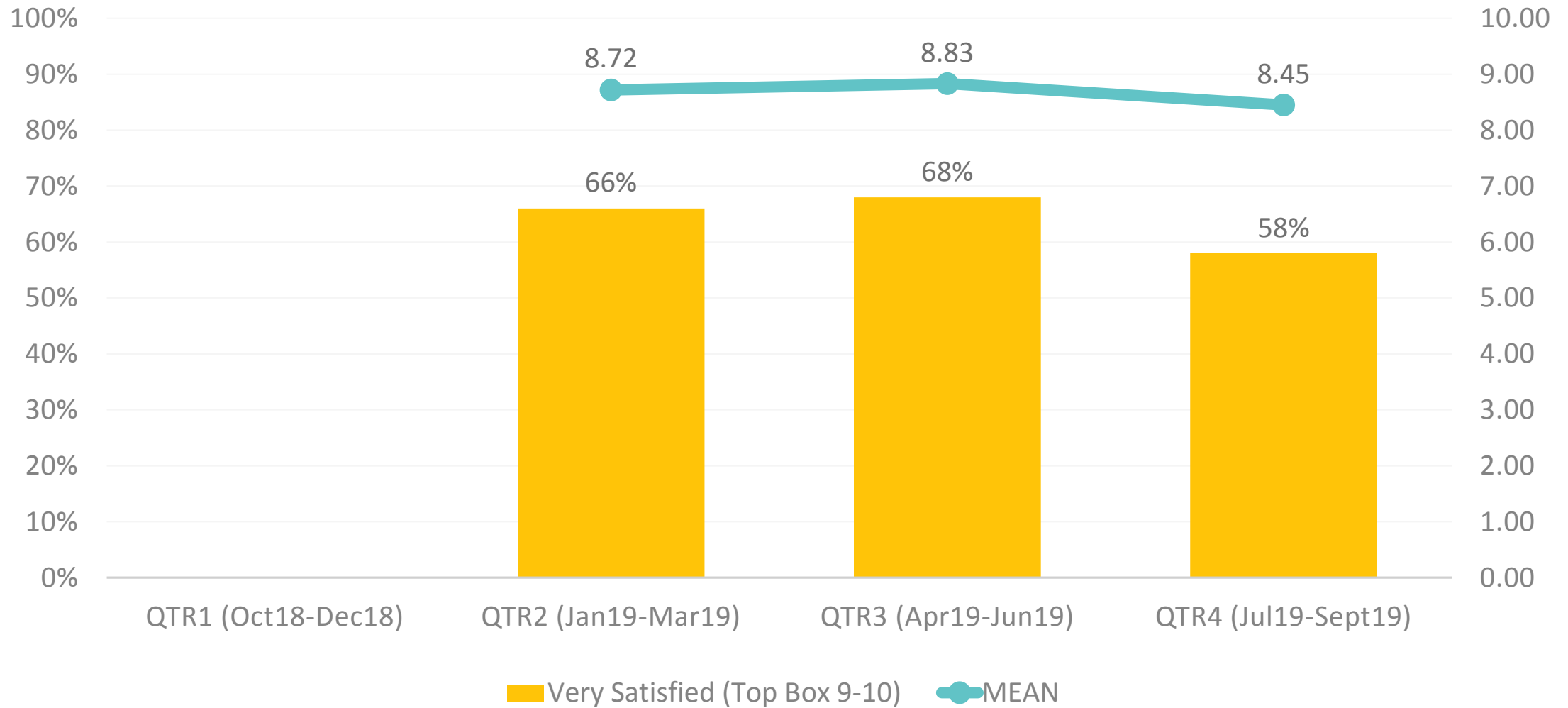
SATISFACTION – SHOPPING



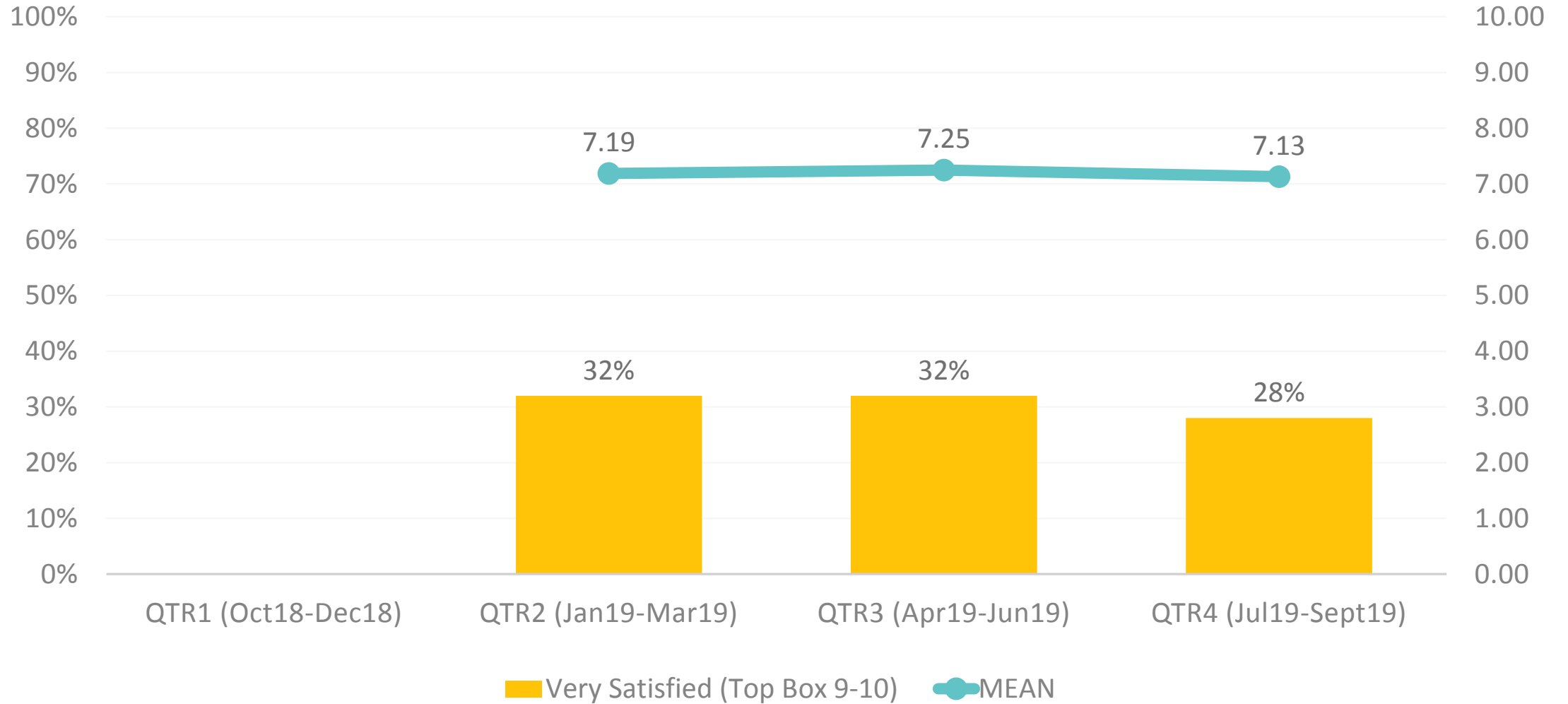
SATISFACTION – DINING



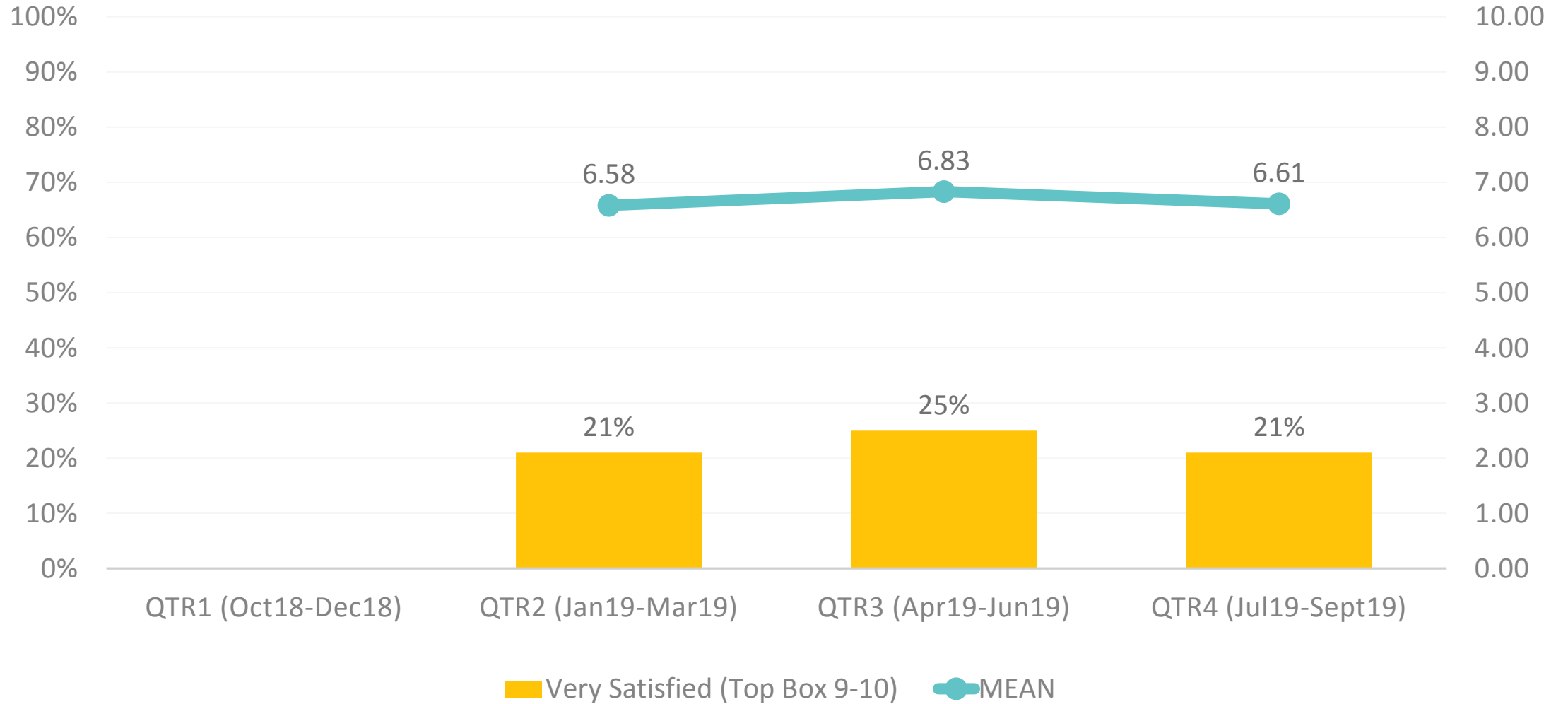
SATISFACTION – BEACHES



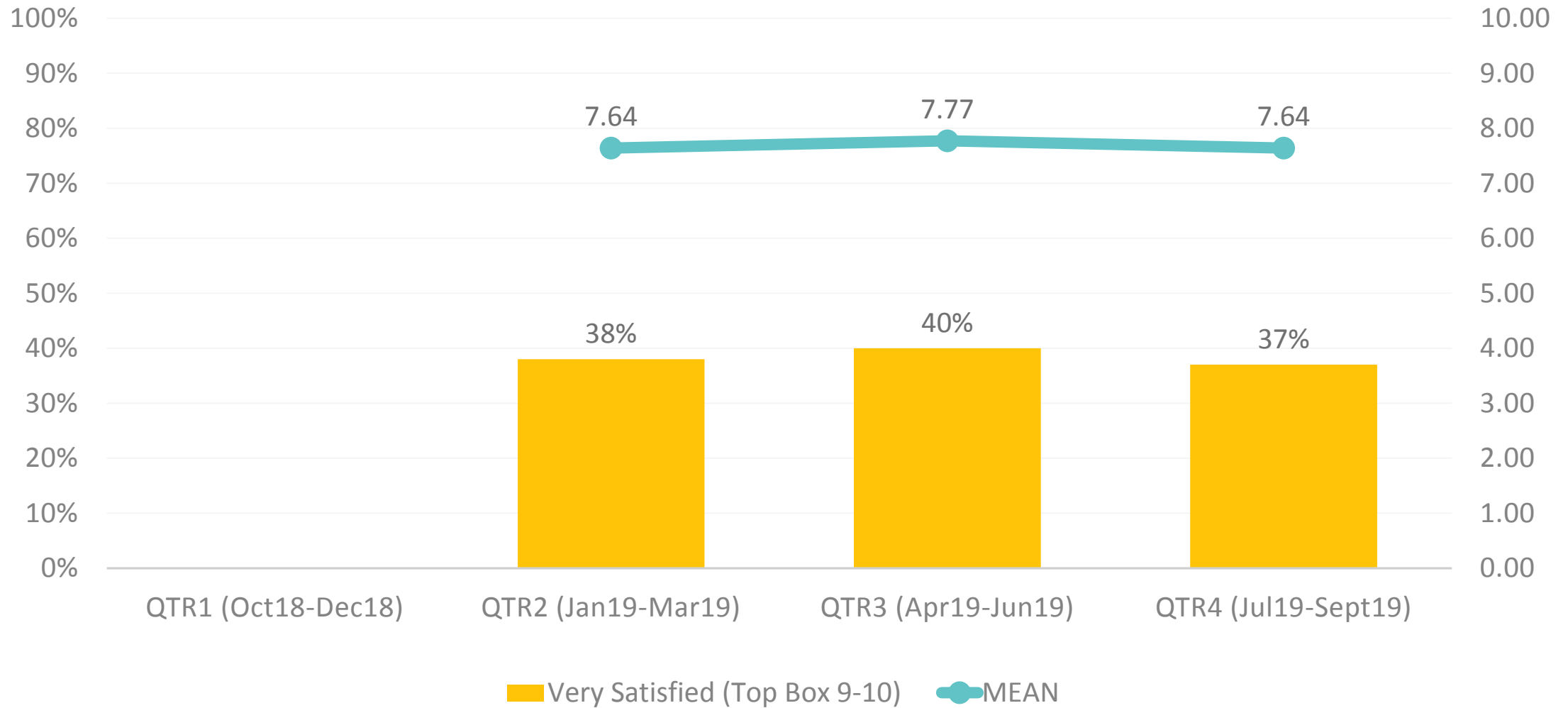
SATISFACTION – PARKS



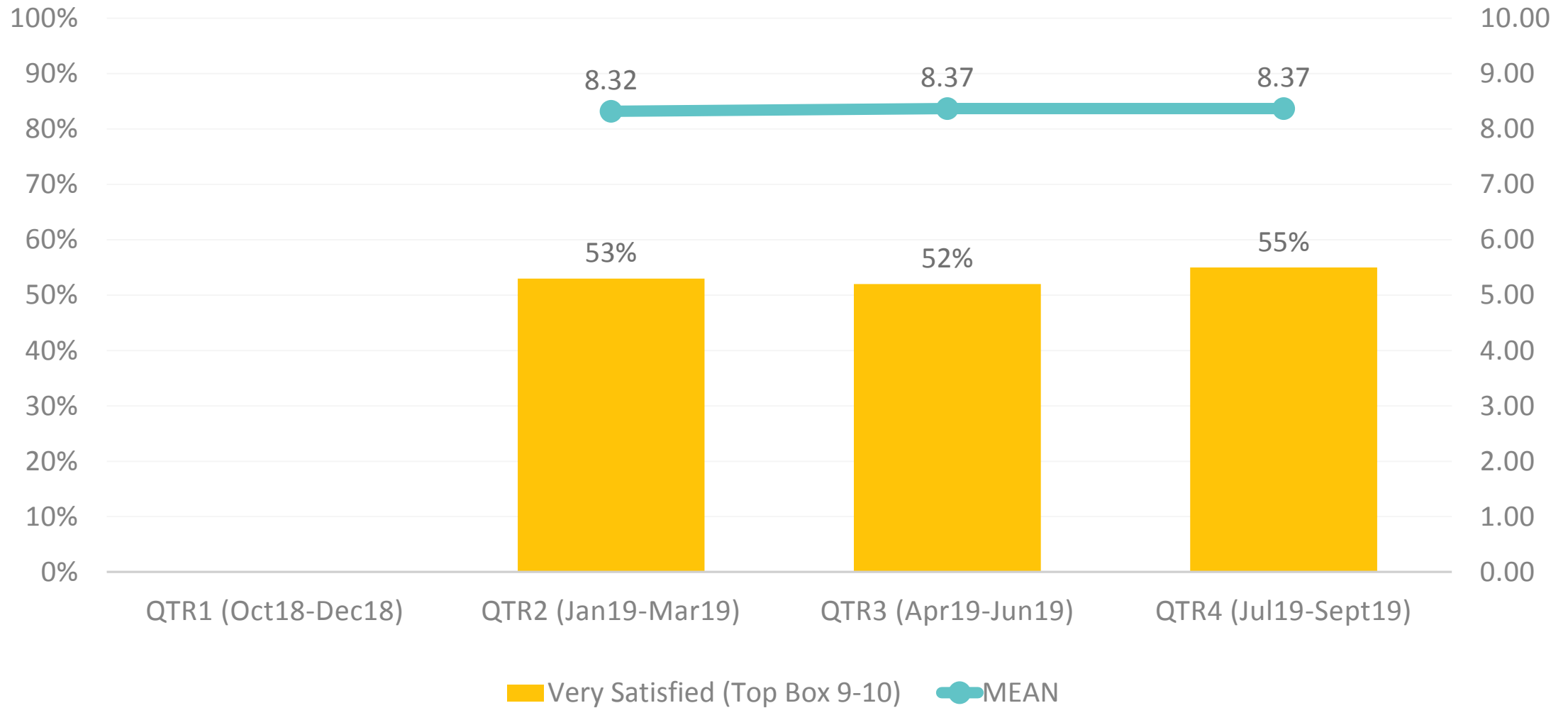
SATISFACTION – ROADS



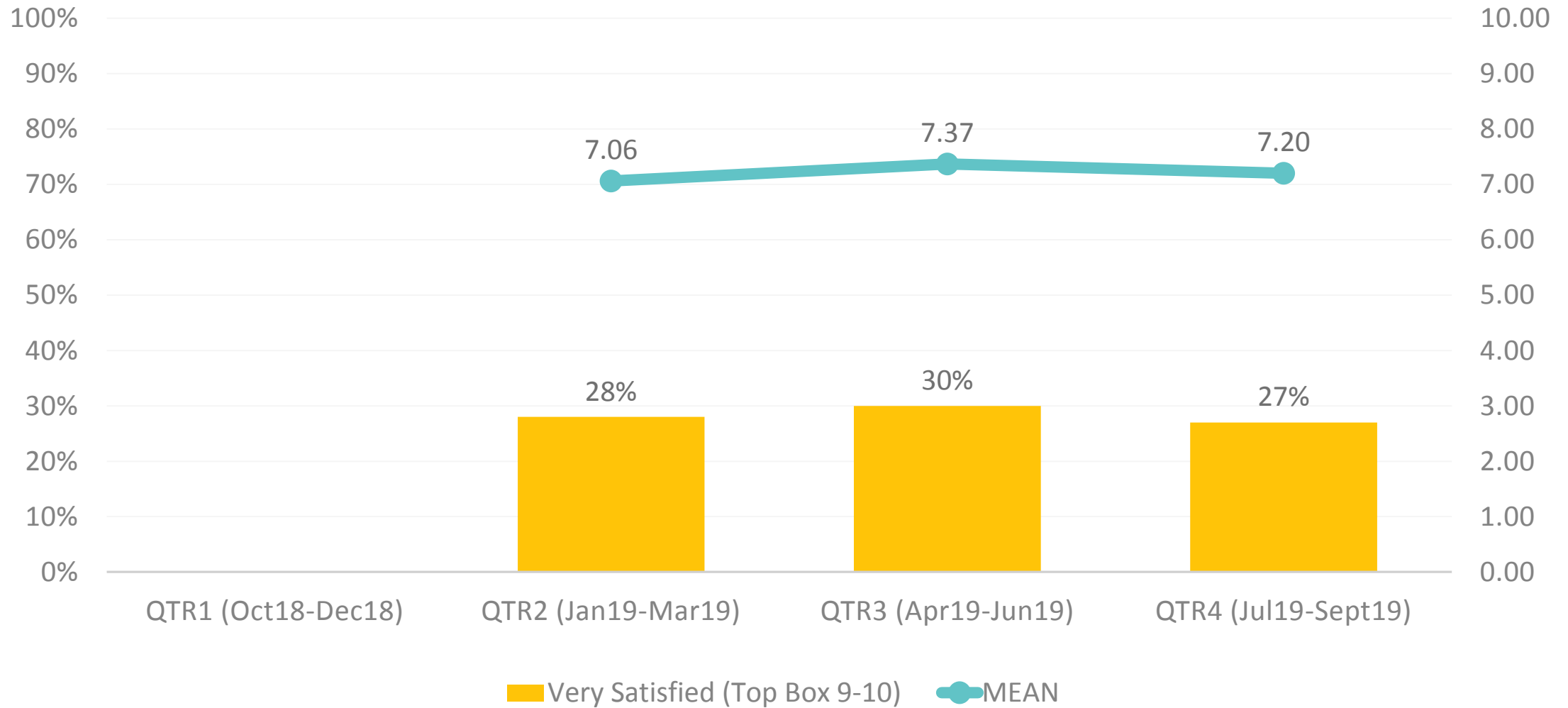
SATISFACTION – SIGHTSEEING AREAS



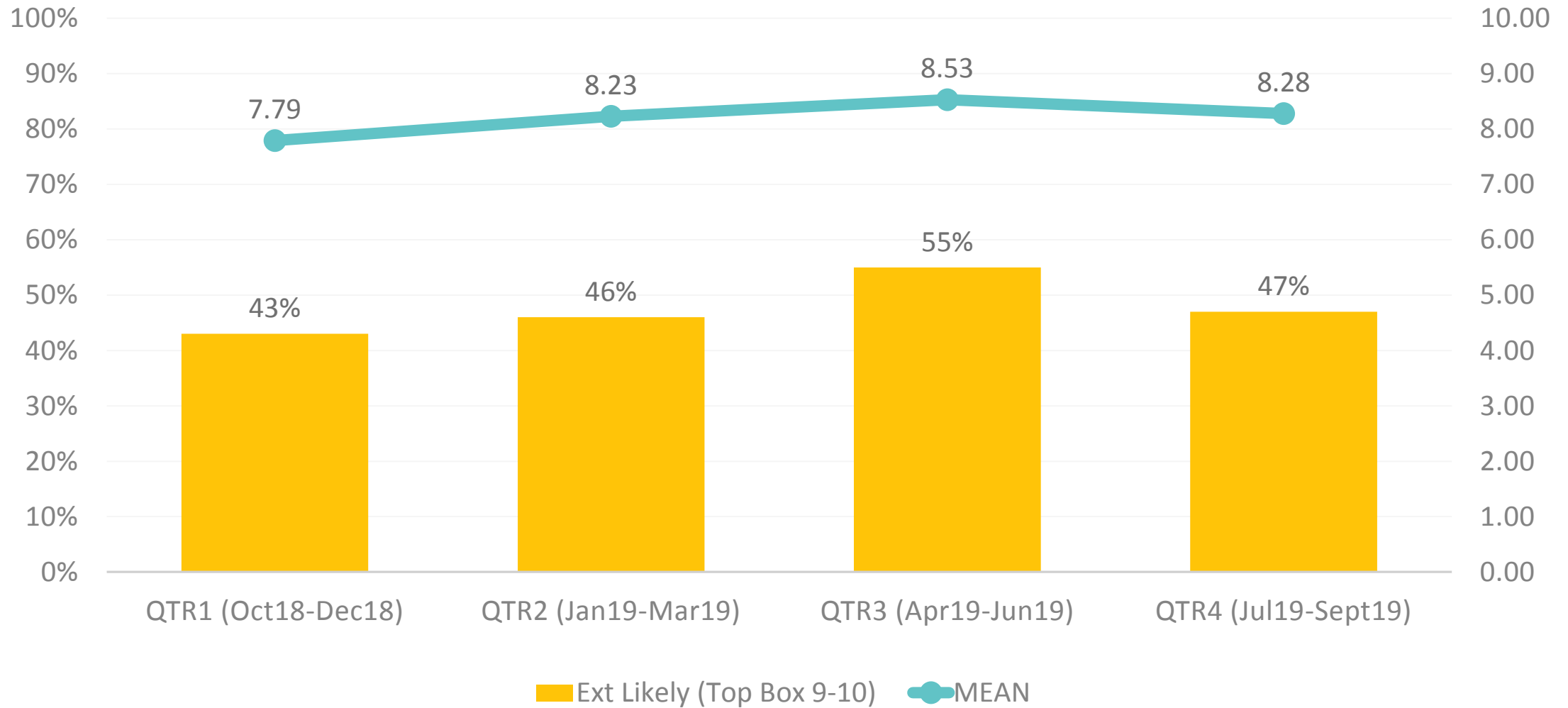
SATISFACTION – SAFETY & SECURITY



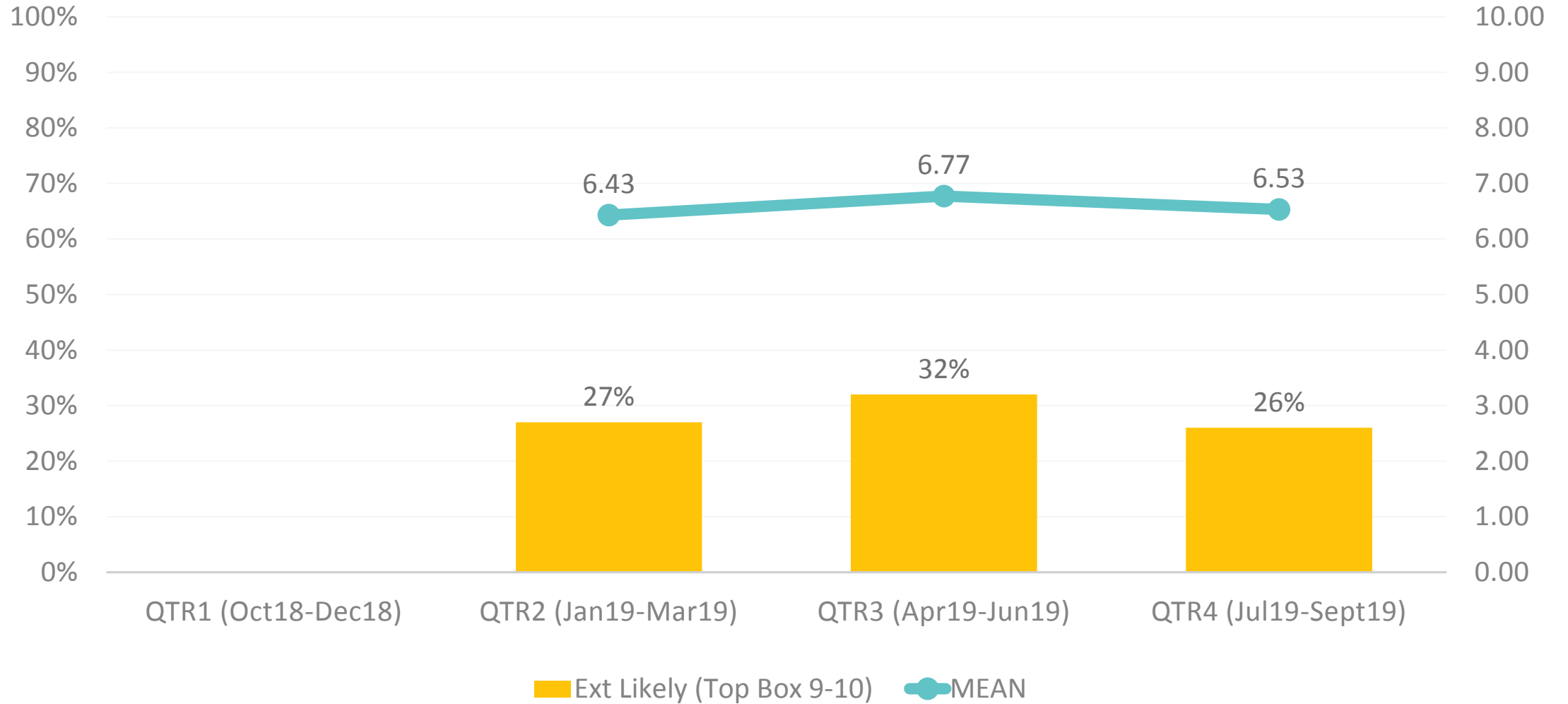
SATISFACTION – ACCOMMODATIONS



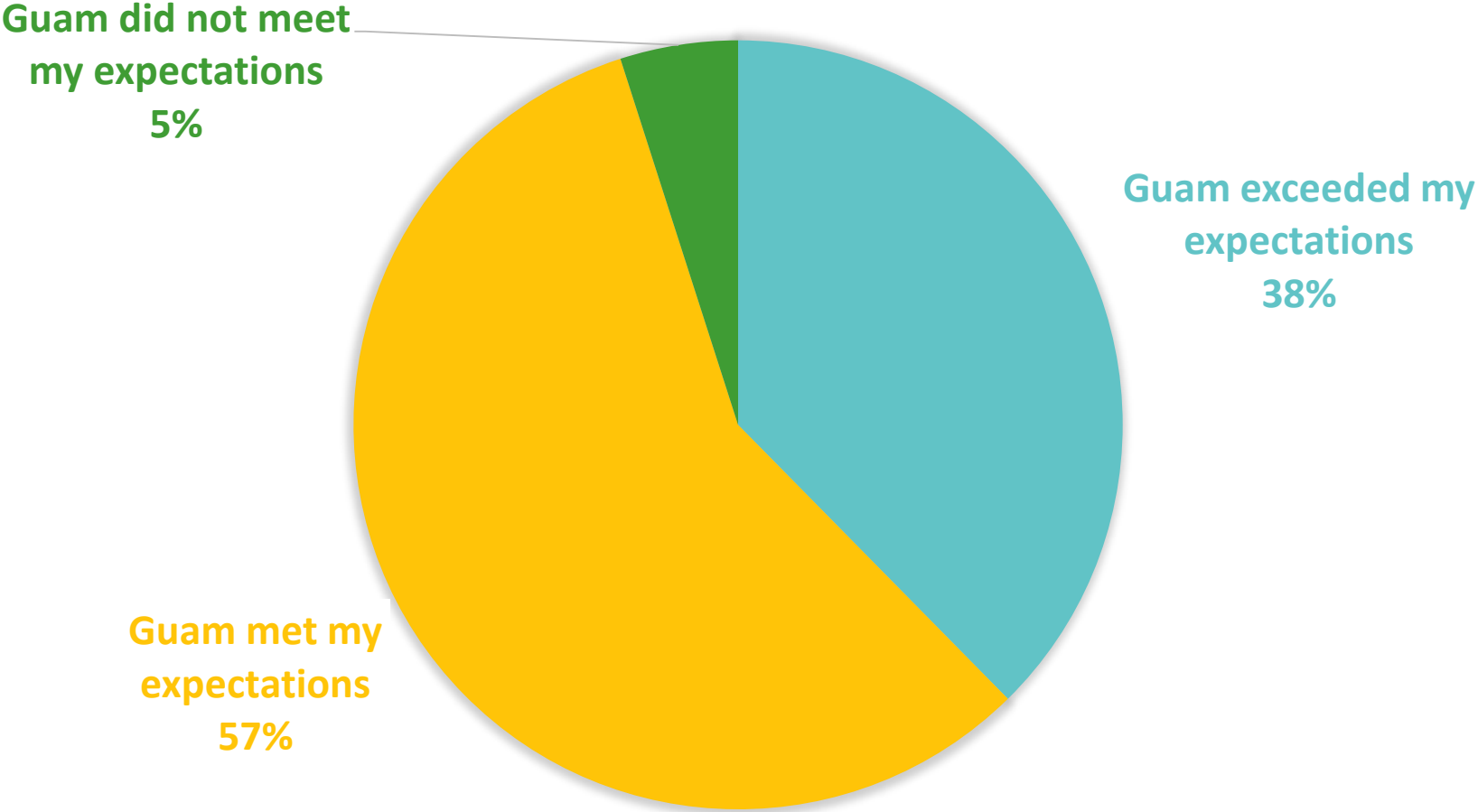
BRAND ADVOCACY



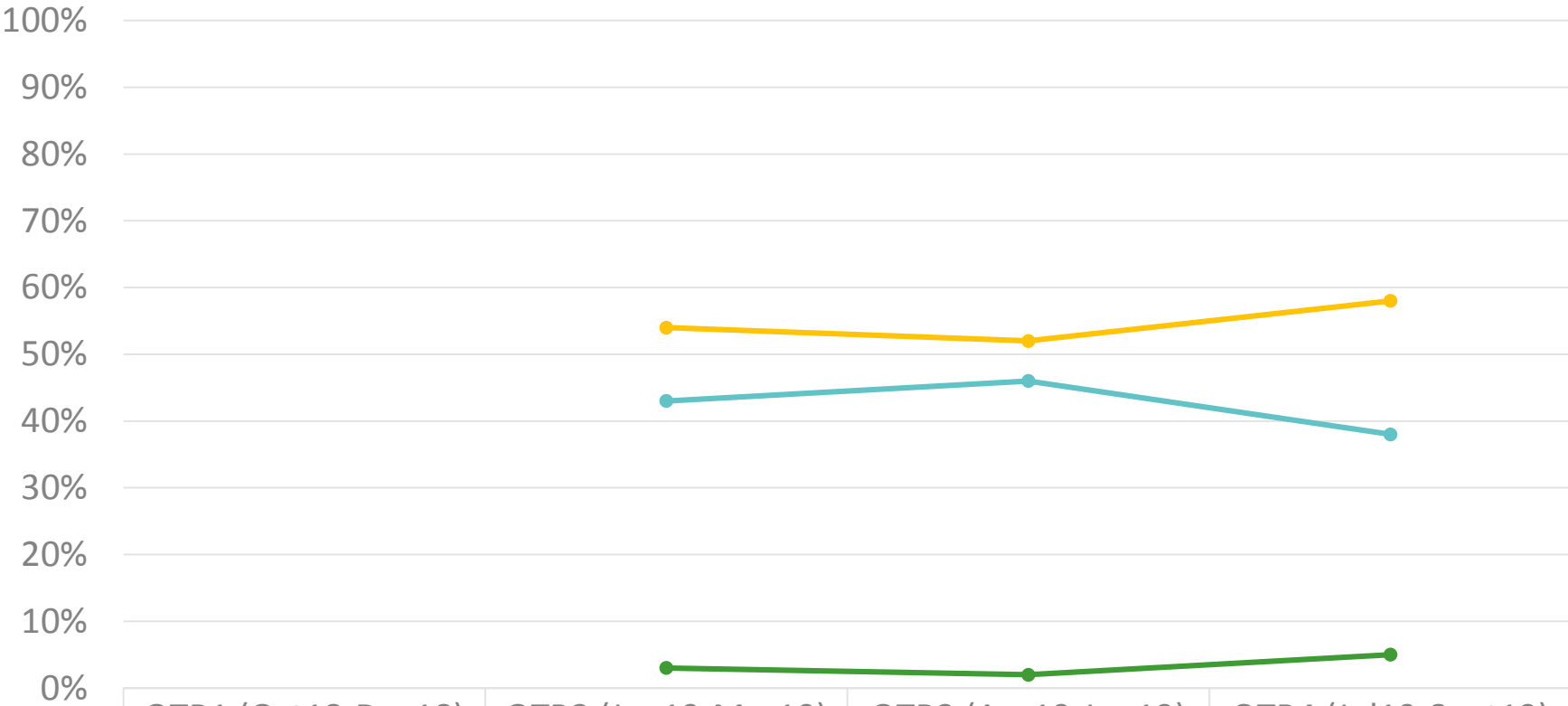
BRAND LOYALTY



TRIP EXPECTATIONS



TRIP EXPECTATIONS – TRACKING



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Exceeded expectations		43%	46%	38%
Met expectations		54%	52%	58%
Did not meet expectations		3%	2%	5%



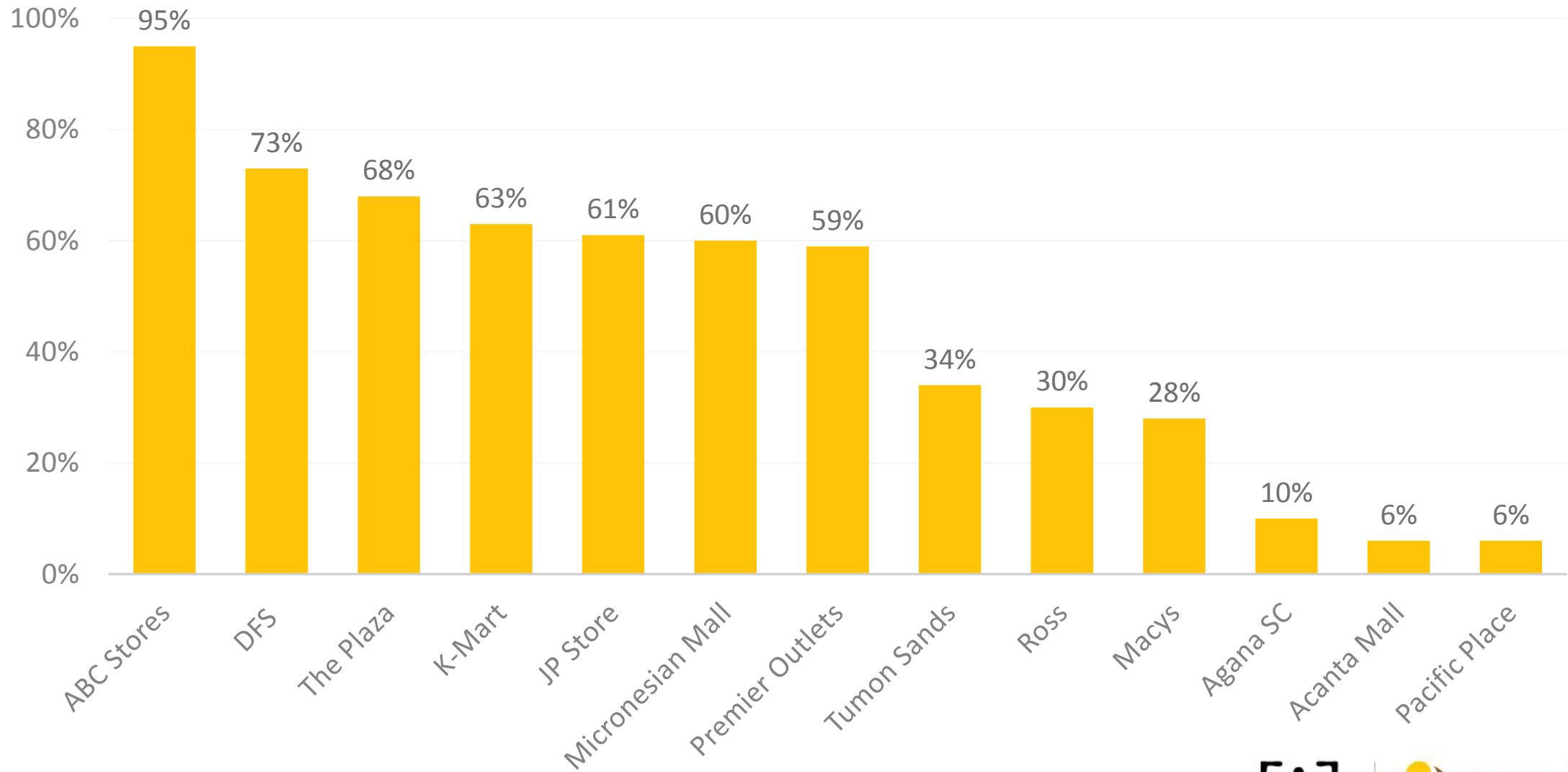


SECTION 5

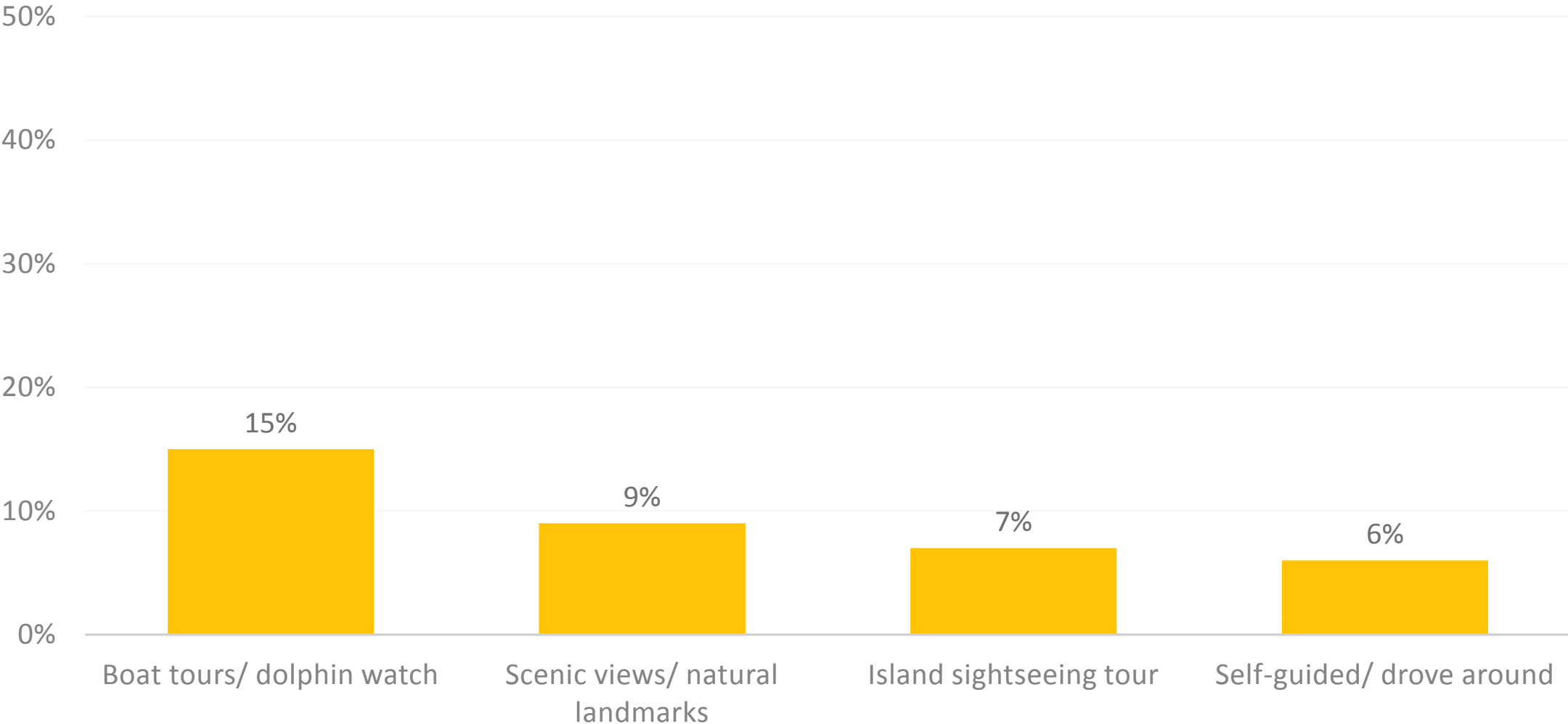
VISITOR ACTIVITIES



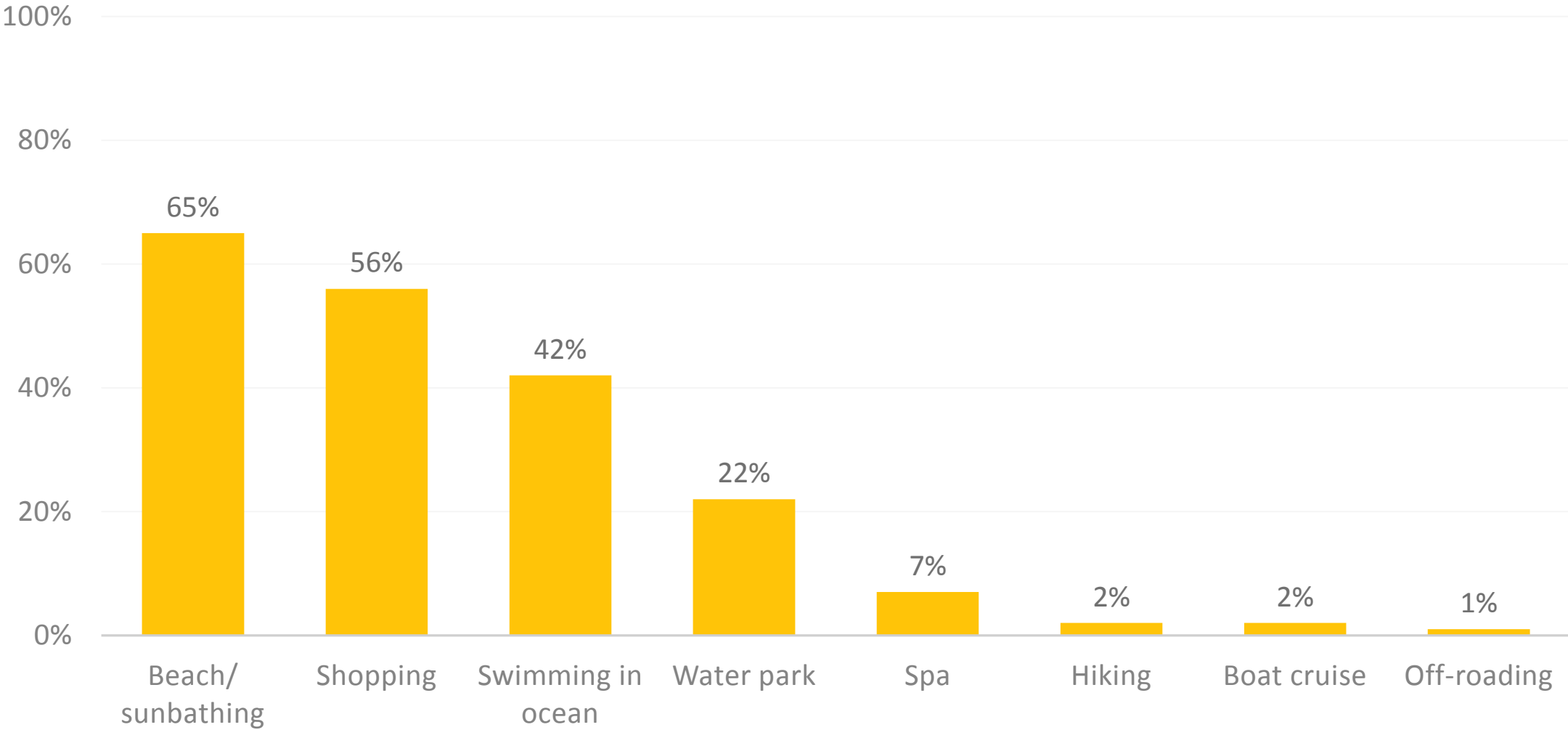
SHOPPING AREAS – PENETRATION



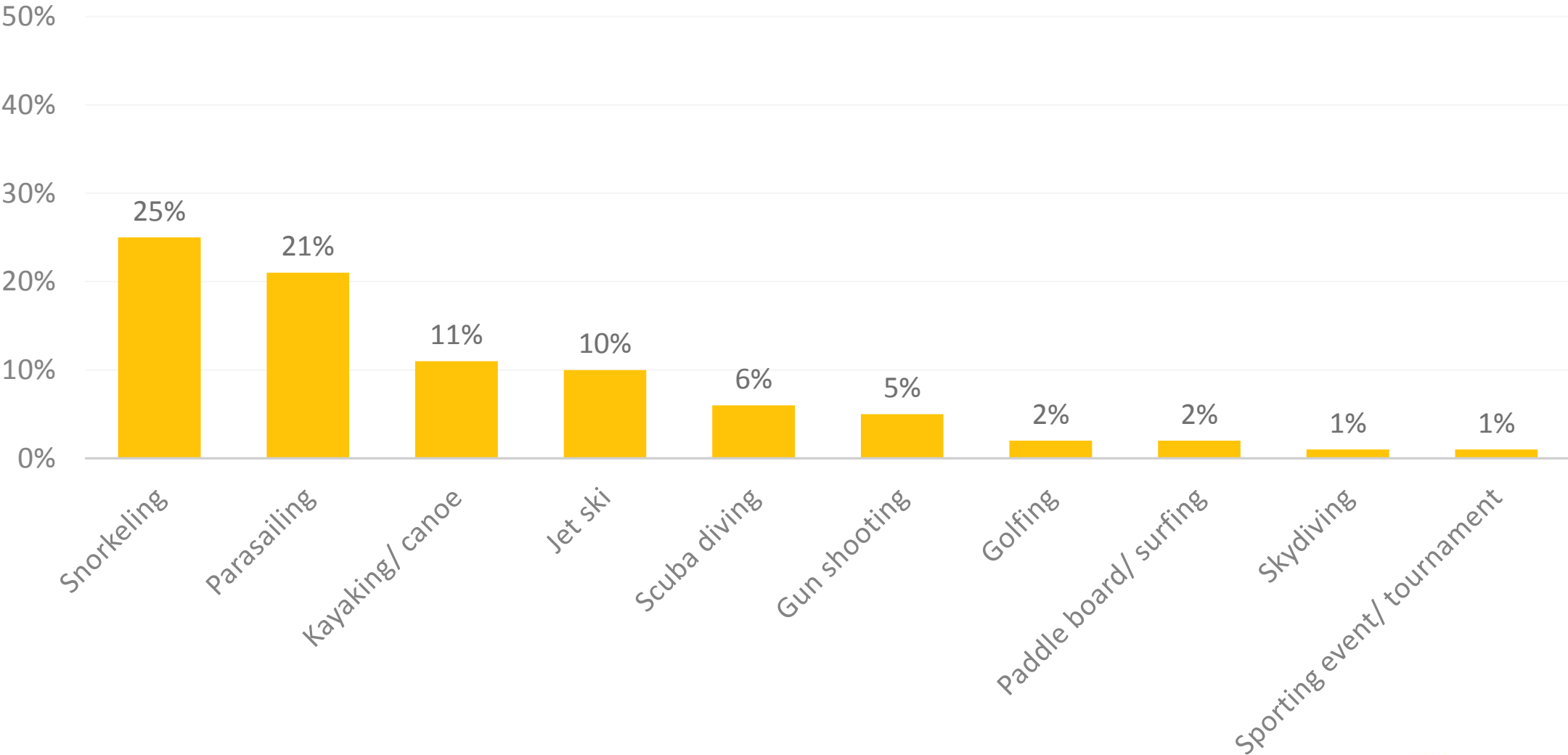
ACTIVITIES – SIGHTSEEING



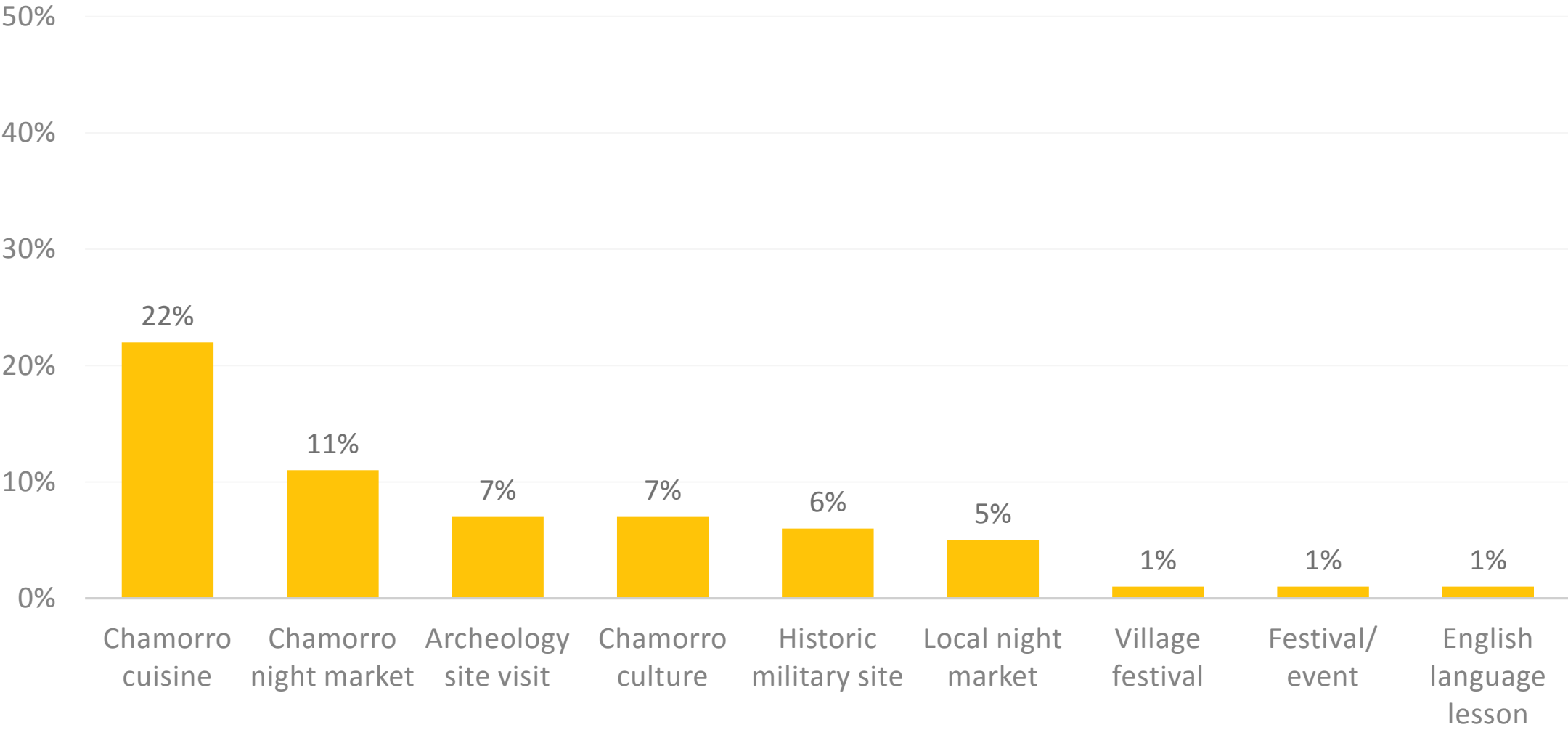
ACTIVITIES – RECREATION



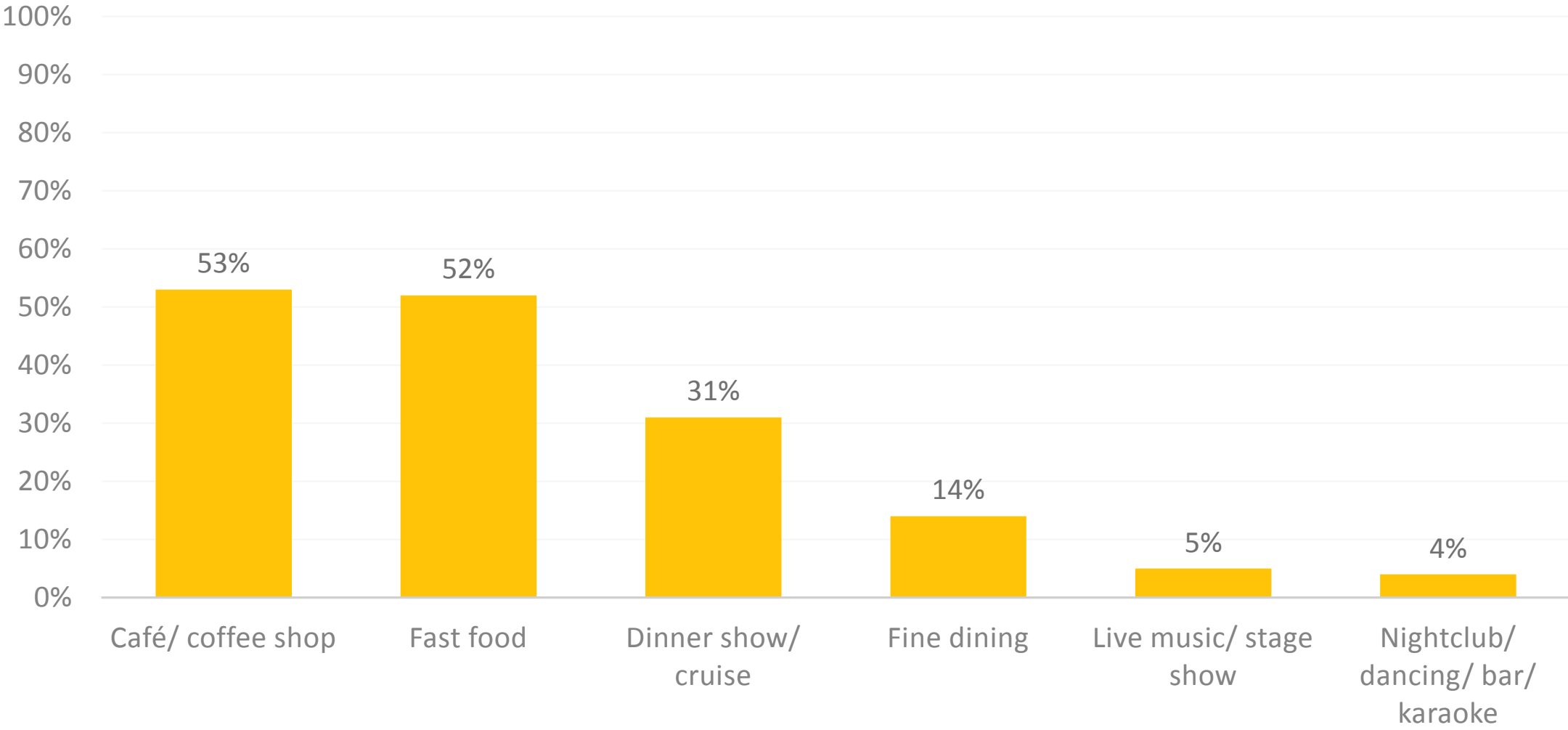
ACTIVITIES – SPORTS



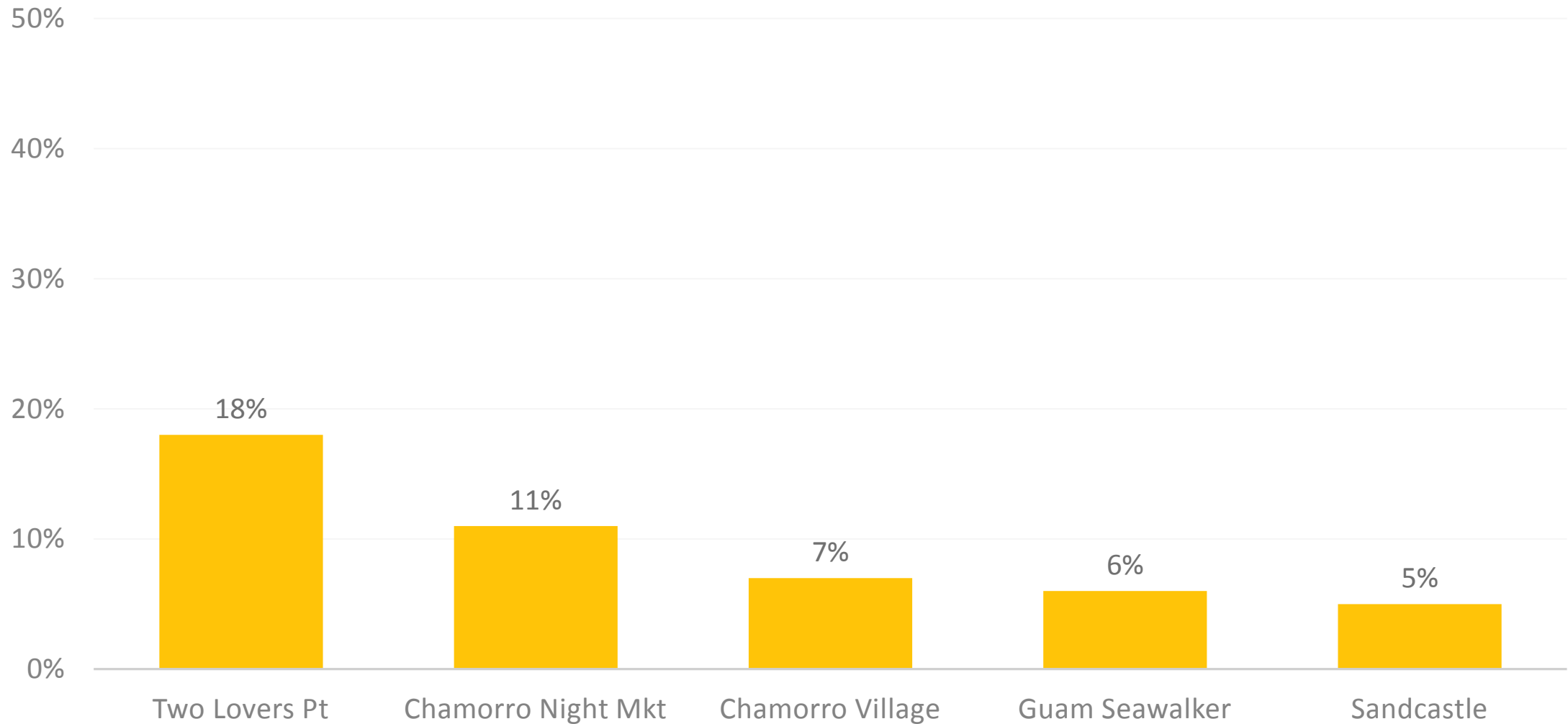
ACTIVITIES – HISTORY, CULTURE, ARTS



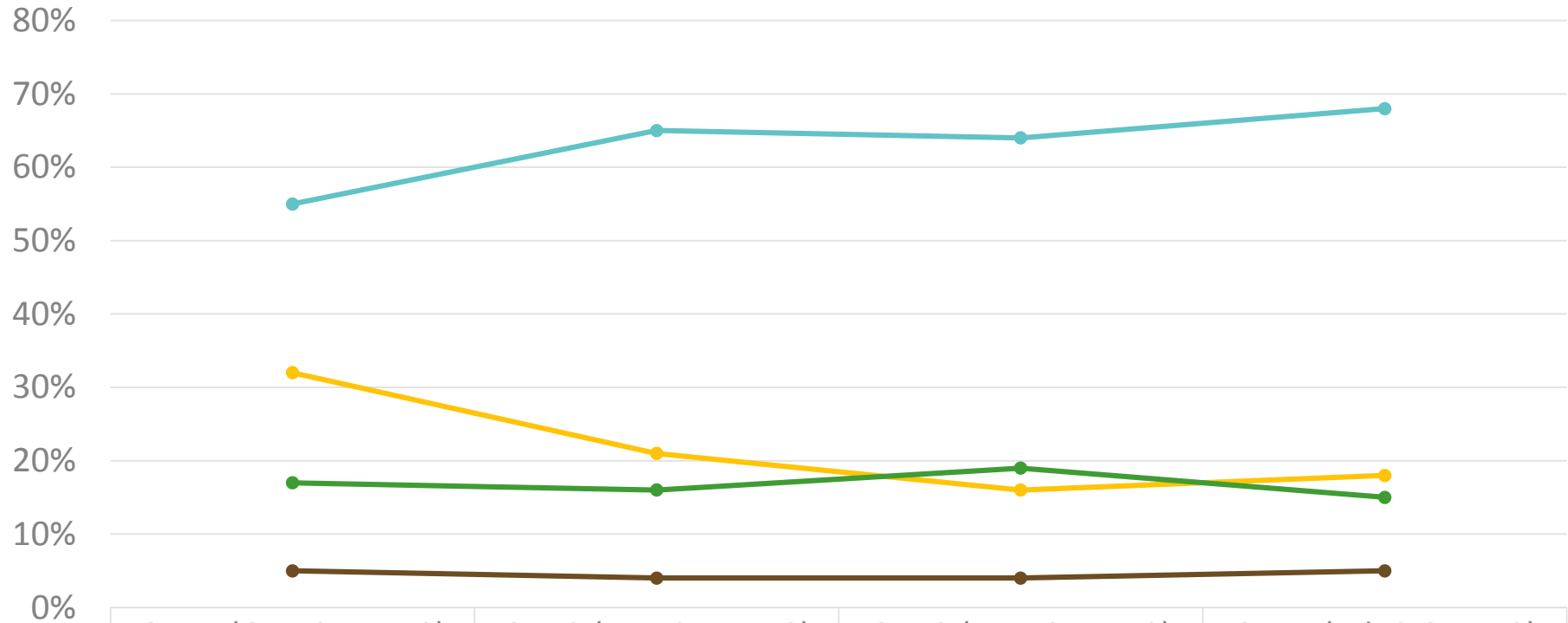
ACTIVITIES – ENTERTAINMENT & DINING



LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



LOCAL CULTURE – OBSTACLES



	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Scheduling conflict	55%	65%	64%	68%
Unaware	32%	21%	16%	18%
Did not want to	17%	16%	19%	15%
Did not know location	5%	4%	4%	5%

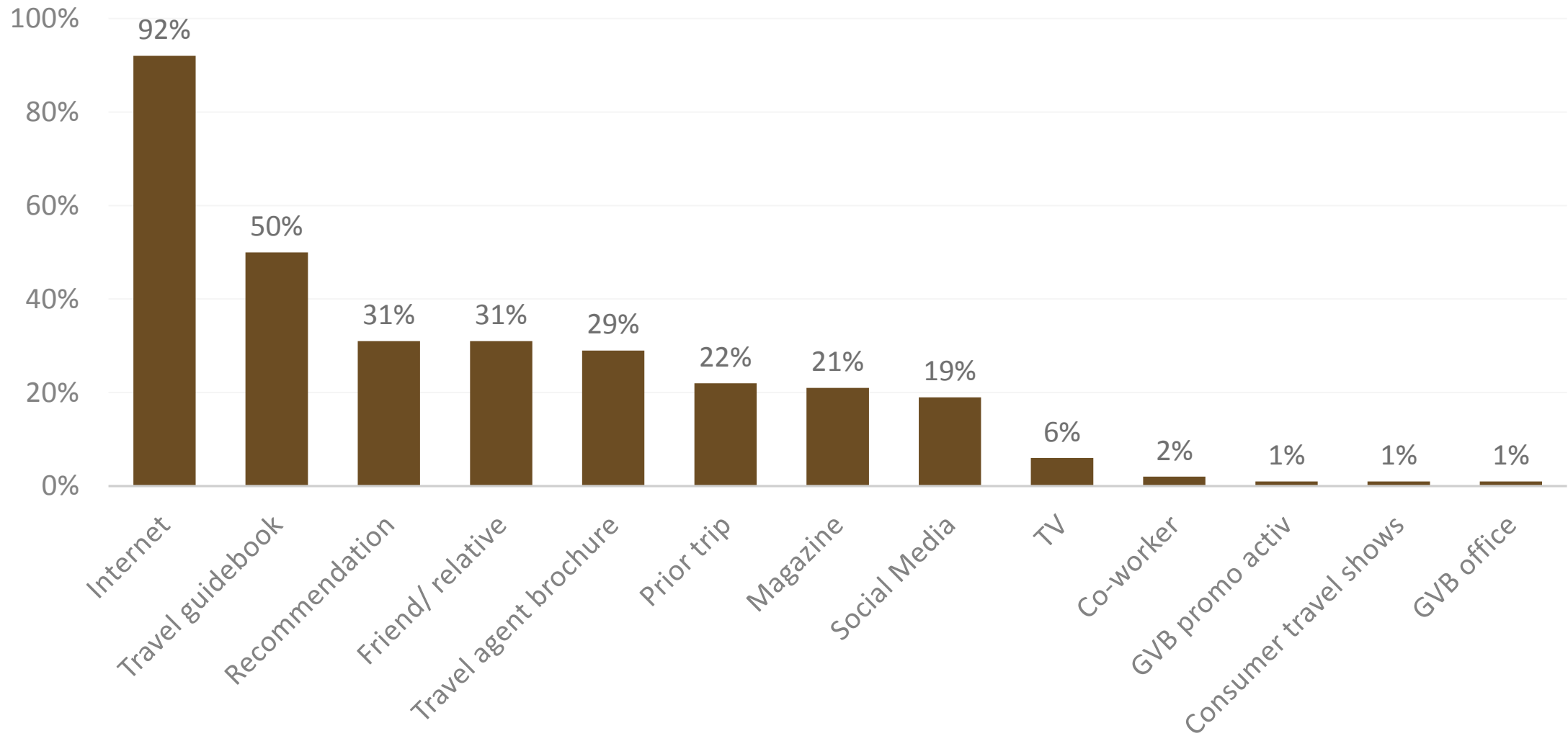


SECTION 6

SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

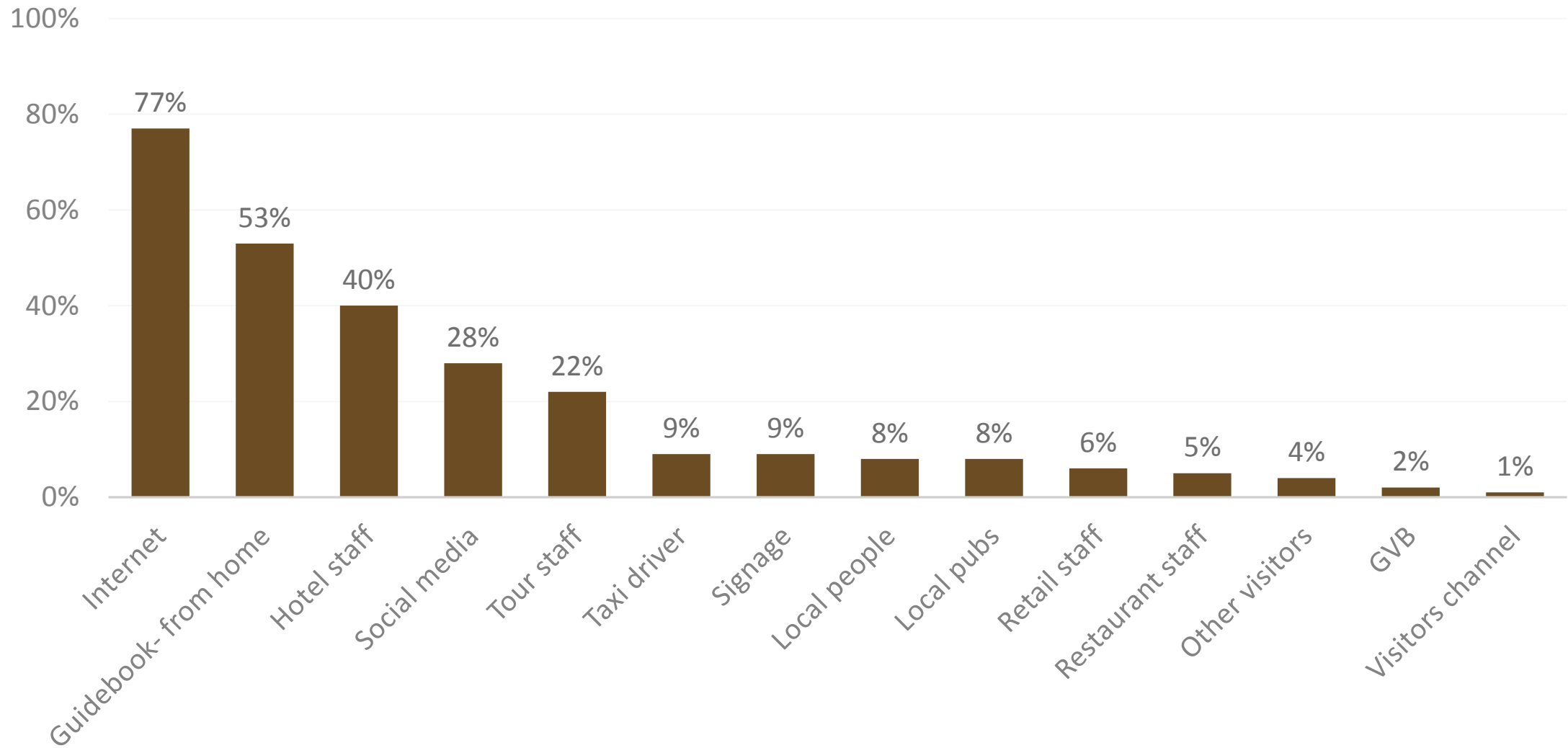
GVB VISITOR SATISFACTION STUDY
Q5 Please select the top three sources of information you used to find out about Guam before your trip

	TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
	-	-	-	-	-	-	-	-
Q5 Internet/Mobile App	92%	92%	91%	91%	100%	85%	96%	88%
Travel guide book at bookstores	50%	52%	48%	43%		50%	57%	41%
Friend or relative	31%	22%	31%	33%	50%	20%	57%	23%
Travel agent brochure	29%	32%	25%	33%	50%	30%	22%	23%
I have been to Guam before	22%	29%	24%	23%	50%	35%	9%	51%
Magazine (consumer)	21%	24%	21%	25%		15%	13%	21%
Social media	19%	13%	18%	13%	50%	5%	17%	16%
TV	6%	5%	6%	5%		10%	4%	5%
Co-worker/ company travel department	2%	1%	1%	5%			9%	2%
Guam Visitors Bureau promotional activities	1%	1%	1%	2%		5%		2%
Consumer travel shows	1%	1%	1%	2%				1%
Guam Visitors Bureau office	1%	1%	1%					2%
Newspaper	0%	0%		1%				0%
Theater ads	0%							
Travel trade shows	0%							
Total	1100	487	199	183	2	20	23	466

Prepared by Anthology Research



ONISLE SOURCES OF INFORMATION



ONISLE SOURCES OF INFORMATION

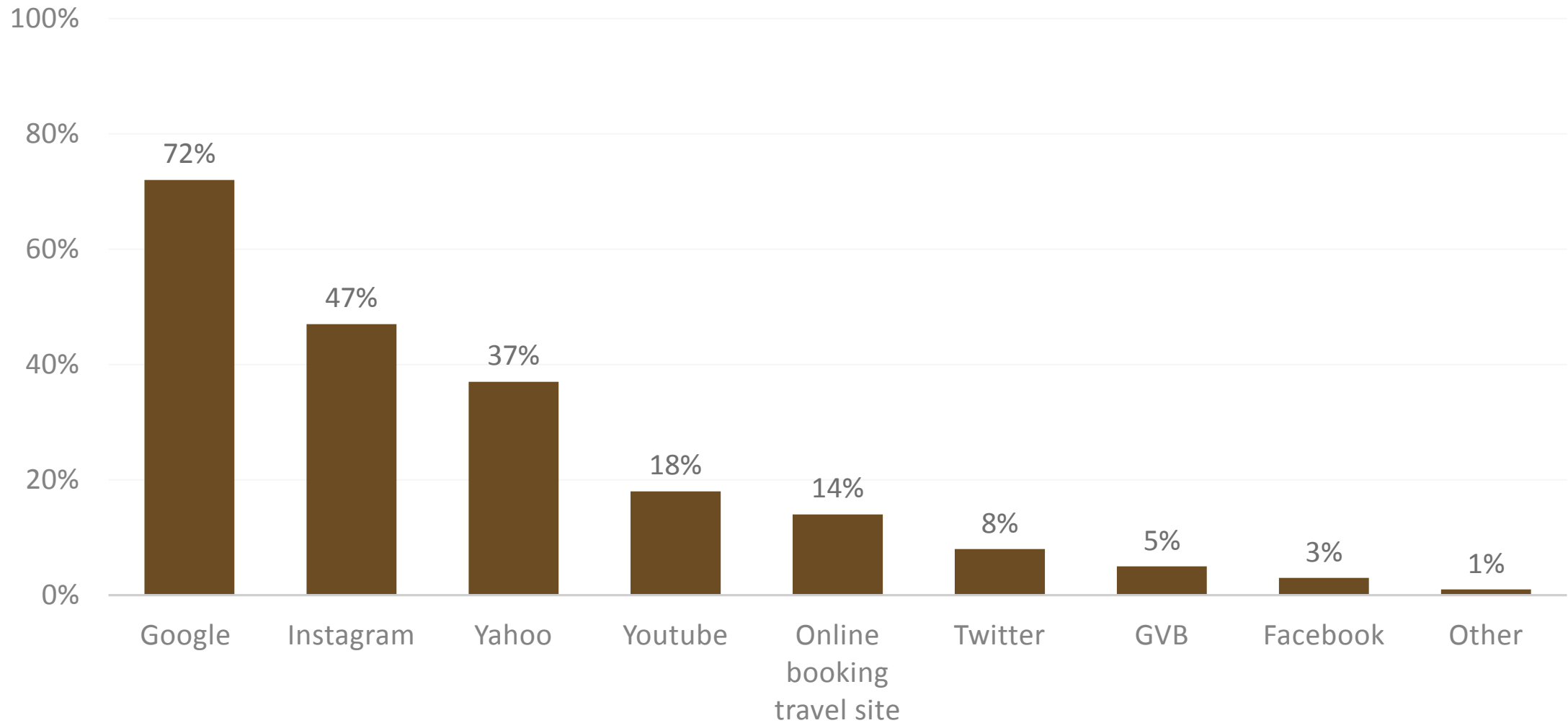
GVB VISITOR SATISFACTION STUDY

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

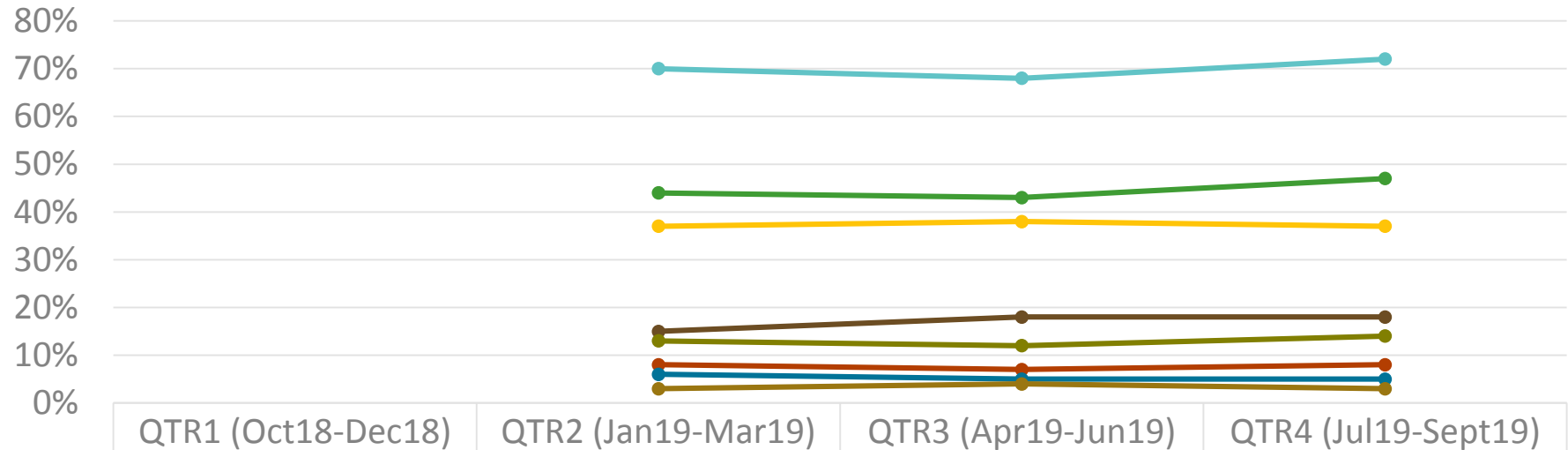
		TOTAL	FAMILY	OFFICE LADY	GROUP TOUR	MICE	SILVER	WEDDING	REPEAT
		-	-	-	-	-	-	-	-
Q6	Internet/ Mobile App	77%	76%	74%	75%	50%	65%	78%	76%
	Guide books I brought with me	53%	56%	54%	52%	50%	70%	35%	49%
	Hotel staff	40%	39%	37%	36%	50%	30%	39%	42%
	Social Media	28%	20%	25%	23%		5%	22%	27%
	Tour staff	22%	28%	23%	25%	100%	30%	17%	20%
	Taxi drivers	9%	8%	7%	7%		35%	17%	11%
	Signs/ advertisement	9%	9%	8%	12%	50%	10%	4%	9%
	Local people	8%	6%	4%	9%			22%	8%
	Local publication	8%	10%	12%	9%		20%	9%	13%
	Retail staff	6%	5%	3%	5%			13%	4%
	Restaurant staff (outside hotel)	5%	5%	4%	5%		15%	9%	3%
	Other visitors	4%	3%	5%	6%			4%	3%
	Guam Visitors Bureau	2%	3%	4%	3%				3%
	Visitors channel	1%	1%	3%	2%		10%		2%
	Total	1100	487	199	183	2	20	23	466

Prepared by Anthology Research

ONLINE SOURCES OF INFORMATION



ONLINE SOURCES OF INFORMATION



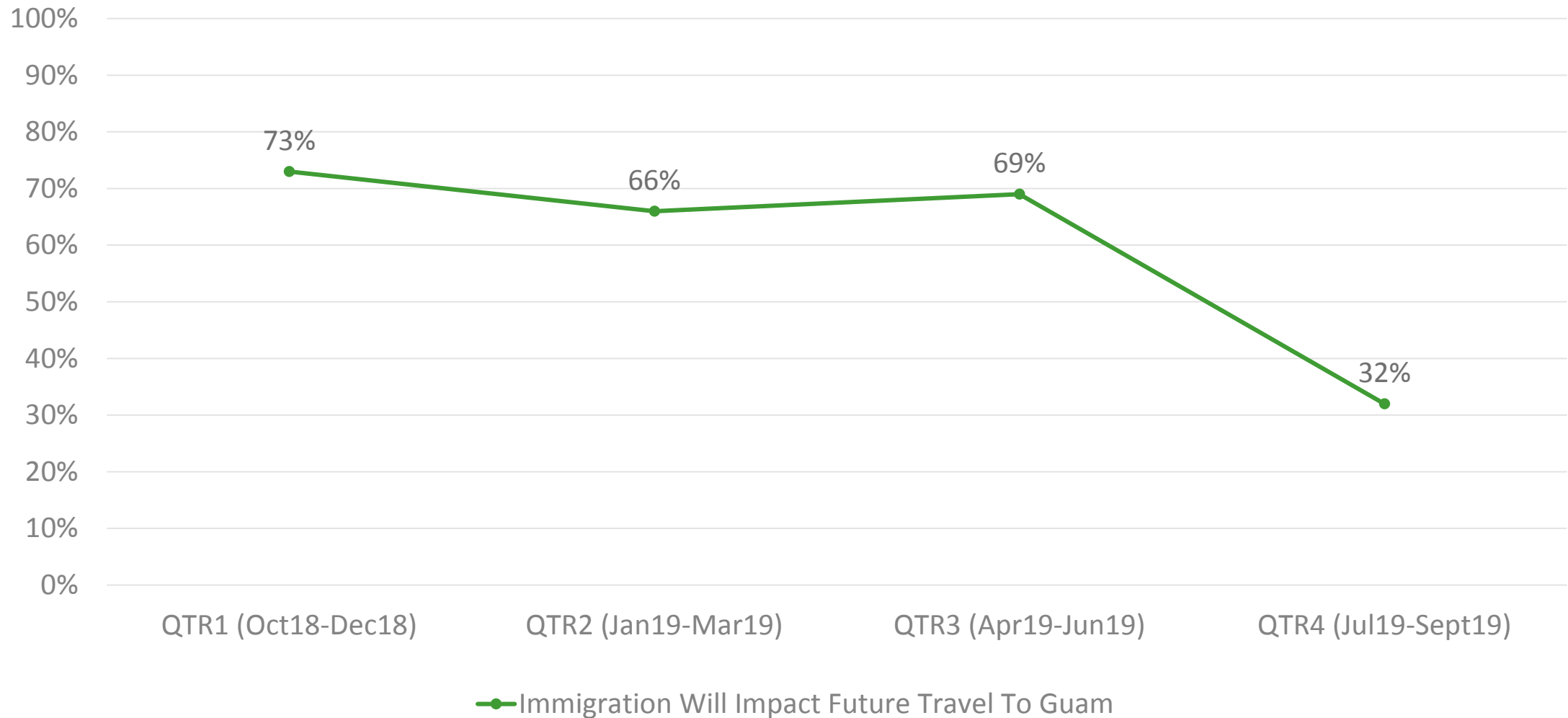
	QTR1 (Oct18-Dec18)	QTR2 (Jan19-Mar19)	QTR3 (Apr19-Jun19)	QTR4 (Jul19-Sept19)
Google		70%	68%	72%
Yahoo		37%	38%	37%
Instagram		44%	43%	47%
Youtube		15%	18%	18%
Online Booking Trvl Site		13%	12%	14%
Twitter		8%	7%	8%
GVB		6%	5%	5%
Facebook		3%	4%	3%



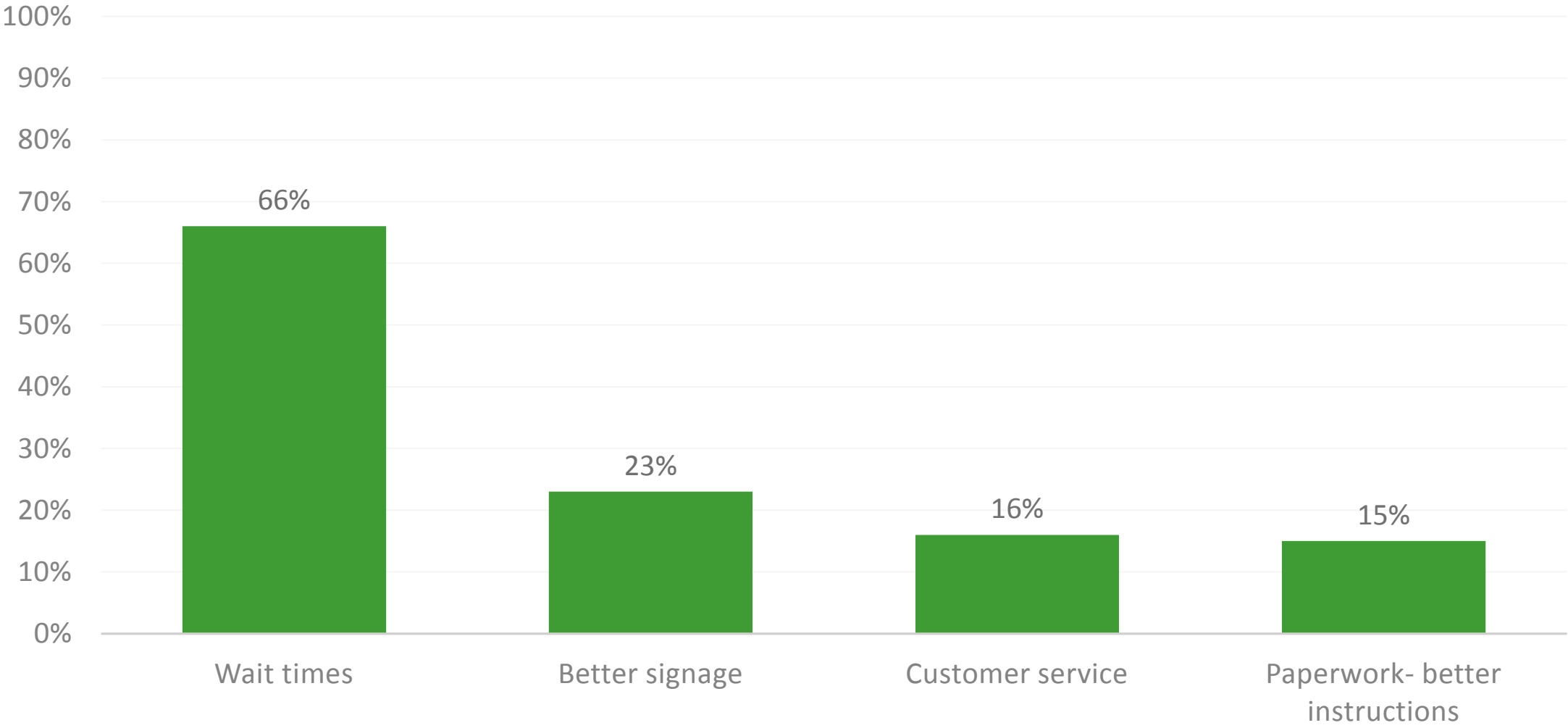
SECTION 7
IMMIGRATION



IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



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



ANALYSIS TECHNIQUE

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

DRIVERS – OVERALL SATISFACTION

Comparison of Drivers of Overall Satisfaction, 2-4 Qtr. 2019				
	2nd Qtr. 2019	3rd Qtr. 2019	4th Qtr. 2019	2-4 Qtr. 2019
Drivers:	rank	rank	rank	rank
Entertainment	3	4	1	1
Shopping	1	7	3	3
Dining	4	1		5
Beaches	2	2	2	2
Parks		6		7
Roads				
Sightseeing Areas		3	4	4
Being a safe and secure destination	5	5	5	6
% of Overall Satisfaction Accounted For	50.3%	48.8%	58.8%	52.3%
NOTE: Only significant drivers are included.				

DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Japan visitor's experience on Guam is driven by five significant factors in the 4th Quarter 2019 Period. By rank order they are:
 - **Entertainment,**
 - **Beaches,**
 - **Shopping,**
 - **Sightseeing area, and**
 - **Being a safe and secure destination.**
- With these factors the overall r^2 is .588, meaning that **58.8% of overall satisfaction is accounted for by these factors.**

DRIVERS – ONISLE EXPENDITURES

Comparison of Drivers of Per Person On Island Expenditures, 2-4 Quarter 2019				
	2nd Qtr 2019	3rd Qtr 2019	4th Qtr. 2019	2-4 Qtr 2019
Drivers:	rank	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%	0.0%
NOTE: Only significant drivers are included.				

DRIVERS – ONISLE EXPENDITURES

- **Per Person On Island Expenditure** of Japan visitors on Guam is driven by no significant factor in the 4th Quarter 2019 Period.