Korea Visitor Tracker Exit Profile & Market Segmentation Report

FY2019 DATA AGGREGATION

[ANTHOLOGY®] RESEARCH

GUAM VISITORS BUREAU

GUAM

Background and Methodology

- All surveys were partially interviewer 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 4,285 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 4,285 is +/- 1.50 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 +/- 1.50 percentage points.

Objectives

- To monitor the effectiveness of the Korea 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:
    - Families (Q11 Traveling w/ spouse/ child/ other family)
    - FIT (Q12/Q17- Not on group tour or prepaid package trip/ Q14 Direct booking air/ hotel)
    - Group Tour (Q12)
    - MICE (Q8 Convention/ Conference/ Trade Show/ Incentive Trip)
    - Honeymoon (Q8)
    - Wedding (Q8 Get married/ attend wedding)
    - Repeat Visitor (Q9)
    - Leisure traveler (Q8 Vacation/ relax/ beautiful beaches/ sightseeing)
  - To identify the most significant factors affecting overall visitor satisfaction.
  - To identify (for all visitors from Korea) the most important determinants of on-island spending.

Key Highlighted Segments
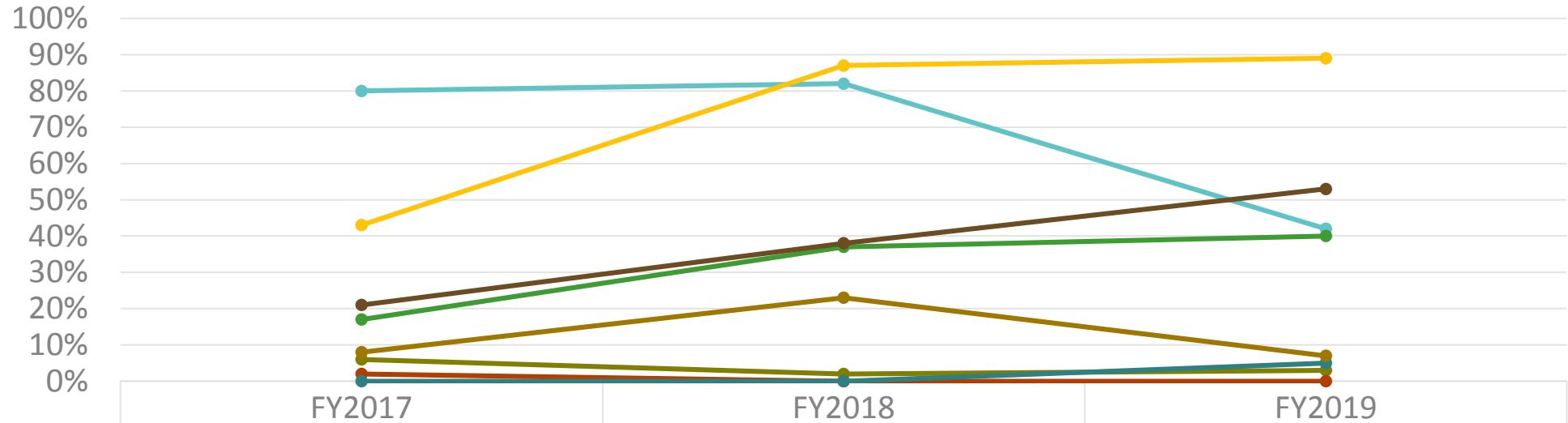
	FY2017	FY2018	FY2019
Leisure Traveler	80%	82%	42%
Family	43%	87%	89%
Repeat	17%	37%	40%
FIT	21%	38%	53%
Honeymoon	6%	2%	3%
MICE	2%	0%	0%
Wedding	0%	0%	5%
Group	8%	23%	7%

SECTION 1

PROFILE OF RESPONDENTS

GENDER

Male
45%

Female
55%

MARITAL STATUS

Single
24%

Married
76%

Q: Are you married or single?
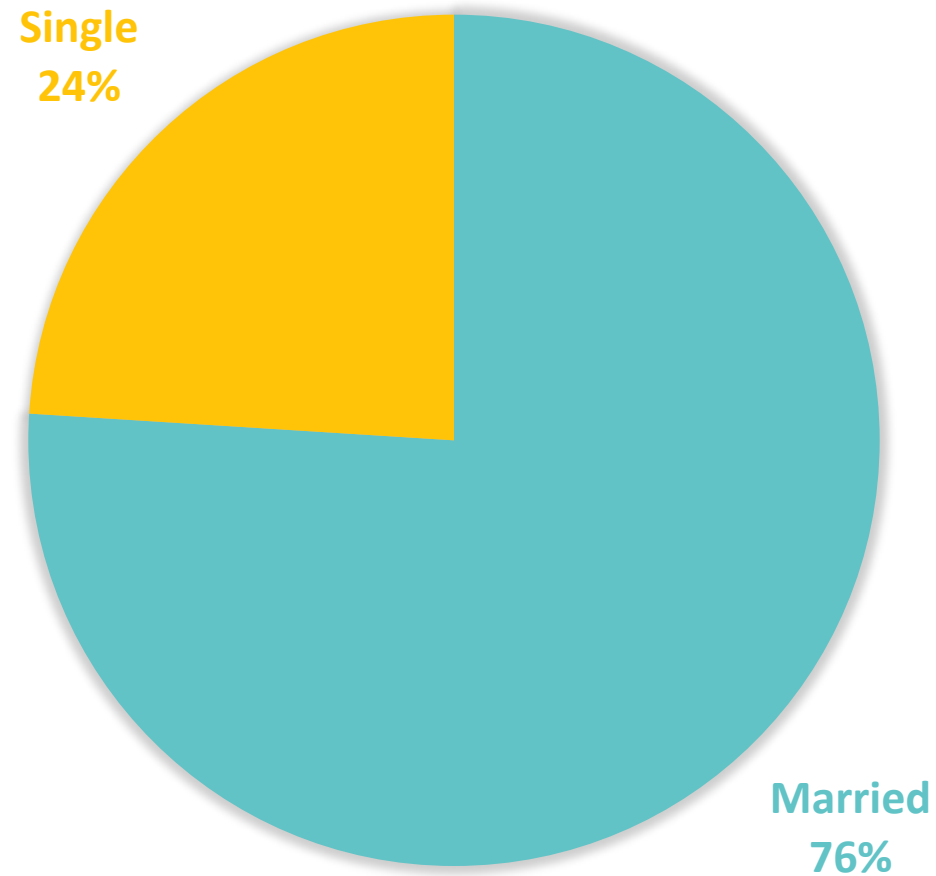
MARITAL STATUS – TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
Married	80%	77%	74%	78%	82%	83%	83%	77%	82%	80%	78%	69%	76%
Single	20%	23%	26%	22%	18%	17%	17%	23%	18%	20%	22%	31%	24%

9   *Q: Are you married or single?*
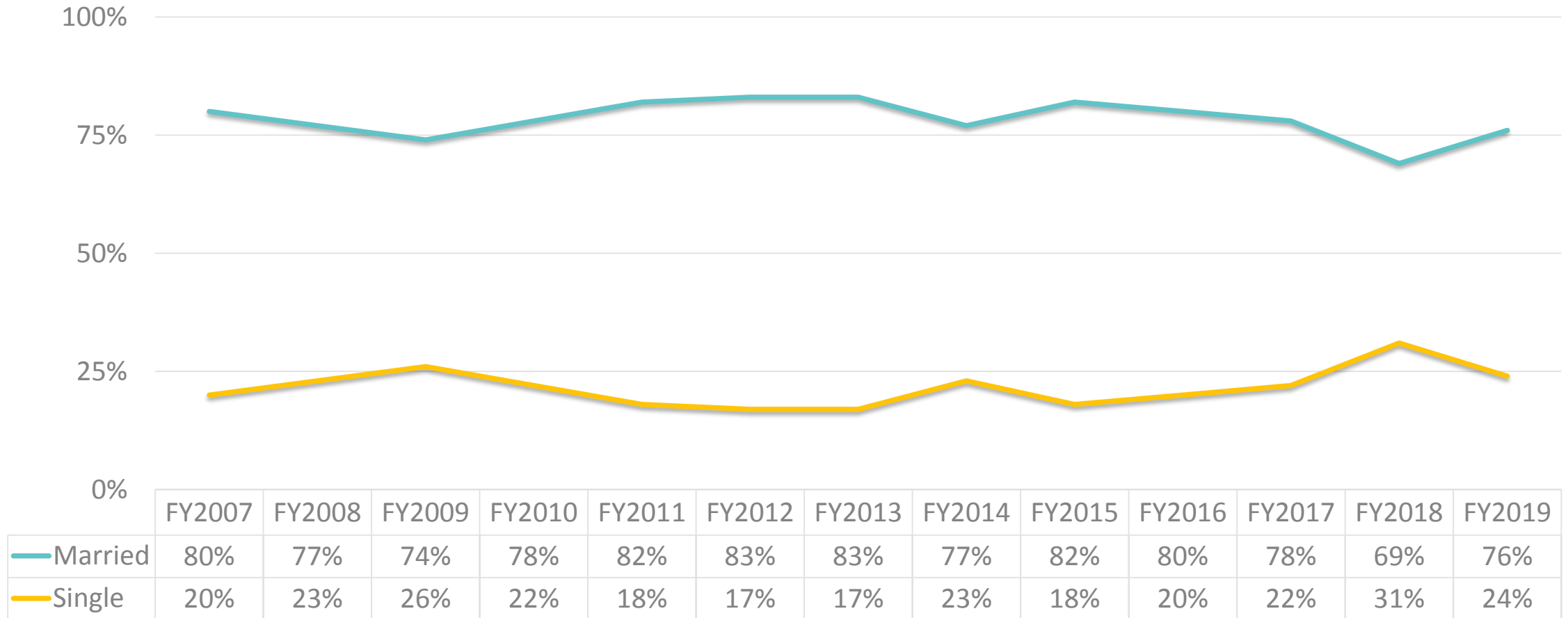
MARITAL STATUS – SEGMENTATION

GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
QE	Married	76%	86%	73%	75%	59%	94%	78%	81%	74%
	Single	24%	14%	27%	25%	41%	6%	22%	19%	26%
	Total	4285	3685	2192	307	17	120	194	1677	1756

Prepared by Anthology Research

Q: Are you married or single?

AGE

Mean = 36.22
Median = 37

11%	50%	36%	3%	0%
18-24	25-39	40-49	50-59	60+

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

AGE – TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
Mean	32.7	33.6	33.1	34.6	35	35.1	34.68	34.08	34.93	34.95	35.83	34.51	36.22

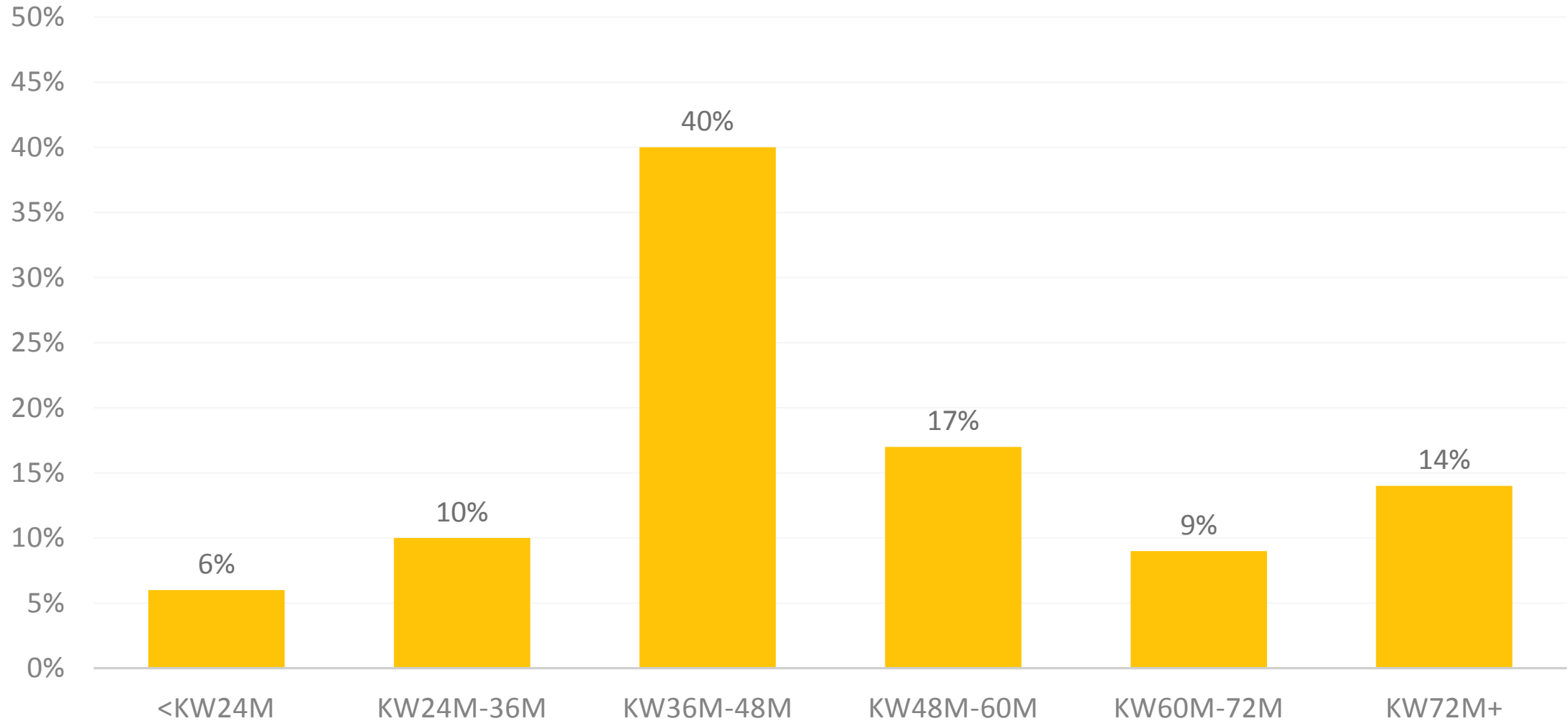*Q: And what was your age on your last birthday?*
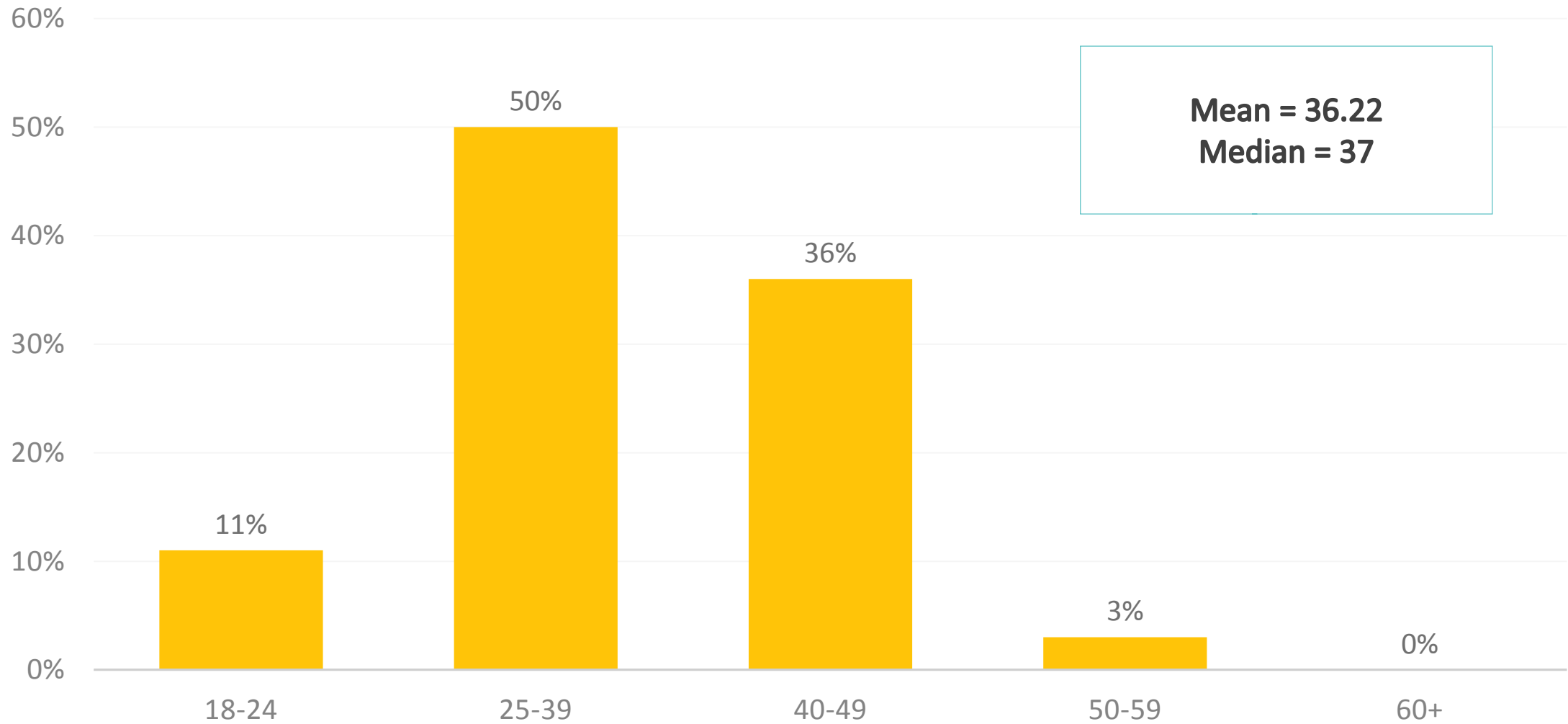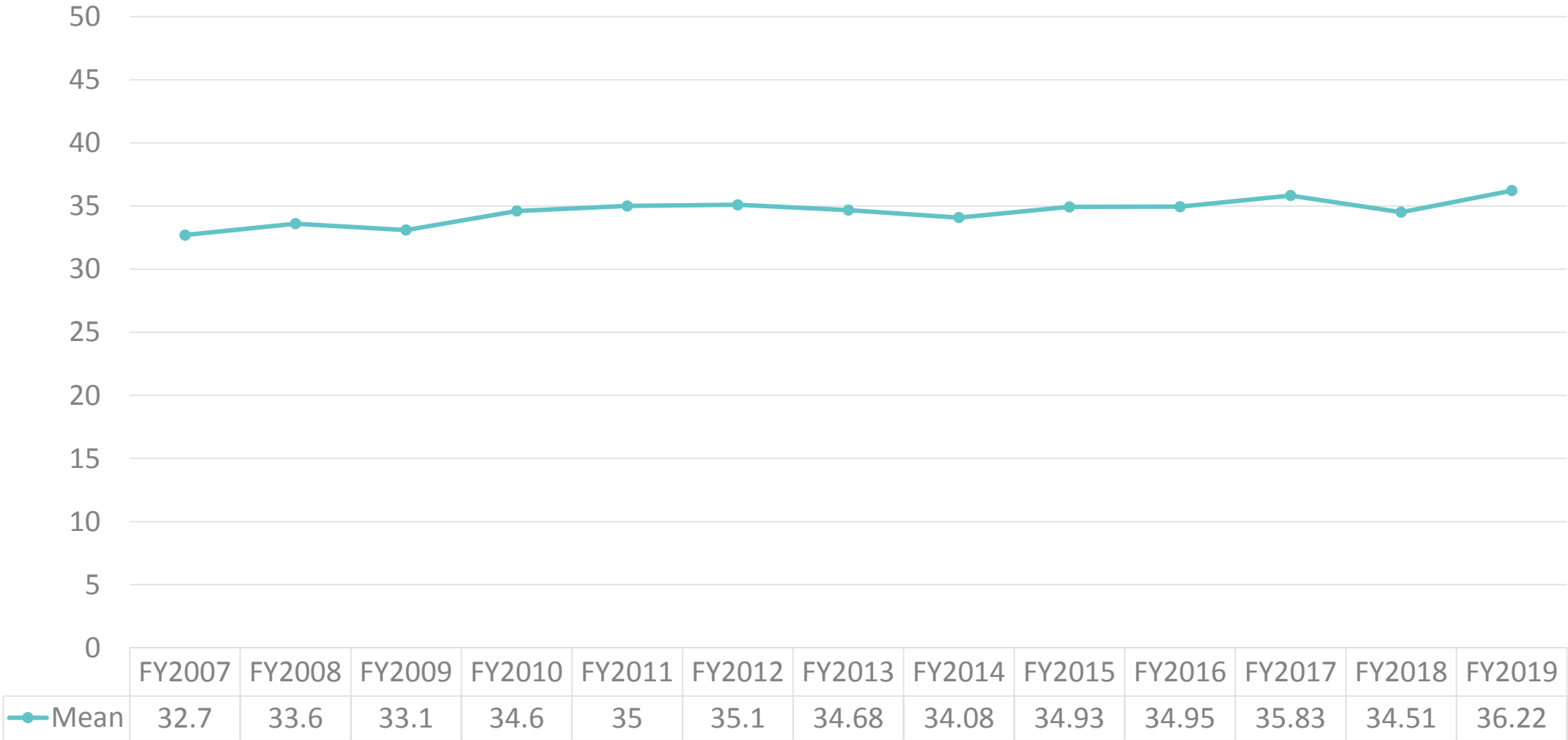
AGE – SEGMENTATION

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

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
QF	18-24	11%	11%	17%	13%	6%	10%	23%	15%	6%
	25-39	50%	45%	37%	48%	53%	81%	14%	31%	68%
	40-49	36%	41%	43%	33%	41%	8%	56%	51%	22%
	50-59	3%	3%	2%	6%		1%	7%	3%	3%
	60+	0%	0%	0%	0%				0%	0%
	Total	4285	3685	2192	307	17	120	194	1677	1756
QF	Mean	36.22	37.34	36.49	36.05	35.82	31.78	37.91	38.19	35.00
	Median	37	39	39	37	37	31	40	40	35

Prepared by Anthology Research
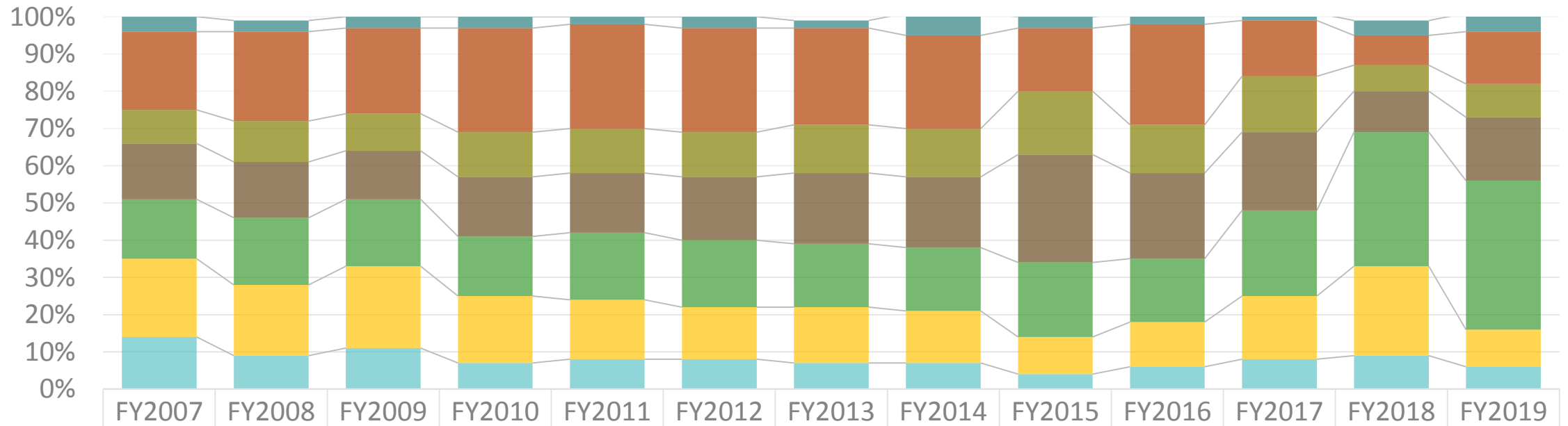
Q: And what was your age on your last birthday?

HOUSEHOLD INCOME

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
Rf	4%	3%	3%	3%	2%	3%	2%	6%	3%	3%	2%	4%	5%
KW72M+	21%	24%	23%	28%	28%	28%	26%	25%	17%	27%	15%	8%	14%
KW60M-72	9%	11%	10%	12%	12%	12%	13%	13%	17%	13%	15%	7%	9%
KW48M-60	15%	15%	13%	16%	16%	17%	19%	19%	29%	23%	21%	11%	17%
KW36M-48	16%	18%	18%	16%	18%	18%	17%	17%	20%	17%	23%	36%	40%
KW24M-36	21%	19%	22%	18%	16%	14%	15%	14%	10%	12%	17%	24%	10%
<KW24M	14%	9%	11%	7%	8%	8%	7%	7%	4%	6%	8%	9%	6%

15   *Q : What was your approximate annual household income, before taxes?*
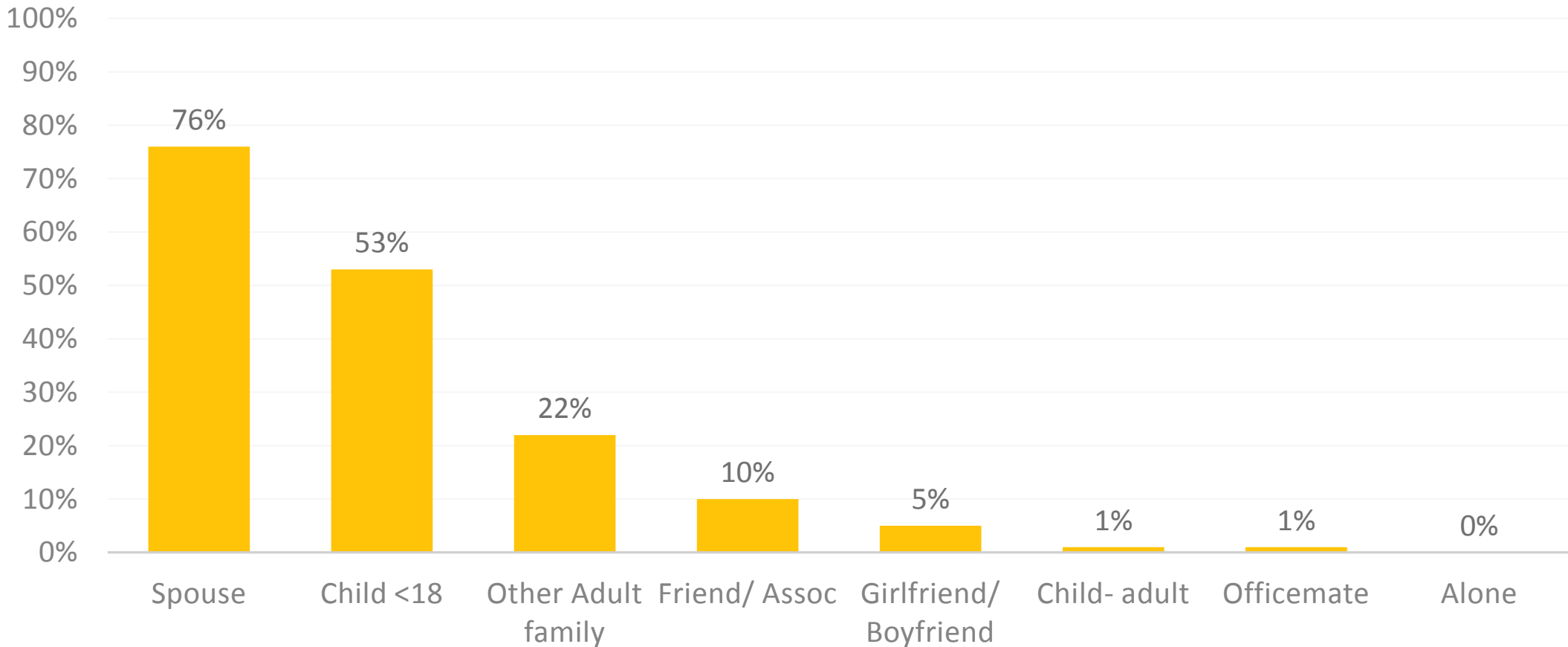
HOUSEHOLD INCOME – SEGMENTATION

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

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
D2	<KW12,000,000	2%	1%	1%	2%		2%	1%	1%	3%
	KW12,000,001-KW24,000,000	4%	2%	3%	5%		5%		1%	6%
	KW24,000,001-KW36,000,000	10%	8%	6%	8%	12%	25%	2%	4%	14%
	KW36,000,001-KW48,000,000	40%	44%	56%	26%	35%	28%	78%	59%	14%
	KW48,000,001-KW60,000,000	17%	18%	15%	23%	41%	18%	14%	15%	21%
	KW60,000,010KW72,000,000	9%	9%	6%	10%		9%	2%	6%	13%
	KW72,000,001+	14%	14%	10%	19%		7%	2%	12%	21%
	No Income/Rf	5%	3%	4%	7%	12%	7%	1%	2%	7%
	Total	4280	3682	2192	306	17	120	194	1675	1756

Prepared by Anthology Research

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

TRAVEL PARTY

Bar chart showing travel party composition:
- Spouse: 76%
- Child <18: 53%
- Other Adult family: 22%
- Friend/ Assoc: 10%
- Girlfriend/ Boyfriend: 5%
- Child- adult: 1%
- Officemate: 1%
- Alone: 0%

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

TRAVEL PARTY – TRACKING
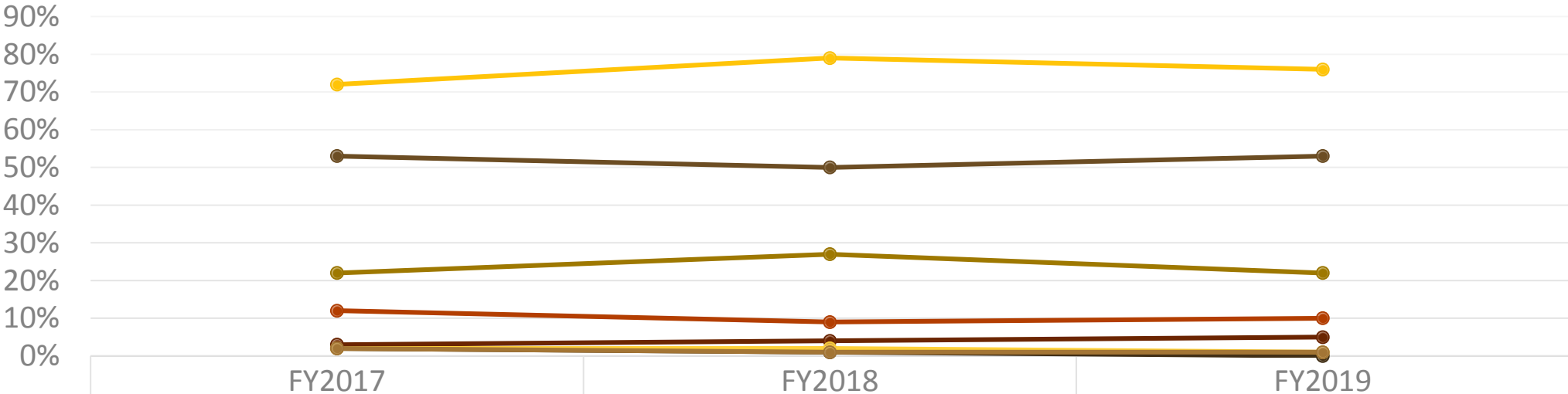
	FY2017	FY2018	FY2019
Spouse	72%	79%	76%
Child <18	53%	50%	53%
Friend/ Assoc	12%	9%	10%
Other Adult Family	22%	27%	22%
Alone	2%	1%	0%
Girlfriend/ Boyfriend	3%	4%	5%
Child- Adult	2%	2%	1%
Office	2%	1%	1%

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

TRAVEL PARTY – CHILD UNDER 18

53% Traveling with a child

0-2 years old	4%
3-6 years old	38%
7-11 years old	38%
12-18 years old	6%

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

TRAVEL PARTY SIZE

Alone, 1%

Two persons, 21%

Three or more, 78%

Mean = 4.46
Median = 4

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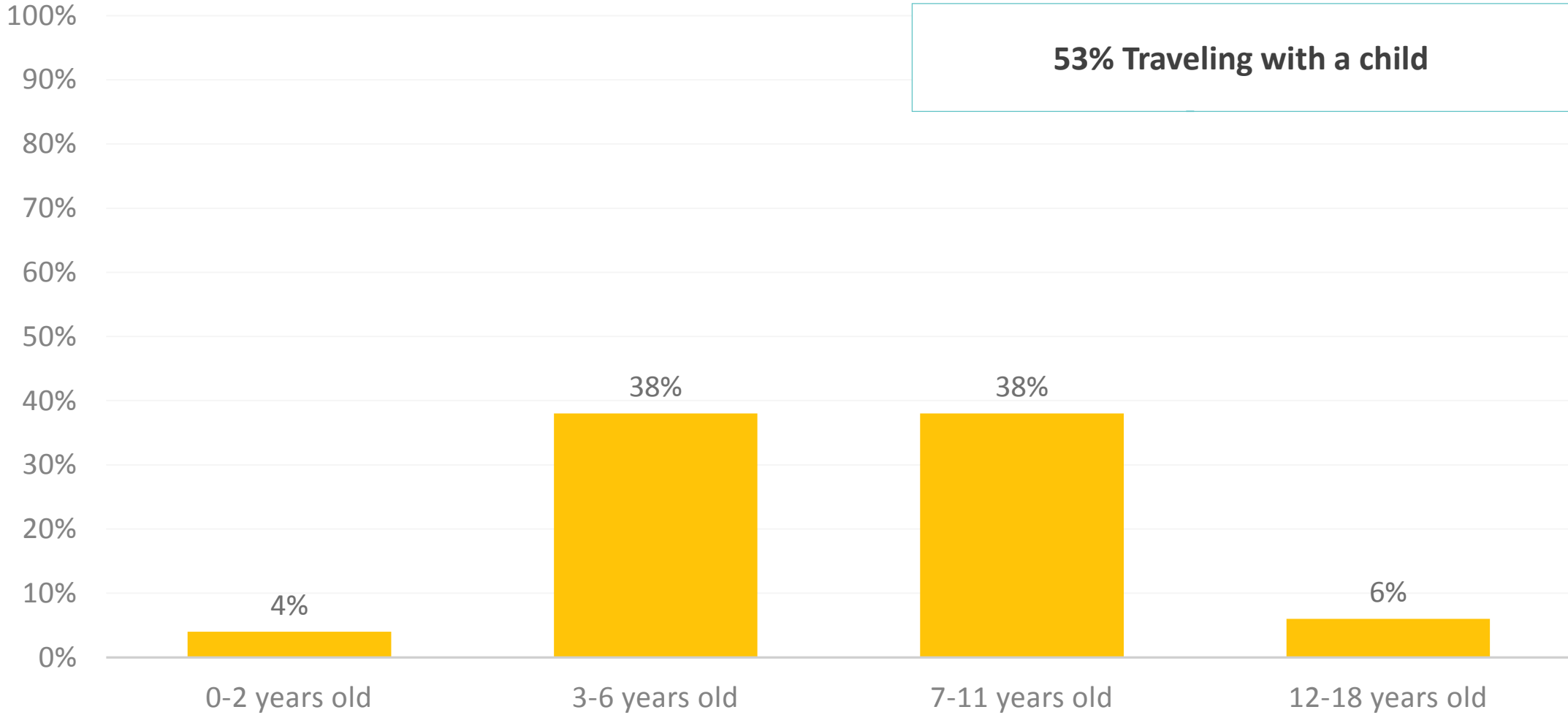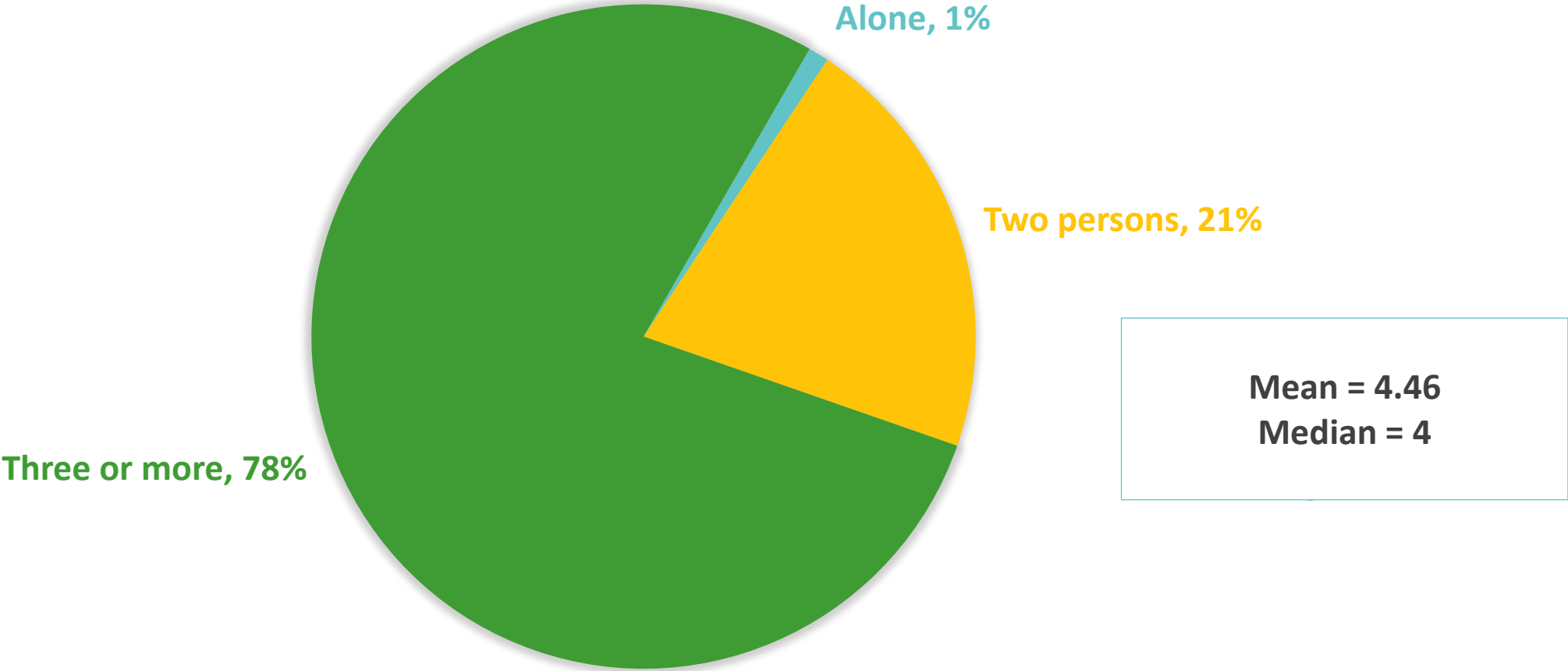
TRAVEL PARTY SIZE – TRACKING

	FY2019	FY2020
●— MEAN	4.46	
●— MEDIAN	4	

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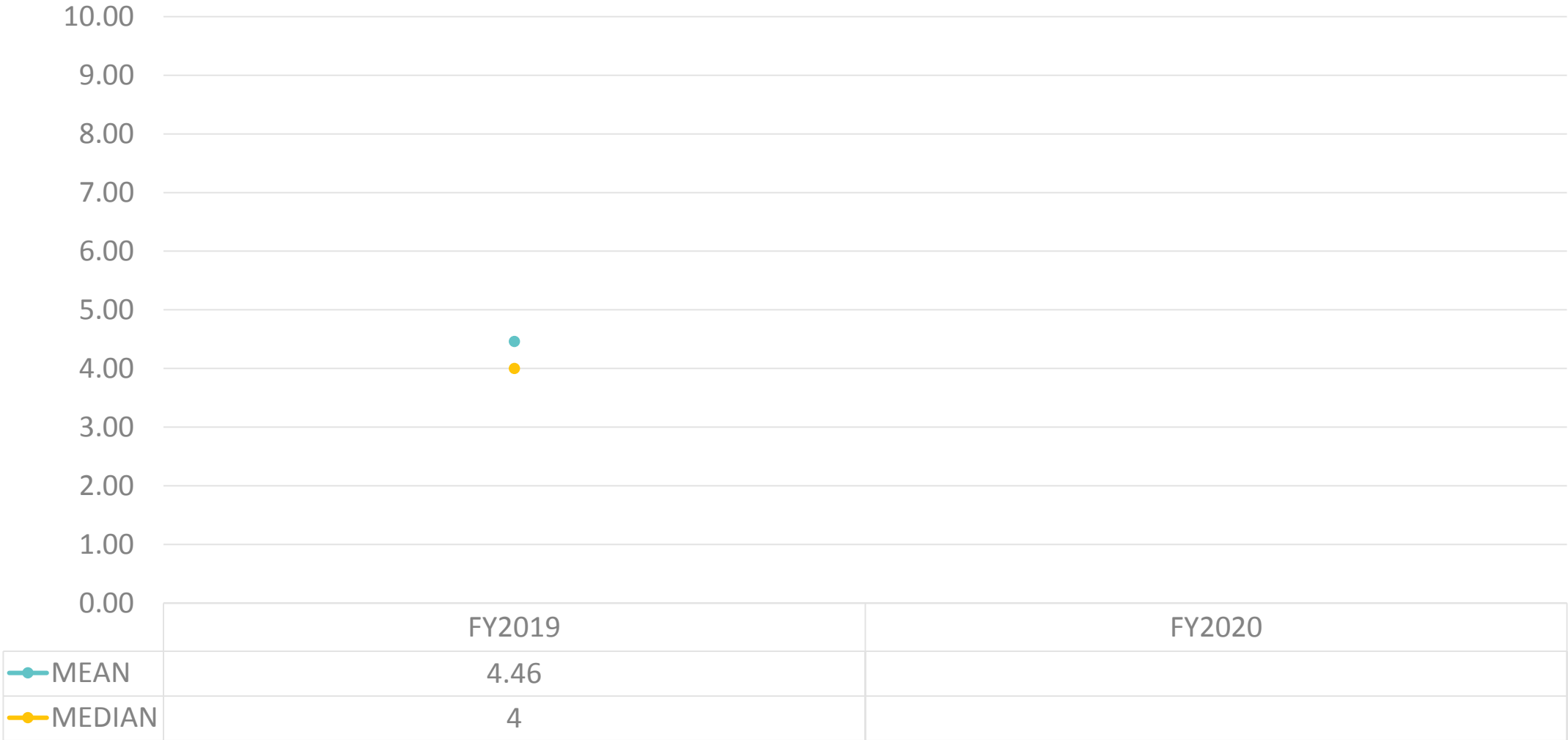
TRIPS TO GUAM

Mean = 1.54
Median = 1

Repeat
39%

1st Time
61%

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

TRIPS TO GUAM – TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
1st Time	81%	80%	82%	80%	83%	85%	88%	85%	88%	86%	83%	63%	61%
Repeat	19%	20%	18%	20%	17%	15%	12%	15%	12%	14%	17%	37%	39%

23   *Q: Including this trip, how many times have you visited Guam?*
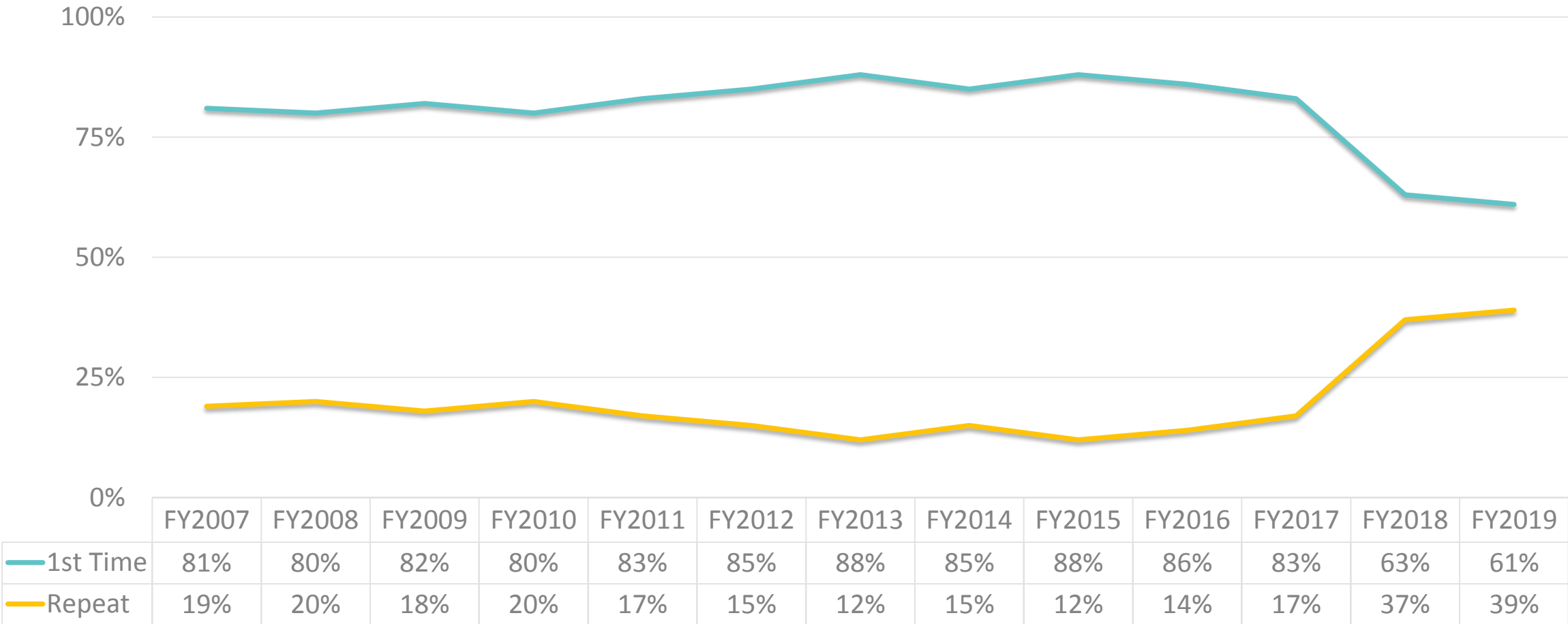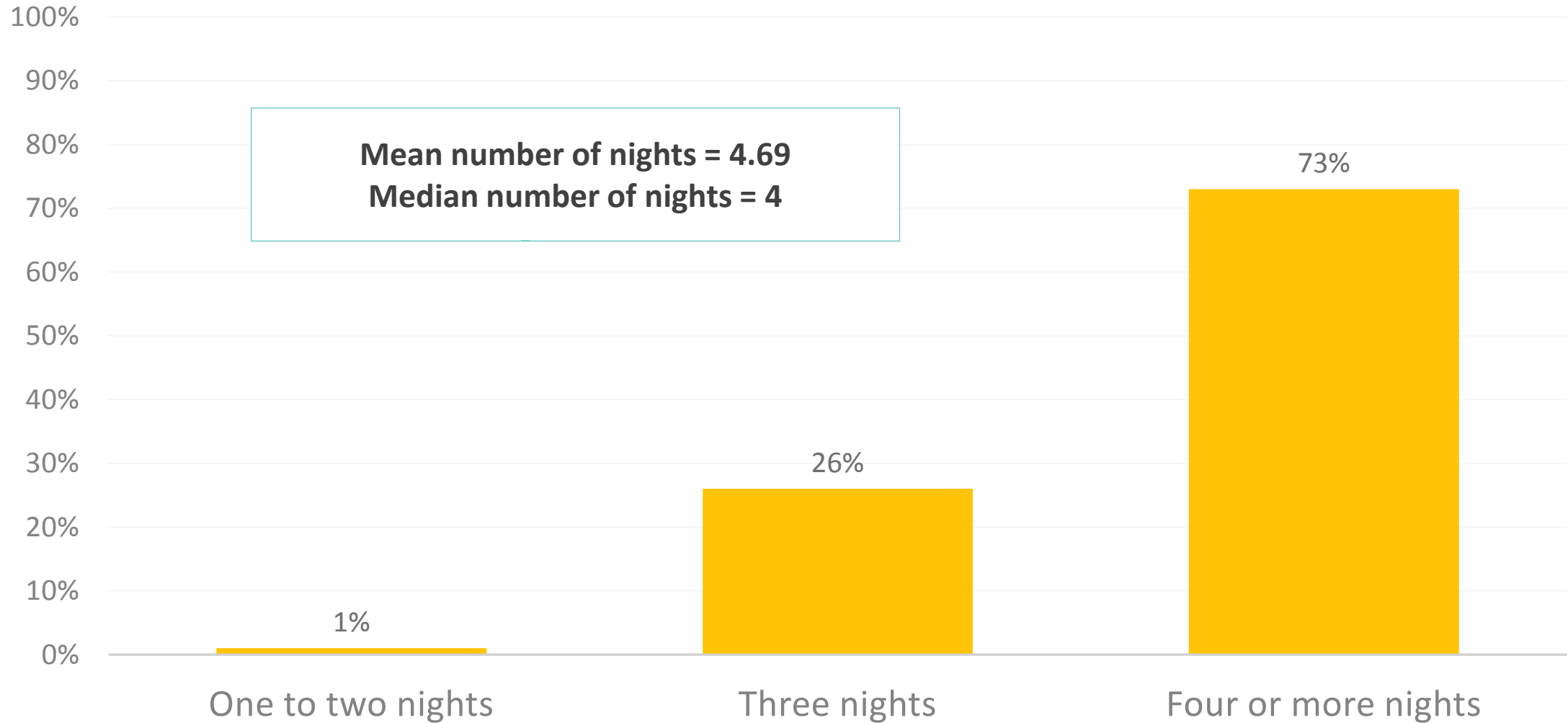
TRIPS TO GUAM – SEGMENTATION

GVB VISITOR SATISFACTION STUDY

Q9 Including this trip, how many times have you been to Guam?

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
Q9	1st time	61%	56%	46%	67%	71%	83%	46%		79%
	Repeat	39%	44%	54%	33%	29%	18%	54%	100%	21%
	Total	4285	3685	2192	307	17	120	194	1677	1756
Q9	Mean	1.54	1.61	1.73	1.48	1.41	1.70	1.84	2.39	1.34
	Median	1	1	2	1	1	1	2	2	1

Prepared by Anthology Research

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

LENGTH OF STAY

Mean number of nights = 4.69
Median number of nights = 4

- One to two nights: 1%
- Three nights: 26%
- Four or more nights: 73%

Q: *How many nights did you stay on Guam?*

LENGTH OF STAY – TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	3.80	3.70	3.60	3.70	3.70	3.70	3.45	3.68	3.76	3.65	3.68	6.14	4.69
MEDIAN											4	4	4

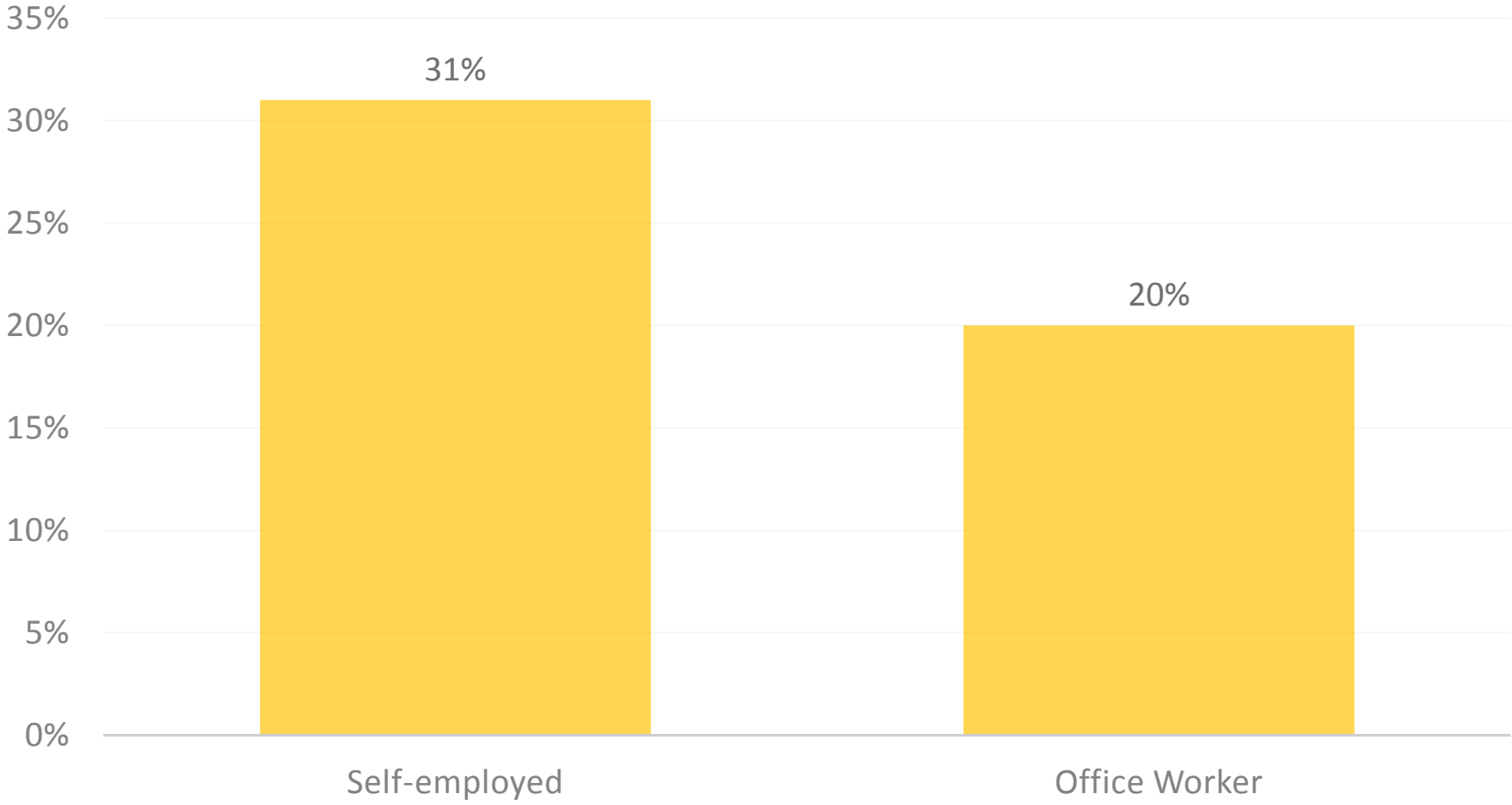*Q: How many nights did you stay on Guam?*

26
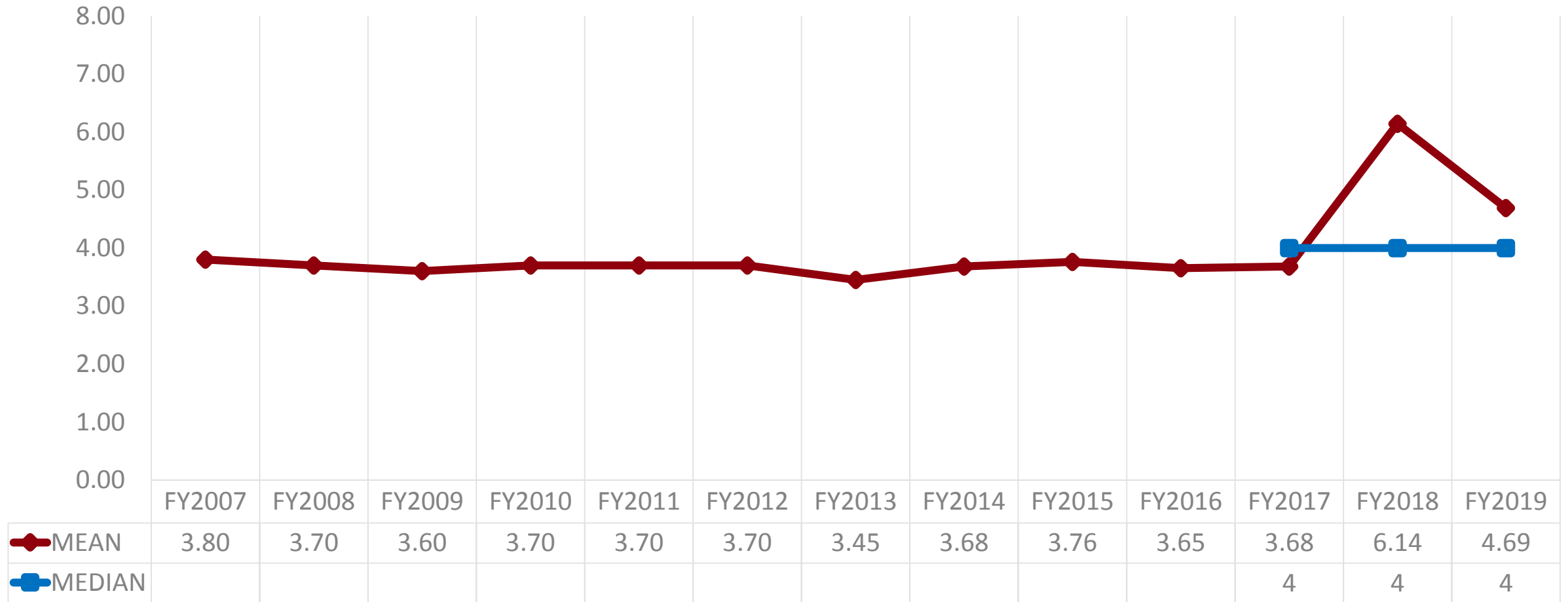
LENGTH OF STAY – SEGMENTATION

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

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
SA	1-2 nights	1%	1%	1%	1%	6%			1%	1%
	3 nights	26%	22%	15%	45%	47%	13%	2%	13%	41%
	4+	73%	77%	84%	53%	47%	87%	98%	87%	58%
	Total	4285	3685	2192	307	17	120	194	1677	1756
SA	Mean	4.69	4.87	5.37	4.16	4.12	4.53	6.35	5.48	3.88
	Median	4	4	5	4	3	4	6	5	4

Prepared by Anthology Research

Q: How many nights did you stay on Guam?

OCCUPATION – Top Responses (10%+)

	Self-employed	Office Worker
	31%	20%

Q: What is your occupation?

SECTION 2
TRAVEL PLANNING

ORGANIZED TOUR GROUP

Organized tour group
7%

No
93%

Q: On this trip, I am a member of an organized tour group?
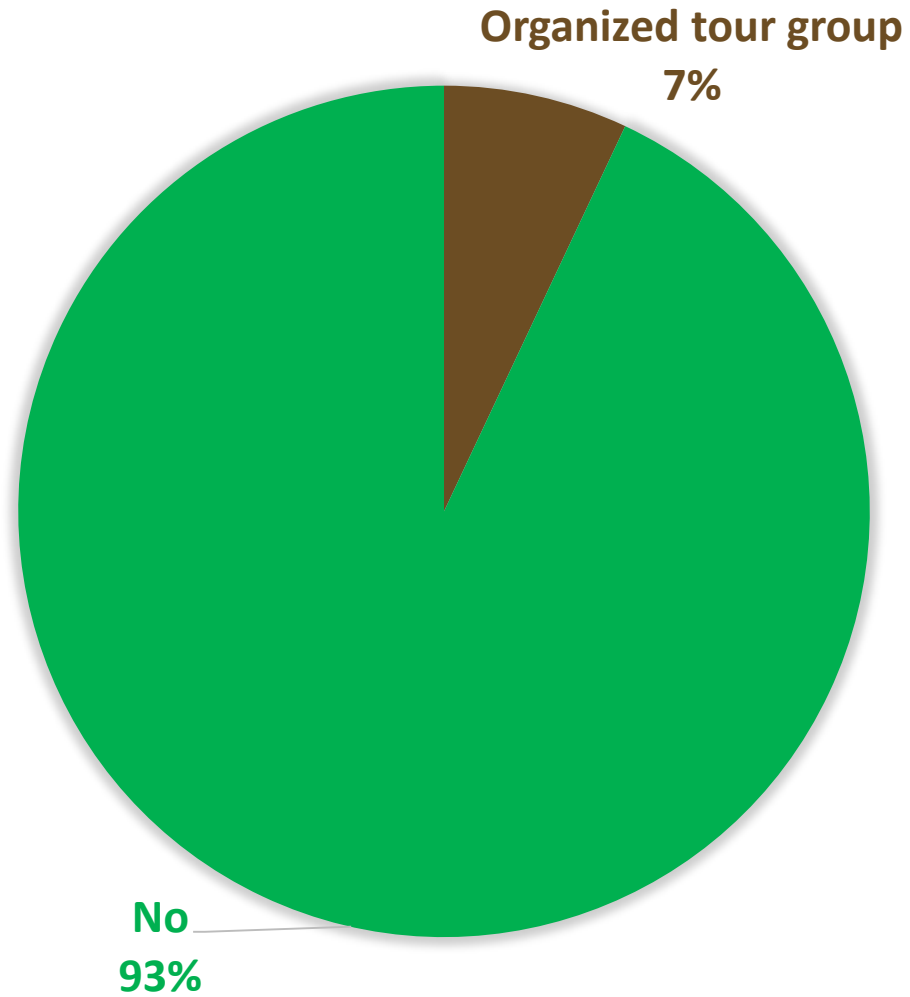
ORGANIZED TOUR GROUP – TRACKING
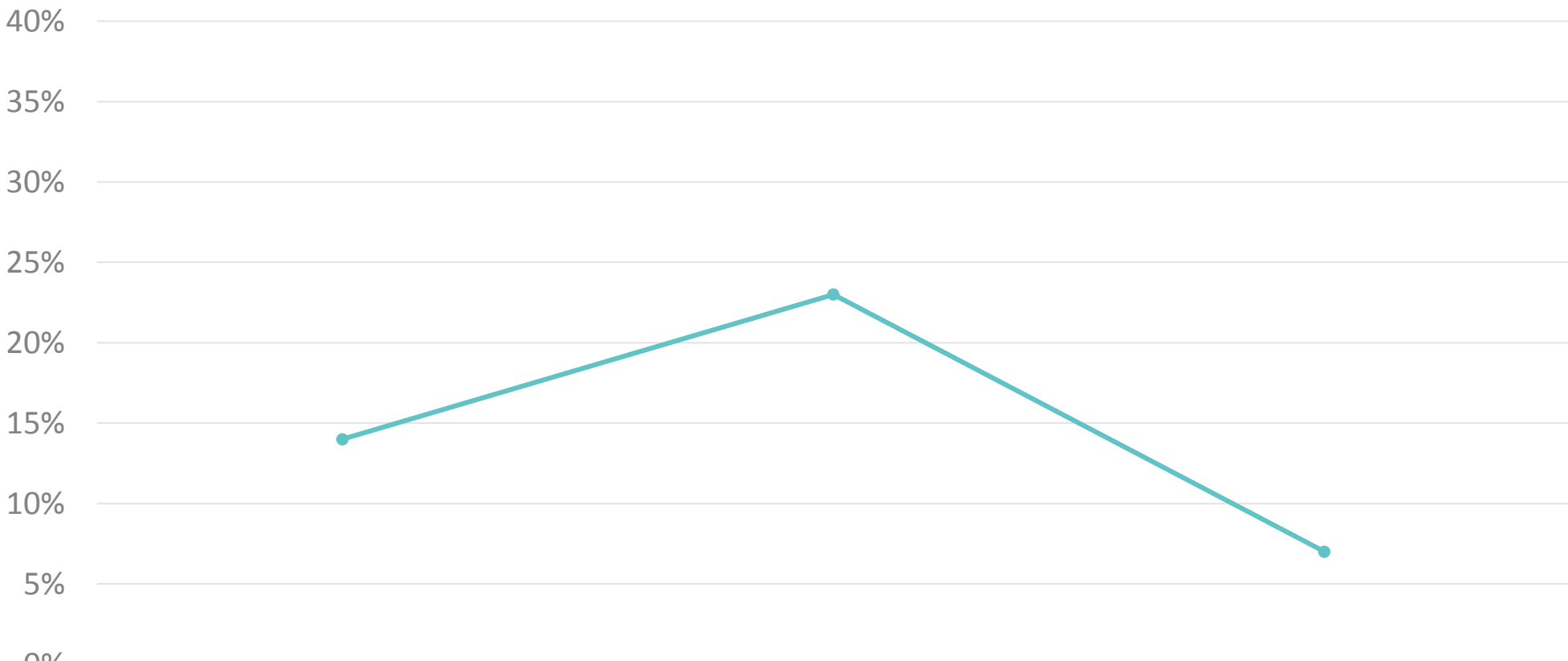
	FY2017	FY2018	FY2019
Organized Group Tour	14%	23%	7%

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

ONLINE BOOKING

No, 12%

**Made Arrangements
Online, 88%**

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

	FY2019	FY2020
●━ Online Booking	88%	

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

TRAVEL ARRANGEMENTS

Q: How did you book your travel arrangements to Guam?
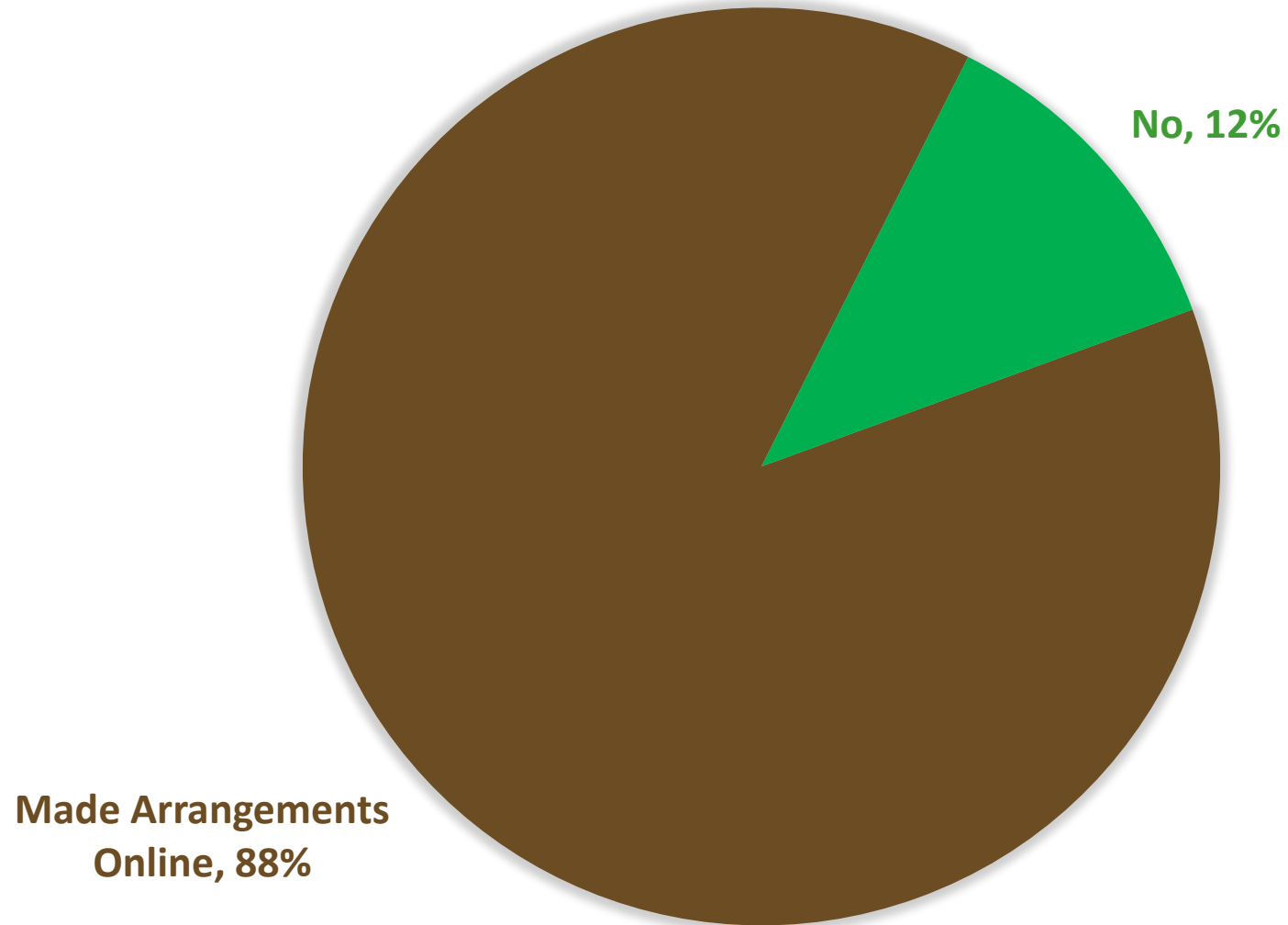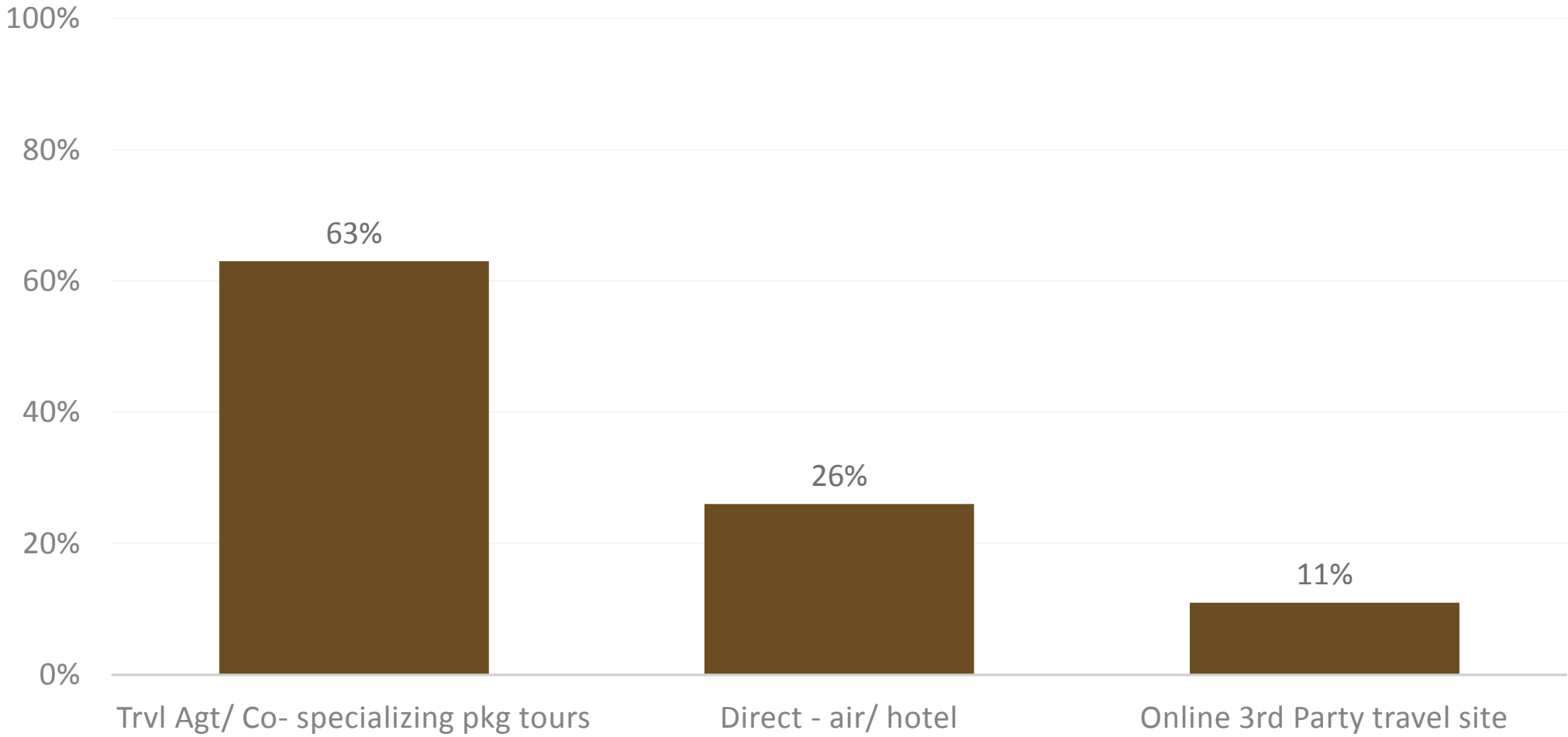
TRAVEL ARRANGEMENTS – TRACKING

	FY2019	FY2020
Trvl Agt/ Co- Pkg Tour	63%	
Online 3rd Party	11%	
Direct Air/ Hotel	26%	

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

PREPAID PACKAGE TRIP

Prepaid Package Trip
39%

No
61%

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

PREPAID PACKAGE TRIP

	FY2017	FY2018	FY2019
Prepaid Pkg Trip	70%	62%	39%

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

ACCOMMODATIONS (5%+)

40%

35%

30%

25%

24%

20%

15%

13%

10%

7%   7%

5%   6%   6%   5%

0%

PIC   Pacific Star   Hyatt Regency   Dusit Thani   Outrigger Guam Resort   Holiday Resort   Fiesta Resort

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

TRAVEL MOTIVATIONS (10%+)

Bar chart values:
- Prior Trip- Positive: 37%
- Vacation: 34%
- Water sport: 33%
- Scuba: 32%
- Relax: 27%
- Visit someone: 16%
- Natural beauty: 15%
- Shopping: 14%
- Sightseeing: 14%
- Price: 14%
- Short Travel Time: 10%
- Career Cert: 10%

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

TRAVEL MOTIVATIONS – Top 3

FY2017	FY2018	FY2019
52% Natural beauty 46% Relax 38% Safety	59% Natural beauty 44% Shopping 29% Price	37% Previous trip 34% Vacation 33% Water sports

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

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

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
Q8	A previous visit	37%	42%	47%	26%	24%	10%	37%	87%	16%
	Vacation	34%	30%	28%	54%	53%	47%	2%	15%	63%
	Water sports (snorkeling, windsurfing, parasailing)	33%	31%	36%	20%		16%	14%	31%	23%
	Scuba diving	32%	35%	44%	14%	6%	5%	29%	48%	4%
	Just to relax	27%	27%	19%	37%	6%	29%	2%	14%	49%
	To visit friends or relatives	16%	18%	22%	7%	18%	6%	26%	26%	1%
	Beautiful seas, beaches, tropical climate	15%	13%	10%	12%		11%		5%	28%
	Price of the tour package	14%	15%	17%	16%	6%	6%	44%	19%	5%
	Sightseeing/ visiting tourist spots	14%	12%	6%	14%	24%	7%		2%	26%
	Shopping	14%	12%	12%	16%	12%	16%		7%	23%
	Short travel time (not too far from home)	10%	10%	9%	13%	12%	13%	4%	6%	16%
	Career certification/ testing	10%	11%	14%	6%	6%	2%	23%	12%	0%
	Recommendation of friend/ relative/ travel agency	9%	9%	4%	11%		8%	4%	3%	12%
	To Get Married/ attend Wedding	6%	7%	8%	3%		6%	100%	8%	0%
	Honeymoon	4%	4%	3%	6%		100%	4%	2%	5%
	Social Media networks	3%	3%	3%	5%		1%	3%	2%	4%
	Organized sporting activity/ event	3%	3%	4%	4%		1%	5%	3%	2%
	It is a safe place to spend a vacation	3%	3%	1%	3%				2%	4%
	To golf	2%	2%	2%	3%	6%		2%	2%	1%
	Adventure	1%	1%	1%	1%		1%	1%	1%	1%
	Incentive trip	0%	0%	0%	3%	82%			0%	1%
	Magazines/ newspapers/ publications	0%	0%	0%	0%		1%		0%	1%
	Company/ business trip	0%	0%	0%	4%	18%			0%	0%
	Shop Guam e-Festival	0%	0%	0%	0%		1%		0%	0%
	Convention/ conference/ trade show/ meeting	0%	0%	0%	0%	18%			0%	0%
	School trip	0%	0%	0%	1%				0%	0%
	Medical	0%	0%	0%						0%
	Travel shows/ agents	0%	0%	0%					0%	
	Total	3229	2811	2192	207	17	120	194	1374	1756

Prepared by Anthology Research

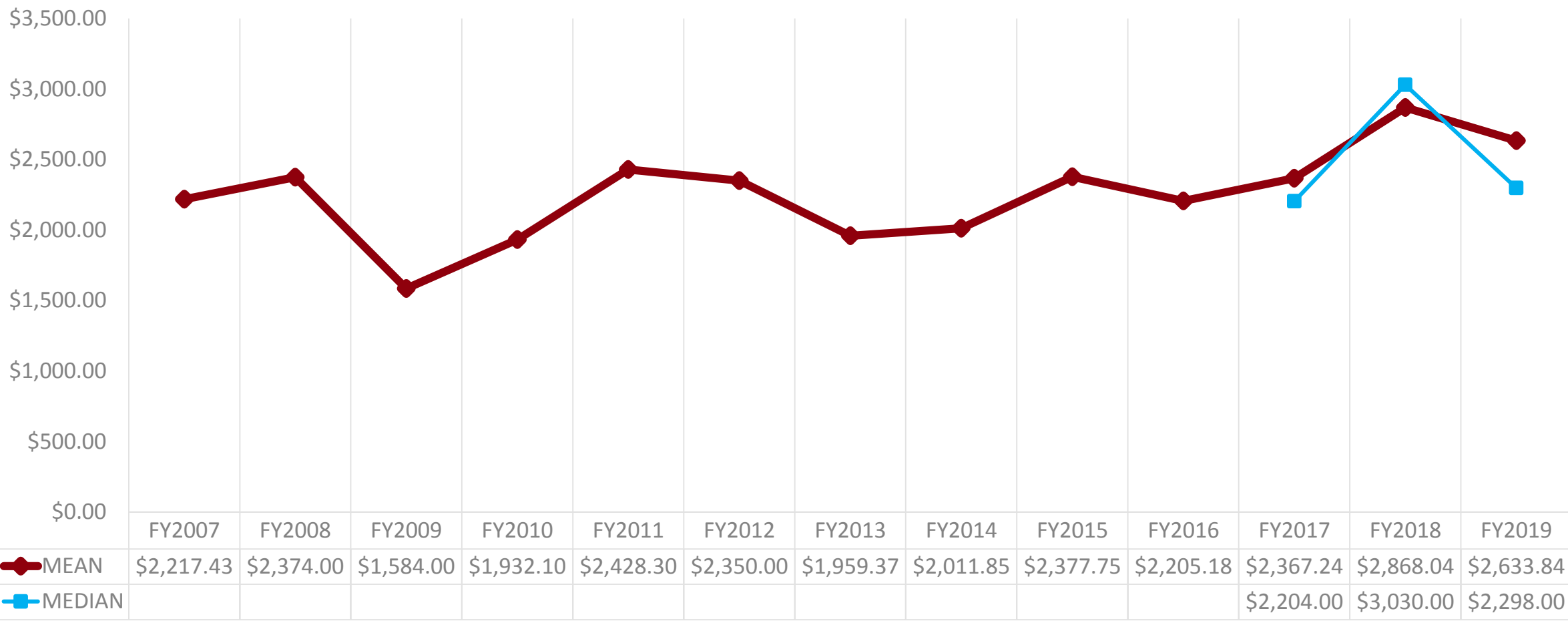*Q: What top three reasons motivated you to travel to Guam on this trip?*
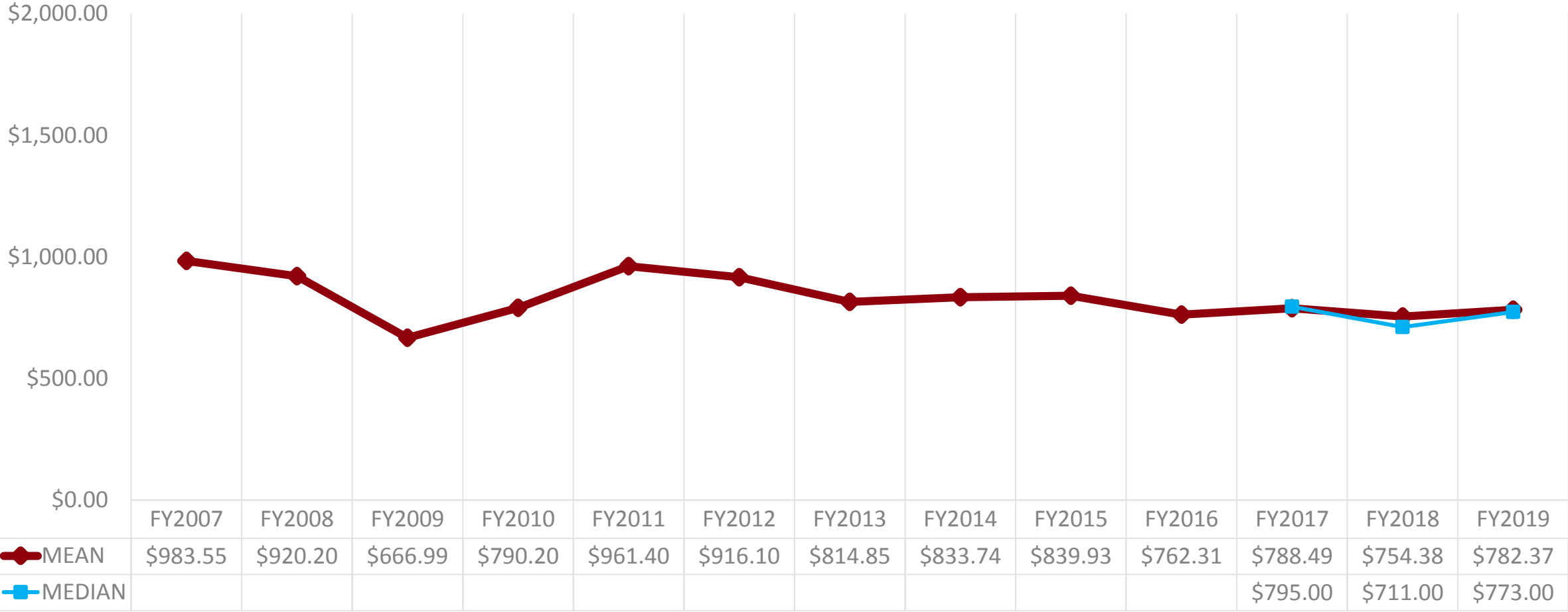
SECTION 3
EXPENDITURES

PREPAID PACKAGE EXPENDITURES

- $2,633.84 = overall mean average prepaid package expense (for entire travel party) by respondent

- $782.37 = overall mean average **per person** prepaid package expenditures

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

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$2,217.43	$2,374.00	$1,584.00	$1,932.10	$2,428.30	$2,350.00	$1,959.37	$2,011.85	$2,377.75	$2,205.18	$2,367.24	$2,868.04	$2,633.84
MEDIAN											$2,204.00	$3,030.00	$2,298.00

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

PREPAID PACKAGE – PER PERSON EXPENSE TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$983.55	$920.20	$666.99	$790.20	$961.40	$916.10	$814.85	$833.74	$839.93	$762.31	$788.49	$754.38	$782.37
MEDIAN											$795.00	$711.00	$773.00

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

PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

GVB VISITOR SATISFACTION STUDY

Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party?
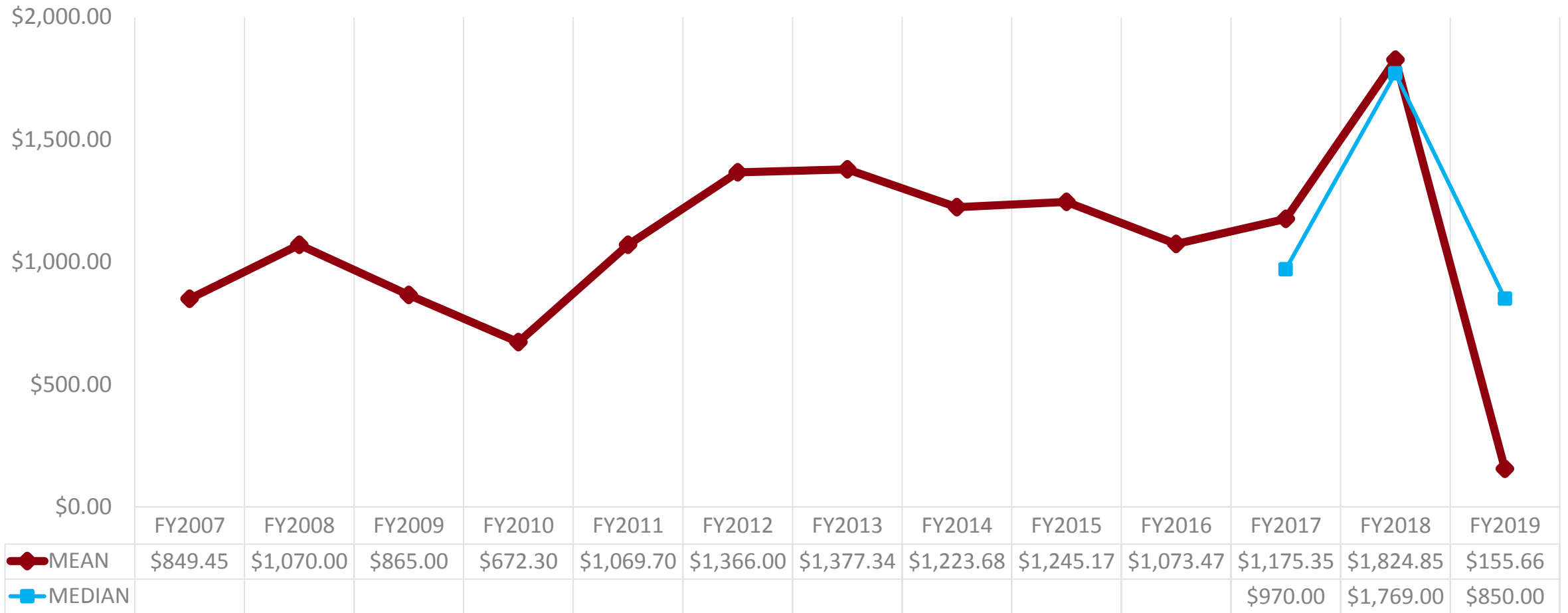
		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
PREPAID PKG TRAVEL PARTY	Mean	$2,633.84	$2,894.79	$1,888.10	$2,581.09	$1,366.92	$2,327.92	$2,914.06	$3,010.09	$2,676.98
	Median	$2,298	$2,511	$1,701	$1,674	$0	$2,556	$2,556	$2,649	$2,316

Prepared by Anthology Research

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

PREPAID PACKAGE – BREAKDOWN

Legend: MEAN (teal), MEDIAN (yellow)

	Airfare	Lodging	Other
MEAN	$1,155.66	$1,067.36	$743.36
MEDIAN	$850	$889	$351

Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards…?
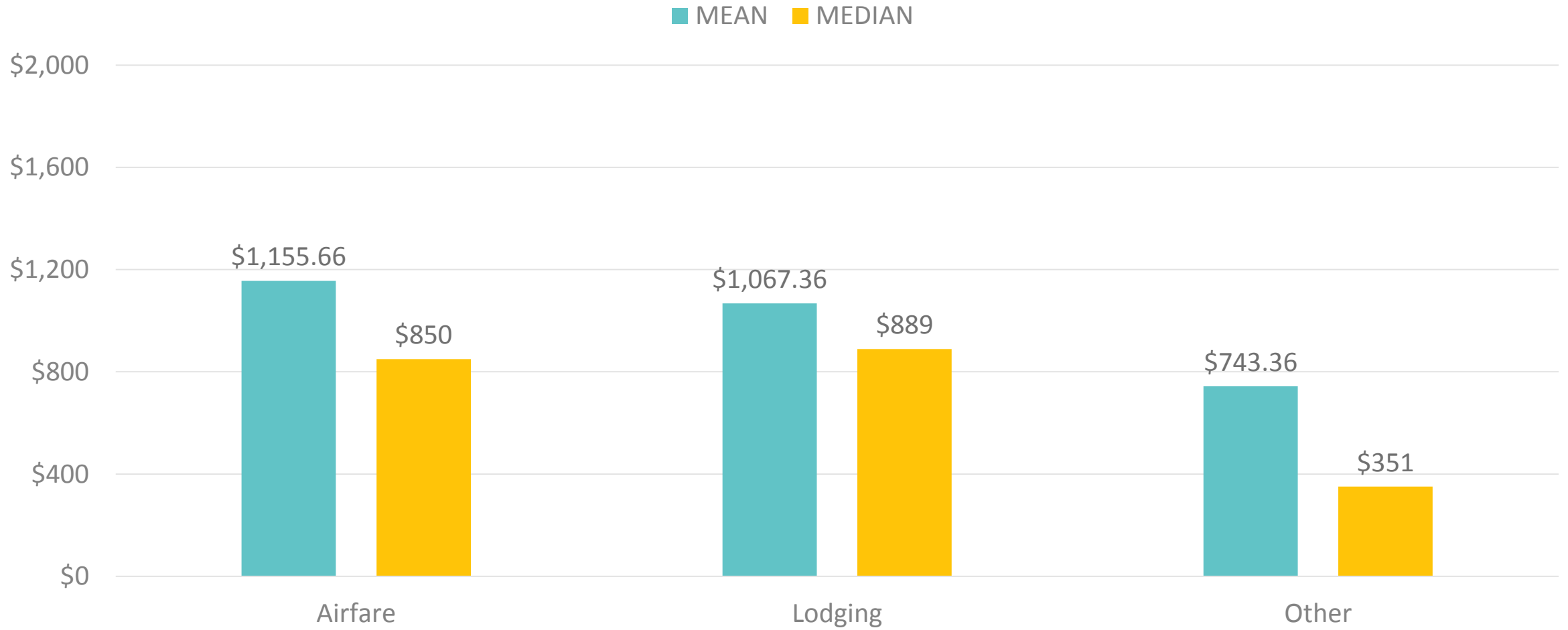
Prepaid –Tracking: Airfare

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$849.45	$1,070.00	$865.00	$672.30	$1,069.70	$1,366.00	$1,377.34	$1,223.68	$1,245.17	$1,073.47	$1,175.35	$1,824.85	$155.66
MEDIAN											$970.00	$1,769.00	$850.00

Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards…?

Prepaid –Tracking: Accommodations

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$625.23	$578.00	$595.00	$580.90	$944.80	$1,385.10	$932.53	$787.12	$758.08	$829.66	$936.04	$691.61	$1,067.36
MEDIAN											$795.00	$622.00	$889.00

49   *Q: (OPTTIONAL) Of the total prepaid package trip cost, how much went towards…?*

PREPAID PACKAGE – BREAKDOWN

Bar chart showing percentage breakdown:
- Airfare: 97%
- Lodging: 95%
- Breakfast: 82%
- Lunch/ Dinner: 44%
- Rental car: 26%
- Tours/ Attractions: 24%

Q: What did the package trip include?

- $2,789.20 = overall mean average airfare expense (for entire travel party) by respondent

- $678.97 = overall mean average **per person** airfare expenditures

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)?
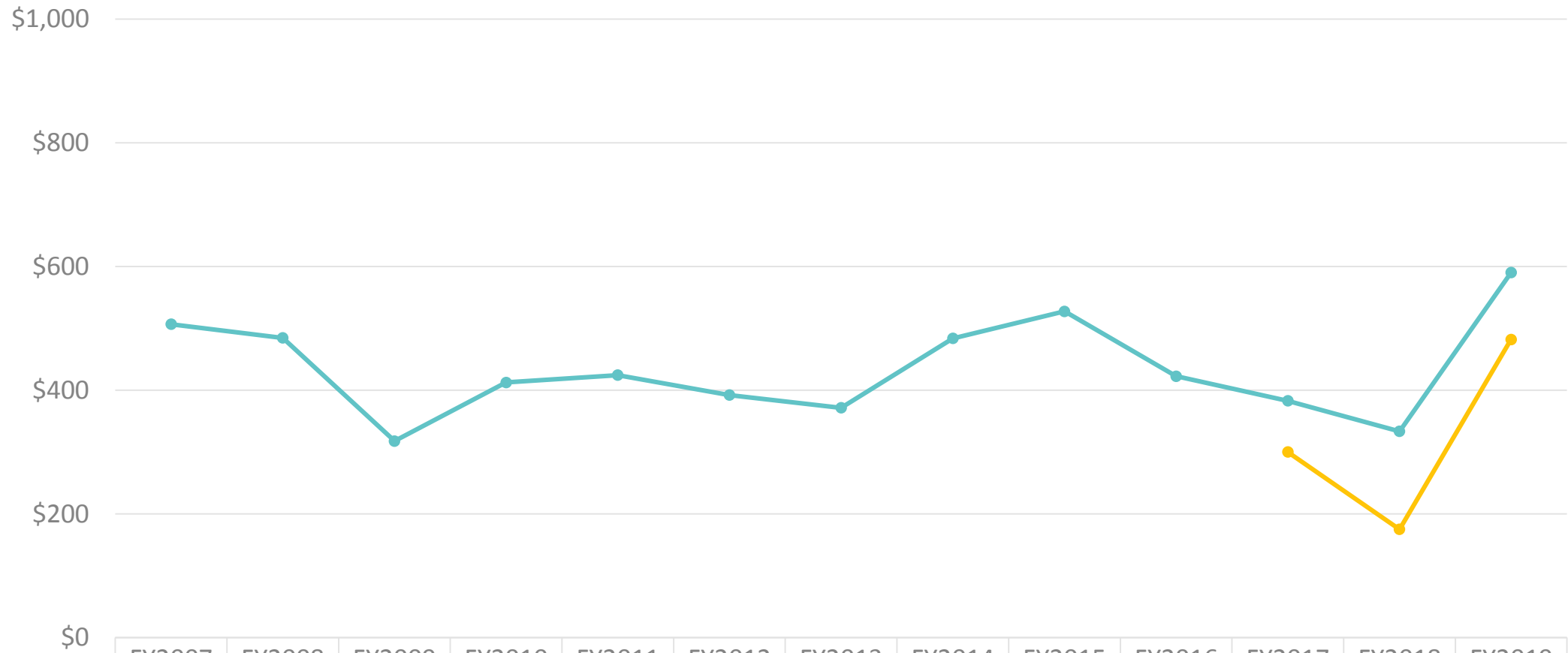
AIRFARE – FIT TRAVELER (GROUP) TRACKING

	FY2019	FY2020
MEAN	$2,789.20	
MEDIAN	$3,594.00	

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
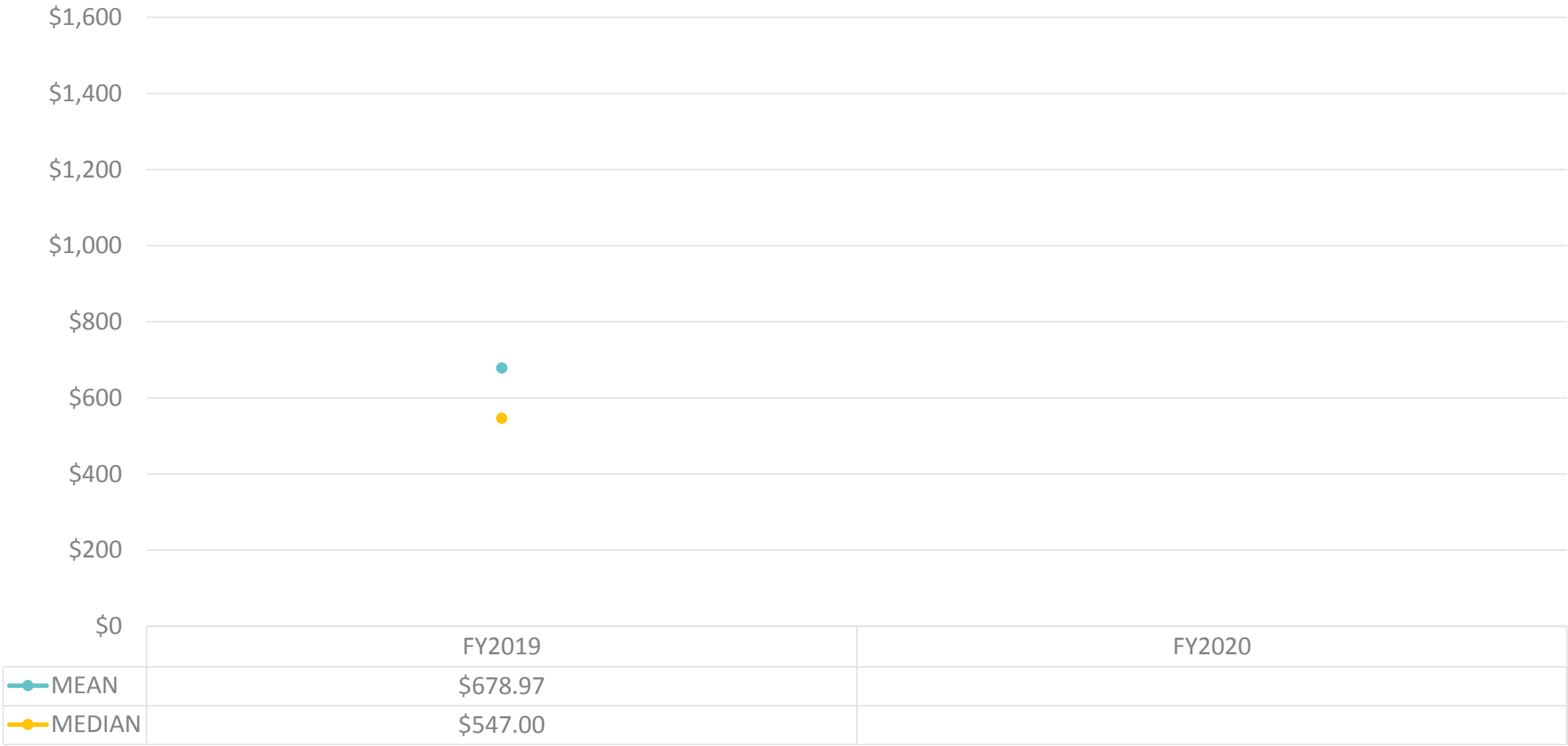
	FY2019	FY2020
●—MEAN	$678.97	
●—MEDIAN	$547.00	

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)?

- $1,939.59 = overall mean average expense (for entire travel party) by respondent

- $590.13 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$1,051.20	$1,085.50	$679.80	$907.50	$939.30	$886.30	$835.06	$1,030.98	$1,357.77	$1,089.73	$972.69	$887.40	$1,939.59
MEDIAN											$700.00	$700.00	$1,200.00

55
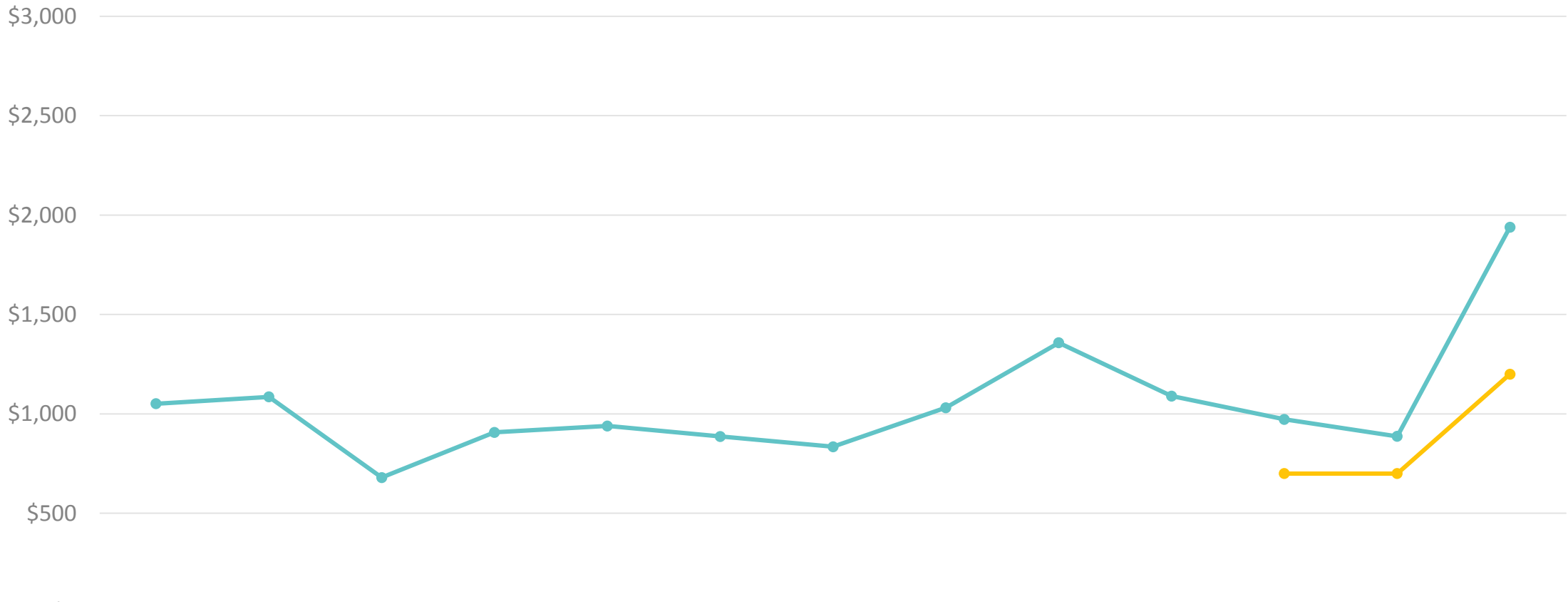
ONISLE – PER PERSON TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$506.58	$484.52	$317.62	$412.40	$424.40	$392.00	$371.59	$483.79	$527.40	$422.59	$382.70	$333.44	$590.13
MEDIAN											$300.00	$175.00	$482.00
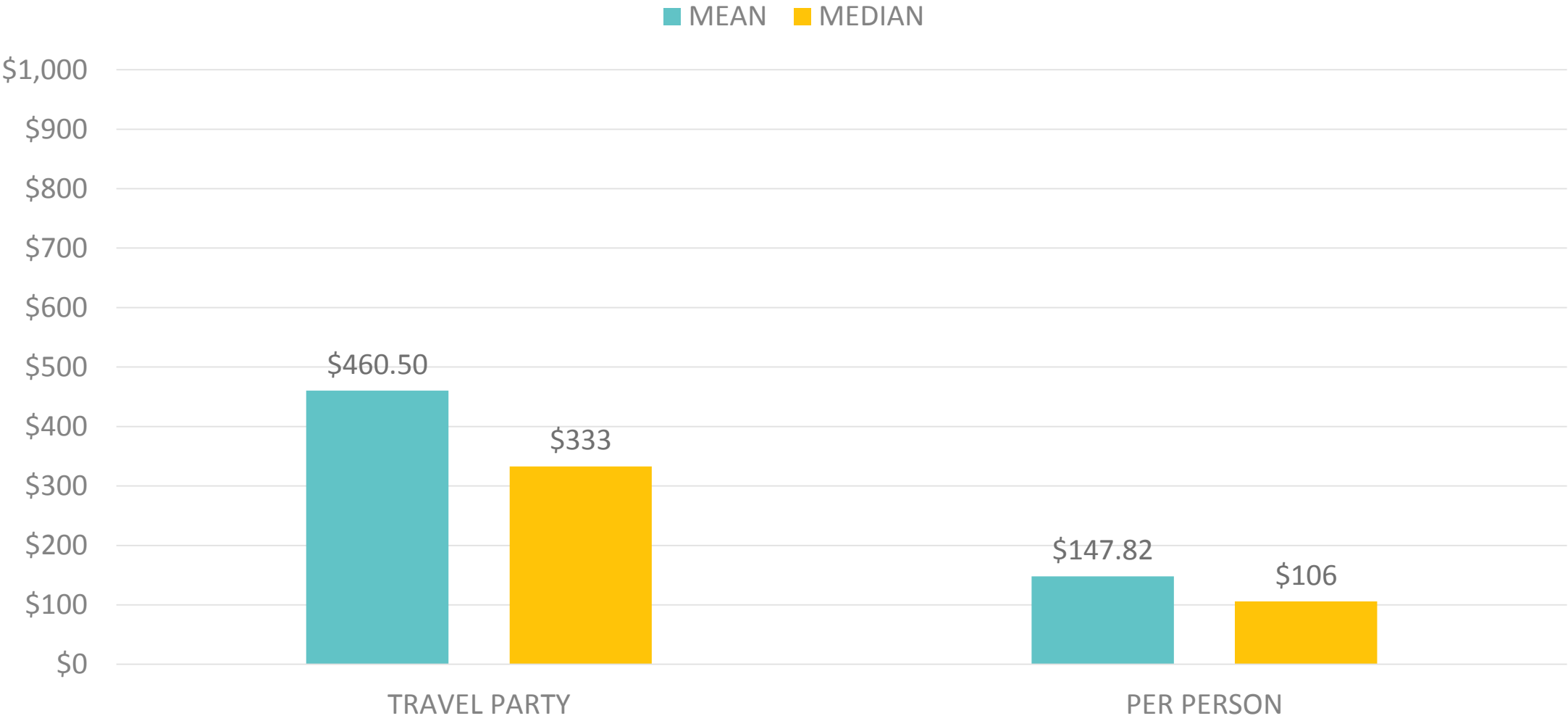
ONISLE – TRAVEL PARTY/ PER DAY TRACKING
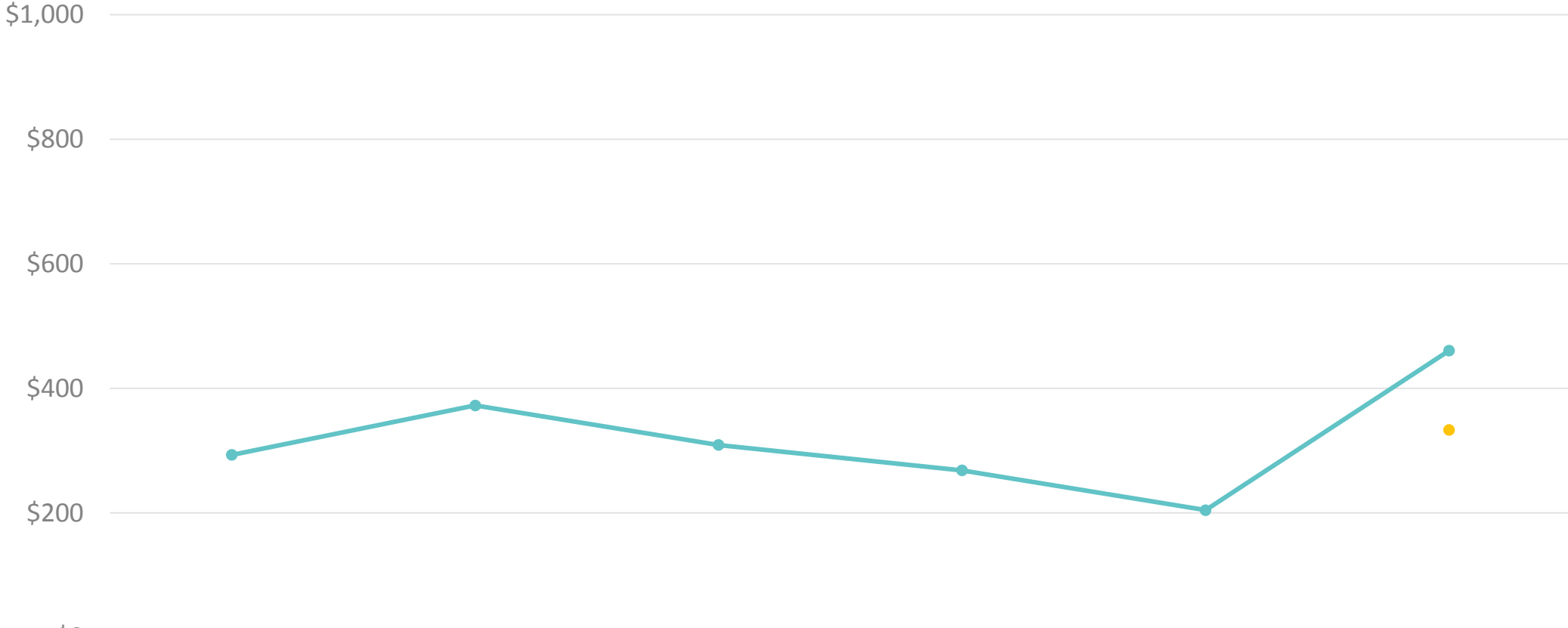
	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$293.02	$372.57	$308.91	$268.23	$204.39	$460.50
MEDIAN						$333.00

58

ONISLE – PER PERSON/ PER DAY TRACKING
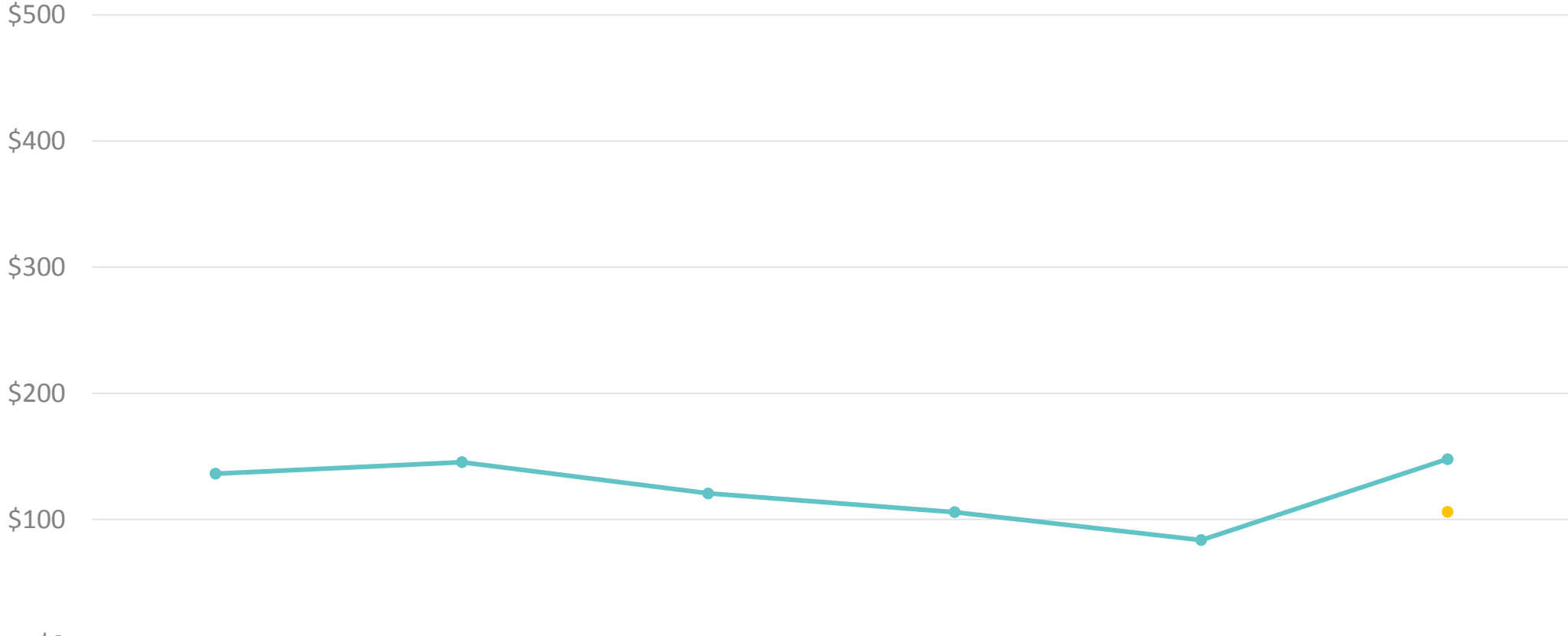
	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$136.26	$145.33	$120.61	$105.74	$83.57	$147.82
MEDIAN						$106.00

ONISLE – ACCOMMODATIONS

Chart showing MEAN of $1,129.60 and MEDIAN of $600.00

Q: *How much additional did you and your family spend on Guam – Lodging?*
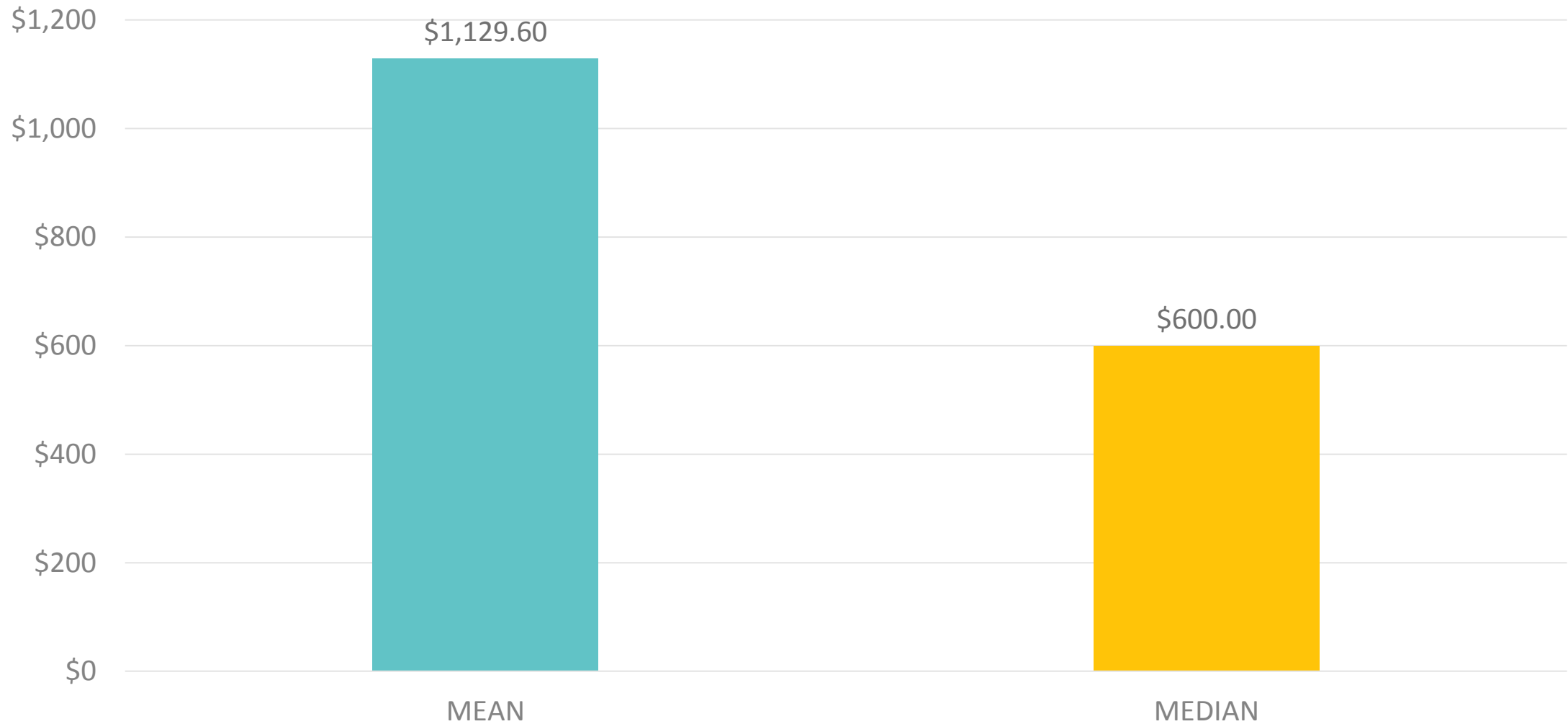
ONISLE – ACCOMMODATIONS TRACKING
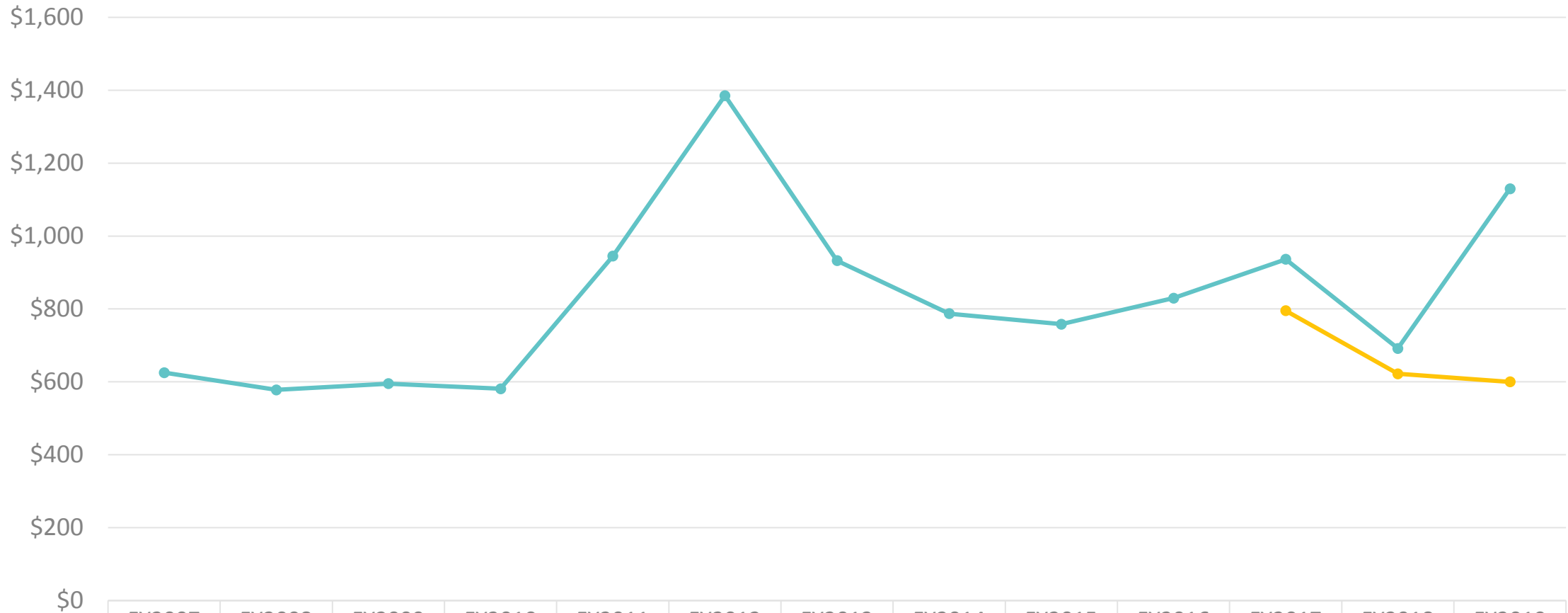
	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$625.23	$578.00	$595.00	$580.90	$944.80	$1,385.10	$932.53	$787.12	$758.08	$829.66	$936.04	$691.61	$1,129.60
MEDIAN											$795.00	$622.00	$600.00

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

ONISLE – FOOD & BEVERAGE

Q: How much additional did you and your family spend on Guam – Food & Beverage?
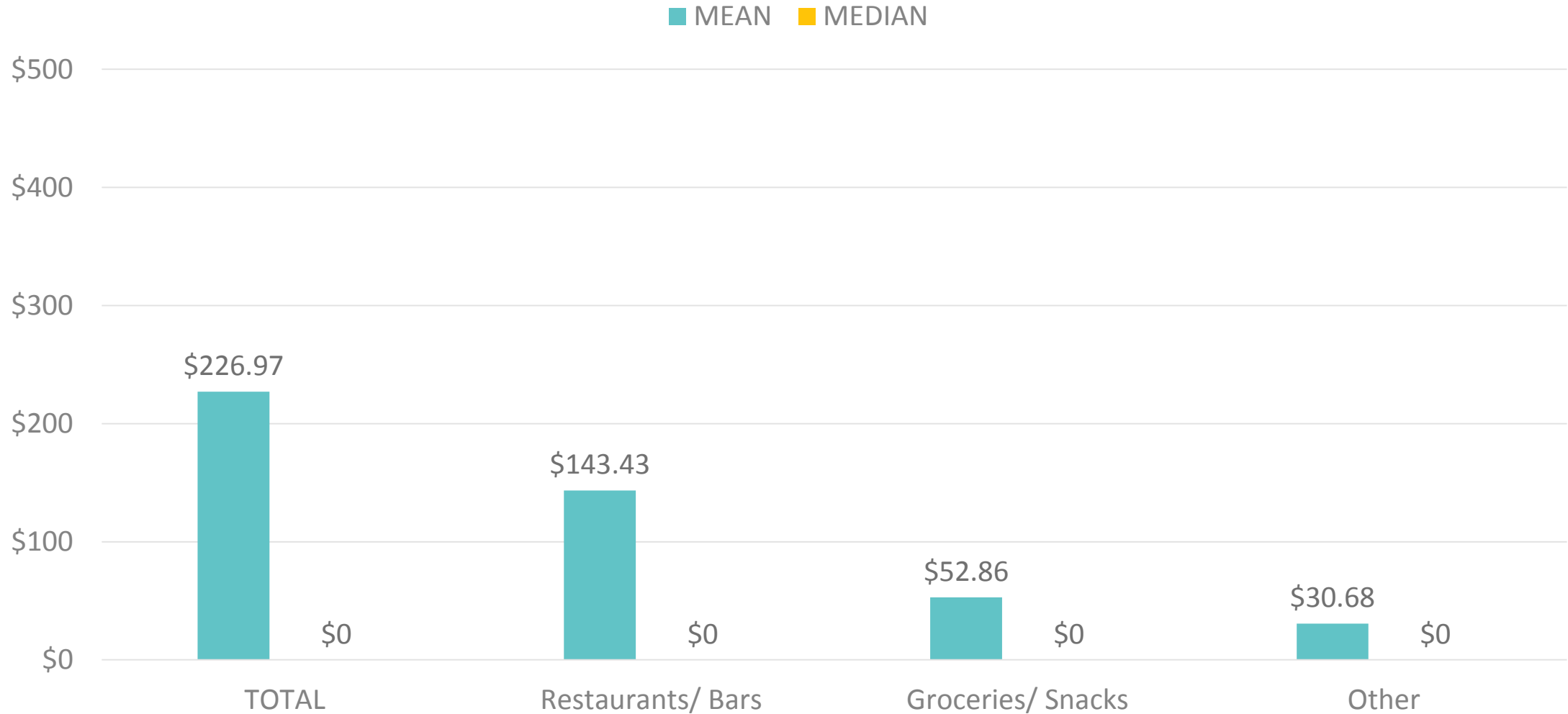
ONISLE – TOTAL FOOD & BEVERAGE TRACKING

	FY2019	FY2020
MEAN	$226.97	
MEDIAN	$0.00	

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

ONISLE – ENTERAINMENT & RECREATION

■ MEAN   ■ MEDIAN

	TOTAL	Attractions & Entertainment	Other Activities/ Tours	Recreation & Sports
MEAN	$138.56	$54.12	$42.93	$41.51
MEDIAN	$0	$0	$0	$0

Q: How much additional did you and your family spend on Guam – Entertainment & Recreation?
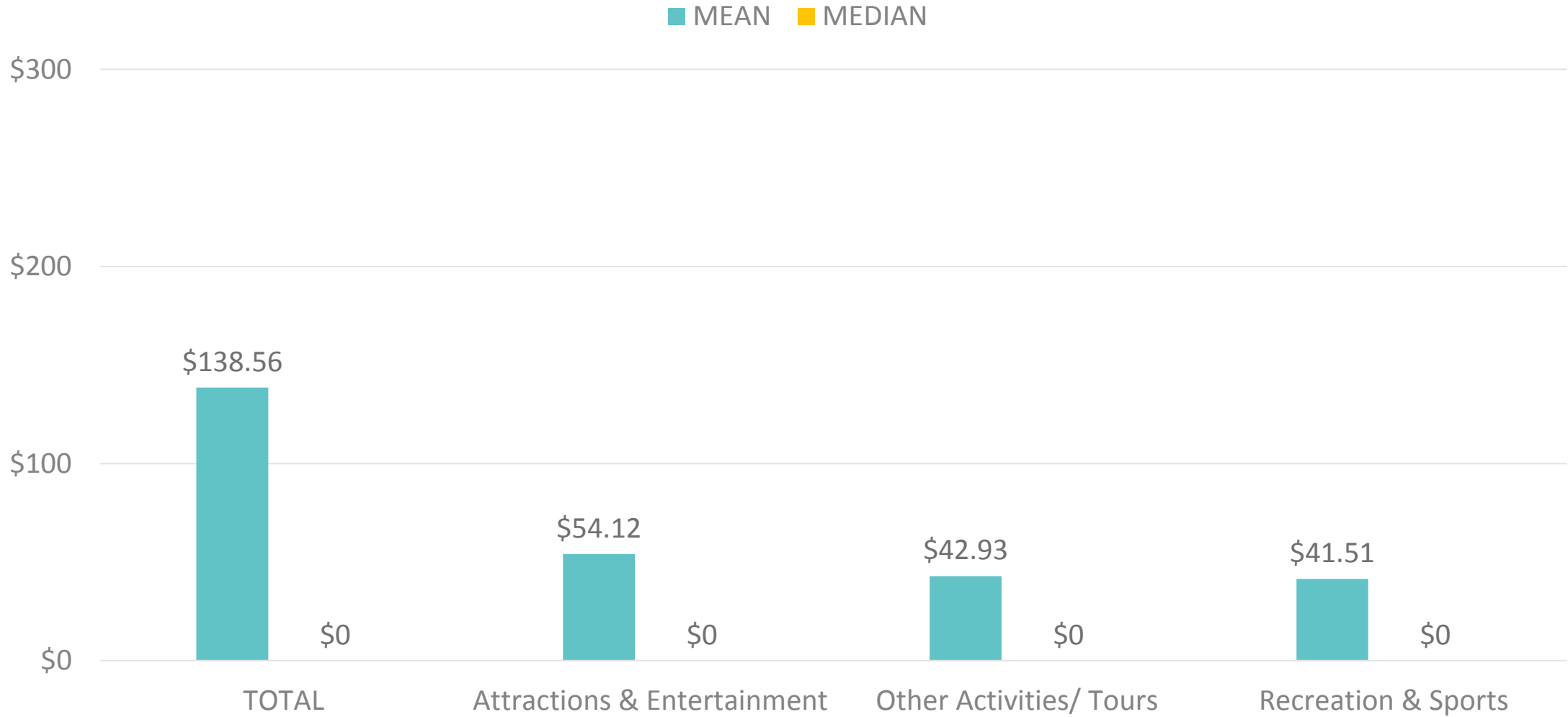
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING

	FY2019	FY2020
—●—MEAN	$138.56	
—●—MEDIAN	$0.00	

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

ONISLE – TRANSPORTATION

MEAN   MEDIAN

- $113.79 — TOTAL (MEAN), $0 (MEDIAN)
- $61.83 — Rental Car/ scooter/ bicycle (MEAN), $0 (MEDIAN)
- $33.02 — Bus, taxi, trolley, etc (MEAN), $0 (MEDIAN)
- $18.94 — Other (MEAN), $0 (MEDIAN)
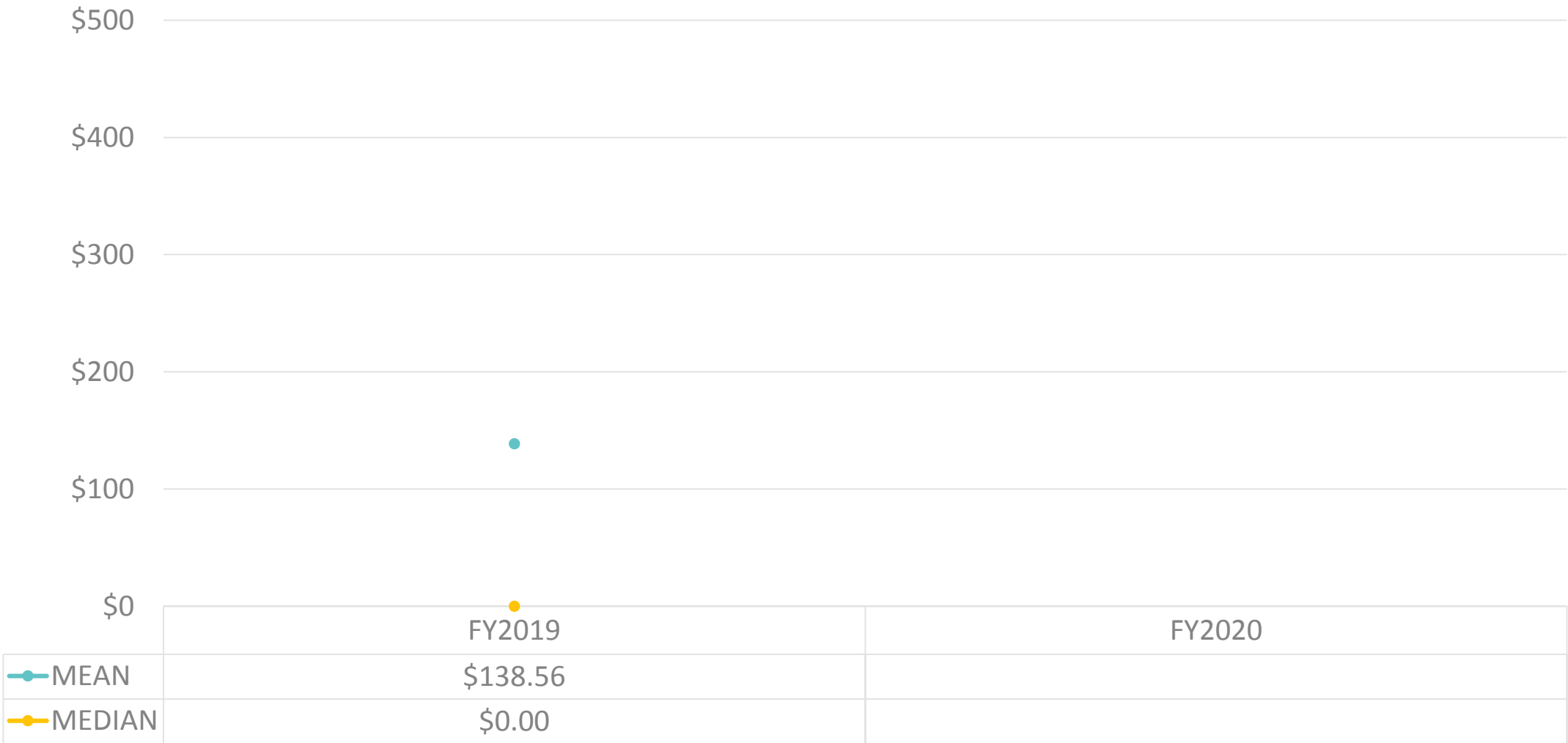
Q: How much additional did you and your family spend on Guam – Transportation?
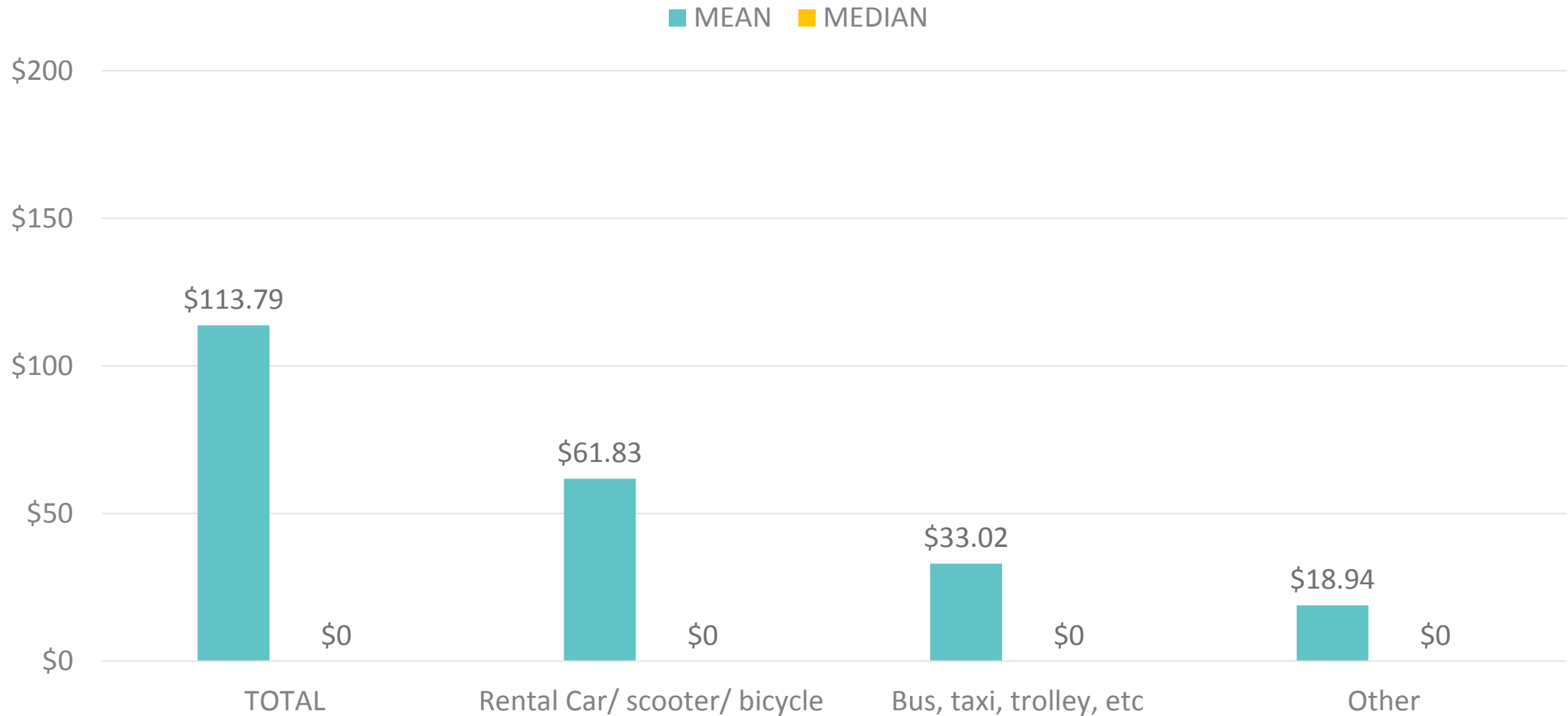
ONISLE – TOTAL TRANSPORTATION TRACKING

	FY2019	FY2020
●— MEAN	$113.79	
●— MEDIAN	$0.00	

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

ONISLE – SHOPPING

■ MEAN ■ MEDIAN

	TOTAL	Fashion & Clothing	Accessories	Cosmetics/ perfume	Food - take home	Jewelry/ watches	Souvenirs	Other
MEAN	$340.56	$126.51	$82.57	$29.31	$29.27	$25.46	$25.03	$22.42
MEDIAN	$0	$0	$0	$0	$0	$0	$0	$0
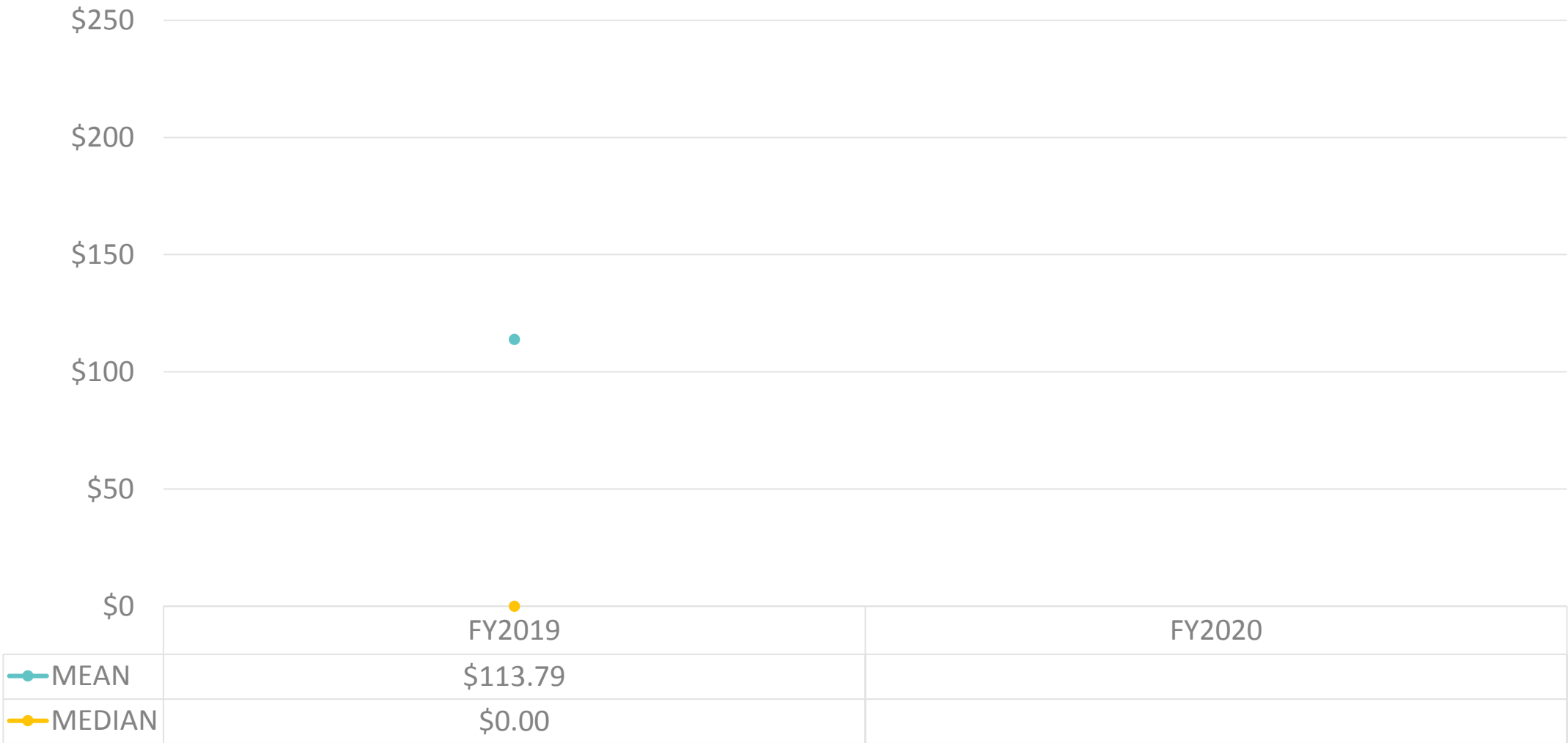
Q: How much additional did you and your family spend on Guam – Shopping?

ONISLE – TOTAL SHOPPING TRACKING

	FY2019	FY2020
MEAN	$340.56	
MEDIAN	$0.00	

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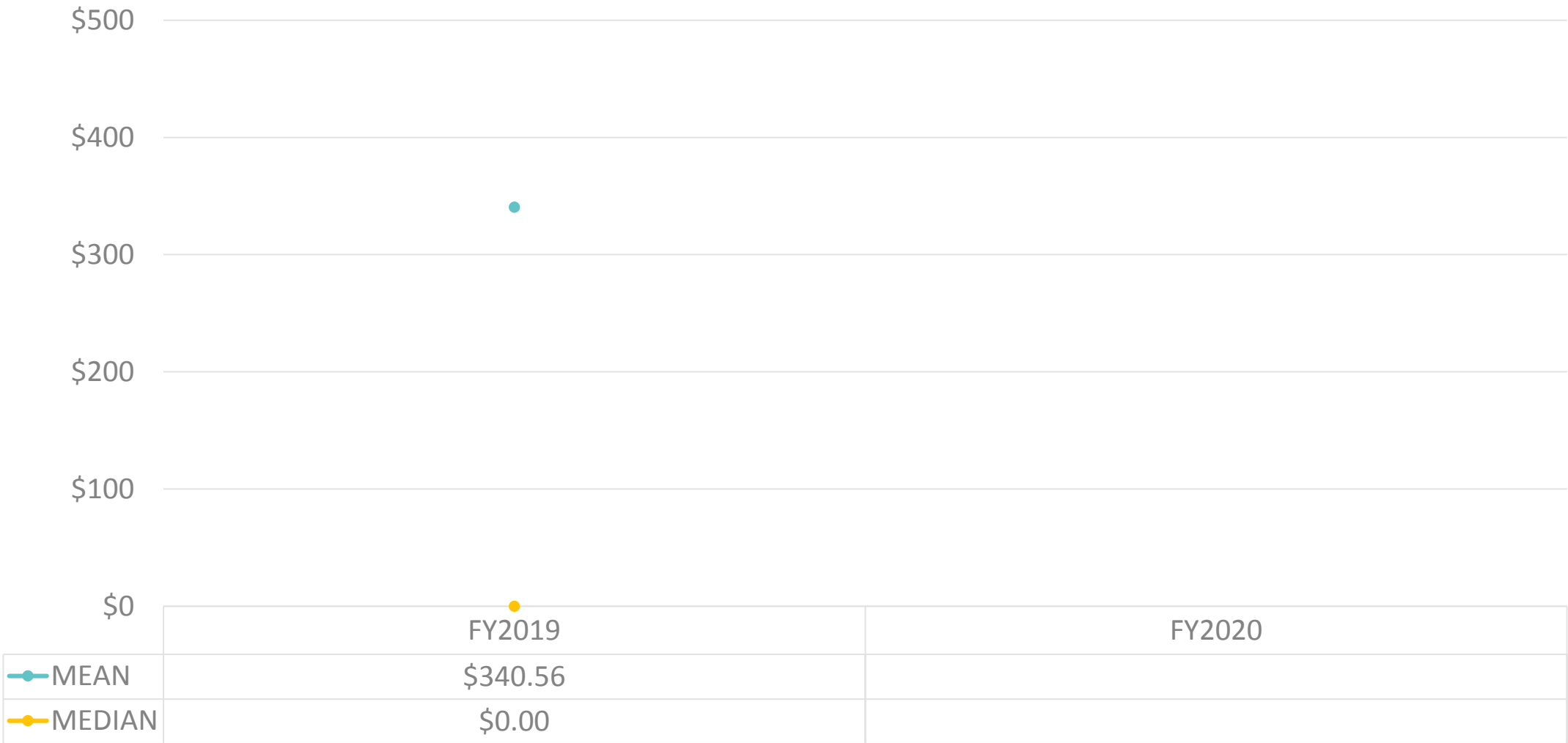
ONISLE – MISCELLANEOUS

MEAN   MEDIAN

$75

$61.08

$50

$25 $24.87

$19.71

$15.33

$1.18

$0 $0 $0 $0 $0

TOTAL   Electronics   Health/ wellness   Household items   Other

70   Q: How much additional did you and your family spend on Guam – Other spending?
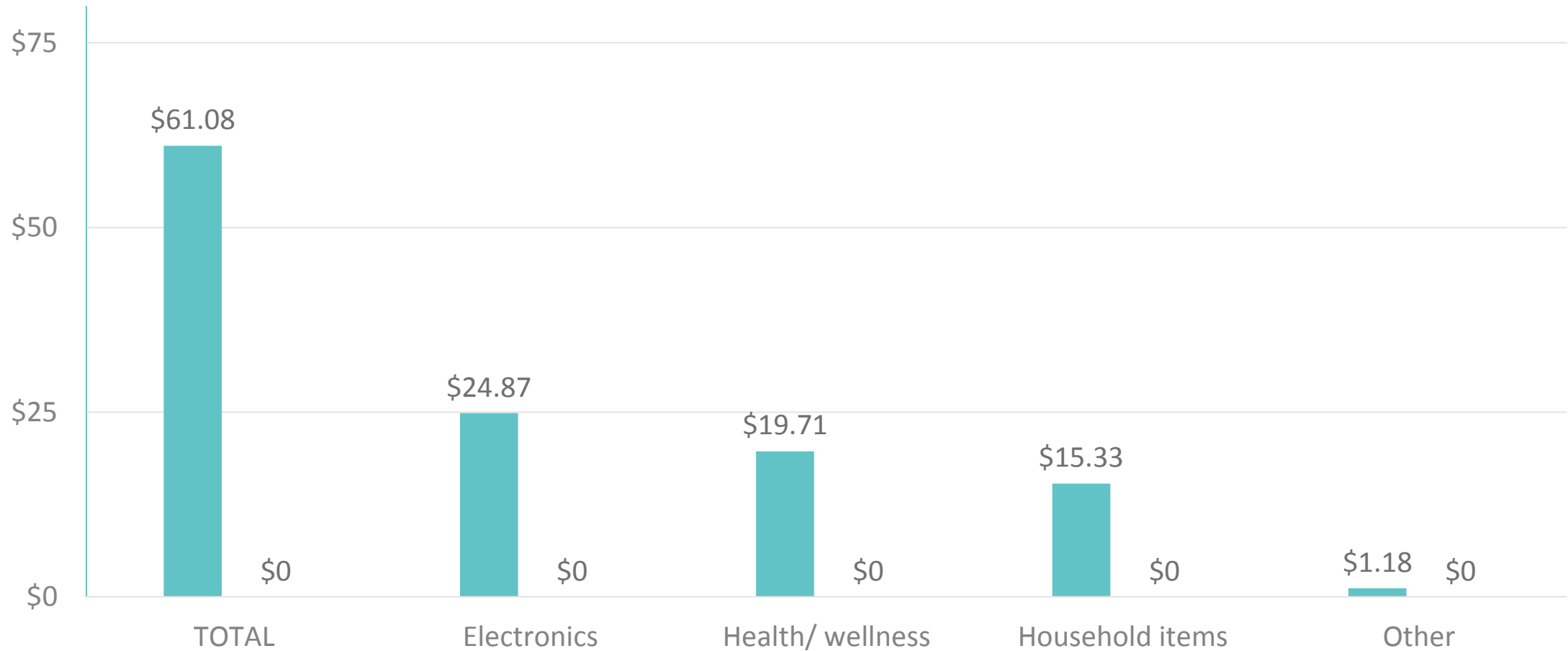
ONISLE – MISCELLANEOUS TRACKING

	FY2019	FY2020
MEAN	$61.08	
MEDIAN	$0.00	

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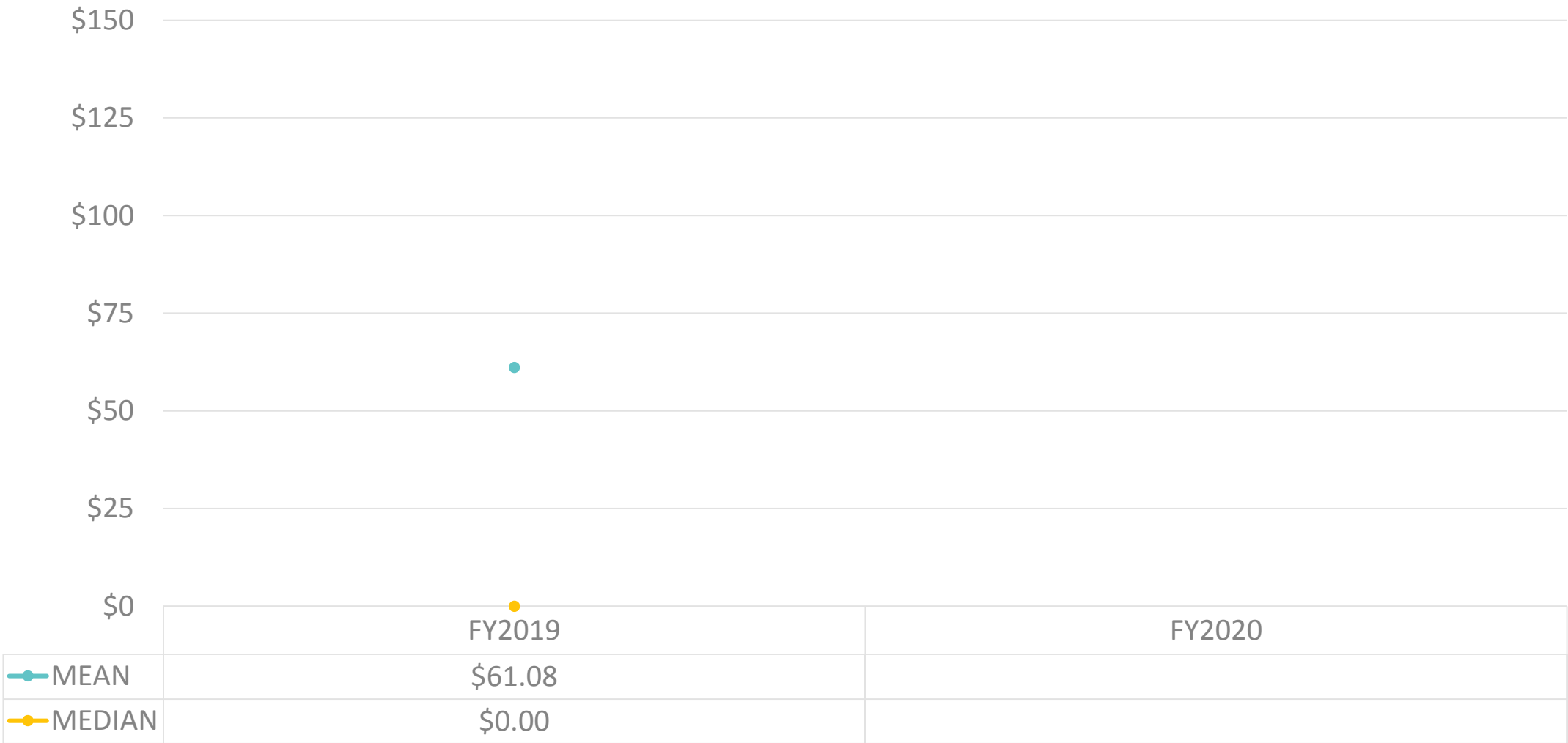
TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

- $1,315.64 = Mean average per person
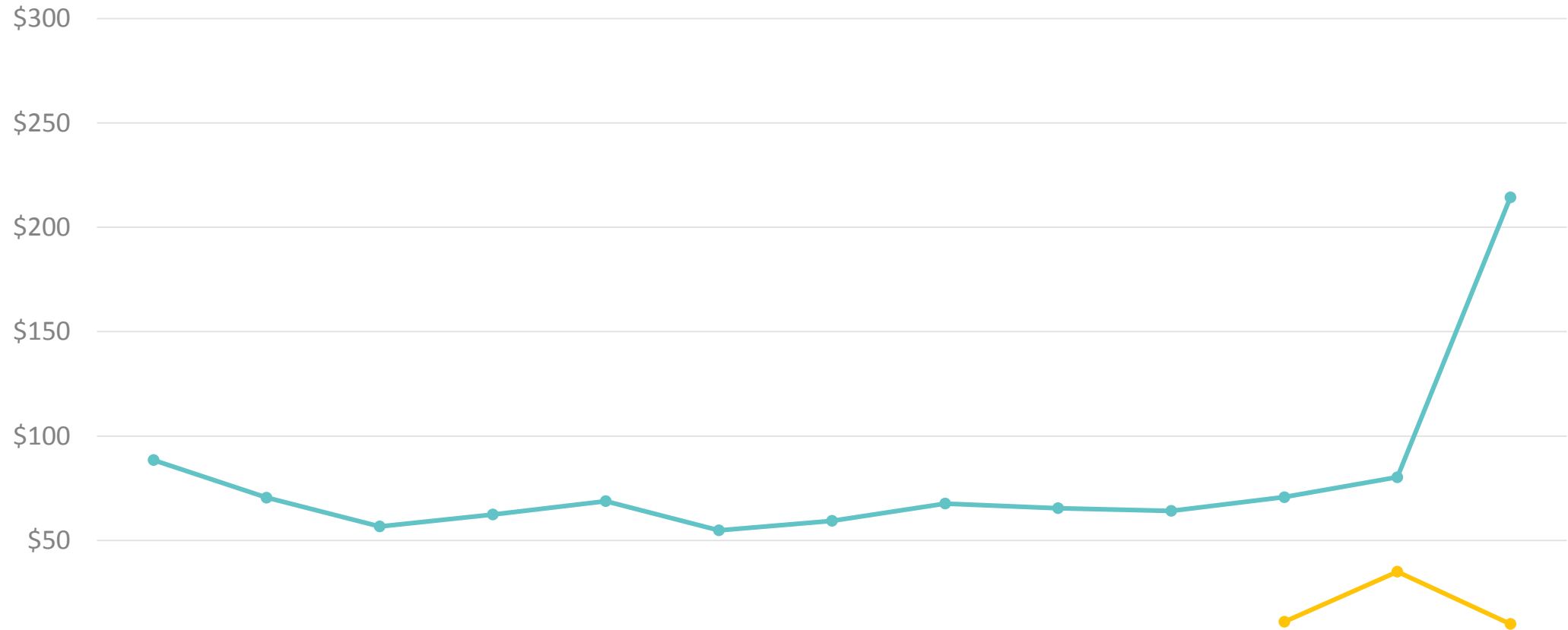
- $1,111 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING
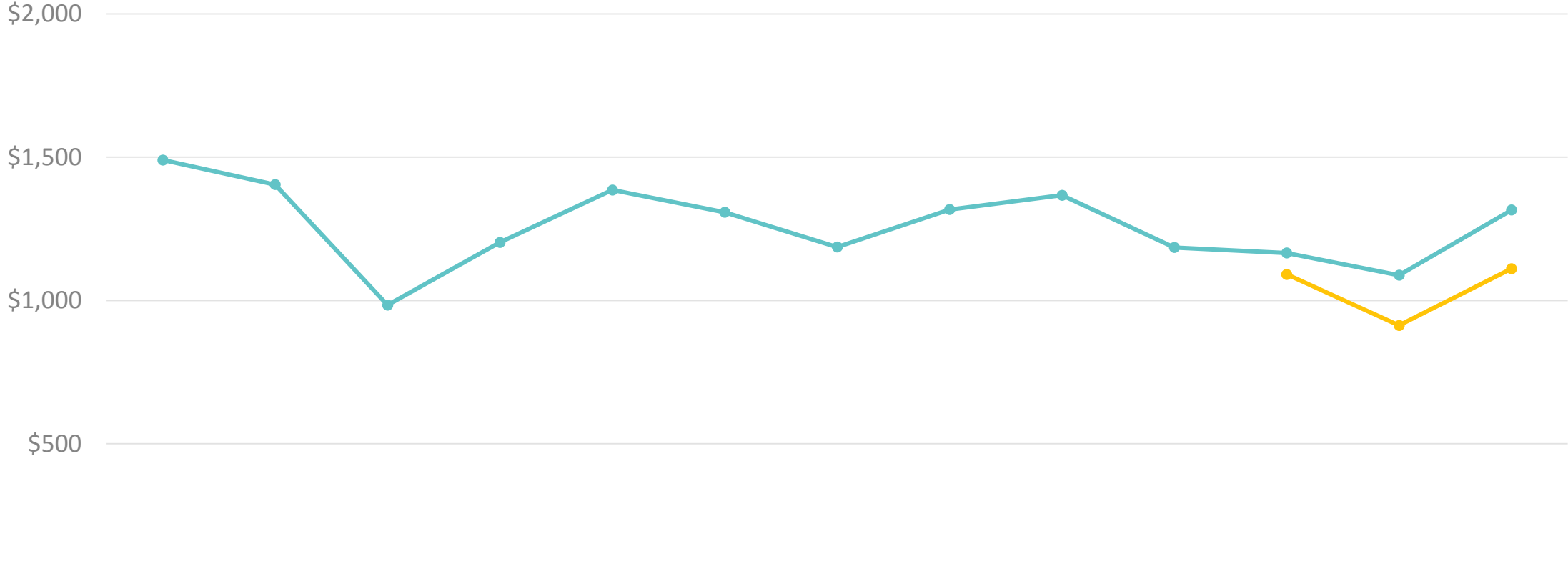
	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$1,490.20	$1,404.40	$984.20	$1,202.80	$1,385.80	$1,307.90	$1,186.61	$1,317.36	$1,367.16	$1,184.87	$1,165.93	$1,088.17	$1,315.64
MEDIAN											$1,091.00	$913.00	$1,111.00

73   *Q: How much additional did you and your family spend on Guam – Other spending?*

GUAM AIRPORT EXPENDITURE TRACKING

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN	$88.50	$70.50	$56.70	$62.40	$68.80	$54.80	$59.38	$67.65	$65.42	$64.17	$70.71	$80.30	$214.32
MEDIAN											$11.00	$35.00	$10.00

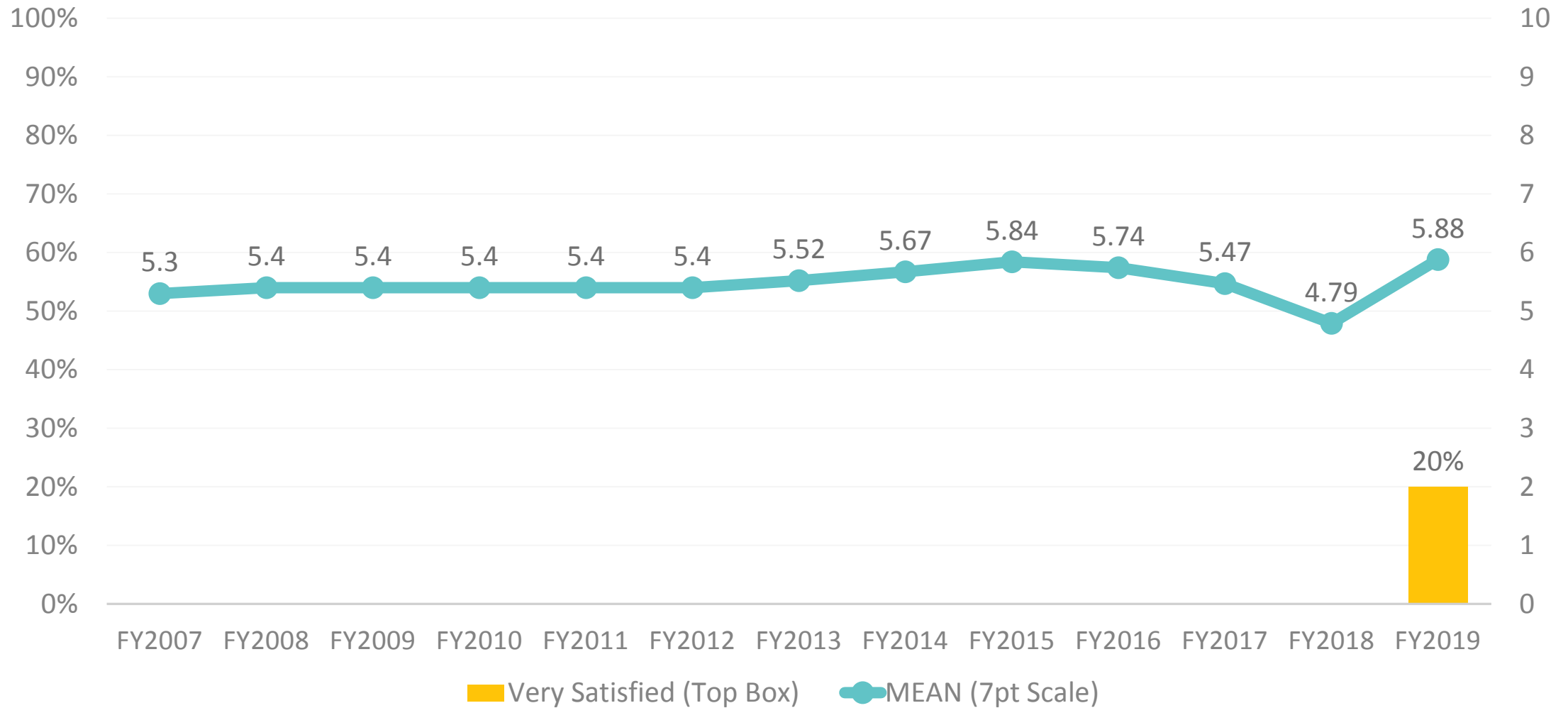*Q: How much additional did you and your family spend on Guam – Other spending?*

SECTION 4
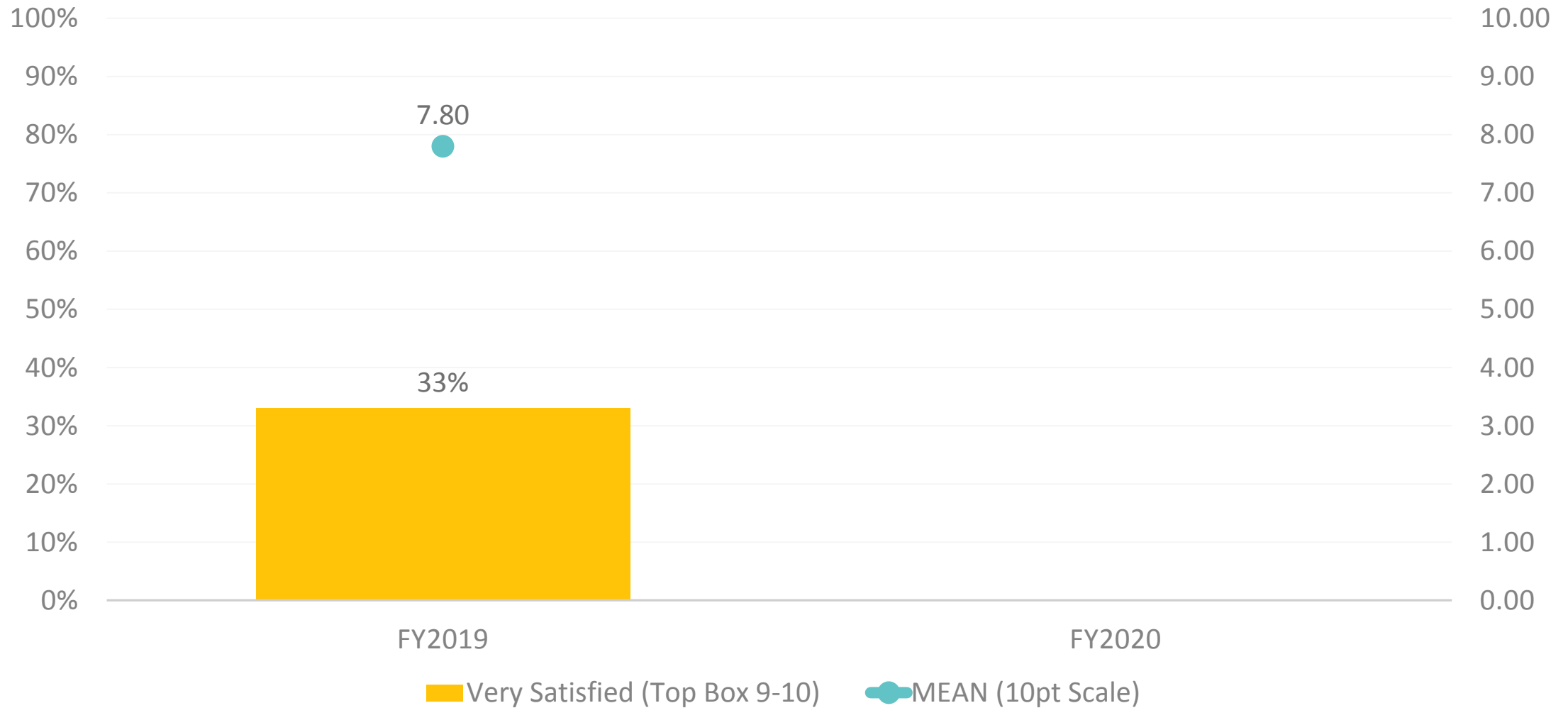
VISITOR SATISFACTION

OVERALL SATISFACTION – 7PT SCALE

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

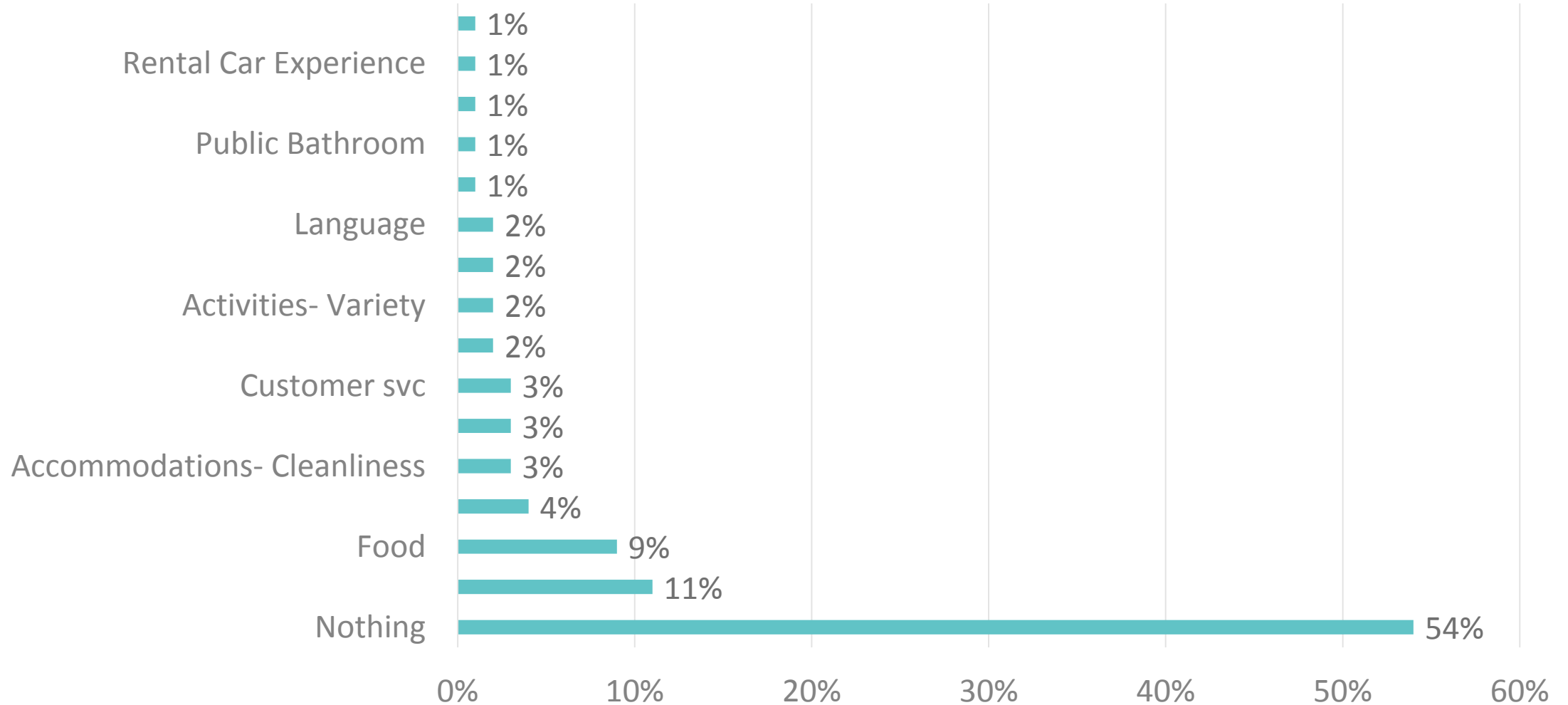|	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
MEAN (7pt Scale)	5.3	5.4	5.4	5.4	5.4	5.4	5.52	5.67	5.84	5.74	5.47	4.79	5.88
Very Satisfied (Top Box)													20%

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

OVERALL SATISFACTION – 10PT SCALE

7.80

33%

FY2019

FY2020

■ Very Satisfied (Top Box 9-10)   ● MEAN (10pt Scale)

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

SWOT – POSITIVE ASPECT OF TRIP

Category	Percentage
Event- fam/friend	23%
Beach/ ocean	17%
Shopping	12%
Relax	10%
Event- participant	9%
Natural beauty	9%
Activities- variety	9%
Hotel/ Accommodations	3%
Weather	2%
Local culture	1%
Cust service	1%
"Hafa Adai" Spirit	1%
Safety	1%
Sightseeing	1%
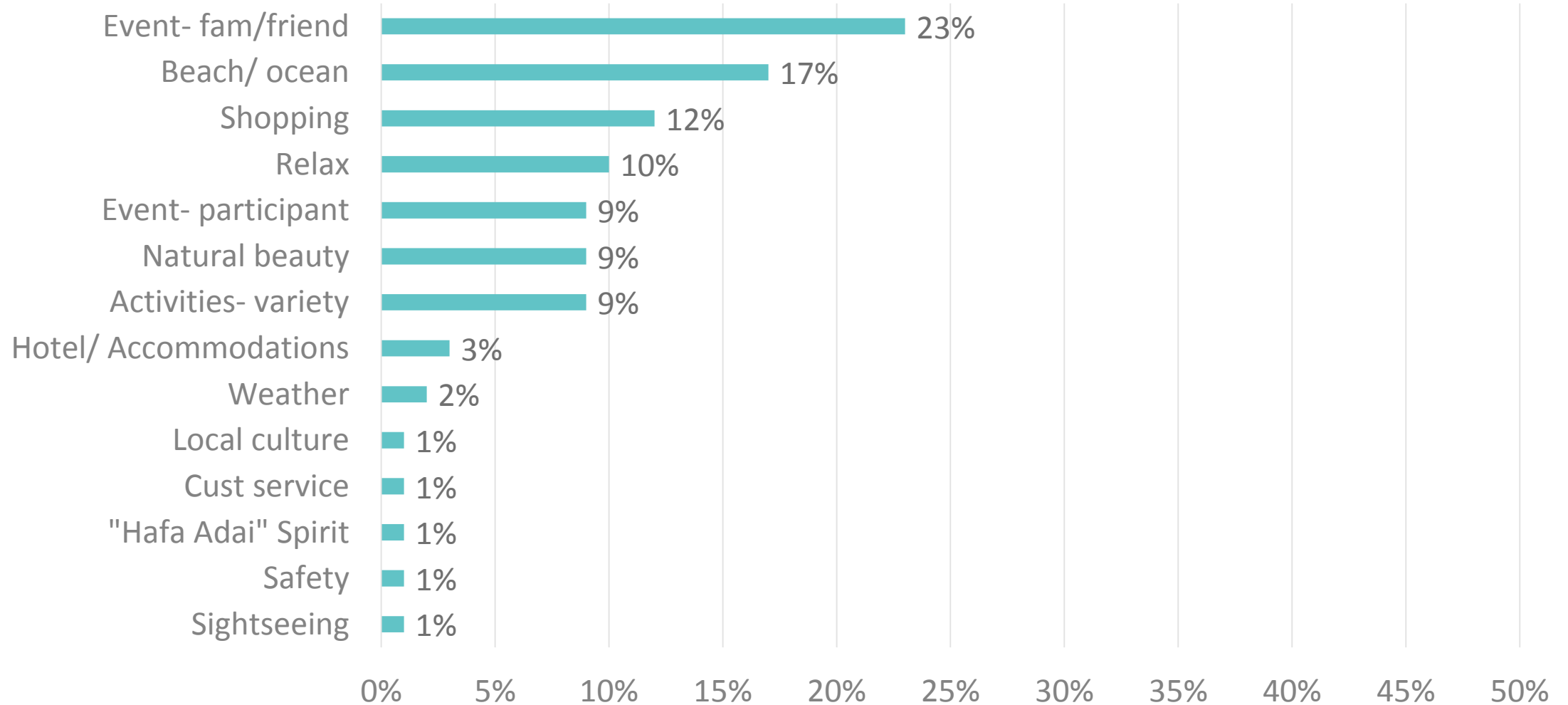
Q: Please tell us about one detail that made your trip to Guam excellent?

SATISFACTION – SHOPPING

7.70

48%

FY2019   FY2020

■ Very Satisfied (Top Box 9-10)   ●—MEAN

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

SATISFACTION – DINING

100%   10.00

90%   9.00

80%   8.00
            7.38
70%   ●   7.00

60%   6.00

50%   5.00

40%   4.00
        38%
30%   3.00

20%   2.00

10%   1.00

0%   0.00
            FY2019   FY2020

▬ Very Satisfied (Top Box 9-10)   ●▬ MEAN

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

SATISFACTION – BEACHES

Very Satisfied (Top Box 9-10)   MEAN

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

SATISFACTION – PARKS

100% — 10.00
90% — 9.00
80% — 8.00 — 7.66
70% — 7.00
60% — 6.00
50% — 5.00
41%
40% — 4.00
30% — 3.00
20% — 2.00
10% — 1.00
0% — 0.00

FY2019   FY2020

■ Very Satisfied (Top Box 9-10)   ●MEAN

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

SATISFACTION – ROADS

6.84

35%

FY2019   FY2020

■ Very Satisfied (Top Box 9-10)   ●—MEAN

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

SATISFACTION – SIGHTSEEING AREAS

7.44

43%

FY2019

FY2020

■ Very Satisfied (Top Box 9-10) ━●━ MEAN

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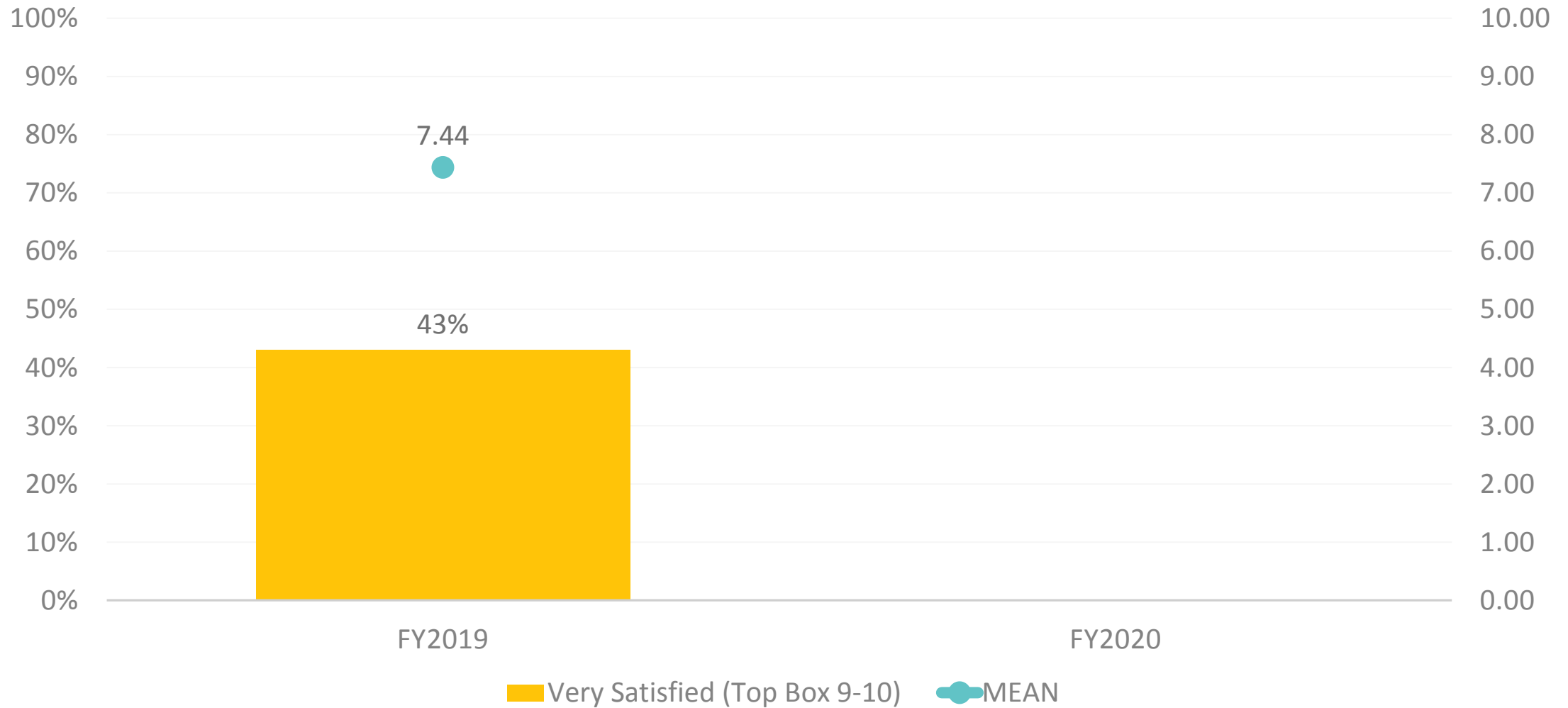
SATISFACTION – SAFETY & SECURITY

7.77

47%

FY2019　　　　　　　　FY2020

■ Very Satisfied (Top Box 9-10)　 ●━● MEAN

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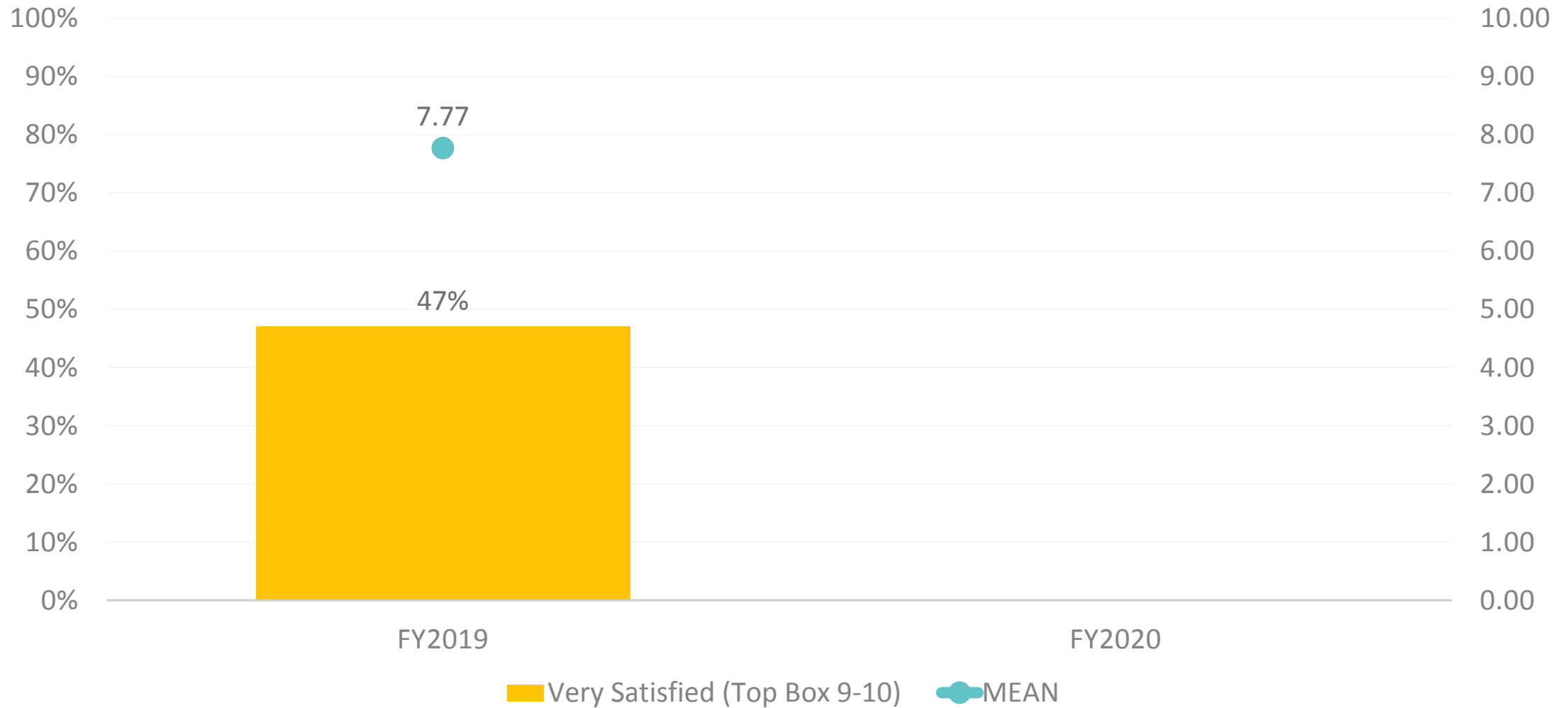
SATISFACTION – ACCOMMODATIONS

8.19

48%

FY2019

FY2020

■ Excellent (Top Box 9-10) ●MEAN

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

BRAND ADVOCACY

FY2019 — 7.72 (MEAN), 36% (Extremely likely, Top Box 9-10)

FY2020

Extremely likely (Top Box 9-10) ⬤ MEAN

89

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

BRAND LOYALTY

	FY2019	FY2020

- 7.61 (MEAN)
- 41% (Extremely likely Top Box 9-10)

Extremely likely (Top Box 9-10)   **MEAN**

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

TRIP EXPECTATIONS

Guam met my expectations
40%

Guam exceeded my expectations
49%

Guam did not meet my expectations
11%

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

TRIP EXPECTATIONS – TRACKING

	FY2019	FY2020
Exceeded expectations	49%	
Met expectations	40%	
Did not meet expectations	11%	

Q: Would you say this trip to Guam…?

SECTION 5
VISITOR ACTIVITIES

SHOPPING AREAS – PENETRATION

Shopping Area	Penetration
DFS	64%
ABC Stores	61%
Micronesian Mall	52%
K-Mart	47%
Premier Outlets	46%
Ross	38%
Agana SC	26%
Macys	22%
JP Store	20%
The Plaza	13%
Tumon Sands	12%
Acanta Mall	3%
Pacific Place	1%

Q: Guam has a number of shopping malls and stores. Please check all those visited during this trip
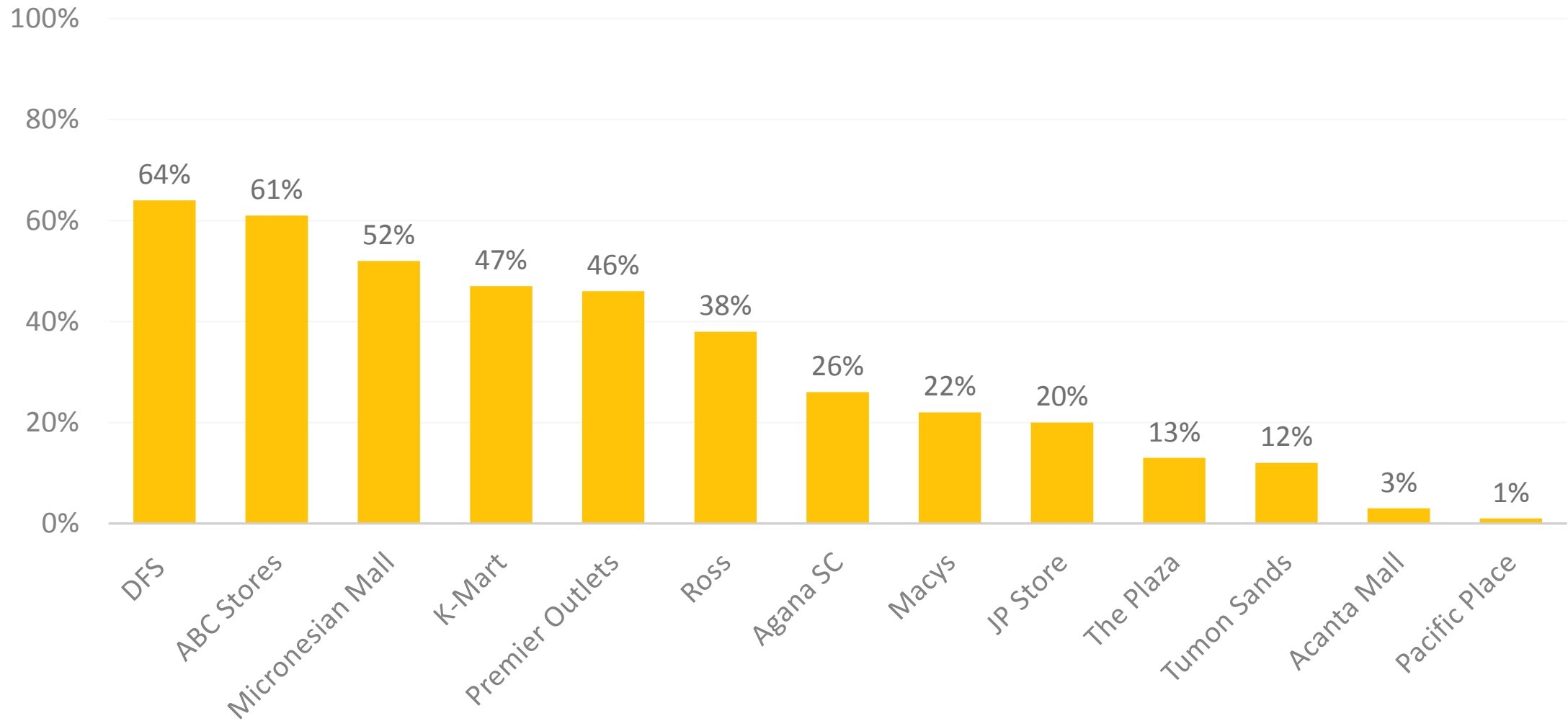
SHOPPING AREAS – TOP 3

FY2019	FY2018	FY2017	FY2016
64% DFS 61% ABC Stores 52% Micronesian	58% DFS 52% Micronesian Mall 49% Premier Outlets	63% DFS 61% Premier Outlets 57% ABC Stores	68% DFS 66% ABC 67% K-Mart

FY2015	FY2014	FY2013	FY2012
77% K-Mart 69% DFS 63% Micronesian Mall	72% DFS 70% ABC 62% K-Mart	73% DFS 72% ABC 57% K-Mart	75% DFS 70% ABC 47% K-Mart

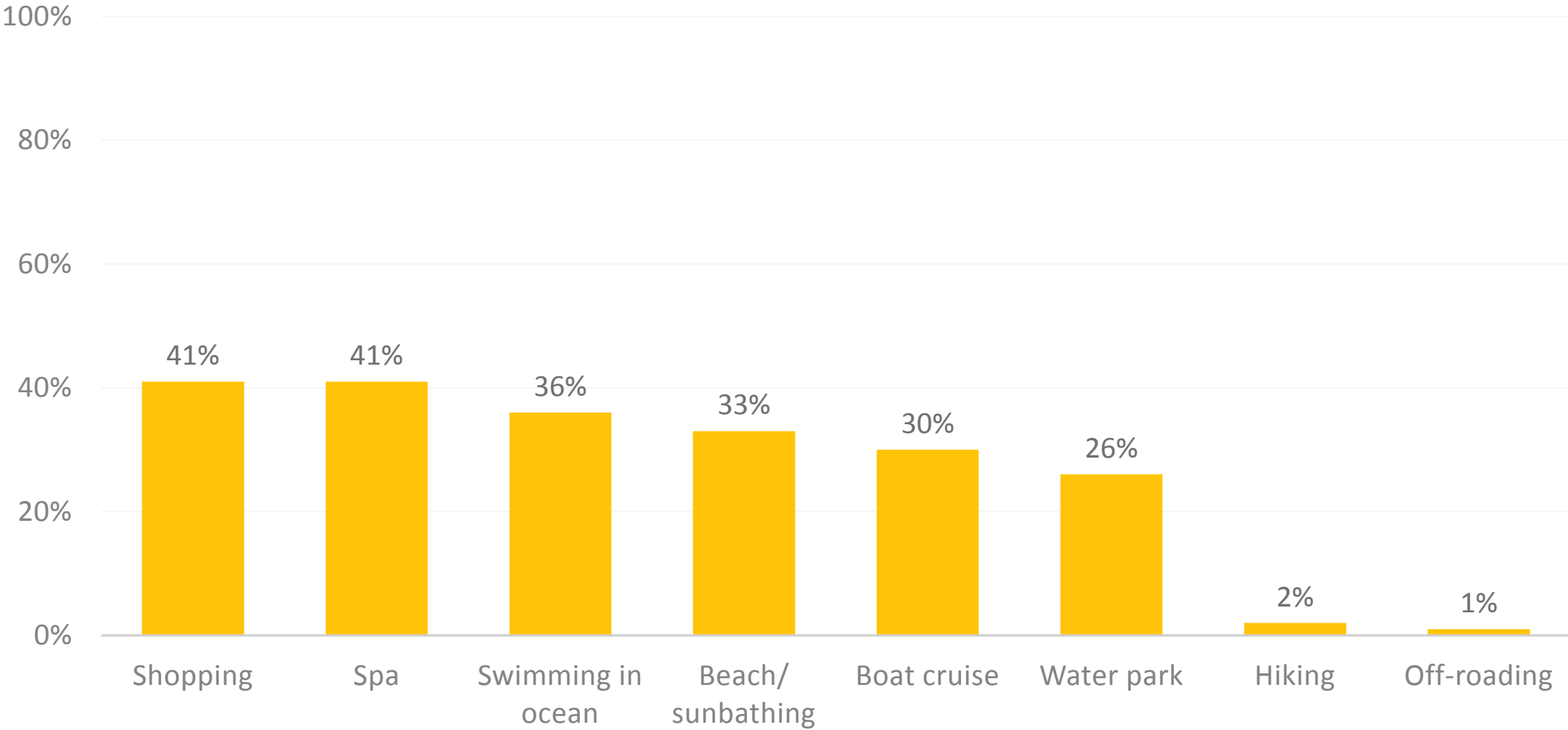| FY2011	FY2010	FY2009	FY2008
74% DFS 67% ABC 45% Micronesian Mall	73% DFS 65% ABC 41% K-Mart	70% DFS 64% ABC 38% K-Mart	77% DFS 65% ABC 41% Micronesian Mall

FY2007
73% DFS 59% ABC 35% K-Mart

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

ACTIVITIES – SIGHTSEEING

Self-guided/ drove around: 40%
Boat tours/ dolphin watch: 39%
Scenic views/ natural landmarks: 27%
Island sightseeing tour: 4%
Helicopter ride: 3%

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

ACTIVITIES – RECREATION

Shopping	Spa	Swimming in ocean	Beach/ sunbathing	Boat cruise	Water park	Hiking	Off-roading
41%	41%	36%	33%	30%	26%	2%	1%

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

ACTIVITIES – SPORTS

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

ACTIVITIES – HISTORY, CULTURE, ARTS

Bar chart:
- Chamorro culture: 34%
- Village festival: 30%
- Archeology site visit: 21%
- Chamorro cuisine: 13%
- Chamorro night market: 7%
- Historic military site: 5%
- Local night market: 3%

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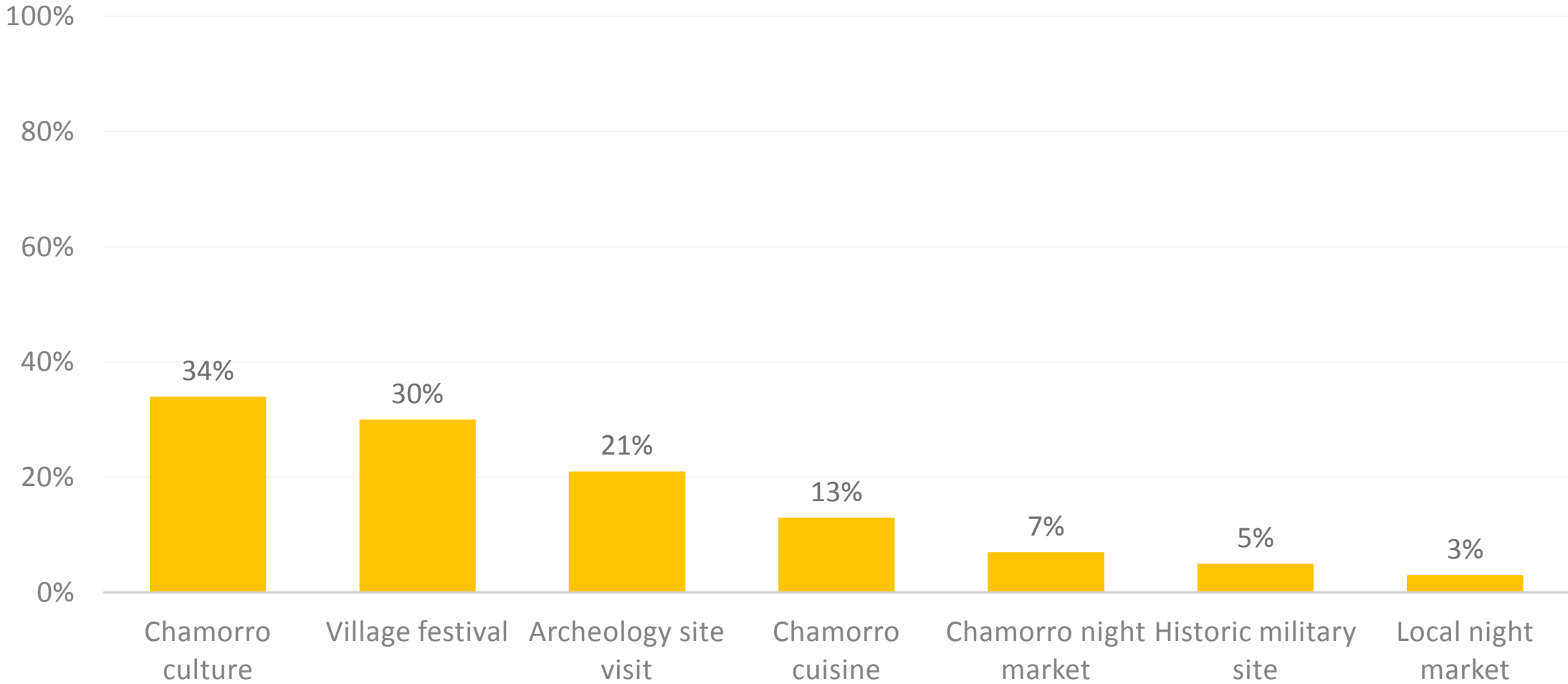
ACTIVITIES – ENTERTAINMENT & DINING

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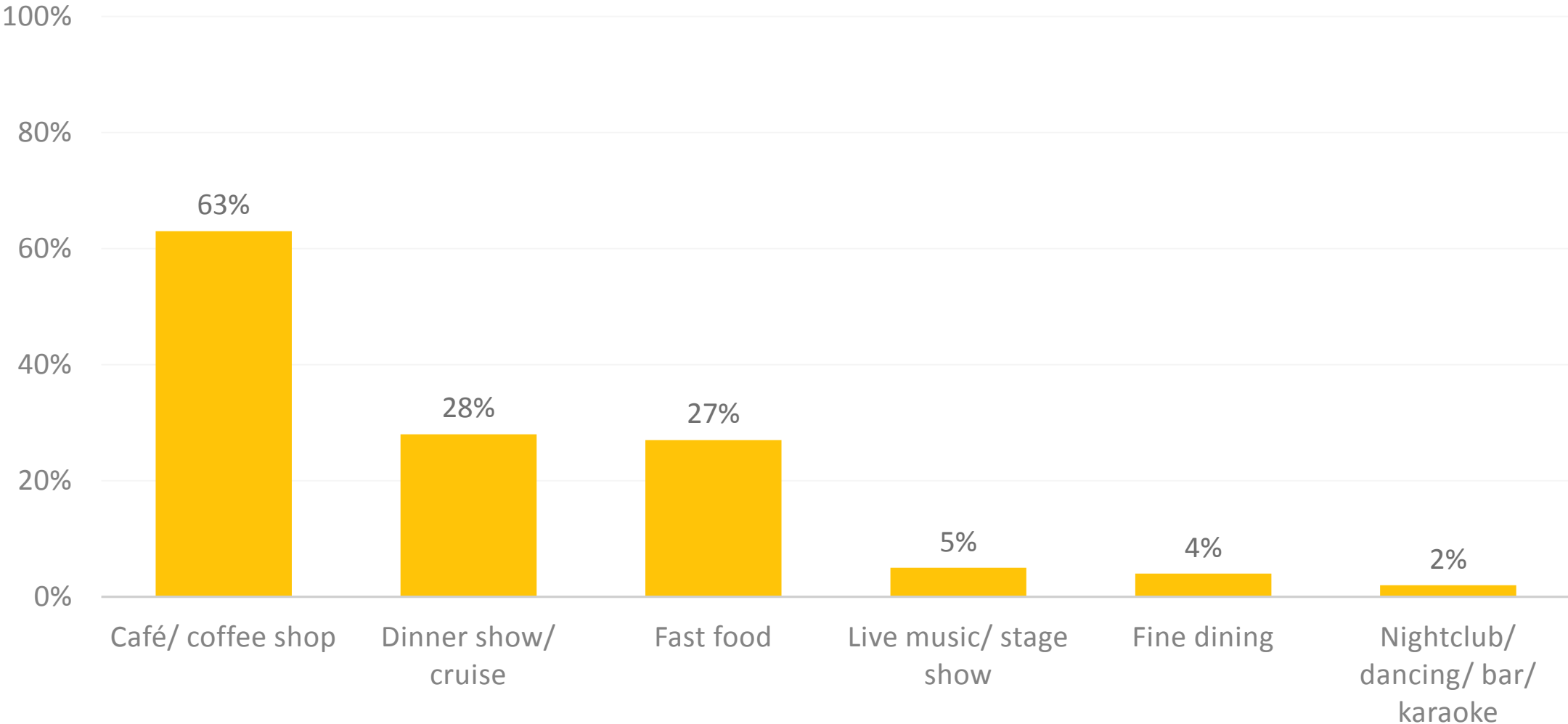
LOCAL ATTRACTIONS – TOP RESPONSES (5%+)

Bar chart:

- Two Lovers Pt: 39%
- Chamorro Night Mkt: 37%
- Chamorro Village: 33%
- Amot Tao Tao: 15%
- Guam Museum: 11%
- Atlantis Sub: 11%
- Fish Eye Marine Park: 10%
- Sandcastle: 9%
- Guam Seawalker: 8%
- Underwtr Wld: 8%
- BIG: 6%

Q: During this trip to Guam, which of the following attractions did you visit?
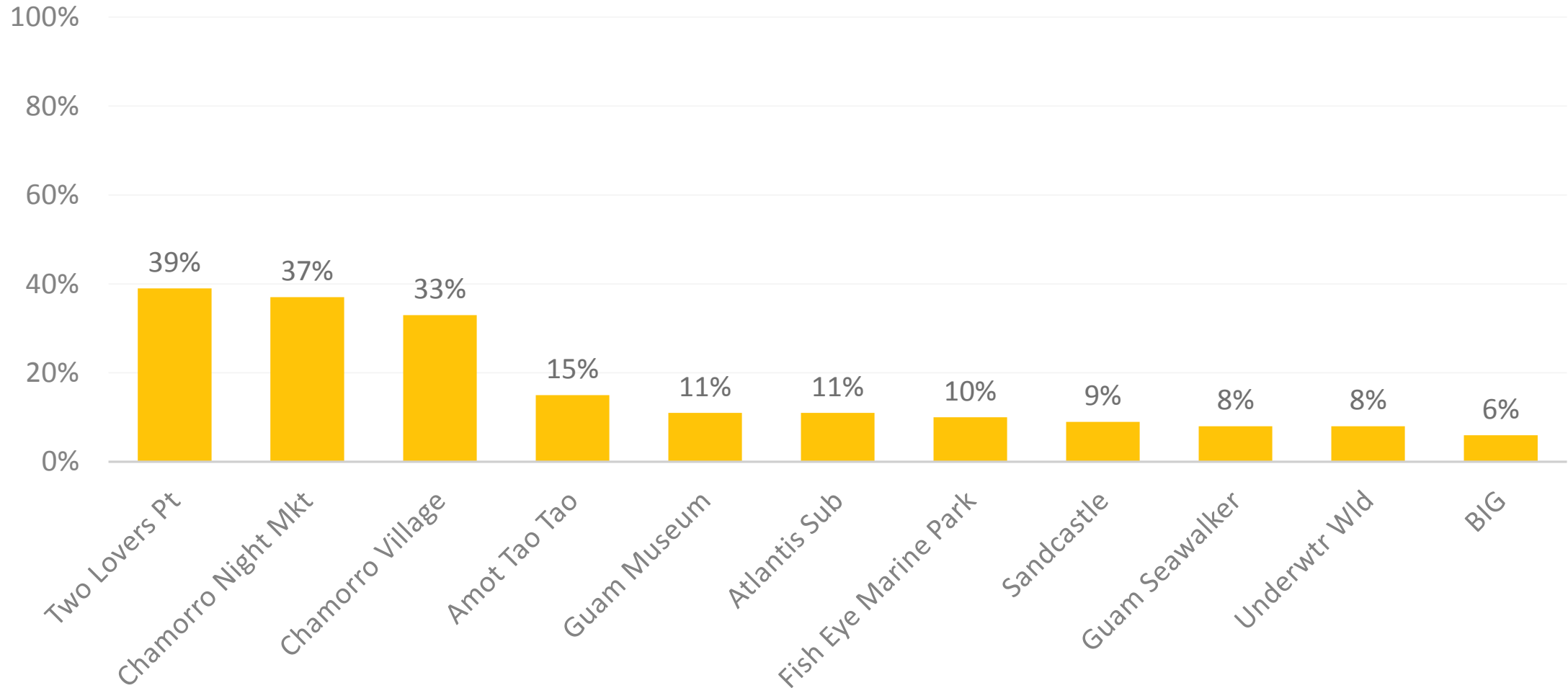
LOCAL CULTURE – OBSTACLES
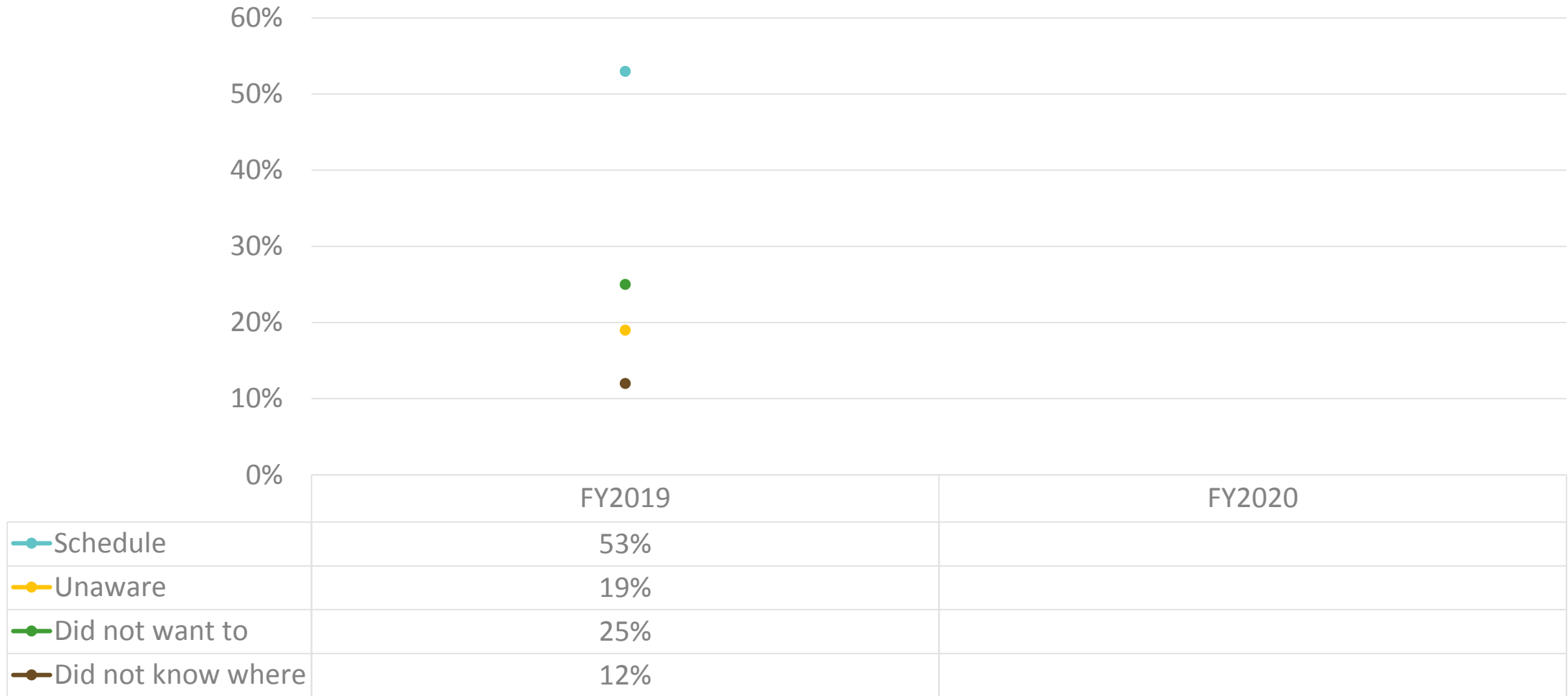
	FY2019	FY2020
━Schedule	53%	
━Unaware	19%	
━Did not want to	25%	
━Did not know where	12%	

Q: Why did you not participate in any cultural activities or events during your recent stay on Guam?
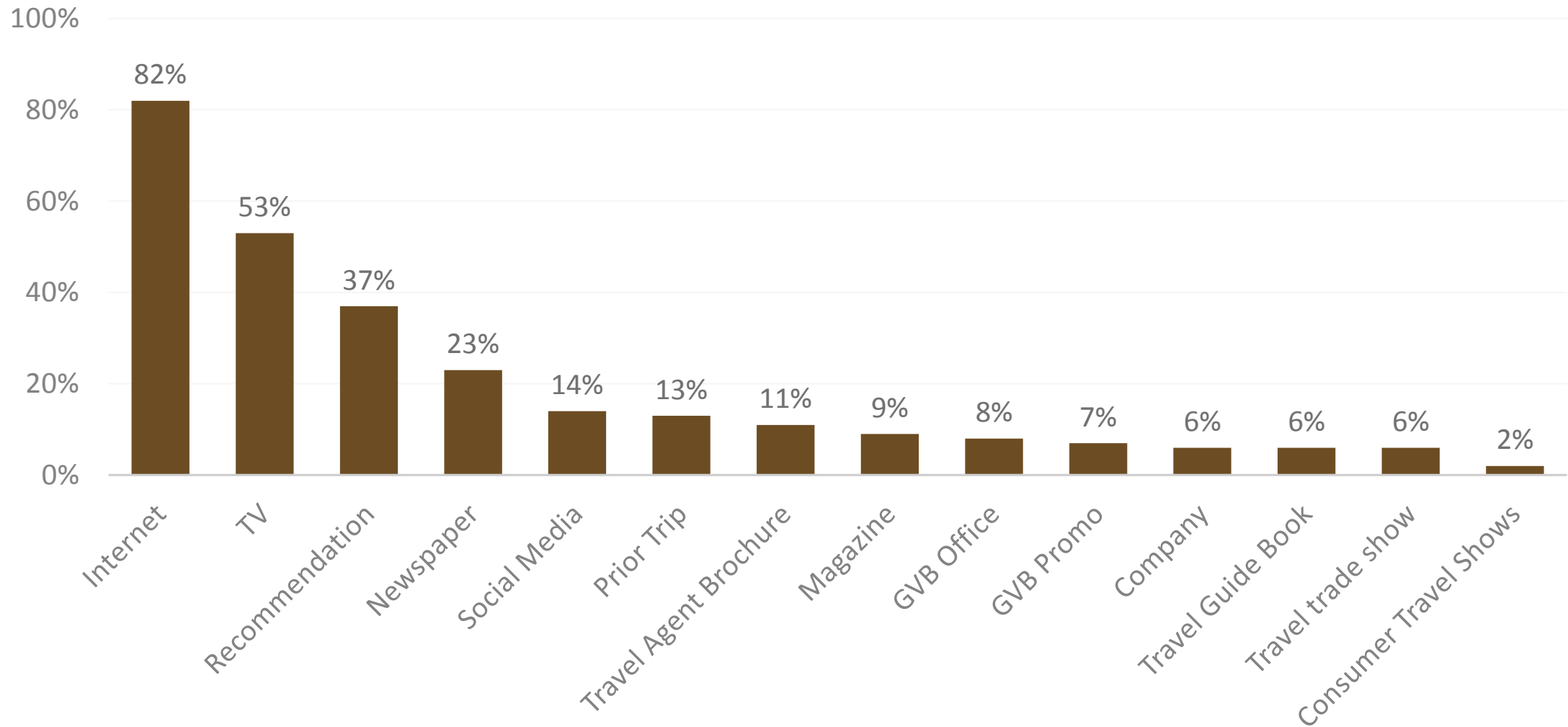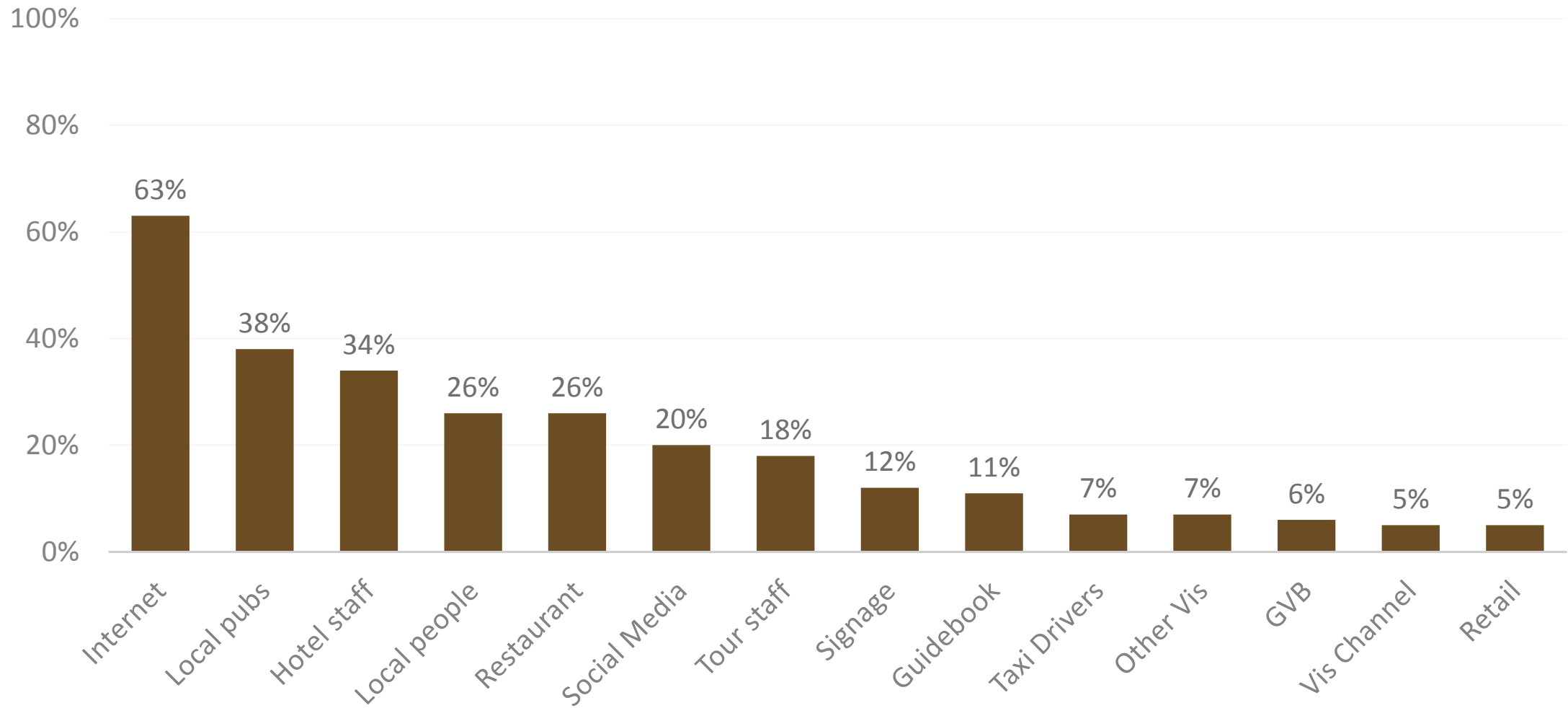
SOURCES OF INFORMATION

GVB VISITOR SATISFACTION STUDY

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

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
Q5	Internet/Mobile App	82%	80%	85%	79%	88%	85%	84%	79%	80%
	TV	53%	58%	64%	33%	47%	27%	93%	65%	33%
	Friend or relative	37%	31%	22%	43%	29%	51%	6%	16%	51%
	Newspaper	23%	26%	35%	11%	29%	8%	41%	34%	7%
	Social media	14%	12%	20%	17%	24%	34%	5%	8%	29%
	I have been to Guam before	13%	14%	8%	15%	6%	7%	3%	33%	13%
	Travel agent brochure	11%	12%	2%	20%	12%	19%	1%	4%	10%
	Magazine (consumer)	9%	8%	1%	4%	6%	10%	1%	2%	13%
	Guam Visitors Bureau office	8%	8%	6%	9%	6%	3%	16%	11%	2%
	Guam Visitors Bureau promotional activities	7%	8%	12%	4%		1%	20%	12%	1%
	Travel guide book at bookstores	6%	6%	3%	5%	6%	3%	2%	3%	6%
	Co-worker/ company travel department	6%	6%	4%	12%	12%	6%	1%	2%	7%
	Travel trade shows	6%	7%	6%	7%		2%	15%	11%	0%
	Consumer travel shows	2%	2%	4%				6%	3%	0%
	Radio	0%	0%	0%			1%		0%	1%
	Theater ads	0%	0%	1%	1%		1%	2%	1%	
	Total	4279	3681	2192	307	17	120	194	1675	1756

Prepared by Anthology Research

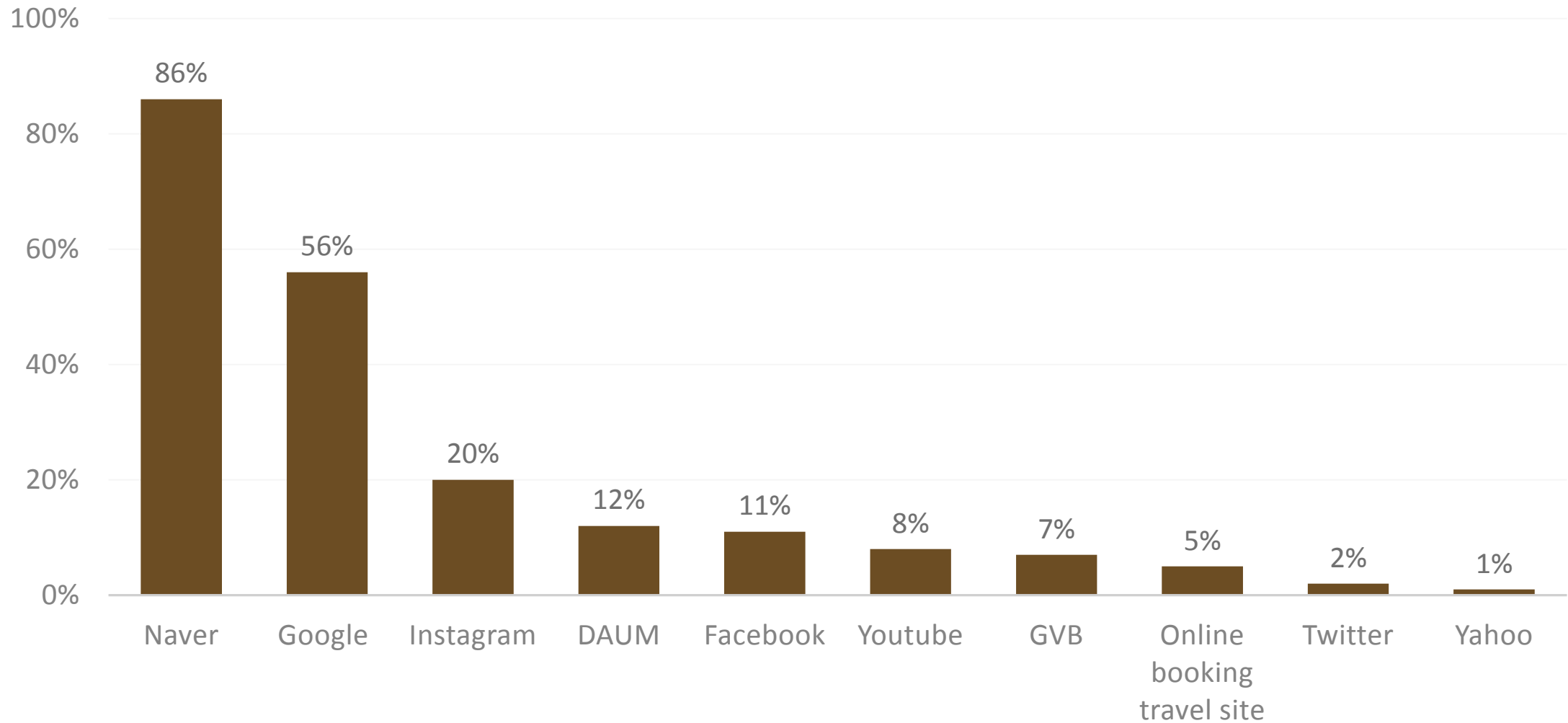*Q: Please select the top three sources of information you used to find out about Guam before your trip.*

GVB VISITOR SATISFACTION STUDY

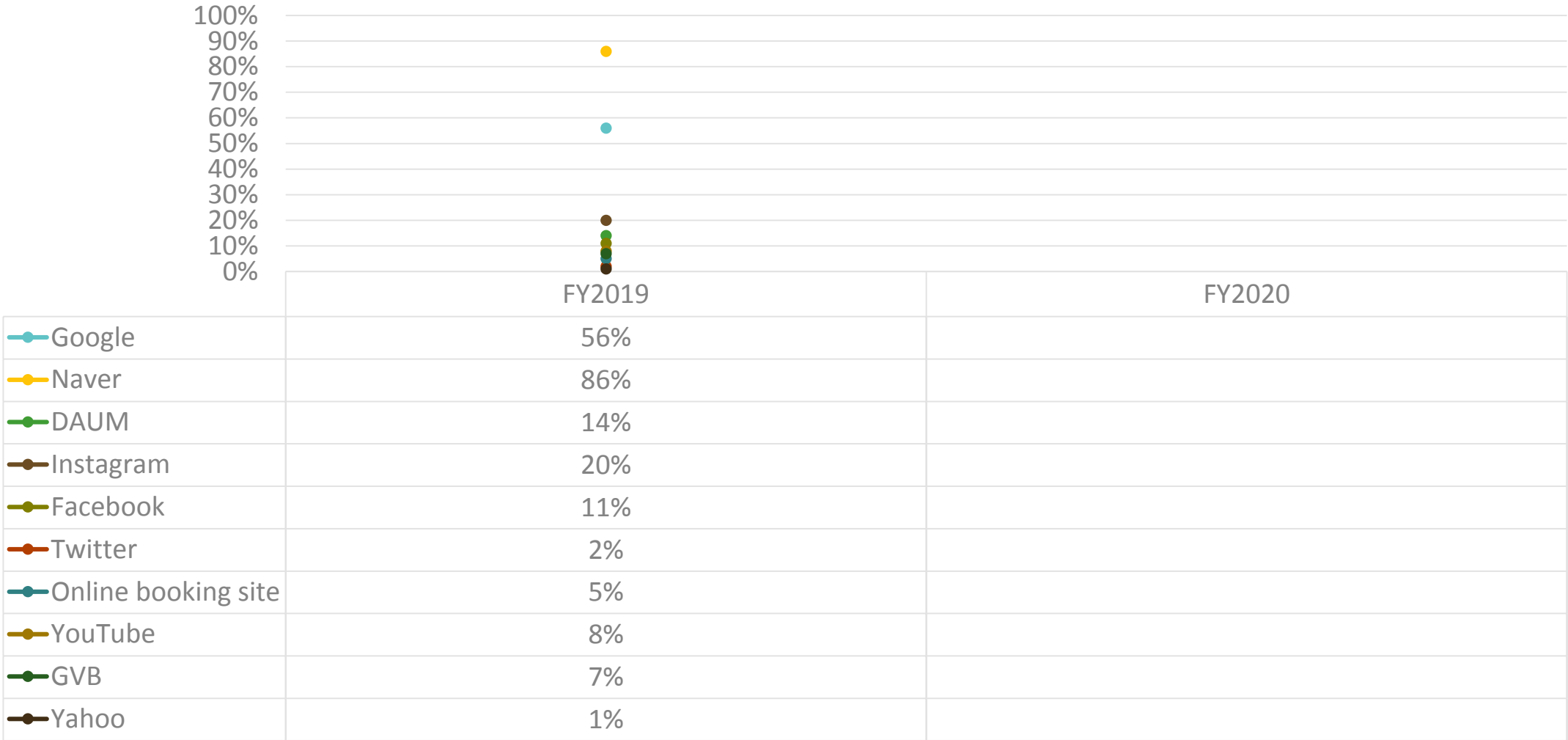**Q6 Please select the top three sources of information you used to find out about Guam while you were here**

		TOTAL	FAMILY	FIT	GROUP TOUR	MICE	HONEYMOON	WEDDING	REPEAT	LEISURE TRVL
		-	-	-	-	-	-	-	-	-
Q6	Internet/ Mobile App	63%	59%	57%	63%	47%	78%	43%	52%	73%
	Local publication	38%	40%	48%	22%	29%	21%	61%	51%	18%
	Hotel staff	34%	34%	28%	34%	29%	29%	31%	33%	33%
	Restaurant staff (outside hotel)	26%	28%	34%	16%	18%	10%	44%	39%	8%
	Local people	26%	28%	36%	18%	18%	9%	51%	41%	10%
	Social Media	20%	18%	29%	23%	29%	37%	16%	16%	38%
	Tour staff	18%	19%	2%	25%	24%	34%	2%	6%	25%
	Signs/ advertisement	12%	11%	6%	10%	6%	16%	4%	8%	16%
	Guide books I brought with me	11%	11%	7%	15%	12%	9%	1%	7%	14%
	Taxi drivers	7%	6%	5%	9%	6%	3%	1%	4%	8%
	Other visitors	7%	7%	5%	13%		8%	3%	6%	6%
	Guam Visitors Bureau	6%	6%	6%	6%		5%	16%	7%	2%
	Visitors channel	5%	6%	7%	6%	6%	1%	11%	7%	3%
	Retail staff	5%	5%	5%	5%	18%	4%	9%	5%	4%
	Total	4278	3678	2192	306	17	120	194	1676	1756

Prepared by Anthology Research

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

ONLINE SOURCES OF INFORMATION

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

ONLINE SOURCES OF INFORMATION

	FY2019	FY2020
●—Google	56%	
●—Naver	86%	
●—DAUM	14%	
●—Instagram	20%	
●—Facebook	11%	
●—Twitter	2%	
●—Online booking site	5%	
●—YouTube	8%	
●—GVB	7%	
●—Yahoo	1%	

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

SECTION 7

IMMIGRATION

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

Yes
29%

No
71%

Q: Do you think the security screening and/or immigration process here at the Guam International Airport will affect your decisions to visit Guam again in the future?

IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM

71%

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

FY2019   FY2020

━●━ Immigration Will Impact Future Travel To Guam

Q: Do you think the security screening and/or immigration process here at the Guam International Airport will affect your decisions to visit Guam again in the future?
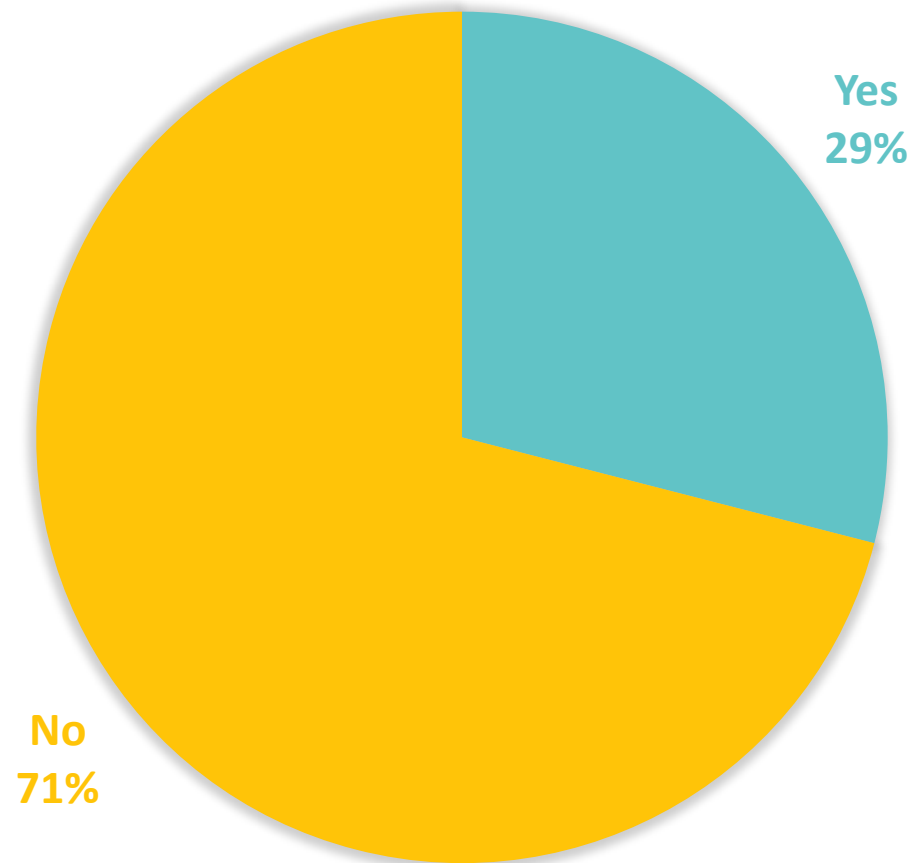
AIRPORT – SECURITY/ IMMIGRATION ISSUES

Wait times	59%
Customer service	37%
Paperwork- better instructions	21%
Better signage	20%

113
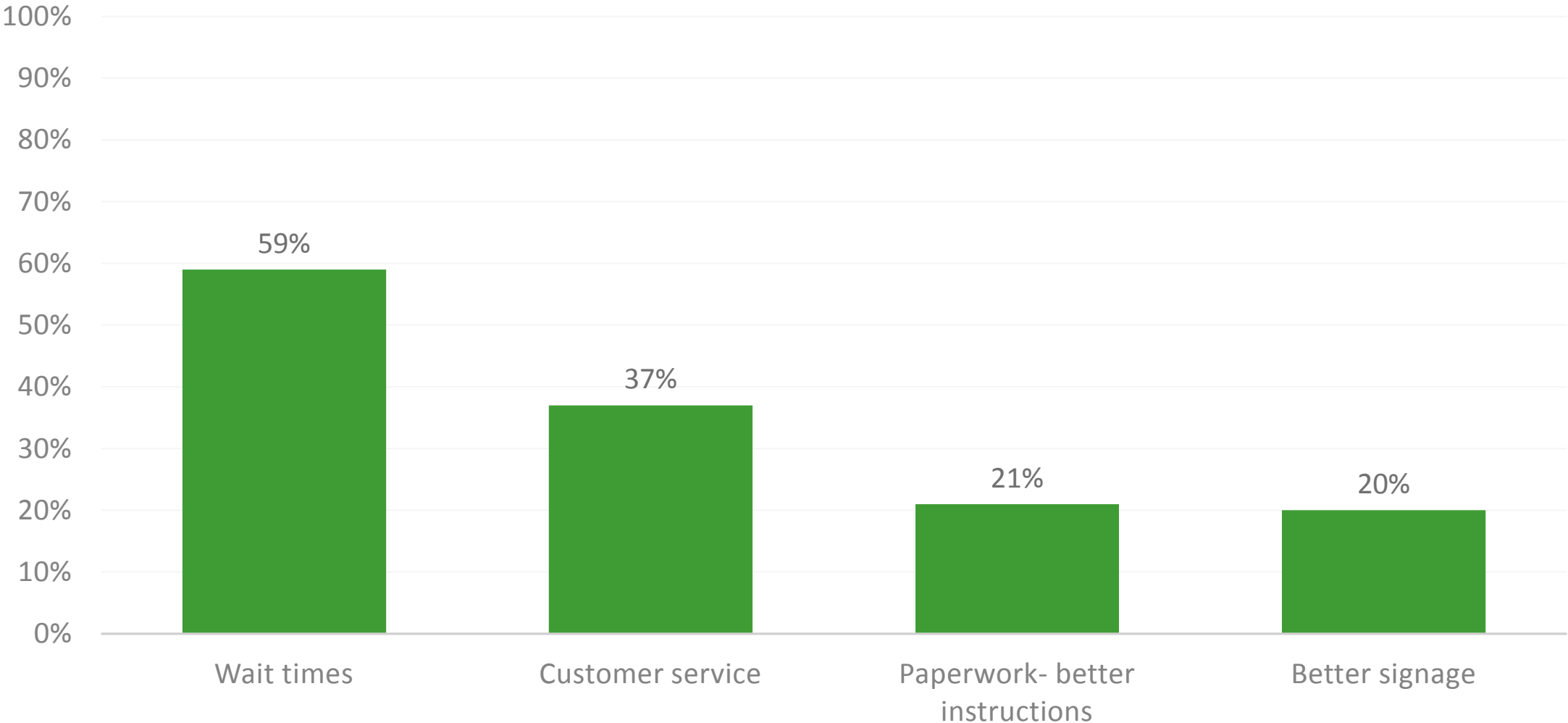
Q: What about the security screening and/ or immigration process here at the Guam International Airport could be improved?

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, Recap 2019

Drivers:	2019 rank
Entertainment	1
Shopping	4
Dining	5
Beaches	
Parks	2
Roads	
Sightseeing Areas	6
Being a safe and secure destination	3
% of Overall Satisfaction Accounted For	38.0%
NOTE: Only significant drivers are included.	

DRIVERS – OVERALL SATISFACTION

- **Overall satisfaction** with the Korea visitor's experience on Guam is driven by six significant factors in the 2019 Period. By rank order they are:

  - **Entertainment,**

  - **Parks,**

  - **Being a safe & secure destination,**

  - **Shopping,**

  - **Dining, and**

  - **Sightseeing areas.**

- With these factors the overall r^2 is .380 meaning that **38.0% of overall satisfaction is accounted for by these factors.**

Comparison of Drivers of Per Person On Island Expenditures, Recap 2019

Drivers:	2019 rank
Entertainment	2
Shopping	1
Dining	
Beaches	3
Parks	
Roads	
Sightseeing Areas	
Being a safe and secure destination	
% of Overall Satisfaction Accounted For	10.3%
NOTE: Only significant drivers are included.	

- **Per Person On Island Expenditure** of Korea visitors on Guam is driven by three significant factors in the 2019 Period. By rank order they are:
  - **Shopping,**
  - **Entertainment, and**
  - **Beaches.**
- With these factors the overall r^2 is .103 meaning that **10.3% of per person on island expenditure is accounted for by these factors.**