



Guam Visitors Bureau

Japan Visitor Tracker Exit Profile & Market Segmentation Report

FY2023 – QTR2 & QTR3 (JAN-JUN 2023)

[ANTHOLOGY®]
RESEARCH



Background and Methodology

- Anthology Research conducted quantitative research in the form of an online survey from June 17, 2023 to July 16, 2023. This report details third quarter results and provides tracking that includes visitors on island during the second quarter.
 - 2023 Quarter Three: A total of **128** completed surveys were collected who were on island between April 1, 2023 and June 30, 2023. The margin of error for a sample of 128 is +/- 8.66 percentage points with a 95% confidence level.
 - 2023 Quarter Two: A total of **93** completed surveys were collected among visitors from Japan who were on island between January 1, 2023 and March 30, 2023. The margin of error for a sample of 128 is +/- 10.16 percentage points with a 95% confidence level.
- The self-administered survey utilized email addresses collected by the Guam Electronic Declaration Form (Guam EDF), a mandatory digital form that all arriving passengers complete before entering Guam.



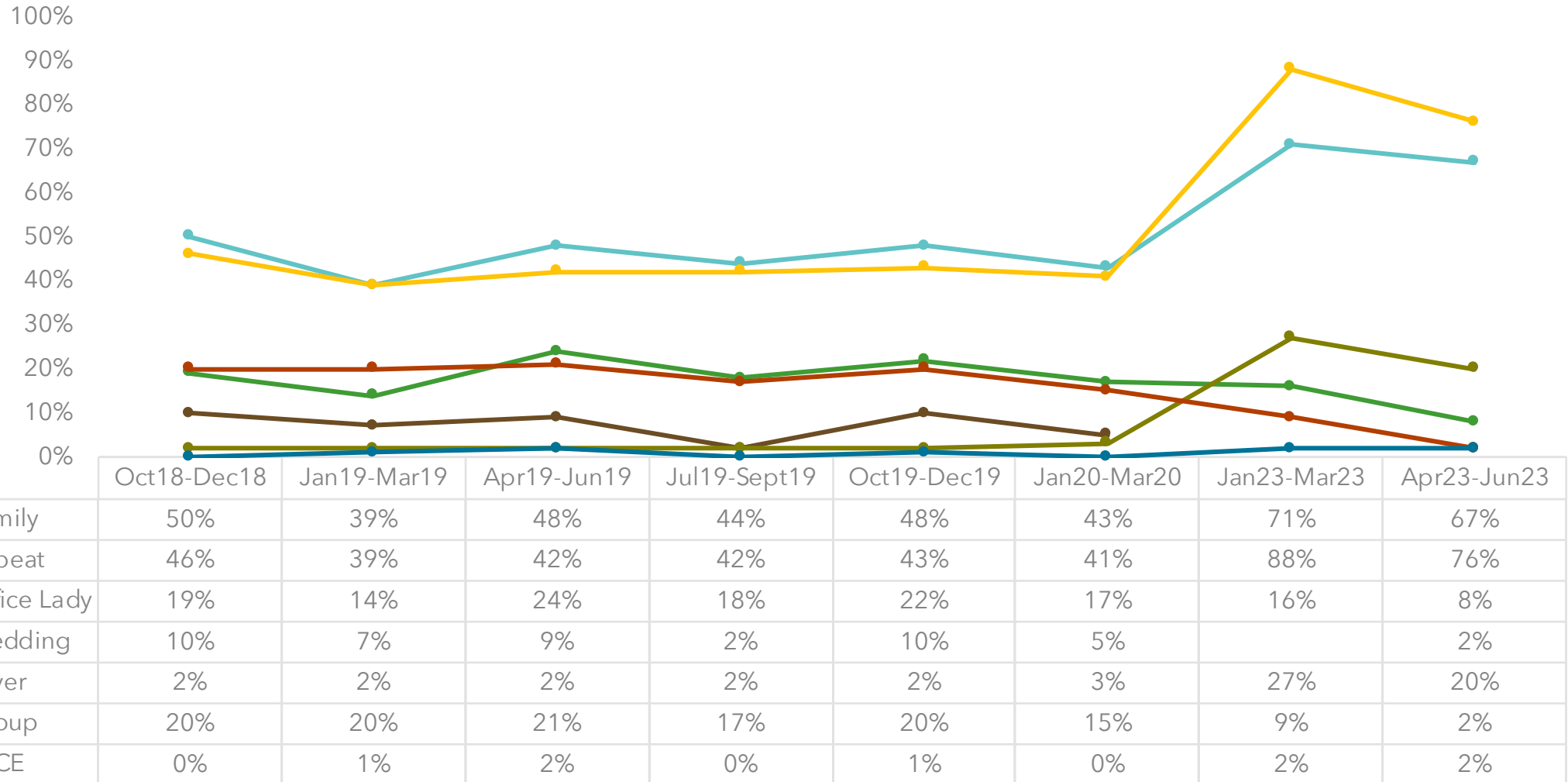
Objectives

- 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



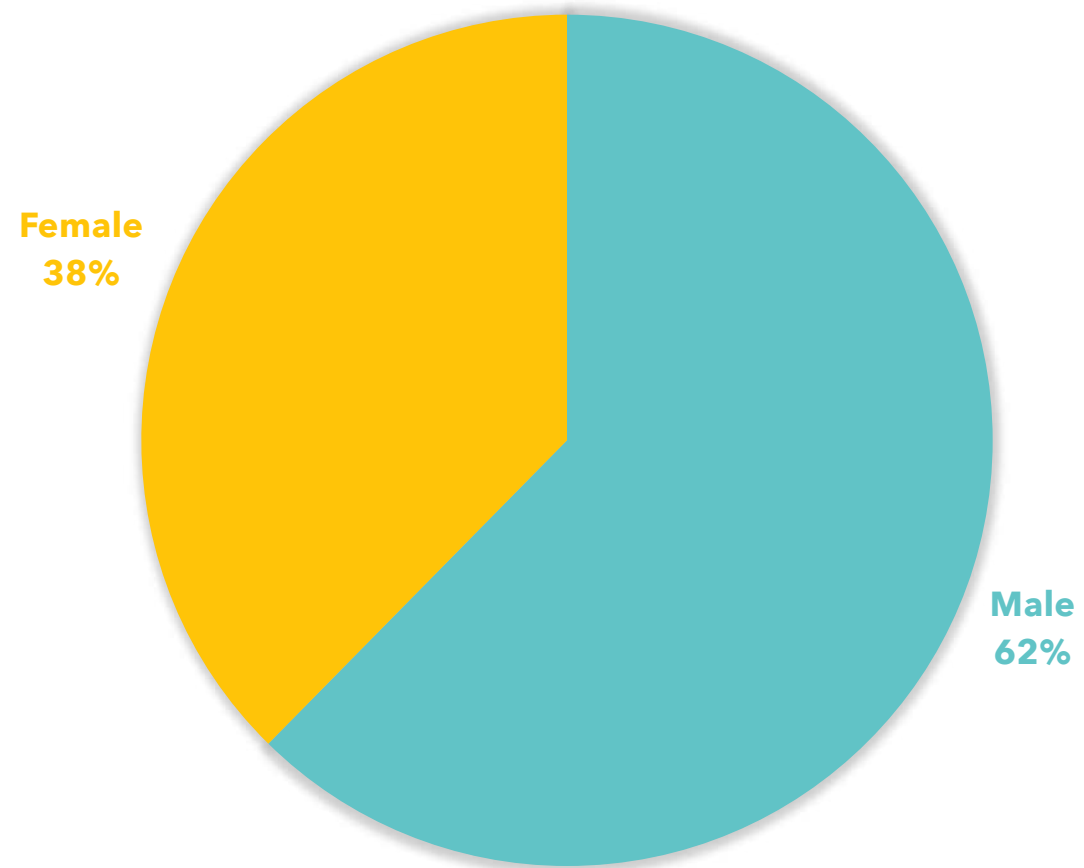


SECTION 1

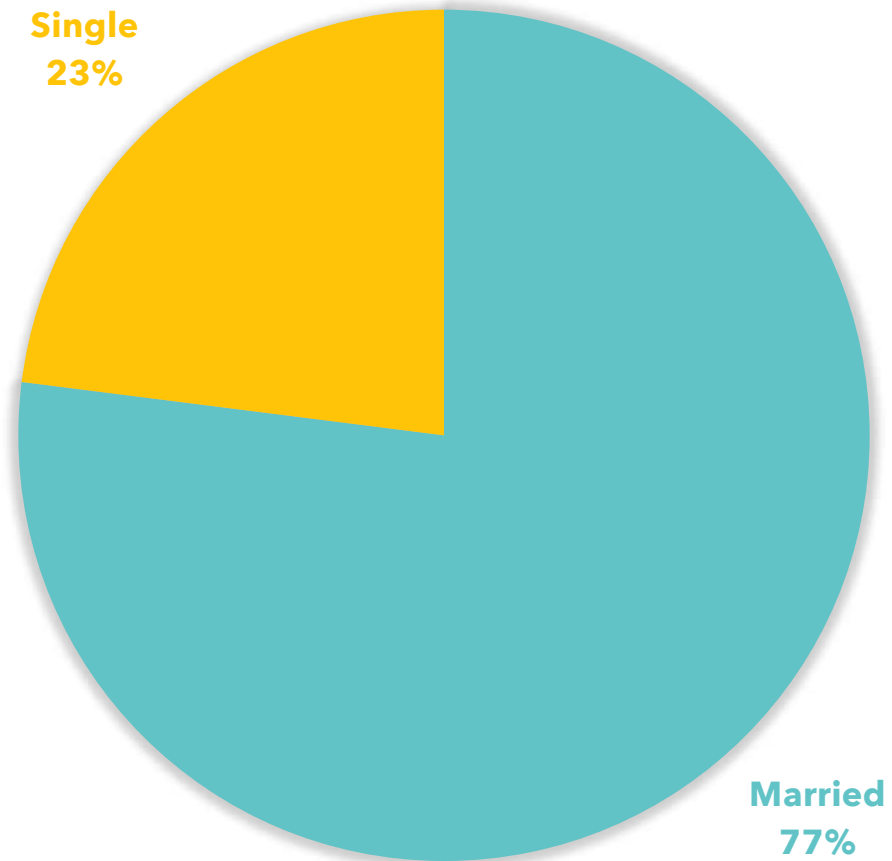
PROFILE OF RESPONDENTS



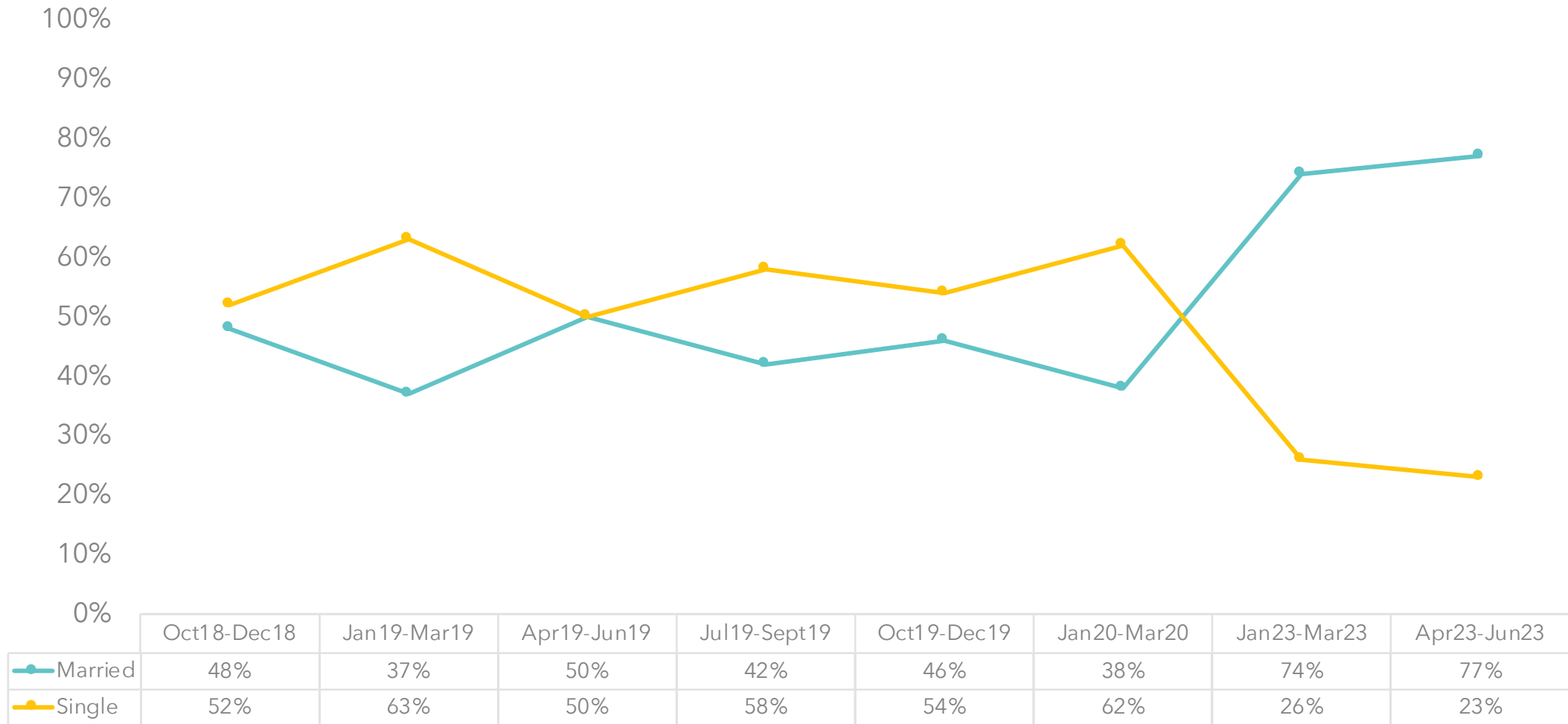
GENDER



MARITAL STATUS



MARITAL STATUS – TRACKING



MARITAL STATUS – SEGMENTATION

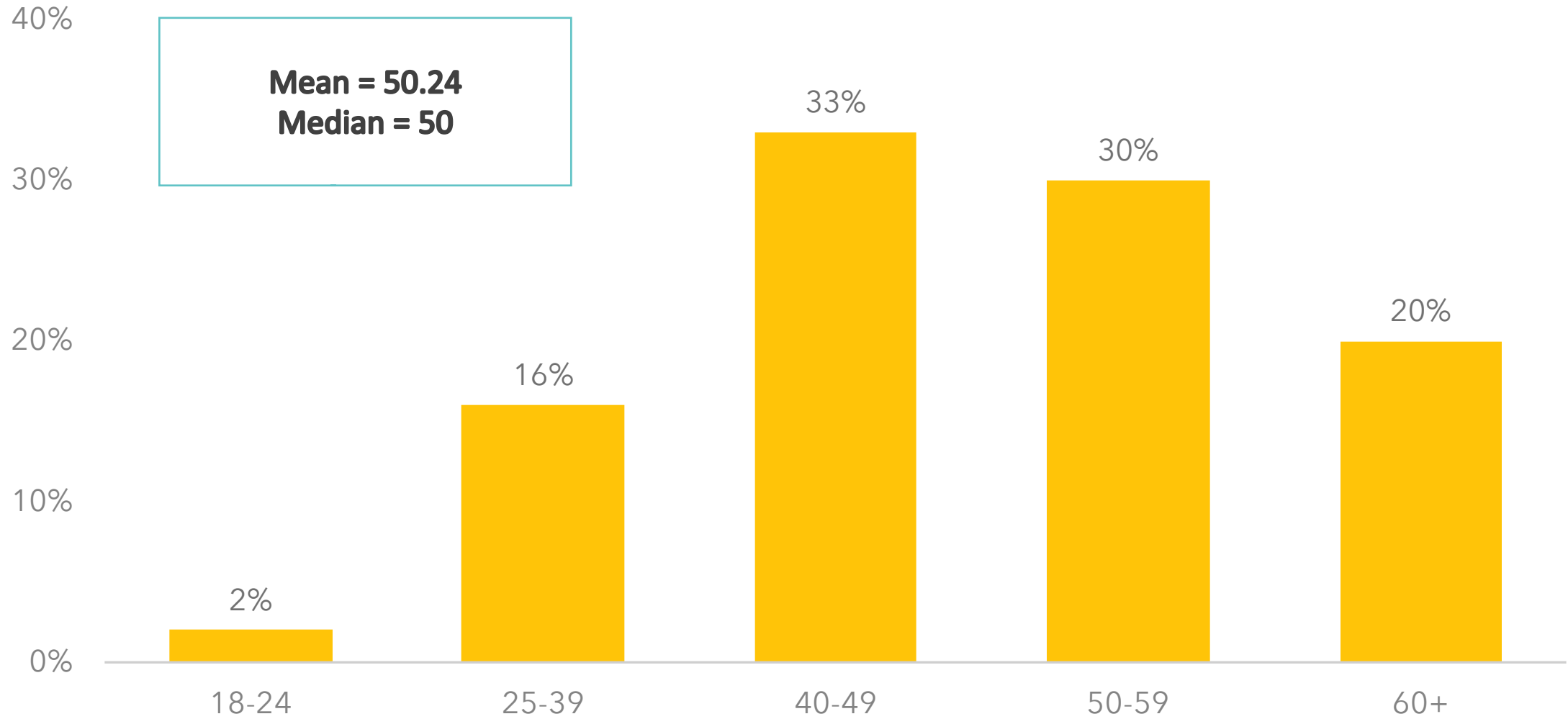
GVB VISITOR SATISFACTION STUDY
QE Are you married or single?

		TOTAL	KEY SEGMENTS						
		-	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
QE	Married	77%	60%	84%	91% A G	50%	100% ¹	100% ¹	78%
	Single	23%	40% C	16%	9%	50%	1	1	22% C
	Total	128	10	25	86	2	2	2	97

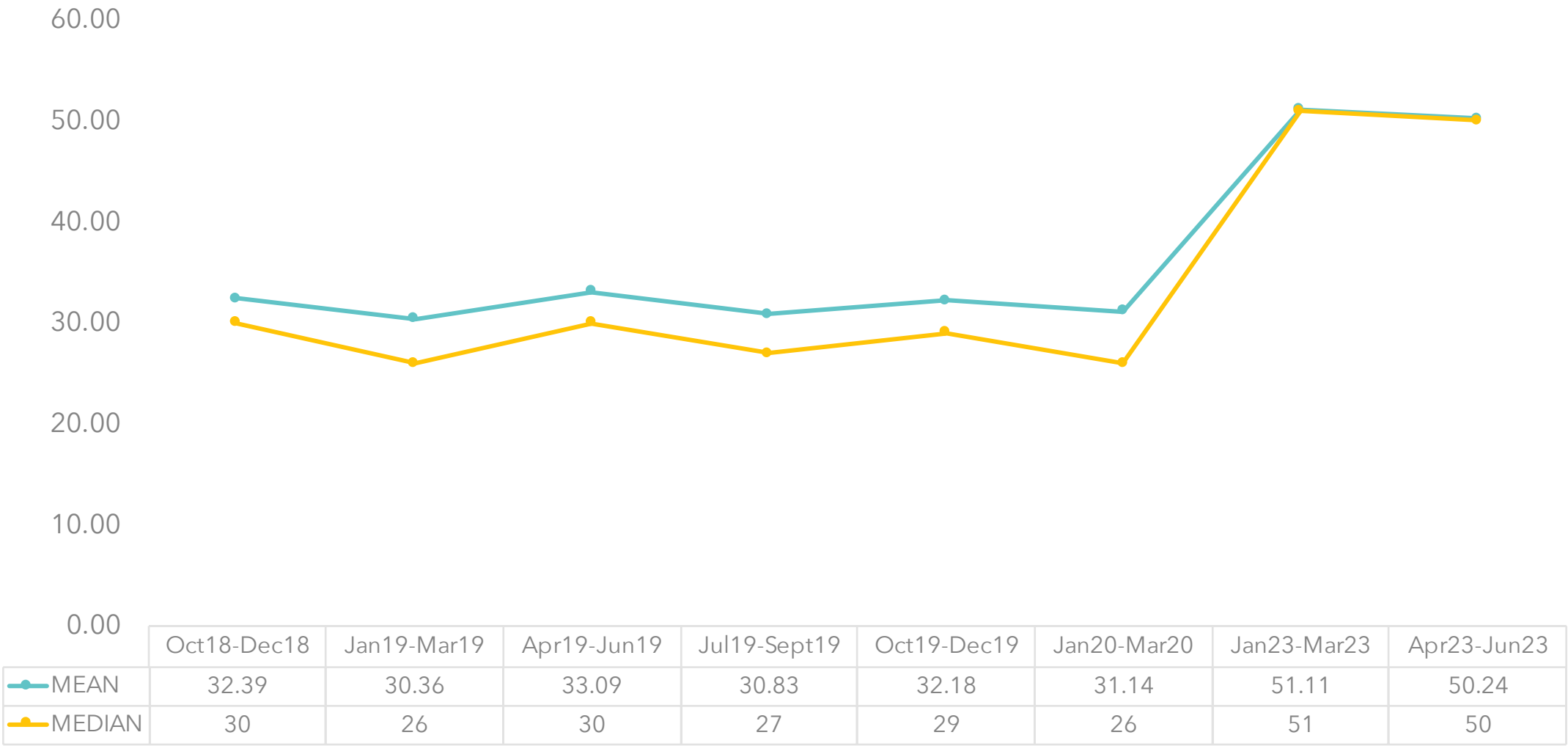
*Prepared by Anthology Research^{2,3}

1. This category is not used in comparisons because its column proportion is equal to zero or one.
2. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05
3. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

AGE



AGE – TRACKING



AGE – SEGMENTATION

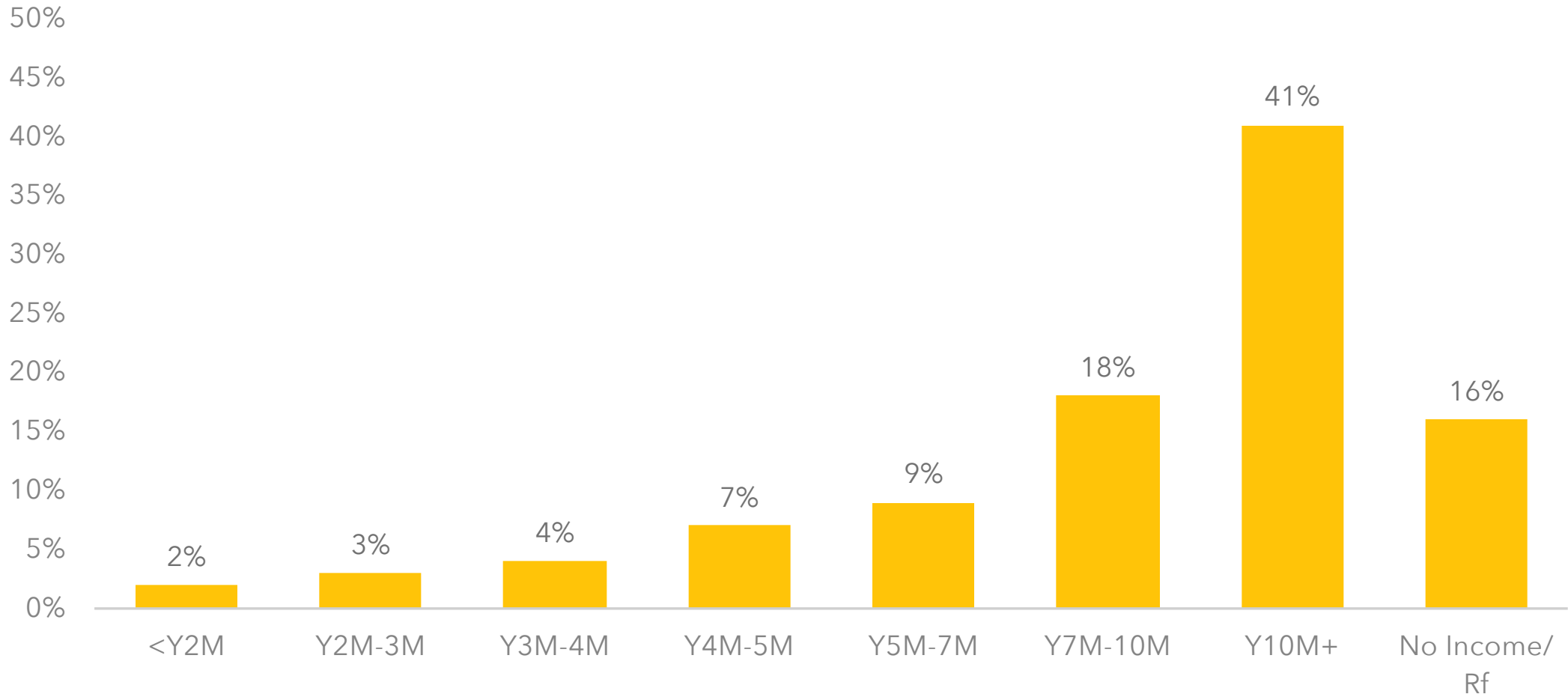
GVB VISITOR SATISFACTION STUDY
QF What was your age on your last birthday?

	TOTAL	KEY SEGMENTS						
	-	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
	(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
QF 18-24	2%	³	³	1%	³	³	³	³
25-39	16%	50% G	³	16%	50%	³	50%	9%
40-49	33%	30%	³	35%	³	³	³	35%
50-59	30%	10%	³	29%	50%	50%	³	34%
60+	20%	10%	100% ³	19%	³	50%	50%	22%
Total	128	10	25	86	2	2	2	97
QF Mean	50.24	43.50	65.36 A C D F G	49.92	47.50	59.50	46.00	52.28
Median	50	43	64 A C D F G	49	48	60	46	51

Prepared by Anthology Research^{1,2,4}

- Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.
Significance level for upper case letters (A, B, C): .05
- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- This category is not used in comparisons because its column proportion is equal to zero or one.
- Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05

HOUSEHOLD INCOME



HOUSEHOLD INCOME – SEGMENTATION

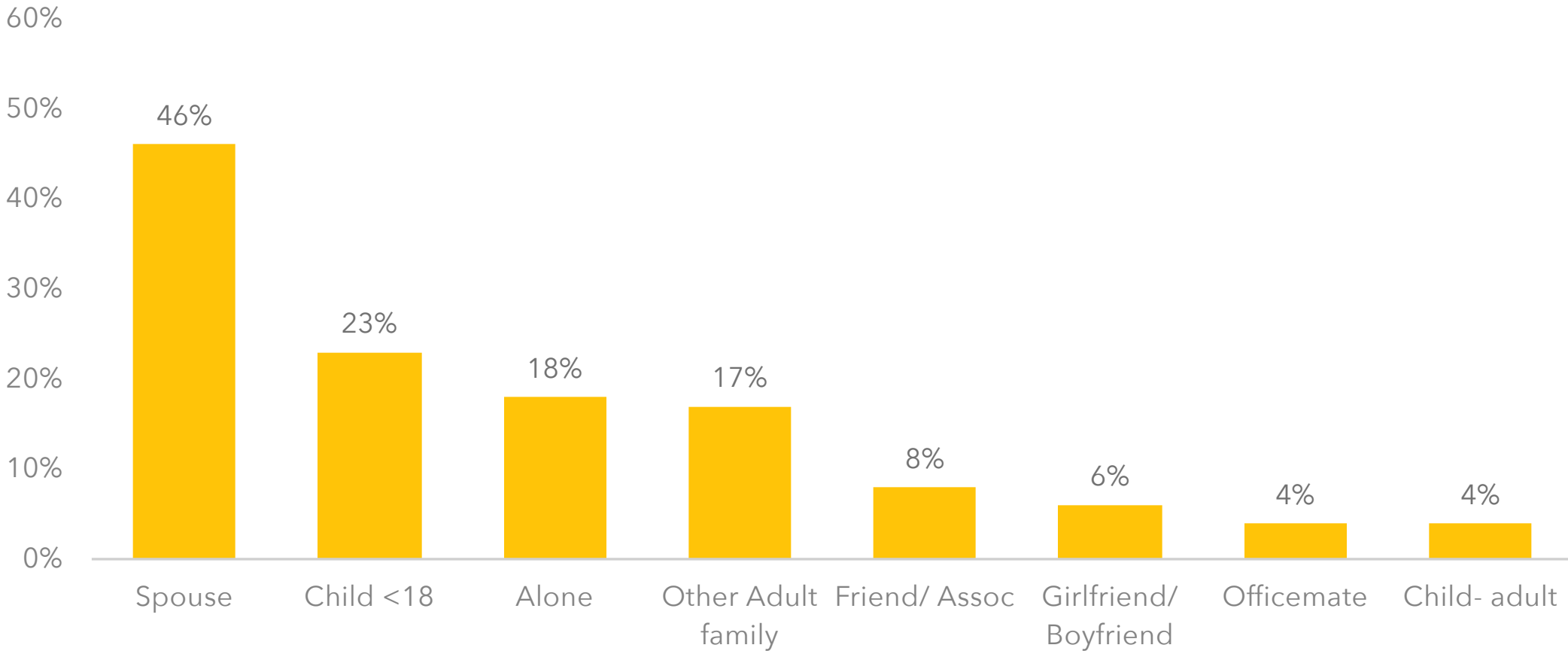
GVB VISITOR SATISFACTION STUDY
D2 What is your approximate annual household income, before taxes?

	TOTAL	KEY SEGMENTS						
	-	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
	(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
D2 JAPAN								
Less than ¥2 million	2%	¹	¹	2%	¹	¹	¹	1%
¥2,000,001 ~ ¥3,000,000	3%	¹	8%	3%	¹	¹	¹	3%
¥3,000,001 ~ ¥4,000,000	4%	10%	4%	¹	¹	50% G	¹	3%
¥4,000,001 ~ ¥5,000,000	7%	¹	12%	7%	¹	¹	¹	7%
¥5,000,001 ~ ¥7,000,000	9%	20%	20%	8%	¹	¹	¹	8%
¥7,000,001 ~ ¥10 million	18%	20%	12%	16%	50%	¹	¹	21%
¥10 million or more	41%	40%	20%	43%	50%	50%	¹	47% B
Prefer not to say	16%	10%	24%	20% G	¹	¹	100% ¹	9%
Total	128	10	25	86	2	2	2	97

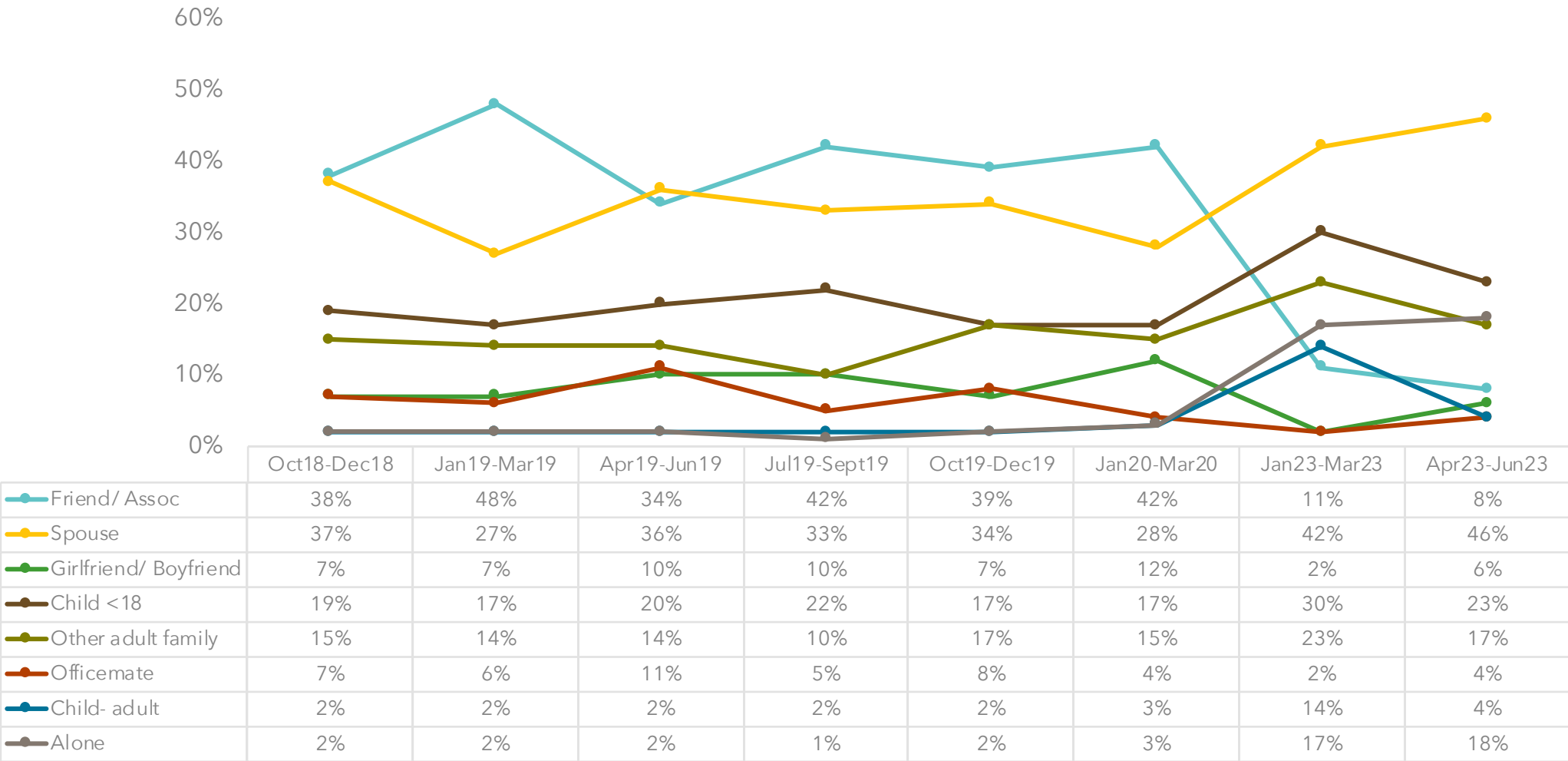
*Prepared by Anthology Research^{2,3}

1. This category is not used in comparisons because its column proportion is equal to zero or one.
2. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05
3. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

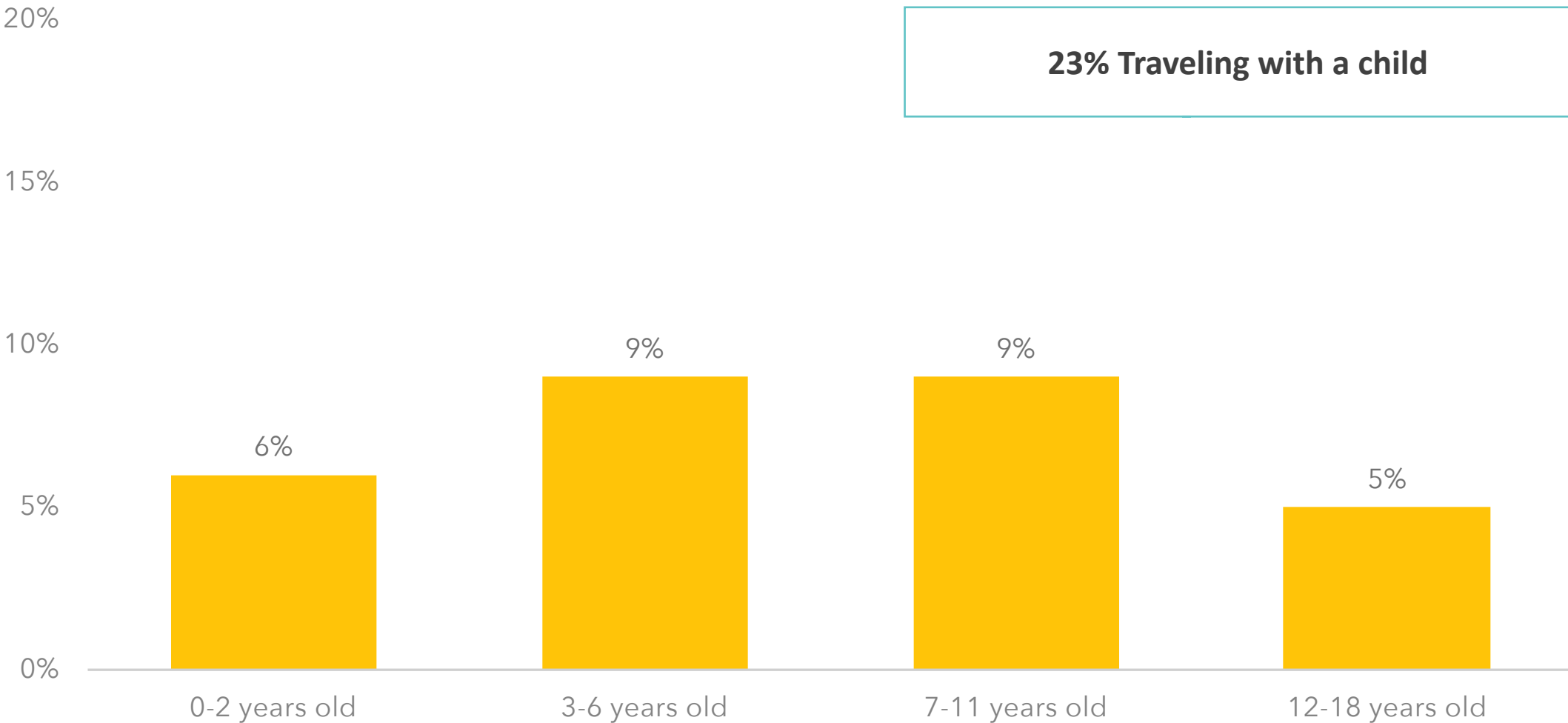
TRAVEL PARTY



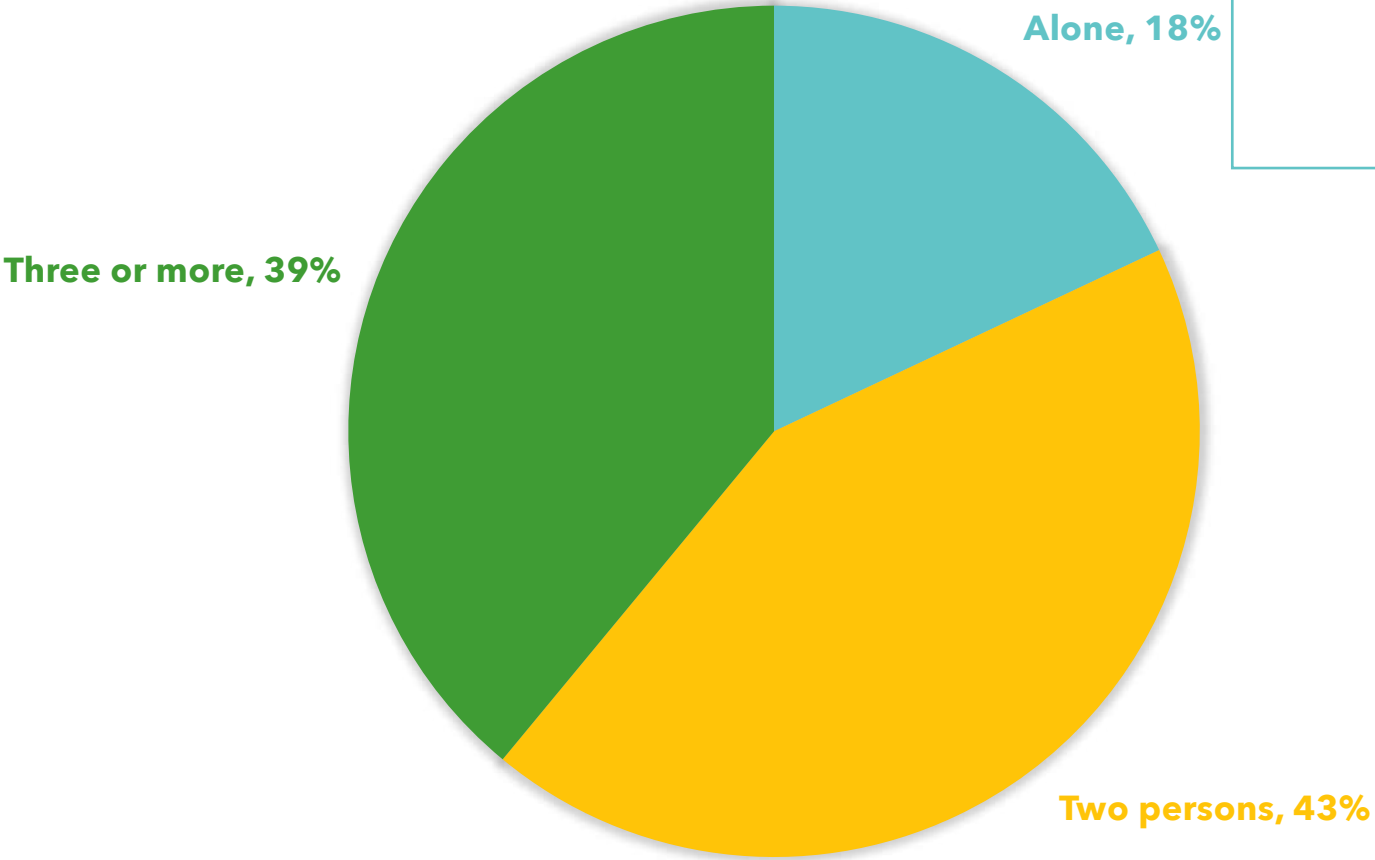
TRAVEL PARTY – TRACKING



TRAVEL PARTY – CHILD UNDER 18

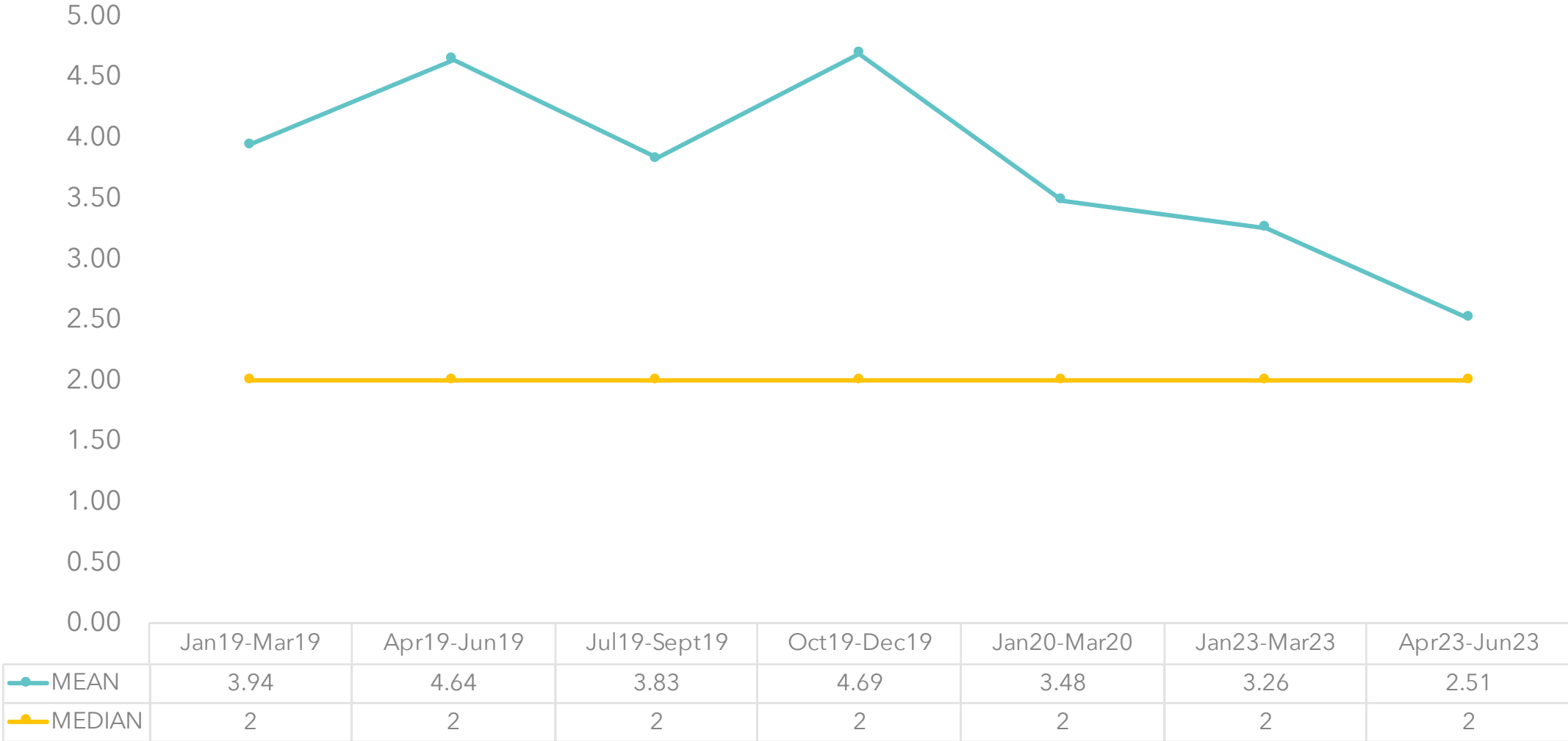


TRAVEL PARTY SIZE

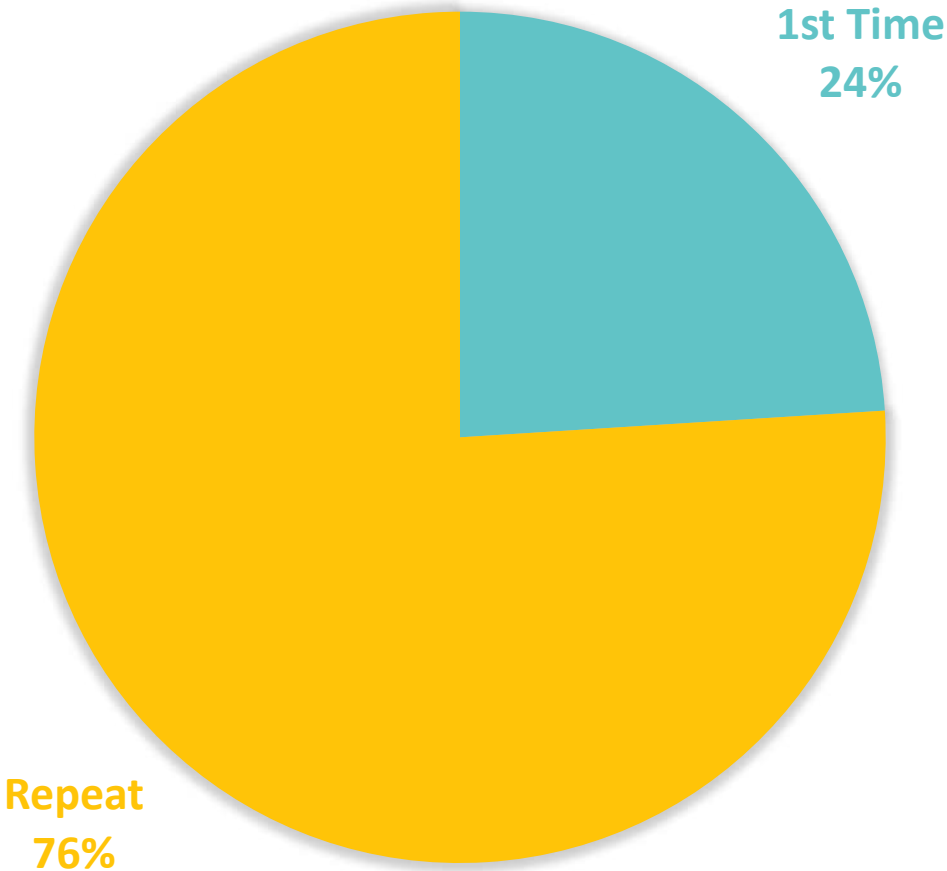


Mean = 2.82
Median = 2

TRAVEL PARTY SIZE – TRACKING



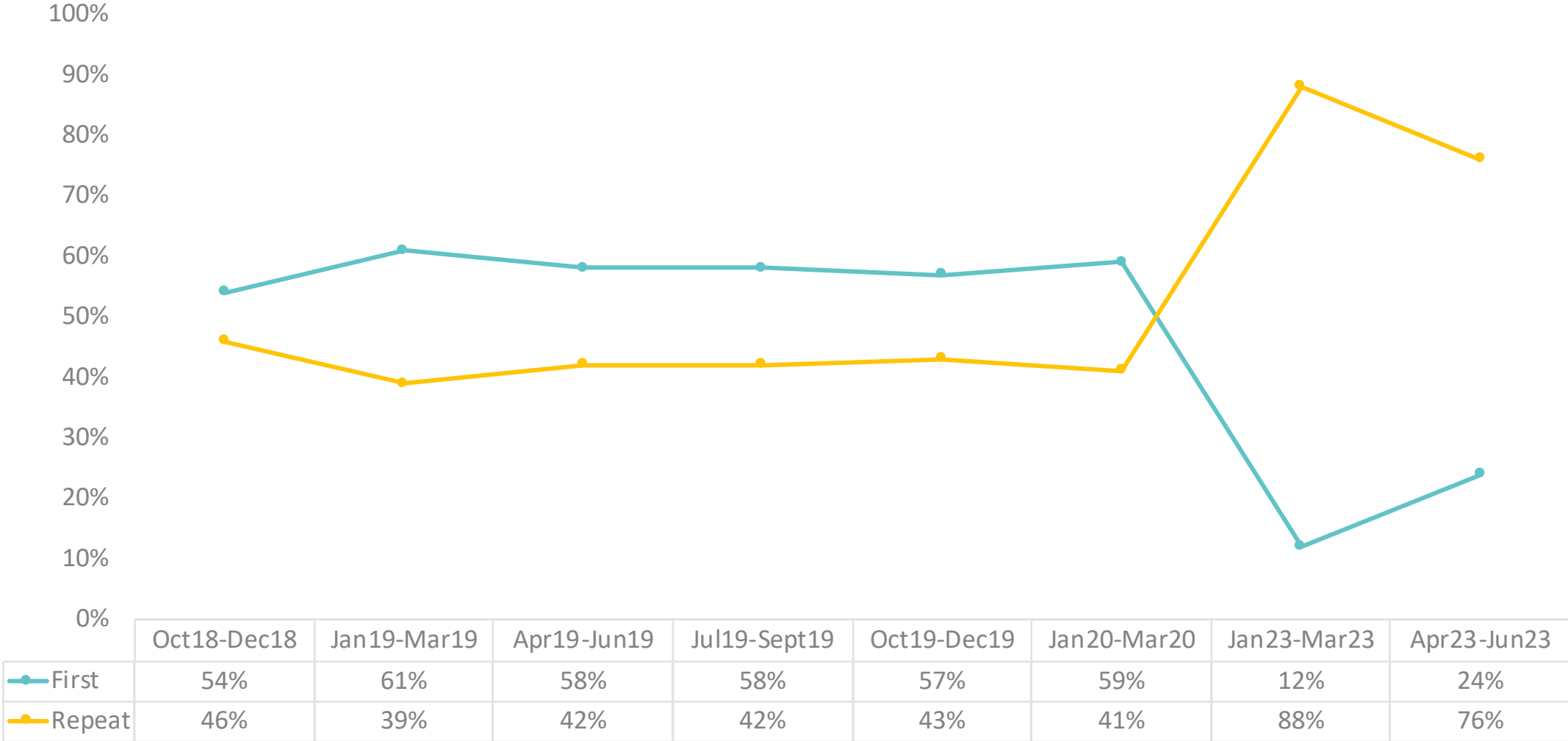
TRIPS TO GUAM



Mean = 7.96
Median = 5



TRIPS TO GUAM – TRACKING



TRIPS TO GUAM – SEGMENTATION

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

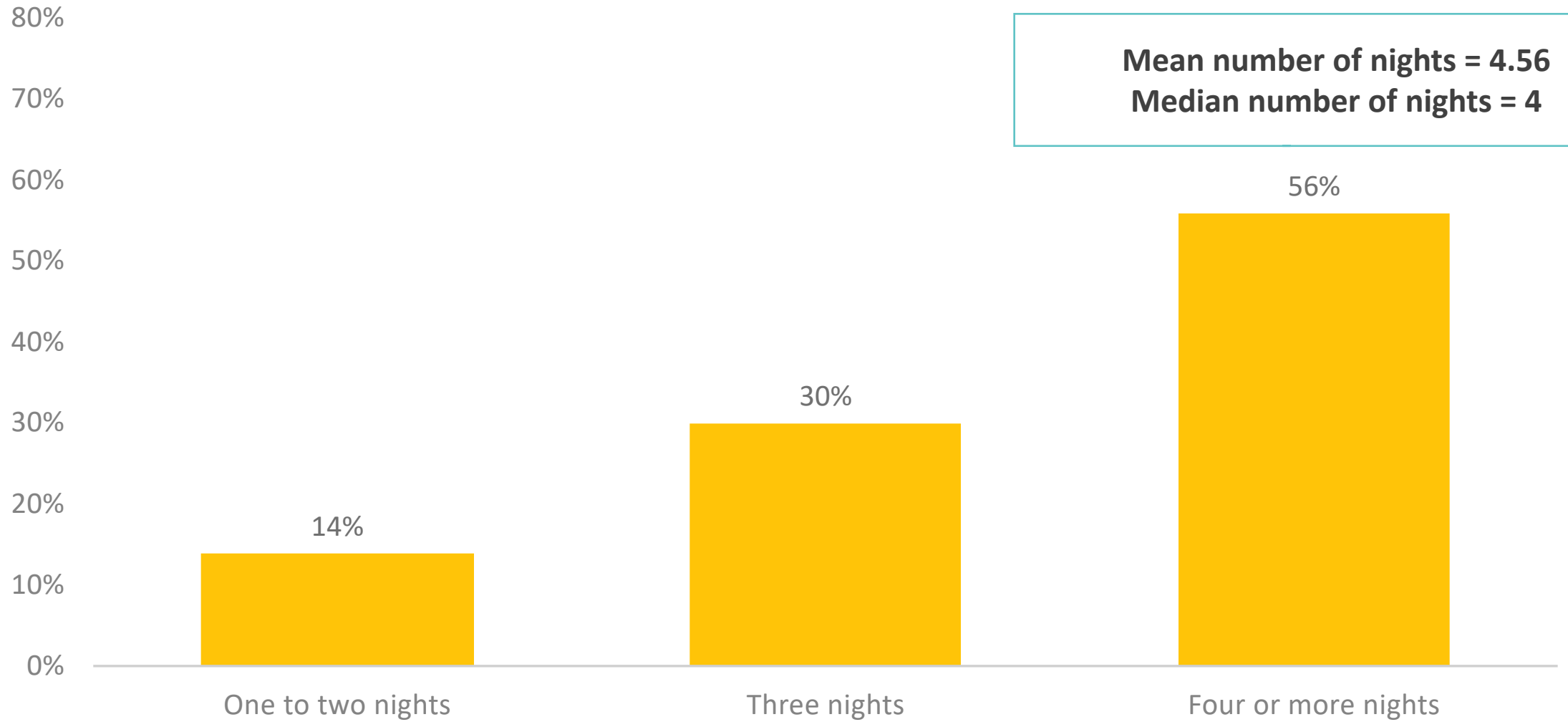
		TOTAL	KEY SEGMENTS						
		-	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Q9	First-time	24%	50%	16%	28%	³	³	100% ³	³
	Repeat	76%	50%	84%	72%	100% ³	100% ³	³	100% ³
	Total	128	10	25	86	2	2	2	97
Q9	Mean	7.96	6.30	8.36	7.28	6.50	6.50	1.00	10.19 C
	Median	5	5	5	5	7	7	1	8 C

Prepared by Anthology Research^{1,2,4}

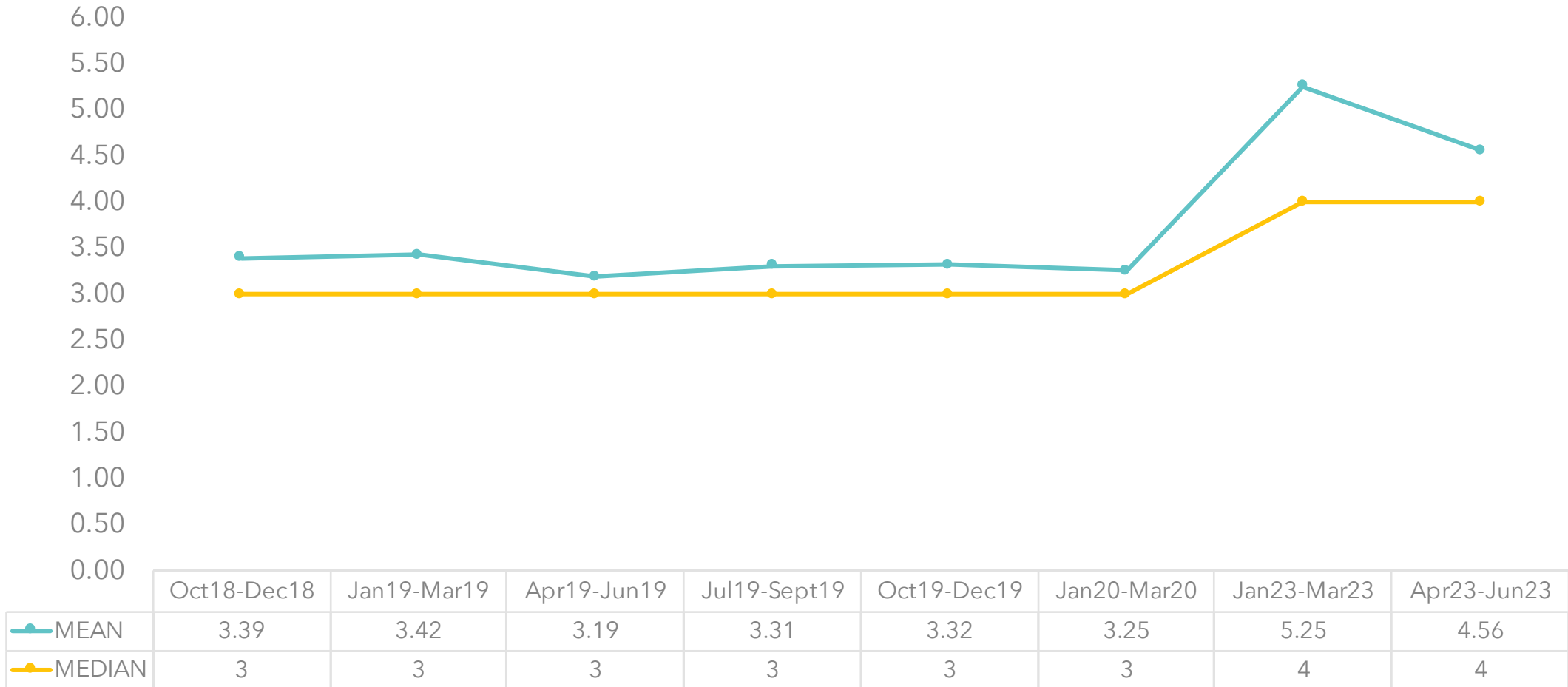
1. Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.
Significance level for upper case letters (A, B, C): .05
2. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
3. This category is not used in comparisons because its column proportion is equal to zero or one.
4. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05



LENGTH OF STAY



LENGTH OF STAY – TRACKING



LENGTH OF STAY – SEGMENTATION

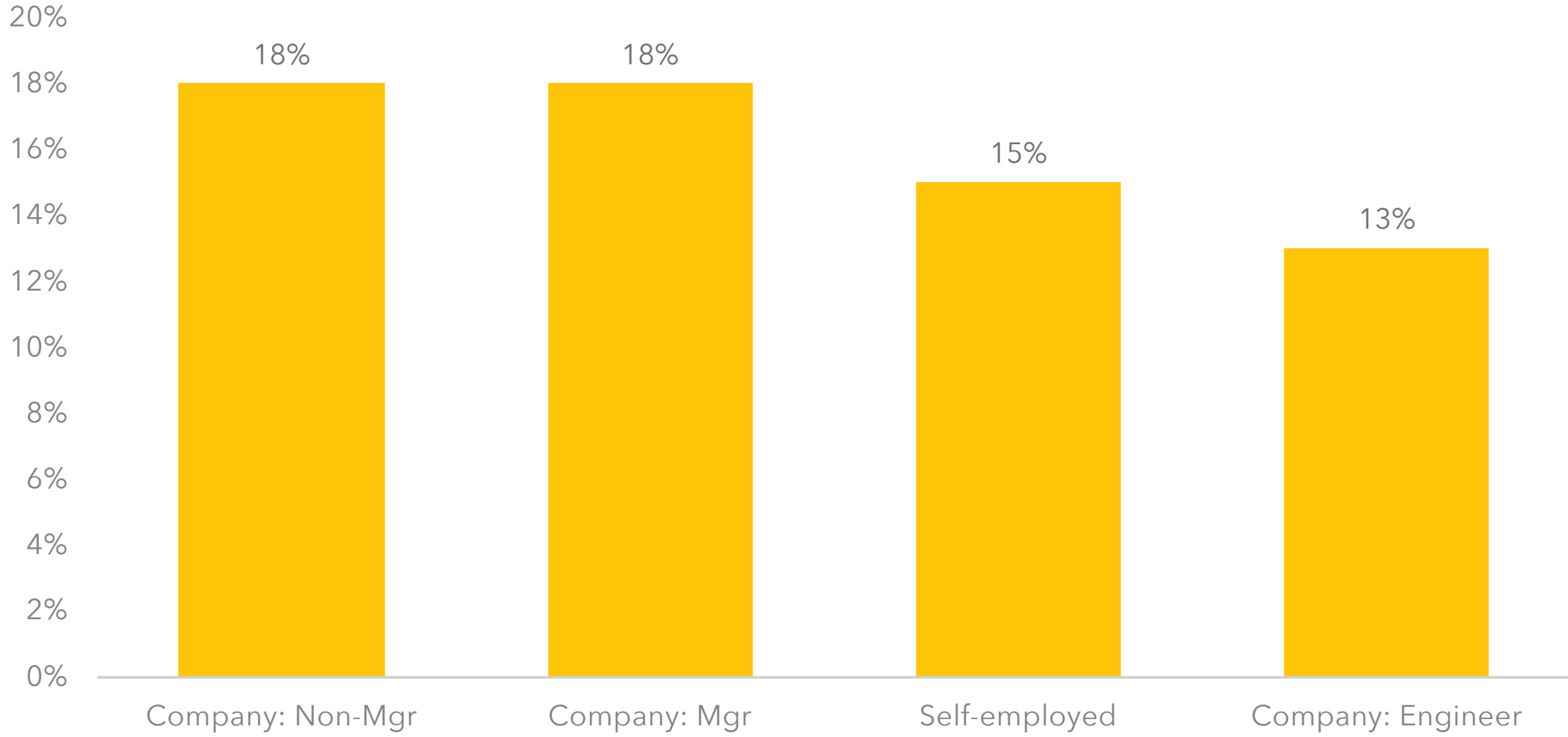
GVB VISITOR SATISFACTION STUDY SA How many nights ddi you stay on Guam?

		TOTAL	KEY SEGMENTS						
		-	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
SA	1-2 Nights	14%	10%	16%	7%	50%	50%	50%	14%
	3 Nights	30%	50%	20%	29%	^c	50%	^c	25%
	4+ Nights	56%	40%	64%	64%	50%	^c	50%	61%
	Total	128	10	25	86	2	2	2	97
SA	Mean	4.56	3.50	4.56	4.42	3.00	2.50	7.00	4.76
	Median	4	3	4	4	3	3	7	4

*Prepared by Anthology Research^{a,b,d}

- Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.
Significance level for upper case letters (A, B, C): .05
- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- This category is not used in comparisons because its column proportion is equal to zero or one.
- Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05

OCCUPATION – Top Responses (10%+)



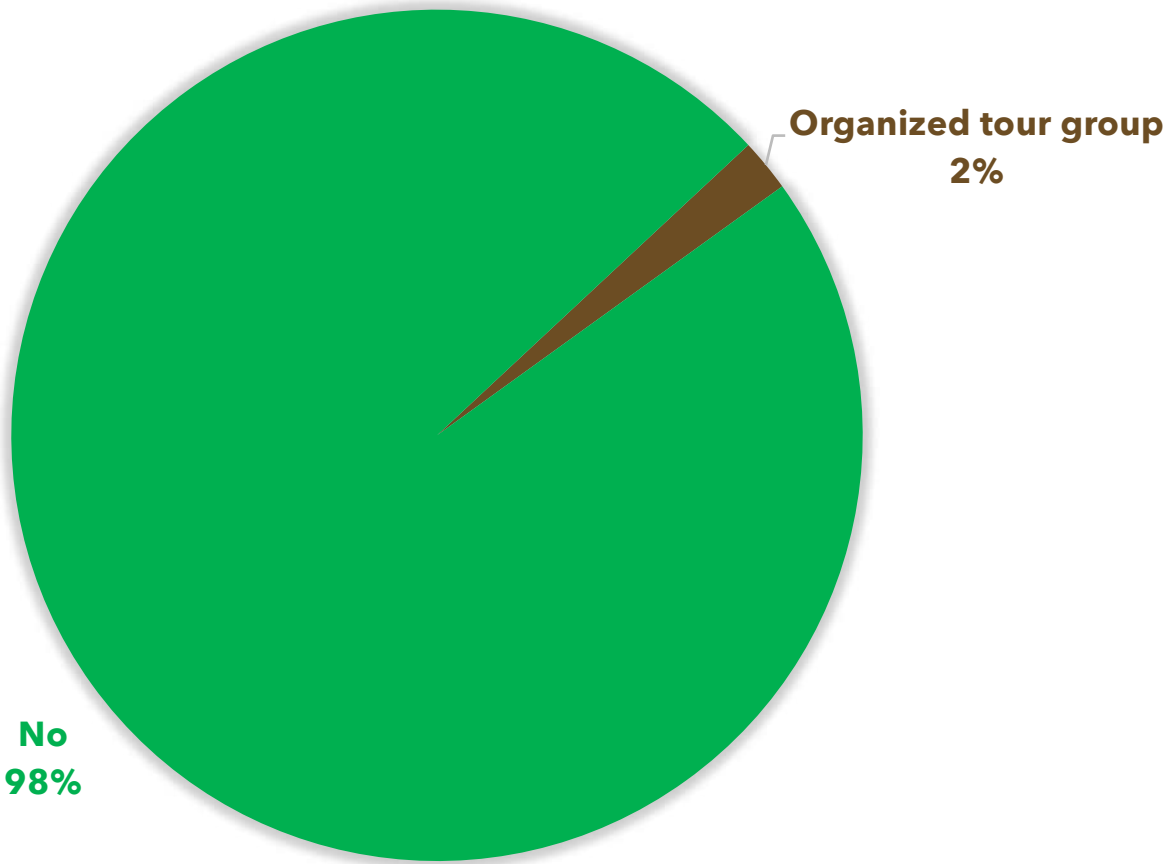


SECTION 2

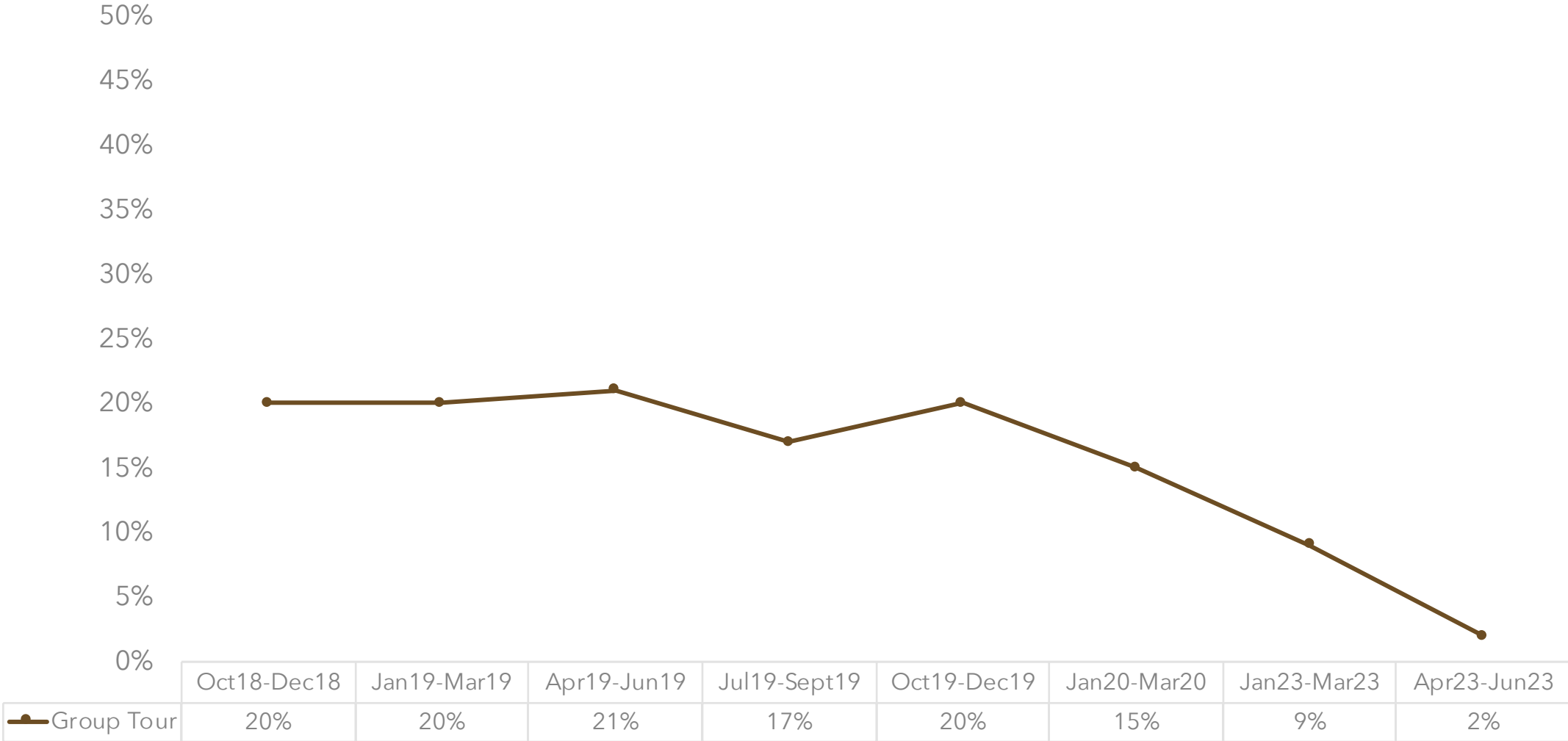
TRAVEL PLANNING



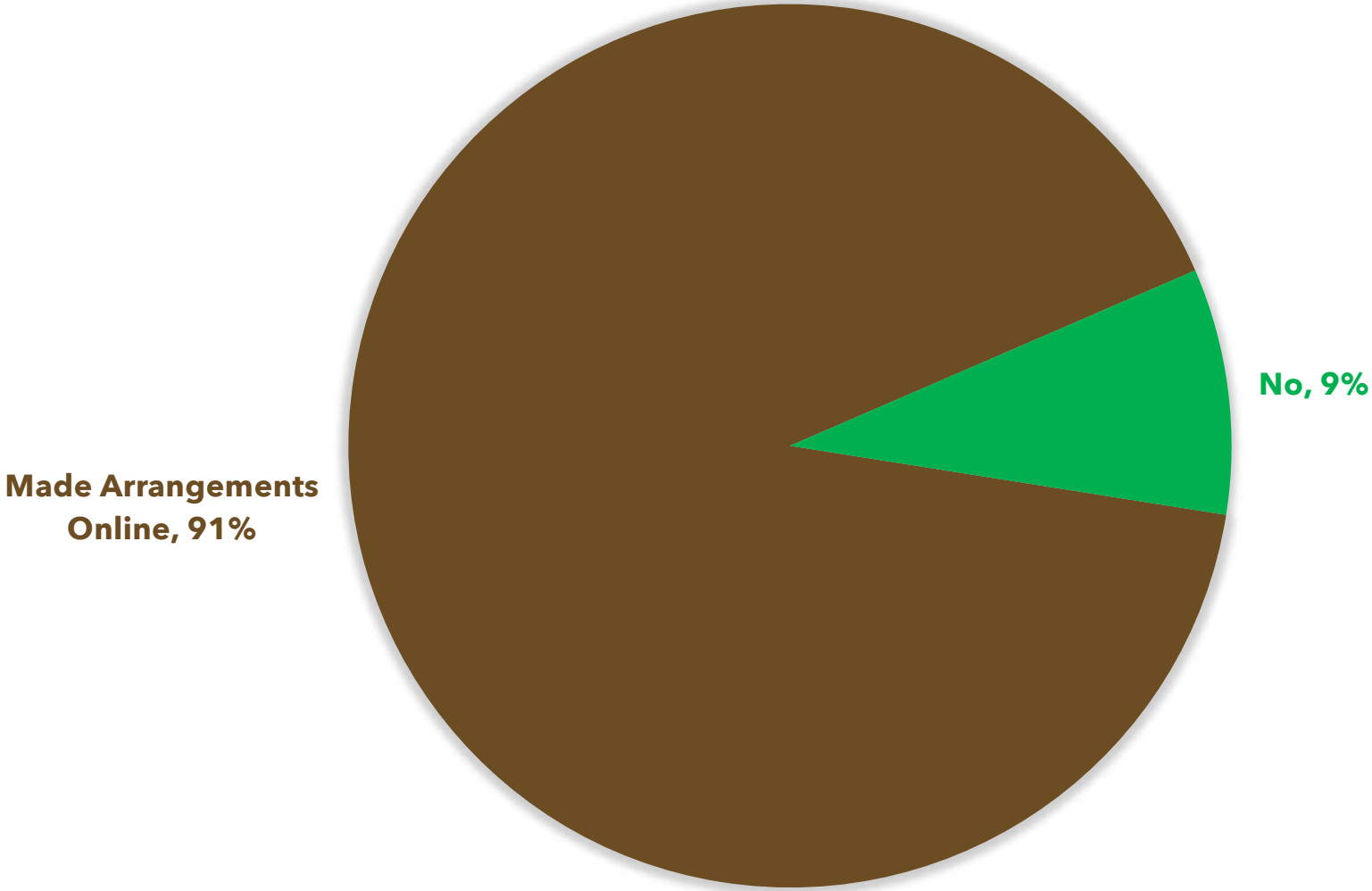
ORGANIZED TOUR GROUP



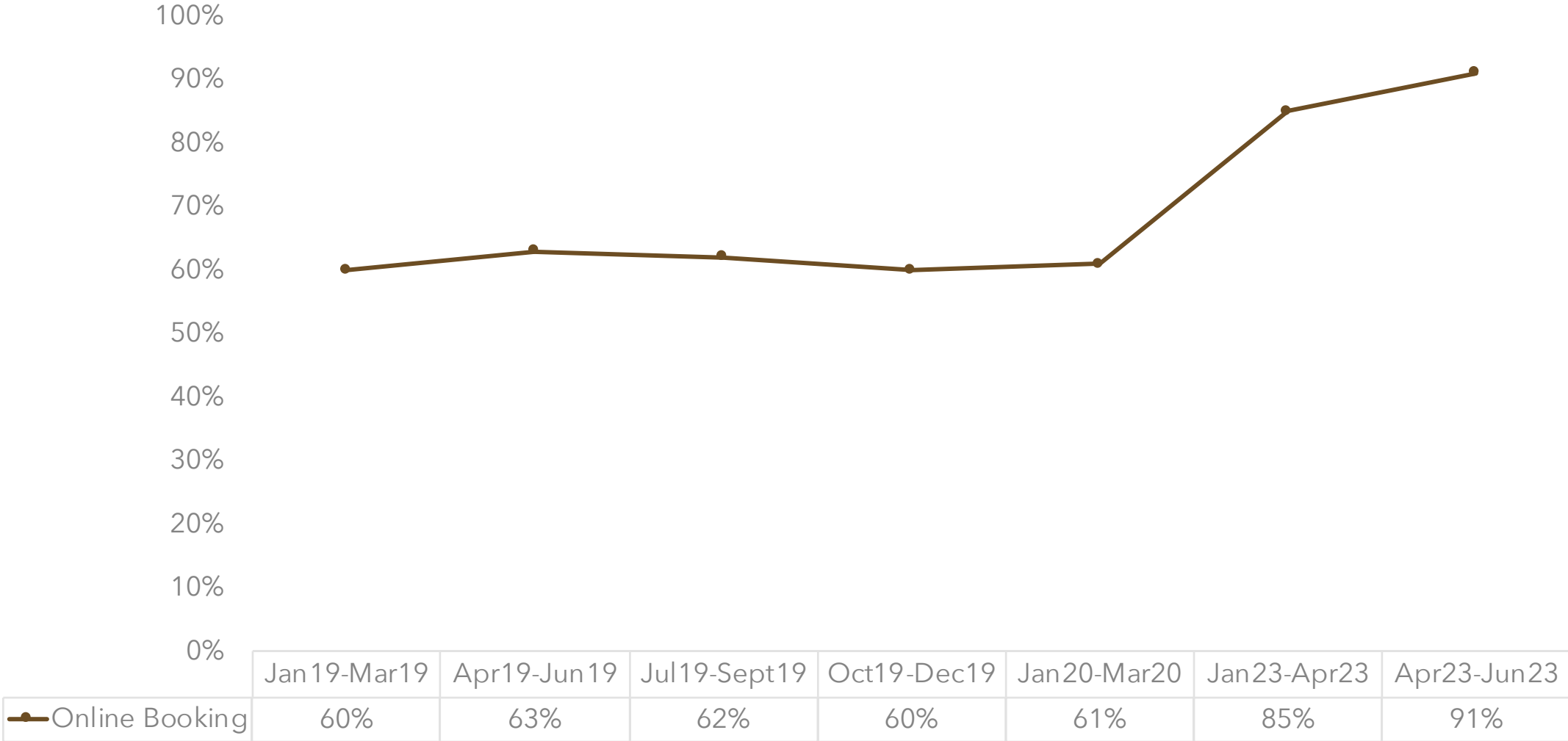
ORGANIZED TOUR GROUP – TRACKING



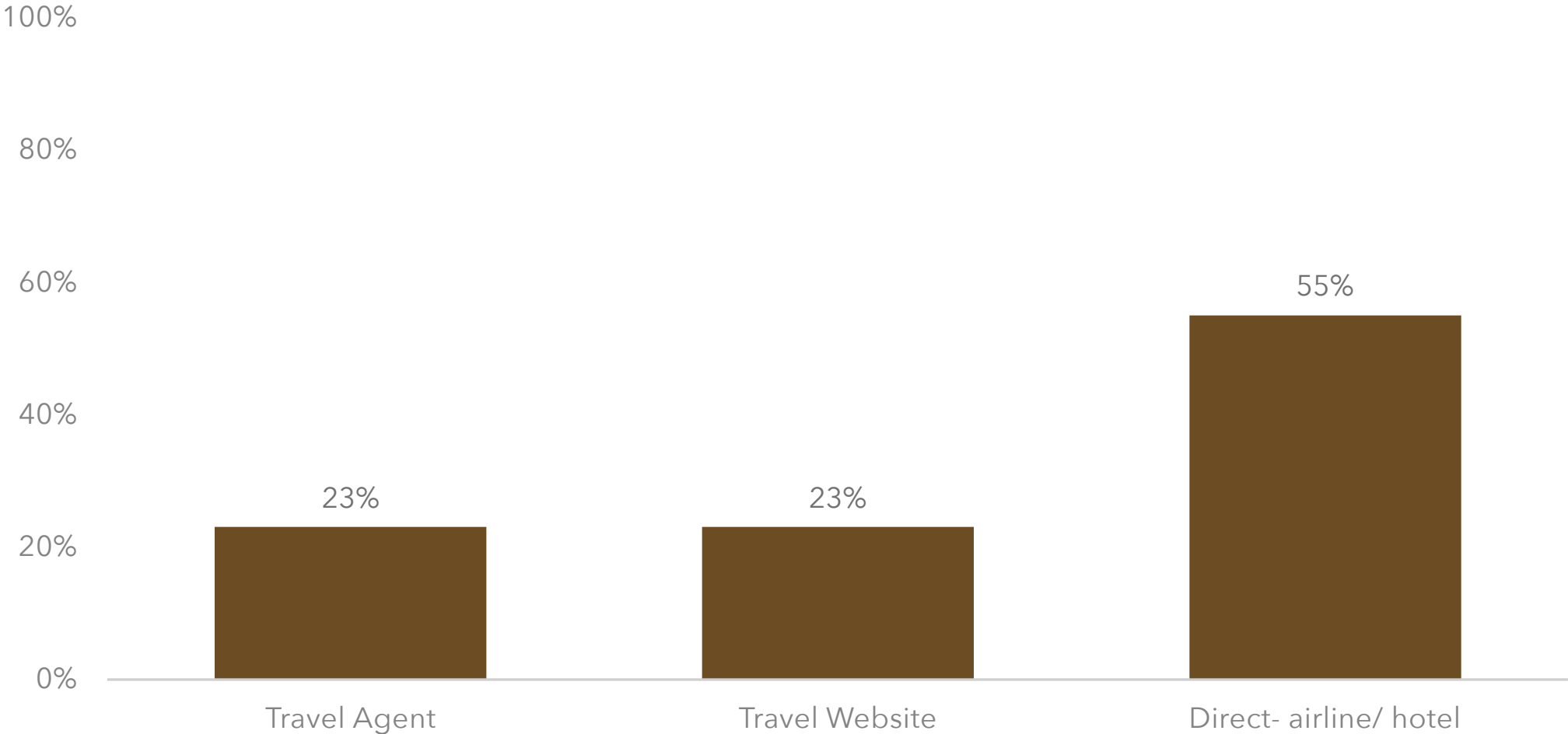
ONLINE BOOKING



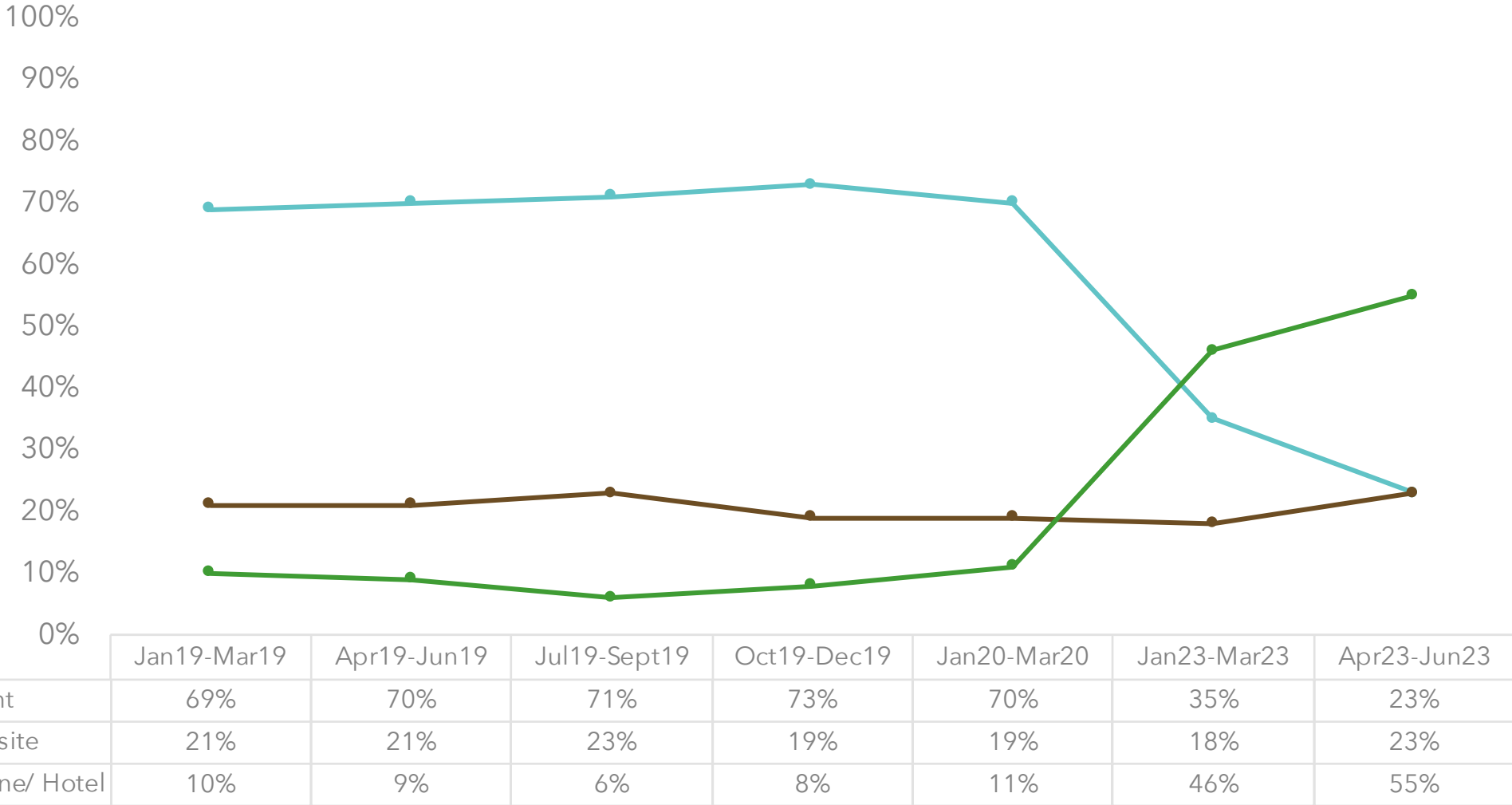
ONLINE BOOKING – TRACKING



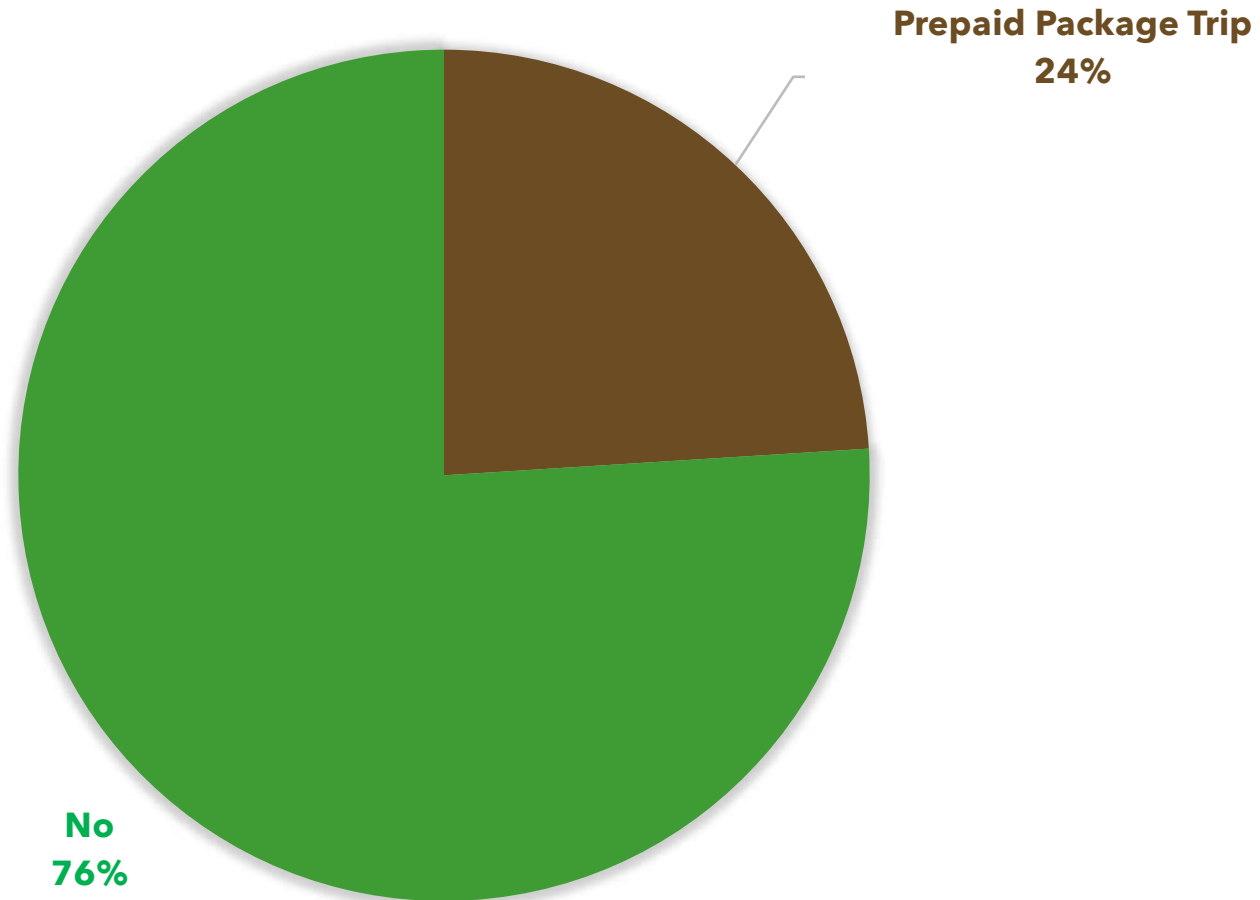
TRAVEL ARRANGEMENTS



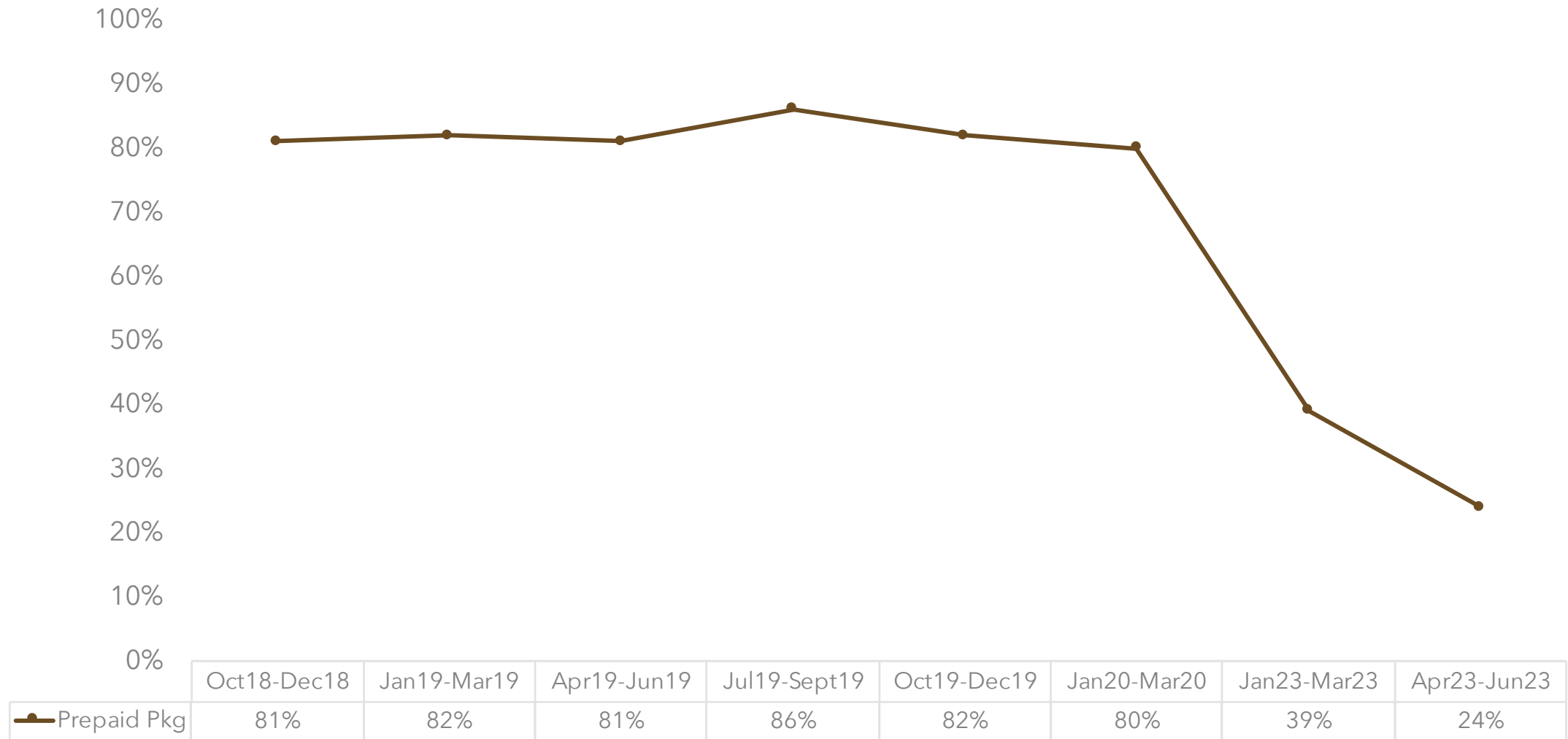
TRAVEL ARRANGEMENTS – TRACKING



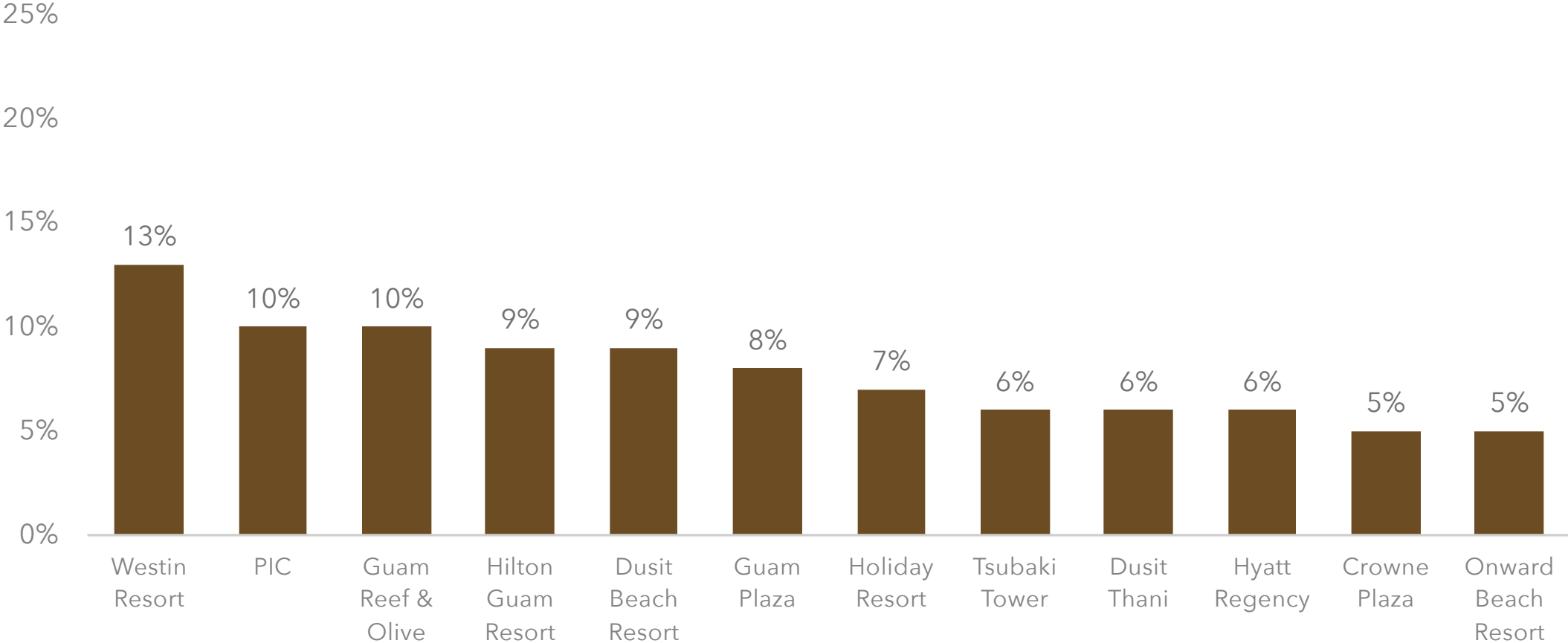
PREPAID PACKAGE TRIP



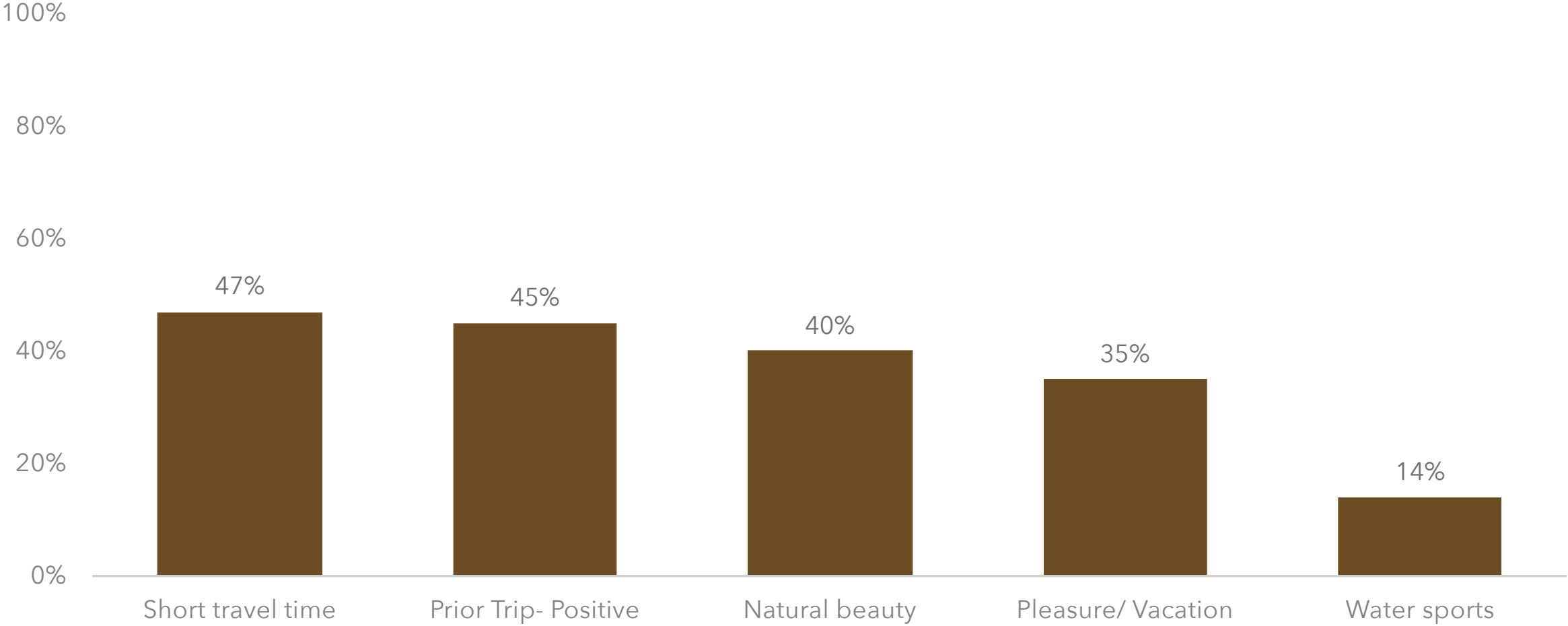
PREPAID PACKAGE TRIP



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	KEY SEGMENTS							
		-	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Q8 Short travel time (not too far from home)	47%	40%	40%	52%	50%	1	1	42%	
A previous visit	45%	40%	68%	47%	50%	1	1	60% C	
Beautiful seas, beaches, tropical climate	40%	50%	24%	44%	1	1	1	36%	
Vacation	35%	50%	12%	35%	50%	1	1	32%	
Just to relax	29%	30%	32%	27%	50%	1	1	31%	
Water sports (snorkeling, windsurfing, parasailing)	14%	10%	16%	15%	1	1	1	14%	
To visit friends or relatives	6%	1	8%	2%	1	1	1	8% C	
Shopping	6%	1	4%	6%	50%	1	1	8%	
Sightseeing/ visiting tourist spots	5%	10%	1	6%	1	1	1	2%	
Price of the tour package	5%	10%	16% G	6%	1	1	1	3%	
Scuba diving	5%	1	4%	5%	1	1	1	6%	
To golf	5%	1	12%	5%	50% C	1	1	6%	
It is a safe place to spend a vacation	5%	1	4%	6%	1	1	1	2%	
Honeymoon	4%	1	1	6% G	1	1	50% C G	1%	
Recommendation of friend/ relative/ travel agency	2%	10%	1	3%	1	1	1	1	
Company/ business trip	2%	1	8%	1%	1	1	1	2%	
Convention/ conference/ trade show/ meeting	2%	1	4%	1	1	100% ¹	1	2%	
Career certification/ testing	2%	1	1	1	1	1	1	2%	
To Get Married/ attend Wedding	2%	1	4%	2%	1	1	100% ¹	1	
Organized sporting activity/ event	2%	1	4%	1%	1	1	1	2%	
Adventure	1%	10%	1	1	1	1	1	1	
Total	128	10	25	86	2	2	2	97	

*Prepared by Anthology Research^{2,3}

1. This category is not used in comparisons because its column proportion is equal to zero or one.
2. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05
3. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.





SECTION 3

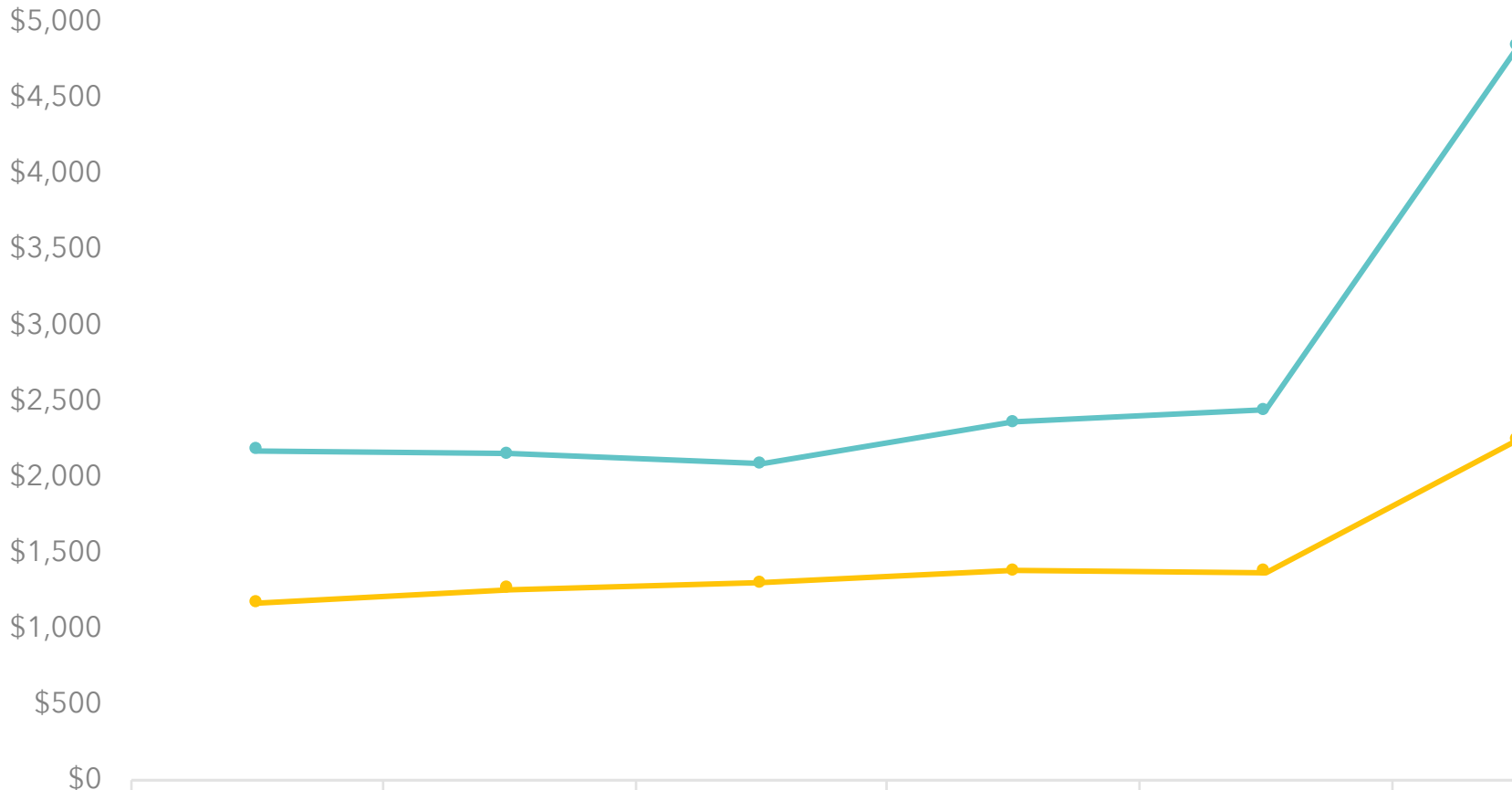
EXPENDITURES



PREPAID PACKAGE EXPENDITURES

- \$2,436.25 = overall mean average prepaid package expense (for entire travel party) by respondent
- \$918.05 = overall mean average **per person** prepaid package expenditures

PREPAID PACKAGE – TRAVEL PARTY EXPENSE TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23
MEAN	\$2,172.48	\$2,146.42	\$2,084.56	\$2,355.46	\$2,433.32	\$4,842.85	\$2,436.25
MEDIAN	\$1,166.00	\$1,254.00	\$1,294.00	\$1,375.00	\$1,370.00	\$2,246.00	\$1,992.00



PREPAID PACKAGE – PER PERSON EXPENSE TRACKING

\$2,400
 \$2,200
 \$2,000
 \$1,800
 \$1,600
 \$1,400
 \$1,200
 \$1,000
 \$800
 \$600
 \$400
 \$200
 \$0

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23
MEAN	\$691.14	\$711.62	\$768.01	\$753.07	\$813.34	\$2,117.61	\$918.05
MEDIAN	\$544.00	\$555.00	\$578.00	\$555.00	\$638.00	\$1,066.00	\$935.00



PREPAID PACKAGE – PER PERSON EXPENSE SEGMENTATION

GVB VISITOR SATISFACTION STUDY

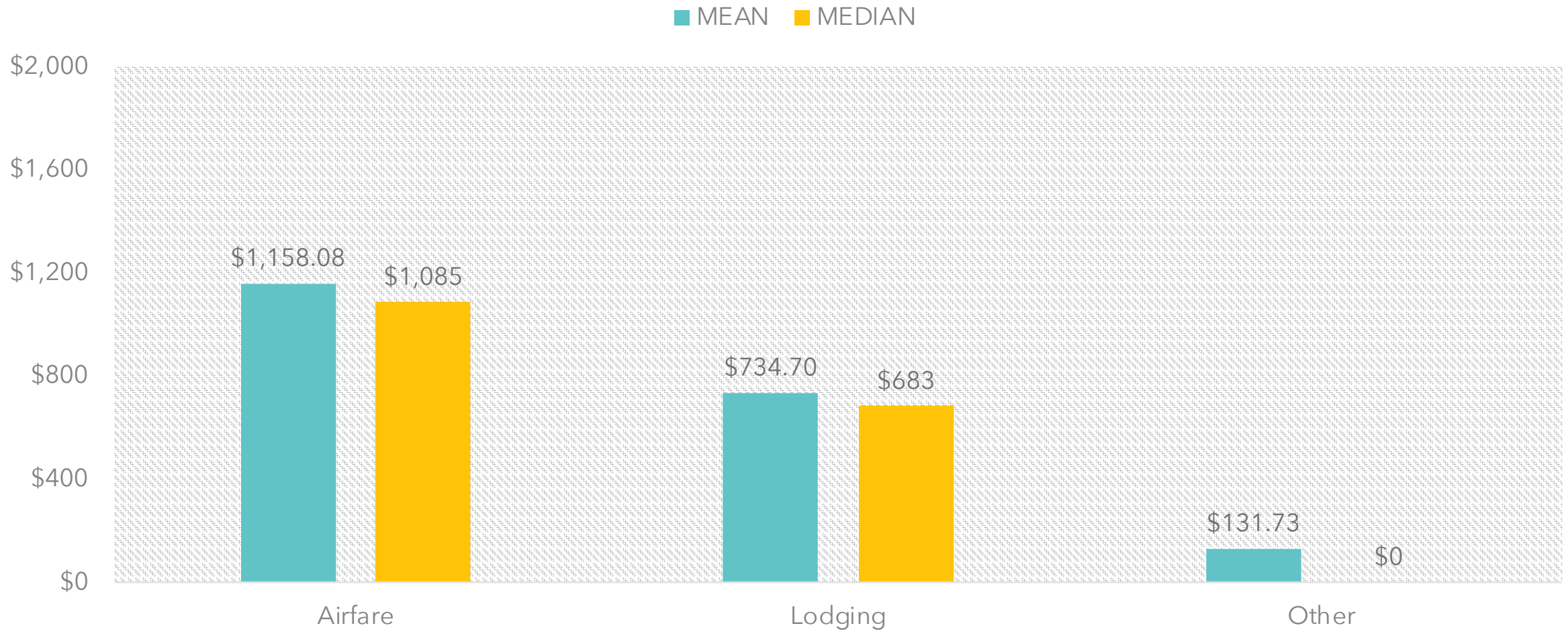
Q20 How much did the total prepaid package trip cost for you and other members of your covered travel party? PER PERSON

		TOTAL	KEY SEGMENTS						
		-	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
YEN\$1	Mean	\$918.05	\$1,821.88 ^a	\$852.90	\$942.41	\$1,964.59 ^a	.	\$862.36	\$860.88
	Median	\$935	\$1,822 ^a	\$869	\$904	\$1,965 ^a	.	\$862	\$867

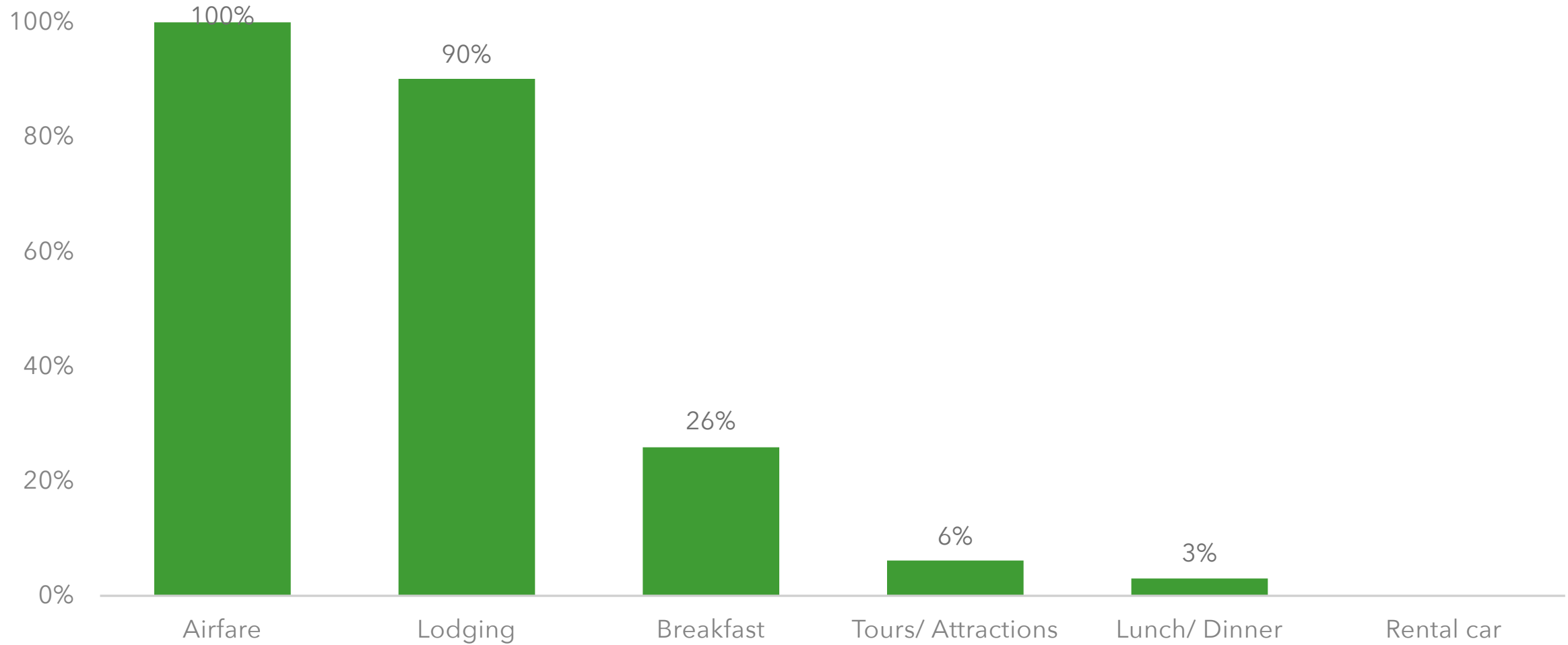
*Prepared by Anthology Research^{a,b,c}

- This category is not used in comparisons because the sum of case weights is less than two.
- Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.
Significance level for upper case letters (A, B, C): .05
- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

PREPAID PACKAGE – BREAKDOWN



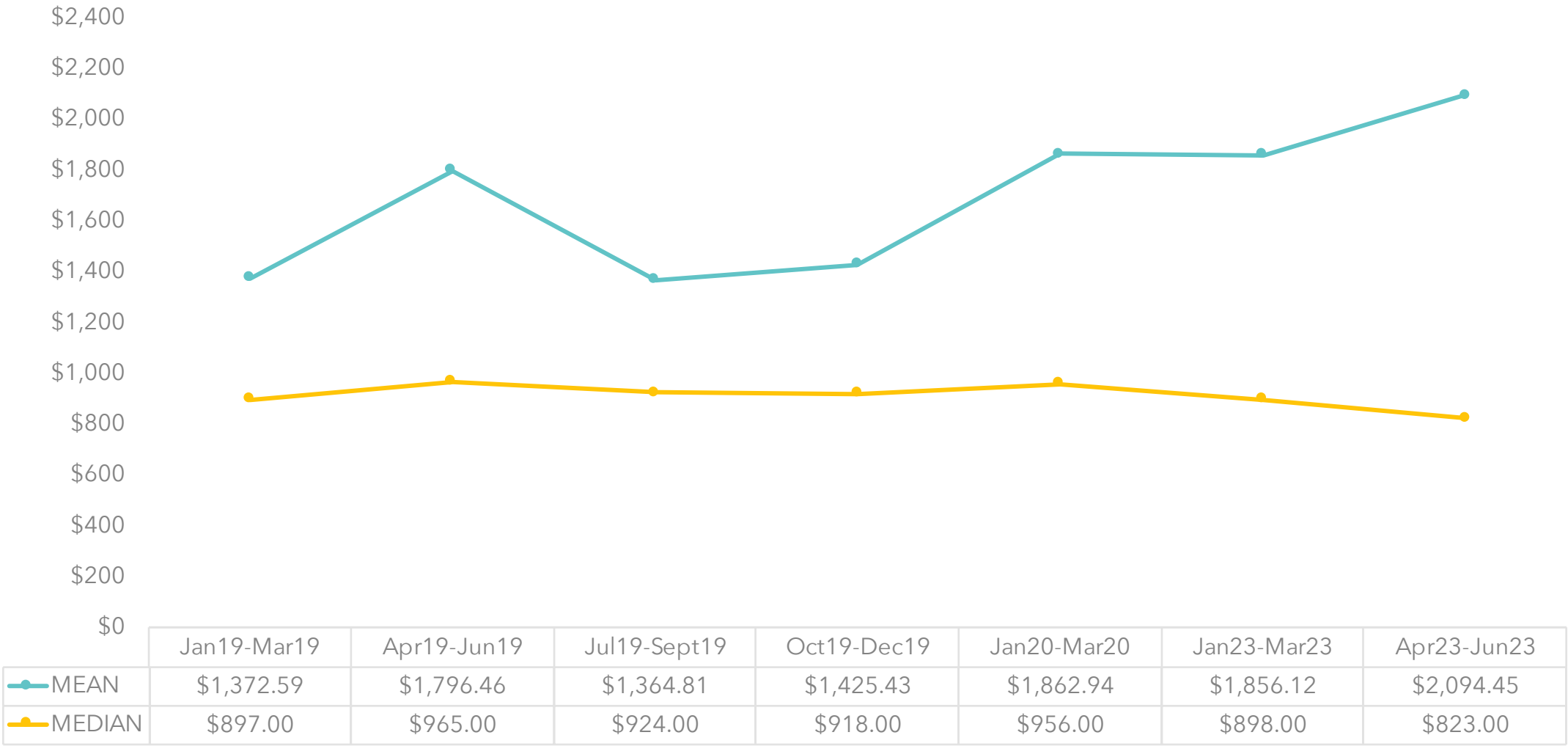
PREPAID PACKAGE – BREAKDOWN



AIRFARE – FIT TRAVELER

- \$2,094.45 = overall mean average airfare expense (for entire travel party) by respondent
- \$1,020.89 = overall mean average **per person** airfare expenditures

AIRFARE – FIT TRAVELER (GROUP) TRACKING

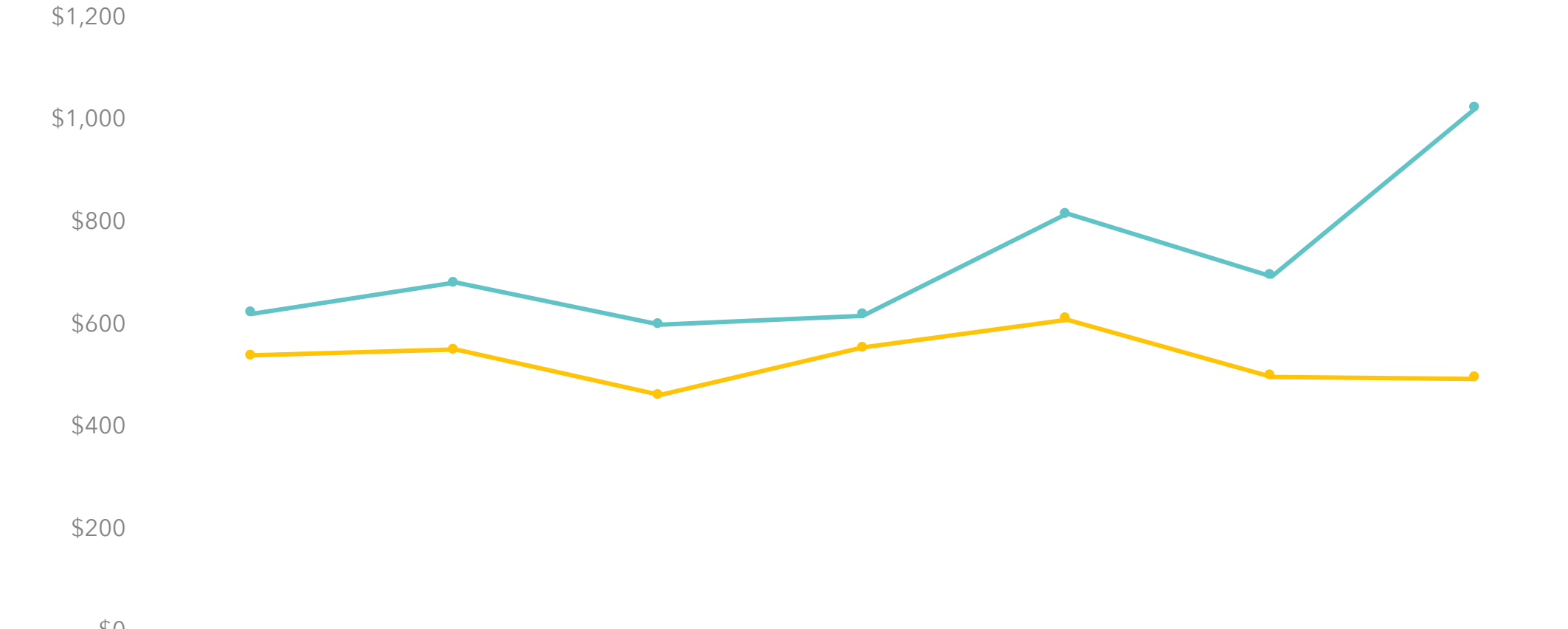


Q: How much of the total did you and your family/ travel party pay for the airline trip costs to Guam (if not included as part of a package)?



AIRFARE – FIT TRAVELER (Per Person) TRACKING

\$1,200
\$1,000
\$800
\$600
\$400
\$200
\$0



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23
MEAN	\$621.91	\$681.61	\$599.17	\$617.98	\$816.01	\$694.85	\$1,020.89
MEDIAN	\$538.00	\$550.00	\$462.00	\$553.00	\$609.00	\$499.00	\$495.00

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)?

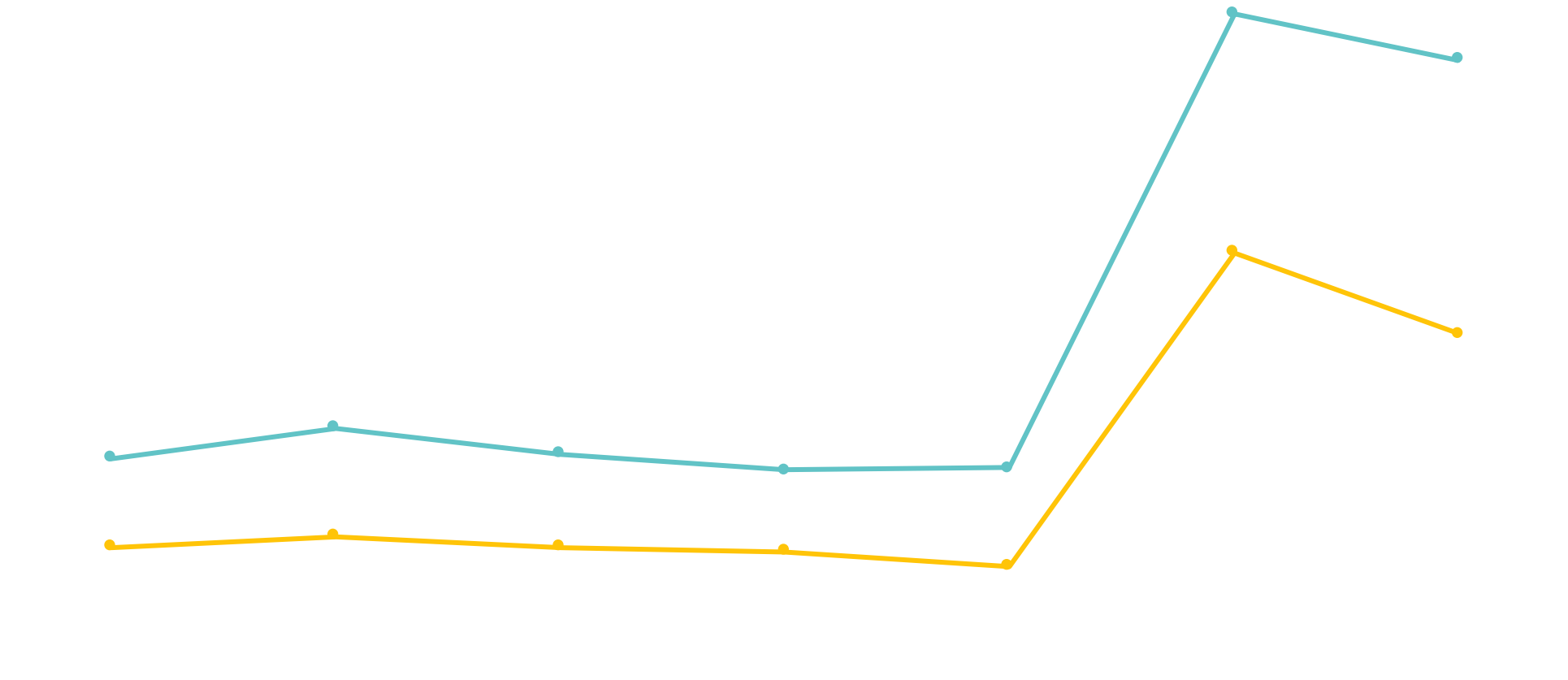


ONISLE EXPENDITURES

- \$3,228.41 = overall mean average expense (for entire travel party) by respondent
- \$1,368.29 = overall mean average **per person** expenditures

ONISLE – TRAVEL PARTY TRACKING

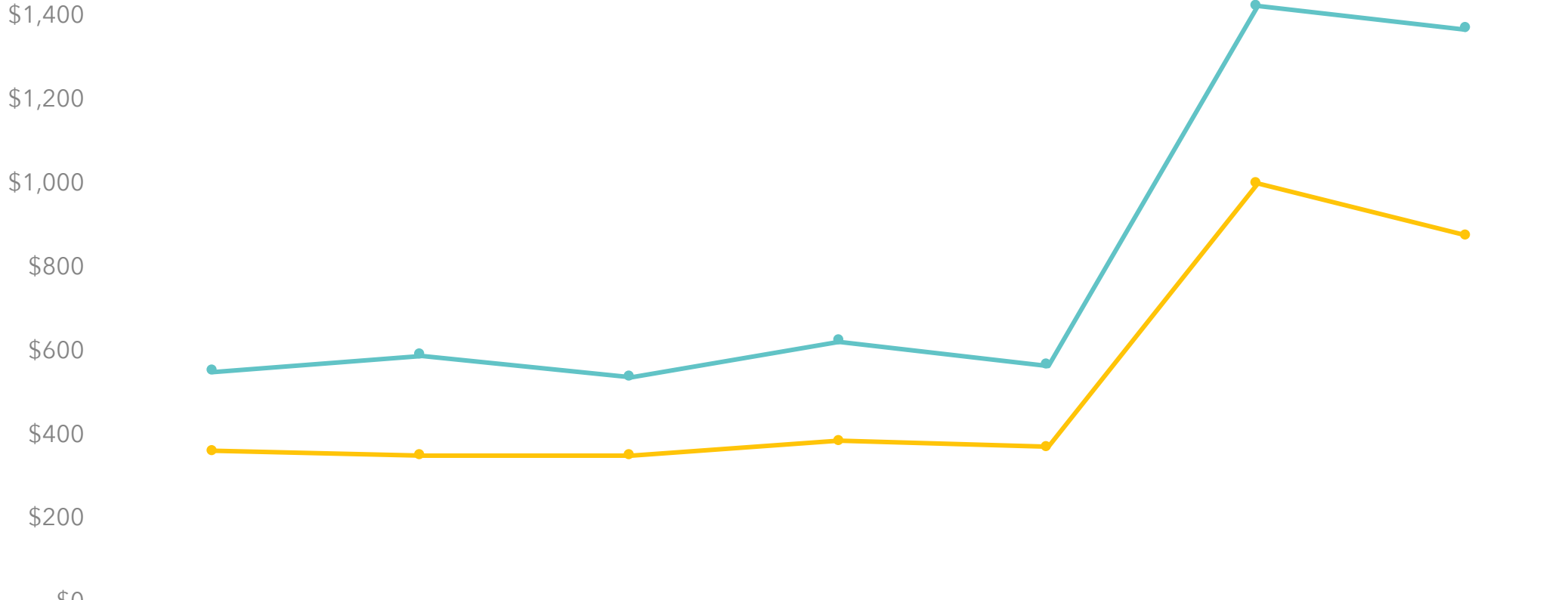
\$3,400
 \$3,200
 \$3,000
 \$2,800
 \$2,600
 \$2,400
 \$2,200
 \$2,000
 \$1,800
 \$1,600
 \$1,400
 \$1,200
 \$1,000
 \$800
 \$600
 \$400
 \$200
 \$0



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23
MEAN	\$1,159.36	\$1,320.08	\$1,180.66	\$1,101.55	\$1,112.18	\$3,463.57	\$3,228.41
MEDIAN	\$700.00	\$756.00	\$700.00	\$681.00	\$600.00	\$2,225.00	\$1,808.00



ONISLE – PER PERSON TRACKING

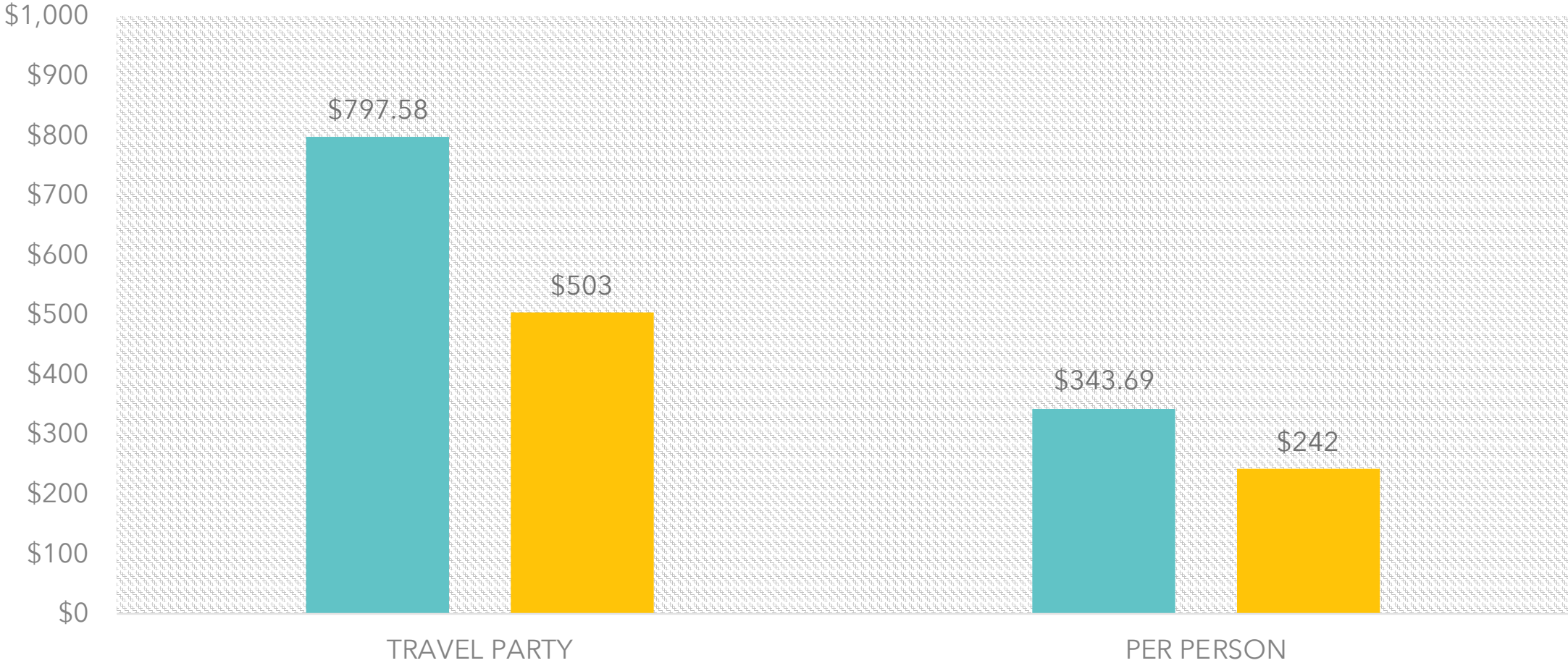


	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23
MEAN	\$551.36	\$588.03	\$536.83	\$623.34	\$565.07	\$1,423.60	\$1,368.29
MEDIAN	\$360.00	\$350.00	\$350.00	\$385.00	\$370.00	\$1,000.00	\$875.00



ONISLE – PER DAY SPENDING

■ MEAN ■ MEDIAN



ONISLE – TRAVEL PARTY/ PER DAY TRACKING

\$1,000

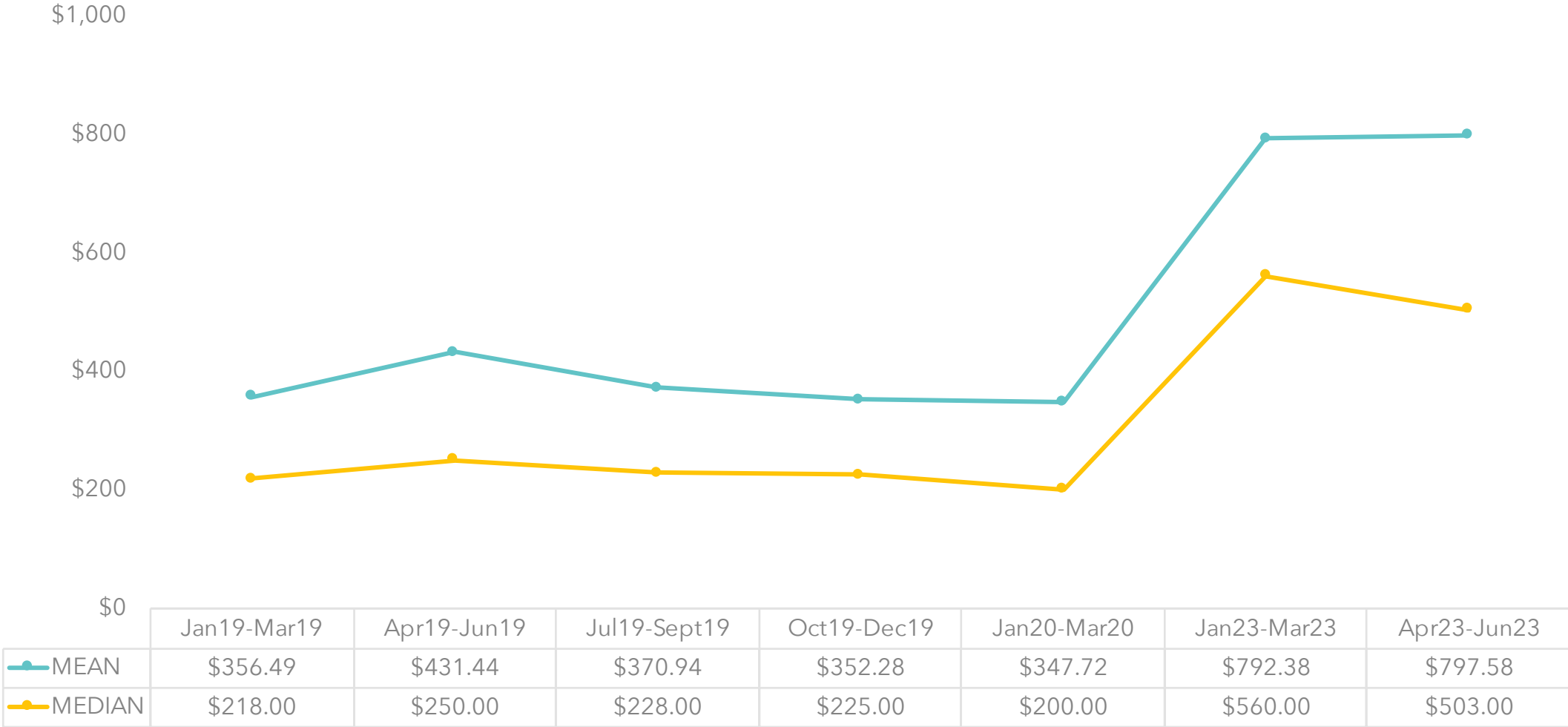
\$800

\$600

\$400

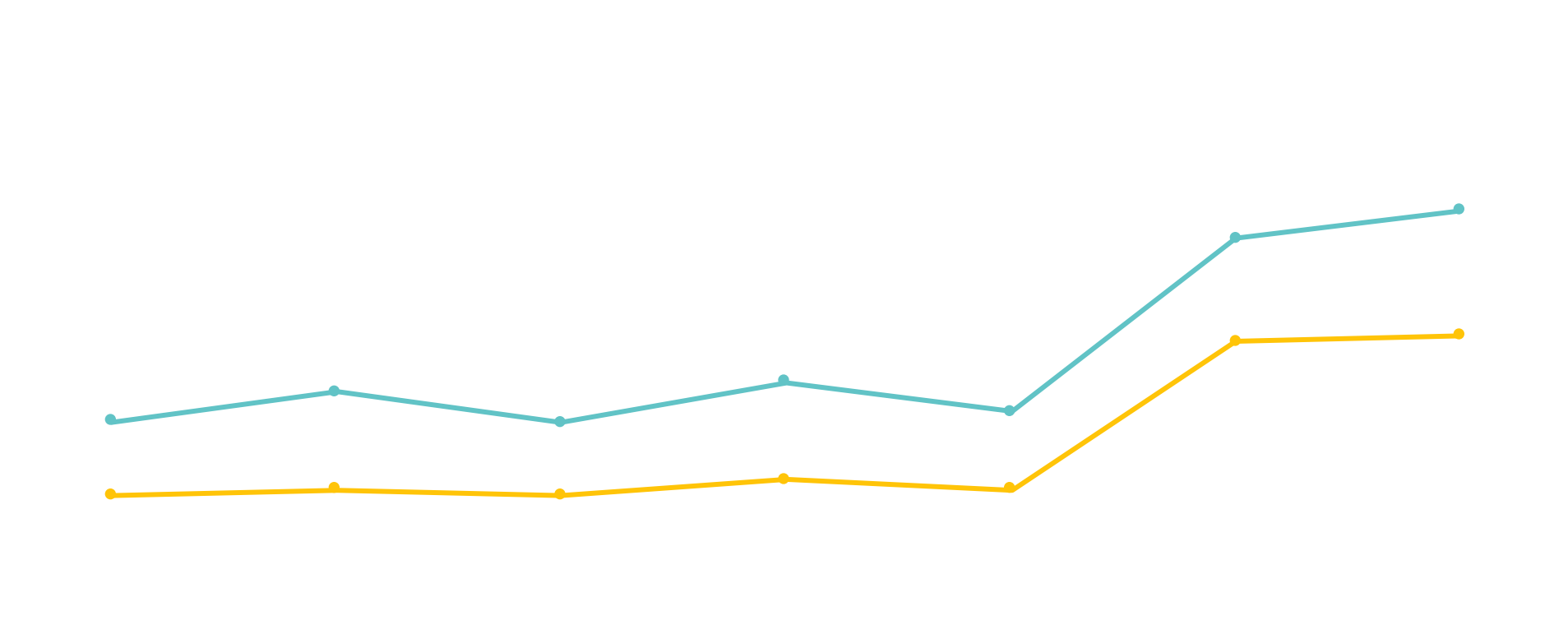
\$200

\$0



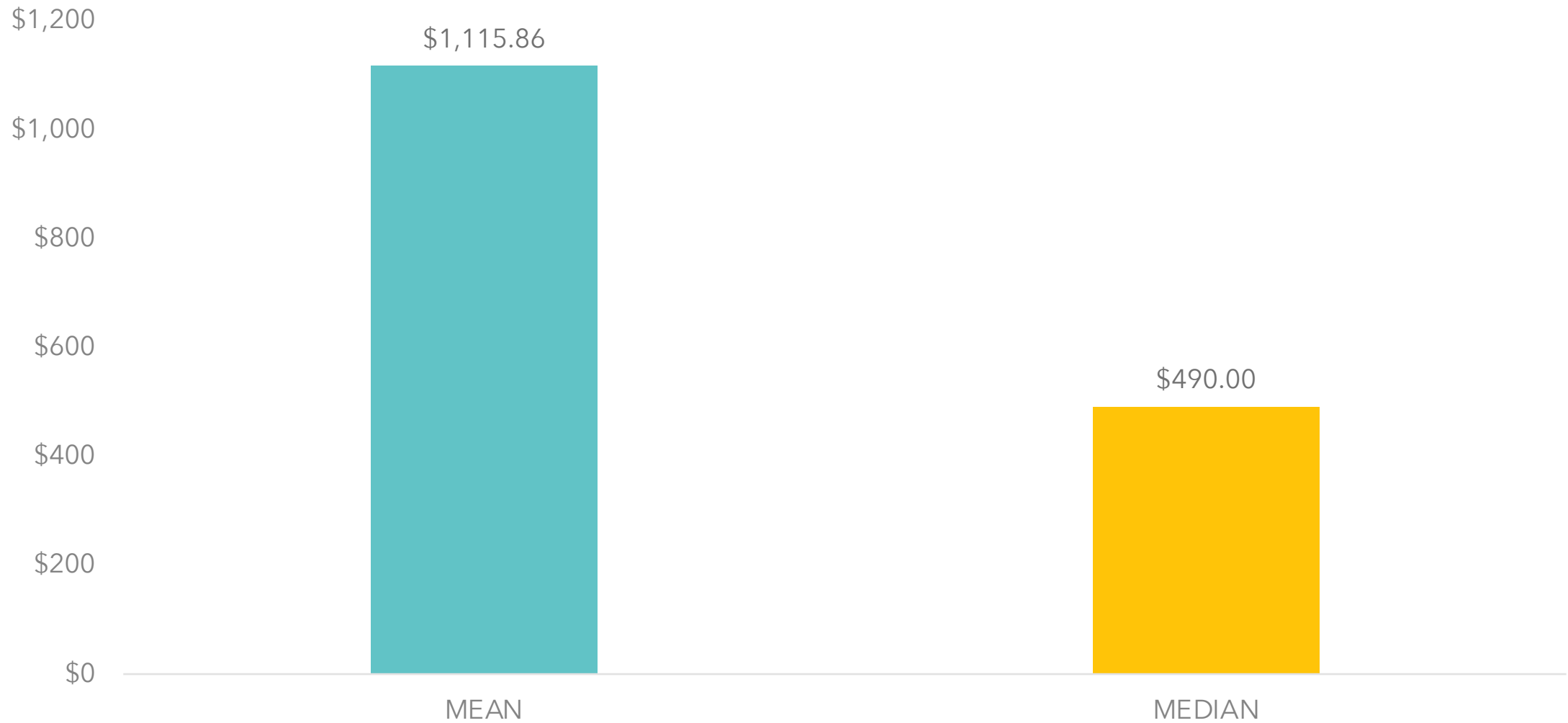
ONISLE – PER PERSON/ PER DAY TRACKING

\$500
\$400
\$300
\$200
\$100
\$0

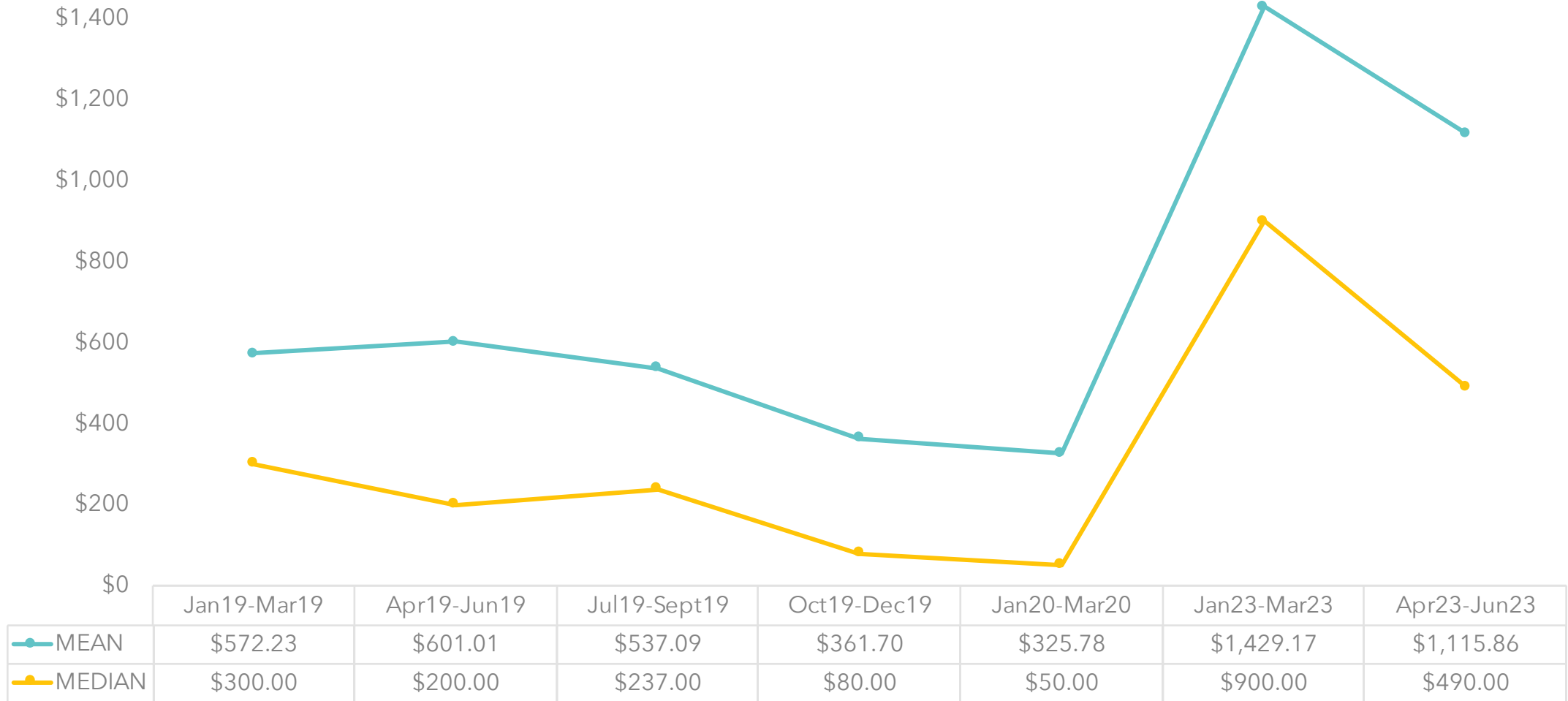


	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23
MEAN	\$171.81	\$196.51	\$171.46	\$204.50	\$180.22	\$321.31	\$343.69
MEDIAN	\$112.00	\$117.00	\$112.00	\$125.00	\$117.00	\$237.00	\$242.00

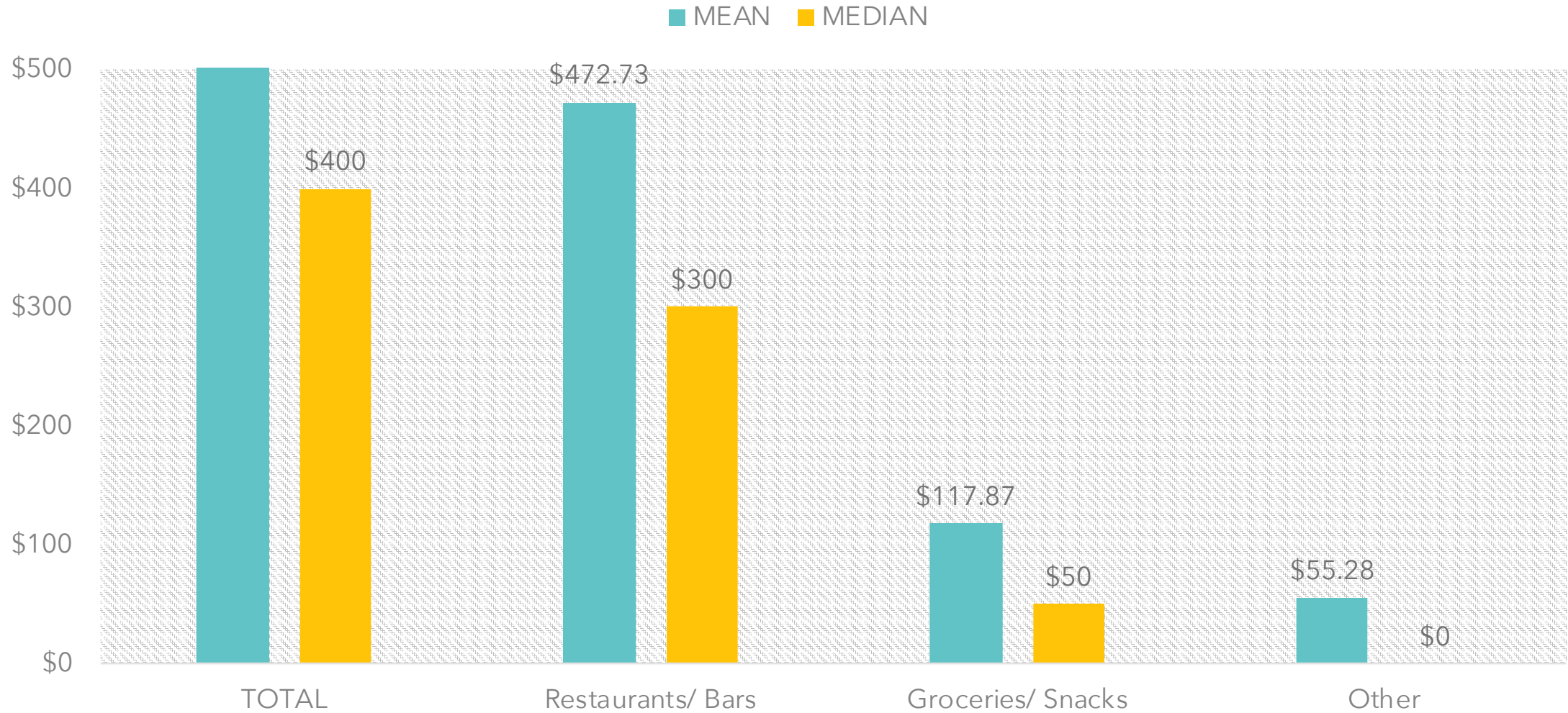
ONISLE – ACCOMMODATIONS



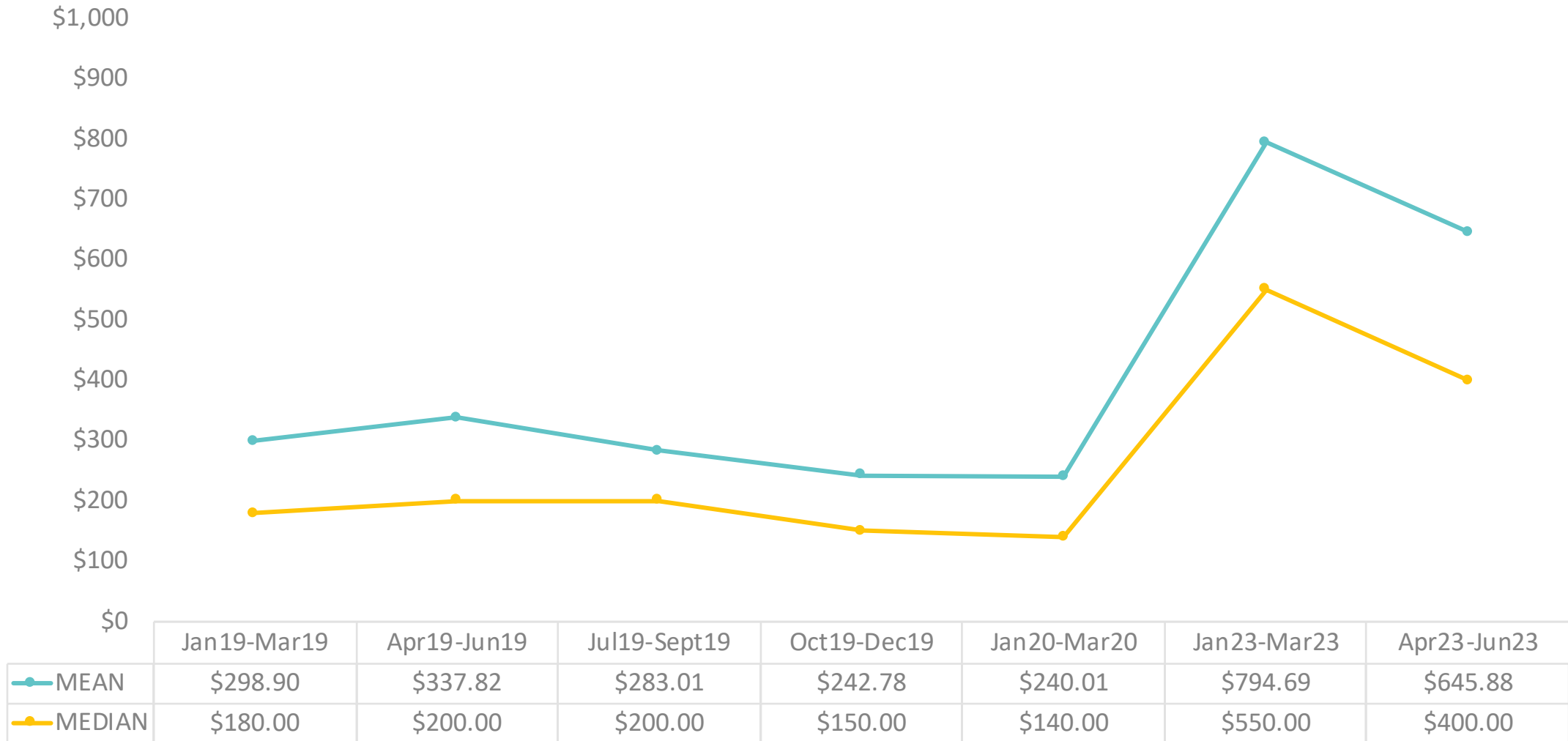
ONISLE – ACCOMMODATIONS TRACKING



ONISLE – FOOD & BEVERAGE

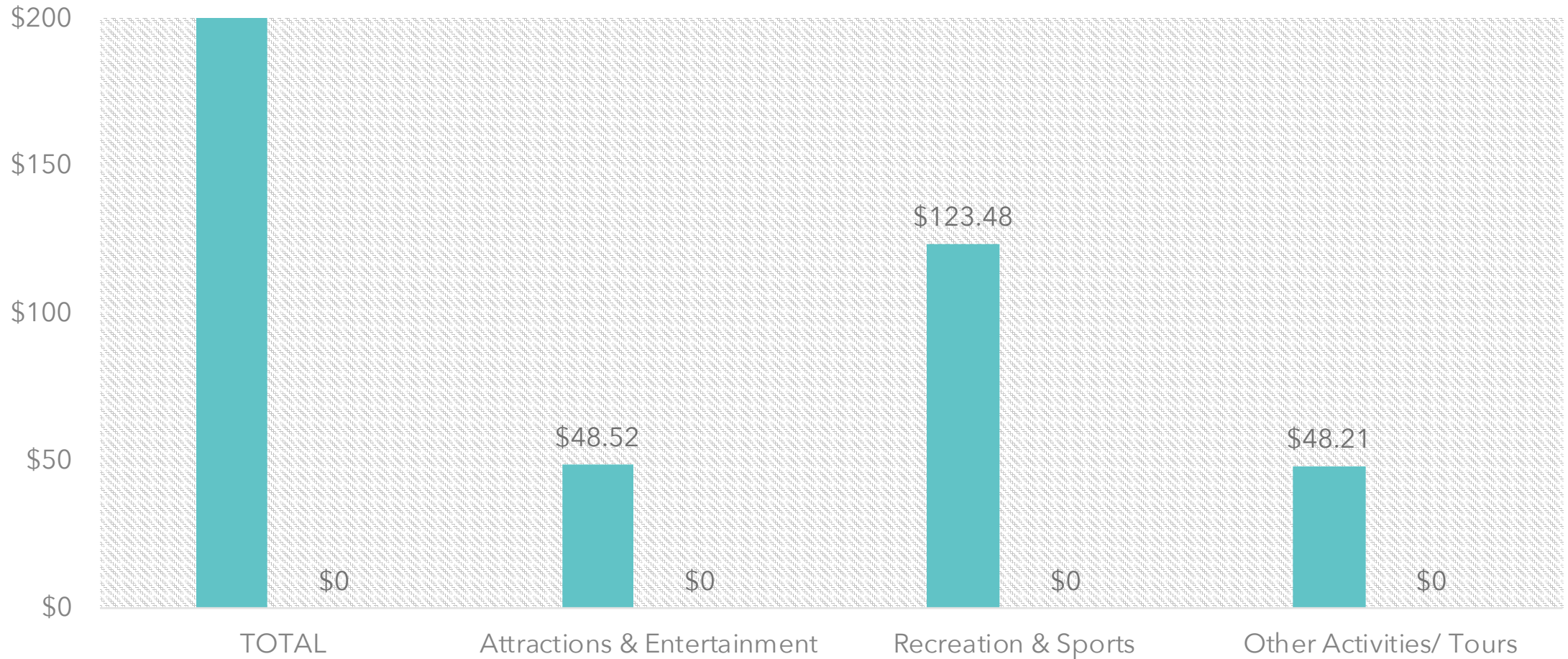


ONISLE – TOTAL FOOD & BEVERAGE TRACKING

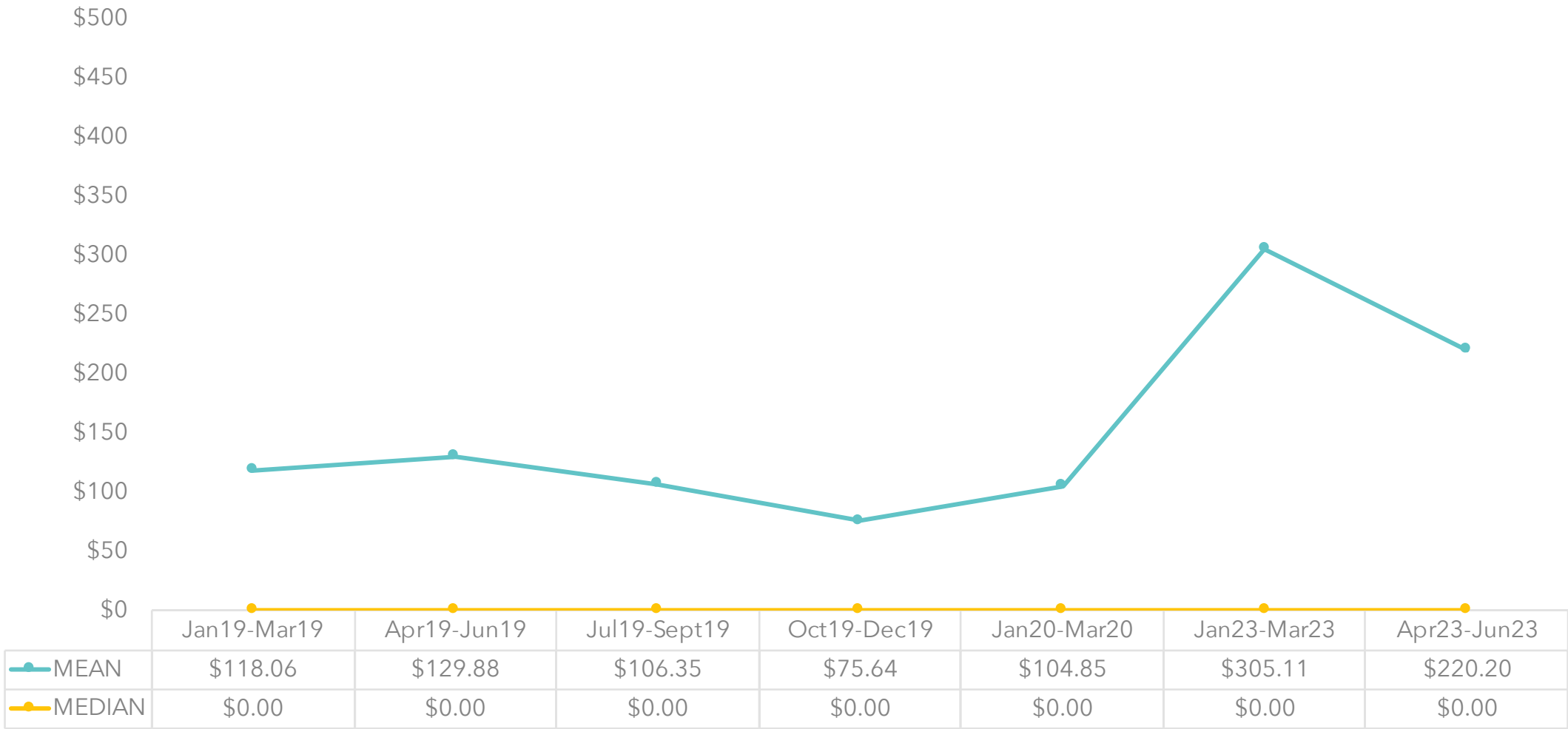


ONISLE – ENTERTAINMENT & RECREATION

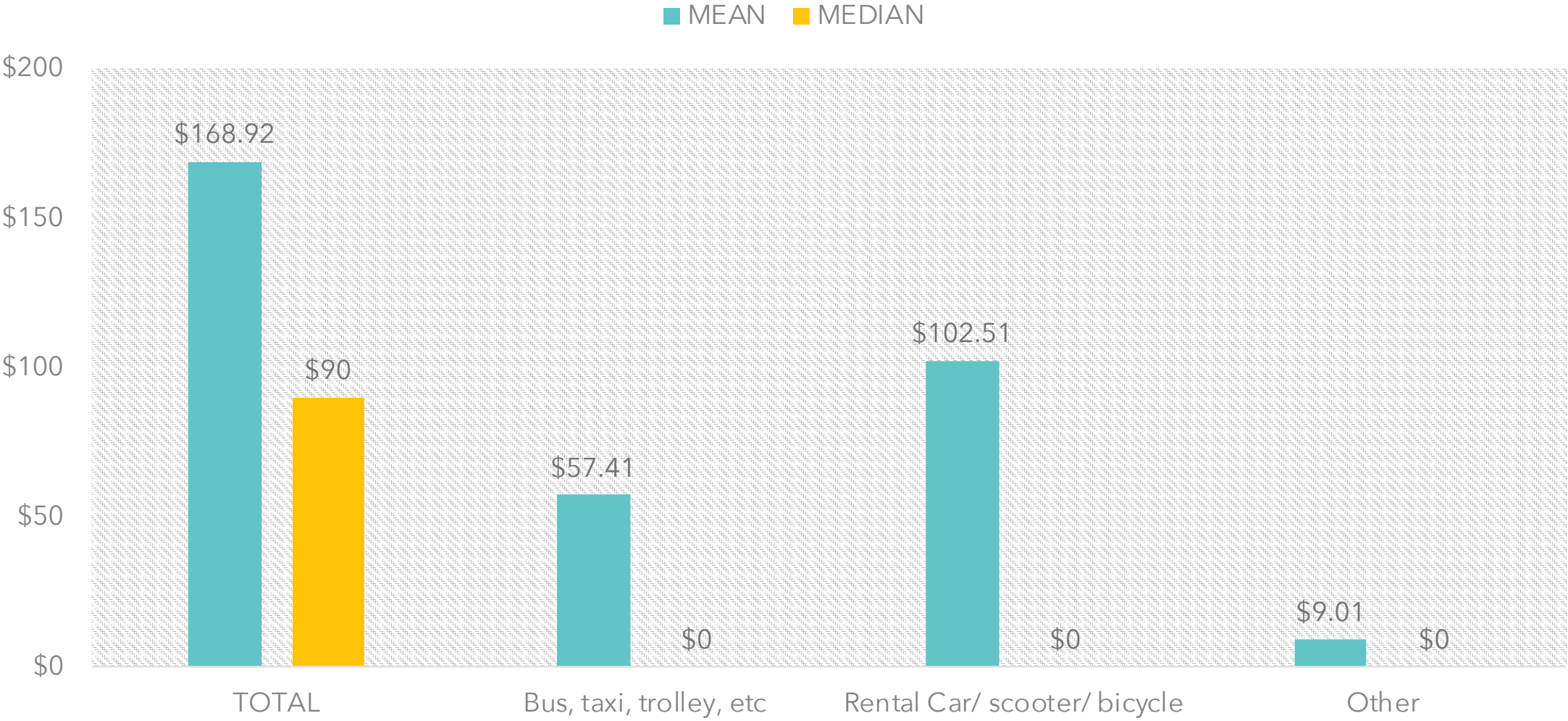
■ MEAN ■ MEDIAN



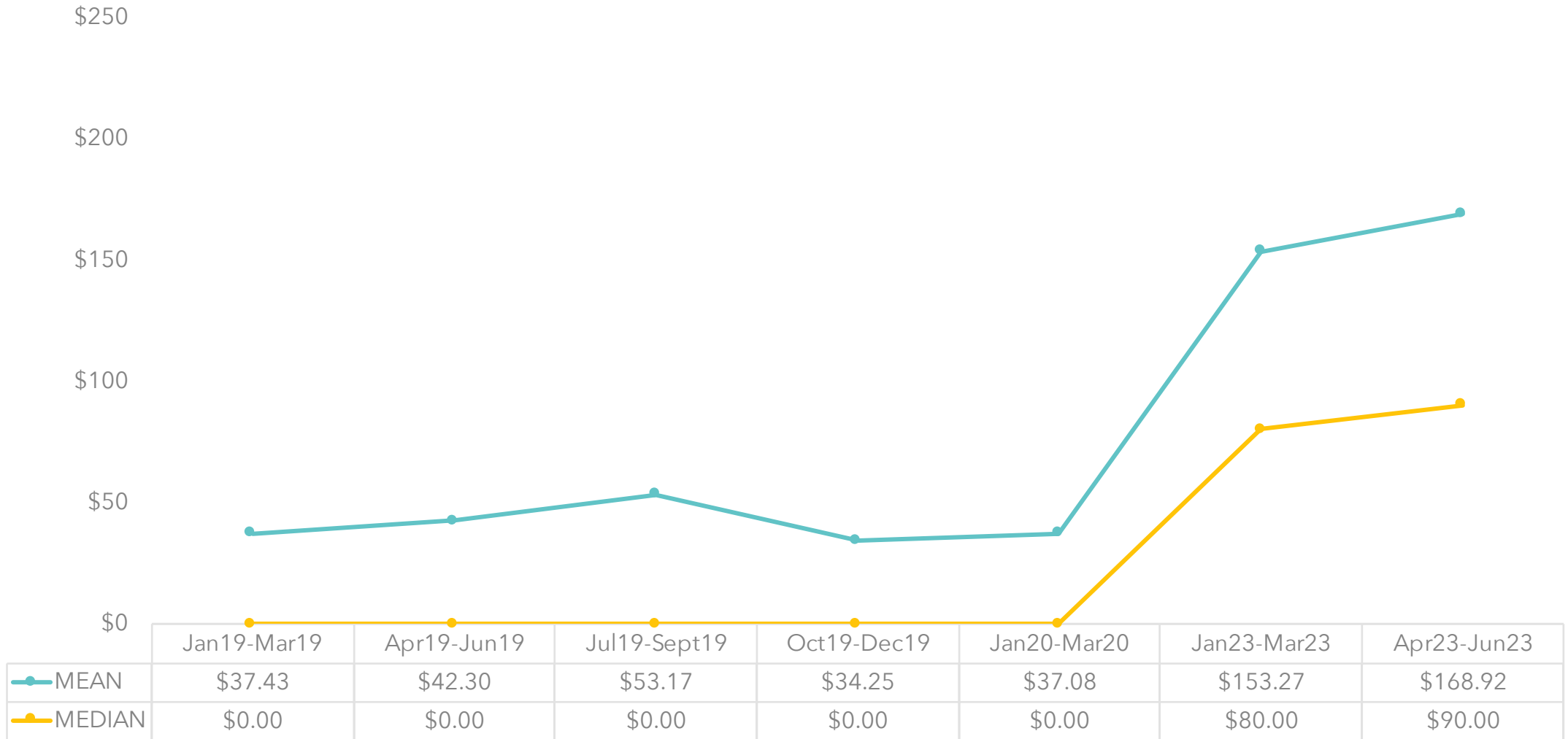
ONISLE – TOTAL ENTERTAINMENT & RECREATION TRACKING



ONISLE – TRANSPORTATION

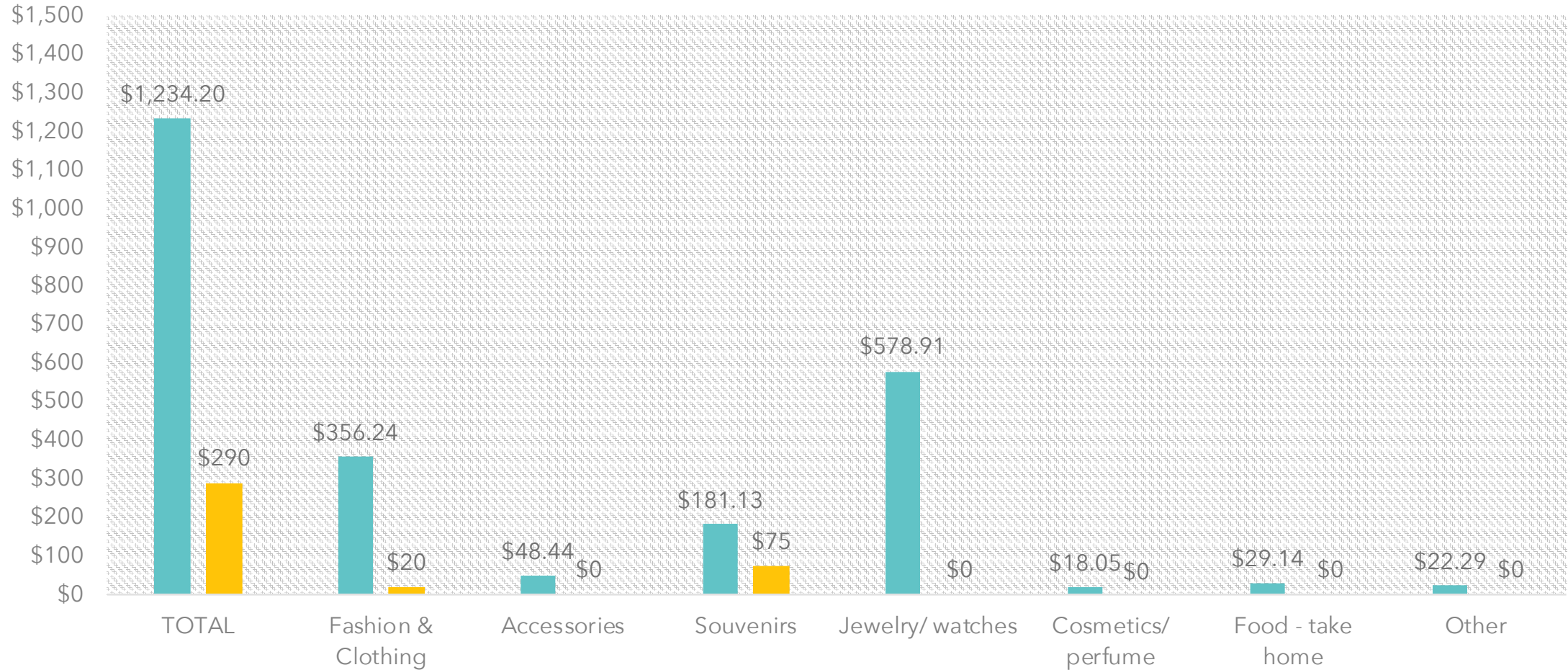


ONISLE – TOTAL TRANSPORTATION TRACKING

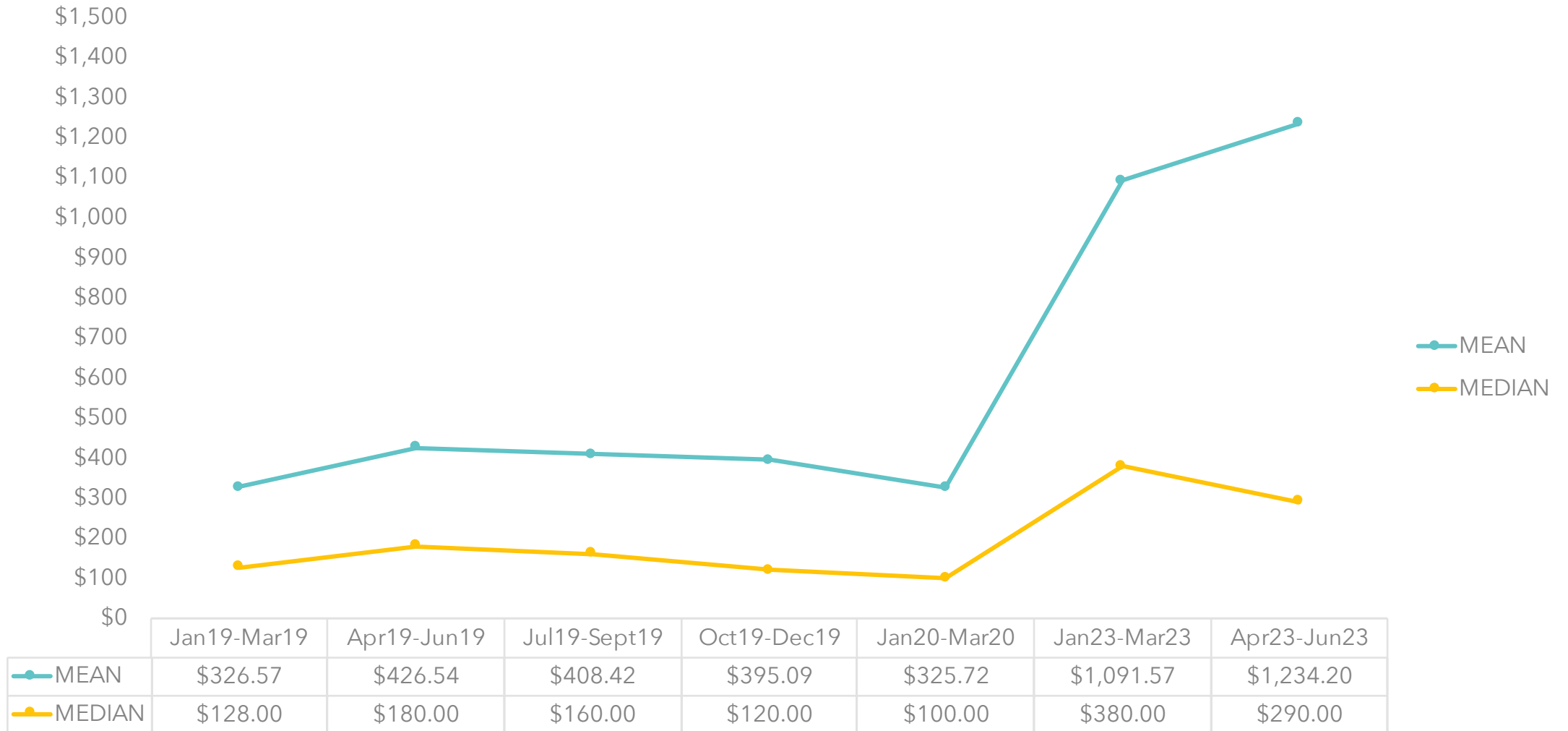


ONISLE – SHOPPING

■ MEAN ■ MEDIAN

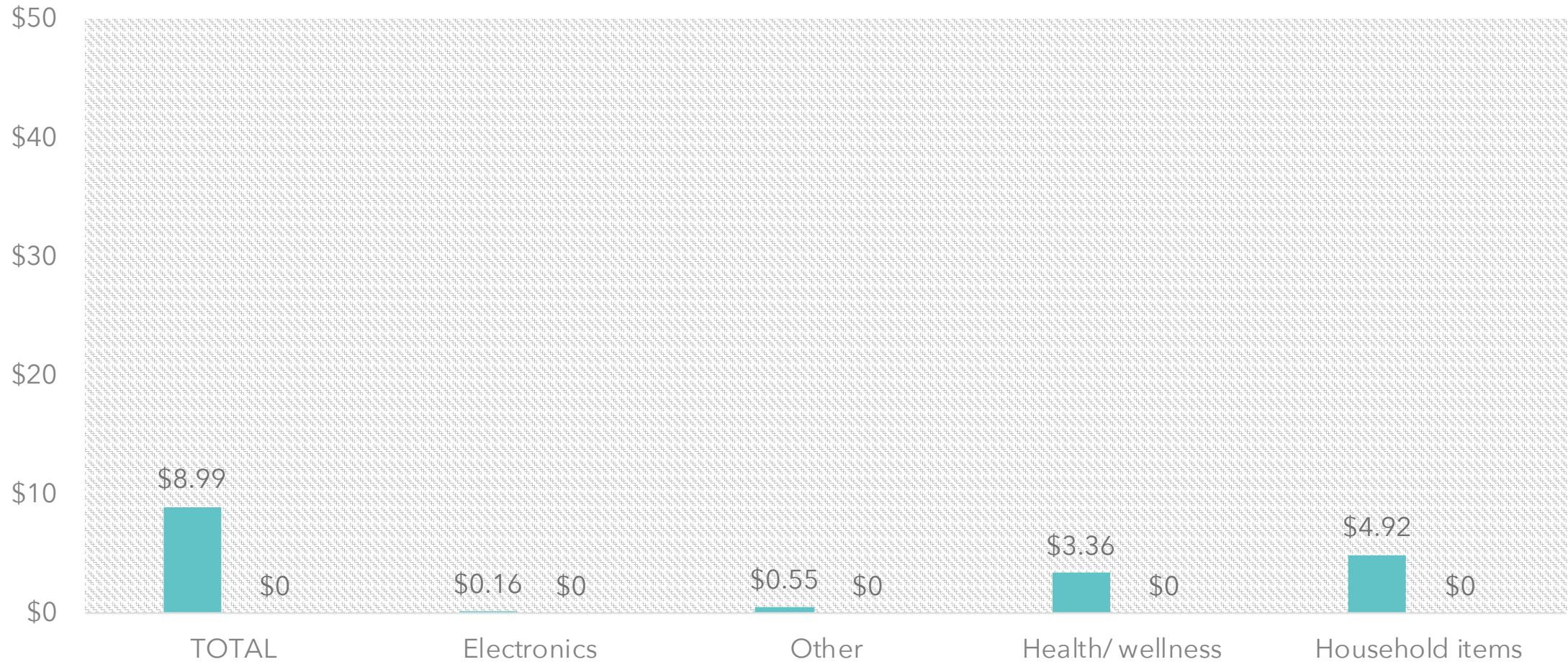


ONISLE – TOTAL SHOPPING TRACKING

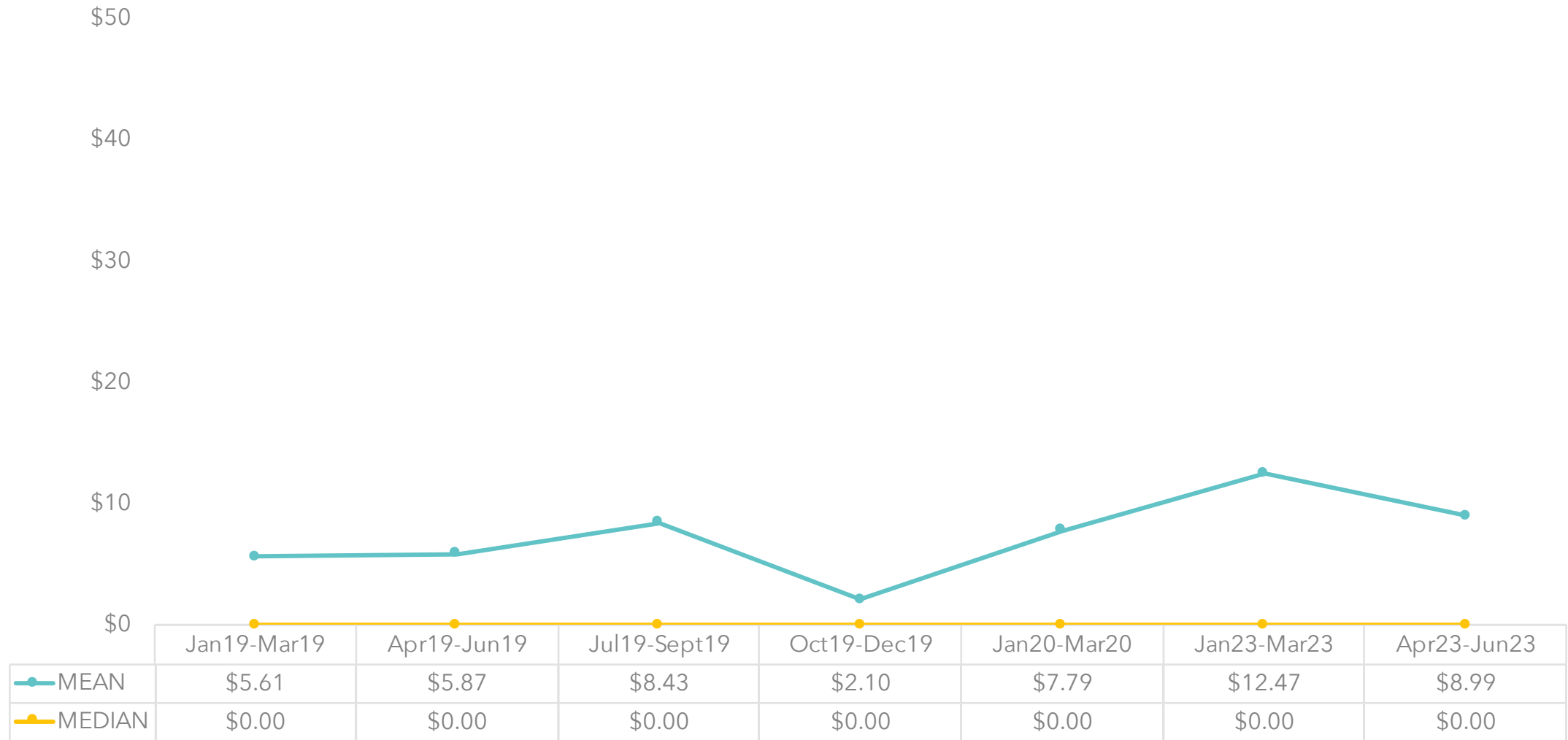


ONISLE – MISCELLANEOUS

■ MEAN ■ MEDIAN



ONISLE – MISCELLANEOUS TRACKING



TOTAL EXPENDITURES PER PERSON (ONISLE + PREPAID)

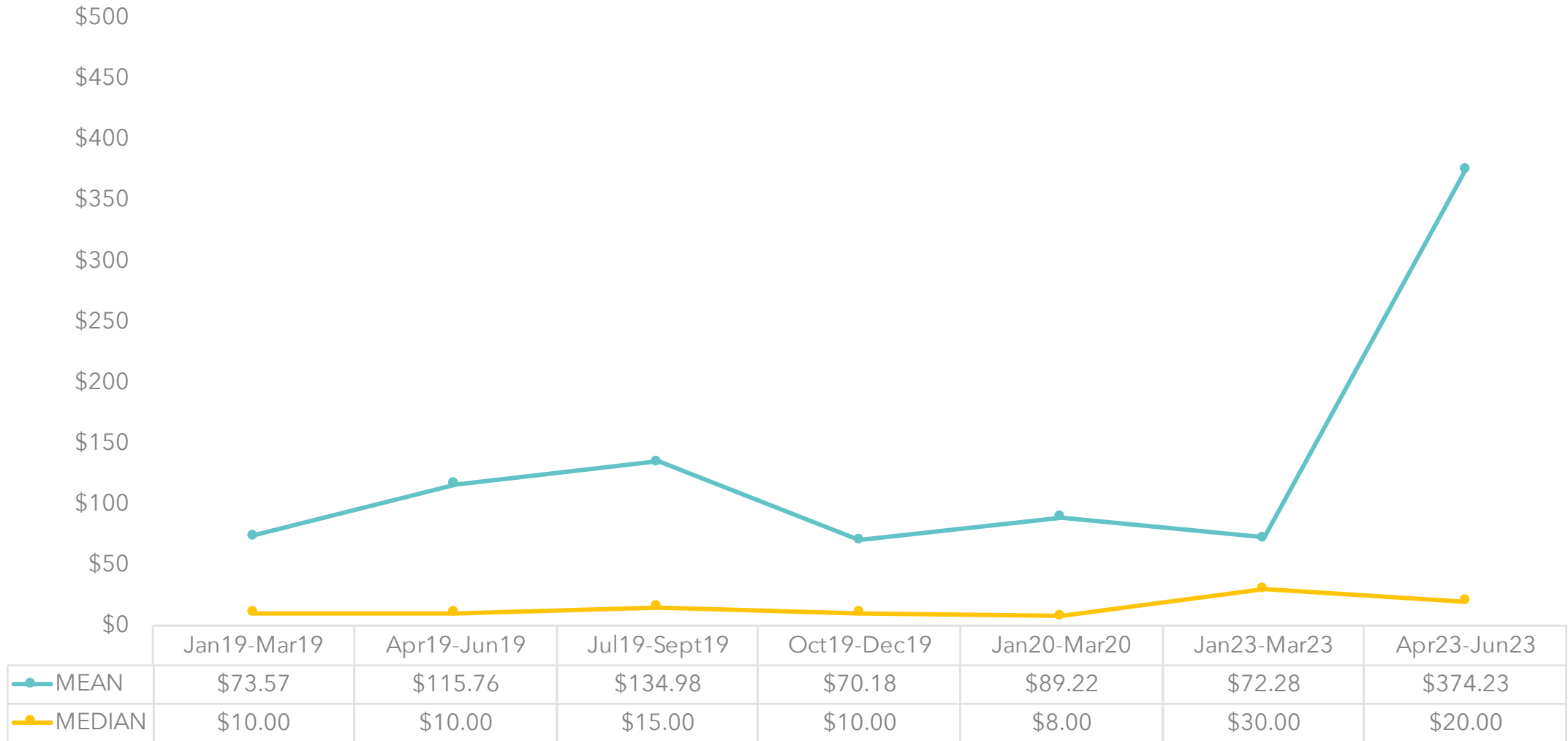
- \$2,364.27 = Mean average per person
- \$1,445.00 = Median amount spent per person

TOTAL EXPENDITURES PER PERSON TRACKING

\$3,000
\$2,500
\$2,000
\$1,500
\$1,000
\$500
\$0

	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23
MEAN	\$1,200.63	\$1,288.95	\$1,280.56	\$1,247.63	\$1,263.85	\$2,669.20	\$2,364.27
MEDIAN	\$1,003.00	\$1,034.00	\$1,025.00	\$996.00	\$1,000.00	\$1,800.00	\$1,445.00

GUAM AIRPORT EXPENDITURE TRACKING



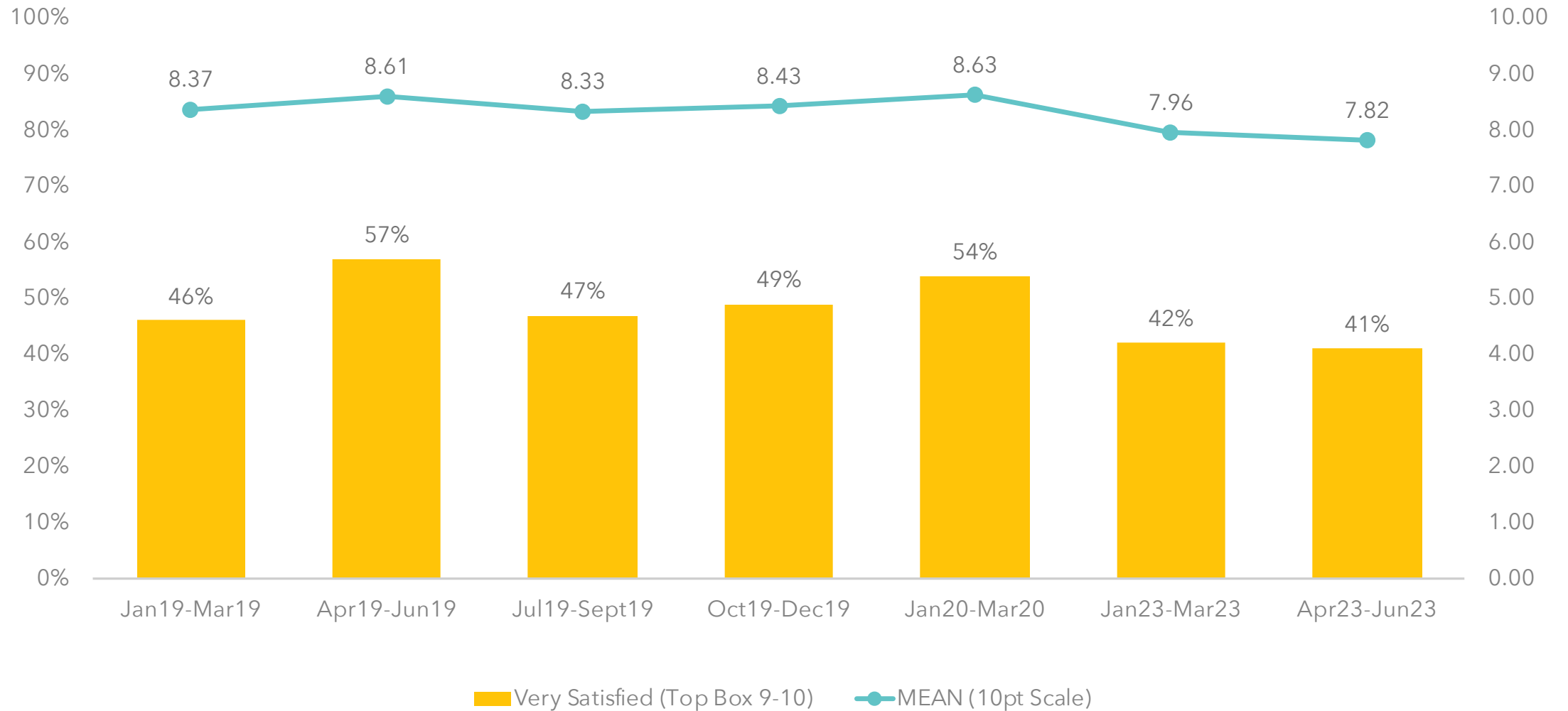


SECTION 4

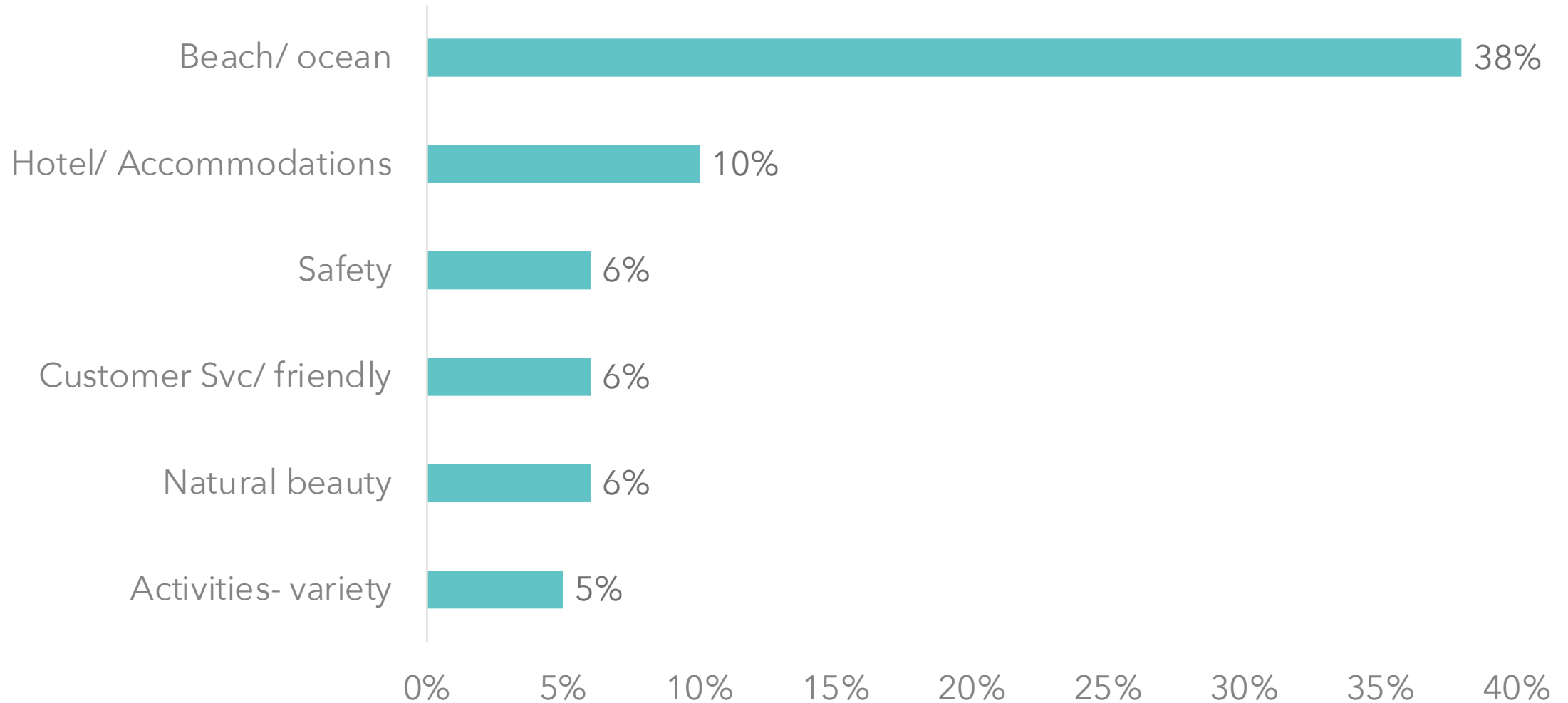
VISITOR SATISFACTION



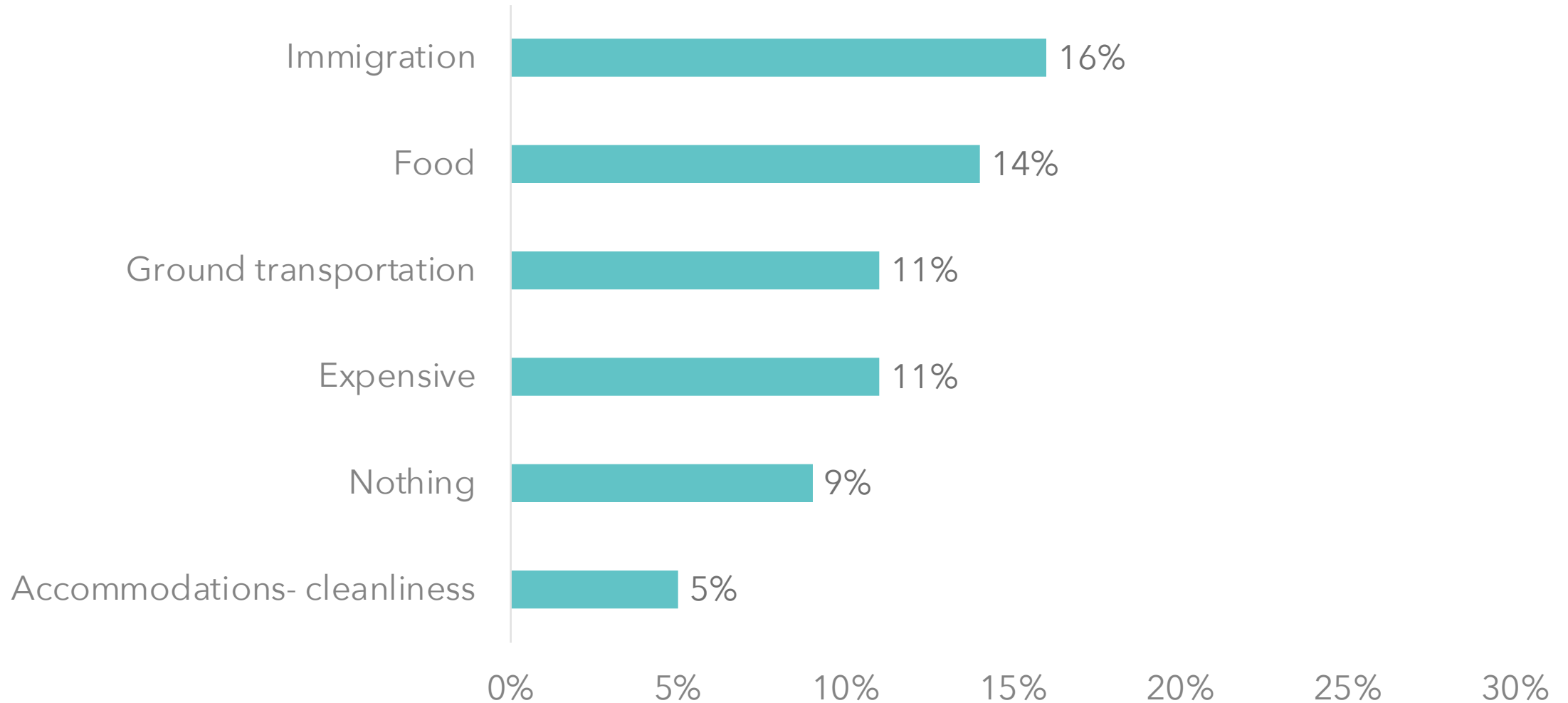
OVERALL SATISFACTION – 10PT SCALE



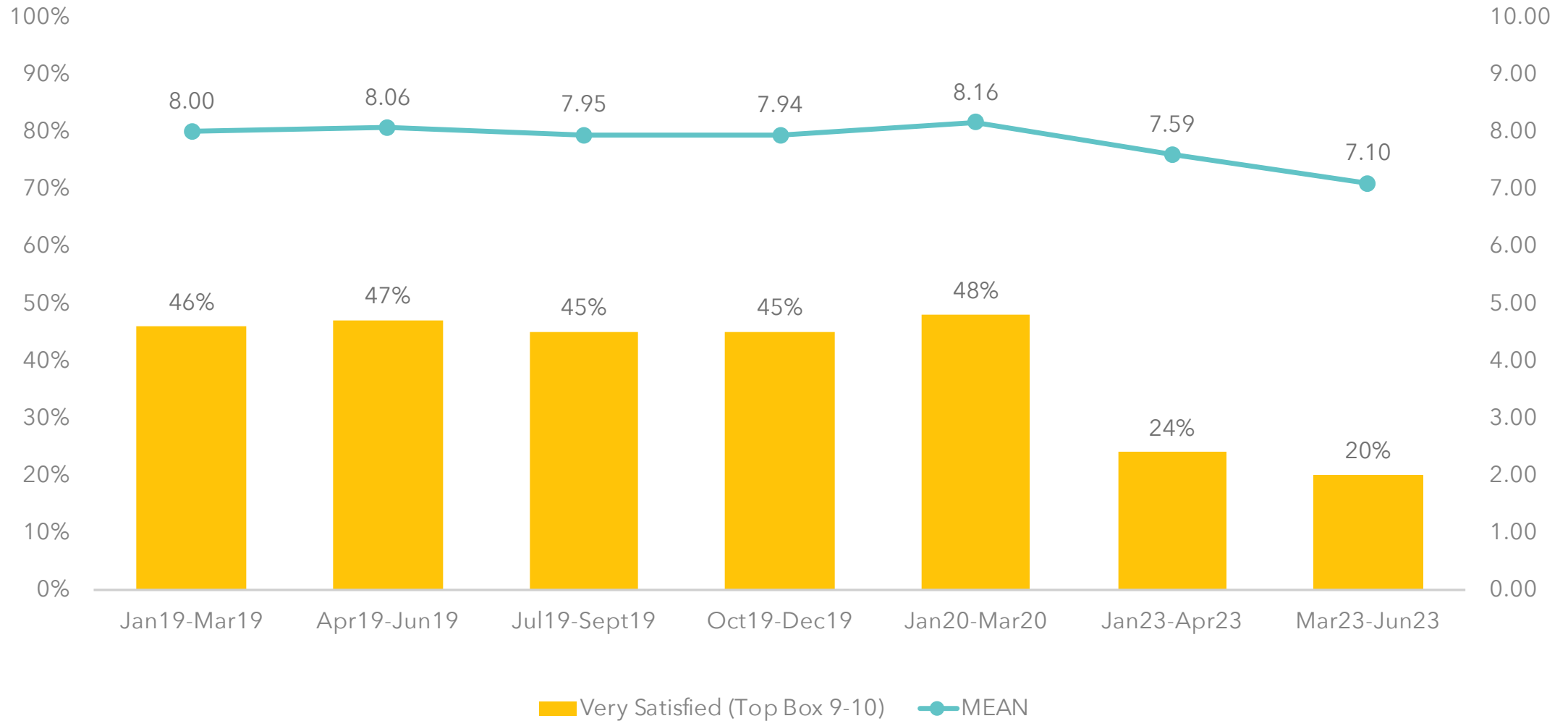
SWOT – POSITIVE ASPECT OF TRIP



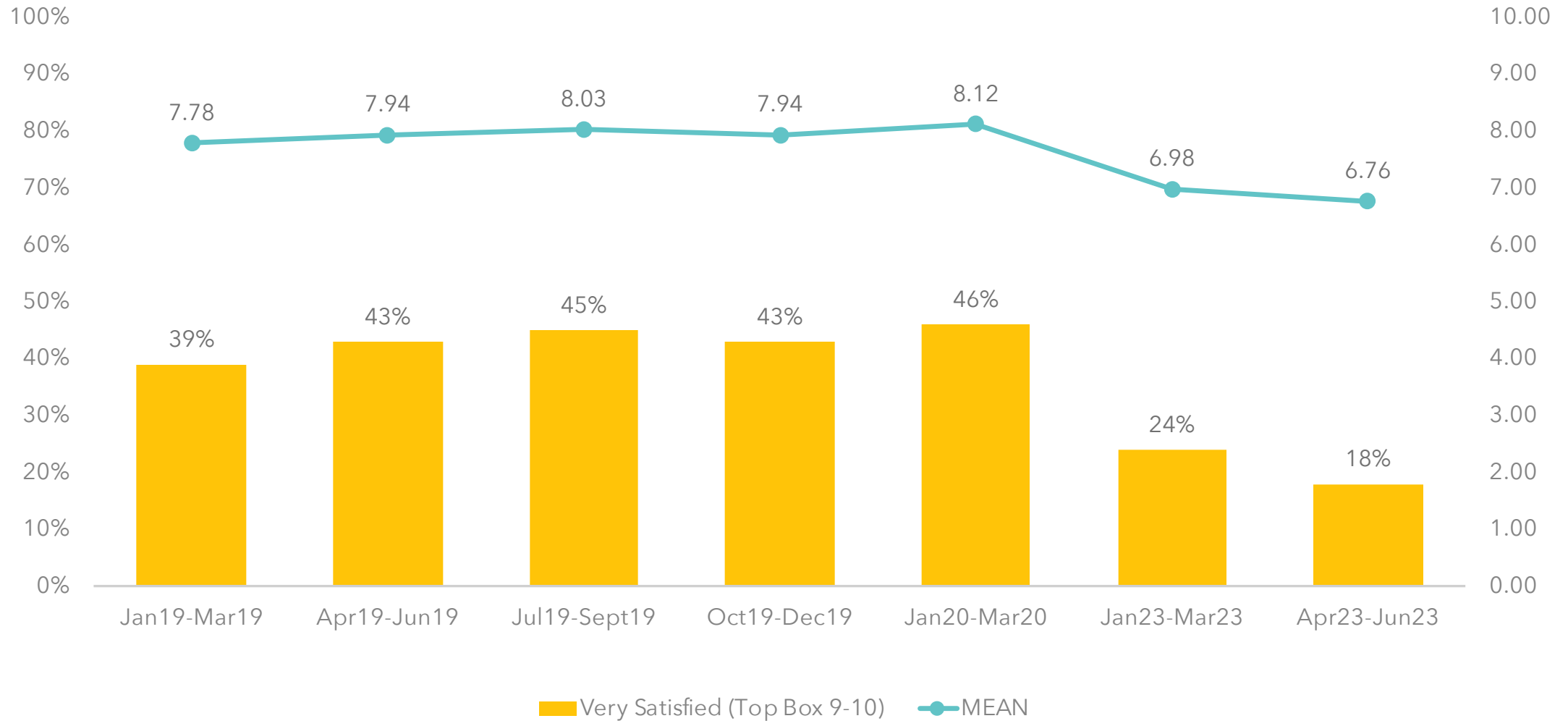
SWOT – NEGATIVE ASPECT OF TRIP



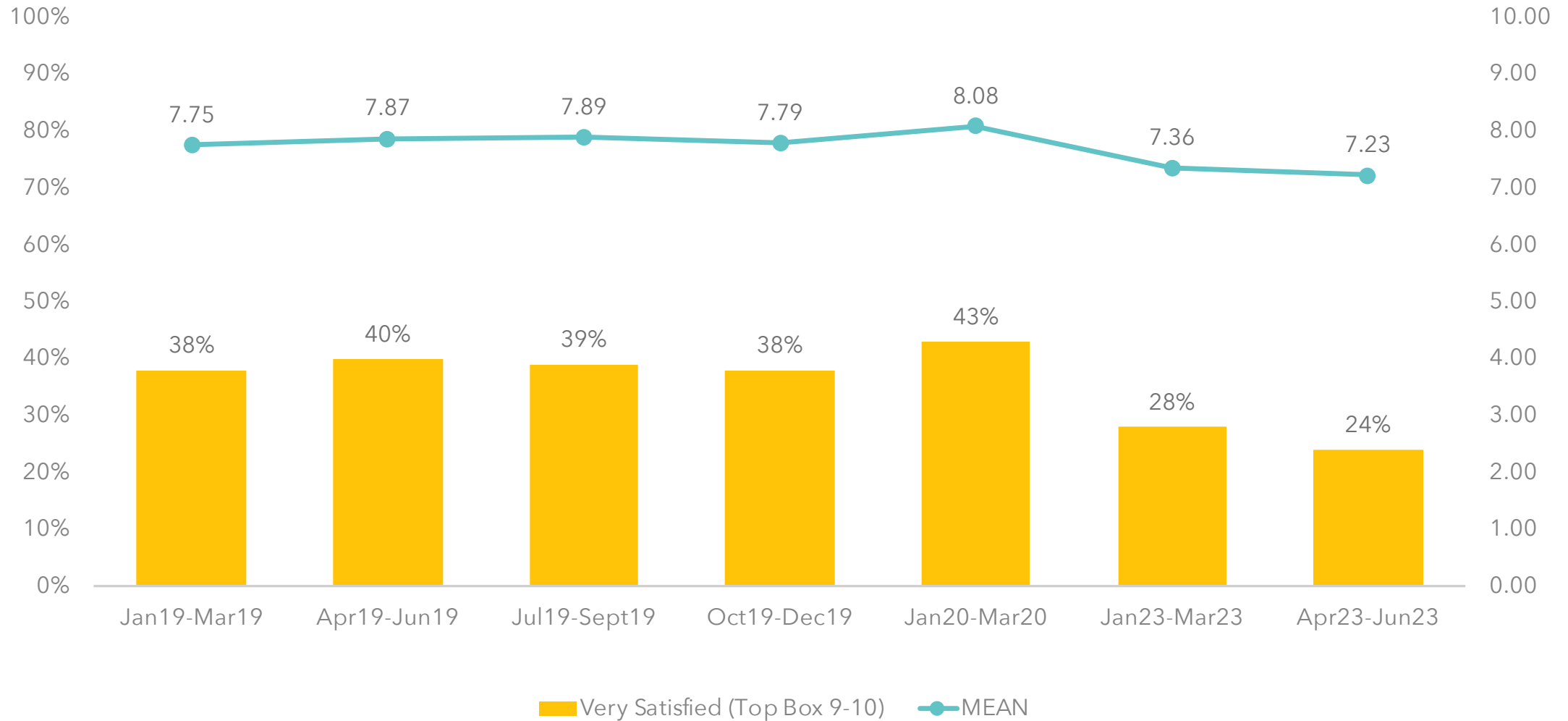
SATISFACTION – ENTERTAINMENT



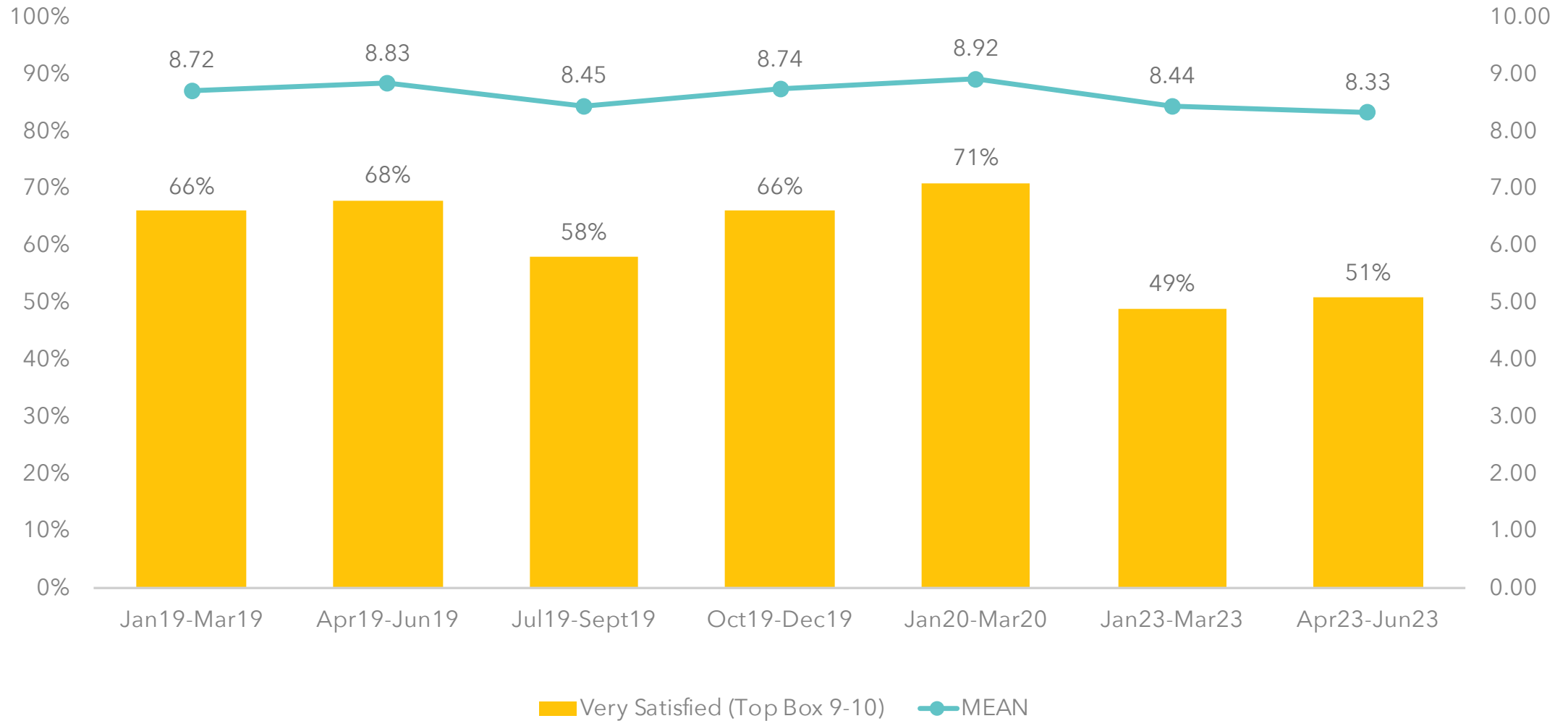
SATISFACTION – SHOPPING



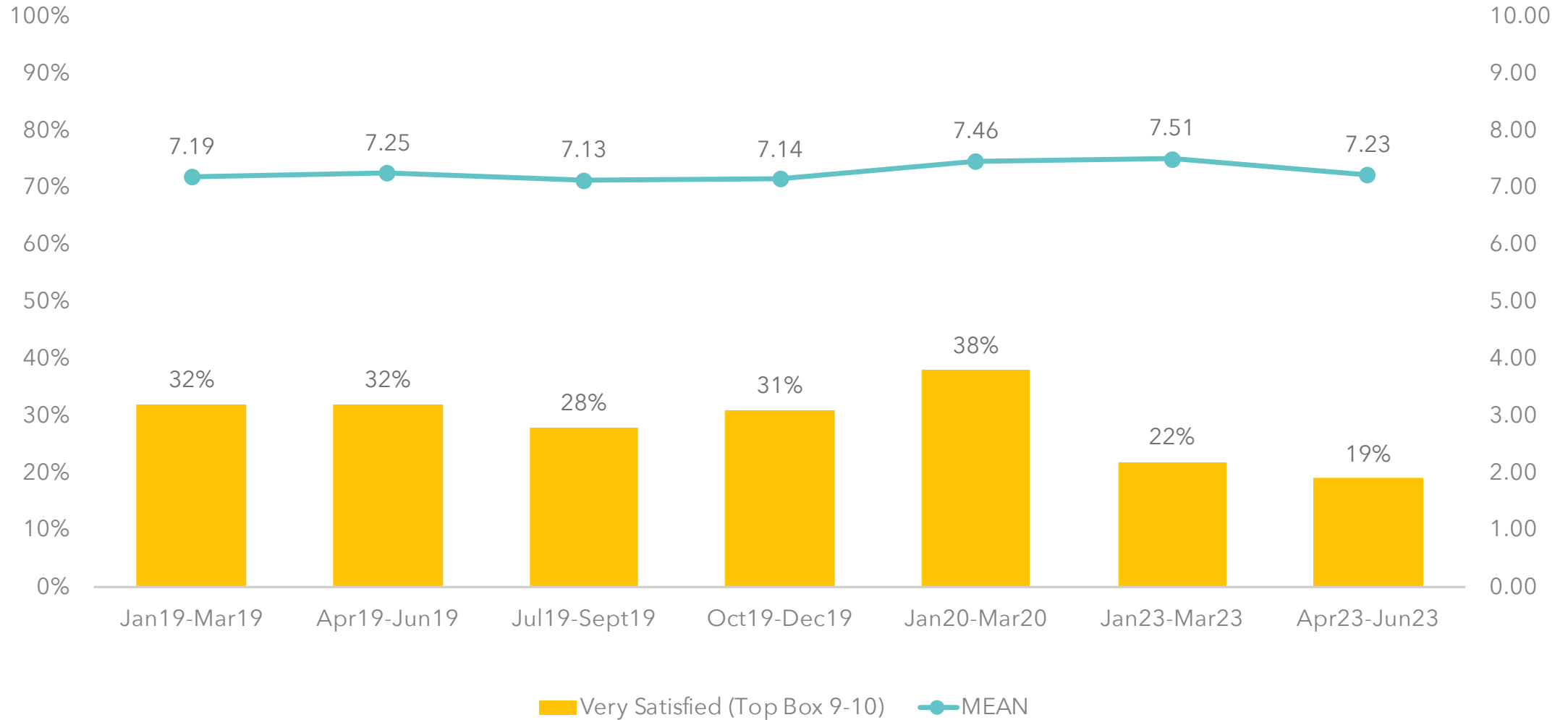
SATISFACTION – DINING



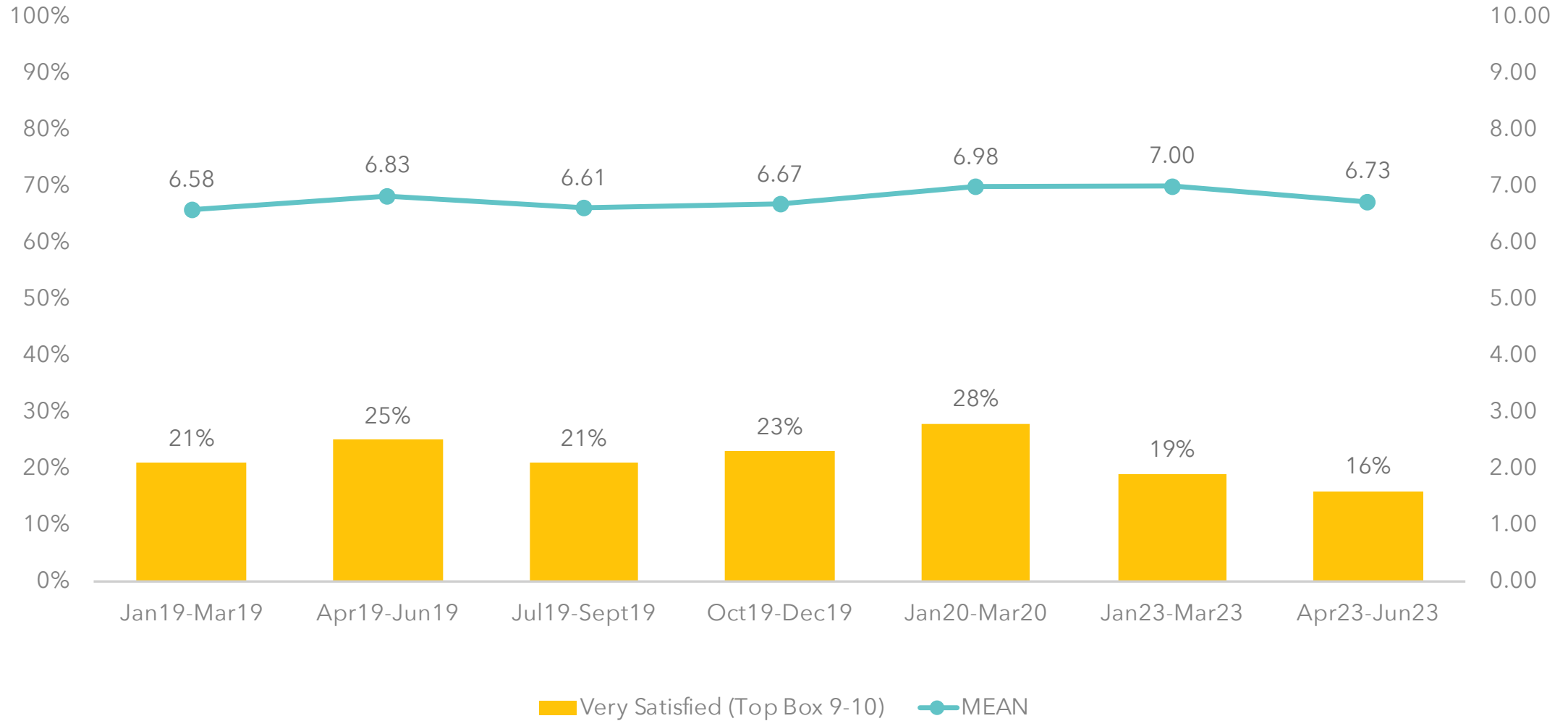
SATISFACTION – BEACHES



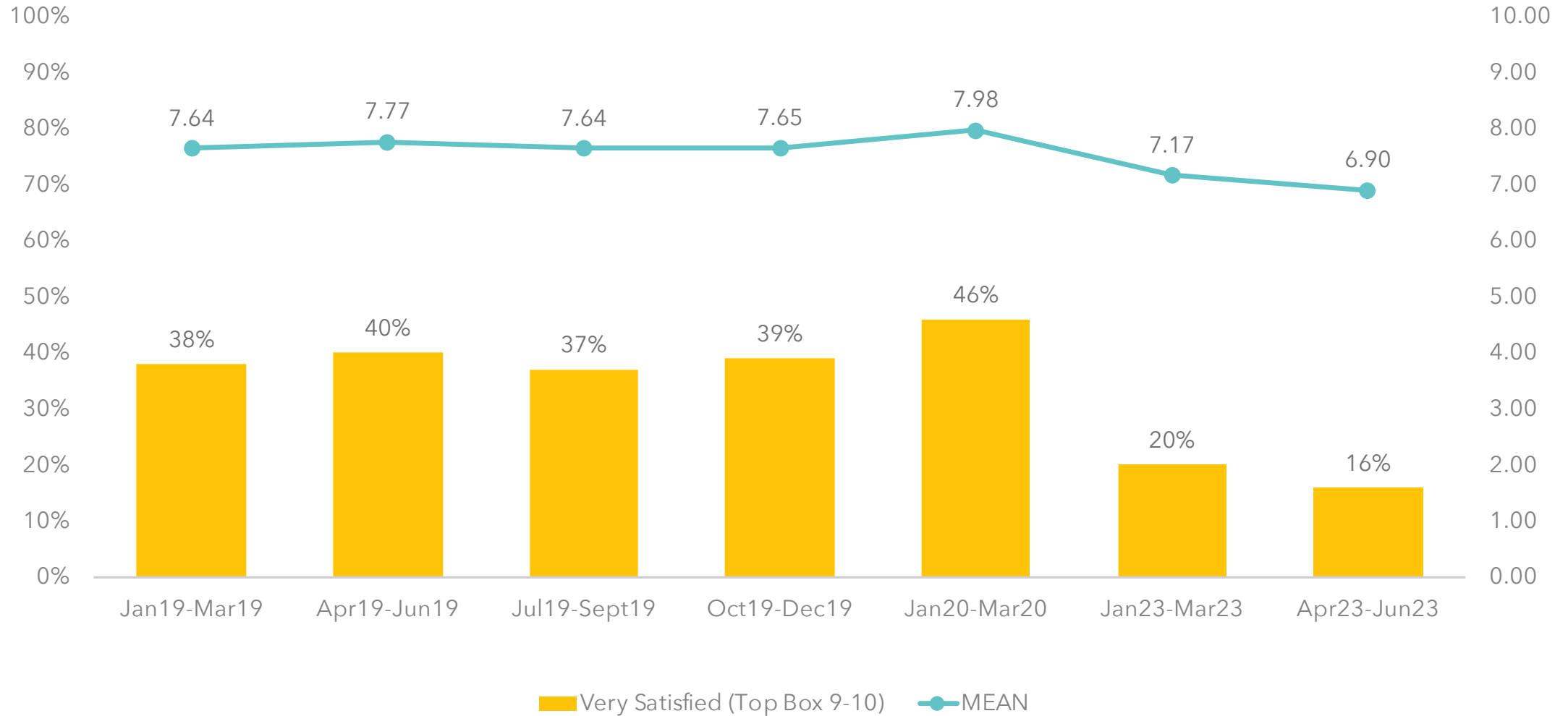
SATISFACTION – PARKS



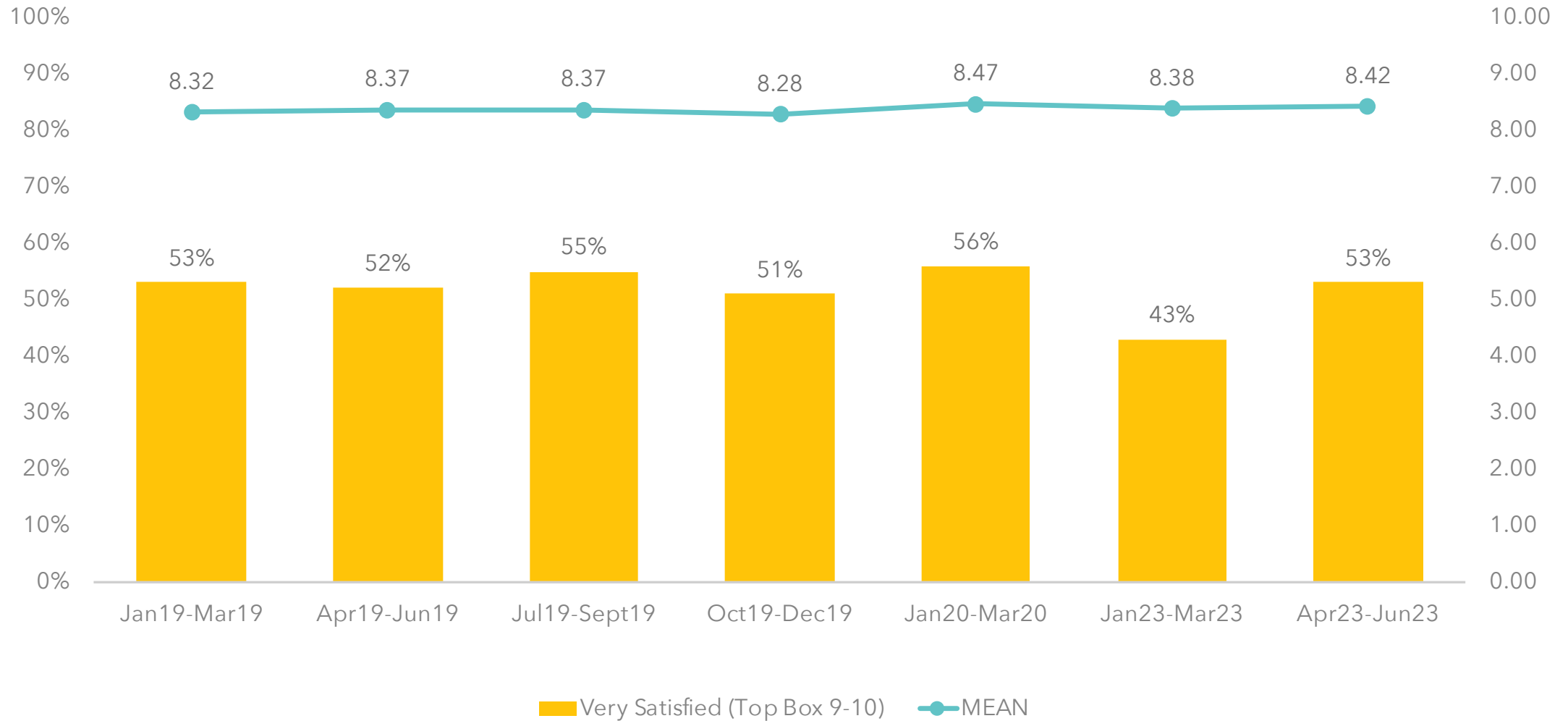
SATISFACTION – ROADS



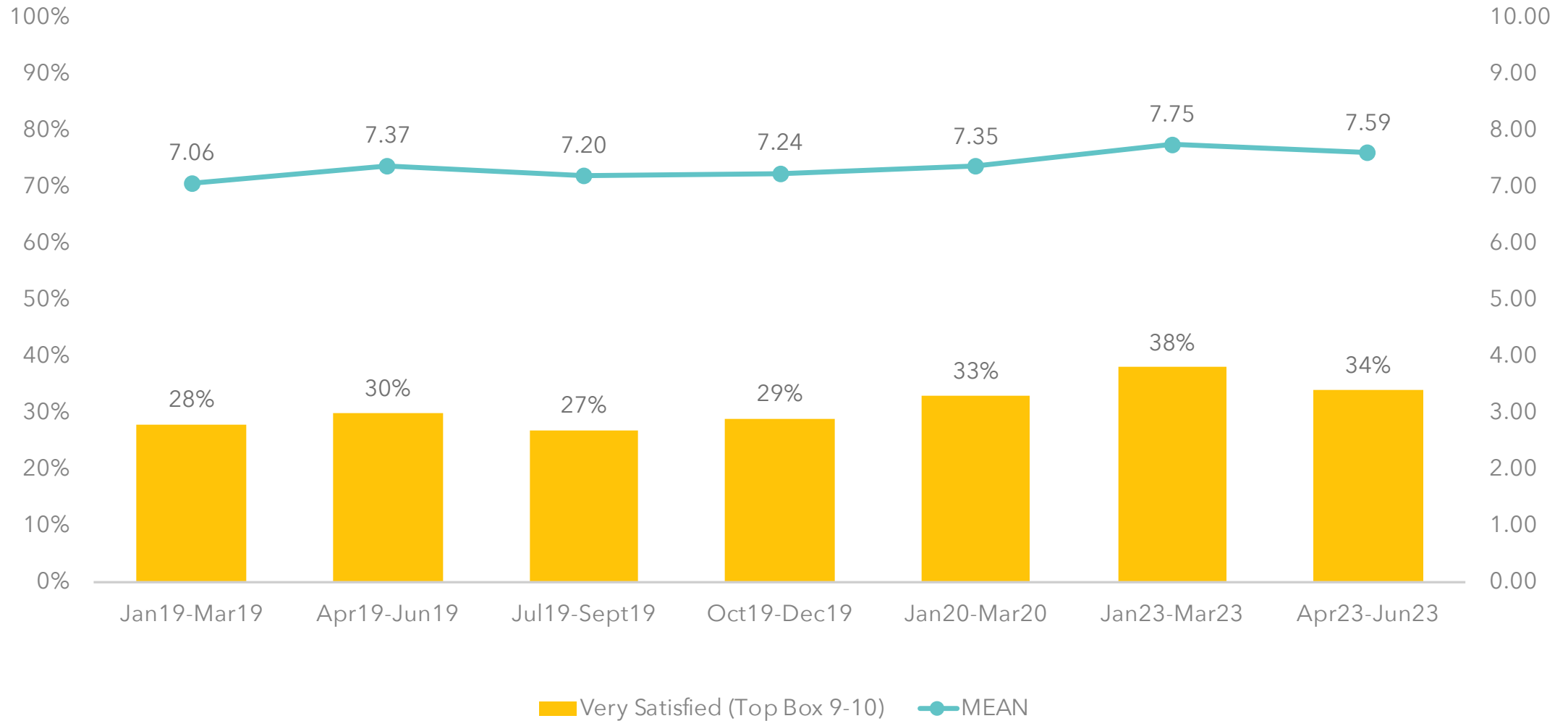
SATISFACTION – SIGHTSEEING AREAS



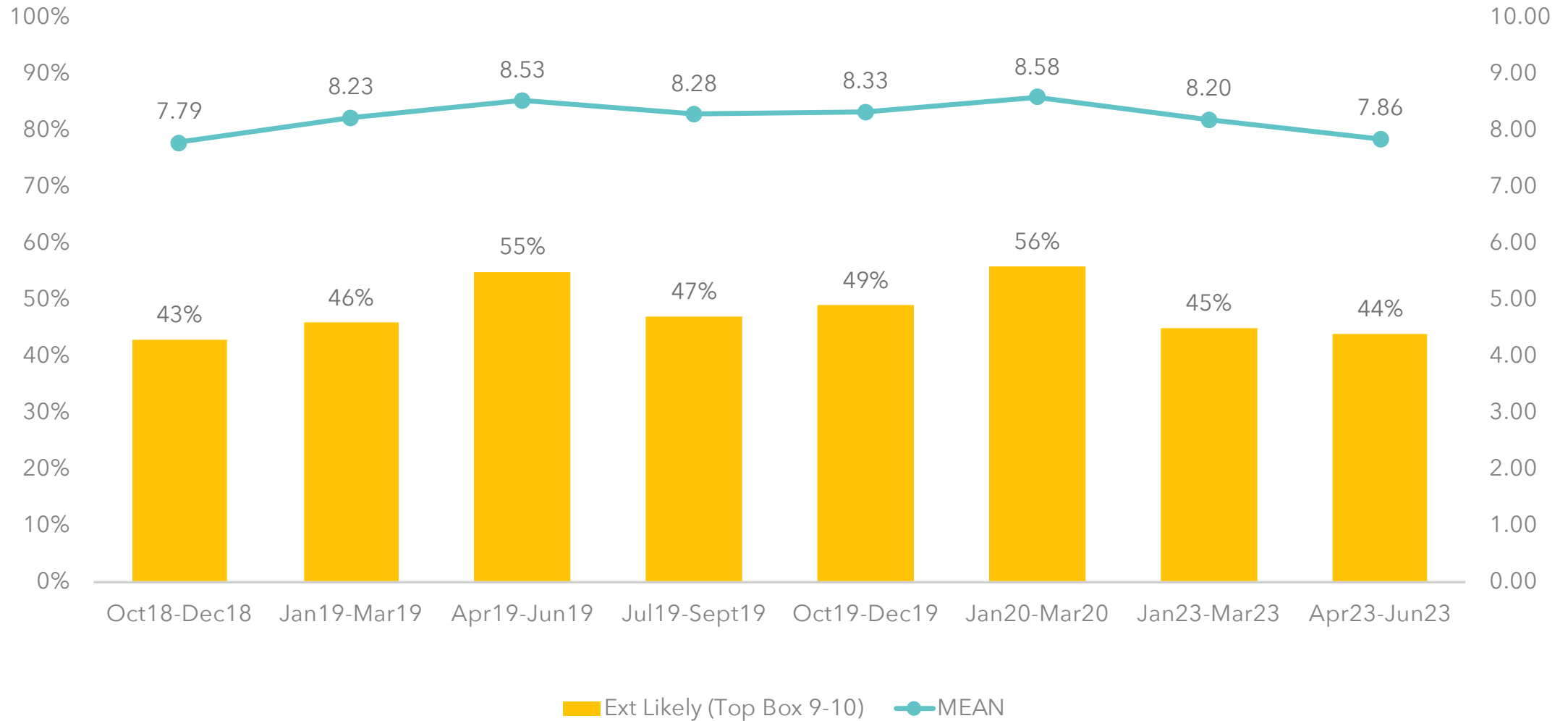
SATISFACTION – SAFETY & SECURITY



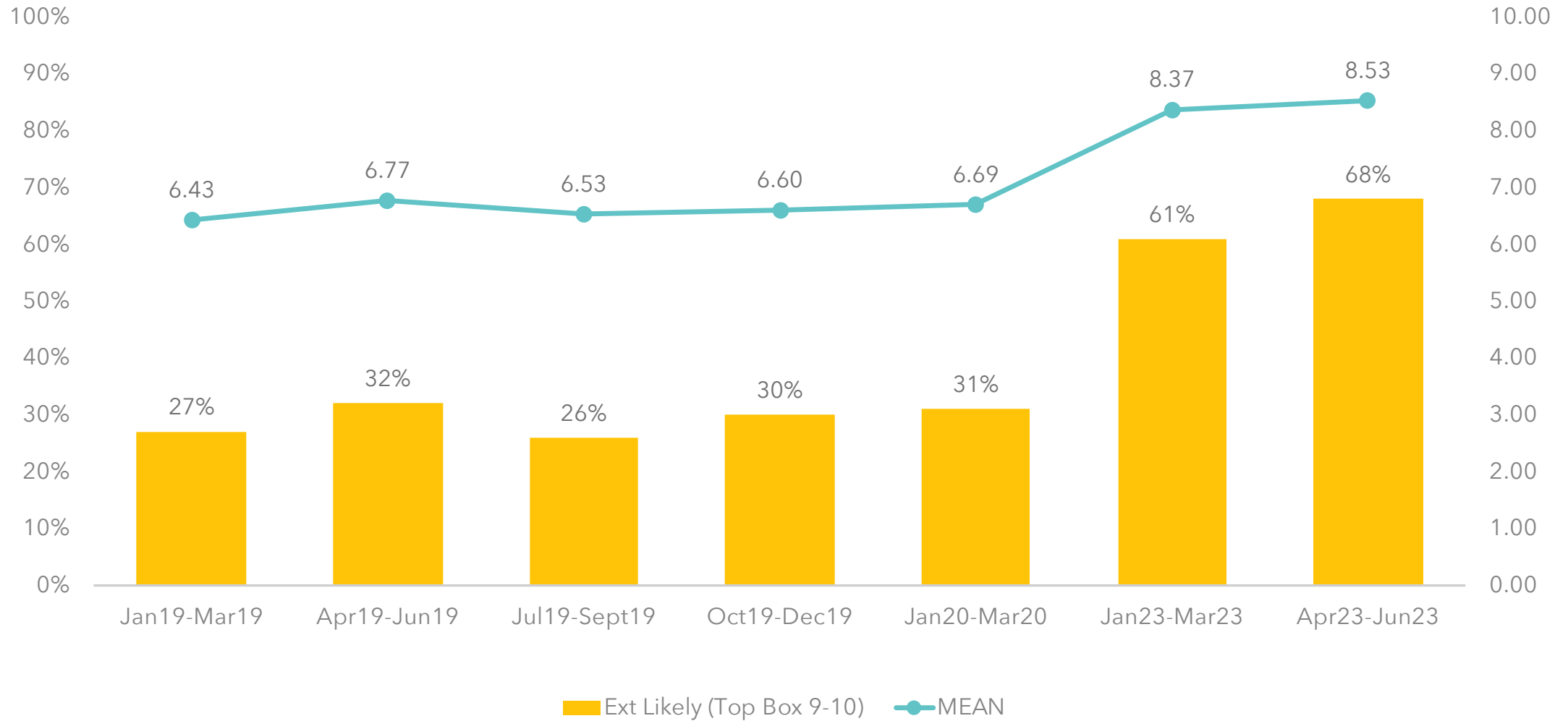
SATISFACTION – ACCOMMODATIONS



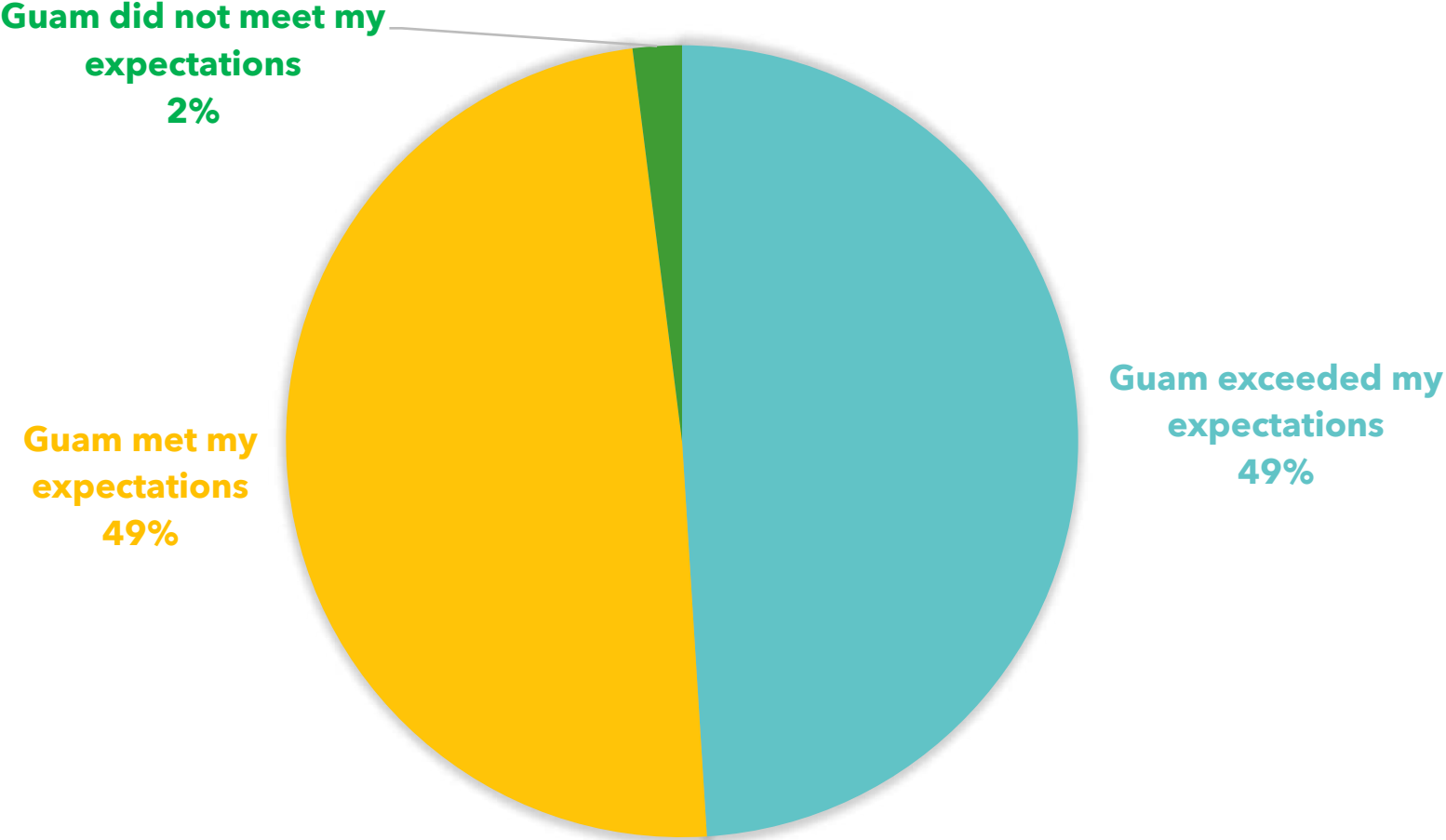
BRAND ADVOCACY



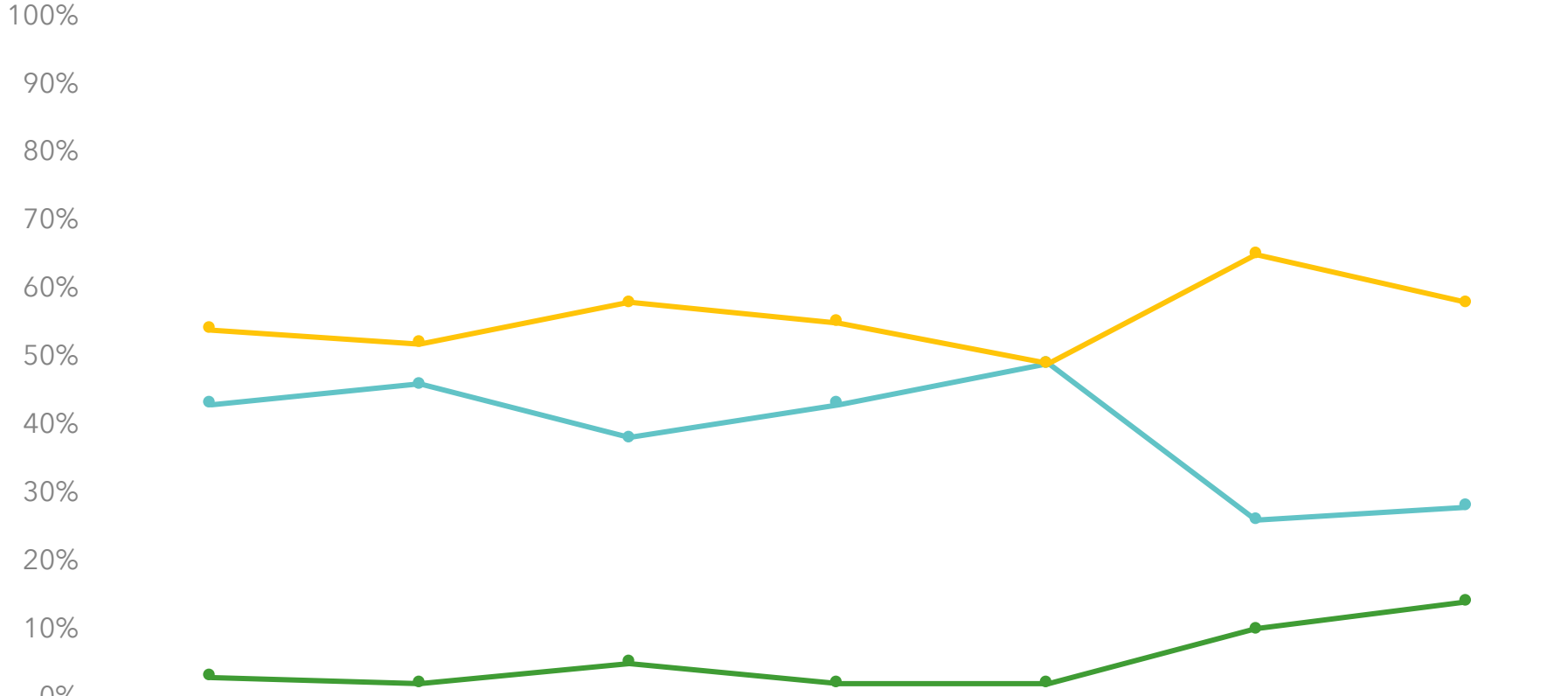
BRAND LOYALTY



TRIP EXPECTATIONS

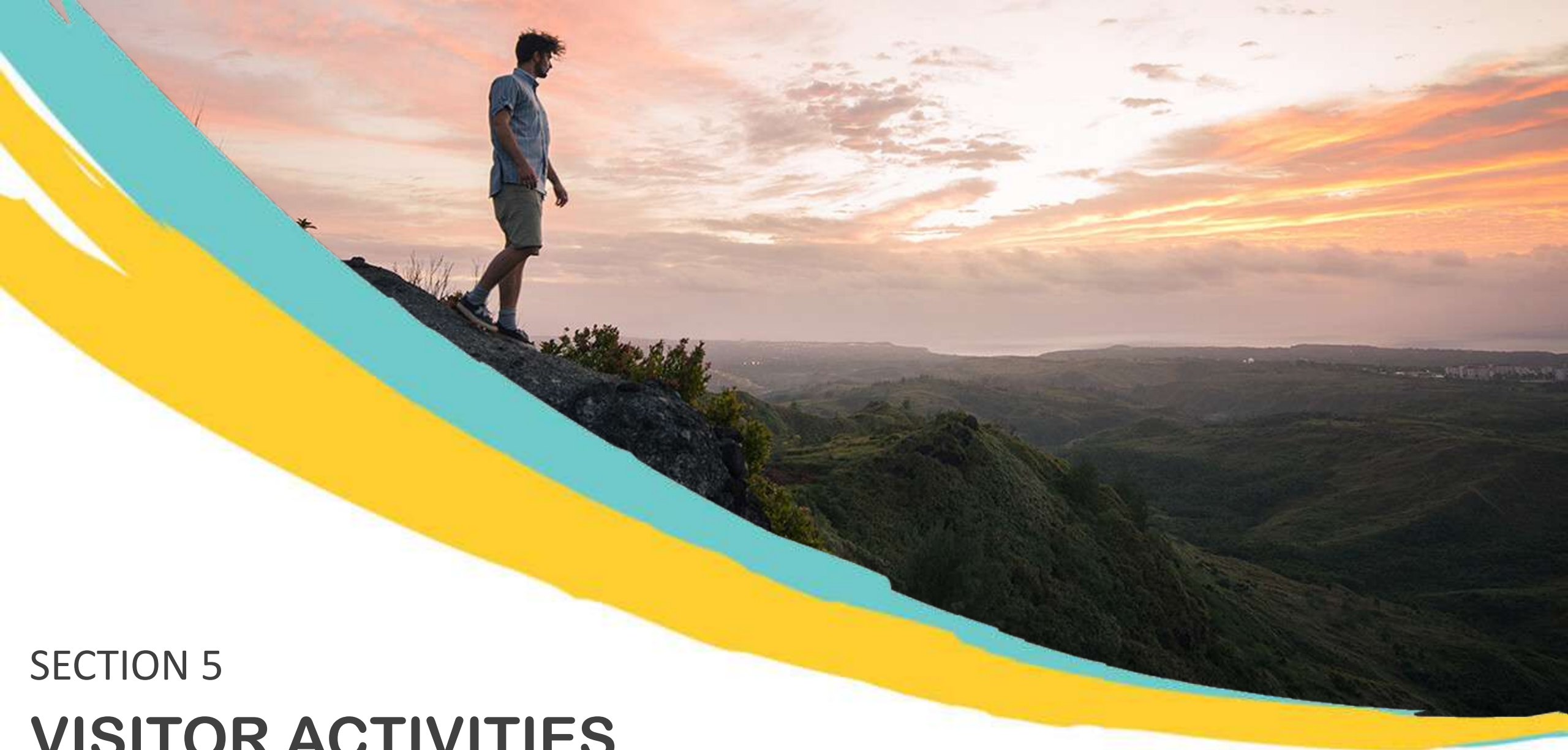


TRIP EXPECTATIONS – TRACKING



	Jan19-Mar19	Apr19-Jun19	Jul19-Sept19	Oct19-Dec19	Jan20-Mar20	Jan23-Mar23	Apr23-Jun23
Exceeded expectations	43%	46%	38%	43%	49%	26%	28%
Met expectations	54%	52%	58%	55%	49%	65%	58%
Did not meet expectations	3%	2%	5%	2%	2%	10%	14%



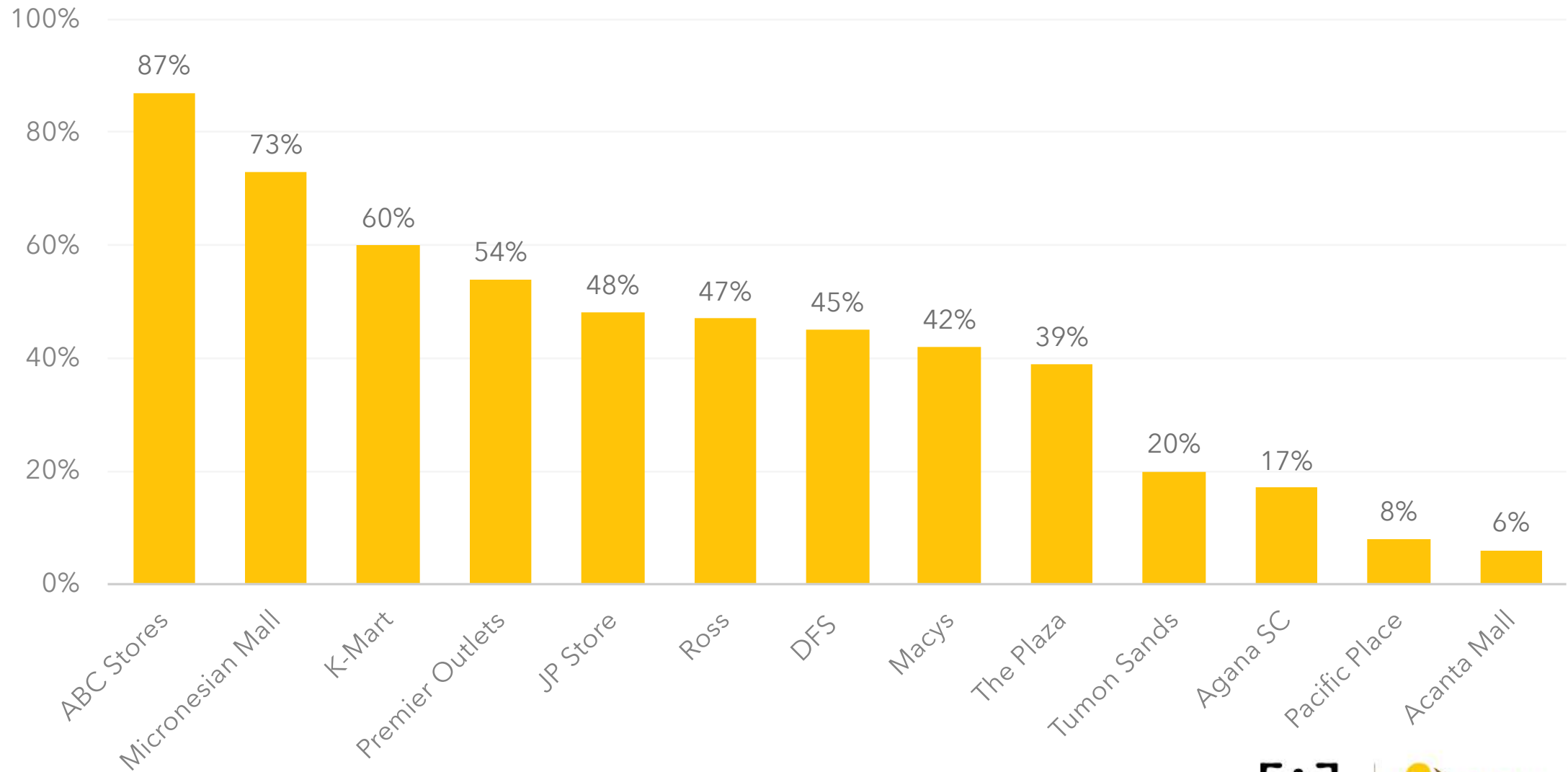


SECTION 5

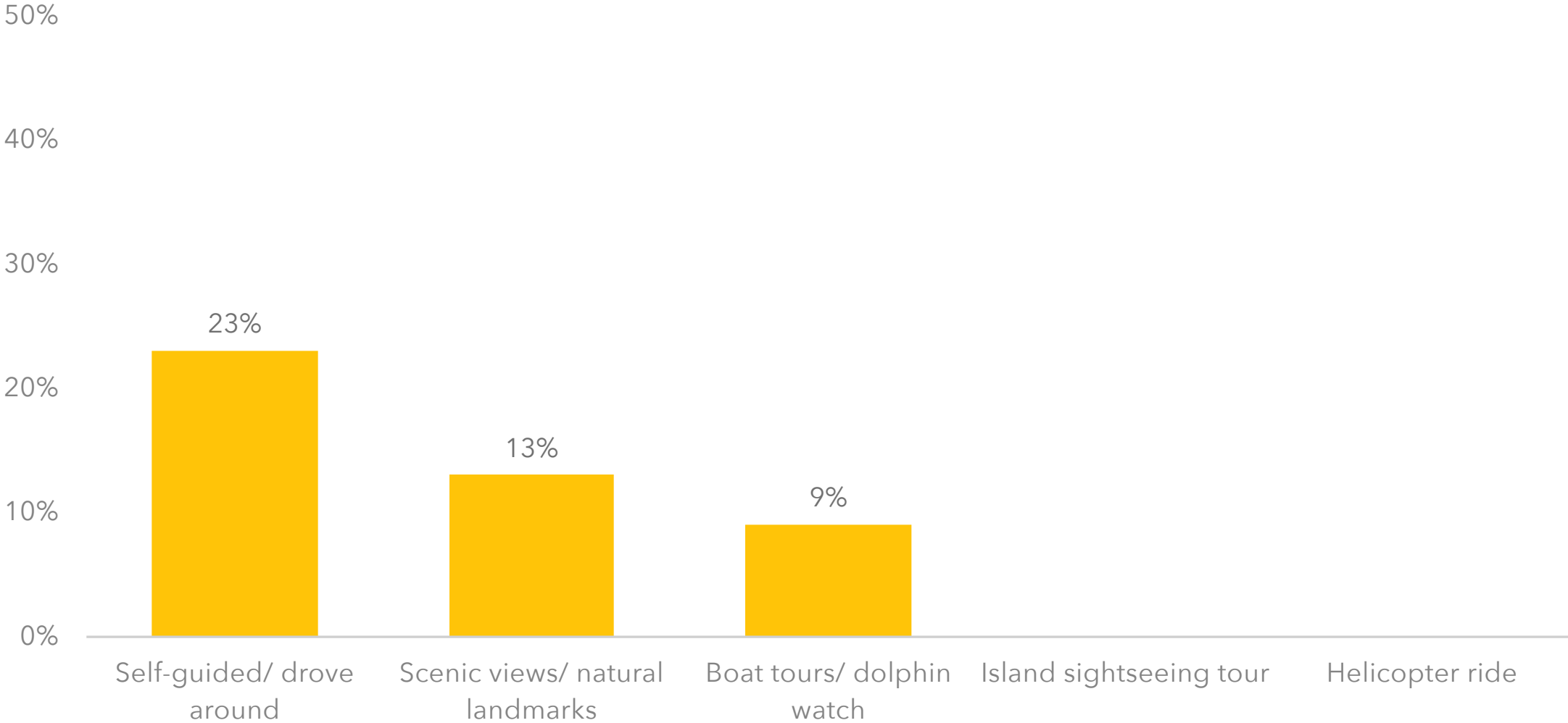
VISITOR ACTIVITIES



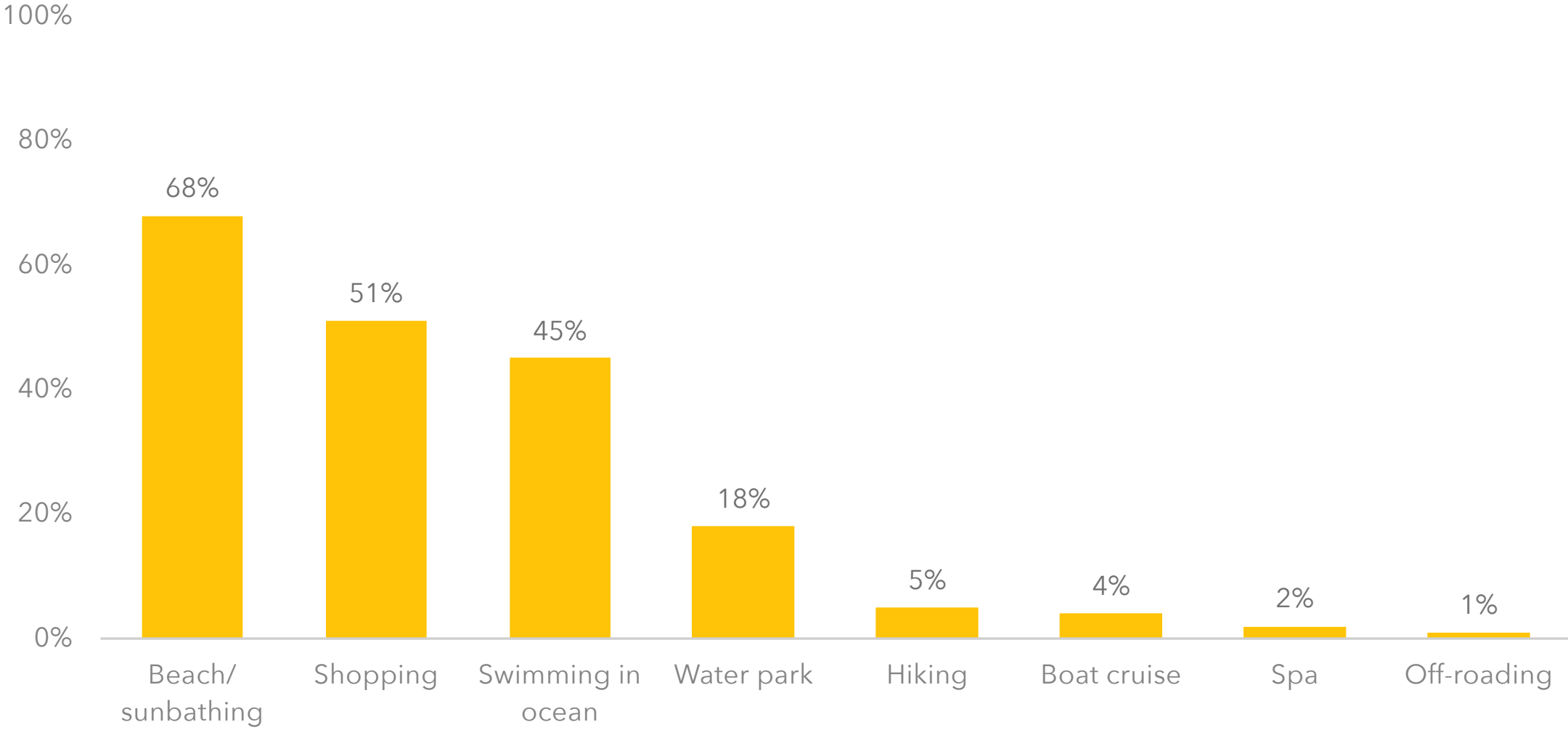
SHOPPING AREAS – PENETRATION



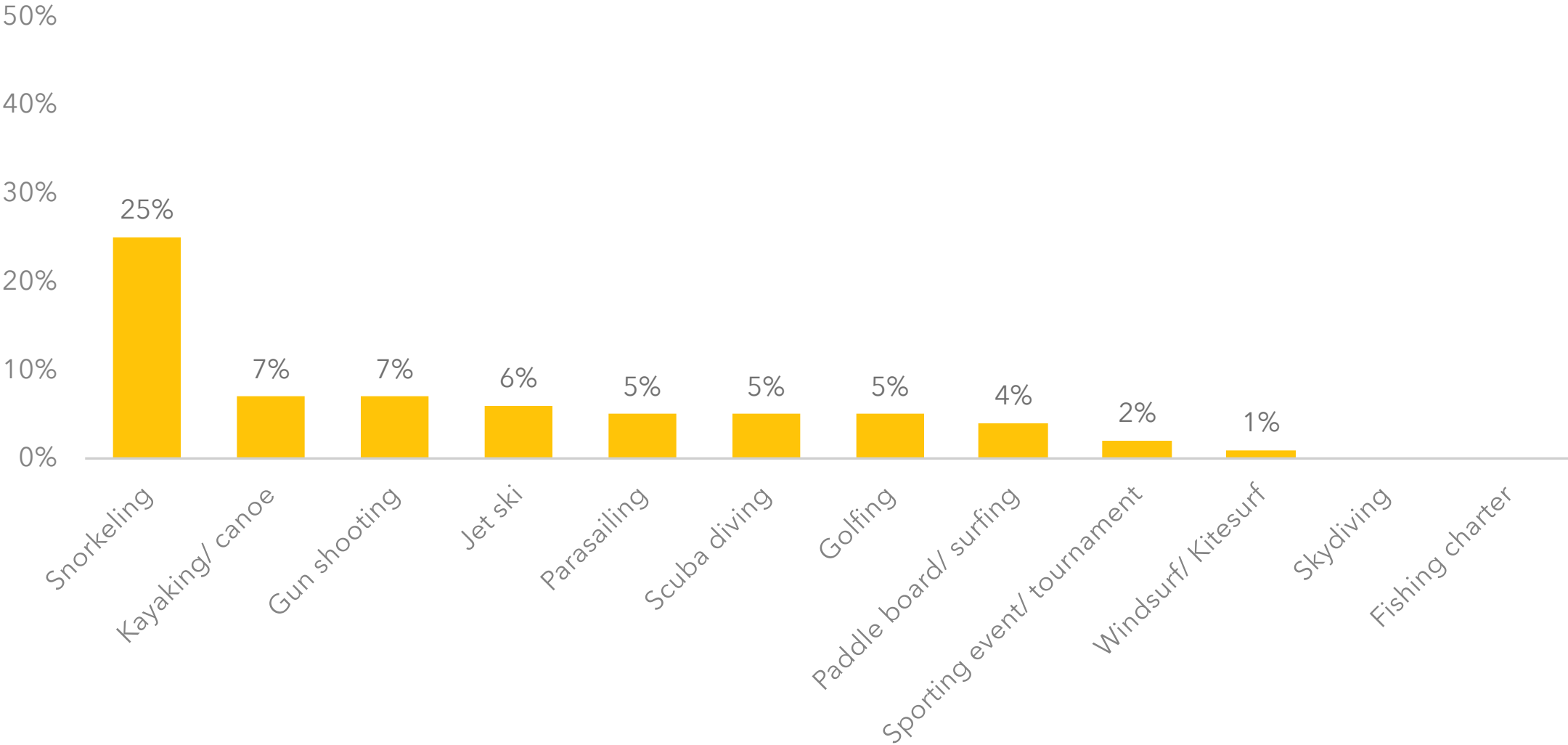
ACTIVITIES – SIGHTSEEING



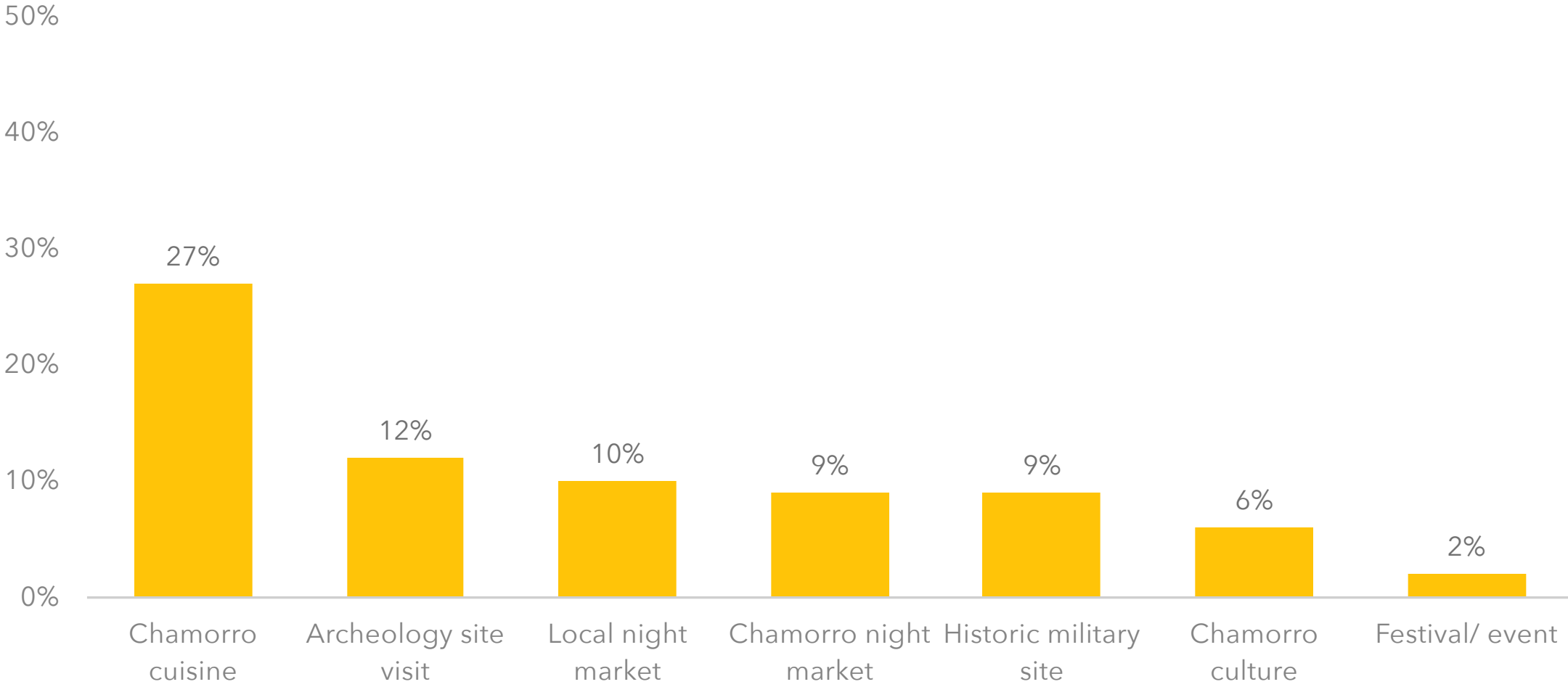
ACTIVITIES – RECREATION



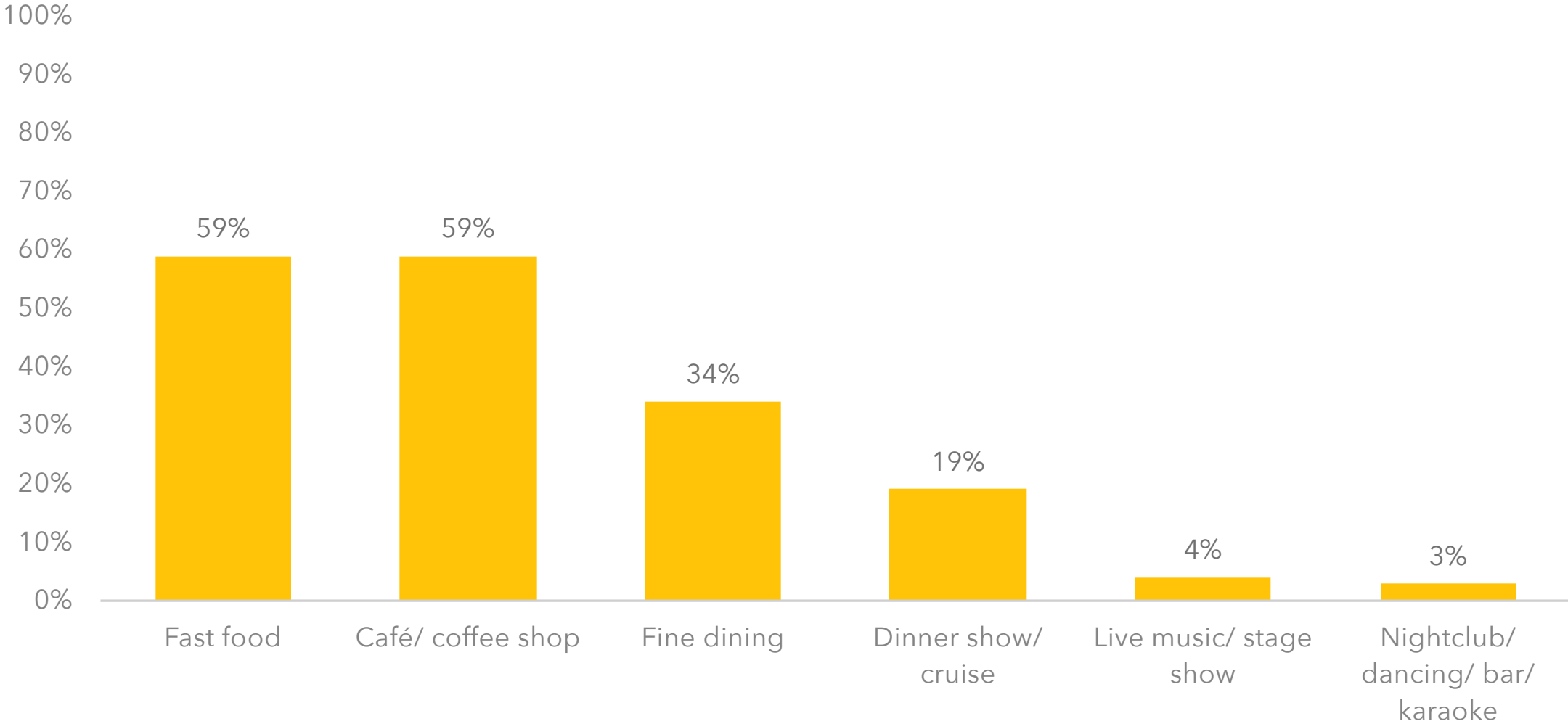
ACTIVITIES – SPORTS



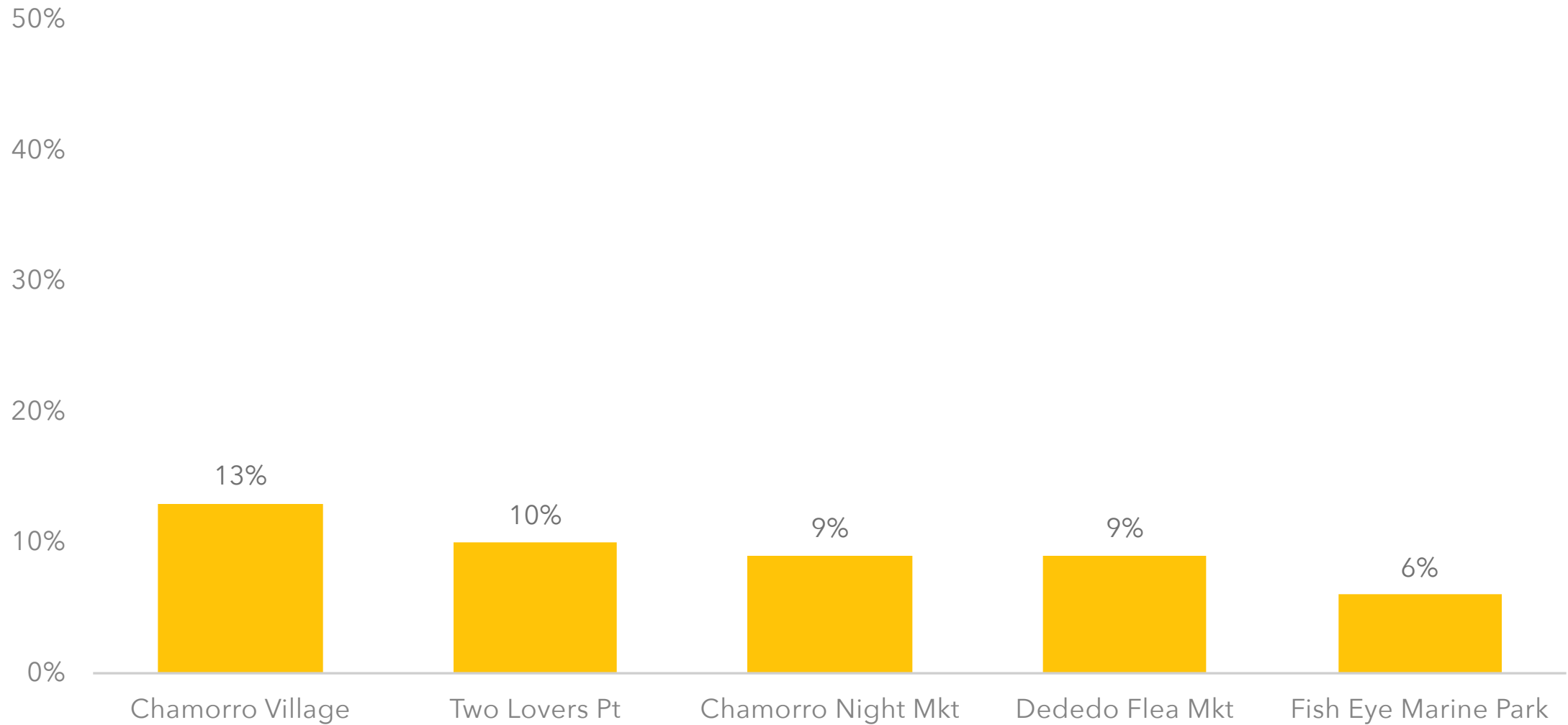
ACTIVITIES – HISTORY, CULTURE, ARTS



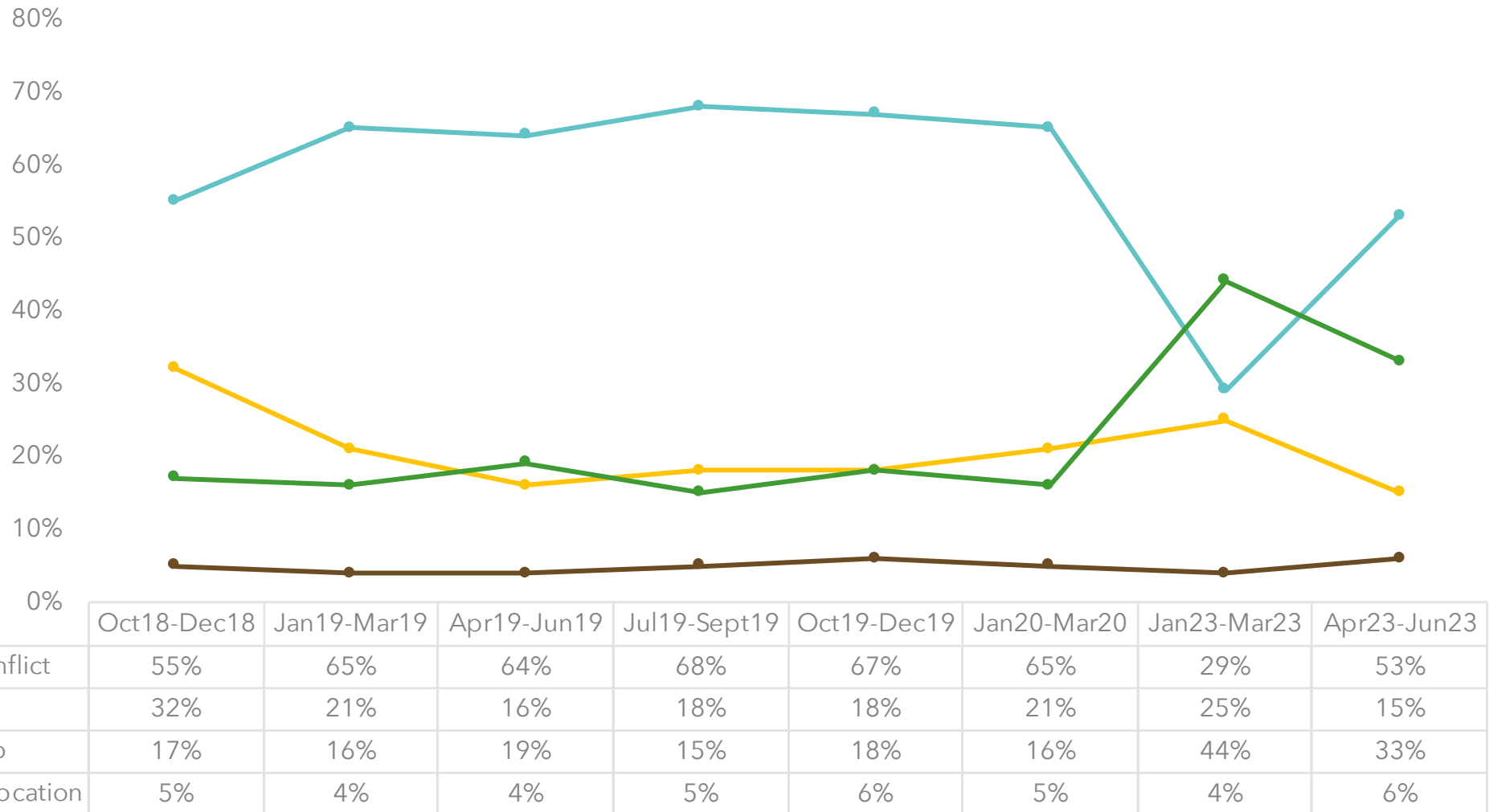
ACTIVITIES – ENTERTAINMENT & DINING



LOCAL ATTRACTIONS – TOP RESPONSES (5%+)



LOCAL CULTURE – OBSTACLES



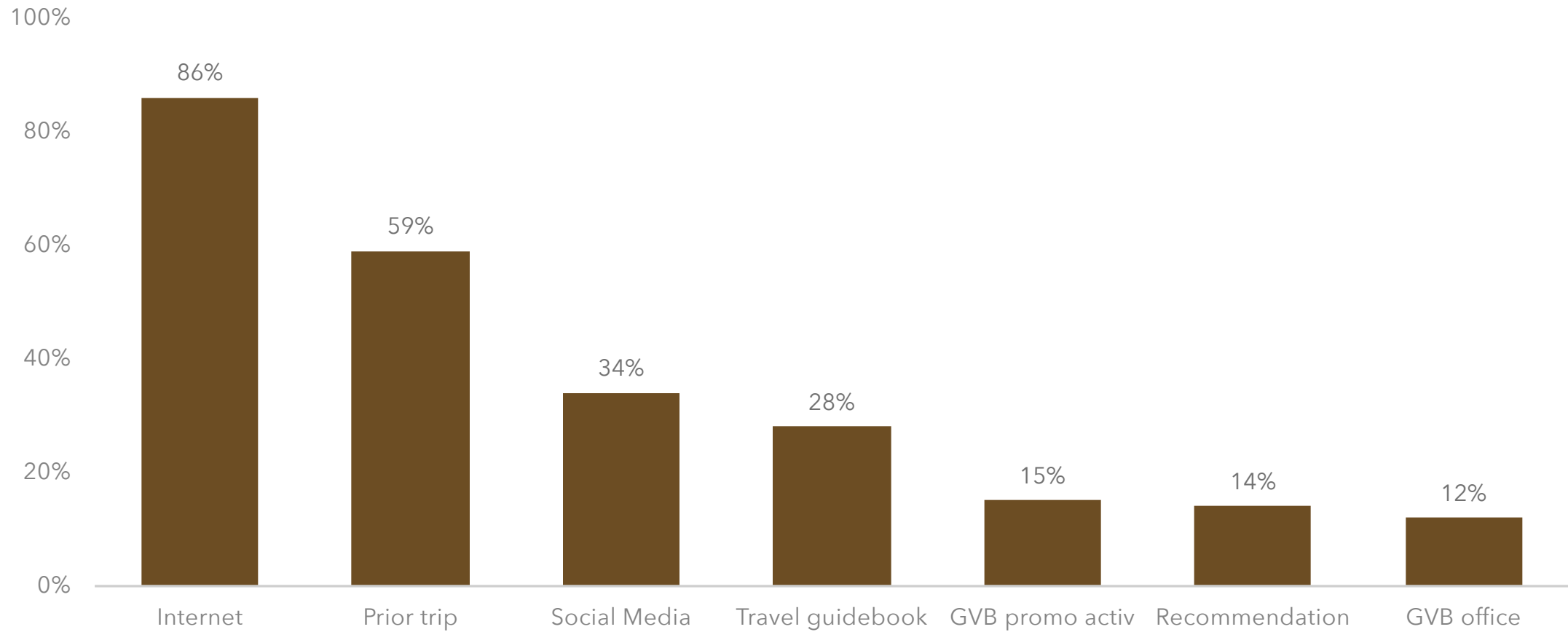


SECTION 6

SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION - SEGMENTATION

GVB VISITOR SATISFACTION STUDY

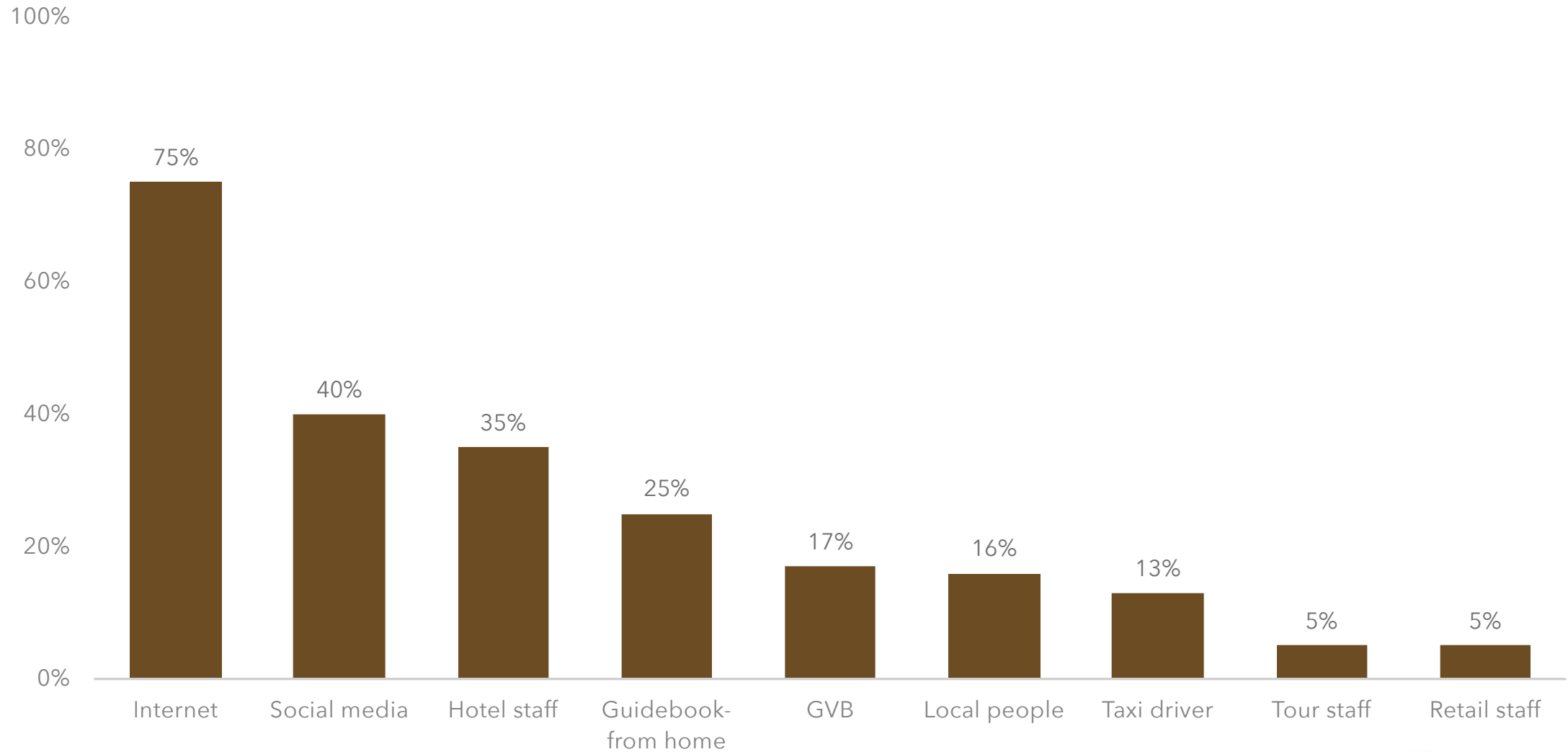
Q5 Please select the top three sources of information you used to find out about Guam before your trip

	TOTAL	KEY SEGMENTS							
		-	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Q5 Internet/Mobile App	86%	80%	80%	87%	100% ¹	100% ¹	100% ¹	87%	
I have been to Guam before	59%	50%	60%	60%	50%	50%	1	77% C	
Social media	34%	30%	20%	34%	50%	1	50%	34%	
Travel guide book at bookstores	28%	30%	16%	35% G	1	1	100% ¹	18%	
Guam Visitors Bureau promotional activities	15%	20%	28%	16%	1	1	1	14%	
Friend or relative	14%	20%	4%	12%	1	1	1	11%	
Guam Visitors Bureau office	12%	10%	28% G	10%	1	1	1	10%	
TV	2%	1	4%	1%	1	1	1	2%	
Magazine (consumer)	2%	1	4%	2%	1	1	1	1%	
Travel agent brochure	2%	1	1	2%	1	1	1	1%	
Co-worker/ company travel department	2%	1	4%	1	1	50% B G	1	1%	
Travel trade shows	1%	1	1	1%	1	1	1	1%	
Total	128	10	25	86	2	2	2	97	

*Prepared by Anthology Research^{2,3}

1. This category is not used in comparisons because its column proportion is equal to zero or one.
2. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05
3. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

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

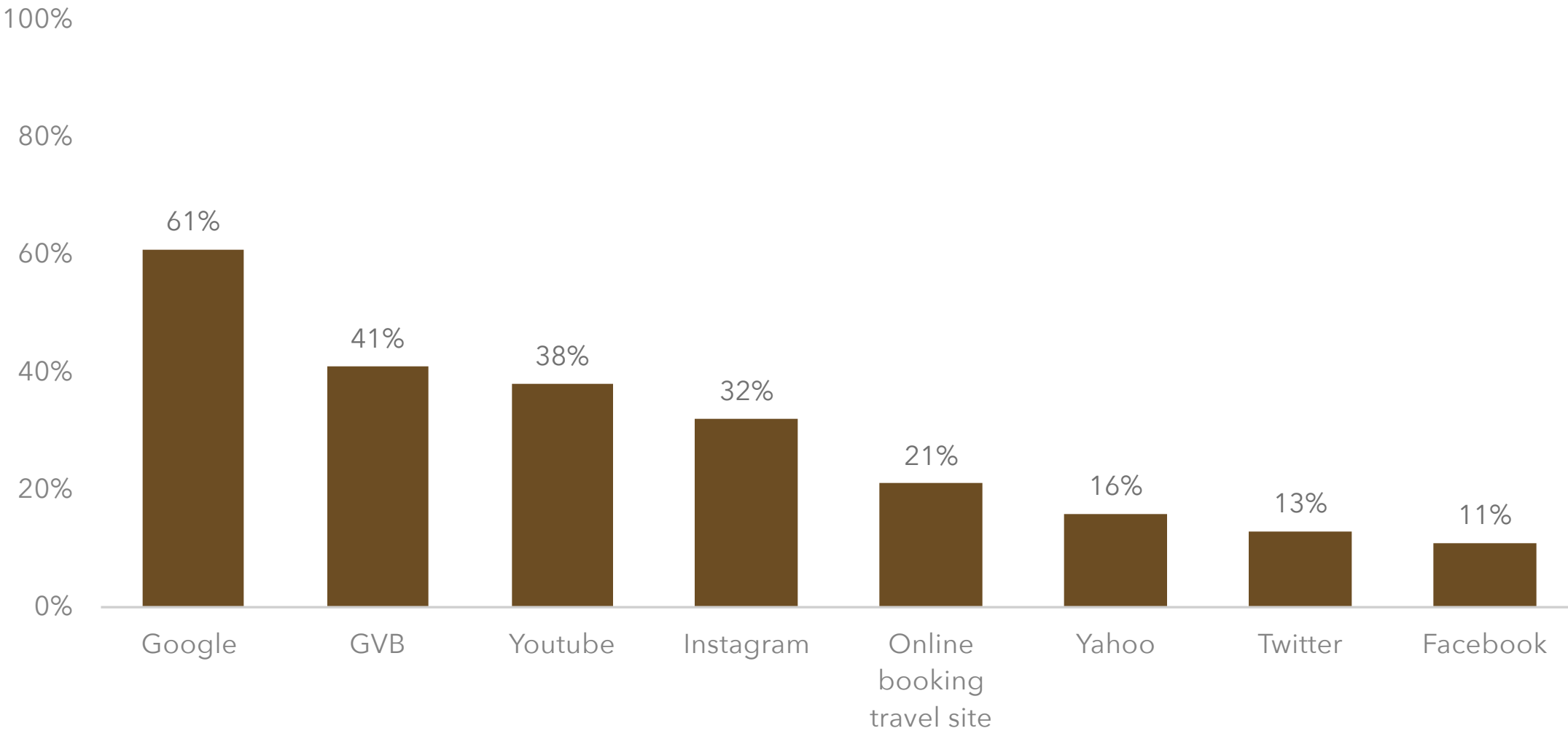
		TOTAL	KEY SEGMENTS						
		-	OL LADY	SILVER 60+	FAMILY	GROUP TOUR	MICE	WEDDING	REPEAT VISITOR
		(A)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Q6	Internet/ Mobile App	75%	70%	80%	77%	50%	50%	50%	77%
	Social Media	40%	40%	20%	40%	100% ¹	1	1	42%
	Hotel staff	35%	40%	24%	41% G	50%	1	50%	27%
	Guide books I brought with me	25%	30%	16%	30% G	1	1	100% ¹	19%
	Guam Visitors Bureau	17%	10%	24%	20%	1	1	1	21%
	Local people	16%	30%	16%	12%	1	100% ¹	1	15%
	Taxi drivers	13%	10%	24%	10%	1	50%	1	12%
	Retail staff	5%	1	4%	6%	1	1	1	5%
	Tour staff	5%	1	12%	7%	1	1	1	5%
	Restaurant staff (outside hotel)	3%	1	1	3%	50% C G	1	1	4%
	Signs/ advertisement	2%	1	8%	2%	1	1	1	2%
	Other visitors	2%	1	1	3%	1	1	50% C G	2%
	Local publication	2%	1	1	1%	1	1	1	2%
	Total	128	10	25	86	2	2	2	97

Prepared by Anthology Research^{2,3}

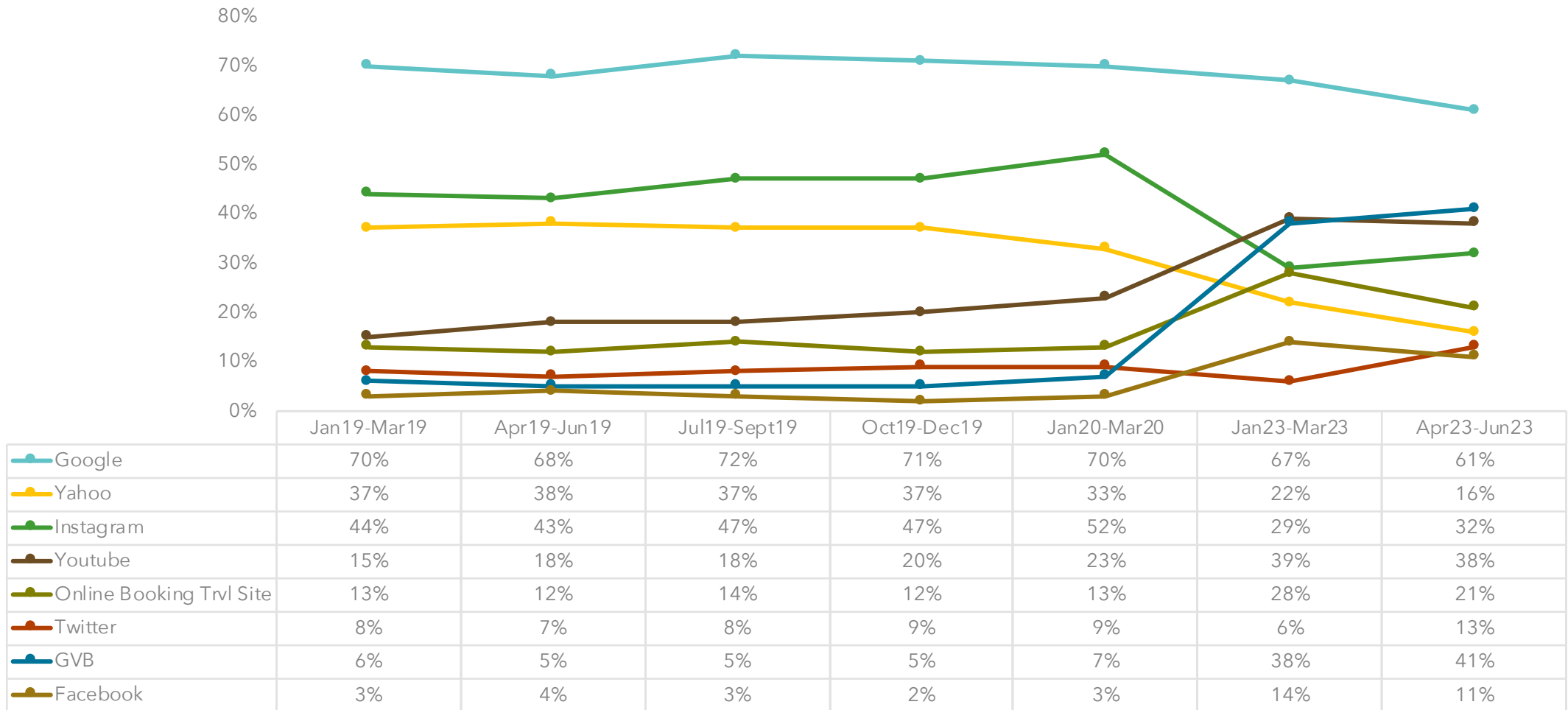
1. This category is not used in comparisons because its column proportion is equal to zero or one.
2. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05
3. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.



ONLINE SOURCES OF INFORMATION



ONLINE SOURCES OF INFORMATION

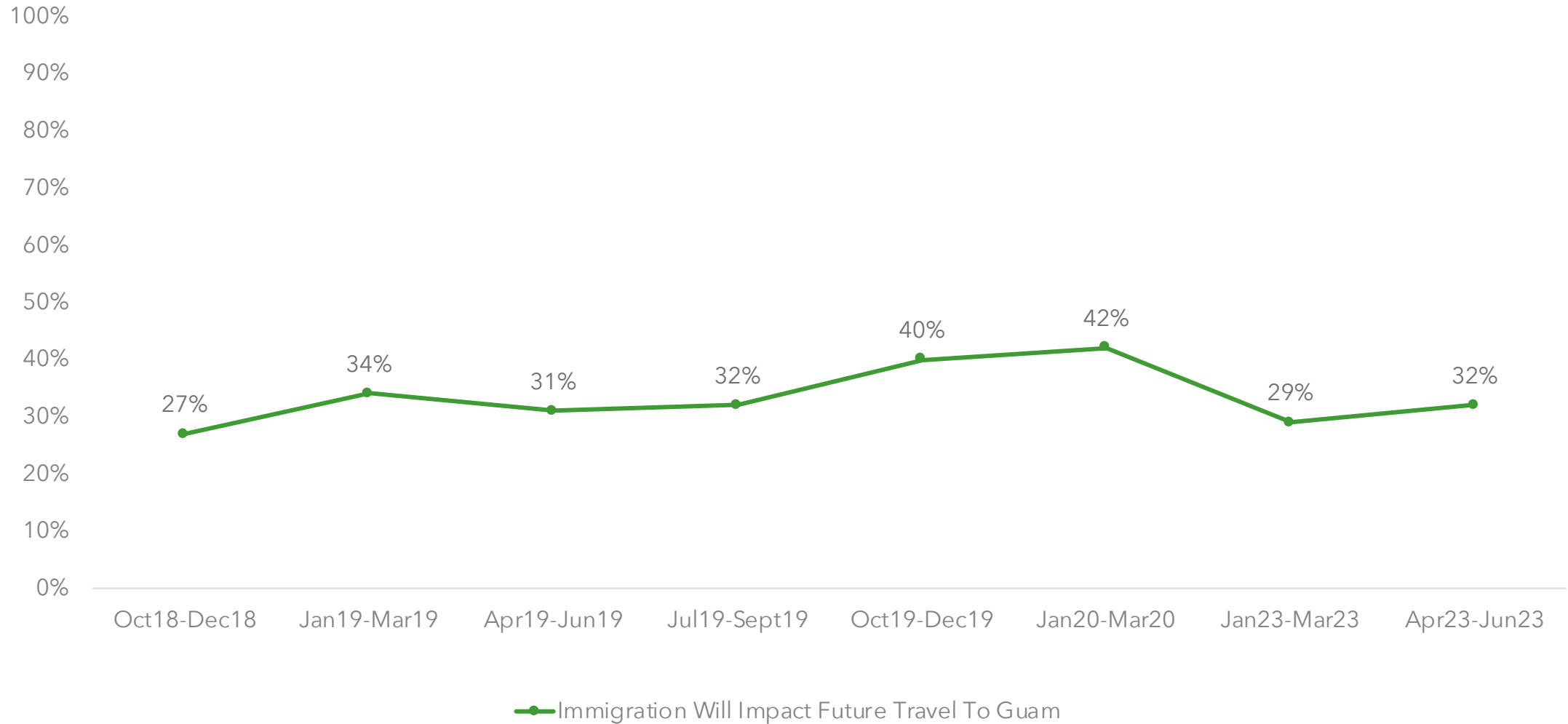




SECTION 7
IMMIGRATION



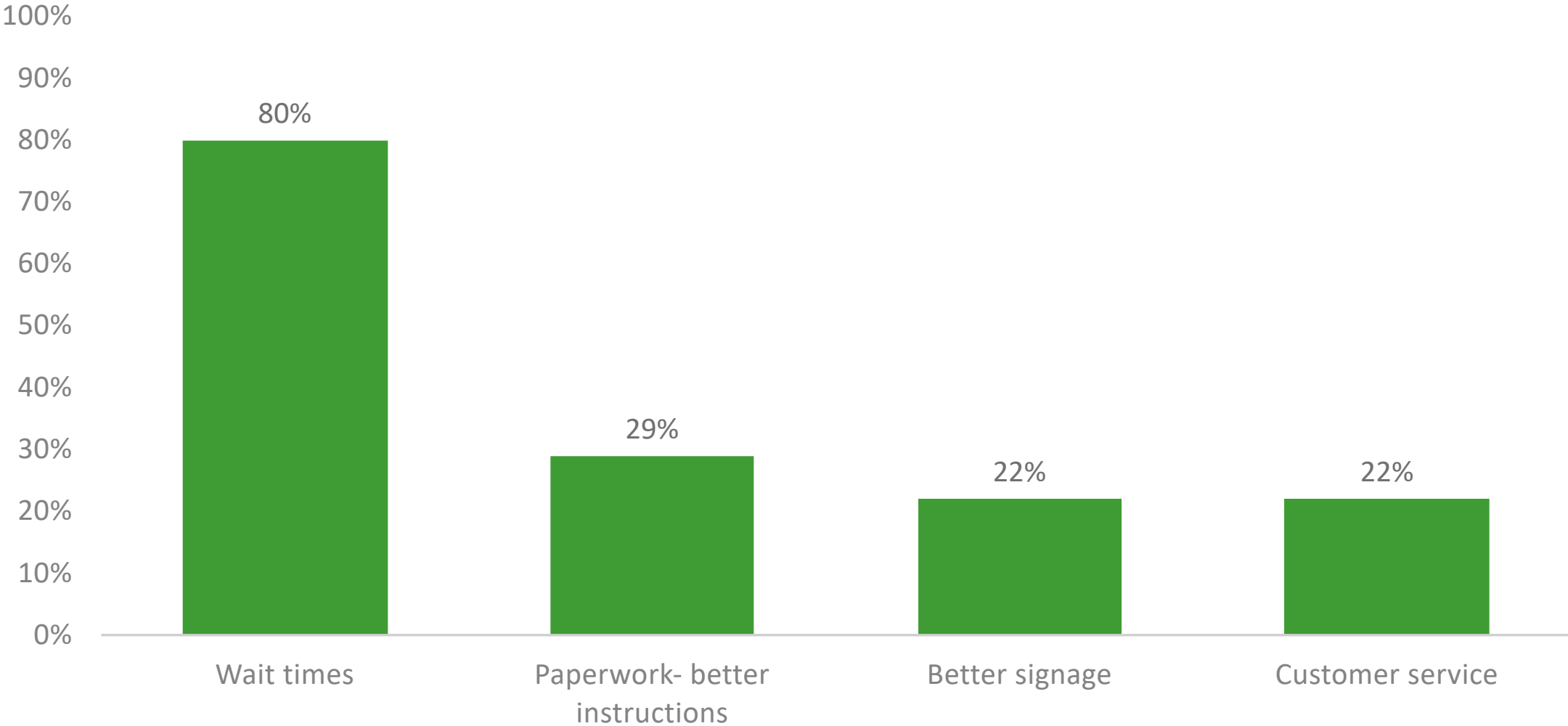
IMPACT OF AIRPORT IMMIGRATION SVC ON FUTURE TRAVEL TO GUAM



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



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





FY2023 Q3 Japan Visitor Tracker Exit Profile & Market Segmentation Report Verbatim Responses

Prefecture/Region

Other (please specify):

Tokyo

Tokyo

Aichi prefecture

Osaka

Saitama

Chiba prefecture

Tokyo

Tokyo

OSAKA

Osaka

Tour Company

Other (please specify):

Arranged it myself

I used my miles, etc

Travel Standard Japan

Time Design

Jalan Ena

Expedia



Expedia

Agoda and Trip.com

Trip.com

NTT Travel

Military Historical Tours

IACEin

Expedia

Expedia

Q2b What would have to happen to make you more likely to recommend Guam to your family and friends?

Enhance robustness of restaurants, shopping malls, etc.

Many facilities are closed. Two Lovers Point, Talofofo Falls, etc.. Even though it was closed, it was not reflected on Google Maps, so I was disappointed after going there.

Many shops were closed so I couldn't enjoy shopping much, so I think it would be good if many shops will be open at night like before.

In order to prioritize the reopening of tourist spots and shops and restaurants around Tumon Bay, it is to put full effort to fully expand tax reductions and develop a self-sustaining economic recovery for those businesses, rather than distributing subsidies.

There needs to be more attractions (nature, activities), food, and other unique things that you can only experience in Guam that you want to show off to everyone.

There was no direct flight from Osaka, so it took a long time. Increase the number of hotel staff. Room cleaning is slow.

A restaurant that can make a good meal



I think that delicious food, beautiful sea and scenery, stores with attractive product lineups, and high-quality service that matches the price are essential. It's a pity that the quality of Guam is getting worse and worse every time I visit, and it's a pity that people involved in tourism don't realize this.

I would like to see more access from the airport to the city and within the island. Taxis on the island are expensive. I wish the hotel was a little cheaper.

Improvement in price hikes. Improved store assortment. Reopening of closed shops and restaurants.

Easy to swim in the sea

Increased flights to and from Japan, revitalization of tourist spots in Guam, etc. Specifically, reopening stores, reconsidering shortened business hours, closing DFS stores too early, and increasing the number of trolleys.

I would like the travel agency to make the tour fee cheaper. Enhanced optional tours.

Prices are too high compared to a few years ago. Especially restaurants.

Activities that can be enjoyed by the whole family. Relatively safe activity so that young and elder persons can enjoy

Restaurants, shopping, convenience stores Places where you can buy breakfast, cafes that are open at night

Direct flights from Nagoya

Restoration of infrastructure and other things due to the typhoon

Strong yen Prices are high

The yen was weak and the number of shops was decreasing, so I honestly felt unsatisfied compared to the past. If that's the case, I can't help but think Okinawa would be better, so I would be happy if DFS made a more attractive offer. Also, it would be convenient if there were more electric kickboards and bicycle rentals.

On this trip to Guam, it was inconvenient because the bus was not running due to the typhoon. Maybe since the restaurant had short business hours or it was takeout only, it was crowded, so it was difficult to go inside. I have been to Guam many times (this is



my first trip to Guam after COVID-19), so I hope that things will be restored as soon as possible, including the homes of the residents.

Smooth established operation of transportation

Convenience of transportation, enhance the robustness of restaurants, accommodation fee

Convenience of flying between Chubu and Guam Recovery after the typhoon There were many Korean tourists so it didn't feel like I was in Guam It felt like I was in Korea

Renewal of hotel, training of local staff

Even though the hotel brand is good, the room is too run down. Amenity products were not prepared, and the hair dryer given at the reception was broken. A clean image is very important. I was surprised that credit cards could not be used for taxis.

Number of flights

Beach restaurant

Increase the number of buses

In any country, tourism has been on the decline, but I think it would be good if the former liveliness comes back little by little. The number of buses has decreased so much that it has become inconvenient.

If someone is wondering whether to go or not, I would recommend going.

Enhance the robustness of shopping malls

Isn't it to eliminate the deserted feeling? When my children were small, I stayed at the Okura at that time three times a year, but it was more lively.

To return to the state before Corona.

Same situation as before Corona

Reduction in time for Guam immigration, public transportation from the airport to the hotel



Q7 Which internet or social media sources, if any, did you use to learn about Guam?

Other (please specify):

Some stranger's blog

I have already visited more than 20 times.

Since I am a member of Starts, I communicated with the local manager.

Tiktok

Local friends

Instagram

Google map

Blog

Q22 What did the package trip include?

Other (please specify):

Pick up and drop off

Pick up and drop off

Airport drop off and pick up

Bus to airport

Wedding ceremony

Insurance

One lunch

Hotel drop off and pick up



Hotel drop off and pick up

Wedding commemorative photoshoot

Q30 In this section, we would like to know what additional spending you and your family/travel party spent while on Guam.

Other Spending

Other (please specify):

Rental Wifi

Q33 Which ONE detail made your trip to Guam more enjoyable?

There weren't many tourists, so it was quiet

Getting to know my acquaintance is well

None

Wedding ceremony and photo tour

First time driving a rental car

The people I met

All of the above

BBQ with local friends

Light aircraft flying training cross-country flight

Golf

Golf

Golf



Q34 If applicable, please share the ONE thing that could be improved to make your stay in Guam more enjoyable.

I'm always disappointed by the poor manners of Korean tourists. Like Saipan, I hope that as the number of Japanese people decreases and the number of Chinese and Korean people increases, that the city will not become dirty.

It was much safer than the reputation, and the locals were kind. Even so, I hear a lot of bad rumors. I would like you to keep in mind to maintain public order.

Shuttle bus between airport and hotel, fixed schedule sightseeing bus

Airport access taxi

Alleviation of congestion at immigration upon entering the country

Immigration procedures

I couldn't go into the ocean this time due to the typhoon, so I hope to return to the beautiful sandy beach next time

Increase the number of flights

Enhancement of public transportation such as buses

I wish the supermarket had delicious ready-to-eat food.

I want it to be restored because there are fewer shops

Shopping

Store opening and opening hours

Most of the shops were closed down due to covid, so I hope that the whole island will come back to life



Q35 Guam has a number of shopping malls and stores. Please select all those visited during this trip.

Other (please specify):

Payless Market

Payless, Cost U Less

Payless

Payless

Payless

American Music

Q38 During this trip on Guam, which of the following activities did you participate in?

Sports:

Sports event/tournament (please specify):

Flying a plane

Jungle trekking

Q39 During this trip on Guam, which of the following activities did you participate in?

History, Culture & Fine Arts:

Festival/Event (please specify):

Morning market

Morning market

Yoga class in hotel



Tumon bay music festival

Hot place