

# Guam Visitors Bureau

## Korean Visitor Tracker Exit Profile & Market Segmentation Report

FY2017

APRIL 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.



# 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 **350** 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 **350** is +/- 5.23 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 +/- 5.23 percentage points.

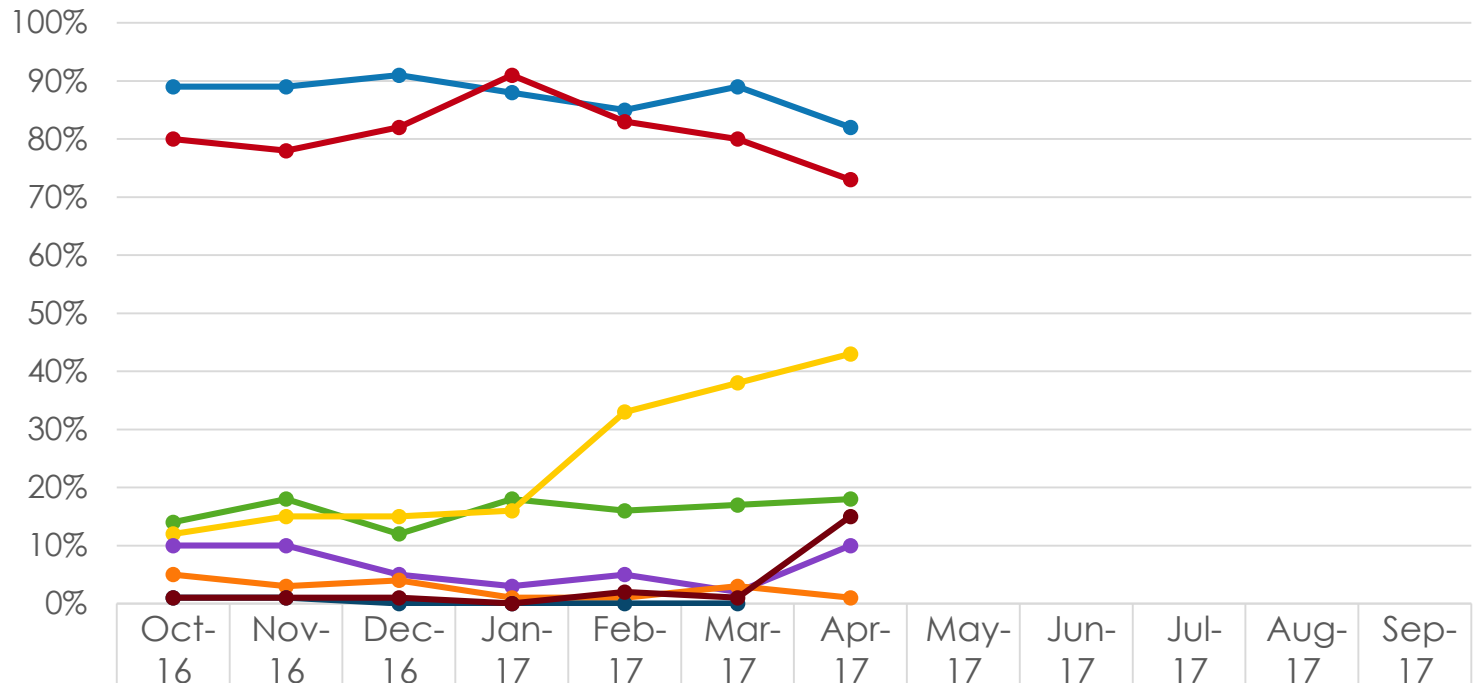
# Objectives

- 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 Korea 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:
    - 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 (Q6)
    - Repeat Visitor (Q3)
    - FIT (Q7 Direct with airline/ hotel or online 3<sup>rd</sup> party travel site)
    - FAMILY (Q5 traveling with spouse/ child/ adult child/ adult family)
  - 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

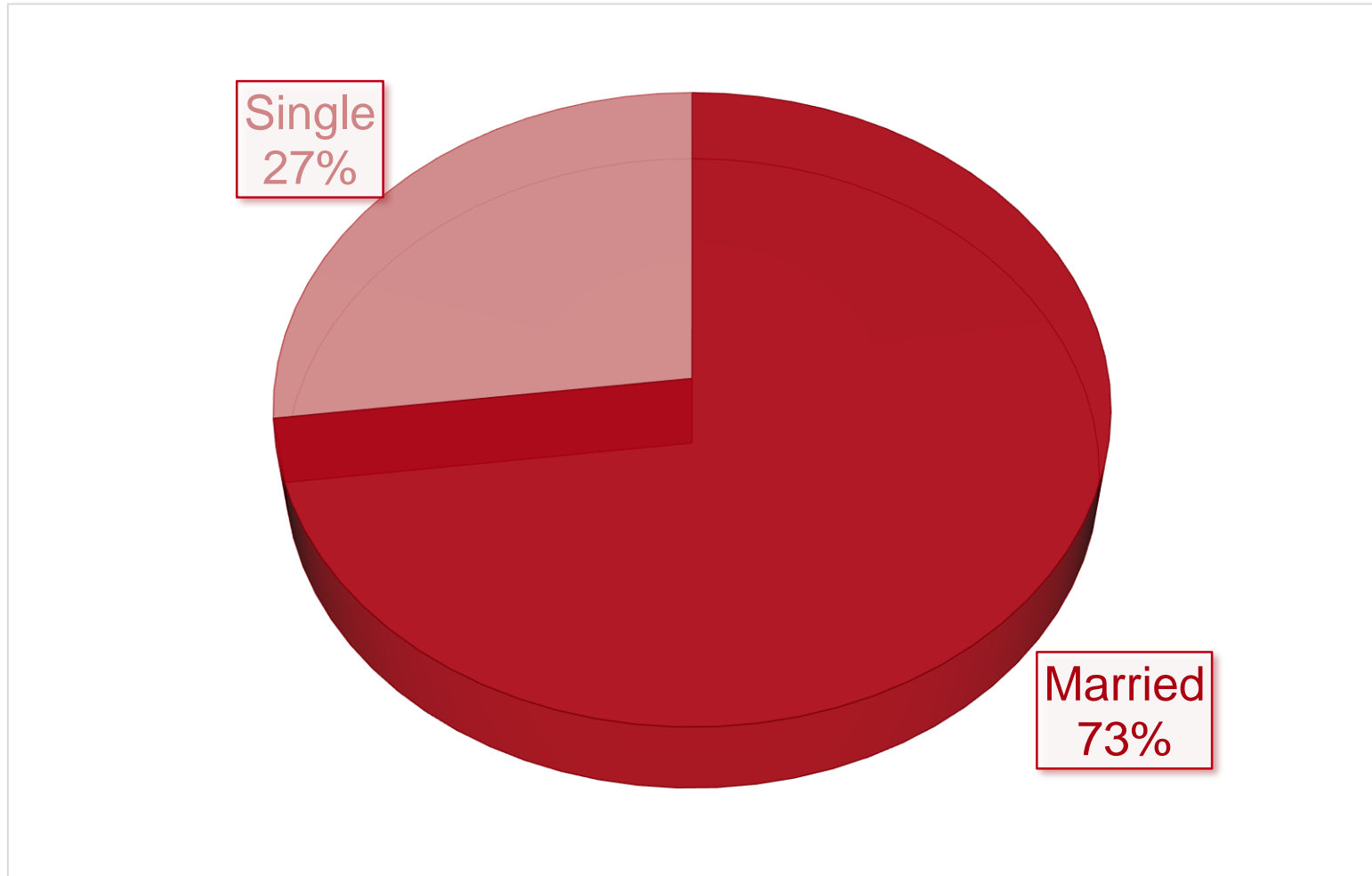


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Leisure Traveler	89%	89%	91%	88%	85%	89%	82%					
Family	80%	78%	82%	91%	83%	80%	73%					
Repeat	14%	18%	12%	18%	16%	17%	18%					
FIT	12%	15%	15%	16%	33%	38%	43%					
Honey-moon	10%	10%	5%	3%	5%	2%	10%					
MICE	5%	3%	4%	1%	1%	3%	1%					
Wedding	1%	1%	0%	0%	0%	0%						
Group	1%	1%	1%	0%	2%	1%	15%					

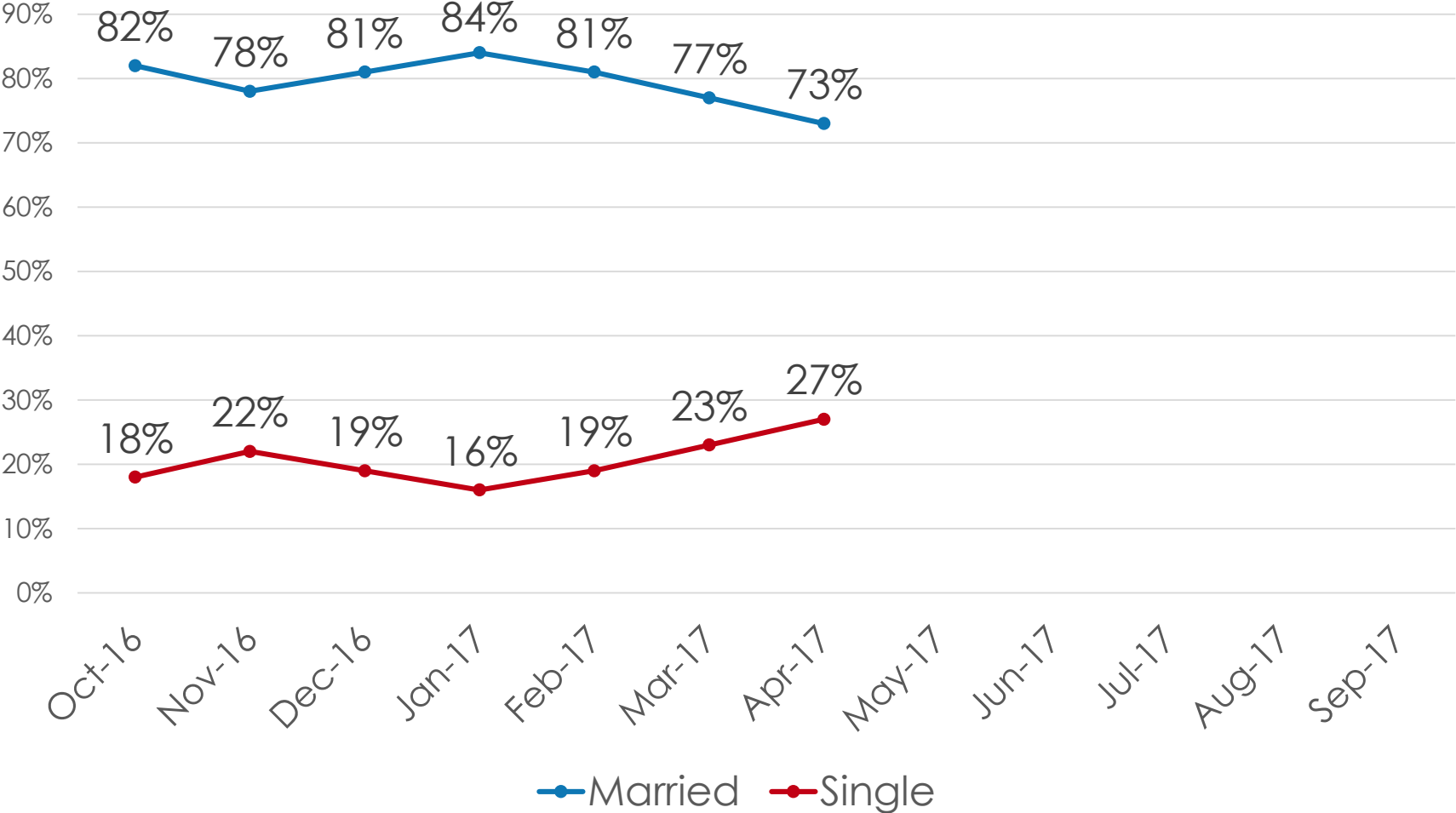
# SECTION 1

# PROFILE OF RESPONDENTS

# Marital Status



# Marital status – FY2017 Tracking





# Marital status – Key Segments

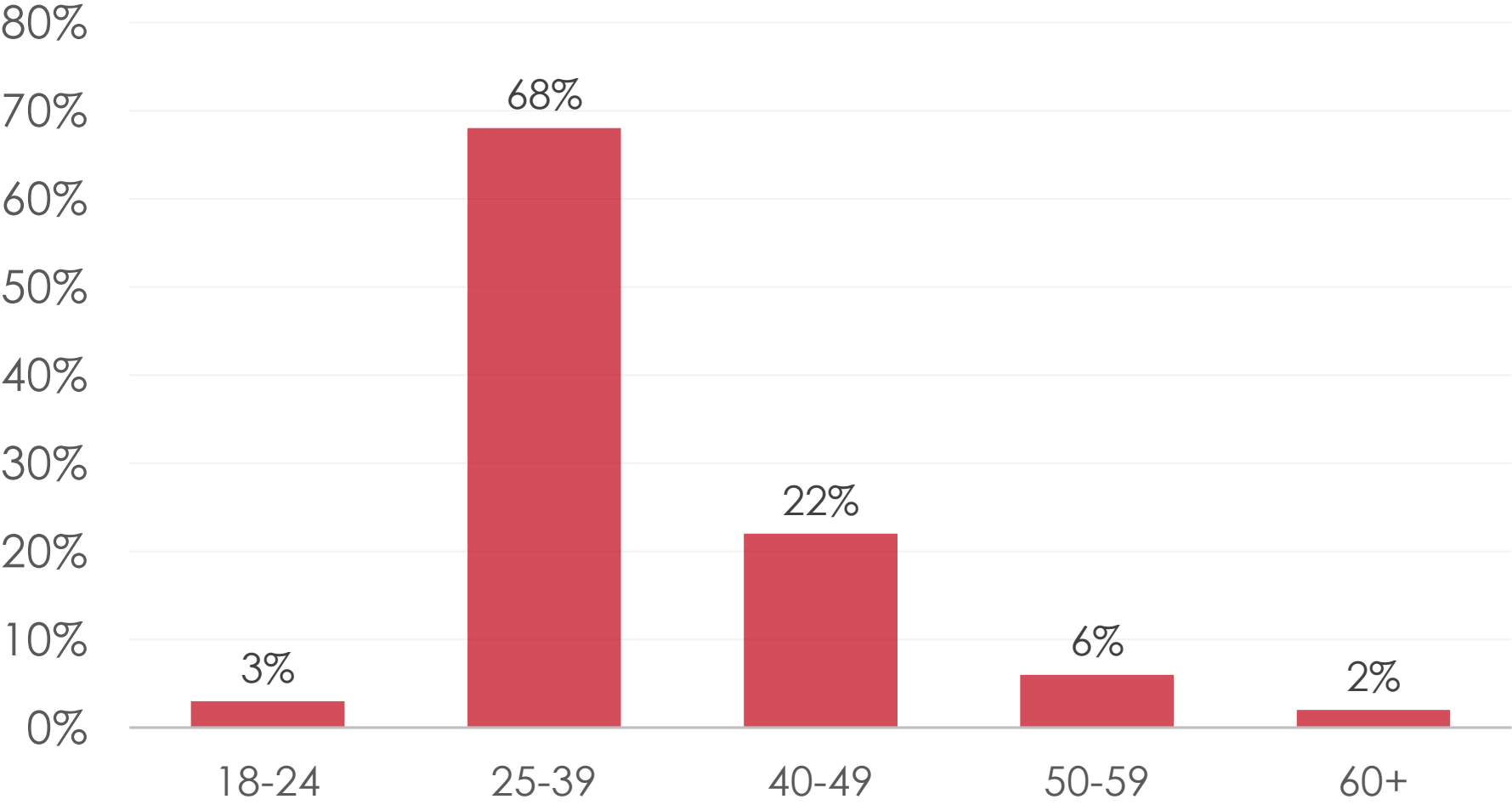
**GVB EXIT SURVEY  
QE MARITAL STATUS**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
QE	Married	73%	67%	100%		77%	69%	77%	94%	59%
	Single	27%	33%			23%	31%	23%	6%	41%
	Total	344	3	36		283	52	62	253	145

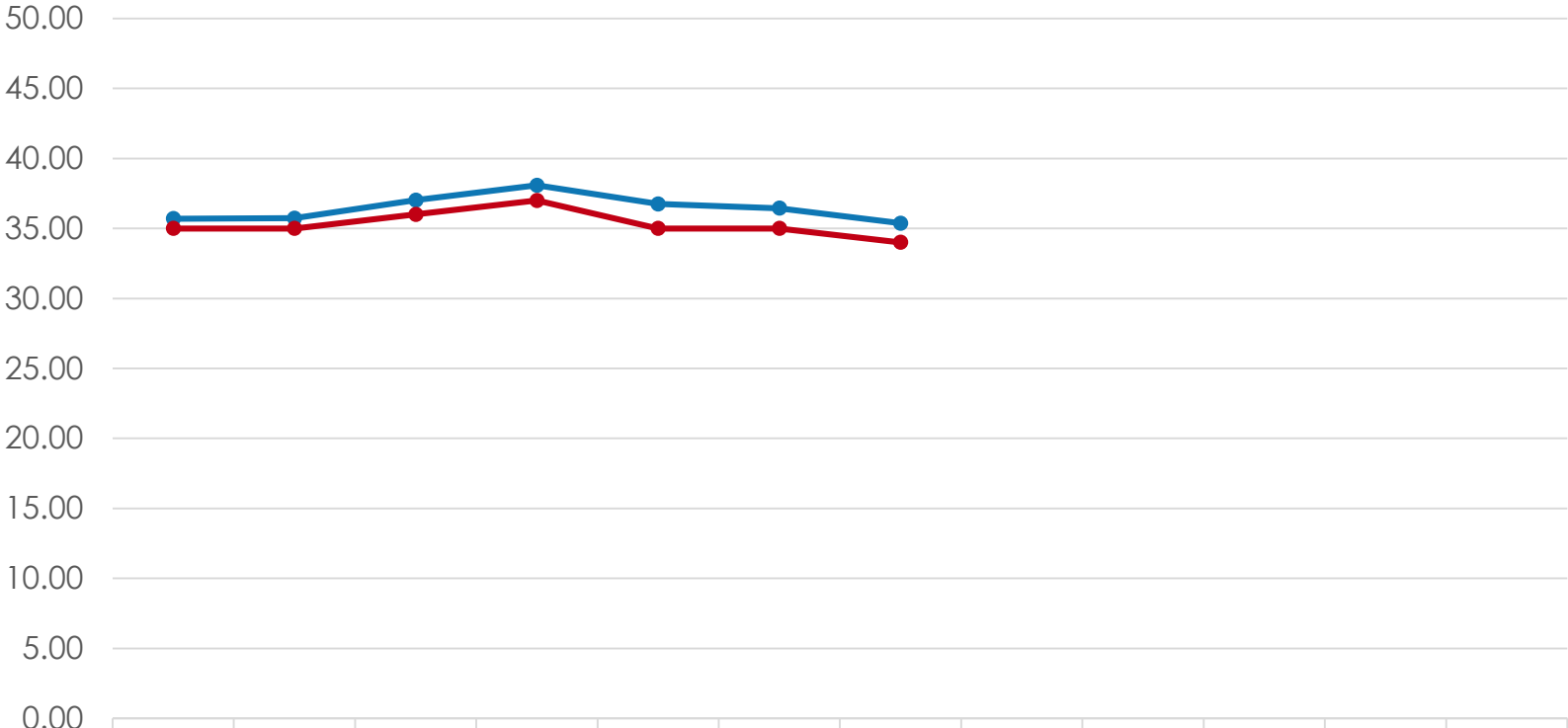
Prepared by Anthology Research

# Age

MEAN = 35.37  
MEDIAN = 34



# Age – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	35.70	35.73	37.02	38.08	36.75	36.44	35.37					
MEDIAN	35	35	36	37	35	35	34					

# Age – Key Segments

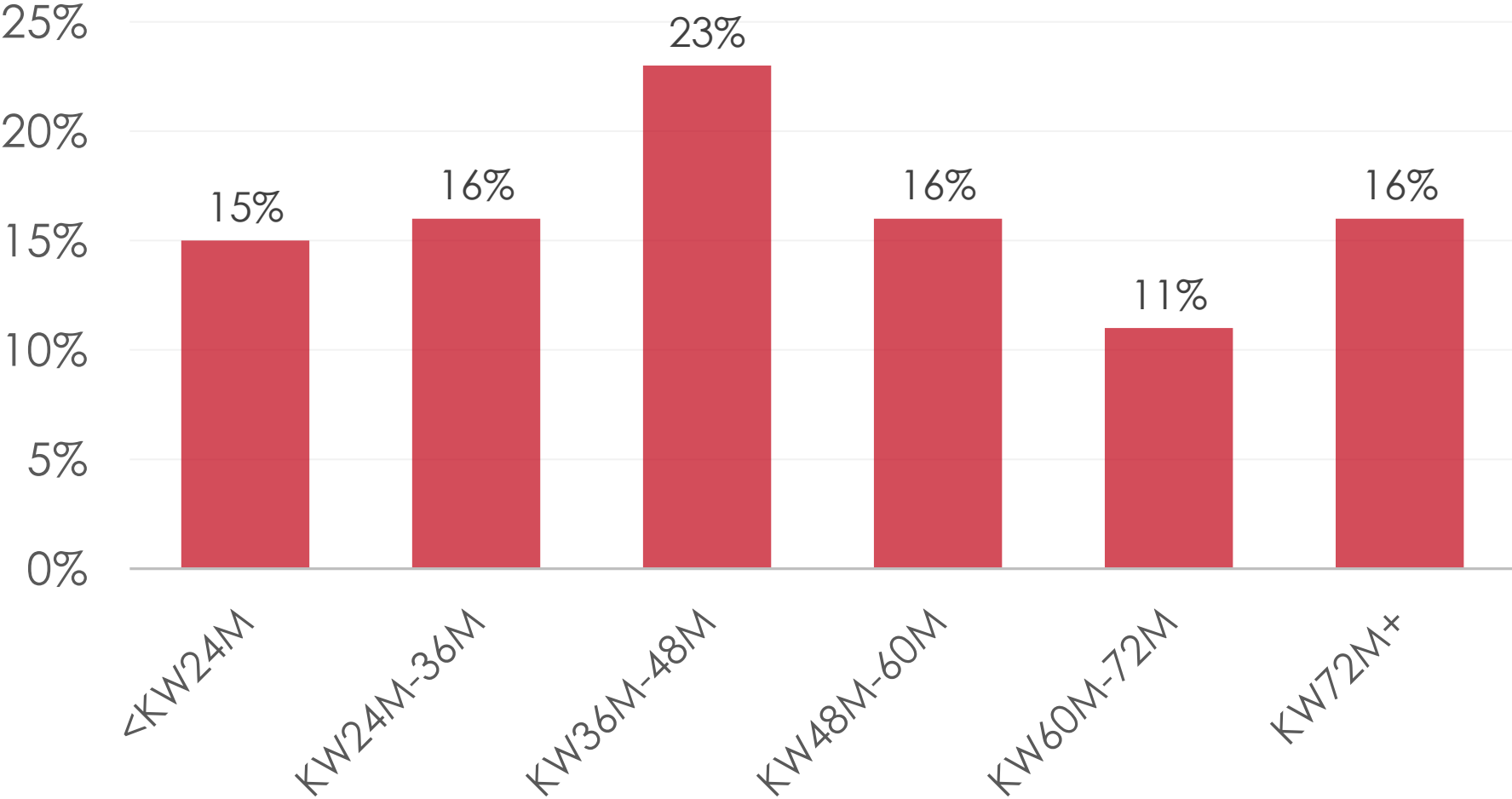
## GVB EXIT SURVEY AGE

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
SD	18-24	3%		6%		3%	4%	6%	2%	4%
	25-39	68%	67%	94%		66%	52%	58%	62%	86%
	40-49	22%				23%	38%	21%	28%	7%
	50-59	6%	33%			6%	4%	11%	6%	1%
	60+	2%				2%	2%	3%	2%	1%
	Total	348	3	36		287	52	62	255	149
SD	Mean	35.37	39.00	29.89		35.77	37.12	38.00	36.94	32.26
	Median	34	35	30		34	38	37	36	31

Prepared by Anthology Research

# Annual Household Income

EXCHANGE RATE KW1,130.27=\$1



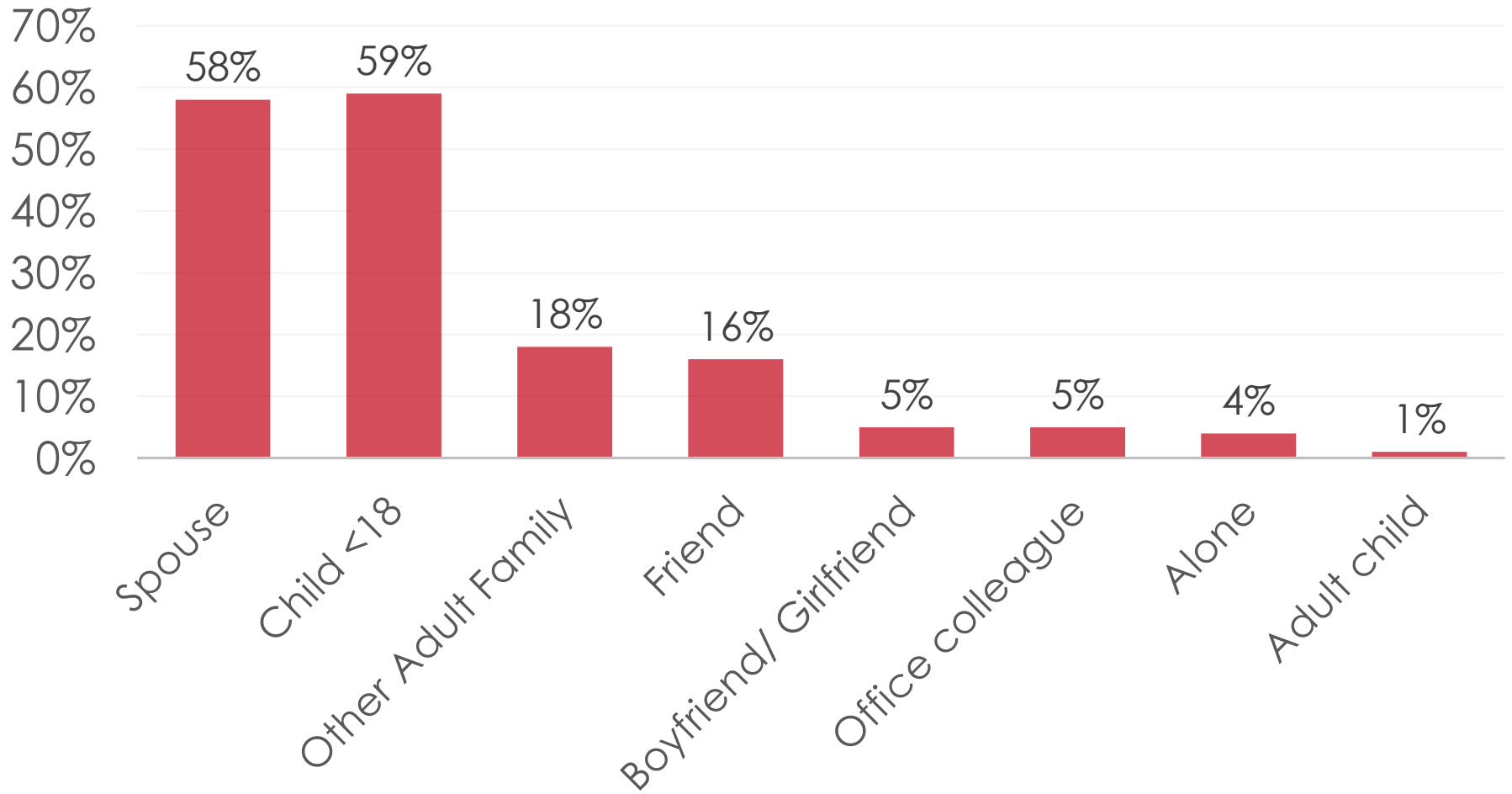
# Annual Household Income – Key Segments

**GVB EXIT SURVEY**  
**Q26 Household income:**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q26	Up to KW12,000,000	5%		3%		5%	4%		1%	9%
	KW12,000,001 ~ KW24,000,000	10%	33%	12%		8%	10%	9%	4%	14%
	KW24,000,001 ~ KW36,000,000	16%		42%		16%	16%	5%	14%	18%
	KW36,000,001 ~ KW48,000,000	23%	33%	33%		23%	18%	14%	27%	14%
	KW48,000,001 ~ KW60,000,000	16%	33%	6%		17%	14%	18%	19%	11%
	KW60,000,001 ~ KW72,000,000	11%		3%		11%	12%	19%	13%	9%
	More than KW72,000,001	16%				17%	24%	30%	21%	20%
	No Income	3%				3%	2%	5%	2%	6%
	Total	335	3	33		278	50	57	245	141

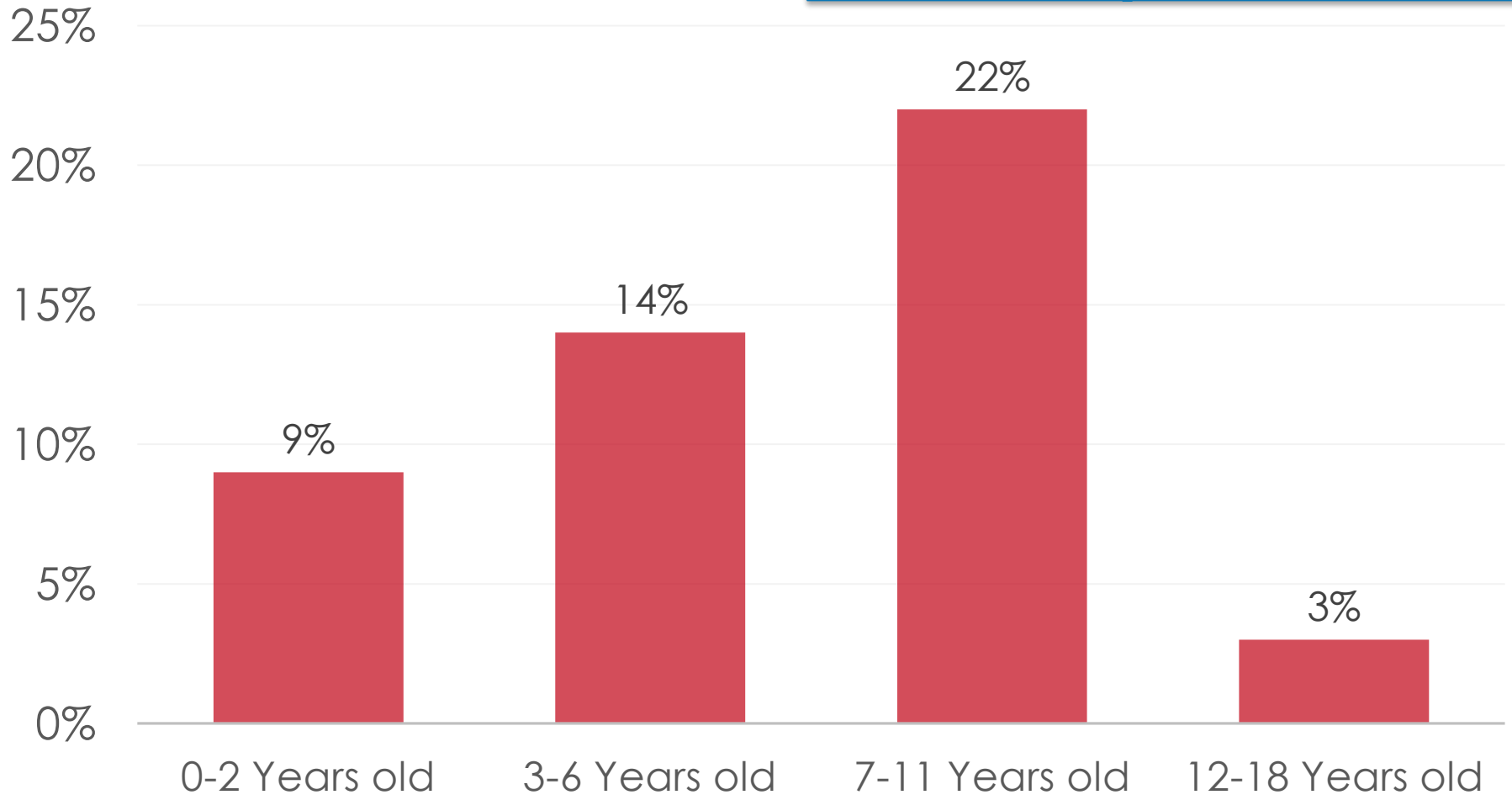
Prepared by Anthology Research

# Travel Party



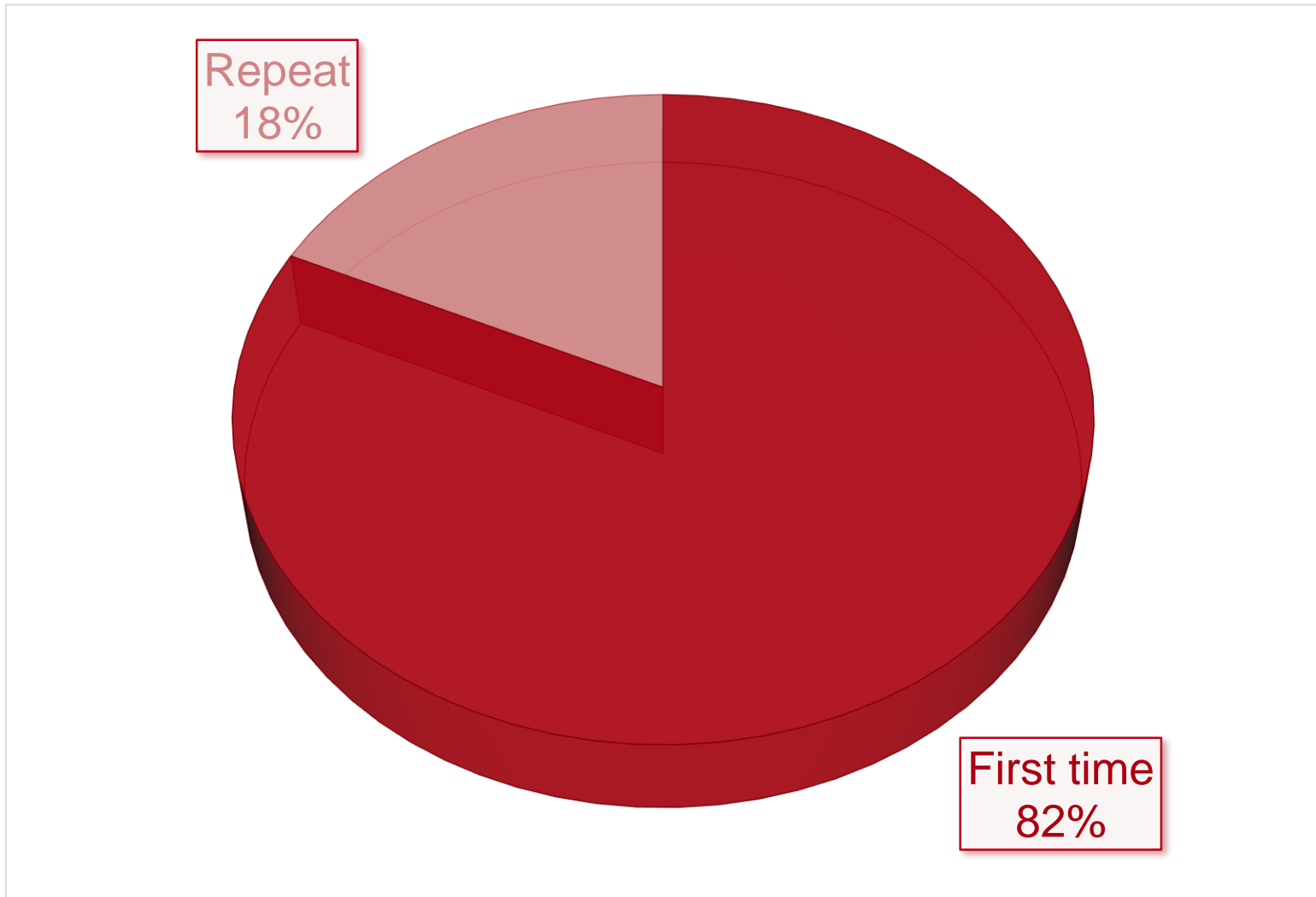
# Travel Party - Children

39% TRAVELING WITH A CHILD

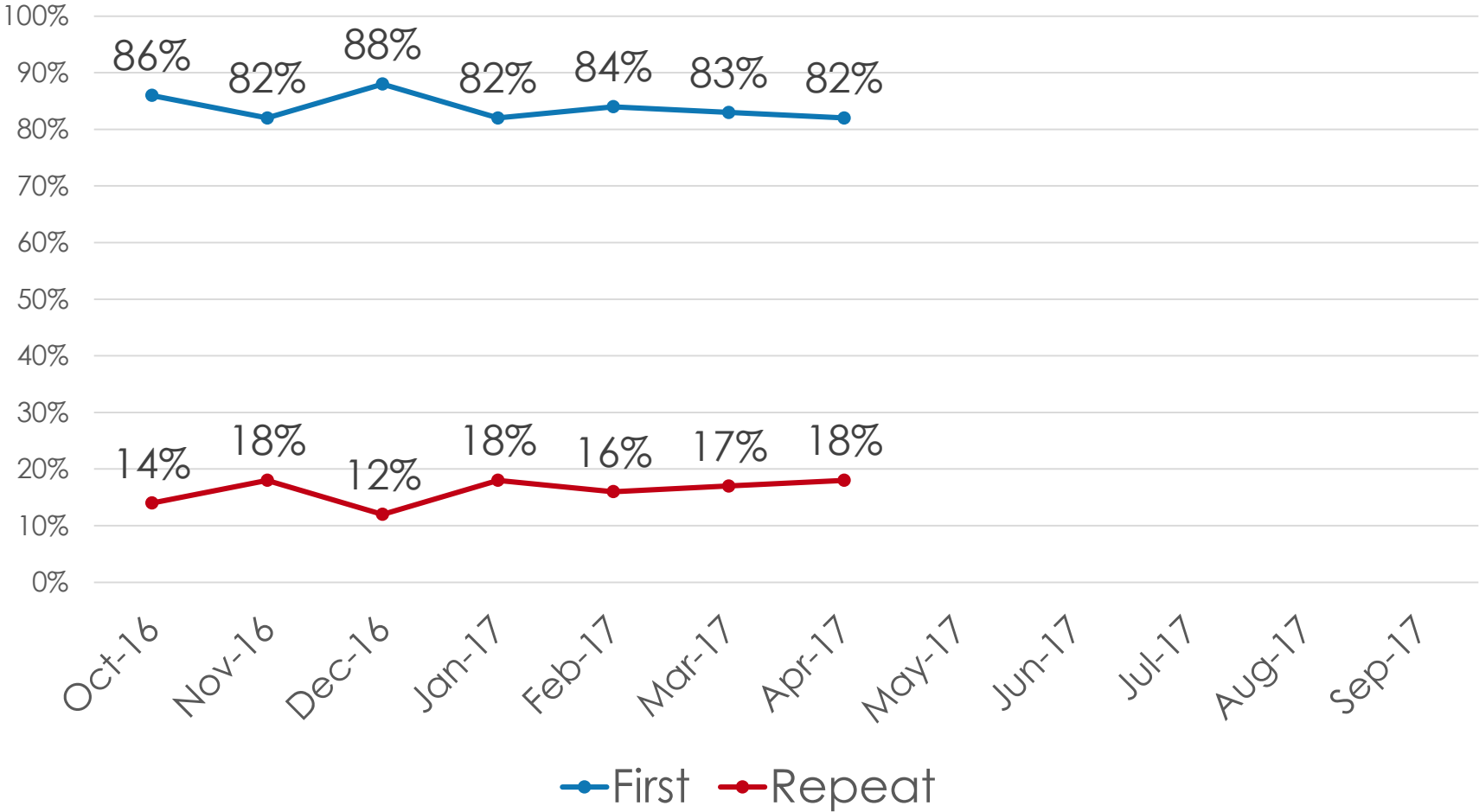




# Trips to Guam



# Trips to Guam – FY2017 Tracking



# Trips to Guam – Key Segments

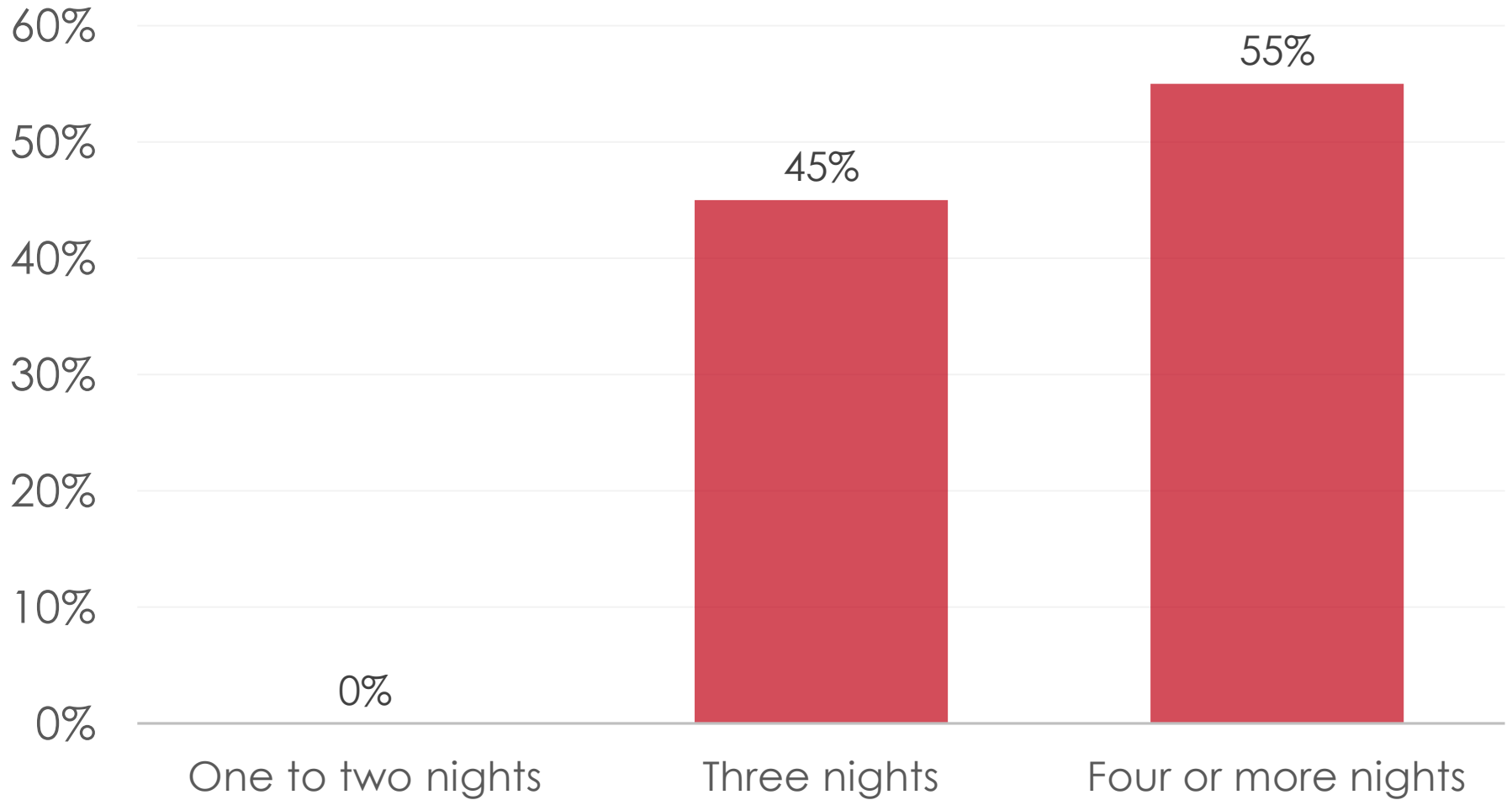
**GVB EXIT SURVEY**  
**Q3 Including this trip, how many times have you visited Guam?**

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q3	1st Time	82%	33%	100%		84%	82%		82%	79%
	Repeat	18%	67%			16%	18%	100%	18%	21%
	Total	337	3	35		276	50	62	245	143
Q3	Mean	1.26	2.33	1.00	.	1.23	1.18	2.44	1.24	1.32
	Median	1	2	1	.	1	1	2	1	1

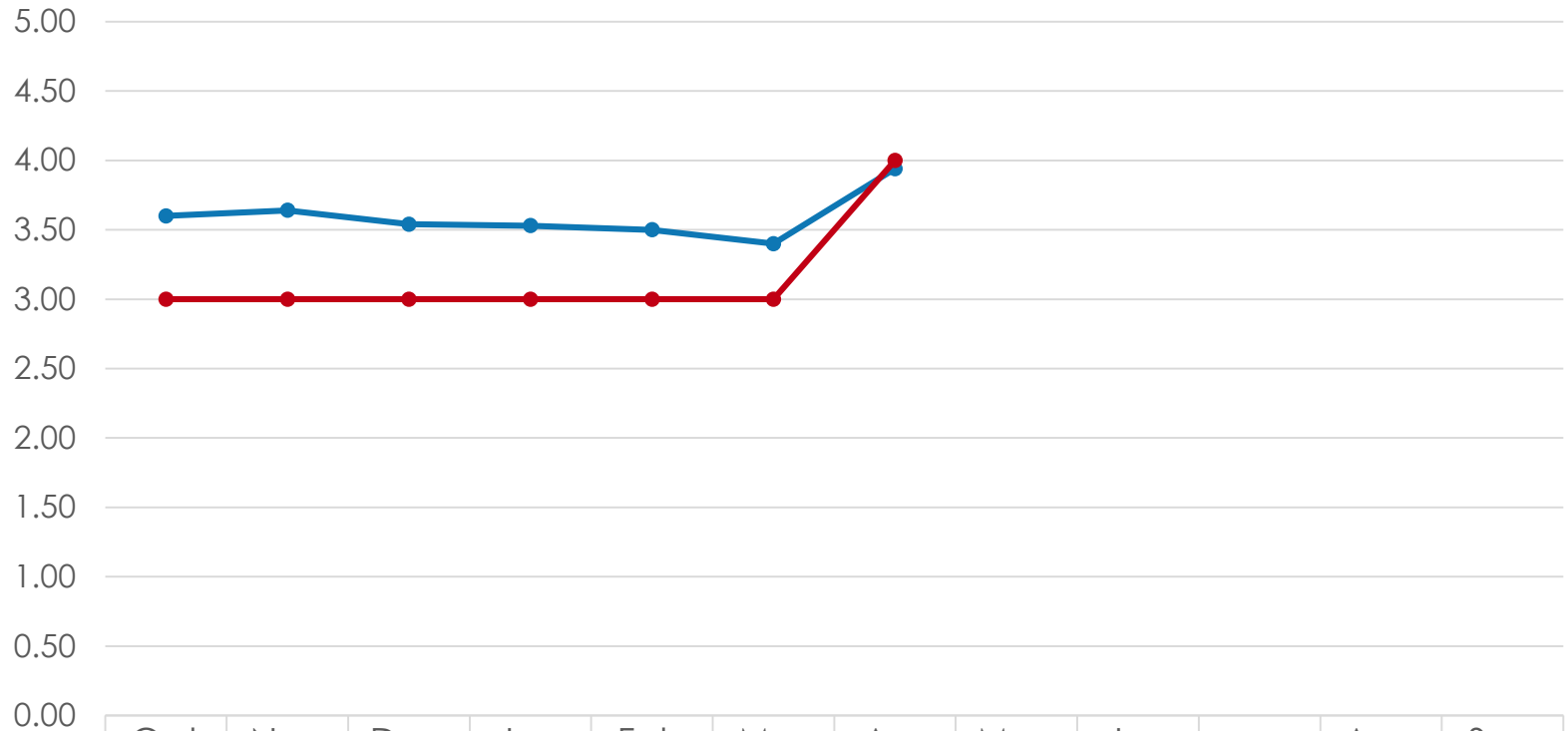
Prepared by Anthology Research

# Length of Stay

MEAN NUMBER OF NIGHTS = 3.94  
MEDIAN NUMBER OF NIGHTS = 4



# Length of Stay – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	3.60	3.64	3.54	3.53	3.50	3.40	3.94					
MEDIAN	3	3	3	3	3	3	4					

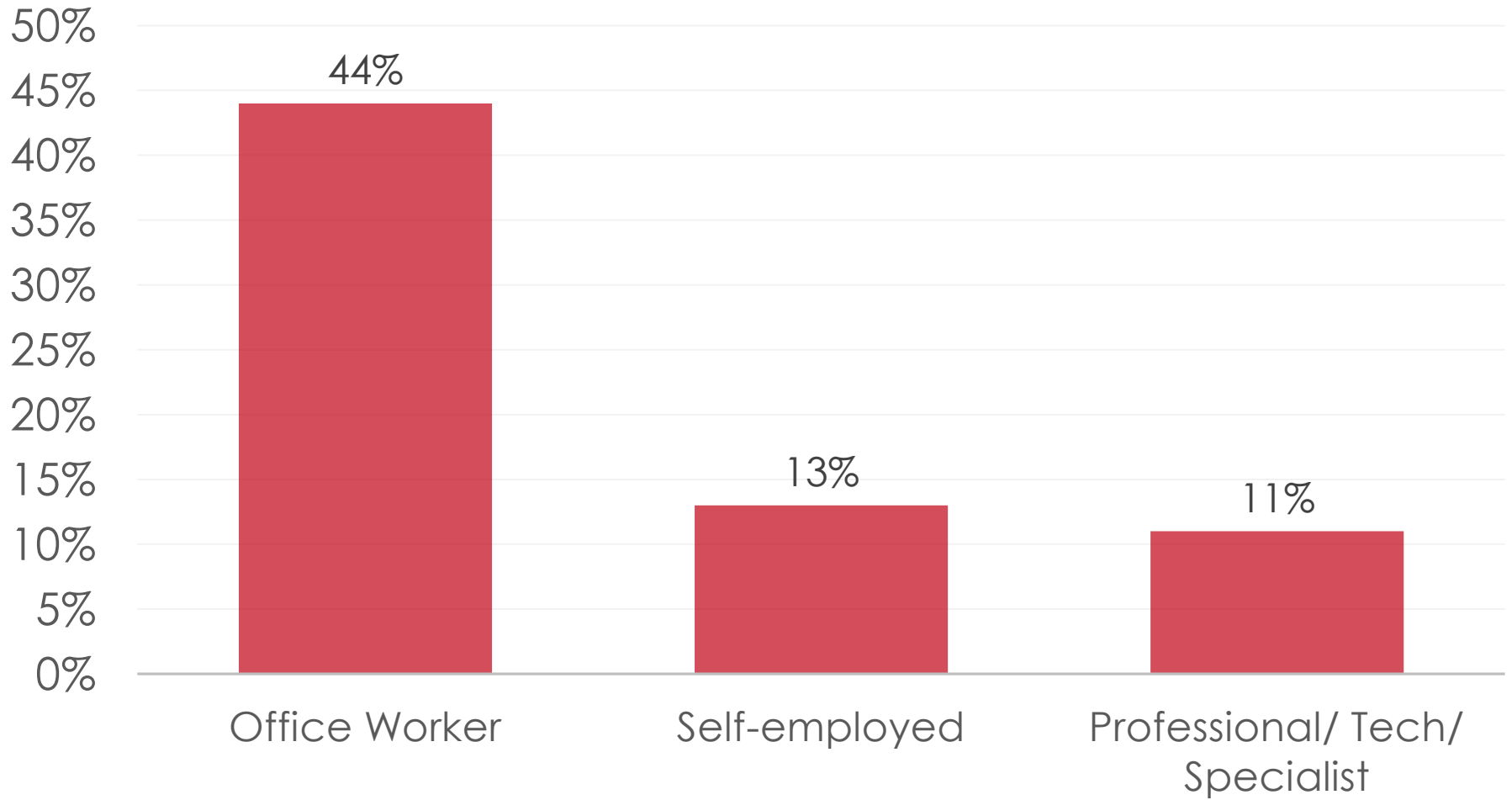
# Length of Stay – Key Segments

**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	0%								1%
	3	45%	33%	22%		44%	65%	44%	41%	41%
	4+	55%	67%	78%		56%	35%	56%	59%	58%
	Total	350	3	36		288	52	62	256	149
SA	Mean	3.94	3.67	4.42	.	3.91	3.56	4.34	3.87	4.08
	Median	4	4	5	.	4	3	4	4	4

Prepared by Anthology Research

# Occupation – Top Responses (10%+)

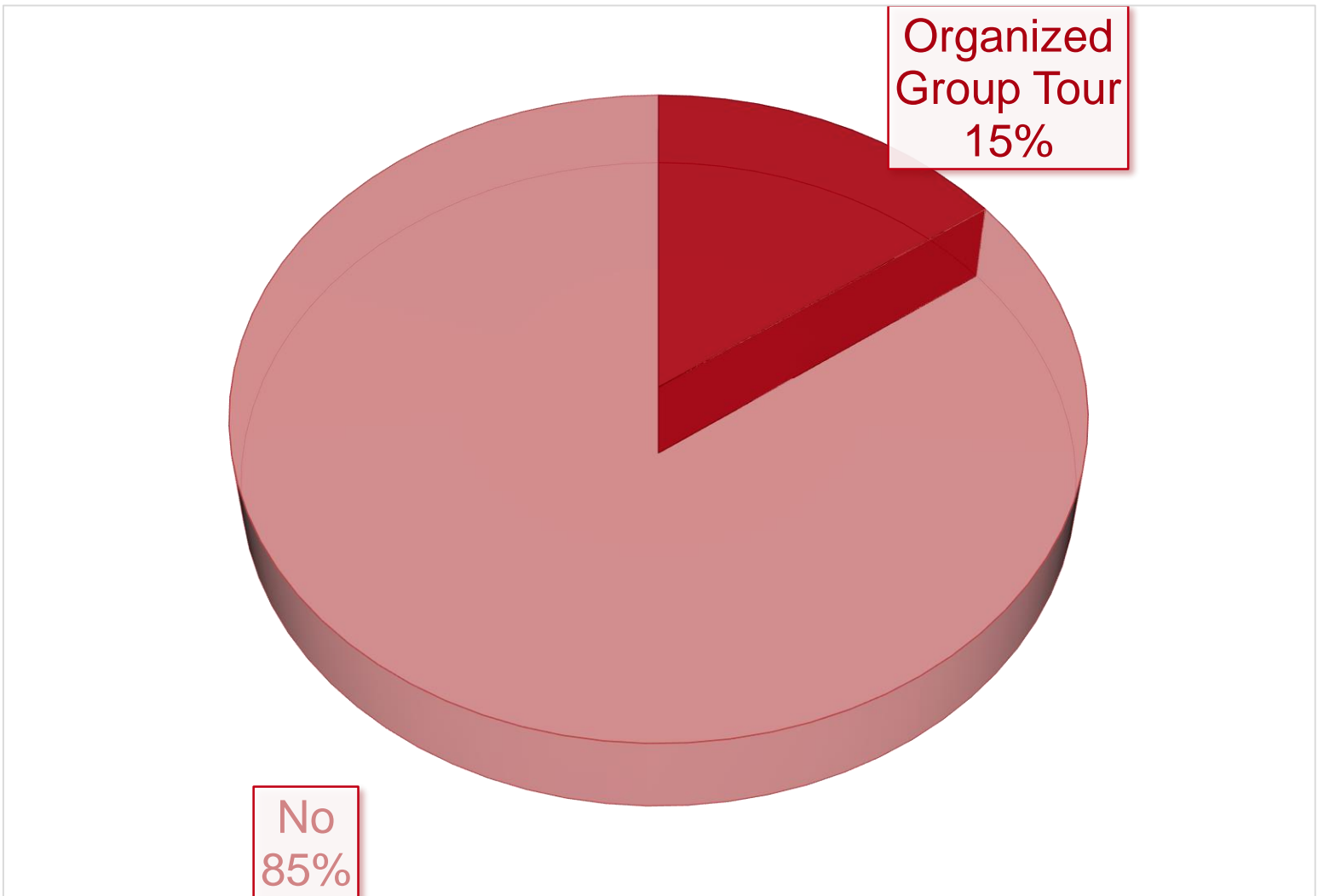


# SECTION 2

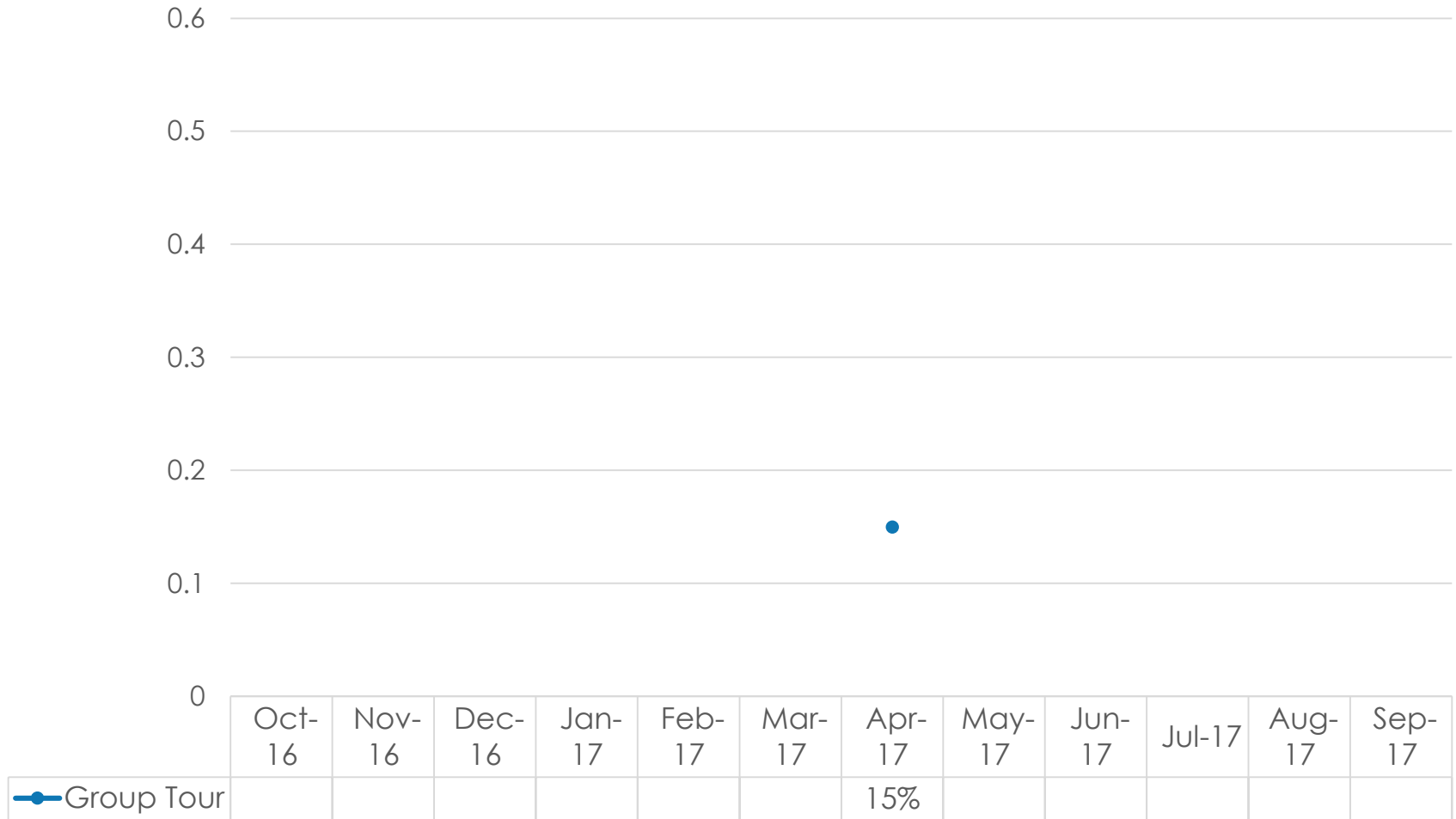
# TRAVEL PLANNING



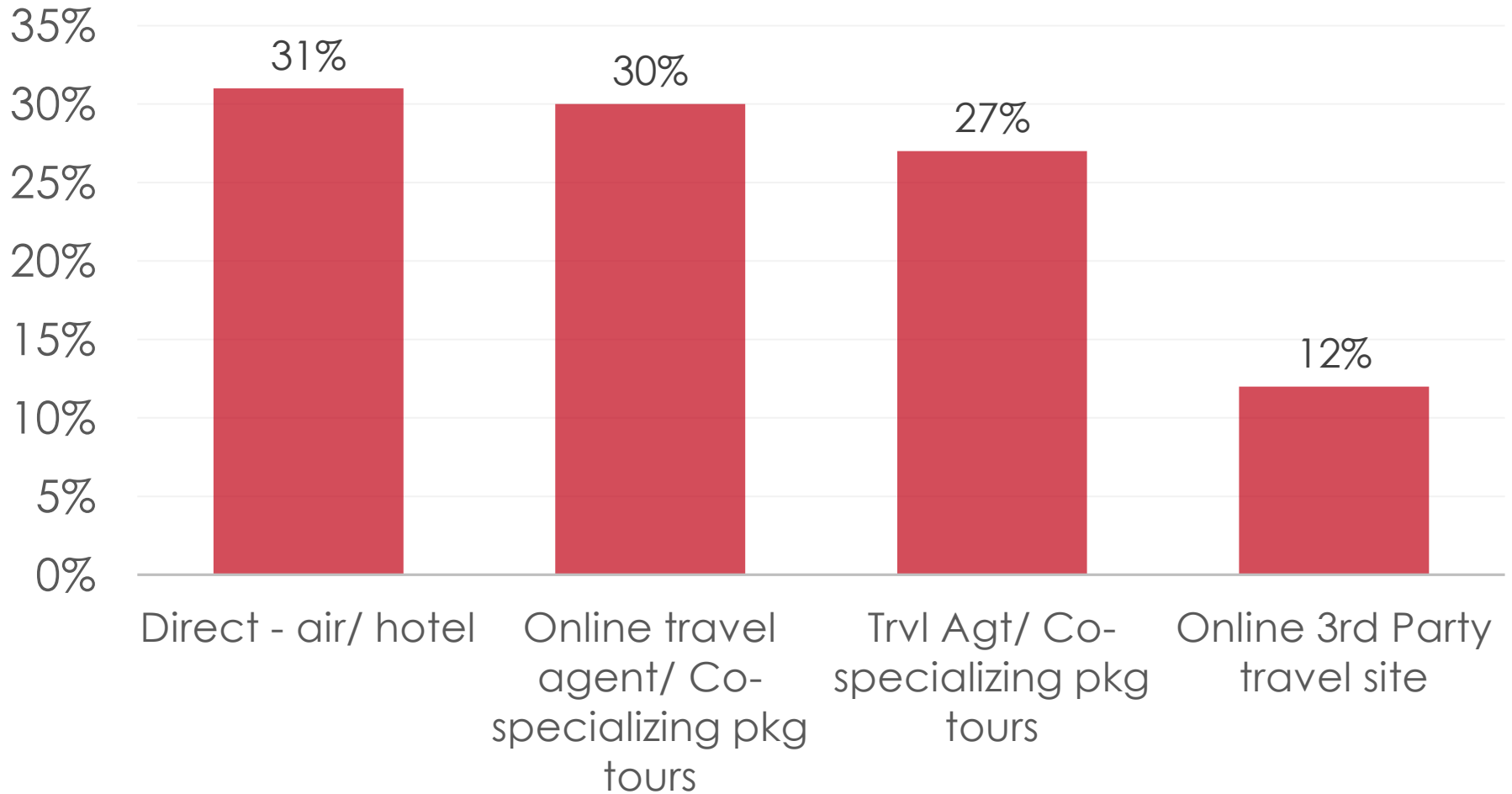
# Organized Group Tour



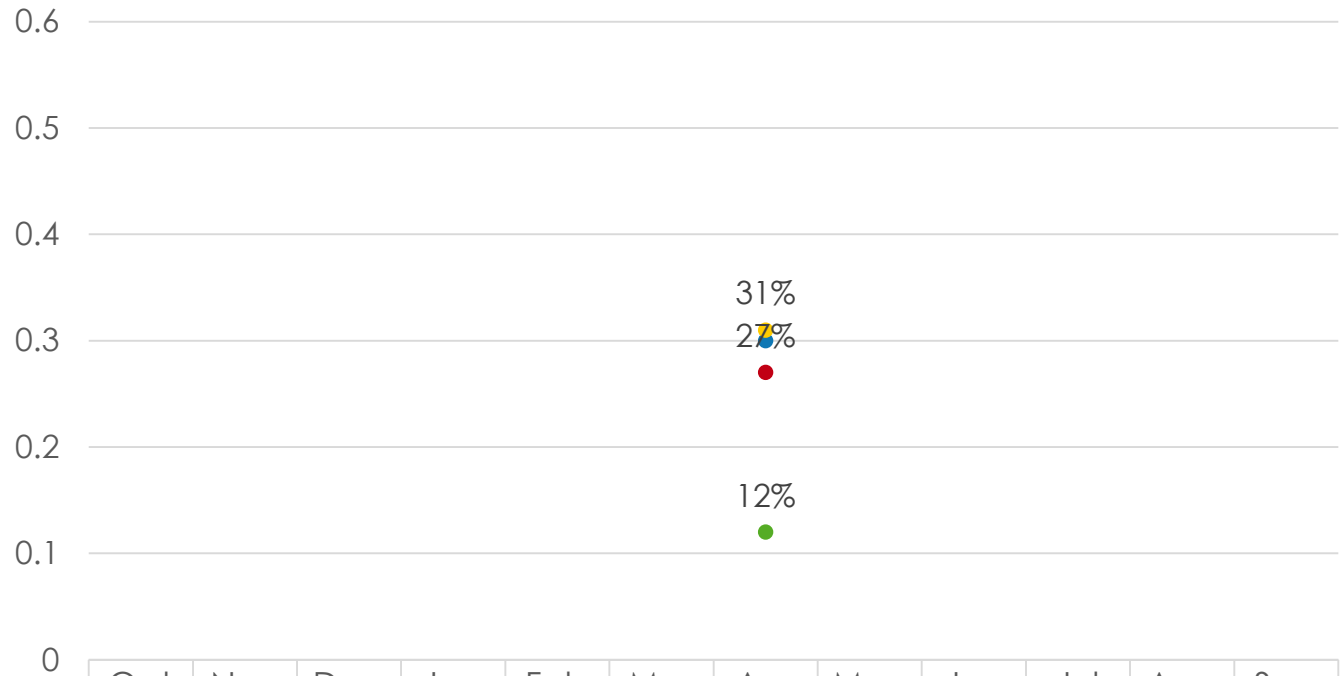
# Organized Group Tour – FY2017 Tracking



# Travel Arrangements - Sources

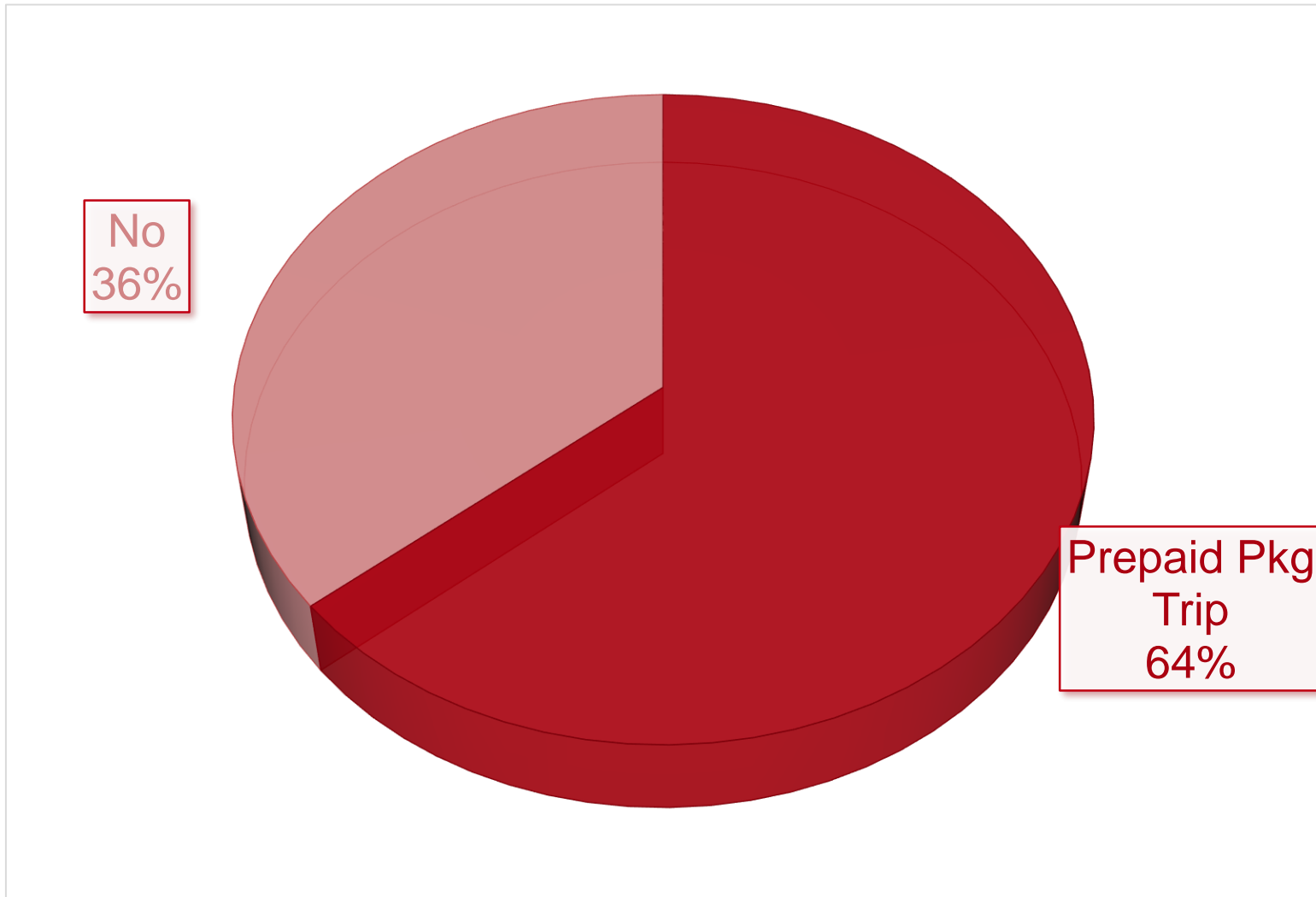


# Travel Arrangements - Sources

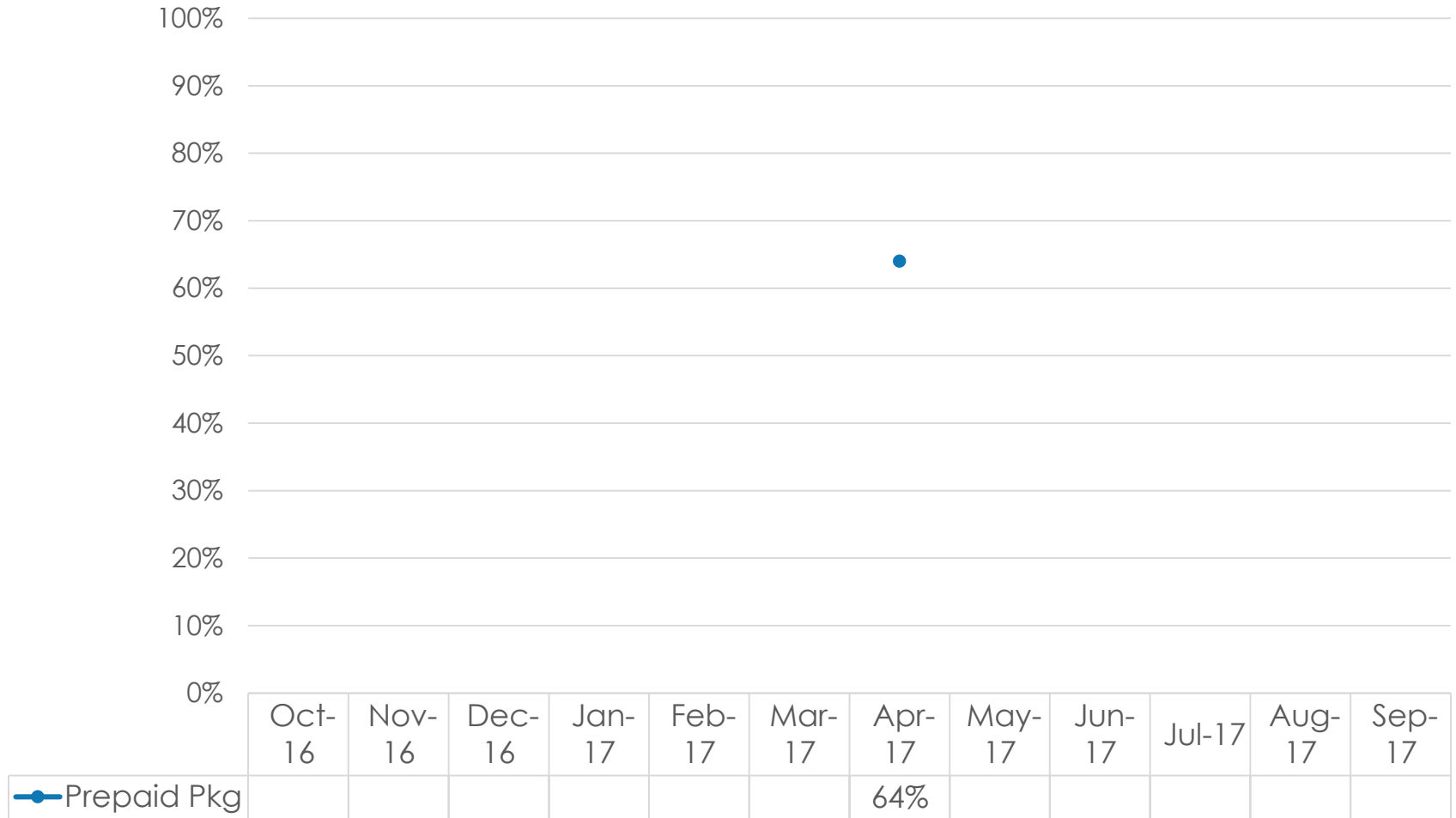


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Online travel agent							30%					
Trvl Agt/ Co- Pkg Tour							27%					
Online 3rd Party							12%					
Direct Air/ Hotel							31%					

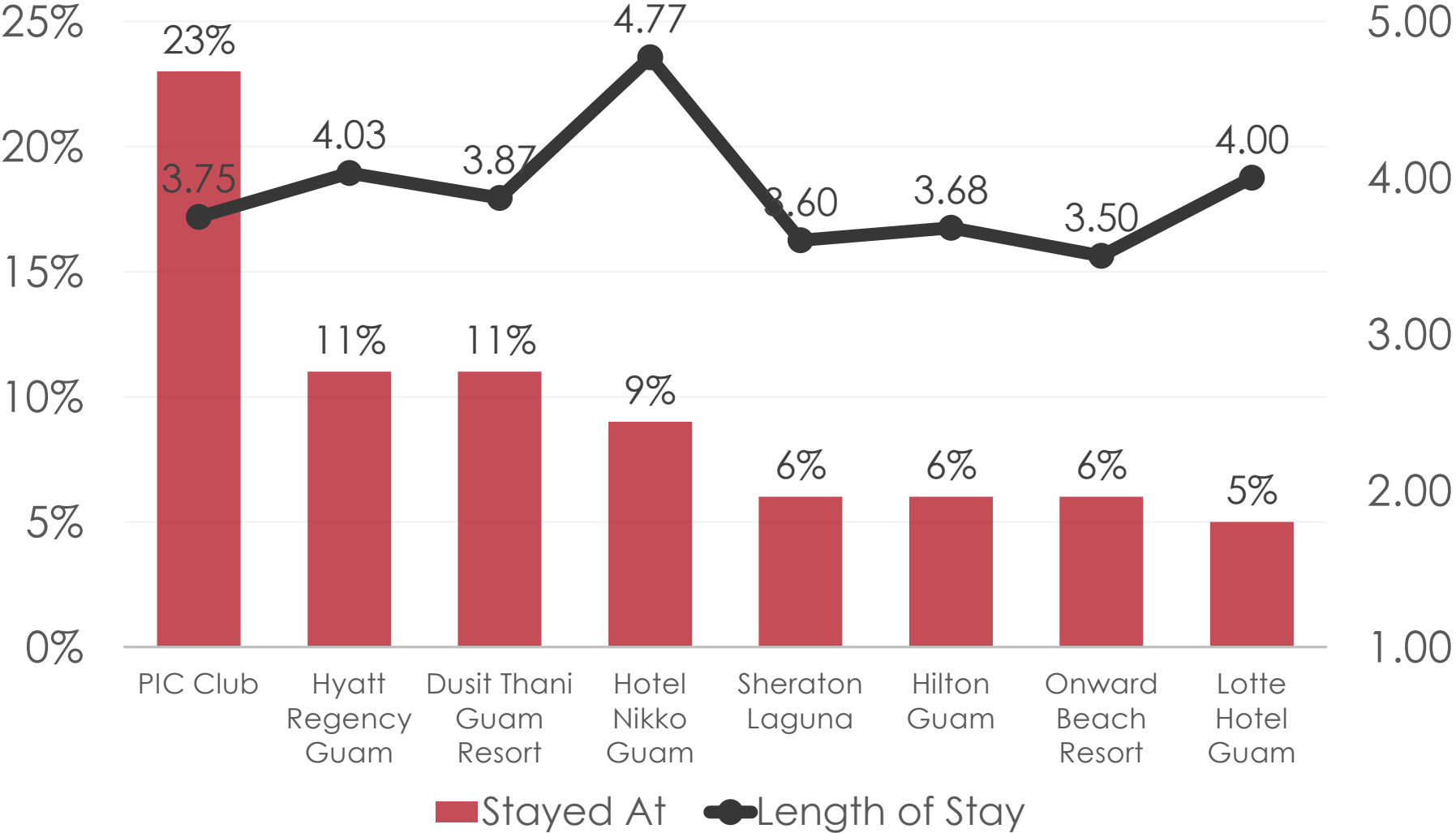
# Prepaid Package Trip



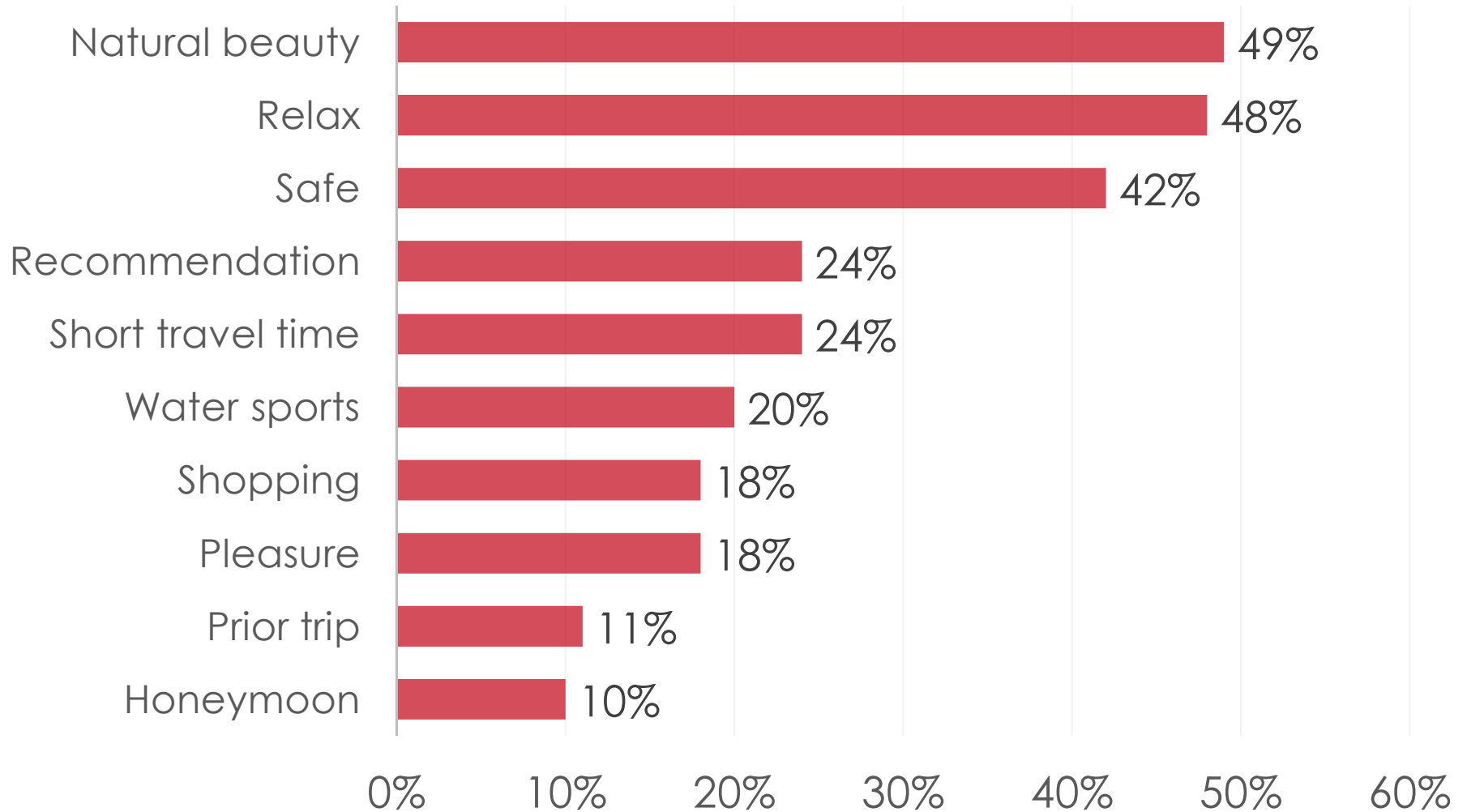
# Prepaid Pkg Trip – FY2017 Tracking



# Accommodations (Top Responses)



# Travel Motivation (Top Responses)





# Travel Motivation – Key Segments

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

	TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
	-	-	-	-	-	-	-	-	-
Q5A Beautiful seas, beaches, tropical climate	49%		50%		59%	44%	32%	52%	52%
Just to relax	48%		33%		58%	38%	45%	55%	42%
It is a safe place to spend a vacation	42%		33%		45%	40%	32%	47%	41%
Recommendation of friend/ relative/ travel agency	24%		6%		24%	29%	5%	25%	24%
Short travel time (not too far from home)	24%		14%		20%	25%	21%	25%	24%
Water sports (snorkeling, windsurfing, parasailing)	20%		8%		18%	12%	8%	16%	25%
Pleasure/ vacation	18%		28%		22%	13%	21%	20%	14%
Shopping	18%		19%		16%	12%	24%	15%	23%
A previous visit	11%	67%			9%	10%	60%	11%	10%
Honeymoon	10%		100%		10%	6%		14%	3%
Price of the tour package	9%		6%		5%	4%	8%	7%	15%
To visit friends or relatives	6%				3%	2%	13%	4%	8%
Company/ business trip	4%	100%	3%		2%	15%	13%	2%	3%
My company sponsored me	4%	33%			1%	23%	5%	2%	
Scuba diving	3%				2%			1%	5%
To golf	1%				2%		3%	2%	
Convention/ conference/ trade show/ meeting	1%	67%					3%		1%
Career certification/ testing	1%				0%		2%		1%
Organized sporting activity/ event	1%				1%	2%			1%
Incentive trip	0%	33%				2%			
Government or military	0%								1%
Adventure	0%				0%			0%	1%
Total	349	3	36		288	52	62	255	149

# SECTION 3

# EXPENDITURES

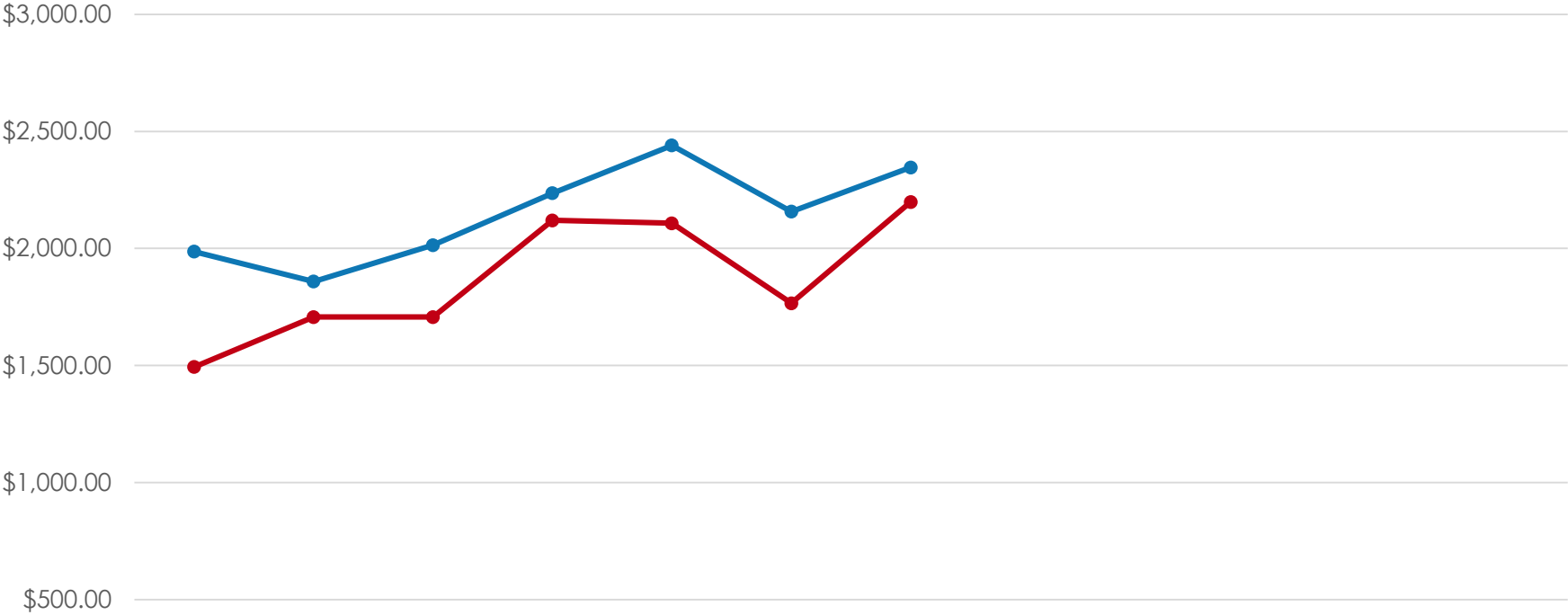
# Prepaid Expenditures

EXCHANGE RATE KW1,130.27=\$1

- \$2,346.45 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$833.23 = overall mean average per person prepaid expenditures

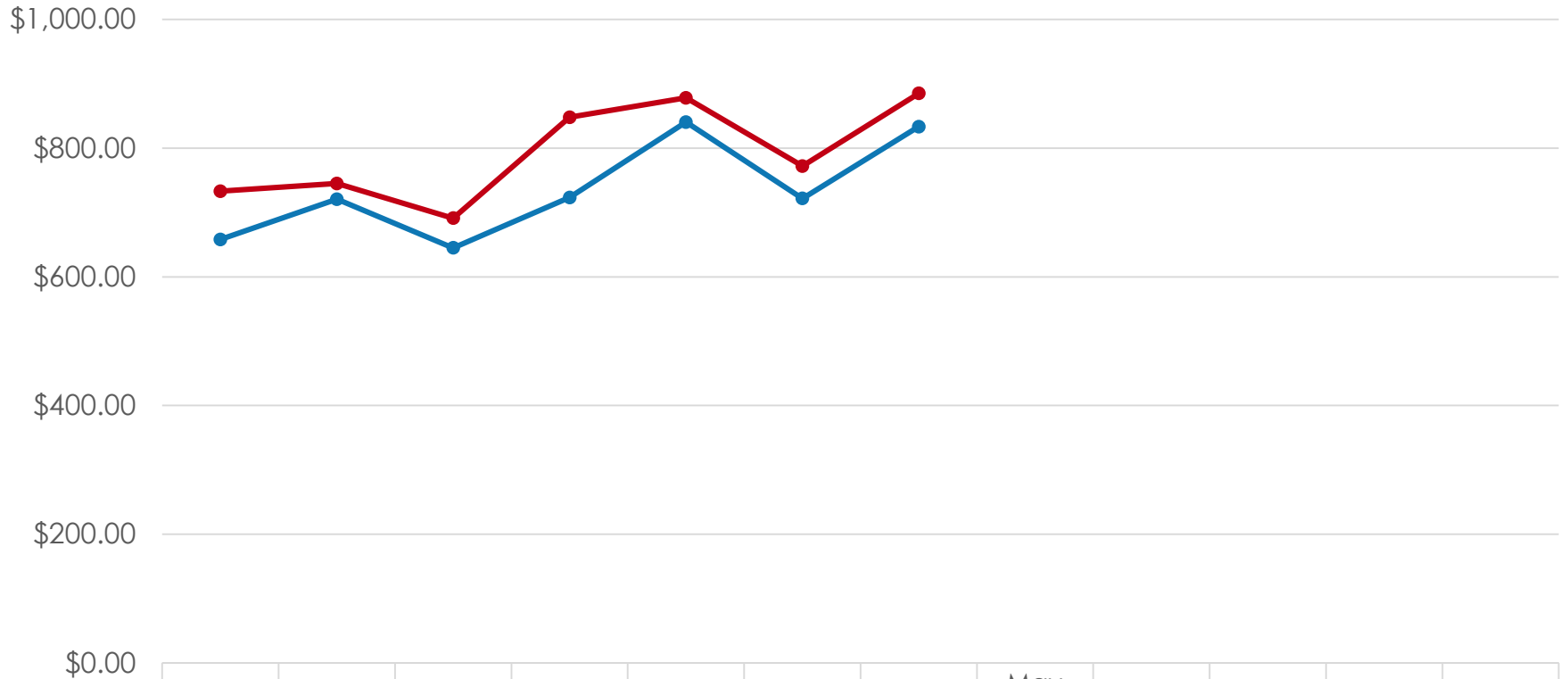
# Prepaid Entire Travel Party – FY2017

## Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,986.98	\$1,858.83	\$2,014.43	\$2,236.01	\$2,440.06	\$2,157.26	\$2,346.45					
MEDIAN	\$1,494.00	\$1,707.00	\$1,707.00	\$2,120.00	\$2,108.00	\$1,766.00	\$2,199.00					

# Prepaid Per Person– FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$658.04	\$720.62	\$645.02	\$723.26	\$840.37	\$721.76	\$833.23					
MEDIAN	\$733.00	\$745.00	\$691.00	\$848.00	\$878.00	\$772.00	\$885.00					

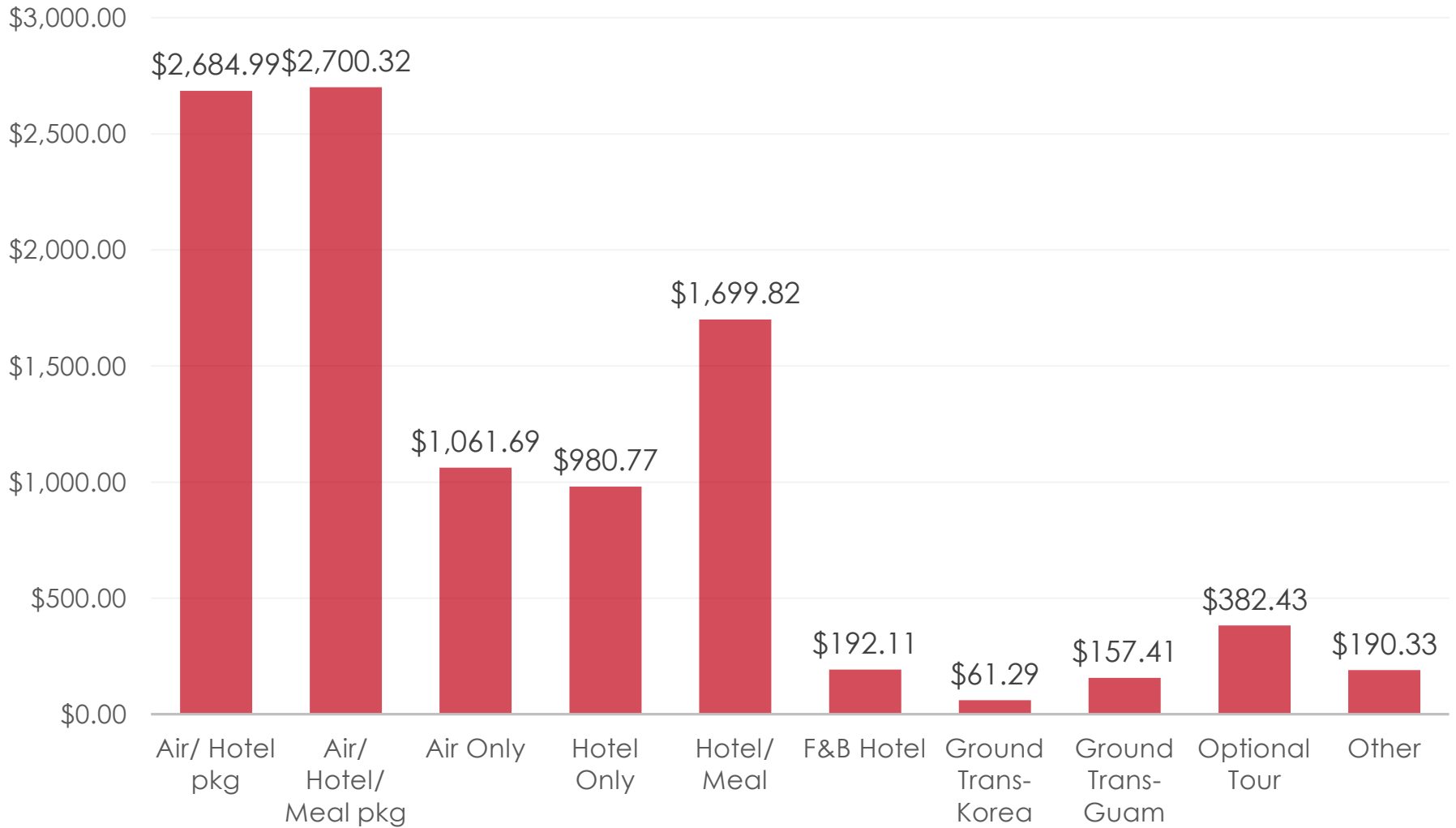
# Prepaid Per Person– Key Segments

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

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
PREPAID PP	Mean	\$833.23	\$383.39	\$1,216.84	.	\$836.86	\$714.00	\$779.91	\$898.90	\$785.96
	Median	\$885	\$0	\$1,239	.	\$885	\$641	\$824	\$885	\$756

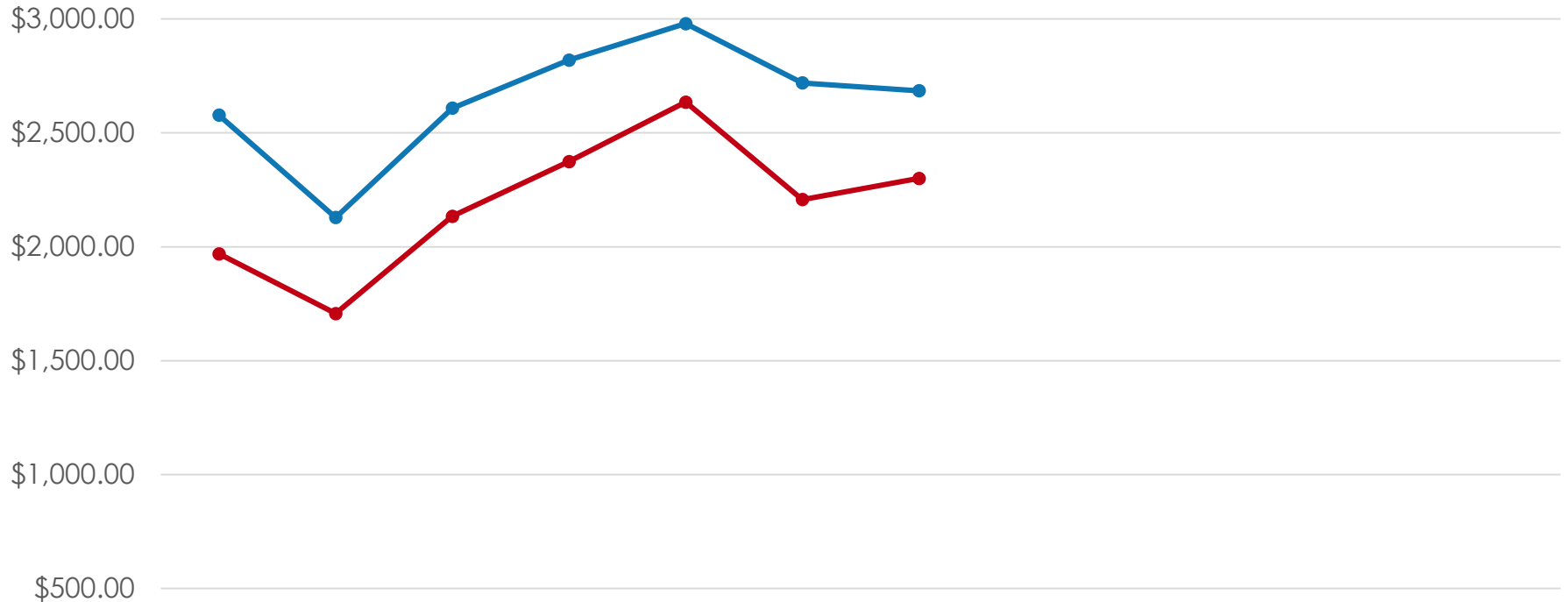
Prepared by Anthology Research

# Prepaid Expenses by Category – MEAN Entire Travel Party



# Prepaid- FY2017 Tracking

## Airfare & Accommodation Packages

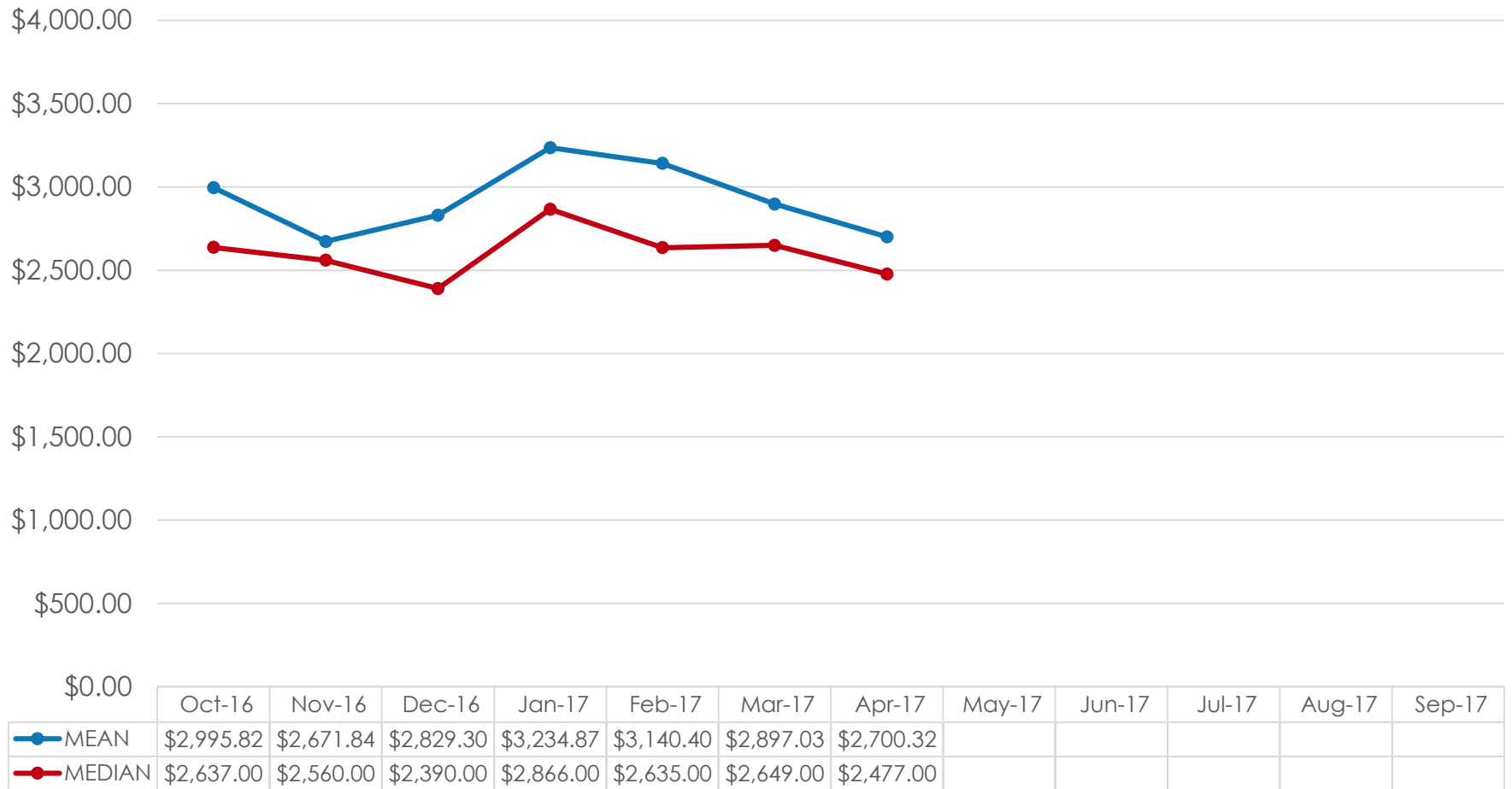


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
● MEAN	\$2,578.15	\$2,128.73	\$2,608.73	\$2,819.60	\$2,979.70	\$2,719.39	\$2,684.99					
● MEDIAN	\$1,969.00	\$1,707.00	\$2,134.00	\$2,374.00	\$2,635.00	\$2,207.00	\$2,300.00					



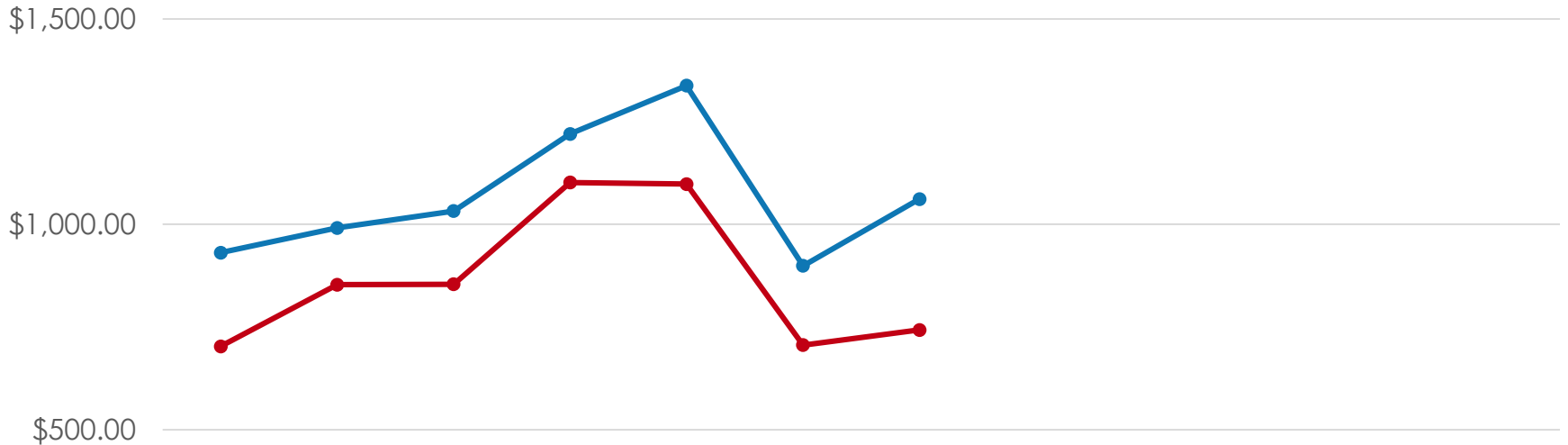
# Prepaid- FY2017 Tracking

## Airfare & Accommodation W/ Meal Packages



# Prepaid- FY2017 Tracking

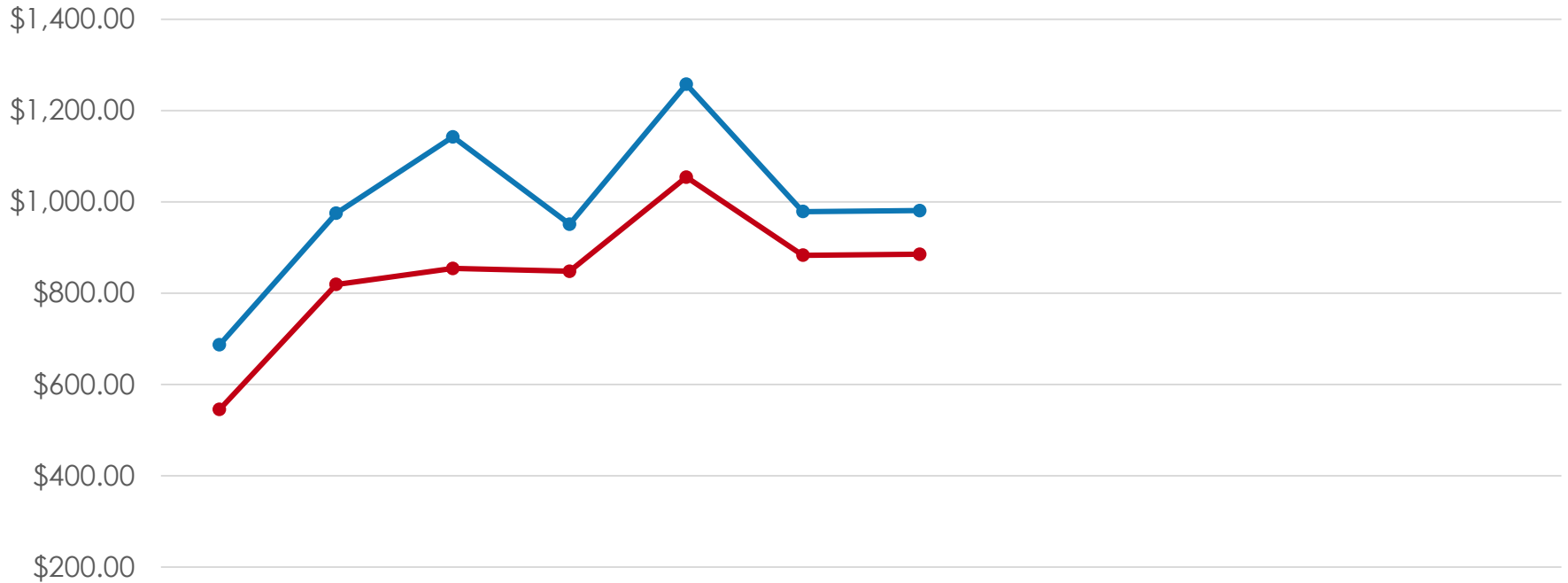
## Airfare Only



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$930.99	\$991.20	\$1,032.22	\$1,220.24	\$1,337.74	\$899.01	\$1,061.69					
MEDIAN	\$703.00	\$853.00	\$854.00	\$1,102.00	\$1,098.00	\$706.00	\$743.00					

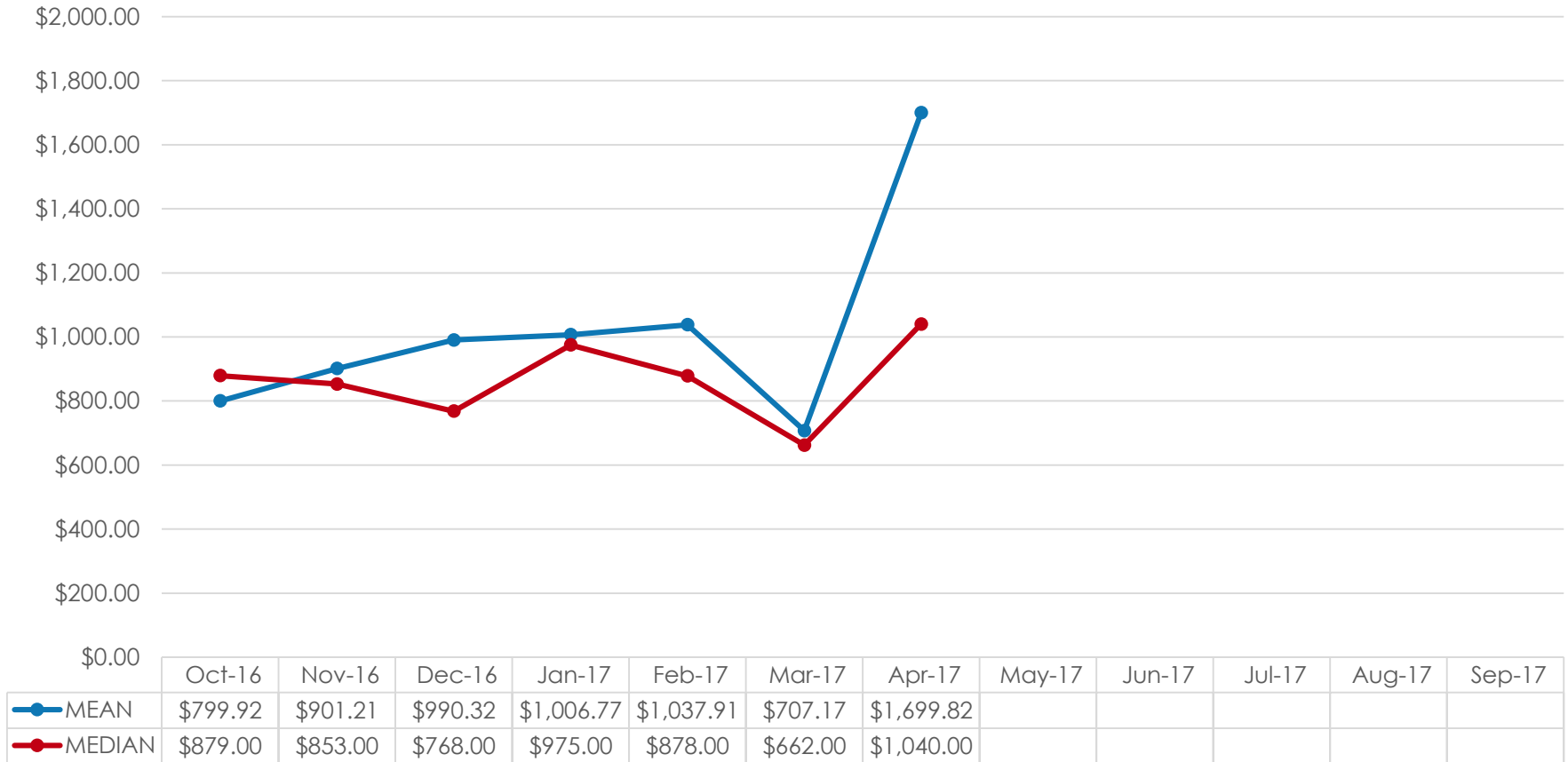
# Prepaid- FY2017 Tracking

## Accommodations Only



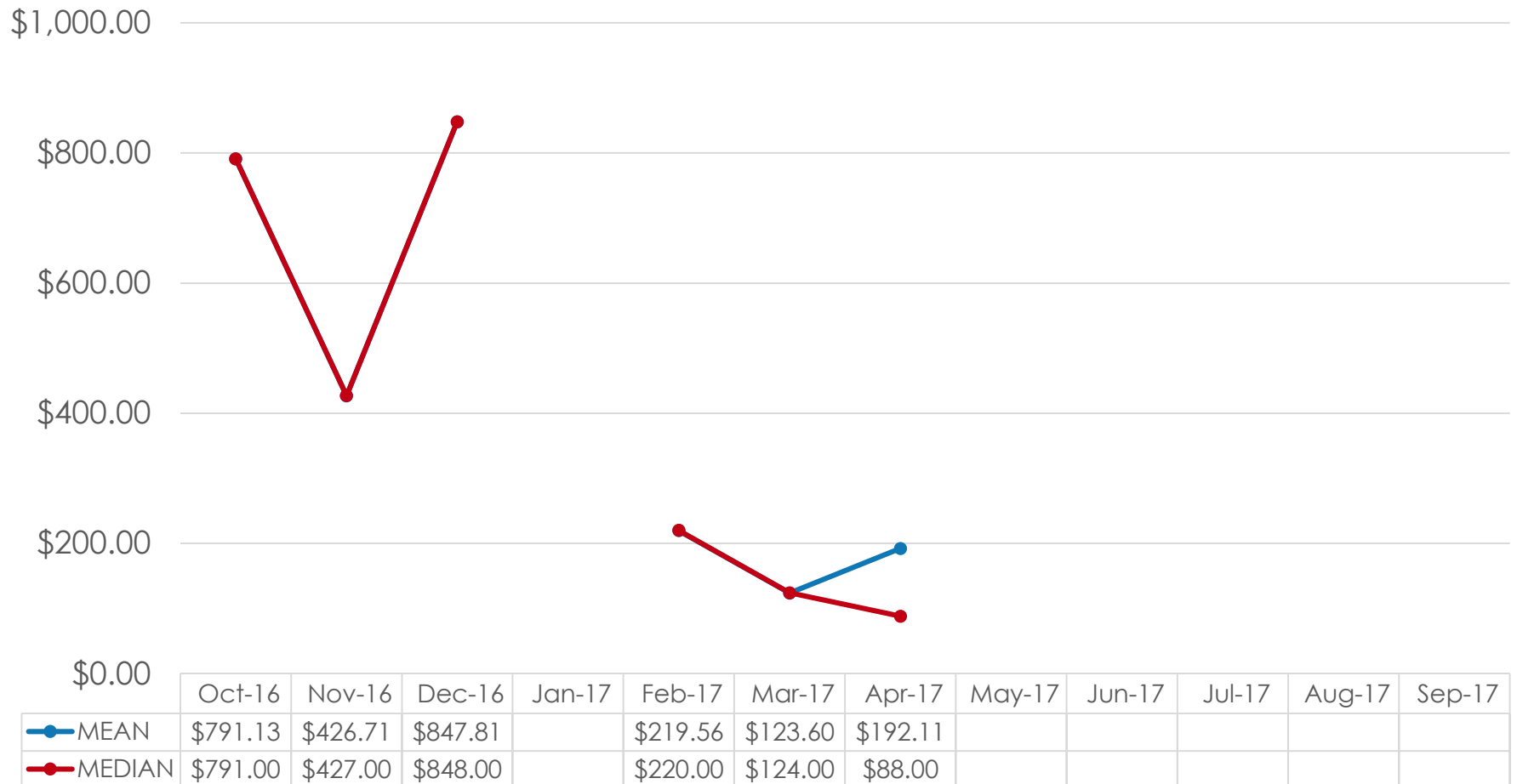
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
● MEAN	\$686.81	\$974.76	\$1,142.28	\$951.10	\$1,257.38	\$978.59	\$980.77					
● MEDIAN	\$545.00	\$819.00	\$854.00	\$848.00	\$1,054.00	\$883.00	\$885.00					

# Prepaid- FY2017 Tracking Accommodations w/ Meal Only



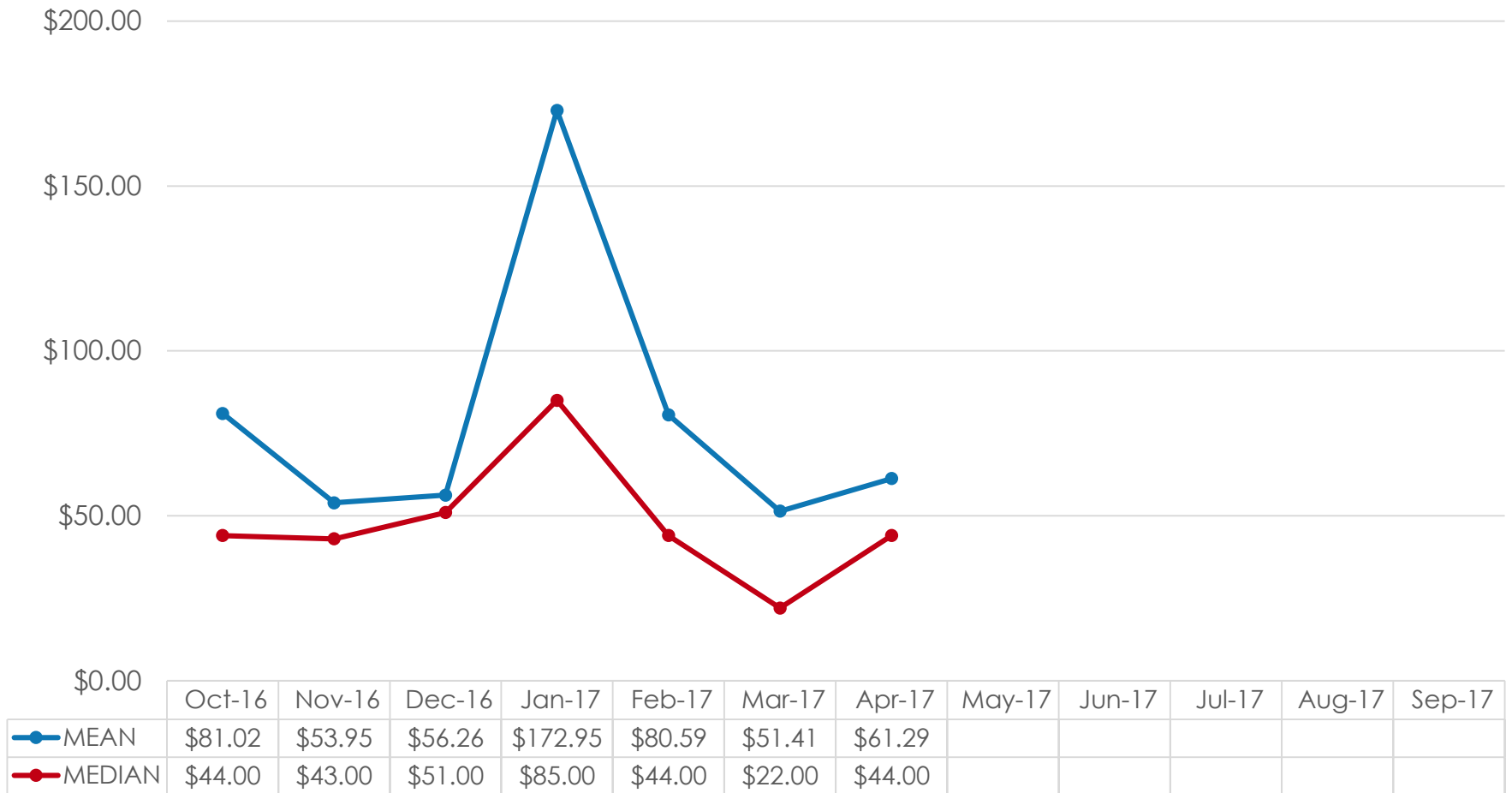
# Prepaid- FY2017 Tracking

## Food & Beverage in Hotel



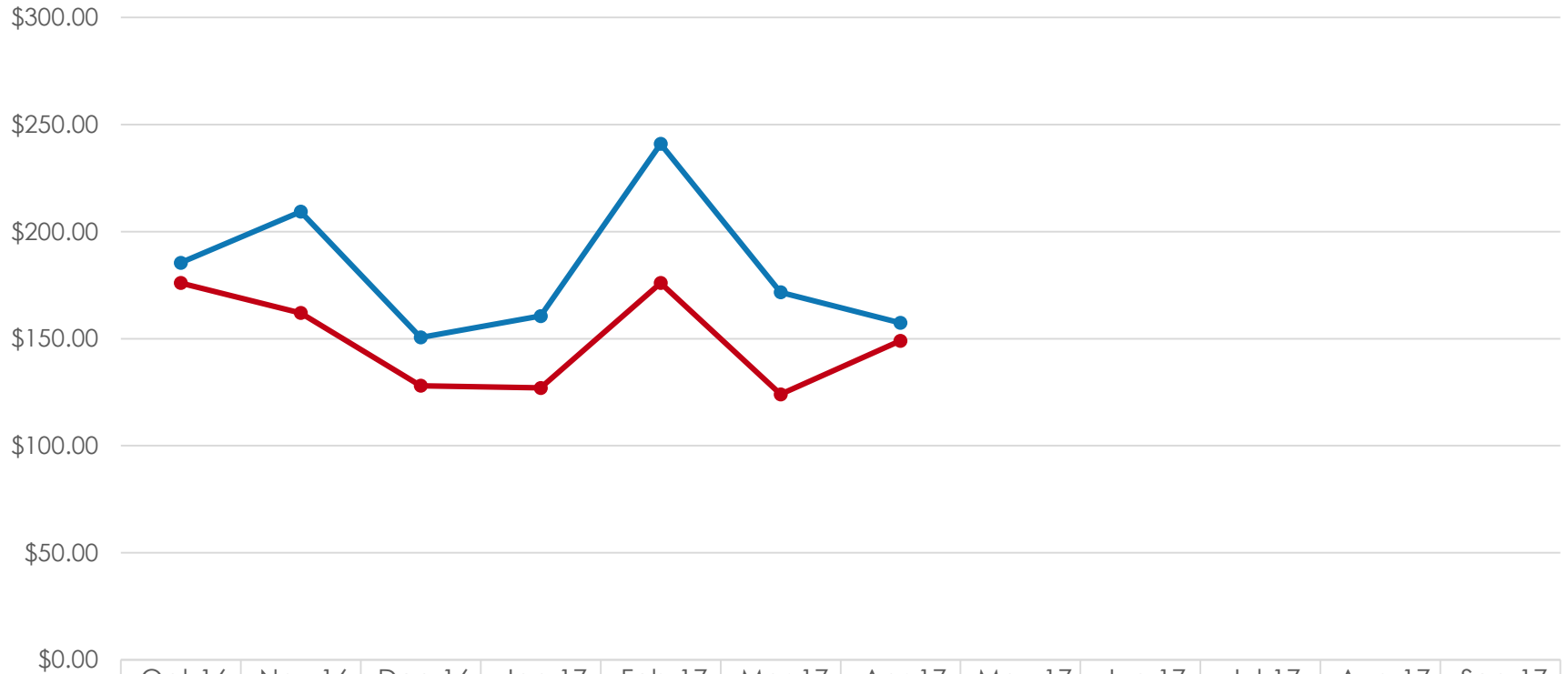
# Prepaid- FY2017 Tracking

## Ground Transportation - Korea



# Prepaid- FY2017 Tracking

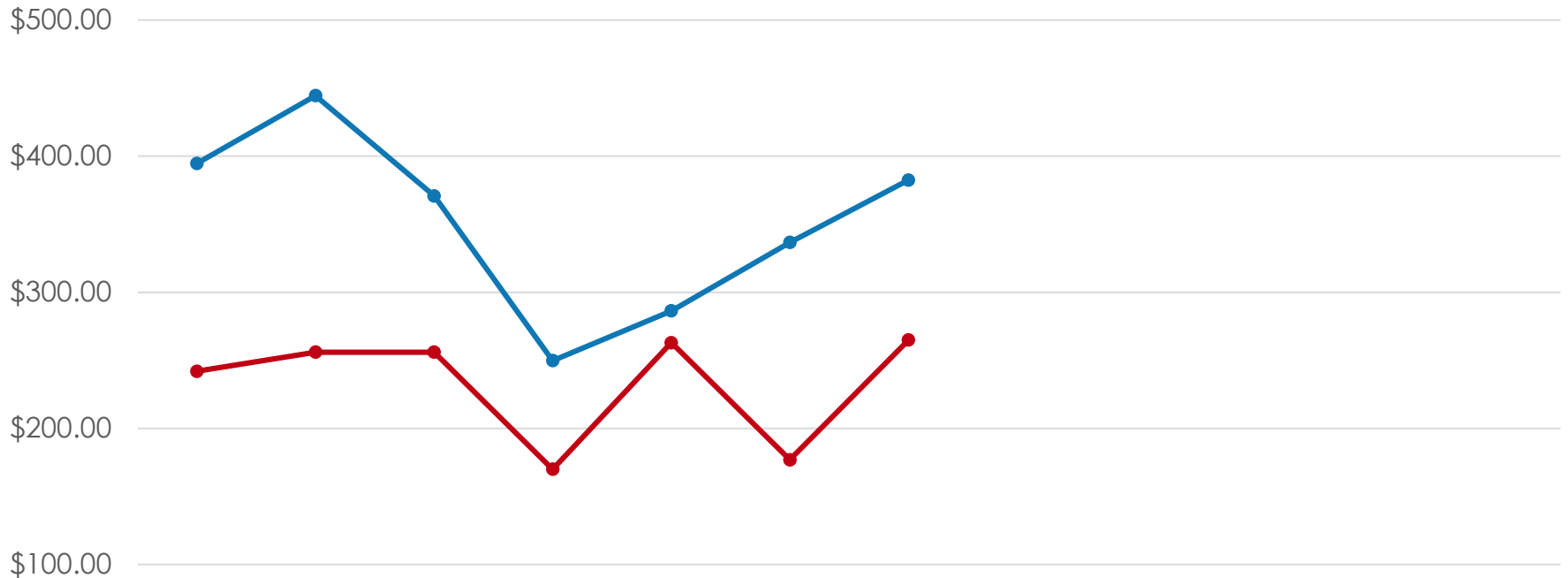
## Ground Transportation - Guam



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
● MEAN	\$185.47	\$209.35	\$150.57	\$160.59	\$240.98	\$171.69	\$157.41					
● MEDIAN	\$176.00	\$162.00	\$128.00	\$127.00	\$176.00	\$124.00	\$149.00					

# Prepaid- FY2017 Tracking

## Optional tours/ Activities



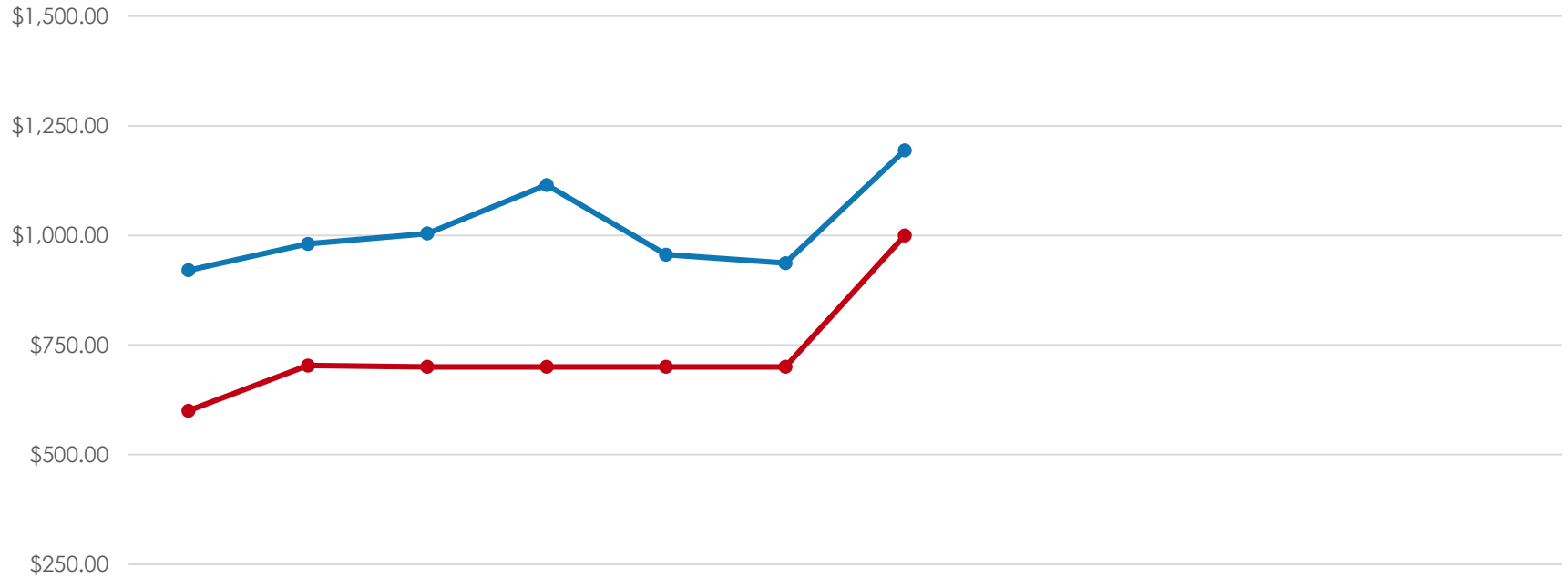
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$394.68	\$444.49	\$370.79	\$249.85	\$286.33	\$336.64	\$382.43					
MEDIAN	\$242.00	\$256.00	\$256.00	\$170.00	\$263.00	\$177.00	\$265.00					



# On-Island Expenditures

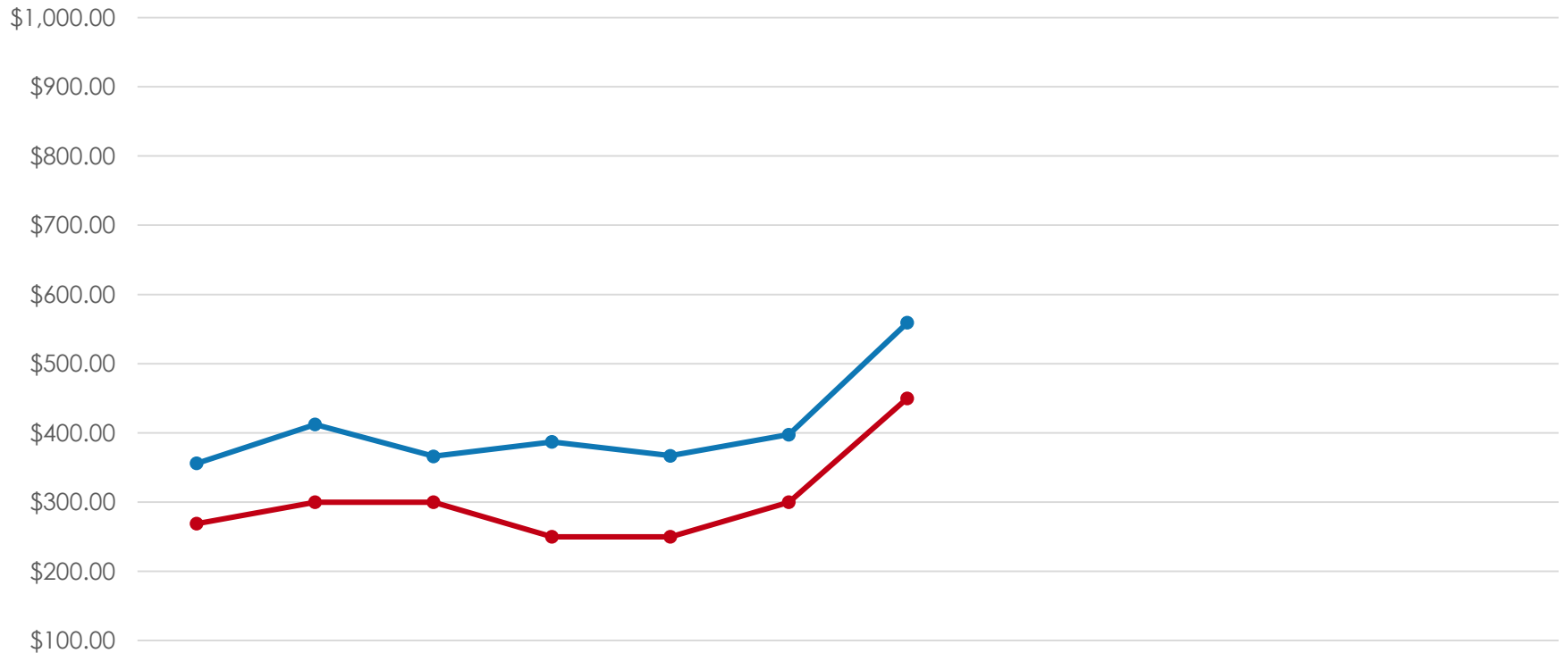
- \$1,194.12 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$559.29 = overall mean average per person prepaid expenditures

# On-Island Entire Travel Party – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$920.41	\$980.55	\$1,004.04	\$1,114.87	\$955.97	\$936.57	\$1,194.12					
MEDIAN	\$600.00	\$703.00	\$700.00	\$700.00	\$700.00	\$700.00	\$1,000.00					

# On-Island Per Person – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$356.05	\$412.21	\$366.24	\$386.94	\$367.09	\$397.56	\$559.29					
MEDIAN	\$269.00	\$300.00	\$300.00	\$250.00	\$250.00	\$300.00	\$450.00					

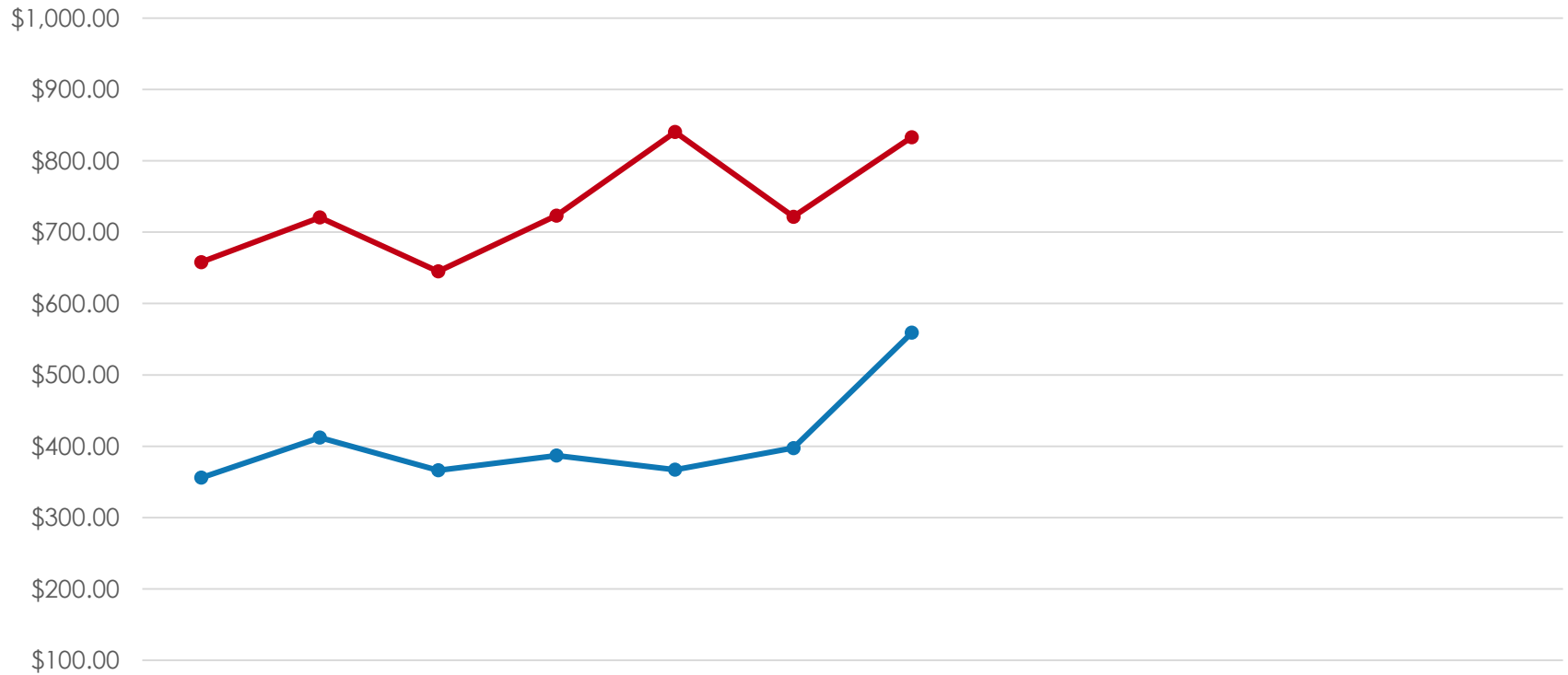
# On-Island Per Person – Key Segments

GVB EXIT SURVEY  
Q11A ONISLE EXPENDITURE- PER PERSO

		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
ONISLE PP	Mean	\$559.29	\$633.33	\$938.18	.	\$516.25	\$479.15	\$727.78	\$546.58	\$518.55
	Median	\$450	\$500	\$980	.	\$418	\$317	\$500	\$429	\$420

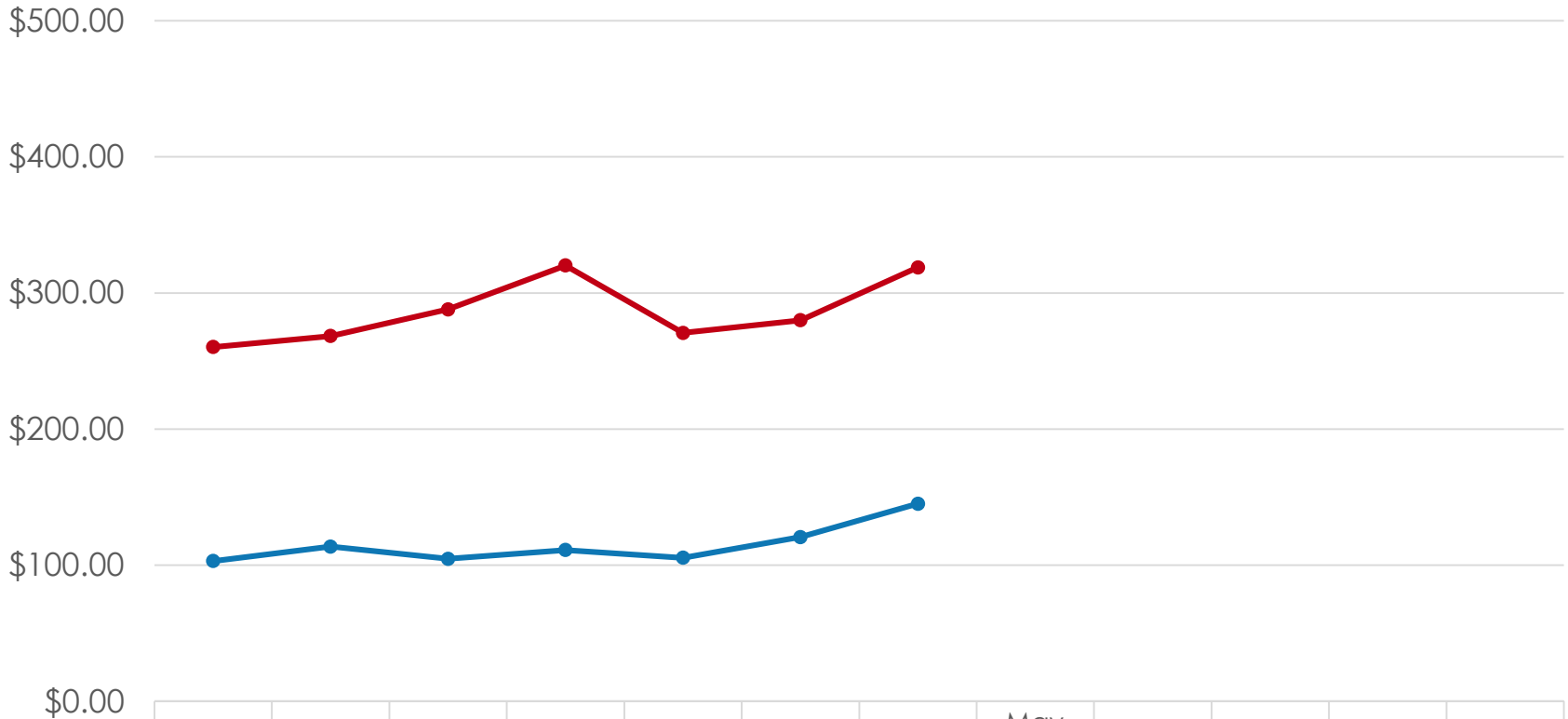
Prepared by Anthology Research

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



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
On-Island	\$356.05	\$412.21	\$366.24	\$386.94	\$367.09	\$397.56	\$559.29					
Prepaid	\$658.04	\$720.62	\$645.02	\$723.26	\$840.37	\$721.76	\$833.23					

# On-Island Per Day Spending – FY2017 Tracking MEAN



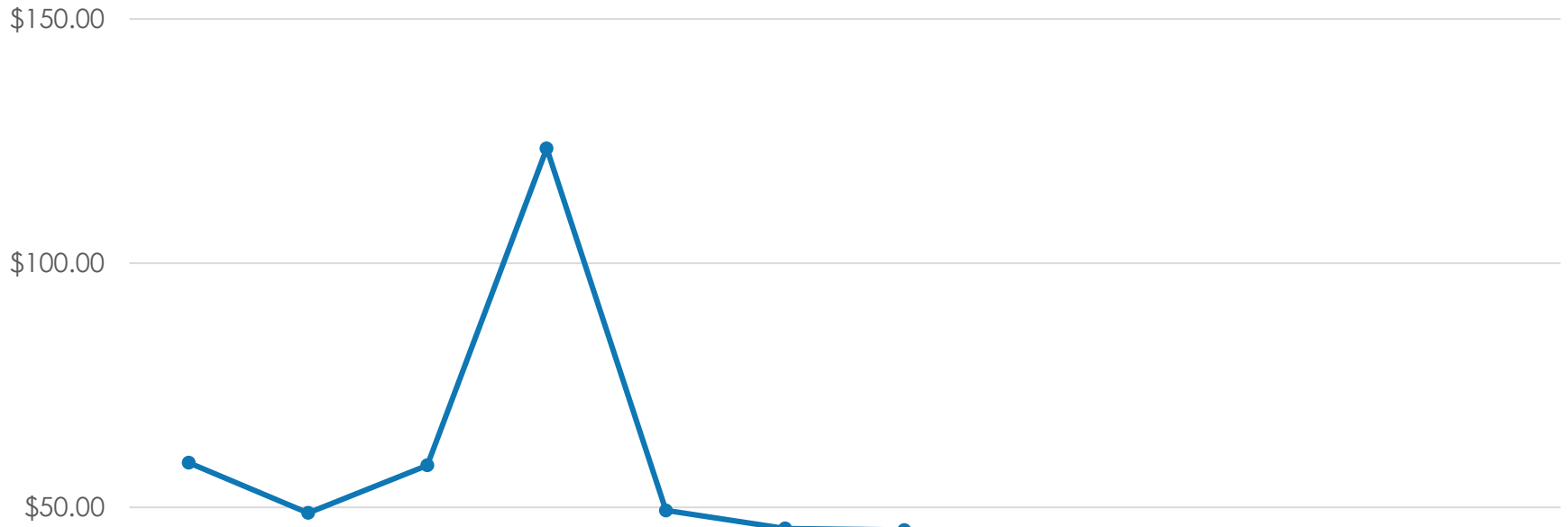
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Per Person	\$103.06	\$113.69	\$104.72	\$111.17	\$105.45	\$120.60	\$145.12					
Travel Party	\$260.30	\$268.39	\$287.95	\$320.20	\$270.68	\$279.99	\$318.80					

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



# On-Island – FY2017 Tracking

## Food & Beverage - Hotel

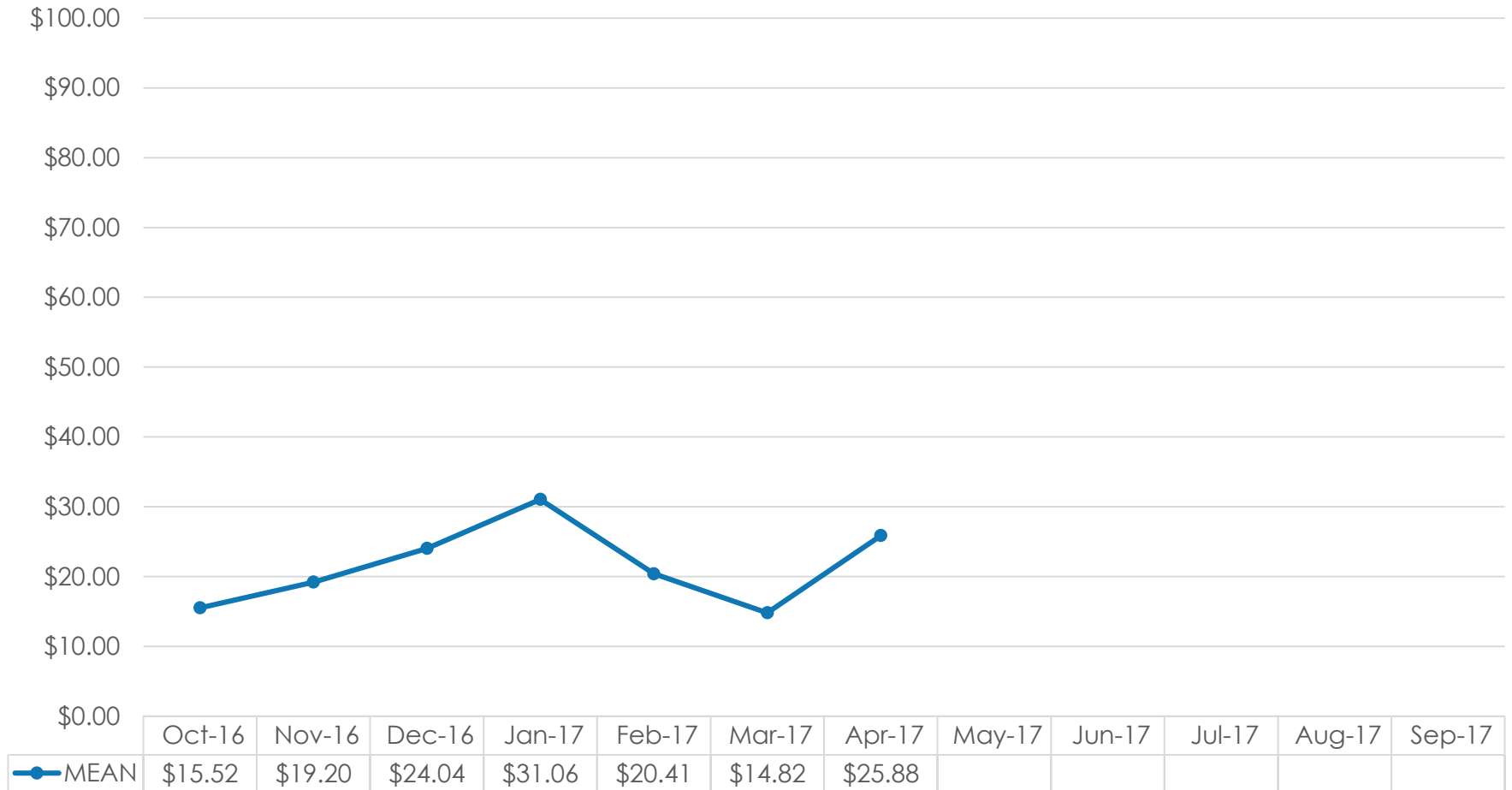


	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
● MEAN	\$59.16	\$48.88	\$58.62	\$123.52	\$49.40	\$45.71	\$45.37					



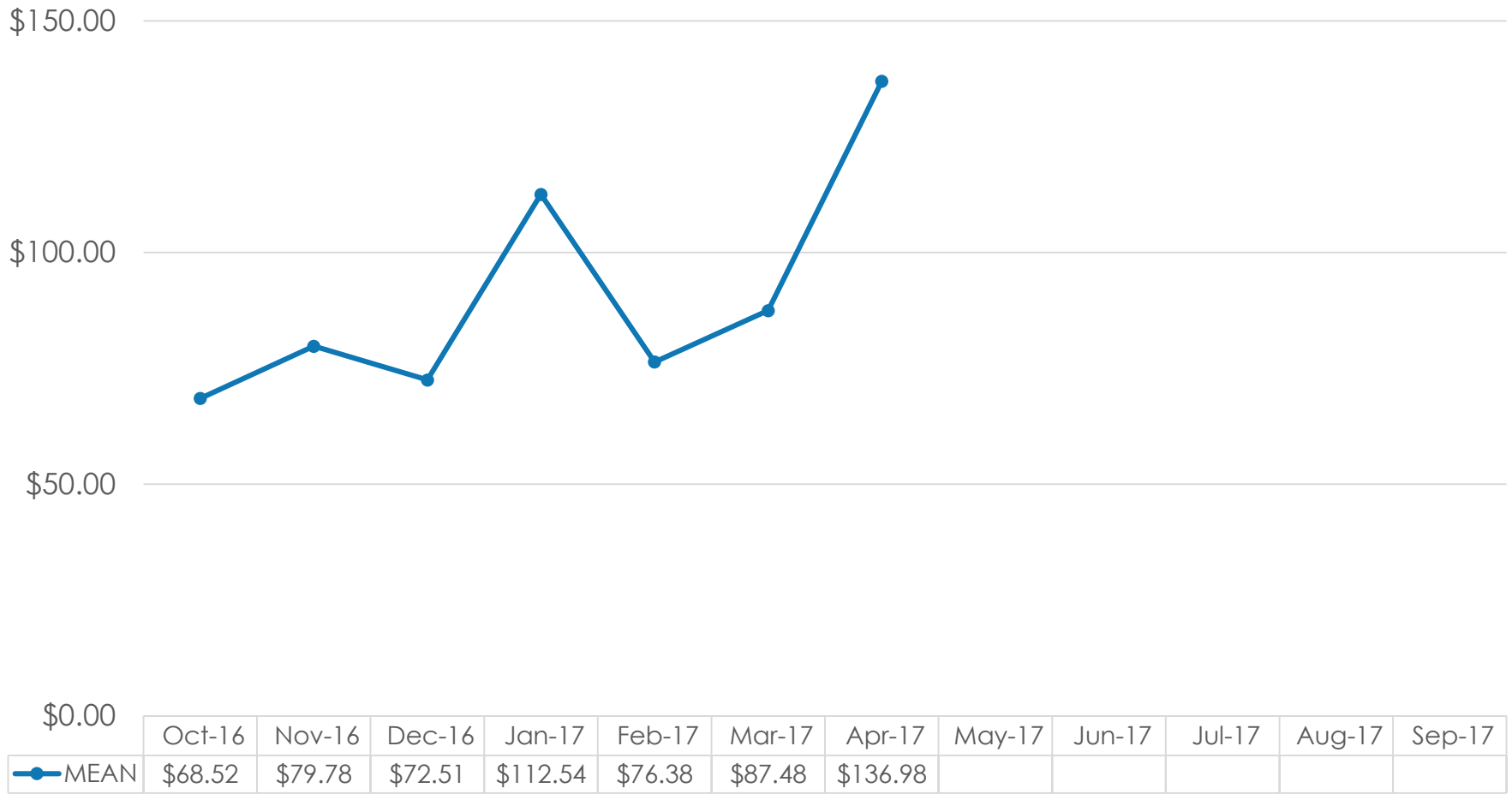
# On-Island – FY2017 Tracking

## Food & Beverage – Fast Food/ Convenience Store



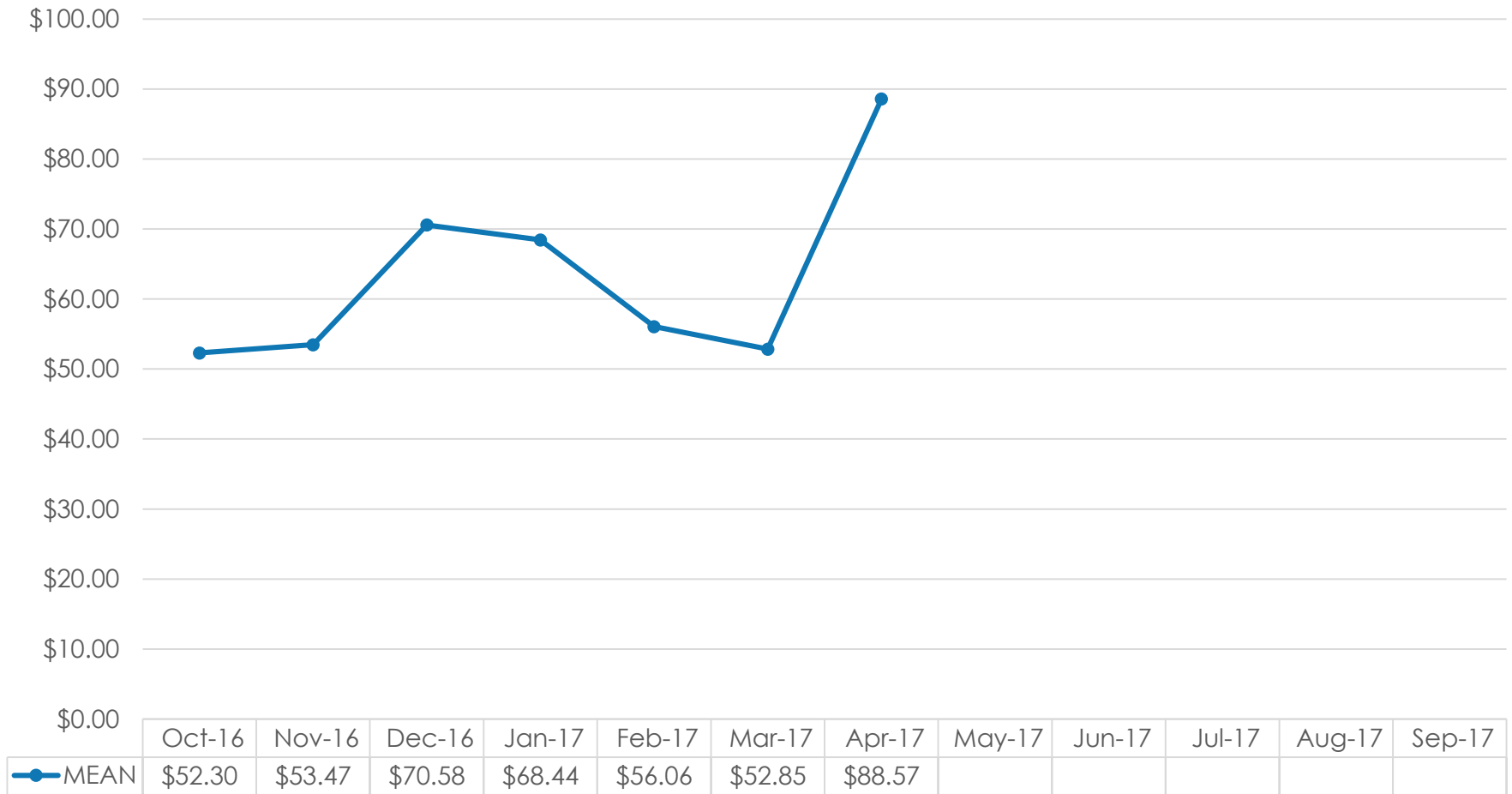
# On-Island – FY2017 Tracking

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



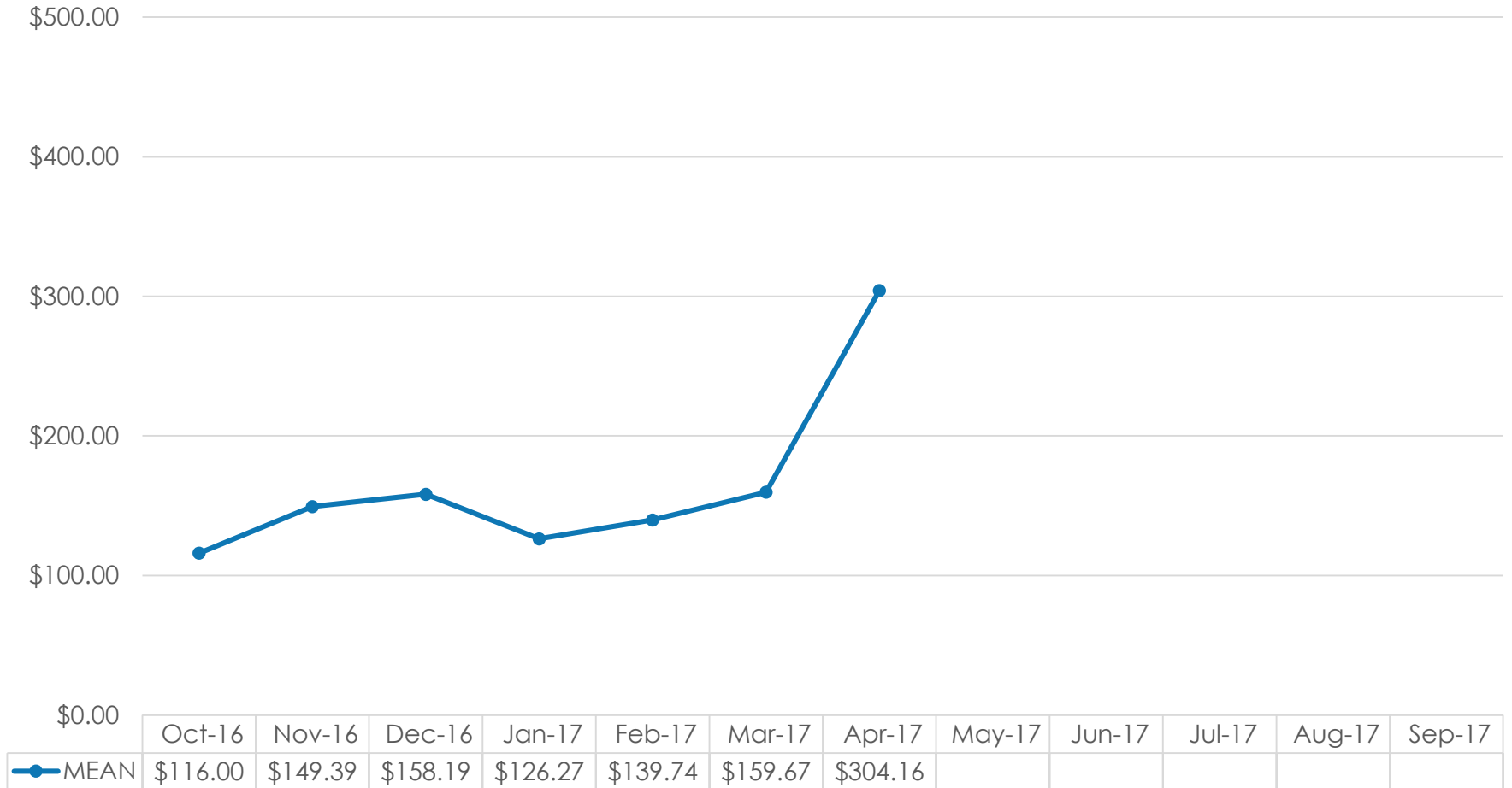
# On-Island – FY2017 Tracking

## Optional tour/ Activities



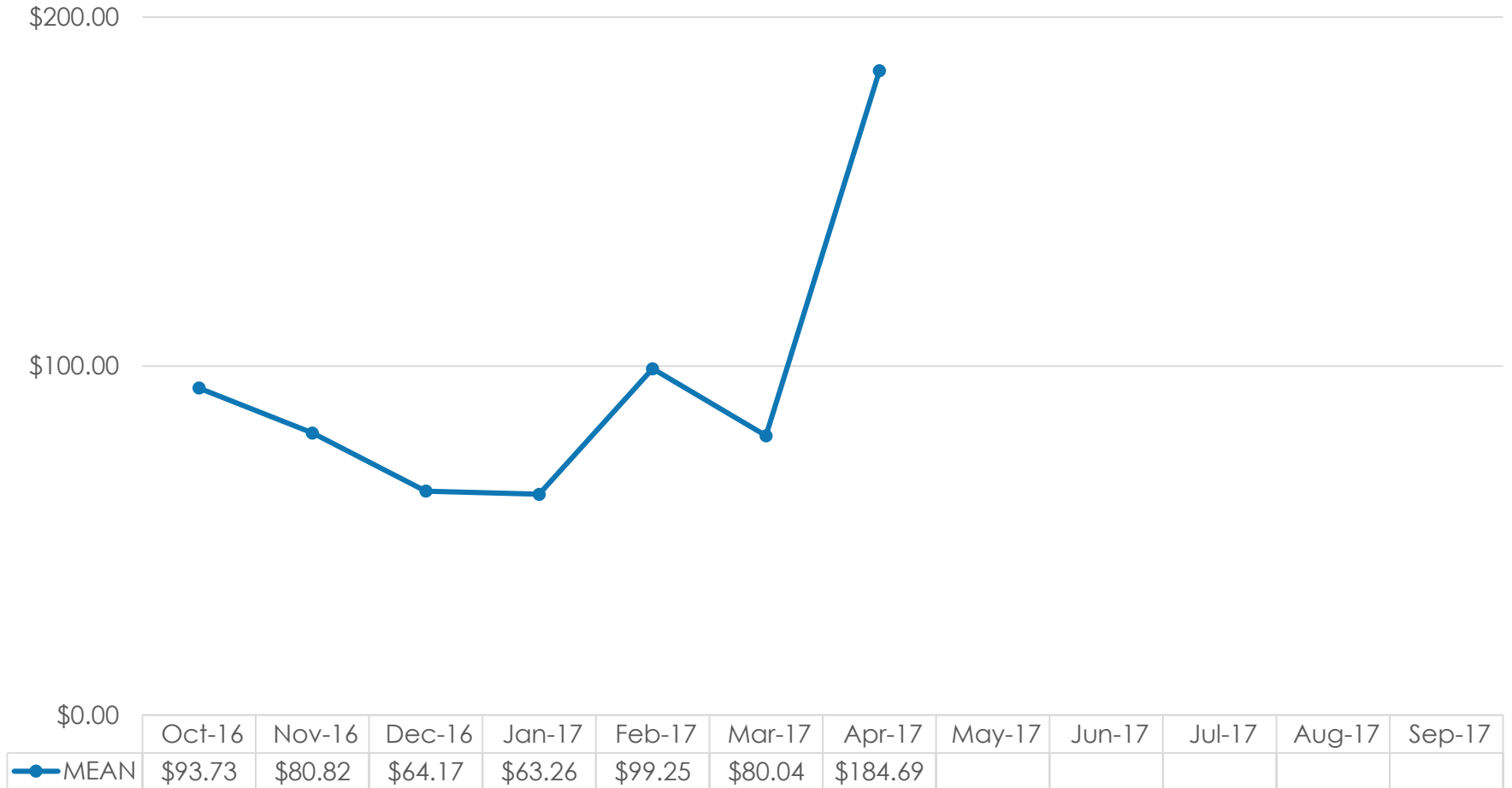
# On-Island – FY2017 Tracking

## Gift/ Souvenir – Self/ Companion



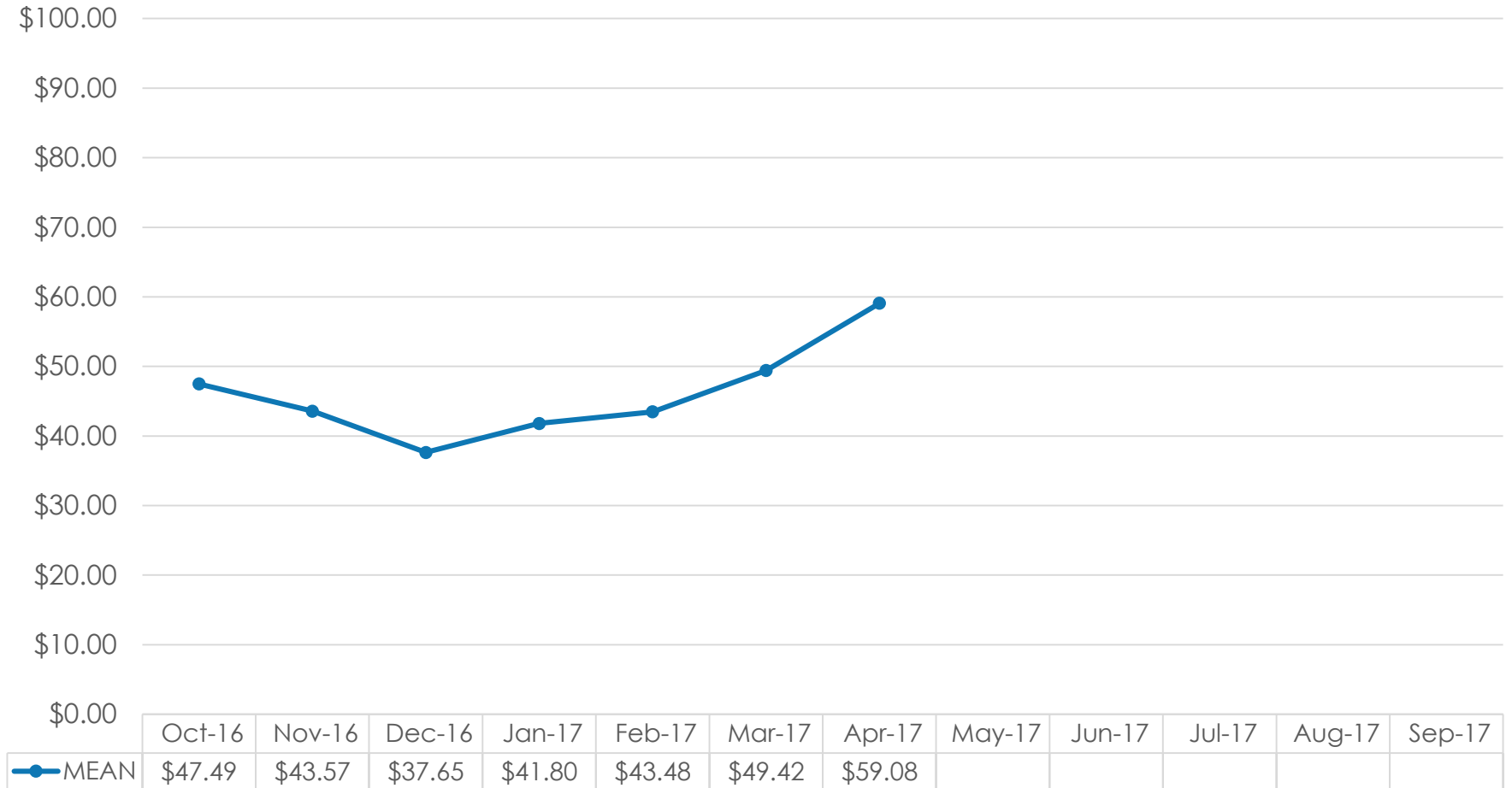
# On-Island – FY2017 Tracking

## Gift/ Souvenir – Friends/ Family



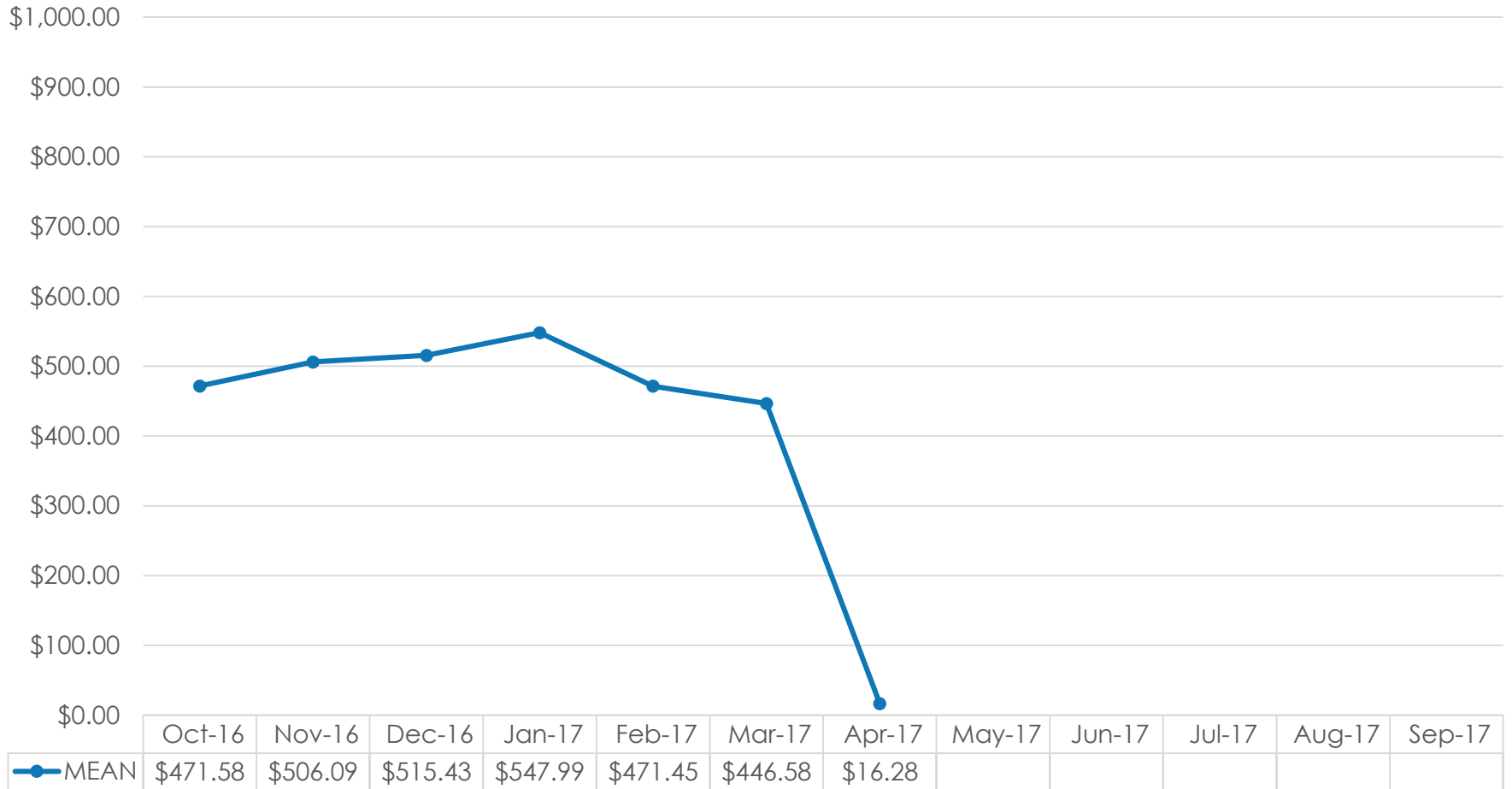
# On-Island – FY2017 Tracking

## Local Transportation



# On-Island – FY2017 Tracking

## Other Not Included

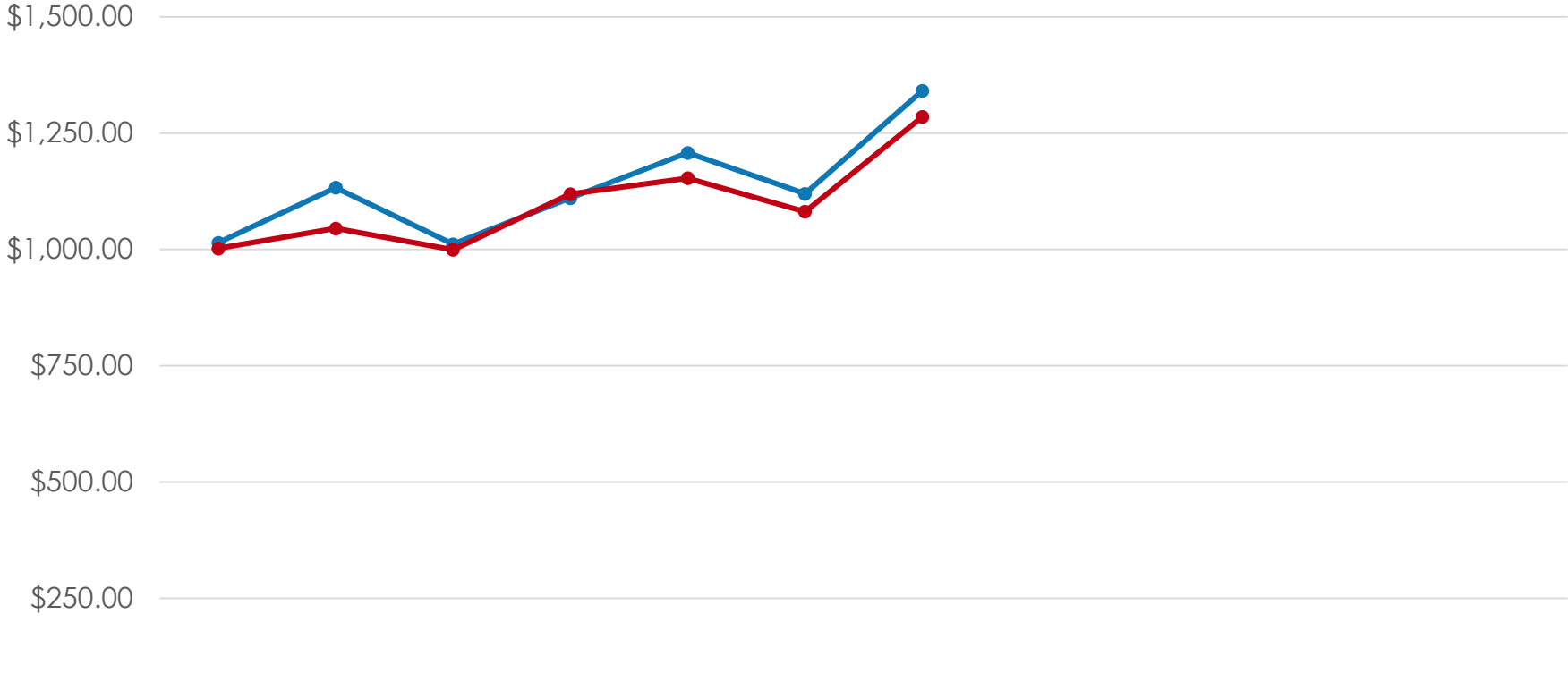


# TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,340.96 = overall mean average prepaid & on-isle expense by respondent



# TOTAL Per Person Expenditures – FY2017 Tracking



	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
MEAN	\$1,014.09	\$1,132.84	\$1,011.26	\$1,110.20	\$1,207.47	\$1,119.32	\$1,340.96					
MEDIAN	\$1,002.00	\$1,045.00	\$999.00	\$1,119.00	\$1,153.00	\$1,081.00	\$1,285.00					

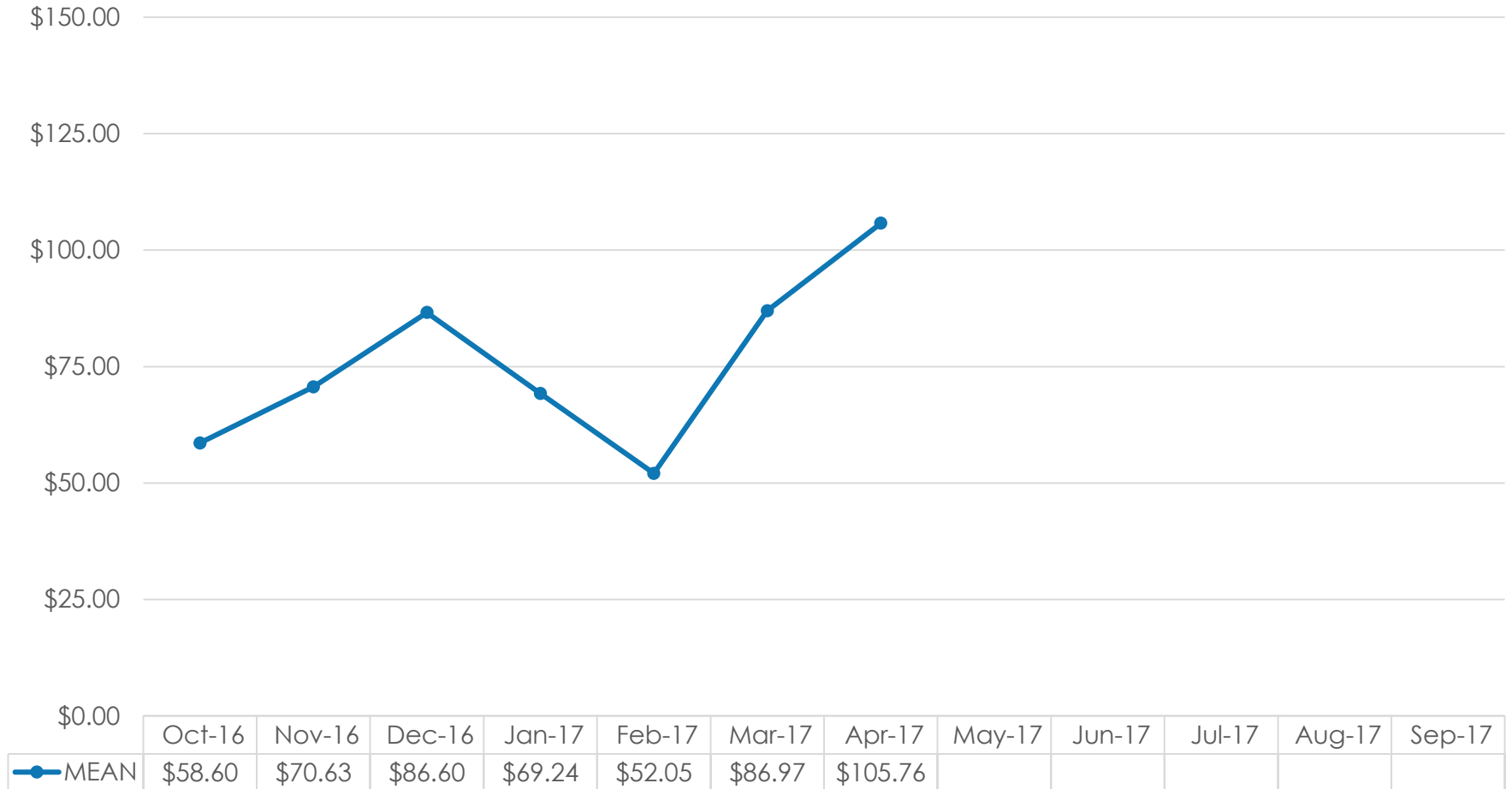
# TOTAL Per Person Expenditures – Key Segments

GVB EXIT SURVEY  
TOTAL - PER PERSON

	TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
	-	-	-	-	-	-	-	-	-
TOTAL PP Mean	\$1,340.96	\$1,016.72	\$1,975.43	.	\$1,301.50	\$1,102.59	\$1,433.55	\$1,383.26	\$1,246.42
Median	\$1,285	\$900	\$1,987	.	\$1,283	\$1,012	\$1,318	\$1,308	\$1,193

Prepared by Anthology Research

# GUAM AIRPORT EXPENDITURE – FY2017 Tracking

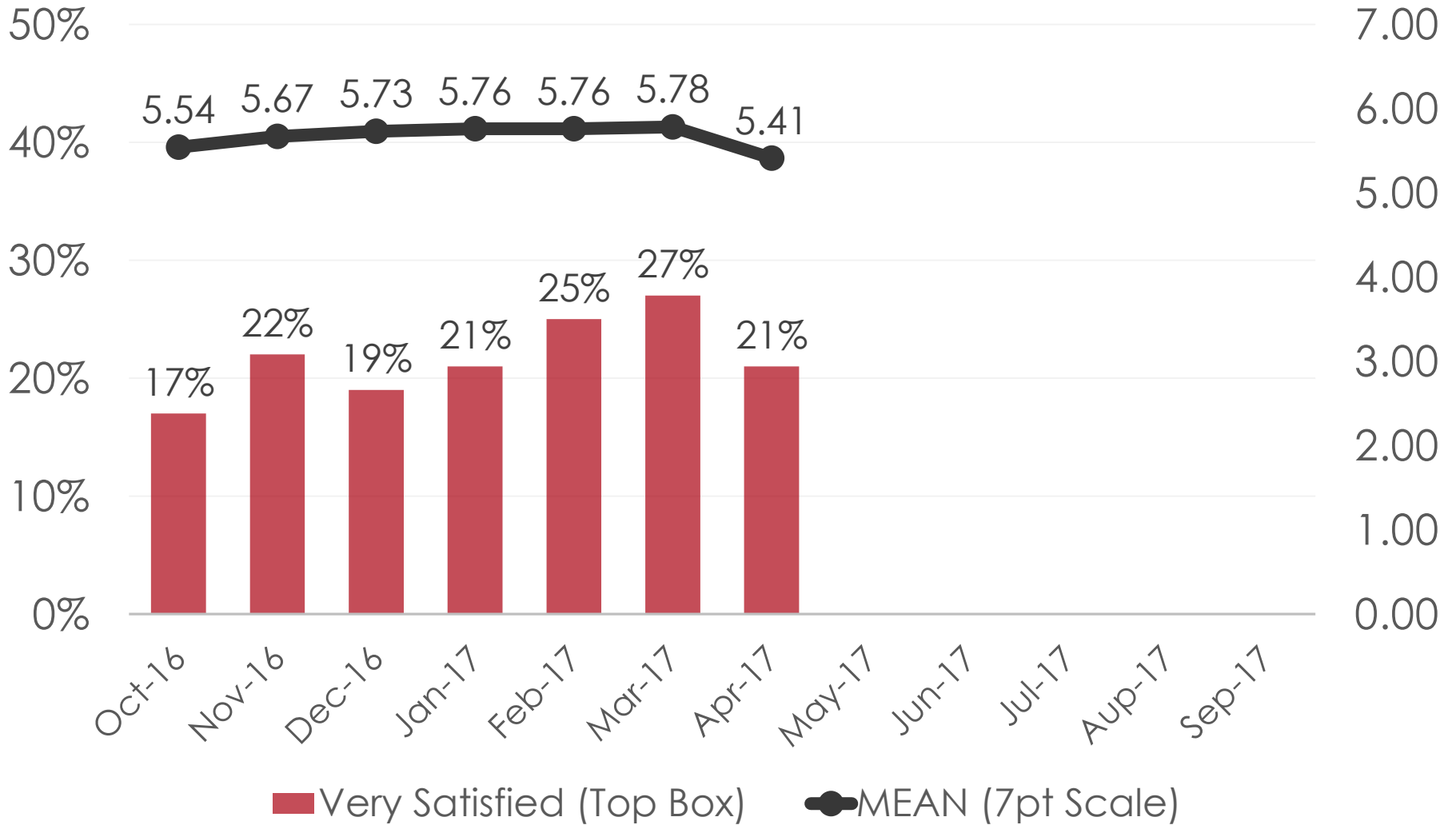


# SECTION 4

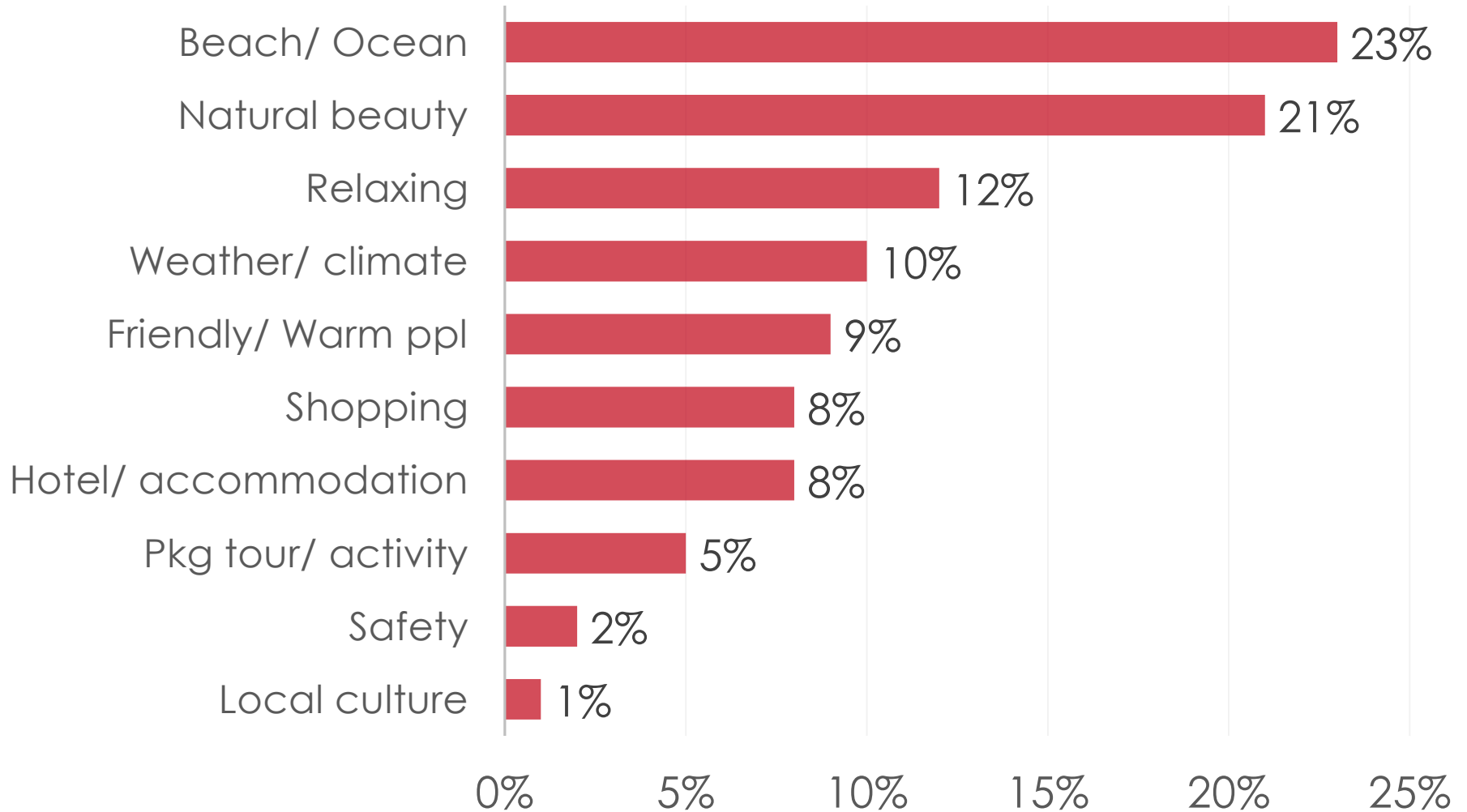
# VISITOR SATISFACTION

# BEHAVIOR

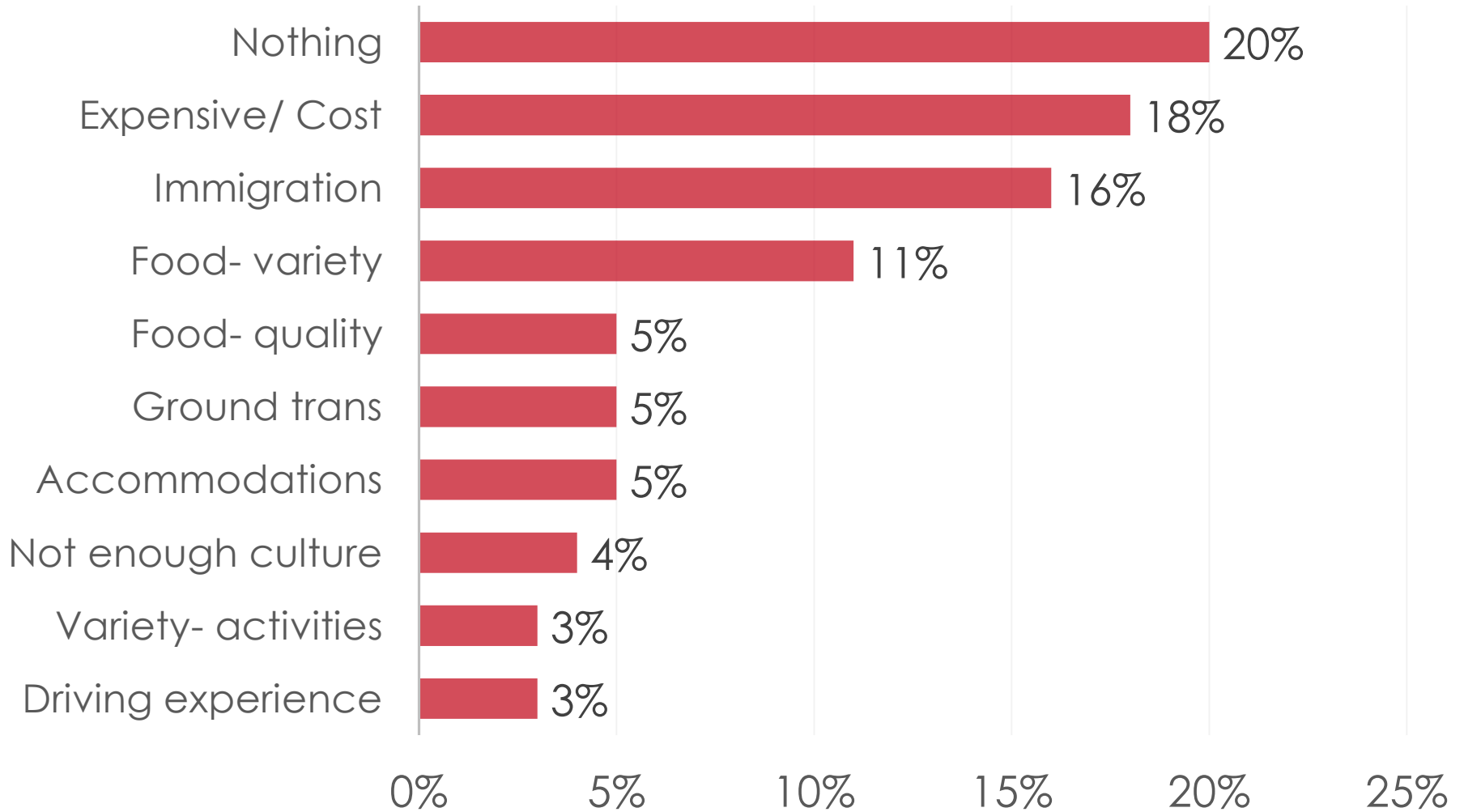
# OVERALL SATISFACTION



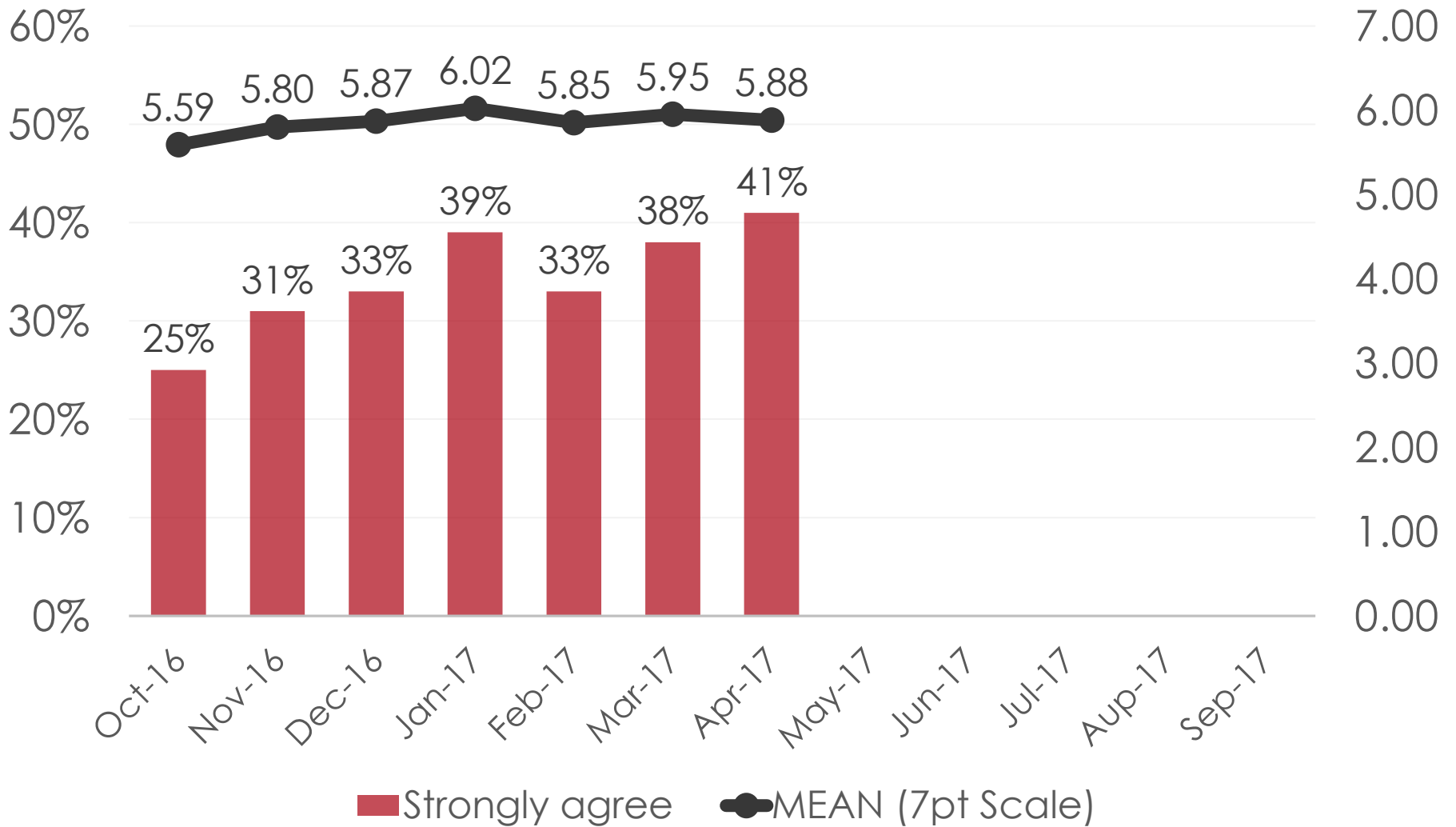
# Positive aspects of trip (Top Reason)



# Negative aspects of trip (Top Reason)

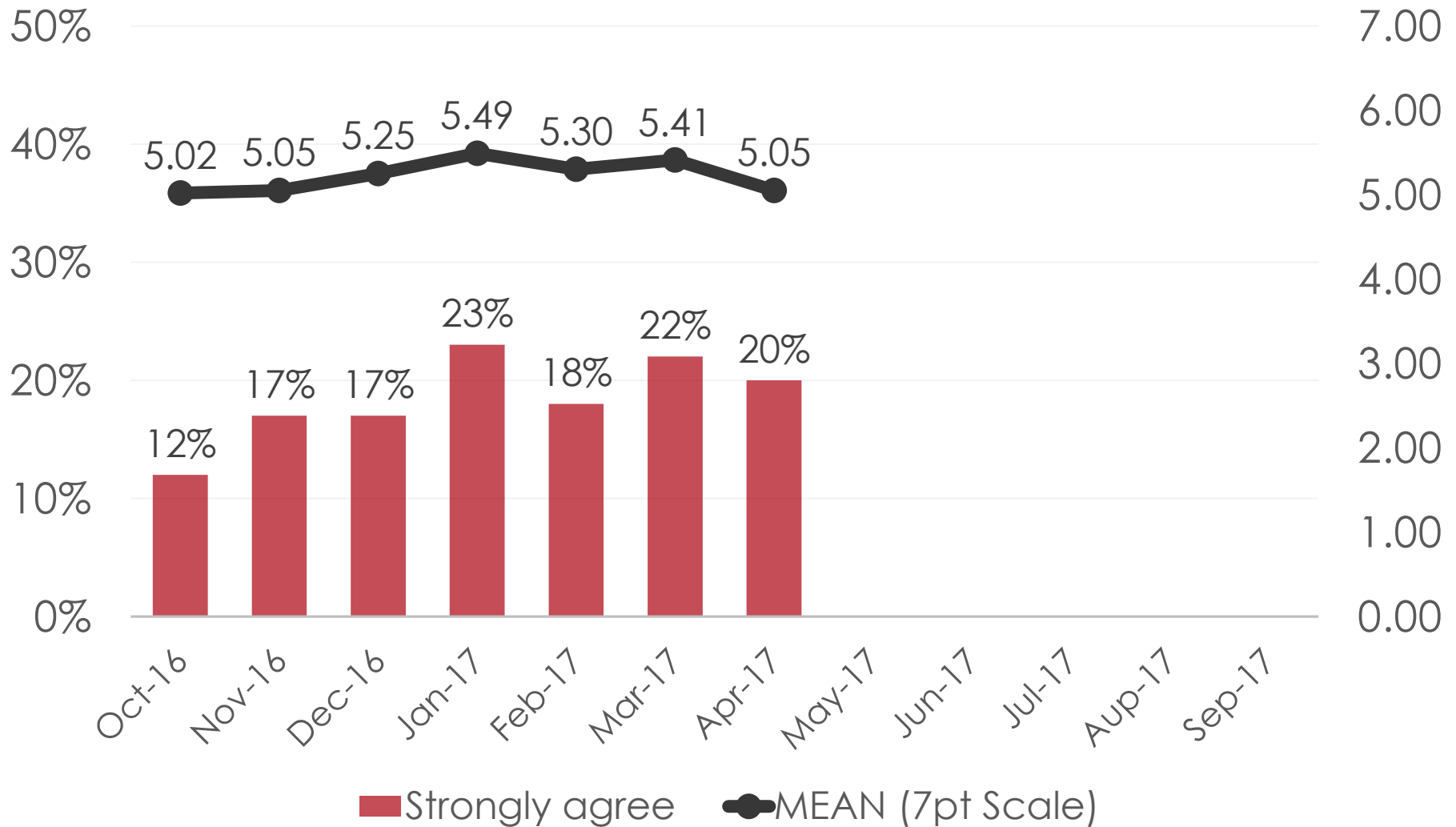


# Guam was better than expected

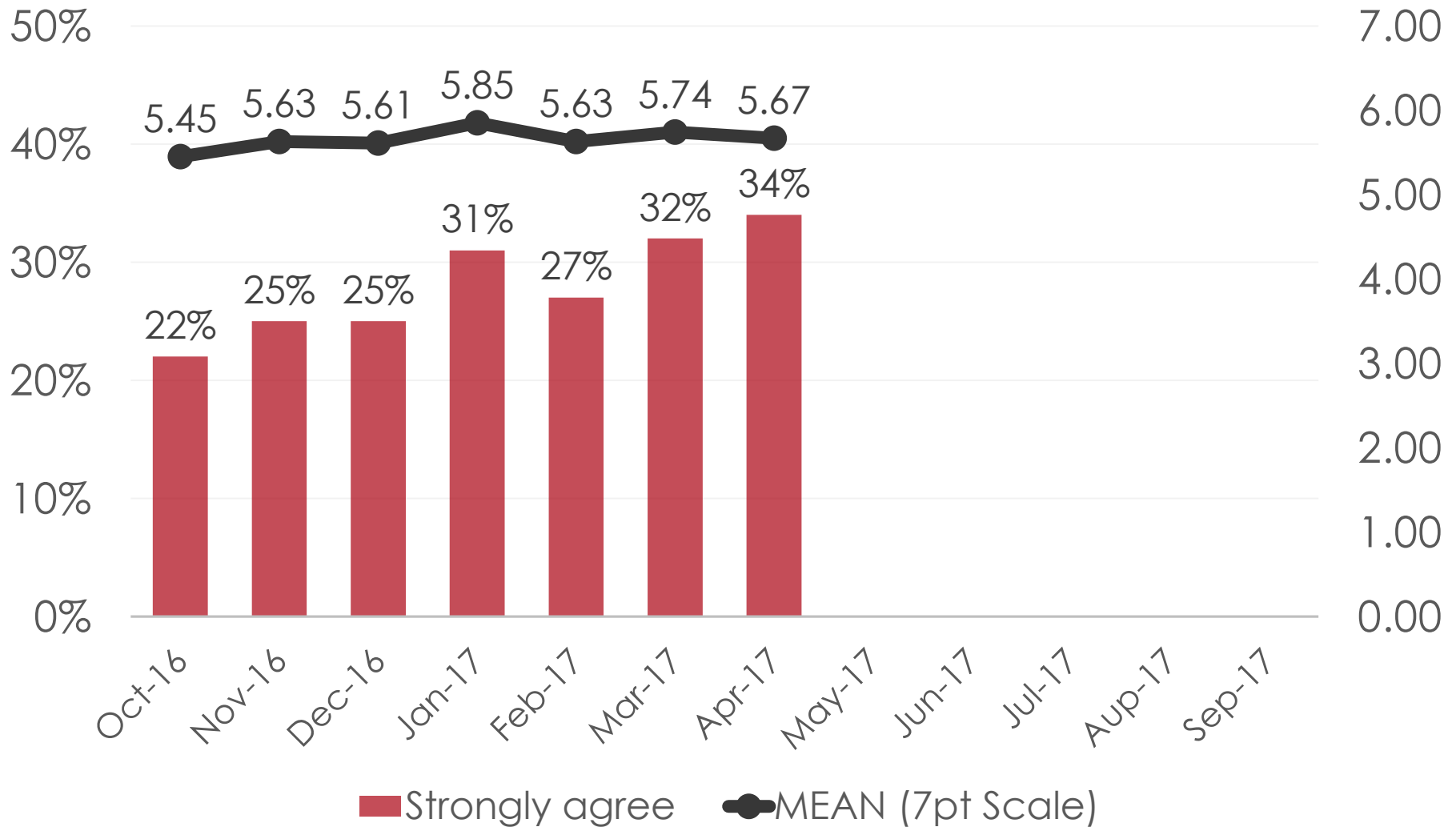




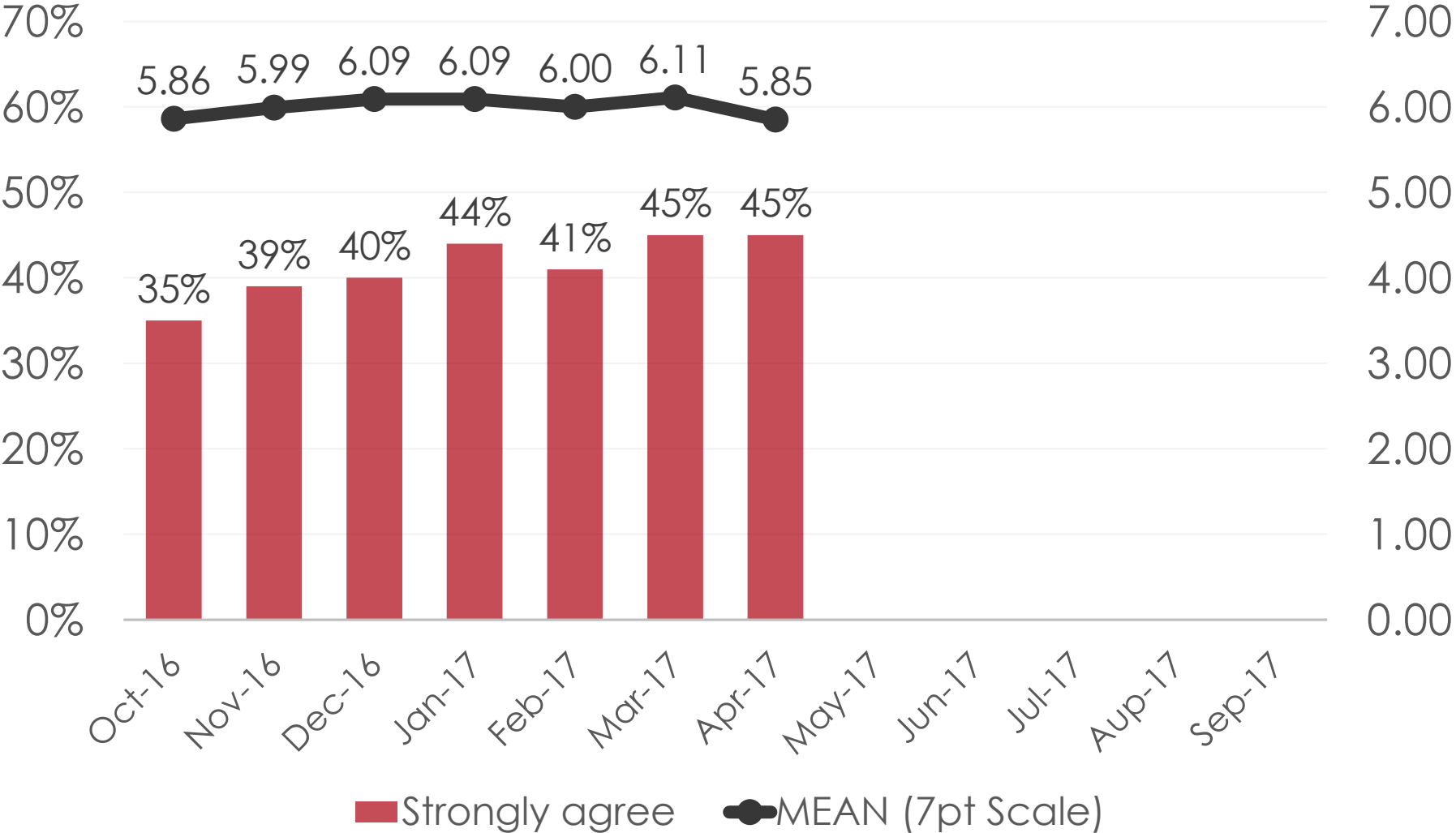
# I had no communication problems



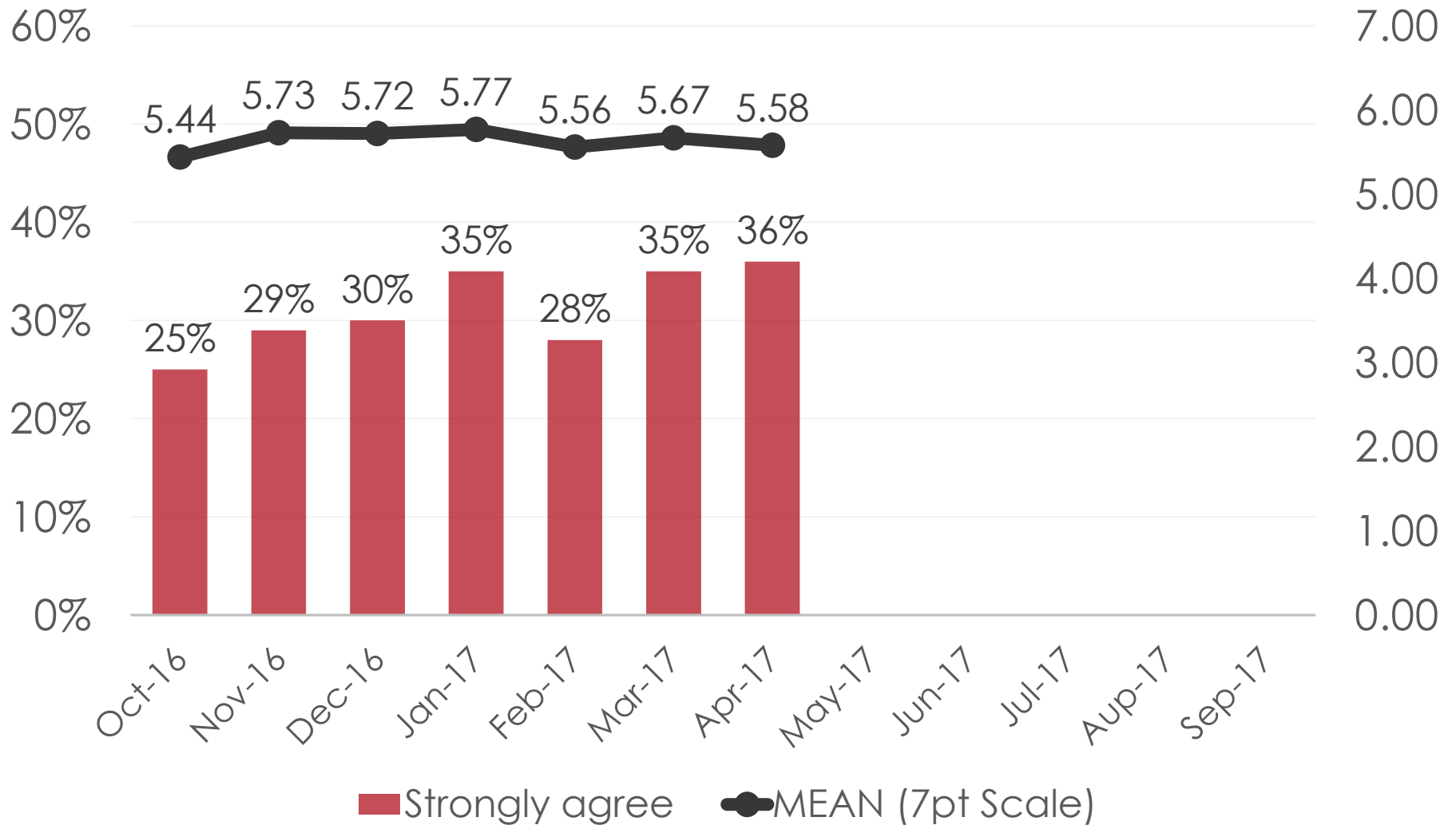
# I will recommend Guam to friends



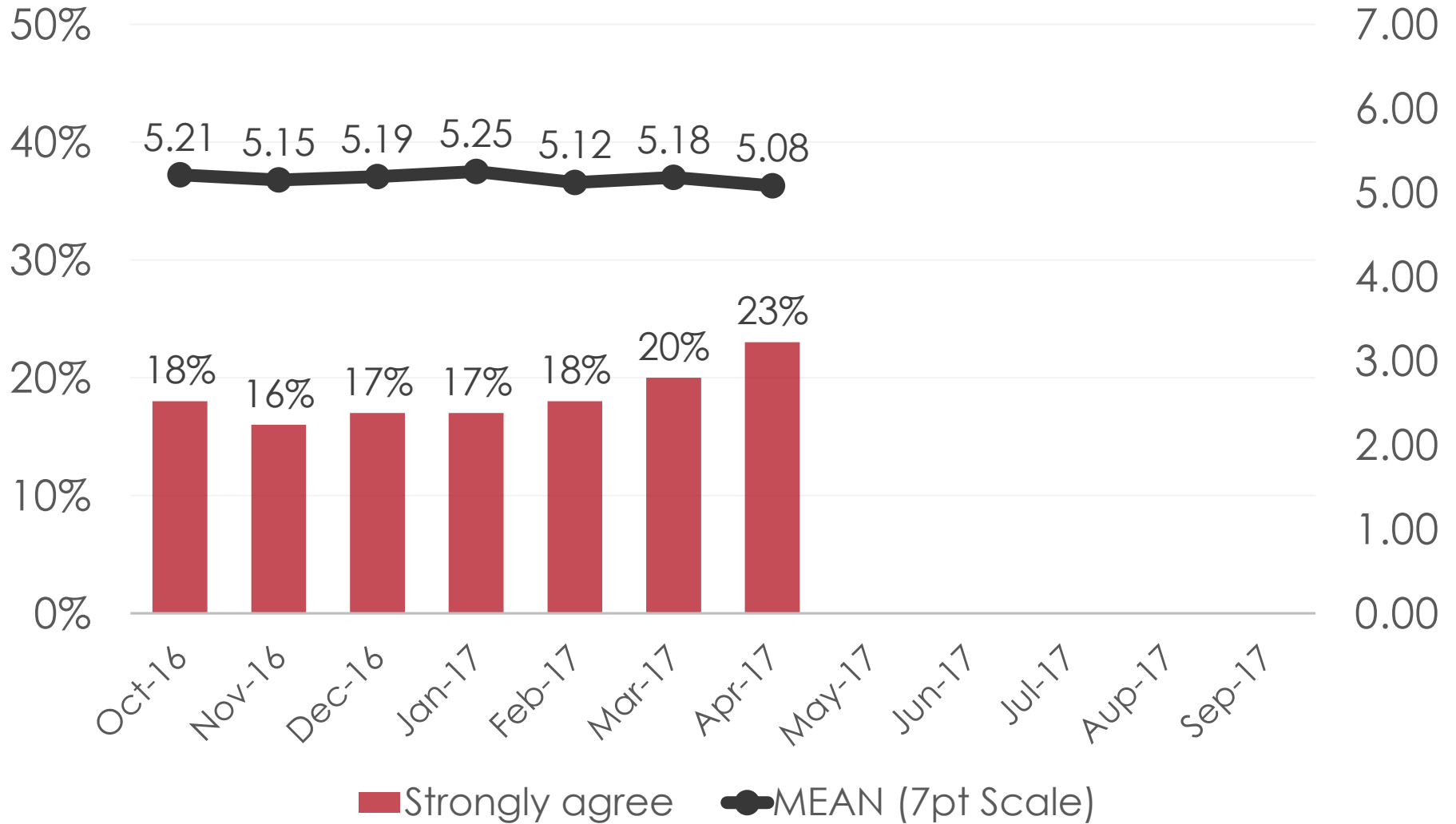
# Sites on Guam were attractive



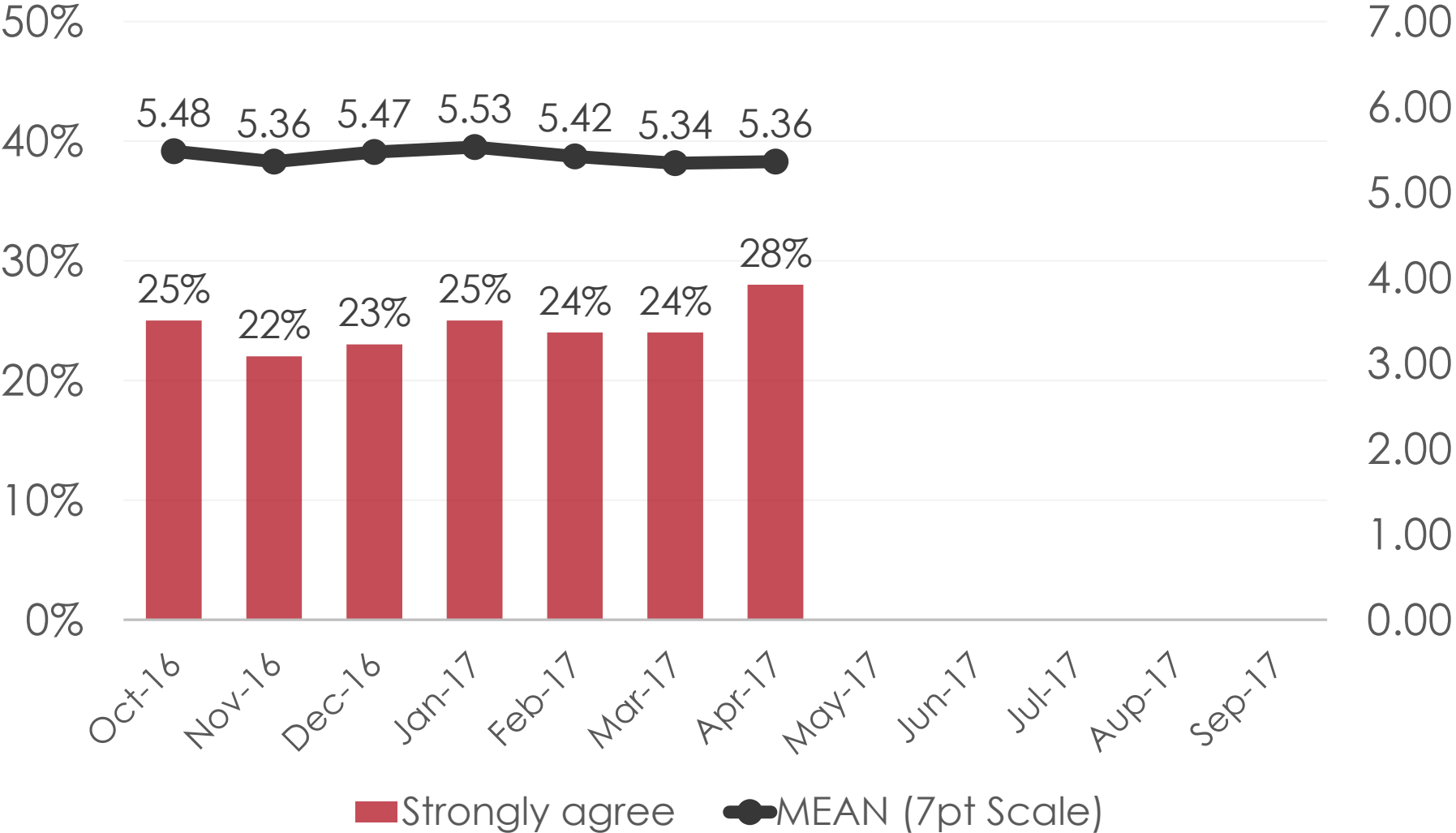
# I plan to visit Guam again



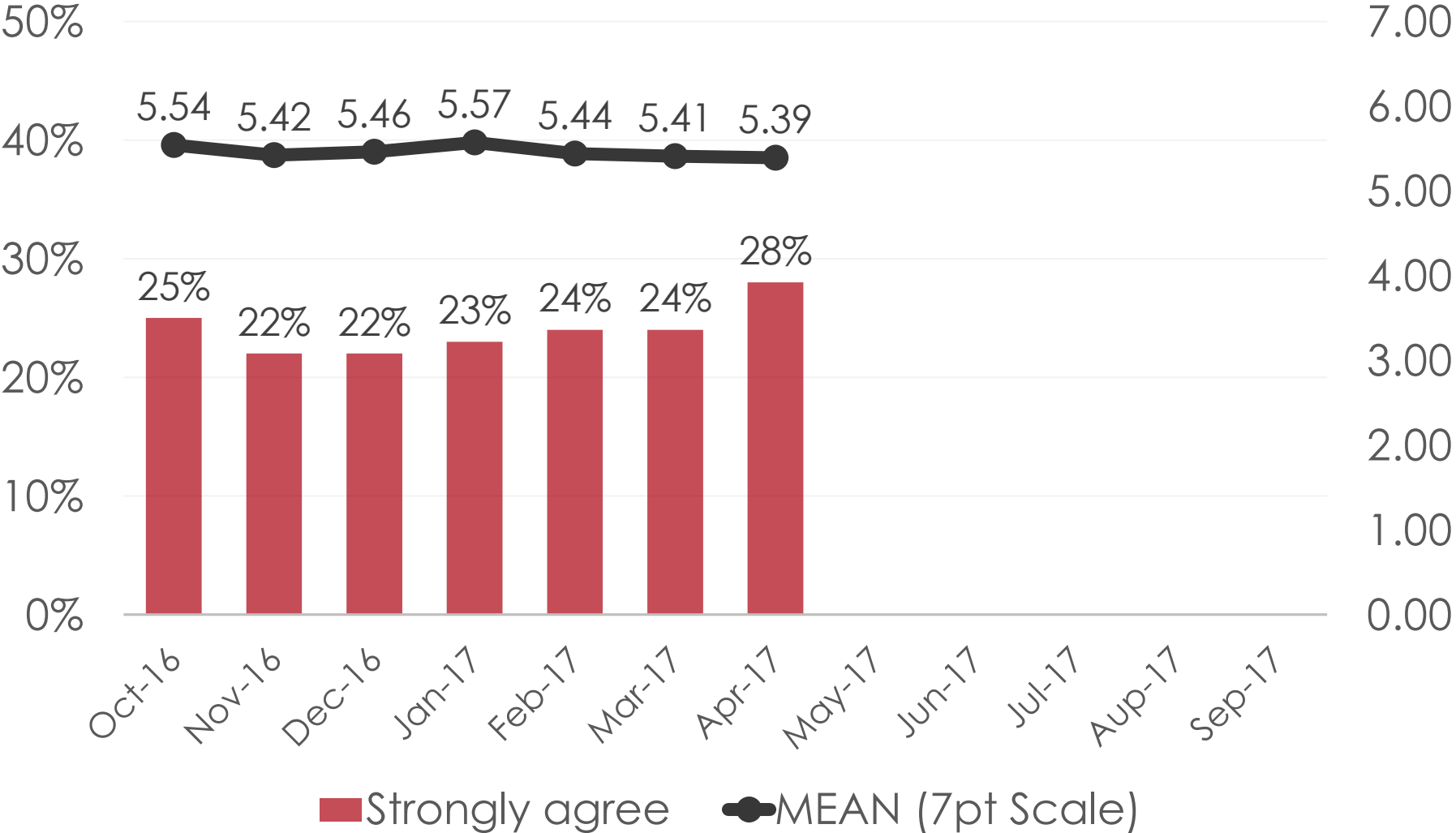
# Not enough night time activities



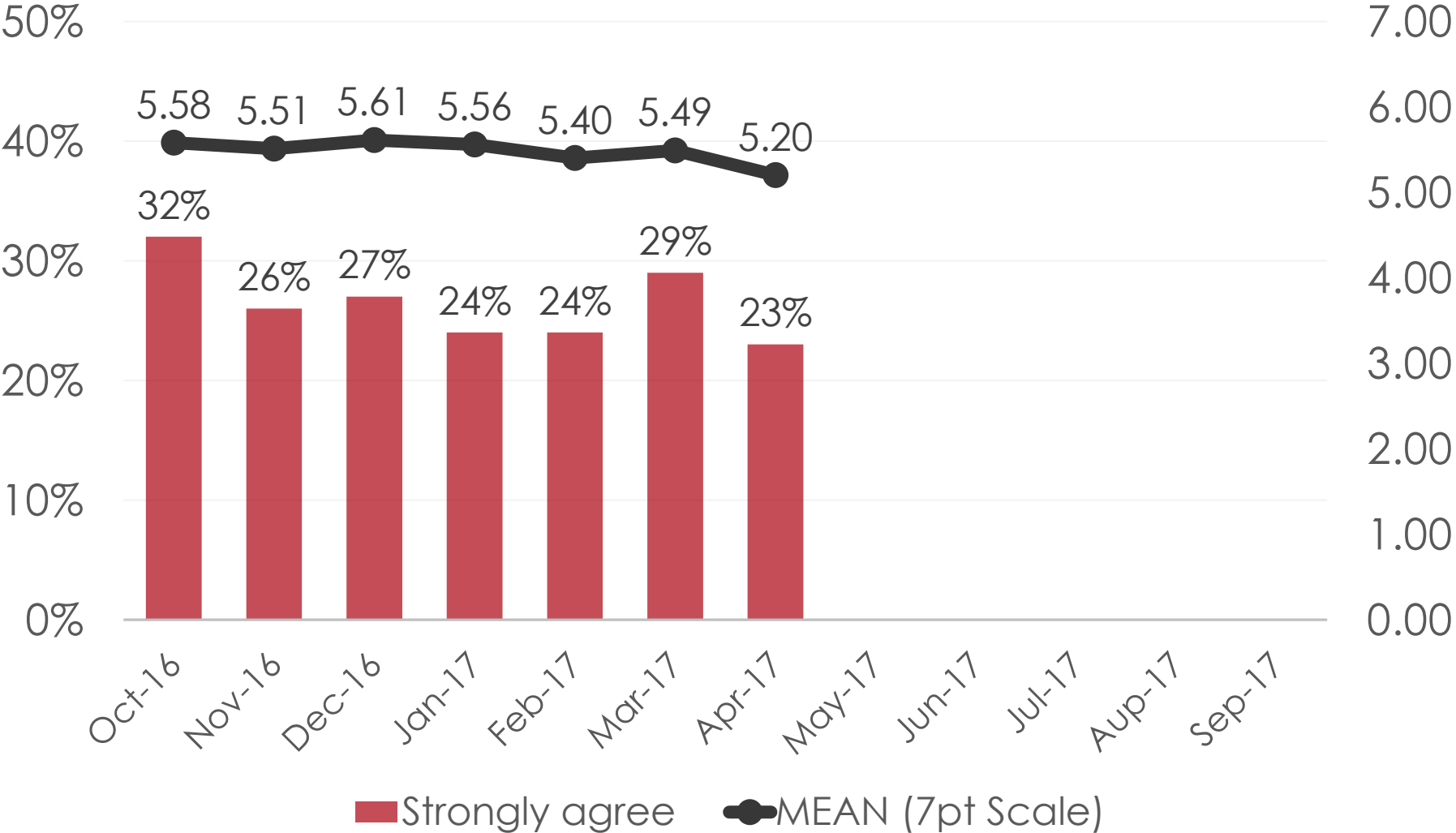
# Tour guides were professional



# Tour drivers were professional

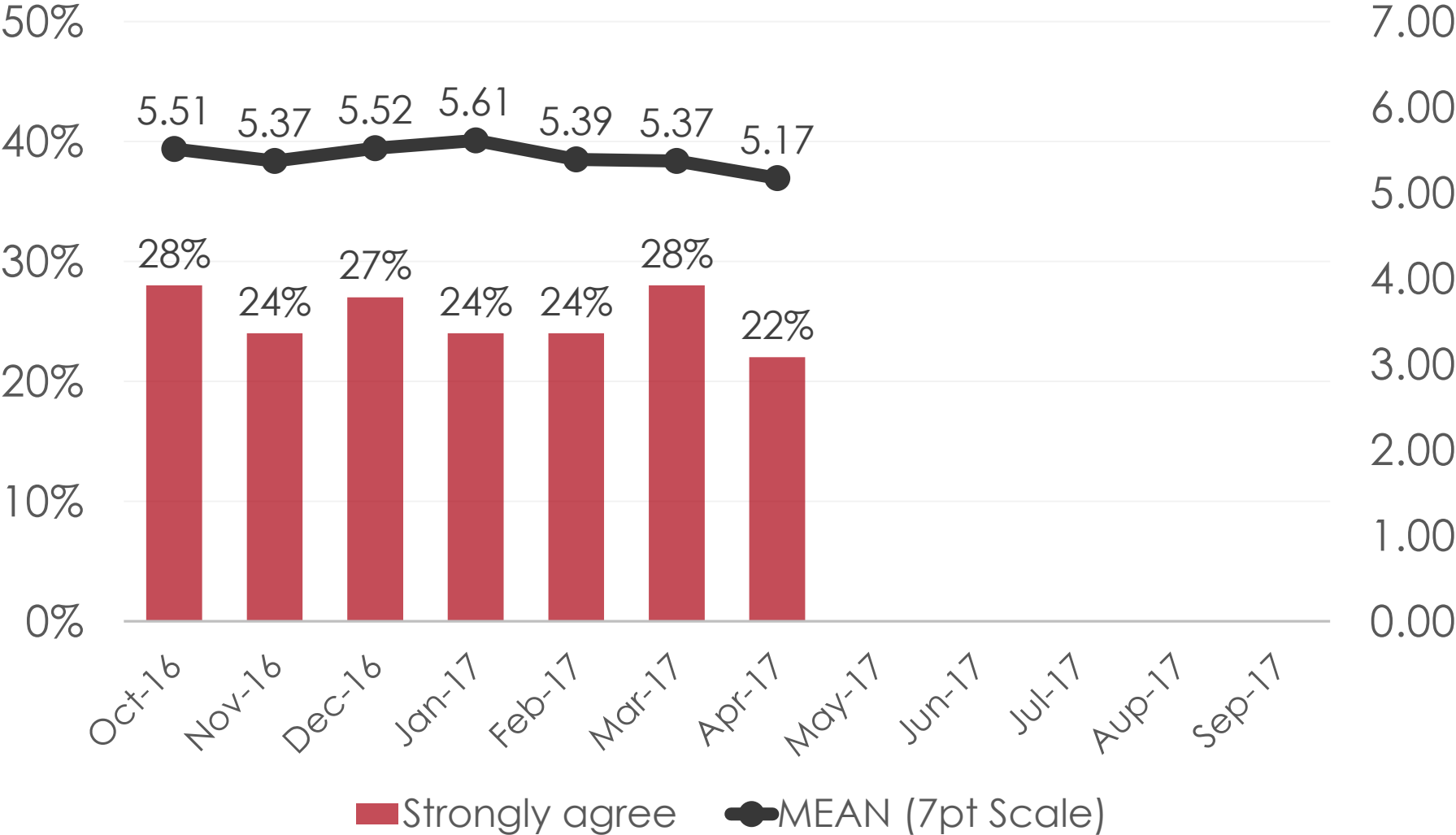


# Taxi drivers were professional

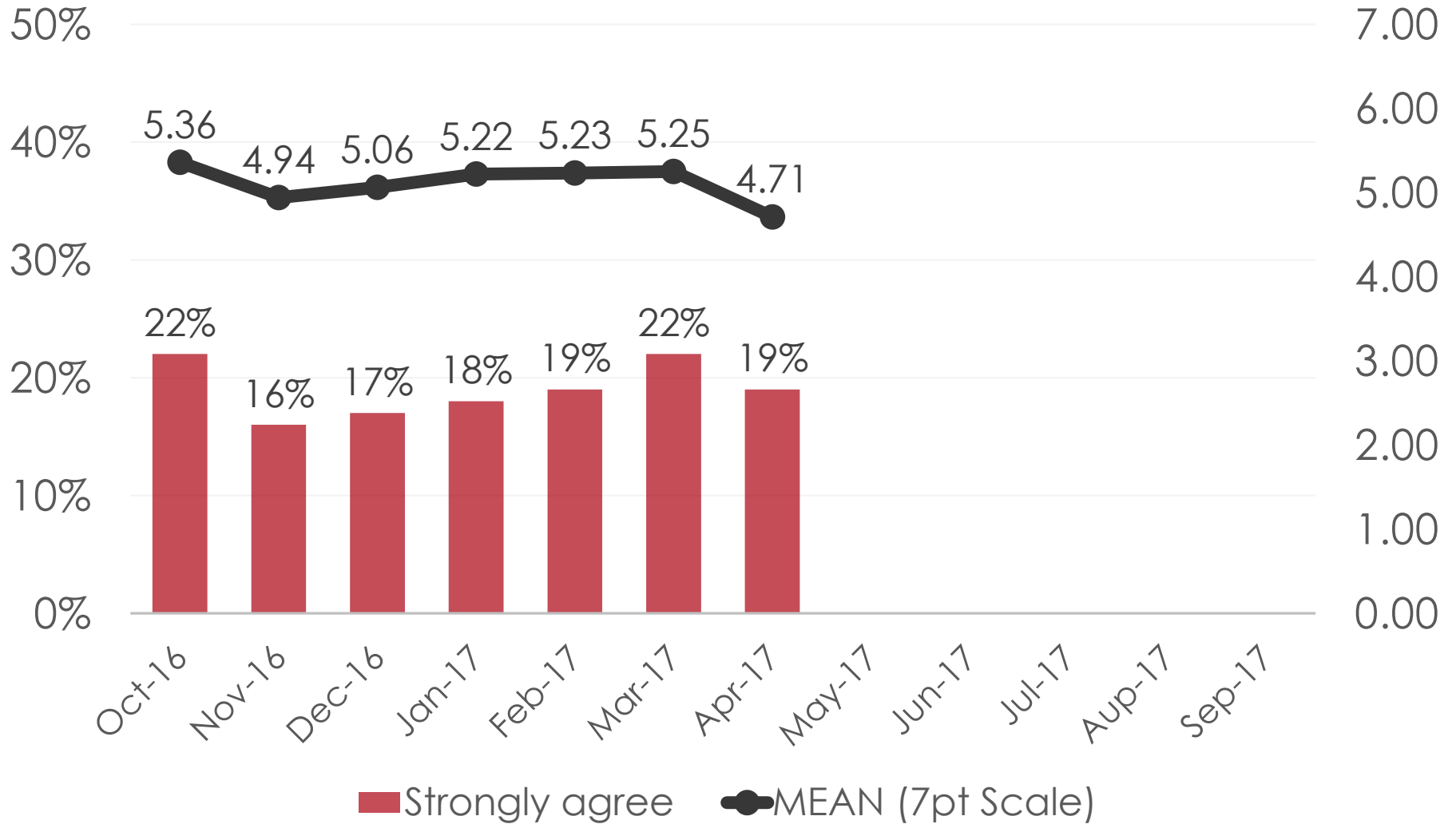




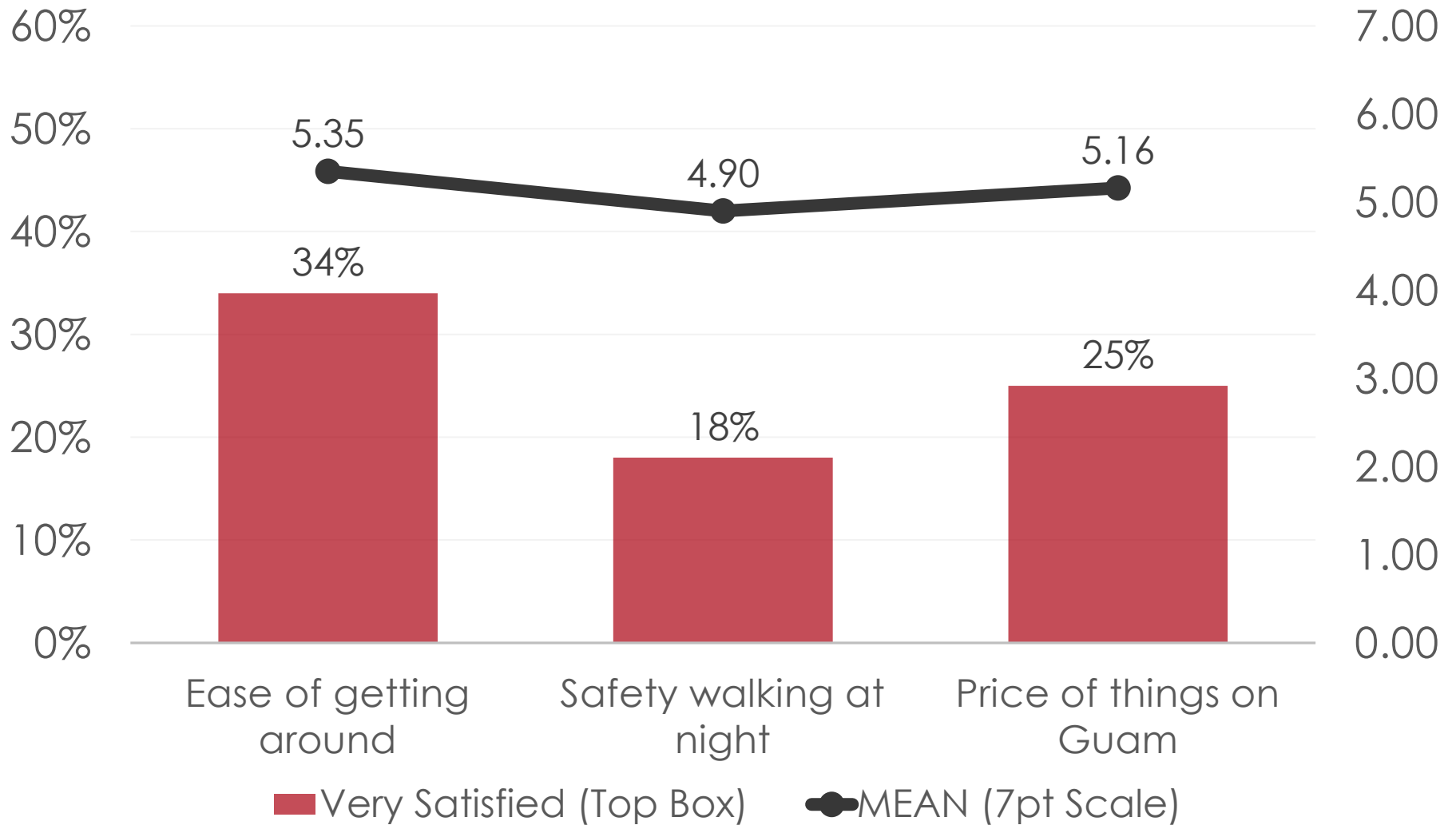
# Taxis were clean



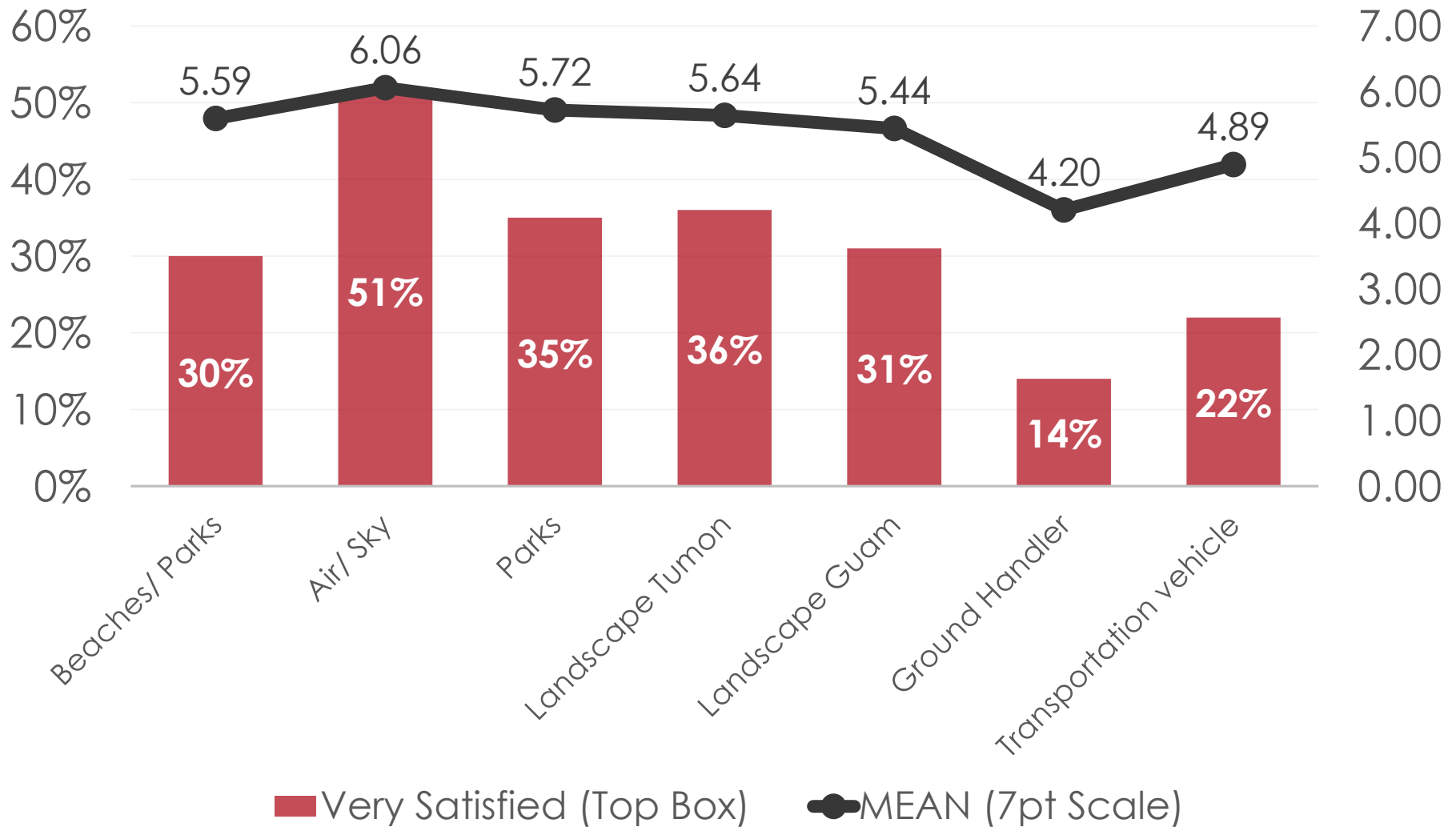
# Guam airport was clean



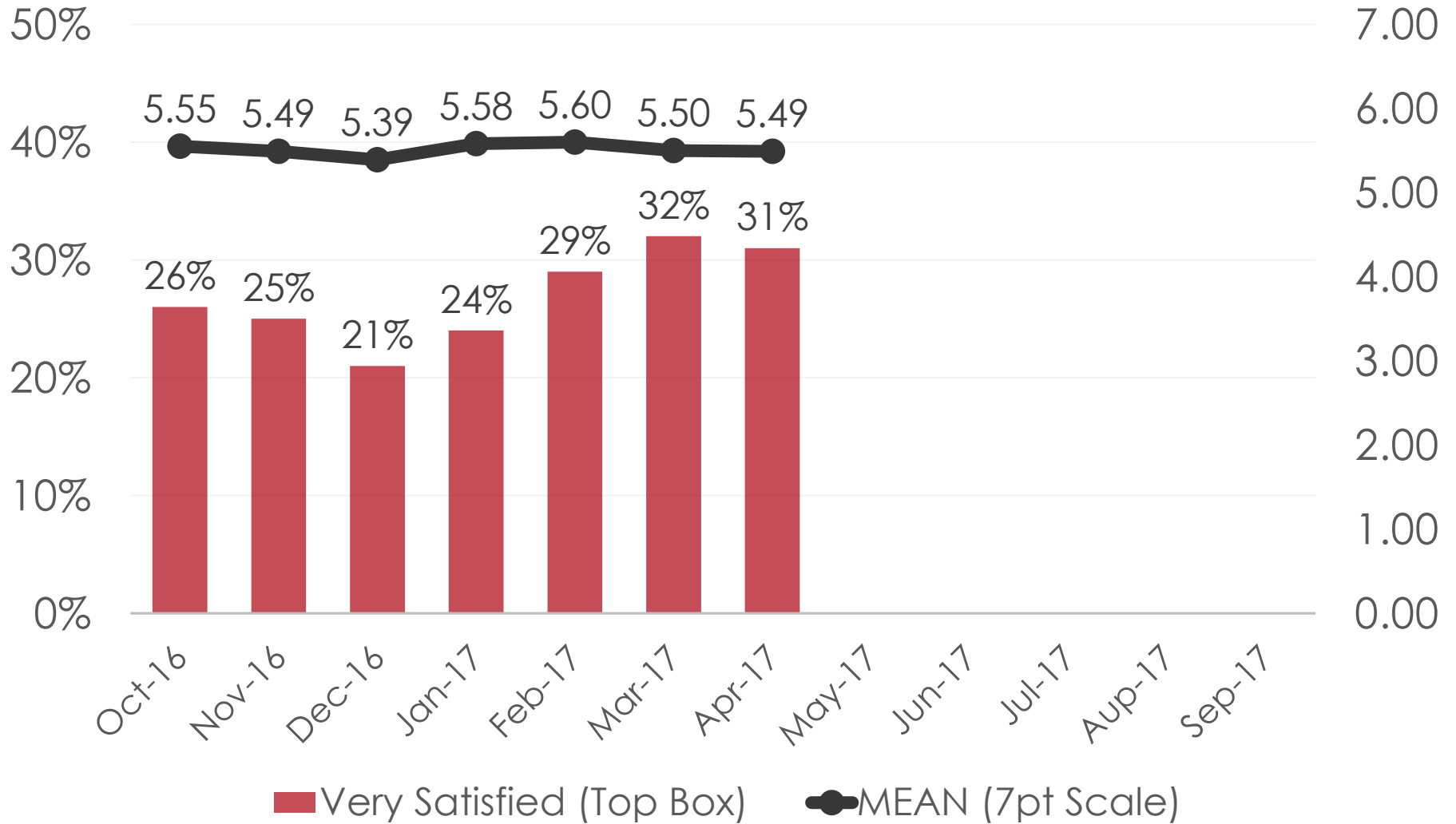
# GENERAL SATISFACTION



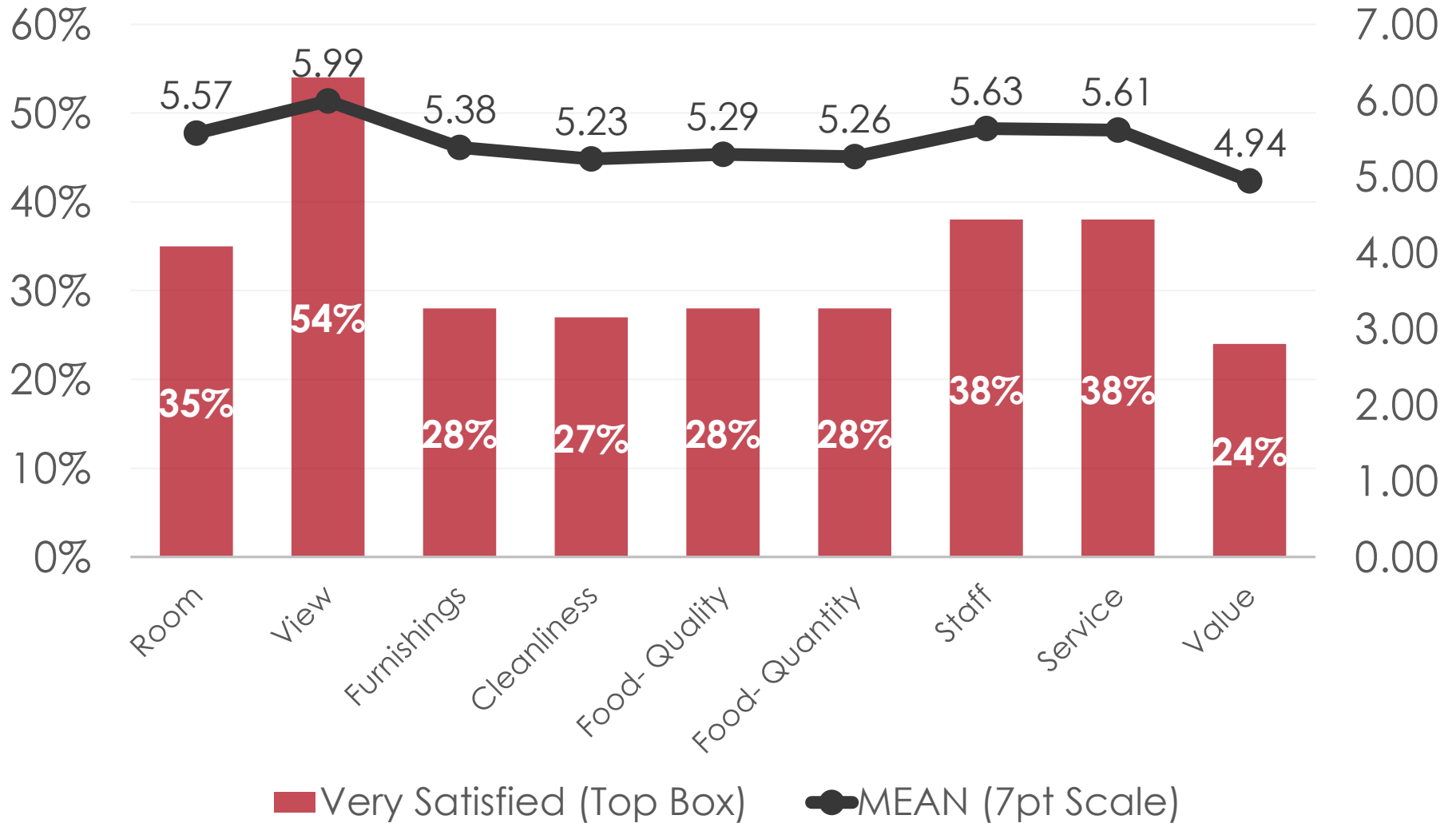
# GENERAL SATISFACTION – Quality/ Cleanliness



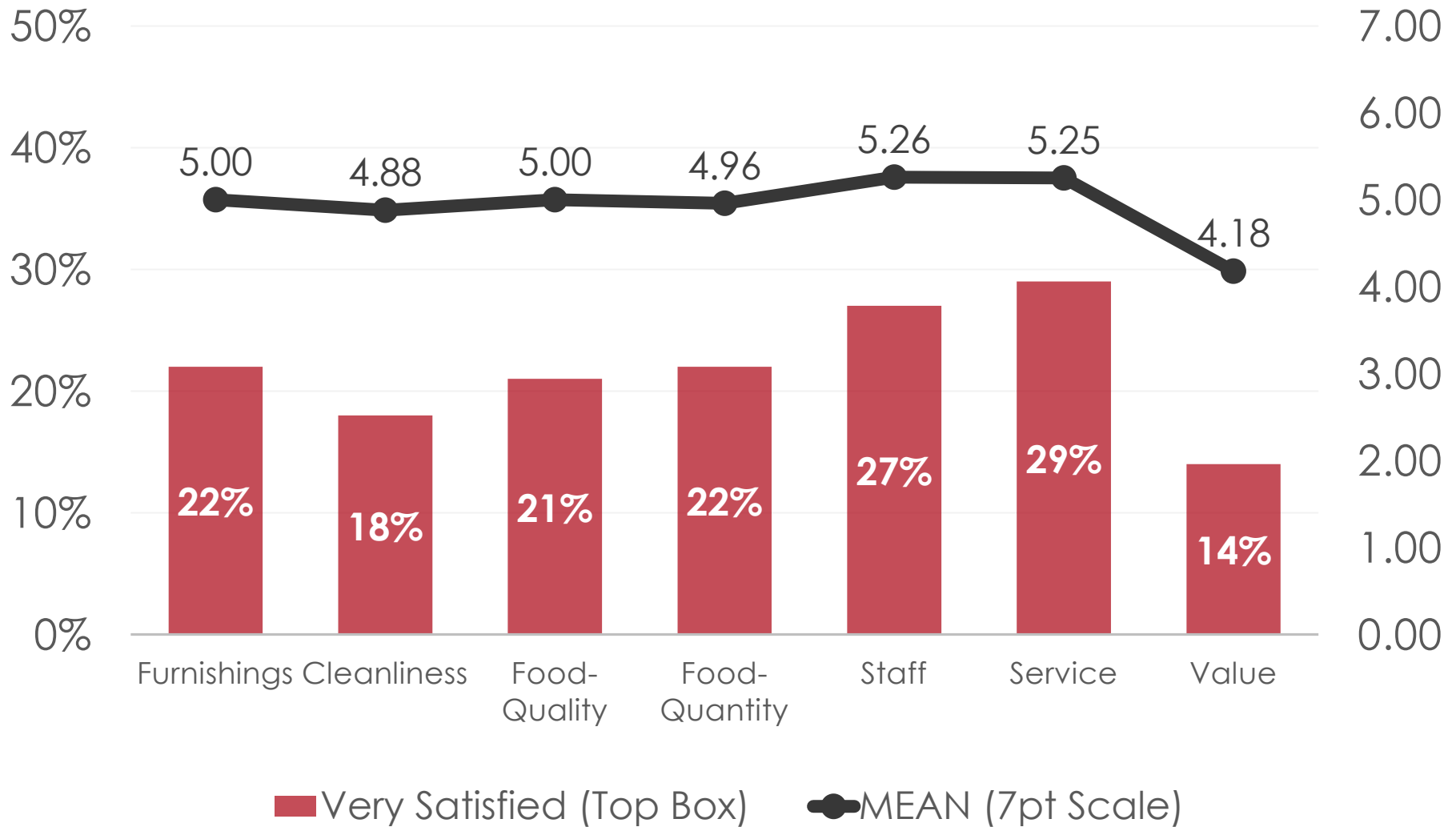
# ACCOMMODATIONS – OVERALL SATISFACTION



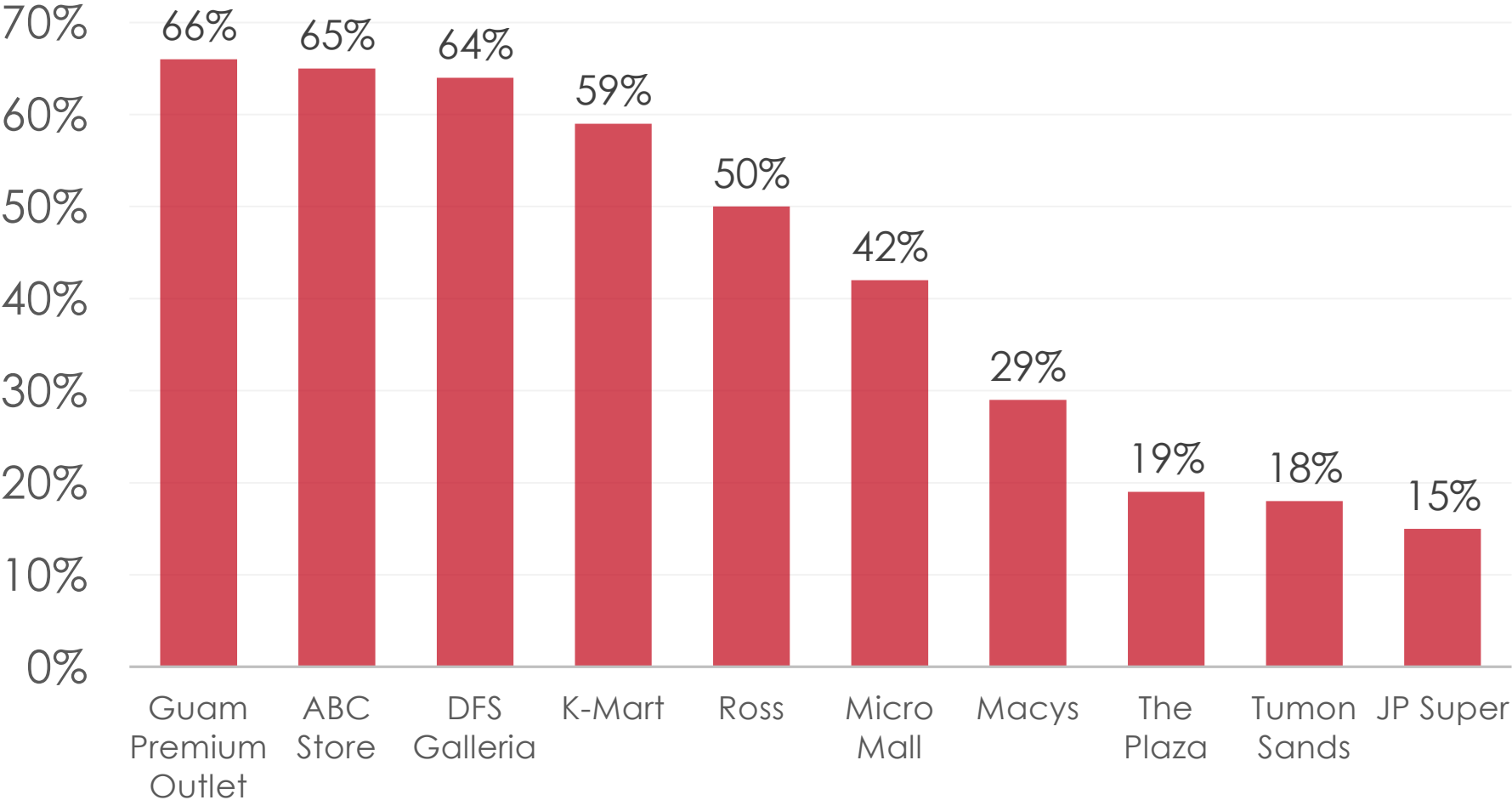
# ACCOMMODATIONS – Satisfaction by Category



# DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category

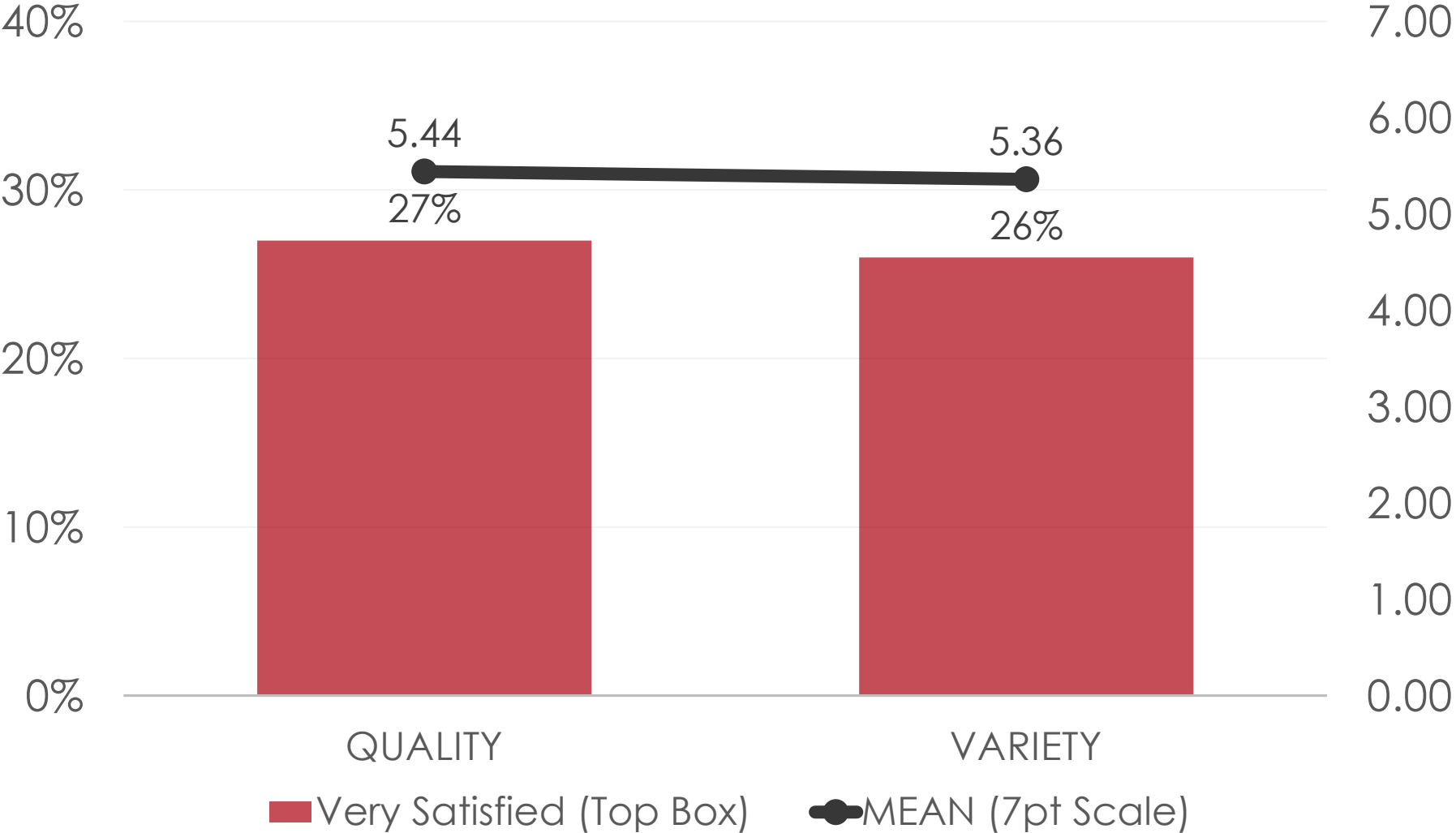


# Shopping Malls/ Stores (Top Responses)

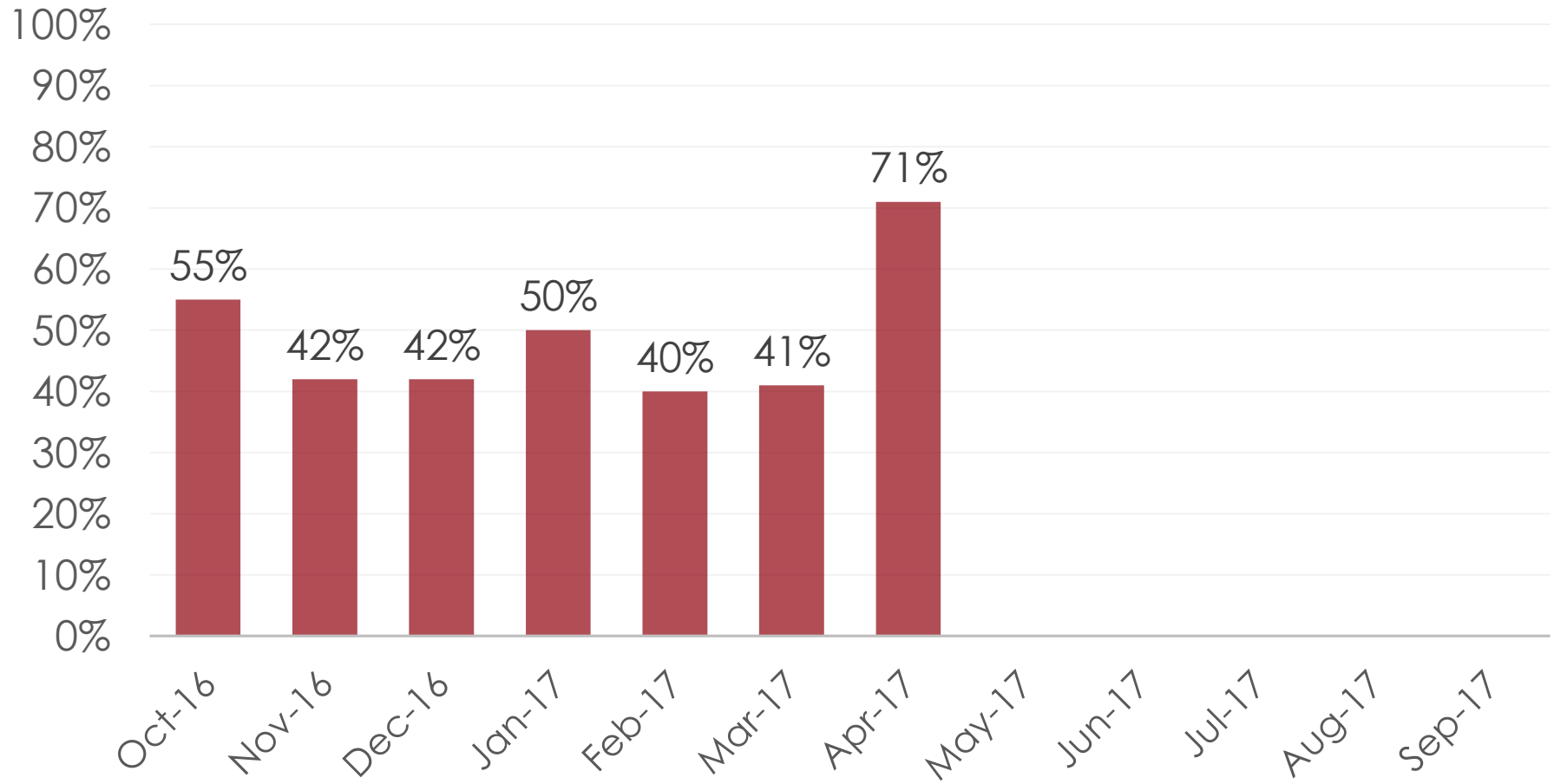




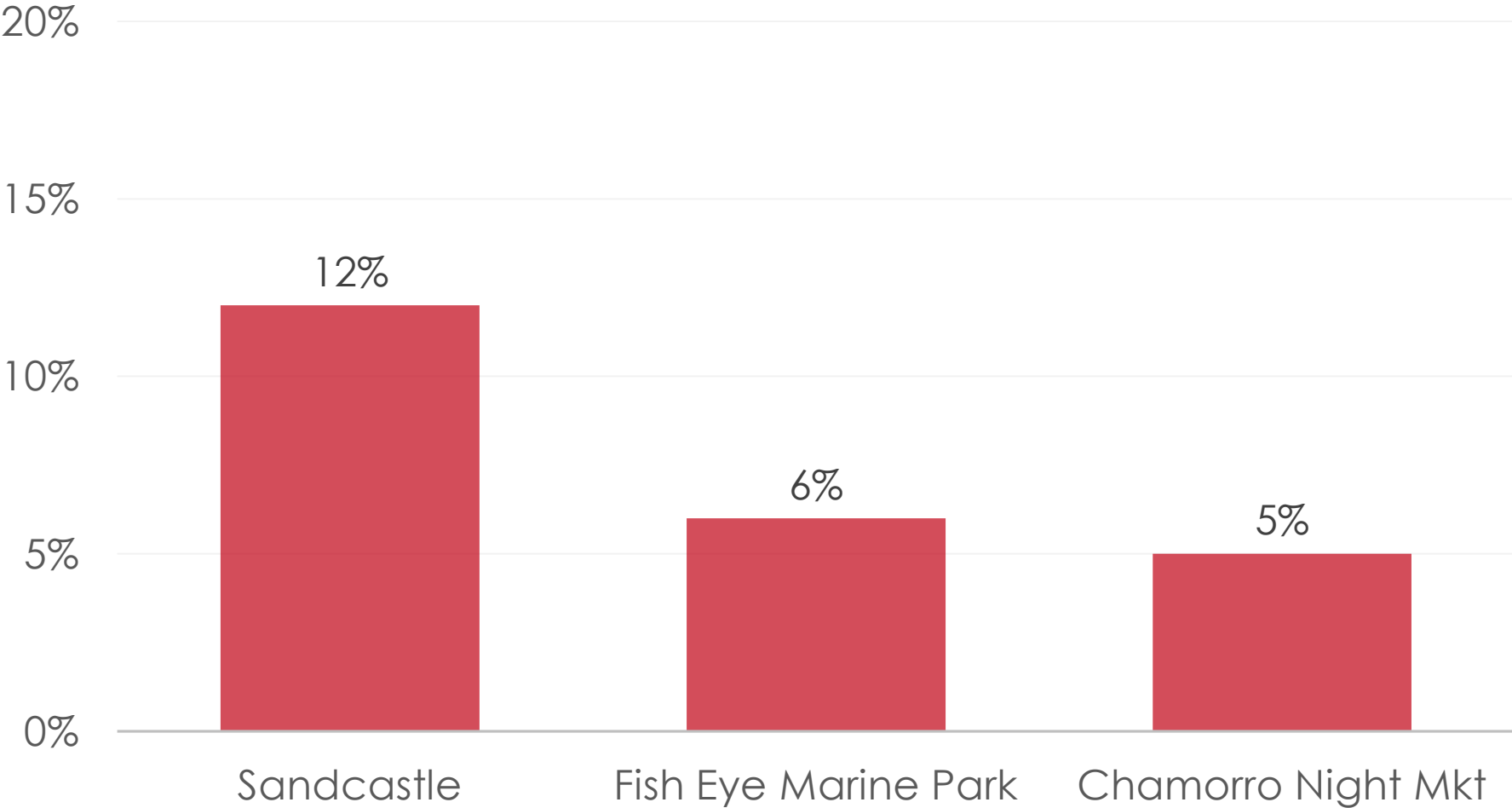
# SHOPPING - SATISFACTION



# OPTIONAL TOUR PARTICIPATION – FY2017 Tracking

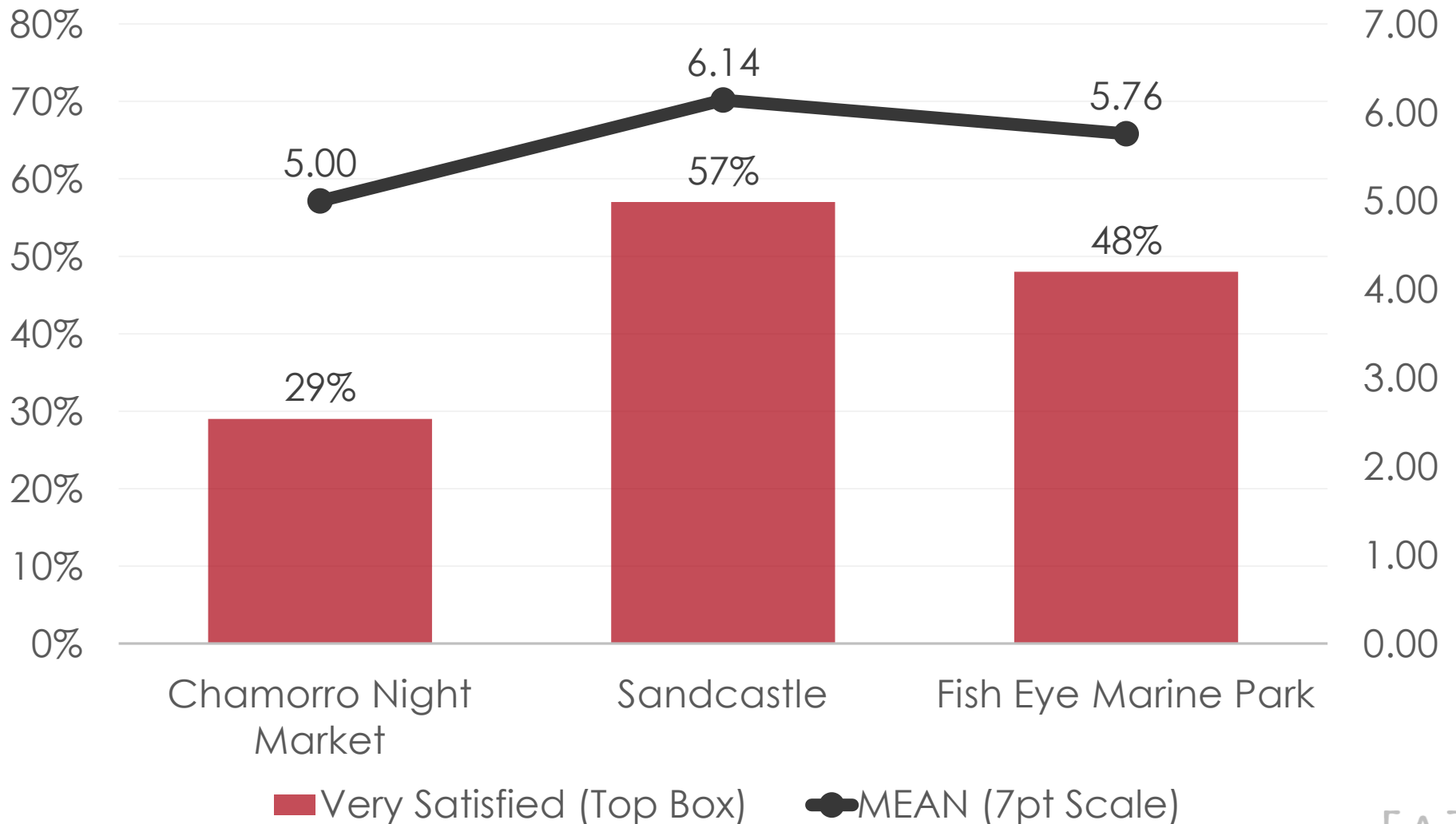


# Optional Tour Participation (Top Responses 5%+)

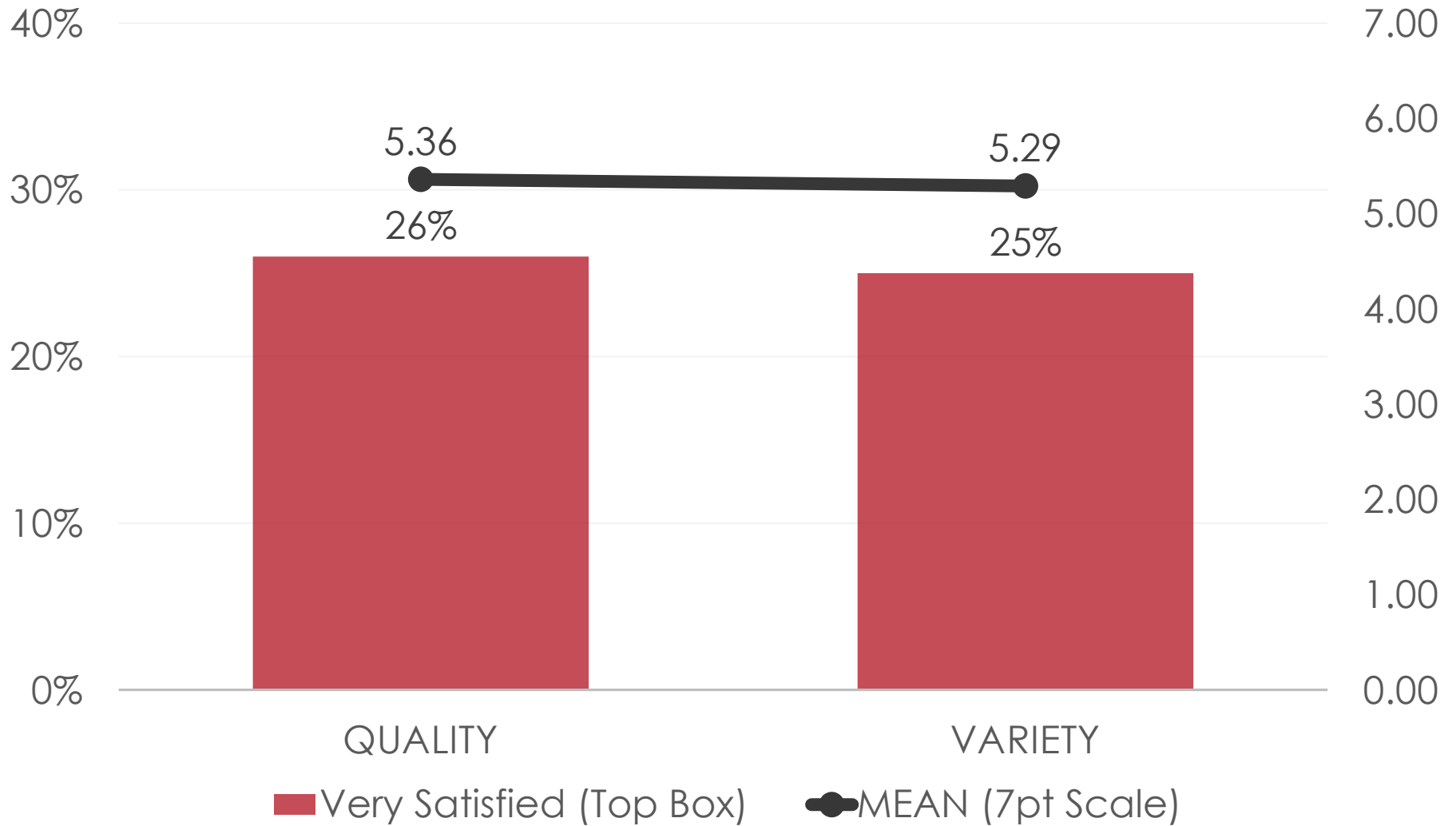


# Optional Tour Satisfaction

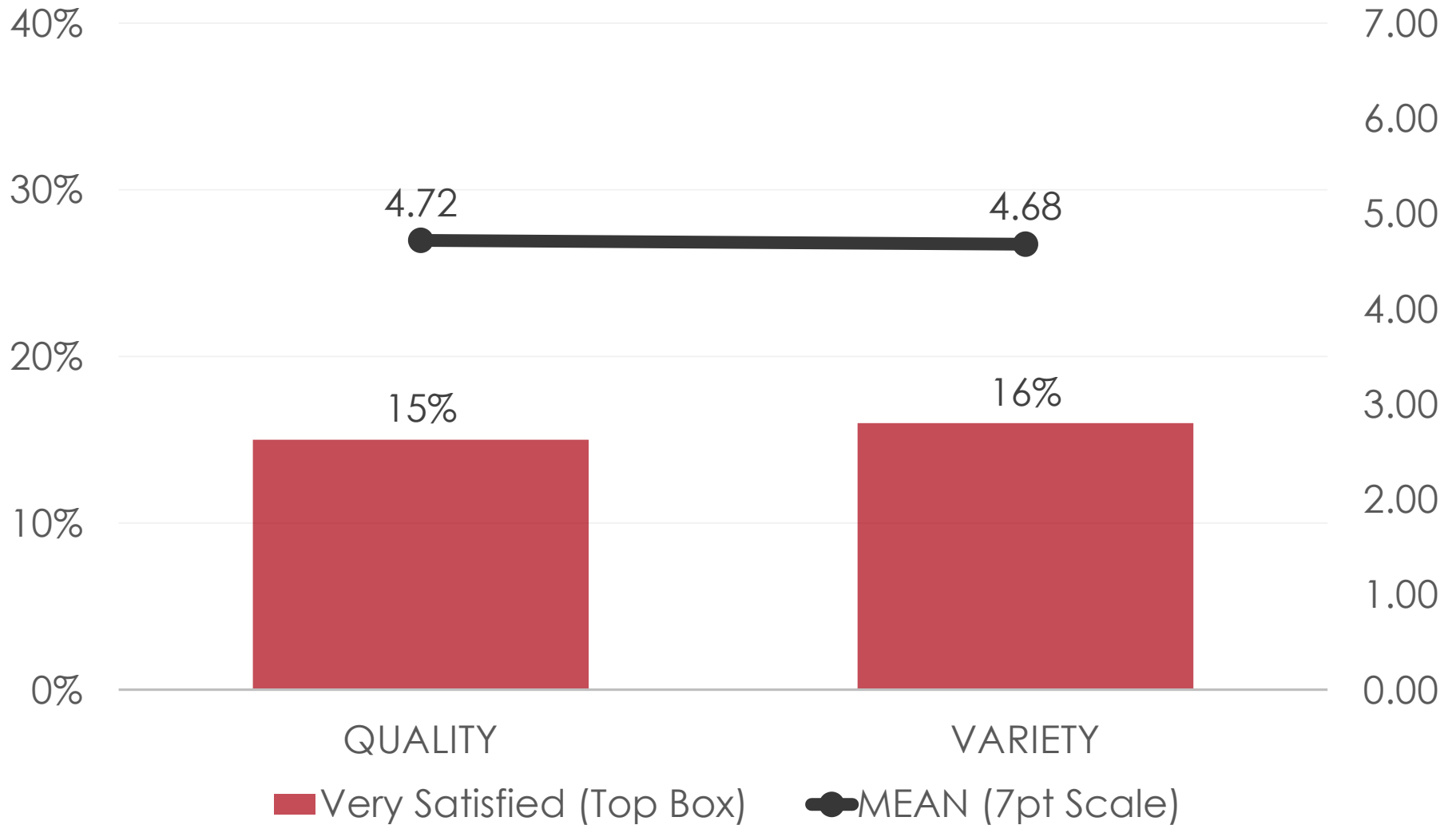
## Top Responses only - Participation (5%+)



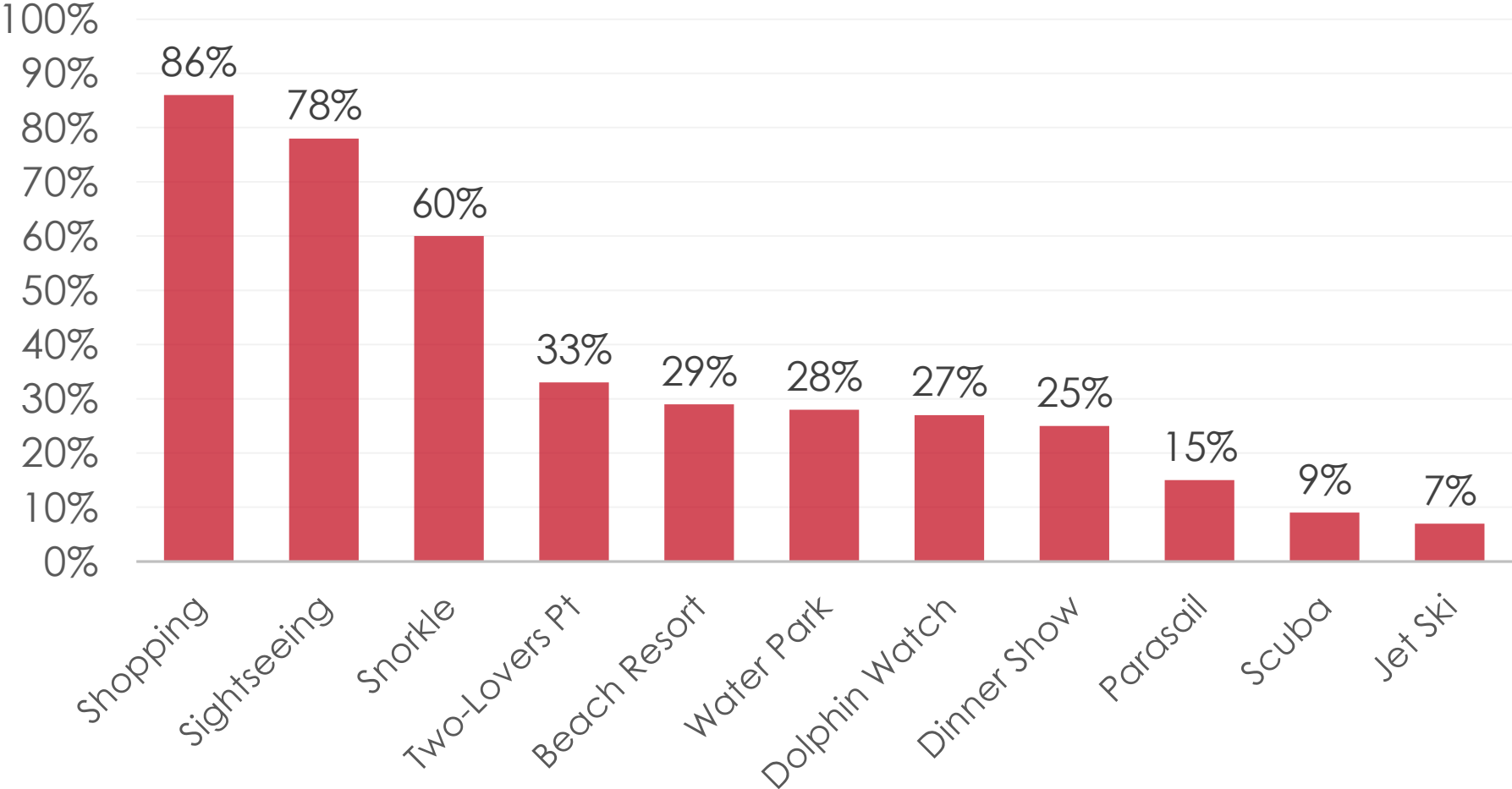
# DAY TOUR - SATISFACTION



# NIGHT TOUR - SATISFACTION



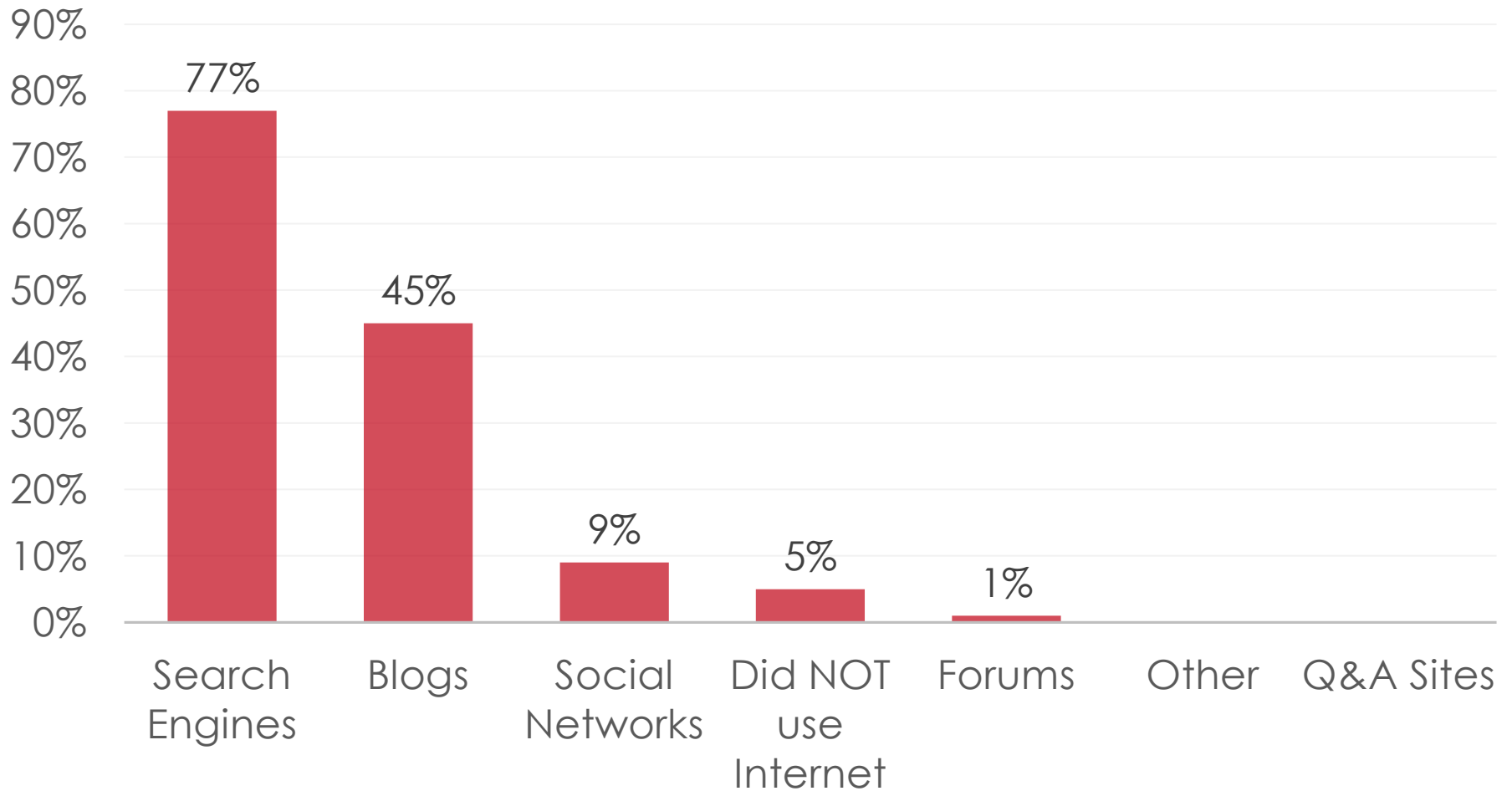
# Activities Participation (Top Responses)



# SECTION 5 PROMOTIONS

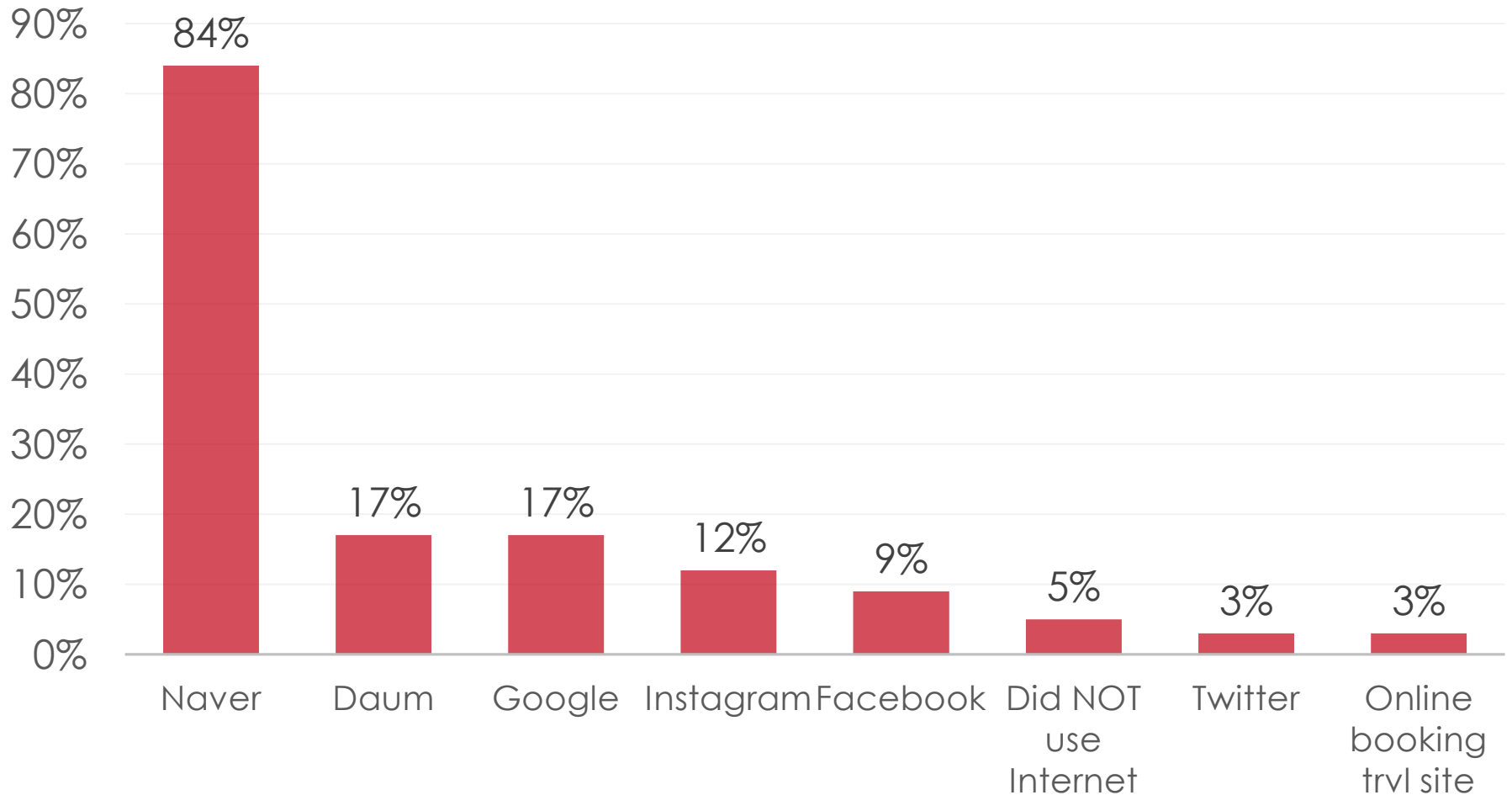


# INTERNET- GUAM SOURCES OF INFORMATION



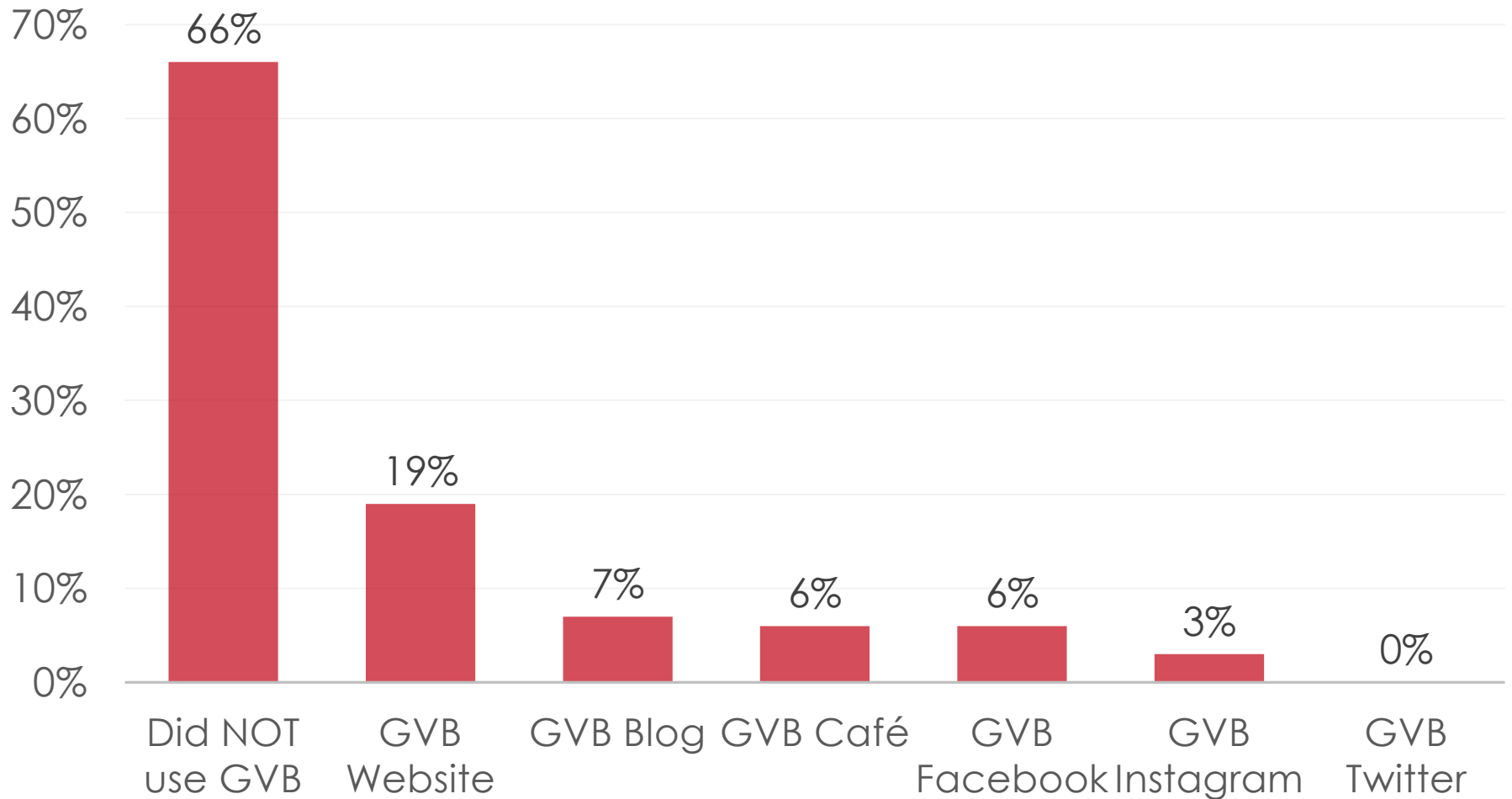
# INTERNET- SOURCES OF INFORMATION

## Things to do on Guam

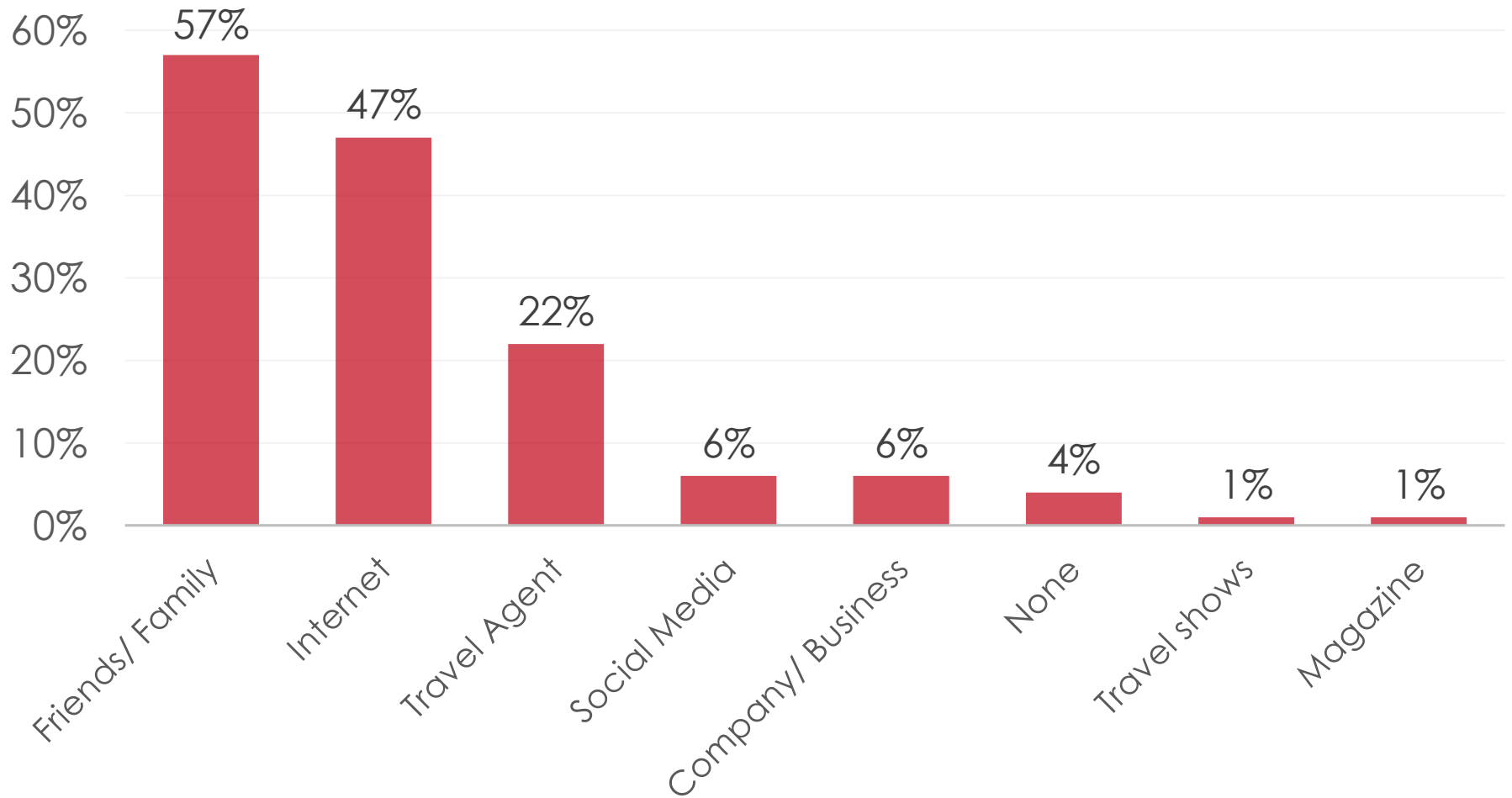


# INTERNET- SOURCES OF INFORMATION

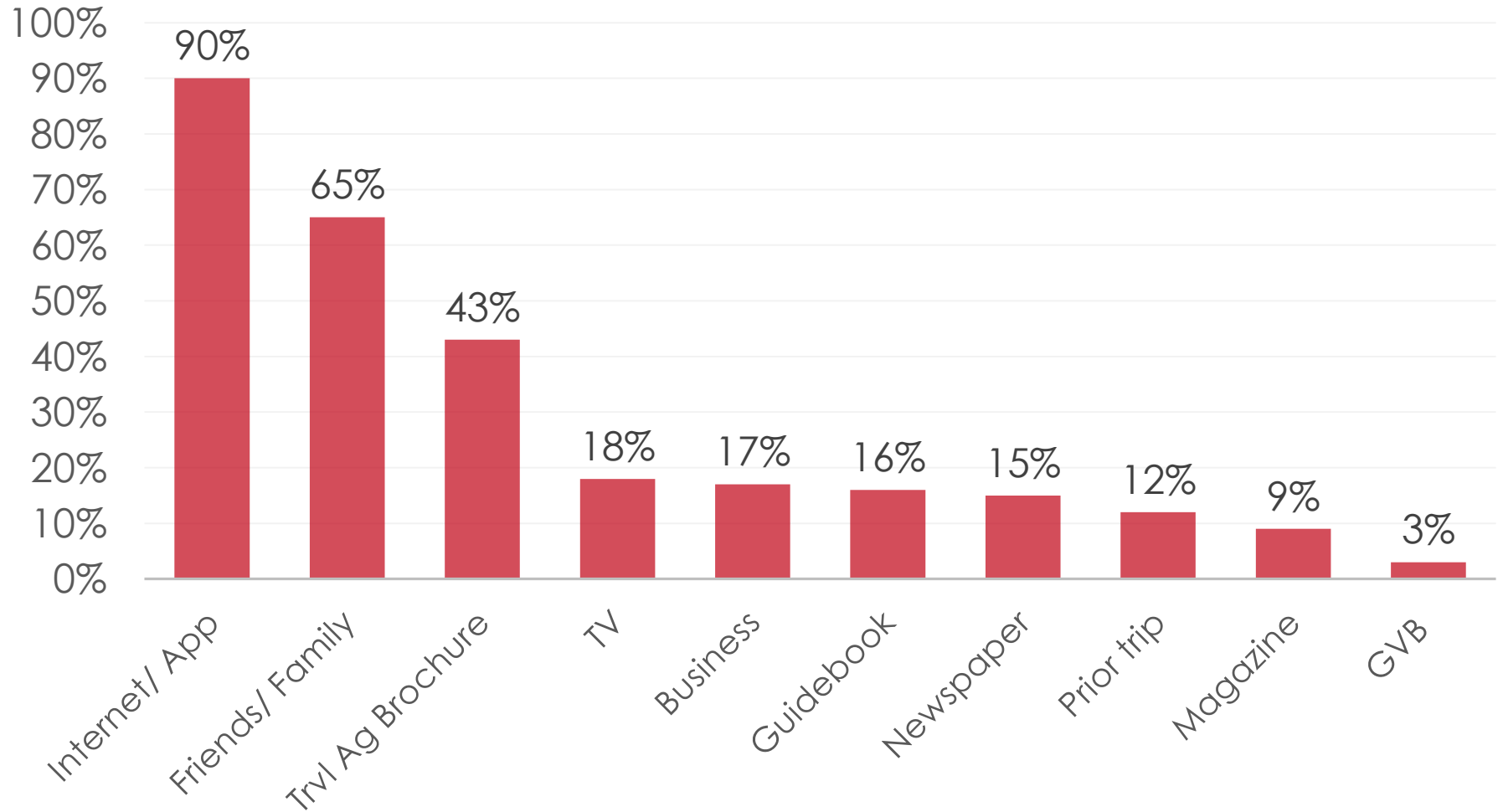
## GVB



# TRAVEL MOTIVATION



# PRE-ARRIVAL SOURCES OF INFORMATION



# PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

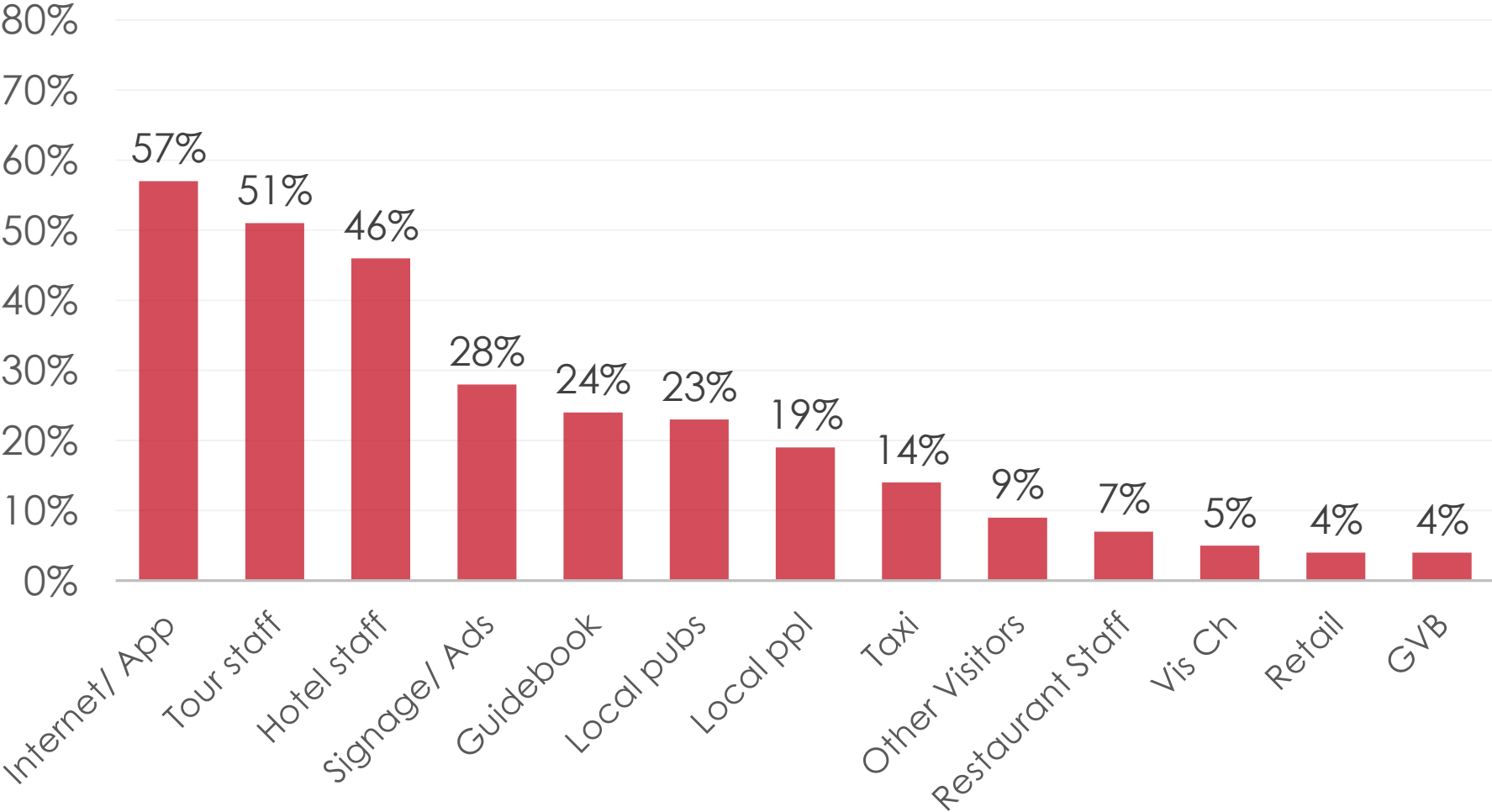
## GVB EXIT SURVEY

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	90%	33%	100%		91%	96%	82%	89%	95%
	Friend or relative	65%	33%	61%		64%	58%	52%	62%	73%
	Travel agent brochure	43%		69%		47%	50%	31%	51%	15%
	TV	18%		17%		19%	17%	19%	19%	21%
	Co-worker/ company travel department	17%	100%	14%		14%	29%	16%	16%	20%
	Travel guide book at bookstores	16%	33%	6%		17%	19%	10%	13%	26%
	Newspaper	15%		22%		18%		6%	18%	4%
	I have been to Guam before	12%	67%			10%	10%	63%	11%	13%
	Magazine (consumer)	9%		6%		8%	6%	8%	7%	11%
	Guam Visitors Bureau office	3%				3%	4%	8%	3%	3%
	Guam Visitors Bureau promotional activities	0%				0%			0%	1%
	Consumer travel shows	0%								1%
	Total	350	3	36		288	52	62	256	149

# 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:

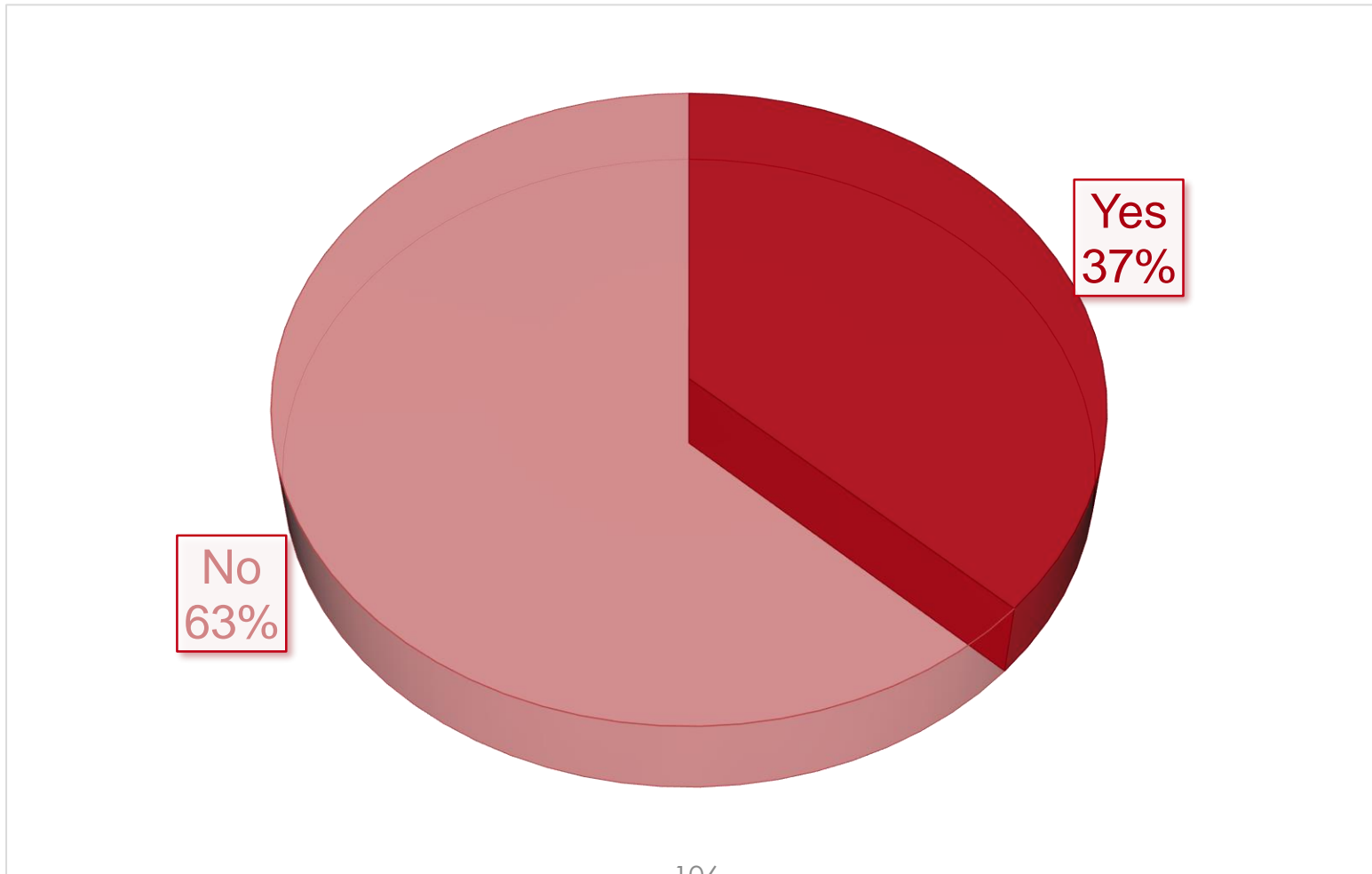
		TOTAL	MICE	HONEYMOON	WEDDING	LEISURE	GROUP TOUR	REPEAT VISITOR	FAMILY	FIT
		-	-	-	-	-	-	-	-	-
Q2	Internet/Mobile App	57%	67%	42%		58%	56%	56%	57%	69%
	Tour staff	51%	67%	56%		53%	44%	30%	51%	32%
	Hotel staff	46%		61%		47%	60%	44%	49%	41%
	Signs/ advertisement	28%		31%		28%	23%	21%	27%	27%
	Guide books I brought with me	24%	33%	17%		23%	27%	21%	24%	31%
	Local publication	23%		25%		24%	23%	21%	25%	23%
	Local people	19%	67%	14%		17%	10%	38%	15%	17%
	Taxi drivers	14%		11%		14%	23%	26%	15%	13%
	Other visitors	9%		14%		9%	10%	8%	11%	11%
	Restaurant staff (outside hotel)	7%		11%		6%	8%	10%	6%	6%
	Visitors channel	5%		6%		5%		3%	6%	5%
	Retail staff	4%		8%		4%	2%	7%	4%	5%
	Guam Visitors Bureau	4%		3%		4%	4%	7%	4%	7%
	Total	347	3	36		285	52	61	253	147



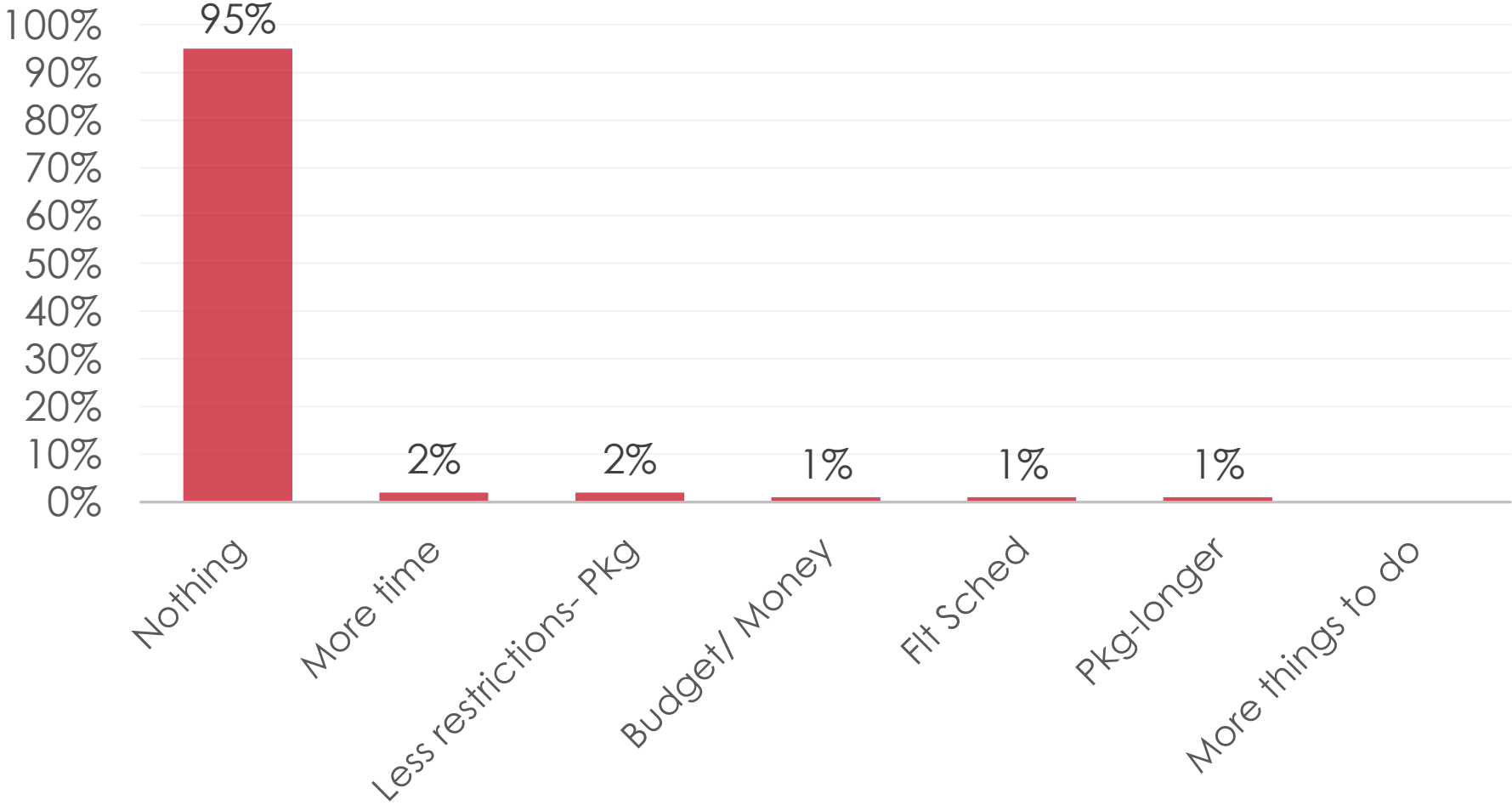
# SECTION 6

# FUTURE TRAVEL TO GUAM

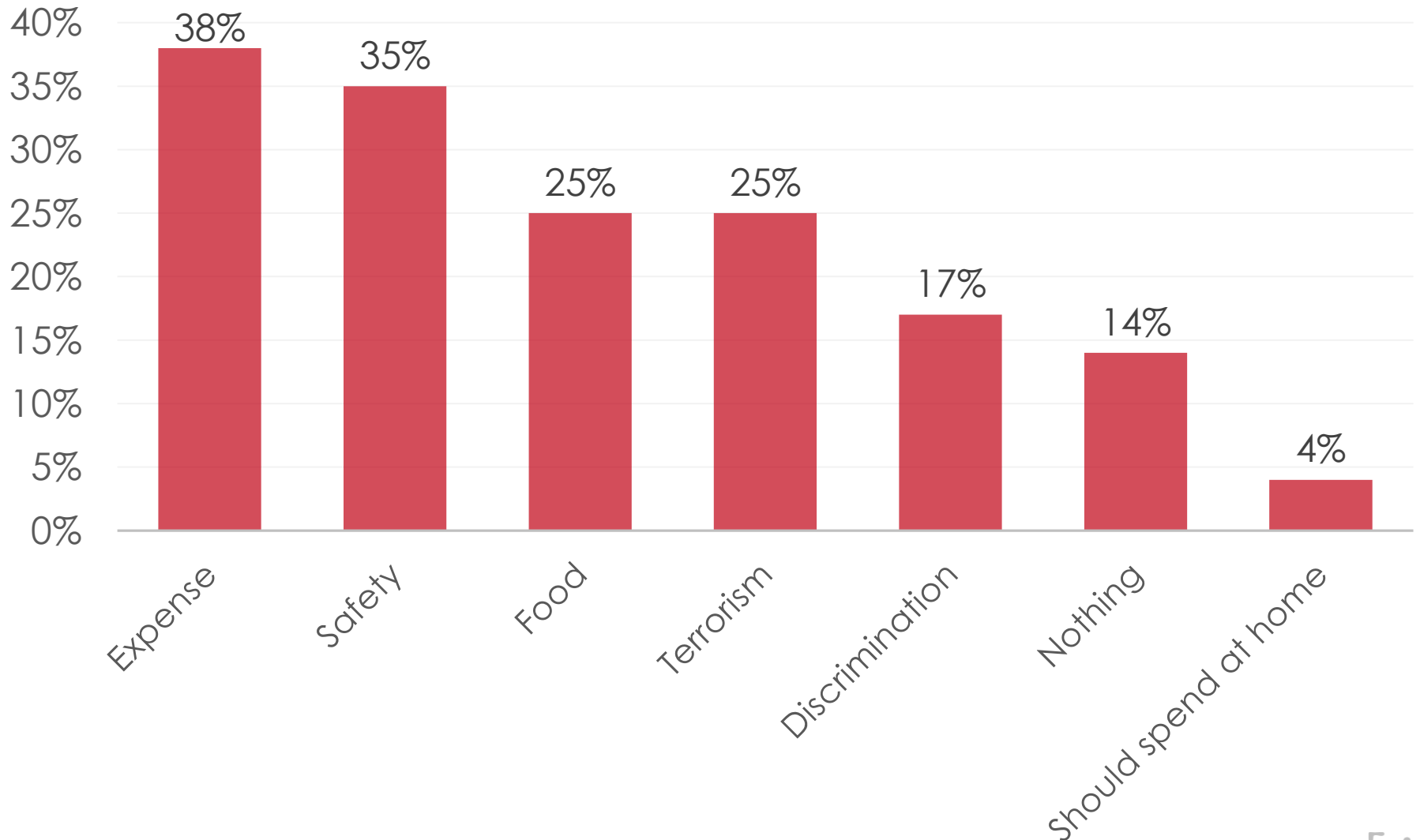
# Will security screening/ immigration at Guam Airport impact future travel to Guam?



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



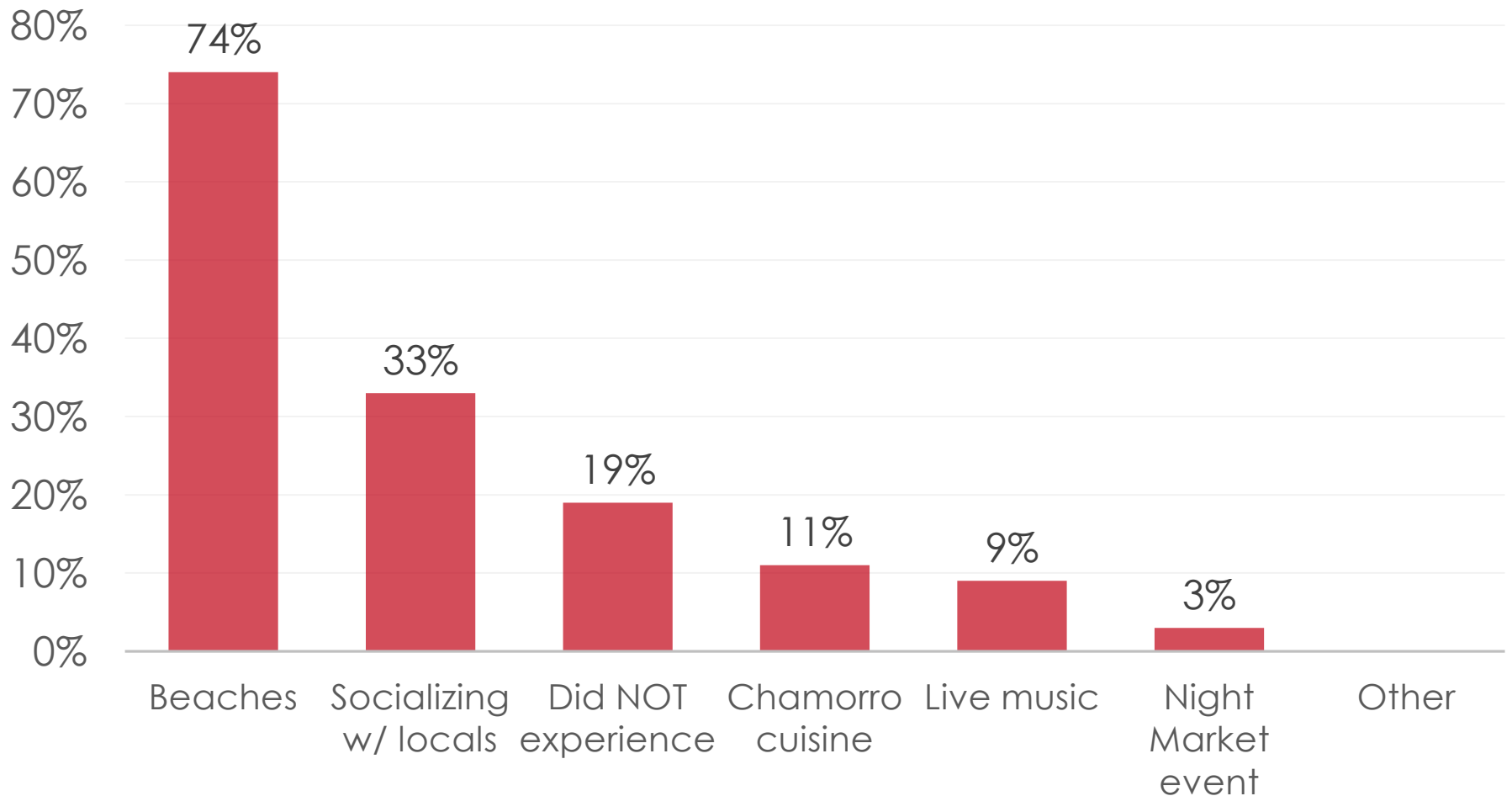
# FUTURE TRAVEL CONCERNS



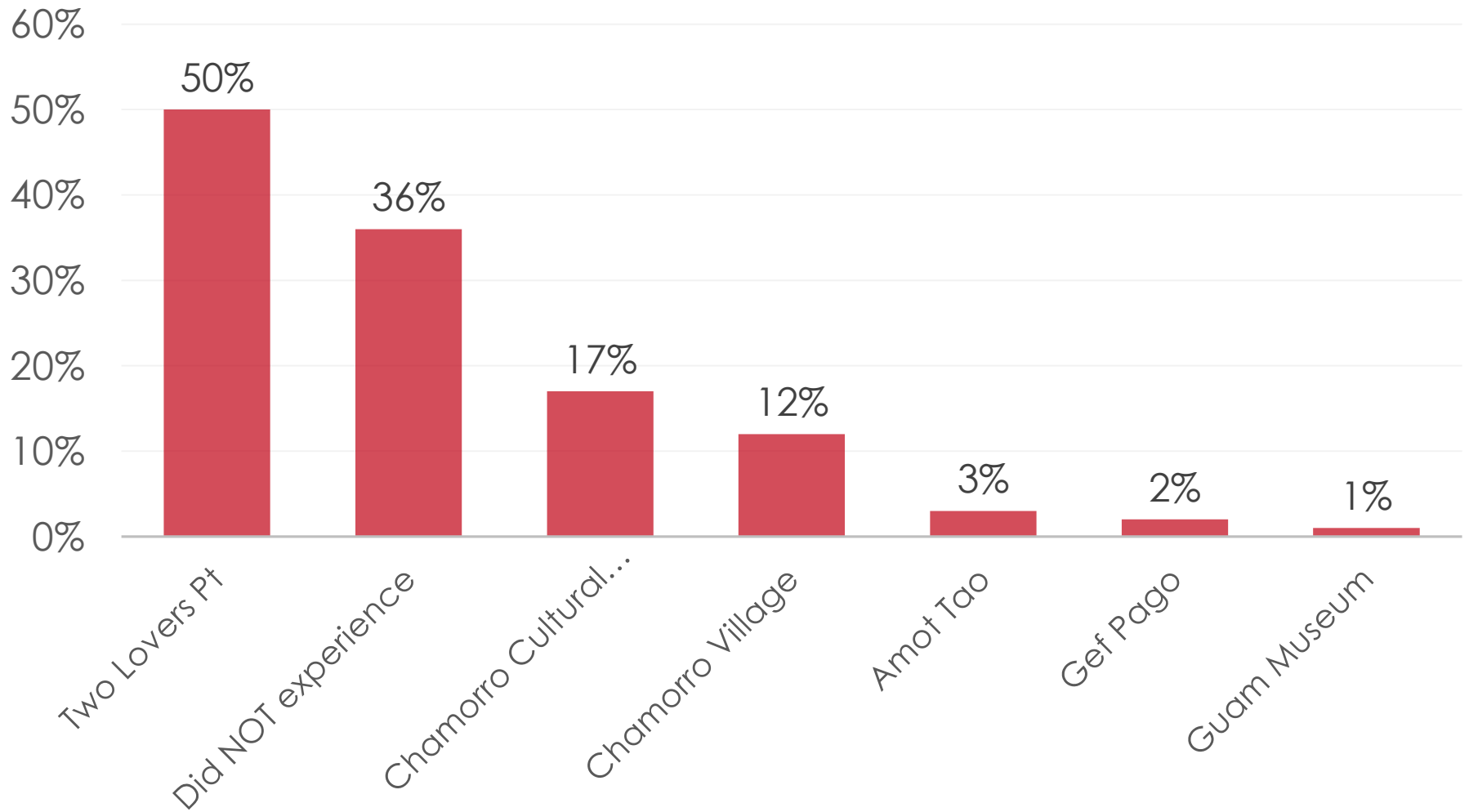
# SECTION 7

# GUAM CULTURE

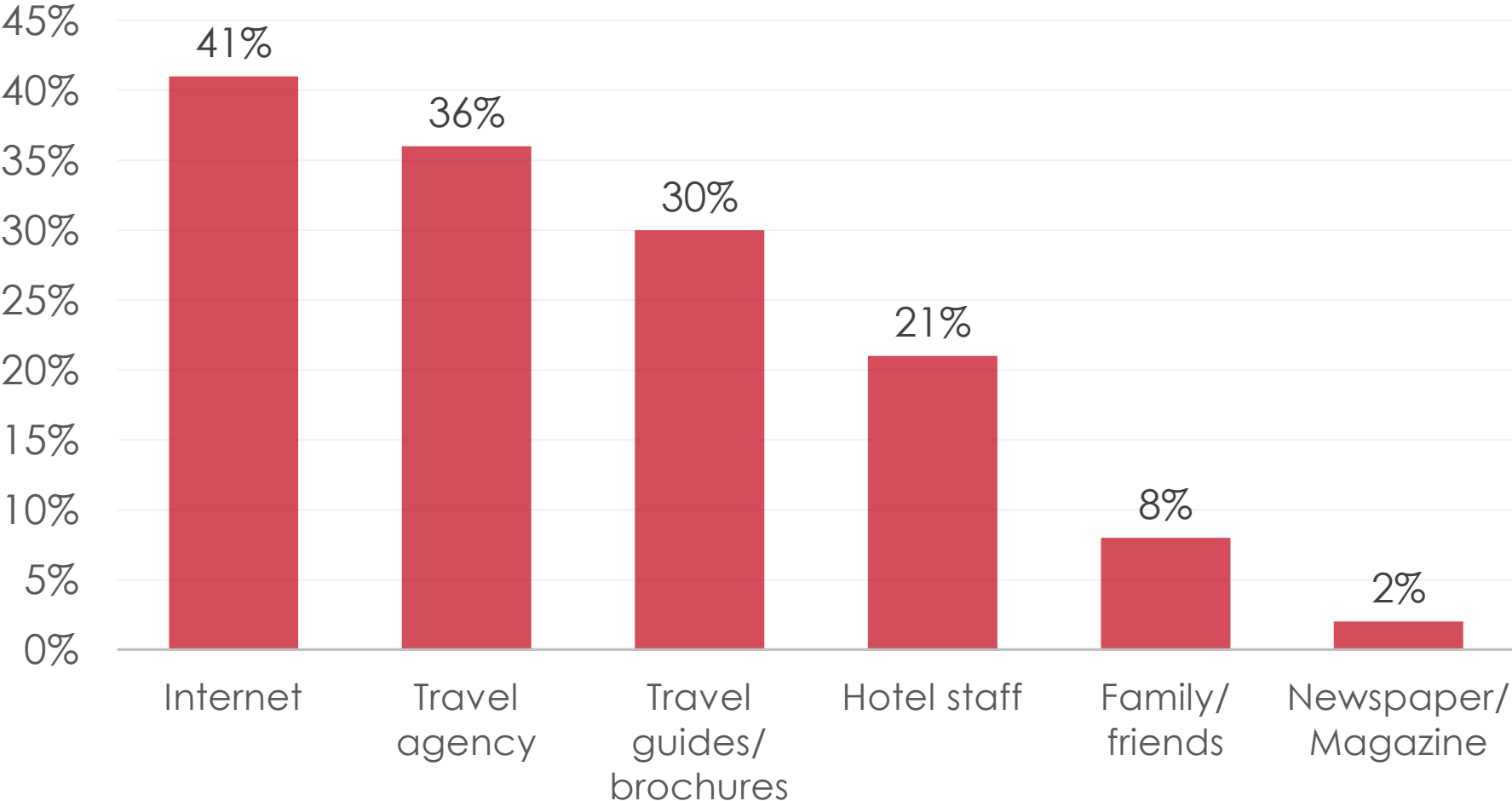
# EXPERIENCED- CHAMORRO/ HAFSA ADAI SPIRIT



# EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

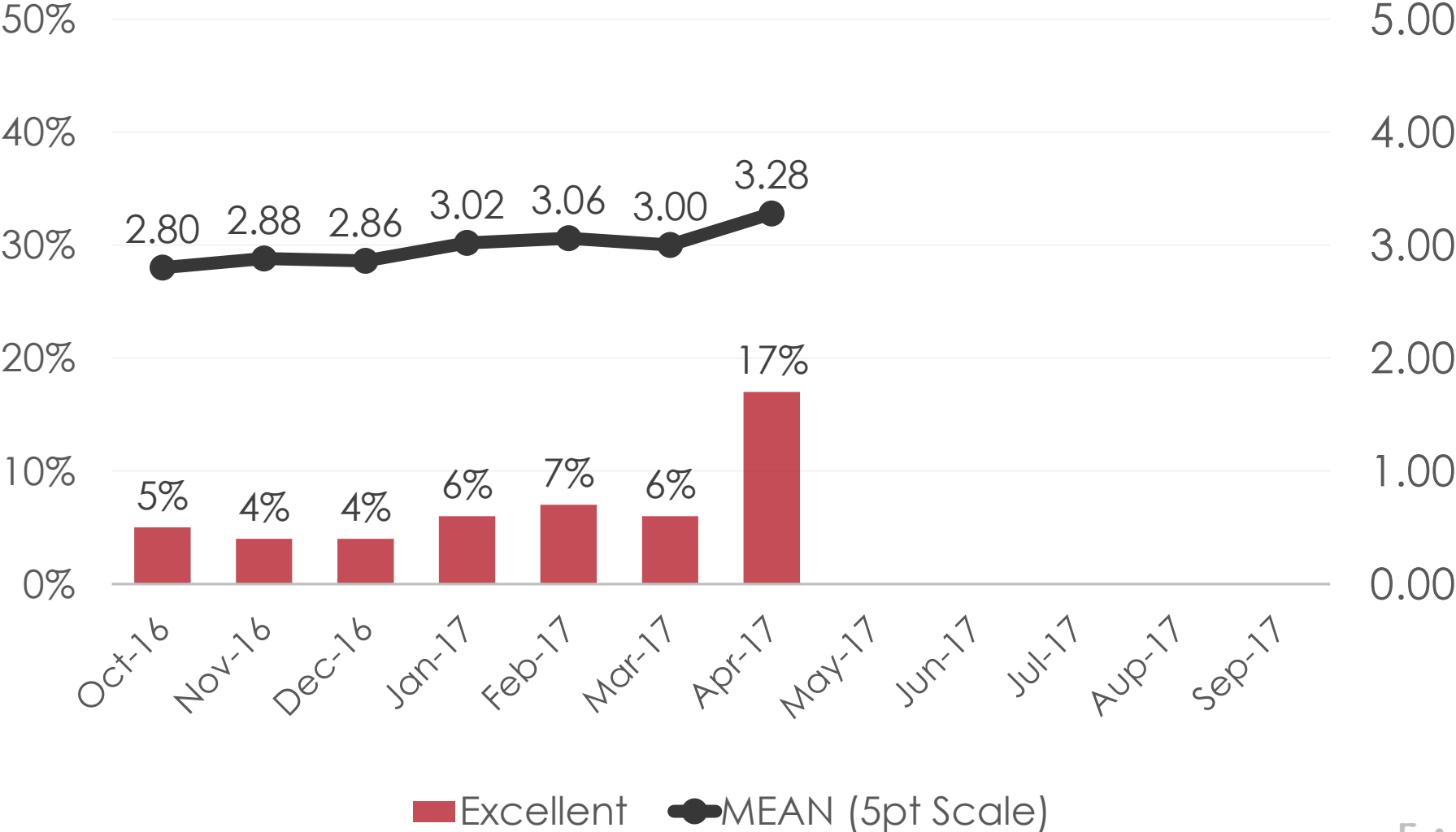


# SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS

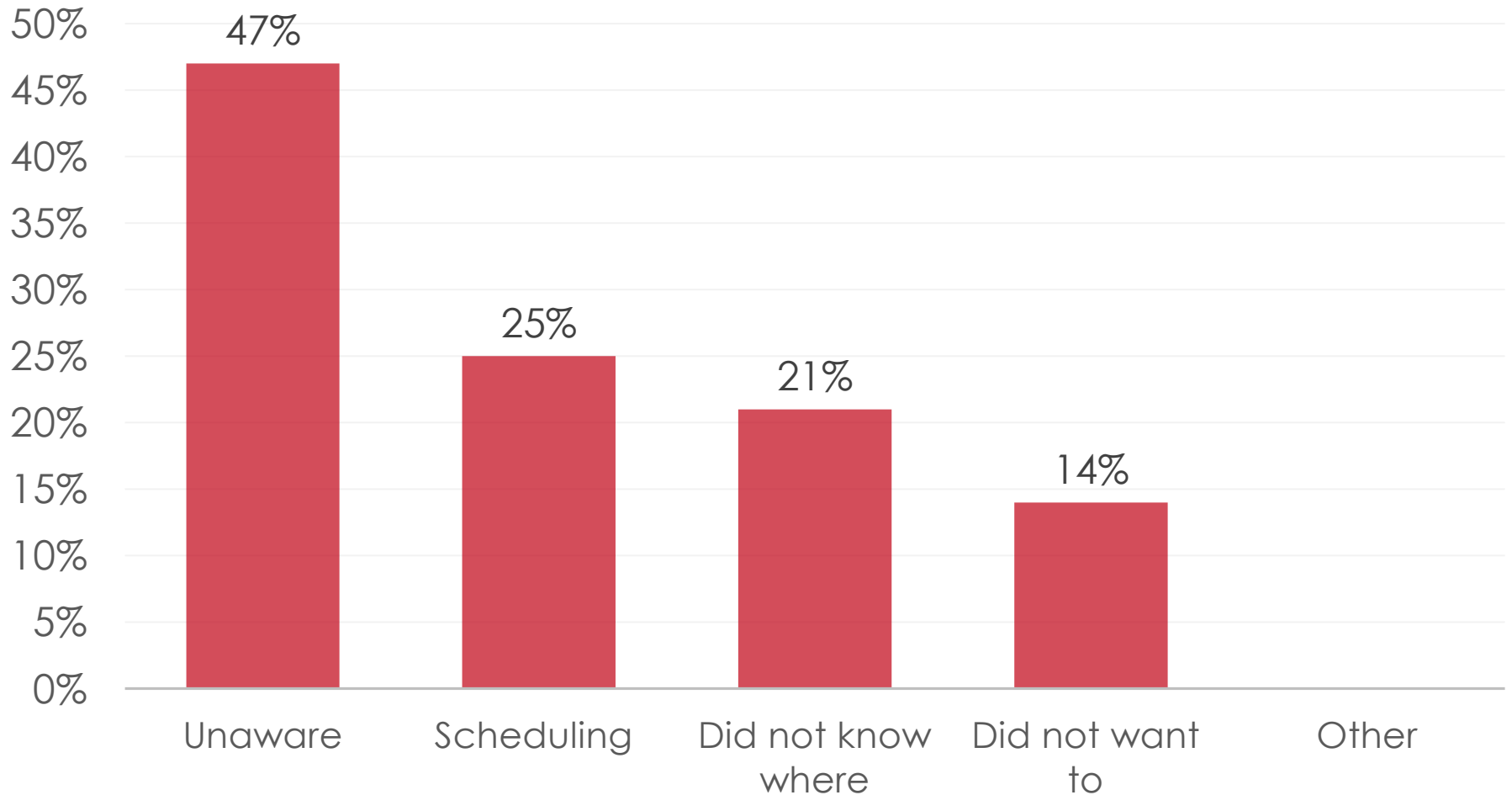




# SATISFACTION- CULTURAL ACTIVITY/EVENTS



# OBSTACLES- CULTURAL ACTIVITY/EVENTS



SECTION 7

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, Oct, Nov, Dec 2016, Jan, Feb, Mar, Apr 2017, and Overall Oct 2016 - Apr 2017								
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	<b>Apr-17</b>	Combined Oct 2016 - Apr 2017
Drivers:	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks	3	3		3	6			3
Ease of getting around			4					10
Safety walking around at night	7							
Quality of daytime tours			3		2			
Variety of daytime tours						3		4
Quality of nighttime tours							2	
Variety of nighttime tours								
Quality of shopping			6	2			5	9
Variety of shopping	6					7		
Price of things on Guam						6		
Quality of hotel accommodations	4	4			4			5
Quality/cleanliness of air, sky						4	3	7
Quality/cleanliness of parks	1				5			
Quality of landscape in Tumon		2	1	1	1	1	1	1
Quality of landscape in Guam			5	4		5		6
Quality of ground handler	5		2				4	8
Quality/cleanliness of transportation vehicles	2	1			3	2		2
% of Per Person On Island Expenditures Accounted For	64.0%	61.8%	44.1%	40.8%	57.5%	56.1%	<b>45.3%</b>	52.2%

NOTE: Only significant drivers are included.

# Drivers of Overall Satisfaction

- **Overall satisfaction** with the Korean visitor's experience on Guam is driven by five significant factors in the April 2017 Period. By rank order they are:
  - **Quality of landscape in Tumon,**
  - **Quality of night time tours,**
  - **Quality/cleanliness of air, sky,**
  - **Quality of ground handler, and**
  - **Quality of shopping.**
- With all five factors the overall  $r^2$  is .453 meaning that **45.3% of overall satisfaction is accounted for by these factors.**

# Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On-Island Expenditures, Oct, Nov, Dec 2016, Jan, Feb, Mar, Apr 2017 and Overall Oct 2016-Apr 2017								
	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	<b>Apr-17</b>	Combined Oct 2016-Apr 2017
Drivers:	rank	rank	rank	rank	rank	rank	<b>rank</b>	rank
Quality & Cleanliness of beaches & parks	1							
Ease of getting around		2						
Safety walking around at night								
Quality of daytime tours								
Variety of daytime tours								4
Quality of nighttime tours								
Variety of nighttime tours								
Quality of shopping		3						3
Variety of shopping								
Price of things on Guam		1						2
Quality of hotel accommodations					1			
Quality/cleanliness of air, sky						1		
Quality/cleanliness of parks								
Quality of landscape in Tumon								
Quality of landscape in Guam								
Quality of ground handler	2							
Quality/cleanliness of transportation vehicles								1
% of Per Person On Island Expenditures Accounted For	5.9%	7.2%	0.0%	0.0%	2.0%	1.5%	<b>0.0%</b>	1.2%

NOTE: Only significant drivers are included.

# Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Korean visitors on Guam is driven by no significant factor in the April 2017 period.